

FRIMECRAFT

UI/UX Design
Web Designer
Web Application

UI/UX & WEB DEVELOPMENT PROPOSAL



Frime Craft

Designing, crafting, and
problemsolving with creative ideas
in several type of project portfolios

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Project proposal to:

Upwork Client

UI/UX Design
Web Designer
Web Application

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FRIMECRAFT

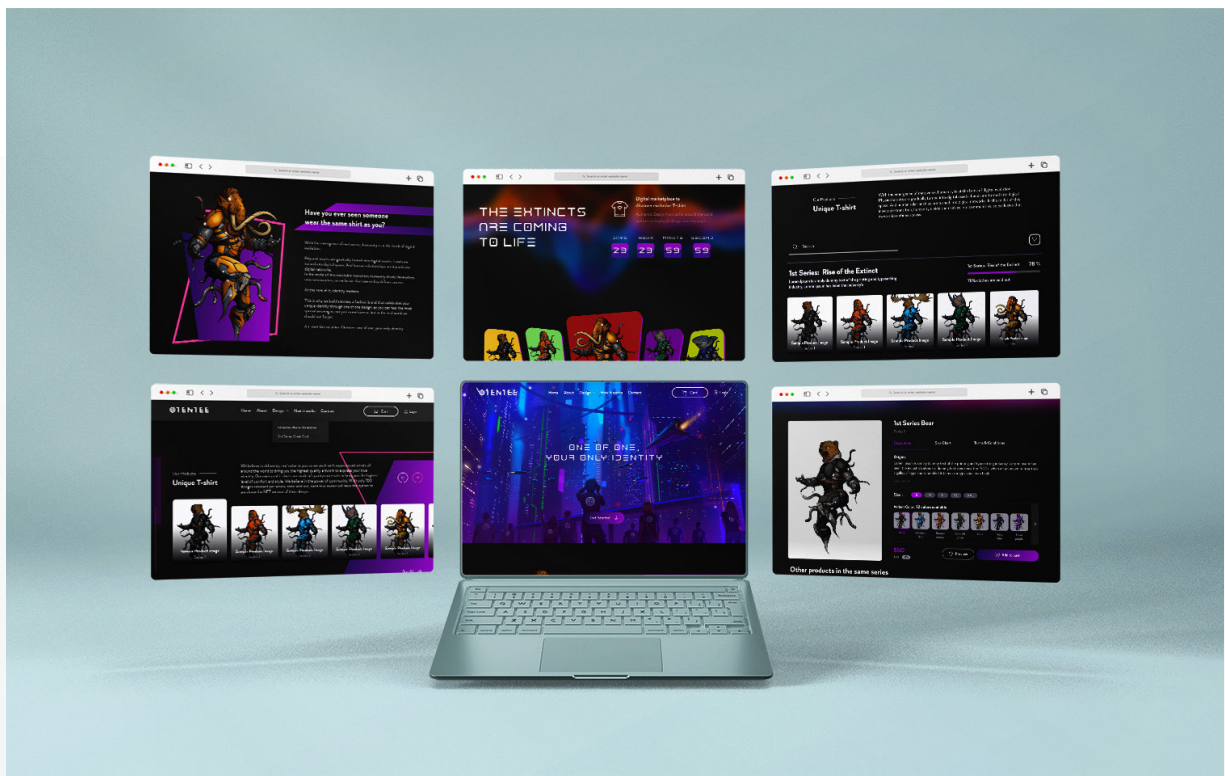
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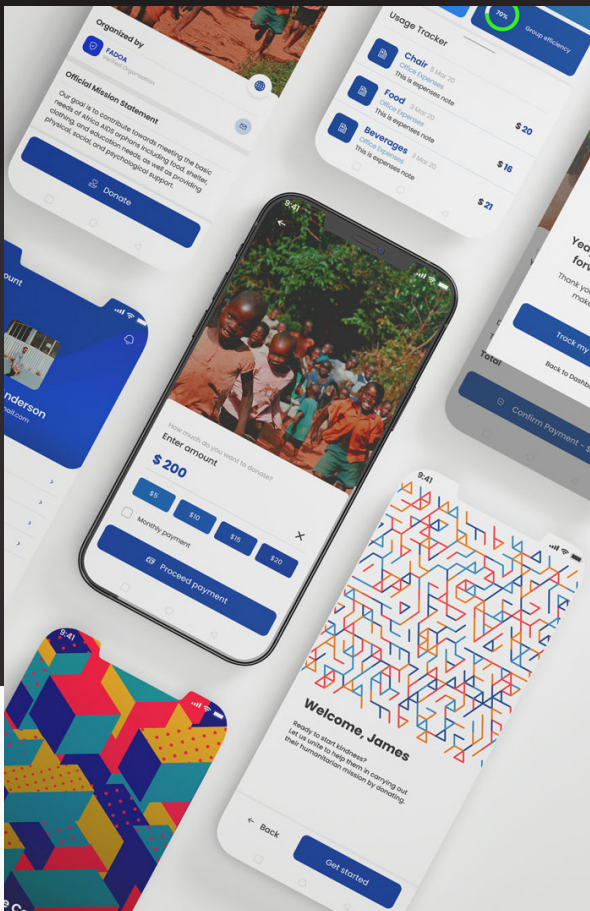
FRIME CRAFT

***Designing, crafting, and problemsolving
with creative ideas in several type of project portfolios.***

Frime Craft Studio is a web portfolio of all the projects that have been done individual by myself. I have received and have completed many various types of projects such as NFT projects, SaaS, e-learning, CRM, government applications, education, recruitment systems and various types that I cannot mention one by one. Of course, I had a few problems working on some of the new projects I came across, but I still had to study hard and study each part carefully.

