



El Ezaby Redesign

- Modern redesign to enhance customer experience and visual identity.
- A UI/UX redesign concept for El Ezaby Pharmacy.

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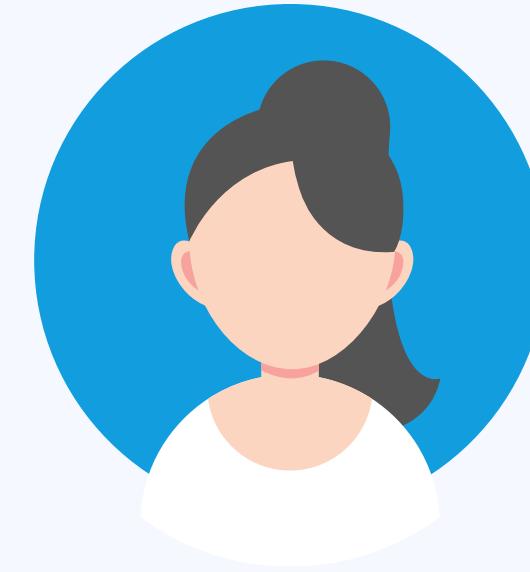
Thanks



Team Work



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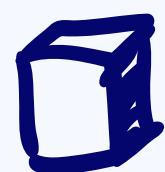
_Product Bage

