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UI/UX DEVELOPMENT PHASES: BUZZURKY ADS

## Objectives

Buzzurky Ads' main objective is to build an ad campaign system that can help improve engagement rate and guide us to new discoveries on customer behaviour patterns. Another objective of this product is to gather user insights on how customers engage when asked to take surveys and quizzes, their emphaties, affiliations, desires, and dislikes.

By achieving these goals, marketing team gains higher awareness of customers' user-profile which helps them make well-informed decisions in improving their marketing strategy in the long term. Below are the UI/UX design and development phases used for this project:

Phase 1: **Ideation**

Phase 2: **Research**

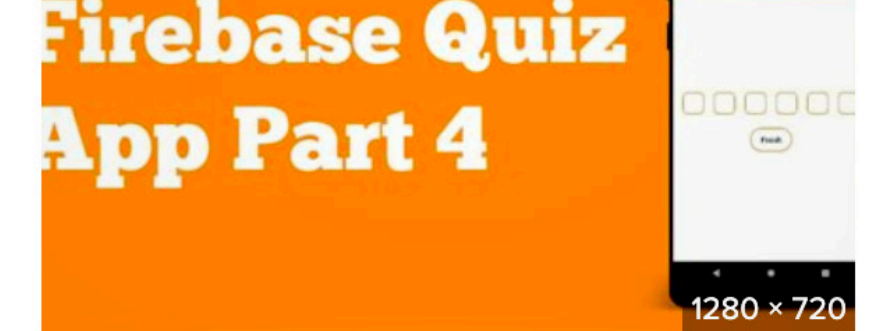
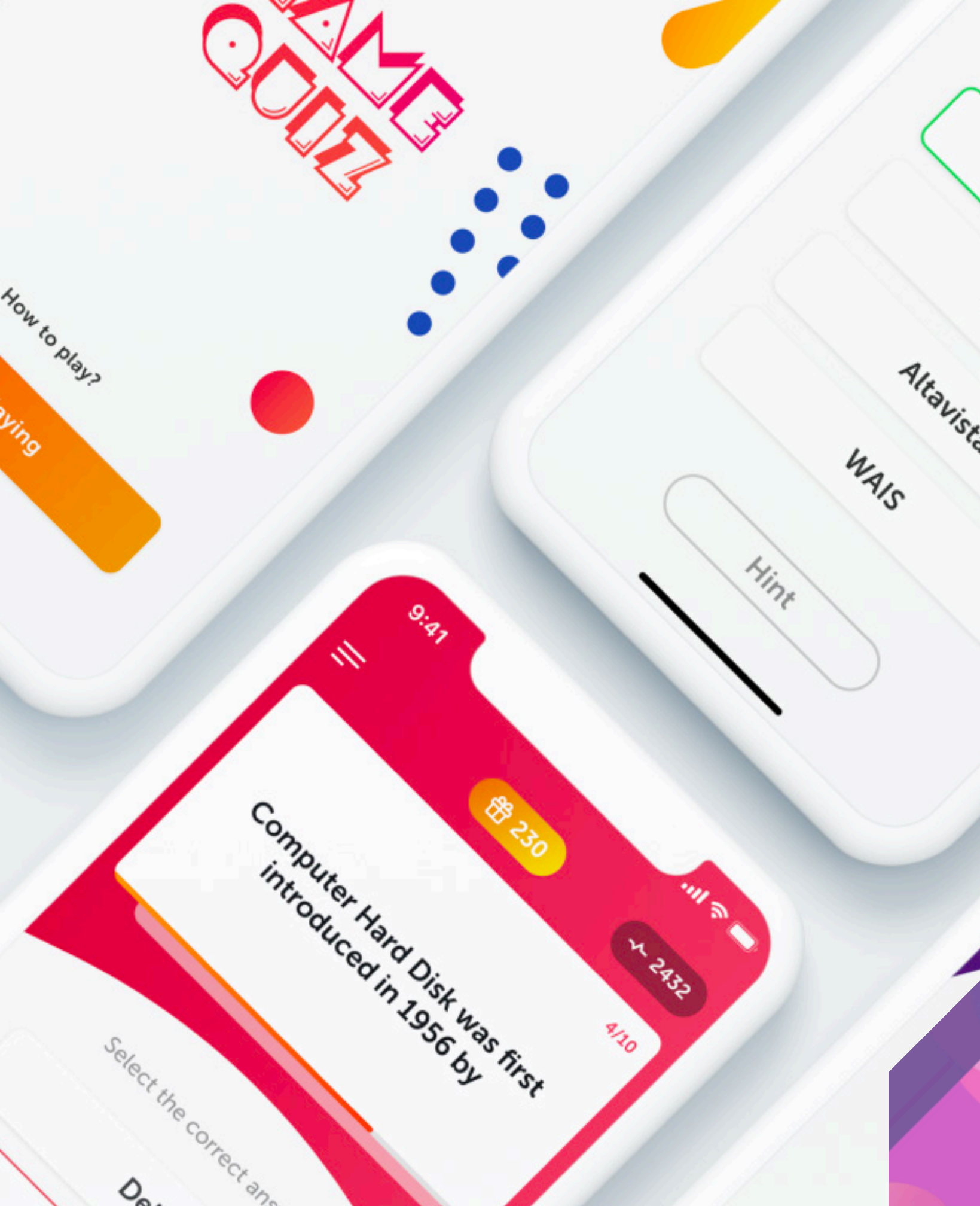
Phase 3: **Sketching**

