AXICUBE

Axicube - Company Desk

Axicube - your ally in the design world of web and mobile appications 😎

We will take care of the whole work cycle with your product: from UX research and ideation – to the ready-to-test prototypes. From the first sketches and wireframes - to the top-level UI design. We will grow your bussiness together ❤️

All our experience from cooperation with global companies will be at your service.

Hello! We’re from Ukraine 🇺🇦

But don’t worry, we are all in the safe regions of our country. With the start of hostilities, we decided not to stop working and continue rocking, paying salaries and taxes, and helping the army. We are convinced that Ukraine will win and be an independent and prosperous country. We are thankful to the whole civilized world for its help. That is why it is vital now to work on this common goal.

That's why we are looking for new projects, not taxis!
From Ukraine 🇺🇦 With love ❤️

Approach and Services

SERVICES

UX Consulting and Audit

We will analyze your existing product and do deep research on users’ needs and journeys. As a result, we will provide you with a new, improved strategy that will influence all processes you take in your solution.

- Expert review
- Heruisitc analysis
- User Journey Research
- UX/UI Concept creation
- UX Audit report

Web and SaaS UI/UX design

Creating complex websites for Fintech, Accounting, Elearning, CRM systems, and SaaS products is our calling. We immerse ourselves in the business and create a comprehensive solution that covers the needs of the company and solves the problems of users.

- Discovery and UX Research
- UI/UX design
- Prototyping
- Design System

Mobile App Design

We have significant experience creating native and cross-platform mobile applications for various fields. Our products are popular with users, and most importantly, with our work, we rich our clients' business goals.

- Discovery and UX Research
- UI/UX design
- Prototyping
- User Testing
- Design System / UI Kit

SERVICES

Branding & Graphic Design

Modern business has to have not only a logo but also a full-fledged branding. We have excellent experience in creating recognizable and high-quality logos and brand books for digital products and startups worldwide.

- Visual research
- Logo design
- Brandbook
- Cusotm illustrations

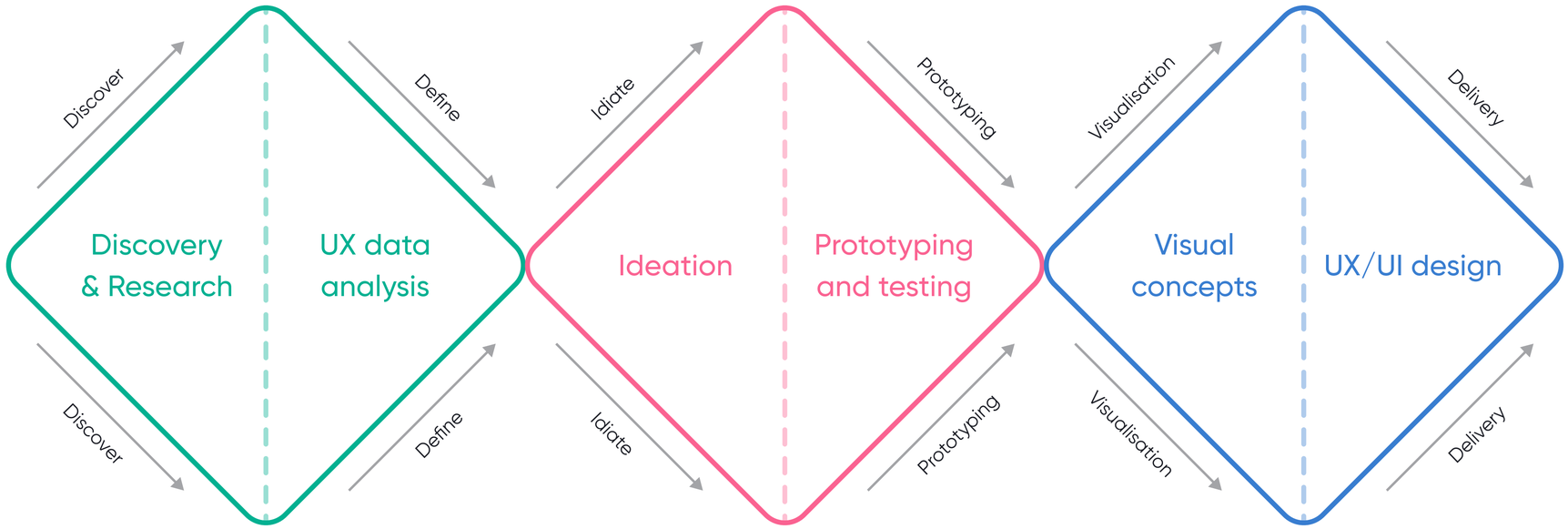
Landing pages and Web design

Creating a converting landing page for your business or a complex website with many pages is an essential task to get you new customers and make your product and company known to millions of people.

- Discovery and UX/UI Research
- Web design
- Responive design
- Design System

TYPICAL WORKFLOW

Every project requires a unique approach and workflow. We always suggest a list of activities and workshops that give maximum benefits and save your budget and time. This typical workflow represents the most important and valuable part of the Design Process.



MISSION

More than design – we build users' comfort! We work to help businesses reveal their potential.

Works

INNER BELIEF

Deep hypnosis application for the globally acclaimed therapist

Marisa Peer

Learn How to Master Your Thoughts and Transform Your Life Through Marisa’s Best-selling Programs, Audios, Books, and Meditations.

Headquarters

Santa Monica, CA, USA

Industry

Startup, Well-being, Mental Health, Coaching

Services we provided

- Branding
- UX design
- UI design

The client

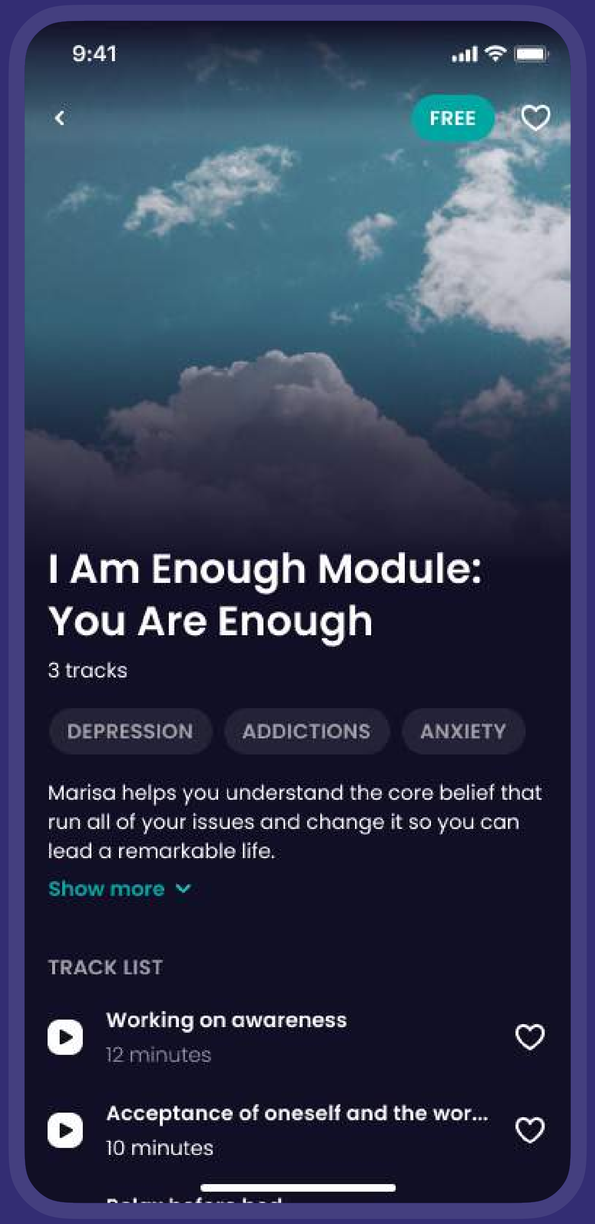
Marisa Peer is a globally acclaimed therapist, best-selling author, and award-winning speaker. She provides a wide range of services, including deep hypnotherapy and meditation lessons.

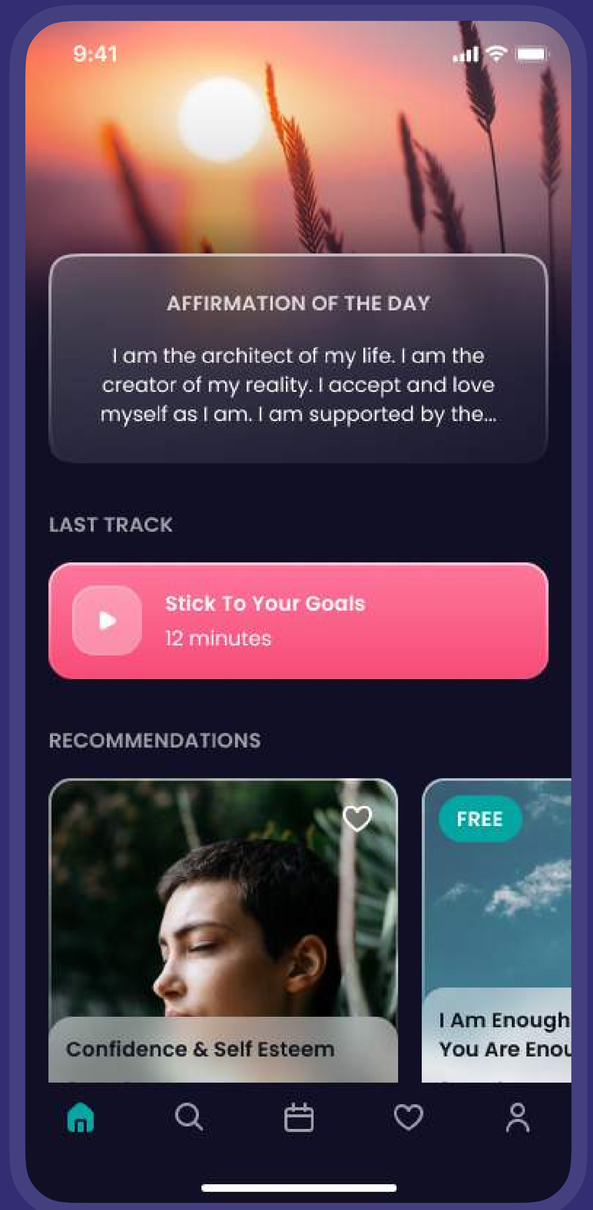
The problem

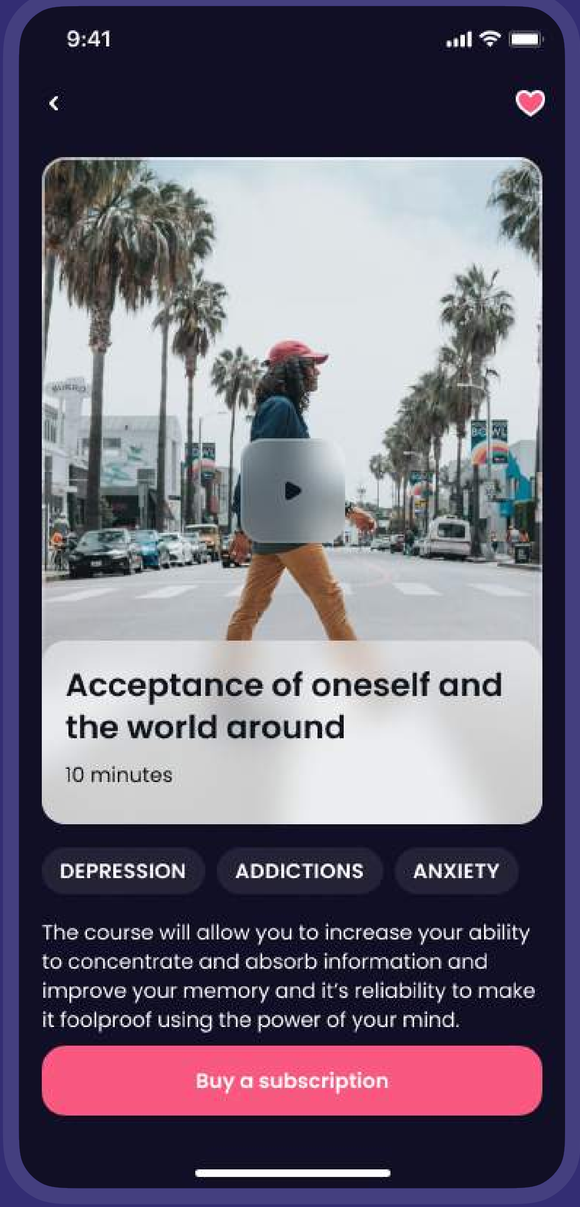
As a famous specialist, Marisa wants to grow her audience and be connected to them regularly. For the first touch, we choose a meditation competitor - deep hypnosis. Therefore, the deep hypnosis must be repeated daily and without disturbing. Also, everybody needs personal suggestions based on their mental needs.

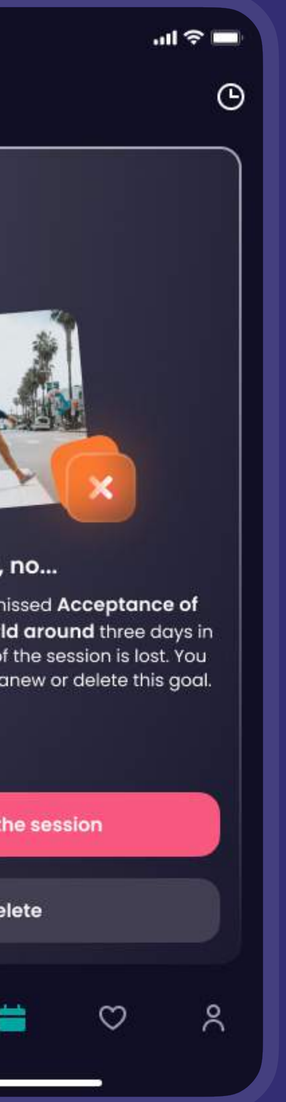
The solution

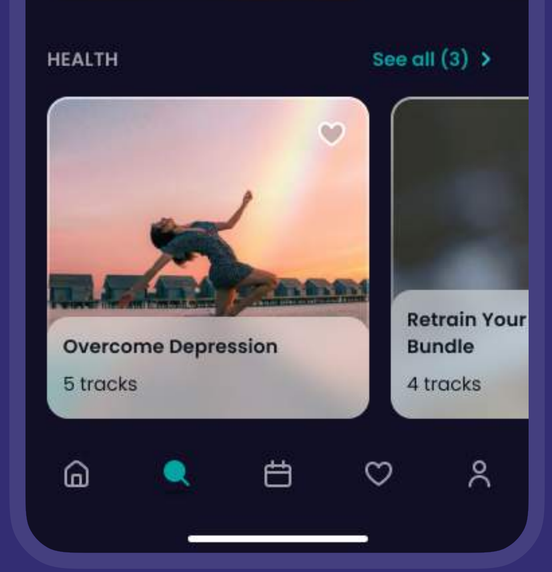
We have designed an interface with a unique audio player focused on the uninterrupted hypnosis session. The user journey began from the market, with individual suggested tracks, to the daily scheduled session. We help to build a habit but not only listen to Marisa's tracks.

