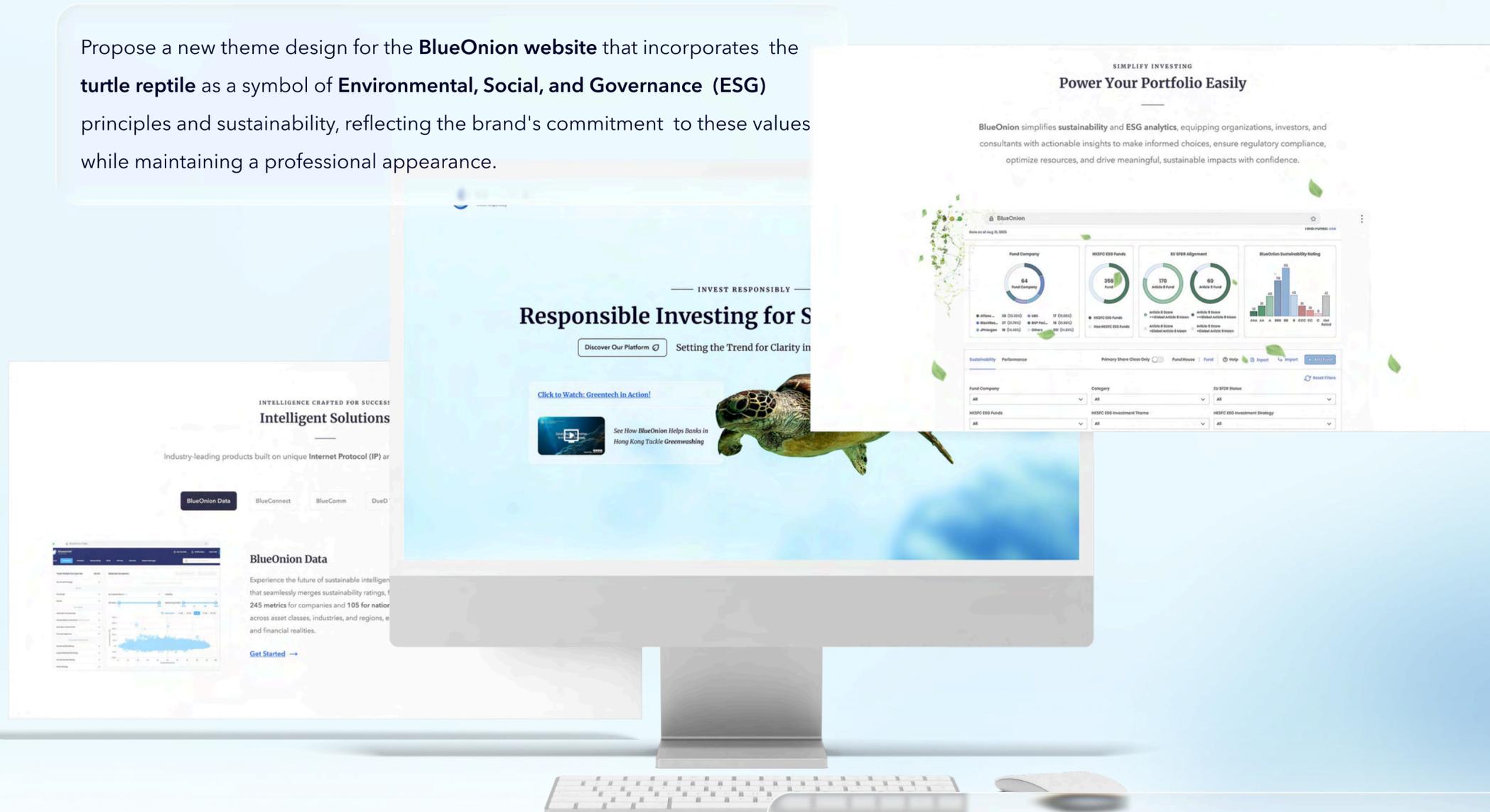


UI/UX DESIGN CASE STUDY

BlueOnion Website Fresh Theme Proposal

VERSION 2.0

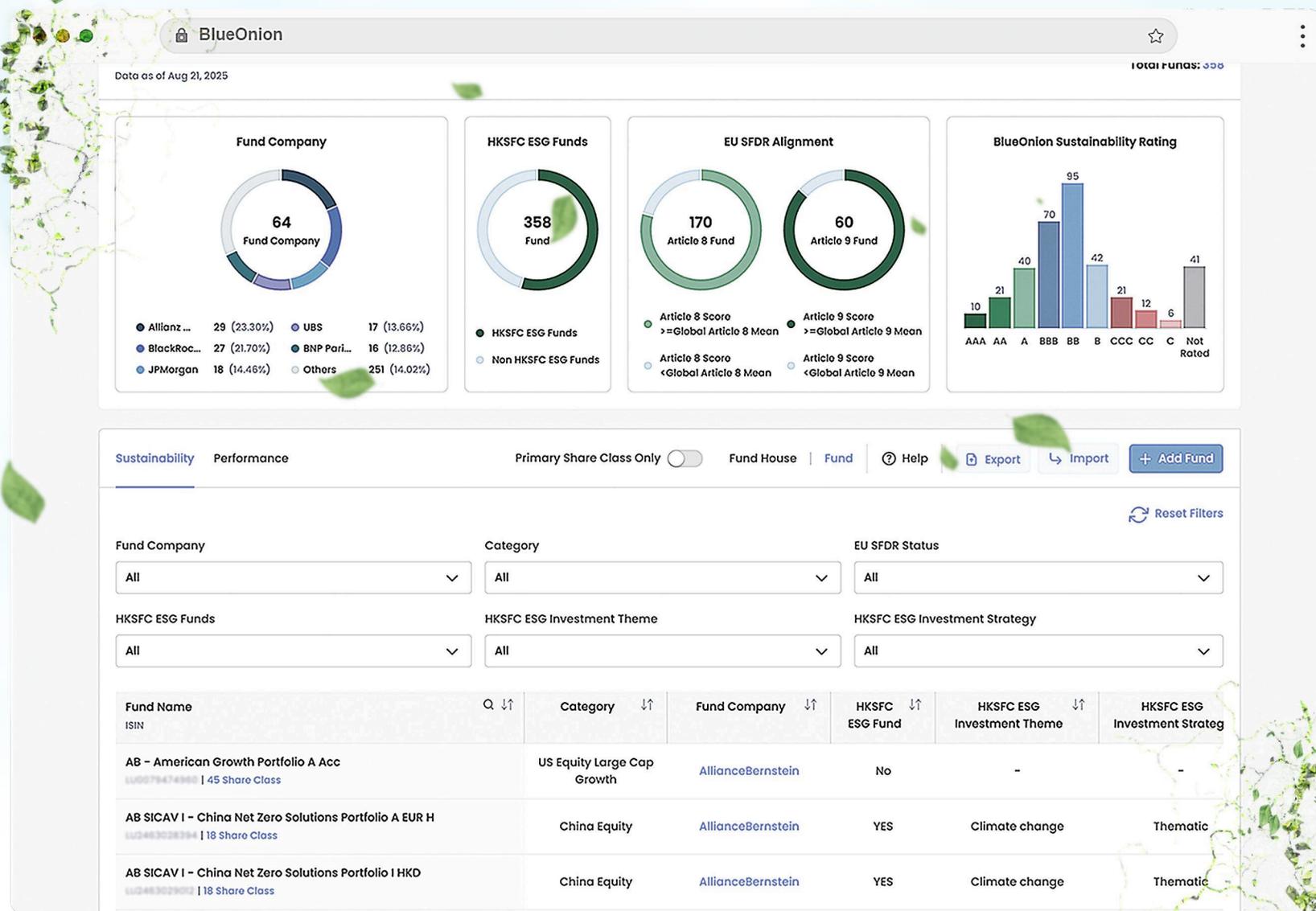
Propose a new theme design for the **BlueOnion website** that incorporates the **turtle reptile** as a symbol of **Environmental, Social, and Governance (ESG)** principles and sustainability, reflecting the brand's commitment to these values while maintaining a professional appearance.



