

Firmify App and Responsive Website

Maham Amjad

Project overview



The product:

I embarked on the creation of an innovative and user-centric digital solution aimed at streamlining the complex process of incorporating a company. My project resulted in the development of an incorporation app and a responsive website, both meticulously designed to empower entrepreneurs, business owners, and consultants with the tools they need to navigate the incorporation journey seamlessly.



Project duration:

August 1, 2023 – August 25, 2023.



Project overview



The problem:

The problem I aimed to address was the intricate and often convoluted process of company incorporation. Entrepreneurs and small business owners faced significant barriers due to the complexity of legal procedures and documentation. My focus was on simplifying this process, making it more accessible and straightforward for individuals with limited legal knowledge.



The goal:

My objective was to develop an incorporation app and responsive website, empowering entrepreneurs, startups, and small business owners through comprehensive resources, step-by-step guides, and interactive features. Additionally, my aim was to enhance users' ability to establish businesses confidently and efficiently. This initiative aimed to drive positive change by fostering entrepreneurship, facilitating economic growth, and streamlining business processes in society.

Project overview



My role:

In my role as a Lead UX designer, I was responsible for conceptualizing and executing the overall user experience design for both the incorporation app and responsive website.



Responsibilities:

Through the project, my responsibilities included:
User research, Paper and digital wireframing, Research study, Lo-fi Prototyping, Usability testing, Mockups and Hi-fi Prototyping, Testing and User feedback, and Continuously iterating on the designs to optimize user engagement and satisfaction.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



The user research phase primarily focused on qualitative methods such as interviews and usability testing. Through in-depth interviews with potential users, I gained valuable insights into their pain points, challenges, and expectations when it comes to business incorporation.

Additionally, I conducted usability testing sessions where participants interacted with my initial prototypes, allowing me to observe their behaviors and gather feedback on the user interface and overall user experience. My assumptions about users' preferences evolved significantly as I learned directly from them, shaping my design decisions to better address their needs and expectations.

Persona 1: Emily

Problem statement:

Emily is an aspiring entrepreneur with a marketing background who needs a simplified and user-friendly resource to guide her through the business incorporation process because she lacks experience in legal matters and wants to avoid mistakes that could impact her new business venture.



Emily

Age: 28
Education: BBA
Hometown: Austin, Texas
Family: Single
Occupation: Entrepreneur

"I'm really excited about my business idea, but I've never done this before. Incorporation sounds complicated, and I don't want to mess it up. If I can find a website that breaks it down in simple terms, that would be a lifesaver!"

Goals

- Emily wants to incorporate her company while ensuring she understands the process thoroughly.
- She seeks clarity on the steps involved and wants to avoid any potential legal pitfalls.

Frustrations

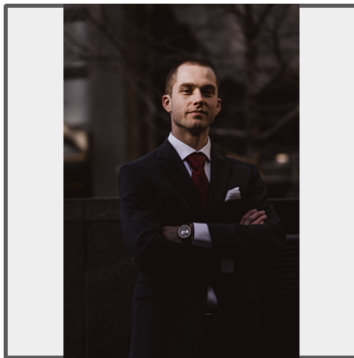
- Lack of knowledge about business incorporation.
- Worried about making mistakes during the process.
- Uncertain about the legal terminology and requirements.

Emily is an old aspiring entrepreneur with a background in marketing. She's currently living in a small apartment in Austin. Emily has always dreamed of starting her own business and is excited to turn her passion into a successful venture.

Persona 2: **Tony**

Problem statement:

Tony is a tech entrepreneur from Silicon Valley who needs an efficient online solution for incorporating his new business because He values digital processes, dislikes paperwork, and wants to focus on scaling his business without unnecessary delays.



Tony

Age: 35
Education: MCS
Hometown: Silicon Valley
Family: Married (2 children)
Occupation: Tech Entrepreneur

"I'm all about getting things done online. If there's a website that makes incorporating my business as easy as ordering food online, count me in. I don't want to waste time on paperwork"

Goals

- Tony aims to incorporate a new company quickly and efficiently.
- He prefers digital solutions that allow him to complete tasks independently and without unnecessary delays.

Frustrations

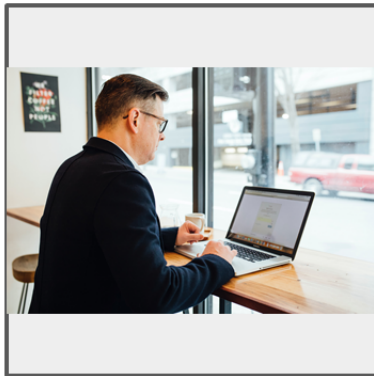
- Frustration with complicated and time-consuming processes.
- Dislikes dealing with paperwork and offline procedures.
- Wants a streamlined and user-friendly experience.

Tony is an old tech entrepreneur with experience in web development. He holds a Master's degree in Computer Science from Stanford University. Tony is always looking for innovative ways to optimize processes and expand his business ventures.

Persona 3: David

Problem statement:

David is a meticulous CPA specializing in advising small businesses who needs accurate a comprehensive resources for guiding his clients through incorporation because he values precision and needs to provide trustworthy advice, ensuring his clients make informed decisions without legal complications.



