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# Ahmed Idam Adam

Product Design  
Portfolio

# Skillset



## Discovery

- Competitive Analysis
- User Interviews
- Contextual Inquiry
- Personas
- Insight Discovery
- Data Analysis



## Design

- Information Architecture
- Interaction Design
- Visual Design
- Rapid Prototyping
- User Testing
- Micro-copywriting



## Execution

- Experience with Scrum
- Communicating with developers
- Analytics frameworks



## Business

- Stakeholder communication & management
- Working in a compliance heavy environment



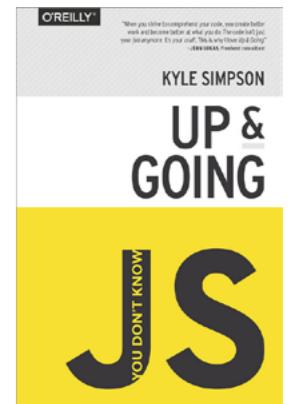
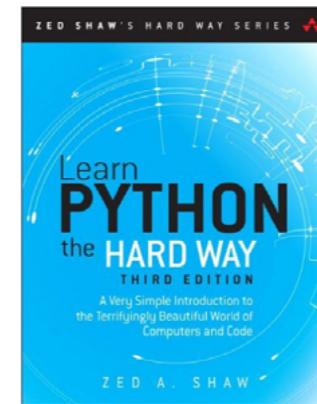
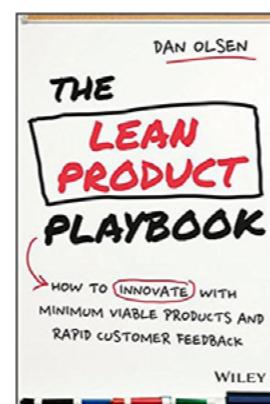
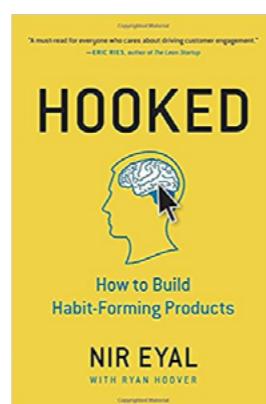
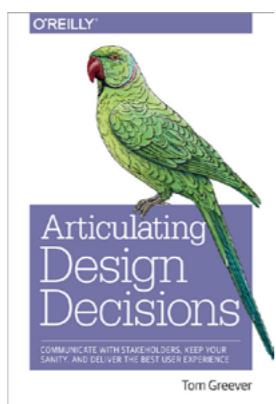
Bachelor of Creative Industries  
Visual and Interactive Design

Bachelor of Business Advertising



**Insights for Innovation**  
Develop empathy for customers and surface insights for creating products and services they want and need.

# Bookshelf



BEFORE

# New Super Tables for Canstar

Canstar is Australia's Largest Financial Comparison website, with over 40 different verticals.

We wanted to modernise & improve the table; starting with our Superannuation vertical.

## 1. Discovery

### 1.1 CURRENT EXPERIENCE AUDIT

To start, I examined the current Superannuation experience to understand what to improve.

One main discovery was that our current interface was very complex. This could impede discoverability of the information that our users were coming for. This complexity also made it difficult to introduce new features to the table.

The interface felt dated, which could affect how people perceived the website.

### 1.2 STAKEHOLDER & DOMAIN EXPERT INTERVIEWS

To learn more about Super, I interviewed a couple of the in-house Super experts at Canstar. These interviews helped me understand how Super fit into people's financial lives.



### 1.3 USER INTERVIEWS & TESTING

We discovered that people felt overwhelmed when they wanted to switch Super funds. When they visited Canstar, the complexity of our website made this worse. Brands were also key for our users, with people often looking for the funds they were aware of.

