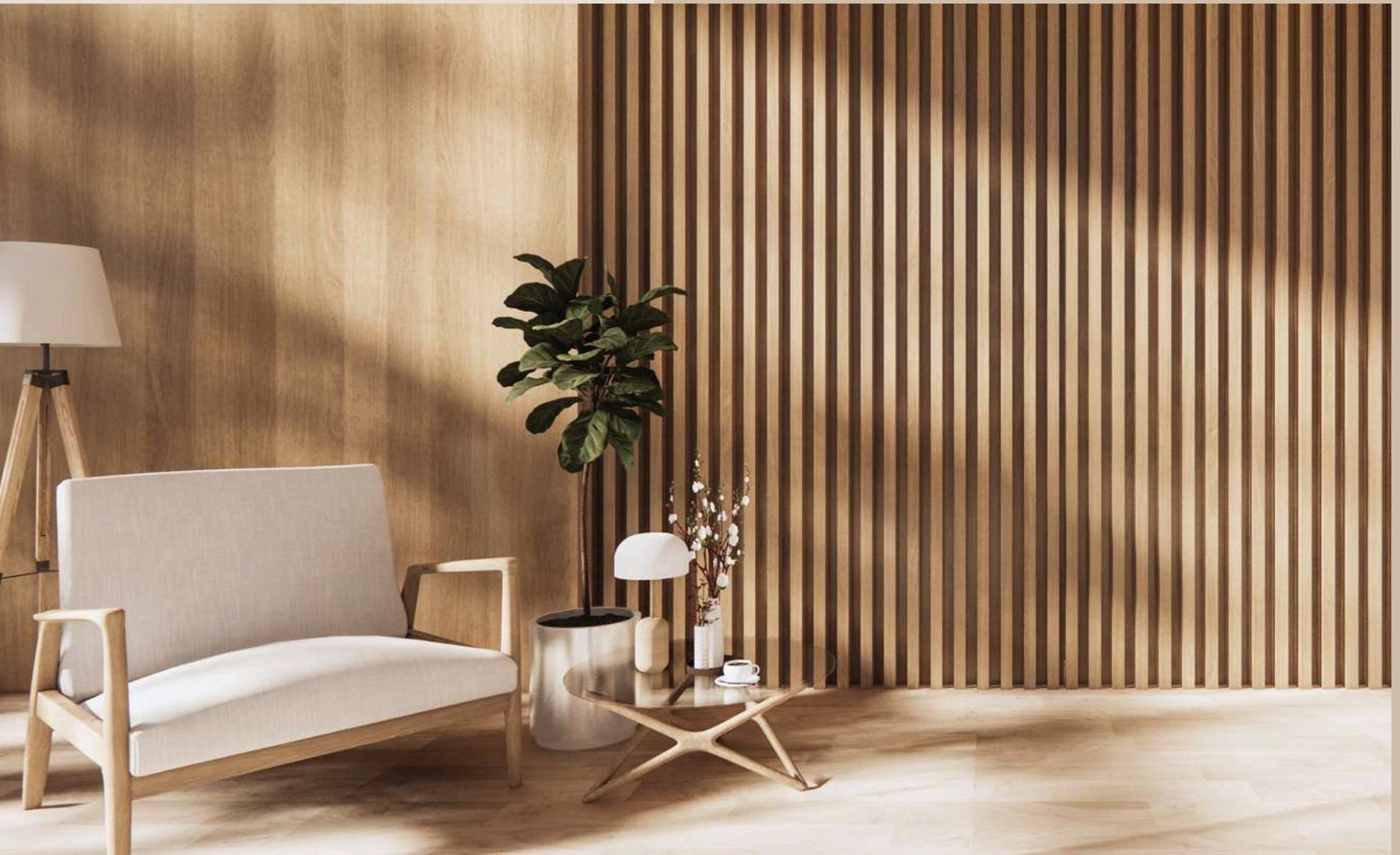


Damson Furniture Redesign

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.

