

# UX Design Case Study: Weaving My Story Online – Mohammed's Virtual Card



PERSONAL WEBSITE  
**MOHAMMED**

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## Tired of cookie-cutter templates and sluggish load times?

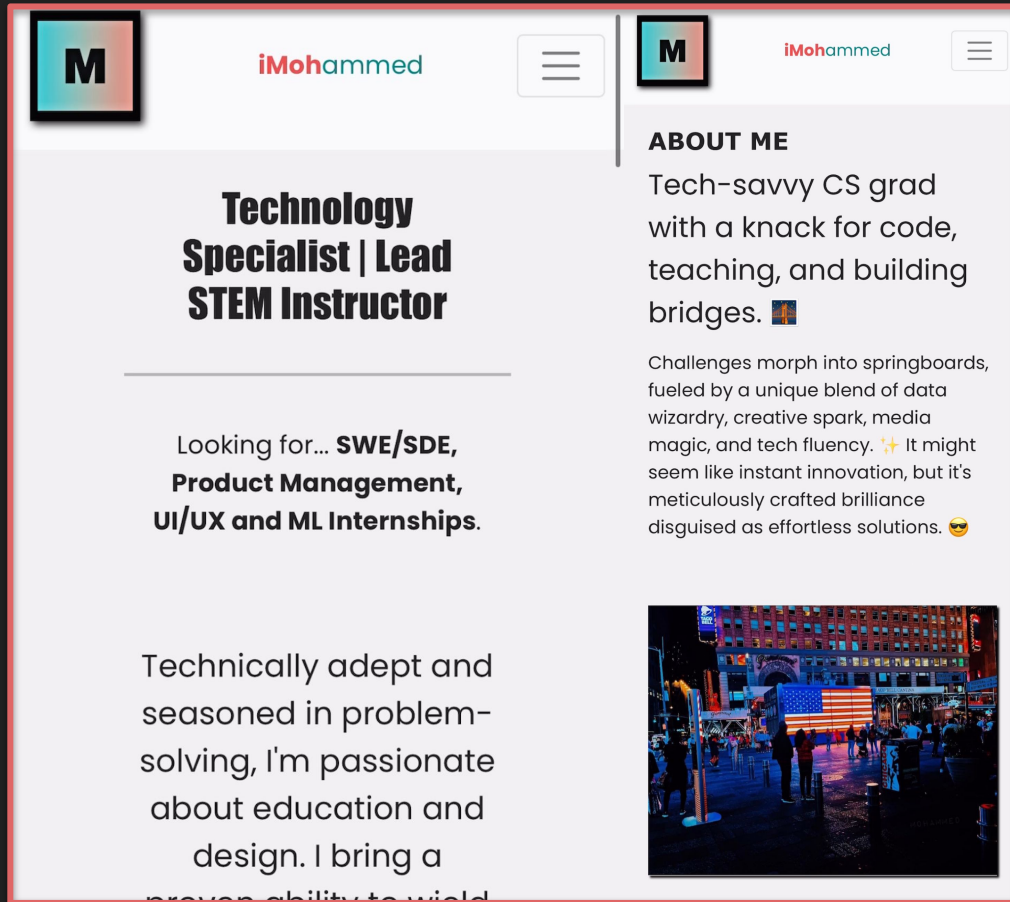
**Project Overview:** This case study dives into the conception and creation of my virtual card, a digital canvas to showcase my unique blend of skills, experiences, and aspirations. I sought to push beyond the limitations of traditional resumes and craft a dynamic platform that not only informs but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

**Target Audience:** My ambition was to reach a wider circle than a typical resume audience. I envisioned connecting with potential employers, collaborators, and anyone curious about my professional and personal journey.

**Design Process:** From Narrative to Pixels: I prioritized weaving a narrative that reflected my authentic self, highlighting my passions, values, and career goals. This meant going beyond bullet points and dry text, infusing personality and creativity into every facet of the card. The absence of visually stimulating elements on a plain website may lead to reduced user engagement. Without captivating visuals or design features, visitors might be less inclined to explore the content or spend extended time on the site.

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## Debugging Reduced User Engagement & Lack of Interviews



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

**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 periods.

**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.

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

**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.

**Refining the Canvas:** Throughout the design process, I actively sought feedback from potential users and trusted advisors. Their insights played a crucial role in iterating and refining the card, shaping it into a platform that not only informs but also resonates with viewers. The absence of visually stimulating elements on a plain website may lead to reduced user engagement. Without captivating visuals or design features, visitors might be less inclined to explore the content or spend extended time on the site.

