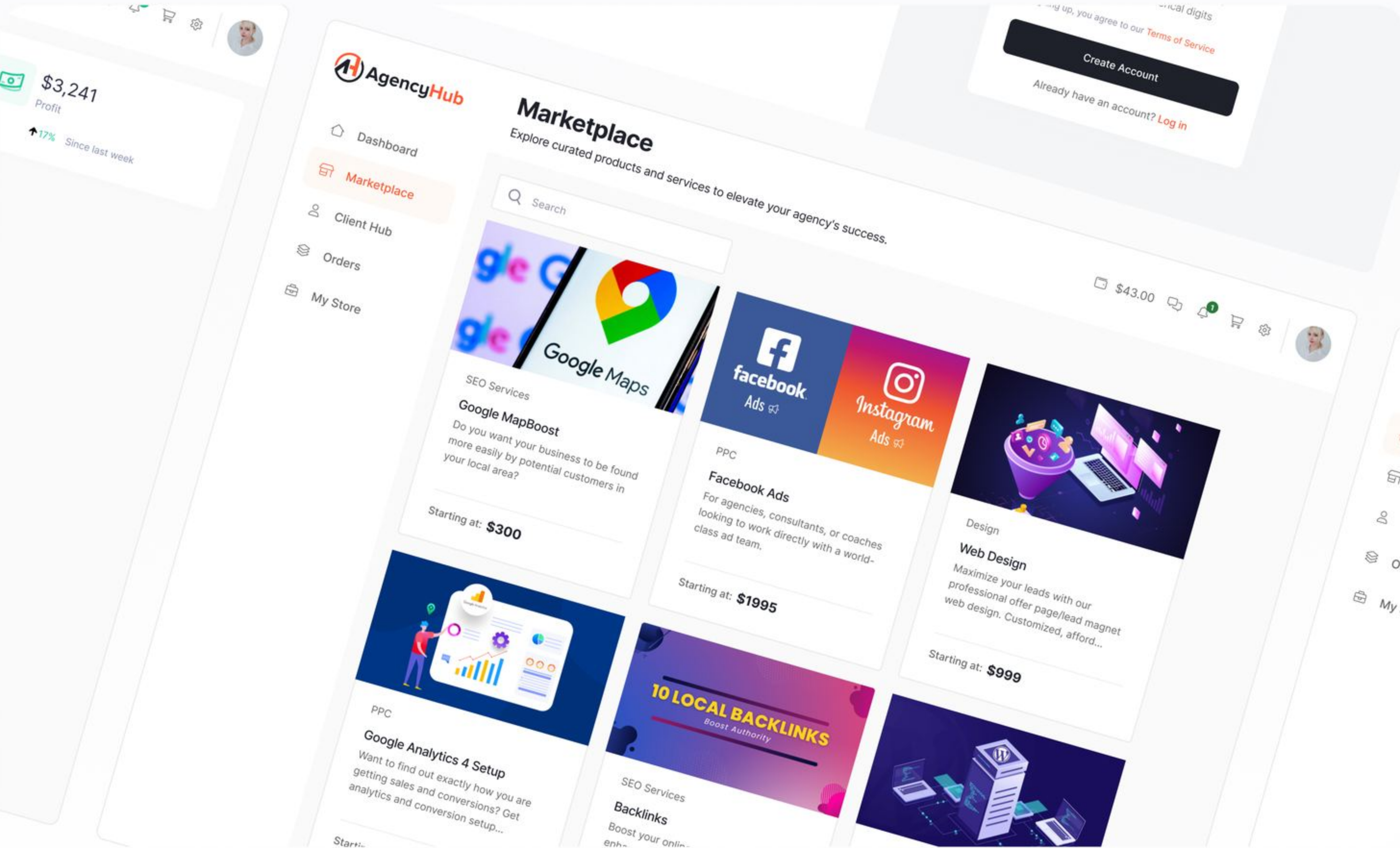


Overview

AgencyHub is an innovative marketplace designed for digital marketing agencies to easily find, collaborate with, and manage white-label service providers. The platform allows agencies to extend their service offerings, seamlessly integrate trusted vendors, and efficiently communicate across teams and clients through a streamlined interface.



My Role
UX/UI Designer

Project
AgencyHub

Duration
3 months

Understanding the Challenges

Identifying key pain points in agency-vendor-client relationships and crafting user-centered solutions to address them.

Problem Statement

Digital marketing agencies often struggle to find reliable, vetted vendors who meet specific quality and pricing standards. Onboarding these vendors individually is time-consuming and inefficient, leading to wasted resources on trial-and-error partnerships. This lack of a streamlined discovery process makes it challenging for agencies to quickly expand their service offerings with confidence.

Solution

AgencyHub offers a streamlined, guided onboarding experience where vendors can quickly list their products and services in a centralized Marketplace. Agencies can easily browse vetted vendors by category (e.g., SEO, PPC, content creation) and service type, eliminating the need for exhaustive individual vetting. This simplifies vendor discovery and helps agencies find trusted providers faster, enabling them to scale their offerings efficiently.

Framing Challenges with “How Might We”

Strategic design questions to explore opportunities and guide the creation of impactful features.

- HMW... help agencies quickly find and build lasting relationships with trusted white-label vendors on the platform?
- HMW... ensure vendors consistently deliver high-quality services that keep agencies returning for more projects?
- HMW... simplify the onboarding process so that vendors can easily list their products/services and agencies can quickly engage them?
- HMW... make the communication flow between vendors, agencies, and clients more seamless?
- HMW... foster trust and transparency between vendors and agencies, ensuring long-term partnerships and repeat business?
- HMW... differentiate AgencyHub from competitors like Fiverr or Upwork to show the unique value of our white-label, agency-focused marketplace?
- HMW... drive the network effect, making it easier for vendors and agencies to join and scale without needing paid advertising?
- HMW... ensure seamless, on-time payments to vendors to build confidence and loyalty on the platform?
- HMW... increase organic referrals, so that agencies and vendors naturally bring new users to the platform?
- HMW... help agencies set realistic markups that match the vendor's delivery and ensure client satisfaction?
- HMW... allow agencies to resell our products and handle payments in a flexible way that suits their needs?

HMW Categorization

Organic Traffic

HMW... help agencies quickly find and build lasting relationships with trusted white-label vendors on the platform?

HMW... drive the network effect, making it easier for vendors and agencies to join and scale without needing paid advertising?

Trust

HMW... ensure seamless, on-time payments to vendors to build confidence and loyalty on the platform?

HMW... foster trust and transparency between vendors and agencies, ensuring long-term partnerships and repeat business?

HMW... help agencies quickly find and build lasting relationships with trusted white-label vendors on the platform?

