

Veezi brand UI refresh

Veezi is a cloud based cinema software solution for Independent Cinemas. This project is to re-design the Veezi app with the new UI.

Problems

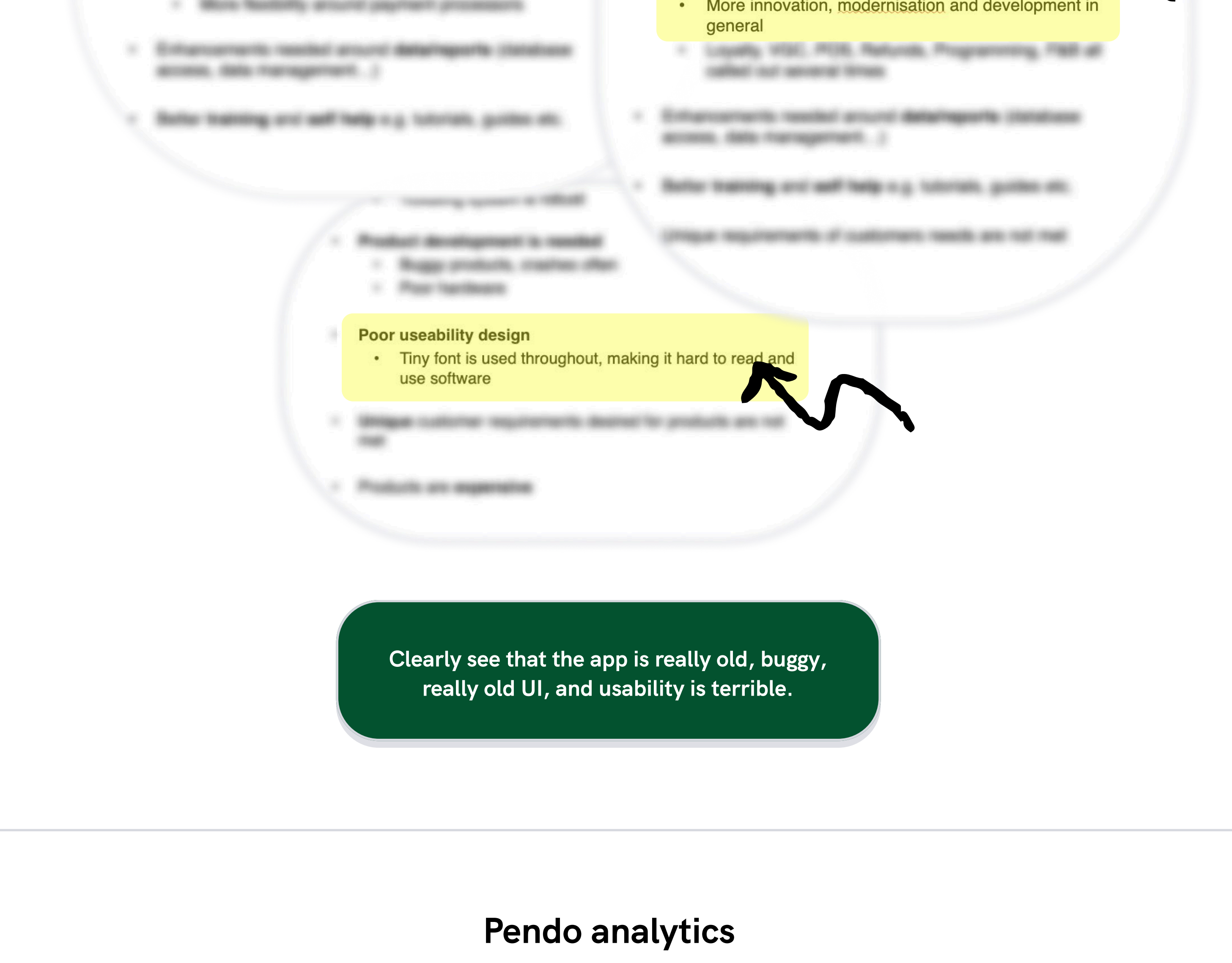
- Marketers are struggling to sell product to new customers
- Company is struggling to retain existing customers
- Customers prefer competitors product (why?)
- Internal - Tech is decade old, it's now or never
- Struggle to hire/retain internal resources

Goal

- To refresh the UI to make it look modern and compelling
- Align Veezi brand with Vista group
- Change color, typography, layout and UI components
- Add responsiveness
- UX improvements (Next phase)
- Modernise front-end framework with angular

