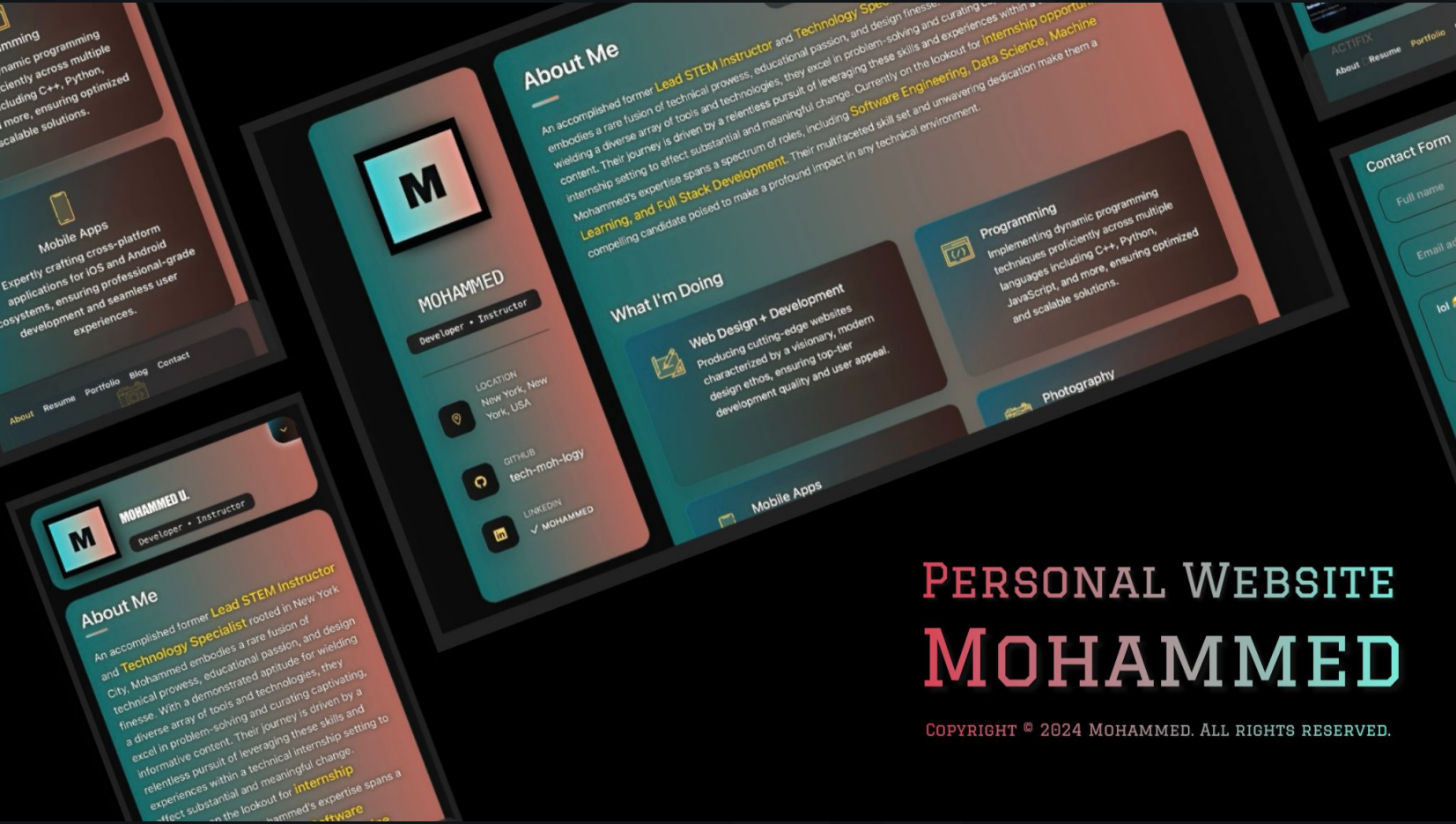


UI/UX DESIGN CASE STUDY: WEAVING MY STORY ONLINE - MOHAMMED'S VIRTUAL CARD



Tired of cookie-cutter templates and sluggish load times?

