

Damson Furniture Redesign

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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.

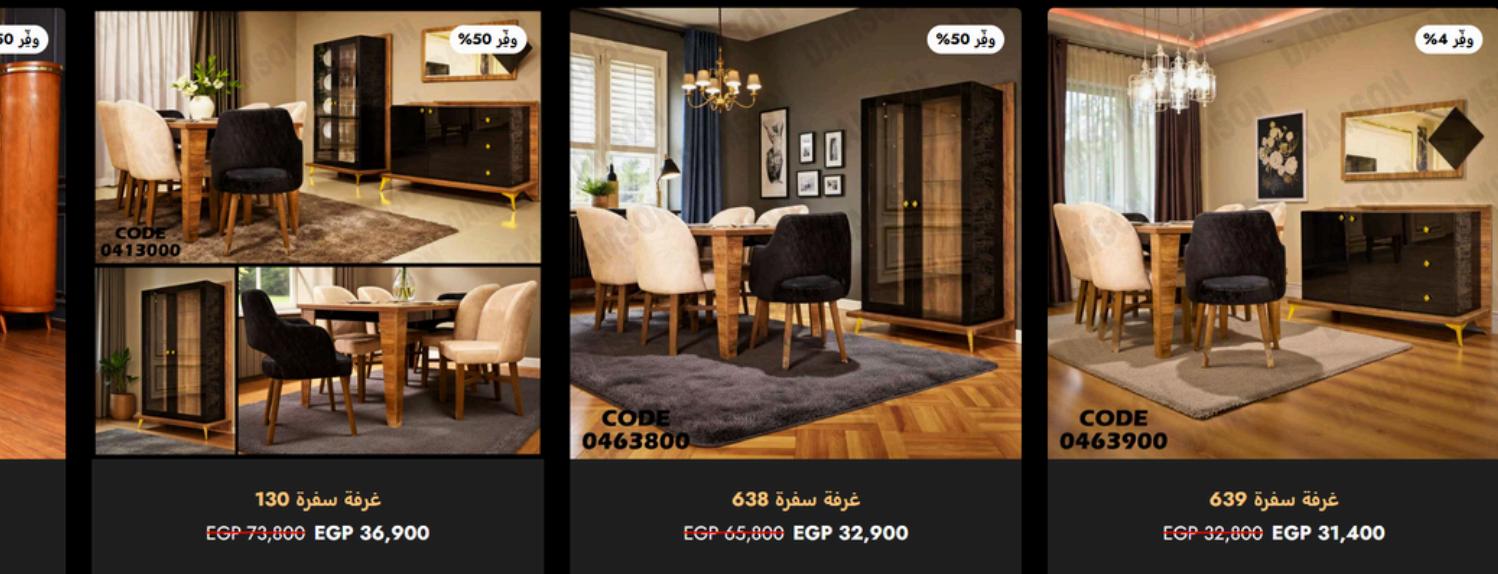
The bar at the beginning of the homepage should have quick access to both branches and addresses, but in fact, the bar moves continuously which make it not easy for the user to access the branches quickly. Also, every word you click on in the bar redirects to branches, which leads to insufficient redundancy.

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.