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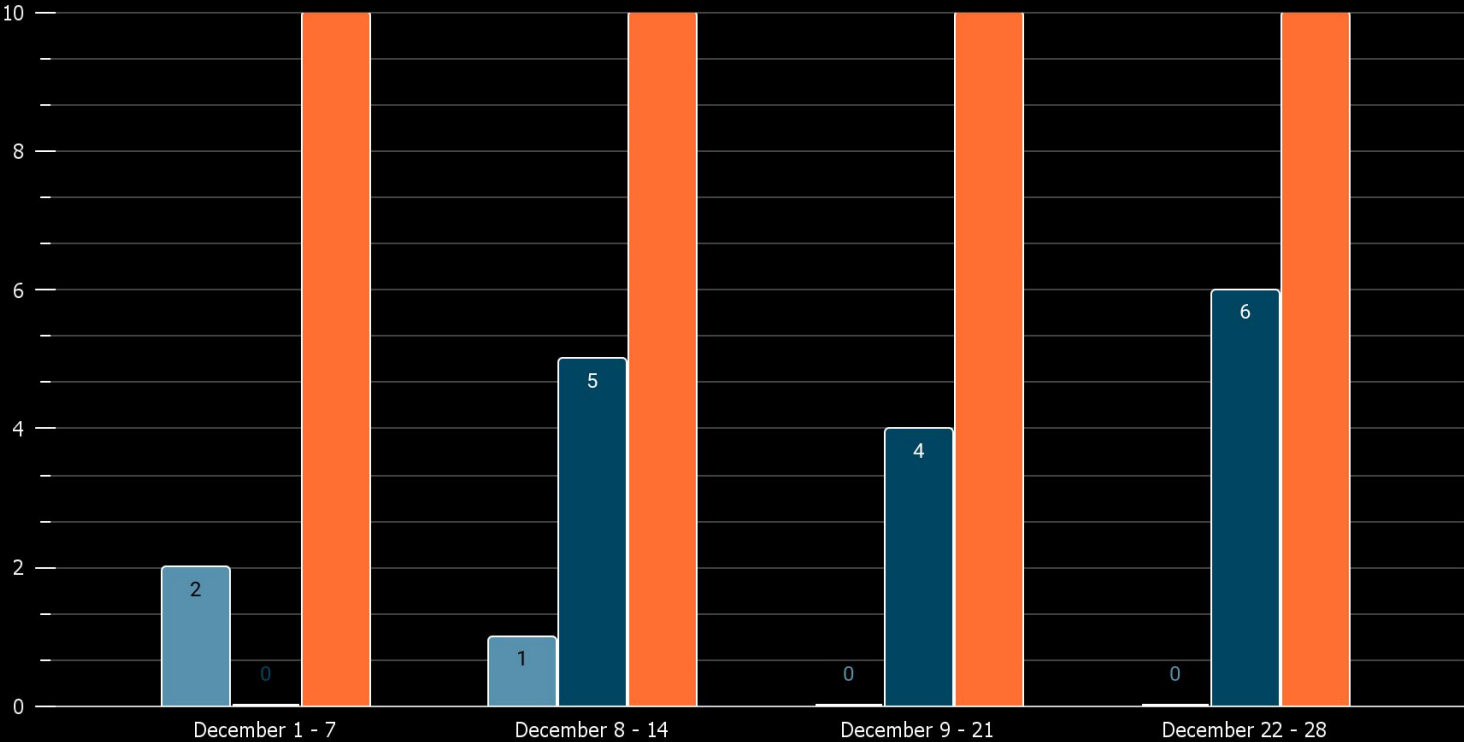
## Testing in December; Version One VS. Version Two

**Breaking Traditional Mold:** Instead of adhering to the standard portfolio design, I embraced a unique and visually engaging design. Think interactive elements, captivating visuals, and a layout that invites exploration. I submitted a total of 40 job applications (to be precise, 80 if we count both versions) throughout December, spacing them out over four weeks with one-week intervals (10 applications each week per versions of the website to keep everything consistent). Notably, Version Two (Newer) outperformed Version One (Older) within in almost all of the weeks. **Here are the charts that illustrated this:**

