Zohreh
Sotoudehseresht

PORTFOLIO

UI/UX Design

Zohreh Sotoudeh

Experiences

Graphic Designer (Freelance)
Parseh Game Club, Tehran, Iran
Aug 2022 - Oct 2023

Graphic Designer (Full-time)
Alochap Design and Digital Printing Co, Tehran, Iran
May 2019 – Nov 2022

Web Designer (Freelance)
Afshar electrical supply store, Tehran, Iran
Mar 2021 - Jul 2021

Web Designer (Freelance)
Papyrus Offset Printing Company, Alborz, Iran
Mar 2020 - Apr 2020

Graphic and Web Designer (Full-time)
Mehr Aein Vanda (Fastos Group), Tehran, Iran
Nov 2016 – Apr 2019

Education and Courses

Sapienza University of Rome, Rome, Italy
M.Sc. in Product and Service Design
Oct 2022 - Present

Pars University of Art and Architecture, Tehran, Iran
M.A. in Visual Communication
Feb 2017 – Nov 2019

Google UX Design Professional Certificate
Google Career Certificates, Coursera
Jun 2022 - Present (150 hours)

Skillset and Interest

Graphic Design
User Experience
Interaction Design
Product Design
User Research
Advertising
Digital Marketing

Languages

Persian: Native Proficiency
English: Working Proficiency
Italian: Limited Working Proficiency
Azeri-Turkish: Basic Familiarity

Technical Skills

Contact

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Graphic Designer
UI/UX Designer

Profile

Hi! My Name is Zohreh, I'm a UX and Graphic Designer based in Italy. I've had over seven years of work experience, and have placed my main focus on digital media. In addition, I am adept at branding design and design for printed material.

Currently, I'm studying MSc in product and service design. As a master's student, I focus on creating user-centered designs for a great experience.

Before pursuing my master's degree, I used to work at a digital printing company as a full-time designer and before that, I used to be a graphic designer at a bicycle company.

I've also worked as a freelance UI/UX and graphic designer since 2016. My design approach is human-centered, blending simplicity with brand identity principles for impactful solutions.

Passionate about ideation and visual design, I love understanding how people use things and turning user problems into seamless experiences at scale.

I use different design tools depending on the project but my favorite tools are Figma, Adobe Photoshop, and Illustrator.

Outside of work, you can find me reading books, watching movies, traveling, and painting.

UI/UX Design

Kiddie Mode

UI/UX Design | An application for parents

Project Overview

Role: UI/UX Designer

Date: Dec 2023 - Mar 2024

Design Tool: Figma

Description:

An app facilitating the buying and selling of secondhand kids' clothes and other stuff, fostering sustainable practices.

Problem Addressed:

Kids' clothes are expensive, and children grow up very fast, needing new clothes. The things they don't use anymore take up space and throwing them away is bad for the environment.
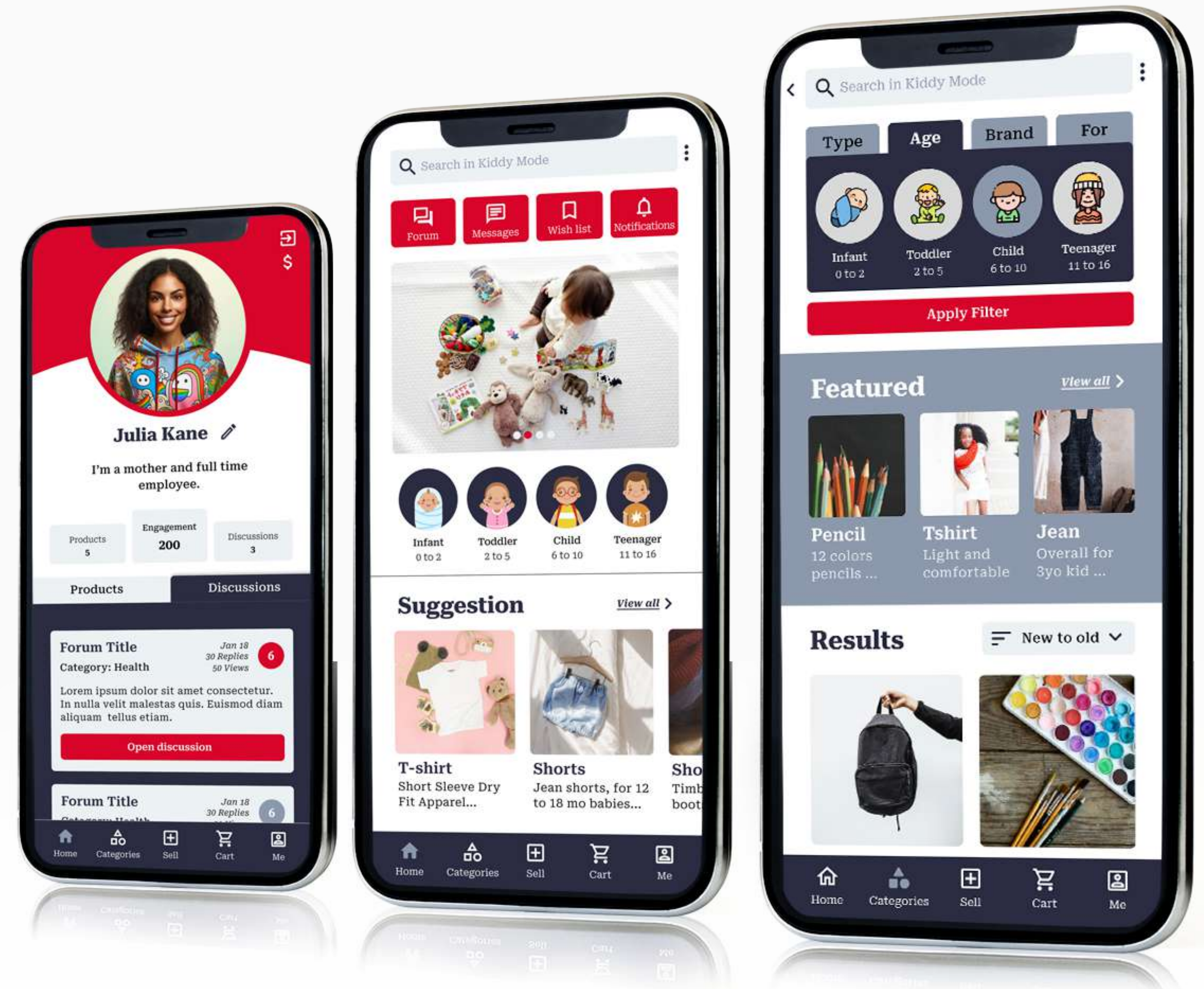
Objective:

We recognize the environmental impact of the textile industry and understand the need for sustainable parenting practices.

The goal of this project was to create a platform that not only facilitates the buying and selling of secondhand kids' clothes but also fosters a community where parents can connect, share parenting experiences, and contribute to a more sustainable future.

Process:

Conducted user research, created intuitive wireframes, iteratively designed interfaces, and implemented user testing for optimal usability.

Understanding The User

Emily

"I spend a lot of money on the clothes for my children but since they are growing up very fast, they cannot wear them for a long time, sometimes my children don't even wear some of the clothes. I really don't know what to do with these clothes."

Goals

- Wants to buy kids clothing in no time
- Wants to get rid of the clothes her children do not use
- Wants her children be healthy
- Wants her children wear high quality clothes

Frustrations

- She doesn't know what to do with the useless clothes
- She doesn't have a big cellar to store excess clothes
- She spends a lot on children clothing every month
- Lack of accurate information on the products concerns her

Emily

Age: 37
Education: MSc in english
Hometown: Gothenburg, Sweden
Family: Two kids and husband
Occupation: HR expert

Emily is a 37 year-old mother who has a 10 years-old daughter and a 2 year-old son, her children grow up very fast and sometimes they don't even use the things that Emily has bought for them, Emily has stored a lot of things in her house and since her house is not so big, she needs to make some room for the essential things. She is an employee in a company with a medium level wage.

Alex

"My son is 6 and his clothes don't fit him for a long time. I spend a huge part of my money on his clothes every month."

Goals

- Wants to save money
- Wants to buy clothes for his son in a reasonable price
- Cares about his son's health condition
- Would like to earn more money
- Would like to be able to sell useless clothes

Frustrations

- He doesn't have a full time job so he doesn't earn much money
- Children clothing is too expensive for him
- Doesn't know what to do with the useless clothes of his son
- Complex app interfaces make it difficult for him to purchase

Alex

Age: 28
Education: College
Hometown: Colorado, USA
Family: A son, Single
Occupation: Part time waiter

Alex is a 28 year-old single father who has a 6 year-old son, his son is naughty and grows up very fast. He ruins most of his clothes while playing with the other kids. The clothes that he doesn't ruin, won't fit him for a long time. Alex has a job with a low level income, so he has to manage the living expenses. It's challenging for him to buy new clothes for his son every month.

Emily's Problem Statement

Emily is a working mother with two children who needs to get rid of the clothes that her children don't use anymore because she thinks children's extra clothes take up too much space.

Alex's Problem Statement

Alex is a single father with a low income who needs to get the things his son needs without spending too much because he wants to manage their lives in a better way and he finds it frustrating to spend a lot on clothing.

Goal Statement

Our kiddie Mode app will let users buy and sell children's secondhand clothes which will affect parents who have a limited budget and small space in their house, by freeing up some space in the house and making money. We will measure effectiveness by sending a questionnaire after each purchase and sale and counting the number of activities the user did in 3 months.

Understanding The User

The **user story** for this persona: As a mother of two children who is an employee with a medium-range salary, Emily wants to be able to buy affordable, high-quality clothes for her children and get rid of her children's useless clothes, so that she can make sure her children are healthy and she can also free up some space at home.

Using this user story helps us achieve the **hypothesis statement** which is: If Emily becomes able to sell the things that her children don't use, then she can get rid of the things that she has stored in the cellar and free up some space. Also if she can get enough information about the clothes she is buying for the kids, then she is relieved that her children are healthy.

The **user story** tells us:

As a father of a naughty boy with a low income, Alex wants to be able to buy cheap clothes and resell his son's useless clothes, so that he can earn some money and manage their lives in a better way.

Using this user story helps us achieve the **hypothesis statement** which is:

If Alex becomes able to sell the clothes his son doesn't wear then he can make some money. Also if he buys cheap clothes, then he can save some money.

I considered two main tasks for the users and thought about the steps that they take to do the task: selling and buying kids' clothes. In the charts, rectangles show pages that have to be designed and the other shapes show the actions and decisions. According to these charts, I identified the main pages and components to design.
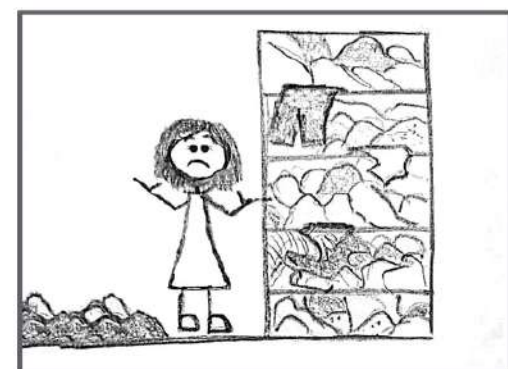

User task: Buy kids clothing
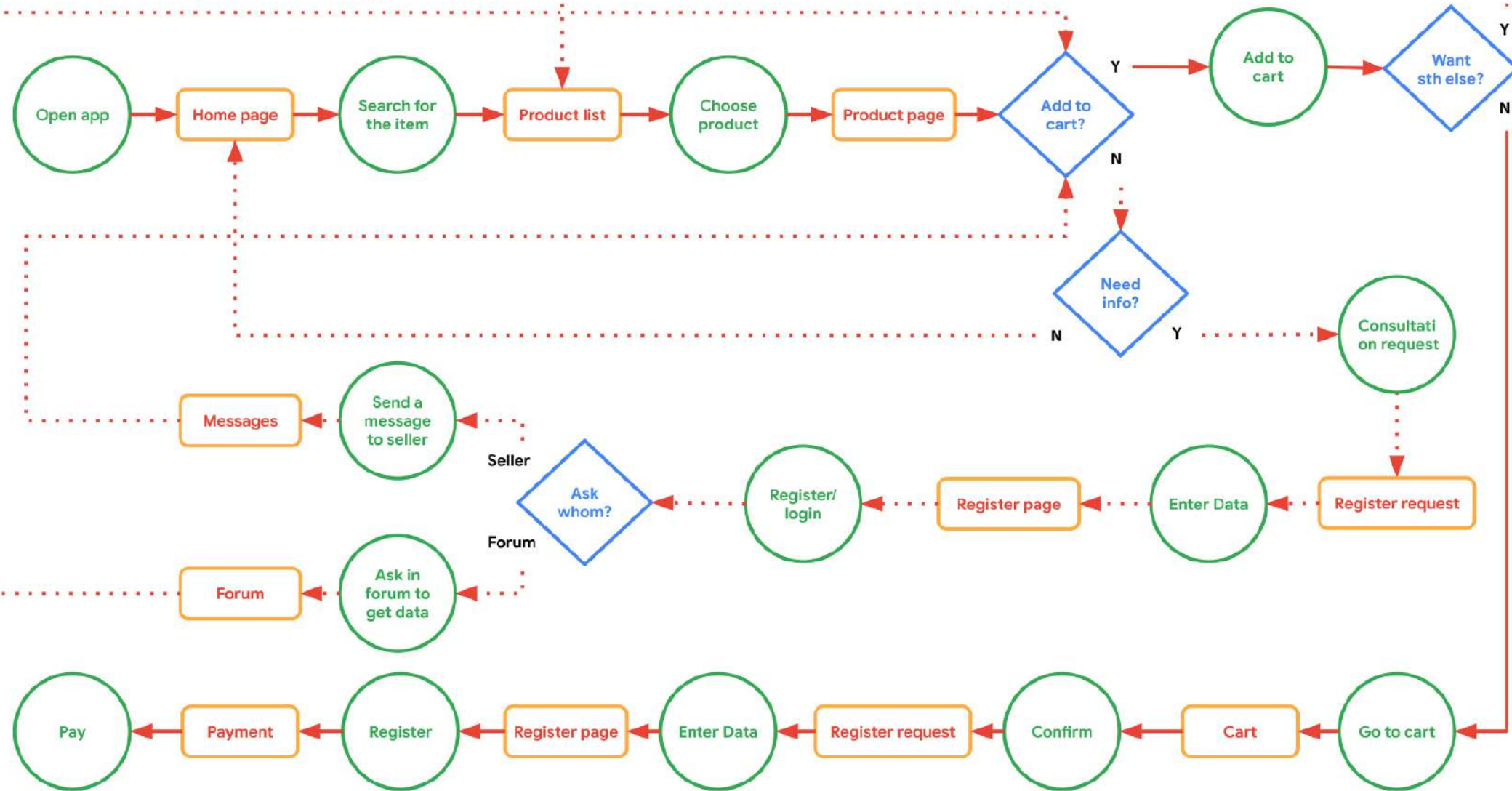
User task: Sell kids clothing
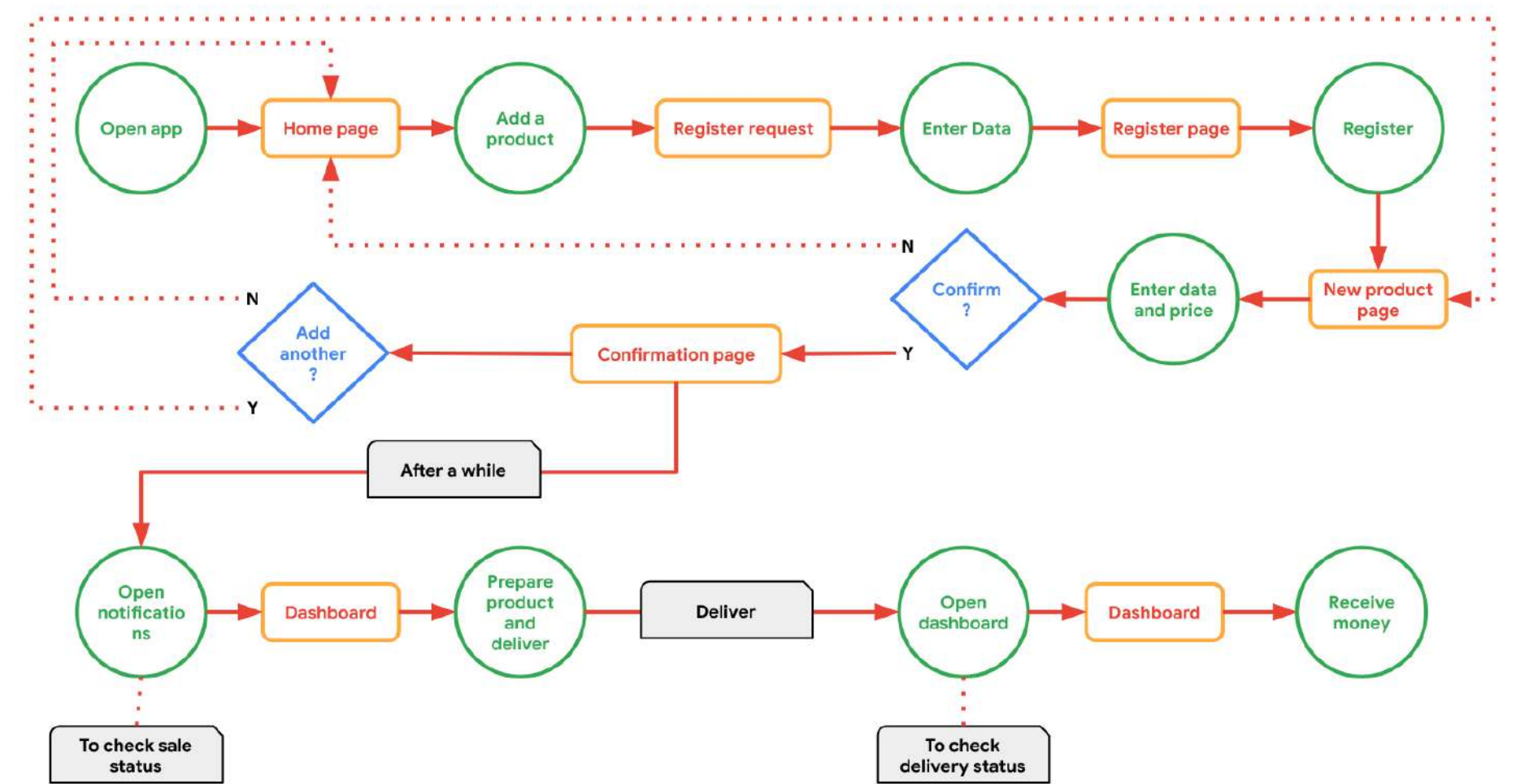
Understanding The User

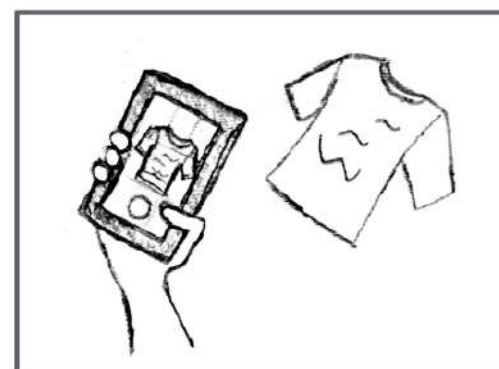### UX Design Storyboard (Big Picture)
Scenario: an app for parents to buy/sell kids second hand clothes
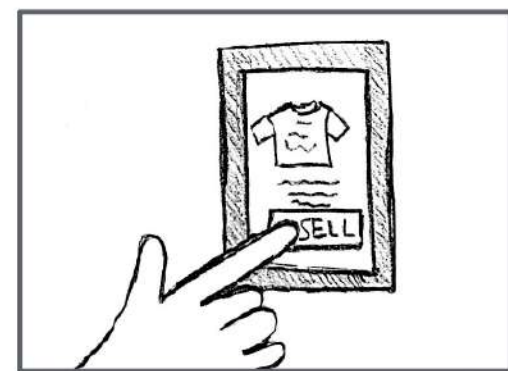

Emily has a lot of useless kids' clothes

She searches to get idea of what to do with them and finds our app

She takes photo of the clothes

She puts the clothes on our app to sell

Someone buys the clothes and pays for them

Emily's house is neat now and she has more space

I did this task by sketching rough illustrations and thinking about how each scene connects to the next, ensuring a coherent and realistic storyline.
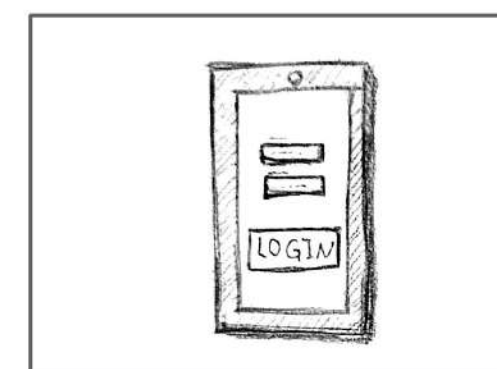
Once the big picture storyboard has been completed, the close-up storyboard production process begins. This phase focuses on fleshing out the finer details of each step on the app.

UX Design Storyboard (Close-up)
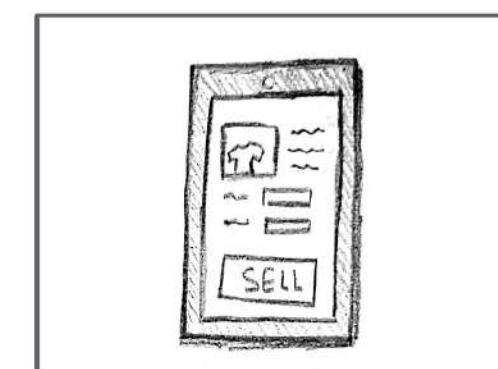**Scenario: an app for parents to buy/sell kids second hand clothes**
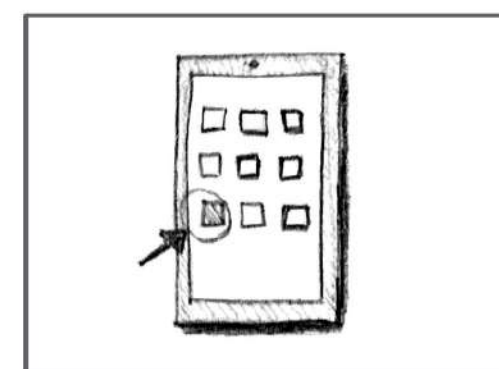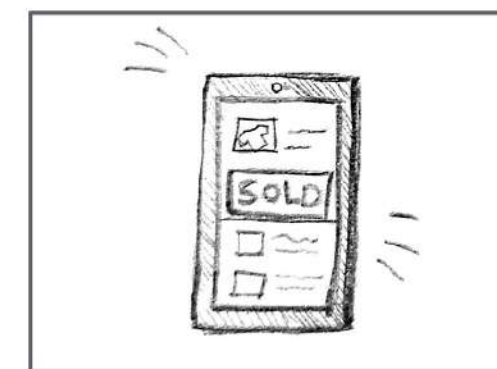

Emily opens our app on her phone

She logs in the app in order to be able to sell

She enters the photo and data of the product that she wants to sell

She enters the price and confirms the information to sell the product

She gets notification about her sold products.
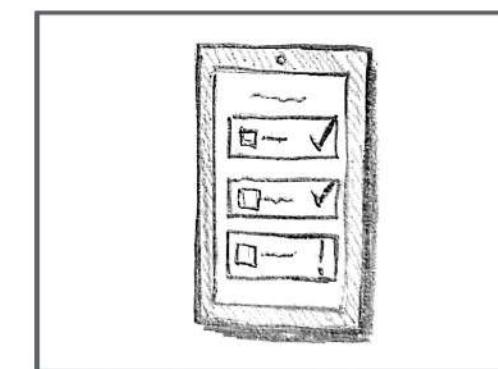
Emily's delivers the clothes and receives money

Paper Wireframe

After all the user research activities, I started creating a wireframe for the application. User flow shows that I need pages such as homepage, product, profile, categories, etc. So I started to draw these pages.

