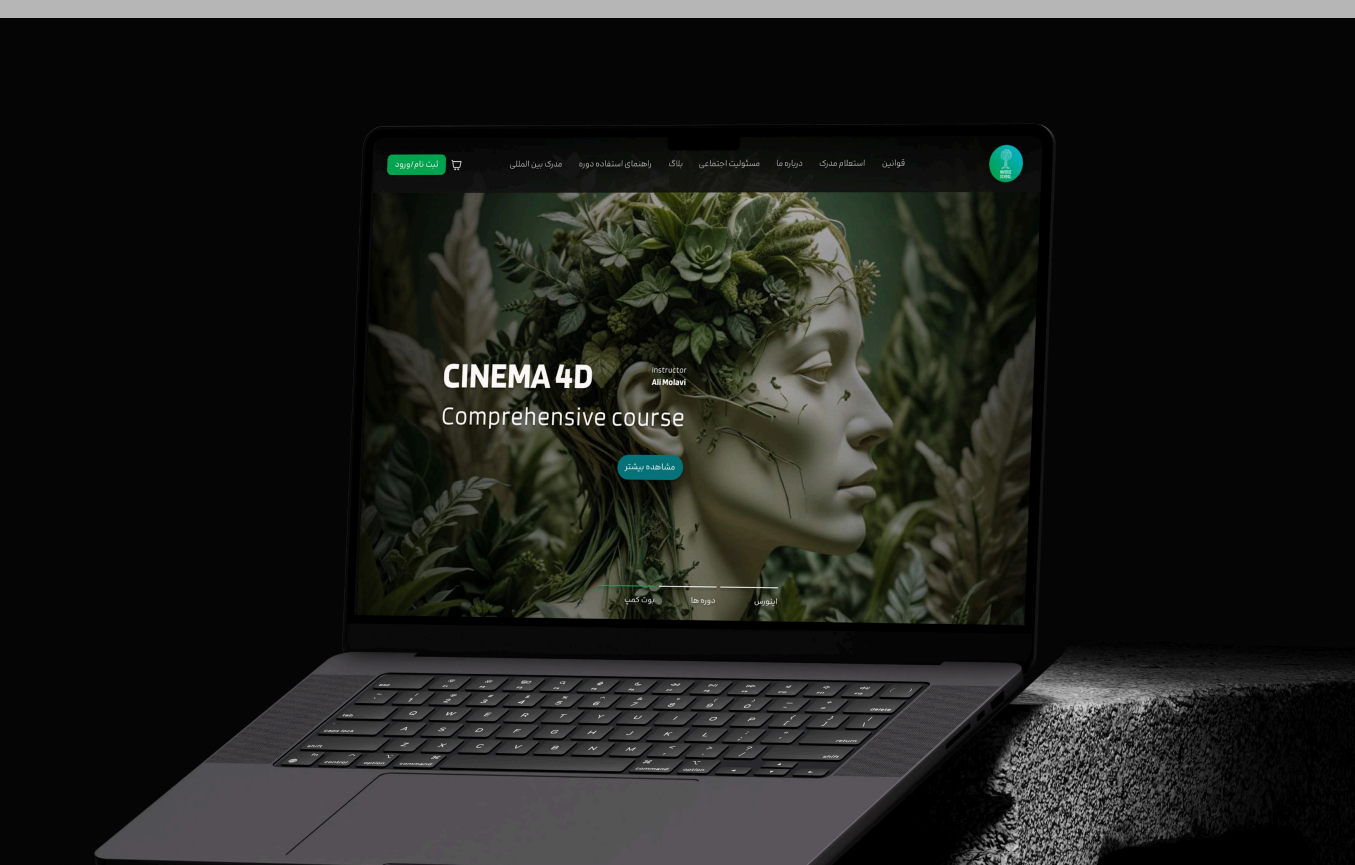
Inverse School Project



Project

Redesigning the UI/UX for a Visual Arts and Digital Art Educational Website

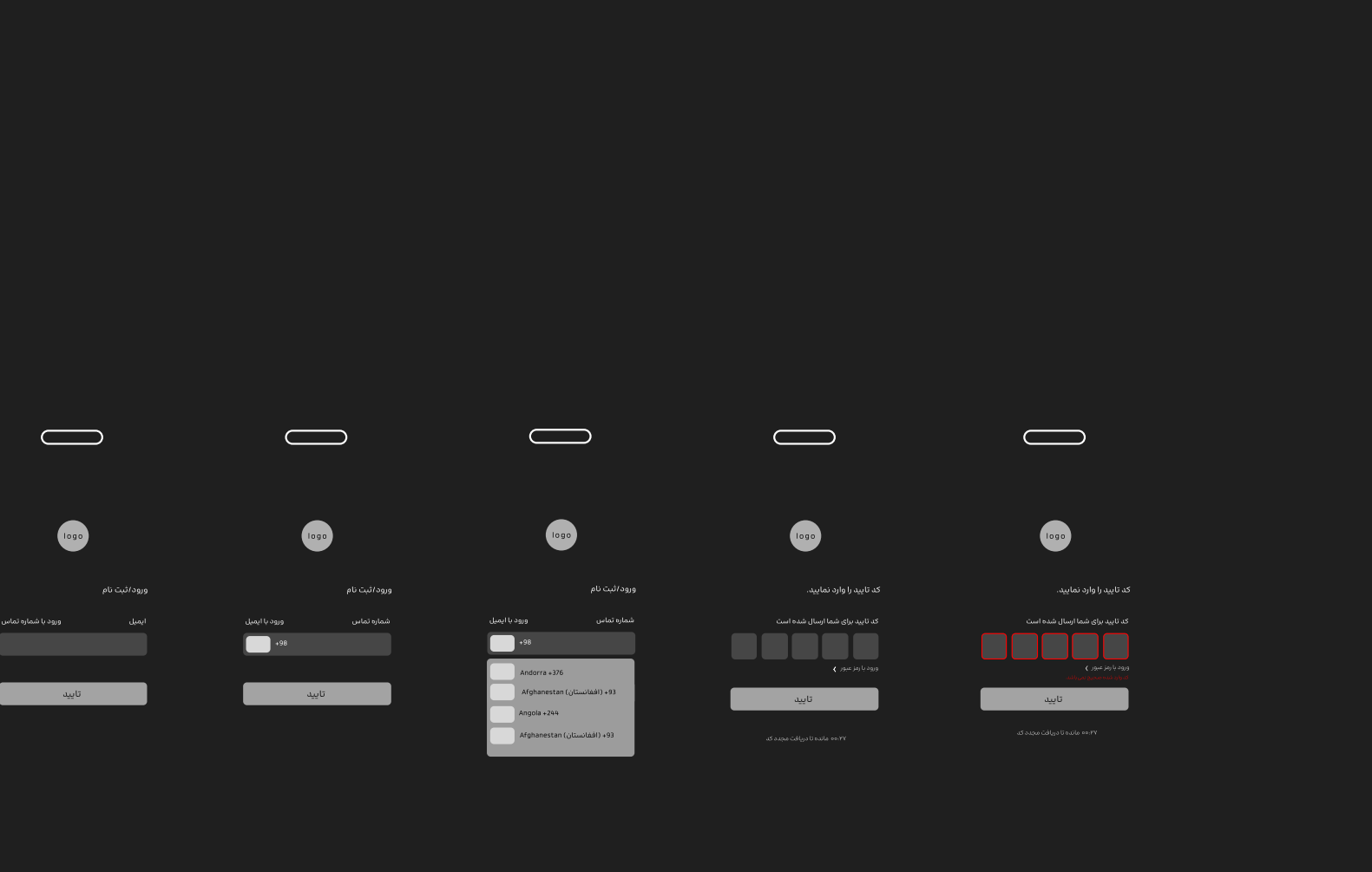
When I was assigned this project, it was for a website offering high-quality online courses in visual arts and digital art. Especially after the pandemic, these courses had become very popular. However, the issue was that despite the great quality of the content, the user experience on the website was far from ideal. Right from the start, users faced challenges like a complicated sign-up and login process. And that was just the beginning; when users tried to purchase a course, the checkout process was lengthy and confusing. Even at the payment stage, many users encountered problems.
At the same time, the marketing team wanted to add new features to the website to improve sales performance. Therefore, the project's main goal was set: to enhance the user experience (UX) and improve the visual design (UI), while also integrating the new features needed by the marketing team to boost sales

