# M

Hi there, my name is **Milan Manandhar** and I am a

SENIOR UI/UX DESIGNER

WITH 15+ YEARS OF EXPERIENCE. BASED IN UAE 🇦🇪 AVAILABLE WORLDWIDE

**PDF Portfolio** 2024

✉ milanmdhr@gmail.com
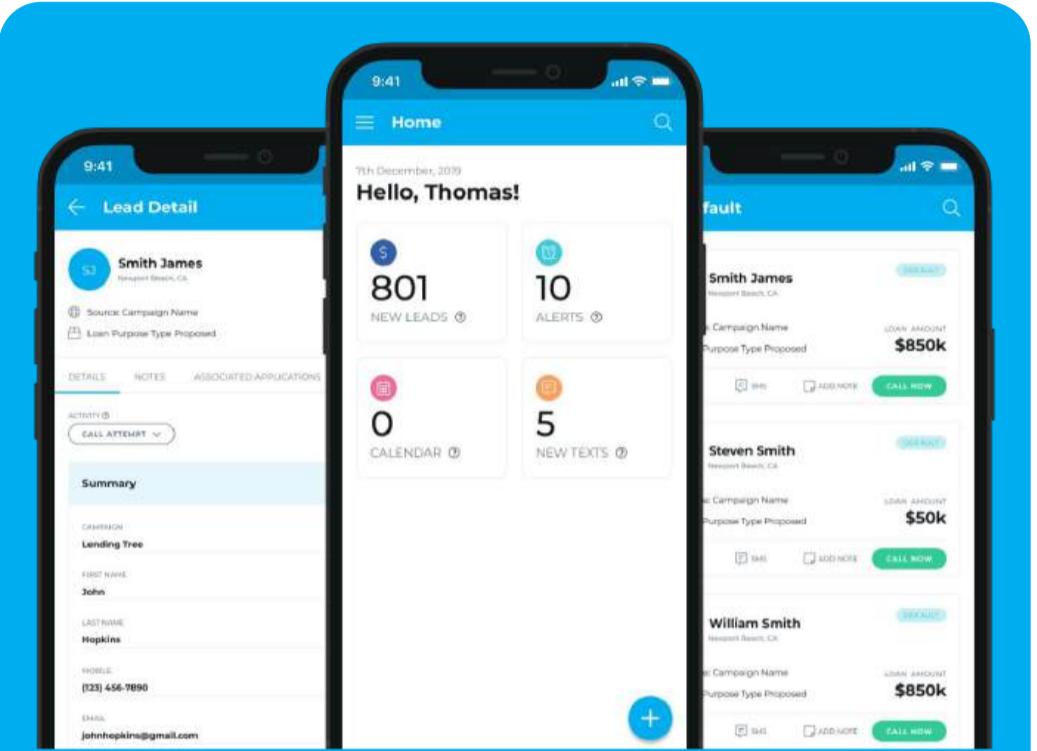
🌐 milanmdhr.com.np

📞 +971 556470383

in linkedin.com/in/milanmdhr
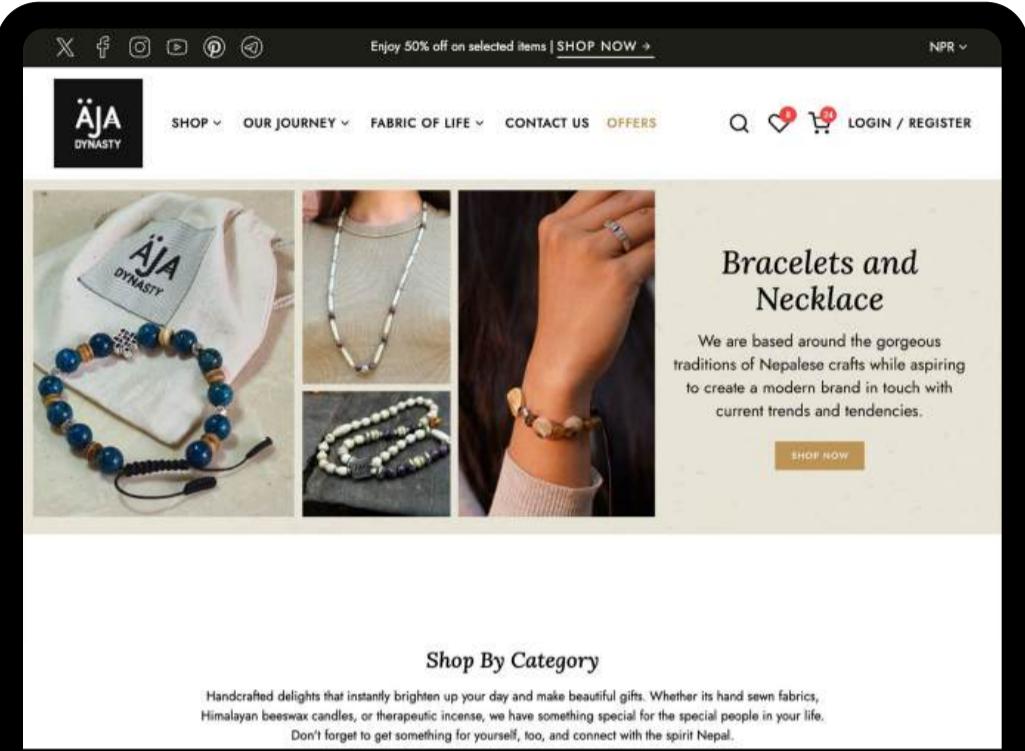
dribbble.com/milanmdhr

Table of Content
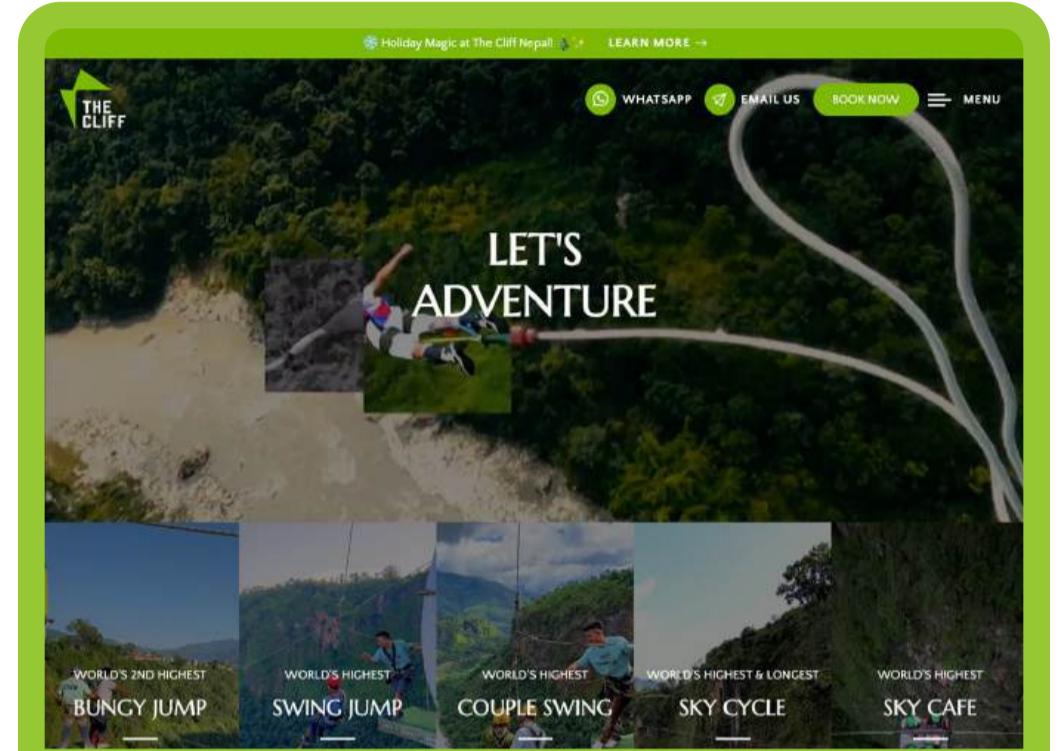
01.

Insellerate

Mobile App Design
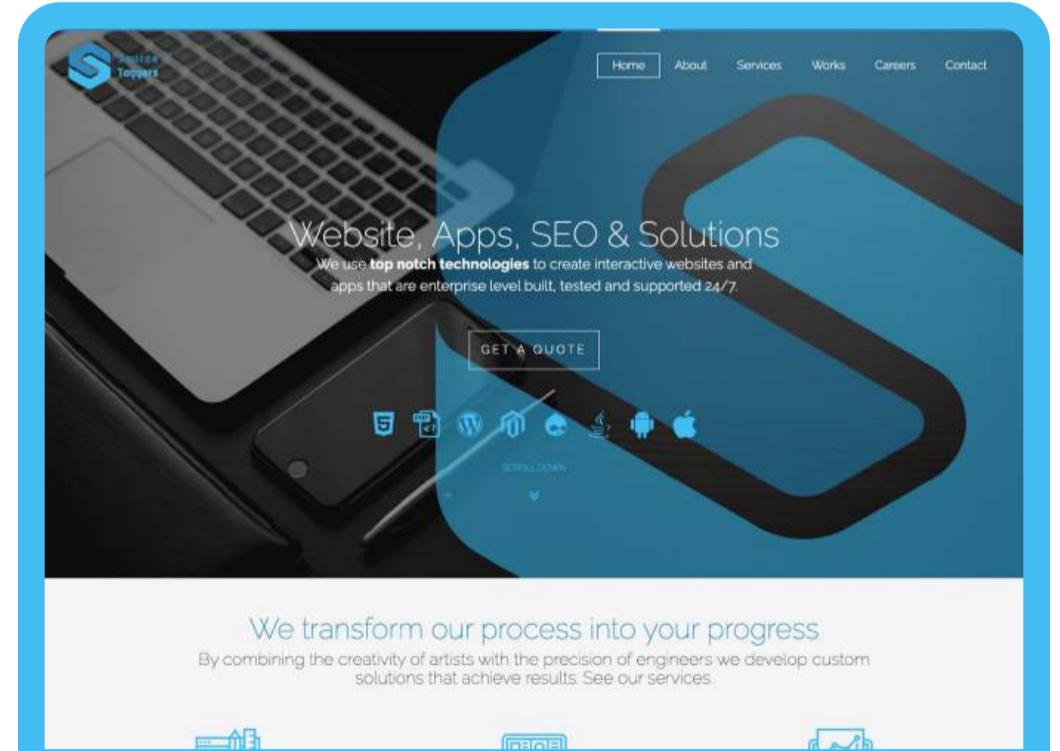
AGENCY

Webbed Studio

YEAR

2019

MY ROLES

(Research & Discovery) (Wireframing) (Prototyping) (UI/UX Design)

(App Design) (Interaction & Visual Design)

TOOLS
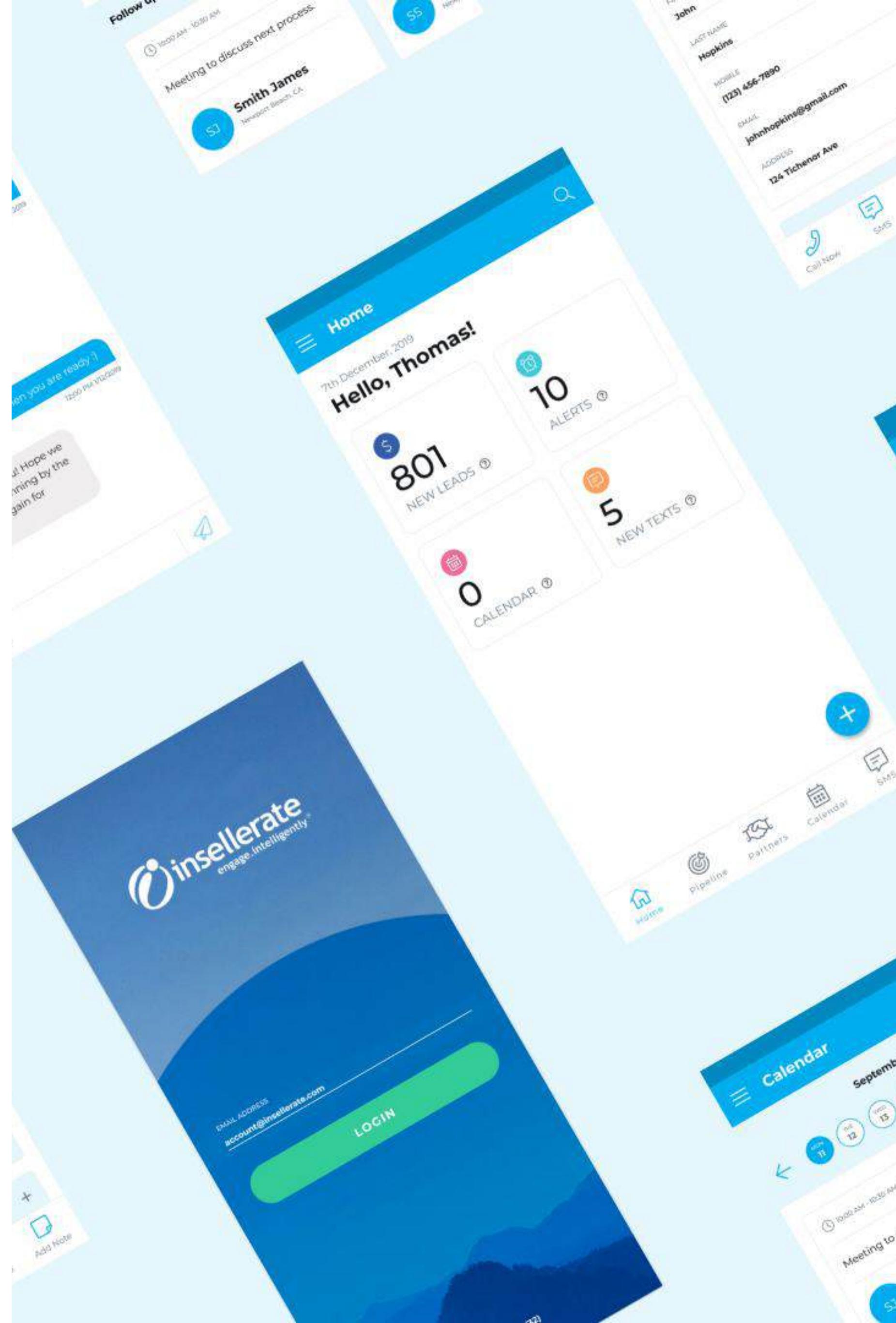
(Figma) (Adobe XD) (Zeplin) (Trello) (Adobe CC) (Illustrator)

(Photoshop) (Slack)

PROJECT BACKGROUND

Insellerate is a leading mortgage CRM platform that previously offered a robust web application. However, users faced challenges accessing the platform from mobile devices, which limited their ability to manage leads and engage with clients on the go. To address this issue, Insellerate commissioned the development of a mobile app that would replicate the full functionality of their web application, ensuring seamless access and enhanced user experience for loan officers.

DOWNLOAD APP NOW ↗   **VIEW FULL CASE STUDY**

THE PROCESS

01 START

THE PROBLEM

- **Limited Mobile Accessibility:** Users had difficulty accessing the web application on mobile devices due to poor optimization for smaller screens.
- **Cumbersome User Experience:** The web interface was not user-friendly on mobile devices, leading to inefficiency for loan officers managing leads and communicating with clients.
- **Fragmented Functionality:** Users had to log into multiple systems to access all necessary information, causing workflow disruptions.
- **Inefficient Communication Tools:** The communication tools were not optimized for mobile use, hindering quick borrower engagement.
- **Lack of On-the-Go Access:** Loan officers lacked the ability to access CRM tools and information remotely or in the field.

THE SOLUTION

- **Development of a Mobile App:** Created a dedicated mobile app to provide a seamless and responsive experience, replicating the web application's functionality.
- **User-Centered Design:** Designed an intuitive interface for easy navigation and access to key features like lead management and communication tools.
- **Integrated System Access:** Integrated CRM & LOS functionalities within the app, allowing access to all necessary information in one place.
- **Optimized Communication Features:** Enhanced communication tools, including click-to-call and two-way text messaging, to facilitate quick borrower engagement.
- **Enhanced Mobile Functionality:** Supported mobile-specific features like offline access and push notifications to keep loan officers productive on the go.

02 RESEARCH

The research phase was crucial in ensuring the success of the Insellerate mobile app. It involved understanding the client's needs, the market landscape, and the users' requirements. This phase provided the foundation for informed design decisions, ensuring that the final product met user expectations and business goals.

UNDERSTANDING THE CLIENT AND MARKET

I started by gaining a comprehensive understanding of Insellerate's business model, services, and market position. This involved reviewing Insellerate's existing web application and features. I studied the mortgage industry to understand how CRM tools are utilized by loan officers and analyzed Insellerate's unique value proposition and how it differentiates from competitors.

ANALYZING THE COMPETITION

To ensure the Insellerate app would be competitive, I conducted a thorough analysis of other CRM solutions available in the market. This involved identifying direct and indirect competitors, evaluating their apps to identify strengths, weaknesses, and common features, and analyzing user reviews and feedback on competitor apps to understand common pain points and best practices.

IDENTIFYING TARGET AUDIENCE
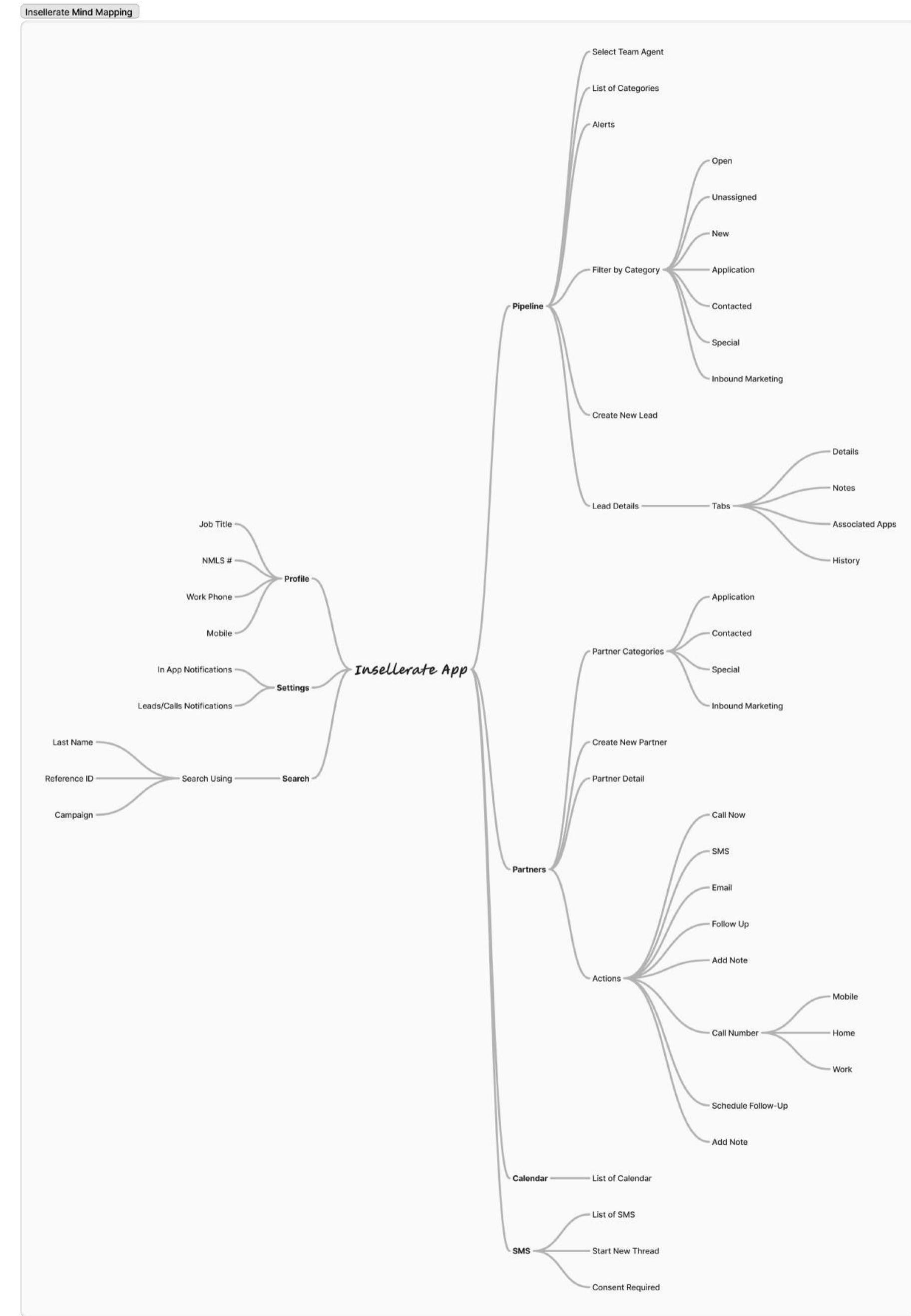
Understanding the target audience was key to designing a user-centric app. I identified the primary users as loan officers and managers within the mortgage industry. These professionals are often on the move and require mobile access to CRM tools, need efficient lead management and communication tools, and managers need real-time insights to oversee team performance.

### GATHERING USER INSIGHTS

I conducted surveys, interviews, and focus groups with current Insellerate users to gather direct feedback on their experiences and expectations. Surveys provided quantitative data on user preferences and pain points, one-on-one interviews delved deeper into specific user needs and challenges, and focus groups facilitated discussions and gathered diverse perspectives.

MIND MAPPING

To visualize the structure and flow of the Insellerate app, I used mind mapping. This technique helped in organizing ideas, features, and functionalities, ensuring a comprehensive and user-friendly design. The mind map included core features, user actions, user needs, and the visual hierarchy, providing a clear roadmap for the app development.

KEY FINDINGS

Quick Access to Leads

Users needed quick access to leads on mobile devices to maintain productivity and ensure timely follow-ups.
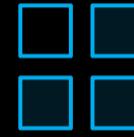
Efficient Communication Tools

Effective communication was a top priority. Users needed tools to easily call, text, or email clients from the app, ensuring strong borrower relationships.

Mobile Optimization for Remote Work

With many loan officers working remotely or on the move, an optimized mobile app was essential for seamless navigation and functionality.

User-Friendly Interface

An intuitive, user-friendly interface is crucial for minimizing learning curves, enhancing efficiency in daily tasks, and ensuring high user satisfaction and app adoption.

PERSONAS

Mike, 28
Mortgage Broker

GOALS: Close more deals, manage clients efficiently, access tools on the go.

FRUSTRATIONS: Trouble accessing Insellerate on mobile, delayed responses, keeping track of clients.

NEEDS: Easy mobile access to client info, smooth communication, real-time notifications.

Laura, 32
Loan Officer

GOALS: Manage leads effectively, improve client satisfaction, work remotely.

FRUSTRATIONS: Limited mobile access to Insellerate, task prioritization, communication issues.
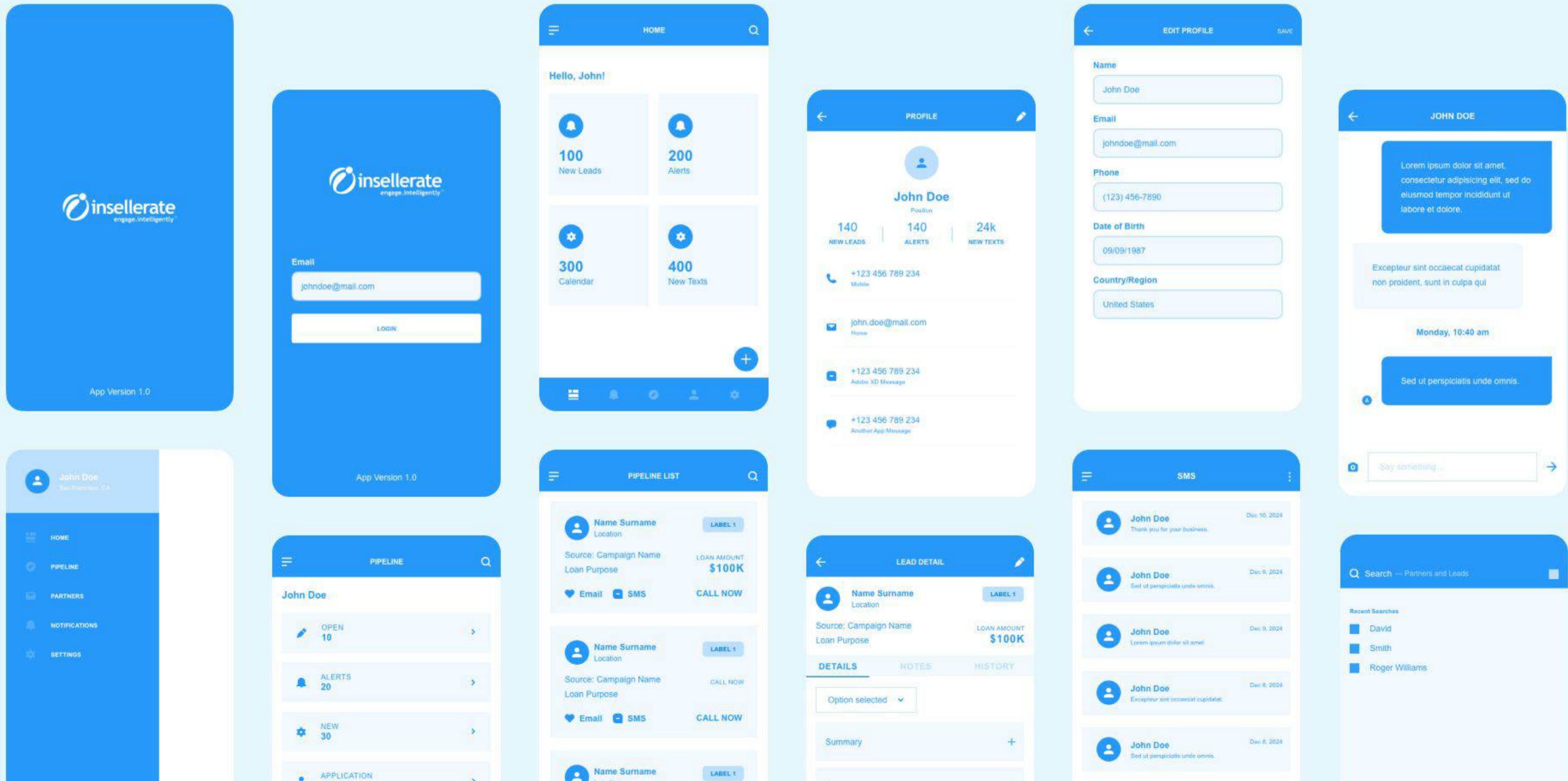
NEEDS: Mobile app with CRM features, user-friendly interface, seamless integration.

03 DESIGN PROCESS

## WIREFRAMES

The wireframing process was an essential step in the designing the Insellerate mobile application. It served as a blueprint, outlining the basic structure and layout of each screen and interface element before diving into detailed design.
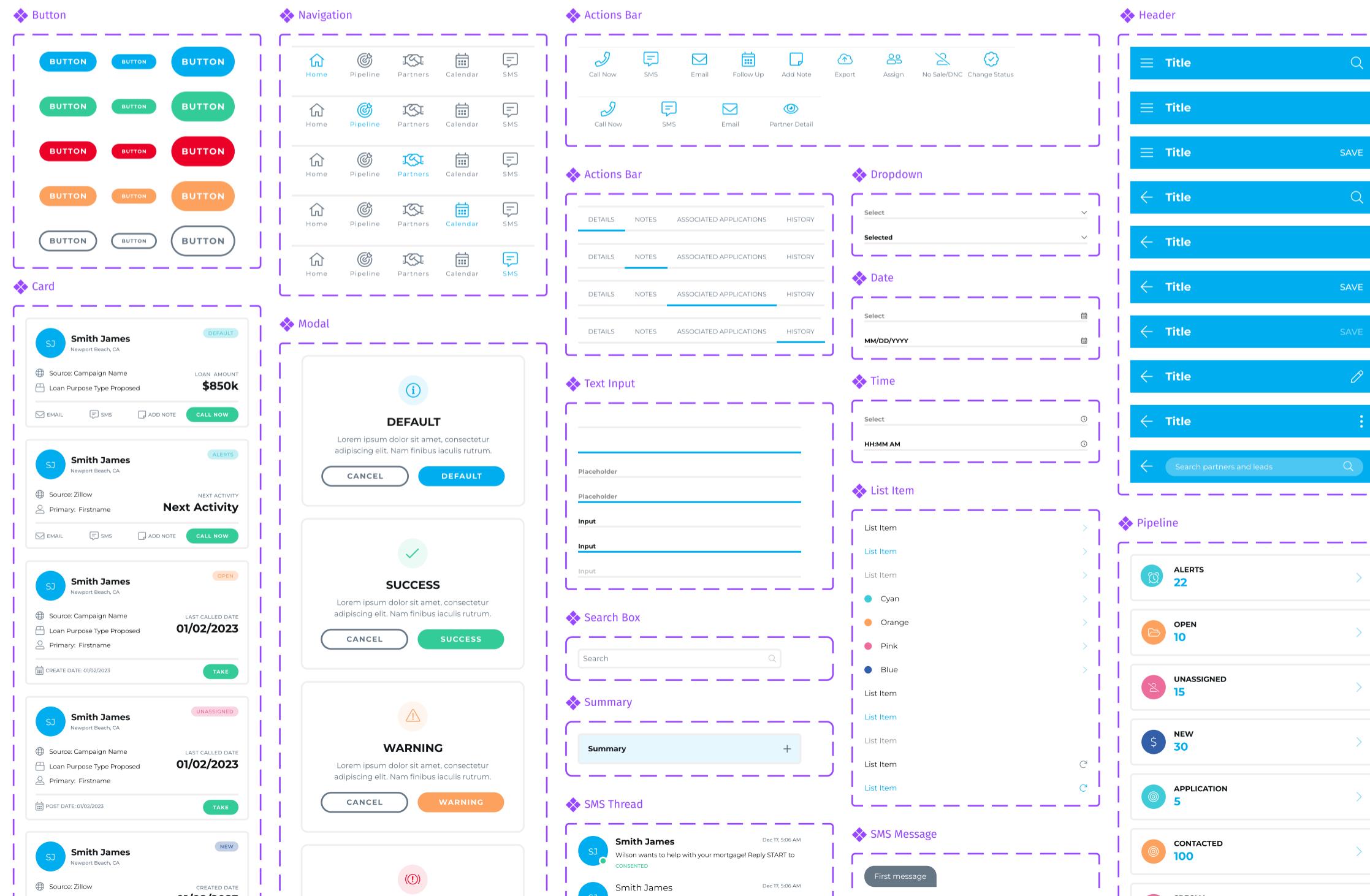
GLOBAL DESIGN SYSTEM

A robust global design system was implemented to ensure consistency and coherence throughout the Insellerate mobile app. This system encompassed various elements, including typography, color palette, and UI components, to create a unified and visually appealing user experience.

