Women in tech 2017

Re-inventing web design through coding

In 50 words or less please outline why your innovation qualifies to be entered in the chosen category

Traditionally speaking, Web design begins with the creation of a wireframe on Photoshop. I by-pass this step by using open source tools to design the website through coding. This leads to tremendous gains in time, gives more life to the design and one person is enough to work on the website.

Please describe your innovation incorporating the following questions: What is the innovation? Why is it innovative? What does it do? What were the objectives? How does it work technically? Please note this summary may be published in print and/or online by the Women in Tech Africa website, CNN or BBC channels

There isn't any web agency that creates the design directly through coding: the design is typically created on Photoshop, the customer then gives his/her feedback and the integrator takes over. This process is very time-consuming. Creating the design of a website directly through coding allows us to skip various steps and avoid a number of inconveniences. First of all, we avoid wrongful interpretation of the wireframe since we don't use it; the wireframe is static whereas integration isn't; we need a wireframe for each support while integration is responsive (it adapts to all types of supports such as mobiles, tablets...); the wireframe can be seen on a wrong scale whereas integration is at real scale; we need a wireframe for each page, the integration links are, on the other hand, functional... When the customer wants to change something, sometimes, you just need to modify a class whereas on a wireframe, you have to repeat this change everywhere and on each page. The purpose of this innovative process is to save time and have fun: you can see the result immediately without having to spend hours explaining to the integrator what you want and without having to go over everything because it is not identical to the wireframe. There is also another clear advantage, that of modernity. Using open source tools, you can create designs with the latest innovations, craft incredible animations entirely in CSS, build original buttons, add special effects when the cursor hovers over particular images, reveal the content one after the other... The site becomes interactive very quickly. Recently, I was able create animated icons using an online compiler, how would I have integrated them in my wireframe?

Please outline the extent to which the innovation 'does what it was intended to do', or has achieved the objectives it was intended to fulfil. Describe and, if possible, quantify the benefits that your innovation has brought; commercially, socially, personally or a combination of these, to the industry sector or technology category.

With this method, I can create showcase websites in just a few weeks. In fact, by allowing one round of client revisions, I spend around 20 hours to create a design and I can create 4 different

websites in one month. I hardly have the time to get bored with one project that I am already moving to the next. I have thus been able to offer an affordable package to small enterprises looking for an online presence, without compromising the quality factor: each website has a unique design which makes it very appealing to the customer.

Please provide feedback on your innovation from a third party

Camille is challenging the Web design industry by reworking archaic design and development processes to optimize the cost of production of websites and hence providing an excellent ROI to her clients. They benefit from beautifully crafted modern websites at an affordable price.
Crisnen Aurmoogum / Consultant web chez Zone88

To what extent has the innovation been utilized?

I've had the opportunity to work in various Web agencies in different countries and I have never seen agencies use this approach. The Web is constantly evolving and it is necessary that we also adapt ourselves to keep pace with the latest trends. When I talk to people about the approach that I use, they are surprised as they don't think it's achievable. I believe that a Web designer has enough creativity to make beautiful designs directly through code if he or she knows HTML5 and CSS3. We need to move away from the idea that Website design and coding are two different things. For me, they are one and the same.

BIO

I started my career as an intelligence analyst in the French army, fulfilling a long-held childhood dream. After that adventure which lasted 5 years, all I wanted was to do something that would allow me to express myself creatively. So, I started taking web courses and I developed an instant passion for coding and animation. After a year of intensive training, I received a job offer as a graphic designer in a firearm manufacturing company, which was a funny coincidence! I declined the offer and decided to go freelance. After a year, I wanted to experience life in an agency, I was looking a bit everywhere and found this job offer for Mauritius. I immediately fell in love with the island and the job was also cool. I then worked in another agency as an artistic director, then as a project manager. At some point, I went back to France to work at a bigger agency, but I longed to be back on the island. So, I decided to settle permanently in Mauritius and start my own business venture. Together with my partner who is a Web developer, we came up with this idea of creating an affordable package for small Mauritians enterprises with my graphic touch added to it. This is how Loookatme was born with the 3 "O"s to incite people to take a closer look. I have been working on this project since 9 months and things are going pretty well. I am currently based at Turbine, a co-working space where innovation (and tea!) is always brewing. Start-ups like Mauritius Conscious, DodoWorkPlay and Logophiles testify to that. In the near future, I will be expanding and exporting Loookatme abroad.