

# Damson Furniture Redesign

By/

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# What's the project about?

This project involves a comprehensive UI/UX analysis and redesign of the Damson Furniture website, focusing on improving usability, accessibility, and overall user experience.

## Project Goal

To redesign the Damson Furniture website by applying HCI principles, improving visual hierarchy, navigation, and creating a more intuitive and accessible shopping experience.





# Old Design UX Problems

The first image displayed on the homepage creates the illusion of being clickable; however, it is merely a static image that does not lead the user anywhere.

The bar at the beginning of the homepage should have quick access to both branches and addresses, but in fact, the bar moves continuously which make it not easy for the user to access the branches quickly. Also, every word you click on in the bar redirects to branches, which leads to insufficient redundancy.

Certificates and information about the company are scattered throughout the homepage alongside the products, which may lead to confusion.





# Old Design UX Problems

The homepage displays all product categories, resulting in it being excessively long and making it more difficult to locate the item you're searching for. This affects the accessibility to products.



When selecting a product to view, users must scroll down to see all the product images, which can be quite tiring. Additionally, the sidebar that holds product details moves down alongside you, requiring you to return to the top of the page to add the product to your cart or check its details. Furthermore, there is no section for product reviews available.

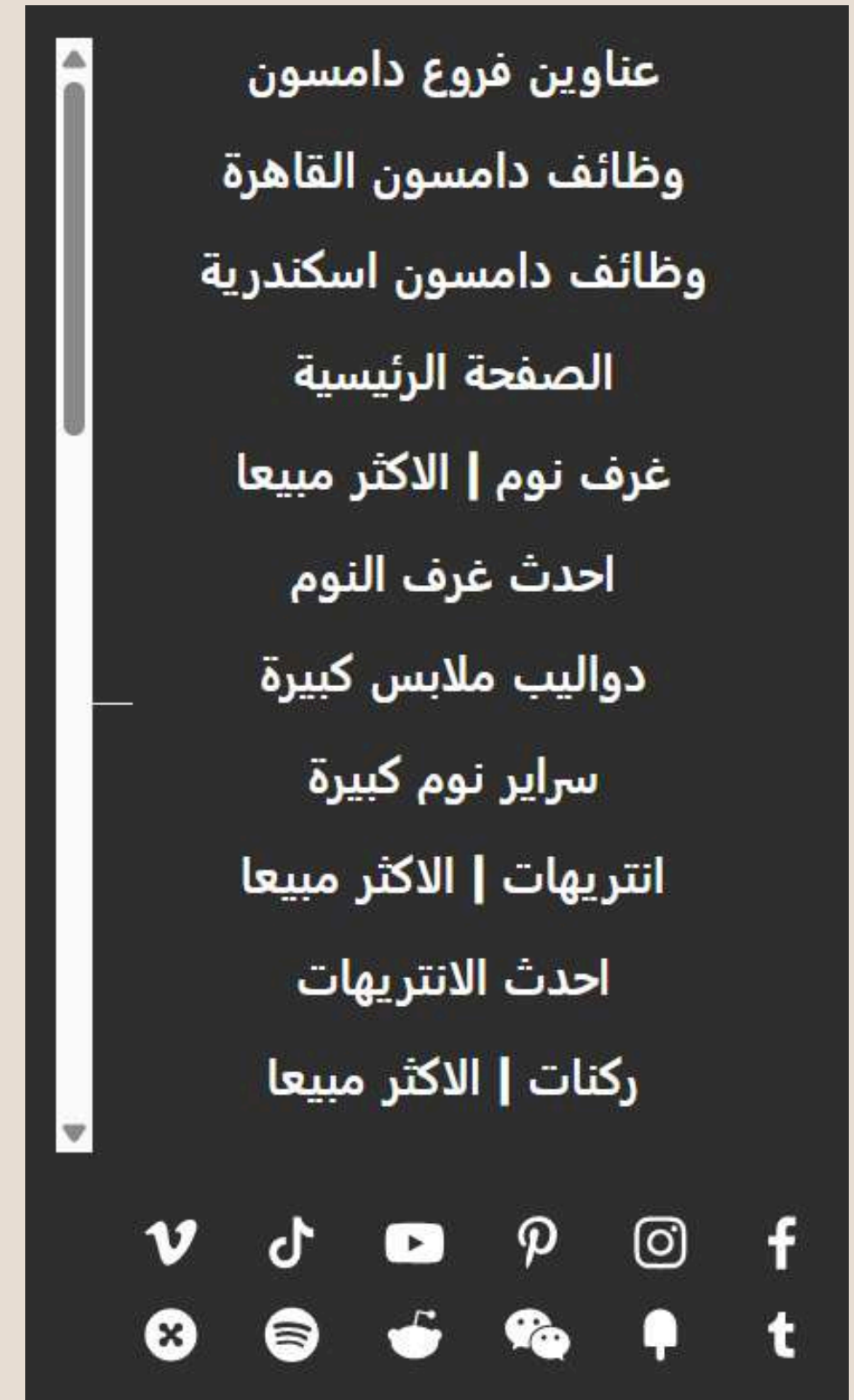


# Old Design UX Problems

The sidebar features product categories and links redirecting to the homepage; however, the homepage is not the first option, which may confuse users.

Additionally, there is a link to job openings in branches, which may not be relevant to users.

Finally, some of the social media links in the sidebar do not connect to actual accounts for the Damson company.



# Old Design UX Problems

All the branches are listed one below the other without any spaces distinguishing one branch from the next, making it difficult to locate the branch you need.

The text color of the branches suggests that they are clickable, but in fact, only the location links redirect to Google Maps.

## عناوين فروع دامسون

★ مول دامسون الفرع الرئيسي

القاهرة - مصر الجديدة

3 شارع أحمد رمزي كساب - خلف نادي النصر - ميدان المحكمة

[اللوكيشن أضغط هنا](#)

🕒 **مواعيد العمل**

يوميا من 12 ظهرا حتى 10 مساء

✖ **الأحد عطلة اسبوعية**

★ مول دامسون إسكندرية سموحة

الإسكندرية - مول سموحة

برج زهرة العلا - نهاية كوبري 14 مايو - سموحة - الإسكندرية

[اللوكيشن أضغط هنا](#)

🕒 **مواعيد العمل**

يوميا من 10 صباحا حتى 10 مساء

**العمل جميع أيام الأسبوع**

★ الإسكندرية فرع جليم

الاسكندرية - جليم - 568 طريق الحرية - شارع أبو قير - دوران جليم - بجوار بنك اسكندرية

[اللوكيشن أضغط هنا](#)

