OVEX - Marketing Component

Alison Soutar: Pt 1

This document serves as my overall note-taking sink for considerations and specifications of this task. Sections marked in **red** indicate notes made to the given task requirements.

Ad Goals:

- Increase mobile app downloads
    - **HOW:**
        - **Redirect users to App Store**
        - **Facilitate interest in Crypto trading**
- Enhance brand awareness and engagement
    - **HOW:**
        - **Reinforce brand identity, personality and company "meanings" through striking static visual media.**
- Highlight key features and benefits of the OVEX mobile app
    - **HOW:**
        - **Using communicative iconography, informative imagery and concise wording.**

Deliverables

I have also included some considerations for Instagram and LinkedIn Ads, as I believe this would effectively cover the target market outlined in the brief.

Required

- Twitter: 1 static images (1200x675 pixels)
    - **Tech-savvy, news-hungry - Prioritising information, appreciates concise and reliable information**
    - **Concise, short bursts of information.**
- Facebook: 1 static images (1200x1200 pixels)
    - **Broad audience with a variety of needs and interests.**

    - **Engaging, broad awareness - Largely community based, spark discussion.**

Additional

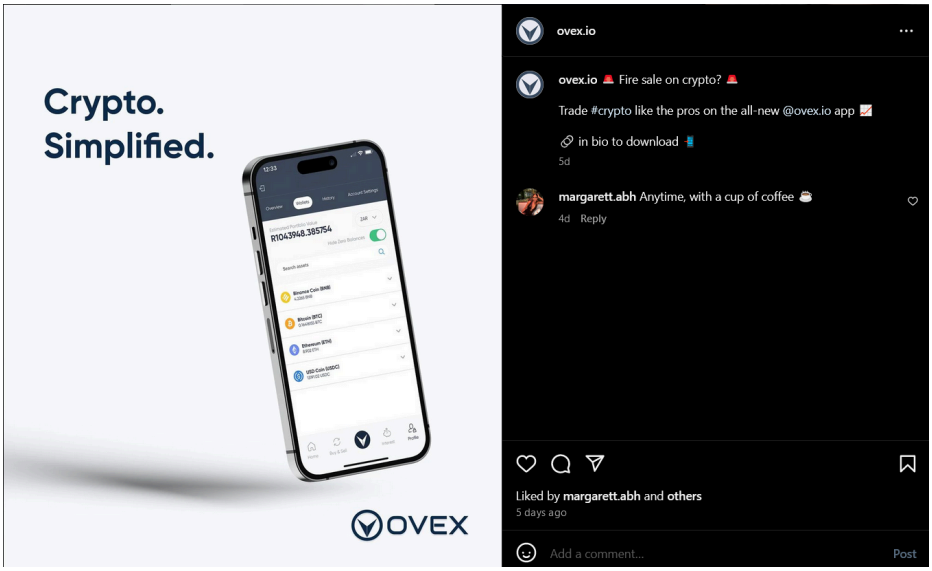
- LinkedIn: 1 static image (1200 x 628)
    - **Effective for generating leads, focusing on older professionals and business owners**
    - **Educational content (“inform, don’t sell”)**
    - **Older, professional audience.**
- Instagram (1080 x 1080):
    - **Great for brand awareness, targeting younger end of the spectrum. Good for pushing brand identity and diverting traffic to app store for downloads.**
    - **Visually stunning (“foster interest & engagement”)**
    - **Younger, curious audience.**

My Approach

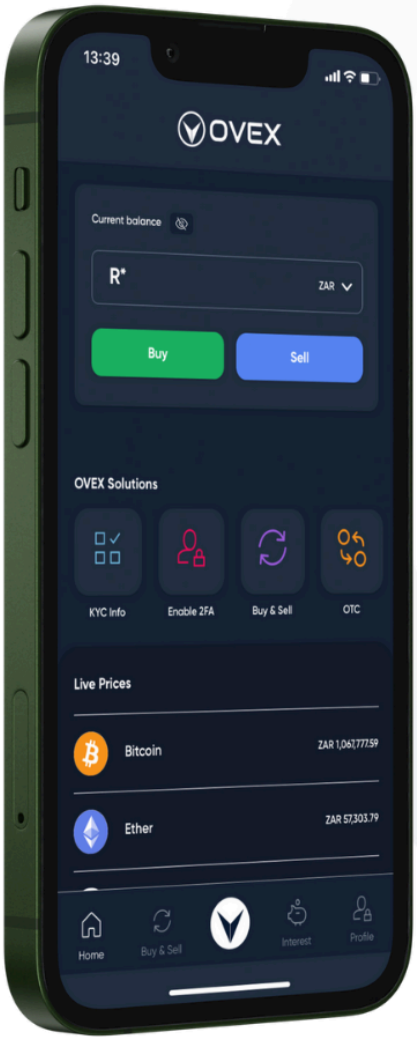
After consulting competitor's media as well as Ovex's current digital media content, I have created campaigns for two "approaches" to promote downloads of the Ovex mobile application.

Approach 1: Factual, Sleek, Simple

Using this Ovex image as inspiration (and style reference), I have created a number of Ads for minimalistic advertising - the core theme currently present on Ovex's social media.



Facebook (Required)



Trade Anytime, Anywhere
with the OVEX Mobile App.

OVEX

Twitter (Required)

Instagram (Suggested)

Instagram shares the same dimensions as Facebook, so these media posts are interchangeable (Instagram posts are generally more picture-focused).