Project Overview: This case study dives into the conception and creation of my virtual card, a digital canvas to showcase my unique blend of skills, experiences, and aspirations. I sought to push beyond the limitations of traditional resumes and craft a dynamic platform that not only informs but also captivates viewers.

Target Audience Expansion: Beyond the conventional resume audience, my ambition was to connect with a broader spectrum, including potential employers, collaborators, and those intrigued by my professional and personal journey. This approach aimed to cast a wider net, reaching individuals interested in innovation and collaboration, fostering meaningful connections beyond the typical boundaries of a resume audience.

Addressing Low Adoption Rates: Following the design and launch of the iMohammed, I identified a notable challenge—low traffic engagement. The adoption rate proved to be remarkably lower than anticipated, especially in comparison to the successful adoption rates of other individuals. The initial expectations were set at a significantly higher level.

Design Process: From Narrative to Pixels: I poured my heart into building a narrative that resonated, a vibrant mosaic of my passions, values, and goals. Bullet points were tossed aside, replaced with personality and creative brushstrokes that danced across the canvas of my resume. Similarly, a website devoid of visual spark is a whisper in the void. Captivating visuals and design flair aren't mere ornaments; they're the vibrant threads that weave engagement, igniting curiosity and beckoning exploration. Without them, the story falls flat, an unread chapter in the digital dust. Iterate and Evolve: Merely going through the design process once is insufficient. Embrace a continuous cycle of learning from both users and your team, allowing for relentless iteration. This commitment propels the maturation of your process, enabling smoother and more efficient runs with each iteration. True agility lies in the ability to swiftly respond to new information, setting the stage for adaptability and constant refinement.

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Landing Page Blues: Reviving User Interest

CONS

PROS

User Insight through Surveys: My efforts to understand user perspectives on iMohammed led me to conduct a comprehensive survey. The insights gleaned from this survey included:

- Identifying how users naturally refer to iMohammed’s feature.
- Understanding how they articulate the feature to their friends.
- Exploring their frequency of iMohammed’s usage compared to other personal websites.
- Assessing the distinctiveness of the creativeness offered in other personal website.
- Soliciting suggestions for changes or improvements.

Survey Findings: The survey findings unveiled clear trends. Firstly, it became apparent that users either struggled to comprehend the purpose behind what I presented or had difficulty locating the features of on the website. In response, my focus shifted towards enhancing two key areas: elevating the feature's visibility and enriching the page with detailed explanations about the nature of iMohammed.

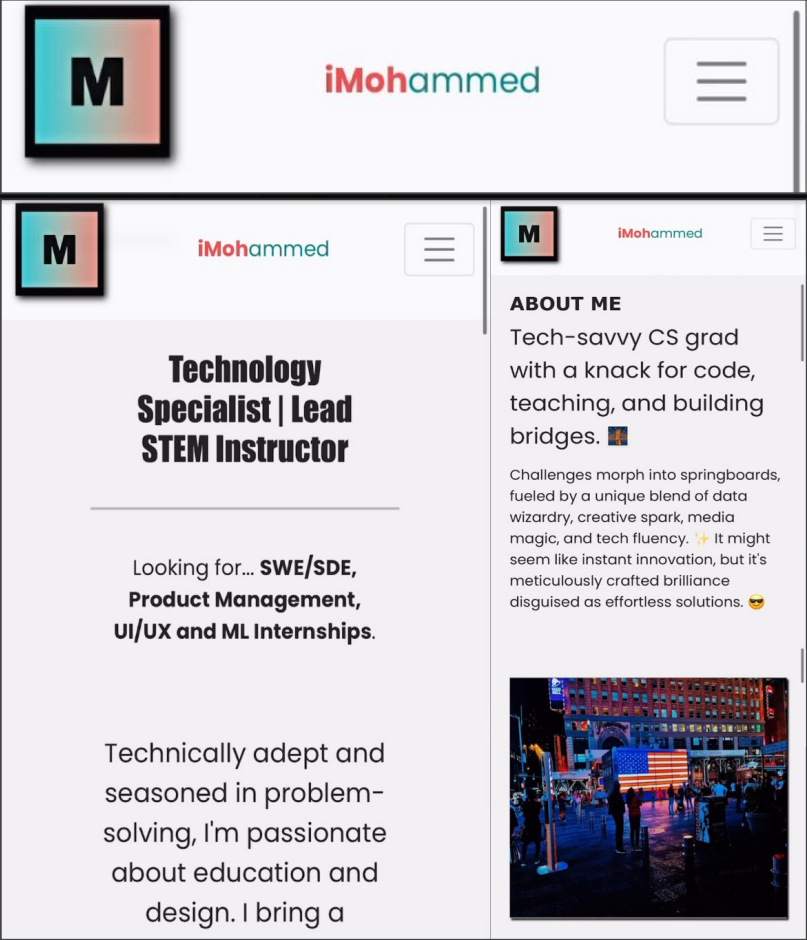
Enhancing the Canvas: A meticulous refinement journey unfolded during the entire design process, marked by a proactive pursuit of feedback from both potential users and esteemed advisors. Their invaluable insights became the cornerstone of continuous iterations, gradually molding the card into a dynamic platform. This transformation transcended mere informativeness, seamlessly embedding resonance within its core. Recognizing that a lack of visually engaging elements on a simplistic website could potentially diminish user engagement, particular attention was given to the integration of captivating visuals and innovative design features. This deliberate approach aims to inspire visitors, fostering a greater inclination to explore content and invest extended periods navigating the site.