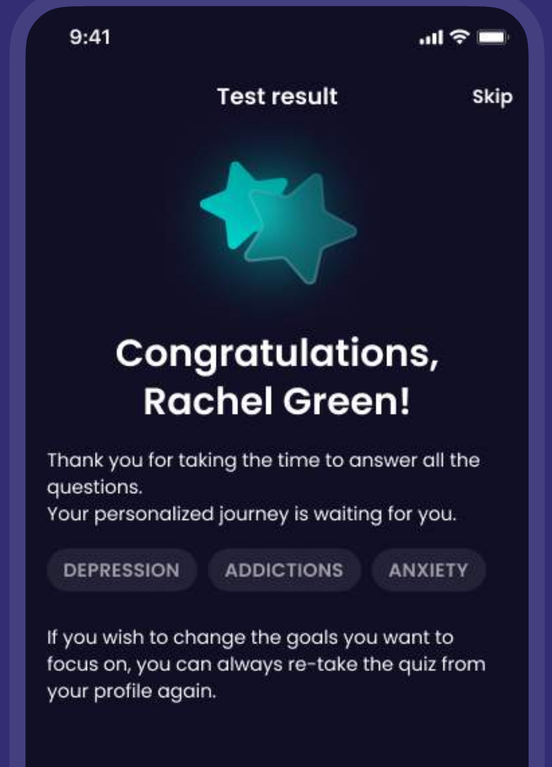

9:41
FREE
I Am Enough Module: You Are Enough
3 tracks
DEPRESSION
ADDICTIONS
ANXIETY
Marisa helps you understand the core belief that run all of your issues and change it so you can lead a remarkable life.
Show more
TRACK LIST
Working on awareness
12 minutes
Acceptance of oneself and the wor...
10 minutes

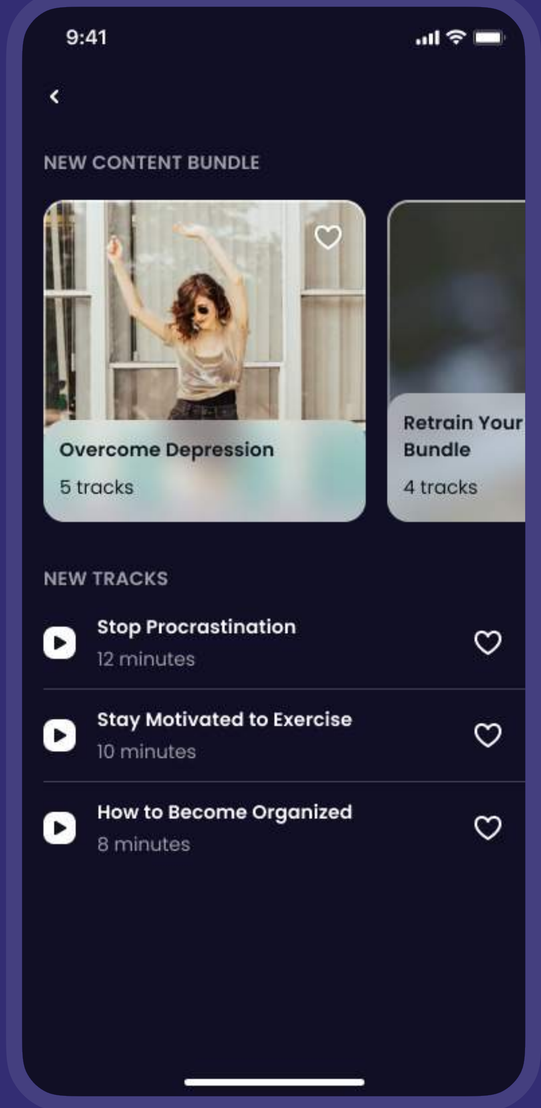

9:41
AFFIRMATION OF THE DAY
I am the architect of my life. I am the creator of my reality. I accept and love myself as I am. I am supported by the...
LAST TRACK
Stick To Your Goals
12 minutes
RECOMMENDATIONS
Confidence & Self Esteem
FREE
I Am Enough
You Are Enou


9:41
Acceptance of oneself and the world around
10 minutes
DEPRESSION
ADDICTIONS
ANXIETY
The course will allow you to increase your ability to concentrate and absorb information and improve your memory and it's reliability to make it foolproof using the power of your mind.
Buy a subscription

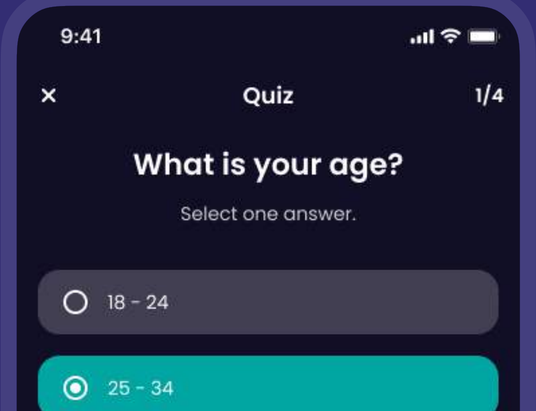

, no...
nissed Acceptance of
ld around three days in
f the session is lost. You
anew or delete this goal.
the session
elete

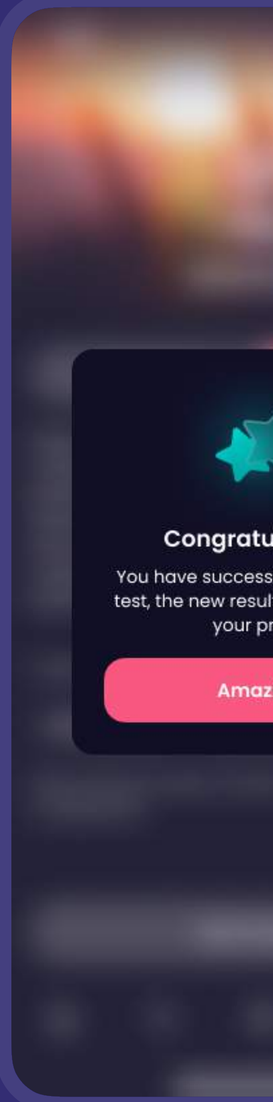

HEALTH
See all (3)
Overcome Depression
5 tracks
Retrain Your
Bundle
4 tracks

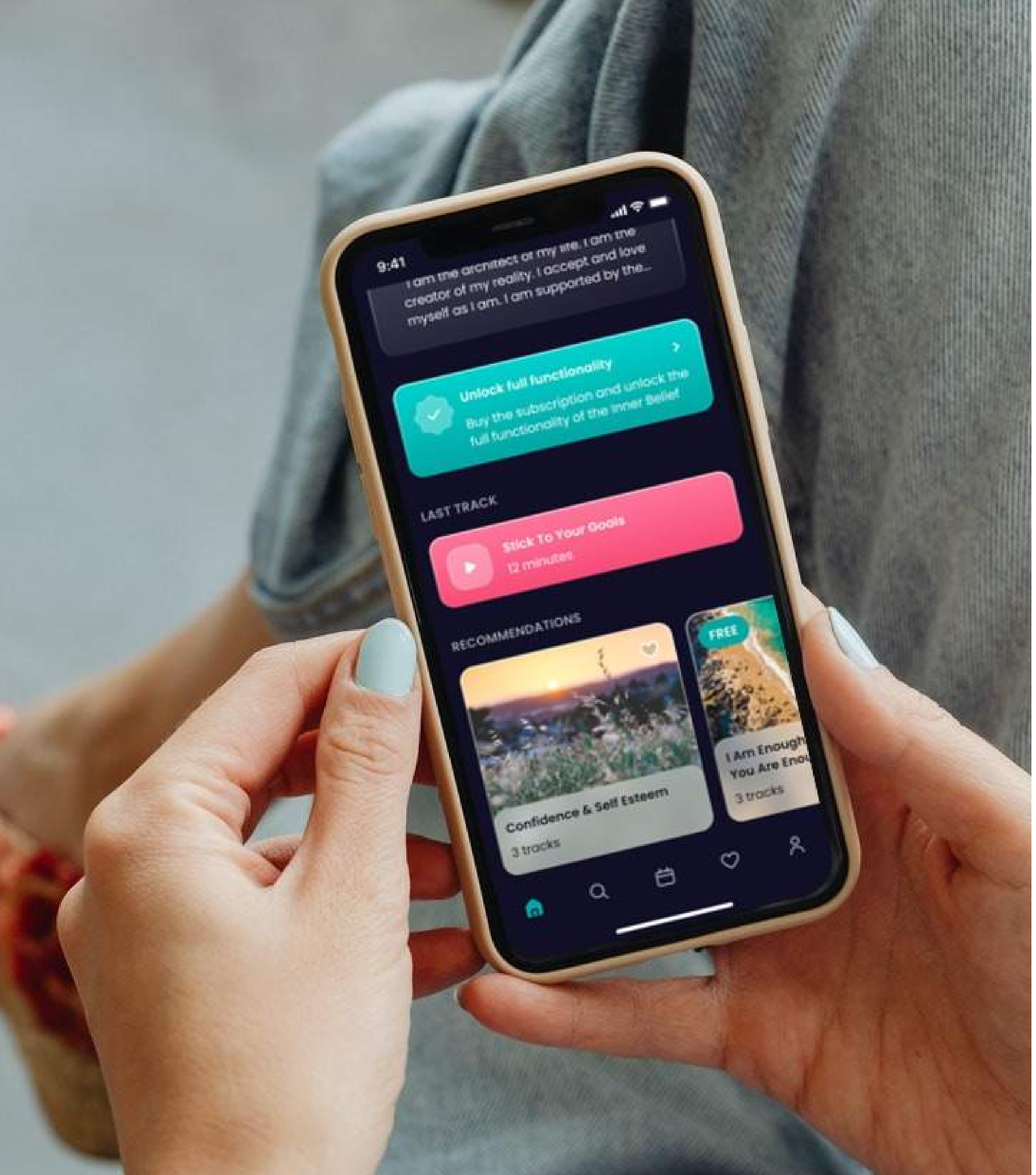

9:41
Test result
Skip
Congratulations,
Rachel Green!
Thank you for taking the time to answer all the
questions.
Your personalized journey is waiting for you.
DEPRESSION
ADDICTIONS
ANXIETY
If you wish to change the goals you want to
focus on, you can always re-take the quiz from
your profile again.

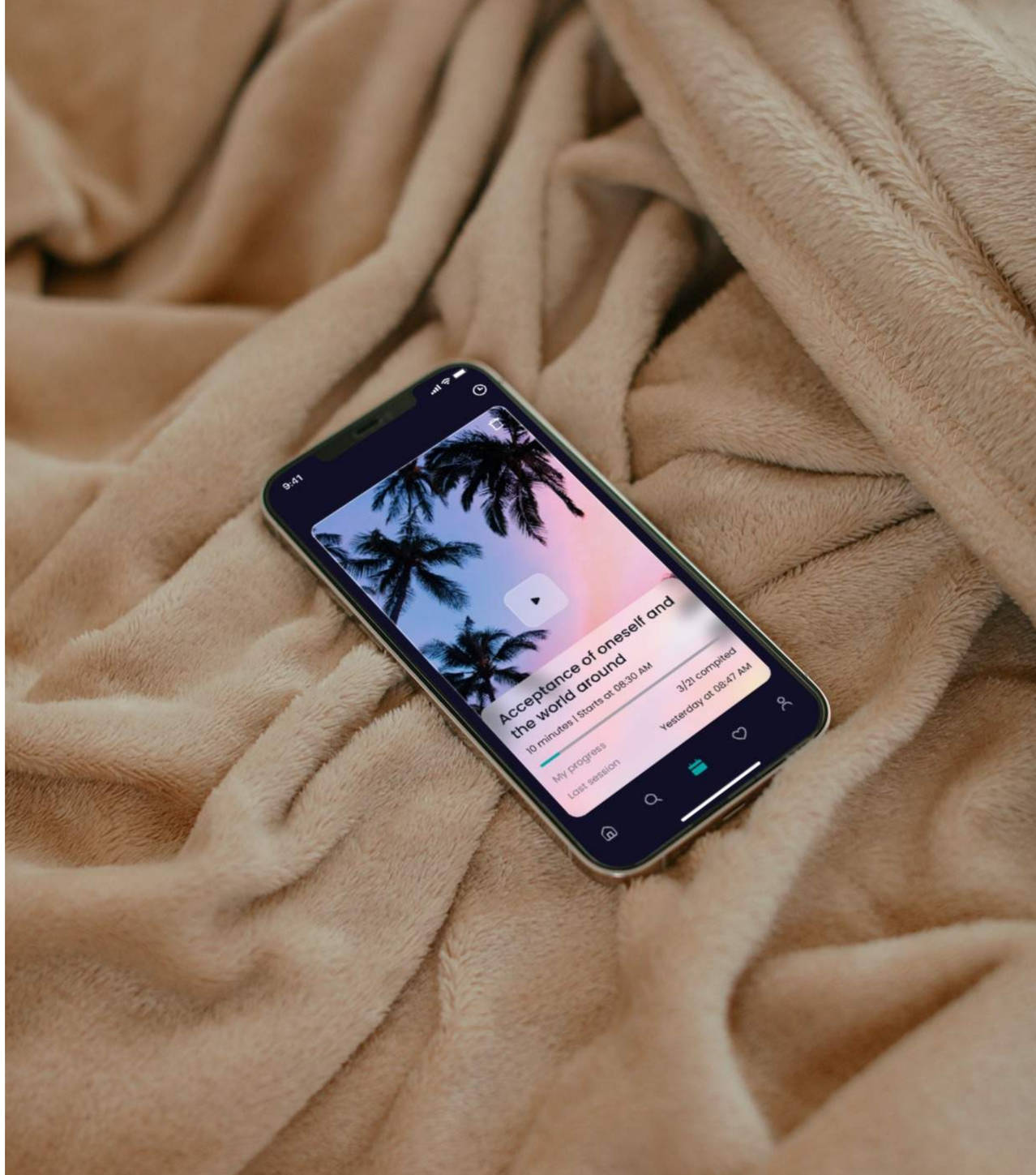

9:41
NEW CONTENT BUNDLE
Overcome Depression
5 tracks
Retrain Your
Bundle
4 tracks
NEW TRACKS
Stop Procrastination
12 minutes
Stay Motivated to Exercise
10 minutes
How to Become Organized
8 minutes

