

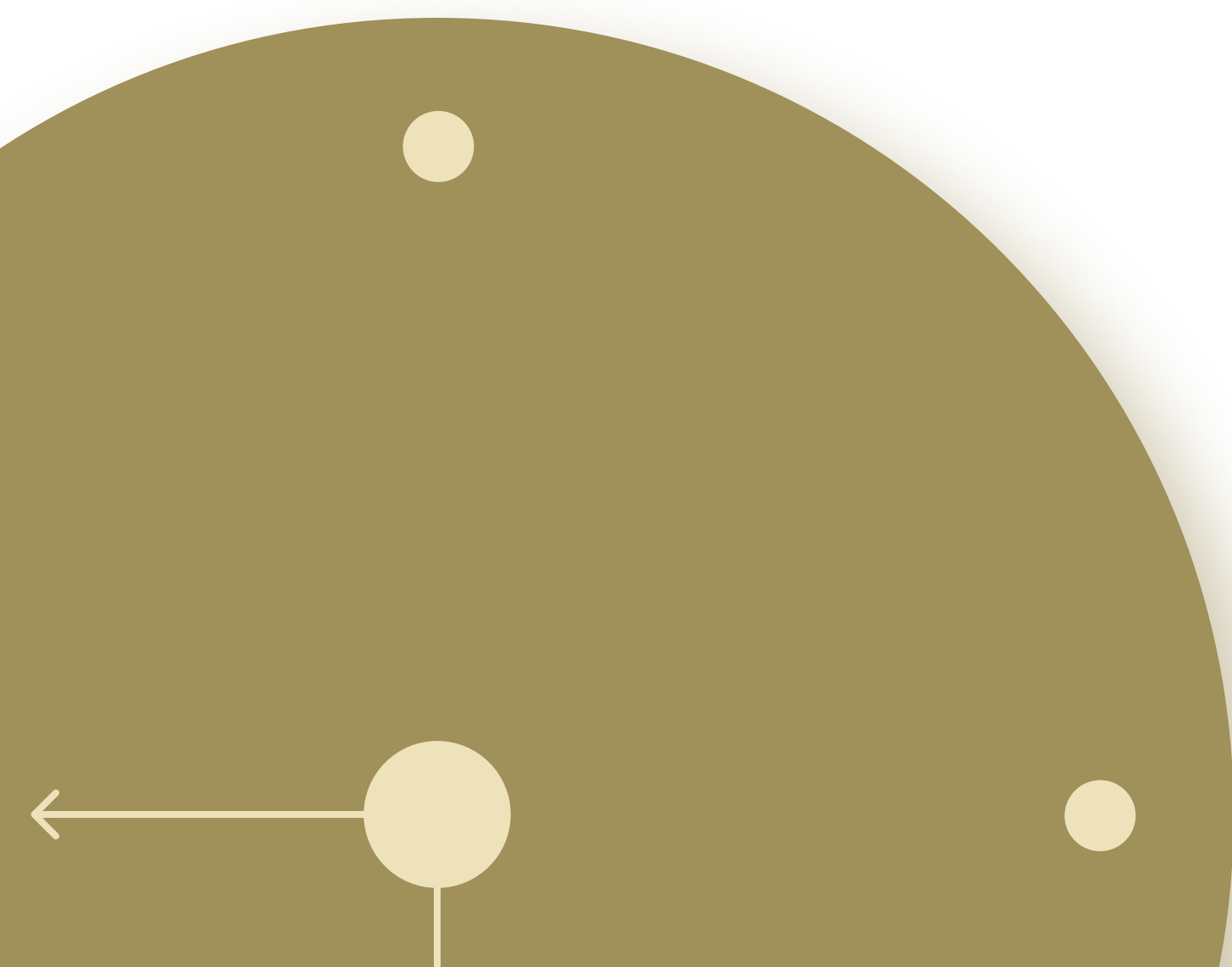
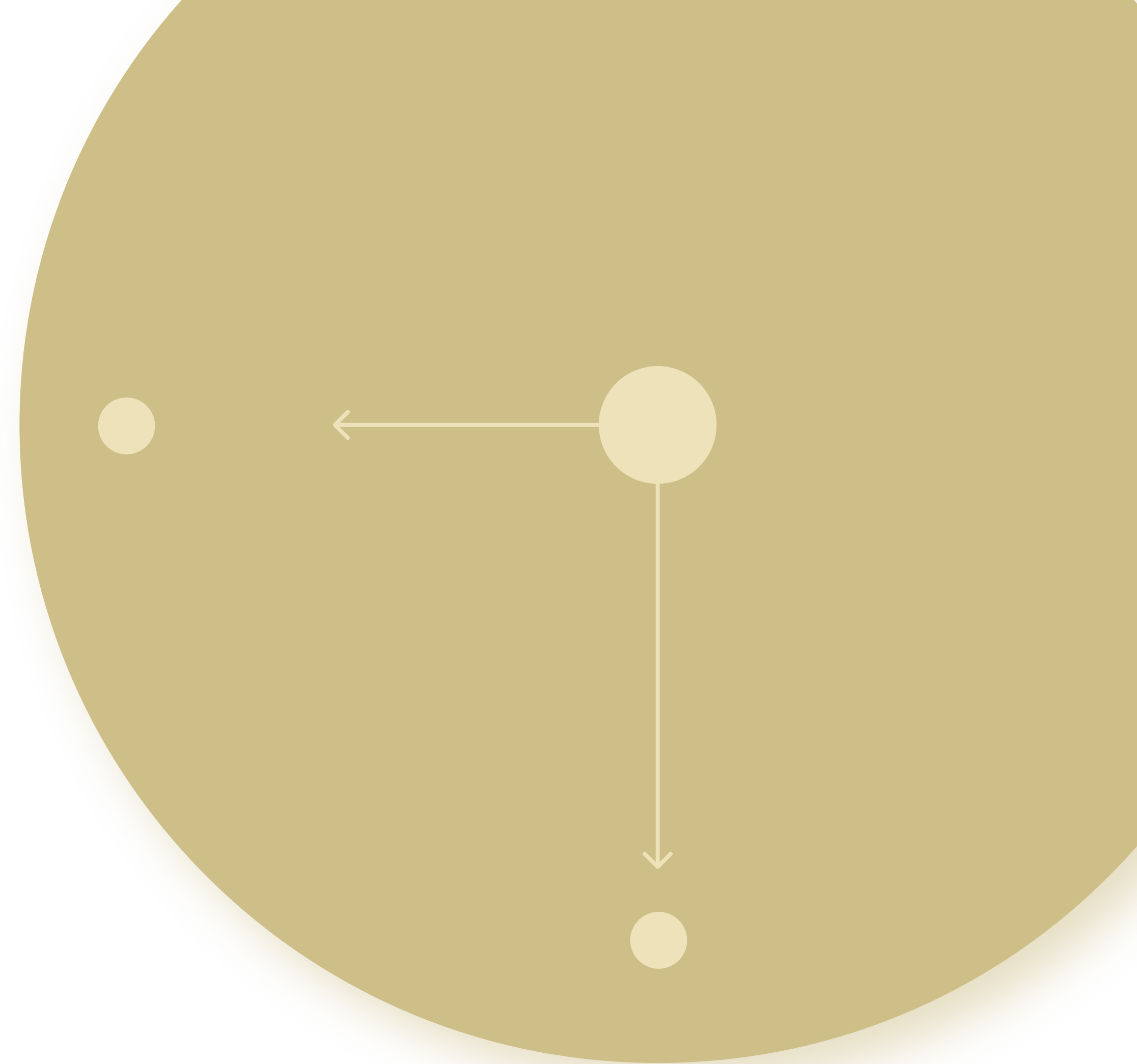
**newtimer**  
marketing website

# Project Overview

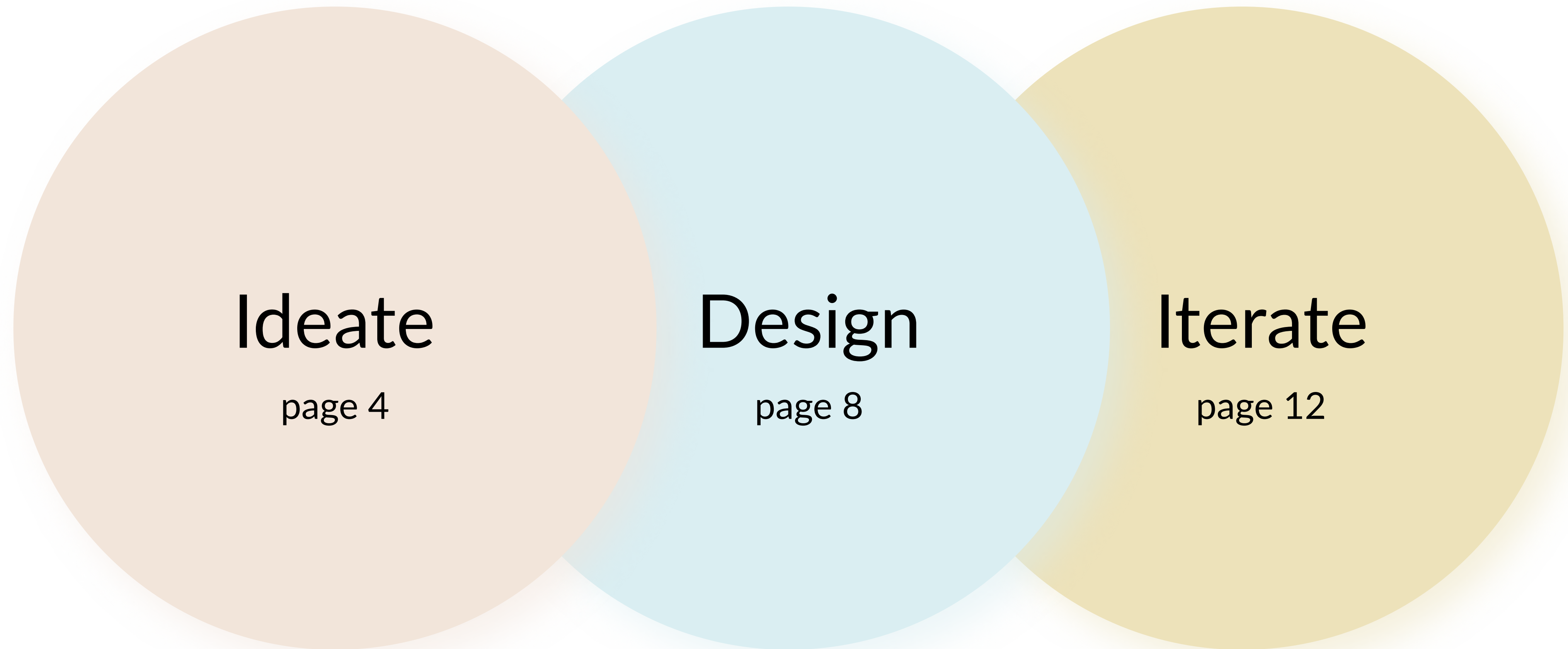
**Recap:** The mobile app **newtimer** has been designed and is close to be launched. As such, a marketing website is needed.