For each page, I thought about the essential components that need to be on them.

After doing this, I assessed the wireframes and chose among the alternatives. In this stem, I made the decision about the components that I want to keep in my final design.
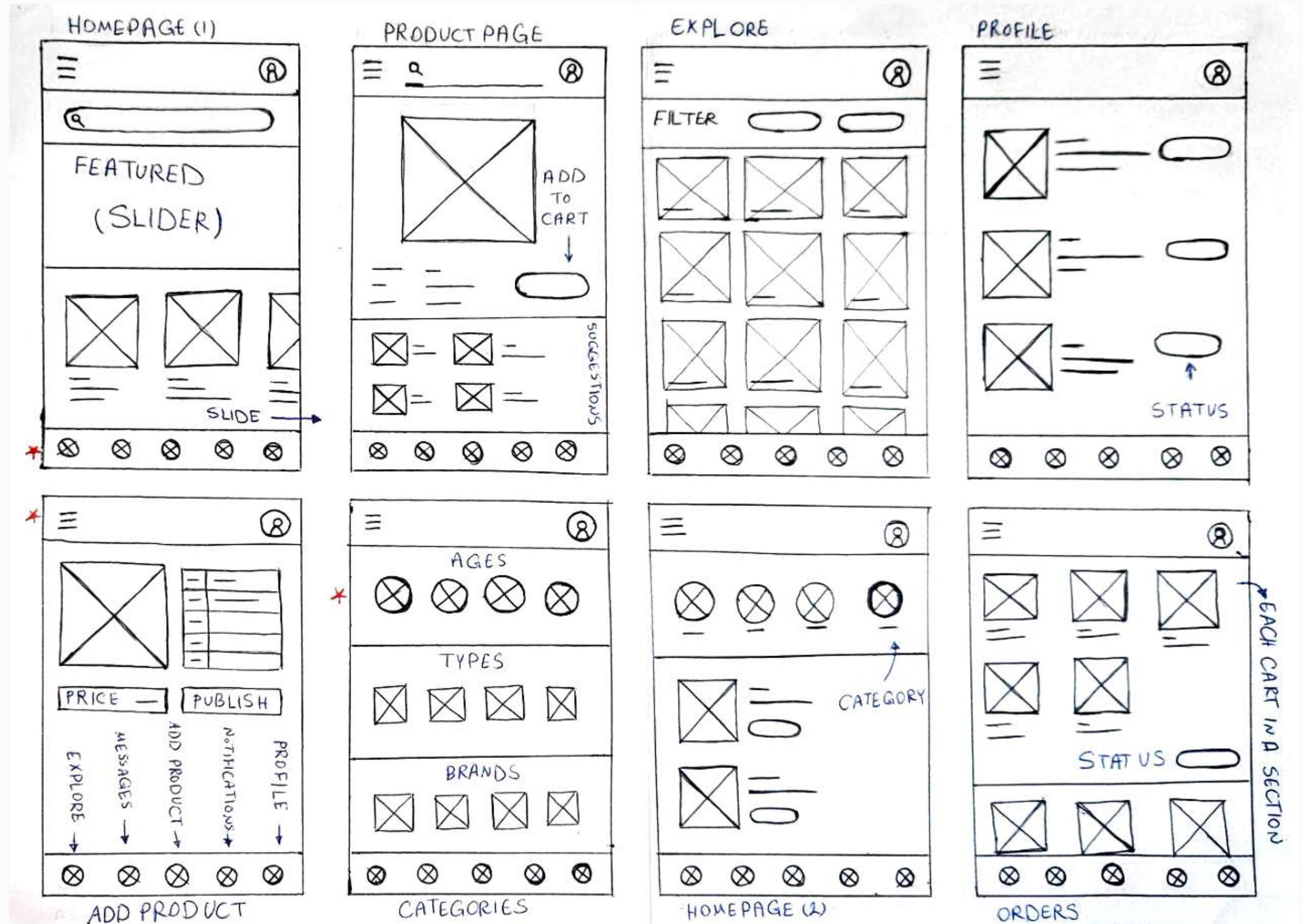
Low Fidelity Prototype

Usability Study Findings

Communication and Negotiation:

While the app initially lacked direct communication features between buyers and sellers, users suggested the inclusion of a messaging system to facilitate negotiations and inquiries.

Mobile Responsiveness:

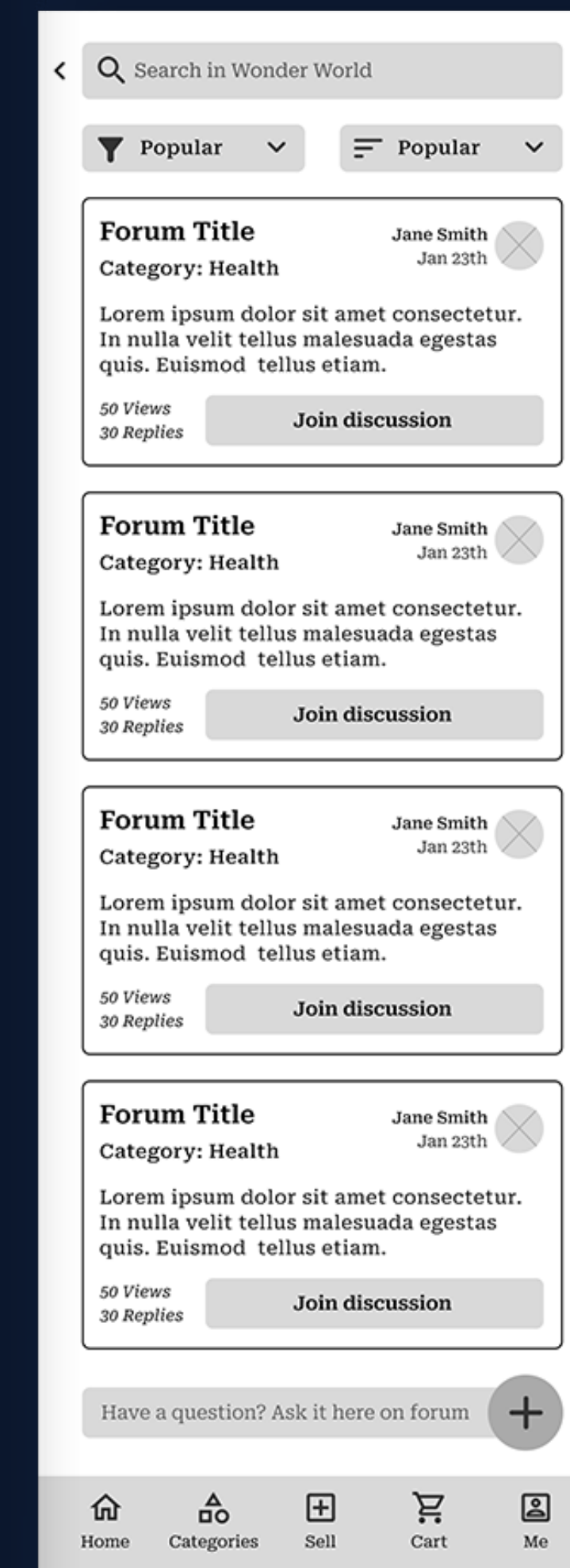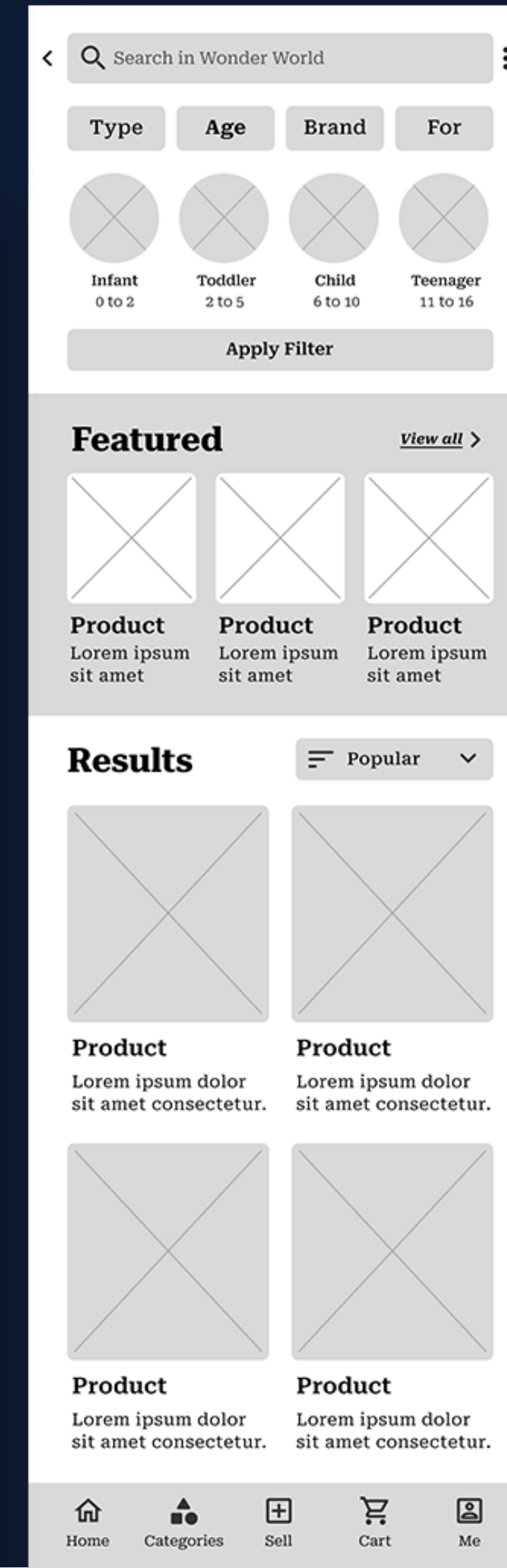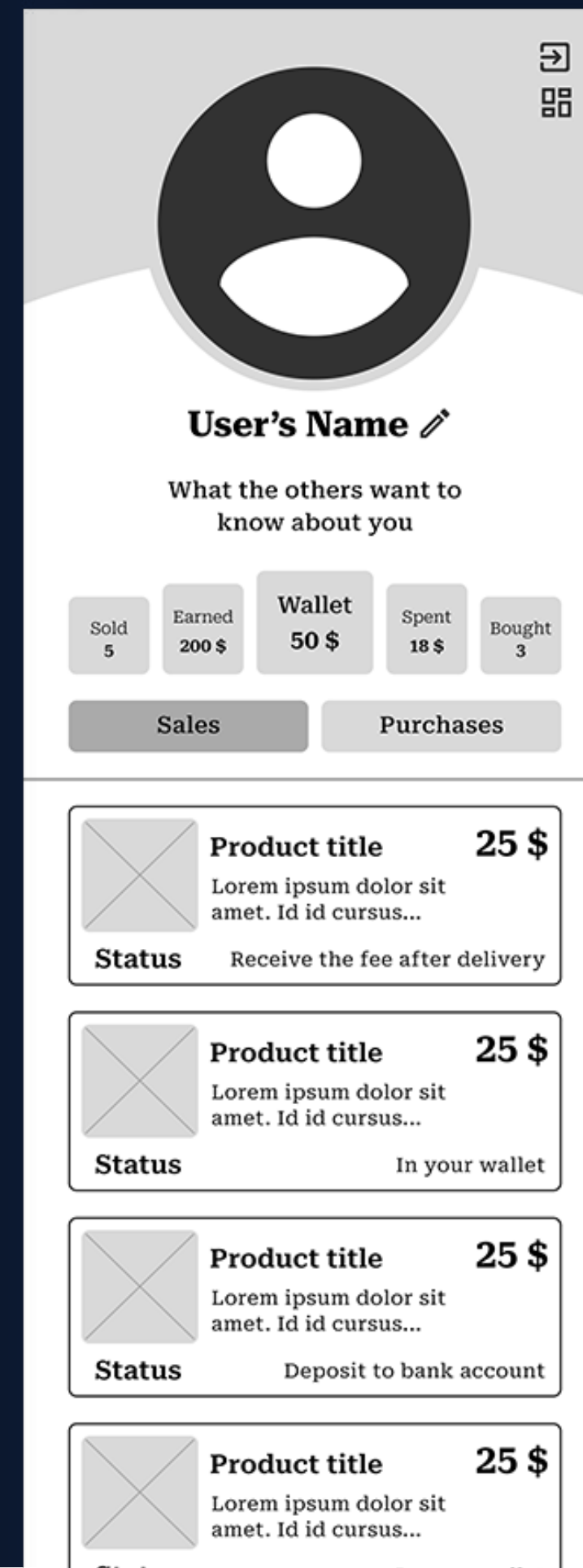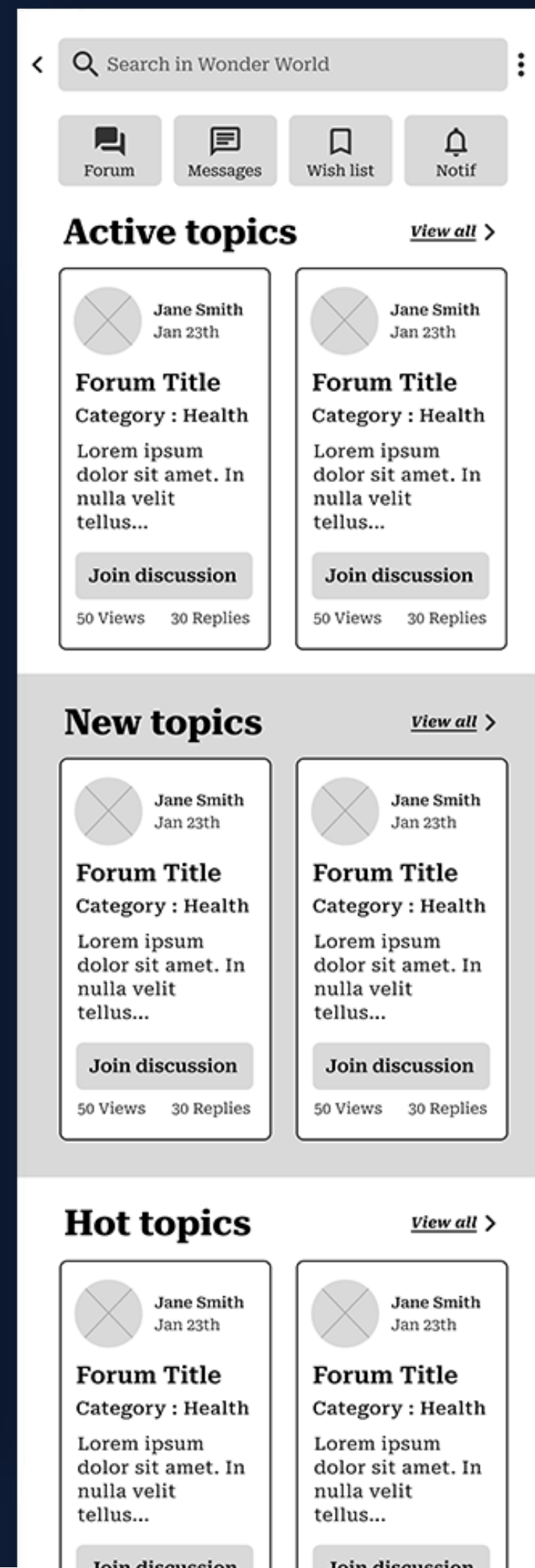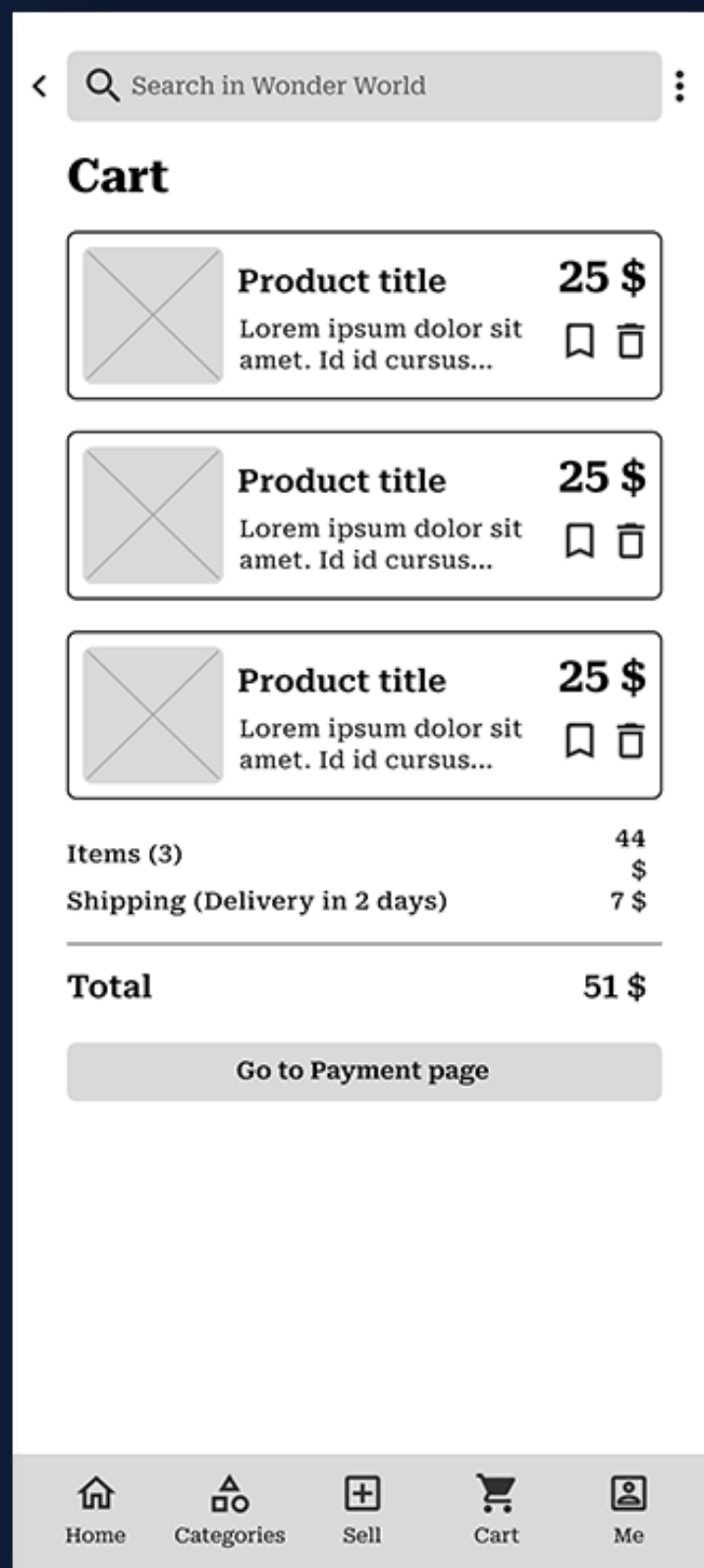Participants appreciated the mobile responsiveness of the app, making it convenient to browse and list items on the go. This aligns well with the dynamic lifestyle of parents.

Search and Filtering Functionality:

The search and filtering functionalities revealed a notable pain point. Users encountered difficulties in refining search results, leading to frustration when attempting to find specific clothing items based on size, brand, and other preferences.

Navigation and Discoverability:

Participants expressed satisfaction with the intuitive navigation within the app, finding it easy to explore different sections and locate specific features.

Listing Items for Sale:

Participants found the process of listing items for sale generally smooth. However, a few users encountered issues with image uploads, suggesting the need for enhanced image-handling functionality.

Mobile Responsiveness:

The mobile responsiveness of the app was generally appreciated; however, some users reported occasional glitches, underscoring the importance of addressing and rectifying these issues for a seamless on-the-go experience.

