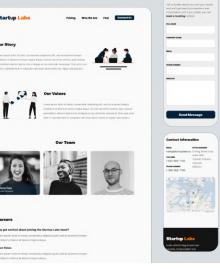
Startup Labs

Digital Agency UI Website Redesign



Startup Labs Ltd.







=

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.

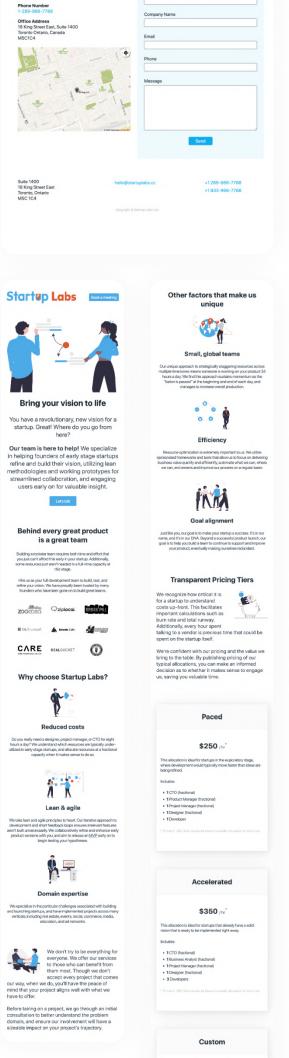
Startup Labs

Drop us a line

Email

Toll Fre





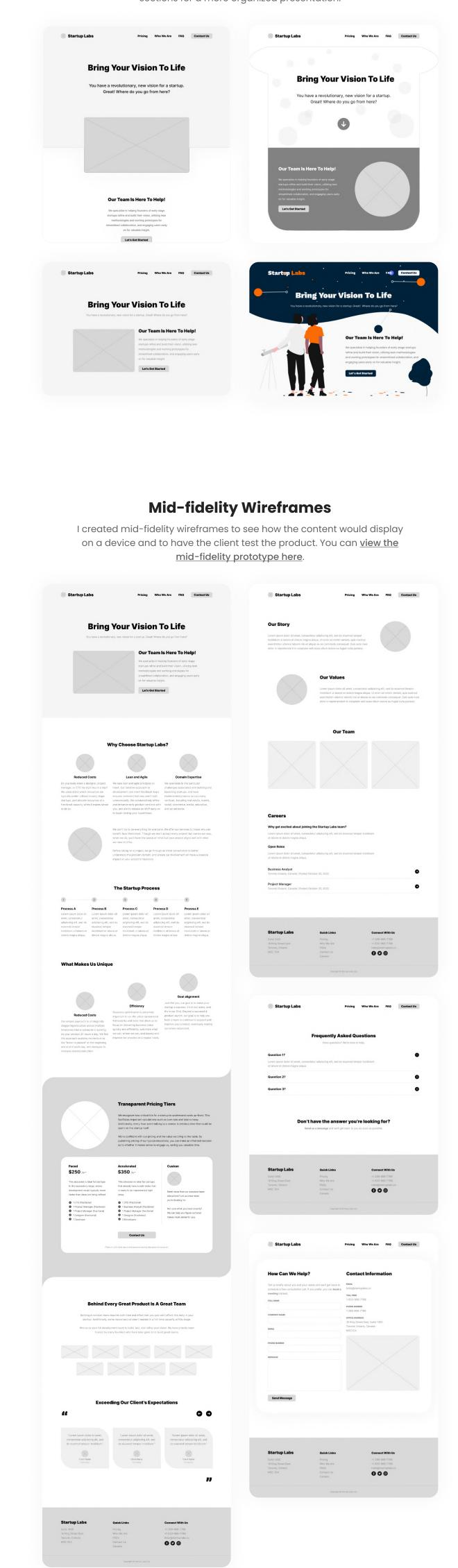
Not sure what you need exactly? We what makes most sense for you.

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.