🕒 **مواعيد العمل**

يوميا من 10 صباحا حتى 10 مساء

**العمل جميع أيام الأسبوع**



# Old Design UI Problems

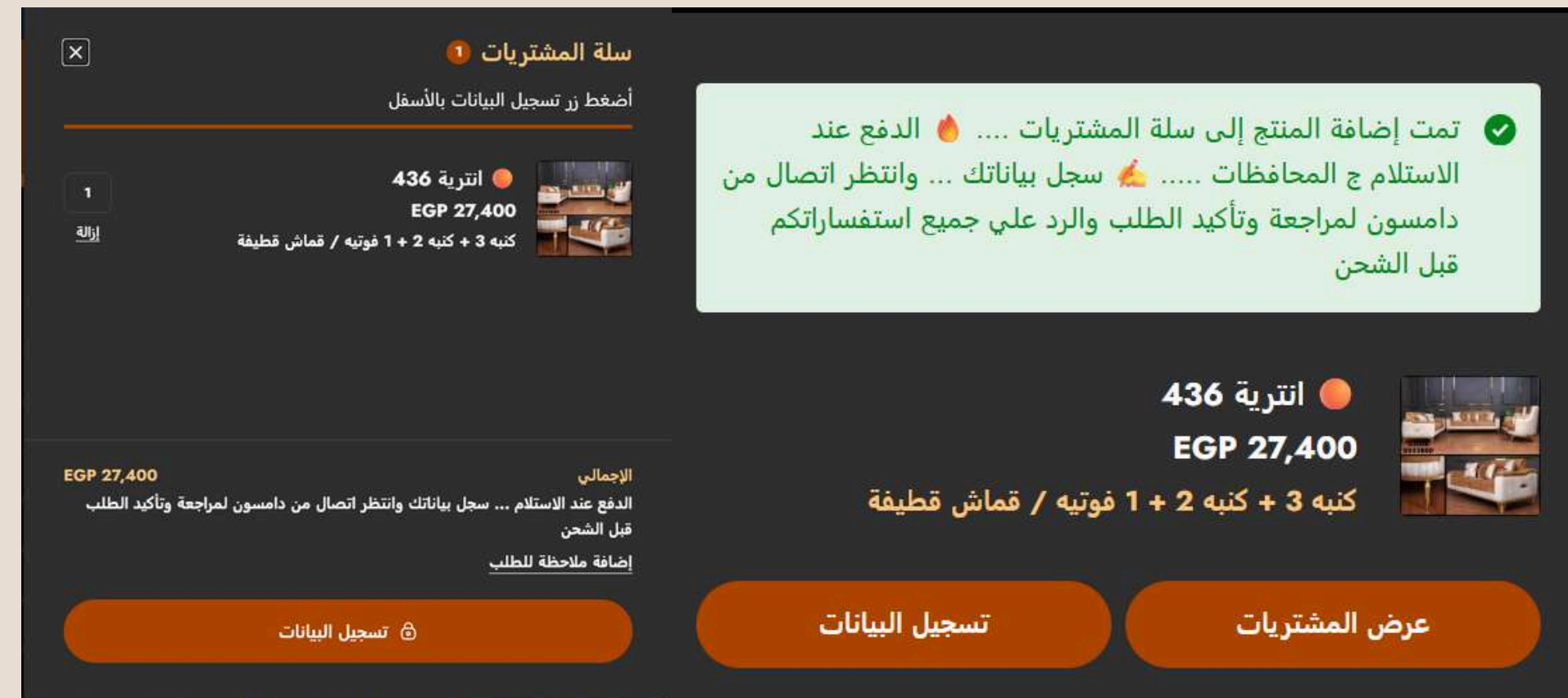
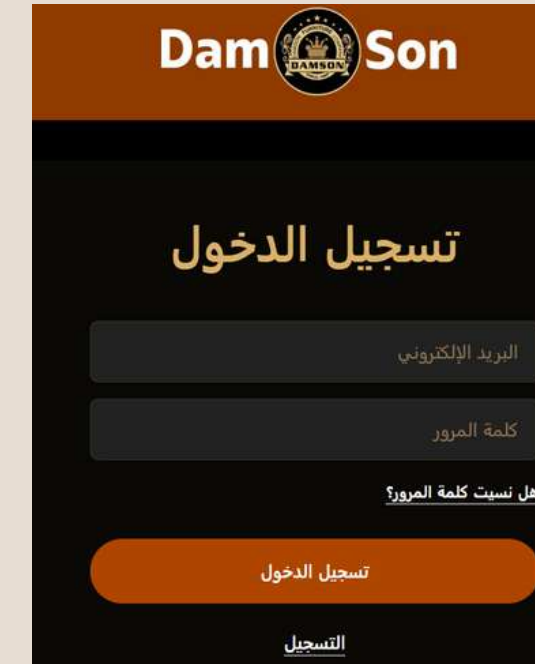
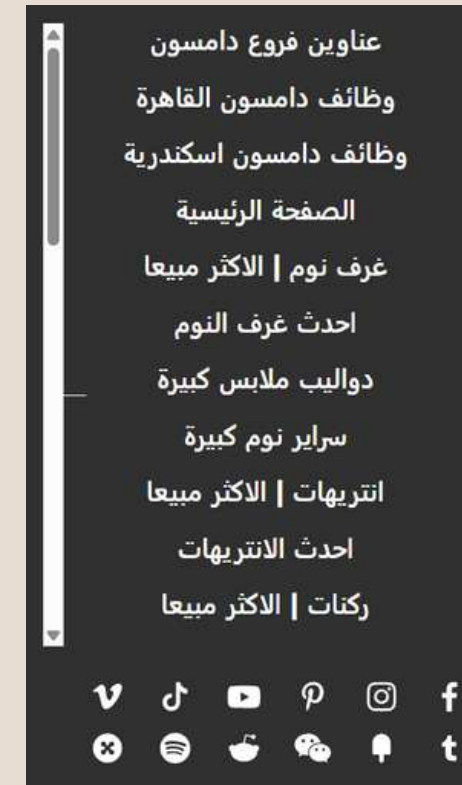
**Inconsistent Colors:** There are various font styles and sizes being used without a clear pattern. The color scheme lacks unity and fails to reflect the brand's identity.

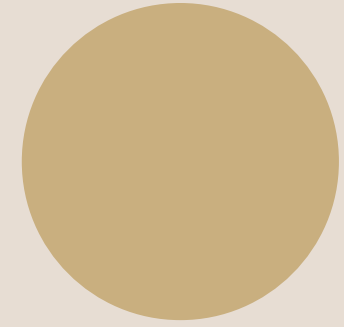
## Weak Contrast

A lack of sufficient contrast between text and backgrounds can make content difficult to read, particularly for users with visual problems.

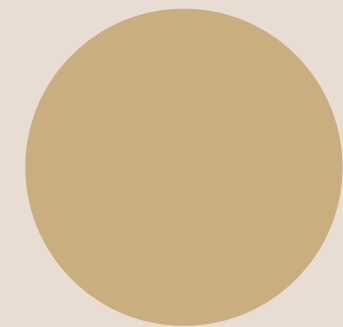
## Weak Visual Hierarchy

There is a lack of clear differentiation between primary and secondary elements. As a result, all content seems equally significant, which makes the user's ability to prioritize information difficult.