_Cart Bage

_Home Bage

_Login Scream

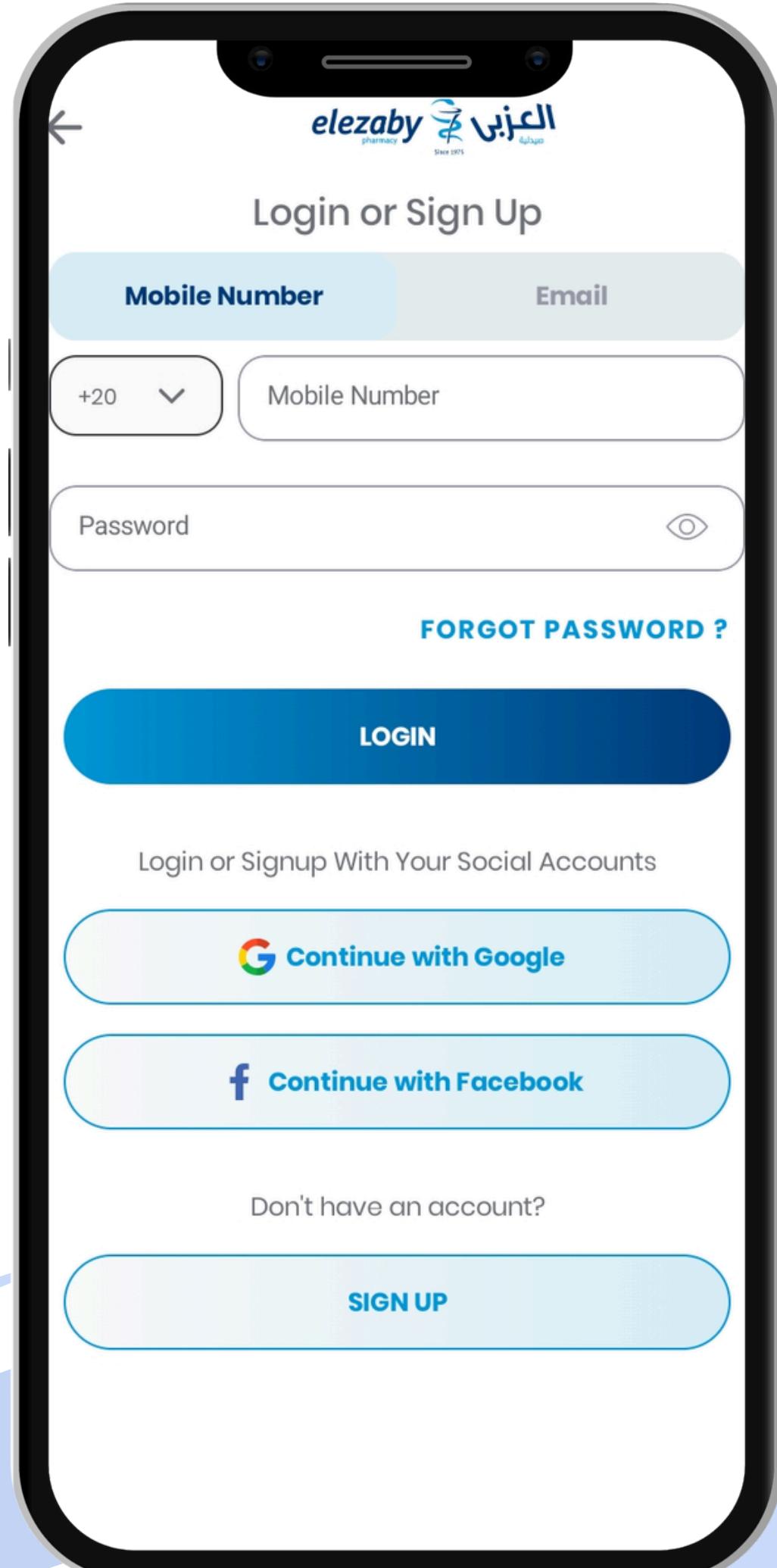
_Presentation



Current Design

The current mobile app design has some problems that reduce usability and make the user experience less smooth.

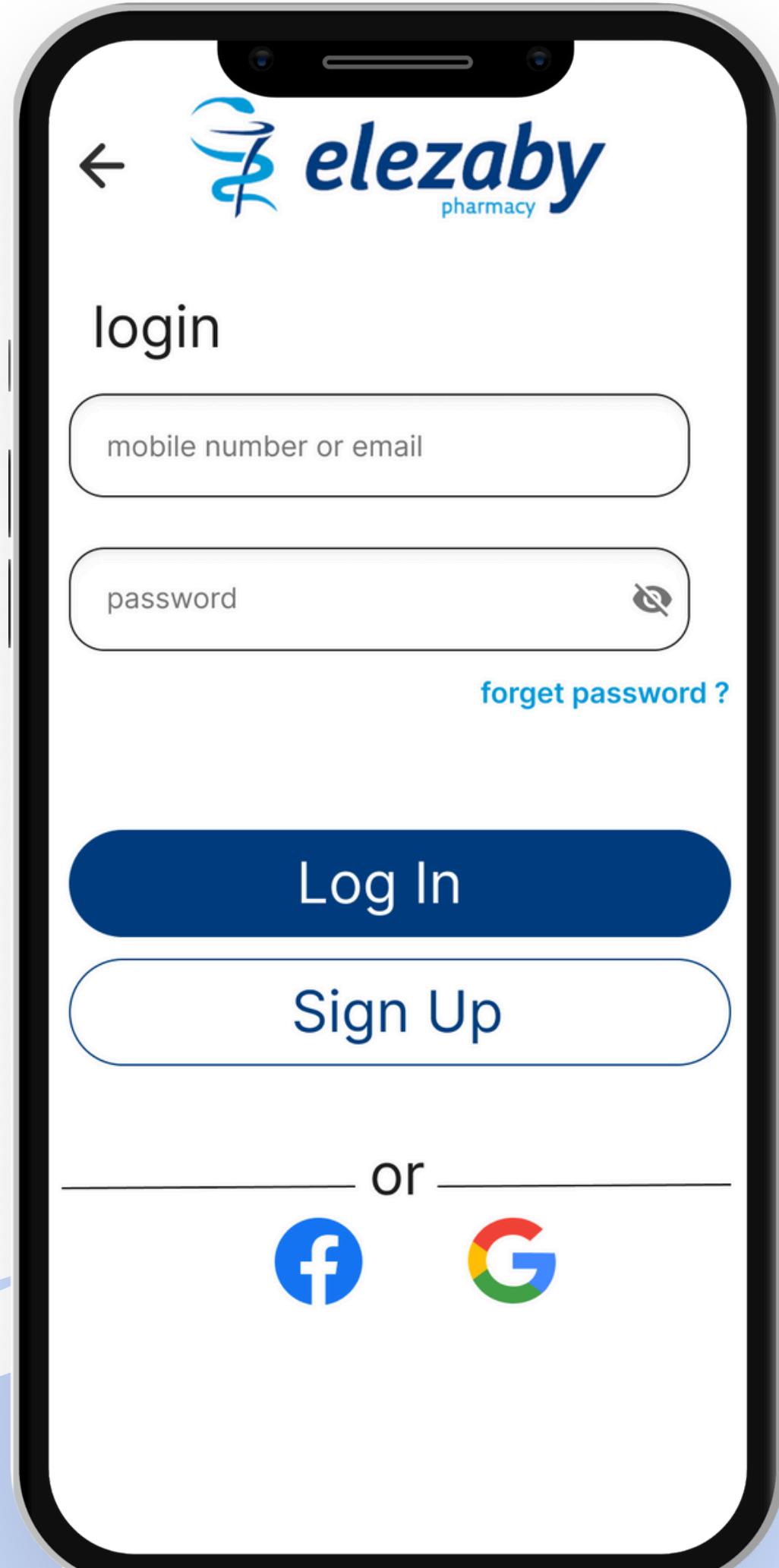
- Crowded interface: too many elements on the screen distract the user from the main task
- Repeated actions: having a sign up option at both the top and bottom can confuse users
- Poor use of space: social login buttons are too large, making the screen feel tight and uncomfortable



