

# ui/ux review and design



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a blueprint to create a better user experience, ready to present to developers. clear and actionable solutions, both written and graphically presented.

## how it works

the main goals that your website or app want to achieve are used as guidance for the expert review. adhering with these goals, we identify the most important tasks users need to accomplish, as well as the associated user flows. the review then covers all the pages (user interfaces) associated with each user flow.

the review addresses: functionality and flow; navigation and information architecture; language, labeling and consistency; layout and visual clarity; mobile usability and touchscreen users; error handling, forms and feedback; calls to action (CTA) and business acumen.

for every issue identified, we provide written comments and solutions to improve the user experience.

a series of wireframes also illustrate the identified solutions for a better ux - this means more intuitive user interfaces and user flows. the proposed solutions are based on user-centered design and they aim to tweak your user interface rather than completely redesign it. this allows for a quicker and more effective implementation.

## about this review and design

website: [www.filmsforachange.com](http://www.filmsforachange.com)

language: English version

devices: desktop only


notes: **free trial** (user flow: from search engine to lead capture)

a website is the result of the work of talented people. there are already many positive aspects which are not mentioned in this review, as we focused on the elements that, we believe, should be modified to achieve better usability.

## the website's main goals

- to present the company and its team
- to showcase the company's portfolio of works
- to capture leads

# Homepage (user flow: step 1)



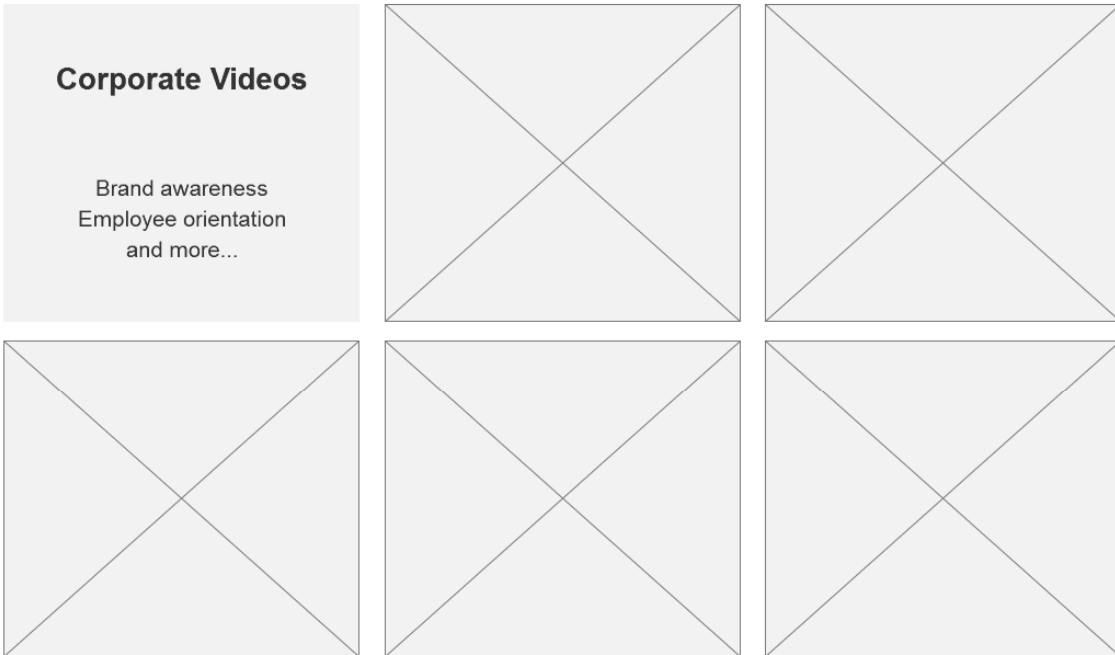
About Portfolio Contact us

## We find your unique story and communicate it perfectly.

Video and animation productions

**Corporate Videos**

Brand awareness  
Employee orientation  
and more...



