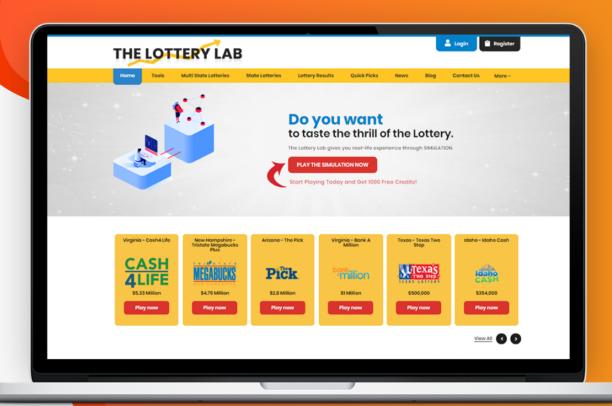
#### **INTRODUCTION**

Mastering the art of websites with flawless designs.

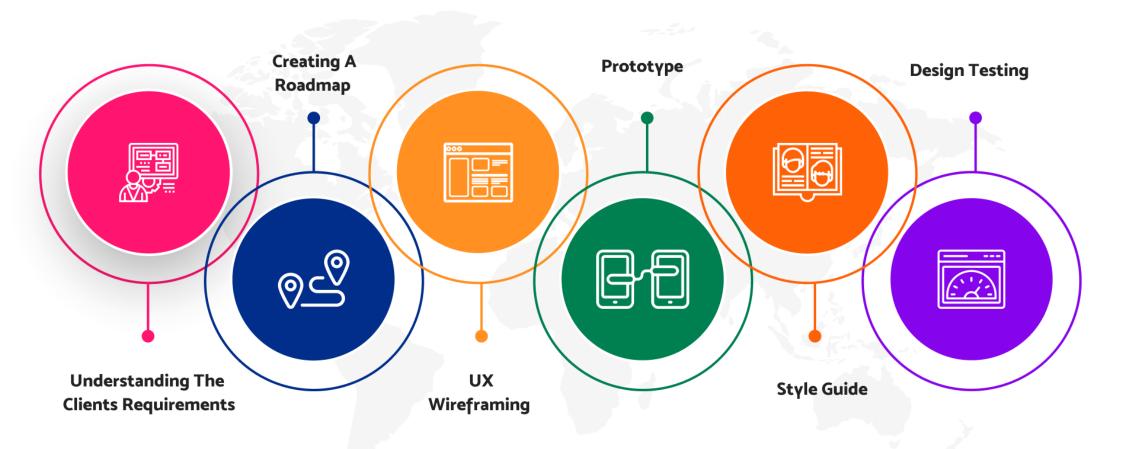
Softuvo is a power-packed team of professionals who work together to reach a common goal. We have a bonafide team of UX/UI designers who hold years of experience in the field of web designing. Our fluid design process is all your website needs to stand out from the competitors.

Let's work together to create some app magic.





#### **OUR WEBSITE DESIGNING PROCESS**



## UNDERSTANDING THE CLIENTS REQUIREMENTS

The first and foremost step in our website design process is to understand the client's requirements. What are the client's goals? How does the client want the website to look like? Well, there are many questions that need to be considered when understanding the client's requirements. Once our team analyzes the client's expectations, we then hop on to the next step.



# Connect Inspire Grow.





#### **Azure Synapse Analytics**

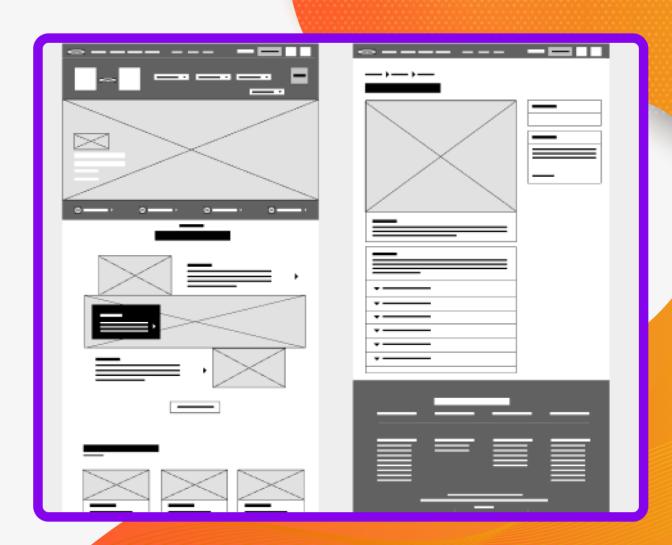
Best for	Enterprise data warehousing
Summary	Azure Synapse Analytics is good for integrating data from hundreds of data sources across the company's divisions, subsidiaries, etc. for analytical querying to be performed in seconds. Reporting on all management levels, from C-suite to directors, managers and supervisors, is protected with a fine-grained data access control.



