



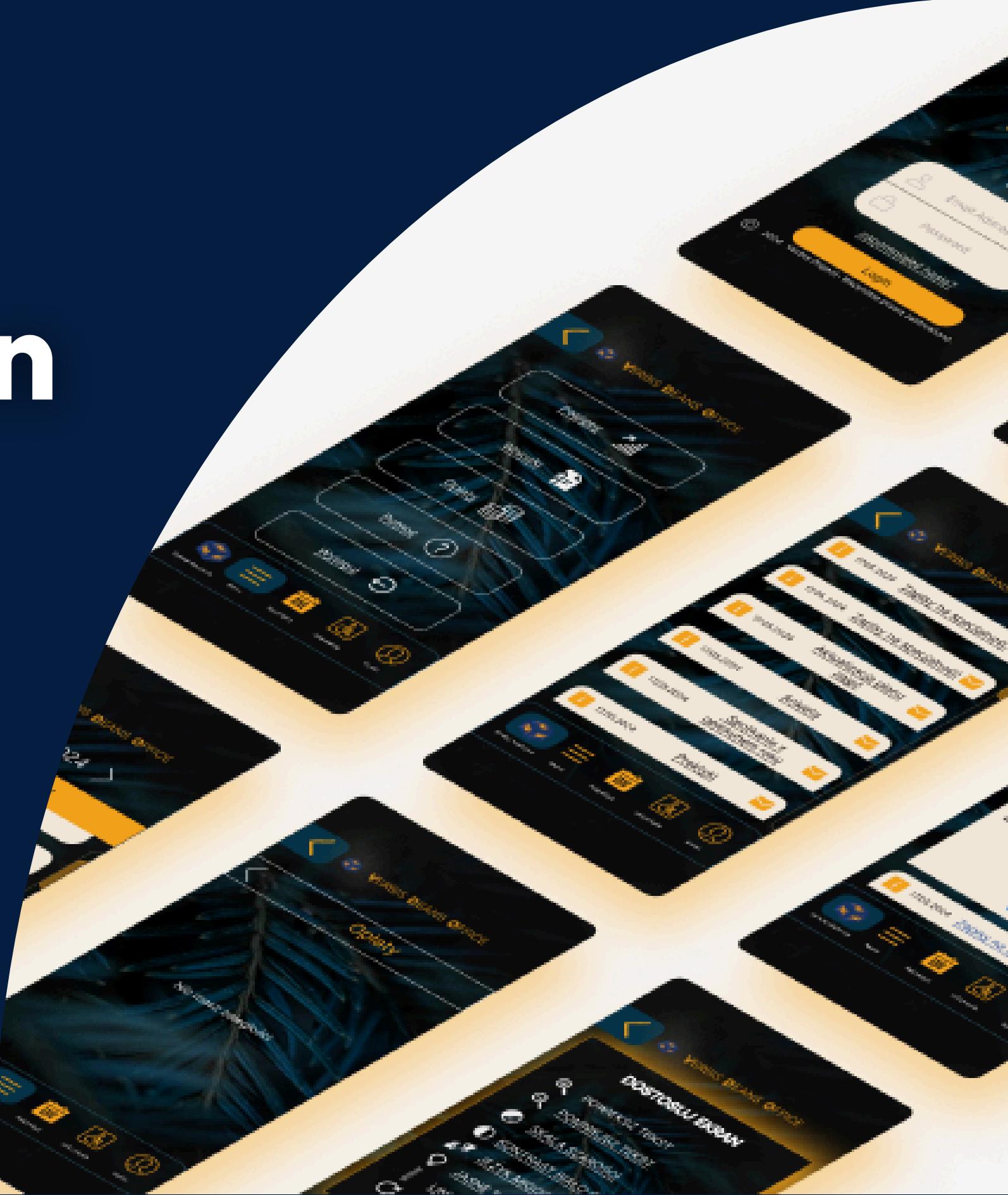
SCIENCE & DESIGN

Katarzyna
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UX,UI design

Verbis Re-design

Redesign of the user interface (UI) of the existing Verbis school system. Your project should aim to improve usability, accessibility and overall aesthetics, consistent with the school's mission to offer innovative and inclusive educational solutions.



AGENDA

01-05 Brief

06 Mind Map, MoSCoW

07 Swot Analysis

08-10 Questionnaire

11 Persona, Empathy map

12 User journey

13 Flow Map, Wireframe, Design system

14 Responsiveness

15-17 Mockup

15-17 Prototype, Grade

18 Redesign of the selected home page



BRIEF

That is, basic information about the client, industry and project

Characteristics of the industry and the company

Company name

University of Economics and
Humanities in Warsaw

Industry characteristics

The University of Economics and Humanities in Warsaw, operating in a dynamic and competitive educational industry, offers modern and practically oriented study programs. The university invests in technologies, cooperates with business and develops its international relations, which makes it an attractive choice for students looking for solid preparation for a professional career.