Additionally, the primary stakeholder has expressed a desire for a **watercolor effect** on the website images to convey a sense of freshness and creativity, enhancing the overall user experience while ensuring that the website retains its corporate identity. This design will effectively balance vibrancy and professionalism.

Overview

BlueOnion is a platform focused on responsible investing for societal impact. The website aims to provide a seamless experience for **asset owners, wealth managers, and asset managers** in navigating sustainable investing. This case study outlines the design process, challenges faced, and solutions implemented to enhance the user experience.



300,000+
Mutual Funds & ETF



60,000+
Sustainability Scores



40,000+
Companies



350+
Investment Strategies

Objectives



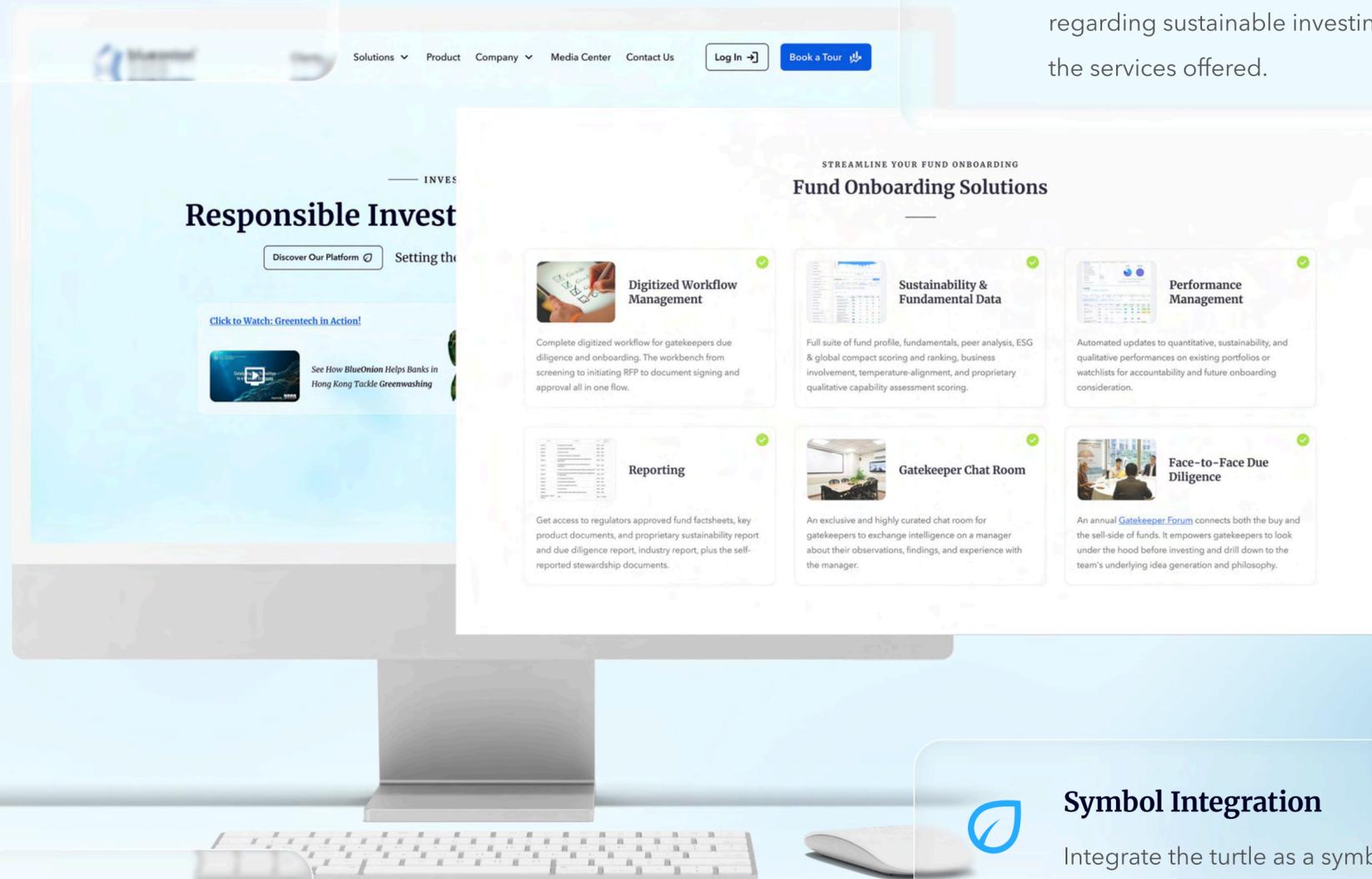
User-Centric Design

Create an intuitive interface that caters to the needs of different user segments.



Clarity in Content

Ensure easy access to information regarding sustainable investing and the services offered.



Encourage Engagement

Foster user interaction through clear calls to action and informative resources.



Symbol Integration

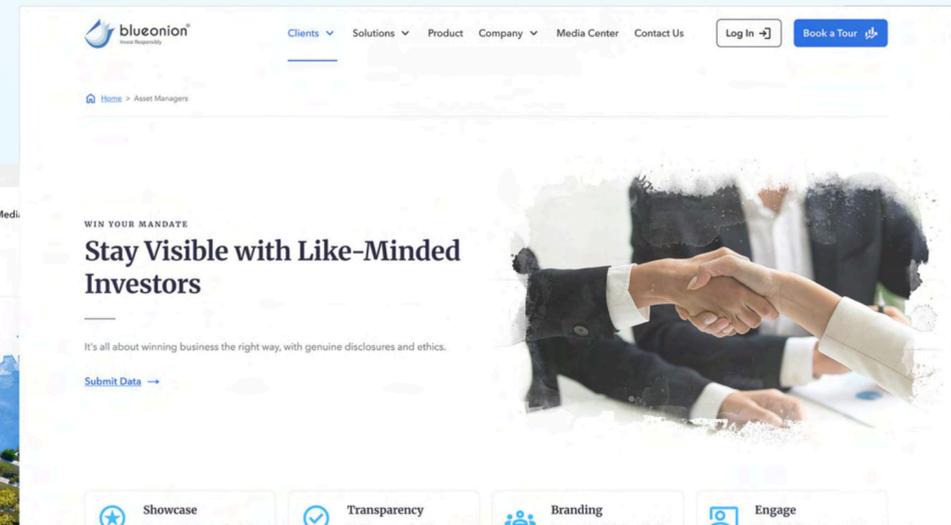
Integrate the turtle as a symbol of ESG sustainability into the website design, reinforcing BlueOnion's commitment to environmental stewardship.