أحدث أنتريهات في مصر



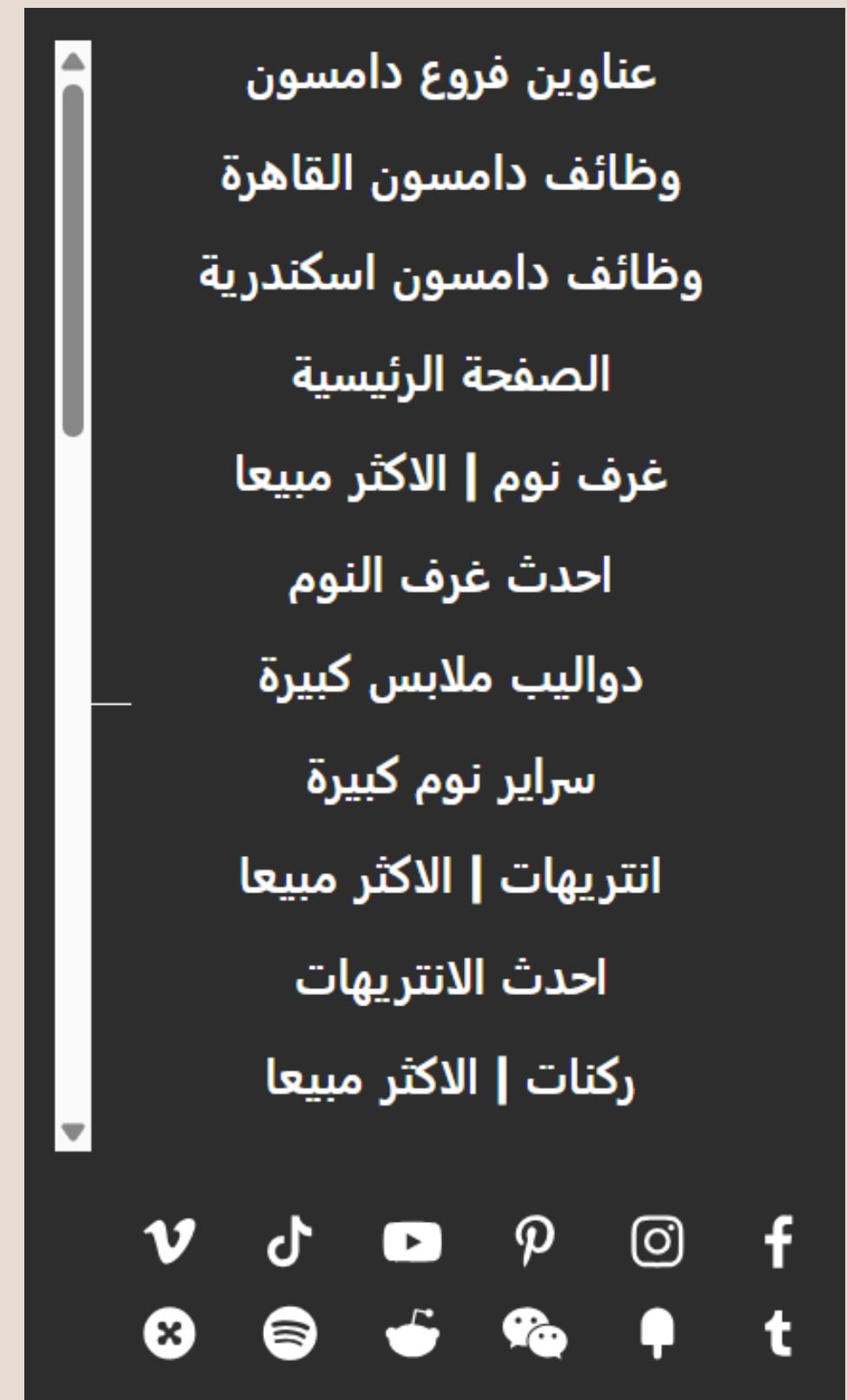
When selecting a product to view, users must scroll down to see all the product images, which can be quite tiring. Additionally, the sidebar that holds product details moves down alongside you, requiring you to return to the top of the page to add the product to your cart or check its details. Furthermore, 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 كوبرى 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

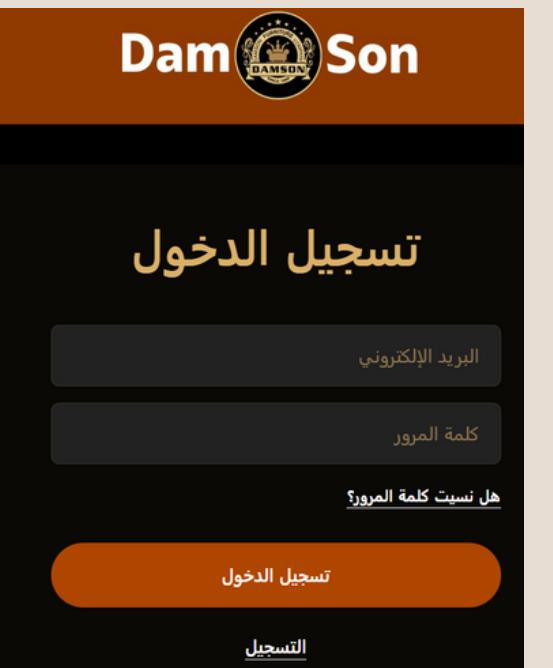
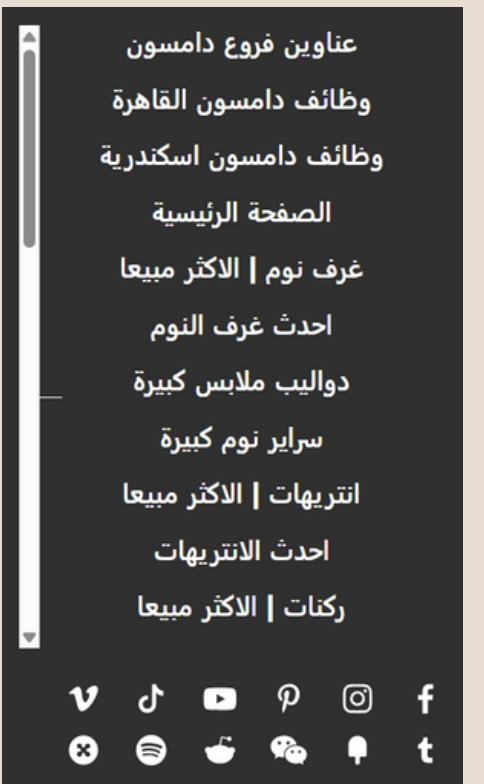
Inconsistent Colors: There are various font styles and sizes being used without a clear pattern. The color scheme lacks unity and fails to reflect the brand's identity.