This project outlines the thought process behind the marketing website, which aims to:

- Introduce the product
- Highlight the benefits over competitors
- Feature success stories from users



# Index



UI Library



page 18

# Ideate



# Finding the tone

Following the mood of the brand, the marketing website also conveys the same tranquilizing, liberating tone with a similar colour palette. Some additional neutral colours are added to provide more variety for texts and UI elements.

The typography will stay the same as the mobile app to maintain consistency. The sans-serif Lato will be used for the most part, with the exception of the wordmark using the serif Unna.

Compared to the mobile app, the marketing website will use more photos and illustrations - from photos of people giving testimonials to product mockups.

## Brand Colours (60-30-10)

#F2E5DA  
Primary

#DAEEF2  
Complementary

#749DA6  
Accent

### Functional/Neutral

#FBF8F6

#9F908D

#726967

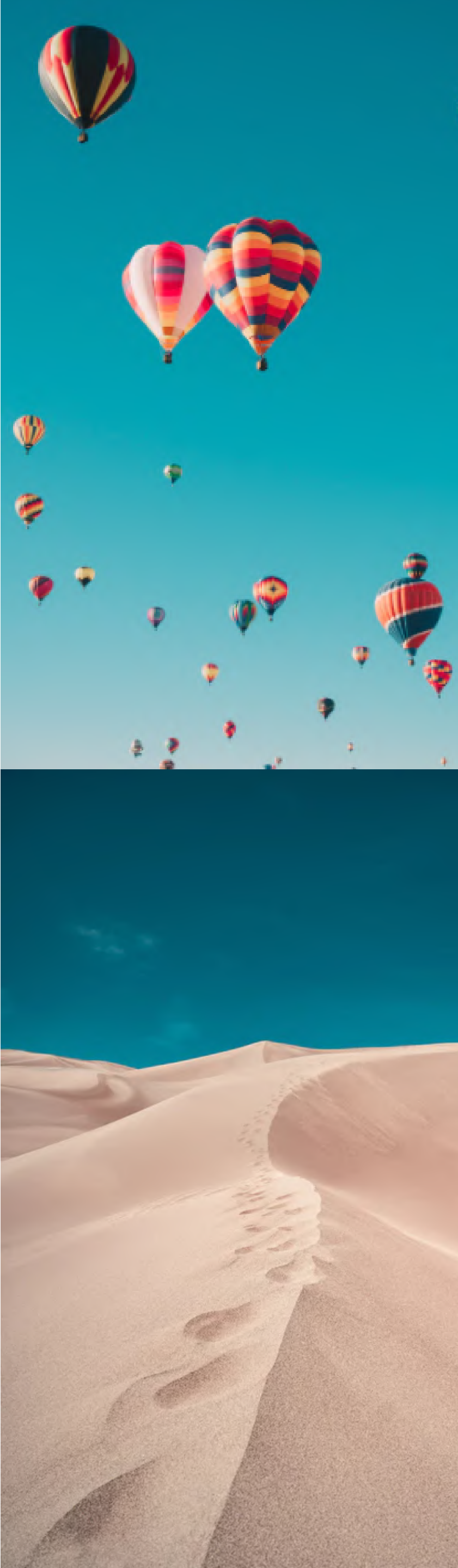
#2F2B2A

