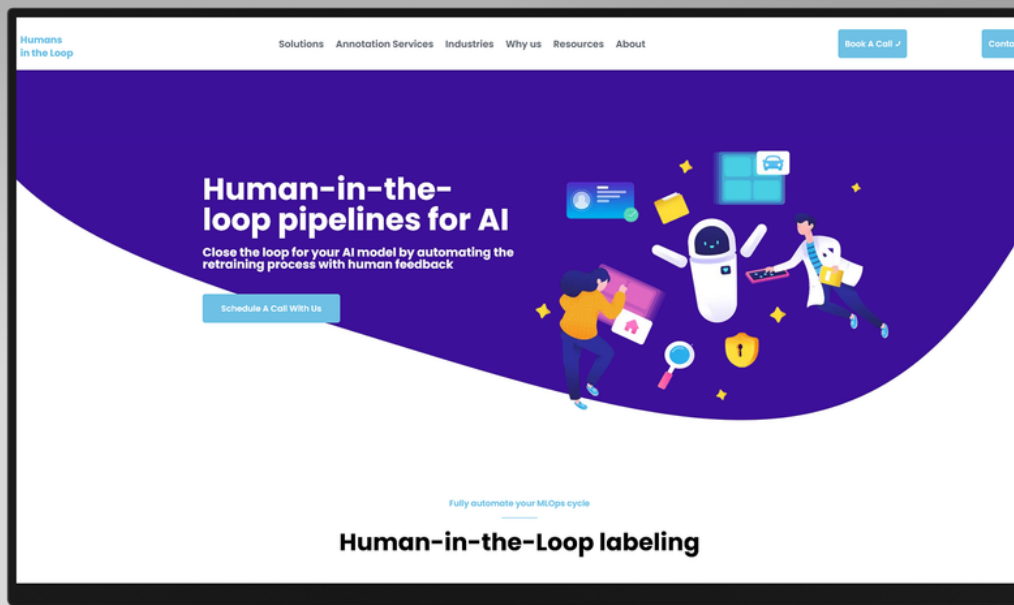




EXISTING



RE-DESIGN

WEBSITE DESIGN

SUPERCHARGING VIA UX/UI

Is your website delivering an exceptional user experience that captivates visitors?

Effective website design goes beyond visuals, in today's digital landscape. The art of creating an intuitive user interface (UI) and a seamless user experience (UX) leaves a lasting impact on your audience.

Platform: Figma, Adobe XD and Uizard (AI)

Beyond mere aesthetics.

