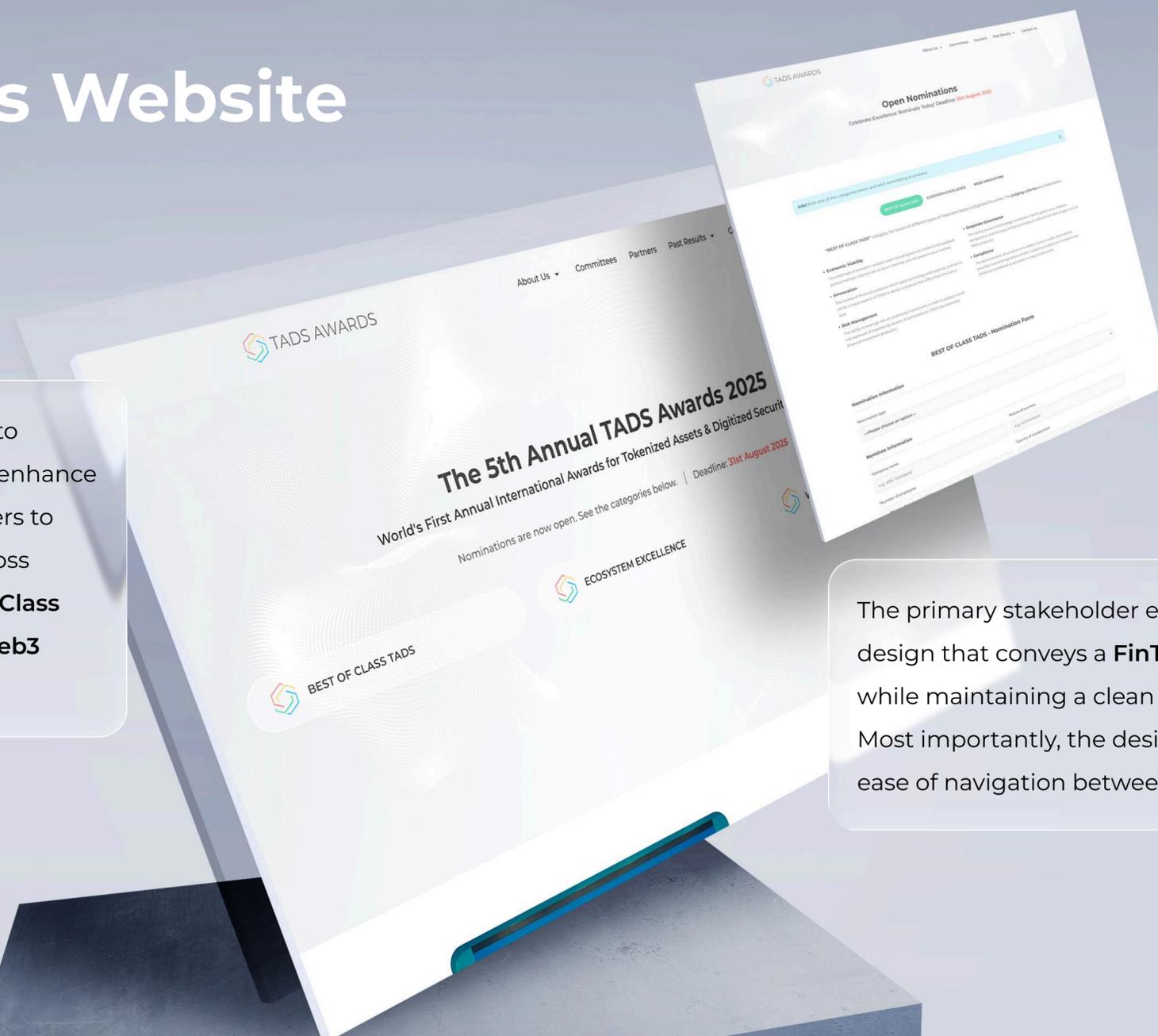