Rachel Green
ANALYTICS
PREFERENCES
32
Hypnosis hours
4
Finished Sessions
32
Finished Randomly
17
Longest Streak


9:41
Quiz
1/4
What is your age?
Select one answer.
18 - 24
25 - 34

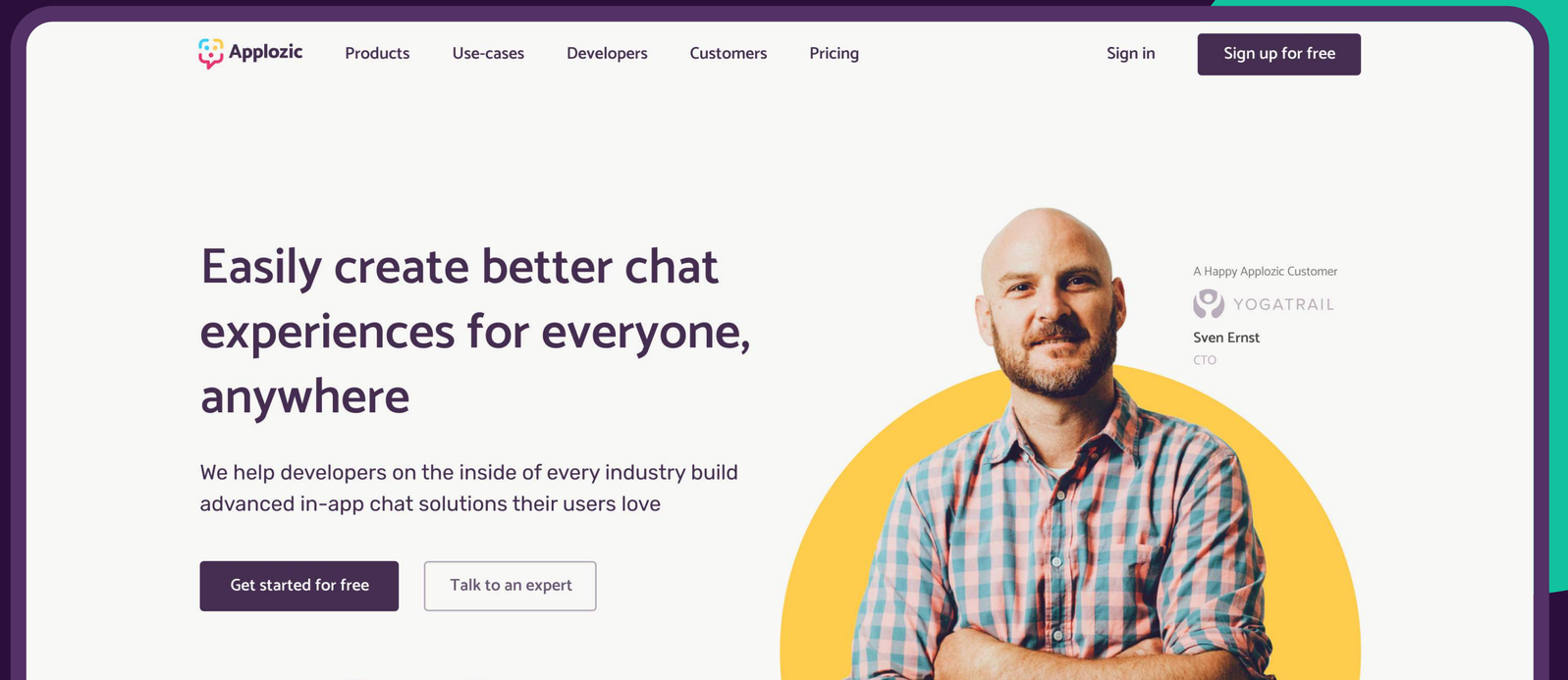

Congratu
You have success
test, the new resul
your pr
Amaz


9:41
I am the architect of my life. I am the creator of my reality. I accept and love myself as I am. I am supported by the...
Unlock full functionality
Buy the subscription and unlock the full functionality of the Inner Belief
LAST TRACK
Stick To Your Goals
12 minutes
RECOMMENDATIONS
FREE
Confidence & Self Esteem
3 tracks
I Am Enough
You Are Enou
3 tracks


9:41
Acceptance of oneself and the world around
10 minutes | Starts at 08:30 AM
3/21 compited
Yesterday at 08:47 AM
My progress
Last session

APPLOZIC

Revitalising the website and brand for the in-app chat solutions platform



Applozic

Rebranding and corporate site redesign starting from the Design Concept to the building scalable Design System. Complex redesign entailed a change in the Product Visual style too.

Headquarters

San Francisco, CA, USA

Industry

Startup, SaaS, In-App Chat

Services we provided

- Branding
- UX design
- UI design
- Product design
- Web design

The client

Applozic brings real-time engagement with chat, video, and voice to your web, mobile, and conversational apps. We power emerging startups and established companies with the most scalable and powerful chat APIs, enabling application product teams to drive better user engagement, and reduce time-to-market.

The problem

The product is used and loved by customers and developers from over 50+, from online marketplaces and eCommerce to on-demand services, to Education Tech, Health Tech, Gaming, Live-Streaming, and more. We need to create a universal and scalable visual language that shows company value and evolution.

The solution

Our team design a new visual language and communication style for Applozic. We have created different blocks, which could be reused on many screens depends on business needs. Our graphic elements are understandable for different types of users and could be adapted for special needs.

Applozic Products Use-cases Developers Customers Pricing Sign in Sign up for free

Easily create better chat experiences for everyone, anywhere

We help developers on the inside of every industry build advanced in-app chat solutions their users love

Get started for free | Talk to an expert

Scale your business, launch quickly, and accelerate conversions with confidence

Most chat solutions take years to develop, are outrageously expensive, and lack the compliance capabilities you need to lead your team from idea to launch. With Applozic, you can design, create, and enter the market at a much faster rate, while building genuine relationships with your customers through connections that matter.

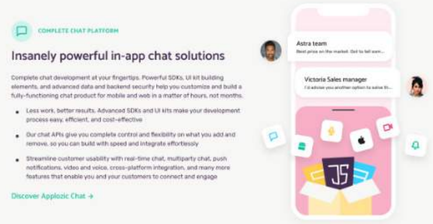
Whether you work in finance, tech, eCommerce, healthcare, or nonprofits, Applozic can help your team overcome time constraints with the ultimate in-app chat solution—built for developers, by developers.

Get started for free

150,000+
Developers build with Applozic

10,000+
Active applications across all platforms

1,000+
Companies grow with Applozic



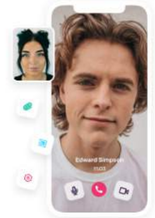
COMPLETE CHAT PLATFORM

Insanely powerful in-app chat solutions

Complete chat development at your fingertips. Powerful SDKs, UI kit building elements, and advanced data and backend security help you customize and build a fully-functioning chat product for mobile and web in a matter of hours, not months.

- Less work, better results. Advanced SDKs and UI kits make your development process easy, efficient, and cost-effective
- Our chat APIs give you complete control and flexibility on what you add and remove, so you can build with speed and integrate effortlessly
- Streamline customer usability with real-time chat, multiparty chat, push notifications, video and voice, cross-platform integration, and many more features that enable you and your customers to connect and engage

Discover Applozic Chat →



SEAMLESS VIDEO & AUDIO

Engage your community with clear video and voice messaging

Connect with people, not robots. Communicate with anyone through clear, crisp, and API-powered video for your most seamless conversations yet—the perfect developer-friendly platform for your industry.

- Build real-time HD video and audio experiences alongside chat, so customers will hop in eagerly and stick around longer
- Integrates and tests in minutes, and scales effortlessly to match your pace
- Keep users engaged with high-quality interactive video segments

Discover Applozic Voice & Video →

EXPERT DATA MODERATION

Manage, track and monitor your analytics with ease

Visualize your data, analytics, and security details, all in one place.

- Central Dashboard allows you to view data points and analytics, review with your team, and then export everything to your preferred doc in minutes
- Reduce unwanted discrimination at your command, right through the server
- Gain admin control to oversee any and all changes, and make decisions to keep your server responsibly managed and delightful to use

Learn more about data moderation →

TOP-NOTCH SECURITY

Security protocols and infrastructure that protects your data, every step of the way

Never worry about security again. Your data is protected with us at all times, thanks to a collection of chat servers powered by advanced encryption protocols.

- Advanced encryption protects your data from eavesdroppers, hackers, and unwanted modification attempts
- Compliant with and hosted by AWS for far-reaching data distribution and protection
- Choose between dedicated and shared hosting to ensure your security is protected in the right place

Learn more about security →

Put your industry first with messaging that connects, grows, and converts

Streamline your messaging and increase revenue, from personalized customer chats, to advanced data collection, to smart trust-building tactics, and more—no matter where you are or what you do. Check it out.

Marketplaces

Increase your average order sizes, deliver personalized messages to your customers, and supercharge your in-app purchases by reaching customers at their highest purchase intent.

Learn more →

- Healthcare
- Education
- Live Streaming
- On-Demand Services

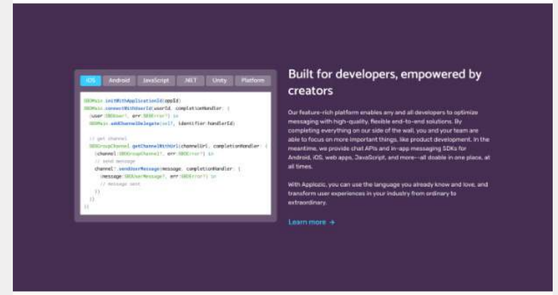
1000%
Increase in customer engagement for a global athletics network

320%
Boost in screen views for a fashion social media shopping app

20%
Increase in lead generation through mobile chat for #1-ranked property site

One thing we love about Applozic is their easy-to-understand documentation. This made the overall setup super quick and saved us months of development time.

Richard Delamore,
Co-Founder & CEO, Antiloumo



Built for developers, empowered by creators

Our feature-rich platform enables any and all developers to optimize messaging with high-quality, flexible end-to-end solutions. By completing everything on our side of the wall, you and your team are able to focus on more important things, like product development. In the meantime, we provide chat APIs and in-app messaging SDKs for Android, iOS, web apps, JavaScript, and more—all doable in one place, at all times.

With Applozic, you can use the language you already know and love, and transform user experiences in your industry from ordinary to extraordinary.

Learn more →

Enterprise-ready, always

From ambitious startups to thriving enterprise companies, we create messaging that attracts the right people and builds relationships worth trusting, without ever having to build from scratch. No matter where you're positioned in your business or how early you are in the development cycle, we can help you build, elevate, and secure those connections you seek with your customer base, so you can launch with confidence.

Learn more →

We've got your back

Developers from many business backgrounds, from startups to enterprises, trust our chat solutions to create messaging that works. Plus, if you're feeling stuck, our team of experts are always available to help you 24/7.

Talk to an expert →

Never again lose customers to clunky messaging

Build meaningful connections with the ultimate real-time chat, video and audio platform, today.

Get started for free

Applozic Products Use-cases Developers Customers Pricing Sign in Sign up for free

Real-time Engagement for Enterprise

The ultimate secure in-app chat and messaging platform for the modern enterprise. Experience 99.999% uptime SLA, personalized onboarding, optimal data security, and smooth enterprise-grade compliance.

Talk to an expert

Enterprises who use us, love us...

From not-for-profit organizations to global corporations, enterprises choose Applozic for optimum scalability, support, security, and advanced in-app chat messaging that grows with your brand, not against it. We power over half a billion API messages for enterprise each day – and counting.

amdocs hp BBVA Santander DXC.technology

You deserve secure, actionable messaging for your enterprise

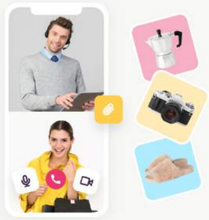
Our complete in-app chat API and SDK platform delivers robust uptime SLA, tight-knit security compliance, and onboarding service support you won't find anywhere else.

Applozic Products Use-cases Developers Customers Pricing Sign in Sign up for free

Marketplaces & eCommerce

Make more sales, delight more customers, and bridge the gap between buyer and seller with web and mobile messaging that puts shoppers first.

Get started for free Talk to an expert



POSH SOKO grability

Most online marketplaces are full of noise, and your shoppers are walking through it every single day

Many consumers are too often forced to toggle between their shop of choice and outsourced messaging channels. Start engaging shoppers through our in-app messaging platform, and watch as your customers close more transactions, experience a much safer digital environment, and drive higher engagement.

Real-time Conversations
Close more transactions through interactive supply and demand through real-time voice, video and chat messaging

Safer Digital Environment
Encourage safety and full-time moderation with your users, by blocking, removing or dismissing spammers and policy violators

Personalized Experiences
Bridge the gap between buyer and seller interaction with web and mobile messaging that puts your customers first.

Top-Notch Security
Protect your customers' shopping with multiple security measures, from flexible data hosting to two-time user authentication

Boost Conversions & Retention
Reduce churn, increase conversations, and retain more customers through omnichannel messaging that treats your shoppers like people, not numbers

Build Trust & Loyalty
Reach your customers at their highest purchase intent and reduce cart abandonment with actionable, targeted messages

Want to see how it works for your marketplace?

Try Applozic Chat for free

CASE STUDY

"Ecommerce retail and fashion consulting brand, Look At Me (LAM) uses Applozic's complete messaging platform to get more

Applozic Products Use-cases Developers Customers Pricing Sign in Sign up for free

Build and ship real-time chat in hours, not months

Timely, cost-efficient chat and messaging APIs, SDKs and customizable UI kits at your fingertips. Build what you want–and what your customers need--all in an easily integratable platform for your web and mobile apps.

Get started for free Talk to an expert

CBS Interactive telenet PROGUIDES

Reaching your customers has never been easier

Experience powerful UI customization, lightning-fast integration, and messaging APIs and SDKs suited for the most broadly-used digital platforms.