## 2. Definition & Design

### 2.1 DEFINE GOALS

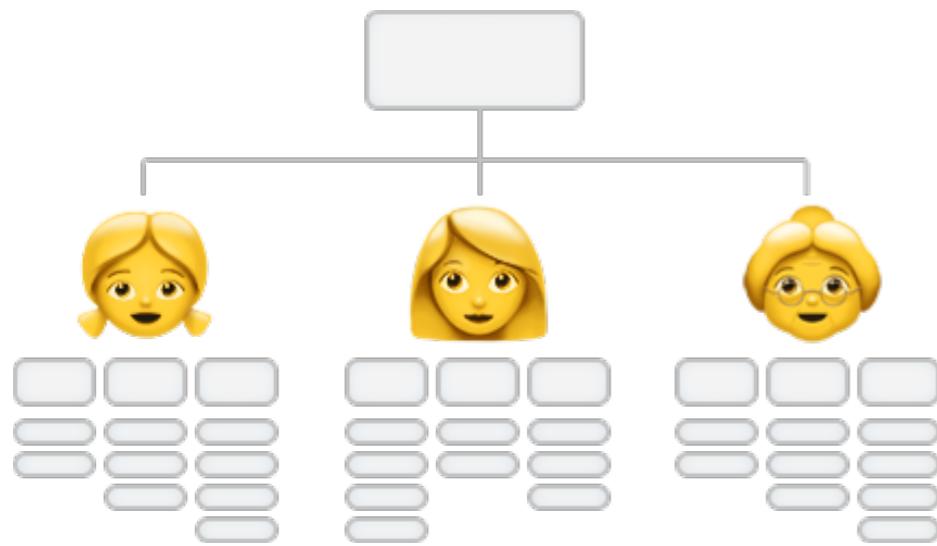
Through the research done in the Discovery phase, we defined the Goals for this project.



- Improve Discoverability
- Modernise Visual Design
- Prioritise Data for Different Life Stages
- Maintain/Improve Commercial Metrics

### 2.2 INFORMATION ARCHITECTURE

I documented the Information Architecture of the current experience. Using the project goals as a guide, I simplified & consolidated the IA into separate components. I also introduced different information structures for different life stages.

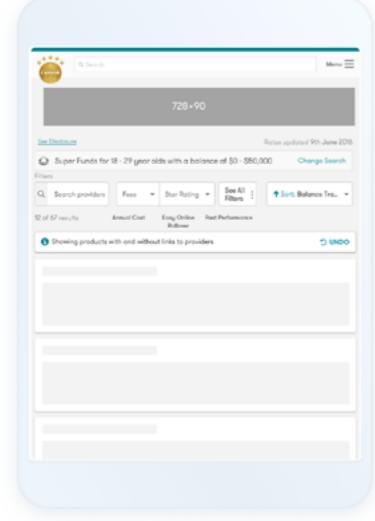


### 2.3 INTERACTION & VISUAL DESIGN

Using the IA, I created Wireframes to define the structure of the new interface. As part of this process, I made some key decisions about the structure & layout of the components. These decisions included:

- Horizontal Filter Bar to improve discoverability of Filters
- Modular Information components
- Details Drawer to let users see more information without leaving the page
- Larger CTA to aid commercial metrics

The wireframes illustrate the proposed user interface for comparing superannuation funds. They feature a horizontal filter bar at the top with dropdowns for 'Search Funds', 'Fees & Charges', 'Application Process', 'Canstar Star Rating', 'Insurance', and 'See All Filters'. Below the filters are search results for various funds, each with a logo, name, star rating, fees, and a 'Go to Site' button. The mobile version includes a vertical navigation bar on the right.



EMPTY STATE CREATED AS PART OF PROTOTYPING

After the Wireframing was complete, I started to define a Master Style Guide. This included Typography, Colours & detailed visual design implementations of the different components. These went through a couple of iterations of feedback after internal circulation.