TYPOGRAPHY

Montserrat
Aa123

COLOR PALETTE

#00AEEF
#008AC1
#33CC99
#40CBD8
#FDA15F
#EC6D9B
#335EA8
#121619
#FFFFFF

COMPONENTS

Button

Navigation

Actions Bar

Header

Card

Modal

Dropdown

Date

Time

Text Input

Search Box

List Item

Summary

Pipeline

SMS Thread

SMS Message

EXPLORATIONS, USABILITY TESTING AND ITERATIONS

This phase was a crucial part of the UI/UX design process for the Insellerate mobile app, involving repeated cycles of designing, testing, and refining to ensure the app met user needs and business goals.

DASHBOARD
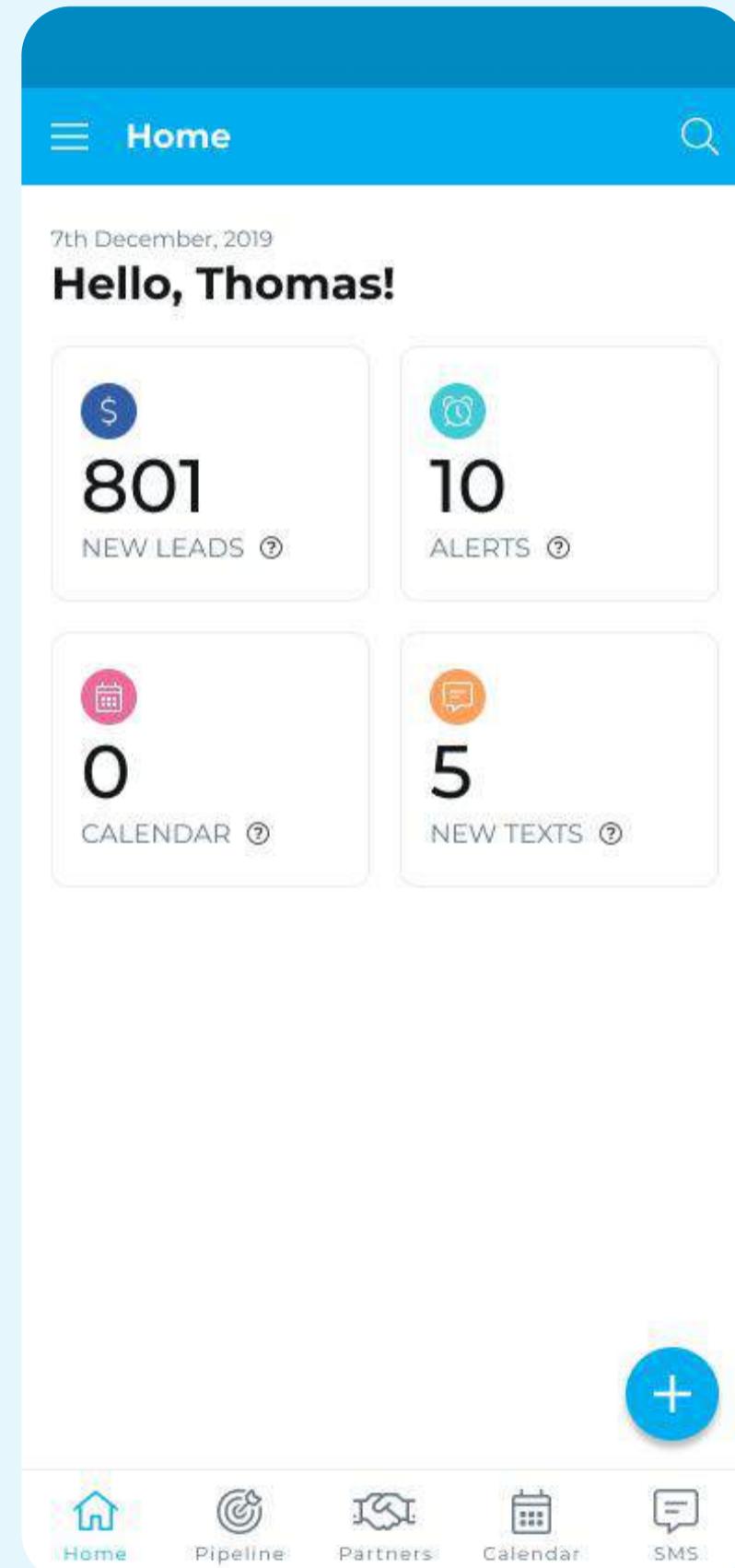
I analyzed the two screen designs based on usability, visual hierarchy, and overall user experience, noting the pros and cons of each. I then presented my findings to the customer, focusing on key aspects like ease of use, readability, and visual appeal. The customer provided feedback, appreciating the clean and professional look of the fourth design. Based on this feedback, we chose the first design (**VERSION 1**) for its minimalistic approach and clear readability, ensuring it met the customer's expectations and user experience needs.

The **"VERSION 1"** was determined as the best choice overall. Here's why:
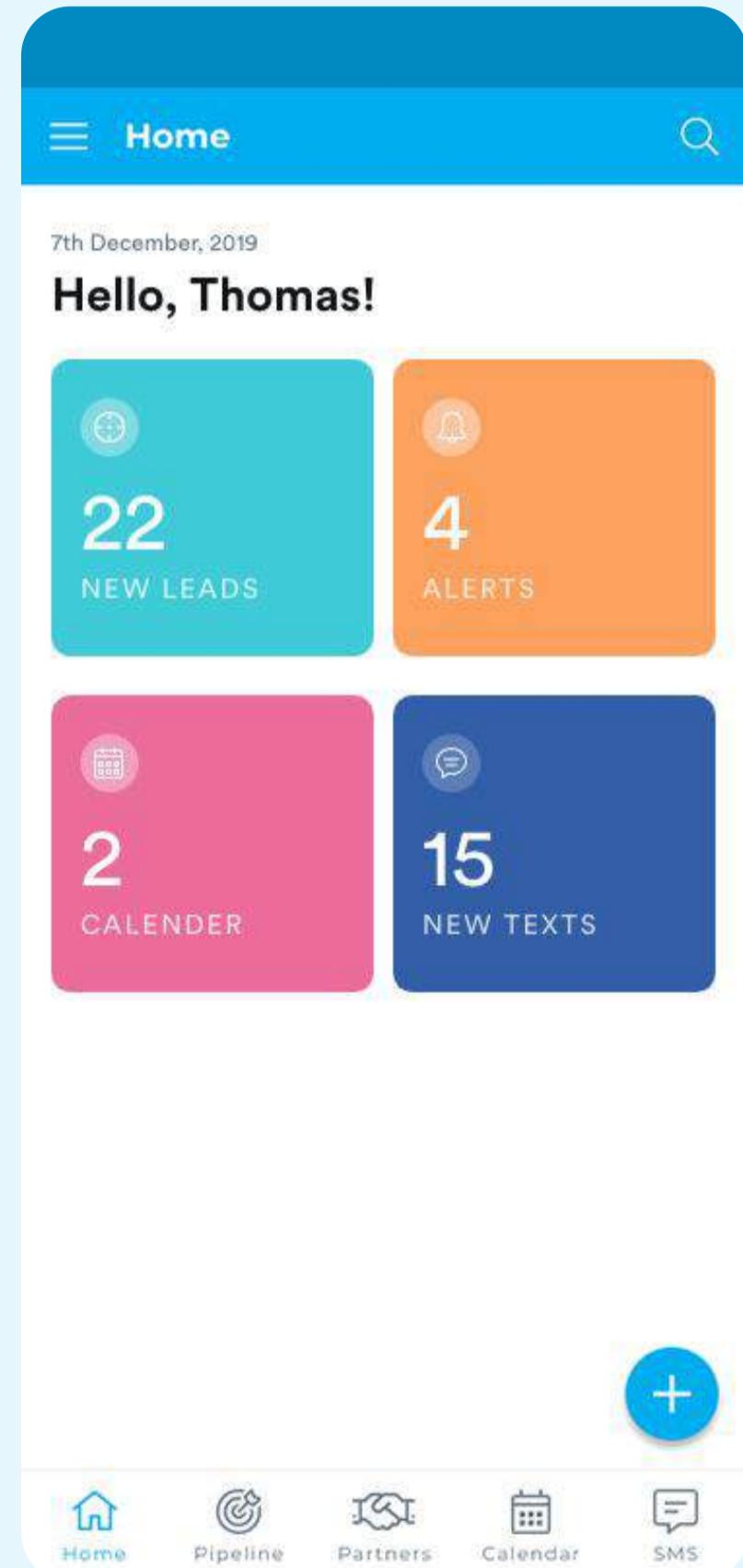
- **Clean and Minimalistic:** Less clutter and use of minimal color make it easy to focus on key information.
- **Good Visual Hierarchy:** Clear separation and ample white space make it easy to scan quickly.
- **Professional Look:** The simplicity gives a modern and professional appearance.
- **Readability:** Text and icons are clear and easy to read.

This design strikes the best balance between simplicity, readability, and professionalism.

VERSION 1

VERSION 2
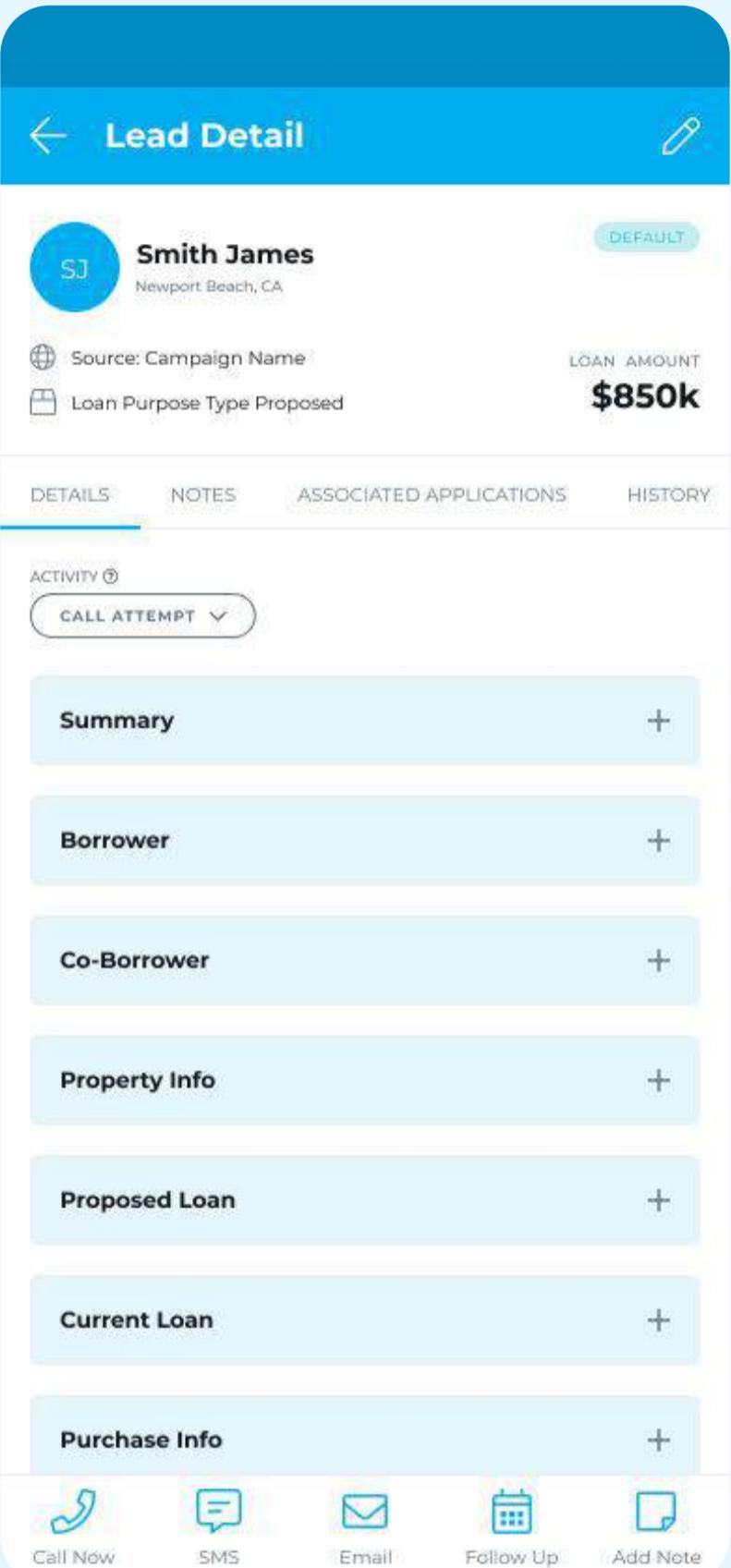
LEAD DETAIL

Between the two designs, the first design **"Version 1"** stands out as the better option for several reasons:
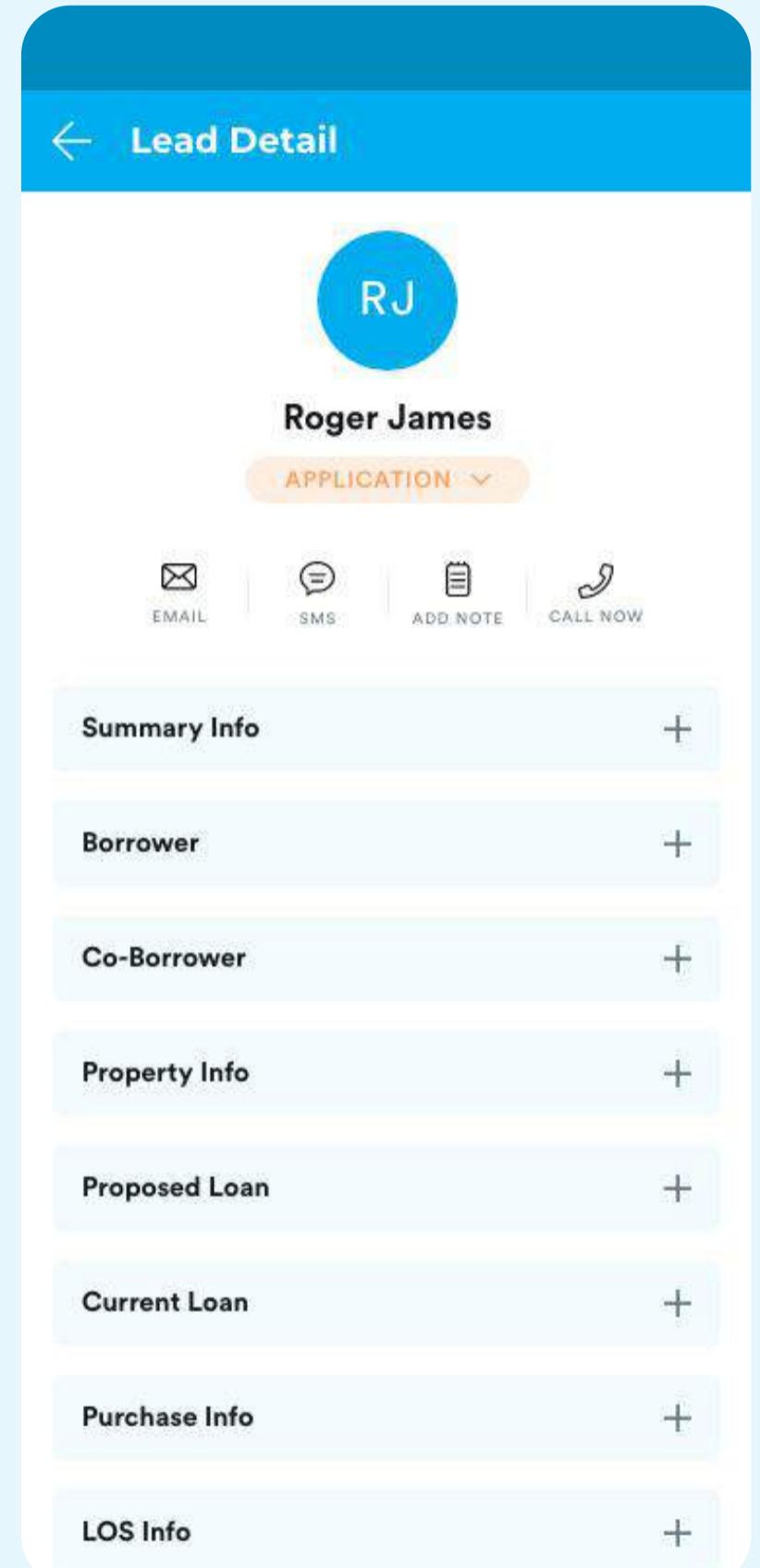
- **Easy Navigation:** Email, SMS, and other links are fixed at the bottom, making them always accessible.
- **Comprehensive Information Display:** It shows the source, campaign, and loan amount at the top, giving a quick overview.
- **Edit Option:** The edit button at the top makes it easy to make changes.
- **Status Tag:** The "Default" tag shows the lead's status clearly.
- **Tabbed Sections:** Tabs for Details, Notes, Associated Applications, and History help organize information and make it easy to find.

In conclusion, the first design offers better usability and functionality due to its fixed action buttons, detailed information display, convenient edit option, status tagging, and organized tabbed navigation.

VERSION 1

← **Lead Detail** ✏️

SJ **Smith James** `DEFAULT`
Newport Beach, CA

🌐 Source: Campaign Name **LOAN AMOUNT**
📋 Loan Purpose Type Proposed **$850k**

DETAILS   NOTES   ASSOCIATED APPLICATIONS   HISTORY

ACTIVITY ⓘ
[CALL ATTEMPT ∨]

Summary +
Borrower +
Co-Borrower +
Property Info +
Proposed Loan +
Current Loan +
Purchase Info +

📞 Call Now   💬 SMS   ✉️ Email   📅 Follow Up   🗒️ Add Note

VERSION 2

← **Lead Detail**

RJ

Roger James
`APPLICATION ∨`

✉️ EMAIL   💬 SMS   📋 ADD NOTE   📞 CALL NOW

Summary Info +
Borrower +
Co-Borrower +
Property Info +
Proposed Loan +
Current Loan +
Purchase Info +
LOS Info +

✅

❌

SEARCH

Both designs have their merits, but the first design **"VERSION 1"** (on the left) seems to be more effective overall. Here's why:
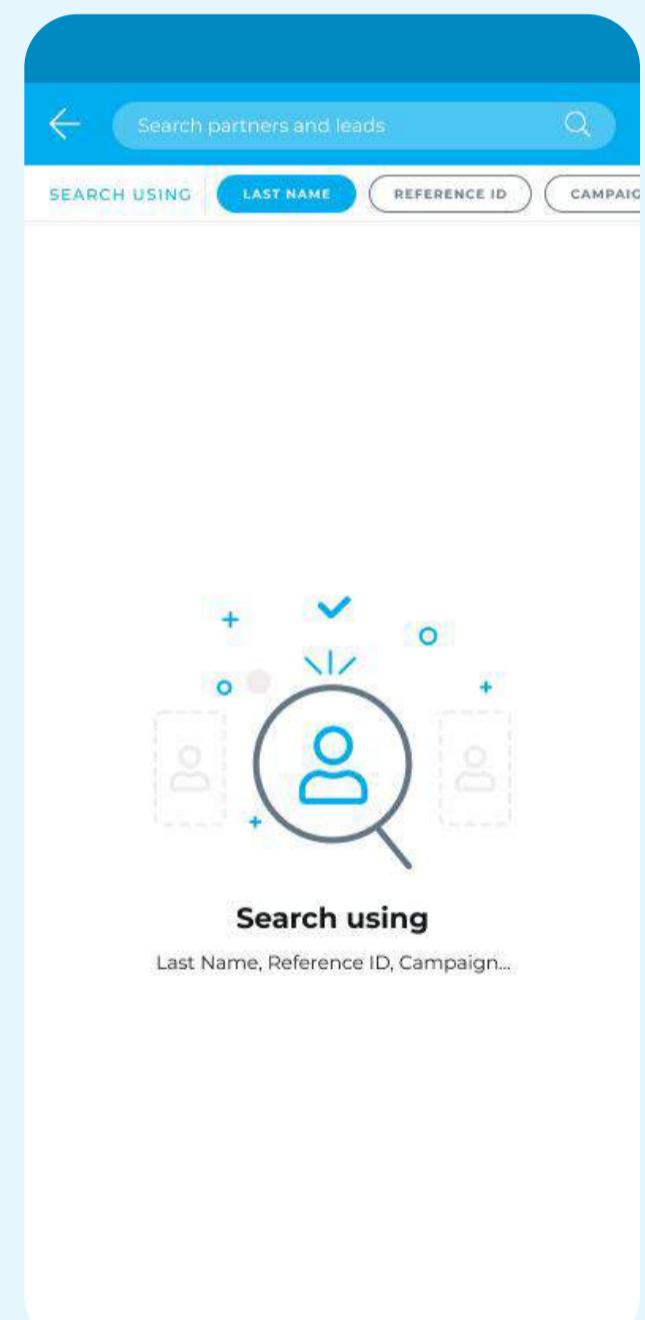
- **Filter Placement:** Filters are directly below the search box, allowing users to quickly refine their searches.
- **Quick Access:** Users can easily switch between different search criteria like Last Name, Reference ID, and Campaign.

ENGAGING COPY AND DELIGHTFUL ILLUSTRATIONS

Both designs have their merits, but the first design **"VERSION 1"** (on the left) seems to be more effective overall. Here's why:

- **Filter Placement:** Filters are directly below the search box, allowing users to quickly refine their searches.
- **Quick Access:** Users can easily switch between different search criteria like Last Name, Reference ID, and Campaign.

VERSION 1

VERSION 2
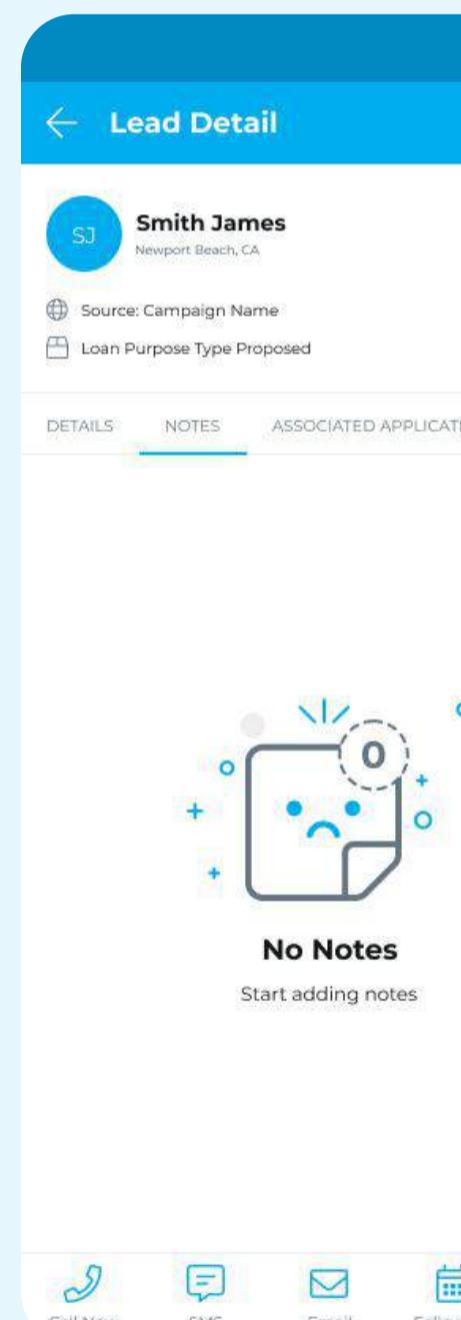
NO SEARCH
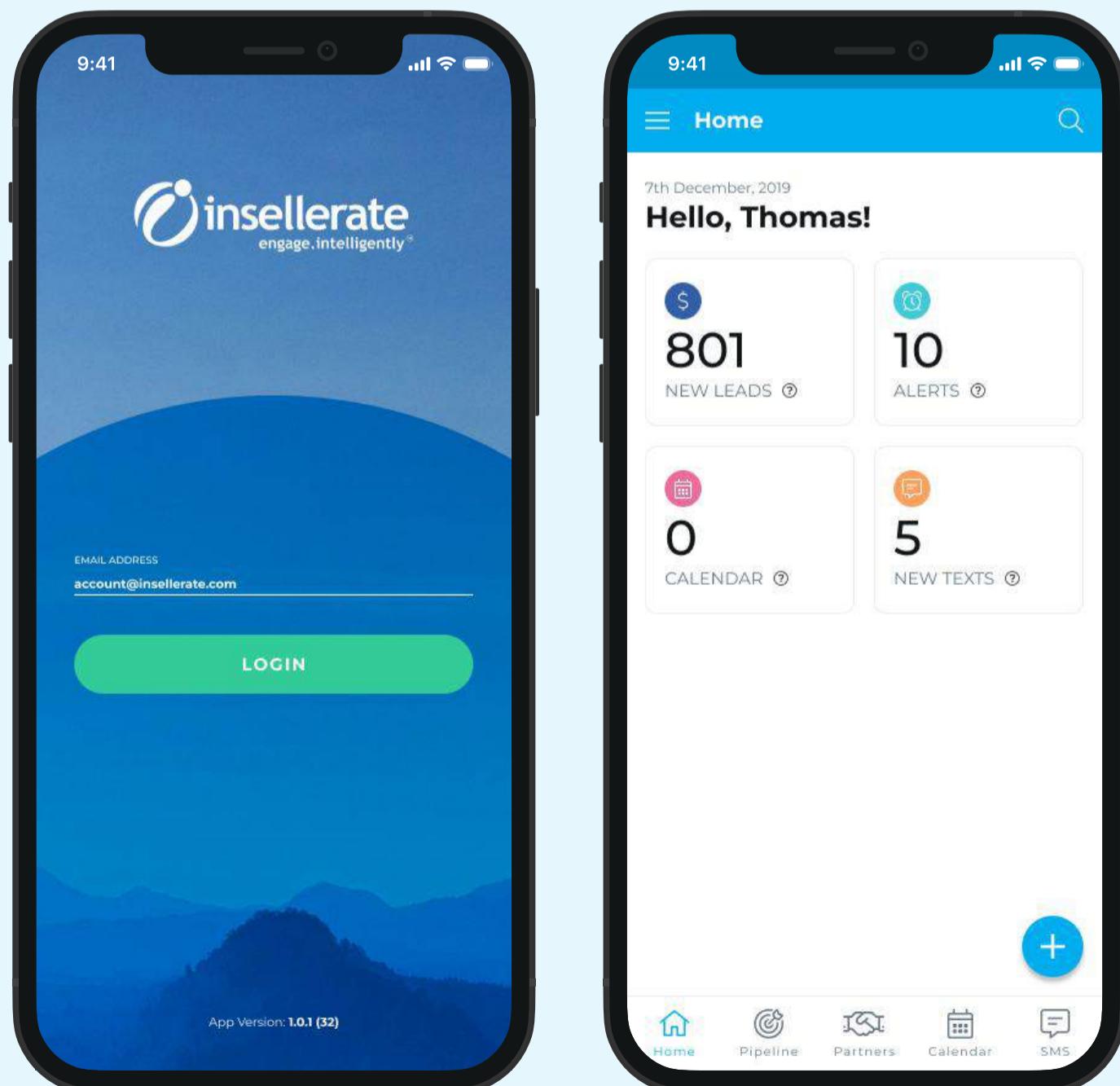
NO MESSAGES

