

Atallah Mustapha

UI/UX Designer Ooredoo Tunisia

Profile

During the past 3 years at Ooredoo Tunisia , I worked from large-scaled project to fast paced optimizations, And I was able to deliver live used products for our customers . Keeping in mind a user centric approach and adopting the design thinking along all project phases :

Feasibility: it was second nature to me as I have a technical background and understanding of mobile apps and websites.

Viability: Ensure that the functionality will have added value for Ooredoo's business.

Desirability: Keeping a user-centric approach in all flows and journeys.

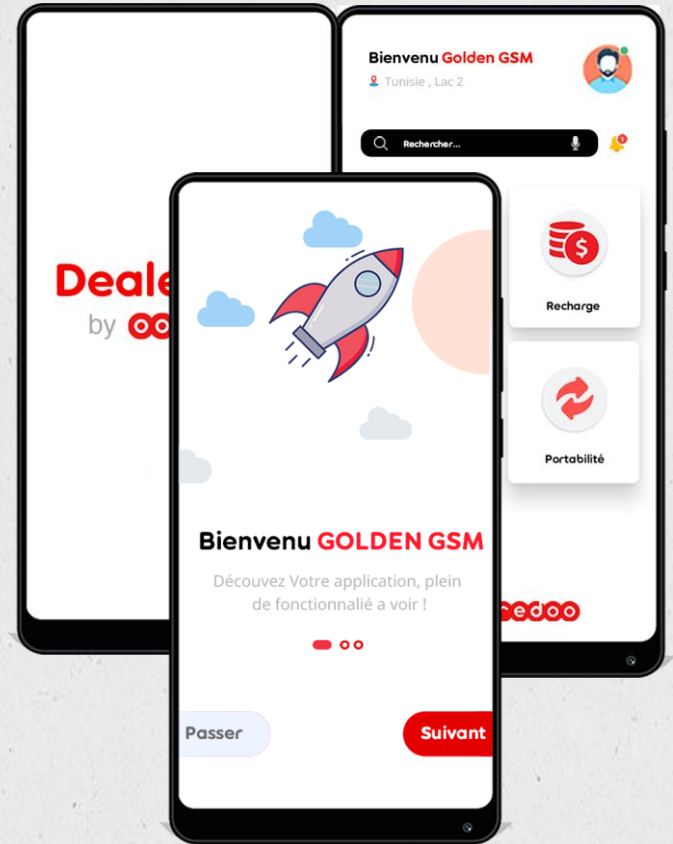
Dealer App B2B (1/2)

Activity :

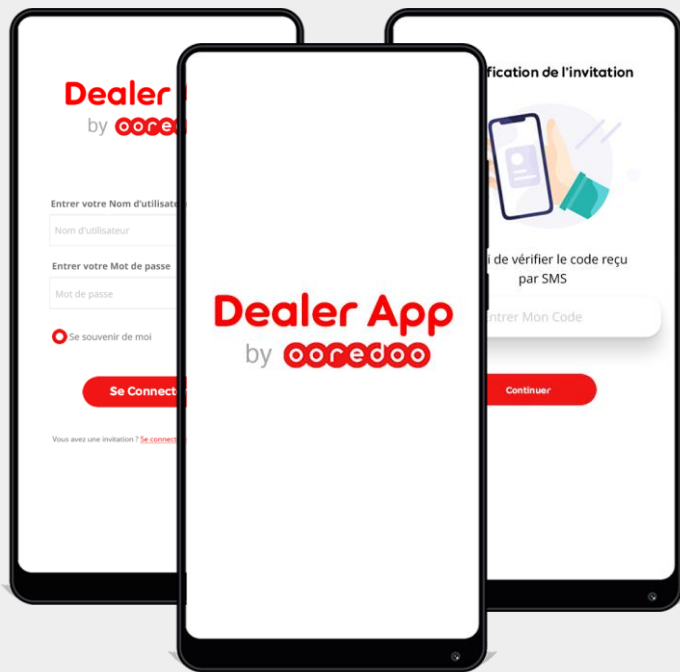
- Collaborate with the business team to define the user stories
- Construct UI pages and wireframes .
- Conduct user testing
- Create an interactive prototype
- Optimize the user experience in each step

Challenges :