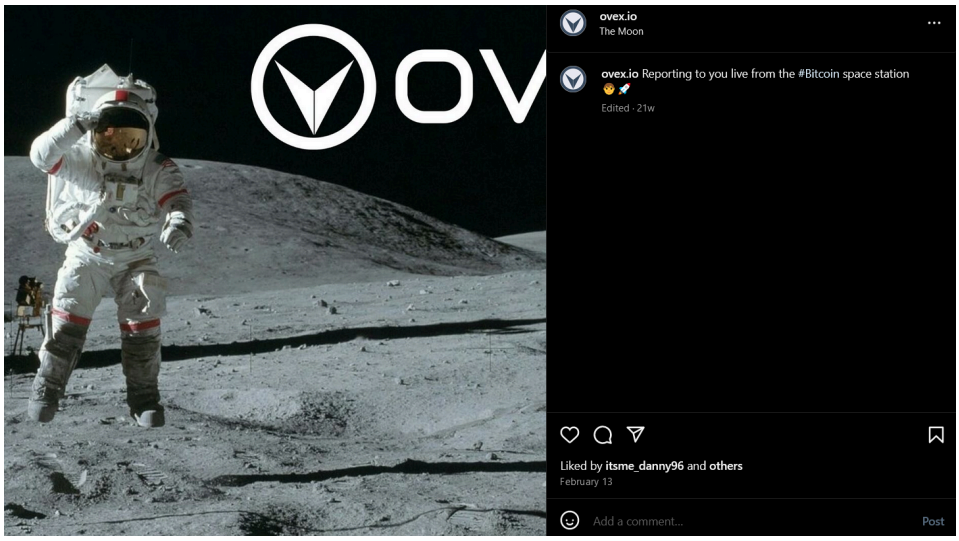
LinkedIn (Suggested)

Information-heavy posts.

Approach 2: Emotional, Inspirational, Boundless

Using this Ovex image as inspiration (and style reference), I have created a number of Ads for photography-based emotional advertising.
Focusing on the “On the go” and “borderless” nature associated with cryptocurrency. It recalls the style of the “minimal” approach, it still matches the brand’s personality and core values - even though the imagery is more complex than current examples.

This is a bolder approach, but thought it would be a fun addition to include in addition to the more traditionally-coded Approach 1.

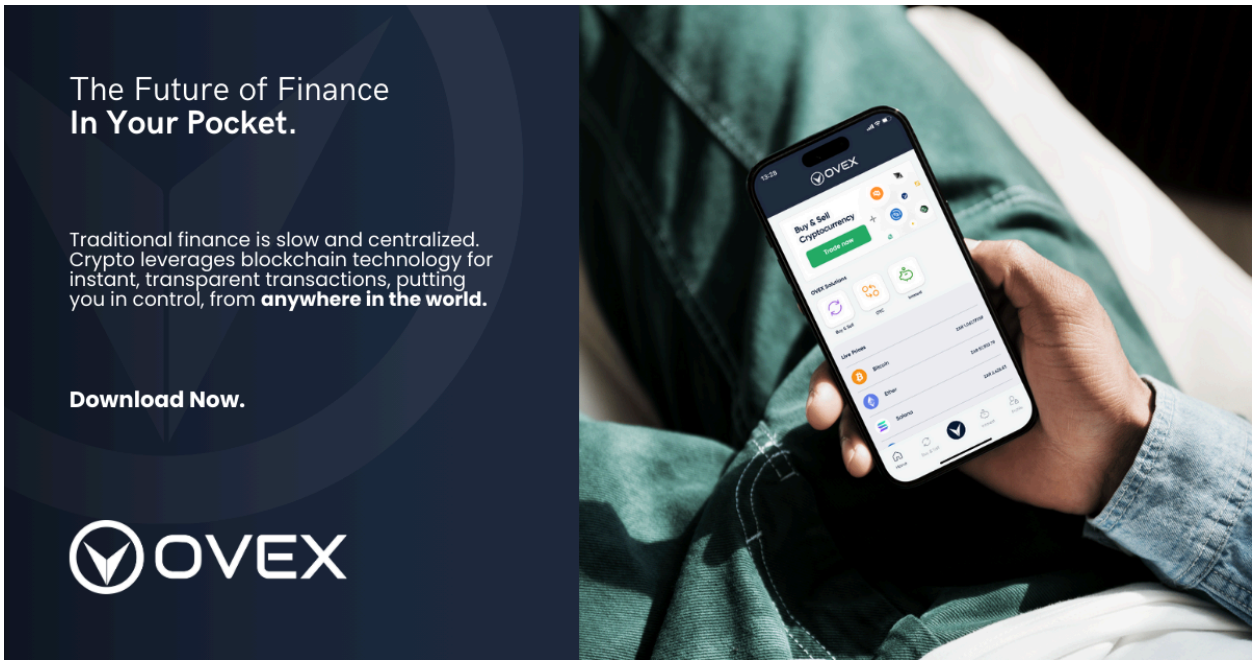


Facebook (Required)

Twitter (Required)

Instagram (Suggested)

LinkedIn (Suggested)



OVEX - UX/UI Design Component

Alison Soutar: Pt 2

When designing these landing pages, I made frequent revisits to the 10 Usability Heuristics as outlined by NNG for key UX considerations, in addition to paying close attention to ensuring I adhere to the principles of design (Text hierarchy, colour theory, in addition to the gestalt principles) for UI considerations. Key decisions will be outlined in this document.

I noticed the colours on the website were slightly different to the ones outlined in the brand guidelines. I decided to use the colours mentioned in the branding pack, which I have specified later in this document. Due to the modular approach I have taken, this can easily be changed.

Methodology

I developed these prototypes with a mobile-first approach, which is generally considered best-practic for UX/UI projects. This smaller screen is “expanded” into a desktop version, providing more detail to the included elements.
Starting with a desktop is not preferred, as one needs to “depreciate” the content to fit on a smaller screen.
Since we are trying to fit a large amount of informative content pushing mobile app downloads, it is essential to convey core components effectively and sensibly.
Additionally, given we’re encouraging mobile users to download the new mobile application, one can assume users would access this page on their mobile device to download the mobile application - thereby further inforcing the importance of a user-friendly and attractive mobile web interface.
I will be using Figma to prototype this design, and Canva Pro for any peripheral elements I may need (Animation, filler images, etc.)

