/// metasharks

Analytics, design and digital solutions development

We create web and mobile apps for large and medium-sized businesses

Click

Together with the client we created a new corporate identity and website design for the service to search for missing things, loved ones and pets.

Brief

The client wanted to refine their current site to incorporate new trends and standards. After analysis, we suggested a complete redesign of the corporate identity and even changed the name of the service.
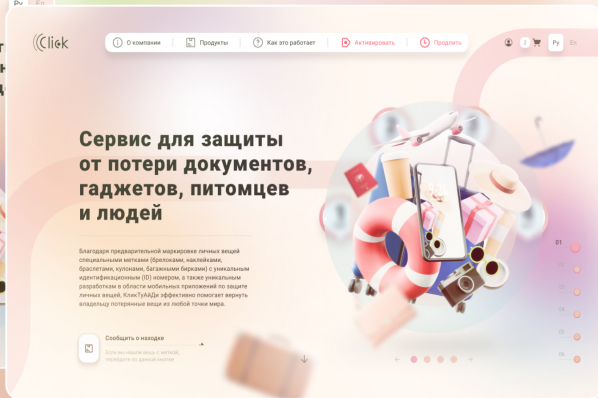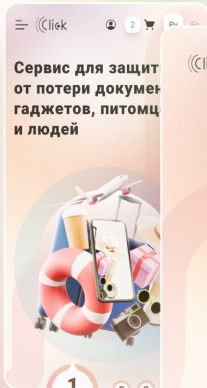
We conducted a user scenario audit and developed design prototypes for the desktop and mobile versions of the site based on this data.

Key tasks:

- To increase brand awareness and improve website traffic
- To structure and make an intuitive interface
- To bring all the pages of the site into a unified style to develop a more modern and attractive design
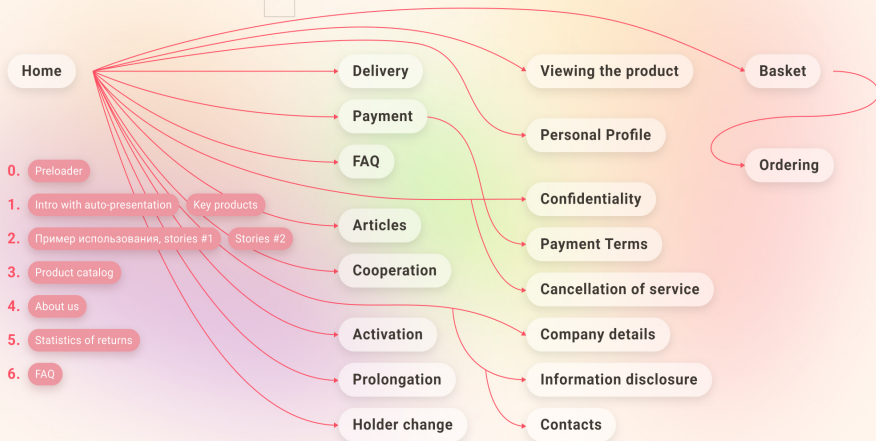- To develop a mobile version of the site for phones and tablets

Customer:

CLICK2ID provides in the marketplace an innovative service for customer support when your personal belongings, loved ones, or pets are lost.
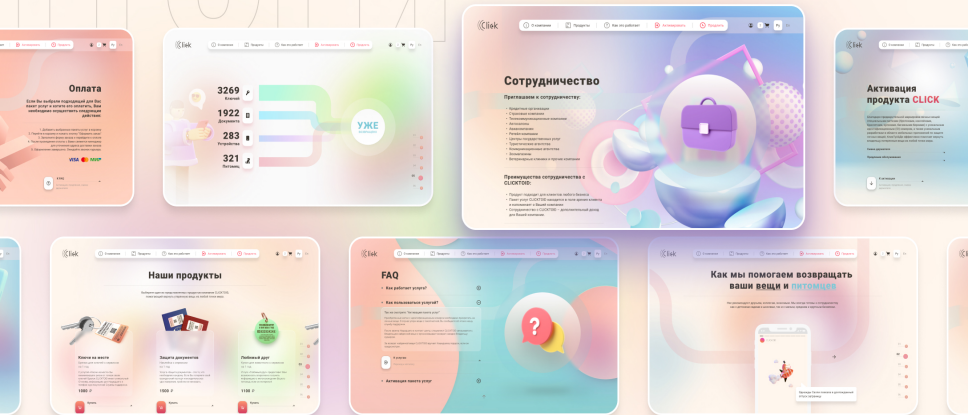
Project details:

When designing the project, the visual style was chosen to be light in color with pastel tones. Key moments are highlighted with animations and brighter colors. The service use case was placed on the main page with animated explanations. Based on the audit of the user scenario, a clickable prototype was developed.

Project IA

А проекта

Home

- Delivery
- Payment
- FAQ
- Articles
- Cooperation
- Activation
- Prolongation
- Holder change

- Viewing the product
- Personal Profile
- Confidentiality
- Payment Terms
- Cancellation of service
- Company details
- Information disclosure
- Contacts

- Basket
- Ordering

0. Preloader
1. Intro with auto-presentation   Key products
2. Пример использования, stories #1   Stories #2
3. Product catalog
4. About us
5. Statistics of returns
6. FAQ

Results

Performance summary:

Templates for key and secondary pages were developed to maintain the overall style. The key pages used fuzzy gradients with transition animations. For secondary pages, a clean and light template was chosen to emphasize textual content.

Thank you for attention

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