Refined Design
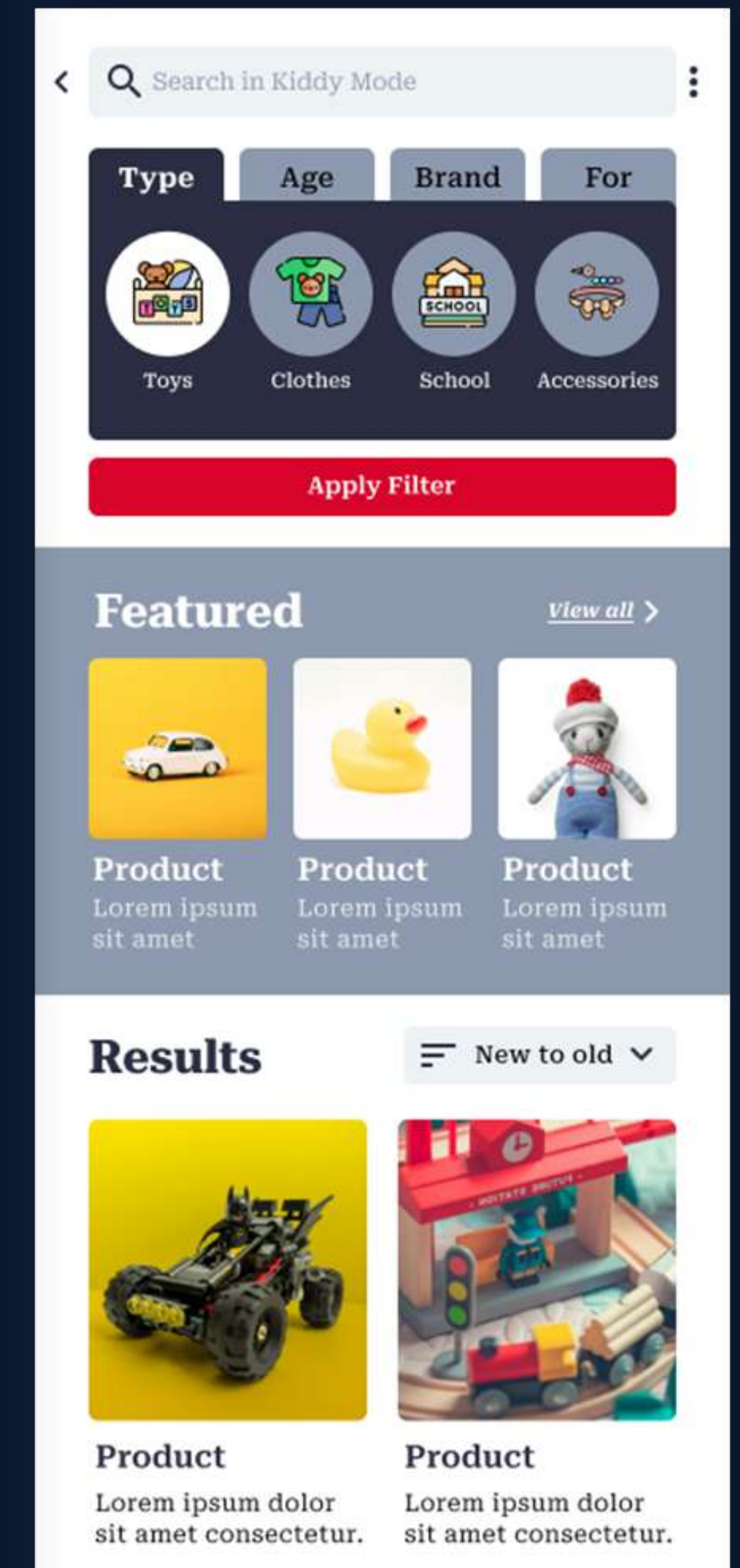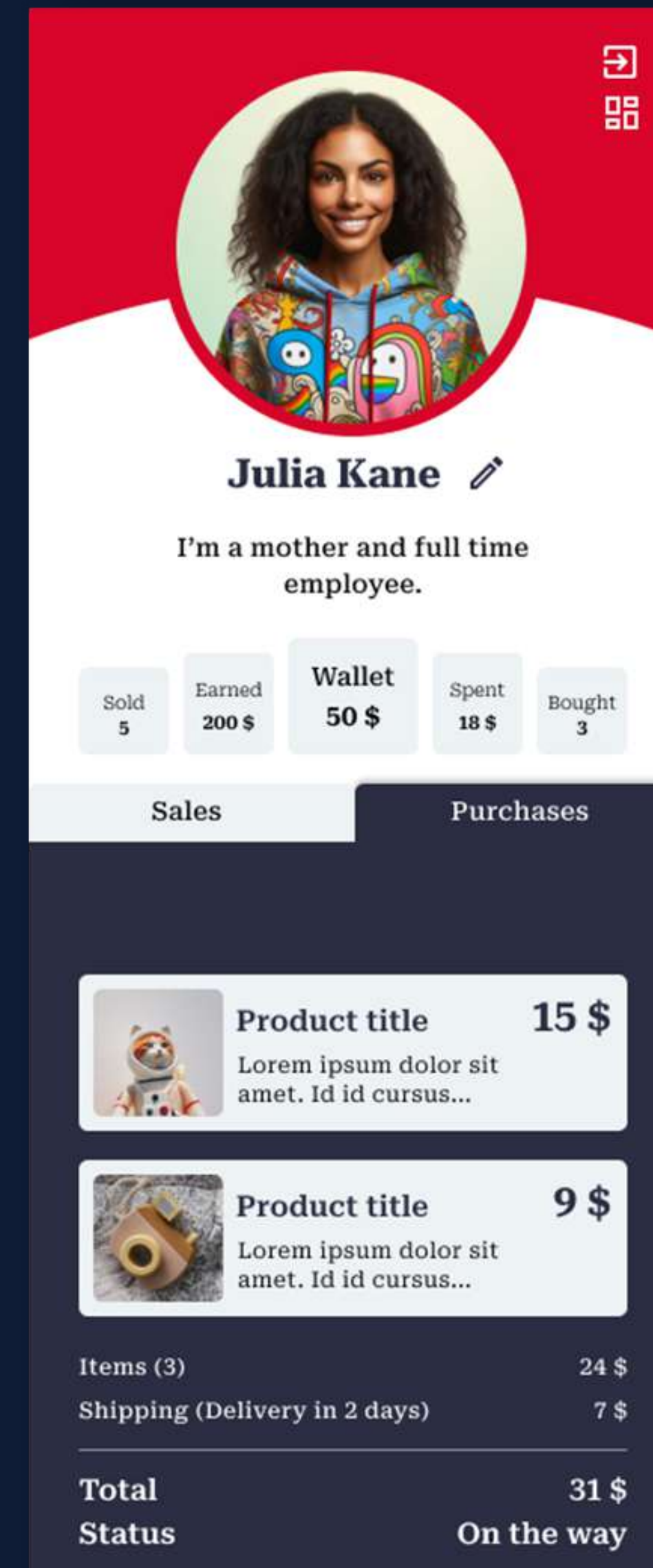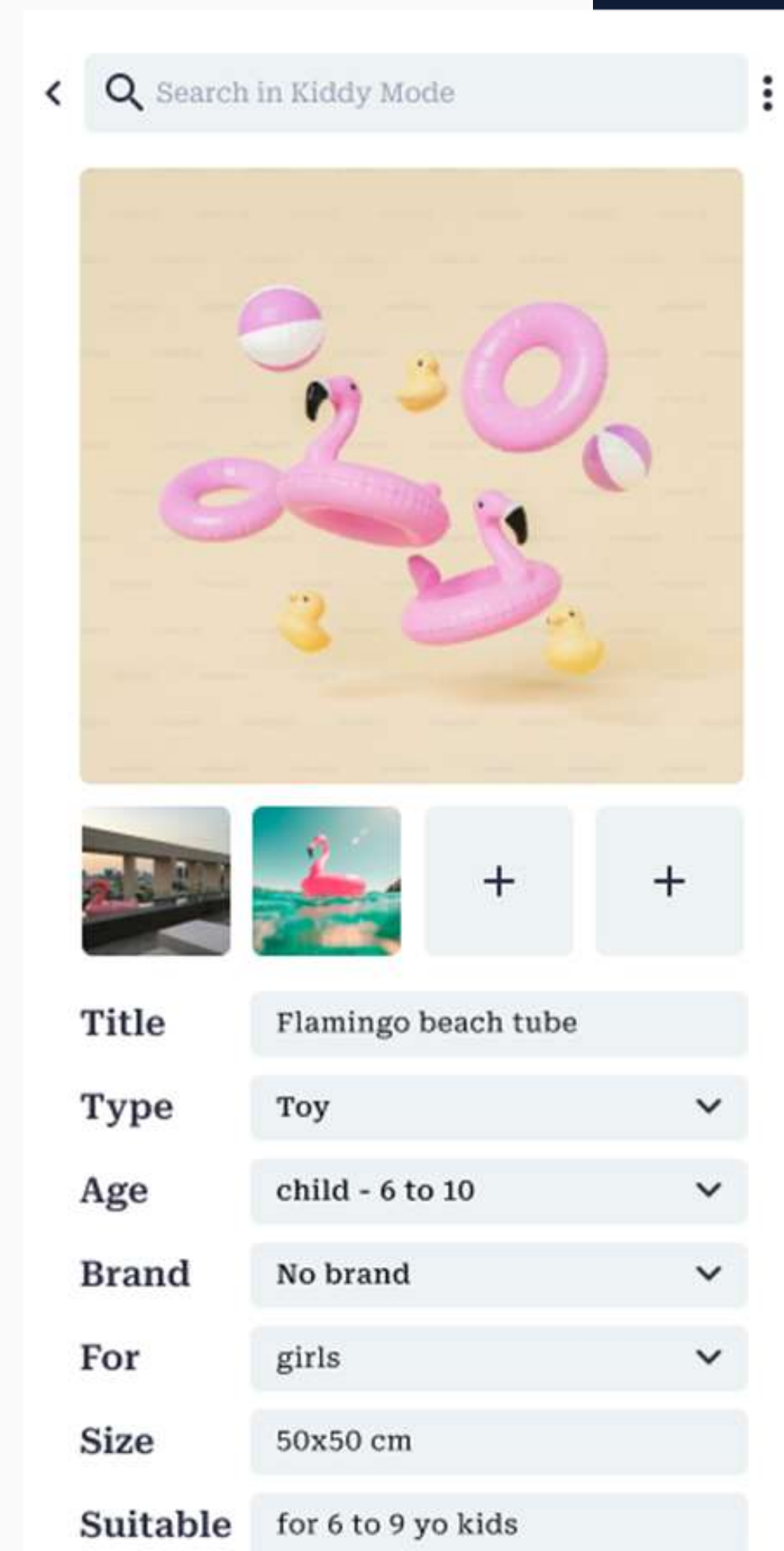
Takeaways

Impacts:

This application increases accessibility to affordable, high-quality kids' clothing while building a community for parents to share their experiences.

What I learned:

The most important thing that I learned during this project was how to conduct a usability study and how to test the prototype and analyze the results.

Next Steps:

In response to the identified pain points, my next steps include refining the navigation system for enhanced user guidance, optimizing image upload functionalities, reevaluating the search and filtering mechanisms, and implementing a secure in-app messaging system.

These insights will steer the efforts to make Kiddie Mode an even more user-centric platform for sustainable and hassle-free secondhand kids' clothing transactions.
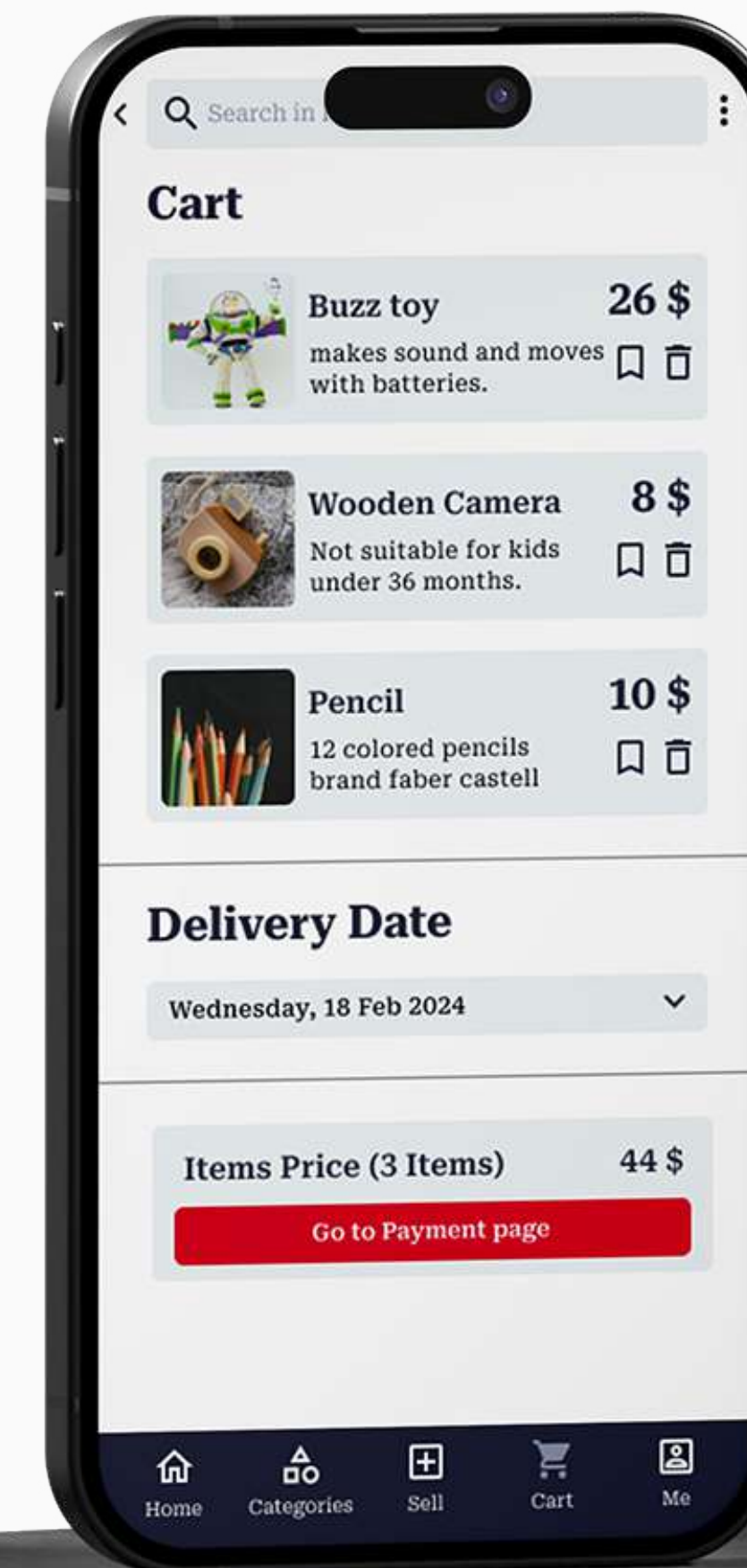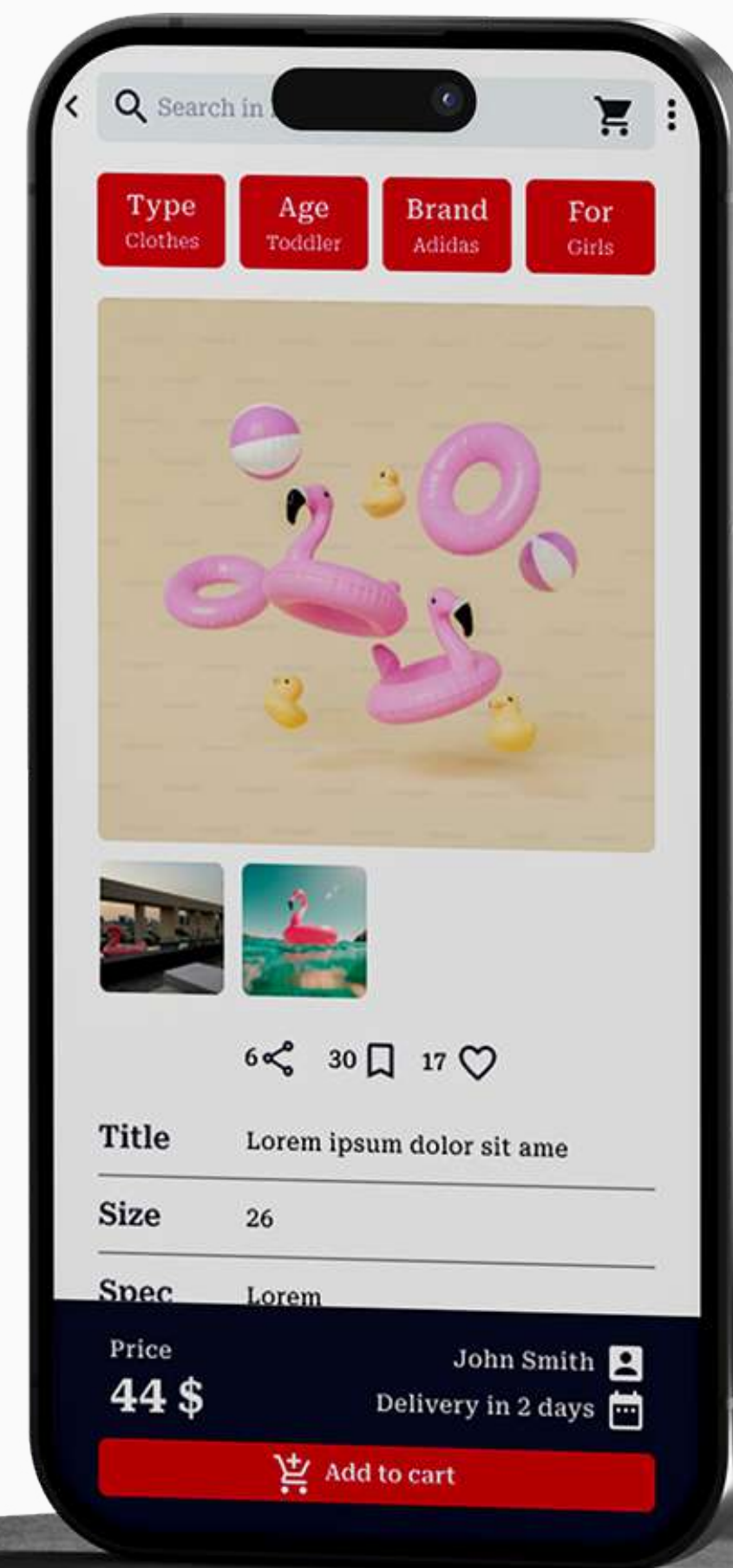
Eco Art Land

UI/UX Design | A platform for eco-conscious artists

Project Overview

Role: UI/UX Designer

Date: Oct 2023 - Jan 2024

Design Tool: Figma

Description:

A platform for artists to buy/sell secondhand art materials, showcase artwork, and engage in environmentally focused events.

Problem Addressed:

Bridged the gap between artists, sustainable practices, and art-related events.

Process:

Conducted user interviews, designed an intuitive marketplace, integrated communication features, and promoted community engagement.

Objective:

We care about the environment, and we believe that many artists share this concern. With a commitment to creating a community that values both art and eco-friendliness, our journey started.

We conducted interviews with some artists and figured out that artists needed more than just a place to sell their art. So, we envisioned a space where artists can showcase their art, engage in conversations, and exchange materials they no longer need.

With the goal of offering a platform that goes beyond traditional art spaces, through careful planning and hard work, we've developed a platform that aims to redefine how artists connect, collaborate, and share within their creative world.
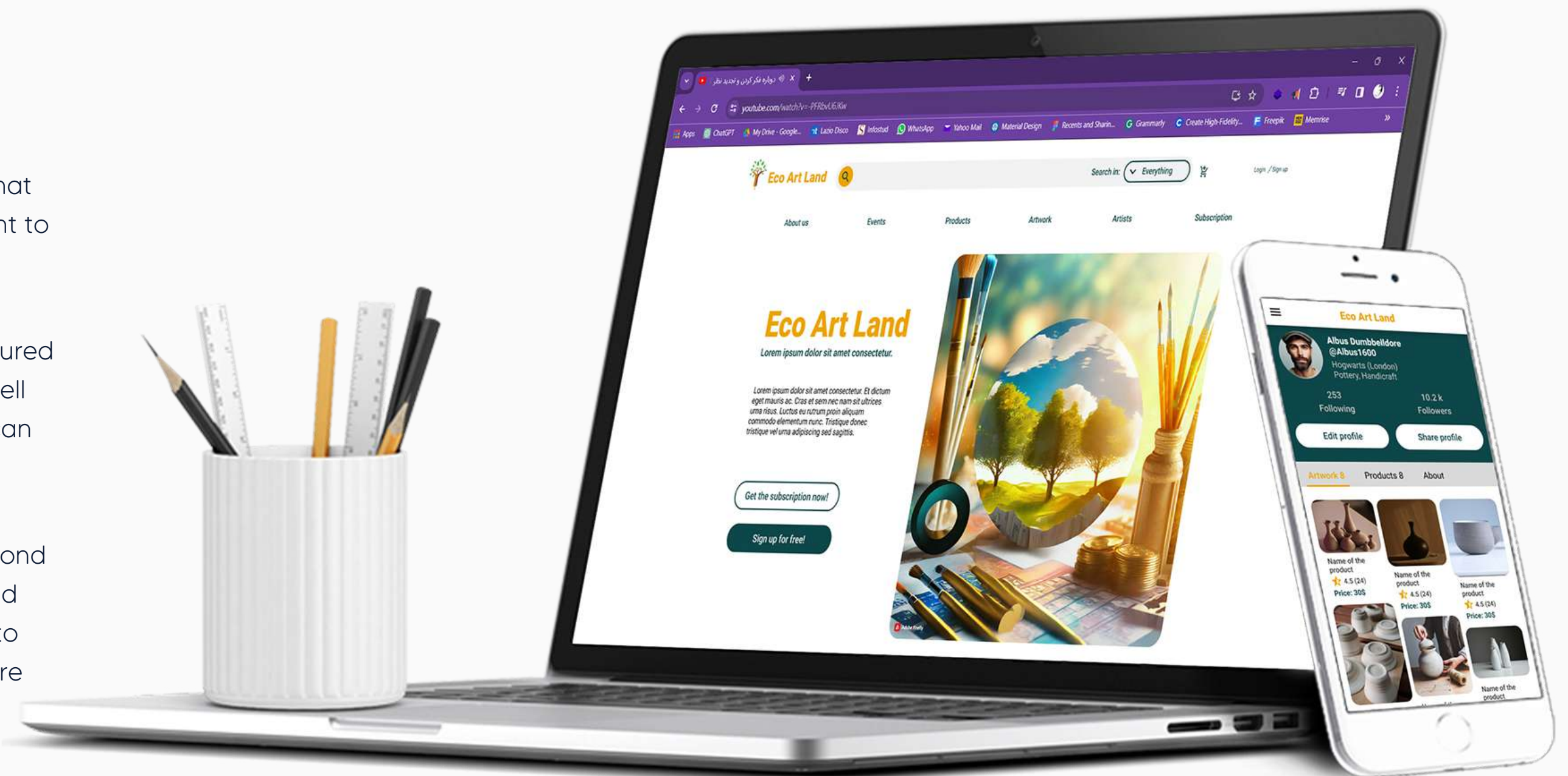
Understanding The User

Empathy Map

We started our journey by conducting interviews with some artists. This empathy map is the summary of the interviews. We wrote what the users say, do, think, feel, see, and hear. We also mentioned their pains and gains. Using these data helped us achieve our persona and user story.

Say
- Art can promote sustainability
- Supplying sustainable materials
- Motivation to use sustainable & recycled materials
- Raising awareness about environment

See
- Relationship between art and sustainability
- Events to engage people
- Growing relationship between art and environment

Gain
- Raising public awareness
- Exhibitions to promote zero-waste lifestyle
- Easy way to access recycled and sustainable materials
- Financial support for promoting

Think
- Hard time finding sustainable and recycled materials
- No place to exhibit & show artwork
- Lack of public awareness
- No organization for supporting sustainable activities for artist

Do
- Visiting exhibitions of sustainable artwork
- Create artwork with waste material
- Seeks to experiment with different materials

Hear
- Events regarding critical vision of artists about sustainability
- Art's potential to raise awareness
- Challenges that artists face in finding sustainable materials

Pain
- Sustainable artwork can inspire and inform people
- Art could be sustainable or helpful for the environment
- Artist's mission to increase public awareness
- Convey the notion of sustainability

Feel
- Desire to reduce environmental damage and "Feel green"
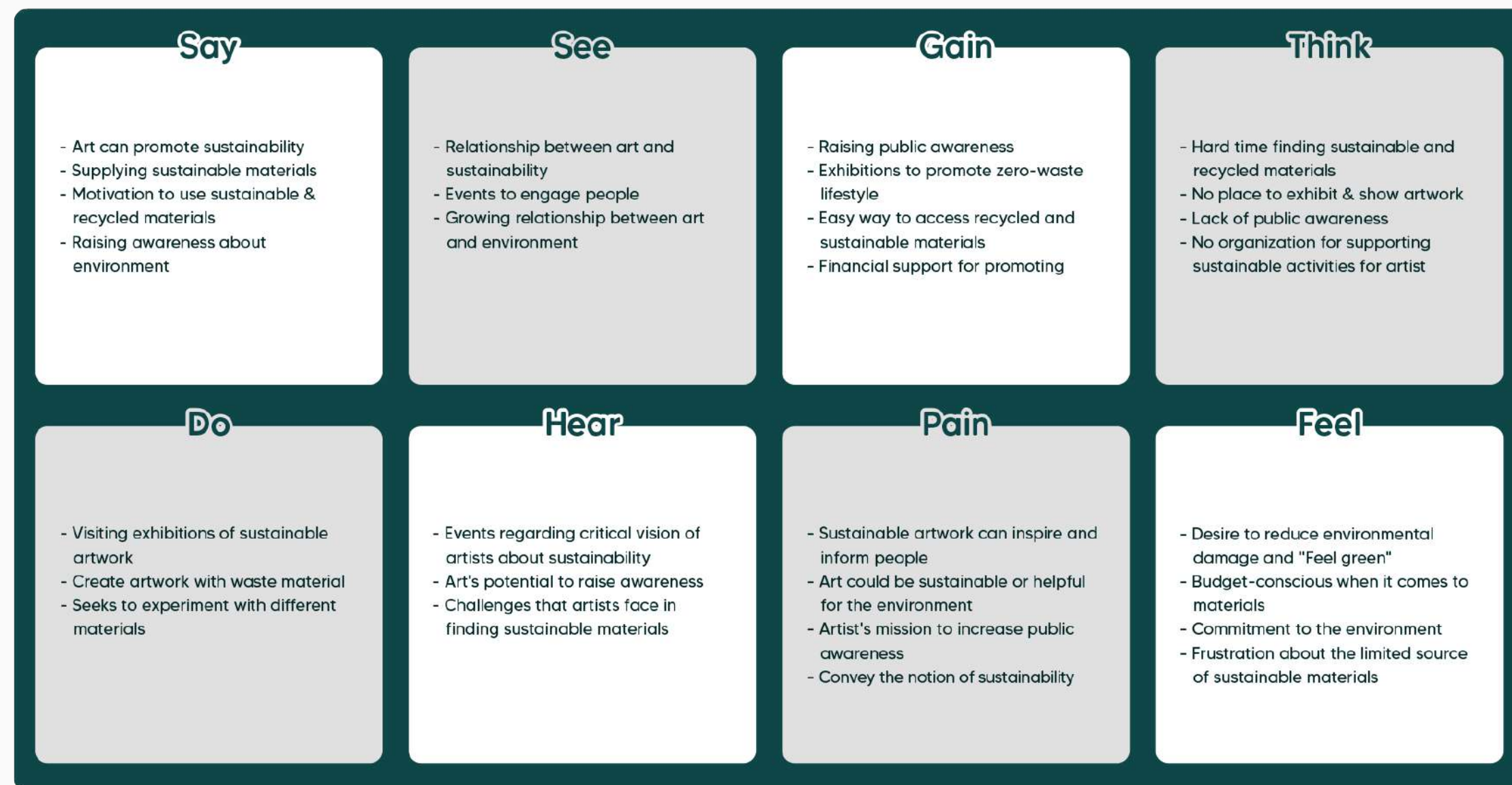- Budget-conscious when it comes to materials
- Commitment to the environment
- Frustration about the limited source of sustainable materials

Sarah
A 30 year-old Artist

Profile
Sarah is a 30year-old artist who has an interest in sustainability. She values artistic expression and creativity and she is also conscious of art's potential to raise awareness.

