CASE STUDY

Creating An Engaging Landing Page For ChillDays.Com

Client: ChillDays
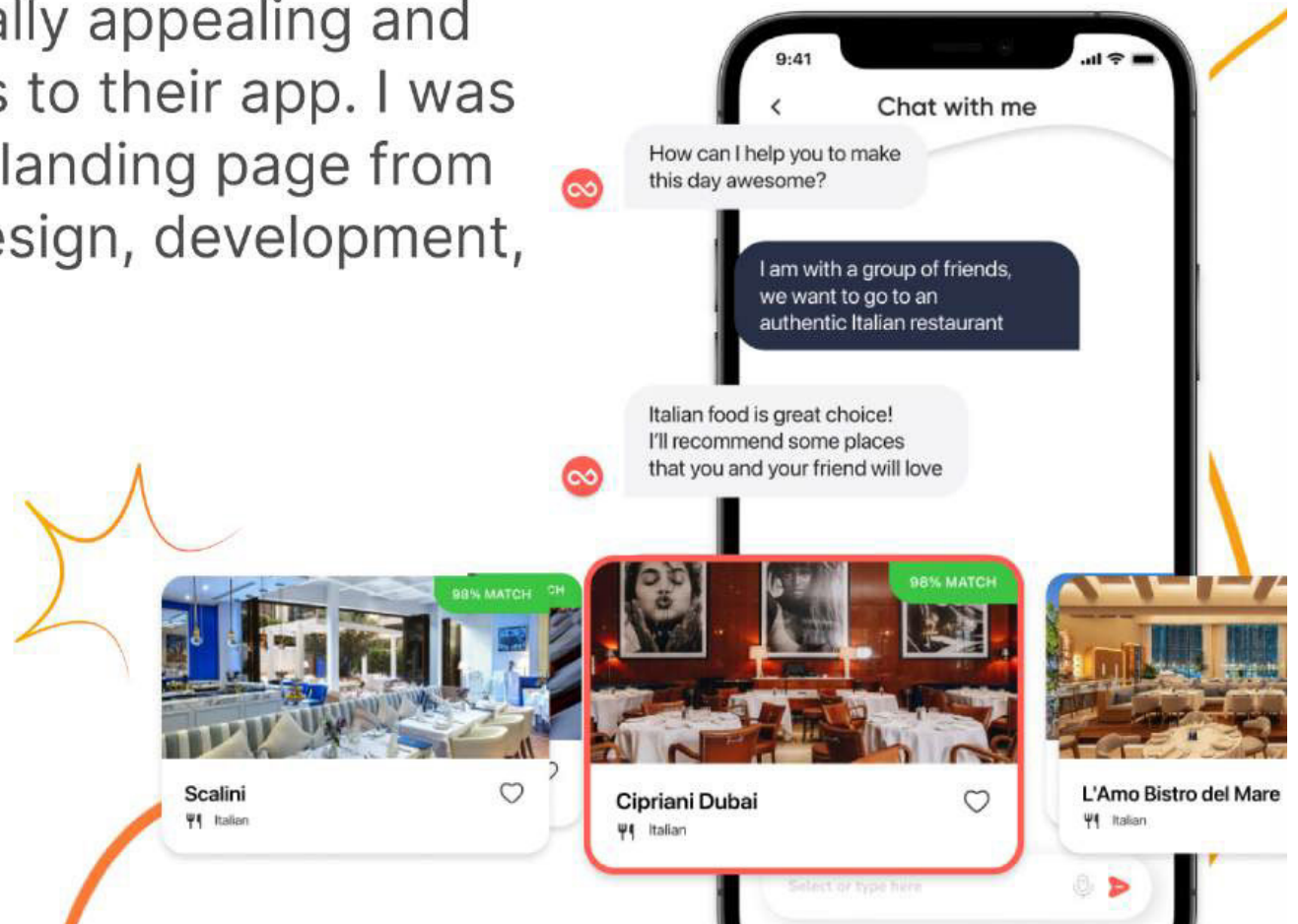Project Budget:
Project Scope: UI/UX Design,
WordPress Development,
Animation, SEO

ChillDays

PROJECT OVERVIEW:

ChillDays.com is an app dedicated to booking restaurants and clubs for dinners and parties. The client needed a landing page that was both visually appealing and engaging to attract users to their app. I was tasked with creating the landing page from scratch, incorporating design, development, animation, and SEO.