NO NOTES
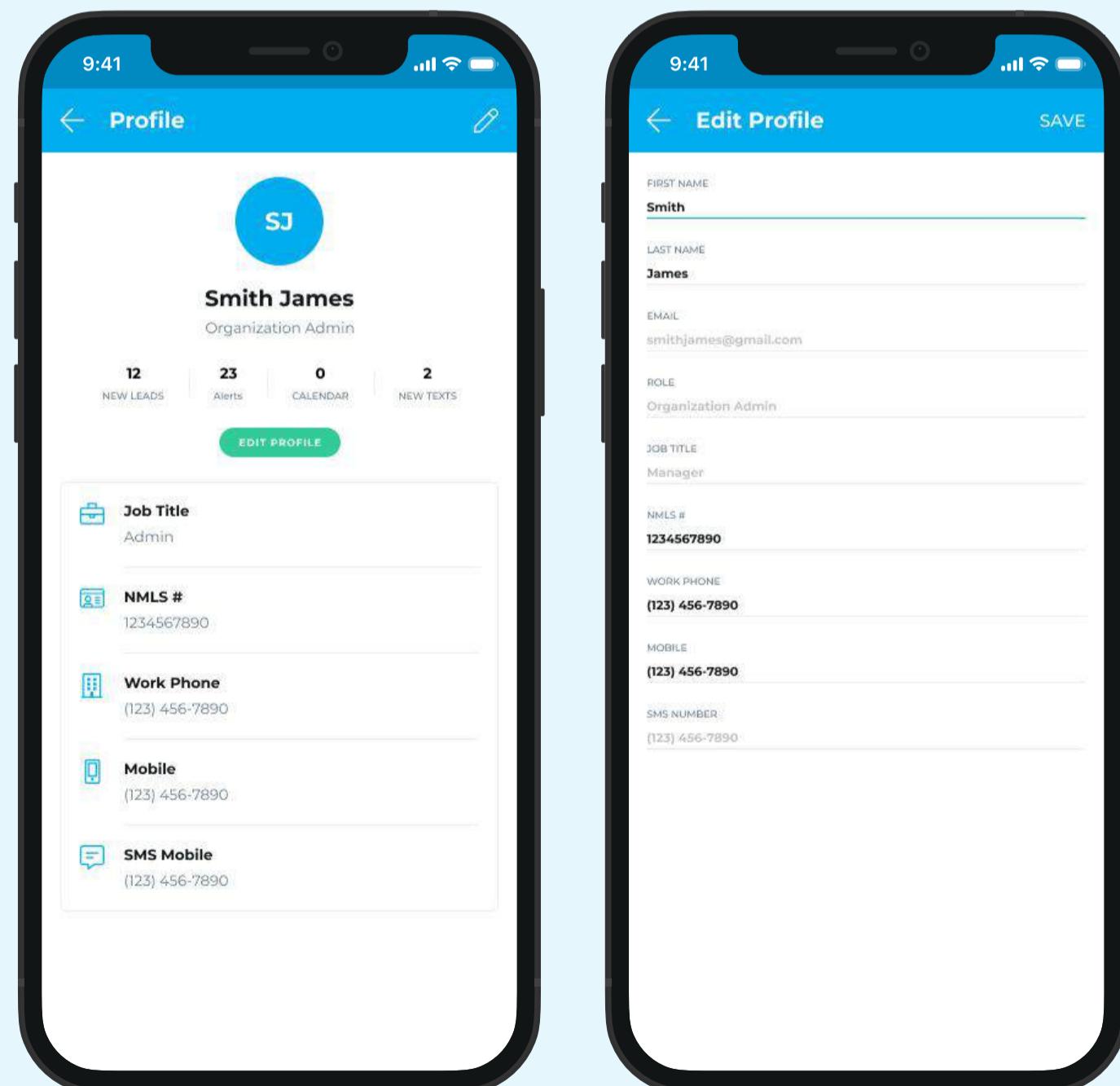
LOGIN & DASHBOARD

The login screen allows users to enter their credentials to access the app, while the dashboard provides an overview of key functionalities and information upon successful login in a card-based layout, a well-regarded approach in UI/UX Design. There's even a greeting at the top, like "Hello Thomas!" which personalizes the experience. The navigation bar at the bottom lets you easily jump to different sections of the app.
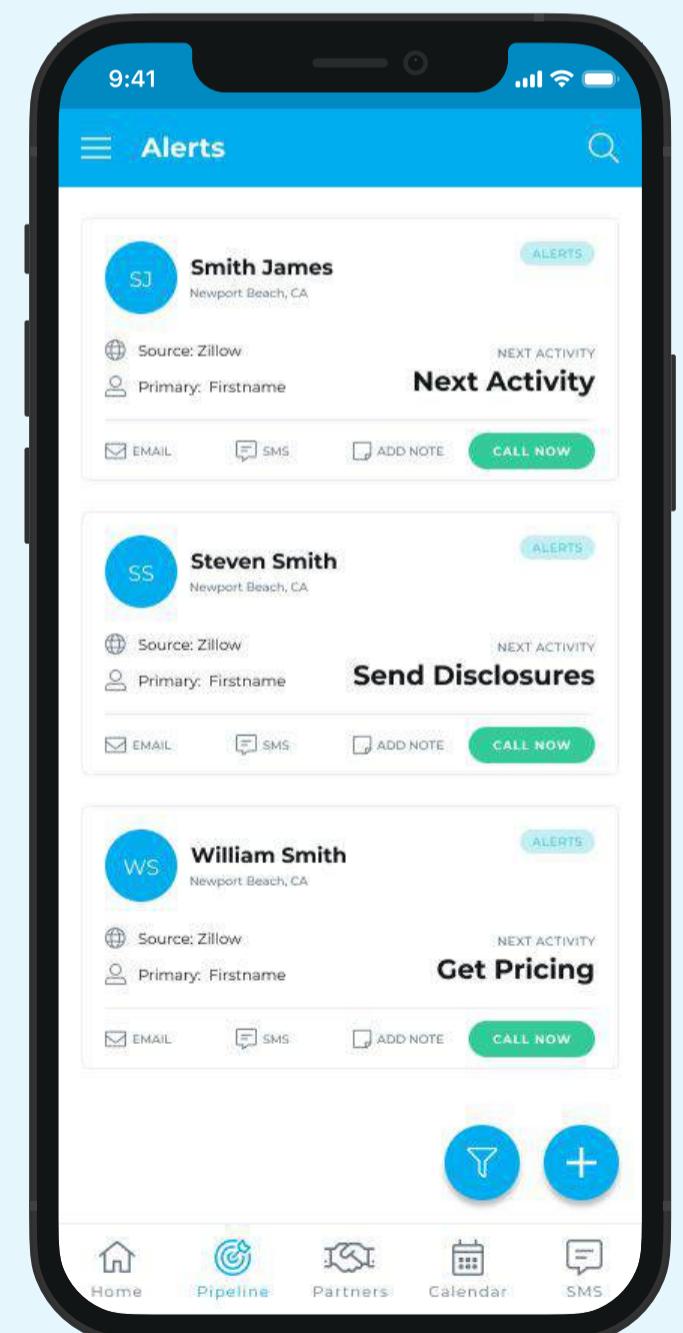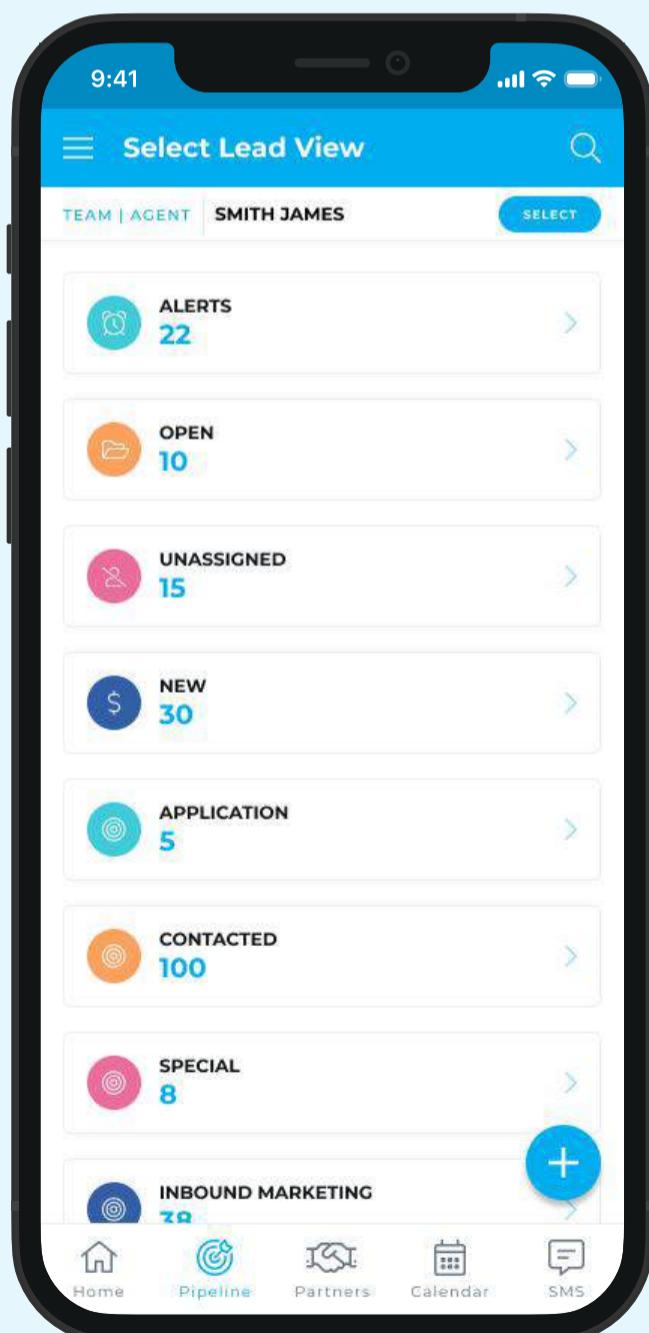
PROFILE

The Insellerate profile screens prioritize a user-friendly experience by keeping things clear and concise. They display essential information like name, contact details, and relevant metrics, and avoid cluttering the screen. The right screen allows for easy editing directly within the app, eliminating the need for complex navigation. Finally, a clear "SAVE" button ensures users understand how to save their updates.
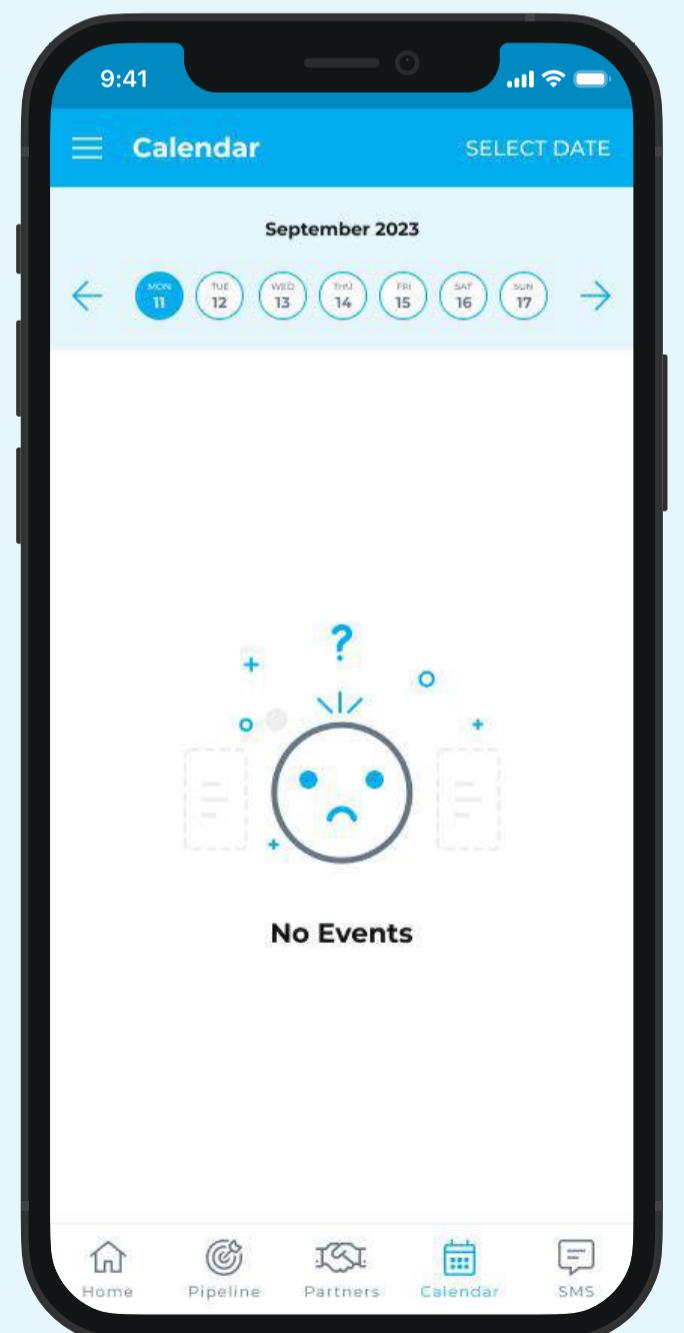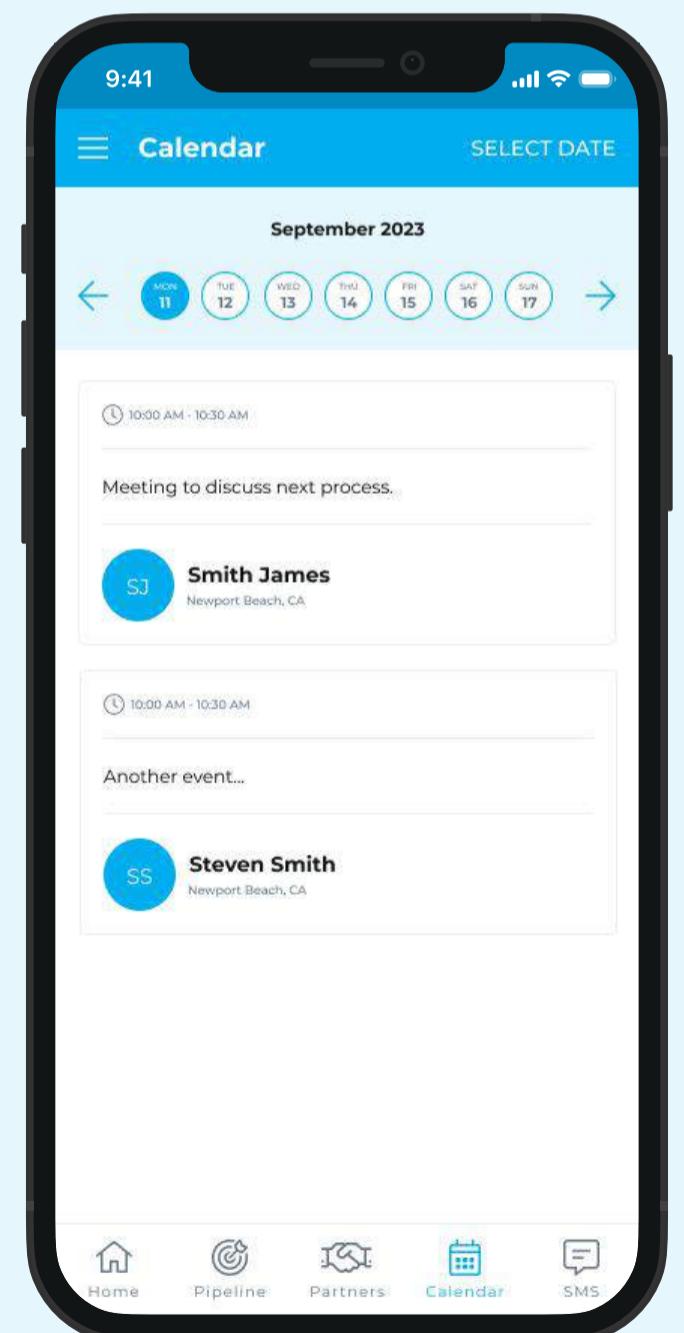
PIPELINE

The Pipeline screen lets you search for specific deals by using the magnifying glass at the top right. Alerts screen shows information in cards with titles like "Source" and "Next Step" to make it easy to read. Overall, these screens are user-friendly because they have clear labels, well-organized information, and possibly features like search and color-coding to help you find what you need fast.
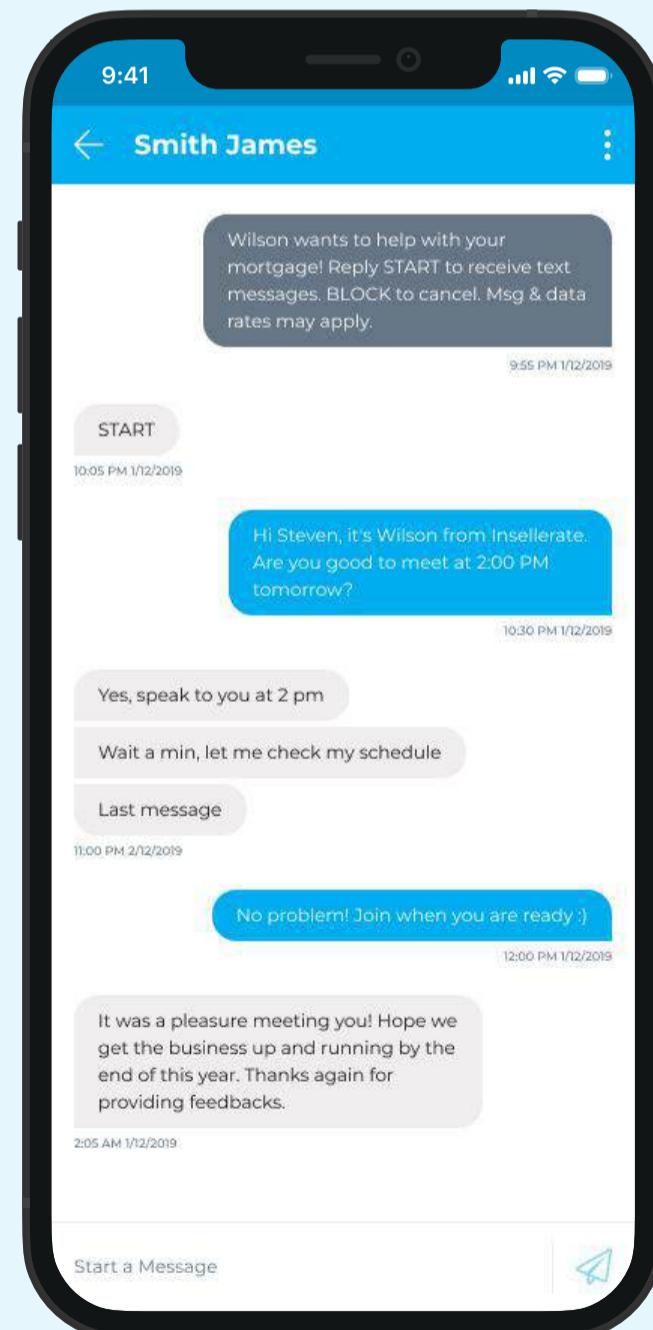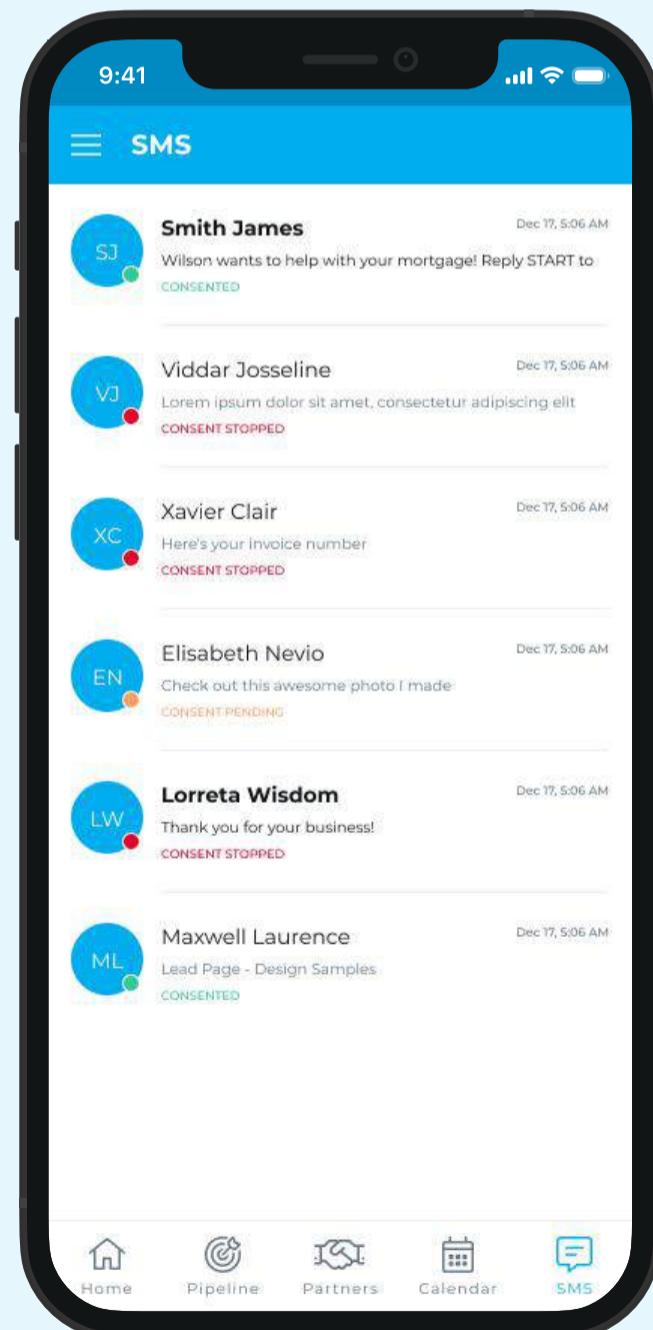
CALENDAR

This calendar screen incorporates best practices for a user-friendly experience. The current month and date are prominent, and the highlighted current day helps you orient yourself quickly. The week view provides a clear overview of your upcoming schedule, and squares on certain dates visually indicate events without cluttering the screen. Overall, the clean interface with clear information presentation allows you to see your schedule and identify important dates at a glance.
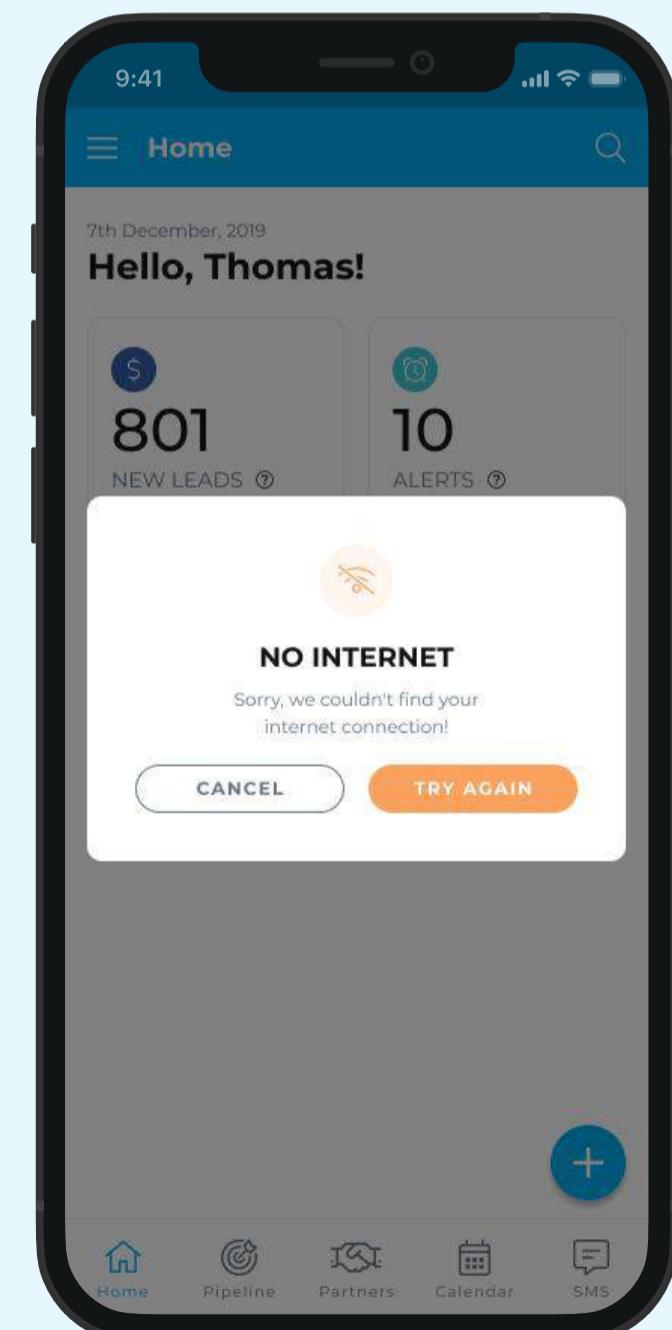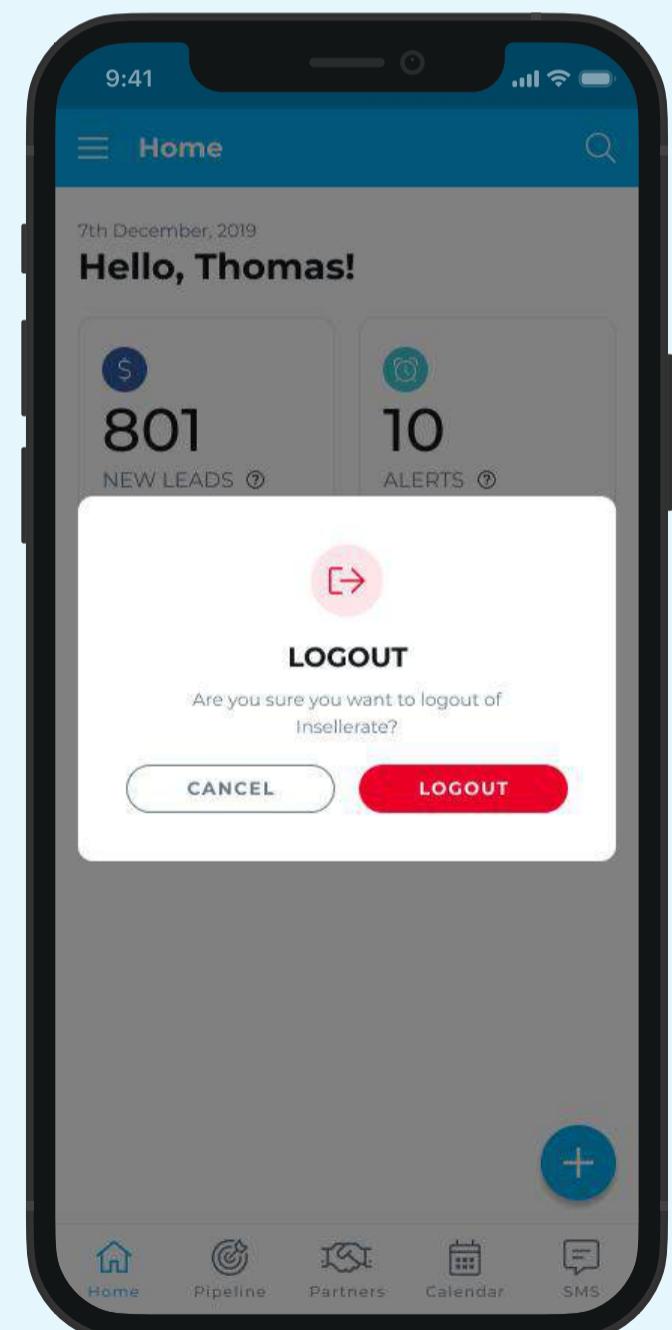
SMS