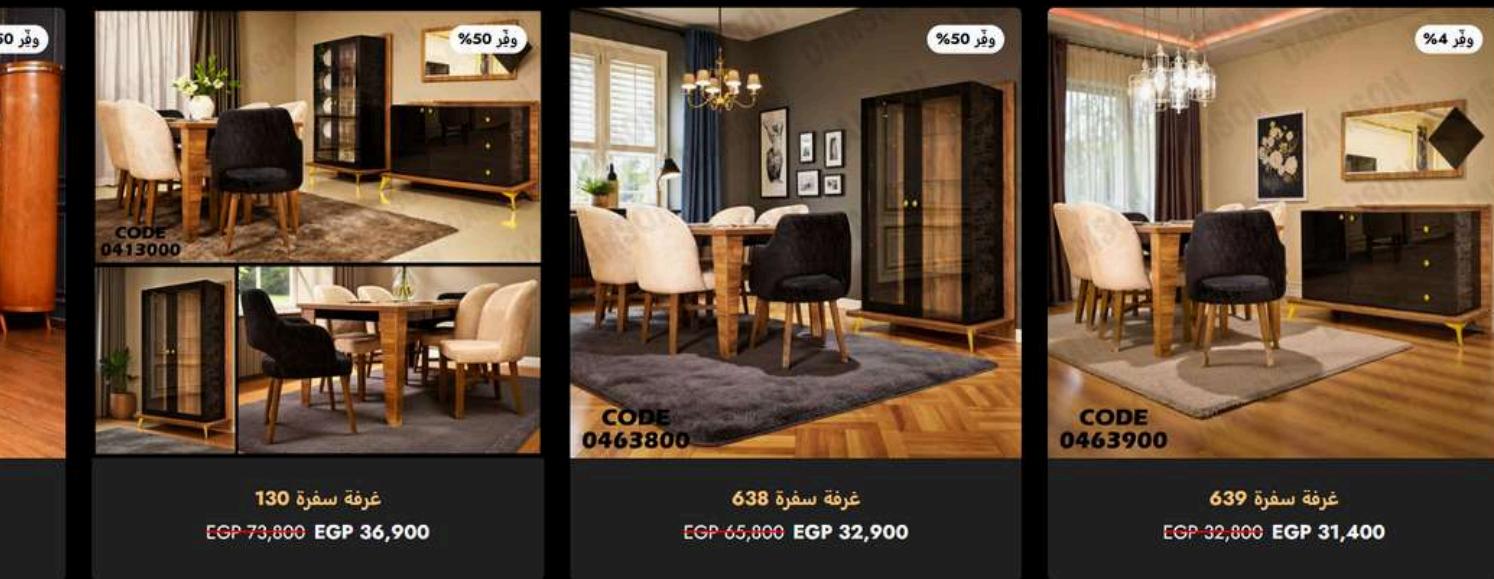
The bar at the beginning of the homepage should have quick access to both branches and addresses, but in fact, the bar moves continuously which make it not easy for the user to access the branches quickly. Also, every word you click on in the bar redirects to branches, which leads to insufficient redundancy.

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.



