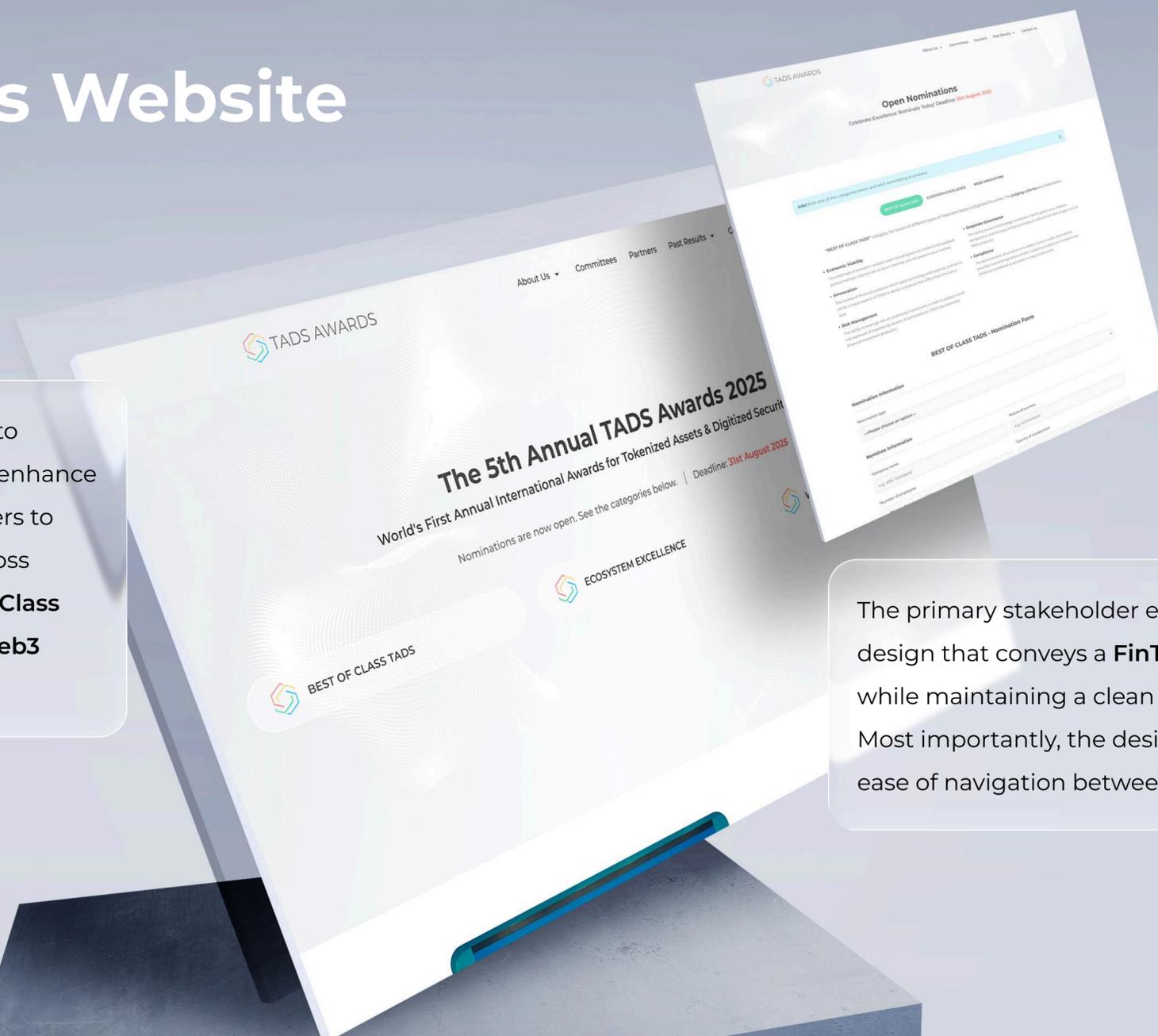


UI/UX DESIGN CASE STUDY

TADS Awards Website

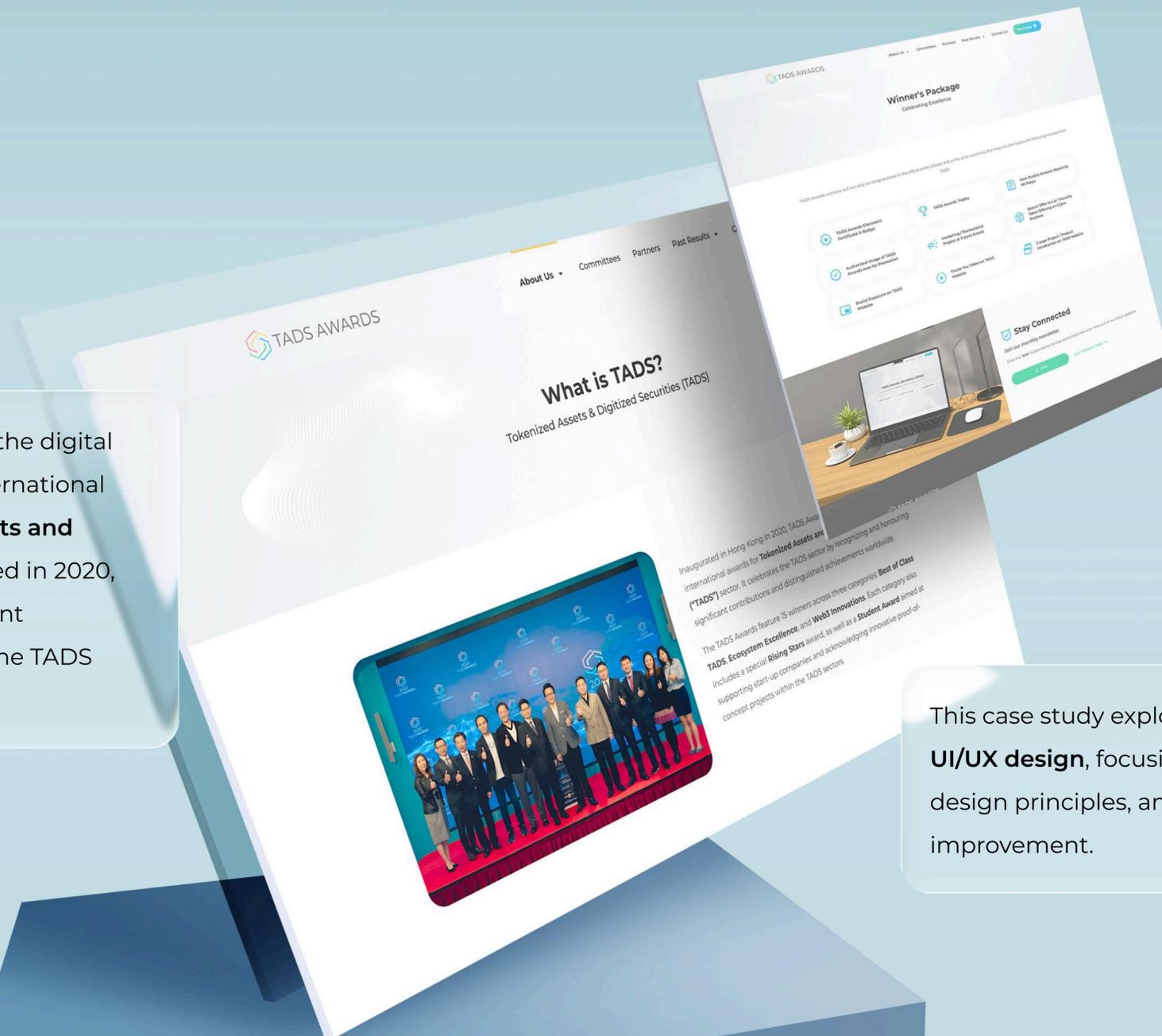
Redesign the **TADS Awards** website to feature a modern user interface and enhance user experience, enabling stakeholders to seamlessly nominate companies across various categories, including **Best of Class TADS**, **Ecosystem Excellence**, and **Web3 Innovations**.



The primary stakeholder envisions a website design that conveys a **FinTech aesthetic** while maintaining a clean and corporate look. Most importantly, the design should prioritize ease of navigation between pages.

Overview

The **TADS Awards** website serves as the digital portal for the world's first annual international awards dedicated to **Tokenized Assets and Digitized Securities (TADS)**. Launched in 2020, the awards aim to celebrate significant contributions and achievements in the TADS sector.



