Rotate your phone for a better experience/view

GRID DESIGN
by squareboat

The Better India

The Better India is the world's largest digital media platform that focuses on positive stories.

Work we did.

RESPONSIVE WEBSITE

Tools we used.

ADOBE XD

ADOBE PHOTOSHOP

FIGMA

Overview.

The Better India is the world's largest positive & solutions-based content driven impact platform.

They tell stories of change, inspiration, courage, resilience, hope, kindness, compassion, innovation, initiative, sustainability, progress, social good, small businesses, renewable energy, green technologies, and much more.

The Better India creates on-ground impact by turning inspiration into impact and influencing millions of Indians to be a part of the change in the country.

With objective reporting and a focus on solutions, The Better India supports various causes, helps unsung heroes and small initiatives scale-up, and positively impacts everything around us.

THE OPPORTUNITY.

How might we enhance the user experience of existing website while leveraging brand identity.

DESIGN RESEARCH

Qualitative research was conducted to understand why and how decisions were taken

Ten individuals were interviewed one at a time, they were of different age groups and are coming from different job profiles.

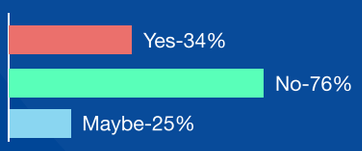
- What is your first impression of the current website?
- What do you feel while using and navigating the current website?
- Have you faced any situation where you felt stuck?
- What does the current website make you feel about the brand “The Better India”?
- Do you find the right type of articles that you are looking for in a particular category?
- Would you recommend this brand to other people?

Outcome

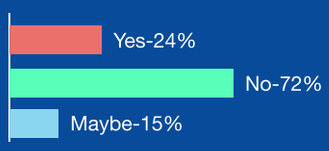
By conducting the above research we are able to understand that there is a lot of improvement that is required to enhance the user experience and that will eventually increase the brand ideneting and brand trust.

Quantitative research was conducted to assess data and generalize findings to a larger population

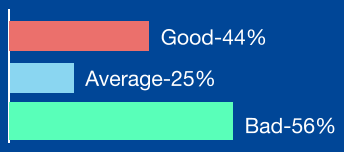
Do you want to revisit the website again?



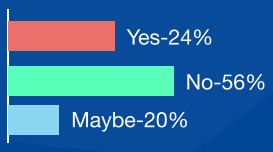
Will you share the website with you family and friends?



What was your experience while using the website?



Do you able to see relevant post in the website?



User persona were created to empathize with the end users

Tashi Mehra

Teacher

36 years old

Pune, India

"In this world full of negativity, I don't want to wake up and feed my brain with negativity. I want to see positive, happy stories."

Personality

Observant

Knowledge - seeker

Tech-Friendly

Motivation

From childhood Tashi was always inclined towards information gathering, trying to know about the world and new happenings as much as he could and share it with his family and friends. He transformed his hobby as his profession also. He wants to know about the untold stories of today's india.

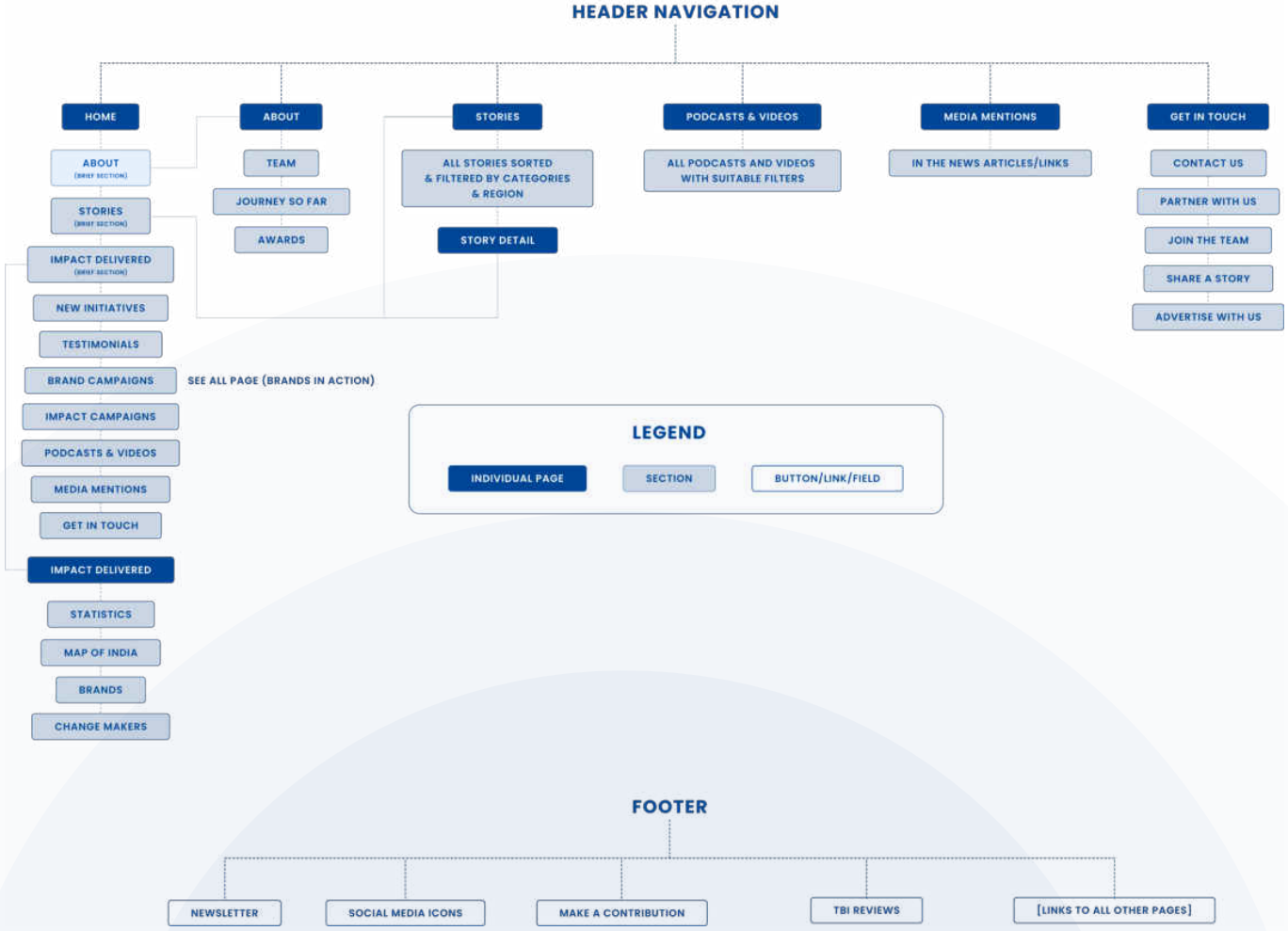
Goals

- Want to know about the latest untold stories of India which are breaking stereotypes.
- Find a platform that primarily focuses on positive news and stories that inspire him.