أحدث انتريهات في مصر



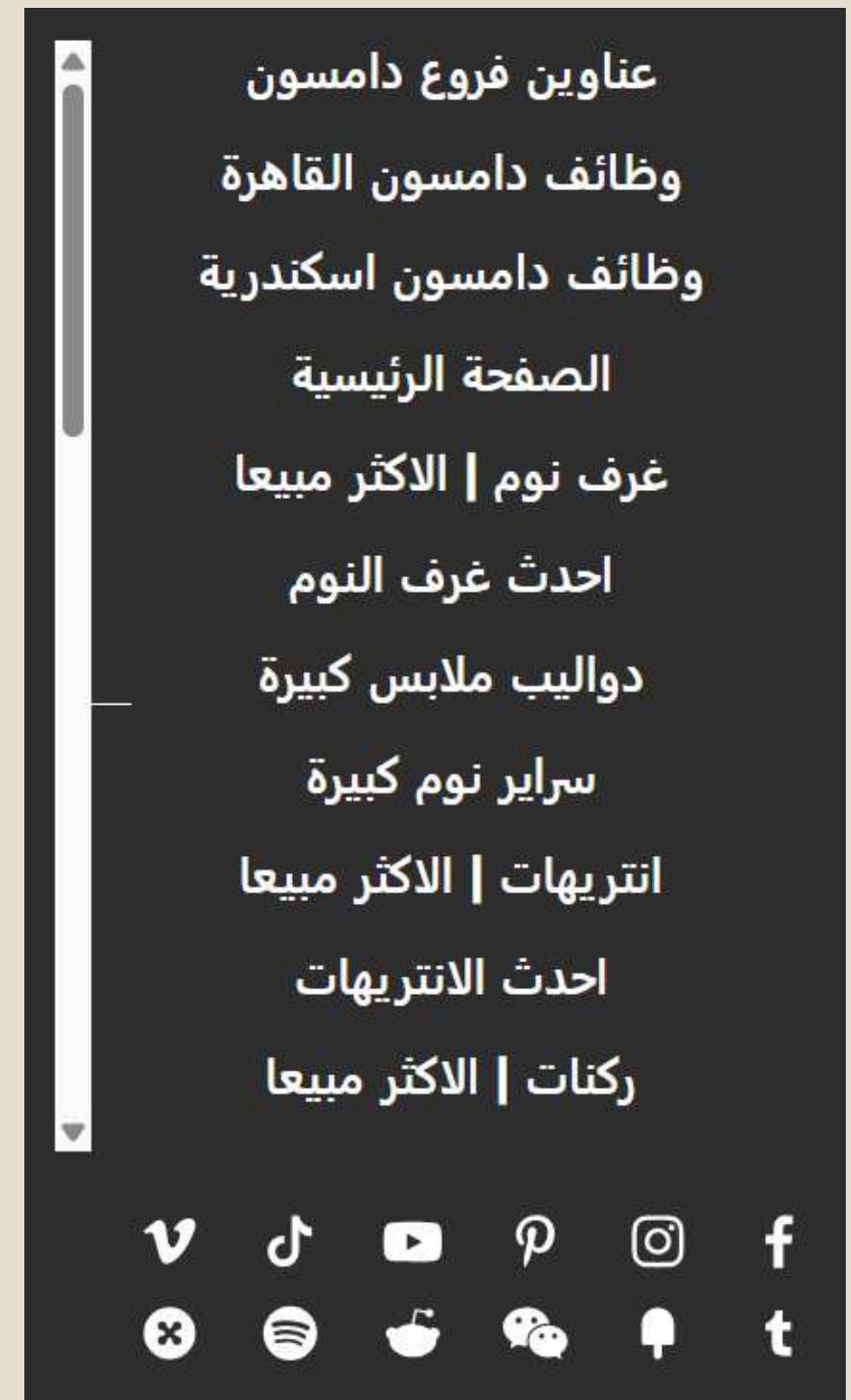
When selecting a product to view, users must scroll down to see all the product images, which can be quite tiring. Additionally, the sidebar that holds product details moves down alongside you, requiring you to return to the top of the page to add the product to your cart or check its details. Furthermore,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

الموقع 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

الموقع أضغط هنا

مواعيد العمل

يوميا من 10 صباحا حتى 10 مساء

العمل جميع أيام الأسبوع

الإسكندرية فرع جليم ★

الإسكندرية - جليم - 568 طريق الحرية - شارع أبو قير - دوران جليم - بجوار بنك إسكندرية