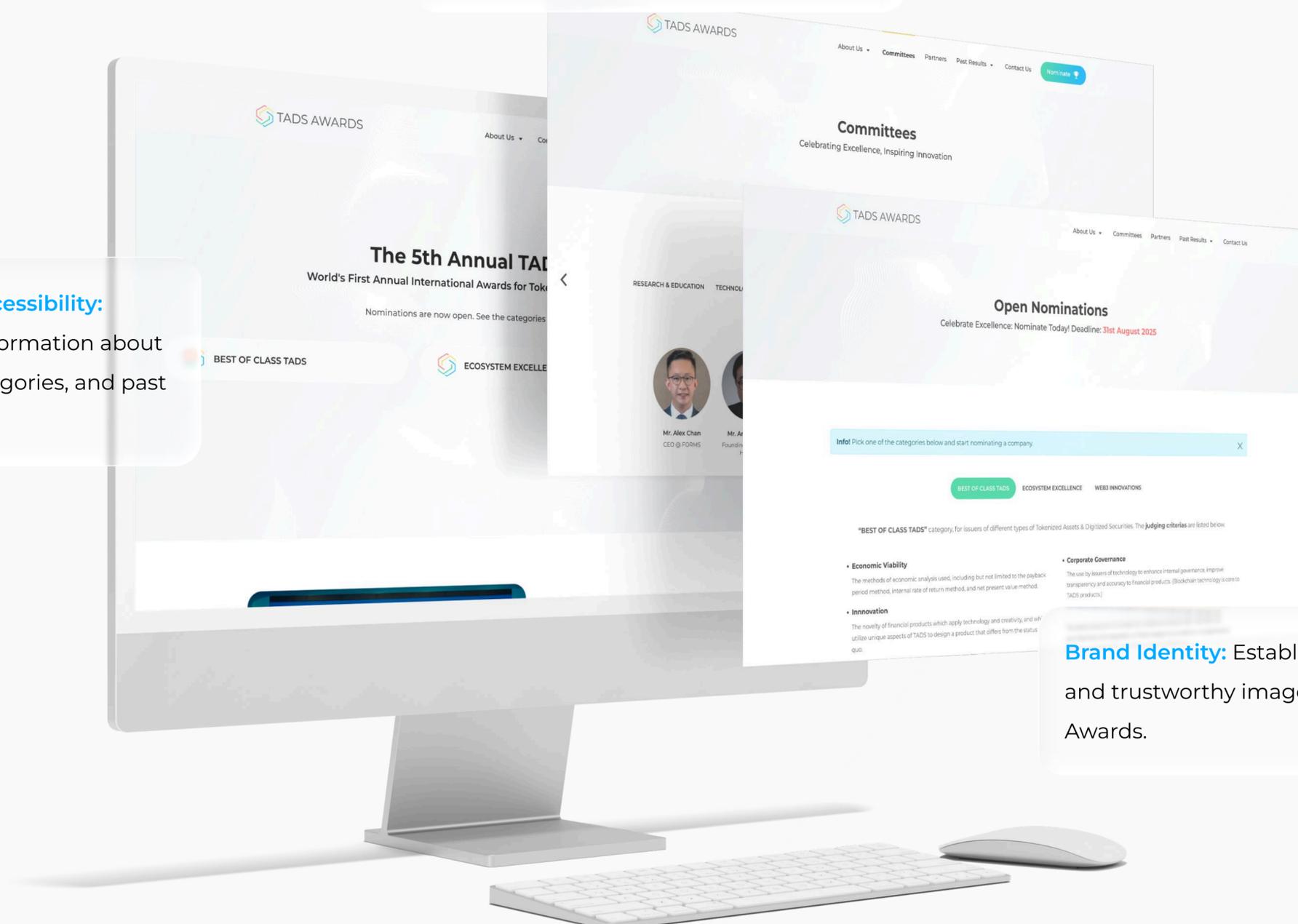
This case study explores the website's **UI/UX design**, focusing on user needs, design principles, and areas for improvement.

Objectives

User Engagement: Increase participation in the nomination process.

Information Accessibility: Provide clear information about the awards, categories, and past results.

Brand Identity: Establish a professional and trustworthy image for the TADS Awards.

