

# **Internship on UI/UX Design at Privateye**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the Degree  
of Bachelor of Science in Multimedia and Creative Technology

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## APPROVAL

This Project titled “**Internship on UI/UX Design at Privateye**”, submitted by **Jannatul Ferdous**, ID: **201-40-695** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 11 January, 2025

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## ABSTRACT

This report shares my experience during a UI/UX design internship, highlighting the key roles, responsibilities, and lessons I learned along the way. The internship took place at Privateye, where my main focus was to create and enhance user interfaces and experiences that met both user needs and business goals. Throughout the internship, I applied user-centred design principles, such as conducting research, creating wireframes and prototypes, and testing designs for usability. Collaboration was a big part of the role—working closely with cross-functional teams, gathering feedback from stakeholders, and making iterative improvements to deliver effective solutions. Some of the key milestones included successfully completing app & website design, improving my skills in design tools like Figma, Adobe XD, and sharpening my ability to solve problems and communicate effectively. Like any role, there were challenges—finding the right balance between user needs and technical constraints was one of them—but I developed strategies to overcome these hurdles. Overall, this internship was a rewarding experience. It gave me a deeper understanding of the fast-paced world of UI/UX design, helped me connect the dots between what I've learned in theory and how it's applied in real-world projects, and set a strong foundation for my future growth in the field.

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# **CHAPTER 1**

## **Introduction of my Internship**

### **1.1 The Concept of Internships**

An internship is a short-term, practical work experience that allows students or early-career professionals to gain hands-on knowledge in a specific field. It offers a chance to apply what has been learned in the classroom, develop new skills, and build professional connections. Internships are valuable because they provide real-world exposure, increase employability, and help individuals explore potential career paths.

### **1.2 Significance of Internship Experiences**

Internship experiences are significant because they provide hands-on learning that cannot be gained from textbooks alone. They help individuals develop practical skills, improve problem-solving abilities, and understand workplace dynamics. Internships also allow you to build a professional network, gain industry-specific knowledge, and enhance your resume, which can lead to better job opportunities. Overall, they play a crucial role in bridging the gap between education and career.

### **1.3 Name of the Host Company**

The host company for my internship is Privateye, a leading IT company specializing in innovative solutions for UI/UX design and digital experiences.



Figure 1.3: Privateye Company Logo

It focuses on creating user-centric designs that enhance functionality and user satisfaction.

#### **1.4 A Comprehensive Overview of My Internship Journey**

My internship journey at Privateye has been a valuable learning experience, where I gained hands-on skills in UI/UX design. I worked on diverse projects, collaborated with talented teams, and developed my design expertise. This internship helped me bridge the gap between theory and practice, providing insights into the design process and the real-world challenges of creating user-centered solutions.

The internship not only sharpened my technical abilities but also taught me how to approach challenges creatively and efficiently. It was an invaluable opportunity to grow professionally and gain confidence in my design capabilities.

#### **1.5 Internship Duration**

I spent 6 months, from June to December 2024, interning at Privateye. During this time, I worked on hands-on projects, enhanced my skills, and contributed to the team. This experience allowed me to gain practical knowledge and a deeper understanding of the industry, helping me grow both professionally and personally.

## **CHAPTER 2**

### **Background Study**

Before starting my internship at Privateye, I focused on understanding the foundational principles of UI/UX design and the industry as a whole. This included studying design concepts such as user-centered design, design thinking, and usability principles. I also familiarized myself with popular tools like Figma, Adobe XD, and others commonly used in the field.

Additionally, I explored how UI/UX design plays a critical role in creating seamless and engaging digital experiences. I researched case studies of successful designs, gaining insights into what makes a user interface intuitive and visually appealing while ensuring it meets functional requirements. This helped me build a solid theoretical understanding of user behavior, accessibility, and responsiveness.

I also reviewed Privateye's background, including their portfolio, core services, and approach to solving design challenges. This preparation allowed me to align my learning goals with the company's objectives and better understand the industry context in which I would be working.

This background study served as a foundation for my internship, equipping me with the knowledge and skills to contribute effectively to projects and adapt to real-world design challenges. It bridged the gap between academic learning and professional application, ensuring I was ready to tackle the responsibilities of a Junior UI Designer.

## **Internship Duration Internship Phases**

### **2.1 Phase 1: Orientation and Training**

The first phase of my internship at Privateye began with orientation and training. During this time, I was introduced to the company's work culture, tools, and processes. I received hands-on training in design software, learned about the team's workflow, and familiarized myself with ongoing projects. This phase helped me understand the expectations of my role and prepared me to contribute effectively to the team.

### **2.2 Phase 2: Research & Task**

The first phase of my internship at Privateye began with orientation and training. During this time, I was introduced to the company's work culture, tools, and processes. I received hands-on training in design software, learned about the team's workflow, and familiarized myself with ongoing projects. This phase helped me understand the expectations of my role and prepared me to contribute effectively to the team.

### **2.1 Phase 1: Orientation and Training**

The second phase of my internship at Privateye focused on conducting research and taking on assigned tasks. This phase required me to dive deep into understanding the requirements of each project, including user needs, industry trends, and client objectives. I conducted thorough user research, which involved gathering insights through methods like surveys, user interviews, and competitive analysis. This research phase was crucial in identifying pain points, defining user personas, and establishing a clear direction for the design process.

Once the research was completed, I was assigned tasks that allowed me to apply my findings to practical design challenges. These tasks included creating wireframes, designing user interfaces, and developing prototypes that aligned with the project's goals. I collaborated closely with team members, participated in brainstorming sessions, and incorporated feedback to refine my work.

This phase was both challenging and rewarding, as it required me to balance creativity with functionality while meeting deadlines. It also gave me the opportunity to improve my problem-solving skills, think critically about design solutions, and understand how research directly informs the design process. The combination of research and task execution helped me build a deeper understanding of user-centric design and the importance of aligning designs with real-world needs.

### **2.3 Phase 3: Final Project Design and Evaluation**

The final phase of my internship at Privateye focused on completing a project from start to finish and evaluating its impact. This stage involved integrating all the knowledge and skills I had gained throughout the internship into the design process. I worked on finalizing the user interface and prototypes, ensuring they aligned with the project requirements and user needs.

Collaboration was a key aspect of this phase. I regularly interacted with team members and stakeholders to gather feedback and make necessary improvements. The final design went through several iterations to refine the aesthetics, usability, and functionality. I also conducted usability testing to ensure the design performed well with real users and met their expectations.

Once the project was complete, I participated in an evaluation process where I reviewed the outcomes of the design and its alignment with the initial objectives. This included reflecting on the challenges faced, the solutions implemented, and the overall impact of the project.

This phase was a culmination of my internship experience, allowing me to showcase my growth and understanding of the end-to-end design process. It also reinforced the importance of evaluation and iteration in delivering successful design solutions.

## CHAPTER 3

### Introduction to Software and Tools

#### 3.0 Design and Prototyping Tools

##### 3.1 Figma

During my internship at Privateye, Figma was one of the primary tools I used for design and prototyping. Known for its versatility and collaborative features, Figma allowed me to create visually appealing designs and interactive prototypes efficiently. Its cloud-based platform enabled seamless collaboration with team members, ensuring that everyone stayed aligned on project goals and changes in real time.



Figure 3.1: Figma

For the design phase, Figma proved invaluable in crafting wireframes, user interfaces, and design systems. Its intuitive interface made it easy to organize and structure designs while maintaining consistency across screens. I used Figma's robust features, such as grids, auto-layout, and reusable components, to create designs that were not only aesthetically pleasing but also functional and user-friendly. These features significantly improved my efficiency by reducing repetitive tasks and ensuring design consistency throughout the projects.

In the prototyping phase, Figma allowed me to bring my designs to life. By linking screens and adding interactive elements, I created prototypes that simulated real user experiences. These prototypes were incredibly useful for usability testing, as they provided stakeholders and users with a clear idea of how the final product would function. Features like transitions, hover effects, and animations helped make the prototypes feel dynamic and engaging.

Another key advantage of Figma was its ability to streamline feedback and iteration. Team members could leave comments directly on the designs, which made the feedback process faster and more organized. This feature encouraged collaborative problem-solving and ensured that the designs evolved to meet both user needs and project objectives.

Using Figma throughout the design and prototyping phases gave me a deeper understanding of how tools can enhance the design process. It reinforced the importance of creating designs that are not only visually appealing but also functional, interactive, and aligned with user needs. Figma's collaborative and efficient platform played a crucial role in the successful execution of my projects during the internship.

### **3.2 Adobe XD**

During my internship at Privateye, Adobe XD played a pivotal role in my design and prototyping process. As one of the leading tools for UI/UX design, XD allowed me to create high-fidelity designs and interactive prototypes that were both visually appealing and functionally intuitive. Its seamless integration with other Adobe Creative Cloud tools made it easy to work on design assets and manage files efficiently.

In the design phase, Adobe XD offered a wide range of features that helped streamline my workflow. Its clean, intuitive interface allowed me to design user interfaces with ease, using artboards for different screen sizes and devices. I was able to create responsive designs with the help of artboard scaling, making sure the design adjusted seamlessly across various screen sizes, from mobile to desktop. Adobe XD also supports vector editing, which allowed me to create sharp, scalable designs that were crisp and precise.



Figure 3.2: Adobe XD

One of the standout features of Adobe XD was its ability to create design systems. By establishing reusable components, colors, and text styles, I was able to maintain consistency across screens and projects. This system also helped save time by eliminating the need to recreate elements for every design update. Adobe XD's repeat grid feature enabled me to efficiently create lists, galleries, or tables, saving valuable time during the design process.

For prototyping, Adobe XD allowed me to create interactive, clickable prototypes with ease. By linking screens and adding transitions, I could simulate real user interactions and flow, giving stakeholders and users a clearer picture of how the final product would work. The drag-and-drop features for creating links and adding micro-interactions made it simple to build dynamic prototypes that reflected the intended user experience. I used XD to add animations, hover effects, and page transitions, making the prototype feel more lifelike and engaging.

Overall, Adobe XD helped me streamline both the design and prototyping phases, giving me a powerful tool to bring my ideas to life. Its user-friendly interface, design flexibility, and interactive capabilities allowed me to create polished, functional designs while staying aligned with project goals. Through Adobe XD, I gained a deeper understanding of how to efficiently move from concept to prototype, ensuring the designs I created were not only visually appealing but also practical and user-focused.

## Graphic Design Tools

### 3.3 Adobe Photoshop

Adobe Photoshop was one of the core tools I used for various aspects of UI/UX design. While primarily known for its capabilities in photo editing and manipulation, Photoshop is incredibly versatile and played a crucial role in creating assets, refining visuals, and enhancing design elements throughout my projects.

In UI/UX design, Photoshop's strength lies in its pixel-perfect design capabilities. For tasks such as crafting high-resolution icons, buttons, and other interface elements, Photoshop provided an ideal platform. I used it to design detailed visual assets that could later be imported into other tools like Figma or Adobe XD. With Photoshop, I was able to work with layers, masks, and filters to create polished and professional-quality graphics that were an essential part of the overall design.



Figure 3.3: Adobe Photoshop

Photoshop's comprehensive toolset for manipulation allowed me to refine images and graphics that were to be incorporated into user interfaces. Whether it was adjusting color schemes, enhancing image quality, or removing imperfections, Photoshop gave me precise control over visuals. The ability to work with both raster and vector-based elements made it versatile for designing logos, backgrounds, textures, and icons, as well as for editing

photographs for use in UI designs.

Another significant aspect of using Photoshop during my internship was for creating design mockups. I utilized Photoshop to design detailed high-fidelity mockups of app interfaces and website pages, ensuring they were aligned with the visual design language and the brand's identity. Photoshop's advanced color correction tools and adjustment layers helped me fine-tune the visuals to create a consistent aesthetic across different screens and interfaces.

While Photoshop is not the primary tool for interactive prototyping, it allowed me to bring realistic visuals into my designs by providing detailed, lifelike mockups. This helped communicate design ideas more effectively with stakeholders and clients, as they could better visualize how the final product would look.

Although tools like Figma and Adobe XD were essential for designing interactive prototypes, Photoshop served as the go-to software for creating high-quality, detailed visual elements. It helped me enhance the design process by providing the flexibility to create complex, visually rich assets that contributed to the overall user experience.

In conclusion, Adobe Photoshop played a vital role during my internship, giving me the tools to create and refine the visual components of UI/UX design. Its ability to work with both detailed graphic design and simple interface elements made it an essential tool in my design toolkit. It allowed me to add depth and precision to my designs, ensuring that every aspect of the user interface was visually engaging and aligned with the project's goals.

### **3.4 Adobe Illustrator**

Adobe Illustrator was an essential tool that I used for various aspects of graphic design, particularly in creating vector-based illustrations and detailed assets. As one of the industry's leading design programs, Illustrator allowed me to produce high-quality visuals that were scalable and versatile across different platforms, from web designs to print materials.

One of the key reasons I relied on Illustrator was its powerful vector editing capabilities. Unlike raster-based programs, Illustrator uses vectors to create graphics, which means that the designs I created were resolution-independent. This was especially important for designing logos, icons, and other assets that needed to remain sharp and clear at any size.

I used Illustrator extensively for creating icons, custom typography, and other detailed elements needed in UI/UX design projects. The precision tools in Illustrator—such as the Pen Tool, Shape Builder Tool, and the Pathfinder panel—allowed me to craft intricate shapes and paths, which was essential for building consistent and refined design components. For instance, when creating icons for a website, Illustrator enabled me to ensure that each element was perfectly aligned and visually balanced.

Illustrator was also helpful for designing complex illustrations and graphics that complemented the digital interfaces I was working on. For example, I created custom illustrations and vector-based graphics for landing pages and marketing materials. Illustrator's wide range of brushes, gradients, and effects allowed me to bring depth and dimension to these elements, making the overall design more engaging and visually appealing.



Figure 3.4: Adobe Illustrator

In addition to its design capabilities, Adobe Illustrator integrates seamlessly with other Adobe

tools such as Adobe XD and Photoshop, which made my workflow much smoother. I could easily export assets from Illustrator and import them into other programs for further refinement or prototyping. This interoperability was particularly useful when working on UI designs, as I could create precise visual assets in Illustrator and then use them in XD to build interactive prototypes.

Moreover, Illustrator's ability to create reusable assets was a huge time-saver. I could design and save reusable symbols, color swatches, and graphic styles, ensuring consistency throughout the project. This was especially beneficial when working on larger projects, where maintaining uniformity across different screens or designs was essential.

Adobe Illustrator not only enhanced my creative capabilities but also allowed me to refine my technical skills. It taught me how to approach design with precision, how to create scalable visuals, and how to efficiently manage assets within a design system. In summary, Illustrator proved to be an invaluable tool in my design toolkit, helping me create professional, high-quality designs that could be used across a range of platforms and mediums.

### **3.5 Canva**

Canva is a user-friendly graphic design tool that allows users to create a wide range of designs, from social media posts to presentations and marketing materials. Its drag-and-drop interface makes it easy for both beginners and professionals to create visually appealing graphics without needing advanced design skills. With a variety of templates, fonts, and images, Canva helps streamline the design process, making it a popular choice for quick and effective design work.



Figure 3.5: Canva

### 3.0.1 Collaboration and Communication Tools

#### 3.6 Slack

Slack is a communication tool used for team collaboration. It allows real-time messaging, file sharing, and integration with other tools, making it easy for teams to stay connected and organized. During my internship, I used Slack to communicate with colleagues, share updates, and collaborate on projects efficiently.



