

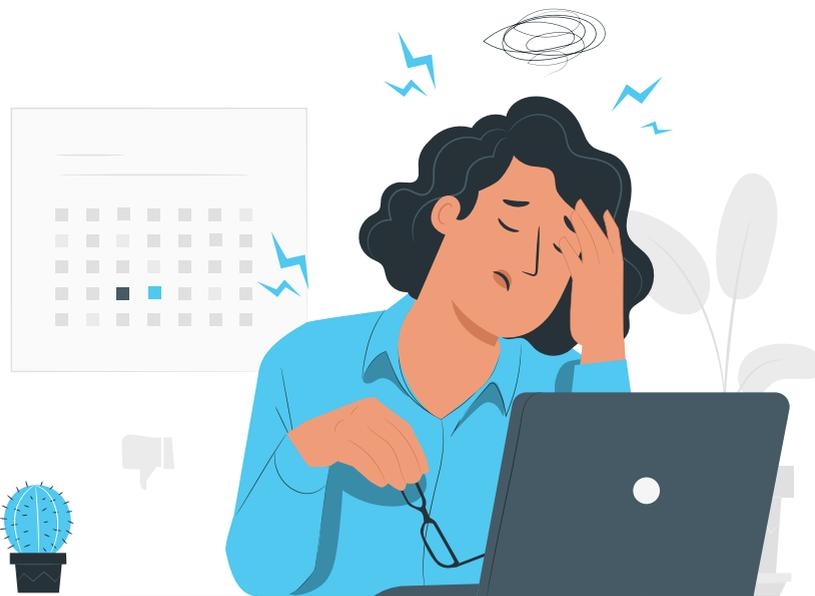
# Design Zoned

UX case study



## Project Context

Design zoned is a website for the ones who want their logo, websites and graphics done by a talented community. One key aspect of design zoned is 24/7 creativity.



## Problem Statement

Poor or outdated visual design. Also, there is no clear path. There are too many textures and colours. So then things are little hard to understand.

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## Solution

This project aims providing quality content on the website,create persona's,adding new information. Do some competitive research . Also one can decide on strategy. Establishing trust,marketing the site on other websites and social media. Goal is to improve interaction with existing potential customers.

## Features

- Visuals and descriptions.
- Connecting on social media.
- Good visual appeal.
- Consistency .
- Ability to help companies achieve business goals.
- Clear structure.
- Non - distracting design.

# Competitive research

<https://99designs.com/>

## Trending:



Website builders



Web page design



Logo & brand id...



Product packagi...



Product label



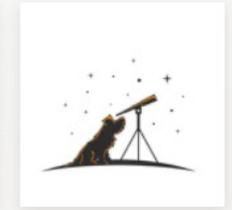
Illustration or gr...



Book cover



T-shirt



Show more

- There is a trending part down named as trending which is a good part i feel which adds experience for the user while visiting the site.

by betiabca

“ 99designs is a platform with a good name and a very good service... where entrepreneurs can easily find the right design for their company. The book cover for us was a very important part of the success of the book. Therefore, we entrusted this to experts and ended up being very happy with the result.”

Val Raacheva + Maxi Krust  
Co-authors, Germany

Help

Get started

Designers, join now

- Mentioned the different domains with photographs so this idea gives the user an hang on the first screen itself that in which all domains do we work in.
- Picked the main colours of their work and then added them to their fonts also not everything written is in the same colour rather only the main things are in different colour.

# How it works

We make great design work happen with our global community of professional designers. If you'd like to speak to a human, talk to one of our design experts.



1. Brief

2. Connect

3. Collaborate

Get started

<https://99designs.com/how-it-works>

- This is amazing!  
The way they have shown that how does that work , if someone is new they then know how to get connected as it is online it has to be simpler and communicative.

https://www.crowdspring.com/

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Popular:

### Our clients love us!



crowdspring is rated 4.9/5 from 3,705 [customer reviews](#).

LOGO



I love crowdspring. I have used the 3 times for logos. I had so many designs to pick from. Each time I ended up with the perfect logo for my companies.

- Patricia F.  
New Port Richey, FL

LOGO



I was impressed with the number of logo options I received and the overall quality (choosing one wasn't easy). I also appreciated the rapid responses when I posed customer service questions (a striking contrast to most companies). The creatives also seemed to be trained to reply quickly, which I greatly appreciated. Overall, a totally satisfying experience.

- Matthew R.  
Mclean, VA

LOGO



Boynton Beach, Florida

[Read 1000+ more crowdspring reviews](#)

- At the first screen they have asked a question like in which domain you want us to help you even at design zoned we have different domains we can incorporate this into ours.

- Also then followed by the rates!
- Then they have also given the ratings which creates a trust between the users while selecting us.
- Followed by that they have given how does their team work which is also a good insight for us.

<https://landor.com/>



- They have used their main project at the background making it big and blur.

- Also they have used a single colour all over - yellow which helps in eye travel of the one who visits our website.

