



SMOOTH

Redefining The **Digital Automotive Experience**

A Human Computer Interaction Driven Redesign Case Study

• UX RESEARCH

• HCI PRINCIPLES

• MODERN DESIGN

Development Team



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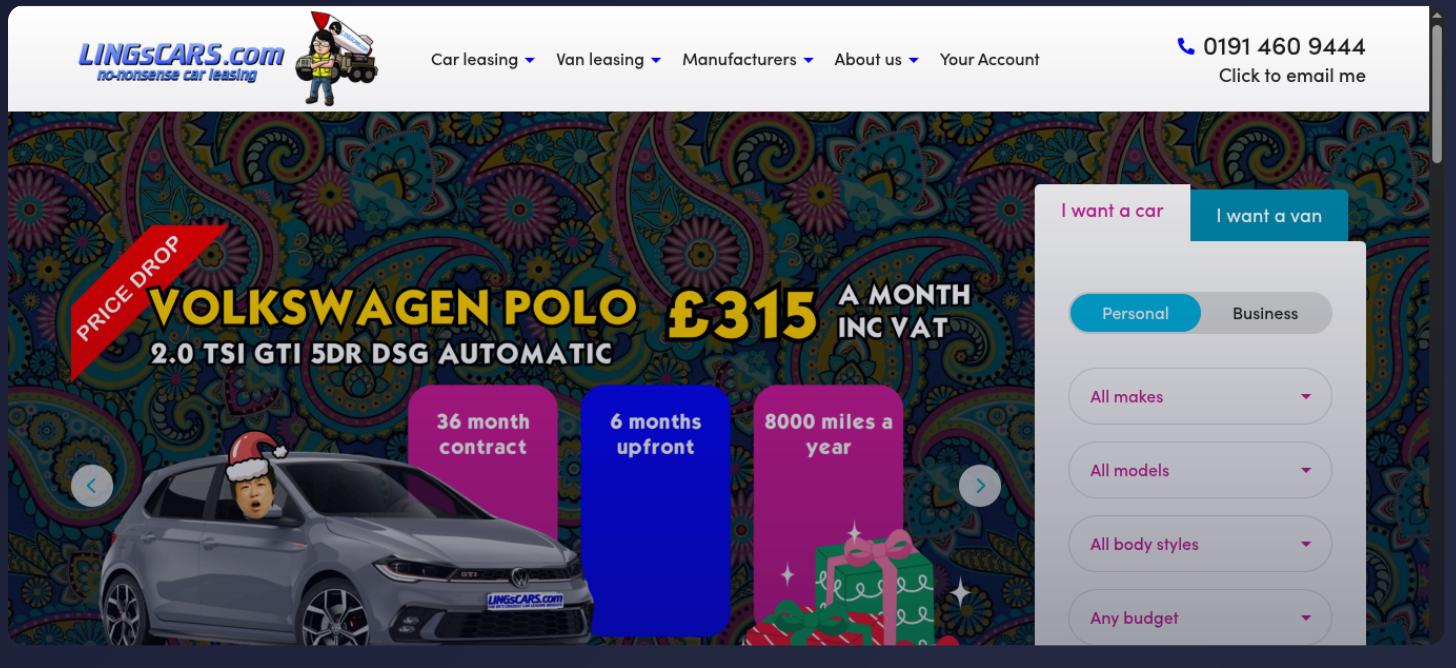
Akram Adel Abd ElLatif Gaafr



