UI/UX CASE STUDY

SHARJAH MUNICIPALITY

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PROJECT OVERVIEW

The UX/UI Project For Sharjah Municipality Aimed To Enhance The Digital Experience For The City's Residents And Stakeholders By Redesigning Key Web And Mobile Platforms. The Objective Was To Create A More Intuitive, User-Friendly Interface That Improved Accessibility And Engagement With Municipal Services.

BUSINESS GOALS

Create An Online Experience With Efficient Browsing And Checkout Process, User- Focused Navigation, Showcasing Services Where Customer Can Easily Apply And Take Benefits Online.

UX Techniques Used

- Competitive Analysis
- User Interview
- Competitive Usability Testing
- User Persona
- User Flow
- Wireframing And Prototyping

My Role

- UX Researcher
- UX/UI
- Branding Desig
- Design Strategy

Tool Used

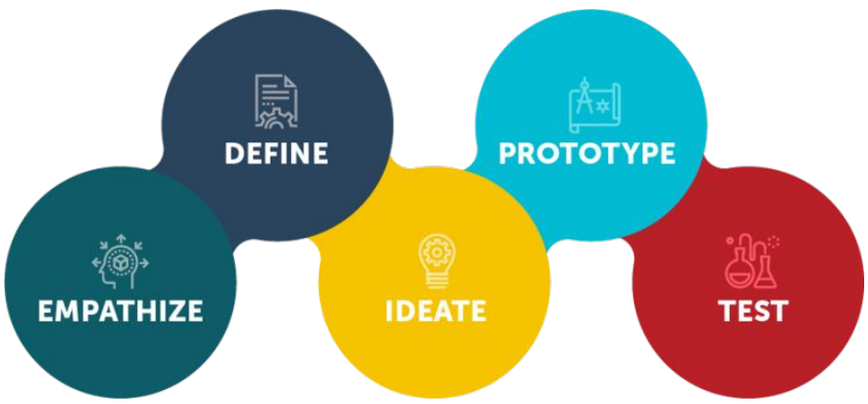
- Usability Testing And Iteration

PROBLEM

1. 60% Of Users Open On Average Service Pages And Then Abandon The Site Without Moving Further. Users Are Having A Hard Time Making A Well-Informed Decision.

2. 70% Of Users Who Select The Service Do Not Complete. Data Has Shown Customers Who Have Decided To Apply Service Are Abandoning Their Service At The Registration Process Because The Users Must Create An Account To Apply Service.

DESIGN PROCESS



REQUIREMENT GATHERING

In The Requirement Gathering Phase For The Public Municipality Services Project, As The UX Designer, Our Focus Was On Capturing And Understanding The Diverse Needs Of Both Users And Stakeholders To Create An Effective And User-Friendly Digital Solution.

1. Stakeholder Interviews: Conducted interviews with key municipal stakeholders, including department heads and service managers, to gain insights into their operational needs, goals, and challenges. This step helped identify essential functionalities and administrative requirements for the digital platform.

2. User Research: Engaged with residents and service users through surveys, focus groups, and interviews to understand their needs, pain points, and preferences. We sought to gather qualitative and quantitative data on how users interact with existing services and what improvements they desire.

3. Analysis of Existing Systems: Reviewed current municipal service platforms and gathered user feedback to identify usability issues and areas needing enhancement. This analysis helped pinpoint specific problems that needed to be addressed in the new design.

4. Competitive Analysis:

Investigated similar digital platforms used by other municipalities to identify best practices and industry standards. This provided insights into effective features and design elements that could be incorporated to improve the user experience.