#### Thinking

## Drop the girl power 'shtick' when marketing womens sport

As we battle with the implications of the pandemic, fears are growing that women's sport could lose a whole generation of grassroots participation as government bodies prioritise saving the men's professional industry. But women's sports have been a footnote to the men's story long before Covid-19. In no other industry is gender split greater than subject split (when you hear basketball, do you picture men and women?). Nowhere else are we so openly and obviously willing to save one gender over the other. →

About

## Why the boat?

Because we're always in motion. Because we're nimble. Because our founder Walter Landor boldly established our company on a ferryboat docked in the San Francisco Bay—and because that spirit of adventure lives on in us today. →



- Then at the bottom they have a logo of theirs where they associate themselves with a boat and then talk about it also we can add an icon like this which we can associate further.
- Also in our case we can use half brackets rather than using a whole coloured rectangle at the background.

- Also those small arrows after explaining their work where in our case we have used get started we can simply use these small arrows to convey.

How can firms even think about growth at a time where their primary product, live sport, is no longer available for fans? History and data have taught us that when brands act effectively in a time of crisis, they emerge far stronger than competitors after the event. So, what can sports brands do to remain relevant when disappearing is not an option? →

<https://www..com/>

- Here as earlier we discussed the landor team had used a colour to associate them but this the current team has used circle as a shape to associate them and as we scroll down the colour of the circle changes accordingly.
- Also they have used those circles for loading part where the user has to wait till it loads.

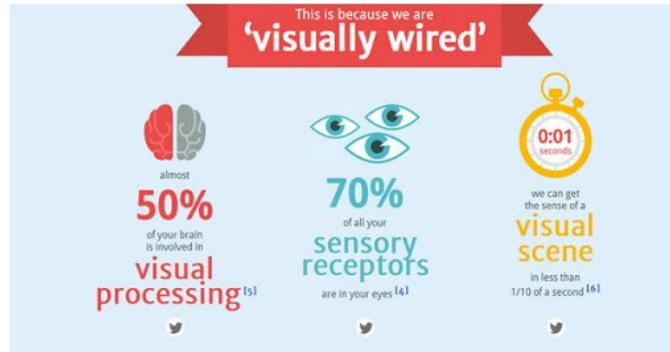


# User research

## Questionnaire-

- Could you tell me a bit about yourself ?
  - What kind of work do you do ?
  - How often do you visit websites ?
  - What difficulties do you face while going through websites ?
  - Can you discuss few good points about those ?
  - Can you give few good and bad insights regarding the websites you go through ?
  - Do you want your website designed ?
  - How should it be according to you ?
  - What points would you consider ?
- 
- Also , gave them the website to use and just observed how are they using it.

# Analysis



GET STARTED

Google http://www.dummies.com/

Translate From: English To: Chinese (Simplified)

Advertisement

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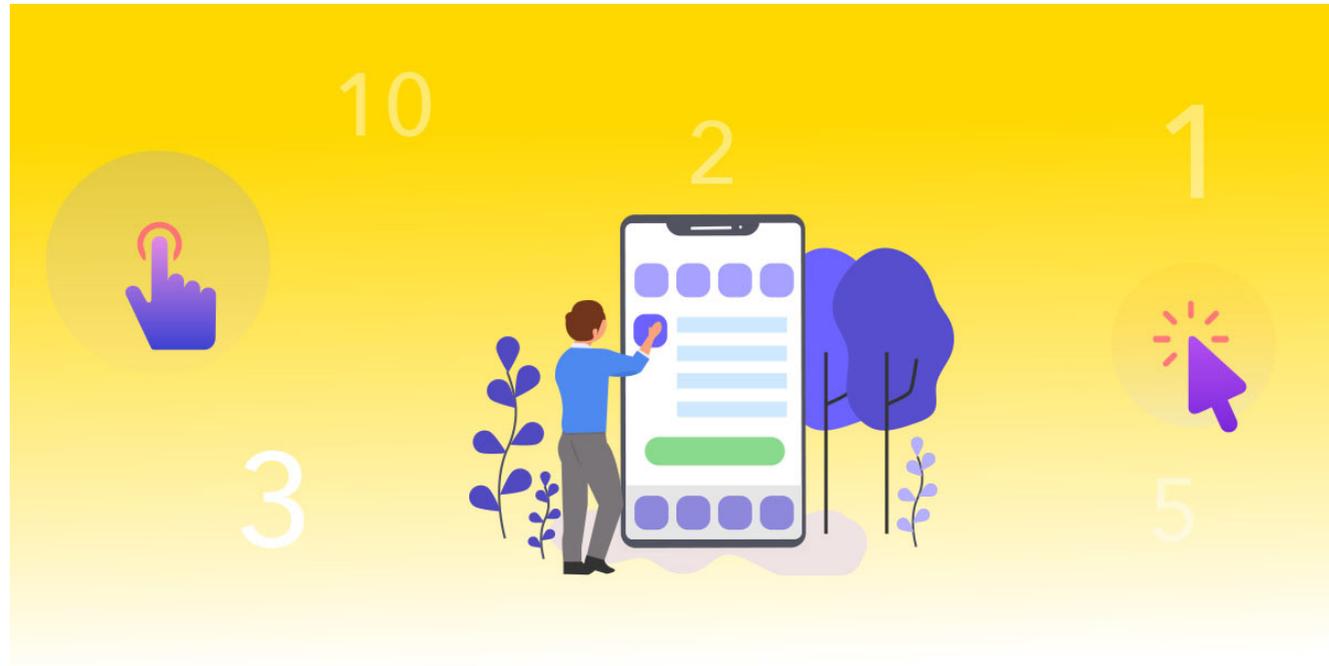
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How-to step-by-step advice from experts