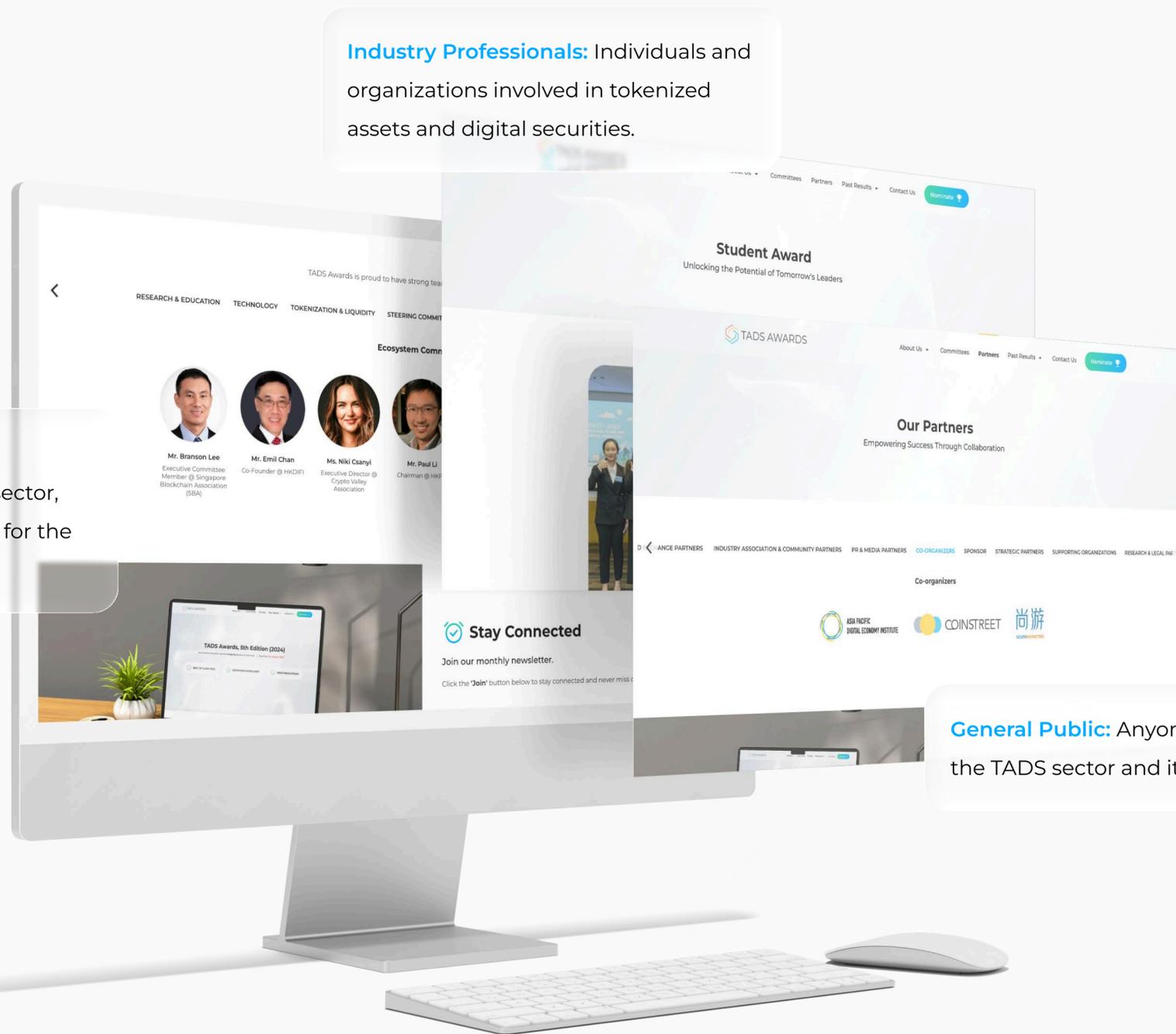


Research Analysis - User Personas

Industry Professionals: Individuals and organizations involved in tokenized assets and digital securities.

Students: Young talents interested in the fintech sector, particularly those eligible for the Student Award.

General Public: Anyone interested in the TADS sector and its advancements.



User Research Methods

Surveys: Gathered insights on user expectations and needs.

Competitor Analysis: Reviewed similar award websites to identify best practices.

Usability Testing: Conducted tests with potential users to assess the current site structure and content.

Challenges & Solutions

Problem: Users found it difficult to navigate the site due to **cluttered information** and a **lack of clear pathways**.

Solution: Implemented a **top-level navigation bar** with sections: **About Us, Committees, Partners, Past Results, Contact Us, and Nominate**. The About Us menu includes sub-menus for Press Release, Winner's Package, and Student Award, while Past Results showcases previous TADS Awards results.