Phase 4: **Wireframing**

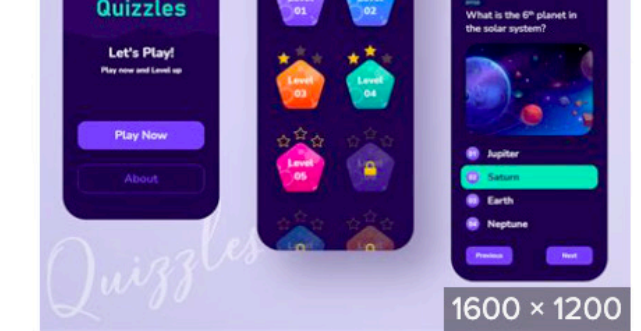
Phase 5: **Mockups**

Phase 6: **User Flow**

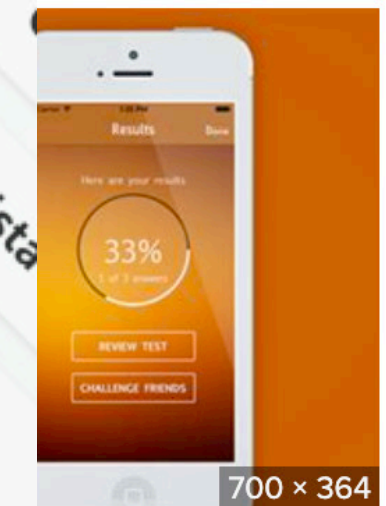




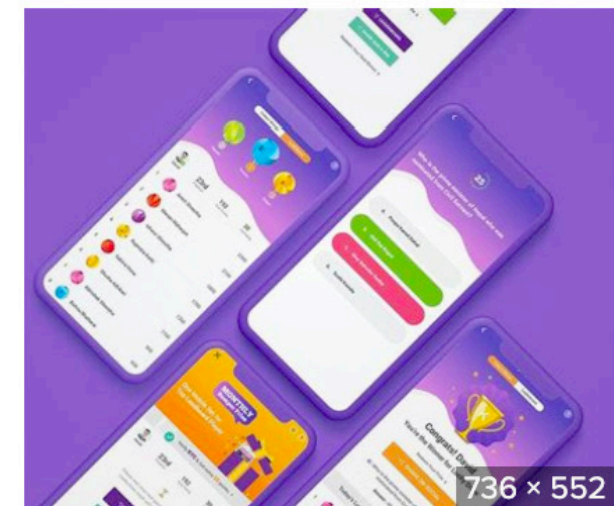
firebase quiz app part 4 : otp registration(UI de...  
youtube.com



