UX OVERHAUL

(Interactive Media Products)

Figma Link: https://www.figma.com/file/6RXFuxrc3nzmSKVGN4d2mS/UX-Overhaul?type=design&node-id=1%3A1554&mode=design&t=QxJjrDvnZWGJDDm4-1

What I Have Done

Process

Upon searching for websites with good and bad UX design, I came across Palma Residences which needed some renovating, and Philips, which needed a downgrade. I instantly got the concept of Palma Residences behind the uncertainties present such as the uncommon color palette used, bad aesthetic, buttons that are too big and unusually placed in some parts, and the gallery size. I went over to some hostel websites to gain some inspiration, and Pinterest to search for designs that are aligned with tours and real estate that could easily match the idea, and executed by making it user-friendly and inserting an elegant vibe.
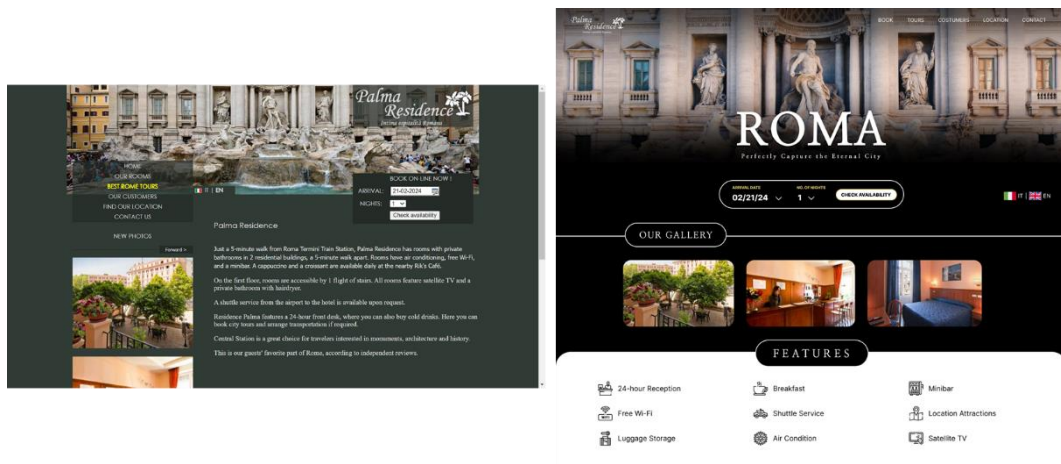

Fig. 1 Bad to Good

For Philips, I drew inspiration from websites made in the early 2000s when computers were just about to rise. I intended to keep the website 'user-unfriendly' in thinking of a bad UX design. This website initially had a minimalistic and organized look, so the thought of inserting hyperlinks as buttons, descriptions that take too much space, and uneven sizing were some necessary changes.
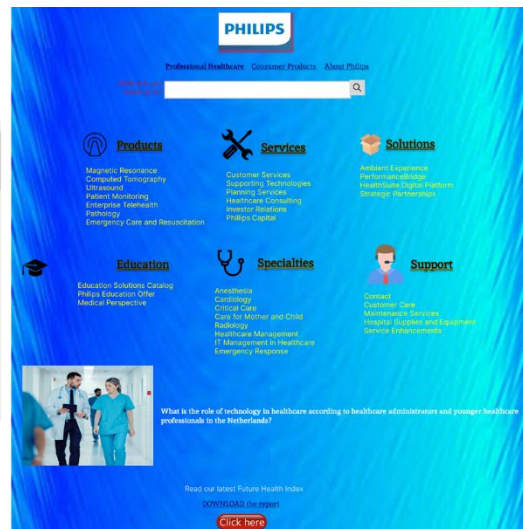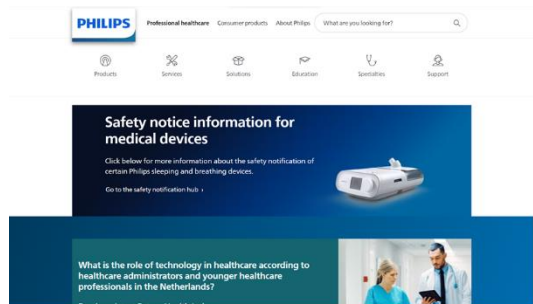
Fig. 2 Good to Bad