

Xamon Eye Graphic Design Platform

RESEARCH | DESIGN | PROTOTYPE
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Xamon Eye Studios Limited

Xamon eye studios is a graphic design agency that focuses on creting high quality graphic design at a very affordable price. For the past 10 years, Xamon Eye has been functioning as an offline graphic agency catering to locat customers in the Houston area.

What is the goal?

The goal was to create an online platform where users can pay online, request for high quality graphic design, make changes in their design and also print their design using partner printers in their region.

What are the features?

Homepage: • Logo • Navigation bar • Pricing • Sample • How it works • FAQ • Login • Get started • Hero Slider • Design list • service information • Footer • Check out with Contact form • Pricing info • Sign in page • User Application



The Problem

Most times, clients have no clue on how they want the end product to look like and online graphic design was a new kind of business that had little to no competitors so finding references online was a challenge but i challange i was capable of handling due to my excellent problem solving skills.

Wait for it...



Yes! I have an Idea...

Research, sketch & experiment steps to building xamon eye

1- Research

In this initial phase, my goal was to present a unique design that would inspire users to create, an easy work flow process that would collect useful information on the type of design the user was trying to achieve. My research was based on what the company was trying to portray which was creativity and the current problem which was on time delivery of graphics designs.

2- Creation of User Persona

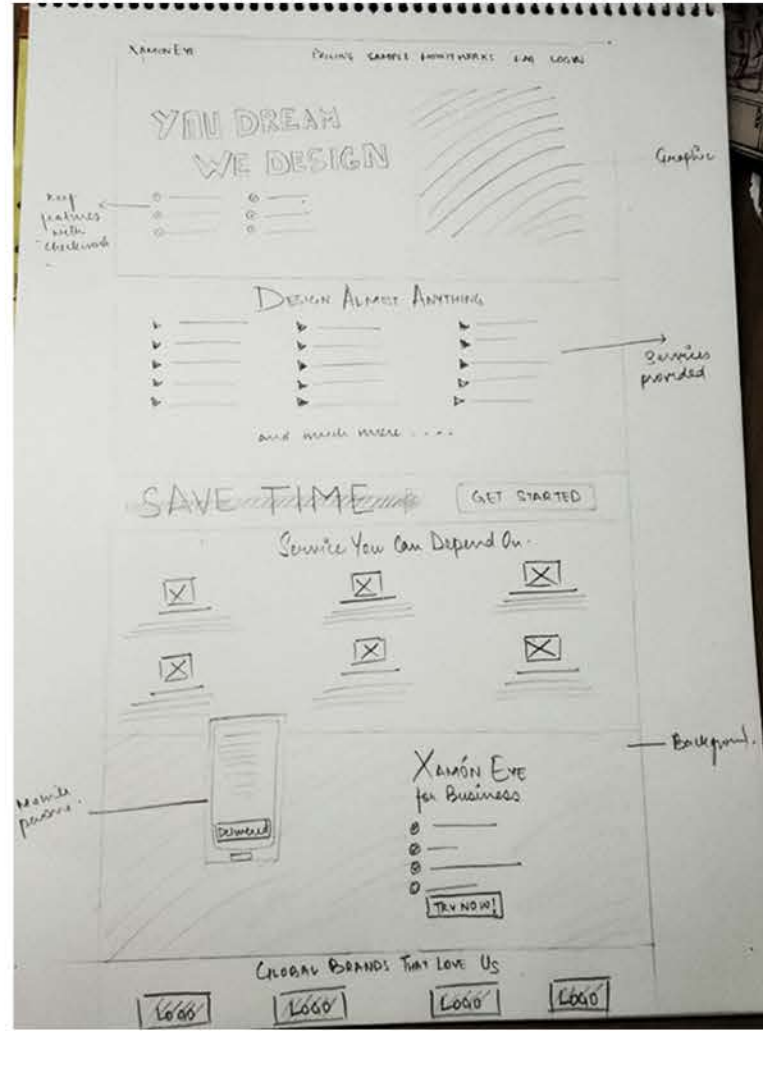
Description:
Tom just quite his job to start his own business

Frustration:
He is on a tight budget and in need of creative design for his new business.
He tries to create some of the designs him self but is unable to achieve his design vision.