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.



عناوين فروع دامسون

مول دامسون الفرع الرئيسي
القاهرة - مصر الجديدة

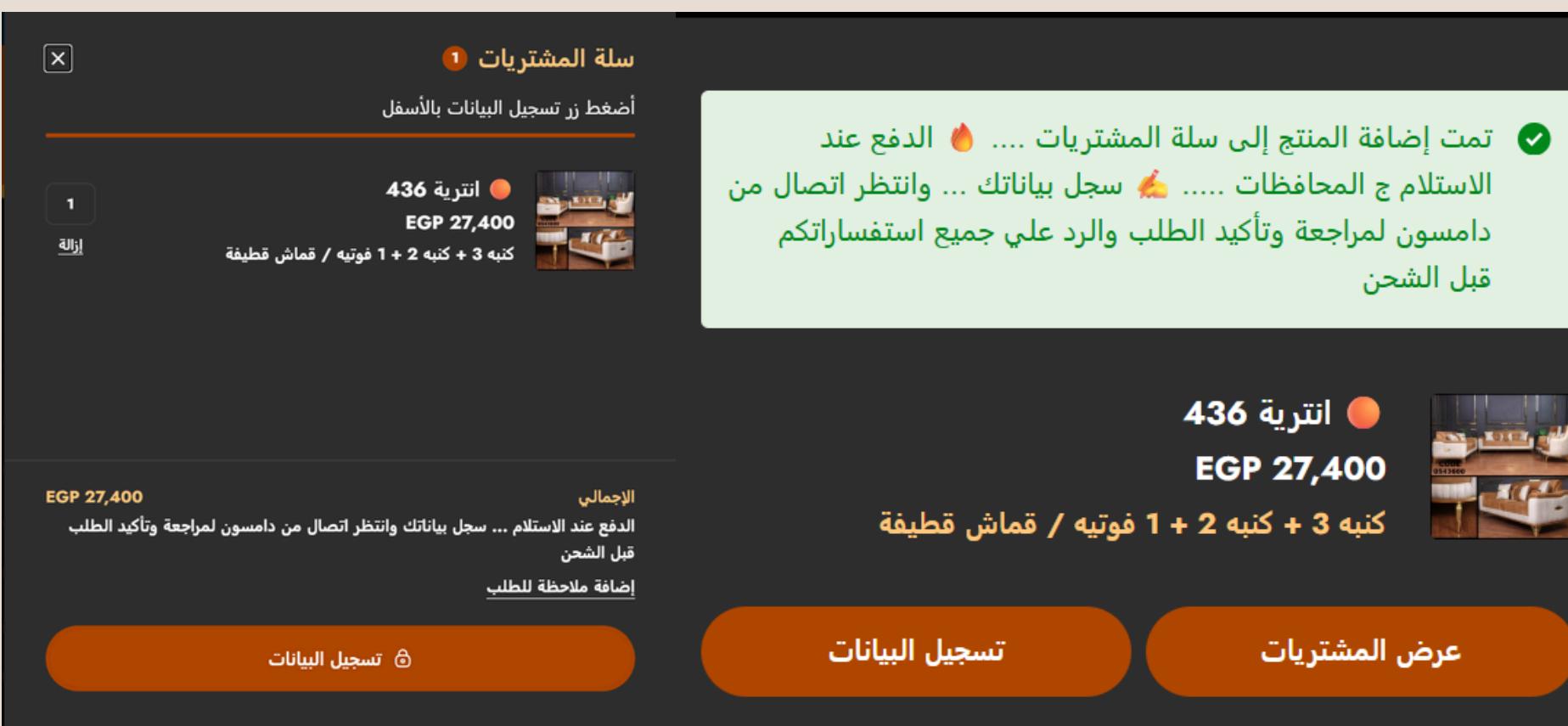
3 شارع أحمد رمزي كساب - خلف نادي النصر - ميدان المحكمة

