



PORTFOLIO

UX Design Case Studies & App UI Redesigning

Megha Roy

UI/UX & Graphics Designer

Hello!

I am Megha, a design professional with over 5 years of specialized experience in UI/UX design, graphic design and digital media. Proven ability to translate creative concepts into visually engaging user interfaces and digital experiences. Proficient in Adobe Creative Suite, Figma, and various prototyping tools.

Key Skills

- User Experience Research
- User Experience Designing
- Graphics Designing
- Digital/ Product Designing
- Project Management
- Data Analysis

Technical Skills

- Microsoft Office Suite: Word, Excel & PowerPoint, Outlook, Teams
- Programming Languages: HTML, CSS, Javascript
- Designing & Editing Tools: Adobe (Photoshop, Illustrator, InDesign, Premier Pro), CorelDraw, QuarkXPress
- Wireframing: Figma, Adobe XD, Sketch.

Certifications

- Fundamentals of User Experience Designing – Google (2021)
- Advanced UX Designing – American University of Beirut (AUB), 2024
- Artificial Intelligence – NASBA, 2024
- Generative AI – Microsoft, 2024
- Digital Marketing – Exponential University of Applied Science (XU), 2024

Overview

- M&S App – Case Study & Re-design
- Poplar Harca – Project
Inclusive Society Case Study & Proposed Website Design
- Goodreads – Case Study & Redesigning
- Pazel Cloud – App
- Warwick Business School – Course Comparision Page

MARKS &
SPENCER

POPLAR
HARCA

goodreads



M & S

Case Study & App Redesigning

MARKS &
SPENCER

Introduction

Marks & Spencer is a major UK retail chain that has grown multi-channel and globally in recent years. M&S Food is a major growth area and has received a lot of attention and reform from the company. M&S Food is well regarded and well received in the UK, and the company is constantly looking at and innovating the shopping experience for its customers. The food at M&S is high quality, diverse and global. This makes it easy for consumers to get the food they need at the shop. For example, M&S has food that has an IP infusion; food that is friendly to the health-conscious and zero-calorie crowd; and food that is suitable for commuters who need convenience and speed. M&S announces to the public, "It's not just food, it's M&S food." This is not only shown on the food interface of the M&S website, but also in its television programmes and marketing campaigns, where M&S creates memories and builds relationships with customers by constructing 'different' food.

As a result, our team researched and designed out of the consumer experience, based on M&S' value system and existing experiences. The brief was to: Find a way to incorporate a successful premium store model into a distinctive digital experience and add value for customers experience by improving the current UI with primarily focusing on the food section.

Background

Organisation's Description

M&S is a well-known British chain store in the UK that opened in 1882. They specialize in clothing and food: There are a dozen stores in France, most of which are in Paris. As they have fostered an e-shop in Britain, the French market is just block and mortar. M&S has developed from a solitary market slow down to a global, multi-channel retailer. They sell slick, top calibre, incredible worth dress, and home items, as well as remarkable quality food, dependably obtained from around 3,000 providers internationally. Marks & Spencer has always been as their vision says they venture into multiple brands under distinct categories, and this is also the case with M&S food. M&S launched an innovation centre in premium food in January 2021 and successfully introduced an online retail partnership with Ocado in September 2020. This has given M&S a new reputation for innovation in UK retail, particularly in areas such as refrigeration and convenience, as well as developing meal and accompaniment convenience for dining occasions, and has attracted other retailers to follow suit.

Organisation's Value

These tangible values of M&S appeal directly to consumers, while the intangible values of M&S also create a strong connection with consumers. Food has a language. The language of food is expressed in a variety of ways, for example in television programmes, cookbooks, food reviews, etc. These physical manifestations of food can communicate something specific about culture or society, and even food has been defined as a symbol of status and power. (Tresidder, 2010) This food symbol is transformed into an intangible value that is passed on to the consumer. Through unique food symbols, customers are given a specific food experience. The intangible value it brings to the consumer is boundless. It creates a utopian world of food for the consumer, and, like the content provided by its advertising symbols, it creates a 'pleasure zone'. (Fantasia, 1995) M&S food creates a unique memory between Marks & Spencer and the consumer and increases the public's memory of M&S food. This intangible value also enhances the otherwise tangible value of Marks and Spencer's food in an invisible and silent way.

The M&S mission is "To make aspirational quality accessible to everyone, through the depth and range of its products. M&S hopes to create a global community where products are easily accessible to everyone. The company has designed several activities and programmes to achieve its vision. For example, the Sparks Loyalty Programme and the A Programme, both of which have been well received. (MSA, 2021)

The vision of M&S is "To be the standard against which other brands are measured, with focus on quality value, service, innovation and trust. "The company's vision also clearly defines the aspirations of the organisation, who want to establish themselves as a company that can easily quantify everything from customer experience to employee satisfaction. The new team is also focusing on innovations in areas such as reducing plastic packaging and using alternative proteins, putting the organisation even further ahead in responding to customer needs. (Seed, 2020) These programmes and activities allow the public to see and experience M&S' mission and vision first-hand, while also fostering a connection and trust between M&S and their customers.

Current experiences

Overalls

Early on, Abbott (1955) and Alderson (1957) focused on the broader concept that 'what people really want is not a product, but a satisfying experience. In today's increasingly complex society, customer-to-customer interactions via social media are presenting significant challenges and opportunities for businesses (Leeflang et al., 2013; Libai et al., 2010). This is because customers are interacting with companies through multiple channels and multiple touch points in the media, which also leads to more complex user journeys (Lemon and Verhoef, 2016). Overall, scholars and practitioners have agreed that the overall customer experience is a multidimensional structure involving cognitive, emotional, behavioural, sensory and social components (Schmitt 1999, 2003; Verhoef et al. 2009; Lemon and Verhoef, 2016).

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Fivedimensionsof experience

Aspects of consumer behaviour are key to the study of the symbolic and experiential value of shopping (Baker, 2006) The first thing to mention is that M&S has done quite well with the dimension of cognition. On the one hand, according to Marks & Spencer's food supply chain guidelines (Johnson, 2004), the organisation has extremely ambitious standards in terms of human rights, gender equality, sustainability, wildlife conservation and so on. Such guidelines give customers a unique belief that they can express their ethical stance through the purchase of Marks & Spencer food. On the other hand, M&S food is a way to help consumers express their social status. According to Woodruffe-Burton and Wakenshaw (2011), consumers like to choose festive gifts for people they respect at M&S. Secondly, on the social front, M&S has placed increasing emphasis in recent years on using social media to create touch points with customers. This can be seen on M&S' Instagram, where the organisation has increased the number of food-related posts to three times a week, and the content of the posts is highly interactive with consumers. Marks & Spencer has also created branded IP imagery, allowing customers to create their own stories with Percy Pig and Colin. Thirdly, M&S immerses customers through the physical design and ambience of the shop environment. For example, the shop architecture, displays, design, colours, lighting and the scent of the baking area (Woodruffe-Burton and Wakenshaw, 2011) all work together to tell customers, "This is not food, this is M&S food." Customers can feel well welcomed and aesthetically enhanced in their shopping, prompting them to increase their good shopping experience. Fourthly, M&S has received mixed reviews on the dimension of emotional. Some customers felt that M&S gave them a fair deal because of M&S's unconditional refund policy, which allowed them to buy items without much worry (Woodruffe-Burton and Wakenshaw, 2011). However, some customers felt that M&S was once concerned with innovation at the expense of their traditional 45+ customers (Russon, 2020). Fifthly, M&S has always been happy to be a follower of fashion rather than a leader and the shops have been designed to support the needs of different age groups, for many basic purchases most people think M&S makes the most obvious, easiest and best place to shop. (Timpson, 2015) M&S customers are happy to pay for quality that they can be new to because it always has the M&S values.

Customer journey

Firstly, this user research exercise resulted in a user journey map (As shown in Figure 1). The purpose of this was to create a high-quality user journey map to examine the various frustrations and pleasures that users experience during interactions to gain a comprehensive understanding of the experience. This user journey map was created using five unique categories: user behavior, user goals, emotional curves, reflection points, problem points and design opportunity points. The user journey to M&S to buy a product is divided into sections and communicated through a route map.

During these stages, there are several frictions that have the potential to cause users to be emotionally drained. The first is that M&S sells an overwhelming variety of products, which makes it necessary for customers to spend a lot of time looking for the items they want. This may be related to the fact that the product assortment section was not organized effectively. Secondly, customers are in an awkward position when making product choices because of the lack of more specific product information. They did not receive the most correct information to help them plan because there were not enough subjective reviews of the products from other customers. This is because everyone has different preferences and needs for their food. Too much time has passed.

The opportunity points for this UX design are a user assessment system, more detailed labelling of food specificities such as allergies, and a better aftercare system. These opportunity points were figured out by gathering the lowest points of customer questions and emotions when shopping at M&S.

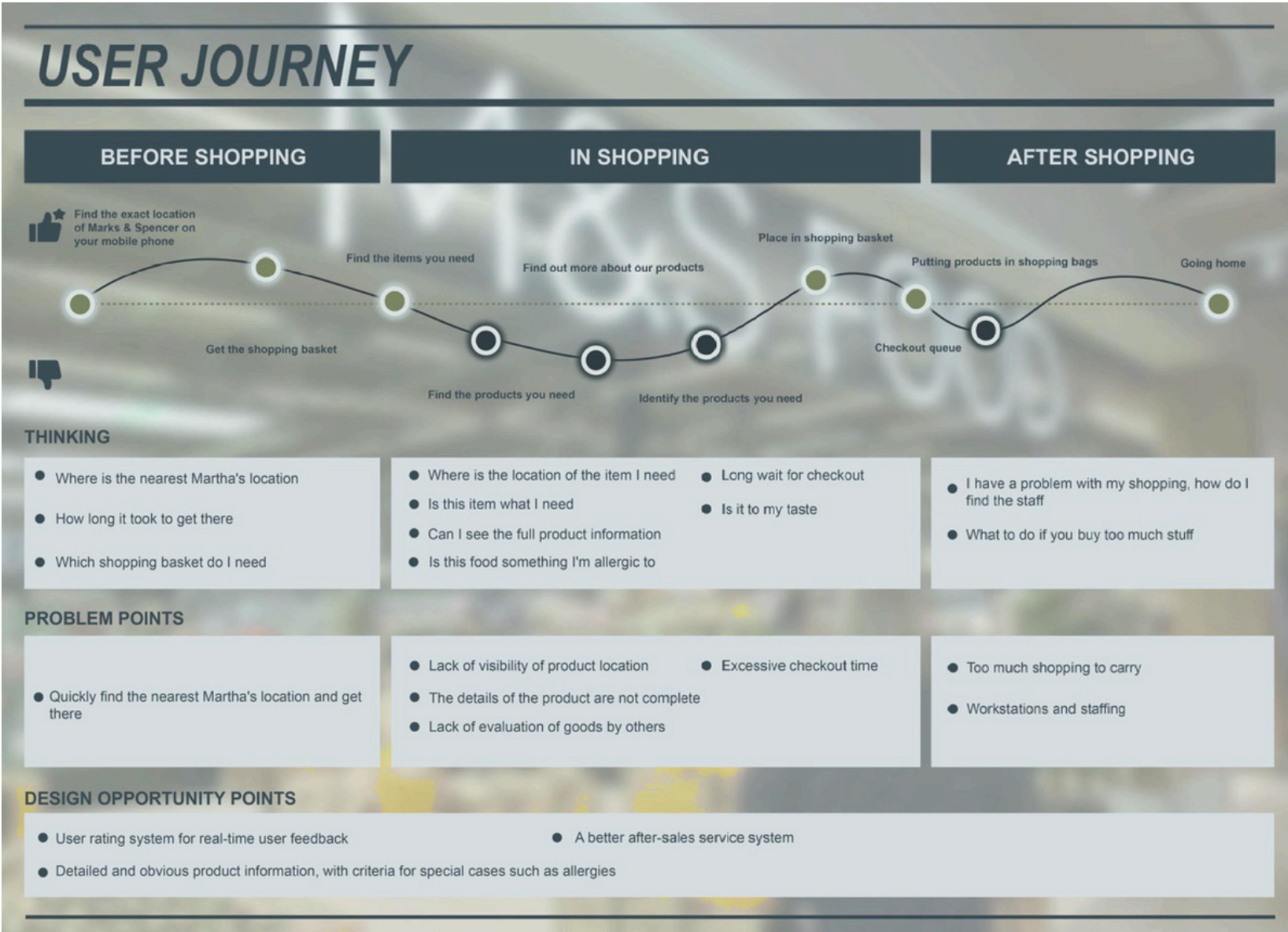


Figure 1: User Journey Map

Persona

Persona can supply comprehensive and detailed character profiles, and more intuitively describe the interaction form and experience feedback between consumer characters and products and services (Sophilabs., n.d.). For companies, it can effectively help lock the target groups in products and services and its core requirements; for persona itself, it can more accurately predict and summarize the pain points and expectations of experience emotions and their corresponding corporate value propositions. Based on the analysis of emotional frustration points and design opportunity points in the customer experience journey, as pictures shown below, we have summarized the following three representative persona images:

- An international student who is currently studying for a Master, has just come to London for half a year as a non-native speaker. (Figure 2)
- A bank employee who became a new mother not long ago. She needs to be overly cautious and careful about the diet of her newborn and herself. (Figure 3)
- One elderly person who has lived alone in North London for a long time. Unfamiliarity with apps and online media leads to a lag in information on M&S. (Figure 4)

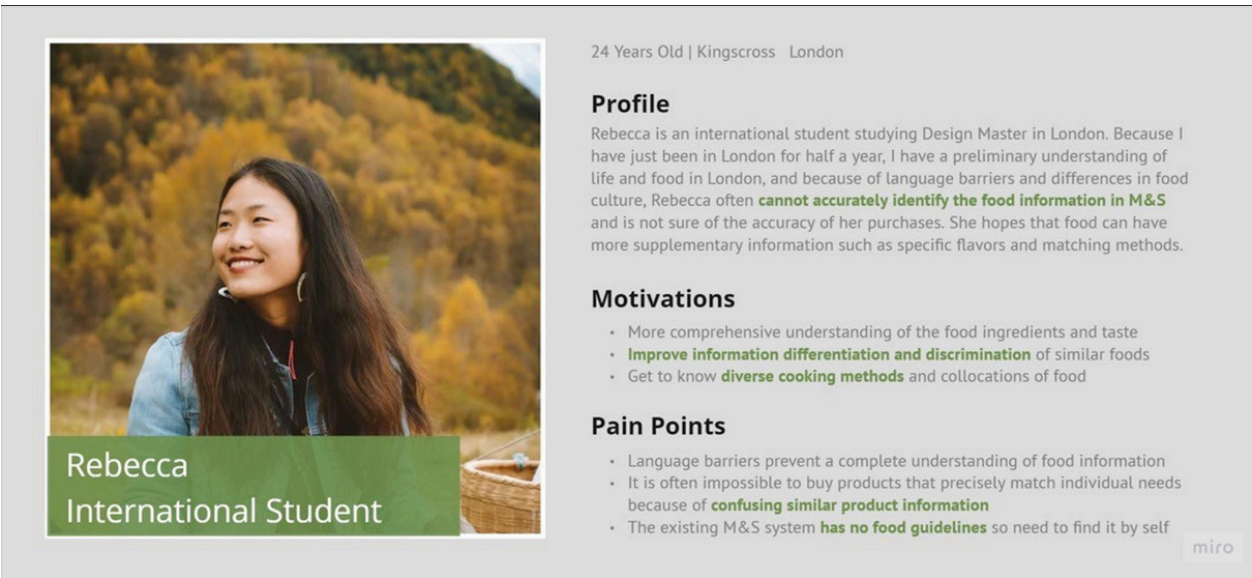


Figure 2: Persona 1

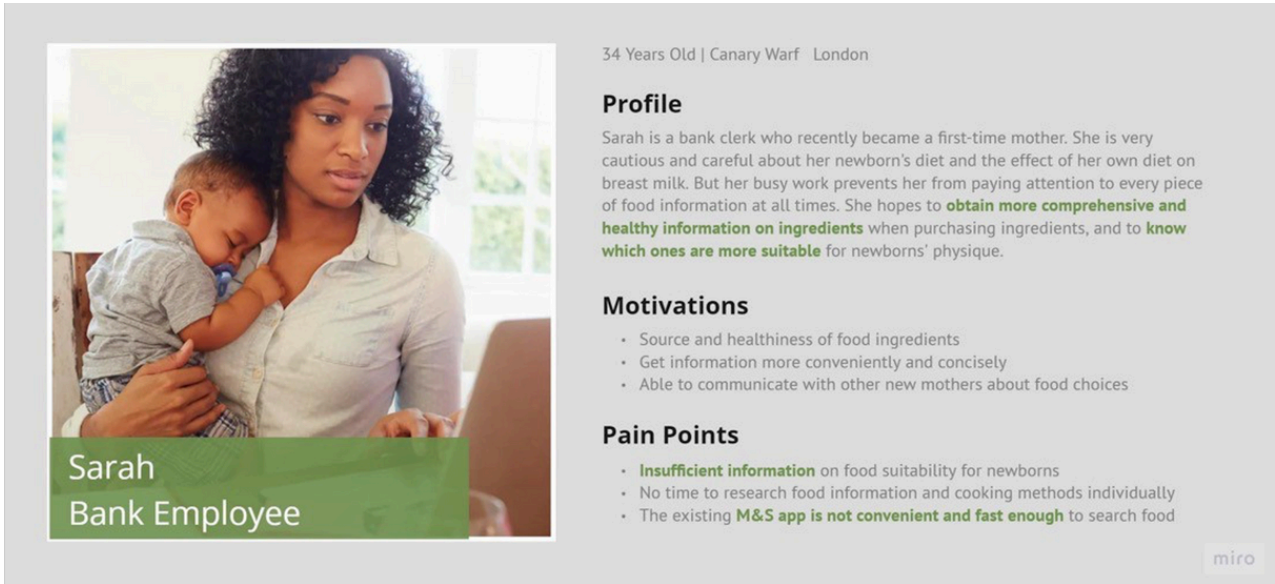


Figure 3: Persona 2

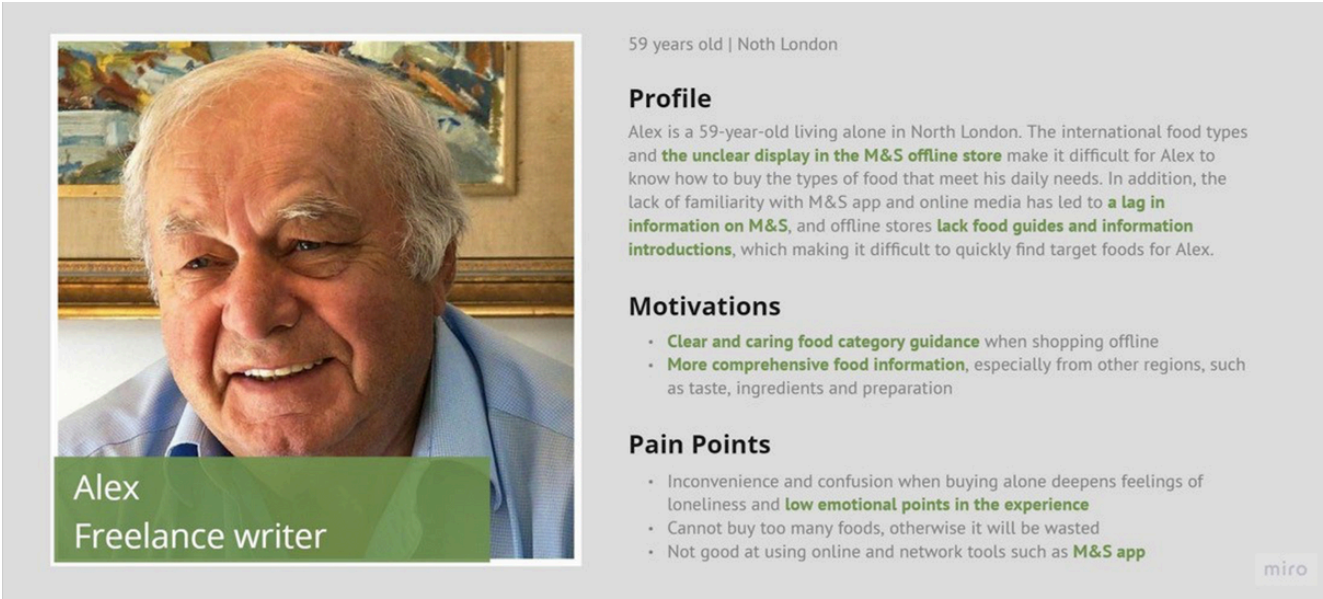


Figure 4: Persona 3

Summary

By summarizing their motivations and pain points, it can be found that the common points of intersection all echo the information communication of M&S food. M&S's general way of conveying food information leads to information mismatch and lack of personalized experience for consumers.

Personas all hope to obtain more comprehensive and detailed information about food more quickly and conveniently, including other people's subjective experience and life-oriented information, not just basic introductions. And improve the distinction and difference between similar foods, so they can more efficiently identify products that match their personal needs. For the use of M&S app, the main pain point is that the online section lacks pertinence to food, as well as linked entity retrieval function offline.

These missing points in design all constitute emotional low points in the user experience.

6. Experience recommendation

Through the above research and analysis, we chose to go to Marks & Spencer to conduct first-hand research in the way of personal experience, so that we can stand in the perspective of consumers when designing, and better understand the needs of customers.

Pain point 1: The arrangement of the shelves is not clear enough. If consumers who do not understand this product, it is easy to make mistakes or even cause health risks. We have also found customer groups who have experienced the same experience on the Internet. (As shown in Figure 5)

Pain point 2: As an international student and a non-native English speaker, it is difficult to choose products when shopping at Martha. For example, there are too many products of the same type, and it is difficult to distinguish them. Secondly, when using a product without a barcode, you need to find the product



Figure 5: Customer on the Internet

and weigh it yourself, but there are many products of the same type, and the catalogue is complicated, so it is easy to choose the wrong product or not find the corresponding product.

At the same time, when shopping offline, we found that most consumers shop alone in supermarkets. In this kind of consumption behaviour, we believe that there will be problems of loneliness and information gap. How to help customers who often shop alone have a better shopping experience and choose more desirable products in Marks & Spencer is a problem that we think needs to be considered. In addition to offline user experience, we also use and see Martha's online website and APP. We found that Martha neglected its core user base in the pursuit of a more modern website user experience. Most users aged 55–65 are not as open to e-commerce websites as younger groups, and the website is too fashionable and magazine-like, ignoring the food market. For example, Scan & Shop machines in offline supermarkets, you need to download Marks & Spencer's APP before you can use them. But after downloading, we found that this APP does not focus on the food area, and it is even difficult to find the Scan function for the Marks & Spencer food market. If it alienates the customer base and confuses functional zoning, it does no real benefit to consumers.



Figure 6: Scan & Shop of M&S

Justification of the proposed experience

To address these pain points, our group believes that the different dimensions of the experience can be co-designed.

The selection process when buying food is a behavioural experience, while the lack of communication and shopping experience during the shopping process can be seen as a social experience. The lack of information about the product in the user's behavioural experience can be compensated for by adding information visualisation. Secondly, in the user social experience, the social platform experience can be designed to remove the feeling of loneliness generated by the user when shopping.

Therefore, a specific social platform can be designed for M&S Food, which on the one hand can increase communication between customers and on the other hand, the information shared between customers can compensate for the information gap when shopping. From the company's point of view, the increased interaction between customers can to a certain extent help the company to manage its customers and secure their loyalty. From the customer's point of view, this social interaction also enhances the emotional experience, relieves loneliness and increases pleasure. Another important feature of the platform is that it fills in the information gap through the sharing of information by other customers, as product manufacturers are limited in the information they can supply and cannot provide customised and detailed information to a wide range of users. However, specific reviews and feedback from different users can be a simple and clever solution to this problem, as customers can share their thoughts on the taste, flavour and preparation of the food after buying it. This allows users to satisfy their desire to share and communicate about their shopping experience, bridging their information gap. (As shown in Storyboard Figure 7)



1



But she went to the sauce area and found that there were many similar ketchup options, so Rebecca was in a tangle.

2

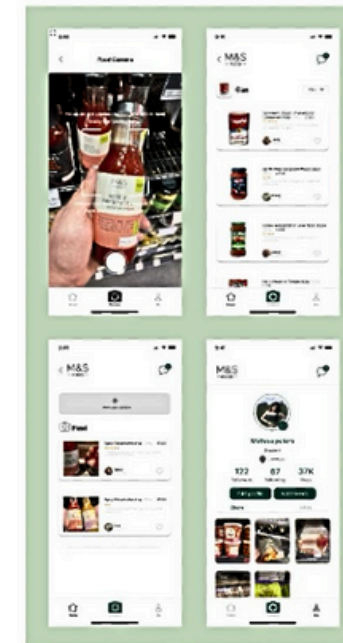


Then Rebecca met her friend Kevin, with holding two similar tomato ketchup.

3



Kevin introduced the new M&S food app function to Rebecca, which improves product information comprehensiveness and platform communication.



In the end, Rebecca successfully screened out the best matching tomato sauce.

Figure 7: Storyboard of experiencing in M&S offline store with M&S food app.

Design

Design Details

In order to better present and test the design of the experience, our team made low- and high-fidelity prototypes.(Figure8, 9 shows) We created a unique app for M&S FOOD, which users can use both for supermarket shopping and for everyday life, to view detailed feedback from users on the products and to share their own shopping experiences for each food item.

Home screen: Customers can locate M&S supermarkets and view the main product categories.

Category page: Click on a category to view the sub-categories on this page.

Post page: Here customers can see the top-rated posts for each food item in this category.

Scan page: users can use the photo scanning function to take a picture of the food item to view the review stickers for that item.

Feedback page: This page allows users to view the reviews posted for the food item and to add their own feedback for it.

Me page: on the user's individual page, the user can edit a profile and view social sharing information.