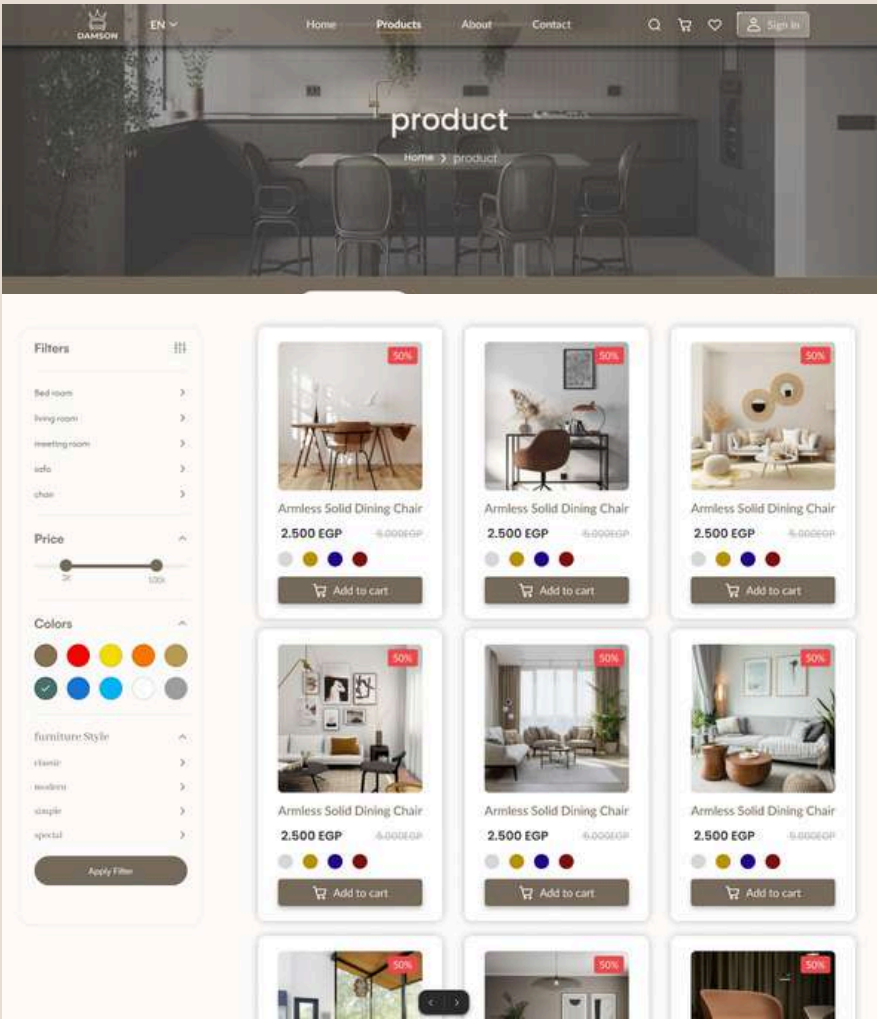
# Redesign & Problems Solutions





# Redesign & Problems Solutions

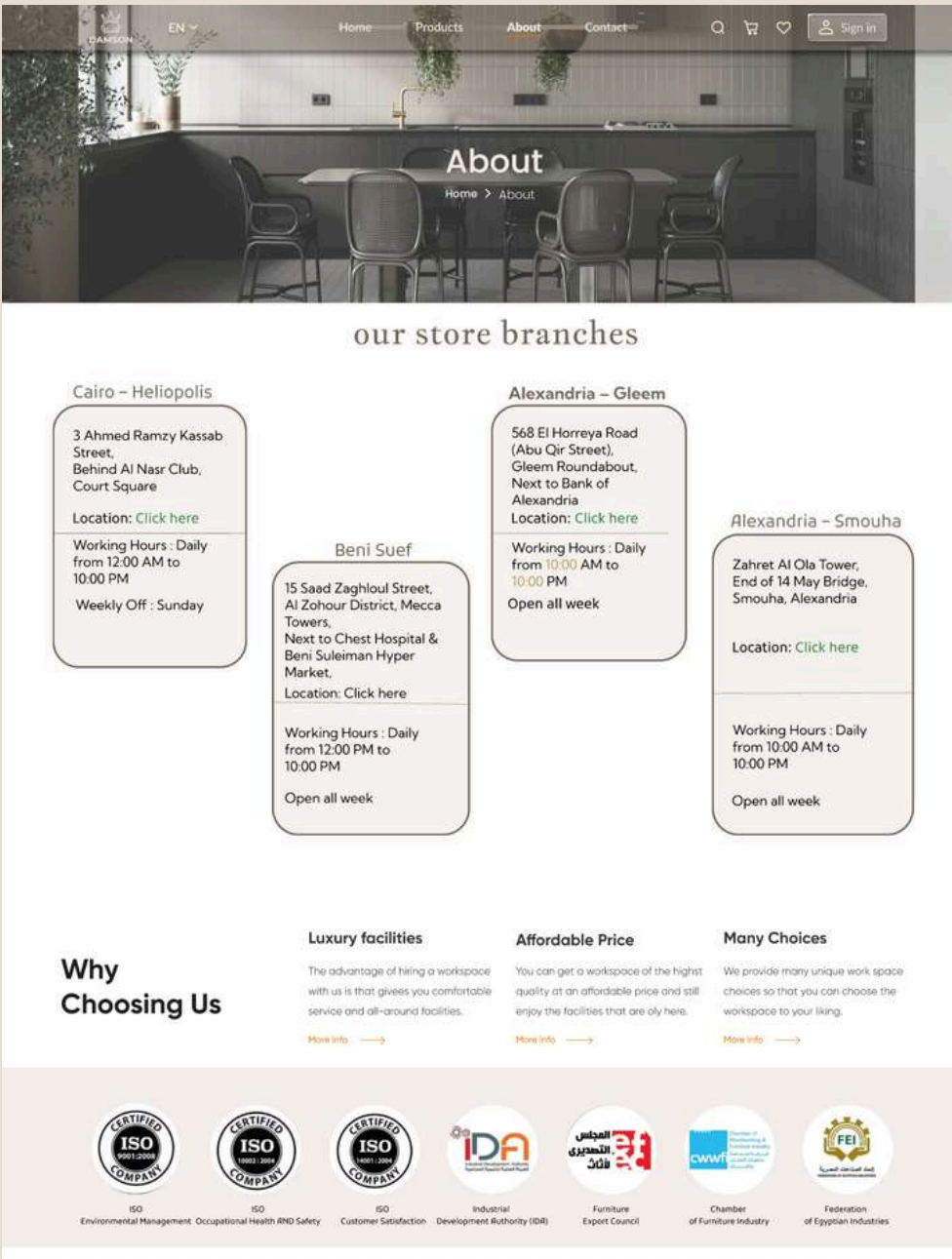
## UX Solutions



1 We developed a product page and organized the items into categories in a sidebar to simplify the search process and accessibility to products.