Figure 3.6: Slack

#### 3.7 Google Meet

Google Meet is a video conferencing tool that allows users to host online meetings, collaborate in real time, and communicate through high-quality video and audio. It's easy to use, integrates with Google Workspace, and supports screen sharing and messaging for seamless teamwork.



Figure 3.7: Google Meet

### 3.8 Zoom

Zoom is a video conferencing tool that enables online meetings, webinars, and collaborations. It allows users to communicate in real time through video, audio, and chat, making it ideal for virtual teamwork, client meetings, and remote work.



Figure 3.8: Zoom

## CHAPTER 4

### My Role in Assigned Projects

As a Junior UI Designer at Privateye, my primary focus was on designing user interfaces for various projects. I was responsible for creating wireframes, designing layouts, and ensuring the overall visual appeal of the user experience. I worked closely with senior designers and developers to ensure the designs were aligned with the project goals and user needs. My tasks included using tools like Figma and Adobe XD to bring ideas to life and create interactive prototypes.

However, beyond my core role in UI design, I was also occasionally assigned tasks from the UX and graphic design sectors. In UX, I helped with tasks like user research, creating personas, and conducting usability tests to ensure our designs were user-centered and effective. In graphic design, I contributed to creating visual assets, designing marketing materials, and assisting with branding efforts.

These cross-departmental tasks allowed me to expand my skill set and gain a well-rounded understanding of the design process. Although my primary focus was on UI design, I was grateful for the opportunity to explore other aspects of the design field, which enriched my overall internship experience.

### Overview of Projects Worked On

During my internship at Privateye, I worked on several exciting projects related to UI/UX design. These included designing user interfaces, creating prototypes, and conducting user research to enhance the overall user experience. I collaborated with the team to ensure the designs were both functional and visually appealing, aligning with client needs and user expectations. Each project helped me apply my learning in real-world scenarios, honing my skills in design and problem-solving.

## 4.1 Training Completion First Task (Screen Design-UI)

The Training Completion Task involved creating a screen design for a UI project. I applied the skills learned during the training to design an intuitive, user-friendly interface, focusing on layout, color scheme, and overall user experience. This task allowed me to demonstrate my understanding of UI principles and deliver a polished design ready for feedback and further refinement.

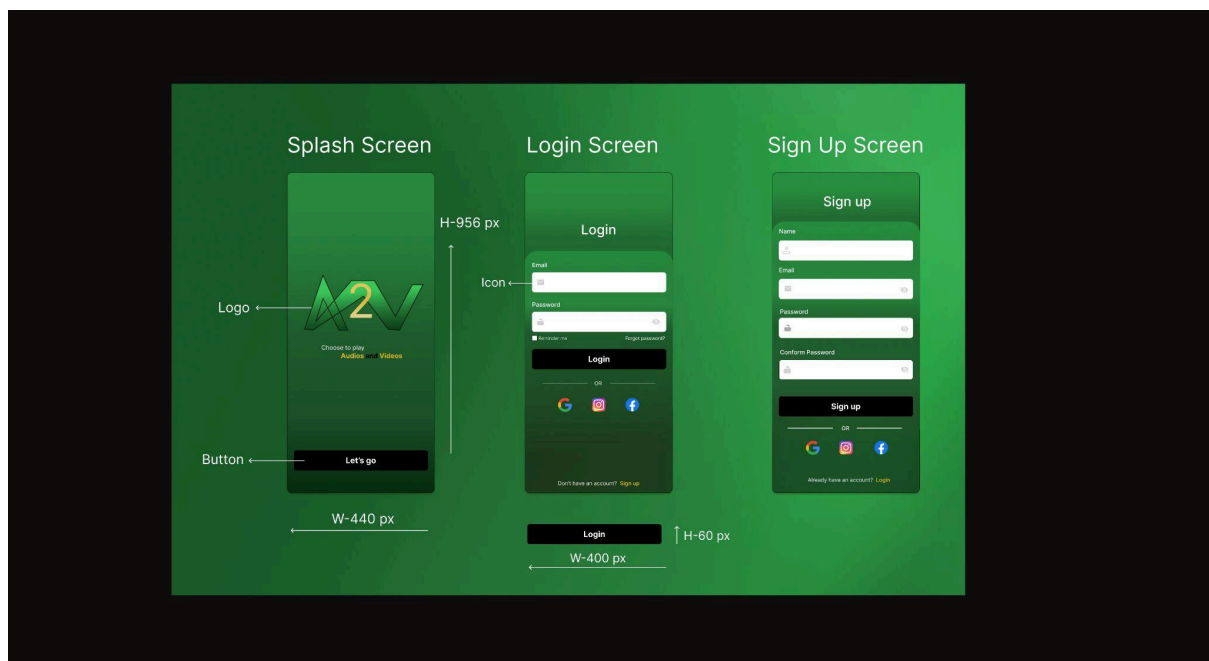


Figure 4.1: Splash , Login, Sign Up Screen Design

Project Role: UI Designer

Workflow & Outcome : UI Design

The app's UI is clean and user-friendly, with a consistent green theme across three main screens: Splash, Login, and Sign Up. Splash Screen: Displays a centered "M2V" logo with a tagline, and a clear "Let's go" button to start. The black button pops against the green, drawing attention.

Login Screen: Shows "Login" at the top, with fields for Email and Password. Icons add clarity, and there's a "Forgot Password?" link. Users can log in with Google, Instagram, or

Facebook, and a sign-up link is available below.

Sign Up Screen: Includes fields for Name, Email, and Password with matching icons. A bold “Sign up” button and social sign-up options make registration easy. A login link is available for existing users.

## **4.2 Resource Hunter- Color, Font, Asset, Information, Design Collecting task**

As a resource hunter, my role involved gathering essential design assets such as color palettes, fonts, and text styles, along with collecting relevant information for the projects. I sourced inspiration, researched industry trends, and compiled design resources to ensure consistency and enhance the overall design quality. This process was vital in creating cohesive, visually appealing, and user-centered designs.

In UI design, several assets are crucial for creating functional and visually appealing interfaces. These include:

Color:

When working with colors in design, it's important to understand how they affect user perception and experience. Colors can evoke emotions, create visual hierarchy, and help with brand recognition. A well-thought-out color palette ensures consistency and accessibility across your design. Tools like Adobe Color and Colors can help create harmonious color schemes, while understanding color theory—such as complementary, analogous, and triadic color schemes—can enhance the overall visual appeal of a project. It's also essential to consider color contrast for readability and ensure your design is inclusive, especially for users with color blindness.

Colors are crucial in UI design because they influence user experience, evoke emotions, and enhance usability. The right color choices can make a design visually appealing, guide users' attention, and improve readability. Colors also play a key role in branding and accessibility, helping users navigate interfaces intuitively while ensuring inclusivity for all. A well-thought-out color palette can significantly elevate the user experience and create a lasting impression.



Figure 4.2.1: Color

Colors play a vital role in design by evoking emotions, guiding user attention, and enhancing visual appeal.

#### Typography Fonts:

Typography fonts are crucial in UI design because they directly impact readability, user experience, and the overall aesthetic of a product. The right font choice ensures that text is easy to read across various devices and sizes, while also setting the tone for the interface. Good typography helps guide users through content, highlighting important information and creating a visual hierarchy. In UI design, it's important to choose fonts that are clear, accessible, and consistent with the brand's voice, ensuring a seamless and engaging experience for users.

Typography plays a crucial role in UI design as it impacts readability, user experience, and overall aesthetic appeal. Here are some important fonts commonly used in UI design:

Roboto – A modern, sans-serif font that's highly readable and versatile, often used for web and mobile interfaces.

Open Sans – Clean and easy to read, it's perfect for both text-heavy interfaces and display purposes.

Montserrat – A bold, geometric sans-serif font that adds a modern touch, commonly used for

headings and titles.

Lato – A balanced, humanist sans-serif font that's both friendly and professional, often used for body text.

Helvetica Neue – A classic, widely used sans-serif font known for its clean lines and neutrality, ideal for user interfaces.

Poppins – A geometric sans-serif font that provides a modern and friendly look, often used for buttons and headings.



Figure 4.2.2: Poppins Font

I used Poppins font in the image to achieve a clean and modern look, enhancing its readability and visual appeal.

Icon:

Icons are essential in UI design as they help convey meaning quickly and clearly, improving the user experience. They act as visual shortcuts, guiding users to specific actions or information without the need for text. Well-designed icons can make an interface intuitive and visually appealing, helping users navigate seamlessly. It's important to ensure that icons are simple, consistent, and easily recognizable, with clear meanings that match the context of the app or website. Good iconography enhances usability, reduces cognitive load, and

supports a clean, efficient design.



Figure 4.2.3: Icons

Icons enhance design by visually conveying ideas quickly and improving user navigation.

In UI design, certain bars play a crucial role in enhancing usability and user experience.

**Navigation Bar:**

Helps users move seamlessly between sections or pages, ensuring intuitive access to key features.

**Search Bar:** Enables users to quickly find specific content, improving accessibility and efficiency.

**Progress Bar:** Provides visual feedback on task completion or loading status, keeping users informed.

**Toolbar:** Offers easy access to frequently used tools or actions, streamlining workflows.

**Status Bar:** Displays important system or app information, like notifications, connectivity, or battery life.

These bars are essential components that ensure clarity, usability, and a seamless user

journey.



Figure 4.2.4: Toolbars

Toolbars play a crucial role in design by providing quick access to essential tools and features, streamlining the creative process. They enhance efficiency and allow designers to focus more on creativity and less on navigating complex menus

### 4.3 Navigation Bar (Website)

The navigation bar is a crucial element of UI design as it helps users easily explore and interact with a website. It acts as a guide, allowing users to quickly access key sections or pages. A well-designed navigation bar ensures a seamless user experience by being intuitive, visually clear, and responsive across devices. Consistency in style, clear labeling, and logical organization are essential to make it user-friendly. A good navigation bar not only enhances usability but also contributes to the overall functionality and aesthetics of a website.

Workflow & Outcome :

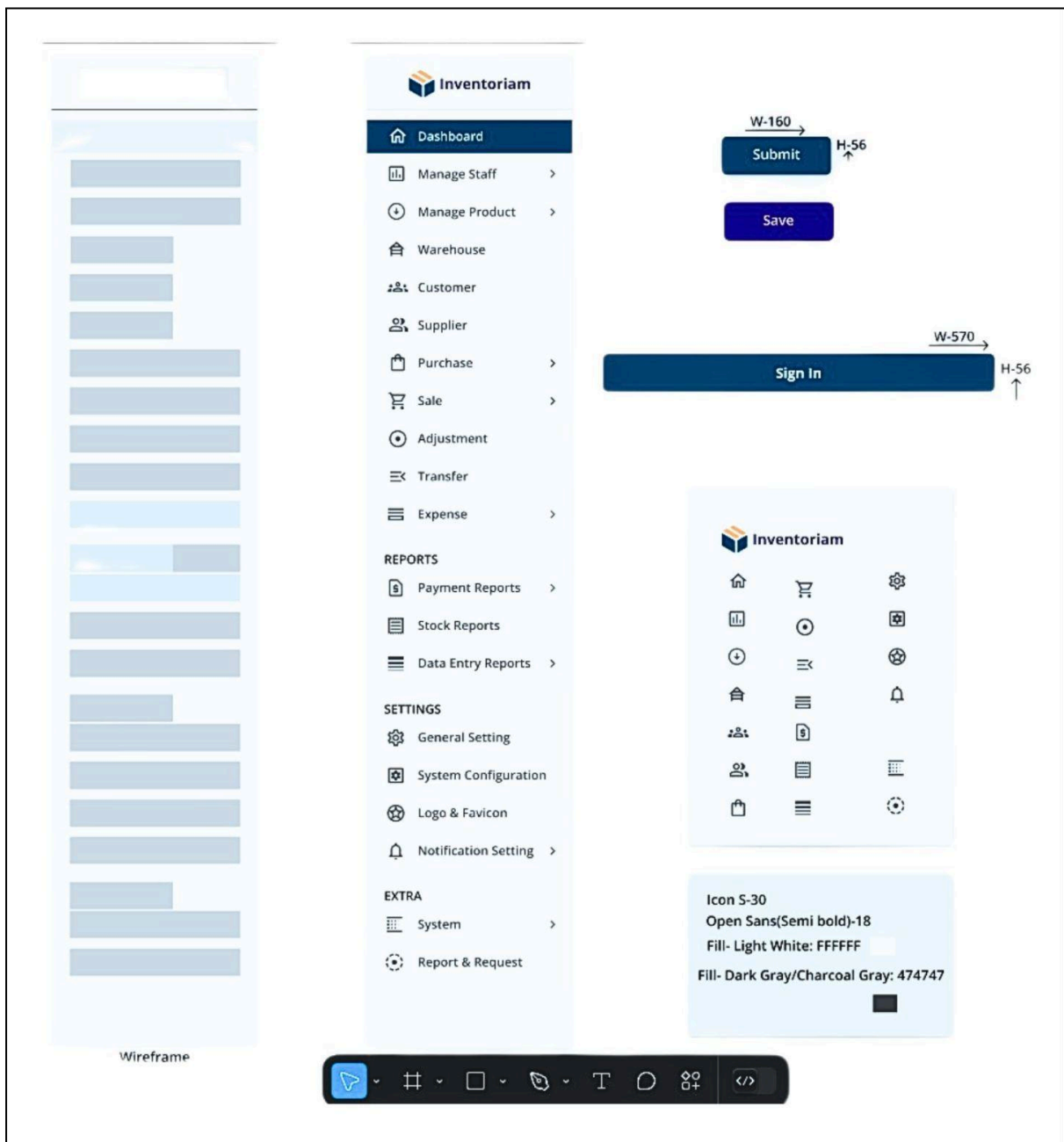


Figure 4.3.1: Navbar workflow

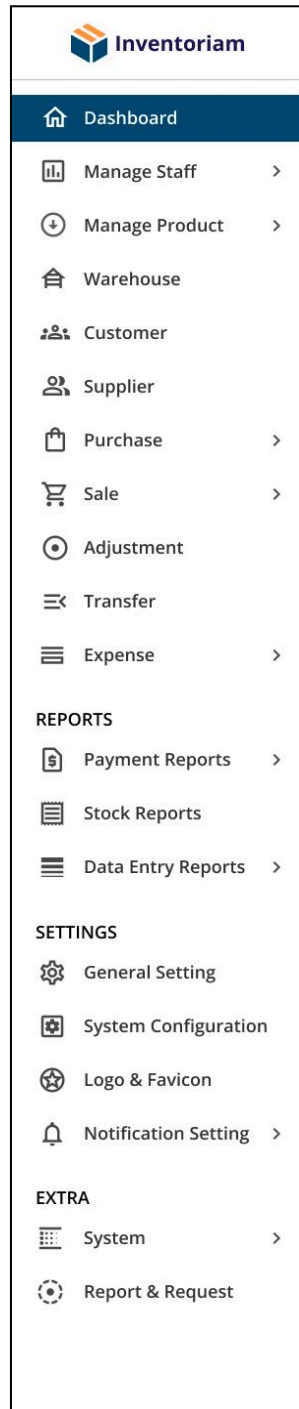


Figure 4.3.2: Navigation bar(Outcome)

Setup: The user first configures the system under Settings, such as adding a logo, setting notifications, and defining warehouse or product details.