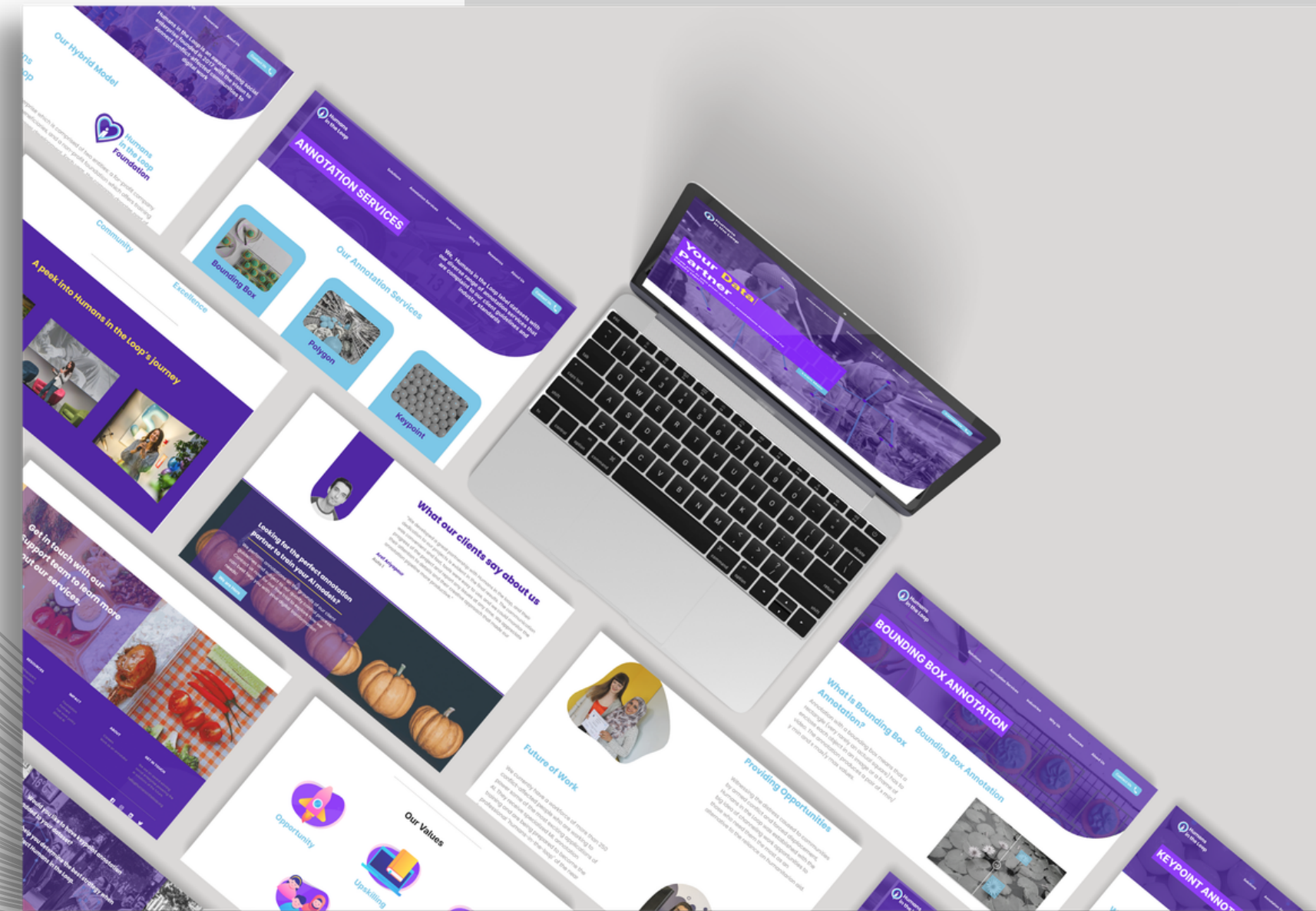
CASE STUDY

BRAND



INTRODUCTION

This case study focuses on the re-design of an existing website for Humans in the Loop, an award-winning social enterprise founded in 2017 with the vision to connect conflict-affected communities to digital work. The primary goal of the re-design was to enhance the user experience, improve visual aesthetics, and align the website with the company's evolving brand identity.



