Ofoq

UX Case Study

Tools Used

Project Overview

Ofoq is a career guidance mobile app designed to help students and fresh graduates find their professional direction.
It allows users to discover their strengths, explore career paths, and follow personalized step-by-step roadmaps to achieve their goals.
Through an Arabic-friendly interface and clear learning resources, Ofoq makes career planning simple, structured, and motivating.

The problem statement

Many young people struggle to identify the right career path after or during university. They often face scattered online resources, lack of mentorship, and unclear steps to develop the right skills for their dream jobs.
As a result, they feel lost, unmotivated, and uncertain about how to move forward professionally.
Ofoq aims to solve this by providing clear guidance, structured learning paths, and a supportive environment for continuous growth.

Project Goals

Empower users to discover their career path intelligently

Encourage learning and personal development

Create awareness about unhealthy lifestyle

User problems

- Lack of guidance: Students and fresh graduates don't have access to clear mentorship or structured career advice.
- Scattered information: Learning resources are spread across many unorganized platforms, making it hard to know where to start.
- Unclear career paths: Most users aren't aware of the different roles or required skills within their field of interest.
- Limited practical experience: Many struggle to find internships or real projects that help them build confidence and a portfolio.
- Low motivation: Without visible progress or clear direction, users often feel lost and unmotivated to continue developing themselves.

Possible Solutions

Based on all the insights collected from research and user feedback, the application should include the following key features to provide clear and motivating career guidance:

Step-by-step Career Roadmap helps users follow a guided path toward their dream job with clear milestones.

Progress Tracking Dashboard allows users to monitor and edit their development progress easily.

Personalized Recommendations suggests courses, skills, and resources based on each user's goal and level.

Real Stories & Mentorship includes inspiring career journeys and mentorship options to guide users.

Interactive Career Map visualizes each career field with required skills and job levels.

Gamification & Challenges adds tasks, achievements, and weekly goals to keep users motivated.

Reminders & Notifications help users stay consistent with their learning or training plans.

Community & Networking allows users to connect with peers or mentors in similar fields.