Design Systems

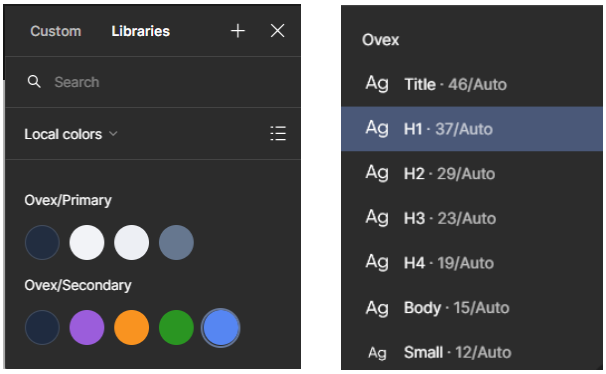
Although ensuring I remain on-track with the brand guidelines, I will also implement sections of Google’s Material Design to ensure the design is user-friendly, but also friendly to people with various disabilities making the app usable to all people within our target market whilst remaining visually appealing and functional.

Brand Compliance

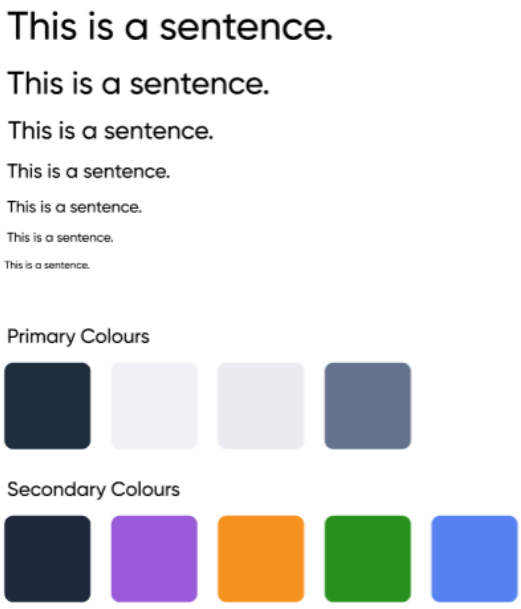
To ensure a coherent brand experience, I ensured I added the correct fonts and brand colours to my Figma library. This ensures that any changes that are made to colours, fonts or components are reflected throughout the entire prototype and do not need to be changed individually. Additionally, this ensures I adhere to the Ovex brand guidelines and maintain a coherent and consistent experience throughout the entire brand.

I had issues importing icons used in your style guide - so for this project, I will use different yet similar icons in their place.

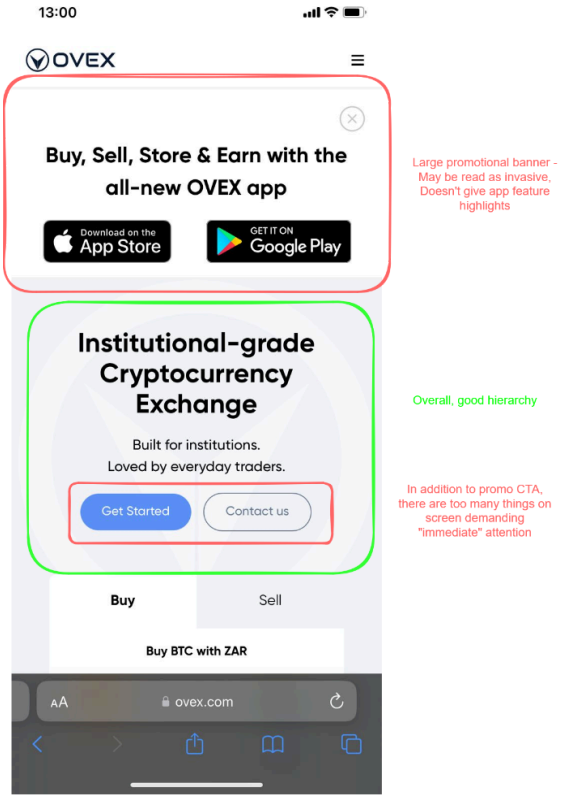
I will ensure my design is modular - so components that need to be replaced can be done so easily, allowing for effective design re-use and pain-free updates. I named text scaling according to HTML convention.



A handful of screenshots showing my style library setup.



Mobile



In alignment with the brand guidelines, I am going to focus my wireframes around “inform, don’t sell” and allow the features of the application to speak for itself. I want to minimise visual clutter (Heuristic 8: Aesthetic and Minimalist Design).

I would also like to minimise this download CTA, as its invasiveness may negatively impact the UX (Heuristic 3: User Control and Freedom).

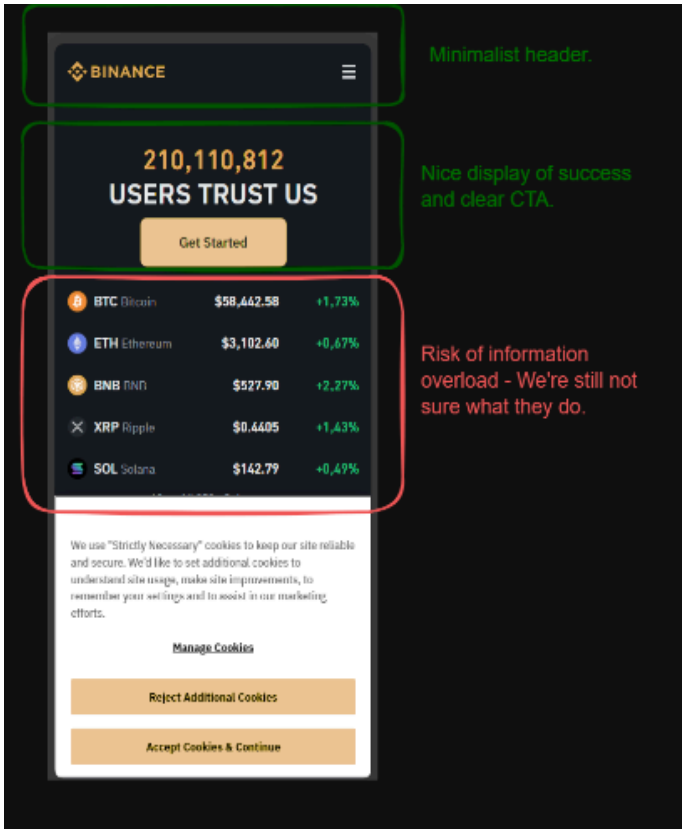
The current desired user journey on the site seems to be encouraging users to request a quote (by engaging with the buy/sell transfer interactive feature). Given the scope of this project, I will change this priority to shift away from usage of this feature to encourage mobile app downloads.

