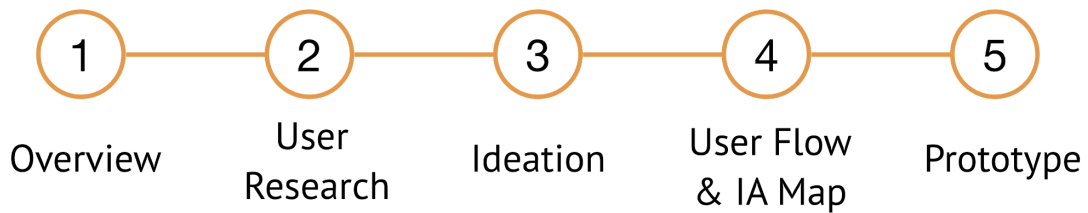




BLOQCUBE Website Redesign

An e-commercial blockchain-based clinical trial management system start-up.

Portfolio Chang Chun Chieh Ivan



Overview

Client BloqCube, a biotech start-up locates in New Jersey.

Time June-July, 2019

Position Social media marketing intern and website redesigner.

Question Statement How to create a user-friendly website for B2B customers to engage with the products?

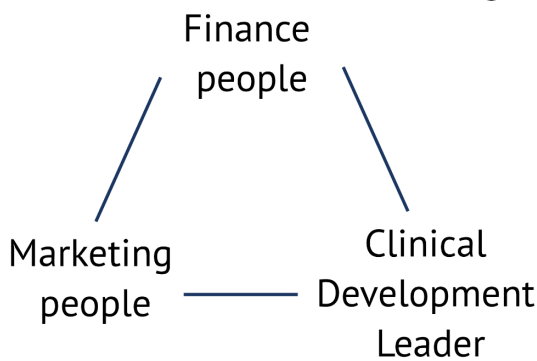
User Research

I interviewed 4 people, including a marketing professor, two graduates, and one undergraduate, by asking them to execute specific missions.

Pain Points

1. No obvious **call-to-action**.
2. No channel to **engage with the product**.
3. No **clear contact** and **product information**.
4. Poor **navigation bar** and **information arrangement**.

Target Audience



IN

Pharmaceuticals

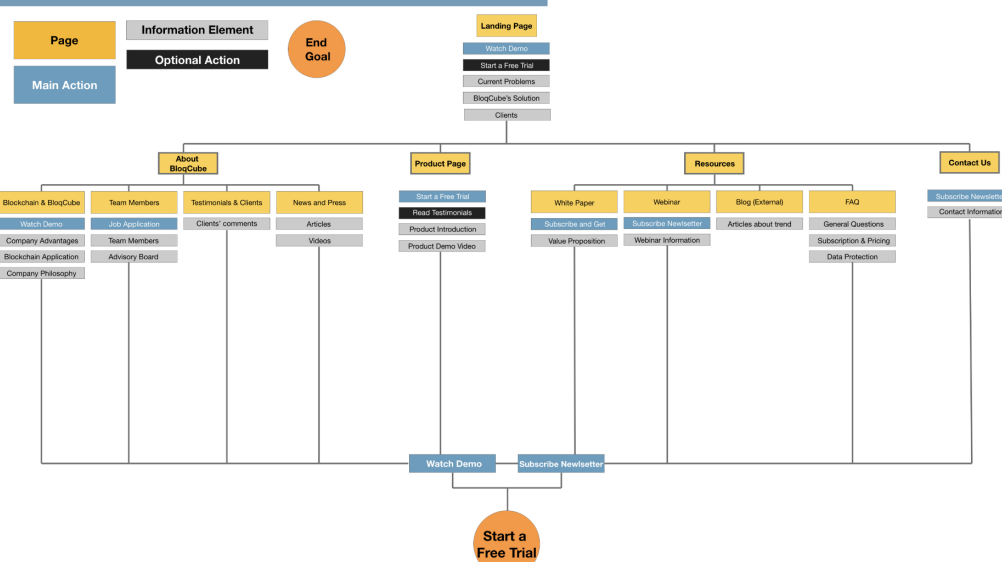
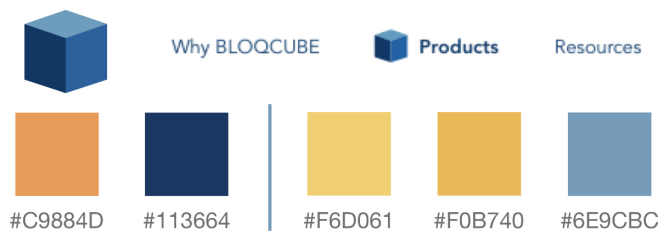