### Illustrations

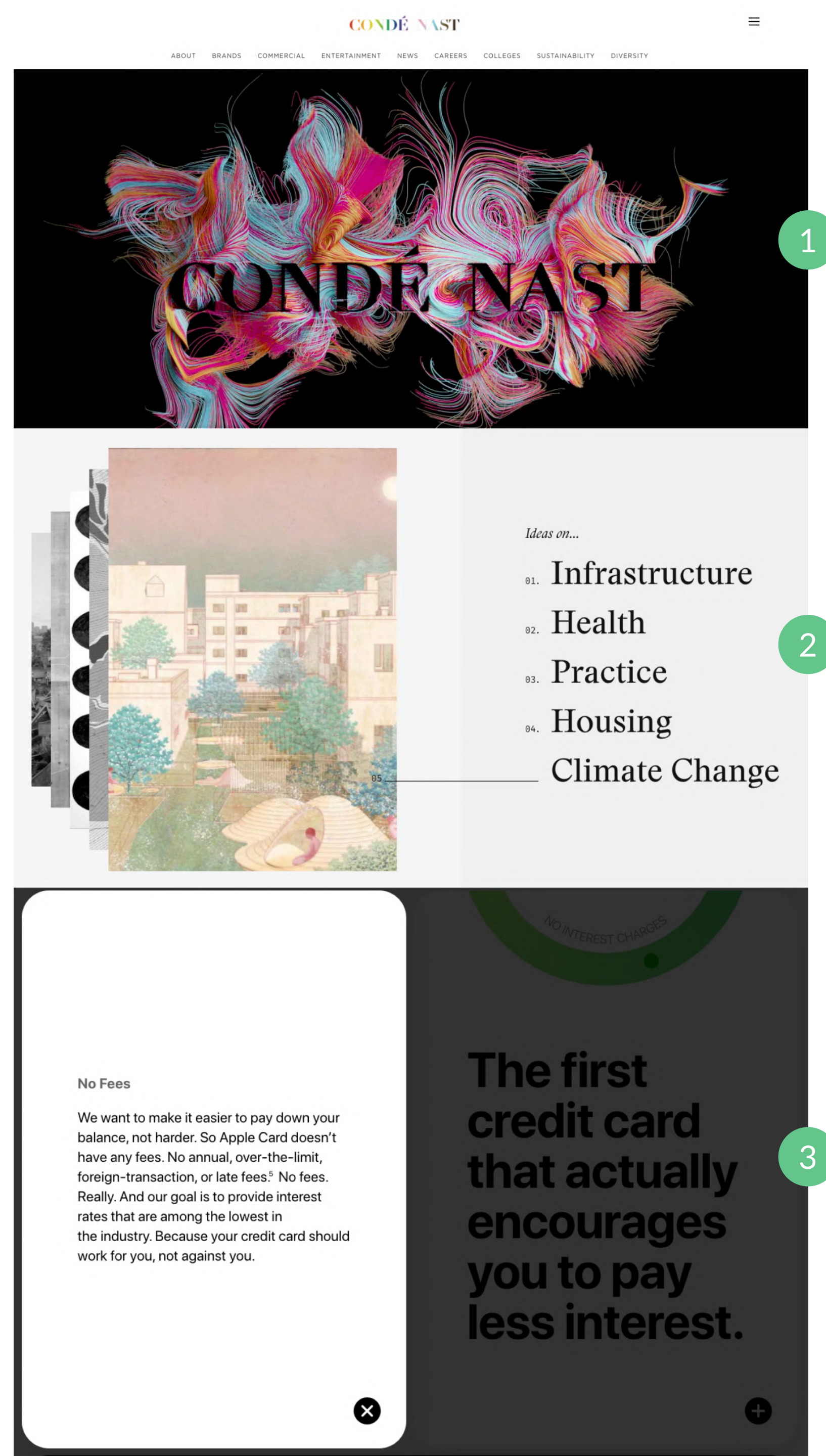
#EDE2BA

#CEBE87

#A09059







# Inspirations

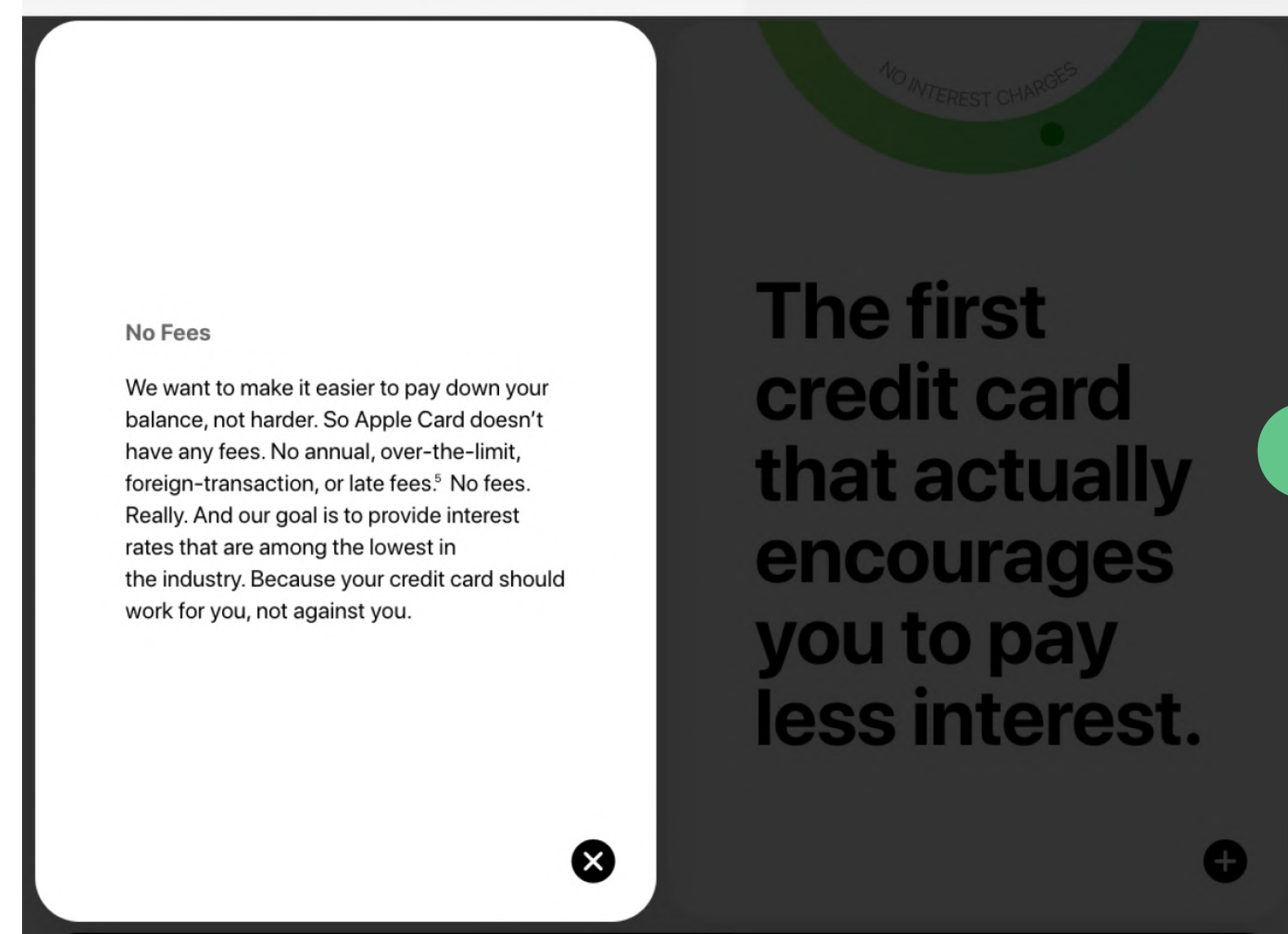
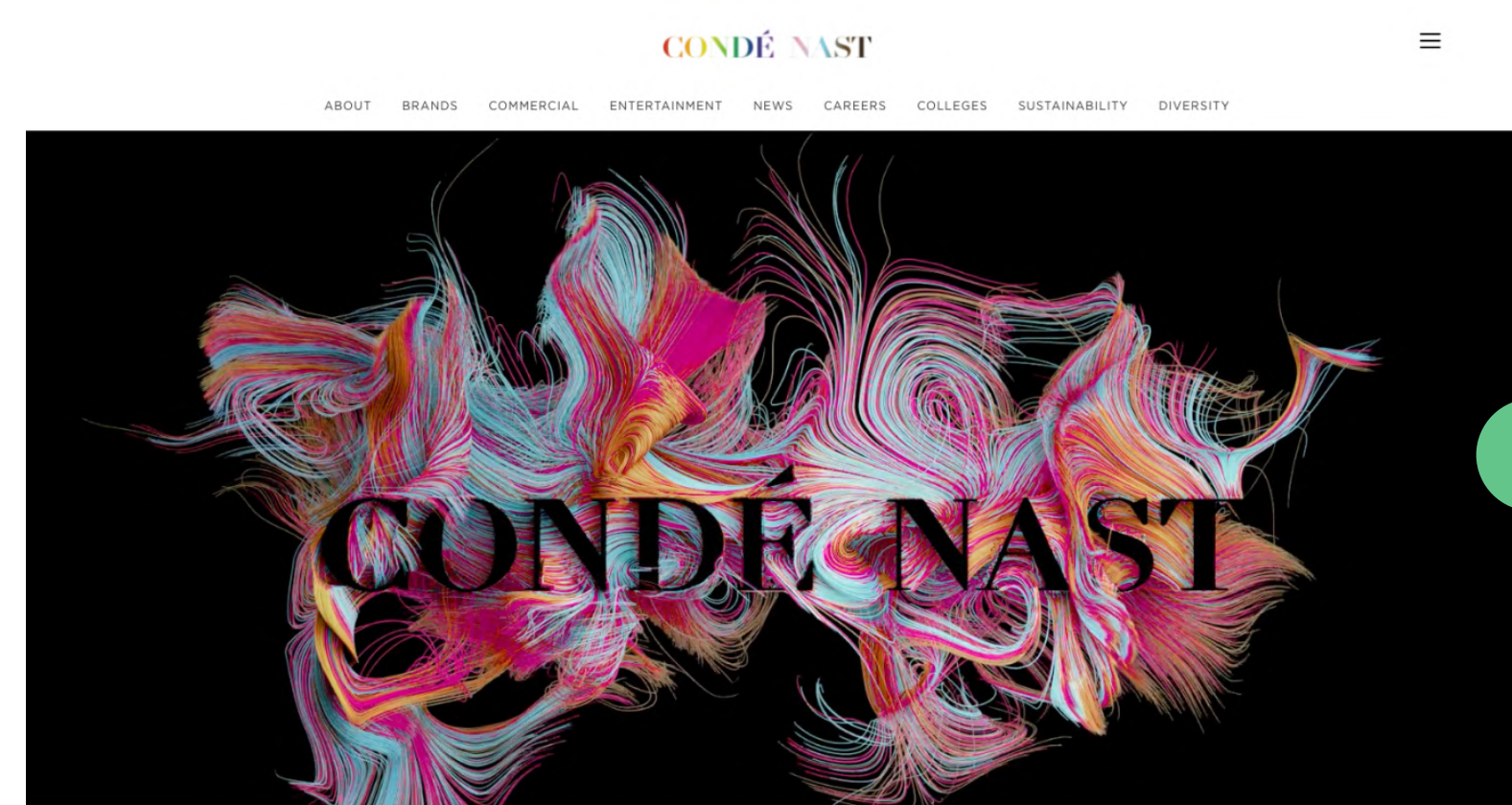
In addition to following the same tone of the brand, the marketing website will also feature some specific UI elements as indicated in the inspiration board.

These elements are gathered from websites such as Toggl Track (a similar time-tracking app), Condé Nast, Harvard Graduate School of Design, and Apple Card.

1. Full-bleed hero with animation or some sort of motion (Condé Nast, Toggl Track)
2. Stacked cards (Harvard)
3. Flipping cards (Apple Card)

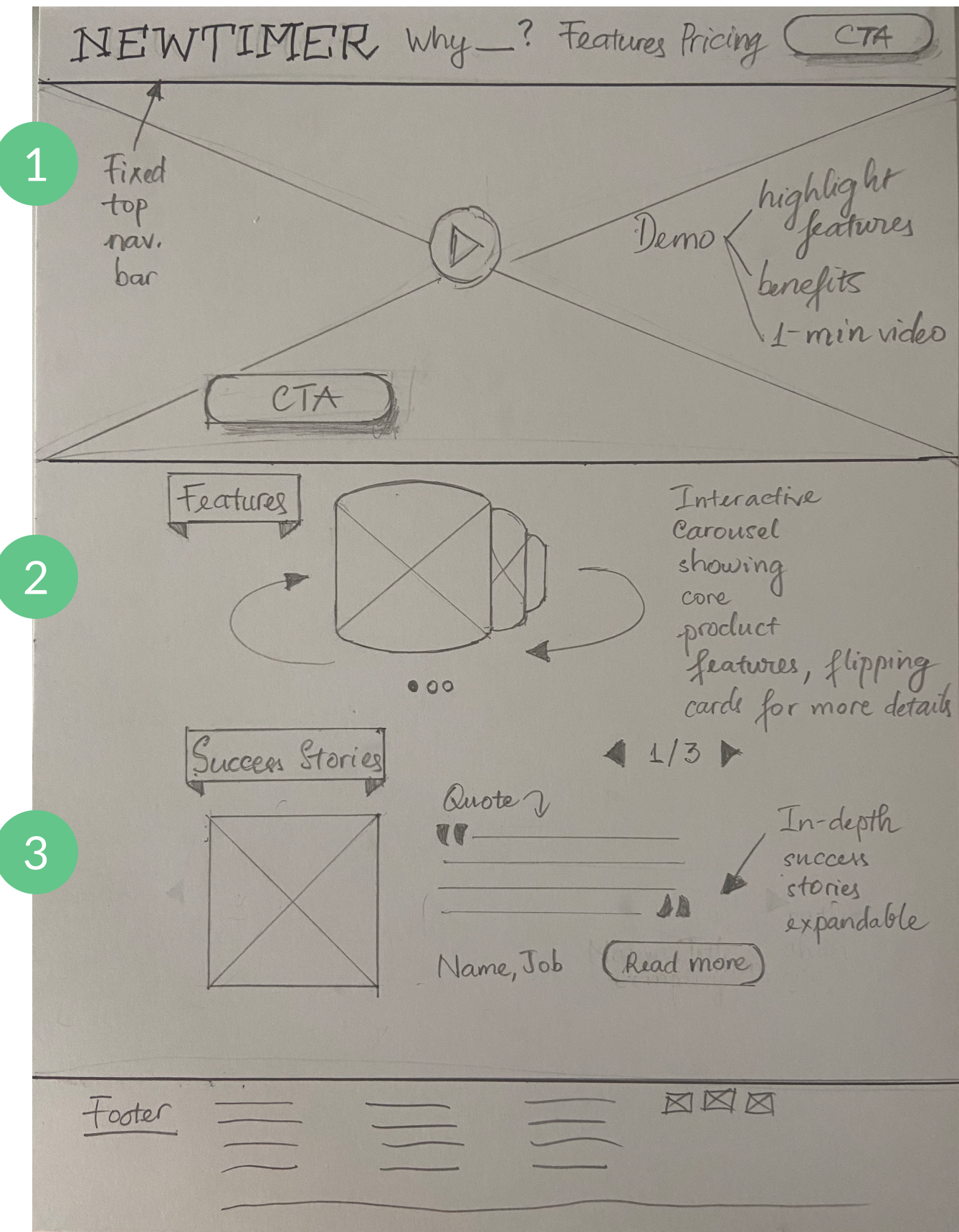
I want to deliver a range of motion design to keep the users engaged and interested.





# Sketches

The first sketch follows the same order of these UI elements. The full-bleed hero is at the top and can be either a video or some animation. The stacked cards and flipping cards are for the sections after that, either features or success stories.