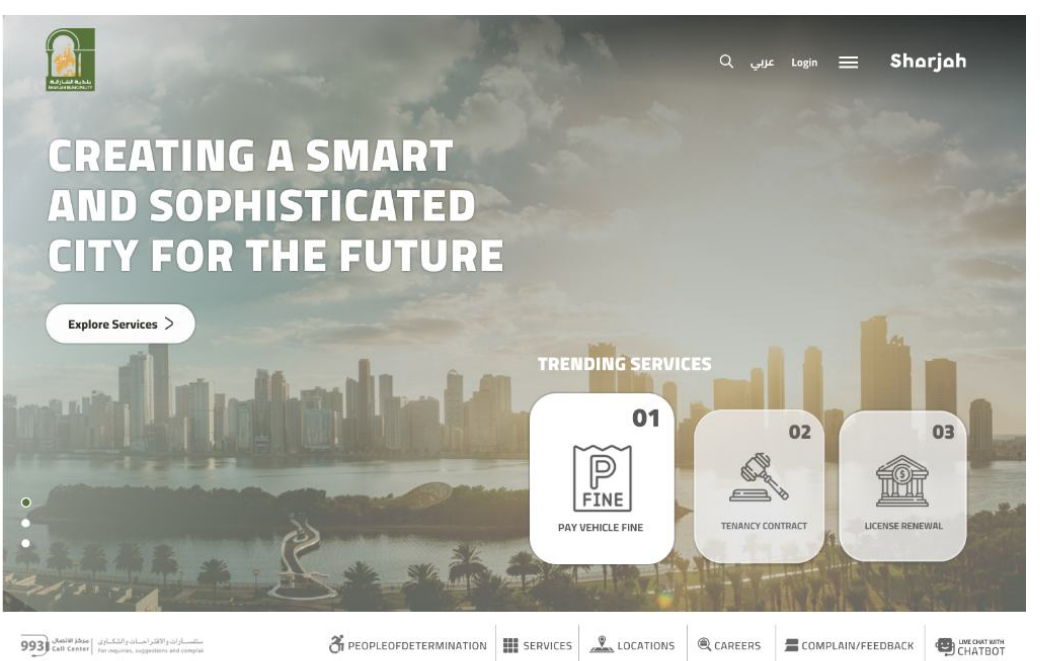
5. Requirements Documentation:

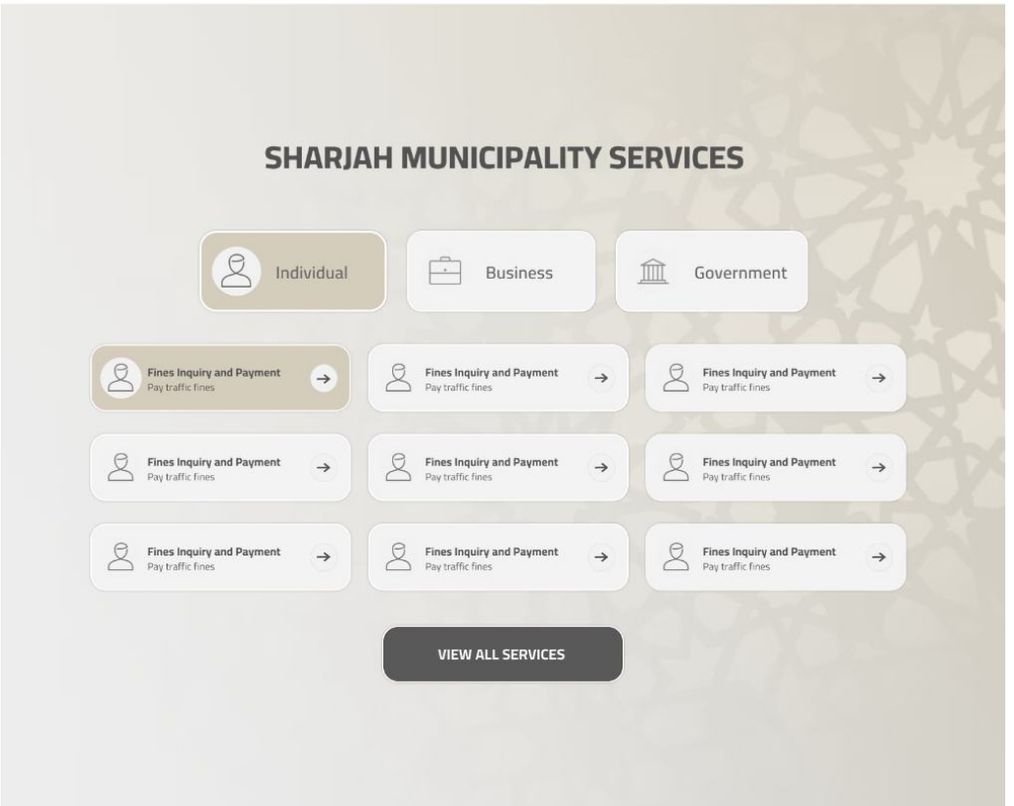
Developed a comprehensive requirements document outlining user needs, functional specifications, and design constraints based on the gathered data. This document served as a blueprint for the design phase, ensuring alignment between user expectations and project objectives.