Pain Point

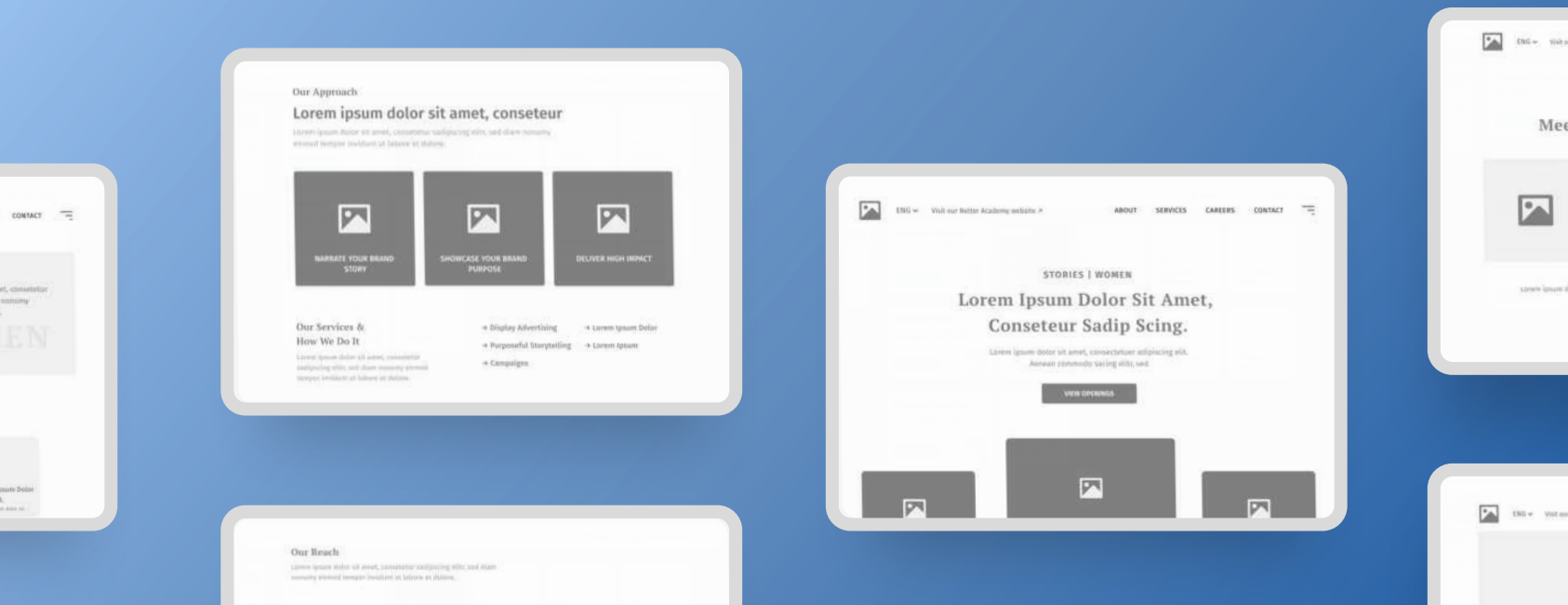
- Not many platforms with unbiased news
- Platform with only positive stories from India
- Stories which are full of life and courage, which inspire him, are not available on one platform.

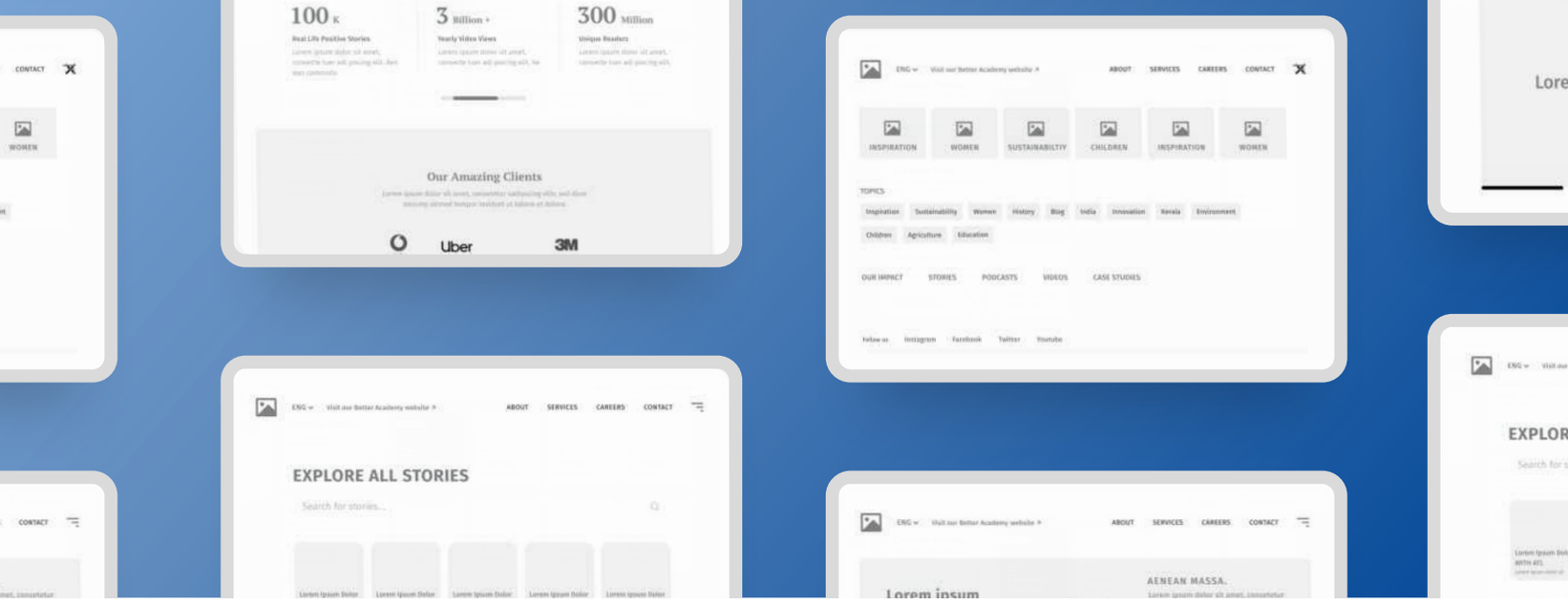
We created **information architecture** to build the content structure and facilitate seamless navigation



WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow





DESIGN SYSTEM

Typography and **colors** used

Fira Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular Medium

PT Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular Medium **Bold**

	#014596	#62FEB9		
	#303036	#F4F9FF		

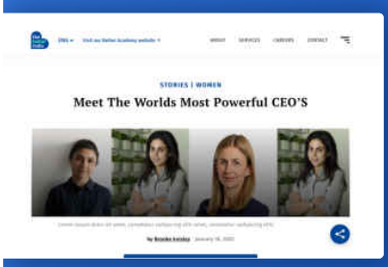
KEY FEATURES

Here are some of the **major features** listed

which we worked upon

Enriched Blog Page

- It consists of all details of all the team members in an organised way that makes finding the new user more efficient.
- An overlay card comes up with intensive details that is well organised and to the point when the user click on a particular employee.
- A well laid out filter and sorting set for quick refinement.