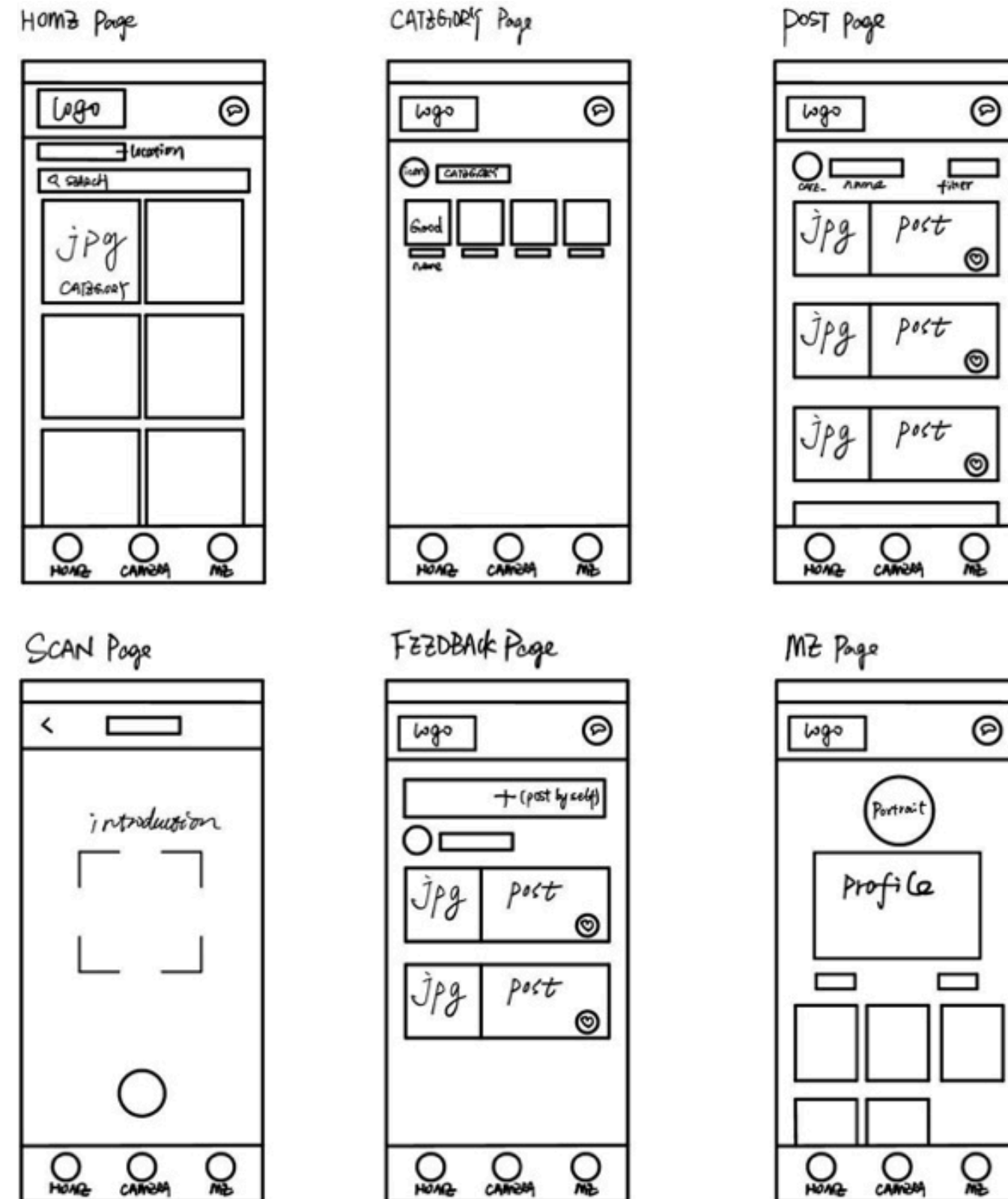


Figure 8: Low-fidelity prototypes

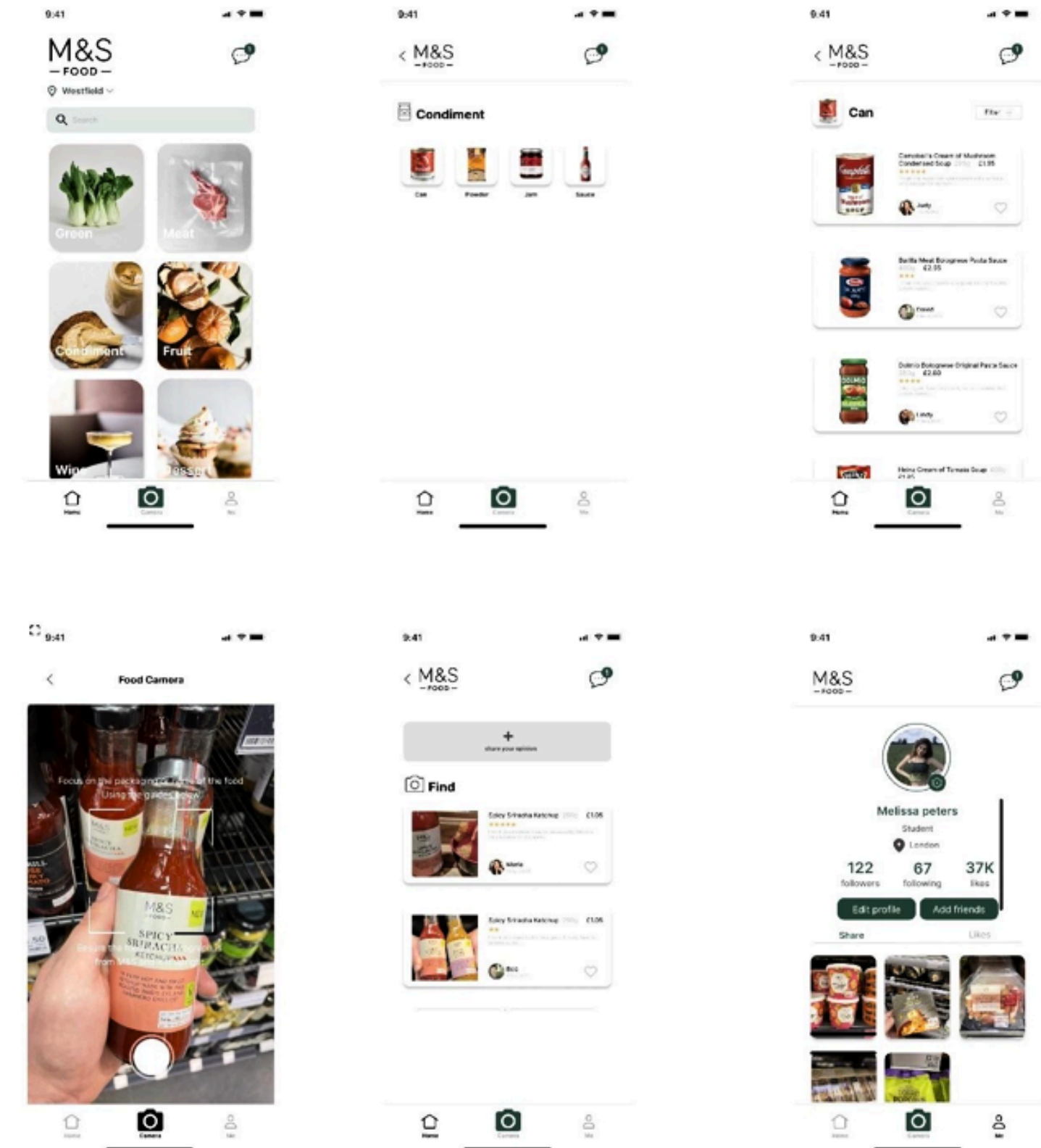
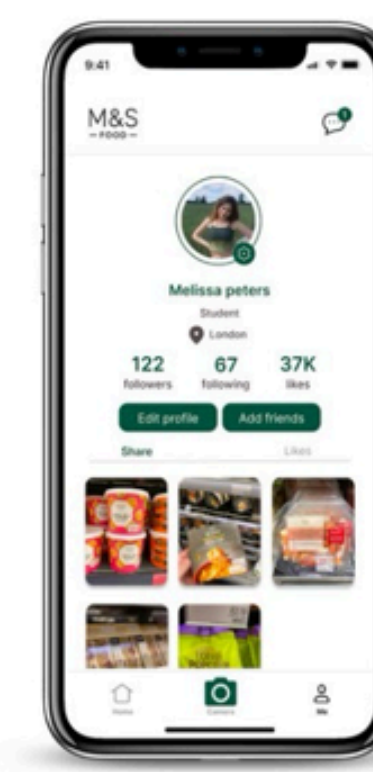
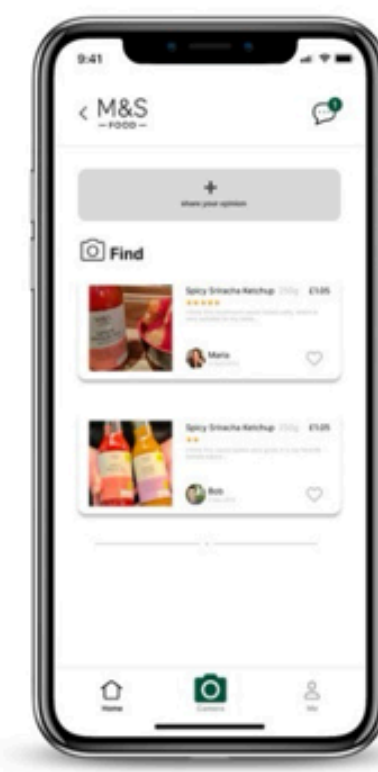
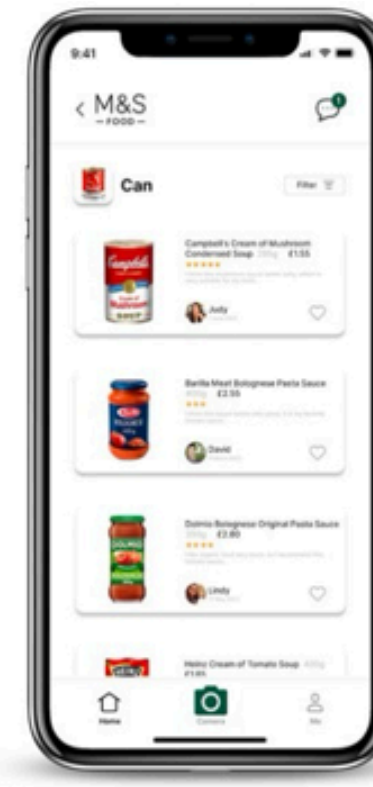


Figure 9: High-fidelity prototypes

Conclusion

Our team used digital to improve the consumer shopping experience at M&S Food. After conducting a pain point analysis of the consumer shopping experience, it was found that the user experience was lacking in the process of selecting products. Combined with the value orientation of M&S, the experience was designed by combining both social and behavioural experiences. By creating an exclusive platform to deepen users' shopping participation and feedback, communication between consumers is strengthened. This allows for happy, social shopping while satisfying consumers and improving customer management at M&S.



Final Layout for the improved UI

POPLAR HARCA PROJECT



Supergraphics

“Applied on a large scale these supergraphics can be transformative and disruptive, changing the way spaces behave and the way people interact with them.”

<https://www.designweek.co.uk/issues/may-2014/supernew-supergraphics/>

The Commons

“Their aim is to empower citizens to recognise collective agency to undertake positive urban change”.

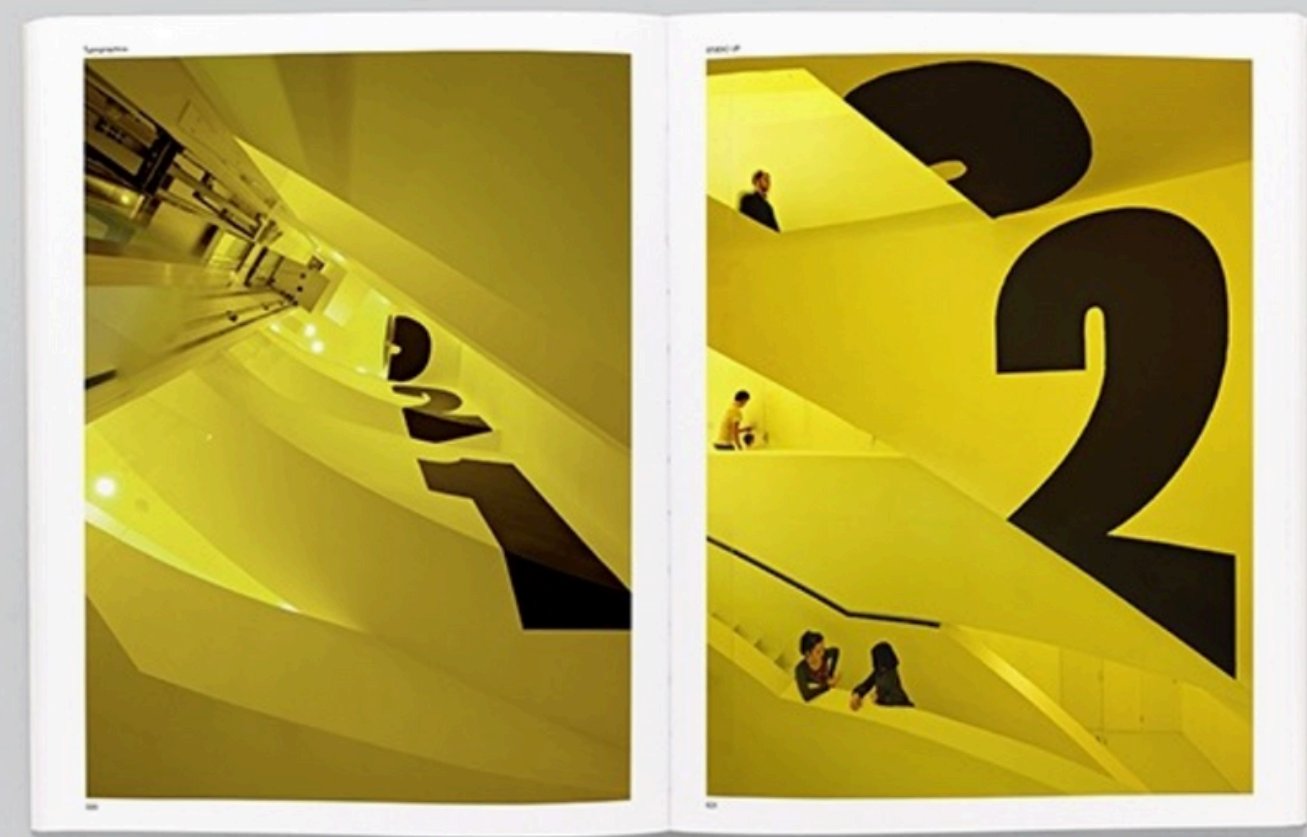
Andy Belfield, from the R-Urban Team, is currently undertaking a PhD at the University of Sheffield, with his research covering the R-Urban project.



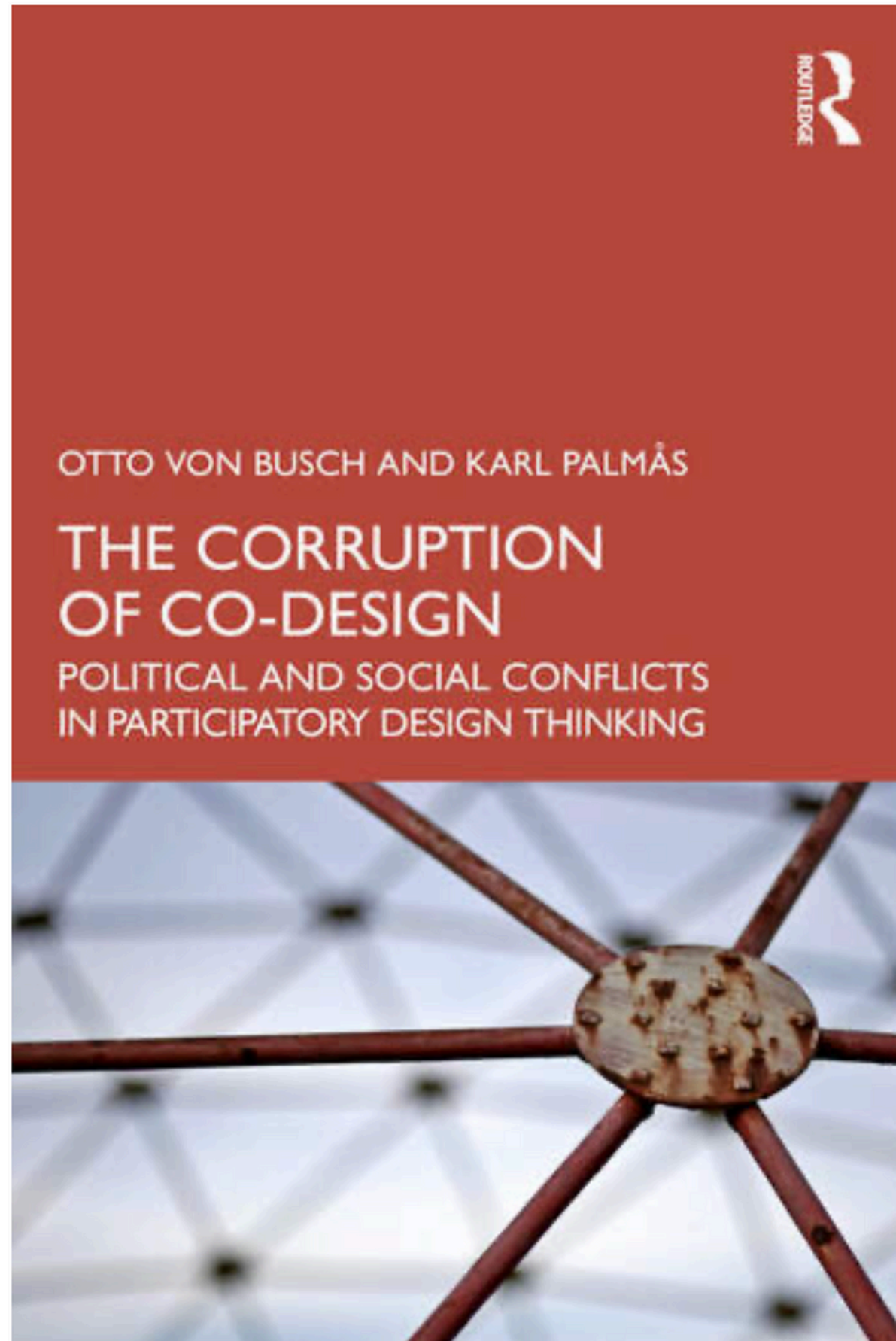


Luz Nas Vuelas (Light in the Alleyways) by Boa Mistura, São Paulo, Brazil

“bringing to light all kinds of illusionary techniques”.

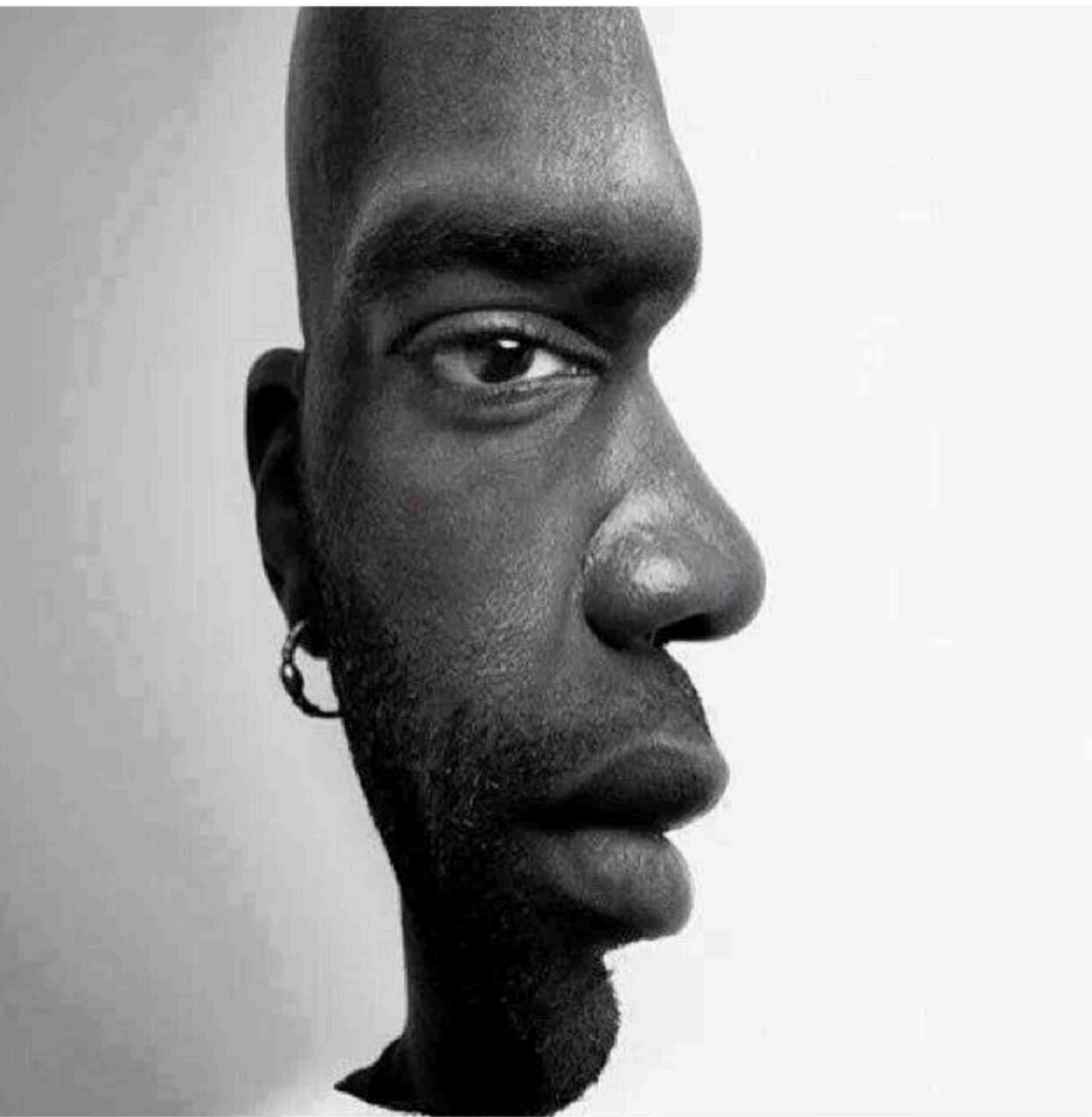


Hostel Golly & Bossy by Studio Up for SAFIR d.o.o, Split, Croatia



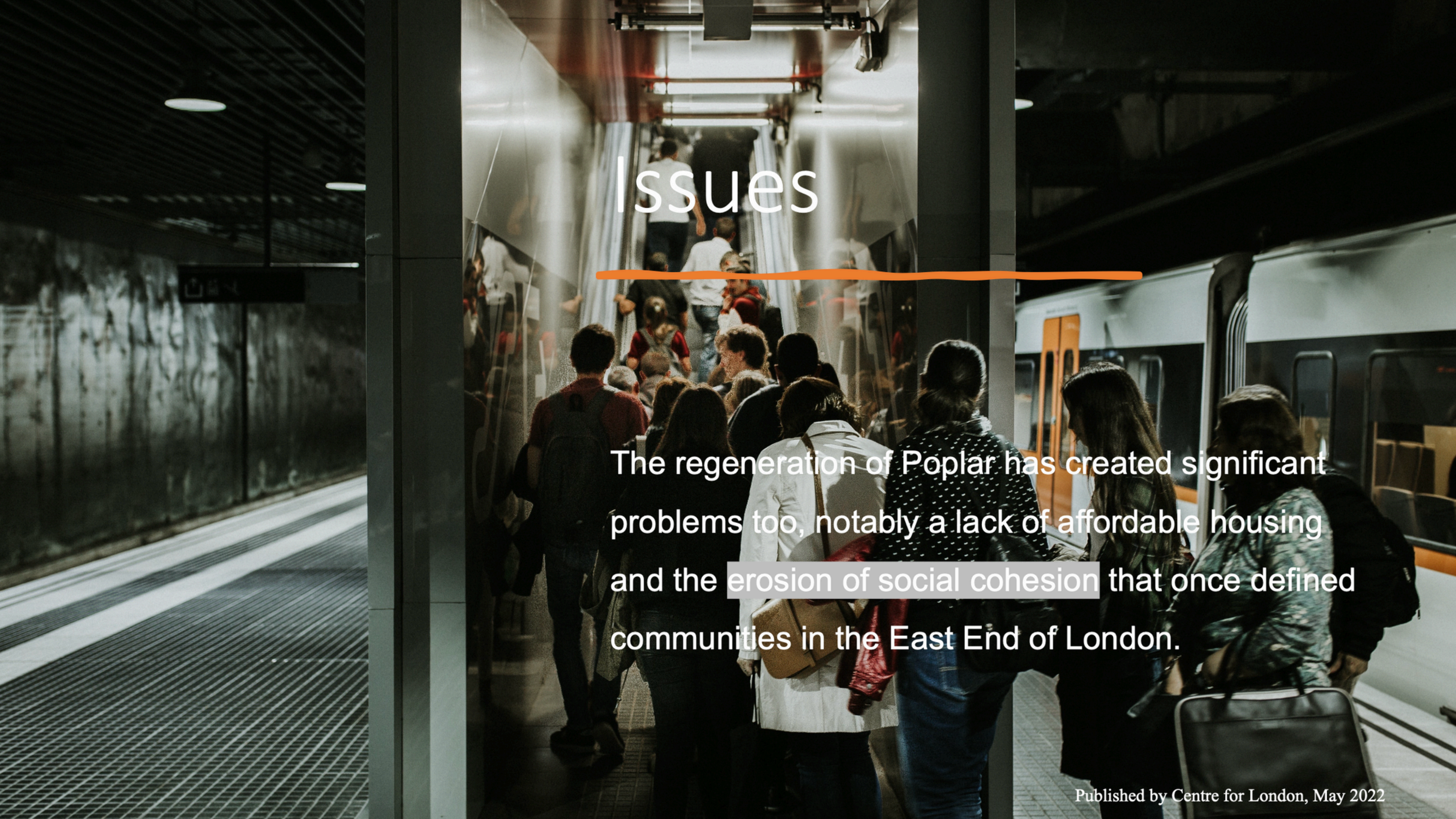
“Designers are often depicted as social change agents that serve the good in the world. Similarly, co-design tends to be described as a democratic mode of creativity that is somehow beyond reproach. But is change a virtue in itself, and do participatory practices always produce socially beneficial outcomes”?

<https://www.routledge.com/The-Corruption-of-Co-Design-Political-and-Social-Conflicts-in-Participatory/Busch-Palmas/p/book/9781032250014>



Representation

Stuart Hall's theory of representation argues that within a media text, there will oftentimes not be a true representation of events, people, places, or history. Why? Because there can never be one true meaning. Any meaning can always be contested.



Issues

The regeneration of Poplar has created significant problems too, notably a lack of affordable housing and the erosion of social cohesion that once defined communities in the East End of London.

Global Flows

VS

Local Growth





Issues

Wealth has unquestionably generated improvements for local people and communities: contributions from economic development have enabled the local council (Tower Hamlets) to invest in community infrastructure.