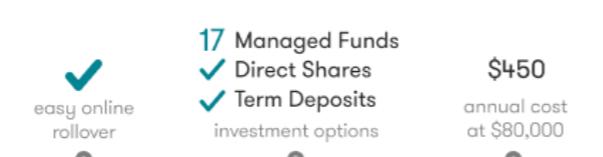
MODULAR INFORMATION COMPONENTS

## 2.4 RAPID PROTOTYPING & USER TESTING

We used our visual designs to create interactive prototypes using InVision & Framer. To validate our hypotheses, we then tested the prototypes with users.

We went through multiple rounds of testing to ensure that we reached our goals. Every round of testing revealed issues that we fixed and tested again. During these iterations, we refined the interactions & animations of the product.

DETAILS DRAWER



MODULAR INFORMATION COMPONENTS

## 2.5 COMPLIANCE REVIEW

Since we exist in the Financial Industry, we receive a lot of scrutiny from regulators. We also have an obligation to our users to always have correct information. Due to these reasons, everything goes through the Compliance team.

Once the designs completed, we submitted the work to our legal team for review. They updated some terminology in our experience, which contributed to simplifying the product.

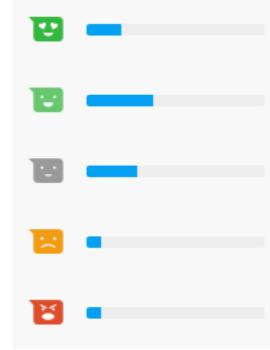
## 3. Execution & Results



After the designs went through testing & approval, we developed comprehensive documentation for development. As part of this process, I defined the analytics package for the product with the analytics team.

When the product was in sprint, I worked closely with the dev team to fill any gaps in the documentation as they came up. After the initial release, we used the analytics package to track performance. We tracked underperforming areas of the product & delivered targeted fixes quickly after launch.

The product improved User Satisfaction, which we measured by the incoming user feedback. After the launch of the table, the volume and sentiment of user feedback saw improvements. The design system developed is now used across other verticals as well.



loans.com.au is a Non-Bank Lender established in 2011.

Non-Bank Lenders are financial institutions that offer home loans & obtain funds from finance wholesalers. They can offer more competitive rates because they specialise in mortgages. They are required to follow the Consumer Credit Code & are regulated by ASIC.

[loans.com.au Website →](#)

# Increasing Trust in Smaller Lenders

Canstar's Home Loan database is one of the most extensive in Australia with over 100 lenders. This includes all the large institutions as well as smaller lenders.

Our users ignore these smaller lenders, even though some of them offer cheaper loans. We wanted to find out why people ignored these lenders, and help them get a better deal.

## 1. Discovery

### 1.1 ANALYTICS

I dove into our analytics to validate & quantify the problem. I used our conversions data to understand the difference between larger & smaller brands. The data confirmed the hypothesis; larger brands converted higher than smaller unknown brands.

### 1.2 ONLINE OBSERVATIONS & USER RESEARCH

To start, I conducted some lightweight Online Observations to inform my approach.

I then turned to past User Research to find more details on what people wanted to see about these lenders. People were most concerned with the reputation & size of the lenders. There was an acute concern of smaller brands "falling over". We also found people looking to get more information on these lenders. They expected to see more information when they interacted with logos on the table.

Nup. Currently a big 4 customer. Looking for a better rate. Found these guys on Canstar when I sorted by cheapest to most expensive. Although I get the scepticism...