Understanding the Problems Through User Behavior.

The first step was to dive into how real users were interacting with the website. Using analytics tools and direct feedback, we quickly realized that the sign-up and login process was overly complicated, and many users were dropping off at this stage. The checkout process was also not just long but lacked any effective guidance for users. A lot of them didn't even know how to access their cart or complete the purchase. It was clear that we needed to make things smoother and more intuitive to keep users engaged.

Login And Register wireframing

This wireframe displays the user login and registration process step by step. The different screens include login with email or phone number, verification with an SMS code, and error messages displayed when incorrect information is entered...



Adding New Features.

Alongside these improvements, the marketing team needed new tools to boost sales. So, we introduced features like special course recommendations, group discounts, and the ability for users to leave reviews. These features not only helped increase sales but also made the overall user experience more engaging and interactive.

Rolling Out Changes in Phases

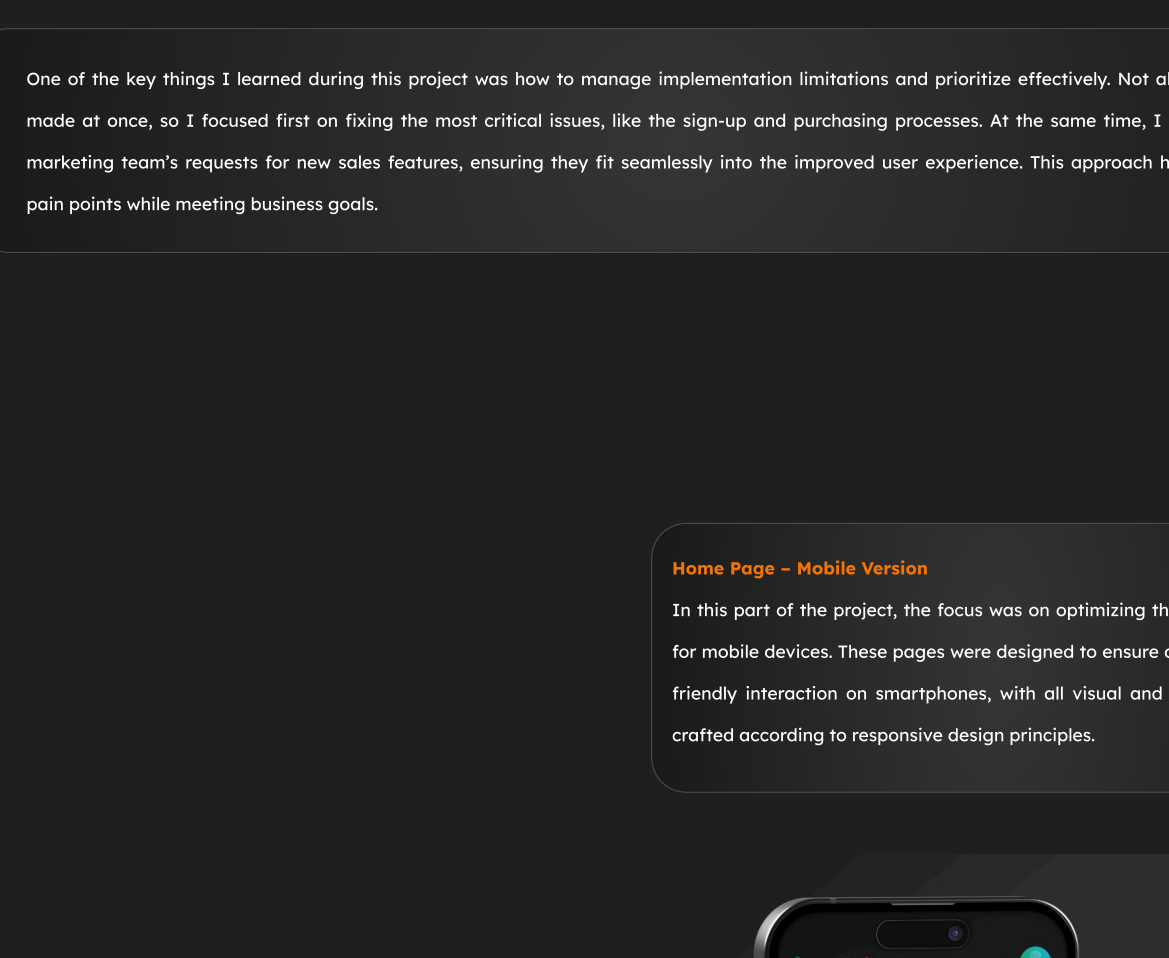
Since these changes were rolled out gradually, phase by phase, we made sure to gather user feedback at every step and make necessary adjustments along the way. This approach allowed us to implement improvements without disrupting the overall user experience. With each new update, we could immediately see a positive impact on user satisfaction and the website's performan

Lessons Learned

One of the key things I learned during this project was how to manage implementation limitations and prioritize effectively. Not all changes could be made at once, so I focused first on fixing the most critical issues, like the sign-up and purchasing processes. At the same time, I had to balance the marketing team's requests for new sales features, ensuring they fit seamlessly into the improved user experience. This approach helped address user pain points while meeting business goals.

