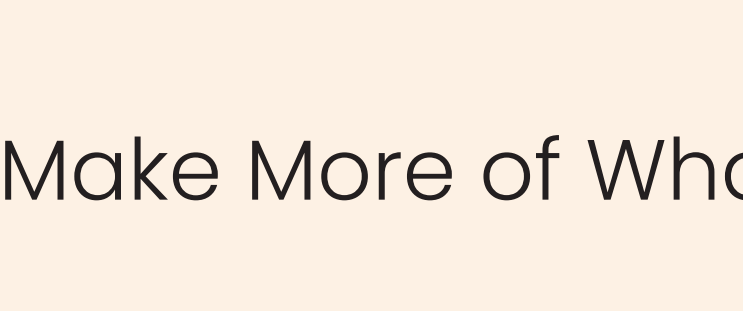


UX UI Case Study



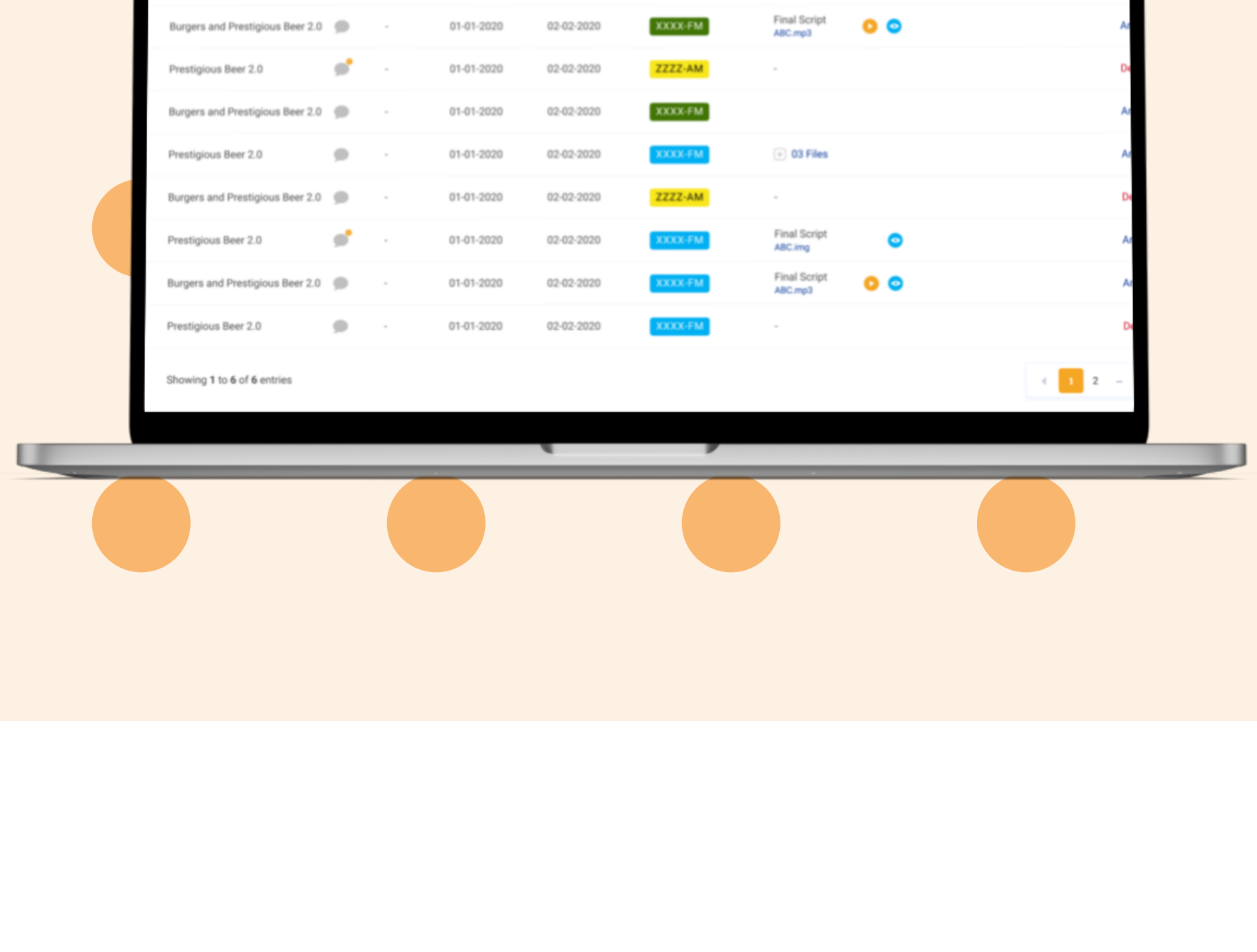
Make More of What Matters.

Role

UX UI Designer

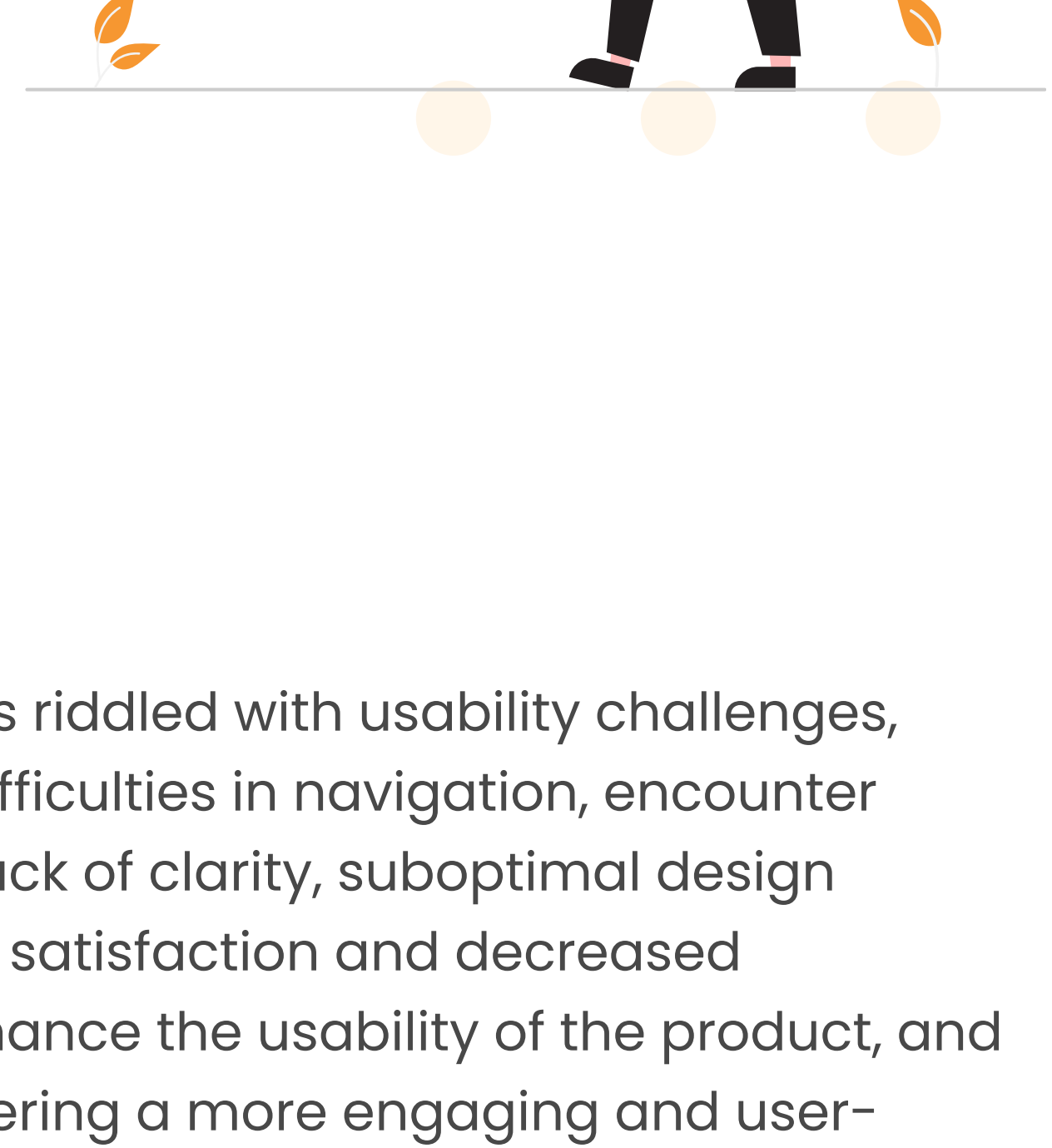
Platform

Web Based Application



Project Overview

In this project, our role as UI Designer / UX Analyst involves a comprehensive analysis of existing screens and user flows within a digital product. The primary objective is to identify pain points, opportunities for improvement, and areas where user experience can be enhanced. Based on the analysis, we will create new screens or update the design of existing ones to deliver a more intuitive, efficient, and user-centric interface. The project aims to elevate the overall usability and satisfaction of the digital product by implementing design changes informed by user insights.



Problem Statement

The current state of the digital product's screens and user flows is riddled with usability challenges, hindering a seamless and intuitive user experience. Users face difficulties in navigation, encounter friction points, and struggle to accomplish tasks efficiently. The lack of clarity, suboptimal design elements, and outdated user flows contribute to diminished user satisfaction and decreased engagement. A pressing need exists to address these issues, enhance the usability of the product, and create a design that aligns with user preferences, ultimately fostering a more engaging and user-centric digital experience.

