Glut

Product UI/UX (Web App, Mobile App)

Client Name

Glut

Project Duration

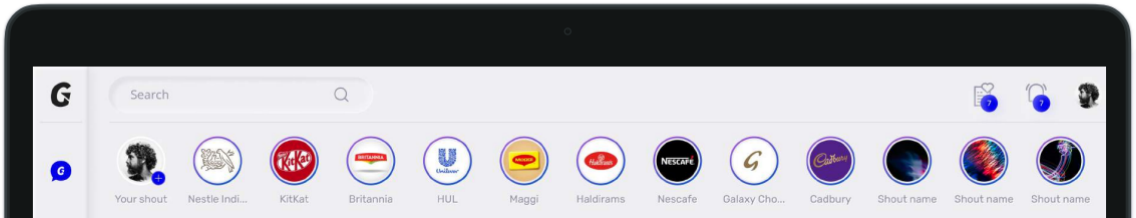
12 months & running

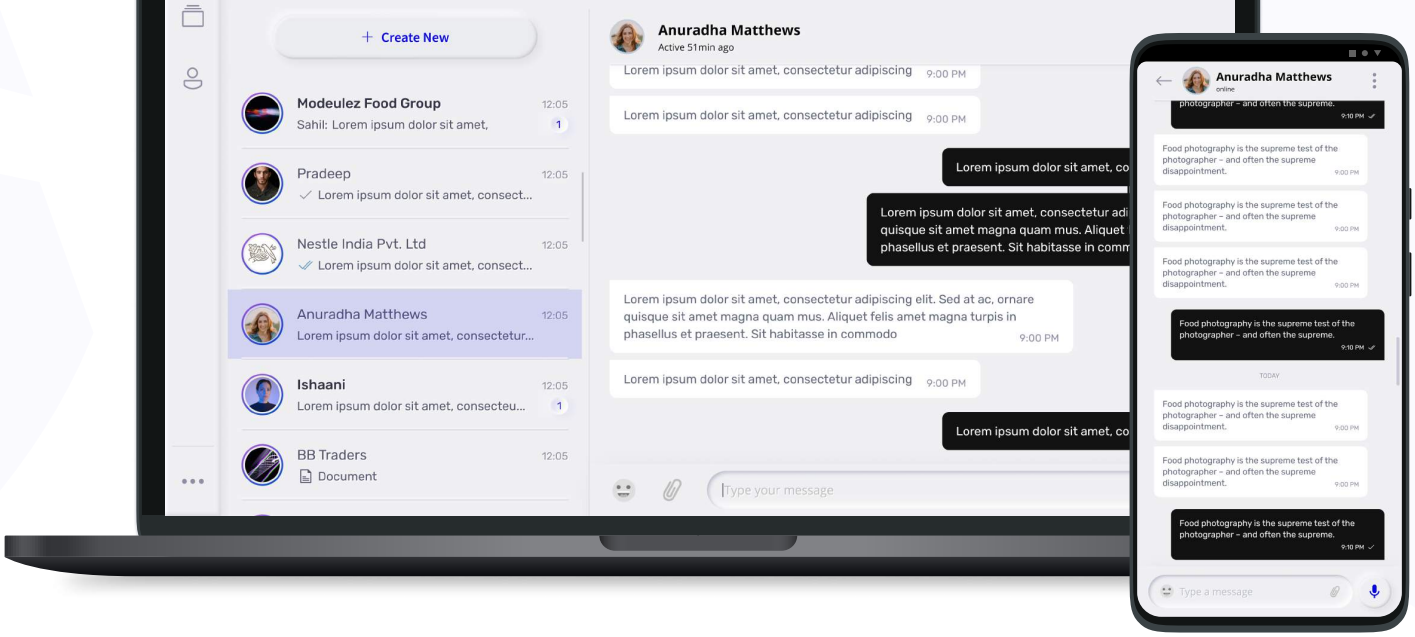
Estimated Time

4000+ Hours

Glut is built with the intention to create a digital bridge between brands, suppliers and merchants.

It allows them to connect, communicate and engage.





Challenges

The client wanted an app that would stand out in the market in terms of design. Therefore, we opted for neumorphism design to give that unique touch

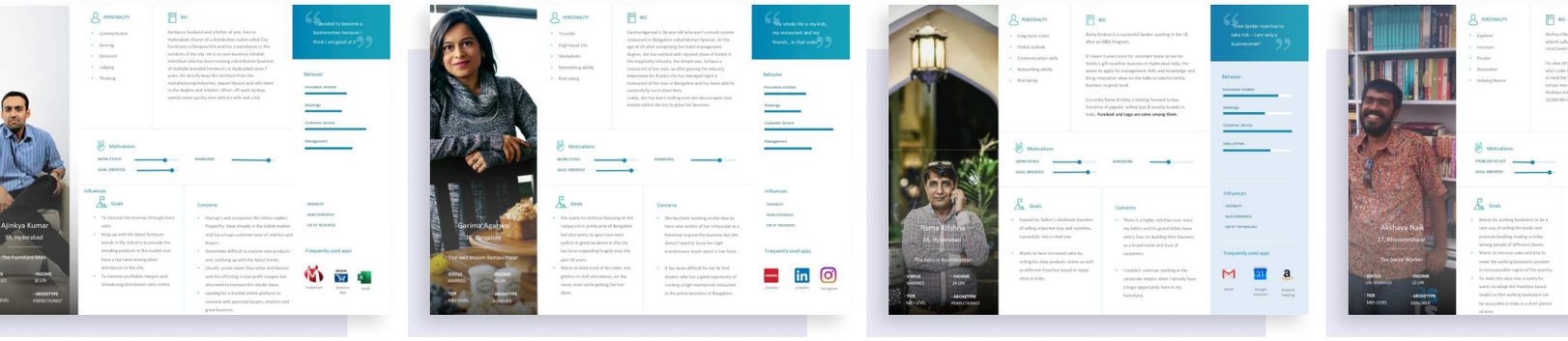
The biggest challenge was to create a unique design while retaining the experience of the different features of Glut

Making the UI easy to navigate and keeping the learning curve low so that even the newbies can make use of the mobile app and the web version easily

Both mobile app and web version needed to be cohesive and act as each other's extension even though the web version did not employ neumorphism