The SMS screens in the app are easy to use. The first screen shows who you texted recently and even lets you see the last message. In each conversation (second screen), the other person's name is at the top, and the messages are organized clearly with timestamps. You can easily tell who sent what because the messages look different. Typing a new message is simple with a box at the bottom and a "Send" button next to it. Overall, everything is clear and familiar, so you can chat with ease!
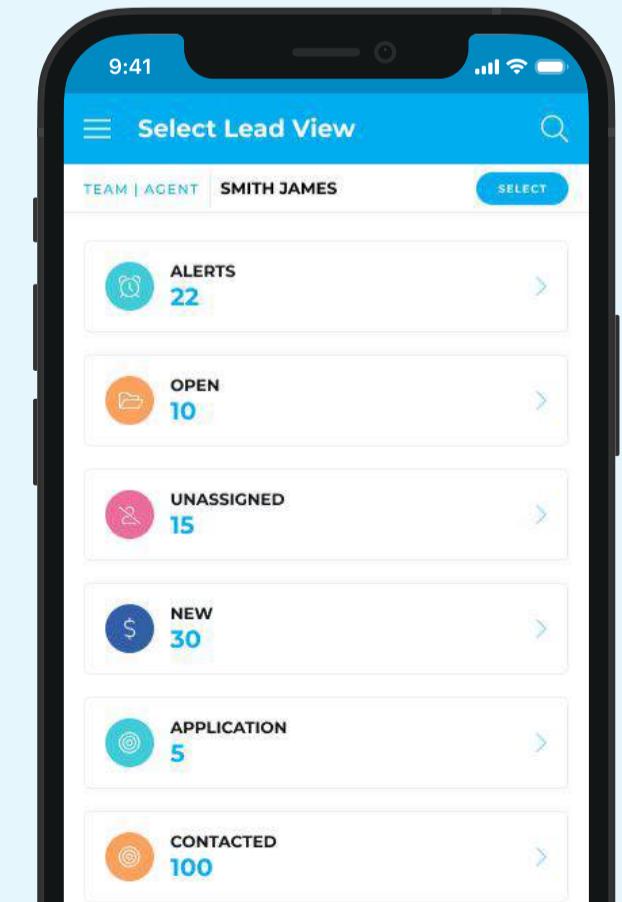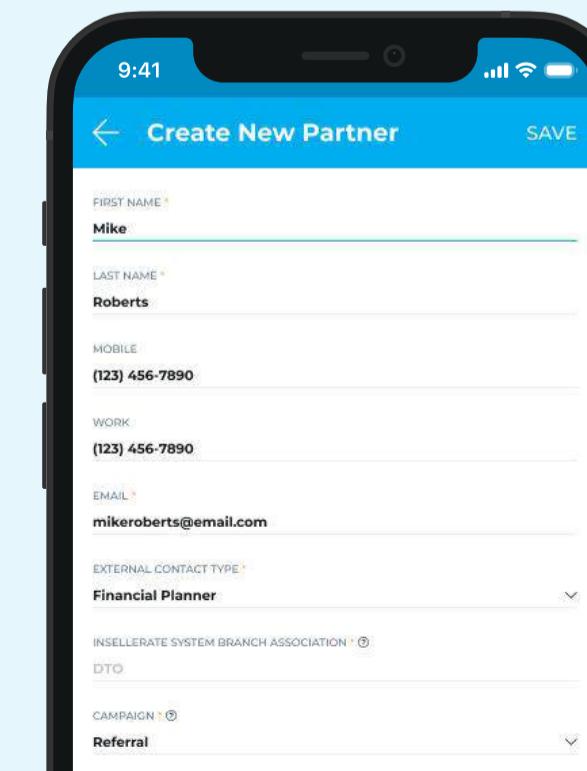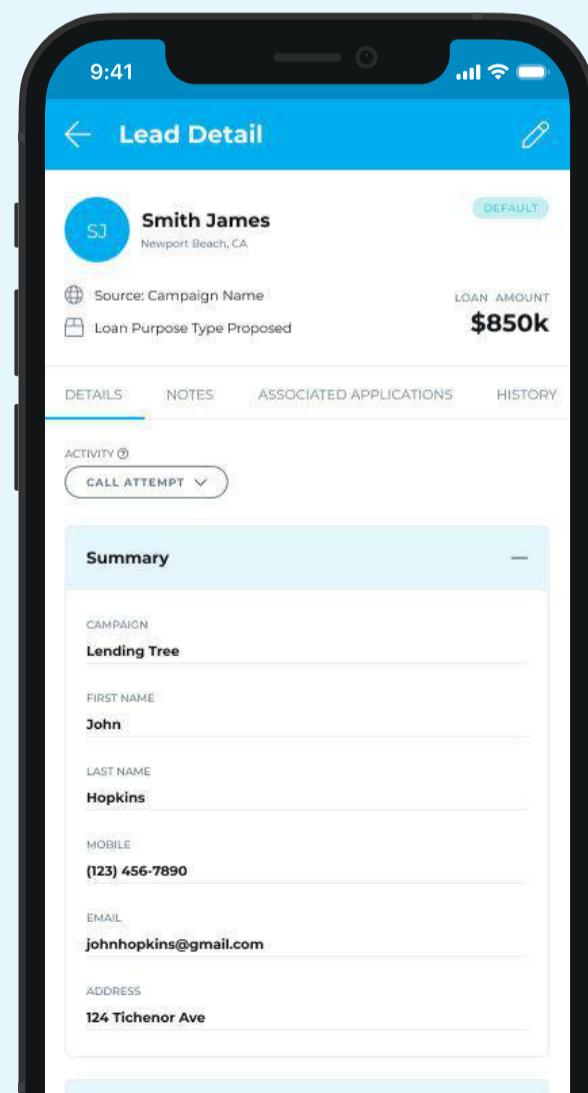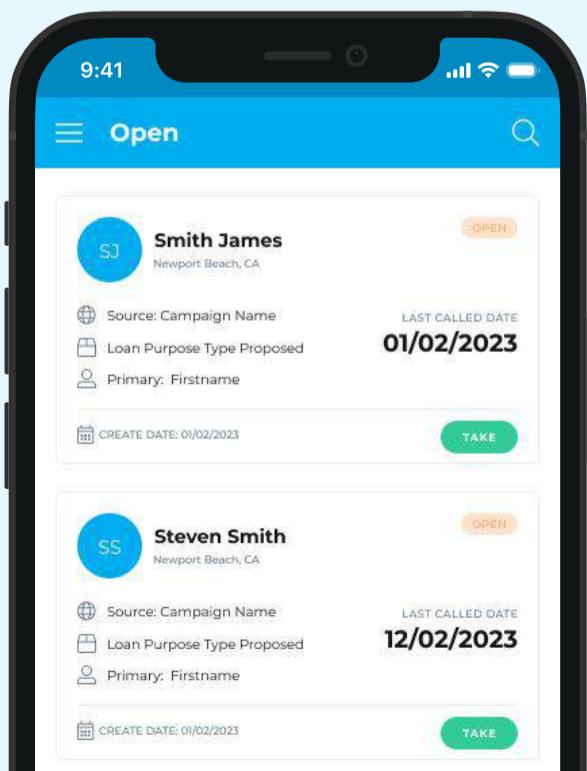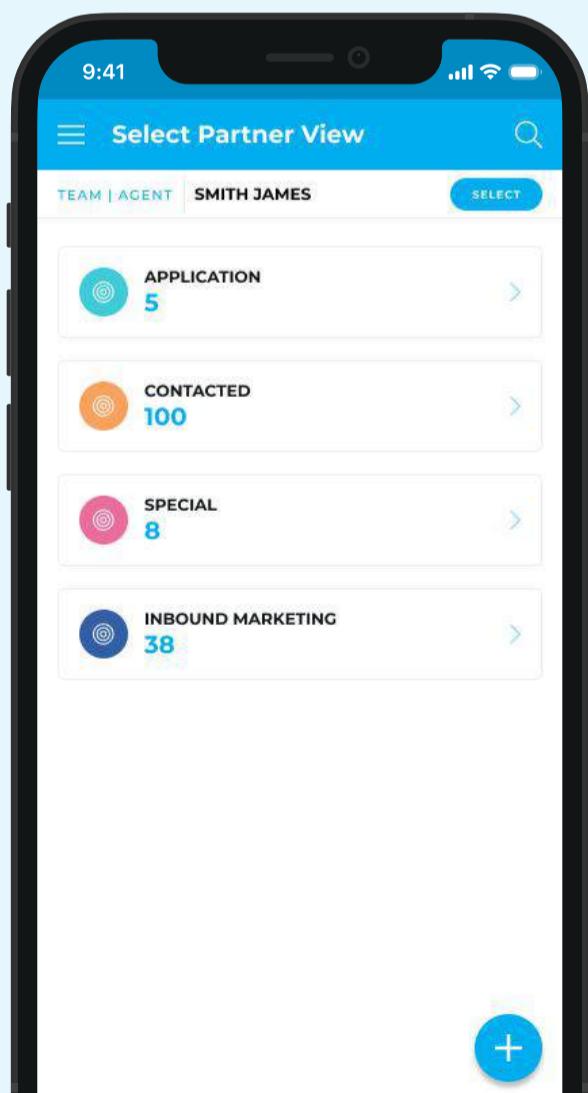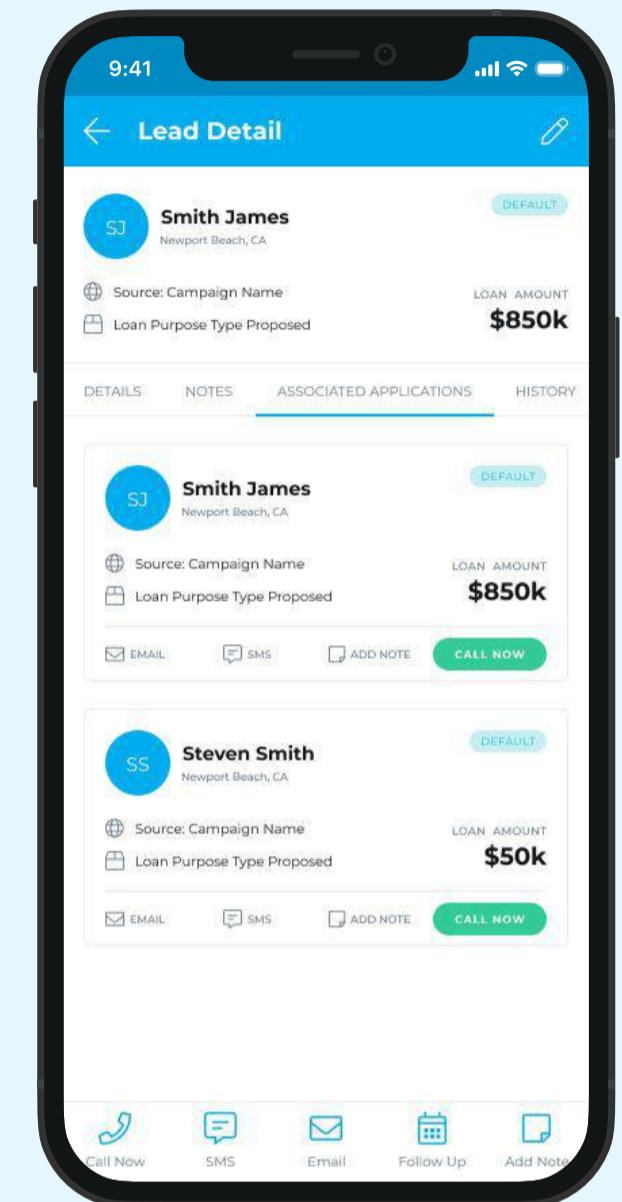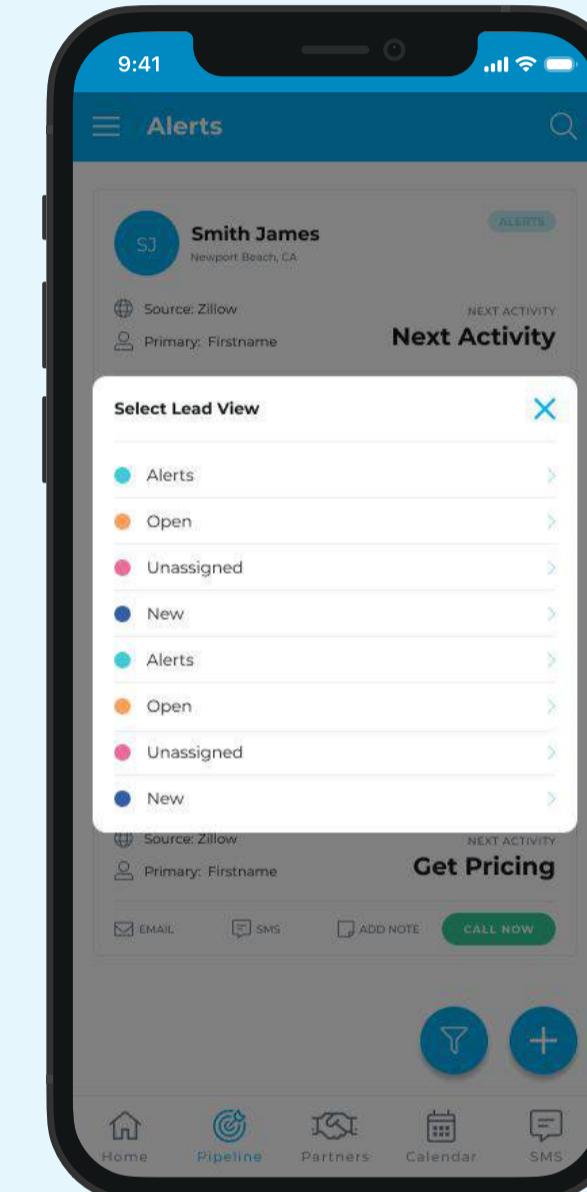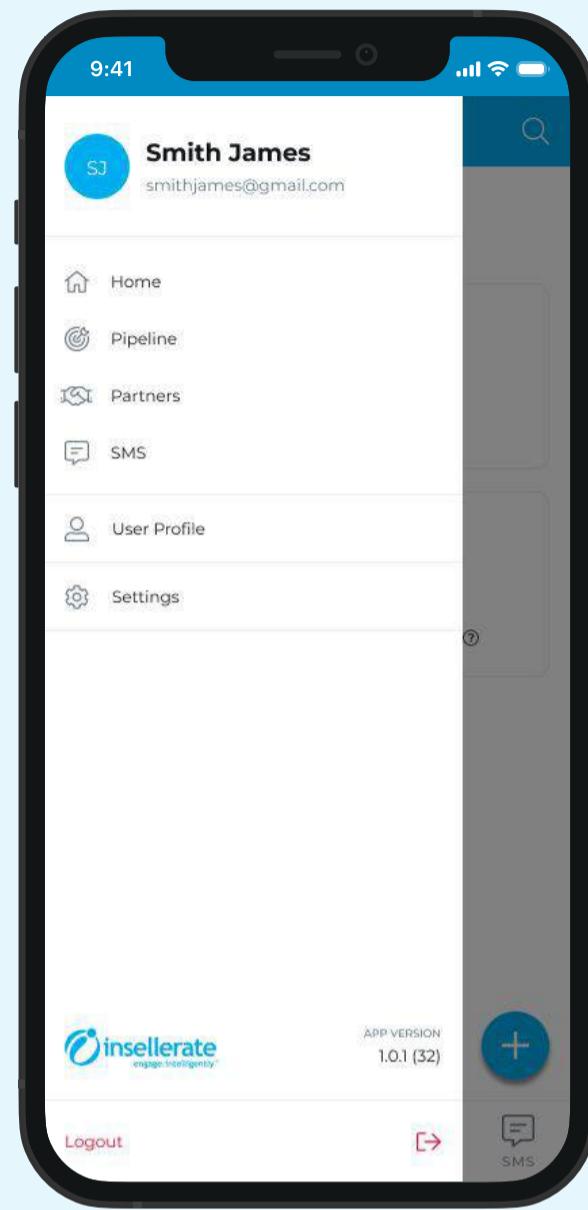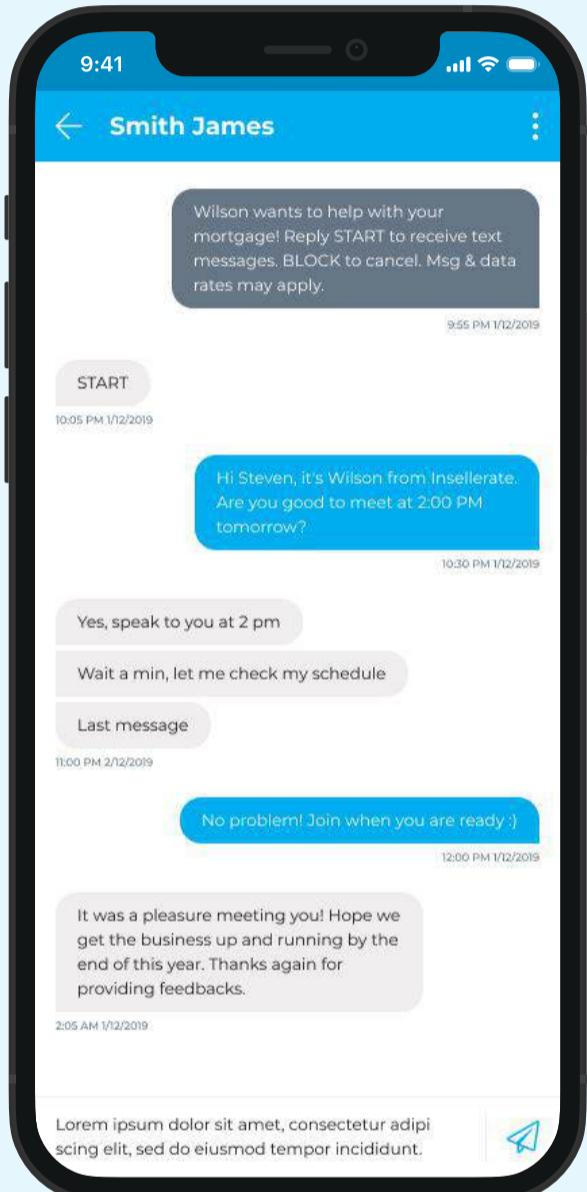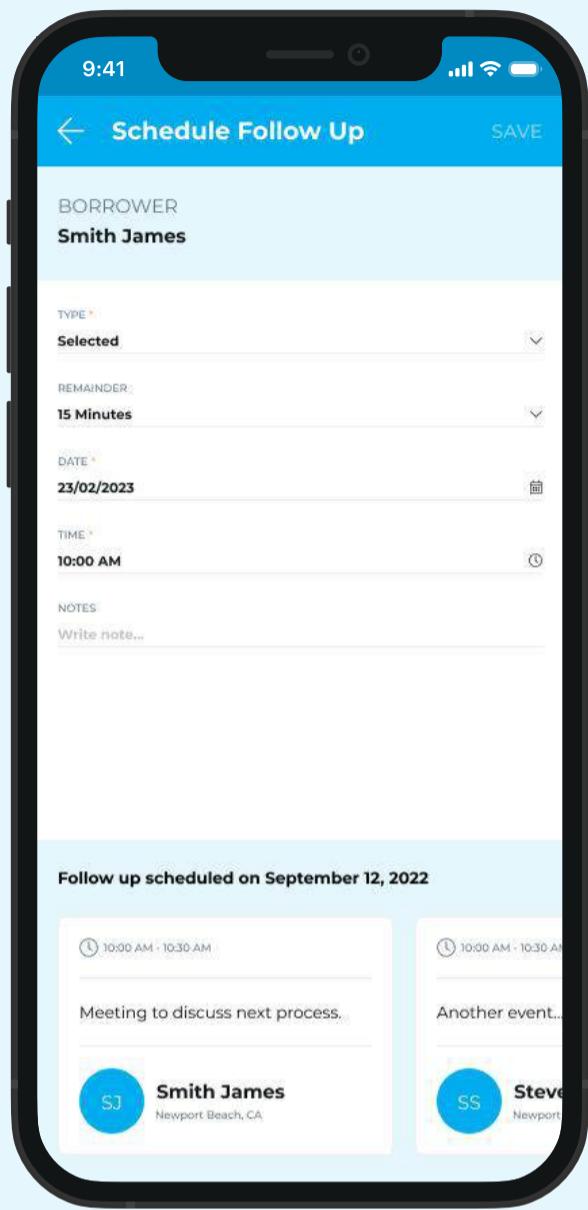
ALERTS

These pop-up alerts in the app keep things clear and simple. They use easy-to-understand messages, like asking for confirmation before you log out or letting you know there's no internet connection. The buttons are clear too, with options like "Cancel" and "Log out" or "Try Again". The important message itself stands out, so you know what's going on before you take action. These pop-ups don't block your whole screen either, so you can still see what you were doing in the app. Overall, they make it easy to understand what's happening and take the right action

OTHER SCREENS

Schedule Follow Up

BORROWER
Smith James

TYPE *
Selected

REMAINDER *
15 Minutes

DATE *
23/02/2023

TIME *
10:00 AM

NOTES
Write note...

Follow up scheduled on September 12, 2022

10:00 AM - 10:30 AM
Meeting to discuss next process.
SJ Smith James
Newport Beach, CA

10:00 AM - 10:30 AM
Another event...
SS Steve
Newport

Smith James

Wilson wants to help with your mortgage! Reply START to receive text messages. BLOCK to cancel. Msg & data rates may apply.
9:55 PM 1/12/2019

START
10:05 PM 1/12/2019

Hi Steven, it's Wilson from Insellerate. Are you good to meet at 2:00 PM tomorrow?
10:30 PM 1/12/2019

Yes, speak to you at 2 pm

Wait a min, let me check my schedule

Last message
11:00 PM 2/12/2019

No problem! Join when you are ready :)
12:00 PM 1/12/2019

It was a pleasure meeting you! Hope we get the business up and running by the end of this year. Thanks again for providing feedbacks.
2:05 AM 1/12/2019

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.


Smith James
smithjames@gmail.com

Home
Pipeline
Partners
SMS

User Profile
Settings

insellerate
engage intelligently

APP VERSION
1.0.1 (32)

Logout

SMS

Alerts

SJ Smith James
Newport Beach, CA   ALERTS

Source: Zillow   NEXT ACTIVITY
Primary: Firstname   Next Activity

Select Lead View   ✕

● Alerts
● Open
● Unassigned
● New
● Alerts
● Open
● Unassigned
● New

Source: Zillow   NEXT ACTIVITY
Primary: Firstname   Get Pricing

EMAIL   SMS   ADD NOTE   CALL NOW

Home   Pipeline   Partners   Calendar   SMS

Lead Detail

SJ Smith James   DEFAULT
Newport Beach, CA

Source: Campaign Name   LOAN AMOUNT
Loan Purpose Type Proposed $850k

DETAILS   NOTES   ASSOCIATED APPLICATIONS   HISTORY

SS Smith James   DEFAULT
Newport Beach, CA

Source: Campaign Name   LOAN AMOUNT
Loan Purpose Type Proposed $850k

EMAIL   SMS   ADD NOTE   CALL NOW

SS Steven Smith   DEFAULT
Newport Beach, CA

Source: Campaign Name   LOAN AMOUNT
Loan Purpose Type Proposed $50k

EMAIL   SMS   ADD NOTE   CALL NOW

Call Now   SMS   Email   Follow Up   Add Note

Select Partner View

TEAM | AGENT   SMITH JAMES   SELECT

APPLICATION
5

CONTACTED
100

SPECIAL
8

INBOUND MARKETING
38

Open

SJ Smith James   OPEN
Newport Beach, CA

Source: Campaign Name   LAST CALLED DATE
Loan Purpose Type Proposed   01/02/2023
Primary: Firstname

CREATE DATE: 01/02/2023   TAKE

SS Steven Smith   OPEN
Newport Beach, CA

Source: Campaign Name   LAST CALLED DATE
Loan Purpose Type Proposed   12/02/2023
Primary: Firstname

CREATE DATE: 01/02/2023   TAKE

Lead Detail

SJ Smith James   DEFAULT
Newport Beach, CA

Source: Campaign Name   LOAN AMOUNT
Loan Purpose Type Proposed $850k

DETAILS   NOTES   ASSOCIATED APPLICATIONS   HISTORY

ACTIVITY ⓘ
CALL ATTEMPT ∨

Summary   —

CAMPAIGN
Lending Tree

FIRST NAME
John

LAST NAME
Hopkins

MOBILE
(123) 456-7890

EMAIL
johnhopkins@gmail.com

ADDRESS
124 Tichenor Ave

Create New Partner   SAVE

FIRST NAME *
Mike

LAST NAME *
Roberts

MOBILE *
(123) 456-7890

WORK
(123) 456-7890

EMAIL *
mikeroberts@email.com

EXTERNAL CONTACT TYPE *
Financial Planner

INSELLERATE SYSTEM BRANCH ASSOCIATION * ⓘ
DTO

CAMPAIGN * ⓘ
Referral

Select Lead View

TEAM | AGENT   SMITH JAMES   SELECT

ALERTS
22

OPEN
10

UNASSIGNED
15

NEW
30

APPLICATION
5

CONTACTED
100

KEY FINDINGS

Mobile Access Matters

The project showed how crucial it is to make apps accessible on mobile devices. By creating a dedicated mobile app, Insellerate improved user experience and engagement since users increasingly rely on mobile for accessing services.

Focus on Users

Prioritizing user needs and preferences led to a more successful design. By researching, gathering feedback, and iterating, the team created an app that met users' expectations, resulting in better engagement and satisfaction.

Iterate for Improvement

Iterative design, involving cycles of prototyping, testing, and refining, was key to improving the app's design and usability. This approach allowed for early identification and resolution of issues, leading to a better final product.

Communication is Key

Clear communication among team members, stakeholders, and clients ensured everyone stayed aligned throughout the project. Regular updates and feedback sessions facilitated collaboration, helping the team overcome challenges and deliver a successful outcome.

02.

![Aja Dynasty logo]

Aja Dynasty
UI/UX/WEB DESIGN

AGENCY

Source Taggers

YEAR

2024

MY ROLES

Research & Discovery Wireframing Prototyping UI/UX Design

Web Design HTML & CSS Developer

TOOLS

Figma Trello Adobe CC Zeplin Illustrator Photoshop
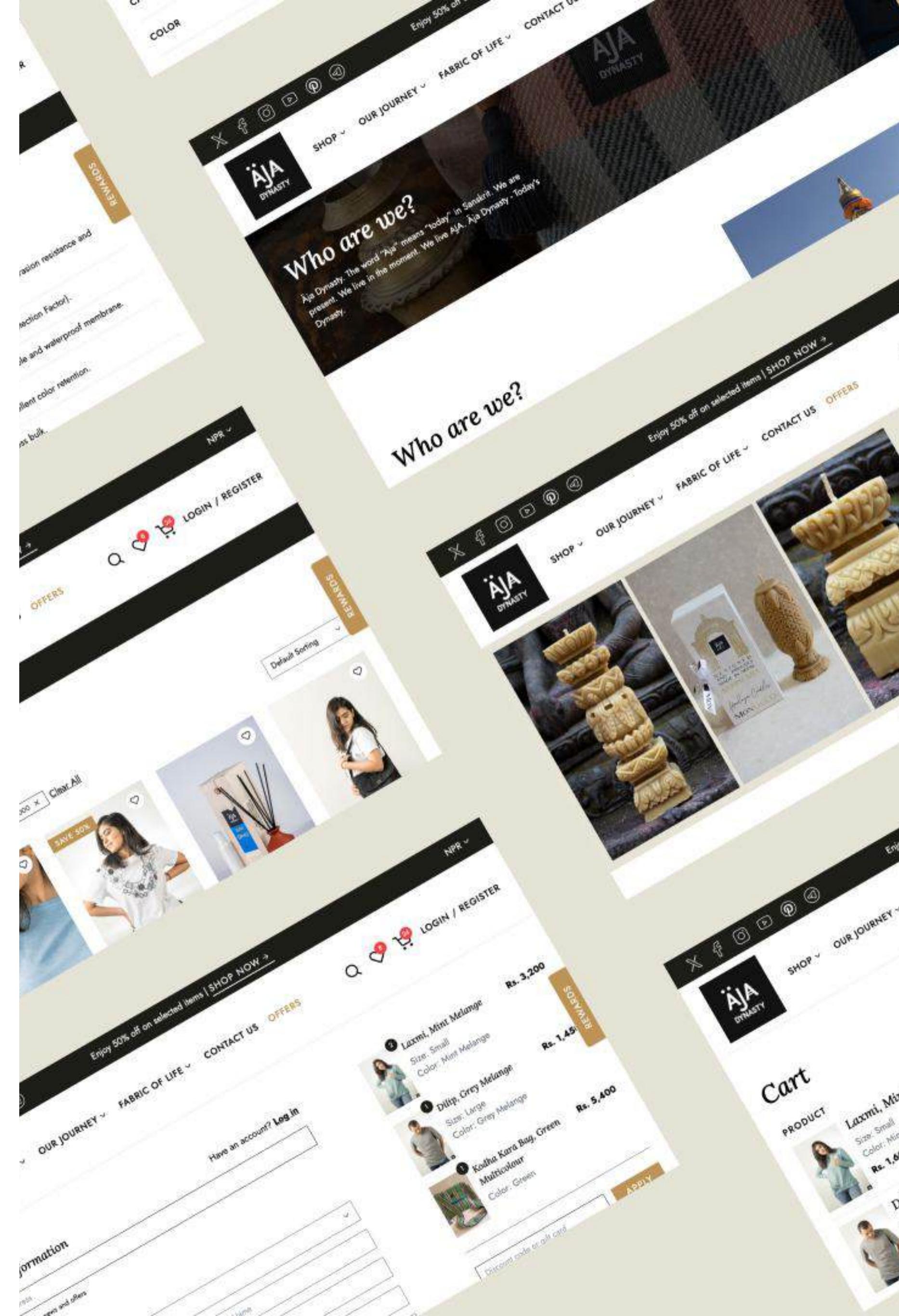
PROJECT BACKGROUND

Aja Dynasty, aims to showcase Nepal's rich heritage by offering high-quality, authentic Nepalese products. The brand's mission is to merge Nepalese tradition with modern design to resonate with a global audience.
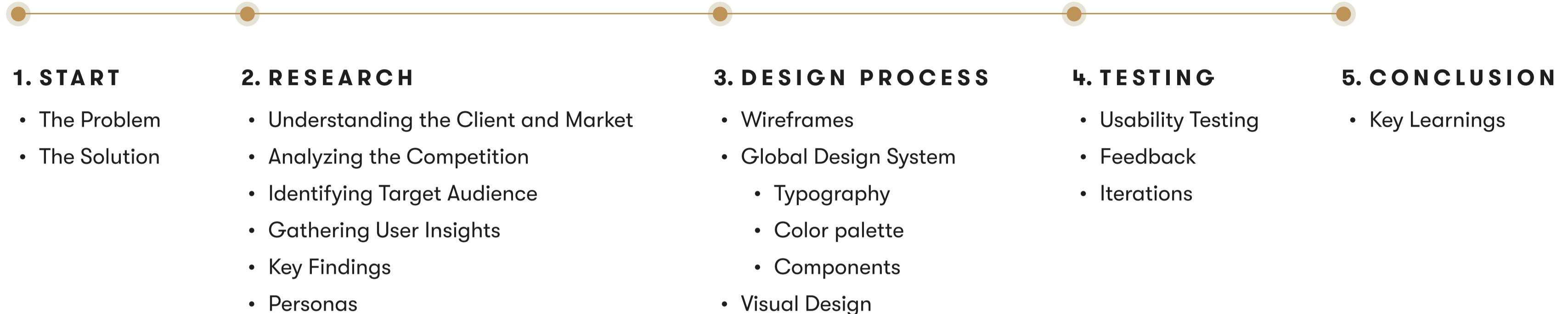
The project involved a full redesign of the Aja Dynasty website, covering the homepage, product listings, product details, and checkout process. The goal was to create a visually compelling, user-friendly website that reflects the brand's cultural roots and appeals to its diverse audience.