Project Goals

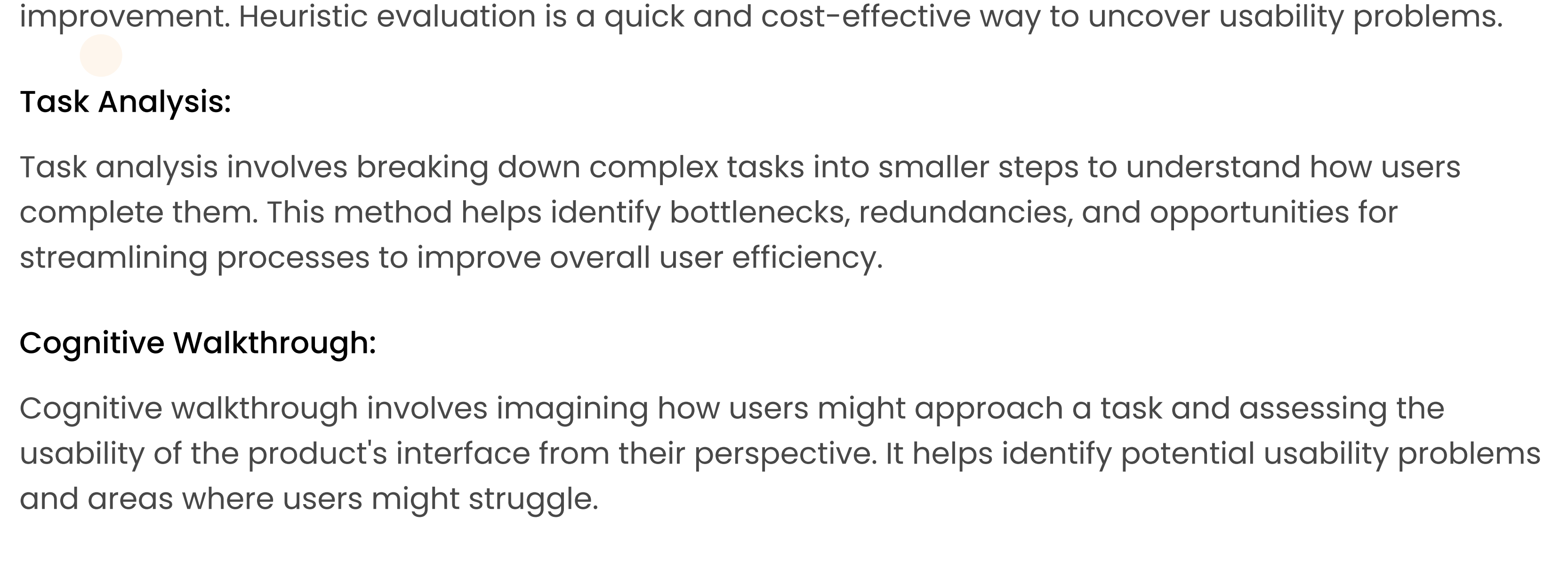
- Conduct thorough UX analysis of current screens and user flows to identify issues.
- Identify areas for user experience enhancement, including information hierarchy and visual elements.
- Create new screen designs based on analysis and user insights.
- Prioritize user needs in screen redesign for user-centered design.
- Streamline user flows for enhanced efficiency and clarity.
- Ensure design consistency across screens with established patterns.
- Collaborate with UI designers, developers, and stakeholders for iterative refinement.
- Develop interactive prototypes to validate design changes.
- Provide comprehensive documentation and guidelines for consistent implementation.

My Role

1. **UX Analysis:** Analyzing existing screens and user flows for improvements.
2. **User Research:** Conducting user research through interviews, surveys, and tests.
3. **Information Architecture:** Enhancing information architecture and navigation.
4. **Wireframes and Prototyping:** Creating wireframes and prototypes for design testing.
5. **Collaboration:** Collaborating with UI designers for visual enhancements.
6. **Testing:** Conducting usability testing and refining designs.
7. **Documentation:** Documenting design choices and guidelines.
8. **Dealing with stakeholders:** Presenting findings and recommendations to stakeholders.

Design Thinking Process

We are using User-centered design (UCD) as our design thinking process. User-centered design (UCD) is an iterative design process in which designers focus on the users and their needs in each phase of the design process.



This is not a linear process. We keep repeating these steps until an optimal solution is reached that addresses all of the users needs. We go back to empathise step after testing if all of the user requirements are not fulfilled.

We are choosing this process because it centres around the user and our problem lies with the user.