Hi X5-494  
I'm in the same boat - considering Reduce Home Loans but can't find out much about them. I understand they are an Australian brokering company who source some of their money from the Big 4 and some from overseas banks.  
I have been with one of the big 4 for the life of my home ownership. I originally started looking around as part of fossil-fuel divestment campaign and because I am buying a new home. My existing bank will lend me more money than I need so I was surprised when Bank Australia (great rates and apparently great corporate responsibility) won't lend me significantly less. After going through that application process, I am no longer keen on paying 0.58% p.a. more to stay with my existing bank.  
Reduce Home Loans will offer 3.95% (<70LVR) with no application fees or 3.85% with about \$1,100 total fees. Exit fees I gauge to be \$995.  
It is a bit of an overwhelming decision but I'm pretty disappointed with my Big 4 bank so I think I'll give it a try.

~~~~~  
JoeyDivine writes...  
Seeing that this is your first post, aren't you not plugging them, or associated

FORUM POST FROM WHIRLPOOL  
DISCUSSING  
A SMALLER LENDER

## 2. Definition & Design

### 2.1 DEFINE GOALS

Through the research done in the Discovery phase, we defined the Goals for this project.



- Increase conversion rate for smaller brands
- Increased time on the site
- Ensure that this is done without overwhelming the user



## 2.1 USER STORY

After I collated all the research and the goals for the feature; I formulated a User Story for the feature.

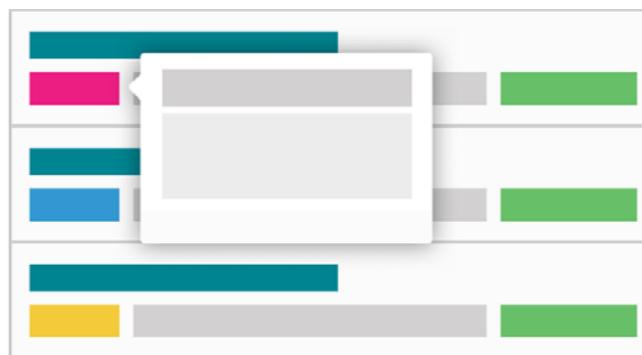
*As someone looking to compare Home Loans on Canstar's website, I find lots of brands that I have not heard of before. Because I haven't*

*heard of them, I'm more likely to ignore these brands as I'm not sure of what I'd get myself into.*

## 2.2 VISUAL & INTERACTIVE DESIGN

We determined that the best way for a user to view the information would be on a tooltip. This was a good way to deliver this information as it is a lightweight interaction. Lightweight is important as we didn't want to introduce additional complexity.