Design Process

Emphatize
User Research
User Interview
Competitive Analysis

Define
User Persona
User Journey Map
Goal Statement
Empathy Map

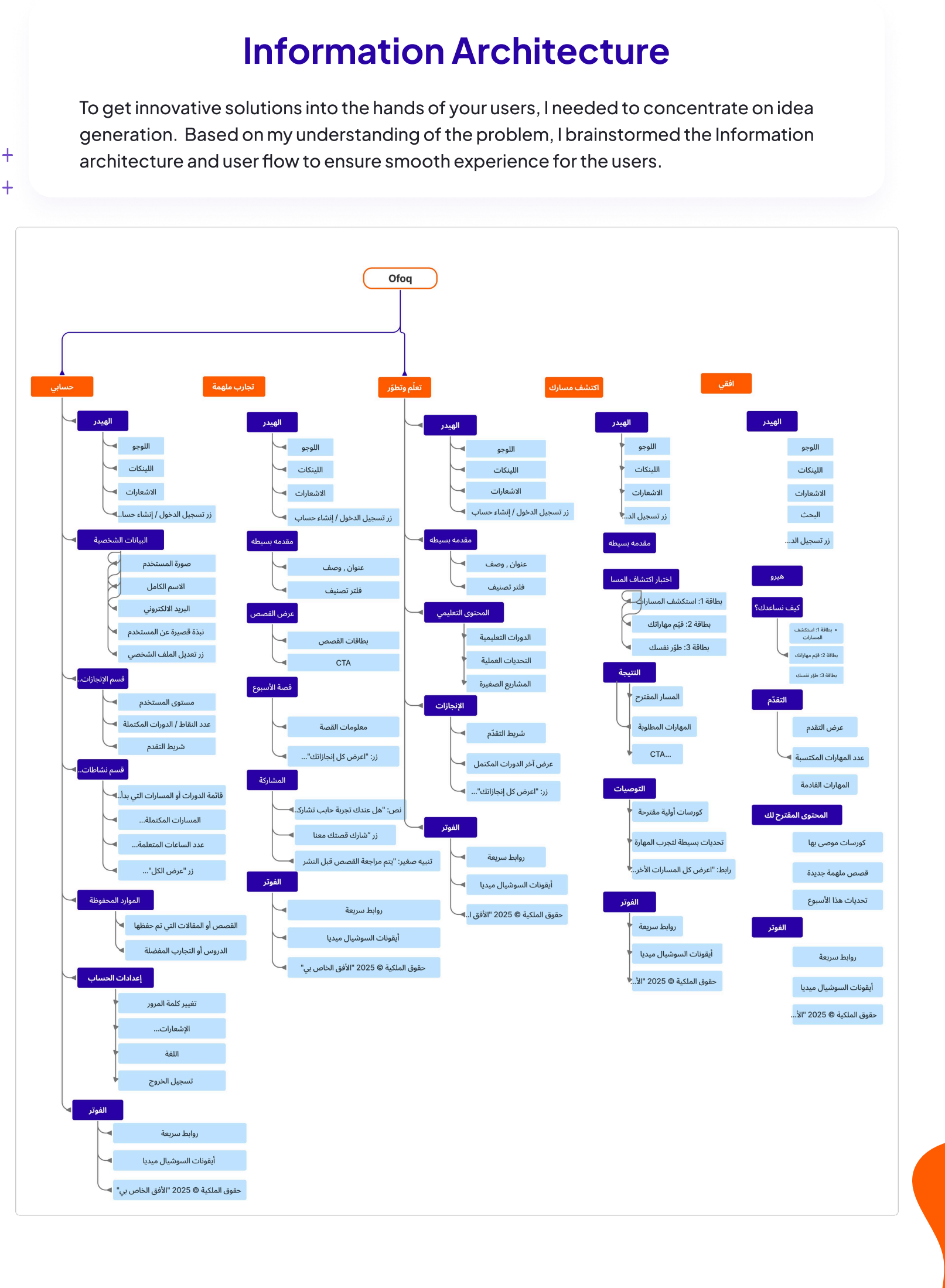