David

Age: 45
Education: BAcc
Hometown: New York City
Family: Married (3 Children)
Occupation: CPA

"I take my clients' businesses seriously, and that means I need the best resources to guide them. If there's a website that covers every aspect of incorporation and provides solid references, that would be a game-changer for me."

Goals

- David wants to provide accurate and reliable advice to his clients who are considering incorporation.
- He seeks a trustworthy resource that covers all aspects of the process.

Frustrations

- Concerns about providing incorrect advice to clients.
- Needs comprehensive information to cover all potential scenarios.
- Wants to refer clients to a reliable source for accurate guidance.

David is an old certified public accountant (CPA) who specializes in advising small businesses. He completed his Bachelor's degree in Accounting from Columbia University. He values spending quality time with his family. David is known for his meticulous attention to detail and commitment to providing accurate financial advice.

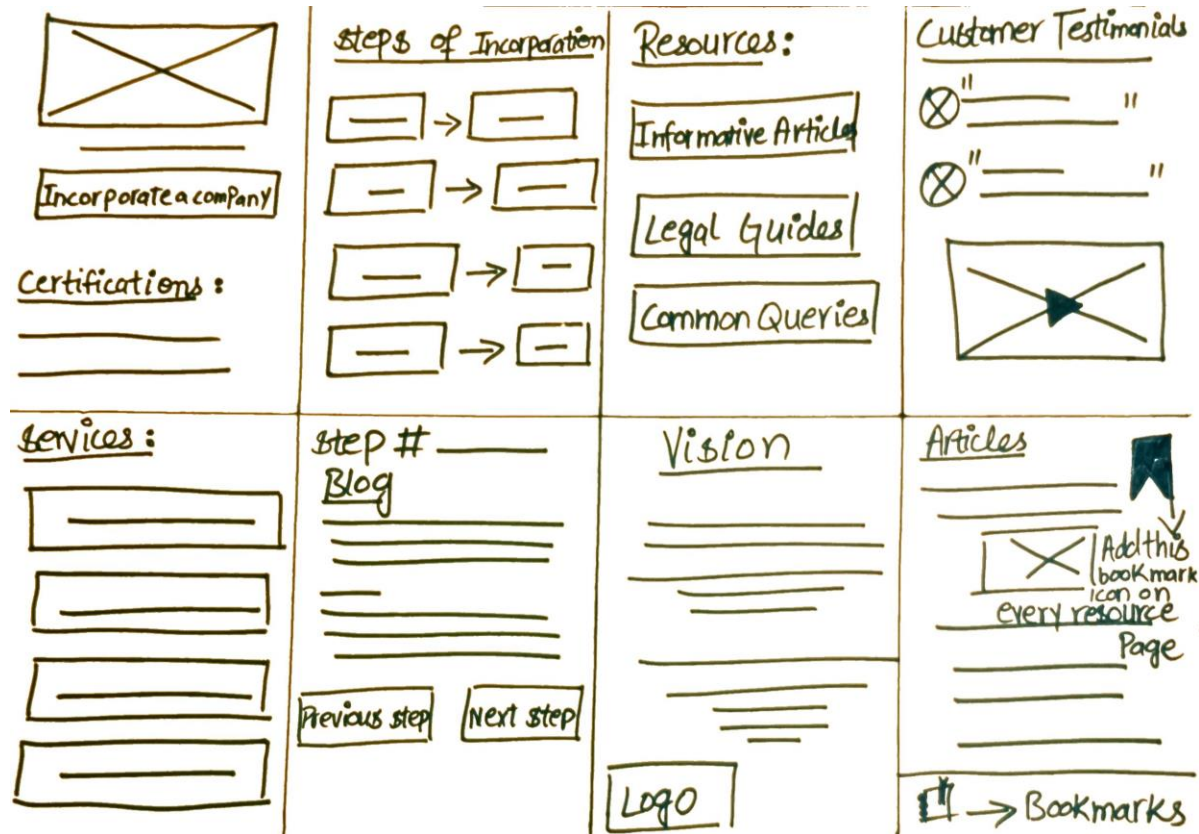
Competitive audit

The competitive audit aimed to understand competitors' strategies, strengths, and user preferences, leading to insights that refined our incorporation app and website's user-centric approach.

