

# BANGGOOD REDESIGN

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supervised by:  
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# Hci project

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## PROBLEMS IN OLD DESIGN:



### 1. Weak Brand Communication

- No clear value proposition is presented to the user.
- The slogan is generic and placed at the bottom with low visibility.

#### Impact:

Users do not immediately understand the app's purpose.



### 2. Poor Visual Hierarchy

- Logo, illustrations, and text compete for attention.
- No clear focal point on the screen.
- Elements are not arranged to guide the user's eye.



#### Impact:

The screen feels visually unstructured.



### 3. Low Readability

- Text contrast is weak.
- Font size is small and placed too far from the main visual.



#### Impact:

Users may ignore the text completely.



**After**



**Before**



Global leading online shop

## IMPROVEMENTS IN THE NEW DESIGN :

### 1. Clear Brand Message

- A strong headline is introduced: "Shop Smart, Live Better".
- The app's purpose is communicated immediately.

#### Benefit:

Users understand what the app offers from the first second.

### 2. Improved Visual Hierarchy

- Clear focus on the logo and brand message.
- Text is placed above the logo to guide eye movement.

#### Benefit:

Better readability and smoother visual flow.

### 3. Stronger Emotional & Visual Appeal

- Warm colors support brand identity.
- Friendly and modern visual style.
- The design feels more welcoming and trustworthy.

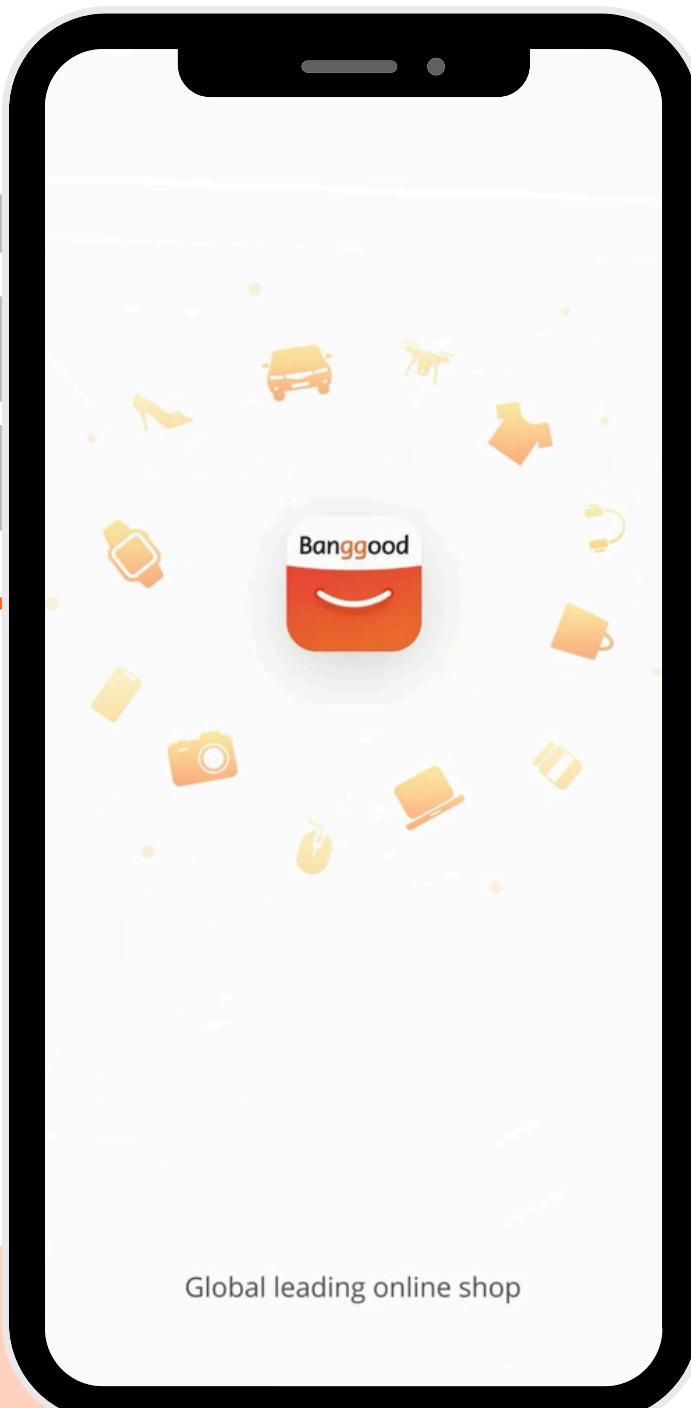
#### Benefit:

Stronger first impression and better user engagement.

**After**



**Before**



# DESIGN IMPROVEMENT:

## Adding Multiple Splash Screens

### Why We Added More Splash Screens

- The original design used a single splash screen with limited information.
- The app's purpose and value were not clearly communicated at launch.
- New users had no guidance about what the application offers.

### 1. Clearer User Understanding

- Each splash screen focuses on one key idea or feature.
- Information is presented gradually instead of all at once.

### 2. Stronger First Impression

- Splash screens help establish the app's identity and tone.
- Users immediately understand what the app is about.

### 3. Improved Visual Hierarchy

- Content is organized into small, clear sections.
- Text and visuals are balanced and easy to scan.

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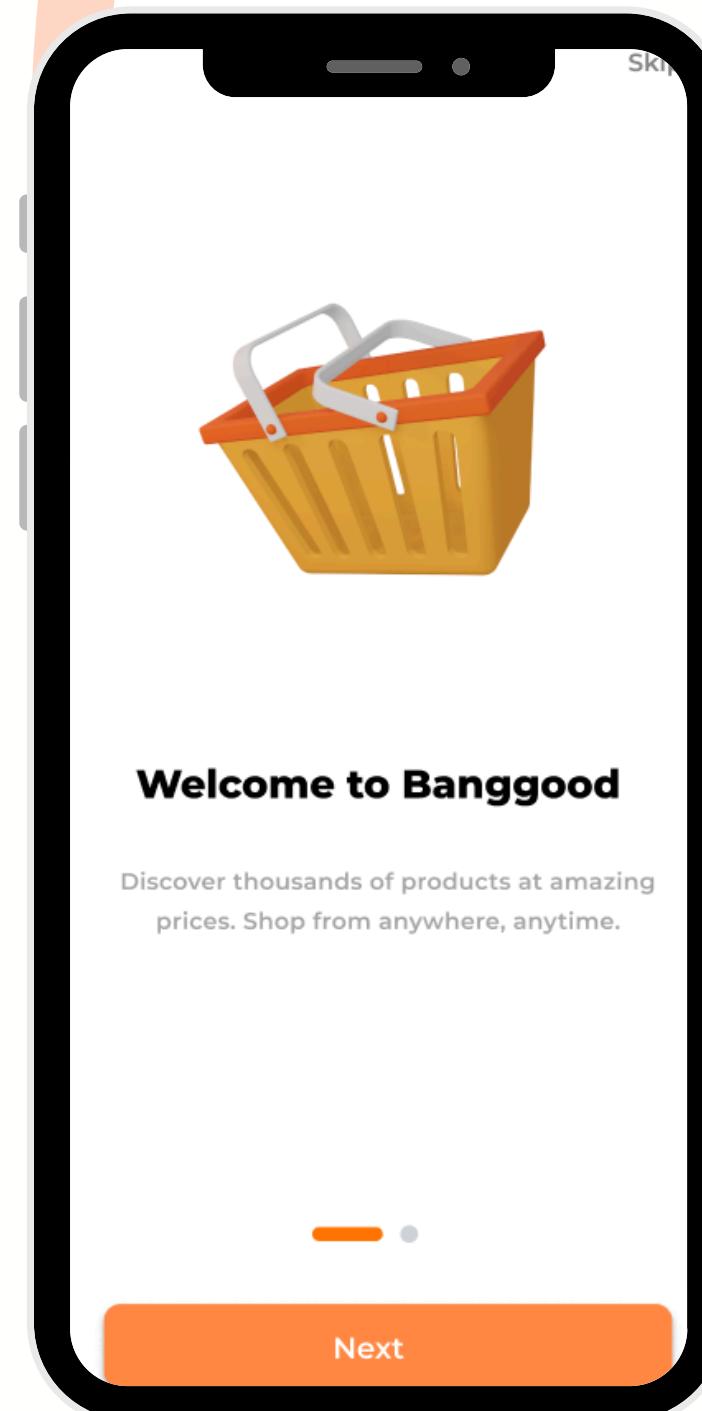
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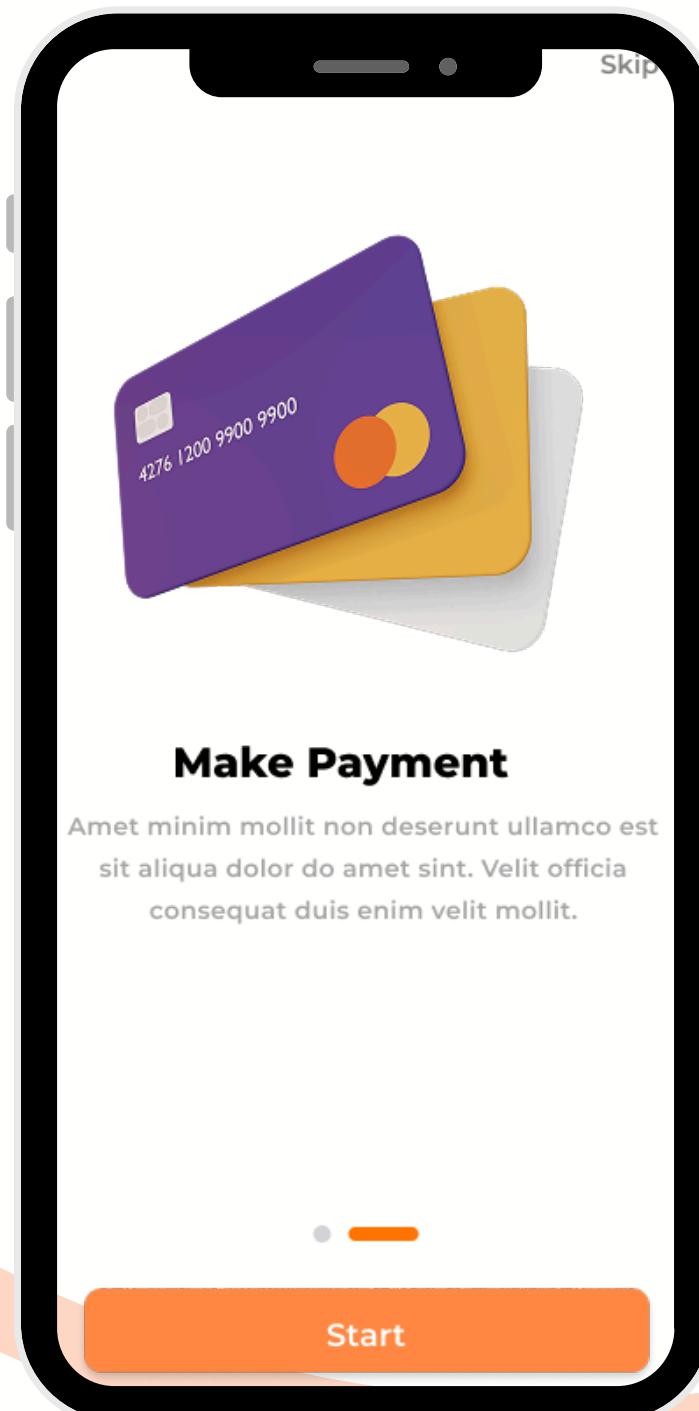
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New screen



New screen



# PROBLEMS IN OLD DESIGN:

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## 1. Unclear Primary Action

- The “SIGN IN” button does not stand out strongly from the rest of the interface.
- Users may hesitate before identifying the main action.
- According to usability guidelines, primary actions should be visually dominant.

## 2. Poor Error Prevention & Guidance

- No icons or visual cues inside input fields.
- Users are not guided clearly on what information is required.
- This reduces learnability for first-time users.

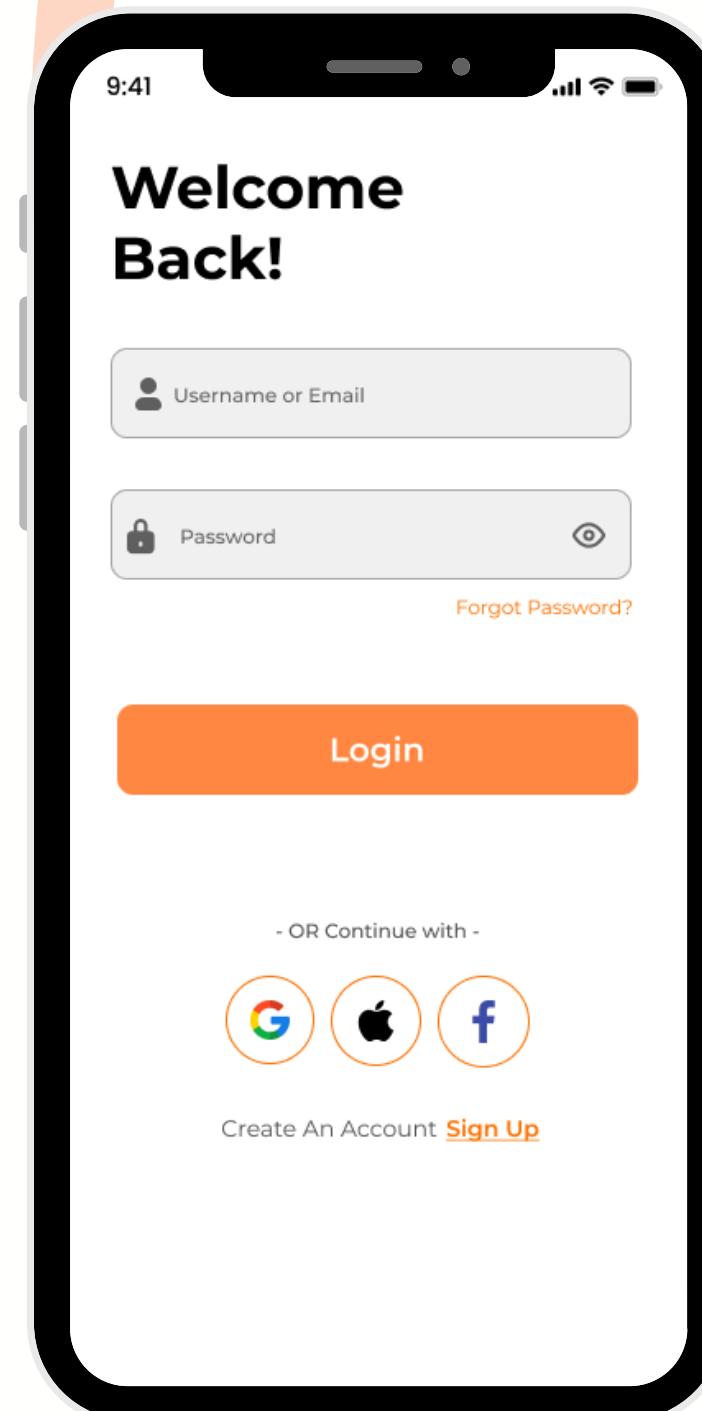
## 3. Weak Accessibility

- Low contrast between text and background in some areas.
- Smaller text size for secondary actions (e.g., “Forgot password?”) makes them harder to notice.
- This affects readability and accessibility compliance.

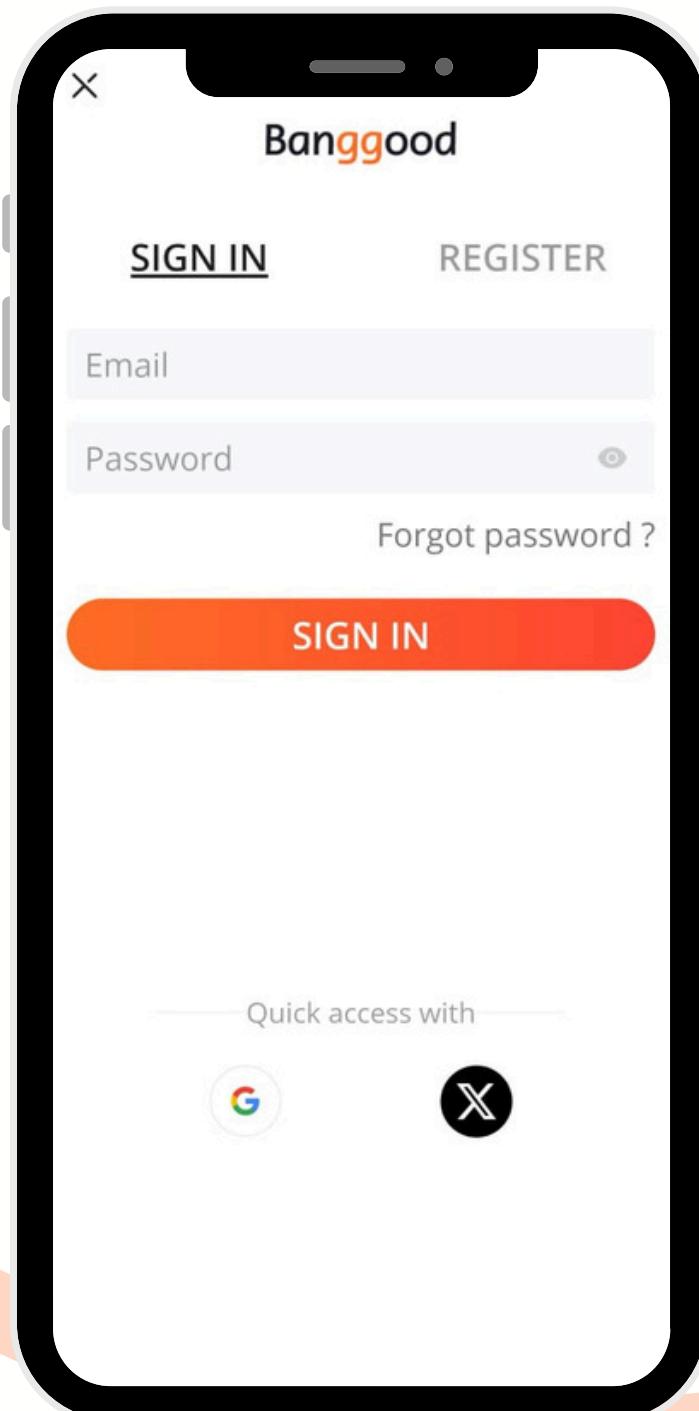
## 4. Less Friendly Tone

- The interface feels functional but not welcoming.
- Lack of a greeting or supportive language reduces user engagement.

**After**



**Before**



# IMPROVEMENTS IN THE NEW DESIGN :

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## 1. Clear Primary Call to Action

- The “Login” button is visually prominent using color and size.
- Users instantly know what action to take next.

## 2. Better Learnability & Usability

- Icons inside input fields help users quickly recognize field purposes.
- Labels and spacing reduce ambiguity and errors.