Ideate
User Flow
AI

Design
Paper Wireframes
Visual Design
Prototype

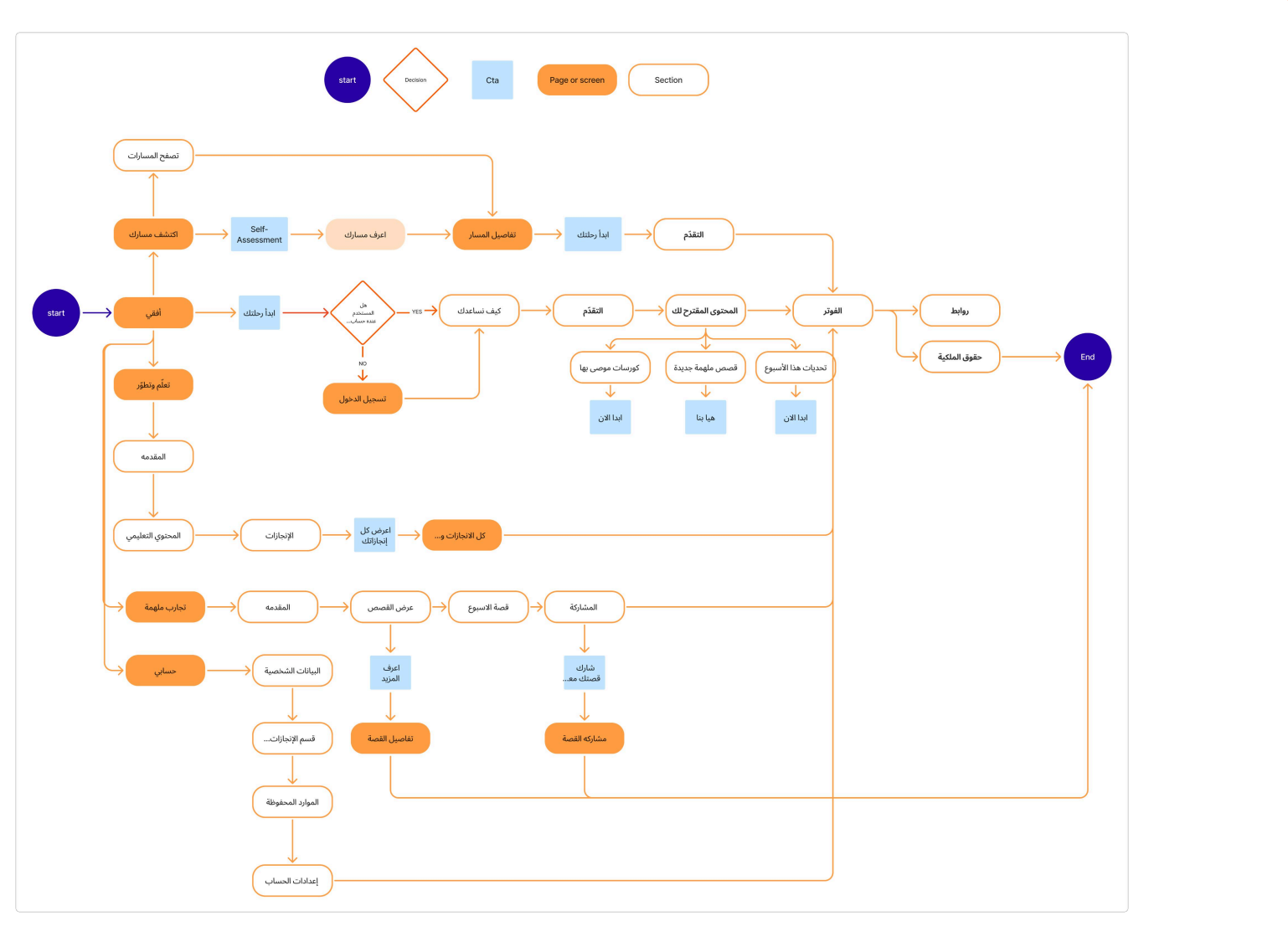
Test
Feedbacks
Conclusion
Future Concept