Creating and making decisions to provide a solution to various problems that exist in the application. That's what I'm working on to this day as a UI/UX Designer to deliver beautiful, eye-catching, and modern visuals. Of course I also pay attention to all aspects of user habits, making sure everything is easy for the user to use. Having experience as a web design developer also adds to my skills and learns many other things. I'm ready to collaborate with what you're working on now.





PROPOSAL PREFACE

Dear Upwork Client,

I'm excited to submit this proposal for the preliminary web development services for your company. I am specializes in creating visually appealing and functional websites that meet the unique needs of our clients.

Based on your job posting through Upwork, I understand that you need reliable, creative, innovative UI/UX Designer or Frontend Developer to improve its online presence and reach more customers. I will conduct a thorough analysis of your business needs and goals, target audience, and competition to create a website that meets your objectives and stands out in your industry.

I understand the importance of ongoing support and maintenance for your project or company, and I will provide ongoing support to ensure your success.

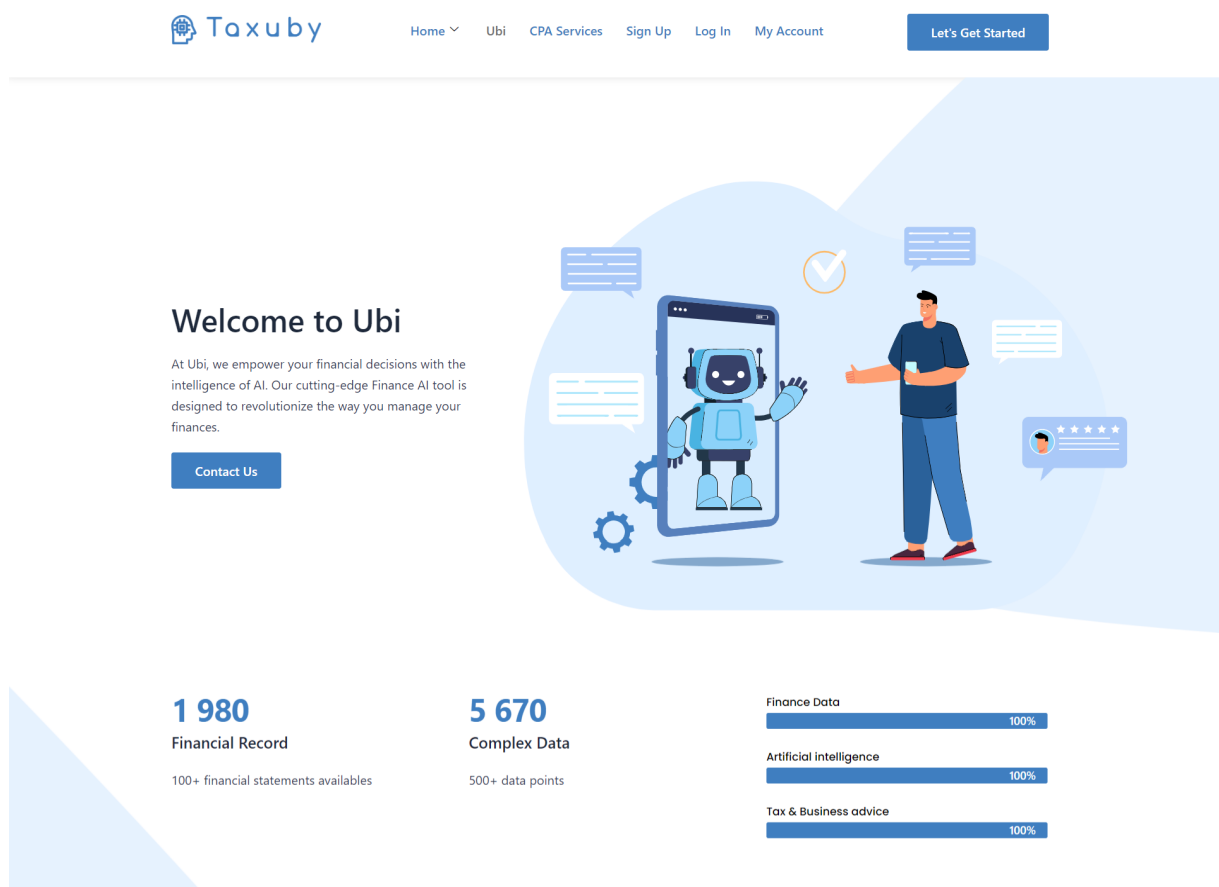
CASE STUDY SAMPLE

I will demonstrate some case study sample for my previous project. **Taxuby's** platform initially faced challenges with user engagement due to a lack of intuitive design and suboptimal user experience. Users found it difficult to navigate, leading to a high bounce rate and low interaction with key features.