Eyestrain in Low-Light Environments: A bright white background can contribute to eyestrain, especially in low-light environments. Users may find it uncomfortable to view the screen for extended times.

The Difficulty in Differentiating Sections: Without contrasting background colors or visual cues, it may be challenging for users to differentiate between different sections or areas of the website.

Limited Brand Distinction: Without additional design elements, a plain white background may fail to distinguish a website from others, impacting brand recognition and identity.

Difficulty in Differentiating Sections: Without contrasting background colors or visual cues, it may be challenging for users to differentiate between different sections or areas of the website.



Monotonous Aesthetic: A website with a solely white background might appear monotonous or lack visual interest, potentially making it less engaging for visitors.

Perceived Lack of Creativity: A website with only a white background may be perceived as lacking creativity or originality, potentially impacting the brand's overall image.

UI/UX DESIGN CASE STUDY: WEAVING MY STORY ONLINE - MOHAMMED'S VIRTUAL CARD

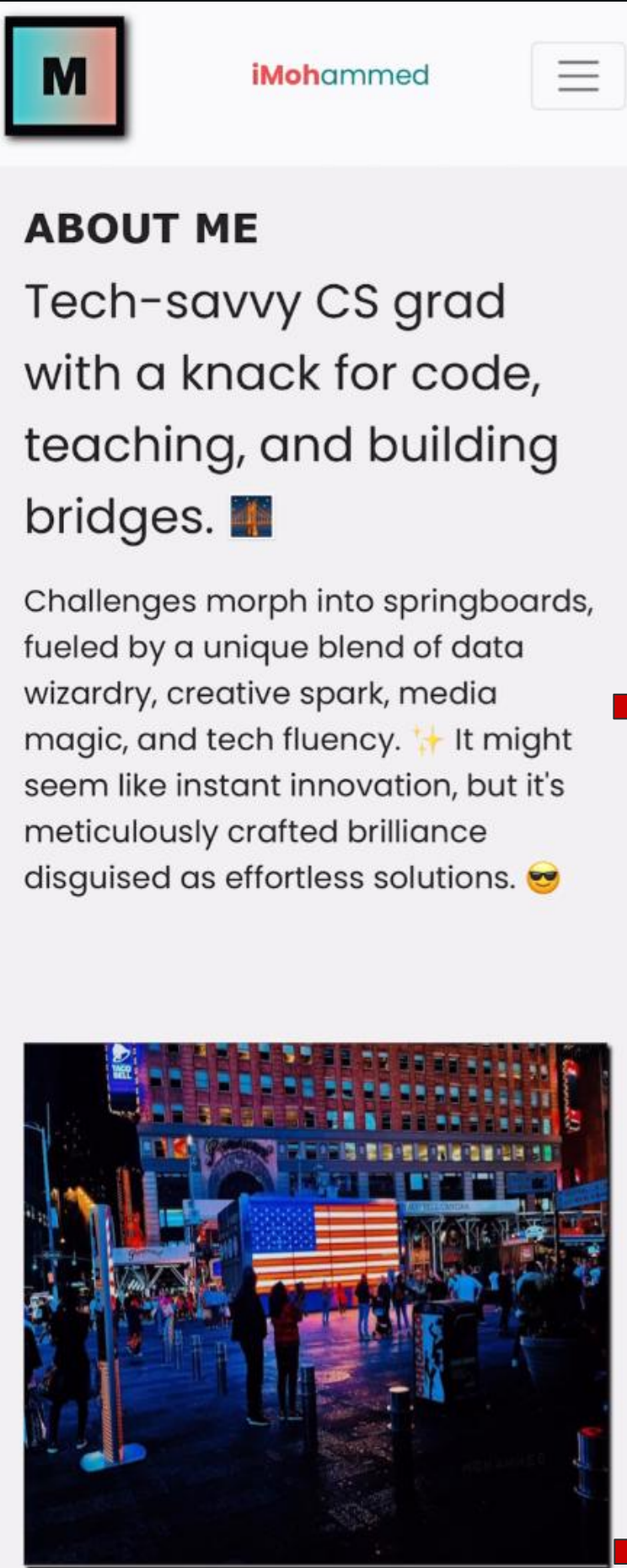
Landing Page Blues: Reviving User Interest