Infrastructure

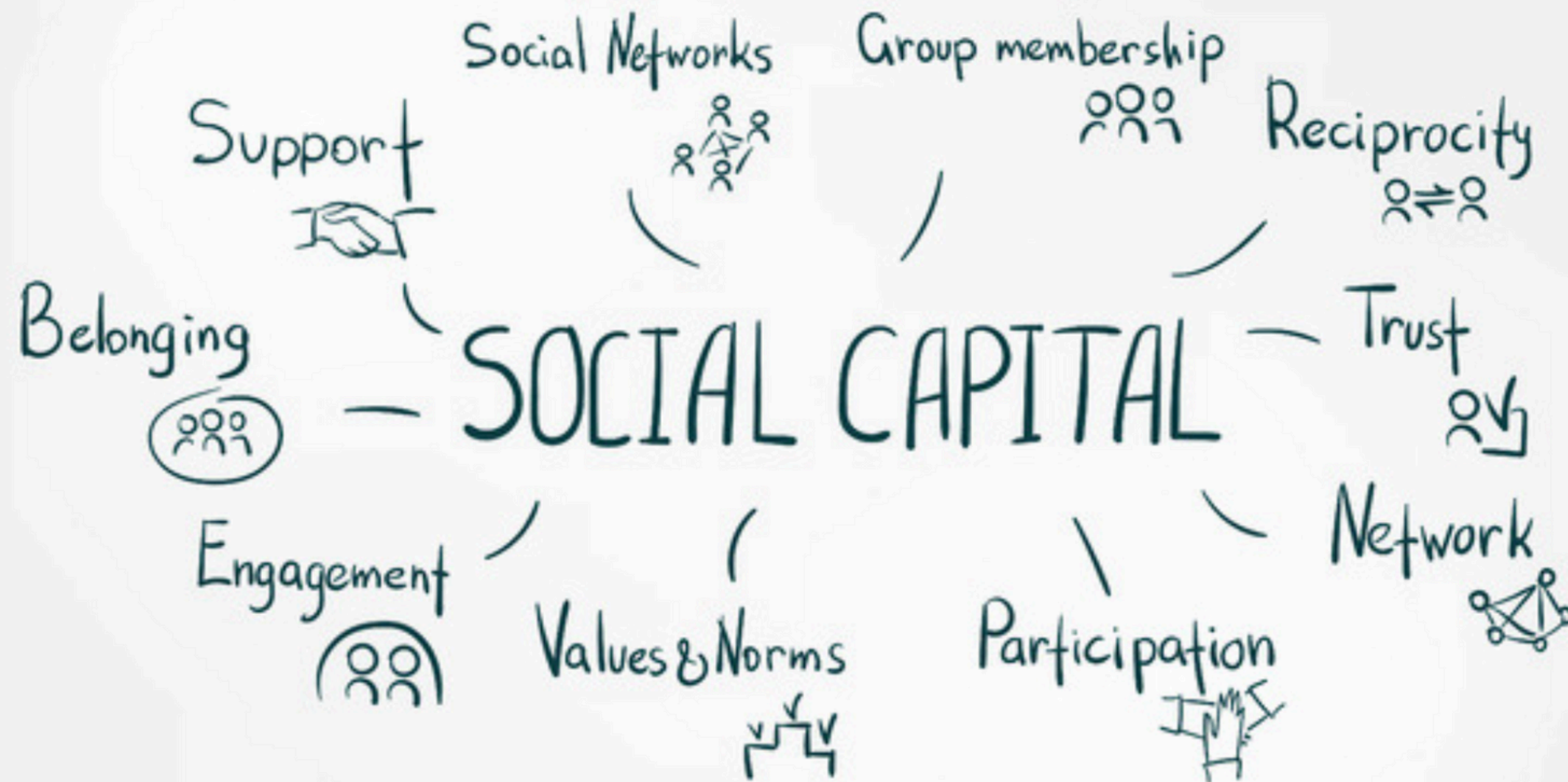
The basic physical and organizational structures and facilities (e.g. buildings, roads, power supplies) needed for the operation of a society or enterprise.



Social Infrastructure

“the physical places and
organizations that shape the
way people interact”





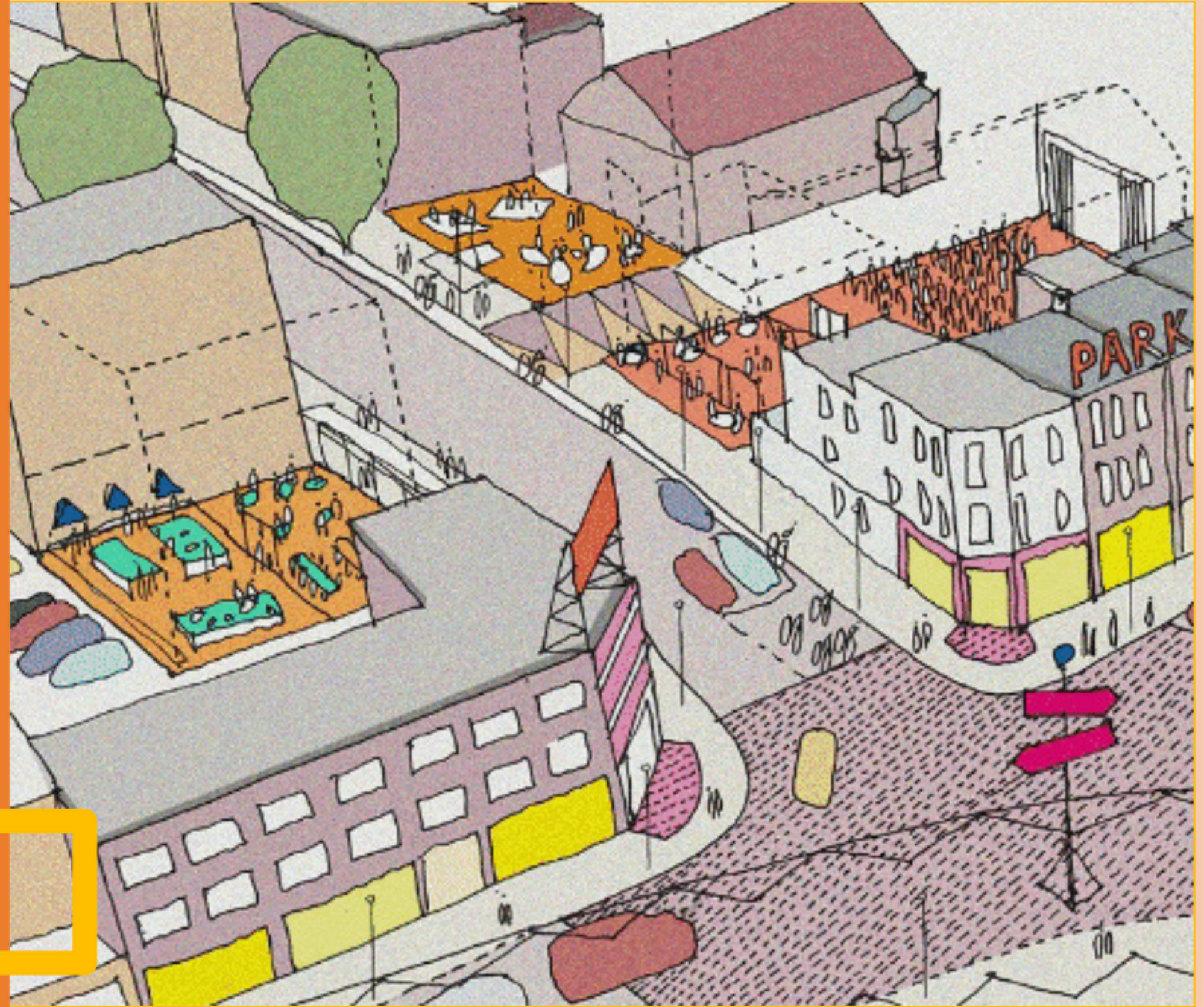


Not Social Capital

“a concept commonly used to measure people’s relationships and interpersonal networks”

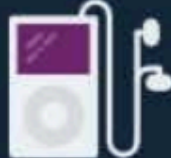
Social Infrastructure

“the physical conditions that determine whether social capital develops”



New Generations...



Category	Builders	Baby Boomers	Generation X	Generation Y	Generation Z	Gen Alpha
Slang terms	 We prefer proper English if you please Born: < 1946 Age: 74+	 Be cool Peace Groovy Way out Born: 1946-1964 Age: 55-73	 Dude Ace Rad As if Wicked Born: 1965-1979 Age: 40-54	 Bling Funky Doh Fashizz Whassup? Born: 1980-1994 Age: 25-39	 🔥 Fam GOAT Slay Yass queen Born: 1995-2009 Age: 10-24	 lit yeet hundo oof rn idrc Born: 2010-2024 Age: under 10
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	Trump / Brexit 2016
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubik cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership style	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence/advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)



Next Generation Muslims

Next-gen Muslims

A new generation of young Muslims are demanding honest representation.
Muslims in the UK contribute £31 billion to the economy with £20 billion in spending power.

The report helps companies understand how they can better support and connect with Muslim communities.

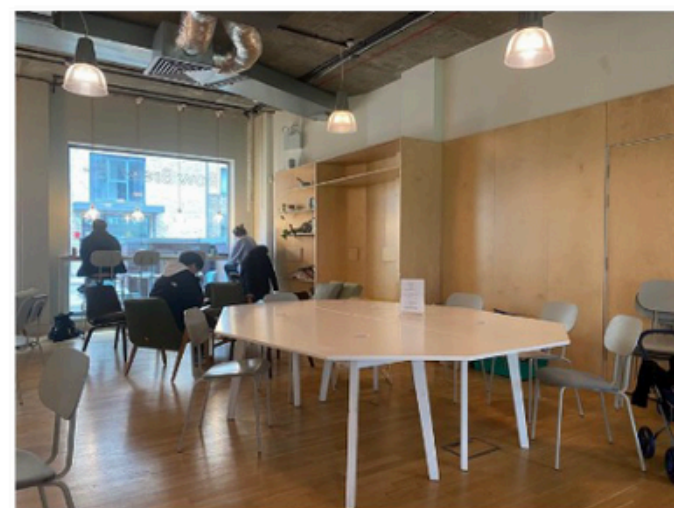
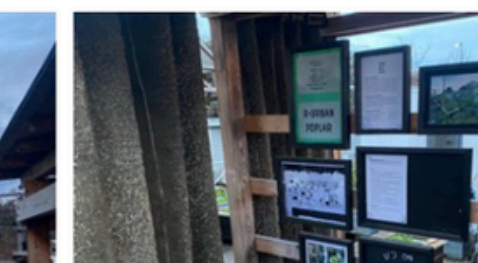
The Commons

“Their aim is to empower citizens to recognise collective agency to undertake positive urban change”.

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IDEA CONCEPT

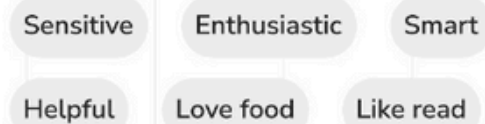
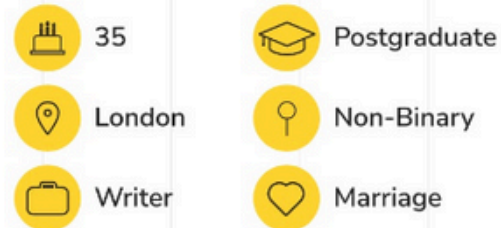
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USER PERSONA



Fātimah

About



Motivations

Hope that more people will understand the traditions and culture of Muslims and break down prejudices. Share Muslim food recipes..

Goals

- Learn more about the cultural background of other peoples.
- Taste food from other regions.
- Hope her children will have more opportunities to make friends in the community and participate in more outdoor activities..

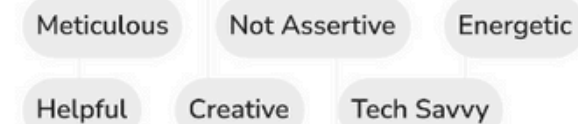
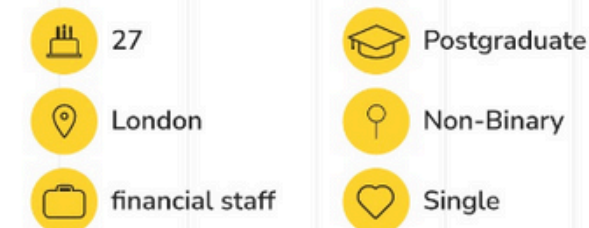
Pain Points

- Need to fulfill religious beliefs.
- Due to work and family, rarely have time to go out and meet with friends.
- Want to make more friends in community.



John David

About



Motivations

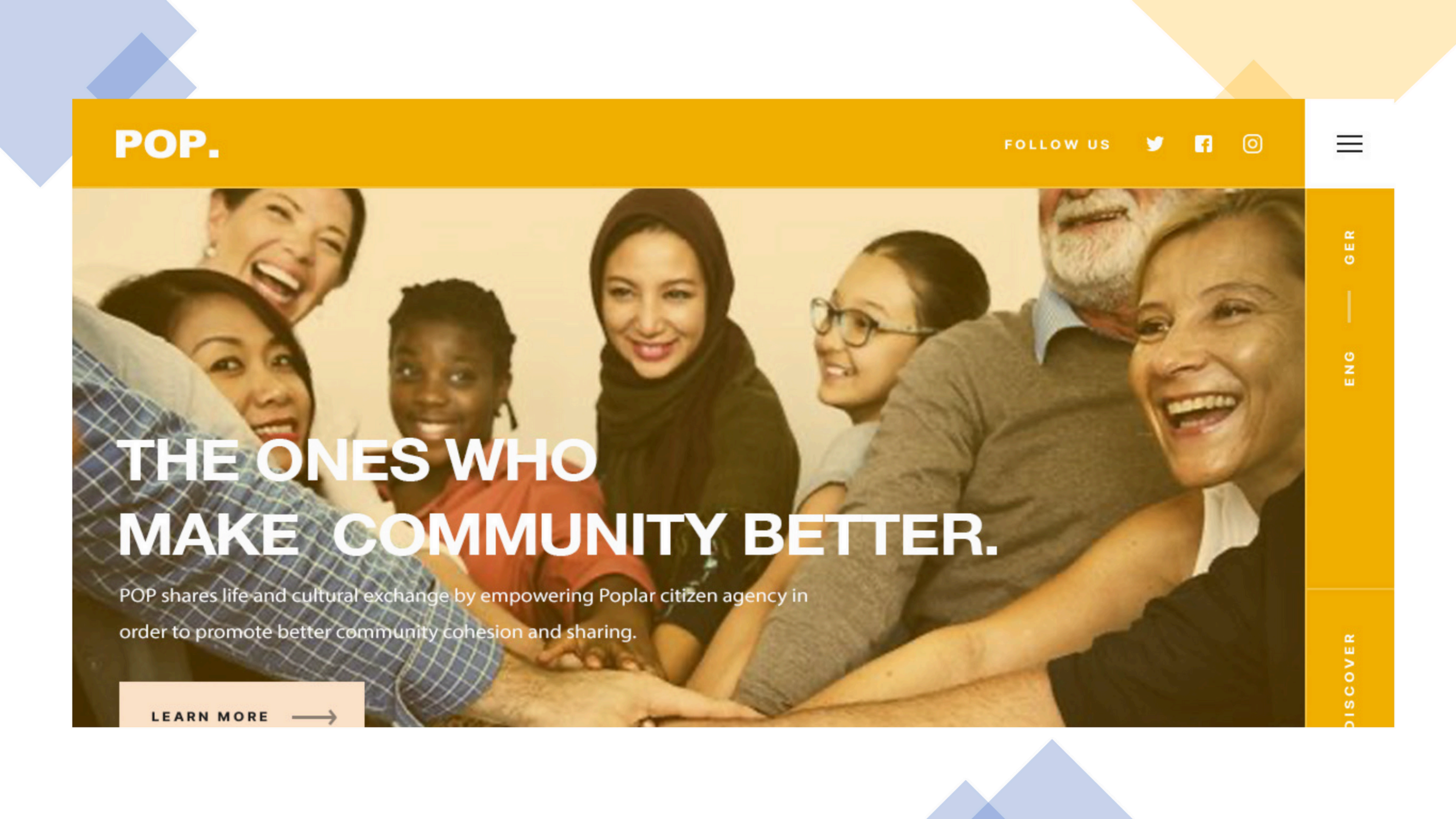
Young people living alone. Really want to meet more friends and participate in more interesting activities in the community. Hope the community will be more united and cohesive, so that can feel a sense of belonging.

Goals

- The common area of the community center is not considered large enough to support multiple activities.
- Hope to participate in more outdoor activities and find more like-minded people.
- Hope that the community building will get better and better, and there will be more ways to entertain on weekends.

Pain Points

- Not good at socializing.
- Like to meet friends through social software to reduce the sense of distance..
- Want to meet more people from different cultural backgrounds.



POP.

FOLLOW US



THE ONES WHO MAKE COMMUNITY BETTER.

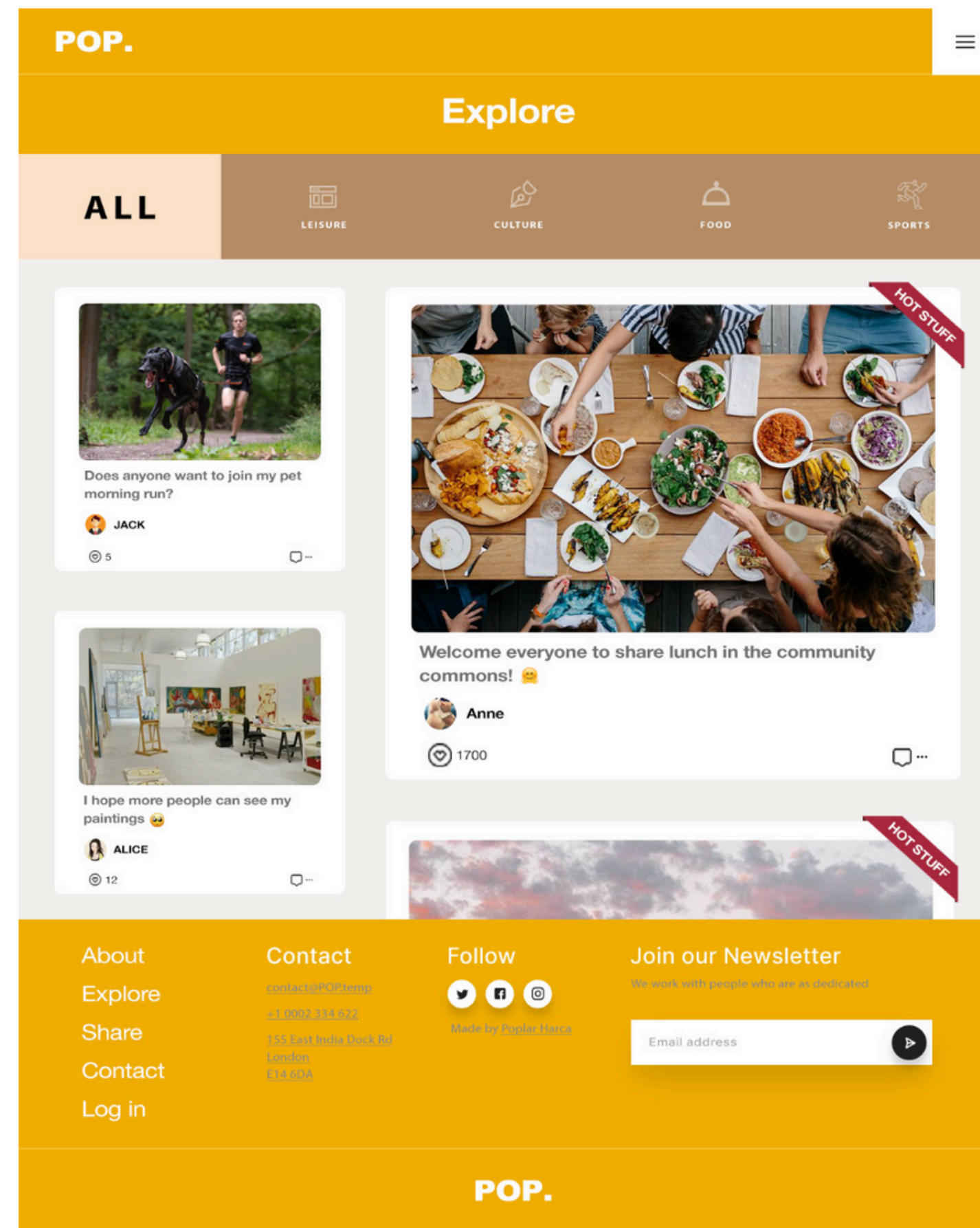
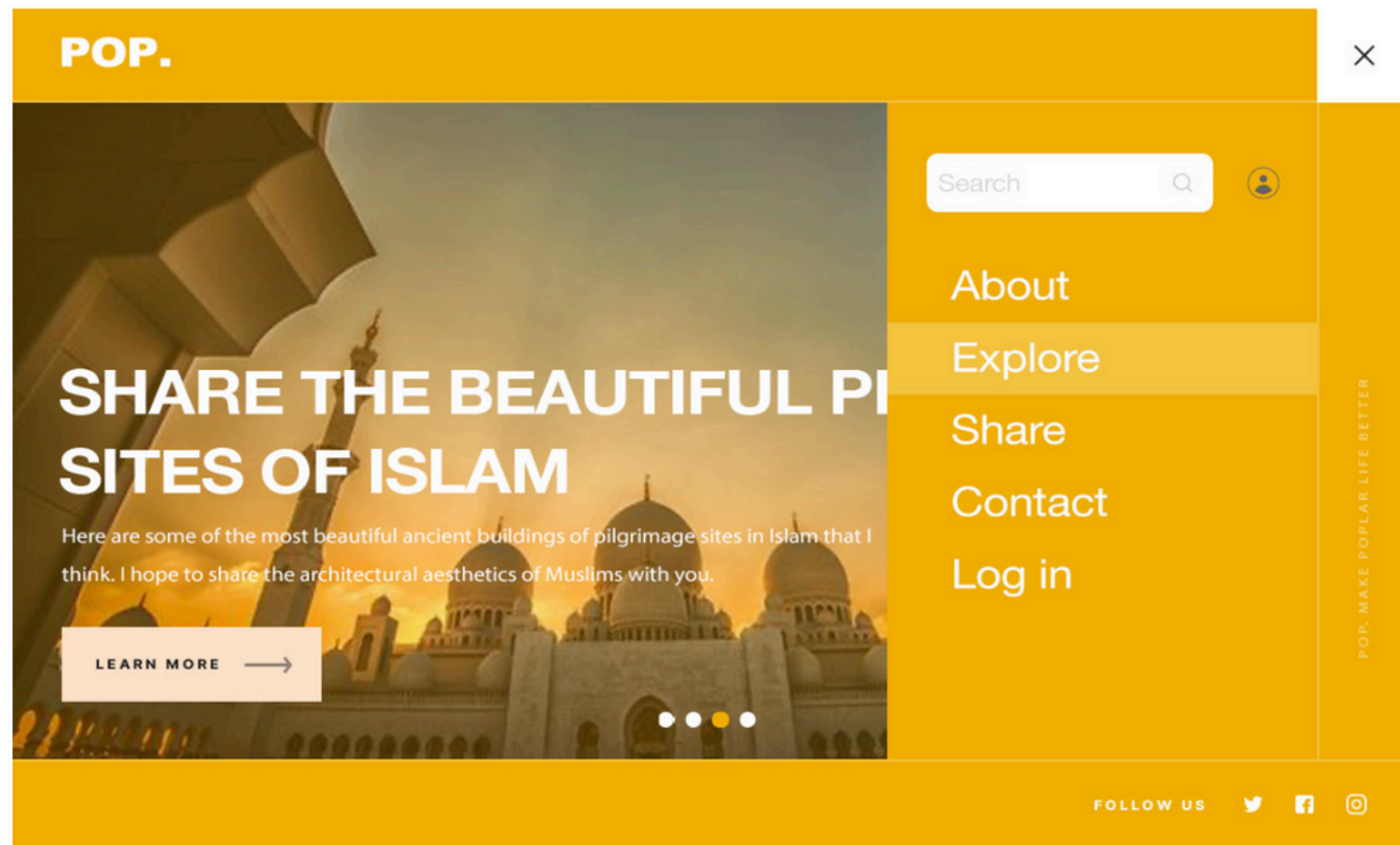
POP shares life and cultural exchange by empowering Poplar citizen agency in order to promote better community cohesion and sharing.

LEARN MORE →

GER

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DISCOVER



POP.



JOIN US HOT POT PARTY!!

We will make hot pot ingredients together and enjoy it together! join us!

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POP, MAKE POPULAR LIFE BETTER

FOLLOW US



POP.



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Description *

B *I* U | | |

0 / 500

Images *

We allow JPEG and PNG images that are in landscape format.

ADD IMAGES

Title *

POST

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POP.



Personal



Dean

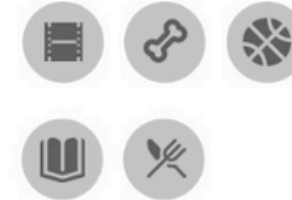
Hii— I am Dean,Nice to meet u guys 🐶!
Dog lovers, food lovers.

Editor profile

98
followers

64
following

HOBBY



POST

Notifications



About
Explore
Share
Contact
Log in

Contact
contact@POPtemp
+1.0002.334.622
155 East India Dock Rd
London
E14 6DA

Follow

Made by Poplar Harca

Join our Newsletter
We work with people who are as dedicated

Email address

POP.

Tactical Urbanism



Tactical urbanism is short-term action for a long-term change... a more human-centered idea of urban planning... This approach refers to a city, organizational and/or citizen-led approach to building neighbourhoods by using short-term, low-cost, and scalable interventions to catalyse long-term change.

Tactical Urbanism

We strongly believe that creating social cohesion, creating bridging social capital and creating co-operation stands out as the most important aspect of the Participatory City Approach. The process was revealed to us by residents in their research evaluations - of first creating a sense of individual agency and then collective agency, that builds cohesion into the fabric of how we live.

Build a Better Block
installation in Kansas City

<https://tessybritton.medium.com/designing-neighbourhoods-for-cohesion-you-cant-build-cohesion-the-same-way-you-create-division-99ada81753a2>



Tell us!
your story
of migration!



Sign up and
download the kit



Send us
a recipe



Support us to continue
making Latin Tables



We promote
coexistence
peaceful ;)

STORIES WITH FLAVOR

MEANINGFUL RECIPES

Promote community coexistence between groups of migrants and nationals from different countries, to strengthen democracy and respect for human rights in Latin America, implementing tactical actions in public spaces that value the cultural richness of Latin communities.

La Mesa Latina

<https://lamesalatina.org/de-que-se-trata>

GOODREADS

Book recommendation app redesign

goodreads

Project Brief

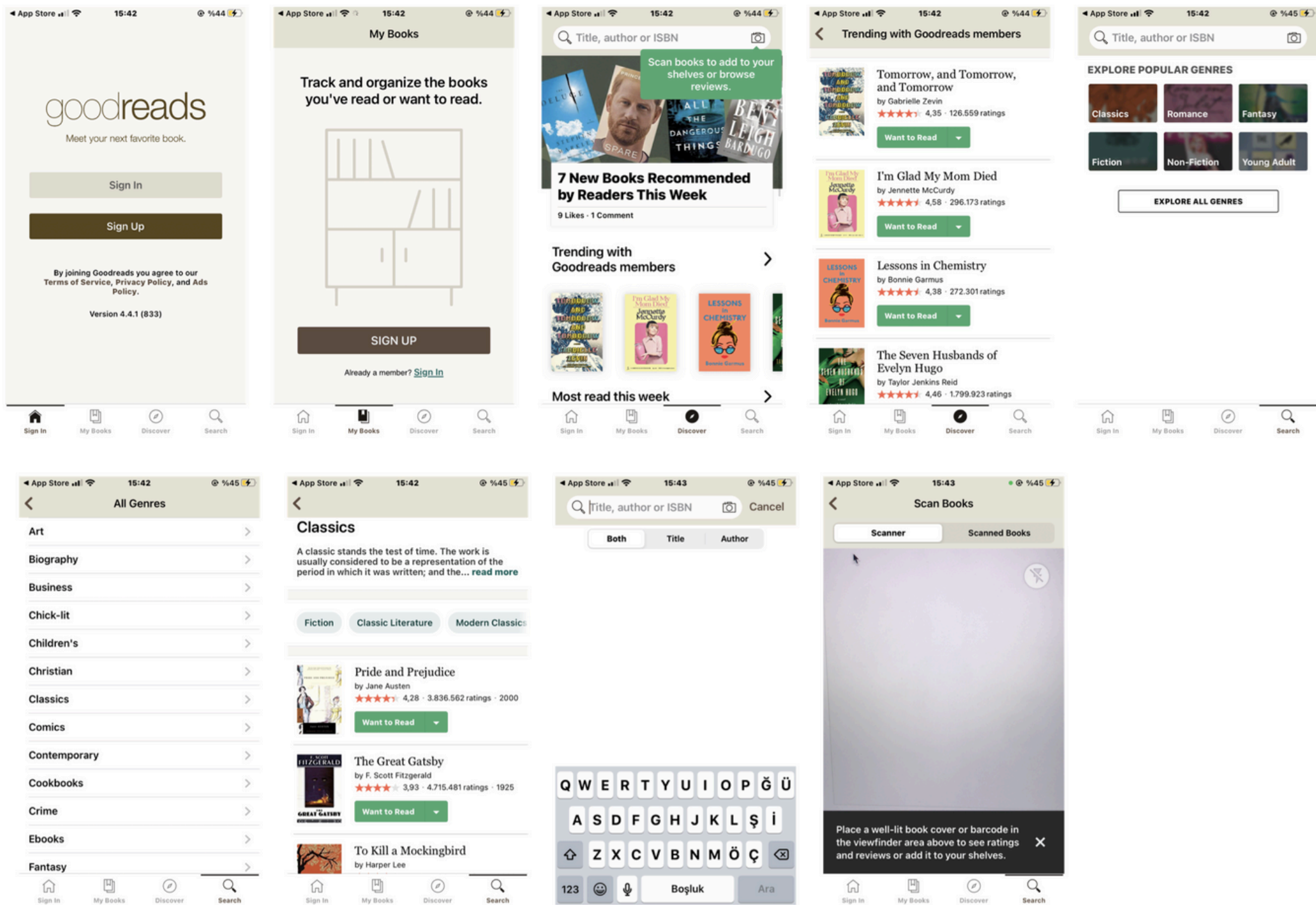
Goodreads is a popular social cataloging website that allows users to track and review books they have read, as well as discover new titles and connect with other readers. The Goodreads app is a mobile extension of the website, and a redesign has the potential to enhance the user experience and improve functionality. The redesign could focus on several areas, including improving the app's interface and user flow, enhancing its social features to promote more community interaction, and offering personalized recommendations based on user preferences and reading history.

