Bitopinion
Share Opinions. Earn Rewards

UI UX Case Study | Mobile Application | Website

Project Overview

Bitopinion lets you earn by sharing your views through quick, engaging surveys. Give feedback on brands, products, and topics that matter. Track your responses and redeem exciting rewards with ease. Your voice has value – make it count with Bitopinion. Your voice has value – make it count with Bitopinion.

Responsibilities

Bitopinion is responsible for providing quick, engaging surveys that let users share opinions on brands, products, and topics. The platform ensures secure data handling, transparent feedback collection, and fair reward systems to maintain user trust and engagement. It also provides valuable insights to businesses to deliver authentic consumer insights. At its core, Bitopinion values every voice and turns it into meaningful impact.

Problem Statements

Many individuals feel their opinions on brands and products go unheard, leaving them disconnected from decisions that affect their everyday experiences. Traditional surveys are often lengthy, dull, and fail to engage users effectively. At the same time, brands struggle to access authentic, real-time consumer insights. This gap creates a need for a platform that values people's voices while delivering meaningful data to businesses.

Design Process

Bitopinion's design process focuses on creating a simple, engaging, and intuitive experience across mobile and web. It begins by understanding user needs and crafting interactive surveys that encourage participation. Feedback is continuously used to refine features, optimize rewards, and enhance overall satisfaction.

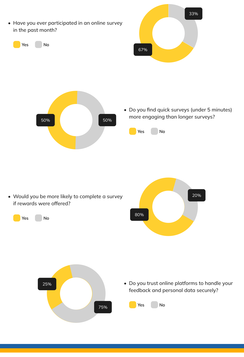
- **Understand** – User Research, User Interviews, Competitor Analysis
- **Define** – User Personas, Empathy Map, User Journey
- **Ideate** – User Flow, Information Architecture
- **Sketching** – Rough Draw, Tai Reference
- **Design** – Wireframe, Hi-Fi Designs, Prototype
- **Test** – Feedbacks, Confirmation, Future Concept

Target Audience

Bitopinion targets individuals who enjoy sharing their opinions and influencing brands, products, and services. It appeals to users seeking quick, engaging surveys and meaningful rewards for their time. The platform also attracts businesses and brands looking for authentic, real-time consumer insights to make informed decisions. Overall, Bitopinion connects people who want their voices heard with companies that value genuine feedback.

Quantitative Research

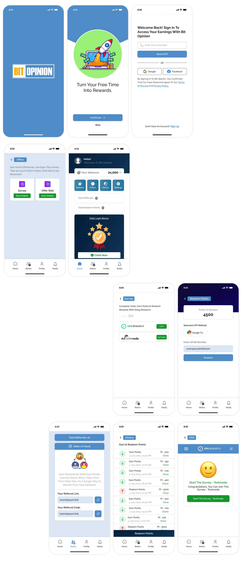
Quantitative research gathers numerical data through structured surveys to measure opinions, behaviors, and trends, providing reliable insights for better decisions.



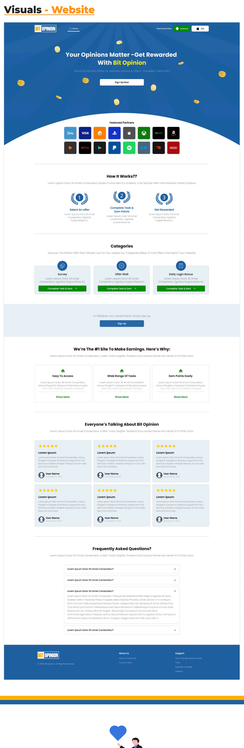
Logo Design

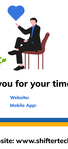
BIT OPINION

Visuals - Mobile App



Visuals - Website





Thank you for your time :)

Website:
Mobile App:

Visit Our Website: www.shiftertech.com