UX Analysis Methodology

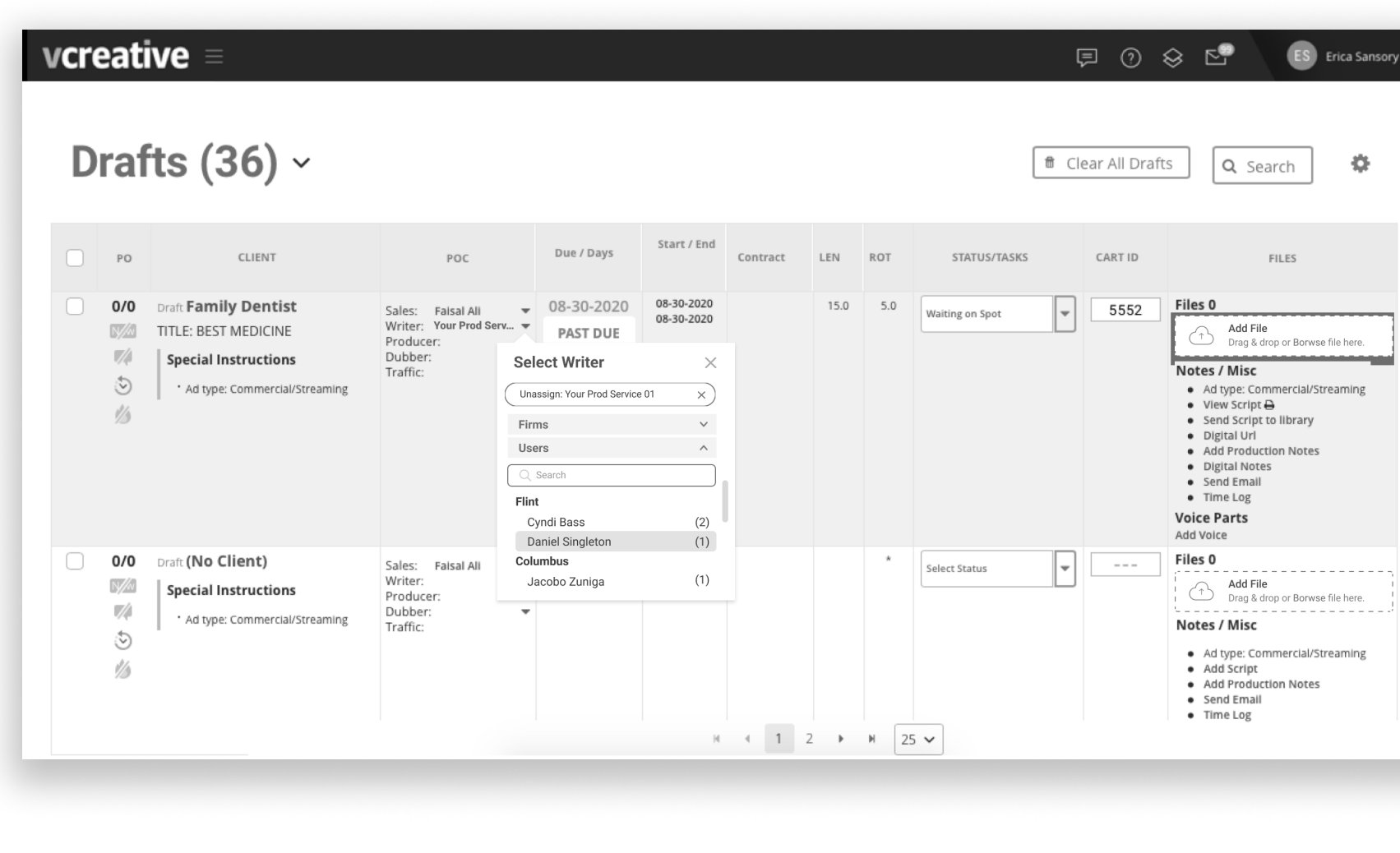
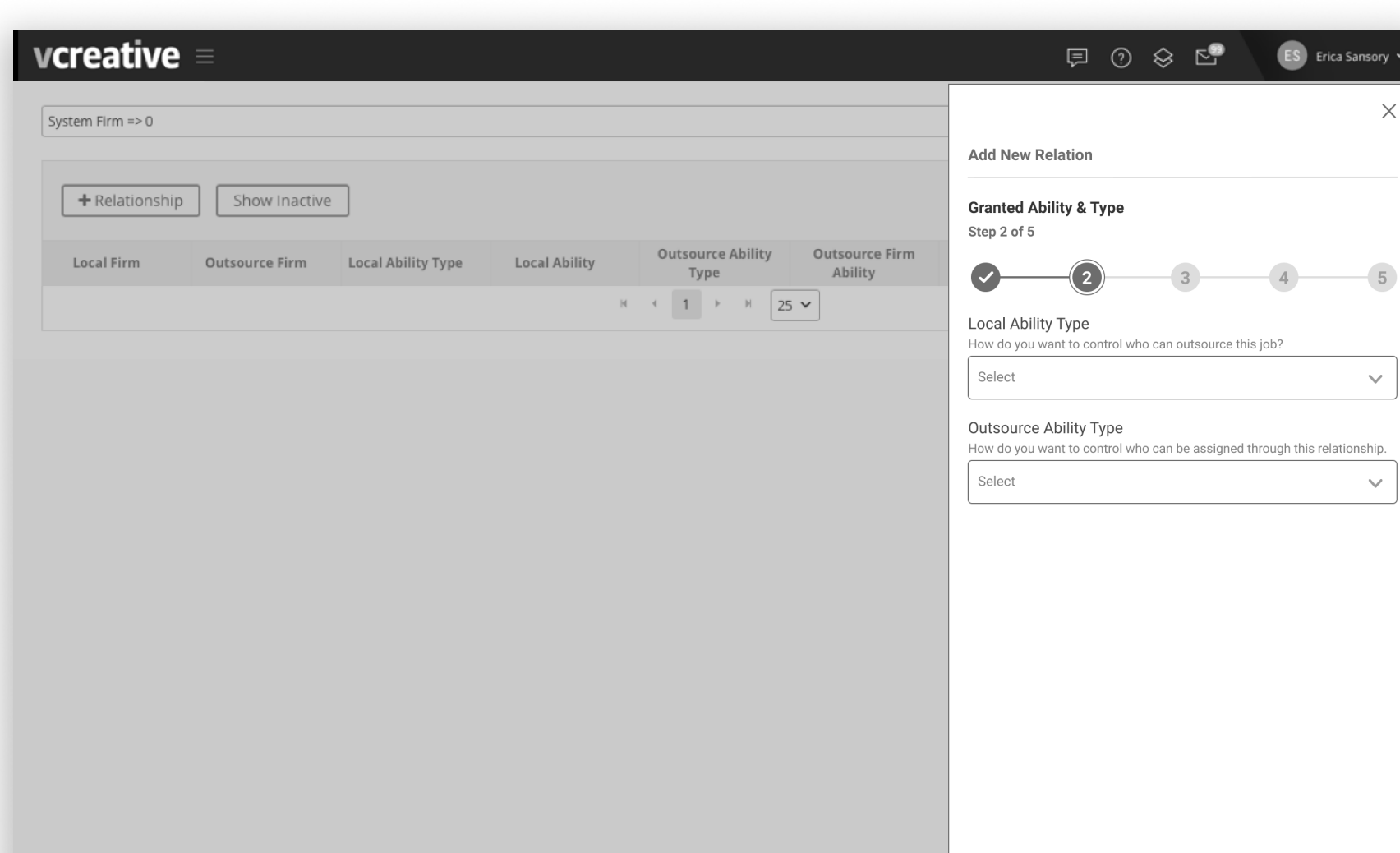
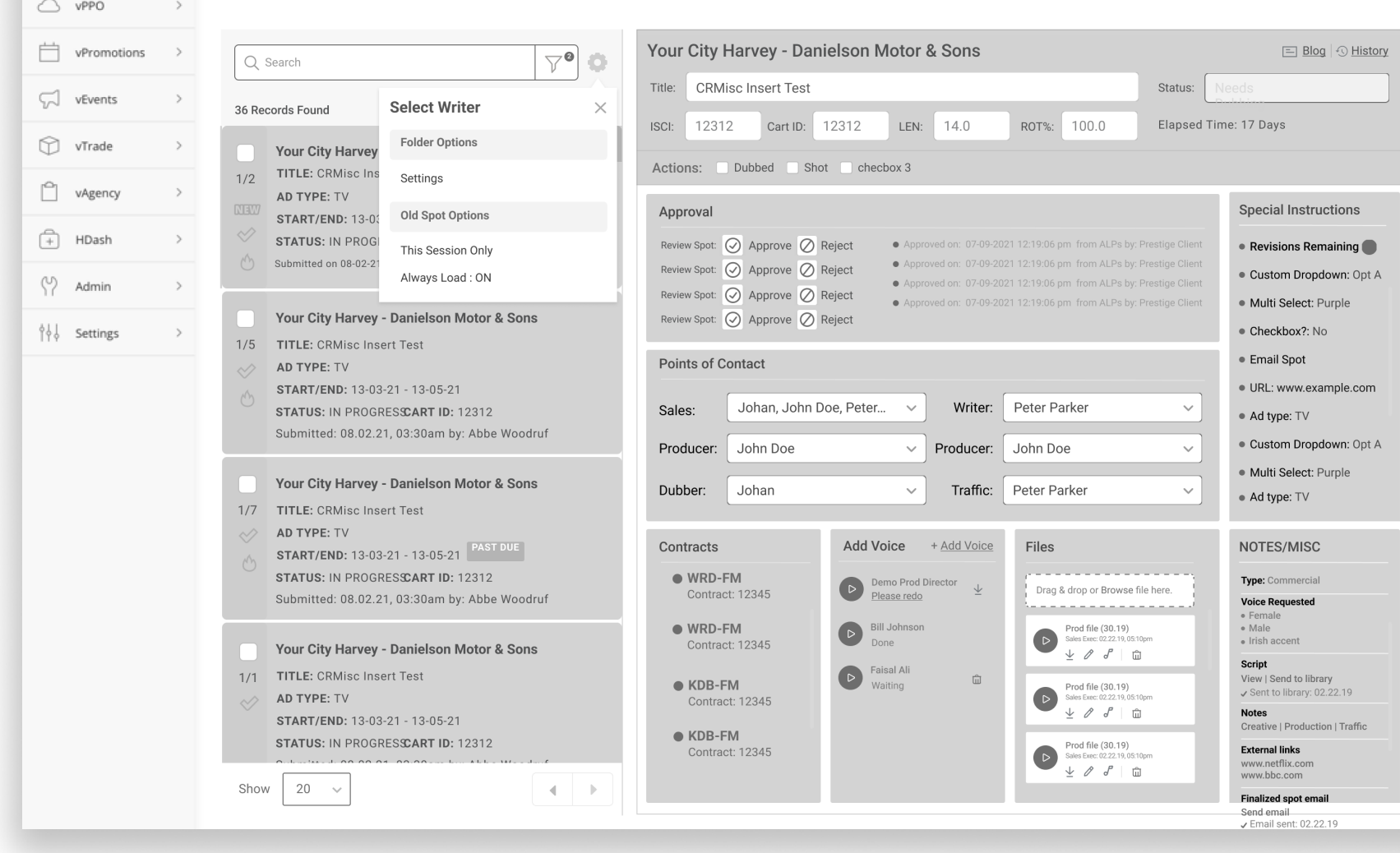
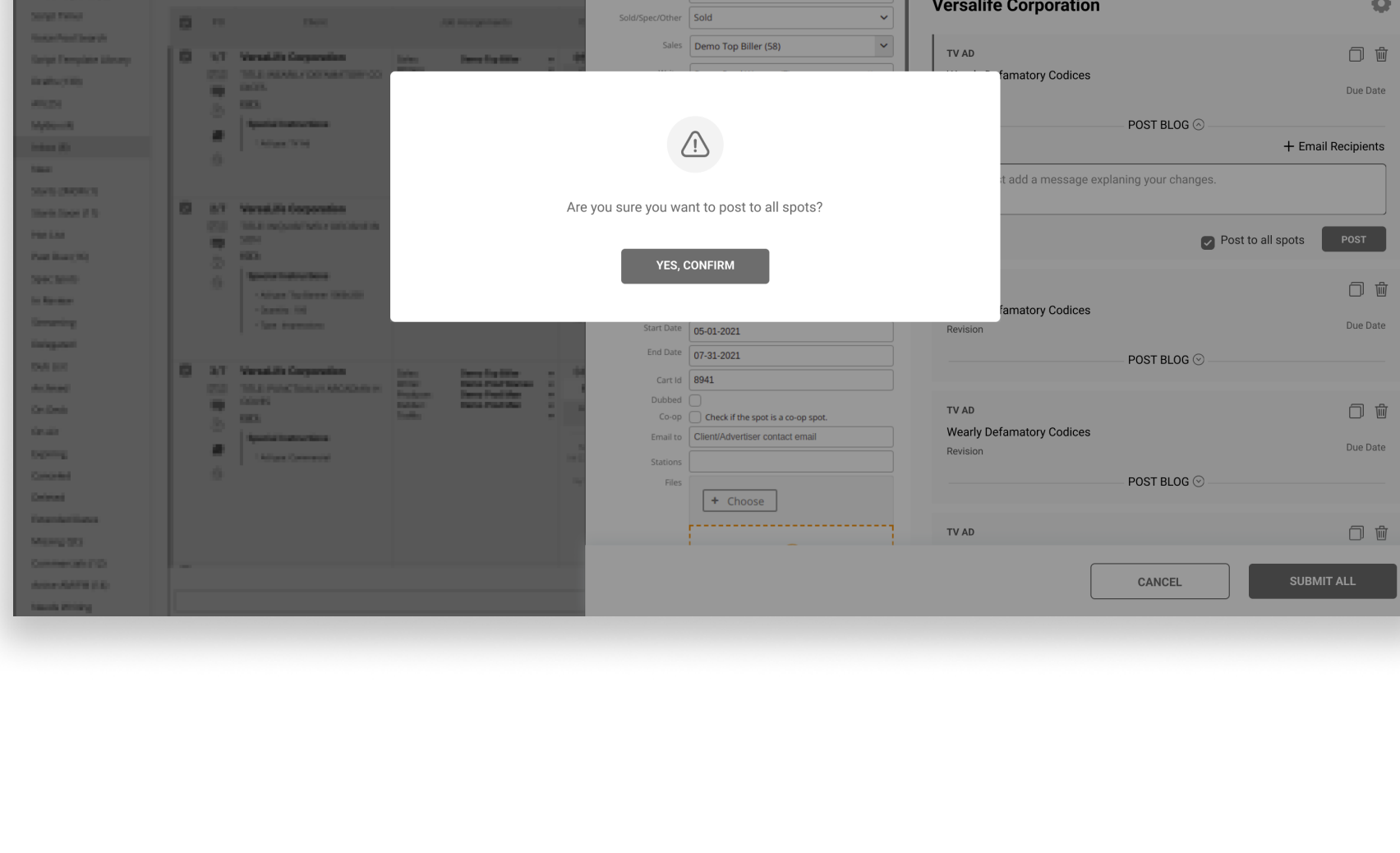
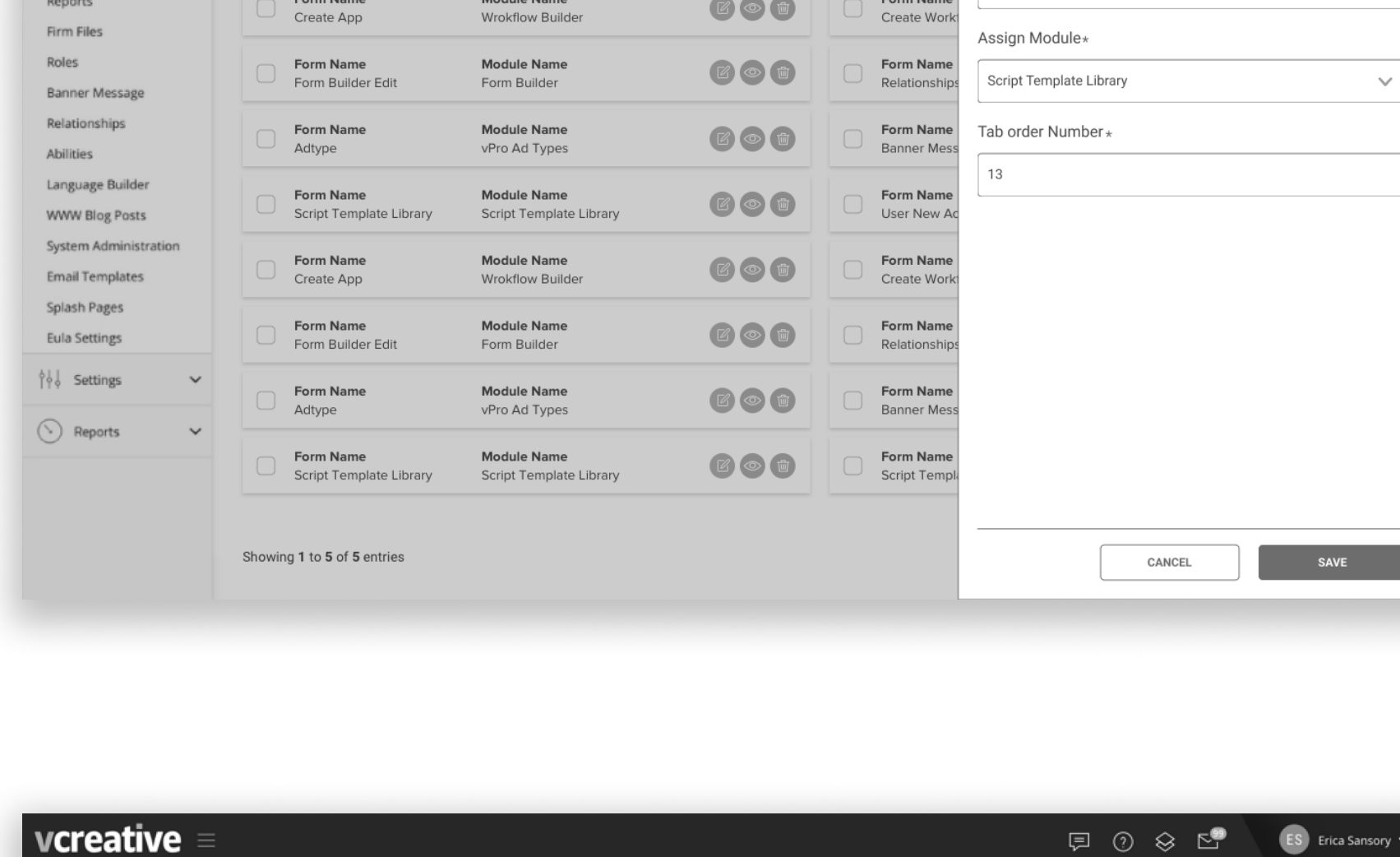