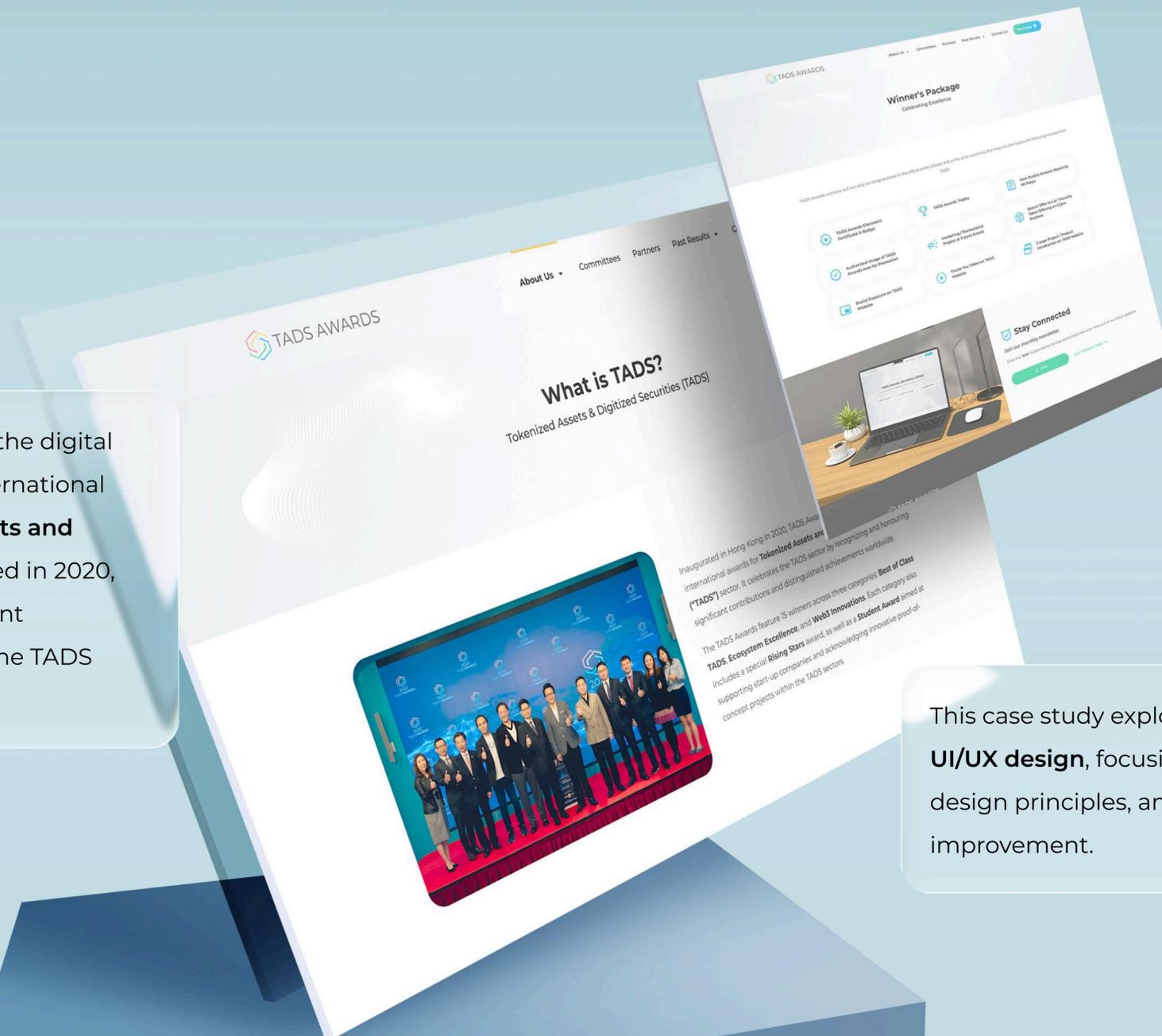UI/UX DESIGN CASE STUDY