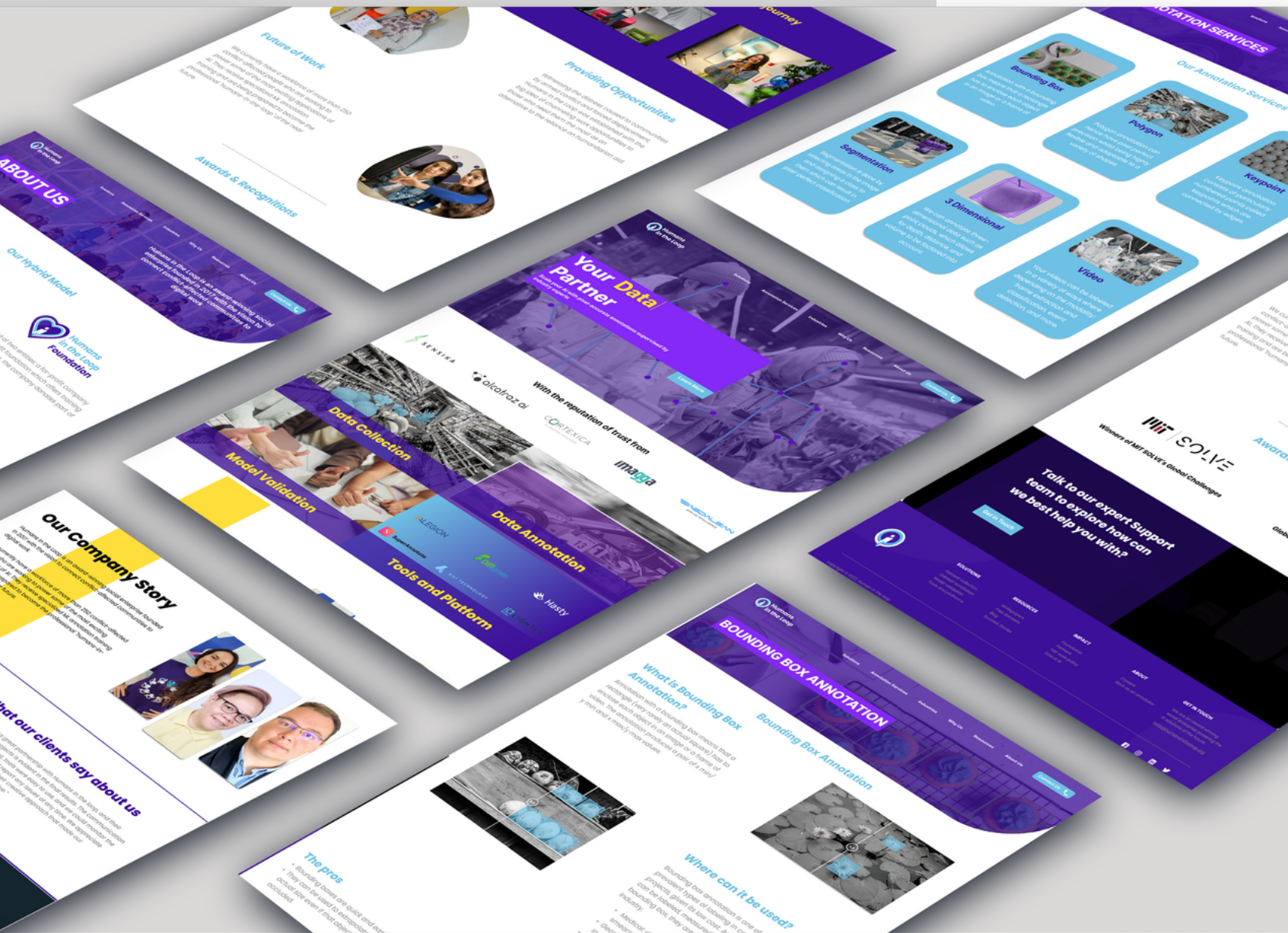
OBJECTIVE

Improve User Experience (UX): Enhance website usability, navigation, and overall user journey to provide a seamless browsing experience for visitors.

Reflect Brand Identity: Revamp the website design to align with the updated brand guidelines and company values, ensuring consistent representation across all digital touchpoints.

Optimise Conversion Rates: Implement conversion-driven design elements and persuasive call-to-actions (CTAs) to encourage user engagement and maximize lead generation.

SEO Optimization: Optimise the website structure and content to improve search engine visibility and organic traffic.



