



LogIQids

INTERNSHIP PRESENTATION

By Shivani Nayak

LOGIQIDS

Logo Design Artist

Chatur Ideas

The mommy collective

It is India's first company to formally introduce Logical Reasoning in the curriculum for kids. It also aims to change the education landscape by providing customized content to each child.



3 Founders



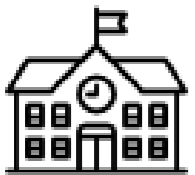
15000 students enrolled



20 employees



2 lakh questions solved



460 schools registered



10+ cities covered

“Though logical reasoning is an extremely important skill set and required at every stage in life, kids in India are not exposed to it during their formative years. Exposing kids to such brain teasers not just helps in competitive exams, but more importantly, it also helps in developing their thinking skills.”

Mikin Lala

“Through LogIQids, our endeavour is to give the kids, much needed exposure to logic at the right age. Its not just another exam to test what is taught in academics, but an effort from our side to develop and enhance a new skill-set in kids.”

Sumit Agarwal

Discover the genius within your child!

LogIQids, started by IIT-IIM graduates, is an innovative web-based learning tool, to develop Logical Reasoning in kids at a young age. LogIQids aims at boosting brain development in kids and enhance various critical skill-sets like problem-solving, creativity and lateral thinking.

Sr.KG - 1st
Grade

2nd - 3rd
Grade

4th - 6th
Grade

7th - 9th
Grade

Simple & Transparent Pricing

Worksheet Subscription



Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

- ₹ 649
50 Worksheets
- ₹ 999
100 Worksheets
- ₹ **1299**
150 Worksheets

~~₹ 1399~~
₹ 1299

*Early bird discount till 15th July, 2018 *

BUY NOW



Systematic program to gradually improve logical reasoning in kids -10 QUESTIONS per worksheet



Detailed Notes explaining how to solve logical reasoning problems

Test - First Stage



Registrations Open. 5 topic notes, 15 worksheets and 1 Sample Paper included

~~₹ 399~~
₹ 349

*Early bird discount till 15th July, 2018 *

BUY NOW



Carried out in 2 stages across cities to introduce a child to logical reasoning



Detailed Notes explaining how to solve logical reasoning problems

15% Off

Test and Worksheet



Level 1 Exam Enrollment and Personalised Worksheets VALID TILL 30th Dec, 2018

- ₹ 848
50 Worksheets
- ₹ 1146
100 Worksheets
- ₹ **1401**
150 Worksheets

~~₹ 1648~~
₹ 1401

**

BUY NOW



The features of both
Test + Worksheet

AND

Result page which carries marks and records of progress



Proficiency
15%



Gems
5



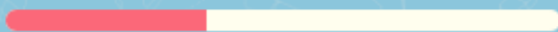
68 XP
Level 1

Visual

Last Accessed

7th June 2018

Topic Proficiency



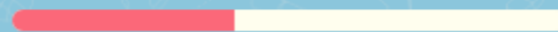
Go to Topic

Trends/ Relationship

Last Accessed

29th June 2018

Topic Proficiency



Go to Topic



Daily Goal



0/15
XP

0
Days Streak

Daily

Weekly

Overall

Xp



Aditya Agarwal

S M Shetty International School

146

★ Super Worksheet ★

This worksheet contains questions from all topics and tailored to your current proficiency. It helps you in



Topic Summary-Trends/ Relationship



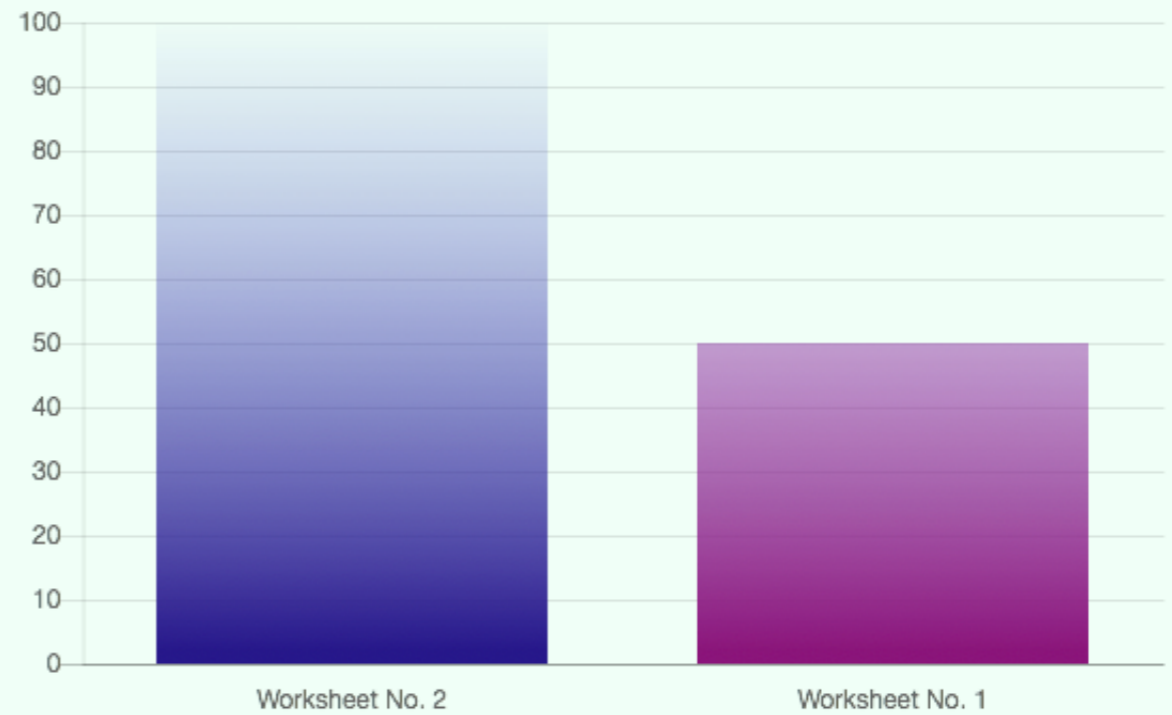
Topic Proficiency



Number of Worksheets Solved



Topic Accuracy



Worksheet in Progress 4

Total Questions: 10

Worksheet in Progress 3

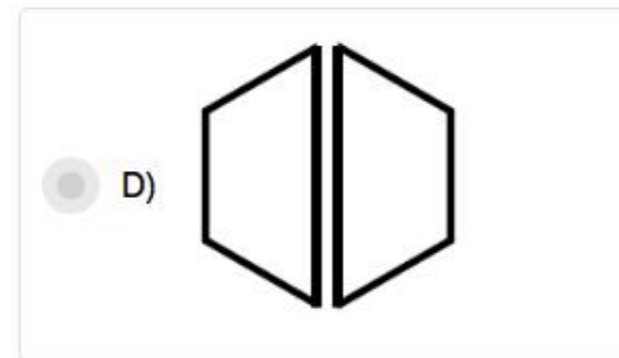
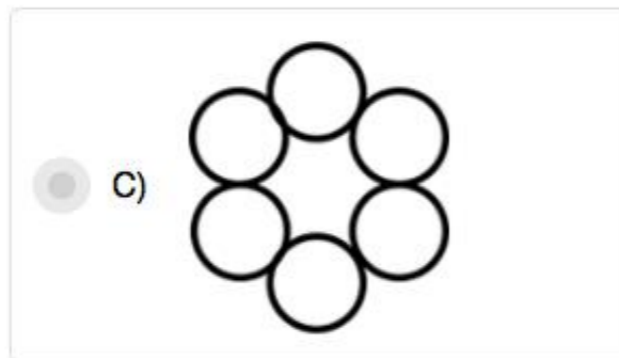
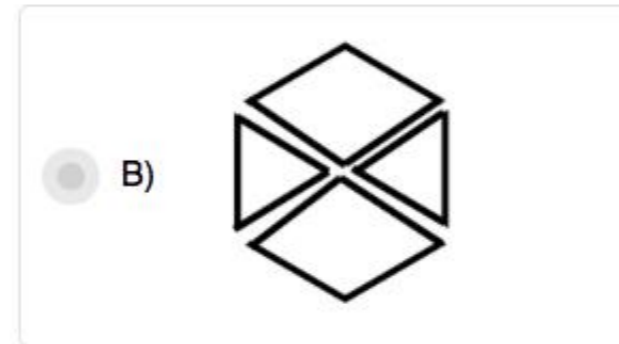
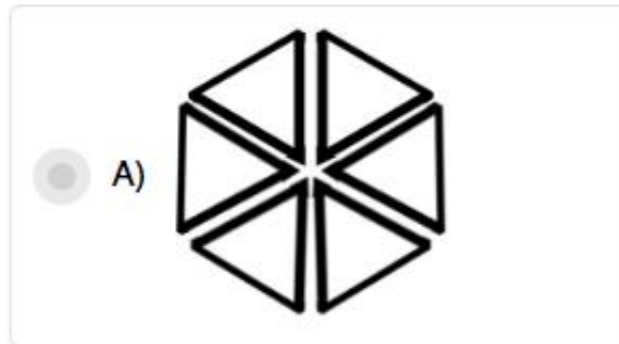
Total Questions: 10





Trends/ Relationship

Find the option which will come in place of question mark?



5 TASKS WERE GIVEN

1. Landing page
2. Sample test page
3. Result page- wireframes
4. Pricing page- wireframes
5. Imagica offer page

DESIGN A LANDING PAGE

Brief-

1. Design a landing page for LogIQids Olympiad 2018.
2. It is to sign up or register first time users for olympiad(which is free registration), so description of LogIQids is necessary.
3. We have to sell worksheets packages as well.
4. There are offers for first time users.

FIRST FEW QUESTIONS IN MY MIND

- ▶ What is landing page? How landing page is different from any other page?
- ▶ How many types of landing pages are there?
- ▶ What is the size of landing page?
- ▶ Can I use illustrator or is there any softwares to design pages?
- ▶ What fonts to use? What are the font sizes to use? Are my fonts readable or legible?
- ▶ Which colors to use? Why to use them?
- ▶ What's the layout grid that LogIQids follow?
- ▶ On which all devices are users going to open landing page?
- ▶ Do I need to design for all devices? What about scalability?
- ▶ Are four days enough?

