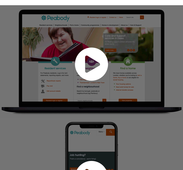
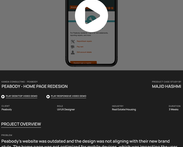
Peabody





PEABODY – HOME PAGE REDESIGN

MALKI HADHAR

VIEW FIGMA PROTOTYPE LIVE SITE

CLIENT	DISCIPLINE	DESIGN TOOL	DURATION
Peabody	UX/UI Designer	Figma, Adobe Photoshop	2 Weeks

PROJECT OVERVIEW

CONTEXT

Peabody's website was outdated and the design was not aligning with their new brand style. The home page was not optimized for mobile devices, which was impacting the user experience.

A comprehensive redesign of the home page was undertaken, incorporating Peabody's new branding style and optimizing the page for mobile devices.

GOAL

The redesign not only brought the website in line with Peabody's new brand style but also improved the user experience by making the home page accessible and easy to use on mobile devices.

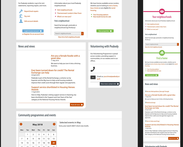
MY ROLE

As a UI/UX Designer at Kanda Consulting, I was responsible for overseeing the redesign of the Peabody home page. My role involved conducting user research, ideating potential solutions, and leading the implementation of the redesign.

WHAT I DID

- Liaised with Peabody to understand the needs and goals for the home page redesign
- Conducted user research and analyzed data to better understand user behavior and preferences
- Aligned the design with Peabody's updated brand guidelines to ensure consistency in branding and style
- Created wireframes and prototypes to illustrate the proposed solution and gather feedback from stakeholders
- Conducted usability testing to validate the design decisions and identify areas for improvement
- Refined the design based on feedback and implemented the updated home page using Figma and Adobe Photoshop
- Ensured that the updated design was visually appealing, user-friendly and met Peabody's brand standards

BUSINESS BACKGROUND

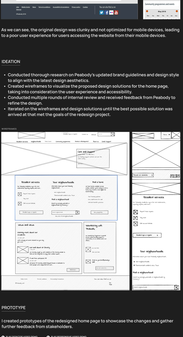


Peabody is a leading UK housing association and social enterprise that provides homes and services to people in need. It was established in 1862 and has since grown to become one of the largest housing providers in London and the South East, with over 95,000 homes in its portfolio. Peabody is committed to providing affordable, high-quality homes for those in need and to building stronger communities.

Peabody offers a range of housing options, including social rent, shared ownership, and market rent. It also provides various support services to help residents improve their lives and build sustainable communities, including employment services, youth services, and financial advice.

DEFINE THE PROBLEM

The first step in the redesign process was to identify the problem areas of the old design. This involved conducting user research, analyzing data, and evaluating the website's performance on various devices.



As we can see, the original design was clunky and not optimized for mobile devices, leading to a poor user experience for users accessing the website from their mobile devices.

IDEATION

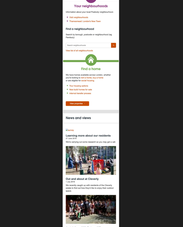
- Conducted thorough research on Peabody's updated brand guidelines and design style to align with the brand design aesthetics
- Created wireframes to visualize the proposed design solutions for the home page, taking into consideration the user experience and accessibility
- Leveraged insights from usability testing sessions and feedback from Peabody to refine the design
- Iterated on the wireframes and design solutions until the best possible solution was arrived at that met the goals of the redesign project.

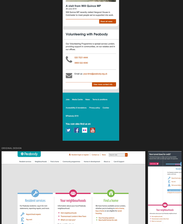
PROTOTYPE

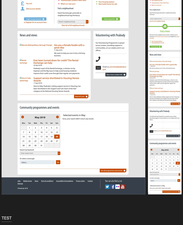
I created prototypes of the redesigned home page to showcase the changes and gather further feedback from stakeholders.

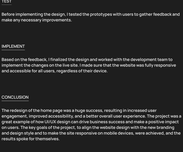
PLAY PROTOTYPE FULL SCREEN

VIEW PROTOTYPE IN FIGMA









TEST

Before implementing the design, I tested the prototypes with users to gather feedback and make any necessary improvements.

IMPLEMENT

Based on the feedback, I finalized the design and worked with the development team to implement the changes on the live site. I made sure that the website was fully responsive and accessible for all users, regardless of their device.

CONCLUSION

The redesign of the home page was a huge success, resulting in increased user engagement, improved accessibility, and a better overall user experience. The project was a great example of how UI/UX design can drive business success and make a positive impact on users. The key goals of the project, to align the website design with the new branding and design style and to make the site responsive on mobile devices, were achieved, and the results speak for themselves.