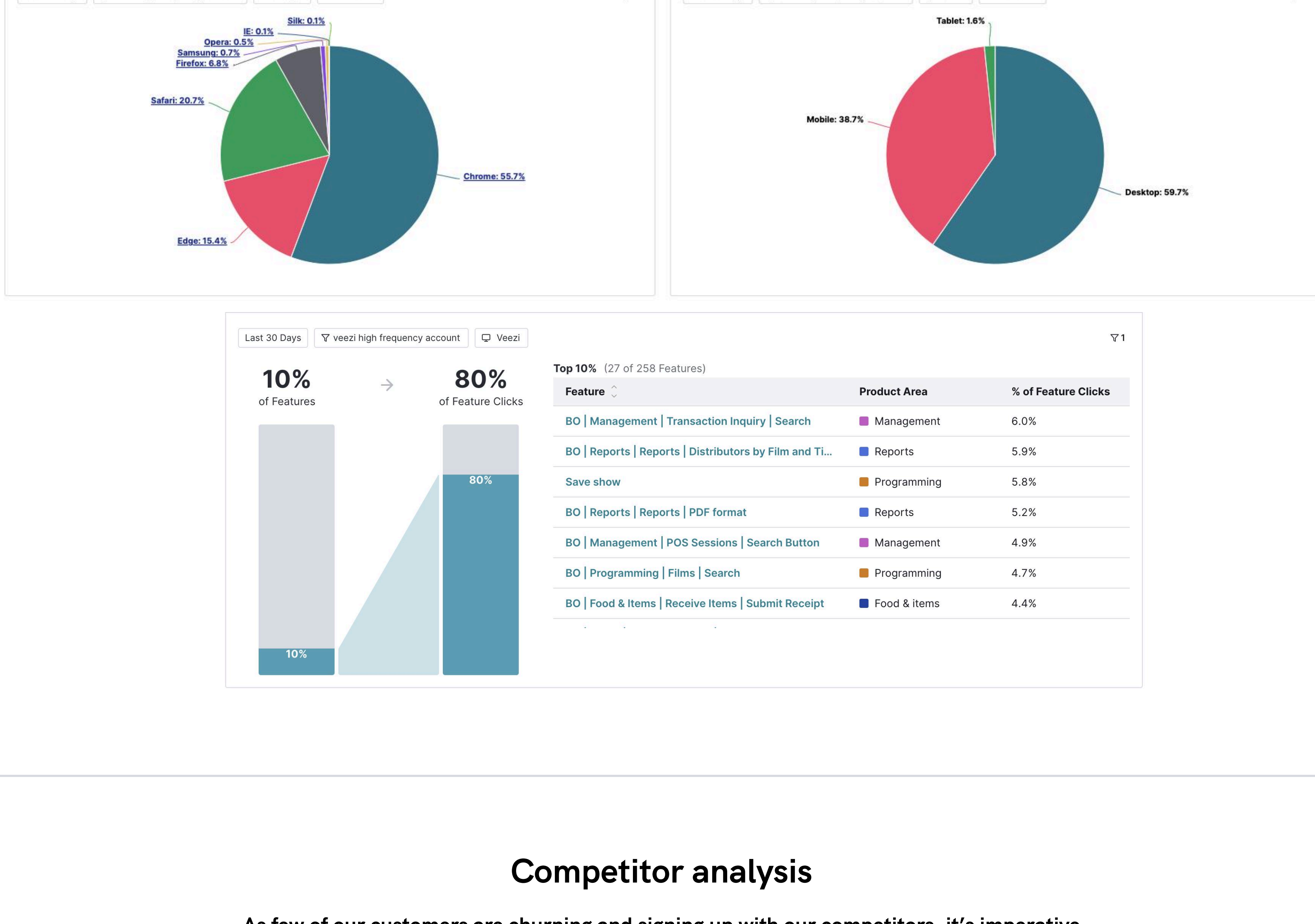
Snapshot of customer surveys and feedback

We ran surveys and receive feedback on our product to understand our user's pain point and to improve product experience.