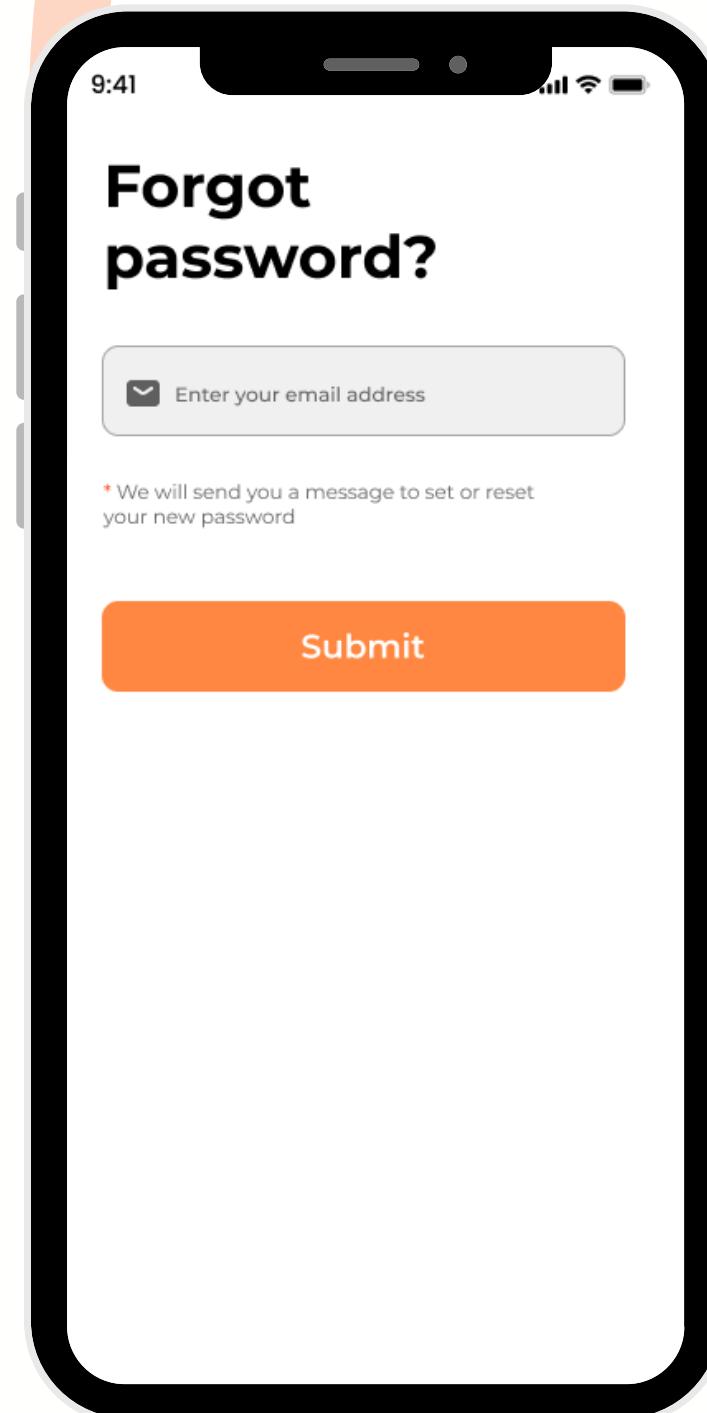
## 3. Improved Accessibility

- Higher color contrast and larger text improve readability.
- Touch targets (buttons, social login icons) are more finger-friendly.

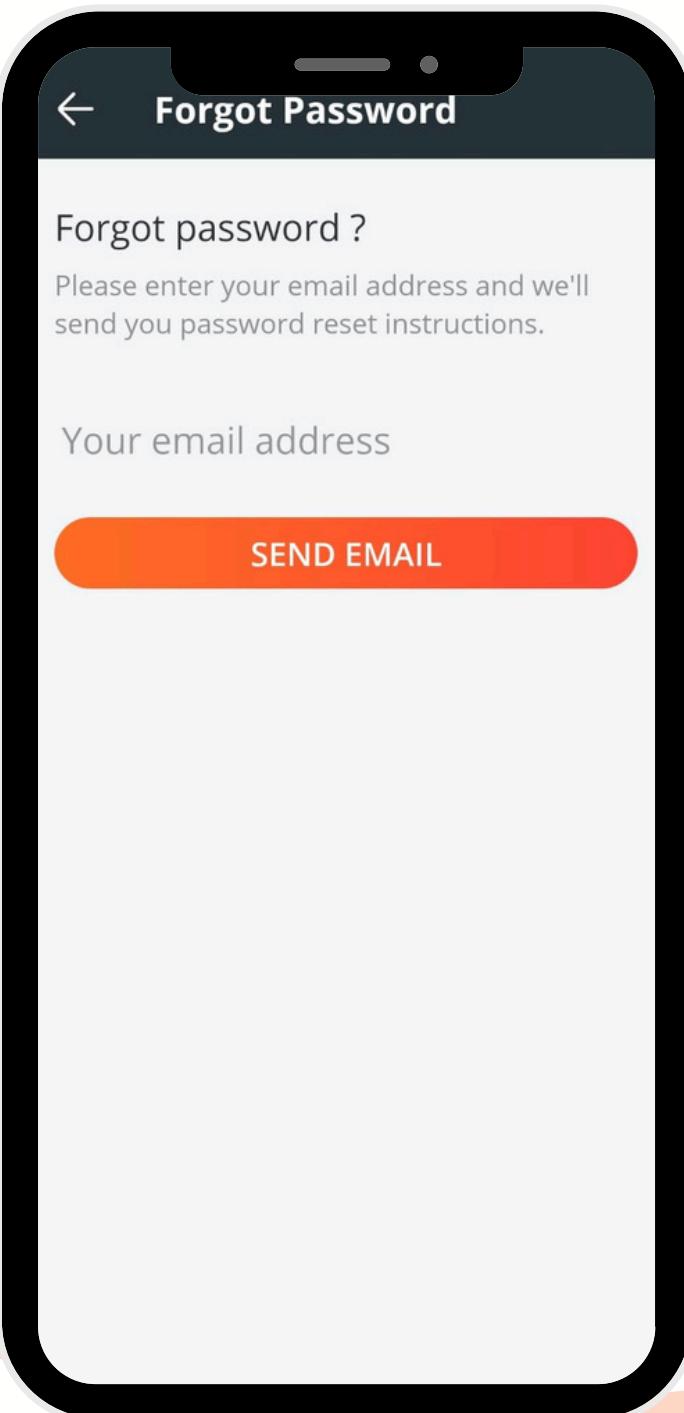
## 4. Enhanced User Experience & Engagement

- Friendly greeting (“Welcome Back!”) creates emotional connection.
- Social login options are clearly grouped and labeled.
- The interface feels modern, trustworthy, and user-centered.

**After**



**Before**



# PROBLEMS IN OLD DESIGN:

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## 1. Unclear Primary Action

- The "SIGN IN" button does not stand out clearly from other elements.
- Weak visual hierarchy makes it harder for users to immediately identify the main action.
- Users may hesitate before knowing where to click.

## 2. Poor Input Guidance

- Input fields lack clear visual indicators (icons or strong placeholders).
- Users are not clearly guided on what information is required in each field.
- This increases the chance of input errors, especially for first-time users.

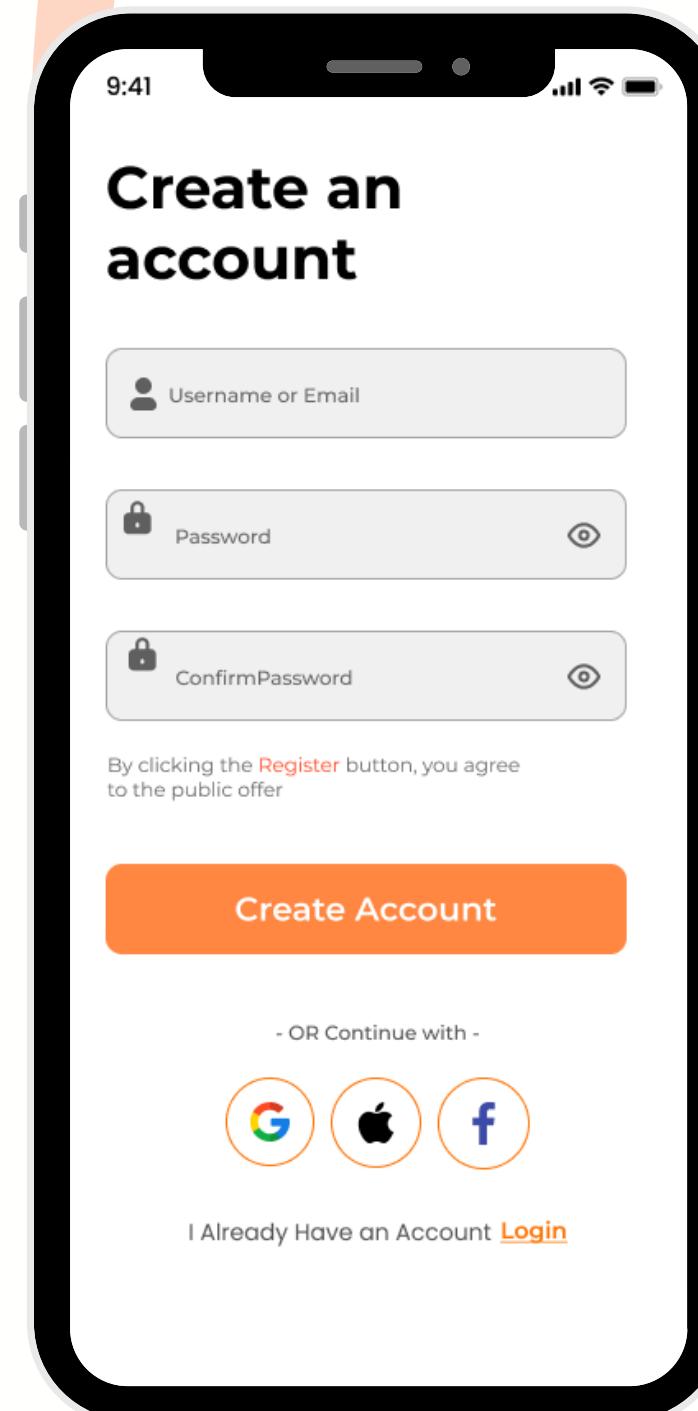
## 3. Weak Accessibility

- Low contrast between text, background, and input borders.
- Secondary actions like "Forgot password?" are small and easy to miss.
- This negatively affects readability and accessibility standards.

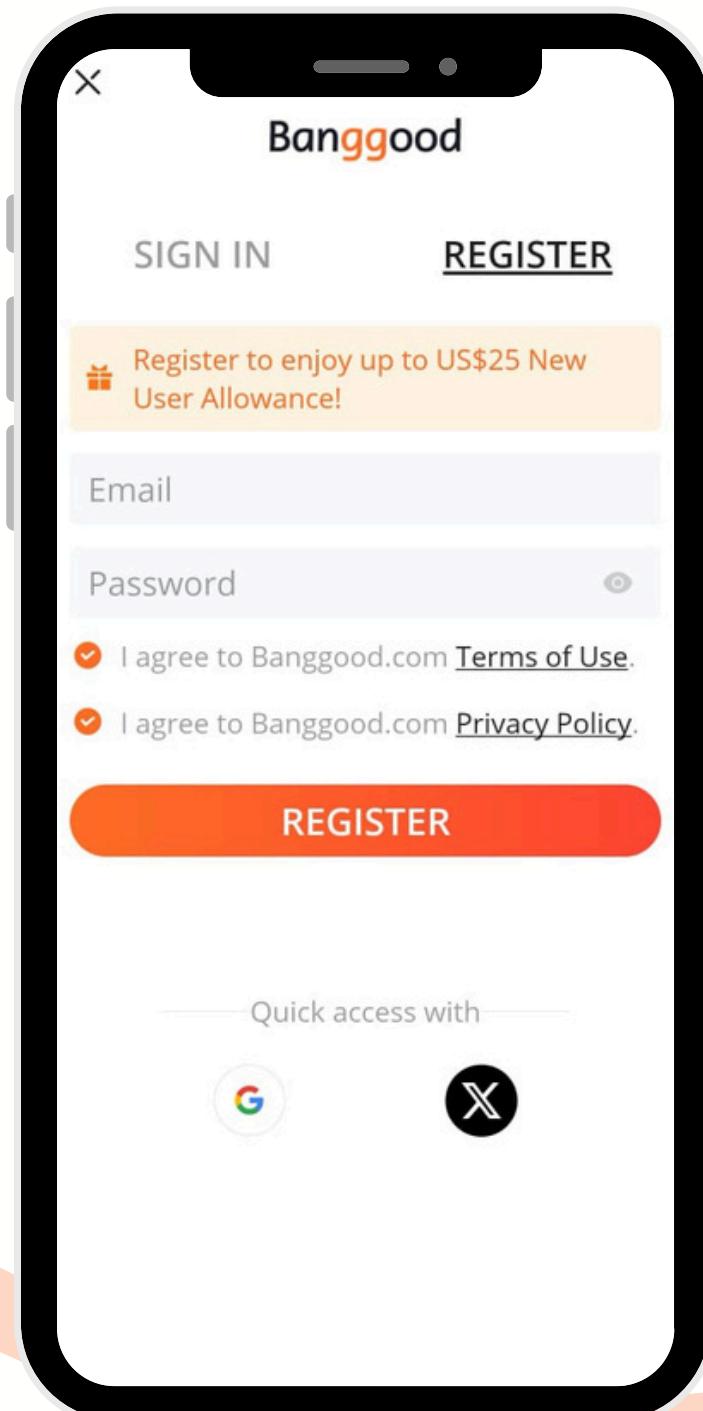
## 4. Lack of Visual Feedback & Engagement

- The screen feels plain and purely functional.
- No welcoming message or emotional connection with the user.
- The interface does not encourage confidence or comfort during login.

**After**



**Before**



# IMPROVEMENTS IN THE NEW DESIGN :

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## 1. Clear Primary Call to Action

- The “Login” button is visually prominent using color and size.
- Strong contrast immediately draws attention to the main action.
- Users instantly know what to do next.

## 2. Better Learnability & Usability

- Icons inside input fields clearly indicate email and password.
- Improved spacing and alignment reduce confusion.
- The layout feels more structured and intuitive.

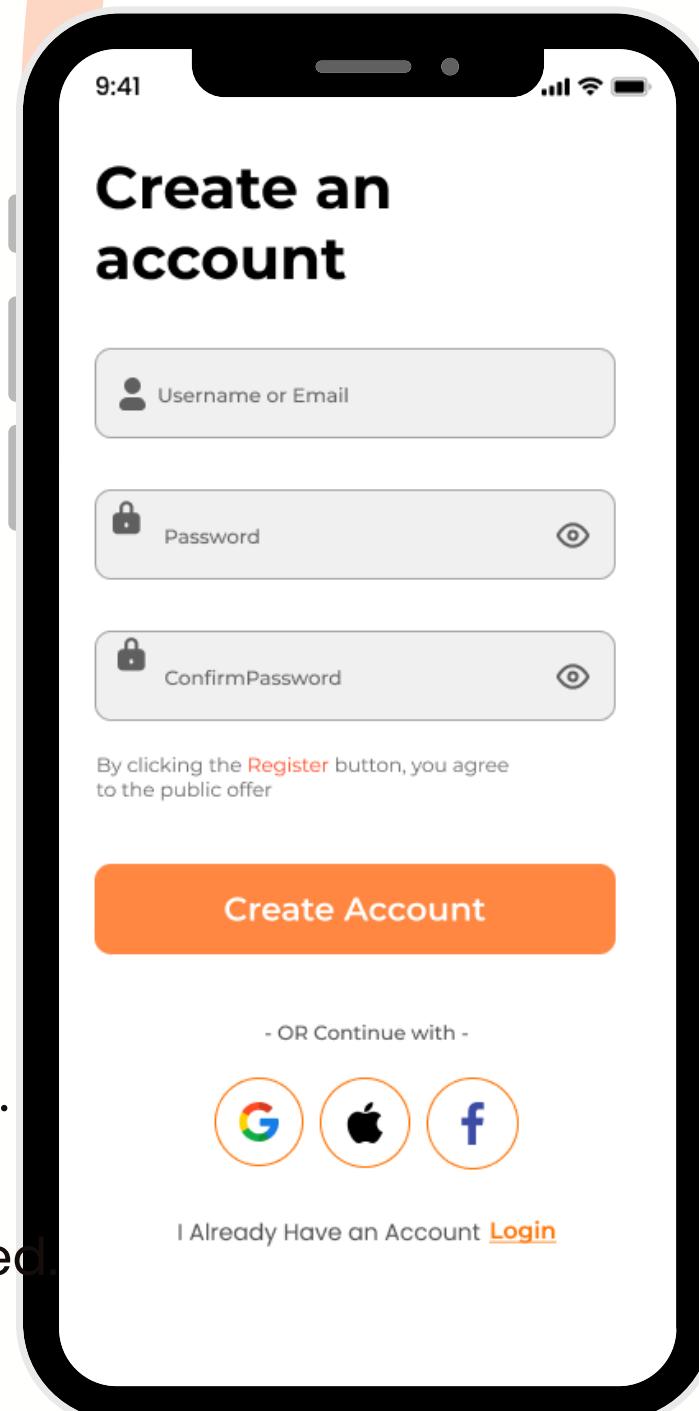
## 3. Improved Accessibility

- Higher color contrast improves text readability.
- Larger text and buttons enhance accessibility for all users.
- Touch targets are more finger-friendly on mobile devices.

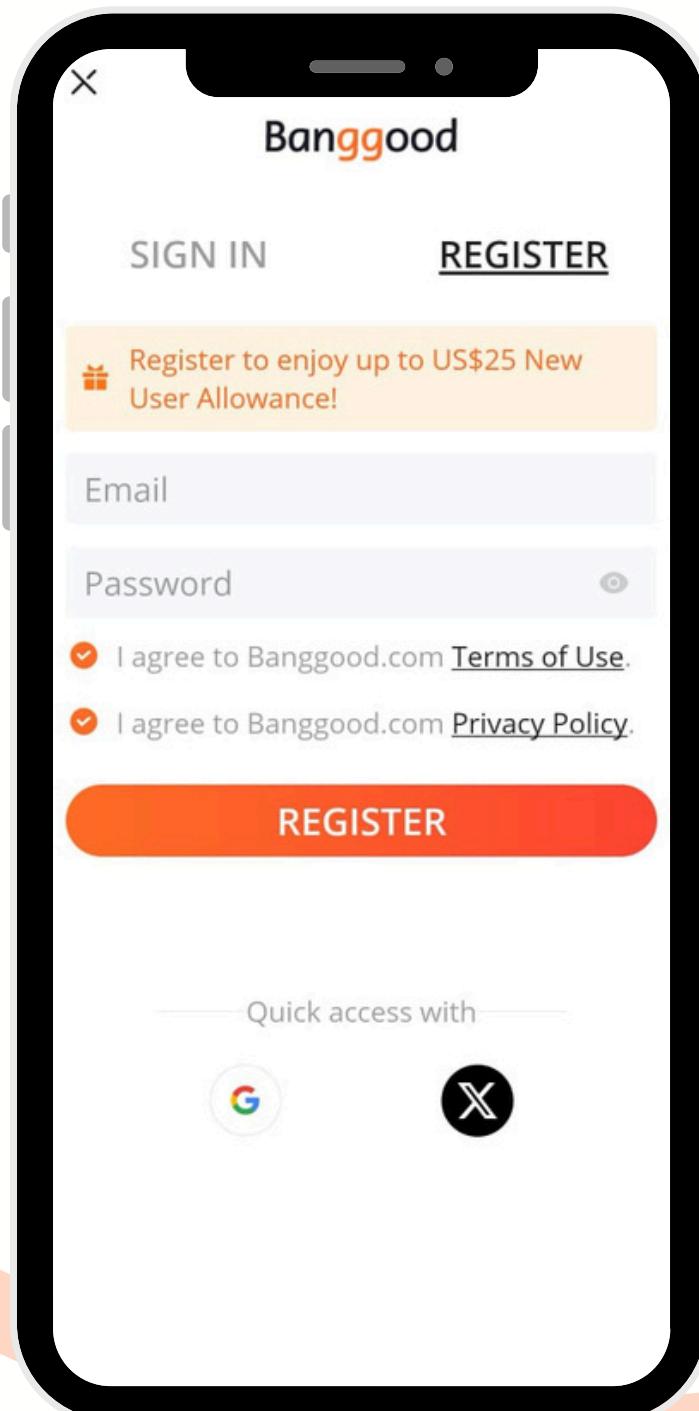
## 4. Enhanced User Experience & Engagement

- Friendly greeting (“Welcome Back!”) creates a welcoming feeling.
- “Forgot password?” is more visible and easier to find.
- The overall interface feels modern, trustworthy, and user-centered.