My Contributions

I simplified the app's navigation, making it more intuitive and easy to use. This could involve streamlining the search and filtering functions, making it easier for users to find and organize their reading lists. Then I improved the app's social features, such as adding more options for sharing reviews and recommendations, creating reading groups and book clubs, and facilitating more meaningful interactions between users. One final touch, the redesign focus on leveraging data analytics and machine learning algorithms to offer personalized recommendations based on users' reading histories, preferences, and social interactions. This help users discover new titles that they might not have found otherwise, and make the app a more indispensable tool for book lovers everywhere.

User Interface

The Goodreads app had a cluttered interface and lacked intuitive navigation, making it difficult for users to find and organize their reading lists. Social features were limited, and users were not able to interact meaningfully with one another. Personalized recommendations were also lacking, which made it challenging for users to discover new titles they might enjoy. After the redesign the Goodreads app has undergone a major transformation. The interface is now clean and streamlined, with intuitive navigation that allows users to easily find and organize their reading lists. Social features have been enhanced, with the addition of reading groups, book clubs, and more options for sharing reviews and recommendations. Users are now able to interact with one another in a more meaningful way, creating a sense of community and camaraderie. Personalized recommendations are also available, which has helped users discover new titles that they might not have found otherwise. Overall, the redesign has made the Goodreads app a more indispensable tool for book lovers everywhere.

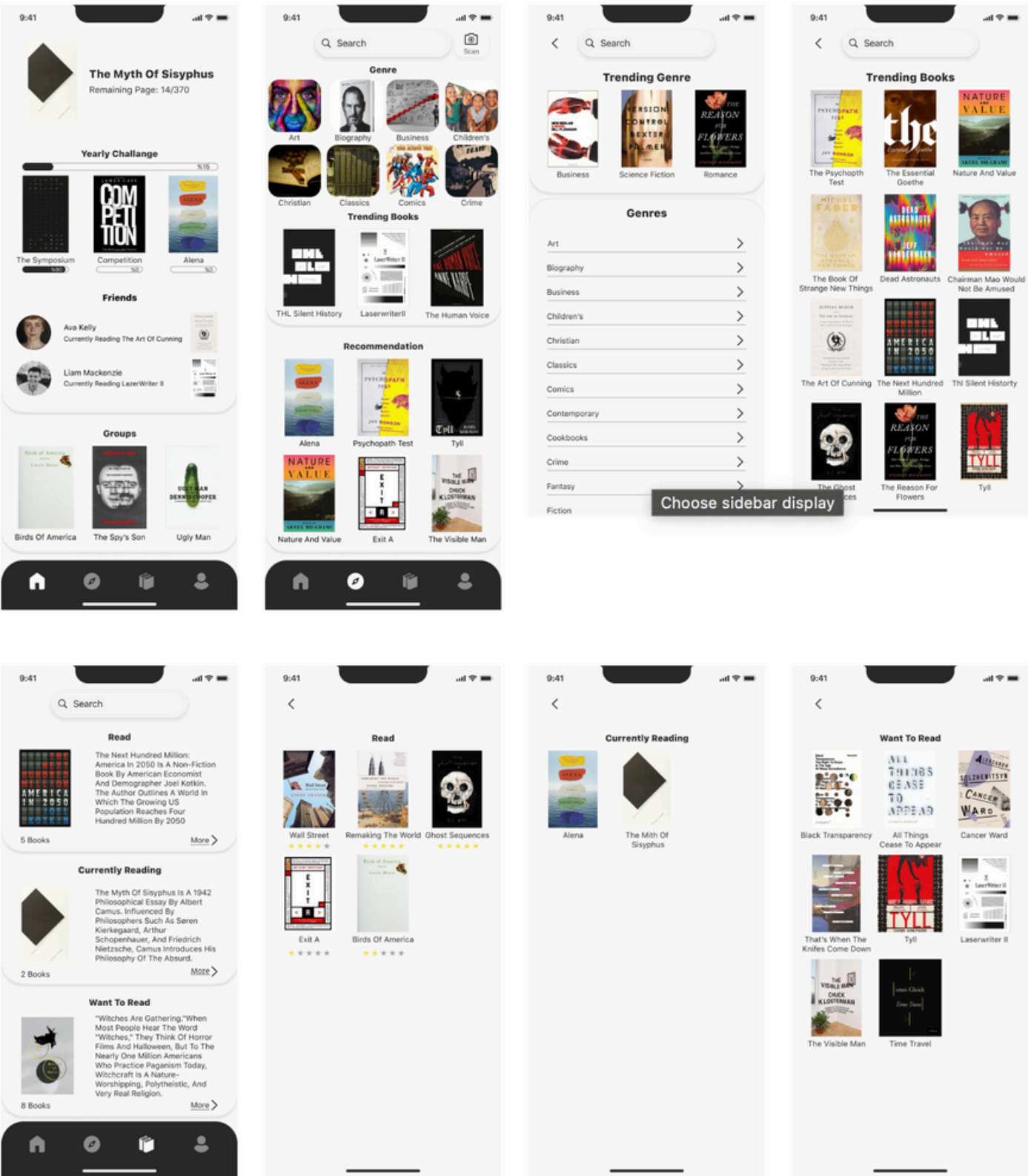


Screenshots

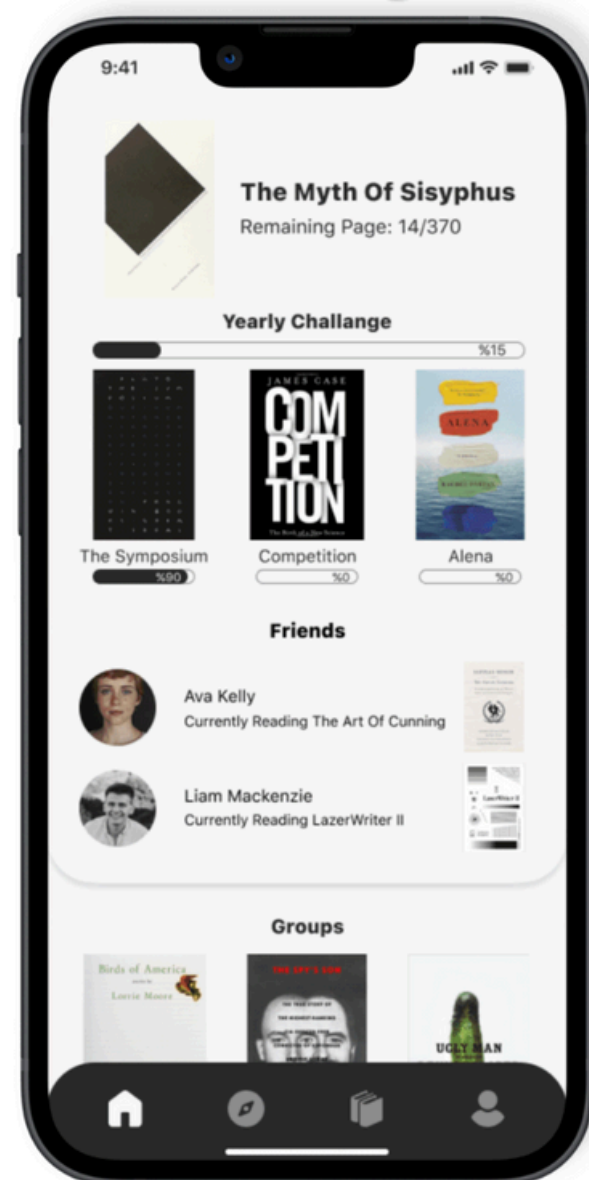
The screenshot captures the current user interface (UI) of the Goodreads app, showcasing its primary elements and layout. It illustrates how users interact with the app to discover, review, and manage books. The UI design reflects key components such as the navigation bar, book listings, search functionality, user reviews, ratings, and personalized recommendations. The design emphasizes usability, aiming to provide an intuitive and engaging experience for book enthusiasts. Key aspects include:

- **Navigation Bar:** Positioned at the bottom or top of the screen, allowing easy access to main sections such as Home, My Books, Explore, and Profile.
- **Book Listings:** Displayed in a visually appealing format with book covers, titles, authors, and ratings prominently shown.
- **Search Functionality:** A search bar enabling users to quickly find books, authors, or genres.
- **User Reviews and Ratings:** Sections where users can read and leave reviews, rate books, and see average ratings.
- **Personalized Recommendations:** Suggestions based on user preferences, reading history, and ratings, often highlighted on the home screen.

The screenshot serves as a reference for analyzing the current UI's effectiveness in providing a seamless and enjoyable user experience, identifying areas for improvement, and guiding future design iterations.

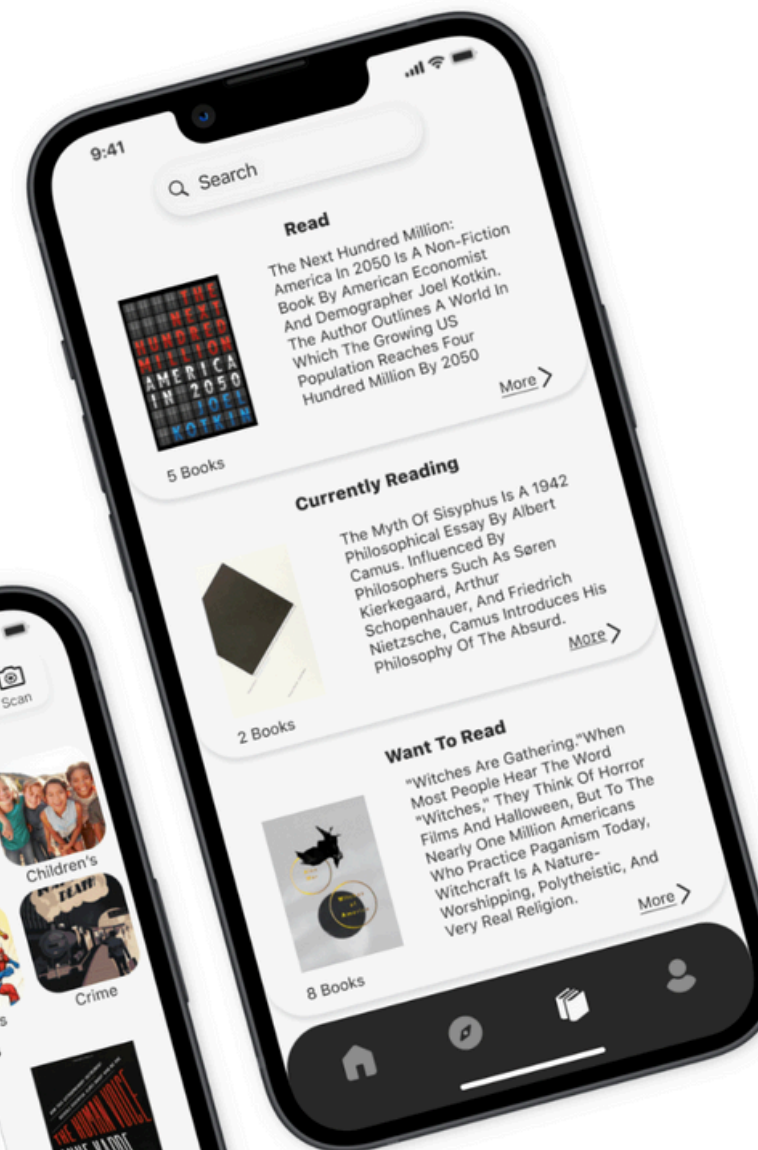
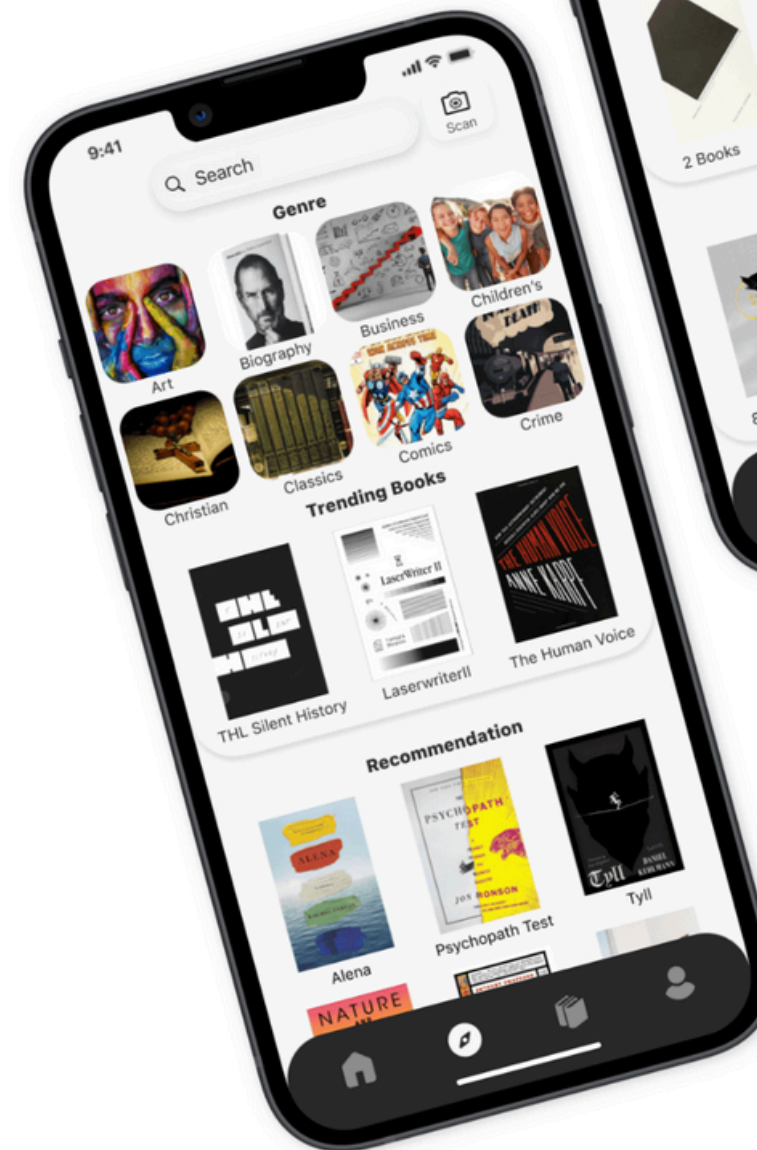


GOODREADS *redesign*

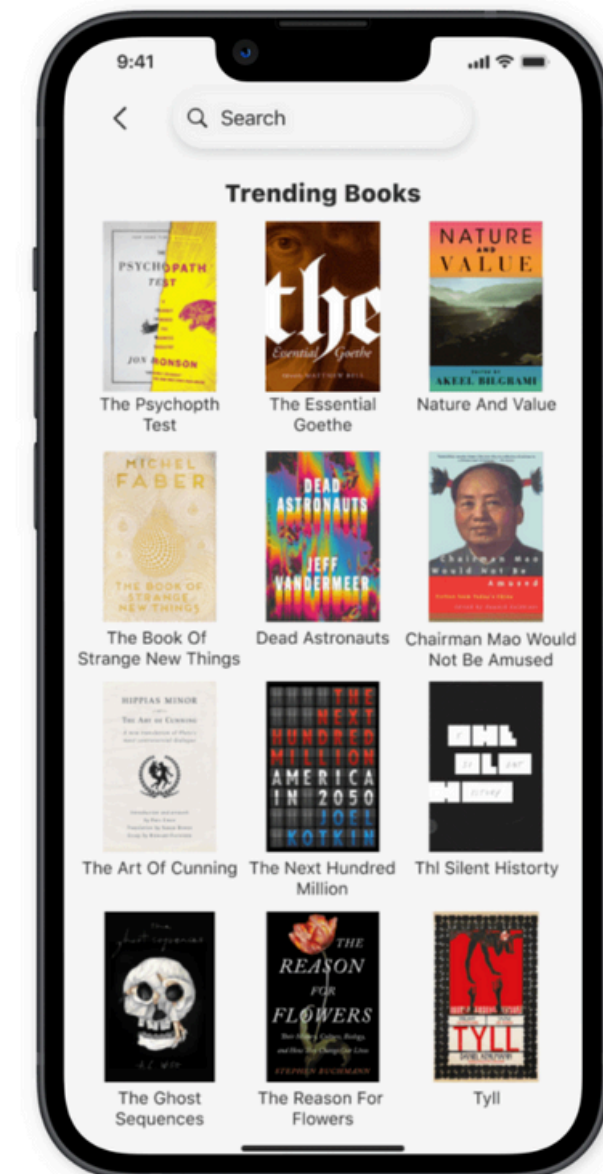


Deciding What To Read Next?

You're In The Right Place. Tell Us
What Titles Or Genres You've
Enjoyed In The Past, And We'll Give
You Surprisingly Insightful
Recommendations.



What Are Your Friends
Reading?
Chances Are Your Friends
Are Discussing Their Favorite
(And Least Favorite) Books
On Goodreads.



App Icons

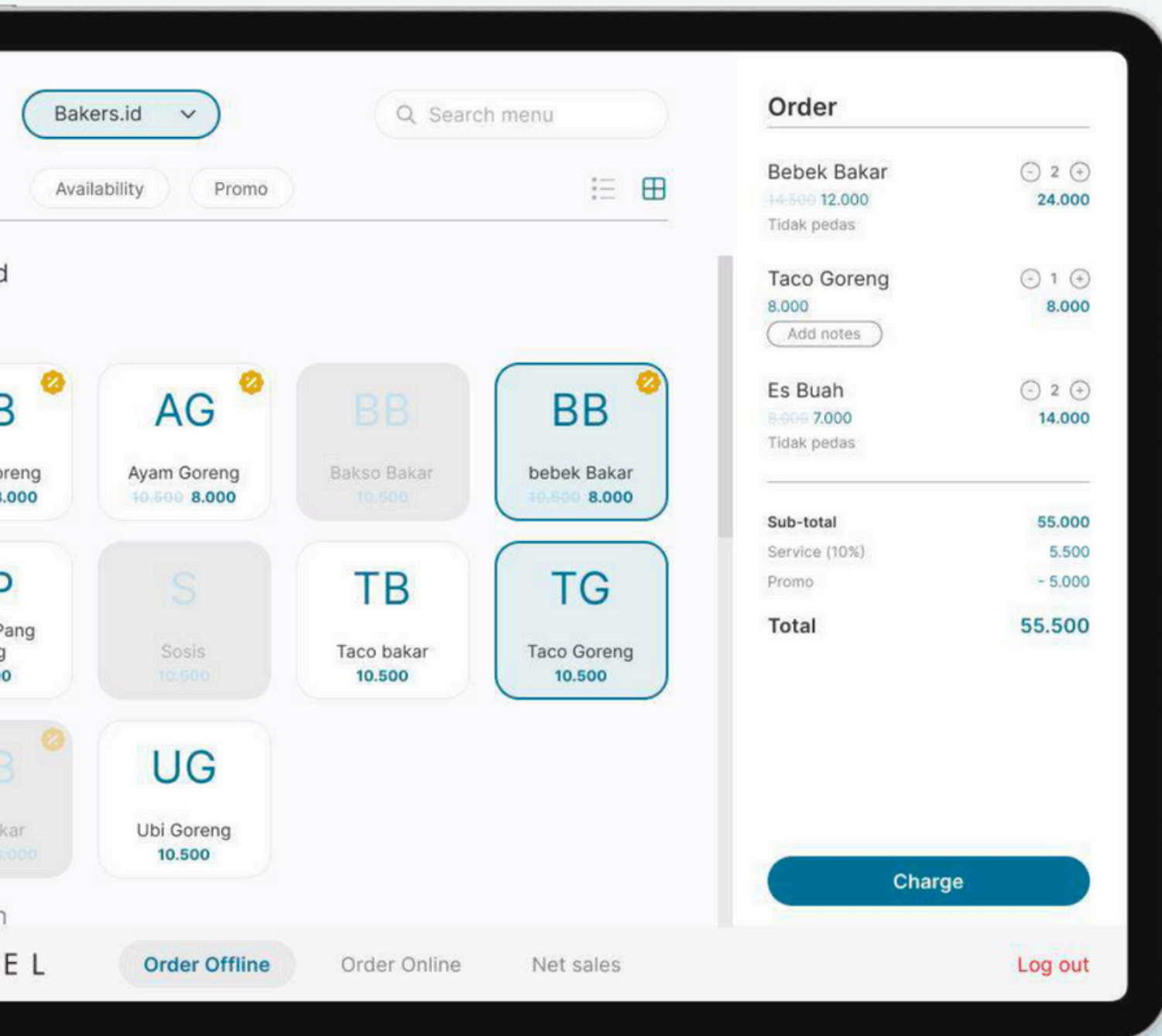
Previous



Updated

Pazel Cloud

A freelance design work



Pazel Cloud

2021 - Multi-platform (web, tablet & phone)

Role: UI/UX Designer Freelance

Stakeholders: team lead & company C-level

Summary:

This POS system acts as the central hub for Pazel Group's order management. It facilitates menu updates, inventory control, & sales tracking while ensuring seamless order processing & efficient inventory management. This comprehensive POS system plays a pivotal role in optimizing day-to-day operations & enhancing customer service. Additionally, it empowers the team with data-driven insights for informed decision-making.

Definition of Point of Sale (POS) system:

A system that accommodates the processing & recording of transactions between a company and their consumers, at the time in which goods and/or services are purchased

My Design Process



1. Research & define

I start by obtaining a clear project brief from Pazel Group and gather relevant data to identify challenges.



2. Ideate & design

Using the insights gathered, I brainstorm solutions and design proposals aligned with the project's goals.



3. Review & validation

Pazel Group reviews my proposals to ensure they meet expectations, and we assess the feasibility of development.

User Research

In-depth interview

- 2 respondents are cashiers
- 2 respondents are tenant managers
- 1 respondent is a Pazel Group Tech Lead

Objective

- To find out how Pazel Group has been working all this time
- To know stakeholder's motives from this project
- To understand respondents expectations of the POS system

Result

In the fast-paced FnB industry, staying organized, especially during peak hours, is critical. Long shifts for cashier staff using an inadequate application can increase the risk of human errors and lead to data inaccuracies.

Design Directions

By having a centralized database POS system, they can quickly assign the order to a customer, store data with minimal effort and they can optimize their business.

Therefore those who will be using this system are:

- 1 Cashier
- 2 Tenant manager
- 3 Tenant owner
- 4 Back office

Competitive Analysis

Objective

- To gain a deeper understanding on how the POS system works
- To find out strengths & weaknesses from our competitors
- To find out another design pattern and insight to design this product

Results

- The majority of POS systems only provide 2 apps: for cashiers and tenant owners
- POS system mainly focused on 2 things:
 - Needs of ordering and transactions (for cashier)
 - Tenant management (for tenant owner)



1 Cashier app (Android - tablet)

This application aims to help cashiers to handle customer orders and transactions.

2 Tenant Manager app (Android - phone)

This application aims to help tenant managers to manage available menus and incoming orders.

3 Tenant Owner app (Android - phone)

This application aims to enable tenant managers to view and analyze their tenant sales reports.

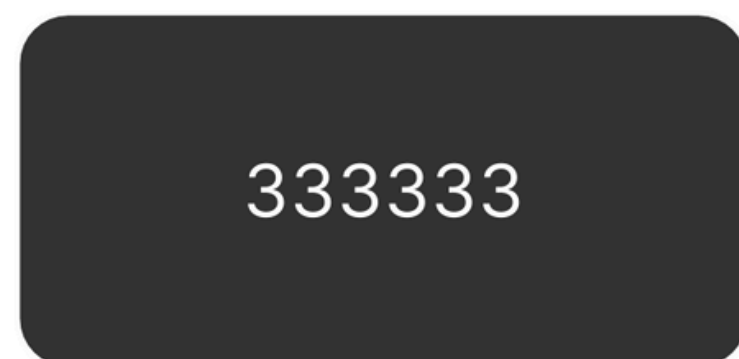
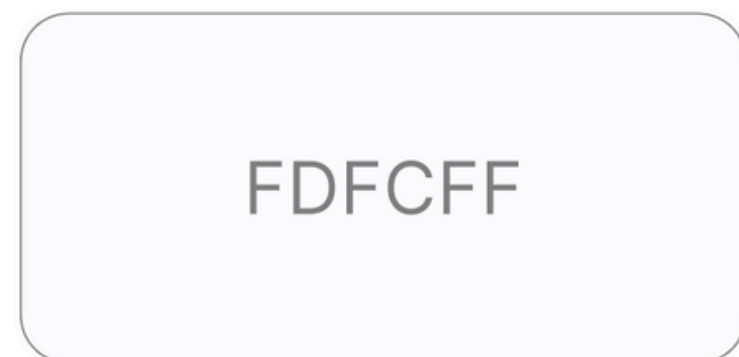
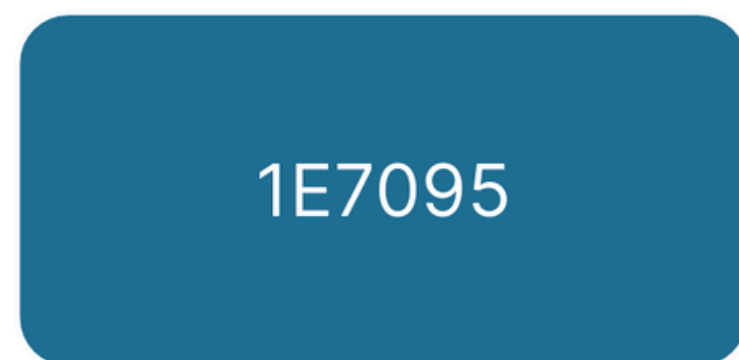
4 Back-office web (website)

This website aims to manage Pazel Group internal data.

