



JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Enhancing Business Operations::

Designing a User-Friendly SaaS Platform for
Diverse Organizations and IDfy UI Design System

VOL. 1 of 2

Student : **Harshika Jain**

Sponsor : **CarDekho Group**

Mentor : **Mr Yash Raizada**

Consultant : **N A**

Programme :

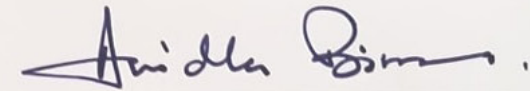
Bachelor of Design (B.Des)
Interaction Design

The Evaluation Jury has recommended **Harshika Jain**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Interaction Design**

Herewith, for the project titled ZIGWEB Website Homepage Redesign, IDfy UI Design System
on fulfillment of requirements by

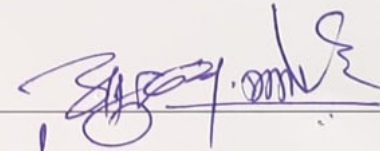
Jury Chairman

Anirudha Biswas



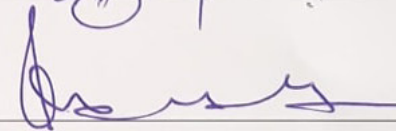
Jury Member

Atul Manhor



Jury Member

Abhishek Meena



Remarks, if any.

Dean, Institute of Design
JK Lakshmipat University

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Acknowledgment

I want to express my heartfelt gratitude to everyone who played a role in the completion of my Interaction Design graduation project. Your support and guidance have been invaluable.

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I also want to acknowledge the tech and design team members whose collaborative efforts helped me overcome challenges and achieve my project goals. My appreciation extends to the sales team for their valuable feedback during user research and testing.

Lastly, I am grateful to my family and friends for their unwavering support and encouragement throughout this journey. Their belief in me kept me motivated.

Thank you all for your invaluable contributions and belief in my abilities.

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Synopsis

Project 1 – CarDekho Group

During my internship at CarDekho Group, I had the opportunity to work on multiple projects, with one of the most significant being the redesign of Zigweb's website, a product of GirnarSoft. Zigweb is a startup business that provides a SaaS suite, including CRM, chatbot, online store, and marketing services, tailored for various businesses.

As the sole designer on the project, I collaborated closely with cross-functional teams, including sales executives who acted as the direct contact points with clients due to confidentiality issues. The project began with comprehensive research, where I conducted interviews with these sales representatives to gain insights into the specific needs and challenges faced by our clients, which included both startups and established businesses. The research phase also involved benchmarking against leading players in the field to ensure that our redesign would meet industry standards and exceed user expectations.

The key challenge in this project was to create a website design that aligned with the business needs and constraints of both our company and our competitors. I focused on simplifying the user experience, reducing cognitive load, and ensuring that all product information was easily accessible. This involved restructuring the website's navigation, optimizing the header for better recall and findability, and integrating real product screenshots and data to clearly communicate the value of Zigweb's offerings.

Additionally, I implemented strategies to increase lead generation, such as introducing a timed popup form that appears after a user spends some time on the site, encouraging them to engage and potentially convert into clients.

Throughout the project, my designs were implemented live, allowing me to see the immediate impact of my work and make necessary adjustments in real-time. This hands-on experience not only enhanced my design skills but also deepened my understanding of how design can directly influence business outcomes.

Synopsis

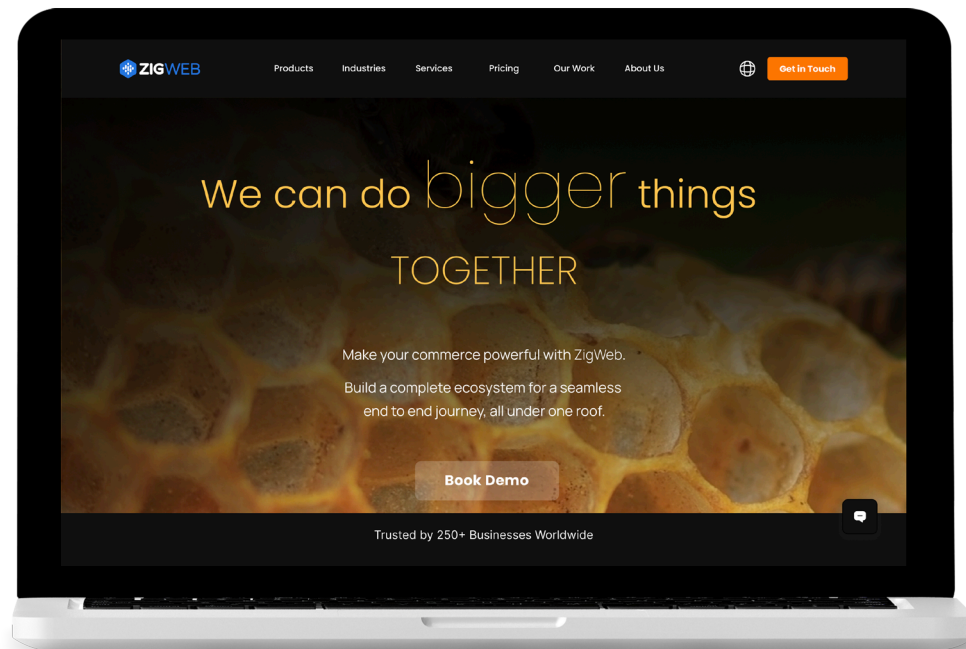
Project 2 – Idfy

During my internship at IDfy, I played a crucial role in the development of LoKey 2.0, a design system created to ensure consistent and accessible interfaces across all product APIs. My contributions included the design of UI guidelines and elements, focusing on clarity, minimalism, and functionality. I collaborated closely with cross-functional teams, including senior designers, product managers, and developers, to curate a seamless and intuitive design system.

I also led the creation of practical “Do’s and Don’ts” guidelines for using UI elements by consulting developers on the challenges they faced during implementation. This collaborative approach not only promoted consistency and improved user experience but also empowered developers to efficiently implement UI elements across interfaces.

Additionally, I designed the side navigation bar UI, ensuring the maintenance of three levels of hierarchy without clutter. This design included a minimized section with icons and an expanded view displaying both icons and text, effectively balancing information visibility and simplicity.

Throughout the internship, I learned the importance of working in teams and managing individuals with varying intuition levels, finding common ground to solve problems collaboratively. This experience enriched my understanding of how to create cohesive design systems that enhance user experience and support efficient product development.

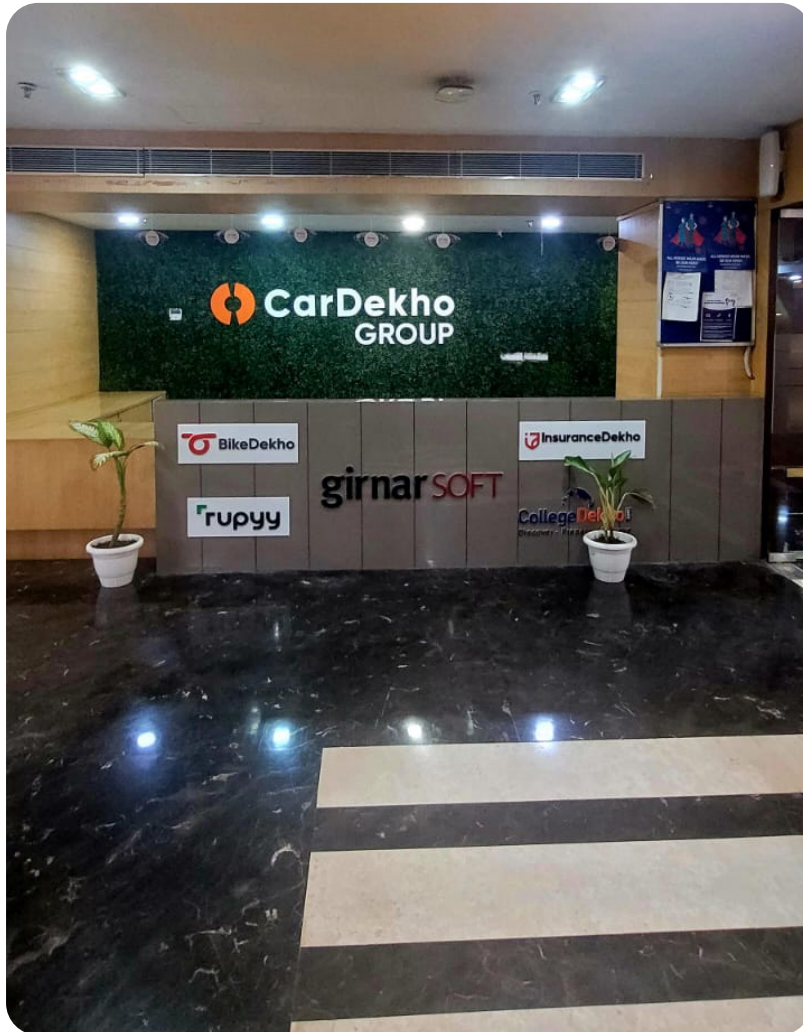


Enhancing Business Operations, Customer Communication and Increase Sales

Designing a user-friendly SaaS platform that meets the unique needs of tech-savvy startups seeking rapid growth and established businesses looking to modernize operations and expand globally through cost-effective digital solutions.

Sponsor

CarDekho Group (GirnarSoft)



GirnarSoft was founded in 2007 by Amit and Anurag Jain in a garage in Jaipur, India. The company's mission is to satisfy clients with the best .

Since then, it has launched many software applications, including its flagship CarDekho. They believe in unity, and work as a team that not just simplifies communication but optimizes the work as well. They understand the complexity in businesses and help clients with flexible solutions..

It's vision is – “Innovation, Reliability and Client-friendliness are the three terms, which perfectly define our business methodologies. We excel in this field and take up the responsibility of helping organizations in meeting their IT needs and business goals. As a reliable outsourcing partner, we live up to our commitment of delivering the best of services, every time. ”

They redesigned the homepage for Zigweb, a SaaS platform offering automation tools to enhance business productivity and efficiency. Zigweb provides personalized guidance, digital transformation solutions, ongoing support, and maintenance, catering to both large corporations and startups. The platform aims to innovate and improve fragmented existing SaaS solutions, ensuring an optimized digital presence for success.

The Journey of GirnarSoft So Far

2007

GirnarSoft was founded by Amit and Anurag Jain. The brothers laid the foundation for their vision of IT excellence in a humble garage.

2008

CarDekho hit the road, and it revolutionized the buying and selling of new and used cars forever. It created a nationwide digital platform to connect to prospective car buyers and sellers.

2010

Expanded to new industries, including healthcare, e-commerce, and more.

2013

Investors like the vision of the Jain brothers. GirnarSoft secured a funding of \$15 million.

2014

CarDekho acquired two companies, Gaadi.com and Zigwheels, and added them to its portfolio.

2017

GirnarSoft completed 10 amazing years of its beautiful journey of innovation and growth.

The Journey of GirnarSoft So Far



2020

The COVID-19 pandemic hit us all, but GirnarSoft stayed resilient amidst the storm and came out stronger.

2022

CarDekho went global to reach new heights. It became a top player in the global auto industry.

2024

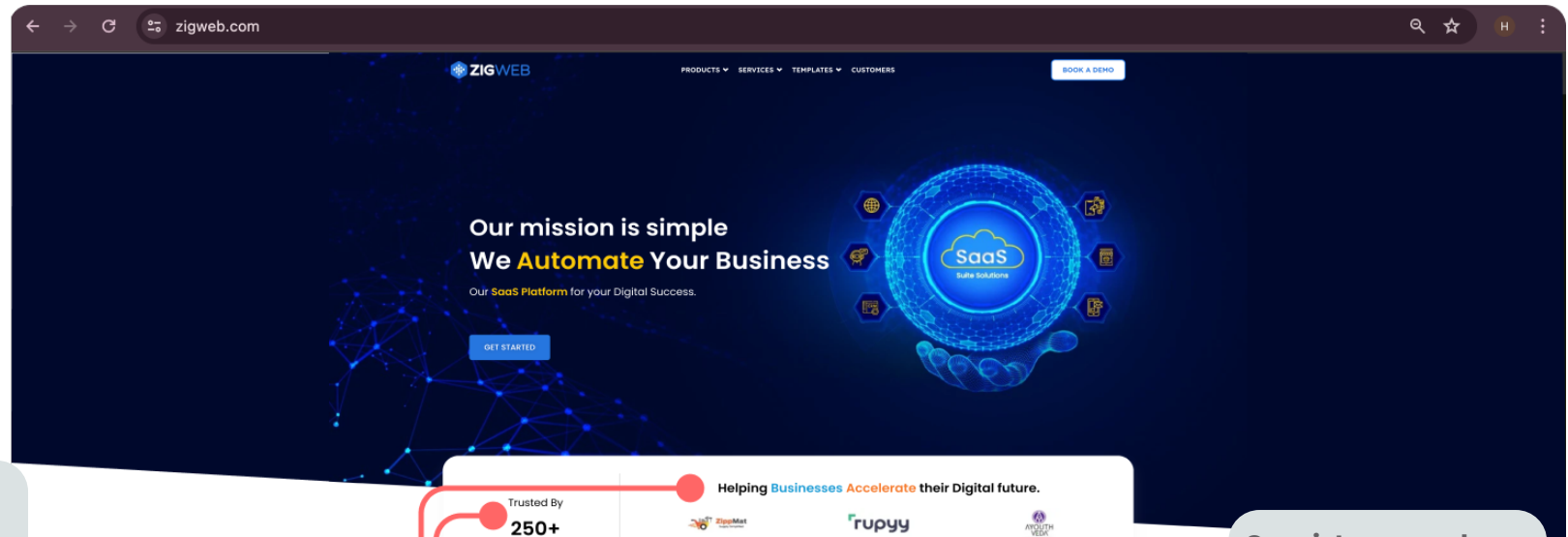
17 Years. Countless Milestones: GirnarSoft continues its legacy of innovation, shaping the future.

About the Product – Zigweb

ZigWeb, a product of GirnarSoft, is a comprehensive SaaS platform designed to transform businesses for the digital age by providing all the tools needed to establish a robust online presence, automate processes, and scale operations. Offering personalized guidance and ongoing support, ZigWeb tailors its innovative solutions to meet the unique needs of both large corporations and startups. By consolidating various digital transformation services into a single, all-inclusive package, ZigWeb addresses the fragmented nature of the SaaS industry, ensuring businesses can seamlessly transition to and thrive in the digital world.

Heuristic Evaluation

Zigweb Homepage



Aesthetic and minimalist design

Lack of visual hierarchy, user gets confused from where to start reading

Consistency and standards

Inconsistent text alignment

Consistency and standards

Floating in two opposite directions, due to which none of them is readable

Aesthetic and minimalist design

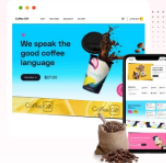
Looks cluttered with too many elements and non uniform spacing

Zigweb's SaaS Platform provides businesses with automation tools to streamline processes, enhance productivity, and achieve operational efficiency.

Online Store

Go Digital Today with Zigitsal

Select personalized online store design for your brand in no time.



CRM

Use Our Top notch Zigwork

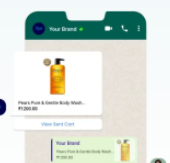
Reach the right audience and drive sales with our innovative digital marketing services.



ChatBot

Convert conversations into conversions with Zigchat

Answer customer queries instantly through chatbots with conversational automation.



Why ZigWeb, How are we helping out customers...

Consistency and standards

Inconsistent icons of different families

Match between system and the real world

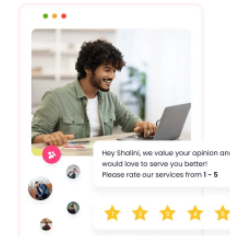
Wrong icons used for expand and minimize

Raise Customer experience

Experience the ultimate digital solution provider – all in one place. With our integrated platform, you can access the latest technologies and services to maximize your business success.

Unique Identity To your brand

Automate Your customer experience



By Professionals, For Professionals

200+ Strong People Team
15+ Range of Solutions
46% Boost in ROI of our Partnered Companies
15+ Years of Expertise
360 Degree Approach
250+ Successful Case Studies

EXPLORE OPTIONS →

Appointments & Booking

Business Intelligence

Marketing & Sales

Complete CRM

Automation

Business Management

Our platform works for you.
Our team works with you.



24*7 customer support

We won't leave you hanging! With our 24/7 and super-fast customer support services, we are always available to help you, no matter what business level you're at.



