Atallah Mustapha

UI/UX Designer Ooredoo Tunisia

About me

I'm passionate about the user experience and I believe there's an entire psychology behind it , creating the user persona , his pattern and how he will behave has been my focus these past few years . Also, understanding the Web and App architecture/development(mobile engineering background) has really helped me understand and optimize my designs. Please check the following projects and feel free to reach me !

My Ooredoo Application

Date 2019 – 2020

Project : I was part of the UX/UI design team to Build My Ooredoo 5.1 using the new system design Sahl (proposed by Ooredoo group) . This version is live on stores (App/play):

https://play.google.com/store/apps/details?id=tn.com.tunisiana.android.maTunisiana&hl=fr

Activity:

- Adopt the Sahl Design system
- Adding the unlogged space for guest users to entice them to login or subscribe to notifications
- Adding the customization layer with the profile management + line management
- Adding the possibility for user to pay his bills
- Coordination with the developing team with every feature
- User Testing & usability before going live on every feature
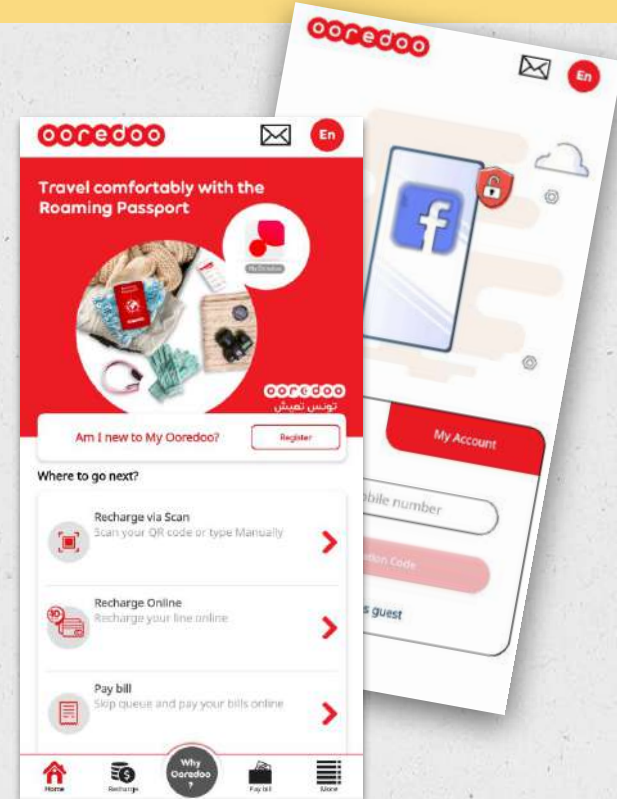
Dealer App

Date 2021

Project : Digitalizing features for B2B (from an old website)

Activity:

- Creating from scratch the user interfaces
- Collaborating with the Development team to ensure an optimized version
- Meeting with the business team to write the specifications and covering all the use cases