Our user research had shown that users gravitated towards the logo. We chose to have the tooltip activate whenever the user hovered over the logo.



## 2.3 COPYWRITING

To keep the cognitive load for the user as low as possible, we focused heavily on the content of the tooltip. We used the research as a base to draft the copy & refine it until it was simple & easy to understand.

The finalised structure was based around 3 data points.

1. Type of Lender
2. Year of Establishment
3. Explain the Lender Type

Rate Buster Standard Variable | Variable

REDUCE HOME LOANS

Reduce Home Loans is a Non-Bank Lender established in 2010.

Refinance Options

homestar

Non-Bank Lenders are financial institutions that offer home loans & obtain funds from finance wholesalers. They sometimes offer more competitive rates because they specialise in mortgages. They are required to follow the Consumer Credit Code & are regulated by ASIC.

Interest Saver 2 Year Intro Var P&I 2 yrs | Variable

Home Bank ★★★★☆ 3.49% 4.33%

FINAL TOOLTIP

## 3. Execution & Results

 **23% Increase**  
Conversion Rate

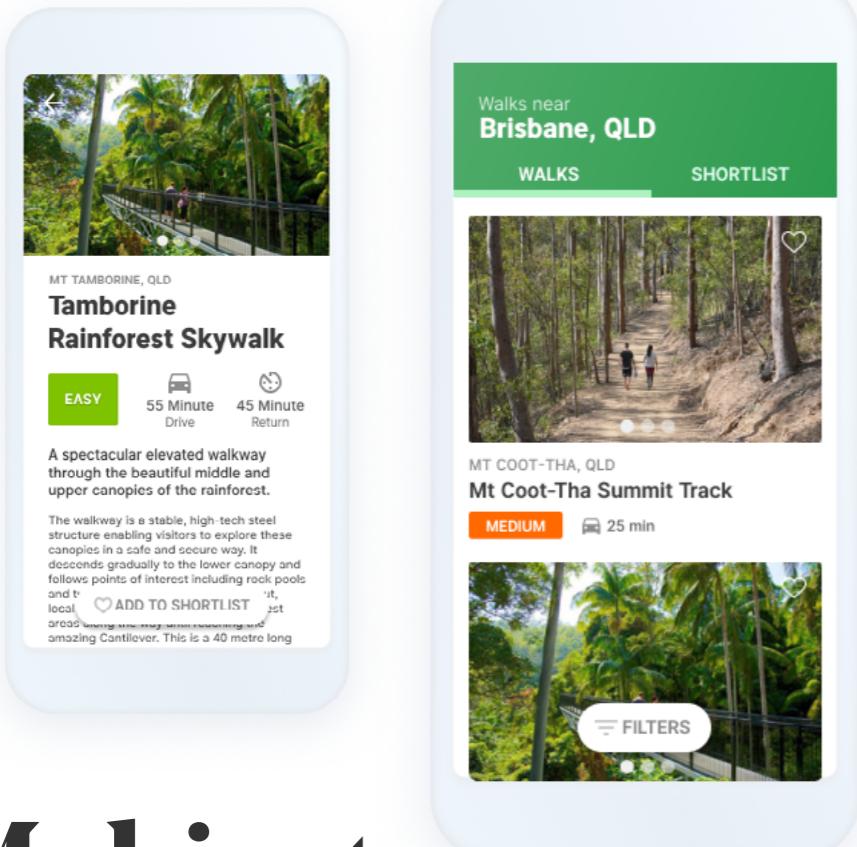
 **32% Increase**  
Session Time

We decided to ship the feature as a trial to a select number of brands to observe the effect on user behaviour before rolling it out to the rest of the table. The MVP was a success, with users who activated the tooltip having a 23% higher Conversion Rate and 32% higher Time On Site.

# Making Bushwalks Easy to Find

This idea was born on a hike with a group of friends. We spoke about how searching for hikes can be a frustrating experience. For example, the sites we'd use would often be dated & slow.

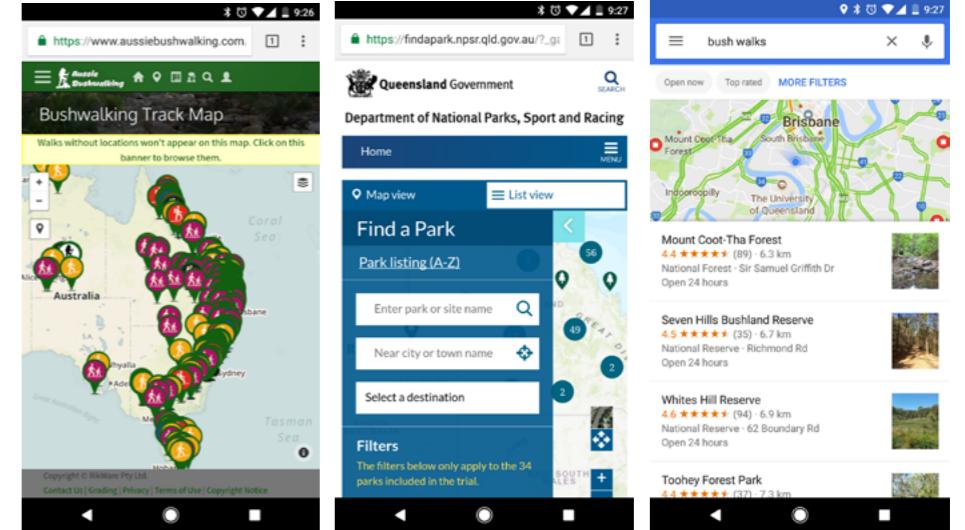
I used this opportunity to improve my design process. I was particularly interested in understanding the end-to-end product design process better.