VIEW WEBSITE ↗   **VIEW FULL CASE STUDY**

THE PROCESS

1. START
- The Problem
- The Solution

2. RESEARCH
- Understanding the Client and Market
- Analyzing the Competition
- Identifying Target Audience
- Gathering User Insights
- Key Findings
- Personas

3. DESIGN PROCESS
- Wireframes
- Global Design System
  - Typography
  - Color palette
  - Components
- Visual Design

4. TESTING
- Usability Testing
- Feedback
- Iterations

5. CONCLUSION
- Key Learnings

01 START

THE PROBLEM

- **Outdated Design:** The old website had an outdated look that didn't reflect the brand's prestige and cultural heritage.
- **Poor User Experience:** Navigation was confusing, and important information was hard to find.
- **Lack of Mobile Responsiveness:** The website wasn't optimized for mobile devices, leading to a poor experience for mobile users.
- **Ineffective Content Presentation:** The content was not engaging or well-organized, failing to capture user interest.

THE SOLUTION

- **Modern Design:** Implement a clean, modern design that aligns with the brand's cultural and culinary excellence.
- **Enhanced Navigation:** Improve the site structure to make it more intuitive.
- **Mobile Optimization:** Ensure the website is fully responsive to provide a seamless experience on all devices.
- **Engaging Content:** Design with a focus on storytelling and visual appeal to better engage users.

BEFORE

AFTER

02 RESEARCH

The research and discovery phase for Aja Dynasty's website redesign involved understanding the brand, market, and user needs. We started with consultations to understand the client's vision, followed by analyzing top competitors to find opportunities for differentiation. Identifying the target audience—cultural enthusiasts, luxury shoppers, and design aficionados—was key. Surveys, interviews, and user testing provided insights into user preferences and pain points, revealing issues like confusing navigation and lack of mobile optimization.

UNDERSTANDING THE CLIENT AND MARKET

Understanding the client and market is crucial for designing the Aja Dynasty website. By exploring the brand's goals and values, I gained insights into its mission of merging Nepalese tradition with modern design. I also identified cultural enthusiasts, luxury shoppers, and design lovers as the target audience. This understanding helped me create a website that resonates with these groups, providing a tailored and engaging experience.

ANALYZING THE COMPETITION
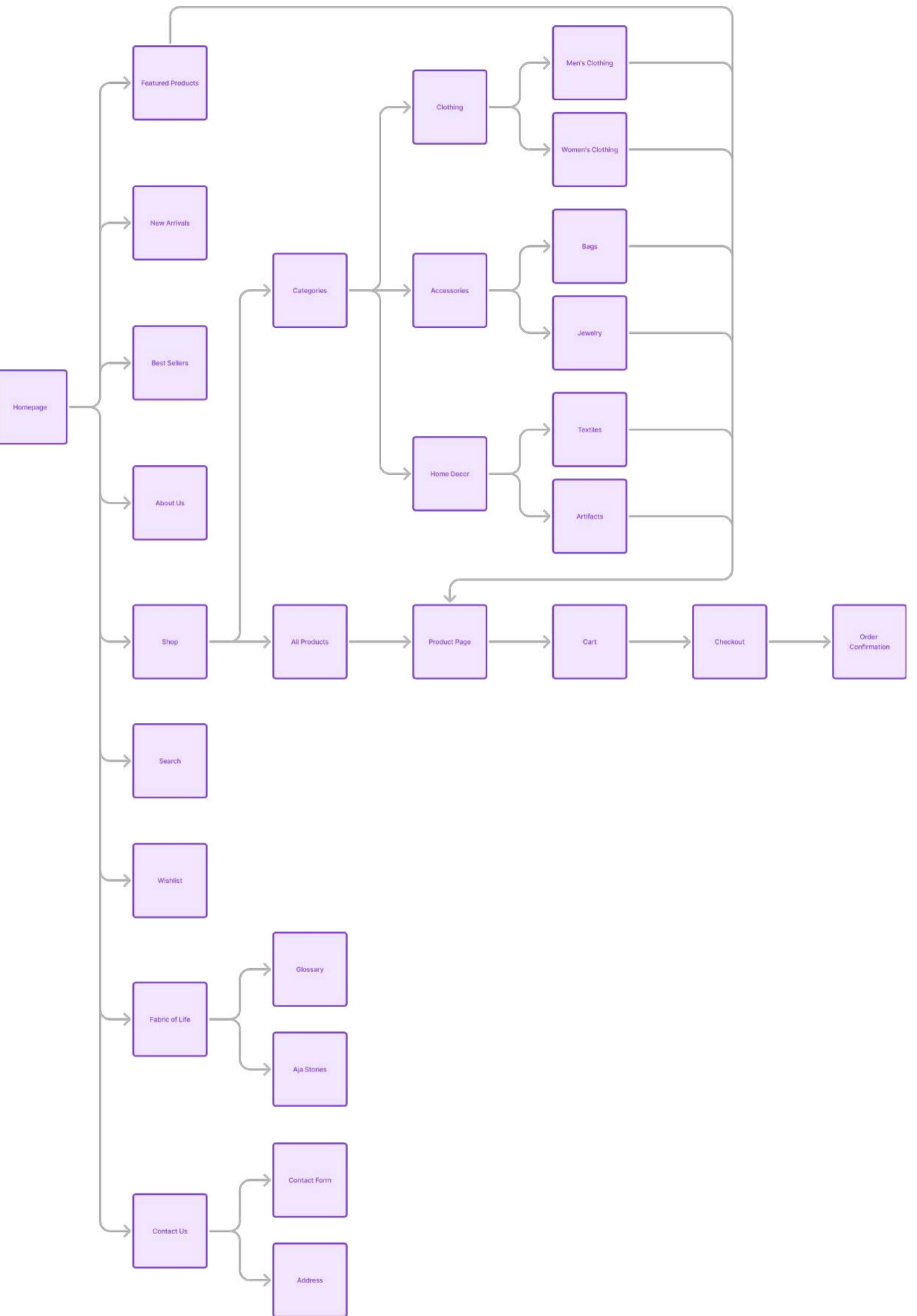
To position Aja Dynasty effectively, we analyzed top competitors in the cultural and designer brand space. This analysis included studying their website designs, user experience, product presentation, and marketing strategies. The goal was to identify industry standards, understand what competitors were doing well, and pinpoint areas where Aja Dynasty could differentiate itself. Key aspects like visual design, navigation, content strategy, and mobile responsiveness were closely examined.

IDENTIFYING TARGET AUDIENCE

The target audience for Aja Dynasty includes cultural enthusiasts, luxury shoppers, and design aficionados. Cultural enthusiasts are individuals passionate about exploring and preserving cultural heritage. Luxury shoppers seek high-quality, unique products that stand out. Design aficionados are interested in modern design and aesthetic appeal combined with traditional elements.

GATHERING USER INSIGHTS

User insights were gathered through a combination of surveys, interviews, and user testing. Surveys helped in understanding user demographics, preferences, and behaviors. Interviews provided deeper insights into user motivations and pain points. User testing allowed us to observe real-time interactions with the current website, identifying usability issues and areas for improvement. These methods collectively provided a comprehensive understanding of user expectations and challenges.

USER FLOW DIAGRAM

This User Flow Diagram provides a structured overview of the Aja Dynasty website, detailing how users can navigate through different sections and complete various actions.

KEY FINDINGS

User Interest in Cultural Heritage

Users showed a strong interest in the cultural stories behind Aja Dynasty's products, indicating a desire for authenticity and connection with Nepalese heritage.

Navigation Issues

The existing website had navigation problems, with users finding it confusing and difficult to navigate. This highlighted the need for improved site structure and intuitive navigation.

Mobile Optimization Lacking

The current website lacked mobile optimization, leading to a poor user experience for mobile users. This underscored the importance of ensuring a seamless experience across all devices.

Desire for Engaging Content

Users expressed a desire for engaging content that goes beyond product listings, indicating an opportunity to incorporate storytelling and immersive experiences into the website design.

PERSONAS

Emma, 28
Cultural Travel Blogger

GOALS: Emma loves sharing cultural finds from her travels and seeks unique products with interesting stories for her blog.

FRUSTRATIONS: Emma struggles to find genuine, culturally meaningful items during her trips and is tired of generic souvenirs.

NEEDS: Emma needs a platform with curated authentic cultural products to make her blogging easier.

John, 35
Business Professional

GOALS: John seeks unique, culturally inspired products to enhance his professional image and client experiences.
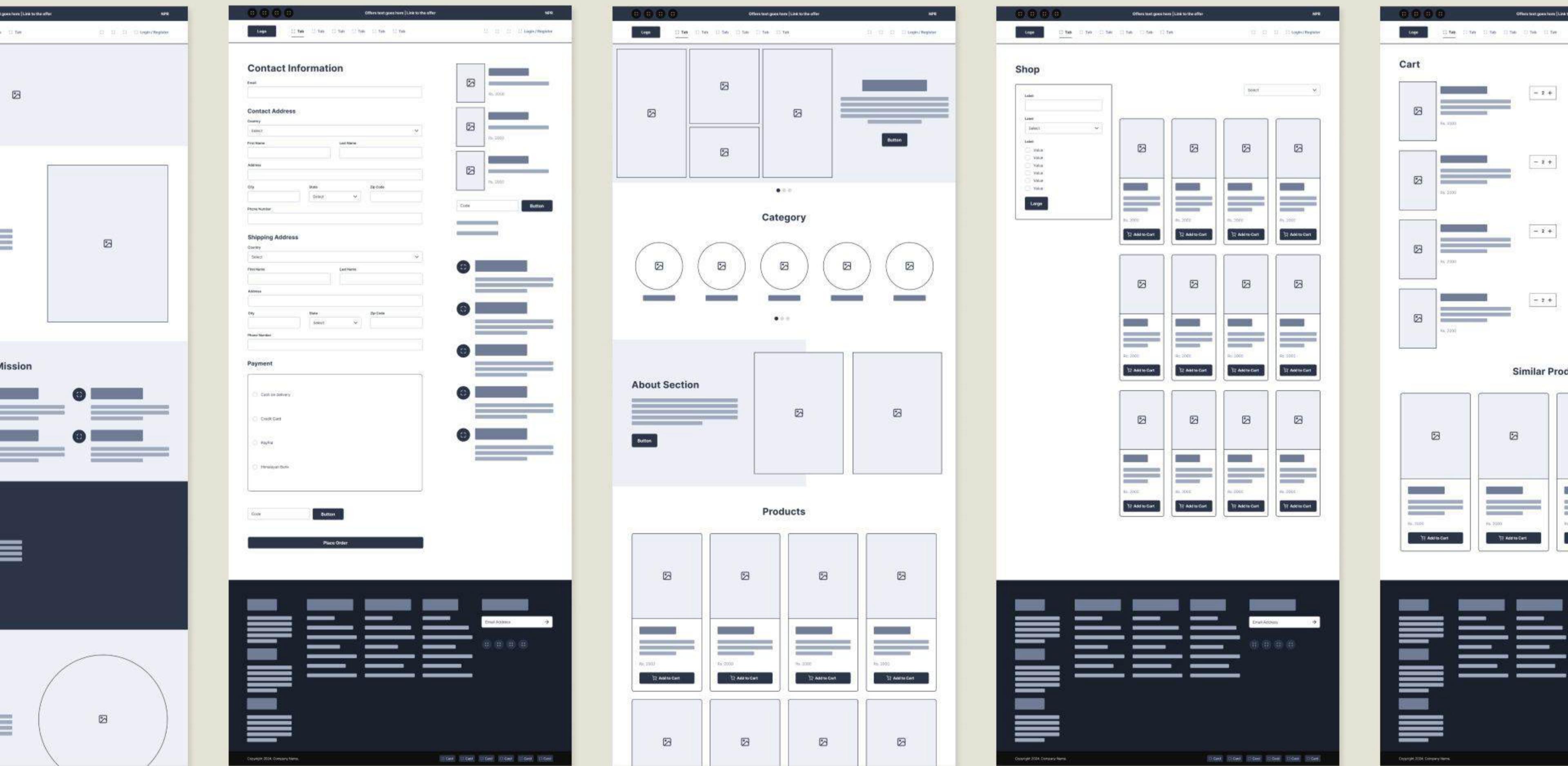
FRUSTRATIONS: John wants authentic, culturally significant items to impress clients, not generic corporate gifts.

NEEDS: John needs a platform with curated, culturally rich products to impress clients and align with his brand.

03 DESIGN PROCESS

WIREFRAMES

I designed straightforward wireframes for the Aja Dynasty site, focusing on user needs and business goals. These blueprints provide a clear roadmap for the website's design, ensuring a seamless user experience aligned with the brand's vision.

GLOBAL DESIGN SYSTEM

The Global Design System for the Aja Dynasty website revolves around a refined palette of golden and black, echoing the brand's elegance. Typography is carefully chosen to enhance readability and convey sophistication, while drawing inspiration from traditional Nepalese art. This harmonious blend of typography, color palette, and components ensures a cohesive and memorable user experience, reflecting Aja Dynasty's cultural roots and brand identity.

TYPOGRAPHY

Lora
Aa123

Jost
Aa123

COLOR PALETTE

#BD9456

#9D7943

#1E1E19

#000000

#E5E3D6

#F3F3F3

#FFFFFF

COMPONENTS

BUTTON   BUTTON   🛒 ADD TO CART

BUTTON   BUTTON   🛒 ADD TO CART

BUTTON ➜   BUTTON ➜

SAVE 50%

Shreya, Blue Slub
Sometimes you need plain colors. Meanwhile, this small print element inspired by Nepalese dhaka jac...

Rs. 1,350 Rs. 2,700

🛒 ADD TO CART

Laxmi, Mint Melange   **Rs. 3,200**
Size: Small
Color: Mint Melange

⊟ 2 ⊞   Remove

Email Address

Phone Number
+977 9849361433

Country/Region ⌄

Card Number 🔒

Password 👁

Text Area

Country/Region ⌄

XS S M L XL

NAV LINK

DROP DOWN ⌄

DROP DOWN OPEN ⌃

TAB TAB TAB

NEW ARRIVALS   ON SALE   BEST SELLERS

⊟ 1 ⊞

⊟ 1 ⊞

"
Amazing quality goods, locally made by international standards and with lots of dedication and love. Best handmade and eye catchy products #NepaliBrand

Kate Trusova
★★★★★

VISUAL DESIGN

In crafting the visual design for the Aja Dynasty website, I aimed to blend traditional Nepalese style with modern design. I chose rich colors like deep golds and blacks to evoke a sense of luxury and heritage. For clarity and sophistication, I used modern, easy-to-read typography. High-quality images and simple layouts showcase the authenticity of Aja Dynasty's products, while intuitive navigation guides users smoothly through the site. This mix of visual elements reflects the brand's identity and invites users to explore its cultural stories.

FINAL SCREEN DESIGNS

04 TESTING

To ensure the Aja Dynasty website was user-friendly and met the needs of its target audience, I conducted several rounds of usability testing.

By incorporating user feedback and iterating on the design, I ensured that the final Aja Dynasty website was not only visually appealing but also highly functional and user-centric, perfectly aligning with the brand's identity and values.

Start Usability Testing → Conduct Task-Based Testing → Navigate product listings, search, checkout → Observe participant interactions → Gather feedback

Incorporate Feedback ← Recruit from online forums, social media, local community groups ← Include cultural enthusiasts, luxury shoppers, design aficionados ← Select Diverse Group of Participants ← Identify pain points and areas for improvement

Adjust Navigation Structure and Labeling → Refine search function → Enhance visual clarity → Iterate on Design → First Iteration: Traditional Nepalese aesthetics with modern design

After: Improved contrast, clearer typography, user-friendly navigation ← Before: Lower contrast, less intuitive navigation ← Visual Changes ← Third Iteration: Enhance visual clarity and user experience ← Second Iteration: Adjust navigation and search based on feedback

Final Aja Dynasty website

05 CONCLUSION

KEY FINDINGS

User-Centric Design:

Understanding user needs and preferences is crucial for creating an engaging and effective website.

Balancing Tradition and Modernity

Successfully blending traditional elements with modern design can create a unique and appealing brand identity.

Effective Storytelling

Engaging content that tells a story can significantly enhance user engagement and brand loyalty.

Importance of Mobile Optimization

Ensuring a seamless mobile experience is essential in today's digital landscape.

03.

![The Cliff logo] **The Cliff Nepal**
UI/UX/WEB DESIGN

AGENCY   **YEAR**

Source Taggers   2023

MY ROLES

(Research & Discovery) (Wireframing) (Prototyping) (UI/UX Design)

(Web Design) (HTML & CSS Developer)

TOOLS
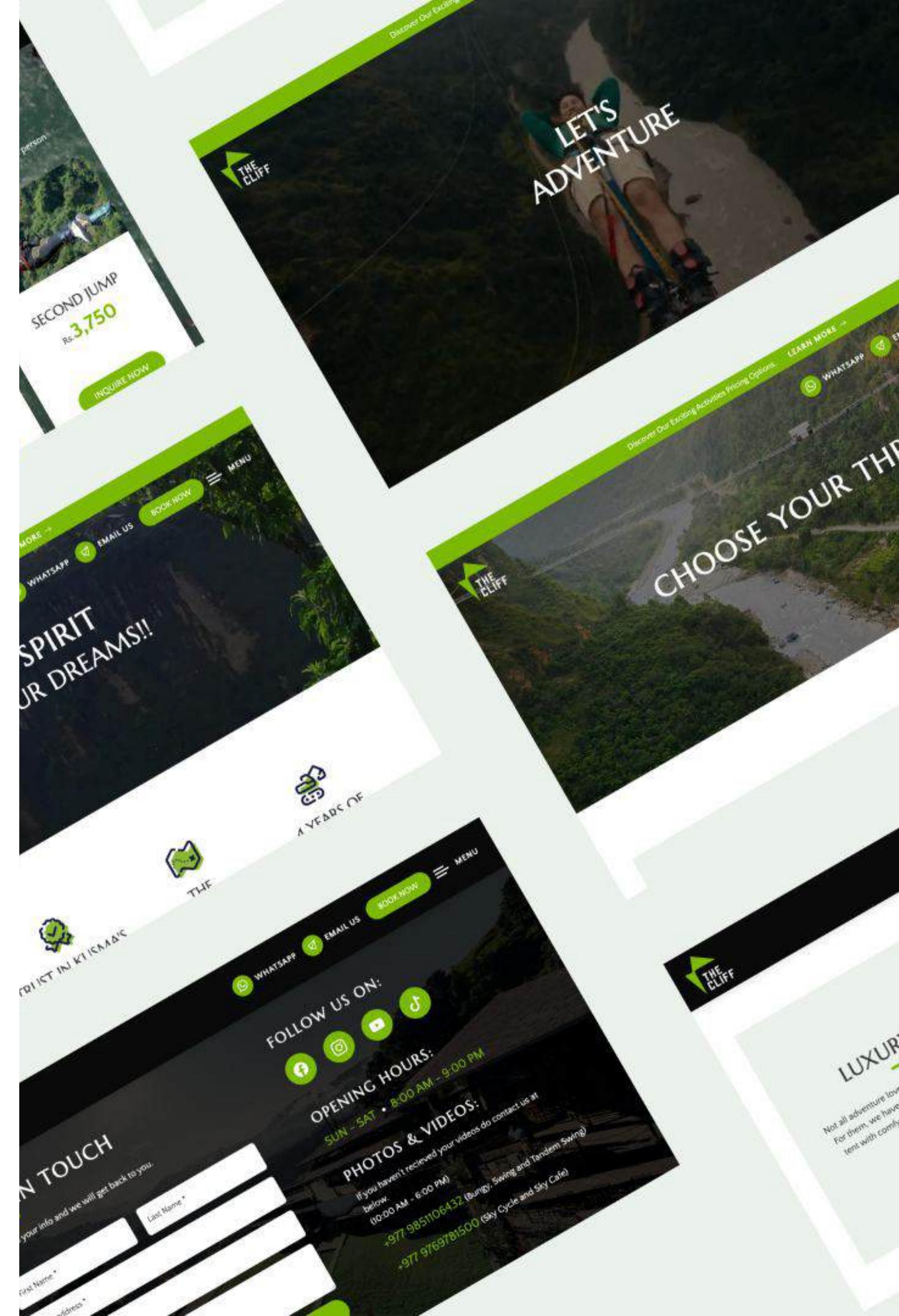
(Figma) (Trello) (Adobe CC) (Illustrator) (Photoshop)

PROJECT BACKGROUND
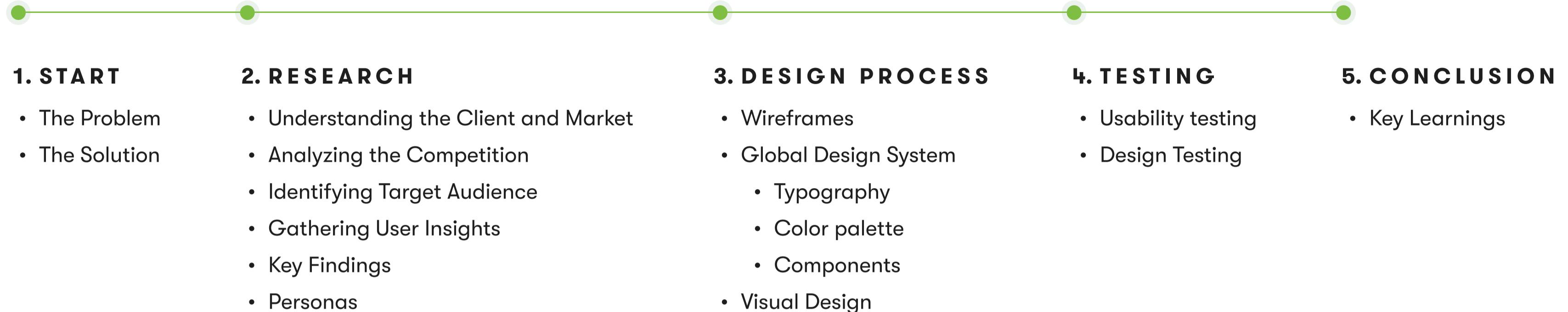
The Cliff Nepal is an adventure tourism company located in Kushma, Nepal, known for hosting the world's second-highest bungee jump, they attract thrill-seekers and adventure enthusiasts from around the globe. The client sought a comprehensive redesign of their website to better capture the thrilling experience they offer, enhance user engagement, and drive more bookings. The ultimate objective was to create a modern, user-friendly website that would enhance The Cliff Nepal's online presence and drive business growth.

VIEW LIVE WEBSITE ↗   **VIEW FULL CASE STUDY**

THE PROCESS

1. START
- The Problem
- The Solution

2. RESEARCH
- Understanding the Client and Market
- Analyzing the Competition
- Identifying Target Audience
- Gathering User Insights
- Key Findings
- Personas

3. DESIGN PROCESS
- Wireframes
- Global Design System
  - Typography
  - Color palette
  - Components
- Visual Design

4. TESTING
- Usability testing
- Design Testing

5. CONCLUSION
- Key Learnings

01 START

THE PROBLEM

- **Confusing Navigation and Booking Process:** Users struggled to find information and book activities.
- **Low Engagement with Visual Content:** Previous visuals failed to captivate users.
- **Poor Mobile Usability:** The website was not optimized for mobile devices, causing frustration for mobile users.
- **Lack of Safety Information:** Users were concerned about safety due to insufficient information.

THE SOLUTION

- **Simplified Navigation and Booking:** Redesigned the website with clear, intuitive navigation and a streamlined booking process.
- **Enhanced Visual Content:** Integrated high-quality images and videos to capture users' attention and interest.
- **Mobile Optimization:** Adopted a mobile-first design approach to ensure the website is fully responsive and user-friendly on all devices.
- **Clear Safety Communication:** Provided detailed and easily accessible information about safety measures to build user trust.

BEFORE

AFTER

02 RESEARCH

The "Research & Discovery" process involved a comprehensive exploration of The Cliff Nepal's brand identity, market dynamics, and user preferences. Through in-depth interviews, market analysis, and user surveys, we gained valuable insights into the client's core values, unique offerings, and long-term goals. Analyzing competitor websites helped identify industry trends and opportunities for differentiation, while user feedback provided crucial insights into pain points and preferences. This thorough research formed the foundation for strategic decision-making throughout the project, guiding the design process to create a website that resonates with the target audience, effectively communicates the brand's unique selling points, and ultimately drives business growth for The Cliff Nepal.

UNDERSTANDING THE CLIENT AND MARKET

The research phase started with a deep dive into The Cliff Nepal's brand, offerings, and vision. Through extensive client interviews, we understood their values, unique selling points, and key experiences, especially the renowned bungee jump and its rigorous safety measures.

ANALYZING THE COMPETITION

We analyzed the websites of both direct and indirect competitors in the adventure tourism sector. This competitive analysis helped identify industry standards, successful strategies, and common pitfalls. By understanding the strengths and weaknesses of competitors, we could pinpoint opportunities for The Cliff Nepal to stand out.

IDENTIFYING TARGET AUDIENCE
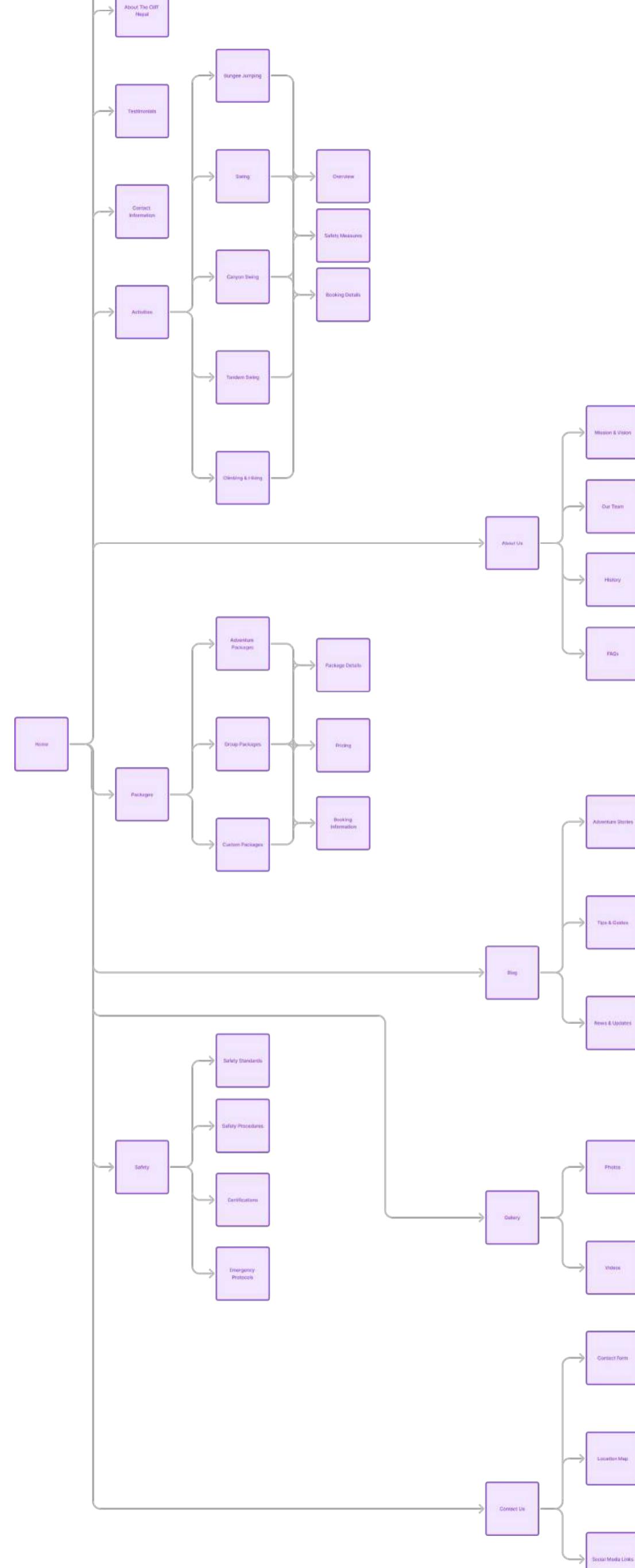
Defining the target audience was a critical step. We focused on thrill-seekers, adventure enthusiasts, and tourists aged 18-45 from both domestic and international markets. We also considered secondary audiences such as travel bloggers, influencers, and families looking for unique vacation experiences. By gaining a deeper understanding of their motivations, interests, and pain points, we could create a more compelling and relevant user experience.

GATHERING USER INSIGHTS

Through surveys, interviews, and usability testing, we collected valuable feedback from past visitors and potential customers. This qualitative and quantitative data provided insights into user preferences, pain points, and expectations when interacting with adventure tourism websites. These insights informed design decisions and prioritized features to enhance user experience and drive engagement on The Cliff Nepal's website.

USER FLOW DIAGRAM

This User Flow Diagram provides a structured overview of the Aja Dynasty website, detailing how users can navigate through different sections and complete various actions.

KEY FINDINGS

Navigation & Booking

Users struggled with the old site's navigation and booking process. Simplifying these aspects was essential to improve user experience and boost conversions.

Visual Content Impact

Feedback highlighted the need for high-quality visuals. Users loved images and videos of the scenery and activities.