Research Analysis - User Personas



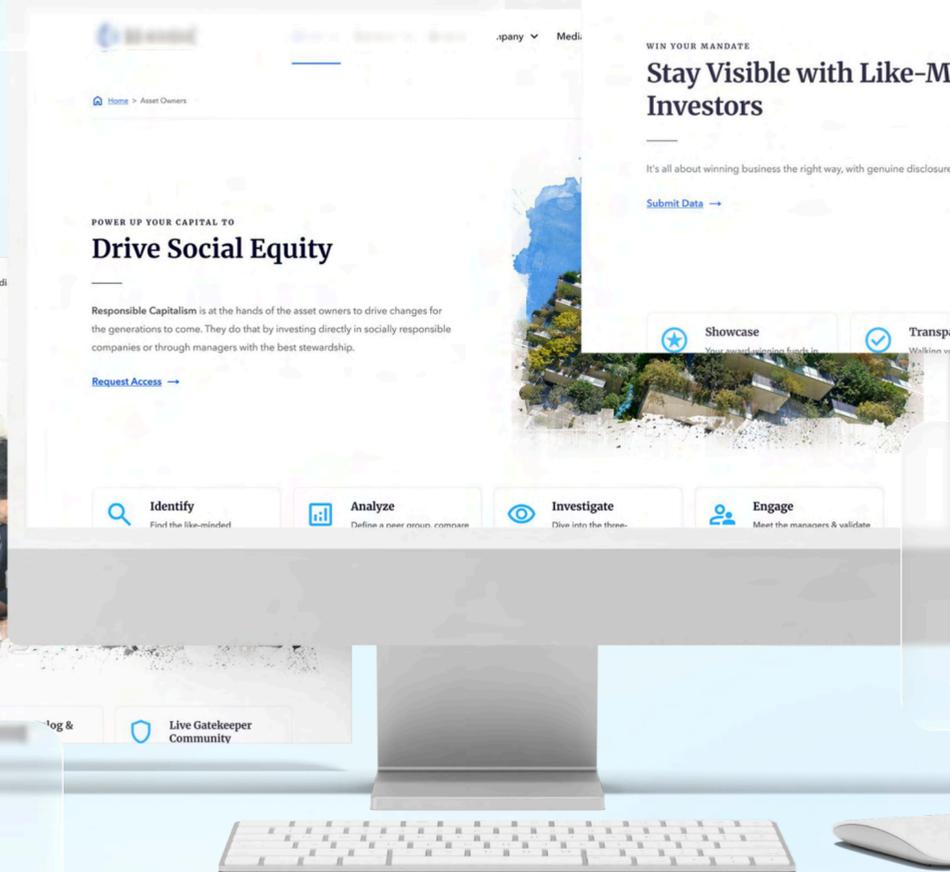
Asset Owners

Individuals or institutions seeking to invest responsibly while ensuring accountability from their managers.



Asset Managers

Firms wanting to showcase their capabilities and attract capital through effective networking.



Wealth Managers

Professionals at banks or consultancies needing tools for due diligence and investment screening.