Contact Us Page

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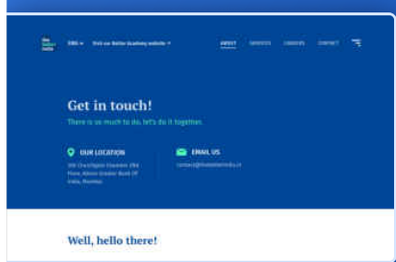

Clear Navigation

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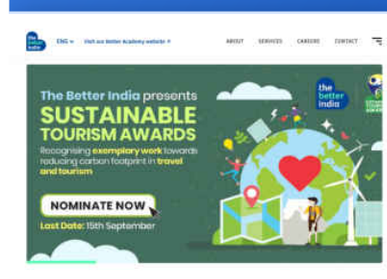
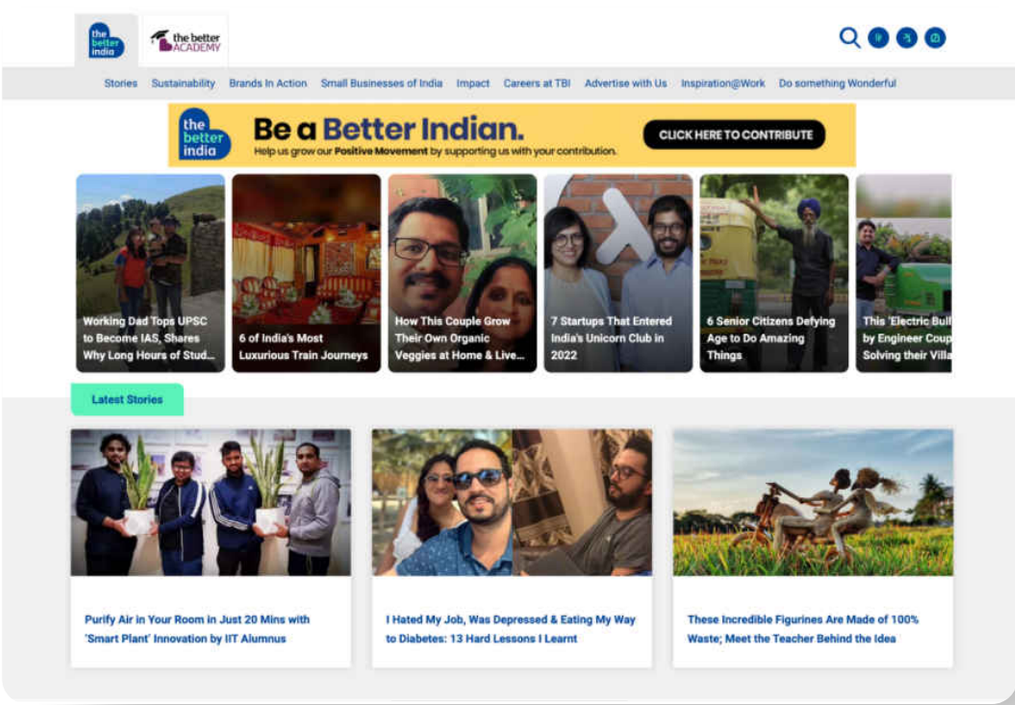


UI SCREENS

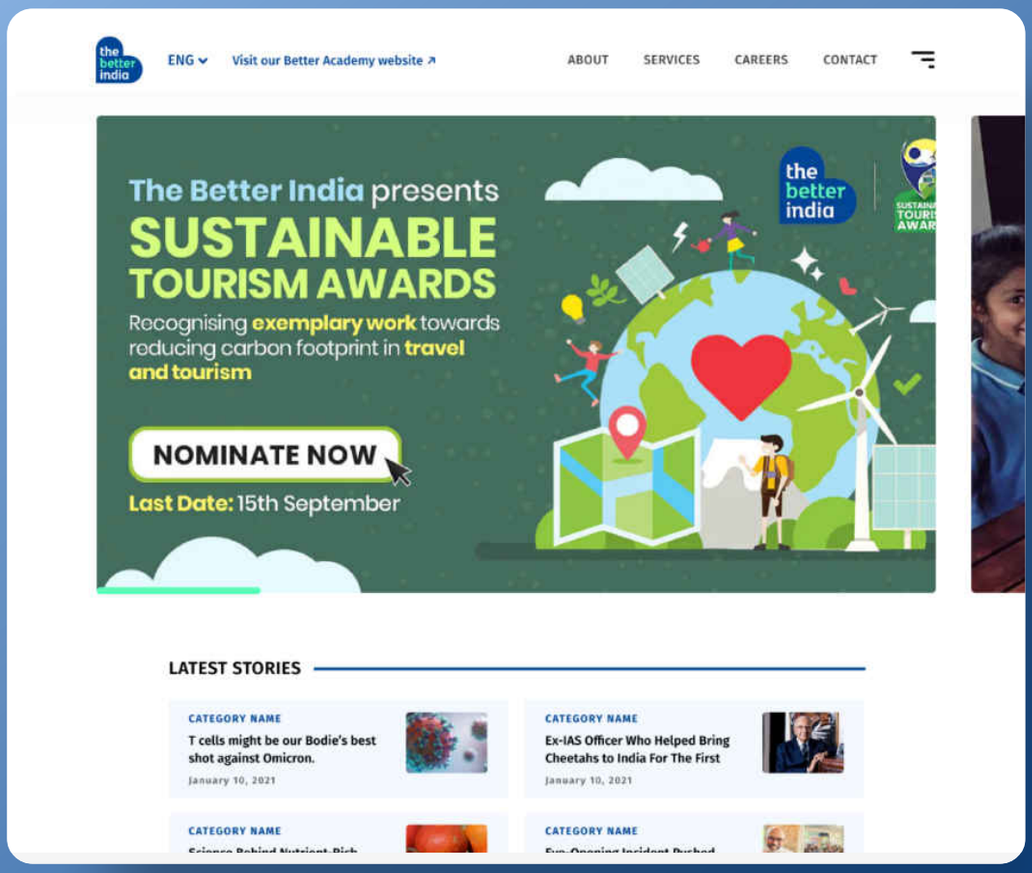
More clear and well-organized navigation makes it easier for users to navigate the website & achieve their goals

The older version of the website doesn't have a well organized, labelled navigation which behaved as a drawback as users were not able to navigate and see information which they want.