Management: Next, the user uses the Manage Staff, Customer, Supplier, and Manage Product

sections to input and maintain core information.

Transactions: The main activities—purchasing, selling, adjusting stock, transferring items, and recording expenses—are handled in the respective transaction modules.

Monitoring: Reports help users track payments, stock levels, and other operational data to ensure smooth processes.

Customization and Extra Features: Users can access the Extra section or system tools for additional functionalities or custom reporting.

This design organizes functionality by priority and ensures seamless navigation through an inventory management workflow. The layout makes it simple for users to access critical tasks and monitor the system efficiently.

#### **4.4 Lawsys App Design (Mobile Application)**

Introducing Lawsys: Empowering Bangladesh with Legal Knowledge

Lawsys was created to bridge the gap in access to legal resources in Bangladesh, making legal knowledge more accessible, affordable, and easy to understand. In a country where many face barriers to legal advice due to financial, geographical, or educational challenges, Lawsys brings essential legal information and services directly to people's smartphones, empowering individuals to navigate the legal system with confidence.

Our mission is to foster a more informed society by simplifying complex legal concepts and educating citizens about their rights and obligations. Beyond providing information, Lawsys connects users with legal professionals who offer guidance and support, building a network that promotes legal awareness and mutual empowerment.

Lawsys is more than an app—it's a tool for change, designed to help people protect their rights, make informed decisions, and overcome the challenges of accessing legal help. With Lawsys, navigating the complexities of the legal system has never been easier.

Workflow & Outcome :

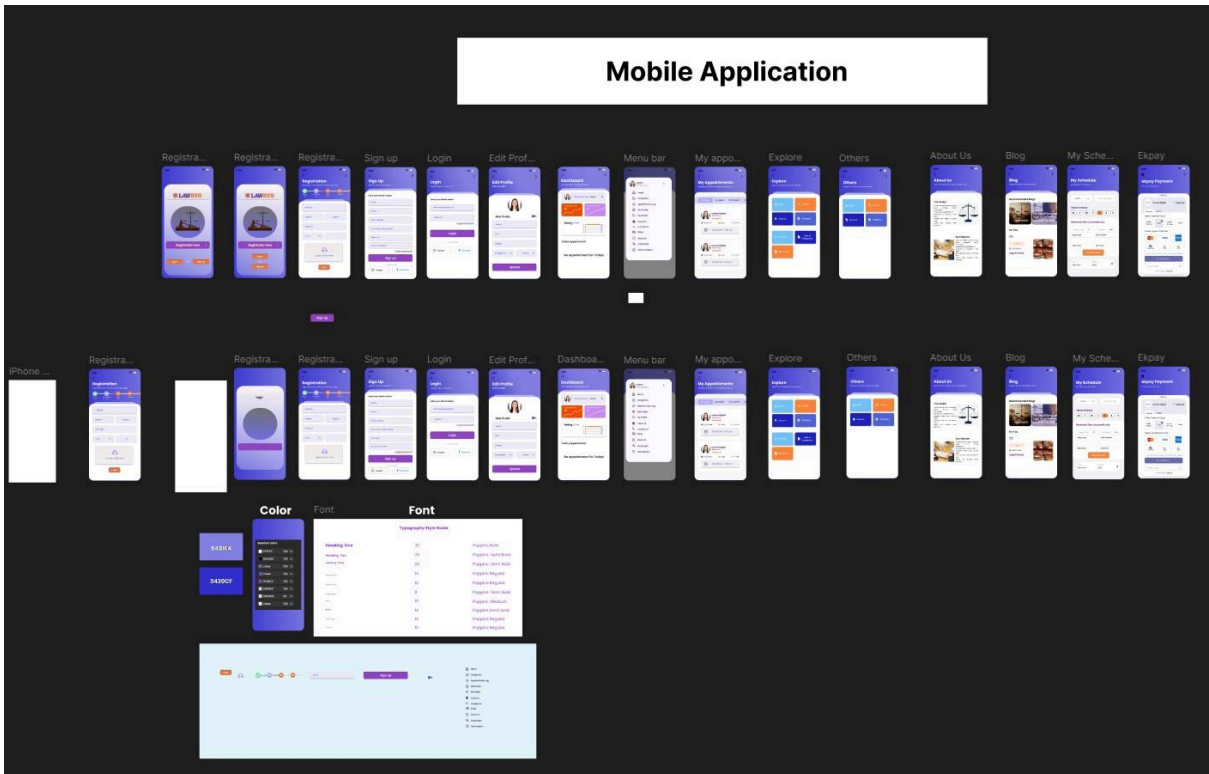
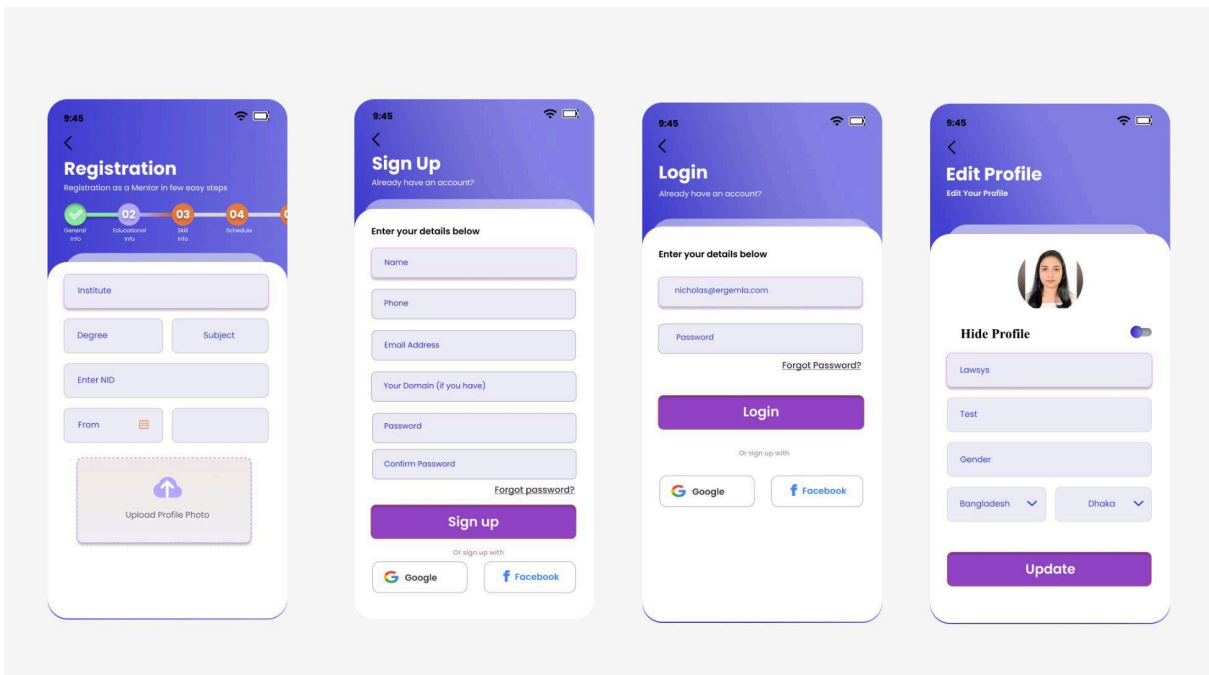


Figure 4.4.1: Lawsys App (Workflow)



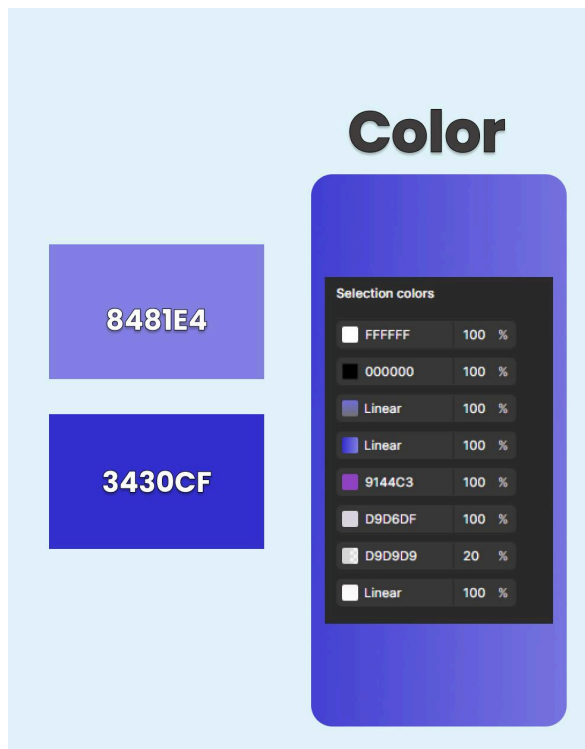
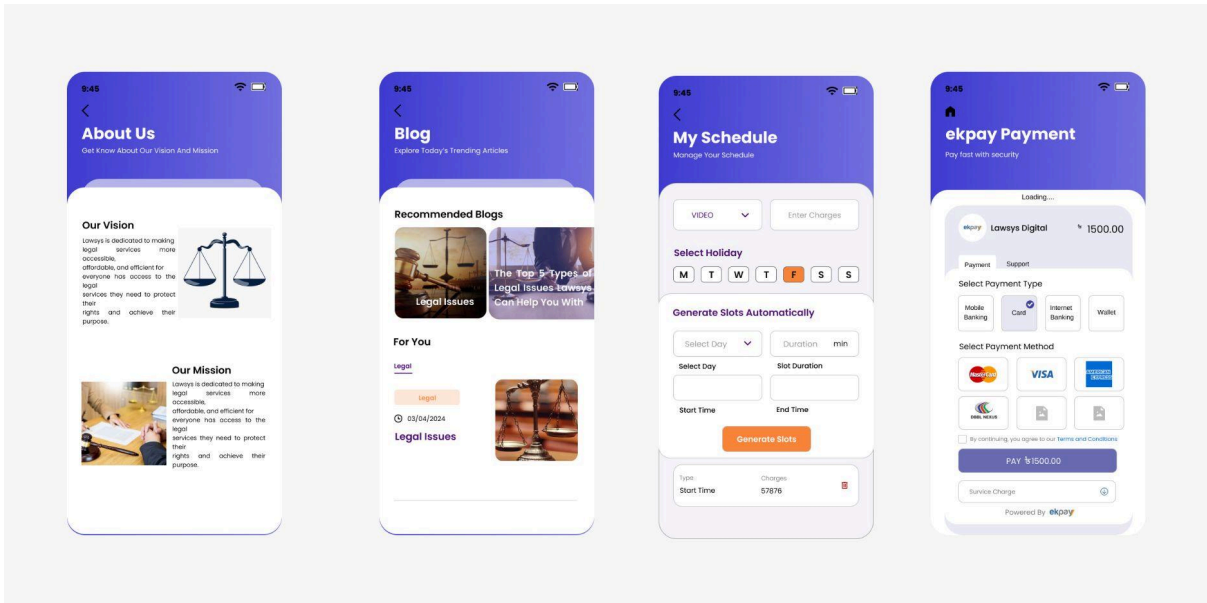


Figure 4.4.2: Lawsys App (Outcome)

### Registration & Login:

The app offers a user-friendly onboarding experience with simple options for registration or login. The form design is clean and modern, with built-in validation feedback and a strong focus on security—critical for legal apps.

**Dashboard/Home Screen:** The home screen is intuitive and clean, featuring quick-access buttons for essential services. Clear typography and consistent colors ensure an easy and smooth navigation experience.

**Legal Consultation:** Users can book consultations with lawyers seamlessly, with options for video calls, in-app chats, or scheduling appointments.

**Document Management:** The app allows users to upload, review, store, and even e-sign important documents, making organization effortless.

**Case Tracking:** Users can track their cases with detailed updates, including statuses, deadlines, and progress indicators.

**Payment System:** A secure and transparent payment gateway is provided for legal services or consultations, prioritizing user trust and transaction clarity.

**Personalization:** The app supports profile management, enabling users to update their details and preferences. The dashboard is tailored based on user roles, whether they are clients or lawyers.

**Design Process:**

**Research:** Focused on understanding user needs, with an emphasis on simplicity, security, and reliability. Conducted competitive analysis of similar apps.

**Wireframing:** Created low-fidelity wireframes to map out app structure, ensuring intuitive navigation and logical flow.

**Prototyping:** Designed high-fidelity prototypes using tools like Figma or Adobe XD, adding interactivity to simulate the user experience.

**Feedback & Iteration:** Tested prototypes with users, gathering feedback and addressing pain points or feature gaps.

**UI Design:** Finalized the visual design with a consistent system, including typography, iconography, and a cohesive color palette.

**Development Handoff:** Worked closely with developers, providing specifications and assets to ensure faithful implementation of the design.

**Design Notes:**

- The purple palette conveys trust and professionalism.
- Rounded UI elements add a modern, approachable aesthetic.
- Consistency in typography, buttons, and icons enhances usability.
- Focus on clarity and legibility, which is essential for legal services.

## 4.5 Real Estate Website Design

This real estate website design focuses on delivering a seamless and visually appealing user experience. The homepage starts with a full-width hero section featuring a search bar with filters for location, property type, and budget, making it easy for users to find properties.

Below the hero section is a curated selection of featured properties, displayed in a clean grid layout with high-quality images, property descriptions, and prices to engage potential buyers or renters. The sections are visually separated with soft background colors and icons, maintaining clarity and organization.

An informational segment highlights how the platform works, breaking the process into simple, digestible steps with icons to enhance user understanding. There's also a dedicated section for user testimonials, adding credibility and trustworthiness to the platform.

Interactive call-to-action areas, like the inquiry form and newsletter sign-up, encourage engagement. Additional sections showcase expert services for property renovations, home loans, and real estate news, ensuring the site offers value beyond just property listings.

The overall design is responsive, professional, and user-friendly, featuring a harmonious color palette, modern typography, and intuitive navigation, catering to a wide range of users seeking real estate solutions.