# Design



Fixed top nav. bar

Demo  
highlight features  
benefits  
1-min video

CTA

Features

Interactive Carousel showing core product features, flipping cards for more details

Success Stories

Quote

“ ”

Name, Job

(Read more)

In-depth success stories expandable

Footer

# Mid-Fi Grayscale

From the inspirations and low-fi sketches, the first mid-fi grayscale prototype is created.

The stacked cards are used for the Product Benefits section. Upon hovering over each bullet point, the users will see the corresponding card (Harvard).

For success stories, in the grayscale version, I decided to use the flipping cards (Apple Card). Upon clicking on the each person's photo, the users will see their quotes on the back.

big hero with animation

Header

- Never miss a second, even time spent on emails
- Customize the projects displayed on your Timer
- See time reports with just one tap

Header

"The newtimer app changed my life. The Timer screen is a game-changer. You easily see projects organized nicely the way you want it so that you know right away which you should tap on."

×

Denny, accountant

+

Alex, designer

+

## Product

Features

Pricing

Case Studies

## Download

Desktop App

Mobile App

Browser Extensions

## Help

Tutorials

Support Center

Contact Us

## About Us

Our Story

Our Team

Careers with Us





big hero with animation

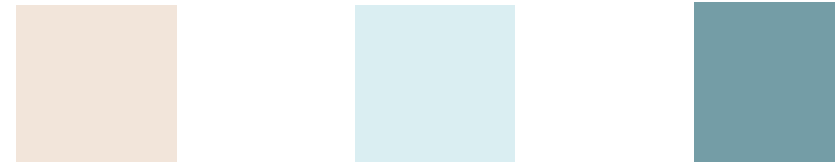
# Hi-Fi V1

The high-fidelity V1 is developed based on grayscale mid-fi version.

Illustration colours complement the brand



Brand colours are consistent with the product



Functional/neutral colours for texts

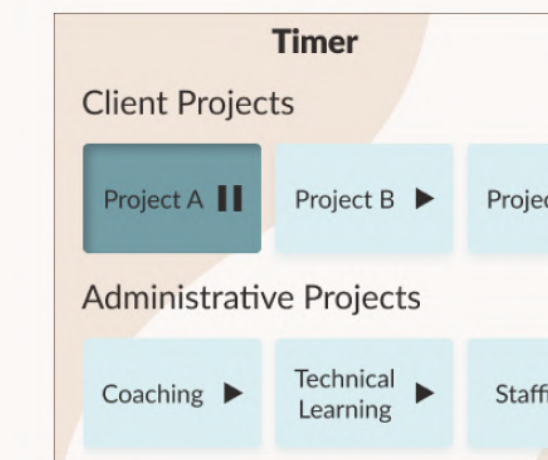


Click here to interact with V1

Hien Le - 2021 - page 10

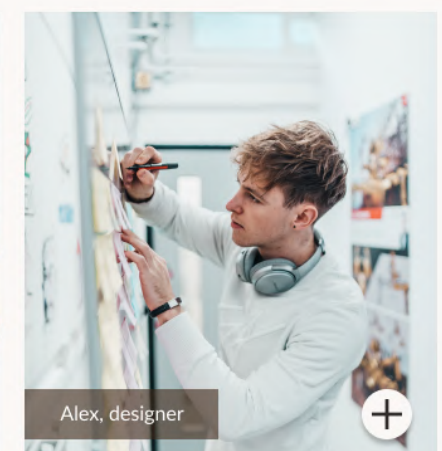
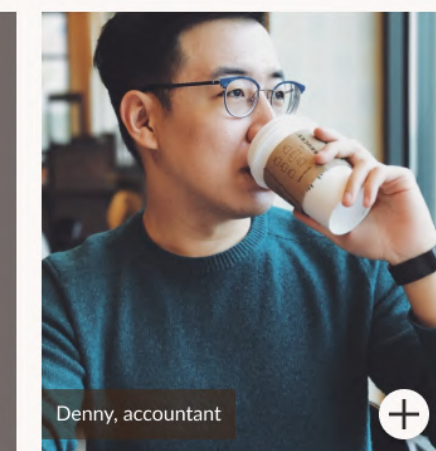
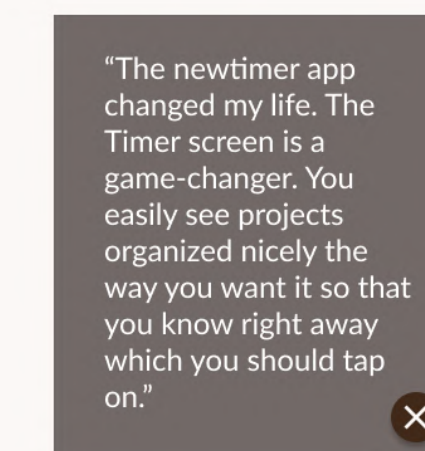
*time-tracking made easy*

Finally, a timer that works



- Recognize your projects from a quick glance thanks to category organization
- Customize the projects and categories to suit your personal needs
- See time reports with just one tap and edit if needed

And people love us too



#### Product

Features  
Pricing  
Case Studies

#### Download

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# Feedback

Feedback on V1 was garnered from 2 fellow UX designers.

“The hero should feature some mockups or communicate what the app looks like. There should also be a more prominent app logo.”

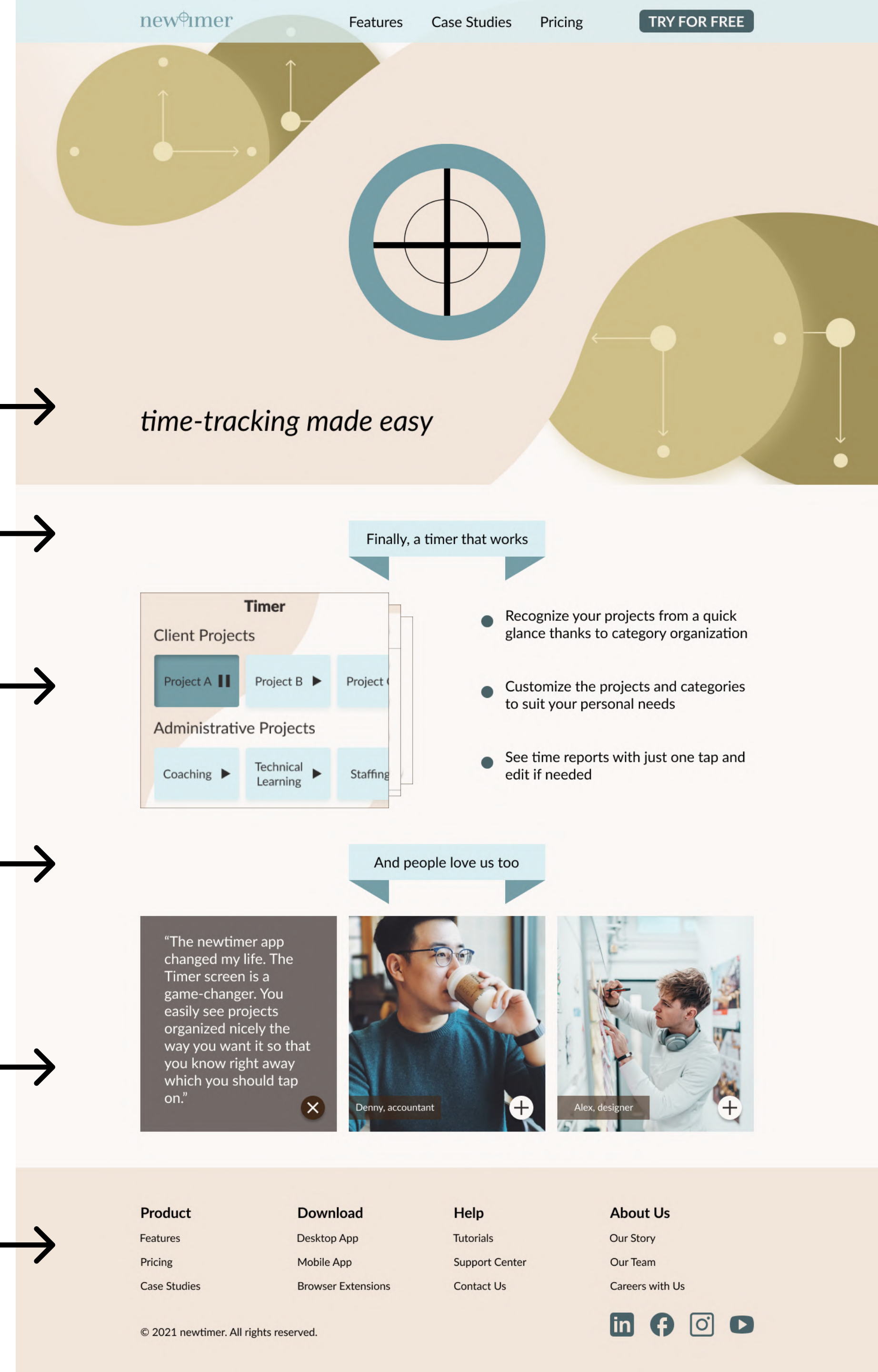
“There should be more spacing between each section.”

“There should be an indication of what platform is the product on - mobile versus desktop app.”

“There should be more spacing between each section.”

“Maybe add more CTA throughout the page rather than just one at the top nav bar.”

“The term ‘case studies’ is confusing.”