Challenges Identified:

- Unstructured information layout on the homepage.
- Plain and unengaging visual elements.

Overall, the current state of Taxuby's homepage reflects a need for comprehensive enhancements across various facets of design, content structuring, and brand representation. Addressing these deficiencies is crucial to transform the plain, unengaging interface into a vibrant, organized, and user-centric platform that effectively communicates Taxuby's value proposition and entices visitors to explore its tax and financial services further.



ABOUT THE TAXUBY HOME

One of the primary shortcomings lies in the dearth of attractive points that could serve as hooks for user engagement. The visual landscape seems unremarkable, failing to highlight the platform's unique attributes or services in a visually stimulating manner. Instead, users are greeted with a rather standardized layout that lacks the creativity or appeal required to pique curiosity and encourage exploration.

01. THE CHALLENGE

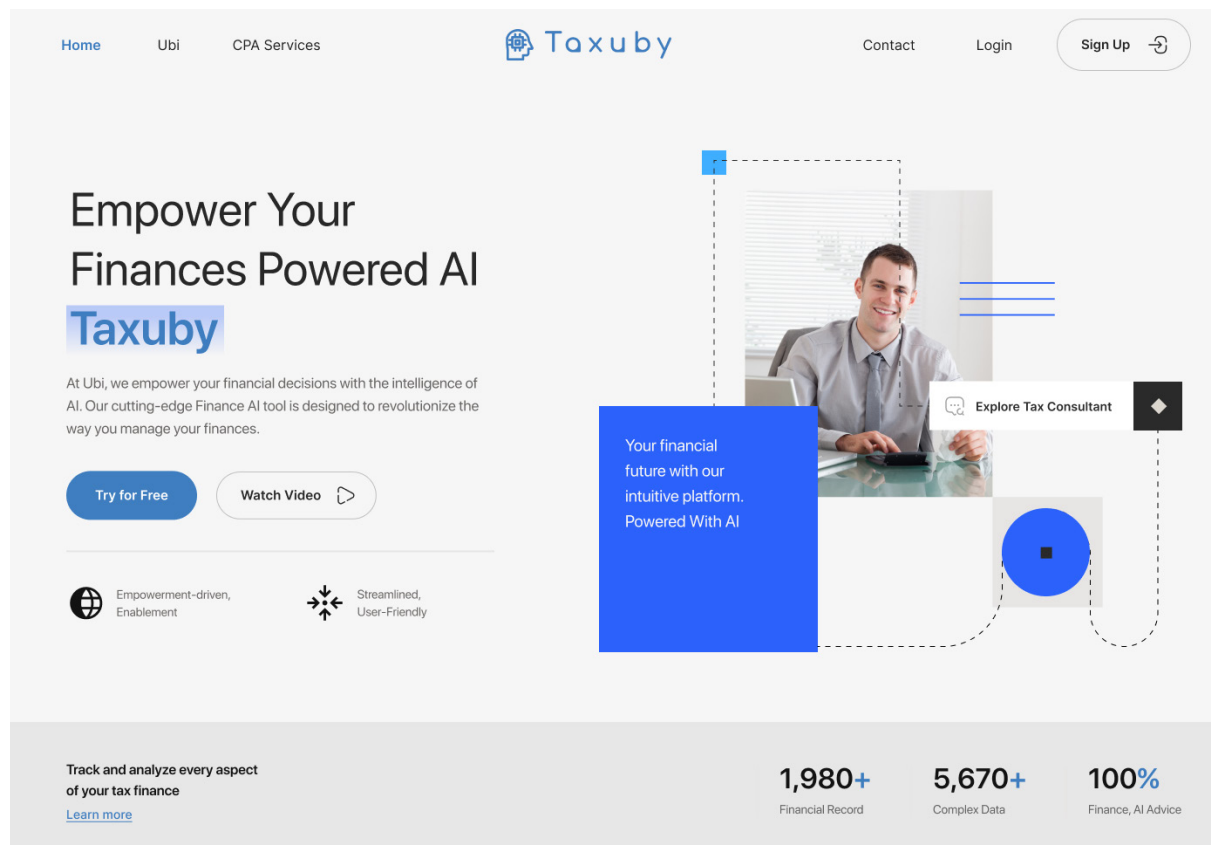
Taxuby's current homepage lacks visual appeal and fails to engage visitors effectively. It presents a plain design with unremarkable elements, lacking clear organization or compelling focal points. Information appears scattered, making navigation challenging, and the overall branding lacks a cohesive and memorable identity. The absence of persuasive, user-centric content further hinders engagement and fails to communicate Taxuby's value proposition effectively.

