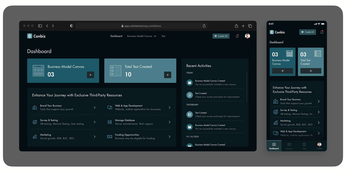
Canbiz(Simventure Validate)

A Reimagined Business Model Canvas Tool

Web & Mobile • Product Design, Branding • Business & Enterprise Industry



Simventure Validate is a useful tool to develop proficiency in using Business Model Canvas. It helps you to validate ideas to create new ventures by creating a business model. The client requires a complete redesign and rebranding of their existing business model canvas (BMC) tool, currently named Simventure Validate. The new platform will be called Canbiz.

For creating effective and engaging digital product, used the power of user-centered design.

Understand
the client's requirements, target users, and their needs, as well as exploring the existing tool and conducting a heuristic evaluation.

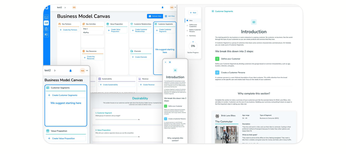
Specify
the problems with the existing tool were identified and documented.

Create
the new platform, including the information architecture, logo, user interface, onboarding process, and integration of AI features.

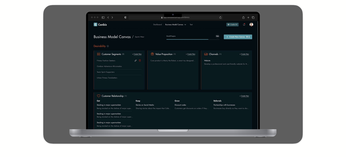
Evaluate
the prototype with the client and making necessary changes based on feedback.

Problems

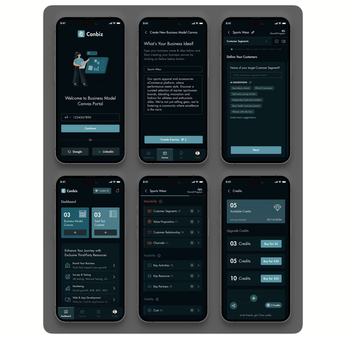
- Outdated, unengaging and visually unappealing UI.
- Limited mobile device accessibility.
- Confusing onboarding process for new users
- Lengthy introduction
- Lack of guidance and feedback during BMC creation
- Unclear information architecture and labeling



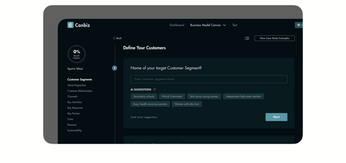
Created a modern, user-friendly, and visually appealing interface.



Optimize the platform for mobile devices.

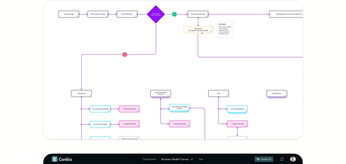


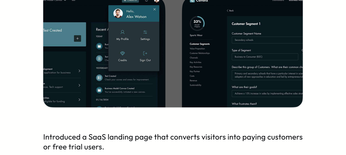
Develop a clear and concise onboarding process.



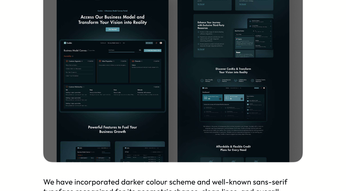
Provide guidance and feedback throughout the BMC creation process.

Improve the information architecture and navigation.

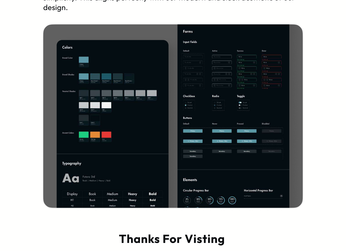




Introduced a SaaS landing page that converts visitors into paying customers or free trial users.



We have incorporated darker colour scheme and well-known sans-serif typeface recognized for its geometric shapes, clean lines, and overall simplicity. This aligns perfectly with our modern and sleek aesthetic of our design.



Thanks For Visting

Looking to level up your user experience or grow your design team? Let's connect!

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+91 8103470405 | designer.mohsinali@gmail.com | https://mohsinali.in/