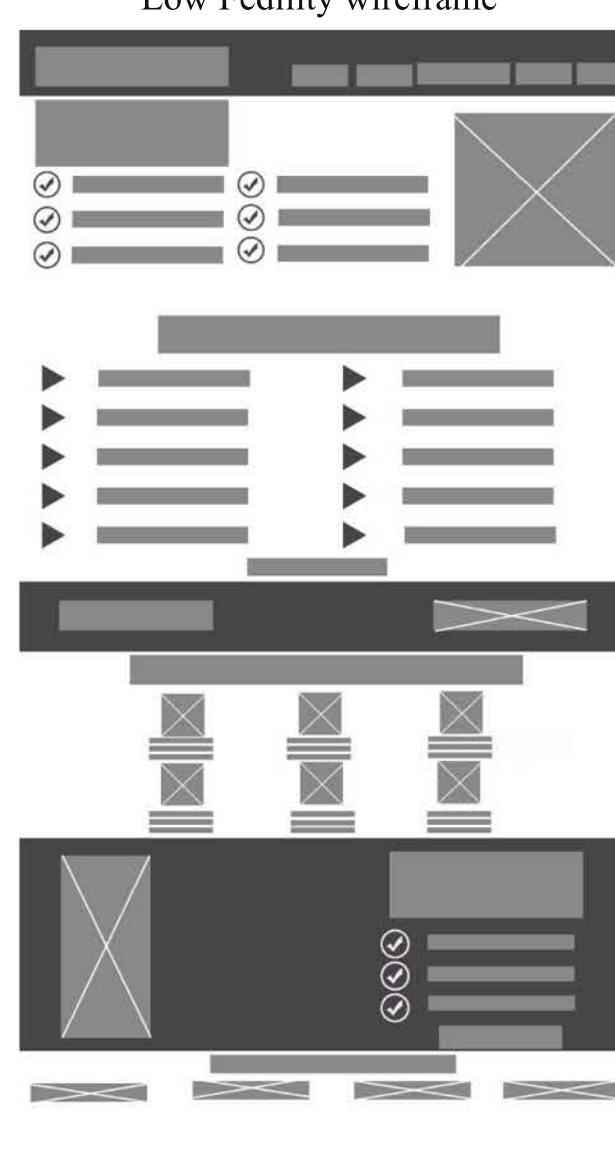
Solution:
Visit xamoneye.com, choose a plan, and type out your creative vision.
and allow the experts design out your vision.