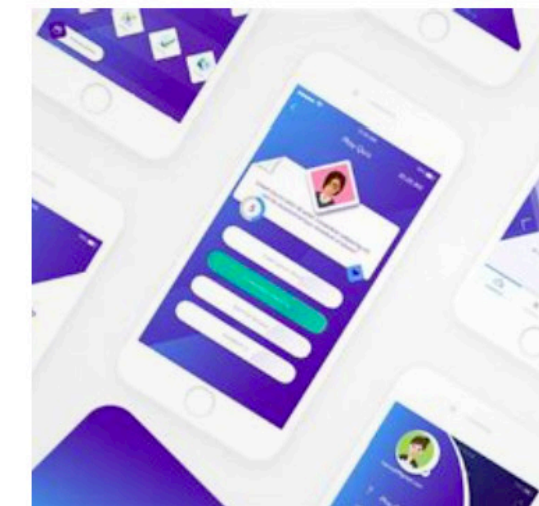
Quiz App UI Design by Sithira Mit...  
dribbble.com



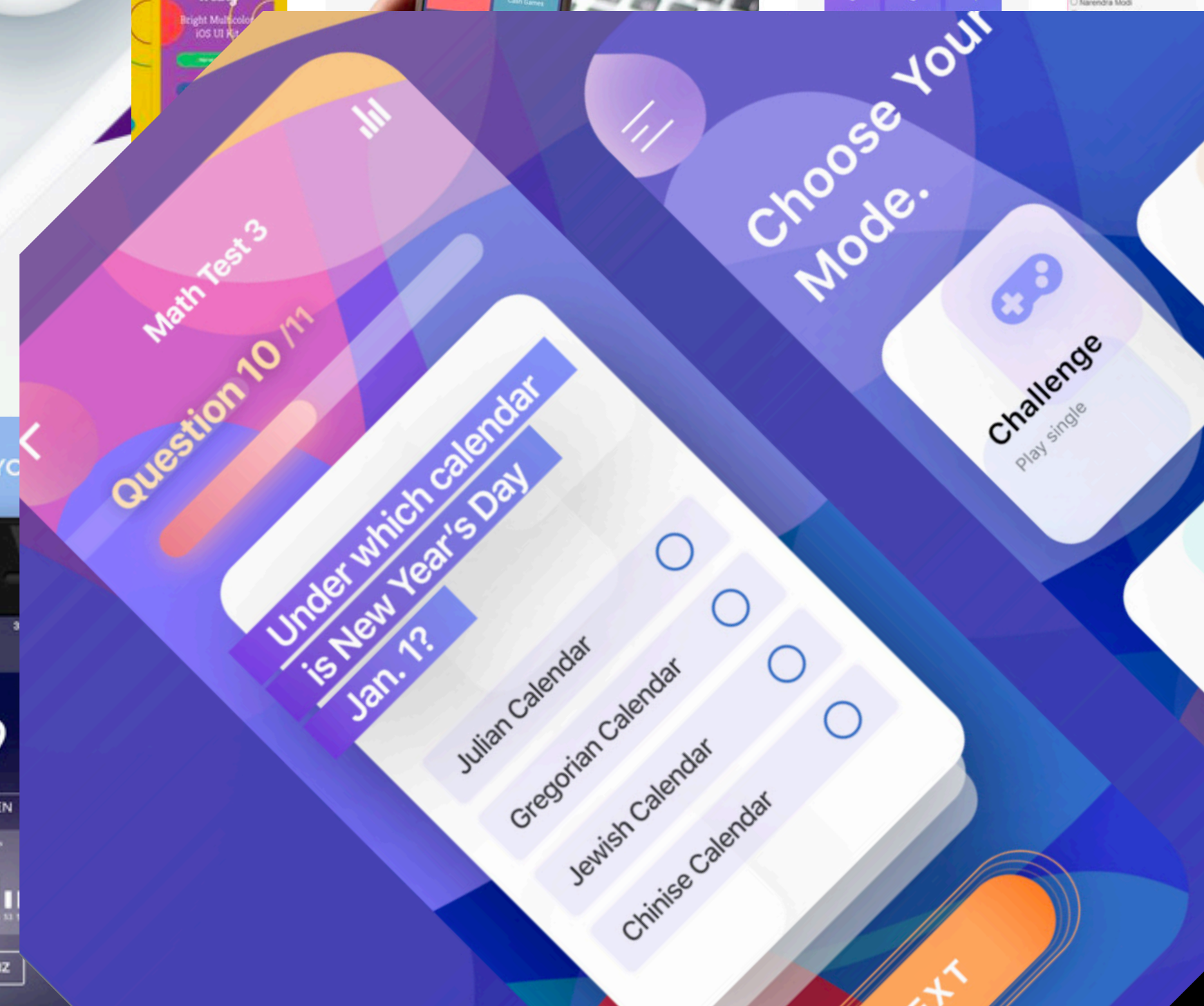
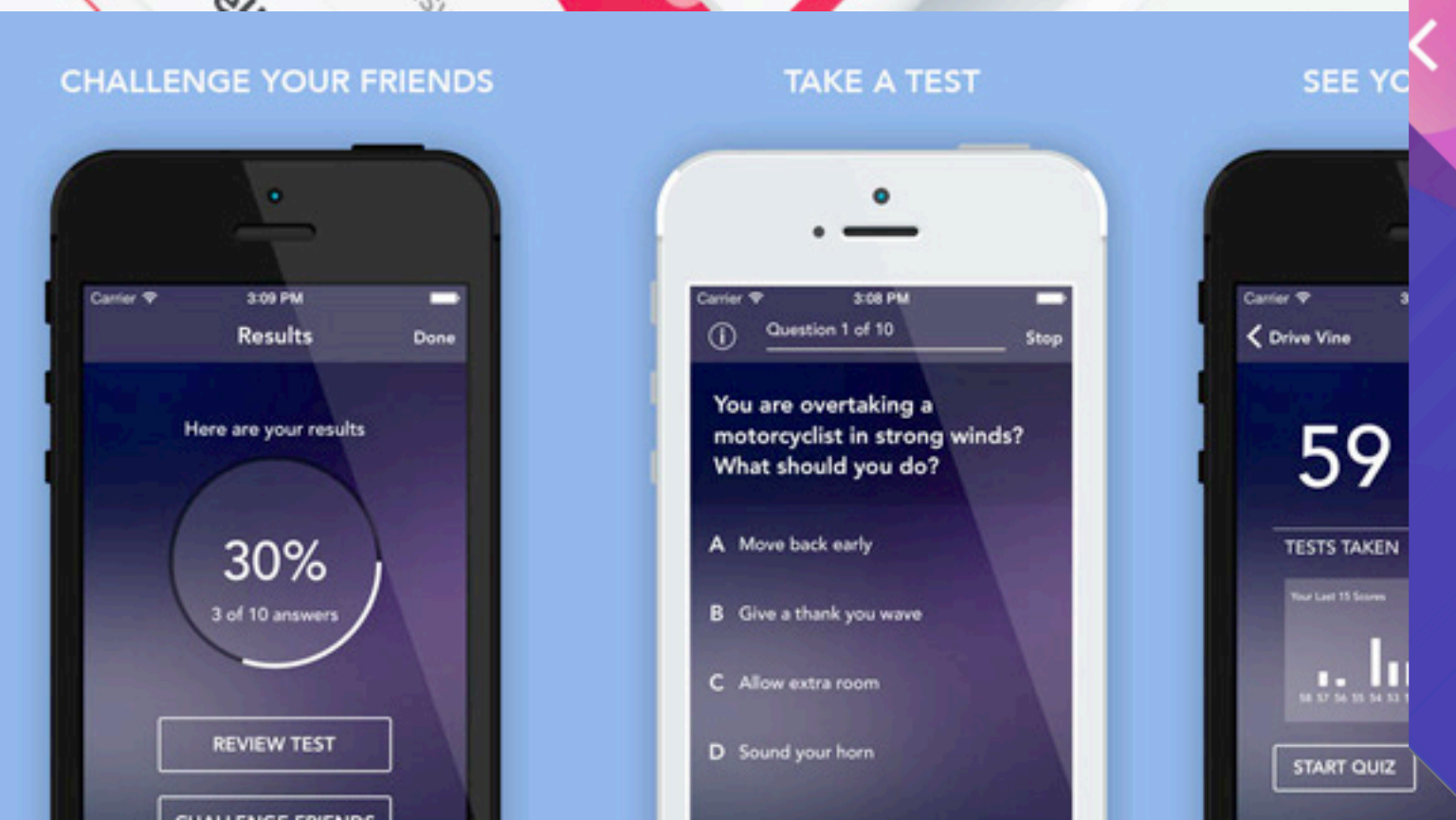