Product Specifications

Design System

Color



Font

Inter
Semi Bold

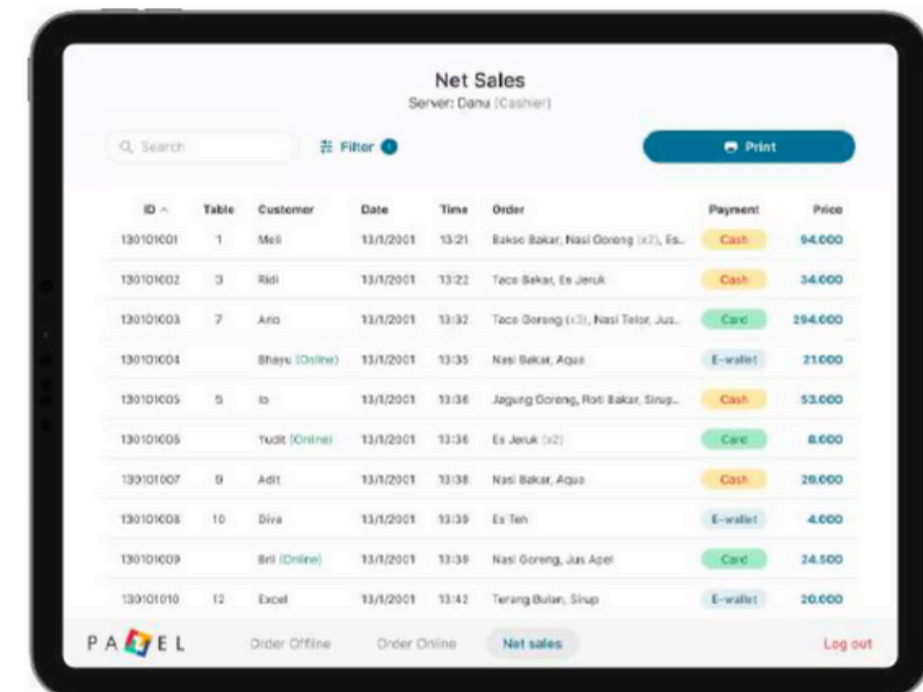
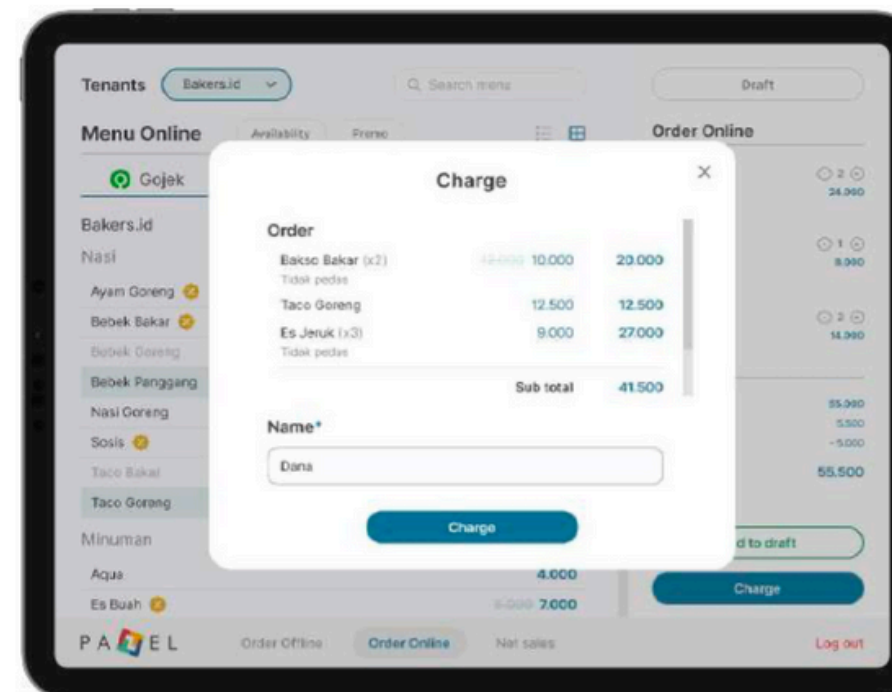
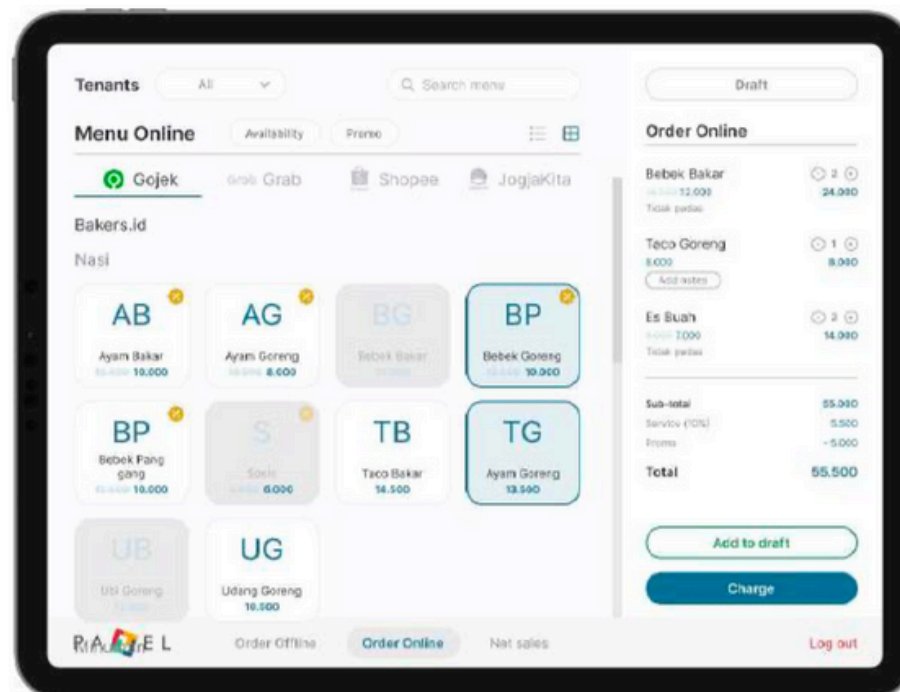
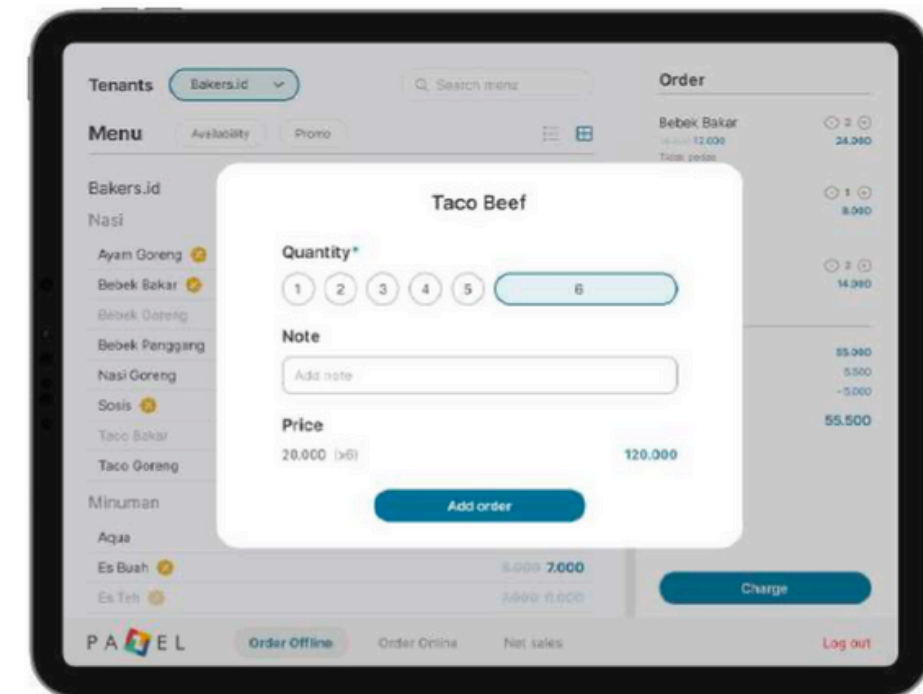
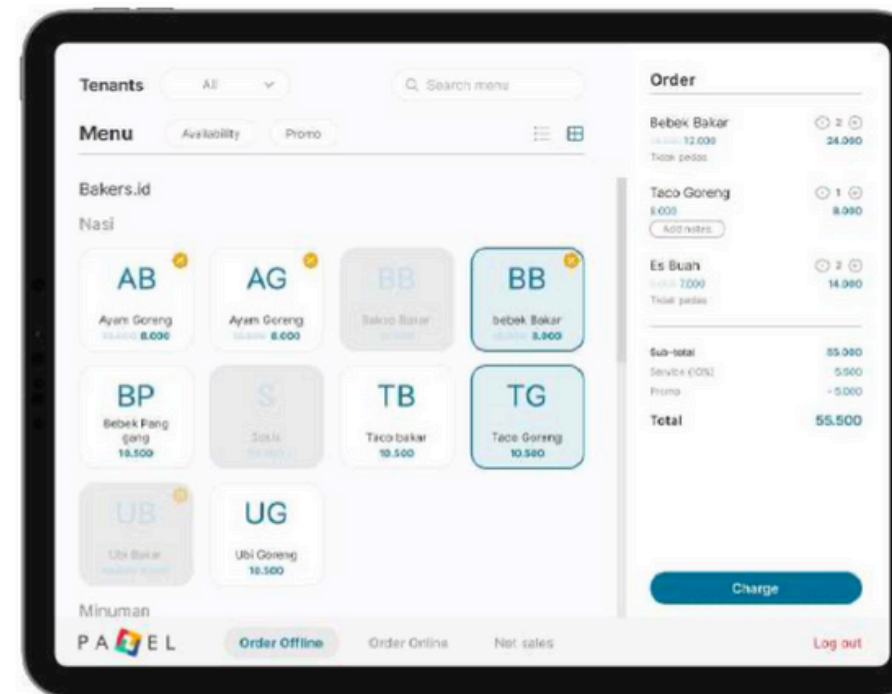
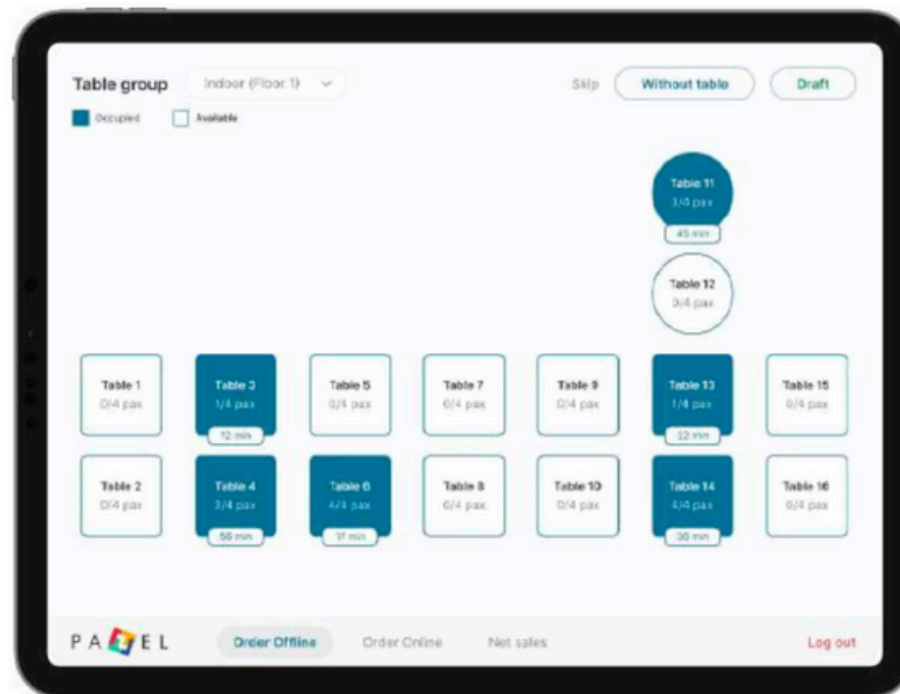
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Inter
Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

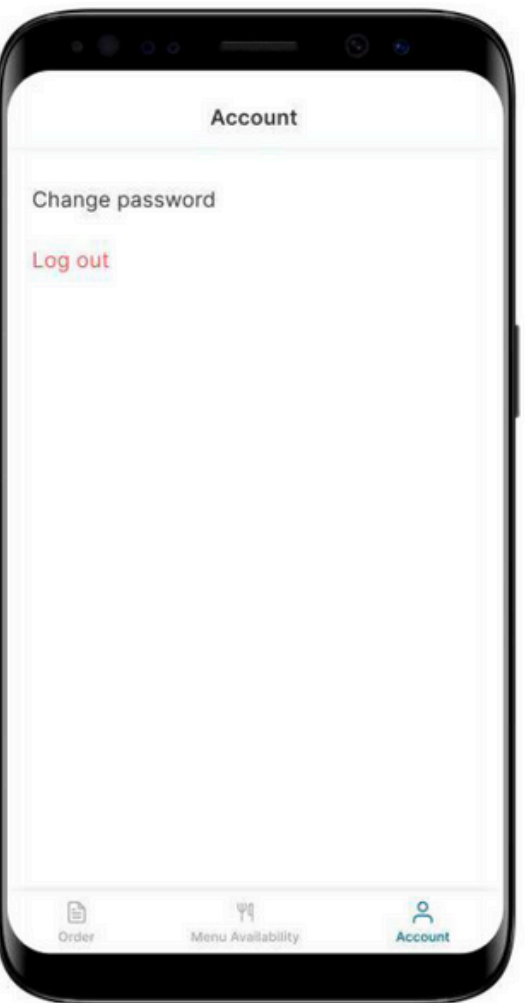
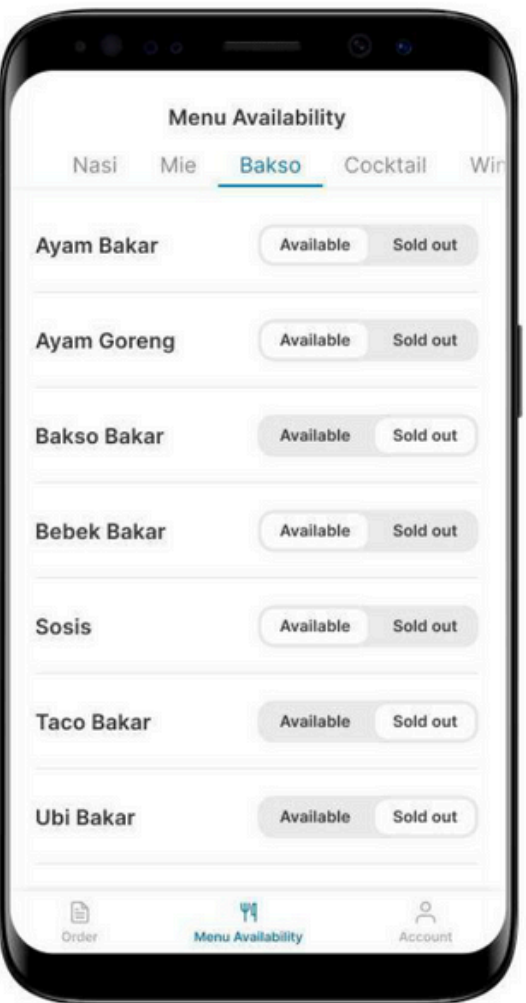
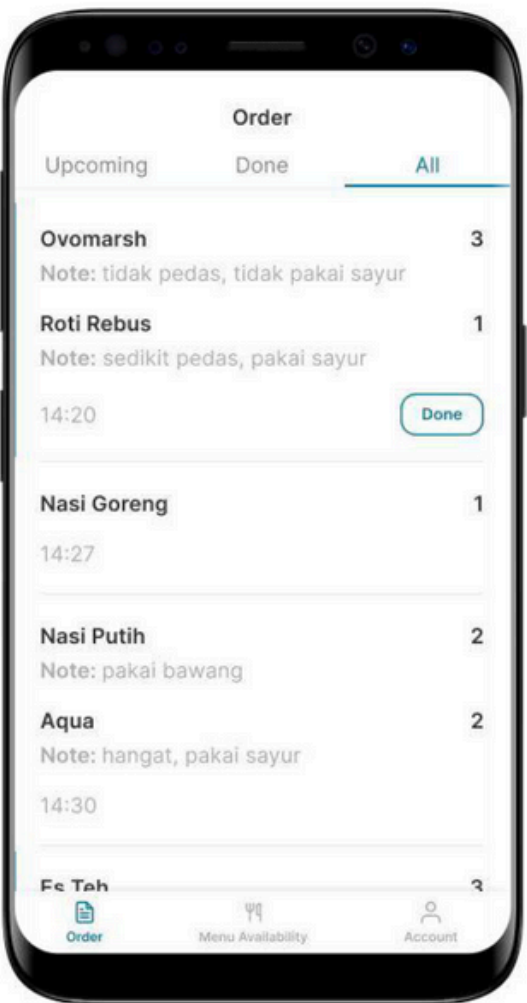
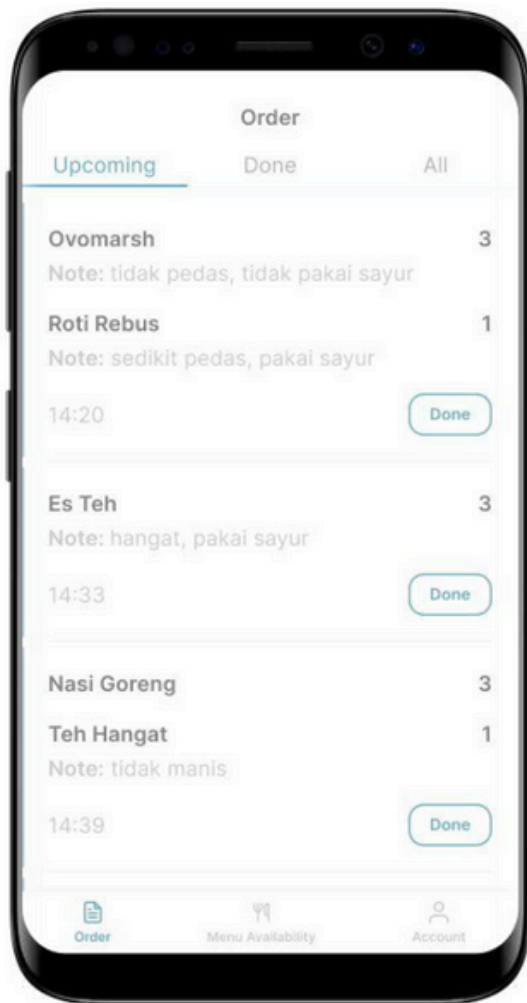
Final Design

Cashier app (Android - tablet)



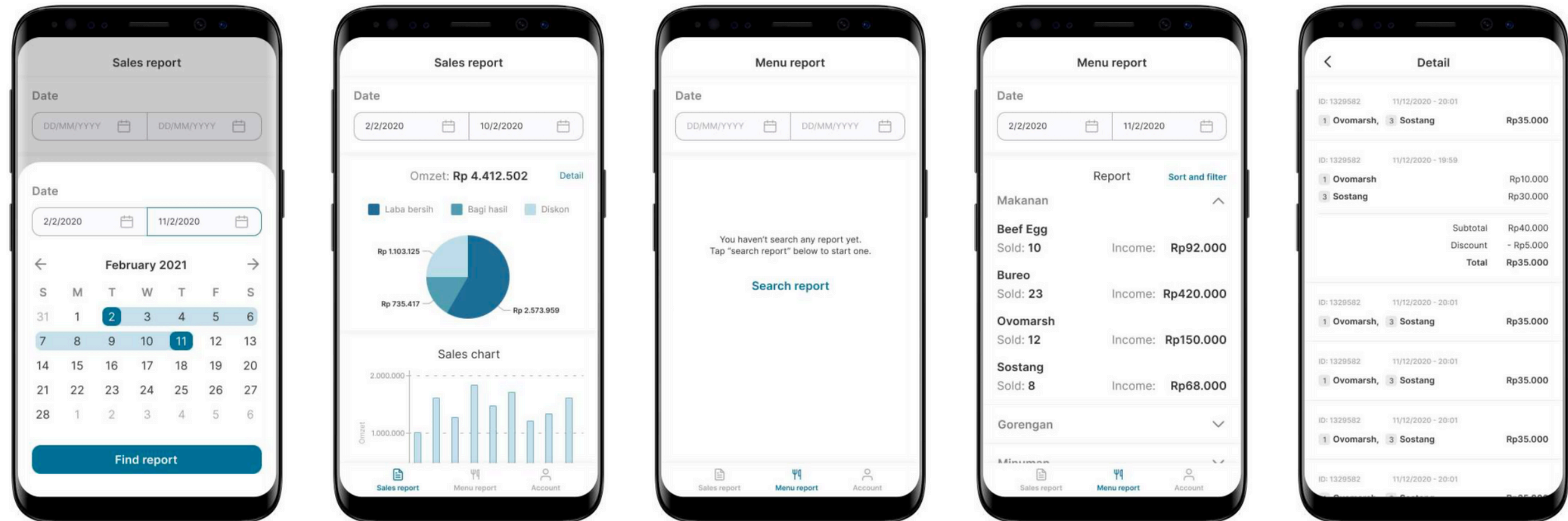
Final Design

Tenant Manager app (Android - phone)



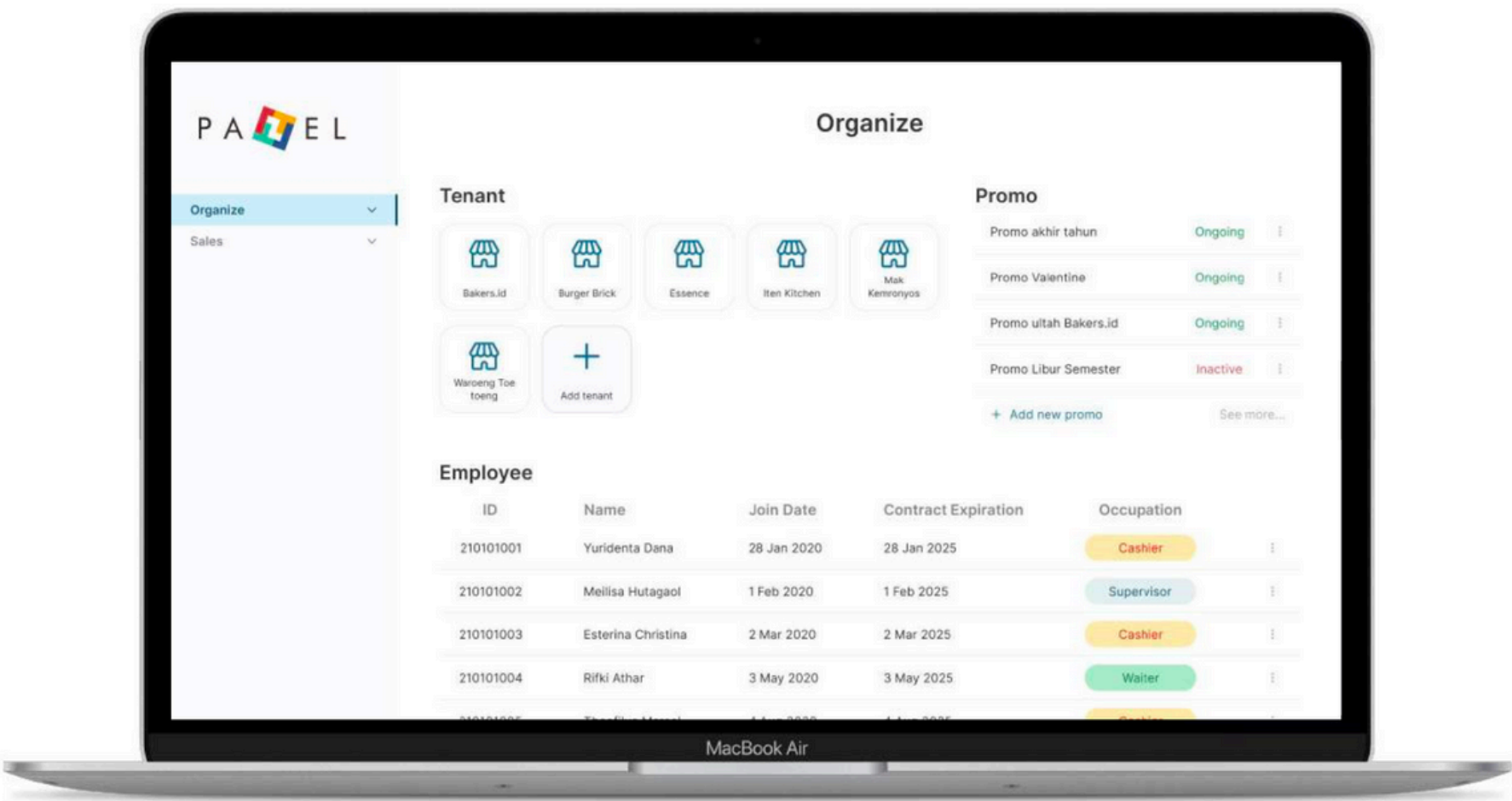
Final Design

Tenant Owner app (Android - phone)



Final Design

Back Office web (website)



PA TEL

Promo

+ Add promo

ID	Promo Name	Promo Type	Time Period	Outlet	Promo Status
210101	Promo akhir tahun	Discount per menu	28 Jan 2020 - 12 Feb 2020	Burger Brick, Essence...	Ongoing
210102	Promo Valentine	Buy 2 get 1	1 Feb 2020 - 14 Feb 2020	Essence, Mak Kem...	Ongoing
210103	Promo ulang Bakers.id	Buy 3 get 1	3 Feb 2020 - 18 Feb 2020	Bakers.id	Ongoing
210104	Promo Valentine	Discount minimum orders	3 Feb 2020 - 12 Feb 2020	Bakers.id, Mak Kem...	Ongoing
210105	Promo Libur Semester	Buy 3 get 1	1 Jan 2020 - 24 Jan 2020	Item Kitchen	Inactive
210106	Loyalty Member	Discount minimum orders	3 Feb 2020 - no end date	Bakers.id, Mak Kem...	Ongoing

PA TEL

Tenant Report

+ Add report

Tenant: Period: -

Search

Filter

Date	Net Profit	After Discount	After Service	After Tax	Revenue Share	Tenant	Denser	Owner Service
10 Jan 2020	443,000	443,000	443,000	493,500	368,800	88,820	88,820	88,820
11 Jan 2020	188,000	188,000	188,000	184,800	137,760	59,240	59,240	59,240
12 Jan 2020	1,318,000	728,000	728,000	800,800	1,076,120	238,880	238,880	238,880
13 Jan 2020	1,288,000	644,000	644,000	708,400	1,056,960	231,640	231,640	231,640
Total	3,221,000	1,989,000	1,989,000	2,187,700	2,641,220	579,780	579,780	579,780

PA TEL

Table

+ Add table

FL 1 Indoor FL 2 Indoor FL 2 Outdoor

Table 11 0/4 pax	Table 12 0/4 pax	Table 13 0/4 pax	Table 14 0/4 pax	Table 15 0/4 pax	Table 16 0/4 pax
Table 1 0/4 pax	Table 2 0/4 pax	Table 3 0/4 pax	Table 4 0/4 pax	Table 5 0/4 pax	Table 6 0/4 pax
Table 7 0/4 pax	Table 8 0/4 pax	Table 9 0/4 pax	Table 10 0/4 pax	Table 11 0/4 pax	Table 12 0/4 pax

Warwick Business School

Course Comparison Page Design

Where are we heading to?



Welcome to the walkthrough of our course comparison page design for Warwick Business School. This project aims to enhance the user experience for prospective students by providing a streamlined and efficient way to compare various courses offered by WBS. By focusing on user-centered design principles, we intend to facilitate better decision-making and ensure users find the information they need quickly and easily.