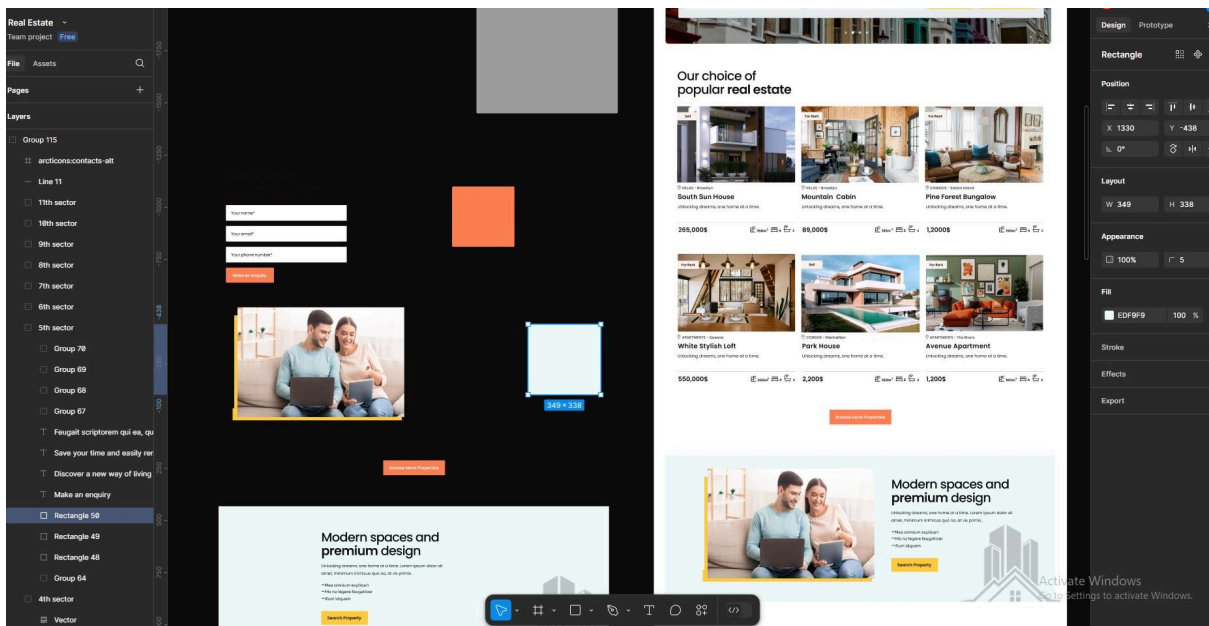
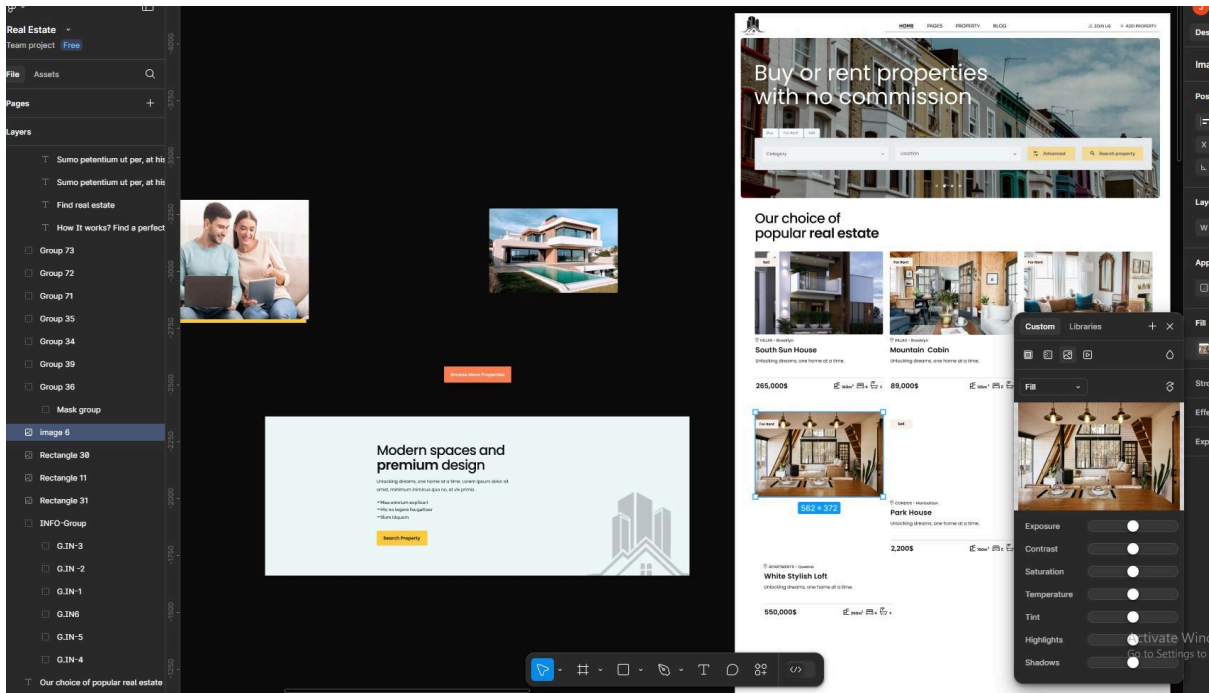



Figure 4.5.1: Real Estate Website Design (Workflow)



[HOME](#)
[FINCE](#)
[PROPERTY](#)
[BLOG](#)


[ENGLISH](#)

# Buy or rent properties with no commission

-

-
Advanced
-
Rent or Buy

## Our choice of popular real estate




3 Beds | 2 Bath

South Sun House

1 Bedding room, 2nd floor, 2nd floor

205,000€
€ 205,000




3 Beds | 2 Bath

Mountain Cabin

Bedding room, 2nd floor, 2nd floor

88,000€
€ 88,000




3 Beds | 2 Bath

Fine Forest Bungalow

Bedding room, 2nd floor, 2nd floor

120,000€
€ 120,000




2 Beds | 2 Bath

White Stylish Loft

1 Bedding room, 2nd floor, 2nd floor

550,000€
€ 550,000




2 Beds | 2 Bath

Park House

1 Bedding room, 2nd floor, 2nd floor

1,200€
€ 1,200




2 Beds | 2 Bath

Avenue Apartment

1 Bedding room, 2nd floor, 2nd floor

1,200€
€ 1,200

[View all properties](#)



### Modern spaces and premium design


Discover our modern homes and find your perfect home. We have a wide range of properties to choose from.

- Find your perfect home


- No commission

- No hidden fees

[View all properties](#)




## How It works? Find a perfect home




Find real estate

Browse our real estate listings and find the perfect property for you.




Meet realtor

Meet your realtor and discuss the details of the property.



Documents

Review the documents and sign them to proceed with the purchase.



Take the keys

Receive the keys to your new home and start your new life.

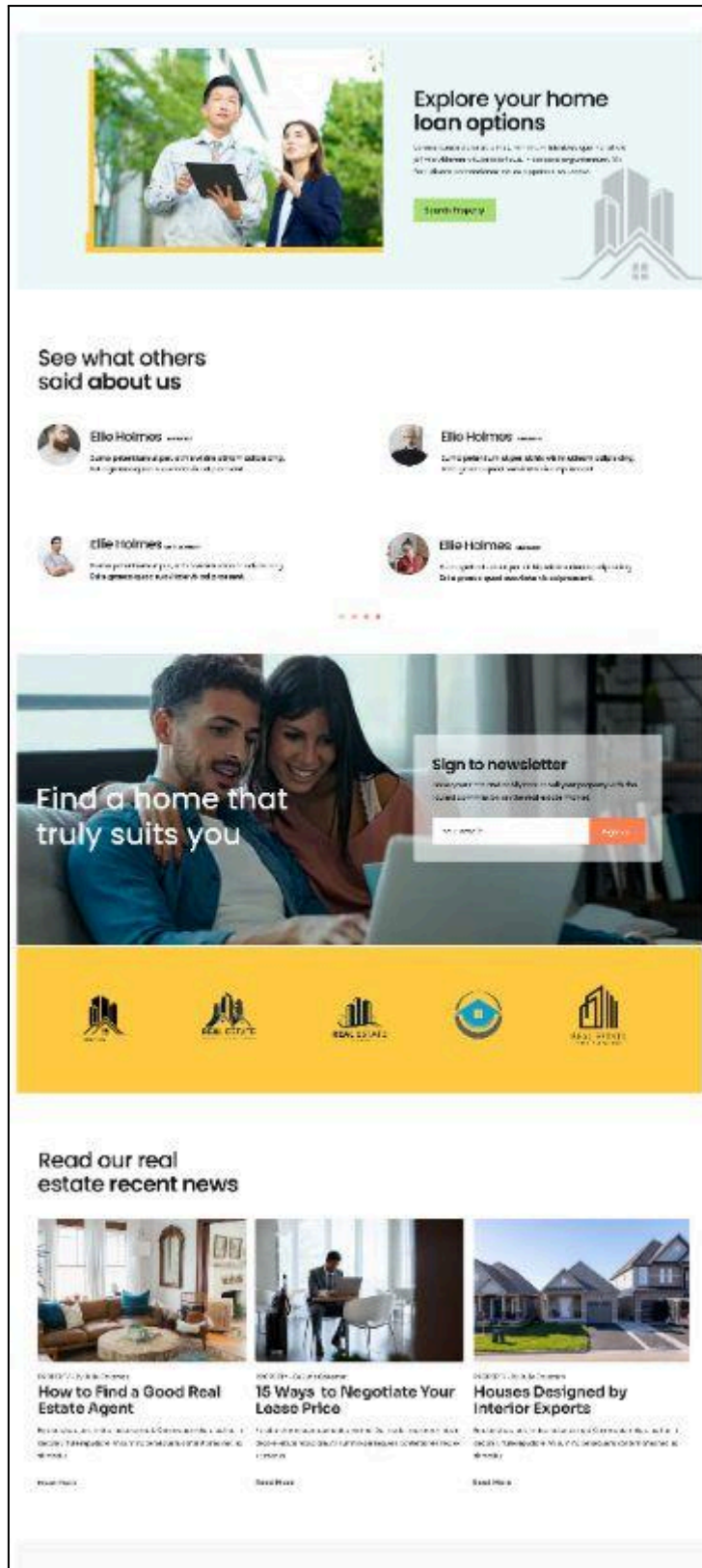


Figure 4.5.2: Real Estate Website Design (Outcome)

The image displays a segmented app interface divided into two sections. It features screens

like onboarding, login, and dashboard in Section 1. Section 2 includes additional app functionalities like scheduling, user preferences, and interactive modules. The overall color scheme uses blues and whites with minimalistic design principles.

#### **4.6 Roshid Boi App (Mobile Application)**

This UI design appears to be for a food delivery or restaurant app, featuring a clean, modern, and user-friendly interface. The design is visually consistent with a red and white color scheme, which gives it an appealing and appetizing look while ensuring brand identity.

Key Features of the Design:

Splash Screen and Login:

The initial screens include a professional splash screen with the app logo, followed by user authentication screens for login and signup. The minimalist design ensures easy navigation.

Home Screen:

The home screen showcases a grid or list layout of food categories and featured dishes, accompanied by attractive, high-resolution images. Users can easily explore options with intuitive icons and text labels.

Menu and Filters:

A detailed menu section allows users to browse through various food items. Filters and sorting options are designed for convenience, enabling users to find their desired items quickly.

Product Details:

Individual product screens highlight food items with images, descriptions, prices, and customization options. Add-to-cart buttons are prominently displayed, ensuring ease of use.

Cart and Checkout:

The cart page provides a clear overview of selected items, their quantities, and the total cost. The checkout process is streamlined with clear steps, enhancing the user experience.

## Order Tracking:

Dedicated screens for order tracking provide real-time updates, ensuring transparency and keeping users informed.

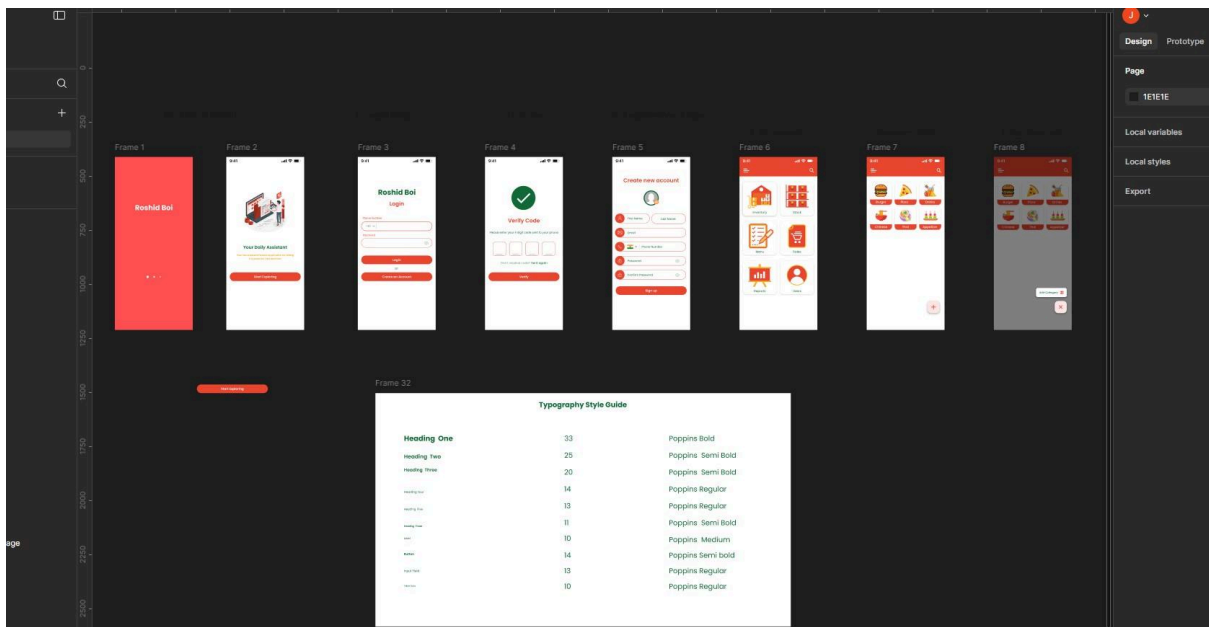
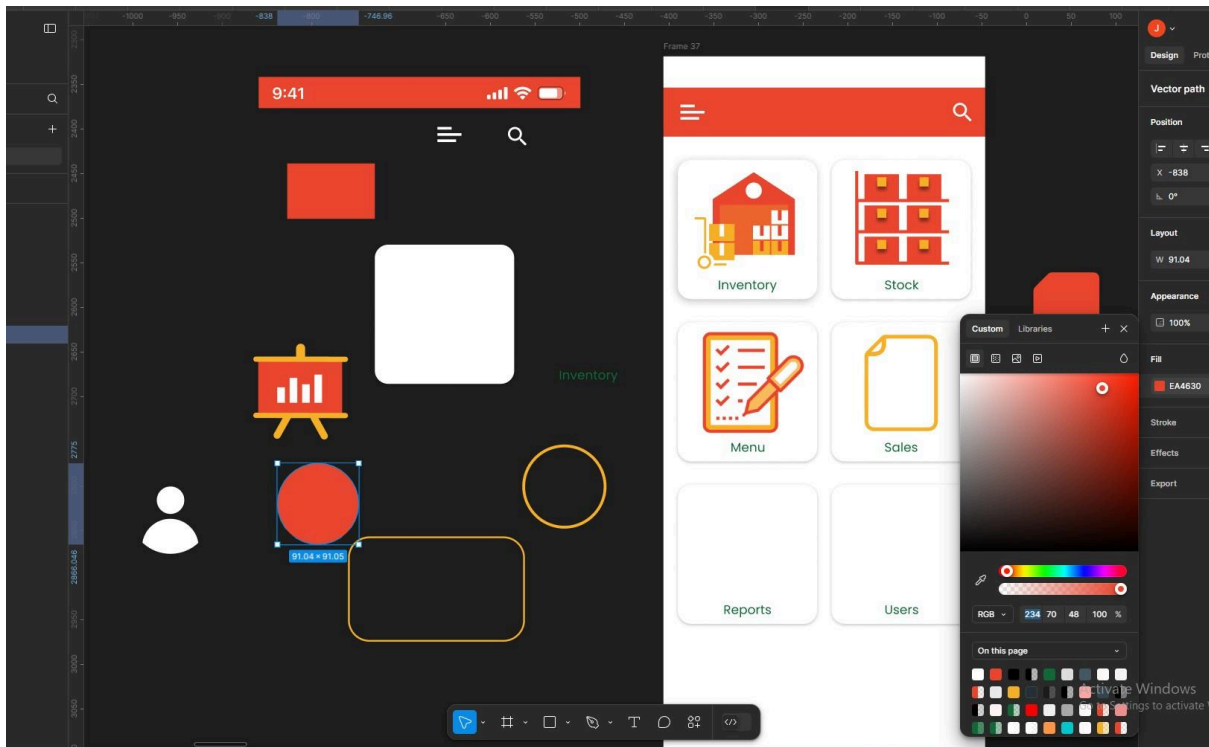


Figure 4.6.1: Roshid Boi App -Mobile Application (Workflow)

### Profile and Settings:

A profile section allows users to manage personal information, order history, and app settings. The design emphasizes simplicity and accessibility.

