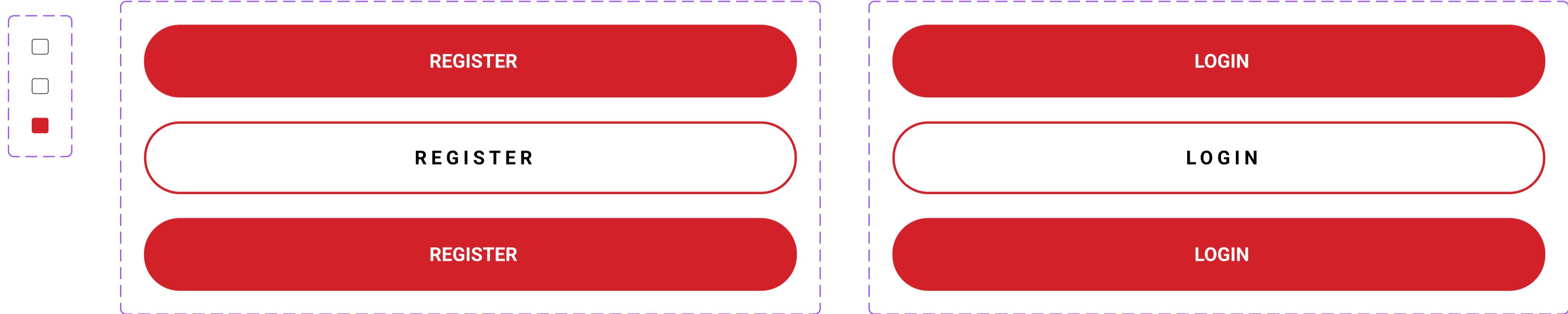


## About the project

Liberty Books, a prominent online bookstore in Pakistan, offers a wide range of literary options for readers. However, the user experience on their website was hindered by several issues. The login and registration pages were disoriented, featuring numerous fields that overwhelmed users, causing frustration and potential drop-offs. Additionally, the checkout process was excessively lengthy, requiring users to fill in repetitive information across multiple steps, leading to user friction and a cumbersome shopping experience.



To address these challenges, I undertook a redesign of the signup, login, and checkout pages. My solution focused on streamlining the forms by reducing redundant fields, consolidating steps, and creating a more intuitive layout. This approach aimed to enhance user engagement by making the registration and purchase processes more efficient and user-friendly, ultimately improving the overall shopping experience on the Liberty Books website.



**READ. LEARN. GROW.**



## LOGIN

Email

Password



[Forgot Password?](#)

**LOGIN**

Don't Have An Account? [Register Now](#)

OR



[Login using Gmail](#)



[Login using Facebook](#)

**READ. LEARN. GROW.**



## LOGIN

Email

*abc@gmail.com*

Password

\*\*\*\*\*



[Forgot Password?](#)

**LOGIN**

Don't Have An Account? [Register Now](#)

OR



Login using Gmail



Login using Facebook

# READ. LEARN. GROW.



## CREATE ACCOUNT

First Name

Afzal

Last Name

Khan

Email

abc@gmail.com

Password

\*\*\*\*\*

Confirm Password

\*\*\*\*\*

I Have Read And Agree To The [Returns And Exchange Policy](#)

REGISTER

Already Have An Account? [Login](#)

OR



Login using Gmail



Login using Facebook

**READ. LEARN. GROW.**



## CREATE ACCOUNT

First Name

Afzal

Last Name

Khan

Email

Password

 \*\*\*\*\* (eye icon)

Confirm Password

 \*\*\*\*\* (eye icon)

I Have Read And Agree To The [Returns And Exchange Policy](#)

REGISTER

Already Have An Account? [Login](#)

OR



Login using Gmail



Login using Facebook

Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

## Shopping Cart

Image	Name	Reference Number	Quantity	Price	
	<b>The Darkness Within Us</b> By: Tricia Levensel	REF# 00334567	(-) 1 (+)	RS. 1,000	
	<b>You'd Be Home Now</b> By: Kathleen Glasgow	REF# 00235587	(-) 1 (+)	RS. 2,000	
	<b>Love Just In</b> By: Natalie Murray	REF# 09859467	(-) 1 (+)	RS. 2,000	
			<b>TOTAL</b>	<b>RS.2000</b>	

[Checkout](#)[Continue Shopping](#)

Q Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

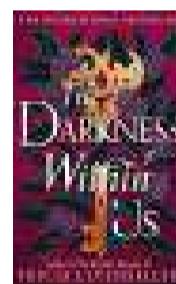
URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

