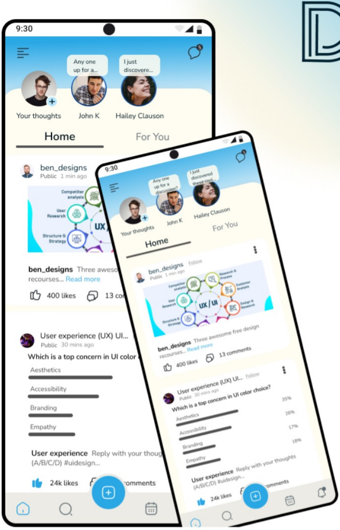
dexi.

Inspire.Collaborate.Connect

A dedicated social platform for UI/UX designers
to connect, discuss, and collaborate,
fostering a vibrant community.

UI/UX Case Study

Tools Used


9:30
Any one up for a...
I just discovere...
Your thoughts
John K
Hailey Clauson
Home
For You
ben_designs
Public 1 min ago
Competitor analysis
User Research
Structure & Strategy
UX
ben_designs Three aweso
recourses... Read more
400 likes
13 co
User experience (UX) UI...
Public 30 mins ago
Which is a top concern in UI color
Aesthetics
Accessibility
Branding
Empathy
User experience Reply with your thoug
(A/B/C/D) #uidesign...
24k likes
omments
9:30
Any one up for a discussion?
I just discovered these cool...
Your thoughts
John K
Hailey Clauson
Home
For You
ben_designs Follow
Public 1 min ago
Competitor analysis
Research & Process
Customer Analysis
User Research
UX / UI
Design & Research
Structure & Strategy
ben_designs Three awesome free design
recourses... Read more
400 likes
13 comments
User experience (UX) UI... Follow
Public 30 mins ago
Which is a top concern in UI color choice?
Aesthetics 35%
Accessibility 26%
Branding 17%
Empathy 18%
User experience Reply with your thoughts
(A/B/C/D) #uidesign...
24k likes
omments

Problem Statement

Why dexi?

Currently, there is no platform specifically designed for UI/UX designers to connect and interact worldwide, share their knowledge, and exchange their ideas and discuss their queries with other designers. This gap makes it hard to share ideas and learn from one another, slowing down the progress and creativity of the design community.

Solution

In response to this problem, we have come up with the idea of **dexi**. **dexi** aims to foster a vibrant and supportive community where it can serve as a global hub for designers, both enthusiasts and professionals, to connect and engage in live, interactive conversations about design topics. the platform will also offer curated design content, events, and expert-led workshops to enhance the knowledge-sharing experience.

Design Process

The UI/UX design process:
Understanding user needs, ideating solutions, prototyping, testing, and refining for seamless digital experiences

Discover

- Problems & Goals

User Research

- User Interviews

Ideate

- User flow

Design

- UI design

Test

- Usability Testing

- Competitive Analysis

- Online surveys
- Persona

- Brainstorming,
- Card Sorting etc.

User interview

To get a better understanding at what problems the users are going through,
I interviewed 5 People.

Questions Asked

How often do you attend meet-ups where you discuss regarding UI/UX topics with someone?

If you have any doubts or queries in UI/UX what helps you to solve it?

How do you keep yourself up-to-date in this field?

What platforms do you use most for research purpose?

What problems do UI/UX designers face?
And how can we overcome them using this app?

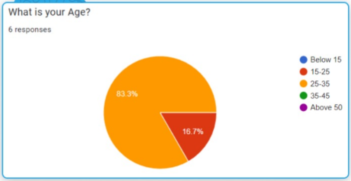
How would you like to learn UX in modern age

Insights Learned

- User mostly uses online videos/platforms and educational blogs to solve doubts.
- User cannot find a correct recourse or the right platform to do research.
- User cannot keep up-to-date with the new design trends and tools.
- User would like to learn UX in a fun and interesting way and by connecting with experts designers worldwide.

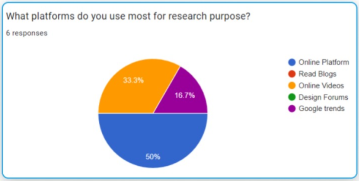
User Research

I conducted an user survey to understand expectations users might have from our app. Also to get a deeper insight at how the user will use our app and what are their purposes and expectations from our application.



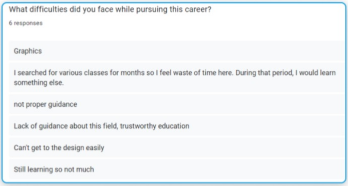
What is your Age?

6 responses



What platforms do you use most for research purpose?

6 responses



What difficulties did you face while pursuing this career?

6 responses

Graphics

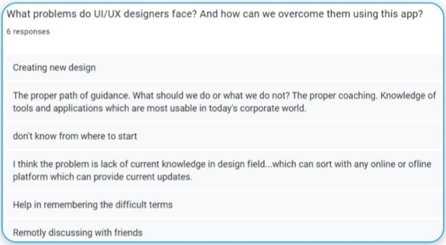
I searched for various classes for months so I feel waste of time here. During that period, I would learn something else.

not proper guidance

Lack of guidance about this field, trustworthy education

Can't get to the design easily

Still learning so not much



What problems do UI/UX designers face? And how can we overcome them using this app?