Mobile Usability Issues

Mobile users faced slow loading, unresponsive elements, and poor readability. Improving mobile usability became a priority due to the rise in mobile browsing and booking.

Safety Communication

Users were concerned about safety for activities like bungee jumping. Clearly communicating safety measures and procedures was crucial for building trust.

PERSONAS

Emma Thompson, 28
Marketing Executive

GOALS: Emma loves thrilling adventures during her vacations and wants clear info to plan them easily.

FRUSTRATIONS: Confusing websites with unclear navigation and booking processes.

NEEDS: Emma needs a user-friendly website with easy booking and clear activity details.

John Smith, 42
Accountant

GOALS: John wants a safe and fun family vacation with clear safety info.

FRUSTRATIONS: Websites lacking safety details and are hard to use on mobile.

NEEDS: John needs a website with clear safety measures and mobile-friendly booking for stress-free planning.

03 DESIGN PROCESS

WIREFRAMES

I created low-fidelity wireframes to outline the basic structure and layout of the website, focusing on key pages such as the homepage, activity details, and booking process.

GLOBAL DESIGN SYSTEM
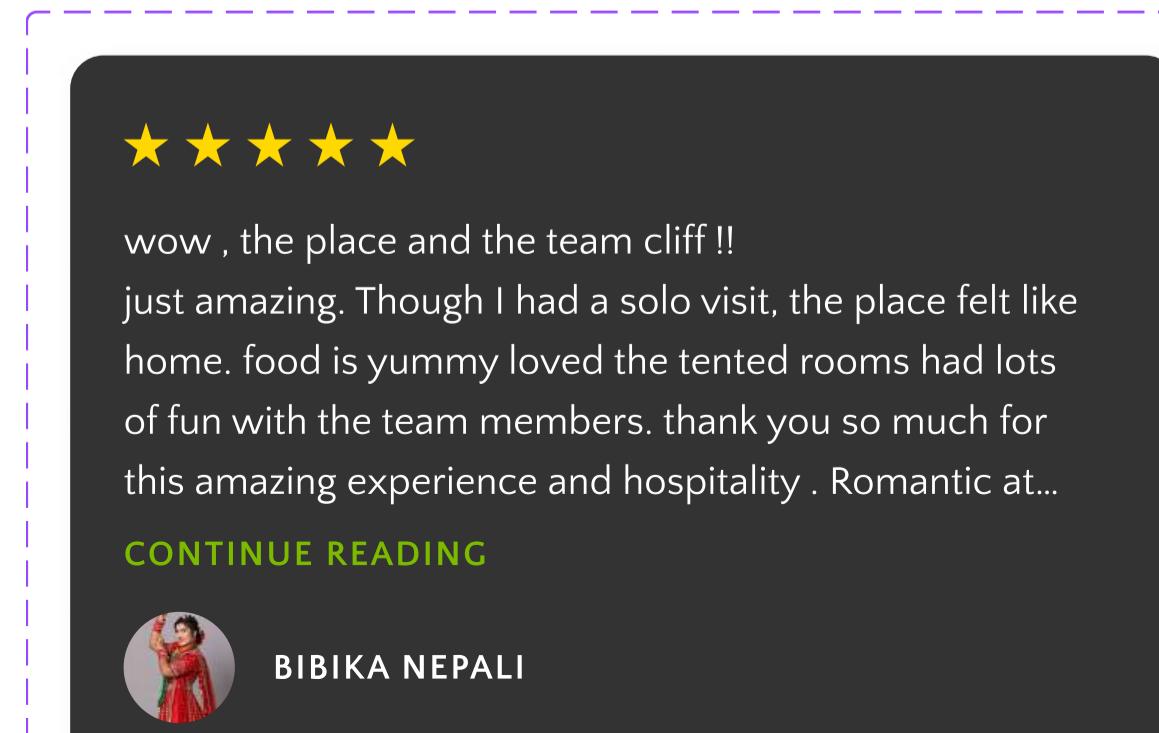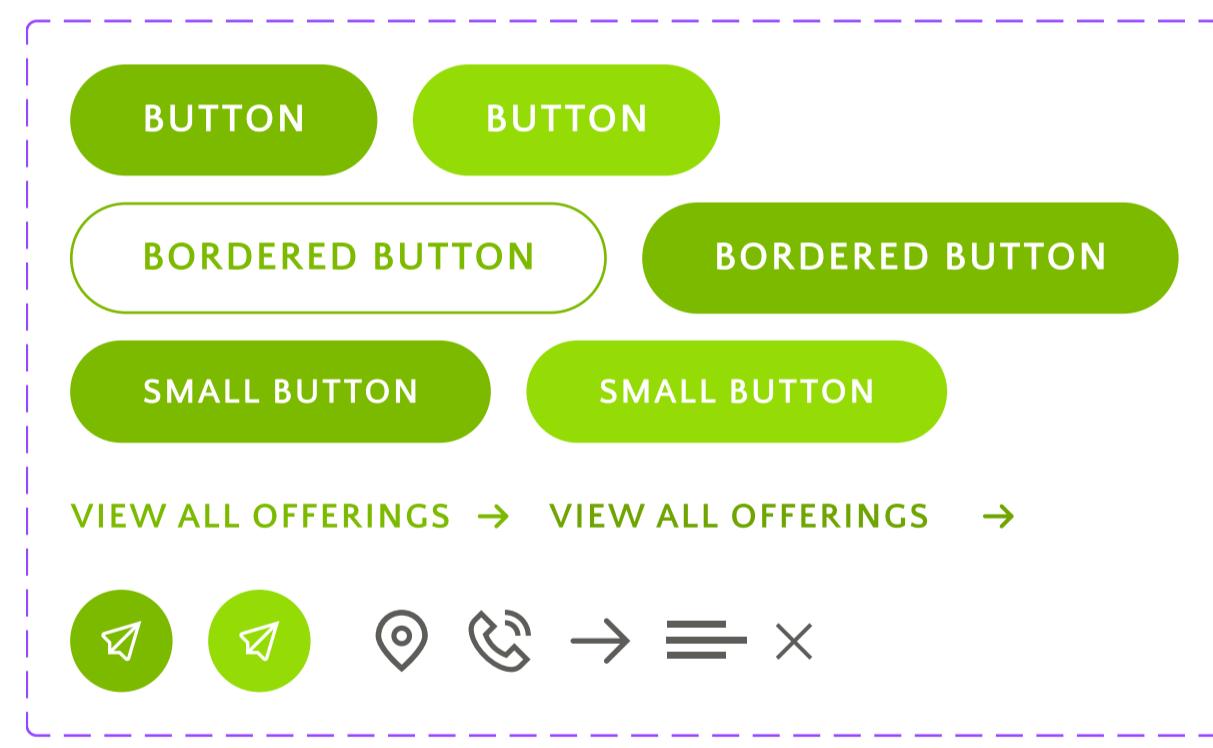
The Global Design System for The Cliff Nepal's website served as a cohesive framework to ensure consistency and coherence across all design elements. This system encompassed various components such as typography, color palette, and visual elements, which collectively contributed to the overall look and feel of the website.

TYPOGRAPHY

Marcellus SC
Aa123

Quattrocento Sans
Aa123

COLOR PALETTE

#7EBE43

#A1CC57

#B2D768

#EBF2EC

#5E5C59

#0A0A0A

#FFFFFF

COMPONENTS

BUTTON   BUTTON

BORDERED BUTTON   BORDERED BUTTON

SMALL BUTTON   SMALL BUTTON

VIEW ALL OFFERINGS →   VIEW ALL OFFERINGS →

★★★★★

wow , the place and the team cliff !!
just amazing. Though I had a solo visit, the place felt like home. food is yummy loved the tented rooms had lots of fun with the team members. thank you so much for this amazing experience and hospitality . Romantic at...

CONTINUE READING

BIBIKA NEPALI

TANDEM & STAY IN

PER COUPLE

Rs.7,000

** BREAKFAST INCLUDED

BOOK NOW

VISUAL DESIGN

The visual design of The Cliff Nepal's website aimed to create an engaging and immersive experience that reflects the thrilling adventure and stunning beauty of the destination. This was achieved through a thoughtful blend of high-quality imagery, a cohesive color palette, intuitive layout, and compelling visual elements.

FINAL SCREEN DESIGNS

04 TESTING

The testing process for The Cliff Nepal website began with meticulous planning to define objectives, identify target users, and develop testing scenarios and tasks. Recruitment focused on selecting participants such as frequent travelers, adventure enthusiasts, and local residents through channels like social media, adventure forums, and community networks. Usability testing employed task-based methods where participants completed specific activities like booking adventures, alongside observational techniques using screen recording and surveys. Tests were conducted both in-person and remotely, ensuring a comprehensive evaluation of user interactions and feedback. Post-test interviews and structured surveys gathered qualitative insights, which were analyzed to identify common issues and prioritize improvements based on severity and frequency. Iterative design changes were made based on this feedback, including updates to wireframes, prototypes, and the live website, followed by validation tests to confirm enhancements met user expectations and improved overall usability.

Planning
Define Testing Objectives Identify Target Users Develop Testing Scenarios and Tasks

Recruitment
Select Participants Criteria Recruitment Channels

Usability Testing
Task-Based Testing Observation Tools

Conducting Tests
In-person Testing Remote Testing

Gathering Feedback
Post-Test Interviews Surveys

Analysis
Compile and Review Feedback Identify Issues Prioritize Issues

Iteration
Update Wireframes, Prototypes, and Mockups Make Design Changes Implement Changes

Validation
Conduct Follow-up Tests

Confirm Design Changes

Made with ◆ Whimsical

05 CONCLUSION

KEY FINDINGS

Importance of User-Centered Design

Focusing on user needs and feedback improved usability and user satisfaction. Regular testing and user insights were crucial in shaping the design to meet real user needs.

Effective Communication is Crucial

Providing clear and accessible information, especially about safety and activities, built user trust. Users engaged more with a website that offered well-organized and concise information.

Mobile Optimization is Essential

Ensuring the website worked well on mobile devices was crucial. A mobile-first design approach improved the experience for the many users accessing the site on their phones.

Visual Content Drives Engagement

High-quality images and videos significantly boosted user engagement. Investing in professional visuals helped attract and retain users, showcasing The Cliff Nepal's offerings effectively.

04.

Amooma
UI/UX/WEB DESIGN

AGENCY

Source Taggers

YEAR

2020

MY ROLES

Research & Discovery   Wireframing   Prototyping   UI/UX Design

Web Design   HTML & CSS Developer

TOOLS
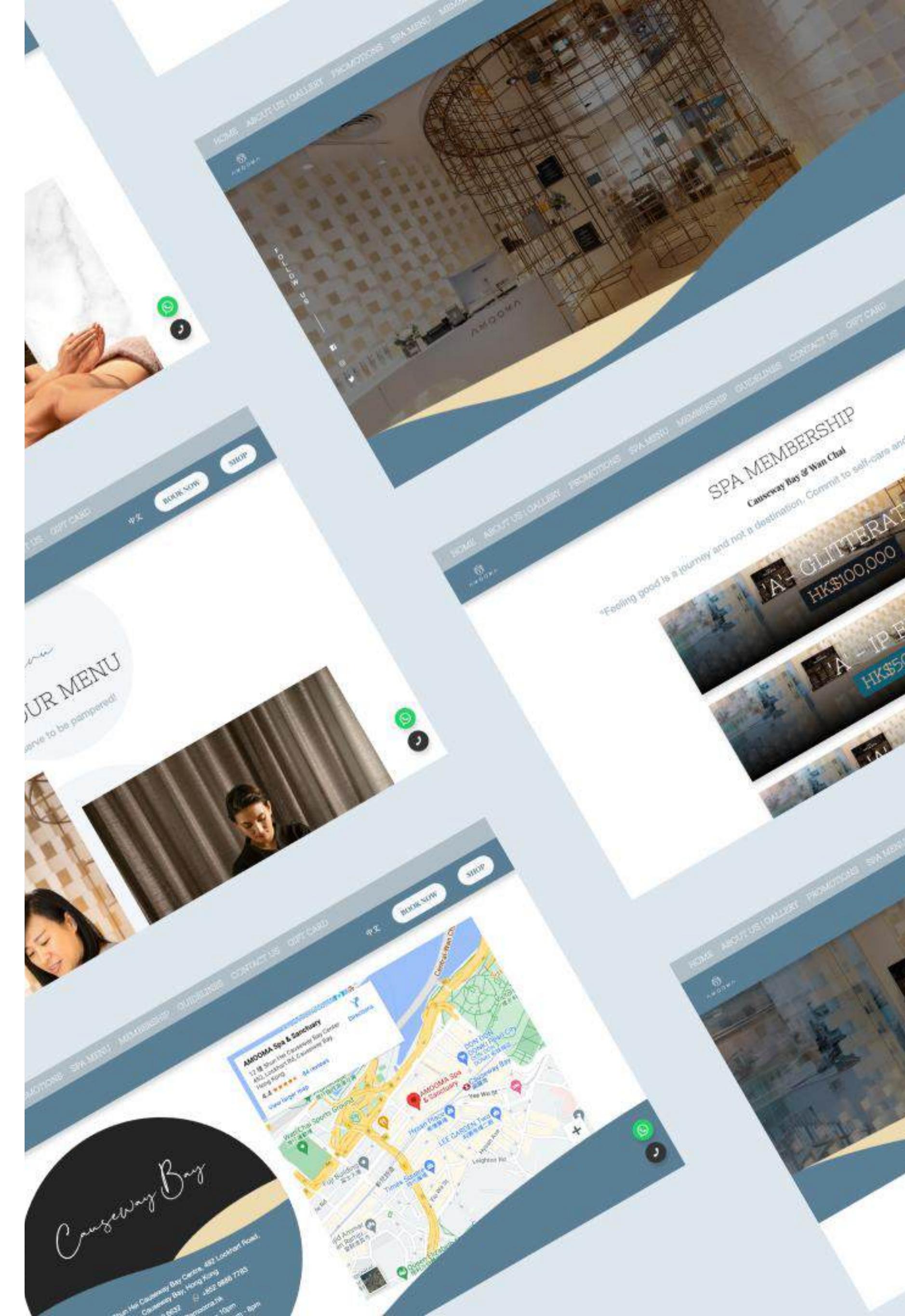
Adobe XD   Trello   Adobe CC   Illustrator   Photoshop

PROJECT BACKGROUND
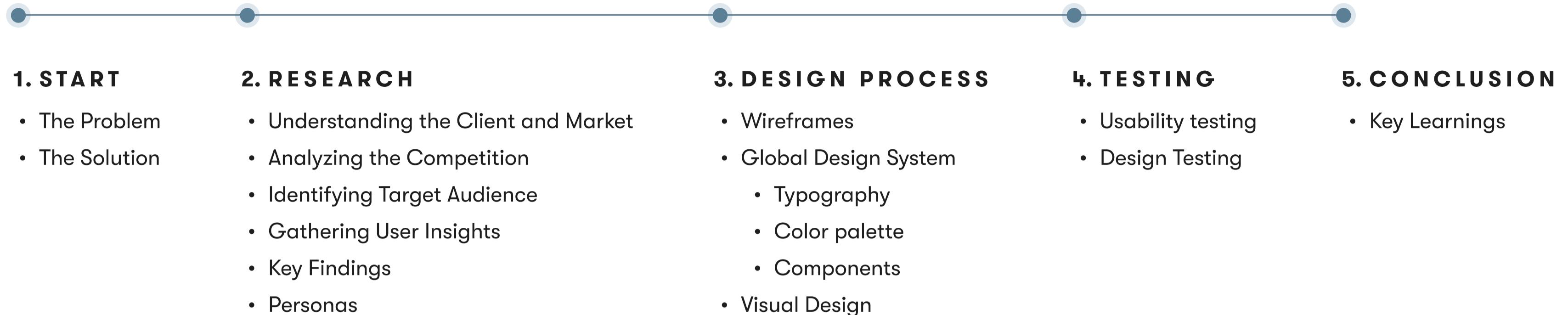
AMOOMA Spa & Sanctuary is a wellness center in Hong Kong dedicated to providing a tranquil environment for relaxation and rejuvenation. Offering services like facials, massages, and body treatments, the spa focuses on promoting holistic well-being through a minimalist and serene atmosphere. The website design project aimed to create an online presence reflecting this tranquility. Goals included user-friendly navigation, aesthetic consistency, and responsive design, resulting in a seamless and immersive digital experience.

VIEW LIVE WEBSITE ↗   **VIEW FULL CASE STUDY**

THE PROCESS

1. START
- The Problem
- The Solution

2. RESEARCH
- Understanding the Client and Market
- Analyzing the Competition
- Identifying Target Audience
- Gathering User Insights
- Key Findings
- Personas

3. DESIGN PROCESS
- Wireframes
- Global Design System
  - Typography
  - Color palette
  - Components
- Visual Design

4. TESTING
- Usability testing
- Design Testing

5. CONCLUSION
- Key Learnings

01 START

THE PROBLEM

- **Complex Navigation:** Users found it difficult to locate specific services and information quickly.
- **Lack of Visual Appeal:** The website's design did not evoke the serene and luxurious experience offered by the spa.
- **Non-Responsive Design:** The site was not optimized for mobile devices, leading to a poor user experience on smartphones and tablets.
- **Inefficient Booking Process:** The booking system was cumbersome and not user-friendly, causing drop-offs.
- **Weak Content Strategy:** Information about services and benefits was not clearly presented, and there was no engaging content to keep users on the site.

THE SOLUTION

- **Simplified Navigation:** Redesigned the menu structure to ensure easy access to key sections like services, membership, and contact information.
- **Enhanced Visual Design:** Introduced a minimalist aesthetic with soothing colors, high-quality images, and subtle animations to create a tranquil online experience.
- **Responsive Design:** Developed a fully responsive layout that adapts seamlessly to various screen sizes, ensuring a consistent experience across all devices.
- **Streamlined Booking Process:** Implemented an intuitive and efficient booking system, reducing the steps needed to book a service and making it more user-friendly.
- **Improved Content Strategy:** Structured content to provide clear and concise information about services, benefits, and pricing.

02 RESEARCH

The Research & Discovery phase for the Amooma website redesign was crucial in understanding the needs and behaviors of the target audience, identifying pain points in the current site, and laying the groundwork for an effective redesign. This phase involved several key activities, including user research, competitor analysis, and data analysis, each contributing to a comprehensive understanding of the project requirements and opportunities for improvement.

UNDERSTANDING THE CLIENT AND MARKET

We started by understanding AMOOMA's ethos and market position. AMOOMA blends ancient Asian wisdom with modern Western techniques to offer holistic healing. Their mission is to provide a transformative spa experience focused on energy restoration, mindfulness, and well-being.

ANALYZING THE COMPETITION

To position AMOOMA effectively, we analyzed high-end spas in Hong Kong, studying their online presence, user experience, and unique selling points. Competitors included Chuan Spa, The Ritz-Carlton Spa, The Oriental Spa, and Melo Spa. We identified key areas for differentiation, such as AMOOMA's unique treatments, VIP rooms, and premium products.

IDENTIFYING TARGET AUDIENCE

Next, we defined AMOOMA's target audience. The primary clientele included affluent individuals seeking premium wellness experiences, expatriates, and tourists looking for unique spa treatments. We also considered health-conscious professionals and couples interested in spa packages that offer relaxation and rejuvenation.

GATHERING USER INSIGHTS

We gathered user insights through surveys, interviews, and online reviews. Feedback highlighted a demand for personalized treatments, easy booking processes, and a serene environment away from the city's hustle. Many customers appreciated the blend of Eastern and Western techniques and the luxurious yet calming atmosphere of the spa.

KEY FINDINGS

Navigation

Users found the old website's navigation unintuitive and cluttered. Simplifying the navigation structure was necessary to enhance user experience.

Booking Process

The existing booking process was cumbersome and led to drop-offs. Implementing a streamlined and user-friendly booking system was essential.
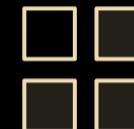
Mobile Optimization

A significant portion of users accessed the site via mobile devices. Ensuring the website was fully responsive and optimized for mobile was critical.

Content Clarity

Users wanted clear, concise information about services, pricing, and spa policies. Improved content organization and presentation were required.

PERSONAS

Sarah Wong, 35
Marketing Manager

GOALS: Find a luxurious and relaxing spa treatment for a weekend.

FRUSTRATIONS: Difficulty in navigating the website and booking a service.

NEEDS: An easy-to-use booking system, clear service descriptions, and mobile-friendly design.

Michael Lee, 42
Financial Analyst
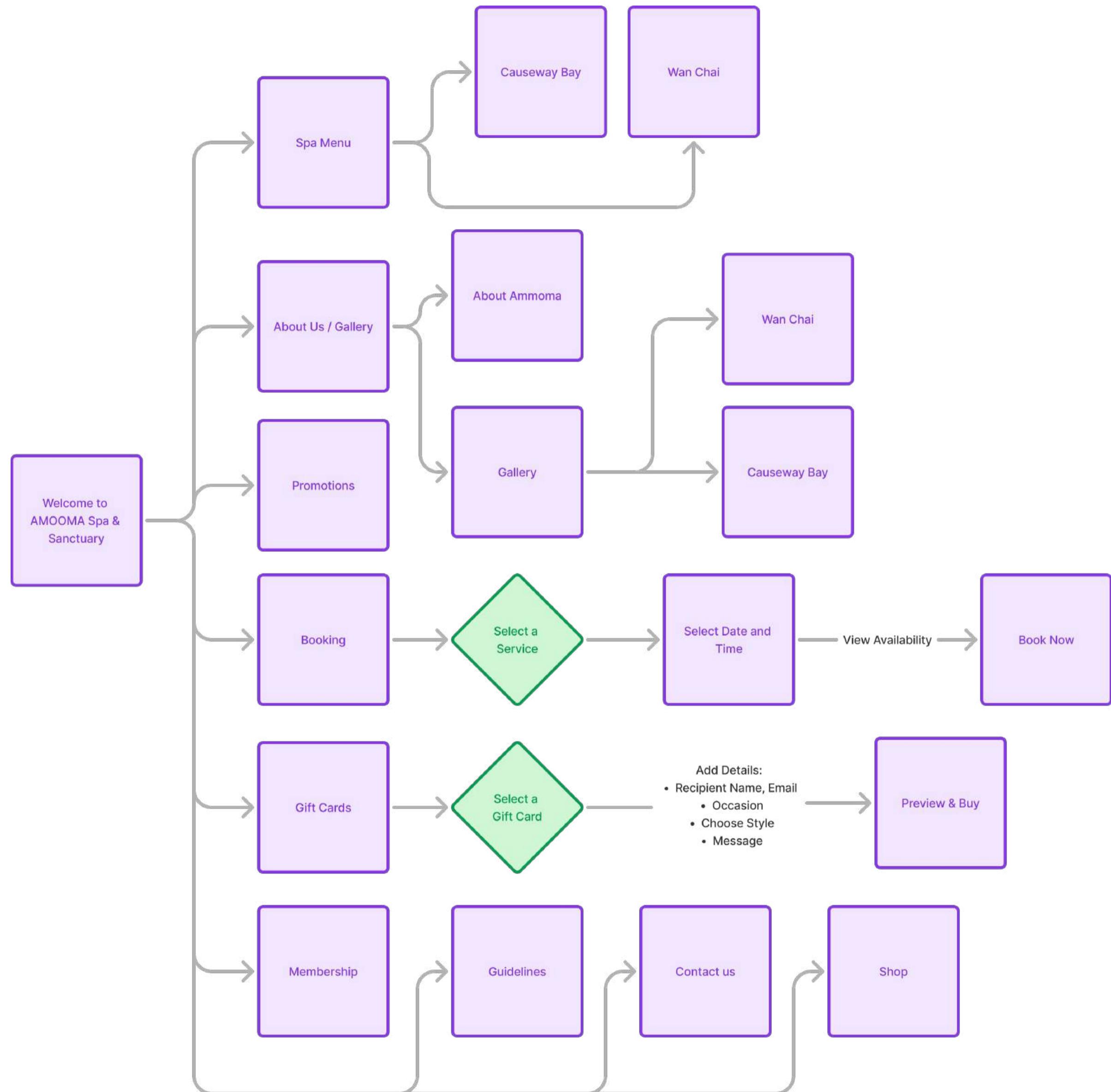
GOALS: Purchase a gift card for a friend and explore wellness packages.

FRUSTRATIONS: Unclear gift card purchasing process and lack of detailed package information.

NEEDS: Simplified gift card purchase flow, detailed descriptions of wellness packages, and visible customer reviews.

USER FLOW DIAGRAM

This User Flow Diagram provides a structured overview of the Ammoma website, detailing how users can navigate through different sections and complete various actions like booking a service, buy gift cards and visit the Amooma Shopify store.
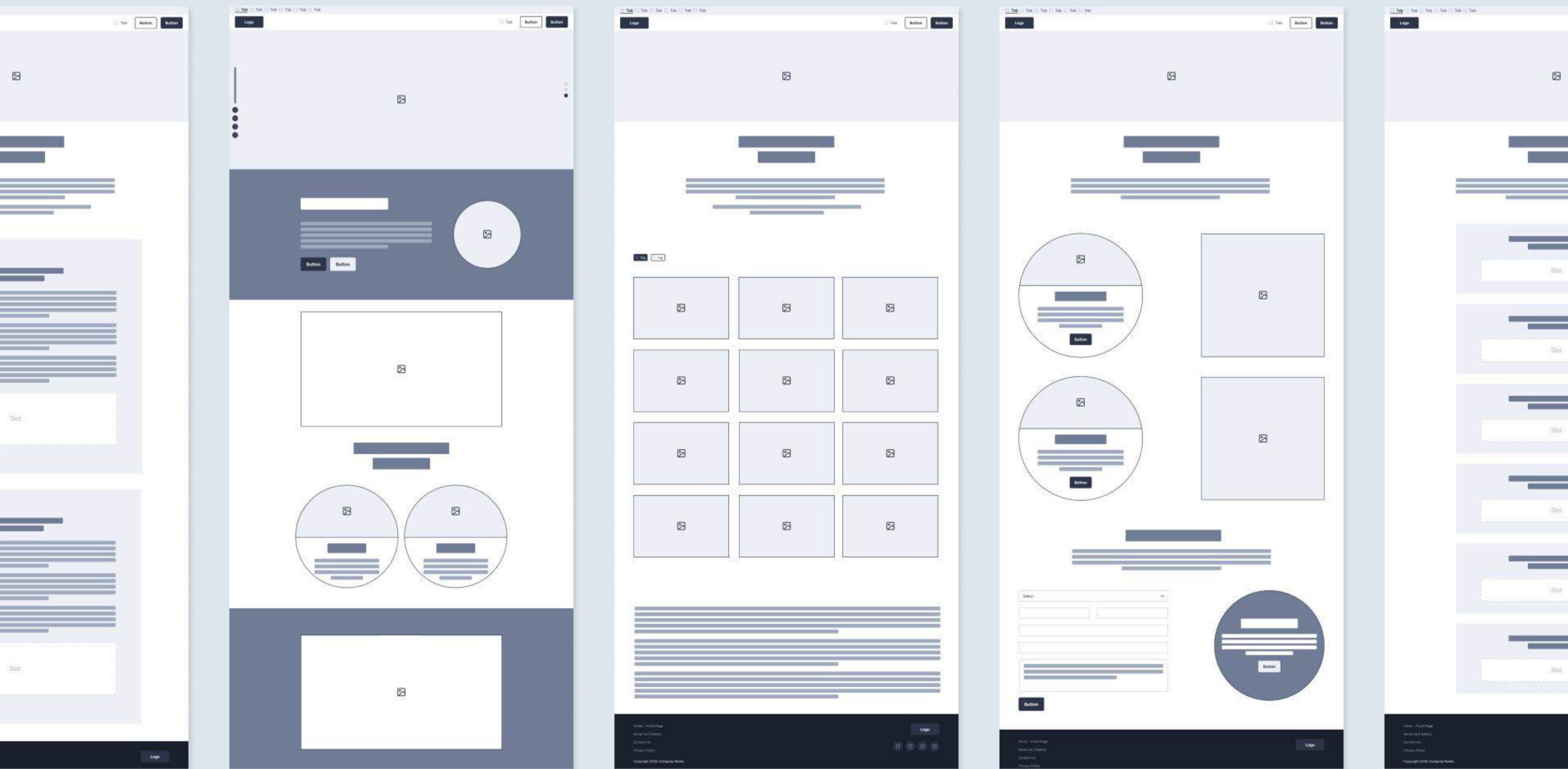
03 DESIGN PROCESS

WIREFRAMES

The design process began with creating initial sketches and low-fidelity wireframes to outline the basic structure and layout of the website. These wireframes focused on the fundamental aspects of the user interface, such as navigation, content organization, and primary interactions.

GLOBAL DESIGN SYSTEM

A design system was developed to ensure consistency across all pages and elements of the website. This system included guidelines for color palettes, typography, buttons, form elements, and other UI components.
The design system facilitated scalability and ease of maintenance, allowing for consistent updates and the addition of new features without disrupting the overall design integrity.