#### **UX WIREFRAMING**

The next step is to create a visual representation of the user interface. The team works dedicatedly to creating structure, interactions, and transitions of the user interface. We follow dedicated research where we consider the latest trends and also pay close attention to the competitors. Our designers use wireframe tools to create the website flow seamlessly. The basic blueprint so created consists of all the visuals and sketches that show how the website will function and look.

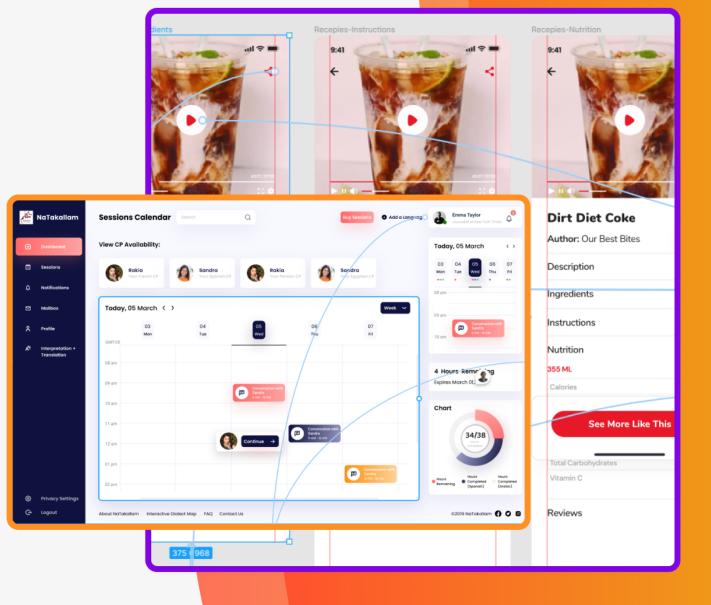




### **PROTOTYPE**

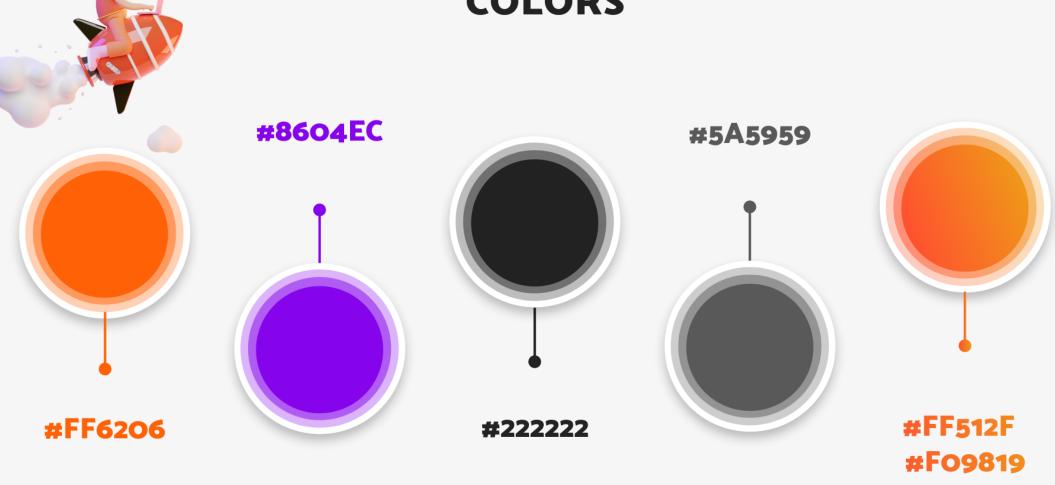
Once we are ready with the wireframes, we then move on to creating prototypes. This allows us to feel and see the app and analyze how the app will work. The low-fidelity prototypes help the team to see how the app is functioning, looking, and understand what user-interface elements are in the app.