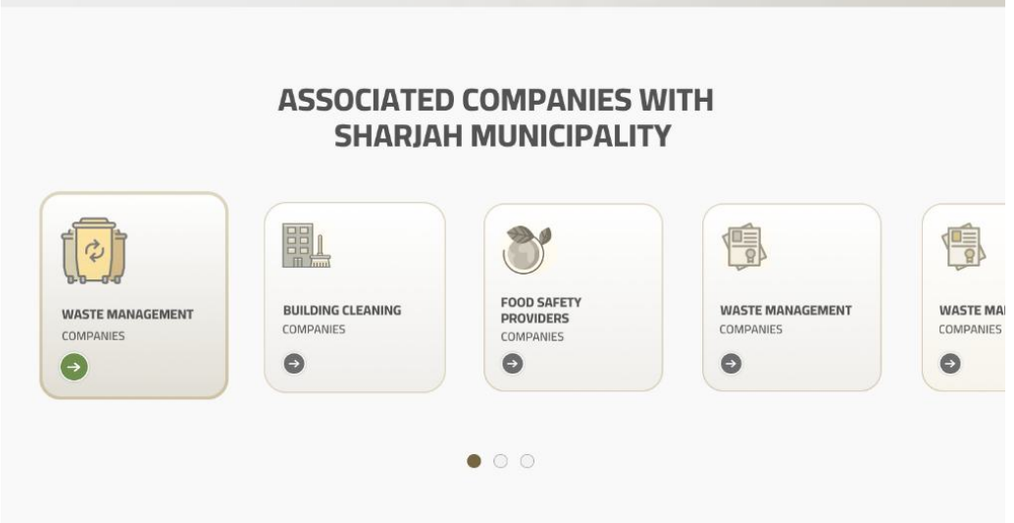
6. Validation and Feedback:

Presented the requirements to stakeholders and users for validation, ensuring that all critical needs were accurately captured and addressed. Incorporated feedback to refine and finalize the requirements, ensuring a clear and agreed-upon foundation for the design process.

FINAL UI - HOME




SHARJAH MUNICIPALITY SERVICES
Individual
Business
Government
Fines Inquiry and Payment
Pay traffic fines
VIEW ALL SERVICES


ASSOCIATED COMPANIES WITH
SHARJAH MUNICIPALITY
WASTE MANAGEMENT
COMPANIES
BUILDING CLEANING
COMPANIES
FOOD SAFETY
PROVIDERS
COMPANIES
WASTE MANAGEMENT
COMPANIES