M E T H O D O L O G Y

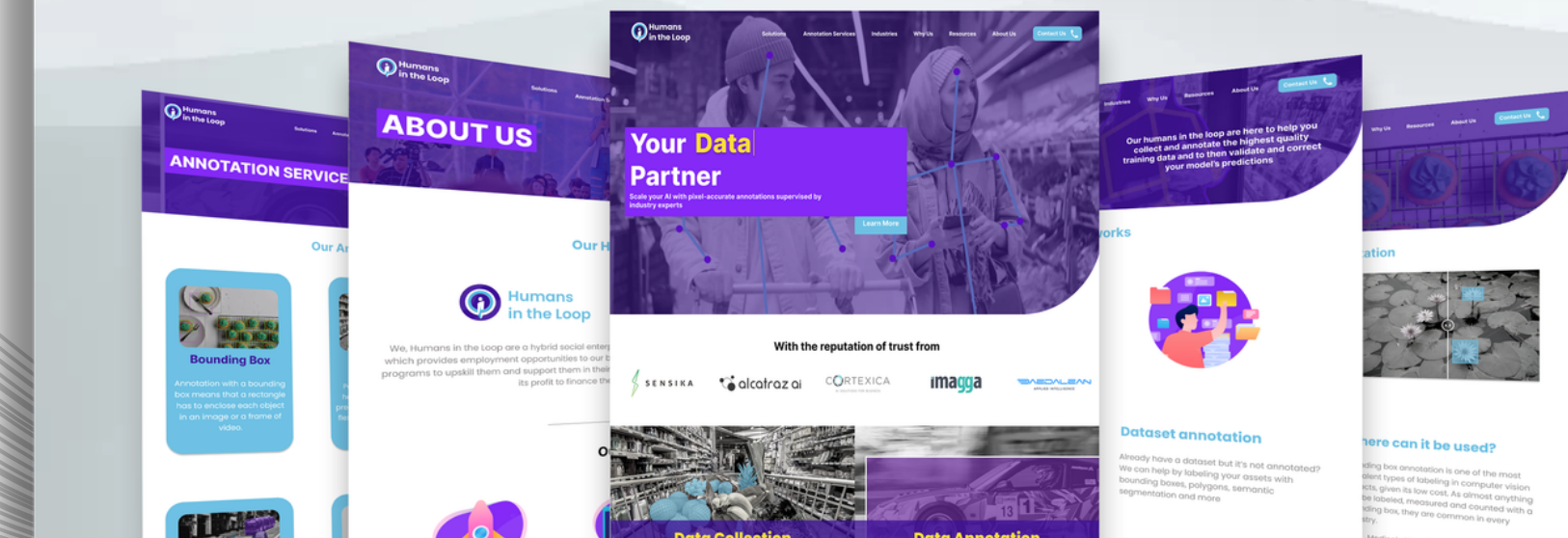
Research and Analysis

- Conducted an in-depth analysis of the existing website, including user feedback, performance metrics, and competitor research.
- Defined target audience profiles and identified their preferences, expectations, and pain points.
- Explored emerging design trends and industry best practices.

Visual Design

- Collaborated with the client to refine the company's brand guidelines, including color palette, typography, and imagery.
- Designed a modern, visually appealing interface that aligns with the brand's identity and enhances user engagement.
- Incorporated intuitive UI elements and visual cues to guide users through the website seamlessly.