#### **COLORS**





**Fonts** 

#### **TYPOGRAPHY**

Style

Size



Lato Bold 32

Lato Regular 18

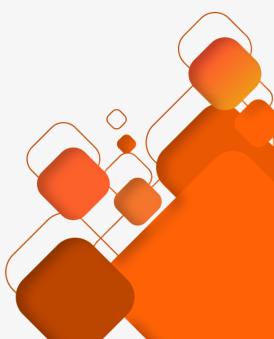
Lato Semibold 18

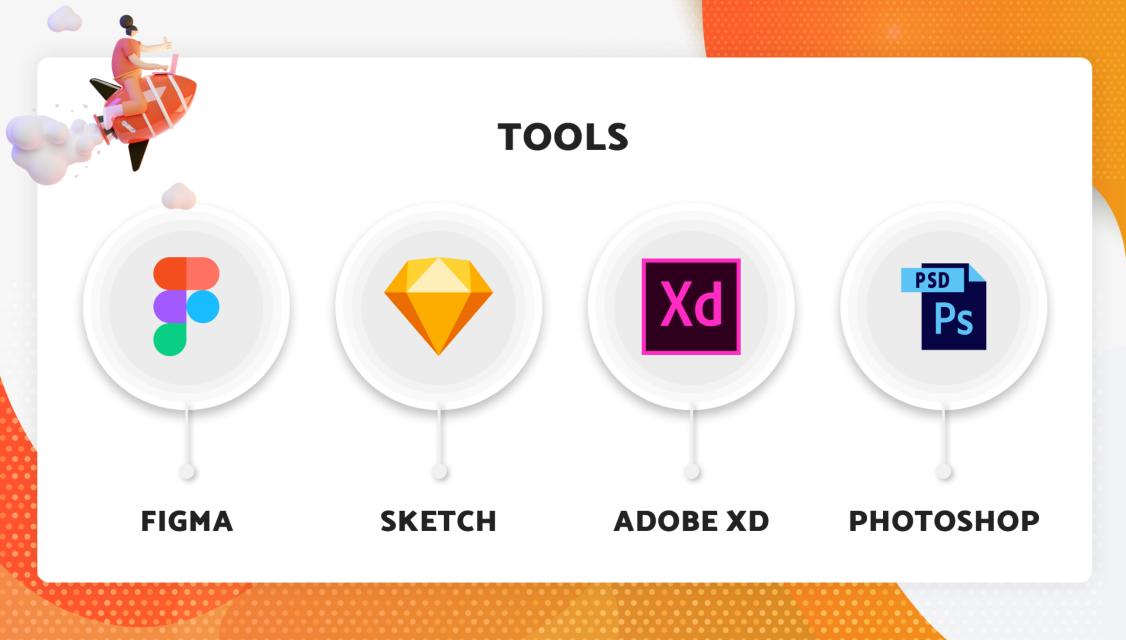
Metropolis Medium 16

Metropolis Regular 12

Mosk Bold 32

Mosk Extra Bold 24

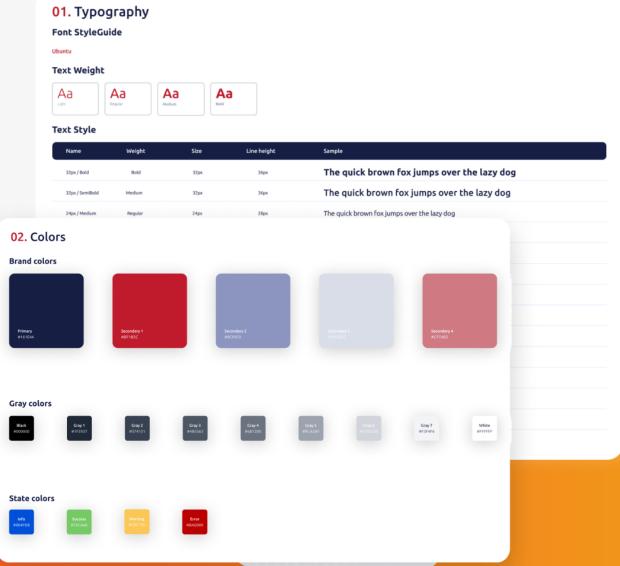




#### **STYLE GUIDE**

Once the prototypes are made, the team indulges in the style guide process. Here the color palettes, typography, iconography, UI elements, toggles, tabs, and more are taken into consideration. Considering the brand's requirements and market trends, the selection is made to suit the overall project needs.