REFERENCES TAKEN ARE

<https://unbounce.com/landing-page-articles/home/>

<https://www.leadsguard.com/education-landing-page-story/>

<https://unbounce.com/conversion-centered-design/>

<https://unbounce.com/conversion-centered-design/attention.html>

<https://vwo.com/blog/a-b-testing-case-study-navigation-menu/>

<https://unbounce.com/landing-page-articles/the-anatomy-of-a-landing-page/>

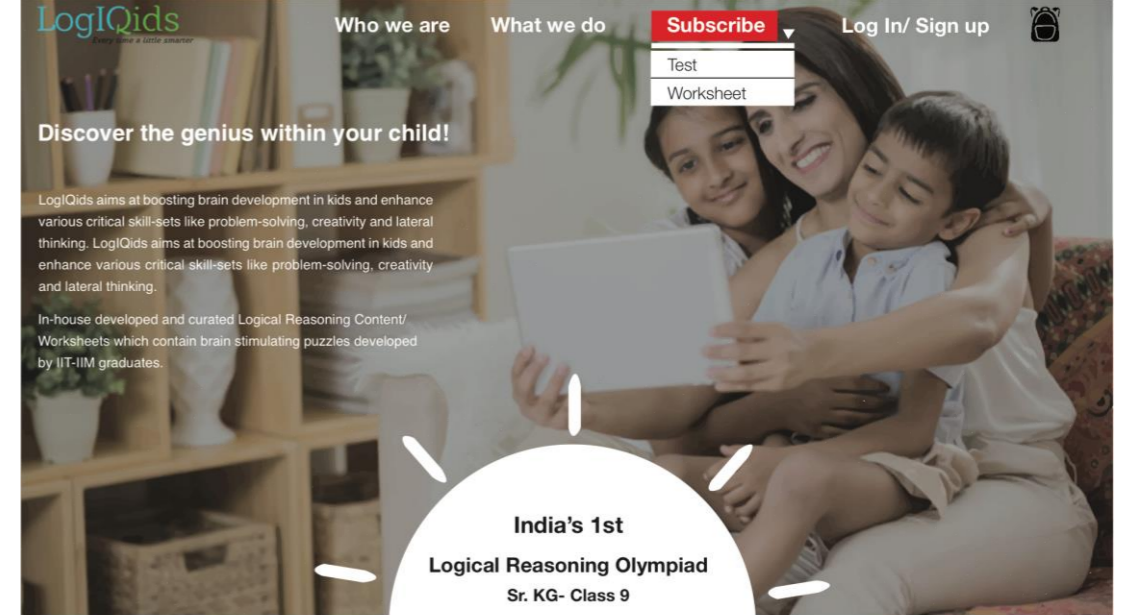
<https://unbounce.com/landing-pages/>

<https://www.leadsguard.com/>

Design Version !



1ST LANDING PAGE DESIGNED



Logical Reasoning olympiad 2017

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

[Learn More](#)

Free Test

Tests

Registrations Open.

5 topic notes,
15 worksheets and
1 Sample Paper
included.

Carried out in 2 stages
across cities to introduce
a child to logical
reasoning

Free Test

Add to

Worksheets

VALID TILL 30th Dec,
2018.

Personalised
Worksheets on Logical
Reasoning.

Systematic program to
gradually improve
logical reasoning in kids

-10 QUESTIONS per
worksheet

649
50 worksheets
5 topics

999
100 worksheets
5 topics

1299
150 worksheets
5 topics

Rs. 1299
Early bird discount till 15th July 2018*

Add to

We got 4.9/5 ★★★★★ in facebook because our star parents say that,

Minal Deo

The daily work-sheets are very good and Arnav is finding it very useful.

Dhara Kohli

The daily work-sheets are very good and Arnav is finding it very useful.

Minal Deo

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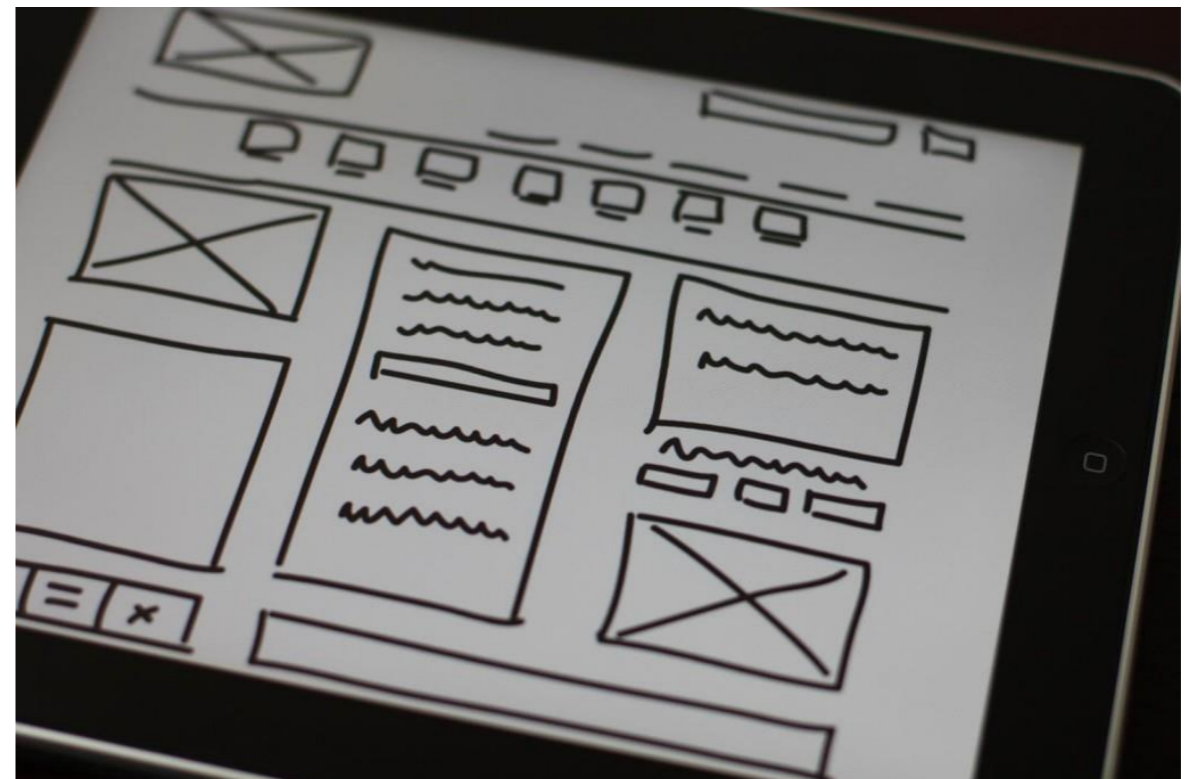
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WHAT ARE WIREFRAMES?

After product manager Sachin has shown me the wireframes he designed. I got to know that.

A wireframe is a **low-fidelity, simplified outline** of your product. You can usually recognize them by their distinctive block layouts, use of lines to represent text, and “X” squares indicating placeholders for future images.



WIREFRAMES 1

Logo

Please fill the form and click Proceed

Kid's Details

First Name
Mr./Ms.

Last Name

Grade
Sr. KG

Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

You may buy worksheets from here

- Personalised Worksheets
- In depth analysis
- Progress review
- Detailed Notes

50 WORKSHEETS
Rs. 649
*After 15th July prices will rise to Rs. 749

100 WORKSHEETS
Rs. 999
*After 15th July prices will rise to Rs. 1099

150 WORKSHEETS
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Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

[Proceed](#) [Clear All](#)


About

Photos/video

Details about worksheets

Testimonials & Credibility

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support@logiqids.com + 91 7045345345 / + 91 22-62363860

Wireframes



WIREFRAMES 2

Logo

Please fill the form and click Proceed

Kid's Details

Mr./Ms.

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

You may buy worksheets from here

50 WORKSHEETS Rs. 649 <small>*After 15th July prices will rise to Rs. 749</small>	100 WORKSHEETS Rs. 999 <small>*After 15th July prices will rise to Rs. 1099</small>	150 WORKSHEETS Rs. 1299* <small>*After 15th July prices will rise to Rs. 1399</small>
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Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

[Proceed](#) [Clear All](#)

About


Details about worksheets

- Personalised Worksheets
- In depth analysis
- Progress review
- Detailed Notes

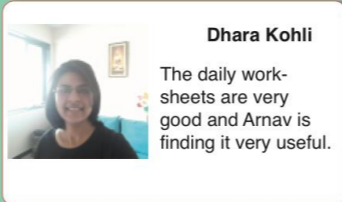
Photos/video

Testimonials & Credibility

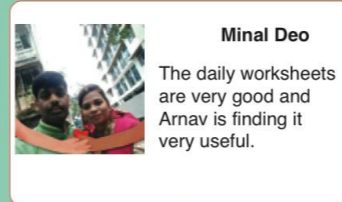
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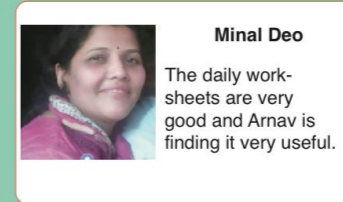
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Logiqids

About Logiqids

New Users this is a sign up form for free test. Please fill form and click proceed.