6 responses

Creating new design

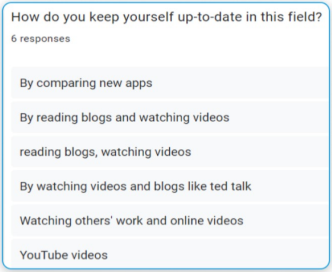
The proper path of guidance. What should we do or what we do not? The proper coaching. Knowledge of tools and applications which are most usable in today's corporate world.

don't know from where to start

I think the problem is lack of current knowledge in design field...which can sort with any online or ofline platform which can provide current updates.

Help in remembering the difficult terms

Remotly discussing with friends



How do you keep yourself up-to-date in this field?

6 responses

By comparing new apps

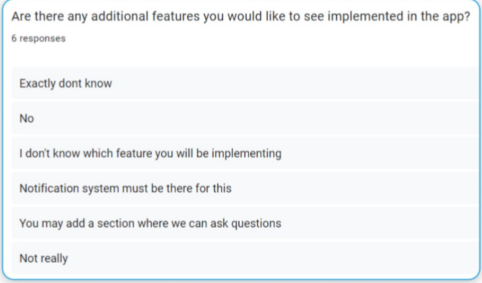
By reading blogs and watching videos

reading blogs, watching videos

By watching videos and blogs like ted talk

Watching others' work and online videos

YouTube videos



Are there any additional features you would like to see implemented in the app?

6 responses

- Exactly dont know
- No
- I don't know which feature you will be implementing
- Notification system must be there for this
- You may add a section where we can ask questions
- Not really

Market research & competitive analysis

To Understand industry trends and study the competitors and refine designs that resonate with target users and surpass market expectations

Products Features	ADP List	Designer Hangout	Designer News	Clubhouse
User Friendly	✓	✗	✓	✓
OTP Login	✗	✗	✗	✓
Video/Audio chat rooms	✓	✓	✗	✓
Global connection	✓	✓	✗	✓
Job search	✓	✓	✓	✗
Reminder mails	✓	✗	✗	✗
Short courses	✓	✗	✗	✗
Educational videos	✗	✗	✗	✗
Post blogs and articles	✗	✓	✓	✗

Invite only network	✗	✓	✗	✗
Post thoughts	✗	✓	✓	✓
Mobile app	✗	✗	✗	✓
Discover latest trends	✓	✓	✓	✗
Small events	✓	✓	✓	✗
Achivements	✓	✗	✗	✗

Must Have Points

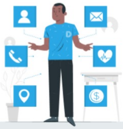
- Mobile Apps
- OTP Login
- Video/Audio rooms
- Allow to connect globally
- Design blogs
- Group sessions/chats
- Service chat
- Chat with new people
- Reminder mails of meetings
- Post thoughts/blogs

Good to Have Points

- Short educational videos
- Take short courses
- Job Search/Post
- Podcasts
- Small online events
- Create community

User Persona

User personas is to create fictional characters based on research to embody and represent the needs, behaviors, and goals of target users



Eva Stone

Determined
Committed
Motivated

AGE	24
OCCUPATION	UI/UX Designer
LOCATION	Capetown

GOOD design is making something intelligible and memorable.
GREAT design is making something memorable and meaningful

Eva is a skilled UI/UX designer who is very committed to her work.
And she loves what she is doing when keeps her motivated all the time.

GOALS

- She wants to be up-to-date in the design field.
- Connect Globally
- Guidance by expert designers.

FRUSTRATIONS

- Research becomes very tedious at times.
- Cannot find a correct resource to upskill knowledge
- Cannot keep-up with new design trends

MOTIVATIONS

Problem Solving
Creativity
Continuous learning and growth

BRANDS

oppo
DELL
Lenovo
SAMSUNG

PERSONALITY

Introvert ●—— Extrovert
Feeling ——●— Thinking
Judging ——●— Perceiving

Empathy Map

Empathy mapping is to visualize user perspectives to understand emotions, needs, and behaviors, driving more empathetic design decisions.

Says

· "I Want a proper resource which can make research easier."
· "Wants proper guidance in UI/UX field"
· "I want to keep-up with all the new design trends"
· "I want to connect globally with expert designers worldwide"

Thinks

· "Will it be easy to talk to new people?"
· "How can I make my designs intuitive?"
· "How can I balance aesthetics and usability?"
· "How can I make my user research easier?"

- “I want to make learning a fun and easy way”
- “I want a proper resource to solve my queries and doubts”

- “How can I know the latest design trends?”
- “· How can I always keep myself upgraded in this filed?”

Does

- Uses online platform to solve the queries
- Reads Blogs and design articles to be up-to-date
- Watches Movies/videos to understand user psychology
- Takes short courses
- Practice design tools

Feels

- Feels nervous to connect new people
- Feels confused on where to start in this filed
- Feels less confident
- Fear of competition
- Fear of gaining less knowledge than others
- Excited to try something new

Pain Points

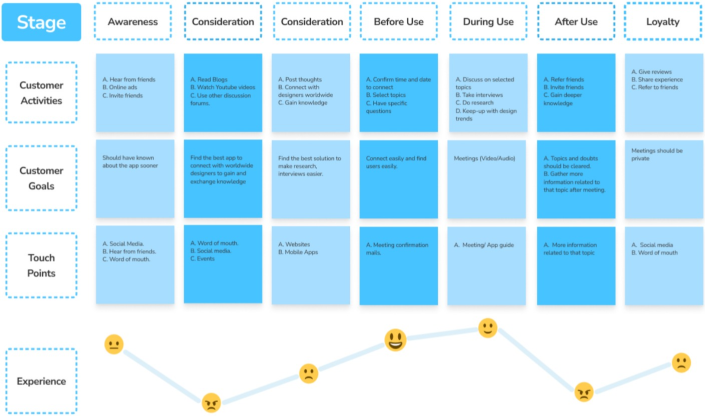
- Research becomes very tedious.
- Cannot find a proper platform for research
- Cannot keep up to date with new trends
- Cannot get proper guidance