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.
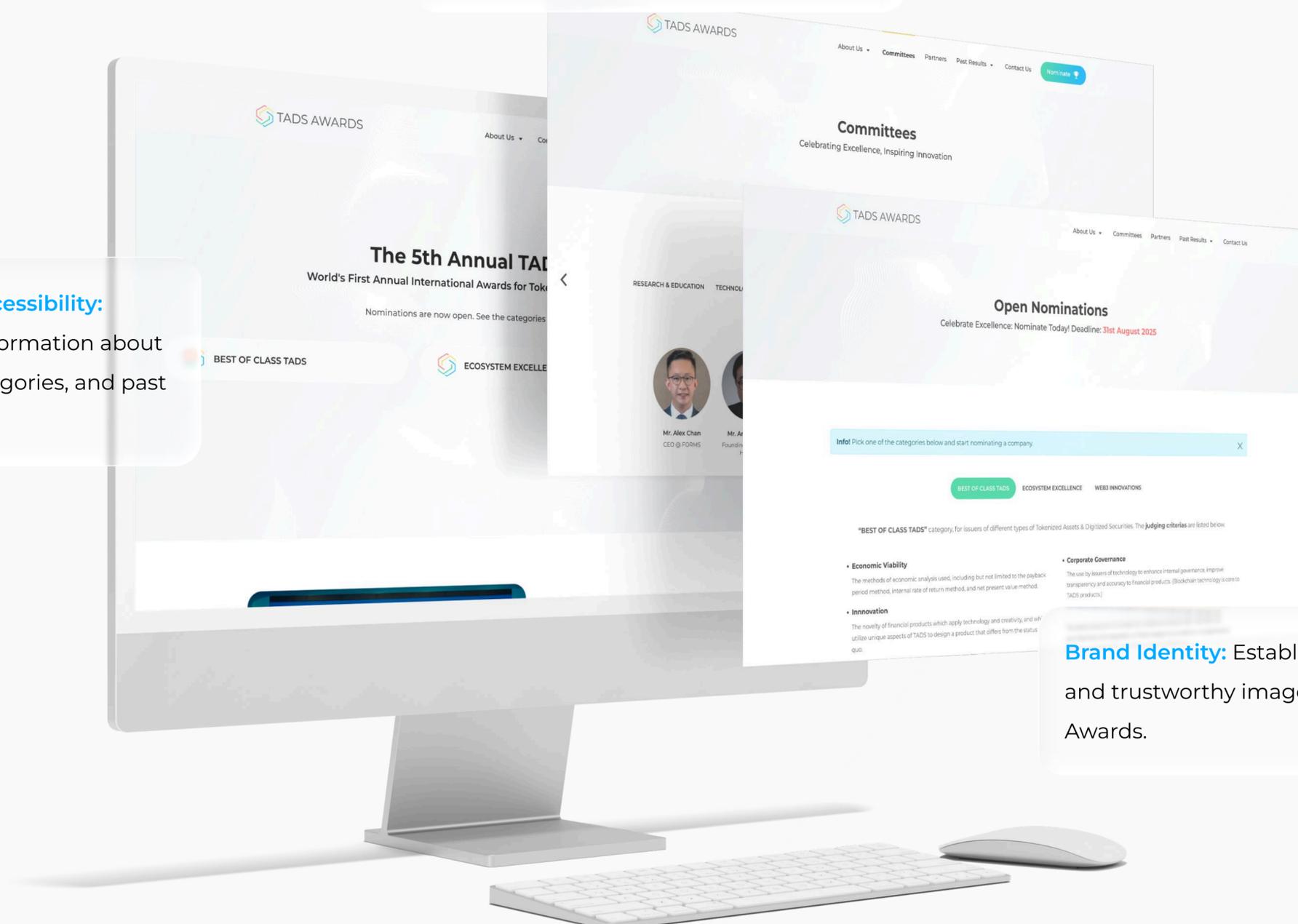
Research Analysis - User Personas