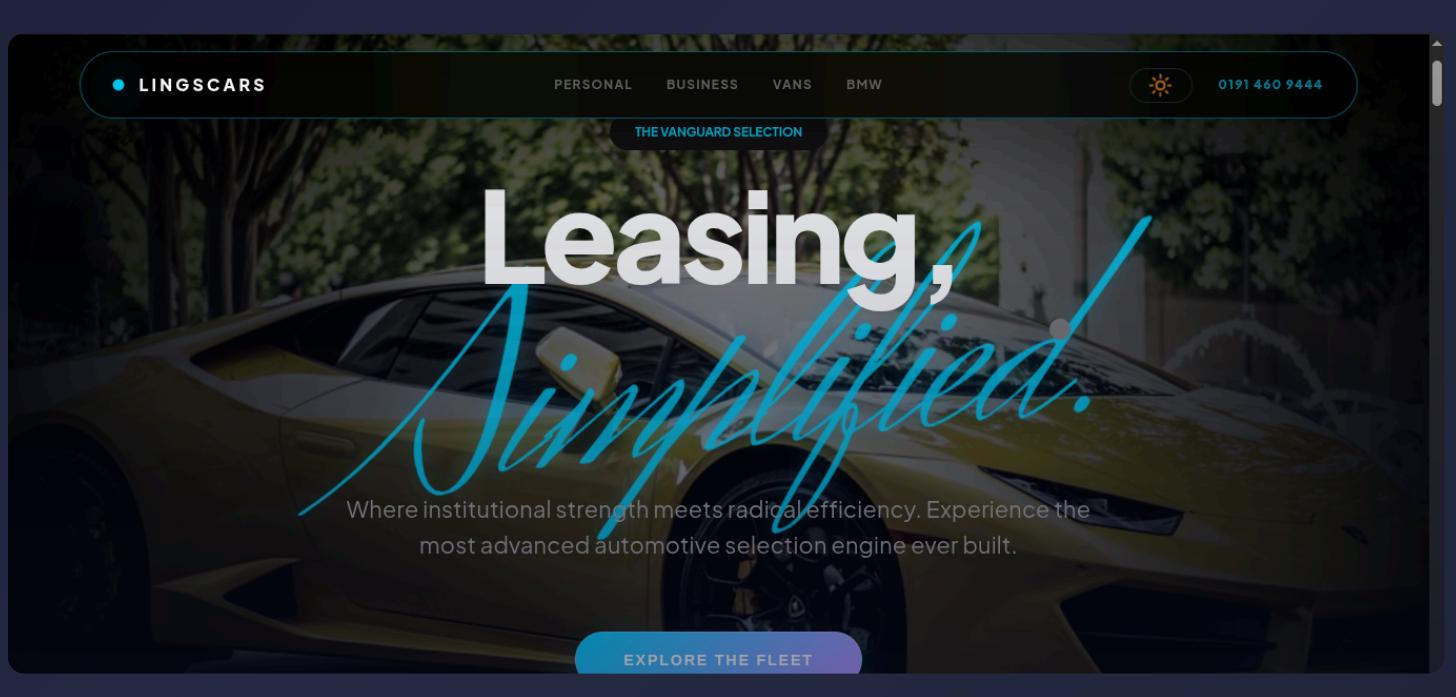
Ahmed Adel Ebrahim Elashah

The Genesis - Analyzing The Original Experience

✗ Before



✓ After



Identified Problems



Chaos-Driven Visual Design

Excessive colors and animated GIFs create visual noise



No Clear Hierarchy

High cognitive overload, users struggle to identify primary actions



Overwhelming UX

Visual noise distracts from core business goal: vehicle leasing

Why Redesign Was Mandatory



Outdated Visual Language

Antiquated design aesthetic fails to convey modern automotive brand credibility



Poor Responsiveness

Inconsistent experience across devices and screen sizes



Horizontal Overflow

Layout breaking on smaller screens, content scrolling out of view



UX Distraction

Chaotic interface distracts from core business goal: vehicle leasing



KEY INSIGHT

Creativity without **usability damages trust**

Enter Smooth - The Philosophy



Before

Vibrant Chaos



After

Liquid Minimalism



New Design Language

Ethereal Silk

Smooth, flowing interactions

Deep Nebula

Premium depth and space



Interface Mood

Calm

Premium

Confidence-Driven

Human Centered Design At The Core

HCI Principles



Clear Visual Hierarchy

Establishes importance and guides attention



Gestalt Principles

Grouping and flow for intuitive understanding



Strategic Whitespace

Breathing room enhances readability



Eye Guidance Toward CTAs

Explore / Lease / Contact actions highlighted



Result

- Reduced mental effort
- Faster decision making
- Enhanced user satisfaction
- Increased conversion potential