01
OUR VISION
That Sharjah remains bright with joy and tenderness and a place to live in happiness, prosperity and the ideal place for creativity, work and production.
02
OUR MISSION
That Sharjah remains bright with joy and tenderness and a place to live in happiness, prosperity and the ideal place for creativity, work and production.
03
Taking the lead to help build a cleaner city
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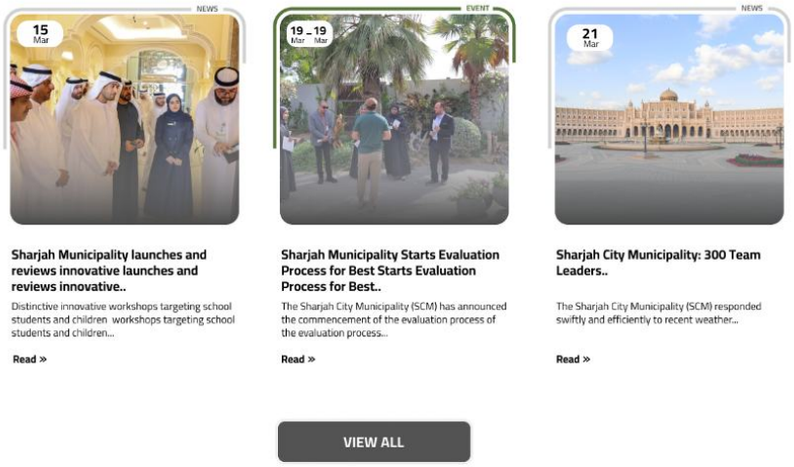
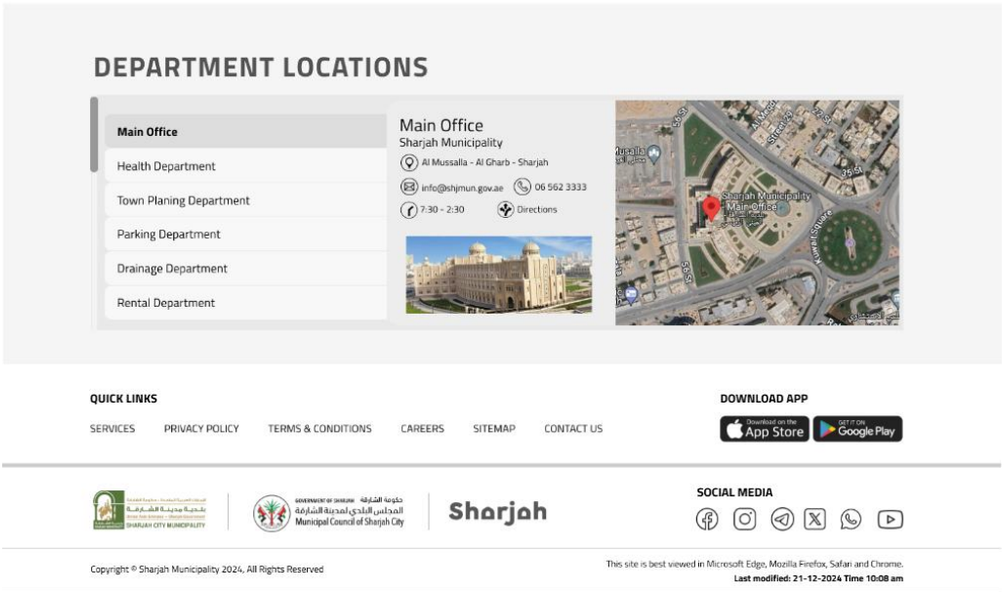
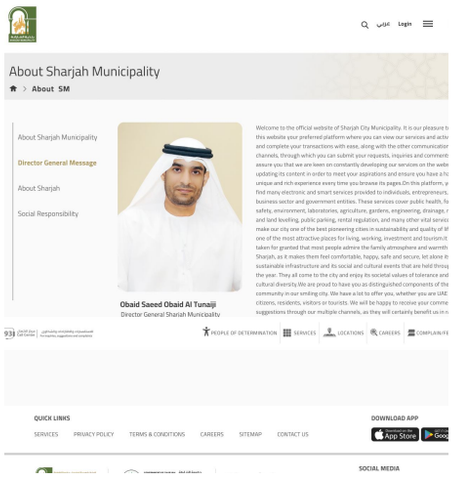
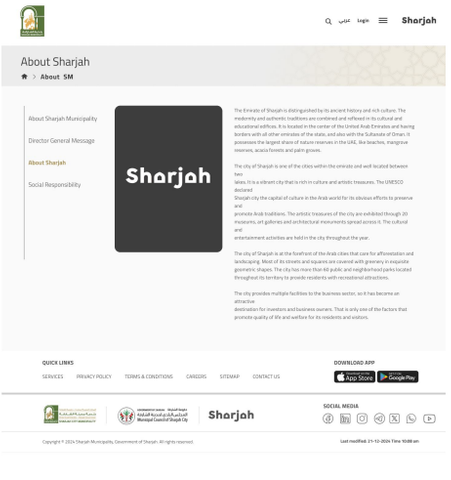
NEWS & EVENTS