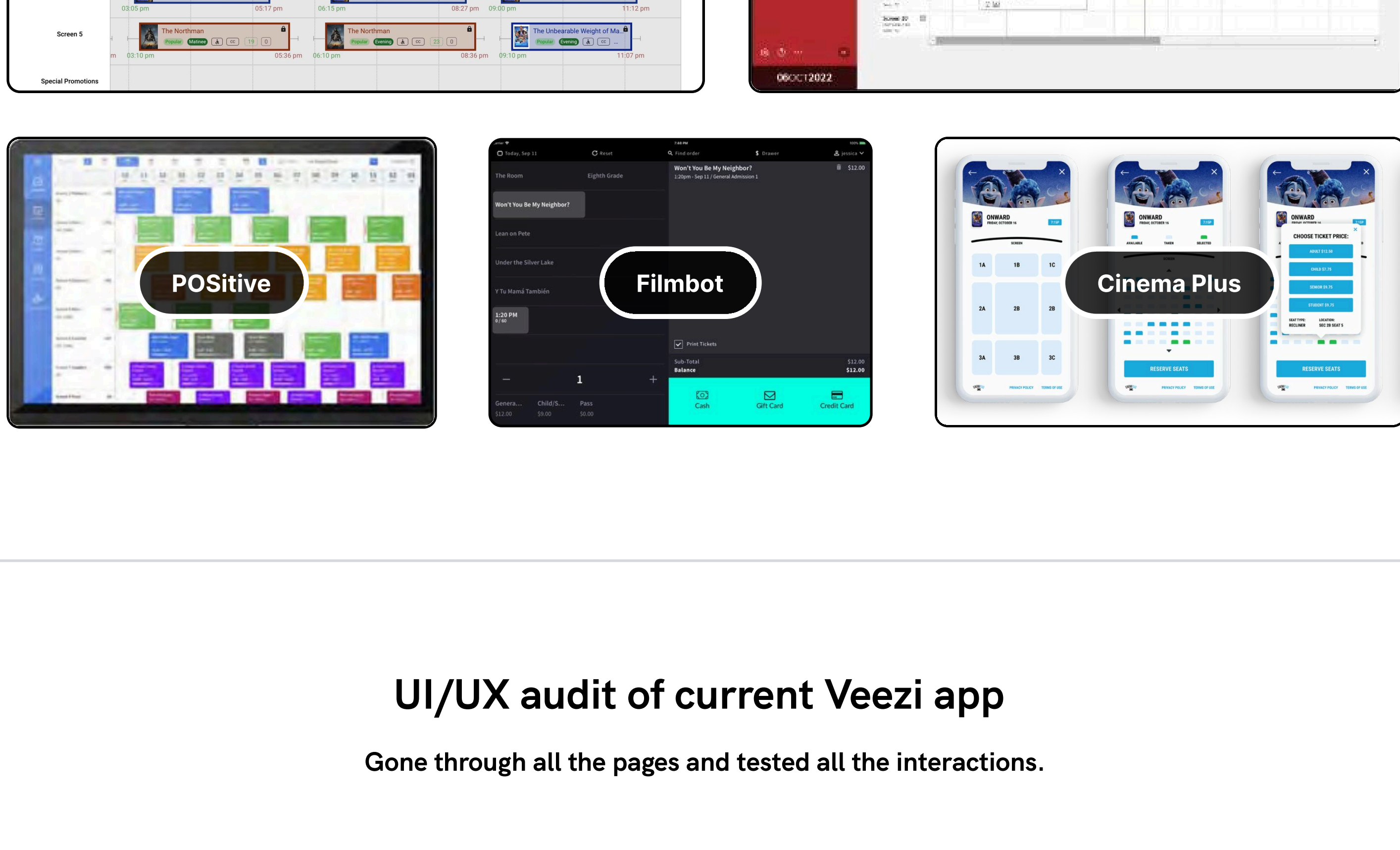
Pendo analytics

I used Pendo guide to track our customers engagement. It helped to identify and prioritise pages/section of Veezi app.



