# FácilPng

Website

UX/UI case study

## About the project

This project emerged as a response to the need to simplify and enhance the search and download experience of high-quality images for both professionals and everyday users. The primary objective of this UX/UI design project was to make the platform accessible, user-friendly, and swift to meet the demands of a diverse audience.

### Goals

1. Simple and Fast Search: Optimize the search to be easy and quick.
2. Direct Downloads: Enable downloads without associated costs.
3. Guaranteed Quality: Ensure the availability of high-quality images.

### My role (icon)

1. User Research.
2. Goal Definition.
3. Wireframing.
4. Visual Design.
5. Integration of Search Tools.
6. Ensuring Accessibility.

## Research

### Benchmark

| | Pixabay | Freepik | Pexels |
|---|---|---|---|
| Images quality | Offers high resolution and quality images. | Provides quality images, but some are paid. | Selection of high-quality and high-resolution images. |
| Licenses and restrictions | Most images are in the public domain, meaning they can be used without attribution. | Offers free and premium images. However, some premium images require attribution. | All images are free for personal and commercial use, with no attribution required. |
| Usage facilities | Simple and user-friendly interface with advanced search tools. | Intuitive interface with options for direct downloading images. | Straightforward interface with advanced filters and a collection section for saving search terms. |
| Remarks / Warning | Wide variety of themes and categories, from nature to technology. | Diversity of themes, with a focus on graphic resources (vectors, icons). | Provides images in a broad range of categories, from business to travel. |

## Problems

**01. Facilitating Image Search:**
Simplifying the image search process so that users can quickly find the specific images they need, enhancing efficiency and user experience.

**02. Access to High-Quality Images**
Providing a wide selection of high-quality images to meet the requirements of professionals and everyday users seeking visually excellent content.

**03. Free and Accessible Downloads**
Allowing users to download images for personal and commercial use without associated costs.

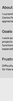
## Solutions

**01. Solution 1**
Implement an intuitive search bar with advanced interface with advanced filtering options.

**02. Solution 2**
Clearly showcase the quality of the images on the platform, emphasizing their suitability for professional and general use.

**03. Solution 3**
Establish a straightforward and transparent downloading process. Clearly communicate that all images on the platform are available for free download, eliminating any concerns about associated costs.

## Protopersonas



**NICOLE ZORIN**
**Age:** 34 Years Old
**Occupation:** Graphic Designer student
**Location:** Córdoba, Argentina
I begins to find high-quality images to my professional projects

**About:**
I recently fell in with my partner and our two cats in an apartment in Villa Carlos Paz. I love painting and spending time outdoors, observing and appreciating nature.

**Goals:**
I work as a freelance web designer, and I love innovating in each of my projects. I always aim to create aesthetically pleasing and functional. Ideally, I want to find better quality and downloaded them for free, especially when I need to incorporate them into my designs.

**Frustrations:**
Difficulty in finding the images needed. Issues with downloading them for free and in high quality.



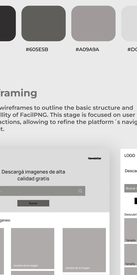
**GUILLERMO SÁNCHEZ**
**Age:** 28 years old
**Occupation:** Web Developer
**Location:** Buenos Aires, Argentina
"I want to download images easily."

**About:**
I am married, a friend, enjoy cooking, and spend a lot of time on the computer programming and working on new projects.

**Goals:**
Every day when I wake up and open, I see a lot of images. My goal is to access them efficiently, without any inconvenience or bureaucracy.

**Frustrations:**
The biggest frustration is that I lack the search criteria. Let's say I'm filter here for a number search.

## User Flow




## Typography and color

### Typography

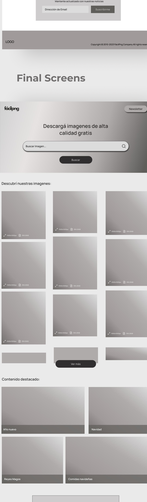
| Font | Size | Specification |
|---|---|---|
| Manrope | Heading 01 = 35 | Line height 100% width 0% |
| Manrope | Heading 02 = 32 | Line height 100% width 0% |
| Manrope | Heading 03 = 29 | Line height 30% width 0% |
| Manrope | Heading 04 = 26 | Line height 40% width 0% |
| Manrope | Heading 05 = 23 | Line height 50% width 0% |

### Color palette

#302E2E #605E5B #A09A9A #DCDCDC

## Wireframing

I created wireframes to outline the basic structure and functionality of FacilPNG. This stage is focused on user flows and interactions, allowing to refine the platform´s navigation and layout.



## Final Screens







# Thank You for watching

UX/UI Design - jaquelinacordero