3- Creation of low/high fidelity wire frame

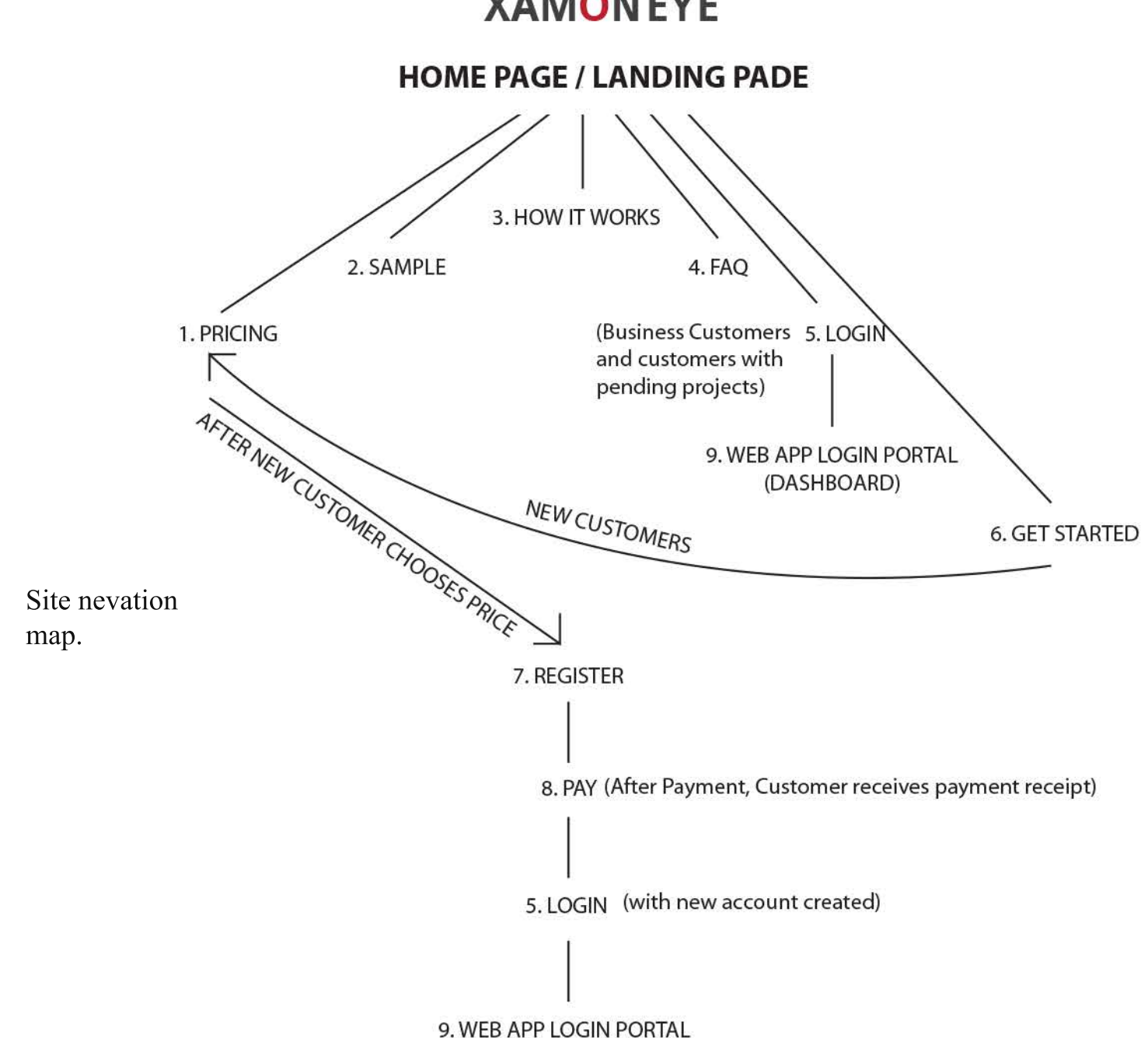
in the process i used adobe xd to sketch out a simple wire frame that just has the place holders with no color as a guide representing the initial design idea. I also had to draw out a simple navigation map on a user can get from point A to B.