HMW... ensure vendors consistently deliver high-quality services that keep agencies returning for more projects?

Client Satisfaction

HMW... help agencies set realistic markups that match the vendor's delivery and ensure client satisfaction?

Marketplace

HMW... simplify the onboarding process so that vendors can easily list their products/services and agencies can quickly engage them?

HMW... allow agencies to resell our products and handle payments in a flexible way that suits their needs?

Communication

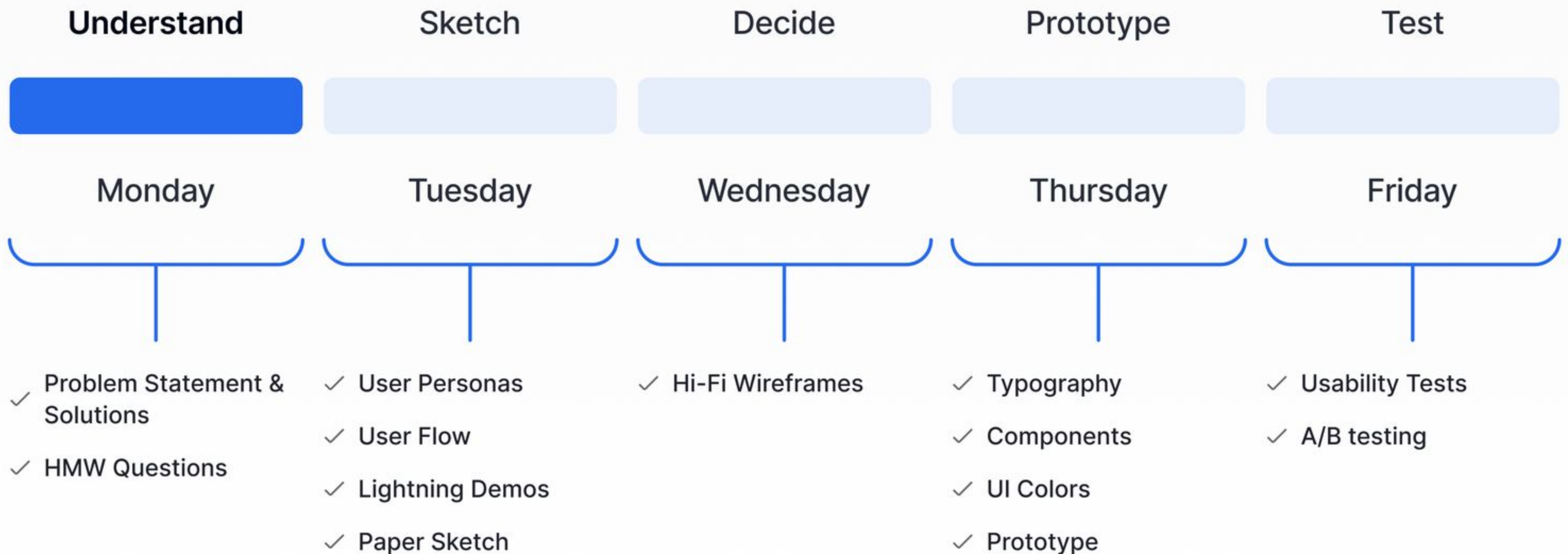
HMW... make the communication flow between vendors, agencies, and clients more seamless?

Miscellaneous

HMW... differentiate AgencyHub from competitors like Fiverr or Upwork to show the unique value of our white-label, agency-focused marketplace?

Design Process

In this project, I followed the Design Sprint methodology, a structured framework for solving complex problems and designing user-centered solutions. This portfolio highlights every aspect of the process I was directly involved in—from understanding user needs to delivering high-fidelity UI designs. If a step or deliverable is not present, it reflects the scope of my involvement in the project.



User Personas

Detailed personas representing agencies, vendors, and clients, driving empathy and user-focused design decisions.



Sarah Adams

Small to Medium Digital Marketing

Age	35
Company Size	5-15 employees
Role	Agency Owner

Goals

- ✓ Scale the agency's monthly recurring revenue (MRR) by offering a broader range of services.
- ✓ Build trusted partnerships with white-label providers to deliver high-quality results.
- ✓ Maintain a high level of client satisfaction with quality deliverables while keeping overhead low.

Challenges

- Struggles to find and vet reliable service providers who can deliver consistent quality.
- Dislikes managing communications across multiple tools, which causes inefficiencies and miscommunications.
- Finds it challenging to set transparent, competitive markups for white-label services, creating tension with clients.
- Lacks a straightforward way to resell vendor services to clients and handle payments flexibly.

Needs

- ✓ A platform to easily discover, vet, and onboard reliable white-label vendors.
- ✓ Centralized tools for seamless communication with vendors and clients.
- ✓ Clear guidance on setting fair markups to maintain transparency and client trust.
- ✓ A simple, customizable system for managing payments between clients and vendors.



Alex Kim

White-Label Vendor/Service Provider

Age	25
Company Size	Freelancer
Role	SEO Specialist

Goals

- ✓ Expand the client base by partnering with agencies that need outsourced SEO and content services.
- ✓ Build a steady stream of recurring projects to grow their business sustainably.
- ✓ Deliver high-quality work efficiently to maintain strong agency partnerships.