Home Page – Mobile Version

In this part of the project, the focus was on optimizing the user experience for mobile devices. These pages were designed to ensure a simple and user-friendly interaction on smartphones, with all visual and functional details crafted according to responsive design principles.

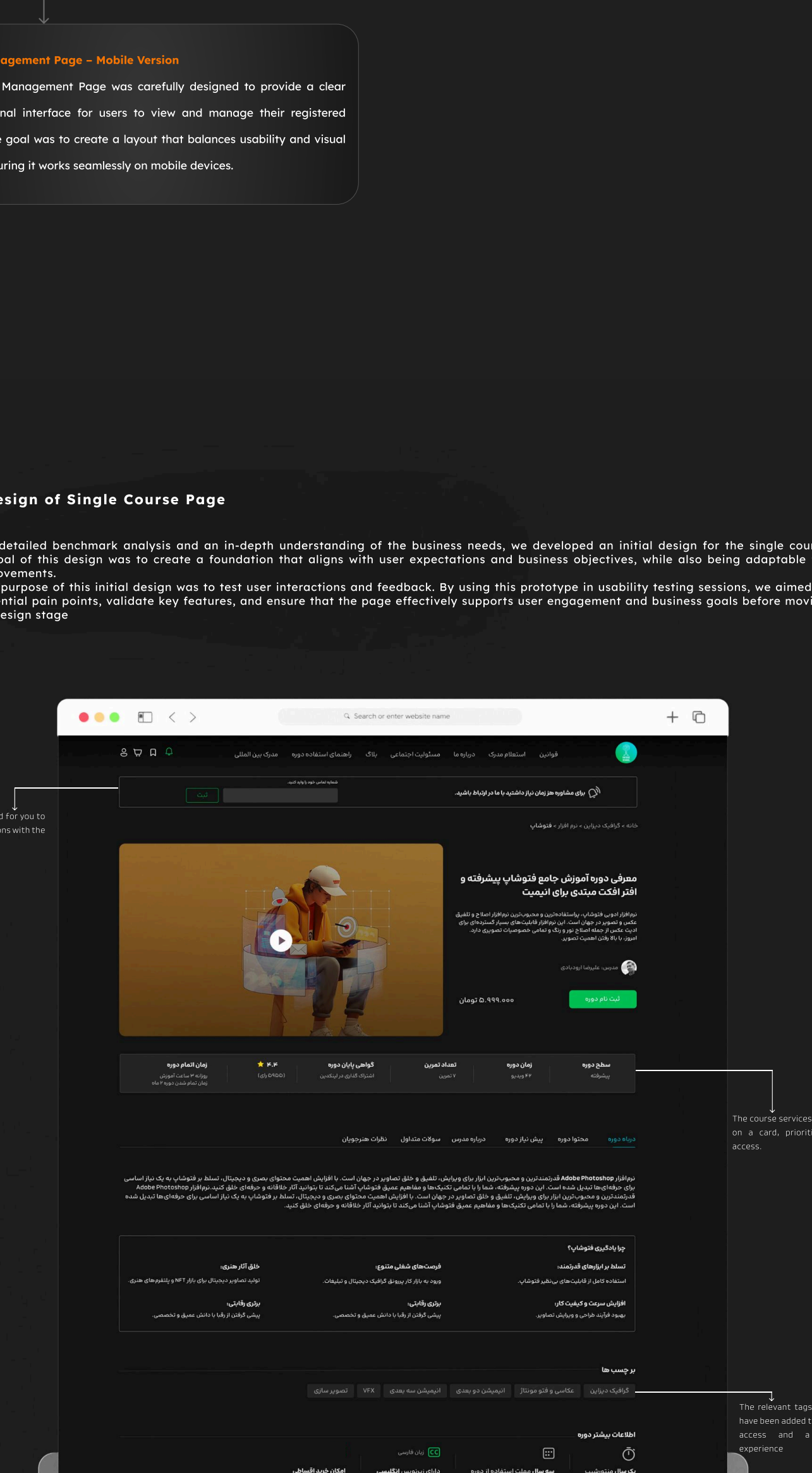


Device Management Page – Mobile Version

The Device Management Page was carefully designed to provide a clear and functional interface for users to view and manage their registered devices. The goal was to create a layout that balances usability and visual appeal, ensuring it works seamlessly on mobile devices.

Initial Design of Single Course Page

Based on a detailed benchmark analysis and an in-depth understanding of the business needs, we developed an initial design for the single course page. The goal of this design was to create a foundation that aligns with user expectations and business objectives, while also being adaptable for further improvements.
The primary purpose of this initial design was to test user interactions and feedback. By using this prototype in usability testing sessions, we aimed to identify potential pain points, validate key features, and ensure that the page effectively supports user engagement and business goals before moving to the final design stage

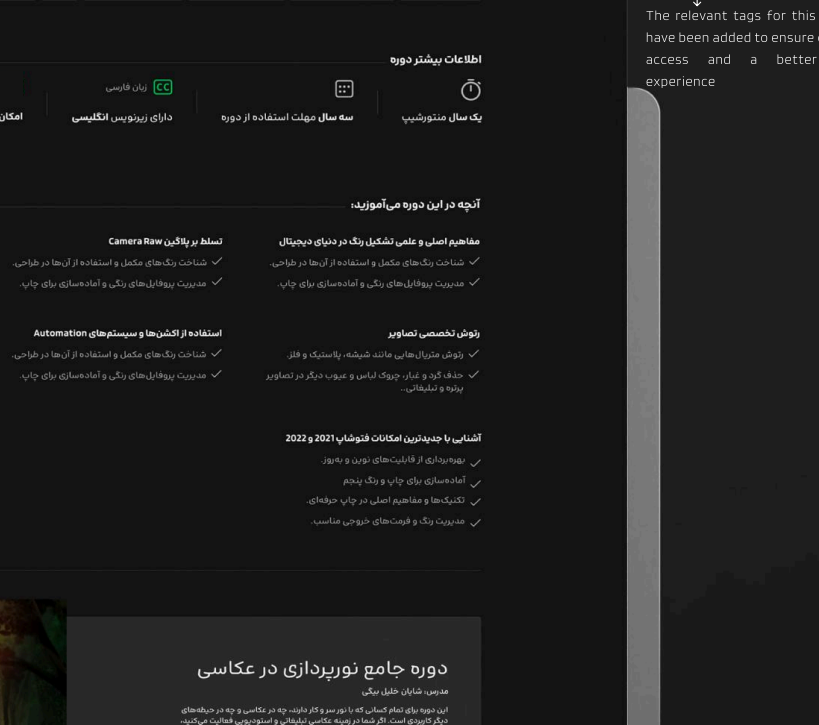


This section is designed for you to receive free consultations with the experts of this course.