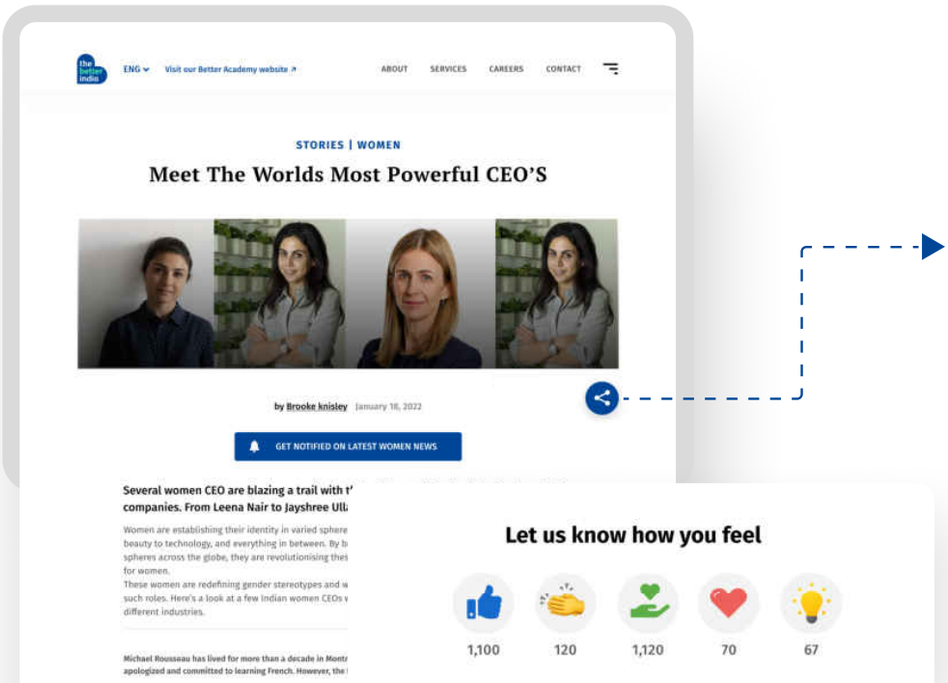
BEFORE

AFTER

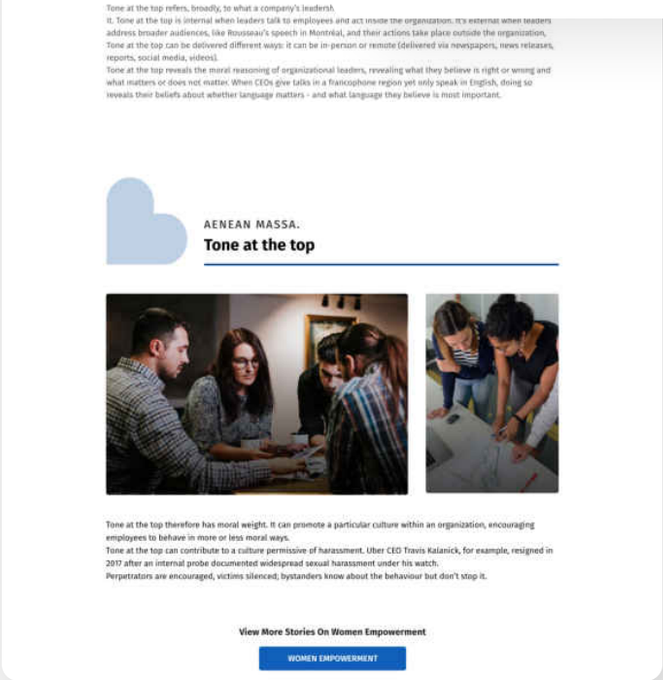


Enhanced blog experience & made it more engaging

Now the blog layout is more immersive, easier to scan and digest with more engagement.



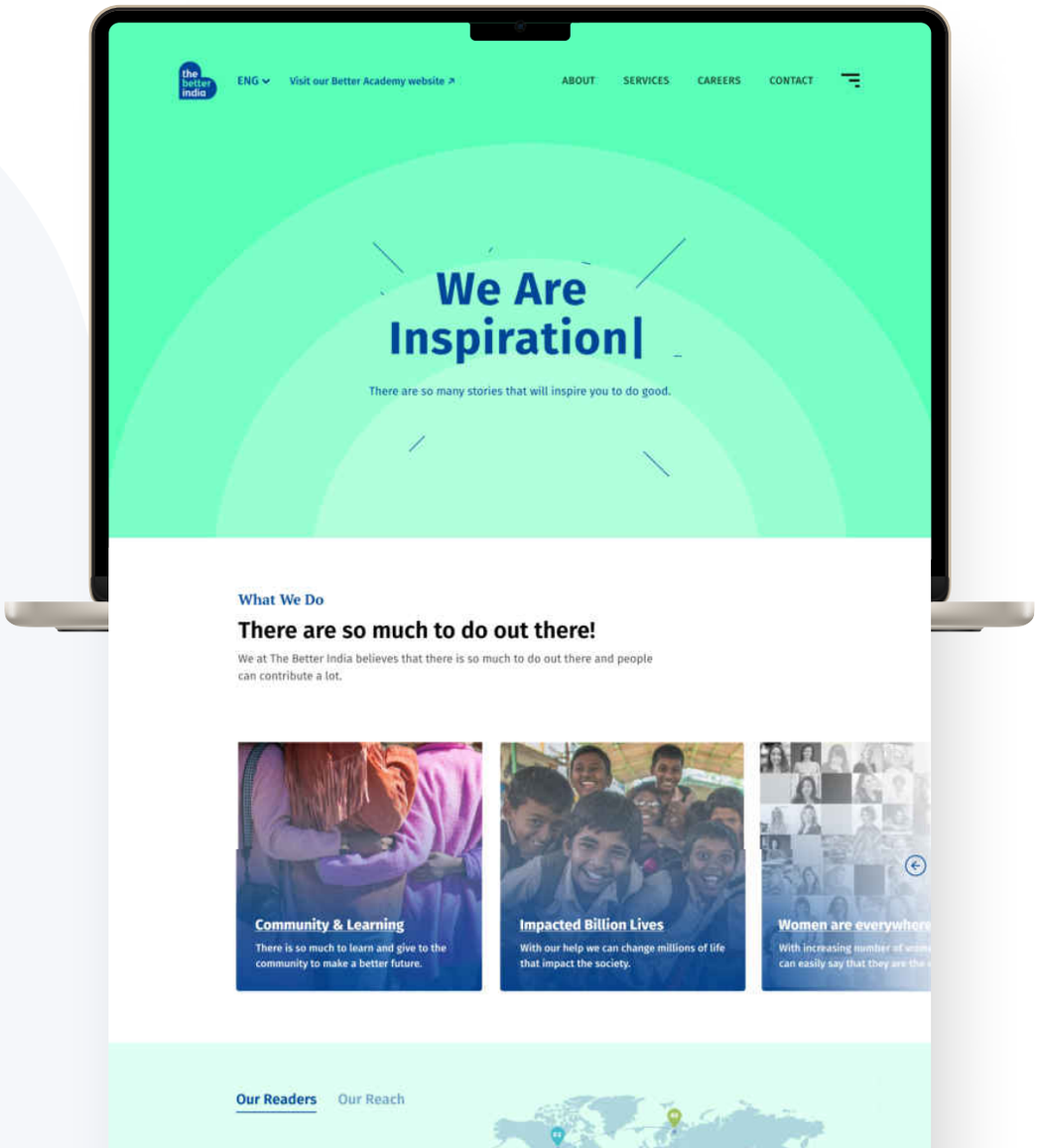
Sharing is now more prominent & clear on the screen.