Through a comprehensive overhaul focused on restructuring information, enhancing visual elements, and implementing user-centric features, Taxuby successfully improved the platform's UI/UX. This led to increased user engagement, reduced bounce rates, and positive user feedback, ultimately enhancing the overall user experience and satisfaction.

02. THE SOLUTION

To elevate Taxuby's homepage, implementing captivating visuals, clear information structuring, and a cohesive brand identity is paramount. Introduce engaging focal points, streamline content organization for ease of navigation, and create a visually appealing and memorable brand image. Craft persuasive, user-focused content and incorporate testimonials for credibility, ensuring an engaging and informative user experience.

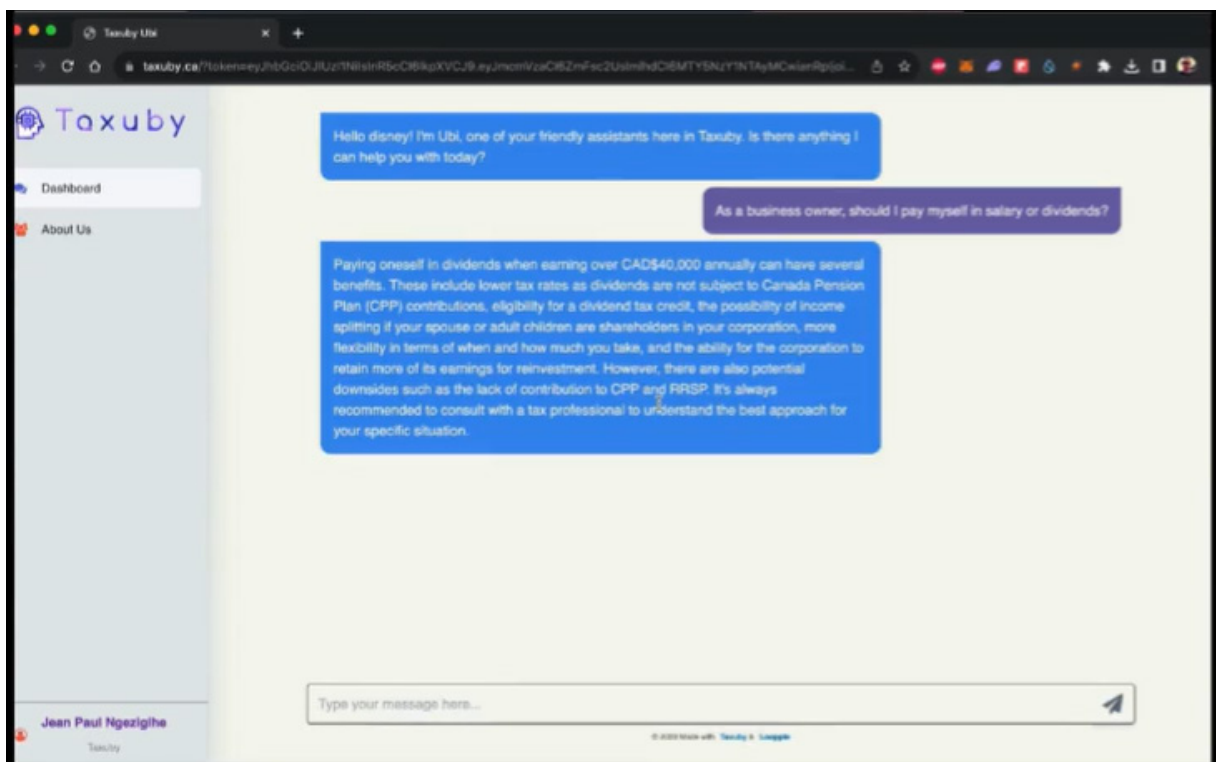
DESIGN IDEAS



CASE STUDY SAMPLE

Taxuby's current Chat AI interface faces several challenges that hinder a pleasant user experience. The interface appears mundane and lacks visually appealing elements, resulting in a standard and unremarkable design. Additionally, the absence of engaging features and unstructured information presentation further contributes to decreased user interest and difficulty in accessing relevant details.

The Chat AI's messaging will undergo a transformation to align more closely with the brand's tone and user expectations. Copywriting efforts will focus on crafting engaging and conversational language while ensuring clarity in communicating complex financial information. User-centric communication will be a priority, addressing queries promptly and providing informative responses tailored to user needs.



ABOUT THE TAXUBY CHAT

01. THE CHALLENGE

Before the implementation of feature enhancements, Taxuby's Chat AI interface grappled with multifaceted challenges. Users encountered a restrictive interface lacking predefined topics, hindering their ability to navigate specific queries efficiently. This limitation resulted in a disorganized flow of information, making it challenging for users to access tailored responses.

Inconsistencies in the AI's replies led to user dissatisfaction with varying response quality, exacerbated by the absence of a feedback mechanism for performance evaluation and improvement. Furthermore, the lack of reporting functionality prevented users from flagging inaccuracies or inappropriate responses, while the interface's plain design contributed to diminished user engagement.