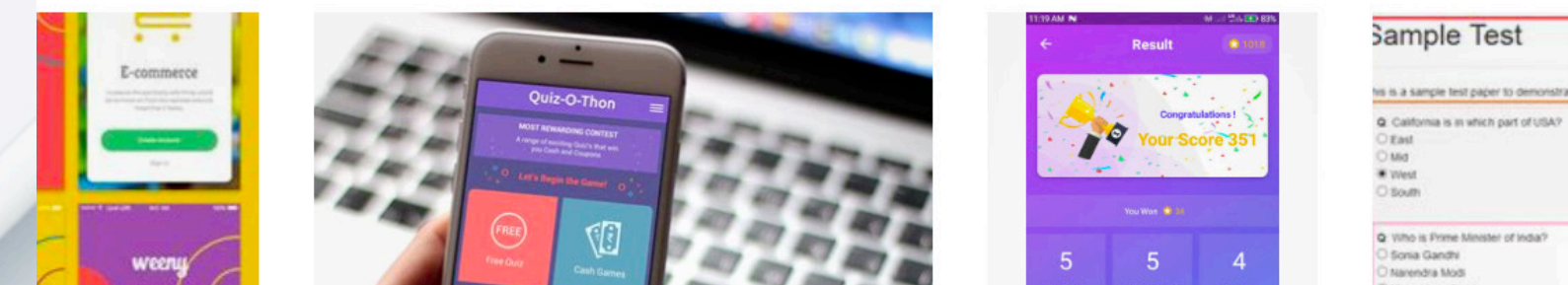
Source Code. Fully...  
in.pinterest.com