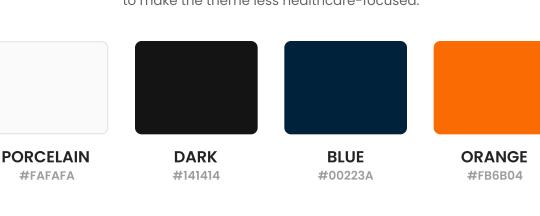
Ideation

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

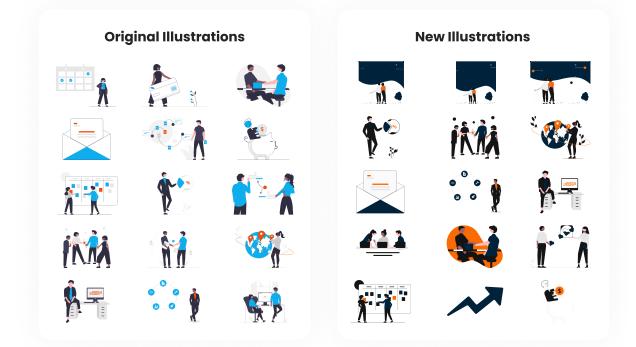
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

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



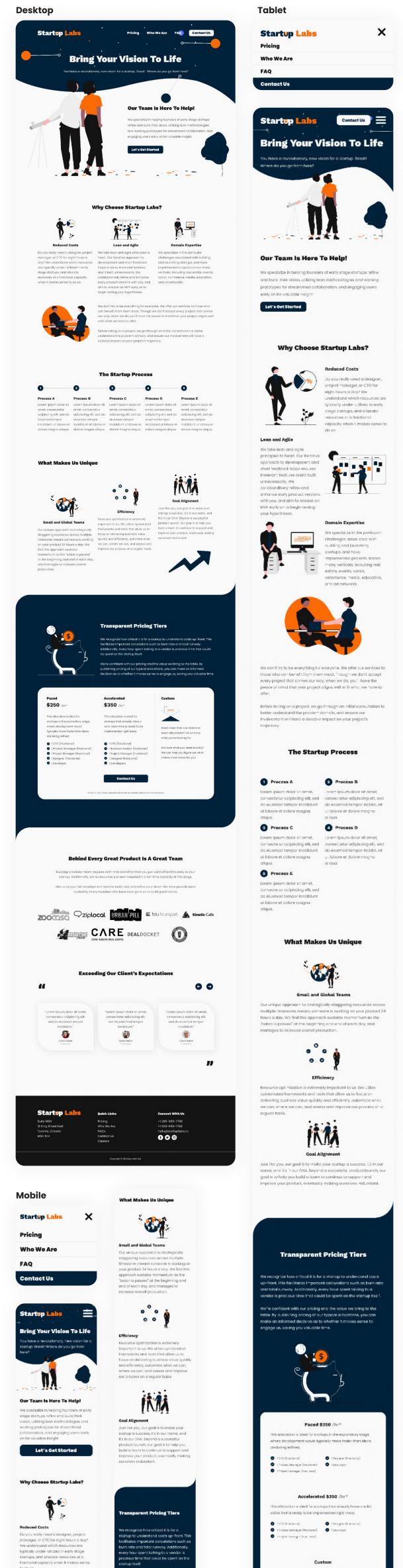
Final Design

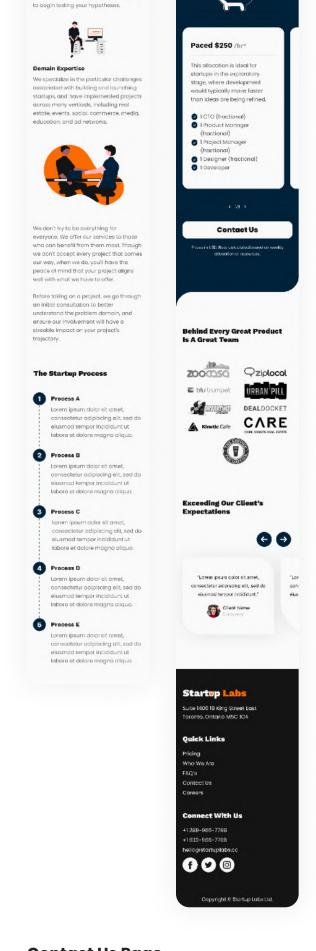
Startup Labs' final design resulted in a responsive 4-page website. Colours, illustrations, and typography were changed to give the site a more fun/startup-like feel. The content was laid out in a dynamic way to engage visitors to explore the website further and urge them to contact the company.

