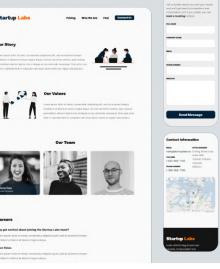
Startup Labs

Digital Agency UI Website Redesign



Startup Labs Ltd.







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Context Startup Labs is a digital agency that specializes in helping startups get the resources needed to bring their vision to life. Company

Sole UX/UI Designer

Role

Method Wireframing, Prototyping, Logo and Illustration redesign Tools Figma, Adobe Photoshop

Challenge

Help improve the online presence of an early age startup by creating a responsive redesign of their digital agency website.

Original Design

In the original design, feedback was received that the site looked like it belonged to the healthcare industry. In addition to this feedback, the client wanted to go for something less corporate and had a more "fun/ startup-like vibe". You can view the original design in full-size here.

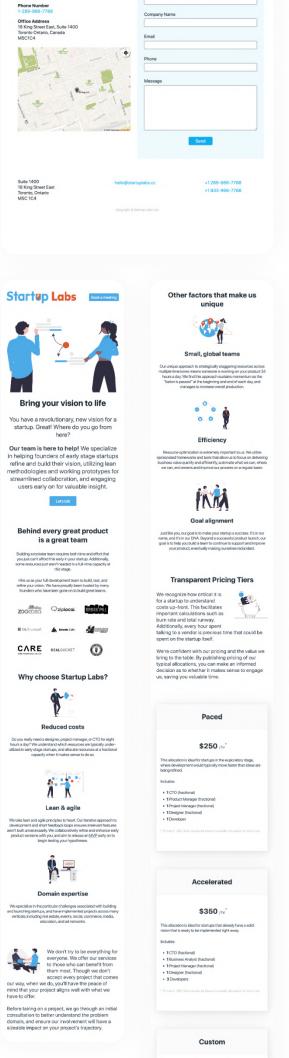
Startup Labs

Drop us a line

Email

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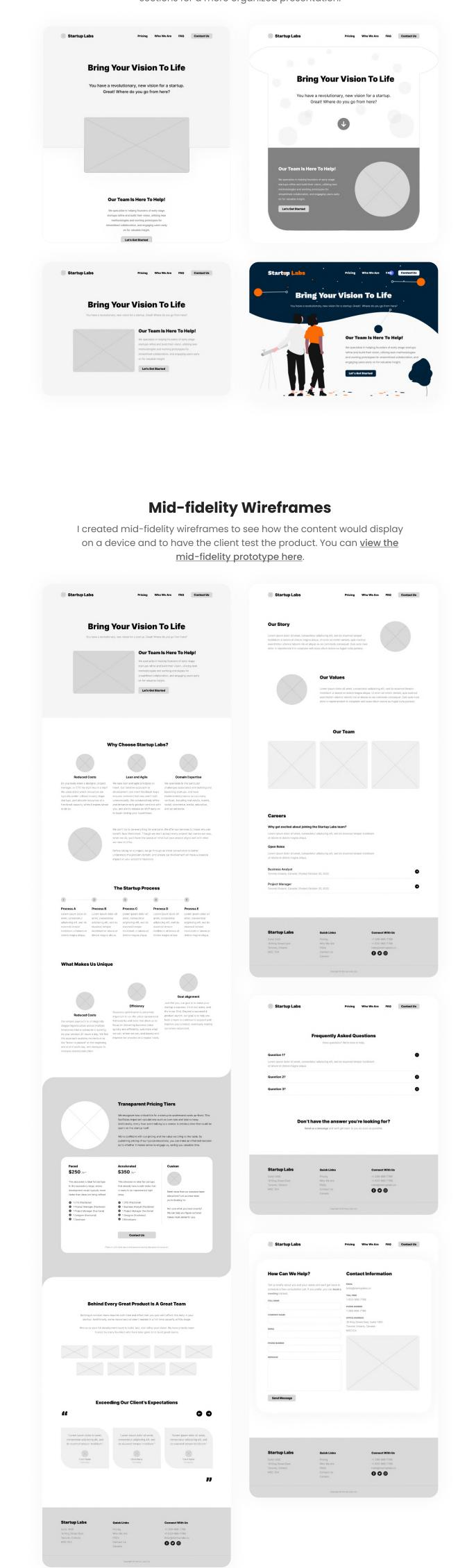
Not sure what you need exactly? We what makes most sense for you.