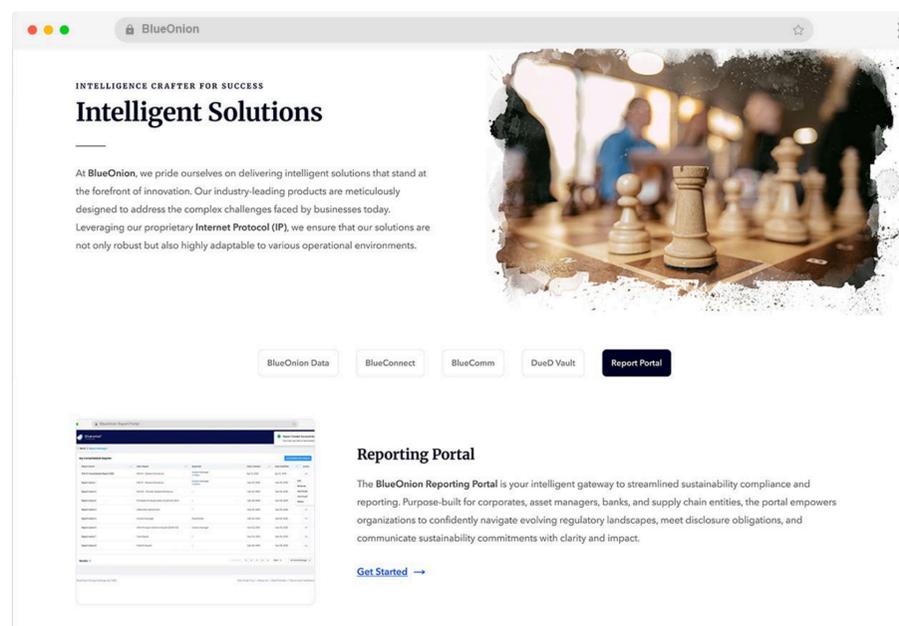
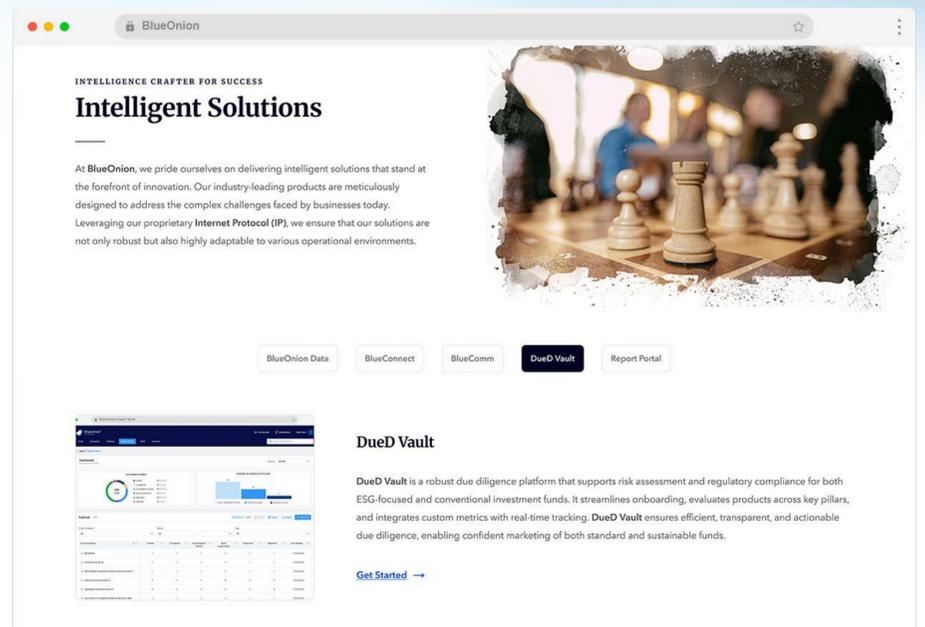
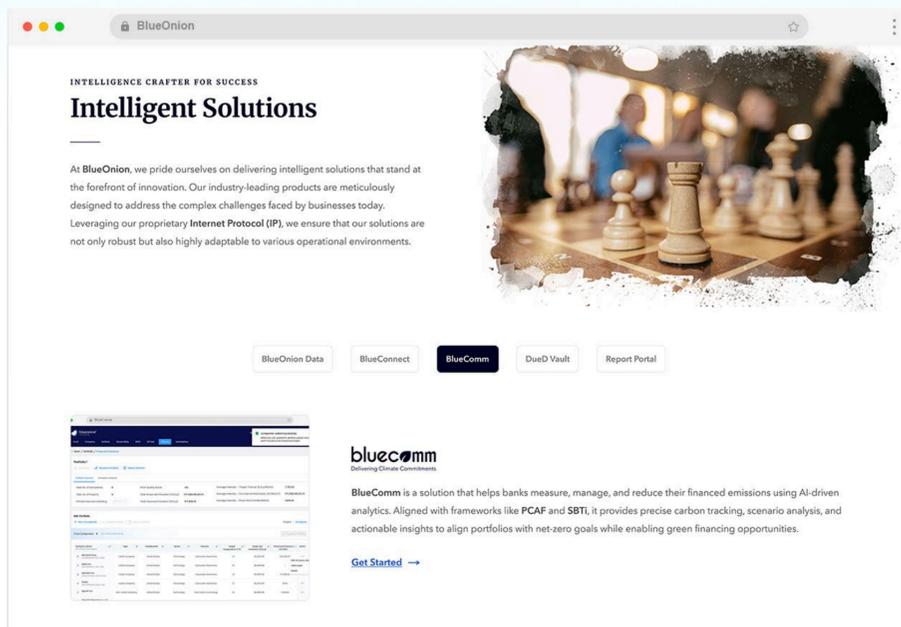
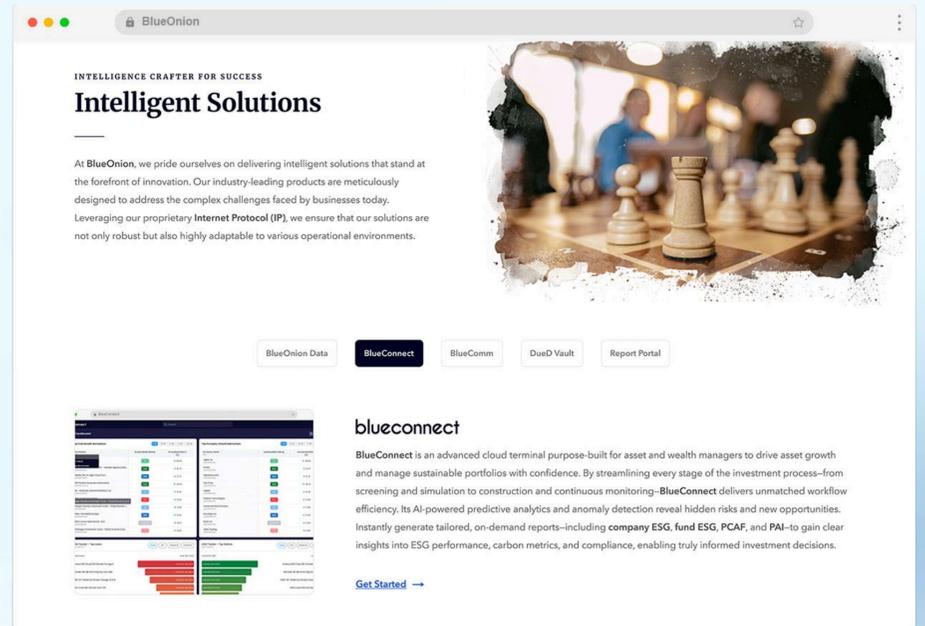
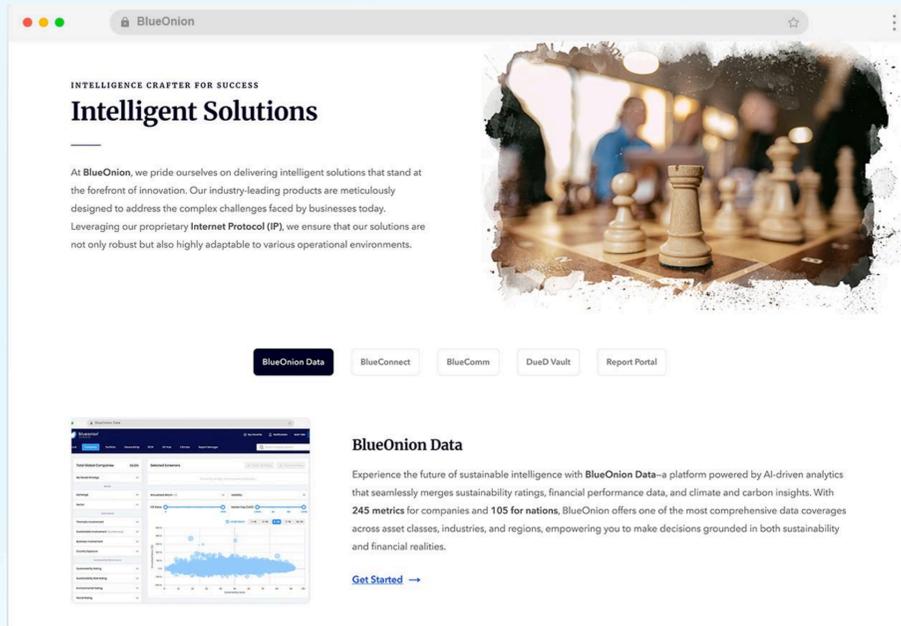
Competitive Analysis

Analyzing competitors revealed a trend towards complex layouts and overwhelming information. **BlueOnion** aimed to differentiate itself by simplifying navigation and focusing on clear, actionable content.

Challenges & Solutions

Problem: Users frequently struggle to locate the appropriate **smart solutions** on the website. When they do find relevant information, the sheer volume can be overwhelming, leading to a frustrating experience.

