BIDIFY

RESEARCH UI UX DESIGN DEVELOPMENT

The online marketplace for NFT collectors

Bidify helps techno artists to upload and sell their craft through the platform. This helps them to get reach for their craft and earn money as well.

bidify NFT AUCTION MARKET

SCOPE OF WORK

Problem solving

Before designing, we agreed on what are the functionalities that the website will hold as well as keeping in mind the pro and cons of competitors in the market.

21% Artists donit get recognized for their work

19% People want to create collections of NFTs

42% Creators want to earn bitcoins in exchange to their arts.

36% People want to buy NFTs due to the surge of bitcoins

Research

We analysed the target audience, competitor services, their strengths and weaknesses, to understand what problems this projects may face.

Prototyping

After the research phase is done. We converted our findings into low fiedility wireframes and produced interactive prorotypes of the same.

Design

With a solid understanding after prototyping phase, we moved on to the visual part of the **BIDIFY** platform along with design system and second phase of hi-fi prototypes.

Iterations

After the visual designs are done, we test the UI and made a report of the results. In this phase, the main focus of this phase is to make the UI highly user friendly.

USER RESEARCH

Personas

We have surveyed over 10 to 15 people about their expeiernces related to the Interior designing and remodeling services available in the market, the problems they face, their opinions and how this pandemic has effected the experience.

Profile: Mrs. Allison Parker

BREIF

Job title: Housewife
Gender: Female
Age group: Adulthood
Family setting: Married with 2 kids
Hobby: Reading books, Making digital arts
Likes: Looking for art ispiration, learning new softwares

DEMOGRAPHICS

Income: $600 per month
Education: Graduate
Working hours: 6 hours
Goals: Earn money from her arts
Frustration: She earns a very low amount on selling her arts as compared to the work effort she has to do.
Personality: Introvert

FEELINGS

Values & Goals: Wants to sell her arts online
Worries: Has to visit different vendors to sell her products which leads to less income and much effort for the work.
Influences: This leads to wastage of her time while visiting different vendors.

OBJECTIONS

The cost of solution from different websites for different services shouldn't be more than the actual benefit incured.

Profile: Mr. Cameron Willson

BREIF

Job title: Businessman
Gender: Male
Age group: Adulthood
Family setting: Unmarried
Hobby: Listning podcasts, Collecting digital artifacts
Likes: Reading, Debate/Discussions, Visiting online art galleries

DEMOGRAPHICS

Income: $29,500 per month
Education: Bachelors, MBA
Working hours: 10 hours
Goals: Buy digital arts for his collection and earn bitcoin by selling arts
Frustration: No one stop solution for buying arts and selling arts
Personality: Extrovert

FEELINGS

Values & Goals: To buy digital arts for his collection
Worries: Has to visit different websites for buying collections and different for selling them.
Influences: This leads him to consult a middle-wire platform which results in low profits while selling the artifacts.

OBJECTIONS

The cost of solution from different websites for different services shouldn't be more than the actual benefit incured and there should be proper security protocols during the transactions.

PROJECT TIMELINE

Project process & timeline

The overall goal of this design process is to help us design the best product, processes, strategies for the overall concept and even to stick to a particular timeframe to deliver the product in a stipulated time.

DISCOVERY DESIGN PRESENTATION DEVELOPMENT

- RESEARCH | Idea & User research
- UX DESIGN | User persona, Empathy mapping, Information architechture
- UI DESIGN | Visual design, Prototyping
- CONTENT | Product presentation buildup
- HANDOFF | Packing developer artifacts & assets
- DEVELOPMENT | MVP Development
- TESTING | Beta Testing