الموقع أضغط هنا

مواعيد العمل

يوميا من 10 صباحا حتى 10 مساء

العمل جميع أيام الأسبوع

Old Design UI Problems

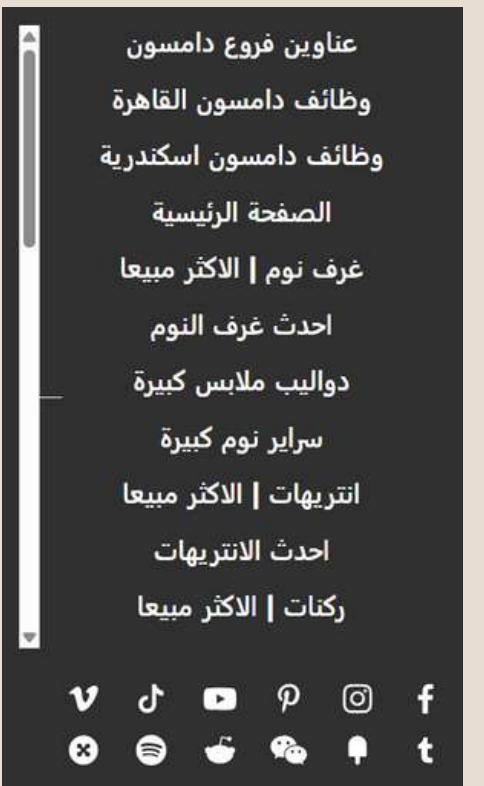
Inconsistent Colors: There are various font styles and sizes being used without a clear pattern. The color scheme lacks unity and fails to reflect the brand's identity.

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

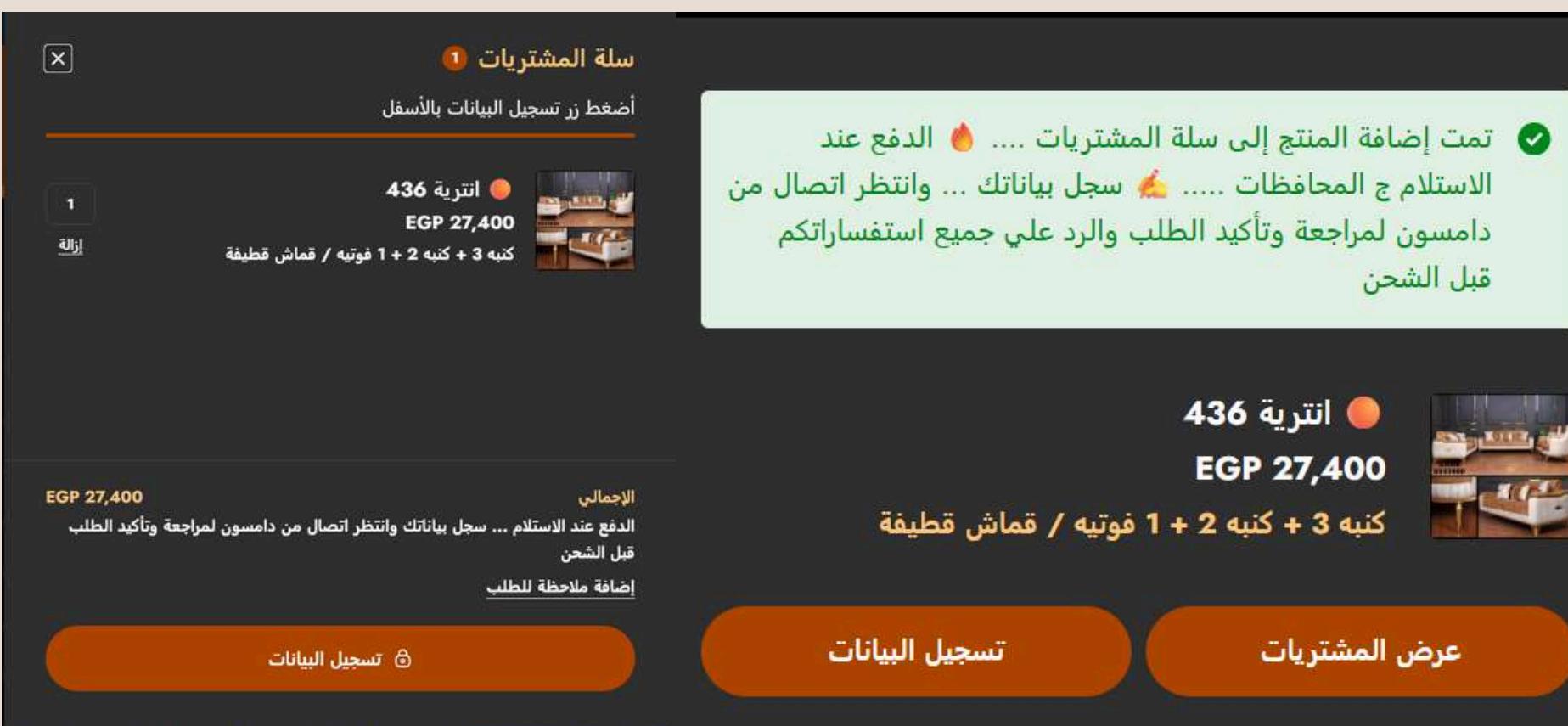
3 شارع أحمد رمزي كساب - خلف نادي النصر - ميدان المحكمة