**After**



**Before**



## PROBLEMS IN OLD DESIGN:

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### 1. Distracting and Inconsistent Color Usage

- Overuse of bright colors (red, yellow, orange) across banners and labels.
- Colors are used decoratively rather than functionally.

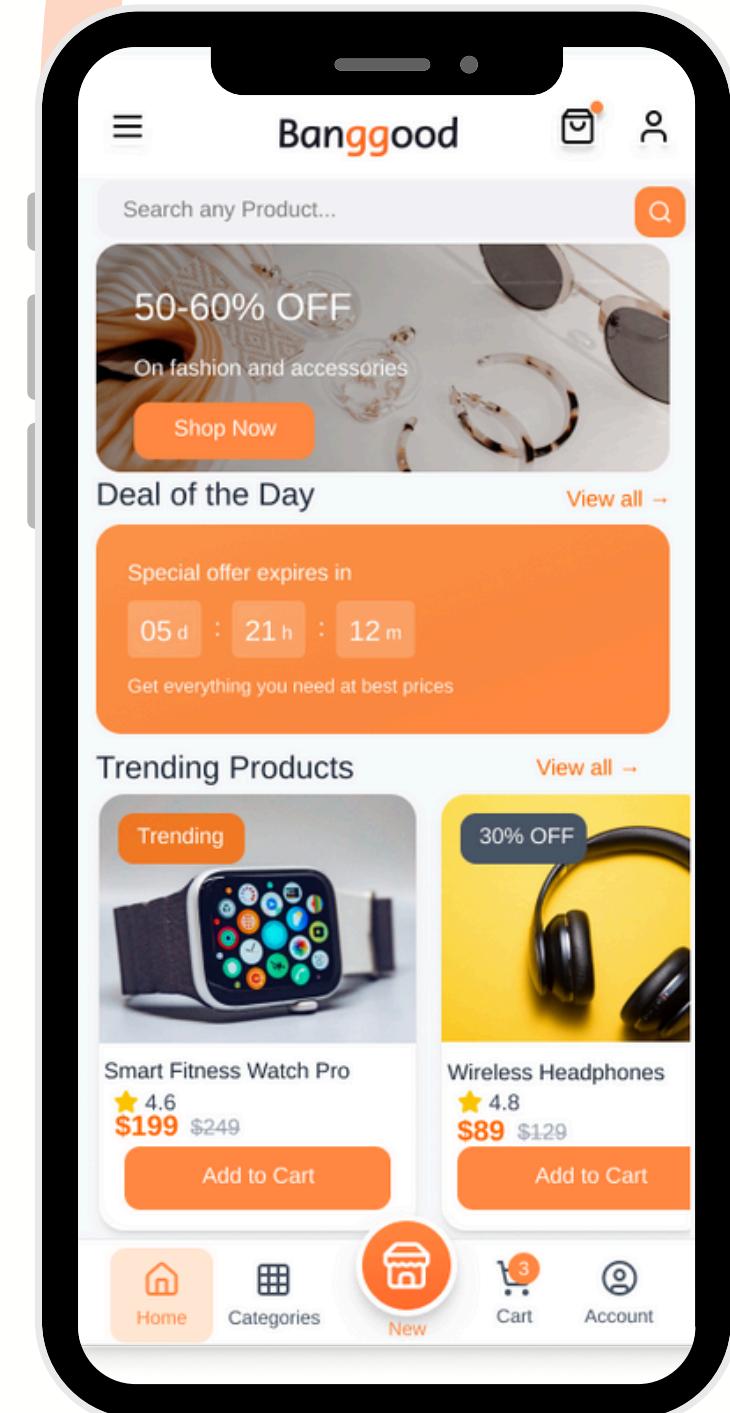
### 2. Poor Content Grouping

- Deals, bonuses, categories, and products are not clearly separated.
- Related items are visually mixed, making scanning difficult.

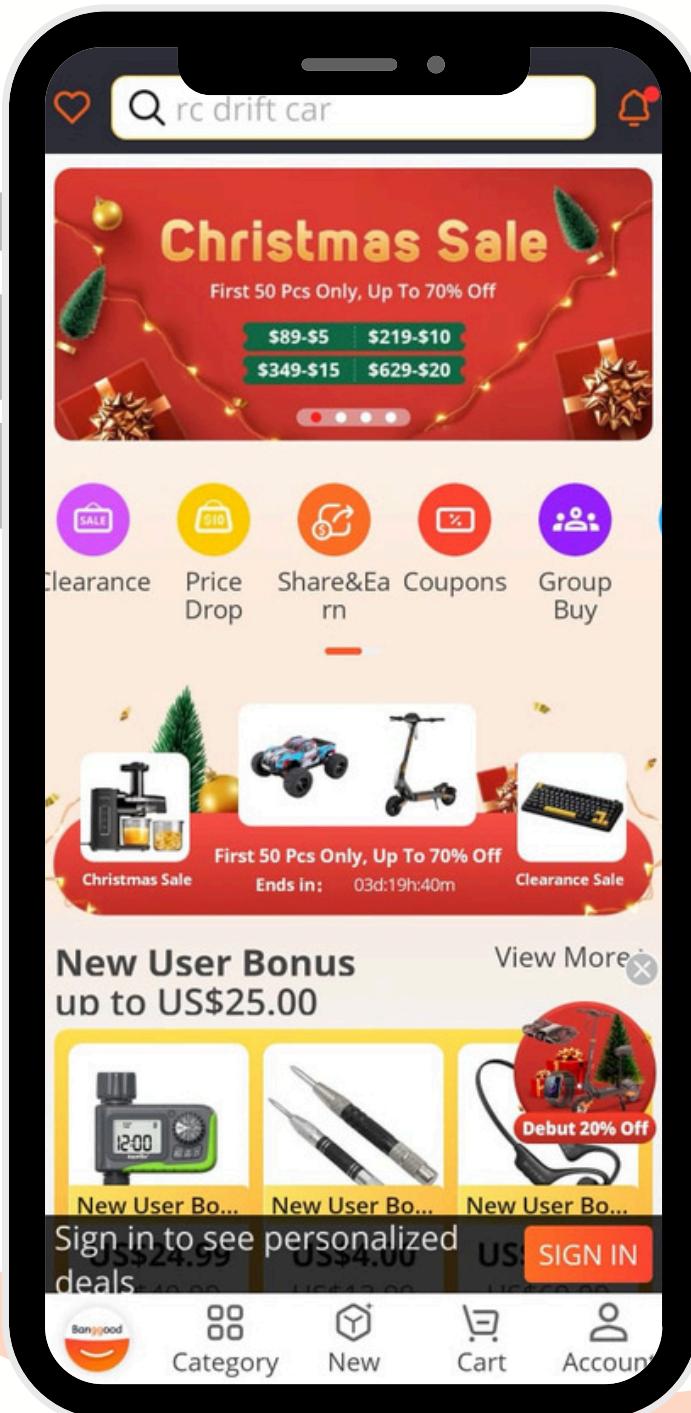
### 3. Reduced Product Discoverability

- Product cards are visually small and crowded by badges and discounts.
- Users may overlook key product information like price or rating.
- This negatively impacts decision-making efficiency.

After



Before



# IMPROVEMENTS IN THE NEW DESIGN :

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## 1. Functional and Consistent Color Usage

- Colors are used purposefully to highlight offers and call-to-action buttons.
- Neutral background improves text readability.
- Accent color guides user attention instead of overwhelming it.

## 2. Better Content Organization

- Deals and products are grouped into clearly defined sections.
- White space is used effectively to separate content blocks.

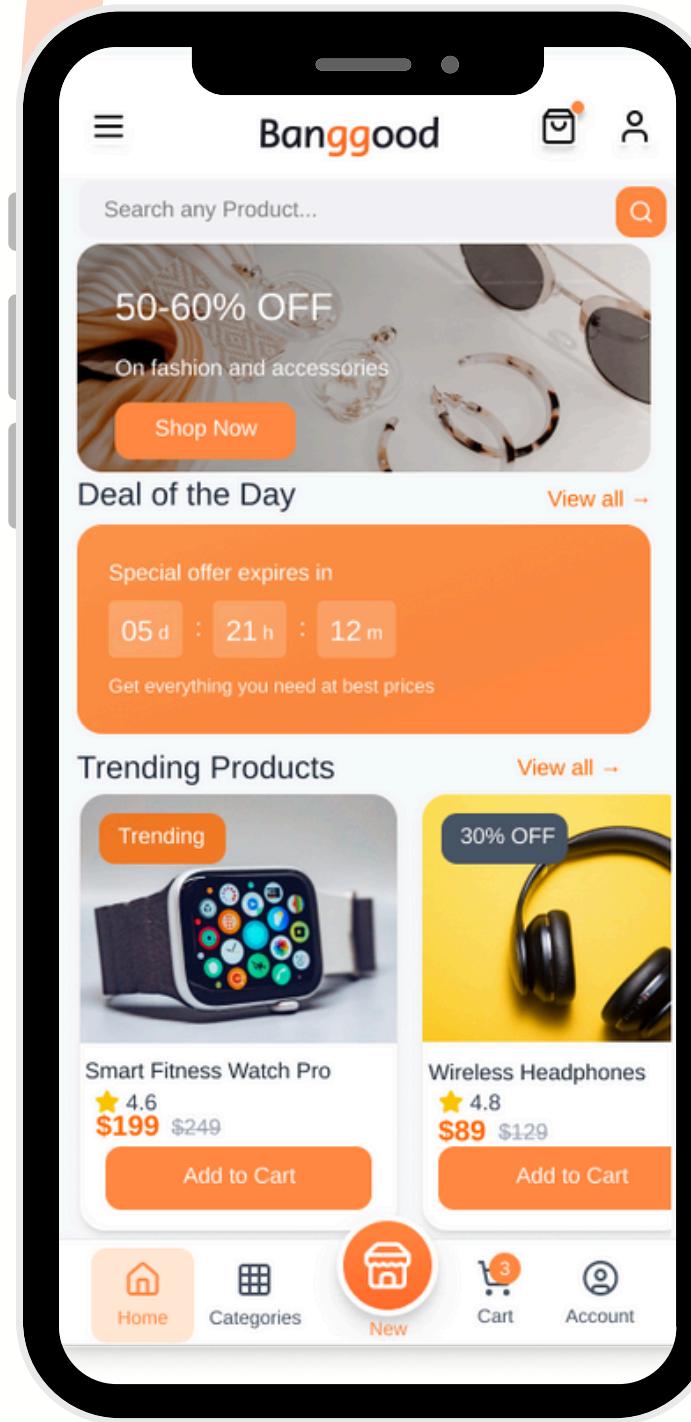
## 3. Improved Product Cards

- Product images are larger and clearer.
- Prices, discounts, and ratings are easy to identify.
- "Add to Cart" buttons are clearly visible and actionable.

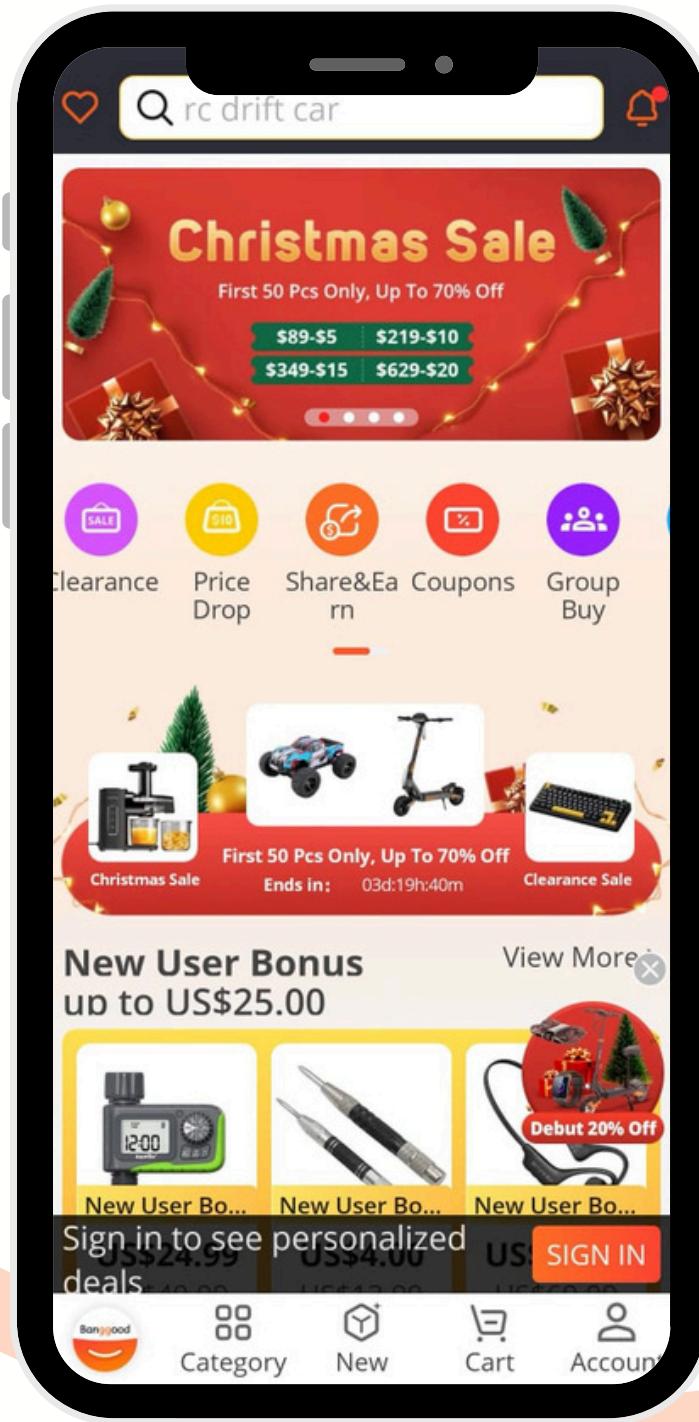
## 4. Enhanced User Experience

- The interface feels calmer, modern, and more trustworthy.
- Users can browse faster and make decisions more efficiently.
- This improves overall satisfaction and task completion speed.

**After**



**Before**



# PROBLEMS IN OLD DESIGN:

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## 1. Poor Content Organization

- Products are listed in a long vertical layout with minimal visual separation.
- Lack of grouping makes it harder for users to distinguish between items.
- Users need more time to scan and compare products.

## 2. Weak Visual Hierarchy

- Product images, prices, and actions compete visually.
- No clear emphasis on important elements such as ratings or prices.
- Users may feel confused about where to focus first.

## 3. Information Overload

- Too much textual information is displayed at once.
- Dense layout increases cognitive load on users.
- This can lead to fatigue and reduced engagement.

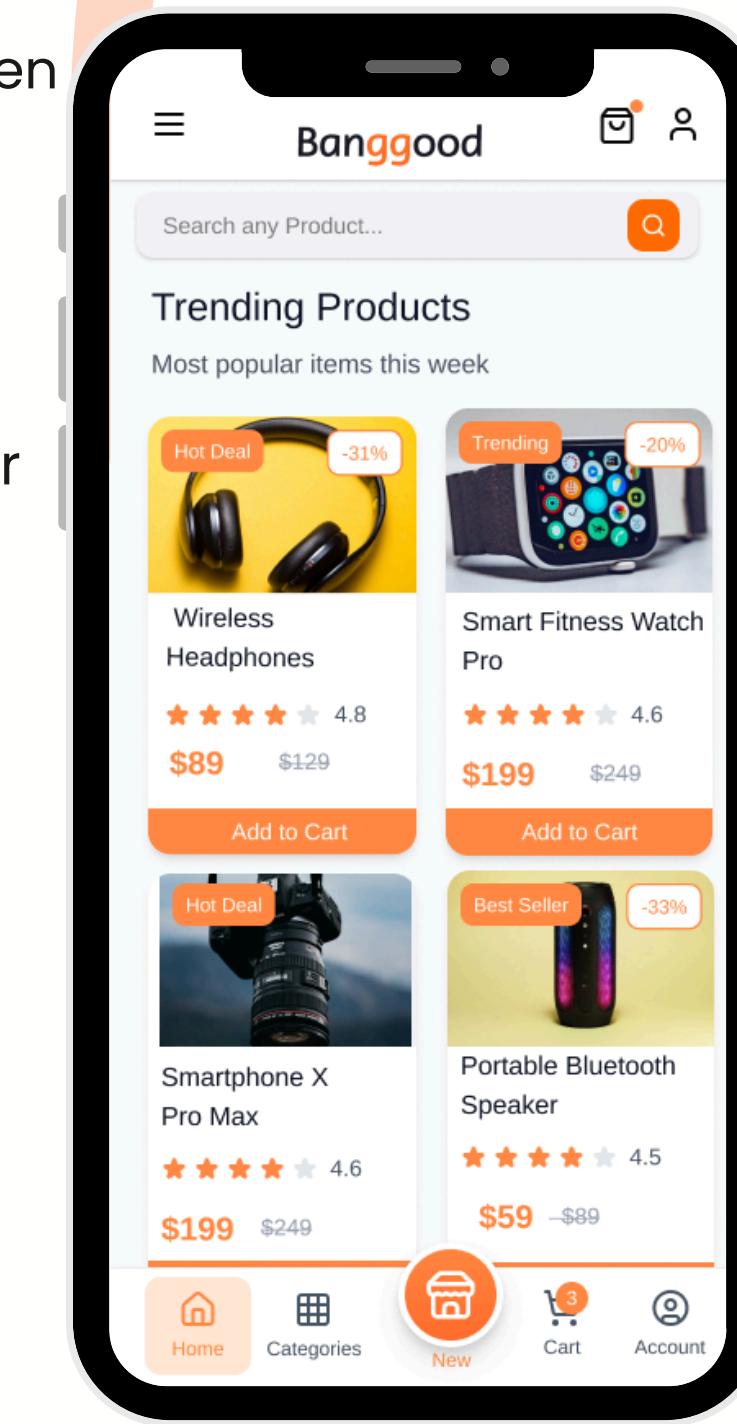
## 4. Limited Scannability

- The design relies heavily on text rather than visual cues.
- Users cannot quickly scan products or key details.
- Browsing becomes slower and less enjoyable.