How do we do it? See for yourself...

Never build from scratch again
Use our advanced customizable UI kit to create exactly what you want, with tools so easy to use you won't believe how quickly you finish each project.

User-friendly integration on every platform
Integrate every feature you need across multiple platforms without the hassle of outsourced installations and confusing tools.

Modern chat for modern users
Flexible APIs and SDKs made for easy in-app changes, effortless online and offline messaging, media sharing, notifications, and more.

Ditch the frustrating tools. Keep development simple

Most chat platforms take months, or even years, to create. So, we did something about it, with chat SDKs and APIs that make it easier than ever for developers to build

Applozic

Visual Identity Guidelines

Logo

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

Applozic

Logo

Color palettes

Cloudy white		Aubergine		Mountain Meadow		Light Yellow	
HEX	F7F7F5	HEX	2C0E3B	HEX	12C29F	HEX	FFCD4D
CMYK	2-1-2-0	CMYK	83-96-44-55	CMYK	71-0-51-0	CMYK	0-19-81-0
RGB	247-247-245	RGB	44-14-59	RGB	18-194-159	RGB	255-205-77

Turquoise		Dark Pink	
HEX	34D9FE	HEX	EB366E
CMYK	56-0-2-0	CMYK	1-93-35-0
RGB	52-217-254	RGB	235-254-110

One-color use

Color combinations

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

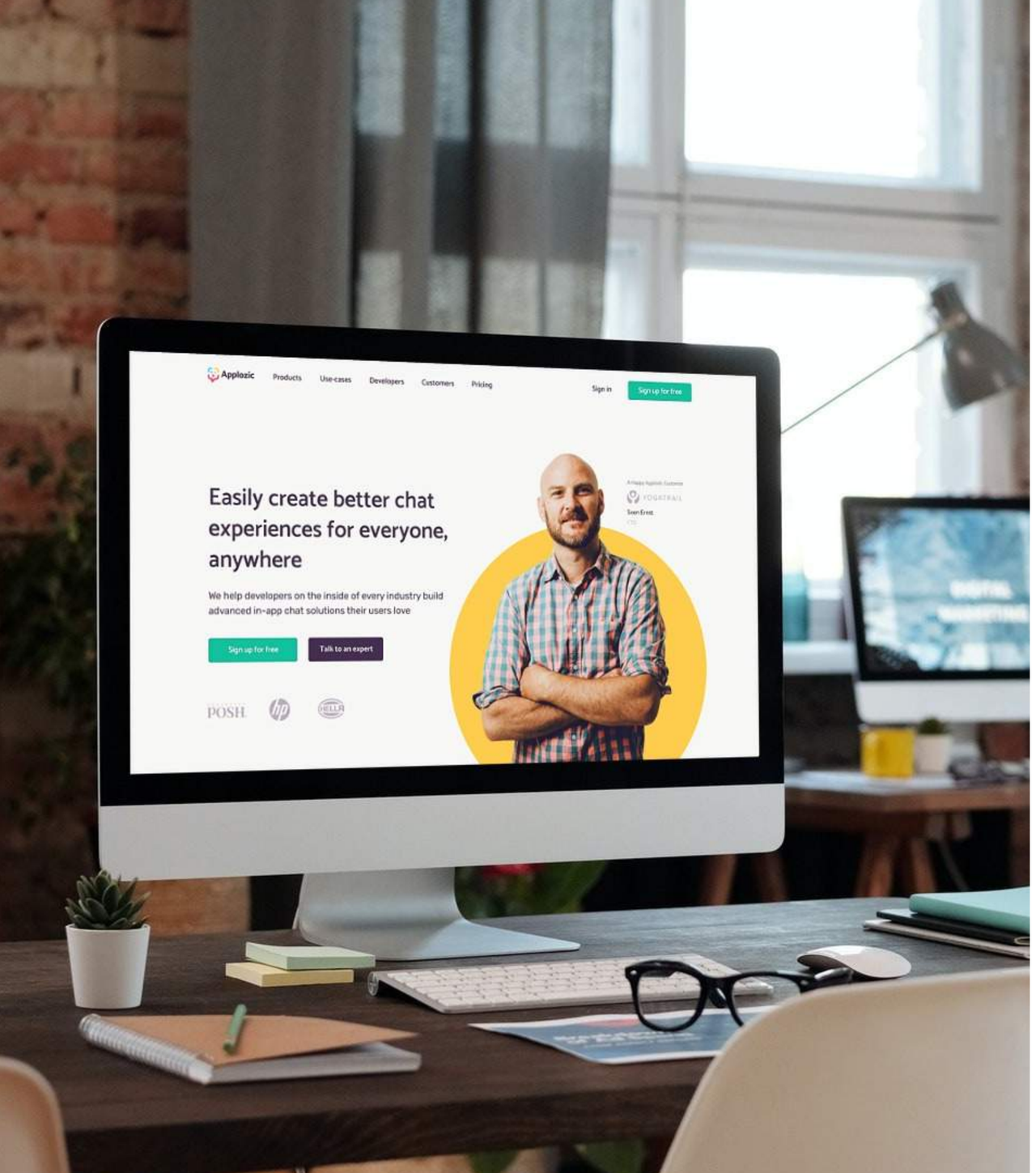
Patterns

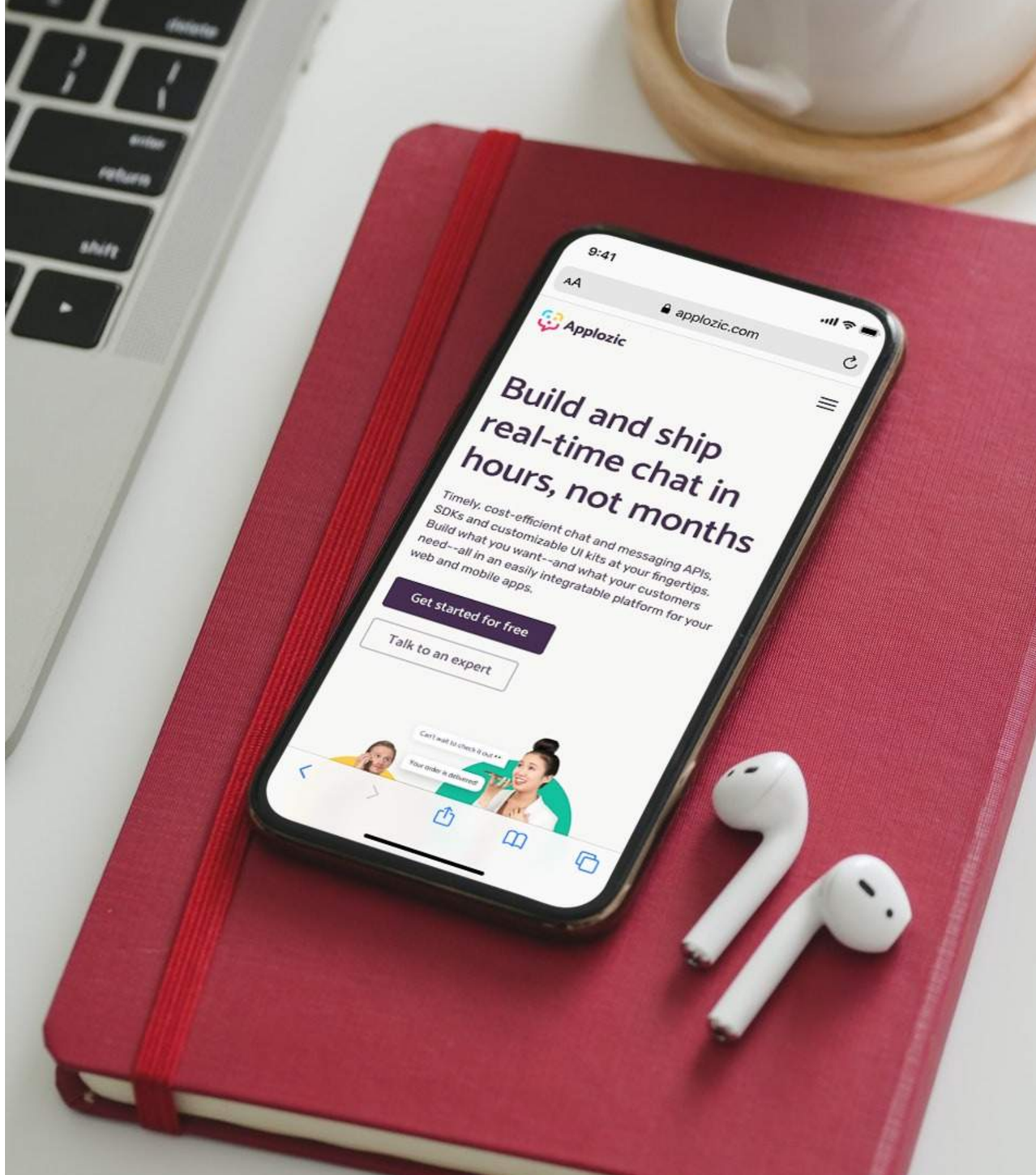
Brandign elements

Typography

Aa

Scale your business, launch quickly, and accelerate conversions with confidence


Applozic
Products
Use-cases
Developers
Customers
Pricing
Sign in
Sign up for free
Easily create better chat experiences for everyone, anywhere
We help developers on the inside of every industry build advanced in-app chat solutions their users love
Sign up for free
Talk to an expert


9:41
AA
applozic.com
Applozic
Build and ship real-time chat in hours, not months
Timely, cost-efficient chat and messaging APIs, SDKs and customizable UI kits at your fingertips. Build what you want--and what your customers need--all in an easily integratable platform for your web and mobile apps.
Get started for free
Talk to an expert

89.67%

Monthly Visits Growth after redesign

1,119.35%

Visit Duration Growth after redesign

Open case on Behance

Open website

The Result

Close collaboration with content writers, developers, and Applozic management gave us a chance to implement the design in a very short time frame. The first pages going live in 2 months! After that, we go ahead step-by-step and improve the design of every page. We've created separate Landing pages for numerous Applozic products and this way we increase the conversion tenfold! Today we support Applozic as on-demand Design Partners.

“Eugene and Valentyn were able to understand our expectation and meet our stringent timeline without compromising on quality, good job by team Axicube.”

Satya Ganni

Founder and CEO at Applozic

YANGOL

Creating an HRM System and employee onboarding app for the startup

Yangol

Product design for HRM startup. The new age of onboarding experience for HR's and employees. We've designed HRM system and mobile app for employees.

Headquarters

Berlin, Germany

Industry

Startup, SaaS, HRM system

Services we provided

- Branding
- UX Research
- UX design
- UI design
- Product design
- Mobile App design
- Web design

The client

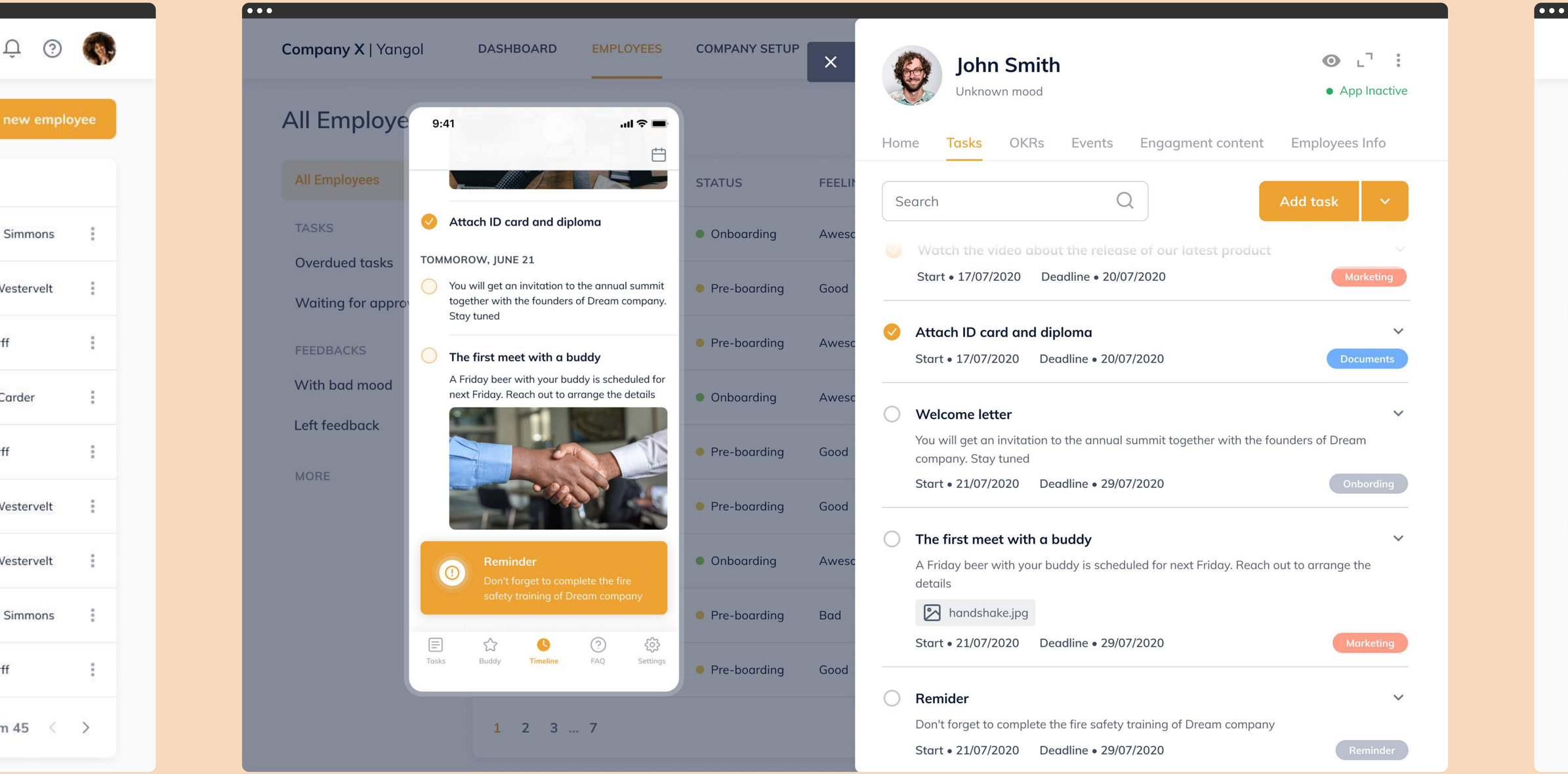
Yangol is a technology company creating outstanding employee journeys. Yangol's goals are to improve the pre- and onboarding experience for candidates, and save costs by reducing employee turnover rate. Automate your processes, prevent burnouts & early resignations, structure your employee journey & stay on top of the game!