TYPOGRAPHY

Dalmatins

Aa123

Helvetica Neue

Aa123

Nixie One

Aa123

Playfair Display

Aa123

COLOR PALETTE

#EEDBB1

#5B7F95

#B0BEC7
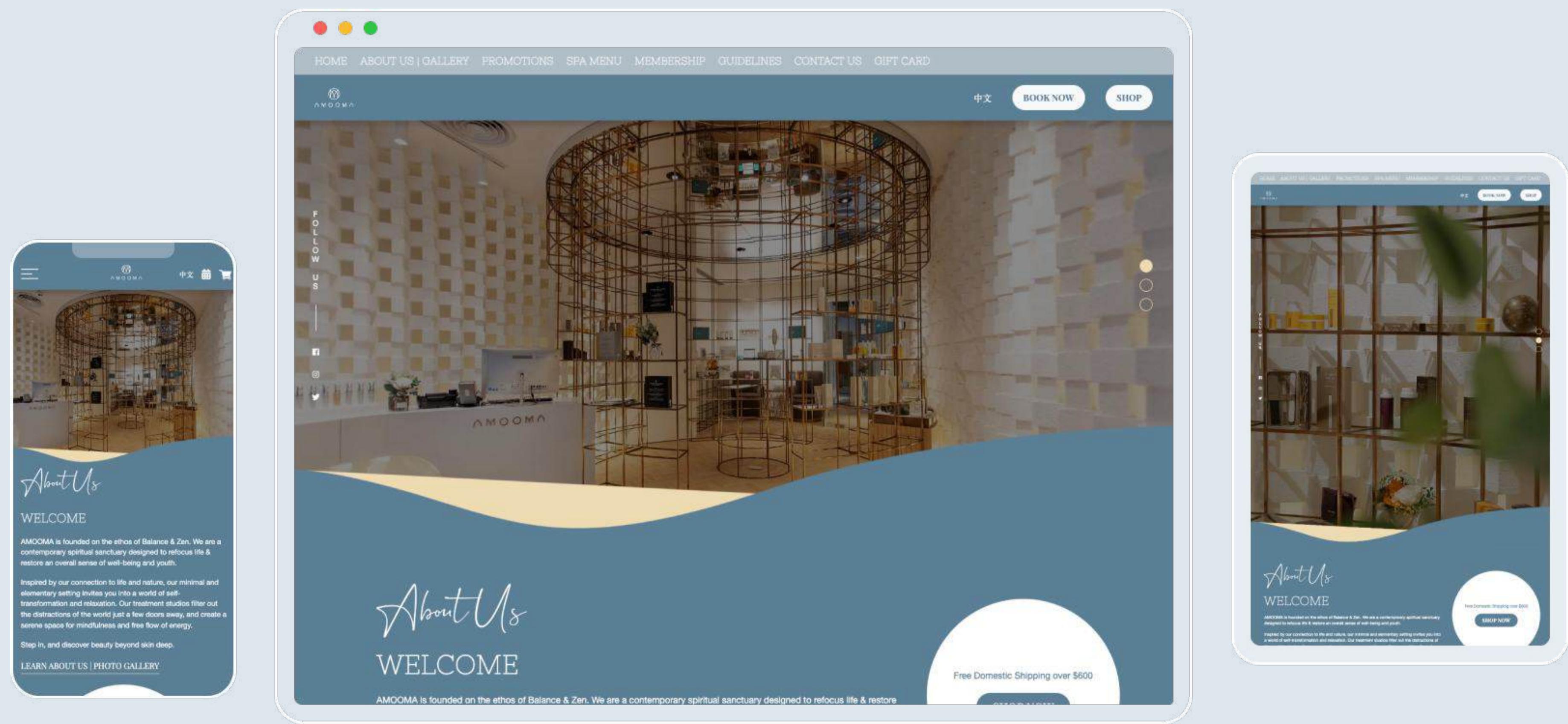
#242424

#FFFFFF

VISUAL DESIGN

The visual design focused on creating a luxurious and tranquil aesthetic that reflected AMOOMA's brand values. High-quality images, soothing color palettes, and elegant typography were used to convey a sense of calm and well-being.

The design ensured that every visual element aligned with AMOOMA's holistic wellness approach, creating a cohesive and immersive brand experience.

FINAL SCREEN DESIGNS

Prototype Testing

- Developed interactive prototypes representing key functionalities.
- Conducted testing sessions with a diverse group of users to gather feedback.

Task-Based Testing

- Created specific tasks for users to complete, such as booking a treatment or finding service information.
- Observed user interactions to identify any obstacles or confusion.

Feedback Collection

- Collected qualitative and quantitative feedback through surveys and direct observation.
- Users were asked to rate their experience and provide suggestions for improvements.

Main Findings

IMPROVEMENTS IN NAVIGATION

Enhanced navigation elements for better user experience.

VISUAL APPEAL

Improved visual design for a more engaging interface.

BOOKING PROCESS

Streamlined booking process for increased efficiency.

MOBILE EXPERIENCE

Optimized mobile experience for on-the-go users.

Enhancing Navigation

IMPROVED NAVIGATION

Based on user feedback, we focused on enhancing the navigation elements to improve user flow and accessibility.

| Navigation | Improved main menu visibility | Added quick links for easy access |

Fine-Tuning Booking Process

STREAMLINED BOOKING

We made adjustments to the booking process to simplify steps and reduce user friction.

Step	Description	Feedback	Status
1	Choose date & time	Users found it confusing	Implemented date picker
2	Select service	Options were overwhelming	Added service categories
3	Enter details	Too many fields	Reduced required fields
4	Confirm booking	Unclear confirmation	Added summary page

CONCLUSION

KEY FINDINGS

Understanding User Needs

Recognizing the importance of understanding the needs and preferences of the spa's target audience to tailor the website's design and content accordingly.

Improved User Experience (UX)

Emphasizing the enhancement of overall user experience by optimizing navigation, ensuring mobile responsiveness, and creating clear calls-to-action for effective user guidance.

Visual Refresh

Updating visual elements such as color palette, typography, and imagery to align with the brand's image and appeal to the target audience, creating an inviting atmosphere.

Feedback and Iteration

Acknowledging the significance of gathering feedback from users throughout the redesign process and using it to iterate and improve the website continuously, ensuring its effectiveness in meeting user needs and goals.

04.

Hydro Steam Northwest
UI/UX/WEB DESIGN

AGENCY

Clickagee

YEAR

2018

MY ROLES

(Research & Discovery)   (Wireframing)   (Prototyping)   (UI/UX Design)

(Web Design)   (HTML & CSS Developer)

TOOLS

(Adobe XD)   (Trello)   (Adobe CC)   (Illustrator)   (Photoshop)
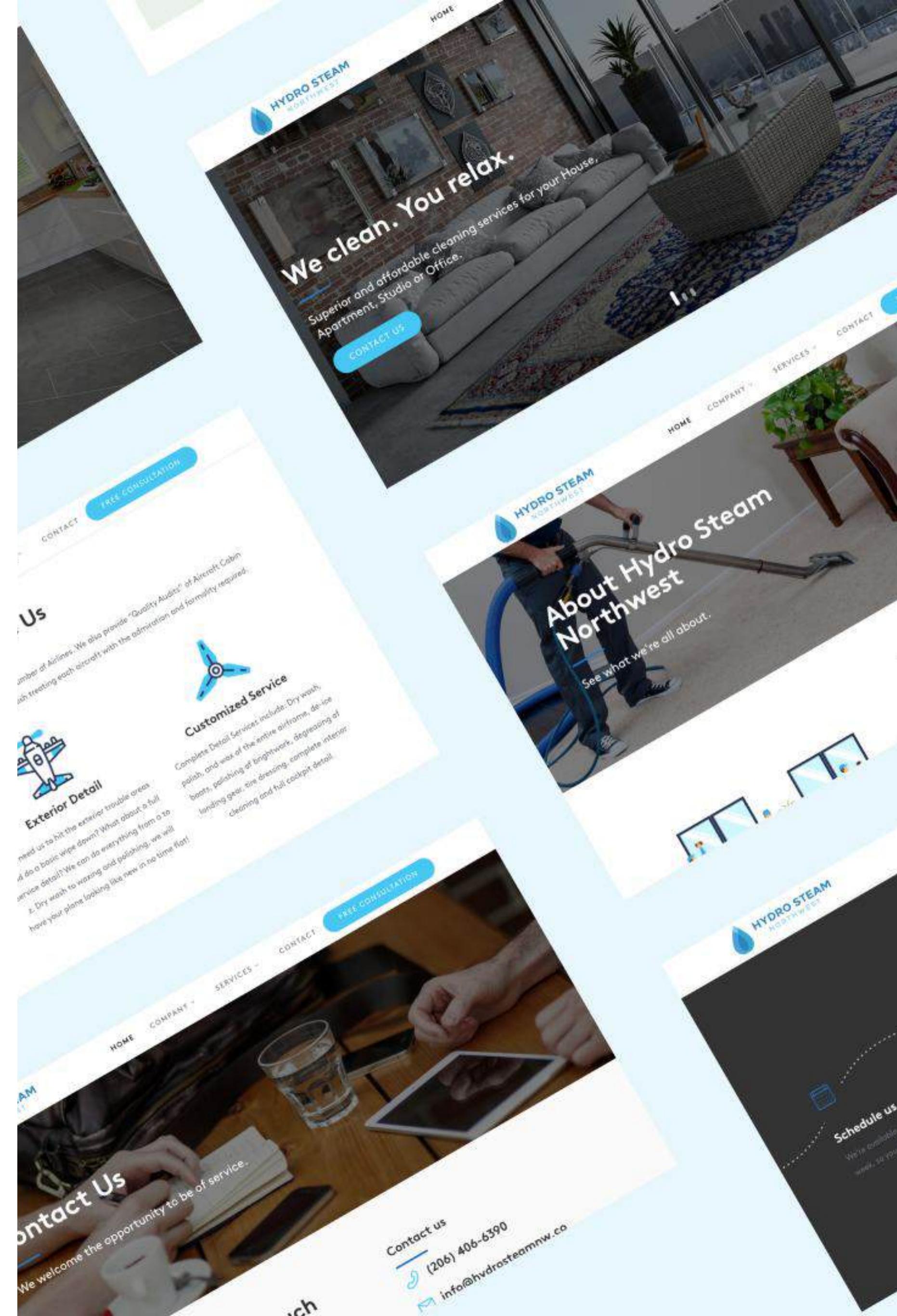
PROJECT BACKGROUND

Hydro Steam Northwest is a family-owned and locally operated cleaning company providing superior and affordable cleaning services for your House, Apartment, Studio or Office.
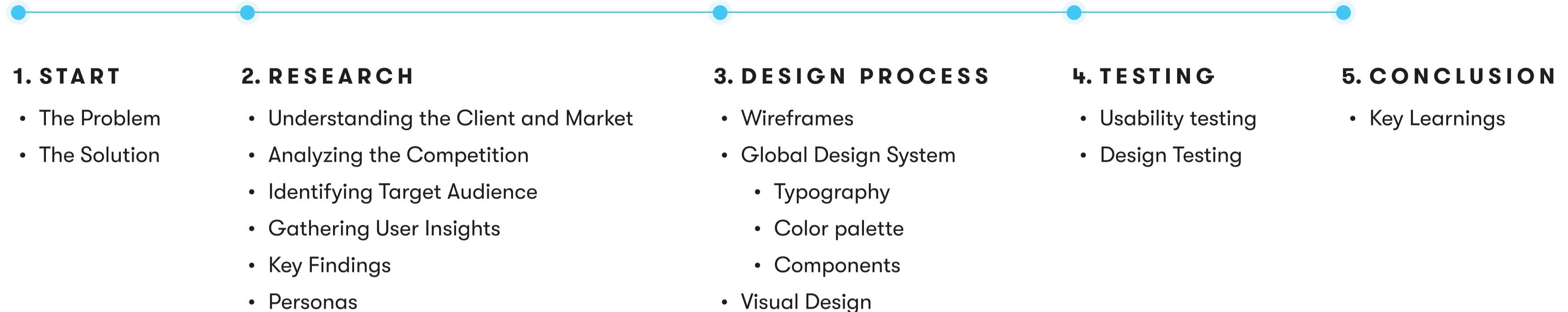
My role was to design the website that is clean and has an intuitive layout to provide seamless experience to their customers and attract more customers to their business. I had to create a website with clean code which should be easy to update.

VIEW LIVE WEBSITE ↗   **VIEW FULL CASE STUDY**

THE PROCESS

1. START
- The Problem
- The Solution

2. RESEARCH
- Understanding the Client and Market
- Analyzing the Competition
- Identifying Target Audience
- Gathering User Insights
- Key Findings
- Personas

3. DESIGN PROCESS
- Wireframes
- Global Design System
  - Typography
  - Color palette
  - Components
- Visual Design

4. TESTING
- Usability testing
- Design Testing

5. CONCLUSION
- Key Learnings

01 START

THE PROBLEM

- **No Online Presence:** Hydro Steam Northwest had no existing website, limiting their reach and ability to attract new customers.
- **Need for Visibility:** They required a platform to advertise their services and stand out in a competitive market.
- **Brand Awareness:** They needed to build brand recognition and credibility through a professional online presence.

THE SOLUTION

- **Create a Website:** Develop a user-friendly, visually appealing website from scratch.
- **Optimize for Search Engines:** Ensure the site is SEO-friendly to attract organic traffic.
- **Highlight Services:** Design with a focus on showcasing services and customer testimonials to build trust and encourage conversions.

02 **RESEARCH**

In the research and discovery phase, I conducted comprehensive interviews with the client to gain a deep understanding of their business objectives, target audience, and unique value proposition. I analyzed competitor websites to identify industry standards and areas where Hydro Steam Northwest could differentiate itself. Additionally, I defined the target audience through detailed market research, focusing on demographics, preferences, and behaviors of homeowners, property managers, and commercial clients in the Pacific Northwest.

UNDERSTANDING THE CLIENT AND MARKET

Hydro Steam Northwest provides carpet, upholstery, tile and grout, and auto and marine detailing services. Using an eco-friendly Hot Carbonating Extraction (HCE) process, their services are safe for pets and children, ensuring faster drying times and a deeper clean. They primarily serve Snohomish County, WA, with a focus on high-quality, health-conscious cleaning solutions.

ANALYZING THE COMPETITION

The cleaning services market in Snohomish County is competitive, with many using traditional steam cleaning. Hydro Steam Northwest differentiates itself with its eco-friendly, low-moisture process, transparent pricing, and satisfaction guarantee.

IDENTIFYING TARGET AUDIENCE

Hydro Steam Northwest targets homeowners and businesses in Snohomish County who prioritize eco-friendly cleaning. Their audience includes families with young children and pets, businesses needing professional cleaning, and vehicle owners seeking auto and marine detailing.

GATHERING USER INSIGHTS

User insights were gathered through customer reviews and feedback. Customers praised the company's professionalism, effective cleaning, and overall service quality. They were satisfied with fast drying times, thorough cleaning, and non-toxic solutions. Transparent pricing and reliable appointment scheduling were also appreciated, emphasizing trust and convenience in their decisions.

KEY FINDINGS

Need for Differentiation

Competitor websites varied widely in quality, highlighting an opportunity for Hydro Steam Northwest to stand out with a professional, visually appealing, and user-friendly site.

User Information Priorities

Users highly valued clear and accessible information about services, pricing, and contact details, which were often difficult to find on competitors' sites.

Trust-Building Elements

Including customer testimonials, certifications, and detailed service descriptions was crucial to build trust and credibility with potential clients.

Mobile Accessibility

A significant portion of users accessed competitor sites via mobile devices, emphasizing the need for a mobile-first design to ensure full responsiveness & a seamless user experience across all screen sizes.

PERSONAS

Sarah, 35
Busy Homeowner

GOALS: Sarah wants a stress-free clean home with easy booking, safety assurances, and transparent pricing.

FRUSTRATIONS: Sarah lacks time for cleaning and dislikes unclear service websites, especially about safety and pricing.

NEEDS: Sarah needs a straightforward website for scheduling with clear details on safety, pricing, and the cleaning process.

David, 42
Business Owner
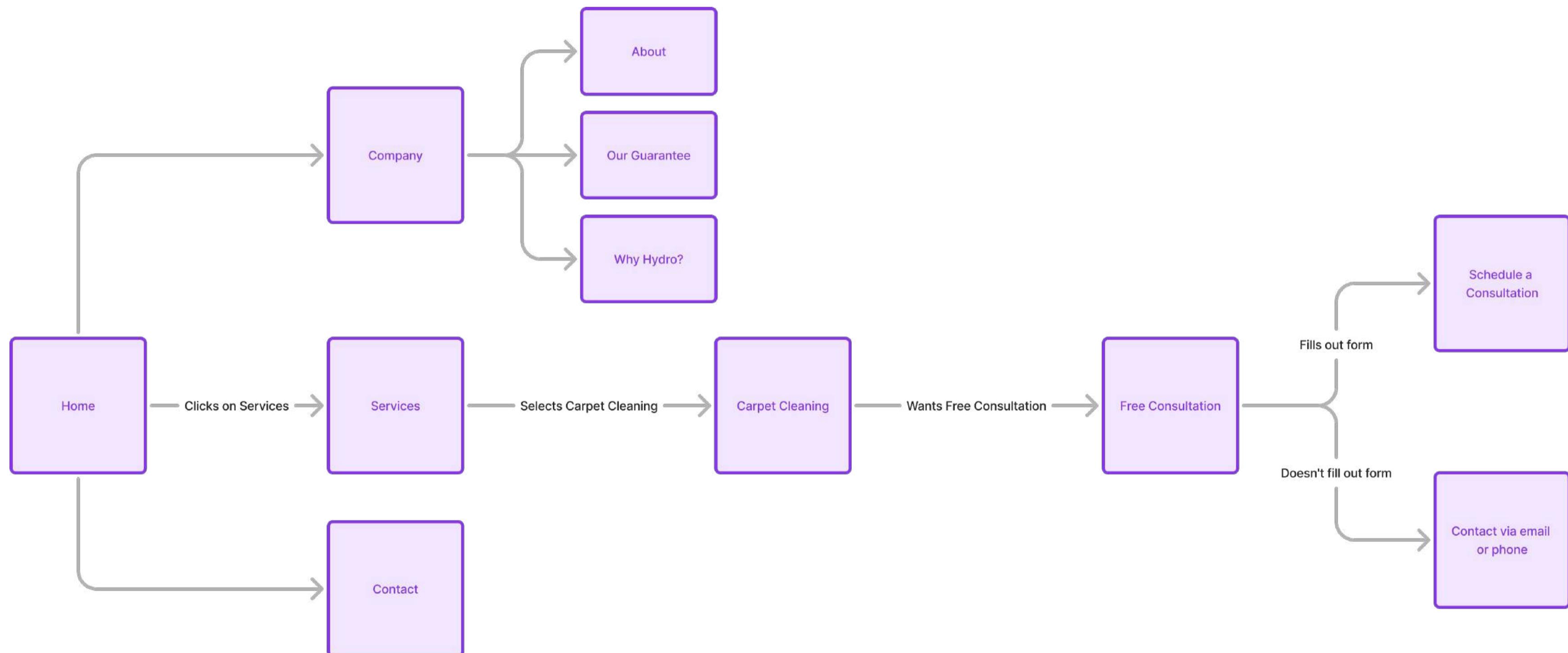
GOALS: David wants to maintain business cleanliness and reputation without disruption, seeking reliable cleaning.

FRUSTRATIONS: David is frustrated by inconsistent services and difficult navigation on cleaning websites for scheduling.

NEEDS: David needs a cleaning service with flexible scheduling, attention to detail, and clear communication via a simple website.

USER FLOW DIAGRAM

The user flow for Hydro Steam Northwest's website begins at the Home page, which links to About, Services, Why Hydro, Contact, Free Consultation, and Book Now. Each page provides specific information and links back to the main navigation, ensuring smooth transitions. Users can easily navigate from the Home page to Services, select a specific service like Carpet Cleaning, and proceed to schedule a Free Consultation or Contact the company. This streamlined navigation ensures a user-friendly experience for visitors.
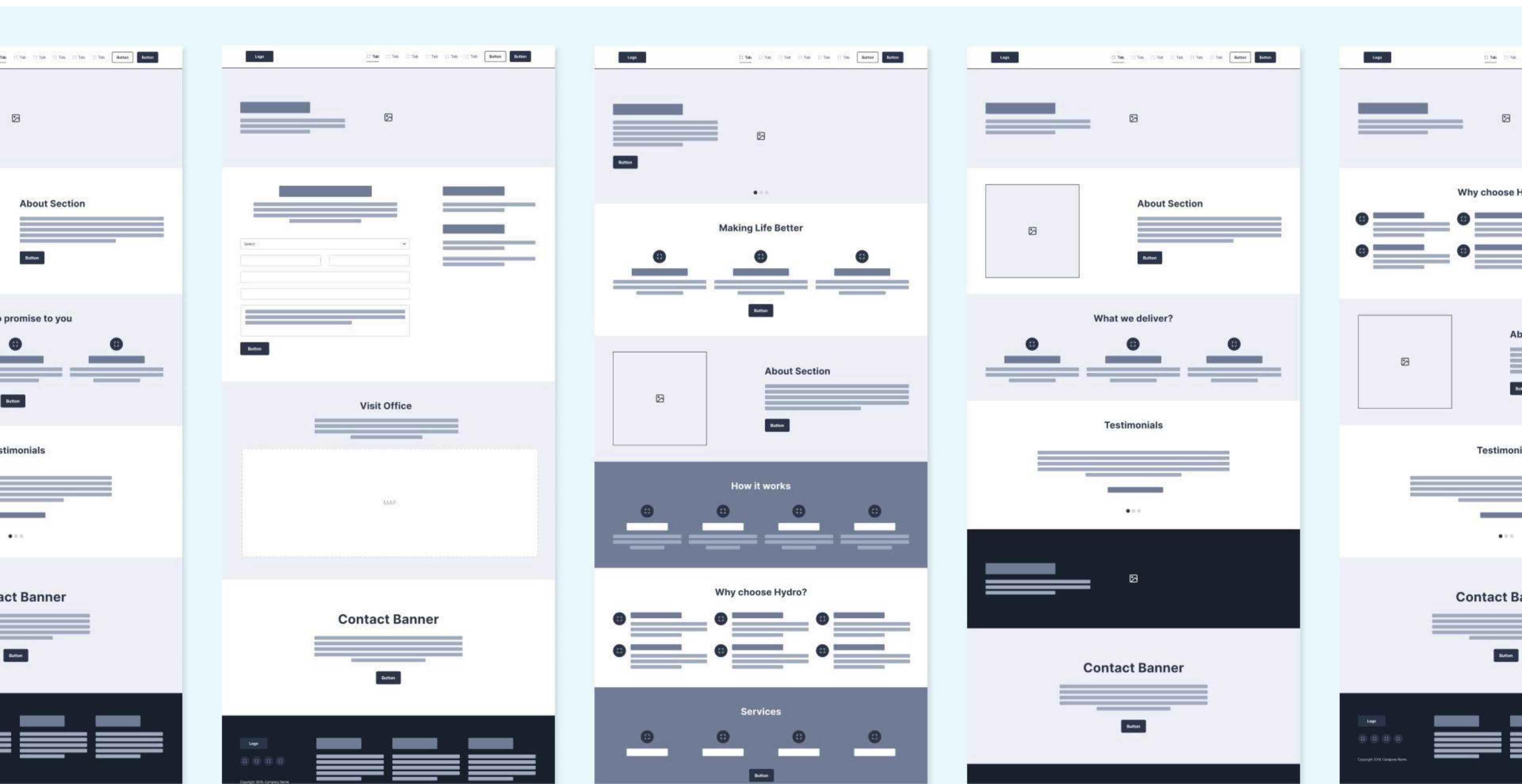
DESIGN PROCESS

WIREFRAMES

I started with low-fidelity wireframes to outline the basic structure and layout of the site. This helped in visualizing the user flow and ensured that all key elements were appropriately placed.

GLOBAL DESIGN SYSTEM

The Global Design System for Hydro Steam Northwest's website provided a unified framework to ensure consistency and coherence in design. This system integrated typography, color schemes, and visual elements, contributing collectively to the website's overall aesthetic and user experience.

TYPOGRAPHY

Brown Std
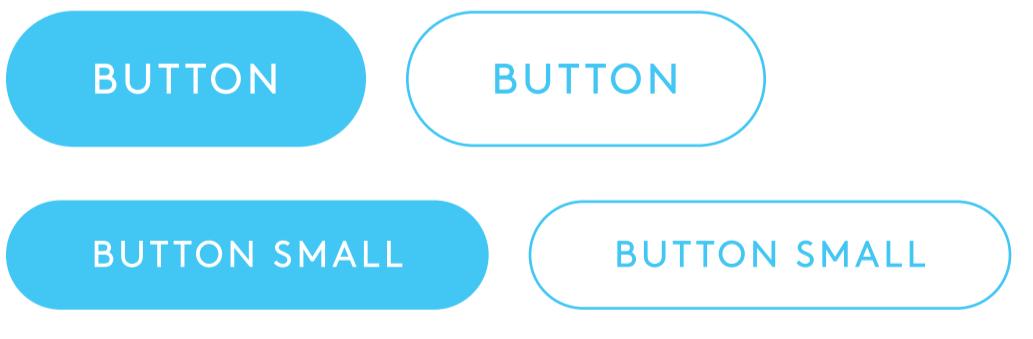
AaBb

COMPONENTS

❖ Vector Graphics

❖ Buttons

BUTTON BUTTON

BUTTON SMALL BUTTON SMALL

❖ Icons

COLOR PALETTE

#1E75BC

#42C7F4

#424242
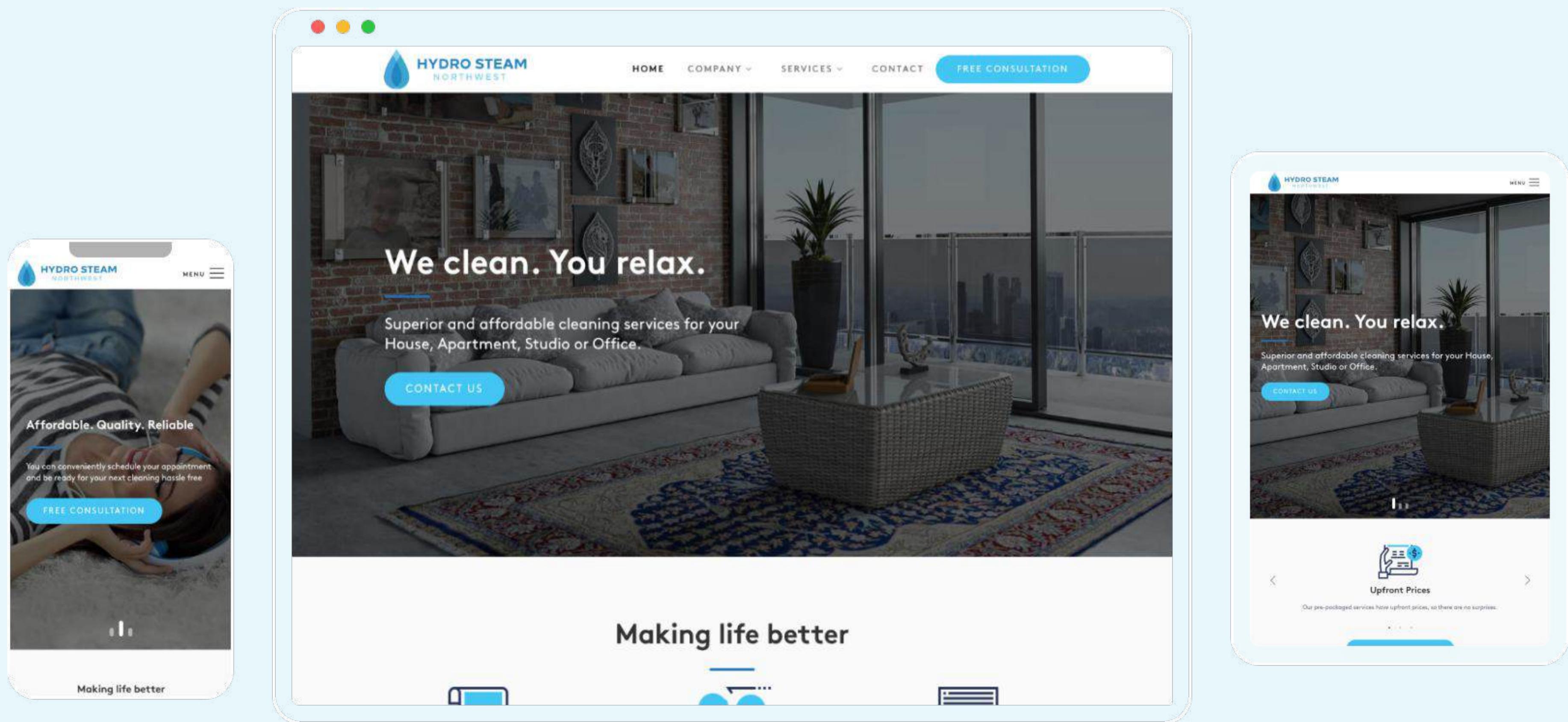
#9E9E9E

#F5F5F5

#FFFFFF

VISUAL DESIGN

The visual design of the Hydro Steam Northwest website aimed to convey professionalism and cleanliness, mirroring the company's commitment to quality service. With a clean layout, clear colors, and high-quality images, the website provided an easy and engaging experience for users. Responsive design ensured accessibility on all devices, enhancing the brand's online presence and customer interaction.

FINAL SCREEN DESIGNS

During the user testing phase of designing the Hydro Steam Northwest website's UI/UX, we conducted several rounds of testing with real users to gather feedback and identify usability issues. Initial wireframes and prototypes were tested to evaluate navigation flow, ease of access to information, and the effectiveness of call-to-action buttons. Users were asked to complete tasks like booking a service and finding contact information. Their interactions were observed, and feedback was collected to refine the design, ensuring an intuitive, user-friendly experience that aligns with user expectations and needs.