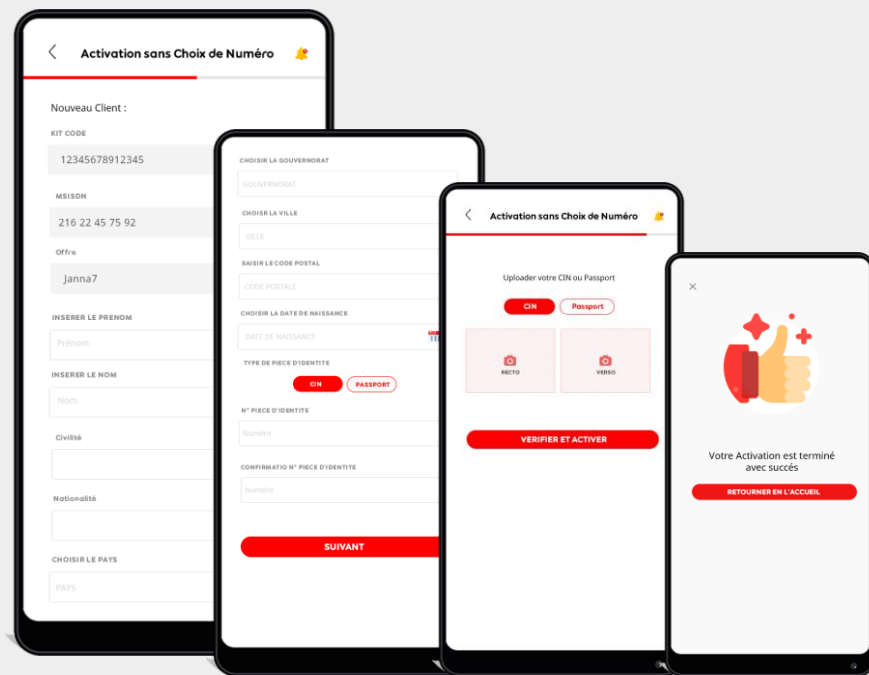
- Optimizing the design while keep a fast app loading
- Securing the login for users



Dealer App B2B (2/2)



Authentication screens



Activation 4G products

My Ooredoo mobile App (1/3)

Activity :

- Took part of user research
- Ensure the delivery of : user persona , wireframes and user flows
- Build UI pages for Mobile and tablets
- Ensure user testing
- Optimizing the user experience

Challenge :

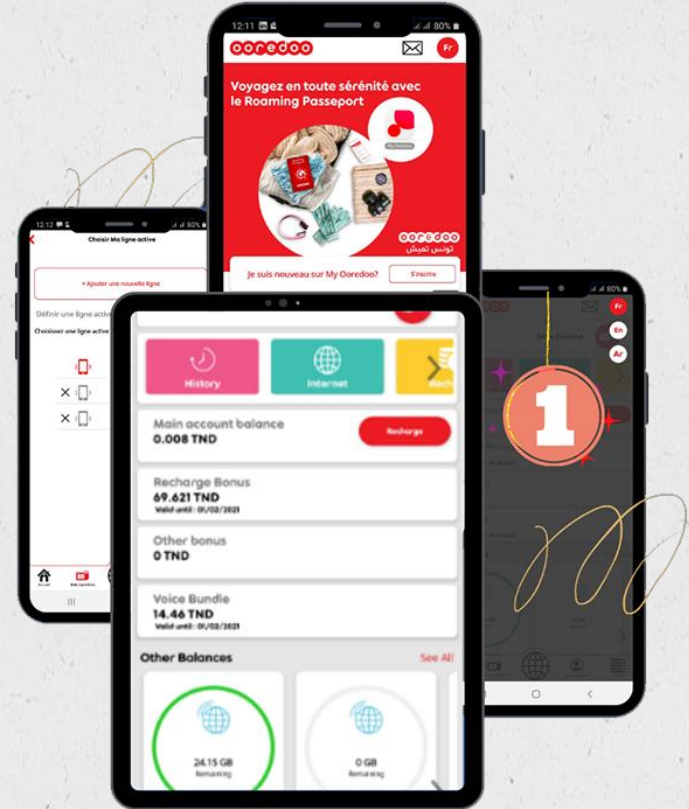
- Ensure the conformity of graphical elements to the graphical

Chart of Ooredoo

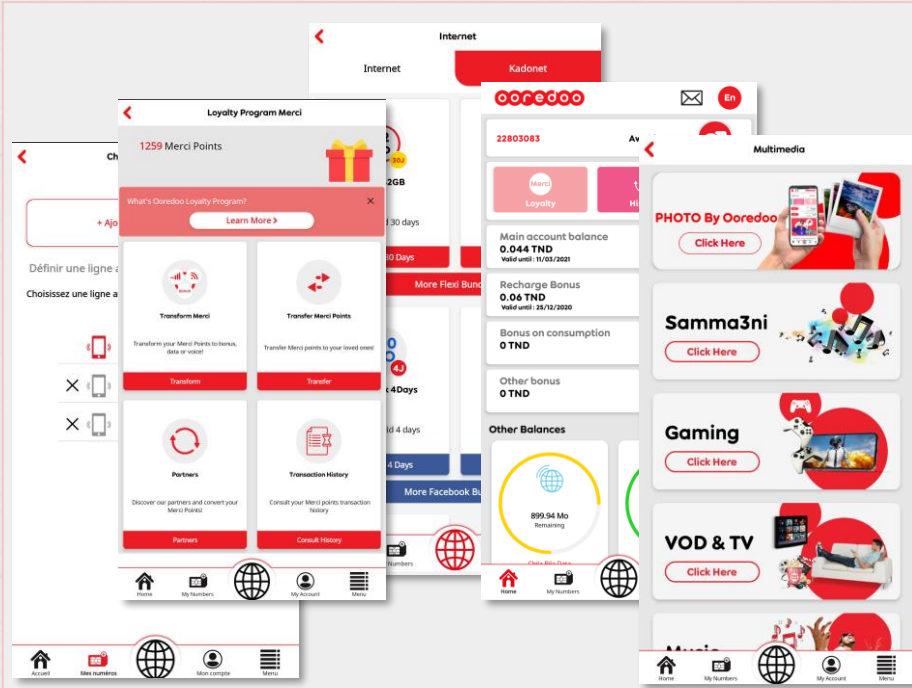
Achievement :