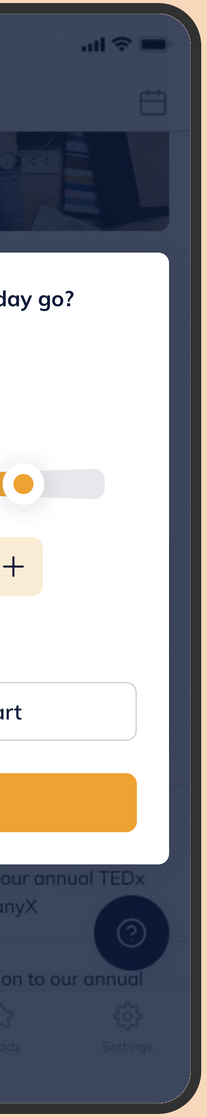
The problem

We need to simplify this pre- and onboarding experience for employees and make it clearer and remove all "bottlenecks" from their Journeys. On the other hand, we want to automate HR's process and give them a flexible tool for communication with newbies.

The solution

Conducting UX Research and understanding the main domain issues give us a chance to create an outstanding Journey for both roles. HR could control the process from the beginning and keep it under the radar. All content easily customizable, and updated in few clicks. Thanks for it employees will be informed on time and have all related details to hand.


Company X | Yangol
DASHBOARD
EMPLOYEES
COMPANY SETUP
All Employe
All Employees
TASKS
Overdued tasks
Waiting for appro
FEEDBACKS
With bad mood
Left feedback
MORE
STATUS
FEELI
Onboarding
Awesc
Pre-boarding
Good
Awesc
Pre-boarding
Awesc
Onboarding
Awesc
Pre-boarding
Good
Pre-boarding
Good
Onboarding
Awesc
Pre-boarding
Bad
Pre-boarding
Good
1 2 3 ... 7
9:41
Attach ID card and diploma
TOMMOROW, JUNE 21
You will get an invitation to the annual summit together with the founders of Dream company. Stay tuned
The first meet with a buddy
A Friday beer with your buddy is scheduled for next Friday. Reach out to arrange the details
Reminder
Don't forget to complete the fire safety training of Dream company
Tasks
Buddy
Timeline
FAQ
Settings
John Smith
Unknown mood
App Inactive
Home
Tasks
OKRs
Events
Engagment content
Employees Info
Search
Add task
Watch the video about the release of our latest product
Start • 17/07/2020
Deadline • 20/07/2020
Marketing
Attach ID card and diploma
Start • 17/07/2020
Deadline • 20/07/2020
Documents
Welcome letter
You will get an invitation to the annual summit together with the founders of Dream company. Stay tuned
Start • 21/07/2020
Deadline • 29/07/2020
Onbording
The first meet with a buddy
A Friday beer with your buddy is scheduled for next Friday. Reach out to arrange the details
handshake.jpg
Start • 21/07/2020
Deadline • 29/07/2020
Marketing
Remider
Don't forget to complete the fire safety training of Dream company
Start • 21/07/2020
Deadline • 29/07/2020
Reminder



52
UNDONE

7
DONE

1
REJECTED

REJECTED
1 Task

DOCUMENTS
4 Tasks

Resubmit your ID Card
Please upload the front and back side of your ID Card. You can also take a picture directly from the app

Attach your diploma
Please provide a scan of your highest degree diploma

Attach your medical insurance
Please provide a copy of your medical insurance. Further

Tasks Buddy Timeline FAQ Settings

9:41

Hello, Andrew

We will meet you in 7 weeks!

TODAY, JUNE 20

Watch the video about the release of our latest product.

Reminder
Don't forget to complete the fire safety training of Dream company

TOMMOROW, JUNE 21

Have a look at your new workplace

Tasks Buddy Timeline FAQ Settings

9:41

Tasks OKRs

60 TASKS TO BE DONE

KR Increase unit test coverage to 75% of code
50%

O Refactor our old user management module
90 %

KR Survey 5 external API users regarding

Tasks Buddy Timeline FAQ Settings

9:41

Tasks OKRs

70% of OKRs
FOR 6 MONTHS

30% of OKRs
FOR 6 MONTHS DONE

O Improve our testing procedures
90 %

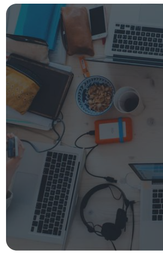
KR Implement test-driven development in 3 new development teams
1/3 terms

KR Discover at least 50 bugs and open issues in old code not reviewed in 6 months
64 bugs

KR Increase unit test coverage to 75% of code
50%

9:41

Hi, welco
Dream C

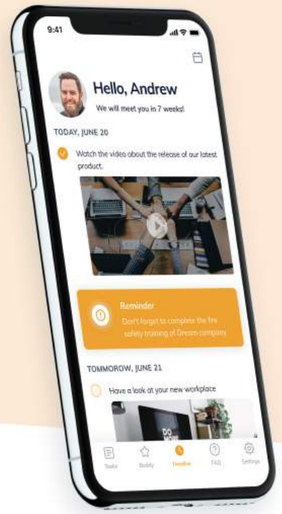


Video about the

The Dream Compa
marketing solution
services include w
advertising and se
Watch the video a
characteristics of

Yangol

FOR COMPANIES FOR EMPLOYEES ABOUT US FAQ EN



Your perfect onboarding experience

Dive into the company's processes & expectations and navigate through your personal growth roadmap.

Coming soon on

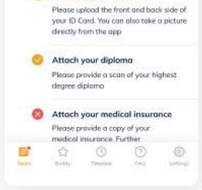
Download on the App Store GET IT ON Google Play

Uncover your human potential and evolve professionally

- Yangol's Mission

Find out the timeline of your employee journey

Navigate seamlessly through pre-boarding and onboarding. Get acquainted with your future team and company.



checklists and facilitate a timely completion of all formalities.

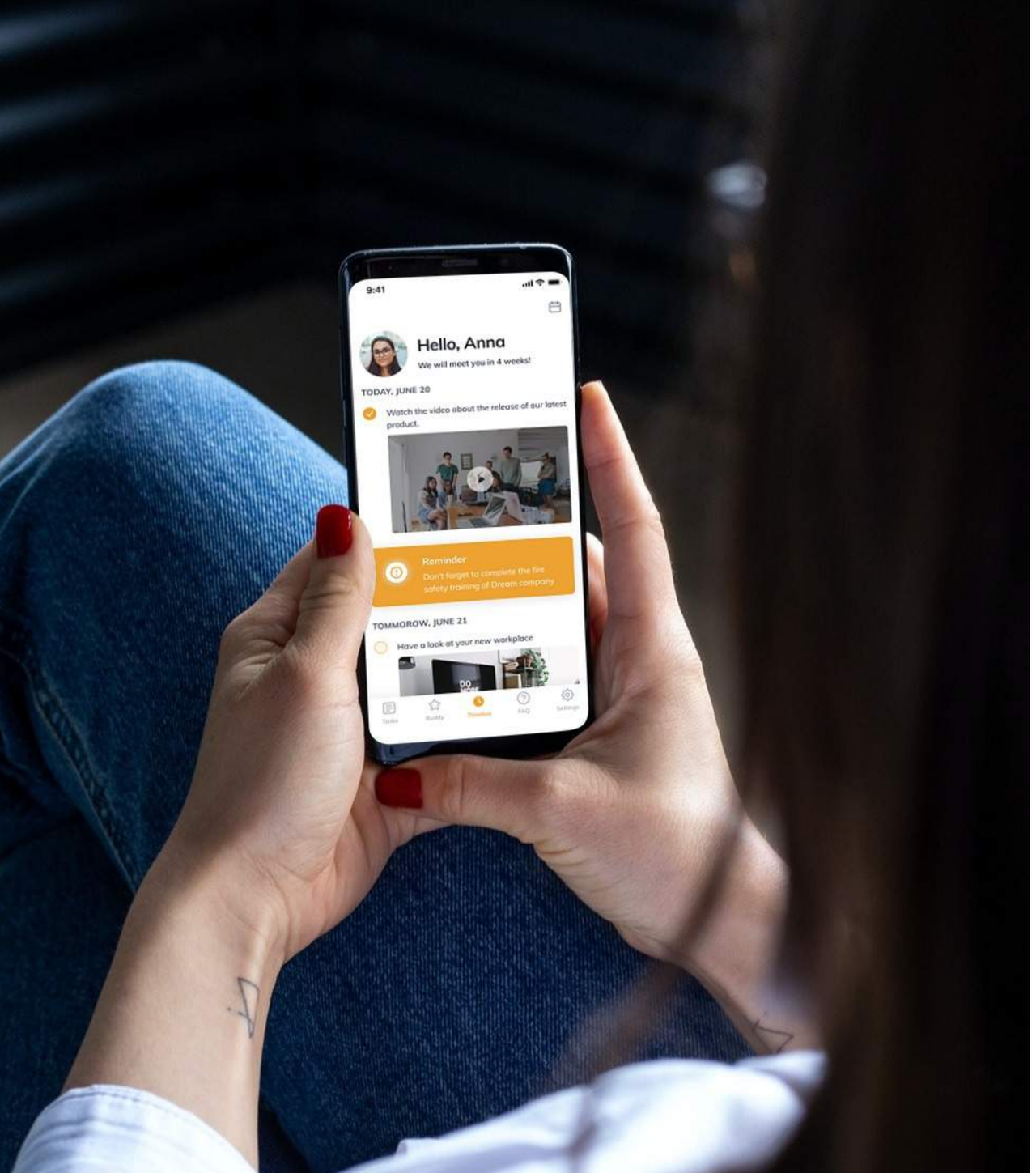
Know your OKRs and grow

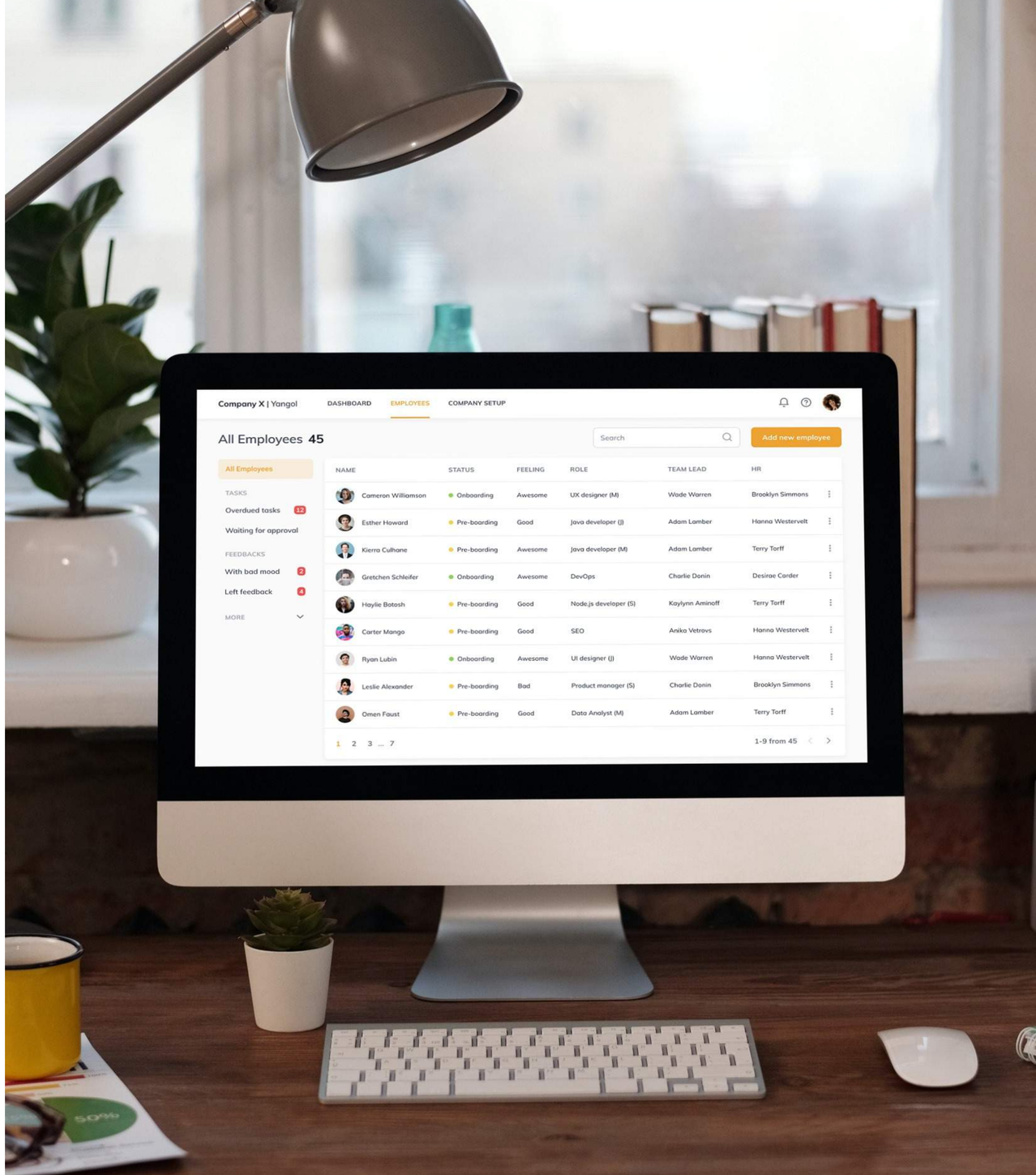
Recognize your employer's expectations and accomplish them with key results. Be ready and prepared for your next performance review.

Proven & sustainable effect

Yangol's impact helps companies to optimize their HR processes.