Suite of software solutions

Take advantage of a single platform that gives you access to all the SaaS tools you need without having to rush from one place to another. Streamline your workflow and reduce your stress with the convenience of having everything in one place.

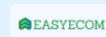


Boost your ROI

250+ businesses have already achieved remarkable success with us – now it's your turn! Let us help you unlock the same potential, and experience the same success.

visual focus not aligned due to Diagonal canvas and horizontal

Our Integrated Partners



Recognition rather than recall

Indirect meaning leads to cognitive load for user

Recognition rather than recall

Difficult for user to recognize people, Brand not specified

Aesthetic and minimalist design

Paragraph styling is improper

Don't Just Take Our Words For It



Parul Gulati
Business Head

Zigweb has been great for us for months. The automated chatbot experience has streamlined our customer support and lowered response time and cost in half! We are satisfied with our improved client service.



Sana Farheen
Forever Modest

I've been working with ZIG team. Even though they are experts, I appreciate that they are willing to help me find growth areas and put effective strategies into place. I recommend this team to businesses looking to improve their marketing, and I look forward to working with them to improve our results.



Arjun Dharmanshi
Dabee

Zigweb, thanks for being our digital co-founder from ecommerce website development to digital creative. You're best. Dabee pre-Zigweb was socially inactive and digitally poor. You understood our business and needs, forming a long-term partnership to build the world's largest candy company.

Start Your Journey to Success Today

At ZigWeb, we are all about speed and efficiency. Whether you need a new website, improved marketing strategy, or a more streamlined approach to customer service, we've got you covered with our lightning-fast work. Let us be your partner in success!

Take The First Step Now

Let's get started.

By registering, you confirm that you agree to the storing and processing of your personal data by ZigChat as described in the Privacy Statement.

HEAR FROM AN EXPERT

Aesthetic and minimalist design

Text and paragraph sizing is not consistent throughout the page



Company

Create Online Store
Chatbot
CRM
About Us
Contact Us
Blog

Get In Touch

Head Office:

21, Glimar, Govind Marg, Moti Dongri Road, Jaipur, Rajasthan, 302004

Email Us:

Contact@Zigweb.com

Head Office:

+91-8963003535

Aesthetic and minimalist design

Layout is not balanced

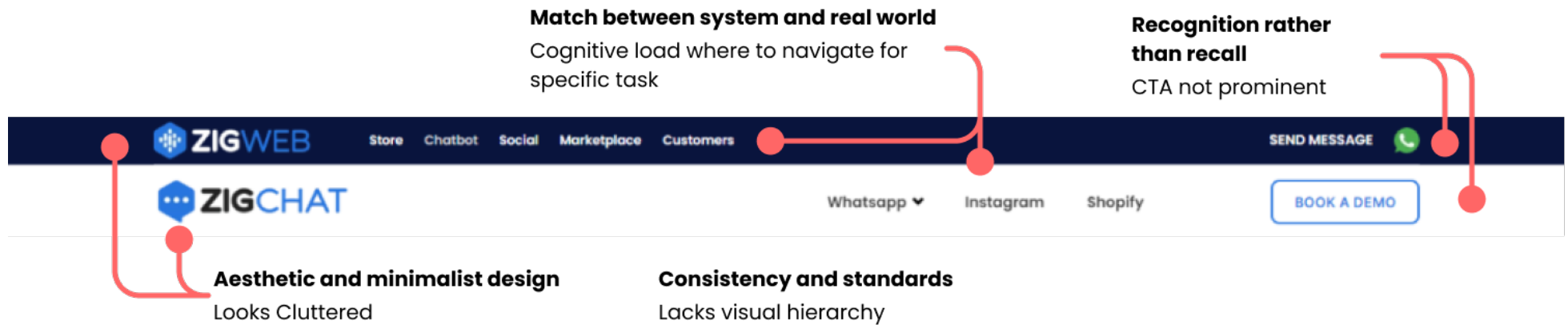
[Terms of Conditions](#) [Privacy Policy](#) [Refund & Returns Policy](#)

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Disclaimer*- ZigChat does not accept any liability as a direct or indirect consequence of the use or the inability to use information, data or functions of the chatbot.

Heuristic Evaluation

Zigweb Homepage Header



User Research

How was the research done

Primary Research

Interviews (In Person)

Secondary Research

Competitive Analysis

UI UX Analysis

How We Explored and Uncovered

We began our research by introducing ourselves and explaining the purpose of the interviews with sales executives, who acted as representatives due to confidentiality constraints.

The sales executives then shared their backgrounds and experiences, focusing on client deals with both a grown up business and a startup. We explored each case in detail to understand the client demographics, their journey to discovering our solutions, and the problems they encountered in finding a suitable option. We also examined their knowledge base, specific needs, and their flexibility regarding technology adoption. This comprehensive approach provided valuable insights into the varied challenges and requirements of different types of businesses, guiding our strategies for improving client support and solution effectiveness.

User Persona

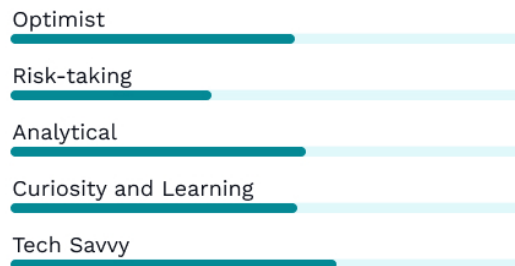
Start Up Business



Garvit Garg

Entrepreneur, Founder of an
Education Consultancy Startup

“Wants to use innovative technology to simplify operations & rapidly scale their business in the digital landscape.”



-  **Age:** 24 Years
-  **Location:** Jaipur, India
-  **Gender:** Male
-  **Education:** MBA
-  **Workforce Demographics:**
Young, tech-savvy, limited business experience
-  **Company size & experience:**
30-40 employees, 1-2 years

Bio

Garvit is a 24-year-old entrepreneur based in Jaipur, India, who runs an education consultancy startup with a young, tech-savvy team.

Needs

- A reliable, user-friendly platform for managing operations
- Efficient customer engagement and response tracking tools
- Simplified report generation and analytics
- Improved communication tools for international interactions
- Features that integrate with popular social media platforms

Motivations

- Passion for education and technology
- Desire to grow the startup into a successful, well-known consultancy
- Commitment to providing high-quality services to clients
- Drive to innovate and stay ahead of competitors

Goals

- Streamline business operations
- Enhance productivity by reducing time spent on operational tasks
- Improve customer engagement and satisfaction
- Achieve growth through effective marketing strategies
- Ensure smooth communication with international stakeholders

Frustrations

- Managing operations with a young & inexperienced team
- Difficulty in tracking & measuring customer engagement & response
- Time consuming processes for generating reports & analytics
- Communication challenges with foreign colleges & parents
- High demand for efficient marketing messaging & customer interaction

User Persona

Established Business



Dinesh

Entrepreneur, Founder of an
Education Consultancy business

“To find a cost effective option to
expand their business globally
through digital solutions.”

Personality

Optimist

Risk-taking

Analytical

Curiosity and Learning

Tech Savvy



Age: 50 Years



Location: Singapore , India



Gender: Male



Education: MBA



Workforce Demographics:
Older workforce, high business
experience



Company size & experience: Large

Bio

Dinesh is a 50 year old entrepreneur based in
Singapore, runs an education consultancy business

Needs

- A user-friendly platform with advanced features that can be easily adopted by an older, less tech-savvy workforce to help expand the business and improve operational efficiency
- Reliable support & clear guidance to help the team adapt to the new system
- Efficient payment solutions to streamline procedures
- Assurance of data security and privacy
- Transparent ROI metrics to justify the investment

Motivations

- Desire to grow the business
- Commitment to providing high-quality services and expanding reach
- Drive to overcome current business challenges and achieve sustainable growth
- Willingness to invest in technology that ensures long-term benefits

Goals

- Modernize and streamline business operations
- Improve business performance and expand globally
- Ensure ease of use for the workforce to reduce adaptation time
- Achieve high customer satisfaction and engagement
- Secure a positive ROI from new technology investments

Frustrations

- Difficulty in adapting to new technology due to low tech-savviness of the workforce
- Long organizational procedures causing payment delays
- Frequent and repetitive questions from different team members
- Hesitancy in sharing accounts credentials due to lack of knowledge
- Business not performing well, seeking expansion to other states
- Concerned about return on investment (ROI) before making any investments

Competitive Analysis

Feature	Description	Zigweb	Freshworks	Yellow ai
Free Trial	Helps in lowering Entry Barriers, increased Conversions, Lead Generation & Customer feedback	 Don't have this feature	 Have this feature	 Have this feature
Free Demo	Communicates the process effectively and facilitates human interaction	 Have this feature	 Have this feature	 Have this feature
Feature Showcase	Highlighting unique features and use real screenshots	 Not efficient	 Have this feature	 Have this feature
Multilingual	Accessible for all	 Don't have this feature	 Have this feature	 Have this feature
Chatbot	Helpful for generating leads and answer customer queries instantly	 Don't have this feature	 Have this feature	 Have this feature
Reviews on google	It helps build trust, credibility and SEO ranking while user researches on google	 No Reviews	 Have 1269 reviews	 No Reviews
Services Apps	It helps build trust, credibility and SEO ranking while user researches on google	 Don't have this feature	 on Play store & App store	 On Play store & Microsoft
Industries	Industry wise services division	 Have this feature	 Don't have this feature	 Have this feature

Freshworks

UX Analysis

Ease of Navigation

Quick links & shortcuts to frequently accessed sections enhances efficiency. Multiple headers on internal pages is overwhelming.

Cognitive Ease

Provides good information design aiming towards goals of the user while visiting their website

Interactions

Clear visual & dialog communication , clickable horizontal scroll is confusing for user

Tone of voice

The tone is engaging, positive, and user-focused, aiming to build trust and excitement for potential customers and future employees. It supports a strong user experience by being approachable and encourages action.

Feedback & Support

Chatbot is prominently visible on the landing page which helps in effective communication, here its interaction is not engaging for users

UX analysis of competitors evaluates the overall user journey, including usability and satisfaction. By understanding how competitors meet user needs and identifying gaps, we can design a more user-centric product. Learning from competitors' mistakes and successes allows us to refine our product's usability, ensuring a seamless and satisfying experience that sets our product apart in the market.

Freshworks

UI Analysis

Appeal & Hierarchy

Well structured with decent visual appeal

Iconography

Clear & consistent icons

Intuitiveness

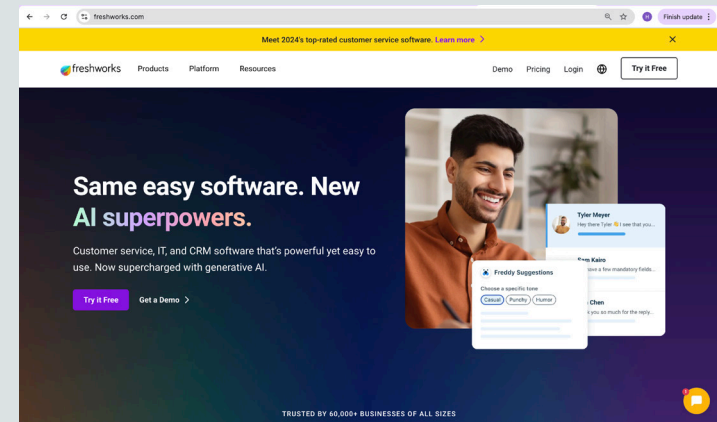
User friendly interface. Repetitive CTA (Free trial and Demo) distracts user to login their account .

Legibility

Readable text & balanced contrast. Text alignment and wrapping is not consistent which makes it difficult to scan, no other prominent action other than a free trial or demo

Responsiveness

Text & CTA in mobile version are not visible



Yellow ai

UX Analysis

Ease of Navigation

Labels of menu items have jargons/ unfamiliar words are used which confuses users a lot, where to click for their requirement

Cognitive Ease

Clear description of unique features on homepage lead user interest and explore the website

Interactions

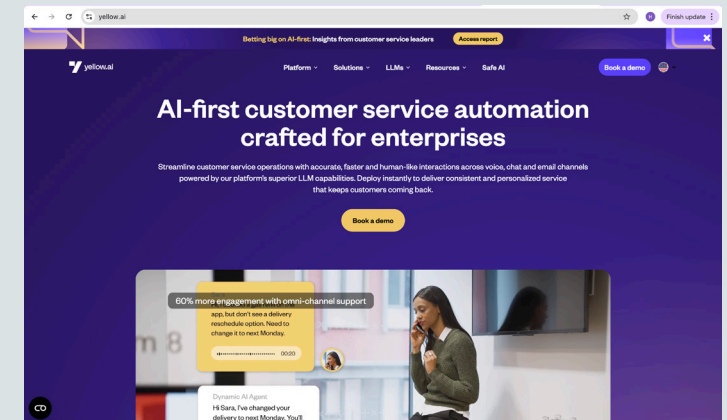
Elements are interactive and error handling is useful

Tone of voice

The tone is transformative, empowering and use of jargons like “AI-first, unified customer service platform” might be confusing.

Feedback & Support

Chatbot is engaging, noticeable and efficient for instant support



Yellow ai

UI Analysis

Appeal & Hierarchy

The overall layout is clean and visually appealing.

Iconography

Icons are not consistent

Intuitiveness

User friendly interface.

Legibility

Readable text & balanced contrast.

Responsiveness

Website is responsive

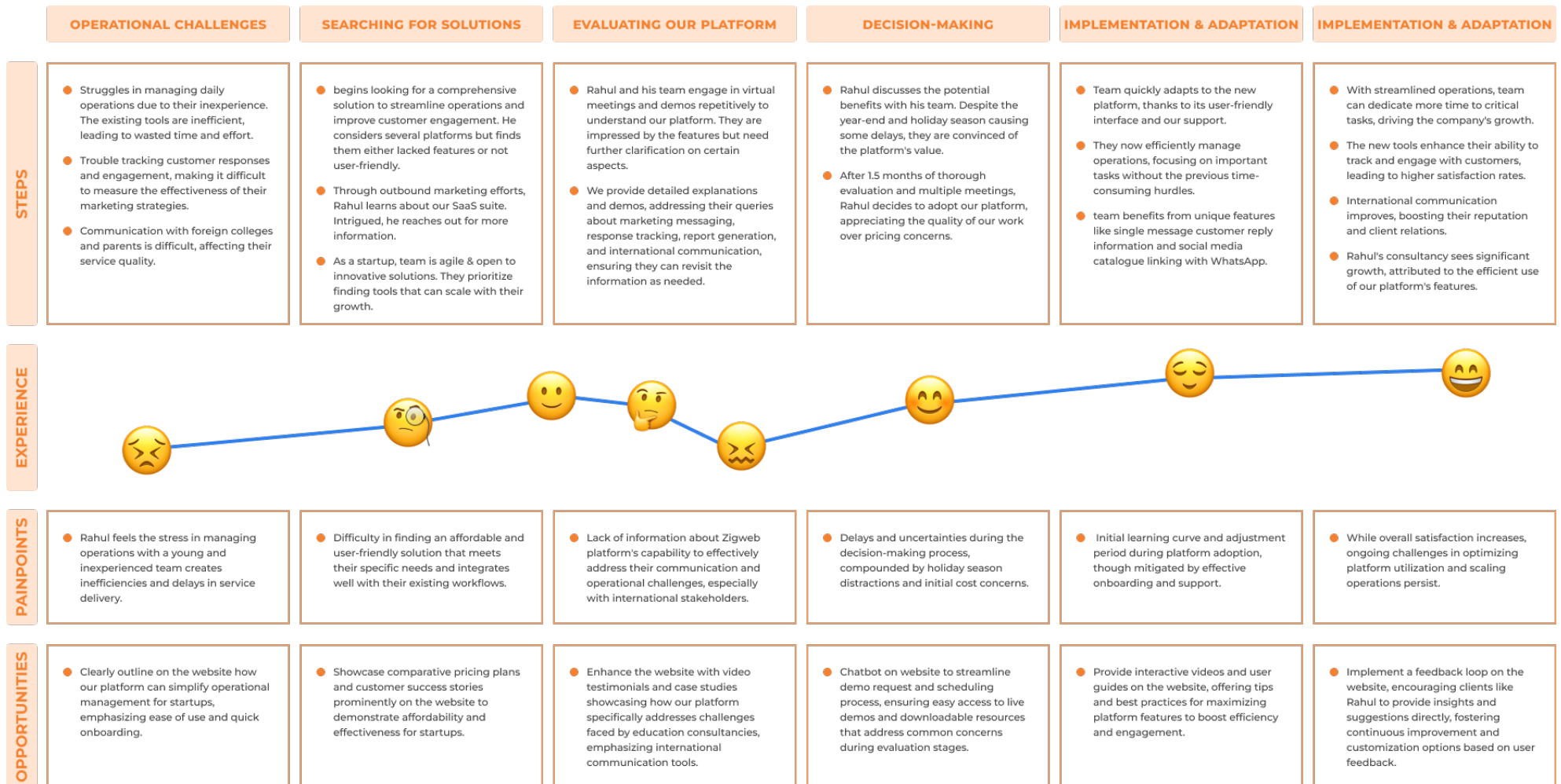
UI analysis of competitors focuses on their visual design elements like layout, color schemes, typography, and imagery. By understanding industry standards and trends, we ensure our product's visual appeal aligns with or surpasses user expectations. Evaluating competitors' design strengths and weaknesses helps us identify opportunities for differentiation and improvement, guiding us to create an engaging and intuitive user interface.