| Competitive audit Evaluate the competitive landscape in the business incorporation industry | | | | | | General information | | | |
|--|--|---|---|---|--|---|---|---|---|
| Competitor type | Location(s) | Product offering | Price (as of 2021) | Website URL | Business size (est.) | Target audience | Unique value proposition | Desktop website experience | Final impressions |
| LegalClim | Direct | United States | Online business incorporation, legal forms, trademark registration, legal advice | \$5 | www.legalclim.com | Large | Small and medium-sized businesses, startups, individuals | Extensive range of legal services and resources, well-organized navigation | Desktop website experience <ul style="list-style-type: none">Clear and professional website design with a focus on branding.Well-organized navigation menu for easy access to various services.Comprehensive information about different legal services offered.Clear-friendly pricing details and packages.Robust customer support options, including live chat and phone support.Clear and concise information on the mobile interface.Mobile chat or customer support options for on-the-go assistance.Confirmed legal services might still be challenging to use on a small screen.Heavy content right above the leading lines or above conversions. |
| | Indirect | United States | Business incorporation, LLC formation, registered agent services | \$ | www.legalclim.com | Medium | Entrepreneurs, startups, small businesses | affordable pricing and streamlined incorporation process | Okay <ul style="list-style-type: none">Simple and minimalist design with a focus on simplicity.Streamlined and transparent pricing information.Streamlined navigation with key services highlighted.Emphasis on free initial consultation.Checklist-oriented for specific services like LLC formation.Traditional and somewhat staid, somewhat passive customer.Limited scope of services compared to other competitors.Fewer interactive tools for document creation and customization.Limited customer support channels compared to some competitors. |
| Infile | Direct | United States | Business incorporation, LLC formation, registered agent services | \$ | www.infile.com | Medium | Entrepreneurs, startups, small businesses | affordable pricing and streamlined incorporation process | Good <ul style="list-style-type: none">Visually appealing design with a professional color scheme.Extensive range of legal documents available for customization.Access to on-demand legal advice and attorney services.Legal CTA (call-to-action) offers users to get quick answers.Free trial period for premium membership.Designation can be seen as a selling point due to the clear value of services.Premium services may not be fully utilized by all users. |
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| MyCorporation | Indirect | United States | Business formation, trademark registration, compliance services | \$5 | www.mycorporation.com | Small | Small business owners, startups, individuals | Focus on personalized service and customer support | Good <ul style="list-style-type: none">Visually appealing design with a professional color scheme.Extensive range of legal documents available for customization.Access to on-demand legal advice and attorney services.Legal CTA (call-to-action) offers users to get quick answers.Free trial period for premium membership.Designation can be seen as a selling point due to the clear value of services.Premium services may not be fully utilized by all users. |
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| UX/UI notes: user flow and navigation | | | | | | | | | |
| Features | Accessibility | Interactions | User flow | Navigation | Brand identity | Visual design | Time | Content | Discrepancies |
| Desktop <ul style="list-style-type: none">Clear and professional design with a focus on branding.Well-organized navigation menu for easy access to various services.Comprehensive information about different legal services offered.Clear-friendly pricing details and packages.Robust customer support options, including live chat and phone support.Clear and concise information on the mobile interface.Mobile chat or customer support options for on-the-go assistance.Confirmed legal services might still be challenging to use on a small screen.Heavy content right above the leading lines or above conversions. | Good <ul style="list-style-type: none">Simple and minimalist design with a focus on simplicity.Streamlined and transparent pricing information.Streamlined navigation with key services highlighted.Emphasis on free initial consultation.Checklist-oriented for specific services like LLC formation.Traditional and somewhat staid, somewhat passive customer.Limited scope of services compared to 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Ideation

The ideation phase was driven by the goal of generating creative solutions to address user pain points, enhance the user experience, build trust and credibility, and incorporate interactive features. This aimed to create a more user-centered design for the incorporation app.

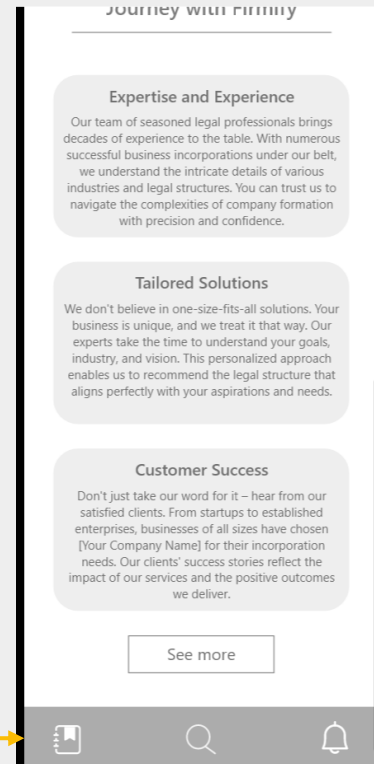


Digital wireframes



By positioning an "Incorporate a Company" button at the top of the home screen, I ensure a prominent start to the step-by-step guide for the incorporation process.