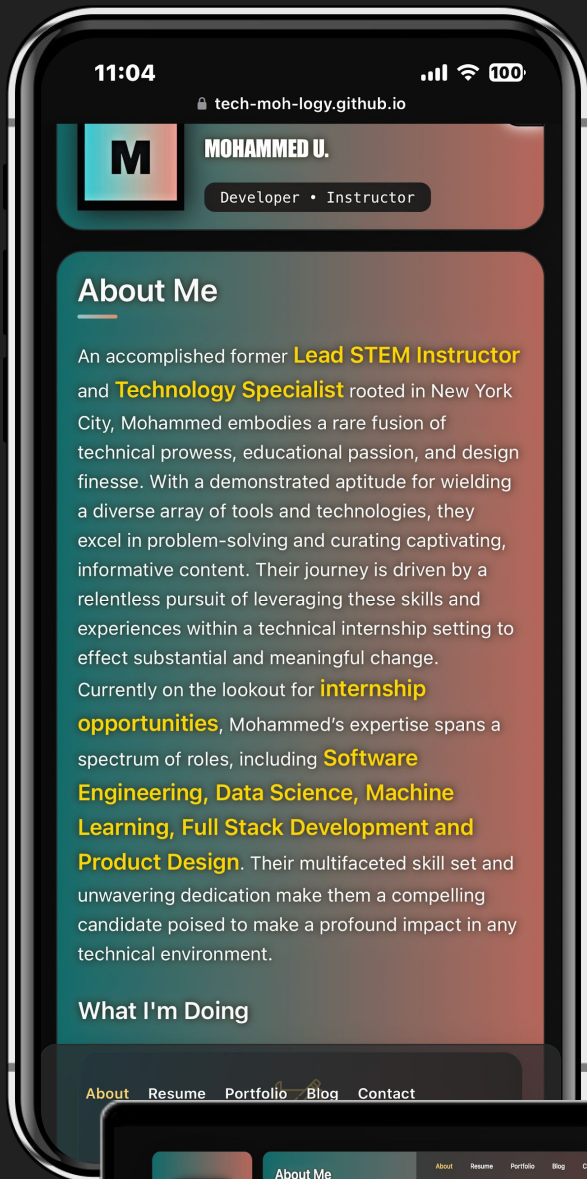
	A	B	C	D	E	F	G
1		iMohammed (version one)	iMohammed (version two)	Applications Sent	Total Success Ratio	Version One	Version Two
2	December 1 - 7	2	0	10	20.00%	20.00%	0.00%
3	December 8 - 14	1	5	10	60.00%	10.00%	50.00%
4	December 9 - 21	0	4	10	40.00%	0.00%	40.00%
5	December 22 - 28	0	6	10	60.00%	0.00%	60.00%

### Interviews Received

iMohammed (version one) iMohammed (version two) Applications Sent



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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.

**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.

**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



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## Unveiling the Technology: CSS, HTML, and JavaScript

The magic of iMohammed unfolds through the symphony of CSS, HTML, and JavaScript. Every line of code breathes life into your digital story, painting an immersive canvas that echoes your uniqueness.

- **CSS Mastery:** Styling that mesmerizes; CSS creates an aesthetic ambiance that resonates with your identity, ensuring an immersive user experience.
- **HTML Elegance:** The backbone of structure; HTML constructs the framework where your content takes center stage, ensuring clarity and accessibility.
- **JavaScript Wizardry:** The interactive soul; JavaScript infuses dynamism, interactivity, and seamless functionality, making your website come alive with each click and scroll.

## Speed and Adaptability Unleashed

Imagine a world where sluggish load times are a distant memory. iMohammed champions speed, meticulously optimized across five major platforms. From mobile to desktop, the website swoops onto the screen before you can blink, leaving users dazzled and engaged.

## Precision Design, Universal Harmony

At iMohammed, every pixel sings in harmony, every element dances to the rhythm of user-centricity. Seamlessly adaptive across devices and browsers, iMohammed delivers a unified experience, ensuring your story resonates flawlessly in any digital realm.

## Challenges and Lessons Learned:

- Striking the perfect balance between creativity and functionality was a constant challenge. I honed my design skills to ensure the card remained both visually appealing and easy to navigate for all users.
- Capturing my personal story in a digital space demanded thoughtful and intentional narrative crafting. I learned the power of authenticity and vulnerability in forging connections with viewers.
- This project served as a testament to the value of continuous iteration and feedback. By embracing an open mind and a willingness to learn, I crafted a virtual card that truly stands out in the digital landscape.

**Looking Ahead:** The story of my virtual card is far from over. I'm already brainstorming new features and ways to expand the interactive elements, making it an ever-evolving platform for connection and self-expression. This case study, I believe, serves as a testament to the power of UX design in creating impactful online experiences. It is a personal narrative woven into pixels, a story that not only showcases my skills but also invites viewers to embark on a journey of exploration and discovery. I hope this revised version resonates better with your individual experience and reflects the essence of your virtual card. Please let me know if you have any further feedback or want me to highlight specific details about your design process or outcomes.