Paper Sketch

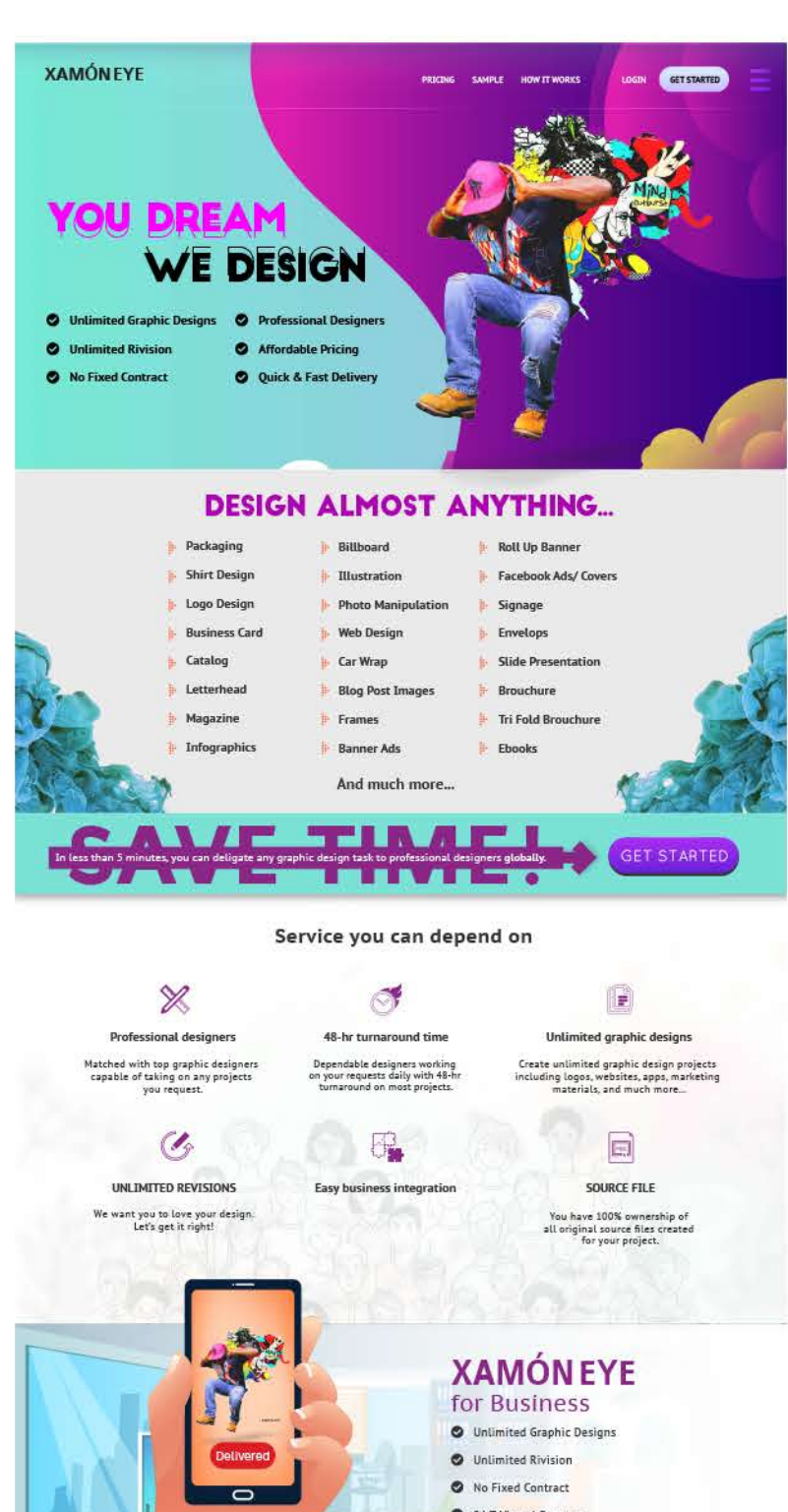


Low Fidelity wireframe



Site nevation map.

Then i designed all the elements in Photoshop and saved them as .svg file format which i later import into adobe XD for creation of the high fidelity wireframe.



Choosing the right color for a project is often a challenge but not for Hami!

for this project, I picked 3 unique colors Purple, Blue and Yellow



Color Scheme

- Purple. Purple is often associated with spirituality and luxury
- Blue. Blue is an intellectual color, it helps in achieving creative thinking
- Yellow. Yellow is the emotional color. it helps stimulate positivity, creativity and happiness.



Did you know that a cup of coffee helps boost productivity and creative thinking.

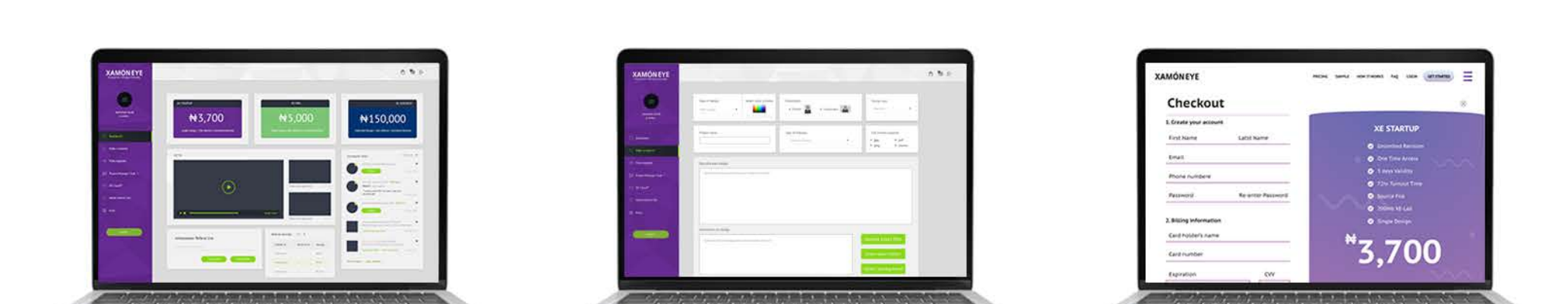
Ok! time to get back to work.

After i'm done creating all the wire-frames on all the artboards, i connect the buttons to the relevant artboard and later test its functionality to make sure the flow is smooth and easy.

Before i created the final wire frame for the project, 3 of my initial wire frames were rejected before we got it right.

I designed all the elements from scratch, and also organised a chromatic photo-shoot for use on the home page.