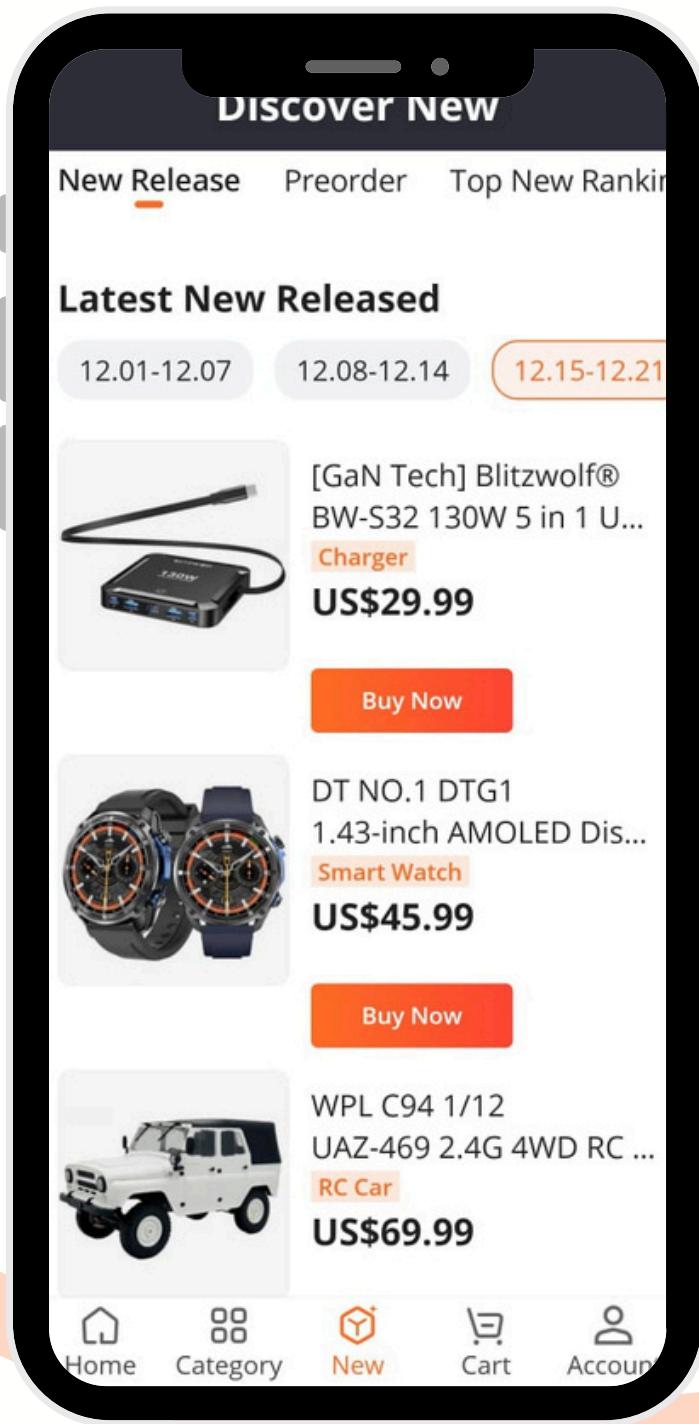
## 5. Outdated User Experience

- The interface feels basic and less engaging.
- It does not encourage exploration or interaction.
- Overall experience feels less modern and less user-friendly

**After**



**Before**



# IMPROVEMENTS IN THE NEW DESIGN :



## 1. Improved Content Structure

- Products are displayed in a clear card-based layout.
- Visual separation helps users easily differentiate between items.
- The screen feels more organized and structured.

## 2. Stronger Visual Hierarchy

- Product images are more prominent and eye-catching.
- Prices, ratings, and actions are clearly highlighted.
- Users can instantly identify key information.

## 3. Reduced Cognitive Load

- Information is simplified and better spaced.
- The layout allows users to process content more comfortably.
- Browsing feels smoother and less tiring.

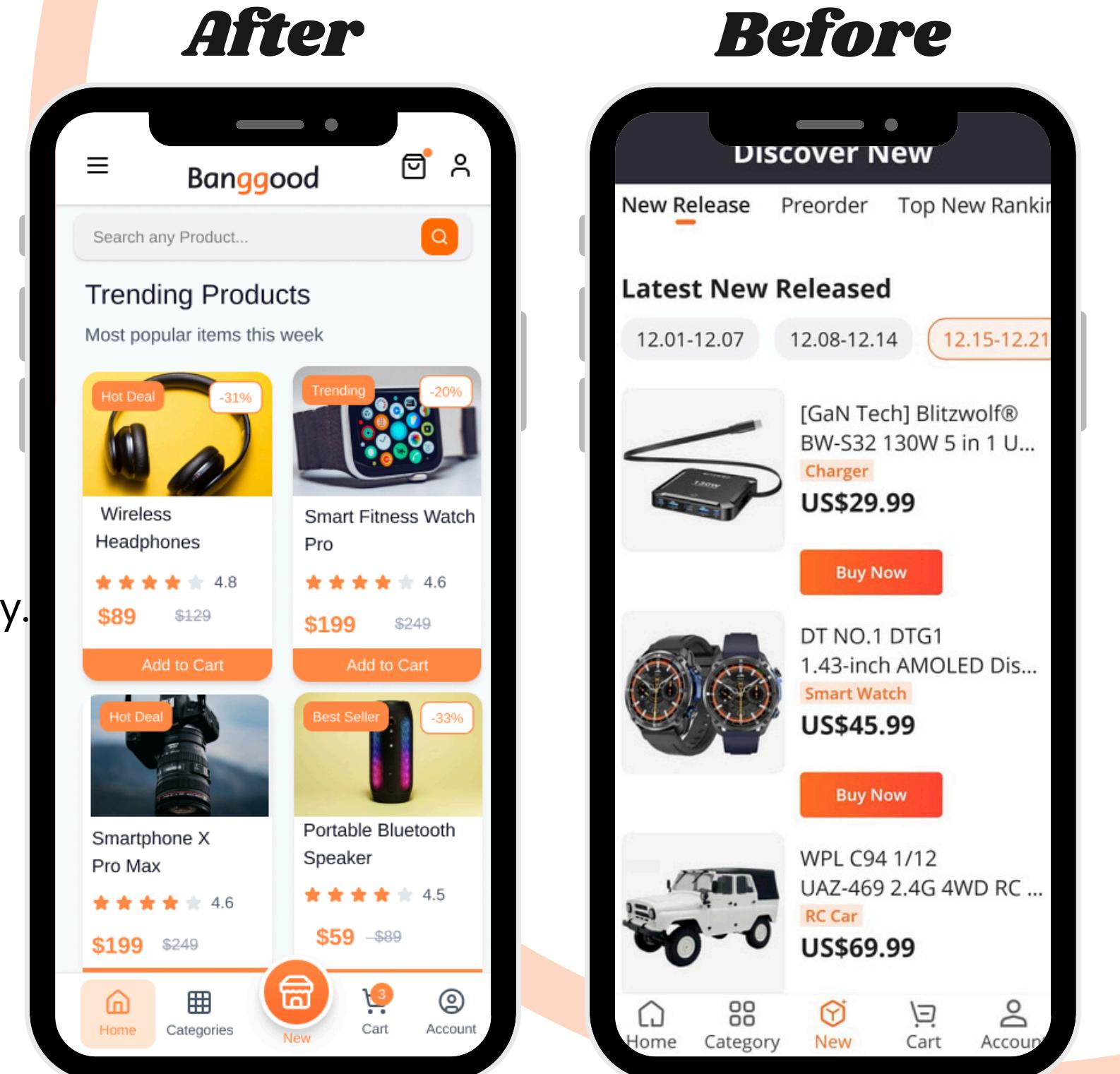
## 4. Better Scannability

- Card layout allows faster visual scanning.
- Users can compare products quickly.
- Important details are easy to spot at a glance.

## 5. Enhanced User Experience

- The design feels modern and visually appealing.
- Users are encouraged to explore more products.
- Overall usability and engagement are significantly improved.

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# PROBLEMS IN OLD DESIGN:

## 1. Overloaded Category Presentation

- Categories are displayed as a long mixed list of icons and text.
- Too many items appear at once without strong grouping.
- This increases cognitive load and slows down category recognition.

## 2. Poor Scannability

- The vertical list format makes it difficult to scan and compare categories quickly.
- Users must read text labels instead of recognizing categories visually.

## 3. Limited Visual Affordance

- Categories do not clearly indicate interactivity.
- Users may not immediately understand that each item leads to a new screen.

## 4. Small and Inconsistent Touch Targets

- Category icons and labels are relatively small and closely spaced.
- This increases the chance of accidental taps, especially on mobile devices.
- It negatively affects usability and accessibility.

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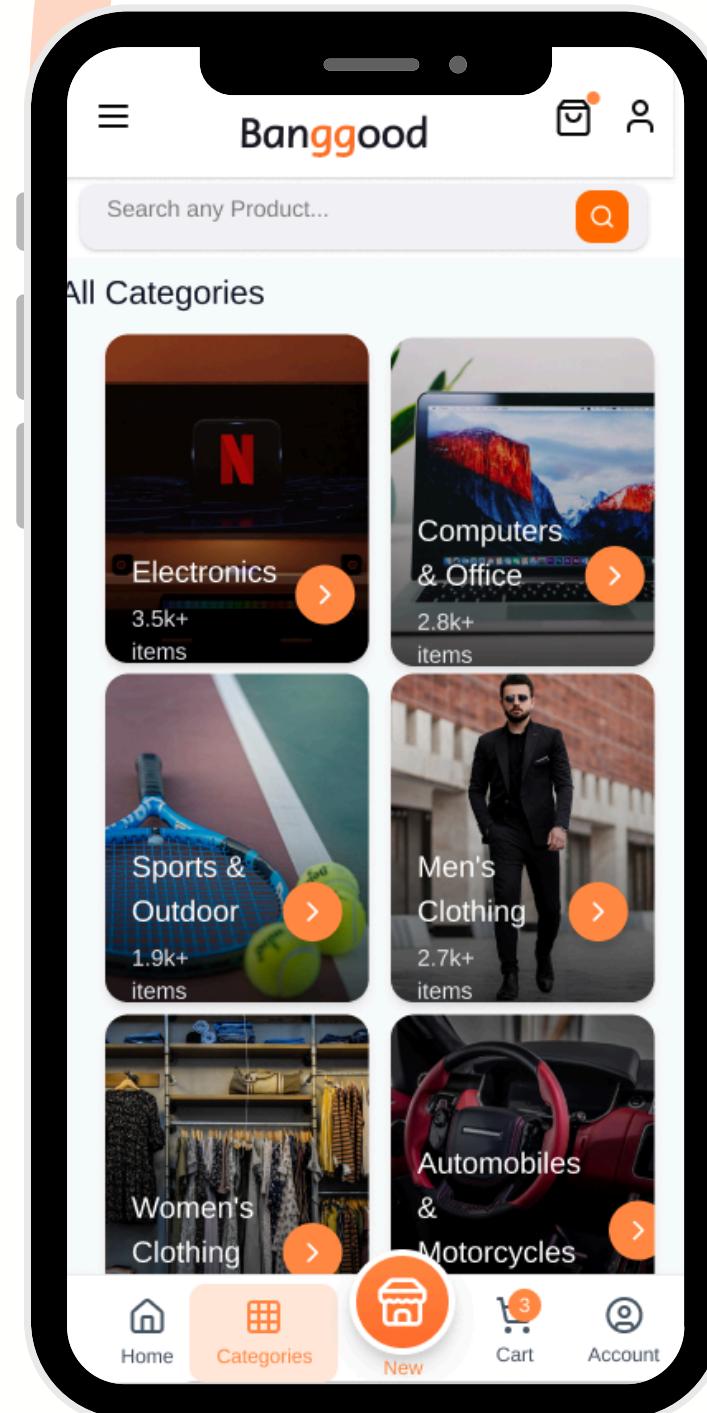
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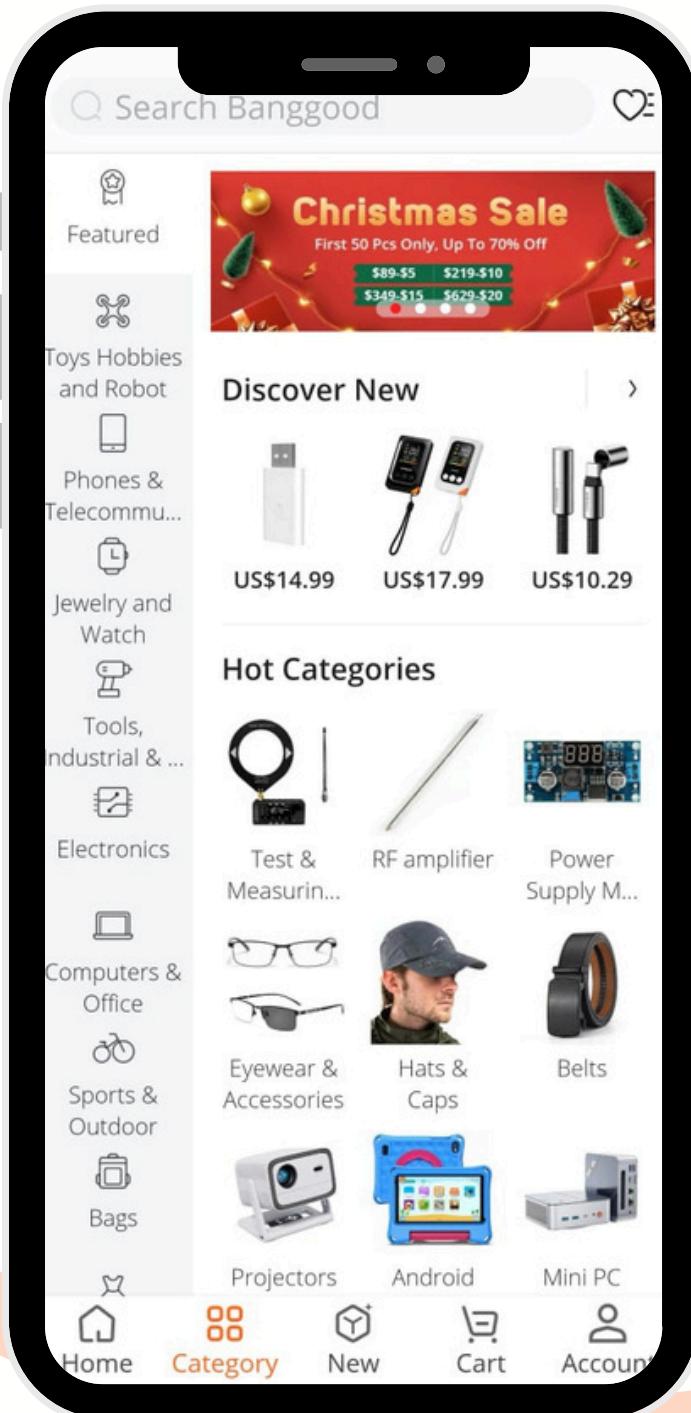
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# IMPROVEMENTS IN THE NEW DESIGN :

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## 1. Card-Based Category Layout

- Categories are presented as large visual cards with images.
- This supports recognition rather than recall, making categories easier to identify.
- Visual representation speeds up decision making.

## 2. Improved Touch Accessibility

- Larger cards create bigger touch targets.
- This reduces input errors and improves mobile usability.
- The design aligns with mobile accessibility guidelines.

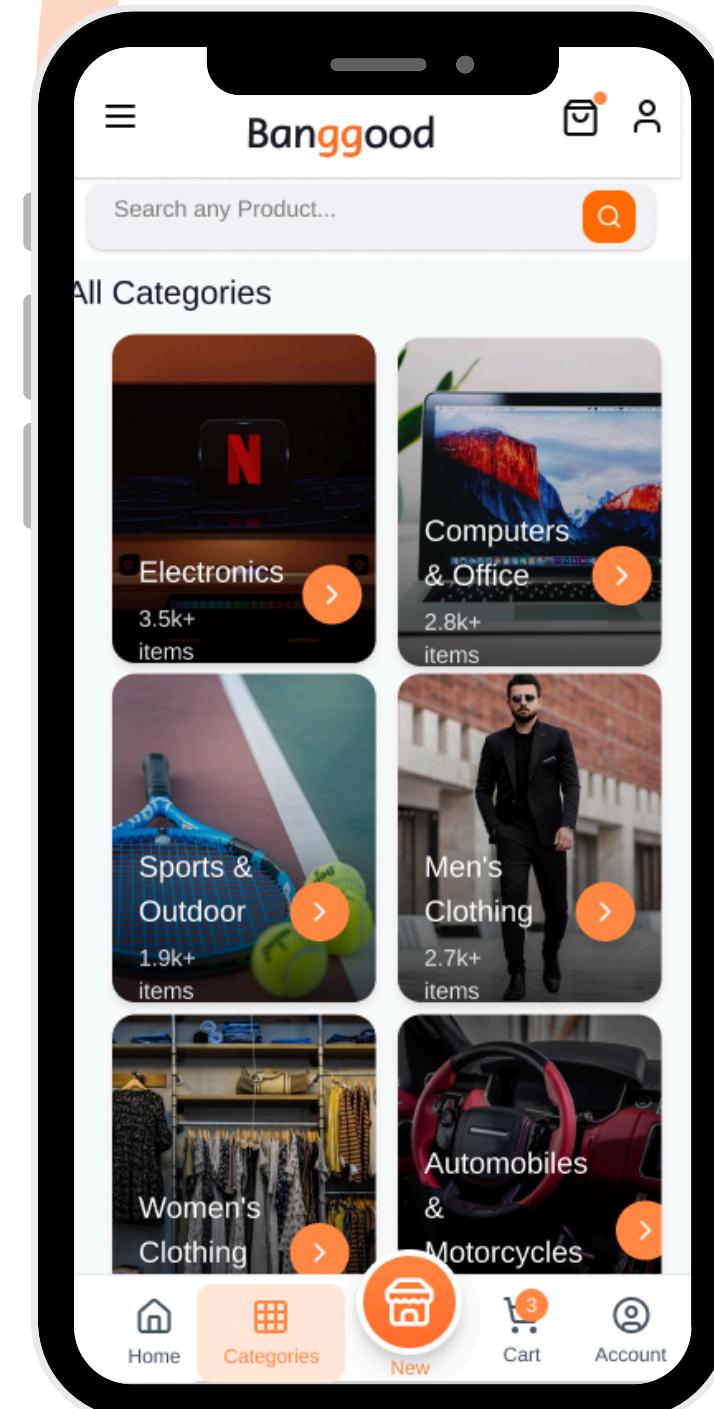
## 3. Better Content Grouping

- Categories are evenly spaced and visually grouped.
- White space is used effectively to separate items.

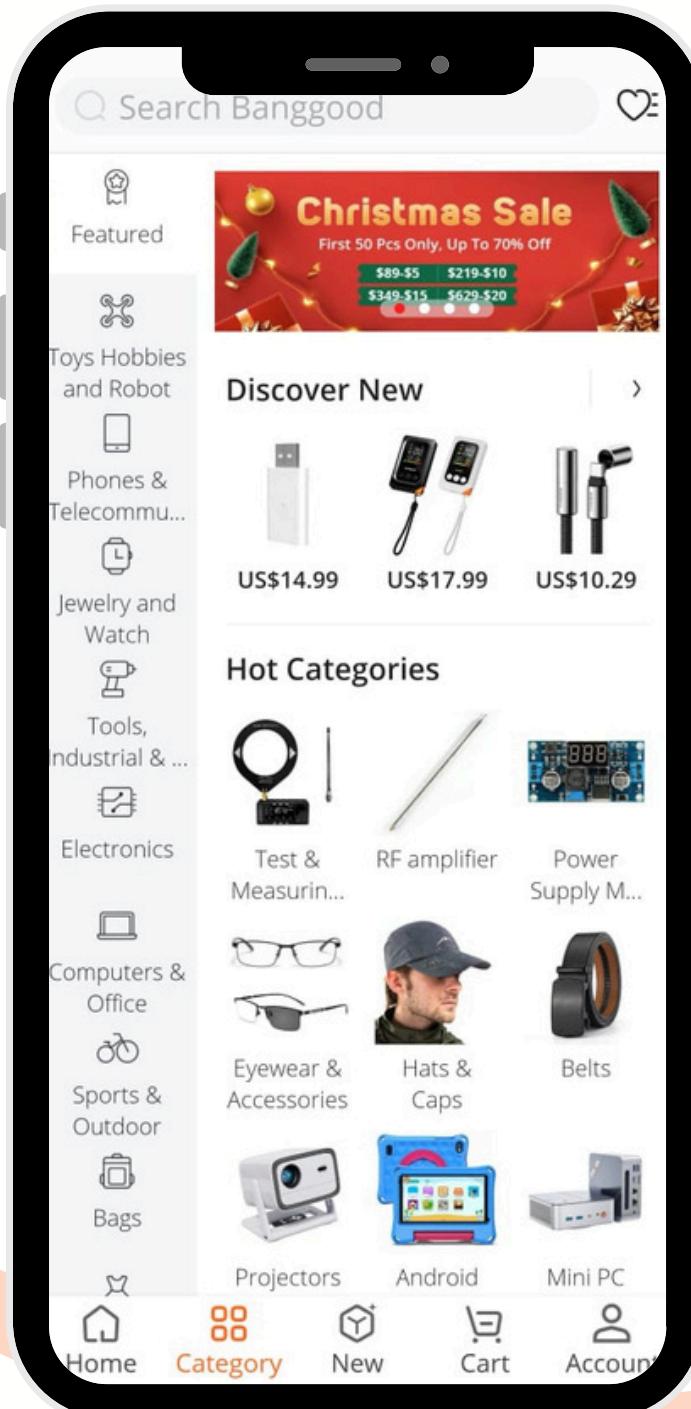
## 4. Clear Affordance and Feedback

- Arrow icons on cards clearly indicate navigation.
- Users immediately understand that tapping a card leads to more content.
- This improves learnability for first-time users.