Information Architecture

To get innovative solutions into the hands of your users, I needed to concentrate on idea generation. Based on my understanding of the problem, I brainstormed the Information architecture and user flow to ensure smooth experience for the users.



User Flow



Typography & Colors

Font Used

changa

Tajawal

Poppins

Color Used

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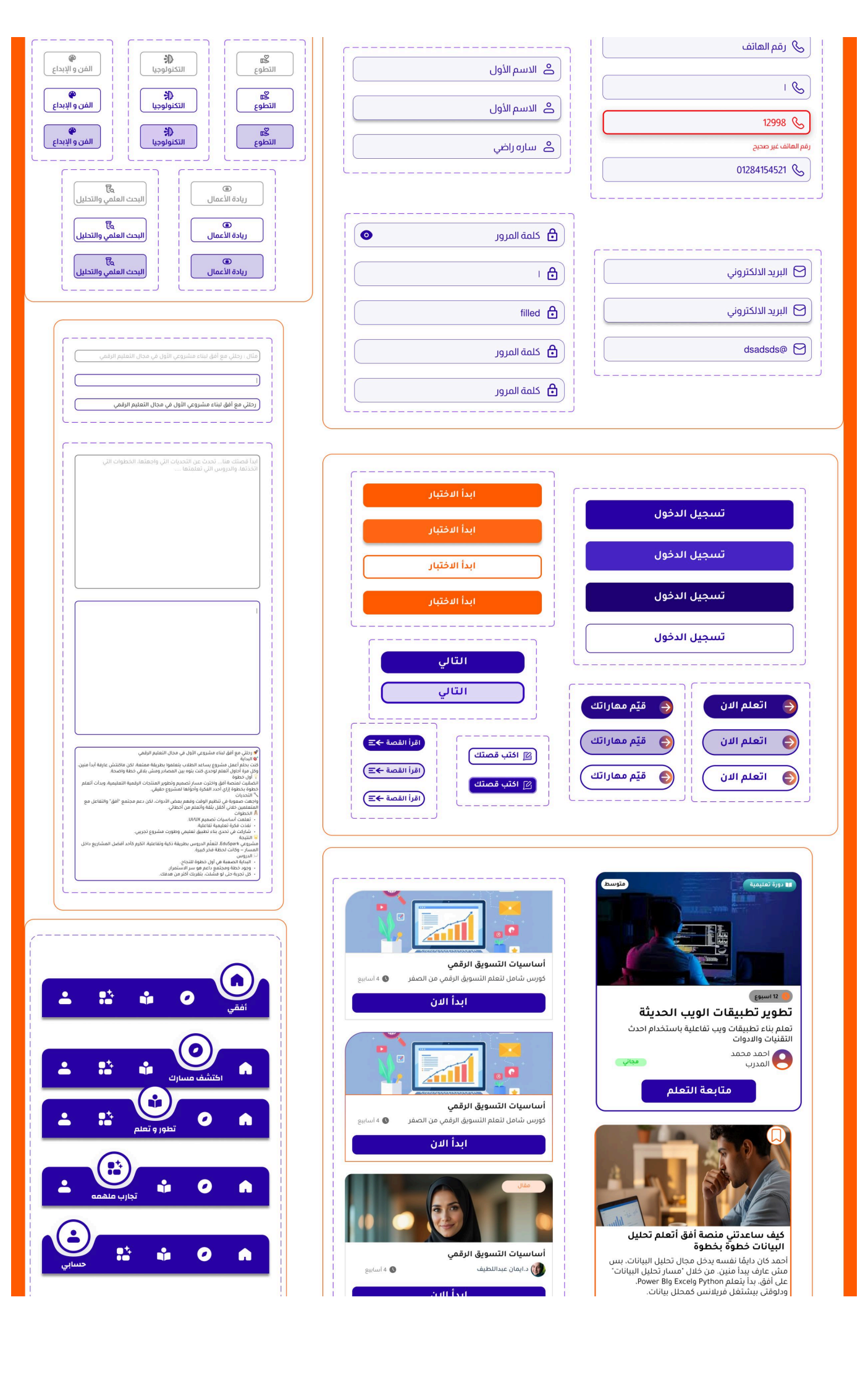
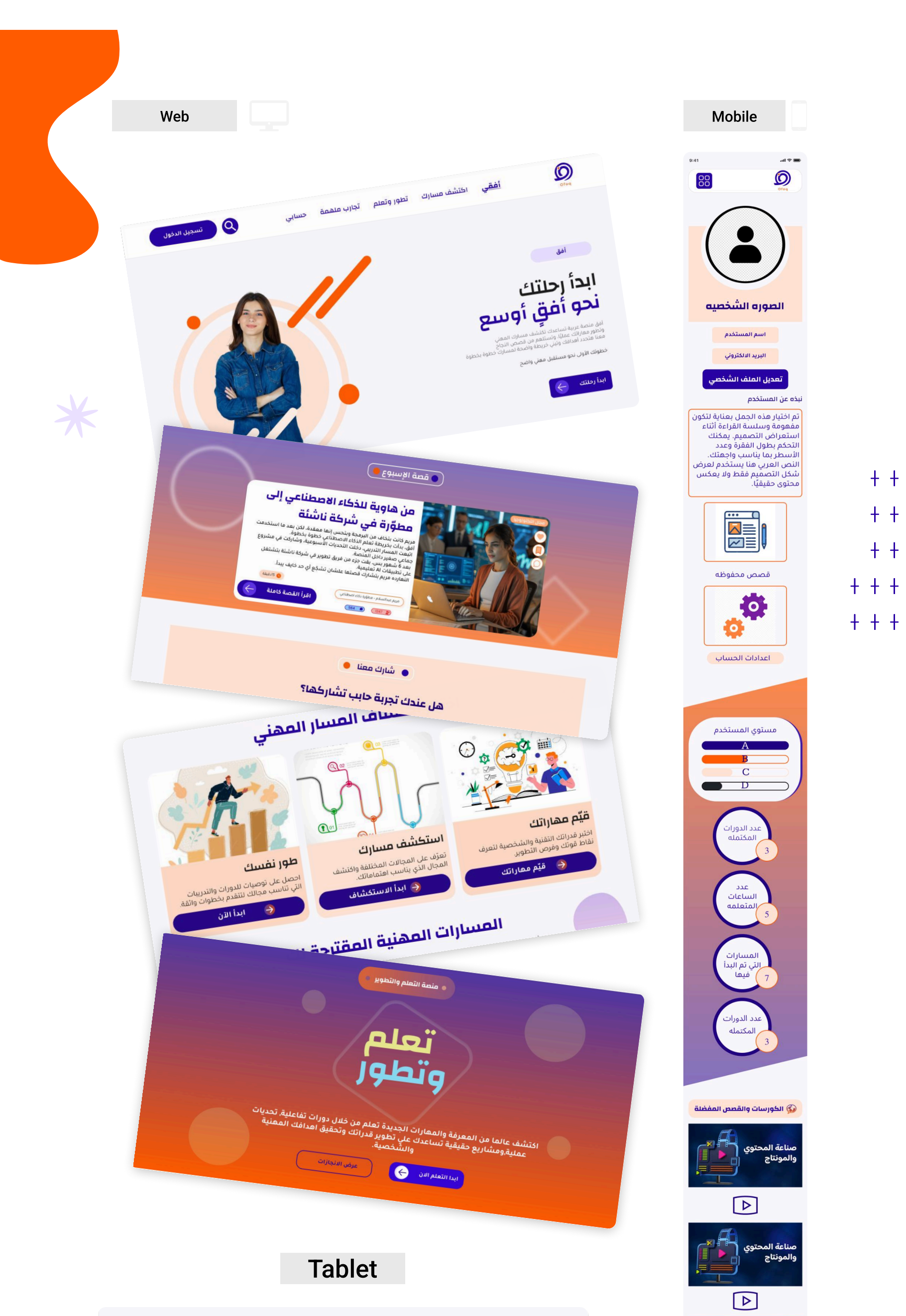
Primary Color	Secondary Color	Text Color		Background