Design Modification

The new design makes the app easier to use and creates a smoother and more comfortable user experience

- Combined input field: using one input for both mobile number and email makes the process easier
- Clear button priority: the log in button is more visible, while sign up appears as a secondary option
- Cleaner social login: social login buttons are smaller and placed at the bottom to keep the screen organized



Design Principle Applied

Visibility

Critical functions like "Log in" and "Sign up" are now the most visible elements, guiding users without distractions.

Affordance

Clean input fields and button styles clearly show where users should type and click, making the interaction intuitive.

Constraints

Social login is simplified to small icons, adding a visual constraint that keeps focus on the main login method

Consistency

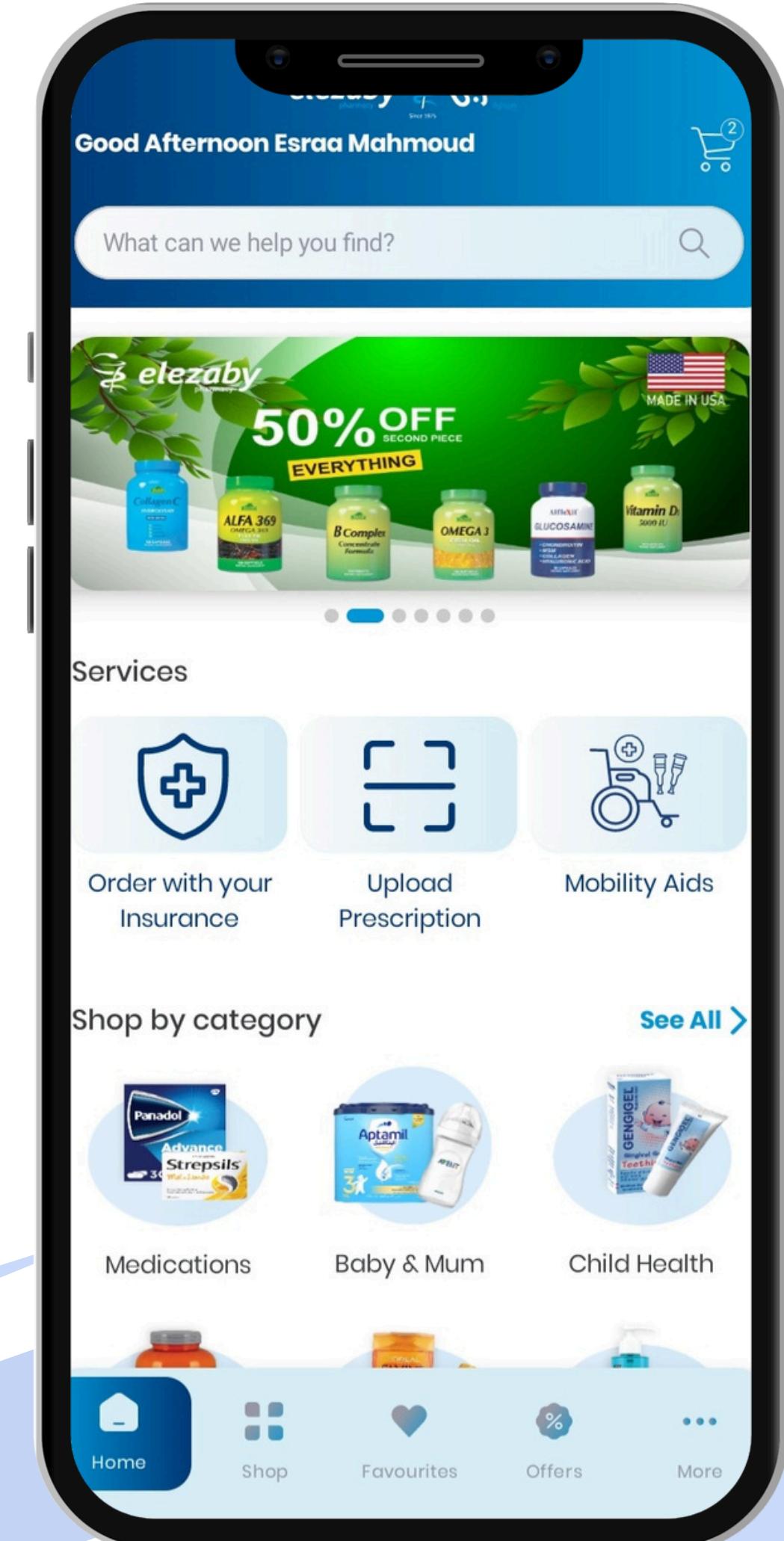
The new layout follows modern industry standards for login screens, making it feel familiar and trustworthy.