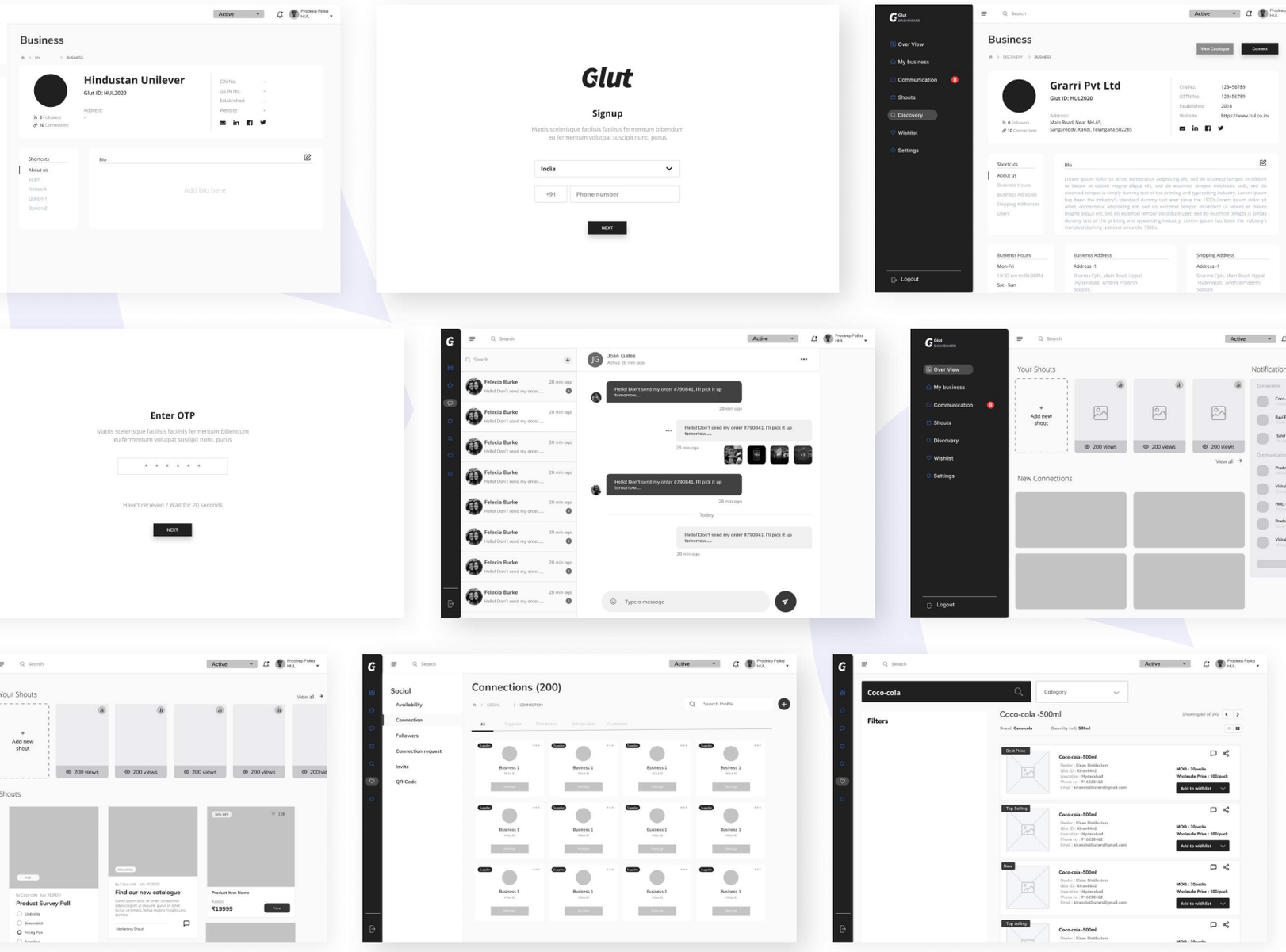
User Personas

First step of the process was to create sample user personas based on extensive research. These sample personas helped in taking important design related decisions



Wireframing

Low fidelity wireframes were made based on the information provided by the client. This step helped in understanding the flow and capturing minute details before moving onto the UI phase



USP's

Features that make Glut one of its kind

Helping brands, suppliers and merchants establish connections on the basis of shared interests

Amplifying growth through quality market insights, strong business connections, and improved ability of making powerful decisions

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Design System

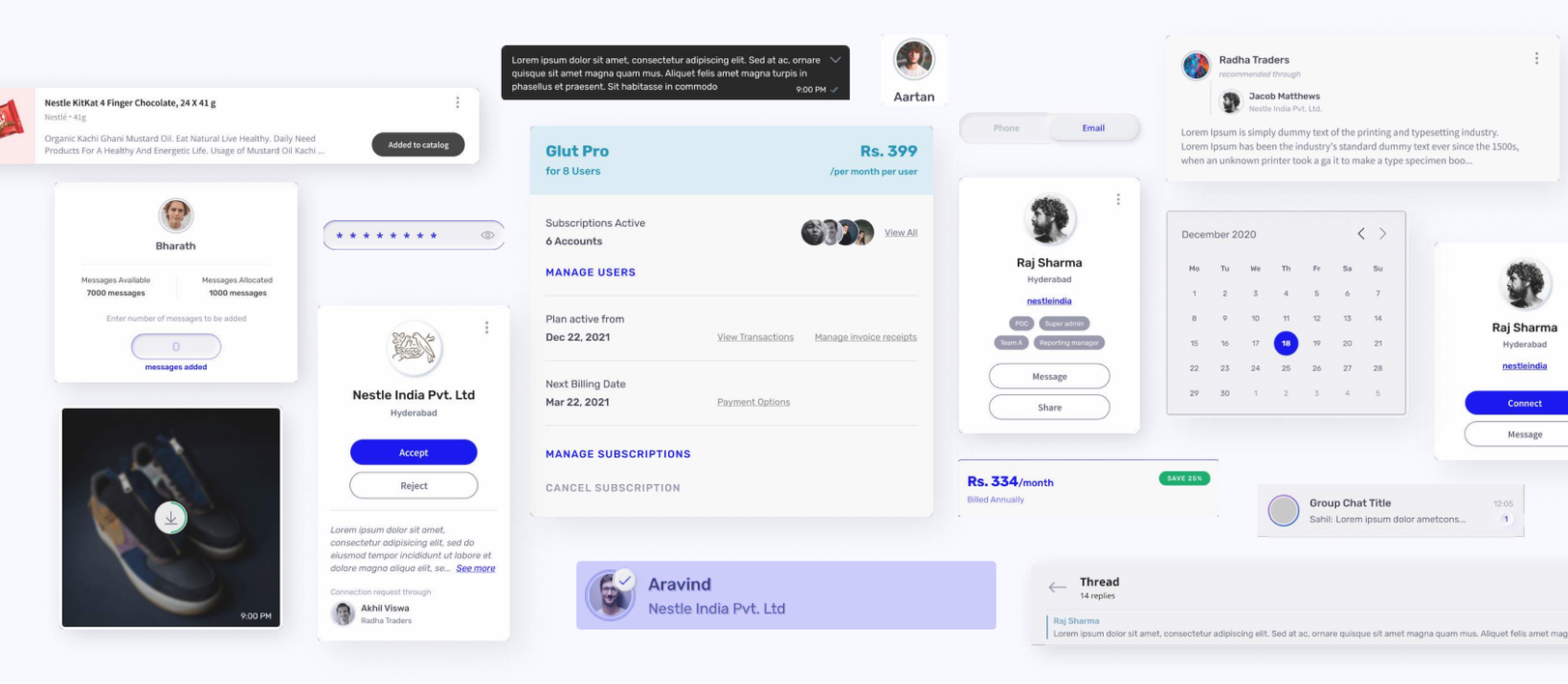
An extensive design system was created for Glut

Problem

Glut, as an application, has many different features which required us to build thousands of screens. Treating each page as a single entity and making designs around it would have been time consuming and hence dragging the timelines

Solution

In order to minimize the complications, we designed a system that had a collection of reusable components with defined standards of usage, making it easier to tackle a heavy project like this one.