Course Comparison Page Design



Strengths

- User-Centric Design: Focus on user empathy ensures the design meets student needs.
- Accessibility: Adherence to usability and accessibility principles.
- Comprehensive Comparison: Clear and concise comparison features help students make informed decisions.
- Consistency: Alignment with WBS branding maintains consistency across the site.



Weaknesses

- Limited Direct Feedback: Lack of direct student feedback may miss some specific needs.
- Time Constraints: Limited time for extensive user testing and iterations.
- Complexity: Balancing detailed information with simplicity can be challenging.



Opportunities

- Enhanced User Engagement: Improved user experience can increase engagement and satisfaction.
- Scalability: The framework can be expanded to include more features in the future.
- Competitive Edge: A well-designed comparison tool can distinguish WBS from other institutions.



Threats

- Technical Challenges: Implementing interactive prototypes may face technical hurdles.
- Changing Requirements: Shifts in user needs or WBS policies may require redesigns.
- Competition: Other universities might develop similar tools, reducing the uniqueness of this project.

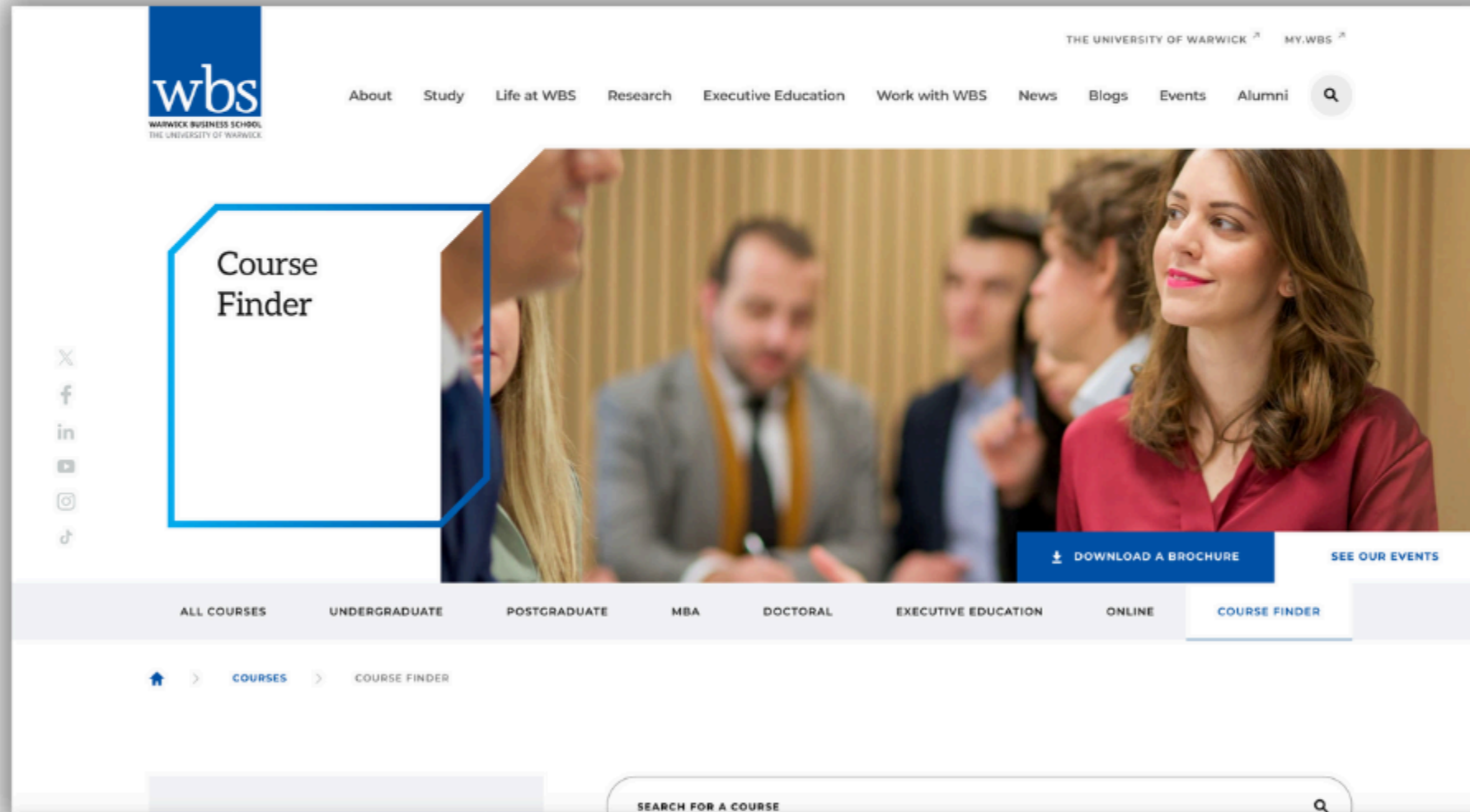
Vision

My vision is to design a course comparison page that seamlessly integrates with the current UI of the Course Finder at Warwick Business School. By maintaining visual and functional consistency, I aim to create a cohesive user experience where navigating between the Course Finder and the Course Comparison page feels intuitive and effortless. This approach ensures that users can easily compare courses while enjoying a familiar and streamlined interface, ultimately enhancing their ability to make informed decisions about their academic journey.

Mission

The mission of the course comparison page project for Warwick Business School is to develop a user-friendly and informative tool that empowers prospective students to make well-informed decisions about their academic future. By designing a clear, intuitive, and engaging comparison page, we aim to:

- **Simplify Decision-Making:** Provide a straightforward way for users to compare various courses based on key criteria such as content, duration, fees, and career outcomes.
- **Enhance User Experience:** Create an interface that is visually appealing, easy to navigate, and accessible across all devices, ensuring a smooth and enjoyable user journey.
- **Support WBS's Goals:** Align the design with WBS branding and strategic objectives, showcasing the institution's commitment to innovation and student-centric solutions.
- **Address a Critical Gap:** Fill a significant need in higher education by offering a tool that many institutions currently lack, thus setting WBS apart as a leader in enhancing the academic decision-making process.



Research Overview

The research underscores the importance of creating a user-centric design that balances simplicity with comprehensive information. By incorporating established UX principles and focusing on usability and accessibility, the course comparison page can significantly enhance the user experience. This, in turn, will help prospective students make informed decisions with ease and confidence.



Competitive Analysis

To understand the current landscape of course comparison tools, I conducted a competitive analysis of similar features from various universities and online educational platforms. This analysis highlighted best practices and common pitfalls in designing user-friendly comparison pages.



User Experience (UX) Principles Applied

- Hick's Law: Simplified choices to avoid overwhelming users with too many options.
- Fitts's Law: Designed interactive elements like buttons and tabs to be easily clickable, especially on mobile devices.
- Gestalt Principles: Applied principles such as proximity, similarity, and continuity to organize information logically and aesthetically.



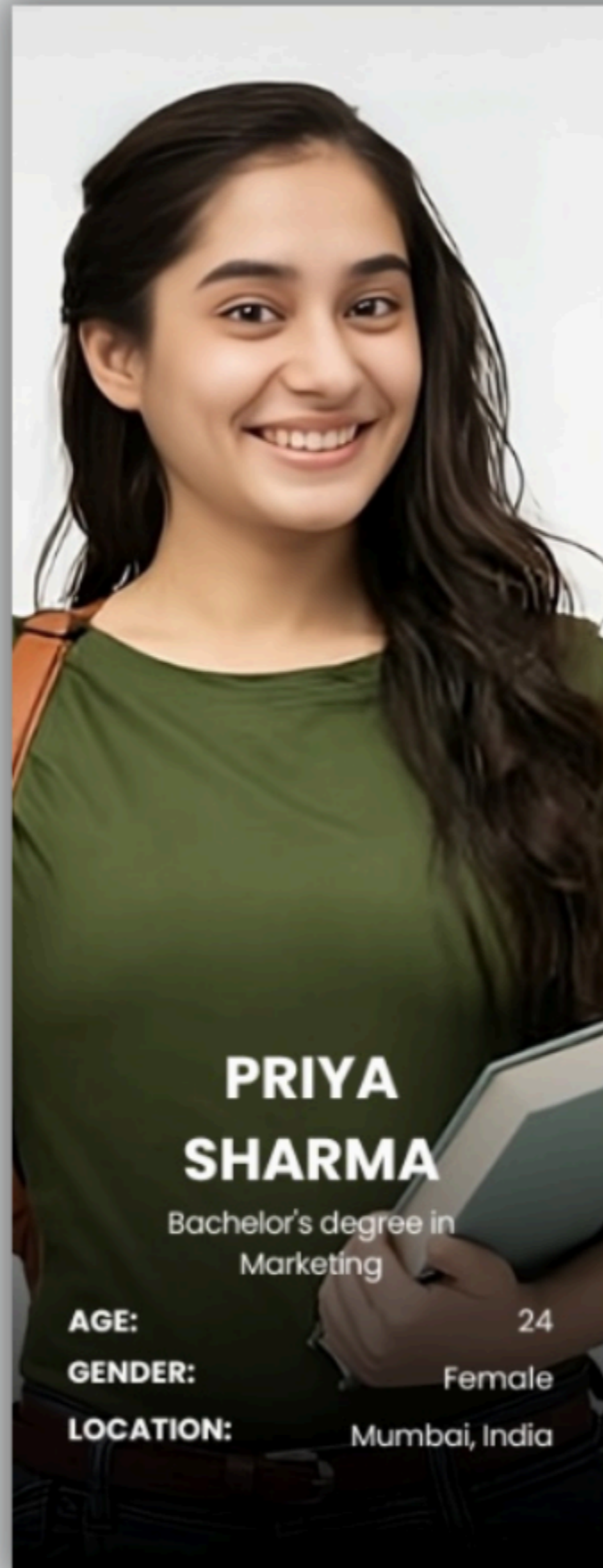
Key Insights

- User Preferences: Through secondary research, I found that students prefer a visually engaging and easy-to-navigate interface that allows quick comparisons.
- Information Prioritization: Essential details such as course content, fees, duration, and career outcomes need to be prominently displayed.
- Visual and Functional Consistency: Maintaining consistency in visual elements and functionality across the site is crucial.

User Personas

User personas are semi-fictional representations of our ideal users based on research and data. They help us keep the user's needs, experiences, and goals at the forefront of our design decisions. By understanding who our users are, we can create more empathetic and effective designs.





PRIYA SHARMA

Bachelor's degree in
Marketing

AGE: 24

GENDER: Female

LOCATION: Mumbai, India

BIO

Priya has been working as a software developer for two years and is keen to enhance her skills in data analytics to boost her career. She values a strong international reputation and wants to ensure that the investment in her education will yield good career prospects. Priya needs clarity on application procedures, scholarship opportunities, and post-graduation work options in the UK

GOALS

To pursue a master's degree in Business Analytics at a prestigious UK university, aiming to transition into a data science role

MOTIVATION

1. To enhance her professional qualifications
2. To find a program that offers a good ROI
3. To connect with a strong alumni network

PAIN POINTS

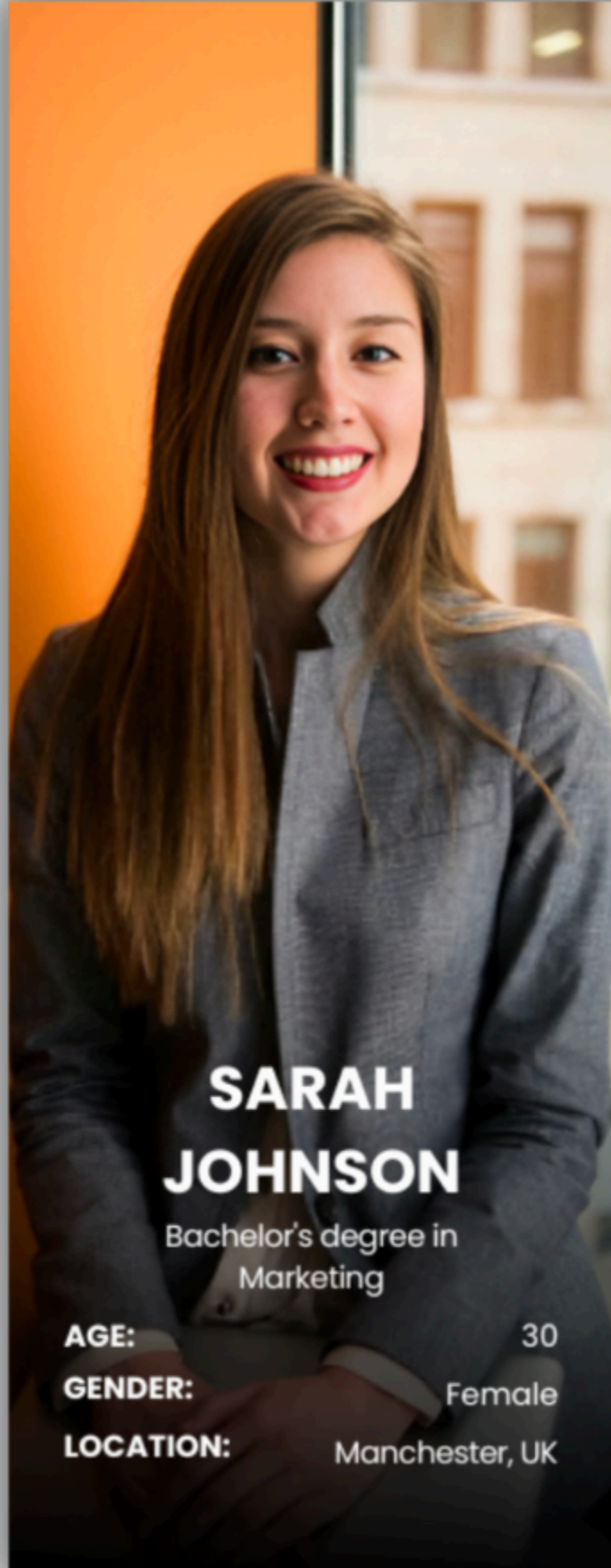
Difficulty understanding visa requirements, high cost of living in the UK, finding reliable information on course content and career prospects

BEHAVIOUR

Extensively researches universities and courses, reads reviews and rankings, participates in online forums for advice and experiences

TECHNOLOGY

Primarily uses a laptop for research and applications, smartphone for quick searches and communication



SARAH JOHNSON

Bachelor's degree in
Marketing

AGE: 30

GENDER: Female

LOCATION: Manchester, UK

BIO

Sarah has been working in marketing for the past eight years and is now aiming to move into a senior management role. She believes that an MBA will provide her with the necessary skills and network to achieve her career goals. Sarah needs a program that offers flexibility, strong industry connections, and clear career advancement opportunities.

GOALS

To enroll in an executive MBA program to advance her career to a senior management position

MOTIVATION

1. To enhance her professional qualifications
2. To find a program that offers a good ROI
3. To connect with a strong alumni network

PAIN POINTS

Balancing work, study, and personal life, finding a program with flexible schedules, understanding the return on investment for the MBA

BEHAVIOUR

Researches programs that offer part-time or online options, values alumni success stories and career support services, seeks detailed information on course content and networking opportunities

TECHNOLOGY

Uses a desktop at work for research, tablet and smartphone for browsing in transit and at home



JAMES TAYLOR

High School
Graduate

AGE: 18
GENDER: Male
LOCATION: London, UK

BIO

James has a keen interest in economics and aims to contribute to economic policy research in the future. He is looking for an undergraduate program that not only provides a strong foundation in business but also offers opportunities for research and direct progression to a PhD program. James values academic excellence, strong faculty, and a supportive learning environment.

GOALS

To enroll in an executive MBA program to advance her career to a senior management position

MOTIVATION

1. To enhance her professional qualifications
2. To find a program that offers a good ROI
3. To connect with a strong alumni network

PAIN POINTS

Overwhelmed by the number of available courses, uncertainty about the long-term academic pathway, balancing cost and quality of education

BEHAVIOUR

Seeks advice from teachers and career counselors, looks for universities with strong research programs and academic support, compares courses based on curriculum and faculty

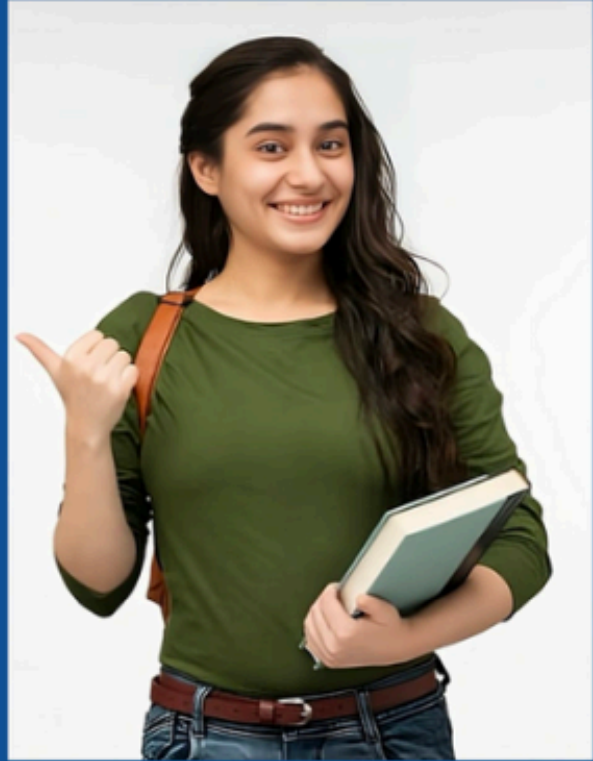
TECHNOLOGY

Uses a laptop for detailed research, smartphone for social media and quick browsing

User Journey

User journeys map out the steps a user takes to achieve a goal while interacting with our product. They highlight the user's experiences and emotions at each stage, helping us identify pain points and opportunities for improvement. This ensures our design is not only functional but also provides a satisfying user experience.





Priya Sharma ♀

Bachelor's Degree In Marketing

📅 24 Years

📍 Mumbai, India

✉️ priyasarma13@gmail.com

User Journey Map

	Awareness	Consideration	Decision	Application
Customer actions	Searches for top UK universities offering Business Analytics programs.	Visits Warwick Business School website, explores the course finder and comparison pages	Uses the comparison page to shortlist courses, reads detailed descriptions and reviews	Fills out the application form, submits required documents
Touchpoints	Google search, educational websites, forums	Course finder, comparison page, student reviews	Comparison page, course detail pages, contact form	Online application form, email communication with admissions
Customer experience				
Pain Points	Information overload, visa requirements	Comparing course details, understanding the application process	Ensuring course alignment with career goals, fee structure	Document verification, waiting for responsetion overload, visa requirements
Solution	Simplify information on the website, provide clear guidance on visa requirements	Offer a user-friendly comparison tool, detailed application guides	Provide career outcome statistics, clear fee breakdowns	Streamline the document submission process, provide application status updates

User Journey Map



Sarah Johnson ♀

Bachelor's Degree In Marketing

📅 30 Years

📍 Manchester, UK

✉️ Sarahjohnson213@gmail.com

	Awareness	Consideration	Decision	Application
Customer actions	Searches for top UK universities offering Business Analytics programs.	Visits Warwick Business School website, explores the course finder and comparison pages	Uses the comparison page to shortlist courses, reads detailed descriptions and reviews	Fills out the application form, submits required documents
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Customer experience				
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Solution	Simplify information on the website, provide clear guidance on visa requirements	Offer a user-friendly comparison tool, detailed application guides	Provide career outcome statistics, clear fee breakdowns	Streamline the document submission process, provide application status updates

User Journey Map



James Taylor ♂

High School Graduate

📅 18 Years

📍 London UK

✉️ jamestaylor13@gmail.com

	Awareness	Consideration	Decision	Application
Customer actions	Searches for top UK universities offering Business Analytics programs.	Visits Warwick Business School website, explores the course finder and comparison pages	Uses the comparison page to shortlist courses, reads detailed descriptions and reviews	Fills out the application form, submits required documents
Touchpoints	Google search, educational websites, forums	Course finder, comparison page, student reviews	Comparison page, course detail pages, contact form	Online application form, email communication with admissions
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Solution	Simplify information on the website, provide clear guidance on visa requirements	Offer a user-friendly comparison tool, detailed application guides	Provide career outcome statistics, clear fee breakdowns	Streamline the document submission process, provide application status updates

Wireframing





Iconography

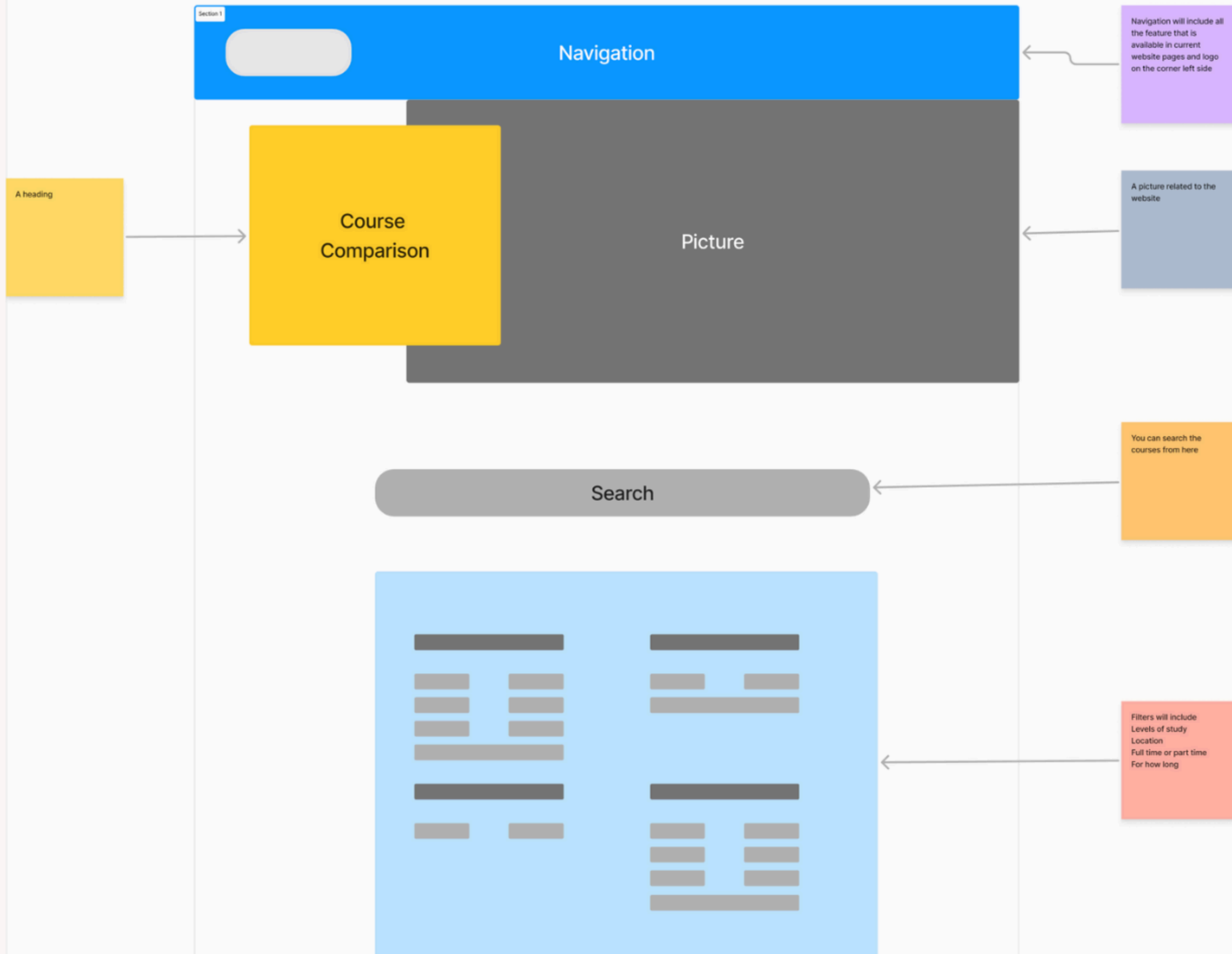
Text Style	NAME	WEIGHT	PIXELS	LINE HEIGHT
Aa — Find the stuff you'll love.	Montserrat	Semi Bold	28 px	125%
Aa — Find the stuff you'll love.	Aleo	Regular	33 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	24 px	125%
Aa — Find the stuff you'll love.	Aleo	Regular	26 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	20 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	18 px	125%
Aa — Find the stuff you'll love.	Aleo	Bold	15 px	125%
Aa — Find the stuff you'll love.	Montserrat	Semi Bold	14 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	14 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	12 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	11 px	125%
Aa — Find the stuff you'll love.	Montserrat	Bold	10 px	125%