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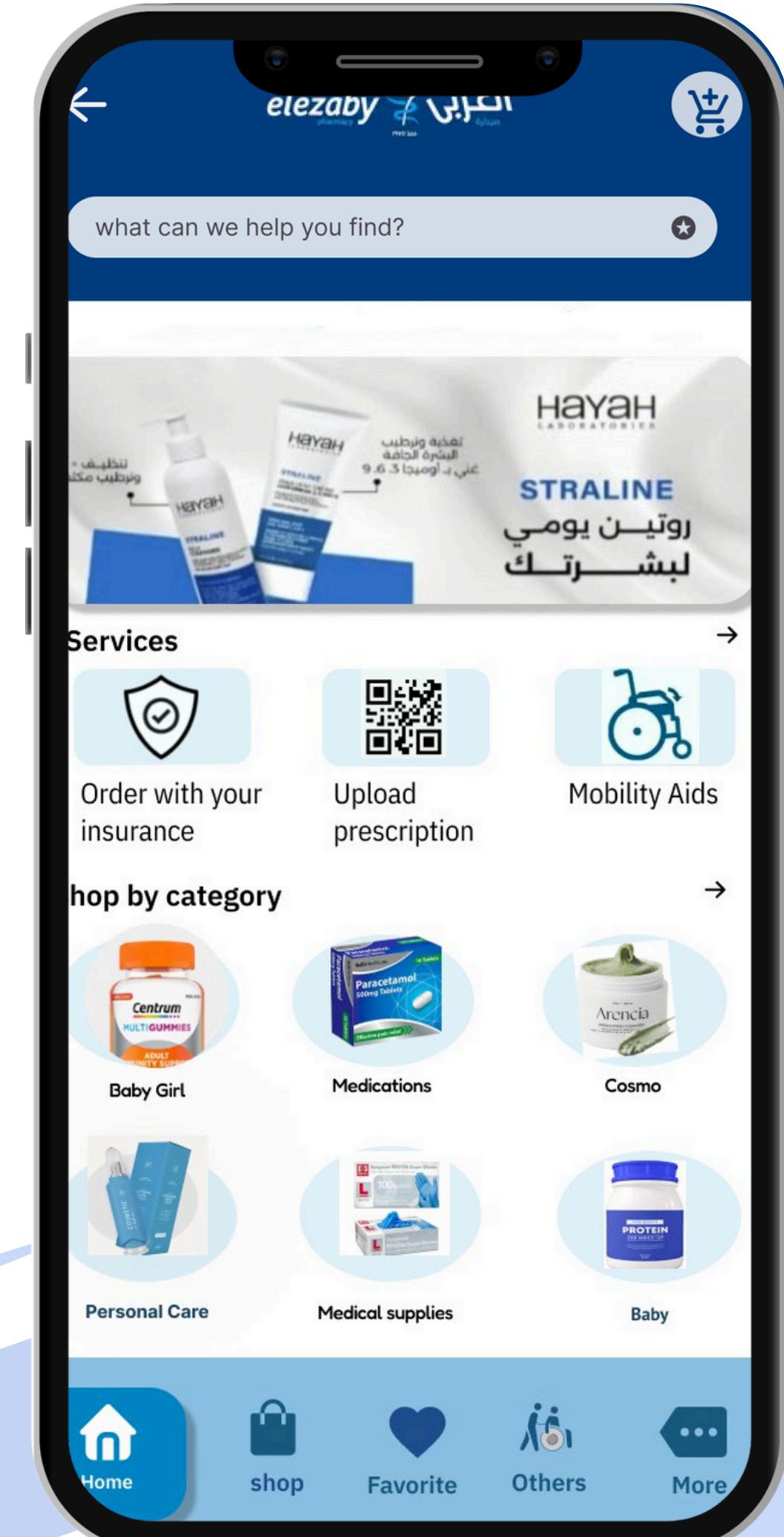
- The homepage is crowded and not visually pleasing
- The “good afternoon” message isn’t important ,but it’s just creating unnecessary clutter
- The icons look basic



Design Modification

The new design makes the app easier to use and creates a smoother and more comfortable user experience

- The interface looks more pleasing to the eye
- Reduce the feeling of clutter by reducing the icons
- The QR code made product search easier



Design Principle Applied

Visibility

The color palette was adjusted to be more comfortable for the eyes, improving visual comfort and reducing eye strain during usage.