Color Palette

A vibrant primary color with subtle secondary colors was a great match

App colors

#0200ED

#61677C

#41444D

#BABECC

#F0F0F3

#FFFFFF

Accent colors

Typography

Two sans-serif typefaces were used both in the mobile and web app

Rubik

Aa

AaBbDd 012345

Primary Typeface

Open Sans

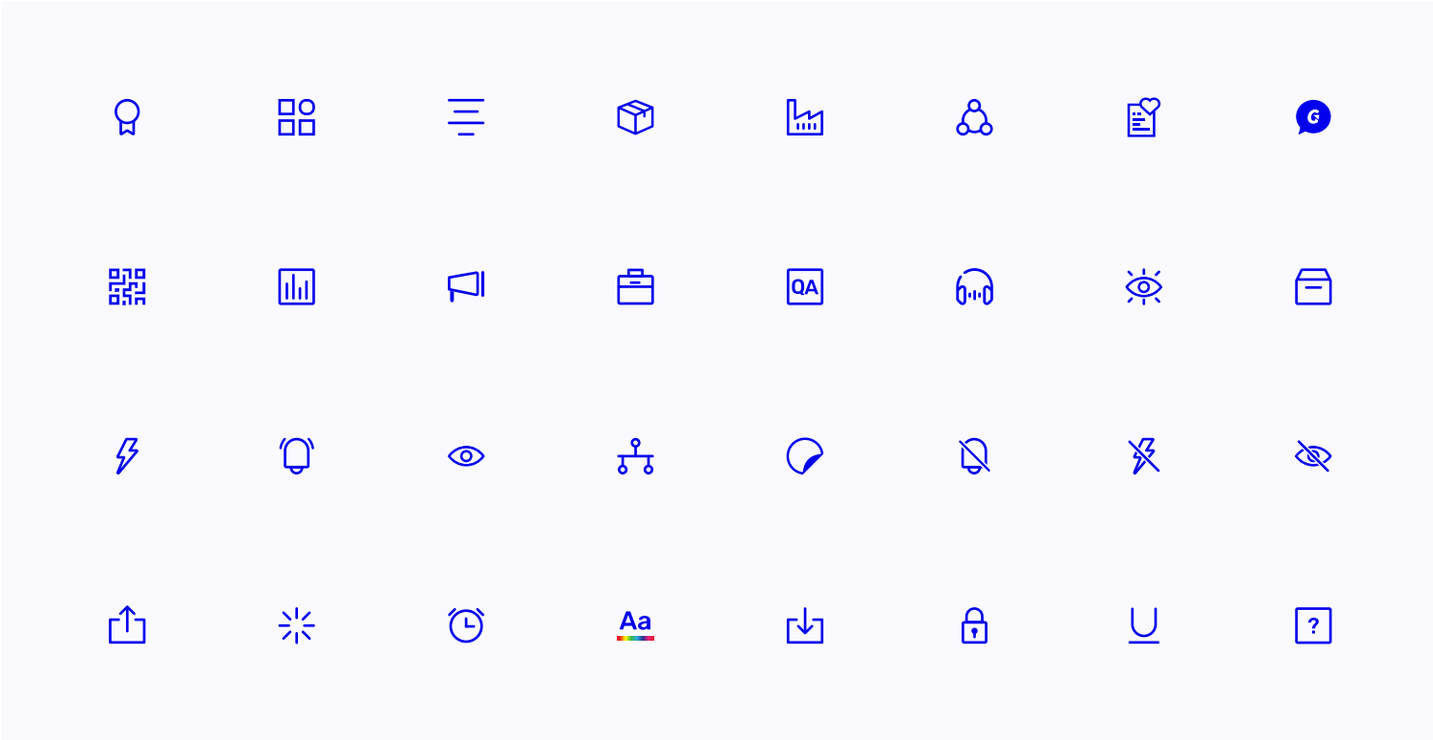
Aa

AaBbCcDd 012345

Secondary Typeface

Iconography

A simple and minimal icon system with over 100+ icons was created

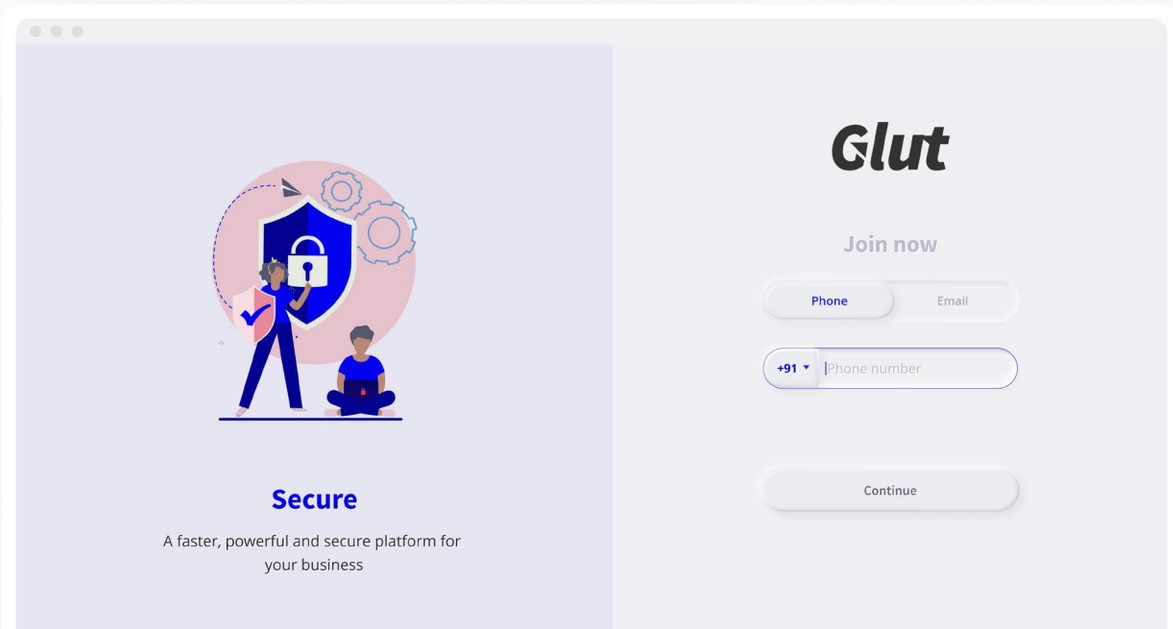


UI Design

Over 4000 screens were created for both web and mobile application. The creation of the design system helped save a lot of time and resulted in a product that we are proud of