Kid's Details

Mr./Ms.	First Name example., Mohit	Middle Name example., Kumar	Last Name example., Verma
Grade Sr. KG	Division/section		
School's Full Name example., St. Francis Hr. Sec. School			
City Mumbai			

Parents' Details

Email Id example., shivaninayak233@gmail.com
Phone number example., 9334446667
Create a password example., krj-Dfg-uch12

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

- Personalised Worksheets
- In depth analysis
- Progress review
- Detailed Notes

You may buy worksheets from here

50 WORKSHEETS Rs. 649	100 WORKSHEETS Rs. 999	150 WORKSHEETS Rs. 1299*
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*After 15th July prices will rise to Rs. 1399

Proceed

Photo collage of Felicitation Program

Video

Sign up

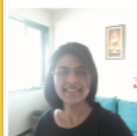
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WIREFRAMES 3

Logo

About Logikids and olympiad

Details about worksheets

- Personalised Worksheets
- In depth analysis
- Progress review
- Detailed Notes

Please fill the form and click Proceed

Kid's Details	Parents' Details
First Name Mr./Ms. <input type="text" value="example., Mohit"/>	Email Id <input type="text" value="example., shivaninayak233@gmail.com"/>
Last Name <input type="text" value="example., Verma"/>	Phone number <input type="text" value="example., 9334446667"/>
Grade Sr. KG <input type="text"/>	Create a password <input type="text" value="example., krj-Dfg-uch12"/>
Division/section <input type="text"/>	
School's Full Name <input type="text" value="example., St. Francis Hr. Sec. School"/>	
City <input type="text" value="Mumbai"/>	

You may buy worksheets from here

50 WORKSHEETS Rs. 649 <small>*After 15th July prices will rise to Rs. 749</small>	100 WORKSHEETS Rs. 999 <small>*After 15th July prices will rise to Rs. 1099</small>	150 WORKSHEETS Rs. 1299* <small>*After 15th July prices will rise to Rs. 1399</small>
--	--	--





Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

[Proceed](#) [Clear All](#)

Photos/video

Testimonials & Credibility

We got 4.9/5 ★ in facebook because our star parents say that,

 <p>Minal Deo The daily worksheets are very good and Arnav is finding it very useful.</p>	 <p>Dhara Kohli The daily worksheets are very good and Arnav is finding it very useful.</p>	 <p>Minal Deo The daily worksheets are very good and Arnav is finding it very useful.</p>	 <p>Minal Deo The daily worksheets are very good and Arnav is finding it very useful.</p>
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support@logiqids.com + 91 7045345345 / + 91 22-62363860

Initially Designed Pages





Discover The Genius Within Your Child

LogIQids is a technology driven education company

Founded by IIT IIM Graduates committed to improve the Logical Reasoning skills in school going children.

with **Free Test Registration**

get 5 Topic Notes
1 Sample paper
15 Worksheets worth Rs.300 for Free

Free Signup form for test

Child's Details

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

LOGICAL REASONING OLYMPIAD:

The exam attempts at developing logical reasoning in kids at the right age through the right content and is held across the country.

Logiqids Puzzle

Can you **SOLVE THIS?**

Answer: 51

How Worksheets will help?

Regular Practice:

Worksheets filled with brain stimulating puzzles for helping kids prepare for the Olympiad.

Adaptive Learning:

Personalised Worksheets (unlike textbooks) that adapt to every child's learning pace and ensure he/she learns effectively.

Detailed Analysis:

Detailed real-time analysis of a child's performance to showcase his/her strengths and areas for improvement.

Doubt Solving:

Access to an Online Mentor for clarification of doubts regarding any question.

You can buy Test preparation worksheets (optional)

[Clear Selection](#)

50 Worksheets
Rs. 649*

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100 Worksheets
Rs. 999*

*After 15th July prices will rise to Rs.1099

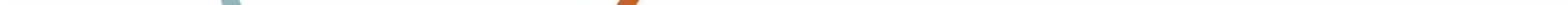
150 Worksheets
Rs. 1299*

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Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

You have opted for 150 worksheets package worth Rs. 1299

Proceed



We got 4.9 from our star parents

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Free Signup form for New Users

Login Existing Users

Child's Details

First Name

Last Name

Grade Division/section

School's Full Name

City

Parents' Details

Email Id

Phone number

Create a password

Help your child ace the Olympiad by Subscribing to worksheets (Optional). [Clear Selection](#)

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You have opted for 150 worksheets package worth Rs. 1299

Proceed

FELICITATION PROGRAM

2017



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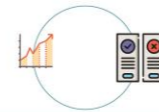
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150 Worksheets
Rs. 1299*

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[Clear Selection](#)

Personalised Worksheets on Logical Reasoning VALID TILL 30th Dec, 2018

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Proceed

Logiqids Puzzle

Can you SOLV THIS?



Solution

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

Answer C

FELICITATION PROGRAM

2017



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INITIAL SUBMISSIONS

The idea behind this page was to show curiosity in child who is looking around in aquarium for fishes.

The screenshot shows the LogIQids website interface. At the top, the logo and tagline "Every Student is a Genius" are visible. The main heading is "Discover The Genius Within Your Child". Below this, there's a navigation bar with "Free Signup form for New Users" and "Login Existing Users".

The "LOGICAL REASONING OLYMPIAD:" section describes the exam and includes a promotional box: "with Free Olympiad Registration get 5 Topic Notes, 1 Sample paper Also 15 Worksheets worth Rs.250 for Free".

A "Why we suggest you to buy Worksheets?" section lists benefits: Regular Practice, Detailed Analysis, Adaptive Learning, and Doubt Solving.

A "Logiqids Puzzle" is featured, showing a 3x3 grid of letters: A, C, E; Z, B, D; Y, A, ?. A hint explains the letter sequence: "In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row."

The registration form includes fields for "Child's Details" (First Name, Last Name, Grade, Division/section, School's Full Name, City) and "Parents' Details" (Email Id, Phone number, Create a password).

A pricing section offers three packages: 50 Worksheets for Rs. 649*, 100 Worksheets for Rs. 999*, and 150 Worksheets for Rs. 1299*. A "Proceed" button is visible below the 150-worksheets package.

The "FELICITATION PROGRAM" section displays a grid of photos from 2017 showing students and staff.

At the bottom, a testimonial section states "We got 4.9 from our star parents" and lists five identical reviews from "Minal Deo".

The footer contains contact information: "Our Team" (support@logiqids.com), "Contact Us" (+91 7045345345 / +91 22-62363860), and "FAQ's".

Finally Designed Pages

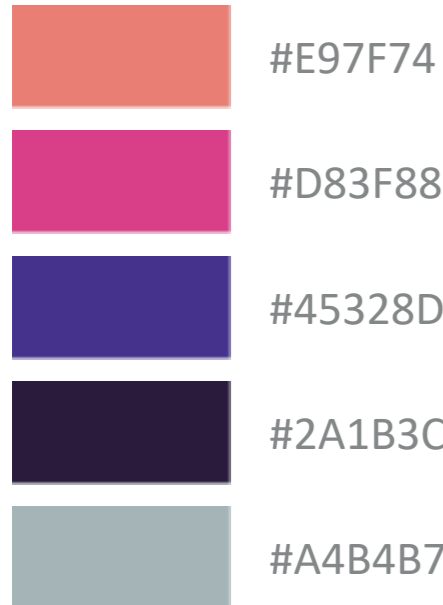


FINAL DESIGN

Font used

Trebuchet MS(regular) Aa
Trebuchet MS(bold) Aa

Colors used



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Personalised Worksheets (unlike textbooks) that adapt to every child's learning pace and ensure he/she learns effectively.



Doubt Solving
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A	C	E
Z	B	D
Y	A	?

Solution
In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

Answer: C

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Last Name

Grade Division/section

School's Full Name

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Android Version

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Font used -

Trebuchet Regular
Aa Trebuchet Bold
Aa

Roboto
Roboto light
Aa

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Colorway 1

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Z	B	D
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Solution

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

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Logiqids Puzzle

Can you SOLV THIS?

A	C	E
Z	B	D
Y	A	?

Solution

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

Answer: C



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Can you SOLV THIS?

A	C	E
Z	B	D
Y	A	?

Solution

In every row, each letter is two places after the previous letter. Therefore in first row, A is followed by C which is followed by E. Therefore C will come in place of question mark in third row.