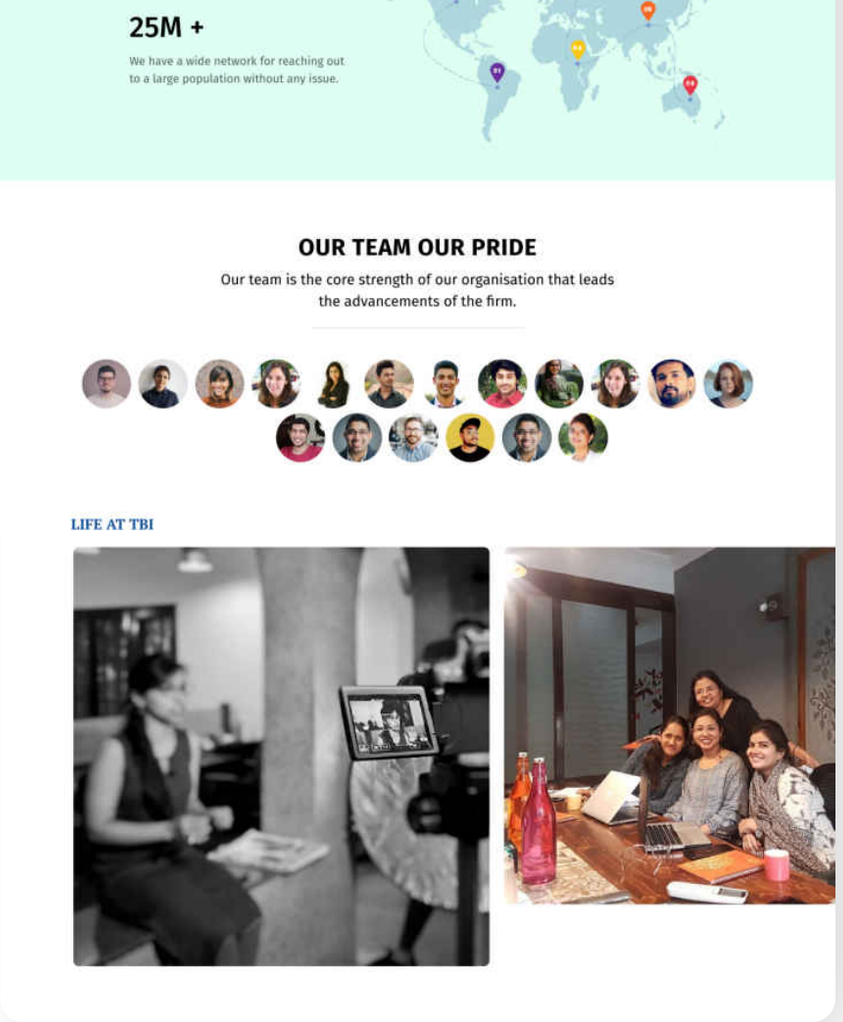


Users can give reactions on the blog which increases engagement.

About us page

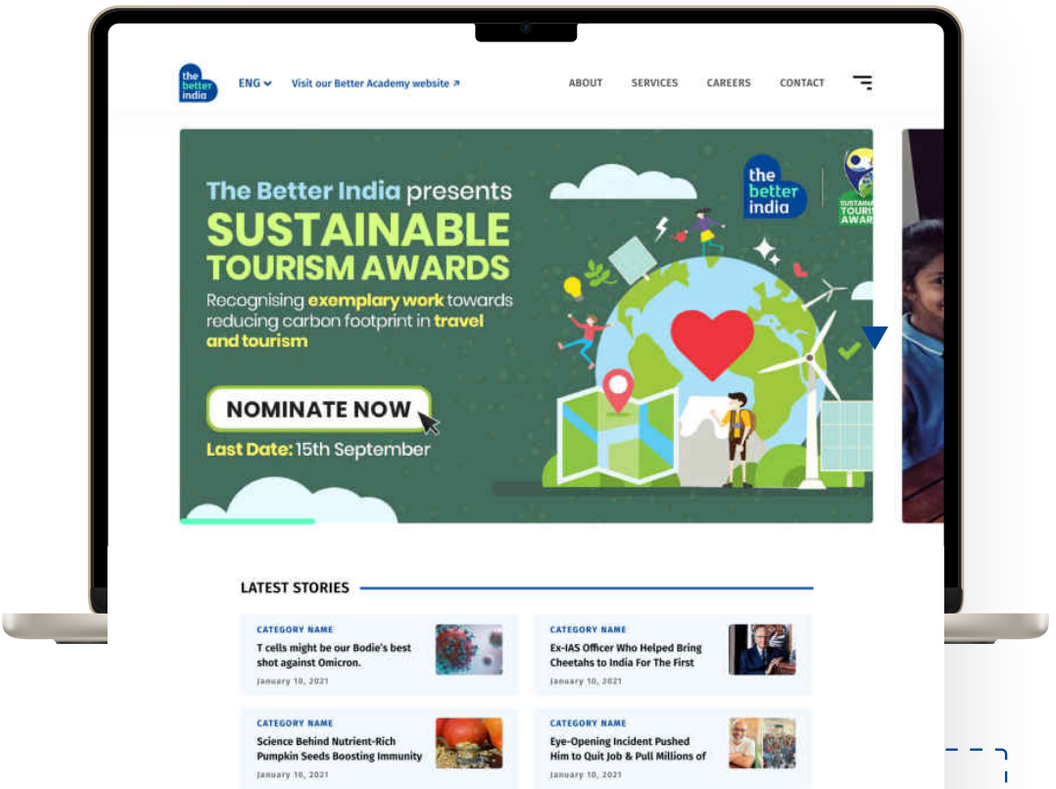
About us page is absolutely necessary so that a user can get to know about the company and establish a credibility.