Quiz Game Concept | Android app...  
in.pinterest.com



Multiple Choice Quiz Ui Design  
upilberjalan.blogspot.com



UI/UX DEVELOPMENT PHASES: BUZZURKY ADS

# Phase 1: Ideation

There's nothing like getting inspirations from existing online product design examples to kick-off the ideation process. Understanding current trend ideas and standard practices guide me to my design goals. Best sites to get some great ideas are *Dribbble*, *Awwwards*, *Pinterest*, *Behance*, *Screenlane* and many more!

For this project, my first focus is to get a good pulse on what the target customers are already familiar with in terms of good quiz/survey UI/UX design. I then borrow some of these valuable design ideas, apply my own principles, and improve upon them.

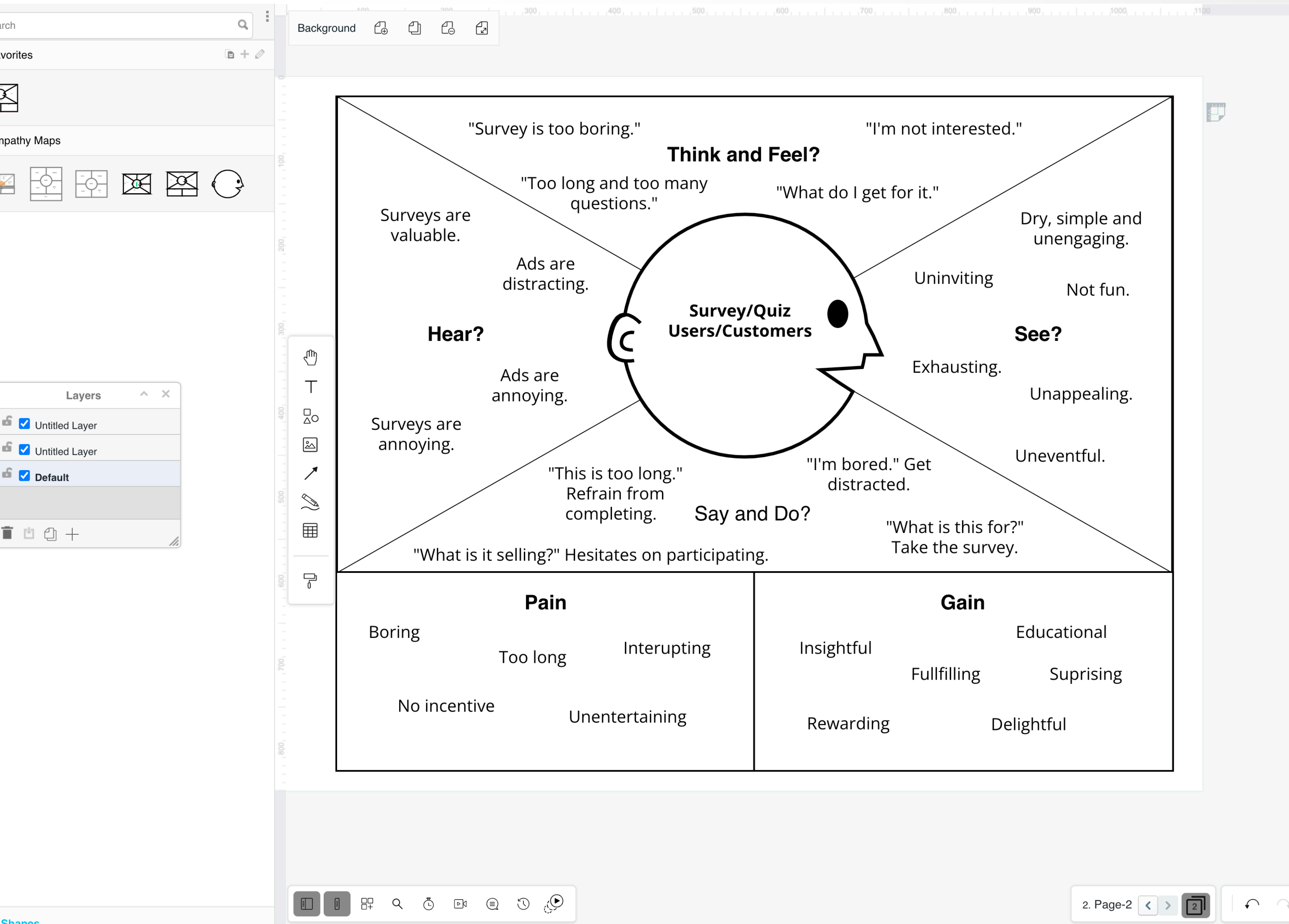


## Phase 2:

# Research

The second phase is to build a conceptual user diagram called empathy map. This diagram will assist on developing an environment to better understand and identify ideal customer thoughts, feelings, and state on mind in regards to using a common product. And therefore begin to gather well-informed insights on the next product improvement.

Empathy map guides my thinking pattern to focus more on how the customers would behave and think when engaging with similar product on a deeper and personal level which could help avoid erroneous design and functional features and position the product development on a good start.



## Buzzurky Ads UI Mock-ups: Mobile View

UI/UX DEVELOPMENT PHASES: BUZZURKY ADS

### Phase 3:

# Sketching

Sketching begins the process of fleshing out the UI design ideas based on the given UX principles and recommendations. It starts with defining basic elements and fundamental components.

For this project, the focus is to avoid user distraction and meet the minimal requirement including functional and business logic.

This process ignites new ideas that have not been realized as of yet and therefore we need to always keep an open mind on what other possibilities could this new product provide.