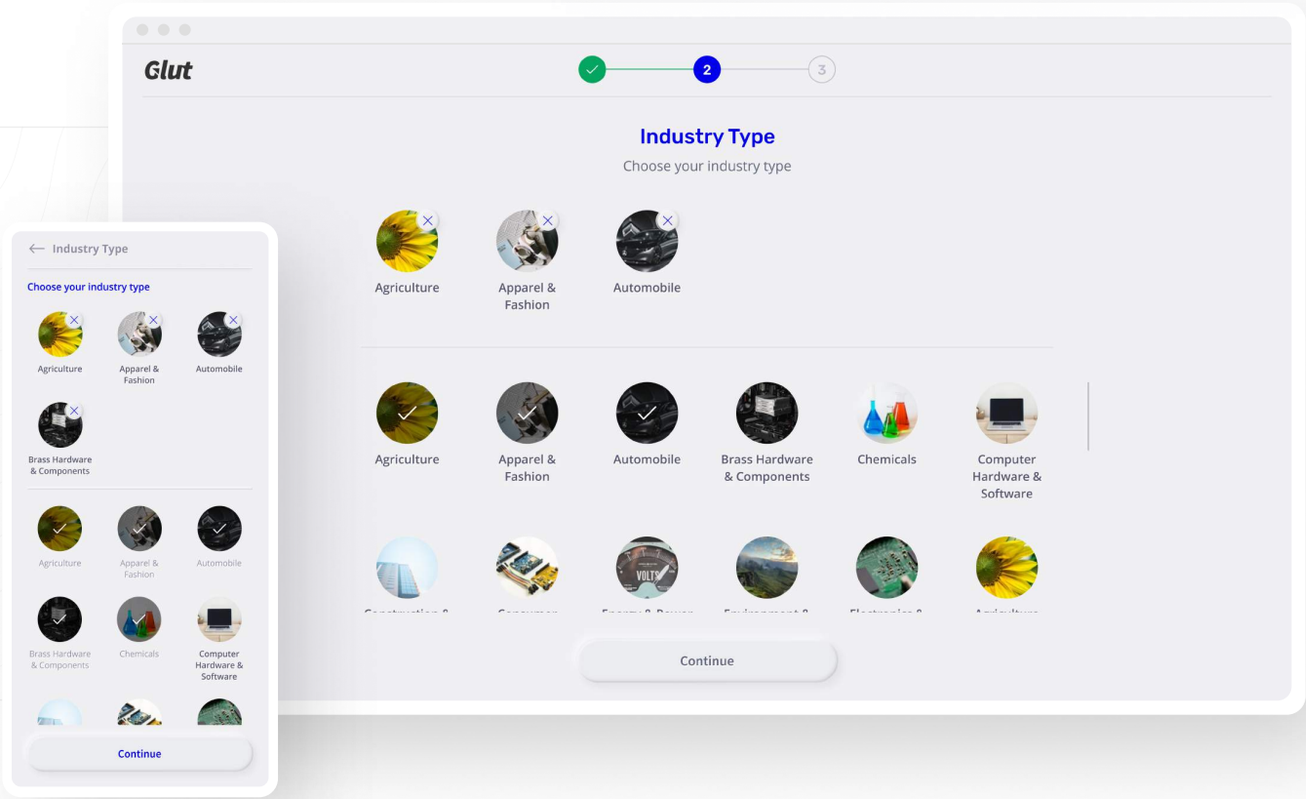
Signin & Signup

A screen where the USP's of Glut are shown to increase the social proofing aspect thereby decresing the drop off rate furing the process



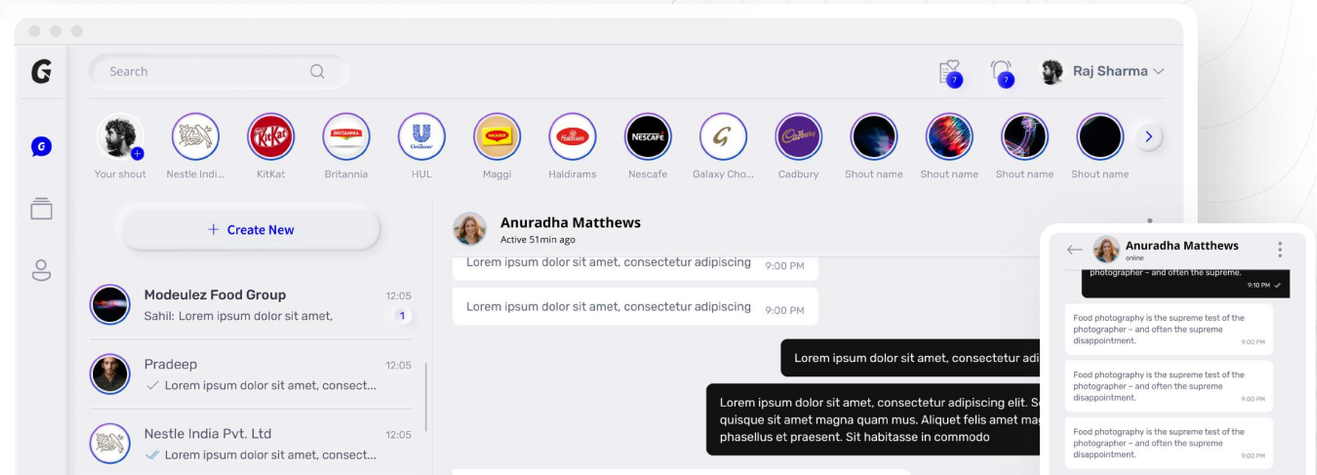
Onboarding

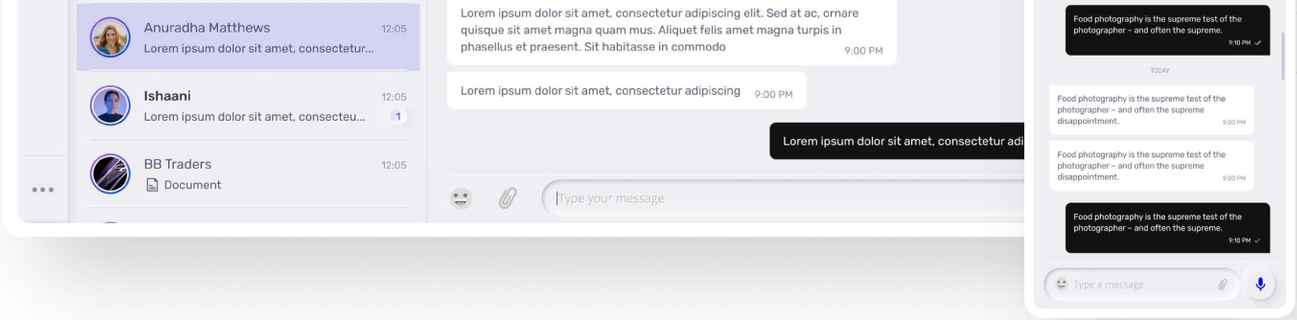
Effortless onboarding experience for the new user to select his business type and industry type.

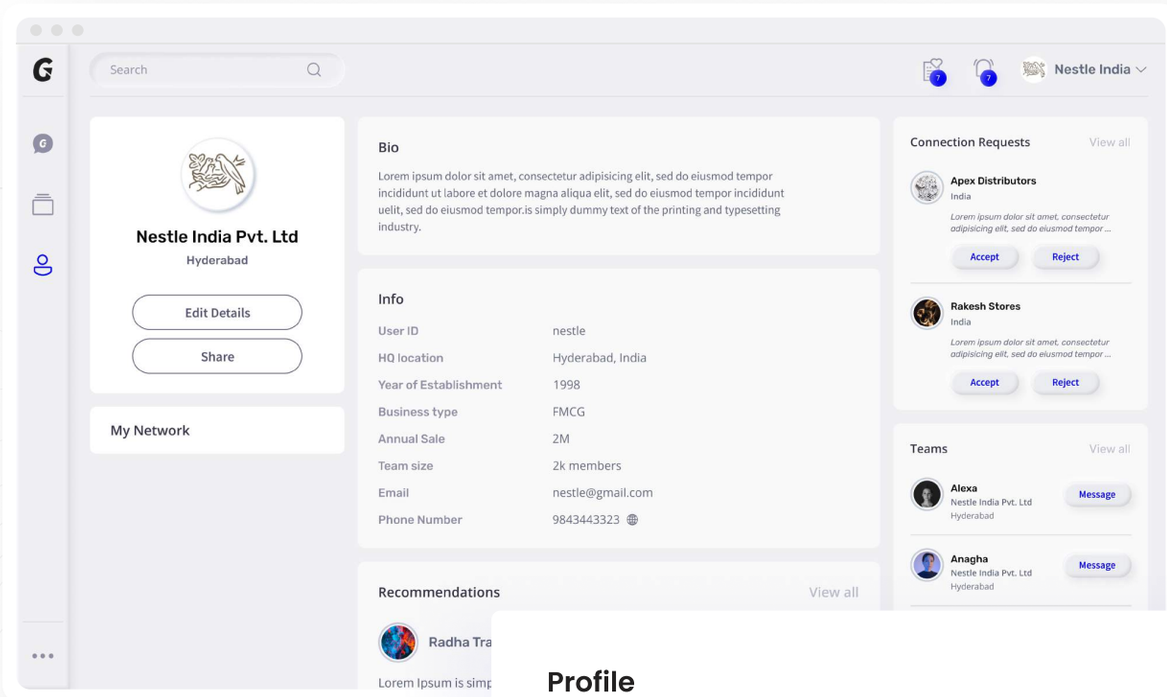


Chats

A simple and familiar design for the chat module, which is a core feature of Glut