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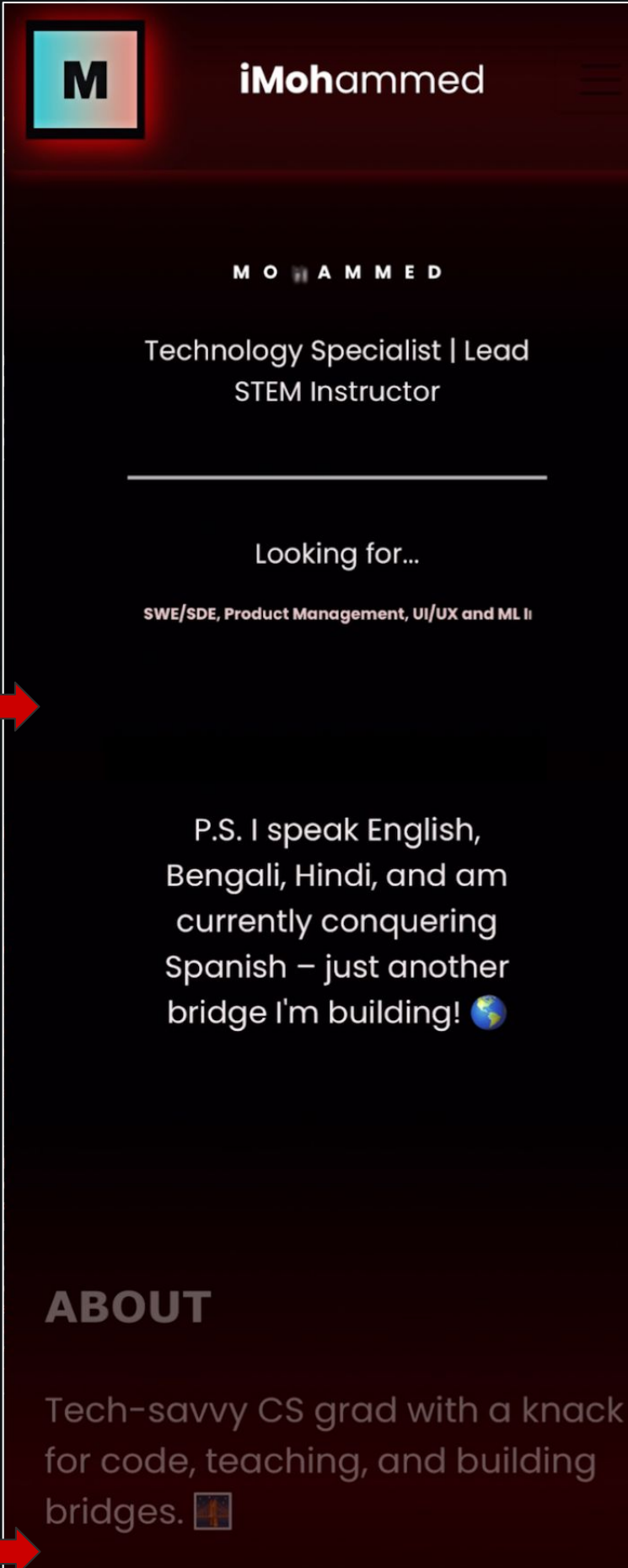
PROS