These cumulative challenges collectively disrupted the user experience, impeded information accessibility, and posed obstacles to the Chat AI's consistent performance, necessitating strategic improvements for a more seamless and engaging user interaction journey.

02. THE SOLUTION

The addition of clickable topics for auto-chat, a rating system for AI responses, and a reporting feature will greatly enhance the user experience and AI performance within Taxuby's Chat AI interface. These features aim to offer a more personalized, efficient, and responsive interaction while empowering users to contribute to the improvement of the AI's capabilities.

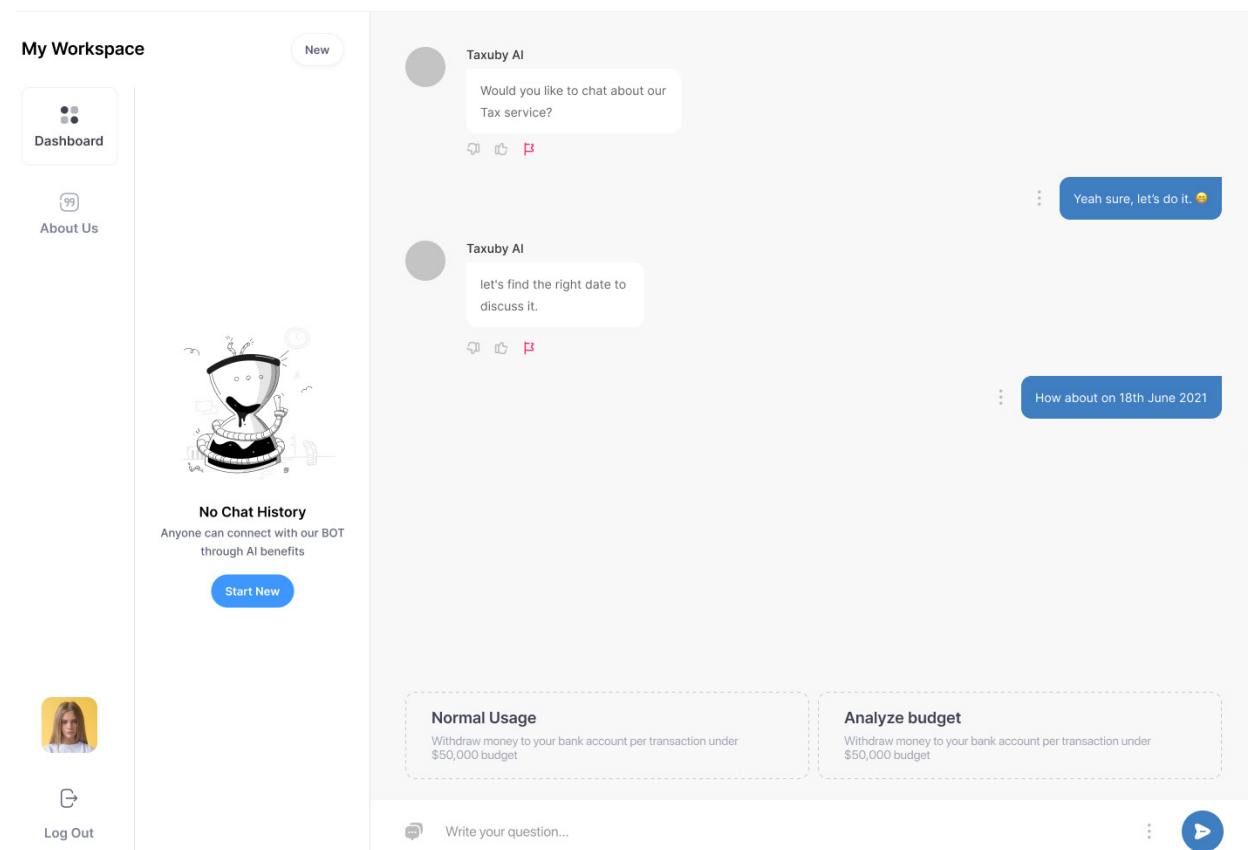
Benefits of Enhanced Features:

Improved User Experience: Clickable topics streamline user queries, providing instant access to relevant information, enhancing convenience, and reducing search time.

Enhanced AI Performance: User ratings help fine-tune the AI's responses by identifying areas for improvement and optimizing future interactions.

User Feedback Integration: The reporting feature allows users to actively contribute to the AI's improvement by flagging any discrepancies or issues encountered during interactions.