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9:41

‹ Chat with me

How can I help you to make this day awesome?

I am with a group of friends, we want to go to an authentic Italian restaurant

Italian food is great choice! I'll recommend some places that you and your friend will love

98% MATCH

Scalini
🍴 Italian

98% MATCH

Cipriani Dubai
🍴 Italian

L'Amo Bistro del Mare
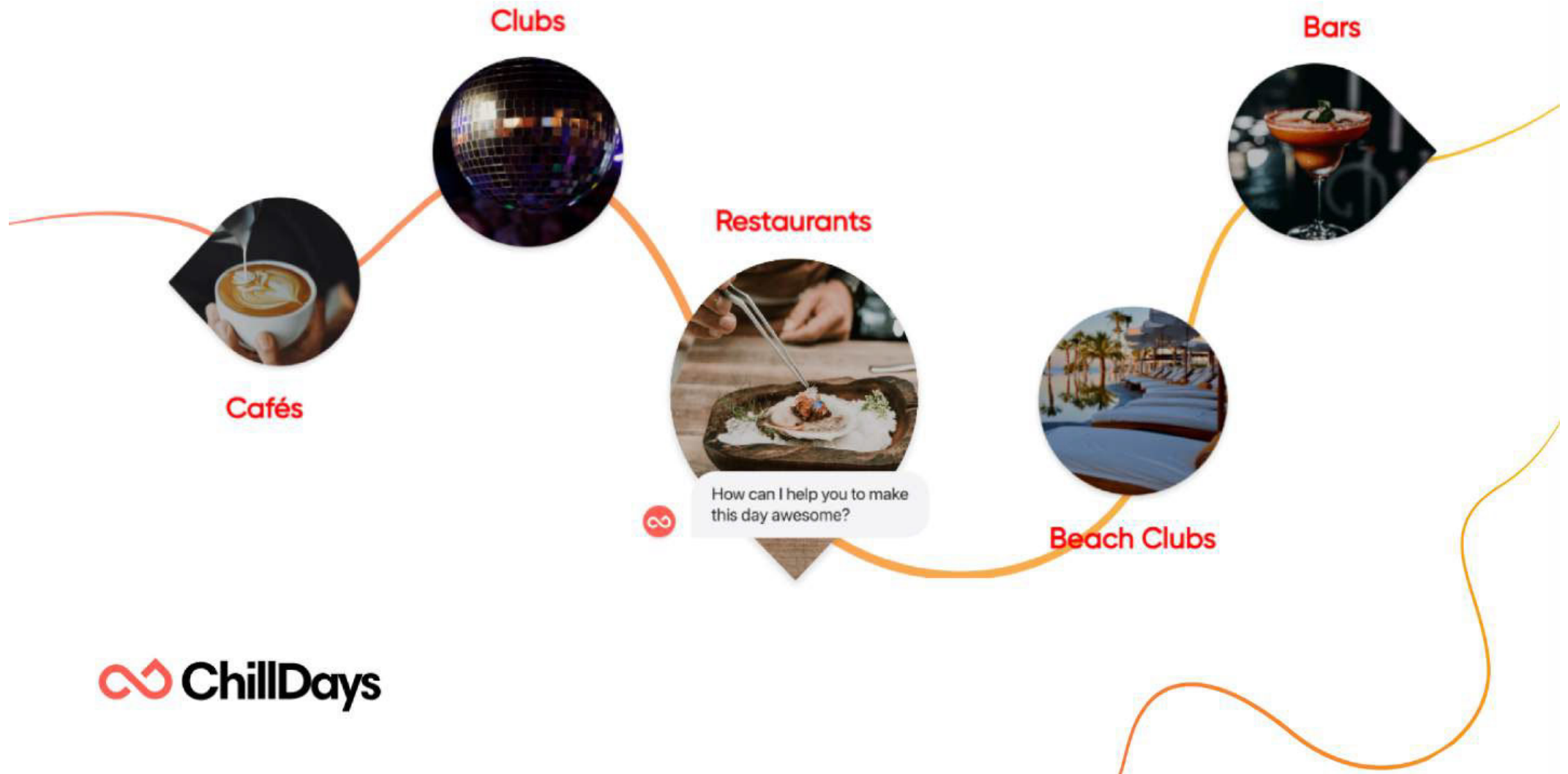🍴 Italian

Select or type here

CHALLENGES:

Designing a landing page that is attractive but not overwhelming Ensuring the design engages users and drives them to use the app Implementing dynamic animations to enhance user experience without compromising site performance

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SOLUTIONS AND PROCESS

Clubs

Bars

Restaurants

Cafés

How can I help you to make this day awesome?