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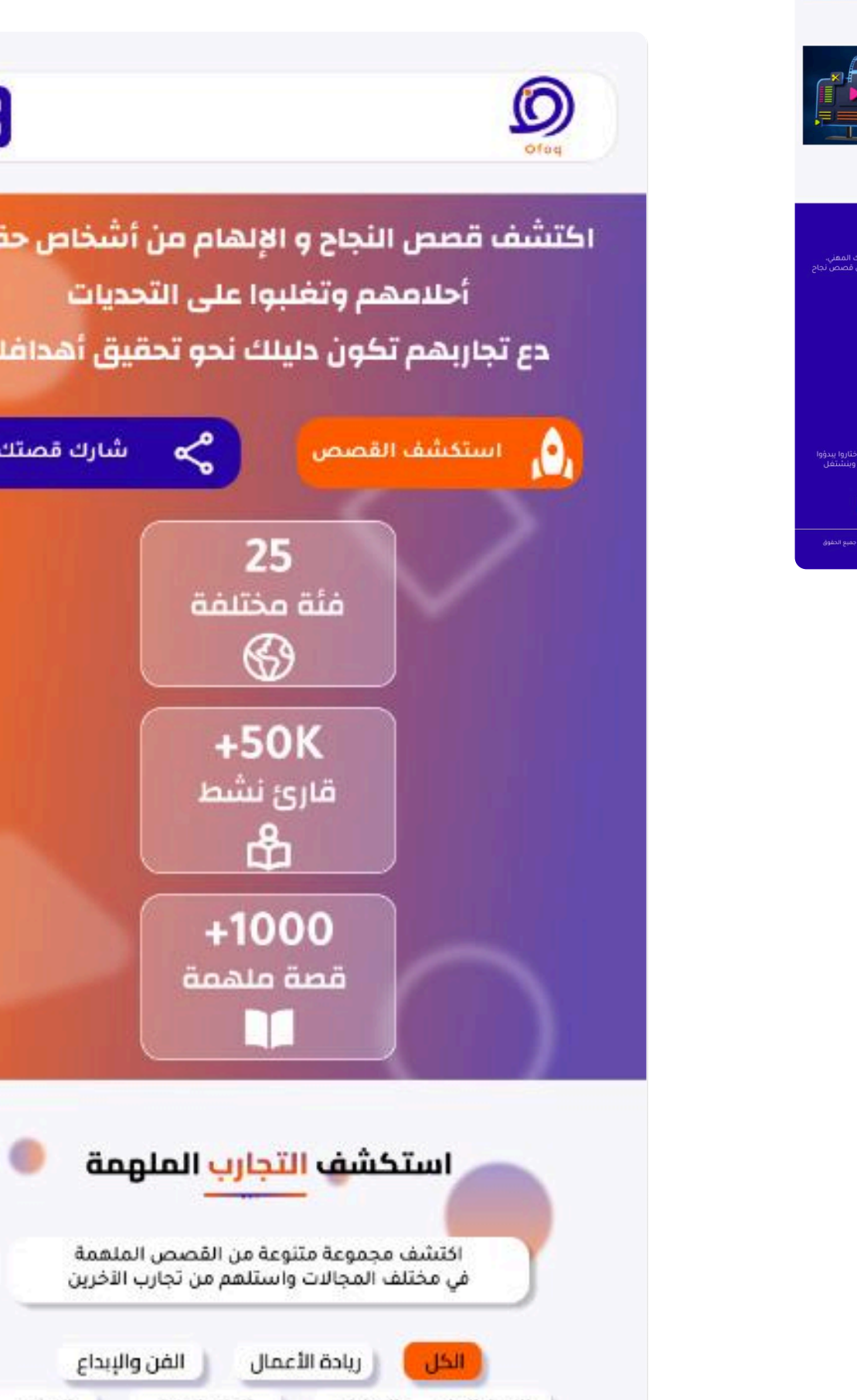
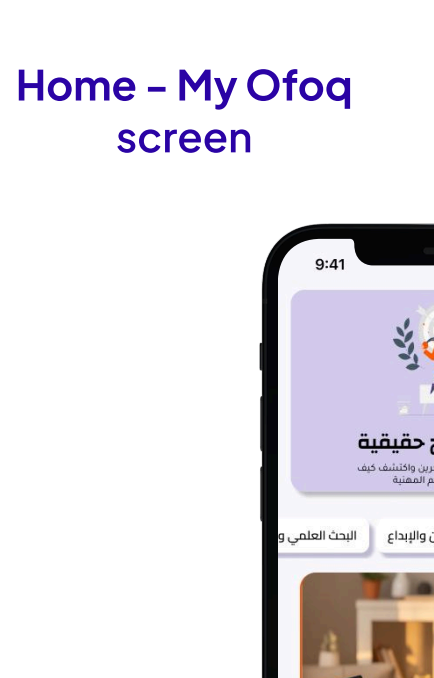