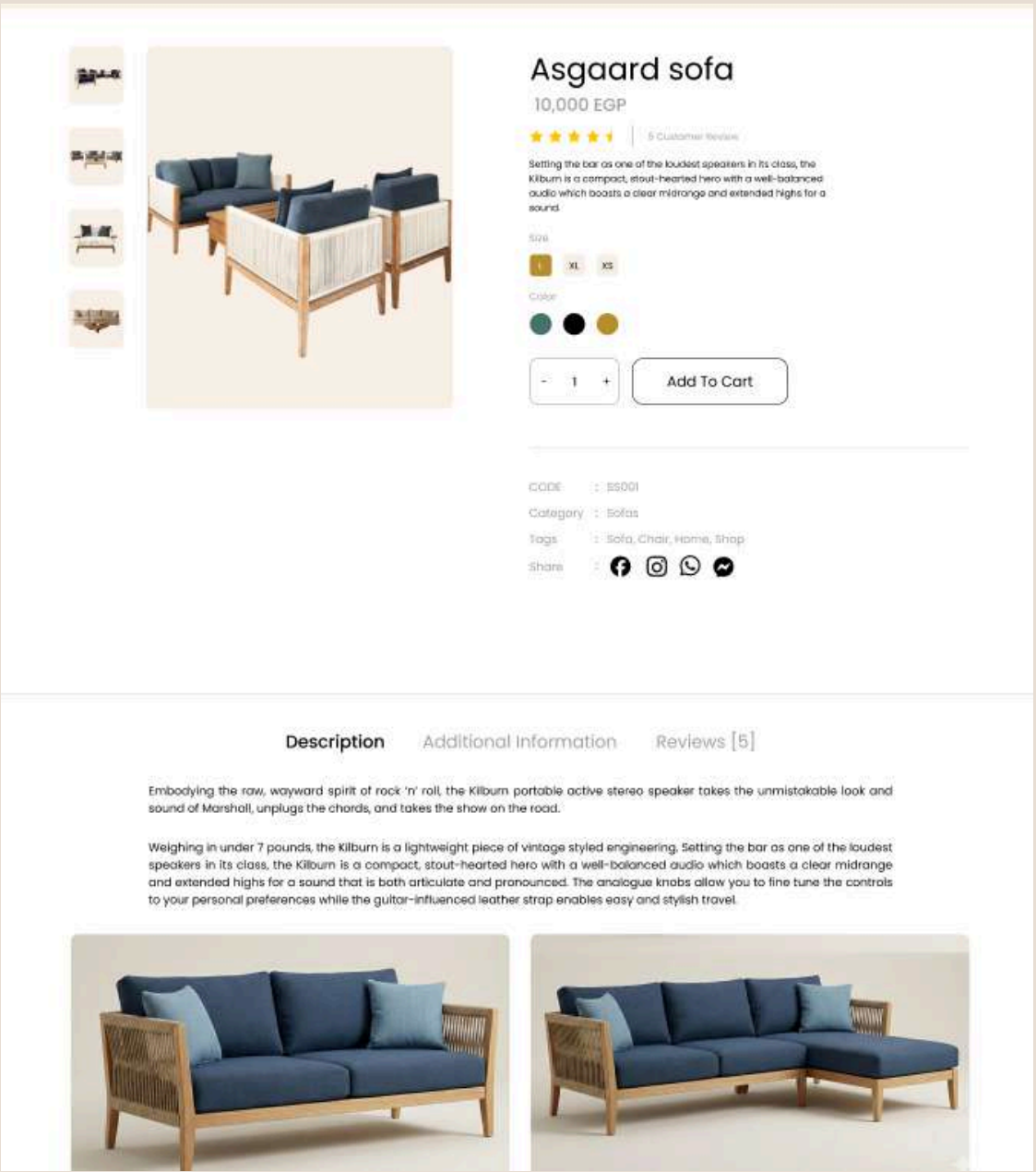
2

We have developed an “About” page that provides access to the branches, detailing their locations and working hours. Additionally, it includes certificates and other relevant information.



3

We redesigned the single product page for enhanced clarity, positioning the description below the product eliminating the problem of scrolling back and forth. Additionally, we introduced a reviews section and an additional information section for the product.

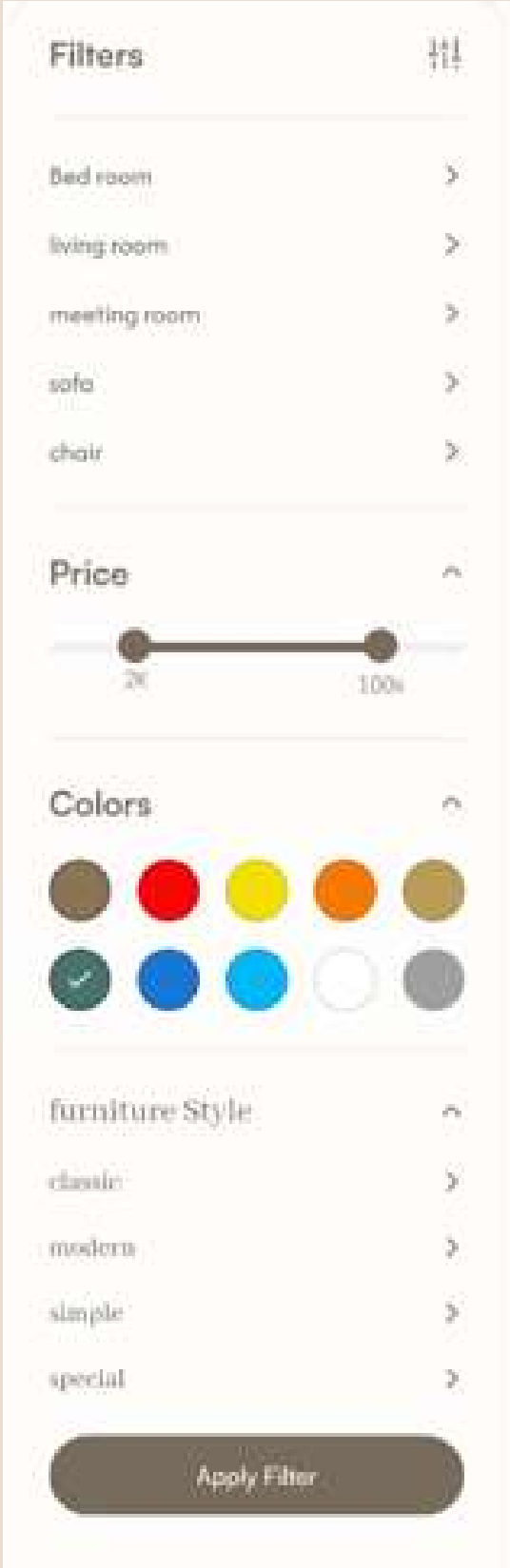
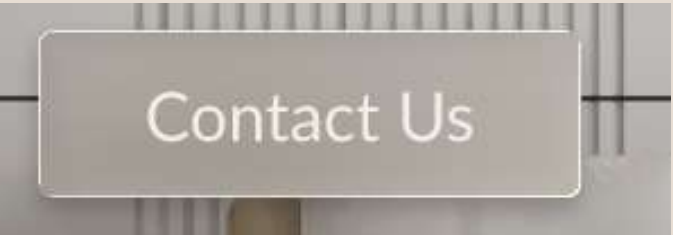
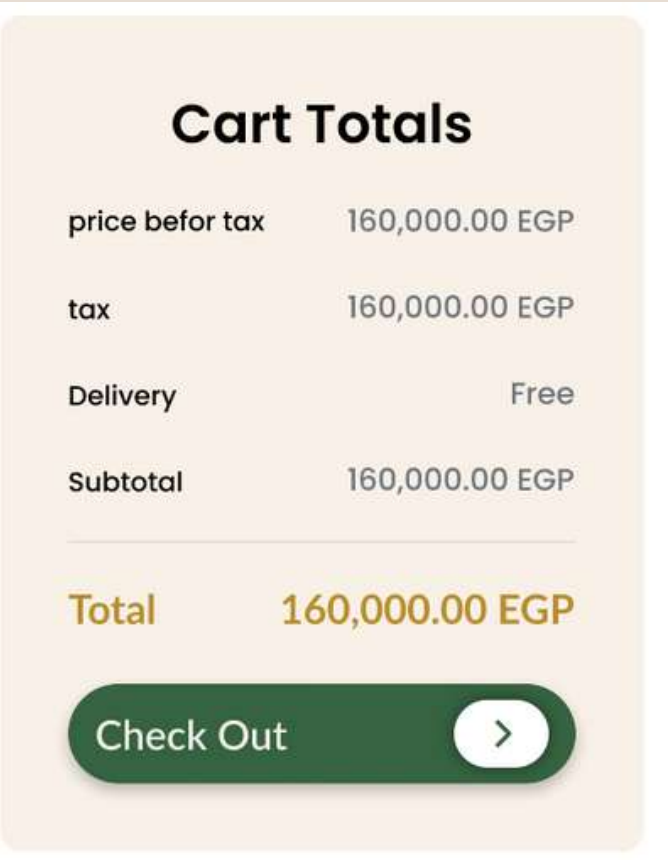
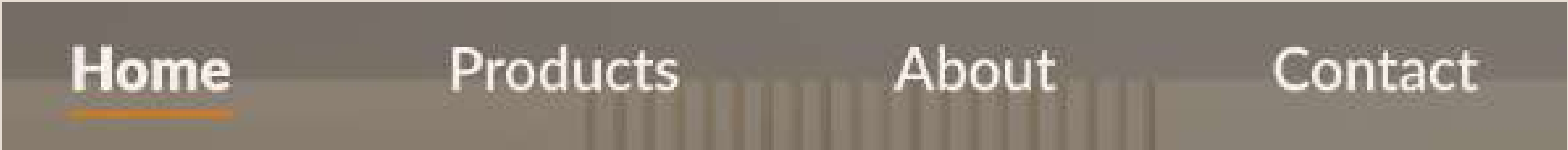


# Redesign & Problems Solutions

## UX Solutions

We made the sidebar focus on product categories and filters, and social media was added to the new website footer for easy accessibility.