Beach Clubs

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1. UI/UX DESIGN:

Figma Design: I started with creating a detailed UI/UX design in Figma, focusing on a clean and modern look. The design included elements and assets that could be animated to enhance user engagement.

User Experience: Ensured the design was intuitive and user-friendly,
making it easy for visitors to navigate and find information about the app quickly.

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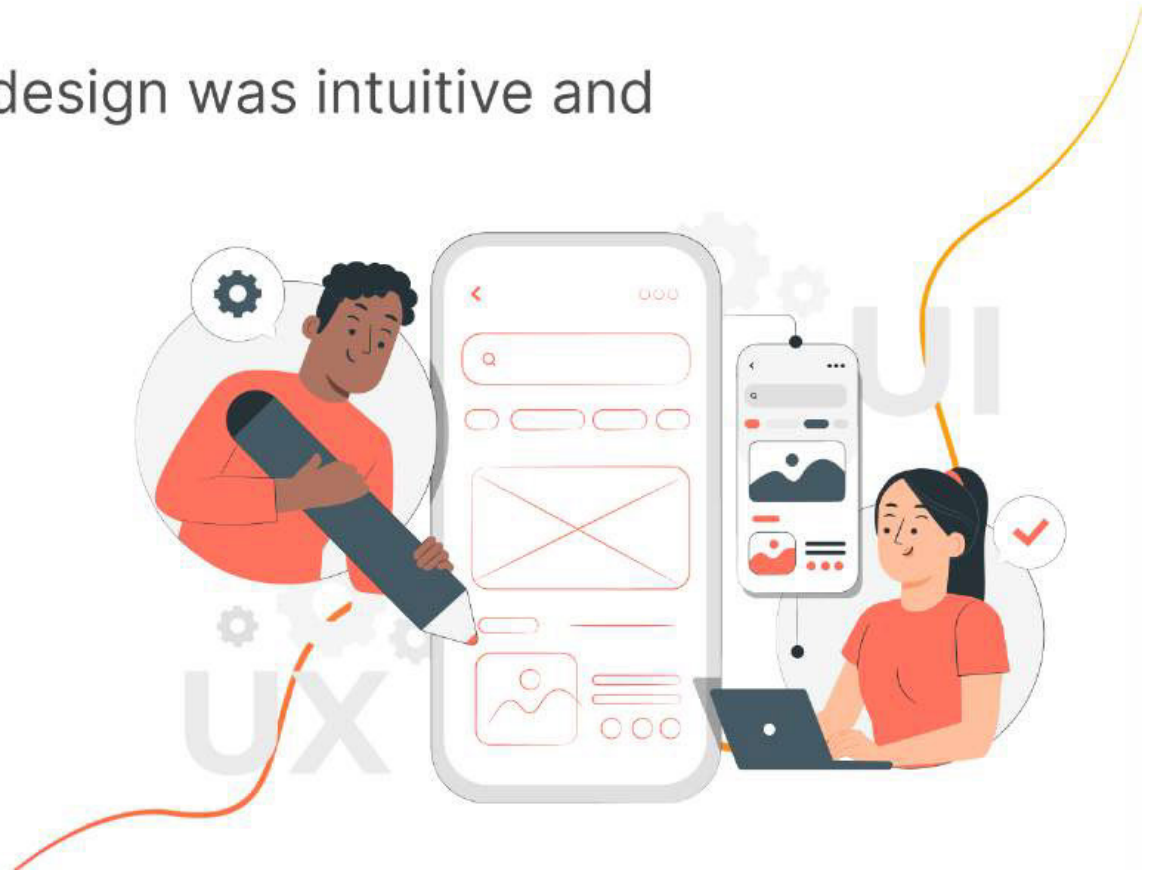
2. WORDPRESS DEVELOPMENT:

Development: Once the design was approved, I transitioned to developing the landing page using WordPress. The development process focused on translating the Figma design into a fully functional, responsive landing page.

Animations: For adding dynamic animations, I used the Motion plugin. This helped in making the page lively and interactive, thereby increasing user engagement.