### Usability Highlights:

Consistency: The consistent use of fonts, buttons, and spacing throughout the app ensures a seamless experience.

Navigation: The navigation bar and menu placement make it easy for users to move between sections.

Visual Hierarchy: Important actions like "Add to Cart" or "Place Order" are highlighted for easy visibility.



Figure 4.6.2: Roshid Boi App -Mobile Application Components

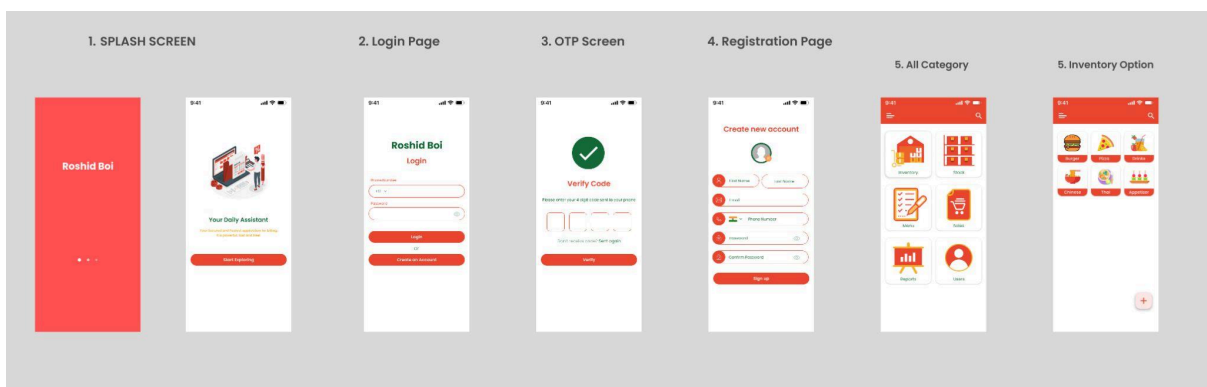


Figure 4.6.3: Roshid Boi App -Mobile Application (Screens)

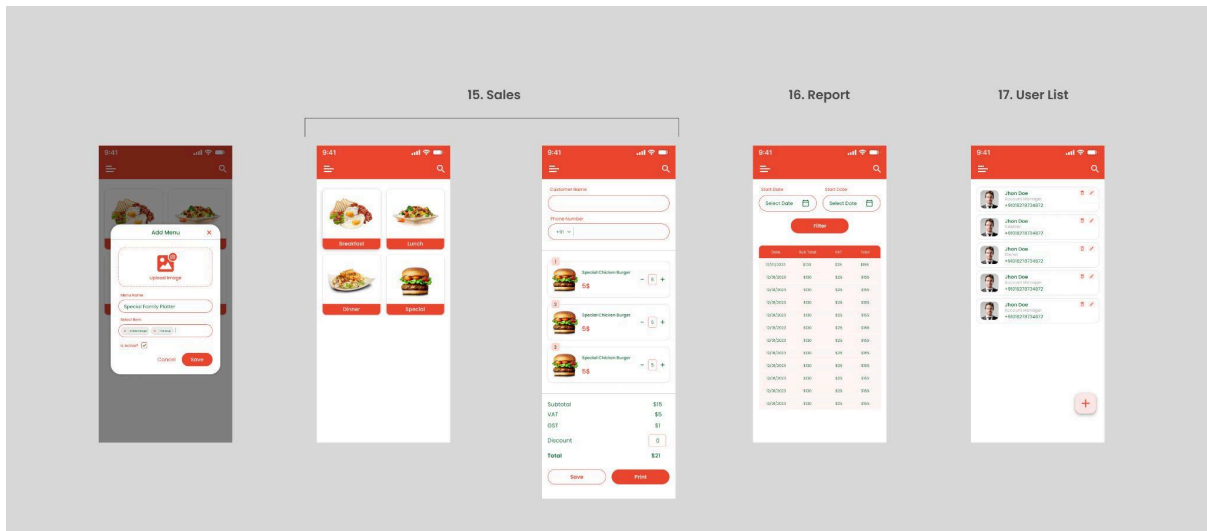


Figure 4.6.4: Roshid Boi App -Mobile Application (Outcome)

The mobile app design features an intuitive and clean user interface, focusing on ease of navigation and seamless user experience. It includes onboarding screens to introduce the app, simple login and sign-up options, and a dashboard that highlights key actions. Product or service listings are organized with filtering options, while detailed pages allow users to interact with items easily. The design incorporates interactive features like search, hover effects, and dynamic elements such as progress tracking. It also offers a smooth checkout or booking process, customizable user profiles, and notifications for updates. The design uses a bold red color to emphasize important elements, ensuring a streamlined experience across both light and dark modes.

#### 4.7 Atrio Logo Design (ForApp & Website)

The Atrigo logo is designed to represent a travel-related brand, combining simplicity and directionality to reflect the core values of exploration and progress.

Logo Design Elements:

Symbol (Arrow and "A" Integration):

The logo features a bold, triangular "A" shape with an upward arrow incorporated into its center. This arrow symbolizes movement, ambition, and direction, aligning perfectly with the

themes of travel and discovery.

The triangular structure resembles a compass or a peak, emphasizing navigation and adventure.

Typography:

The wordmark "atrigo" is written in a clean, modern sans-serif font that conveys professionalism and approachability.

The dot above the "i" is accented with a small triangular shape, subtly reinforcing the travel theme and tying it visually to the larger triangular symbol.

Color Palette:

The primary color is a vibrant blue, which evokes feelings of trust, stability, and exploration, often associated with travel and sky.

The secondary black and white elements provide contrast and balance, giving the logo a polished and professional look.

This logo is versatile and suitable for both website and app interfaces. The clean lines and minimalist design make it easily adaptable to various digital and print platforms. It reflects the brand's focus on seamless travel experiences, navigation, and reliability, appealing to modern travelers.

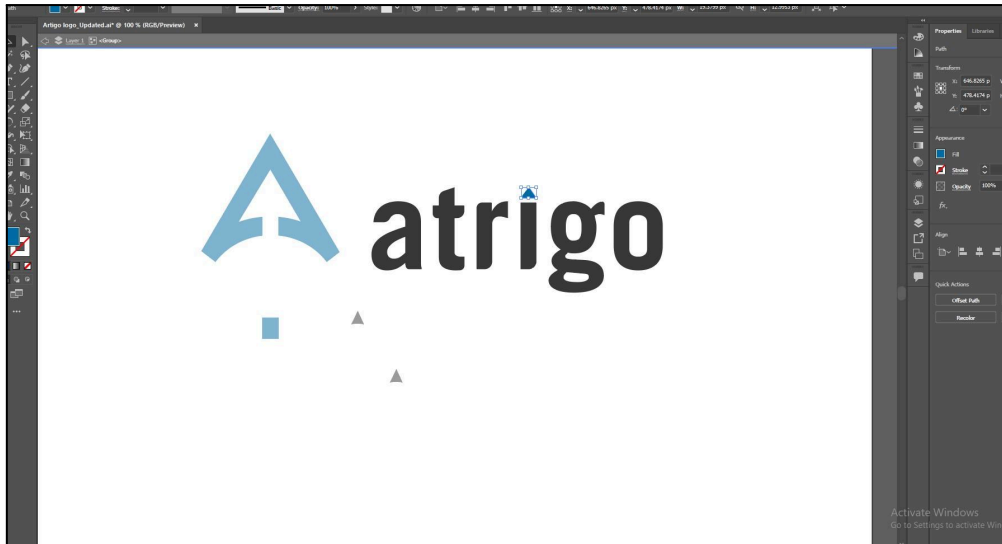


Figure 4.7.1: Atrio Logo Design -ForApp & Website (Workflow)



Figure 4.7.2: Atrio Logo Design -ForApp & Website (Outcome)

The "Atrio" logo for the app and website features a modern, sleek design, symbolizing innovation and connectivity. Its minimalist yet dynamic look reflects the brand's focus on simplicity and user-friendly experiences.

#### 4.8 Wellness Center Logo

The "Wellness Center" logo embodies the essence of health and well-being through its thoughtful design elements.



Figure 4.8: Wellness Center Logo Design -ForApp & Website (Outcome)

Design Elements:

**Symbol:** At the heart of the logo is a stylized human figure in a dynamic pose, symbolizing vitality and holistic health. This figure is often integrated with natural elements like leaves or a lotus flower, representing growth, rejuvenation, and a connection to nature.

99DESIGNS

**Color Palette:** The logo utilizes calming colors such as greens and blues. Green signifies growth, harmony, and freshness, while blue conveys tranquility and trust. This combination evokes a sense of peace and balance, aligning with the center's mission to promote well-being.

**Typography:** The brand name is presented in a clean, modern sans-serif font, enhancing readability and conveying professionalism. The simplicity of the typeface reflects the center's approachable and caring nature.

**Layout:** The harmonious arrangement of the symbol and text creates a balanced composition, ensuring versatility across various applications, from signage to digital platforms.

This logo effectively communicates the Wellness Center's commitment to fostering health, vitality, and a harmonious connection with nature.

#### **4.9 Real Estate 3 (Website Design)**

This real estate website design focuses on delivering a seamless and visually appealing user experience. The homepage starts with a full-width hero section featuring a search bar with filters for location, property type, and budget, making it easy for users to find properties.

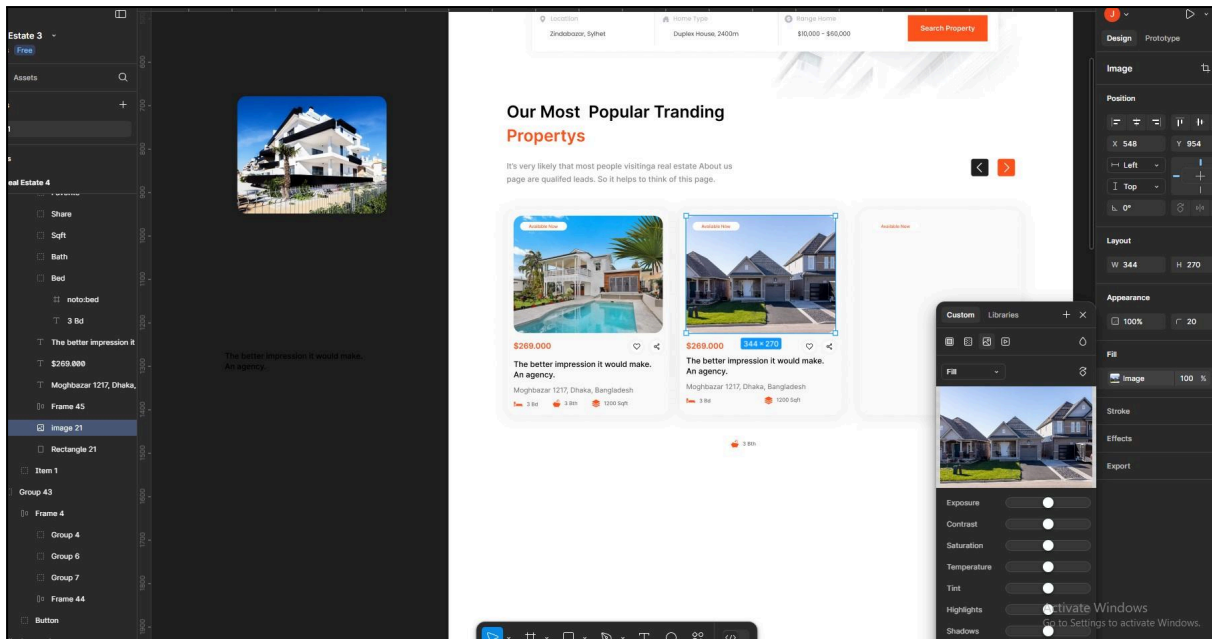


Figure 4.9.1: Real Estate 3 -Website Design (Workflow)

A real estate website design should be clean, user-friendly, and visually appealing. It typically features easy-to-navigate menus, clear property search filters, high-quality images of listings, and detailed property descriptions. The design often includes interactive maps, a simple contact form, and calls to action, such as "Schedule a Tour" or "Get More Info." A responsive layout ensures the site works seamlessly on both desktop and mobile devices. Overall, the focus is on providing a smooth user experience that helps visitors quickly find and engage with properties.

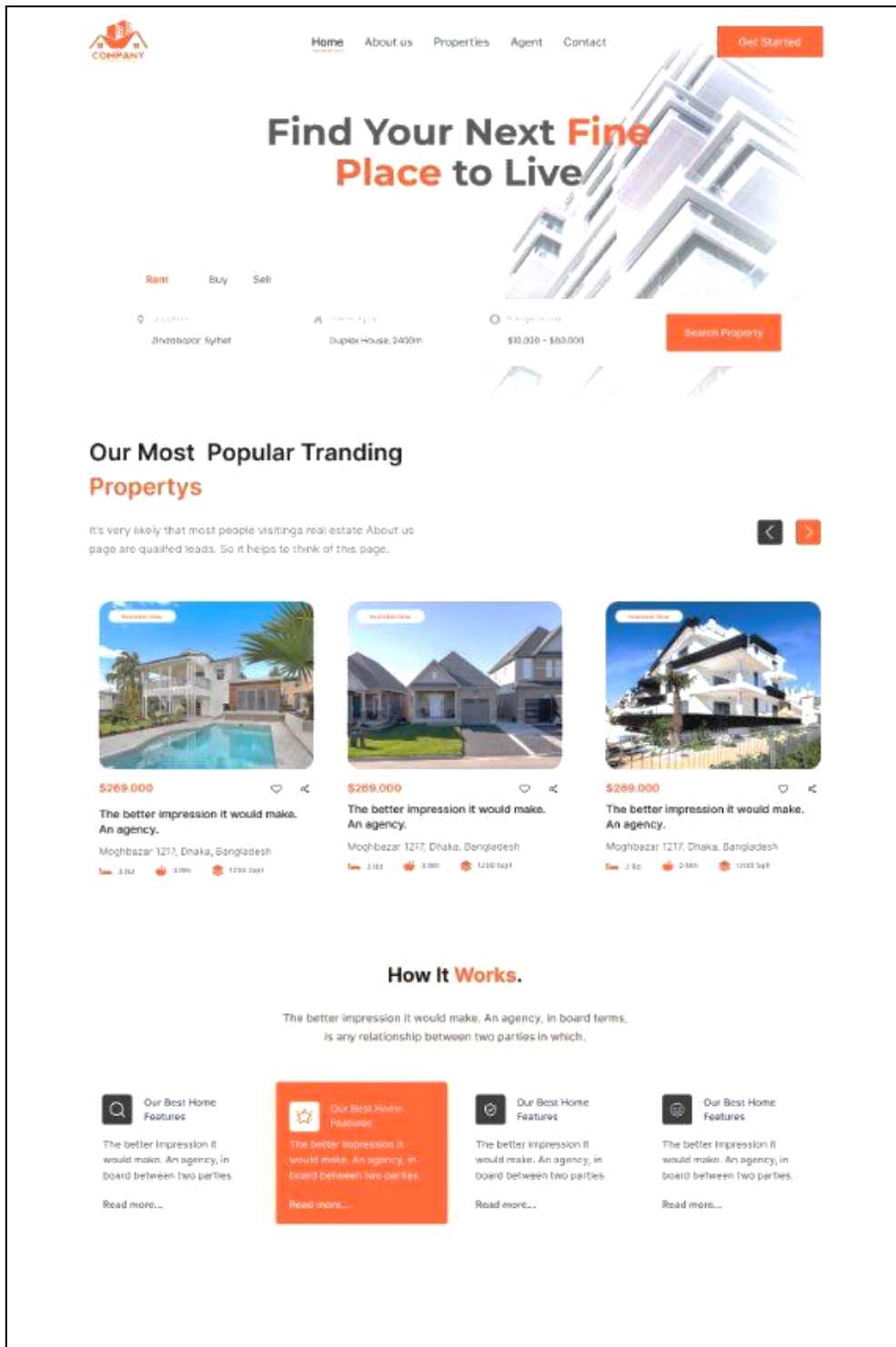


Figure 4.9.2: Real Estate 3 -Website Design (Outcome)

Analysis:

Design Overview: Colors: Orange, white, and gray; orange draws attention to buttons and highlights.