User Journey

Start Up Business

User didn't find required features we had on our platform and then he had to connect with our representative who told him about that feature.

Similar more enquires were there

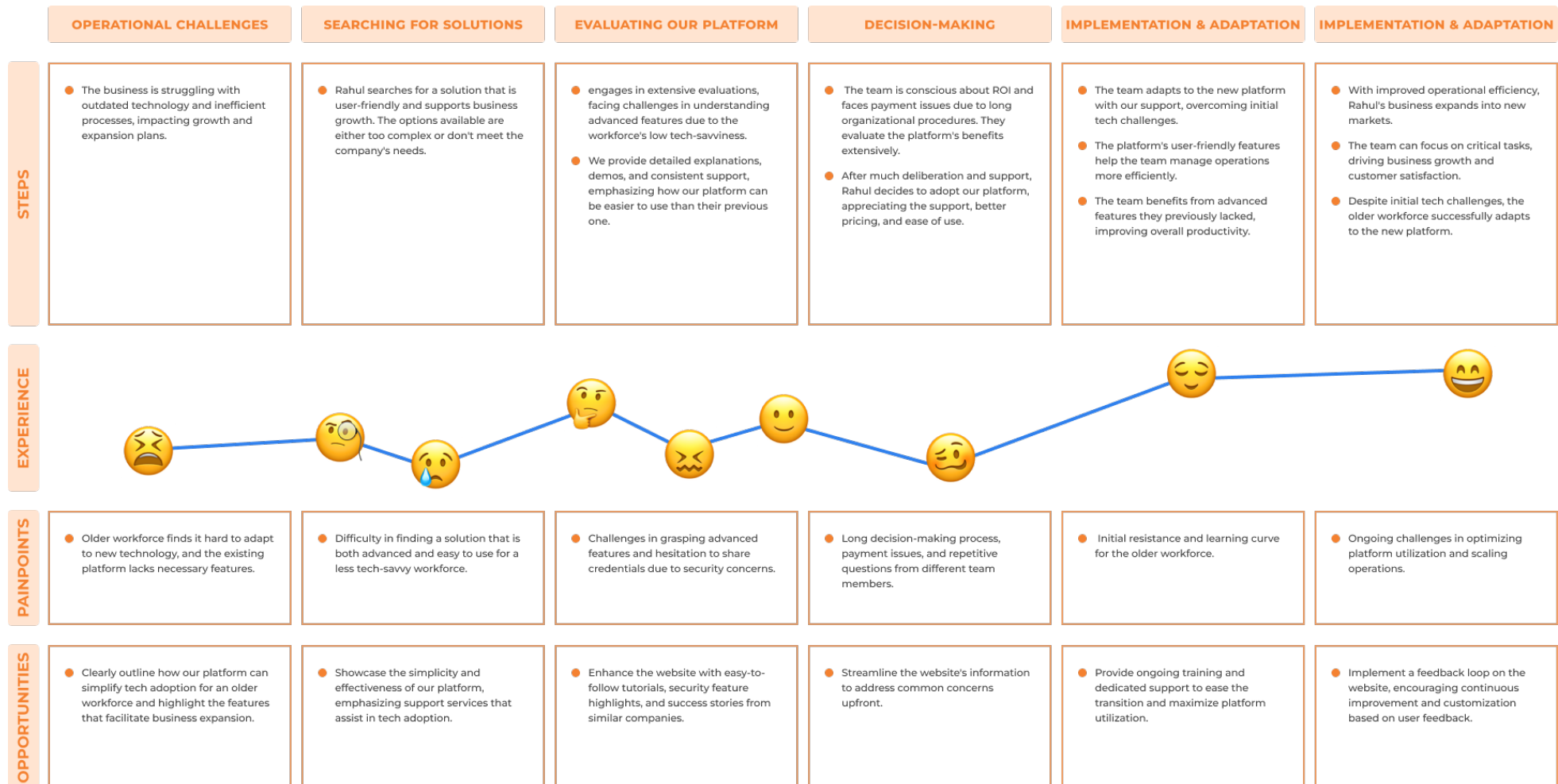


User Journey

Established Business

They needed quicker human assistance for clarity but found email as a difficult communication channel because it is time consuming

User was concerned about ROI which delayed decision making



User Research Insights



Efficient communication channels should be available to cater to different audiences.



Clear communication about data protection measures are vital to gaining trust



Onboarding support like training programs and ongoing support are essential for ensuring successful platform adoption and utilization



Realising the value addition of the platform to their specific goals and motivations of the business helps to recognise and relate



Clear ROI demonstration can facilitate the decision making process, especially for larger and more established businesses.



Providing clear demonstrations of how the platform improves operational efficiency can drive adoption, satisfaction & transparency



confusion and cognitive overload while navigating the internal pages of the product due to the presence of a double header

Problem Area

How might we redesign our SaaS suite website to better cater to the diverse needs of both startups and established businesses, ensuring a user-friendly experience that enhances **technology adoption, operational efficiency**, and **customer engagement** to increase **sales** .

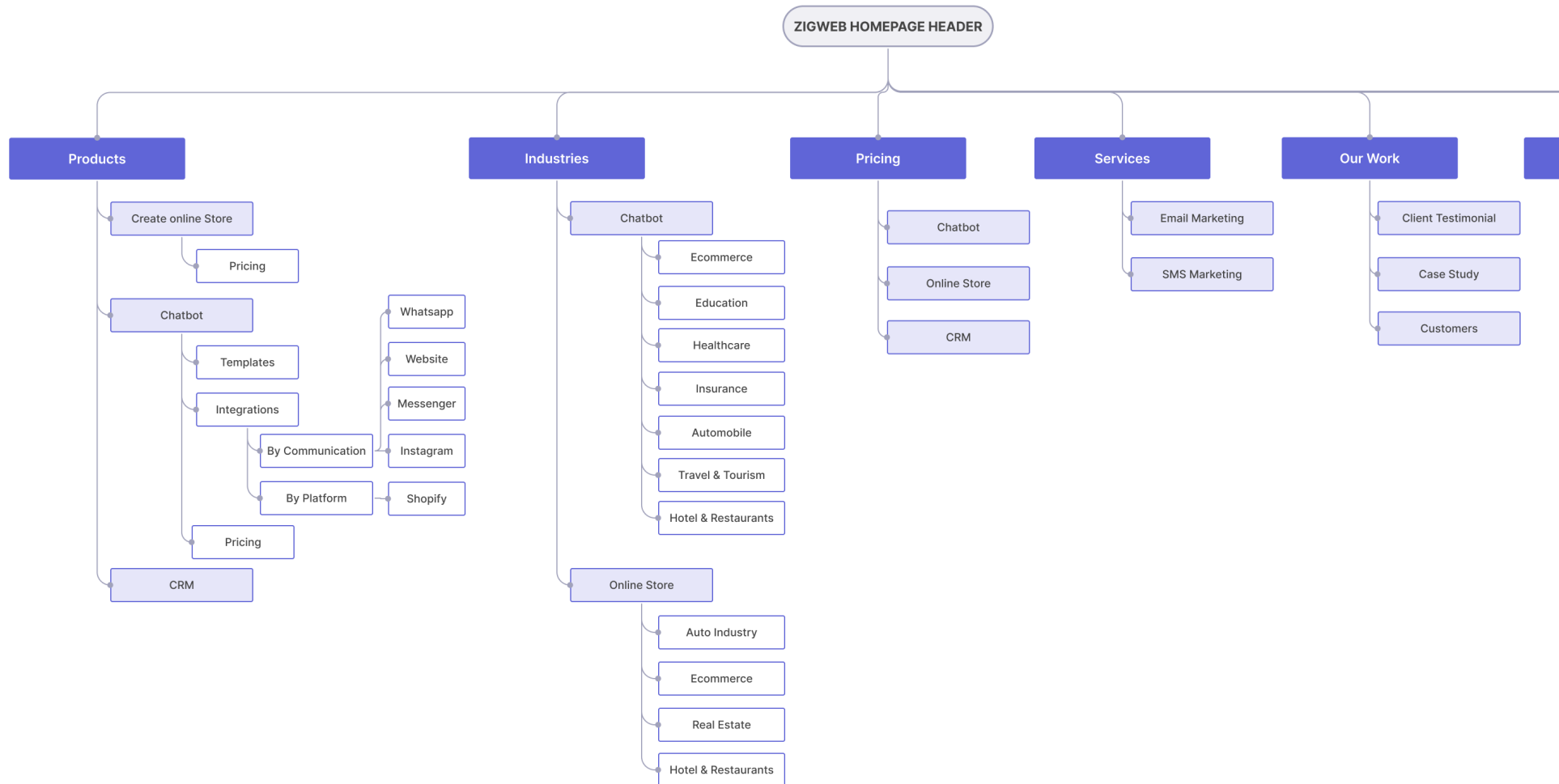
Opportunity Areas

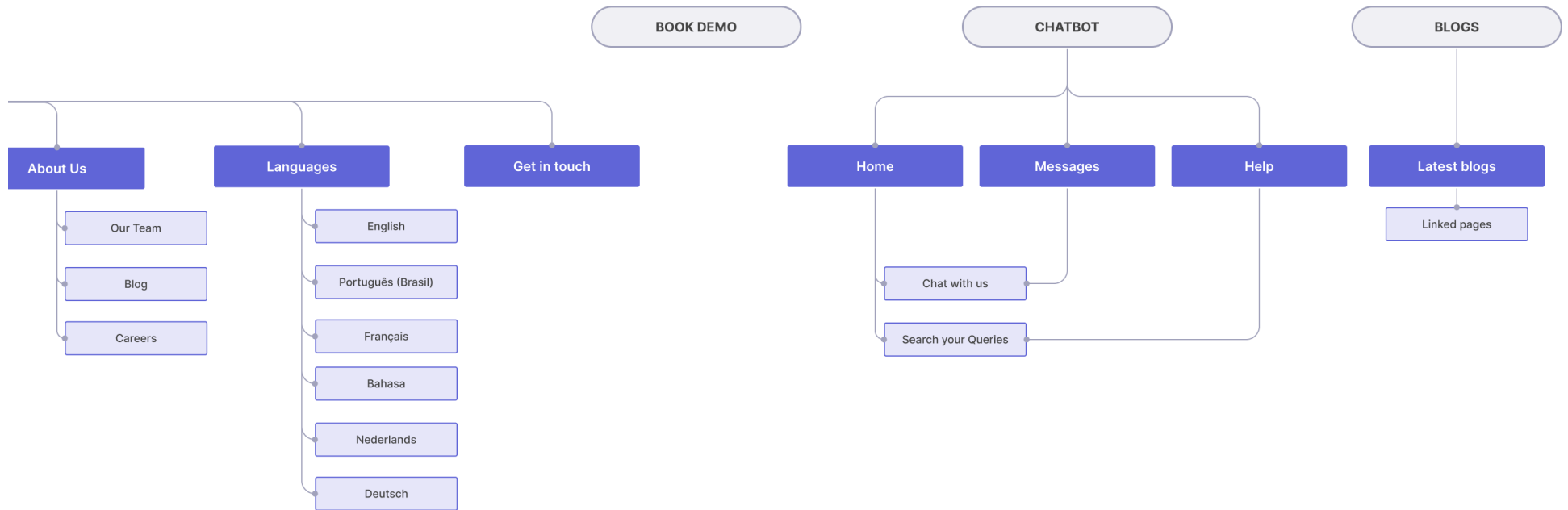
Develop a continuous **support model** that caters to varying tech-savviness levels. Implement a **efficient communication channel** strategy to address different client preferences, ensuring efficient and effective interactions.

The platform must **create a connect** with the specific **goals** of both startups and established businesses to realise **value addition** platform is providing to businesses which motivates adoption and decision-making by users.

To improve user experience and reduce cognitive load, **simplifying the header structure** and enhancing **clarity in navigation** will help users better understand and access product information without feeling **overwhelmed**.