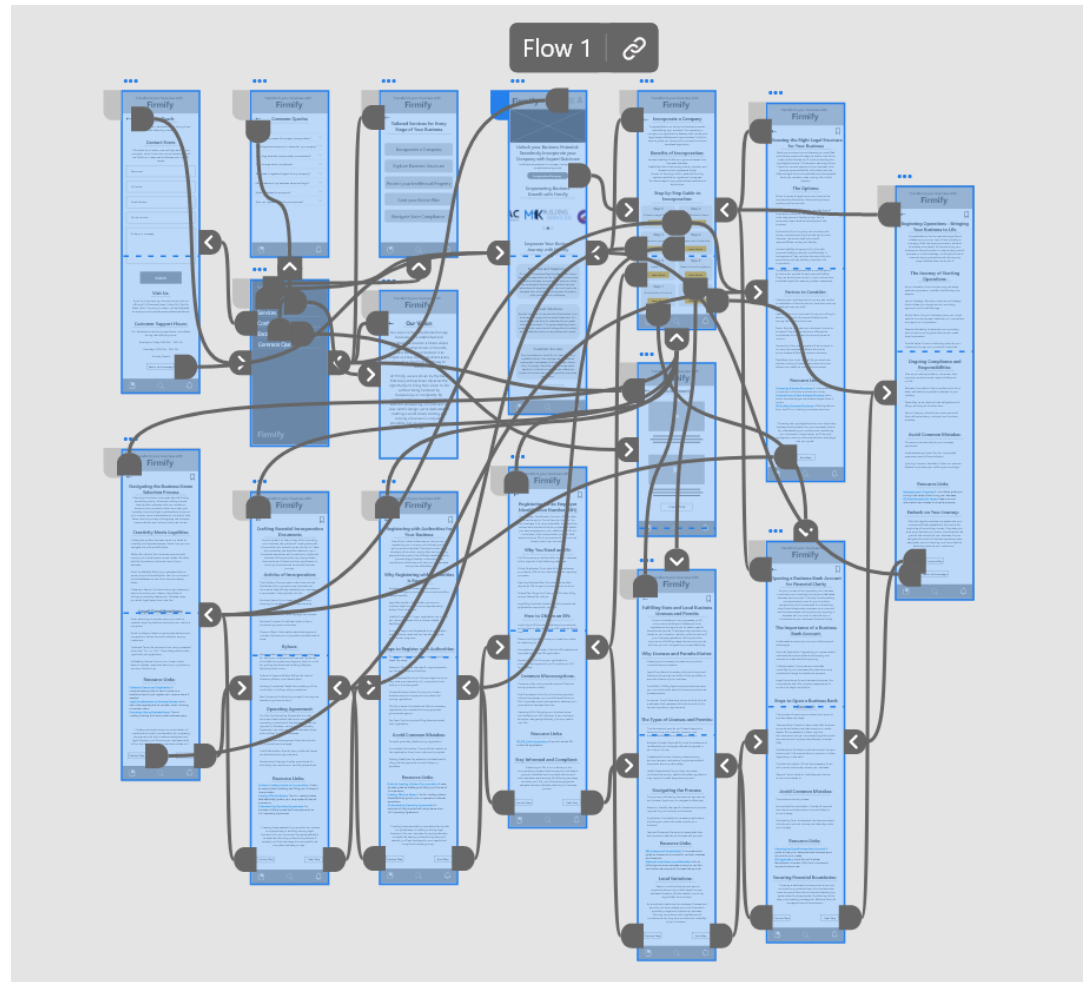
The addition of a "Bookmarks" icon makes it easy for users to resume reading from where they left off.



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that allows users to navigate through the app and explore various steps of incorporation by connecting the screens.

View [Firmify Low-fidelity Prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Worldwide, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study.

1

Streamline Navigation

Users appreciate the streamlined task completion process. Simplifying incorporation process into a series of manageable steps can significantly enhance user engagement and satisfaction. Users value efficiency and find a step-by-step approach more approachable and less overwhelming, making them more likely to accomplish their goals within the app.

2

Clear-cut Content

Users prioritize clear and concise content. Presenting information in a straightforward and succinct manner is essential for user comprehension and retention. Users often have limited time and attention, and content that quickly communicates essential points resonates with them, allowing them to grasp crucial concepts without feeling burdened by excessive detail.

Usability study: findings

3

Visual Cues

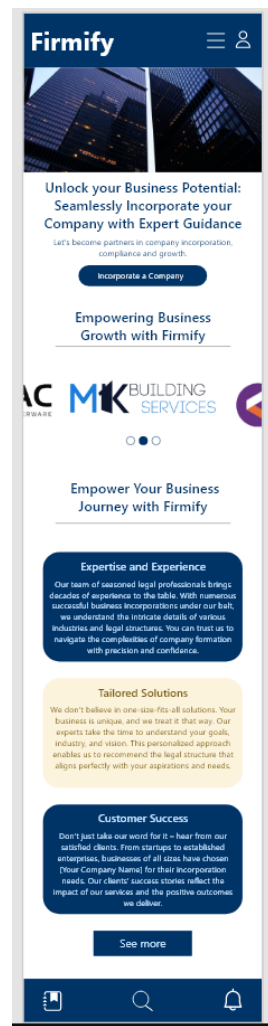
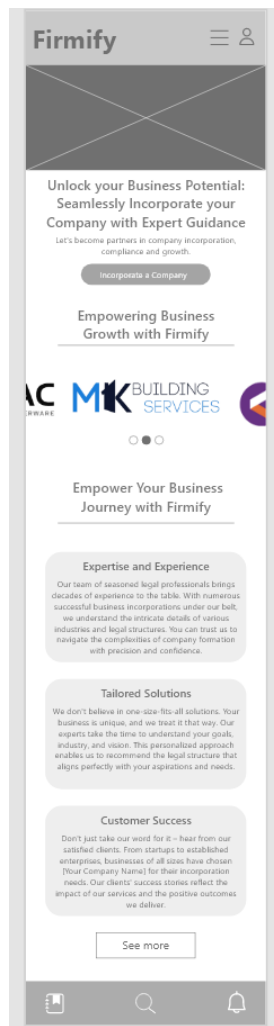
Users appreciate visual cues for guidance. Incorporating visual indicators and cues, such as icons, and buttons, can enhance user confidence and minimize confusion during navigation. Visual cues serve as signposts, guiding users through the app's features and functions, resulting in a more seamless and enjoyable user experience.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The app's high-fidelity mockups vividly illustrate the user-centered design, capturing the integration of interactive features and intuitive navigation, offering a preview of the app's visual appeal and functional flow.