اللوكيشن أضف هنا

مواعيد العمل

يوميا من 12 ظهرا حتى 10 مساء

الأحد عطلة أسبوعية



436

انتريه
EGP 27,400

كنبه 3 + كنبه 2 + 1 فوتيه / قماش قطيفة

قبل الشحن

عرض المشتريات

تسجيل البيانات

٦ تسجيل البيانات



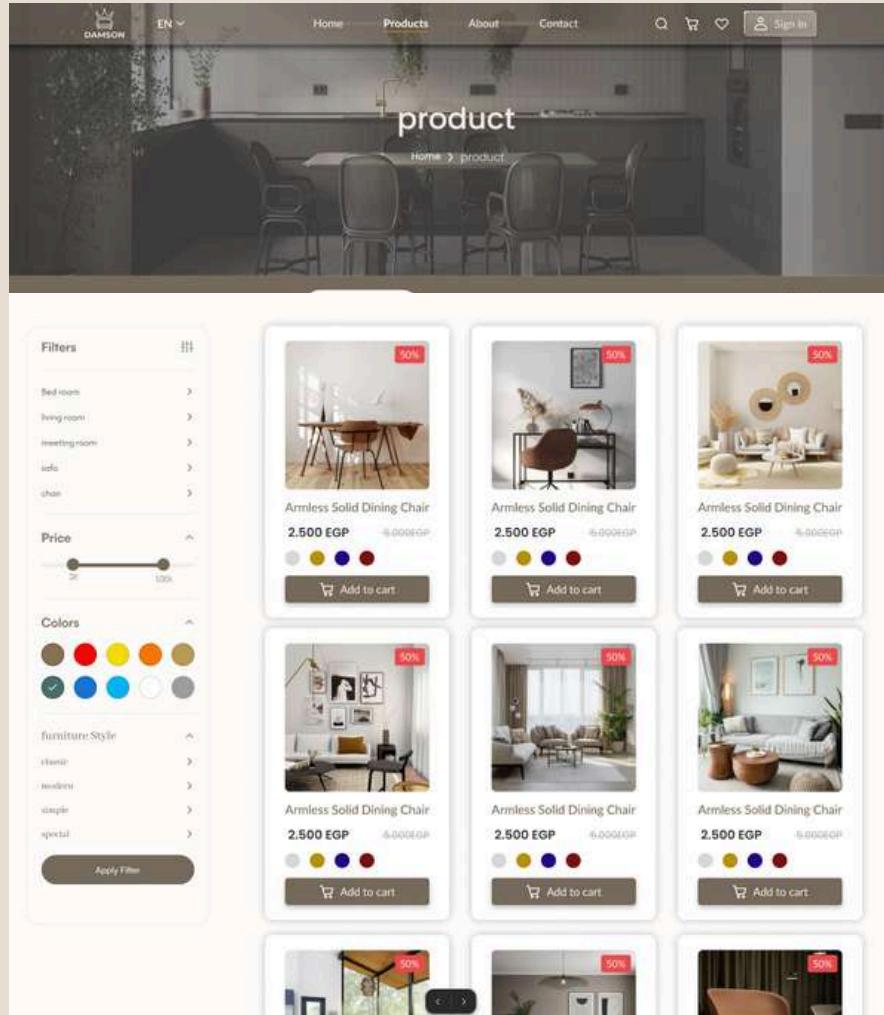
Redesign & Problems Solutions



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

Asgard sofa
10,000 EGP
5 Customer Review
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.