BRIEF

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Characteristics of the industry and the company

The company's current position on the market

It occupies an important place on the educational market in Poland, especially in the private higher education sector. The university stands out for its practical approach to education, flexibility of its offer and strong emphasis on cooperation with business.

Products offered

The offer is wide and varied, including study programs at various levels, courses and training, international exchange programs and numerous services supporting the professional and personal development of students. Thanks to this, AEH is able to meet the needs of today's students, preparing them for careers in a globalized world.



BRIEF

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Characteristics of the industry and the company

Direct Competition

- High School of Social Psychology
- Vistula Academy of Finance and Business
- Collegium Civitas
- University of Warsaw
- Warsaw University of Technology

Indirect Competition

- E-learning platforms
- Post-secondary schools and technology
- Certification and training programs offered by companies

AEH faces both direct competition from other universities offering similar study programs, as well as indirect competition that includes alternative forms of



BRIEF

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Project information

What is the project about?



Website

Are there any materials for the project?



Yes

(current website)

Description of the target group

The target group of WERBIS for AEH students is diverse, including younger bachelor's students, ambitious master's students, postgraduate professionals, international students and those studying part-time. Each of these groups has specific needs and expectations regarding the functions of the WERBIS system, which must be met to provide them with an effective and satisfying educational experience.



BRIEF

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Project information

What goals is the product intended to achieve?

- Facilitating System Navigation and Usability
- Improving Aesthetics and Visual Attractiveness
- Increasing System Availability
- Personalization and Flexibility of Use



Product requirements

What colors should the product be in?



We have company colors

What is the expected style of the product

Elegant, clean, simple, lively, energetic

MIND MAP

Helps the project team structure information, understand user needs, plan functionality, generate new ideas, communicate effectively and identify priorities.



[link](#)

MOSCOW

To manage project priorities, clearly defining which requirements are crucial to the project's success and which can wait or be completely rejected. This facilitates the process of decision-making, planning and project implementation, contributing to more organized and effective project management.



[link](#)

SWOT ANALYSIS

STRENGTH

The system was designed with students in mind, which ensures better adaptation to their educational and administrative needs.

Possibility of integration with existing university processes.

Intuitive user interface (UI) designed with a focus on UX, making the system easy to use.

Possibility to adapt functions and interface to the individual needs of students and lecturers.

Features to support group management, team projects and academic calendars.

WEAKNESS

The system can be complex to configure and manage, requiring significant technical support and user training.

Although the system is designed with AEH in mind, it may have limitations in adapting to specific requirements that may change over time.

Users' initial lack of experience with a new system can lead to resistance to change.

The need to conduct training and provide technical support.

OPPORTUNITIES

Increased Student Satisfaction

Possibility to use the system as a tool to attract new students.

Integration with new technologies such as artificial intelligence to automate and streamline processes.

Possibility to use a modern system as a marketing element in communication with future students.

The system can be developed and offered to other universities, which may become a new source of revenue for AEH.

THREATS

Strong Competition

Frequent changes to education and data protection regulations may require rapid updates and adjustments to the system.

Rapidly changing technologies can lead to rapid system obsolescence.

Resistance from students and staff to adapt to the new system may slow implementation.

Intensive training and communication activities are needed to convince users of the benefits of the new system.

SWOT analysis helps identify key areas that require attention when designing and implementing the Werbis system for AEH students in Warsaw. By considering these aspects, AEH can better prepare to maximize the benefits of the system while minimizing potential risks and challenges.