Answer: C



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1920 px

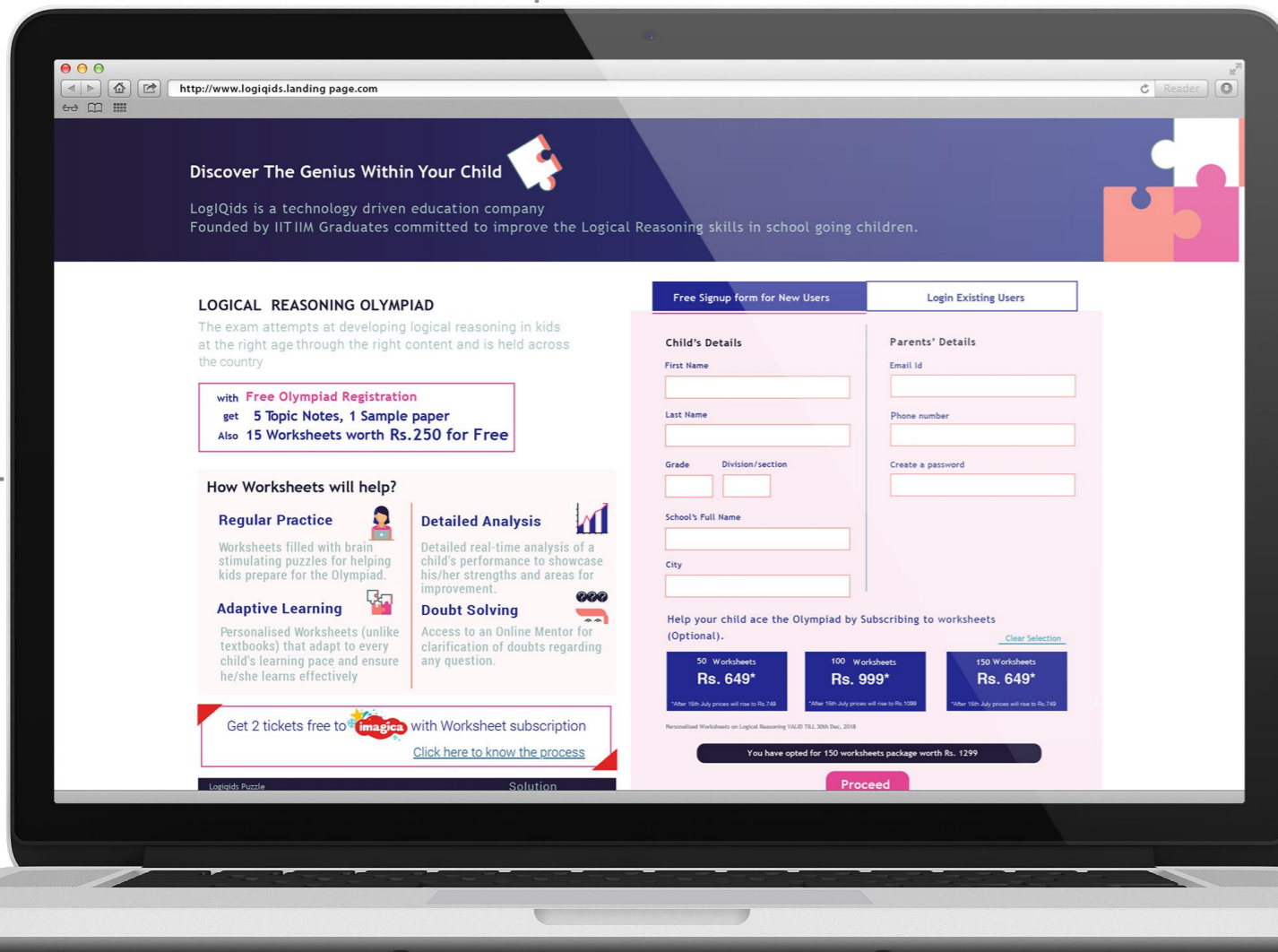
1280 px

1024 px

1080 px

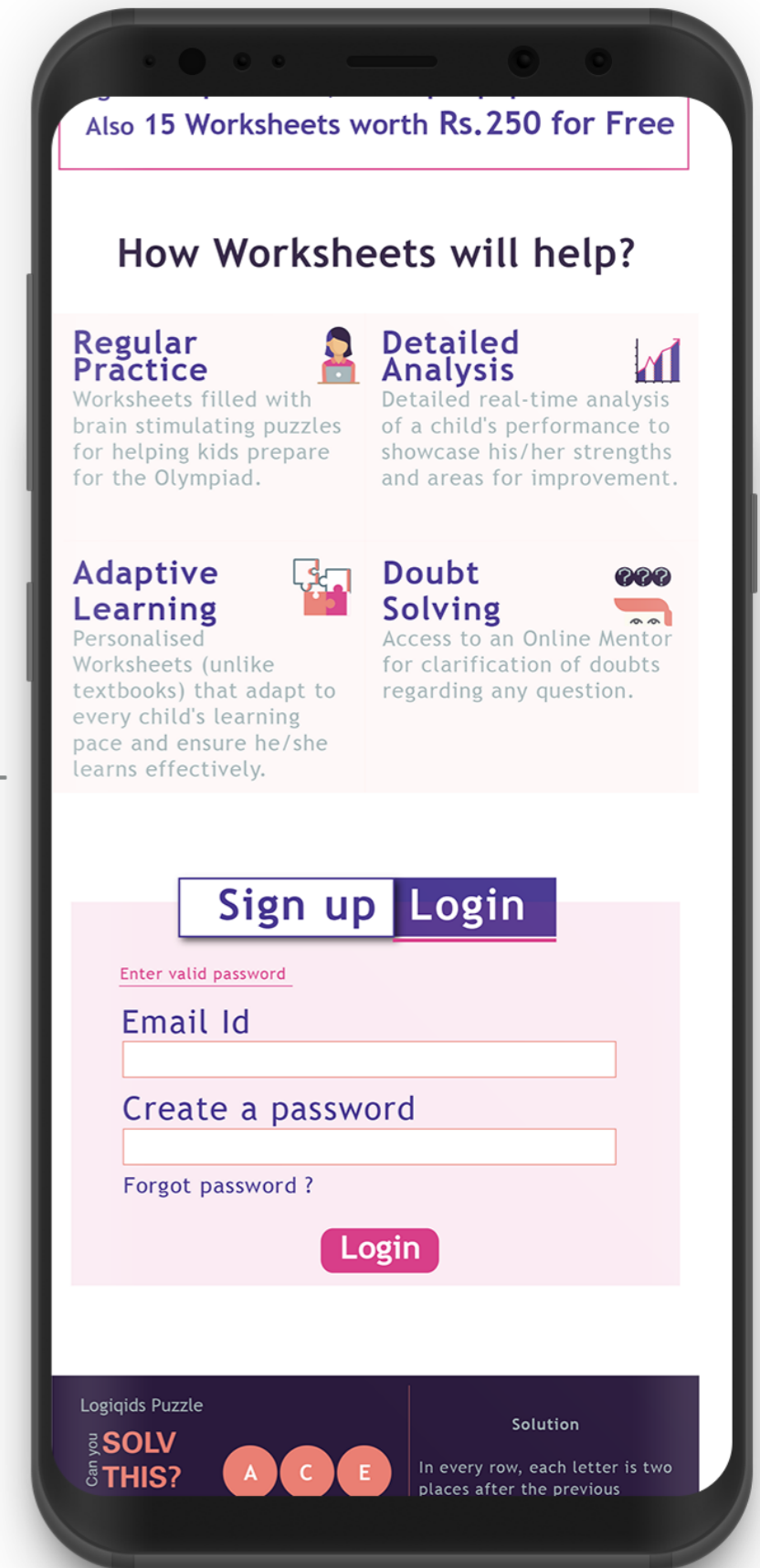
800 px

768 px



640 px

360 px



SAMPLE TEST PAGE

- ▶ LogIQids provides worksheets to registered users to practice logical reasoning questions.
- ▶ They have four different topics like visual, verbal, trends & relationship and conclusion.
- ▶ So now they planned to bring **past sample papers** too for kids to practise.
- ▶ The interface should not be very different from worksheet page but can have better features like **-time remaining to complete test, there should be an option to go to any question they want, -an option to stop test(it should not be that visible but should be there), -to submit test whenever they want to(not so prominent yet there).**

Currently Designed Pages

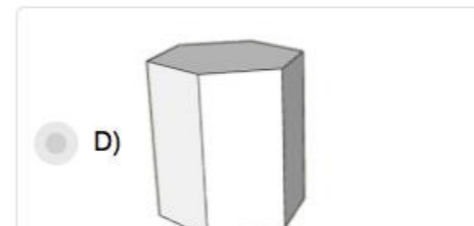
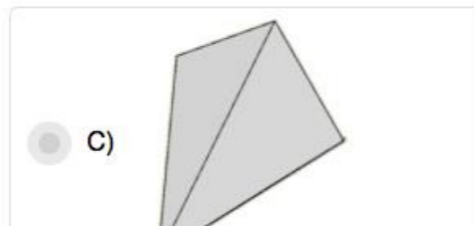
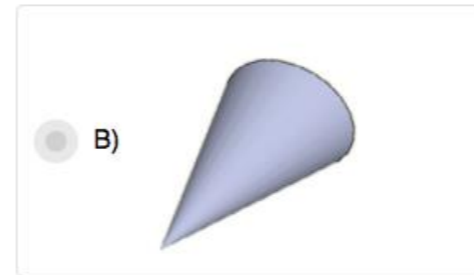
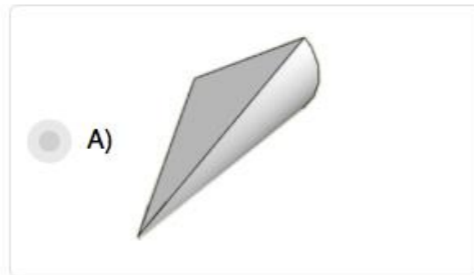


CURRENT TEST PAGE

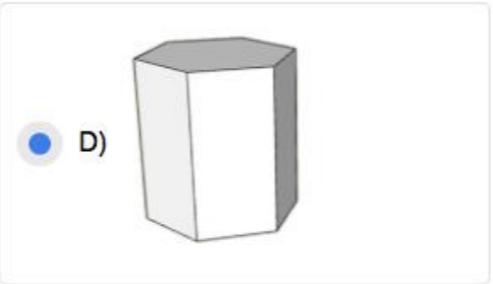
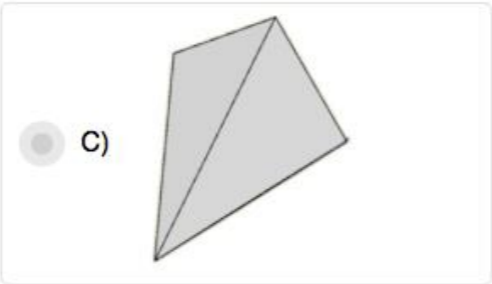
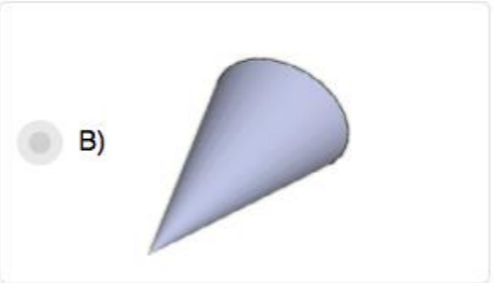
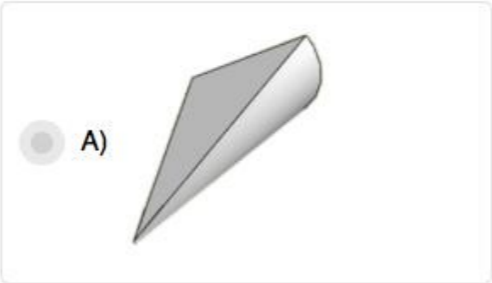


Trends/ Relationship

Image 1 and 2 have a relationship with each other. From given options find fourth image which will lead to same relationship between third and fourth image?



CURRENT TEST PAGE

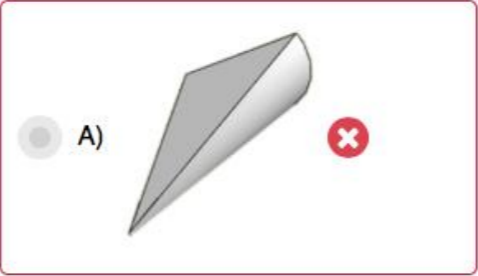


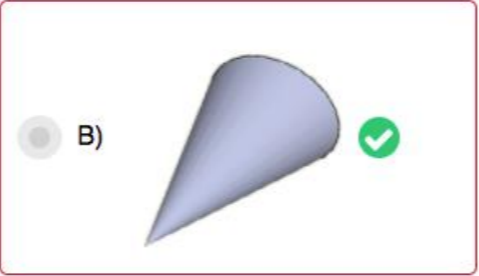
CURRENT TEST PAGE

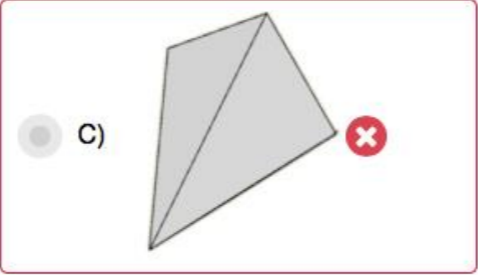
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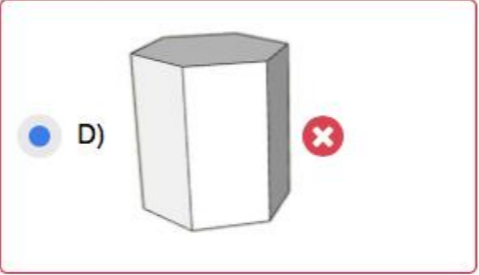
ENROLL NOW

Hi, Anish

A) 

B) 

C) 

D) 

Solution:
Correct Answer: B
The second image is same shape as first image. Similarly the shape formed by third image will be same as option B.