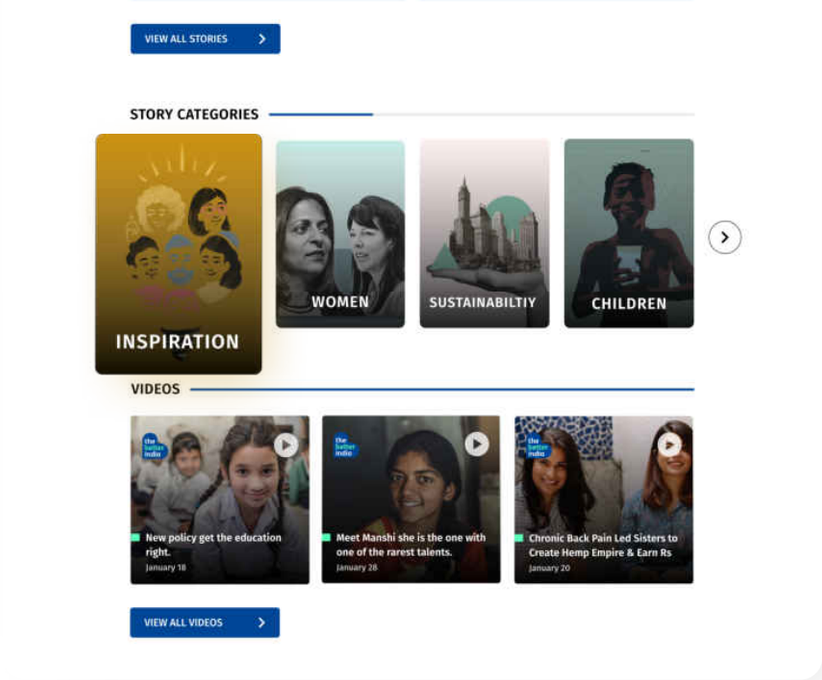




Homepage, which is more clear and aesthetically appealing

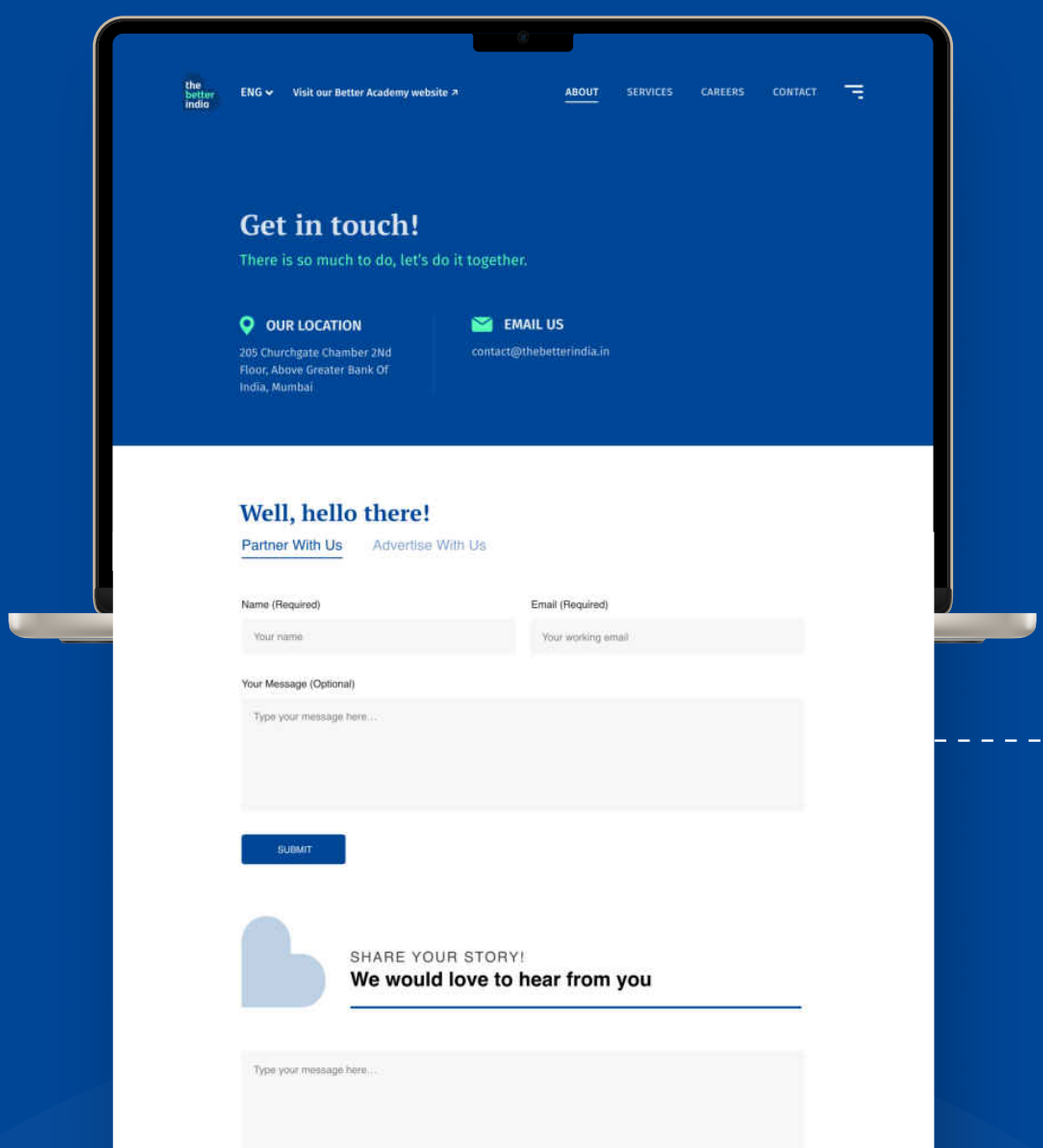
The previous design was obsolete and not aesthetically looking good.



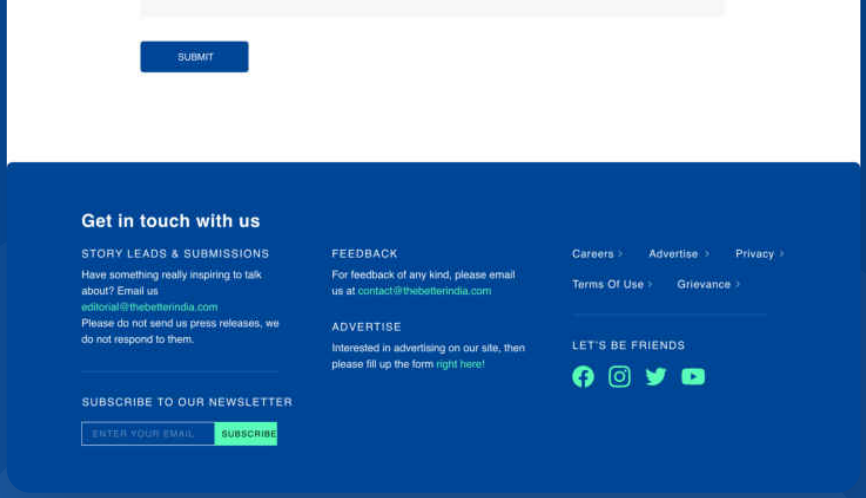


Latest stories section on homepage for easier conversion.

Contact us page with complete contact details and communication options



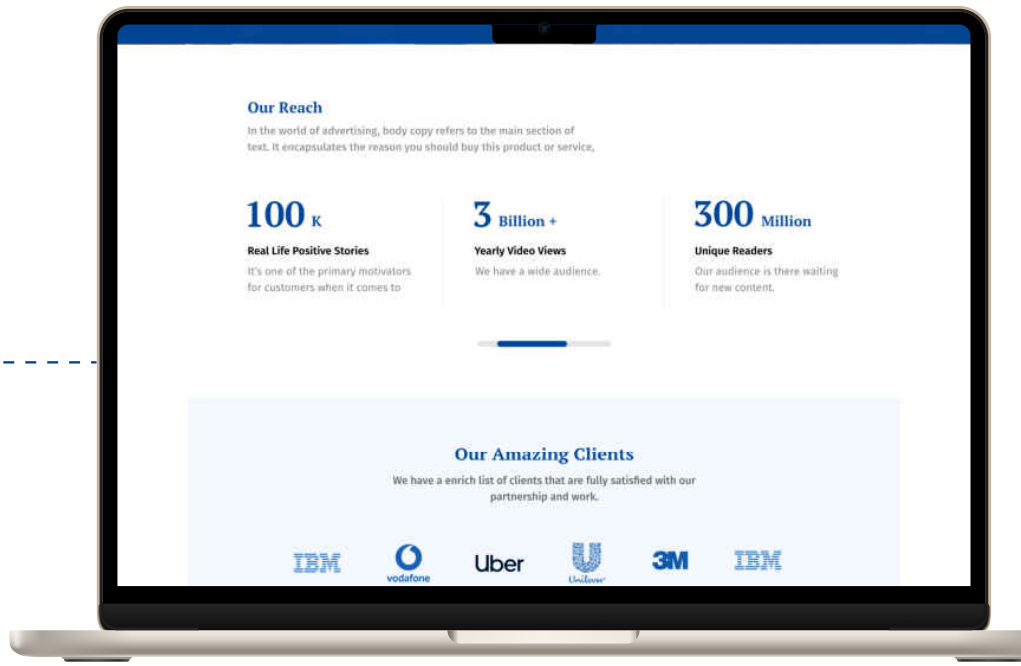
Form for enquiries, questions and connections.