Affordance

A QR code was added to provide quick and easy access to important information or services, enhancing usability and convenience.

Consistency

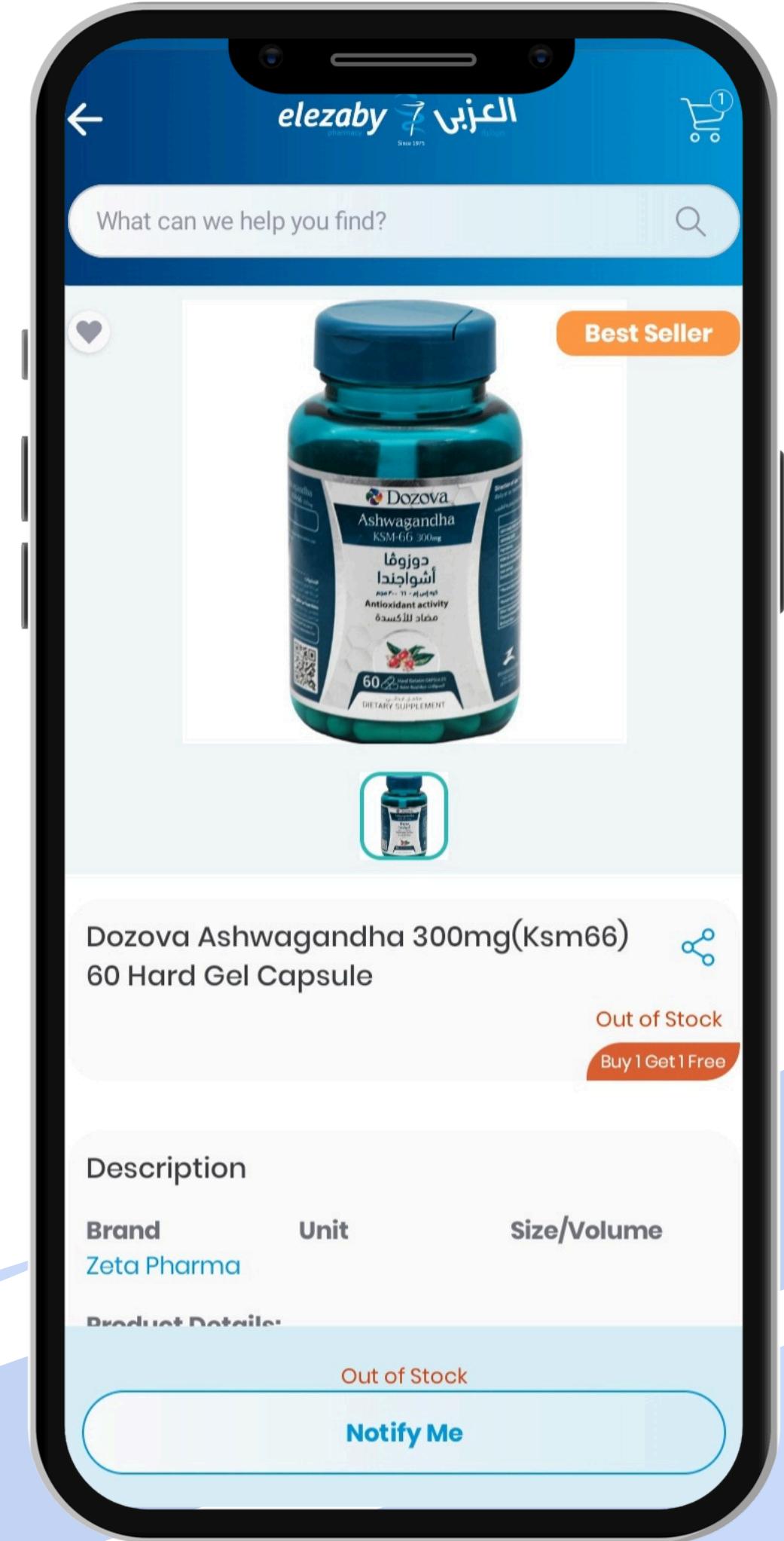
The icons were updated to a more modern style instead of the old basic icons, creating a more professional and consistent visual language.