Goals

- Connect Globally
- Keep upgraded in design field
- Know the latest Ui Ux trends
- Guidance by mentors

Customer Journey Mapping

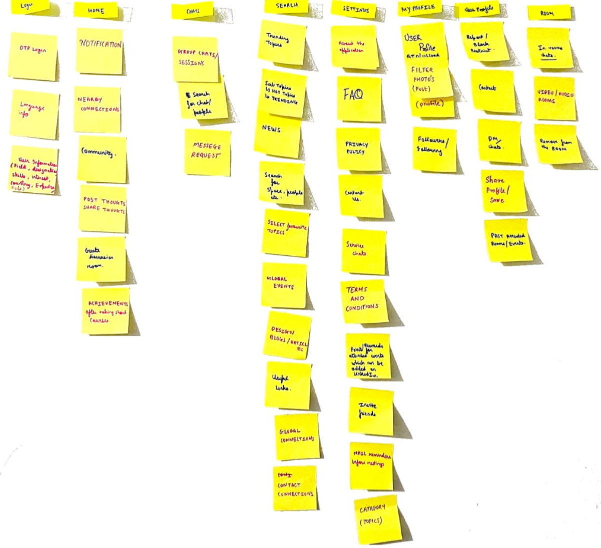
Example of an online design connect app where users can connect and discuss on latest designing topics.



Stage	Awareness	Consideration	Consideration	Before Use	During Use	After Use	Loyalty
Customer Activities	A. Hear from friends B. Online ads C. Invite friends	A. Read Blogs B. Watch Youtube videos C. Use other discussion forums.	A. Post thoughts B. Connect with designers worldwide C. Gain knowledge	A. Confirm time and date to connect B. Select topics C. Have specific questions	A. Discuss on selected topics B. Take interviews C. Do research D. Keep-up with design trends	A. Refer friends B. Invite friends C. Gain deeper knowledge	A. Give reviews B. Share experience C. Refer to friends
Customer Goals	Should have known about the app sooner	Find the best app to connect with worldwide designers to gain and exchange knowledge	Find the best solution to make research, interviews easier.	Connect easily and find users easily.	Meetings (Video/Audio)	A. Topics and doubts should be cleared. B. Gather more information related to that topic after meeting.	Meetings should be private
Touch Points	A. Social Media. B. Hear from friends. C. Word of mouth.	A. Word of mouth. B. Social media. C. Events	A. Websites B. Mobile Apps	A. Meeting confirmation mails.	A. Meeting/ App guide	A. More information related to that topic	A. Social media B. Word of mouth
Experience	😐	😠	🙁	😃	🙂	😠	🙁

Card Sorting

Through a collaborative class discussion, we explored and shared thoughts on card sorting—an activity crucial in UI/UX to organize information for better user navigation and experience.


Login
OTP Login
Language info
User Information (Field, designation, skills, interest, country, Expertise etc)
HOME
NOTIFICATION
NEARBY CONNECTIONS
Community.
POST THOUGHTS SHARE THOUGHTS
Create discussion room.
ACHIEVEMENTS after taking short courses
CHATS
GROUP CHATS/ SESSIONS
Search for chat/ people
MESSEGE REQUEST
SEARCH
Trending Topics
Sub Topics by HOT Topics to TRENDING
NEWS
Search for Space, people etc.
SELECT favourite TOPICS
GLOBAL EVENTS
DESIGN BLOGS / ARTICLES
Useful Links.
GLOBAL CONNECTIONS
~~CONT~~ CONTACT CONNECTIONS
SETTINGS
About the application
FAQ
PRIVACY POLICY
Contact Us.
Service chats
TERMS AND CONDITIONS
Points/Rewards for attended events which can be added on LinkedIn.
Invite friends
MAIL reminders before meetings
CATAGORY (TOPICS)
MY PROFILE
USER Profile
FILTER PHOTO'S (Post)
(profile)
Followers/ following
User Profile
Report / Block Restrict.
Contact
DM/ chats.
Share Profile/ Save
PAST Attended Rooms/ Events.
ROOM
In rooms chats.
VIDEO / AUDIO ROOMS
Remove from the ROOM