My Ooredoo Tunisia Application (+5M download in play store):

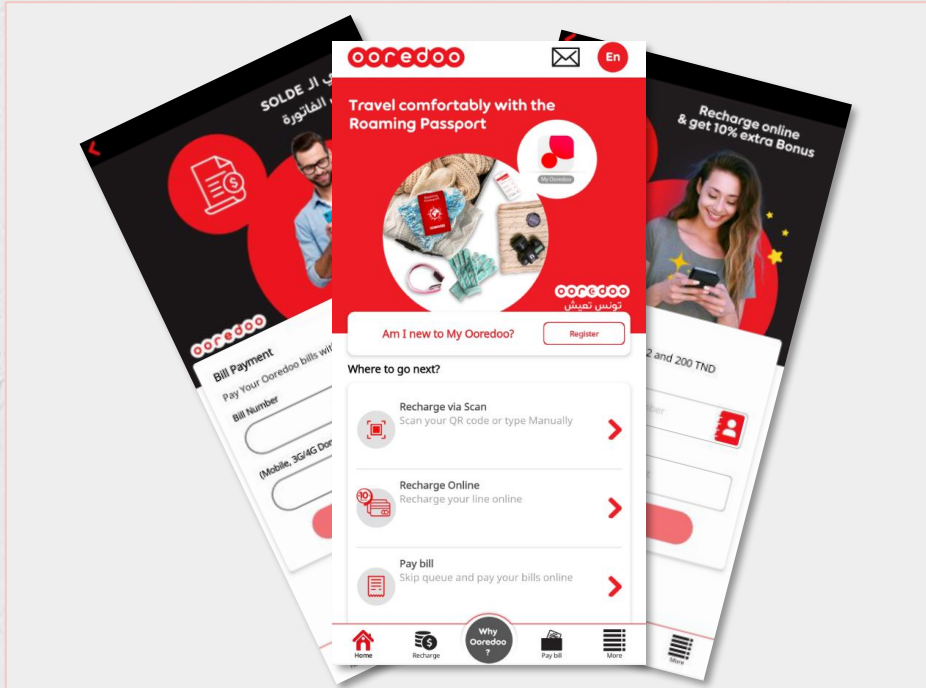
<https://play.google.com/store/apps/details?id=tn.com.tunisiana.android.maTunisiana&hl=fr&gl=US> .



My Ooredoo mobile App (2/3)