Motivations
Her primary motivations include finding a balance between sustainability and artistic expression, as well as raising awareness in society about sustainability. Additionally, she is driven to minimize waste and is enthusiastic about sharing her critical artistic perspective.

Pain points
She might have a hard time finding the right balance between being eco-friendly and expressing her creativity. Getting people interested in her critical vision is also a challenge for her.
She feels the need for a space where she can share and promote her artwork. Additionally, at times, she faces a bit of confusion about what to do with leftover materials from her projects.

Goals
Her main goal is to use materials that have less negative impact on environment and reflects her critical vision and personal style.

Questions
Sarah might inquire about eco-friendly materials and techniques that can be integrated into her art to show her artistic and critical vision effectively.

Activities
She participates in occasional eco-art workshops and seeks to experiment with sustainable materials and techniques in her artistic process.

User Story
As an Artist who cares about environmental issues, I want to be able to make less waste and show my artwork to others so that I can convey my critical point of view to raise people's awareness about sustainability and being eco-friendly.

Service Statement
For an artist with a passion for sustainability who has the desire to convey a critical vision, the Eco-art-land is a specialized service for artists who prioritize consciousness about a zero-waste lifestyle that is a gateway for artists to not just exhibit their work but also to connect with other artists to buy/sell residual materials. Unlike generic art spaces and platforms, our service is not just about buying art and materials; it's about investing in a zero-waste community that shares the passion and values, creating a lasting impact beyond the canvas.

Understanding The User

Sarah is an artist who cares about sustainability but she does not know how to show it.

She starts to search in the internet to find people with similar interest.

She finds Eco-Art-Land as a community for people who care about sustainability.

She finds Eco-Art-Land to follow zero-waste lifestyle by buying second-hand materials.

She attends workshops to visit other artists and share their perspective about sustainability.

She showcases her artwork in an exhibition to express her critical vision.
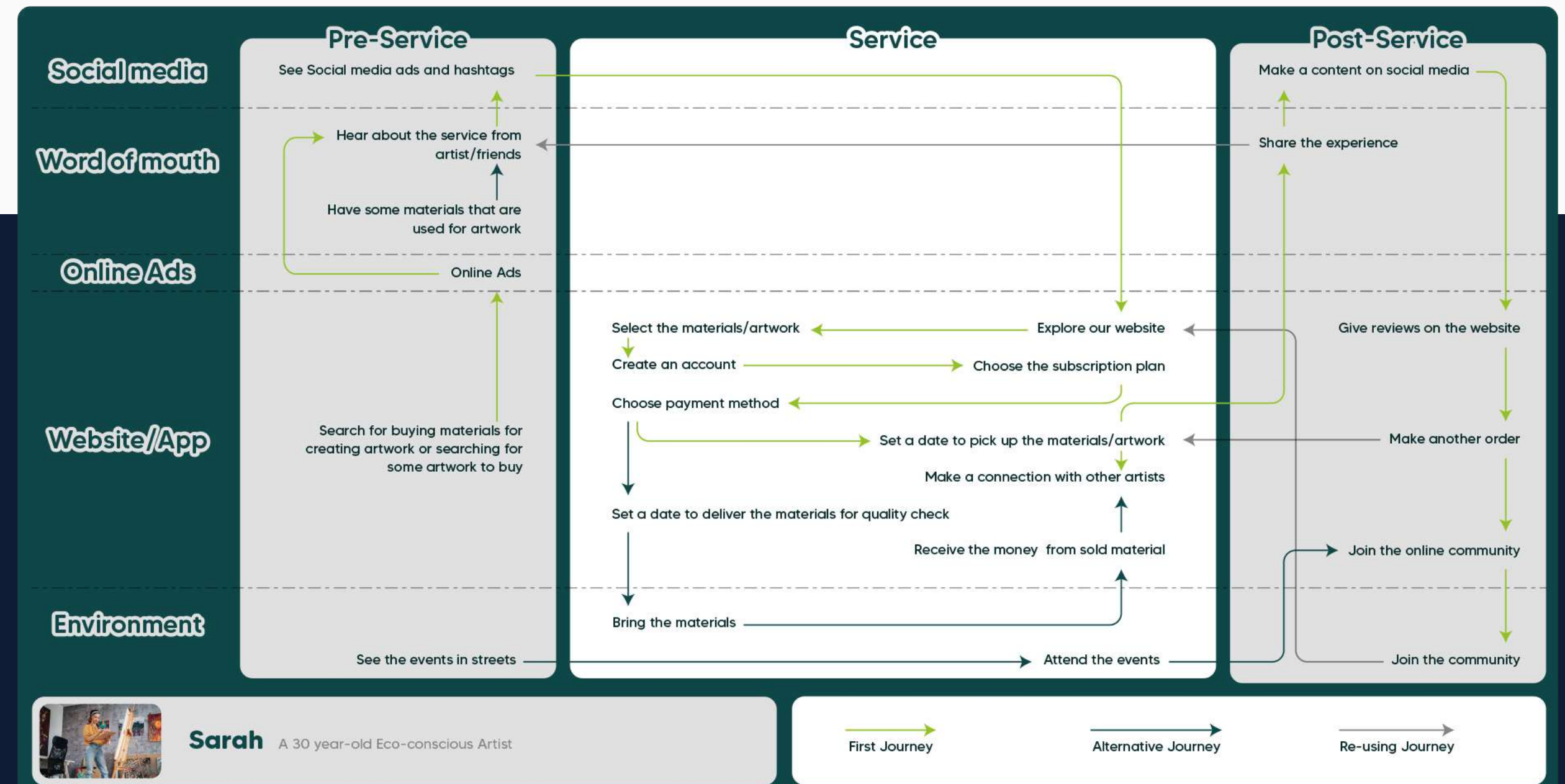
Storyboard

The Next step after writing the service statement was creating a storyboard. In the storyboard, we brought starting points, pain points, key actions, and achievements.

User Journey

The user journey shows the steps the users take in order to use the service and achieve their goals. It includes the steps they take before using the service, while using the service, and after that.
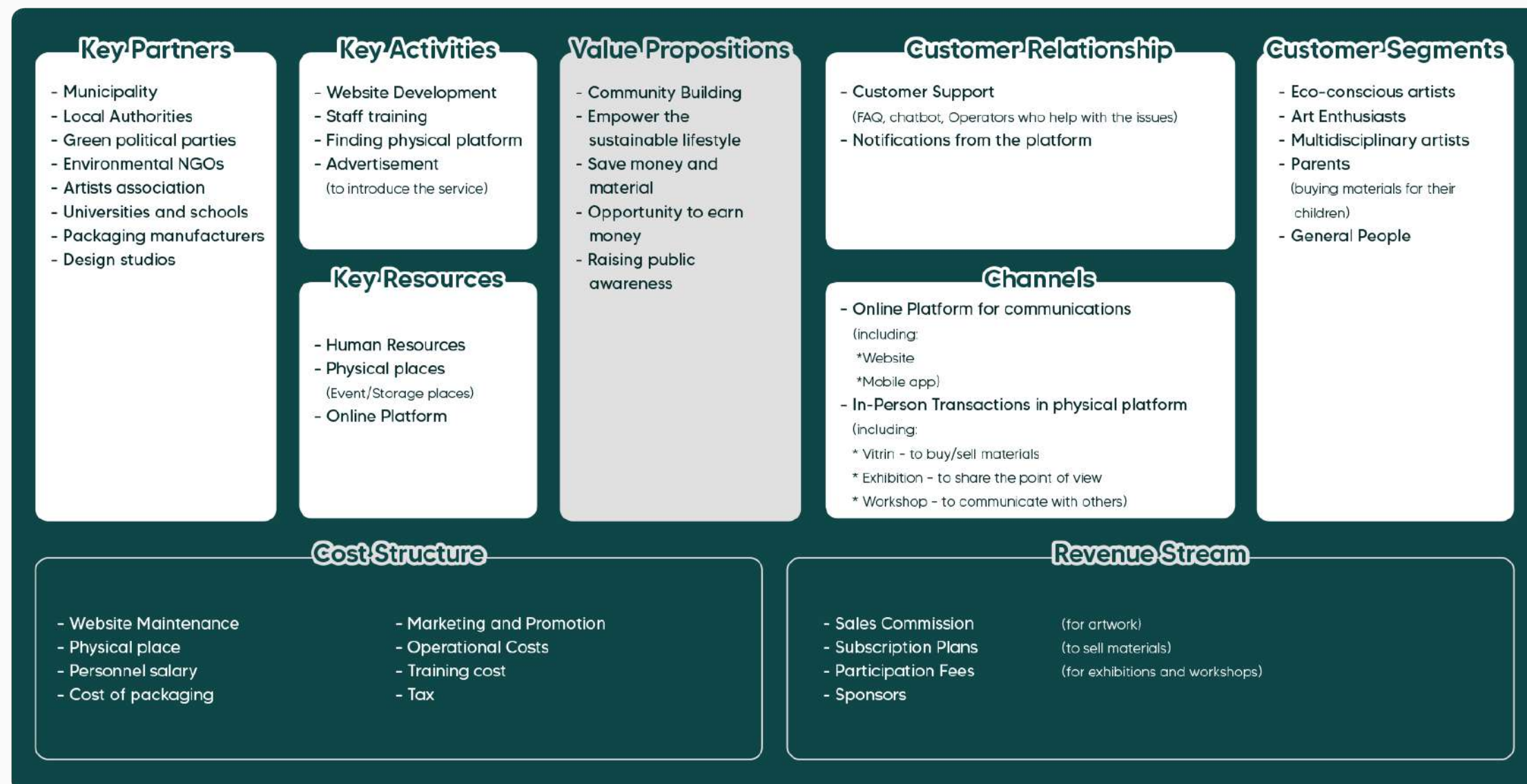

	Pre-Service	Service	Post-Service
Social media	See Social media ads and hashtags		Make a content on social media
Word of mouth	Hear about the service from artist/friends Have some materials that are used for artwork		Share the experience
Online Ads	Online Ads		
Website/App	Search for buying materials for creating artwork or searching for some artwork to buy	Select the materials/artwork — Explore our website Create an account — Choose the subscription plan Choose payment method Set a date to pick up the materials/artwork Make a connection with other artists Set a date to deliver the materials for quality check Receive the money from sold material	Give reviews on the website Make another order Join the online community
Environment	See the events in streets	Bring the materials Attend the events	Join the community

Sarah A 30 year-old Eco-conscious Artist

First Journey → Alternative Journey → Re-using Journey →

Business Strategy Investigation

Innovation

Our research shows that our distinctiveness comes from combining our website platform with events that support artists in building communities. What sets us apart is how we seamlessly integrate the website with events tailored for artists, going beyond just providing a platform. We actively contribute to creating lively artist communities, aiming for an experience that encourages collaboration and a sense of belonging for artists using our platform. To understand how to achieve our goals, we've studied similar cases using a systemic innovation diagram, exploring various aspects like artist platforms, secondhand material exchanges, artist community-building, and services for artists. The case studies include: Make & Mend, Artfinder, Upwork, Deviant Art, Vinted, Etsy, Secondamano.it, catawikiy, and Artlogic.

Business Model Canvas

In analyzing the financial and operational dimensions of the business, a pivotal step is the creation of the business model canvas and service blueprint. These strategic tools encapsulate the core components essential for understanding and optimizing business processes and customer interactions.

Service Blueprint

The service blueprint offers a visual representation of the service delivery process, highlighting touchpoints, roles, and potential areas for enhancement. Together with the business model canvas, these frameworks provide invaluable insights that pave the way for informed decision-making and efficient operational strategies.

Business Model Canvas

Key Partners
- Municipality
- Local Authorities
- Green political parties
- Environmental NGOs
- Artists association
- Universities and schools
- Packaging manufacturers
- Design studios

Key Activities
- Website Development
- Staff training
- Finding physical platform
- Advertisement
  (to introduce the service)

Key Resources
- Human Resources
- Physical places
  (Event/Storage places)
- Online Platform

Value Propositions
- Community Building
- Empower the sustainable lifestyle
- Save money and material
- Opportunity to earn money
- Raising public awareness

Customer Relationship
- Customer Support
  (FAQ, chatbot, Operators who help with the issues)
- Notifications from the platform

Channels
- Online Platform for communications
  (including:
  *Website
  *Mobile app)
- In-Person Transactions in physical platform
  (including:
  * Vitrin – to buy/sell materials
  * Exhibition – to share the point of view
  * Workshop – to communicate with others)

Customer Segments
- Eco-conscious artists
- Art Enthusiasts
- Multidisciplinary artists
- Parents
  (buying materials for their children)
- General People

Cost Structure
- Website Maintenance
- Physical place
- Personnel salary
- Cost of packaging
- Marketing and Promotion
- Operational Costs
- Training cost
- Tax

Revenue Stream
- Sales Commission (for artwork)
- Subscription Plans (to sell materials)
- Participation Fees (for exhibitions and workshops)
- Sponsors

Service Blueprint

|	Advertisment	Website/App	Communication	Physical Platform
Touch Points	- Social media ADs - Internet ADs - Outdoor ADs - Word of mouth	- Homepage - Product pages - Checkout process - User dashboard	- Live chat support - Email notifications - Social media - FAQs section	- Material Delivery - Material Hand over - Artwork Exhibition - Public Workshops
line of engagement				

Front Stage	- Users see online/outdoor advertising banners showcasing our vision about sustainability and making community.
	- Users get information about our service by seeing Social media posts with visually appealing content and each post's communication.
		- Users visit the homepage with prominently displayed featured artworks and materials.
		- Users check the FAQs section for self-service.
		- Users navigate through product categories smoothly.
		- Users choose and buy materials.
		  Steps are:
		  + Exploring the website
		  + Choosing the product
		  + Registration
		  + Payment
		  + Choosing pickup time
			- Users get help from responsive and helpful customer service.
			- Users use live chat support for immediate assistance.
			- Users get Email notifications for updates and promotions.
			- Users write reviews and give feedback on the products or on social media.
			- Users return products and refund according to company's policies.
				- Users deliver material and interact with storage personnel.
				- Users are assisted by staff, and receive materials with clear documentation.
				- Users enjoy artworks and engage with exhibitions and artists.
				- Users participate in workshops, benefiting from engaging activities.

line of visibility				
Back Stage	- The marketing team does market research and manages effective advertising activities and strategies. - Graphic designers design visual content including outdoor banners and social media posts.	- Web developers write backend codes. - UI/UX designers do research and design user interfaces to make sure users navigate smoothly through the website. - Graphic Designers design visual content for the website - Financial experts keep a record of transactions on the site	- Web developers write backend codes. - Customer support talk to customers on the phone to help them - Chatbot - Some staff update the FAQ section based on common queries regularly. - Financial expert does money related affairs in case a user wants to return bought material. - Marketing team makes decisions about marketing strategies.	- Receiving material staff receive the materials that artists want to sell. - Quality control staff control the quality of the product and set a price for it. - Packaging/Storage staff pack the material and put it in the right place to make sure it won't damage. - Giving materials staff hand over materials to the customers at the determined time. - Event organizer plans the events and ensures that they are held properly.

Low Fidelity Prototype

After all the previous activities, we started prototyping and testing the prototype.
According to the site map we designed these pages:

- Home page
- Subscription plans page
- Sign up page
- Login page
- Products list page
- Specific product page
- Artwork list page
- Specific artwork page
- Artists list page
- Artists - artwork page
- Artists - product page
- Artists - about page
- About us - Our history page
- About us - Our team page
- About us - Contact us page
- Upcoming Events Page
- Expired Events Page
- Events - Description page
- Events - Organizers page
- Events - Sponsers page
- Dashboard page
- Dashboard menu page
- User profile - About me page
- User profile - Products page
- User profile - Artwork page
- Explore page
- Messages page
- Engagement page
- Add artwork page
- Add product page
- In process products page
- Cart page
- Financial status page
- Your supscription plan page
- Your events page
- Physical Platform
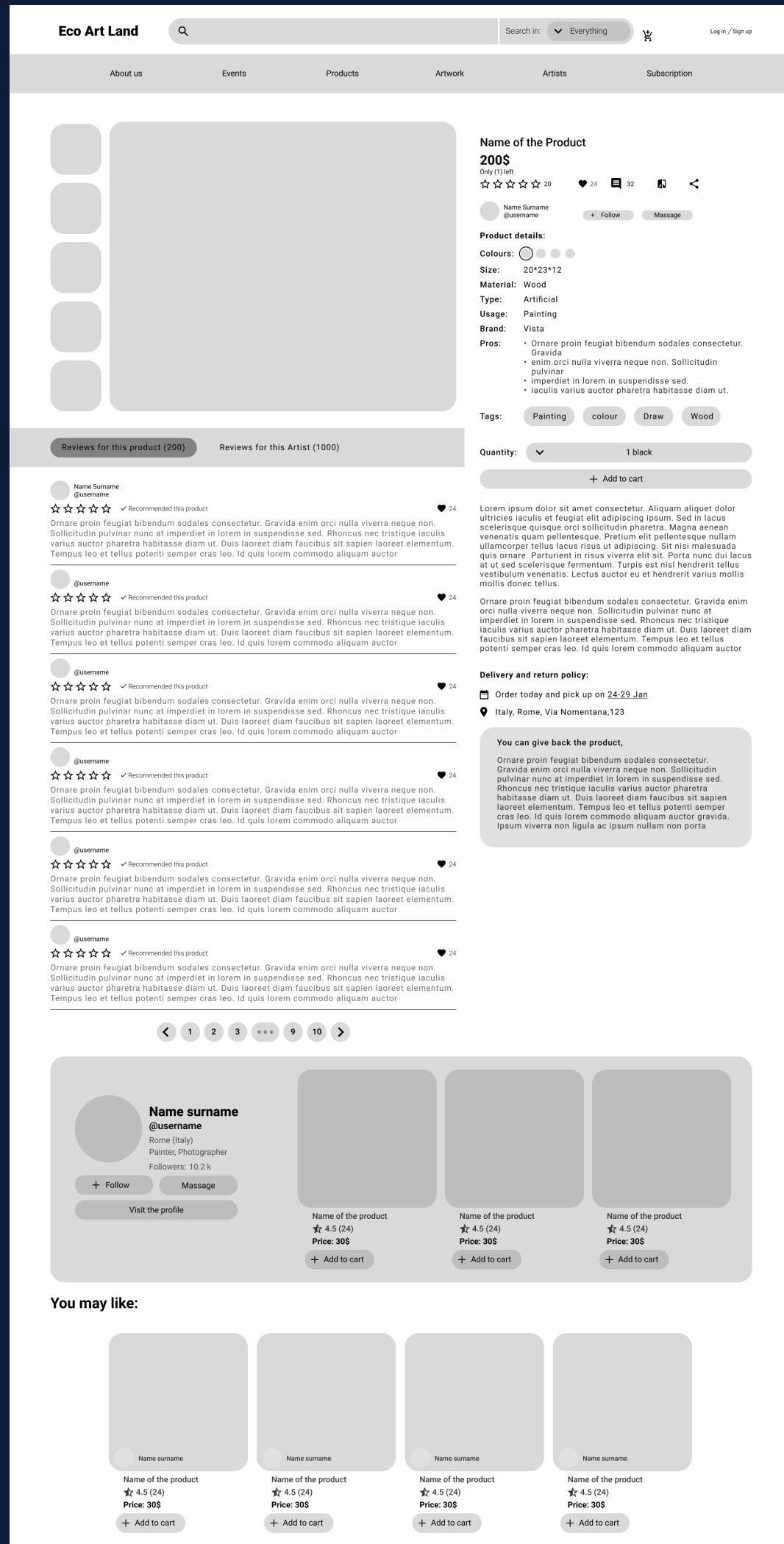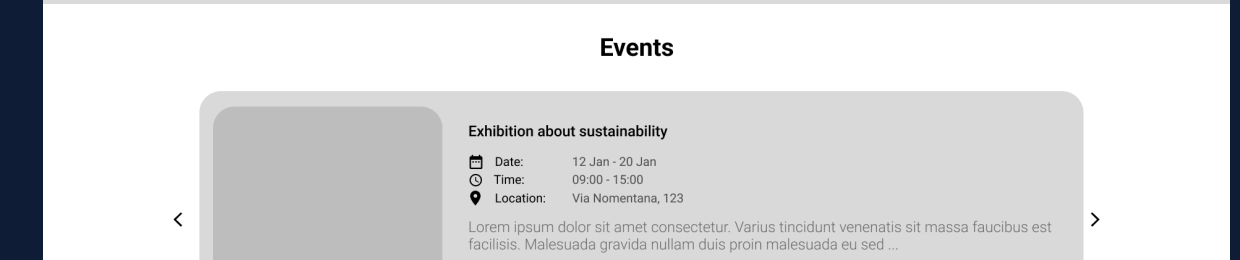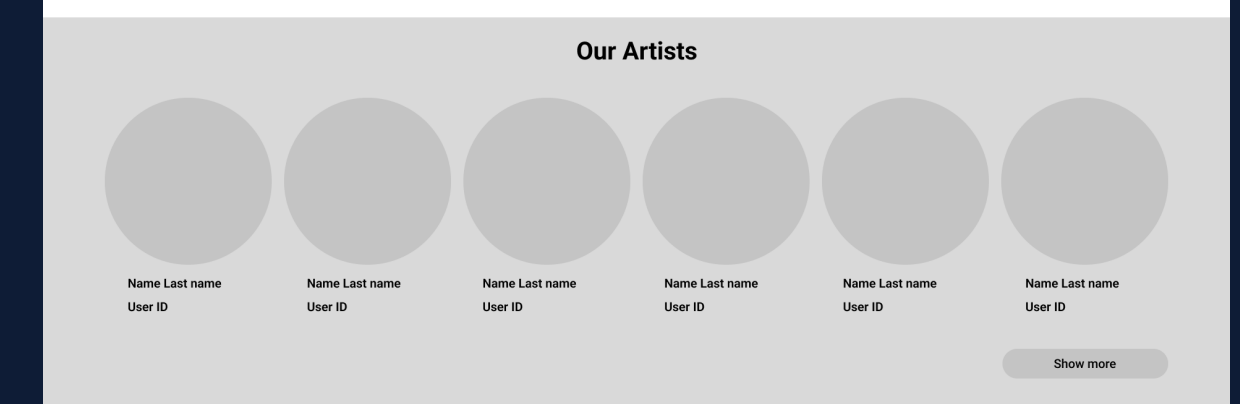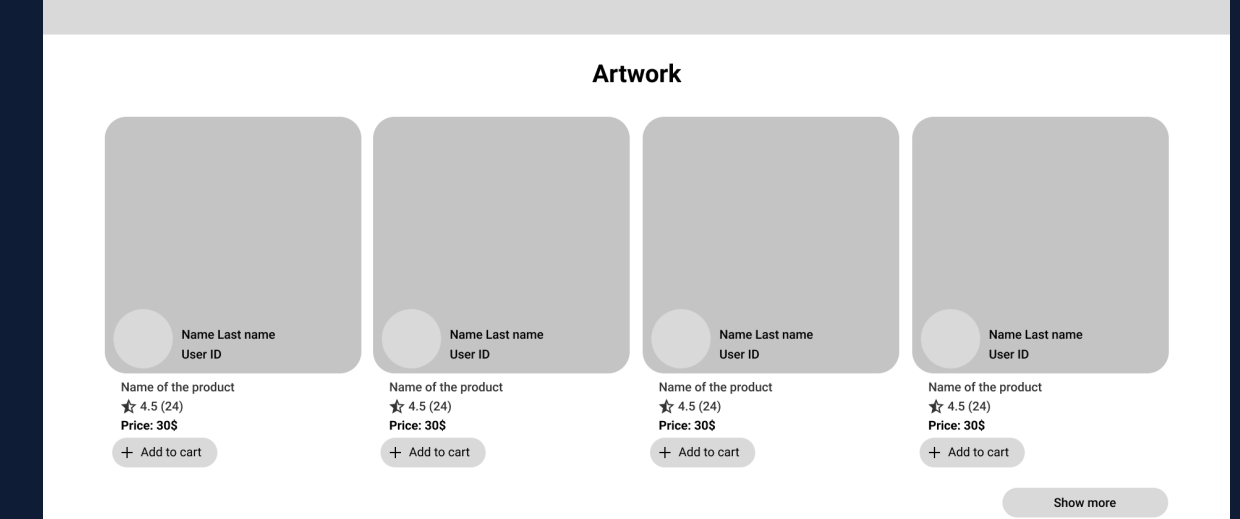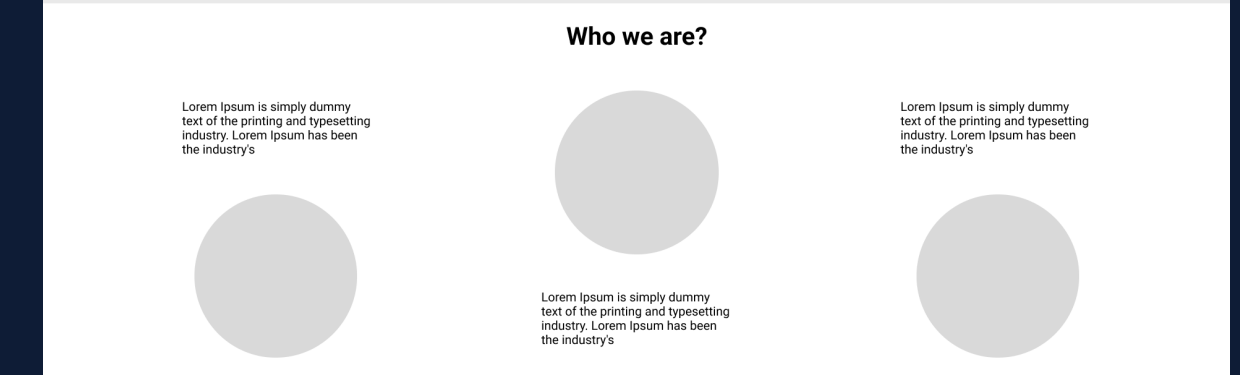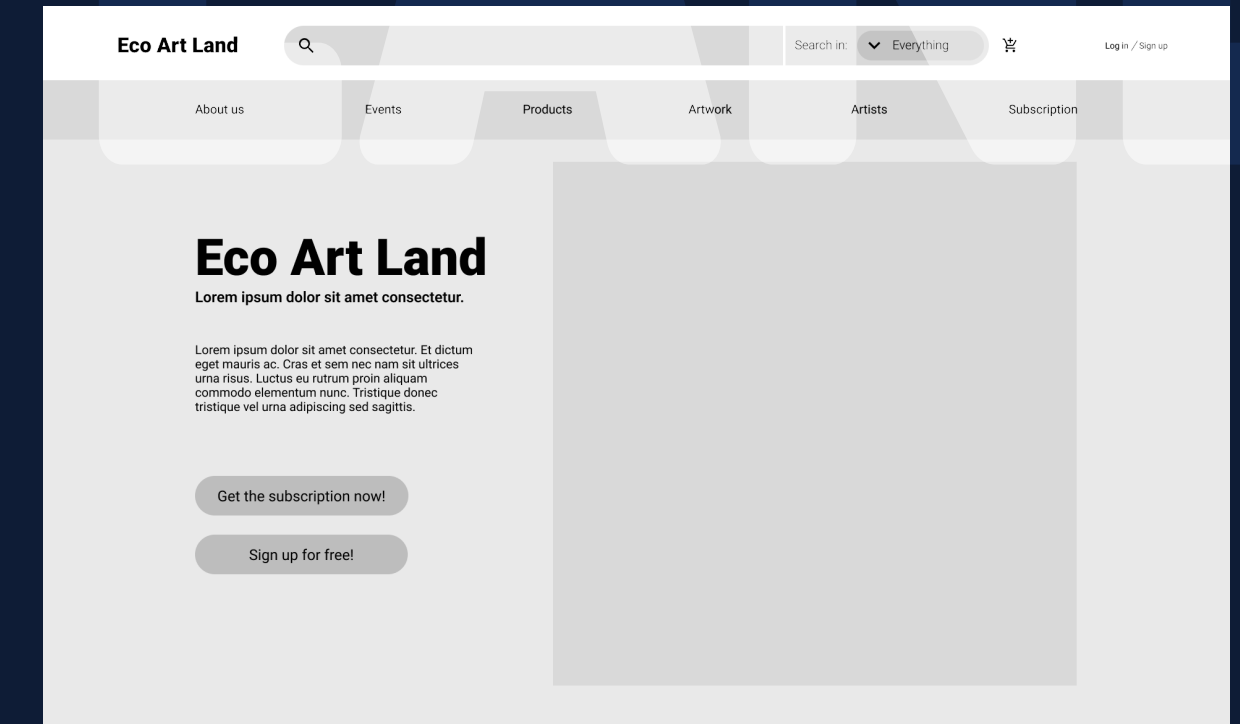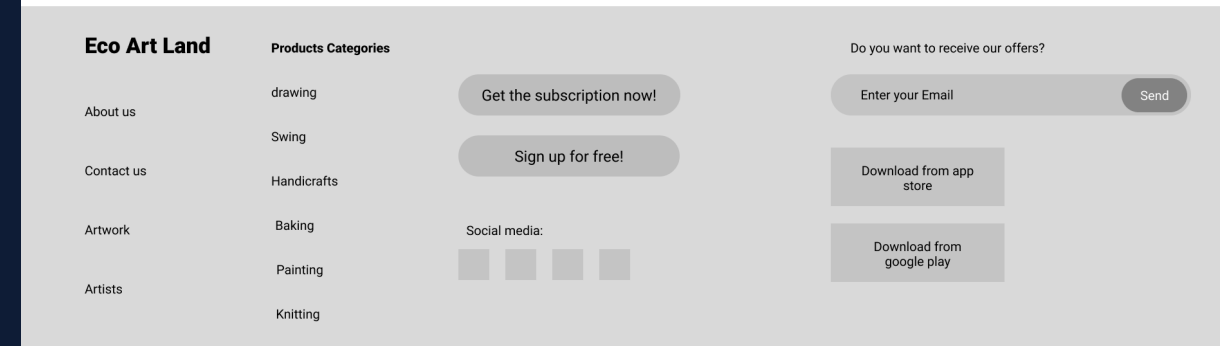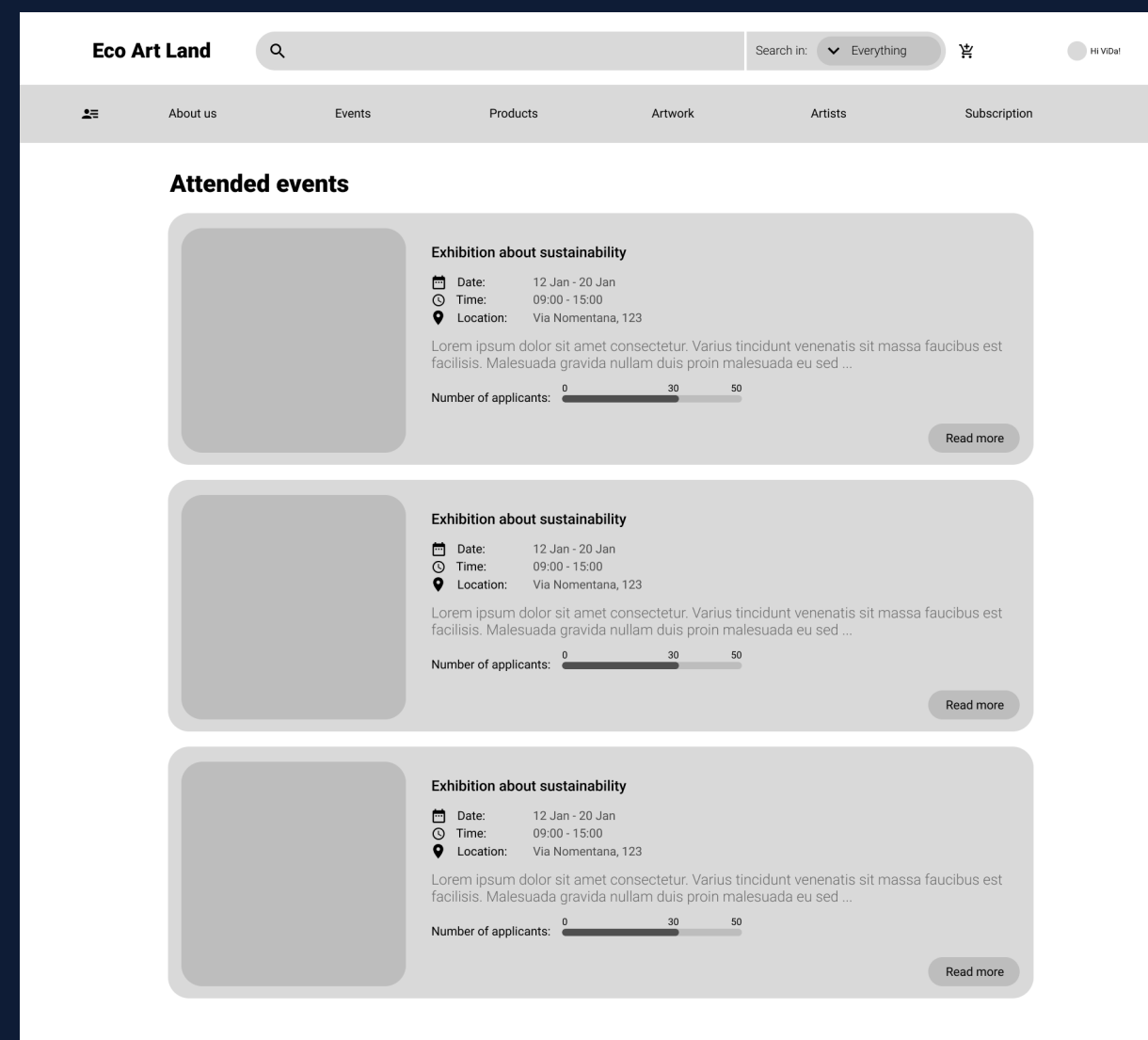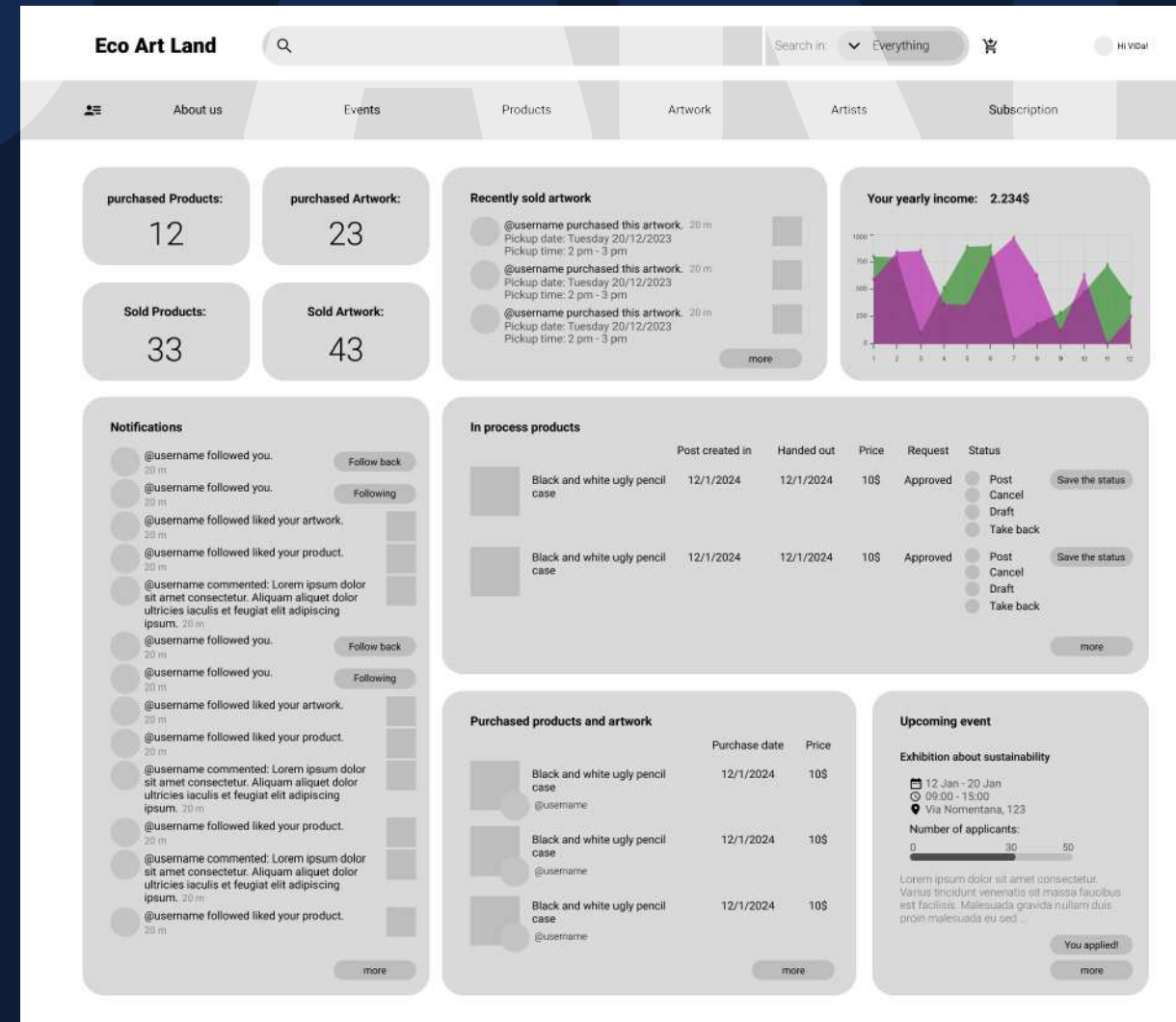
Visual Identity

As we know, visual identity design plays a crucial role in establishing a brand's online presence. Through a thoughtful selection of colors, grids, and other visual elements, a website can communicate its message effectively. A cohesive site identity design is essential for building brand recognition and conveying a consistent message to the audience.

Eco Art Land

0E4749	ECA400	FBEDCC	1E1E1E	F2F2F2	FFFFFF
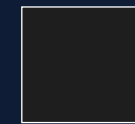
Heading 1:
Roboto Black 82

Heading 2:
Roboto Bold 48

Heading 3:
Roboto Bold 40

Heading 4:
Roboto Bold 36

Sub header 1:
Roboto Medium 30

Sub header 2:
Roboto Medium 24

Sub header 3:
Roboto Medium 20

Body:
Roboto Regular 20

Footer 1:
Roboto Regular 18

Footer 1:
Roboto Regular 16

Layout Grid
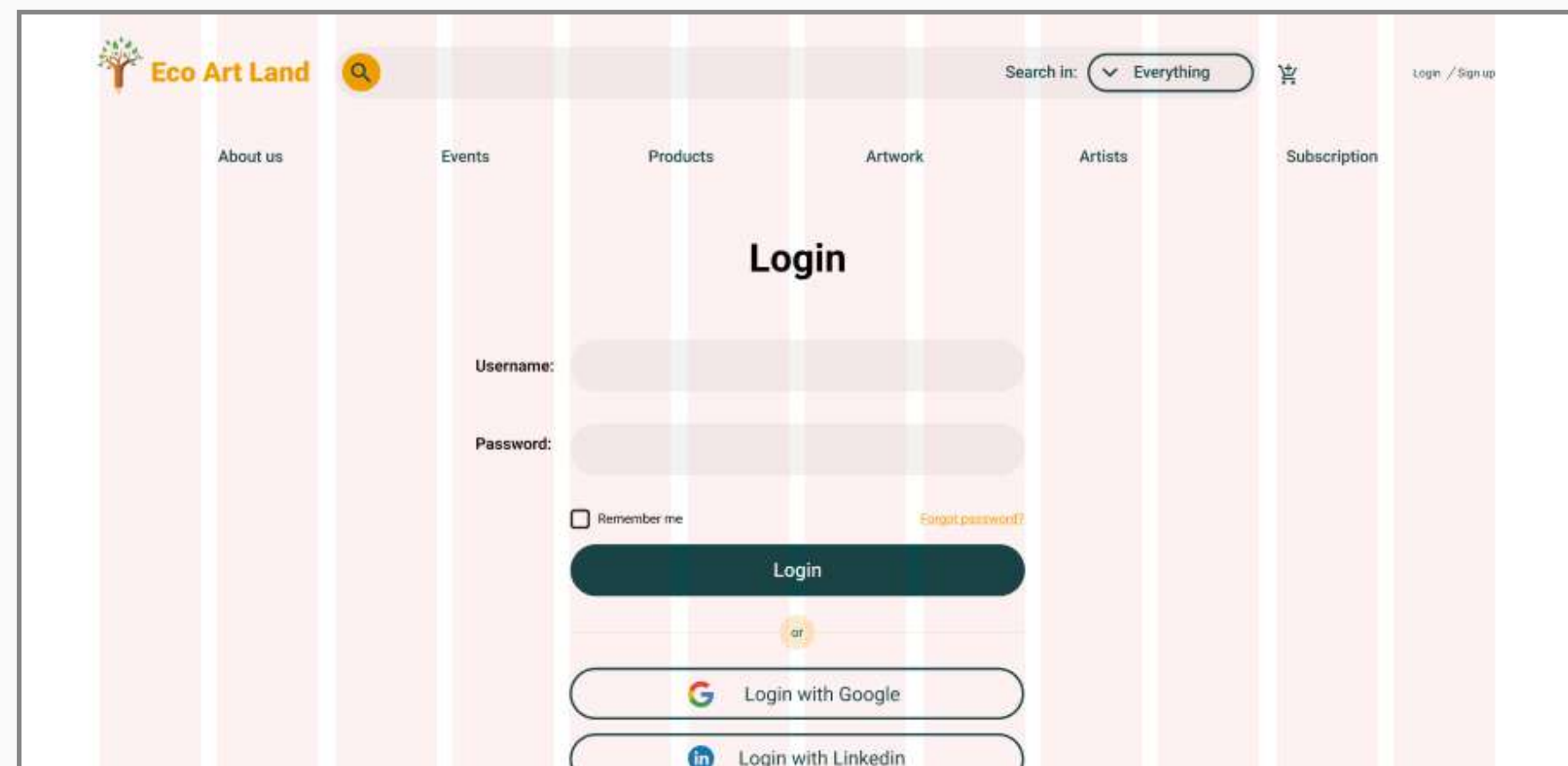
Desktop Grid
Columns : 12
Margin : 100
Gutter : 20
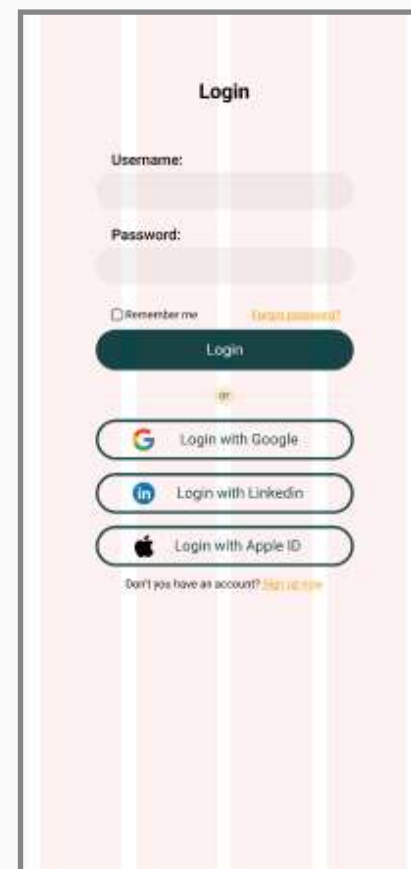
Mobile Grid
Columns : 4
Margin : 16
Gutter : 16

Size and padding

Small — 133 — Read more — 32 — 7 — Read more — 28

Regular — 151 — Read more — 13 — 48 — Read more — 28

Big — 344 — Get subscription now! — 64 — 18 — Get subscription now! — 55

Button styles

First Button — Read more / Read more

Second Button — Read more / Read more

Disabled Button — Read more

High Fidelity Prototype
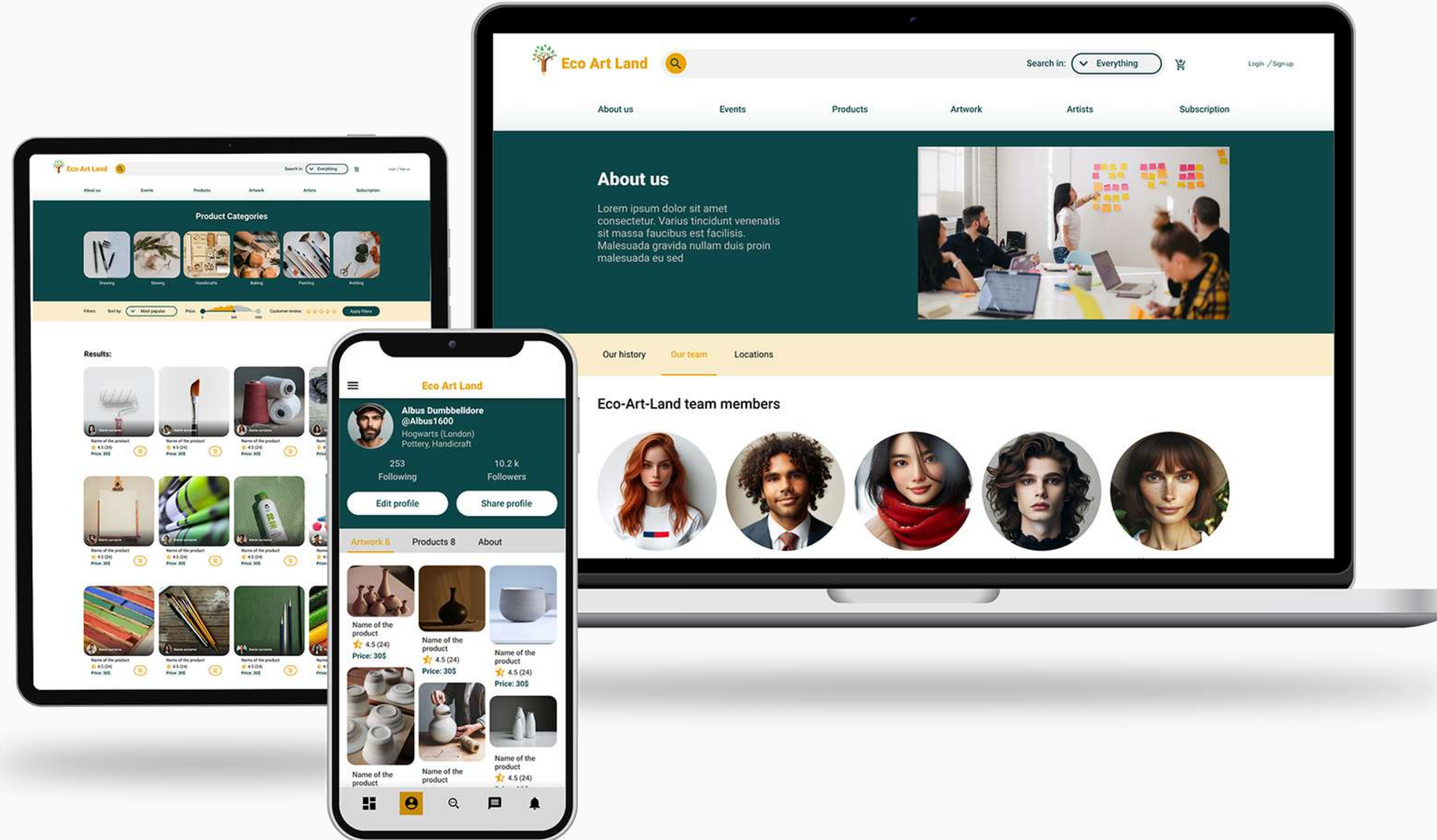
Takeaways

Impact:

This app can **e**nhance the art ecosystem by fostering collaboration, resource sustainability, and a sense of community among artists.