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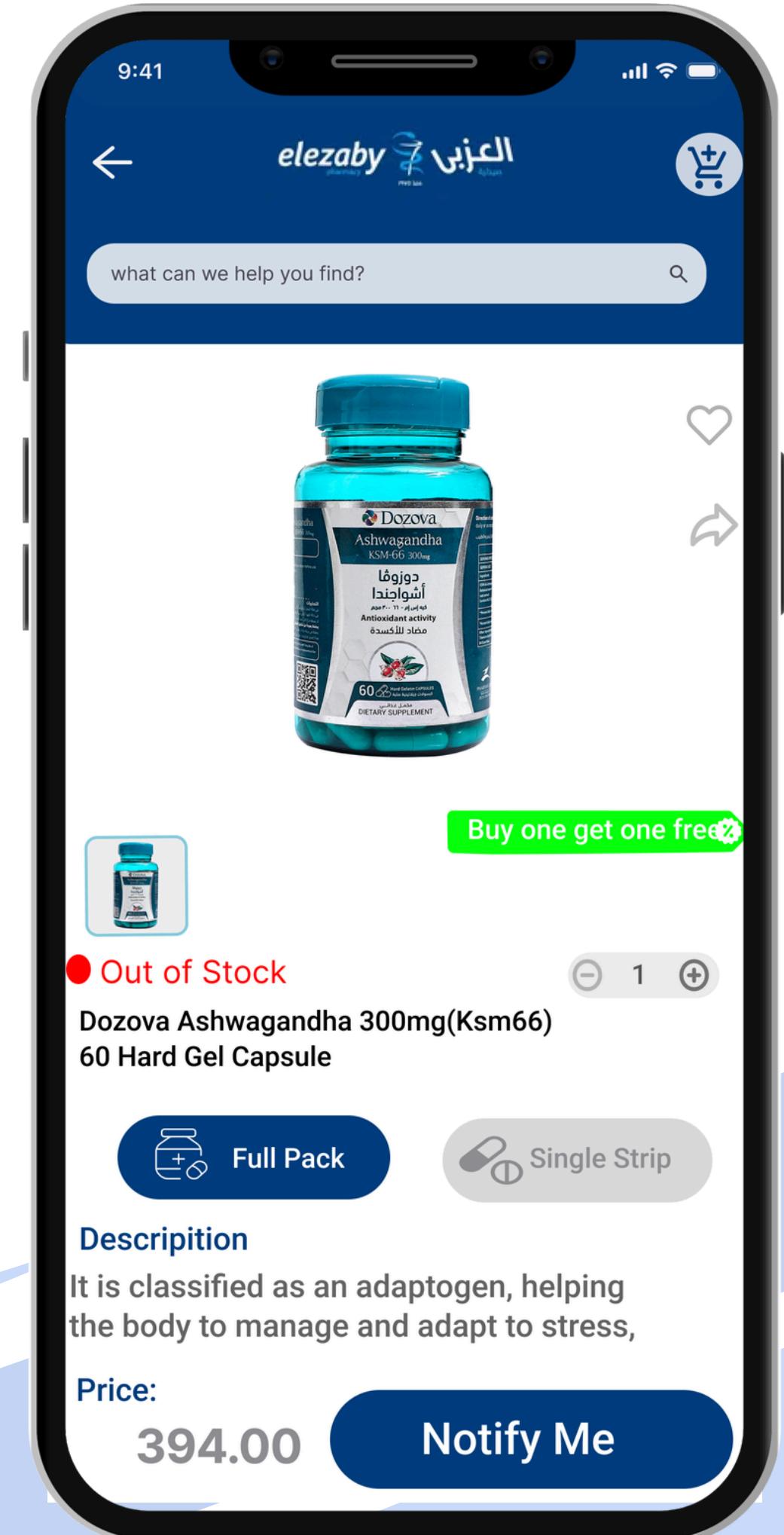
- Hidden price: the price was not easy to see, making it hard to decide
- Unclear stock status: the out of stock label was too small and easy to miss
- Low cart visibility: the cart icon did not stand out on the dark background
- Missing purchase options: users could not select quantity or pack type



Design Modification

The new design makes the app easier to use and creates a smoother and more comfortable user experience

- Improved cart visibility: a white background was added behind the cart icon for better contrast
- Flexible purchase options: users can now choose between full pack or single strip
- Clear stock status: a red indicator clearly shows the out of stock state
- Clear price display: the price is shown clearly next to the Notify Me button



Design Principle Applied



Key information (price, cart, options) is easy to see :



Buttons clearly indicate they are clickable :