- Burnout prevention
- Improved productivity
- Reduced employee turnover rate
- Enhanced company mood


9:41
Hello, Anna
We will meet you in 4 weeks!
TODAY, JUNE 20
Watch the video about the release of our latest product.
Reminder
Don't forget to complete the fire safety training of Dream company
TOMMOROW, JUNE 21
Have a look at your new workplace


Company X | Yangol
DASHBOARD
EMPLOYEES
COMPANY SETUP
All Employees 45
Search
Add new employee
All Employees
TASKS
Overdued tasks 12
Waiting for approval
FEEDBACKS
With bad mood 2
Left feedback 4
MORE
NAME
STATUS
FEELING
ROLE
TEAM LEAD
HR
Cameron Williamson Onboarding Awesome UX designer (M) Wade Warren Brooklyn Simmons
Esther Howard Pre-boarding Good Java developer (j) Adam Lamber Hanna Westervelt
Kierra Culhane Pre-boarding Awesome Java developer (M) Adam Lamber Terry Torff
Gretchen Schleifer Onboarding Awesome DevOps Charlie Donin Desirae Corder
Haylie Botosh Pre-boarding Good Node.js developer (S) Kaylynn Aminoff Terry Torff
Carter Mango Pre-boarding Good SEO Anika Vetrovs Hanna Westervelt
Ryan Lubin Onboarding Awesome UI designer (j) Wade Warren Hanna Westervelt
Leslie Alexander Pre-boarding Bad Product manager (S) Charlie Donin Brooklyn Simmons
Omen Faust Pre-boarding Good Data Analyst (M) Adam Lamber Terry Torff
1 2 3 ... 7
1-9 from 45

Open case on Behance

Open website

Open app store

The Result

We have created a tool that can help our client to automate the onboarding process. It allows the company to provide a high-quality and smooth onboarding experience, retain hires and save financial resources. Creating a custom employee onboarding software has been an exciting experience for us. We like to watch the growth of the product.

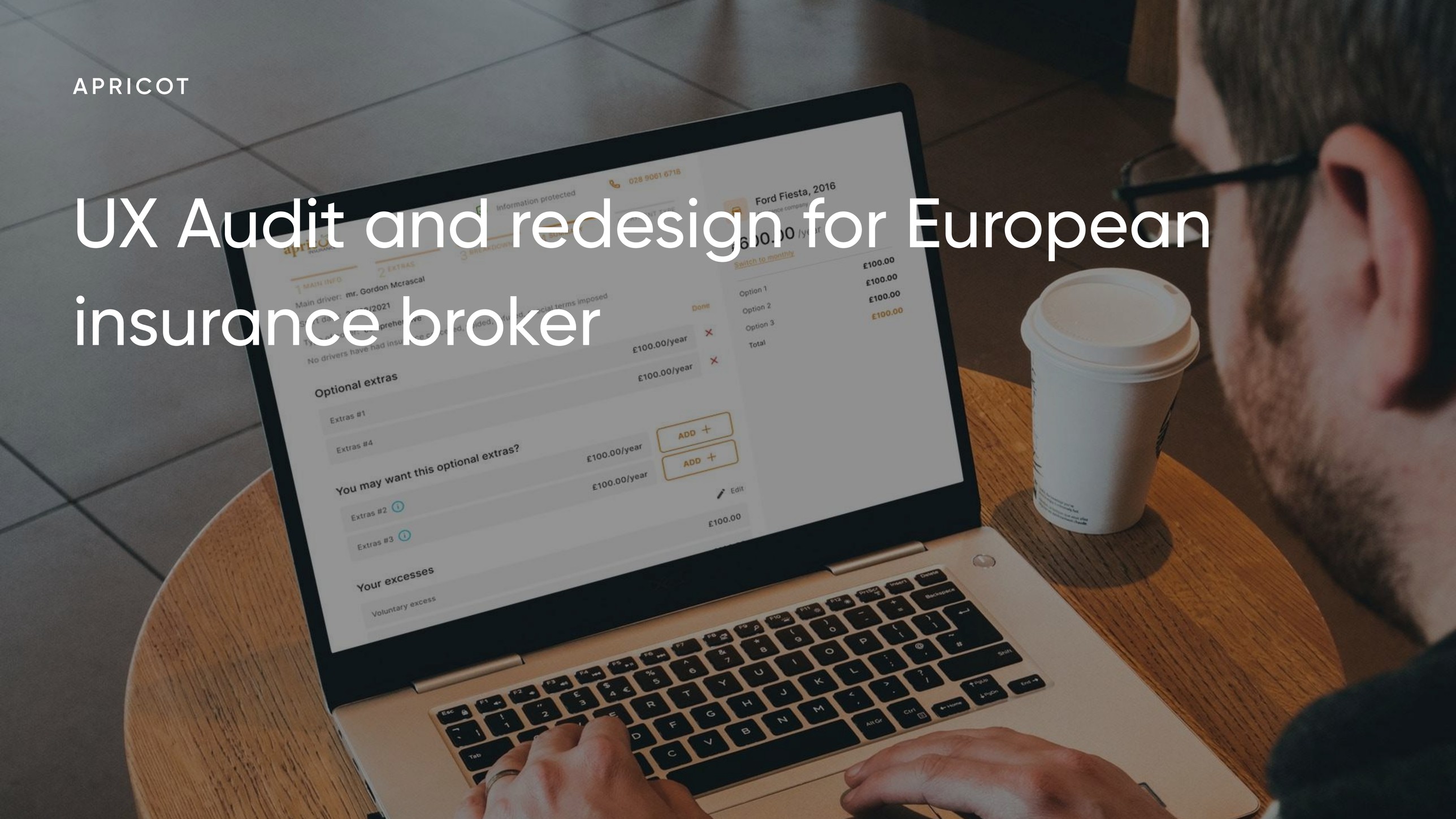
"We hired Valentyn and his team to develop UX design for our product from scratch. He proved to be a reliable partner, very professional and helpful. We even extended our initial scope onto other services. Highly recommended!"

Pylyp Samoilenko

Co-Founder at Yangol

APRICOT

UX Audit and redesign for European insurance broker



Apricot

Apricot Insurance - an online focused insurance broker specialising in motor, home, van, landlord and business insurance.

Headquarters

Belfast, United Kingdom

Industry

Startup, SaaS, HRM system

Services we provided

- UX Audit
- UX Research
- UX design
- UI design

The client

Apricot exists in the insurance market since 2011, in 2020 the company turned to us to conduct an Audit of the Checkout process and create a redesign. The main task of the redesign was to increase sales of related products when applying for car insurance and increase the average bill.

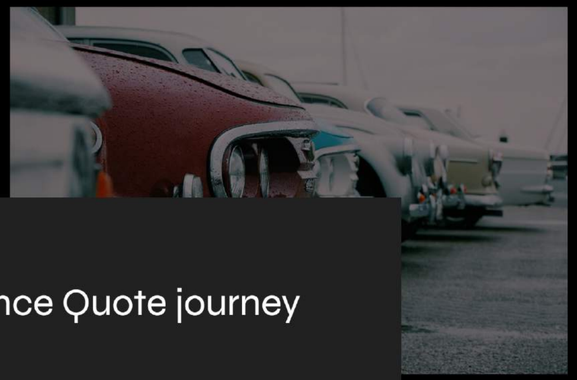
The problem

Apricot is a company that has been in the insurance market for a while and is well known to customers. The main objective of the research was to understand the typical Customer Journey and find "bottlenecks." The main idea of the redesign is to focus on the additional services and showing without using dark design patterns. This way, we stayed honest and increased the upsells.

The solution

Based on the UX audit and expert review we identified the main problems of the existing product. The next step was creating a list of hypotheses: how to improve the flow, how we can measure changes, and what solutions could be implemented.

AXICUBE



UX Audit

Apricot Insurance Quote journey

V 1.0
Feb 2021

apricot INSURANCE

AXICUBE

Table of Contents

01 - Suggested UML Diagram

02 - Main Issues

02.01 - Provide A Progress Indicator: Stepper

02.01 - Allow Users Easily Modify Information

02.01 - Highlight Main Action

03 - Other pieces of advices

04 - Summary

PROBLEM STATEMENT

Provide A Progress Indicator: Ste

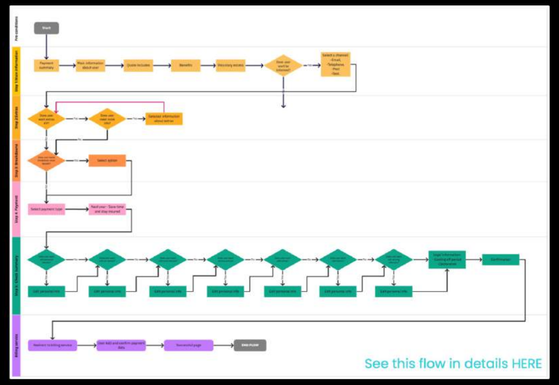
Our journey is a multi-step process. This means the custo
several pages before the order is complete. **Visibility of s**
Basic Heuristics of J. Nielsen. The stepper will show the us
left and the user will have visibility of control.

Knowing where you are in the topography of the site or pr
sense of control, which is important from a usability persp
could increase conversion rate and users' loyalty.

Find more about in this article (Section 7)

AXICUBE

Suggested UML Diagram



See this flow in details HERE

AXICUBE

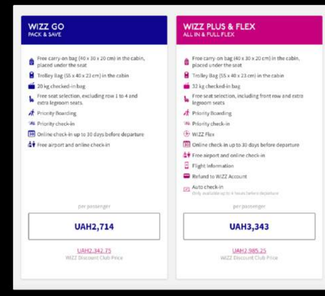
What we suggest

WHAT COULD BE DONE

1. Divide process into 5 + 1 step
2. Make flow consistent with the past user experience: show summary before redirecting to the payment. Because the user could forgot list of extras between payment process and visiting billing service. And can interrupt the flow.
3. Give the user possibility easy navigate between steps: save field data and progress.
4. Give the user go to the next step ONLY if all required data is field. This way we prevent users error and save their time and increase conversion.

1	Conversion rate How many users go to the billing service
2	Failure rate How many users drop off the process
3	Time spending Duration for completing flow
4	NPS score Just ask your users

Example of usage



Basic plan located on the end and without any visual
option is first. However, only primary plan has pink ac
users attention more than other options.

Predictable Order

As mention before, the System needs to be consistent (Consistency and standards). So all information about the same point needs to be shown one after another. "Next Year - Save time and Stay insured" appeals to the payment. So user will decide about it when he/she will choose or confirm payment type.

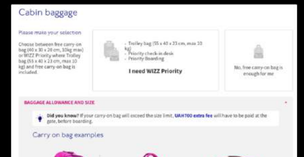
AXICUBE

AXICUBE

Extras

If you legally need collect answer from your user (yes or no):

1. Highlight preferable action
2. Make all necessary information visible all the time.
3. Give the user possibility read more details without leaving the page



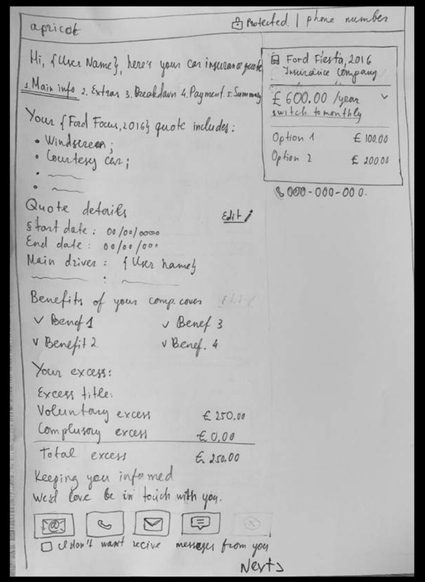
PROBLEM STATEMENT

Highlight Main Action

Don't let unnecessary elements distract users from the in
(Aesthetic and minimalist design.) This principle importa

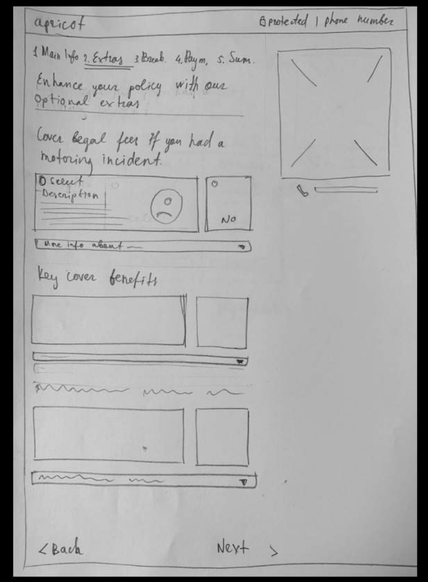
New UX Sketches

Step 1: Main Information



Step 2: Extras

Remove extra words from extras title. “Would you need...” isn’t neccessary and distract users attention.



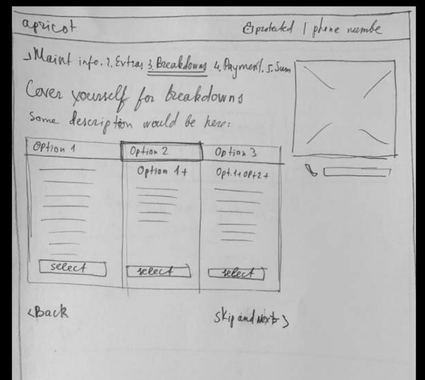
Step 3: Breakdowns

Show breakdowns as a 3 columns with possibility choose one. We don’t need ask user select nothing. If the user doesn’t want this option - he/she needs just go ahead.

Piers, please, provide me information about this table content:

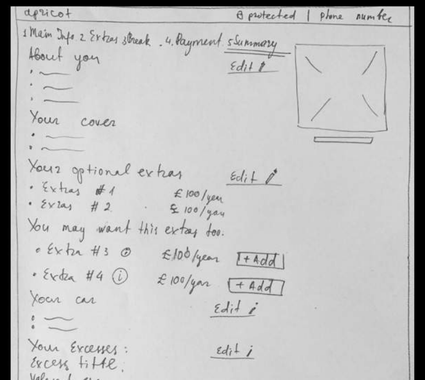
Cover yourself against xxxx:
- Blah blah
- Blah blah

Table of the different options	with prices	for breakdown	and so on
xx			
xx	xx	xx	xx
xx			
xx	xx		xx
xx			
xx	xx	xx	xx
xx			
xx	xx		xx



Step 5: Summary

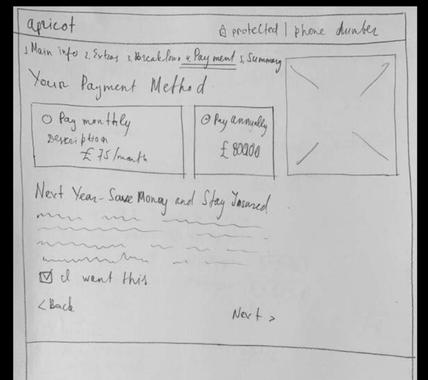
Clicking button “CONFIRM” the system will redirect users to the billing service.



Step 4: Payment

Monthly always shows first and bigger, than annually.