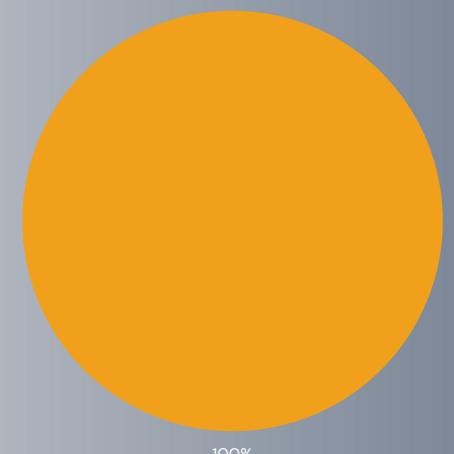
Questionnaire

VERBIS user interface

The survey concerns users' experiences with the VERBIS system

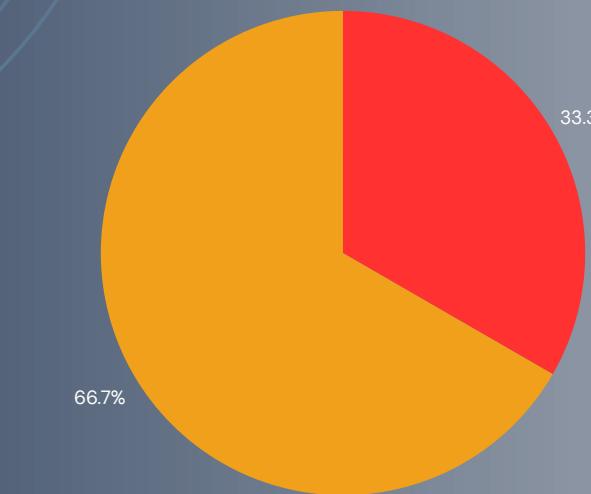
58 respondents

Have you ever had trouble finding a specific feature or information?



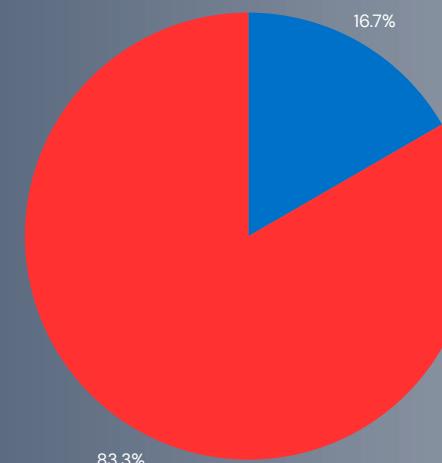
- Never
- Sometimes
- Often

How would you rate the overall user experience with our Verbis system?



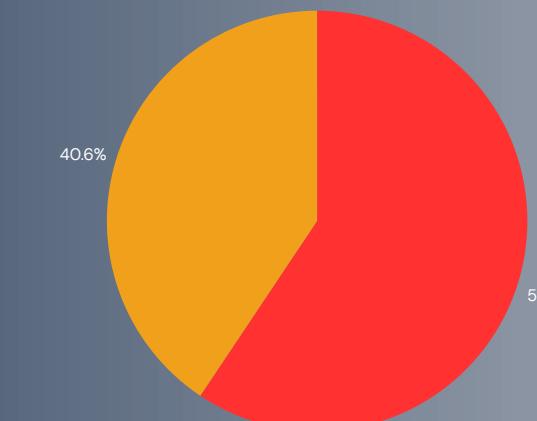
- Good
- Medium
- Weak

How often do you use this site?



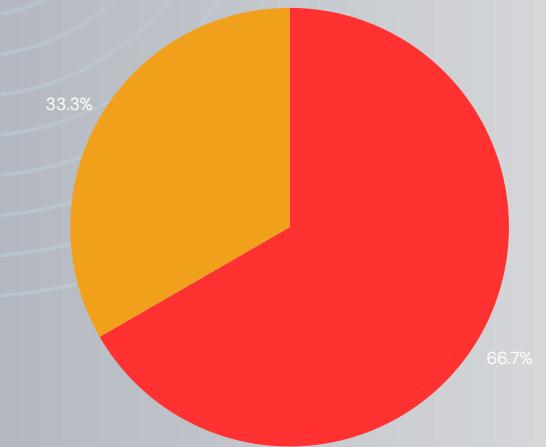
- Every day
- Once a week
- Several times a month
- Less often

How would you rate the ease of navigation?



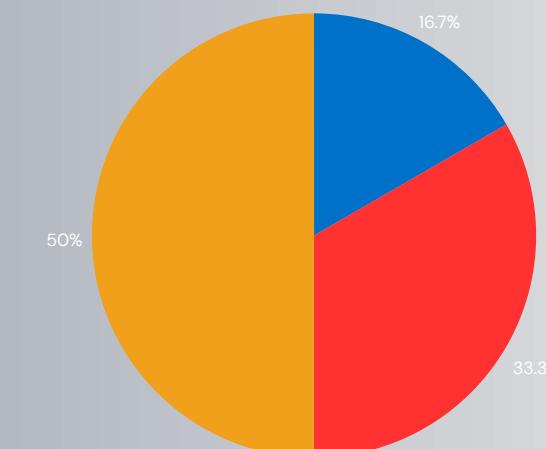
- Easy
- Neutral
- Hard

How do you rate the organization of menus and navigation options?