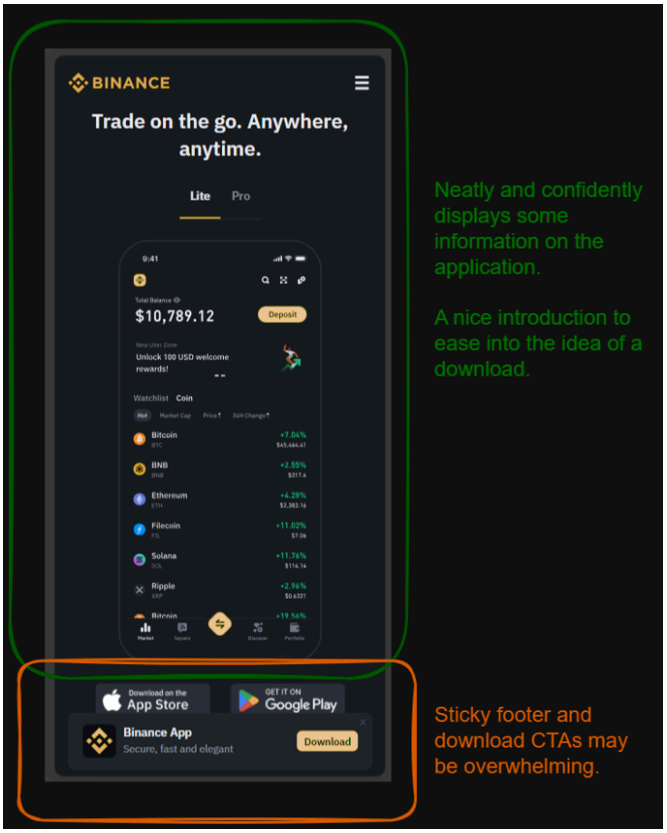
I will do this to reduce the cognitive load on users - if they are presented with too much information at once, they will get frustrated and overwhelmed. To increase mobile app downloads, I will therefore prioritize information on the application over requesting a quote (in alignment with the brief).

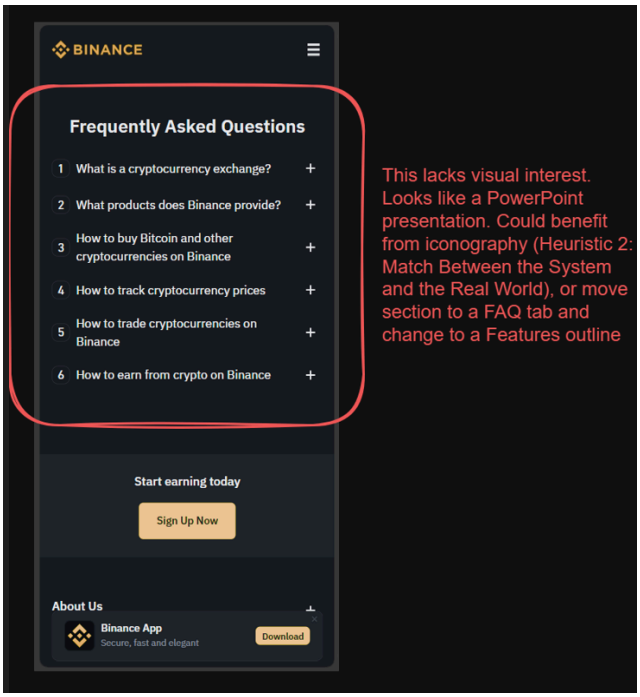
While designing, I used the help of **Bootstrap** conventions to ensure consistent design, namely the use of a **12-column grid** to ensure easy implementation.

Competitive Comparison - Binance

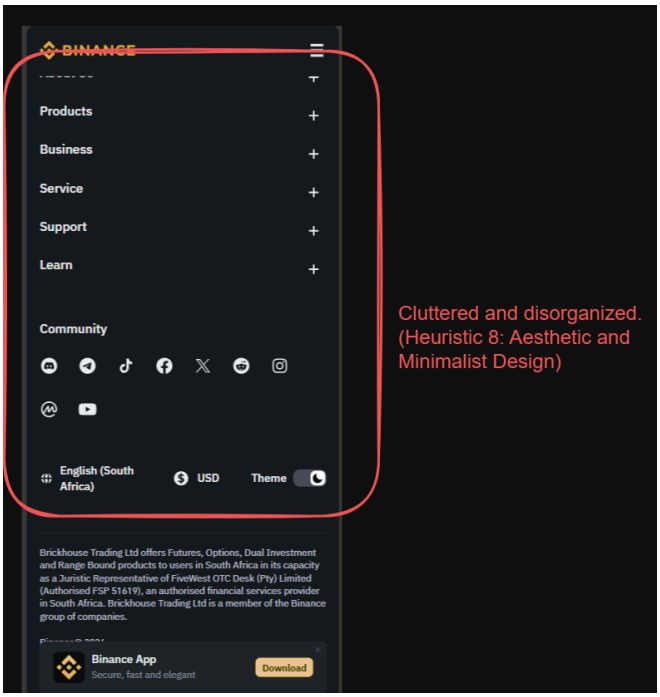
Binance's landing page has a split prioritty on their mobile app download, making it a good benchmark competitor to analyse for potential flaws and opportunities for improvement. Avoiding their flaws and implementing suggestions would give Ovex a competitive edge.