Mockups

Transform your business with Firmify

← Incorporate a Company

Congratulations on taking the first step towards establishing your business! Incorporating a company is a significant milestone that comes with legal responsibilities and opportunities. Firmify is here to guide you through the process to ensure a seamless experience.

Benefits of Incorporation:

Limited Liability: Shield your personal assets from business liabilities.
Credibility: Gain trust among clients, partners, and investors with a registered entity.
Access to Funding: Unlock potential funding options available to registered companies.
Tax Advantages: Enjoy potential tax benefits and deductions.

Step-by-Step Guide to Incorporation:

Step 1

Choose a Legal Structure

[Learn More](#)

Step 2

Select a Business Name

[Learn More](#)

Step 3

Prepare Incorporation Docs

[Learn More](#)

Step 4

Register with Authorities

[Learn More](#)

Step 5

Obtain (EIN)

[Learn More](#)

Step 6

State & Local Compliance

[Learn More](#)

Step 7

Business Bank Account

[Learn More](#)

Step 8

Begin Operations

[Learn More](#)

Transform your business with Firmify

← Choosing the Right Legal Structure for Your Business

Starting a business is an exhilarating journey filled with decisions that will shape its future. One of the most pivotal choices you'll make is selecting the right legal structure. This decision has a significant impact on various aspects of your business, from taxes to personal liability. Let's delve into the different legal structures available and the essential factors to consider when making this critical decision.

The Options:

When it comes to legal structures, there isn't a one-size-fits-all solution. Here are the primary options you'll encounter:

Sole Proprietorship: This is the simplest form of business structure. While easy to set up, keep in mind that personal liability is high. You're personally responsible for all aspects of the business.

Partnership: If you're going into business with others, a partnership might be the right choice. However, remember that with shared responsibilities comes joint liability.

Limited Liability Company (LLC): LLCs offer personal liability protection and flexibility in management. They combine the simplicity of a partnership with the liability protection of a corporation.

Corporation: Corporations are more complex in structure but provide limited personal liability. They are ideal for start-ups that intend to raise a sizable amount of funding outside investment.

Factors to Consider:

Choosing the right legal structure requires careful consideration of various factors. Here are some key questions to ask yourself:

Liability: How much personal risk are you willing to take? The level of personal liability varies among the different structures.

Taxes: How do you want your business income to be taxed? Some structures have different tax implications for business income and personal income.

Ownership: How many people will be involved in running the business? Different structures accommodate different numbers of owners.

Flexibility: How much control do you want over decision-making? Consider how each structure affects your ability to manage the business.

Resource Links:

[Comparing Business Structures:](#) A comprehensive comparison of various business structures. [Pros and Cons of Each Business Structure:](#) Learn about the advantages and disadvantages of each option. [How to Choose a Business Structure:](#) Official guidance from the IRS on choosing a business structure.

"Choosing the right legal structure is a critical step that lays the foundation for your business's future. By understanding your options and considering your business's unique needs, you'll be well-equipped to make an informed decision that aligns with your goals."

Transform your business with Firmify

← Navigating the Business Name Selection Process

Choosing a business name goes beyond finding something catchy. It's about crafting a brand identity that resonates with your audience.

However, the process involves more than just creativity; there are legal considerations to ensure your chosen name is available and compliant. Let's delve into the process of navigating the business name selection and make an informed choice.

Creativity Meets Legality:

Crafting the perfect business name is a blend of creativity and legal awareness. Here's how you can navigate this process effectively:

Reflect Your Brand: Your business name should convey your brand's essence and values. It's often the first impression customers have of your business.

Check Availability: Before you get attached to a name, ensure it's available for use. You can search online databases to see if the name is already taken.

Trademark Search: Conduct a thorough trademark search to ensure your chosen name doesn't infringe on existing trademarks. This step helps you avoid legal issues down the line.

Legal Considerations:

When selecting a business name, you need to consider legal implications to ensure your choice is compliant.

Avoid Confusion: Select a name that's distinct from competitors' names to avoid confusion among customers.

Protected Terms: Be cautious when using protected terms like "Inc." or "LLC." These designations often require formal registration.

Misleading Names: Ensure your chosen name doesn't mislead customers about your products or services. Clarity is key.

Resource Links:

[Trademark Search and Registration:](#) A comprehensive guide on how to perform a trademark search and register your chosen name if needed.

[Legal Considerations for Business Names:](#) Learn about the legal aspects to consider when choosing a business name.

[Choosing a Strong Business Name:](#) Tips on creating a strong and memorable business name.

"Crafting a business name is a combination of creativity and careful consideration. By navigating the process with both creative enthusiasm and legal diligence, you'll ensure your business starts off on the right foot with a name that stands out."

[Previous Step](#)

[Next Step](#)



Transform your business with Firmify

← Crafting Essential Incorporation Documents

As you embark on the journey of incorporating your business, the process of creating essential incorporation documents comes into focus. These documents lay the legal foundation for your business's operations and protect your rights and interests. Let's explore the key incorporation documents you'll need and their significance in ensuring a smooth and compliant business journey.