## Shopping Cart



**The Darkness Within Us**  
By: Tricia Levensel

REF# 00334567

- 1 +

RS. 1,000



**You'd Be Home Now**  
By: Kathleen Glasgow

REF# 00235587

- 1 +

RS. 2,000



**Love, Just In**  
By: Natalie Murray

REF# 09859467

- 1 +

RS. 2,000



## Delivery

First Name

Last Name

Contact Number

Address

Country

Region

City

NEXT

 Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

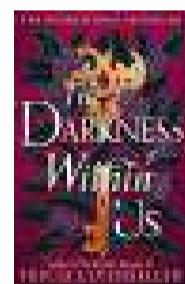
URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

## Shopping Cart

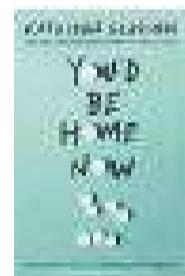


**The Darkness Within Us**  
By: Tricia Levensel

REF# 00334567

(-) 1 (+)

RS. 1,000



**You'd Be Home Now**  
By: Kathleen Glasgow

REF# 00235587

(-) 1 (+)

RS. 2,000



**Love, Just In**  
By: Natalie Murray

REF# 09859467

(-) 1 (+)

RS. 2,000



## Payment

 Credit/ Debit Card JazzCash BaadMaay (Thora Abhi, Thora Baad Mein) Cash On Delivery

NEXT

Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

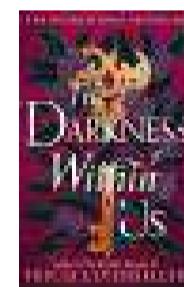
URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

## Shopping Cart



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By: Tricia Levensel

REF# 00334567

(-) 1 (+)

RS. 1,000



**You'd Be Home Now**  
By: Kathleen Glasgow

REF# 00235587

(-) 1 (+)

RS. 2,000



**Love, Just In**  
By: Natalie Murray

REF# 09859467

(-) 1 (+)

RS. 2,000



## Order Summary

### Shipping To

Afzal Khan,  
Street No. 24, Abu Bakr Block, Bahria Phase 8,  
Rawalpindi, Punjab, Pakistan  
03439567002

### Payment Details

Cash On Delivery  
RS. 5000

### Summary

Subtotal (3 Items)	RS. 5,000
Standard Delivery	RS. 100
COD Fees	RS. 100
VAT	5%
<b>TOTAL</b>	<b>RS.5200</b>



Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

**Your Order Is Confirmed**

Tracking ID: AE0294567

[Continue Shopping](#)

 Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

## Shopping Cart



**The Darkness Within Us**  
By: Tricia Levensel

REF# 00334567

- 1 +

RS. 1,000



**You'd Be Home Now**  
By: Kathleen Glasgow

REF# 00235587

- 1 +

RS. 2,000



**Love, Just In**  
By: Natalie Murray

REF# 09859467

- 1 +

RS. 2,000



## Payment

Credit/ Debit Card

### Card Details

Card Name\*

Card Number\*

Month

Year

CVC

JazzCash

BaadMaay (Thora Abhi, Thora Baad Mein)

Cash On Delivery

NEXT


 Search Here....

FICTION

NON-FICTION

CHILDREN'S BOOK

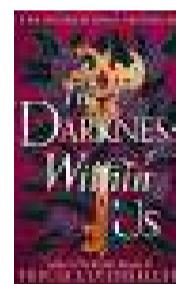
URDU

GIFTS &amp; STATIONERY

SALE

NEWS &amp; NOTABLE

## Shopping Cart

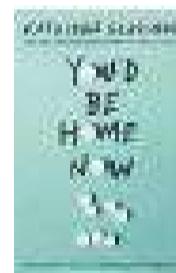


**The Darkness Within Us**  
By: Tricia Levensel

REF# 00334567

- 1 +

RS. 1,000



**You'd Be Home Now**  
By: Kathleen Glasgow

REF# 00235587

- 1 +

RS. 2,000



**Love, Just In**  
By: Natalie Murray

REF# 09859467

- 1 +

RS. 2,000



## Payment

Credit/ Debit Card

JazzCash

BaadMaay (Thora Abhi, Thora Baad Mein)

Cash On Delivery

Cash On Delivery

Cash On Delivery Fees: RS. 100. Refunds On Cash On Delivery

Orders Will Be Transferred To Your E-Wallet.

NEXT



Personal Information

Educational Background

Upload Documents

Review & Submit

## Personal Information

### Students Details

CNIC / Form - B

XXXXXX-XXXXXXX-X

Full Name

Afzal Khan

Gender

Female  Male

Nationality

Pakistan

Religion

Islam

Email Address

abc@gmail.com

Re-Type CNIC / Form - B

XXXXXX-XXXXXXX-X

Date Of Birth

DD  MM  YY

Marital Status

Single  Married

Blood Group

A+

Hafiz-E-Quran

Yes  No

Mobile Number

033-XXXXXXX

**SAVE & SUBMIT**

### Guardian Details

### Address



Personal Information

Educational Background

Upload Documents

Review & Submit

## Personal Information

### Student Details

### Guardian Details

Guardian Name

Rafi Khan

Guardian Occupation

Businessman

Email Address

abc@gmail.com

Guardian CNIC

XXXXX-XXXXXXX-X

Guardian Income

Monthly Income

Mobile Number

033-XXXXXXX

**SAVE & SUBMIT**

### Address



Personal Information



Educational Background



Upload Documents



Review & Submit

## Personal Information

### Student Details

### Guardian Details

### Address

Province

Punjab

Domicile District

Lahore

Permanent Address

Your Permanent Address

Postal Address

Enter Postal Address

SAVE & SUBMIT



Offered Program

Fill Form

Edit/ View Application(s)

Contact/Query

Merit List



Personal Information



Educational Background



Upload Documents



Review & Submit

# Personal Information

## Student Details

## Guardian Details

## Address

NEXT



Offered Program

Fill Form

Edit/ View Application(s)

Contact/Query

Merit List



## Educational Background



Personal Information

Educational Background

Upload Documents

Review & Submit

### Educational Details

Degree Level

Exam Type

Roll No. / Serial No.

Grading System

Marks     GPA

Total Marks/ GPA

Grade

Degree/ Certificate Title

Passing/Exam Year

Registration No. / Reference No.

Marks Obtained/ GPA

Division

Major Subject(s)

SAVE & SUBMIT

Offered Program

Fill Form

Edit/ View Application(s)

Contact/Query

Merit List



Personal Information

Educational Background

Upload Documents

Review & Submit

# Educational Background

## O-Levels

## A-Levels

[ADD MORE](#)

[NEXT](#)



Offered Program

Fill Form

Edit/ View Application(s)

Contact/Query

Merit List



Personal Information

Educational Background

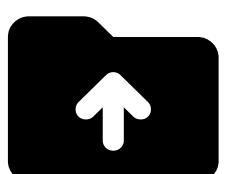
Upload Documents

Review & Submit

## Upload Documents



### Upload Document



Drag Or Drop Images Here

OR

Browse Files

Photo

CNIC

O-Level

A-Level

NEXT



Offered Program

Fill Form

Edit/ View Application(s)

Contact/Query

Merit List



Personal Information

Educational Background

Upload Documents

Review & Submit

## Review & Submit

### Personal Details

### Educational Background

### Upload Documents

SUBMIT



Offered Program

Fill Form

Edit/ View Application(s)

Contact/Query

Merit List



Personal Information



Educational Background



Upload Documents



Review & Submit

## Personal Information

### Students Details

CNIC / Form - B

XXXXXX-XXXXXXX-X

Re-Type CNIC / Form - B

XXXXXX-XXXXXXX-X

Full Name

Afzal Khan

Date Of Birth

DD DD MM MM YYYY YYYY

Gender

Female  Male

Marital Status

Single  Married

Nationality

Pakistan

Blood Group

A+

Religion

Islam

Hafiz-E-Quran

Yes  No

Email Address

abc@gmail.com

Mobile Number

033-XXXXXXX

SAVE & SUBMIT

### Guardian Details

+

### Address

+





Personal Information



Educational Background



Upload Documents



Review & Submit

## Personal Information

### Student Details



### Guardian Details



Guardian Name

Rafi Khan

Guardian CNIC

XXXXX-XXXXXXX-X

Guardian Occupation

Businessman

Guardian Income

Monthly Income

Email Address

abc@gmail.com

Mobile Number

033-XXXXXXX

SAVE & SUBMIT

### Address





Personal Information



Educational Background



Upload Documents



Review & Submit

## Personal Information

### Student Details



### Guardian Details



### Address



Province

Punjab

Domicile District

Lahore

Permanent Address

Your Permanent Address

Postal Address

Enter Postal Address

SAVE & SUBMIT





Personal Information



Educational Background



Upload Documents



Review & Submit

## Personal Information

Student Details



Guardian Details



Address



NEXT





## Educational Background



Personal Information

ADD MORE

Educational Background

Upload Documents

Review & Submit

### Educational Details



Degree Level

Degree/ Certificate Title

Exam Type

Passing/Exam Year

Roll No. / Serial No.

Registration No. / Reference No.