Trialing Two Challenger Designs, Culminating in a Unified Solution: Following an in-depth analysis of user research to comprehend the reasons behind the feature's low adoption rate, I crafted one distinct designs aimed at challenging version one ad version two. In the conclusive phase, I amalgamated the most successful elements from the top two performing designs to birth Design 3.

Design One (Version One)



Design Two (Version Two)



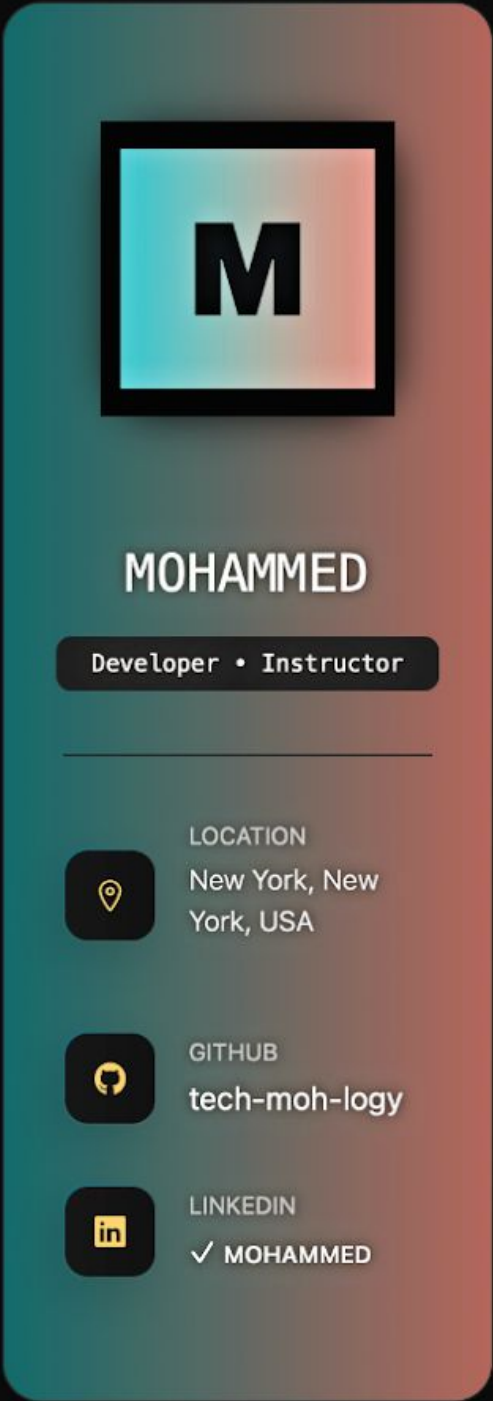
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Building Brand Through Design Elements

CONS

PROS

Design Three (Version Three)



Brand Cohesion Amplified: The celestial dance of colors in the logo, from cosmic blues to fiery oranges, finds its echo in the airy, ethereal soundscape. This symphony of sight and sound weaves a unified tapestry, reinforcing iMohammed's essence of luxury that embraces creative vibrancy.

Emotional Resonance Deepened: The logo's bold "M" nestled amid the vibrant hues whispers confidence, while the ethereal soundscape amplifies this sense of empowerment and wonder. This sonic touch creates a connection with users drawn to technological exploration, limitless creativity, and the pursuit of ambitious dreams.

Immersive Storytelling Enriched: The dynamic gradient unfolds like a celestial canvas, and the subtle sound effects dance alongside it. Imagine a soft crescendo as the colors shift, echoing the logo's confident stride, or a twinkling chime that whispers alongside the shooting star motif, further immersing the user in a universe of possibility and imaginative journeys.

Technical Challenges Await: Integrating a soundscape seamlessly with animations and design poses technical hurdles. Careful consideration must be given to file size, loading times, and device compatibility.