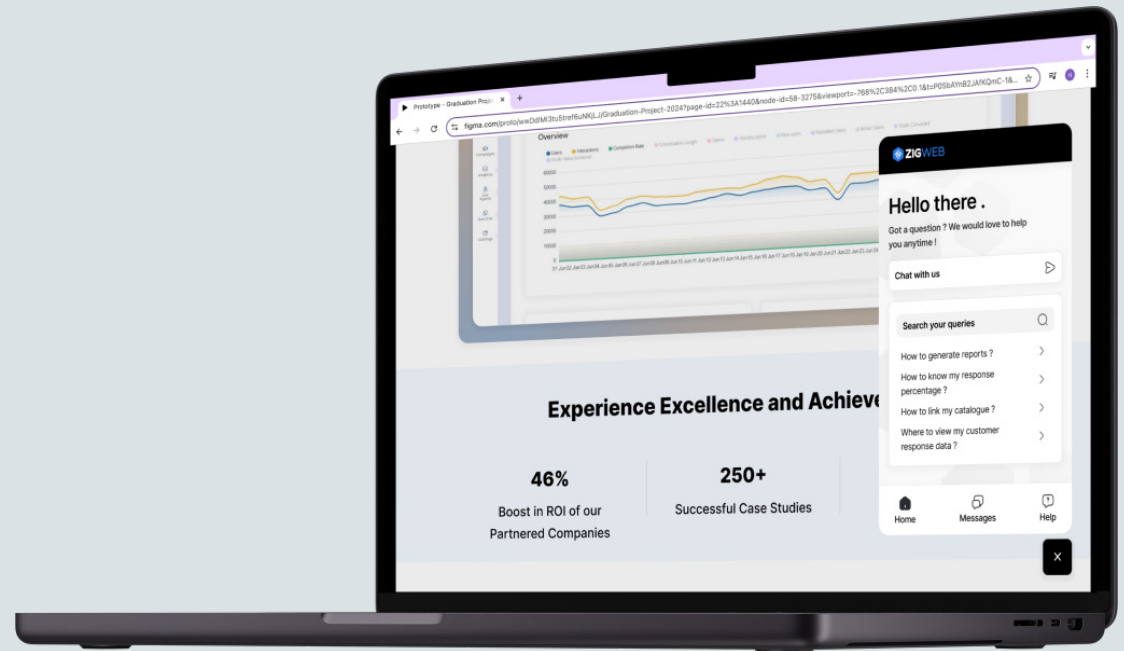
Information Architecture





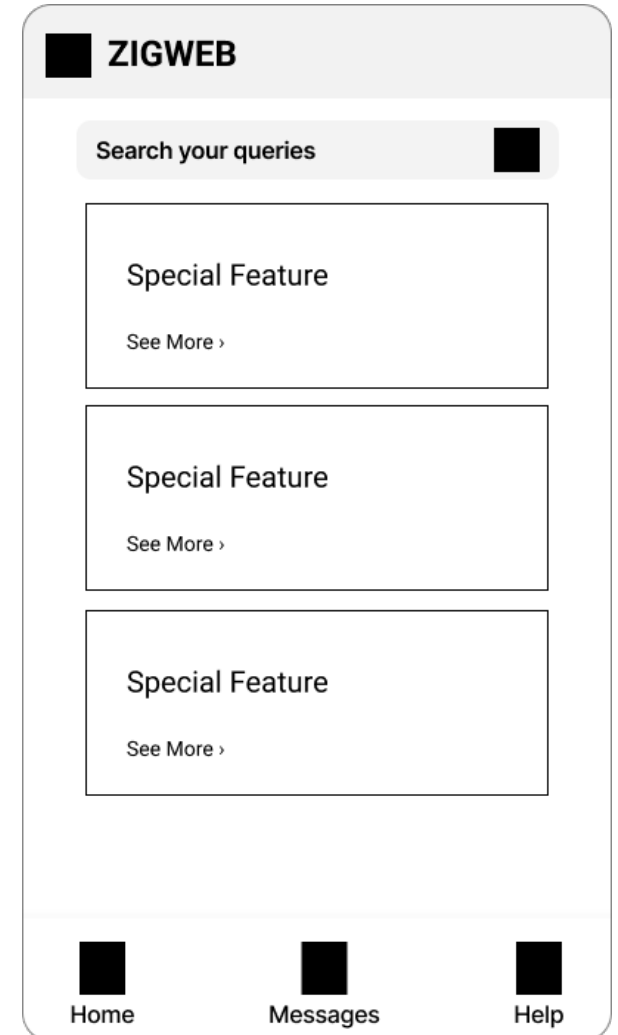
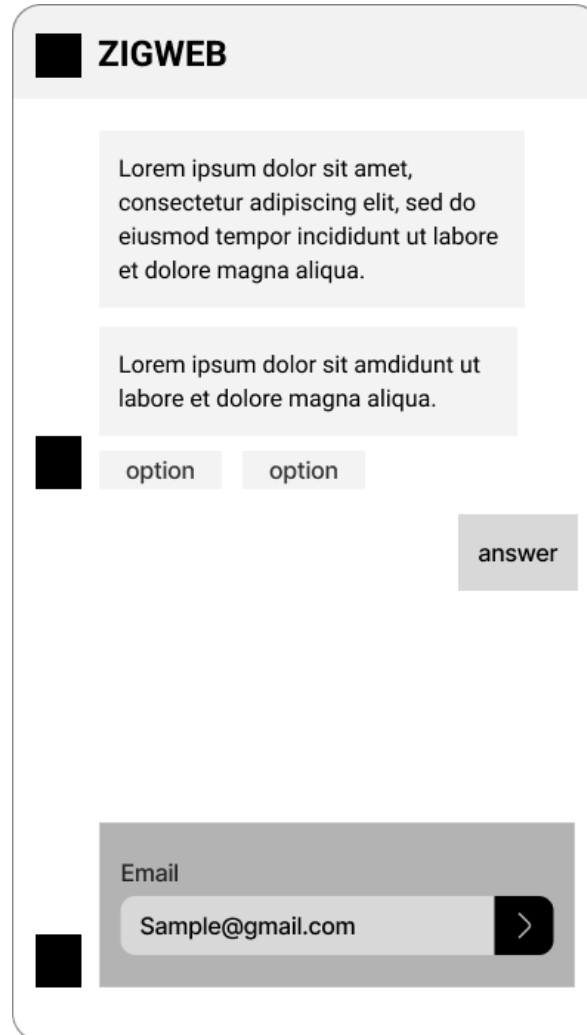
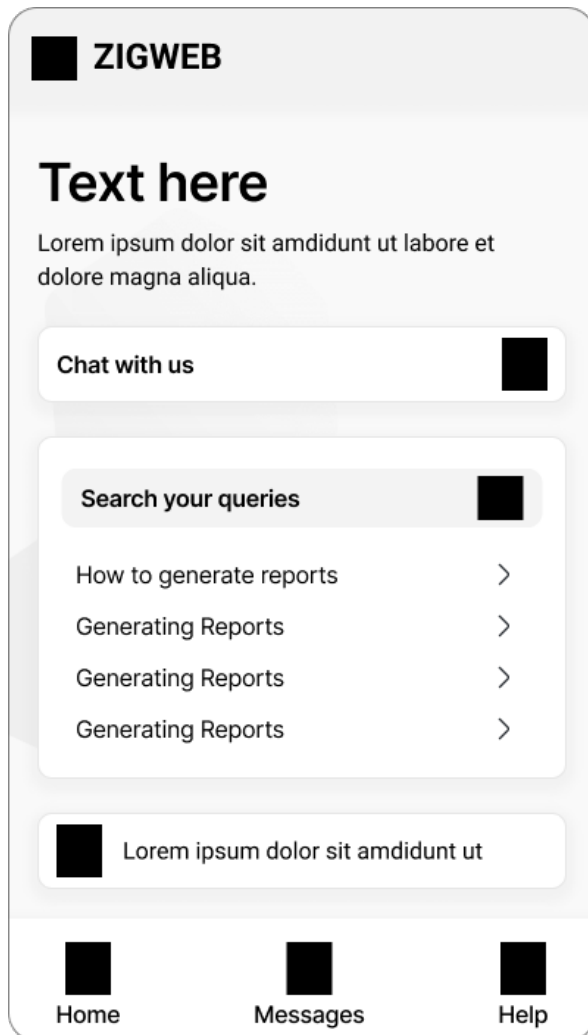
ChatBot

To address the varying tech-savviness levels and communication preferences among our clients, we propose implementing an intelligent, adaptive chatbot. This chatbot will provide continuous support, offering tailored assistance based on the user's familiarity with technology. It will also facilitate efficient interactions by seamlessly integrating multiple communication channels, ensuring clients can easily switch between chat and calls as needed. By doing so, we aim to enhance user experience, reduce cognitive load, and improve overall client satisfaction.



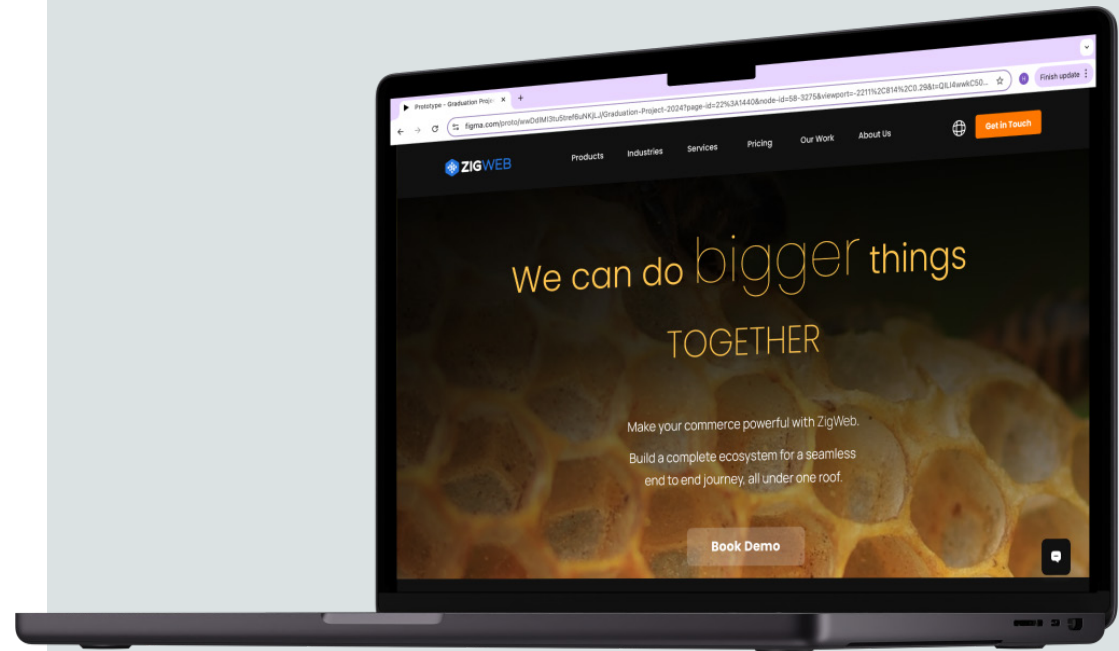
Wireframe

Chatbot



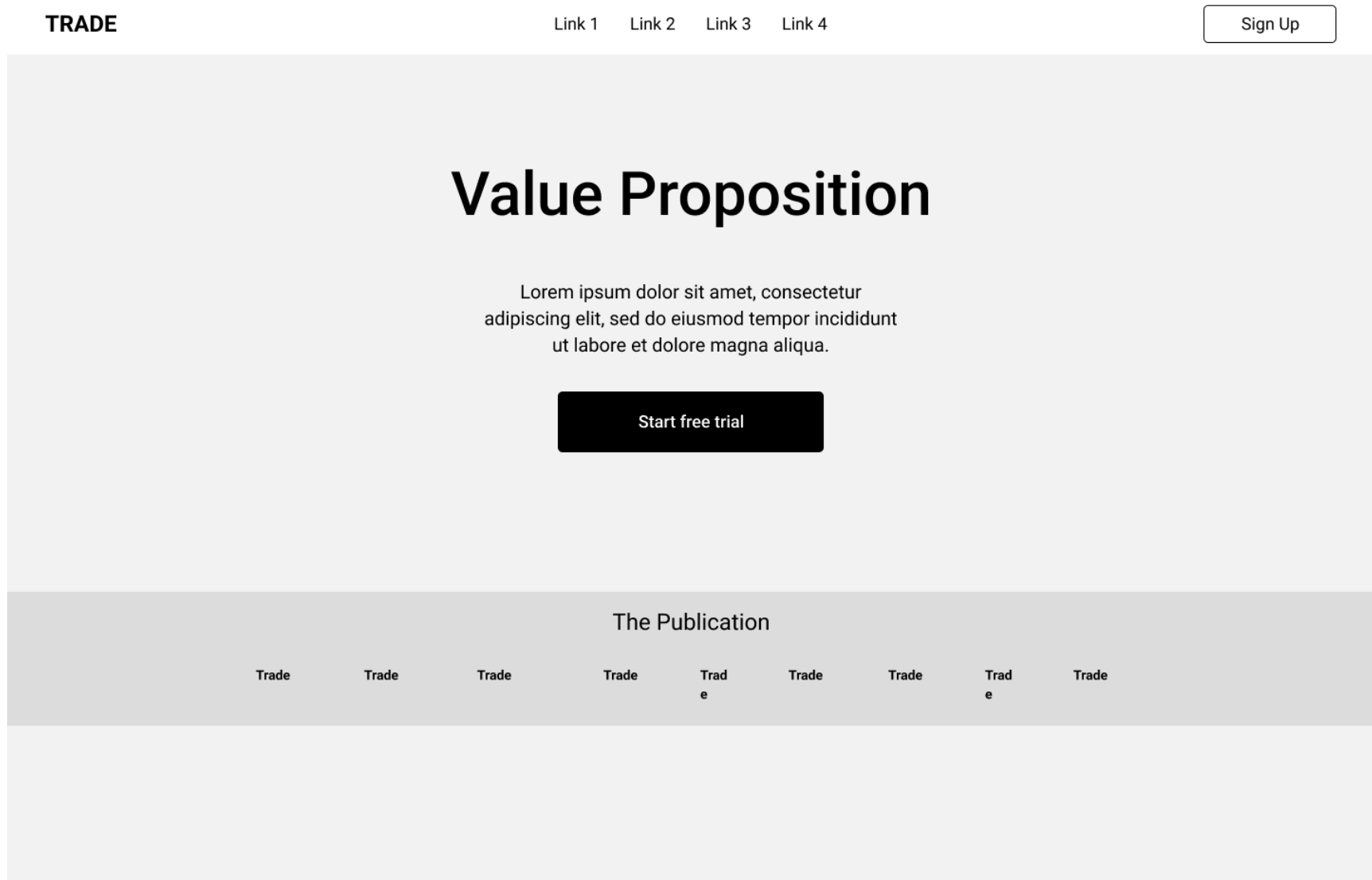
Homepage

To ensure our platform connects with the specific goals of both startups and established businesses, we propose a comprehensive website redesign. This redesign will feature actual facts and figures that highlight the platform's value addition, using real product screenshots to provide a transparent and authentic view of the features. Additionally, we will employ better information design to clearly communicate how the platform can address the unique needs of both types of businesses. This approach will help users understand the benefits, motivating adoption and facilitating informed decision-making.



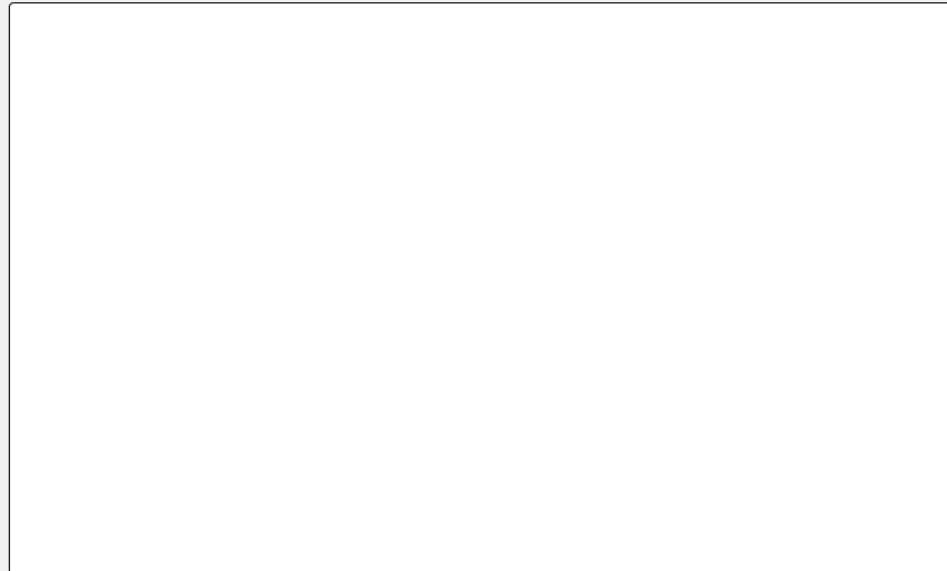
Wireframe

Homepage



The Publication

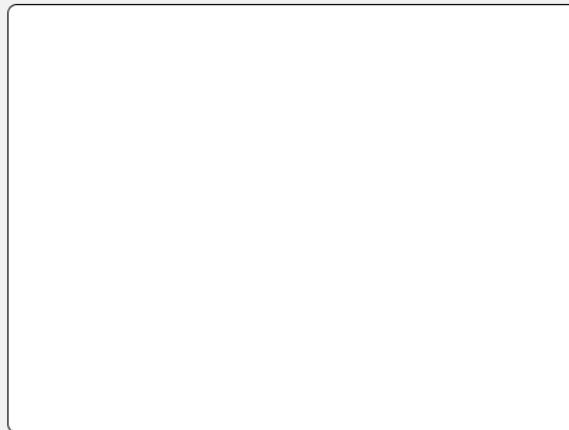
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