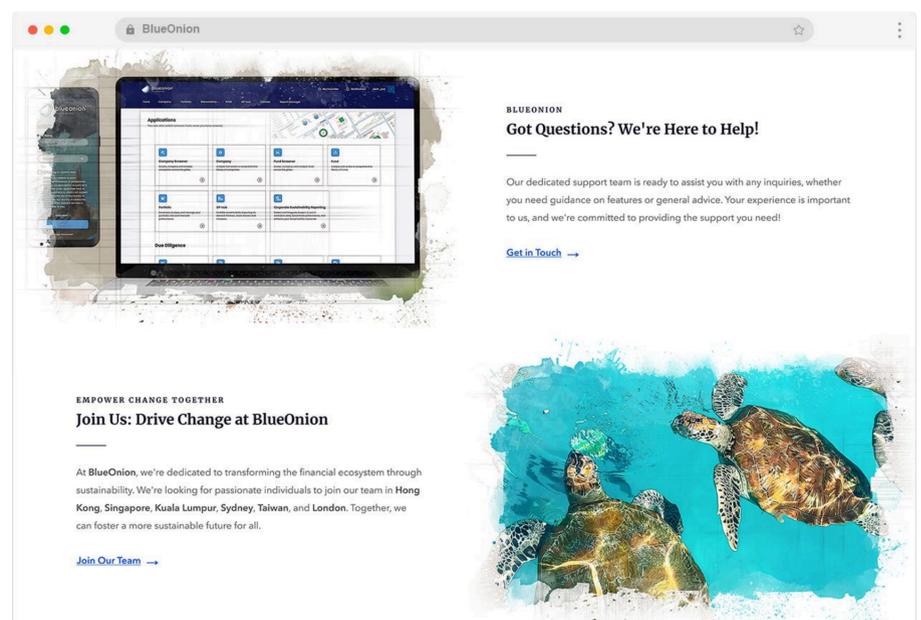
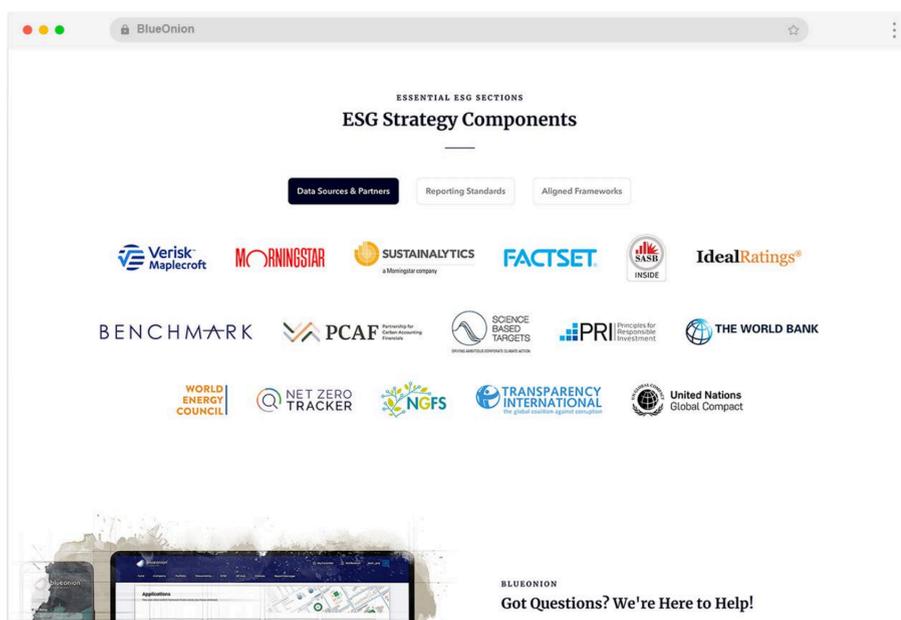
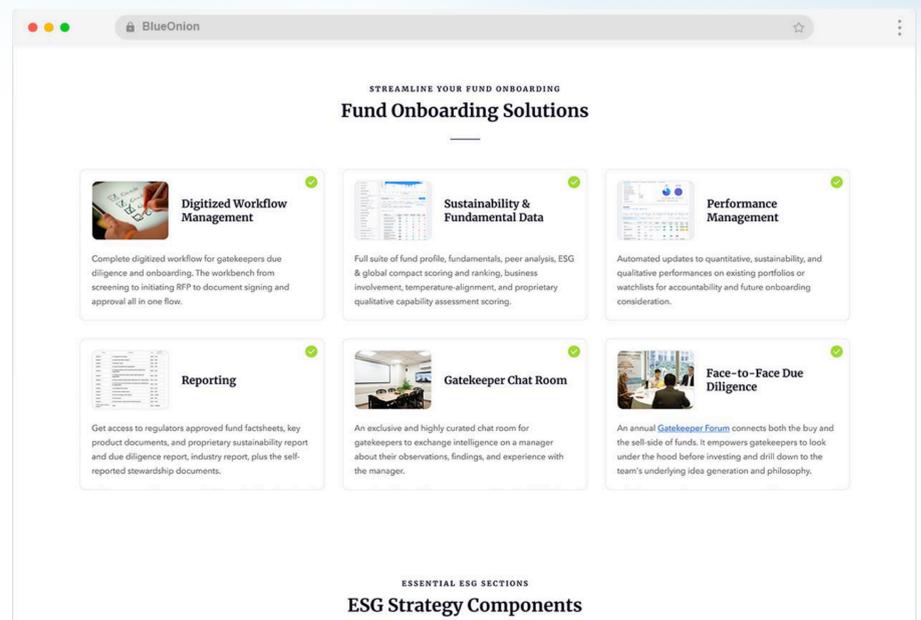
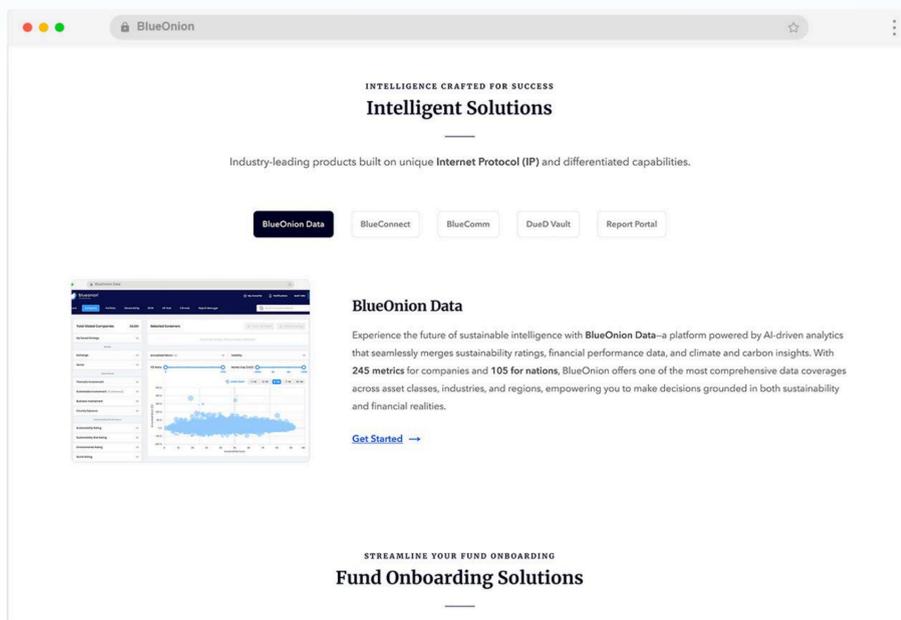
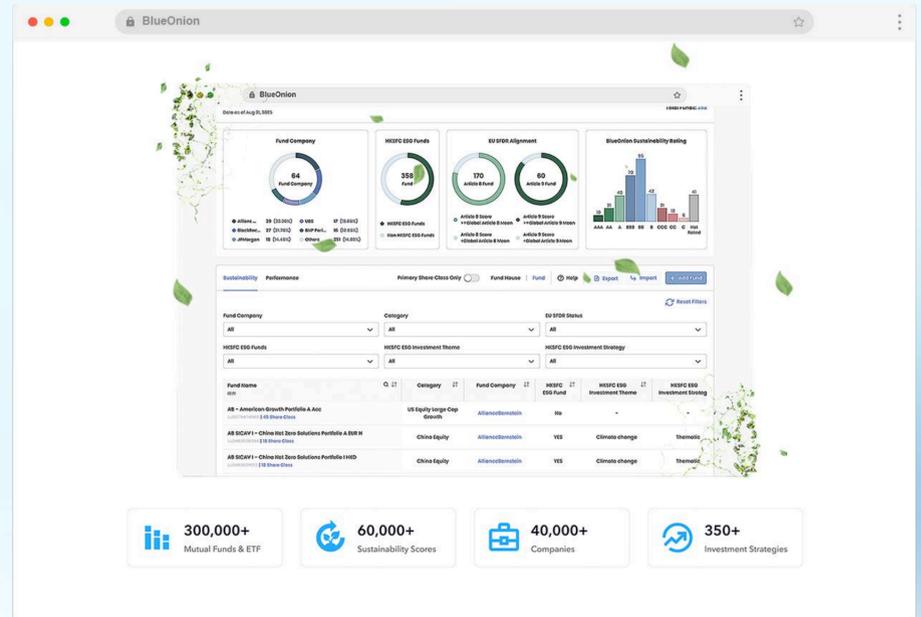
Solution: Implement a **tab component** to categorize intelligent solutions, allowing users to focus on specific content displayed on the screen. This design choice promotes a **user-centric approach** by streamlining information presentation and minimizing cognitive overload, enhancing overall usability.