What I learned:

From this project, I learned to holistically understand user needs and integrate diverse features while balancing functionality with usability, fostering an iterative design process aligned with user values for an engaging platform experience.
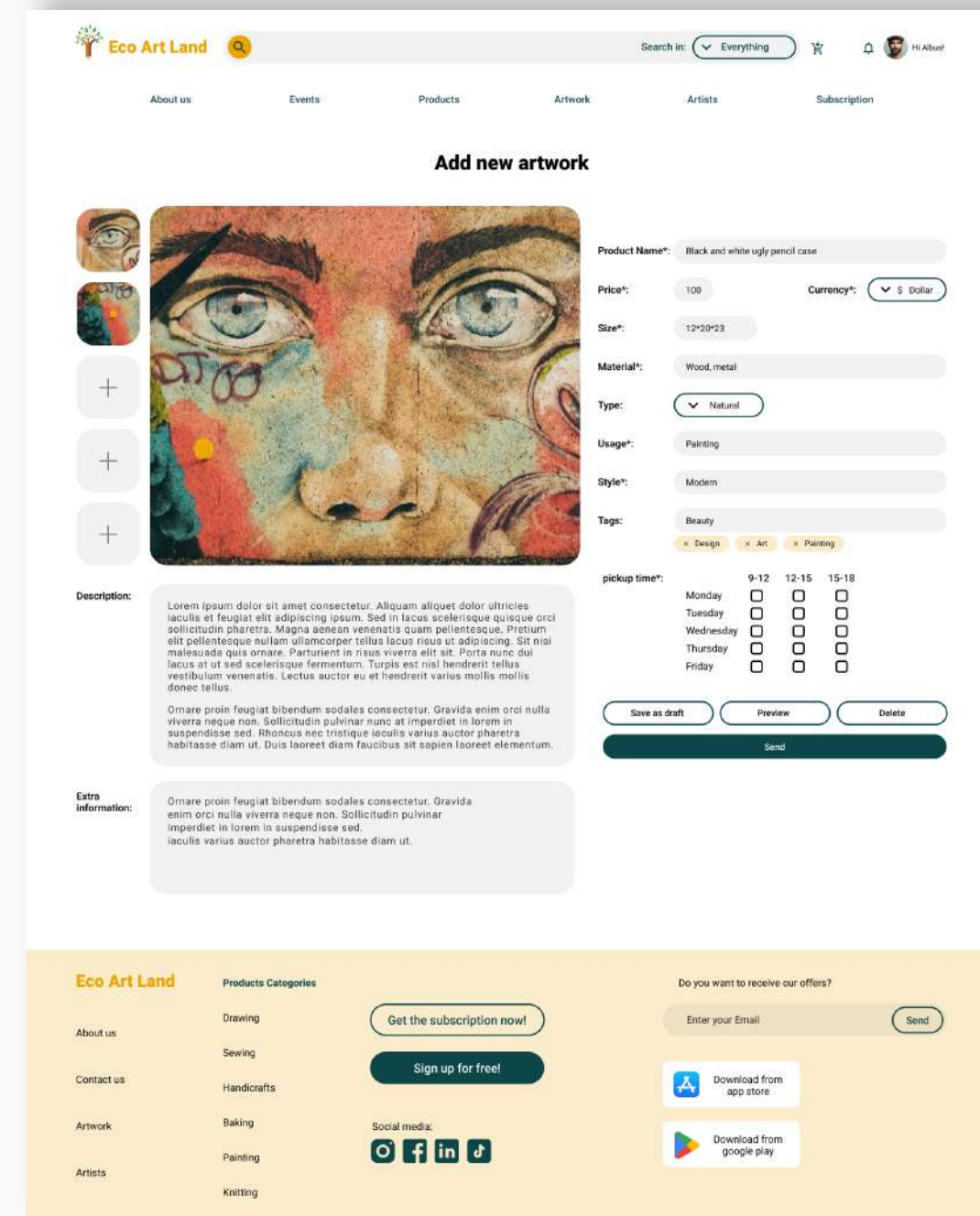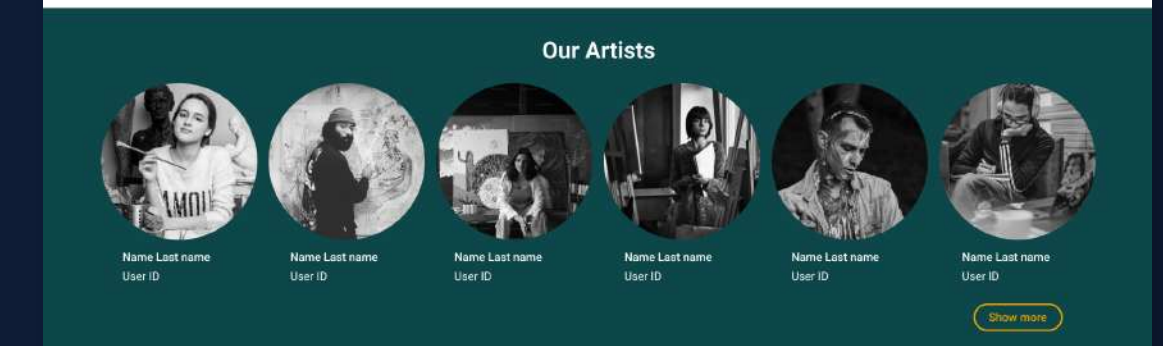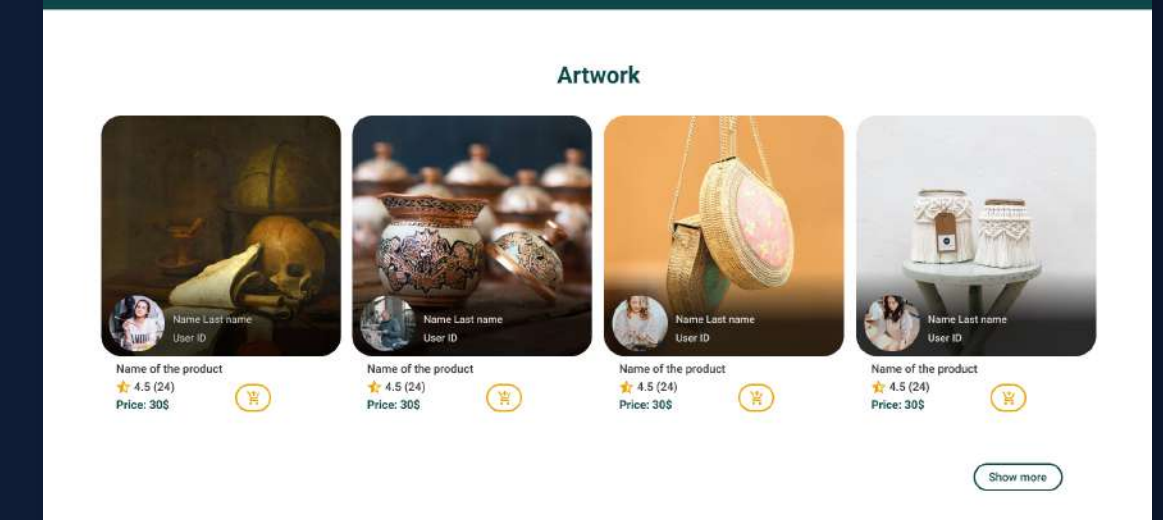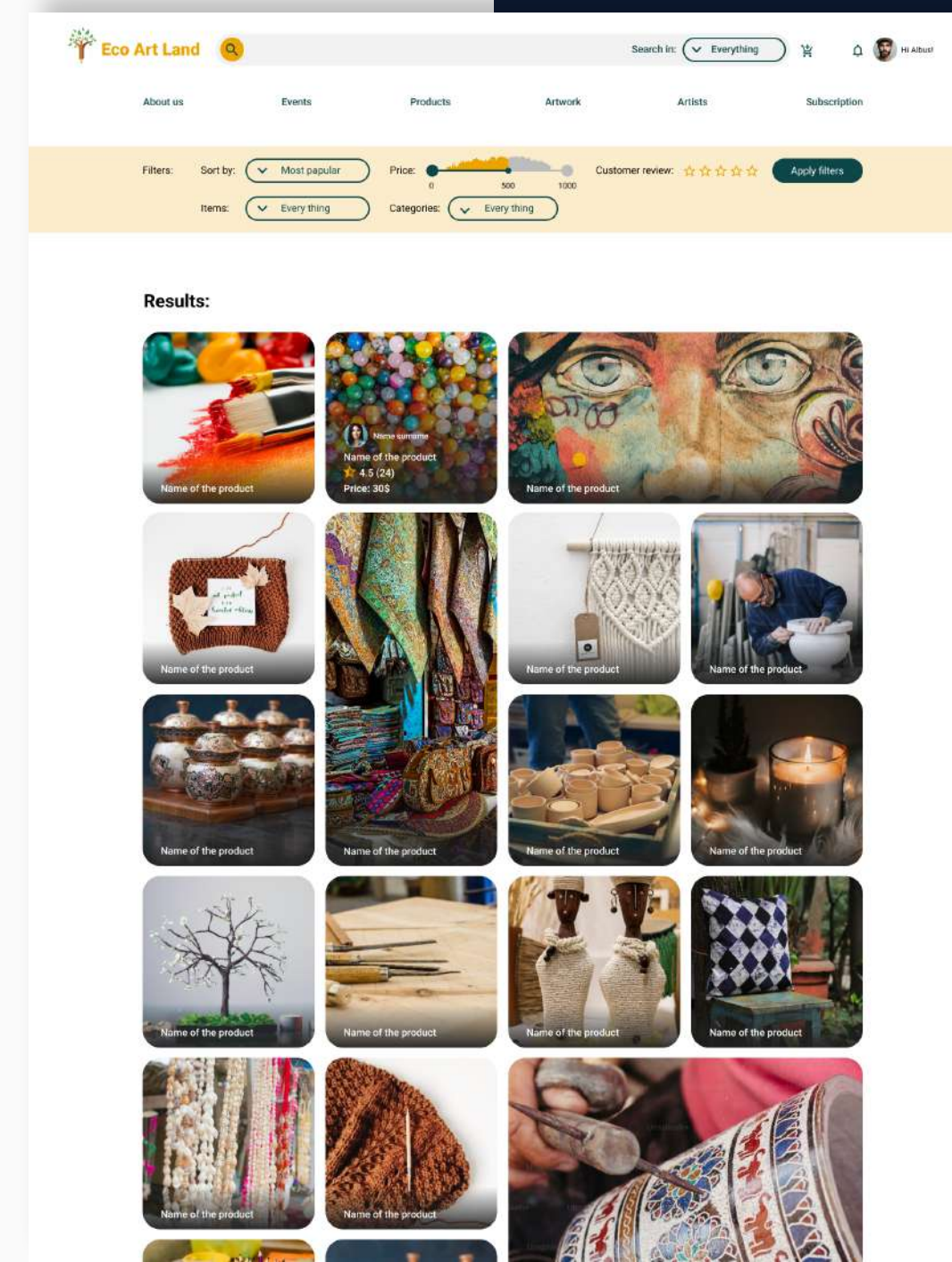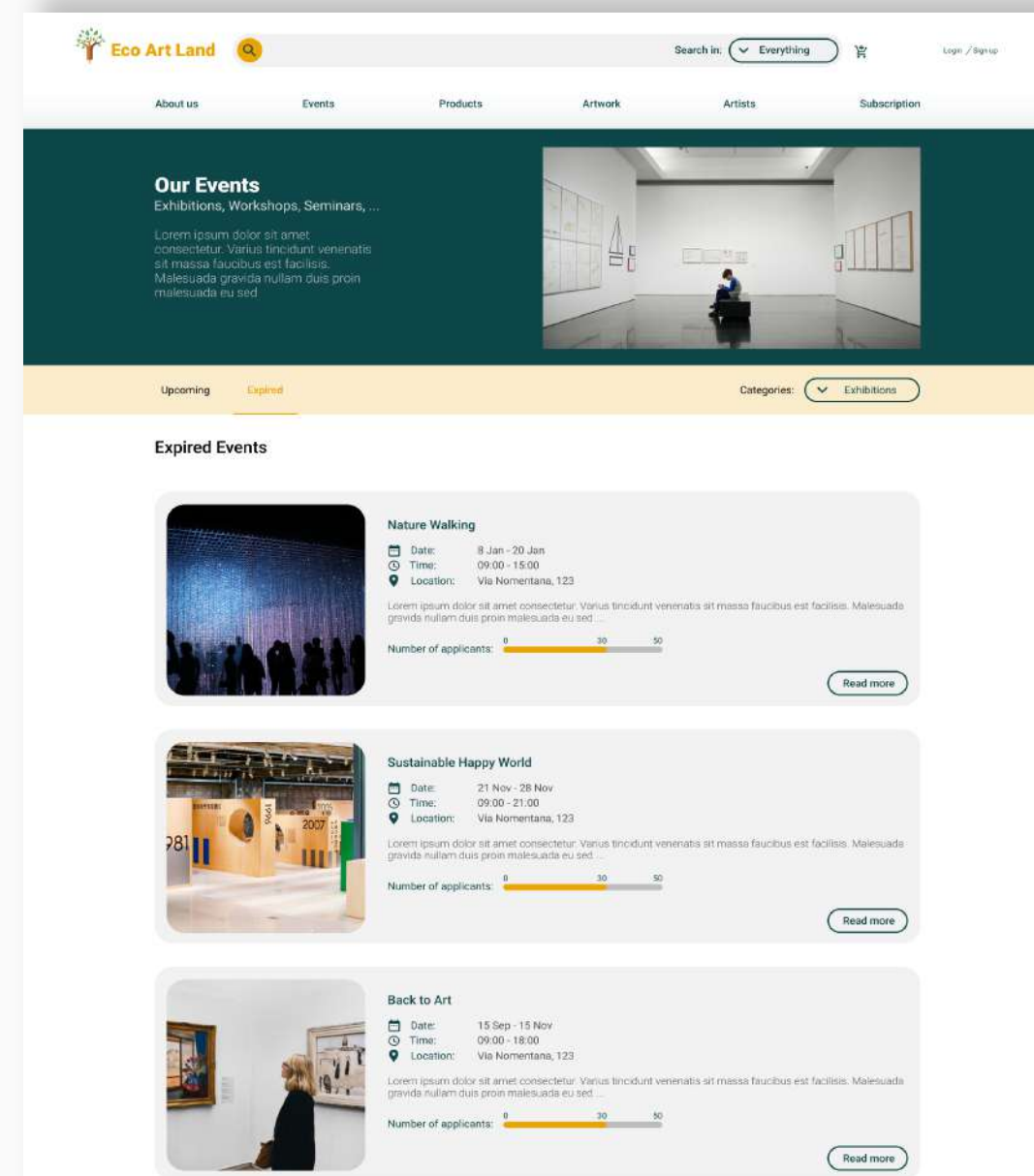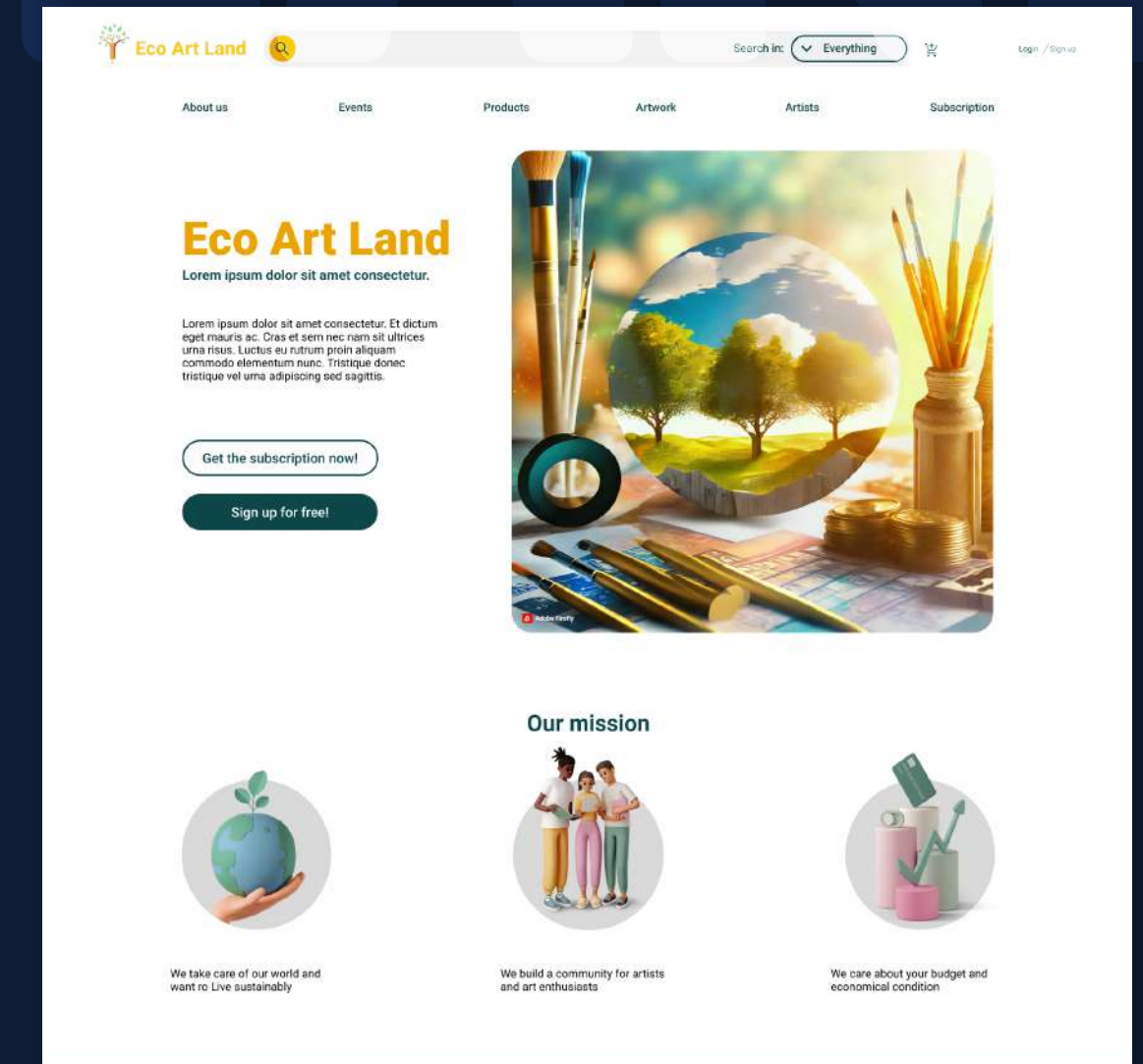
Bargh Online

UI/UX Design | A local online electronics supplier

Project Overview

Role: Web Designer

Date: May 2021 - Jul 2021

Design Tool: WordPress CMS

Description:

An e-commerce website for selling electronic components, including lamps, video door openers, cables, and ventilators.

Problem Addressed:

Bargh Online addressed the challenge in the electronic components market where users faced difficulties in finding specific items due to unclear categorization and a lack of detailed product information.

Process:

Conducted user flow analysis, designed a responsive e-commerce platform, and integrated secure payment options.

Objective:

With an awareness of the increasing demand for reliable electronic components in home improvement, this project's objective was to establish Bargh Online as a trustworthy and user-friendly e-commerce platform.

Beyond being a place to buy electronic components, Bargh Online aims to redefine the online shopping experience by offering clear categorization, detailed product information, and a seamless checkout process.