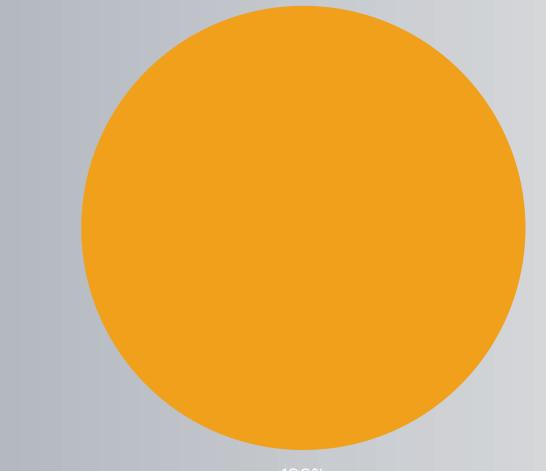
- All right
- Average
- Weak

Do you think the website is well adapted to people with disabilities?



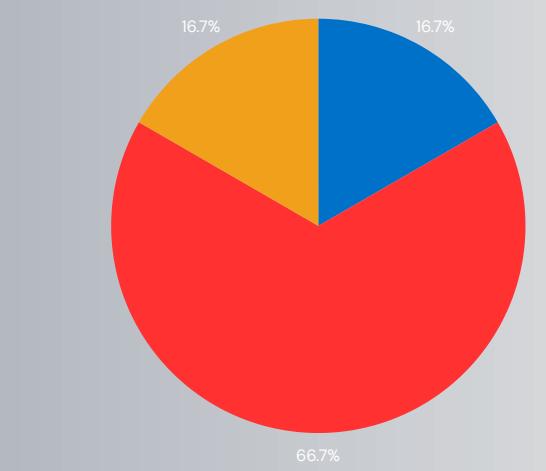
- Yes
- No
- I don't know

How do you rate the visual appearance?



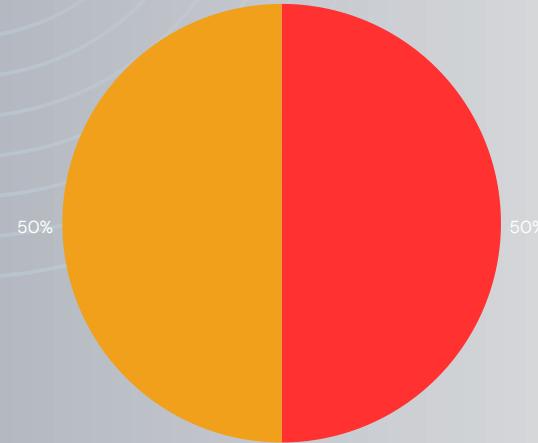
- Attractive
- Average
- Unattractive

Are the colors and fonts used in the interface pleasant and legible to you?



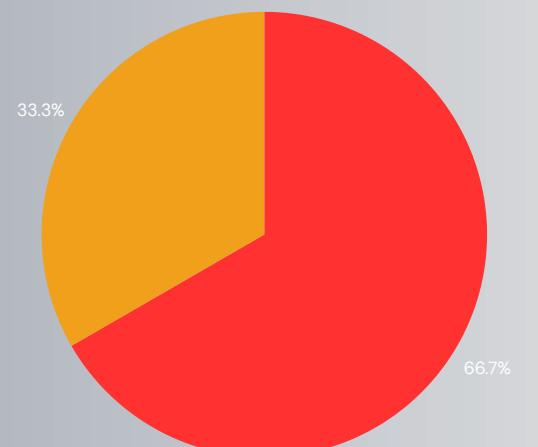
- Yes
- No
- I have no opinion

How do you rate the intuitiveness of the website?



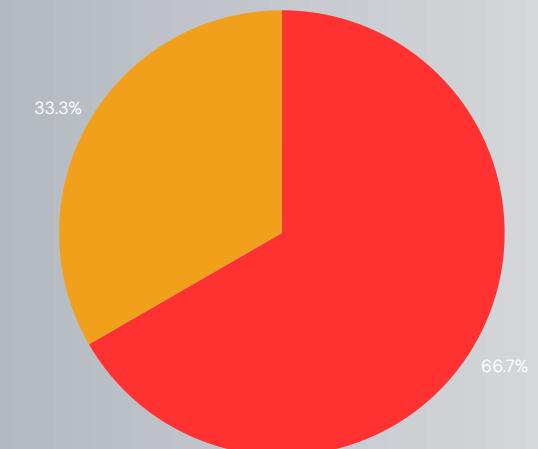
- Intuitive
- Average
- Very unintuitive

Does the interface meet your expectations and needs?