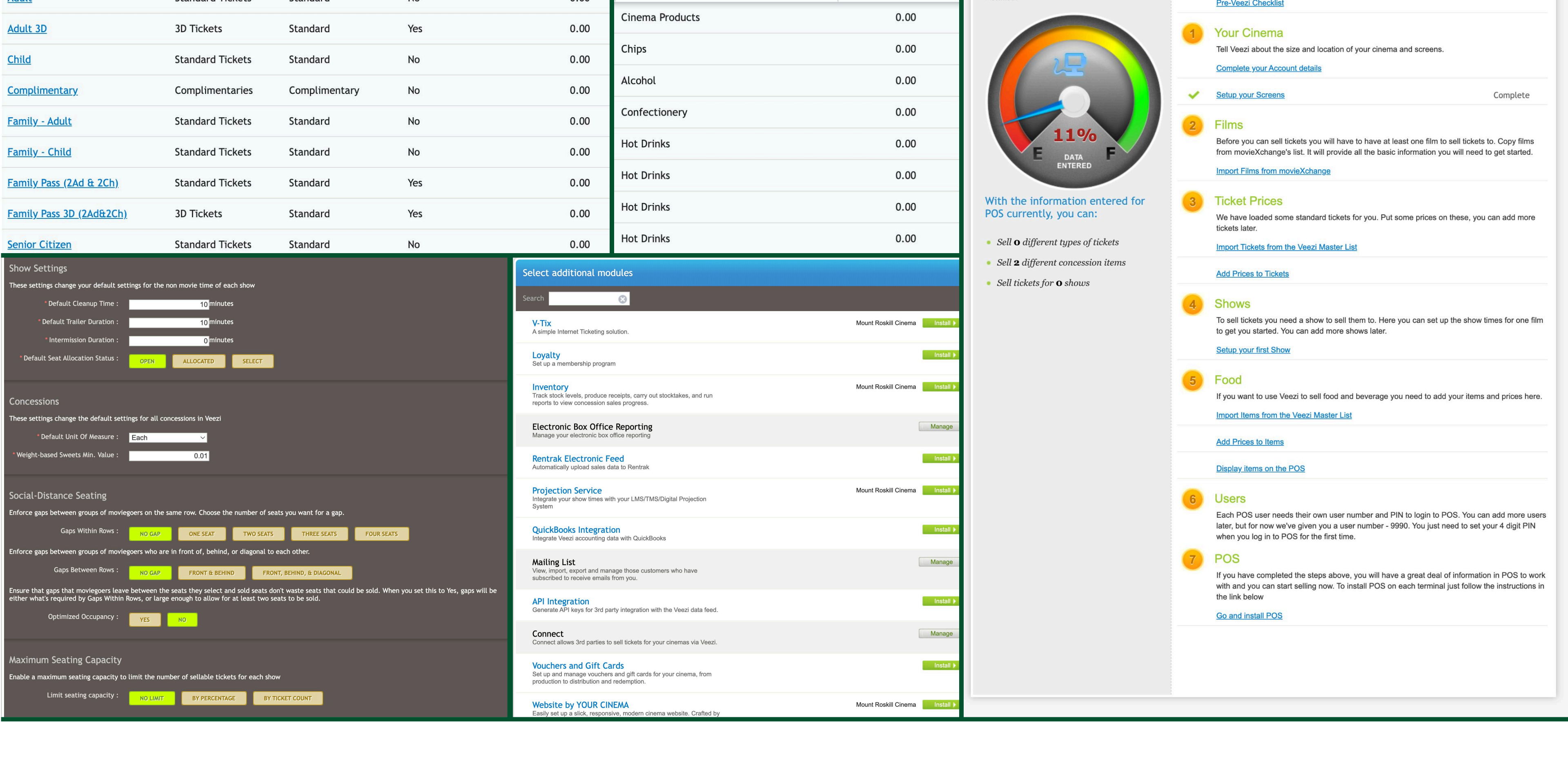
Competitor analysis

As few of our customers are churning and signing up with our competitors, it's imperative to understand things that we are missing. I did some analysis to understand their solutions, how it's good or bad compared to Veezi and how we can improve.



UI/UX audit of current Veezi app

Gone through all the pages and tested all the interactions.