Typography: Bold headings and easy-to-read body text.

Layout: Vertical scroll, clean with plenty of spacing between sections.

Visuals: High-quality images, icons, and design details that enhance aesthetics.

Features:

Header: Eye-catching tagline, call-to-action (CTA) button, and navigation options.

Featured Properties: Display with images, names, and brief descriptions; includes actionable buttons.

Explore Options: Categories with ratings, prices, and highlights to compare.

- Testimonials: Customer reviews with profile images for credibility.
- Contact & Support: Contact details and inquiry forms.
- Footer: Navigation links, social media, and legal info.

Key Usability:

- Responsive: Optimized for both desktop and mobile.
- Engaging: High-quality images build trust.
- CTAs: Clear buttons guiding users to the next step.
- Easy Navigation: Clear sections for easy browsing.

#### **4.10 E-commerce App (Mobile Application)**

An e-commerce mobile application design focuses on providing users with a seamless shopping experience, prioritizing ease of navigation and quick access to products. The app usually begins with a clean, intuitive homepage showcasing popular categories, deals, and featured products. Key features often include a prominent search bar, product filters, and smooth scrolling options for browsing. Each product page provides high-quality images, detailed descriptions, and options for customization. The app should have a secure and straightforward checkout process, with multiple payment options and easy-to-understand totals. A user-friendly shopping cart icon allows for quick access, and the checkout page is designed for minimal distractions to enhance conversions.

Navigation is typically optimized with a bottom or side menu for easy access to essential sections like account settings, orders, and customer support. Push notifications can inform users about deals, promotions, or updates on orders, helping to drive engagement.

Moreover, the design is responsive and fast, ensuring smooth interaction even on mobile devices with limited resources. A modern and visually appealing color palette, combined with consistent typography, helps create a positive overall brand experience. To finish, easy-to-find user support options (like live chat or FAQs) ensure customers have a hassle-free shopping journey.

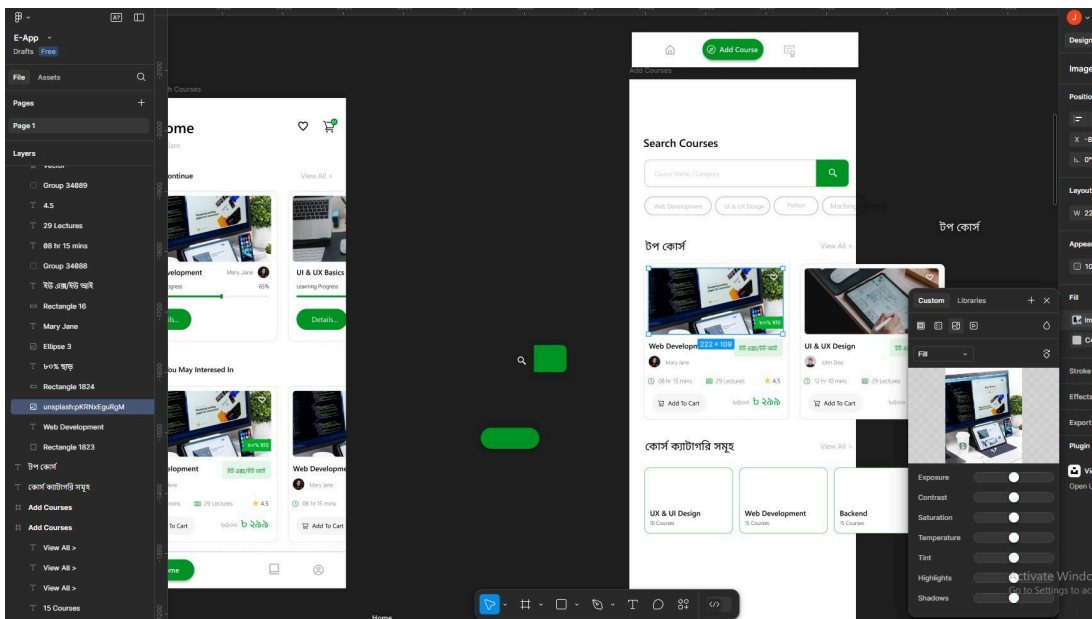


Figure 4.10.1: E-commerce App -Mobile Application (Workflow)

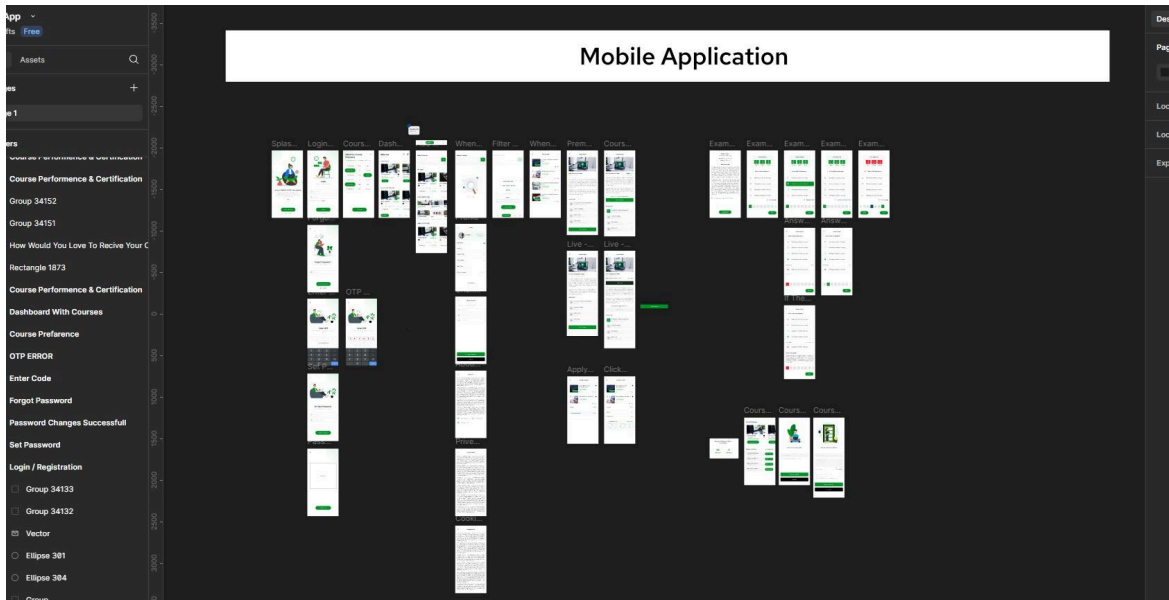
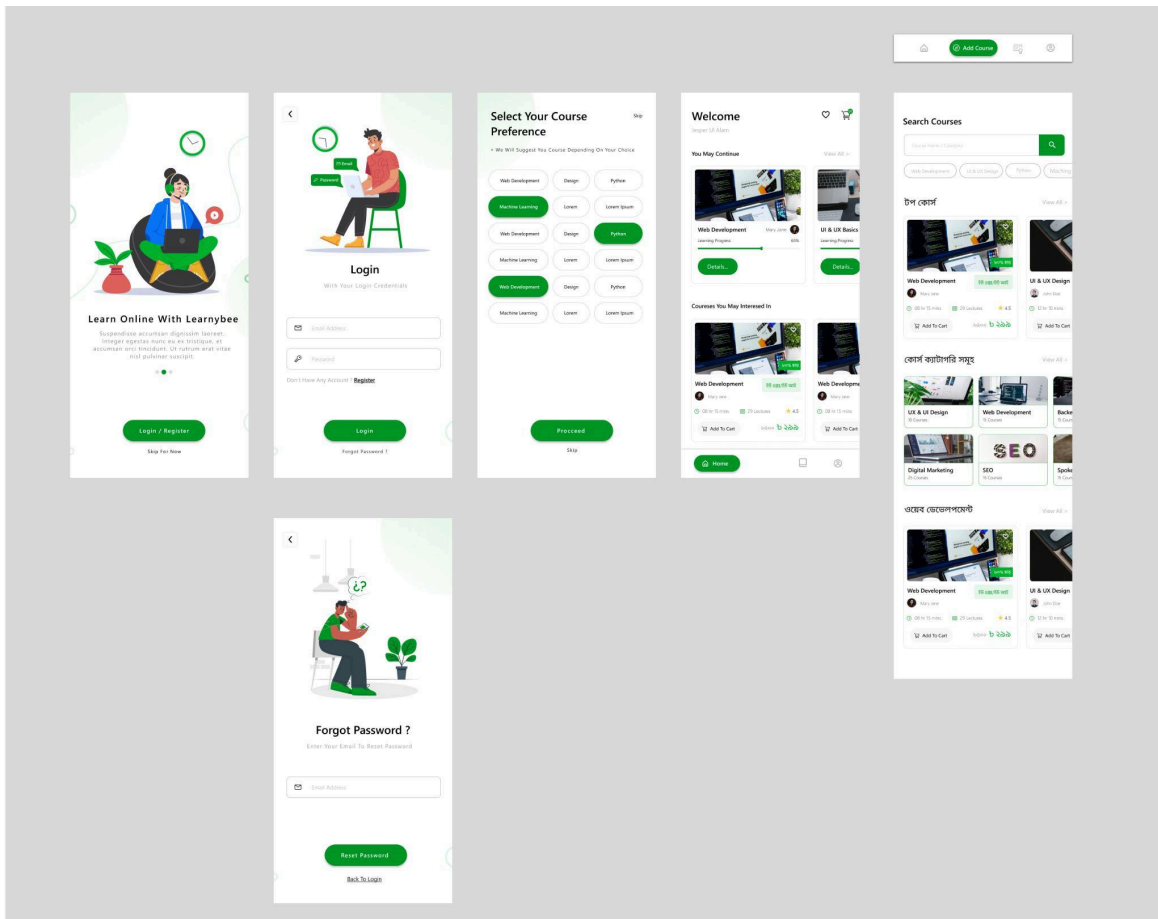


Figure 4.10.2: E-commerce App -Mobile Application (Outcome)

The UI/UX design workflow for this mobile application is thoughtfully crafted to provide a user-friendly and visually engaging experience. Here's an overview written in a more natural, human tone:

### Design Overview:

The app has a fresh and modern vibe, with green and white as the dominant colors. The green accents—used for buttons and highlights—make the interface feel clean, eco-friendly, and inviting. The typography is simple and easy to read, making it perfect for a mobile screen. Illustrations, especially on the splash and onboarding screens, give the design a friendly, approachable feel.

The layout is structured with plenty of breathing room between elements, ensuring everything looks clear and organized. Consistency shines throughout the app—headers, buttons, and navigation patterns feel uniform, creating a seamless experience for users.

### Key Features:

1. **Splash and Login Flow:** The app welcomes users with a visually appealing splash screen featuring illustrations. Login options seem diverse, possibly including email or OTP verification for easy access. Screens for OTP verification and password setup are straightforward, emphasizing usability.

2. **Dashboard:** A central hub gives users quick access to key features. Courses or activities are displayed in an organized way, possibly tailored to user preferences.

3. **Course Details:** Each course has a detailed preview with its title, description, and pricing. Some courses are marked as "premium," hinting at exclusive content. There are also features for live sessions and applications, making the app feel dynamic and interactive.

4. **Filters and Search:** Filters allow users to refine their search for courses based on categories like type, duration, or cost. These tools make it easy for users to find exactly what they're looking for.

5. **Exams and Quizzes:** A dedicated section is set up for tests, with multiple-choice questions. Color-coded feedback (green for correct answers, red for incorrect) makes the experience intuitive and responsive.

6. Policy and Legal Information: There are separate screens for privacy policy, terms, and cookies, showing the app's commitment to transparency and compliance.

7. User Navigation and Settings: Users can set up profiles and manage account-related details effortlessly. Navigation is smooth, with clear pathways to apply for courses or join live sessions.

Final Thoughts: This design strikes a balance between simplicity and functionality. It's clear that the creators put a lot of effort into ensuring users have an engaging and hassle-free experience.

#### **4.11 TT Baby Website (User persona)**

An e-commerce mobile application design focuses on providing users with a seamless shopping experience, prioritizing ease of navigation and quick access to products. The app usually begins with a clean, intuitive homepage showcasing popular categories, deals, and featured products. Key features often include a prominent search bar, product filters, and smooth scrolling options for browsing. Each product page provides high-quality images, detailed descriptions, and options for customization. The app should have a secure and straightforward checkout process, with multiple payment options and easy-to-understand totals. A user-friendly shopping cart icon allows for quick access, and the checkout page is designed for minimal distractions to enhance conversions.

Research Websites:

Color: <https://webflow.com/blog/best-color-combinations>

code #F47D2F

#EF9595

#EATFED

HEX #3EB489

#89CFF0

#D3D3D3

#FDFD96

<https://www.firstcry.com/baby-kids-toys-store>

<https://mybtoys.com/>

1. <https://babytoysbd.com/>
2. <https://www.othoba.com/toys>
3. <https://www.babyshop.com/us/en/c/toys/>
4. <https://kidsparadise.com.bd/>
- 5.