**After**



**Before**



# PROBLEMS IN OLD DESIGN:

## 1. Distracting and Inconsistent Color Usage

- Overuse of bright colors such as red, yellow, and orange across banners and promotional badges.
- Colors lack clear purpose and do not reflect visual priority.
- The primary CTA is visually diluted due to surrounding colorful elements.

## 2. Poor Content Grouping

- Empty cart messaging is mixed with deals and product recommendations.
- No clear visual separation between the core message (empty cart) and promotional content.
- Violates Gestalt principles, especially proximity and visual hierarchy.

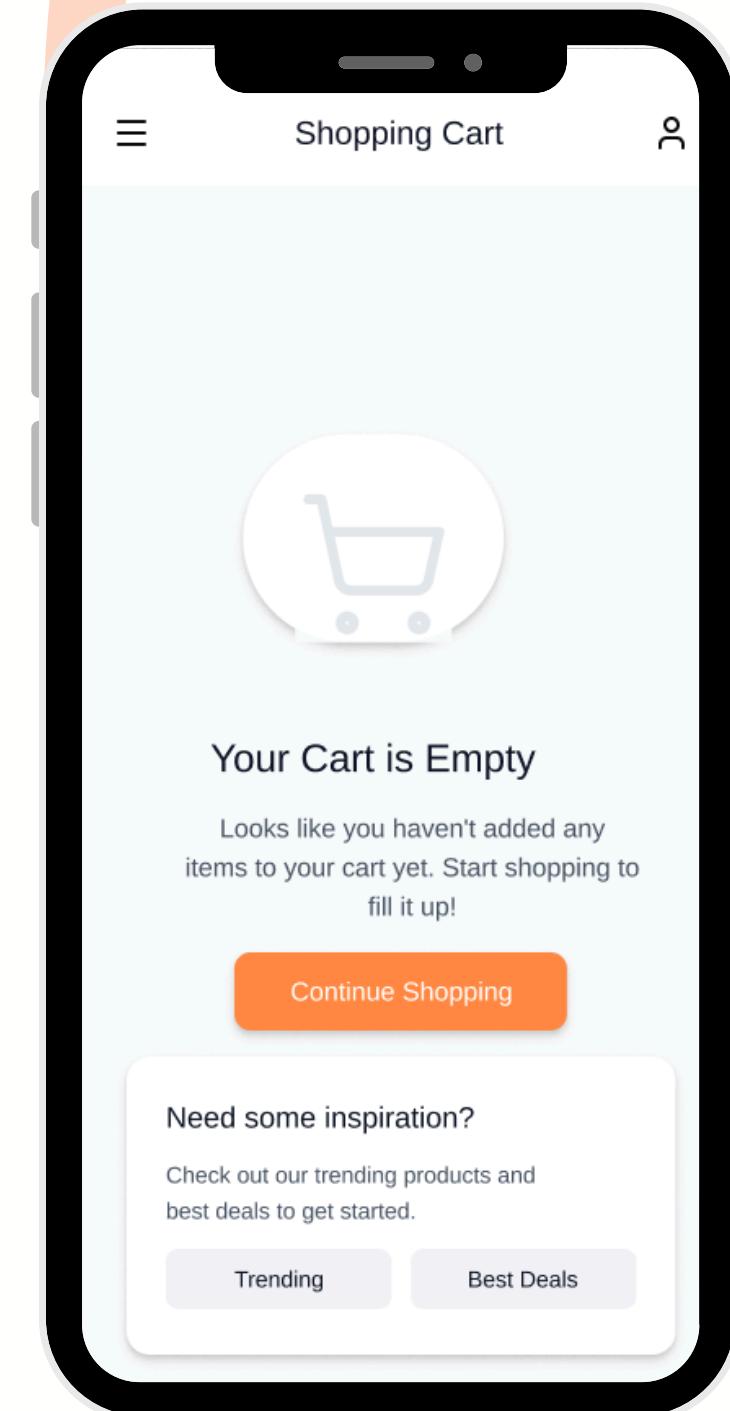
## 3. Reduced User Focus

- User attention is pulled toward promotions instead of understanding the cart state.
- Visual clutter negatively affects readability and comprehension.
- The design does not clearly support the user's primary task.

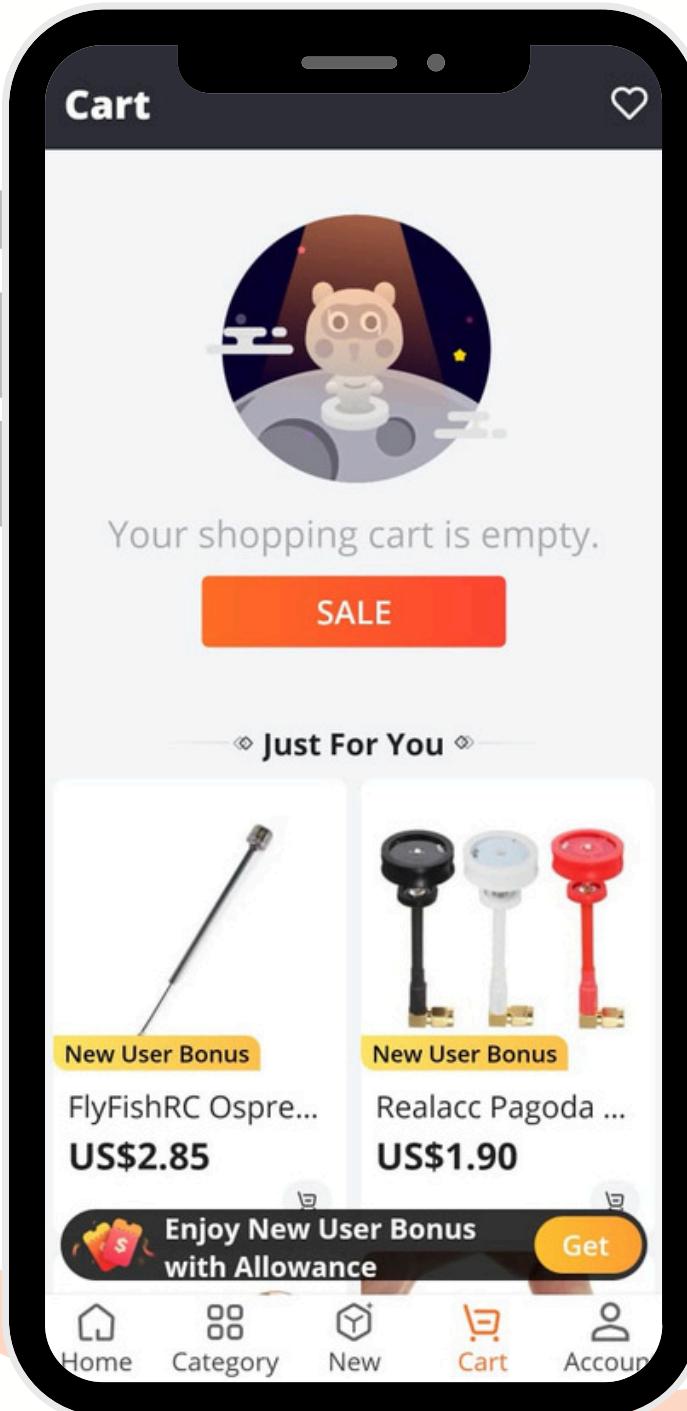
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**After**



**Before**



# IMPROVEMENTS IN THE NEW DESIGN :

## 1. Simplified and Purposeful Color Usage

- Reduced reliance on bright colors in favor of neutral tones.
- Color is used intentionally to highlight the primary action (Continue Shopping).
- Improved visual clarity and reduced distraction.

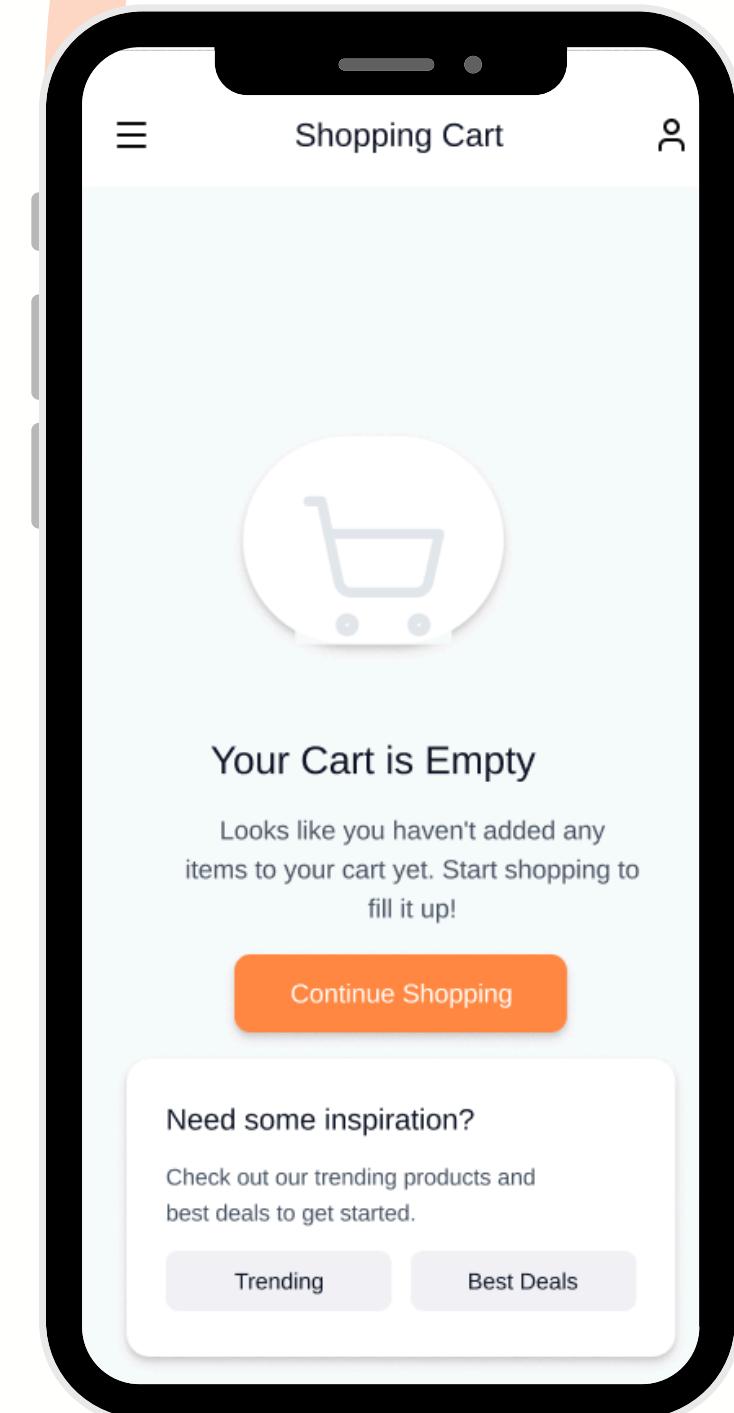
## 2. Clear Content Hierarchy

- The empty cart state is clearly communicated with concise messaging.
- Informational content is separated from any promotional elements.
- White space is used effectively to establish visual hierarchy.

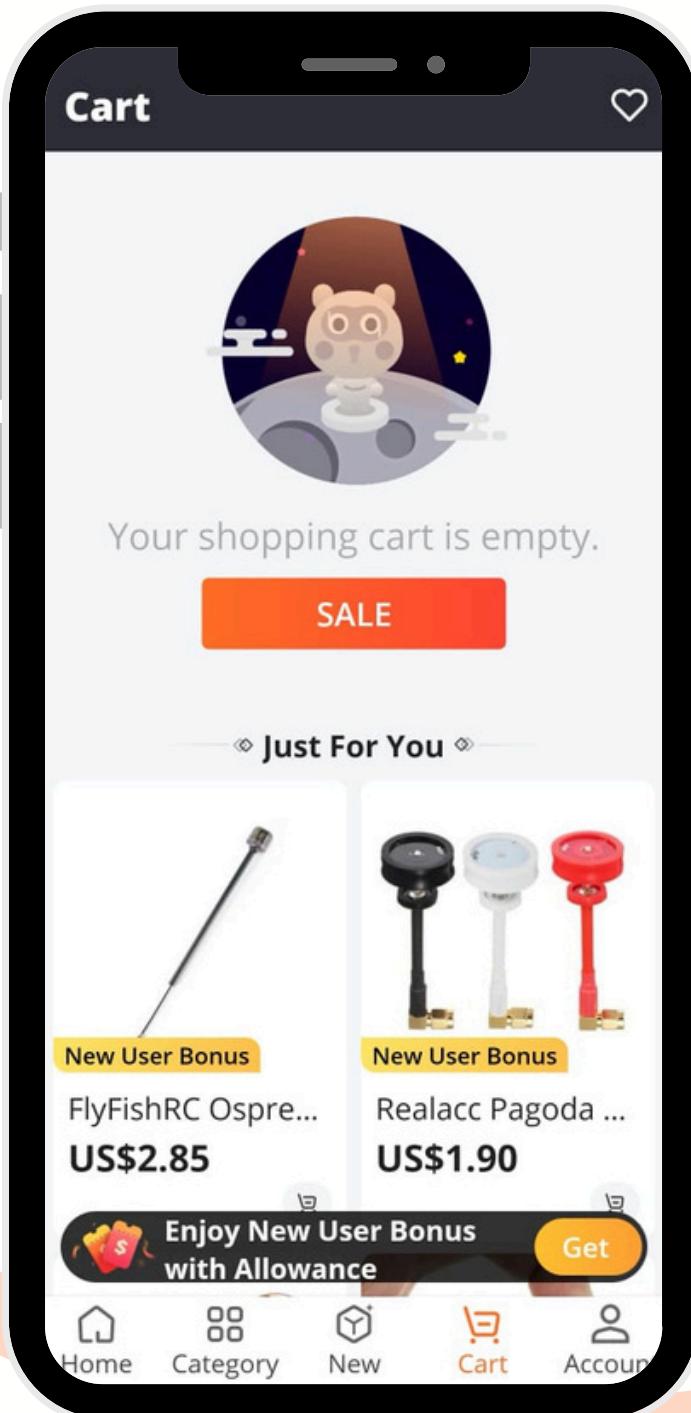
## 3. Improved User Guidance

- Users are clearly guided toward the next logical step.
- A calmer, more focused experience aligned with user intent.
- Lower cognitive load and improved decision-making efficiency.

