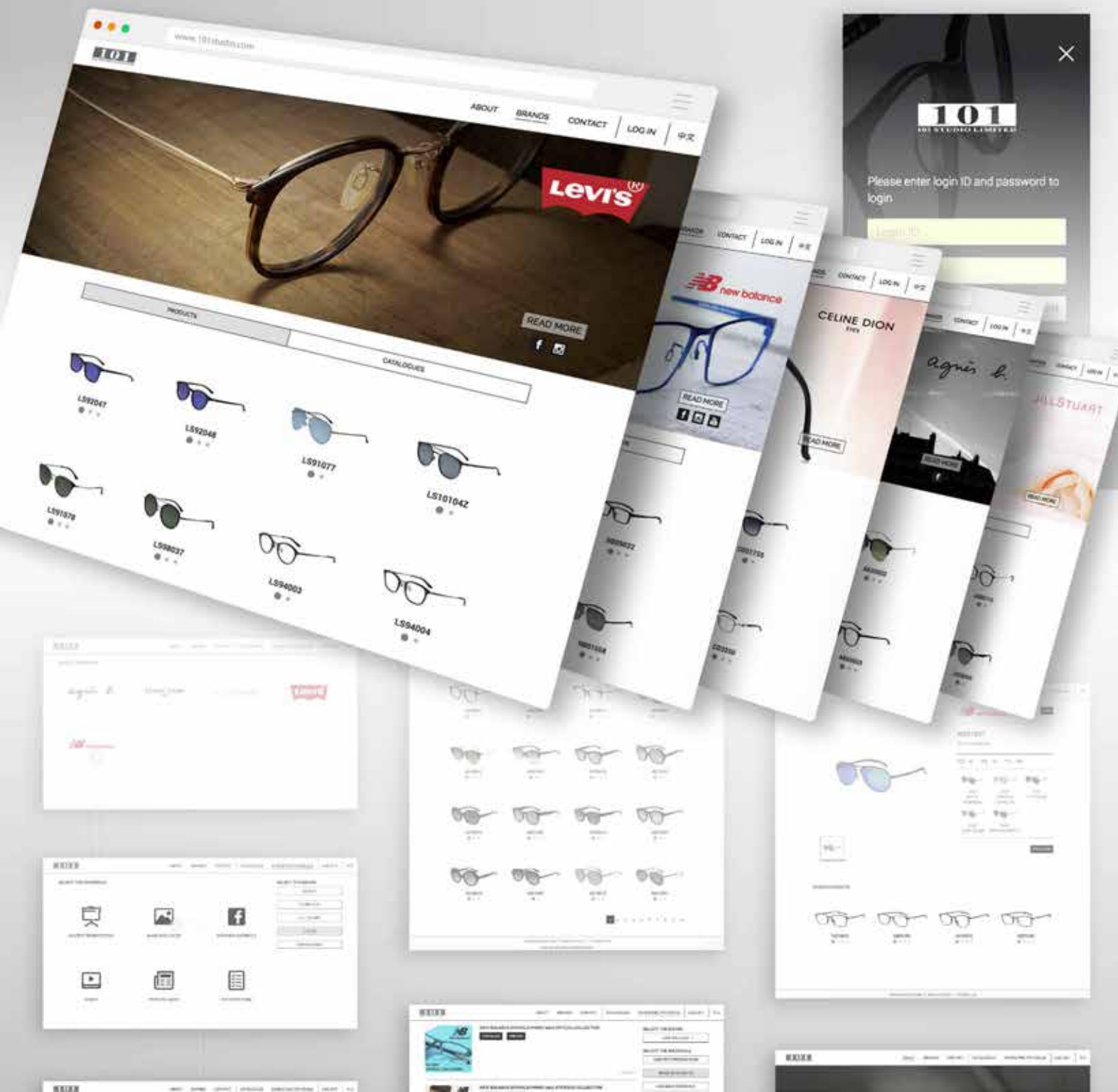




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## Chill Creative Portfolio

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## The 101 Studio website

User experience (UX) design for a B2B retail website.

### Client

101 Studio

### Scope

- User flow analysis
- Website UI (User Interface) design
- Programming

UX was more important to this project than visual aesthetics. Due to the amount of content on the website and the high amount of user scenarios, we focused on simplifying site navigation and organization so that users could quickly locate the data they were searching for.

### Member System and Content Control

The member system allows 101 Studio to filter and control access to product information for different members. It also allows users to release specific information to different parties via the website administration.

The website needed to display many types of marketing information, from product videos to brochures to other specifics, in one place. Chill upgraded the content management system to make it easier for administrators to organize product information.

### Enquiry:

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