

WOOX

Designing an Intuitive
User Interface for a New
Mobile Device

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The developers of Woot, a new mobile device, sought Base Creative's assistance in designing the User Interface (UI) for the product.

Business Strategy

Business Model Adaptation
Business Process Changes
Organisational Empowerment

Brand Strategy

Management Interviews
Brand Workshop
Brand DNA
Brand Differentiation
Brand Architecture
Brand Strategy Book
Ongoing Brand Management

Design and Touchpoints

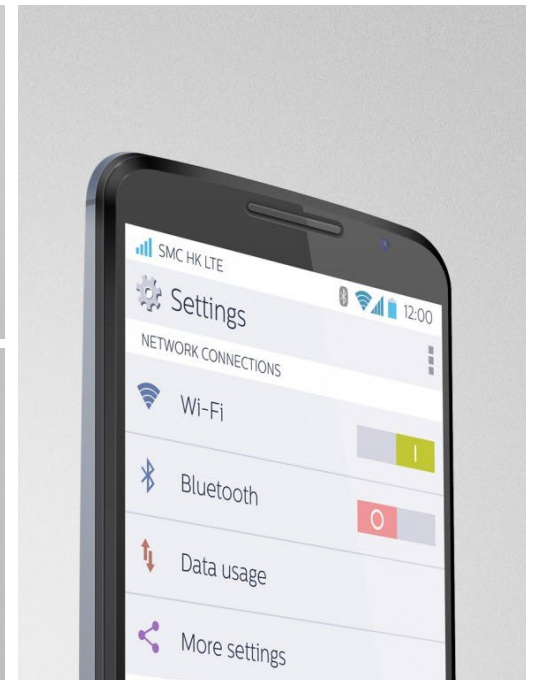
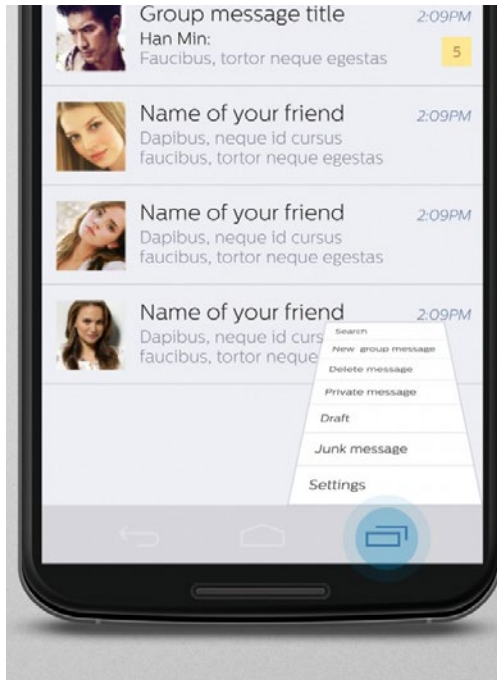
Brand Identity
Brand Grid Refreshment
Product Photography
Writing & Translation
Booth Design
Advertising Design

Digital & Social Media

UI and UX Design
Brand Website
Ecommerce Website
Social Media Management
Social Media Advertising
Analytics

Woox User Interface Design

Designing an Intuitive User Interface for a New Mobile Device



In fulfilling this assignment, Base Creative's key objective was to combine aesthetic appeal and an uncluttered look with intuitive ease of use and flexibility.

Scope of work

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