User Scenario

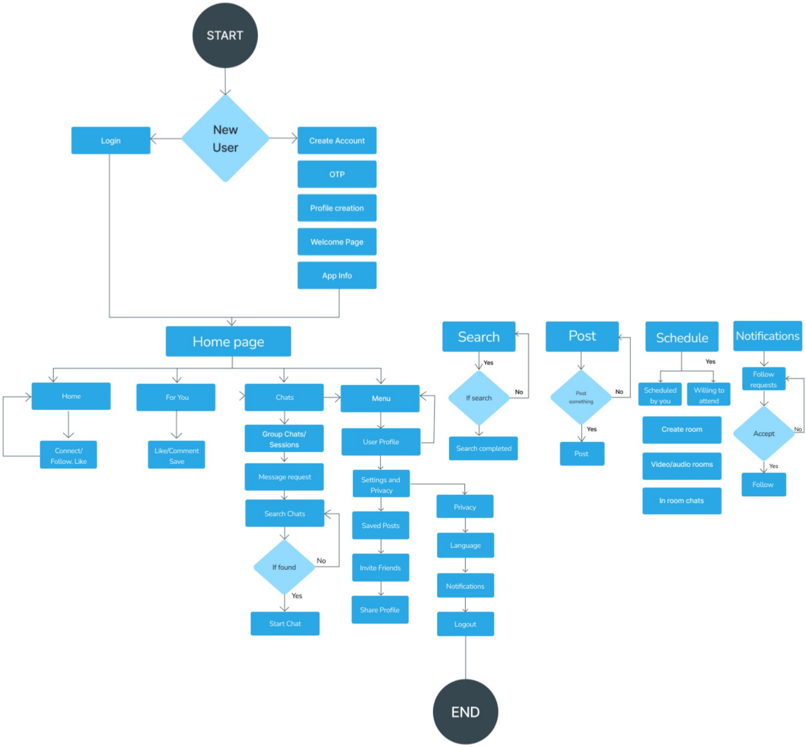
Fictional narratives depicting how users interact with a product, guiding design decisions toward user-centric solutions.

Eva is an UI/UX designer with 3 years of experience in this industry. She is passionate about creating user centered designs and engaging user experiences.

As a UI/UX designer she wants to share her knowledge and solve her doubts with other designers. She wants a platform to connect with world-wide experienced designers.

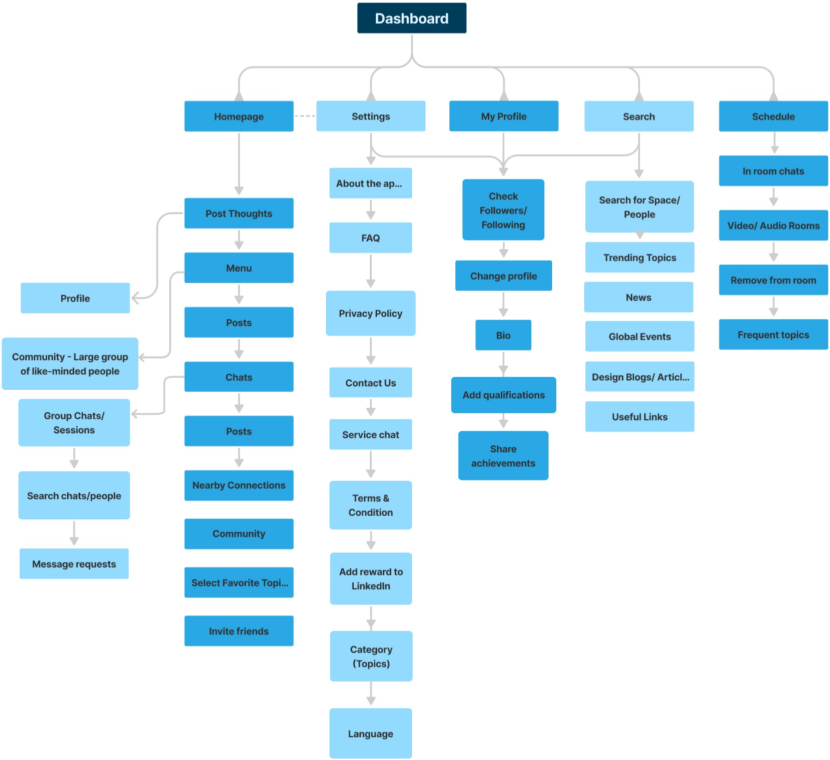
She wants to make her research simpler and also wants to stay up-to-date with the design trends and tools.

User Flow


START
New User
Login
Create Account
OTP
Profile creation
Welcome Page
App Info
Home page
Home
Connect/ Follow. Like
For You
Like/Comment Save
Chats
Group Chats/ Sessions
Message request
Search Chats
If found
No
Yes
Start Chat
Menu
User Profile
Settings and Privacy
Saved Posts
Invite Friends
Share Profile
Privacy
Language
Notifications
Logout
END
Search
Yes
If search
No
Search completed
Post
Post something
No
Yes
Post
Schedule
Yes
Scheduled by you
Willing to attend
Create room
Video/audio rooms
In room chats
Notifications
Follow requests
Accept
No
Yes
Follow

Information Architecture

I have used Content development

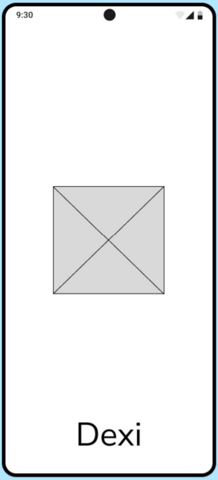


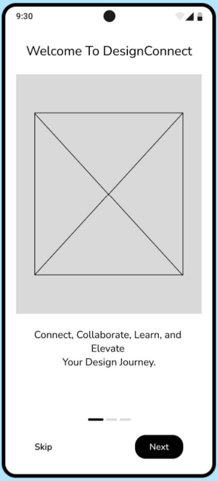
Dashboard

- Homepage
  - Post Thoughts
    - Profile
  - Menu
    - Community - Large group of like-minded people
  - Posts
  - Chats
    - Group Chats/ Sessions
    - Search chats/people
    - Message requests
  - Posts
  - Nearby Connections
  - Community
  - Select Favorite Topi...
  - Invite friends
- Settings
  - About the ap...
  - FAQ
  - Privacy Policy
  - Contact Us
  - Service chat
  - Terms & Condition
  - Add reward to LinkedIn
  - Category (Topics)
  - Language
- My Profile
  - Check Followers/ Following
  - Change profile
  - Bio
  - Add qualifications
  - Share achievements
- Search
  - Search for Space/ People
  - Trending Topics
  - News
  - Global Events
  - Design Blogs/ Articl...
  - Useful Links
- Schedule
  - In room chats
  - Video/ Audio Rooms
  - Remove from room
  - Frequent topics