Quantity controls are placed near the price and stock status



.The Add to Cart button is disabled when the item is out of stock



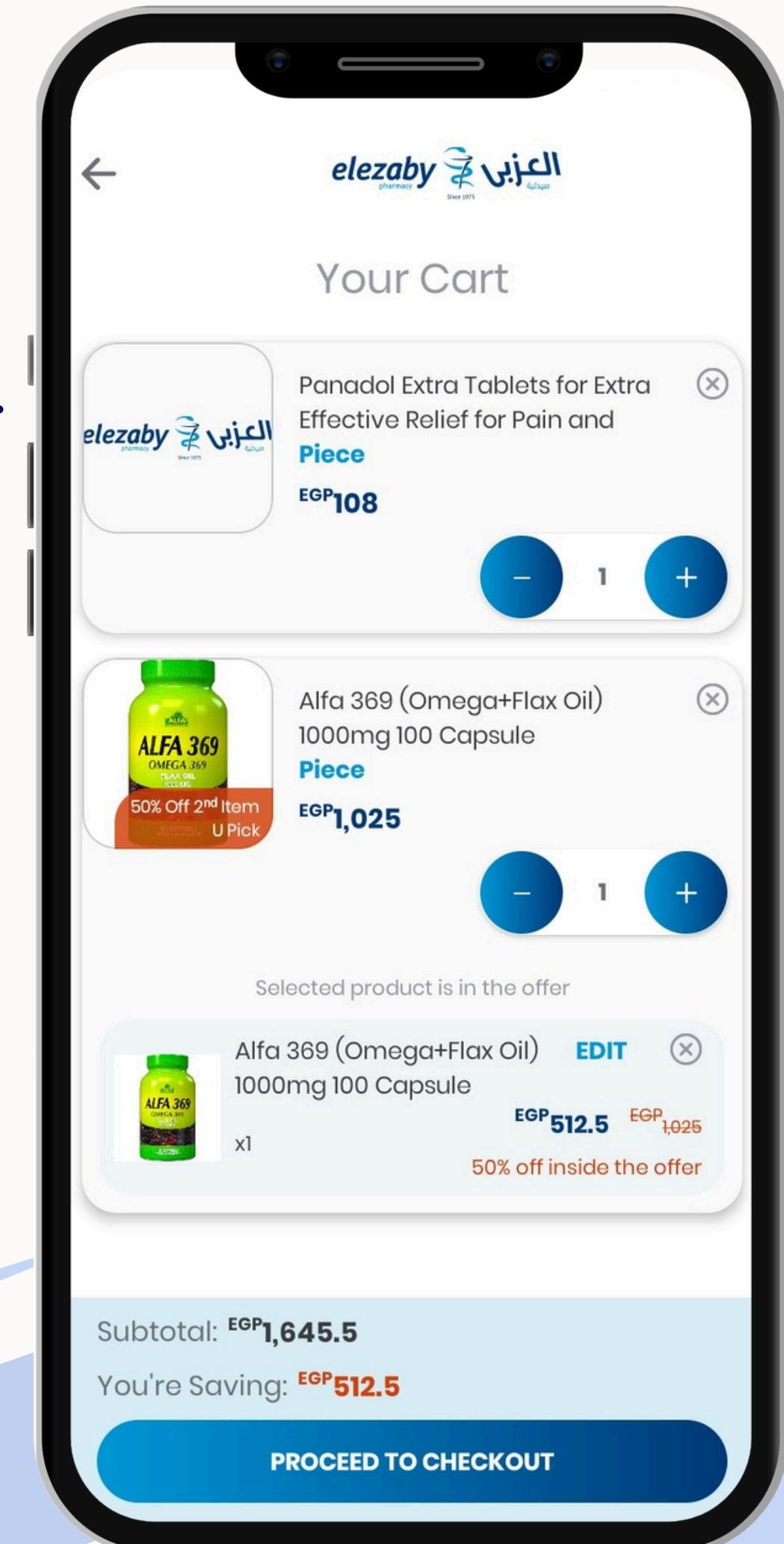
.Favorite and Share icons are grouped in a familiar location



