

Muhammad Zaid Arif's UX Portfolio

A curious explorer of how people interact with technology, driven to uncover insights and pioneer new possibilities in digital and physical experiences

Project 1: Redesigning the ICCIT Website: A Journey of User-Centered Design

Project Overview & Objectives

- Overview: Enhance ICCIT website user experience & functionality
- Scope: Research, design, prototype, test, and recommend final improvements
- Objectives:
 - Improve usability, accessibility, and satisfaction
 - Streamline navigation for easy access to information
 - Clear communication of program details and resources
 - Increase visibility and accessibility of mental health resources
 - Maintain brand consistency and stakeholder engagement

Methods for Gathering User Feedback:

- Participatory Design: Collaborative sessions involving stakeholders to gather input on website design and features.
- Contextual Inquiries: Observational research conducted in the context of website usage to understand user behavior and needs.
- Focus Groups: Group discussions with users to gather insights, opinions, and suggestions regarding website usability and functionality.

TIMELINE

CONTEXTUAL INQUIRY INTERVIEWS



Understand users' needs through direct observation and interaction

PARTICIPATORY DESIGN



Involve users in the design process to ensure relevance and usability

FOCUS GROUP



Gather feedback and insights from a diverse group of stakeholders

FINAL DESIGN



Develop a polished and refined solution based on user feedback and research

IMPLEMENTATION



Execute the finalized design solution into practice

FUTURE RECOMMENDATIONS



Provide suggestions for ongoing improvements and adaptations

Contextual Inquiry Findings

Key Insights: Users dissatisfied with homepage relevance, inconsistency in information, navigation complexity, and visual flaws.

Important Flaws: Irrelevant homepage content, inconsistent information, complex navigation, visual issues.

Themes Observed: Need for clear homepage content, consistency in information, simplified navigation, improved visual aesthetics.

"A lot of times... different pages of the university website say different things which can get really confusing. The biggest thing is... the actual content rather than, like how it looks. And making sure it's easy to find"

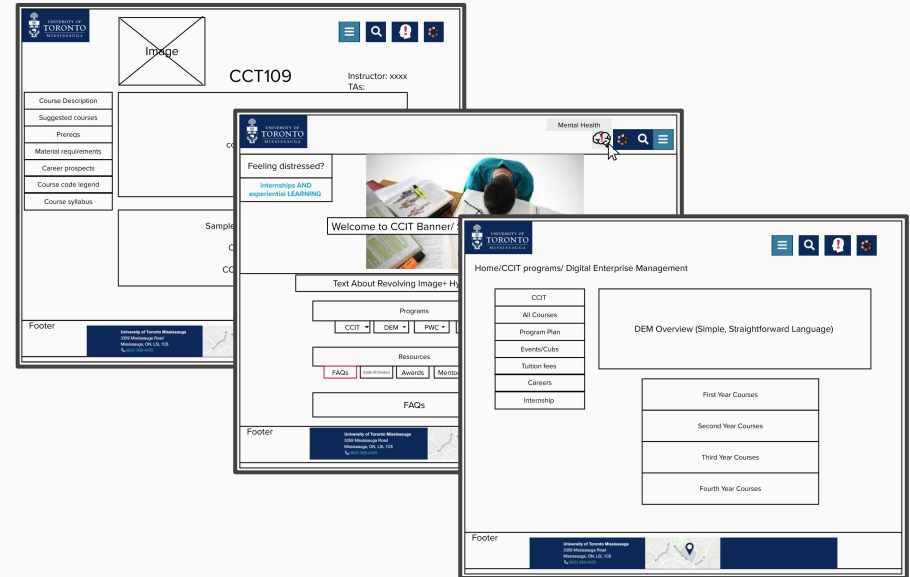
"I see that on the left menu that says 'courses.'... I click that. And... I would just click on one of them... I'm led to like the 2021 2022 calendar, and not the course content description"

Participatory Design Sessions

Overview: Engaged users in collaborative design sessions to gather feedback.

User Perceptions: Users emphasized the need for improved course and program descriptions, clearer mental health resources, simplified navigation, and enhanced homepage content.

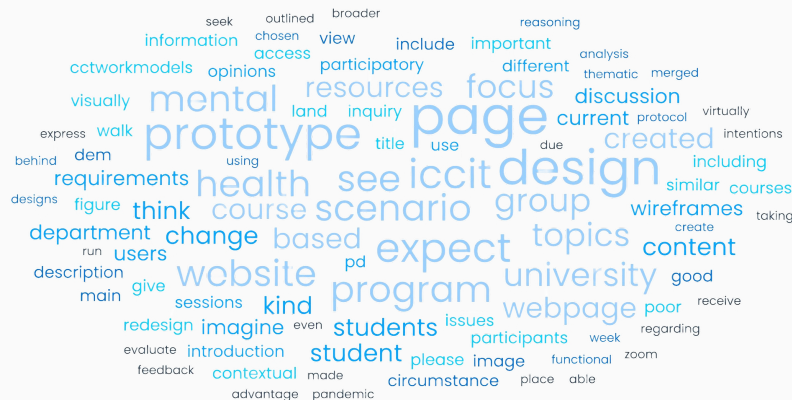
Design Recommendations: Participants suggested detailed course and program descriptions, prominent mental health resources, streamlined navigation, and more informative homepage content.