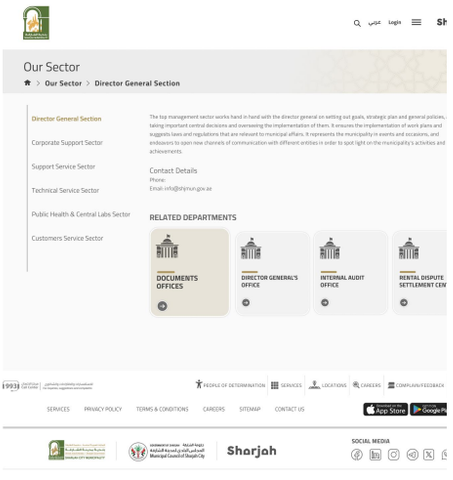


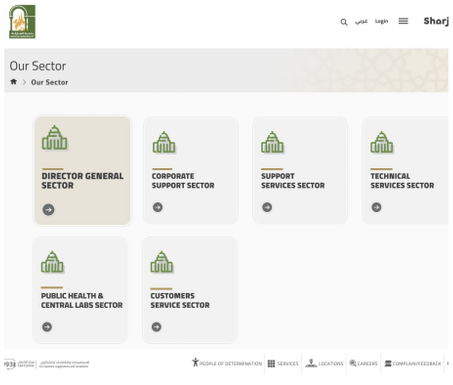


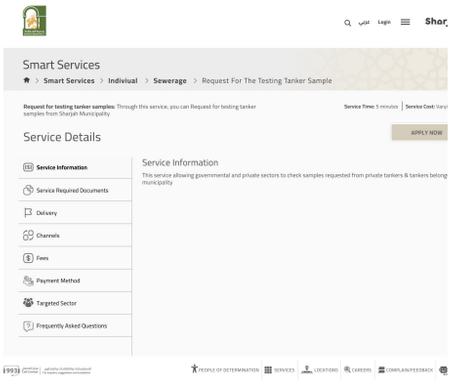
FINAL UI - INNER PAGES

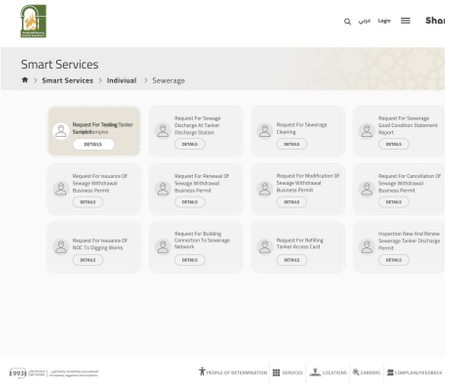


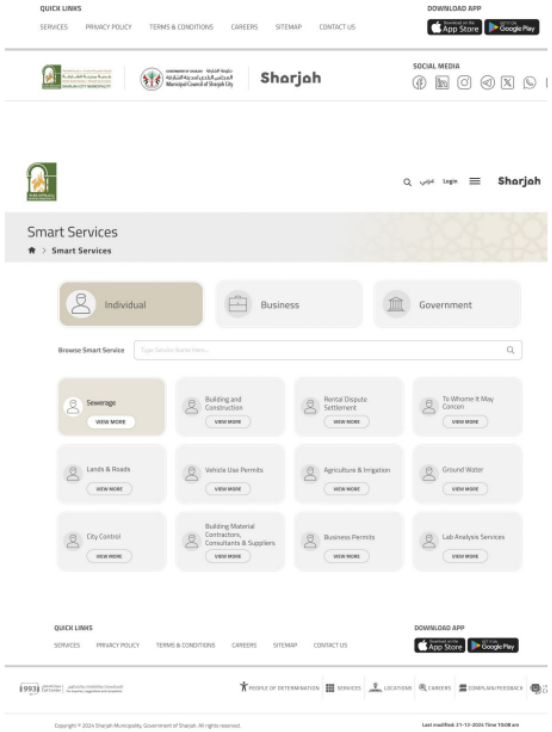


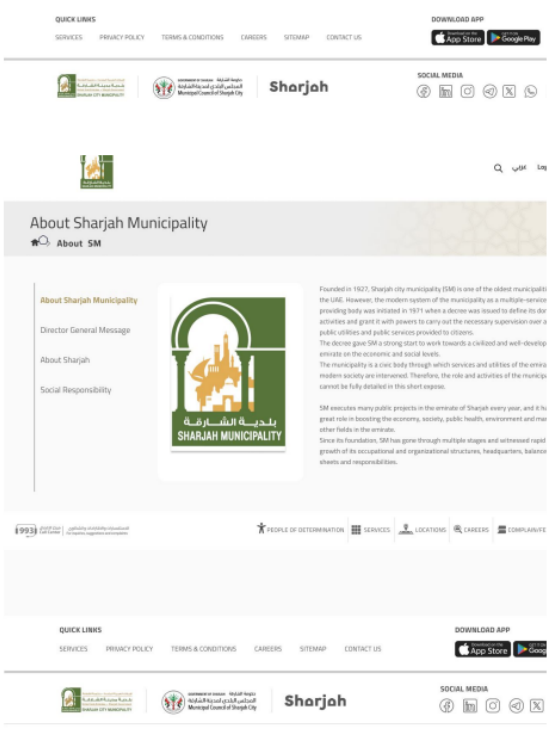


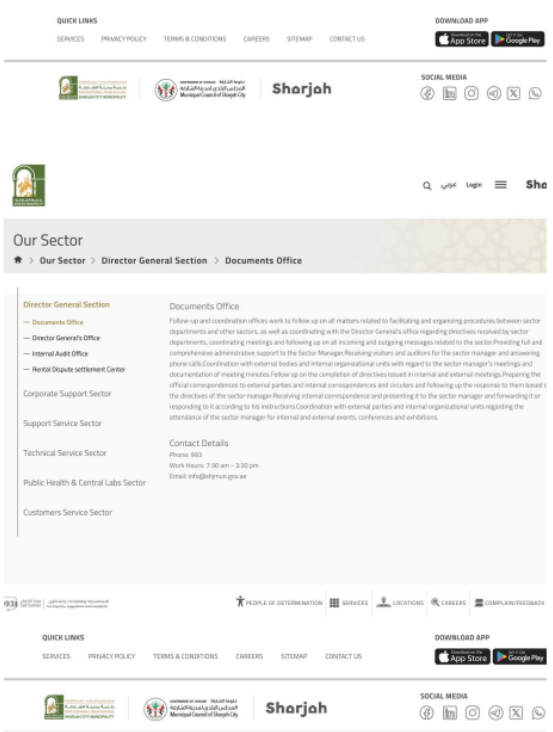












Conclusion

The UX project for Sharjah Municipality successfully transformed the digital experience for residents and stakeholders, resulting in a more intuitive, accessible, and engaging platform. By thoroughly understanding user needs through research and feedback, and collaborating closely with stakeholders, we developed a solution that addressed key pain points and enhanced overall usability.

The redesigned interface streamlined access to municipal services, leading to increased user satisfaction and engagement. Key metrics and user feedback post-launch demonstrated significant improvements in ease of use and efficiency, validating the effectiveness of our design approach.

This project underscored the importance of a user-centered design process and the value of iterative testing and stakeholder collaboration. The experience reinforced the impact of thoughtful UX design on improving public services and achieving organizational goals. Moving forward, the insights gained will continue to inform and inspire future projects, ensuring continued innovation and excellence in digital design.

راحيل شيخ
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