Positive reviews from clients



Itay Gal

## General notes

We suggest increasing the font size and line spacing. Also, always check the contrast between the text and the background. It's possible to check the color contrast at <http://webaim.org/resources/contrastchecker/> (aim for a minimum contrast ratio of 4.5 : 1).

## Navigation (information architecture)

**Logo.** "Home" could be omitted and the logo can be used as a link to the homepage instead. You could also move the logo to the top left of the page ("standard" on international websites).

**Phone number.** Consider omitting the phone number.

**Portfolio.** Avoid the drop-down menu. Clicking on "Portfolio" should take users directly to a page where the previous works are subdivided into several service categories (e.g. Corporate videos, Animation & Infographics etc...). If possible, try to limit the categories to 6 (currently, there are 8); too many choices disorients users. The categories should match, by name and number, the ones shown on the homepage.

## Main message (jumbotron area)

**We find your unique story and  
communicate it perfectly.**

**Video and animation productions**

This area should be used to communicate immediately, and in a way which is easy to understand, what the website is about. The unique selling proposition should be clear (the title and tag-line shown are only suggestions). Avoid the slideshow in this area.

## Service categories

### Corporate Videos

Brand awareness  
Employee orientation  
and more...



As mentioned above, try to have a maximum of 6 service categories. Add a short

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description for each category.


### **Clients/testimonials**

Show the clients logos above the positive reviews. This has a stronger visual impact on users (compared with text only) and helps increase the level of trust in your services.

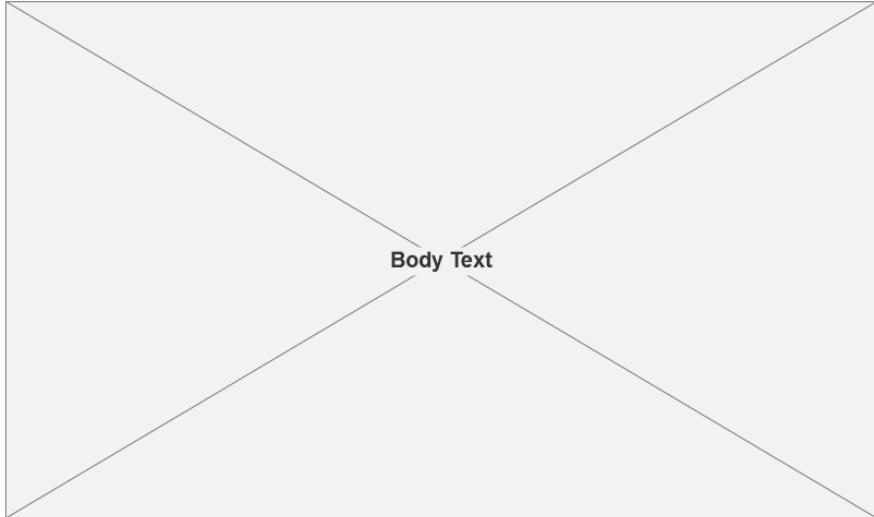
### **Footer**

Avoid the slideshow. Show both Itay and Gal profiles.


# Corporate videos (user flow: step 2)

 [About](#) [Portfolio](#) [Contact us](#)