For “Next Year...” I suggest add pre-selected checkboxes. this way we would be more transparent to our users. And for us, it would be the same results: user will automatically prolong their quote. But in the much ethic way.



Option 3 £100.00

Total £100.00

I confirm I have read and agree with the above declarations

Back

GO TO PAYMENT

Spread a cost with a monthly Direct Debit

£75.45/month

Pay the full amount with your credit or debit card

£609.45

Payment information

Account name

Gordon Mcrascal

Sort code

000

Account number

0000 0000 0000 0000

Next year - save money and stay insured

We'll securely store your details so that when it's renewal time next year you can automatically stay covered. We'll write to you before your renewal date with details of your price and cover. If you're happy to renew you don't need to do anything, but if you have any questions, or don't want to renew, you can simply call us any time.

Back

Next

Total

costs

prosecution

No, thanks

No, standard protection is enough for me

cover

sy car if yours was lost or stolen?

esy car while yours is undergoing authorised repairs, but what about

his cost and hassle. Would you need cover to keep you on the road if

00/year)

efit

e

day

No, thanks

No, standard protection is enough for me

over

al support if you had an accident and got badly

for personal accidents, but would you need extra compensation?

00/year)

you're at fault

00

ed

No, thanks

No, standard protection is enough for me

cover

Next

apricot INSURANCE

Information protected

028 9061 6718

1 MAIN INFO 2 EXTRAS 3 BREAKDOWN 4 SUMMARY 5 PAYMENT TYPE

Hi Marmaduke,
here's your car insurance quote!

First, let's check a few details

Edit

Start date: 10/02/2021

End date: 10/02/2022

Main driver: mr. Marmaduke Elington

Type of cover: comprehensive

Benefits of your comprehensive cover:

- Windscreen cover
- Sat nav/electronic equipment cover
- Lock & key cover
- Foreign use
- Child car seat cover
- Personal belongings cover
- New car replacement cover
- Courtesy car

Your excesses

Edit

Voluntary excess	£100.00
Compulsory excess	£100.00
Total excess	£200.00

How would you like us to contact you?

Click on your preferred contact methods below. Don't miss out, we'd love to keep you up to date with other ways to save money, and relevant products or discounts you might be interested in. You can opt out at any time.

EMAIL PHONE MESSAGE POST

Next

Ford Fiesta, 2016

Insurance company

£600.00 /year

Switch to monthly

Option 1 £100.00

Option 2 £100.00

Option 3 £100.00

Total £100.00

Information protected

028 9061 6718

3 BREAKDOWN 4 SUMMARY 5 PAYMENT TYPE

ur details

Edit

ed

Ford Fiesta, 2016

Insurance company

£600.00 /year

Switch to monthly

Option 1 £100.00

Option 2 £100.00

Option 3 £100.00

apricot INSURANCE

Information protected

028 9061 6718

1 MAIN INFO 2 EXTRAS 3 BREAKDOWN 4 SUMMARY 5 PAYMENT TYPE

Cover yourself for breakdowns

Would you need roadside recovery if your car broke down?

If you were stranded due to a breakdown, would you want roadside assistance?

Pick your car breakdown plan	Roadside assist, local recovery	Add nationwide recovery	Add home start	Add European cover
	£ 32.00 /mo	£ 32.00 /mo	£ 32.00 /mo	£ 32.00 /mo
	CHOOSE PLAN	CHOOSE PLAN	CHOOSE PLAN	CHOOSE PLAN
Unlimited 24/7 call-outs – for free	✓	✓	✓	✓
Get back on the road at scene of a breakdown	✓	✓	✓	✓
Recovery to a local garage if needed	✓	✓	✓	✓
Misfuelling cover	✓	✓	✓	✓
£50 towards replacing or repairing a lost or damaged key or lock	✓	✓	✓	✓
Vehicle, driver and up to 7 passengers to be taken to your destination or home	–	✓	✓	✓
Accommodation for the night or hire of another vehicle	–	✓	✓	✓
Cover within one mile of home	–	–	✓	✓

apricot INSURANCE

Information protected

028 9061 6718

028 9061 6718

2 3 4 5

duke, here's your
nce quote!

heck a few

02/2021

2/2022

r. Marmaduke Elington

comprehensive

your comprehensive

en cover

lectronic equipment cover

y cover

se

motoring incident,
vant cover for your

ccident that wasn't your

Add European cover

£ 32.00 /mo

CHOOSE PLAN

I don't need it

Back

Next

If you had a motoring incident, would you want cover for your legal fees?

If you had an accident that wasn't your fault, for example, you might want to recover lost wages or get compensation for an injury. Would you need help with the legal costs?

Add for £2.58/mo (£31.00/year)

Yes please, add legal cover

- Up to £100,000 cover for legal costs
- Uninsured loss recovery
- Defence costs against motor prosecution
- No excess

No, thanks

Add nationwide recover

£ 32.00 /mo

Includes:

- Unlimited 24/7 call-ou
- Get back on the road a breakdown
- Recovery to a local ga needed
- Misfuelling cover
- £50 towards replacing lost or damaged key or l
- Vehicle, driver and up passengers to be taken destination or home

apricot INSURANCE

1 2 3 4 SUMM

Let's check your

Ford Fiesta

Insurance company

£ 600.00 /ye

Switch to monthly

About you

31

Improvements suggested during UX audit

Open case on Behance

Open website

The Result

After the UX audit, we have to refresh the Checkout process and create a base for a future redesign. Suggested improvements make the Apricot stand out from the competition and push the user to purchase without using Dark Patterns

“Recommended. Understood business requirements, knowledgeable and made great recommendations. And quality design work! Very pleased.”

Piers Murray

Senior Project Executive at Seopa Ltd

BIMP

Service for accounting finance for b2b and the production sector

BIMP

BIMP - is a Business Impuls. Service of financial result and your financial adviser.

Headquarters

Kyiv, Ukraine

Industry

Startup, SaaS, Accounting, Financial

Services we provided

- Discovery & UX Research
- User Personas
- Informational Architecture
- UX design
- UI design
- Design System
- Business analysis

The client

The idea came from the three founders of the product. The bottom line is that it should be a service that will help keep management records and centrally deal with all financial transactions, taxes, and employee management within one program. So you always hold your finger on the pulse.

The problem

There were both local and international competitors on the market. Therefore, it was necessary to offer unique functionality that would distinguish us from the others. It was crucial to create a product that would provide an opportunity to work at once for various specialists: the sales department, financiers and accountant, and managers. It was required to link the needs of 3 main user groups to see the overall financial picture.

The solution

We did extensive market research and then came up with an excellent solution: everyone is guaranteed to get a dashboard where they can view international shipments and flexible reports for export products and departments.

Bimp

- Dashboard
- CRM
- Stock
- Reports
- Budget finance
- Directory
- Settings

Hide sidebar

Dashboard

Customize Widgets

Search

Cash balance

987.061,73 uah

3% ↑ Looks perfect!

Net profit margin

+0.1%

0.1% ↑ Consistently good

Availability of goods in warehouses

1.053,21 uah

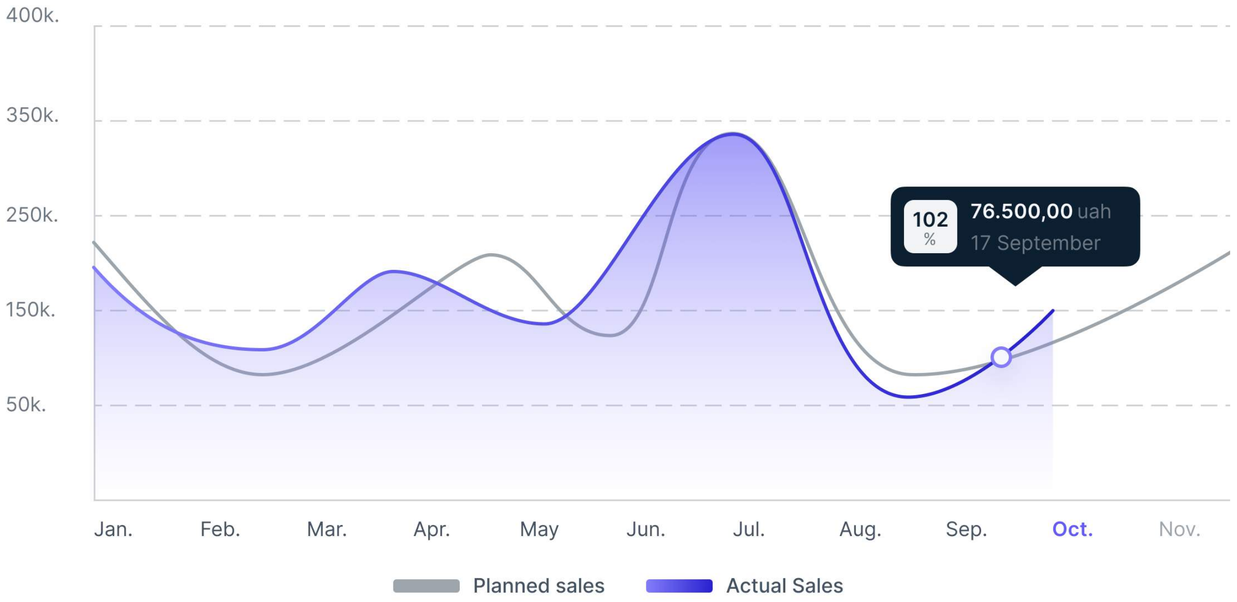
3% ↓ Out of stock

Account progress 75/100%

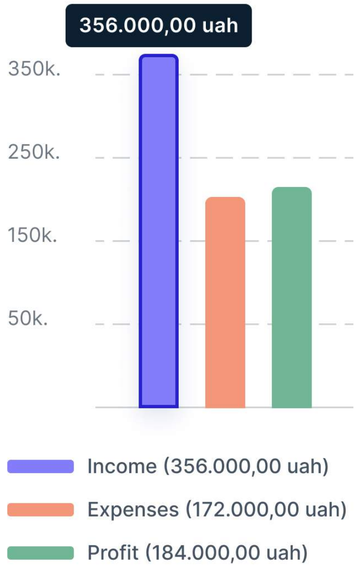
Use the possibilities of Bimp to 100%, fill everything to the maximum!

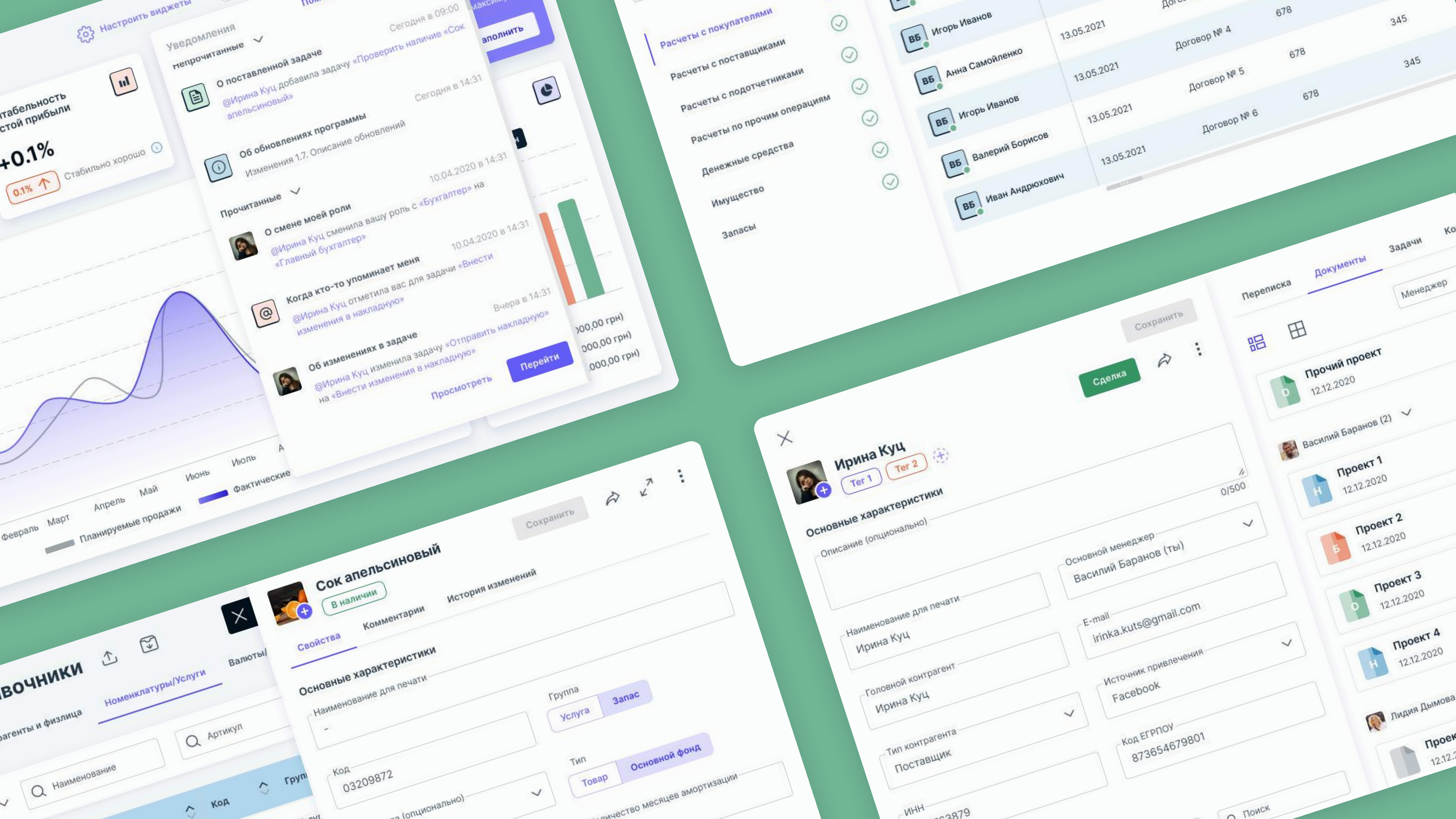
Fulfill

Sales dynamics (01.01.2021 - 31.12.2021)