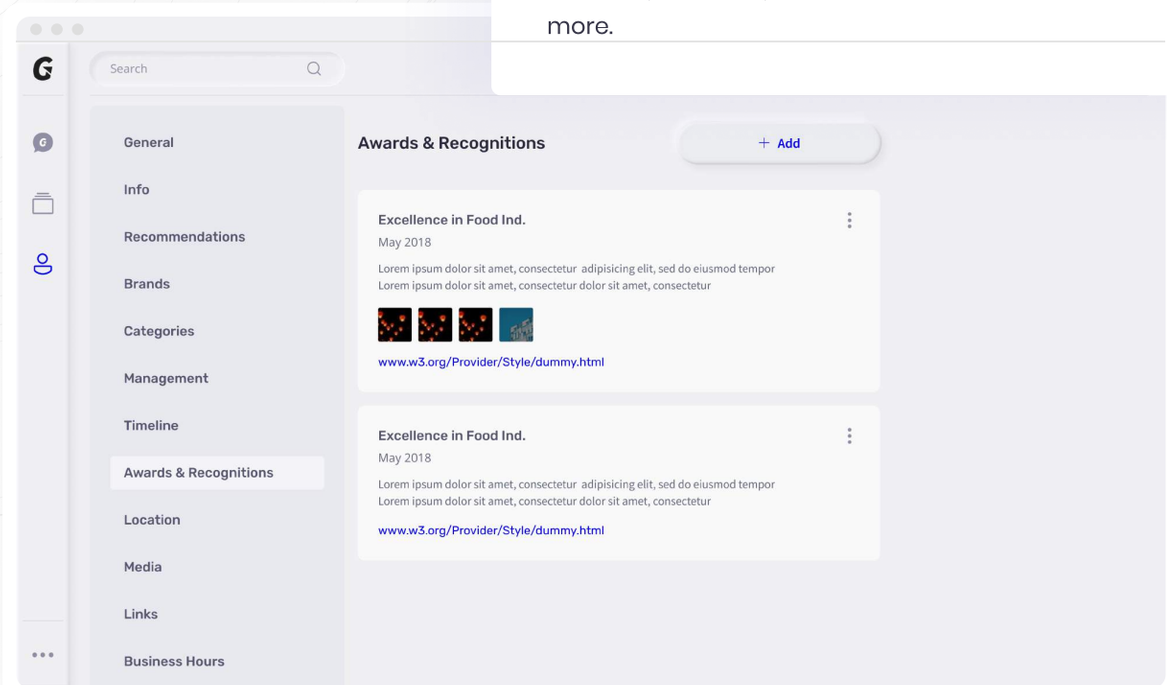






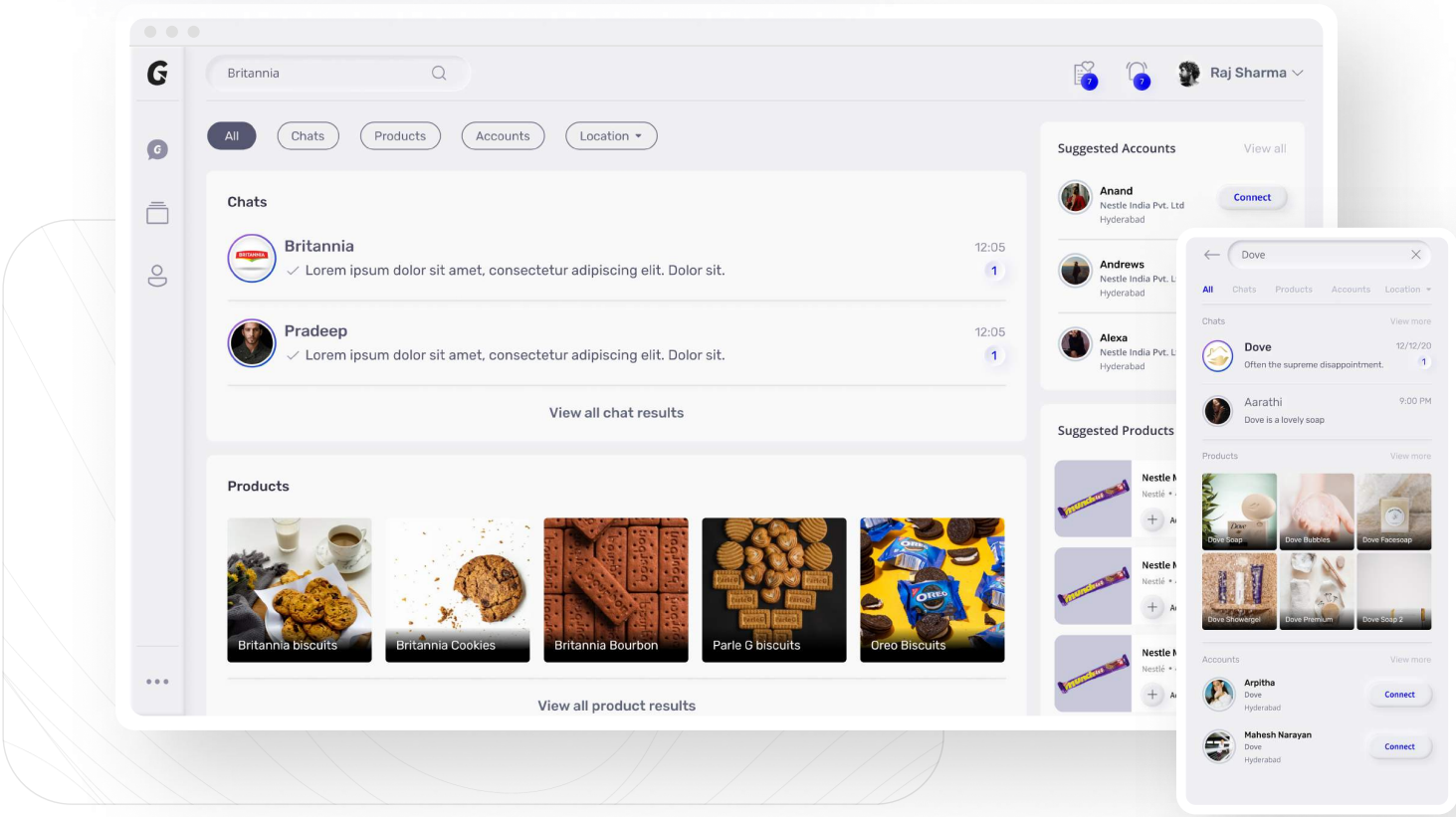
Profile

Two types of profiles, one for businesses and one for users. Add all details of your business, brands, team, the timeline of your business, awards and recognitions received, locations, active business hours and much more.