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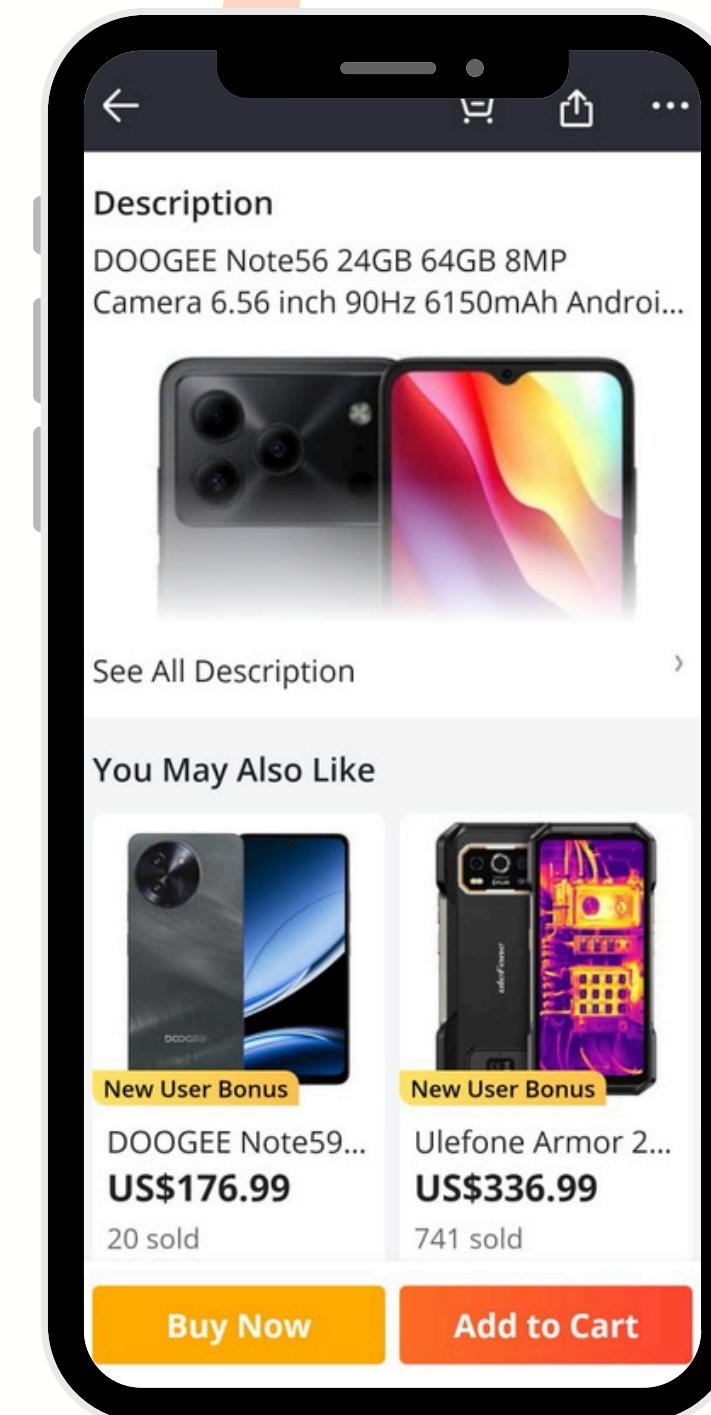
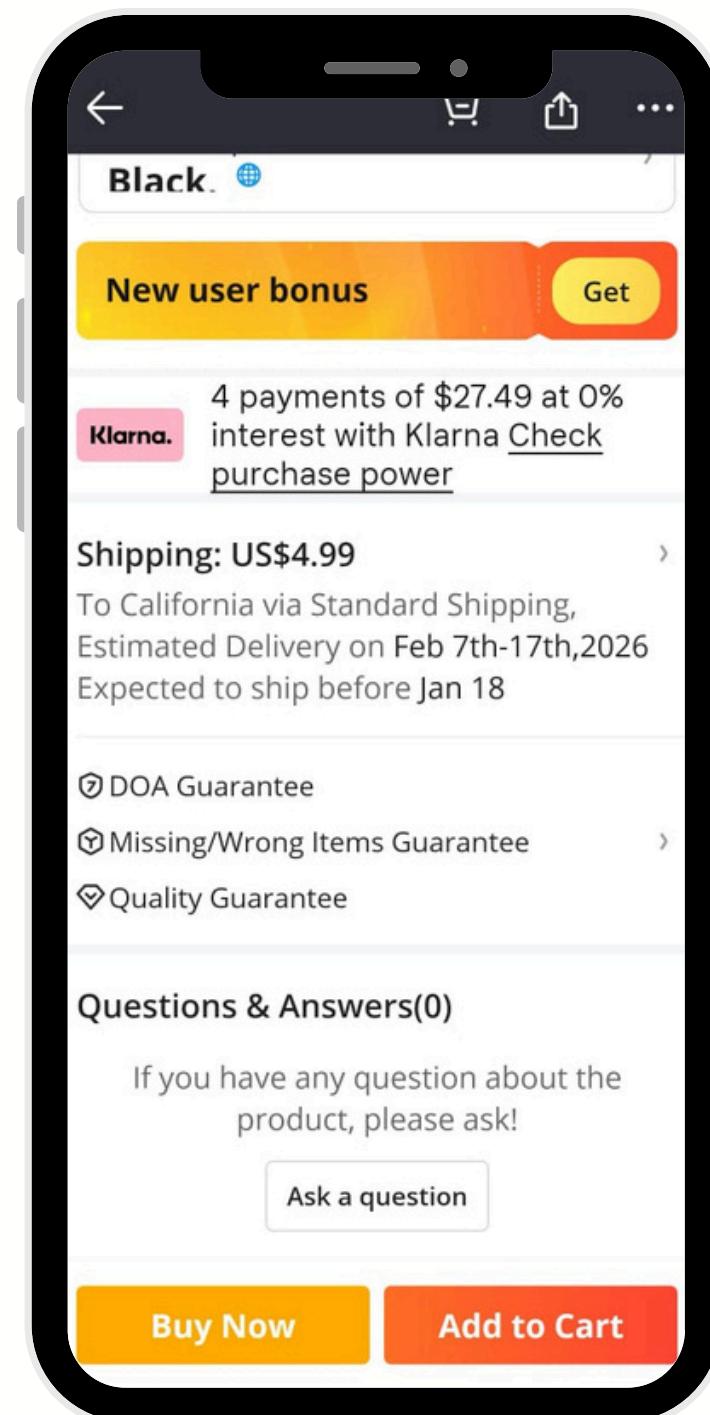
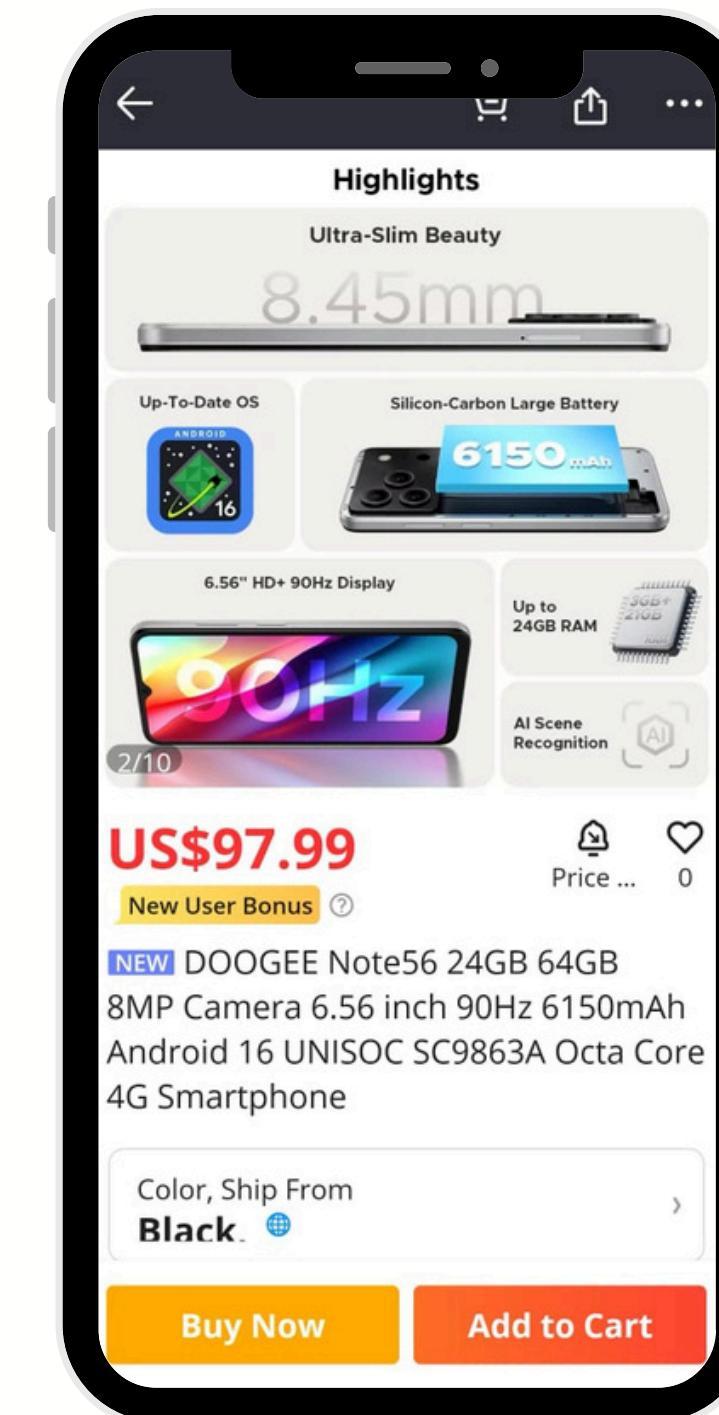
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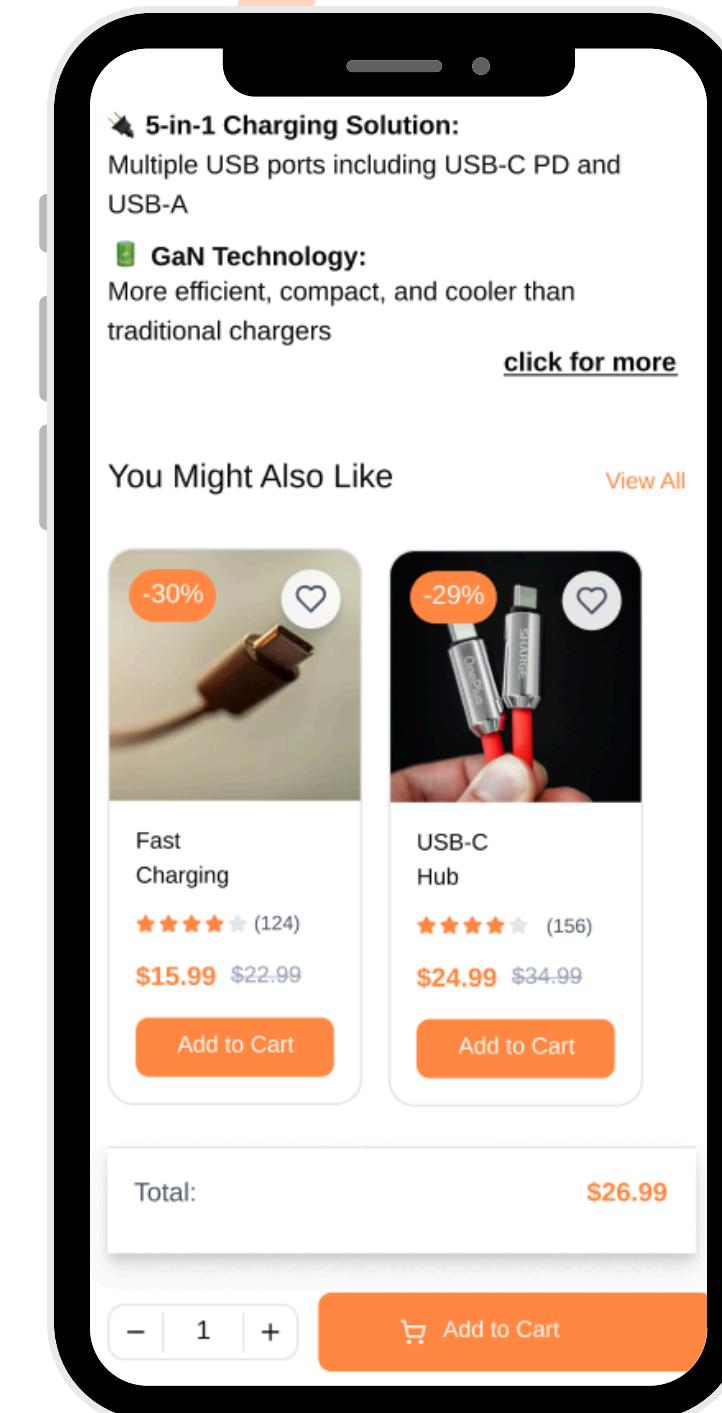
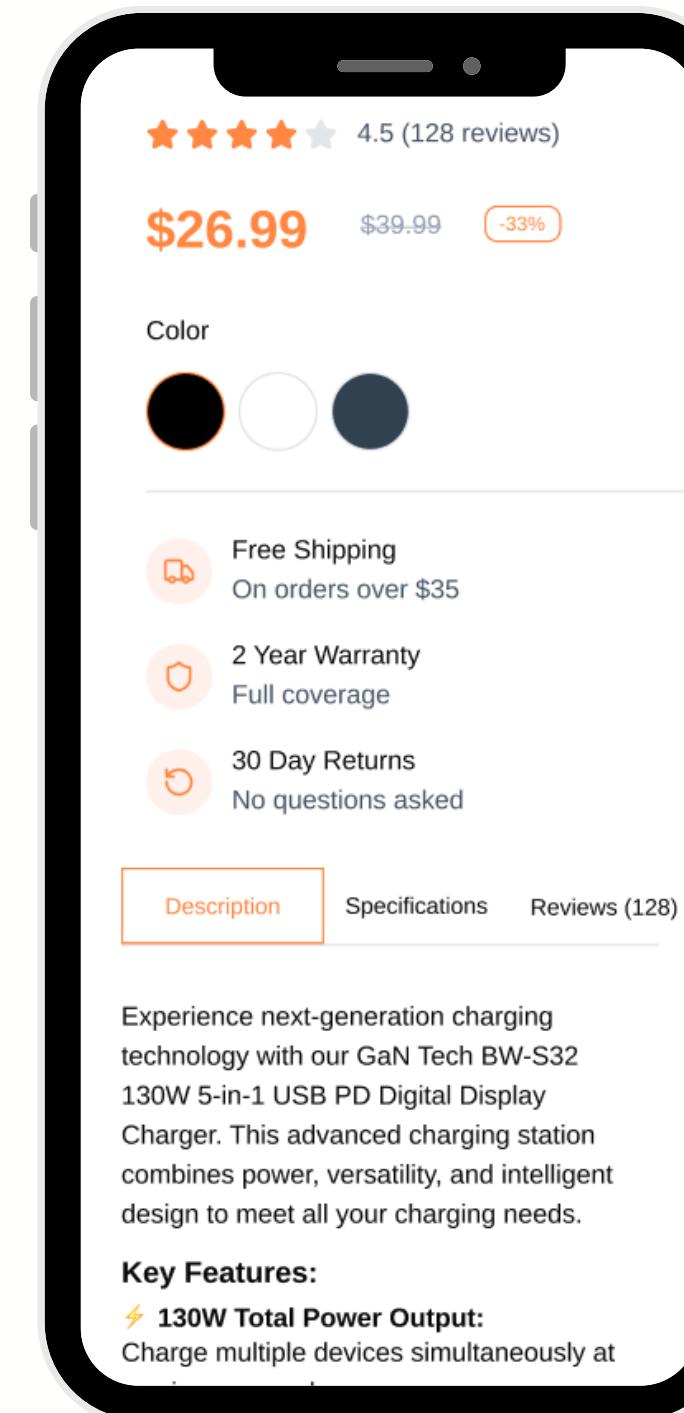
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# PROBLEMS IN OLD DESIGN:



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## 1. Visual Clutter and Distraction

- Promotional banners, bonuses, and recommendations appear inside the cart.
- These elements distract users from the primary goal: reviewing items and checking out.
- This increases cognitive load and harms task focus.

## 2. Unclear Cost Breakdown

- Prices, bonuses, and shipping messages are scattered across the screen.
- Users must mentally calculate the final cost.
- This violates the principle of \*visibility of system status\*.

## 3. Weak Visual Hierarchy

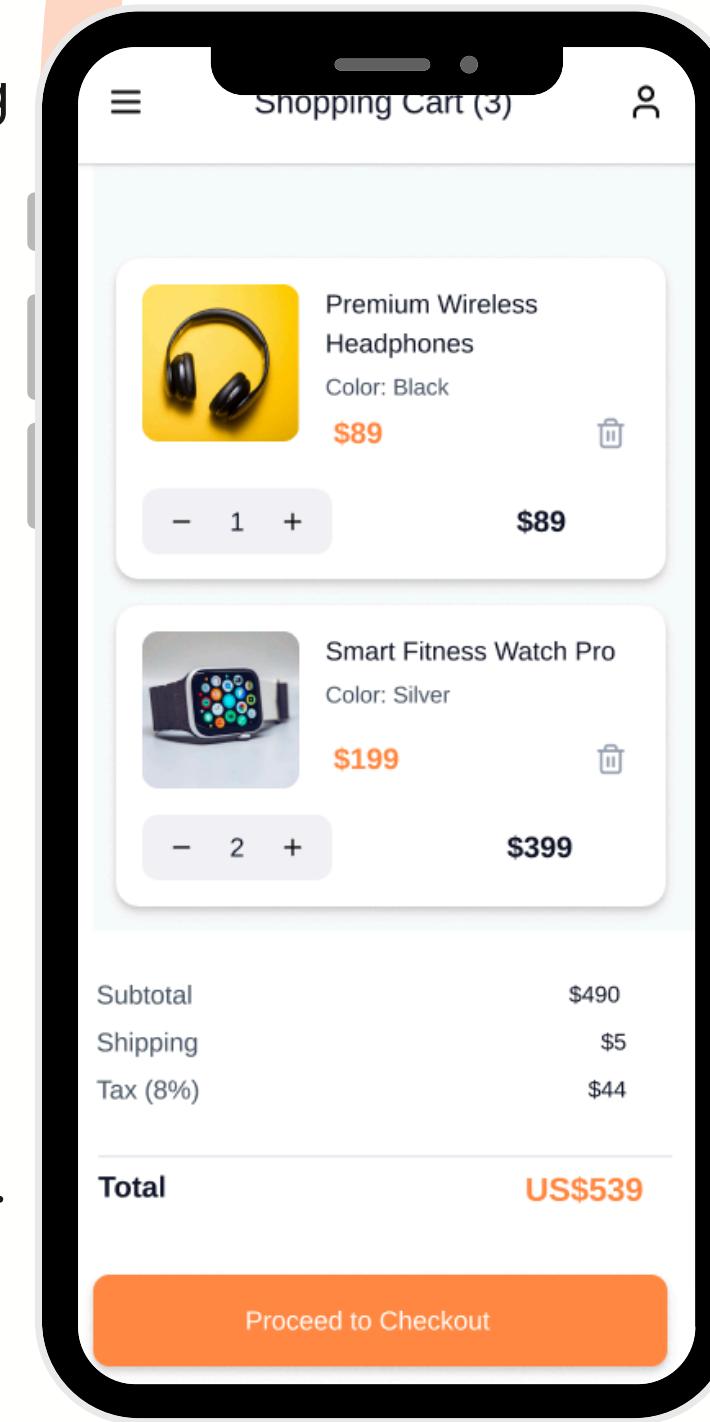
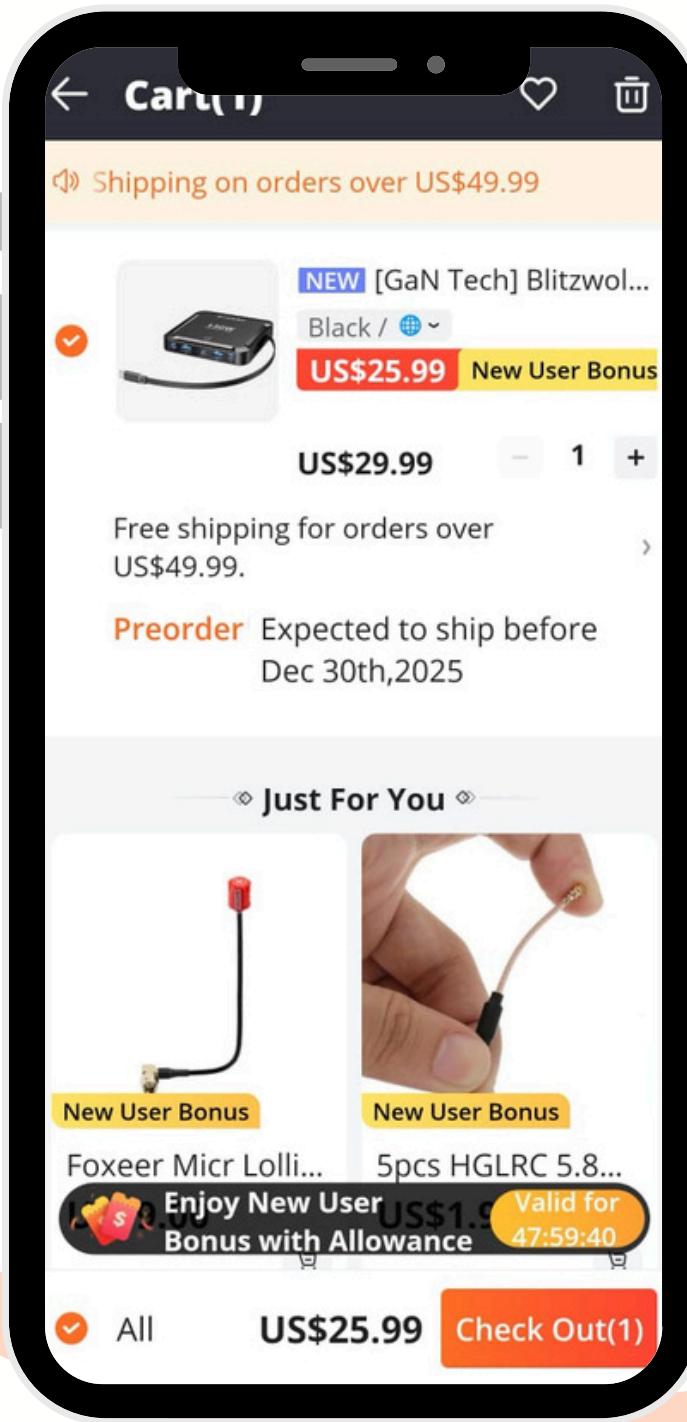
- Product details, promotions, and checkout action compete for attention.
- The “Check Out” button is visually mixed with other elements.
- Users may hesitate before proceeding.

## 4. Poor Task Efficiency

- Extra content (“Just For You”, bonuses) interrupts a critical flow.
- This slows down checkout and may increase cart abandonment.

## 5. Reduced Sense of Control

- The interface emphasizes promotions over user-selected items.
- Users may feel pressured or confused instead of confident.

**After****Before**

# IMPROVEMENTS IN THE NEW DESIGN :



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## 1. Focused and Minimal Layout

- Only essential cart information is displayed.
- No promotional distractions inside the cart.
- This supports goal-oriented task completion.