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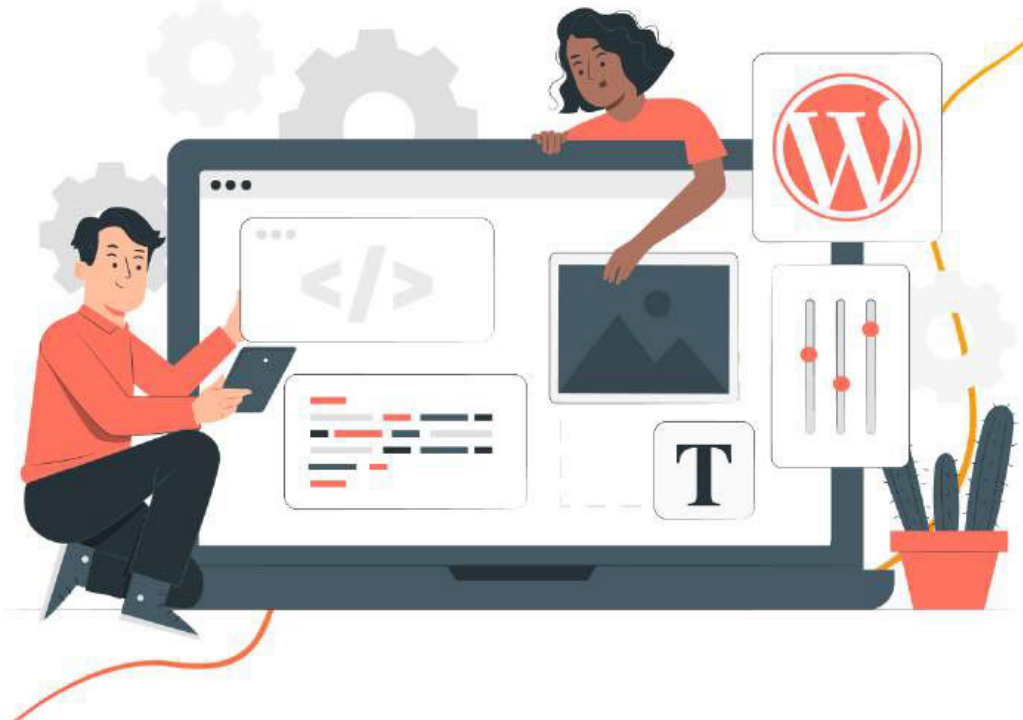
3. ANIMATION:

Motion Plugin: Integrated the Motion plugin to implement smooth and eye-catching animations. The animations were designed to guide the user's attention to key areas of the page, enhancing the overall user experience without making the page feel cluttered.

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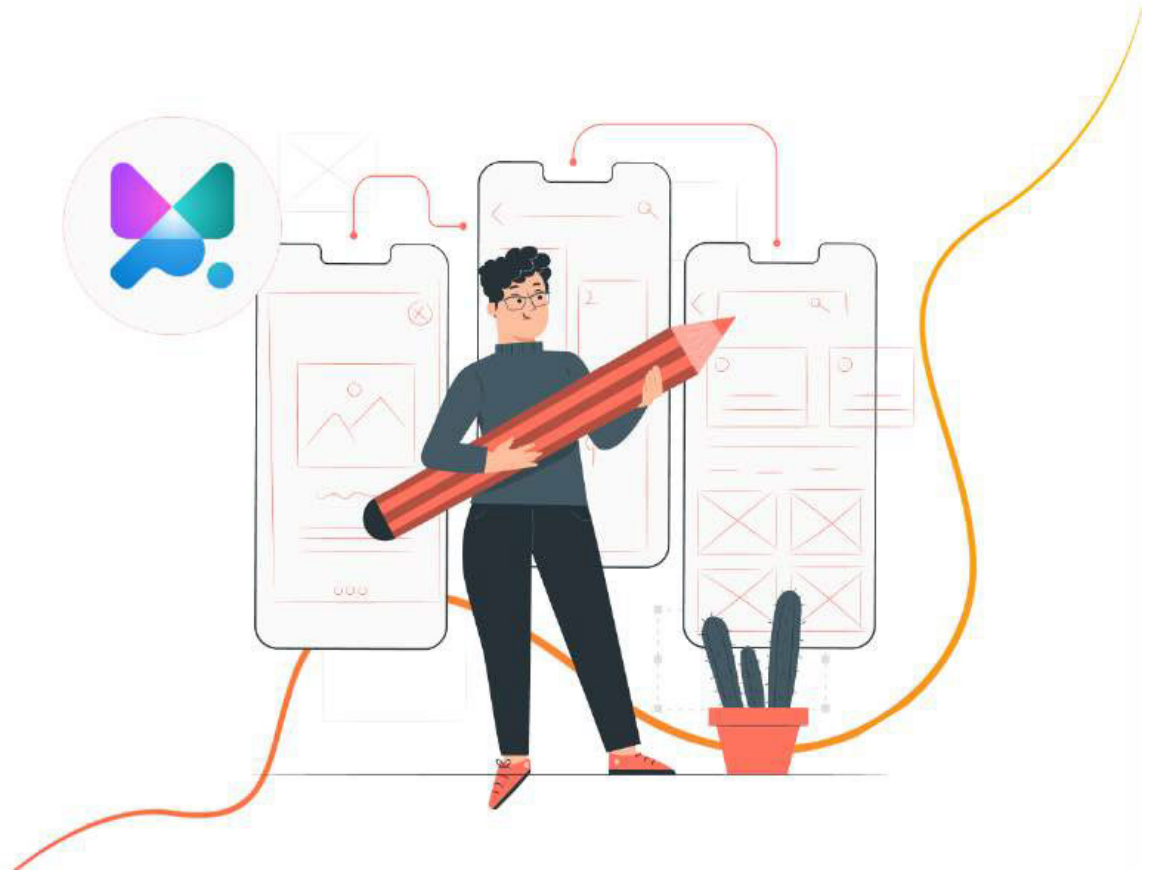
4. SEO OPTIMIZATION:

SEO Strategy: After the development and animation phases, I optimized the landing page for search engines. This involved keyword optimization, meta tags, image alt texts, and ensuring fast load times.

Performance: Focused on maintaining a balance between animations and page speed to ensure the landing page was both attractive and fast-loading.
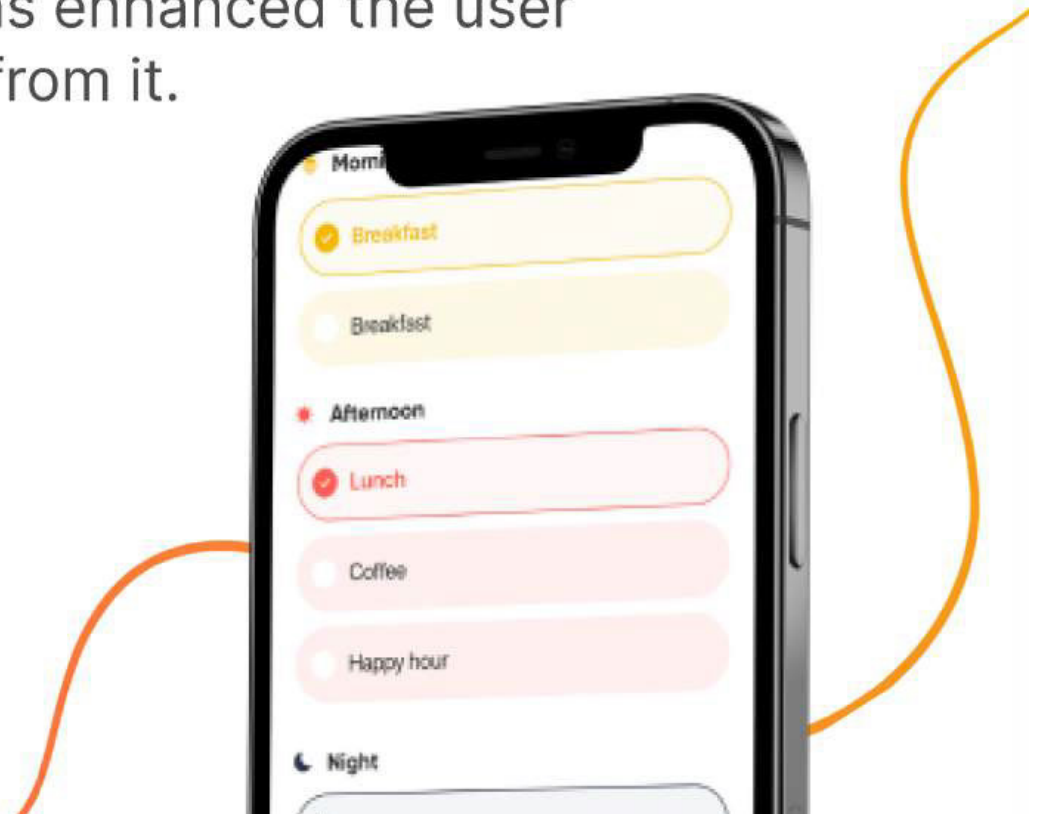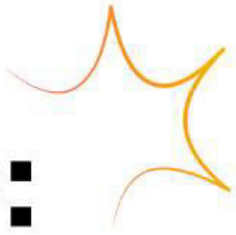
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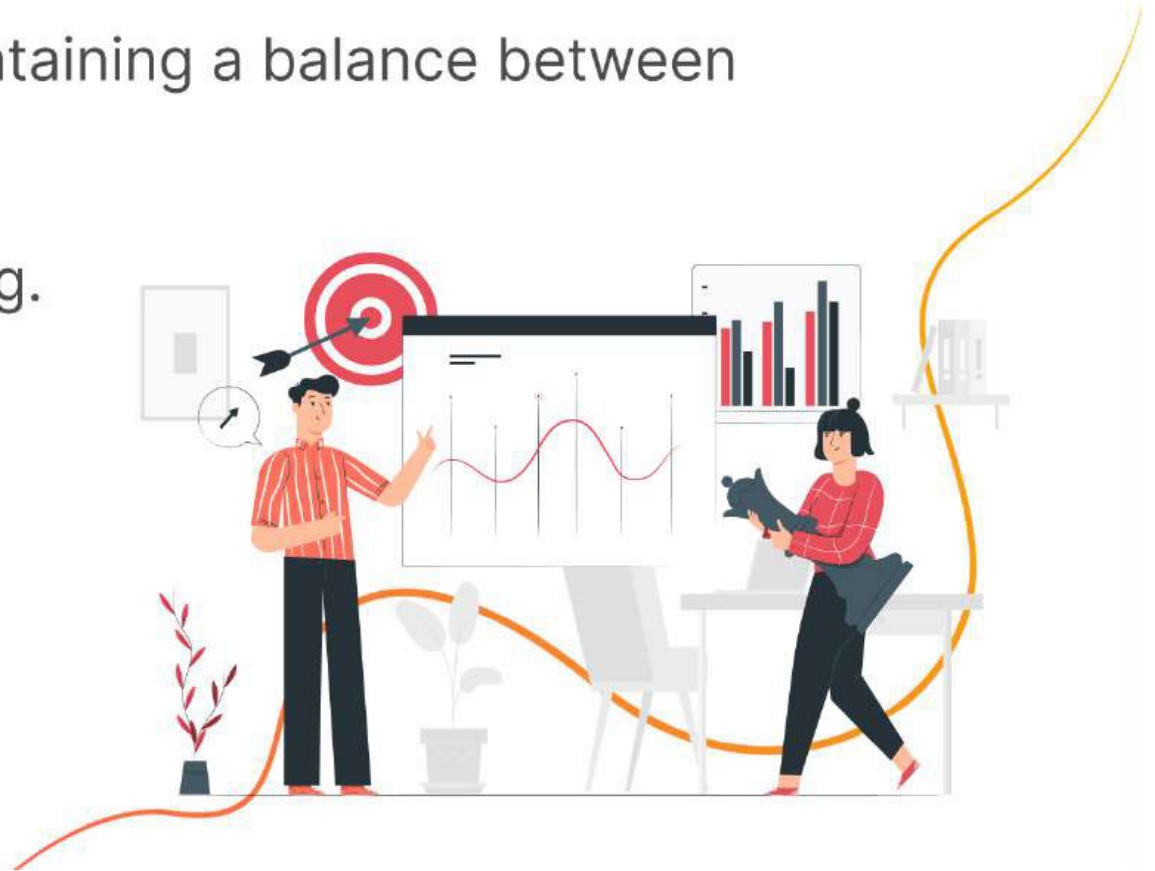
RESULTS:

Engagement: The landing page successfully attracted and engaged visitors, leading to increased app downloads and user interaction.

Performance: Achieved a visually appealing design that was not boring, ensuring that the animations enhanced the user experience rather than detracting from it.

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SEO:

The optimized landing page ranked well on search engines, driving organic traffic to the site.

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