Challenges

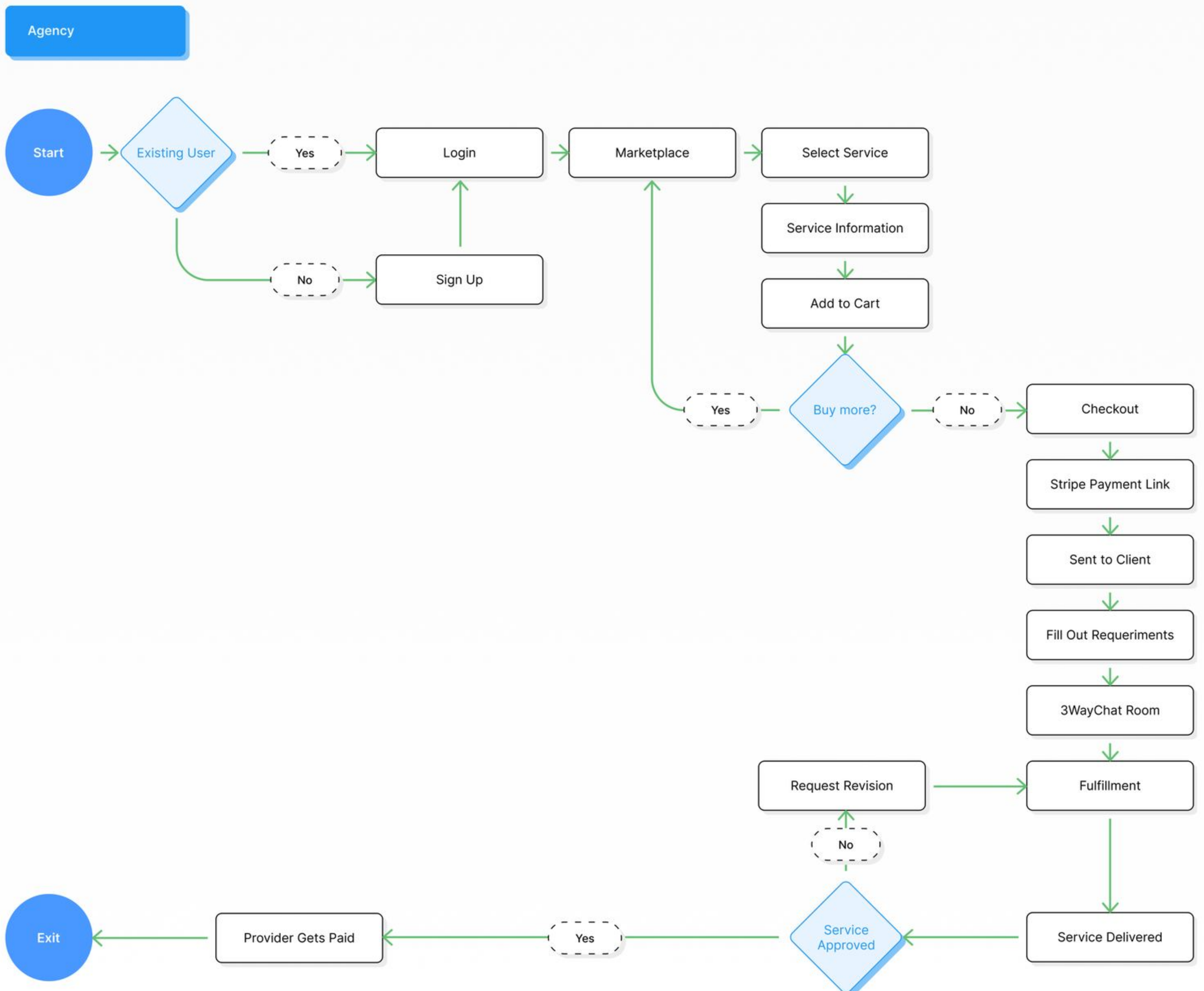
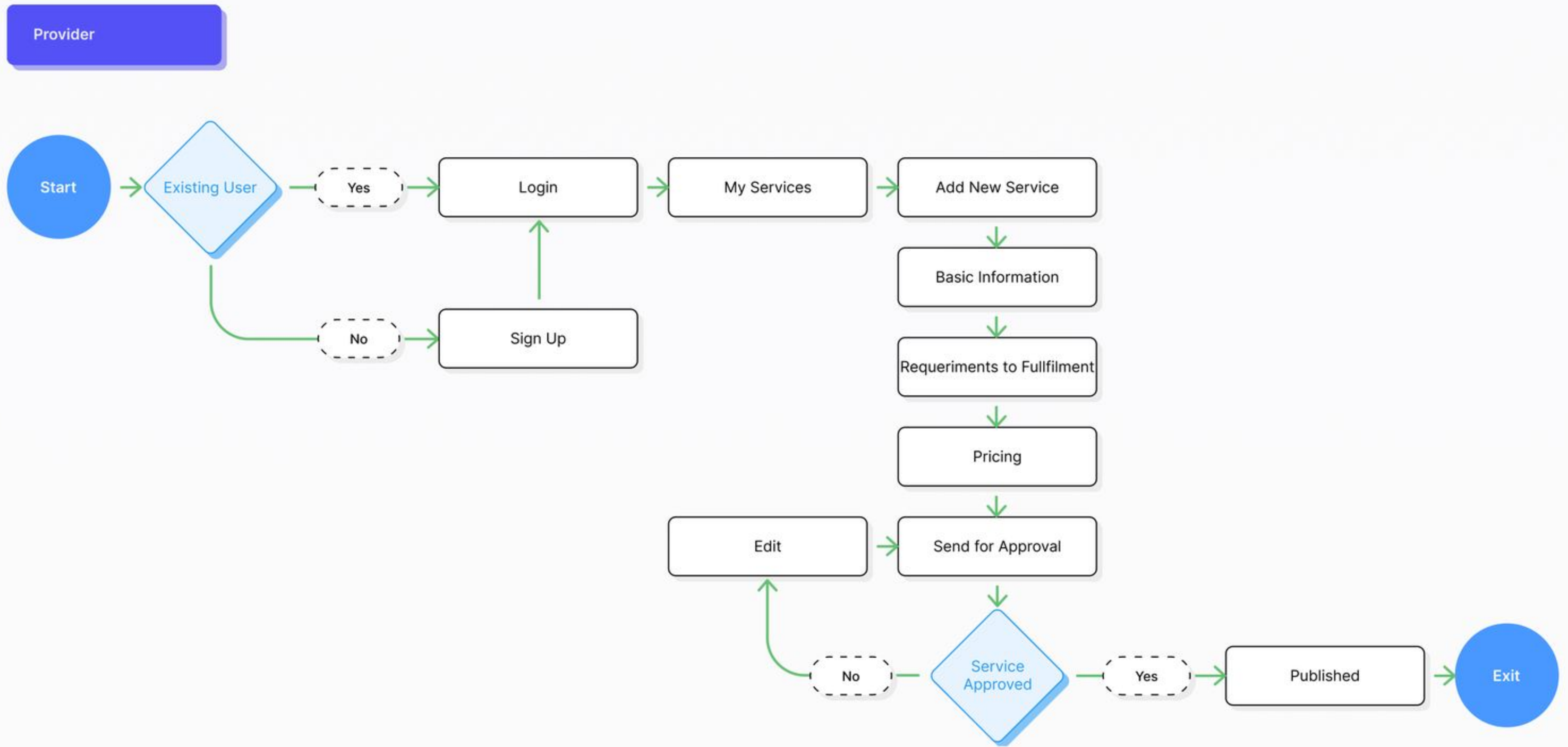
- Encounters agencies that resell services with excessive markups, creating mismatched client expectations.
- Struggles with unclear project requirements, leading to wasted time and rework.
- Faces uncertainty around payment timelines, affecting cash flow.

Needs

- ✓ Reliable payment systems with transparent project completion tracking.
- ✓ A clear and efficient onboarding process for partnerships with agencies.
- ✓ Transparent communication channels to fully understand project scopes and timelines.

