

# Qatar University Homepage Redesign

UX Case Study

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# 1. Project Overview

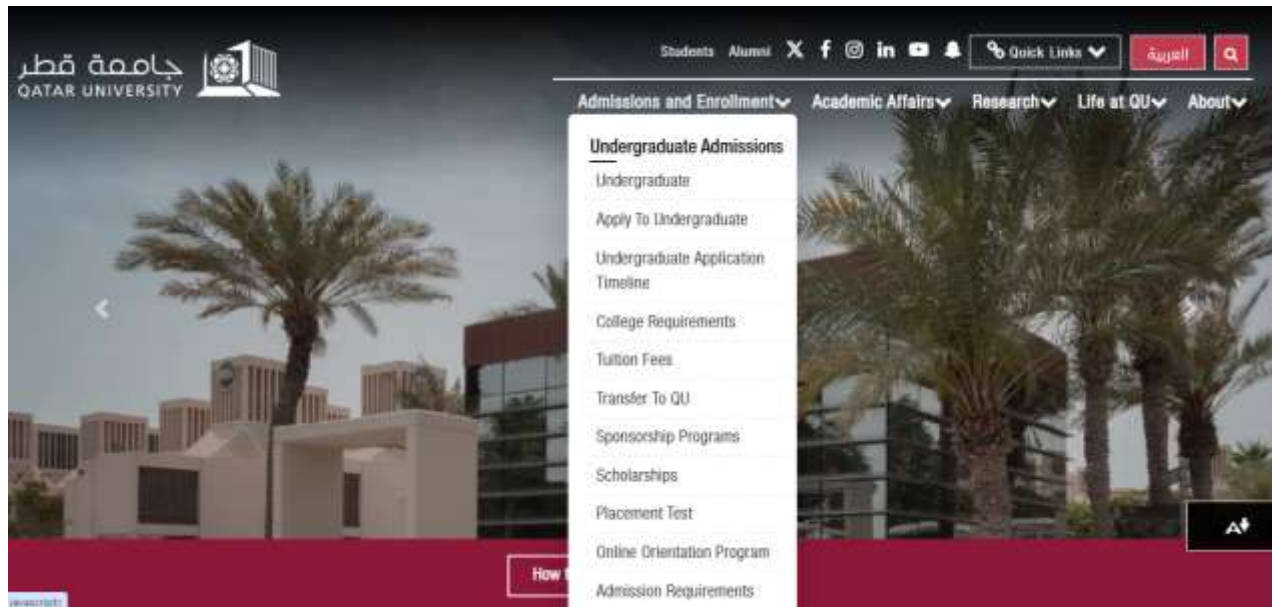
**Project Name :** Qatar University Homepage Redesign

**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.

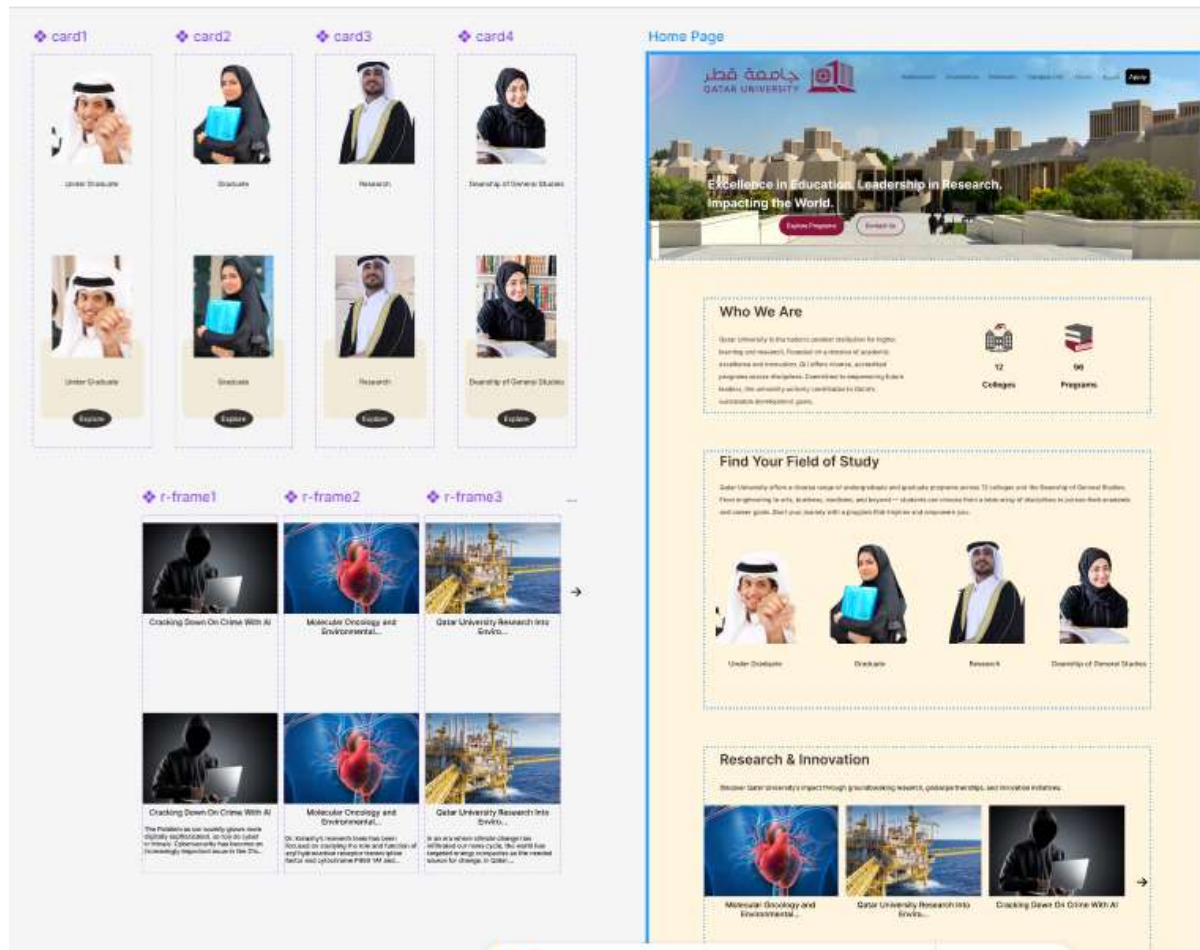
## 4. Wireframes

- 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



# 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.