Design Process:

1. Ideate
2. Empathize
3. Define
4. Prototype
5. Test



Figure 4.11.1: E-commerce App -Mobile Application (Outcome)

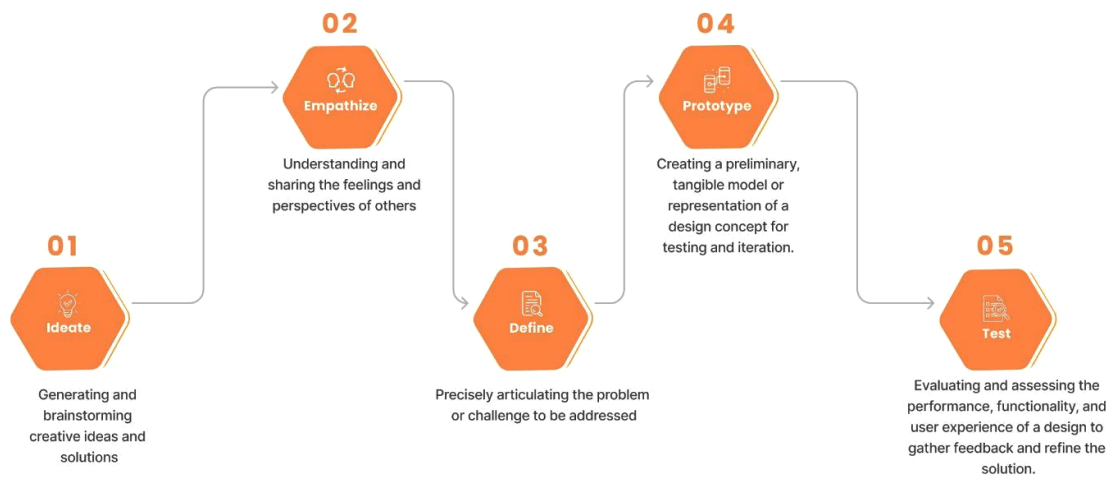


Figure 4.11.2: E-commerce App - Elements

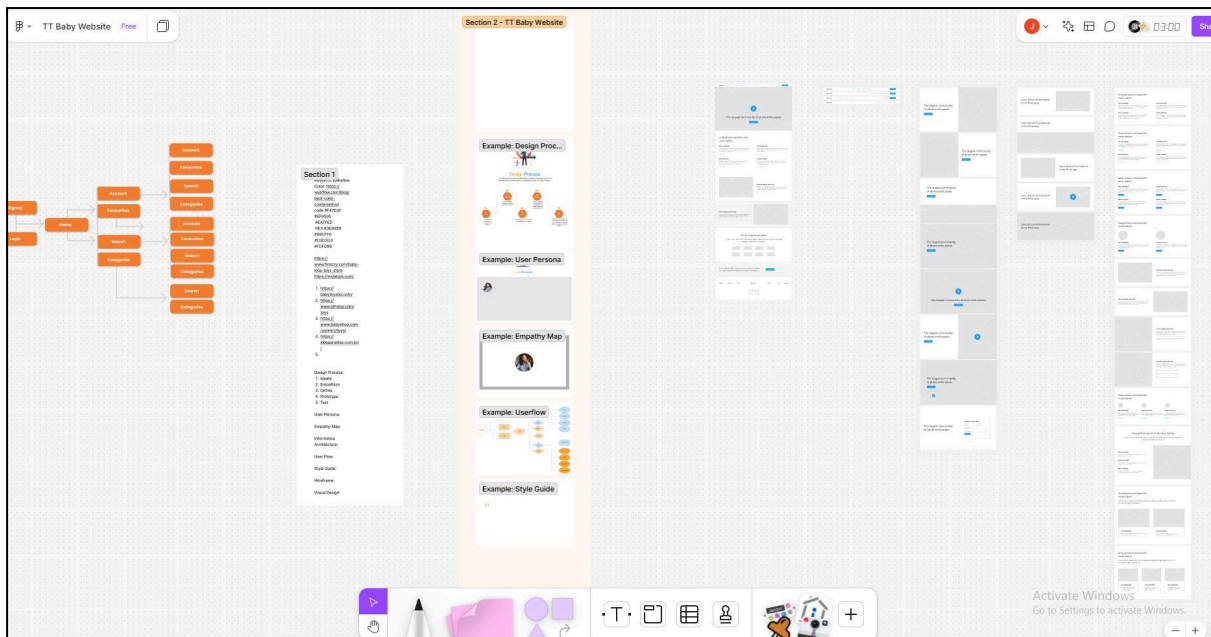


Figure 4.11.3: E-commerce App - UX

An e-commerce app UX focuses on creating a seamless and intuitive shopping experience. It includes easy navigation, clear product categorization, smooth checkout processes, and secure payment options. The design emphasizes fast loading times, personalized recommendations, and a user-friendly interface to ensure that customers can easily browse, select, and purchase products. Responsive design ensures compatibility across devices, while features like wishlists, shopping carts, and order tracking enhance convenience and engagement. Overall, the goal is to make the shopping process enjoyable, efficient, and reliable for users.

#### 4.12 E-learning App (Mobile Application)

An e-learning mobile app design aims to provide users with an engaging, intuitive, and efficient learning experience. The design focuses on easy navigation and accessibility, with a clean and organized layout. The homepage often features a personalized dashboard that displays the user's progress, recommended courses, and notifications for new content or

assignments.

Course listings are categorized for easy browsing, with each course page including detailed descriptions, lesson breakdowns, multimedia content (videos, quizzes, interactive elements), and an option to track progress. The app should support seamless interaction, with smooth transitions between lessons and an intuitive interface for navigating through modules.

The design includes essential features such as a search bar for finding specific content, bookmarking tools, and note-taking capabilities. The app also includes personalized learning paths, reminders, and goals to keep users engaged and motivated.

In addition to the learning content, user profiles and account settings should be easily accessible, allowing for course management, achievement tracking, and social elements like forums or peer interactions.

For smooth interaction, the app should be optimized for mobile use, ensuring it is responsive and quick to load. User engagement can be enhanced through gamification, such as earning badges or certificates upon completion of milestones. Push notifications can keep users updated on course updates, deadlines, or new content releases.

Overall, the design's goal is to create an immersive and motivating learning environment while keeping the app visually appealing and easy to use.

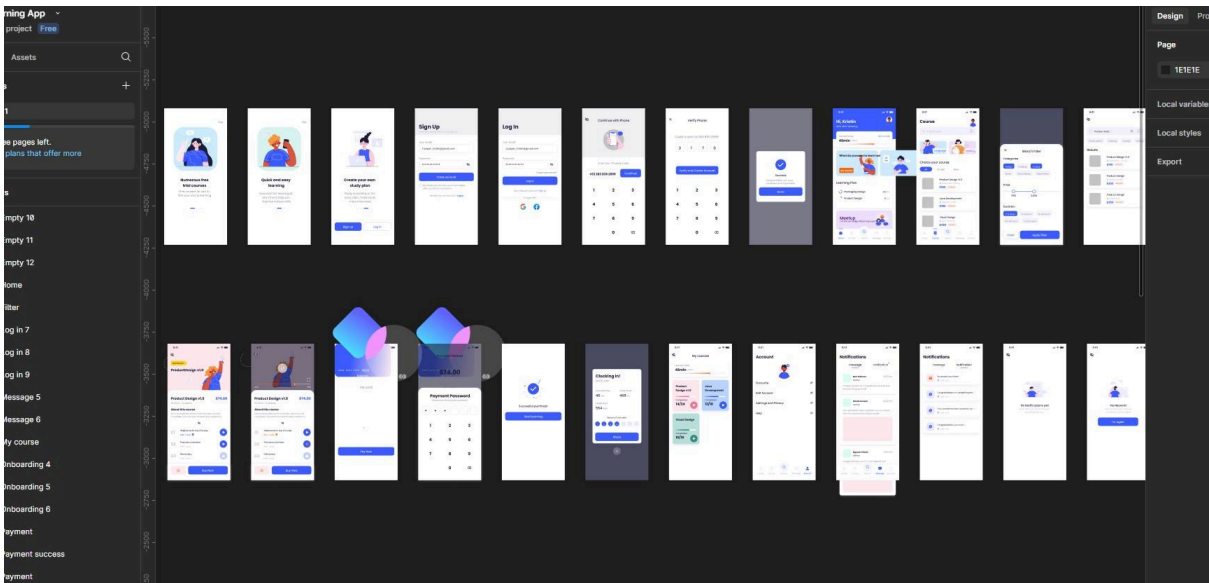
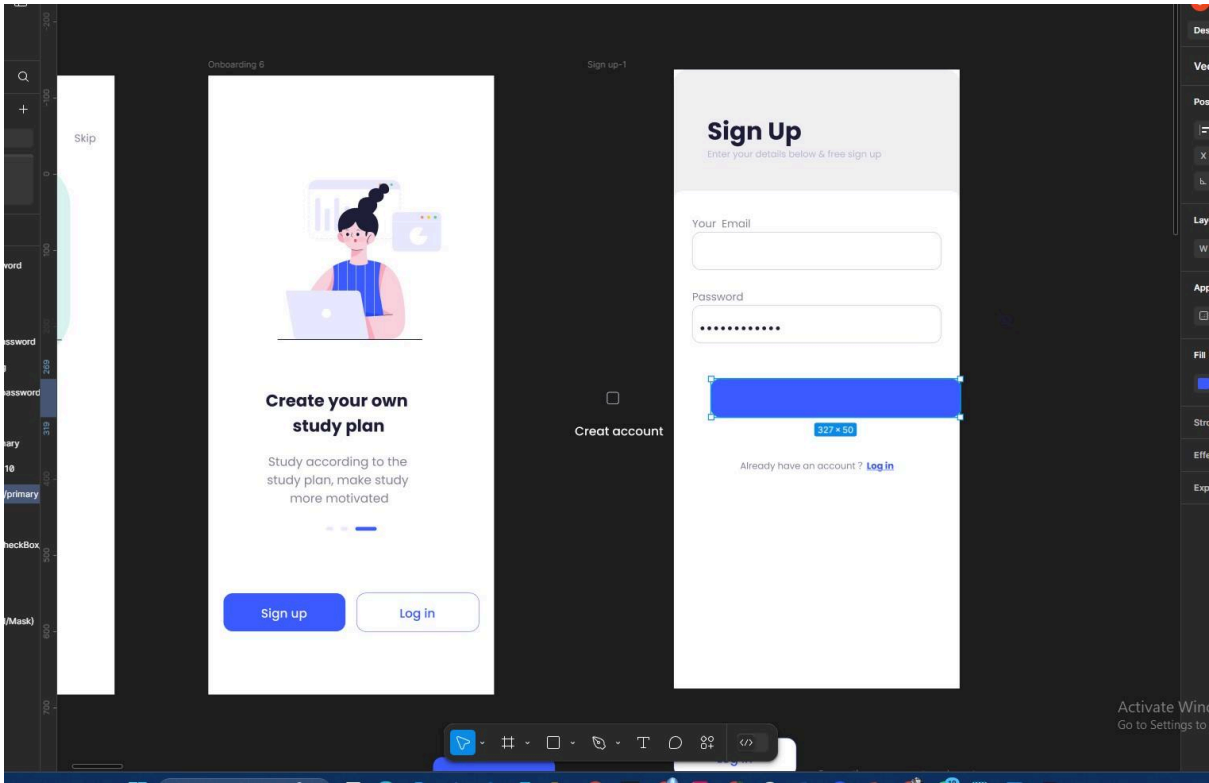


Figure 4.12.1: E-learning App (Mobile Application)

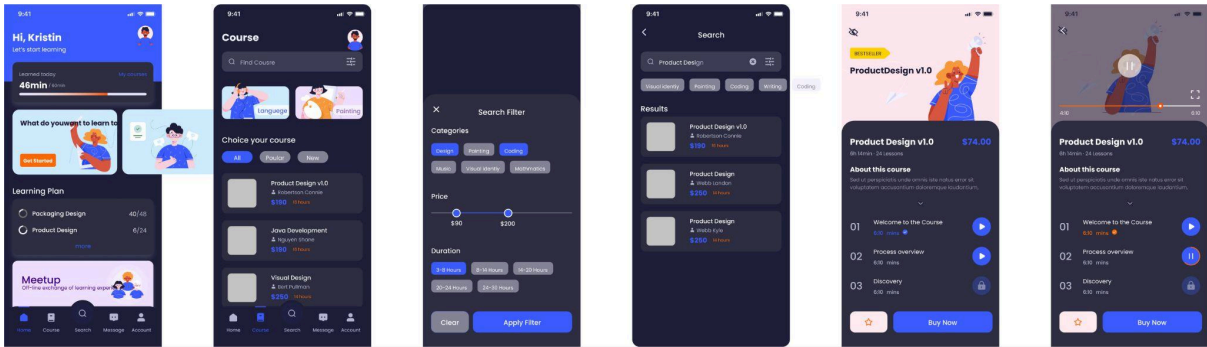


Figure 4.12.2: E-learning App -Mobile Application (Outcome)

The E-learning Mobile App is designed to make learning accessible and engaging on the go. It offers a clean, intuitive interface with features like personalized dashboards, course recommendations, progress tracking, and interactive lessons. Users can access videos, quizzes, and assignments, all optimized for mobile screens, ensuring a seamless and enjoyable learning experience anytime, anywhere.

### 4.13 JBL Headphone Websites WireFrame Design

The JBL headphones website wireframe, designed by me, focuses on organizing and structuring the site's content for optimal user navigation. It lays out key sections such as product categories, featured items, and key calls to action, ensuring users can easily find information. The wireframe provides a clear layout for product pages, with placeholders for images, descriptions, specifications, and user reviews. The design prioritizes simplicity, functionality, and easy navigation with a focus on intuitive placement for buttons, filters, and other interactive elements.

Our senior designer took the wireframe and applied a visually appealing UI design, enhancing it with a sleek, modern look and incorporating JBL's branding elements. The user interface brings the wireframe to life, ensuring a cohesive visual experience with high-quality images, engaging typography, and a color scheme that matches the brand. The final design is not only functional but also visually attractive, creating an engaging and seamless experience for users to explore and purchase JBL headphones.