We converted the previously non-clickable buttons into functional clickable ones that redirect to the desired pages. This includes the navigation bar and buttons for Cart, Sign In, Contact Us, Explore More, and Check Out.





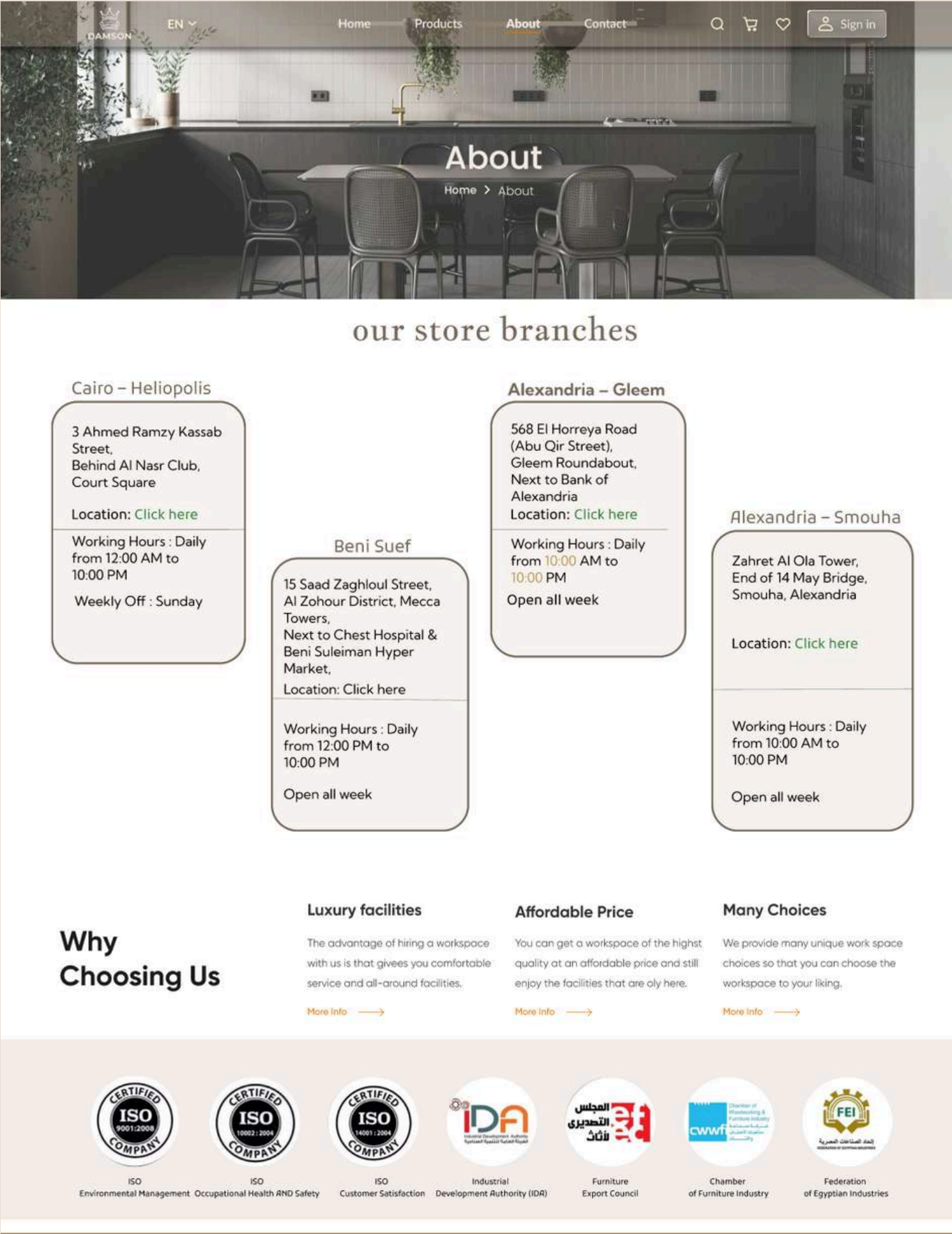
# Redesign & Problems Solutions

## UX Solutions

We introduced a dedicated section for the branches in the “About” page, and redesigned it to enhance its visual appeal by using more attractive colors and placing each branch in a distinct box. This design makes it easier to navigate to each branch.

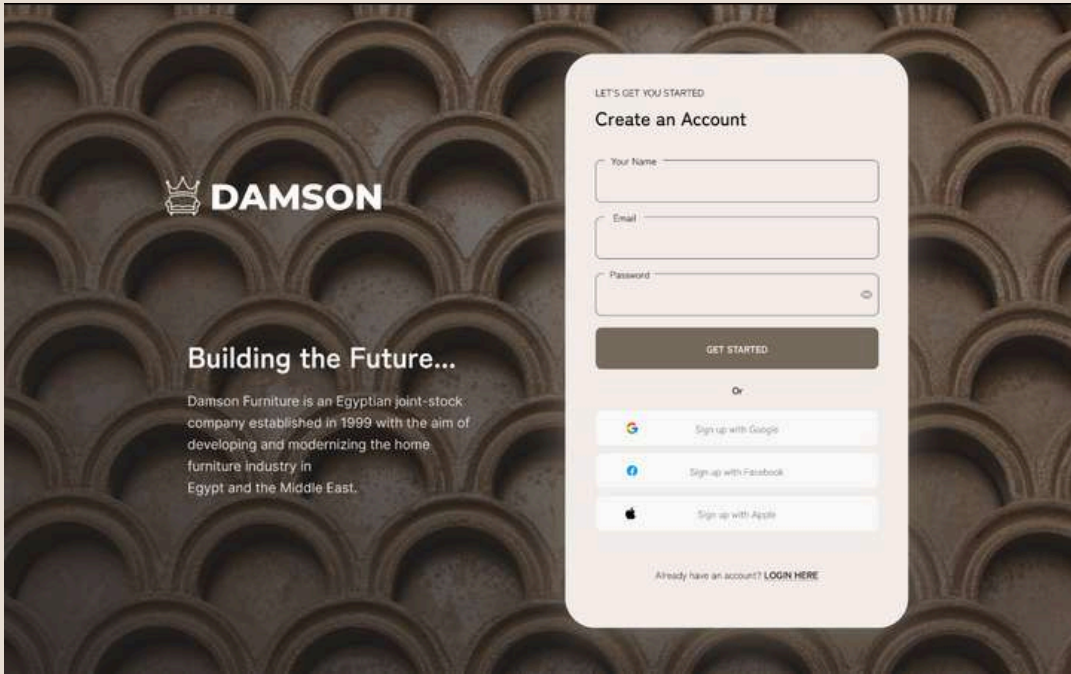
Above each box, you will find the name of the government corresponding to that branch. Inside each box, the working hours are provided along with the associated locations links.