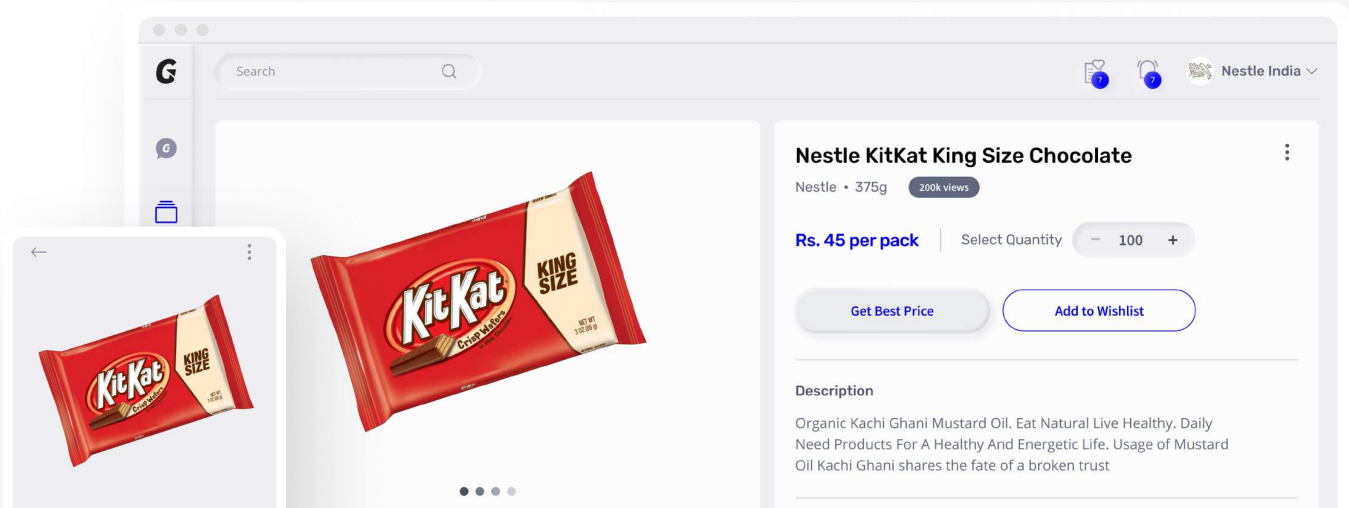
Search

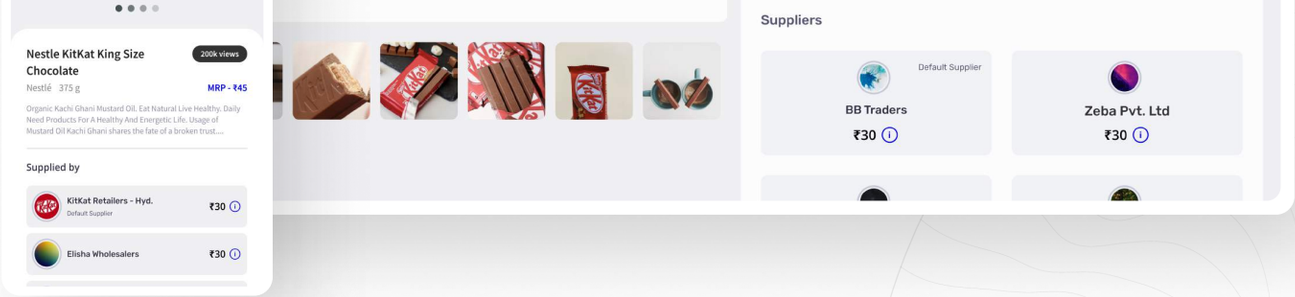
A seemless search experience helps users find exactly what they're looking for, whether it is a profile, product or just finding an old chat

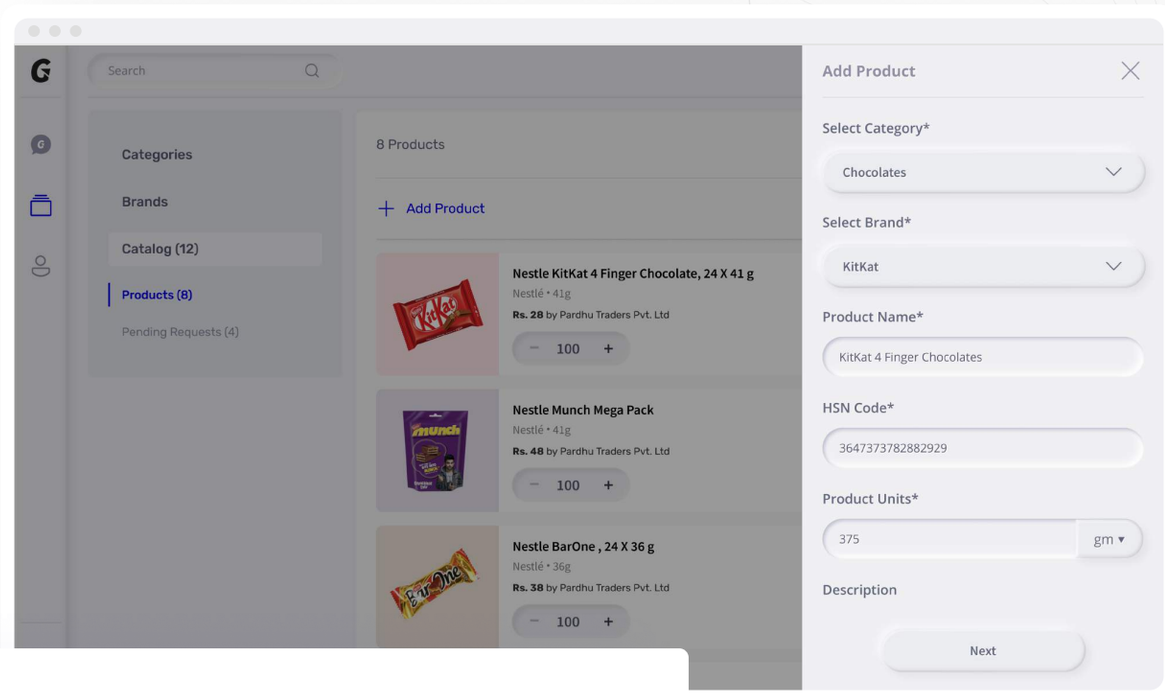


Products

View products from the available catalog of Glut and add them to your wishlist or just check the best price of the product.