- Press Release - English
- Press Release - Chinese
- Winner's Package
- Student Award

- TADS Awards 2023
- TADS Awards 2022
- TADS Awards 2021
- TADS Awards 2020

Challenges & Solutions

Problem: The nomination process was **not intuitive**, causing **frustration** among potential nominees.

Solution: Created a dedicated section for each **award category**, detailing eligibility, criteria, and the nomination process by means of **Tab Component**. This will prevent jumping from one page to another.

BEST OF CLASS TADS

ECOSYSTEM EXCELLENCE

WEB3 INNOVATIONS

"BEST OF CLASS TADS" category, for issuers of different types of Tokenized Assets & Digitized Securities. The **judging criteria** are listed below.

- Economic Viability**
The methods of economic analysis used, including but not limited to the payback period method, internal rate of return method, and net present value method.
- Innovation**
The novelty of financial products which apply technology and creativity, and which utilize unique aspects of TADS to design a product that differs from the status quo.
- Risk Management**
The ability to manage risk on underlying investments in order to protect overall risk exposure of investors by issuers of such products. (TADS are essentially financial investment products.)
- Corporate Governance**
The use by issuers of technology to enhance internal governance, improve transparency and accuracy to financial products. (Blockchain technology is core to TADS products.)
- Compliance**
The demonstration of compliance in relation to local and/or international securities laws and regulations of their respective jurisdiction is fundamental. (TADS are considered as securities in most jurisdictions.)

BEST OF CLASS TADS - Nomination Form

Nomination Information

*Nomination type
--Please choose an option--

Nominee Information

*Company name
e.g. ABC Company

*Nature of business
e.g. eCommerce

*Number of employees

*Country of incorporation

"ECOSYSTEM EXCELLENCE" category, for service providers & vertical solution providers along the TADS value chain. The **judging criteria** are listed below.

- Ingenuity**
The idea / solution in relation to the project is inventive, smart and easily adapts to being a practical application for users.
- Impact**
The innovation has a material and sustained impact on the project as measured by directly or indirectly improving the competitive advantage of the underlying TADS and / or ability to improve the work process of the issuers.
- Practicality**
The solution offers a practical way to effectively deal with some of the key challenges faced by issuers. The ability to deliver key value propositions and to bring results are vital.
- Compliance**
The solution demonstrates the ability to enhance compliance with local and international regulations, in addition to specific client mandates.
- Cost Efficiency**
The cost efficiency of the solution, taking into account the scalability, sustainability and long term profitability of the solution. Cost efficiency is at the core empowering these factors.

ECOSYSTEM EXCELLENCE - Nomination Form

Nomination Information

*Nomination type
--Please choose an option--

Nominee Information

*Company name
e.g. ABC Company

*Nature of business
e.g. eCommerce

*Number of employees

*Country of incorporation

"WEB3 INNOVATIONS" category, for technology companies & service operators from different key areas in Web3 space. The **judging criteria** are listed below.

- Added Value**
Users today are more discerning, more critical and look to projects that offer real added value. Creating value within the TADS framework is important.
- Innovation**
The non-obvious synthesis of application ideas, technologies, expertise and domains to produce true innovation. Moving things forward is at the core of the philosophy of TADS.
- Future Utility**
Sustainability is important and to be sustainable, a project should have longer term viability, wide applicability and not become obsolete quickly.
- Novelty**
How the projects apply technology creatively, utilizing the unique aspects of TADS, to create something new and original.
- Governance**
Protecting members, customers, stakeholders as well as ensuring compliance to existing and emerging regulations has taken on new urgency and is fundamental.

WEB3 INNOVATIONS - Nomination Form

Nomination Information

*Nomination type
--Please choose an option--

Nominee Information

*Company name
e.g. ABC Company

*Nature of business
e.g. eCommerce

*Number of employees

*Country of incorporation

Challenges & Solutions

Problem: Users are experiencing **frustration** with the nomination form, leading to a **high abandonment rate**. The original form's **complexity** and **lack of clear organization** may deter potential nominators from completing their submissions.

Solution: Redesigned the nomination form to enhance **user-friendliness** by reducing the number of required fields and **adding section labels** for the text fields, making it less overwhelming.

The original form is titled "BEST OF CLASS TADS - Nomination Form". It is divided into two main sections: "Nomination Information" and "Nominee Information".