Challenges & Solutions

Problem: The homepage lacks **sufficient information**, causing users to navigate through each page individually to gain an overview of the website's products, clients, and solutions.

Solution: Enhance the homepage by **summarizing key information** from all pages without overwhelming users. Implement a **tab component** to minimize scrolling and streamline content. Use **concise wording** to summarize details effectively, and organize the layout for **easy visibility** of the smart solutions and products offered by BlueOnion.



Challenges & Solutions

Problem: The main stakeholder is **frustrated** that **inquiry forms** triggered by call-to-action buttons redirect users to a dedicated page.

Solution: Integrate the inquiry forms using an **off-canvas component**, allowing them to load on the **current page** without navigating away. This will enhance user experience by providing a **seamless interaction**.

EXPLORE WITH EXPERT INSIGHTS!
Arrange for a Guided BlueOnion Tour

Thank you for your interest in exploring how we drive sustainable success! Please fill out the form below to request a personalized tour of our platform and services. Fields marked with an asterisk (*) are mandatory.

*Full name: John Doe
*Email address: email@domain.com
Phone number: 1234 5678
*Country: Hong Kong
*Firm type: Select firm type.
*How can we assist you?
 I would like a guided tour to BlueOnion.
 I would like to receive updates and marketing materials from BlueOnion.
 I have some technical issues with my BlueOnion account.
 Please contact me about something else.
Your message: Enter your message.

SHARE YOUR INSIGHTS
Help Us Make an Impact!

We appreciate your contribution to our mission of responsible investing. By filling out the "Submit Your Data" form, you can share valuable insights that will help us make a meaningful impact. Your input is confidential and vital for shaping our initiatives. Thank you for being part of this journey!

Fields marked with an asterisk (*) are mandatory.

*Firm type: Select firm type.
*Company location: e.g. Hong Kong
*Number of employees: Select number of employees.
*Company name: e.g. Microsoft
*Work email address: email@domain.com
*Full name: John Doe
*Job title: e.g. Manager
Fund ISIN number: e.g. US0378331005
Submit

REQUEST YOUR ACCESS NOW!
For Buy-Side Investors & Gatekeepers

To get started, please fill out the "Request Access" form below. This will help us understand your needs and ensure you receive the appropriate access. We value your interest and are committed to providing you with the best experience possible. Thank you for taking the time to connect with us!

Fields marked with an asterisk (*) are mandatory.

*Firm type: Select firm type.
*Company location: e.g. Hong Kong
*Number of employees: Select number of employees.
*Company name: e.g. Microsoft
*Work email address: email@domain.com
*Full name: John Doe
*Job title: e.g. Manager
Submit