The Publication



The Publication

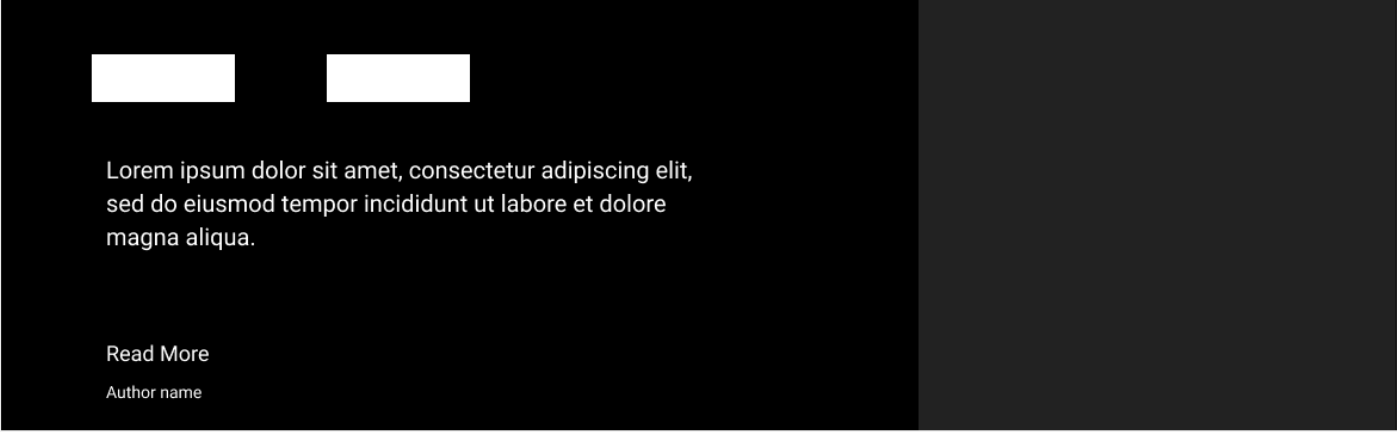


Feature that is amazing

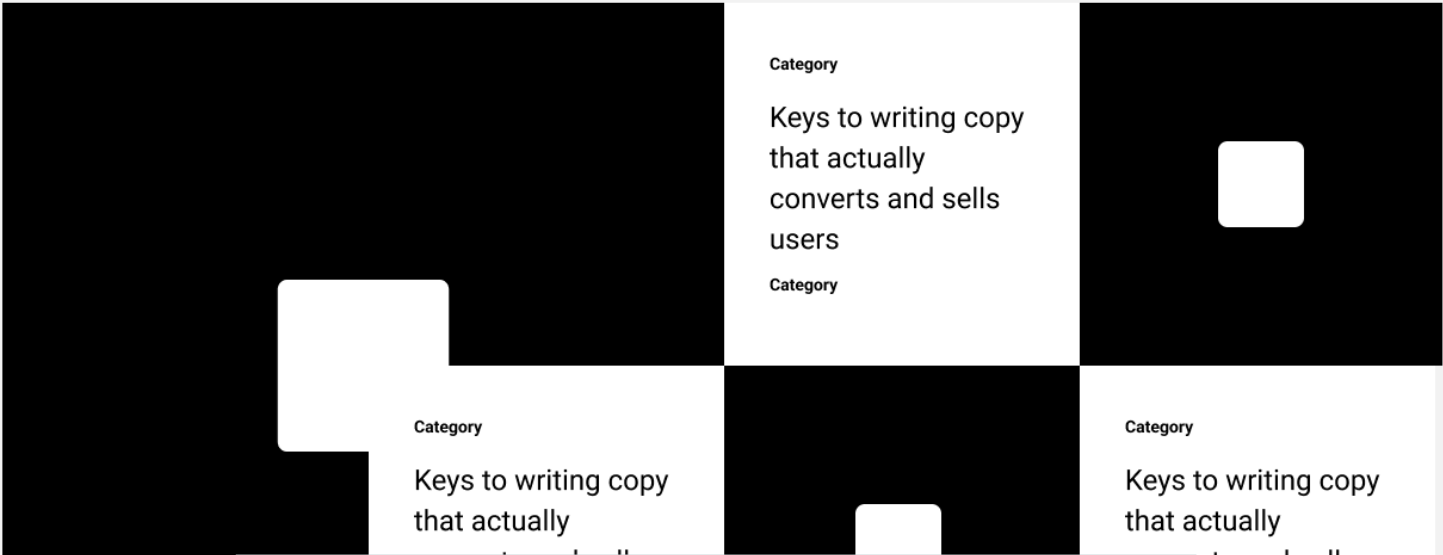
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Benefit of Feature
- Benefit of Feature
- Benefit of Feature

The Publication



The Publication





converts and sells
users
Category



converts and sells
users
Category

Ready to get started?

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Start free trial

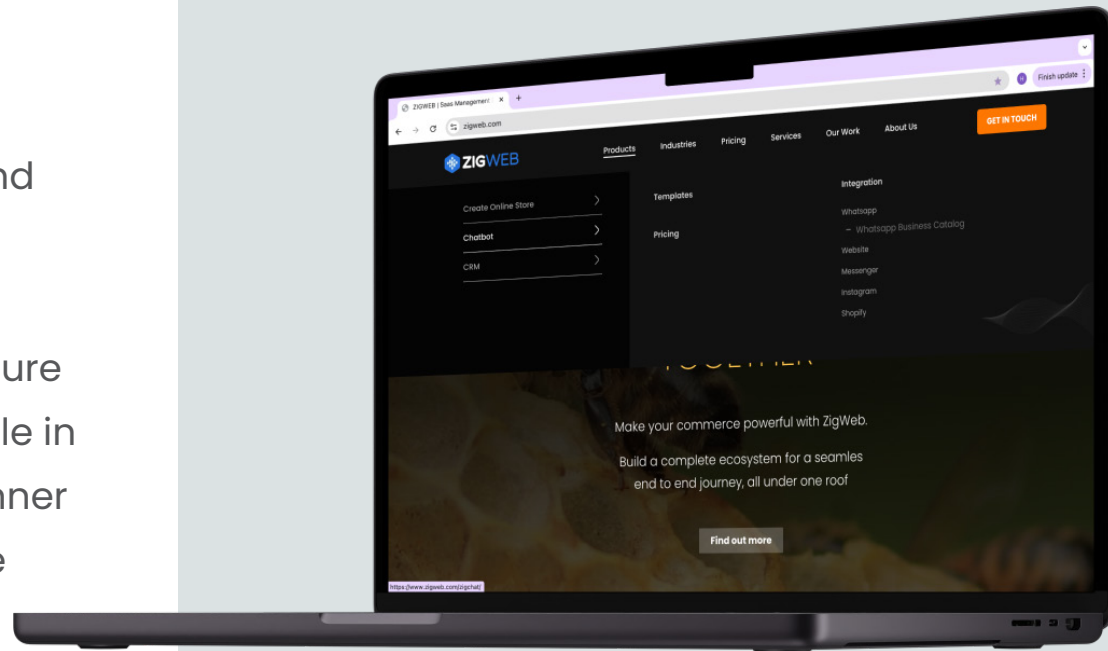
TRADE

© 2010 – 2020
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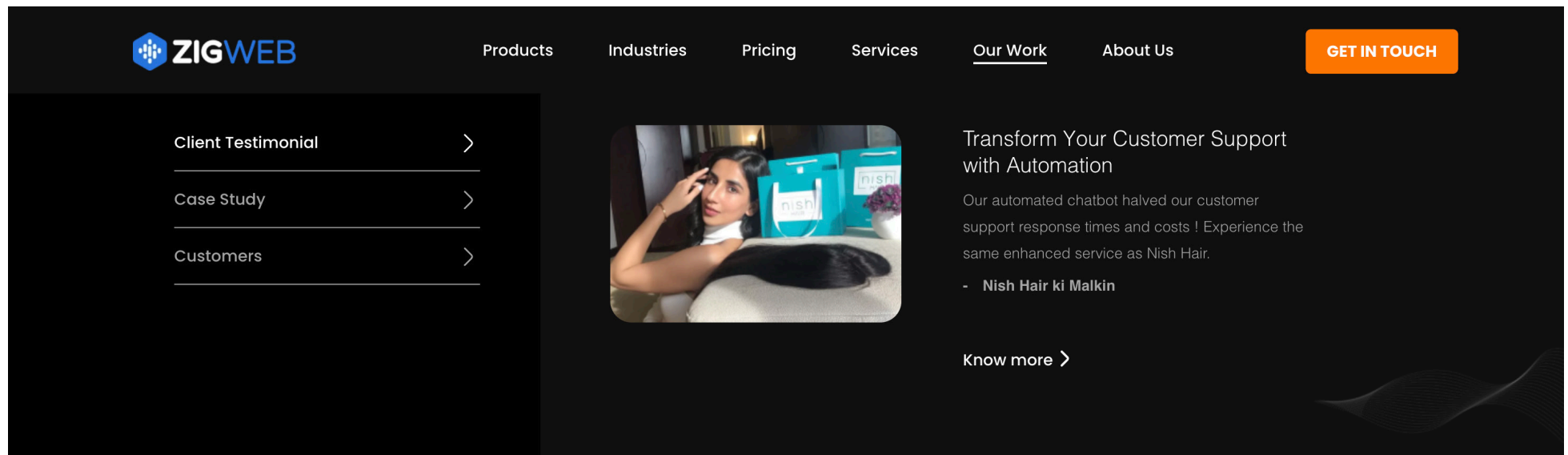
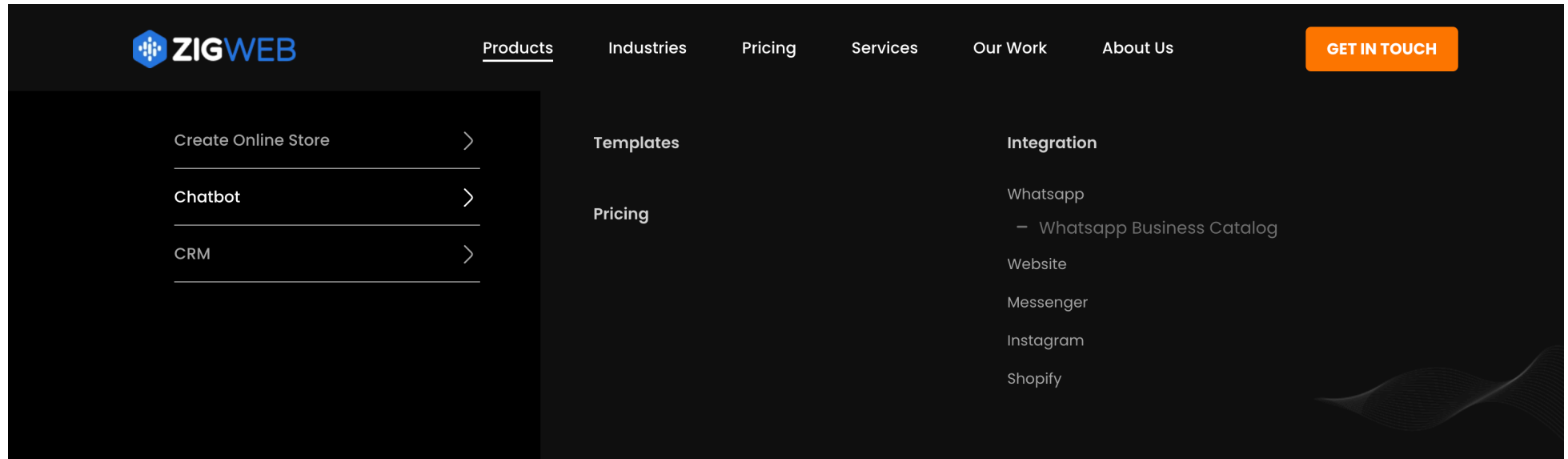
Product	Features	Resources	Company
Product	Feature	Resource	Company
Product	Feature	Resource	Company
Product	Feature	Resource	Company

Header Navigation

To improve user experience and reduce cognitive load, we propose simplifying the header structure and enhancing clarity in navigation. By eliminating the double header and streamlining the layout, users will find it easier to understand and access product information without feeling overwhelmed. This redesign will ensure that all essential details are available in a more organized and intuitive manner while maintaining a comprehensive view of each product on a single window. This approach enhances recall and findability, offering a holistic perspective that supports efficient and pleasant browsing.

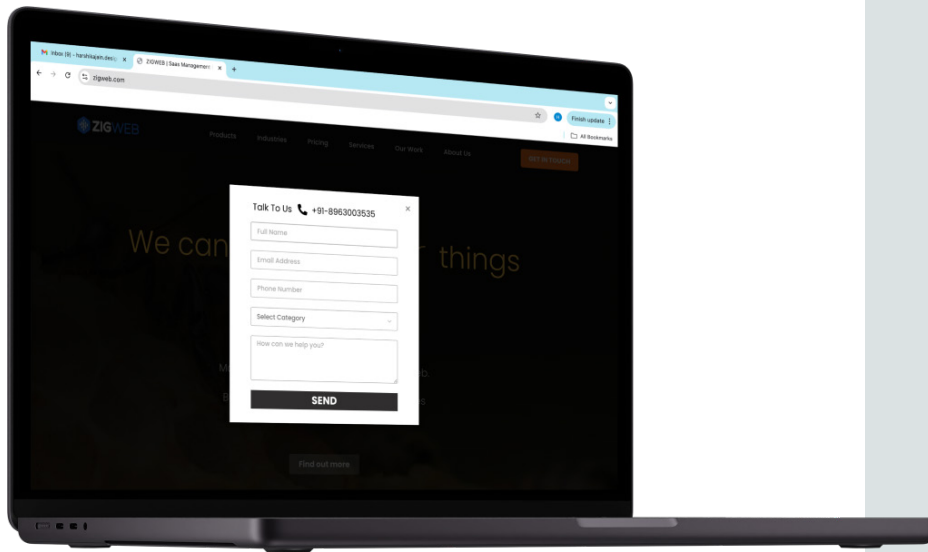


Header Navigation



Popup Form

To increase leads and boost sales, we propose implementing a strategically timed popup form that appears shortly after a visitor opens the website. This popup will capture the user's attention and prompt them to provide their contact information & express interest in products. By carefully designing the form to be engaging and non-intrusive, we can enhance the user experience while effectively driving lead generation and conversion. This targeted approach ensures that potential customers are engaged at the right moment, increasing the likelihood of successful interactions and sales.



Talk to us  +918963003535

Full Name

Email Address

Phone Number

Choose Industry



How can we help you ?

Send

Design System

Primary Brand Color

PRIMARY BLUE #2776DF	ACCENT BLUE #0665C7	BLUE OVER BLUE #0856A9	PRIMARY BLUE 10%	PRIMARY BLUE 4%
-------------------------	------------------------	---------------------------	---------------------	--------------------

Accent Color (Secondary) Use To Emphasize Actions And Highlighted Information:

ACCENT #F0A202	ACCENT #F18805
-------------------	-------------------

Semantic Alerts Colors Error, Success, Warning, Information.

SUCCESS - LEAFY GREEN #58B23E	WARNING - CARROT ORANGE #FC7900	ERROR - WATERMELON RED #F34653
----------------------------------	------------------------------------	-----------------------------------

Icons, Chart & Data Visuals To Make A Set Of 10 Or 20 Colors In Particular Order For Data Visualization.

7% #FFB4B4	9% #FFC7B4	9% #F2A5DB	9% #D8BEAC	9% #B2CAE1	9% #C7EAFB	8% #FC7900	9% #B1F4D4	9% #B1F4D4	9% #10D7B4
77%	81%	81%	77%	77%	77%	77%	77%	77%	77%
88%	91%	92%	88%	88%	88%	88%	88%	88%	88%
100% #FFB4B4	100% #FFC7B4	100% #F2A5DB	100% #D8BEAC	100% #B2CAE1	100% #C7EAFB	100% #FC7900	100% #B1F4D4	100% #B1F4D4	100% #10D7B4

Neutral Colours

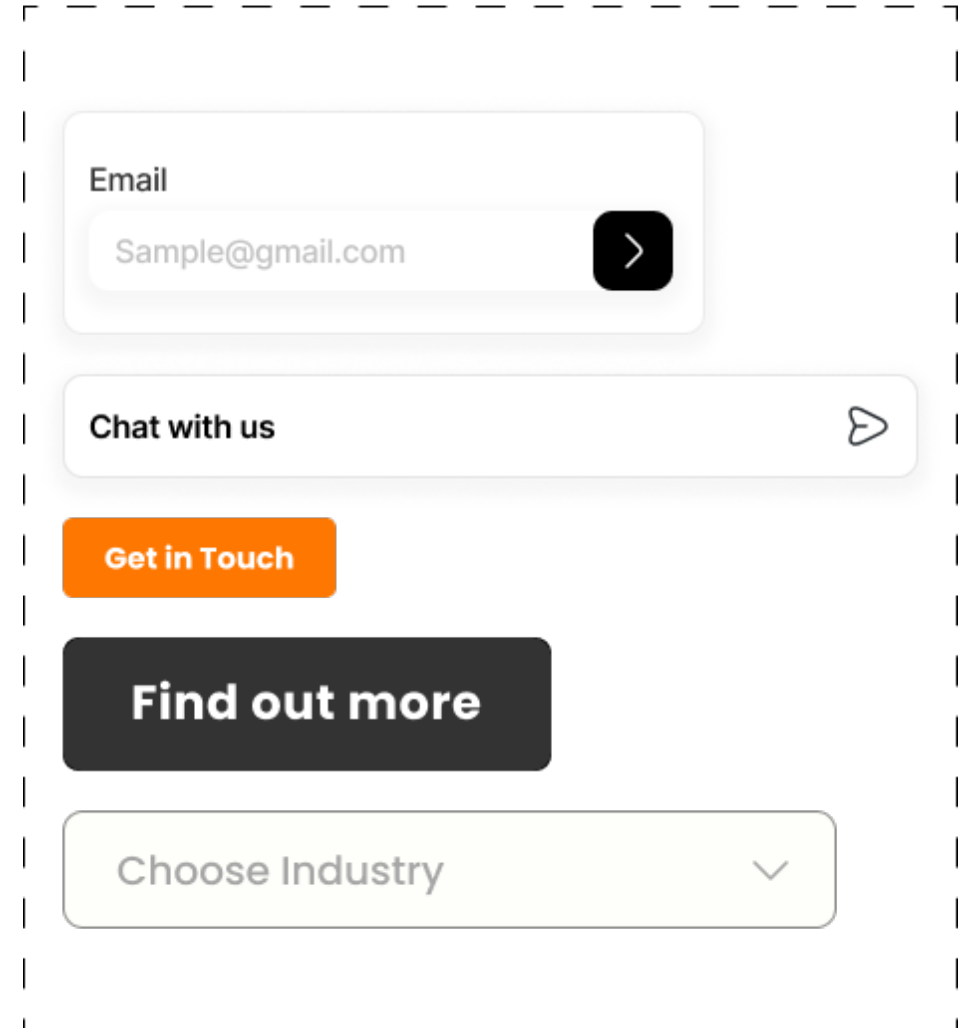
WHITE #FFFFFF	DARK-GREY-06 #0F1425 (33%)	DARK-GREY-05 #0F1425 (44%)	DARK-GREY-04 #0F1425 (55%)	DARK-GREY-03 #0F1425 (66%)	DARK-GREY-02 #0F1425 (84%)	DARK-GREY-01 #111111	BLACK #000000
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Design System