P&L for the last 3 days




Настроить виджеты
Уведомления
Непрочитанные
Сегодня в 09:00
О поставленной задаче
@Ирина Куц добавила задачу «Проверить наличие «Сок апельсиновый»
Сегодня в 14:31
Об обновлениях программы
Изменения 1.7. Описание обновлений
Прочитанные
10.04.2020 в 14:31
О смене моей роли
@Ирина Куц сменила вашу роль с «Бухгалтер» на «Главный бухгалтер»
10.04.2020 в 14:31
Когда кто-то упоминает меня
@Ирина Куц отметила вас для задачи «Внести изменения в накладную»
Вчера в 14:31
Об изменениях в задаче
@Ирина Куц изменила задачу «Отправить накладную» на «Внести изменения в накладную»
Просмотреть
Перейти
+0.1%
0.1%
Стабильно хорошо
Февраль
Март
Апрель
Май
Июнь
Июль
Планируемые продажи
Фактические
Расчеты с покупателями
Расчеты с поставщиками
Расчеты с подотчетниками
Расчеты по прочим операциям
Денежные средства
Имущество
Запасы
Игорь Иванов
13.05.2021
Договор № 4
678
345
Анна Самойленко
13.05.2021
Договор № 5
678
345
Игорь Иванов
13.05.2021
Договор № 6
678
Валерий Борисов
Иван Андрюхович
13.05.2021
Сохранить
Сделка
Ирина Куц
Тег 1
Тег 2
Основные характеристики
Описание (опционально)
0/500
Наименование для печати
Ирина Куц
Основной менеджер
Василий Баранов (ты)
Головной контрагент
Ирина Куц
E-mail
irinka.kuts@gmail.com
Тип контрагента
Поставщик
Источник привлечения
Facebook
ИНН
Код ЕГРПОУ
873654679801
Переписка
Документы
Задачи
Менеджер
Прочий проект
12.12.2020
Василий Баранов (2)
Проект 1
12.12.2020
Проект 2
12.12.2020
Проект 3
12.12.2020
Проект 4
12.12.2020
Лидия Дымова
Поиск
Сок апельсиновый
В наличии
Свойства
Комментарии
История изменений
Сохранить
Основные характеристики
Наименование для печати
Группа
Услуга
Запас
Код
03209872
Тип
Товар
Основной фонд
Количество месяцев амортизации
Валюты/
Номенклатуры/Услуги
Артикул
Наименование
Код

Red	Label	Label	Label	
Primary	Label	Label	Label	
Dark	Label	Label	Label	
Info	Label	Label	Label	

I was born and raised in the heart of Label

I was born and raised in the heart of I was born and raised in the heart of Label

Action 1

Buttons

Primary

State	Single	With Icon	Leading Icon	Button/Icon
Normal	Label	Label	Label	
Hover	Label	Label	Label	
Active	Label	Label	Label	
Focused	Label	Label	Label	
Disabled	Label	Label	Label	

Secondary

State	Single	With Icon	Lead
Normal	Label	Label	
Hover	Label	Label	
Active	Label	Label	
Focused	Label	Label	
Disabled	Label	Label	

Brand Color

There are buttons, icons & active elements.

Primary

Color

100	F3F4F5
200	E7E9EA
300	CFD2D6
400	9EA6AD
500	6E7984
600	455363
700	253647
800	0D2032
900	05111C

Secondary

Color

100	F7F7FF
200	F0EFFE
300	E0DFFE
400	C1BEFD
500	A29EFC
600	837DFB
Used for buttons 700	645DFA
800	433AF2
900	2821CF

Semantic Colors Setup

There are buttons, icons & active elements.

Primary

Color

100	EBF5F0
200	CFF0DF

Secondary

Color

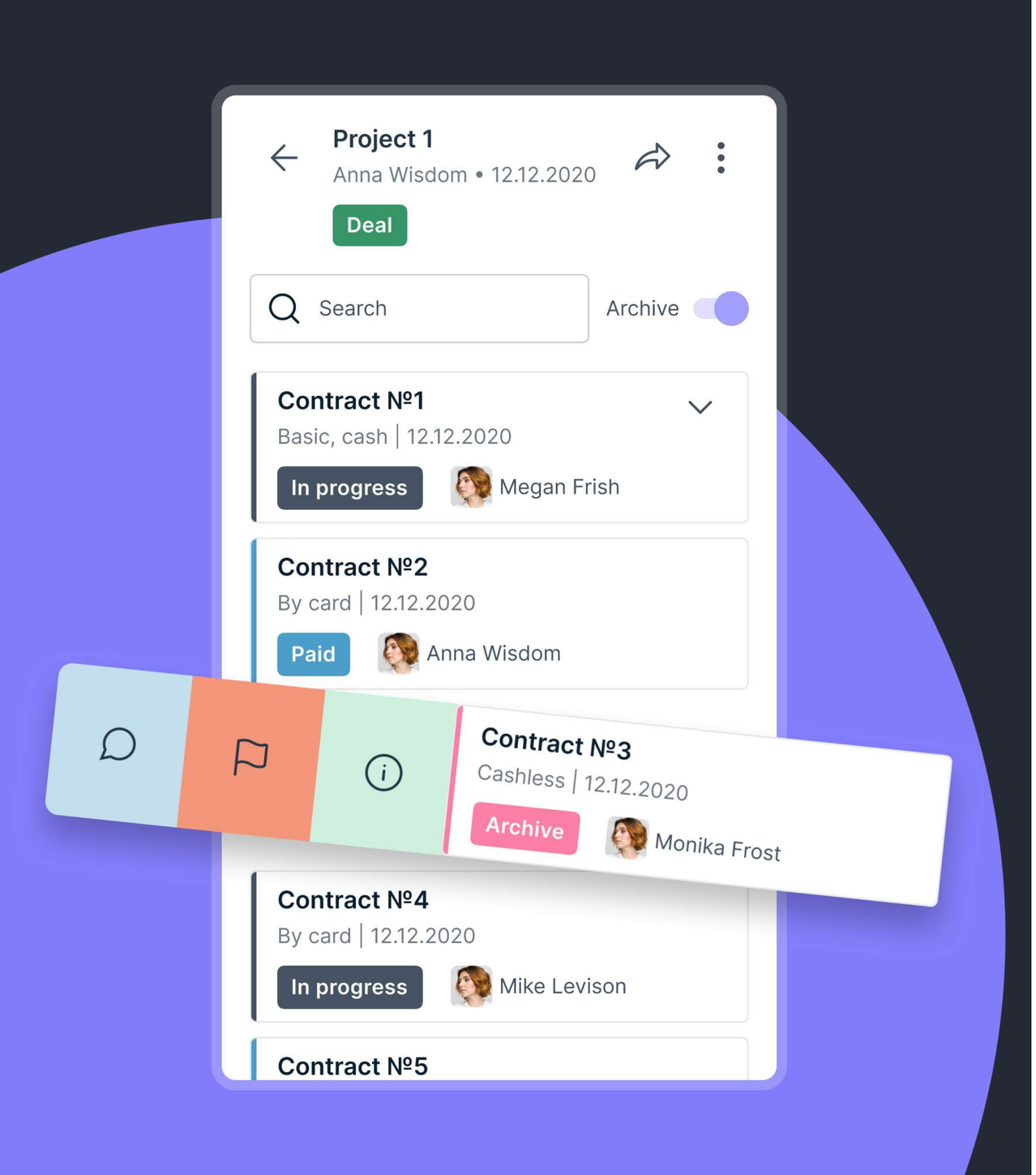
100	FFF5F2
200	FFE5DD

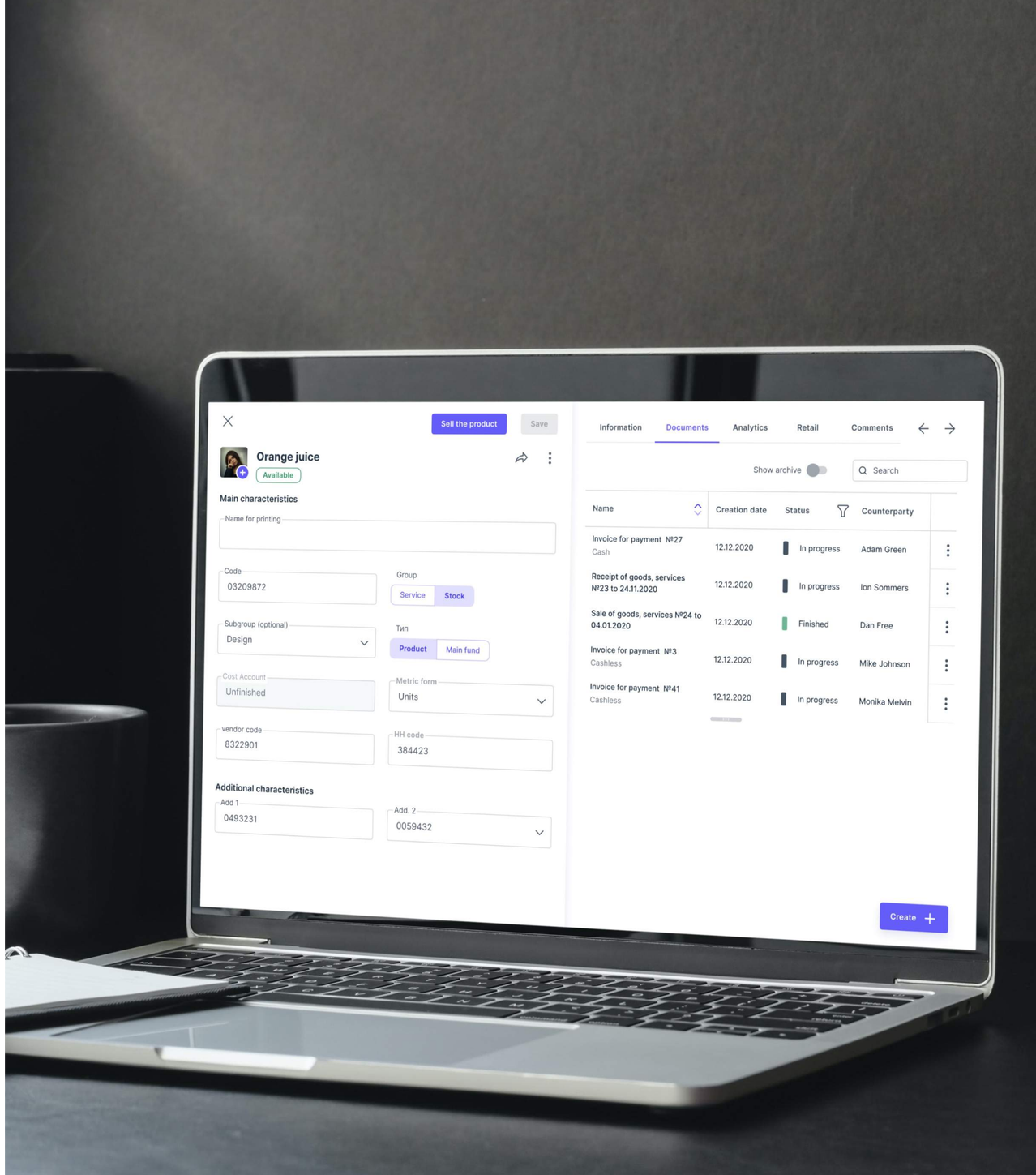
Secondary

Color

100	ECF6FB
200	CDE8F8

Visual elements


Project 1
Anna Wisdom • 12.12.2020
Deal
Search
Archive
Contract №1
Basic, cash | 12.12.2020
In progress
Megan Frish
Contract №2
By card | 12.12.2020
Paid
Anna Wisdom
Contract №3
Cashless | 12.12.2020
Archive
Monika Frost
Contract №4
By card | 12.12.2020
In progress
Mike Levison
Contract №5


Sell the product
Save
Orange juice
Available
Main characteristics
Name for printing
Code
03209872
Group
Service
Stock
Subgroup (optional)
Design
Тип
Product
Main fund
Cost Account
Unfinished
Metric form
Units
vendor code
8322901
HH code
384423
Additional characteristics
Add 1
0493231
Add. 2
0059432
Information
Documents
Analytics
Retail
Comments
Show archive
Search
Name
Creation date
Status
Counterparty
Invoice for payment №27
Cash
12.12.2020
In progress
Adam Green
Receipt of goods, services №23 to 24.11.2020
12.12.2020
In progress
Ion Sommers
Sale of goods, services №24 to 04.01.2020
12.12.2020
Finished
Dan Free
Invoice for payment №3
Cashless
12.12.2020
In progress
Mike Johnson
Invoice for payment №41
Cashless
12.12.2020
In progress
Monika Melvin
Create

500+

Pre-registrations during 1 month of announsing

$500k+

Angel investments

Open case on Behance

Open website

The Result

After a year of work on design and development, a flexible design system was created, and the product was launched. It allows our client to plan business budgets, track critical KPIs both at the departmental and employee levels, and keep inventory records and sales. Today, we are constantly improving this product, completing new modules (for example, retail one), and improving the product based on user feedback and analytics.

“I am glad to cooperate with Valentyn. It is rare to find a niche professional who is able to think deeper and see more even when they have to look beyond their experience. I definitely recommend.”

Dmitry Obuhov

Co-founder, CTO at Bimp

Agency

AGENCY

Our UX-Jedies Tatiana, Eugene, Valentyn, Anastasiia, Olesya and Vitalina are guarding the ~~galaxy~~ Top-level designs and ready for challenging tasks from our clients. They are ready to discover new business, improve flows, streamline complex processes, conduct research, and provides complex UX/UI solutions.

The empathy and human-centric approach on the head of our design principles. Our team's wealth of life experience gives the Force to help us build products for our clients and cover business needs and users' pains. More than design, we build user's comfort!

Our clients around the World ❤️

- 🇺🇸 USA
- 🇨🇦 Canada
- 🇦🇺 Australia
- 🇺🇦 Ukraine
- 🇬🇧 The United Kingdom
- 🇷🇴 Romania
- 🇪🇸 Spain
- 🇨🇭 Switzerland
- 🇩🇪 Germany
- 🇳🇱 The Netherlands
- 🇮🇱 Israel

SELECTED CLIENTS

TOOLS WE USE

Project managment & communication

We keep our day to day communication & time-tracking secure and accurate using Active Collab, Slack, and G-Suite apps. We are also ready to integrate into one of your project management tools. Some of our clients prefer Jira, Asana, Basecamp, Trello, or go with our standard option.

Active Collab

Slack

G-Suite

Product design

It’s hard to be on the edge of progress in dozens of tools there are on the market. And we handle it superbly. Every department in Axicube has a set of time-tested software that makes the process of delivery efficient.

Figma

Sketch

InVision

Principle

Miro

Adobe Photoshop

Adobe Illustrator

ProCreate

Zeplin

CONTACT DETAILS

Visit our website

Dribbble

Behance

Instagram

LinkedIn

Would you like to give your product a UX-boost? Drop us a line and let's create a thrilling design together!

hello@axicube.io