Typography

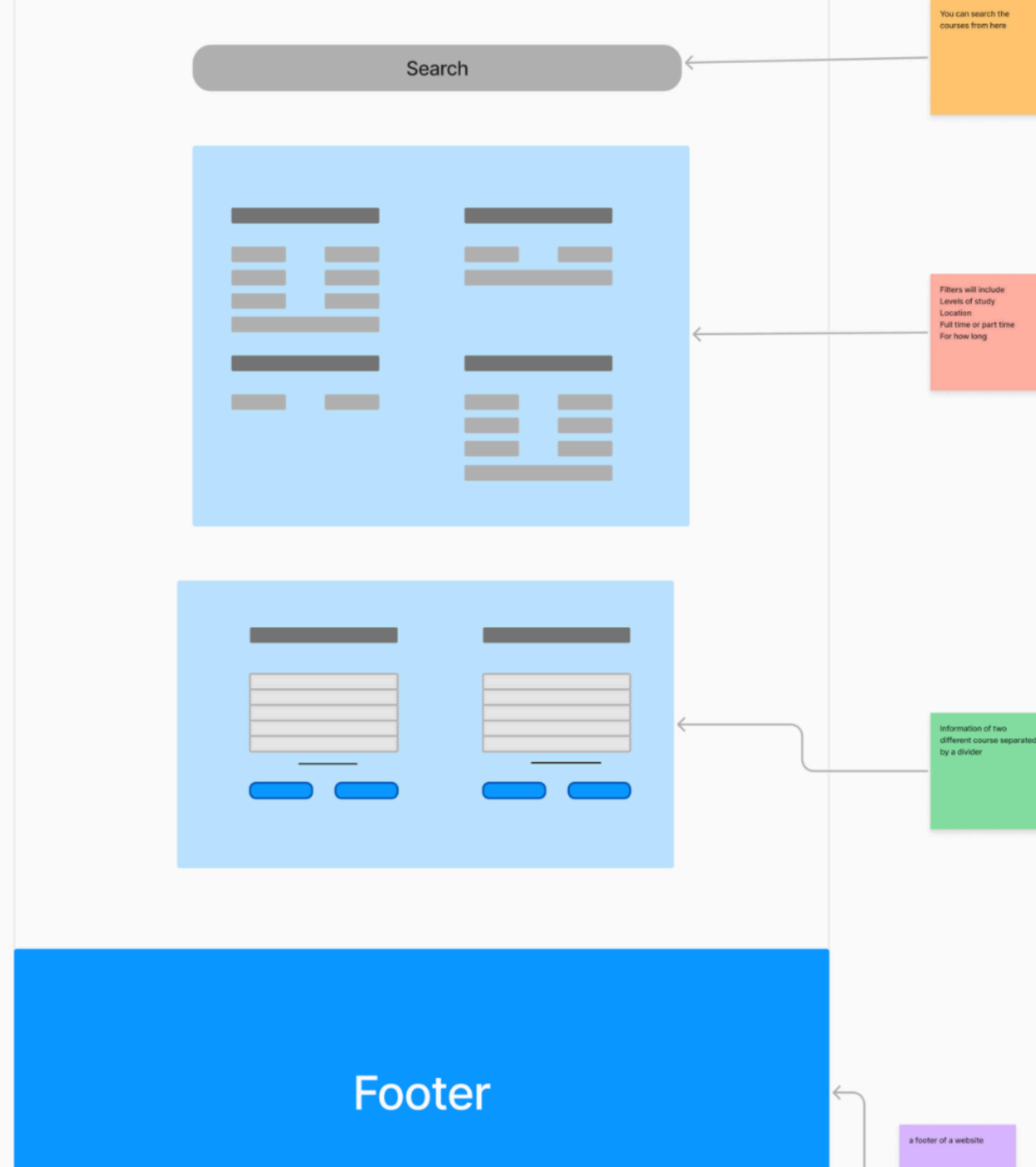


Color Pallete

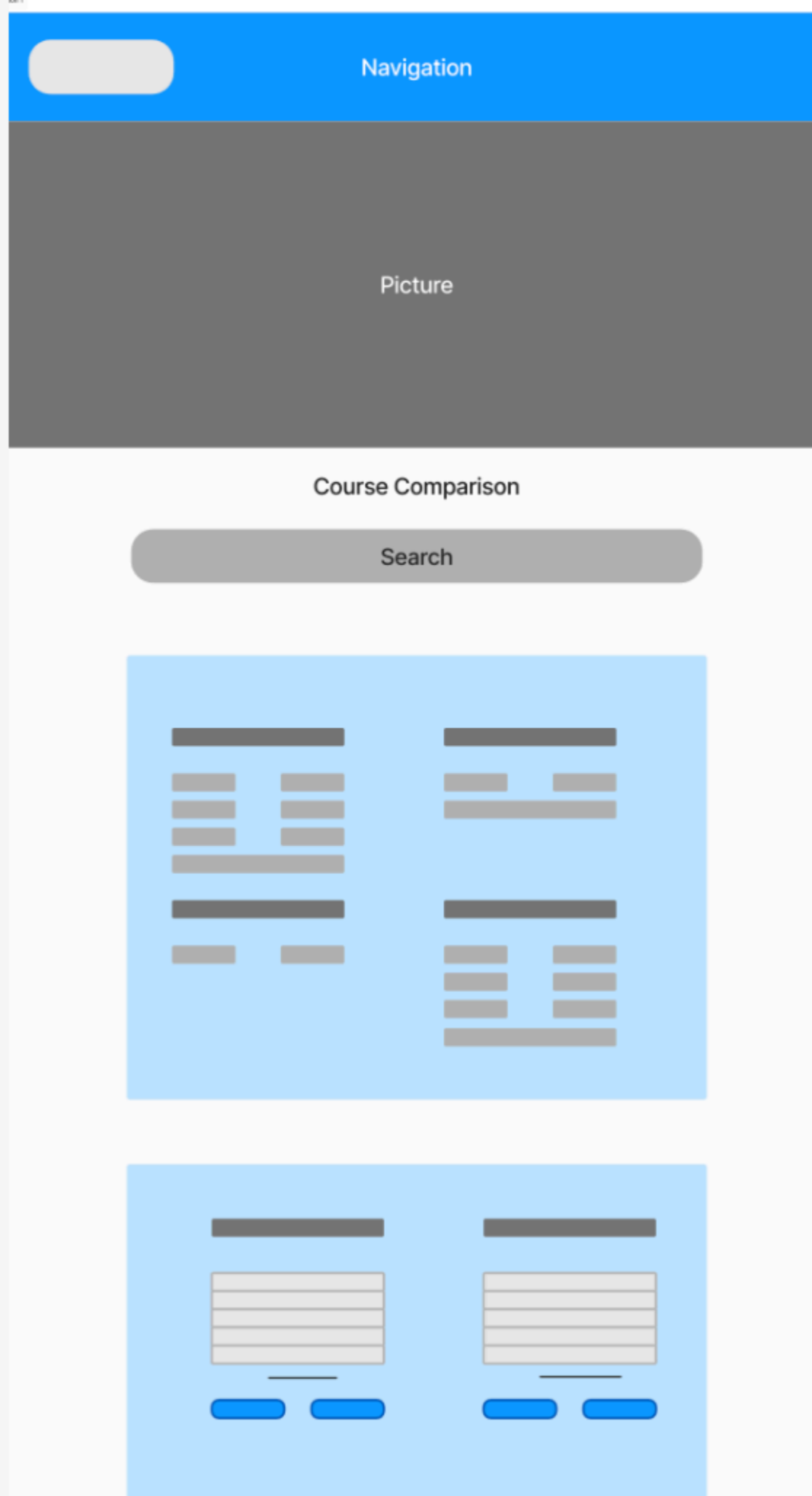
Desktop



Desktop



Tablet



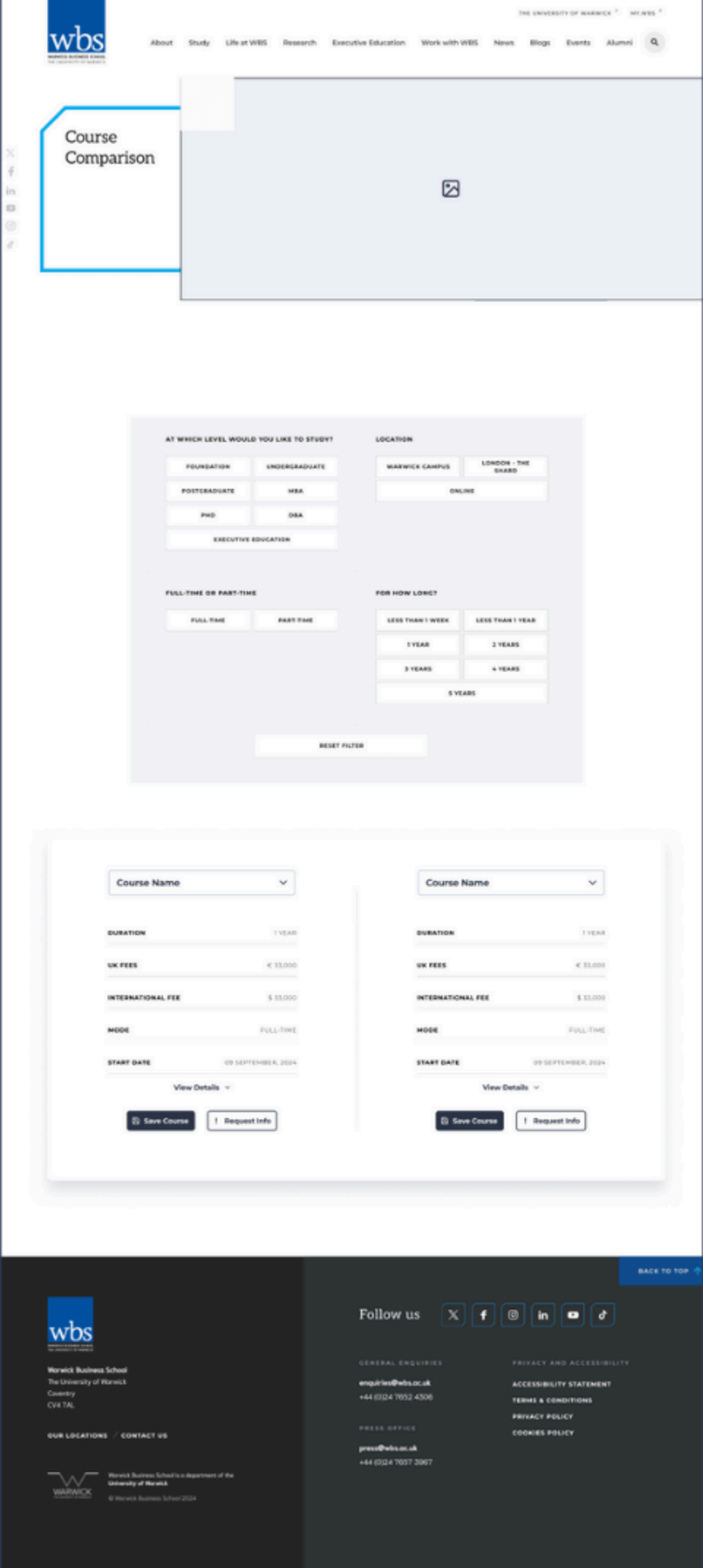
Mobile

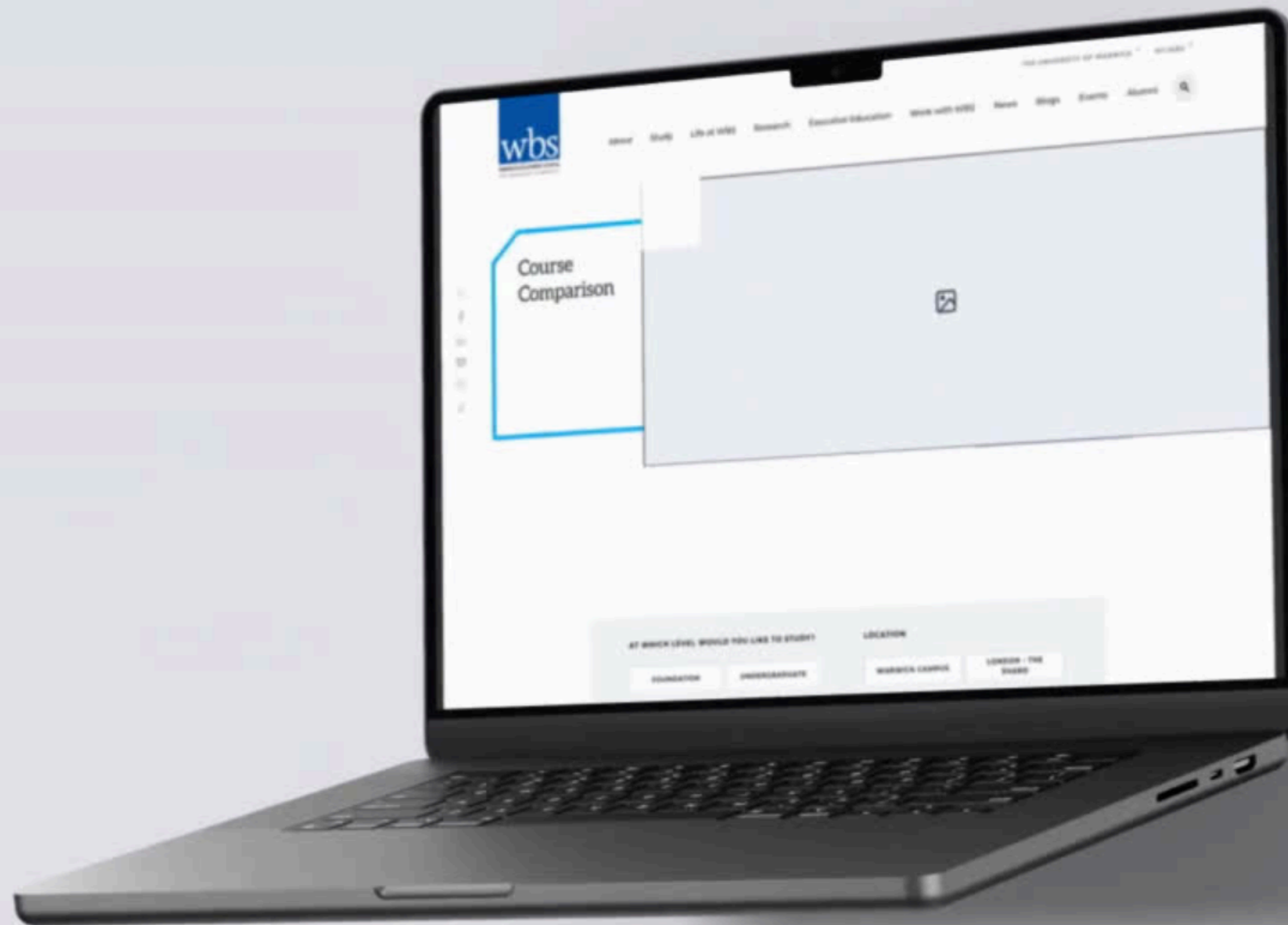


Prototyping



Desktop Prototype







AT WHICH LEVEL WOULD YOU LIKE TO STUDY?

FOUNDATION

UNDERGRADUATE

POSTGRADUATE

MBA

PHD

DBA

EXECUTIVE EDUCATION

LOCATION

WARWICK CAMPUS

LONDON - THE SHARD

ONLINE

FULL-TIME OR PART-TIME

FULL-TIME

PART-TIME

FOR HOW LONG?

LESS THAN 1 WEEK

LESS THAN 1 YEAR

1 YEAR

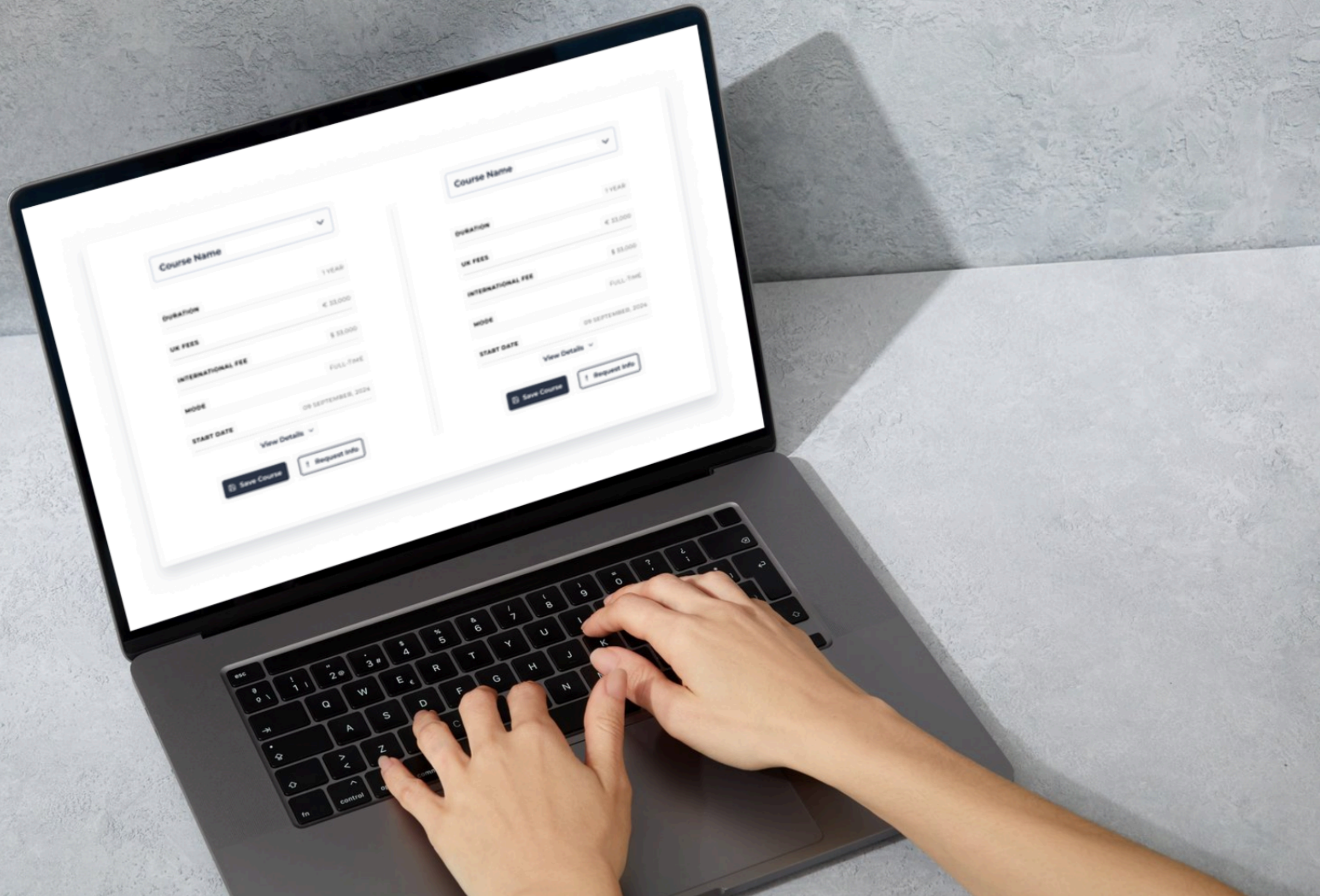
2 YEARS

3 YEARS

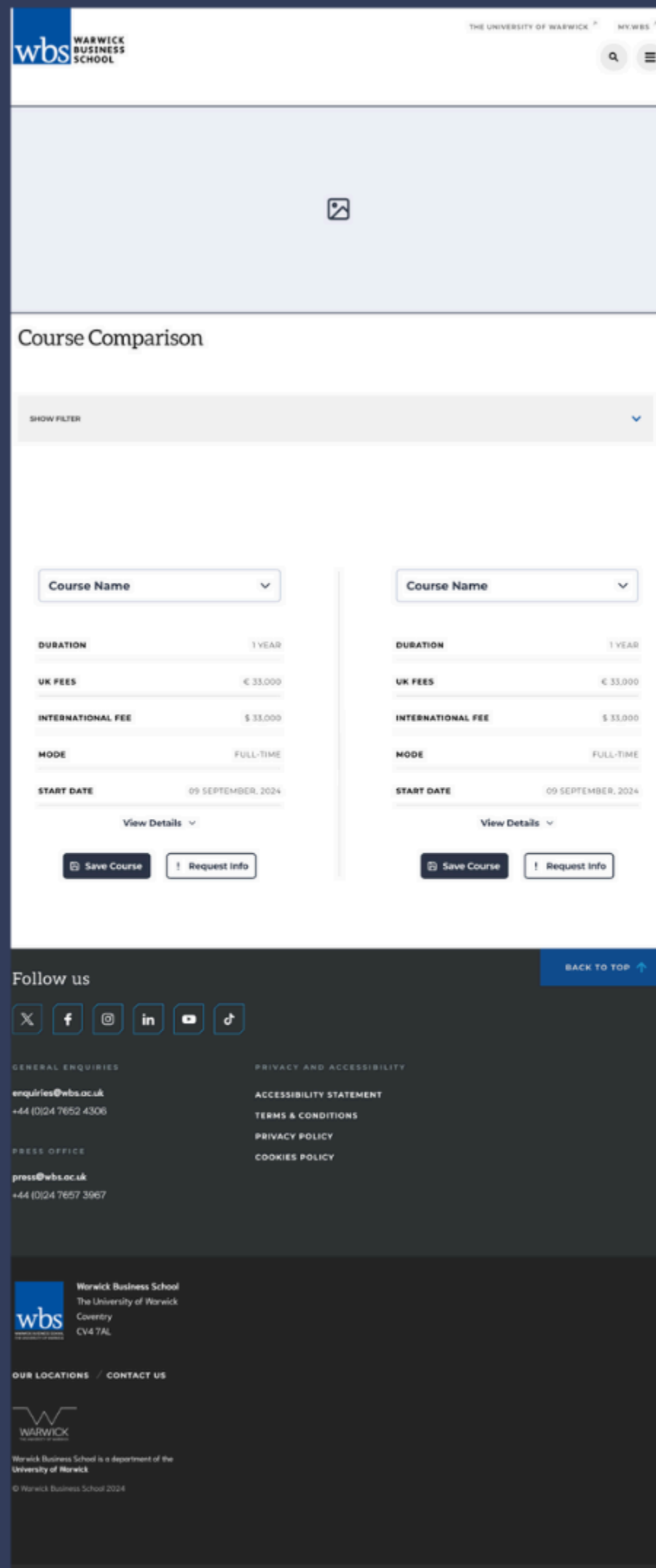
4 YEARS

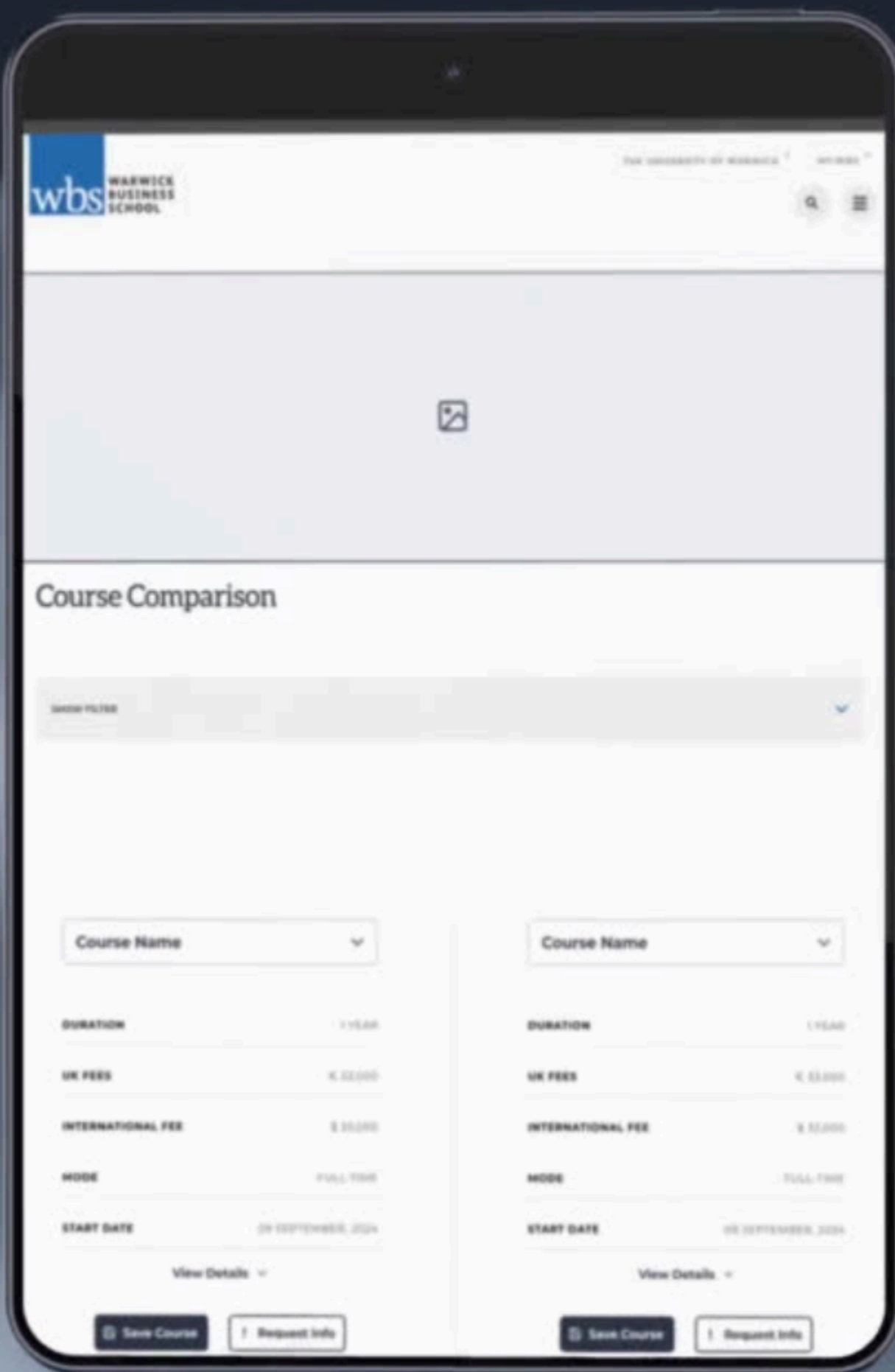
5 YEARS

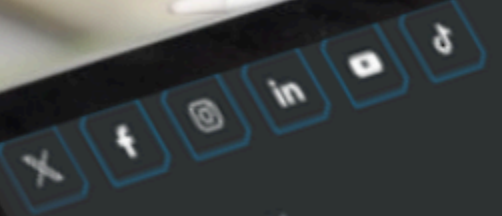
RESET FILTER



Tablet







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- ACCESSIBILITY STATEMENT
- TERMS & CONDITIONS
- PRIVACY POLICY
- COOKIES POLICY