# Iterate

# Iteration Process

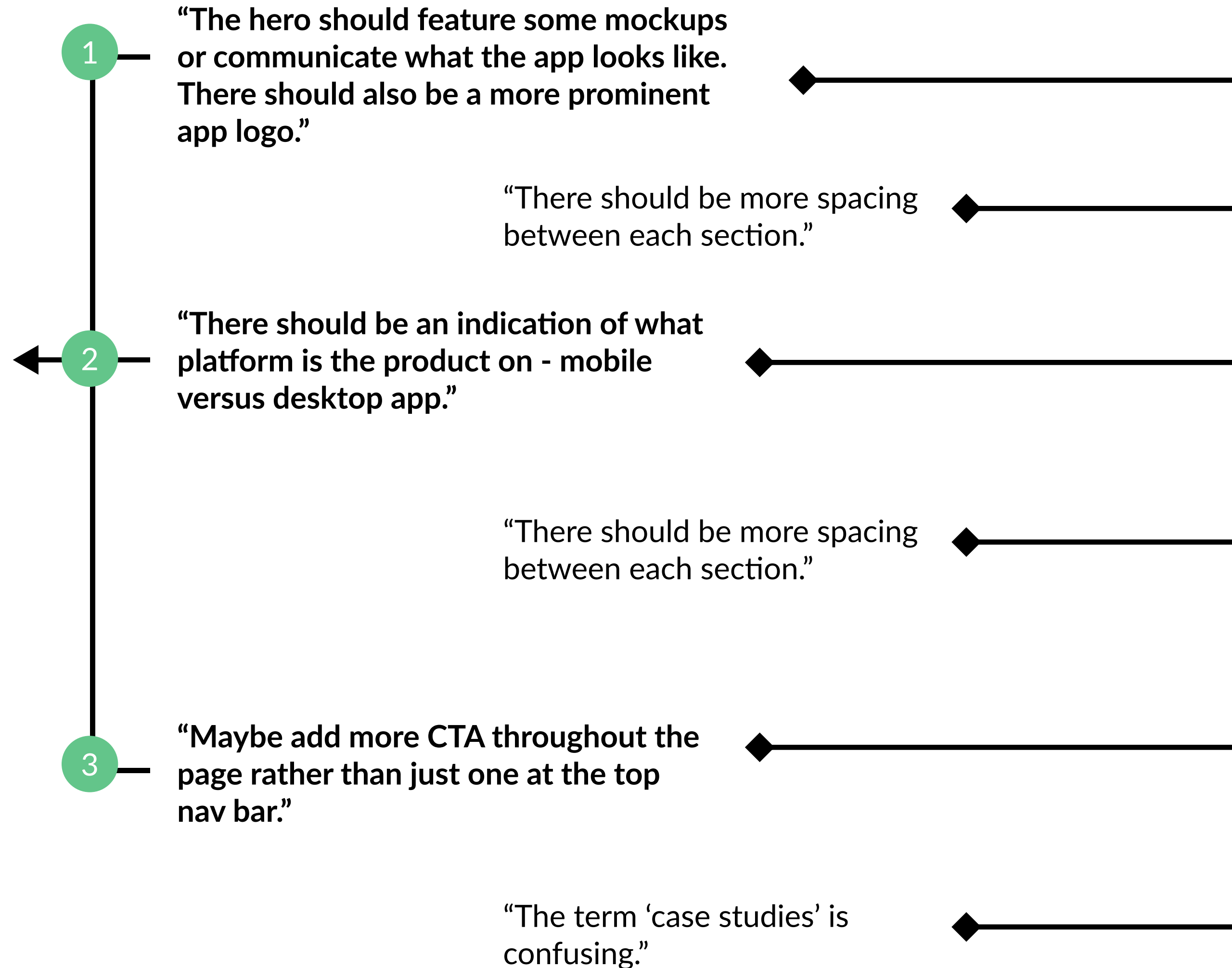
Before diving into making V2 to incorporate feedback on V1, I decided to refine my UI inspiration board and do another round of sketch.

From the feedback, I knew I had to:

1. Include product mockups in the hero
2. Buff up the content to communicate more clearly what the product was
3. Add more CTA throughout the page

The other comments are minor and can be fixed easily without refining my UI board and adding more sketches.

# Feedback on V1





# Refined UI Board

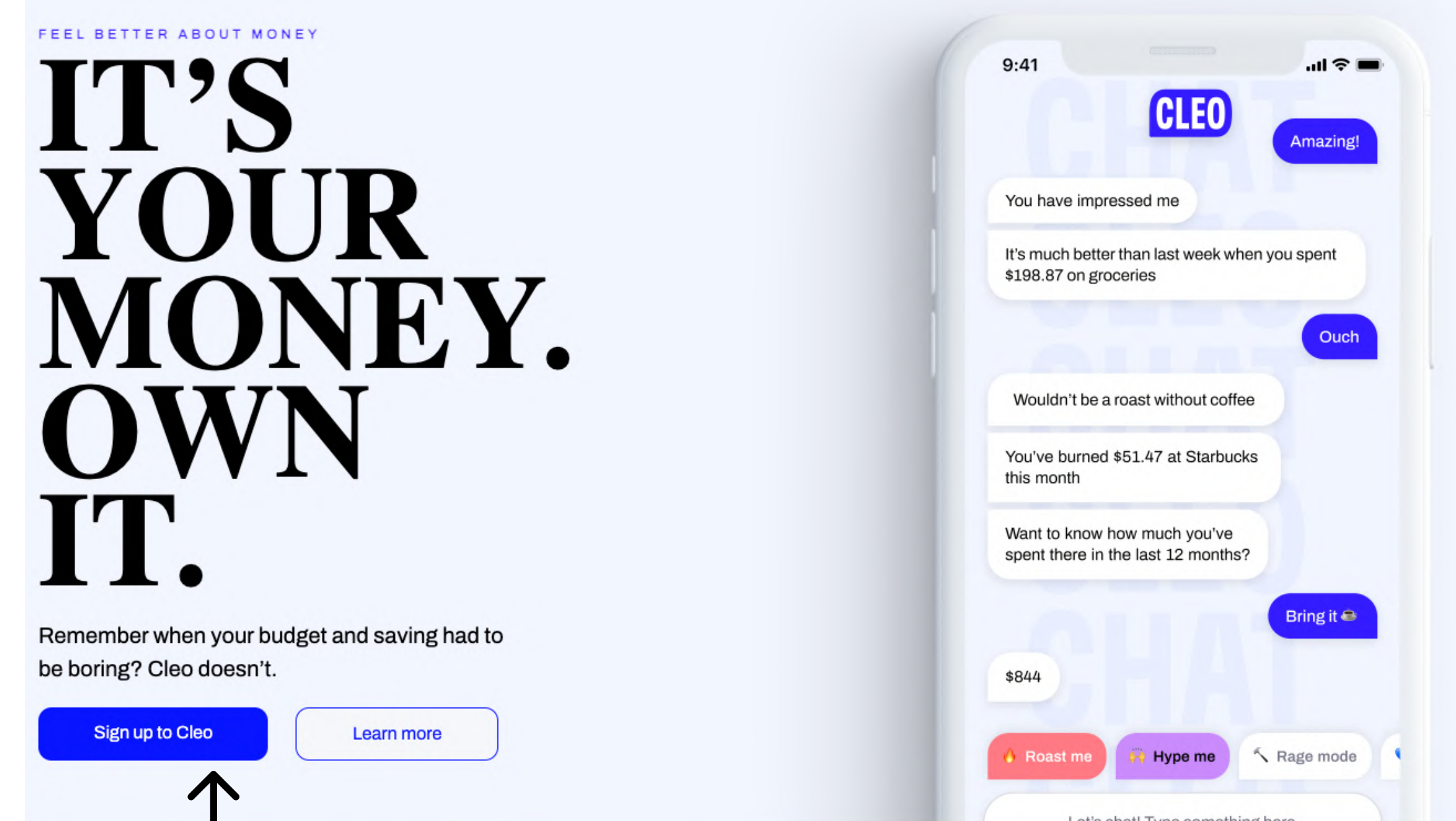
The goal of refining the UI board is to add the following elements:

1. Include product mockups in the hero
2. Buff up the content to communicate more clearly what the product was
3. Add more CTA throughout the page

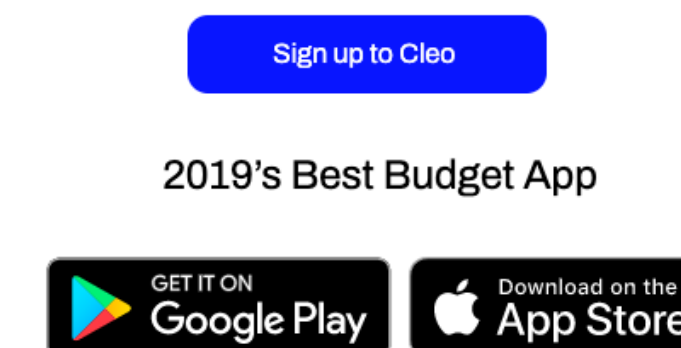
I decided to follow the examples of Cleo and Shop for:

- A hero at the top with some product mockups
- A clear CTA with download/purchase options at the bottom of the page, right above the footer