This lacks visual interest. Looks like a PowerPoint presentation. Could benefit from iconography (Heuristic 2: Match Between the System and the Real World), or move section to a FAQ tab and change to a Features outline

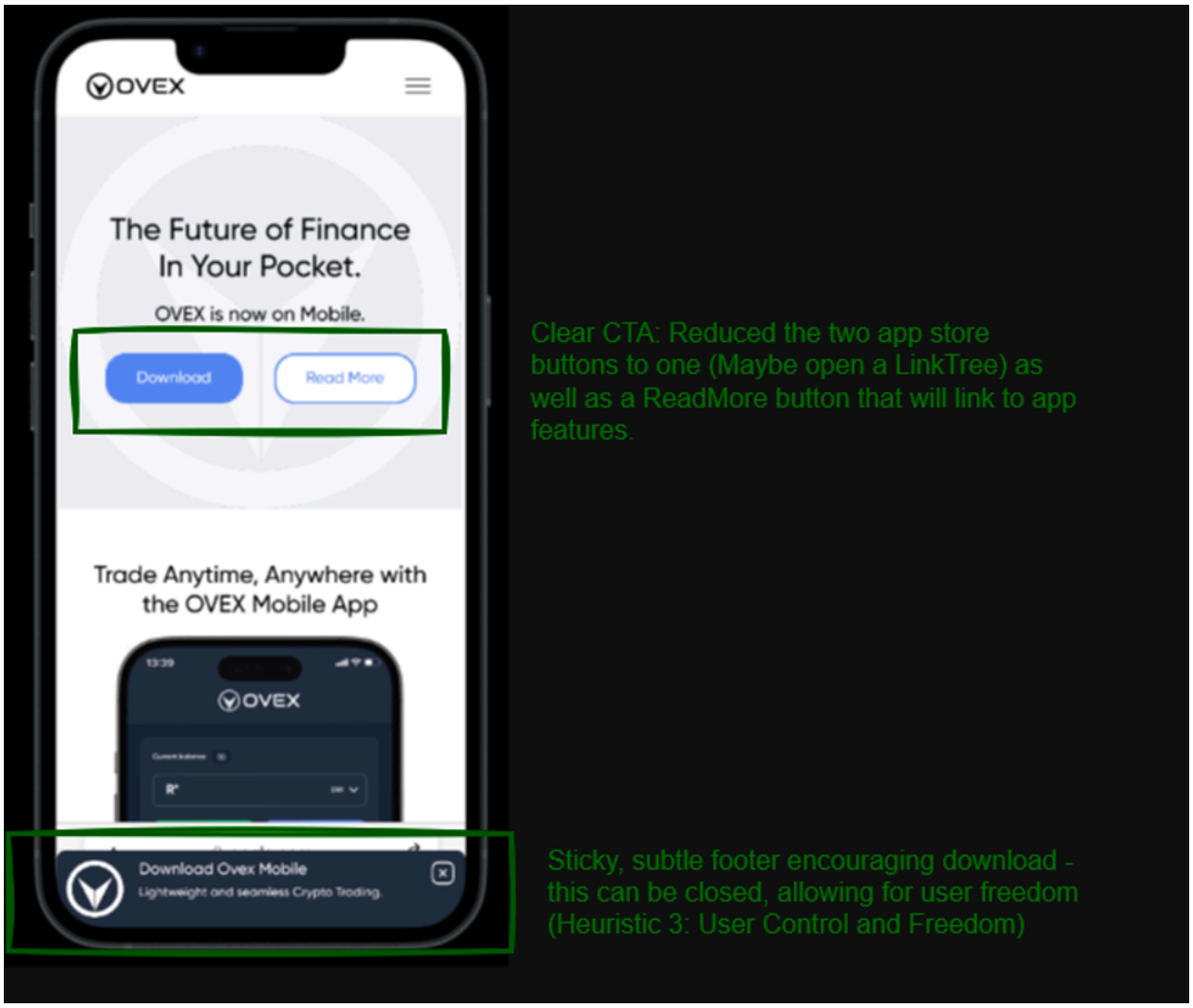


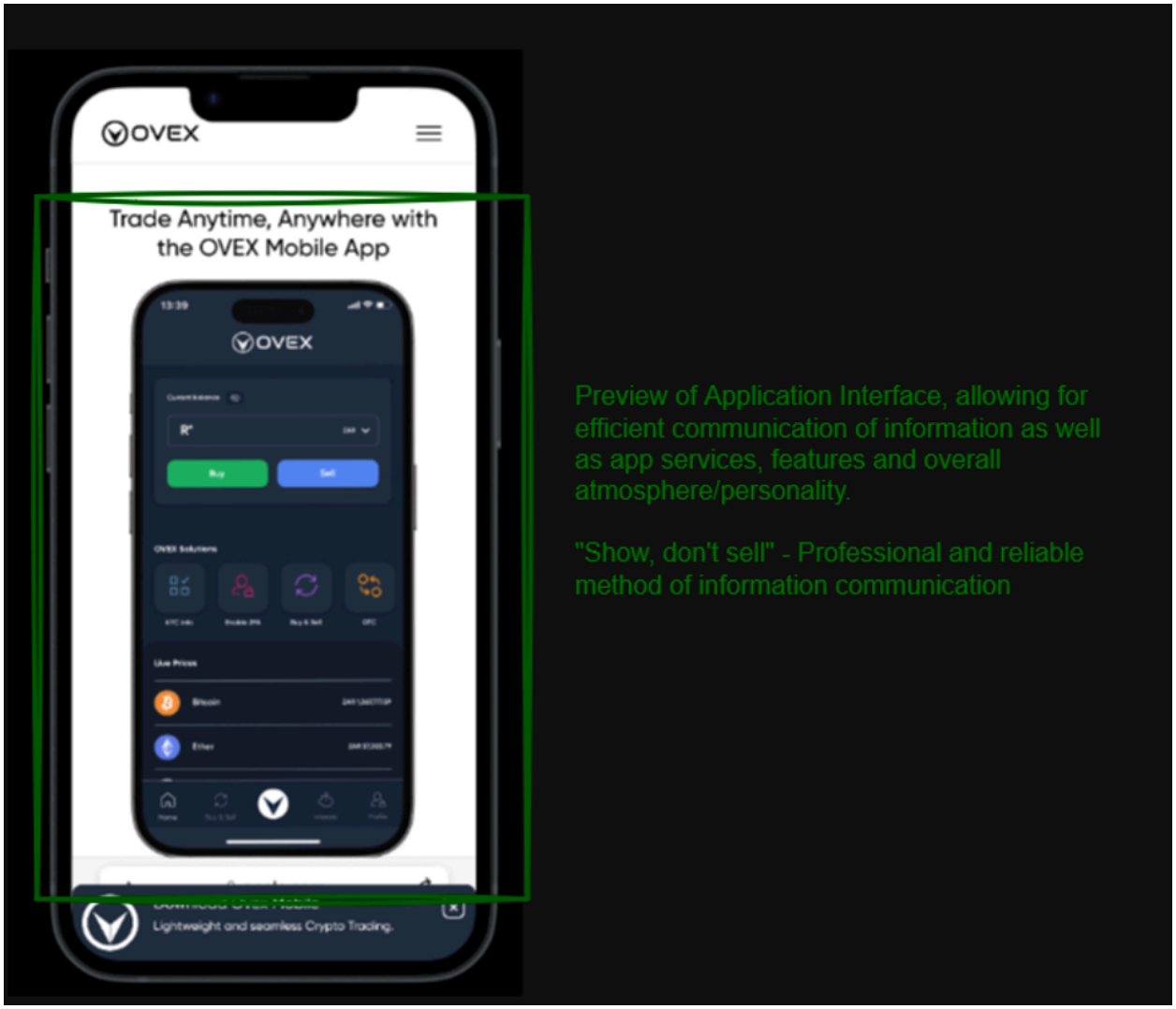
Cluttered and disorganized. (Heuristic 8: Aesthetic and Minimalist Design)