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.
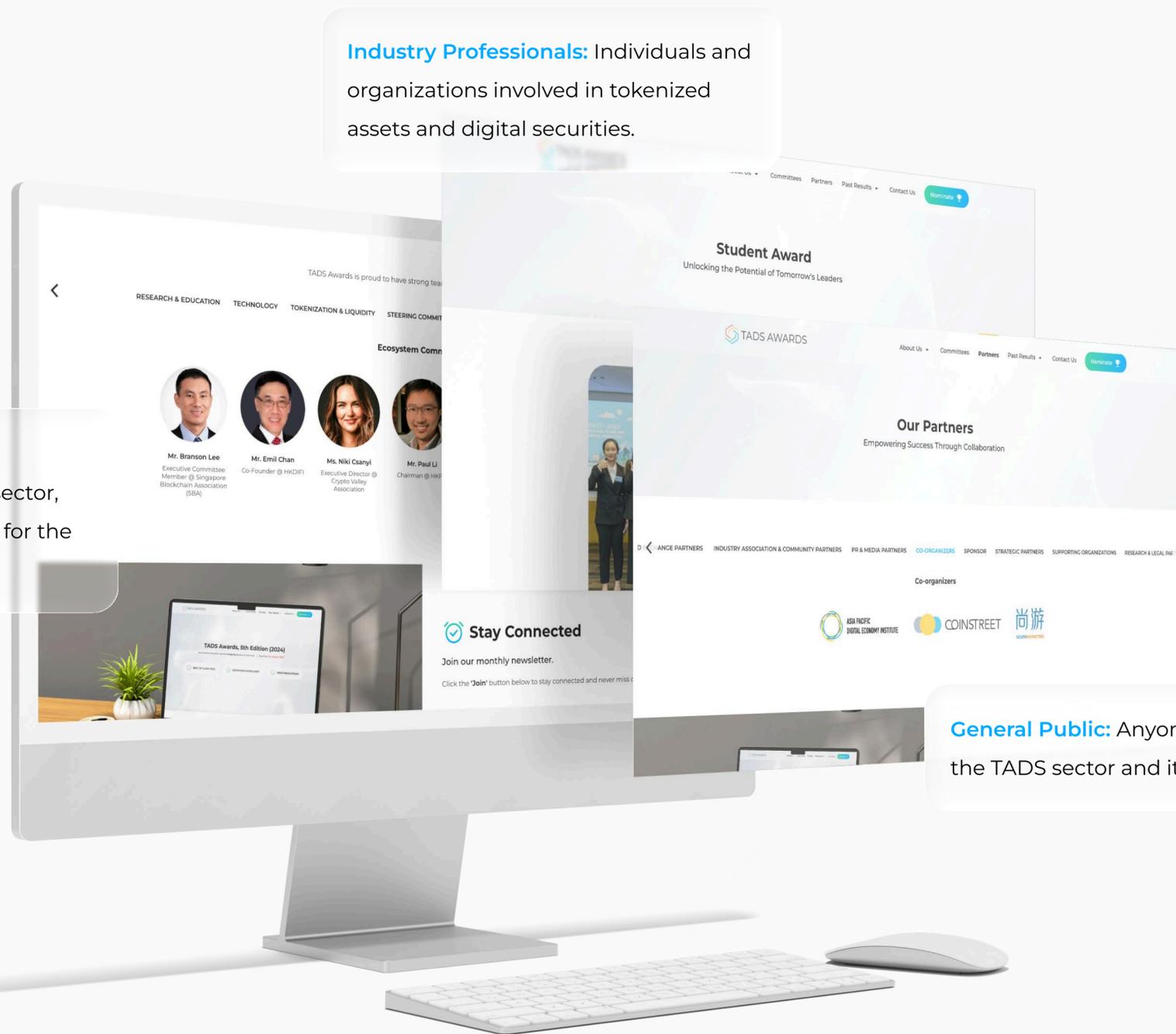
User Research Methods