User Flow


The next step was to create user flows for two types of our users to visually represent avenues that can be taken when using our platform.



Lightning Demos

Before diving into the ideation phase, I focus on gathering inspiration to inform and shape the design direction. I explore examples from various industries, competitors, or adjacent spaces, looking for innovative approaches to similar challenges.

Best Sellers




Design

Scopio Authentic Stock Photography: Unlimited...

\$29.00 ~~\$3,480.00~~

★★★★☆ 163 Reviews

What's hot



SuiteDash

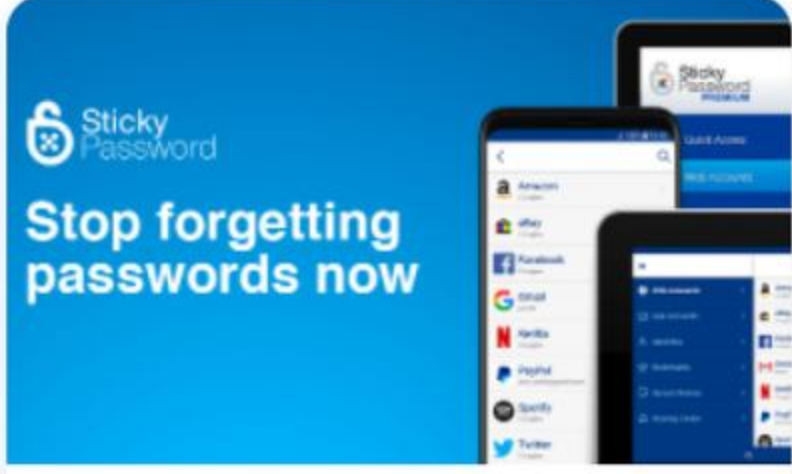
Lifetime deal

An all-in-one business software that improves communication and team...

★★★★☆ 211 Reviews

\$129 ~~\$1,188~~

AppSumo Select

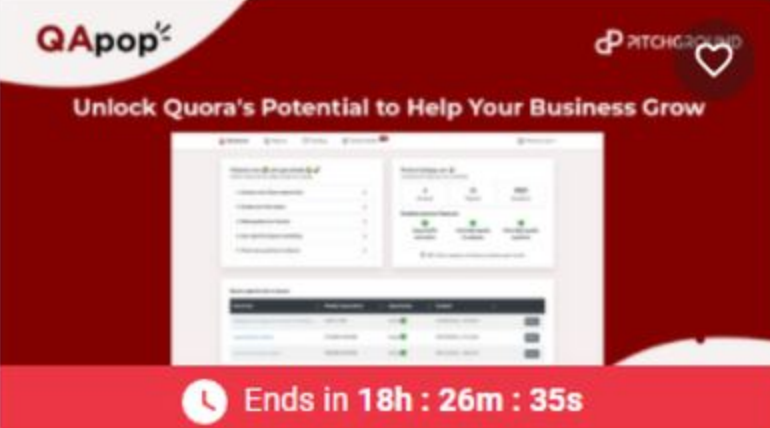


StickyPassword

Stop forgetting passwords now - Log in securely wherever you go.

\$29.00 ~~\$199.00~~

Learn more

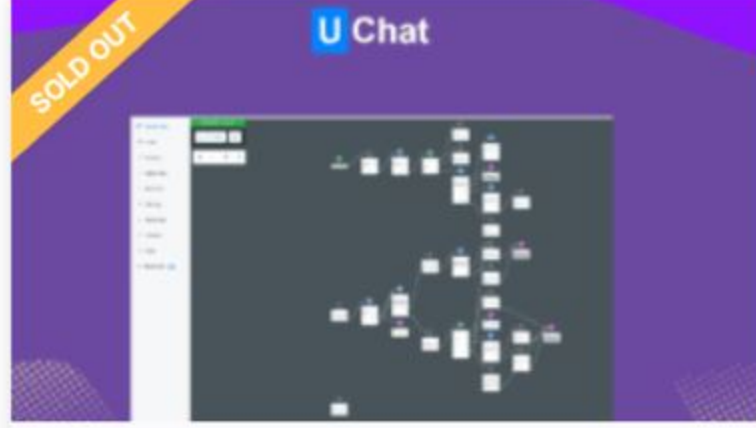


QApop

Discover Top Questions With Organic Traffic On Quora With Exclusive Insights To Increase Your Website Traffic,...

\$59/lifetime
~~\$108/year~~

Learn More




Uchat Flash Sale

Uchat enables you to collect leads, drive sales & engage prospects through Facebook Messenger, Whatsapp, Google Business...