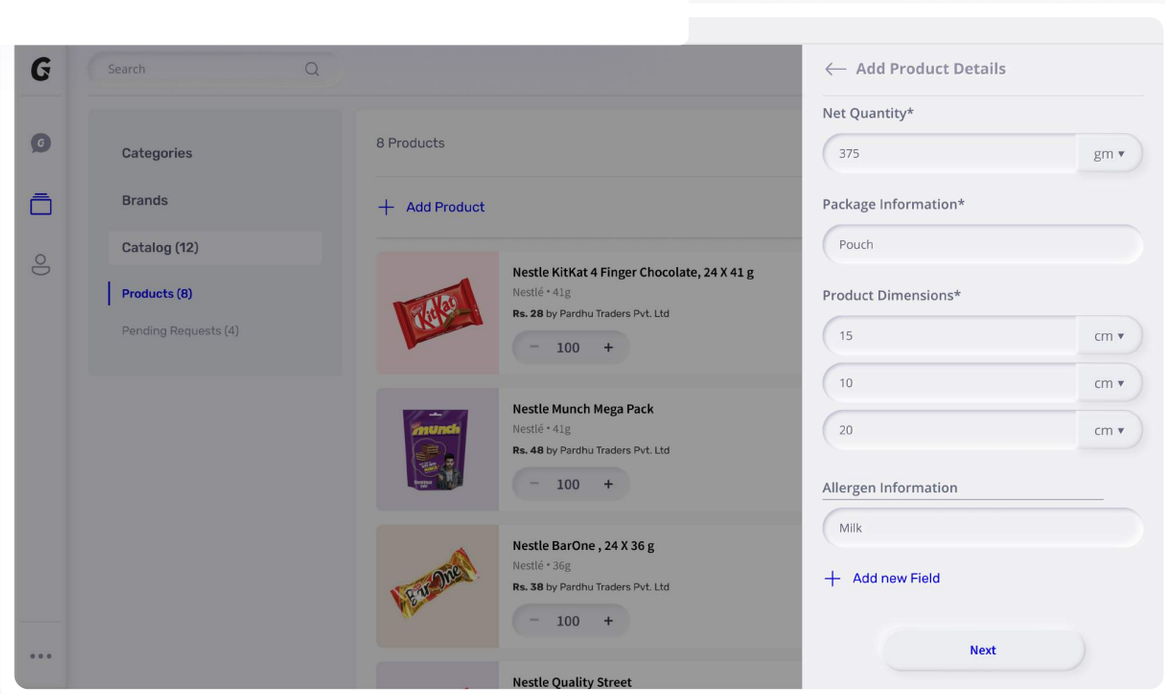






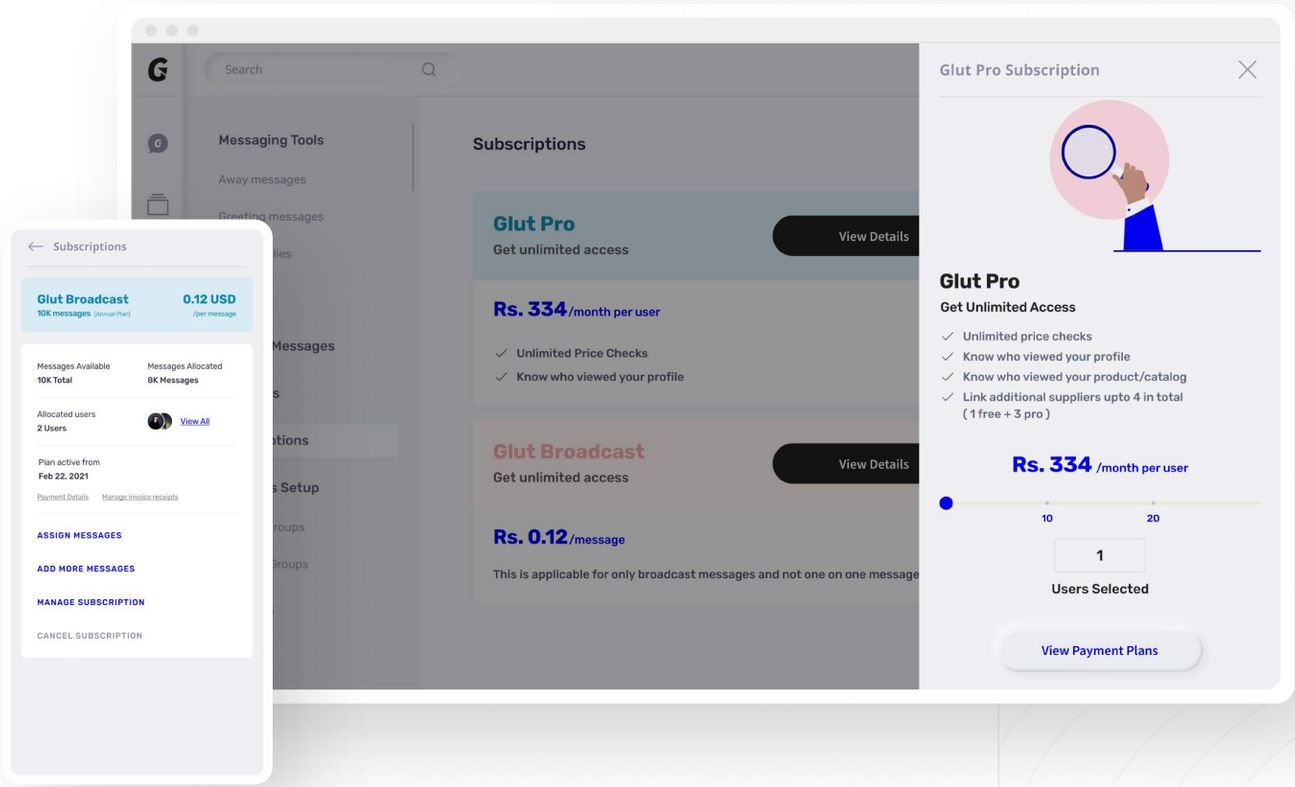
Add your product

Provide all the nescessary details, add custom details, upload images of your product and request Glut to add the same to the catalog. As easy as that.



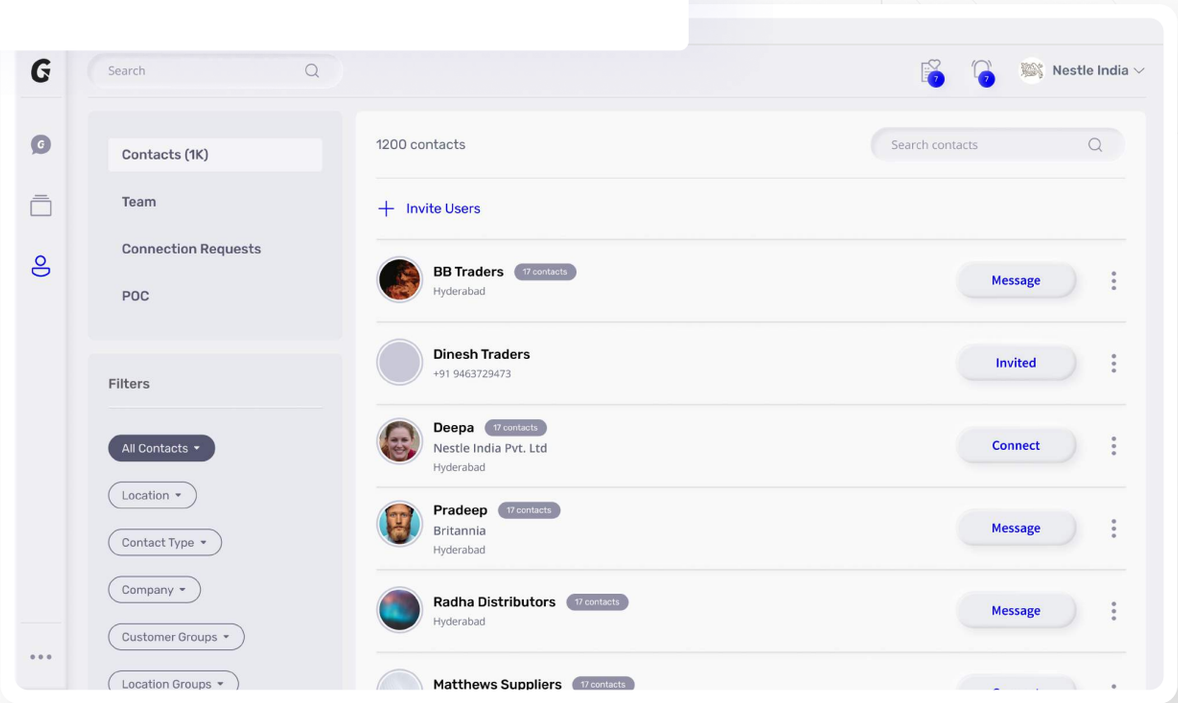
Subscriptions

Subscribe to a pro model from Glut for more features like adding team members, broadcasting messages and infinite best price checks among others.



