



IZIFRET

Izifret is a BtoB merchandise transport platform, for heavy metals. We connect shippers to carriers for national and international shipping.

Challenge

- ▶ At the very beginning, Izifret's activity did not require a finished product to start selling. Izifret's main focus was first to prove its ability to sell and its strong **market validation**.
- ▶ To help the CEO focus on sales, NUMA took the **lead on the product development**. **3 of our Associates*** worked for 1,5 months on **improving and redesigning the website**.
- ▶ To do that, they had to test and list all bugs on the platform. Then they suggested **UX & design improvements**.

Solution

1-month work of 3 Design & Business Associates*



Test website mockups

2 Business Associates*, 2 tests, 1 day needed for each test

- # **Analyse the website** on an UX, UI, wording, functionality & bug perspective
- # Check **all the website's pages** (front/-back) as a shipper and as a carrier
- # Write down everything on an **Excel** precising for each issue - the type (UX, UI, etc.), the page concerned, the subject, the details & the browser used



Landing page proposal

1 Business Associate*, 1 day needed

- # **Benchmark** competitors' websites, find new picture, think of new wording
- # Make a **presentation** in form of a PPT with a new landing page proposal
- # The Acceleration MD and Izifret's CEO, decided to launch a **new mission** to redesign the website



Design website

2 Associates* (Business & Design), 3 weeks needed, worked on Adobe XD

- # **Wireframes**: website zoning with grey frames (0 colors, 0 typo) - 3 landing page proposals & 1 subscription form proposal
- # **Moodboards**: 3 branding and typo of which 1 proposal based on the existing branding & 2 totally new
- # **Coloring & model creation**: find a landing page picture, design icons, make a mobile version

Results

- ▶ **New branding**
- ▶ **Optimised and responsive website designed** and ready to be coded