Distraction Potential: While sound can enhance the experience, overdoing it can disrupt user focus. Finding the perfect balance between enrichment and clarity is key.

User Preferences Respected: Not everyone welcomes website sounds. Providing an easy opt-out option ensures a user-friendly experience for all.

In the realm of brand aesthetics, the artful synchronization of background sound with the logo and gradient emerges as a potent but delicate tool. iMohammed, however, approaches this interplay with strategic finesse, where brand cohesion, emotional resonance, and immersive storytelling take center stage. The celestial dance of colors within the logo, gracefully transitioning from cosmic blues to fiery oranges, finds its counterpart in an airy and ethereal soundscape. This harmonious convergence of sight and sound constructs a seamless narrative that not only amplifies iMohammed's essence—a synthesis of luxury and creative vibrancy—but also establishes a unique and memorable brand identity. The logo's bold "M," thoughtfully nestled amidst vibrant hues, not only exudes confidence but also serves as a visual anchor that resonates with the brand's bold aspirations. This sentiment is further deepened by the ethereal soundscape, which acts as an emotional undercurrent, fostering a profound connection with users inclined towards technological exploration, boundless creativity, and the relentless pursuit of ambitious dreams. As iMohammed's symphony of sight and sound unfolds, it becomes more than a mere branding strategy—it becomes a distinctive hallmark, resonating with the very essence of ambition, creativity, and the allure of limitless potential.

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Testing in December; ALL Versions/Designs

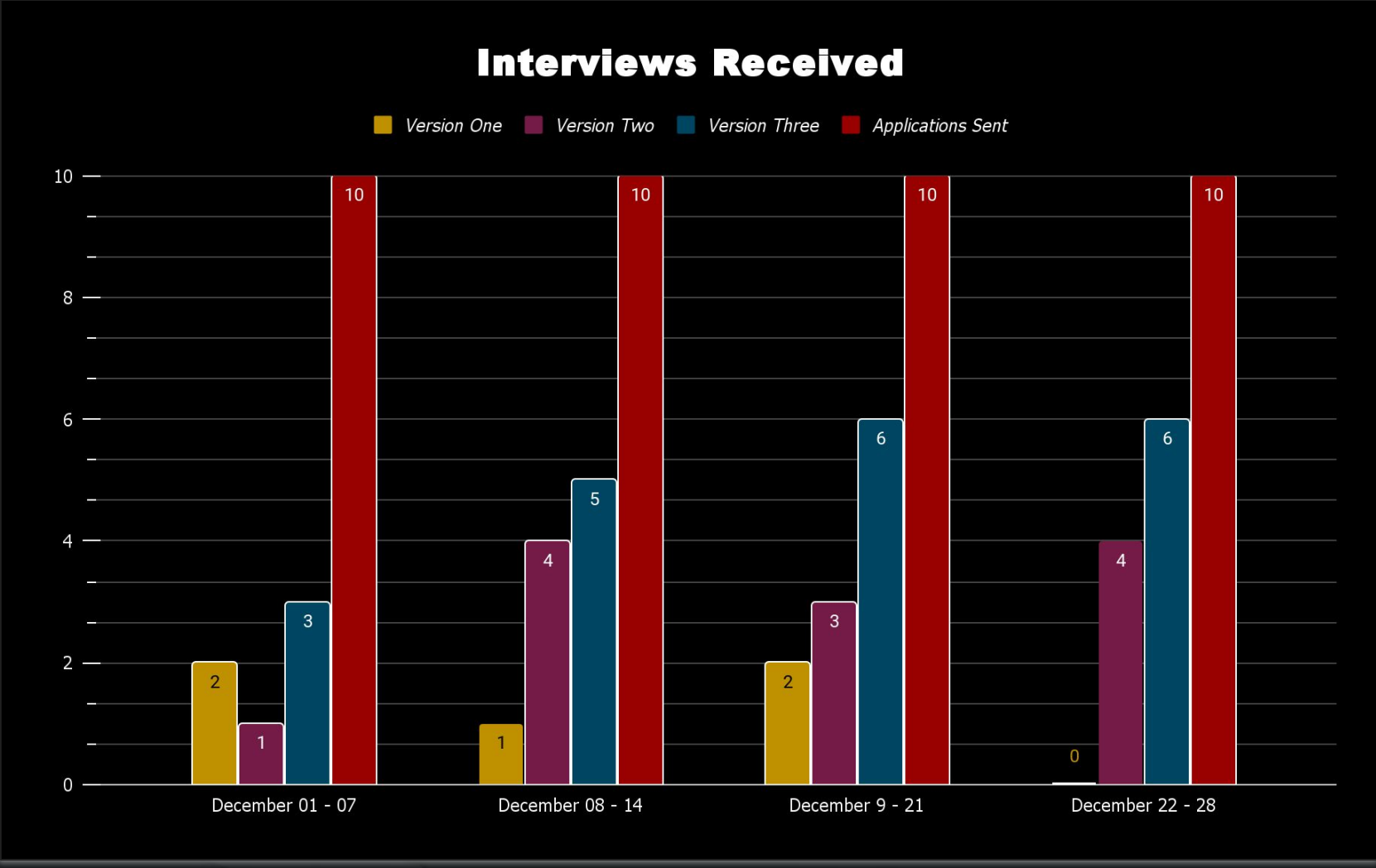
Redefining Portfolio Norms: Departing from conventional portfolio designs, I embraced an unconventional and visually compelling approach, incorporating interactive elements, captivating visuals, and a layout that beckons exploration. My application strategy involved submitting a meticulous total of 40 job applications in December, meticulously spaced over four weeks with one-week intervals. For accuracy, this count extends to 120 when considering all versions of the website.