The most challenging part of the project was designing the web application because i had to problem solve on the most effective way for a user to effectively navigate through the dashboard and communicate their vision.

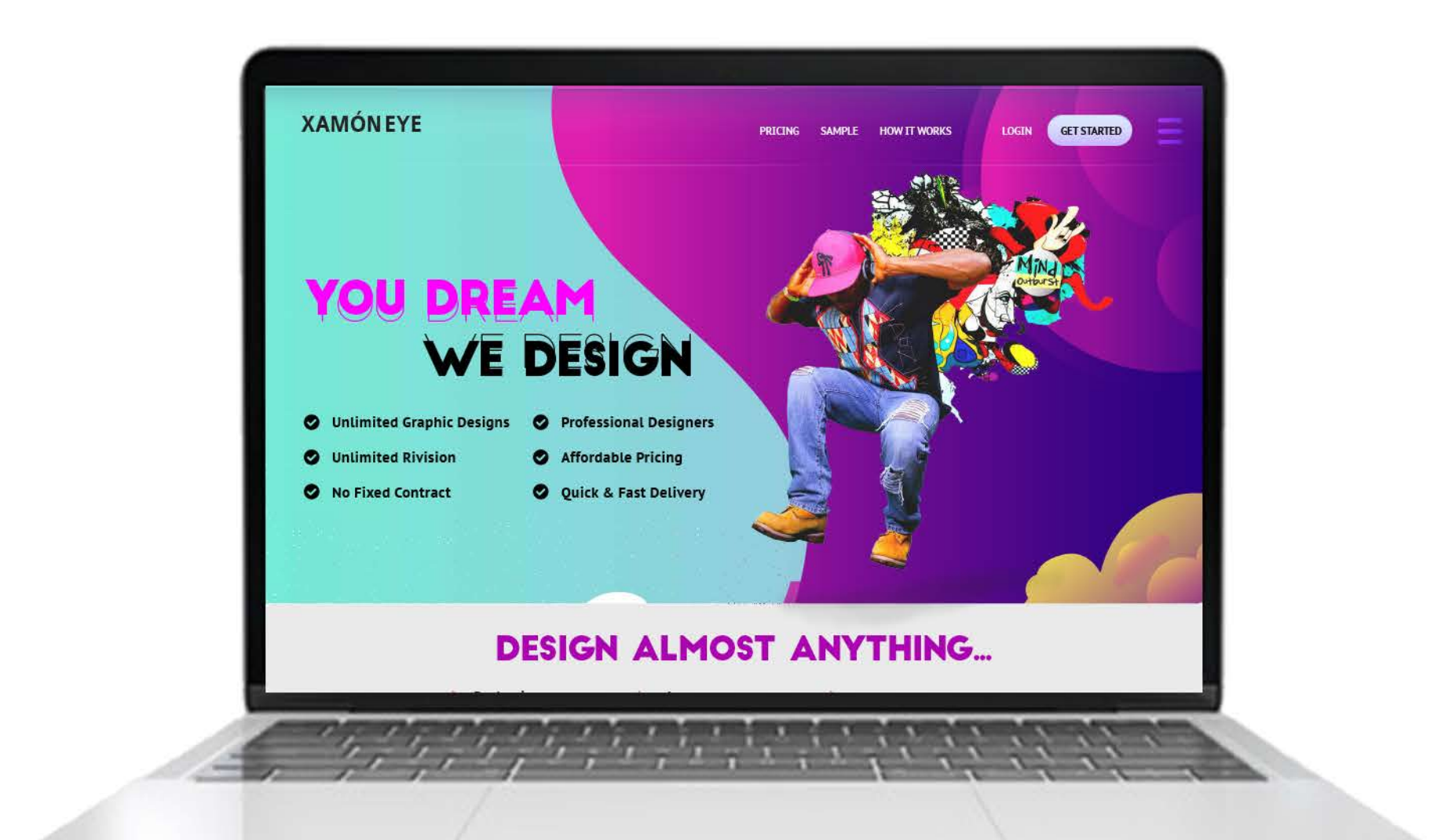


4- Feedback and Revision

After submission of the prototype, i await for any design changes or revision needed on the wireframe and functionality

5- Export for developers

At this stage i exported all the art-boards used in the project as .pdf for the developer to begin development work



Creativity close to heaven...