Articles of Incorporation:

The Articles of Incorporation, also known as the Certificate of Incorporation, are foundational documents that officially establish your business as a corporation. They typically include:

Business Name: Your chosen business name, ensuring it complies with legal requirements.

Registered Agent: The designated individual or entity responsible for receiving legal documents.

Business Purpose: A brief description of your business's purpose or activities.

Shares of Stock: Information about the type and number of shares your corporation is authorized to issue.

Bylaws:

Bylaws outline the internal rules and regulations for how your corporation will operate. While not submitted to a government agency, they're crucial for guiding decisions and resolving disputes. Bylaws typically cover:

Rules and Responsibilities: Define the roles of directors, officers, and shareholders.

Meeting Procedures: Detail how meetings will be conducted, including voting procedures.

Stock Transfer: Outline the process for issuing and transferring shares of stock.

Operating Agreement:

For LLCs, the Operating Agreement is a vital document that outlines the internal rules and governing procedures of the business. While not required in all states, having a well-drafted Operating Agreement can help prevent misunderstandings and conflicts. It typically addresses:

Ownership and Management: Describe how the LLC is owned and managed.

Profit Distribution: Specify how profits and losses are distributed among members.

Membership Changes: Outline procedures for adding new members or handling departures.

Resource Links:

[Guide to Creating Articles of Incorporation:](#) A step-by-step guide to drafting and filing your Articles of Incorporation.

[Creating Bylaws for Your Business:](#) Tips for creating bylaws that effectively govern your corporation's internal operations.

[Understanding Operating Agreements:](#) Overview of the purpose and components of an LLC Operating Agreement.

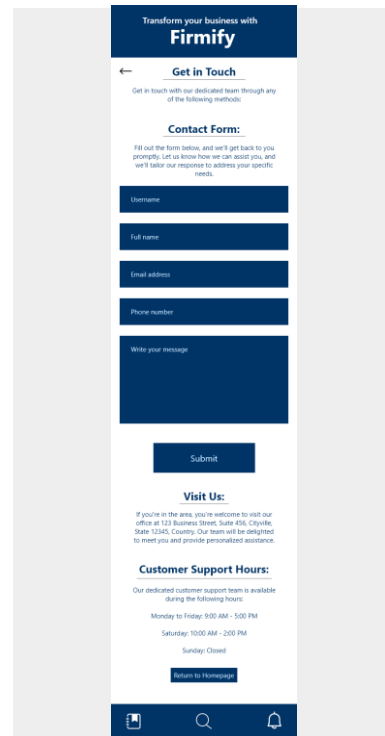
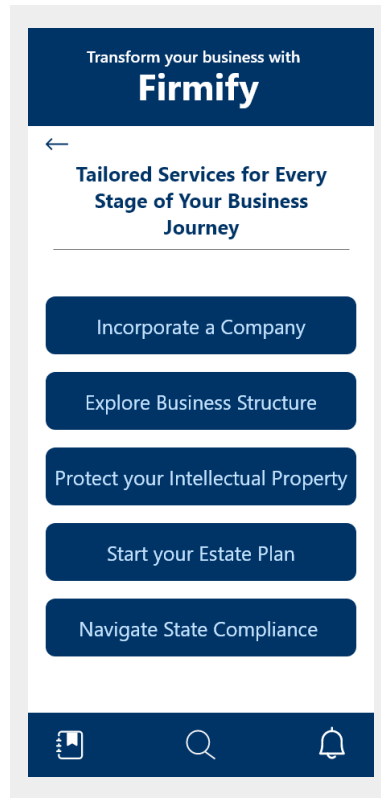
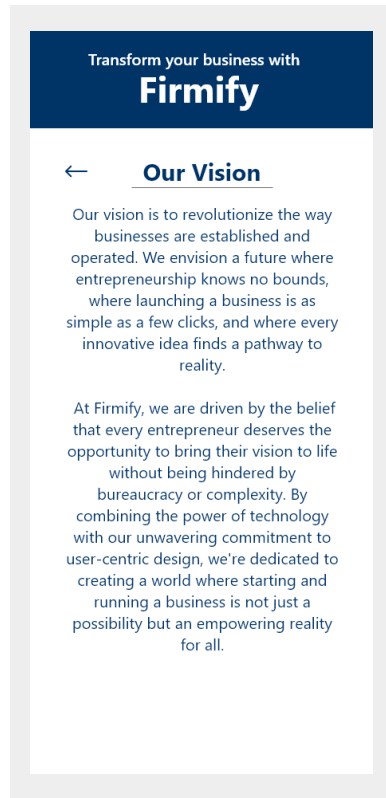
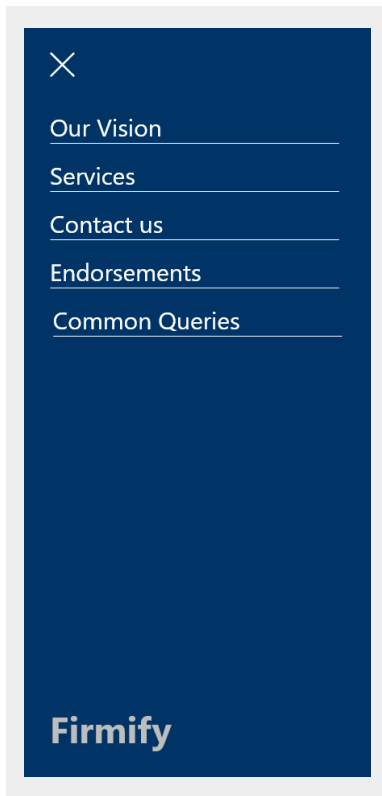
"Crafting these essential incorporation documents is a pivotal step in building a strong legal foundation for your business. By paying attention to detail and seeking professional guidance if needed, you'll set the stage for a successful and compliant business journey."