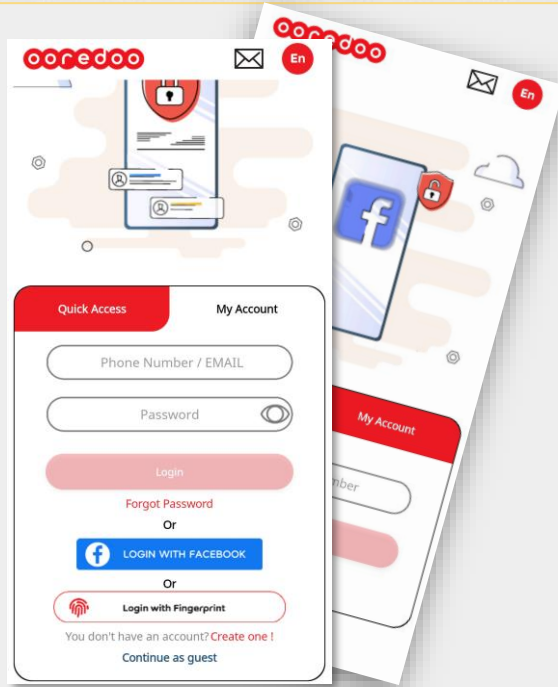


Product pages, Loyalty Program and home page

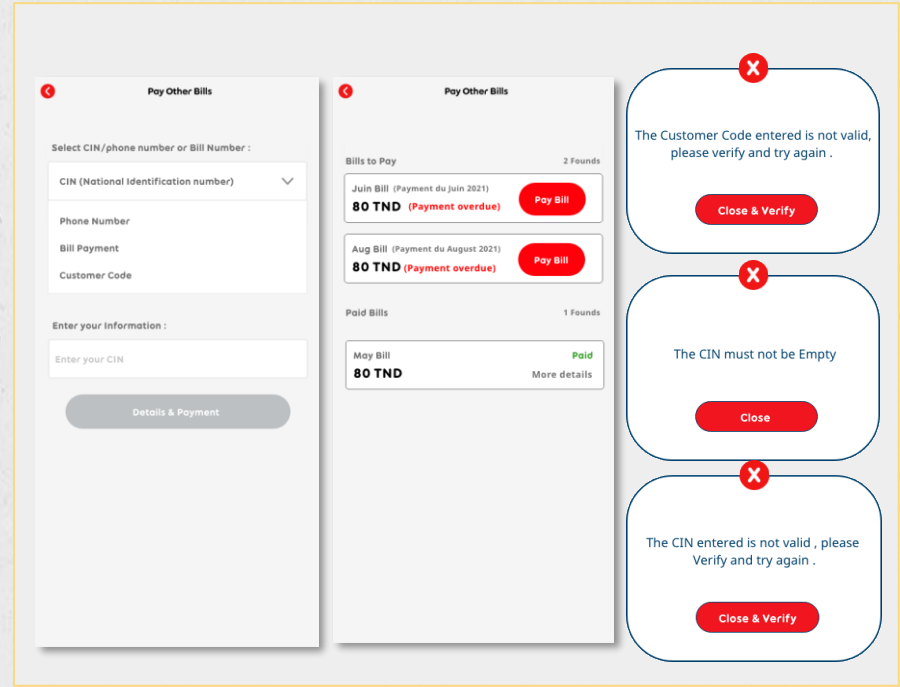


Create an unlogged space to boost signups for non customers

My Ooredoo mobile App (3/3)



Add Multiple login Methods



Optimize the bill payment flow

Increase the rating of the mobile app (1/2)

Activity :

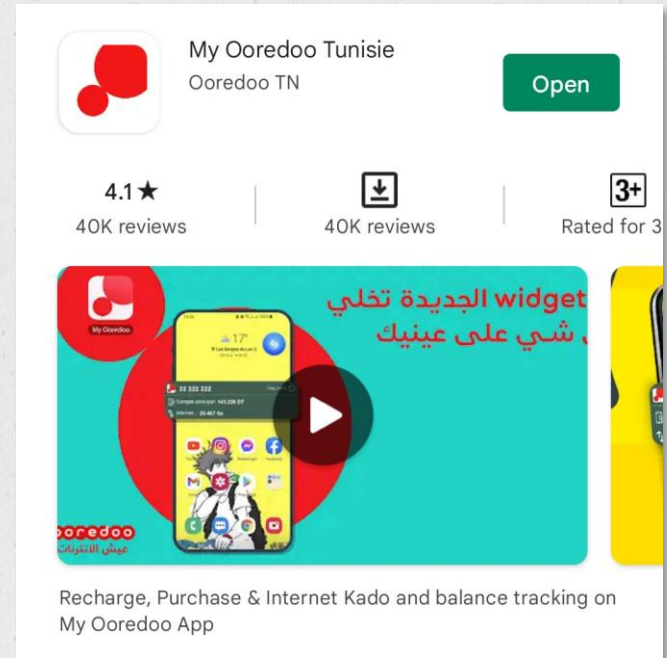
- Create my Ooredoo widget
- Plan the actions to be taken with the project team
- Prepare the new screenshots of the mobile application on the store
- Record an educational video to encourage users to download the new version of the app

Challenge :

- Lead a diverse project team: developer, tester, customer support team and a product manager

Achievement :

- From a score of **3.5** to **4.1** in 2 weeks



Increase the rating of the mobile app (2/2)



Create a new mobile widget to simplify the balance check



Creation of an update popup to encourage users

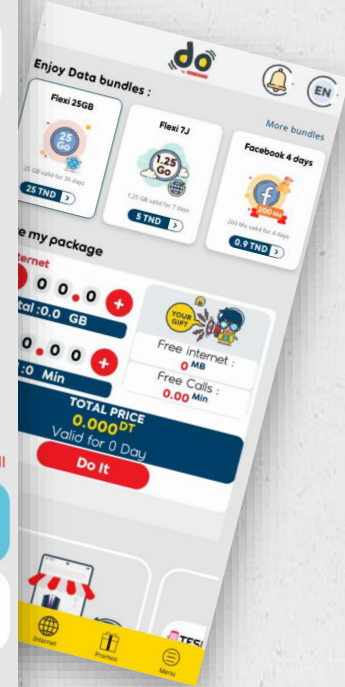
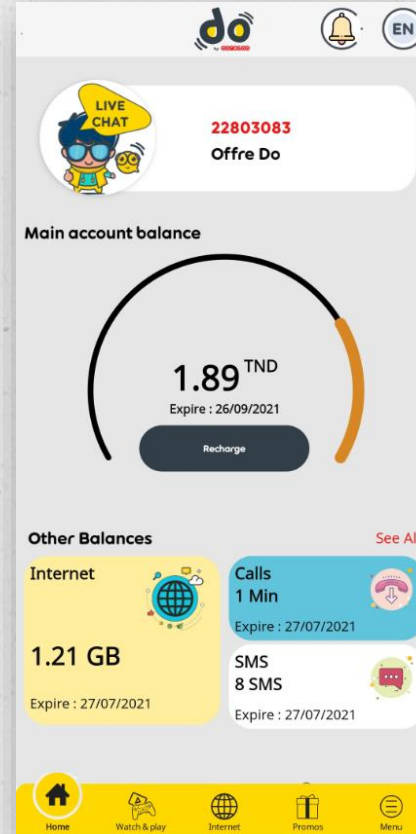
Digital Offer Launch – mobile App & Landing page 1/3

Activity :

- Ensure Persona / Storyboards / user flows
- Build Wireframes
- Create UI pages for Mobile app
- Design the Landing page
- Prepare the list of KPI's to track and report

Challenge :