LIFETIME
\$199

★★★★☆
0 Reviews




Linkilo Lifetime

BEST INTERNAL LINK BUILDING & LINK Auditing Tool For WordPress with Less Work

\$799.00 ~~\$99.00~~

★★★★★



PixMiller

No more messy photos! Enhance your brand images with a transparent

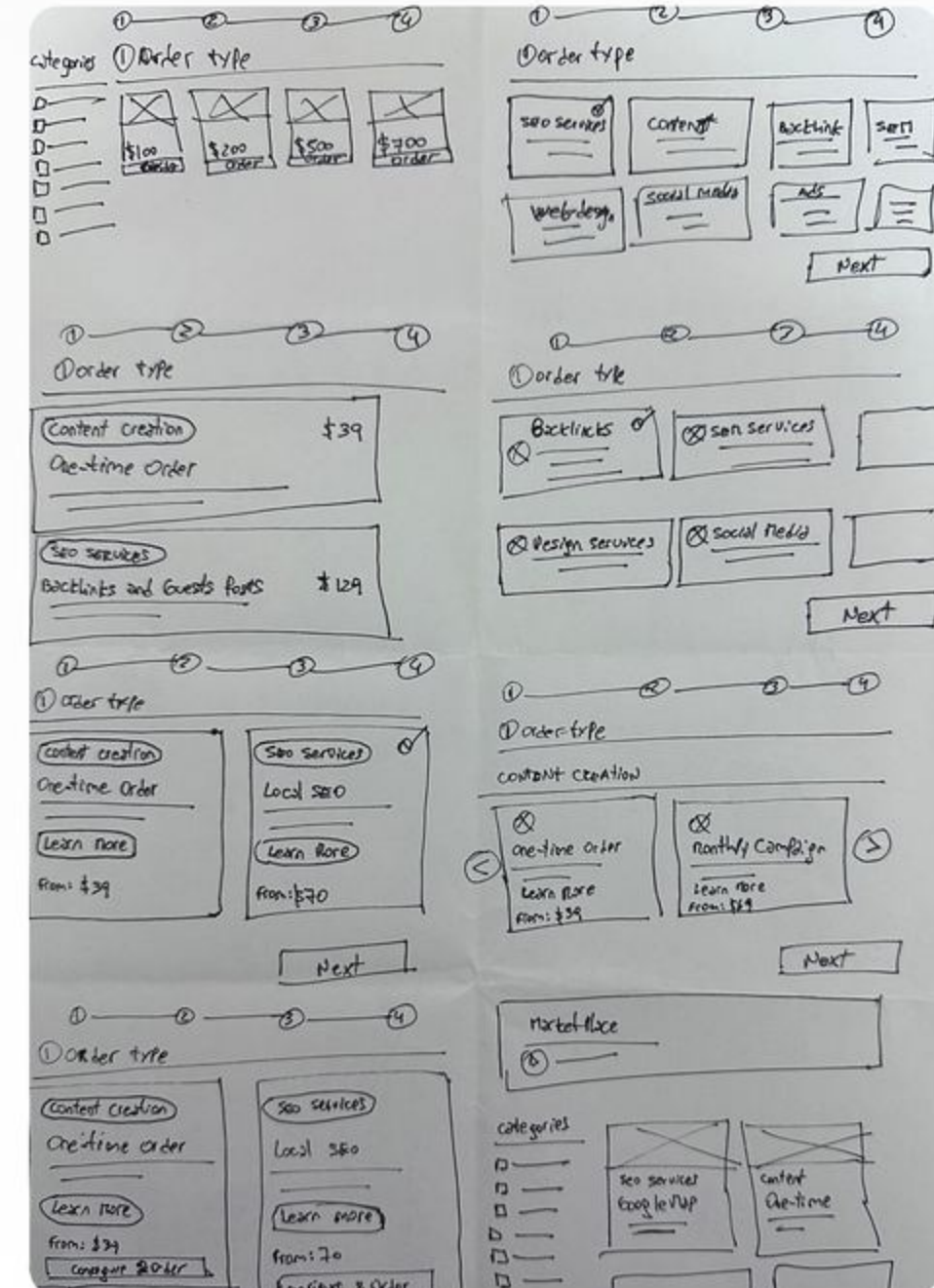
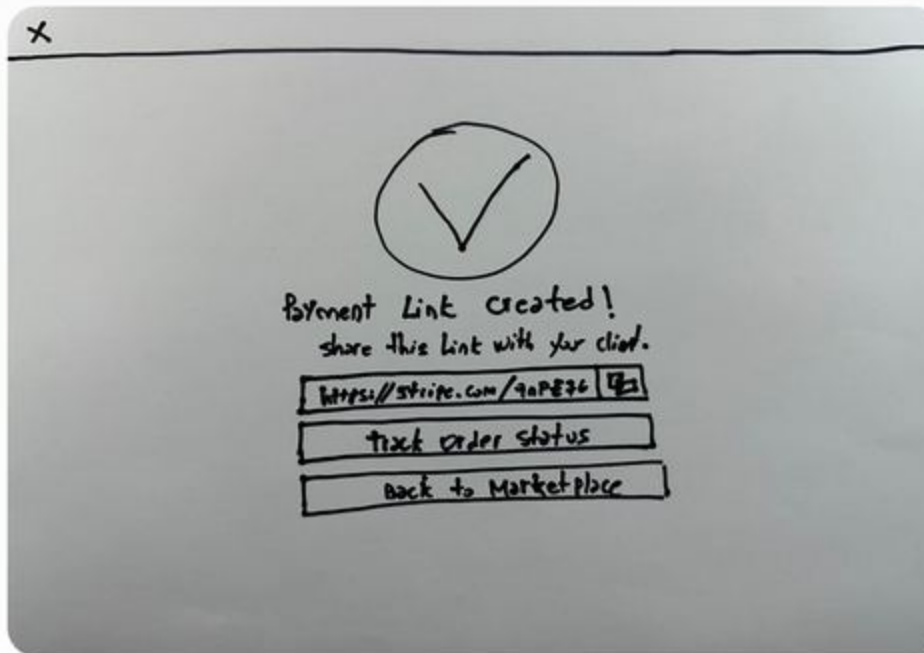
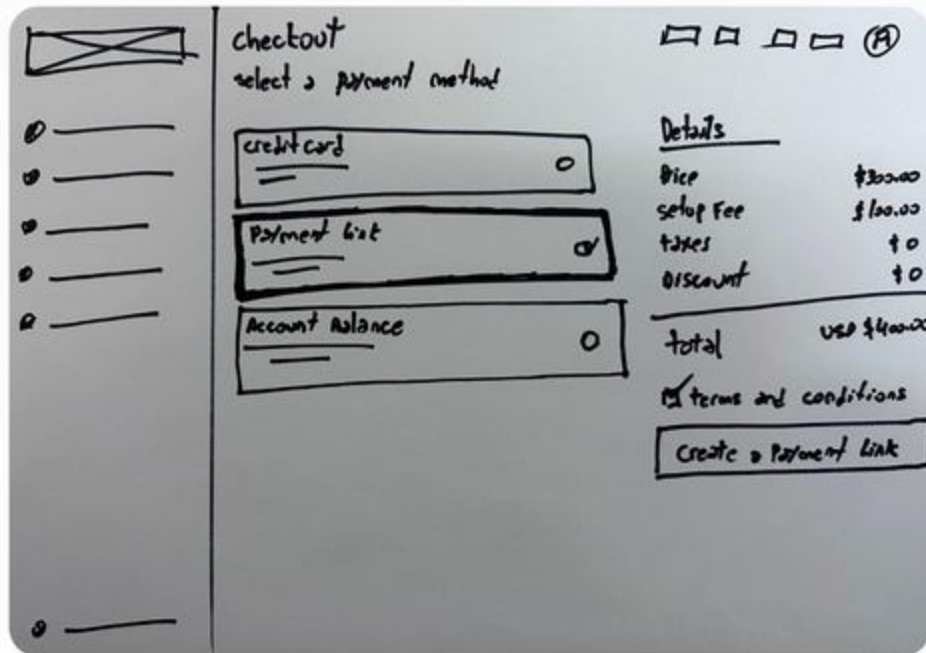
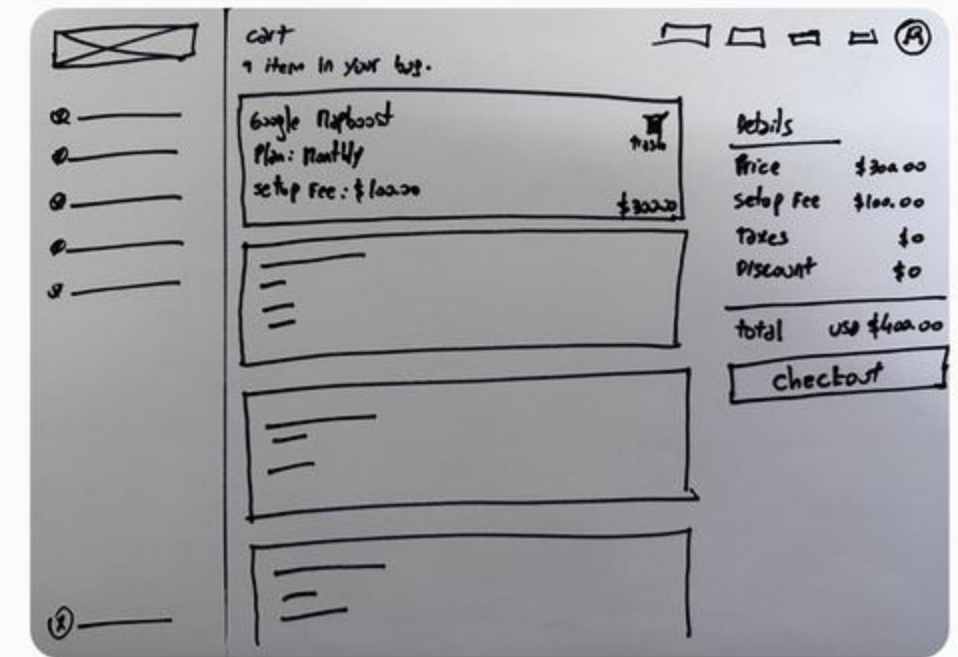
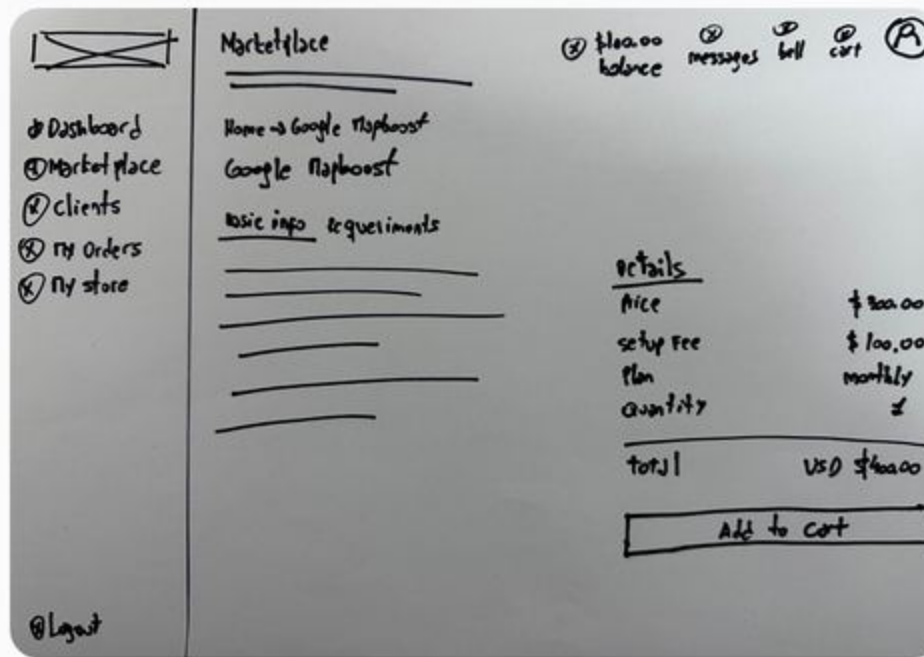
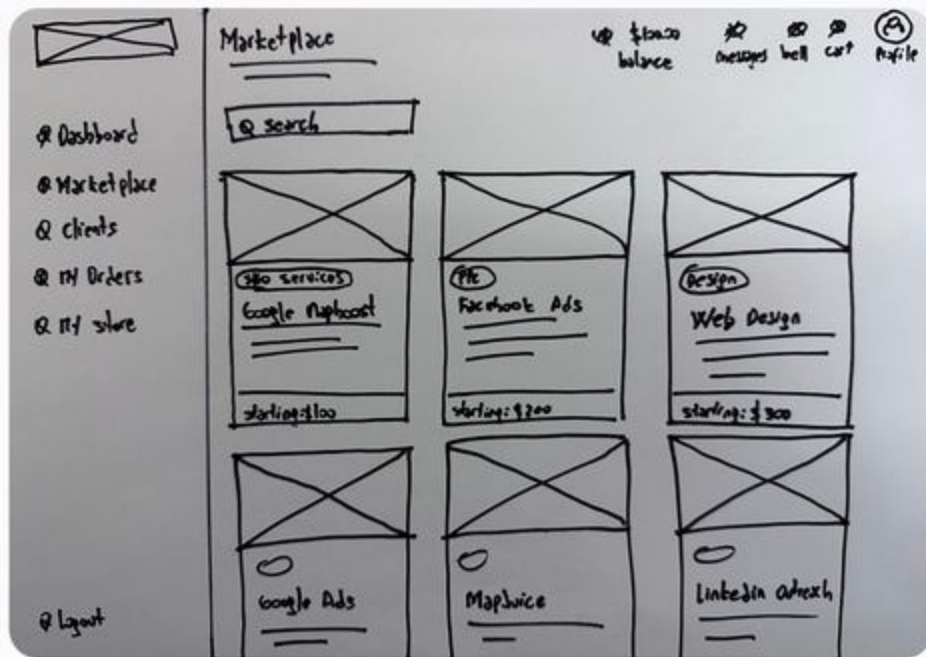
★★★★☆ 3/5 2 Reviews