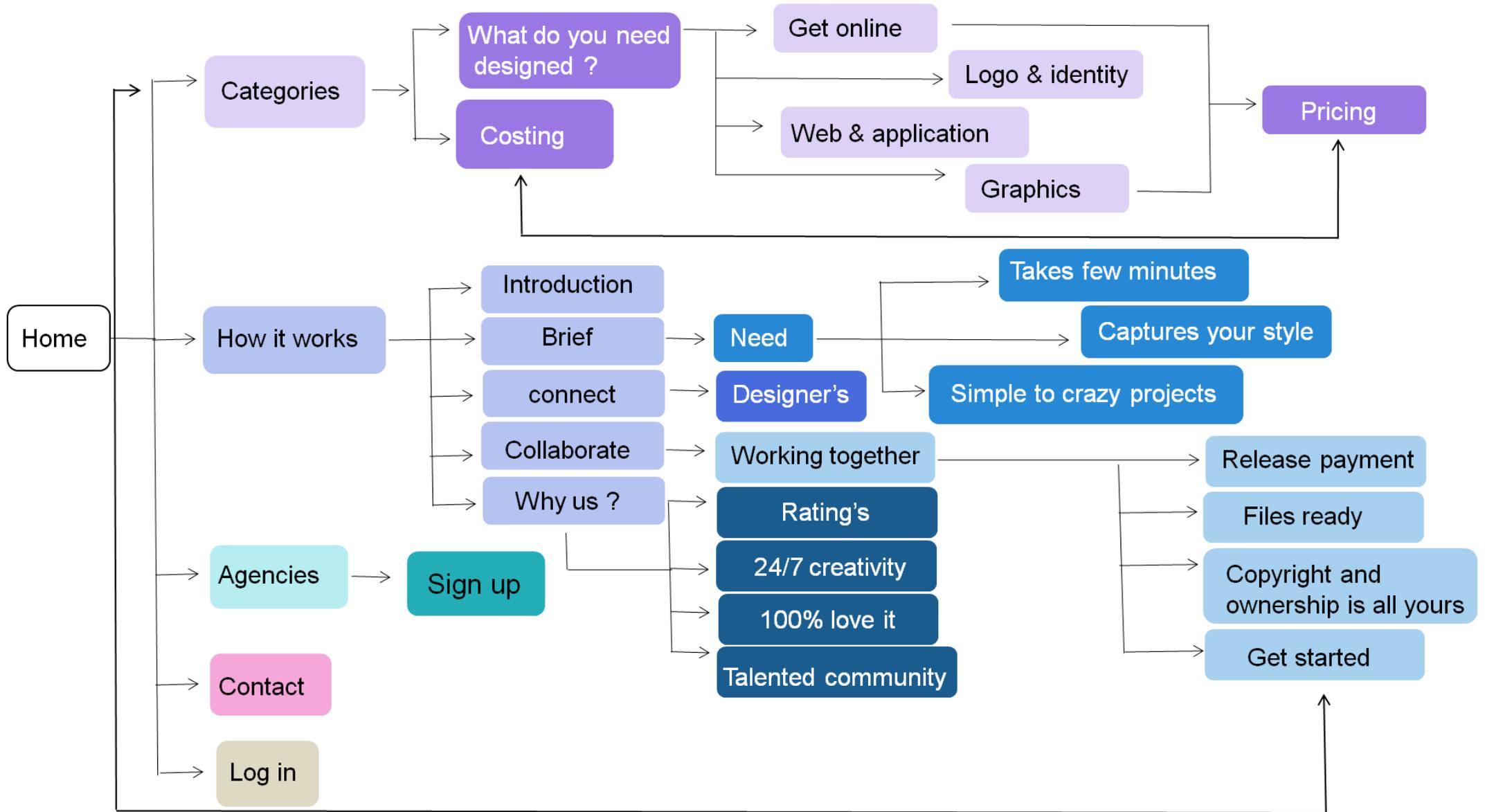
测试银行 电子学习 移动应用

得分较高的在线实践问题。 学习任何东西是很容易与我 使一切甚至在旅途更轻松!



- Language is a barrier for the target audience.
- More visuals than written content.
- Reduce the clicks.
- Working on the color palette.
- Working on the get started button on the home page.
- Adding videos rather than written content is a great insight brings a great user experience.
- The design zoned website has a great ui which explains what it is meant to be served.

# User flow





Get your business online  
Website builders →



Bring your brand to the next level  
Logo & brand identity →



Need delivery of your physical products?  
Packaging design →



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WEBSITE DESIGN BY: BOLD & POP

# MOOD board

Bold.  
Pastel shades.  
Clean look.  
Beautiful images.

The Design zoned



Enjoyed ?