Through these efforts, our goal was to empower homeowners with the knowledge and confidence to make informed decisions while enhancing their overall experience in purchasing electronic components.
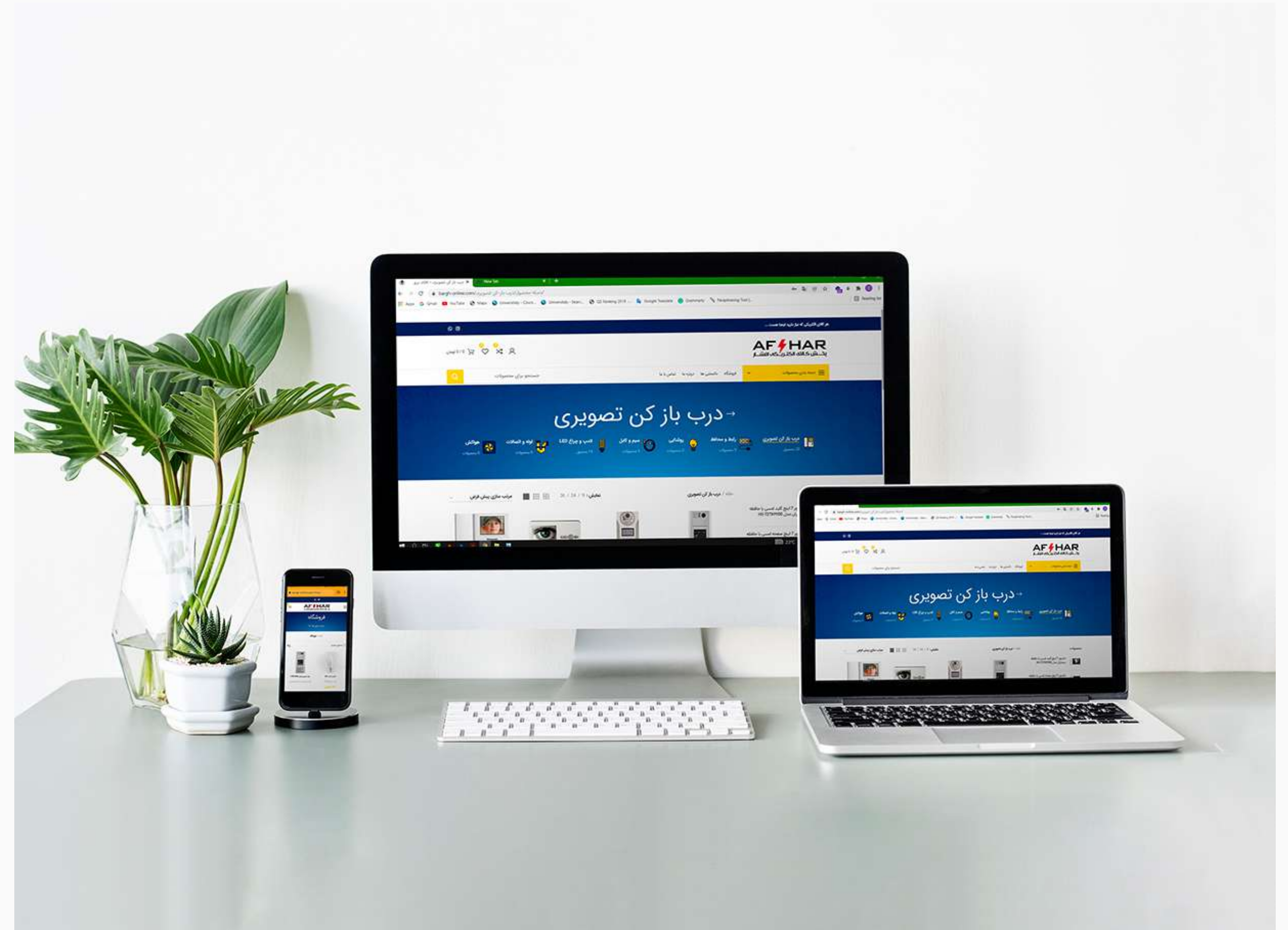
Understanding The User

Empathy Map

Says

"I wish it was easier to find the electronic components I need."

"I want to be confident in the quality of the products I'm buying."

"A smooth and secure checkout process is crucial for me."

Feels

Anxious about making the right choice for electronic components.

Assurance and trust when provided with detailed product information.

Frustration and concern if the checkout process seems complicated or insecure.

Thinks

"I need to find reliable electronic components for my home."

"Clear product information will help me make informed decisions."

"A secure and easy checkout process is a sign of a trustworthy website."

Does

Searches for specific categories and filters to streamline product selection.

Reads product descriptions and customer reviews before making a purchase.

Appreciates a straightforward and secure checkout process.

Persona

Emily Davis
A 38 years-old Interior Designer

Needs and Goals:
- Seeks a user-friendly platform to easily find specific electronic components for home projects.
- Values transparency and detailed product information to make informed purchase decisions.
- Desires a secure and streamlined checkout process for a hassle-free shopping experience.

Challenges:
- Struggles to locate specific electronic components on e-commerce platforms with unclear categorization.
- Feels hesitant to make purchases without sufficient product details and transparent pricing.
- Avoids websites with complicated or insecure checkout processes.

Pain Points:

Difficulty in Product Selection:
Users may struggle to find specific electronic components, such as lamps, video door openers, pipes, cables, and ventilators if the website lacks clear categorization and filters.

Incomplete Product Information:
Users might hesitate to make a purchase if product pages lack comprehensive details, customer reviews, or transparent pricing information.

Complex Checkout Process:
Users may abandon their carts if the checkout process is cumbersome, lacks transparency, or raises concerns about the security of their transactions.

Lack of Post-Purchase Information:
Users might feel anxious after purchasing if they don't receive clear confirmation emails or real-time tracking information for their orders.

Understanding The User

Problem Statement

Homeowners seeking reliable electronic components face challenges in finding specific items due to inadequate categorization and filters. The lack of transparent product information and a complicated checkout process contribute to user frustration and potential cart abandonment.

Goal Statement

Create an efficient e-commerce platform with clear categorization and filters for easy navigation, providing users with comprehensive product information and customer reviews. Streamline the checkout process to ensure a secure, transparent, and user-friendly experience, ultimately enhancing the confidence of homeowners in purchasing electronic components from Bargh Online.

Hypothesis Statement

By enhancing the website's navigation and optimizing the checkout process, we anticipate an increase in user confidence and a reduction in cart abandonment. This holistic improvement is expected to result in higher conversion rates, ultimately contributing to a positive user experience and increased customer satisfaction on Bargh Online.
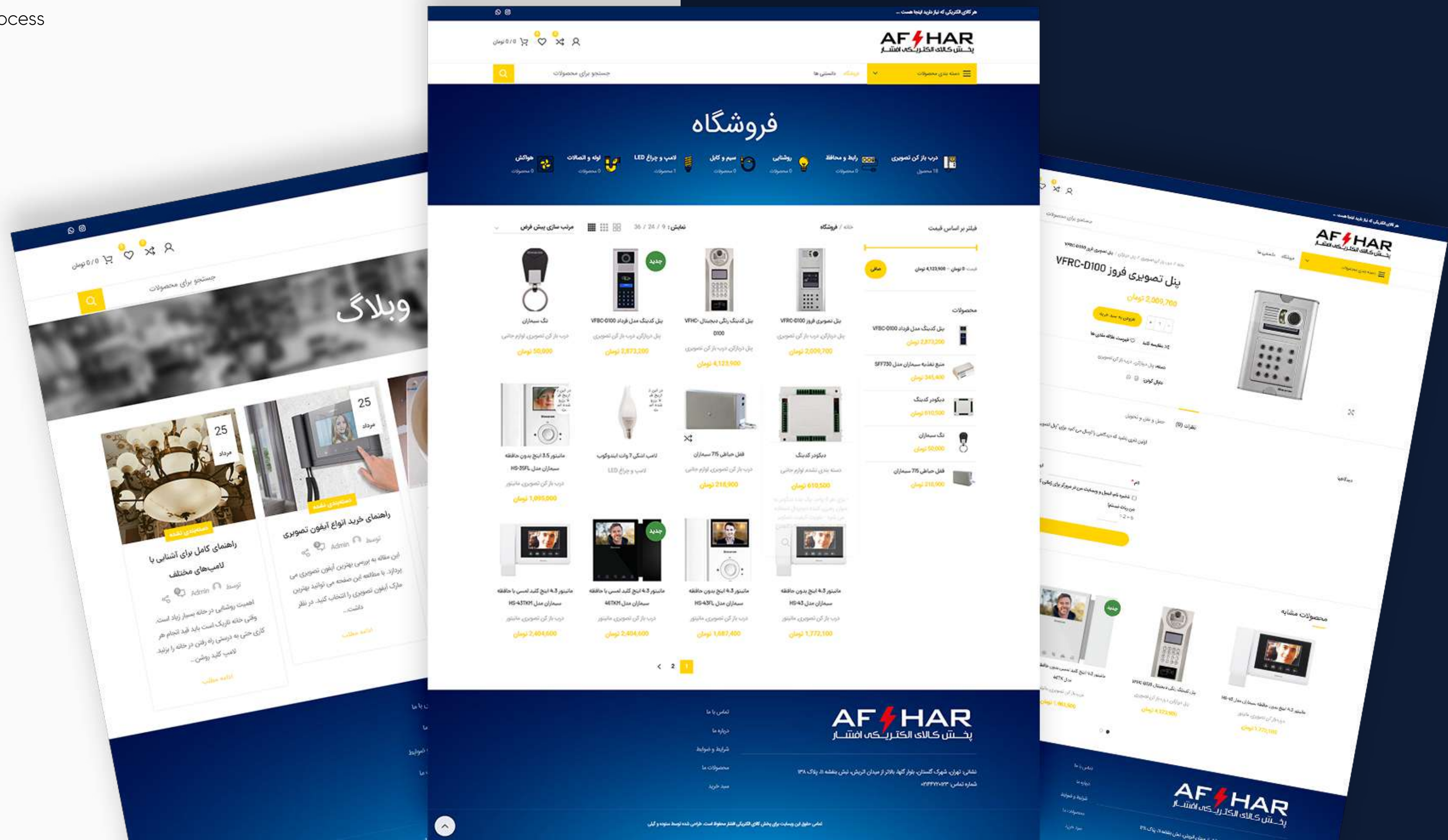
Usability Study
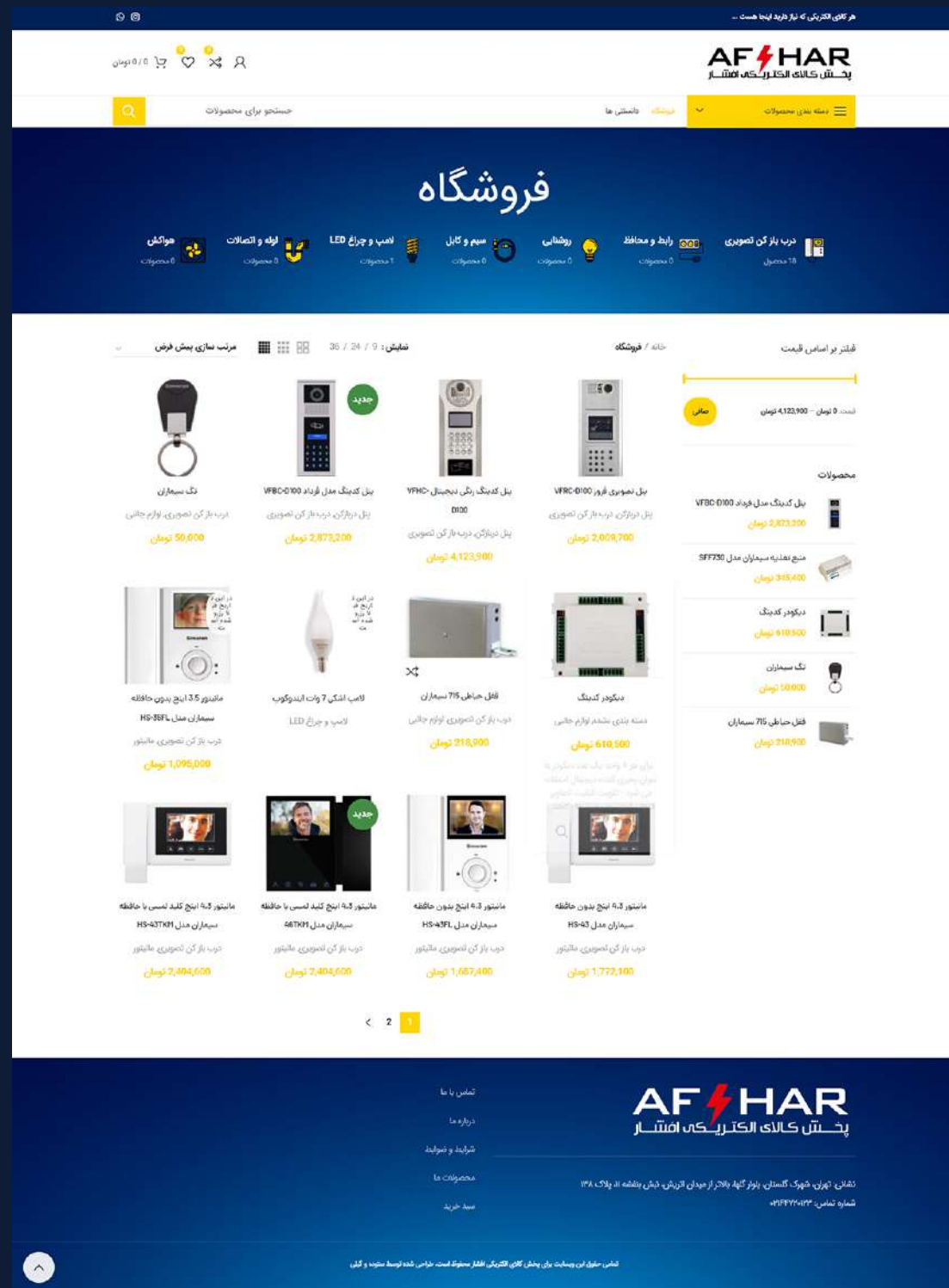
Tasks and Goals

Easily access the Bargh Online website and navigate to the "Shop" section.

Utilize intuitive filters to narrow down product options based on categories such as lamps, video door openers, pipes, cables, and ventilators.

View detailed product pages with specifications, customer reviews, and clear pricing information.

Add selected items to the shopping cart and proceed through a straightforward and secure checkout process.

Receive confirmation emails and real-time tracking information for orders.

Experience a responsive design that ensures a user-friendly browsing and purchasing experience on both desktop and mobile devices.
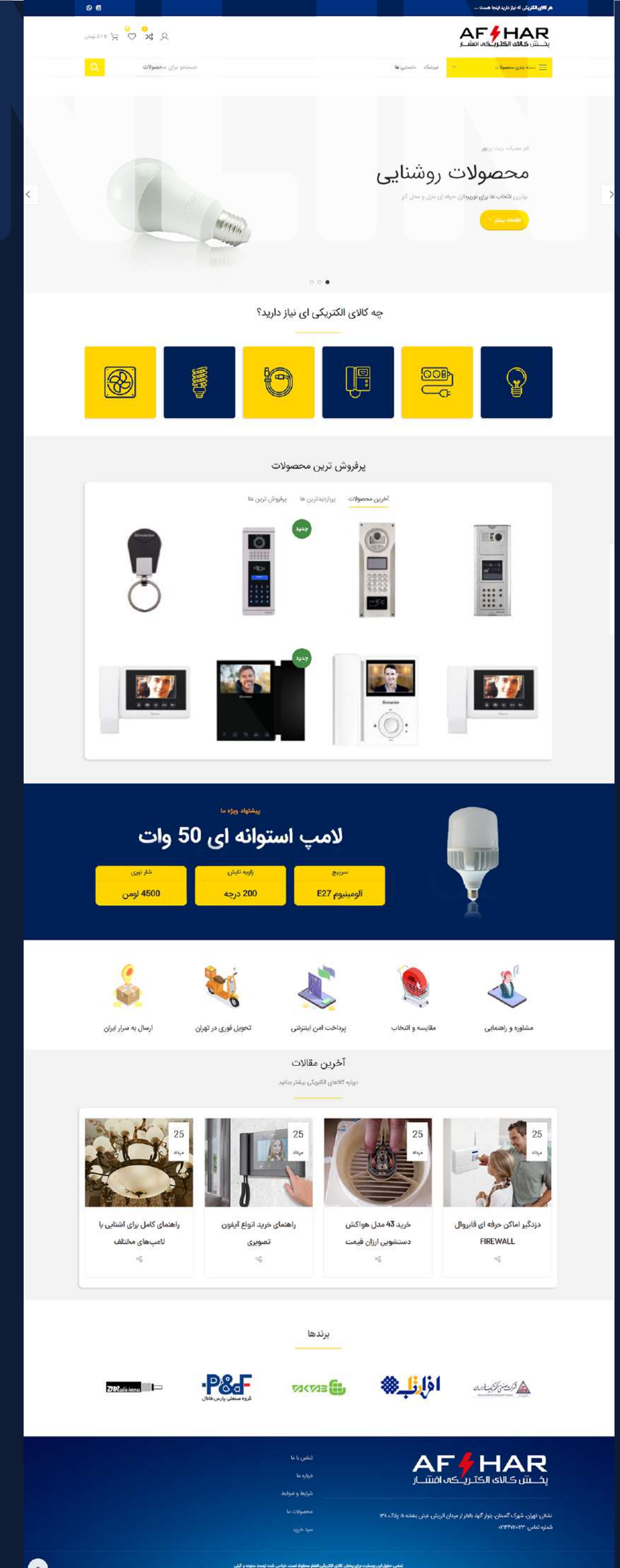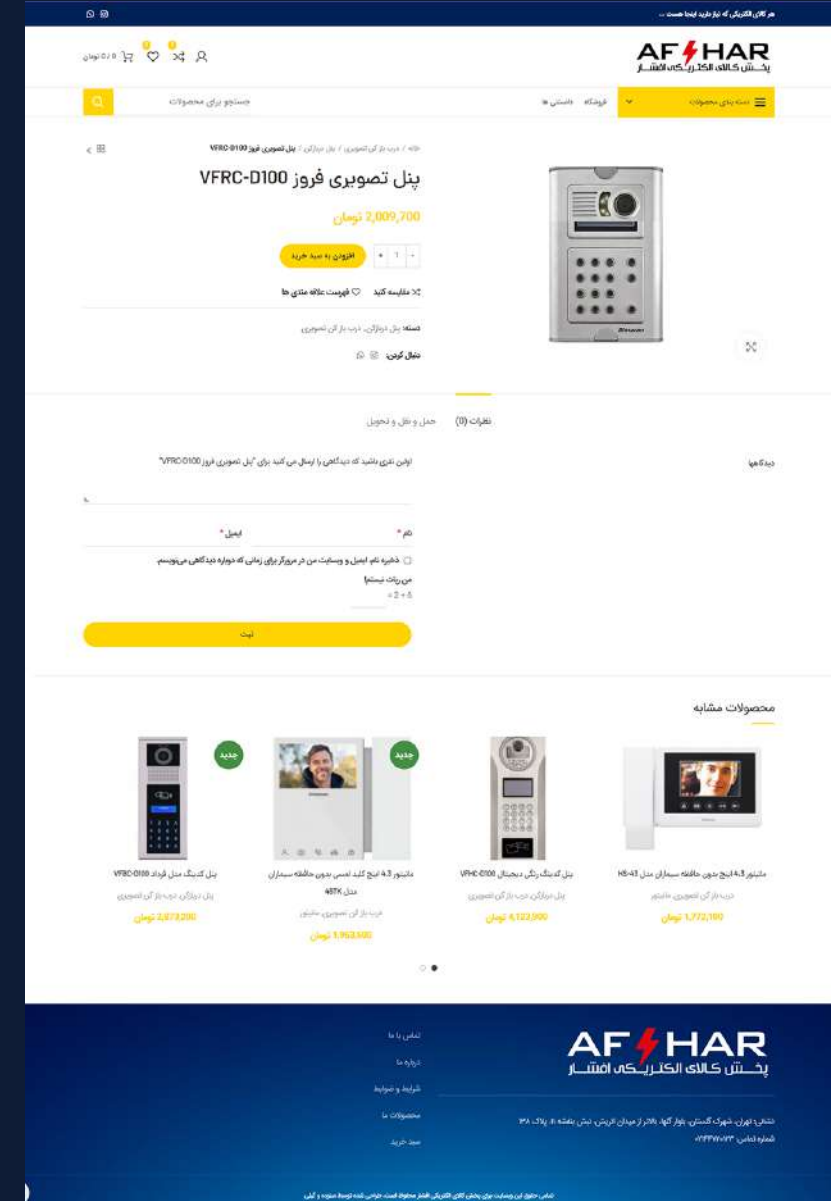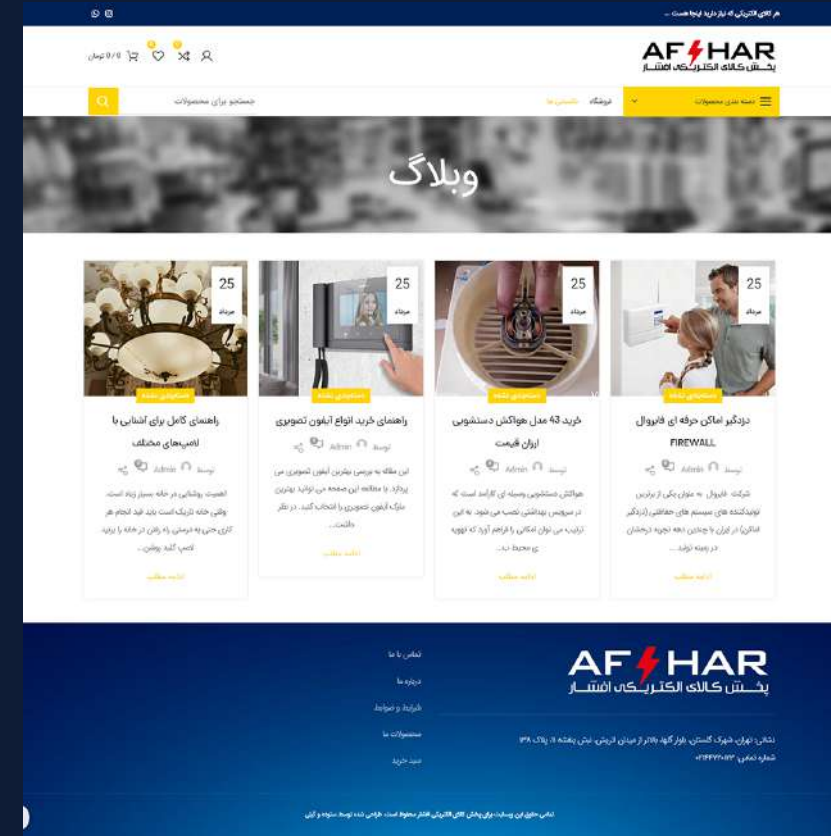
Final Product
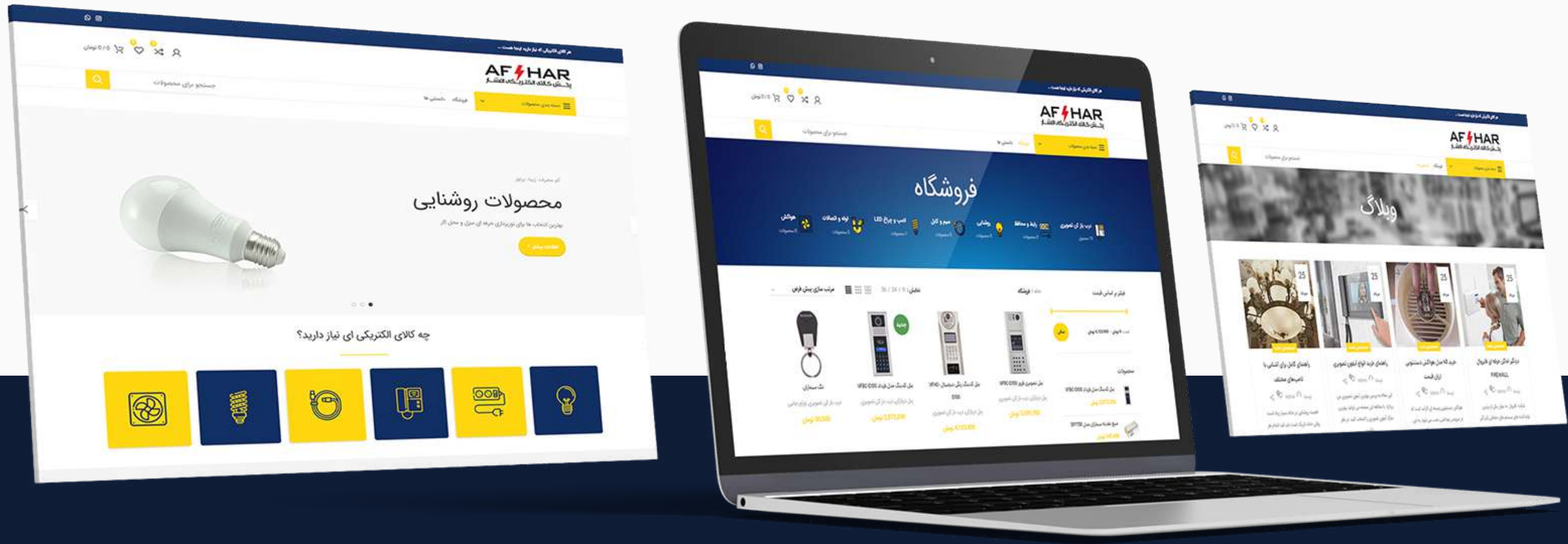
Takeaways

Impacts:

Improved user accessibility to electronic components, providing a reliable online platform for purchasing high-quality products. By optimizing the checkout process for simplicity and security, user friction was significantly reduced and conversion rates increased.