- Creating a new UI kit from scratch



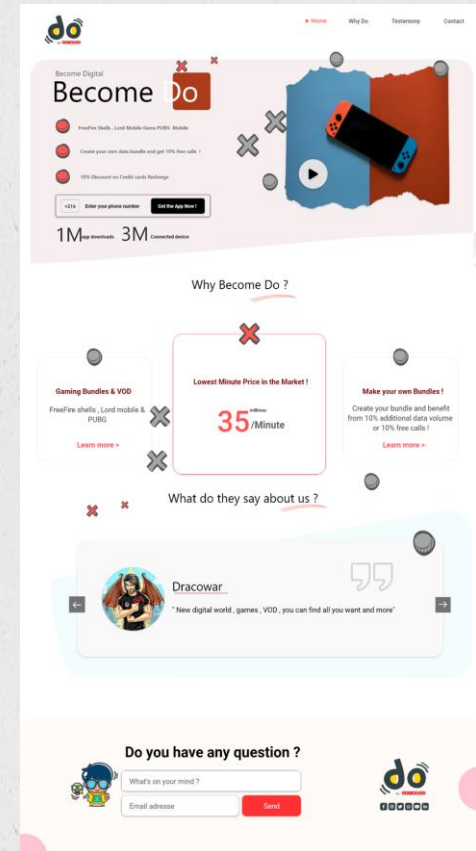
Digital Offer Launch – mobile App & Landing page 2/3

Activity :

- Test different CTA in the landing page
- Ensure a responsive design

UX Optimization after testing:

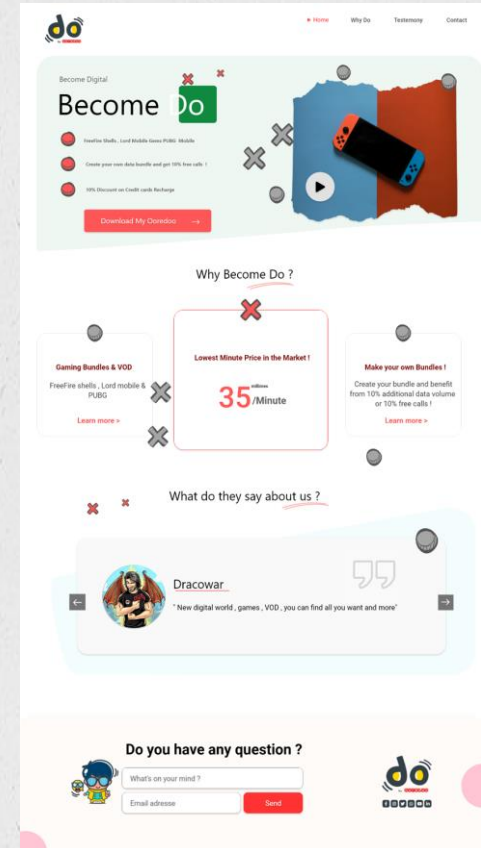
- **Optimize desktop version:** when landing via desktop, the CTA will directly change to “enter your phone number and receive the app link via SMS”.
- **Optimize mobile version :** when landing via mobile, CTA be change to "get your app" and the user will be redirected directly to the respective store
- Add the feedback section



Digital Offer Launch – mobile App & Landing page 3/3

Adaptations:

- To build more trust in the brand, we've added customer testimony from major Tunisian influencers
- To reduce rebound rates, we've changed the language to arabic



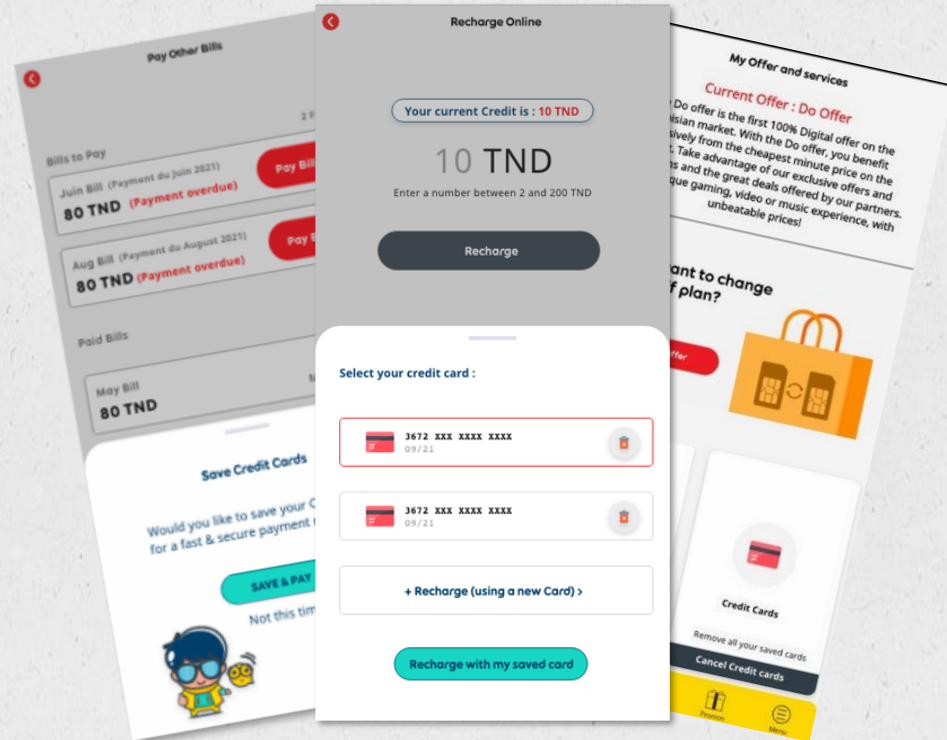
Optimize the Credit card payment on digital channels