- Nomination Information:** Contains a dropdown menu for "Nomination type" with the placeholder text "--Please choose an option--".
- Nominee Information:** Contains several input fields:
 - *Company name (e.g. ABC Company)
 - *Nature of business (e.g. eCommerce)
 - *Number of employees (dropdown menu)
 - *Country of incorporation (e.g. Hong Kong)
 - *Company website (e.g. www.domain-name.com)
 - *Email for communication (e.g. email@domain.com)
 - *Business registration certificate issue date (dd/mm/yyyy)
 - *Upload business registration certificate (JPG, PNG, PDF, JPEG only) with a "Drag & Drop Files Here" area and a "Browse Files" link.
 - *Company description (max of 500 words) with a text area "Enter company description."

The redesigned form is titled "TADS Awards" and is organized into three distinct sections: "Nominator Information", "Project Information", and "Supporting Documents".

- Nominator Information:** Contains input fields for:
 - *Full name (e.g. John Doe)
 - *Company name (e.g. ABC Company)
 - *Title (e.g. CEO)
 - *Relation with nominee (dropdown menu)
 - *Email address (e.g. email@domain.com)
- Project Information:** Contains input fields for:
 - *Project name (e.g. Sample Project)
 - Project website (if any) (e.g. www.domain-name.com)
 - *Is the project launched? (dropdown menu)
 - Project launch date (dd/mm/yyyy)
 - Project video link (if any) (e.g. YouTube, Vimeo, and etc.)
 - Supporting documents (e.g. leaflet, presentations, and etc.) with a "Drag & Drop Files Here" area and a "Browse Files" link.
 - *Project description (max of 500 words) with a text area "Enter project description."

This view shows the bottom portion of the redesigned form, including the "Project Information" section and the "Supporting Documents" section.

