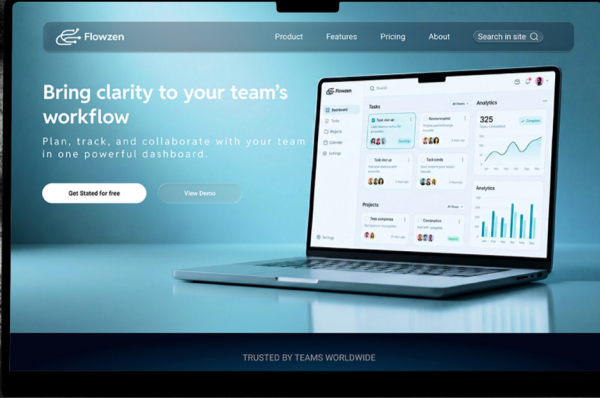


# FLOWZEN



Bring Clarity to team's workflow

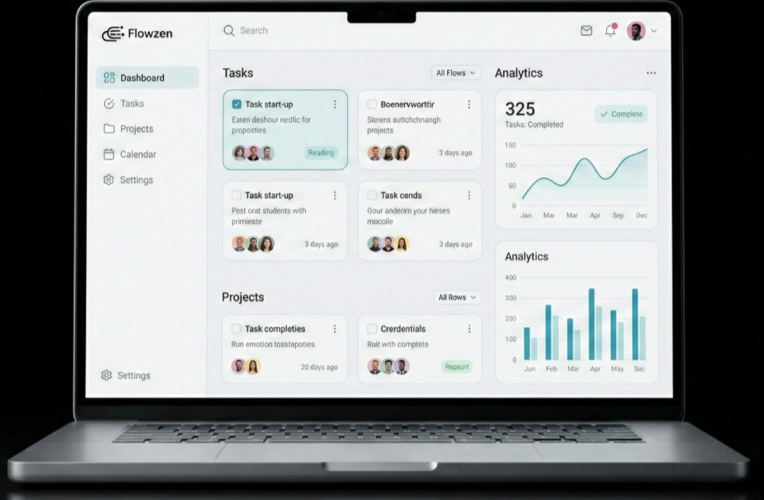
Designed by Tanmay D.

## PROJECT OVERVIEW

Flowzen is a B2B SaaS productivity platform designed to help teams manage tasks, track progress, and collaborate efficiently from a single dashboard.

This project focuses on designing a high-conversion SaaS landing page with a clean visual hierarchy and strong product clarity.

- B2B SaaS
- Productivity Tool
- Conversion-Focused Design



## MY ROLE & TIMELINE

### Role & Type

Role: UI/UX Designer & Frontend  
Type: Concept Project

### Duration:

3 weeks (concept + Frontend )

### Tools Used:

Figma, Adobe Illustrator,  
Adobe Photoshop, VS-Code  
Chat GPT.



## THE PROBLEM

Modern teams often struggle with:

1. Scattered task management tools
2. Poor visibility of progress
3. Overcomplicated dashboards
4. Low clarity in onboarding

Many SaaS websites fail to clearly communicate product value within the first 5 seconds.



## THE SOLUTION

Flowzen simplifies team workflow through:

- Clean and intuitive dashboard layout
- Clear task tracking and analytics
- Minimal learning curve
- Conversion-focused landing experience

Design Approach:

1. Clear visual hierarchy
2. Strong CTA placement
3. Product-first hero section
4. Structured content flow

## LANDING PAGE STRUCTURE OVERVIEW

### Hero Section

Clear value-driven headline with strong typographic hierarchy (bold H1, lighter supporting text) and primary CTA for instant conversion focus.

### Benefit-Driven Features

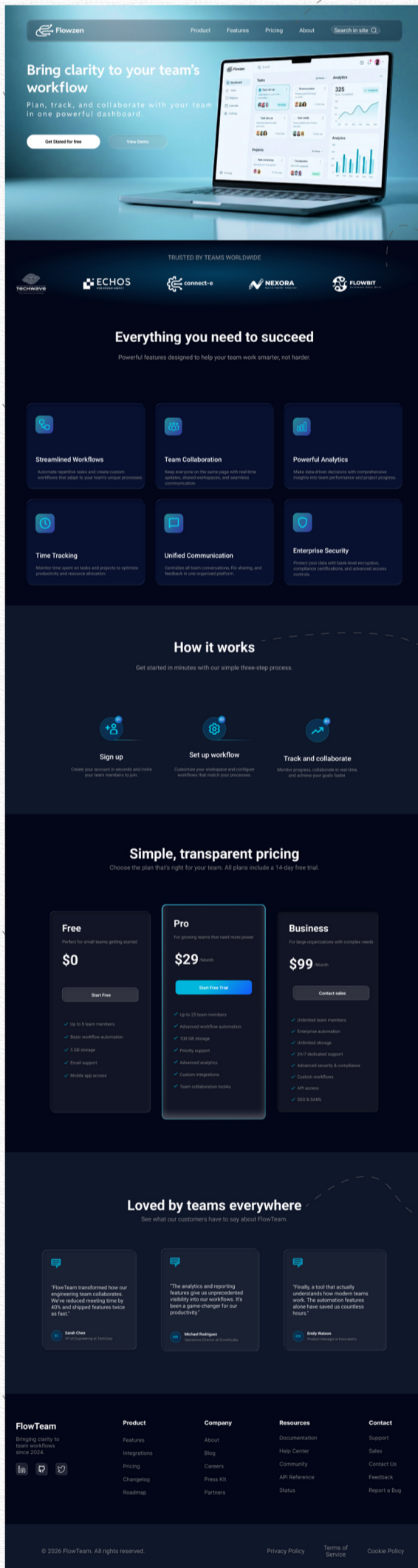
Three-column card layout with icon-led design, concise copy, and balanced spacing built on an 8px grid system.

### Pricing

Tiered pricing cards with visual emphasis on the recommended plan using color contrast, elevation, and clear button hierarchy.

### Footer Menu

Structured multi-column footer with clear navigation links for Product, Company, Resources, and Contact to improve usability and accessibility.



### Navigation Menu

It contain Product, Feature, Pricing, About and Search Button

### Social Proof

Trusted brand logos placed early to build credibility and reduce friction using subtle contrast and consistent spacing.

### How It Works

Simple 3-step visual process using minimal icons and structured typography to improve clarity and scannability.

### Testimonials

Clean card-based layout with strong name hierarchy and muted body text to enhance trust without visual clutter.

## FINAL OUTCOME

Designed a modern SaaS landing page that:

- Communicates value within seconds
- Highlights product clarity
- Encourages conversion
- Maintains scalability for future expansion

This project demonstrates my ability to design structured, user-focused SaaS experiences.



Thank you