Design Goals

- The OTP login was a must because the users will usually use their phones to login
- The brand related applications (footer of the splash screen) was to enhance the brand awareness
- We've added later the email address as a login options (after getting multiple feedbacks from user testing)
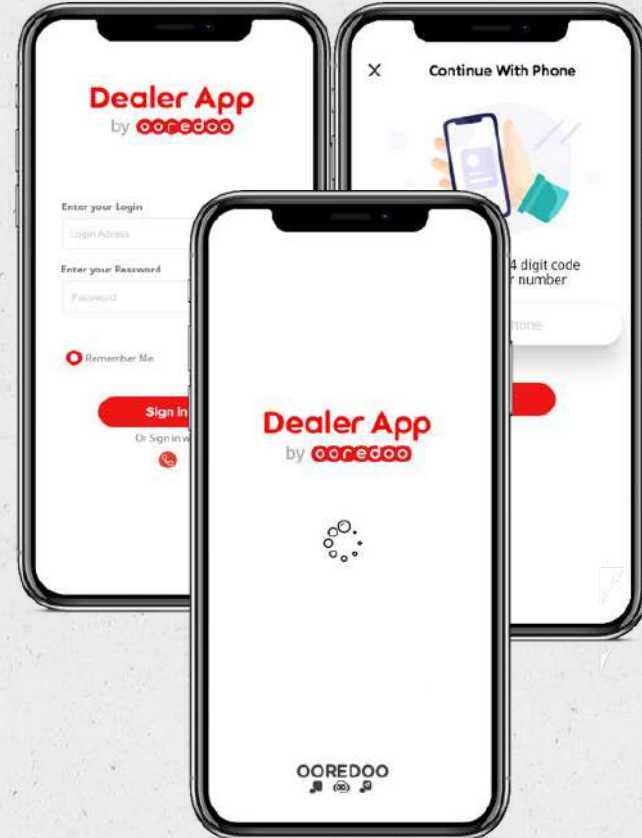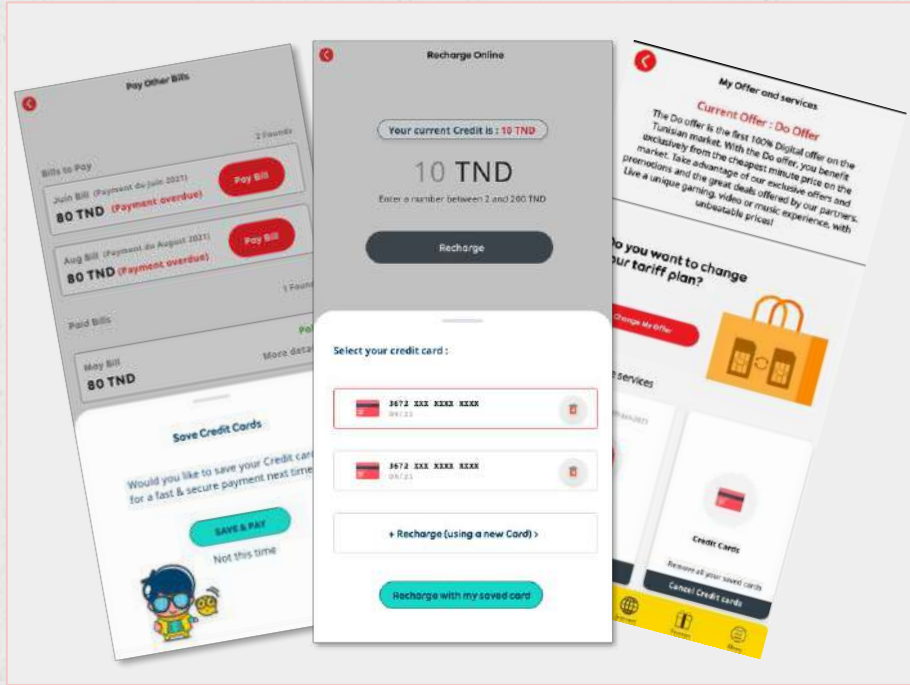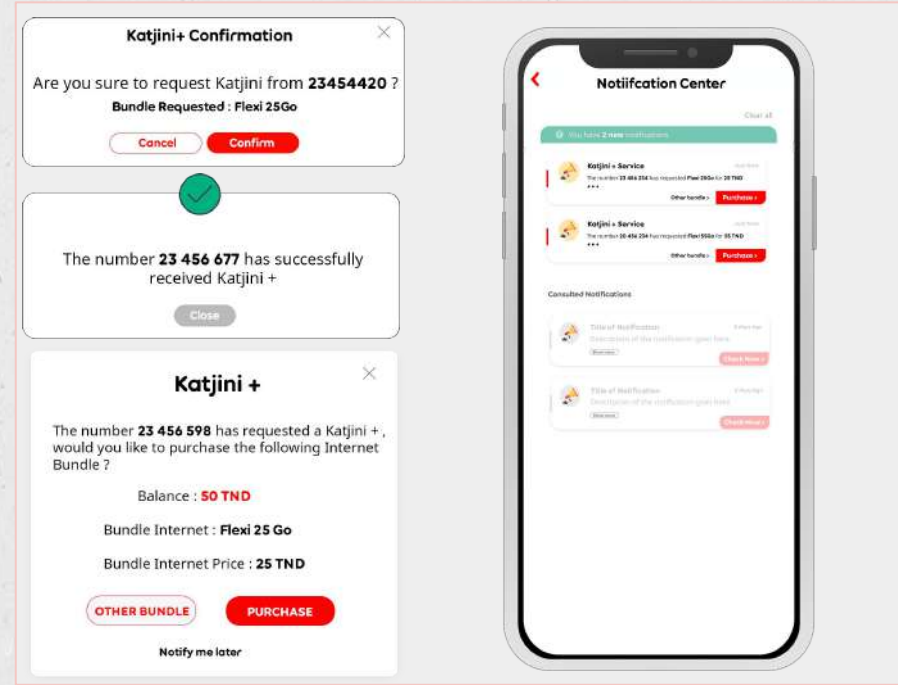
Credit Card Save in My Ooredoo
Date 2021