What I learned:

From the Bargh Online project, I learned the power of simple and minimal design in enhancing user experience. Embracing simplicity helped streamline navigation and reduce cognitive load, leading to improved usability and heightened user satisfaction. Incorporating minimalist design principles proved effective in creating an intuitive and visually appealing platform that resonated with users.

Next Steps:

The next step could involve conducting further user testing and gathering feedback to iteratively improve the platform based on user insights. Additionally, implementing enhancements such as an integrated messaging system for buyer-seller communication and refining the mobile experience could enhance overall usability.
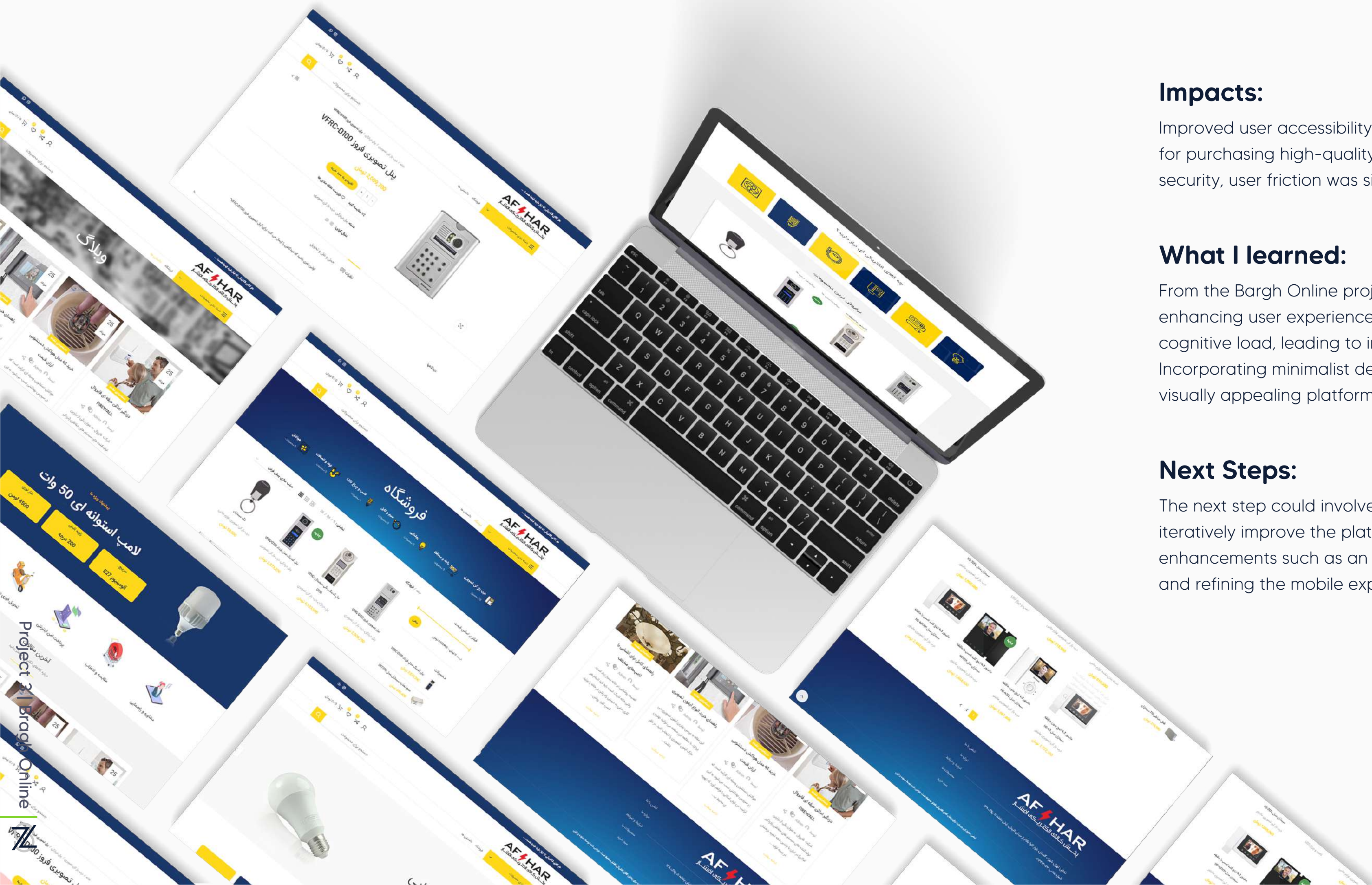
Fastos

UI/UX Design | A website for bike riders and sellers

Project Overview

Role: Web Designer

Date: Nov 2018 - Jan 2019

Design Tool: WordPress CMS

Description:

A comprehensive website for a bike company, introducing their products (bikes and spare parts)

Problem Addressed:

Fastos identified a need for a centralized and informative online platform to serve both riders and bike sellers. The existing challenge was the lack of a comprehensive source for detailed information about the company, its products (bicycles and spare parts), and services.

Objective:

Recognizing the passion among riders for high-quality bicycles and spare parts, our objective was to establish the Fastos website as a leading source of information for both riders and bike sellers.

Fastos.ir was the first website that I designed using the WordPress CMS. They were selling bikes to business owners at the time. As a result, the main goal of this website was to provide potential customers and end users with information about Fastos Group and its products.

Process:

Conducted market analysis, designed a user-friendly website, and ensured mobile responsiveness.
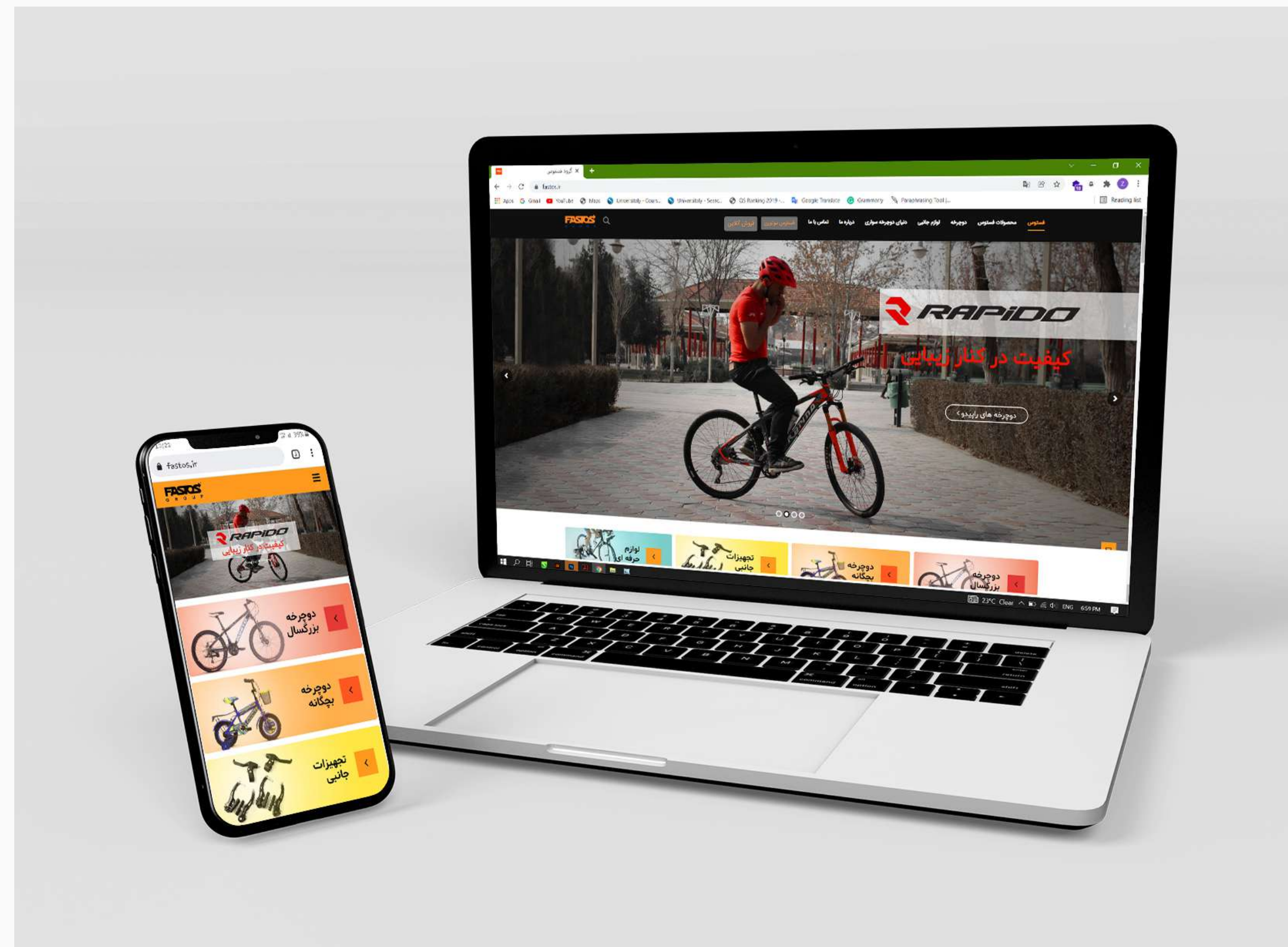
Understanding The User

Empathy Map

Says
"I wish I could find more detailed information about the latest bike models."

"I find it frustrating when websites don't work well on my phone."

Feels
Excitement about discovering new bike models and accessories.

Frustration when unable to access information seamlessly on mobile devices.

Thinks
"I want to make sure I'm investing in the right bike or spare parts."

"Mobile-friendly access to product information is essential for my convenience."

Does
Compares different bike models and their specifications.

Uses mobile devices for quick access to information.

Persona

Alex Wheeler
A 32 years-old Software Engineer

Needs and Goals:
- Wants detailed information about the latest bike models and spare parts to make informed purchasing decisions.
- Values community engagement and desires a platform to connect with fellow cyclists, share experiences, and participate in biking events.
- Seeks a seamless online experience, especially on mobile devices, for quick access to biking information.

Challenges:
- Feels isolated within the biking community due to a lack of centralized online spaces.
- Struggles with navigating websites on mobile devices, hindering the exploration of biking gear.

Pain Points:

Limited Product Information:
Users may struggle to make informed decisions if the website lacks detailed information about bike models and spare parts.

Inaccessible Community Interaction:
Users interested in community engagement may find it challenging to connect with other cyclists or participate in events due to a lack of a designated space on the website.

Poor Mobile Experience:
Users exploring the website on mobile devices may encounter difficulties with navigation and functionality, impacting their overall experience.

Complex Product Exploration:
Users might face frustration if the process of exploring and understanding the specifications of bikes and spare parts is unclear.

From the data obtained from the empathy map I wrote the **user story** that is: As a cycling enthusiast, I want to explore the latest bike models and spare parts, so I can make informed decisions about my cycling gear.

Considering the problem and user story, I wrote the **goal statement**: Develop a user-friendly website that provides comprehensive information about bike models and spare parts, ensuring a seamless exploration experience for users.

Hypothesis statement for this project would be: If Alex has access to a user-friendly website with detailed information about bike models and spare parts, then his engagement and satisfaction will increase.

Problem Statement
Allex is a cycling enthusiast who needs a centralized platform to access detailed information about the latest bike models and spare parts because he wants to make informed decisions.

Design

Sitemap and Visual Menu

I made use of visual elements such as icons and photos as much as possible to make a better experience for users - due to the fact that a lot of people do not know the names of some bicycle accessories.

Furthermore, at the bottom of the main page, there is an image of a bicycle with different parts identified on it to help visitors become familiar with bicycle accessories.

Sorting the products into categories was one of the main design challenges for this website. Due to the wide variety of product types, it was necessary to classify them based on user behavior in a way that was predictable to users. We conducted quick usability testing with a few people to determine the optimal menu design. We discovered that the user is better able to understand the categories due to the pictograms.
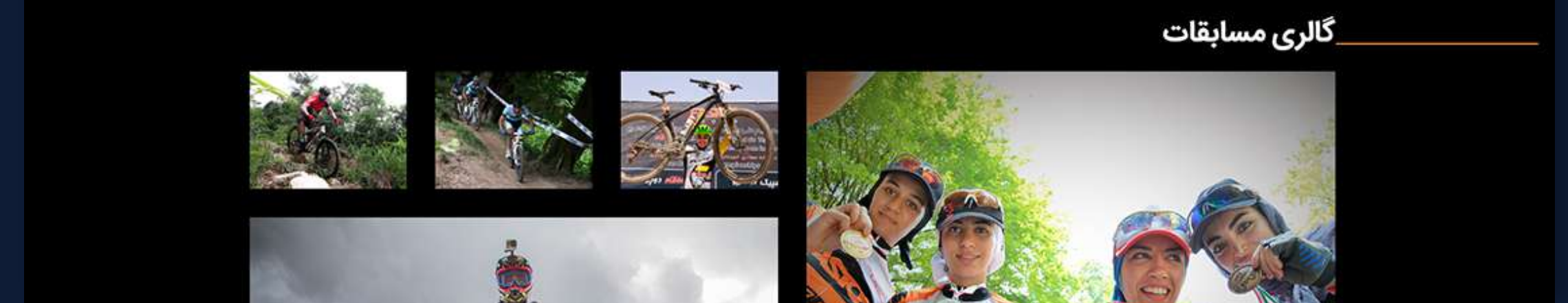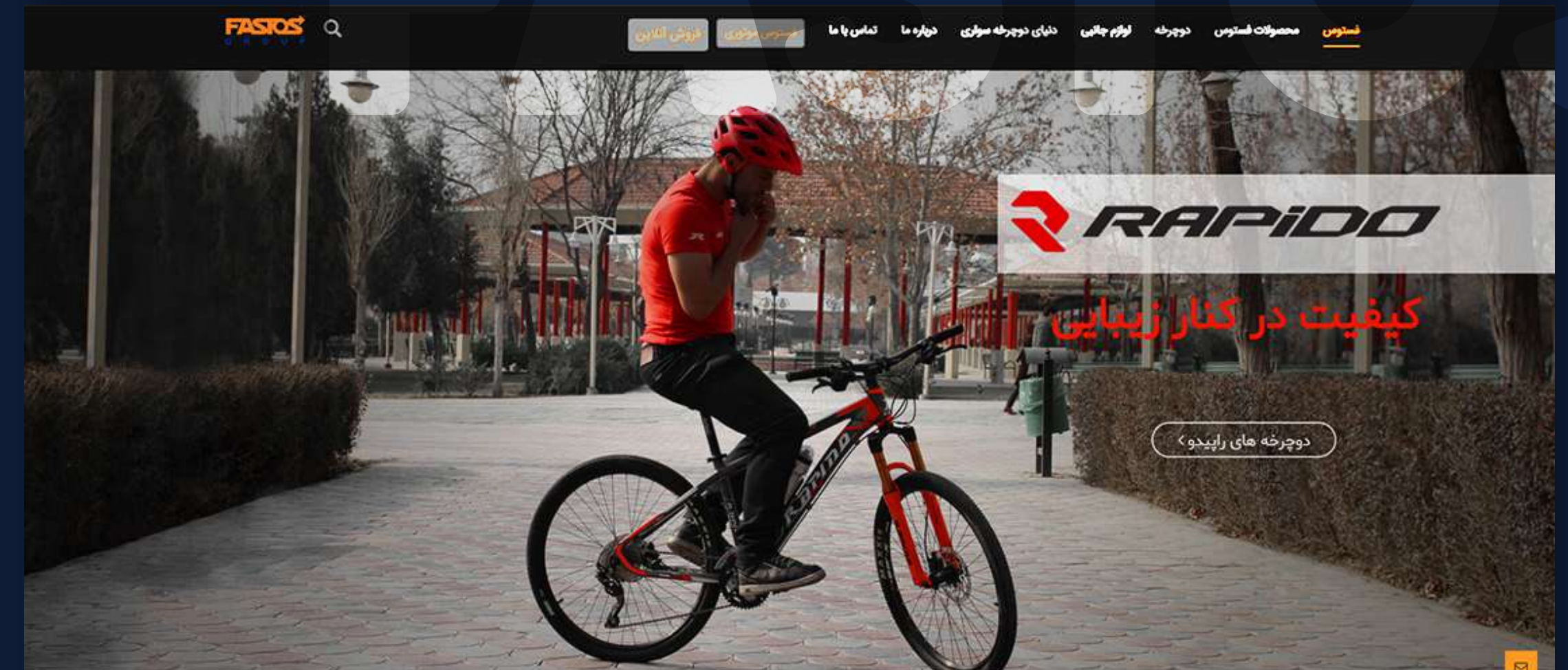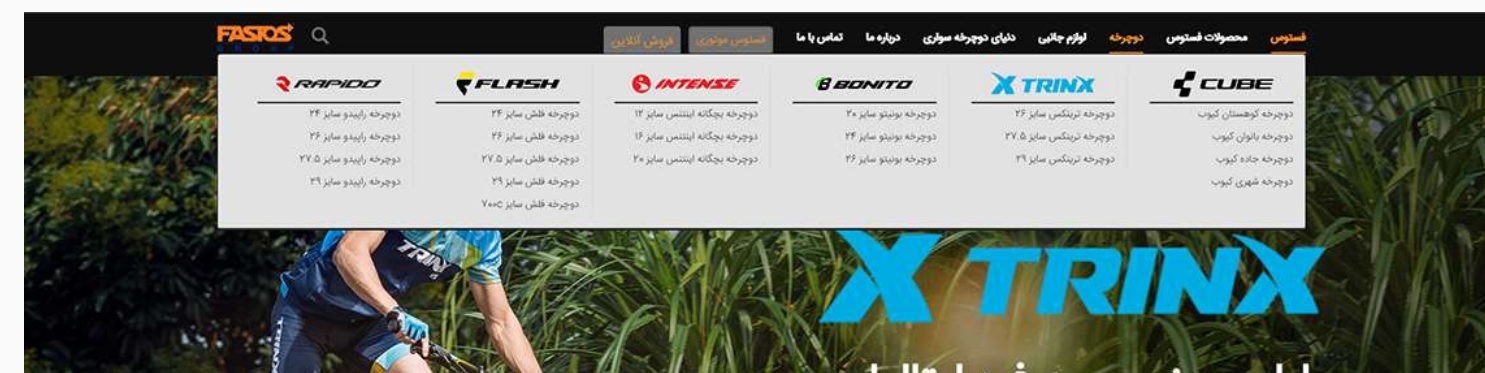
Usability Study

Study Tasks and Goals:

- Navigate to the Fastos website and easily locate the "Products" section.

- Browse through various bike models and spare parts with detailed descriptions and high-quality images.

- Find comprehensive information about each product's specifications, pricing, and availability.

- Experience a seamless transition between desktop and mobile devices while exploring the products.

Findings:

Navigation Clarity:

Users generally found the navigation intuitive but suggested minor improvements for better clarity and organization.

Product Information Accessibility:

Participants appreciated the detailed product information but recommended adding quick-access links or a search bar for faster navigation.

Mobile Responsiveness:

While mobile responsiveness was generally good, some users encountered minor issues with the page loading speed, indicating a need for optimization.

Takeaways

Impacts:

Strengthened the brand's online presence and facilitated product exploration

What I learned:

Creating a responsive and user-friendly website, making it accessible on various devices. Improving my WordPress, HTML, and CSS skills.

Next Steps:

Due to the increasing demand for online shopping, adding the ability to purchase products can be a good idea for the future.
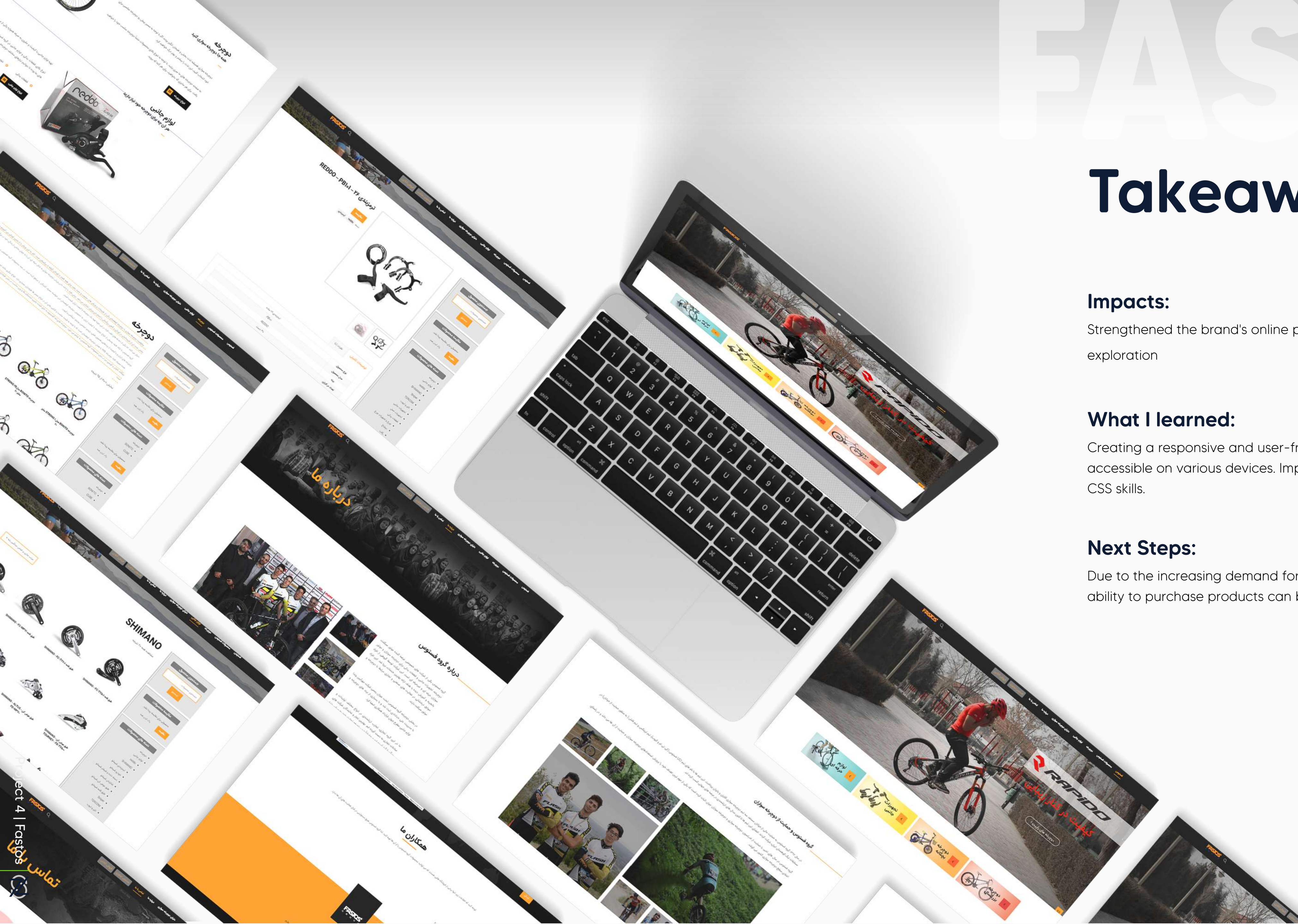
Thank You

For your time and attention