APPLICATION ARCHITECHTURE

Information architechture

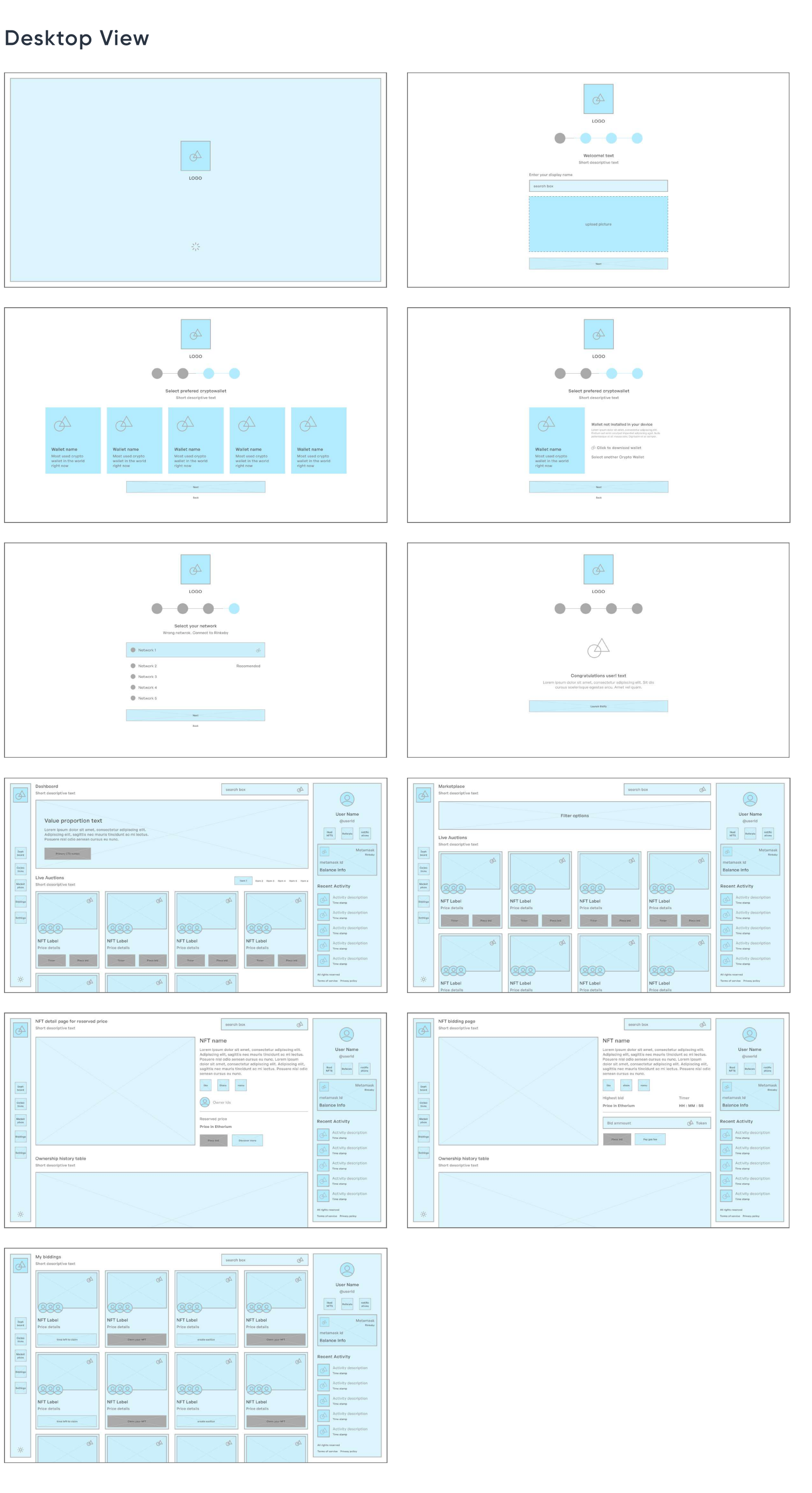
- DASHBOARD — Live auction lists — Trending artifacts — Why choose us
- MARKETPLACE — Live auction lists — Filter options — Sorting options — Bidding page — Reserved price page
- MY COLLECTIONS — My NFT — Create auction
- MY BIDDINGS — My bids — Claim NFTs

STRUCTURE

Wirefrmaes

Wireframes , also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of the web app.

Desktop View



DESIGN SYSTEM

Style guide

UI style guides are design and development tools that brings life to user interface and experience.

Typography

Aa

General Sans

Regular Medium **Semi Bold**

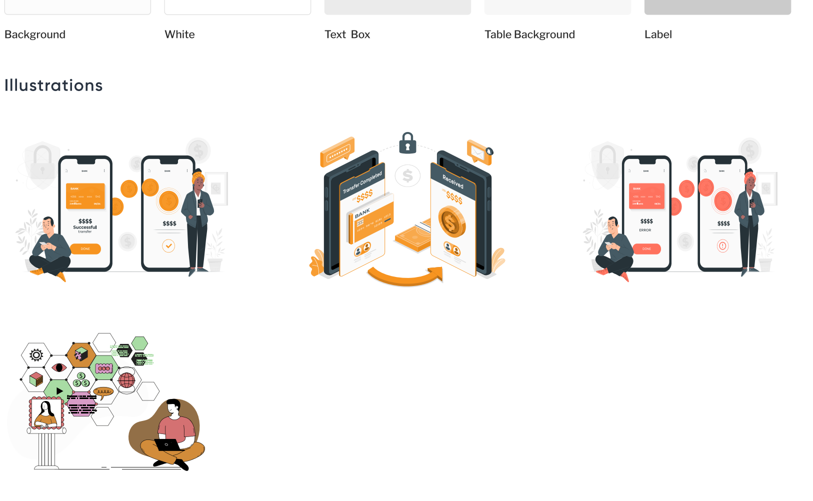
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

NAME	CLASS	WEIGHT	STYLE	SIZE	LINE HEIGHT
heading 1	h1	500	Semi Bold	32px	44px
heading 2	h2	500	Medium	24px	33px
heading 3	h3	500	Medium	20px	28px
heading 4	h4	500	Medium	16px	25px
Section text	.p	500	Regular	14px	22px
Label Text	.small	500	Regular	12px	18px

Collor Pallet

#F79320	#FBD8AE	#F79320 → #1B1B1B	#343434	#7D7D7D
Primary	Secondary	Linear	Primary Text	Secondary Text
#FCFCFC	#FFFFFF	#EBEBEB	#F7F7F7	#CBCBCB
Background	White	Text Box	Table Background	Label

Illustrations



OUR VISION

Final outcome

We made the visual design keeping in mind the finalised prototypes. Each screen was designed and re-iterated for improvement during design critiques before being handed off for development.

Desktop View

Splash Screen

Onboarding Screens

Dashboard

Marketplace

NFT Detail Screens

My collections

My biddings

Create Auction

Tablet View

Dashboard

Dashboard

User profile

Mobile View

Dashboard

NFT Detail page

User Profile

Search

RESULTS

Our findings

According to the research done and requirements provided, we have tried to solve all the problems faced by the users. However, during all these process, we faced quite some problems like, there was a big communication gap between the users and service providers, the vauge requirements make estimations and valuation very difficult. Overall, the whole project consumes a lot of time.