Creating A notification system for the Feature Katjini
Date 2021

Based on other apps benchmarks , we've come up with an optimization to save the credit card information and to re-use it in each payment

A Complicated feature that needed some education for the customer to use . the UX was to guide the user through notification step by step .
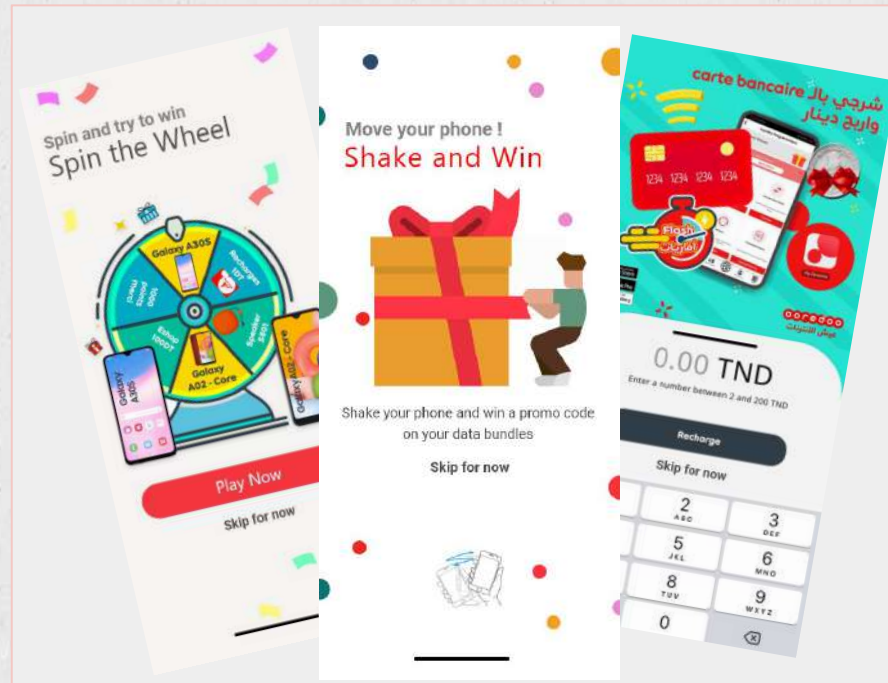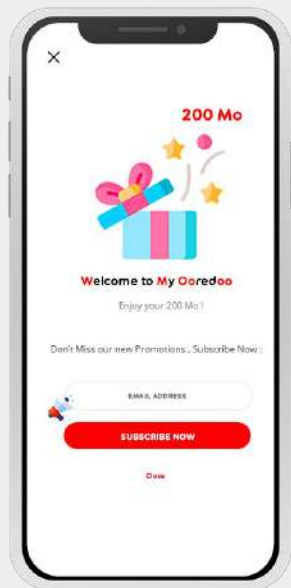
App Rating from 3.7 to 4.1 in 2 weeks (My Ooredoo Tunisia)
Date 2021

With the new app update (Dec 2021) , our App rating was 3.5 (daily avg) With the implementation of the 200Mo update we've jumped to 4.1 in 2 weeks .

Promotions & Games
Date 2021

Our Objective was to boost the monthly active users on our App , we've come up with different games to increase engagement and keep the user hooked + Collaborating with the Care team to create surveys .