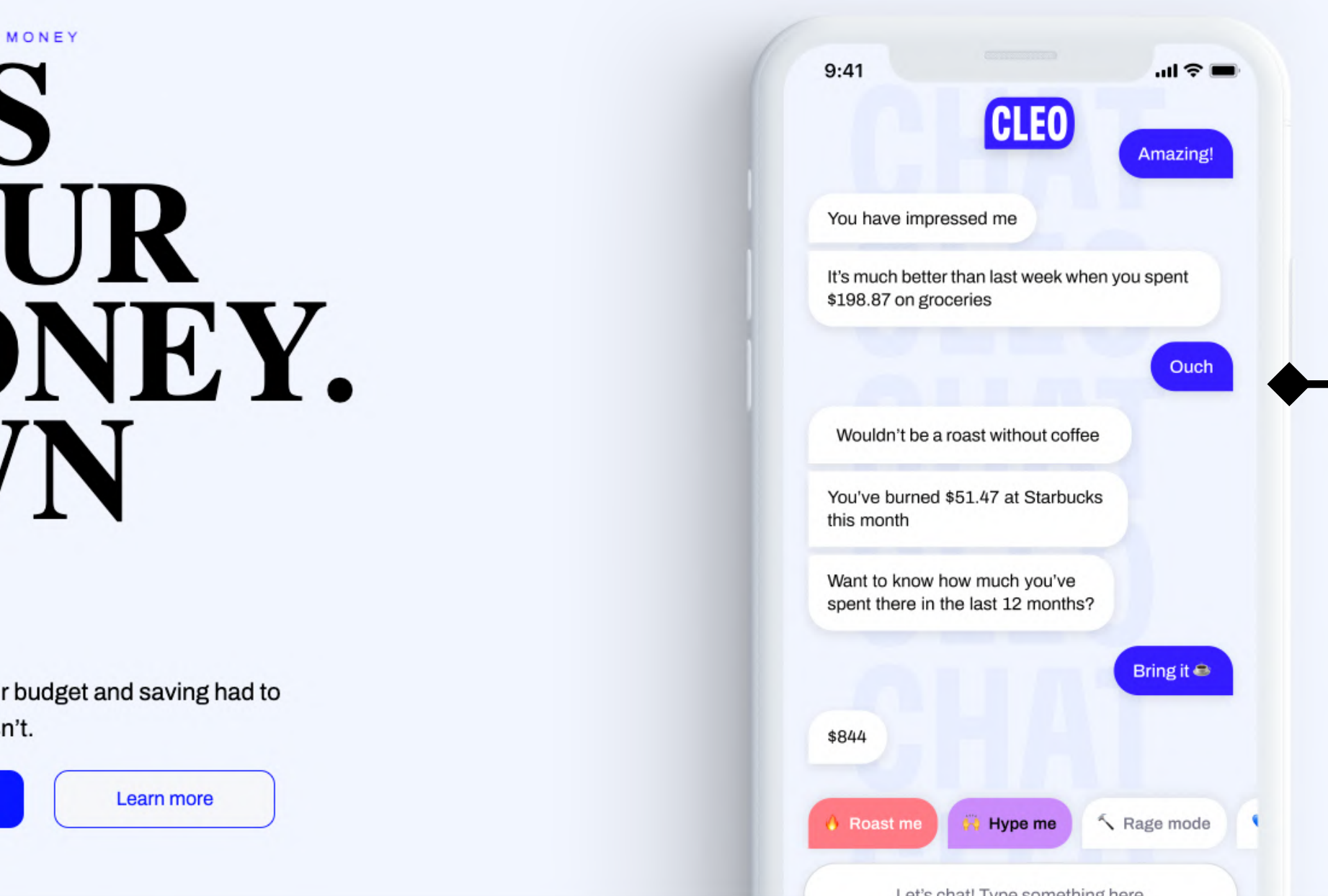
Please see sections 4) and 5) at the bottom of the UI inspiration board.



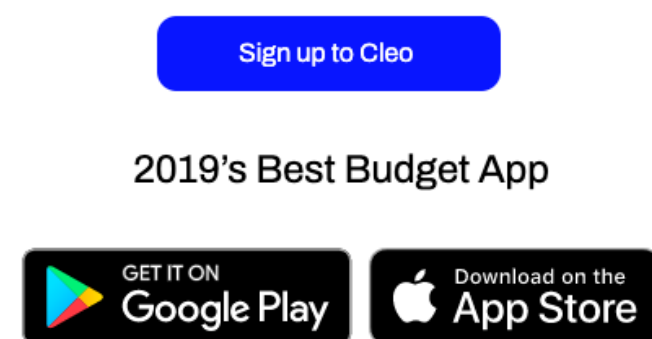
## SEEN ENOUGH? DOWNLOAD CLEO





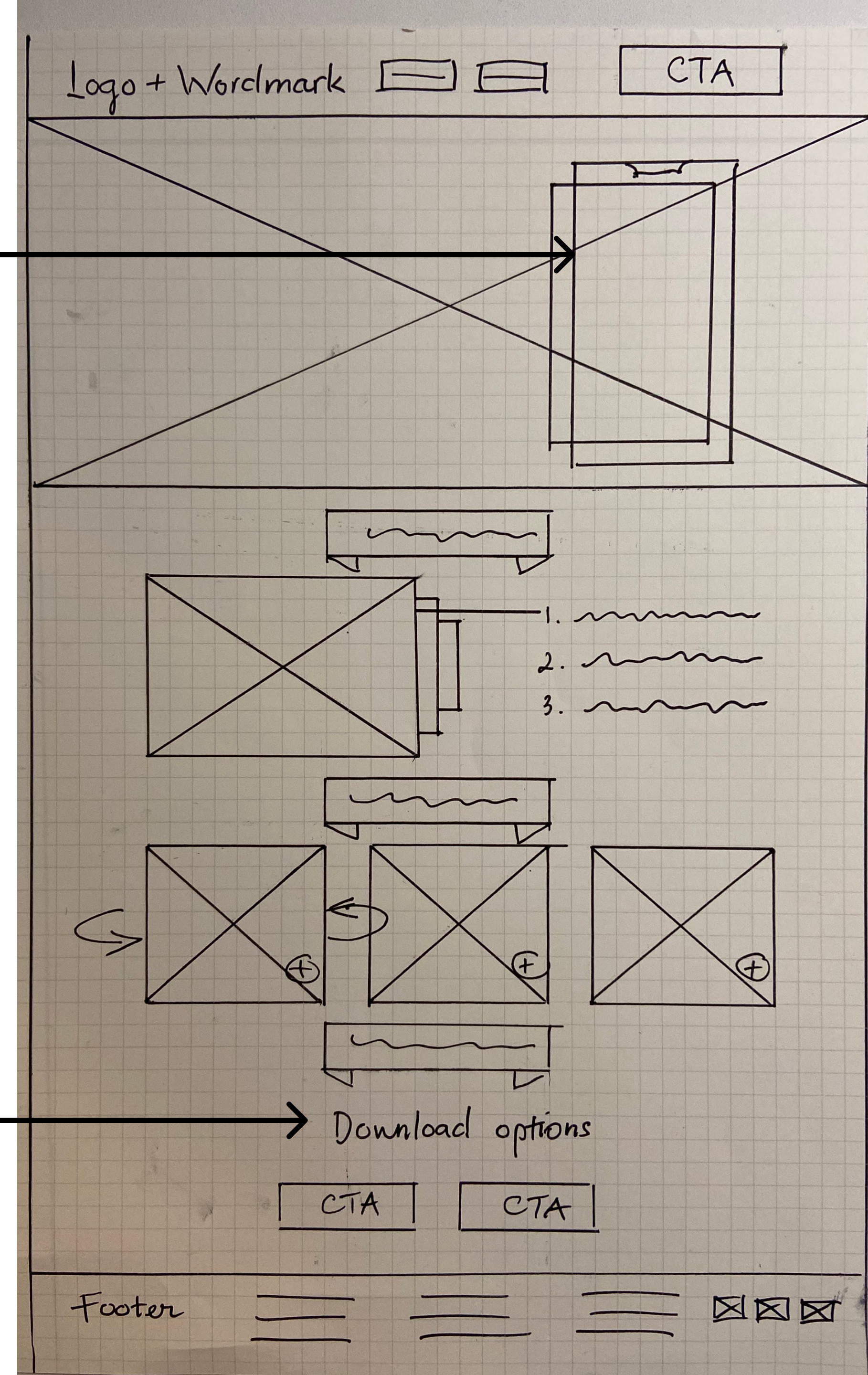


SEEN ENOUGH?  
DOWNLOAD CLEO

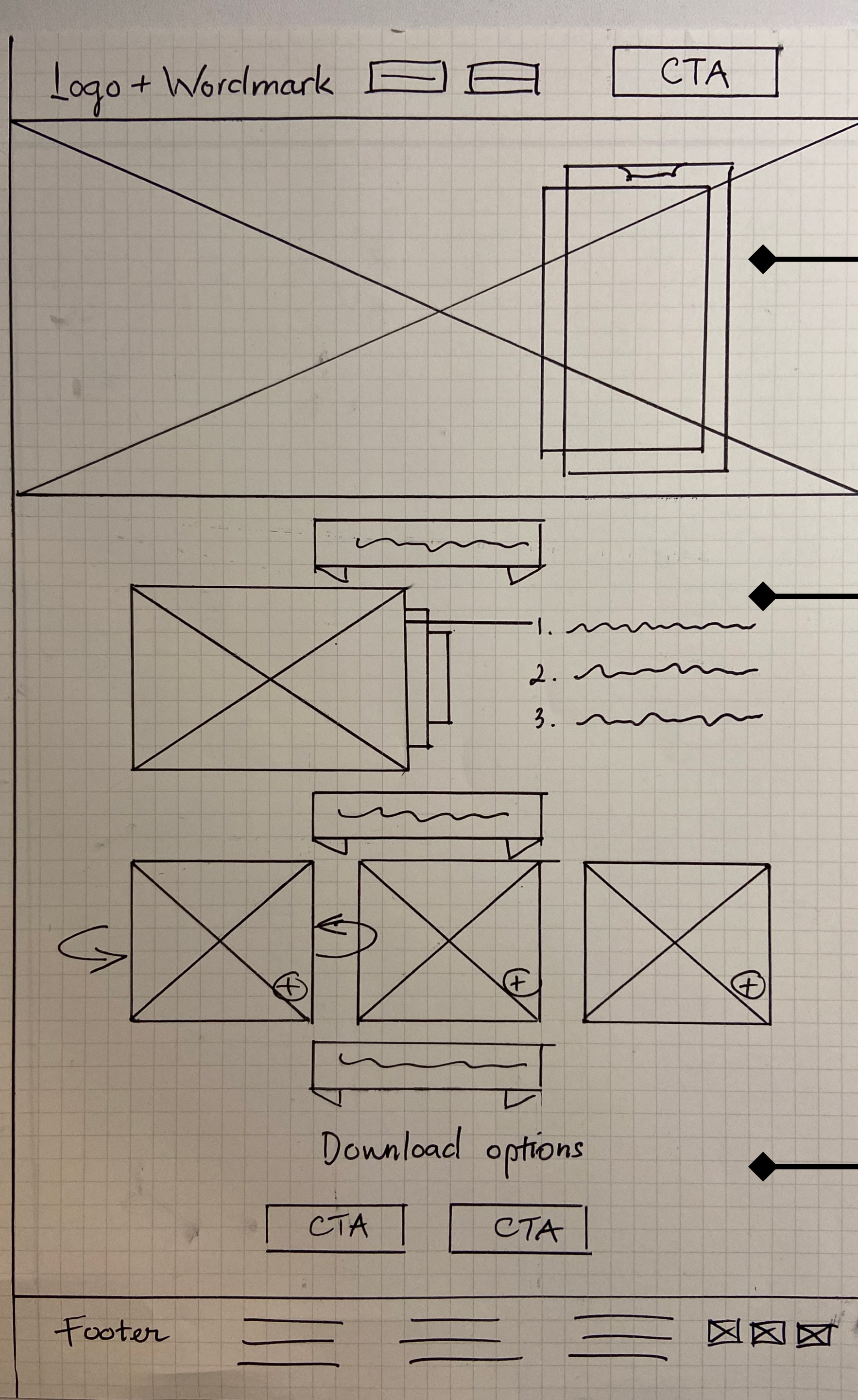


## Refined Sketches

From the inspirations of the additional UI elements, I drew the second, refined version of the lo-fi sketches.