- Yes
- No
- I have no opinion

Are the instructions and help available in the interface sufficient and clear for you?



- Yes
- No
- I have no opinion

PERSONA

A UX persona is a fictional character that represents a typical user of a product or service. Personas are a key element of User-Centered Design because they help you better understand user needs, behaviors and motivations. Thanks to this, the design team can better adapt interfaces, functions and the overall experience to the real expectations of users.

In my opinion, the most efficient stage of creating personas is when we have as much information as possible, then our persona is the most real.



[link](#)

EMPATHY MAP

the main goal is to deepen the understanding of the experiences, emotions, needs and challenges of users for whom we design a product or service.



[link](#)

User journey

Awareness

The user learns about the Verbis system



Searching for information

View available information such as class schedule, teaching materials, etc.



Seeking help

A user encounters a problem, visits the help section, and finds no help.



Registration and login

Logs in to your account



Daily use

The user uses the system every day, checking the class schedule, materials, messages from the dean's office, etc.

In the meantime, you may encounter problems with navigation or visual appearance.



End of use

The user stops using the system, e.g. after the end of the semester or graduation.



FLOW MAP

They are an invaluable tool in UX/UI design, helping to understand and optimize user interactions with products. They enable the creation of more intuitive and effective user experiences, improve the design process and team communication, and support making informed design decisions.



[link](#)

WIREFRAME

This is a basic, simplified visualization of the structure and layout of a website or application. It is a key tool in the UX/UI design process that helps define content hierarchy, element placement, and functionality before detailed graphic design or programming begins. Wireframes serve as a working sketch on which further development of the project is based.



[link](#)

DESIGN SYSTEM

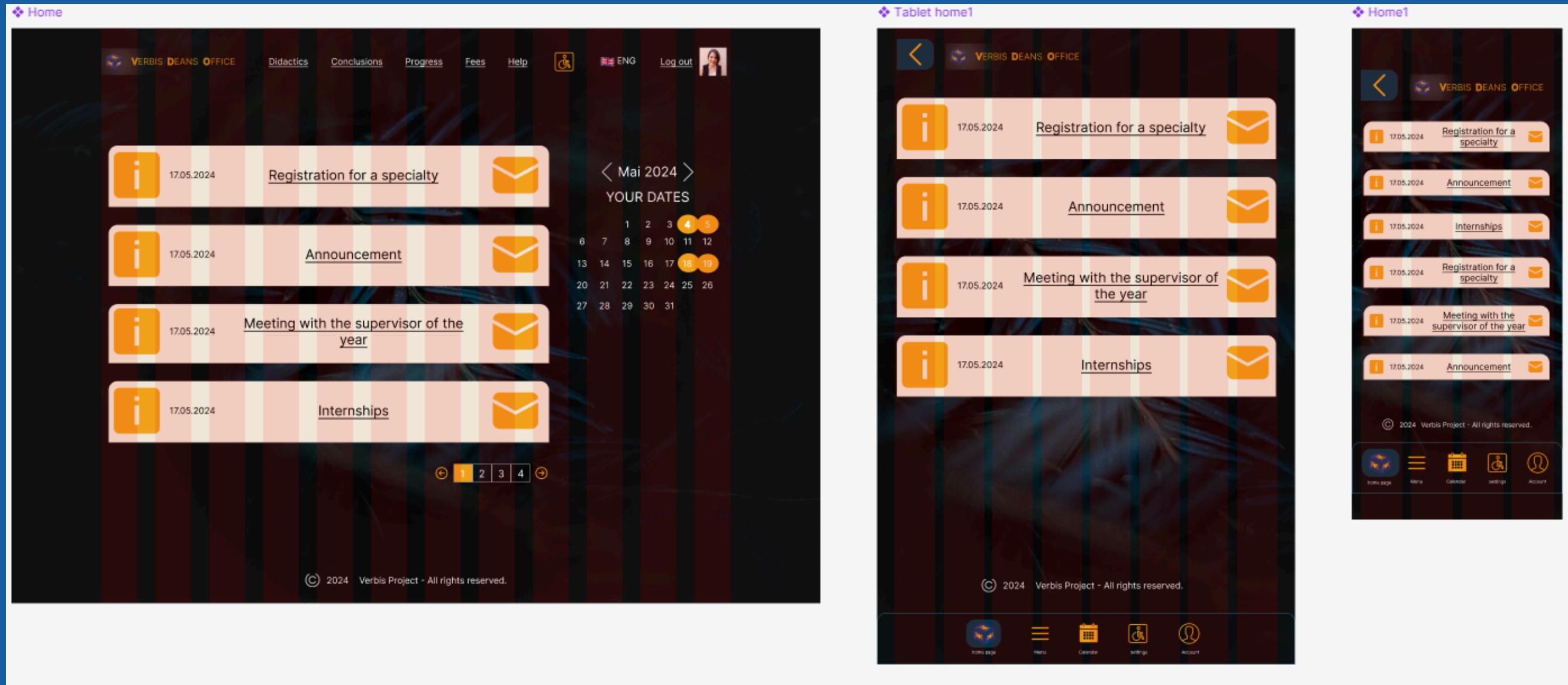
Design systems are the foundation of modern UX/UI design. They are an indispensable tool for companies that strive to optimize design processes and ensure the highest quality of their products.