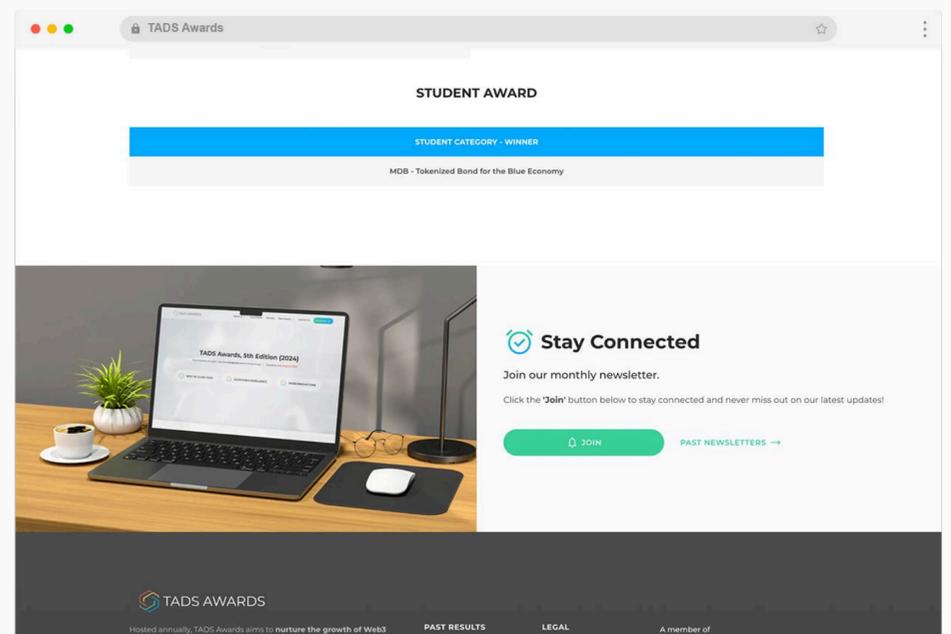
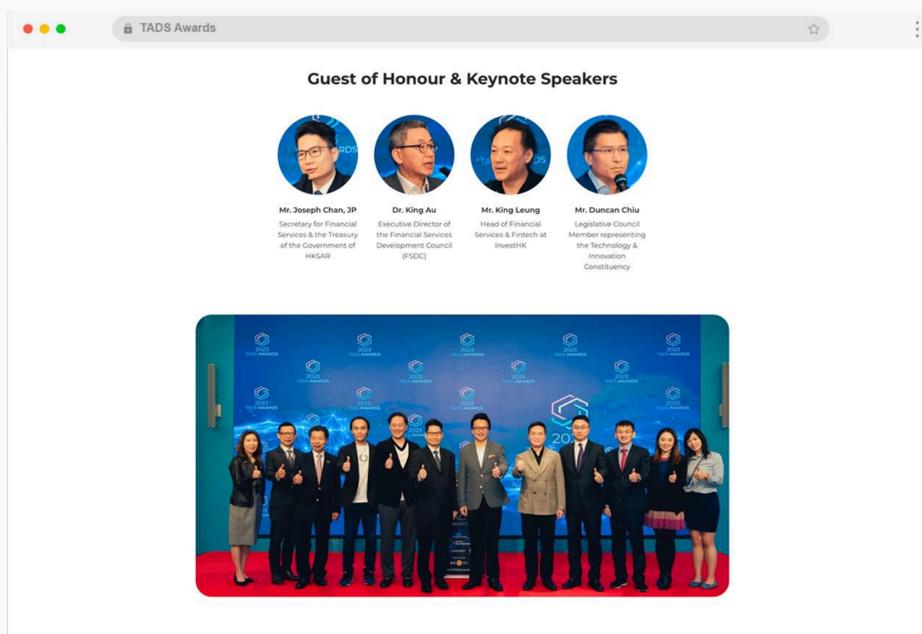
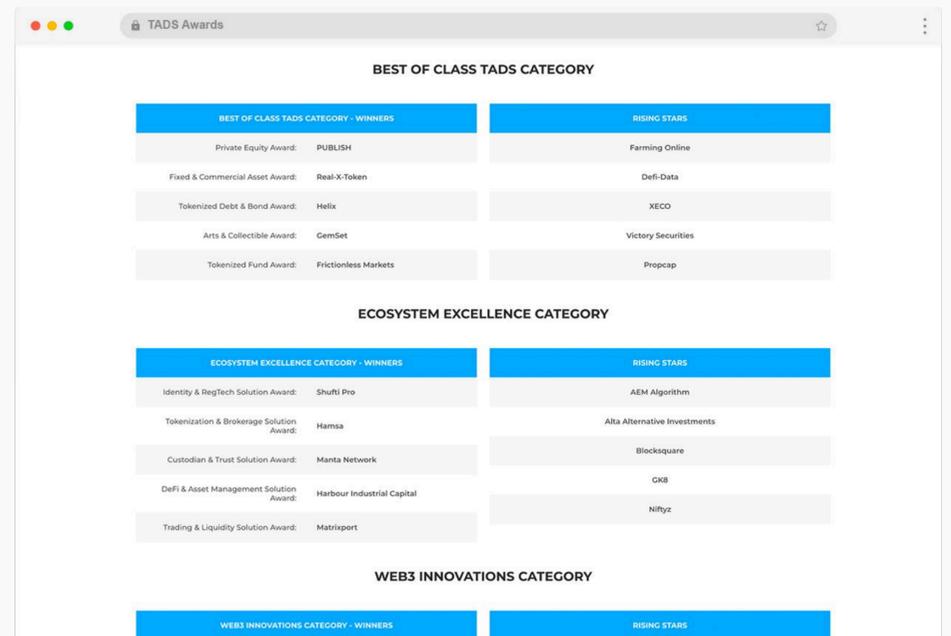
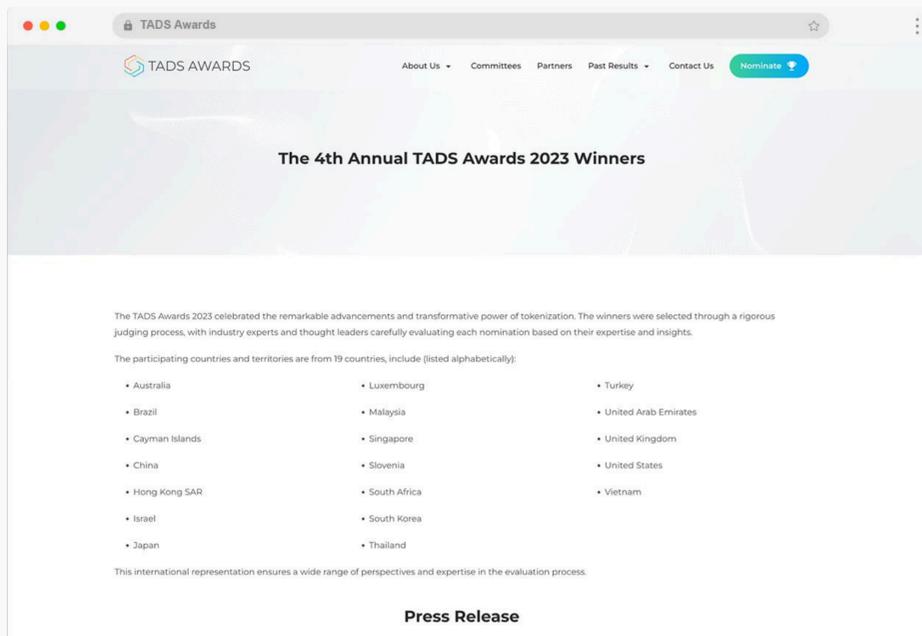
- Project Information:** Contains input fields for:
 - *Project name (e.g. Sample Project)
 - Project website (if any) (e.g. www.domain-name.com)
 - *Is the project launched? (dropdown menu)
 - Project launch date (dd/mm/yyyy)
 - Project video link (if any) (e.g. YouTube, Vimeo, and etc.)
 - Supporting documents (e.g. leaflet, presentations, and etc.) with a "Drag & Drop Files Here" area and a "Browse Files" link.
 - *Project description (max of 500 words) with a text area "Enter project description."
- Submit Button:** A prominent blue button labeled "Submit" is located at the bottom of the form.