Revamped the advertise with us page to create **strong impact**

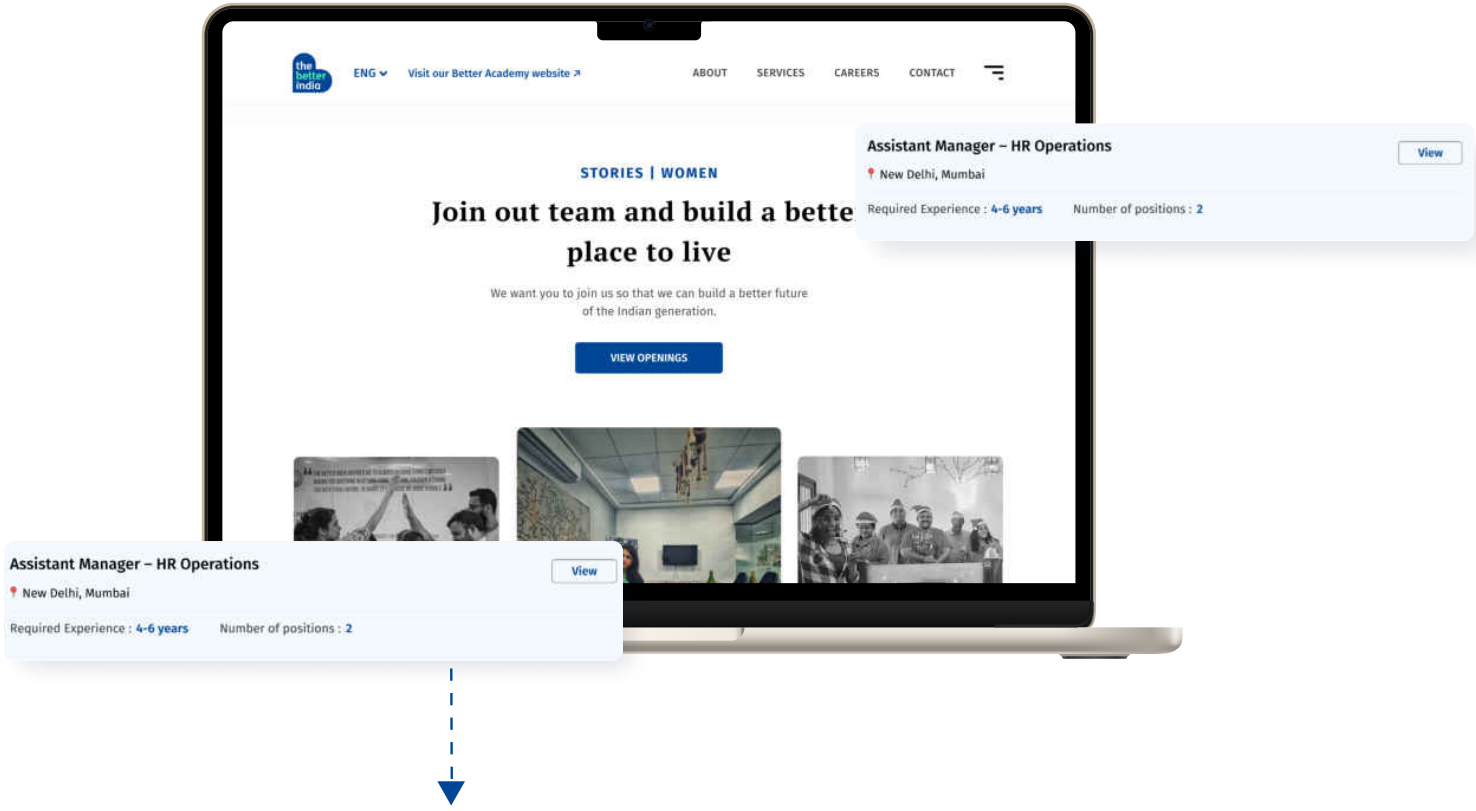
Advertise with us is the most valuable page on the website and it must show the impact of better statistics, insights and data.

Statistics and data are upfront and have a clear visual hierarchy for better scanning.



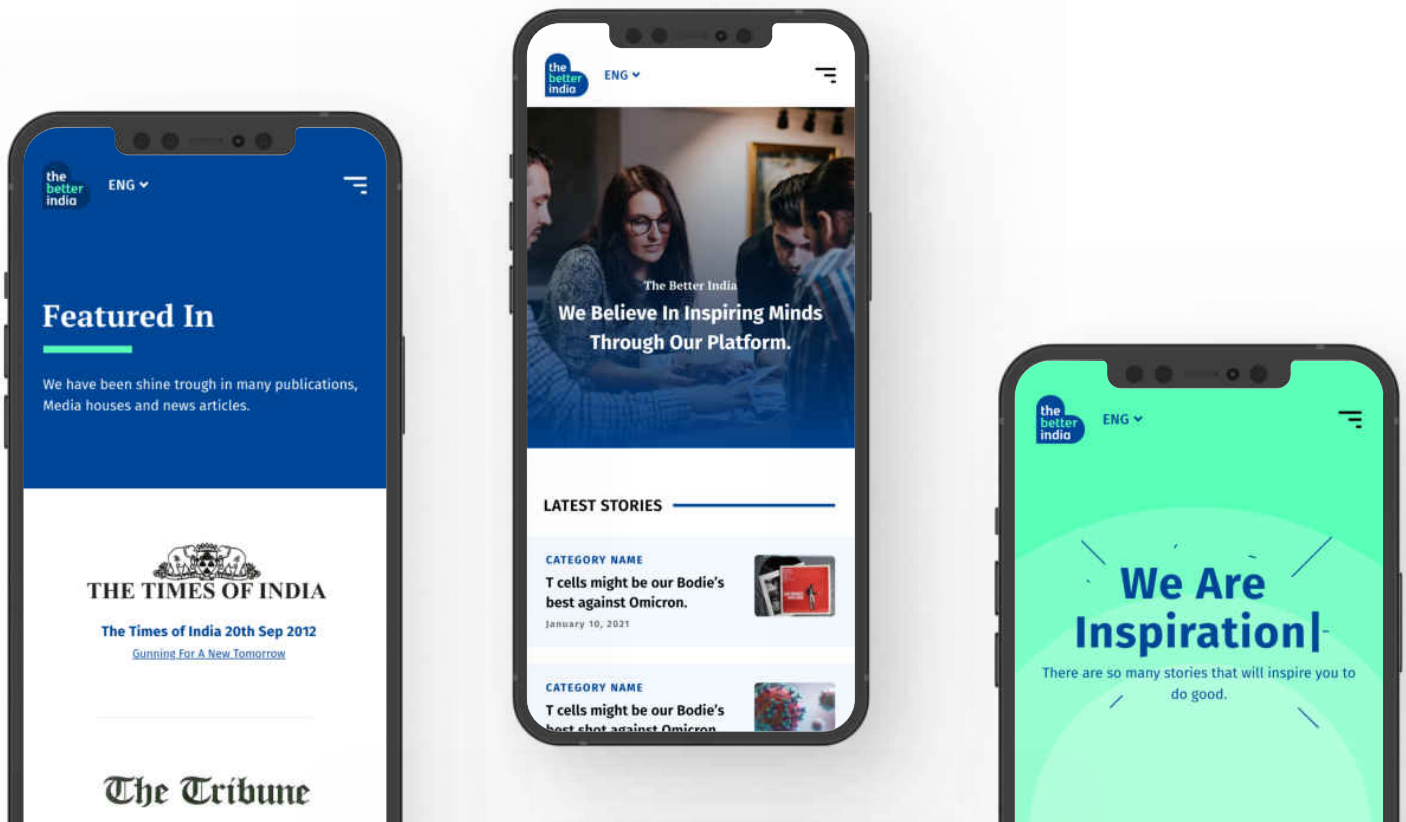
The career page needs some **UI overhaul**