UI / UX Features



Dynamic Vehicle Cards

Real-time data integration with smooth transitions



Glassmorphism Panels

Depth and clarity with translucent layers



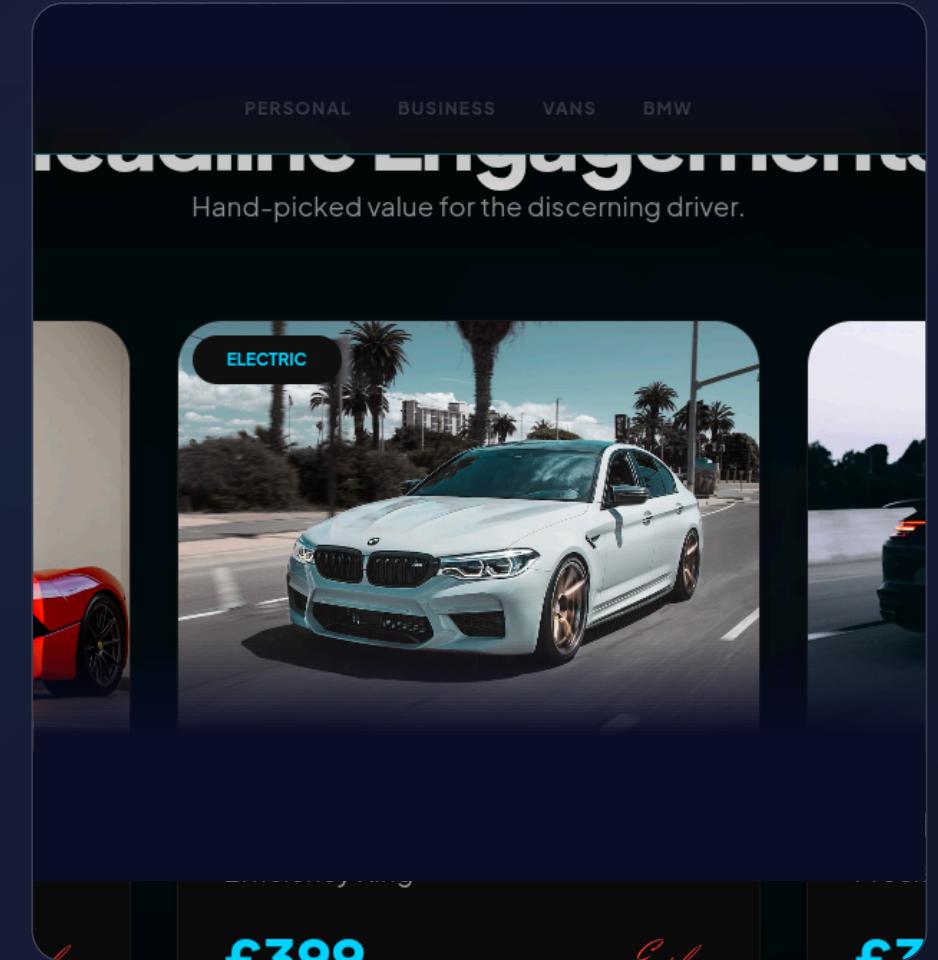
Liquid Animations

Smooth micro-interactions throughout interface

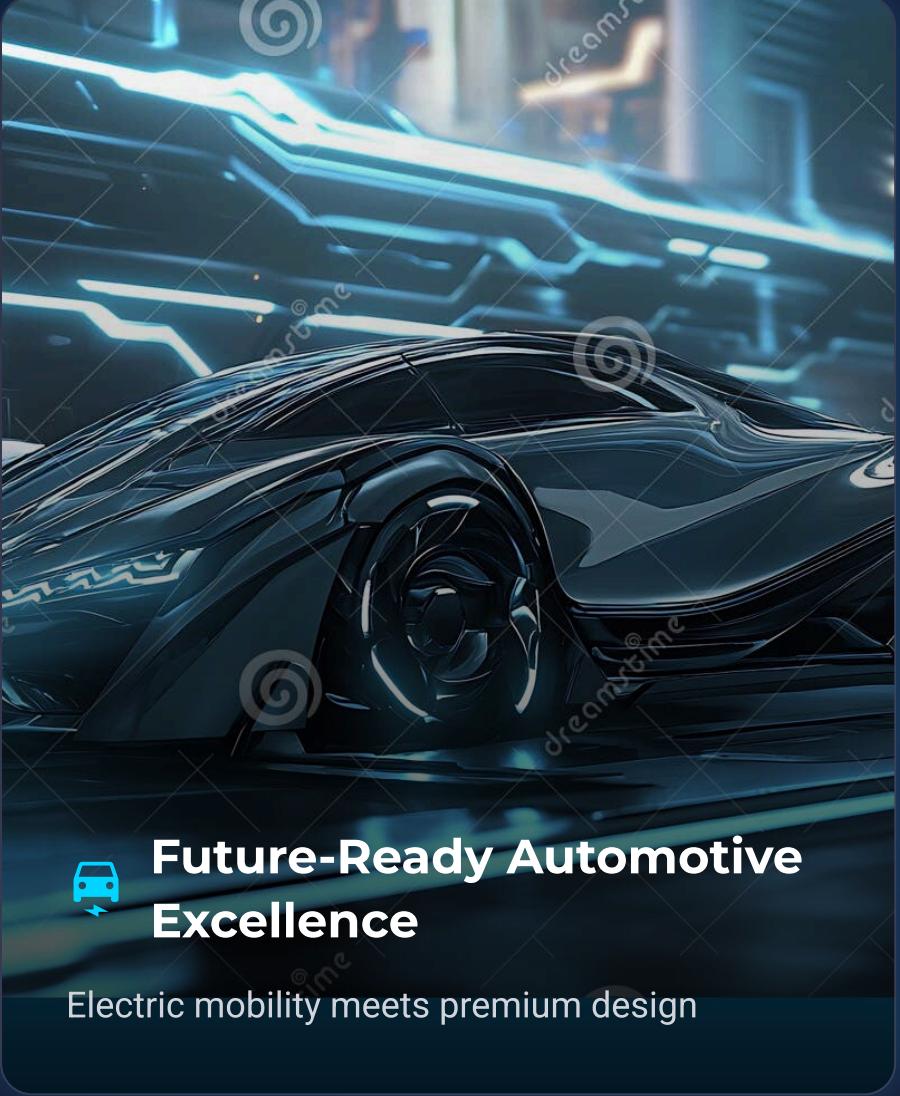


Multi-Theme Support

Dark/light modes maintaining brand identity



The Power of 2030 Visuals



A sleek, modern electric car is shown from a front-three-quarter angle, parked in a dark garage illuminated by glowing blue and white neon lights. The car's body has a subtle, flowing metallic texture. In the background, there are various glowing panels and structures, suggesting a high-tech environment. A watermark "dreamstime" is visible across the image.

 **Future-Ready Automotive Excellence**

Electric mobility meets premium design



AI-Enhanced Quality

Ultra-high resolution car visuals



Eliminate Visual Noise

No more chaotic low-res GIFs



Cinematic Photography

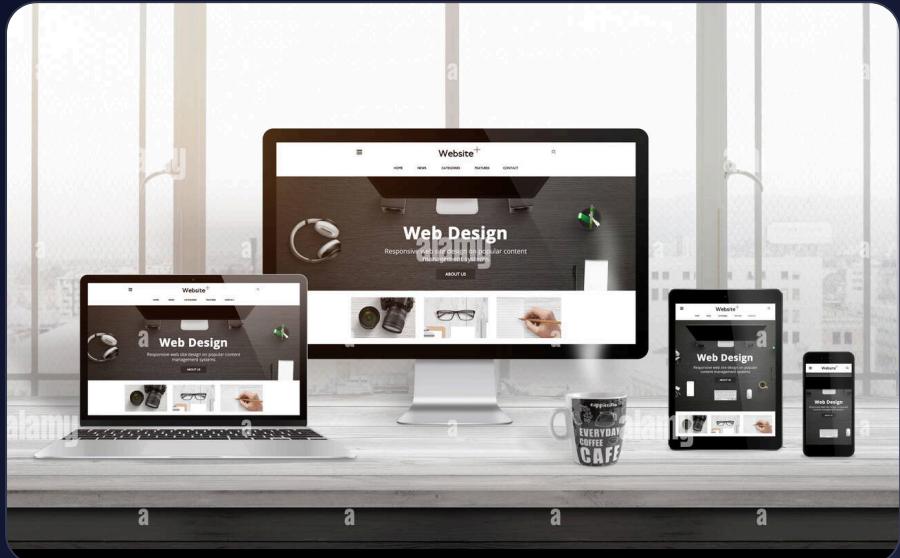
Clean, professional aesthetics



Smart Mobility Future

Aligned with electric evolution

Mobile-First Revolution



Universal Experience

One codebase, infinite screens

True Responsiveness



Horizontal Overflow Solved

No more content scrolling out of view