Conduct user testing with real users → Gather feedback → Identify usability issues → Test initial wireframes and prototypes →

- Evaluate navigation flow
- Assess ease of access to information
- Check effectiveness of call-to-action buttons
- Ask users to complete tasks like booking a service and finding contact information
- Observe user interactions
- Collect feedback

→ Refine design → Is the design intuitive and user-friendly?

Yes → Aligns with user expectations and needs →

- Ensure a user-friendly experience
- Finalize UI/UX design
- Implement changes

→ Conduct final testing → Launch website

No → Make further adjustments

CONCLUSION

KEY FINDINGS

Industry Insight Matters

Understanding the cleaning service sector helped tailor the website to Hydro Steam Northwest's needs, ensuring it stood out and addressed industry-specific challenges effectively.

Keep it Clear and Simple

Prioritizing clarity over complexity in design and content presentation improved usability. Users seek quick, relevant information; thus, a straightforward layout and concise content encouraged engagement.

Visuals Reinforce Brand Values

Utilizing high-quality imagery and a clean design aesthetic visually conveyed Hydro Steam Northwest's commitment to cleanliness and professionalism, fostering trust among visitors.

Accessible Across Devices

Implementing responsive design principles ensured accessibility on various devices, reflecting the brand's commitment to inclusivity and accommodating users' preferences.

04.

Source Taggers
UI/UX/WEB DESIGN

AGENCY

Source Taggers

YEAR

2018

MY ROLES

Research & Discovery Wireframing Prototyping UI/UX Design

Web Design HTML & CSS Developer

TOOLS
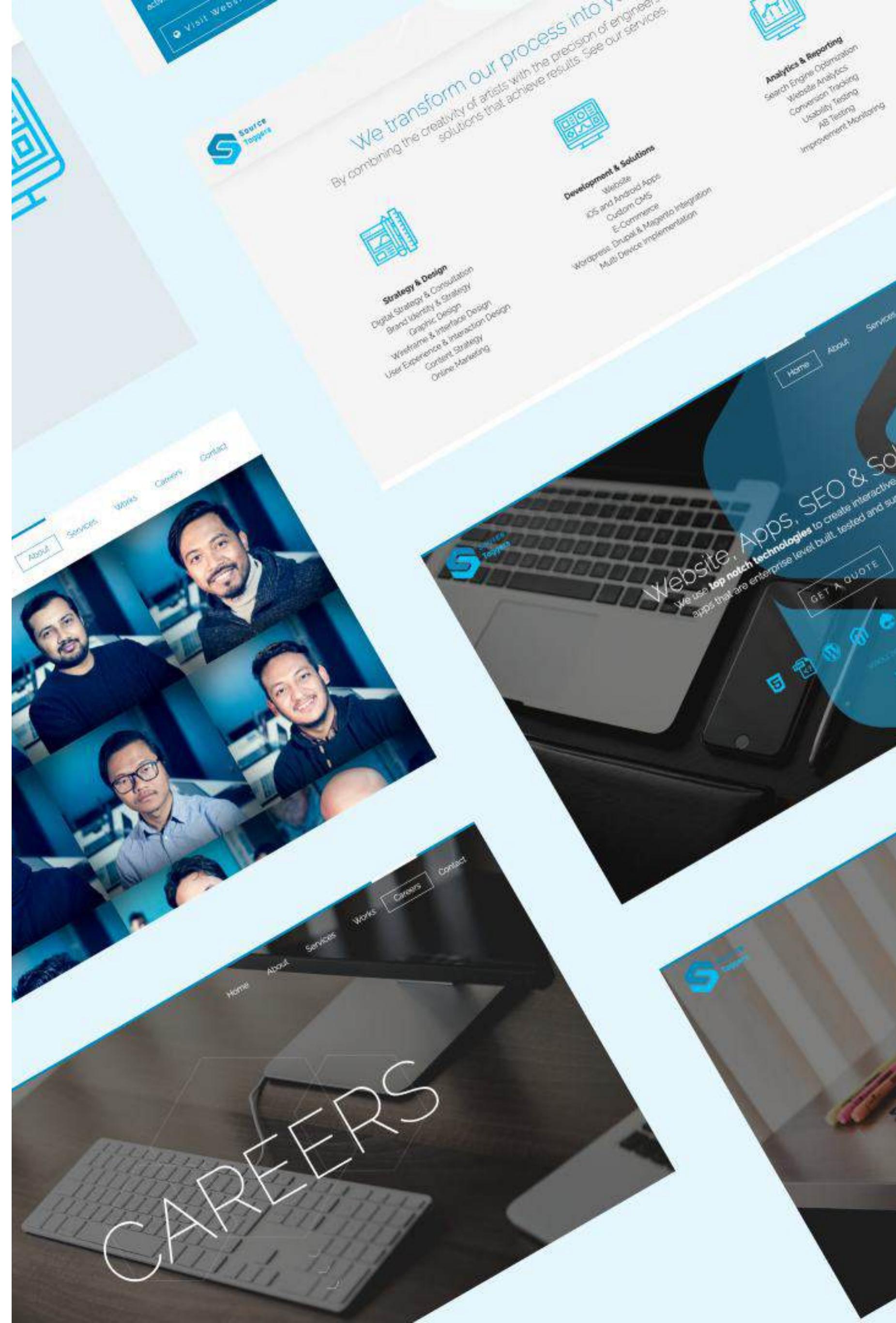
Adobe XD Trello Adobe CC Illustrator Photoshop

PROJECT BACKGROUND

Source Taggers, a company specializing in digital strategy, branding, web and app development, SEO, and more, had an outdated website that didn't align with modern design trends or effectively showcase their services and projects. The company needed a website that not only looked contemporary but also provided a seamless user experience, improved navigation, and highlighted their portfolio in a compelling manner. This project aimed to transform their digital presence, making it more engaging and informative to attract and retain clients in a competitive market
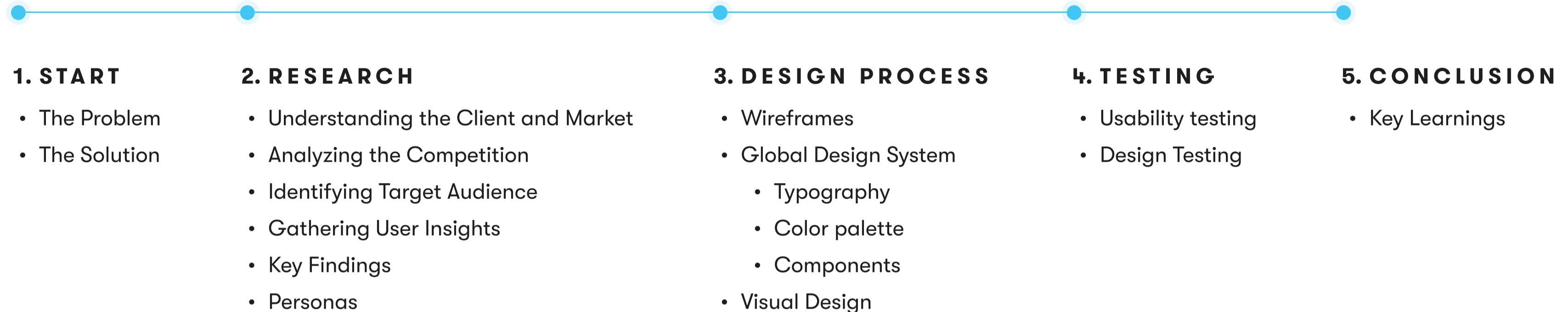
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- Key Learnings

01 START

THE PROBLEM

- **Outdated Design:** It looked old-fashioned and didn't reflect modern trends.
- **Poor Navigation:** Users struggled to find information easily.
- **Ineffective Service** Presentation: Services and portfolio weren't showcased well.
- **Non-Responsive Design:** It didn't work well on mobile devices.
- **SEO Challenges:** The site wasn't optimized for search engines, limiting visibility.

THE SOLUTION

- **Modern Visual Design:** Creating a fresh, contemporary look.
- **Enhanced Navigation:** Improving site structure for easier access to information.
- **Effective Service Presentation:** Clearly displaying services and portfolio.
- **Responsive Design:** Ensuring optimal performance on all devices.
- **SEO Optimization:** Enhancing the site's structure and content for better search engine rankings.

BEFORE

AFTER

SOURCE TAGGERS
CREATE YOUR IMAGINATION

ABOUT   SERVICES   PORTFOLIO   **CREATE YOUR IMAGINATION**   TEAM   CONTACT   CAREERS

AWN Nepal
increase the effectiveness of
animal welfare organisations
in Nepal

Recent **WORKS**

Gurkha Palace
It is one of the best Indian-Nepalese
restaurant in Costa Blanca.

launch project   view case study

JGI Nepal
Founded by renowned primatologist
Dr. Jane Goodall, the Jane Goodall
Institute. Nepal is a nonprofit that
empowers people to make a
difference in the living species.

launch project   view case study

AWN Nepal
The Animal Welfare Network Nepal
(AWNN) was established in 2008 to
increase the effectiveness of animal
welfare organisations in Nepal.

launch project   view case study

**Welcome to Centre for Cooperation and Development
(CCD NEPAL)**

Nepali Politics
If politics decides your future, decide
your politics!

launch project   view case study

CCD Nepal
CCD Nepal is implementing Quality
Education Program, School Health
and Nutrition Program and Livelihood
Program with the support of CISS
Italy Nepal Country Office.

launch project   view case study

ABOUT US   OUR CLIENTS

We are one of the professional
design and development company.
We strive to provide our customers
with high quality design and
development with a minimum fees.
Helping businesses to flourish.

VIEW TEAM

SERVICES

Website Designing
We provide you a well
designed, informative, user
friendly and attractive

Website Development
We are experienced in
designing and developing
single sites with advanced

Web Application
We provide the most
innovative custom web
applications to meet our

Desktop Application
We have the widespread
expertise, knowledge &
resources to develop

Source Taggers

Home   About   Services   Works   Careers   Contact

Website, Apps, SEO & Solutions
We use **top notch technologies** to create interactive websites and
apps that are enterprise level built, tested and supported 24/7.

GET A QUOTE

SCROLL DOWN

We transform our process into your progress
By combining the creativity of artists with the precision of engineers we develop custom
solutions that achieve results. See our services.

Strategy & Design
Digital Strategy & Consultation
Brand Identity & Strategy
Graphic Design
Wireframe & Interface Design
User Experience & Interaction Design
Content Strategy
Online Marketing

Development & Solutions
Website
iOS and Android Apps
Custom CMS
E-Commerce
Wordpress, Drupal & Magento Integration
Multi Device Implementation

Analytics & Reporting
Search Engine Optimization
Website Analytics
Conversion Tracking
Usability Testing
AB Testing
Improvement Monitoring

See how we helped our clients
Good design is good business.

Puget Park Dental
Web App, Website, CMS & Branding

Cassanga Challenge
Website & Branding

Patientmatic
Web App, Android App, iOS App, Website &
Branding

Sun N Fun
Website

02 RESEARCH

During the Research & Discovery phase, we aimed to understand Source Taggers' needs and their audience. We held detailed meetings with the team to grasp their goals and services. We analyzed competitor websites to see what worked well and what didn't. We identified that the target audience consisted of businesses and entrepreneurs seeking digital solutions. We also gathered user feedback to understand their preferences. This research helped set clear goals and informed our design strategy, ensuring the new website met both user needs and business objectives.

UNDERSTANDING THE CLIENT AND MARKET

We began by learning about Source Taggers' services, goals, and brand identity through detailed discussions with their team. This helped us understand their market positioning and the unique value they offer to clients. We identified their core services: digital strategy, branding, web and app development, and SEO. This understanding was crucial to align the website redesign with their business objectives and market needs.

ANALYZING THE COMPETITION

We examined competitor websites to identify best practices and areas where Source Taggers could differentiate themselves. This included analyzing design elements, usability features, and content presentation. The insights gained from this analysis highlighted the importance of a modern, user-friendly design and effective service showcasing, which were incorporated into our redesign strategy.

IDENTIFYING TARGET AUDIENCE
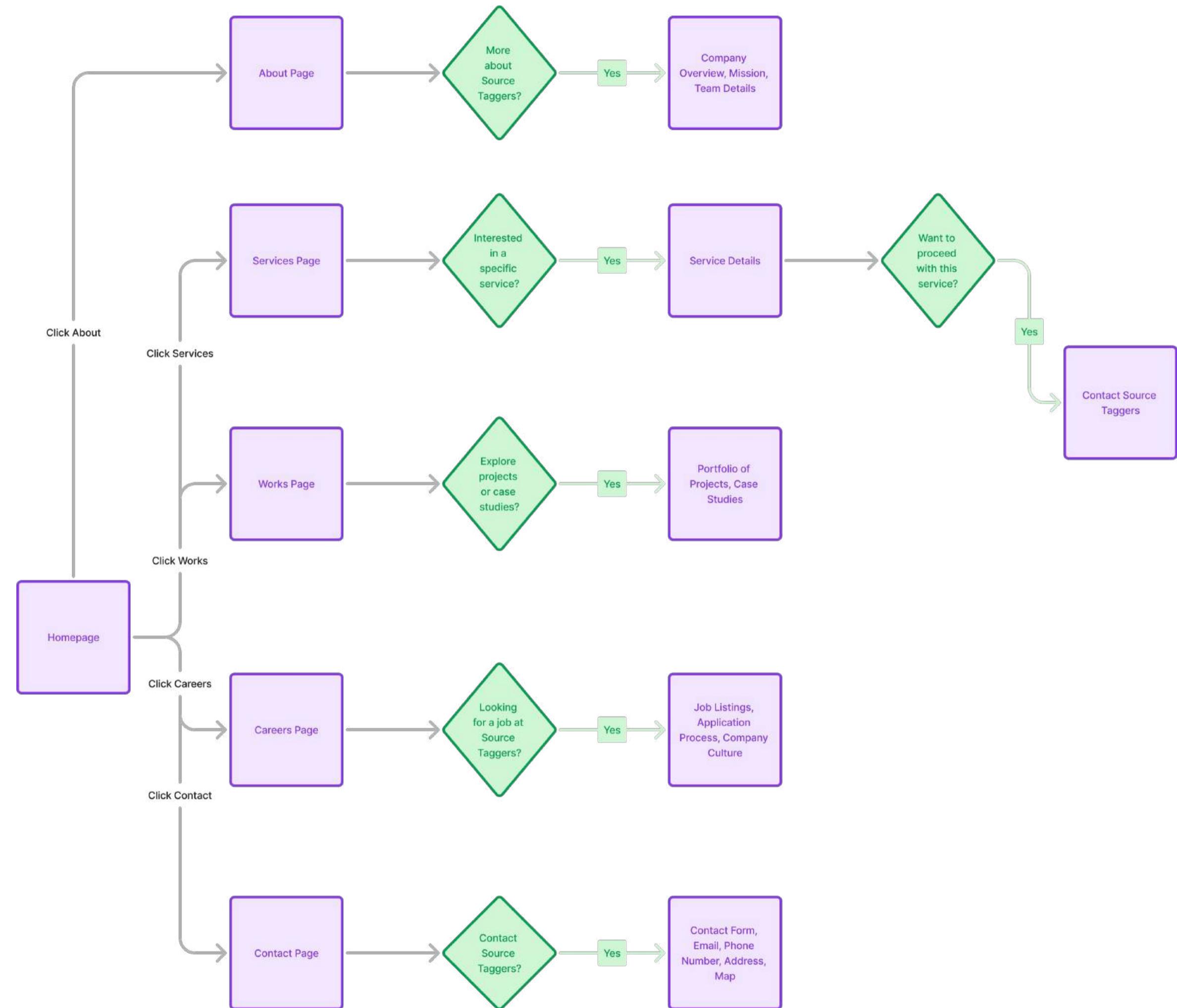
We identified the primary audience as small business owners, marketing professionals, and entrepreneurs seeking comprehensive digital solutions. Understanding this audience helped us tailor the website's design and content to meet their specific needs and preferences, ensuring a more targeted and effective user experience.

GATHERING USER INSIGHTS

We collected feedback from existing clients and potential users through surveys and interviews. This provided valuable insights into user needs, preferences, and pain points. Key takeaways included the need for easier navigation, better mobile accessibility, and clearer presentation of services. These insights directly informed our design decisions, ensuring the new website would address user concerns and enhance overall satisfaction.

USER FLOW DIAGRAM

This user flow diagram visualizes how users can navigate through the Source Taggers website from the homepage to other key sections and back.

KEY FINDINGS

User Frustration

Users found the old website hard to navigate and locate information quickly.
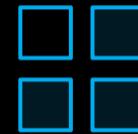
Competitor Advantage

Competitor websites were more visually appealing and user-friendly.

Mobile Accessibility

Many users accessed the site via mobile devices, but the old site was not mobile-friendly.

Service Presentation

Users struggled to understand the full range of services offered due to poor presentation.

PERSONAS

Suman, 32
Project Manager

GOALS: Improve productivity and stay updated with industry trends.

FRUSTRATIONS: Difficulty finding relevant content quickly.

NEEDS: User-friendly interface for simplified content tagging.

Sushant, 33
SEO Expert

GOALS: Enhance website SEO and user experience.

FRUSTRATIONS: High bounce rates due to disorganized content.
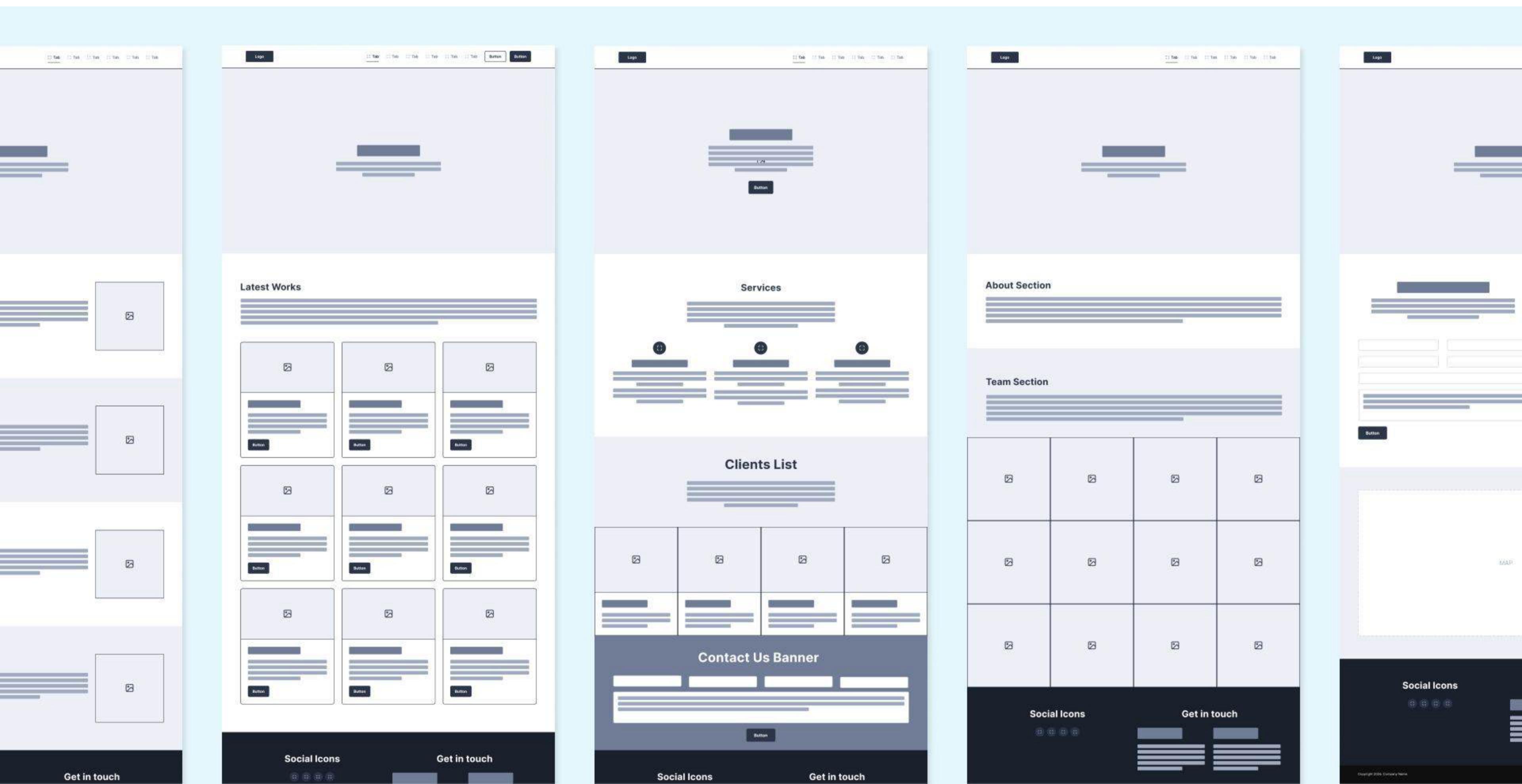
NEEDS: Guidance on SEO-friendly tagging practices.

03 DESIGN PROCESS

WIREFRAMES

I created low-fidelity wireframes to outline the basic structure and layout of the website, focusing on key pages such as the homepage, activity details, and booking process.

GLOBAL DESIGN SYSTEM

A global design system serves as a foundational framework that ensures consistency and cohesiveness across all elements of a website or application. It encompasses guidelines, components, and assets that define the visual and interactive aspects of the user interface (UI), aiming to enhance usability, maintain brand identity, and streamline development.

TYPOGRAPHY

Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

COLOR PALETTE

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#008ABE
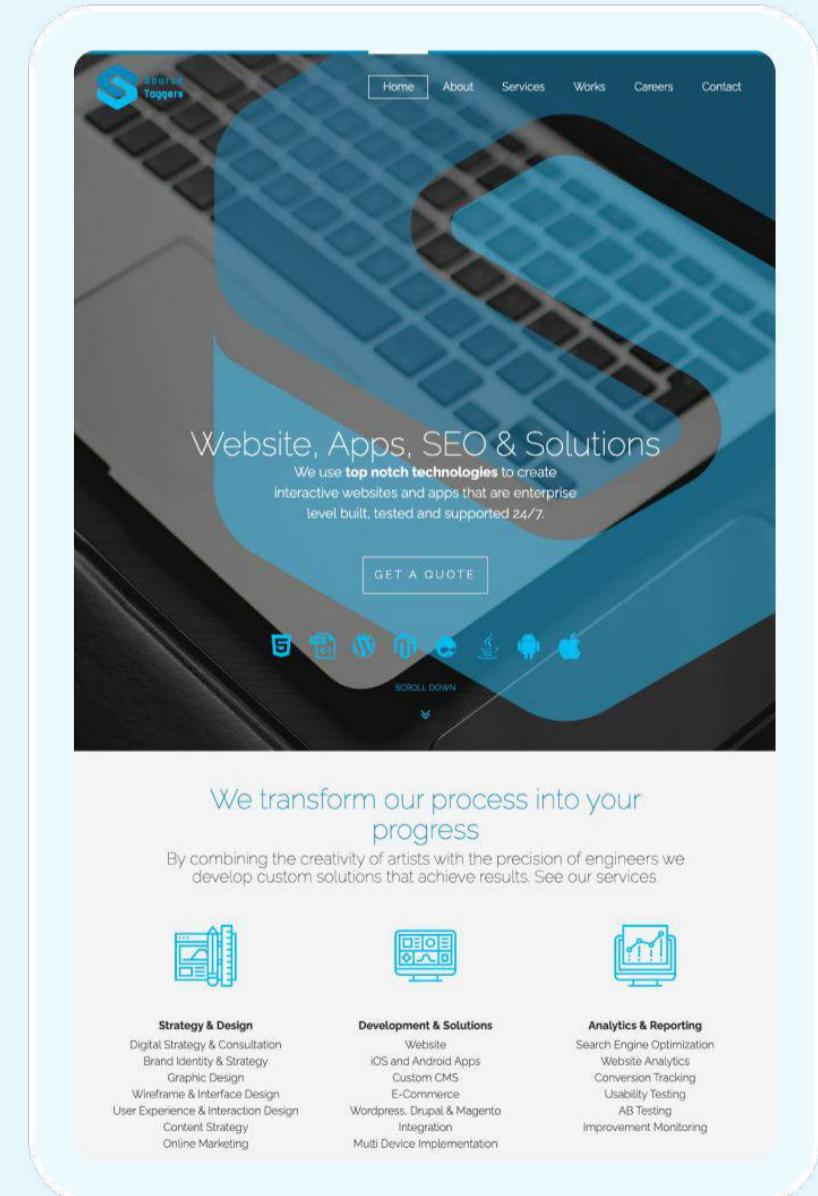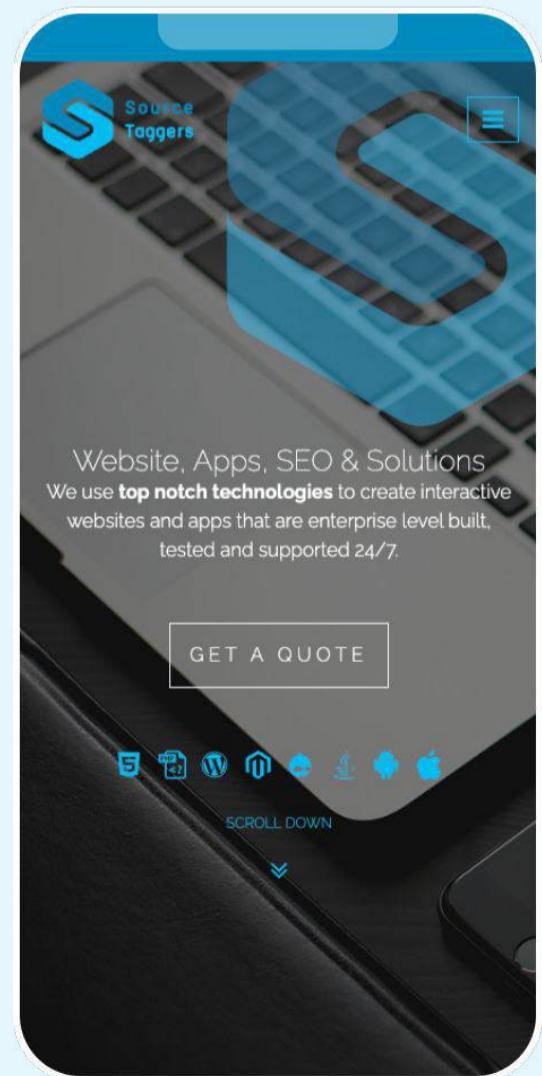
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#212529
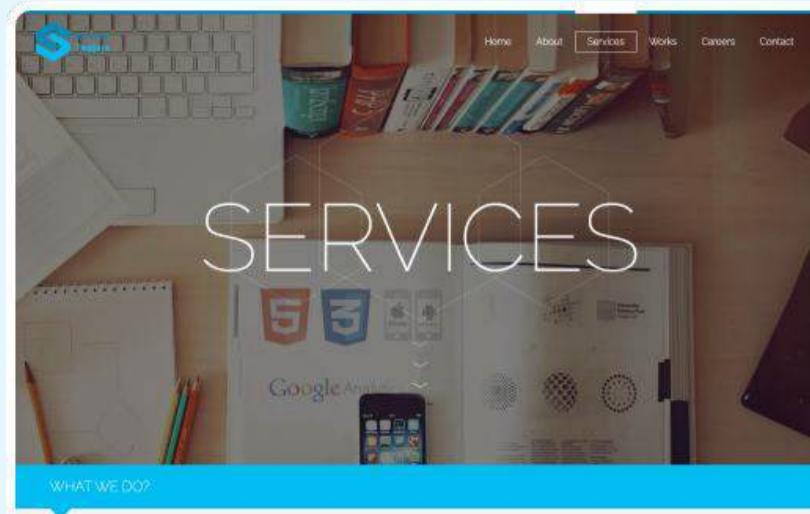
#FFFFFF

VISUAL DESIGN

The visual design of Source Taggers' UI/UX strives to strike a balance between aesthetic appeal and functional clarity, fostering a positive user experience that encourages productivity and satisfaction.

FINAL SCREEN DESIGNS

04 TESTING

The Source Taggers website underwent thorough testing to ensure the redesign met user expectations and offered a seamless experience. Usability testing with target audience personas pinpointed and addressed pain points, enhancing navigation. A/B testing compared design versions to boost user engagement. Functional testing ensured all features operated smoothly across devices and browsers, while performance testing optimized load times. Accessibility testing ensured WCAG compliance for usability by individuals with disabilities. Security testing identified and mitigated vulnerabilities, applying best practices for a secure site. Together, these tests refined the design, contributing to a successful launch and positive user feedback.

05 CONCLUSION

KEY FINDINGS

User-Centric Design

Prioritizing user needs and preferences is paramount for improving usability and engagement. Understanding user workflows and pain points guided design decisions, resulting in a more intuitive and effective interface.

Collaborative Iteration

Continuous feedback loops with stakeholders and users were crucial for refining design elements and functionality. Iterative testing and adjustments ensured that the final product met both business objectives and user expectations.

Consistency in Design

Establishing a cohesive visual and interactive design system maintained consistency across the platform. Standardized components and design principles helped reinforce Source Taggers' brand identity and facilitated a smoother user experience.

Data-Driven Optimization

Utilizing analytics to track user interactions and behaviors provided valuable insights. These insights informed ongoing improvements, allowing for the optimization of features and workflows to better meet user needs and enhance overall performance.