

CASE STUDY

YOUNG TUMBLERS

Website Design and Development

Video Sharing Website

Developed by **Bal Sankar**

OVERVIEW

Young Tumblers is a Short Video Sharing Network. Currently in its Phase 1 of Development.

APPROACH

Target Audience

Young Tumblers targeted Audience age less than 30.

Design Focused Approach

The Design must be Modern, Highly Familiar, User must be able to Navigate the Website with much fiddling around.

Discover

Thorough research of the market and the users. This helped US to understand the real scenarios better and proceed with the design.

Ideate

Wireframing and coming up with design solutions aligned to the target audiences based on the research.

Design

Converted the wireframes into actual designs, with real imagery, typography, colors and some beautifications.

Prototype

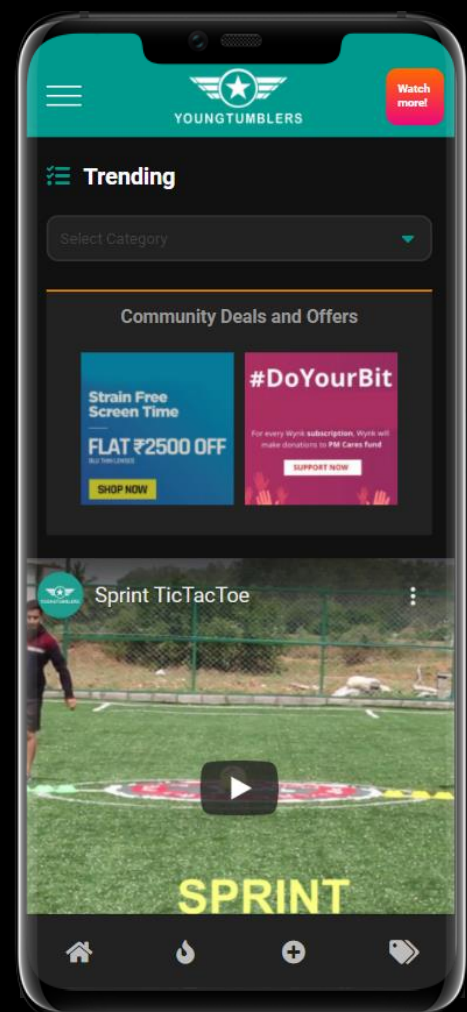
Prototyped the designs which helps to get real insights while testing the product with real customers.

Development

Finally, using along with HTML, CSS, MySQL, Php, JS, jQuery, Bootstrap. We developed the website with WordPress.

OBJECTIVE

- ✓ Video Sharing.
- ✓ Video Sorting, by Tags, Category and Recommendation.
- ✓ Mobile Focused Design.
- ✓ 100% Responsive for All Devices and Browsers.
- ✓ Modern Technology.
- ✓ Developed using WordPress.
- ✓ Search Engine Optimization.
- ✓ Easy Navigation through Menus.
- ✓ Dynamic Content.



RESEARCH

STUDY

Studying the Similar Organisations to see and observe the design gaps where We get the opportunities to improve.

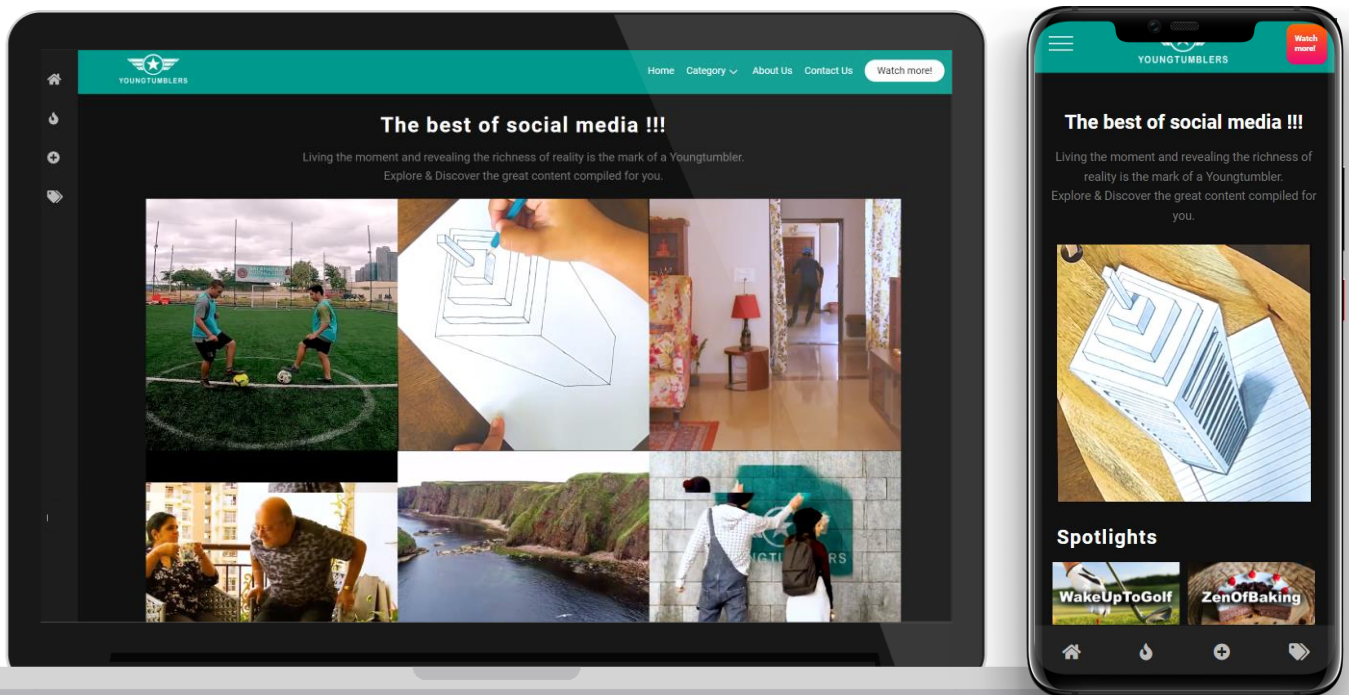
SITEMAP AND PLANNING

Basic structure of the website including various pages and other sections.

USER FLOW

User flow for a scenario of browsing and purchasing a service from the website.

RESULT



- ✔ VIDEO SHARING.
- ✔ VIDEO SORTING, BY TAGS, CATEGORY AND RECOMMENDATION.
- ✔ DYNAMIC CONTENT.
- ✔ RANKS #1 IN GOOGLE SEARCH FOR KEYWORD "YOUNGTUMBLERS"

- ✔ MOBILE FOCUSED DESIGN.
- ✔ 100% RESPONSIVE FOR ALL DEVICES AND BROWSERS.
- ✔ EASY NAVIGATION THROUGH MENUS.
- ✔ GOOGLE RECAPTCHA AND CLOUDFLARE PROTECTION

- ✔ MODERN TECHNOLOGY.
- ✔ DEVELOPED USING WORDPRESS.
- ✔ SEARCH ENGINE OPTIMIZATION.
- ✔ WEBSITE OPTIMIZATION
- ✔ FASTER LOAD TIME

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