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.

TADS AWARDS   About Us ▾   Committees   Partners   Past Results ▾   Contact Us   Nominate 🏆

TADS AWARDS   About Us ▾   Committees   Partners   Past Results ▾   Contact Us   Nominate 🏆

→ Press Release - English

→ Press Release - Chinese

→ Winner's Package

→ Student Award

TADS AWARDS   About Us ▾   Committees   Partners   Past Results ▾   Contact Us   Nominate 🏆

→ 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

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.

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

About Us ▾   Committees   Partners   Past Results ▾   Contact Us   Nominate 🏆

→ TADS Awards 2023

→ TADS Awards 2022

→ TADS Awards 2021

→ TADS Awards 2020
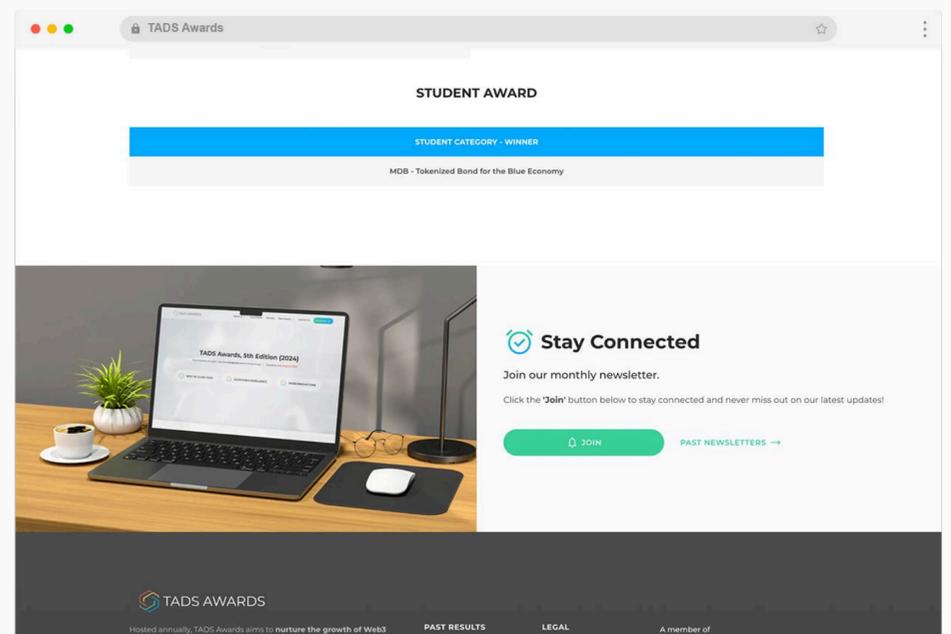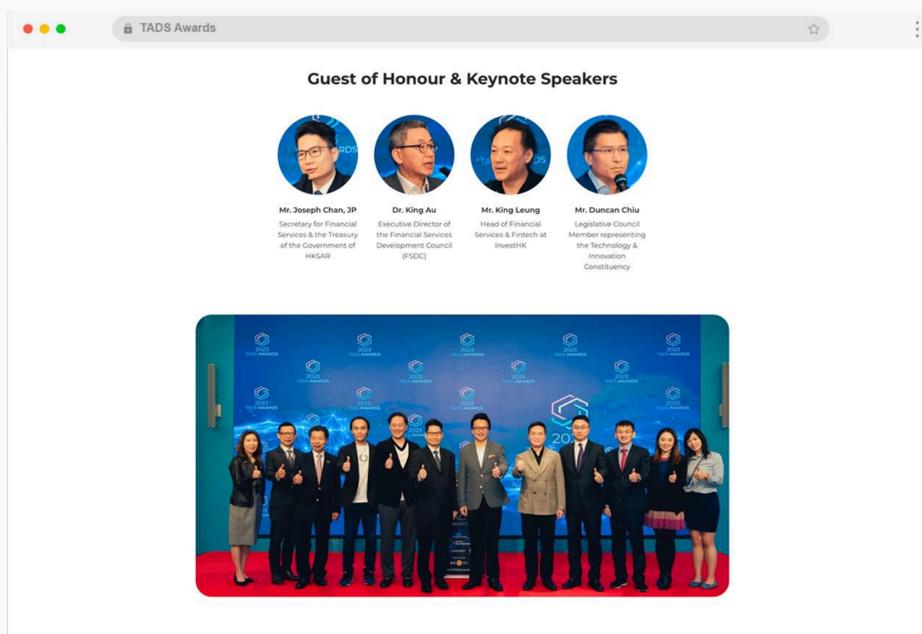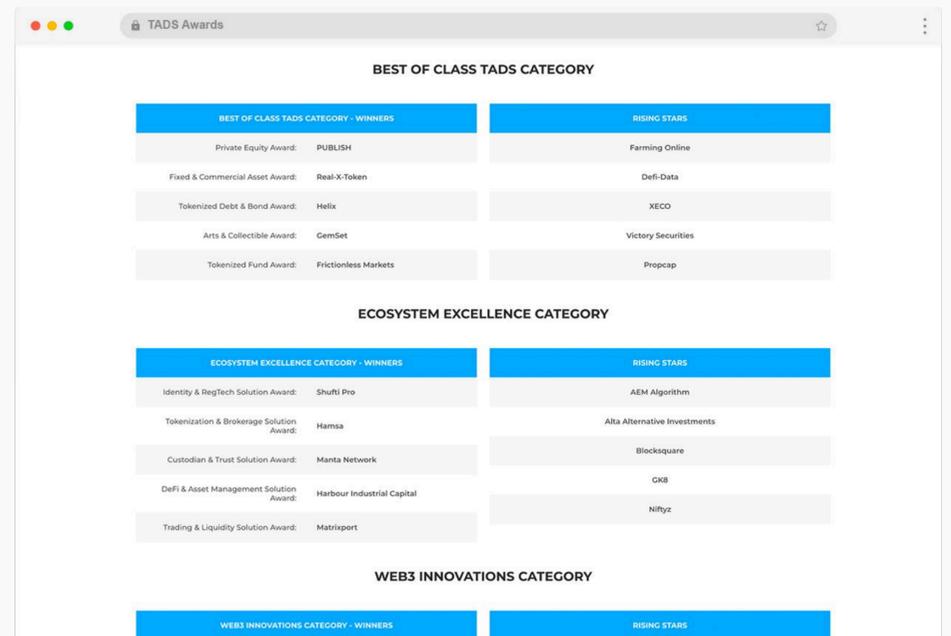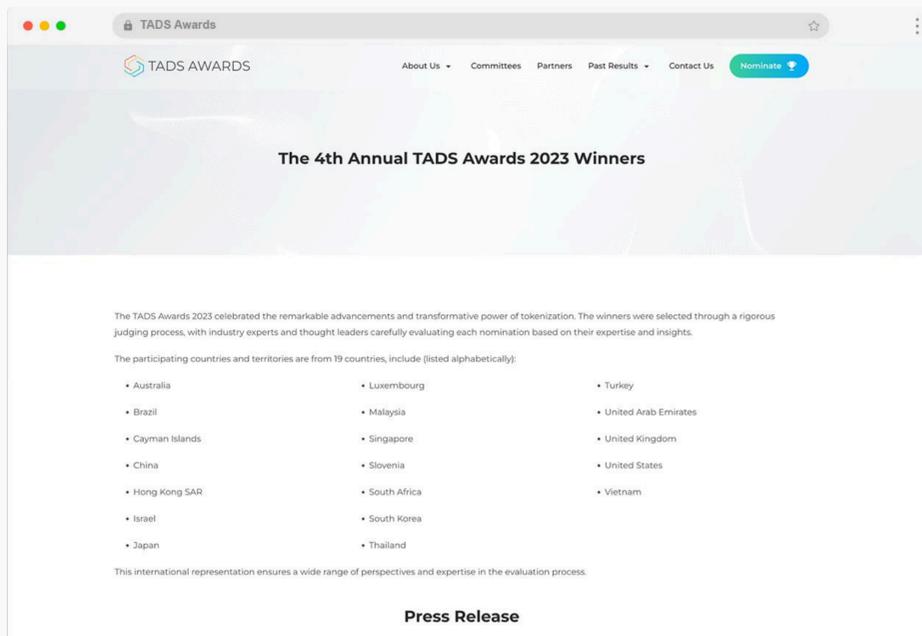
Design Components

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

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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 lipsum dolor - 16px Regular

Lorem lipsum dolor - 16px Medium

Lorem lipsum dolor - 16px SemiBold

Lorem lipsum 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