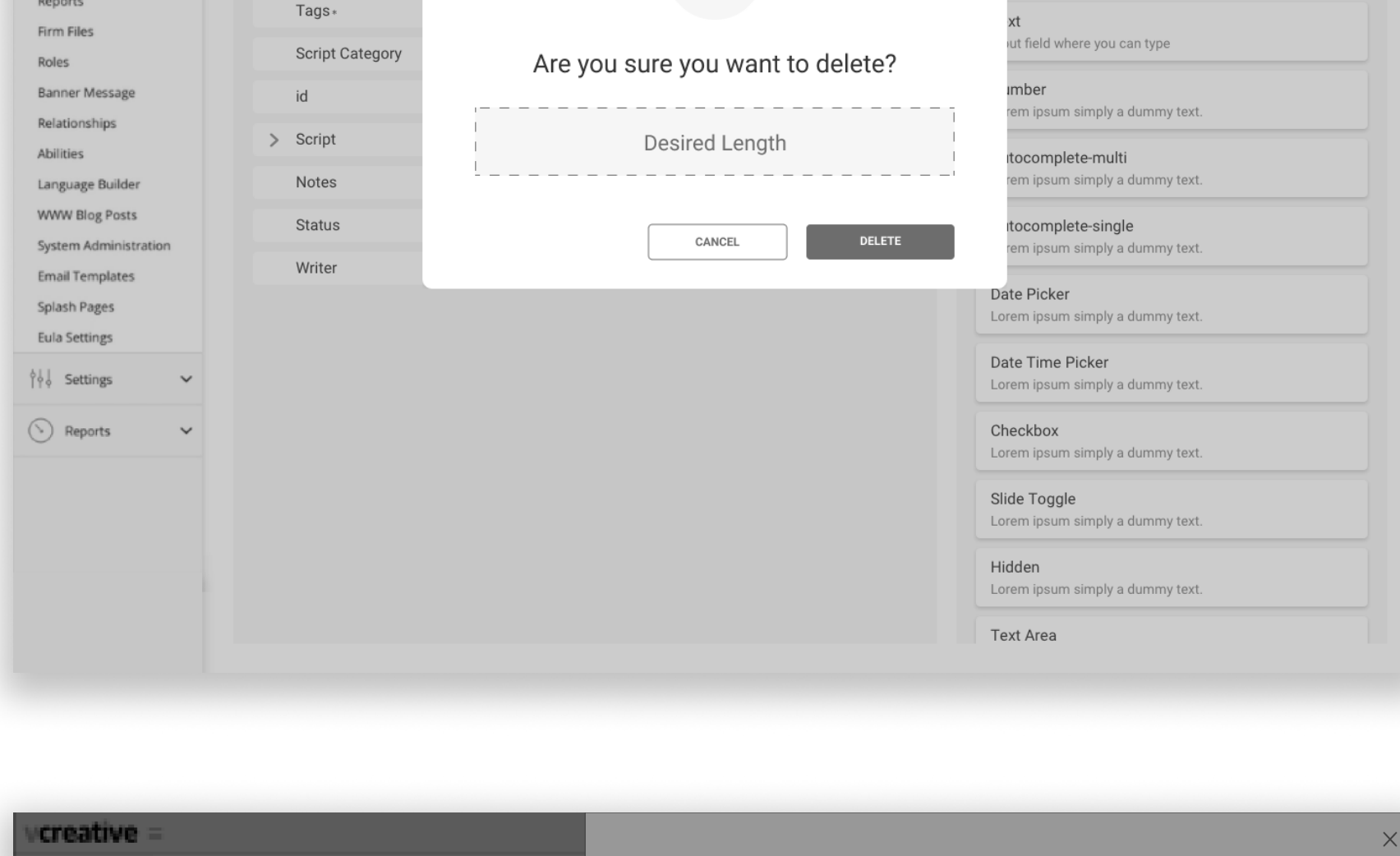
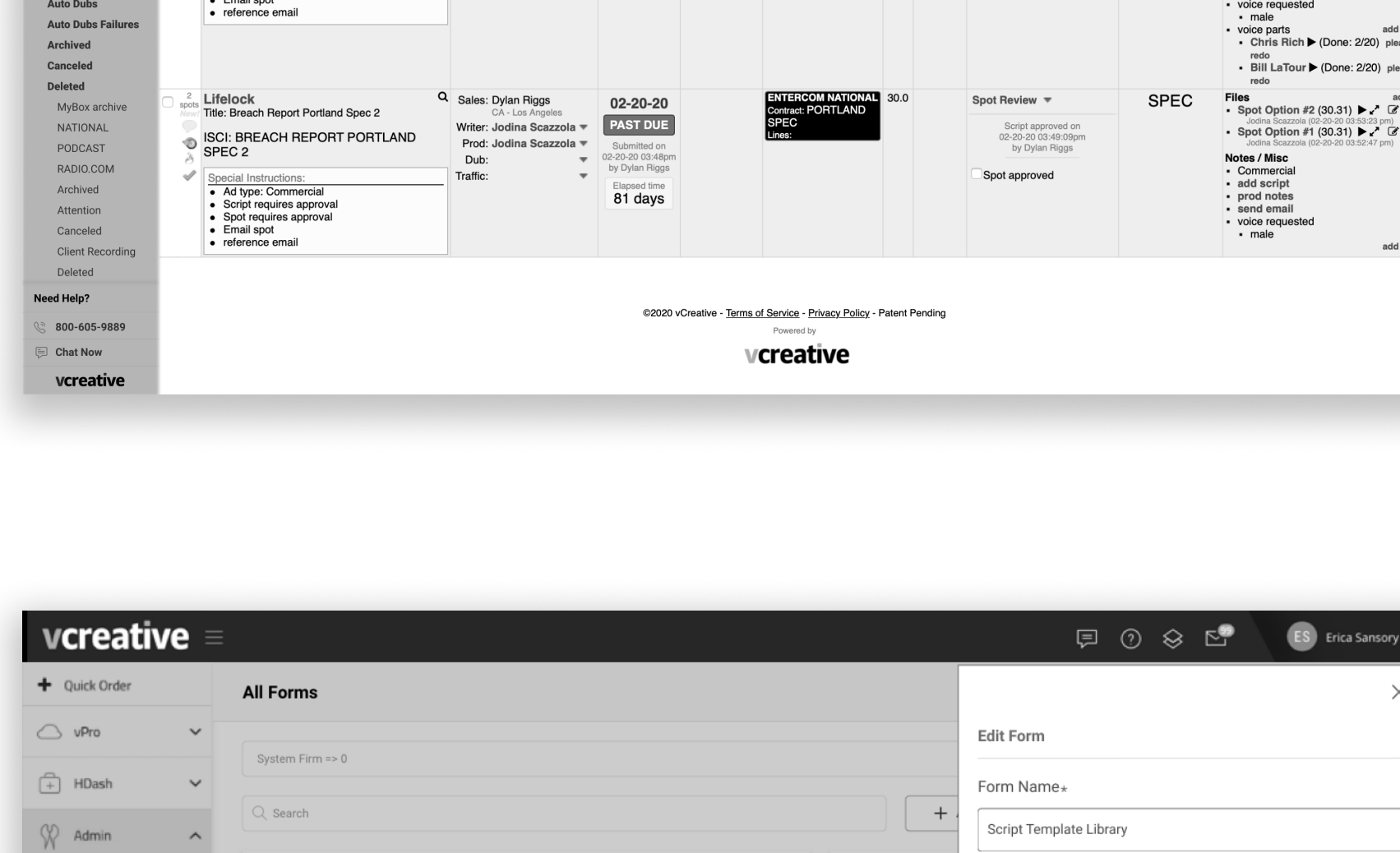
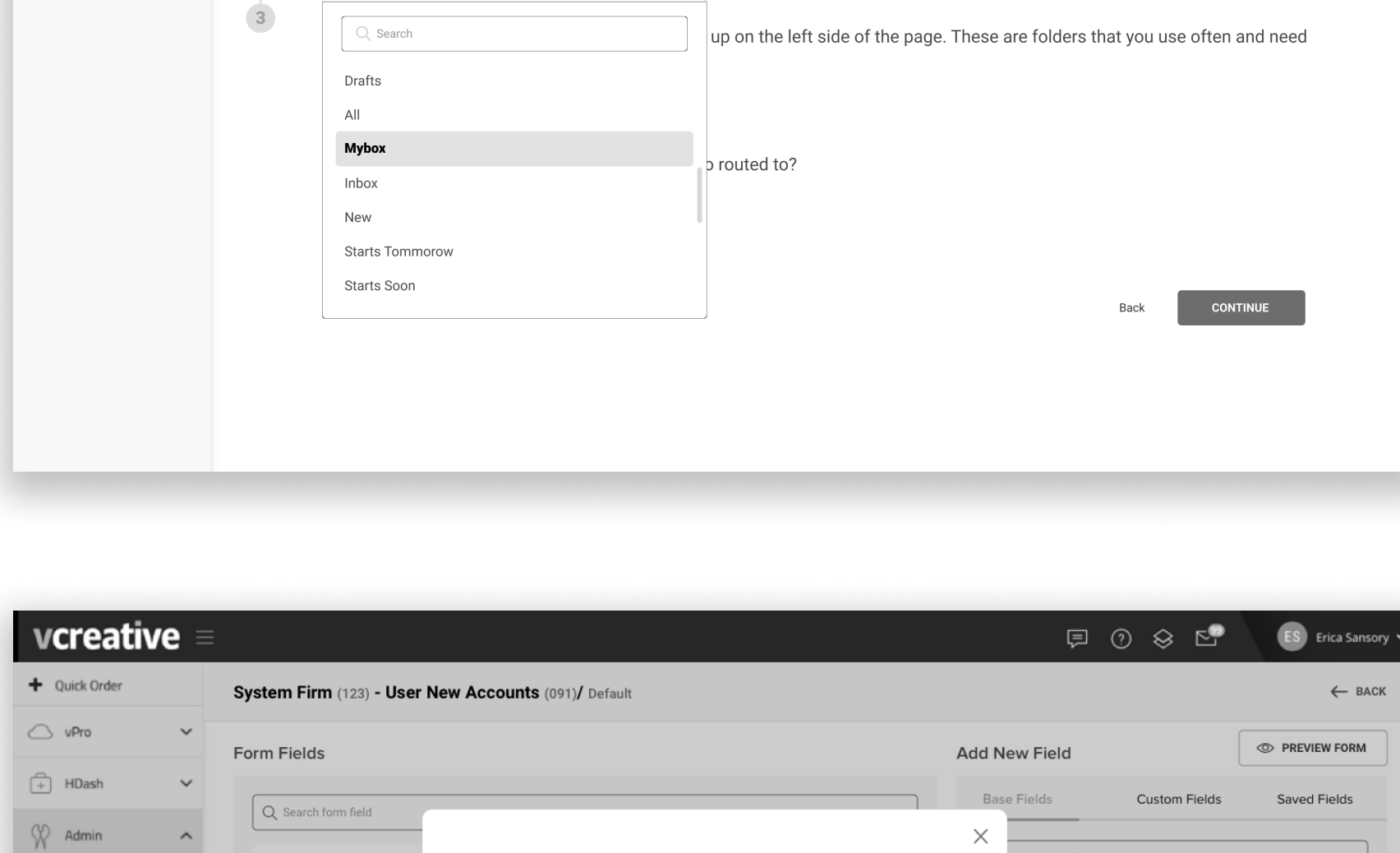
Heuristic Evaluation: This method involves having usability experts evaluate a product's interface against a set of usability principles (heuristics). The evaluators identify usability issues and provide recommendations for improvement. Heuristic evaluation is a quick and cost-effective way to uncover usability problems.

Task Analysis: Task analysis involves breaking down complex tasks into smaller steps to understand how users complete them. This method helps identify bottlenecks, redundancies, and opportunities for streamlining processes to improve overall user efficiency.

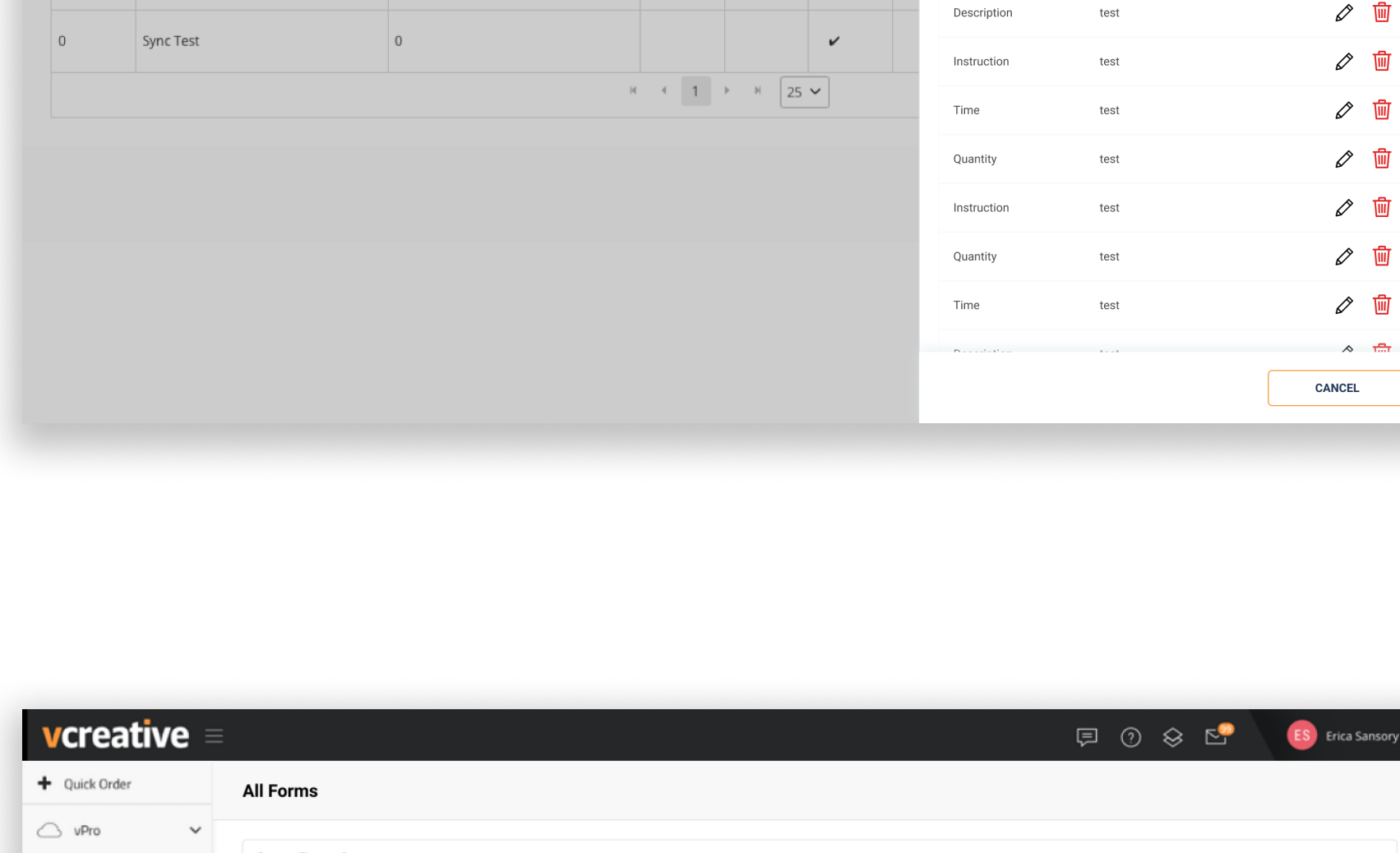
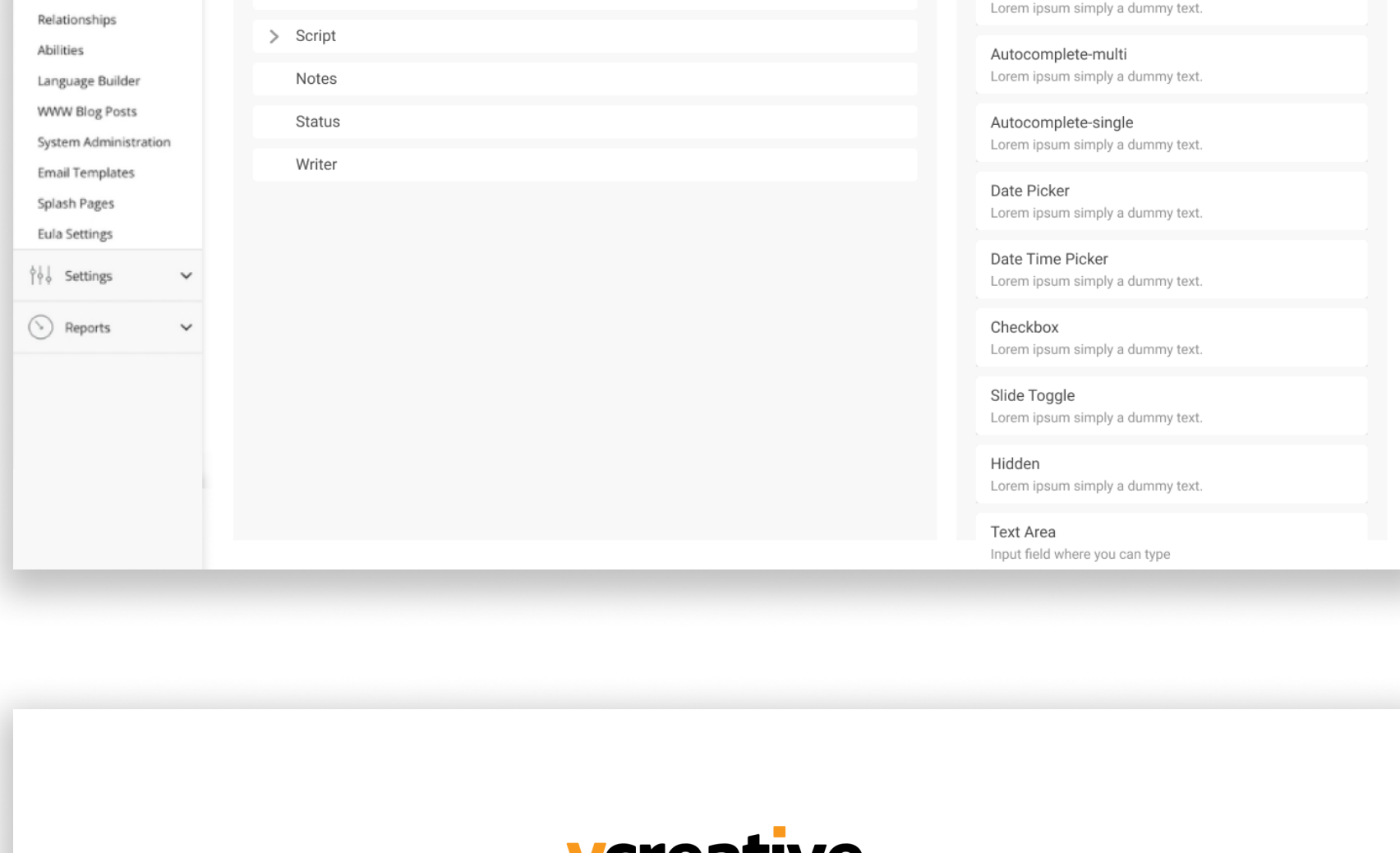
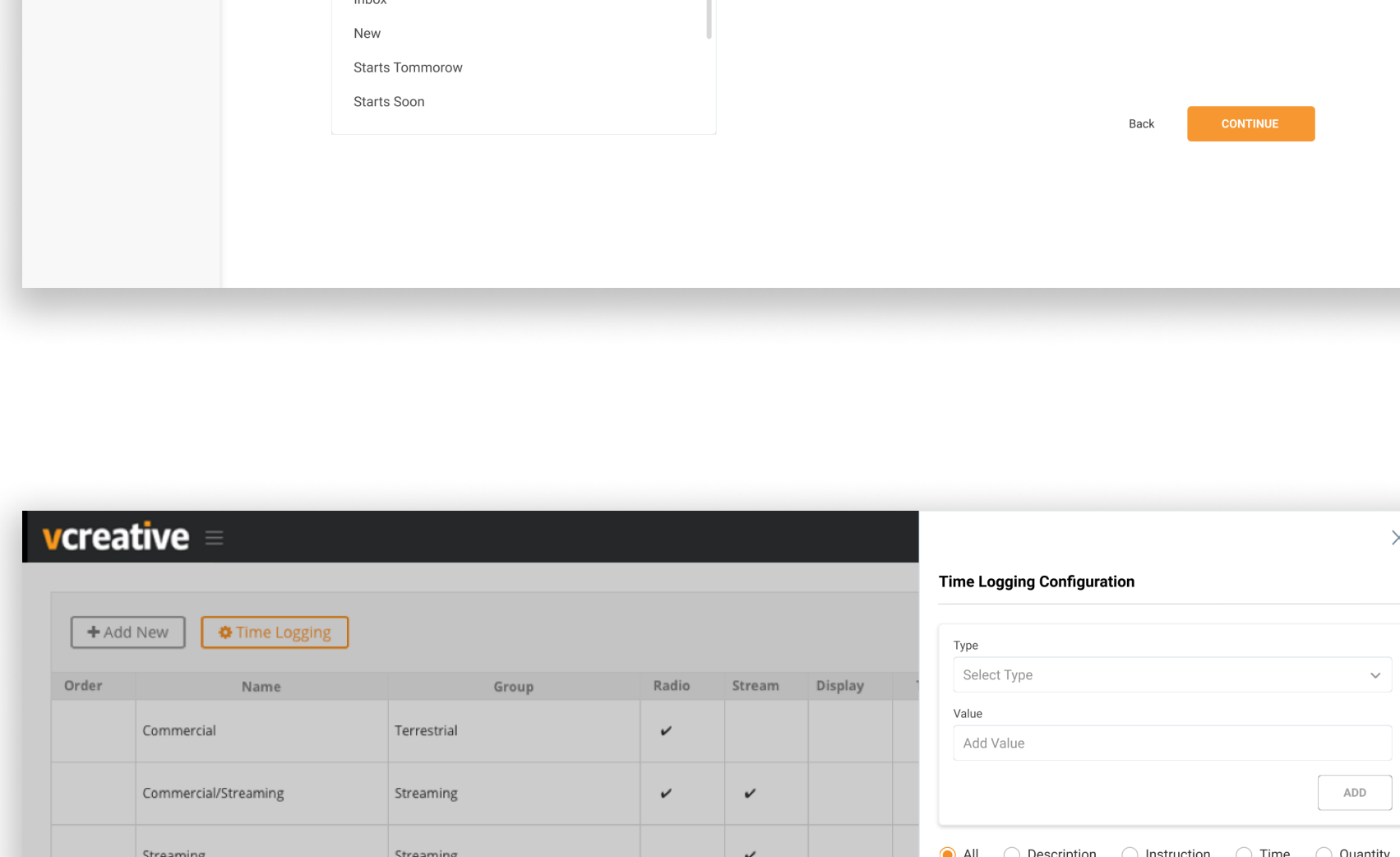