Keyword exercise for Independent cinemas

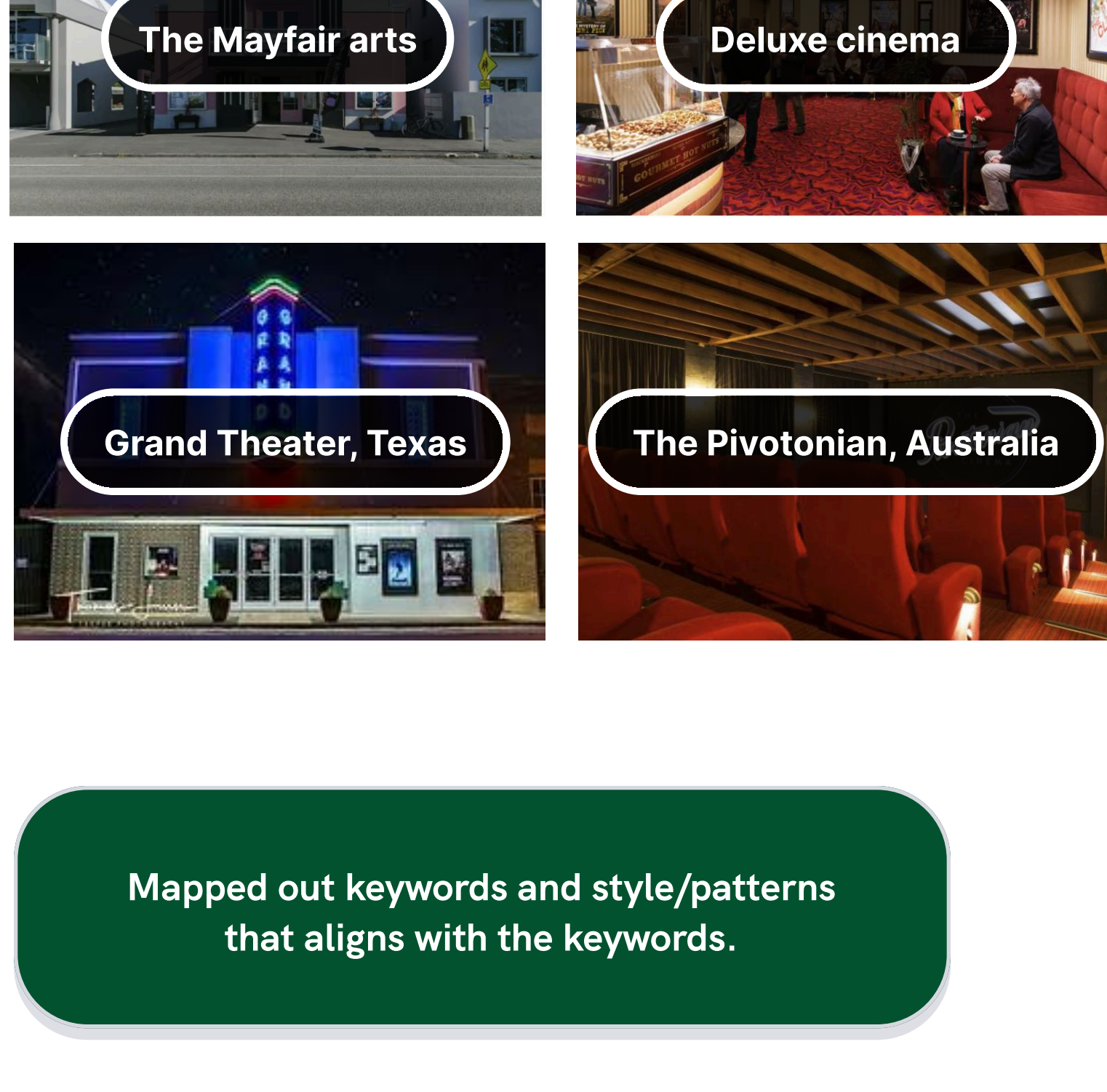
To define the UI and brand styles, I did a keyword exercise and get inspiration for design patterns.

- Screens independent, art house, foreign, or other non-mainstream films.
- Smaller size and stronger ties to their local communities.
- Curates a selection of high-quality films