Icons

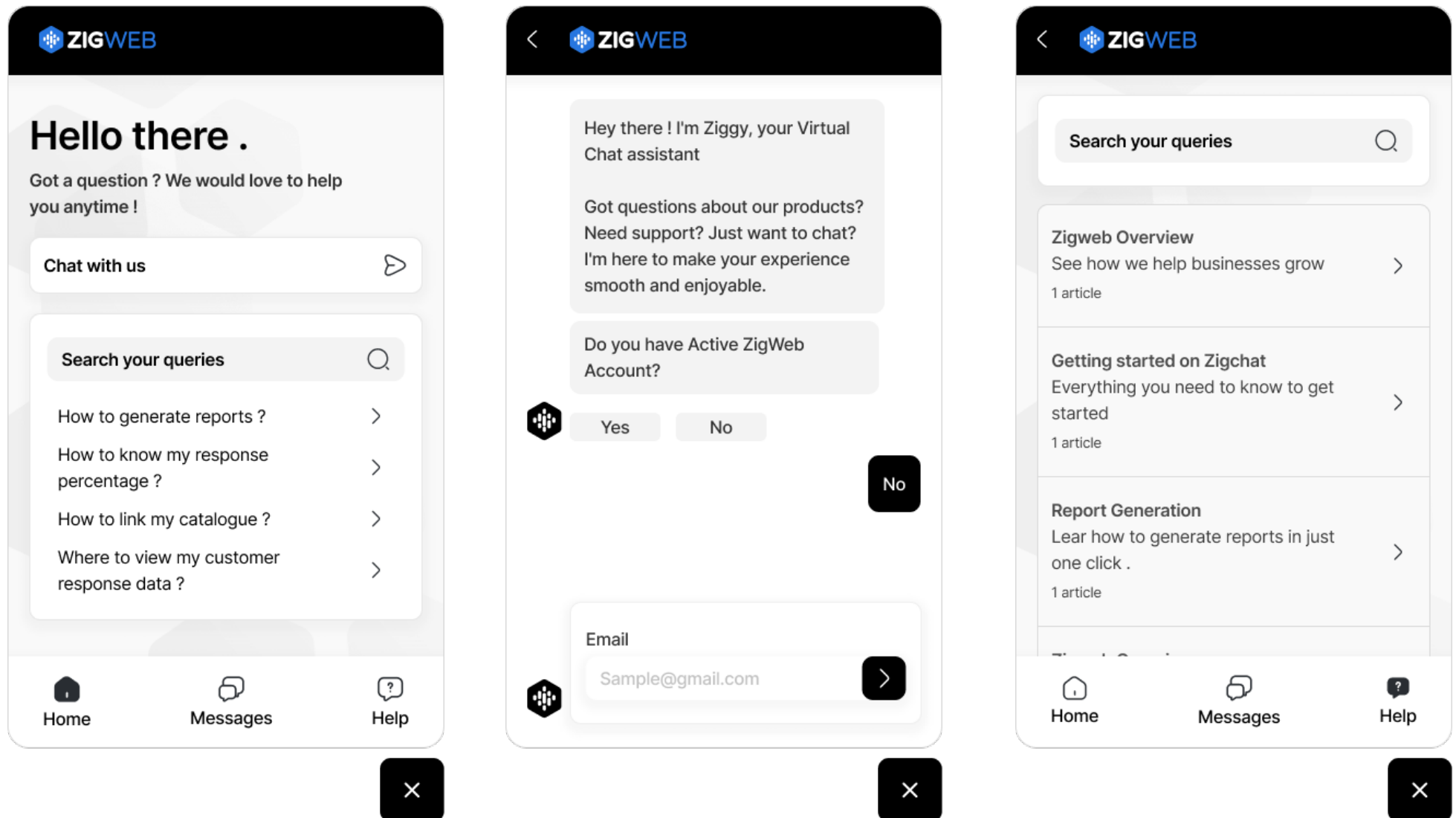


Components



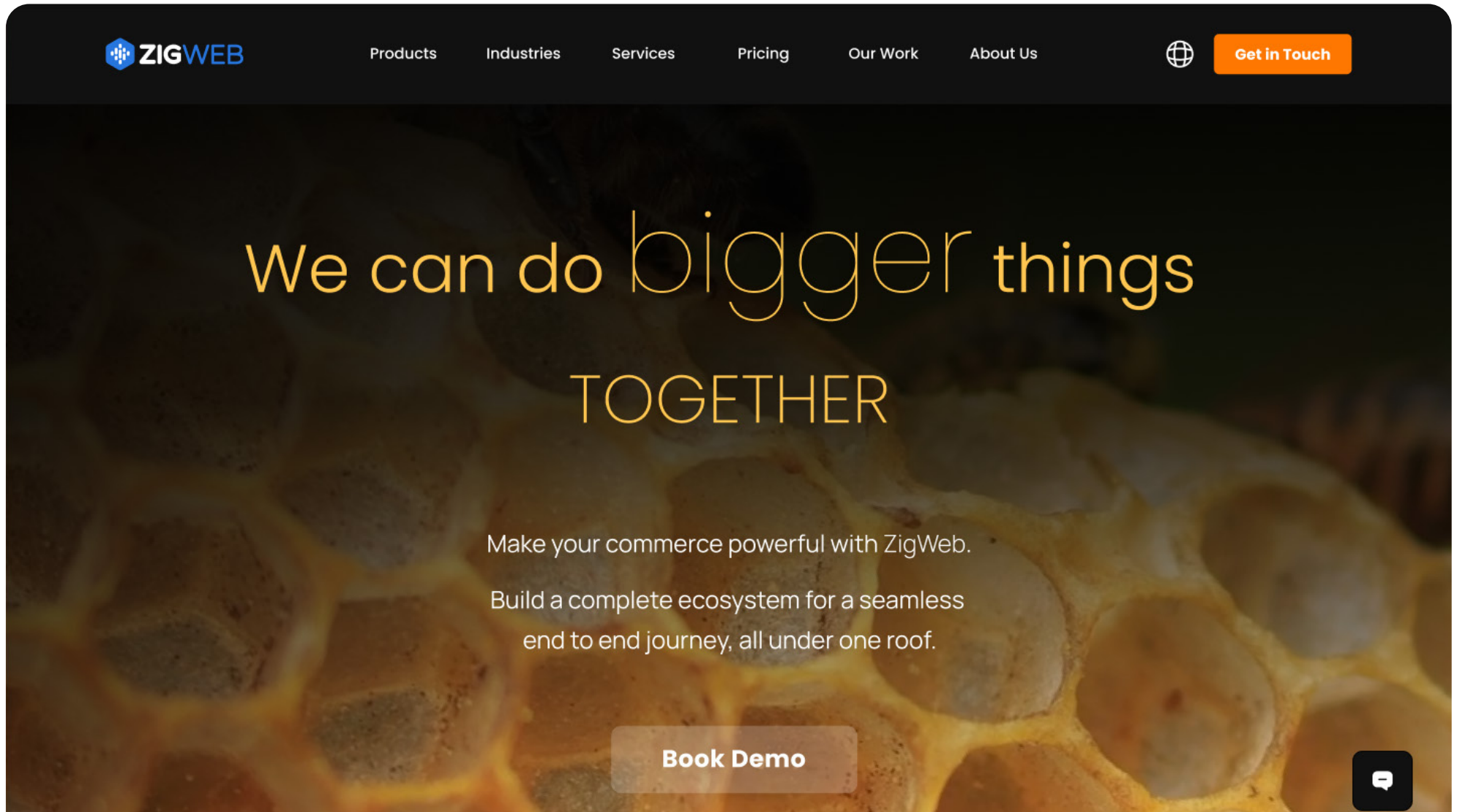
High Fidelity UI Screens

Chatbot



High Fidelity UI Screens

Homepage



Trusted by 250+ Businesses Worldwide

MONROW

BikeDekho

+DR. SHETH'S

SCOOBOO

KANKATALA

alkalen

One platform for complete business automation.

Chatbot

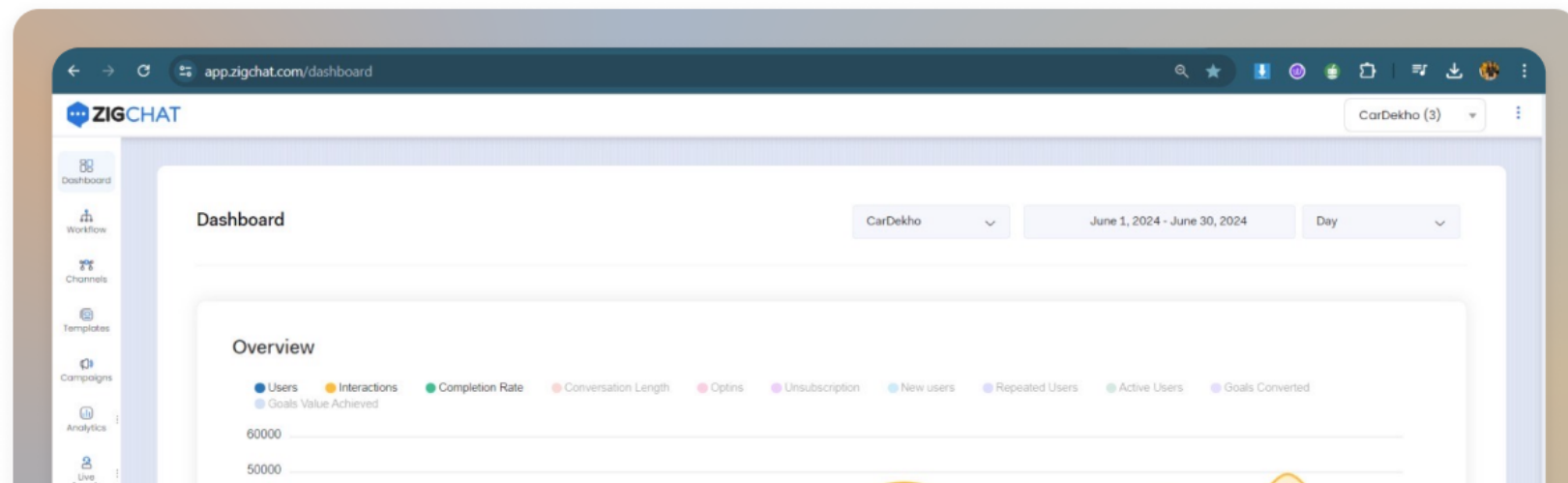
Convert conversations into conversions with **ZigChat** automated customer support.

CRM

Enhance sales and audience targeting with **Zigwork's** CRM marketing integration.

Online Store

Go digital with **ZigSites** and get a custom online store for your brand design in no time.





Experience Excellence and Achieve More

46%

Boost in ROI of our
Partnered Companies

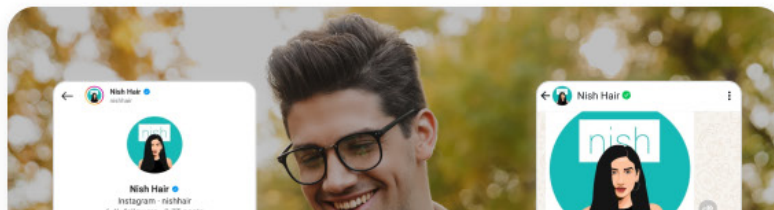
250+

Successful Case Studies

15+

Years of Expertise

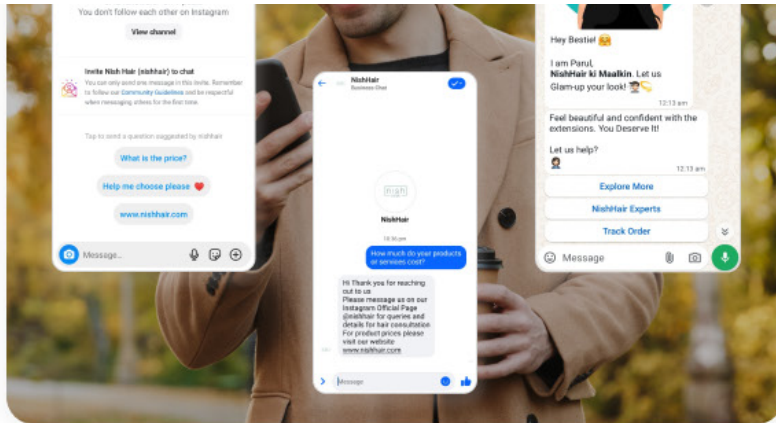
Advanced Tools. Seamless Integration.



Omnichannel Support

Outstanding Experiences No Matter Where Your
Customers Are

Project 1 | Zigweb Website



Customers Are:

Multilingual Support



Benefit From Automated Chatbot



Track Results Of Your Business



Results That Matter , Hear from Our Customers

1.7x

Higher conversion rates on
WhatsApp

10x

Return on investment over
other channels

Zigweb has been great for us for months. The automated chatbot experience has streamlined our customer support and lowered response time and cost in half ! We are satisfied with our improved client service

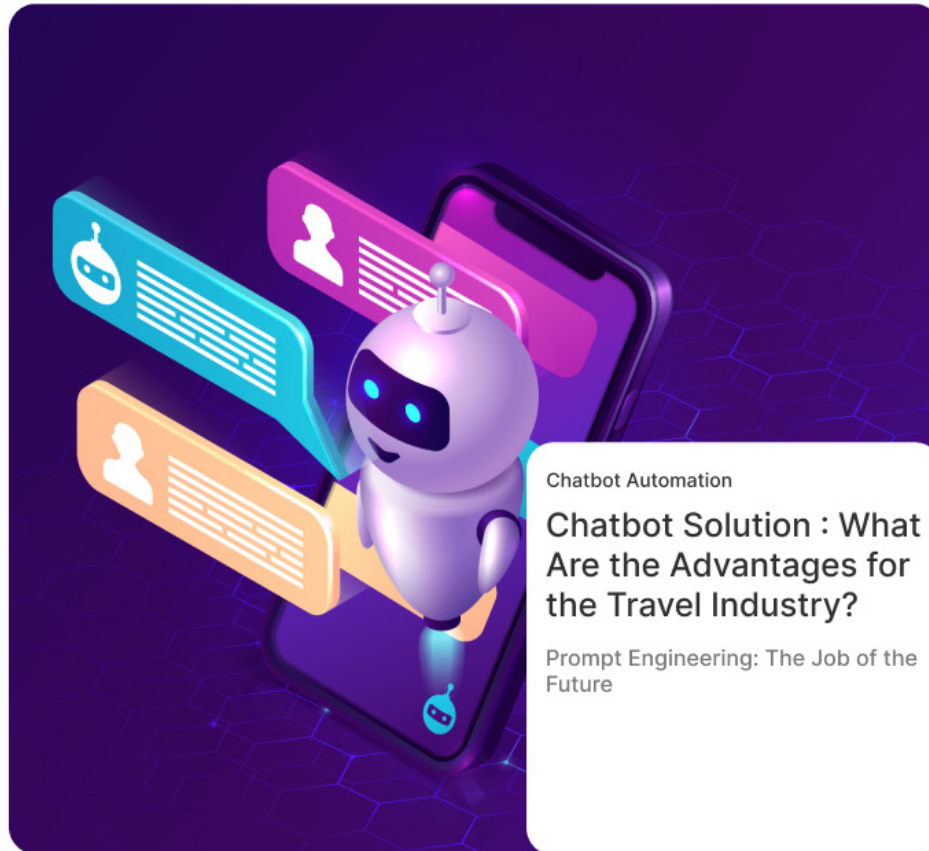


Nish Hair

Parul Gulati



See What's New At Zigweb



Chatbot Automation

Chatbot Solution : What Are the Advantages for the Travel Industry?