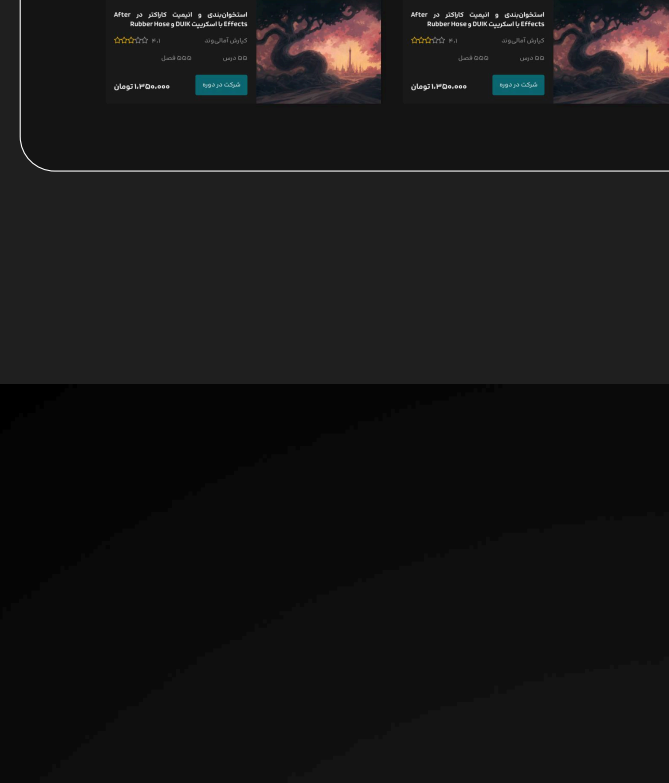
The course services are presented on a card, prioritized for easy access.

The relevant tags for this course have been added to ensure ease of access and a better user experience

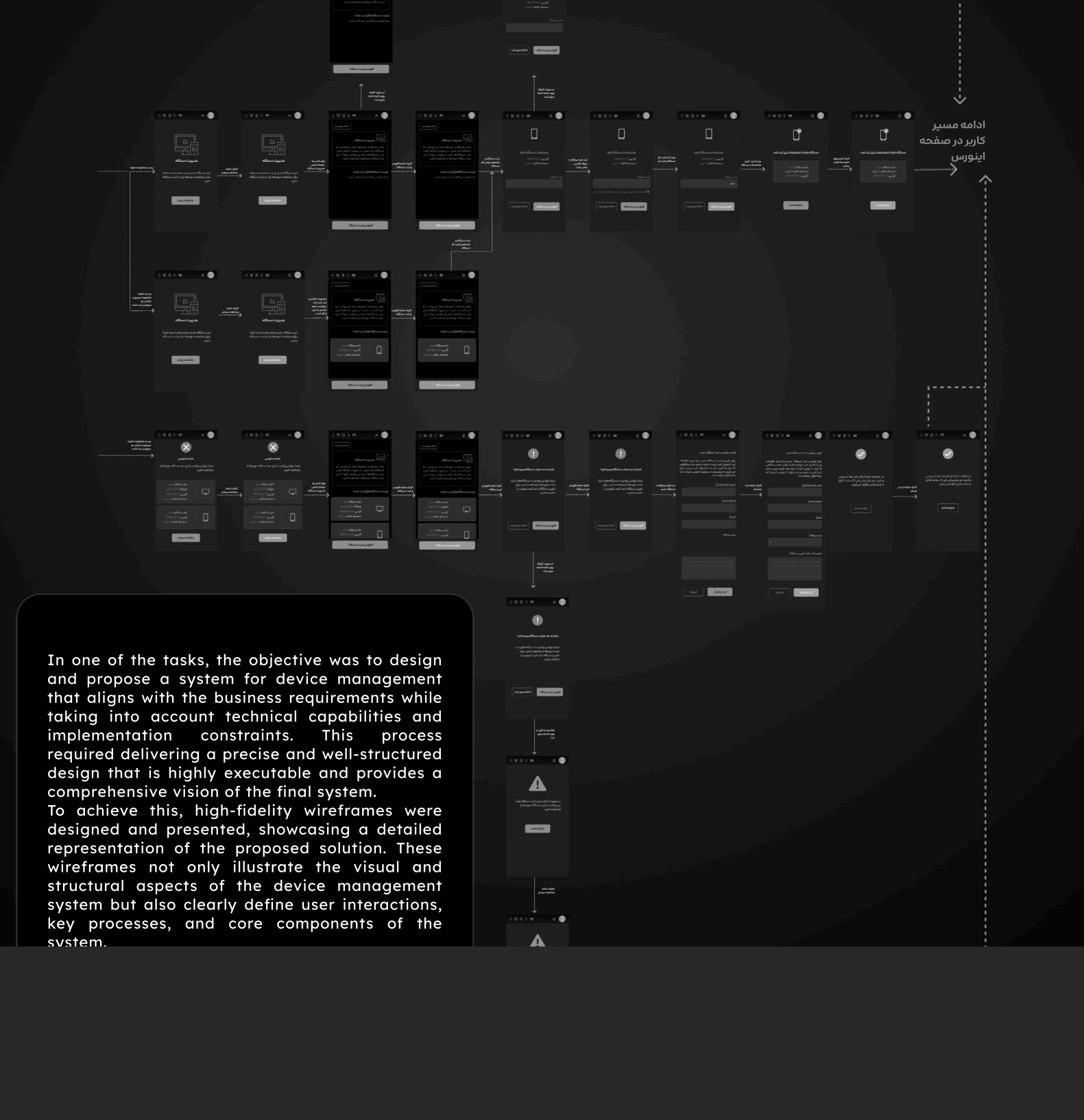
The banner is designed to promote the product related to the course.



