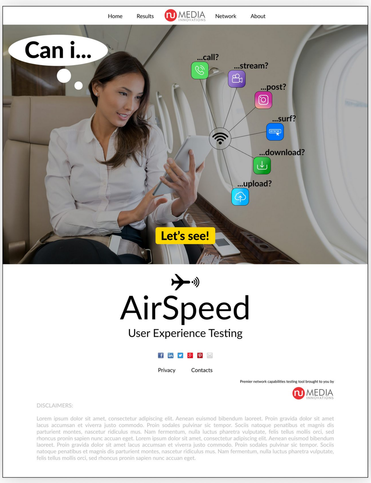
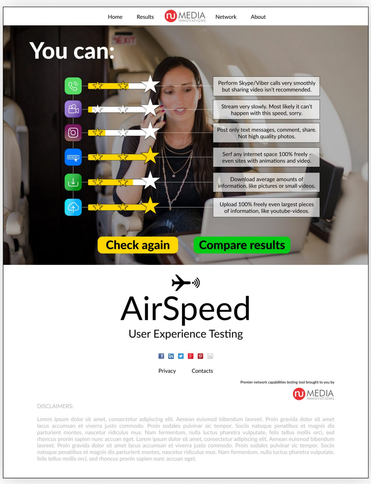
задача: эскизы сайтов для участия в двух конкурсах от 99designs.com
работы: веб-дизайн для ПК, исследования
инструменты: Figma, Photoshop
времязатраты: 22+24 часа
год создания: 2018

главная:



результаты:



задача:

Description of the organization and its target audience:
This website is for a simple network performance test. We are catering it towards the aviation industry. We will be testing different aircraft based networks (like GoGo, SatCom Direct, Imarsat, etc). We want the site branded after our existing brand, but with an aviation flare. The target audience will be frequent travelers and owners of charter businesses to determine which network is most suitable for this needs (price vs performance type decisions).

Style/theme ideas:
Think of this site as simply http://www.speedtest.net catered towards aviation and airborne networks. However, we do NOT want a numeric readout of actual speed and don't want the 'speedometer' analogy. We are showcasing 'what capabilities' your network performance can provide. Airborne systems are notoriously slower than ground based and patrons want to know 'Can I make a voice over IP call, do video conference or am I lucky to just get on social media or send an email'.

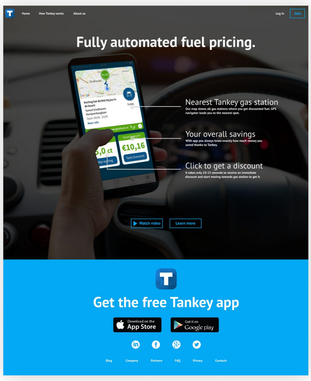
You will be design two pages:
1) The HOME page - Simply click HOME on menu under 'Pages' to see.
2) The RESULTS page - Again, click RESULTS on menu

We need you to follow the overall style guide with our branding elements found at http://styleguide.numediainnovations.com/, but with imagery and a "flare" toward luxury aviation / charter services. Here are a few reference sites that our target audience use:
https://www.netjets.com/en-us/
http://www.davincijets.com/

Inspirational websites:
http://www.speedtest.net
The simple "flow" - - - we want the user to do as minimal number of clicks and how the results be as 'simple' as possible for them to interpret.

https://www.netjets.com/en-us/
Luxury feel - Will appeal to our clients

главная:



задача:

Description of the organization and its target audience:
Tankey is a technology startup that operates a loyalty program in the fuel market, currently at 400 stations. That allows customers to directly reduce the price at the pump, with use of the Tankey app. Customers of Tankey can link their app to other loyalty partners to further reduce the price of fuel, creating large savings. All fuel is also CO2 compensated, with CO2 certificates. Tankey is also a data company sharing insights with members.

Style/theme ideas:
Currently our app icon&logo is blue, dark blue on white. With the tetris blocks. We are using the tetris blocks as Tankey customers can build-up their fuel discounts, so is an design link to the proposition. Inapp we use green associated with the CO2 offsetting. EnergieDirect is our launch customer, they are using Tankey as a loyalty product, so good for general information. This site will answer all your questions.
The others are more relevant, in reference to the market and as inspiration. Monoco & Venmo are both very crisp and well designed sites related to what the proposition. We like the photograph and vidoes. Yellowbrick is good as well showing a user, with the app. We think this is necessary for our page as well.

Inspirational websites:
https://www.energiedirect.nl/apps/tankey
Will explain the proposition in full. The animation is simple and does not show the app in use. Otherwise should answer 90% of general questions. Please note, ED is a launch customer of Tankey BV, they are using the app as a loyalty product.

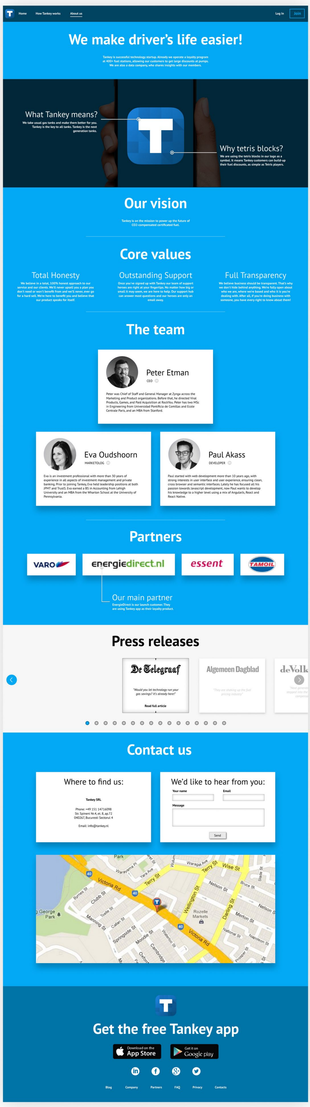
https://www.myordergo.com/
This is pseudo competitor that use similarly technology but focus on providing transaction services. Tankey focuses upon loyalty and providing data to it's commercial customers.

https://www.yellowbrick.nl/
Generally a good site example to promote the benefits of using the app.

https://mco.crypto.com/en/
Good example of a crisp site that we could start and then build upon.

https://venmo.com/
Another example.

Page descriptions:
Page 1. Similarly to MCO homepage (Scrap line, Video & images, benefits, partners)
Page 2. About page (Vision, values, Team, press)

Other notes:
We already have an ICON (first image attached), please use. Please also read the ED website to understand Tankey, the proposition is quite complex as it's combination of fintech and loyalty.

о нас: