

PORTFOLIO

PROJECTS

- Dubai Municipality
- Ministry Of Cabinet Affairs
- Sharjah Department Of eGovernment
- The Executive Council Of Dubai
- Dubai Electricity & Water Authority
- Abu Dhabi Digital Authority
- The Delma Institute
- Takaful Emarat

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SENIOR UX DESIGNER

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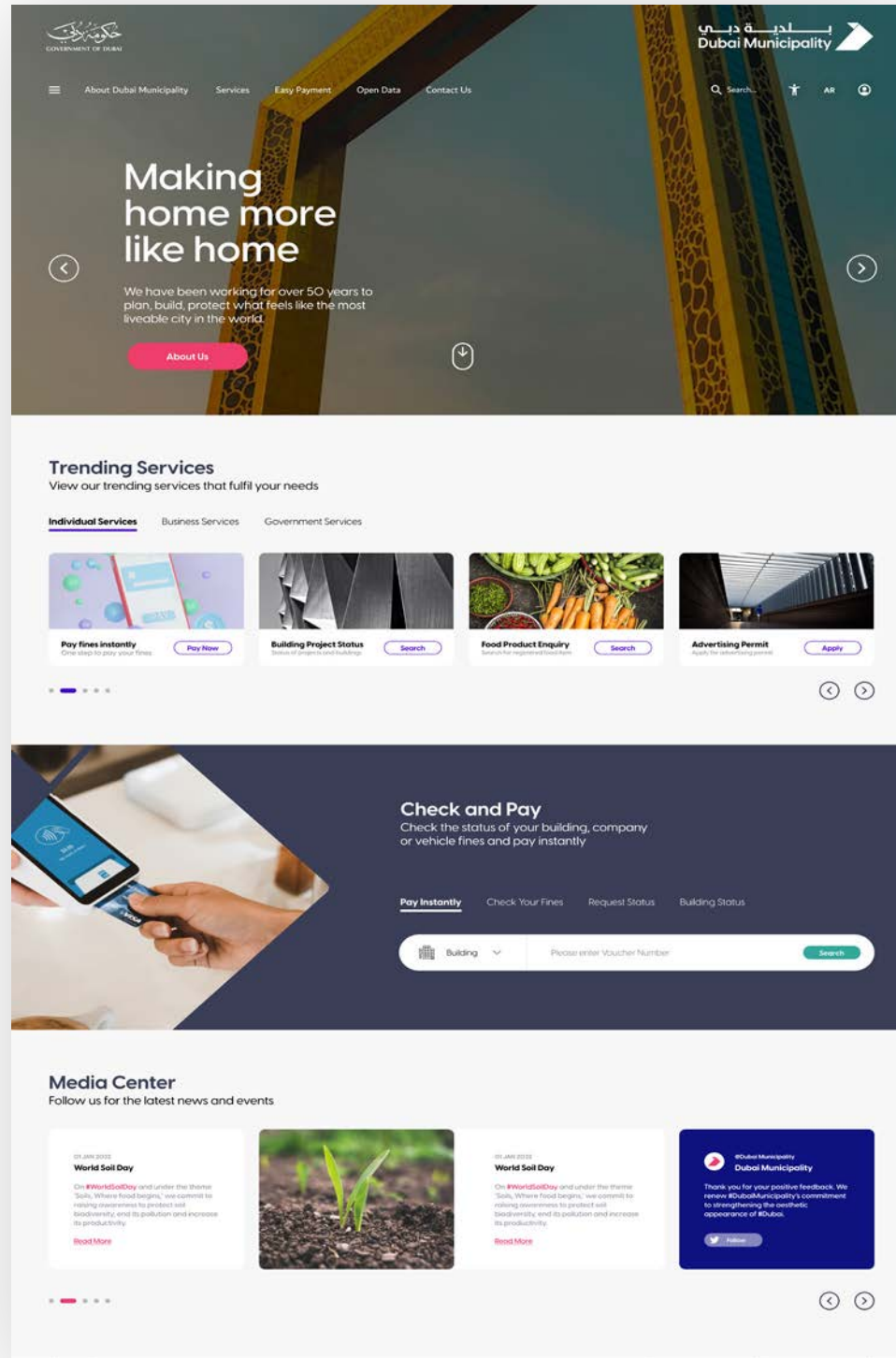
Nilofar Khatib

Dubai Municipality

WEBSITE REDESIGN

Redesigning Dubai Municipality's digital presence

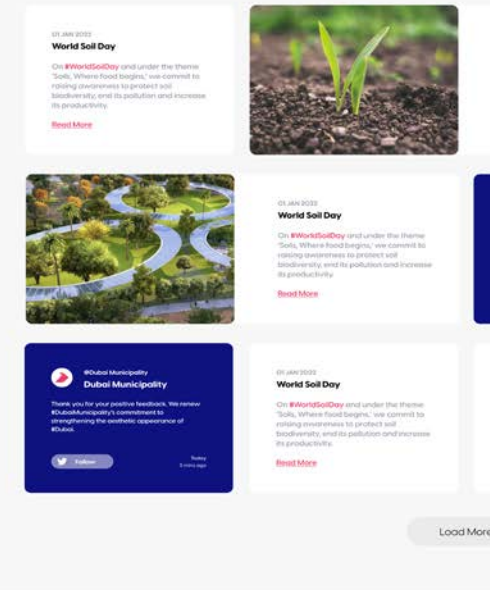
- Website Audit
- Responsive Website Design



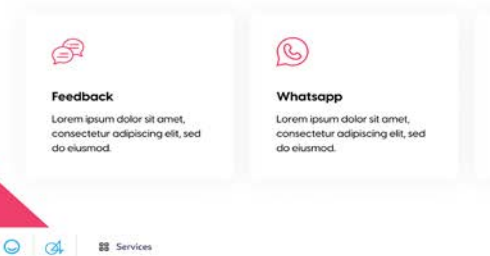
Media

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Latest News Events Media Gallery



Making home more like home



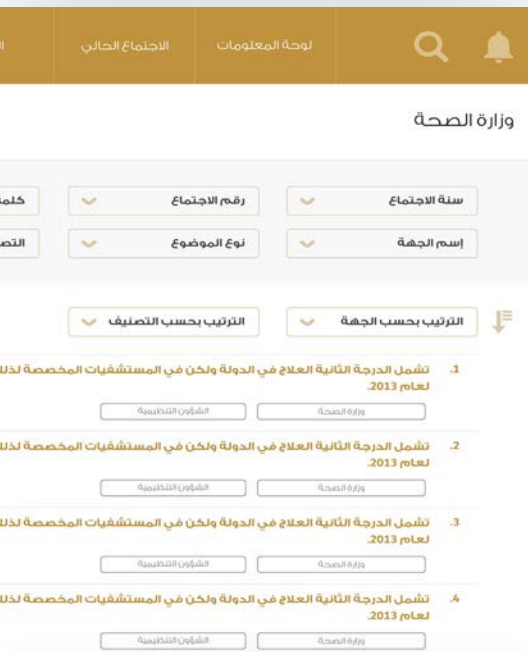


Ministry Of Cabinet Affairs

DASHBOARD REVAMP

Re-thinking the Cabinet's meeting application

- Usability Audit
- Sitemap & Wireframes
- iOS Dashboard Design
- Prototype Design

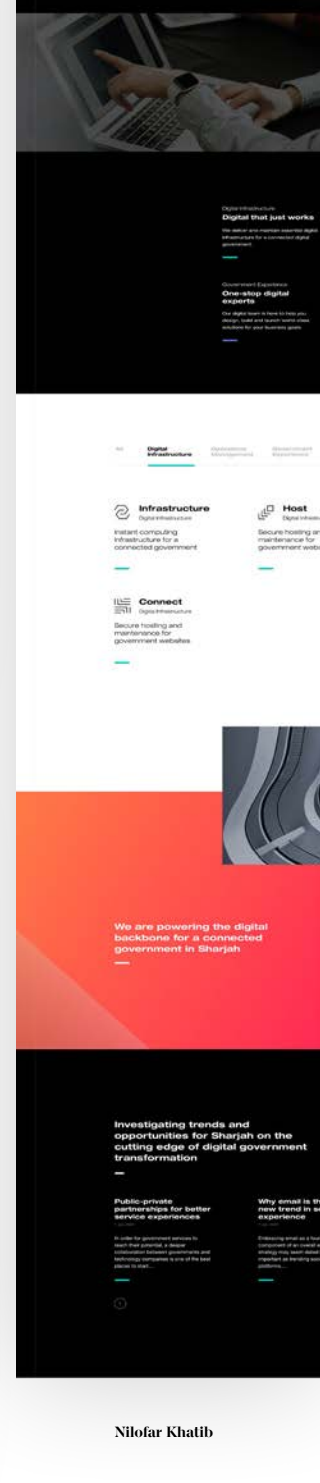
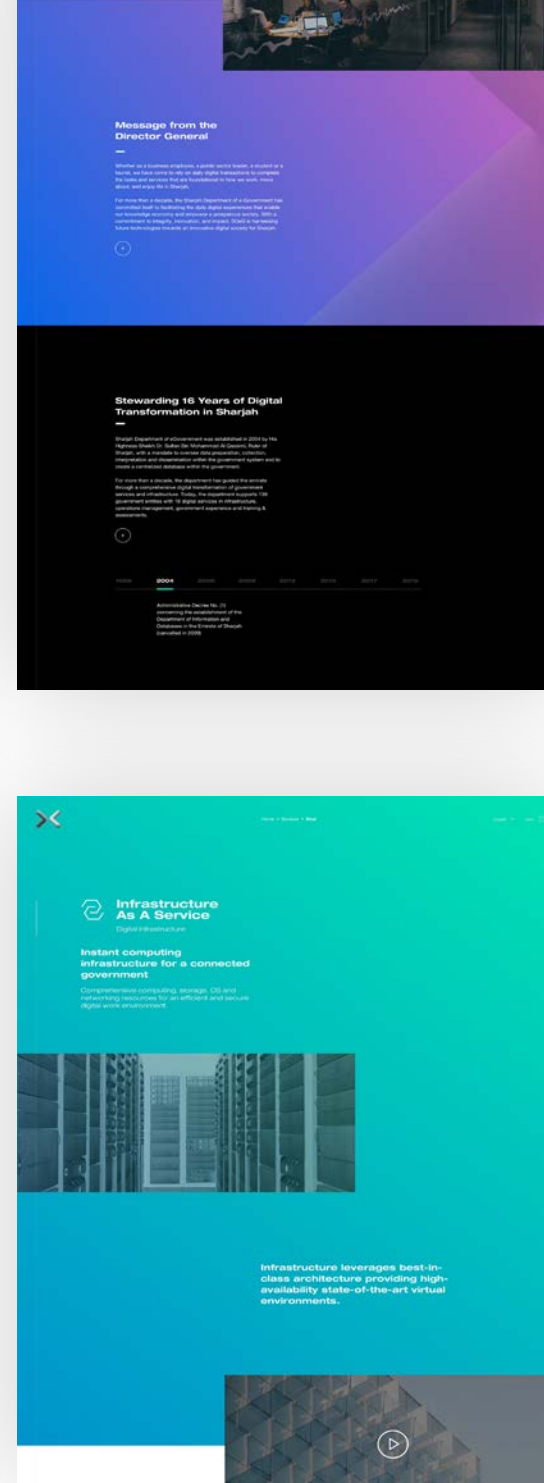
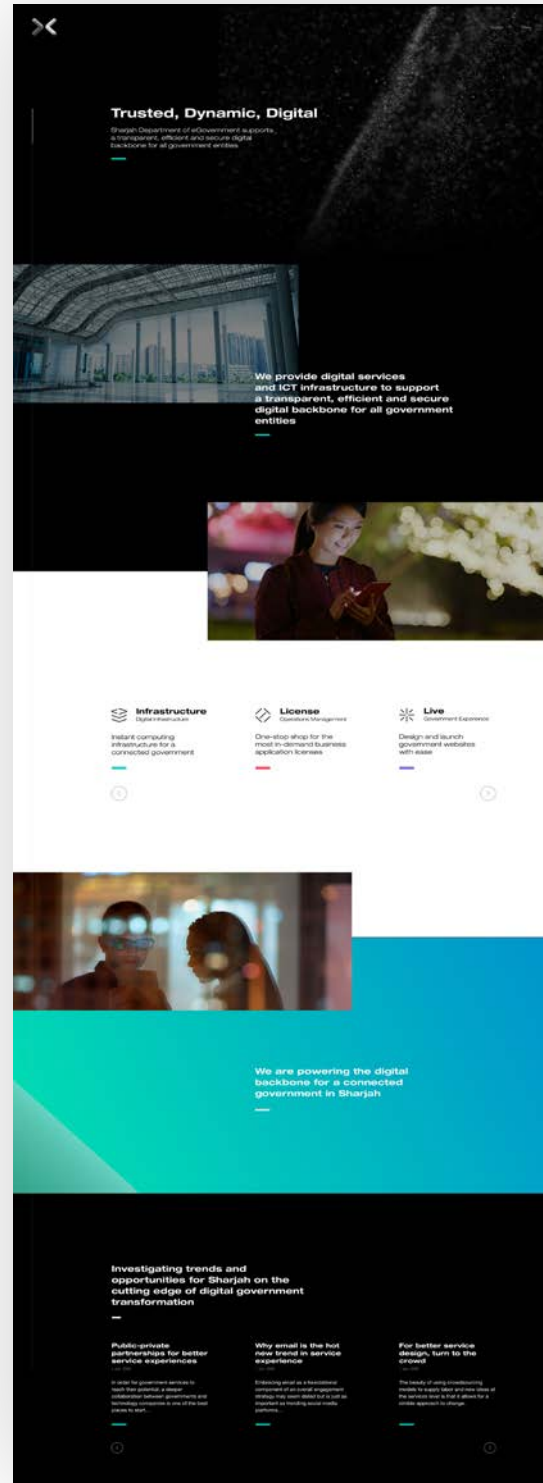


Sharjah Department Of eGovernment

WEBSITE RE-DESIGN

Re-designing Sharjah DeG's digital presence

- Design Benchmark
- Sitemap & Wireframes
- Responsive Website Design
- Prototype Design



TASK CRITERIA
The task criteria had to match the original intended business logic.

TESTING
The focus group was asked to perform the set of tasks within the application. Each task was timed to calculate the KPIs below. At the end of user tests, they were asked to provide a quick user satisfaction survey.

KPIs
The applications were tested for efficiency, learnability, error handling, effectiveness and user satisfaction.

REPORTING
The report includes a statistical evaluation along with identified major findings.

AREAS

- Key findings and learnings.
- Applications for TEC.

FOCUS GROUP

25-30 Years	4 people
30-40 Years	2 people
40-60 Years	2 people



The Executive Council

DASHBOARD REVAMP

Enhancing the user experience for the office's decision-making application

- Design Benchmark
- Usability Audit
- Sitemap & Wireframes
- iOS Dashboard Design
- Prototype Design

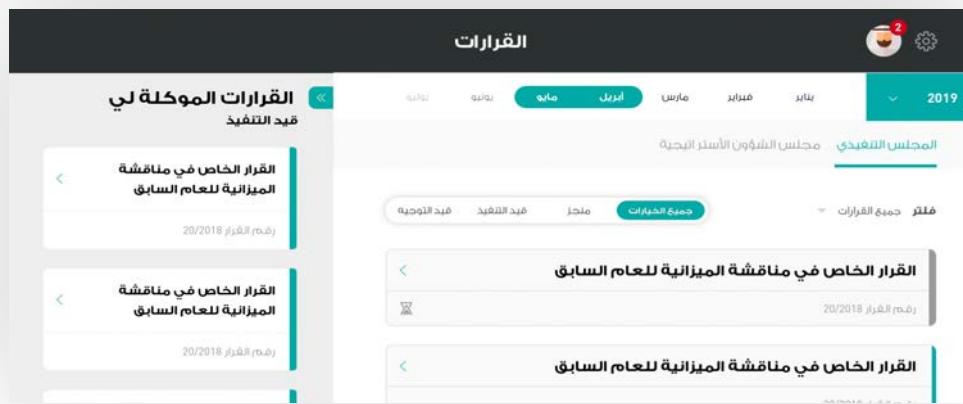
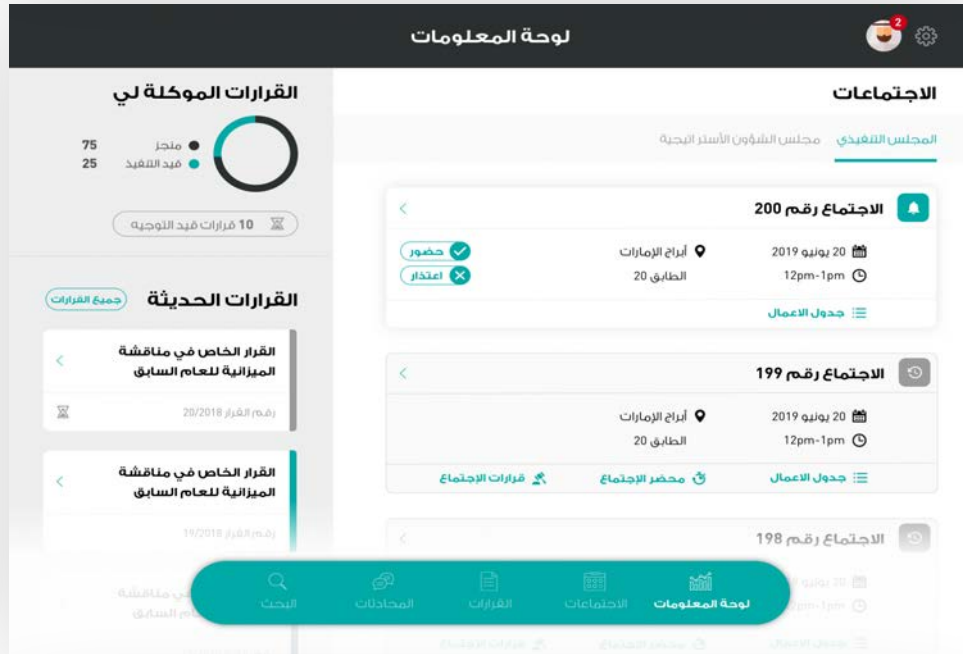
SCORING

The areas we analysed are as below.

No.	Area	Questions	Success	Score
A	Landing Page	15	7	46%
B	Task Orientation	20	5	25%
C	Navigation & Information Architecture	20	8	40%
D	Forms & Data Entry	11	3	30%
E	Trust & Credibility	7	3	42%
F	Writing & Content Quality	14	3	21%
G	Page Layout & Visual Design	22	11	50%
H	Search	13	4	30%
I	Help, Feedback & Error Tolerance	17	5	29%

Details of the scoring can be found below.

A	Landing Page	Success
1	The items on the home page are clearly focused on users' key tasks.	N
2	The home page contains a search input box.	Y
3	Information categories are provided and clearly visible on the homepage.	Y
4	Useful content is presented on the home page or within one click of the home page.	N
5	The home page shows good examples of actual content.	Y
6	Links on the home page begin with the most important keyword.	Y
7	There is a short list of items recently featured on the homepage, supplemented with a link to archival content.	N
8	Navigation areas on the home page are not over-formatted.	Y
9	The value proposition is clearly stated on the home page.	N
10	The home page contains meaningful graphics.	Y
11	Navigation choices are ordered in the most logical or task-oriented manner.	N
12	All supporting documentation and information is grouped in one distinct area.	N
13	By just looking at the home page, the first time user will understand where to start.	N
14	The home page shows all the major options.	Y
15	The home page looks like a home page; pages lower in the application will not be confused with it.	N

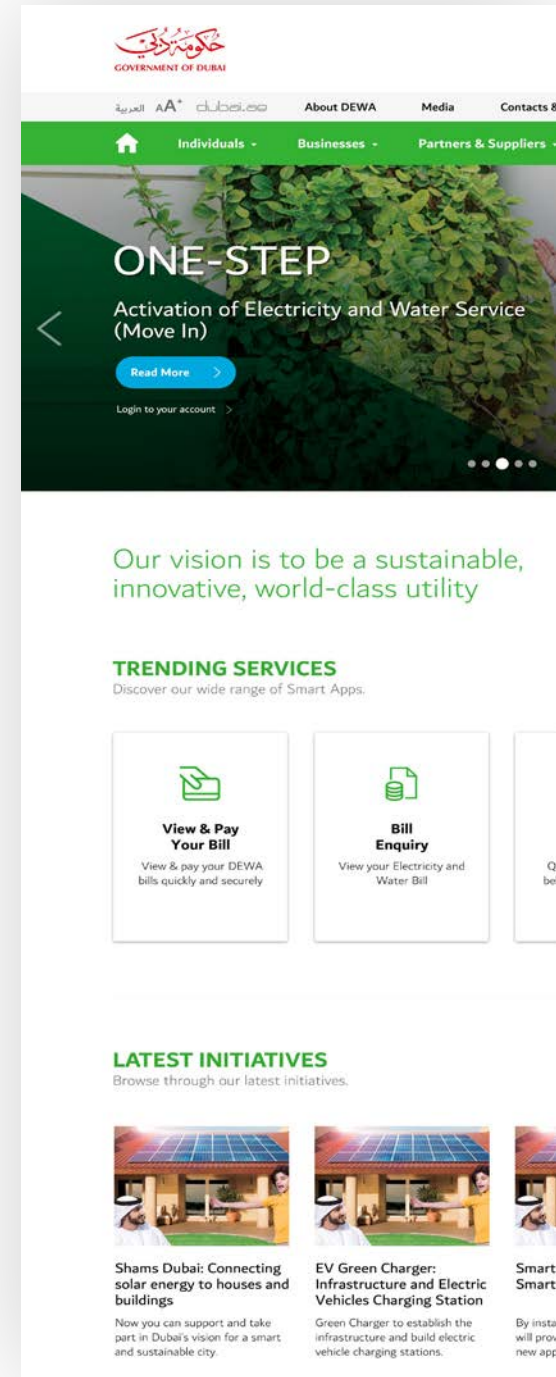
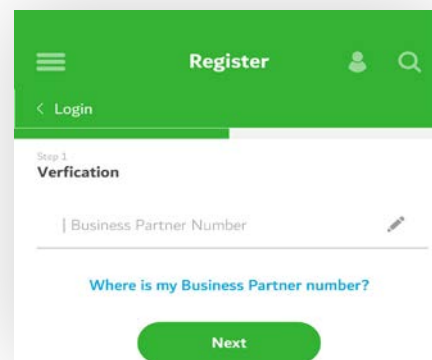
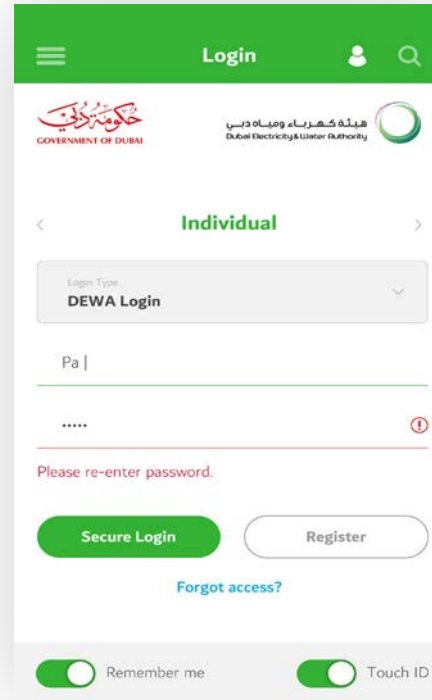
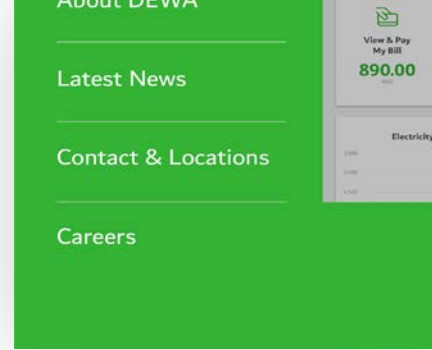
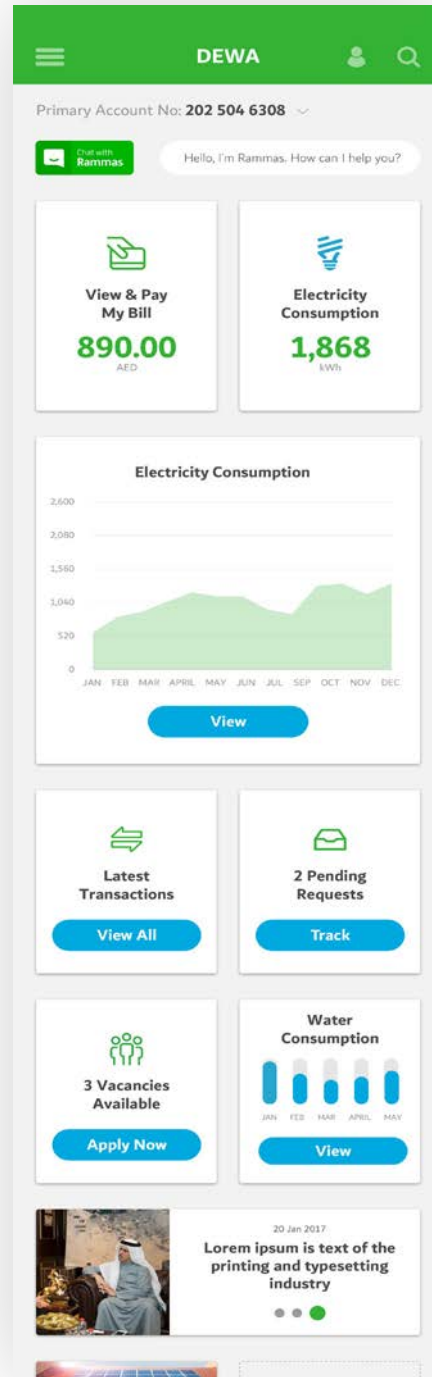


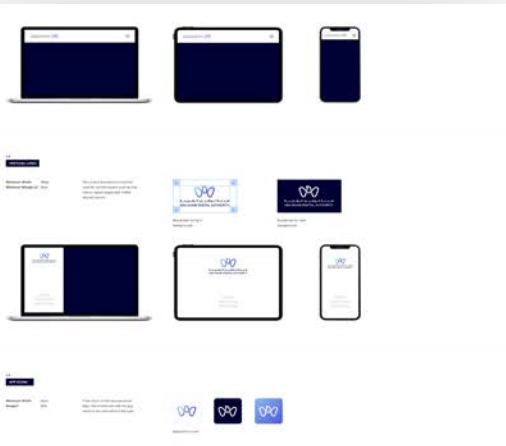
Dubai Electricity & Water Authority

WEBSITE RE-DESIGN

Improving the IA for DEWA's digital platforms

- Design Benchmark
- Usability Audit
- User Persona Development
- IA Planning
- Responsive Website Design

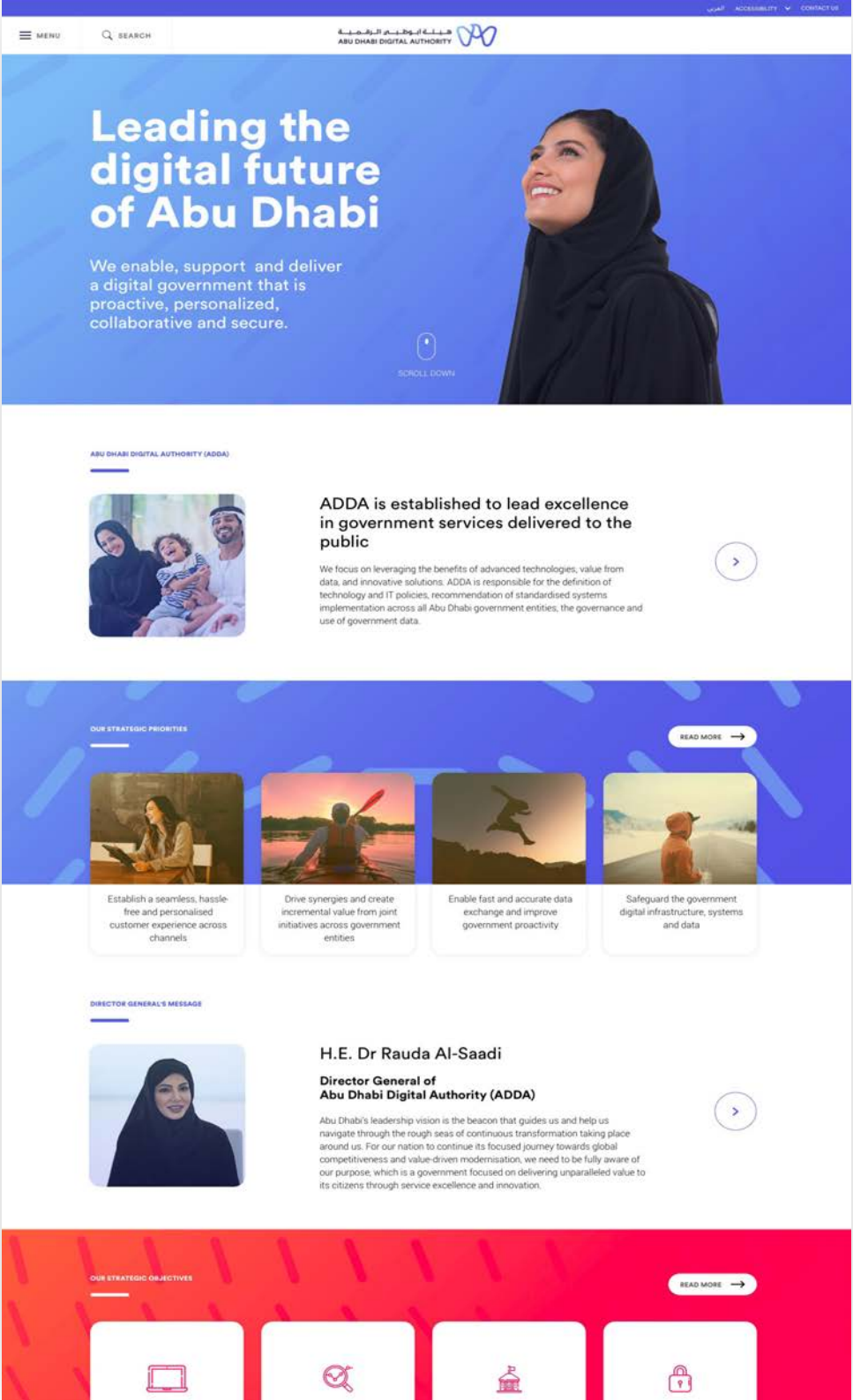




2. Typography



3. Colour Usage



Abu Dhabi Digital Authority

REBRAND & DIGITAL DESIGN

Designing the new brand identity and rebranding digital presence for ADDA

- Branding
- UI Design
- UI Kit

Takaful Emarat

MOBILE APP DESIGN

Digitising insurance experiences for Takaful Emaarat

- Design Benchmark
- Sitemap & Wireframes
- Mobile App Design
- Prototype Design