Activity :

- UI & Prototypes
- Conduct user testing
- Analyze pain points in credit card payment encountered by customers

Adaptation et Changement :

- Based on surveys and evaluations of other applications, we have implemented the optimization to save credit card information and reuse it for every payment on the e-commerce and mobile app



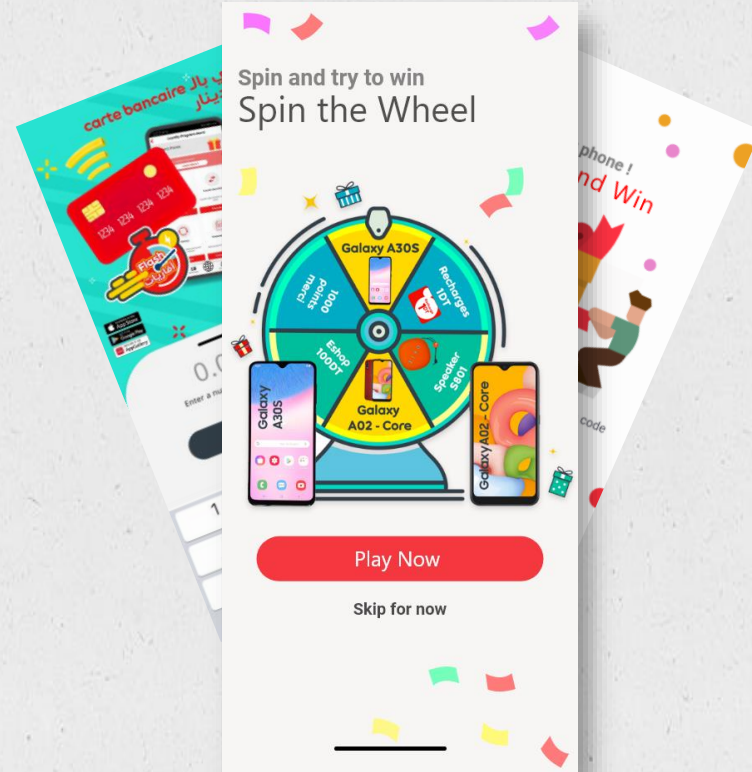
Propose a new Game inside the Mobile app

Activity:

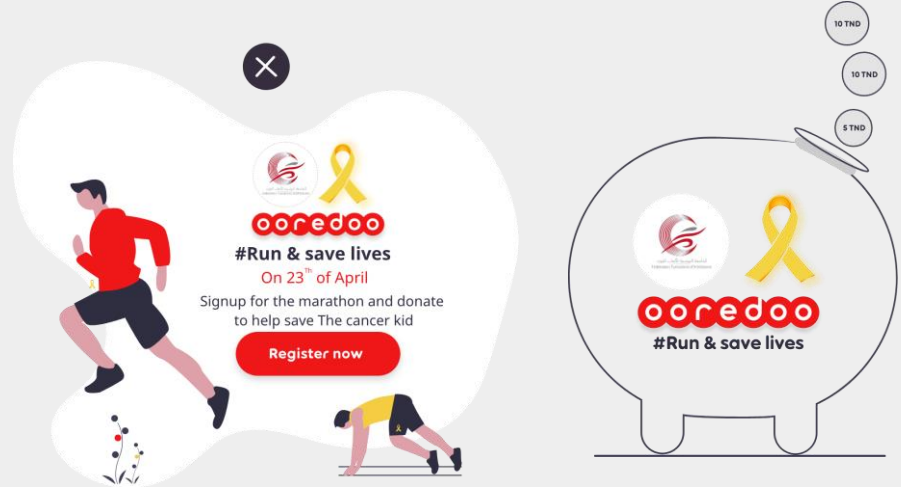
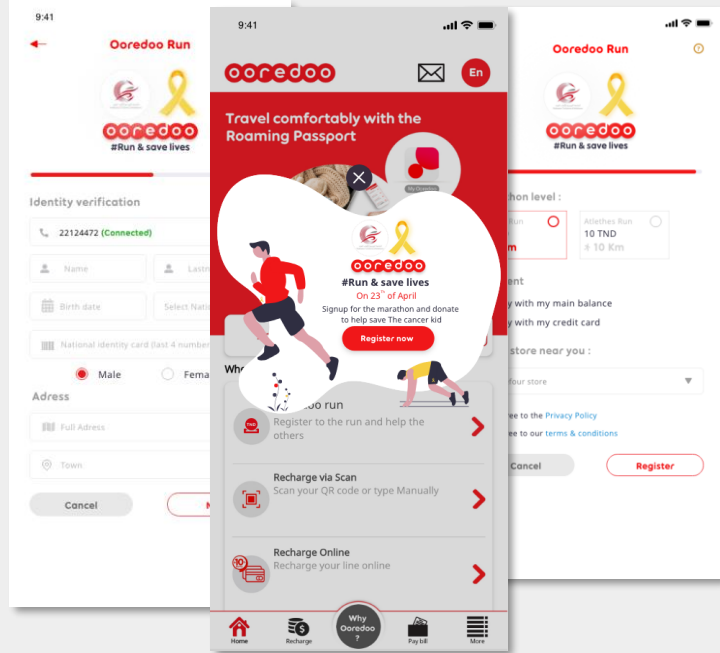
- Work on interactive design
- Wireframes and user flows
- User testing
- Survey