Report a Problem

Next

Wireframes

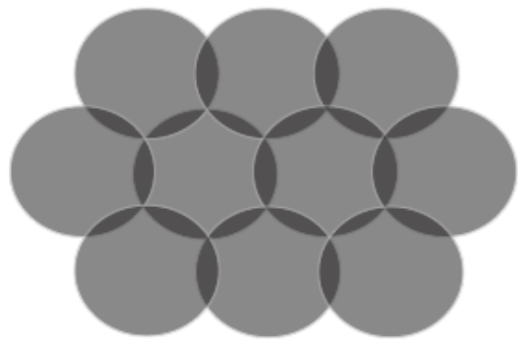


Wireframes

02:49:50

Question 6 of 35

Question 1. verkngjergjd fkvjervivkdfb mfbeatbgmdflb,mfb kjgbmf-gklbm bot rlhng,fbmkr tlonbmlg fb mrtohlgfbmlf gbortbmfglbl tobmortbmo ortbmfblmgb oogrborhotrki rthorthkfgl btohlfgbklthl rt or thitrogh



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

A. Correct Answer

C. Wrong Answer

B. Wrong Answer

D. Wrong Answer

Previous

Next

End Test

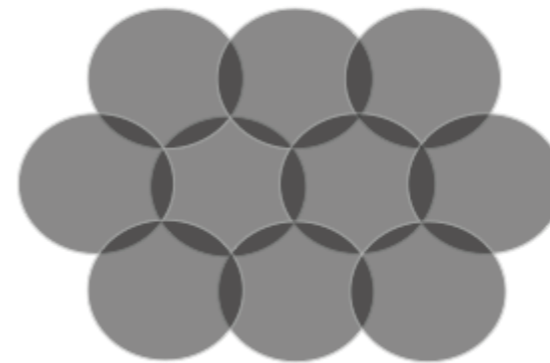
- 5 Questions Attempted
- 2 Not attempted
- 33 Not visited

Question 6 of 35

30%

60%

Question 1. verkngjergjd fkvjervivkdfb mfbeatbgmdflb,mfb kjgbmf-gklbm bot rlhng,fbmkr tlonbmlg fb mrtohlgfbmlf gbortbmfglbl tobmortbmo ortbmfblmgb oogrborhotrki rthorthkfgl btohlfgbklthl rt or thitrogh tor hit o hithfhiotr hiohtothi.



A. Correct Answer

B. Wrong Answer

C. Wrong Answer

D. Wrong Answer

Previous

Next

End Test

02:49:50

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40

- 5 Questions Attempted
- 2 Not attempted
- 33 Not visited

Initially Designed Pages




INITIAL DESIGN OF TEST PAGE


Logiqids


Trend & Relationship X


Question 6 of 30


Amongst the option images which image would fit inside the box?



A 

B 

C 

D 

← Back

Next →

01 | **25** | **40**
hr | min | sec

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40

4 attempted
25 not attempted

Submit

Finally Designed Pages



Trend & Relationship

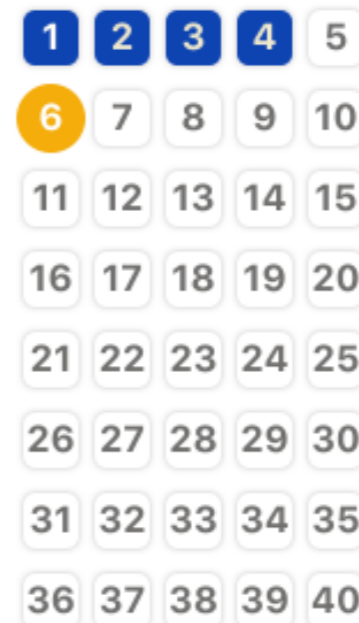


6 of 30

Amongst the option images which image would fit inside the box?



01 | 25 | 40
hr | min | sec



4 attempted
25 not attempted



Trend & Relationship

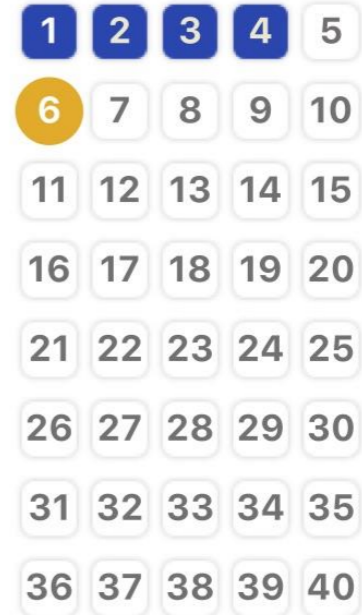


6 of 30

Amongst the option images which image would fit inside the box?



01 | 25 | 40
hr | min | sec

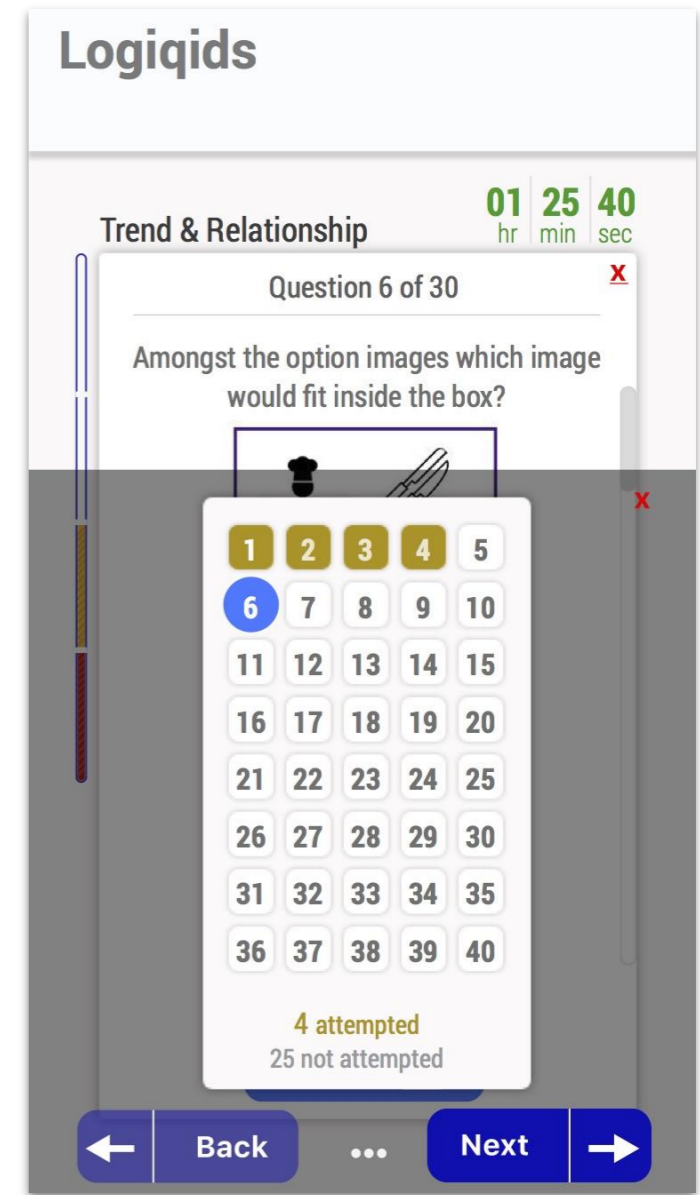
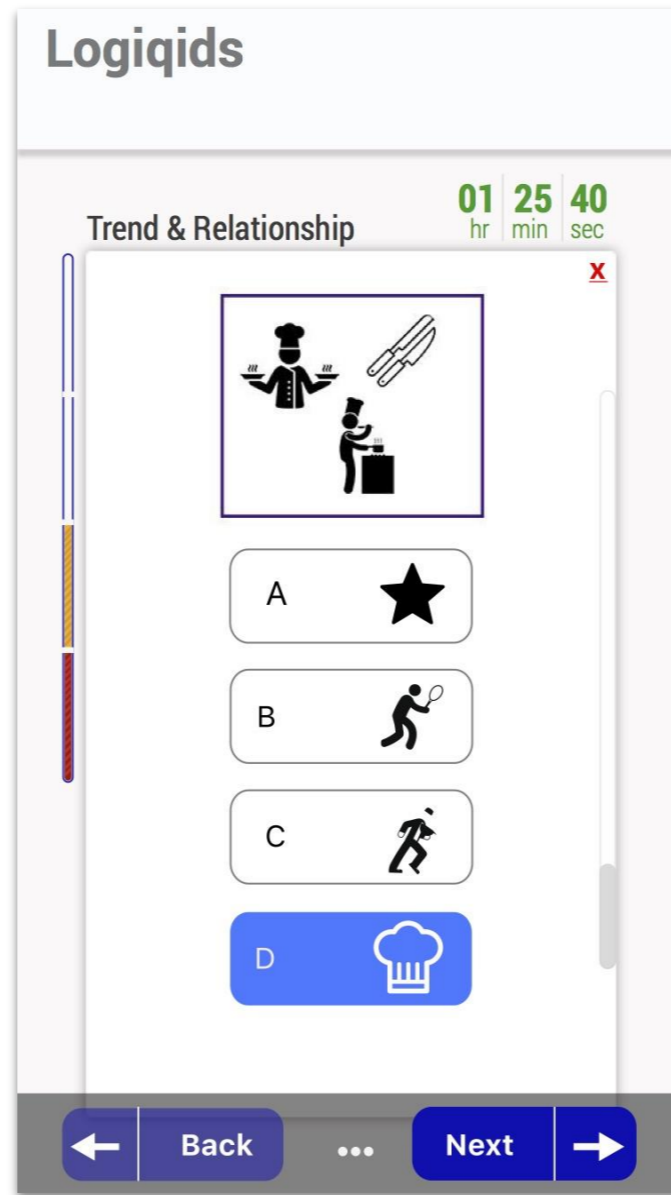
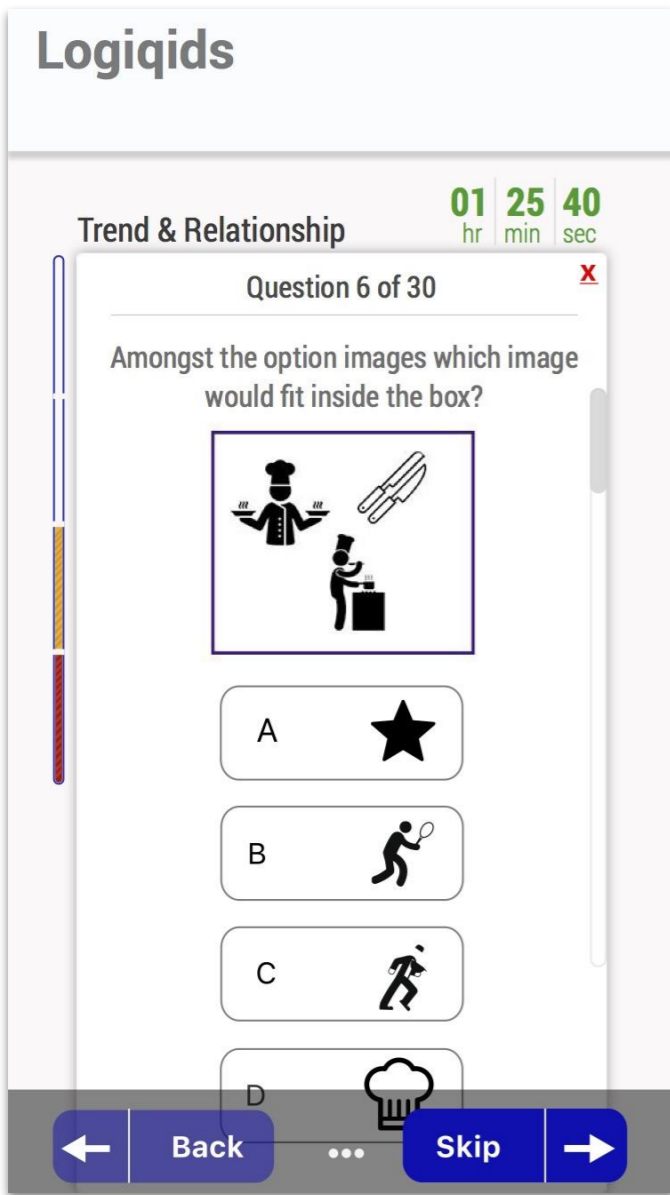