## 2. Clear Visual Hierarchy

- Product cards are clearly separated.
- Quantity controls, item price, and subtotal are easy to locate.
- The checkout button stands out as the primary action.

## 3. Transparent Cost Information

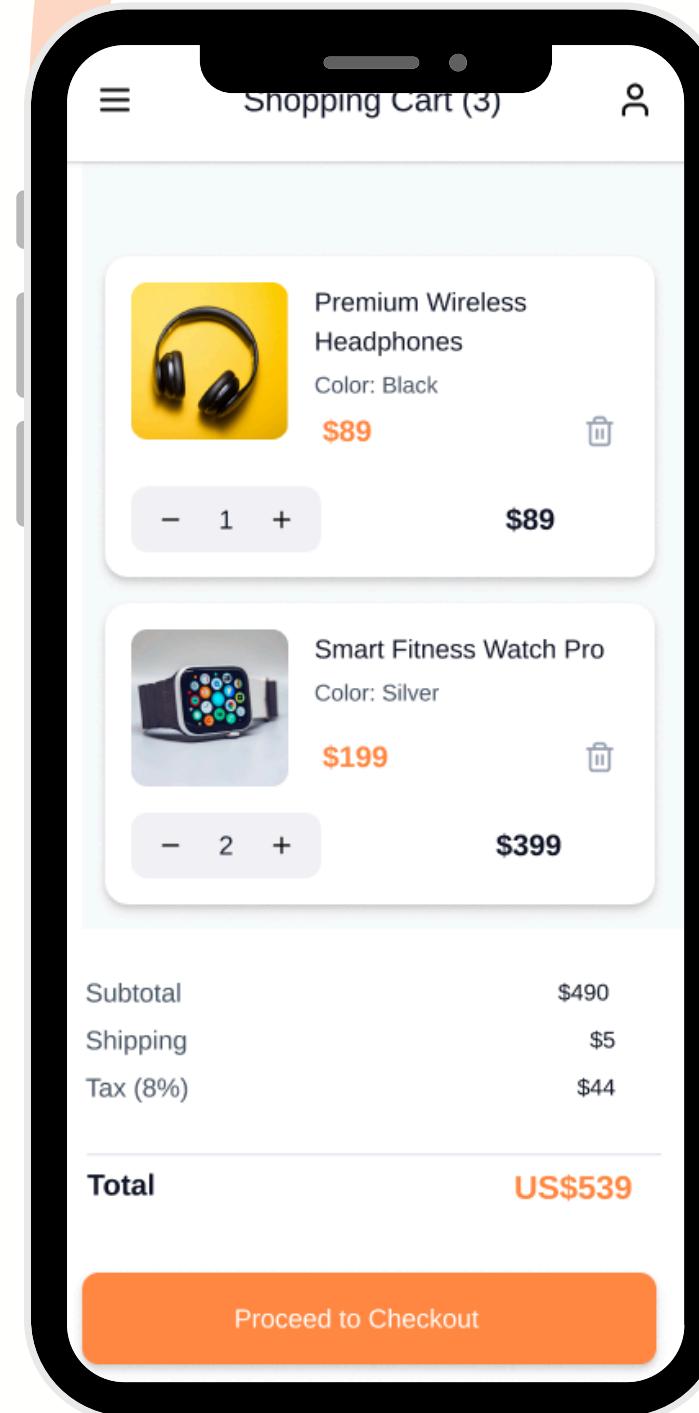
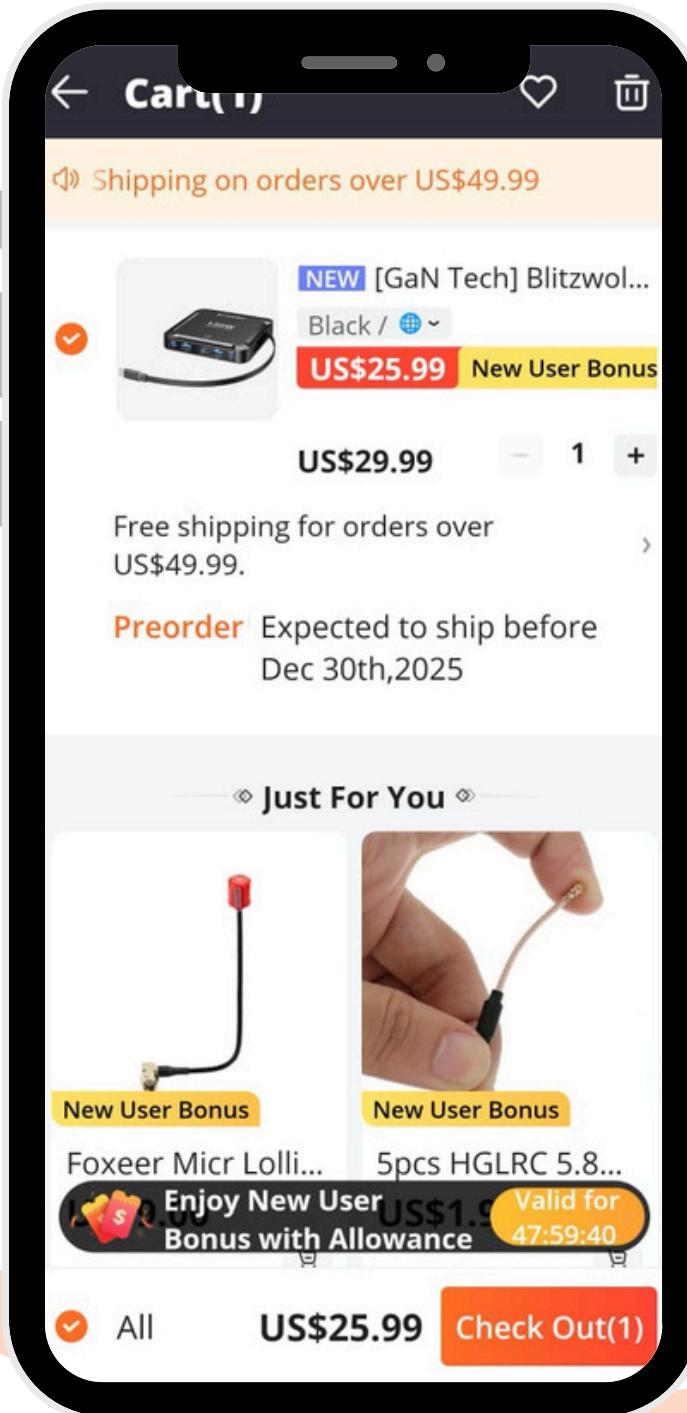
- Subtotal, shipping, tax, and total price are clearly listed.
- Users can immediately understand the final amount.
- This improves trust and decision confidence.

## 4. Improved Usability and Efficiency

- Users can adjust quantities or remove items easily.
- The checkout process becomes faster and less error-prone.
- This aligns with usability heuristics for efficiency.

## 5. Better User Experience

- The interface feels calm, predictable, and user-centered.
- Users maintain control over their purchase decisions.
- This reduces friction and potential abandonment.

**After****Before**

# PROBLEMS IN OLD DESIGN:



## 1. Distracting and Inconsistent Color Usage

- Heavy use of bright colors (red, yellow, orange) for prices, bonuses, and labels.
- Colors are applied decoratively rather than to indicate priority or action.
- Important information competes visually, making it hard to focus on key details.

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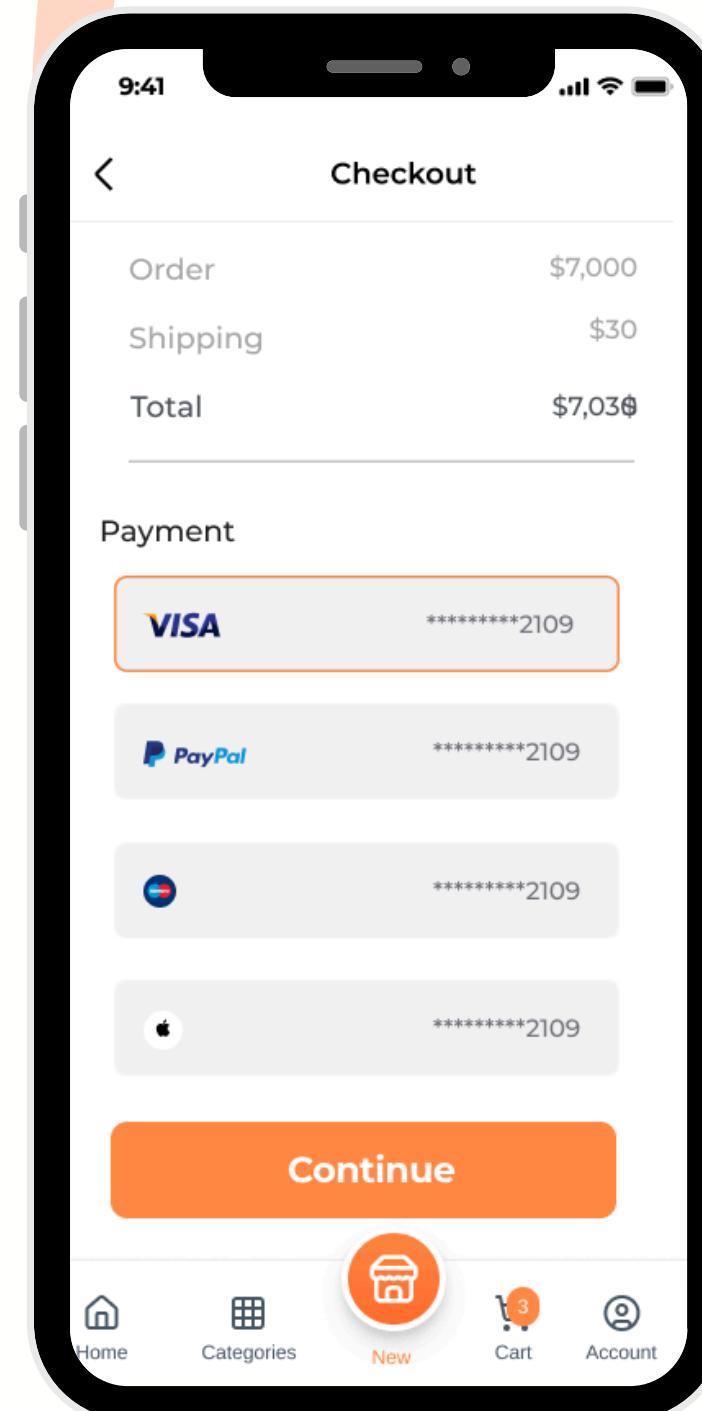
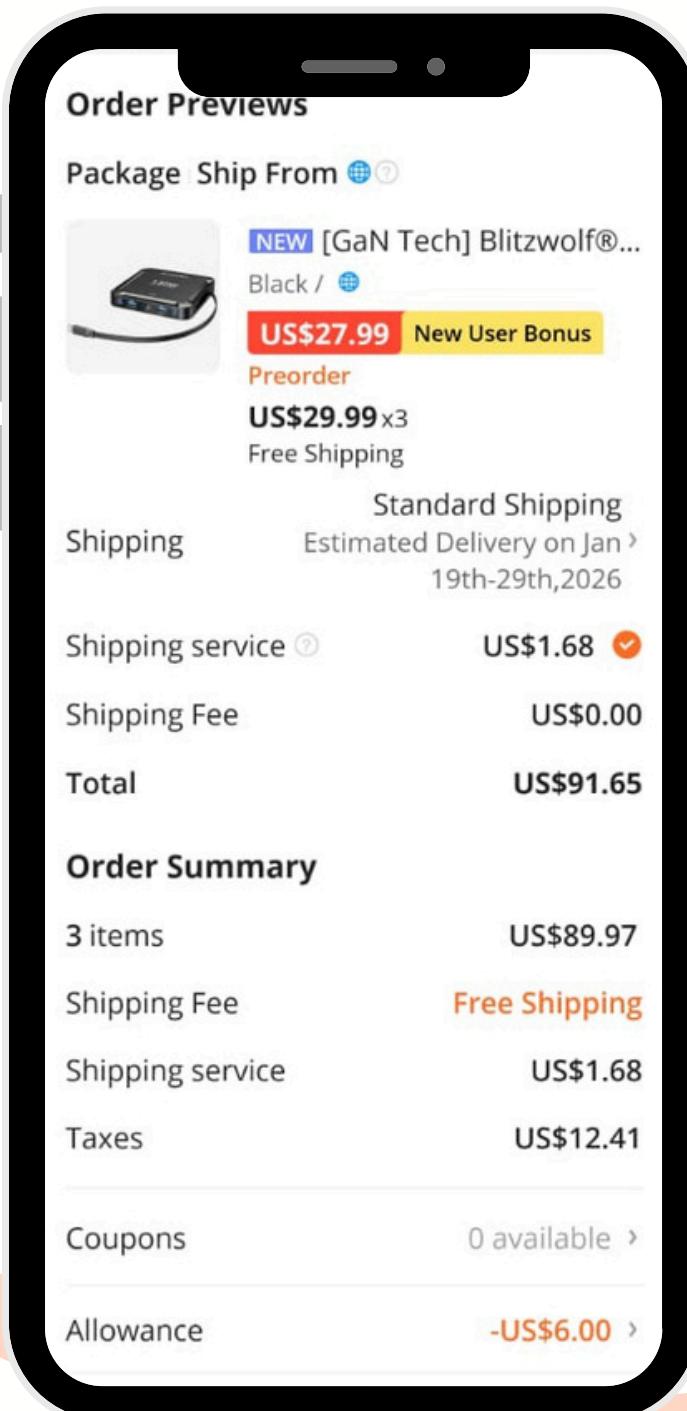
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## 2. Poor Content Grouping

- Product details, bonuses, shipping info, fees, and discounts are visually mixed.
- Lack of clear separation between sections such as product summary, shipping, and total cost.
- Violates Gestalt principles, particularly proximity and similarity, reducing scannability.

## 3. Reduced Information Clarity

- Excessive labels and highlights create visual noise.
- Users may struggle to quickly identify the final total or understand cost breakdowns.
- Increases cognitive load during a critical decision-making step.

**After****Before**

# IMPROVEMENTS IN THE NEW DESIGN :



## 1. Purposeful and Consistent Color Usage

- Neutral color palette with limited accent color for primary actions.
- Color is used functionally to highlight the main CTA and selected payment method.
- Clear visual hierarchy improves readability.

## 2. Clear Content Structure

- Checkout information is organized into distinct sections (Order, Payment, Total).
- Consistent spacing and card-based layout improve grouping and flow.
- Strong alignment with Gestalt principles enhances scanning efficiency.

## 3. Improved Decision Confidence

- Key information such as total amount and payment method is immediately visible.
- Reduced visual clutter allows users to review details with confidence.
- A calmer, more focused checkout experience supports conversion.

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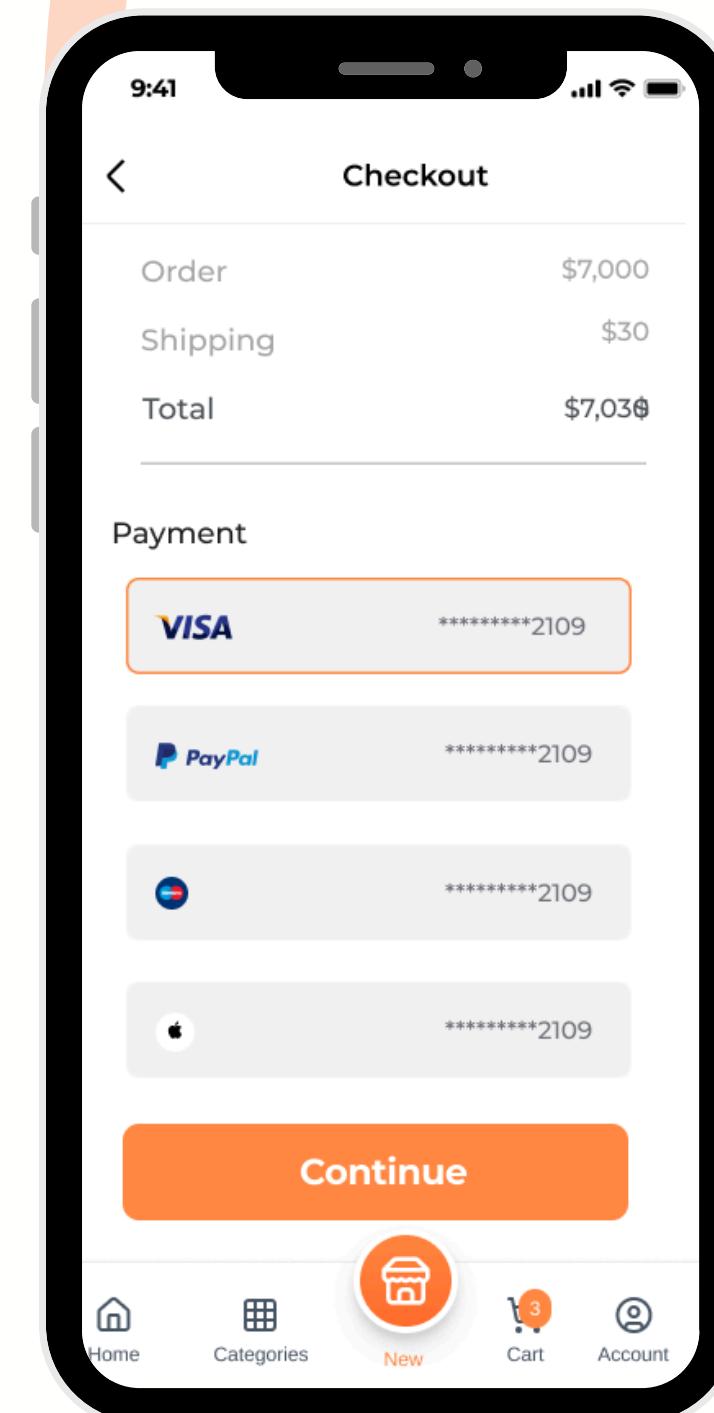
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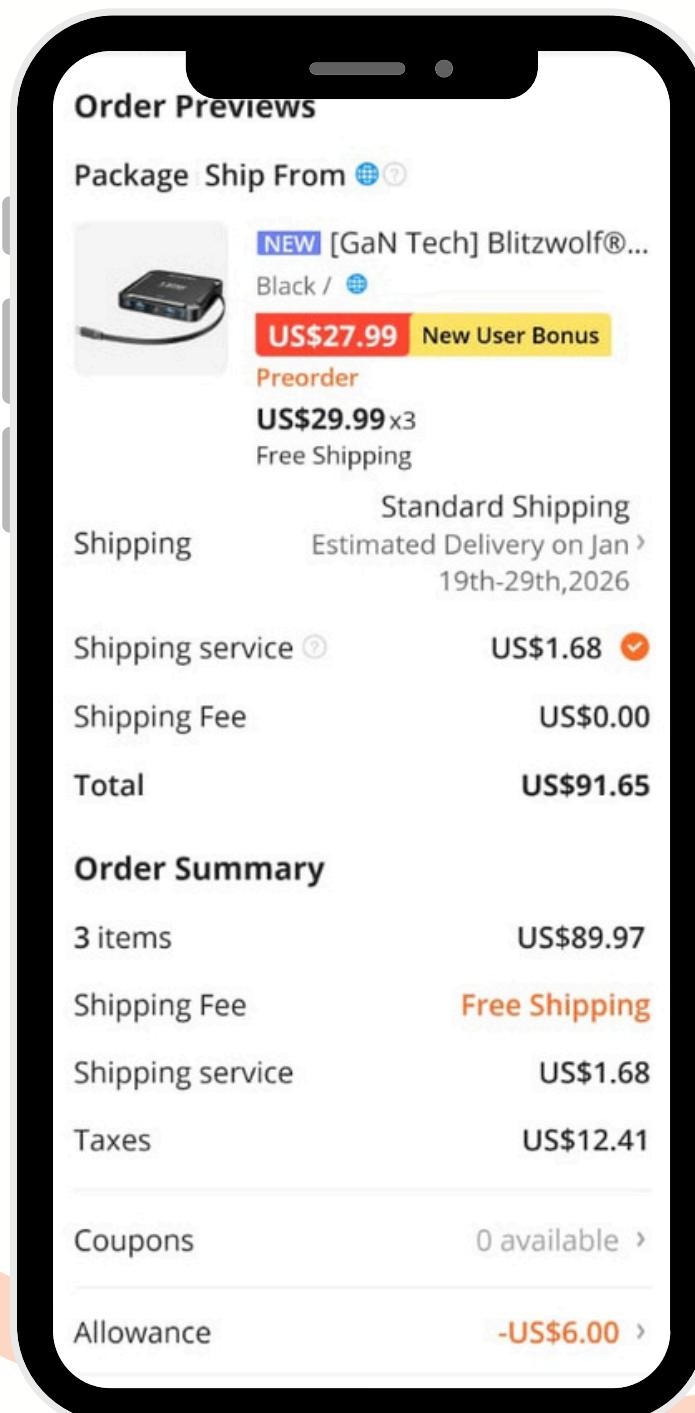
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**After**



**Before**



# IMPROVEMENTS IN THE NEW DESIGN :



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## 1. Immediate System Feedback

- After checkout, the user receives clear confirmation that the action was successful.
- This feedback reassures users that their order has been processed.
- The old design lacked explicit confirmation, leaving users uncertain about the system state.