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.

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

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
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](#)

CERTIFIED ISO 9001:2015 COMPANY ISO Environmental Management, Occupational Health & Safety
CERTIFIED ISO 45001:2018 COMPANY ISO Customer Satisfaction
CERTIFIED ISO 14001:2015 COMPANY ISO Industrial Development Authority (IDA)
IDA Customer Satisfaction
CWF Export Council
Chamber of Furniture Industry Chamber
Federation of Egyptian Industries Federation

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, Products, About, and Contact. Below the navigation is a sidebar on the left containing a shopping cart icon, a 'Sign in' button with a user icon, a 'Contact Us' button, and an 'EXPLORE MORE' button. The main content area features a large image of a sofa. To the left of the sofa is a sidebar with several filter categories: 'Filters' (with 'Bed room', 'living room', 'meeting room', 'sofa', and 'chair' options), 'Price' (a slider from 20 to 100%), and 'Colors' (a color palette). At the bottom of the sidebar is a 'furniture Style' section with 'classic', 'modern', 'simple', and 'special' options. A large 'Apply Filter' button is at the bottom right of the sidebar. On the right side of the main content area is a 'Cart Totals' box showing 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

Below the totals 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



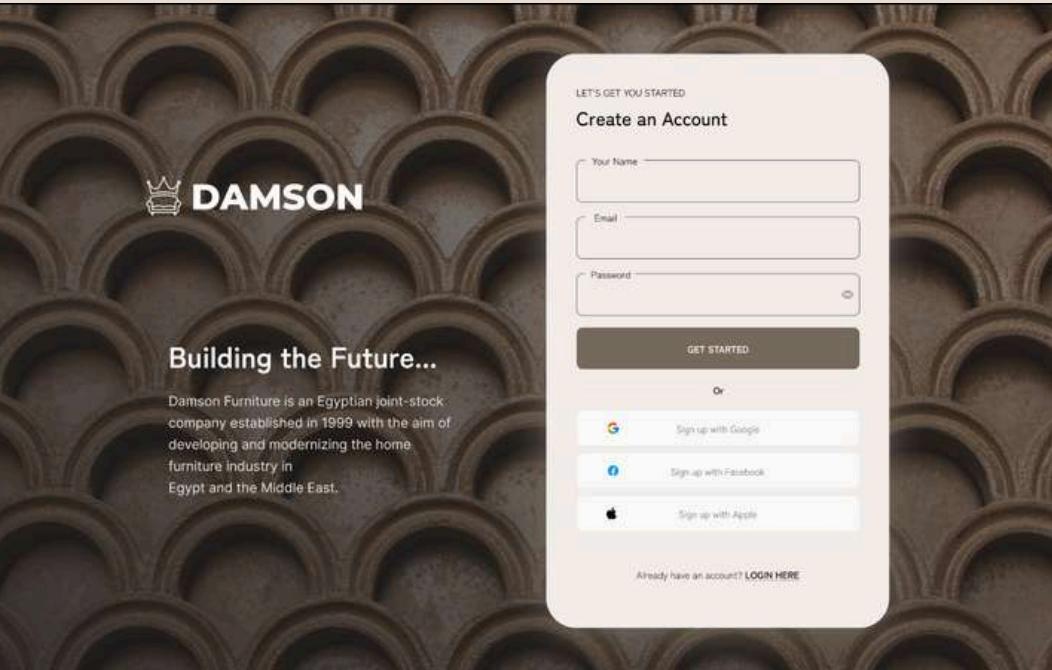
Luxury facilities	Affordable Price	Many Choices
The advantage of hiring a workspace with us is that gives you comfortable service and all-around facilities. More Info →	You can get a workspace of the highest quality at an affordable price and still enjoy the facilities that are oly here. More Info →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



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.