Solution

As a way to highlight Startup Labs' approachability and professionalism, I designed a modern and fun look by changing the colour palette, typography, and illustrations. Moreover, I have suggested the addition of an "About Us" and "Frequently asked questions" page, as well as a Process and Testimonials section, to further strengthen the trust on the website and generate more leads.

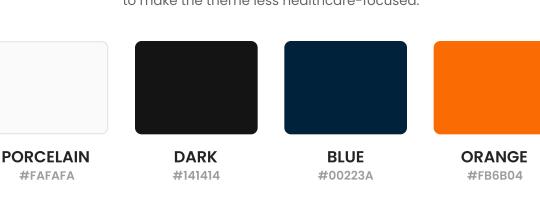
Ideation

In order to make the website's mission more clear and entice users to contact the company, I suggested a number of ways to change the hero banner. Ultimately, I decided to use a new illustration to create an engaging first impression and broke the content into two separate sections for a more organized presentation.



Colour Palette

A darker palette of blue and orange was used to make the theme less healthcare-focused.



Typography

I chose sans serif typefaces in order to create a simple, rounded, and less corporate look. Sans-serif also have an increased readability on screens compared to serifs and will make the copy on the website easier to read.

> Title Work Sans - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Heading

Work Sans - Bold

abcdefghijklmnopqrstuvwxyz

Сору Poppins - Regular

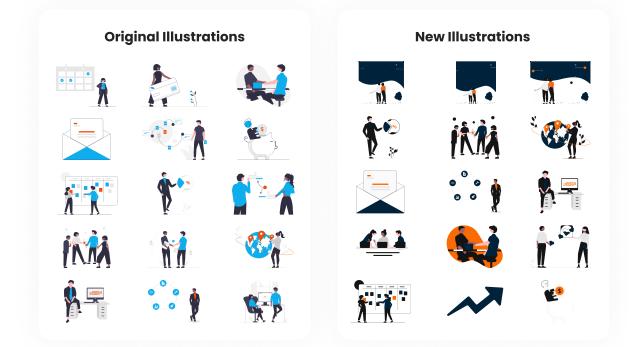
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Logo and Illustration Refresh

In order to create a more cohesive look throughout the website, I redesigned the logo and edited the illustrations to match the new branding.



New Logo Startup Labs



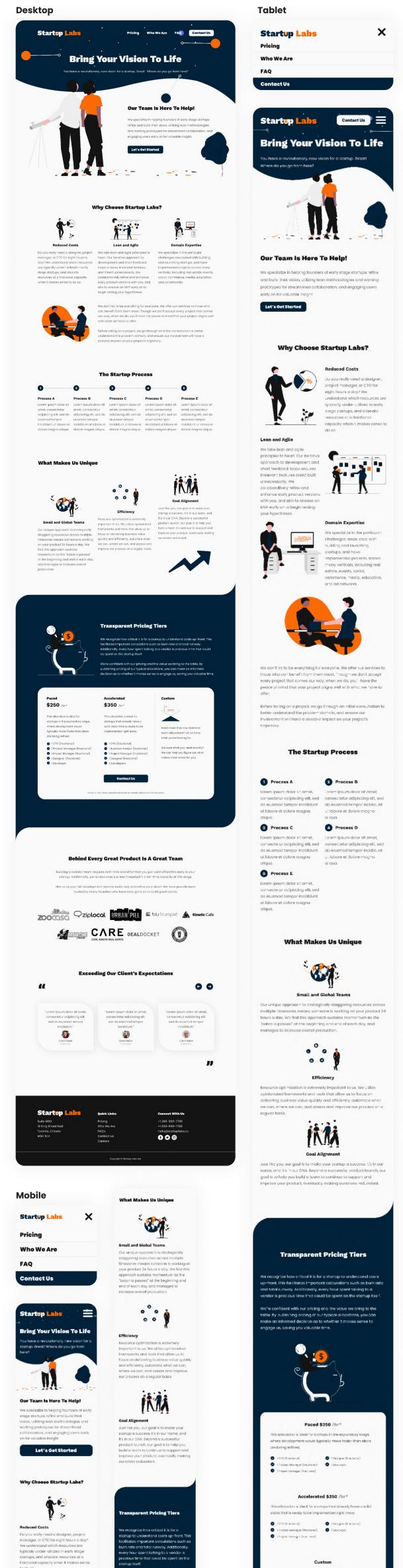
Final Design

Startup Labs' final design resulted in a responsive 4-page website. Colours, illustrations, and typography were changed to give the site a more fun/startup-like feel. The content was laid out in a dynamic way to engage visitors to explore the website further and urge them to contact the company.

