



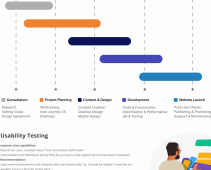
Problem Statement

- Many user experience problems are out of focus.
- Poor user satisfaction/engagement.
- Poor overall quality.
- Lack of design strategy.
- Lack of consistent user experience.

Solution

We improved the user experience by using a user-centred approach to create a user-centred website. We used a user-centred approach to create a user-centred website. We used a user-centred approach to create a user-centred website.

Project Timeline



Usability Testing

Improve the usability of the website. Most of our users complained that the website was not user-friendly. We conducted usability testing with 10 participants to identify the most common usability issues. We used a user-centred approach to create a user-centred website.



UX Audit

We conducted a UX audit of the website to identify the most common usability issues. We used a user-centred approach to create a user-centred website.

<p>Question: How easily can you find the user profile design?</p> <p>User Feedback: We have many very happy with the website design. We found it very easy to use. We found it very easy to use. We found it very easy to use.</p>	<p>Question: What would you like to see on the website?</p> <p>User Feedback: I would like to see more information about the website. I would like to see more information about the website. I would like to see more information about the website.</p>
<p>Question: What would you like to see on the website?</p> <p>User Feedback: I would like to see more information about the website. I would like to see more information about the website. I would like to see more information about the website.</p>	<p>Question: How would you like to see the website?</p> <p>User Feedback: I would like to see more information about the website. I would like to see more information about the website. I would like to see more information about the website.</p>
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Usability Heuristics

<p>Clear Content & Structure: Users can find what they need before it's complete.</p>	<p>Consistency & Standards: We maintain the consistency of our design.</p>
<p>Flexibility and Efficiency of Use: We provide shortcuts for the power users.</p>	<p>Helpfulness: We provide helpful information in our design.</p>
<p>Visibility of System Status: We provide clear feedback on the system status.</p>	<p>Help Users: We provide helpful information in our design.</p>

Persona 1: John Smith

<p>Name: John Smith Occupation: Self-employed</p>	
<p>Demographics: John is 35 years old, married, and has two children. He is a self-employed contractor who works from home.</p>	
<p>Goals: John wants to find a way to manage his business more efficiently. He wants to find a way to manage his business more efficiently. He wants to find a way to manage his business more efficiently.</p>	<p>Key Activities: John is a self-employed contractor who works from home. He is a self-employed contractor who works from home. He is a self-employed contractor who works from home.</p>
<p>Key Needs: John needs a way to manage his business more efficiently. He needs a way to manage his business more efficiently. He needs a way to manage his business more efficiently.</p>	<p>Key Frustrations: John is frustrated with the current way of managing his business. He is frustrated with the current way of managing his business. He is frustrated with the current way of managing his business.</p>

Participant Demographics



Process



Current Design

Current design features a lot of clutter and is not user-friendly. It is not user-friendly. It is not user-friendly. It is not user-friendly.

New Design

New design is clean, modern, and user-friendly. It is clean, modern, and user-friendly. It is clean, modern, and user-friendly. It is clean, modern, and user-friendly.

Icons

Modern Color Palette

Existing Section

Improved Layout

Existing Section

Improved Layout

Testimonial Section

We conducted a testimonial section to gather feedback from our users. We used a user-centred approach to create a user-centred website.

Old Look

Old look features a lot of clutter and is not user-friendly. It is not user-friendly. It is not user-friendly. It is not user-friendly.

New Look

New look is clean, modern, and user-friendly. It is clean, modern, and user-friendly. It is clean, modern, and user-friendly. It is clean, modern, and user-friendly.

UX Research

UX research is a key part of the design process. It is a key part of the design process. It is a key part of the design process. It is a key part of the design process.



New Screens