Responsive Grid System

Flexible layouts for all devices



320px to Ultra-Wide

Seamless scaling experience



Touch-Optimized

Finger-friendly interactions

Before vs After The Transformation

Old LINGS Cars

- ✗ **High Cognitive Load**
Overwhelming visual chaos
- ✗ **Chaotic Colors**
Random color schemes
- ✗ **Non-Responsive**
Layout breaking issues
- ✗ **Visual Noise**
Distraction from content
- ✗ **Low Trust Perception**
Unprofessional appearance

Smooth

- ✓ **Intuitive UX**
Natural user experience
- ✓ **Curated Luxury Palette**
Premium color harmony
- ✓ **Fully Responsive**
Perfect on all devices
- ✓ **Clean and Focused**
Purposeful design elements
- ✓ **Premium Brand Credibility**
Professional aesthetic

Results and Impact



Improved User Engagement

Users spend more time exploring the platform



Lower Bounce Rate

More visitors stay and interact with content



Faster Navigation

Intuitive layout reduces time to find vehicles



Increased Trust

Professional design elevates brand perception and builds credibility with customers



Scalable Architecture

Future-proof design system ready for expansion and new features



Smooth Is Not Just A Website, It Is The Future Of Automotive Digital Retail

Thank You

Questions & Discussion

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