## 1. Discovery

### 1.1 COMPETITOR ANALYSIS

I looked at the competitors, identified their Key Features & User Flow as well as an SEO Analysis. Using this process, I identified the strengths & weakness of these competitors. This helped me to understand how I could differentiate my product.



COMPETITOR WEBSITES ANALYSED

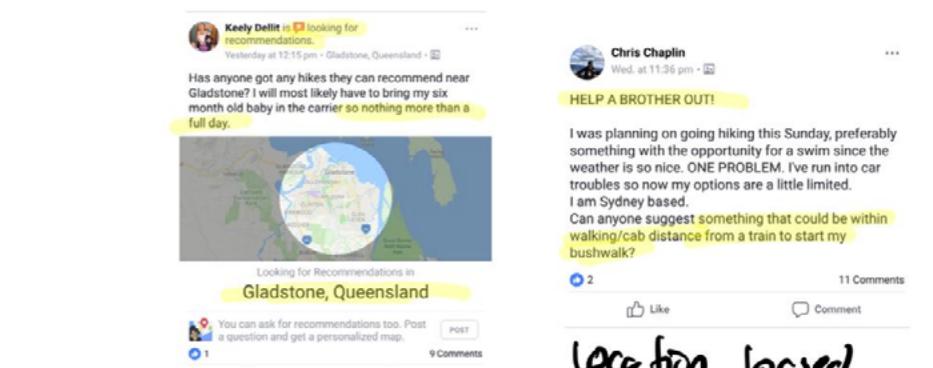
### 1.2 ONLINE OBSERVATIONS

I joined a Facebook group about hiking & listened to a hiking podcast to inform my approach. A major motivation behind hiking was about getting outside & connecting with nature. People were also using these communities to ask questions about what to do on & expect on walks.



### Australian Hiker

Gill & Tim Savage  
australianhiker.com.au Weekly podcast, next episode on Wednesday.  
Australian Hiker is a resource on all things hiking in Australia as well as providing a southern hemisphere view on overseas hiking. Let us do all the research for you. The Australian Hiker podcast is Australias only regularly published hiking podcast. Regular read more





### 1.3 INTERVIEWS

I selected 3 people to interview with varying ranges of experience. The interviews yielded insights which proved highly valuable for the design process:

- The Scenery of the walk is the most important thing
- Followed by Difficulty, Distance & Duration of the walk
- Instagram is King
- Research is often light, word of mouth is super important
- Record keeping wasn't super important as people kept mental records

## 2. Definition & Design

### 2.1 USER STORIES

To start the design process, I gathered all research & collated into user stories. The user stories detailed the functionality of the app in user centred language. I used an MVP approach to find out the bare minimum functionality required.

#### Must Have

- I want to be able to search for walks near me that are within the difficulty, distance & drive ranges that I am comfortable with
- When I am viewing the list of walks I can go on, I want to be able to see what the scenery will be like at the end of the walk.



#### Performance Benefits

- I want to be able to search and discover bushwalks near me, without spending too much time and effort.