Product	Price	Quantity	Subtotal	
Asgaard sofa	25,000 EGP	3	75,000 EGP	
Asgaard sofa	25,000 EGP	2	50,000 EGP	
Asgaard sofa	10,000 EGP	1	10,000 EGP	
Asgaard sofa	25,000 EGP	1	25,000 EGP	

Cart Totals

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

Check Out

Introduced New UI Design

Introduced New UI Design

The new logo & the old one



old logo



new logo

The new footer menu

DAMSON

Links

Help

Newsletter

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

Home

Shop

About

Contact

Payment Options

Returns

Privacy Policies

Enter Your Email Address SUBSCRIBE

2025 DAMSON All rights reserved



Updated Homepage

The screenshot shows the homepage of the Damson Furniture website. At the top, there is a navigation bar with links for Home, Products, About, Contact, and a sign-in option. The main banner features a large image of a modern living room with a sofa and a chair. Overlaid on the banner is the text "DAMSON HERE YOU WILL FIND ALL WHAT YOU WANT" and a "Contact Us" button. The bottom half of the page has a light-colored background with a decorative border. On the left, there is a section titled "30,000+" with a graph icon and some small text. On the right, there is a section titled "ABOUT US" with a paragraph of text and a "EXPLORE MORE" button. There are also three smaller images of furniture pieces: a wooden vanity, a bedroom set, and a different view of a vanity.

This screenshot shows the "ABOUT US" section of the Damson Furniture website. It features a large title "ABOUT US" at the top. Below it is a paragraph of text: "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." At the bottom of the section is a "EXPLORE MORE" button.

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 photograph of a modern interior space with a long black counter, several chairs, and potted plants. The word 'About' is prominently displayed in the center of the photo. Underneath the photo, the text 'our store branches' is written. There are four sections, each containing a location name, address, working hours, weekly off day, and a 'Location: Click here' link. The locations are Cairo - Heliopolis, Alexandria - Gleem, Beni Suef, and Alexandria - Smouha.

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

Why Choosing Us

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

Certifications:

- ISO 9001:2008 Certified Company
- ISO 10002:2004 Certified Company
- ISO 14001:2004 Certified Company
- Industrial Development Authority (IDA)
- Furniture Export Council
- Chamber of Furniture Industry
- Federation of Egyptian Industries

DAMSON

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

Links | Help | Newsletter

Home | Payment Options | Enter Your Email Address | SUBSCRIBE

Shop | Returns

About | Privacy Policies

Facebook | Instagram | WhatsApp | Messenger

New Contact Page

The screenshot shows a contact page for a company named DAMSON. The header includes a logo, language selection (EN), and navigation links for Home, Products, About, Contact, a search bar, and a sign-in button. The main heading "contact" is displayed above a photograph of a modern interior space with a dark counter and chairs. Below the photo, the heading "Get In Touch With Us" is followed by a short message: "It Our Product & Services. Please Feel Free To Drop Us ways Be There To Help You Out. Do Not Hesitate!" The form fields include "Your name" (with "Abc" entered), "Email address" (with "Abc@def.com" entered), "Subject" (with "This is an optional"), and "Message" (with "Hi! I'd like to ask about"). A large "Submit" button is at the bottom. 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 contains links for DAMSON, Links, Help, and Newsletter, along with social media icons for Facebook, Instagram, WhatsApp, and Telegram. It also includes a "3 Ahmed Ramzy Kassab Street, Behind Al Nasr Club, Court Square" address, a "Home" link, "Payment Options", a newsletter sign-up field ("Enter Your Email Address" and "SUBSCRIBE"), a "Shop" link, "Returns" link, an "About" link, and a "Privacy Policies" link.

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>

Under Supervision

Dr/ Osama Ghoneim

Eng/ Omar Khaled