CONCEPT RE-DESIGN

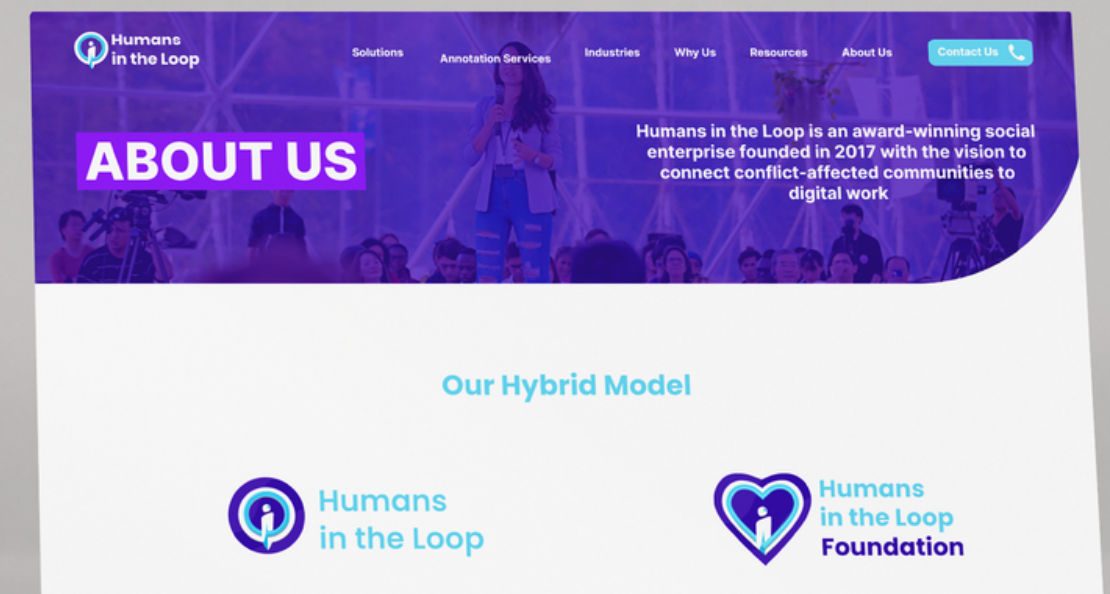
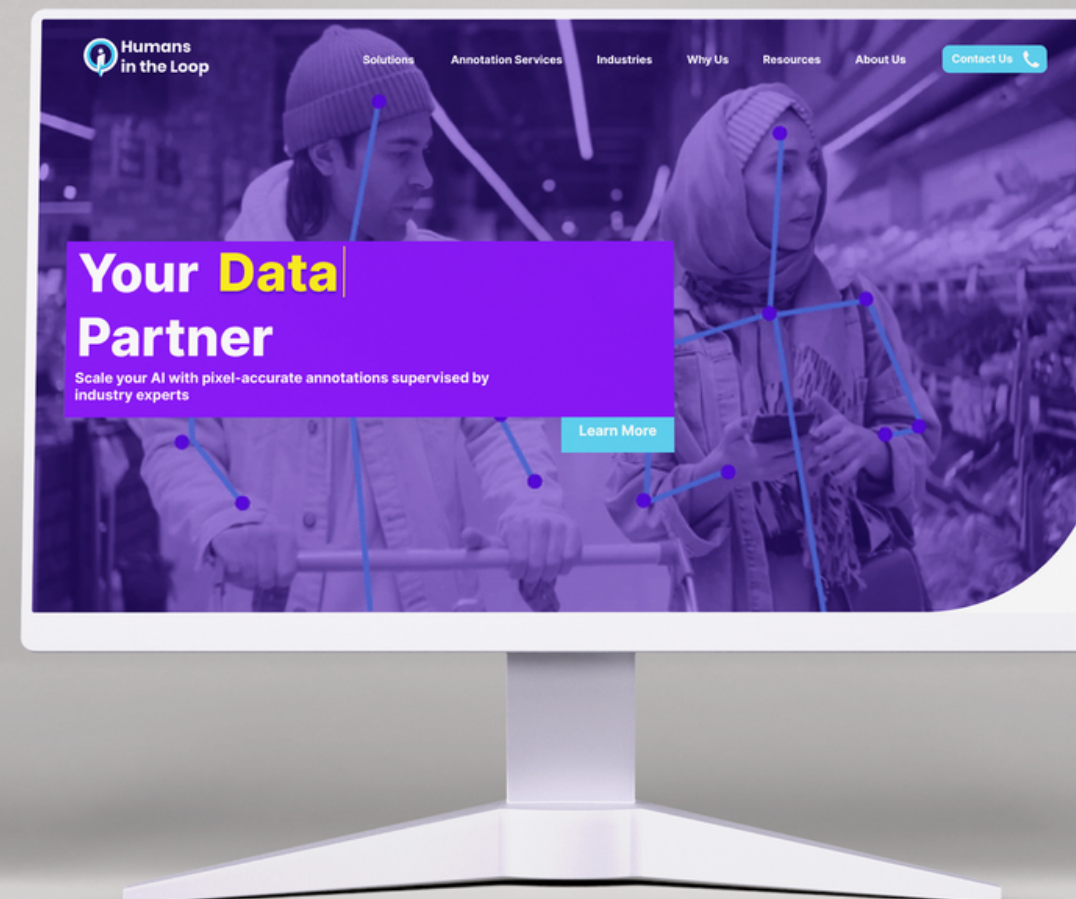
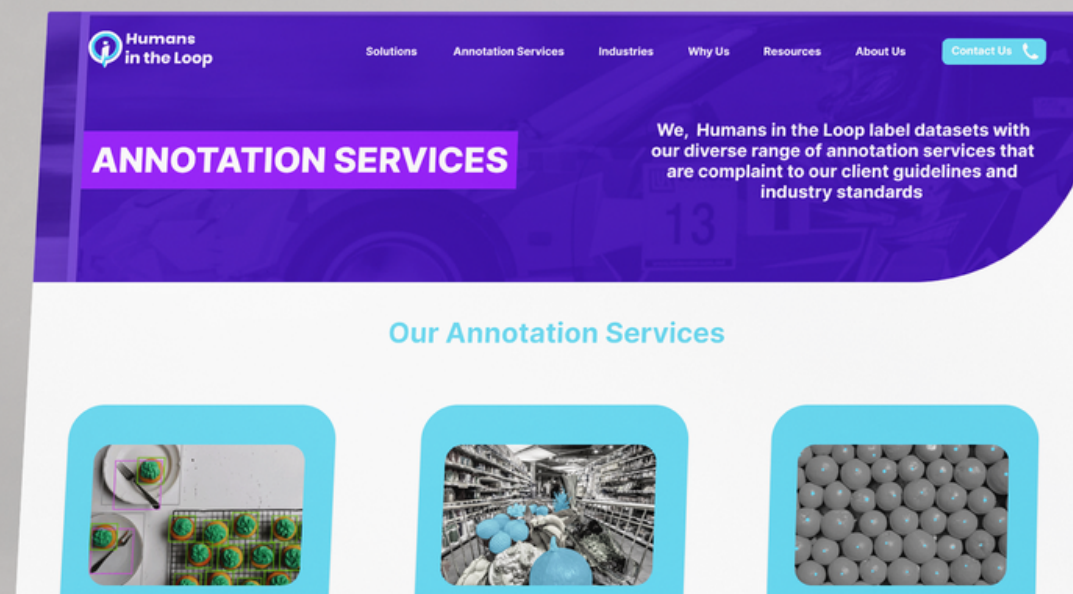


Responsive Development and CMS Integrations

- Leveraged responsive web design techniques to ensure optimal performance and aesthetics across devices.
- Utilised a content management system(CMS) to facilitate easy content updates and maintenance.