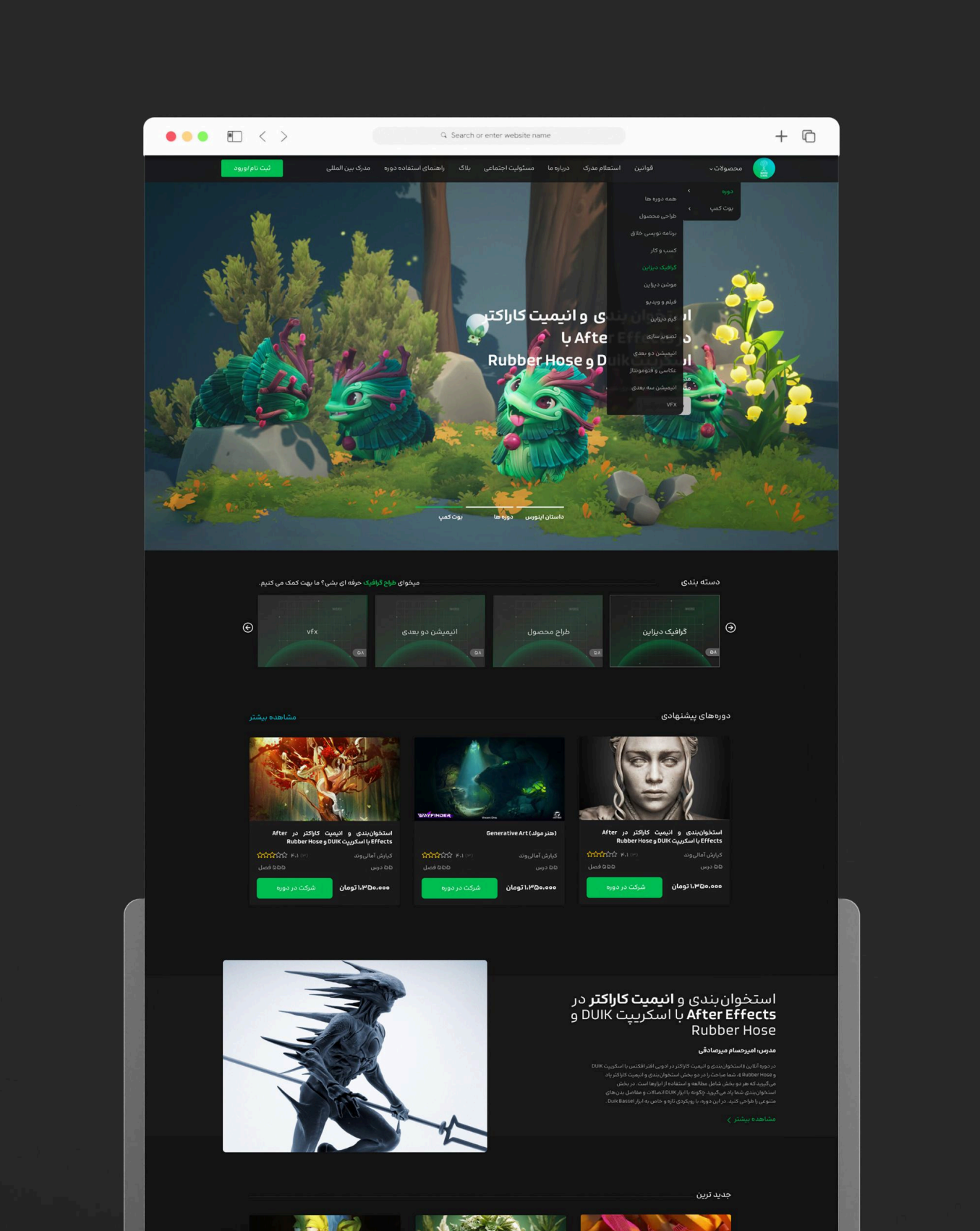
These two sections are designed as follows: the first showcases a bundle of recommended products based on the experiences of users who purchased them, while the next block provides detailed information about the course content, including the covered topics and their schedule.



This section is dedicated to introducing the instructor of the course, including details about their experience and expertise. Additionally, this section provides answers to frequently asked questions about the course, as well as recommendations for related courses, helping users discover more learning options for their growth and development.

