

RAMI TAIBAH

UX Design Portfolio



@rtaibah



966.io



Al-Baik is Saudi's beloved fried chicken franchise that has enjoyed a cult-following for decades all over the Middle East.

<http://albaik.com/>

The Problem

Al-Baik's branches are usually crowded around the clock, with average wait times of 12 minutes. Such long waiting times are unacceptable for a fast food chain.

The Solution

Al-Baik's top management decided to develop an order pick-up mobile app. Customers can order from the app and immediately pick up their orders without the wait.

My Role

- User Research
- User Experience
- User Interface Design

Tools

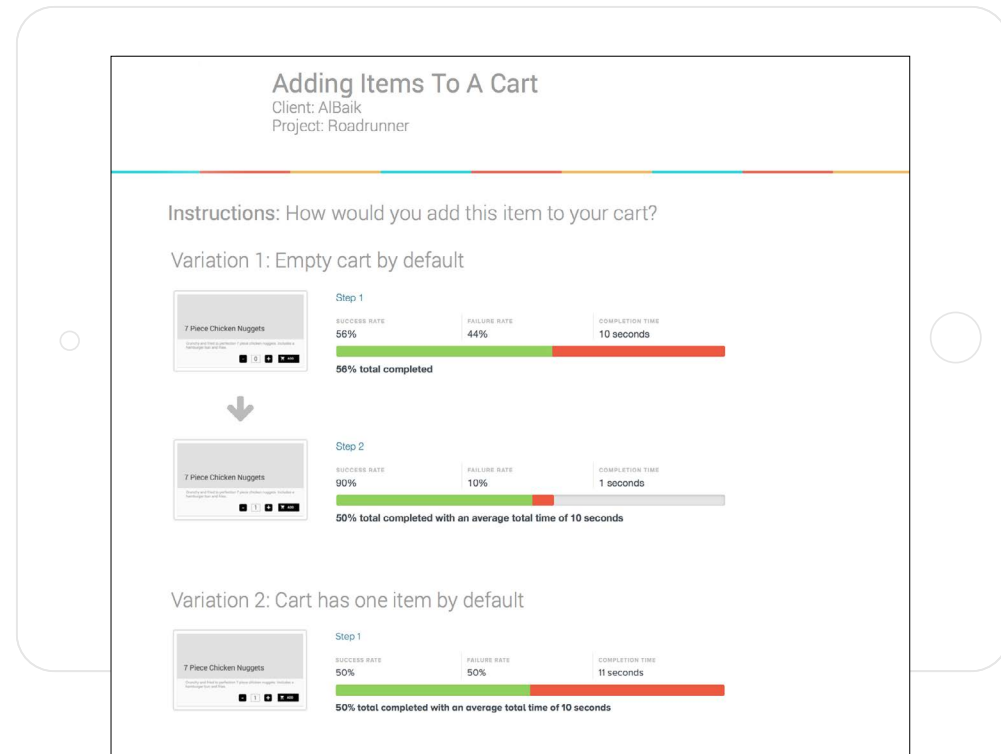
- (usability studies)
- Sketch (UI design)
- Trello (project management)