Notably, Version/Design Three (Newer) consistently outshone Version/Design One (Older) throughout almost every week of this process. To ensure statistical robustness, I extended the test duration to four weeks, effectively smoothing out potential weekend spikes identified in earlier analyses. The outcome? A staggering 400% increase in overall interviews for Version/Design Three when compared to Version/Design One and 167% increase in overall interviews when compared to Version/Design Two.

This marked improvement is attributed to the new design's heightened intuitiveness and robust aesthetics, capturing user attention from every conceivable angle.

The impact over four weeks – here are the charts that illustrated this:

	Version One	Version Two	Version Three	Applications Sent	Version One	Version Two	Version Three
December 01 - 07	2	1	3	10	20.00%	10.00%	30.00%
December 08 - 14	1	4	5	10	10.00%	40.00%	50.00%
December 15 - 21	2	3	6	10	20.00%	30.00%	60.00%
December 22 - 28	0	4	6	10	0.00%	40.00%	60.00%
Avg. Success:					12.50%	30.00%	50.00%



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Results:

- My virtual card has seen significantly higher engagement and interaction compared to traditional resumes.
- Visitors have consistently showered it with positive feedback, praising its creative approach and informative content.
- The unique and captivating nature of the card has opened doors to new opportunities and connections, propelling my internship journey forward.

Elevating the Canvas: In the course of the design journey, I proactively gathered feedback from potential users and relied on insights from trusted advisors. These valuable inputs were instrumental in the iterative process, refining the card into a platform that not only informs but also deeply resonates with its audience.

ACCESSIBLE ACROSS MOBILES, COMPUTERS & TABLETS

User-Centric Excellence: Emphasizing navigation and accessibility as top priorities, I dedicated meticulous attention to crafting a user experience that guarantees a seamless and intuitive journey for all visitors, irrespective of their tech proficiency or device. Engineered for optimal performance, it ensures a seamless experience for users regardless of their chosen device. Moreover, search engines seamlessly index and present this digital masterpiece, making it easily discoverable and accessible to a wider audience. Visitors can explore my journey through text, images, and embedded code samples, presenting a visually compelling showcase of my projects, experiences, and skills, highlighting my strengths and potential.