اللوكيشن أضف هنا

مواعيد العمل

يوميا من 12 ظهرا حتى 10 مساء

الأحد عطلة أسبوعية





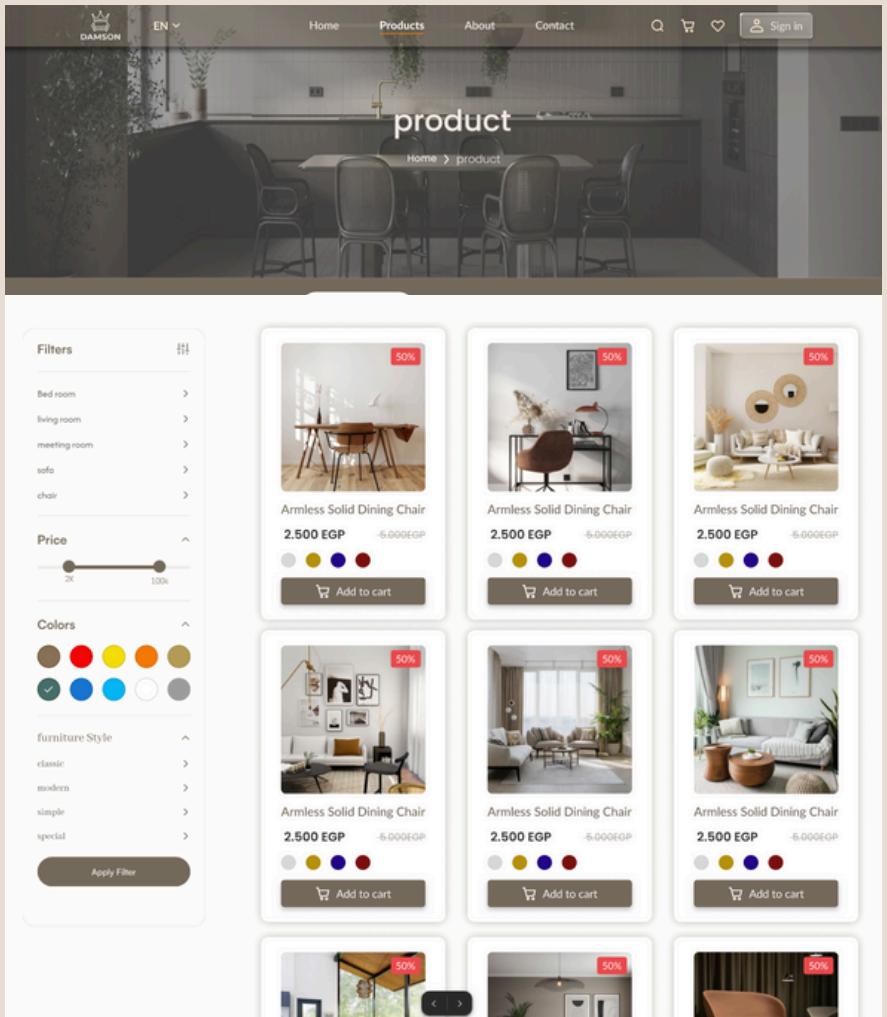
Redesign & Problems Solutions



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.



Description Additional Information Reviews [5]

Embodying the raw, wayward spirit of rock 'n' roll, the Kilburn portable active stereo speaker takes the unmistakable look and sound of Marshall, unplugs the chords, and takes the show on the road.

Weighing in under 7 pounds, the Kilburn is a lightweight piece of vintage styled engineering. Setting the bar as one of the loudest speakers in its class, the Kilburn is a compact, stout-hearted hero with a well-balanced audio which boasts a clear midrange and extended highs for a sound that is both articulate and pronounced. The analogue knobs allow you to fine tune the controls to your personal preferences while the guitar-influenced leather strap enables easy and stylish travel.