The certificates have been relocated to the "About" page, alongside the "Why Choose Us" section.

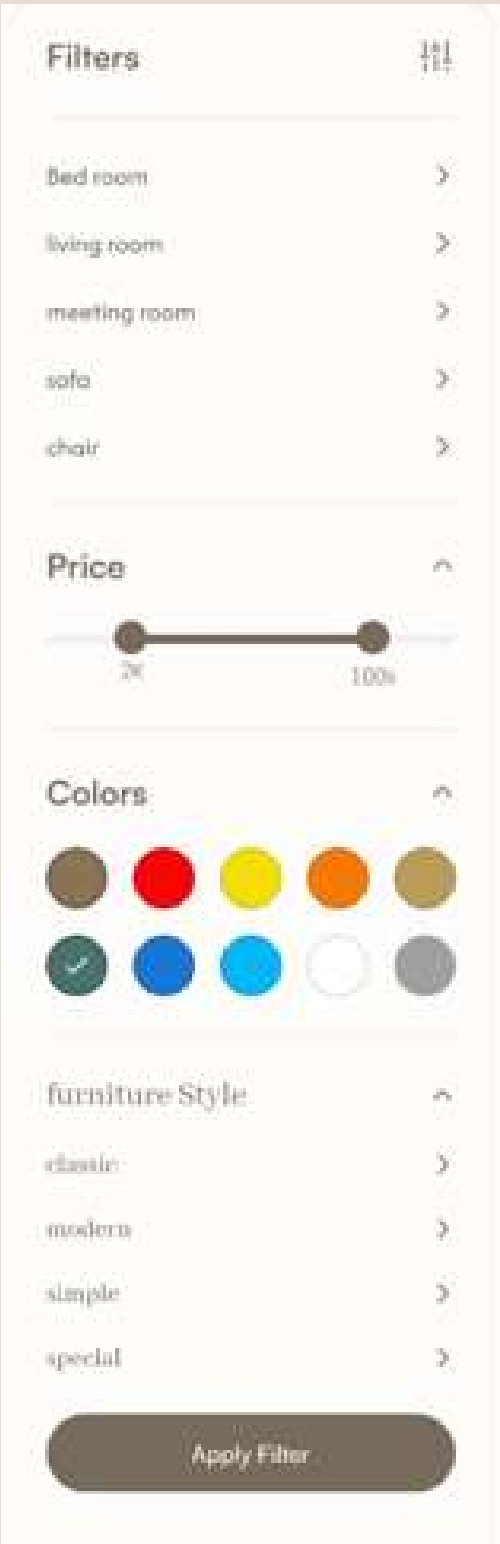


# Redesign & Problems Solutions

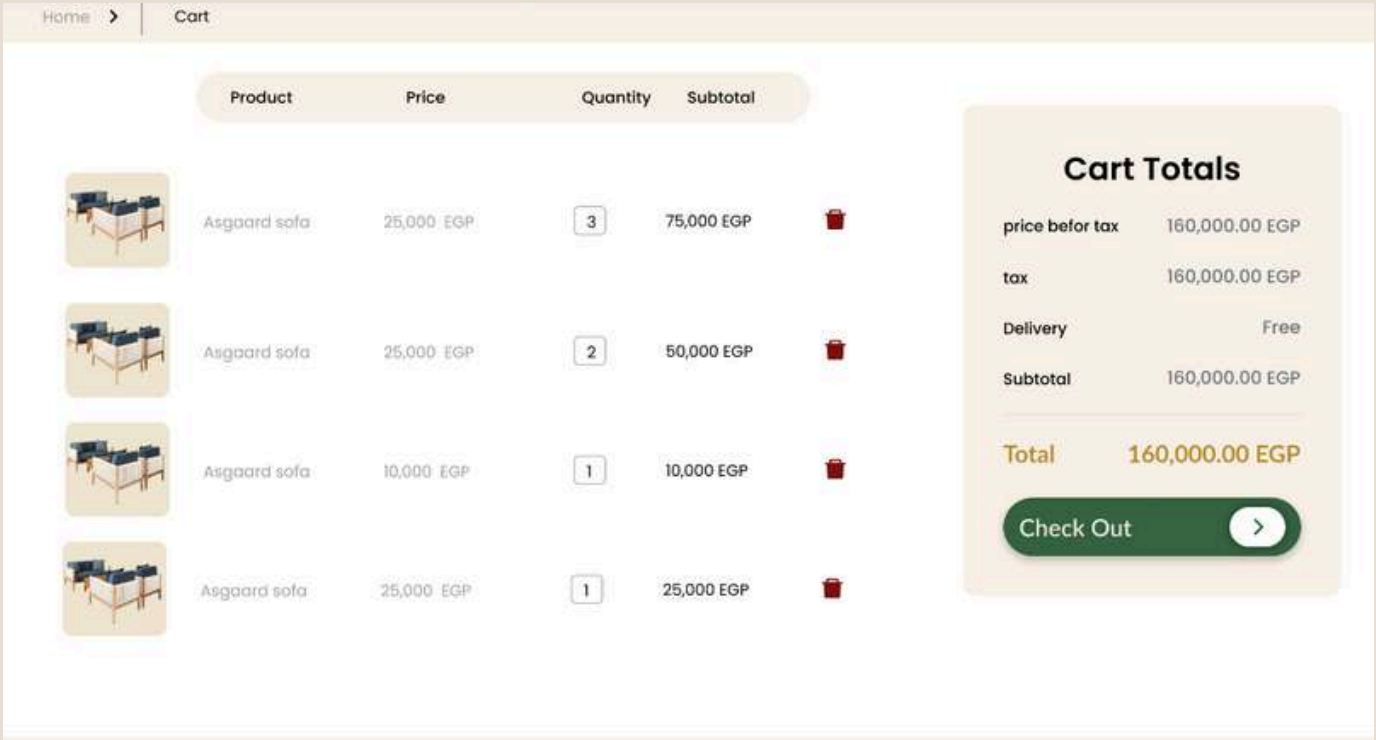
## UI Solutions



1 We have redesigned the sign-in page with a more modern and visually appealing design.



2 We have streamlined the sidebar by making the categories more clear, and the colors more appealing.



3 We enhanced the cart with a more streamlined, modern, and user-friendly design. Additionally, we created a receipt prototype that features a "Check Out" button redirecting users to the payment page.