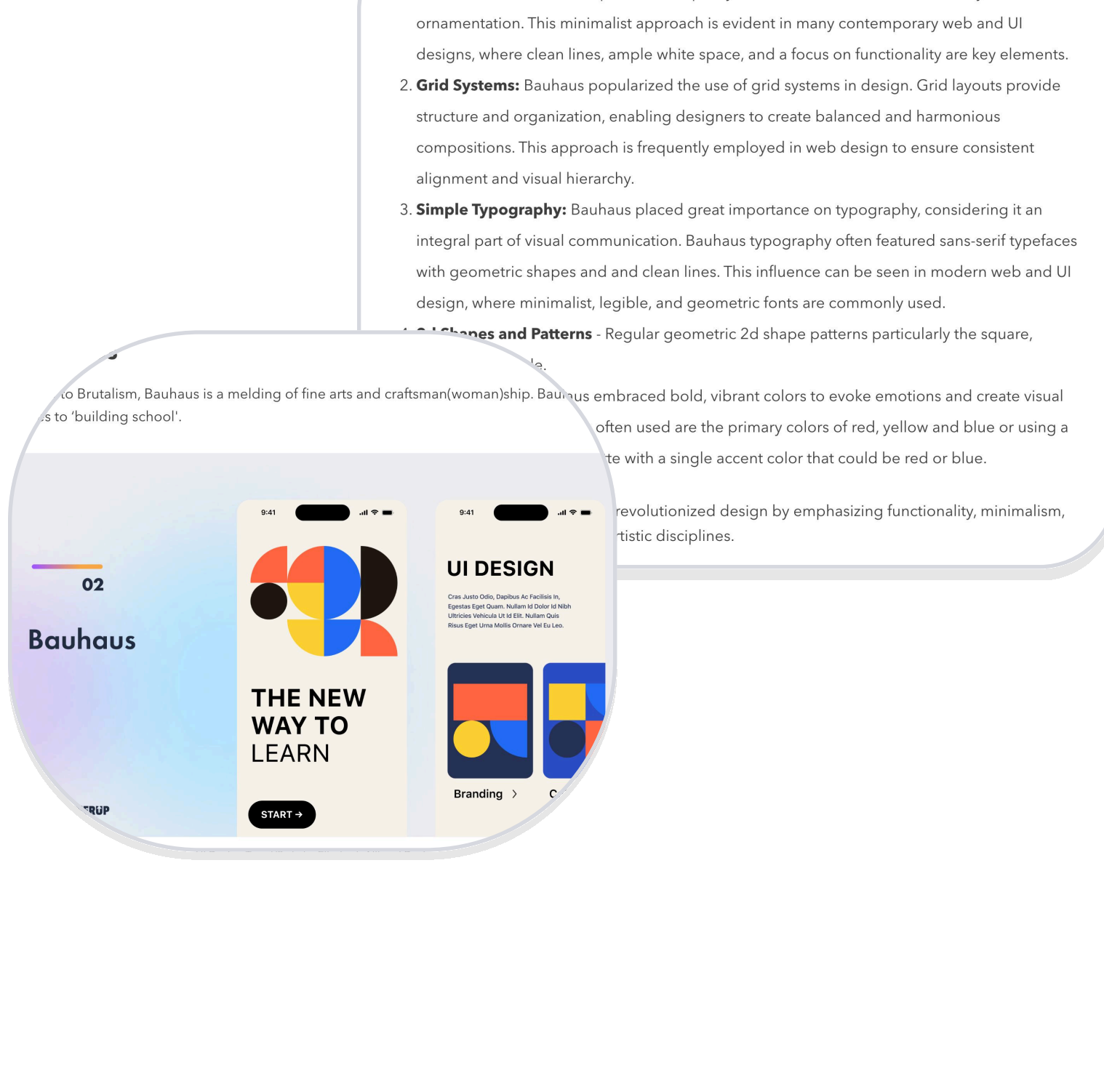
Bold/Confident	Rebellion	Community/Localised	Classy
Competes with main stream big cinemas without fear (Tenacious, Optimistic, Sassy)	Rebel against the industry, rebel against the big guys (Unique, different, brave)	Focus on quality vs quantity and very close to locals (Refined, Curated/cultured)	Historic or glamorous (Vintage, retro, art deco, glamorous)
UI properties: <ul style="list-style-type: none"> • Strong/Contrasting/Bright color • Sharp layouts, sharp edges • Big/bold fonts/UI elements 	UI properties: <ul style="list-style-type: none"> • Unconventional layout • Surprise / delight / interest / unexpected 	UI properties: <ul style="list-style-type: none"> • Compact/Rounded shapes (close) • Simple/Flat color/Clean patterns/icons • Friendly language / personalisation 	UI properties: <ul style="list-style-type: none"> • Faded color • Vintage UI • Classic/retro Typographic • Artistic Layout