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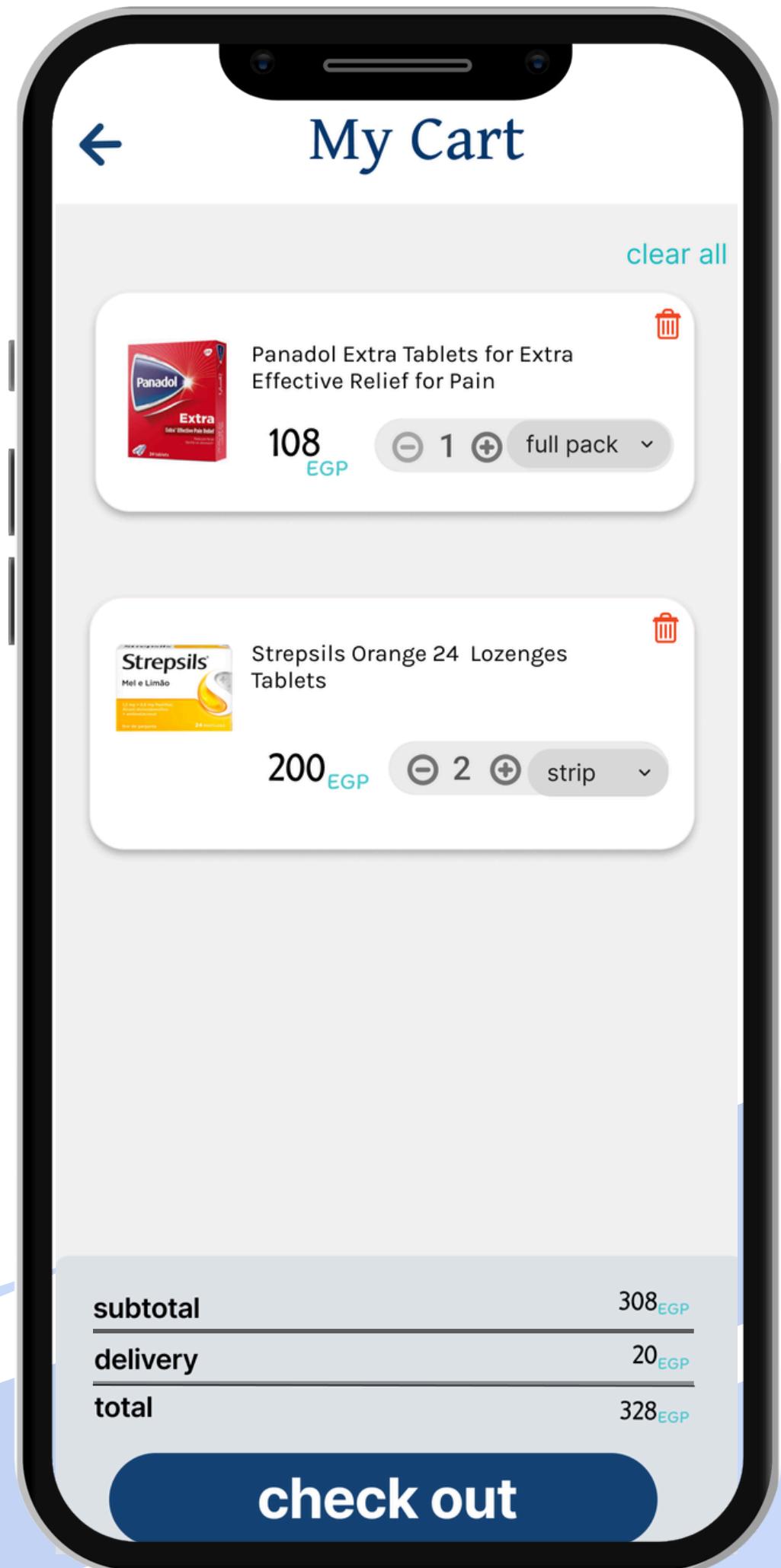
- Crowded screen: too many elements, especially with offers, make it hard to review the cart quickly
- Unclear prices: price text is too small and easy to miss among other details
- Poor control placement: delete and quantity buttons are not placed clearly, which can confuse users



Design Modification

The new design makes the app easier to use and creates a smoother and more comfortable user experience

- Clean card design: product cards are more spaced and focus on the image, name, and price
- Easy unit selection: users can choose between full pack or strip directly from the cart
- Clear delete action: using a trash icon instead of an X makes the action more obvious
- Better cart control: a clear all option lets users manage their cart easily in one step



Design Principle Applied

Visibility

Key elements such as the price and the Checkout button are highlighted to be the most noticeable on the screen, ensuring users can quickly complete their purchase.

Affordance

Interactive elements like the dropdown menu and quantity (+ / -) buttons are visually designed to clearly indicate that users can modify their selection.

Mapping

The unit type (Strip / Pack) and quantity controls are placed next to the price, creating a clear and logical connection between the product details and its cost.

consistency

Standard icons and a familiar layout are used throughout the interface, allowing users to navigate the cart easily without learning new interaction patterns.



Thanks