# Introduced New UI Design

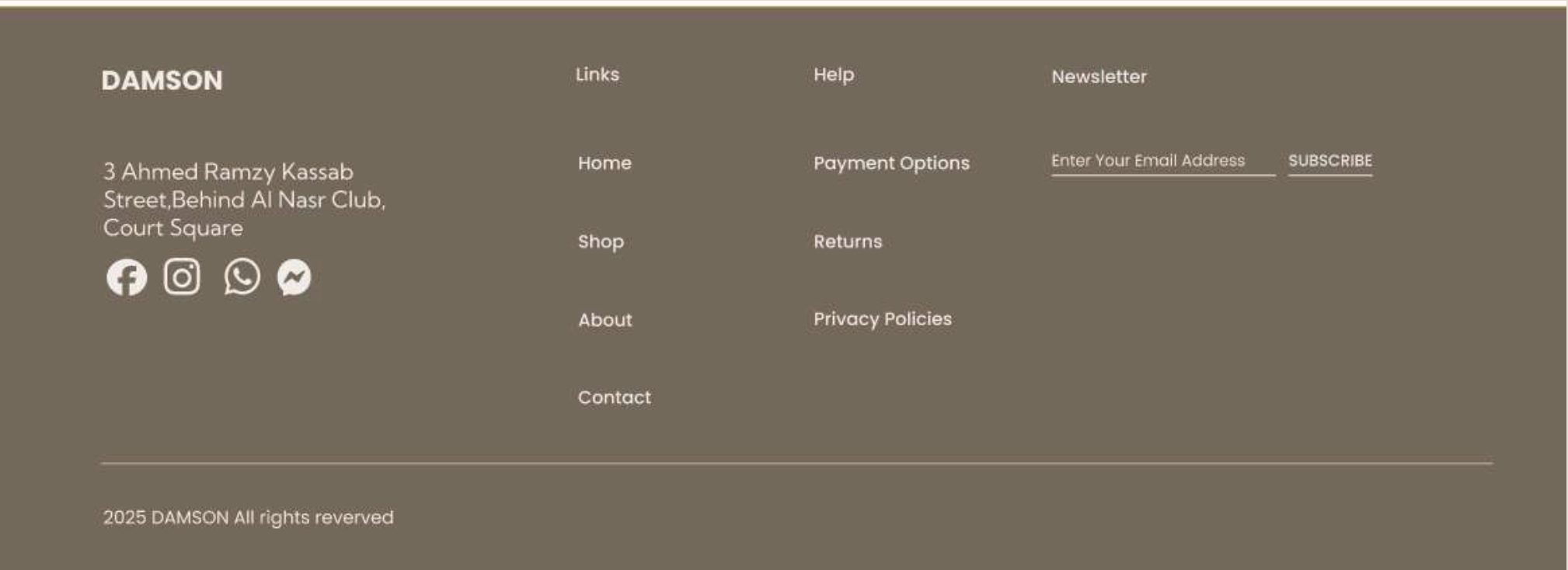


# Introduced New UI Design

The new logo & the old one

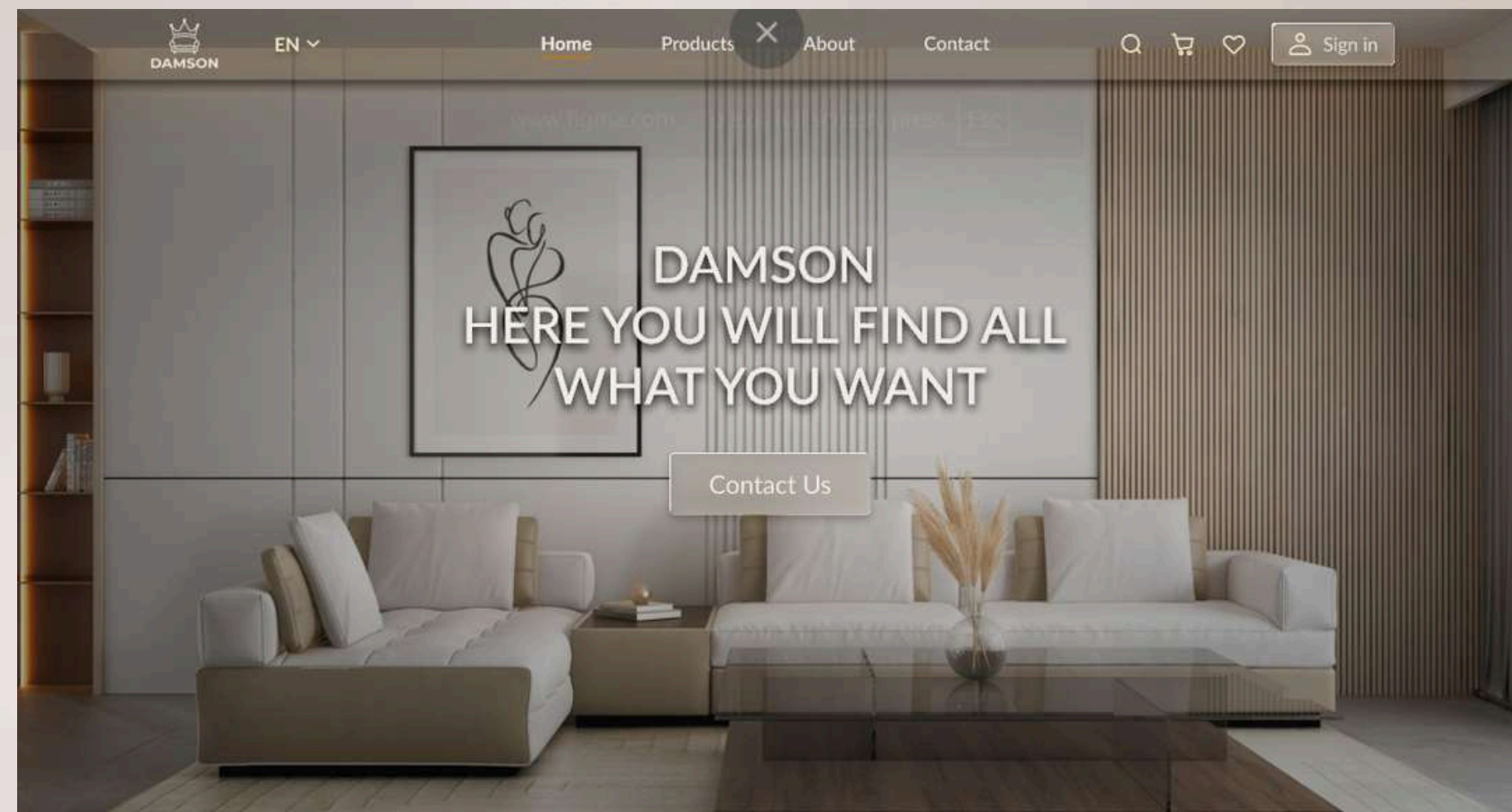


The new footer menu



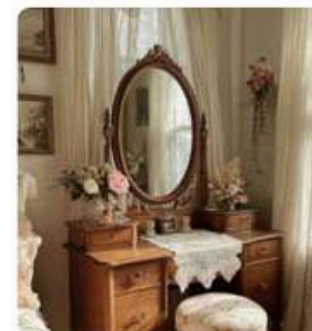


# Updated Homepage



30,000+

Sales in July 2021 with 5 star ratings and happy clients.



