MIS3506: User Experience Design

Project 2: Designing a User-Centric Website for Your Startup

**Description:**

In this project, you will embark on an entrepreneurial journey by conceptualizing and creating a company from scratch. The core focus of this project is to design and develop a professional website that not only represents their startup venture but also **prioritizes user experience.**

**Guidelines:**

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| * **Company Concept:** Students must brainstorm and develop a unique business idea. This could range from a product-based startup to a service-oriented company. |  |
| * **Market Analysis:** Conduct thorough market research to understand the target audience, competitors, and industry trends relevant to their chosen business niche. |  |
| * **Brand Identity:** Create a compelling brand identity including company name, logo, color scheme, and overall visual aesthetics. |  |
| * **User Persona Development:** Define primary user personas based on market research findings. Design the website with these personas in mind, ensuring their needs, preferences, and pain points are addressed effectively. |  |
| * **User Journey Mapping**: Map out the ideal user journey through the website, identifying key touchpoints and interactions. Design intuitive navigation and user flows to guide visitors seamlessly through the site. |  |
| * **Wireframing and Prototyping**: Develop wireframes and interactive prototypes to visualize the website's layout, content hierarchy, and functionality. Iterate on designs based on feedback and usability testing. |  |
| * **Accessibility:** Ensure the website is accessible to users of all abilities by adhering to web accessibility standards (WCAG). |  |
| * **Content Strategy:** Develop a comprehensive content strategy that aligns with the target audience's needs and preferences. Create clear, concise, and engaging content that communicates the company's value proposition effectively. |  |
| * **Visual Design:** Apply principles of visual design to create a visually appealing and cohesive website. Use typography, imagery, and color effectively to enhance the user experience and reinforce the brand identity. |  |
| * **Technical Implementation:** Utilize Figma to build your website prototype |  |
| * **Testing and Iteration:** Conduct usability testing with target users to gather feedback on the website's usability, accessibility, and overall user experience. Iterate on the design based on user feedback and testing results. |  |
| * **Presentation:** Prepare a professional presentation showcasing the company concept, user experience design process, and rationale behind design decisions. |  |
| * **Reflection:** Reflect on the journey, highlighting challenges faced, lessons learned, and potential future directions for the startup. |  |

**Outcome:**

By the end of this project, students will have gained valuable entrepreneurial skills, hands-on experience in user-centered web design and development, and a polished prototype, ready to launch their startup venture into the digital world.