EXPLORE WITH EXPERT INSIGHTS!
Arrange for a Guided BlueOnion Tour

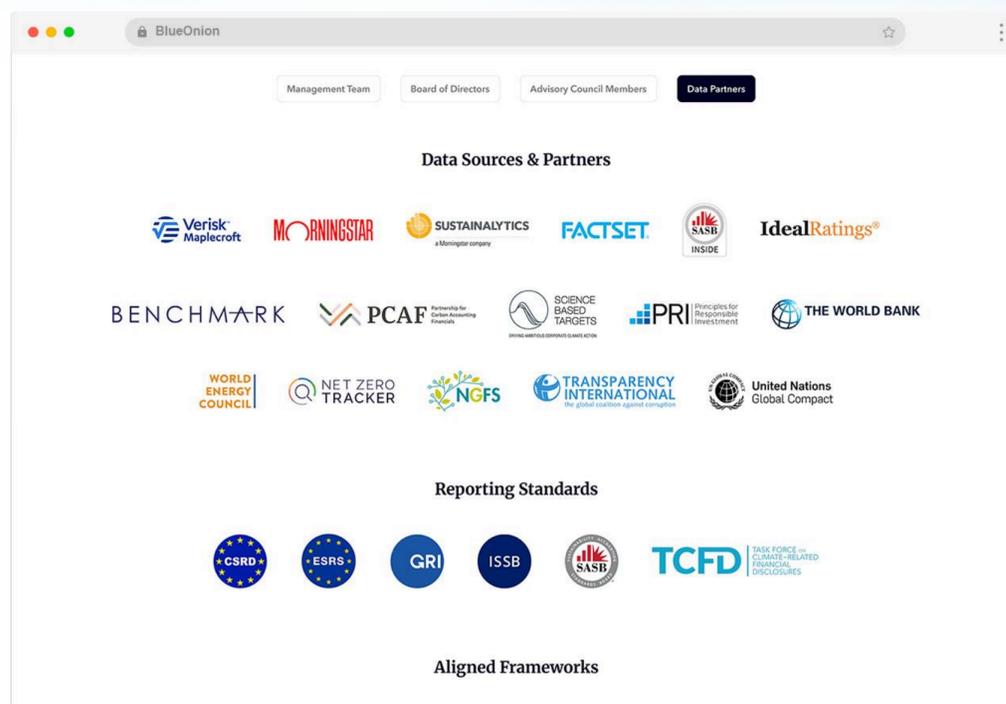
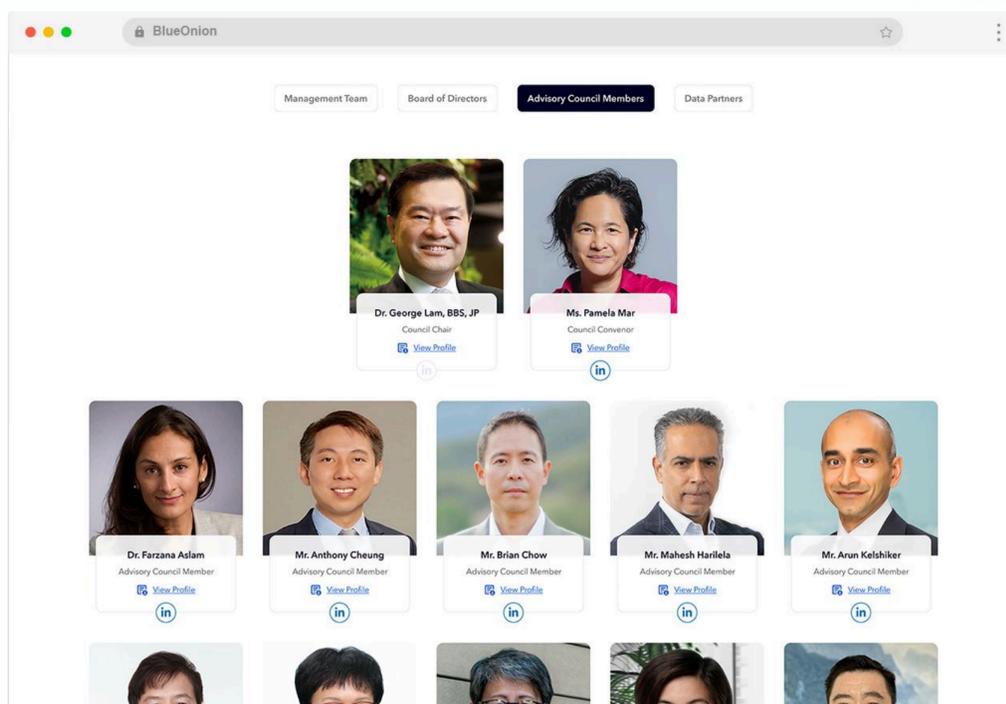
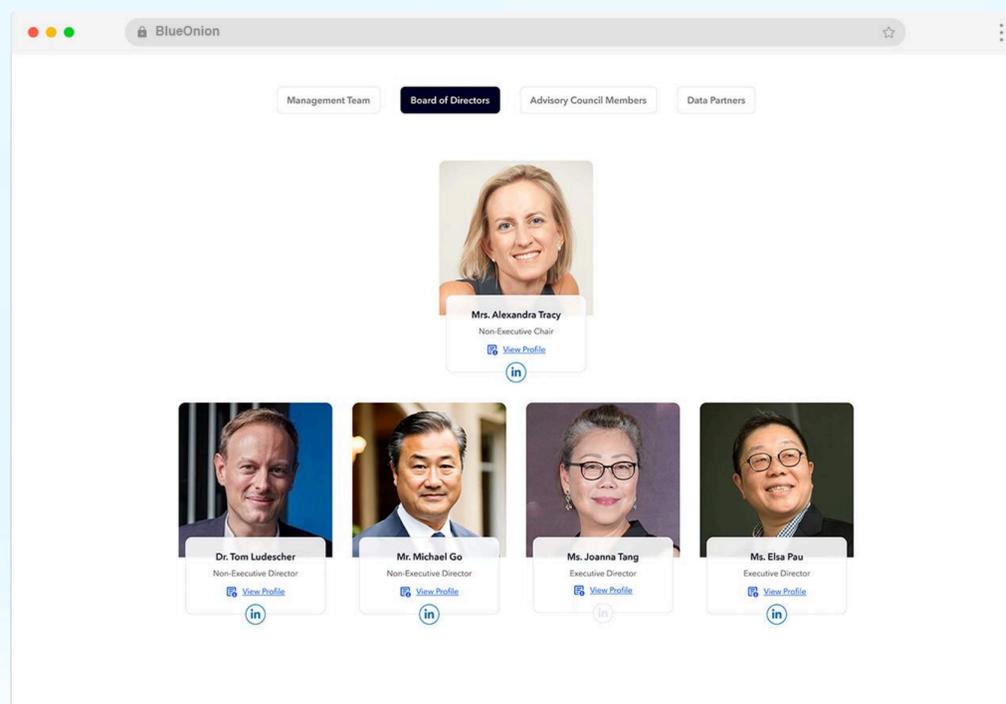
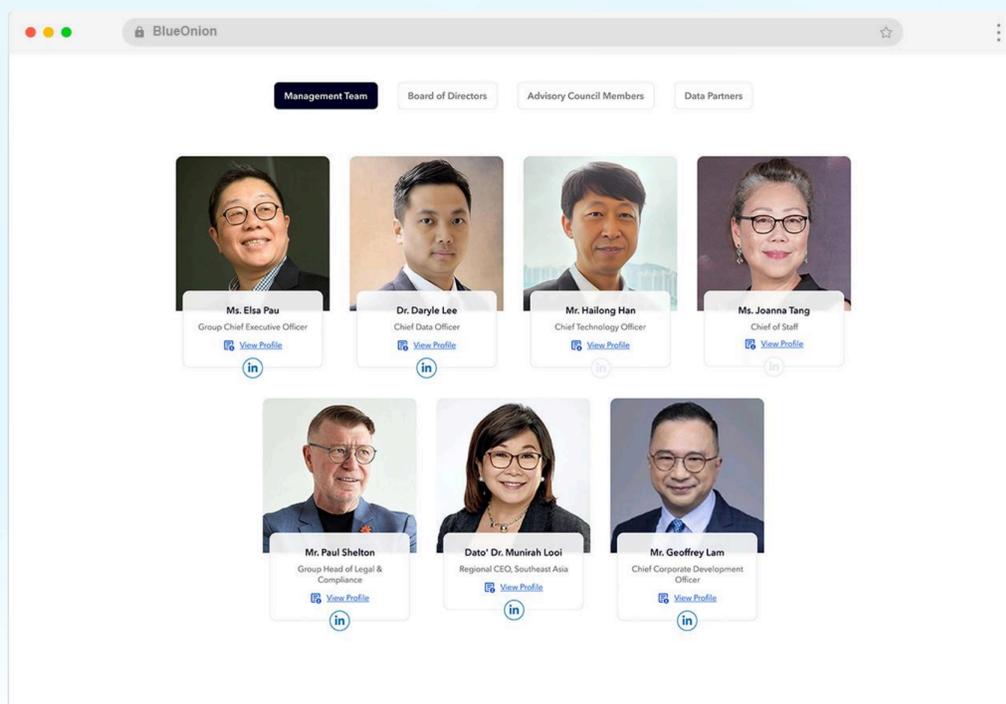
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 I would like a guided tour to BlueOnion.
 I would like to receive updates and marketing materials from BlueOnion.
 I have some technical issues with my BlueOnion account.
 Please contact me about something else.
Your message: Enter your message.