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.

About

Home > About

Cairo – Heliopolis
3 Ahmed Ramzy Kassab Street,
Behind Al Nasr Club, Court Square
Location: [Click here](#)
Working Hours : Daily from 12:00 AM to 10:00 PM
Weekly Off : Sunday
Location: [Click here](#)

Alexandria – Gleem
568 El Horreya Road (Abu Qir Street),
Gleem Roundabout, Next to Bank of Alexandria
Location: [Click here](#)
Working Hours : Daily from 10:00 AM to 10:00 PM
Open all week

Beni Suef
15 Saad Zaghloul Street, Al Zohour District, Mecca Towers,
Next to Chest Hospital & Beni Suleiman Hyper Market,
Location: [Click here](#)
Working Hours : Daily from 12:00 PM to 10:00 PM
Open all week

Alexandria – Smouha
Zahret Al Ola Tower, End of 14 May Bridge, Smouha, Alexandria
Location: [Click here](#)
Working Hours : Daily from 10:00 AM to 10:00 PM
Open all week

Why Choosing Us

- Luxury facilities**: The advantage of hiring a workspace with us is that gives you comfortable service and all-around facilities. [More Info](#)
- Affordable Price**: You can get a workspace of the highest quality at an affordable price and still enjoy the facilities that are only here. [More Info](#)
- Many Choices**: We provide many unique work space choices so that you can choose the workspace to your liking. [More Info](#)

Certifications

- ISO 9001:2008 Environmental Management
- ISO 9001:2008 Occupational Health & Safety
- ISO 9001:2008 Customer Satisfaction
- ISO 9001:2008 Industrial Development Authority (IDA)
- Furniture Export Council
- Chamber of Furniture Industry
- Federation of Egyptian Industries

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.

The screenshot shows a website redesign for a furniture store. At the top is a dark navigation bar with four tabs: Home (underlined), Products, About, and Contact. To the right of the navigation is a sidebar titled "Filters" with sections for "Bed room", "living room", "meeting room", "sofa", and "chair". Below these are sliders for "Price" (ranging from 2k to 100k) and "Colors" (with a row of colored circles). The main content area features a large image of a striped sofa. Overlaid on this are several interactive elements: a "Cart" icon with a shopping cart, a "Sign in" button with a user icon, a "Contact Us" button, and a large "EXPLORE MORE" button. On the left, a sidebar displays "Cart Totals" with the following items:

price befor tax	160,000.00 EGP
tax	160,000.00 EGP
Delivery	Free
Subtotal	160,000.00 EGP
Total	160,000.00 EGP

At the bottom of the sidebar is a green "Check Out" button with a white arrow.

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.



our store branches

Cairo - Heliopolis

3 Ahmed Ramzy Kassab Street,
Behind Al Nasr Club,
Court Square

Location: [Click here](#)

Working Hours : Daily
from 12:00 AM to
10:00 PM

Weekly Off : Sunday

Beni Suef

15 Saad Zaghloul Street,
Al Zohour District, Mecca
Towers,
Next to Chest Hospital &
Beni Suleiman Hyper
Market,
Location: [Click here](#)

Working Hours : Daily
from 12:00 PM to
10:00 PM

Open all week

Alexandria - Gleem

568 El Horreya Road
(Abu Qir Street),
Gleem Roundabout,
Next to Bank of
Alexandria
Location: [Click here](#)

Working Hours : Daily
from 10:00 AM to
10:00 PM
Open all week

Zahret Al Ola Tower,
End of 14 May Bridge,
Smouha, Alexandria
Location: [Click here](#)

Working Hours : Daily
from 10:00 AM to
10:00 PM

Open all week

Why Choosing Us

Luxury facilities

The advantage of hiring a workspace with us is that gives you comfortable service and all-around facilities.

[More Info](#) →

Affordable Price

You can get a workspace of the highest quality at an affordable price and still enjoy the facilities that are only here.

[More Info](#) →

Many Choices

We provide many unique work space choices so that you can choose the workspace to your liking.