Institutions/Organizations



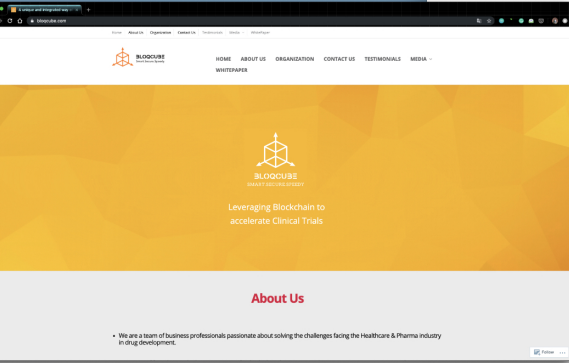
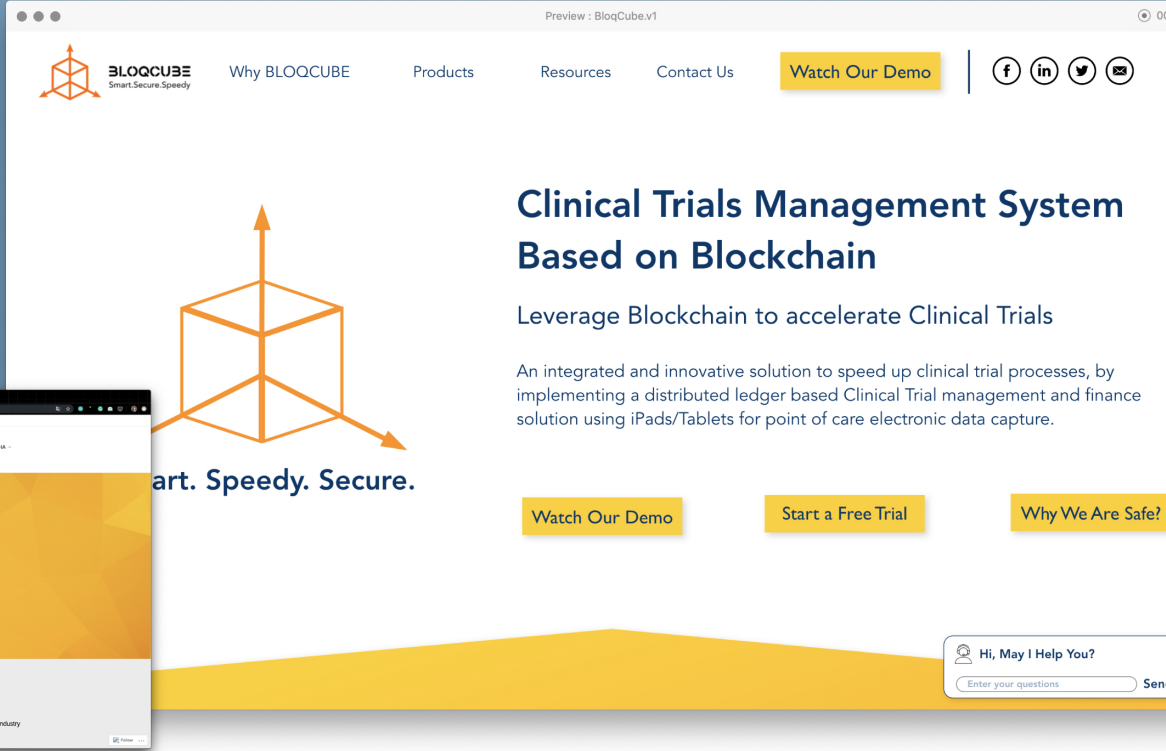
Ideation

After discussed with the CEO, we decided to make new website innovative, technological, clear, and concise. Based on this, we chose two main colors and three axillary colors as the brand color. And add some elements about “cube.”



User Flow & Information Architecture Map

Website Redesign Prototype



I made it have CLEAR

Call-to-action

For customers to access more information and to engage with BloqCube.

Navigation

Clear navigation bar guides customers to the information that they are looking for.

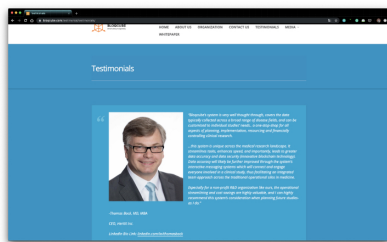
Message

Convey clear brand message allows customers how BloqCube works.

Contact

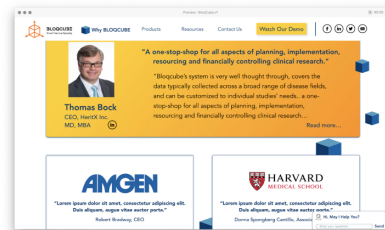
With social media and online chat robot, customers can reach BloqCube easily.