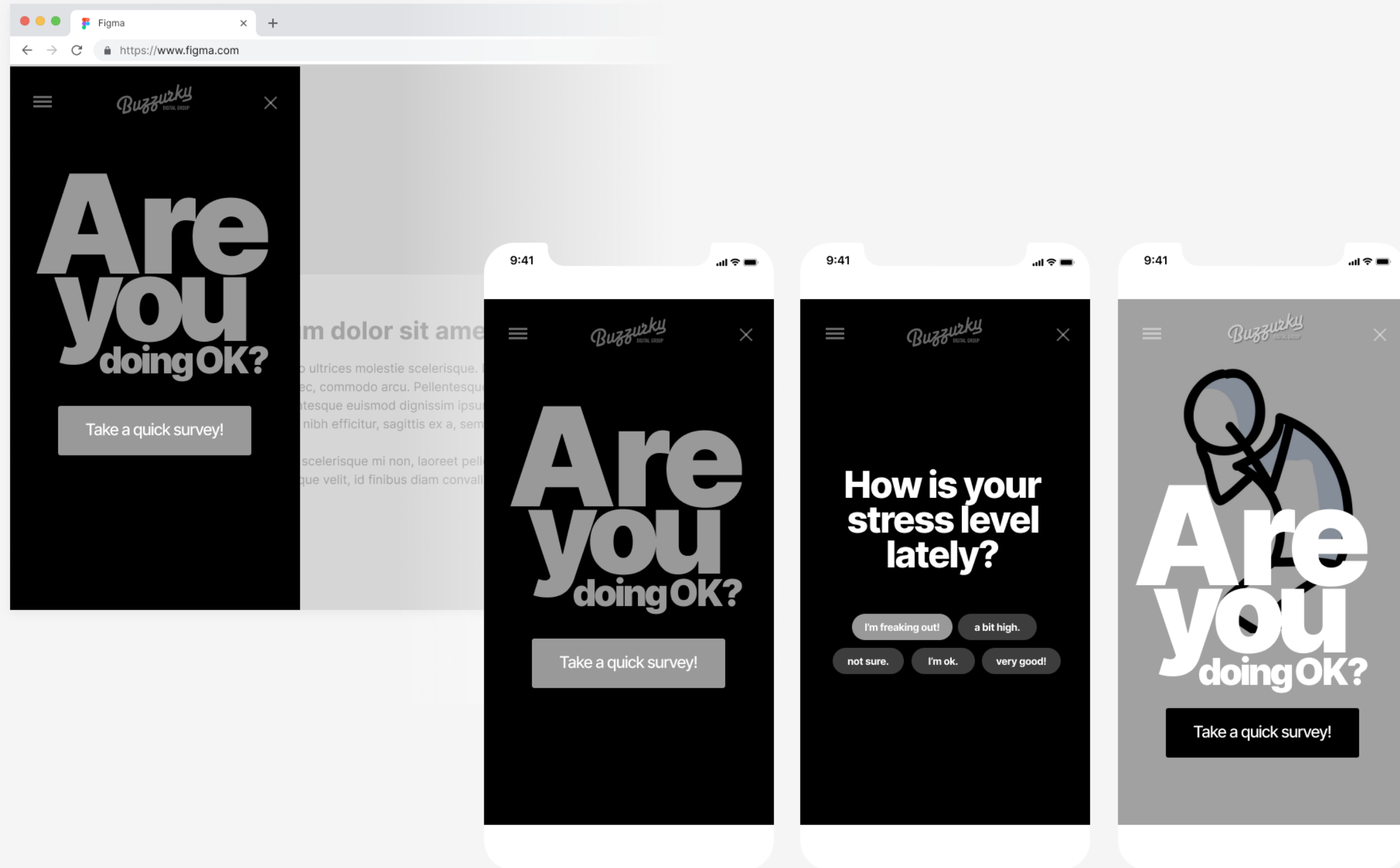


Phase 4:

# Wireframes

Wireframes, preferably with no colors other than black & white, set the close-to-final tone without getting hung up on colors and design details. This phase helps designers and developers get a first closer look into the first product's design structure and presentation according to the recommended UX strategy which is to reduce unnecessary complexity, exclude distractions, and use contrast to balance hierarchy which helps users navigate through the content with ease and clarity.

During this phase, I took the liberty to refine the design layout and structure. Also, by using contrast, I was able to translate the importance of each element and its function.





