

Qatar University Homepage Redesign

UX Case Study
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1. Project Overview

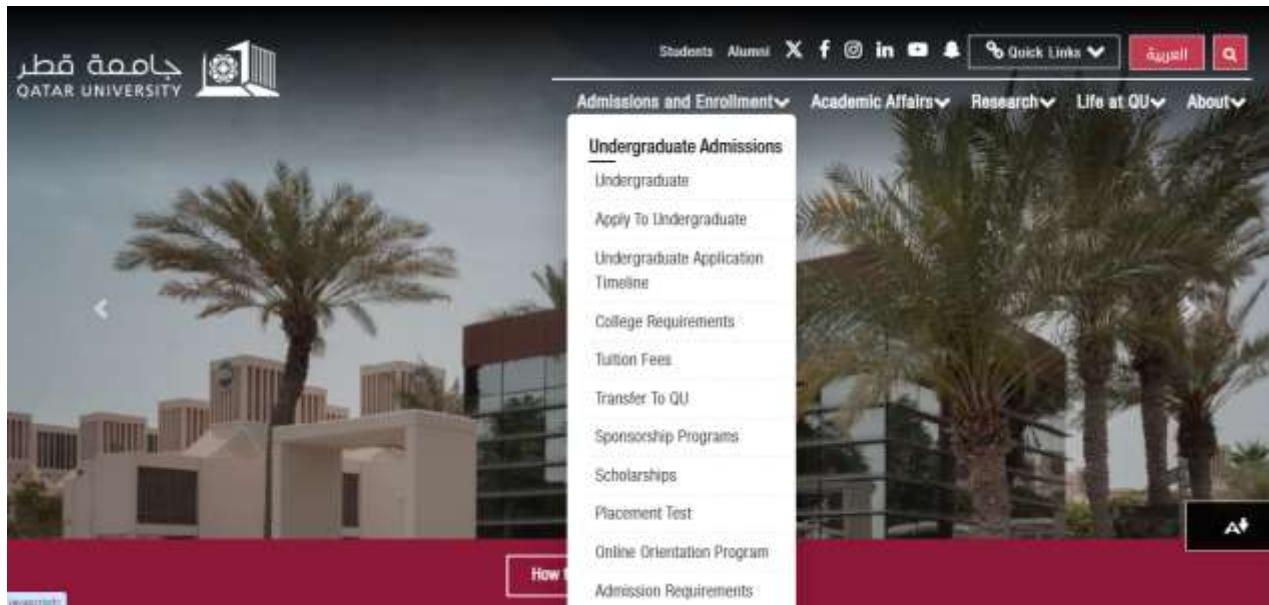
Project Name : Qatar University Homepage Redesign

Role : UX Designer / Product Designer

Objective : Improve usability, visual clarity, and user navigation for the Qatar University website homepage.

2. Problem Statement

- Improve usability, visual clarity, and navigation for the homepage



3. UX Research

- Conducted heuristic evaluation of the current homepage.
- Identified pain points:
 - Confusing navigation structure
 - Information hierarchy unclear
 - Poor mobile responsiveness
- Collected inspiration from modern educational websites.

4. Wireframes

- Developed low-fidelity wireframes to map content hierarchy.
- Focused on:
 - Clear sectioning of key pages (Admissions, Research, Academic Affairs)
 - Simplified navigation bar
 - Mobile-first layout

5. UI Design Exploration

- Created high-fidelity mockups in **Figma**.
- Key improvements:
 - Modern typography and color palette
 - Sticky navigation bar
 - Highlighted important CTAs (Apply, Admissions info)
 - Mobile-first responsive design

6. Final Redesigned Homepage

The image shows a comparison between a wireframe and the final design of a university homepage.

Wireframe (Left):

- Top Row:** card1 (Under Graduate), card2 (Graduate), card3 (Research), card4 (Diversity of Student Studies).
- Middle Row:** card1 (Under Graduate), card2 (Graduate), card3 (Research), card4 (Diversity of General Studies).
- Bottom Row:** r-frame1 (Cracking Down On Crime With AI), r-frame2 (Molecular Oncology and Environmental...), r-frame3 (Qatar University Research Inst Grav...).
- Bottom Left:** Cracking Down On Crime With AI (The Project uses AI to predict where crime will happen next, or to catch criminals in time). Molecular Oncology and Environmental... (Dr. Karan's research team has been able to crack the code of how cancer cells grow and multiply at a rate far faster than normal cells. This discovery has led to a new treatment for cancer). Qatar University Research Inst Grav... (An area where climate change has affected our energy cycle, this work has identified the best way to harness the sun's energy to provide a reliable source of power for cities).

Final Design (Right):

- Header:** Home Page, QATAR UNIVERSITY logo, Arabic name, and English name.
- Hero Section:** "Excellence in Education, Leadership in Research, Impacting the World." with "Explore Programs" and "Explore Majors" buttons.
- Who We Are:** Sub-sections for Undergraduate, Graduate, Research, and Diversity of Student Studies.
- Statistics:** 12 Colleges and 90 Programs.
- Find Your Field of Study:** Sub-sections for Under Graduate, Graduate, Research, and Diversity of General Studies.
- Research & Innovation:** Sub-sections for Molecular Biology and Environmental..., Qatar University Research Inst Grav..., and Cracking Down On Crime With AI.

7. UX Improvements

- Designed user journey for:
 - Prospective students navigating to Admissions
 - Faculty accessing Research resources
- Created annotated UX flows for each scenario
- Simplified navigation bar
- Improved contrast and readability
- Responsive layout for mobile and tablet
- Clear hierarchy of content

8. Key Takeaways

- Redesigned homepage increases clarity and improves user navigation.
- Provides a modern, consistent look and feel across devices.
- Demonstrates the intersection of UX design and technical feasibility.