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.

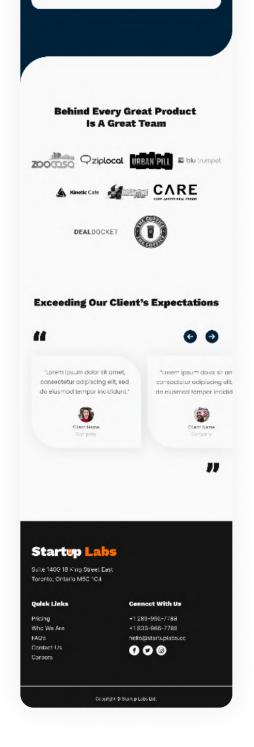
to do so.

Lean and Agile

1

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

Priors in USD Both policy liched housed on wankly all applies of resources

-

-

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

35

Our Values

Why get excited about joining the Startup Labs team?

Lorem ipsum dolor sit arnet, consectetur adip incididunt ut labore et dolore magna aliqua.

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?
contact mormatio		now can we neep:
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		
18 King Street East, Suite 1400 Toronto Ontario, Canada		
M5C1C4		IMAIL
Map Satellos	arde In Contractor	
Rath Street Areaser	antes Q 🛛 🧿	PHONE NUMBER
	Lener gran	
	Annual Providence	MESSAGE
Bertagene	Annual Providence	MESSAGE
Rectance Rectance	Annual Providence	WILLOU
Rectance Rectance		455464
Deserver Deserv	A d ne y	MESTADE
An and a second	A reaction of the second secon	KSLAK
Deserver Deserv	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	Sand Massage
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
Anterior Anteri	A reaction of the second secon	
		Send Message
Startup Labos Bog Start Iat	Carlos Links Parks Links Parks Links	Send Message Cennect With Us +1 208-908-7708 +1 208-908-7708
Startup Labs 004 H0	Carlos Labas Parcia	Send Message Censect With U+ 1 285-001-778







Startup Labs Contact Us

Our Story

Lorem (psum dolor sit armet, consectetur adiplicaing elit, sed do elusmod tempor inclaidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullarmo laboris nisi ut adiquip en commodo consequt. Dius aute irum dolor in reprehenderit in voluptate velit esse alitum dolore eu fugiot nulla

.

pariatur.

Open Roles

Startup Labs

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

uick Links

cing no We Are D's ntact Us reers

Our Values

Lorem ipsum dolor at amet, consectetur adipiscing elit, sed do elusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamoo laboris ali ut aliquipe es commado consequit. Dius aute inve dolor in reprehendenti in voluptate velit esse cillum dolore eu fugiat nulla evicine.

Our Team

Careers

Why get excited about joining the Startup Labs team? Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmad tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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

Connect With Us

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

000

Ð

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

11

Tablet

Pricing Who We Are FAQ Contact Us

ner, consectetur adipiscing ein, sed do eluarnoa tempor olore magna aliqua. Ut enim ad minim veniam, quis nostru oris nisi ut aliquip ex ea commodo consequat. Duis aute in

30

0

0

+1 289-966-7788 +1 833-966-7788 hello@startuplabs.cc

orem iguan doto sit anex, consecteiur adpiscing elit, sed do elamond tempor ciclicutar ul tabore et disione magna algua. Ut arien ad eneire venam, qua notival exectation ul utabore latorin niu al ratigo e es commodo conseguit. Deia auté hure por la registraction i targuita suit au

Our Team

iscing elit, sed do elu

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



ation









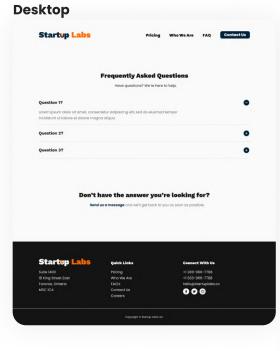


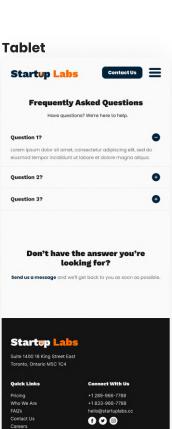


Project Manager Teronto Ontario, Canada | Posted 10/20/22









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> :)