\$45.00 / ~~\$1080.00~~

Learn More >

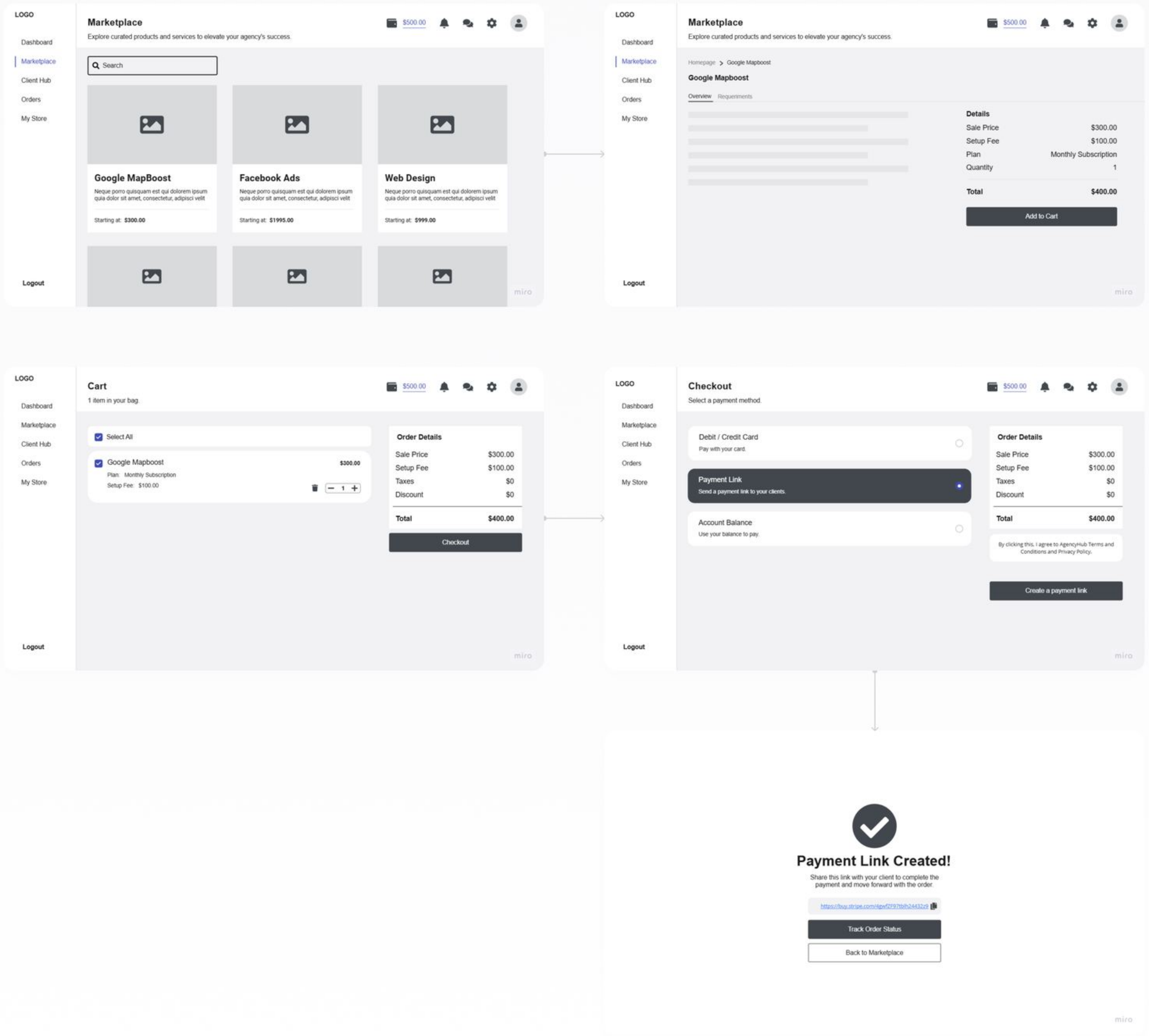
Ideas on Paper: Early Concepts

Rough sketches that laid the foundation for brainstorming and iterative design.



High-Fidelity Wireframes

Detailed screens showcasing the functionality and structure of AgencyHub's user interface.



10

Typography

Inter, a modern and highly legible typeface, was chosen for its clean aesthetics and versatility, enhancing readability, usability, and aligning perfectly with AgencyHub's professional identity.

Inter

Aa

Regular | Medium | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

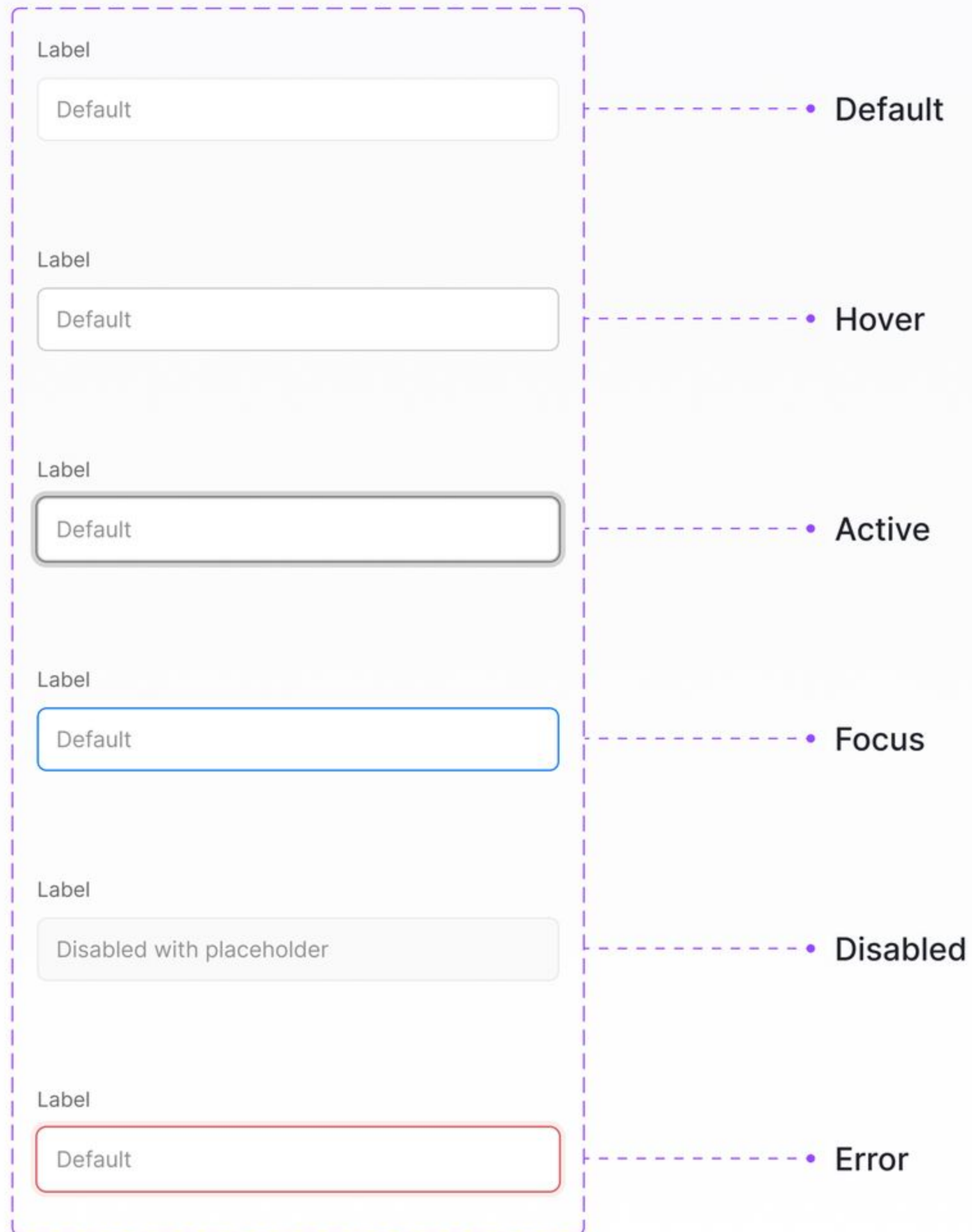
abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

11

Components

Reusable design elements that ensure consistency and efficiency across the platform.