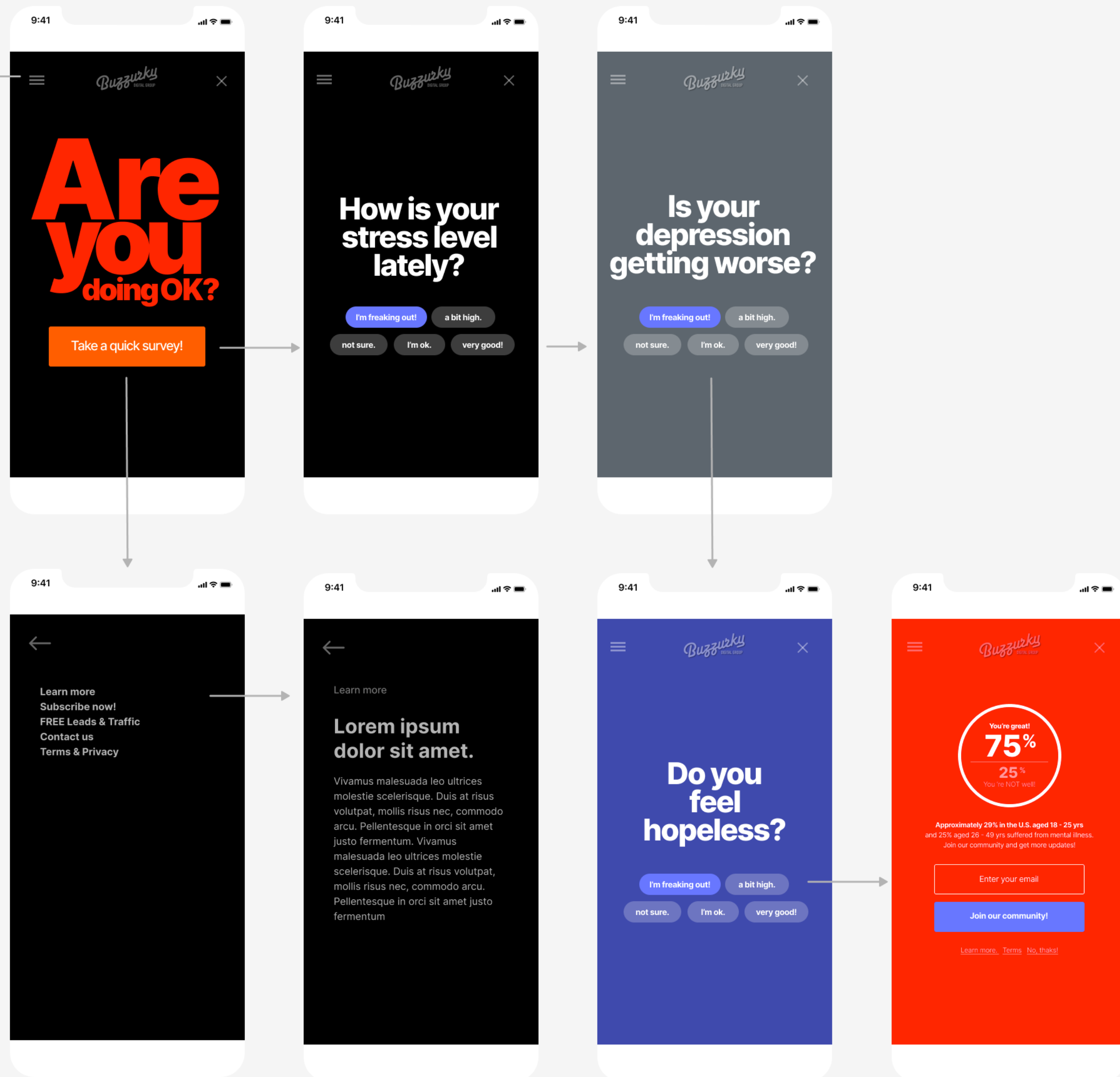
## Phase 5:

# Mockup

One of my favorite phases is #5, Mockups. Here, as a designer, my focus is on defining functional design in emphasizing the overall user experience and focal point of the product's features.

This phase explores the first high fidelity iteration of the product and its presentation. Though it is still in its early stages, a high fidelity mockup takes the design project to its first completion milestone.

Mockup phase elevates our overall awareness on what else the product's appeal could bring to the market. It can also expose design flaws and weaknesses which can then force the team to make a tough decision to pivot or consider a revision.



Phase 6:

# User Flow

During the User Flow process the focus is on business objectives which defines the logic schema for the developers, both front-end and back-end. It defines the architecture of operation under the hood.

For this project, the objective is to improve the likelihood of a conversion (email lead submission) from the first point of user engagement to keeping the connection with the user enough to quickly build the trust on the product with lead information.

At this point, the completion of user experience strategy at least for this product's current release has reached its first milestone.