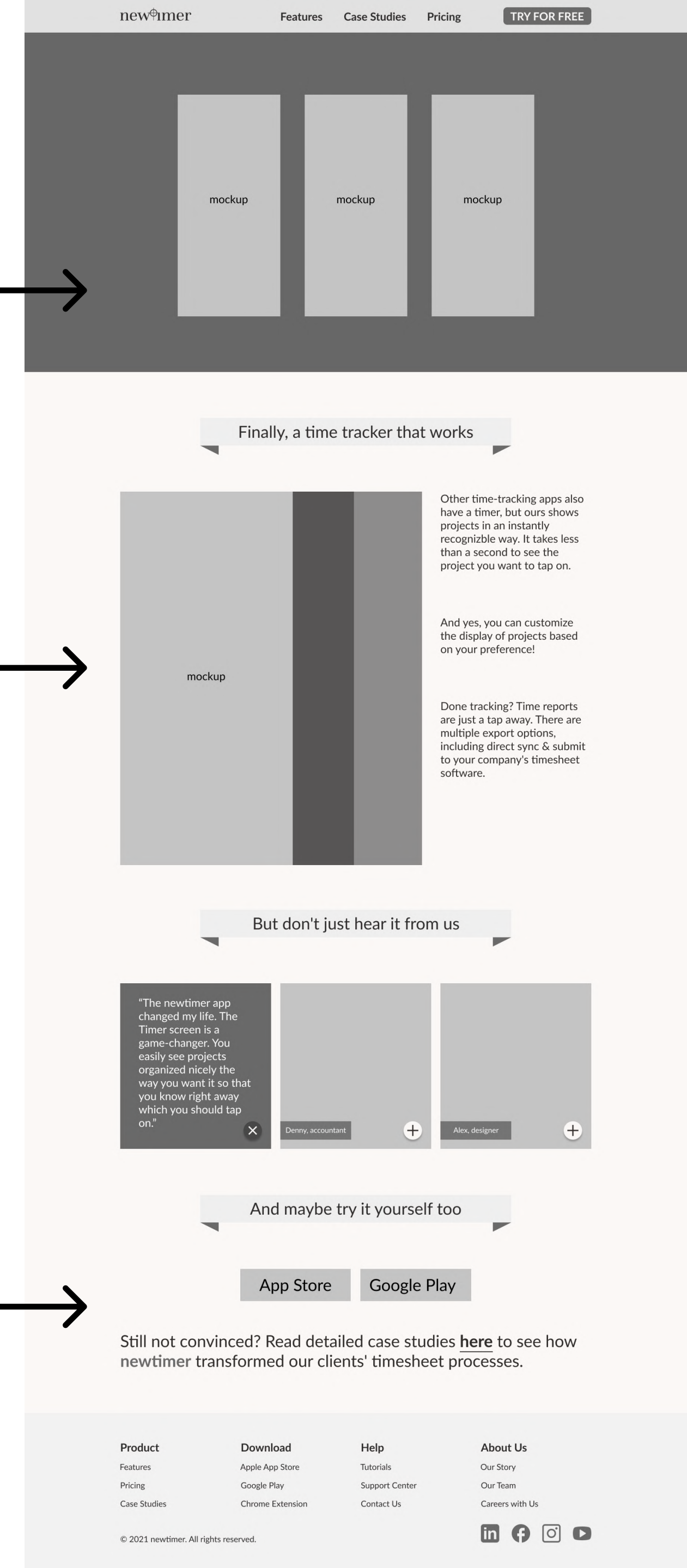


The full-bleed hero remains prominent at the top but now features more product mockups.

## Mid-Fi V2

The mid-fi V2 is drawn from the refined lo-fi sketches. V2 includes more product descriptions and more spacing. The only comment I didn't incorporate was the term "Case Studies" since it's commonly used on marketing websites.

CTA section at the bottom serves as an end to the marketing pitch with download options.

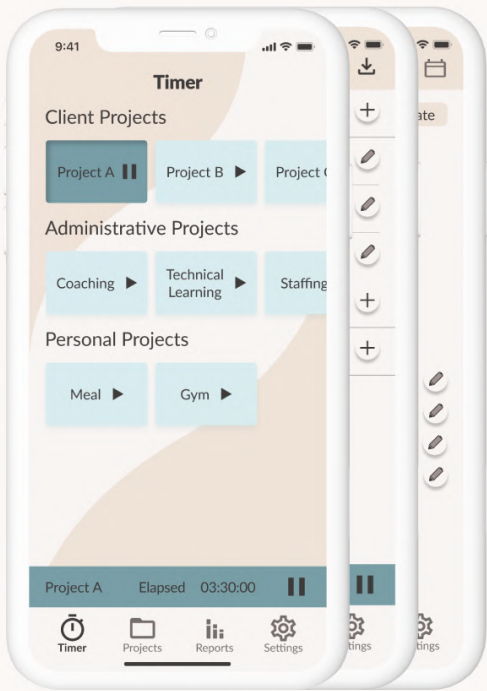






Timesheet is no longer a chore

Finally, a time tracker that works

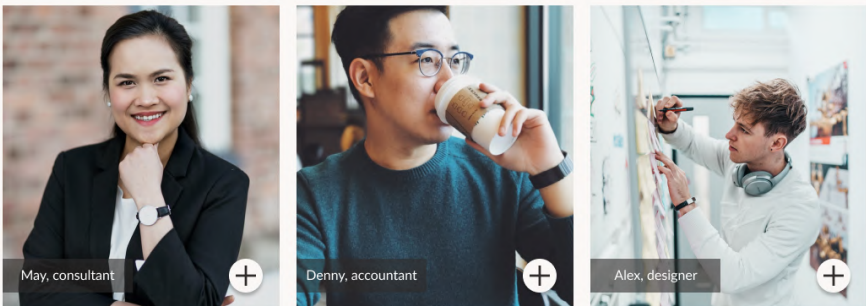


Other time-tracking apps also have a timer, but ours shows projects in an instantly recognizable way. It takes less than a second to see the project you want to tap on.

And yes, you can customize the display of projects based on your preference!

Done tracking? Time reports are just a tap away. There are multiple export options, including direct sync & submit to your company's timesheet software.

But don't just hear it from us



And maybe try it yourself too



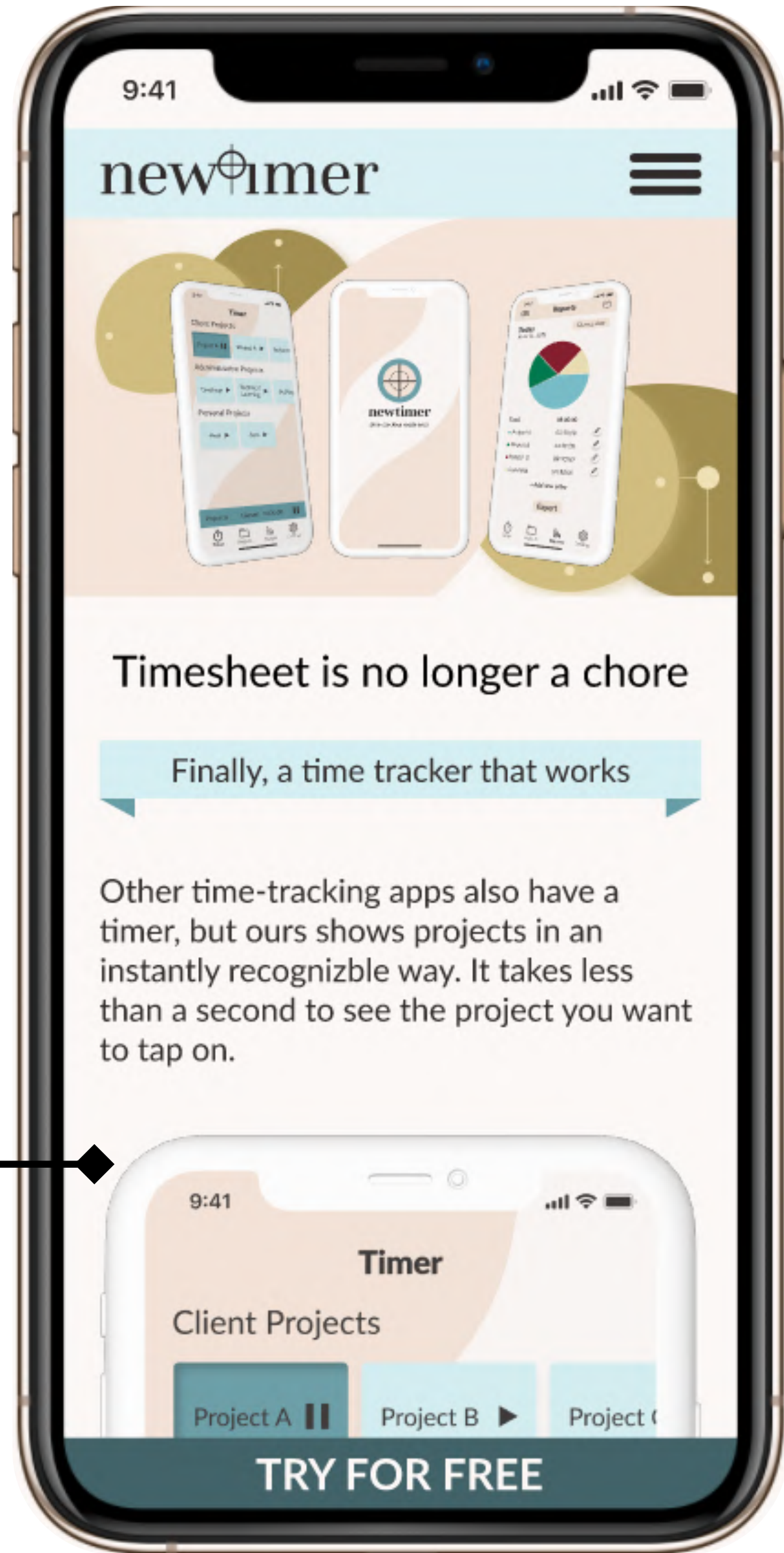
Still not convinced? Read detailed case studies [here](#) to see how newtimer transformed our clients' timesheet processes.