My Designs

I have created my designs on Figma. Clicking on the titles should allow you to view these prototypes more interactively. There are two “Flows”, one for Desktop, one for Mobile.
These illustrative images have become quite blurry, so I recommend opening the prototypes and evaluating my comments alongside the actual media.

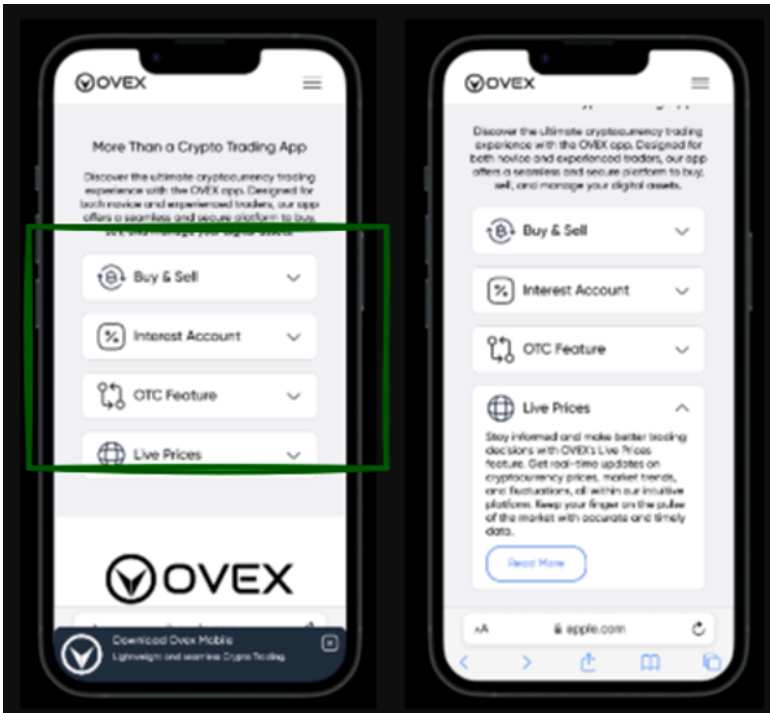
Mobile (Click to View Interactive Prototype)





Preview of Application Interface, allowing for efficient communication of information as well as app services, features and overall atmosphere/personality.

"Show, don't sell" - Professional and reliable method of information communication

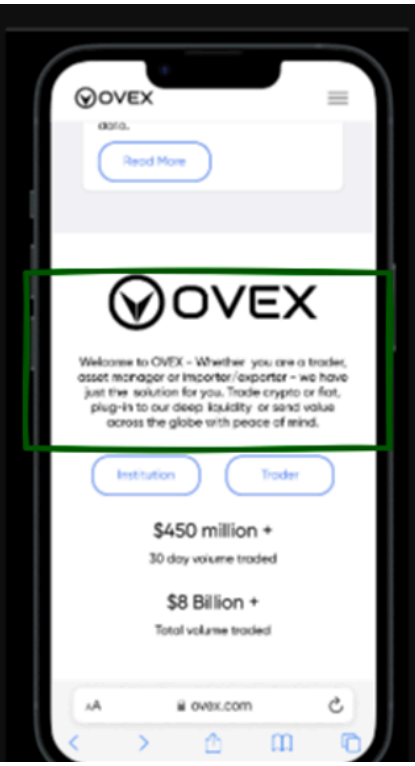


Use of icons help users identity meanings faster, before even reading the words (Heuristic 6: Recognition Rather than Recall and Heuristic 2: Match Between the System and the Real World)