Independent cinemas

Some architecture/design of independent cinemas

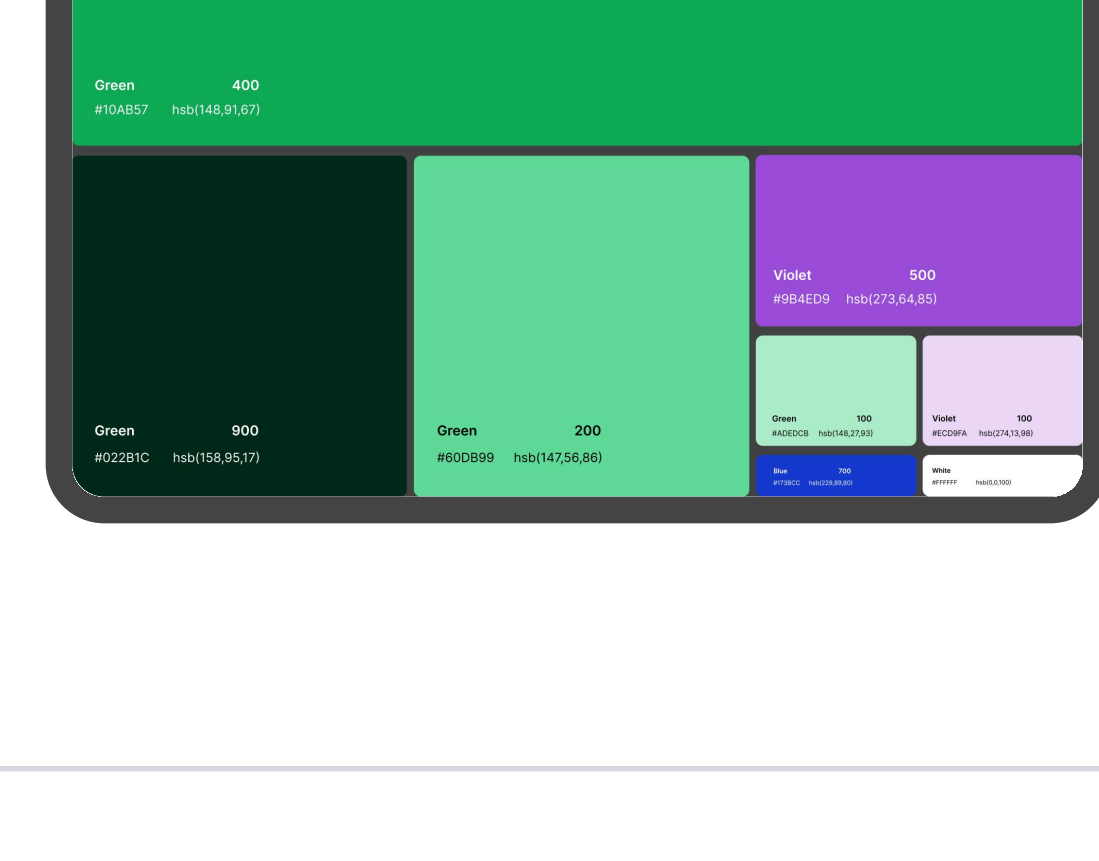


Mapped out keywords and style/patterns that aligns with the keywords.



Colors

Collaborating with marketing, defined few colors that could be used to give Veezi a new refreshed look.



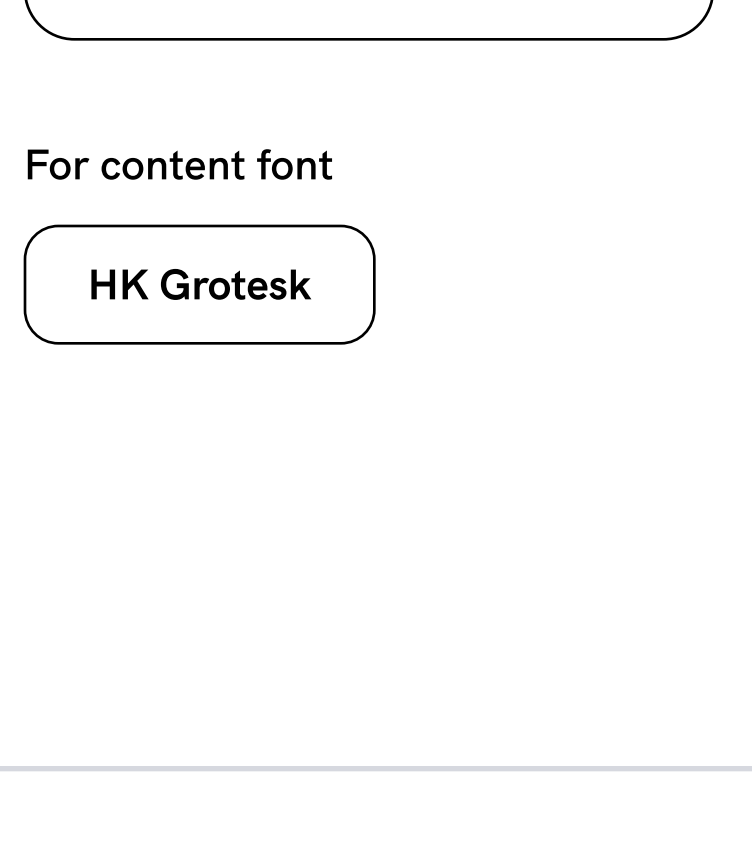
Icons

Chose chunk icon as it aligns with the keywords (Historic, classy and artistic).