Current Website

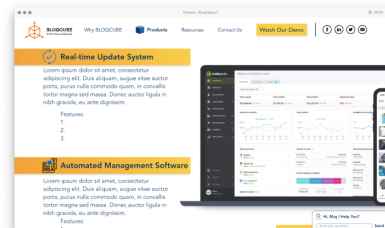
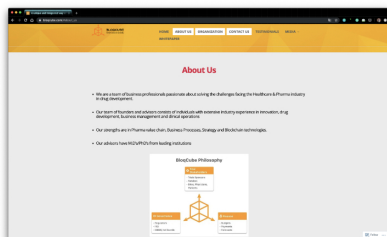


Testimonials

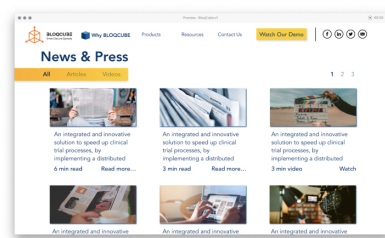
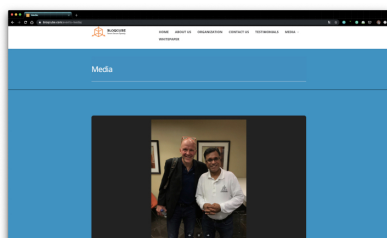
Redesign Website



Product Page

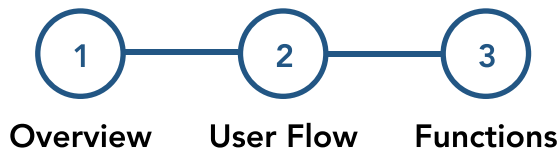


News





Financial Account & Fast Payment App Exercise
Chang Chun Chieh Ivan



Overview

Project Recap:

It is a self-initiative app design exercise that combines financial account and fast payment system. With consistent chosen color and font, I created a prototype with smooth user flow and user-friendly functions.

Color Palette

#023E73 #048ABF

#04B2D9 #D9A566 #FFFFFF

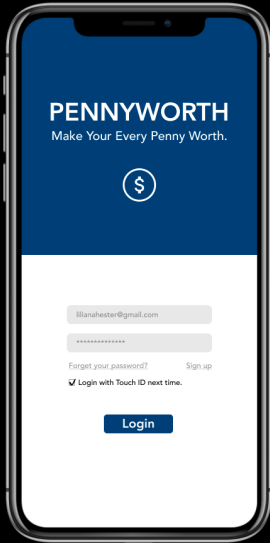
Font:

Avenir title, 40pt

Avenir subtitle & button, 20pt

Avenir context, 12pt

User Flow & Functions



Login
(Touch ID available)

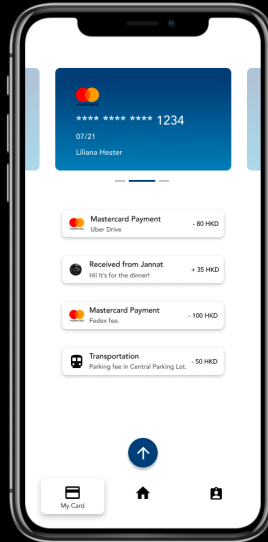


Show the weekly expense in graph and the individual record.

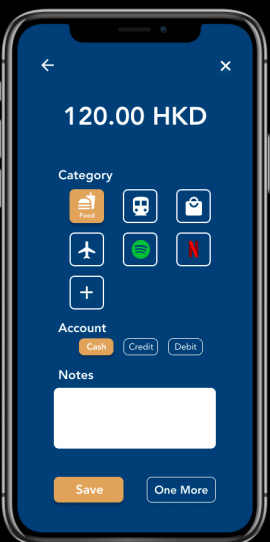
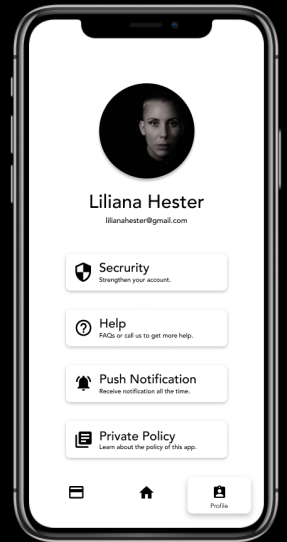
Add record.



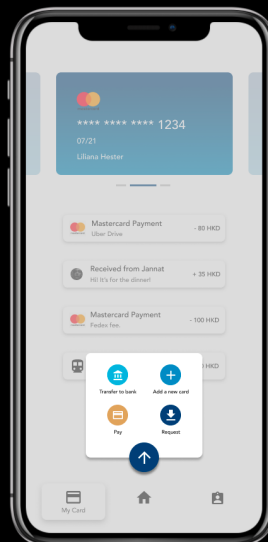
Manage credit cards.



Manage profile.



Button-style
- Reduces the time of filling record.



Fast Payment System
- Transfer to bank.
- Pay to friends.
- Receive payment from friends.