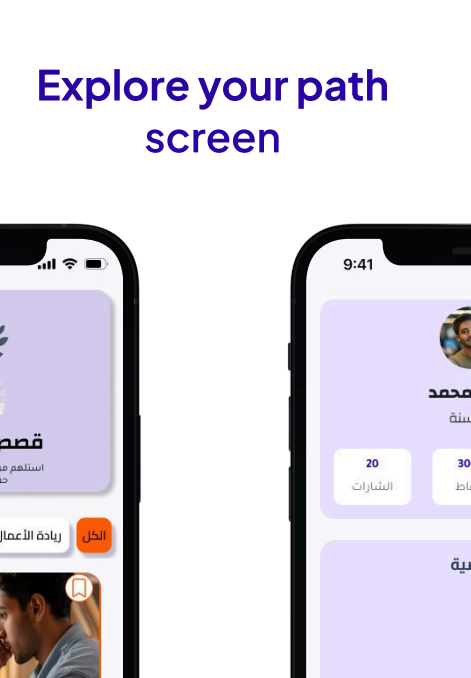
Dark Mode

English version

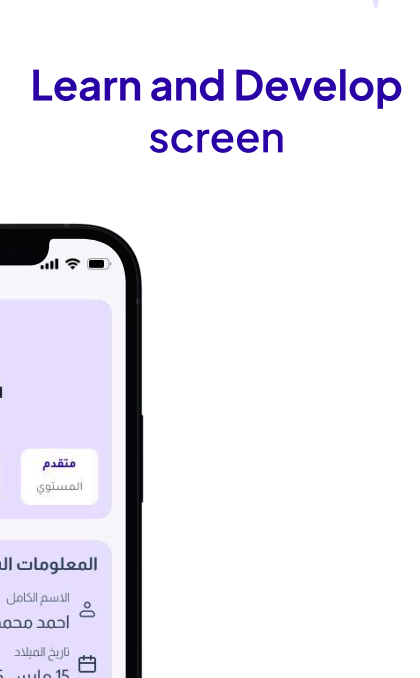
Mobile application



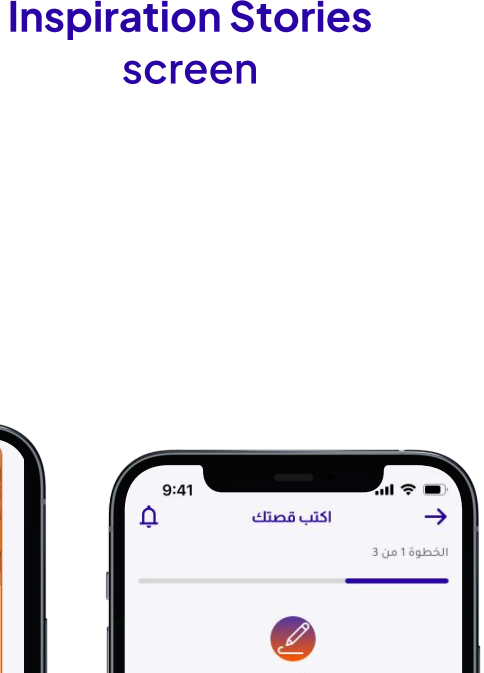
Home - My Ofoq screen



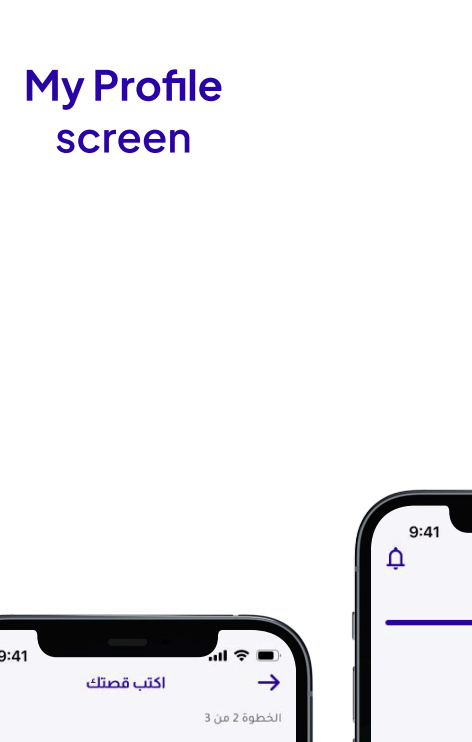