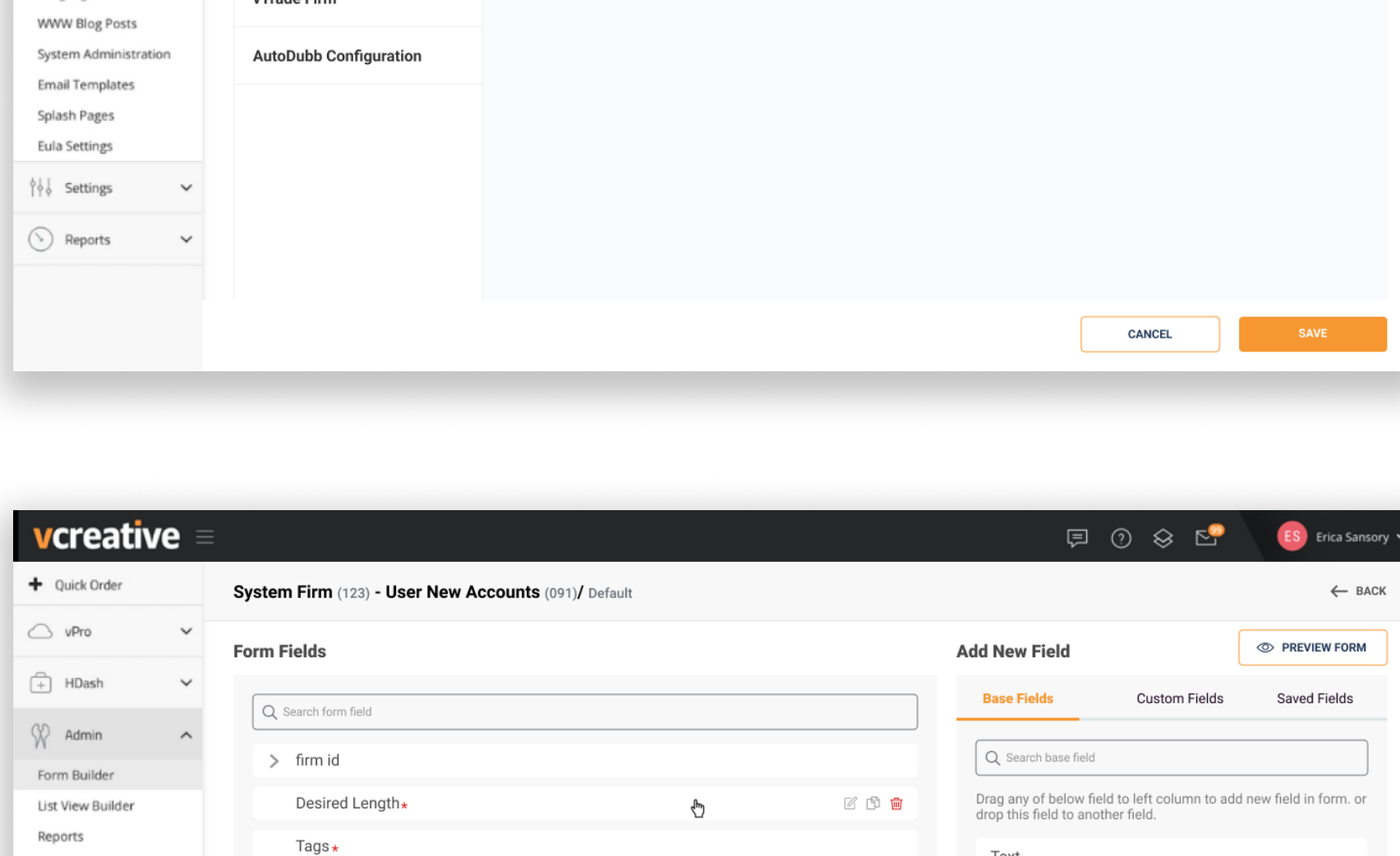
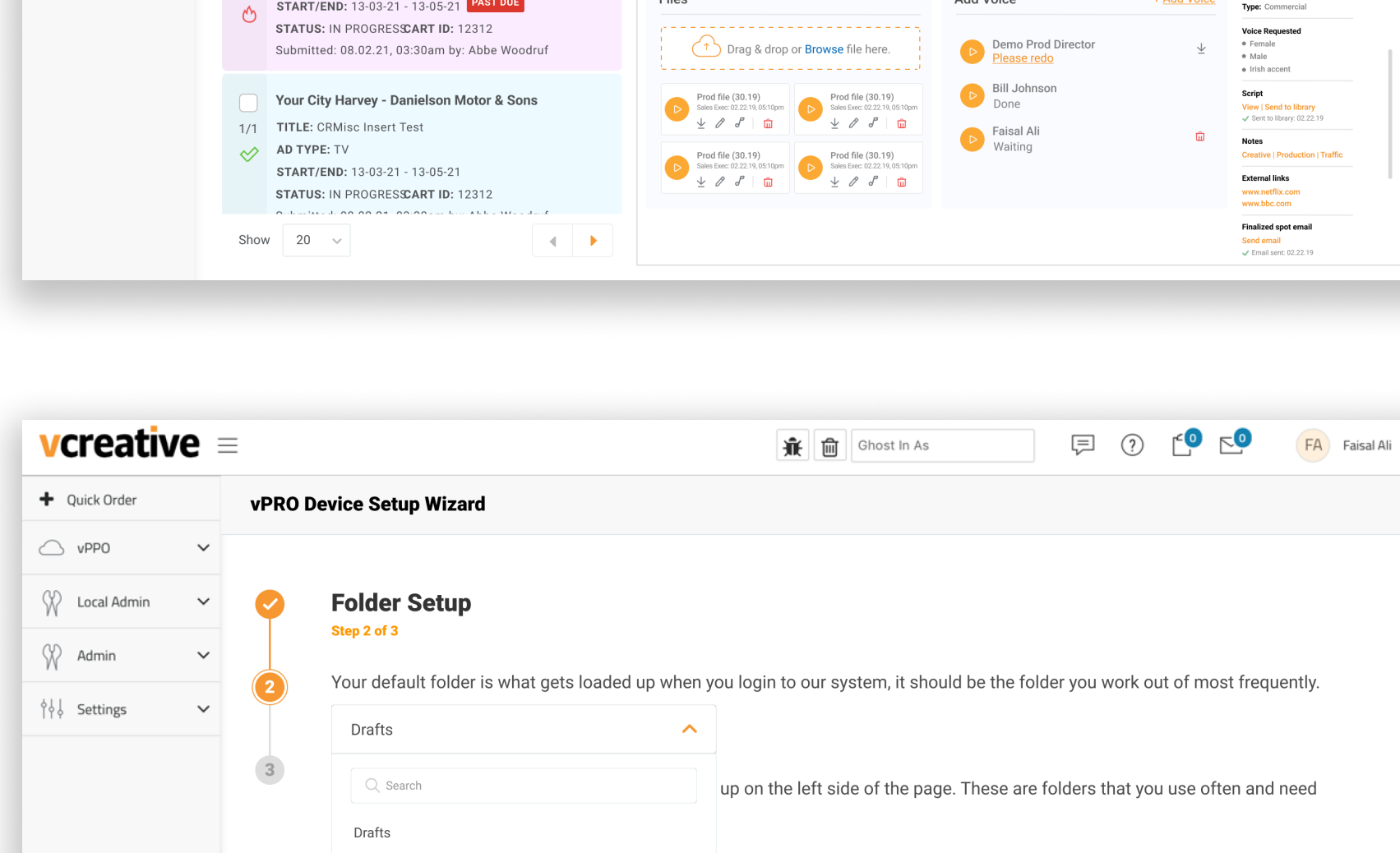
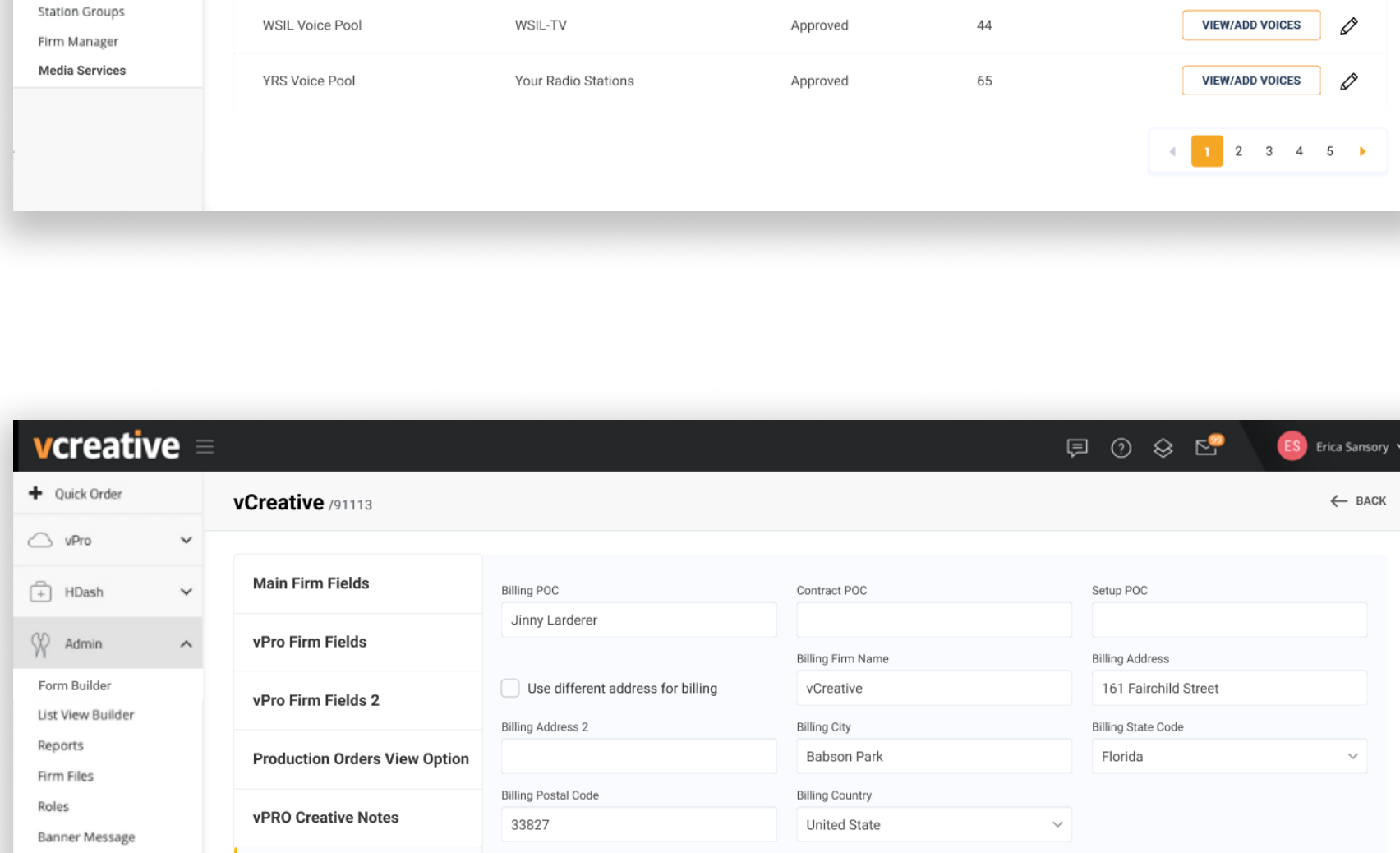
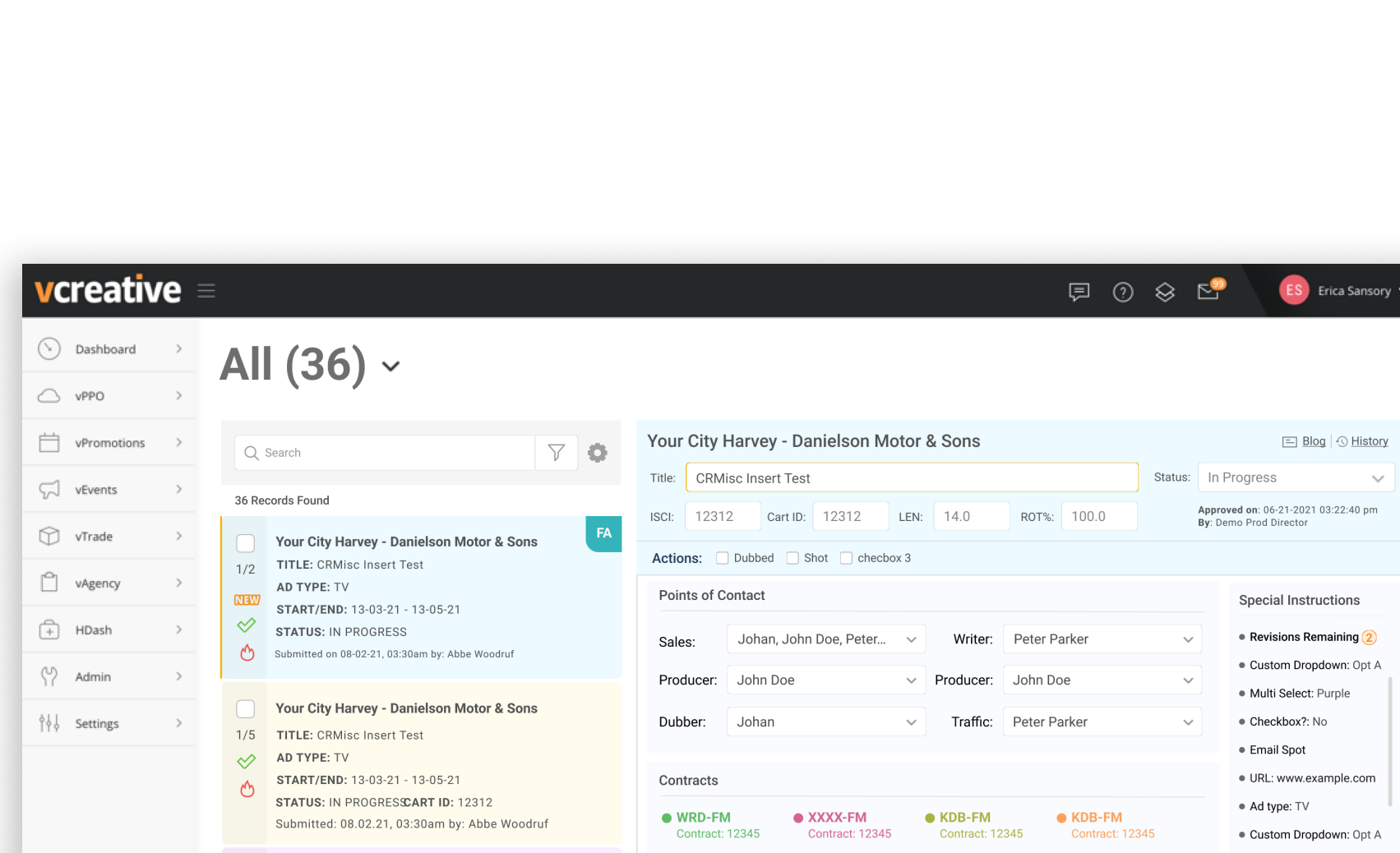
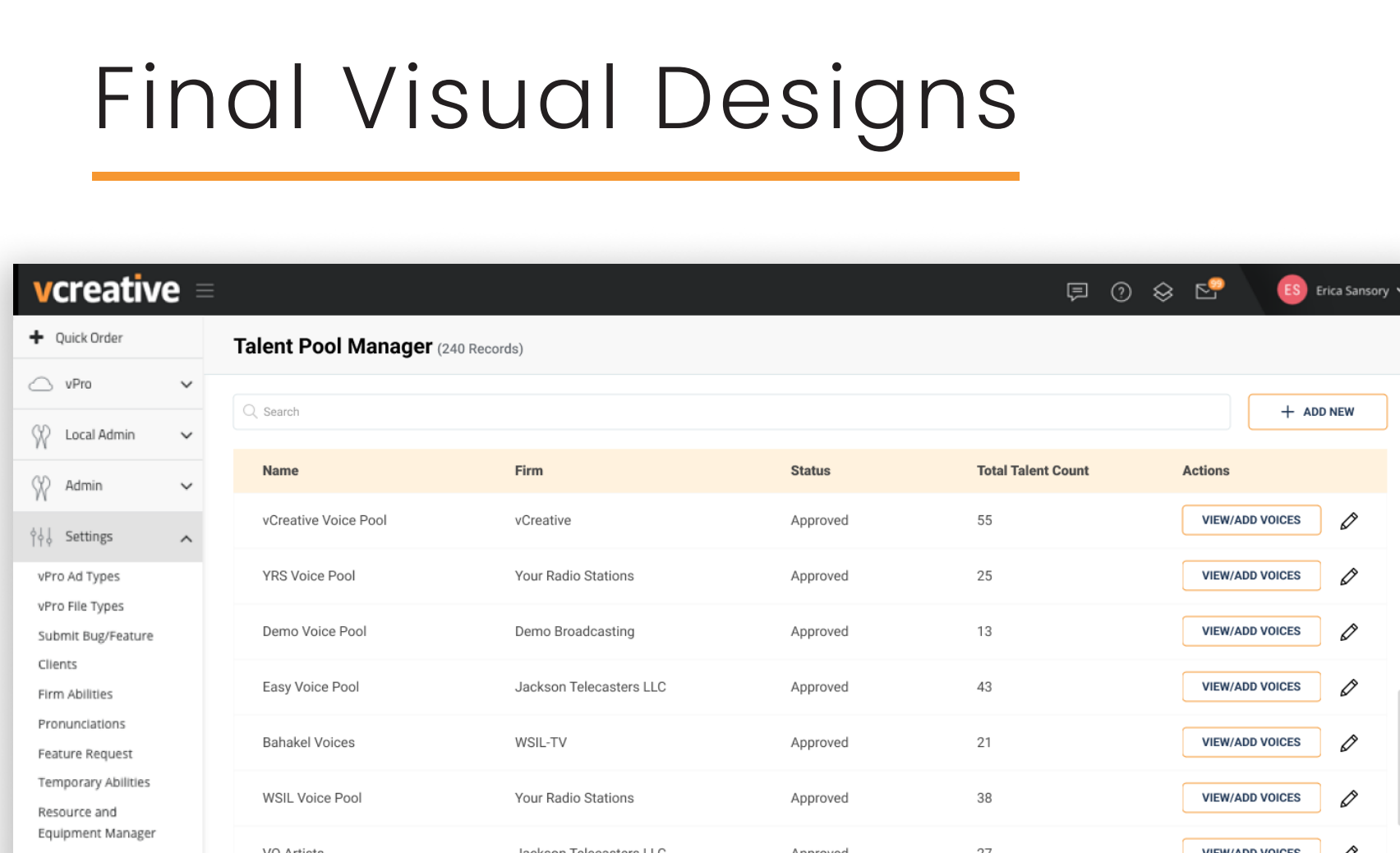
Cognitive Walkthrough: Cognitive walkthrough involves imagining how users might approach a task and assessing the usability of the product's interface from their perspective. It helps identify potential usability problems and areas where users might struggle.

Card Sorting: Card sorting involves asking users to organize and categorize content or features into groups that make sense to them. This method helps in designing intuitive information architectures and navigation structures.

Wireframes



Final Visual Designs



Thanks for your time!