Wireframes

We use wireframes in UI/UX design as simplified visual guides
to plan and map out the structure and functionality of digital interfaces
before detailed design or development

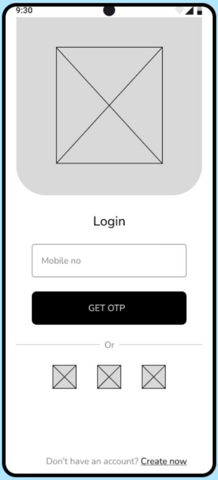



9:30

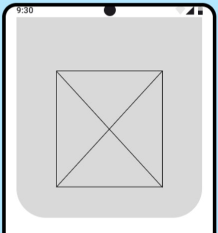
Welcome To DesignConnect

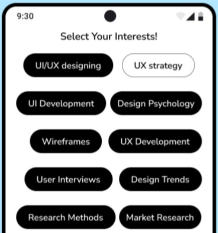
Connect, Collaborate, Learn, and Elevate
Your Design Journey.

Skip
Next


9:30
Login
Mobile no
GET OTP
Or

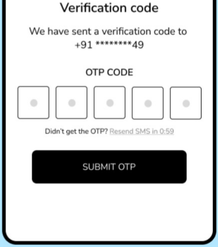
Don't have an account? Create now




9:30

Select Your Interests!

UI/UX designing
UX strategy
UI Development
Design Psychology
Wireframes
UX Development
User Interviews
Design Trends
Research Methods
Market Research

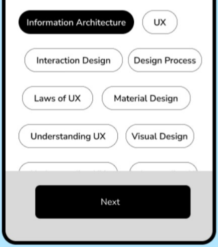


Verification code

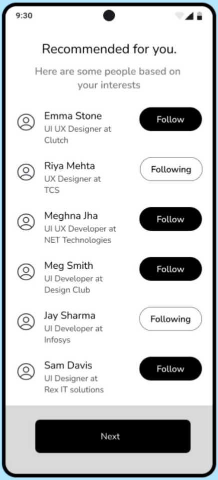
We have sent a verification code to
+91 ********49

OTP CODE

Didn't get the OTP? Resend SMS in 0:59



Information Architecture
UX
Interaction Design
Design Process
Laws of UX
Material Design
Understanding UX
Visual Design
Next

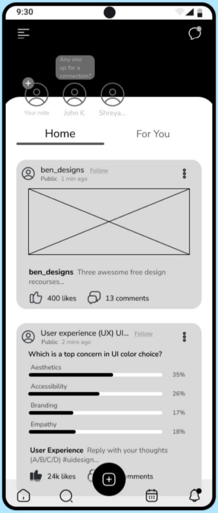


9:30

Recommended for you.

Here are some people based on your interests

Emma Stone UI UX Designer at Clutch	Follow
Riya Mehta UX Designer at TCS	Following
Meghna Jha UI UX Developer at NET Technologies	Follow
Meg Smith UI Developer at Design Club	Follow
Jay Sharma UI Developer at Infosys	Following
Sam Davis UI Designer at Rex IT solutions	Follow



9:30

Any one up for a connection?

Your note
John K
Shreya...

Home
For You

ben_designs Follow
Public 1 min ago

ben_designs Three awesome free design recourses...

400 likes 13 comments

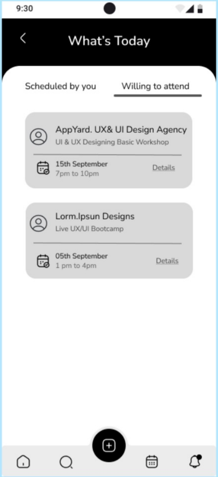
User experience (UX) UI... Follow
Public 2 mins ago

Which is a top concern in UI color choice?

Aesthetics	35%
Accessibility	26%
Branding	17%
Empathy	18%

User Experience Reply with your thoughts (A/B/C/D) #uidesign...