Explore your path screen



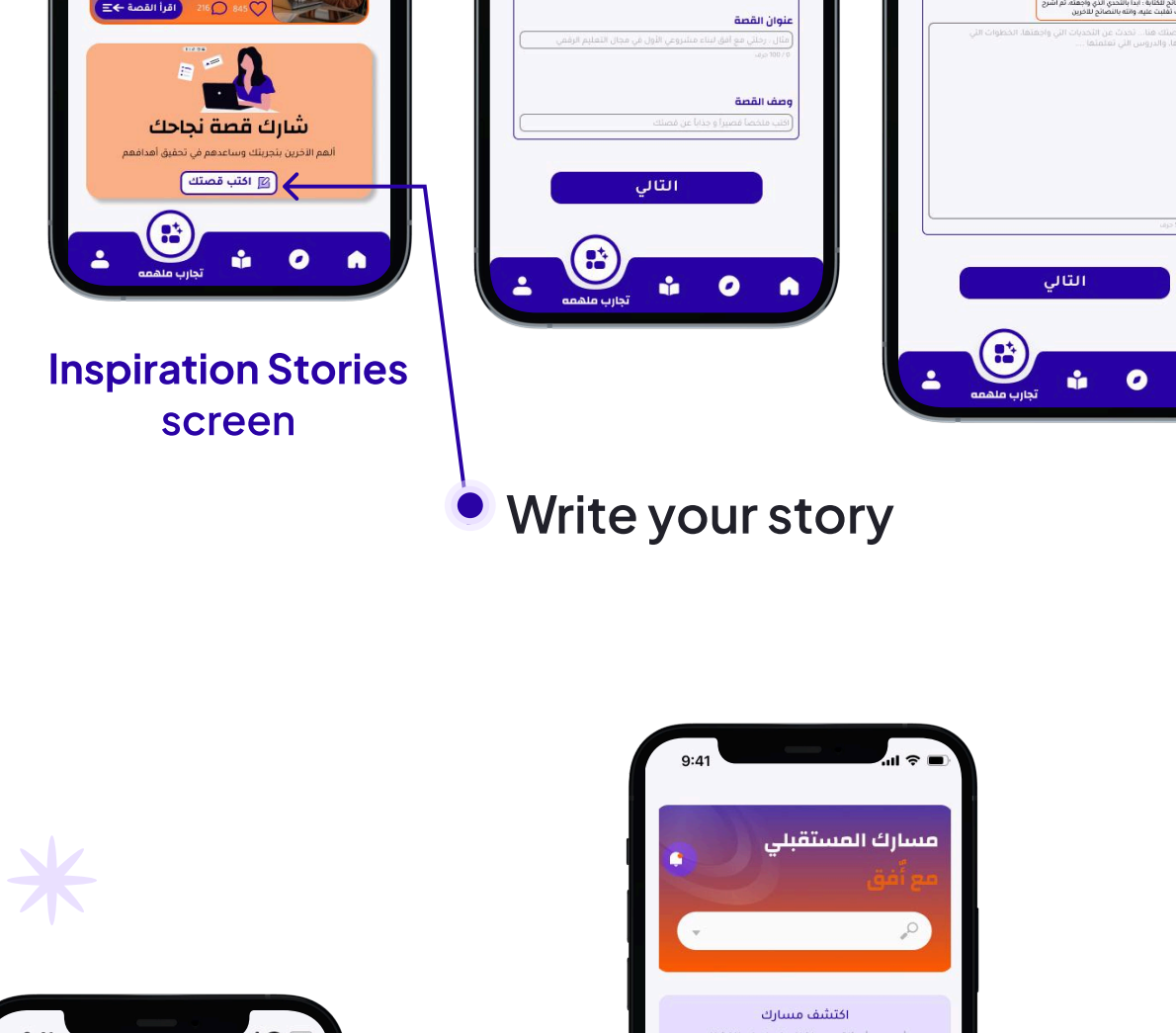
Learn and Develop screen



Inspiration Stories screen

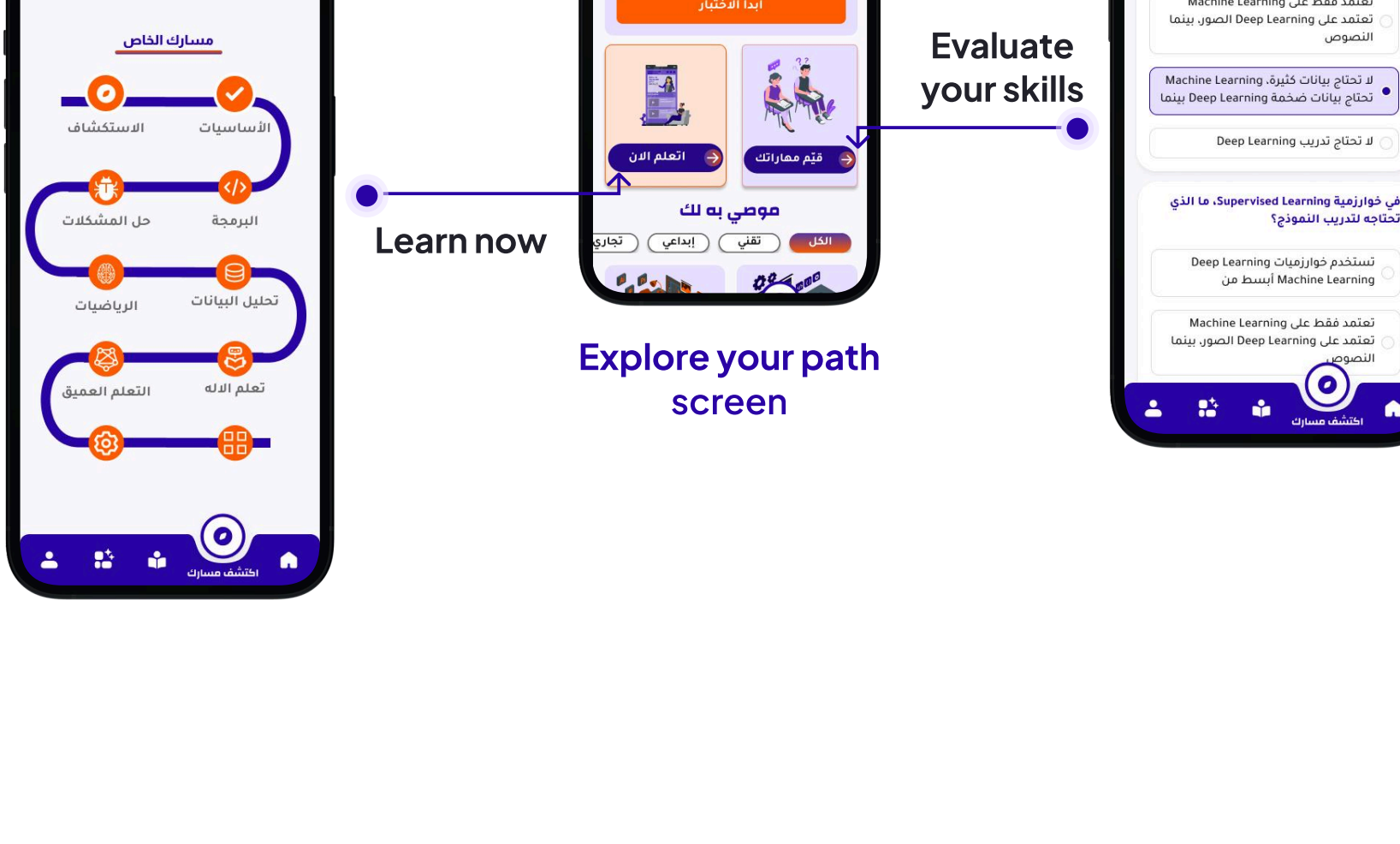


My Profile screen



Inspiration Stories screen

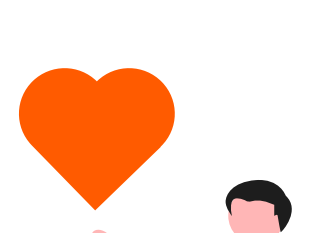
Write your story



Learn now

Explore your path screen

Evaluate your skills



Thank you for your time :)

Feel free to provide your valuable suggestion and comments