[More Info](#) →



ISO
Environmental Management
Occupational Health & Safety



ISO
Customer Satisfaction



IDA
Industrial Development Authority
Egyptian Export Council



CWF
Furniture Export Council



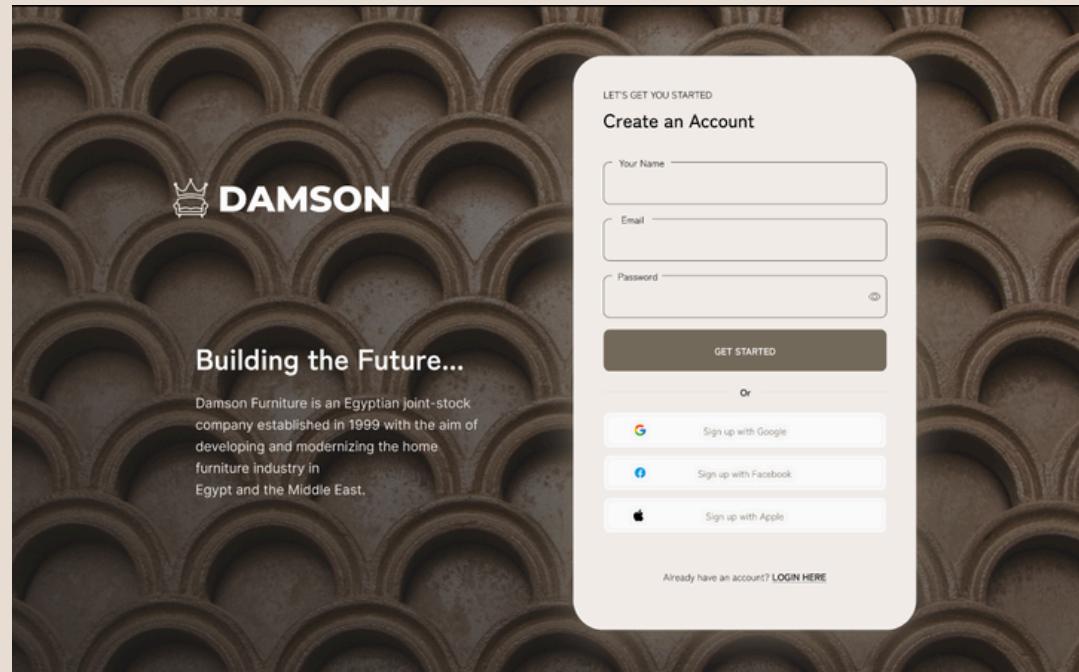
CIFI
Chamber of Furniture Industry



FEI
Federation of Egyptian Industries

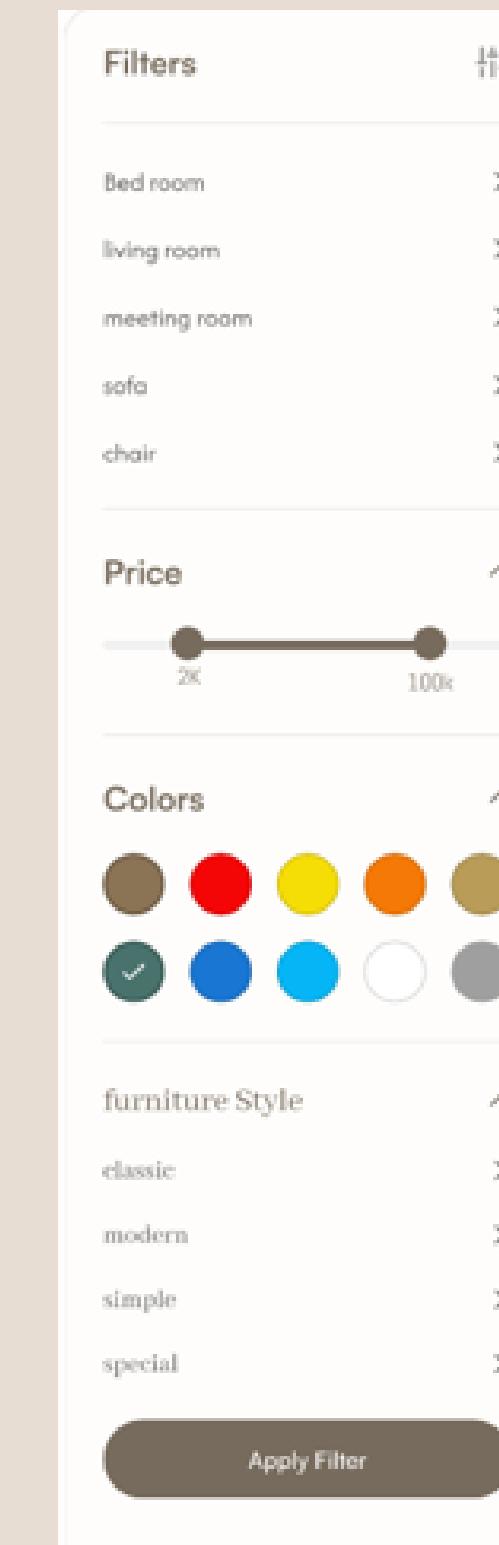
Redesign & Problems Solutions

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.

