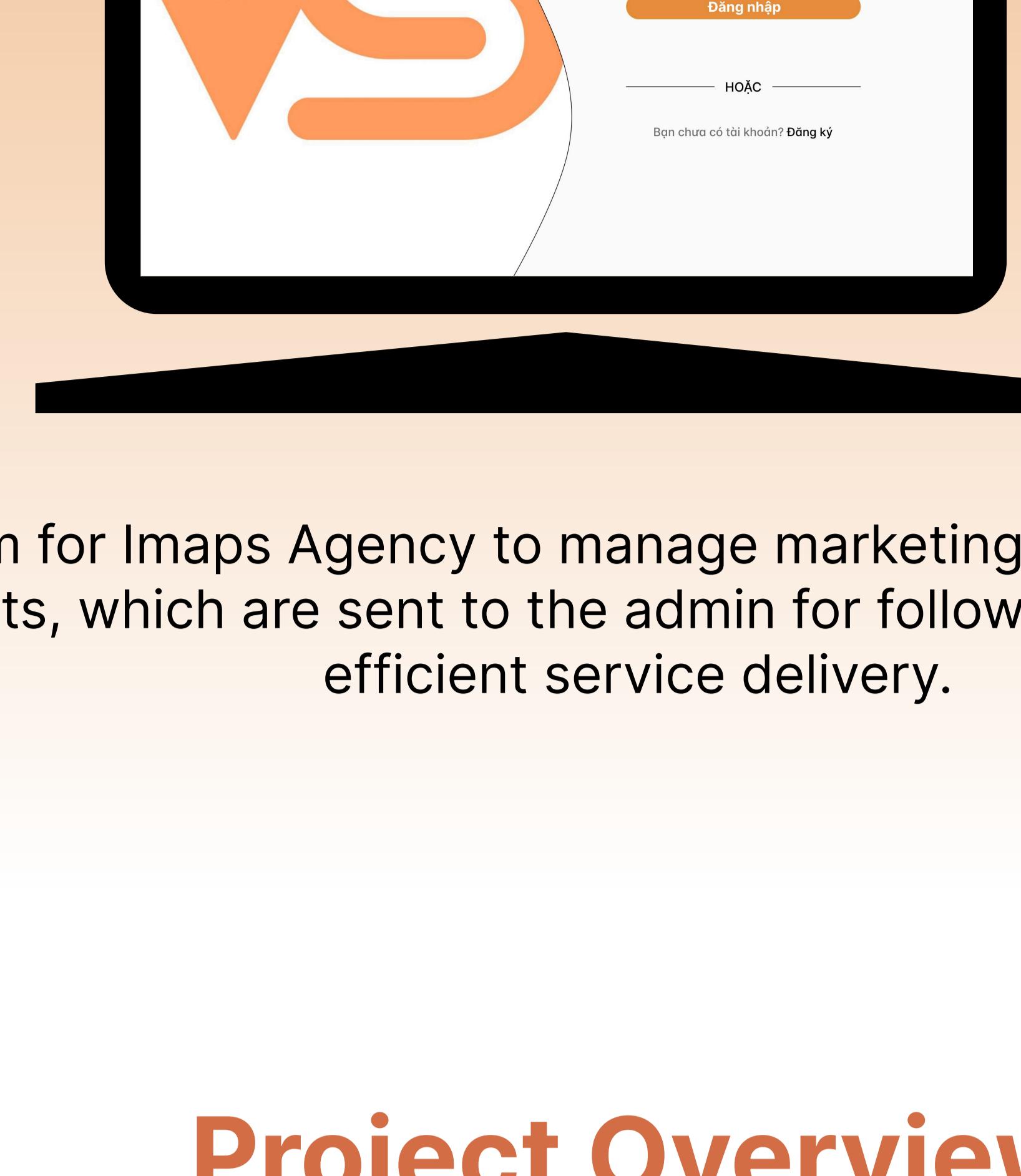


2024
Year

IMaps Agency
Web Marketing System Management

thuyennd21
@gmail.com



Developed a system for IMaps Agency to manage marketing services, allowing customers to submit requests, which are sent to the admin for follow-up, contract creation, and efficient service delivery.

Project Overview

PAINT POINT

USER GROUP

APPROACH

CORE FUNCTIONS

When implementing traditional marketing services without a website:

- Customers need to visit the company in person, which causes difficulties in terms of time and space, especially for those who are not located nearby or have busy schedules.
- Storing customer information, transaction history, and service requests is usually done manually, leading to risks of data loss or errors.
- The process of creating contracts and handling payments manually takes time and can lead to mistakes, affecting cash flow and customer relationships.

Project Overview

PAINT POINT

USER GROUP

APPROACH

CORE FUNCTIONS

- Businesses or Organizations: The primary users of marketing services.
- Individual Customers: Customers who use marketing services for personal needs.
- Suppliers and Partners: Stakeholders such as marketing partners or KOLs (Key Opinion Leaders).

Project Overview

PAINT POINT

USER GROUP

APPROACH

CORE FUNCTIONS

Customer Request Management: Customers fill in their name, email, and service request, and the company contacts them for consultation.

Customer Capabilities:

- View information about the working process.
- Learn about the company's services.
- Contact the company through various social media channels.
- Log in/Log out.

Employee Capabilities:

- Create contracts for customers.
- Summarize and manage the list of customers who have contacted the company.
- Manage and modify customer requests.

Figma Design