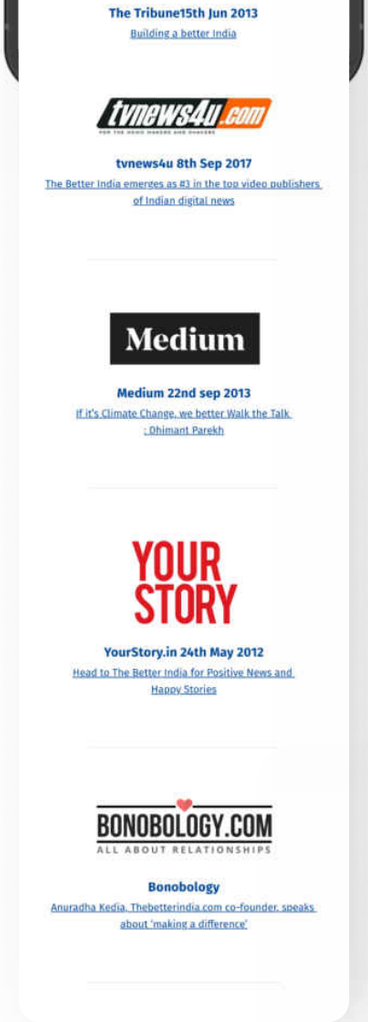
The career page lacks a human connection and trust which represents company culture and values.

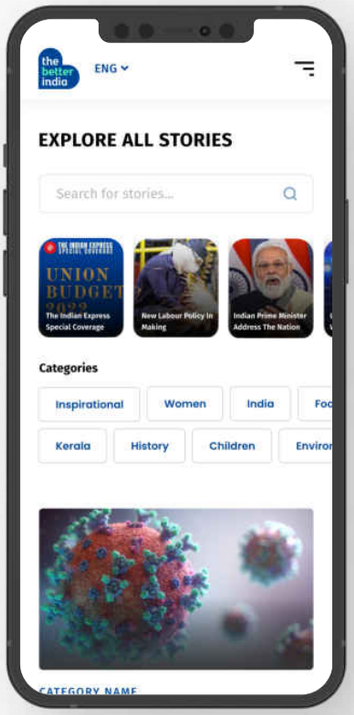


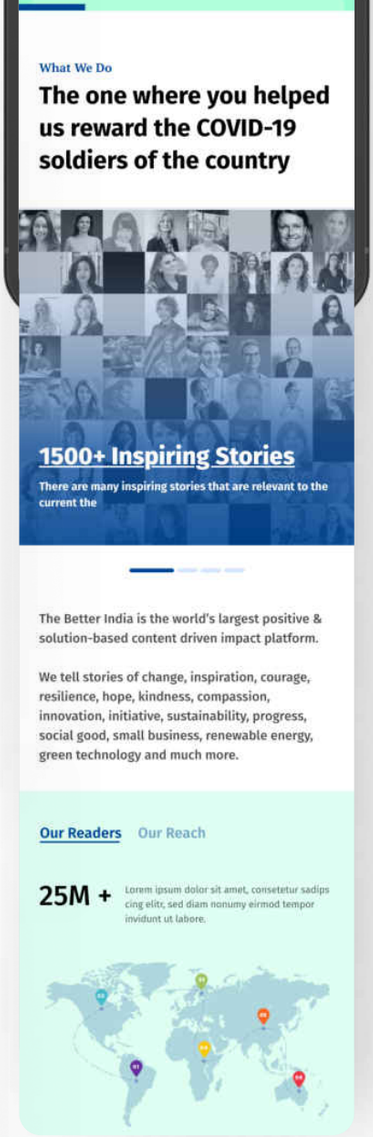
Revamped job listing card with the proper button.

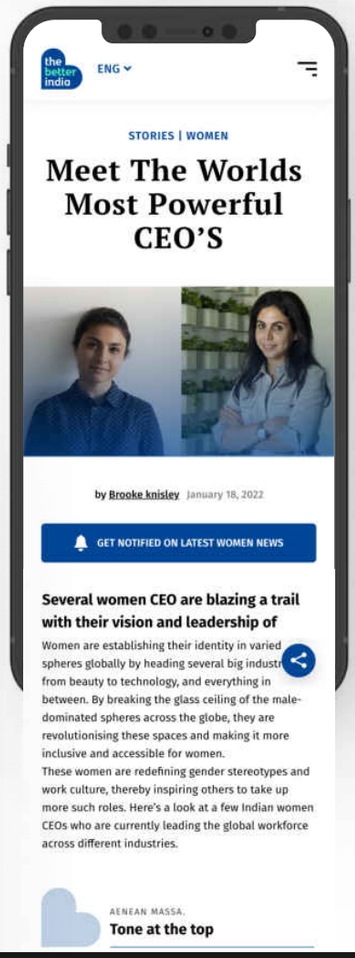
We have also built a **responsive UI** for the website keeping all in mind

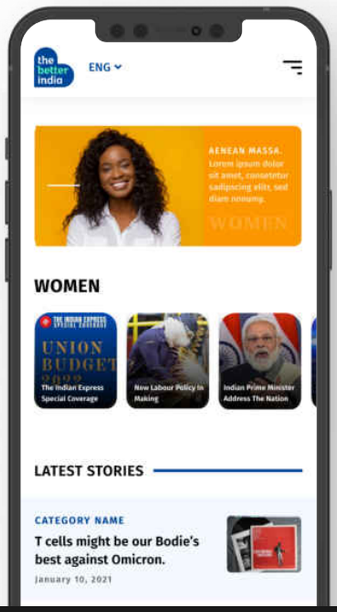


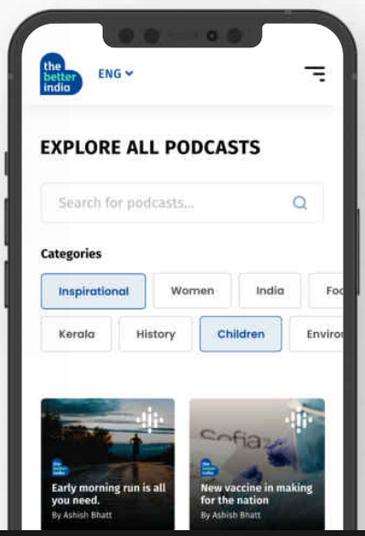












squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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GRID DESIGN by squareboat

We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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