An "About Us" and "Frequently Asked Questions" page, as well as a Process and Testimonials section, were added to reinforce the credibility of the website and provide visitors with information to help them make more informed decisions about using their services.

You can view the final design prototype here. For best viewing, I recommend changing the Options to "fit width" and navigating through the different screen sizes from the left-side menu.

Home Page





precious time that could be spent on the

We're confident with our pricing and the value we bring to the table. By publishing pricing of our typical allocations, you can make an informed decision as to whether

it makes sense to engage us, saving you

tartup itself

able time.

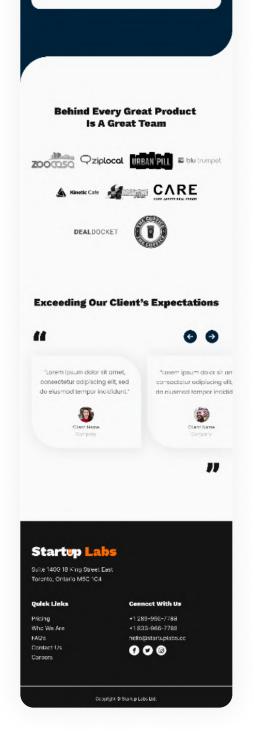
to do so.

Lean and Agile

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We take lean and agile principles to heart. Our iterative approach to development and short feedback loops ensures irrelevant features aren't built unnecessarity. We collaboratively refine

and enhance early product versions with you, and aim to release an MVP early on



Custom

Not sure what you need exactly? We can help you figure out

Contact Us

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Need more than our standard

team allocations? Let us know

what makes most sense for you

what you're looking for.

Contact Us Page Desktop

About Us Page

Startup Labs

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Our Values

Why get excited about joining the Startup Labs team?

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Business Analyst Toronto Ontario, Canada | Posted October 20, 2022

Project Manager Toronto Ontario, Canada | Posted October 20, 2022

Startup Labs

Suite 1400 18 King Street East Toronto, Ontario MSC 104

Open Roles

Our Story

Desktop

| Contact Informatio | | How Can We Help? |
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| helio@startuplabs.cc | | Tell us briefly about you and your needs and we'll get back to schedule a free consultation call. If |
| TOLLINE | | ou prefer, you can book a meeting instead. |
| 1-833-966-7788 | | TULL NAME |
| PHONE NUMBER | | |
| 1-289-966-7788 | | COMPANY NAME |
| OFFICE ADDRESS | | |
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Startup Labs Contact Us

Our Story

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Open Roles

Startup Labs

Suite 1400 18 King Street East Toronto, Ontario M5C 1C4

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Our Values

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Our Team

Careers

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Business Analyst Toronto Ontario, Canada | Posted October 20, 2022

Connect With Us

+1 289-966-7788 +1 833-966-7788

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Project Manager Toronto Ontario, Canada | Posted October 20, 2022

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Our Team

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Pricing Who We Are FAQ's Contact Us

Mobile

Startup Labs Ξ How Can We Help? fell us briefly about you and your need and we'll get back to schedule a free consultation call. If you prefer, you can book a meeting instead. Send Message Contact Inform



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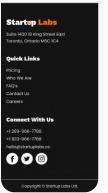




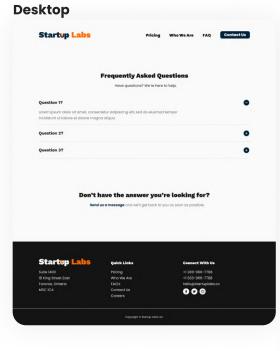


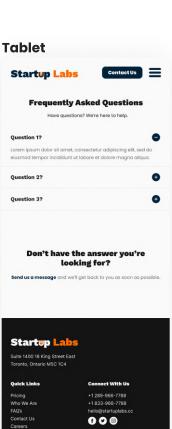


Project Manager Teronto Ontario, Canada | Posted 10/20/22









Mobile = Startup Labs **Frequently Asked Questions** Have questions? We're here to help. Question 1? 0 Lorem ipsum dolor sit amet, consecteu adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna Question 2? Ð 0





Thanks for scrolling!

If you have any feedback, want to collaborate or just say hello, don't hesitate to <u>send me a message</u> :)