A/B Testing with Simple Banners (in My Ooredoo)
Date 2021

A/B testing : Display the banner for the A segments on home page with direct purchase , Hiding the banner for the B segment and adopting later to the better conversion rate .
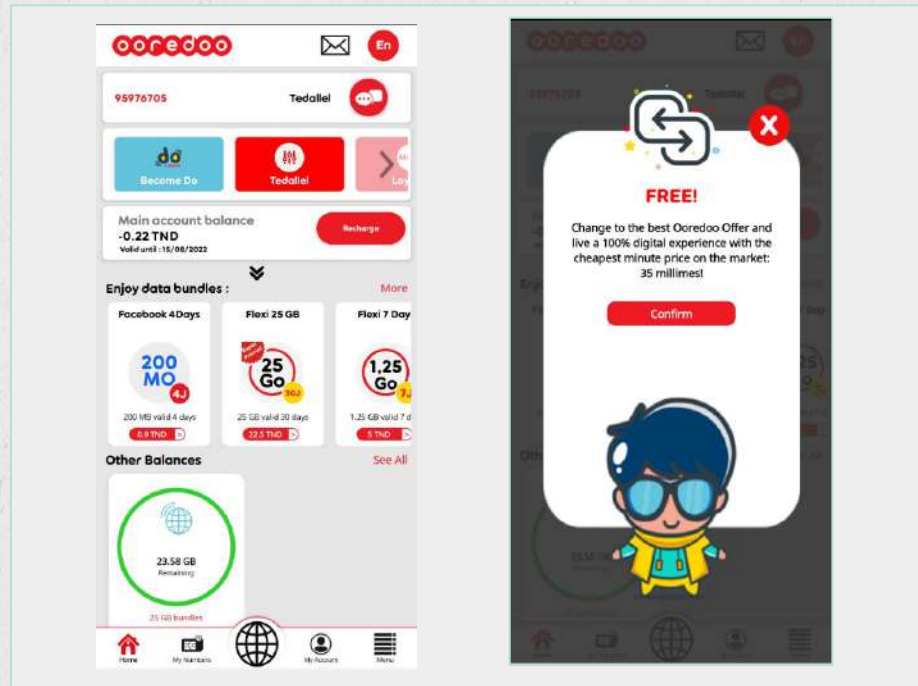
A/B Testing with popup
Date 2021

A/B testing : Display for the first variant the popup each day to migrate + the shortcut , the second variant only display the shortcut . And adopting later to the better conversion rate
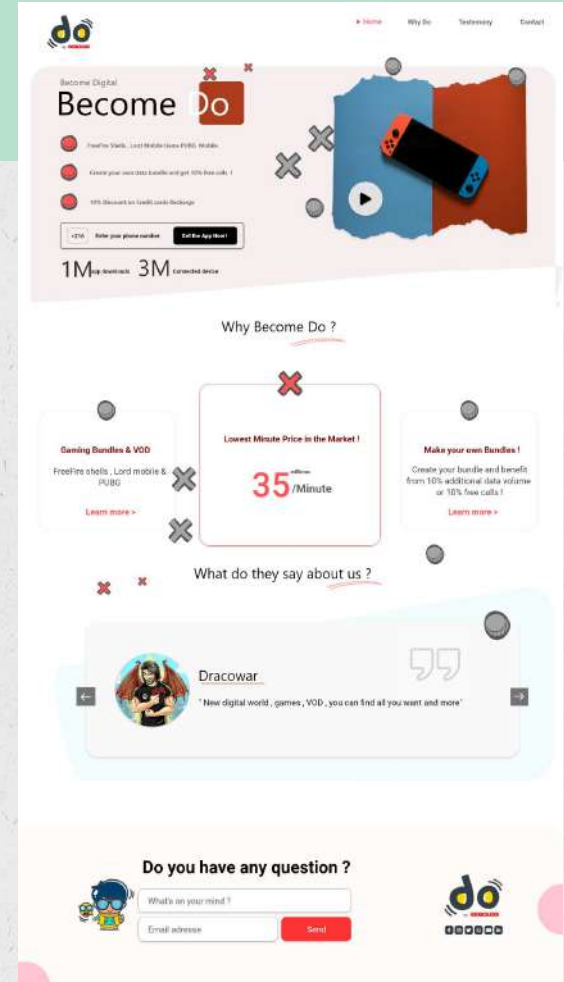
Landing Page Do (1/2)

Date 2021

Project : A Big Launch of the new Digital Offer

Activity:

- Create the landing page for the Do offer

- Use different CTA & Highlight the offer features

- Desktop Feature: when the user lands on the page using the desktop , the CTA will change to "enter your phone number and get a link to the App"

- Mobile Feature : when the user lands using his mobile ,

 He will simply be redirected to the play store/app store

Landing Page Do (2/2)

Date 2021

Project : A Big Launch of the new Digital Offer

Optimizations in UX :