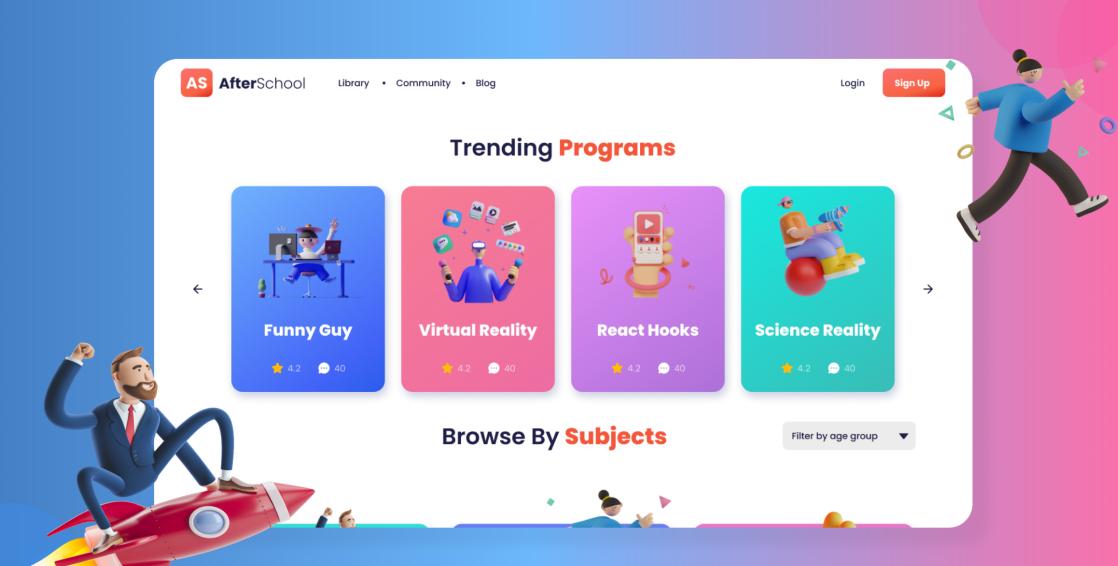
#### **DESIGN TESTING**

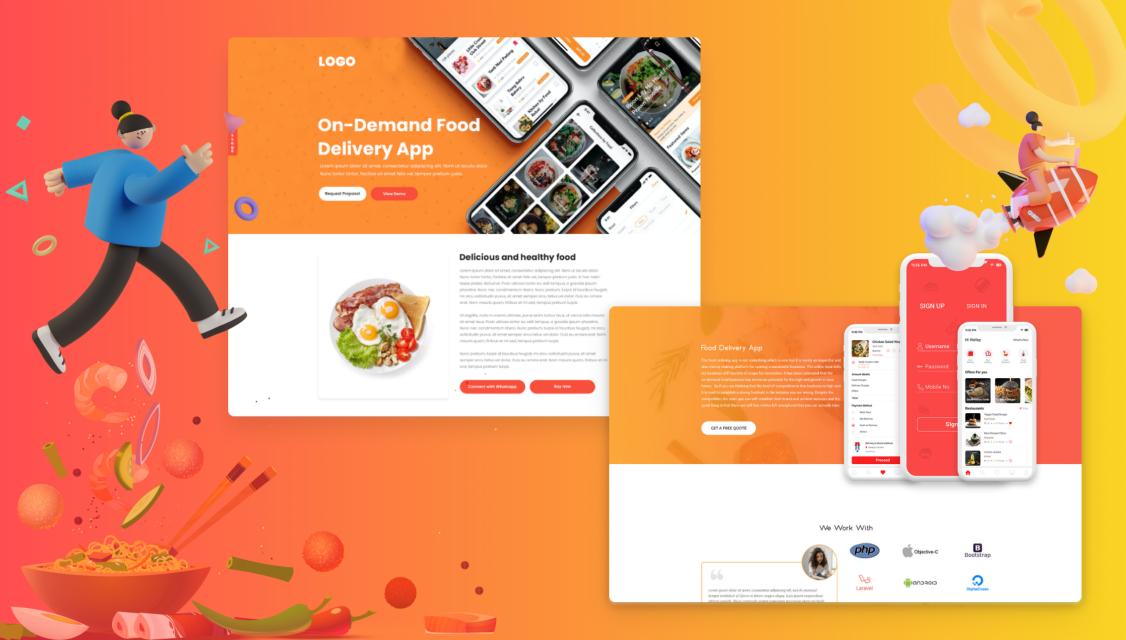
Before making the final launch of the website design, we do design testing. The team uses the latest tools and techniques to test the designs. This step is done to ensure that all the designs made cater to the client's requirements efficiently.