[Previous Step](#)

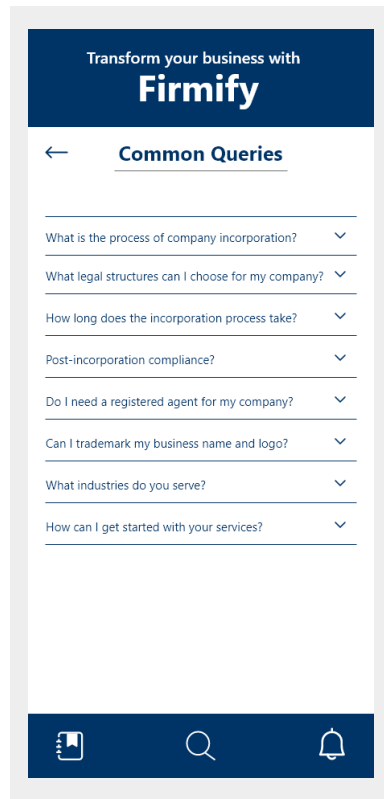
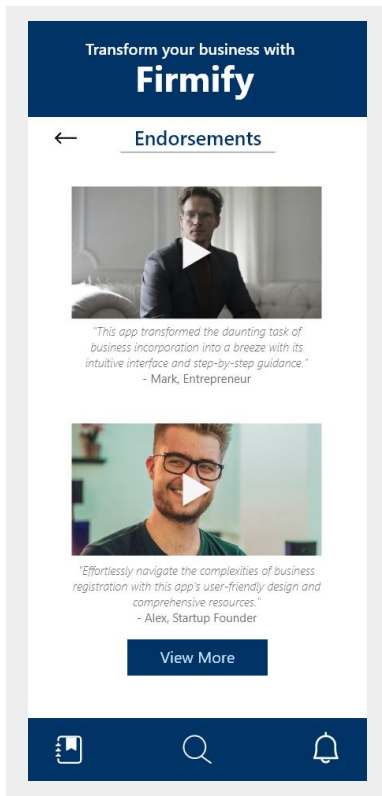
[Next Step](#)



Mockups

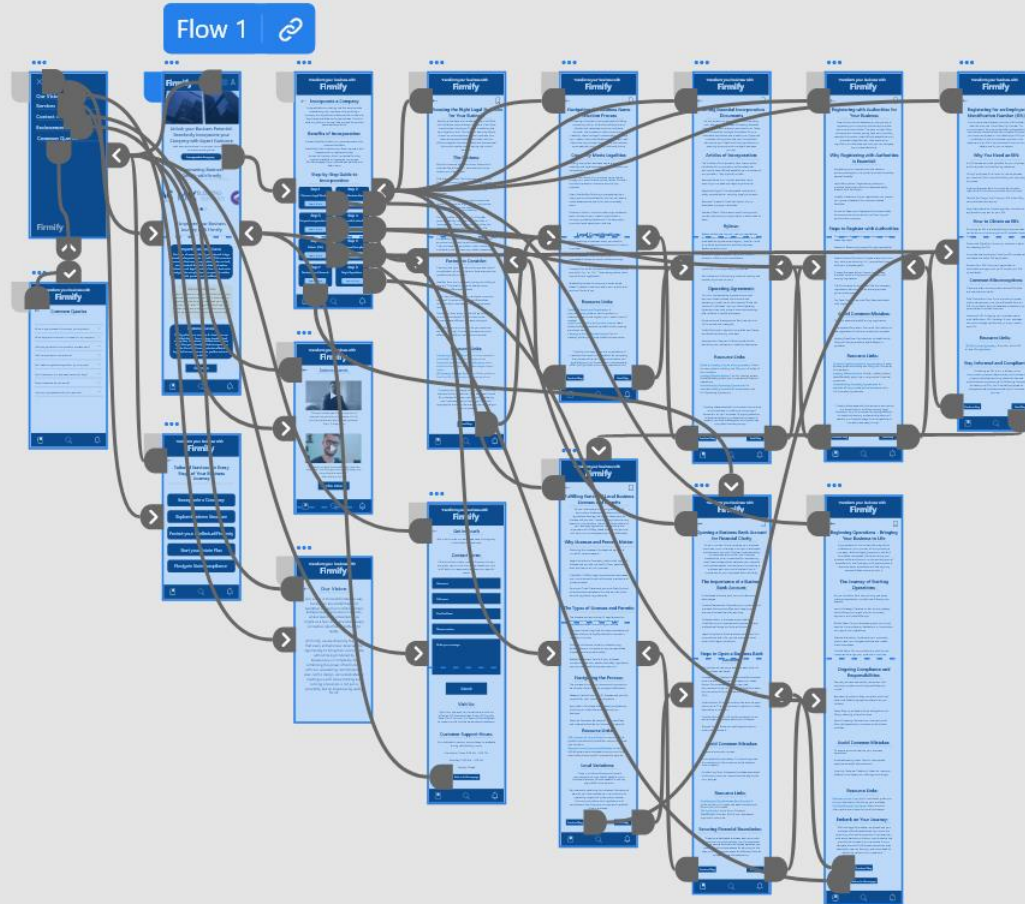


Mockups



View [Firmify High-fidelity prototype](#)