DESIGN IDEAS



SERVICES

FRIME CRAFT OBJECTIVE

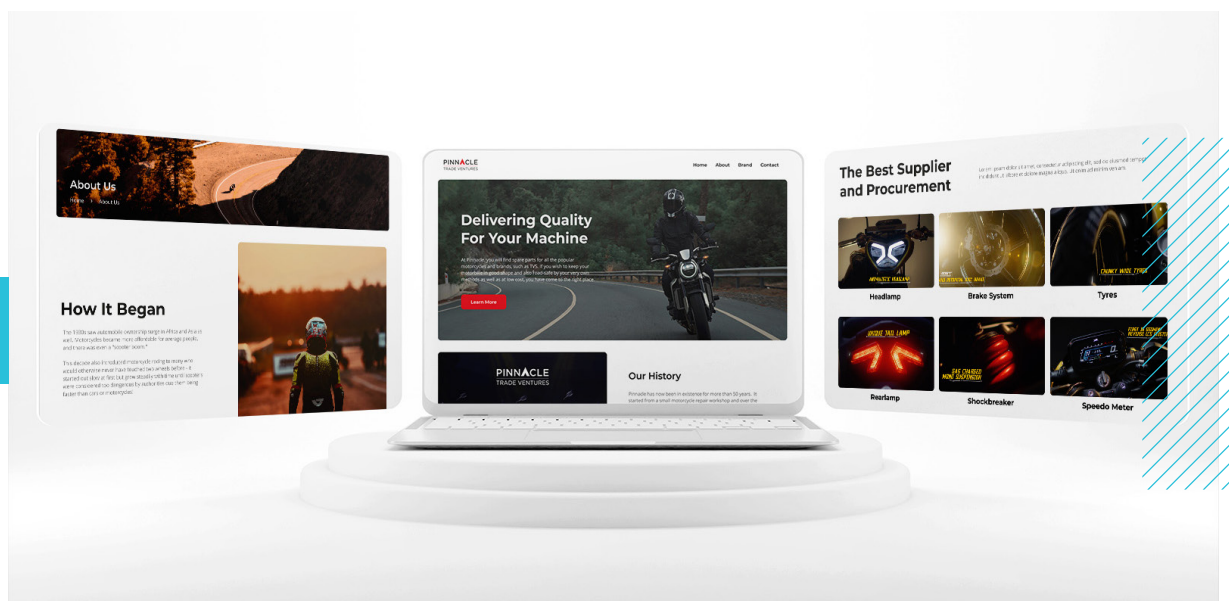
I recognize the importance of having an up-to-date and functional website, as in many cases it can significantly differ from my other projects. So, I am eager to learn your requirements, brand guidelines, and design ideas, and am adaptable to new environments.

With this, Frime Craft will take on the task of continuing the existing work and ensuring that the website adheres to the standards that have been

My UI / UX Design and Web Design service includes the following:

1. UI / UX Design
2. Developing the whole design from Figma to the website HTML and CSS
3. Ongoing support with unlimited revision to ensure your target achieved

We can also provide additional services such as premium icons, images illustration and others, copywriting, and ideating to fully support your online presence.



OUR STEP AND STRATEGY THAT WE WILL USE ON THIS PROJECT FOR YOU

We will begin by looking, thinking, ideas the whole concept of the web design or mobile application to provide nice, clean and modern looks website.

We will also provide a design concept for the website, including a color scheme, typography, and imagery that aligns with your brand and appeals to your target audience.

MY EXPERTISE



UI / UX DESIGNER

Strong knowledge in designing UI Design. Problemsolving skill in UX Research



WEB DESIGNER

Strong knowledge using HTML5, CSS3, JS, jQuery. etc with modern aesthetic design



FRONTEND DEVELOPER

Advanced skill in developing website with vue, reactjs, laravel etc. Keep trying my best to master this skill



BACKEND DEVELOPER

Advanced skill in developing website with laravel etc. Keep trying my best to master this skill and other programming skills



GRAPHIC DESIGNER

Advanced skill in designing graphic content need, Editing photo or graphic.



AND MANY OTHERS

I'm still struggling to explore various kinds of technology. There's nothing that can't be done before I start studying

HIGH-PROFILE PROJECTS

Experienced as IT Development team and UI/UX Designer for 6 years. I have been involved in various personal, freelance, and office projects. I like to learn new things, can learn self- taught, easily adapt to new environments, hard worker and strong attention to detail. I am ready to challenged to learn, gain new experiences, and open to working with new things in the IT field for full contribution to company.

Here are various kinds of portfolios that I have worked on. Every portfolio that I have worked on in the office where I work or where I collaborate, I will still include credit and are fully owned by the company / individual. In accordance with the information contained in each project.



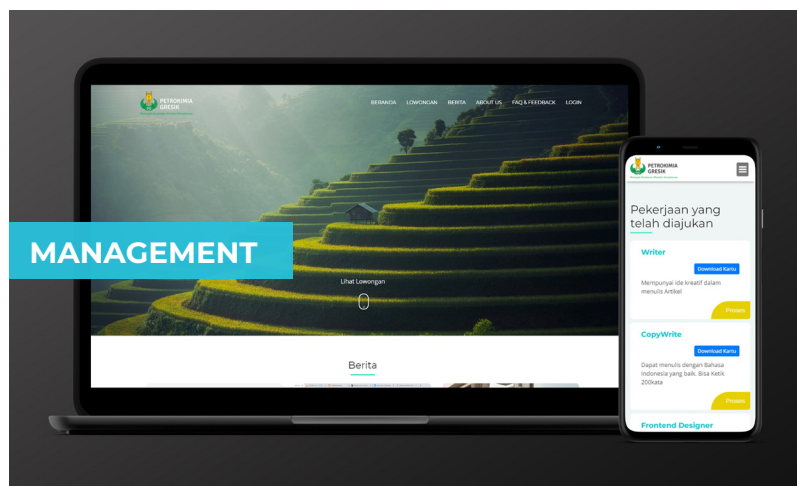
VISIT MY PORTFOLIO WEBSITE:

frimecraft.com

GOCEK

PT. HM Sampoerna Tbk

Management Information System
Machine Maintenance at
PT. HM Sampoerna Tbk.



HCDEV

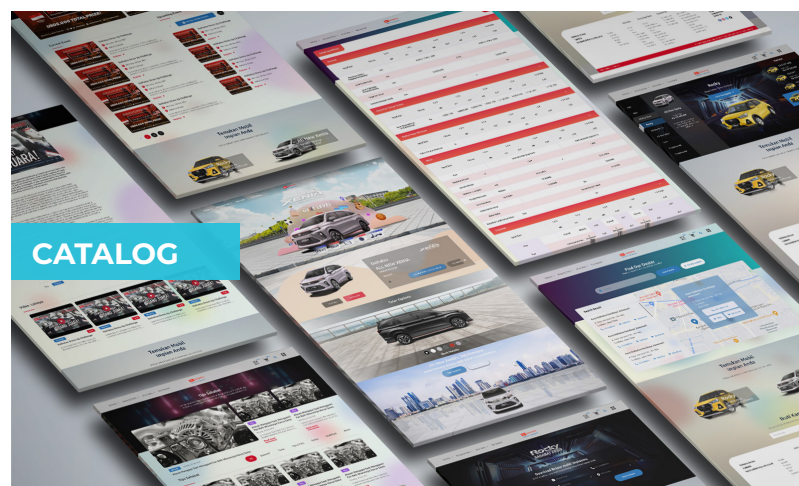
PT. Petrokimia Gresik

Management Information System
for Recruitment Workers at
PT. Petrokimia Gresik

DAIHATSU

PT. Astra Daihatsu Motor

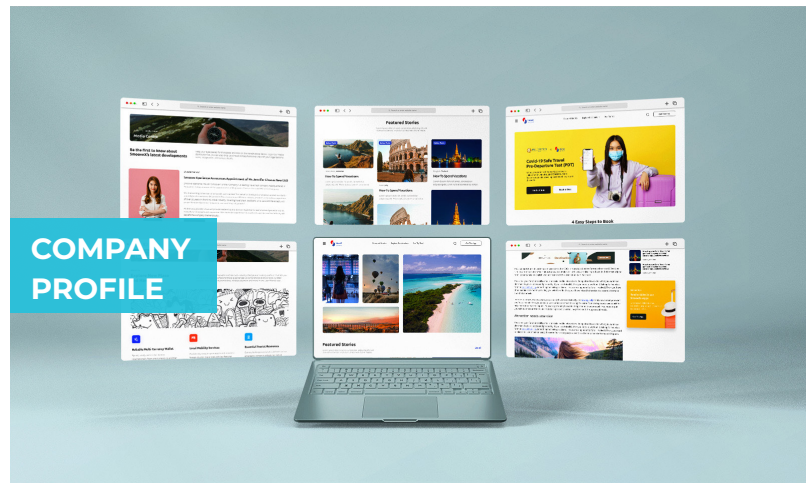
Company Profile and Catalog for
Famous Car Industry in Indonesia