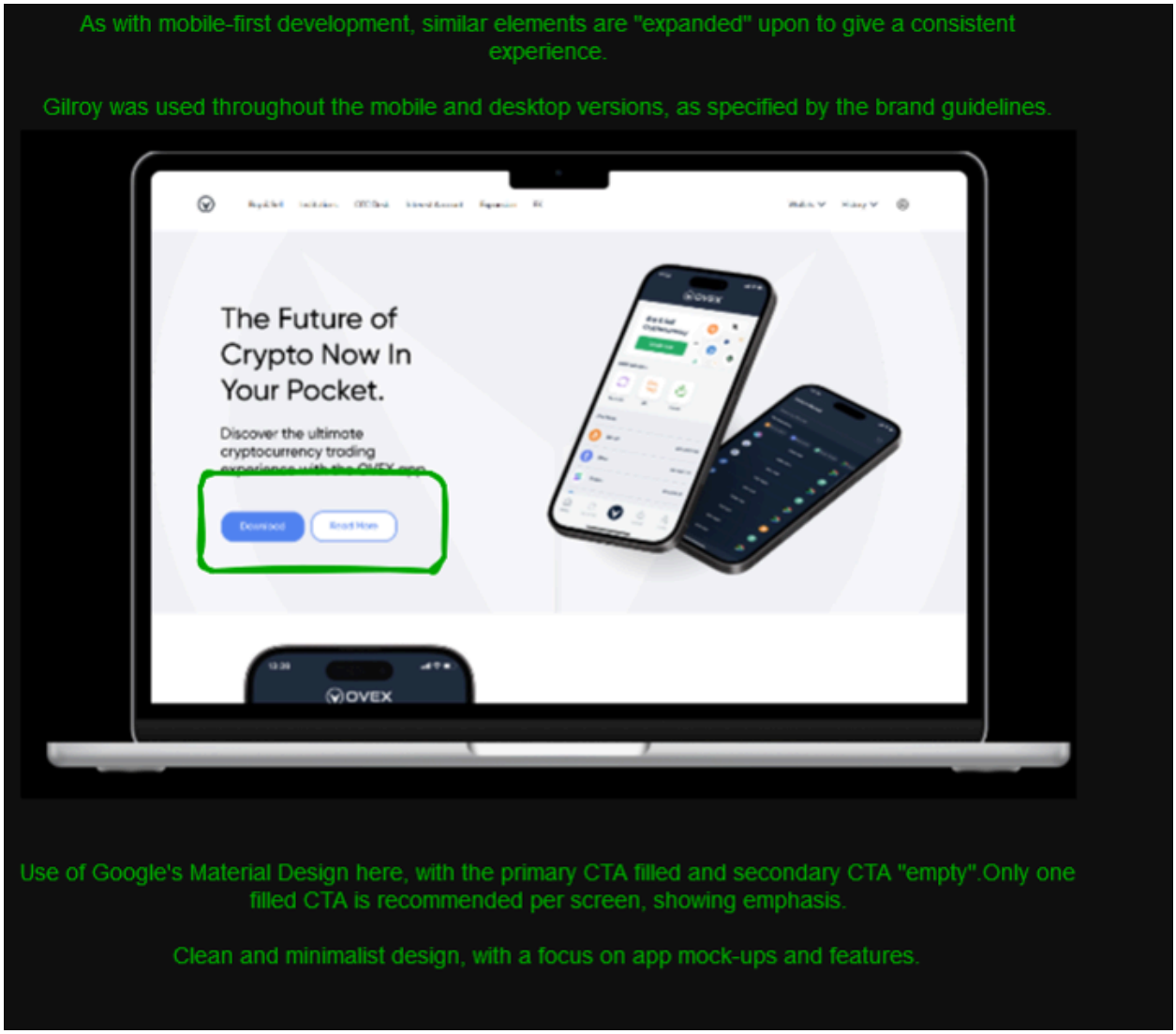
With collapsible menus, users are able to read up on features in more detail should they be interested. (Heuristic 3: User Control and Freedom)

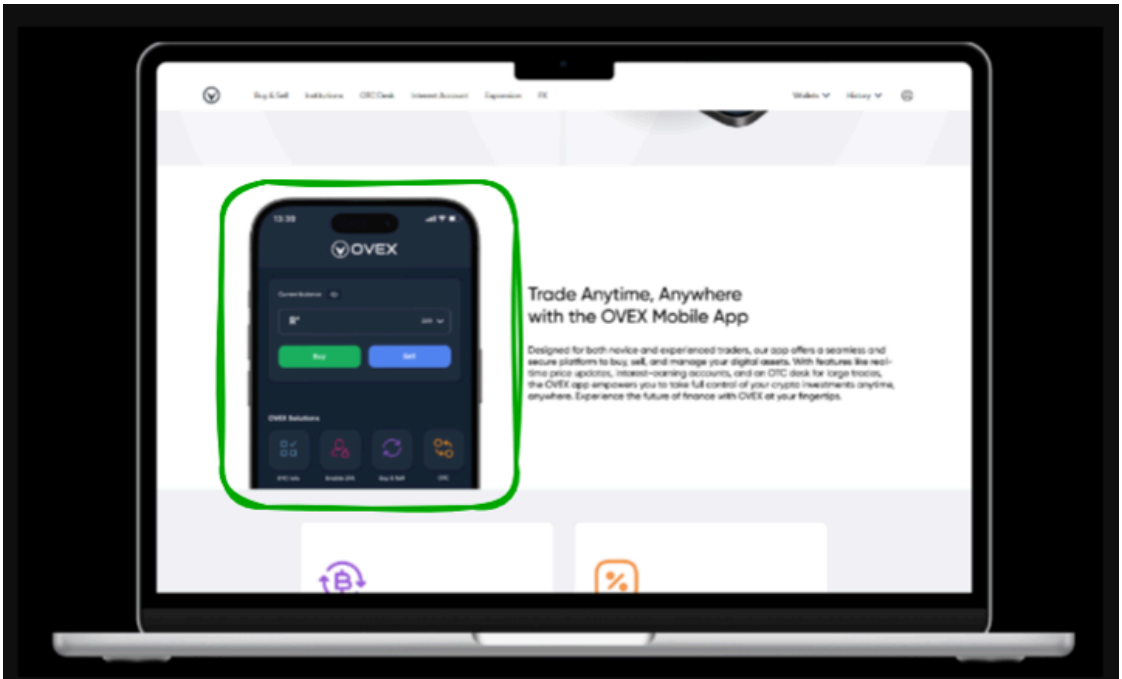
This part is interactive in the Figma link.

Although focused on promoting mobile, it is important to provide information on the brand as a whole - thereby reinforcing brand identity and informing new users on the brand's mission.