4 attempted
25 not attempted



Initially Designed Pages for android devices





Finally Designed Pages for android devices



Trend & Relationship x

01 25 40 4 attempted
hr min sec 25 not attempted

6 of 30

Amongst the option images which image would fit inside the box?



- A
- B
- C
- D

← Back Skip →

Trend & Relationship x

01 25 40 4 attempted
hr min sec 25 not attempted

Calculator overlay with a grid of numbers 1-40. The number 6 is highlighted in orange.

Trend & Relationship x

01 25 40 4 attempted
hr min sec 25 not attempted

6 of 30

Amongst the option images which image would fit inside the box?



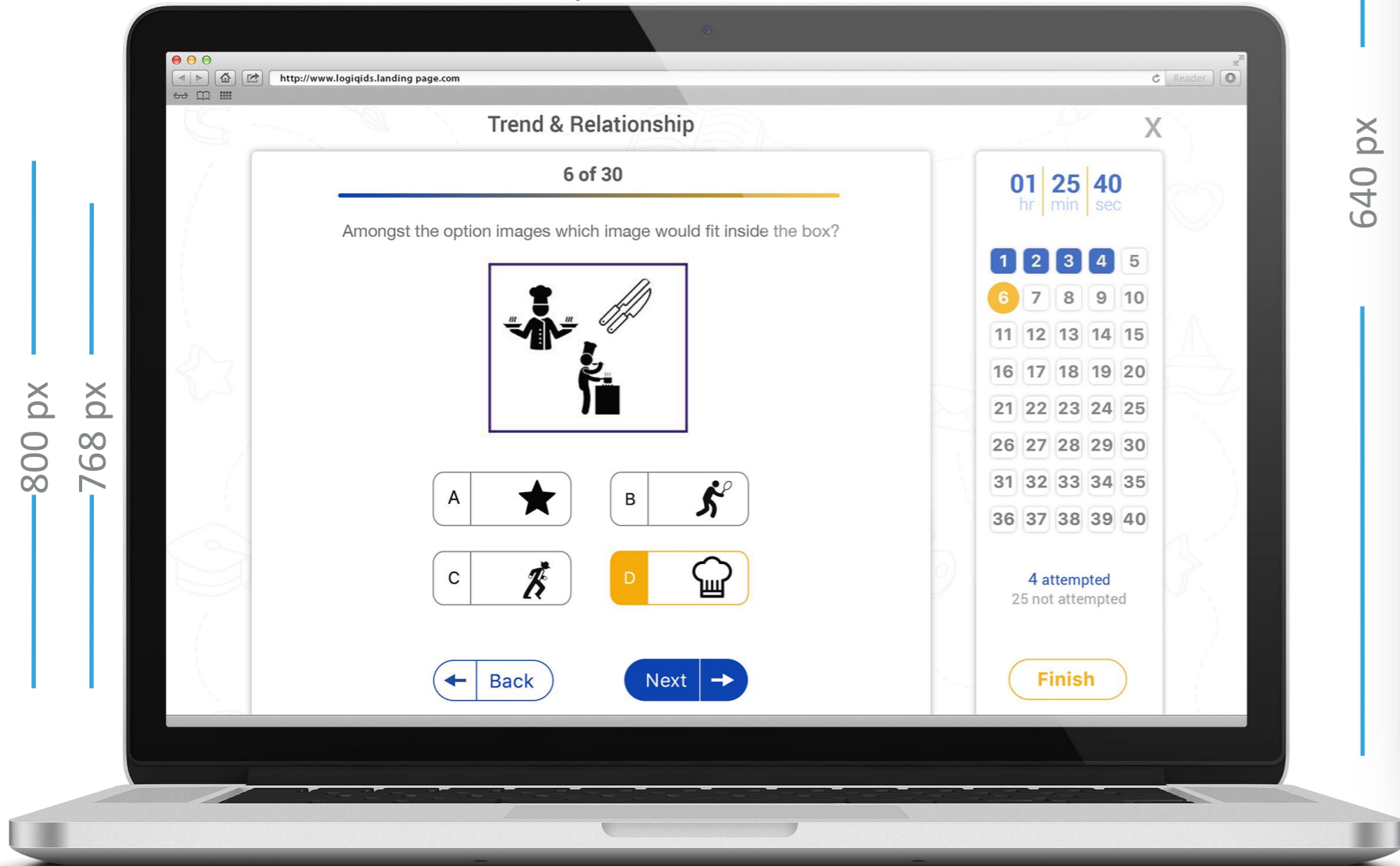
- A
- B
- C
- D

← Back Next →

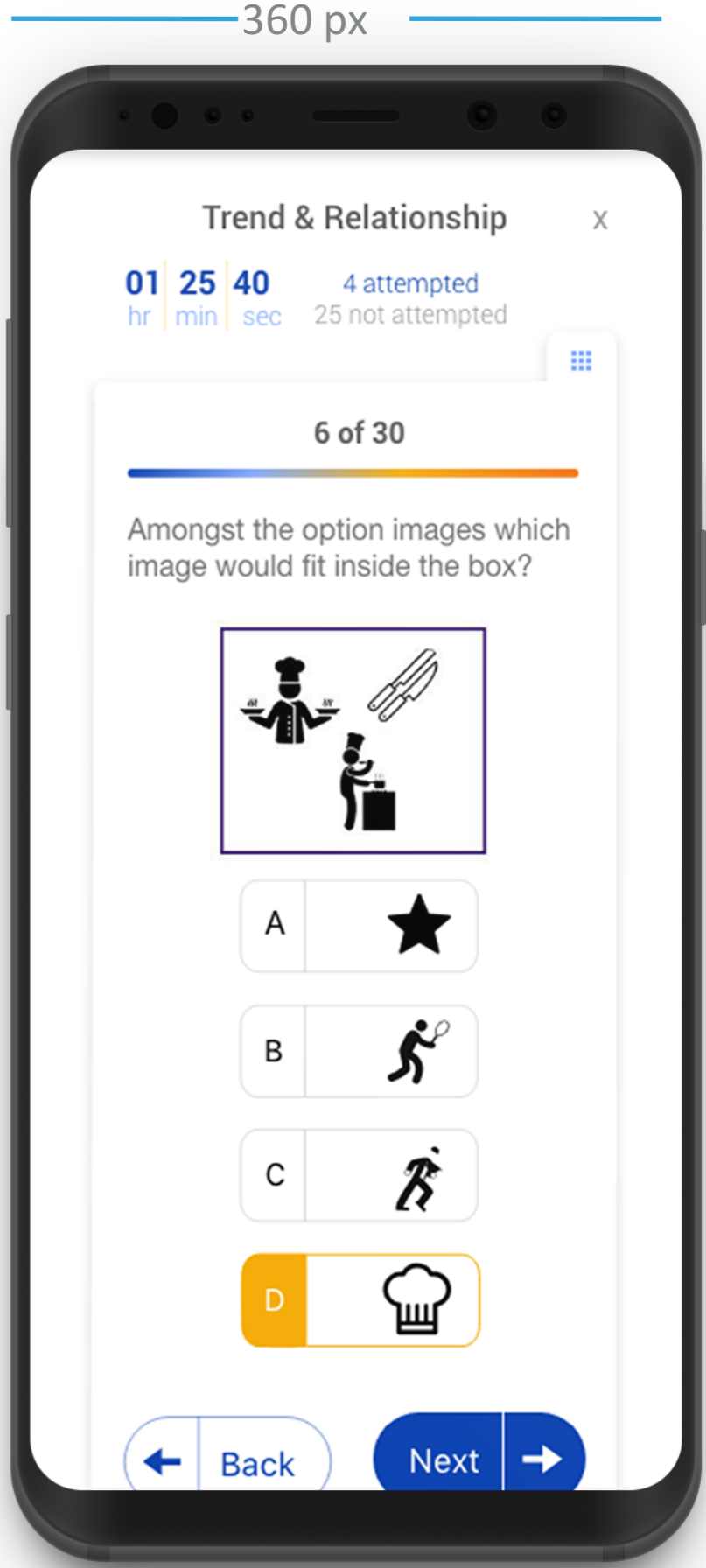
DESIGN MOCKUPS

1080 px
800 px
768 px

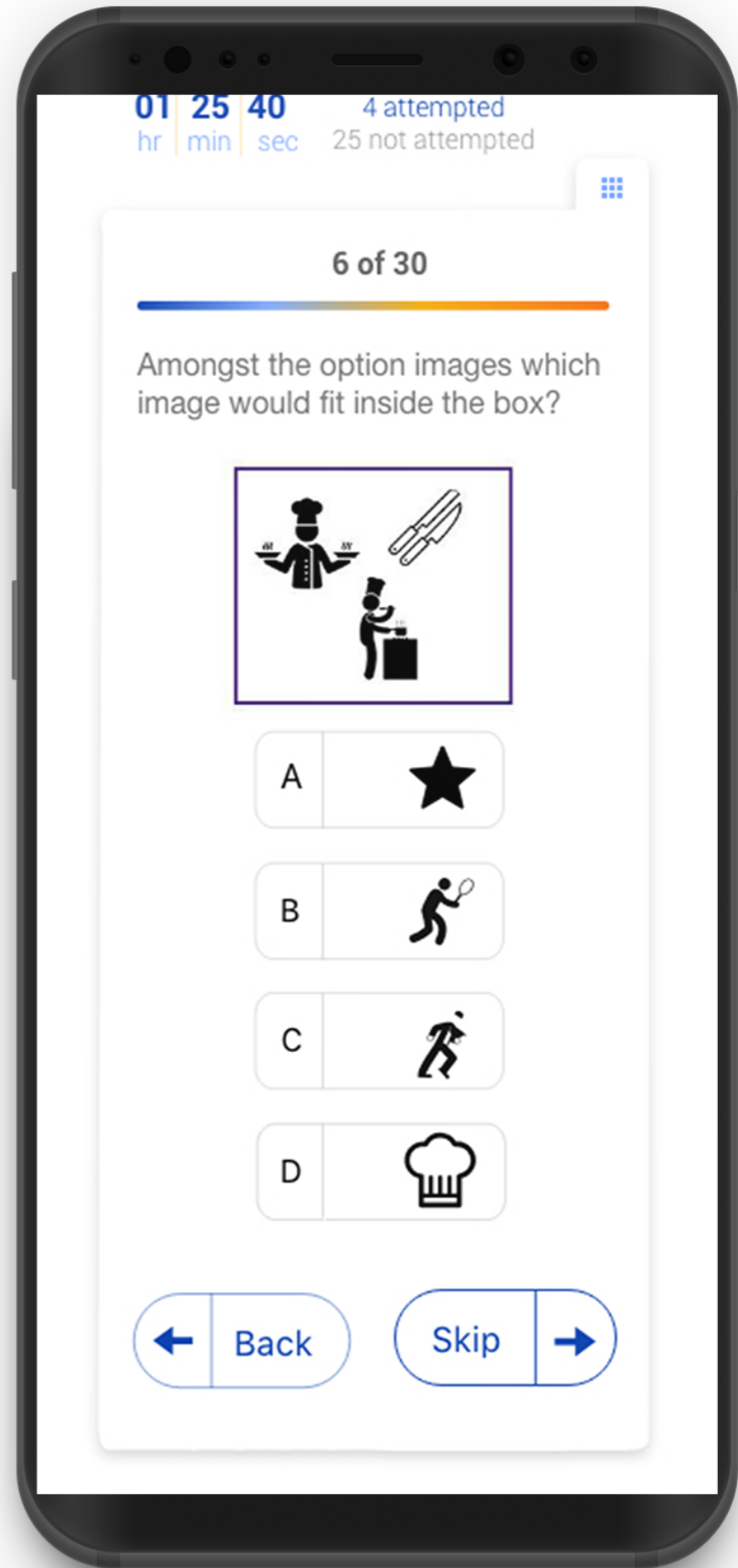
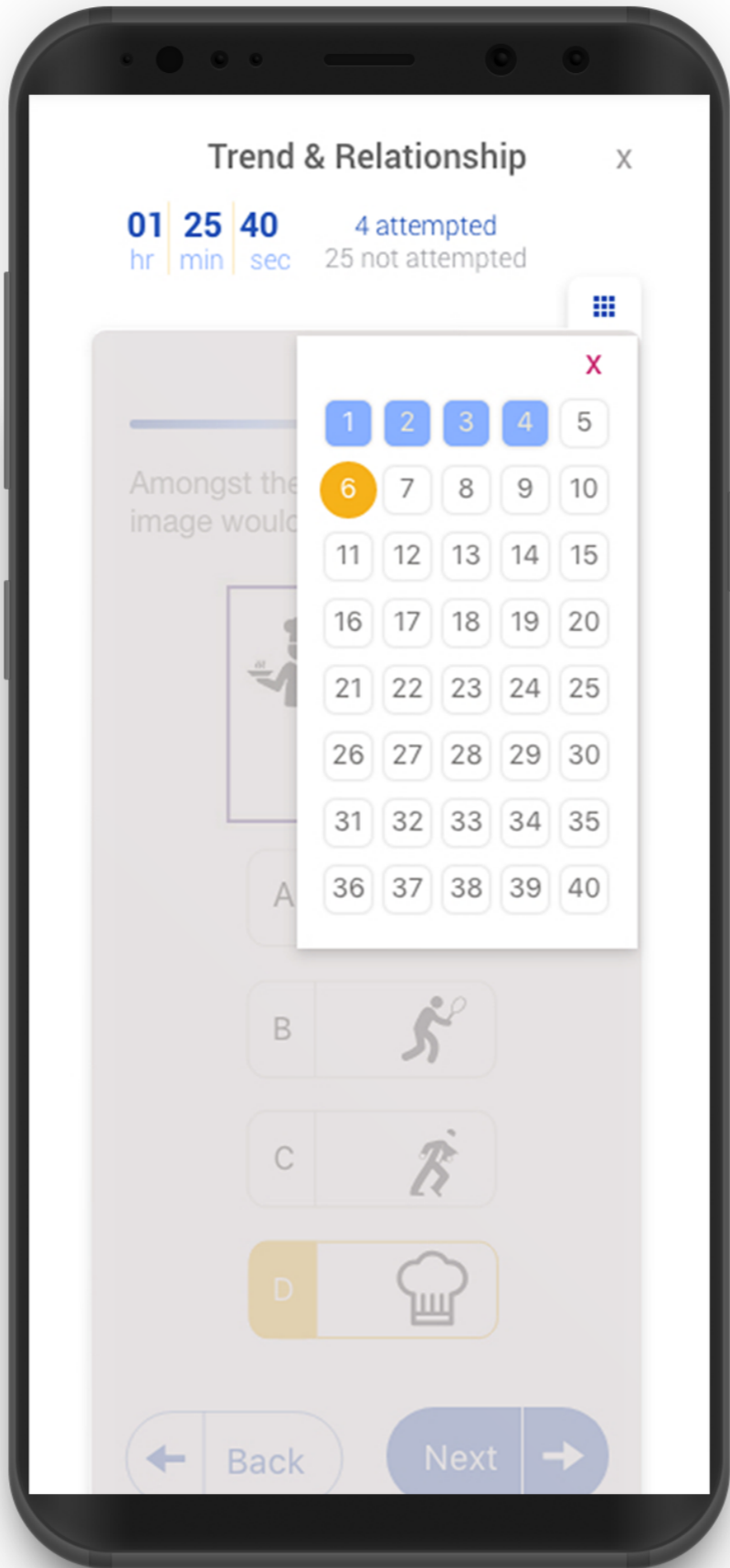
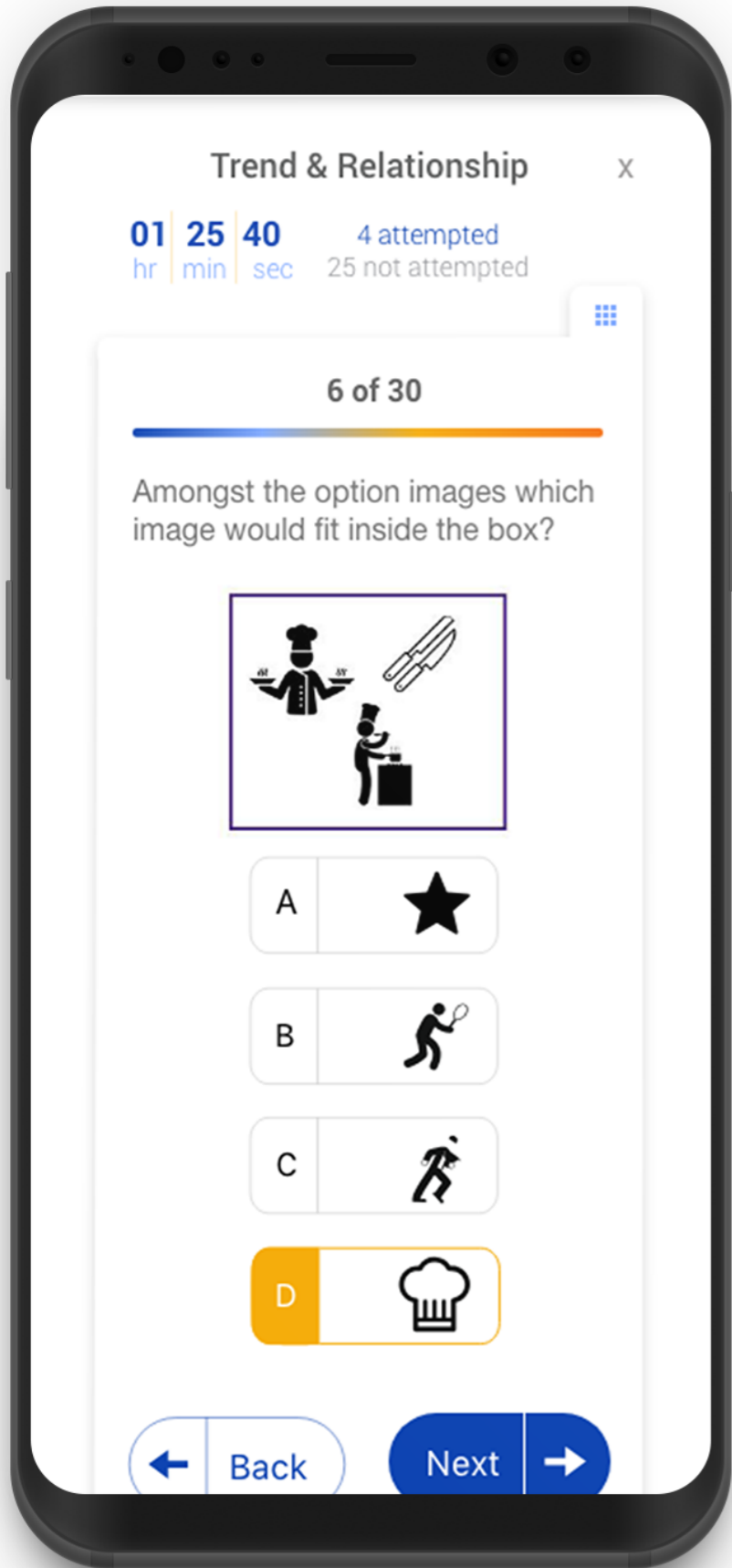
1920 px
1280 px
1024 px



640 px



360 px



RESULT PAGE

- ▶ LogIQids gives result after you finish the test and before next test. So for the past test page which we designed before, we need to design a result page too.
- ▶ Task was to create wireframes for page.