The combination of cosmic blues transitioning into fiery oranges creates a visually dynamic and engaging palette with several positive aspects. The stark contrast between these two colors contributes to a vibrant and visually stimulating composition, making the visuals stand out. Moreover, the emotional range provided by this pairing is noteworthy, as cosmic blues are associated with calmness and depth, while fiery oranges evoke warmth and energy. This creates a broad spectrum of emotions within the color scheme, allowing for a diverse and nuanced visual experience. The balance achieved between the cooler tones of cosmic blues and the intensity of fiery oranges ensures a harmonious equilibrium, preventing the colors from overwhelming the viewer and contributing to a pleasing aesthetic. The versatility of these colors is evident, making them adaptable to various themes or moods. Additionally, the symbolic potential of blues and oranges—representing depth, wisdom, stability, warmth, enthusiasm, and creativity—adds layers of meaning to the color combination. Inspired by nature, these colors evoke cosmic hues and fiery sunsets, creating a connection to the natural world that often resonates positively with viewers. Lastly, the bold and attention-grabbing nature of cosmic blues to fiery oranges makes this color scheme particularly effective in contexts where capturing and holding the viewer's attention is crucial.

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Technical Integration: CSS, HTML, and JavaScript seamlessly converge to orchestrate the functional framework of iMohammed. This intricate synchronization of coding languages plays a pivotal role in breathing life into your digital narrative, forming an immersive canvas that resonates with the core of your distinctiveness. The precision in CSS mastery extends beyond mere aesthetics, engendering a unique ambiance and ensuring an authentically immersive user experience. HTML functions as the structural backbone, meticulously constructing the framework where your content takes the lead, ensuring both clarity and accessibility. Meanwhile, the integration of JavaScript introduces dynamic elements, interactivity, and seamless functionality, transforming each click and scroll into a live, responsive interaction, propelling your website into a state of continuous vitality and engagement.

Personalized Technological Mastery: iMohammed transcends conventional technological boundaries, embodying a commitment to an intimately seamless user experience. Imagine a digital realm where the inconvenience of sluggish load times is nothing more than a distant memory. iMohammed takes center stage as the unparalleled champion of speed, meticulously optimized across five major platforms. Whether experienced on a mobile device or desktop, the website gracefully swoops onto the screen with the swiftness of lightning, captivating users and leaving them both dazzled and profoundly engaged.

Artistry in Design: Within the iMohammed landscape, each pixel becomes a note in a harmonious symphony, and every design element elegantly dances to the rhythm of user-centricity. This is more than precision design; it's a personalized composition where every visual component contributes to the fluidity of the user experience. Seamlessly adaptive across an array of devices and browsers, iMohammed ensures a universal harmony that allows your unique story to resonate flawlessly in any digital realm. The artistry of iMohammed's design is not just a technical achievement; it's a personalized masterpiece that speaks to the heart of your narrative in the digital landscape.

Personal Growth through Challenges: The journey through challenges and lessons learned has been a cornerstone in the evolution of my virtual card. Balancing the intricate interplay of creativity and functionality emerged as a persistent challenge, propelling me to refine my design skills. The objective was clear: ensure the virtual card remained both visually appealing and effortlessly navigable for all users, presenting a seamless and enjoyable experience.

Narrative Crafting in the Digital Realm: Crafting my personal story within the digital space demanded more than technical prowess; it required thoughtful and intentional narrative crafting. This experience illuminated the transformative power of authenticity and vulnerability, emphasizing the importance of forging genuine connections with viewers. The virtual card became more than a showcase of skills; it became a testament to the value of storytelling in the digital landscape.

Continuous Iteration and Feedback Loop: The project became an ongoing experiment, a testament to the iterative nature of design and the immense value derived from continuous feedback. Embracing an open mind and a relentless willingness to learn, I sculpted a virtual card that not only stands out in the digital landscape but also symbolizes the dynamism of growth and improvement.

Envisioning the Future: The narrative of my virtual card is far from its conclusion; instead, it marks the beginning of an exciting trajectory. Envisioning new features and contemplating ways to expand interactive elements, I am transforming it into an ever-evolving platform for connection and self-expression. This case study, beyond showcasing my skills, serves as a living testament to the influential role of UX design in crafting impactful online experiences—a deeply personal narrative woven meticulously into the pixels.

Invitation to Explore and Discover: As viewers delve into this revised version, I extend an invitation to embark on a journey of exploration and discovery. Your individual experience is at the heart of this narrative, and I hope the essence of my virtual card resonates more profoundly with your unique perspective. I welcome any further feedback and am ready to highlight specific details about the design process or outcomes at your request.