Achievement:

200% increase in monthly active users of the application in 6 months

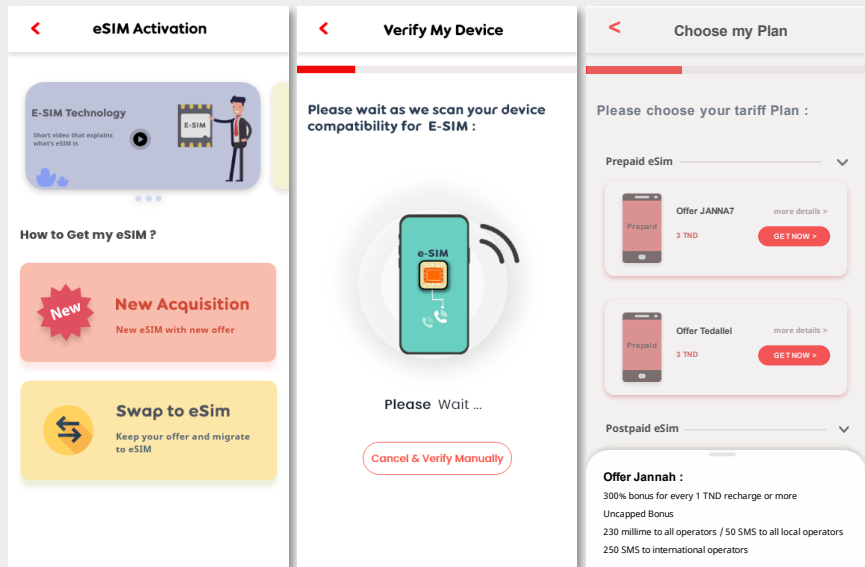


Other Projects

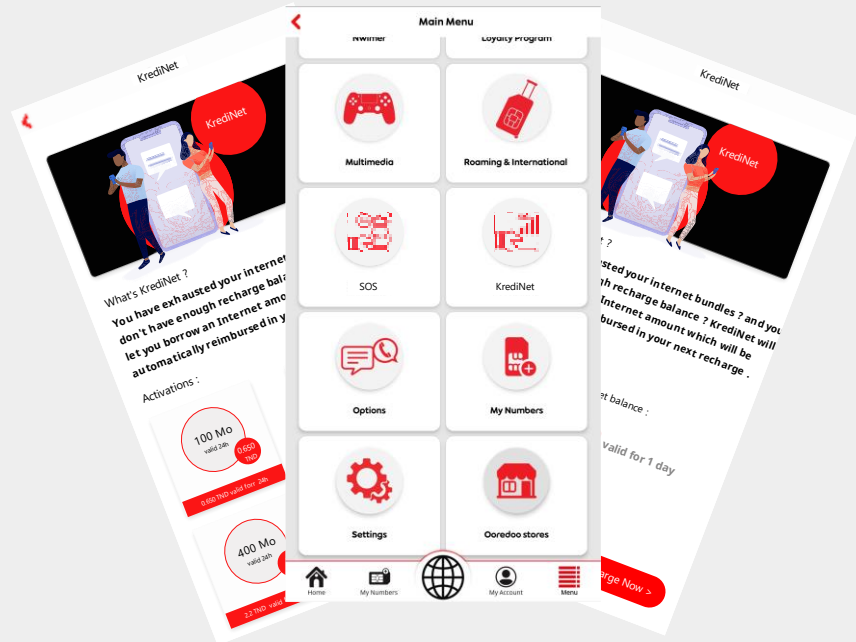


CSR Project : Ooredoo Run

Other Projects

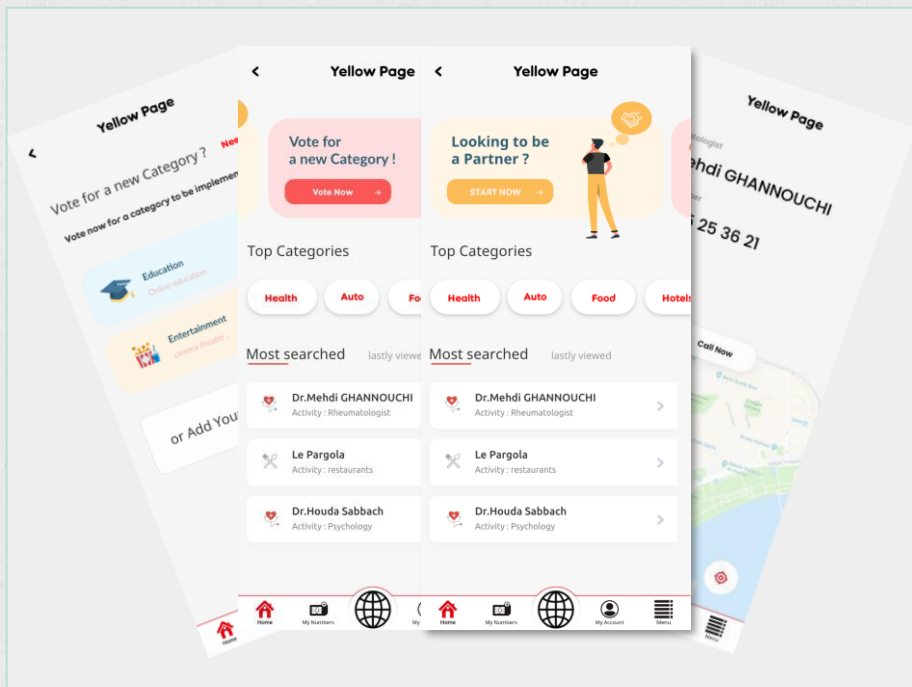


UI/UX E-SIM

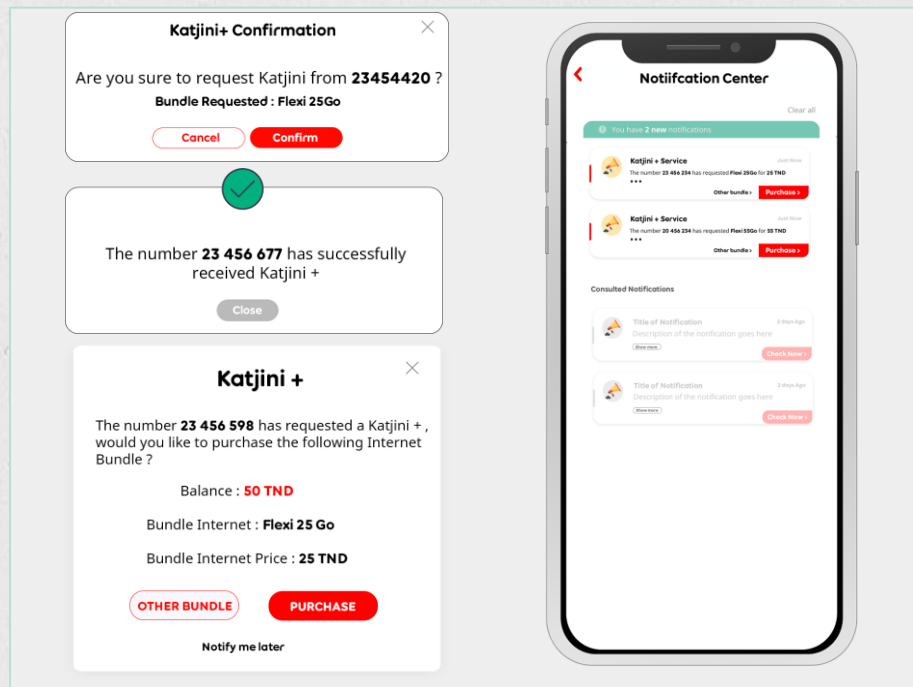


UI/UX for borrowing data

Other Projects