UI Colors

Gray

								AAA 5.74	AAA 16.08
50	100	200	300	400	500	600	700	800	900
#F2F2F2	#EBEBEB	#E6E6E6	#EBEBEB	#C9C9C9	#A8A8A8	#8F8F8F	#7D7D7D	#666666	#1E212A

Primary

50	100	200	300	400	500	600	700	800	900
#FCE7E5	#FFC6B7	#FFA188	#FF7A59	#FF5A35	#FC3910	#F2320C	#E42B06	#D62302	#BC1100

Error

								AAA 5.37	
50	100	200	300	P400	500	600	700	800	900
#FFF0F0	#FFE7E7	#FFE5E5	#FDD8D8	#F8B9B9	#F87275	#E5484D	#DA2F35	#CB2A2F	#391417

Warning

								AAA 5.58	
50	100	200	300	400	500	600	700	800	900
#FFF6E6	#FFF4D6	#FEF0CD	#FFDD8F	#FFC96B	#F5B047	#FFB224	#FF990A	#A35200	#4E2009

Success

								AAA 5.33	AAA
50	100	200	300	400	500	600	700	800	900
#EFFBEF	#EBFAEB	#DAF6DA	#C6F1C7	#99E59E	#6CDA75	#45A557	#398E4A	#297A3A	#1B311E

Blue

								AAA 5.31	
50	100	200	300	400	500	600	700	800	900
#F0F7FF	#EBF5FF	#E0F0FF	#CCE6FF	#99CEFF	#52AEFF	#0072F5	#0062D1	#0068D6	#00254D

● Primary text
#1E212A

● Secondary text and icons
#666666

● Default border
#EBEBEB

● Hover border
#C9C9C9

● Active border
#A8A8A8

● Accent
#FF5A35

● Link
#0068D6

○ Primary Background
#1E212A

○ Secondary background
#FAFAFA

● Warning
#A35200

● Error
#CB2A2F

● Success
#297A3A

UI Showcase

AgencyHub Marketplace

Explore curated products and services to elevate your agency's success.

\$500.00

- Dashboard
- Marketplace**
- Client Hub
- Orders
- My Store

Search

Google MapBoost

Do you want your business to be found more easily by potential customers in your local area?

Starting at: **\$300**

Facebook Ads

For agencies, consultants, or coaches looking to work directly with a world-class ad team.

Starting at: **\$1995**

Instagram Ads

For agencies, consultants, or coaches looking to work directly with a world-class ad team.

Starting at: **\$999**

Web Design

Maximize your leads with our professional offer page/lead magnet web design. Customized, afford...

Starting at: **\$999**

PPC

For agencies, consultants, or coaches looking to work directly with a world-class ad team.

Starting at: **\$1995**

10 LOCAL BACKLINKS

Local Authority

Hosting

For agencies, consultants, or coaches looking to work directly with a world-class ad team.

Starting at: **\$999**

AgencyHub Marketplace

Explore curated products and services to elevate your agency's success.

\$500.00

- Dashboard
- Marketplace**
- Client Hub
- Orders
- My Store

Marketplace > Google MapBoost

Google MapBoost

Overview Requirements

Google MapBoost is a powerful tool for businesses looking to increase their visibility and attract more customers. Here are some key reasons why you should consider investing in Google Maps Boost:

Programmatic SEO

We set up a website that is essentially a directory of SEO optimized pages for each keyword we are targeting, and each town or unincorporated village obtained from US Census data within the area we are targeting.

It's a factor of population and demographics. If there are 3 keywords and 100 towns/villages, then there will be 300 pages. An example would be if the keyword was "pest control" and one of the towns was "Round Rock Texas" then the page would be optimized for "pest control round rock texas".

Pages are Optimized

These pages are set up with meta tags and schema for SEO that optimize the page and connect it to the business profile, and ideally this directory is set up on a subdomain of the company website domain so Google will associate this directory to the business.

Why it works

The directory site is set up with a separate Google Analytics, and Google Webmaster Tools and we submit a sitemap to Google to get the pages indexed and ideally ranked in top 3 positions for their relative keywords.

When people find these pages, their page view event is sent back to Google to track that engagement, and this is what influences the profile because the visitor may be located in the town/village and the page content is optimized for that keyword and town/village which gives Google

Details

Sale Price	\$300.00
Setup Fee	\$100.00
Plan	Monthly Subscription
Quantity	<input type="text" value="1"/>
Total	USD \$400.00

[Add To Cart](#)

AgencyHub Cart

1 item in your bag.

\$500.00

- Dashboard
- Marketplace**
- Client Hub
- Orders
- My Store

Select All

Google MapBoost **\$300.00**

Plan: Monthly Subscription
Setup Fee: \$100.00

Order Details

Price	\$300.00
Setup Fee	\$100.00
Taxes	\$0
Discount	\$0
Total	USD \$400.00

[Checkout](#)

AgencyHub Checkout

Select a payment method.

\$500.00

- Dashboard
- Marketplace**
- Client Hub
- Orders
- My Store

Debit / Credit Card
Pay with your card.

Payment Link
Send a payment link to your clients.

Account Balance
Use your balance to pay.

Order Details

Price	\$300.00
Setup Fee	\$100.00
Taxes	\$0
Discount	\$0
Total	USD \$400.00

By clicking this, I agree to AgencyHub [Terms and Conditions and Privacy Policy](#).

[Create A Payment Link](#)

Payment Link Created!

Share this link with your client to complete the payment and move forward with the order.

<https://buystripe.com/4gwZF97tbt2z9>

[Track Order Status](#)

[Back to Marketplace](#)

We'll notify you once your client completes the payment.

Need Help? [Contact Us](#)

Key Takeaway

Good marketplace experiences are built on trust.

AgencyHub was designed to help agencies, providers, and clients work together through a shared process.

The biggest challenge was not designing screens. It was creating clear workflows for onboarding, approvals, payments, and service delivery.

This project reinforced the importance of thinking beyond interfaces and designing systems that help people collaborate with confidence.