Grading System

Marks     GPA

Marks Obtained/ GPA

Total Marks/ GPA

Division

Grade

Major Subject(s)

SAVE & SUBMIT





Personal Information



Educational Background



Upload Documents



Review & Submit

## Educational Background ?

O-Levels



A-Levels



ADD MORE

NEXT





Personal Information



Educational Background



Upload Documents

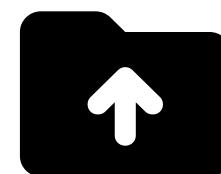


Review & Submit

## Upload Documents



### Upload Document



Drag Or Drop Images Here

OR

Browse Files

Photo



CNIC



O-Level



A-Level



NEXT







Personal Information

Educational Background

Upload Documents

Review & Submit

## Review & Submit

Personal Details

Educational Background

Upload Documents

SUBMIT





# UNIVERSITY OF THE PUNJAB

## ONLINE ADMISSIONS (Fall-2024)



**YOUR APPLICATION HAS BEEN SUBMITTED.**

You will receive further instruction on the submitted email.

## About The Project

The University Of The Punjab, located in Lahore, Pakistan, is one of the oldest and most prestigious institutions of higher learning in the country.

The existing online admission form of the university, while comprehensive, posed significant challenges for applicants. The form was too extensive and overwhelming, with multiple sections presented all at once, leading to user frustration. The lack of a clear structure, proved to be cumbersome and time-consuming, increasing the likelihood of errors and incomplete submissions.

To address these issues, the form was redesigned with a focus on enhancing usability and reducing user friction. The new design breaks down the admission process into a clear, step-by-step format, guiding applicants through sections such as personal information, educational background, document uploads, and review & submit. A progress indicator was added to help users understand where they are in the process, reducing anxiety and improving navigation.

Each section was streamlined with concise labels and tooltips for additional guidance, was implemented. This redesign not only made the form more user-friendly but also significantly improved the overall experience for applicants, ensuring a smoother and more efficient admission process.





- All required documents(for below listed entities) are to be uploaded before final submission.
- Document can be uploaded one by one by clicking the button "UPLOAD DOCUMENT" for each record (listed below).
- Documents can be changed/rejected (if required) by clicking "REPLACE" button.
- If you are unable to upload document via mobile phone, please try to upload using pc or laptop.



#### IMPORTANT INSTRUCTION !

#### IMPORTANT INSTRUCTION !



- The result being entered must have been declared officially before the last date of admission form submission.
- A-Level students are advised to add the marks according to the IBCC equivalence issued for their O-Level result, for both the matriculation and intermediate educational details.



- Female
- Female



# UNIVERSITY OF THE PUNJAB

## ONLINE ADMISSIONS (Fall-2024)



### Important Instructions

#### Applying Procedure

- Add Personal, Educational, documents & then review and submit your form.
- Do Final Submission (*Note: After Final Submission you will not be able to edit your entered information*)
- Choose your desired program from Offered List.
- Fee Challan will be generated for selected Admission Program. Take printout using **Print Challan** & deposit fee in any branch of HBL or UBL bank or 1Bill service.
- After depositing fee you need to **Generate Application** by uploading picture of Deposited Fee evidence.

#### Form Steps

- Personal Information (*For Biographical Details*).
- Educational Information (*For Academic Qualification Details*)
- Apply (*For final submission of above information & Admission Program Applications*).

#### General Instruction

- While filling the form, you can move to previous tabs(Steps) by clicking on desired tabs (e.g Personal Details), if needed to Change/Update/View any information but before Final Submission.
- Remember, once you have applied on a program, you will not be able to apply again on that program for changing quota. So be careful.
- In case any candidate who is found at any time to have obtained admission by making any miss-statement in the Admission Forms or by wilful concealment of any material fact, (particularly about marks, division, previous admission to the Department/institute/ Centre/College or employment, expulsion, conviction etc., and fails to fulfil the eligibility criteria, his/her admission shall stand as cancelled and all fees or other dues paid by him/her.
- *Note: University of the Punjab reserves the right to cancel the Application at any stage, in-case of In-Eligibility, False Information or Missing/Incomplete information/document(s) etc. without any intimation.*



# UNIVERSITY OF THE PUNJAB

## ONLINE ADMISSIONS (Fall-2024)



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## ONLINE ADMISSIONS (Fall-2024)



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## ONLINE ADMISSIONS (Fall-2024)



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- Apply (*For final submission of above information & Admission Program Applications*).

#### General Instruction

- While filling the form, you can move to previous tabs(Steps) by clicking on desired tabs (e.g Personal Details), if needed to Change/Update/View any information but before Final Submission.
- Remember, once you have applied on a program, you will not be able to apply again on that program for changing quota. So be careful.
- In case any candidate who is found at any time to have obtained admission by making any mis-statement in the Admission Forms or by wilful concealment of any material fact, (particularly about marks, division, previous admission to the Department/institute/Centre/College or employment, expulsion, conviction etc., and fails to fulfil the eligibility criteria, his/her admission shall stand as cancelled and all fees or other dues paid by him/her.
- *Note: University of the Punjab reserves the right to cancel the Application at any stage, in-case of In-Eligibility, False Information or Missing/Incomplete information/document(s) etc. without any intimation.*