24k likes mments



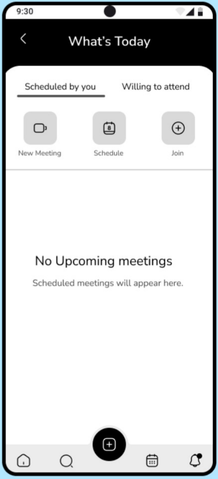
9:30

What's Today

Scheduled by you
Willing to attend

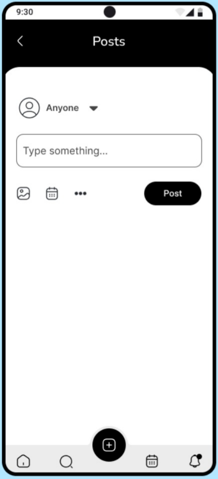
AppYard. UX& UI Design Agency
UI & UX Designing Basic Workshop
15th September
7pm to 10pm
Details

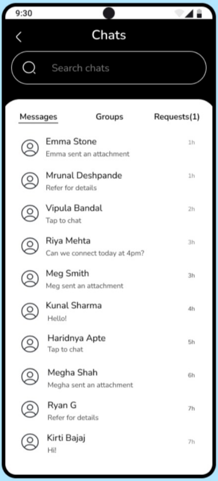
Lorm.Ipsun Designs
Live UX/UI Bootcamp
05th September
1 pm to 4pm
Details


9:30
What's Today
Scheduled by you
Willing to attend
New Meeting
Schedule
Join

No Upcoming meetings

Scheduled meetings will appear here.


9:30
Posts
Anyone
Type something...
Post


9:30
Chats
Search chats
Messages
Groups
Requests(1)

Emma Stone 1h
Emma sent an attachment

Mrunal Deshpande 1h
Refer for details

Vipula Bandal 2h
Tap to chat

Riya Mehta 3h
Can we connect today at 4pm?

Meg Smith 3h
Meg sent an attachment

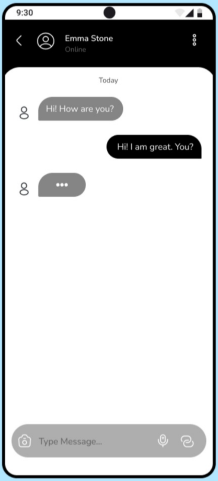
Kunal Sharma 4h
Hello!

Haridnya Apte 5h
Tap to chat

Megha Shah 6h
Megha sent an attachment

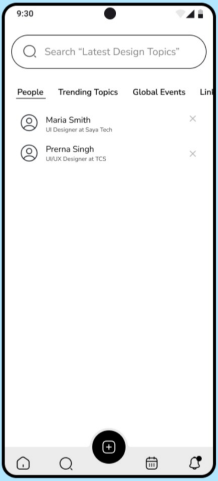
Ryan G 7h
Refer for details

Kirti Bajaj 7h
Hi!


9:30
Emma Stone
Online
Today
Type Message...

Hi! How are you?

Hi! I am great. You?


9:30
Search "Latest Design Topics"
People
Trending Topics
Global Events

Maria Smith
UI Designer at Saya Tech

Prerna Singh
UI/UX Designer at TCS

- ## Typography

NUNITO SANS

Heading (26 px) Regular

Sub - (17 px) Medium

Body 1 - (15 px) Regular

Body 2 - (13 px) Regular

Body 3 - (10 px) Regular

Semi Bold

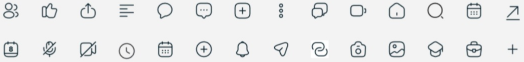
Medium

Regular

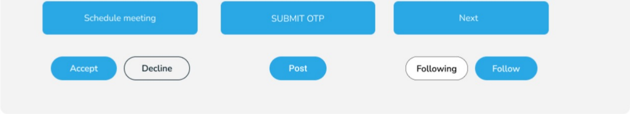
Light

Aa

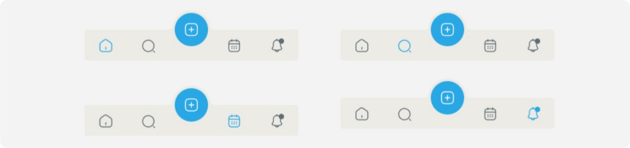
- ## Iconography



- ## Buttons


Schedule meeting
SUBMIT OTP
Next
Accept
Decline
Post
Following
Follow

- ## Bottom Navigator Bar

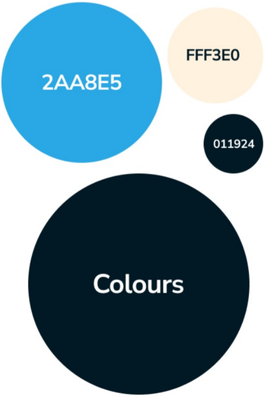


Style Guide

Visual identification involves utilizing colors, typography, icons, imagery, and other graphical elements to convey a brand's personality.

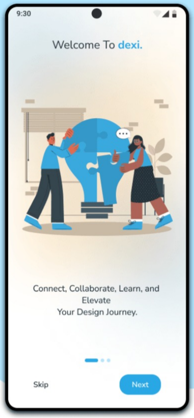
- ## Colour

This color palate was chosen for its calming and trustworthy vibe, creating a welcoming atmosphere that encourages interaction and ease of use in our social platform


2AA8E5
FFF3E0
011924
Colours

UI Design

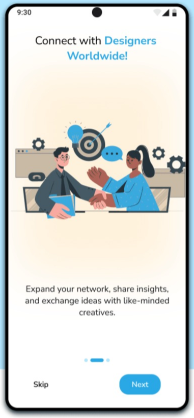
• Walkthrough screens


9:30

Welcome To dexi.

Connect, Collaborate, Learn, and Elevate
Your Design Journey.

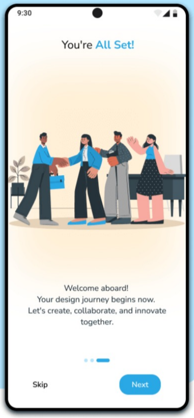
Skip
Next


9:30

Connect with Designers Worldwide!