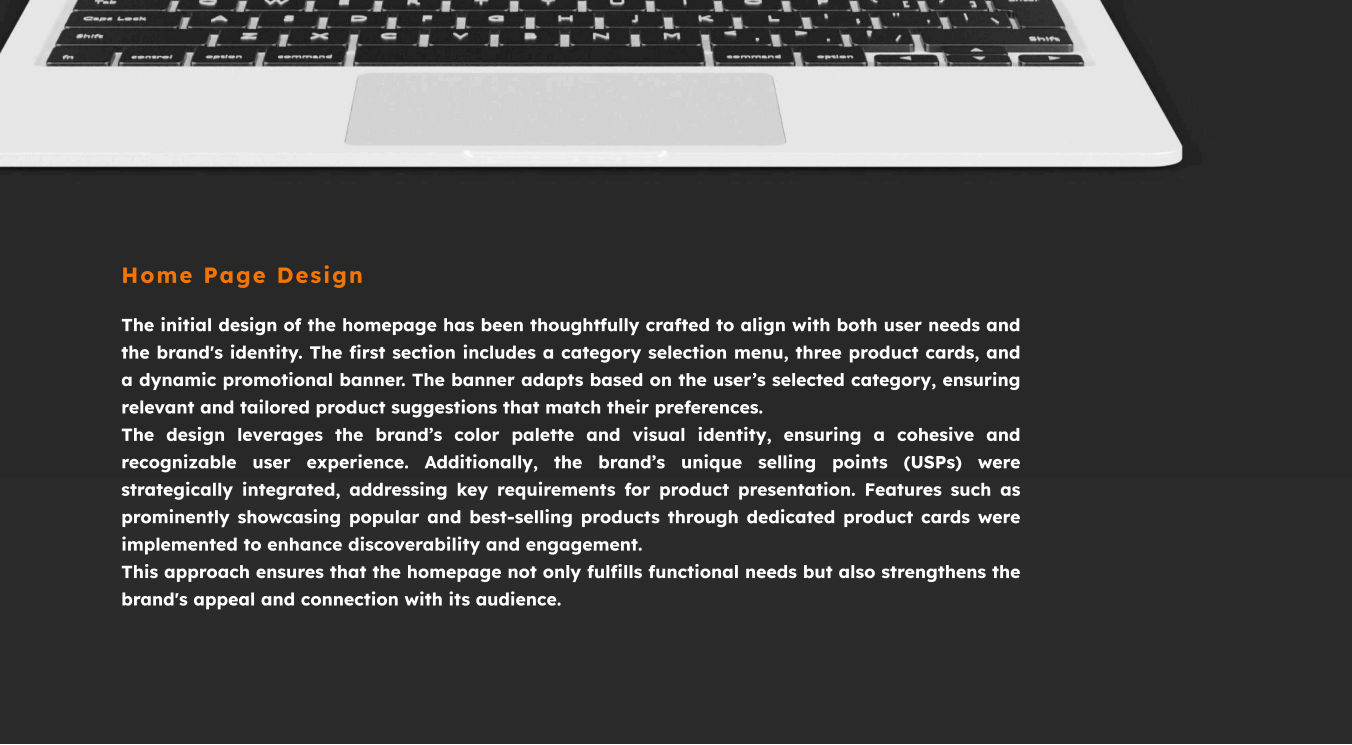


In one of the tasks, the objective was to design and propose a system for device management that aligns with the business requirements while taking into account technical capabilities and implementation constraints. This process required delivering a precise and well-structured design that is highly executable and provides a comprehensive vision of the final system.
To achieve this, high-fidelity wireframes were designed and presented, showcasing a detailed representation of the proposed solution. These wireframes not only illustrate the visual and structural aspects of the device management system but also clearly define user interactions, key processes, and core components of the system.



Home Page Design

The initial design of the homepage has been thoughtfully crafted to align with both user needs and the brand's identity. The first section includes a category selection menu, three product cards, and a dynamic promotional banner. The banner adapts based on the user's selected category, ensuring relevant and tailored product suggestions that match their preferences.
The design leverages the brand's color palette and visual identity, ensuring a cohesive and recognizable user experience. Additionally, the brand's unique selling points (USPs) were strategically integrated, addressing key requirements for product presentation. Features such as prominently showcasing popular and best-selling products through dedicated product cards were implemented to enhance discoverability and engagement.
This approach ensures that the homepage not only fulfills functional needs but also strengthens the brand's appeal and connection with its audience.