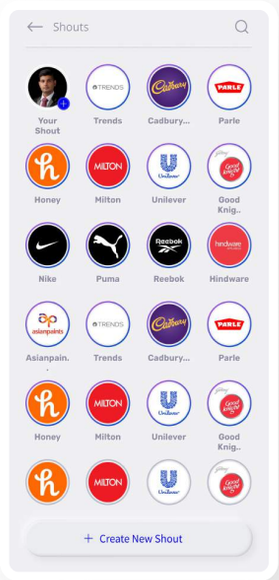
Network - Contacts

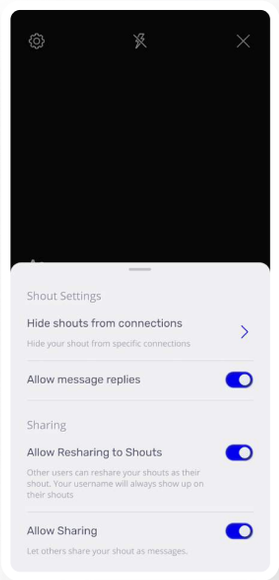
View all your network at one place. Upload contacts in bulk to the platform for easy handling of conversations.

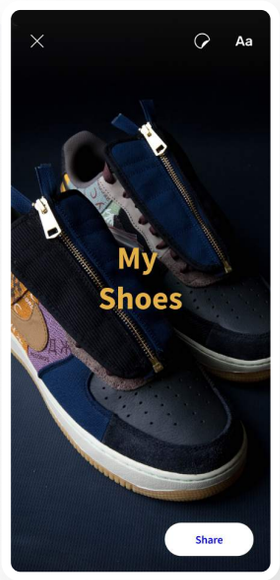


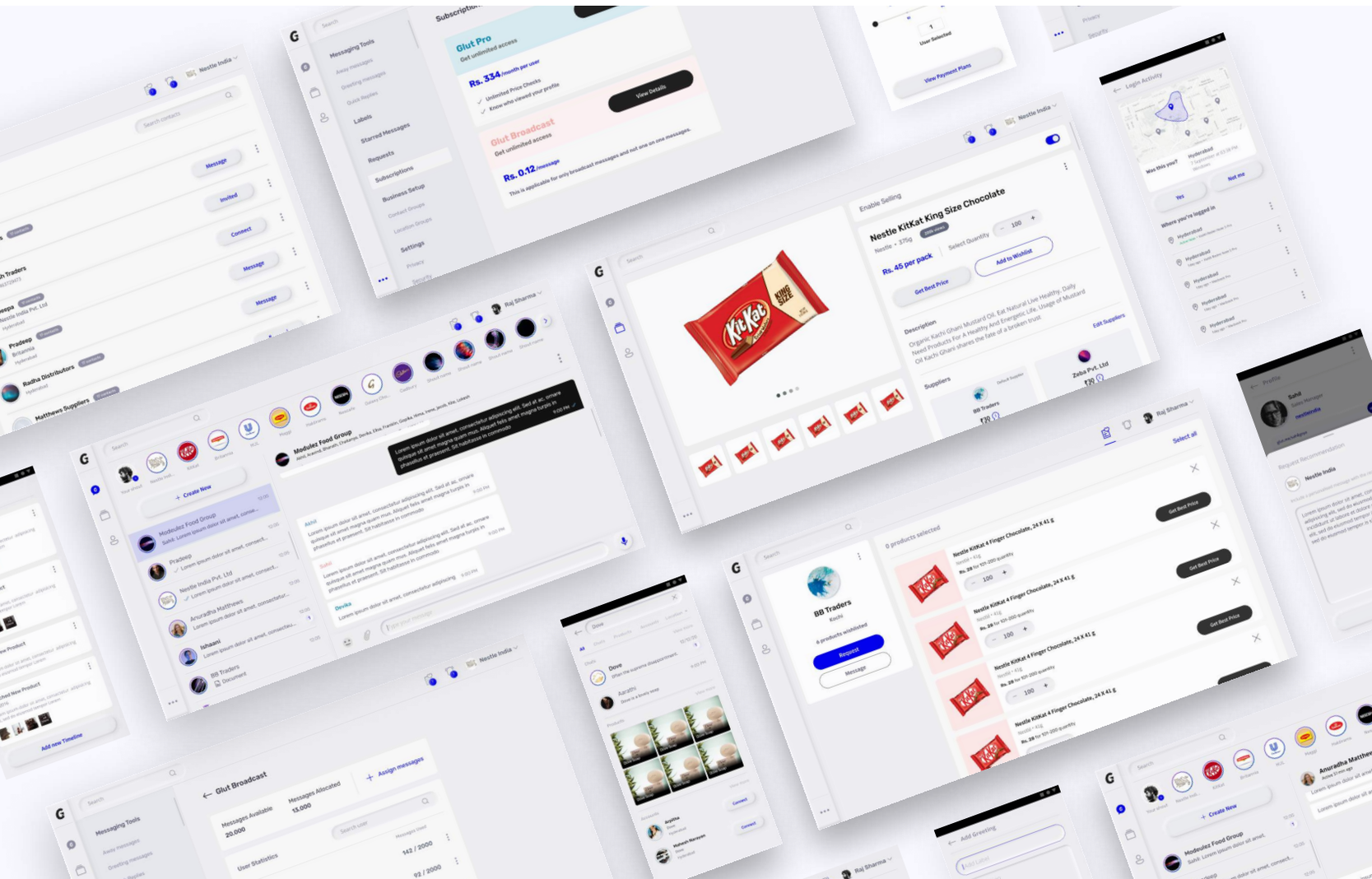
Shouts

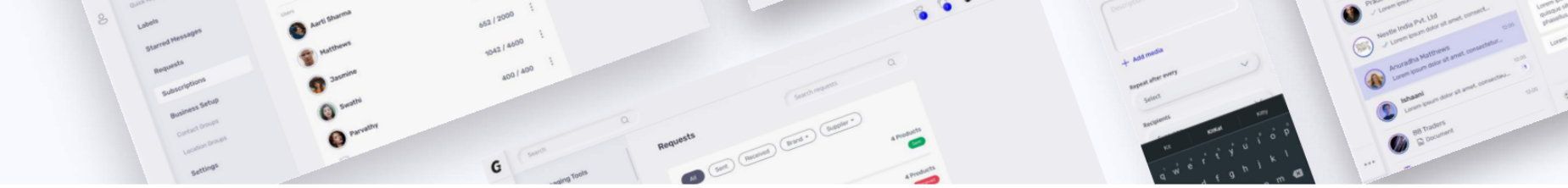
A mobile only experience to help businesses market their products to other users, helping it reach a wider audience.











Glut

4000+ Design Screens

3 Extraordinary Designers