A screenshot of a modernized cart interface. At the top, it shows 'Home > Cart'. The main area lists four items: 'Asgaard sofa' (3 units at 25,000 EGP each, totaling 75,000 EGP), 'Asgaard sofa' (2 units at 25,000 EGP each, totaling 50,000 EGP), 'Asgaard sofa' (1 unit at 10,000 EGP, totaling 10,000 EGP), and 'Asgaard sofa' (1 unit at 25,000 EGP, totaling 25,000 EGP). To the right is a 'Cart Totals' summary:

price befor tax	160,000.00 EGP
tax	160,000.00 EGP
Delivery	Free
Subtotal	160,000.00 EGP
Total	160,000.00 EGP

A green 'Check Out' button is at the bottom right.

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.

10

Introduced New UI Design

Introduced New UI Design

The new logo & the old one



old logo



new logo

The new footer menu

DAMSON

3 Ahmed Ramzy Kassab
Street,Behind Al Nasr Club,
Court Square

Links

[Home](#) [Shop](#) [About](#) [Contact](#)

Help

[Payment Options](#) [Returns](#) [Privacy Policies](#)

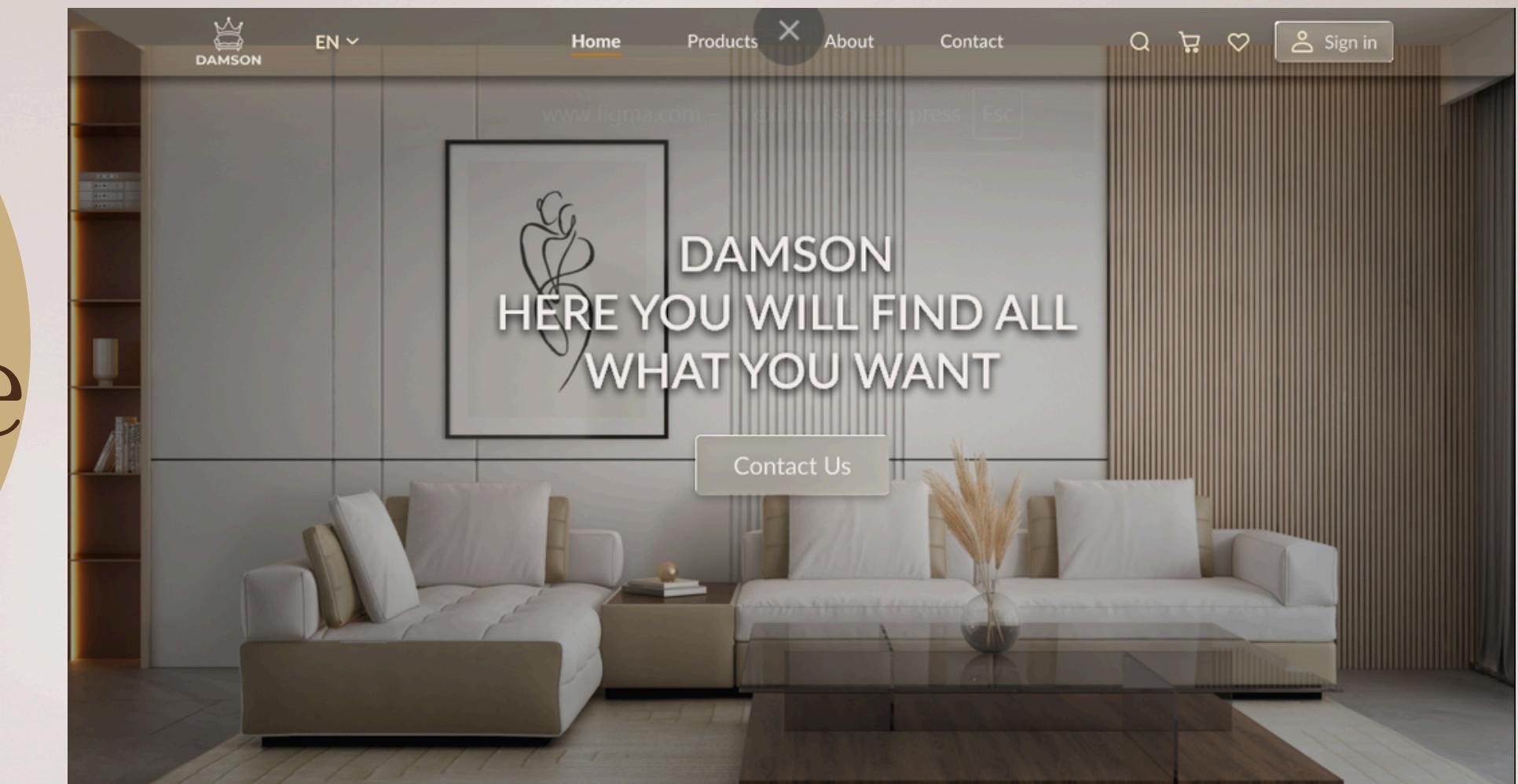
Newsletter

Enter Your Email Address [SUBSCRIBE](#)

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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

The screenshot shows the 'About' page of the DAMSON website. At the top, there's a navigation bar with links for Home, Products, About, Contact, a search icon, a shopping cart, a heart icon, and a 'Sign in' button. Below the navigation is a banner image of a modern kitchen interior. The main content area is titled 'our store branches' and lists four locations:

- Cairo - Heliopolis**
3 Ahmed Ramzy Kassab Street, Behind Al Nasr Club, Court Square
Location: [Click here](#)
Working Hours : Daily from 12:00 AM to 10:00 PM
Weekly Off : Sunday
- Beni Suef**
15 Saad Zaghloul Street, Al Zohour District, Mecca Towers, Next to Chest Hospital & Beni Suleiman Hyper Market, Location: [Click here](#)
Working Hours : Daily from 12:00 PM to 10:00 PM
Open all week
- Alexandria - Gleem**
568 El Horreya Road (Abu Qir Street), Gleem Roundabout, Next to Bank of Alexandria
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Working Hours : Daily from 10:00 AM to 10:00 PM
Open all week
- Alexandria - Smouha**
Zahret Al Ola Tower, End of 14 May Bridge, Smouha, Alexandria