Prompt Engineering: The Job of the Future

biz & tech

Using WhatsApp Business API for customer service and marketing

Prompt Engineering: The Job of the Future



biz & tech

Shopify chatbot that increase sales

Prompt Engineering: The Job of the Future

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📞 Phone: 9521252423

✉ Fax: (099) 453-1357

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SOLUTIONS

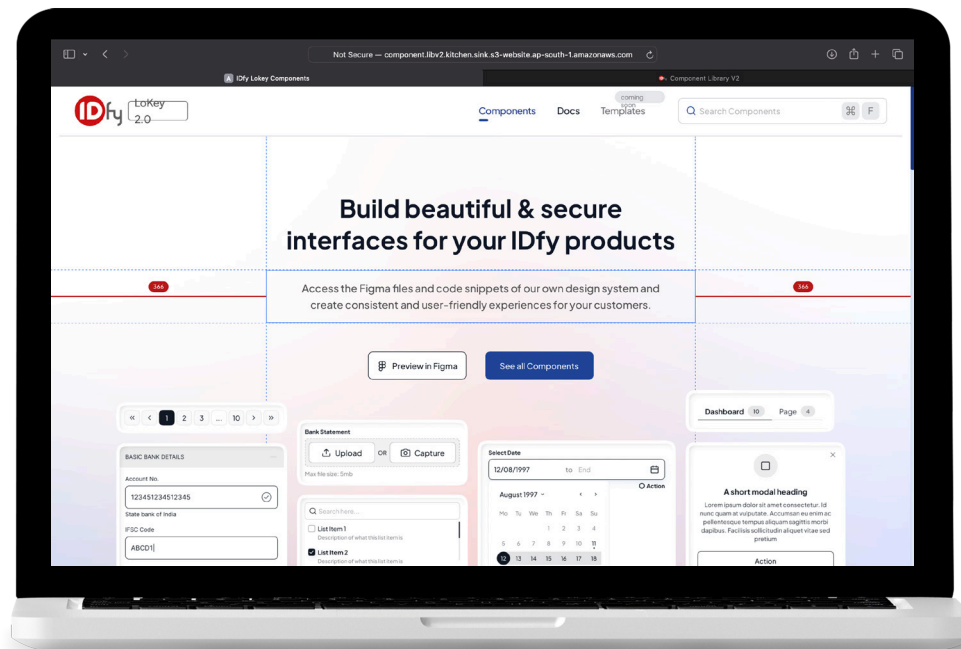
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Enhancing User Experience, Interface Consistency, and Accessibility

Designing a design system built and supported by designers and developers for creating consistent interfaces across all product API's of IDfy.

Sponsor

IDfy



IDfy was founded in 2011 in Mumbai by Ashok Hariharan and Vineet Jawa and is operated by Baldor Technologies.

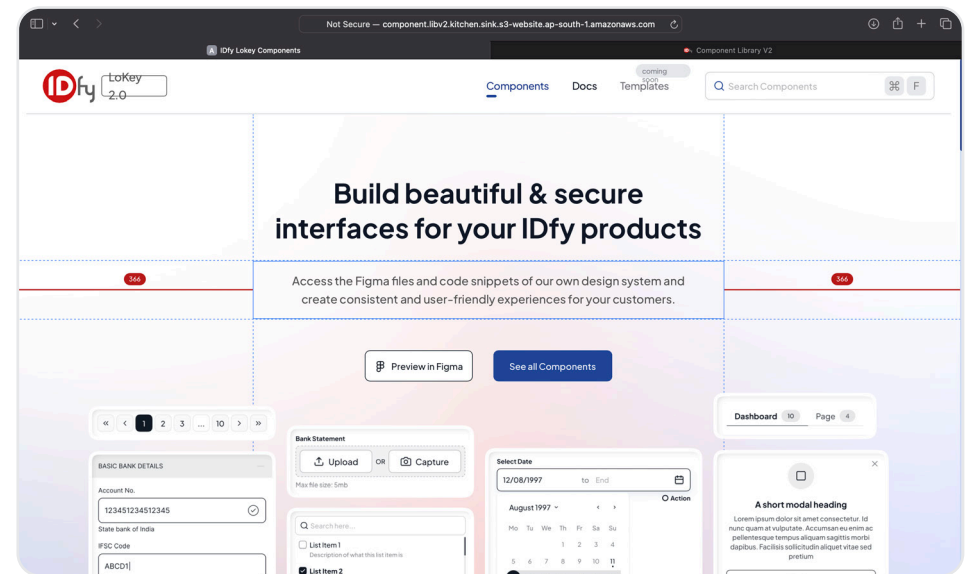
IDfy builds technology solutions to help companies accurately identify people, run background checks, conduct KYC, mitigate lending risks, and onboard associates.

Their mission is to deliver these solutions with zero friction for end users. Specifically, IDfy's video platform and a suite of APIs help companies – Identify people (does Jane Doe exist?) – Verify their credentials (do the details belong to Jane Doe?) – Assess the risk of fraud (Has Jane Doe committed fraud or is she likely to commit one?) If you have opened a bank account with HDFC, created a fantasy team on Dream11, or ordered from Amazon or Zomato, your life would have been touched by IDfy.

IDfy LoKey – from UX guidance and tools to reusable components and open-source code

LoKey 2.0, a comprehensive design system built and supported by **designers** and **developers**, aims to create **consistent** and **accessible** interfaces across all product **APIs** at IDfy. The system enables personal, adaptive, and expressive user experiences.

My role in LoKey 2.0 was pivotal in designing the UI Guidelines and UI Design system. I collaborated closely with cross-functional teams, including senior product **designers, product managers,** and **developers**, to ensure the creation of a seamless and inclusive interface. This collaborative effort resulted in a cohesive design system that supports IDfy's vision for user-centric and accessible product design.

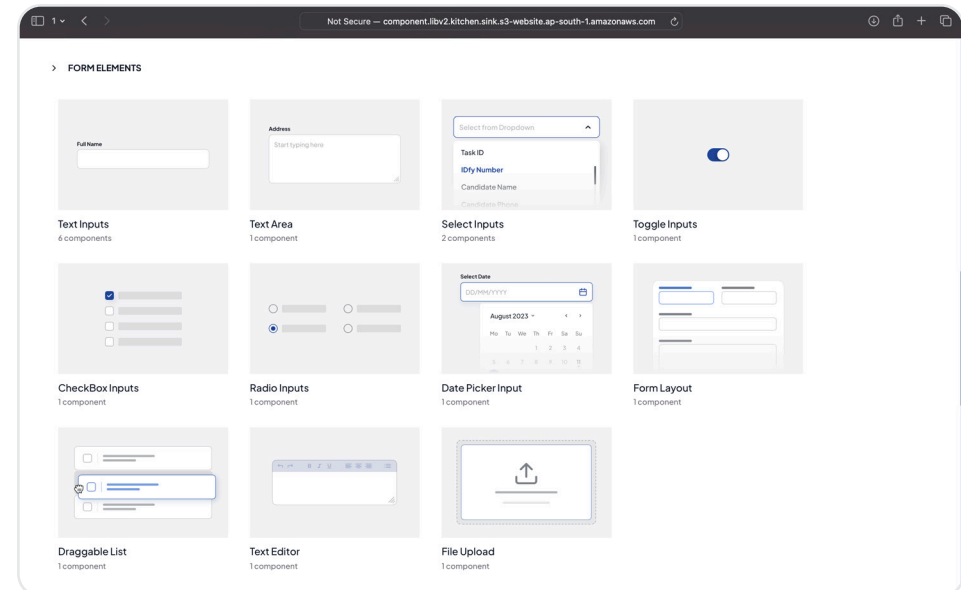
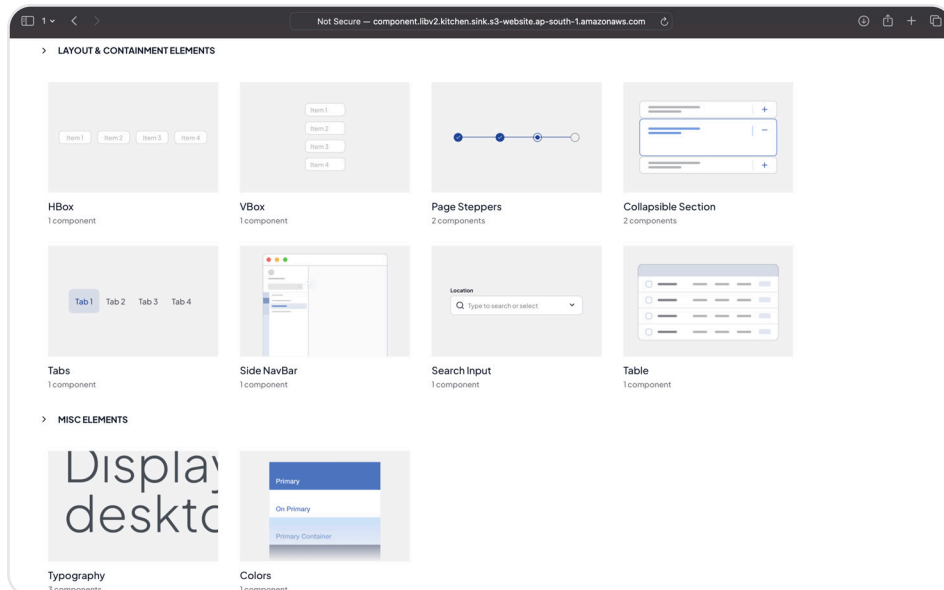
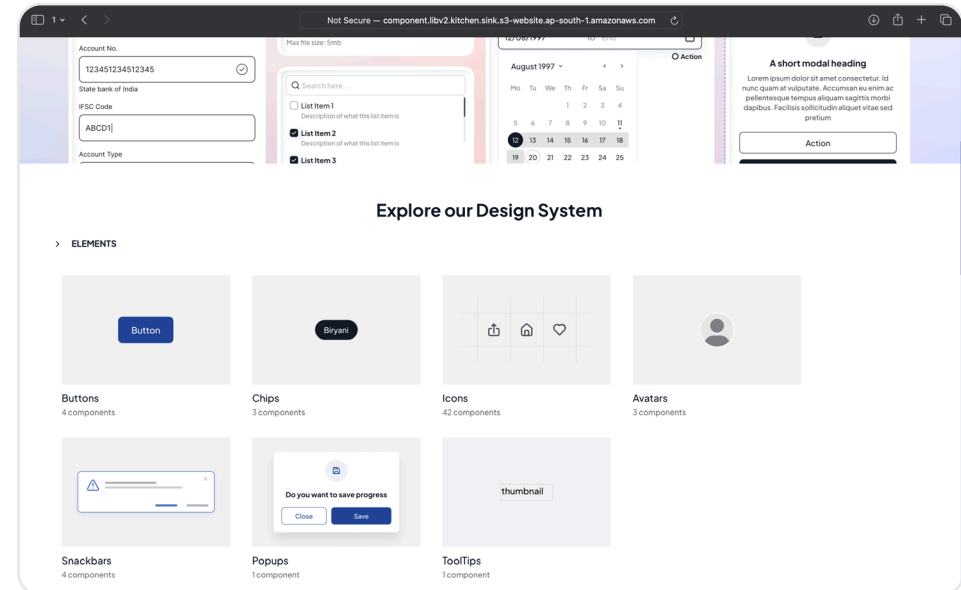


<https://tailwindui.com/?ref=top>

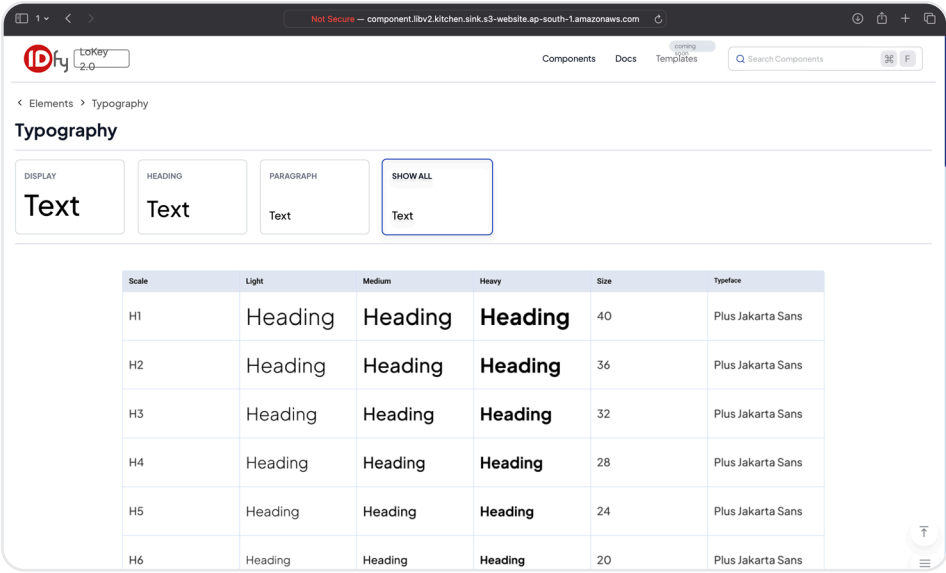
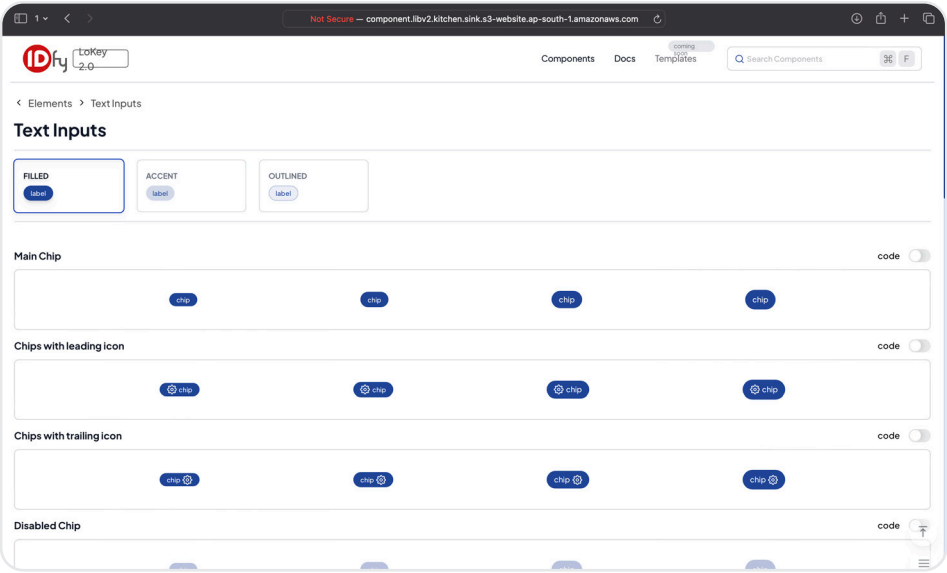
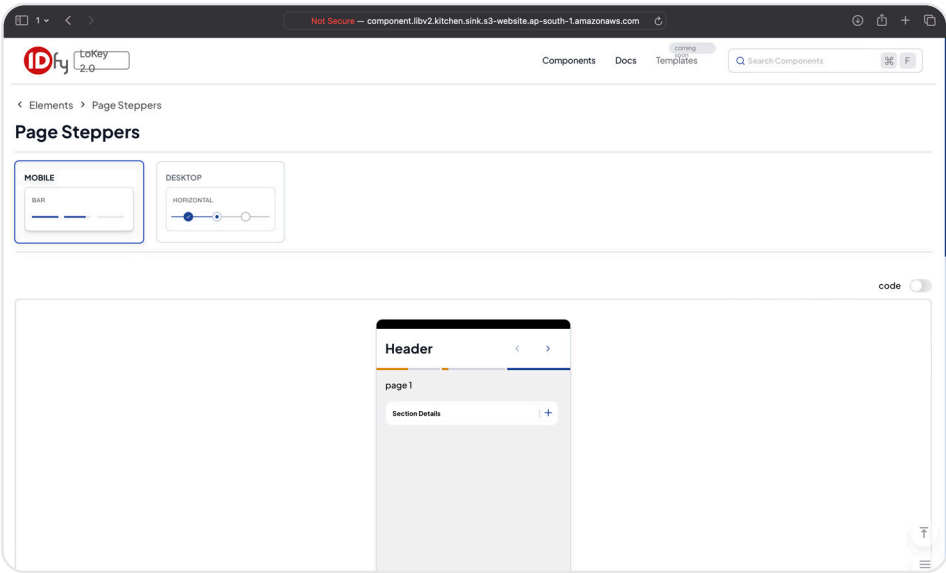
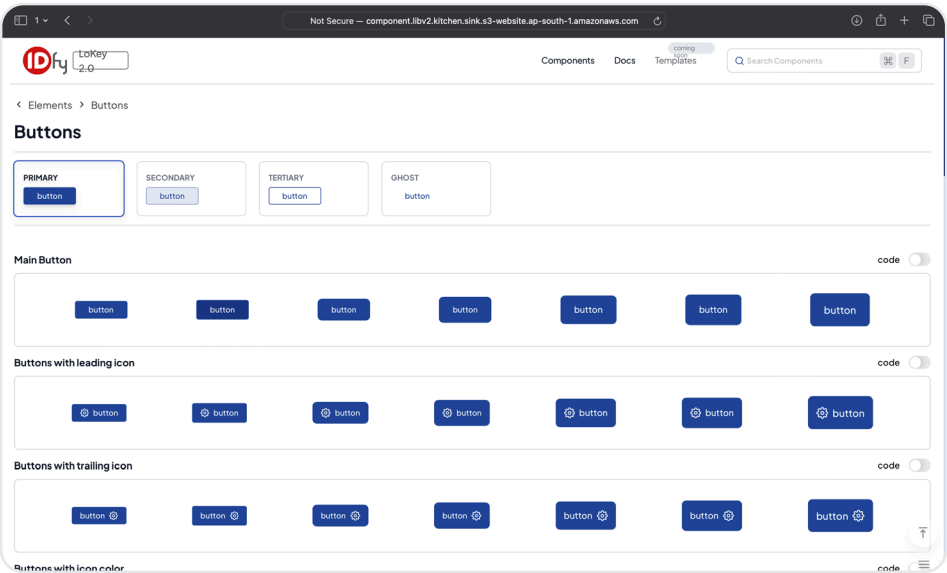
<https://m3.material.io/>

Thumbnails of components

While designing the thumbnails for components and elements, I focused on ensuring they clearly communicated their active state and functionality. My goal was to create recognizable thumbnails that conveyed essential details without overwhelming users. By maintaining a minimalist approach, I achieved a balance between clarity and simplicity, ensuring the thumbnails were both informative and visually appealing.