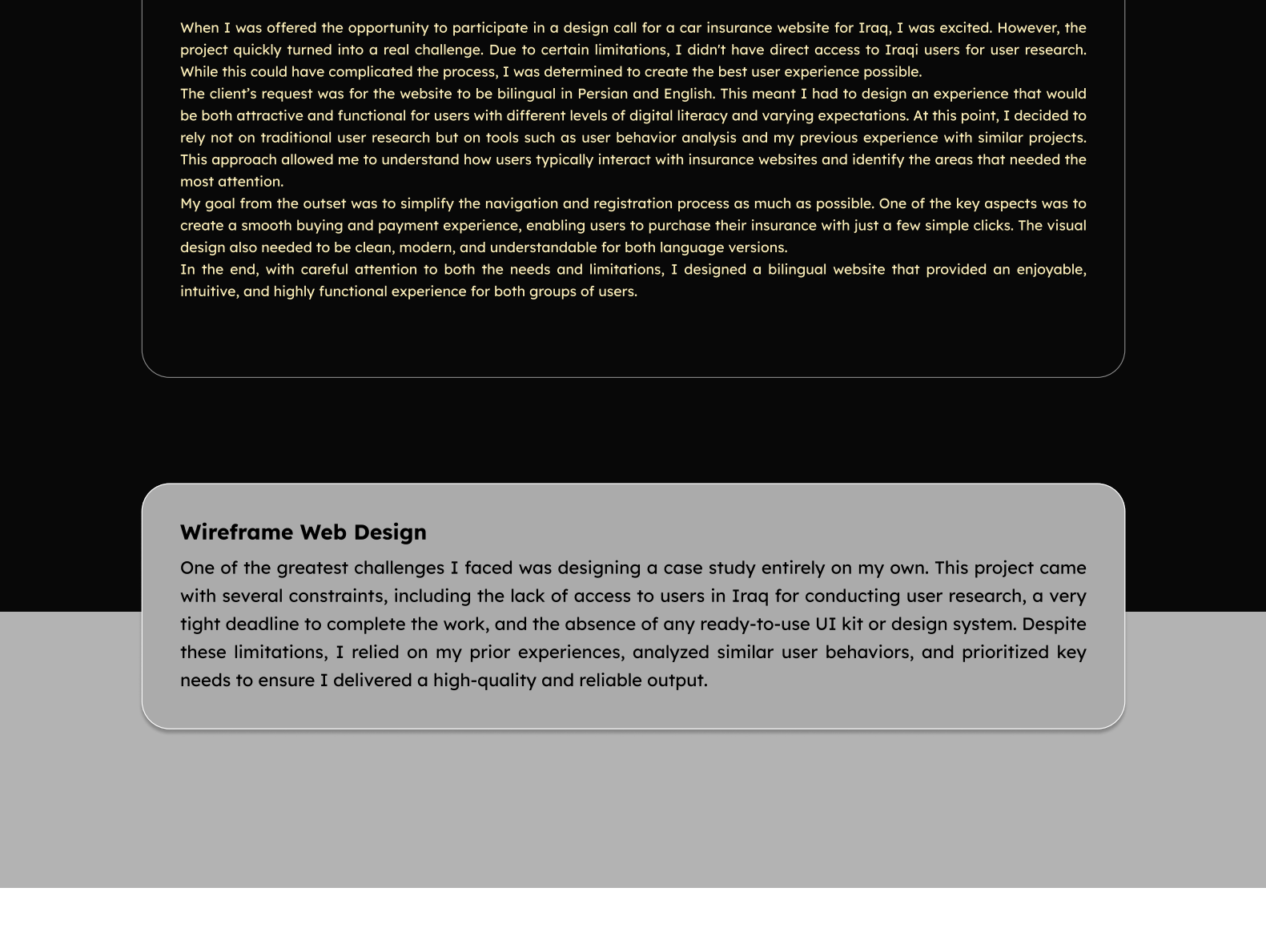


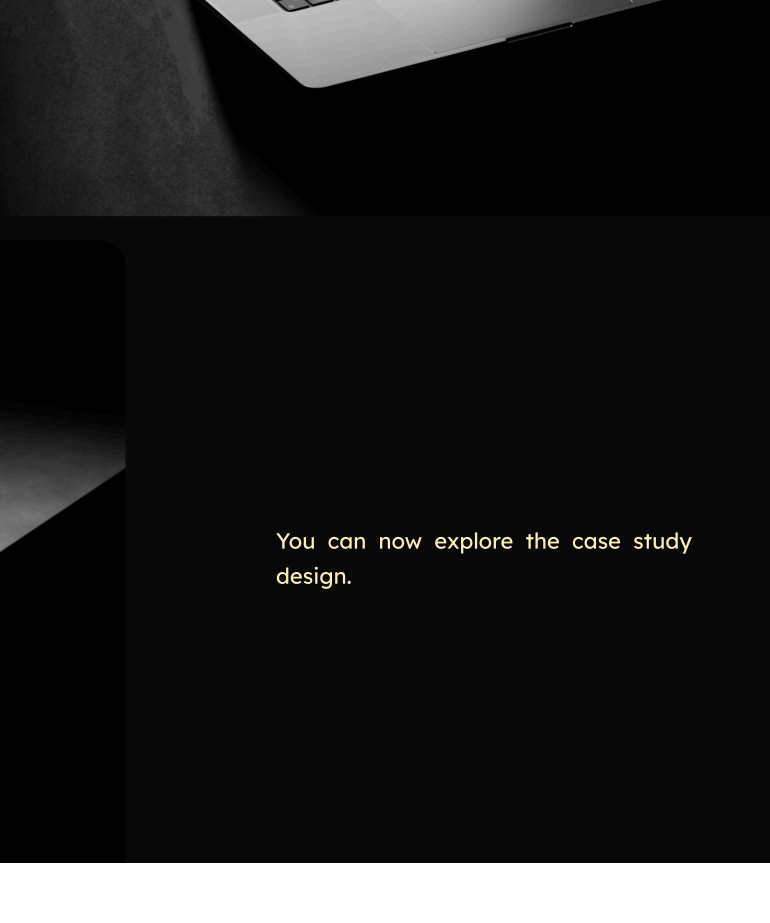
Crafting a Dual-Language Car Insurance Website

When I was offered the opportunity to participate in a design call for a car insurance website for Iraq, I was excited. However, the project quickly turned into a real challenge. Due to certain limitations, I didn't have direct access to Iraqi users for user research. While this could have complicated the process, I was determined to create the best user experience possible.
The client's request was for the website to be bilingual in Persian and English. This meant I had to design an experience that would be both attractive and functional for users with different levels of digital literacy and varying expectations. At this point, I decided to rely not on traditional user research but on tools such as user behavior analysis and my previous experience with similar projects. This approach allowed me to understand how users typically interact with insurance websites and identify the areas that needed the most attention.
My goal from the outset was to simplify the navigation and registration process as much as possible. One of the key aspects was to create a smooth buying and payment experience, enabling users to purchase their insurance with just a few simple clicks. The visual design also needed to be clean, modern, and understandable for both language versions.
In the end, with careful attention to both the needs and limitations, I designed a bilingual website that provided an enjoyable, intuitive, and highly functional experience for both groups of users.

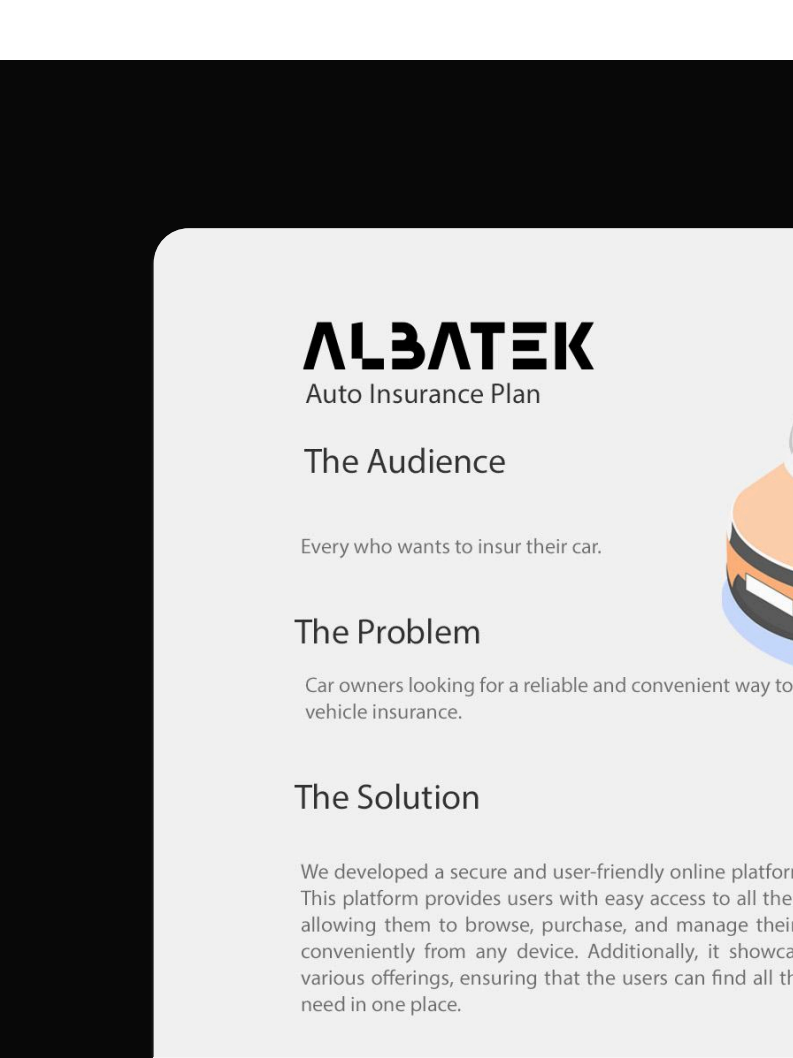
Wireframe Web Design

One of the greatest challenges I faced was designing a case study entirely on my own. This project came with several constraints, including the lack of access to users in Iraq for conducting user research, a very tight deadline to complete the work, and the absence of any ready-to-use UI kit or design system. Despite these limitations, I relied on my prior experiences, analyzed similar user behaviors, and prioritized key needs to ensure I delivered a high-quality and reliable output.