Focus Group Insights

Summary: Focus groups provided valuable insights, highlighting the importance of accessible mental health resources, improved course and program descriptions, streamlined navigation, and enhanced homepage content.

Key Design Considerations: Incorporate prominent mental health resources, detailed course and program descriptions, simplified navigation, and informative homepage content based on focus group feedback.



Evolution of Website Designs

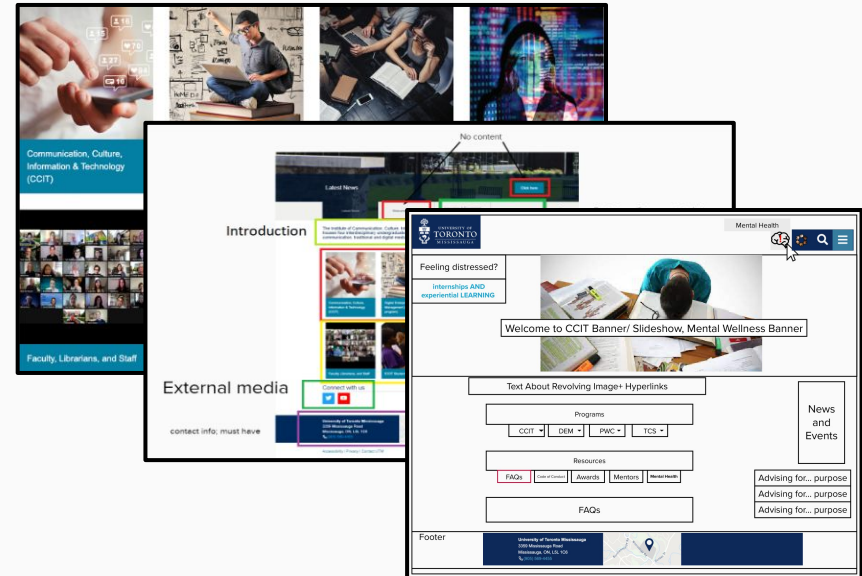
Initial Concept: Basic layout with key components identified.

Prototype 1: Sidebar navigation, instructor information, and initial icon placement based on participatory design feedback.

Prototype 2: Refined homepage with emphasis on mental health resources and improved banner design following focus group insights.

Prototype 3: Enhanced program description page with table navigation and revised menu options as suggested by contextual inquiries.

Final Prototype: Consolidation of feedback into a cohesive design, addressing user preferences and improving overall usability.



Final Design Recommendations

Simplify Navigation: Streamline navigation to enhance user experience

Improve Consistency: Ensure consistency in font styles, sizes, and images across pages

Enhance Mental Health Resources: Increase visibility and accessibility of mental health resources

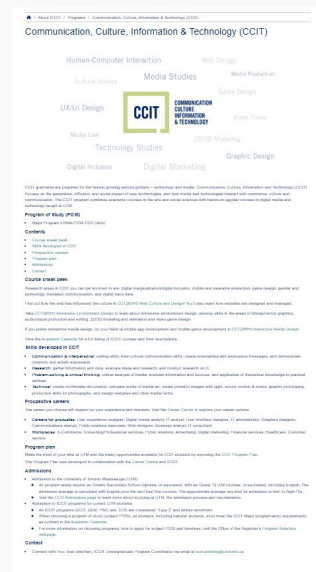
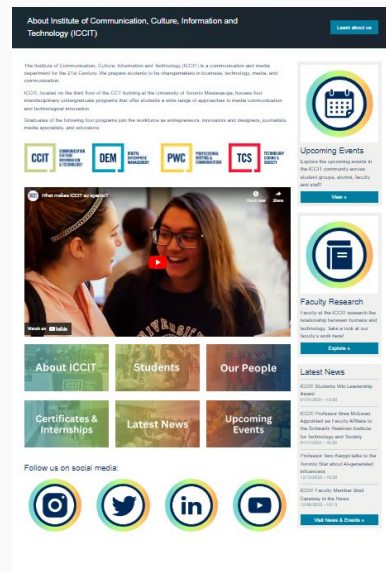
Add Detail Course and Program Descriptions: Provide comprehensive details for better understanding

Highlight Student Experience: Showcase student experience to make the website more welcoming

Replace Banner with Relevant Information: Utilize homepage space effectively for valuable content

Include Admission Requirements: Display admission requirements prominently on program pages

Maintain Clarity and Simplicity: Use language that is clear and understandable to all users



Conclusion

Key Findings: Identified critical flaws in the current ICCIT website, including complex navigation and inconsistent information

Recommendations: Proposed design enhancements to simplify navigation, improve consistency, and elevate resources

Next Steps: Plan to implement recommended changes in collaboration with stakeholders and developers. Future focus on user testing to ensure the effectiveness of redesign effort.

Future Plans: Explore additional opportunities for enhancing user experience, such as mobile optimization and further user engagement initiatives