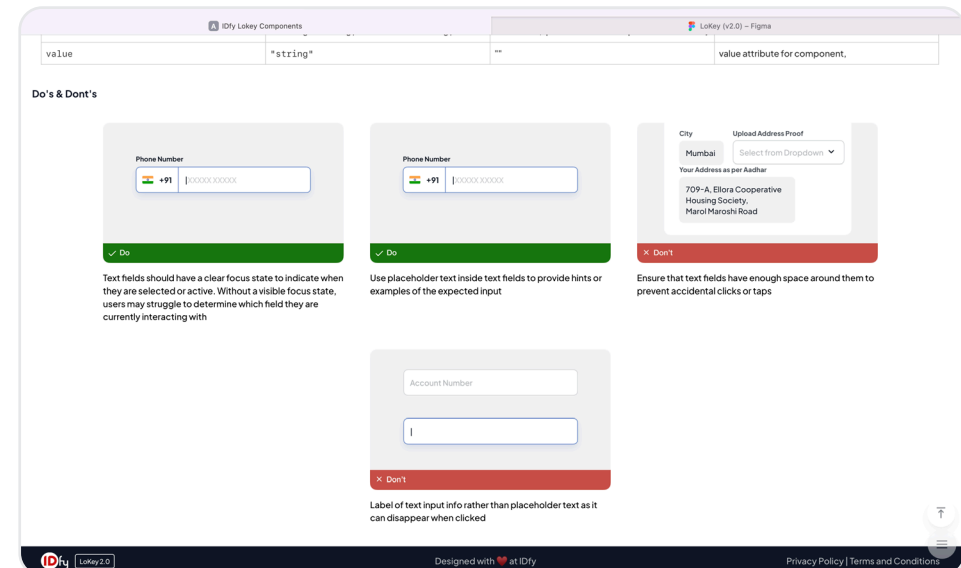
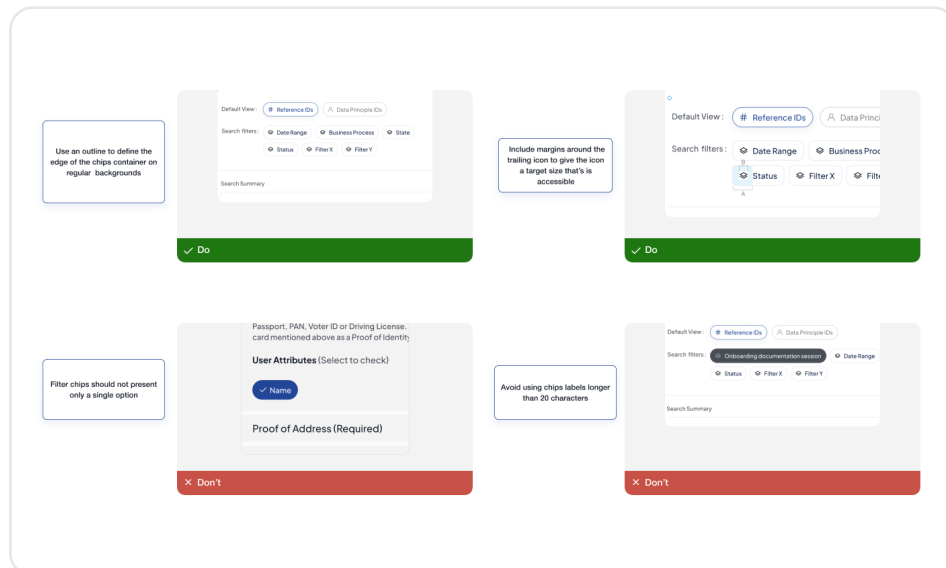
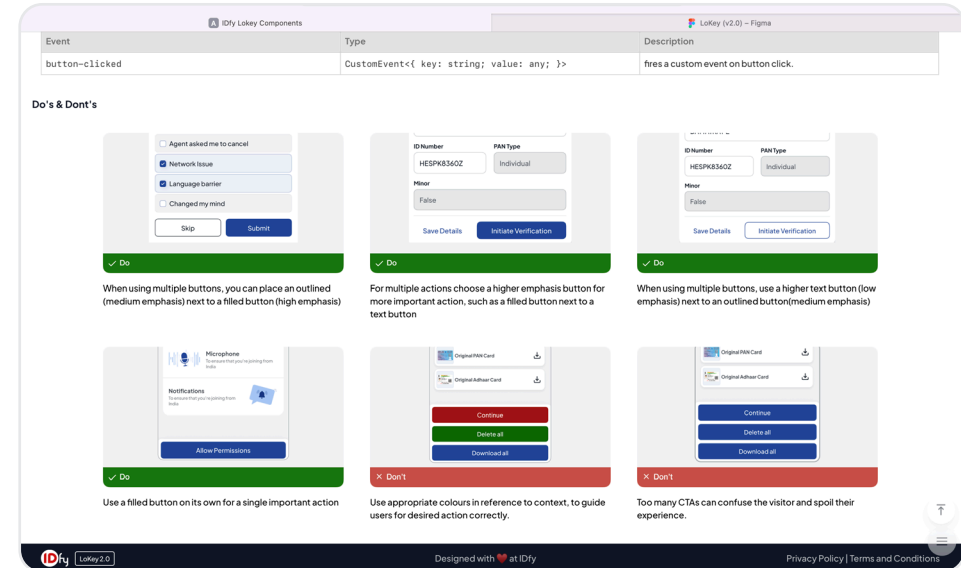


Thumbnails of Elements



Elements Guidelines

To ensure these guidelines were practical and effective, I consulted with developers about their implementation challenges. By incorporating their insights, I addressed common issues, promoting consistency and improving the user experience. This collaborative approach maintained uniformity across interfaces and empowered developers to implement UI elements efficiently, resulting in a cohesive and intuitive design system.



Typography Guidelines UI

Idfy Lokey Components

Lokey (v2.0) - Figma

Elements > Typography

DISPLAY

Text

HEADING

Text

PARAGRAPH

Text

SHOW ALL

Text

Size	Light	Medium	Heavy	Size	Typeface
H1	Heading	Heading	Heading	40	Plus Jakarta Sans
H2	Heading	Heading	Heading	36	Plus Jakarta Sans
H3	Heading	Heading	Heading	32	Plus Jakarta Sans
H4	Heading	Heading	Heading	28	Plus Jakarta Sans
H5	Heading	Heading	Heading	24	Plus Jakarta Sans
H6	Heading	Heading	Heading	20	Plus Jakarta Sans
Display	Display	Display	Display	32	Plus Jakarta Sans
Paragraph Large	Display	Display	Display	20	Plus Jakarta Sans
Paragraph Medium	Display	Display	Display	18	Plus Jakarta Sans
Paragraph Small	Display	Display	Display	16	Plus Jakarta Sans
Paragraph XSmall	Display	Display	Display	14	Plus Jakarta Sans

Heading

H1
H2
H3

Elements

Events

Properties

Do's & Don't's

Idfy Lokey Components

Lokey (v2.0) - Figma

Heading

Headlines are most effective for concise, high-impact text, especially on smaller screens. They are for highlighting key portions of text or significant content areas.

Unlike headlines or subheadings, paragraph text is typically set in a smaller font size and is meant for continuous reading.

Paragraph

Paragraph text refers to the body of written content within a document, article, or webpage. It is the main portion of text that conveys information, details, or narratives.

Unlike headlines or subheadings, paragraph text is typically set in a smaller font size and is meant for continuous reading.

H1
H2
H3
H4
H5
H6

Add Notice Title

Add Purpose Title

Proof of Identity

As mandated by RBI in its master circular (UBD/BFO/PCBI) HC No. 14/12.05.005/20 Bank Account, a customer's permanent address shall be provided by either ID, Voter ID, or Pan card. Bank shall read either of ID, or Voter ID or Pan card or Electricity Bill or Ration Card as proof of identity.

Marketing & Promotions

As mandated by RBI in its master circular (UBD/BFO/PCBI) HC No. 14/12.05.005/20 Bank Account, a customer's permanent address shall be provided by either ID, Voter ID, or Pan card. Bank shall read either of ID, or Voter ID or Pan card or Electricity Bill or Ration Card as proof of identity.

Idfy Lokey Components

Lokey (v2.0) - Figma

Display

Display refers to typefaces that are specifically designed for larger sizes such as headlines, titles, and on-landing pages.

Display typefaces are crafted to make a strong visual impact and are often characterized by distinctive and ornamental designs.

Unique page templates, crafted with Lokey

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Preview on Figma

Get on Lokey

Properties

Property	Type	Default	Description
content	string	""	display static string content
text_color	string	"neutral-900"	color for the text.
text_style	string	"h1"	define style for the text. "h1", "h2", "h3", "h4", "h5", "h6", "paragraph", "display"
variant	string	"medium"	define style for the text. - heading: "light", "medium", "bold" - paragraph: "lg_light", "lg_medium", "lg_bold", "md_light", "md_medium", "md_bold", "sm_light", "sm_medium", "sm_bold", "xs_light", "xs_medium", "xs_bold" - display: "light", "medium", "bold"

Idfy Lokey 2.0

Designed with Idfy

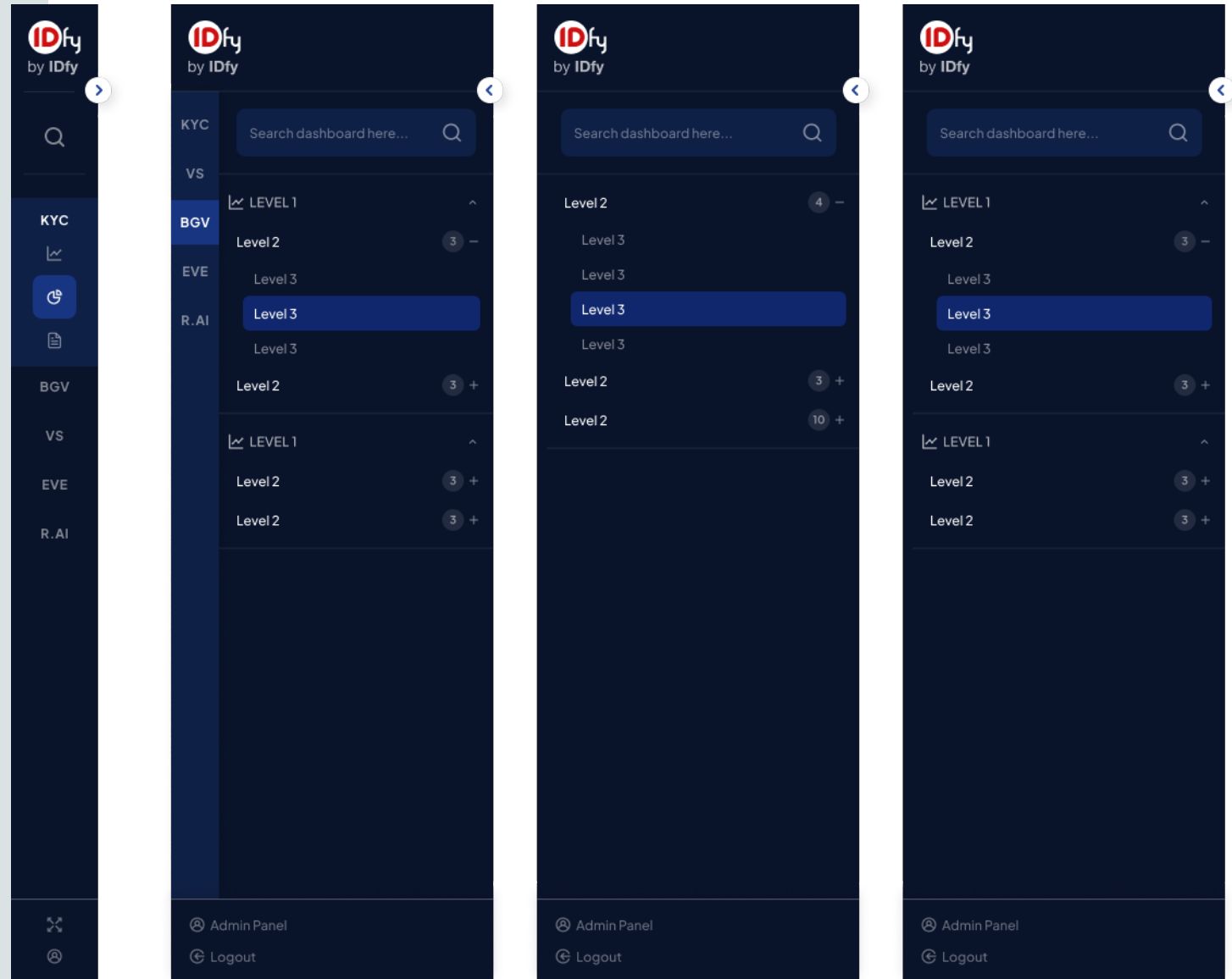
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Project 2 | Idfy Design System

59

Side Navbar

While designing the UI for the side navigation bar, I focused on maintaining three levels of hierarchy to ensure all sections were visible without cluttering the interface. I ensured that information was presented clearly, showing the selection status of each item. The design included both a minimized view with icons and an expanded view with both icons and text, balancing functionality and minimalism.



Learnings and Reflection

Sole Designer Role: As the sole designer, I honed my design skills by managing the entire process from ideation to final implementation.

Collaborative Problem Solving: Working in a team and managing individuals with different intuition levels to find common solutions and solve problems effectively.

Understanding Real-Life Constraints: Worked on a live project with strict deadlines, which improved my time management and task prioritization skills.

Collaborative Skills: Improved my collaborative skills by working closely with different teams, ensuring a cohesive and well-executed project outcome.

Implementation Oversight: Collaborated closely with the development team to ensure proper implementation, spending hours resolving issues related to spacing, sizing, and other design elements.

Guidance and Management: I was involved in all aspects of the project beyond just screen design, demonstrating effective project management.

Industry Exposure: Worked on a live project with strict deadlines, which improved my time management and task prioritization skills.

Development Insights: Acquired significant insights into the development process, including the use of automation software, understanding the entire workflow.

Thank you for reading !!

For more information , please contact Harshika Jain at
harshikajain.design@gmail.com .