Challenges & Solutions

Problem: The **team page** presents an overwhelming amount of information by listing various stakeholders, including **management, board of directors, and advisory council members**, along with their full names, designations, profiles, and LinkedIn statuses.

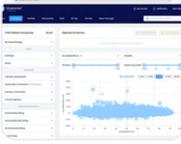
Solution: Organize the **stakeholders** into **categories** (management team, board of directors, and advisory council members) using a **tab component**. Design a stakeholder item that clearly displays **key attributes**: full name, designation, a call-to-action link to view the profile, and an active LinkedIn button for those with a profile, along with a disabled LinkedIn button for those without. This will enhance clarity and user experience.



Design Components

A **design component library** is a crucial element of any UI/UX design proposal, serving as a comprehensive catalog of **reusable design elements** that ensure consistency and efficiency throughout the development process. This consistency enhances the user experience by creating a **familiar** and **intuitive interface**, ultimately leading to greater user satisfaction and engagement.

Log In →	Book a Tour ↗	Discover Our Platform ↗	Data Sources & Partners	Reporting Standards	Aligned Frameworks
Log In →	Book a Tour ↗	Discover Our Platform ↗	Data Sources & Partners	Reporting Standards	Aligned Frameworks

 <p>Digitized Workflow Management</p> <p>Complete digitized workflow for gatekeepers due diligence and onboarding. The workbench from screening to initiating RFP to document signing and approval all in one flow.</p>	 <p>BlueOnion Data</p> <p>Experience the future of sustainable intelligence with BlueOnion Data—a platform powered by AI-driven analytics that seamlessly merges sustainability ratings, financial performance data, and climate...</p>	<p>Get in Touch →</p> <p>Get in Touch →</p>
 <p>Digitized Workflow Management</p> <p>Complete digitized workflow for gatekeepers due diligence and onboarding. The workbench from screening to initiating RFP to document signing and approval all in one flow.</p>	 <p>BlueOnion Data</p> <p>Experience the future of sustainable intelligence with BlueOnion Data—a platform powered by AI-driven analytics that seamlessly merges sustainability ratings, financial performance data, and climate...</p>	<p>Submit</p> <p>Submit</p>
		<p>Request Access →</p> <p>Request Access →</p>

<p>300,000+ Mutual Funds & ETF</p>	<p>60,000+ Sustainability Scores</p>	<p>Identify Find the like-minded investment managers</p>	<p>Connect with us on in</p> <p>Connect with us on in</p>
<p>40,000+ Companies</p>	<p>350+ Investment Strategies</p>		<p>Identify Find the like-minded investment managers</p>
<p>300,000+ Mutual Funds & ETF</p>	<p>60,000+ Sustainability Scores</p>		
<p>40,000+ Companies</p>	<p>350+ Investment Strategies</p>		
<p>BlueOnion Data BlueConnect BlueComm DueD Vault Reporting Portal</p> <p>BlueOnion Data BlueConnect BlueComm DueD Vault Reporting Portal</p>			

Consistent Branding

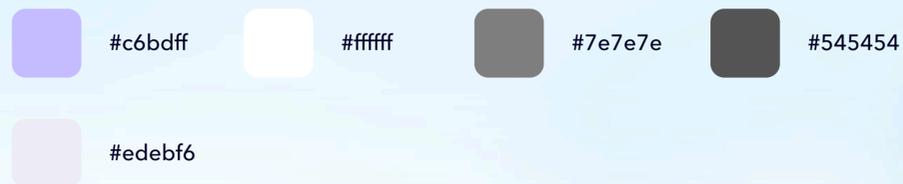
The use of **BlueOnion's color palette** and **typography** plays a pivotal role in establishing a **cohesive look** for the brand's visual identity. A well-defined color palette not only reflects the brand's personality but also evokes specific emotions and associations among users.

Color Palette

Primary Colors



Secondary Colors



Typography

FONT FAMILIES

Merriweather

Merriweather strikes a balance between elegance and functionality, making it an excellent choice for headings that need to convey maturity and seriousness.

Avenir Next

Avenir Next provides a modern, clean, and functional option for body text, ensuring that content remains accessible and engaging.

Heading Font

```
font-family: "Merriweather", serif;  
font-weight: bold;  
color: #010127;
```

Heading1 - 42px

Heading2 - 30px

Heading3 - 24px

Heading4 - 18px

Heading5 - 16px

Heading6 - 14px

Body Font

```
font-family: AvenirNext;  
font-weight: normal;  
color: #545454;
```

Lorem ipsum dolor - 18px Regular

Lorem ipsum dolor - 16px Regular

Lorem ipsum dolor - 14px Regular

Lorem ipsum dolor - 12px Regular

Lorem ipsum dolor - 18px Bold

Lorem ipsum dolor - 16px Demi Bold

Lorem ipsum dolor - 14px Medium

Lorem ipsum dolor - 12px Regular

Conclusion

The redesign of the **BlueOnion website** successfully addressed the needs of its diverse user base, promoting **responsible investing** with clarity and engagement. Continuous user feedback will be crucial for ongoing improvements, ensuring that BlueOnion remains at the forefront of sustainable investment solutions.

Visual Designs

Click the **anchor links** below to explore the visual designs for the key pages of the website.

[Homepage](#)

Clients

[Asset Owners](#)

[Wealth Managers](#)

[Asset Managers](#)

Solutions

[BlueOnion Data](#)

[BlueConnect](#)

[BlueComm](#)

[DueD Vault](#)

[Reporting Portal](#)

Product

Company

[About Us](#)

[The Team](#)

[Our Commitment](#)

Media Center

[Contact Us](#)