# Hi-Fi V2

The hi-fi V2 is developed into 2 viewports. When creating V1, I held off on making the mobile viewport because it would follow the desktop viewport (the main view that most users would access) with elements being rearranged. For the content flow diagram, please refer to the UI library.

[Click here to interact with V2 Desktop Viewport](#)

[Click here to interact with V2 Mobile Viewport](#)



Timesheet is no longer a chore

Finally, a time tracker that works

Other time-tracking apps also have a timer, but ours shows projects in an instantly recognizable way. It takes less than a second to see the project you want to tap on.

# UI Library



colour palette

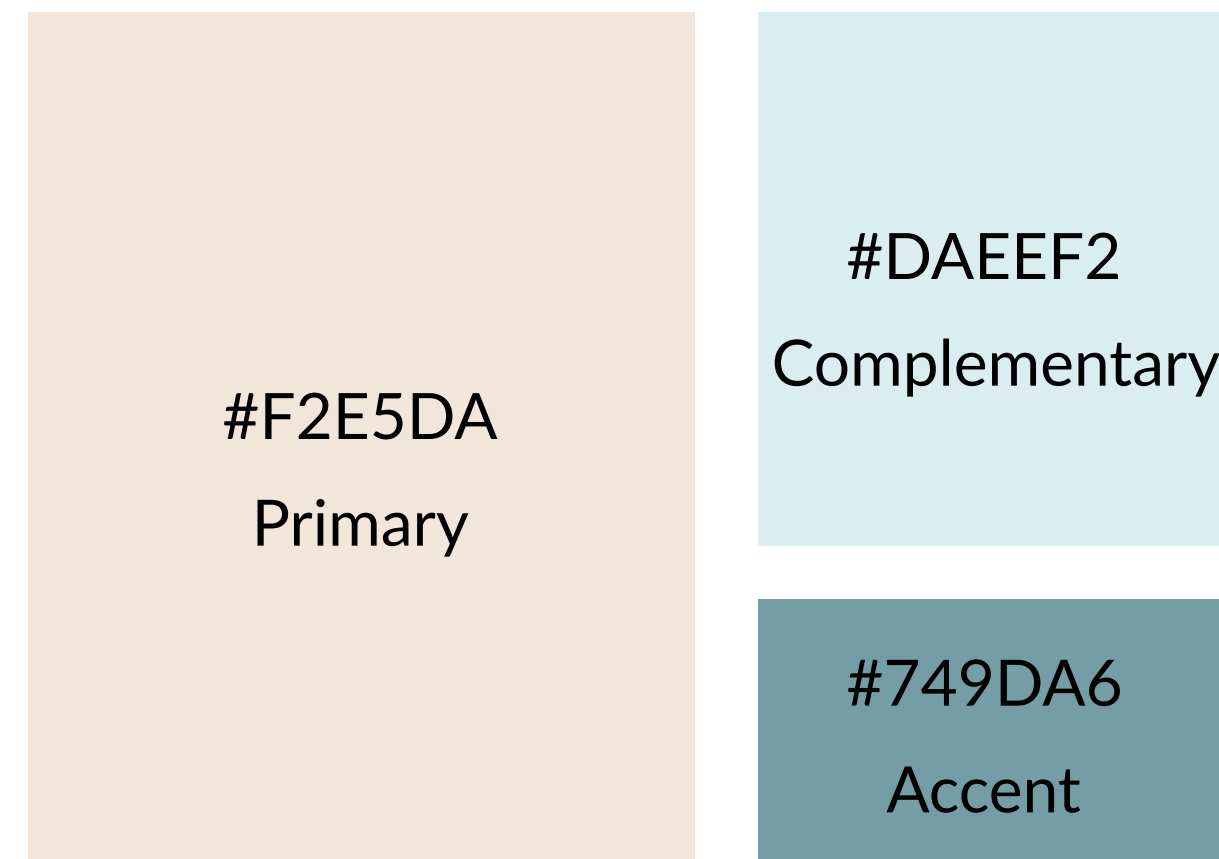
typography

grids

content flow diagram

# Colour Palette

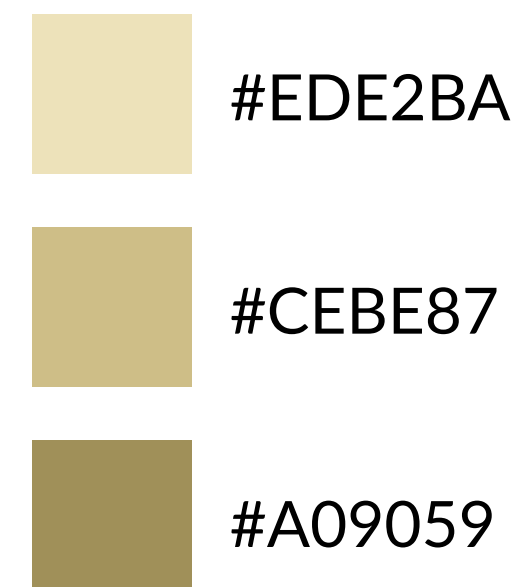
## Brand Colours (60-30-10)



### Functional/Neutral



### Illustrations



# Typography

The typography of the marketing website follows the brand and mobile app's text styles. As such, Lato is used throughout the website.

## H1

Headings

The quick brown fox jumps over the lazy dog.

Regular/Size 36px/Height 120%/Tracking 0px

## H2

Body

The quick brown fox jumps over the lazy dog.

Regular/Size 24px/Height 120%/Tracking 0px

## H3

Footer/Mobile

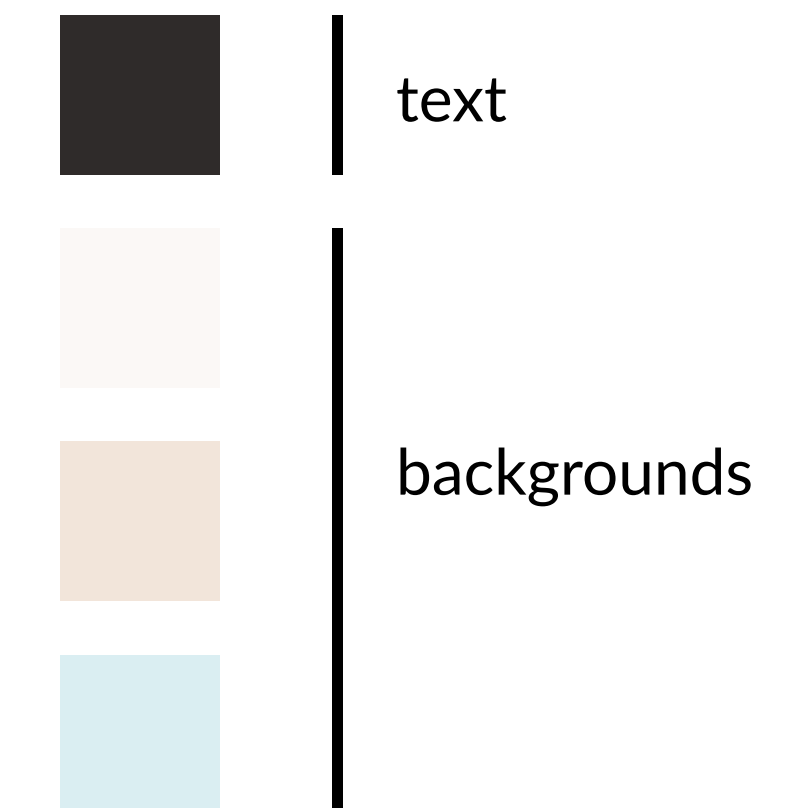
The quick brown fox jumps over the lazy dog.

Regular/Size 18px/Height 120%/Tracking 0px

# Accessibility

Throughout my design process, I always want to make sure that all designs would meet WCAG AA standards at least.

For colours, dark texts have enough contrast compared to light, neutral backgrounds.



For typography, both desktop and mobile viewports show texts in at least 18px.



# Grids

Desktop Viewport:

- Fixed grid
- 12 columns for horizontal spacing
- 40x40, 60x60, 100x100 blocks for vertical spacing

Columns ▾

Count

Color

12

FF0000

10%

Type

Width

Margin

Stretch ▾

Auto

208

Gutter

20

Mobile Viewport:

- 4 columns
- 20x20, 40x40, 60x60 blocks for vertical spacing

Columns ▾

Count

Color

4

FF0000

10%

Type

Width

Margin

Stretch ▾

Auto

20

Gutter

20

# Content Flow Diagram

## Legend

- Wordmark
- Hero
- Section headings
- Flipping cards
- CTA buttons
- Top nav bar
- Footer
- Stacked cards

360px

For the mobile viewport, the stacked cards of product benefits become a carousel with horizontal swiping. Please see the animation in the prototype.

720px

Starting at 720px, the flipping cards of success stories become stacked vertically to ensure the quotes on the back are readable.

# Key Learnings

Designing the marketing website helped me reconnect with my marketing education, especially when it came to copywriting. That said, I tried to think of the user's perspective and focused more on creating a compelling story rather than pushing a "sales pitch." From V1 to V2, I tried to improve my UX writing by making the texts read more like a casual conversation.

## Next Steps

Since both the product and the marketing website have been designed, the next steps only include:

- Publish the full case study
- Hand off to development, if possible, and continue the ongoing UX research



# Thank you!

- Fellow designers at BrainStation
- Inspirations from Condé Nast, Harvard, Apple, Cleo, Shop
- And you who are reading this

**Appendix**

Brand Moodboard

UI Inspiration Board

V1

V2 Desktop

V2 Mobile