## Corporate Videos




### Brand awareness

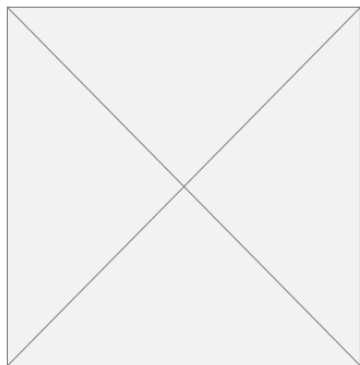
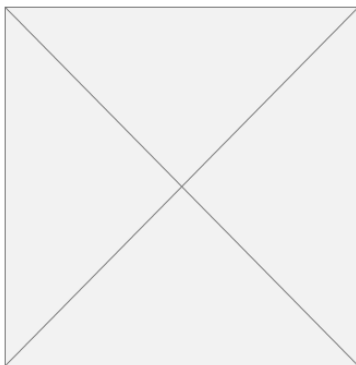
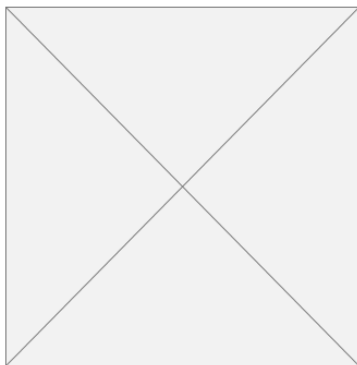
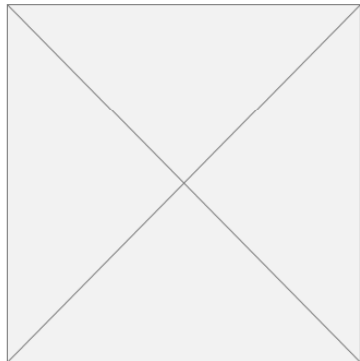


short description of this project.  
client requirements, time scale,  
filmsforachange delivery, positive  
impact

### Employee orientation



short description of this project.  
client requirements, time scale,  
filmsforachange delivery, positive  
impact



CONTACT US TODAY



Itay Gal

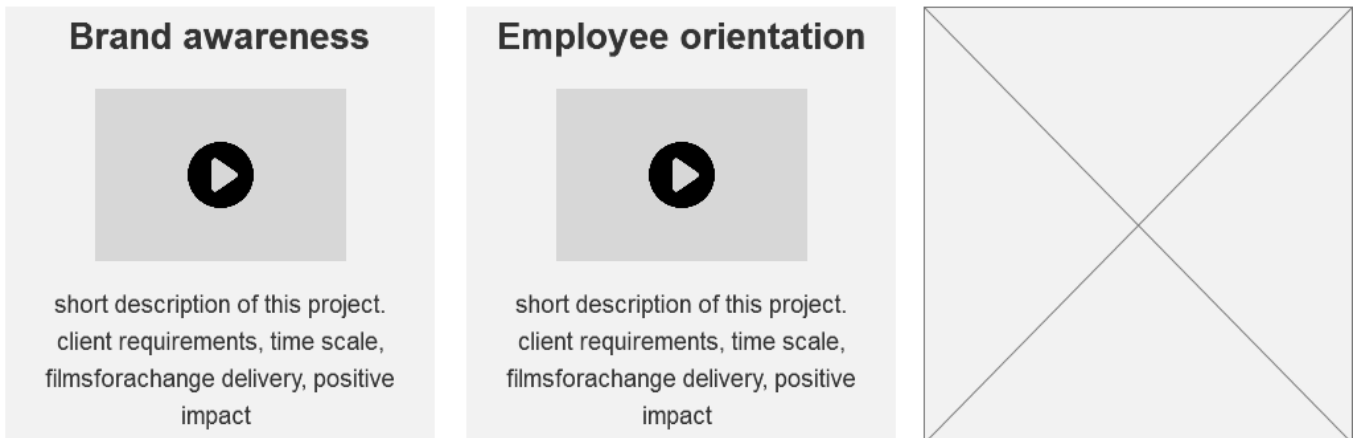
## Labels

Be consistent with the labels. Don't refer to the same section with different names (e.g. "Corporate Videos" and "Corporate Movies").

## Showreel

Consider removing the showreel at the top of the page. Instead, add several video examples under the body text.

## Video examples



Show a maximum of 6 examples. Choose among the most relevant videos for each category and add a short description. When the user selects the video, play it in a pop-up (as currently happens for the videos in the portfolio) and also show a longer/detailed description about this project (the user is interested in this video and will possibly read more about it at this stage).

## CTA (call-to-action button) to lead-capture form (user flow: step 3)



The call-to-action button should have a color and size that emphasizes it, and should have enough "white space" around it.

## Side navigation

Consider removing the side navigation. Too many options might distract the user. All the service categories should be accessed through the "Portfolio" item on the main navigation at the top of the page.



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**[www.leendii.com/free-trial](http://www.leendii.com/free-trial)**