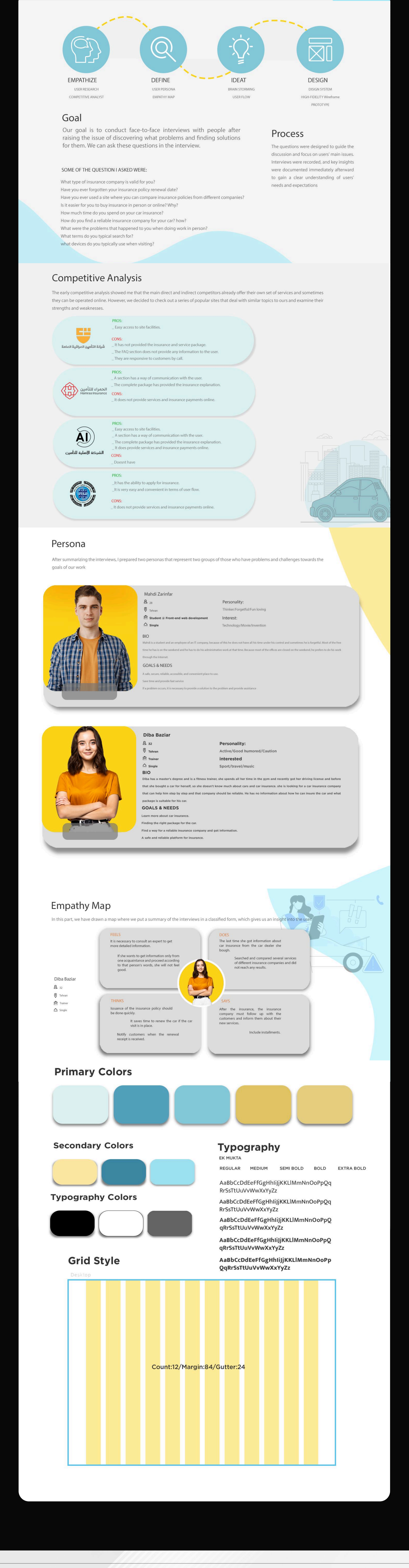

LOGO COMPANY
Home
About
Contact
Services
Sign in/Sign up
WE ARE ALWAYS THERE FOR YOU
GET STARTED
HIGH QUALITY
EXCLUSIVE ALBATEK
RECEIVE FAST TIME
From the customer's point of view
ERBIL
BAGHDAD
NAJAF
ALBATEK
WHO WE ARE
WHY BUY INSURANCE FROM ALBATEC?
How to buy online?
Let's connect! Interested in what we do?
Name
Phone Number
Email
Location
Frequently asked questions
Is auto insurance required?
What is comprehensive coverage?
What is comprehensive coverage?
Does auto insurance cover theft?



The product introduction page and user guide for the product.



You can now explore the case study design.



ALBATEK
Auto Insurance Plan

The Audience

Every who wants to insur their car.

The Problem

Car owners looking for a reliable and convenient way to insure or renew their vehicle insurance.

The Solution

We developed a secure and user-friendly online platform for car insurance. This platform provides users with easy access to all the necessary services, allowing them to browse, purchase, and manage their insurance policies conveniently from any device. Additionally, it showcases the company's various offerings, ensuring that the users can find all the information they need in one place.

EMPATHIZE
USER RESEARCH
COMPETITIVE ANALYST

DEFINE
USER PERSONA
EMPATHY MAP

IDEAT
BRAIN STORMING
USER FLOW

DESIGN
DESIGN SYSTEM
HIGH-FIDELITY Wireframe
PROTOTYPE

Goal

Our goal is to conduct face-to-face interviews with people after raising the issue of discovering what problems and finding solutions for them. We can ask these questions in the interview.

SOME OF THE QUESTION I ASKED WERE:

What type of insurance company is valid for you?
Have you ever forgotten your insurance policy renewal date?
Have you ever used a site where you can compare insurance policies from different companies?
Is it easier for you to buy insurance in person or online? Why?
How much time do you spend on your car insurance?
How do you find a reliable insurance company for your car? How?
What were the problems that happened to you when doing work in person?
What terms do you typical search for?
what devices do you typically use when visiting?

Process

The questions were designed to guide the discussion and focus on users' main issues. Interviews were recorded, and key insights were documented immediately afterward to gain a clear understanding of users' needs and expectations

Competitive Analysis

The early competitive analysis showed me that the main direct and indirect competitors already offer their own set of services and sometimes they can be operated online. However, we decided to check out a series of popular sites that deal with similar topics to ours and examine their strengths and weaknesses.

PROS:
_ Easy access to site facilities.
CONS:
_ It has not provided the insurance and service package.
_ The FAQ section does not provide any information to the user.
_ They are responsive to customers by call.

PROS:
_ A section has a way of communication with the user.
_ The complete package has provided the insurance explanation.
CONS:
_ It does not provide services and insurance payments online.

PROS:
_ Easy access to site facilities.
_ A section has a way of communication with the user.
_ The complete package has provided the insurance explanation.
_ It does provide services and insurance payments online.
CONS:
_ Doesnt have

PROS:
_ It has the ability to apply for insurance.
_ It is very easy and convenient in terms of user flow.
CONS:
_ It does not provide services and insurance payments online.

Persona

After summarizing the interviews, I prepared two personas that represent two groups of those who have problems and challenges towards the goals of our work

Mahdi Zarinfar
26
Tehran
Student @ Front-end web development
Single
Personality:
Thinker/Forgetfull/Fun loving
Interest:
Technology/Movie/Invention
BIO
GOALS & NEEDS

Diba Baziar
32
Tehran
Trainer
Single
Personality:
Active/Good humored/Caution
interested
Sport/travel/music
BIO
Diba has a master's degree and is a fitness trainer, she spends all her time in the gym and recently got her driving license and before that she bought a car for herself, so she doesn't know much about cars and car insurance. she is looking for a car insurance company that can help him step by step and that company should be reliable. He has no information about how he can insure the car and what package is suitable for his car.
GOALS & NEEDS
Learn more about car insurance.
Finding the right package for the car.
Find a way for a reliable insurance company and get information.
A safe and reliable platform for insurance.

Empathy Map

In this part, we have drawn a map where we put a summary of the interviews in a classified form, which gives us an insight into the user

Diba Baziar
32
Tehran
Trainer
Single

FEELS
It is necessary to consult an expert to get more detailed information.
If she wants to get information only from one acquaintance and proceed according to that person's words, she will not feel good.

DOES
The last time she got information about car insurance from the car dealer she bough.
Searched and compared several services of different insurance companies and did not reach any results.

THINKS
Issuance of the insurance policy should be done quickly.
It saves time to renew the car if the car visit is in place.
Notify customers when the renewal receipt is received.

SAYS
After the insurance, the insurance company must follow up with the customers and inform them about their new services.
Include installments.

Primary Colors

Secondary Colors

Typography Colors

Typography

EK MUKTA

REGULAR MEDIUM SEMI BOLD BOLD EXTRA BOLD

AaBbCcDdEeFfGgHhIiJjKKLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKKLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKKLlMmNnOoPpQ qRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKKLlMmNnOoPpQ qRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKKLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

Grid Style

Desktop

Count:12/Margin:84/Gutter:24

Thank you for taking the time to review and look into this