SEO Optimization

- Conducted keyword research and implemented on-page SEO elements, such as meta tags, headings and structured data markup.
- Improved website load times and performance through optimization techniques, including image compression and caching.



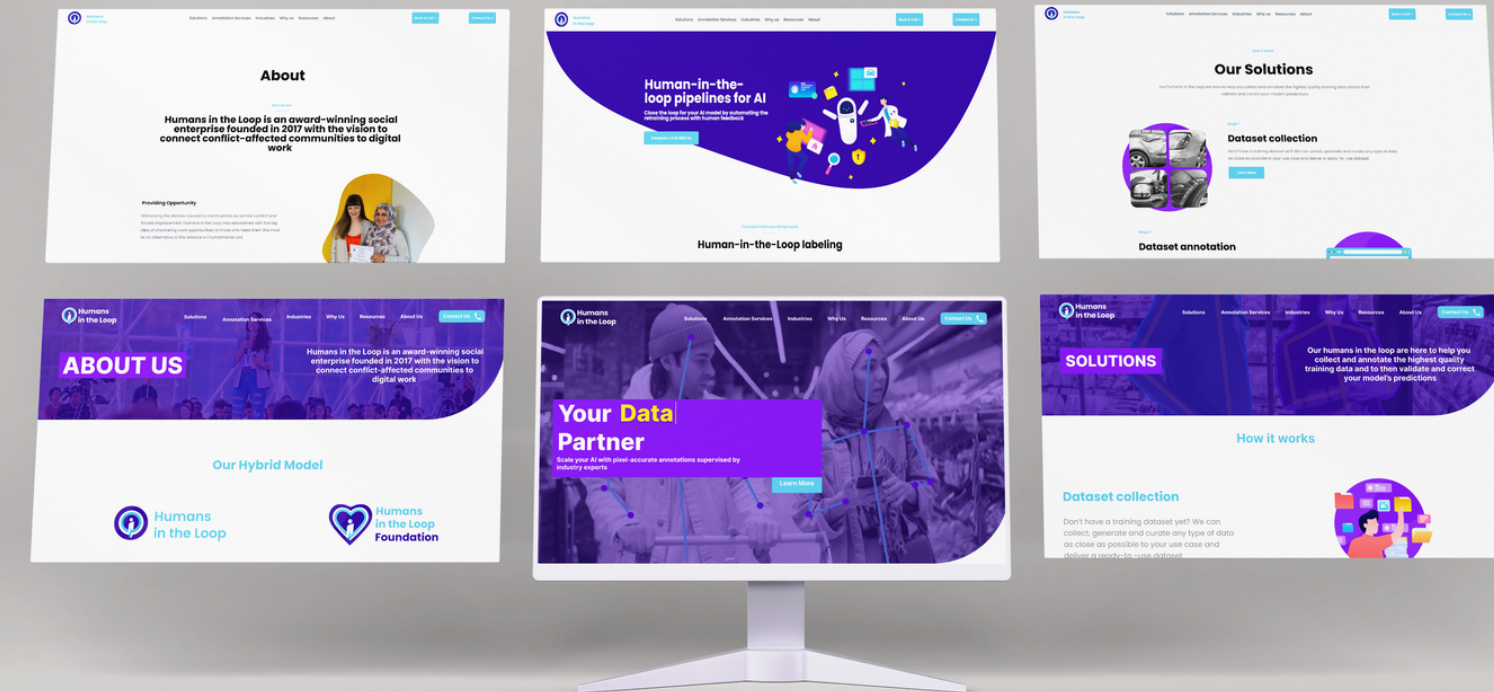
O U T C O M E

Enhanced User Experience: The intuitive navigation, improved information architecture, and streamlined user flow.

Consistent Brand Identity: The updated website design now aligns with Humans in the Loop's brand guidelines, creating a cohesive brand experience for visitors and reinforcing brand recognition.

Increased Conversion Rates: The implementation of persuasive CTAs and strategic placement of lead generation forms led to an increase in conversion rates and a higher volume of qualified leads.

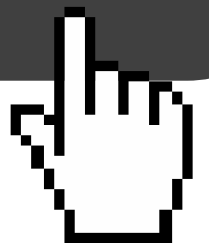
Higher Search Engine Visibility: The SEO optimization efforts resulted in an increase in organic traffic and improved search engine rankings for relevant keywords.



CURIOUS TO KNOW MORE?

DISCOVER MY COMPLETE

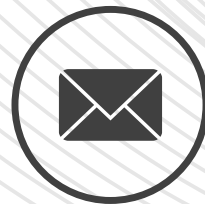
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