Expand your network, share insights, and exchange ideas with like-minded creatives.

Skip
Next

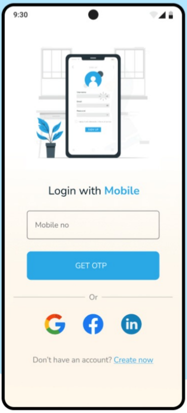

9:30

You're All Set!

Welcome aboard!
Your design journey begins now.
Let's create, collaborate, and innovate together.

Skip
Next

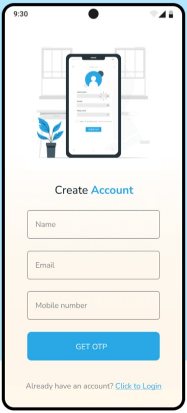
• Login and Sign-up


9:30

Login with Mobile

Mobile no
GET OTP
Or

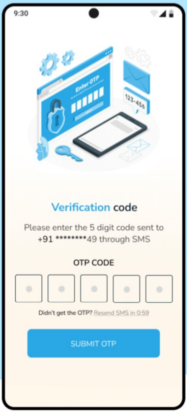
Don't have an account? Create now


9:30

Create Account

Name
Email
Mobile number
GET OTP

Already have an account? Click to Login


9:30
Enter OTP
123-456

Verification code

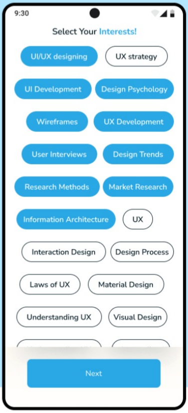
Please enter the 5 digit code sent to +91 ********49 through SMS

OTP CODE

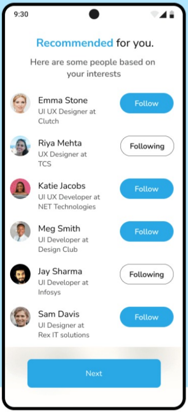
Didn't get the OTP? Resend SMS in 0:59

SUBMIT OTP

• Recommendations


9:30
UI/UX designing
UX strategy
UI Development
Design Psychology
Wireframes
UX Development
User Interviews
Design Trends
Research Methods
Market Research
Information Architecture
UX
Interaction Design
Design Process
Laws of UX
Material Design
Understanding UX
Visual Design
Next

Select Your Interests!


9:30
Follow
Following
Follow
Follow
Following
Follow
Next

Recommended for you.

Here are some people based on your interests

Emma Stone
UI UX Designer at Clutch

Riya Mehta
UX Designer at TCS

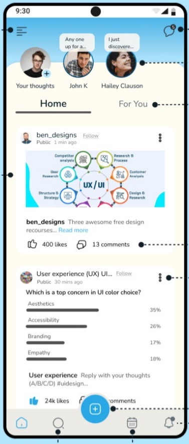
Katie Jacobs
UI UX Developer at NET Technologies

Meg Smith
UI Developer at Design Club

Jay Sharma
UI Developer at Infosys

Sam Davis
UI Designer at Rex IT solutions

• Home Screen


9:30
5
Any one up for a...
I just discovere...
Your thoughts
John K
Hailey Clauson
Home
For You
Follow
Competitor analysis
Research & Process
User Research
Customer Analysis
UX / UI
Structure & Strategy
Design & Research
400 likes
13 comments
Follow
24k likes
comments

ben_designs
Public 1 min ago

ben_designs Three awesome free design recourses... Read more

User experience (UX) UI...
Public 30 mins ago

Which is a top concern in UI color choice?

Aesthetics	35%
Accessibility	26%
Branding	17%
Empathy	18%

User experience Reply with your thoughts (A/B/C/D) #uidesign...

Menu

Chats

Thoughts

Your Feed

Posts

Likes & comments

Post options

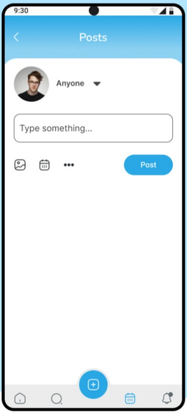
New Post

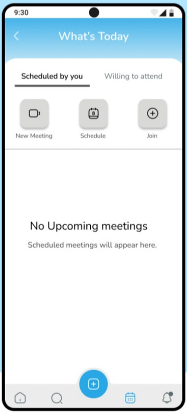
Notifications

Search

Schedule meeting

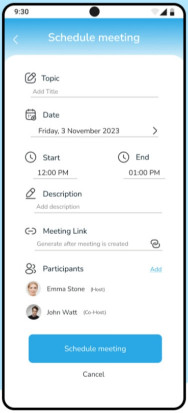
• Schedule meeting


9:30
Posts
Anyone
Type something...
Post


9:30
What's Today
Scheduled by you
Willing to attend
New Meeting
Schedule
Join

No Upcoming meetings

Scheduled meetings will appear here.