- I want to be able to search and discover bushwalks near me, on all my devices in a fast & performant manner.



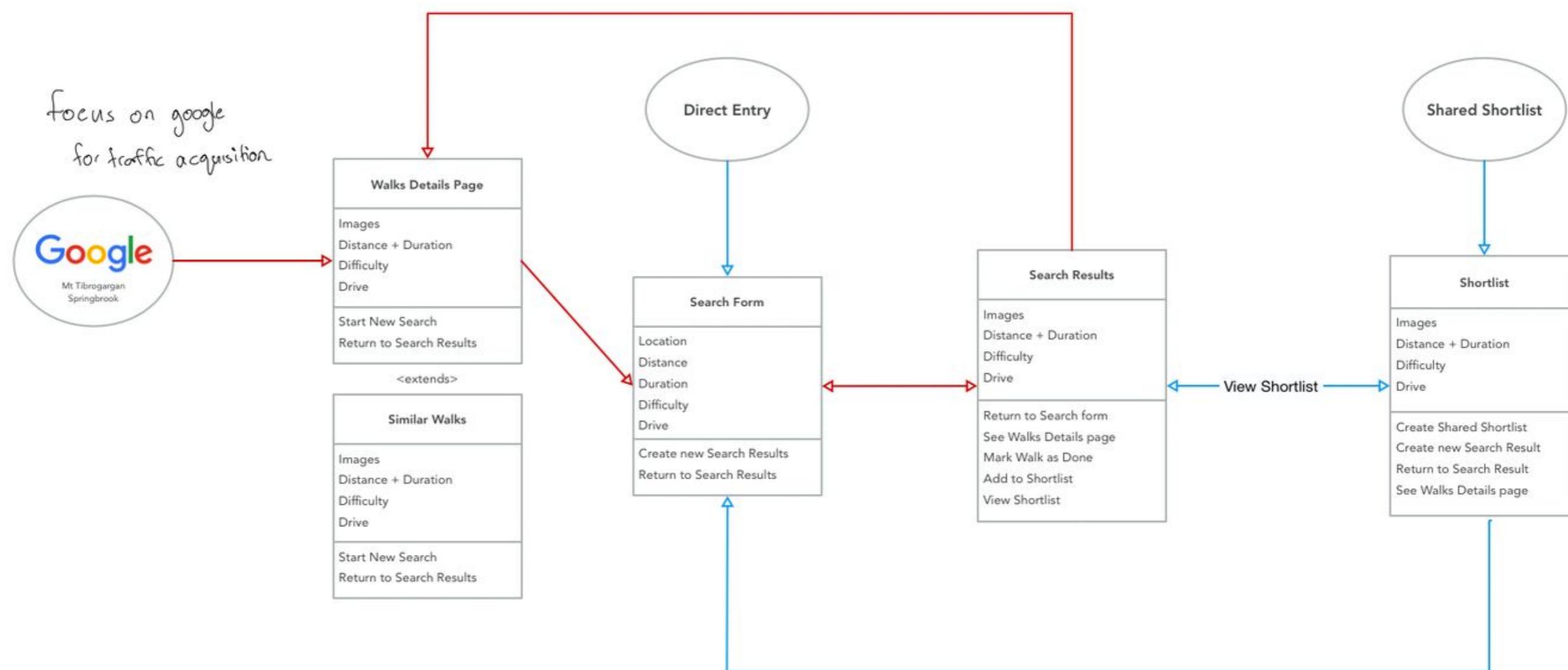
#### Delighter

- After I have decided on a set of walks, I want to be able to save and easily share the list with other people.



## 2.2 USER FLOWS

Using the user stories, I created a User Flow diagram to show the structure of the app, the screens it would contain & the actions that would be available. During this step, I also defined red routes that would be most important for the application



## 2.3 WIREFRAMES

The User Flow diagrams were then converted into wireframes which shows the physical structure of the screens as well as the different flows that would be available. I used this step to break the app into components for the visual design step.



## 2.4 VISUAL DESIGN

To start the visual design process, I did some analysis into current visual styles and created a moodboard. I used the moodboard to define the colour scheme & typography basics for the app. I then combined the colour scheme & typography with the wireframes to define the visual styles for the components in the app.

### MT COOT-THA, QLD Mt Coot-Tha Summit Track

MEDIUM 25 min

### MT TAMBORINE, QLD

## Tamborine Rainforest Skywalk

EASY 55 Minute Drive 45 Minute Return

A spectacular elevated walkway through the beautiful middle and upper canopies of the rainforest.

The walkway is a stable, high-tech steel structure enabling visitors to explore these canopies in a safe and secure way. It descends gradually to the lower canopy and follows points of interest including rock pools and tumbling creeks, a butterfly lookout, local history enclosure and sheltered rest areas along the way until reaching the amazing Cantilever. This is a 40 metre long

### Walks near Brisbane, QLD

WALKS SHORTLIST



ADD TO SHORTLIST

SHORTLISTED

FILTERS

**Filters**

DRIVE (HOURS)

<1 1 - 2 2 - 3 3+

DIFFICULTY

Easy Medium Hard

APPLY FILTERS

DRIVE (HOURS)

<1 1 - 2 2 - 3 3+

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**Thanks for  
Reading**