- We've added the customer testimony with major influencers in Tunisia to Boost the user engagement
- Added the Feedback sections to collect questions and reviews in order to optimize.
- We've changed the language used to Arabic (following one of the review) this had reduced our bounce rate on the landing page .
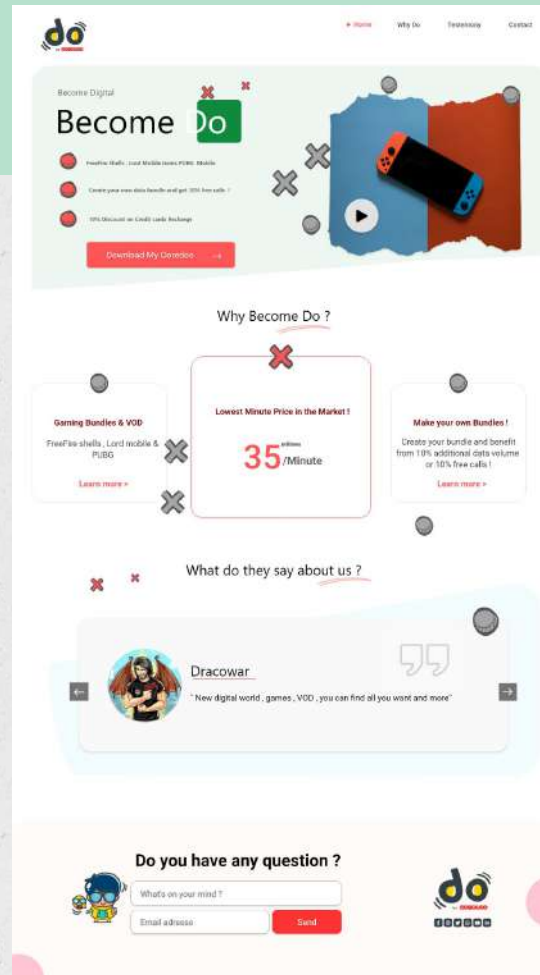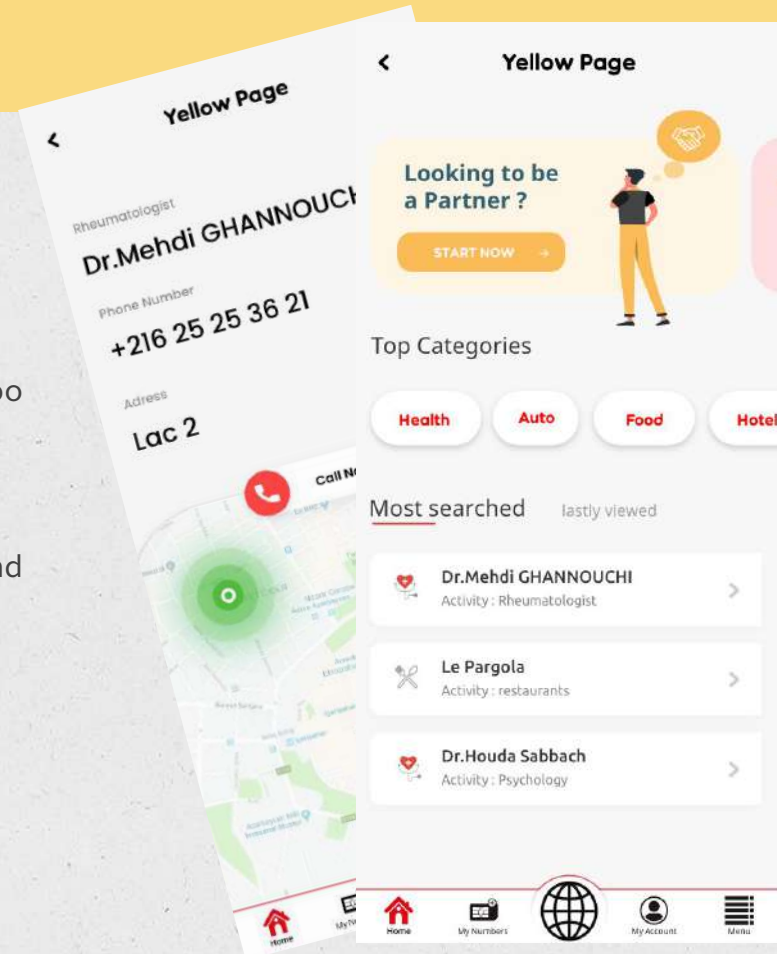
Yellow Page App integration

Project : Building the Yellow page app (Contact Book)

For Ooredoo .

Activity:
- Digitalization of the Contact Book of All Ooredoo Partners
- Proposing a new features based on the client's Search results and suggestions .
- adopting the flat Design for the used banners and illustration .
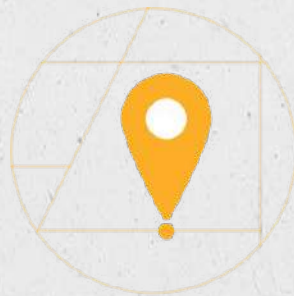- Adding the locations service & Call Now feature

Contact information

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Thanks for your time !