Challenges & Solutions

Problem: The achievements of **past winners** were **not prominently displayed**, reducing the site's credibility and engagement.

Solution: To enhance the visibility of past winners' achievements and boost site credibility, the **"Past Results"** section should be added to the **main navigation menu**.

- TADS Awards 2023
- TADS Awards 2022
- TADS Awards 2021
- TADS Awards 2020



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.

About Us ▾ Committees Partners Past Results ▾ Contact Us

About Us ▾ Committees Partners Past Results ▾ Contact Us

Nominate 🏆

Nominate 🏆

📄 PRESS RELEASE

📄 PRESS RELEASE

 BEST OF CLASS TADS

 BEST OF CLASS TADS

[LEARN MORE →](#)

[LEARN MORE →](#)

🔔 JOIN

🔔 JOIN

[PAST NEWSLETTERS →](#)

[PAST NEWSLETTERS →](#)

 1st Launched in 2020

 1st Launched in 2020

Submit

Submit

BEST OF CLASS TADS ECOSYSTEM EXCELLENCE WEB3 INNOVATIONS

BEST OF CLASS TADS ECOSYSTEM EXCELLENCE WEB3 INNOVATIONS

Consistent Branding

The use of TADS Awards' **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



#2a2a2a



#0af



#3bd19b



#434343

Secondary Colors



#4d4d4d



#fff



#c9c9c9



#fbd164

Typography

Montserrat Font Family

The **Montserrat font family** is a popular sans-serif typeface designed by **Julieta Ulanovsky**. It features a modern and geometric style, making it highly suitable for both web and print applications.

Embed Code via Google Fonts

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?
family=Montserrat:ital,wght@0,100..900;1,100..900&display=swap" rel="stylesheet">
```

```
.montserrat-<uniquifier> {
  font-family: "Montserrat", sans-serif;
  font-optical-sizing: auto;
  font-weight: <weight>;
  font-style: normal;
}
```

Headings

Heading1 - 42px, Bold

Heading2 - 36px, Bold

Heading3 - 20px, Medium

Heading4 - 18px, Medium

Heading5 - 16px, Medium

Heading6 - 14px, Medium

Body

Lorem ipsum dolor - 16px Regular

Lorem ipsum dolor - 16px Medium

Lorem ipsum dolor - 16px SemiBold

Lorem ipsum dolor - 16px Bold

Conclusion

The **TADS Awards** website case study exemplifies the power of thoughtful UI/UX design in enhancing **user engagement** and facilitating a **seamless awards nomination process**. By prioritizing user needs and behaviors, we created an intuitive platform that not only showcases the prestigious awards but also simplifies navigation and interaction for participants.

Visual Designs

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

[Homepage](#)

[About Us](#)

- [Press Release - English](#)
- [Press Release - Chinese](#)
- [Winner's Package](#)
- [Student Award](#)

[Committees](#)

[Partners](#)

[Past Results](#)

- [TADS Awards 2023](#)
- [TADS Awards 2022](#)
- [TADS Awards 2021](#)
- [TADS Awards 2020](#)

[Contact Us](#)

[Nominate](#)