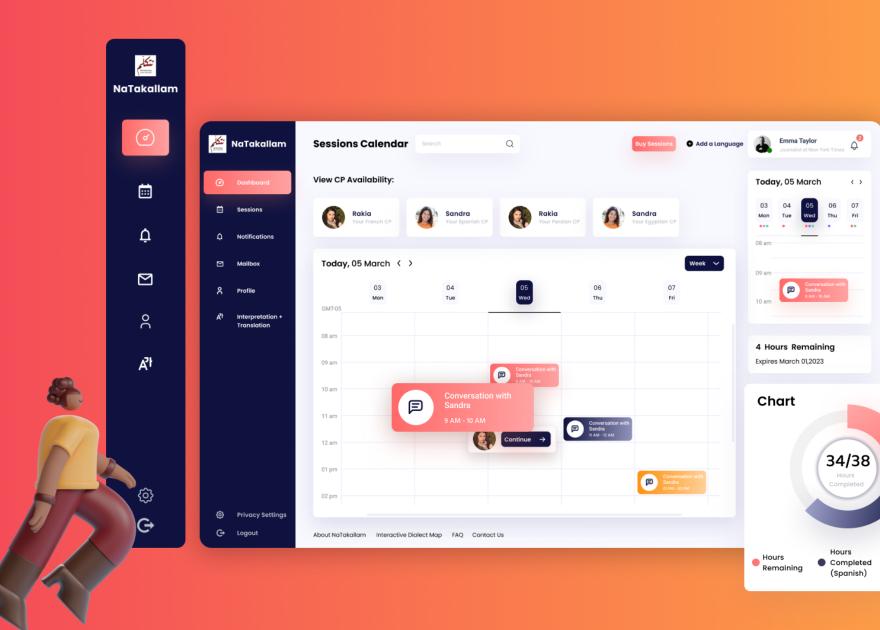








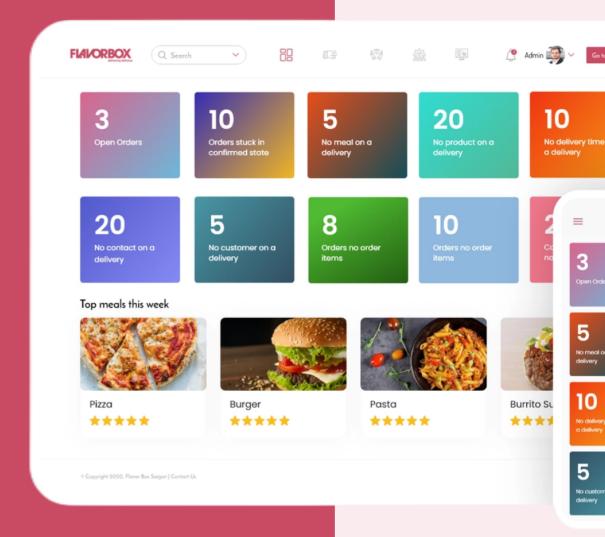




Hours

Completed

(Arabic)





**FIAI/ORBOX** 

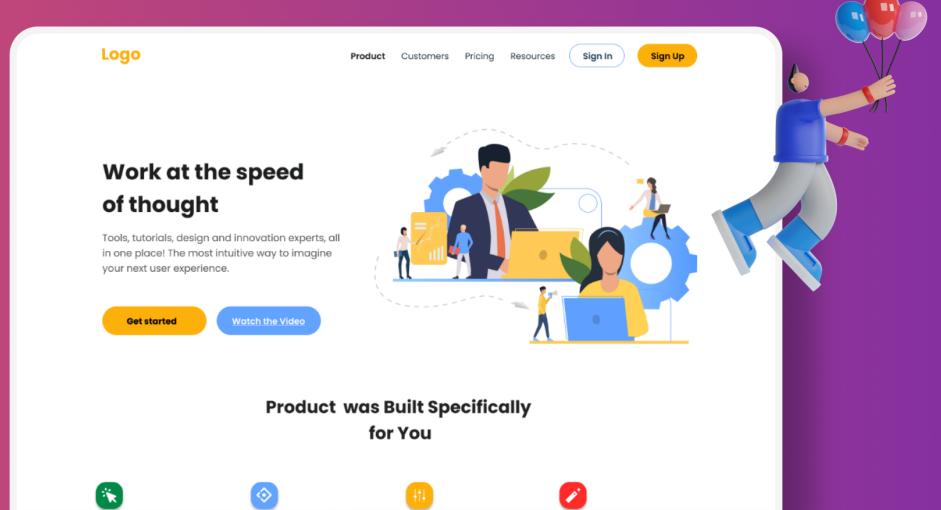
10

20

20

Q





Preference tests

Five second tests



First click tests

Design surveys