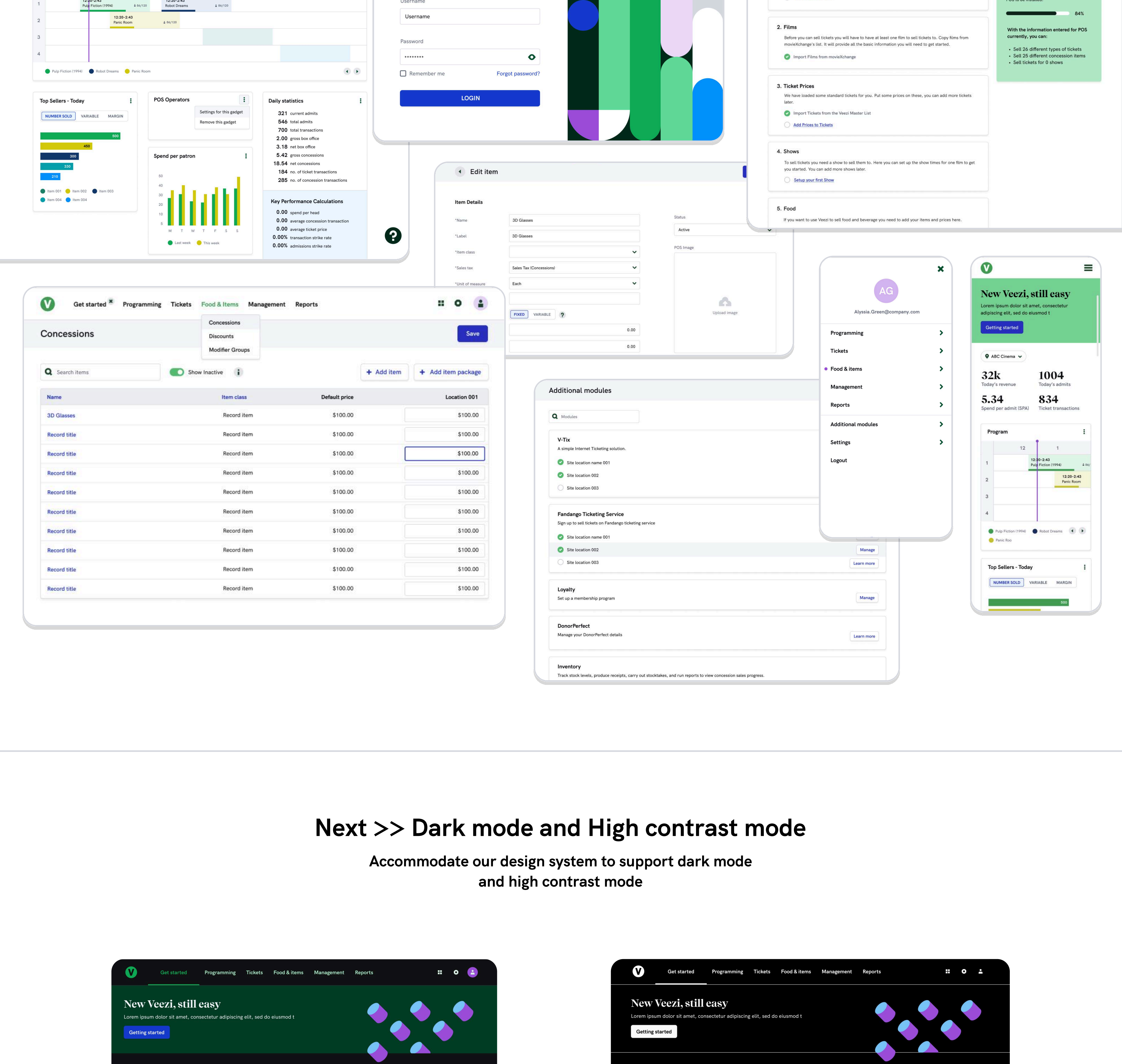
Typography

Minimalistic, clear, legible and geometric fonts that reflects 'Classy' and 'Simple'



New designs

Few screenshots of new designs. Applied bauhaus patterns for illustrations and icons. For UI patterns, applied minimalism with circular shapes and patterns.



Note: This project is still work in progress