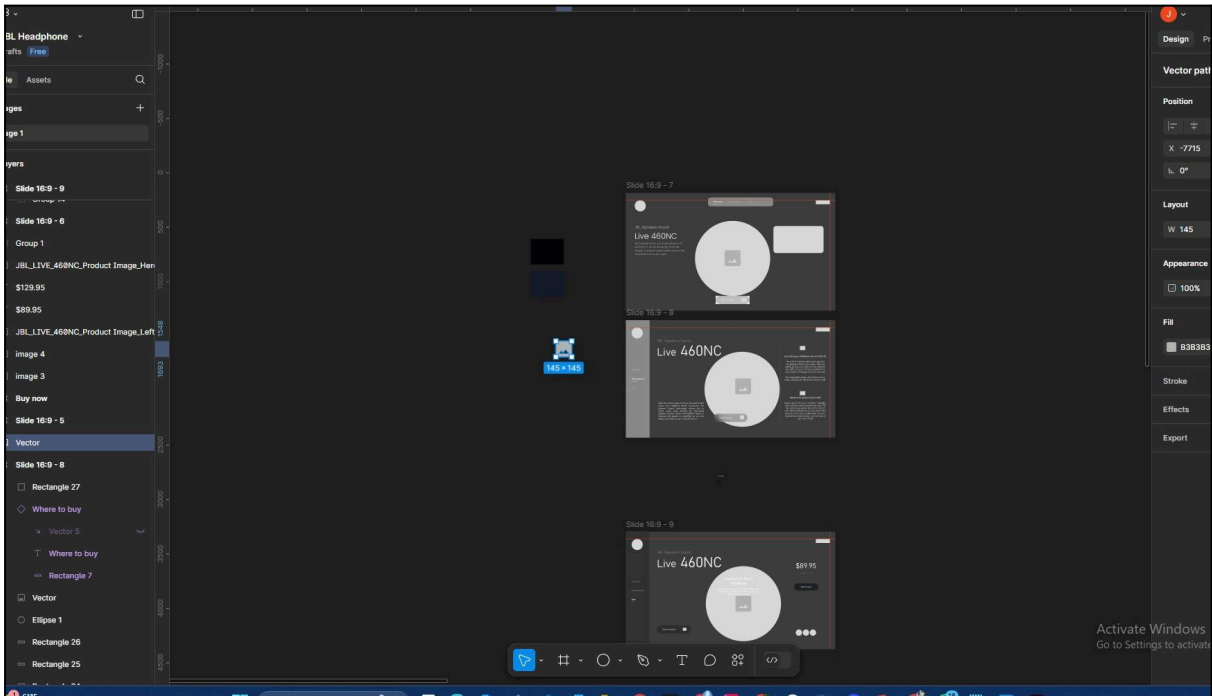
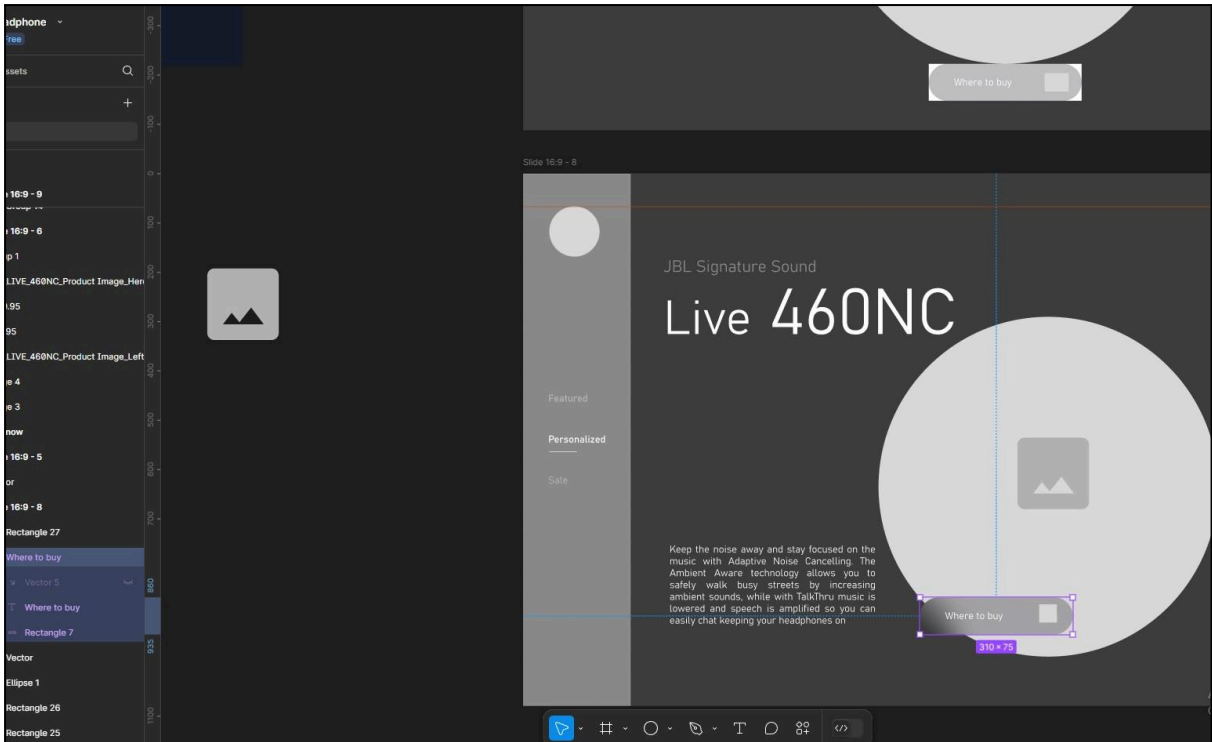


Figure 4.13.1: JBL Headphone Websites WireFrame (Workflow)

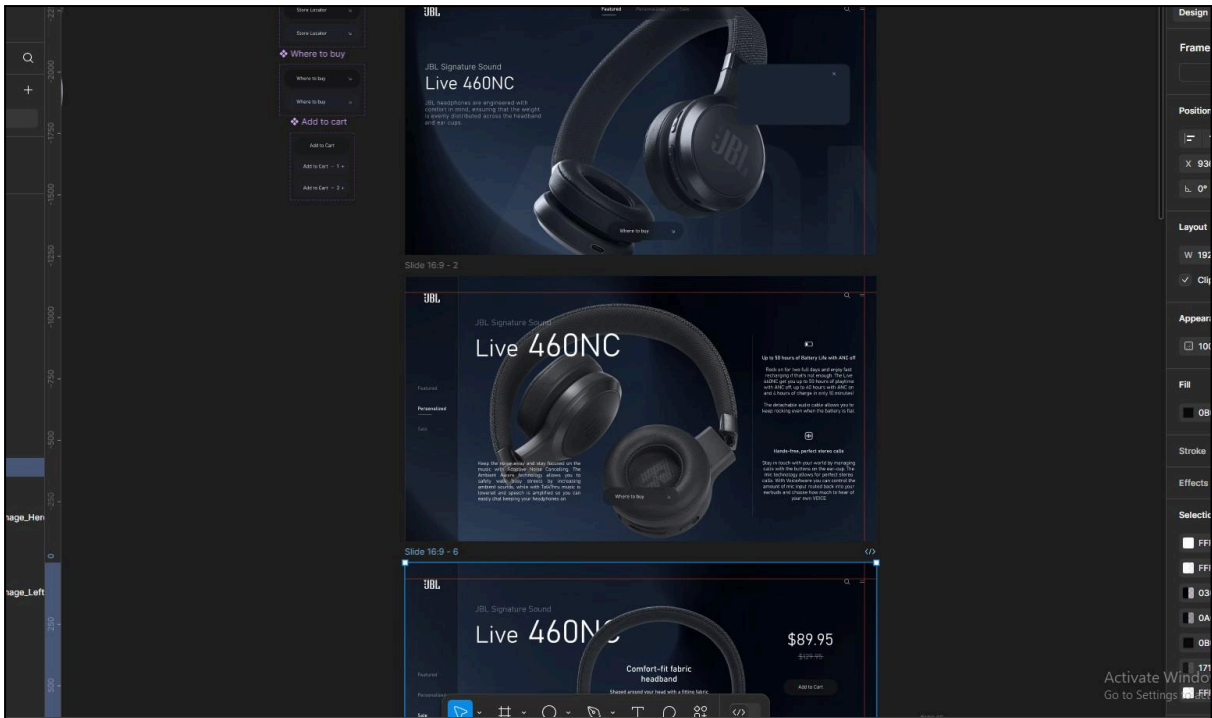


Figure 4.13.2: JBL Headphone Websites WireFrame (Outcome)

The wireframe for the JBL headphones website focuses on a clean and user-friendly layout, featuring sections like product showcases, detailed specs, and easy navigation. It prioritizes clear calls to action, with an emphasis on product images, pricing, and quick access to

purchasing options. The structure is designed to ensure smooth browsing, whether on desktop or mobile.

#### 4.14 Soft Drink Website

A cool drink website design focuses on delivering a vibrant, refreshing, and visually captivating experience to showcase the brand's beverages. The homepage typically features a hero section with bold imagery of the drinks, paired with catchy taglines and engaging animations to grab attention. Bright and energetic colors, often inspired by the brand's flavors, are used throughout the site to convey a sense of fun and excitement.

The navigation is simple and intuitive, allowing users to explore product categories, flavors, and promotional offers easily. Each product page highlights key details like ingredients, nutritional information, and packaging options, accompanied by high-quality visuals that make the drinks look irresistible.

Workflow:

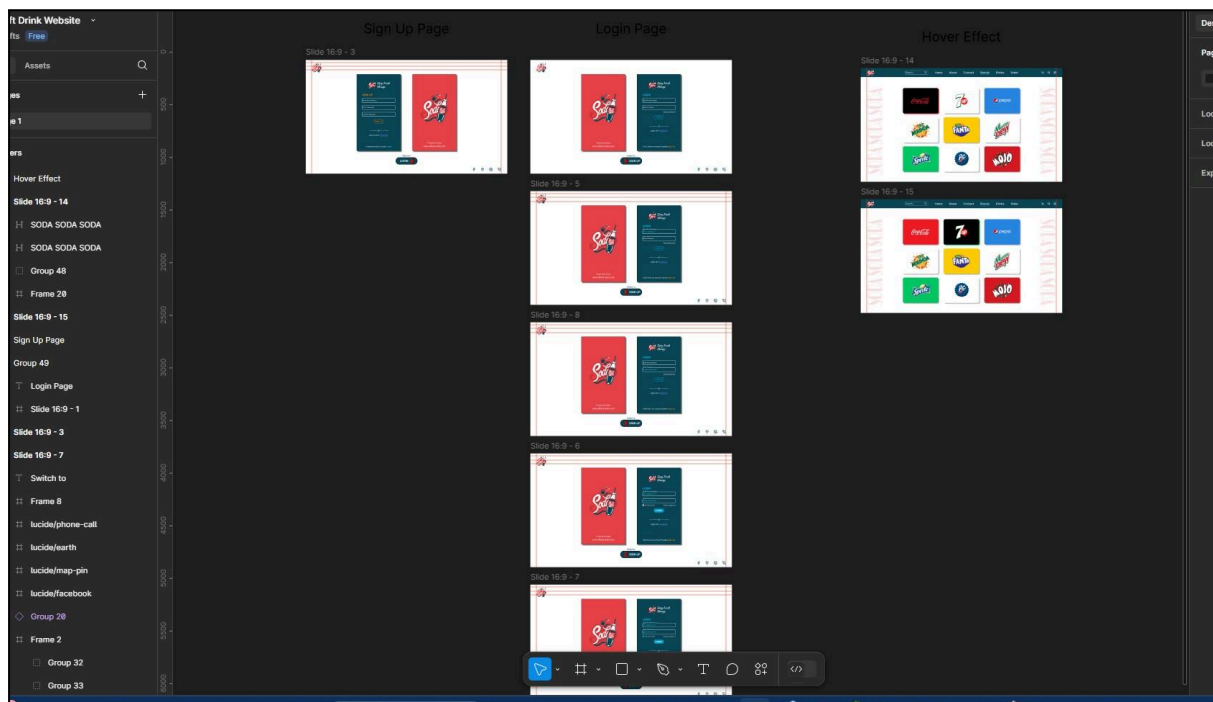


Figure 4.14.1: Soft Drink Website (Sign up, Login)

This design seems to center around a website or web app, likely related to beverages or drinks, with a modern and interactive aesthetic. It includes key features like a Sign-Up Page,

Login Page, and hover effects for product or brand cards. Here's a simplified breakdown:

### Sign-Up Page:

The design uses a split layout, with one side showcasing branding or imagery (a bold red background with a logo) and the other featuring a clean, form-based interface. Call-to-action buttons are clear and prominent to guide users.

### Login Page:

The layout is consistent with the Sign-Up Page, maintaining a cohesive look. It includes secure login fields and may have options like "Forgot Password" for convenience.

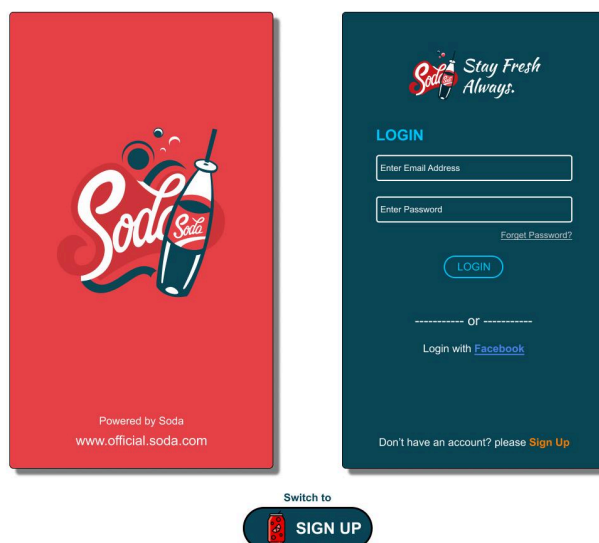
### Hover Effects:

Interactive product or brand cards are arranged in a grid, featuring animations or additional details that appear when hovered over. These effects add an engaging and dynamic feel to the interface.

### Responsive Design:

The layout is optimized for both desktop and tablet screens, with well-spaced elements for adaptability across devices.

# Login Page



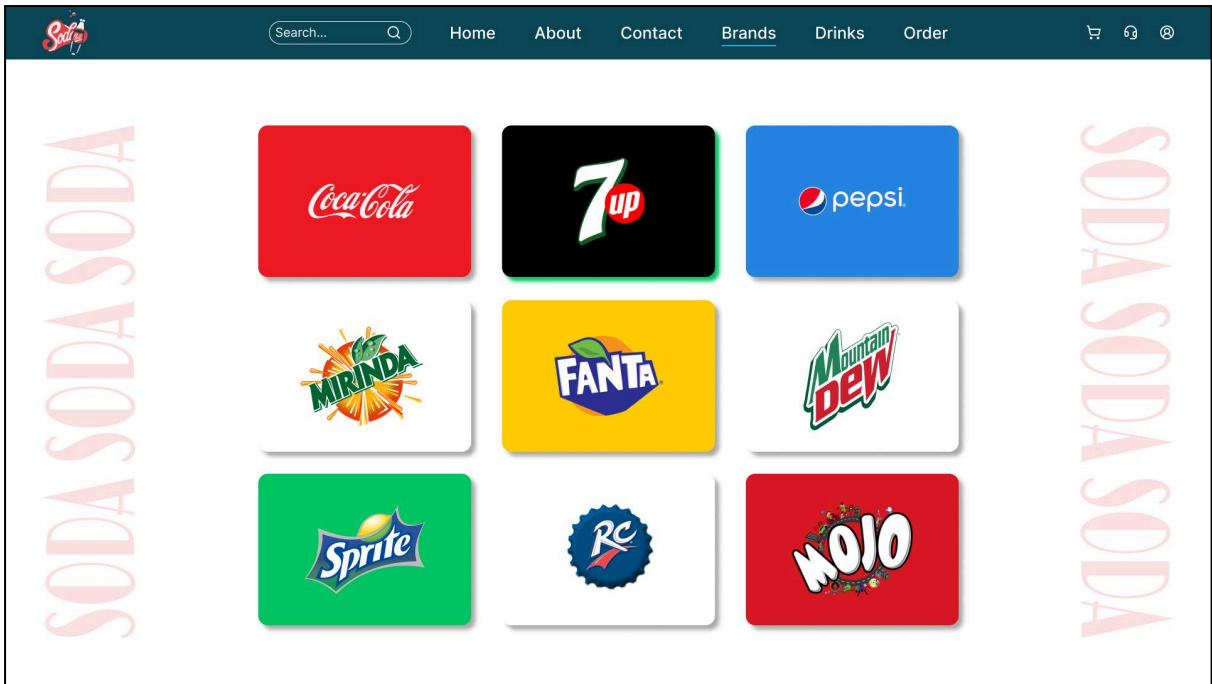


Figure 4.14.2: Soft Drink Website (Outcome)

The design emphasizes bold colors, such as red and navy blue, to evoke energy and excitement. Hover effects and split layouts make the interface visually engaging and user-friendly, creating a seamless experience for users exploring the platform.

## CHAPTER 5

### Conclusion

Concluding my internship experience, these six months have been incredibly enriching and transformative. Working as a UI/UX Design Intern at Privateye allowed me to apply my skills to real-world projects, like designing wireframes for the JBL headphones website, and collaborate closely with senior designers to bring ideas to life. I gained hands-on experience in user research, prototyping, and improving design workflows, which enhanced both my technical expertise and creative thinking.

This internship not only strengthened my understanding of industry practices but also honed my teamwork, communication, and problem-solving abilities. Facing challenges like tight deadlines and balancing client expectations taught me adaptability and resilience.

Overall, the internship provided me with invaluable insights into the design process and the importance of user-centric solutions, boosting my confidence and preparing me for future professional endeavors in UI/UX design. It was a rewarding journey that solidified my passion for design and my commitment to creating meaningful user experiences.

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