High-fidelity prototype



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

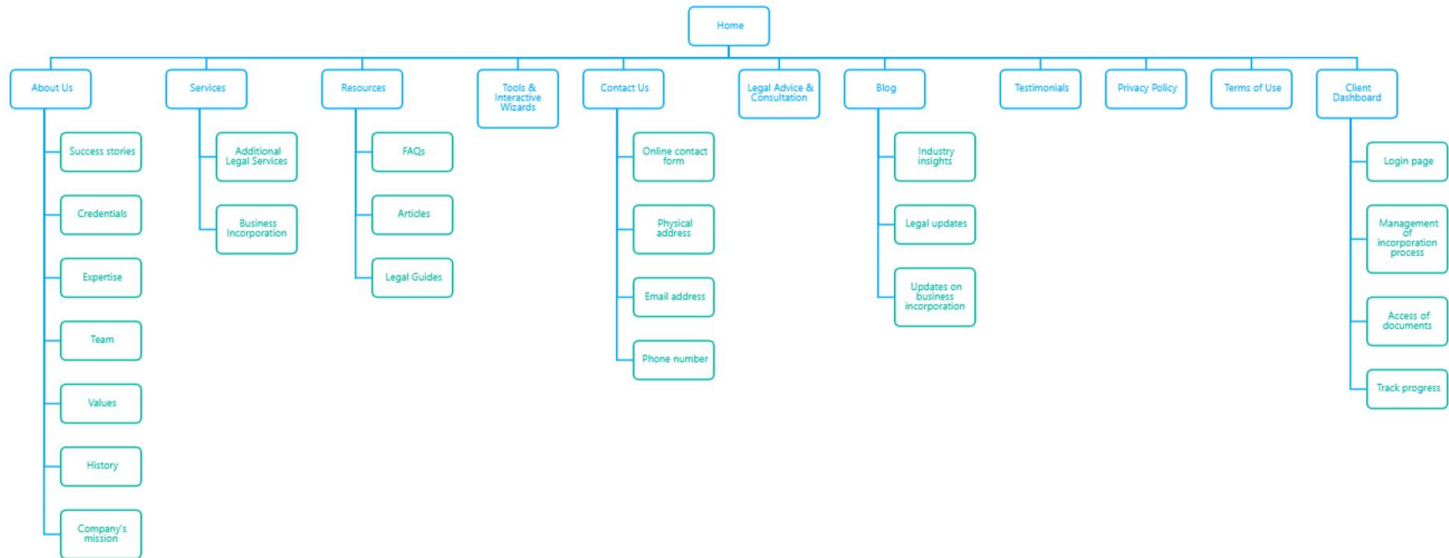
The home screen prominently features the "Incorporate a Company" button, initiating a streamlined and guided incorporation journey for users.

Responsive Design

- Information architecture
- Responsive design

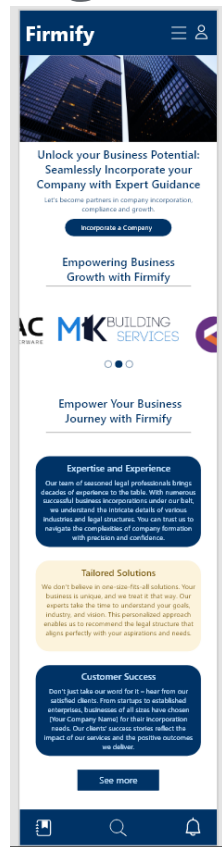
Sitemap

The sitemap of the incorporation website outlines the hierarchical structure and organization of its content and pages.



Responsive designs

The incorporation website is designed with responsiveness in mind, ensuring a seamless user experience across various devices and screen sizes.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The incorporation app and website have positively impacted entrepreneurs and business owners by simplifying the complex process of company registration, fostering efficient navigation, and providing comprehensive resources. Users have expressed their satisfaction through feedback like *"This app has made starting my business a breeze!"* and *"I feel more confident about incorporation process now."*



What I learned:

Throughout this project, I gained valuable insights into the iterative design process, from user research and ideation to prototyping and usability testing. I learned the significance of user-centered design and the importance of addressing user needs, preferences, and pain points. This experience has deepened my understanding of creating effective digital solutions that align with user expectations and contribute to a more seamless and user-friendly experience.

Next steps

1

I would further iterate on the interactive features, visual cues, and content clarity to enhance the overall user experience.

2

I would consider expanding the app's functionality to include real-time legal updates and personalized recommendations based on user inputs.

3

These enhancements would ensure that the Firmify continues to meet the evolving needs of entrepreneurs and business owners, while fostering a more user-centric approach to business incorporation

Let's connect!



Thanks a lot for your time reviewing my work on Firmify App and Responsive website! If you would like to see more or would like to get in touch, my contact information is provided below:

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