Wireframes



My Result

Score	Accuracy	Attempt
25/30	25/30	25/30

Average Result

Score	Accuracy	Attempt
25/30	25/30	25/30

My Rank

1

Time is precious

Total Time taken	Average Time taken
02hrs 45min	5min/question

Topic wise my score

Visual	80	
Verbal	80	
Trends & Relationship	80	
Multiple Instructions	80	
Conclusion	80	

Topic wise others average score

Visual		80
Verbal		80
Trends & Relationship		80
Multiple instructions		80
Conclusion		80

PRICING PAGE

- ▶ LogIQids sell their products mainly worksheets packages and test on a page called pricing page.
- ▶ They need to design new page because they want to add offers, products and add ons now.
- ▶ The page should fulfil the scalability criteria i.e if they wants to add more main products other than test and worksheet, the page layout should allow them to do so without any changes.
- ▶ The basic cards design should still remain.


Current Pages



CURRENT PRICING PAGE

Simple & Transparent Pricing

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Wireframes



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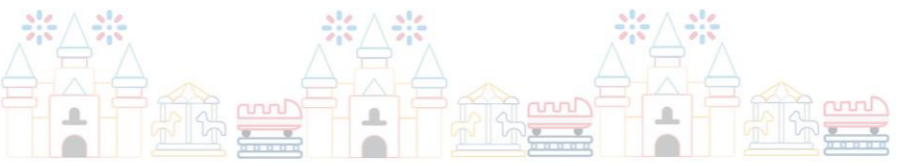

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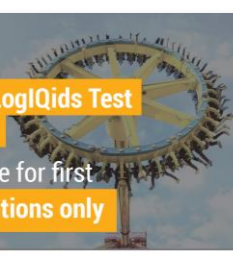
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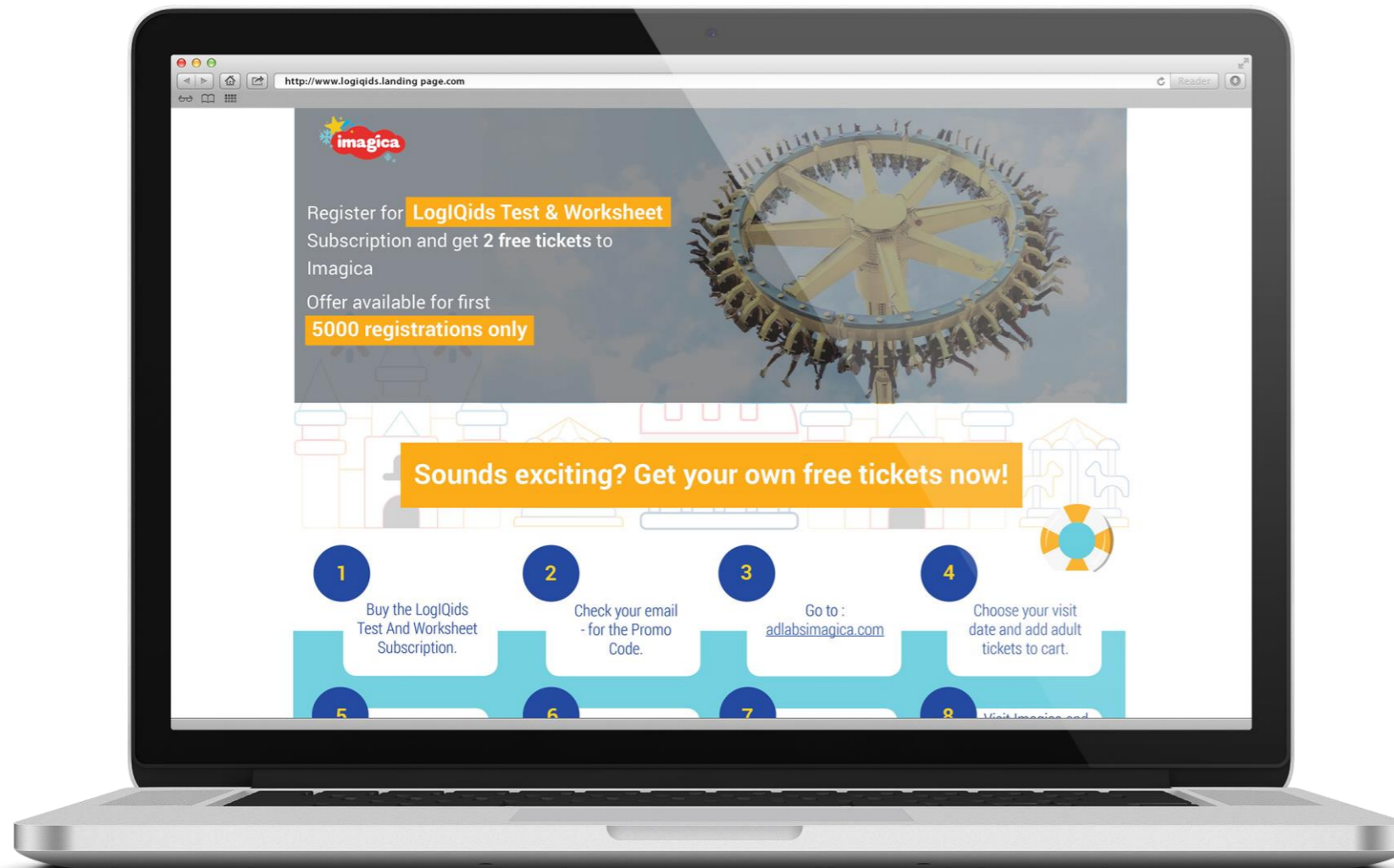
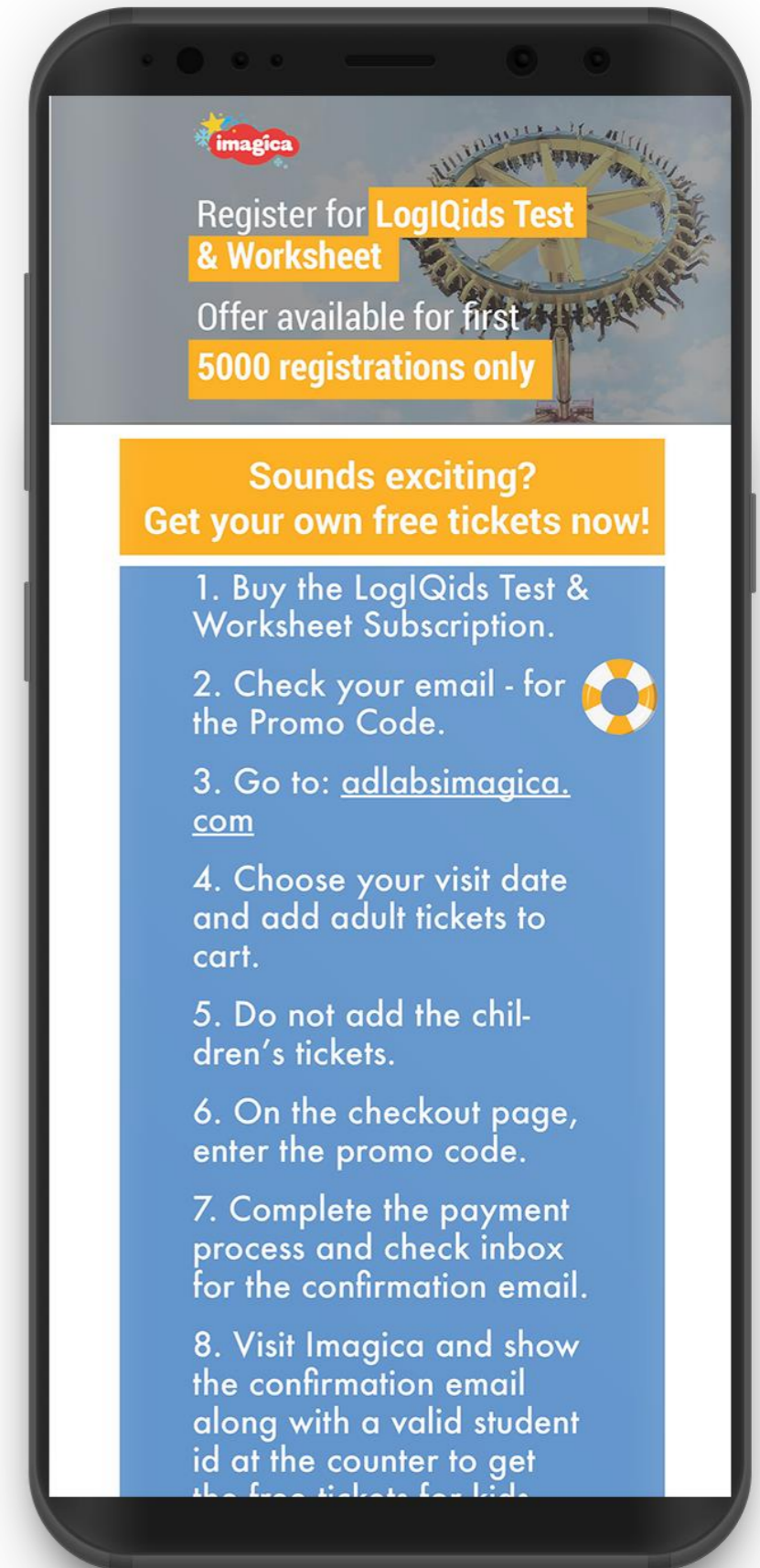
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