SMOOVEX

Smoove Xperience

Travel Sectors International company



MILLIONK

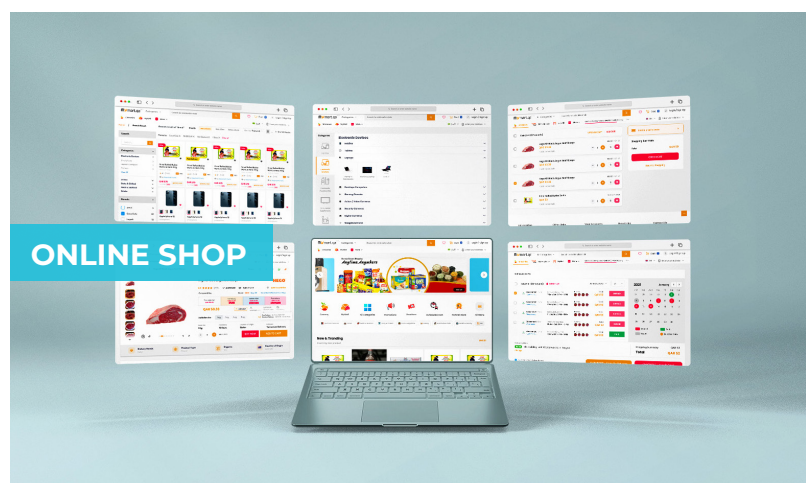
Just Us Pte. Ltd

Korean Fans Idol Platform

MYMART

MyMart Qatar

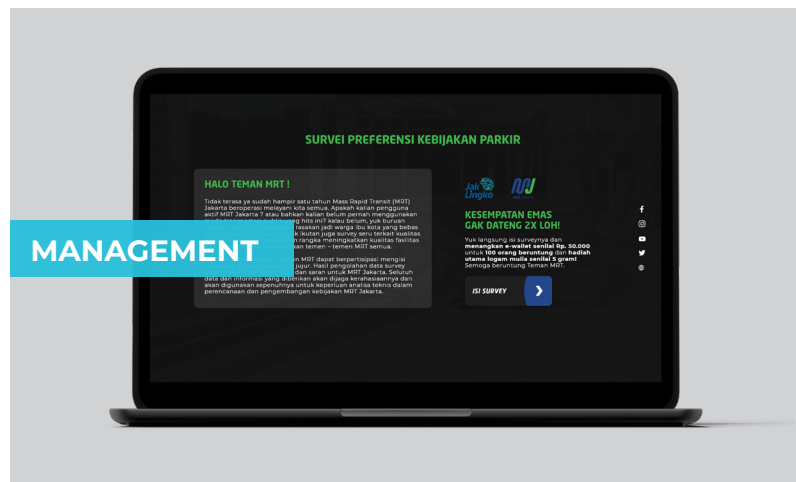
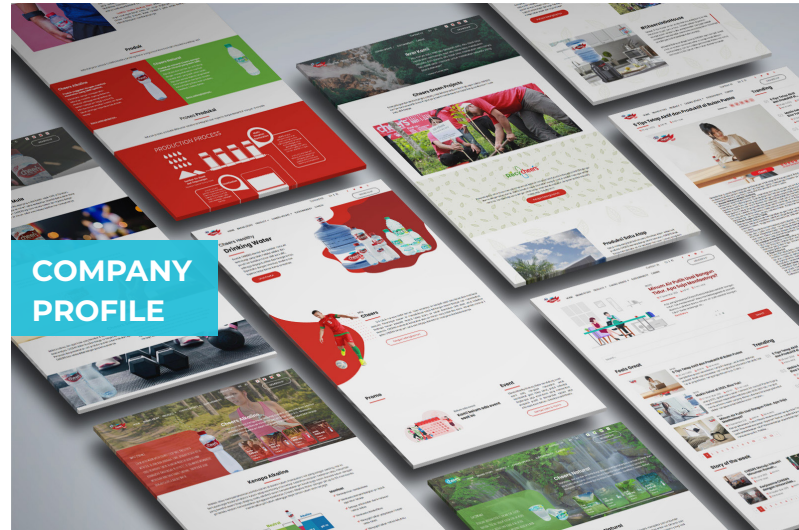
Online Shop based on Qatar



SAYCHEERS

PT. Atlantica Biruraya

Company Profile for Drinking Water
Company



SURVEY KEPUASAN PELANGGAN MRT JAKARTA

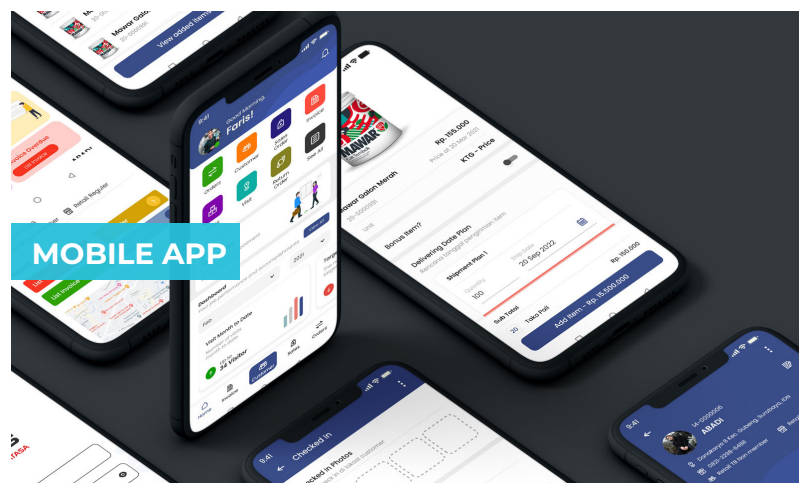
PT Mass Rapid Transit
Jakarta

Customer Satisfaction Survey for MRT Jakarta

MARS APP

PT. Mikatasa Agung

Sales Management system



PROJECT COMPLETION

I will dedicated to providing high-quality and user-centered UX and web development services to help you achieve your online goals. If you're interested in working with me, please let me know and I can discuss the details further.

Regards,

Faris Friansyah



**I Will Provide High Quality Design
and always try to go International with
good services.**



THANK YOU

Thank you for considering my proposal. I will look forward to working with you to create a website that meets your business needs and exceeds your expectations.



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CONTACT

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Upwork Clients