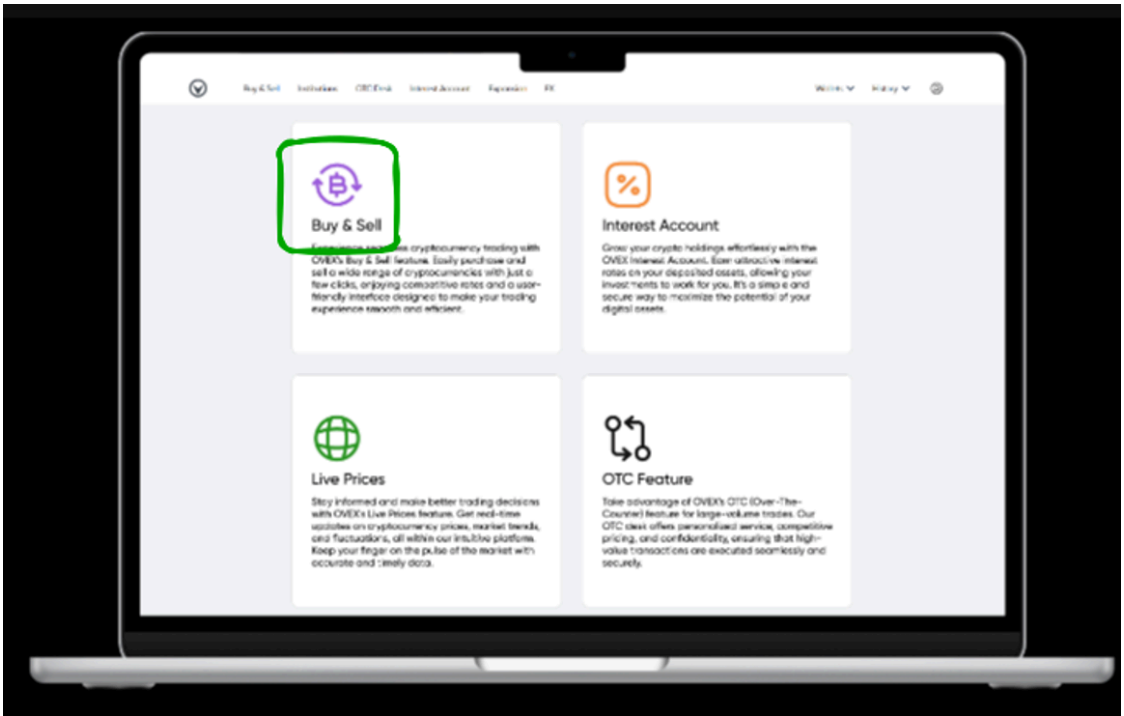


Desktop (Click to View)

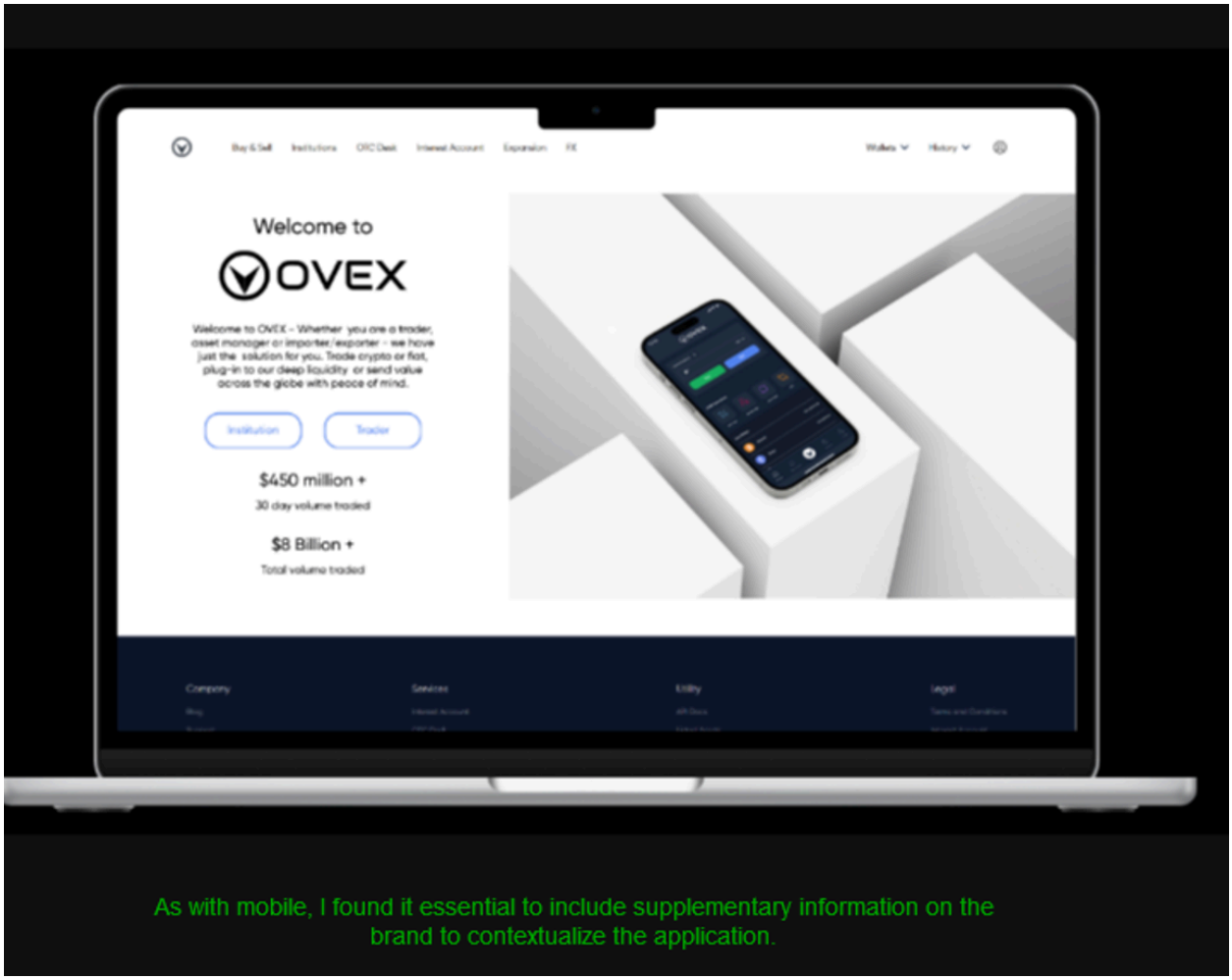




Cropped image - "But wait - there's more!" Highlighting key (and primary) interaction on the app, along with supplementary information on the app (which we now have space for on Desktop). I was initially going to put the features here - but this made the screen overwhelming and cluttered, so I decided against it.



As with mobile, icons were used for familiarity and recollection purposes. However, here, I have used different secondary accent colours to differentiate the different features and introduce some visual interest.



As with mobile, I found it essential to include supplementary information on the brand to contextualize the application.