## 2. Clear Order Status Visibility

- The new design communicates the current order state (e.g., confirmed, processing).
- Users no longer need to guess whether checkout was completed.
- This improves visibility of system status, which was missing before.

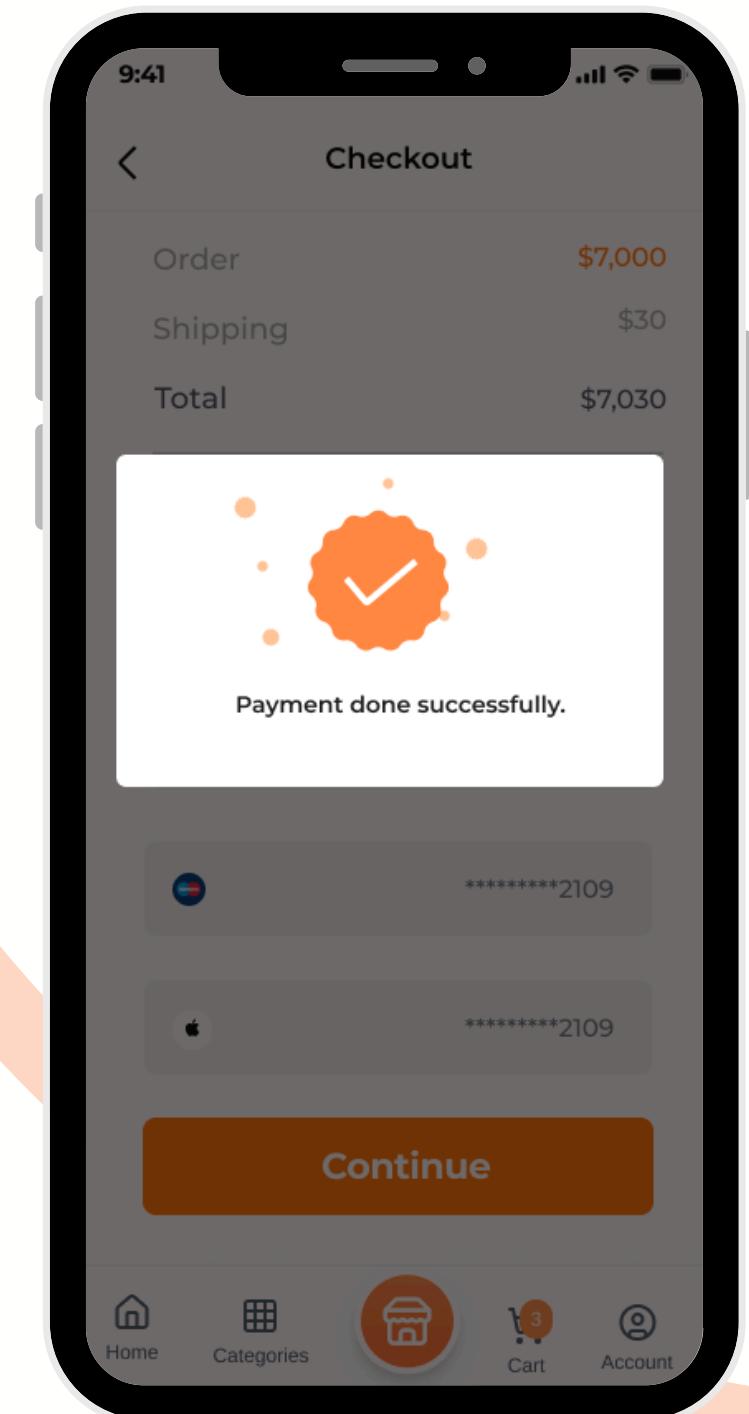
## 3. Better Error Prevention

- Feedback prevents users from repeating checkout actions (e.g., double payment).
- Users understand that the process has ended successfully.
- The old design risked repeated actions due to unclear completion feedback.

## 4. Enhanced User Control

- Users feel in control because the system clearly responds to their action.
- The interface confirms that the user's goal has been achieved.

## New screen



# PROBLEMS IN OLD DESIGN:



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## 1. Mixed Content and Poor Focus

- Personal information, promotions (New User Bonus), orders, and wallet details are shown on the same screen.
- This creates distraction and makes it difficult to focus on profile-related tasks.
- The interface does not support goal-oriented interaction.

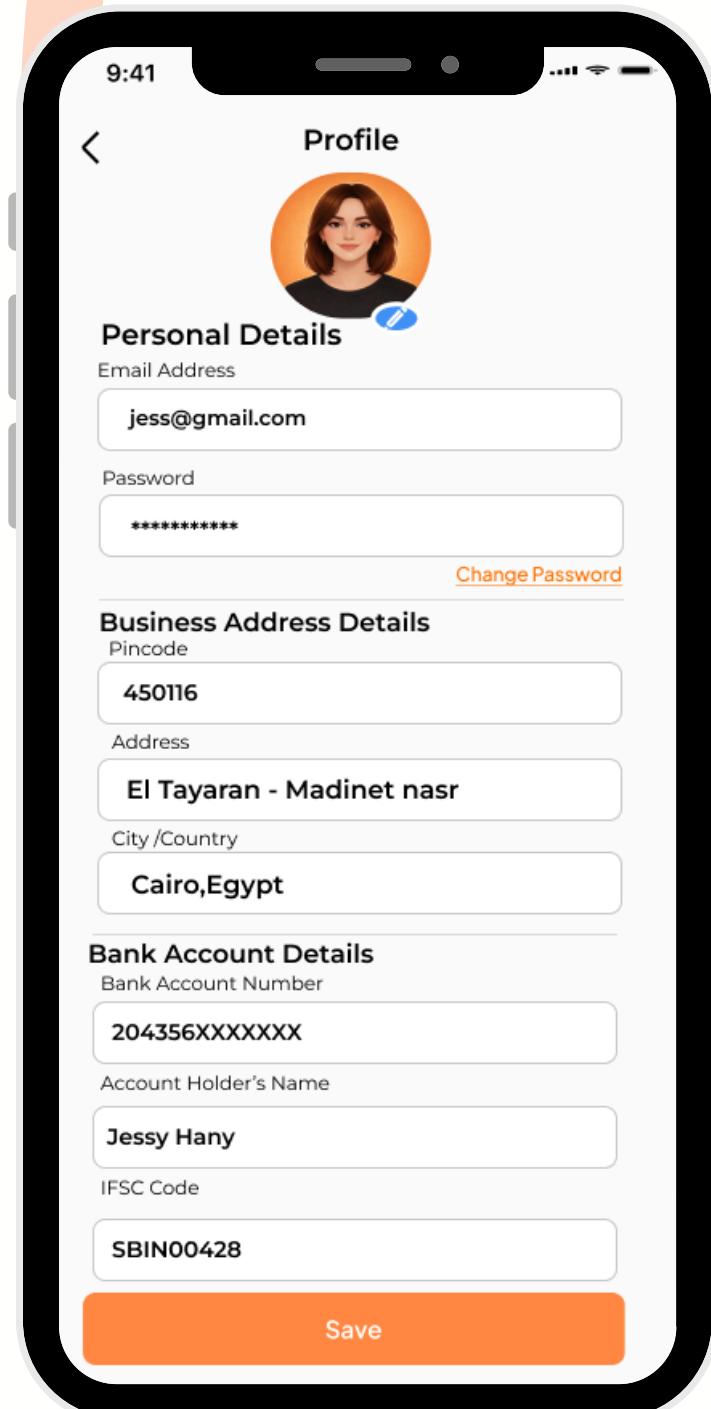
## 2. Lack of Editable Personal Information

- Users cannot clearly view or edit personal, address, or payment details.
- This limits user control over their own data.
- The old design does not support flexibility or personalization.

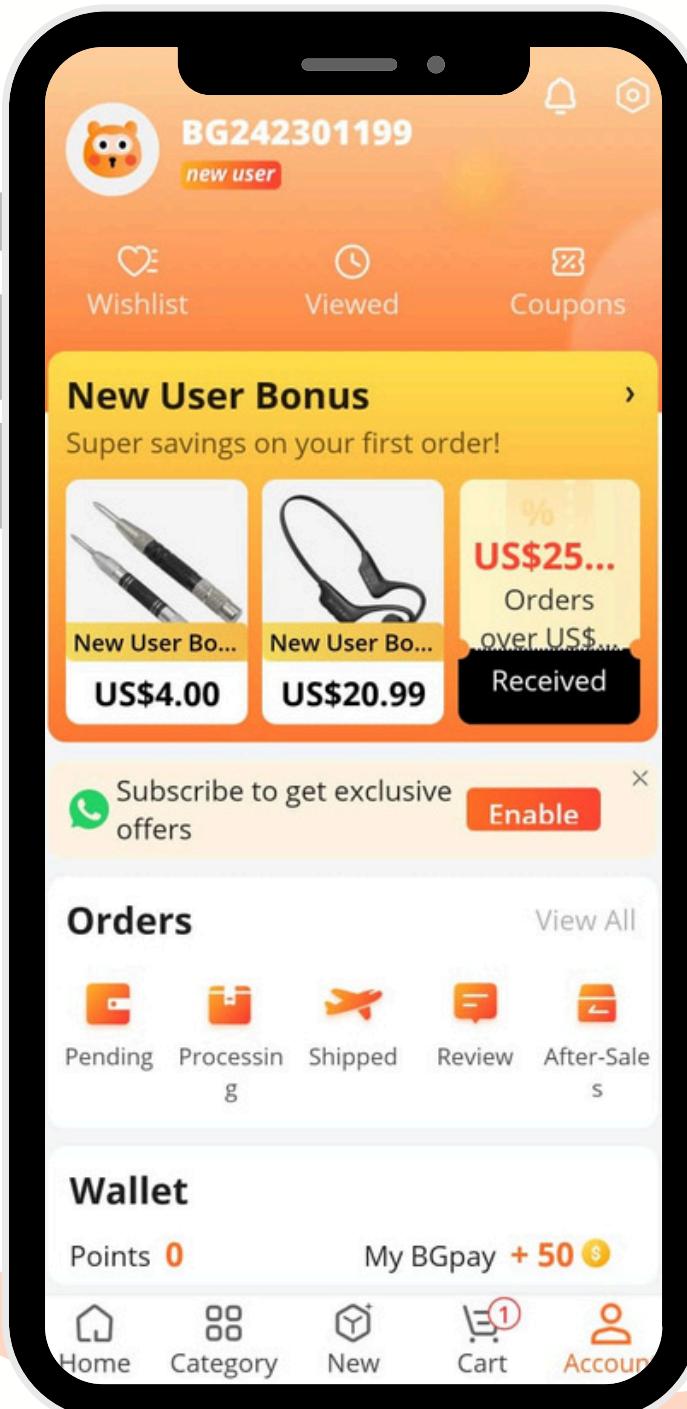
## 3. Weak Information Organization

- Profile-related data is not structured into logical sections.
- Users must scan through irrelevant content (ads, bonuses) to find account information.
- This reduces efficiency and increases cognitive load.

**After**



**Before**



# IMPROVEMENTS IN THE NEW DESIGN :



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## 1. Dedicated Profile Management

- The new design provides a clear “Profile” screen focused only on user information.
- Personal details, address details, and bank details are separated into clear sections.
- This improves clarity and task efficiency.

## 2. Editable User Information

**Users can directly edit:**

- Personal details
- Business address
- Bank account information
- This increases user control and freedom, which was missing before.

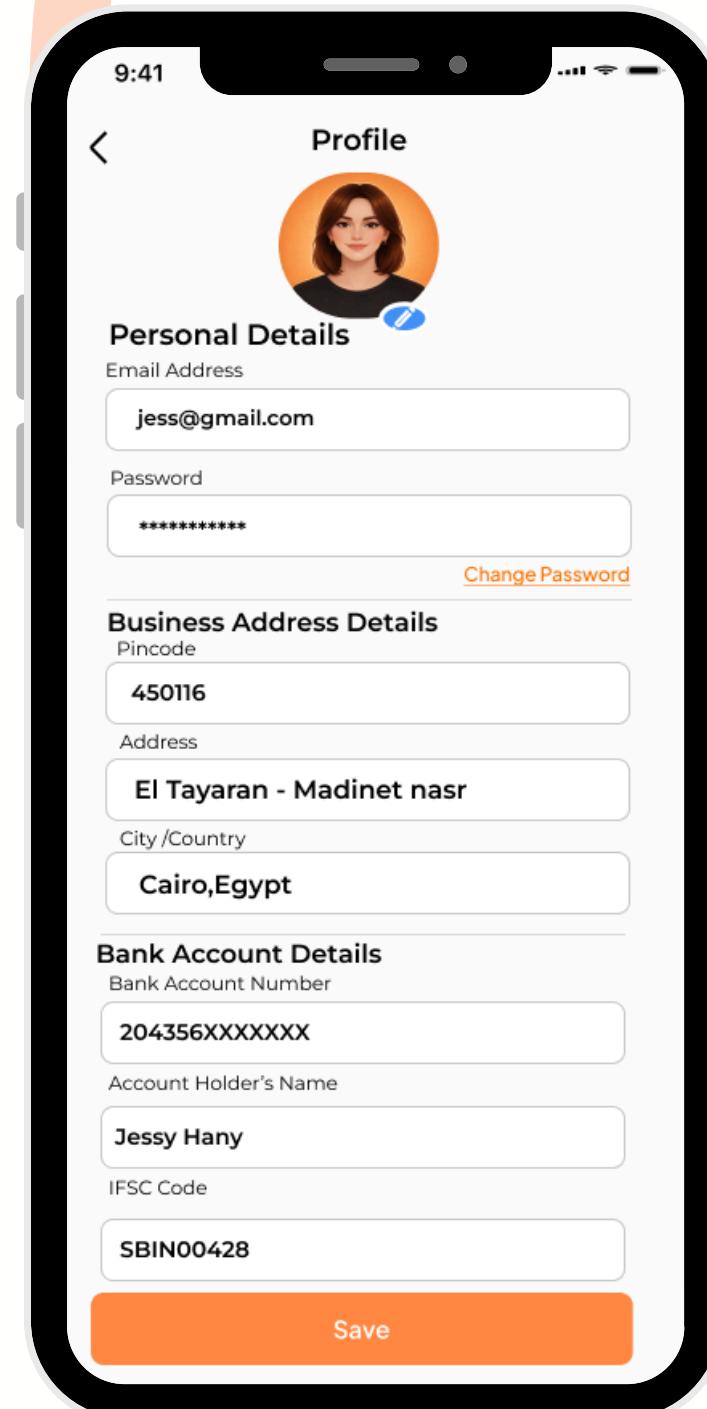
## 3. Security and Account Control Features

- Options such as “Change Password” are clearly visible.
- This improves perceived security and trust.

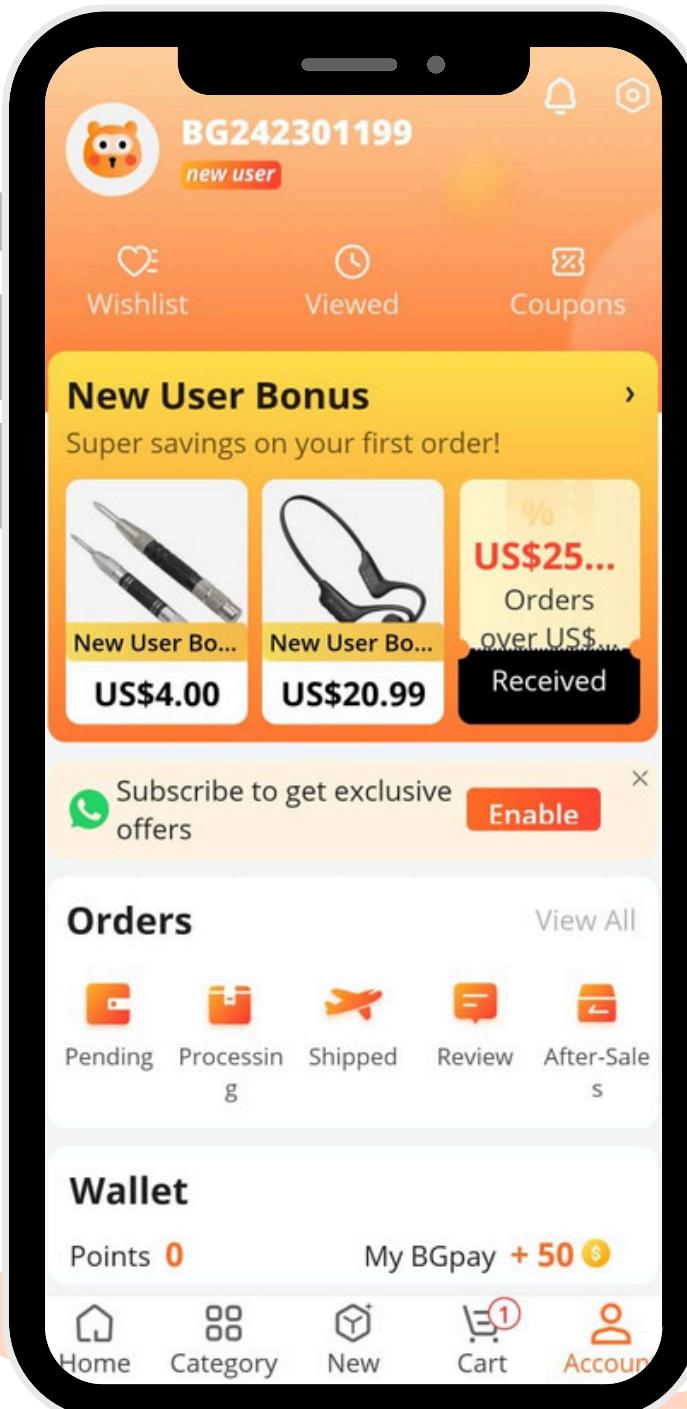
## 4. Minimal and Distraction-Free Interface

- Promotional banners are removed from the profile screen.
- The interface focuses solely on account management tasks.

**After**



**Before**



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***Thank  
you***