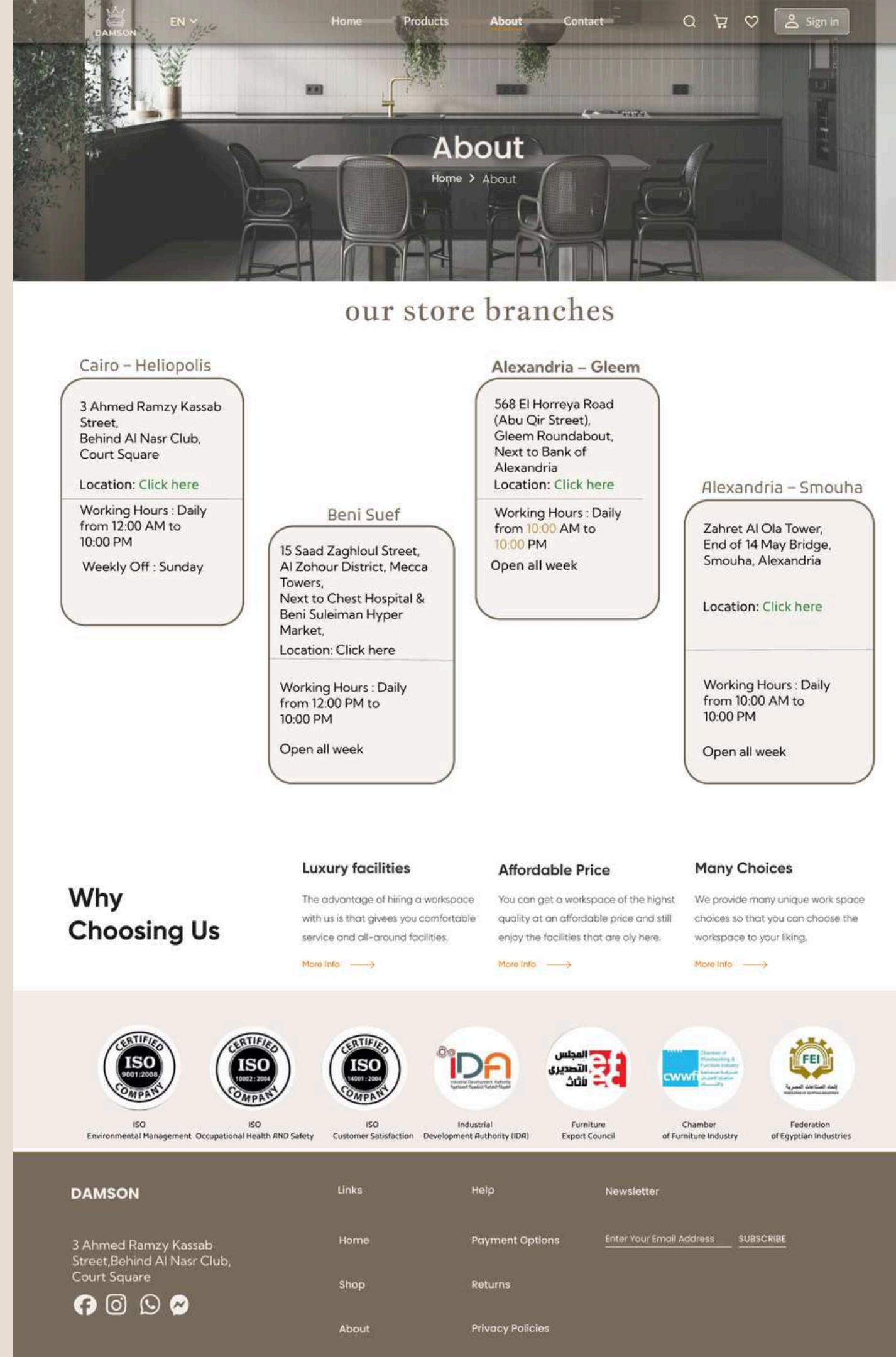
## ABOUT US

Damson Furniture is an Egyptian joint-stock company established in 1999 with the aim of developing and modernizing the home furniture industry in Egypt and the Middle East. Damson offers its customers the best modern and latest home furniture with the best furniture deals.

EXPLORE MORE

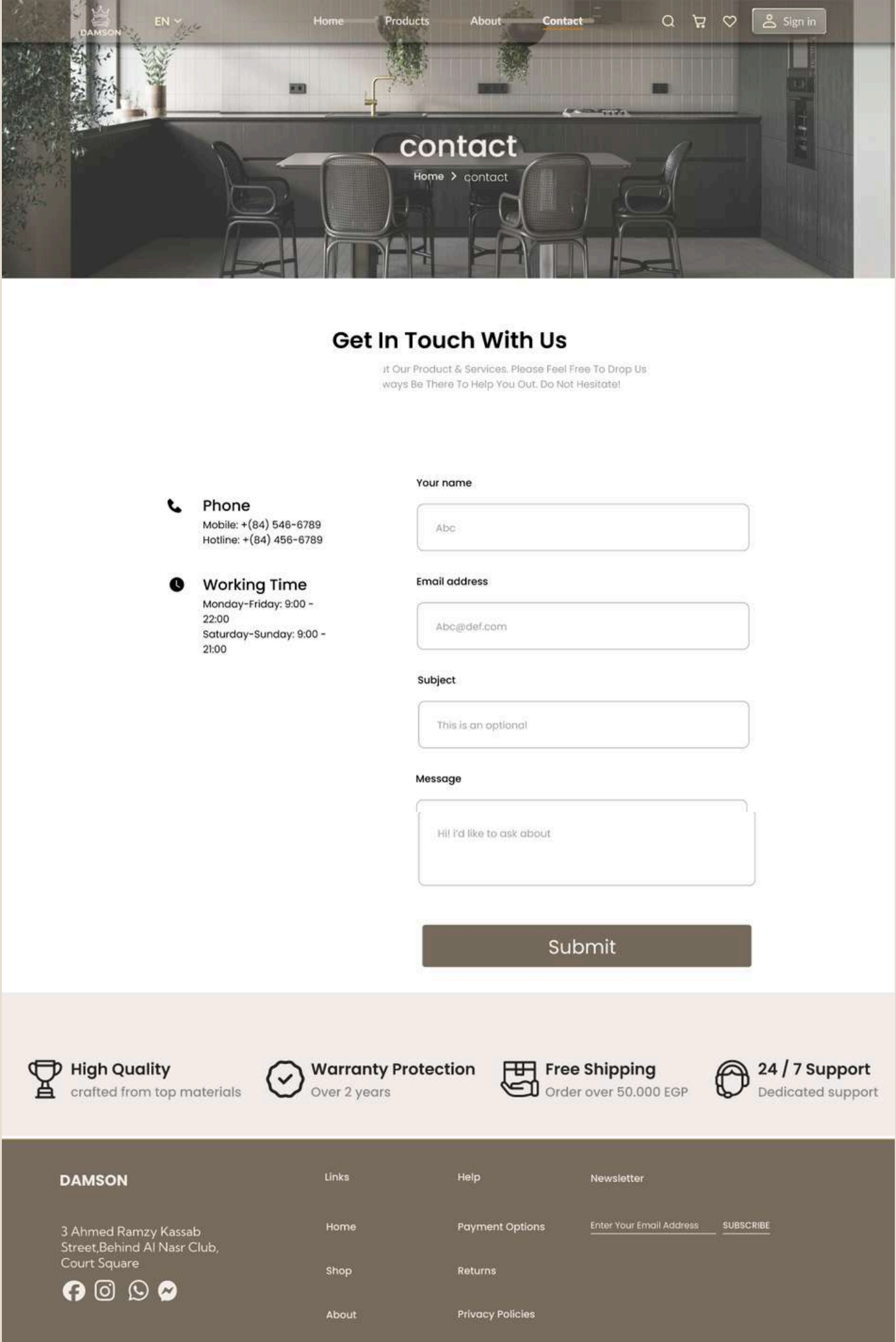


# New Branches& Certificates Page





# New Contact Page



# Thank You!



## **FigmaPrototypeLink**

<https://www.figma.com/proto/ISYLn5bW117aXdjMQsGMDj/damson-11111?node-id=2146-392&p=f&t=bxWAYZaf20Lci0qj-0&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A2&hide-ui=1>

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