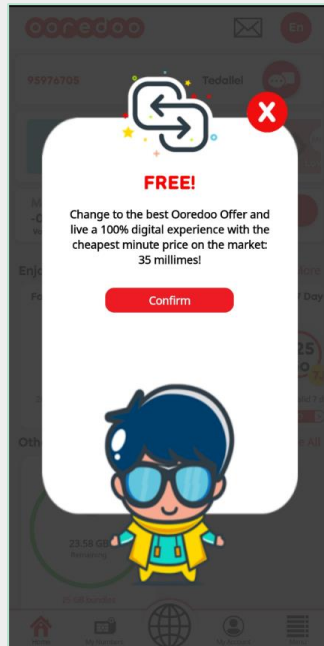
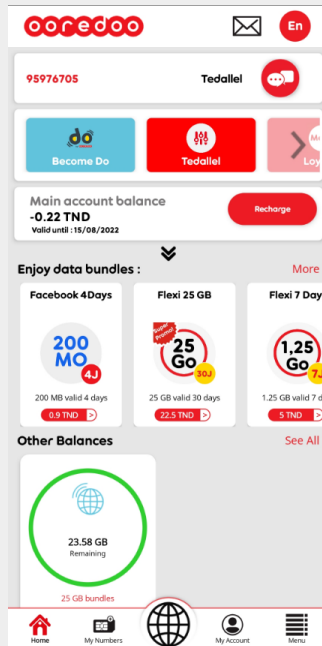


Yellow Page



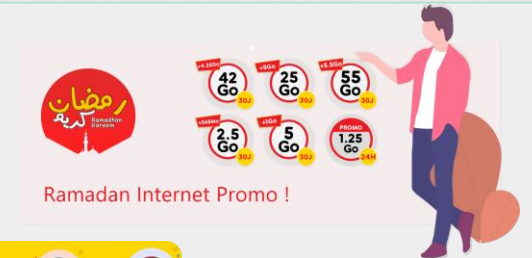
Requesting Data from other users

Other Projects



A/B Testing Offer Migration

- Variet A : quick access
- Variet B : popup



Promotionnel banners

Contact



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Thank You !