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Mobile Prototype

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BUSINESS
SCHOOL

Q

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Course Finder

SHOW FILTER

▼

SEARCH FOR A COURSE

Q

Course Name

▼

DURATION

1 YEAR

UK FEES

€ 33,000

INTERNATIONAL FEE

\$ 33,000

MODE

FULL-TIME

START DATE

09 SEPTEMBER, 2024

View Details

▼

Save Course

! Request Info

Course Name

▼

DURATION

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UK FEES

€ 33,000

INTERNATIONAL FEE

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Course Finder

SHOW FILTER



SEARCH FOR A COURSE



Course Name



DURATION

1 YEAR

UK FEES

€ 11,000

INTERNATIONAL FEE

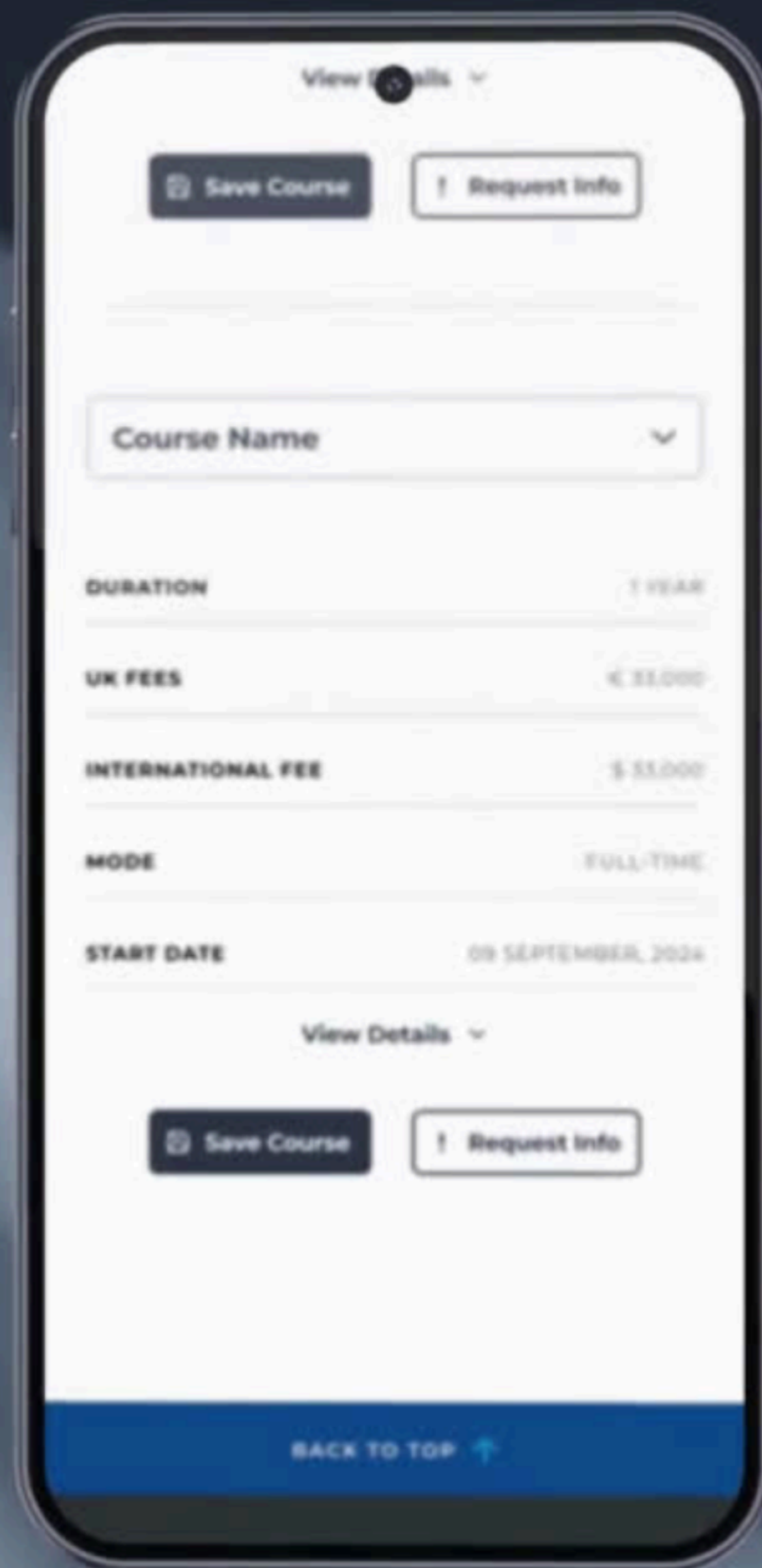
\$ 11,000

MODE

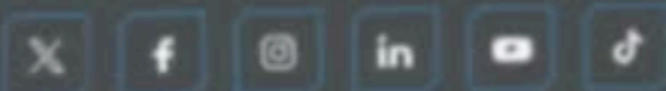
FULL-TIME

START DATE

09 SEPTEMBER, 2024



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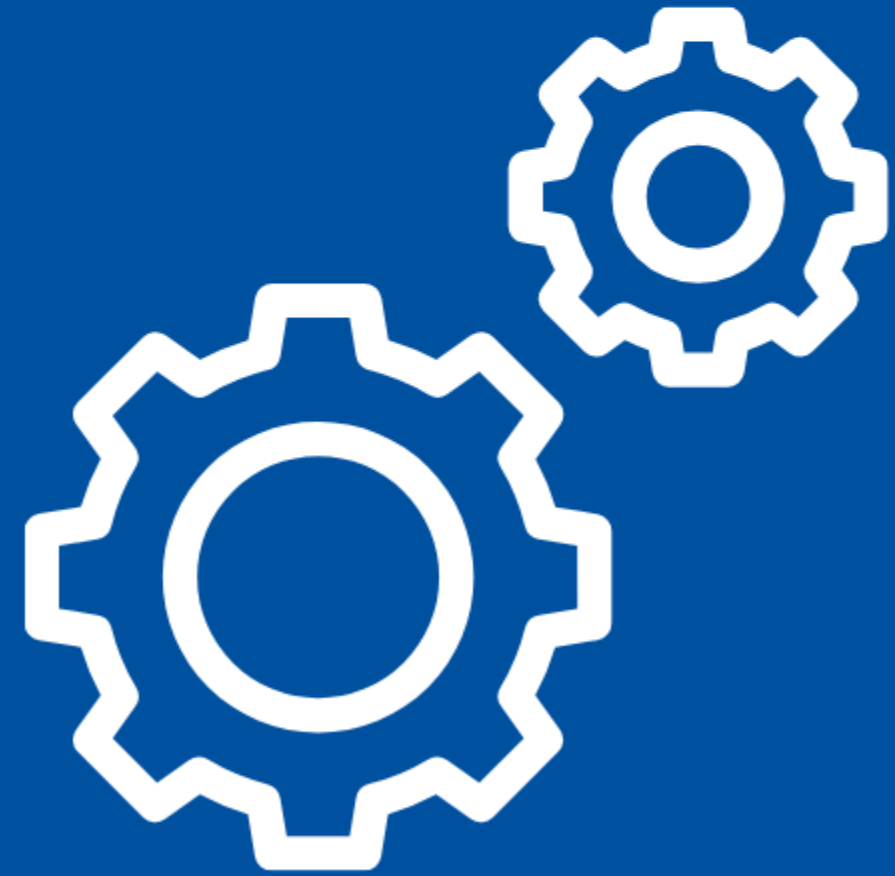


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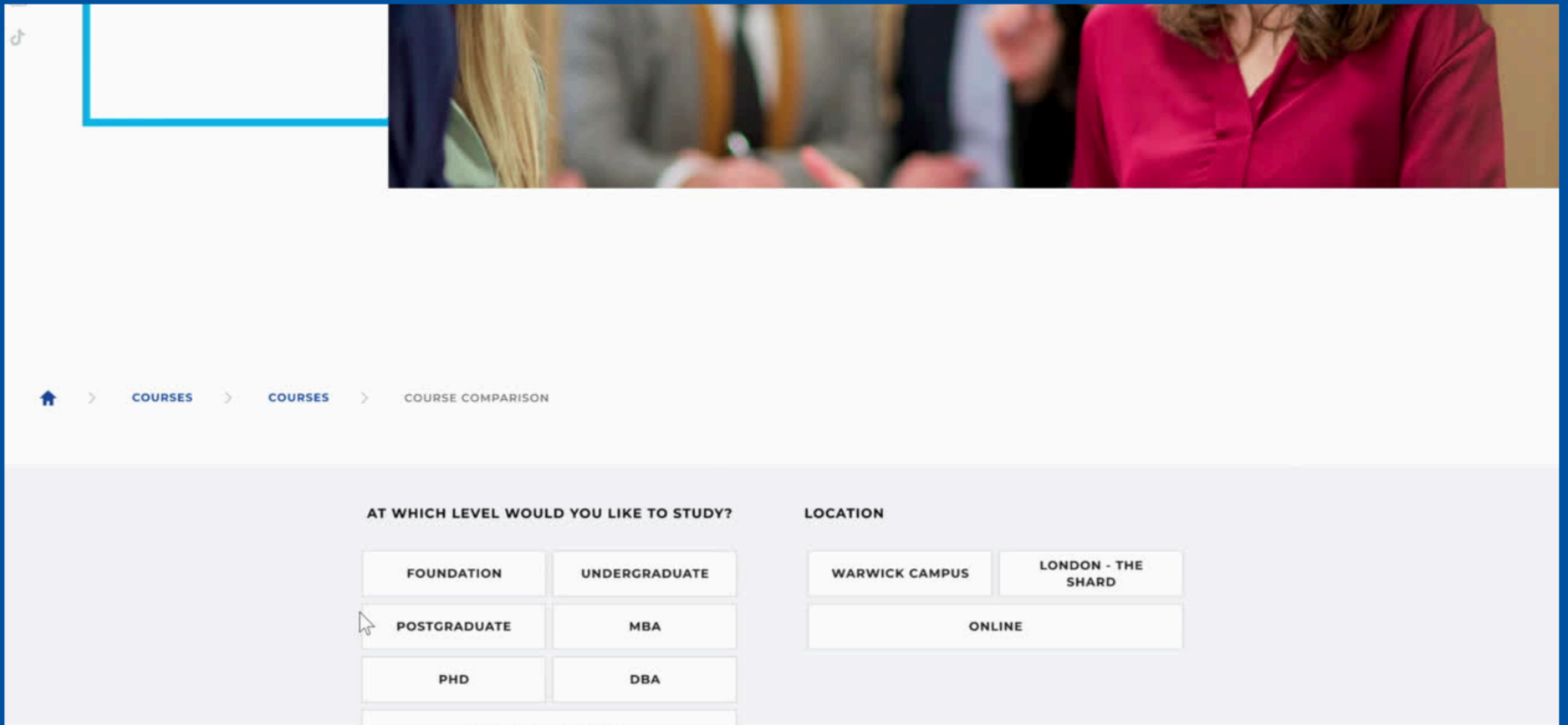
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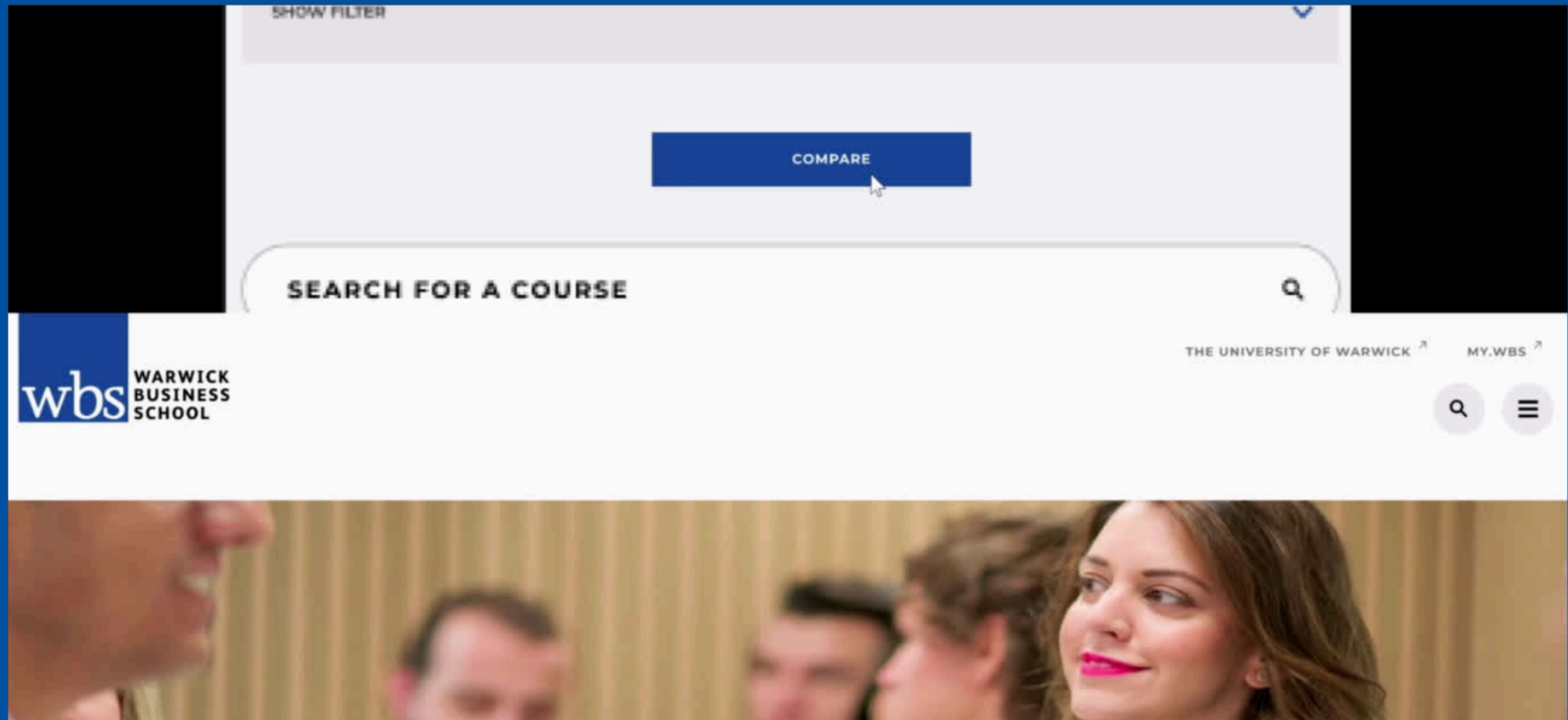
Functioning



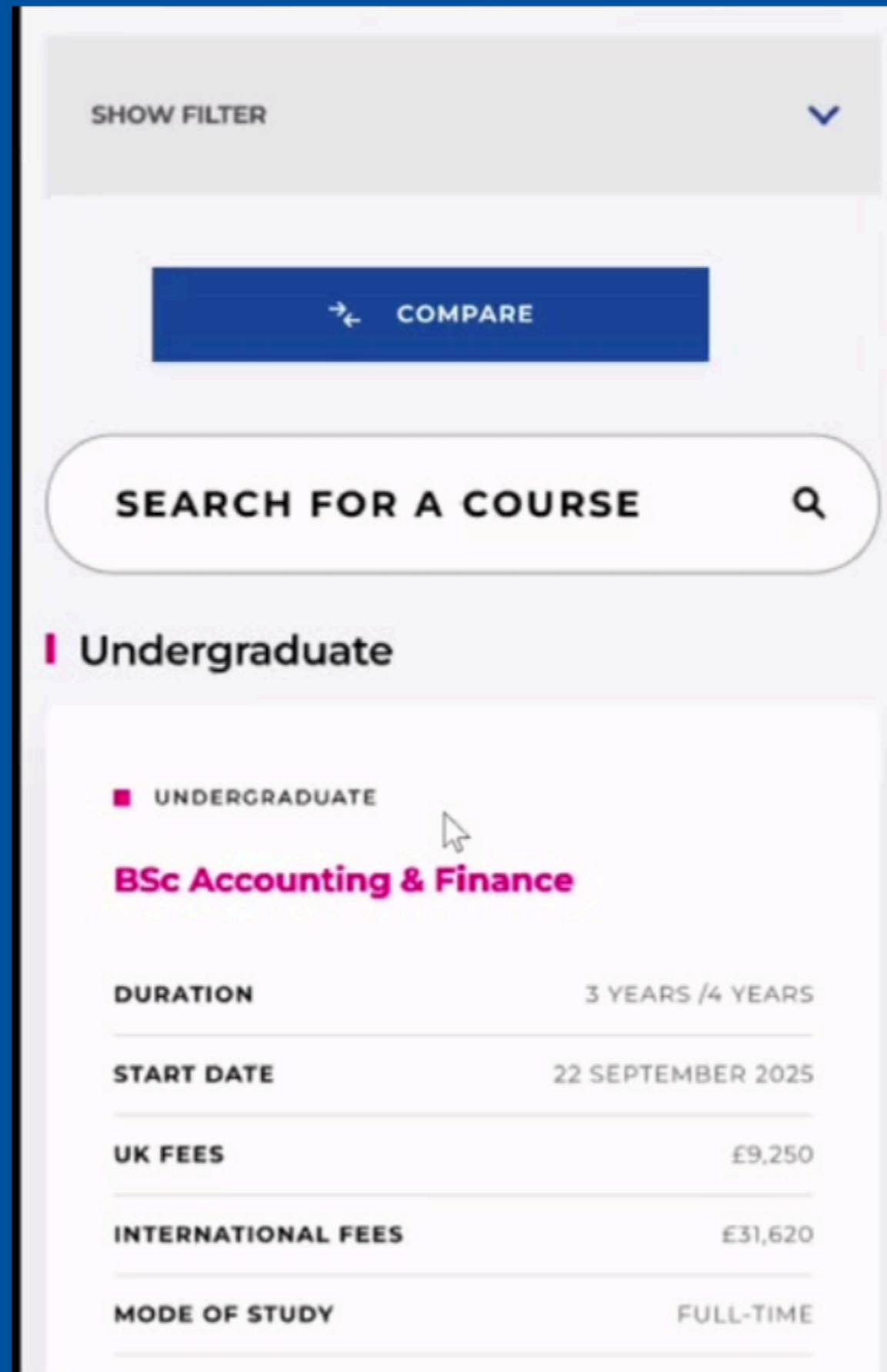
Desktop Functioning



Tablet Functioning



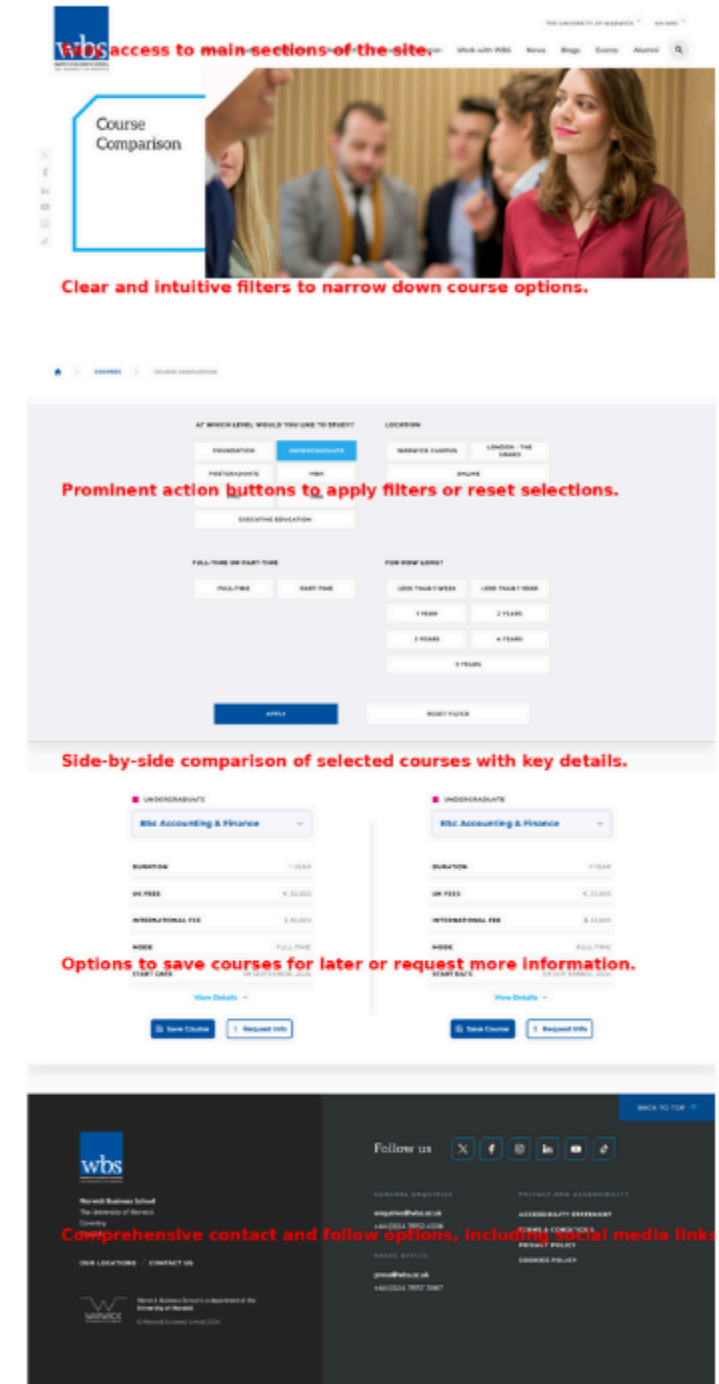
Mobile Functioning



Usability and Accessibility Considerations

In terms of usability, I ensured easy navigation, clear call-to-actions, and intuitive interactions. Elements are strategically placed to guide users through the comparison process efficiently. This enhances the overall user experience, making it straightforward and enjoyable.

Accessibility was a key consideration in our design. We incorporated appropriate color contrast, ensured keyboard navigability, and made the page compatible with screen readers.

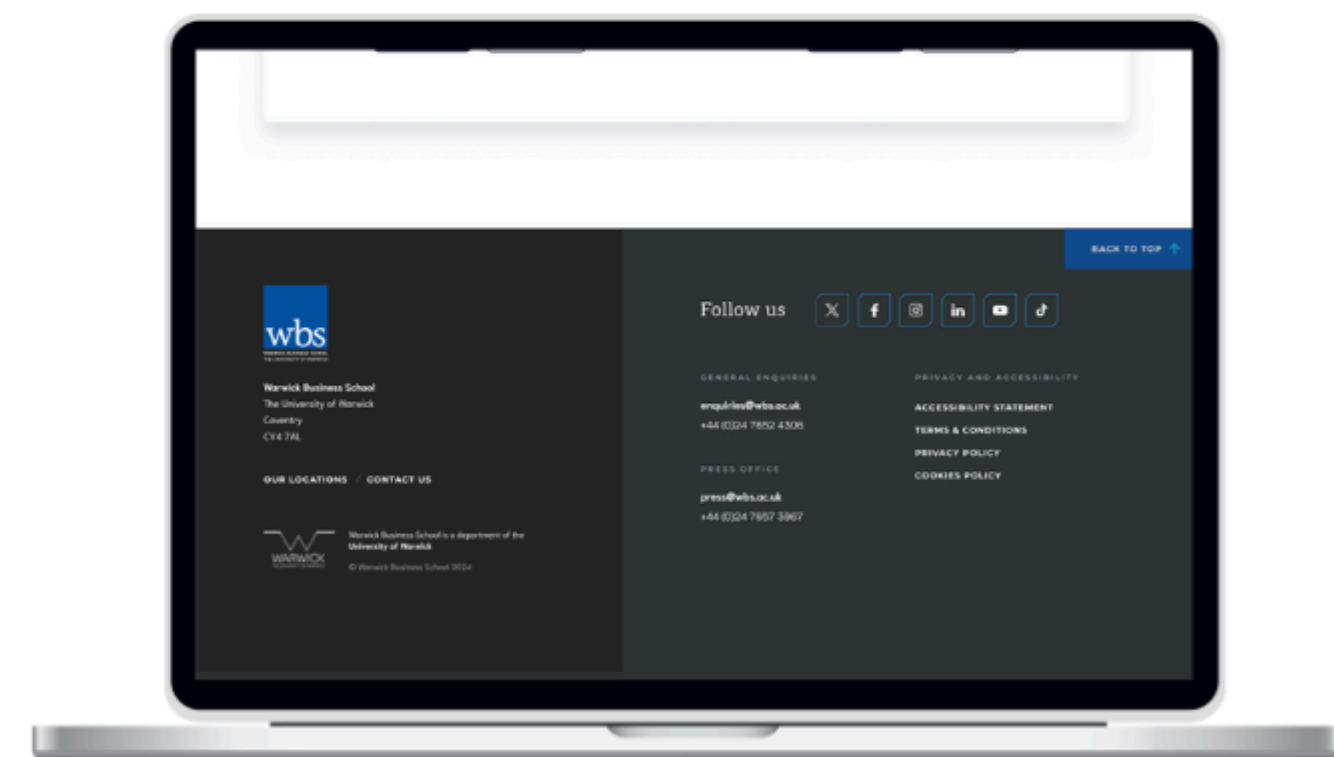
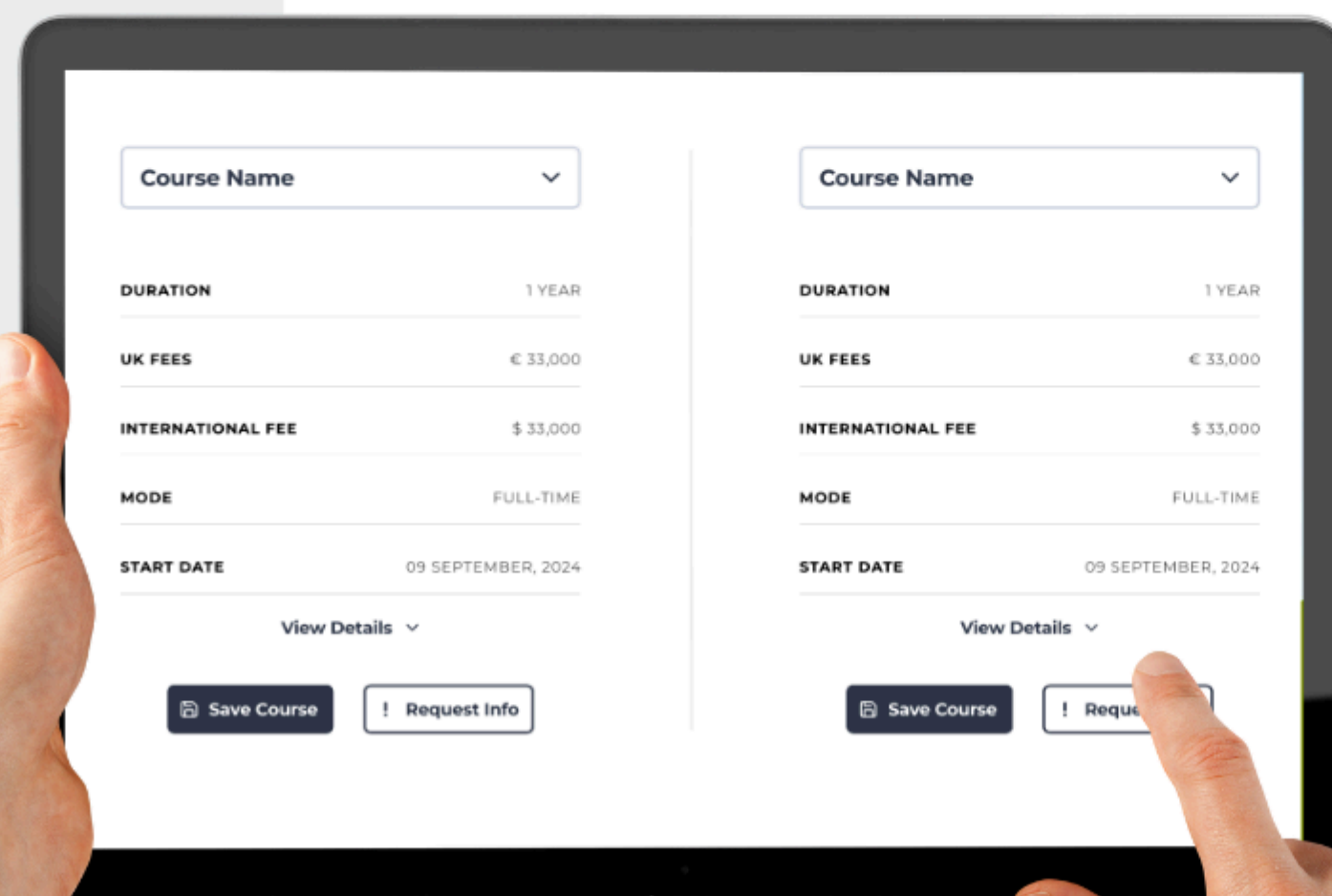
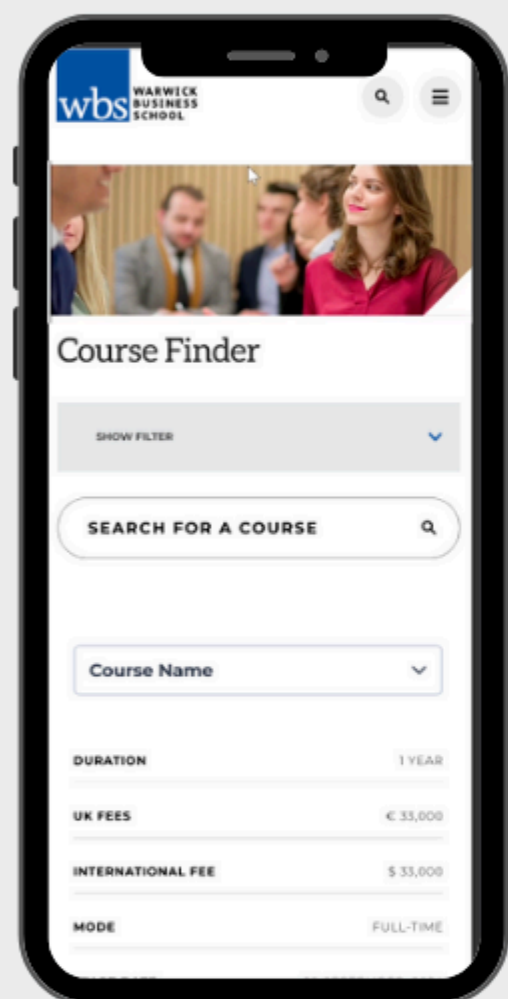


Area of Improvement

Given more time, several areas could be improved to further enhance the user experience.

- Enhanced Filtering Options: We could allow users to filter by more criteria, such as faculty, course ratings, and alumni outcomes. This would provide more personalized and relevant results.
- Detailed Course Information: Including more in-depth details about each course, such as faculty profiles, course modules, and career support, would help users make more informed decisions.
- Interactive Elements: Adding features like live chat with admissions, video testimonials, and virtual campus tours could provide additional support and engagement for prospective students.
- Enhanced picture quality: We as a team can work to deliver premium quality course comparison page for a seamless user experience.

Explore the WBS world in your hand!





Liked what you saw?

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@roymegha.design@gmail.com