[link](#)

RESPONSIVENESS

Responsiveness is a key element of modern UX/UI design, ensuring that users have access to a consistent and intuitive experience across any device. Grid systems play a central role in achieving responsive layouts, allowing you to effectively manage the placement of content and components at different resolutions.



Columns 12

Stretch

Gutter 32

Margin 160

Columns 8

Stretch

Gutter 16

Margin 32

Columns 4

Stretch

Gutter 16

Margin 16

Mockup

It is a realistic, visual representation of the design that shows what the finished digital product (website, mobile app, user interface) will look like.

Mockups are not interactive, but present the exact visual appearance of the elements, colors, typography and layouts that will be used in the final product. They are more detailed than wireframes and less detailed than prototypes, which can be interactive.

The final mockup is used as the basis for creating an online store prototype that will be tested with users.



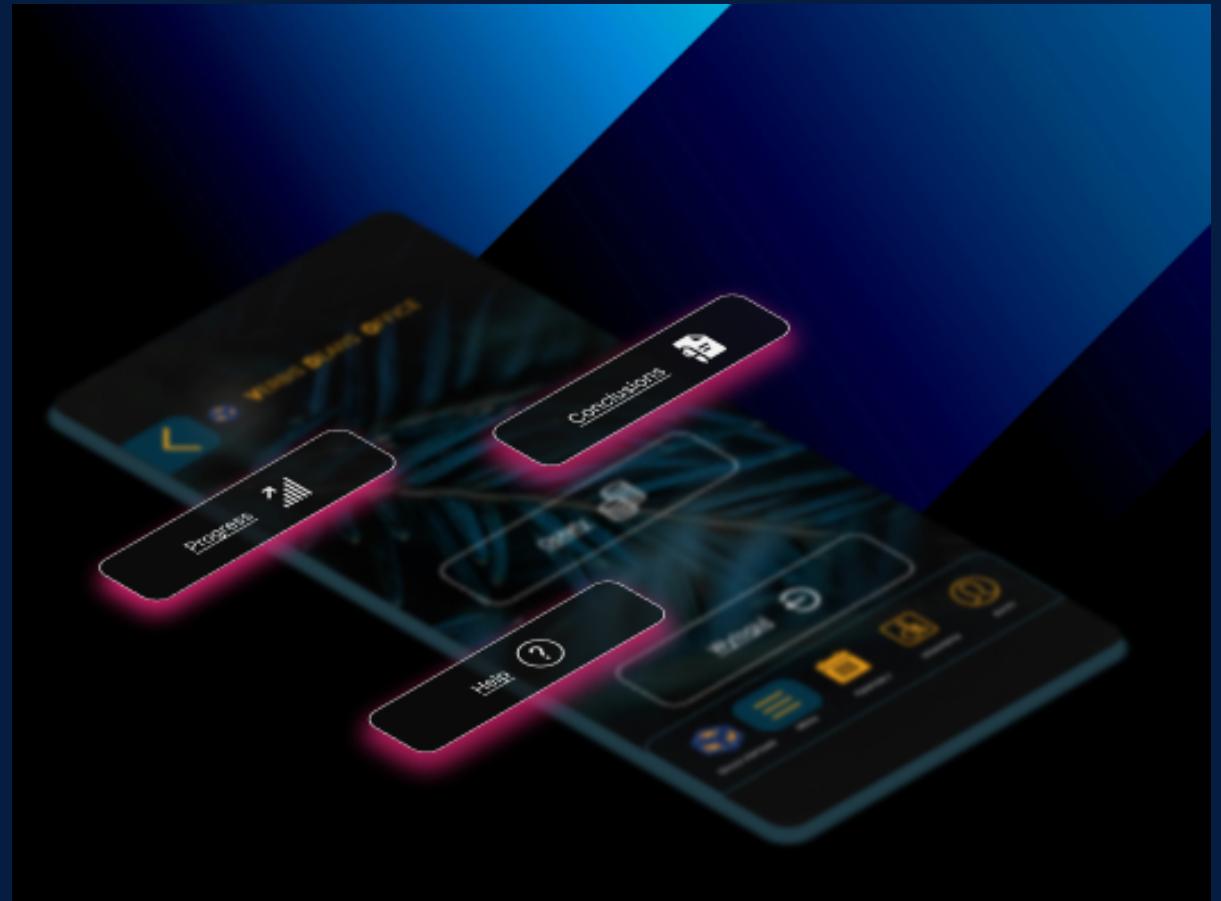
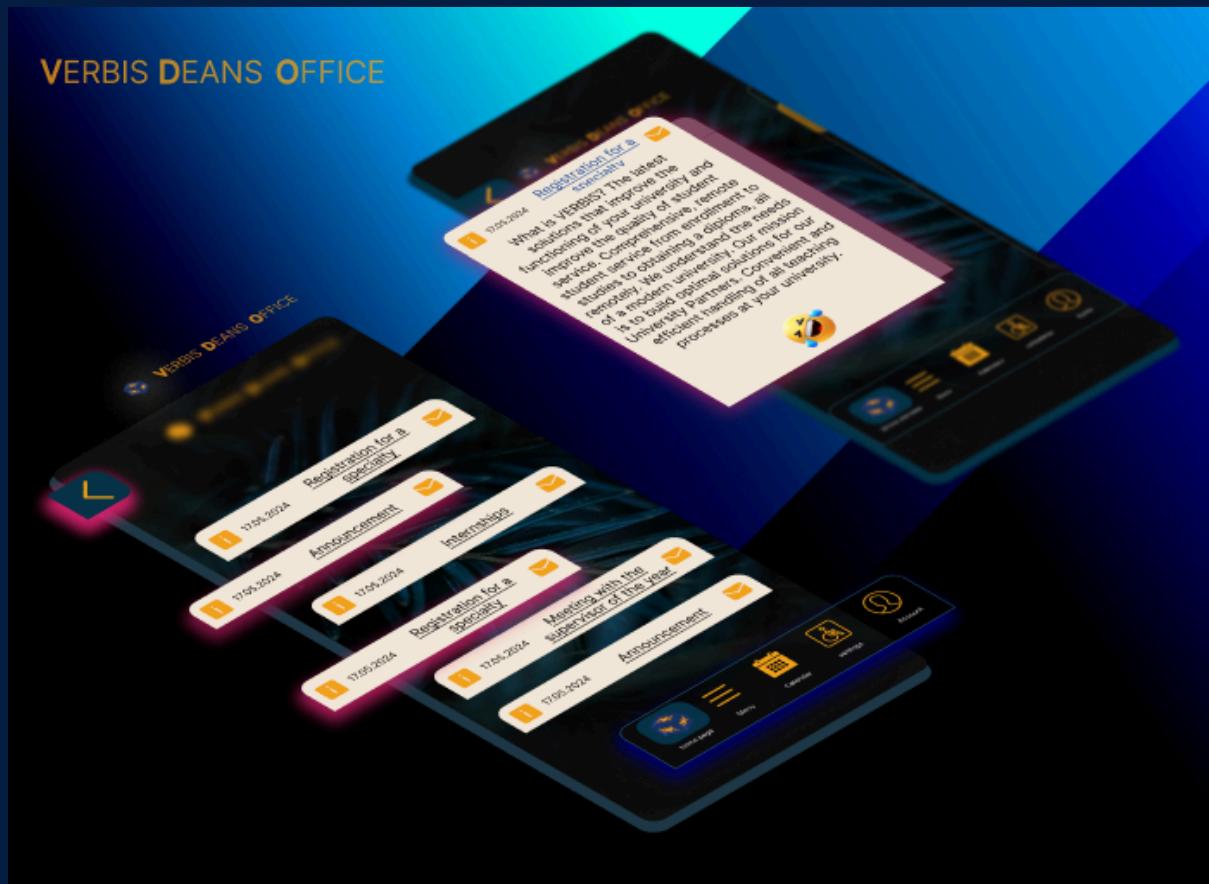
Mockup