Location: [Click here](#)
Working Hours : Daily from 10:00 AM to 10:00 PM
Open all week

Below the branches section, there's a 'Why Choosing Us' section with three columns: 'Luxury facilities', 'Affordable Price', and 'Many Choices'. Each column has a brief description and a 'More Info' link.

At the bottom, there's a row of logos for various certifications and associations, including ISO 9001:2008, ISO 10002:2004, ISO 14001:2004, Industrial Development Authority (IDA), Furniture Export Council, Chamber of Furniture Industry, and Federation of Egyptian Industries.

The footer contains links for DAMSON, Links, Help, Newsletter, Home, Payment Options, Enter Your Email Address, SUBSCRIBE, Shop, Returns, About, Privacy Policies, and social media icons for Facebook, Instagram, WhatsApp, and Telegram.

New Contact Page

The screenshot shows a contact page for a company named 'DAMSON'. At the top, there's a navigation bar with links for Home, Products, About, Contact, a search icon, a shopping cart, a heart icon, and a 'Sign in' button. The main header features a large, dark kitchen interior image with the word 'contact' overlaid. Below the header, the title 'Get In Touch With Us' is displayed, followed by a short description: 'It Our Product & Services. Please Feel Free To Drop Us ways Be There To Help You Out. Do Not Hesitate!'. The page contains several input fields for user information: 'Your name' (with 'Abc' typed), 'Email address' (with 'Abc@def.com'), 'Subject' (with 'This is an optional'), and a larger 'Message' field containing the text 'Hi! I'd like to ask about'. A prominent 'Submit' button is located below these fields. At the bottom of the page, there are four service icons: 'High Quality' (crafted from top materials), 'Warranty Protection' (Over 2 years), 'Free Shipping' (Order over 50.000 EGP), and '24 / 7 Support' (Dedicated support). The footer is dark and contains the company logo 'DAMSON', links for Links, Help, and Newsletter, and social media icons for Facebook, Instagram, WhatsApp, and Telegram.

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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