9:30
Schedule meeting
Topic
Add Title
Description
Add description
Meeting Link
Generate after meeting is created
Participants
Add
Schedule meeting
Cancel

Date: Friday, 3 November 2023

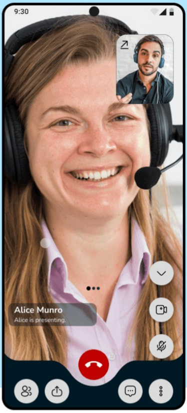
Start: 12:00 PM

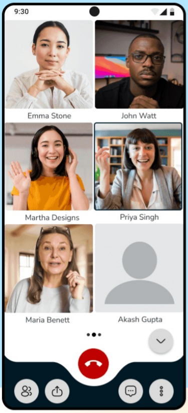
End: 01:00 PM

Emma Stone (Host)

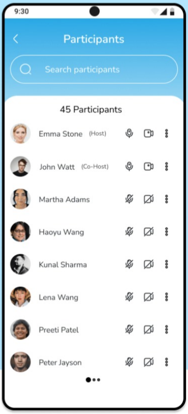
John Watt (Co-Host)

• Meeting Screens

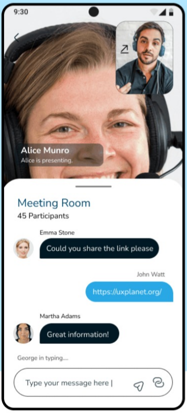

9:30
Alice Munro
Alice is presenting.


9:30
Emma Stone
John Watt
Martha Designs
Priya Singh
Maria Benett
Akash Gupta

• In-meeting participants and Chats


9:30
Participants
Search participants
45 Participants

Emma Stone (Host)
John Watt (Co-Host)
Martha Adams
Haoyu Wang
Kunal Sharma
Lena Wang
Preeti Patel
Peter Jayson


9:30
Alice Munro
Alice is presenting.
Meeting Room
45 Participants

Emma Stone
Could you share the link please

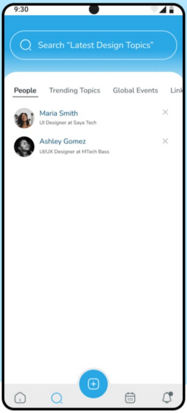
John Watt
https://uxplanet.org/

Martha Adams
Great information!

George in typing....

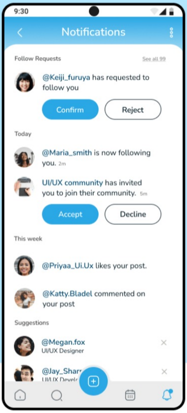
Type your message here |

• Search Screen, Notifications & Profile


9:30
Search “Latest Design Topics”
People
Trending Topics
Global Events
Link

Maria Smith
UI Designer at Saya Tech

Ashley Gomez
UI/UX Designer at MTech Bass


9:30
Notifications

Follow Requests See all 99

@Keiji_furuya has requested to follow you

Confirm
Reject

Today

@Maria_smith is now following you. 2m

UI/UX community has invited you to join their community. 5m

Accept
Decline

This week

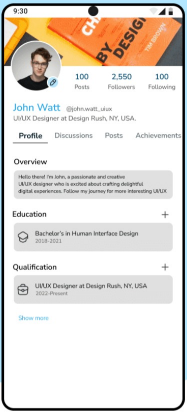
@Priyaa_Ui.Ux likes your post.

@Katty.Bladel commented on your post

Suggestions

@Megan.fox
UI/UX Designer

@Jay_Shar
UI/UX Develo


9:30
CH
BY DESIGN
TIM BROWN
100
Posts
2,550
Followers
100
Following
Profile
Discussions
Posts
Achievements

John Watt @john.watt_uiux
UI/UX Designer at Design Rush, NY, USA.

Overview

Hello there! I'm John, a passionate and creative UI/UX designer who is excited about crafting delightful digital experiences. Follow my journey for more interesting UI/UX

Education

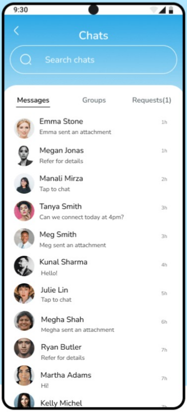
Bachelor's in Human Interface Design
2018-2021

Qualification

UI/UX Designer at Design Rush, NY, USA
2022-Present

Show more

• Menu, Chat and Settings

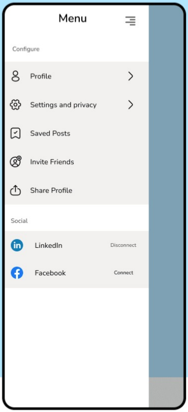

9:30

Chats

Search chats

Messages Groups Requests(1)

Emma Stone	Emma sent an attachment	1h
Megan Jonas	Refer for details	1h
Manali Mirza	Tap to chat	2h
Tanya Smith	Can we connect today at 4pm?	3h
Meg Smith	Meg sent an attachment	3h
Kunal Sharma	Hello!	4h
Julie Lin	Tap to chat	5h
Megha Shah	Megha sent an attachment	6h
Ryan Butler	Refer for details	7h
Martha Adams	Hi!	7h
Kelly Michel		

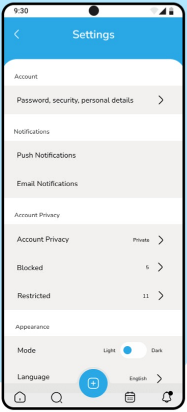

Menu

Configure

- Profile
- Settings and privacy
- Saved Posts
- Invite Friends
- Share Profile

Social

LinkedIn	Disconnect
Facebook	Connect


9:30

Settings

Account

Password, security, personal details

Notifications

Push Notifications

Email Notifications

Account Privacy

Account Privacy	Private
Blocked	5
Restricted	11

Appearance

Mode	Light ● Dark
Language	English

Thank you for watching
your time and interest are truly appreciated!