Desktop



Mockup

Mobile phone



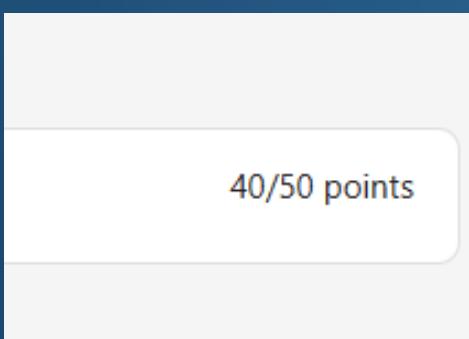
PROTOTYPE

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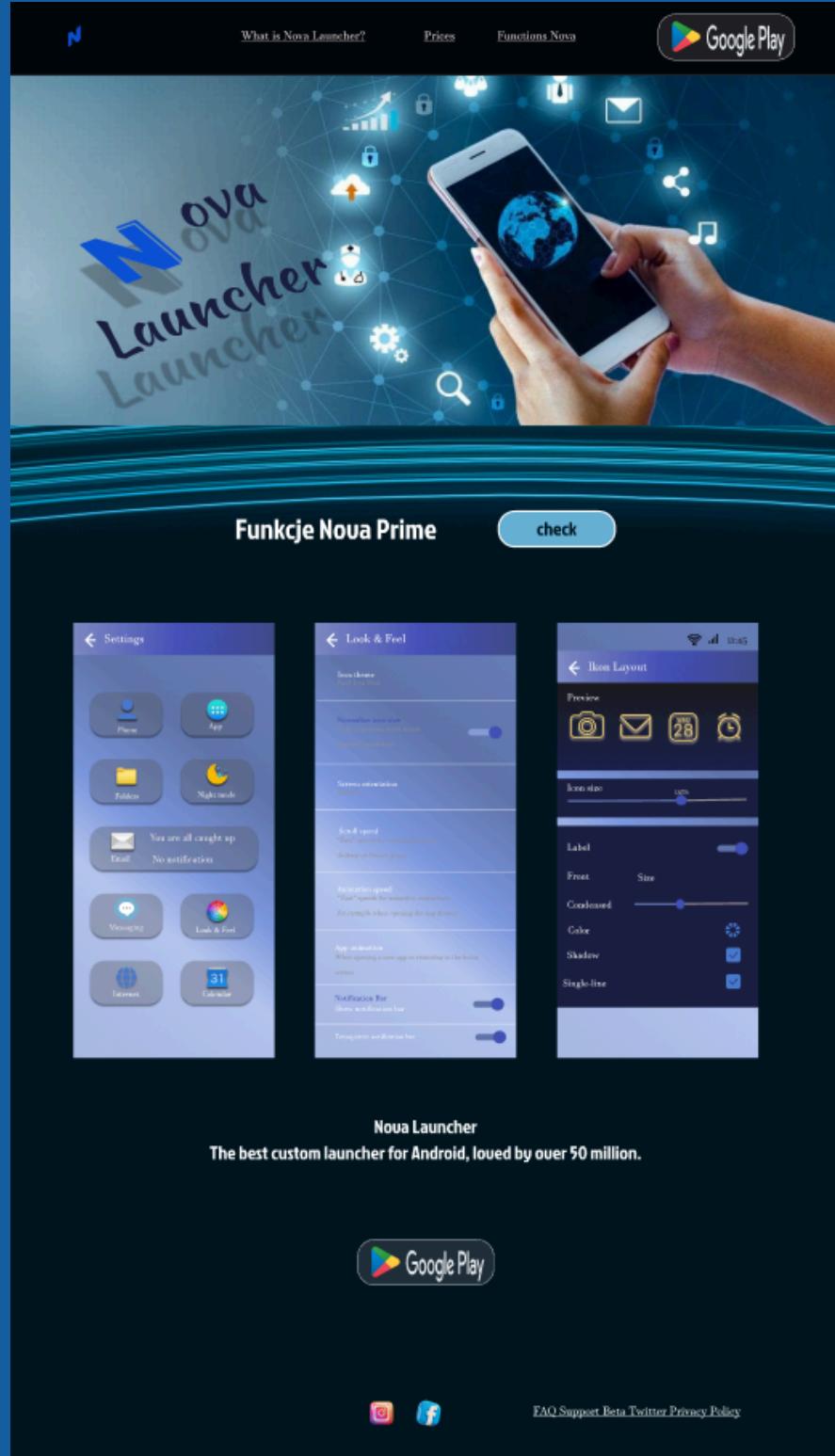


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GRADE



REDESIGN OF THE SELECTED HOME PAGE



Nova Launcher is one of the most popular launcher apps available for Android. It is used to personalize and customize the user interface on mobile devices.