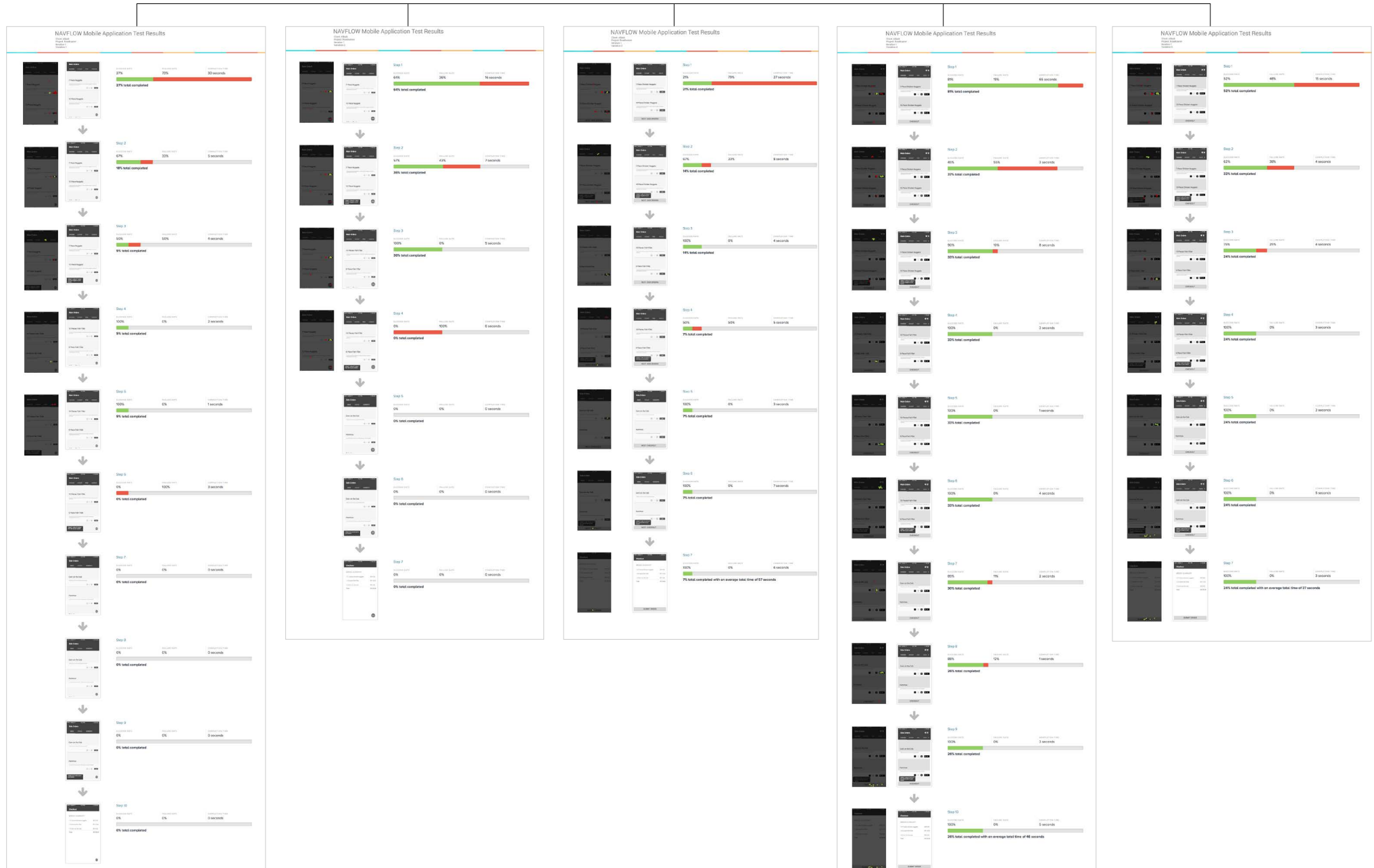


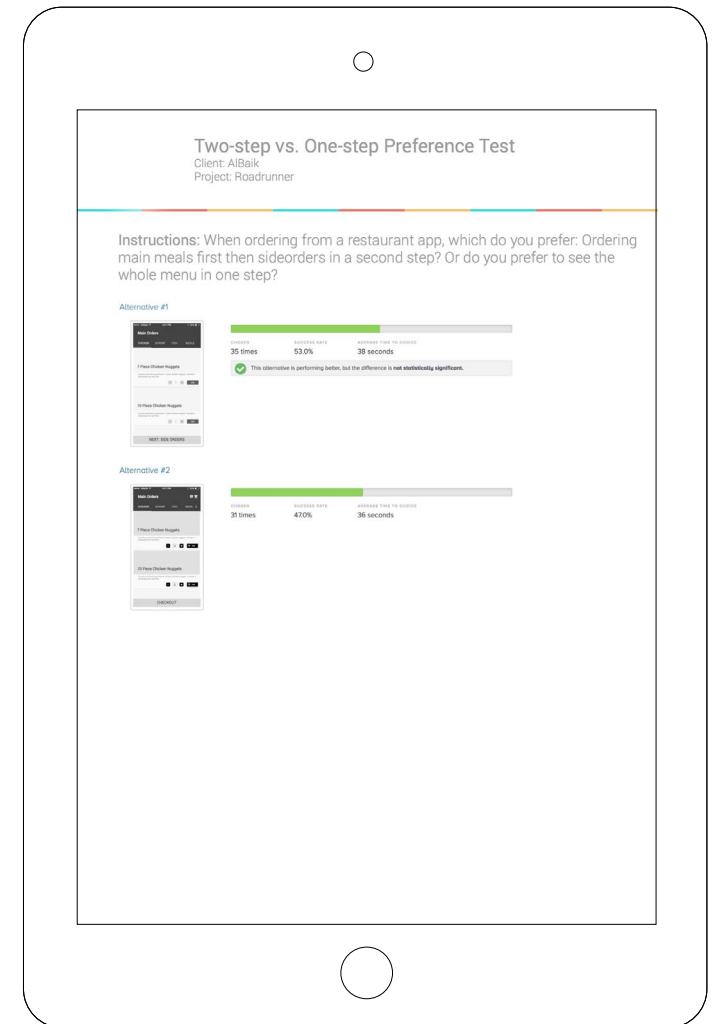
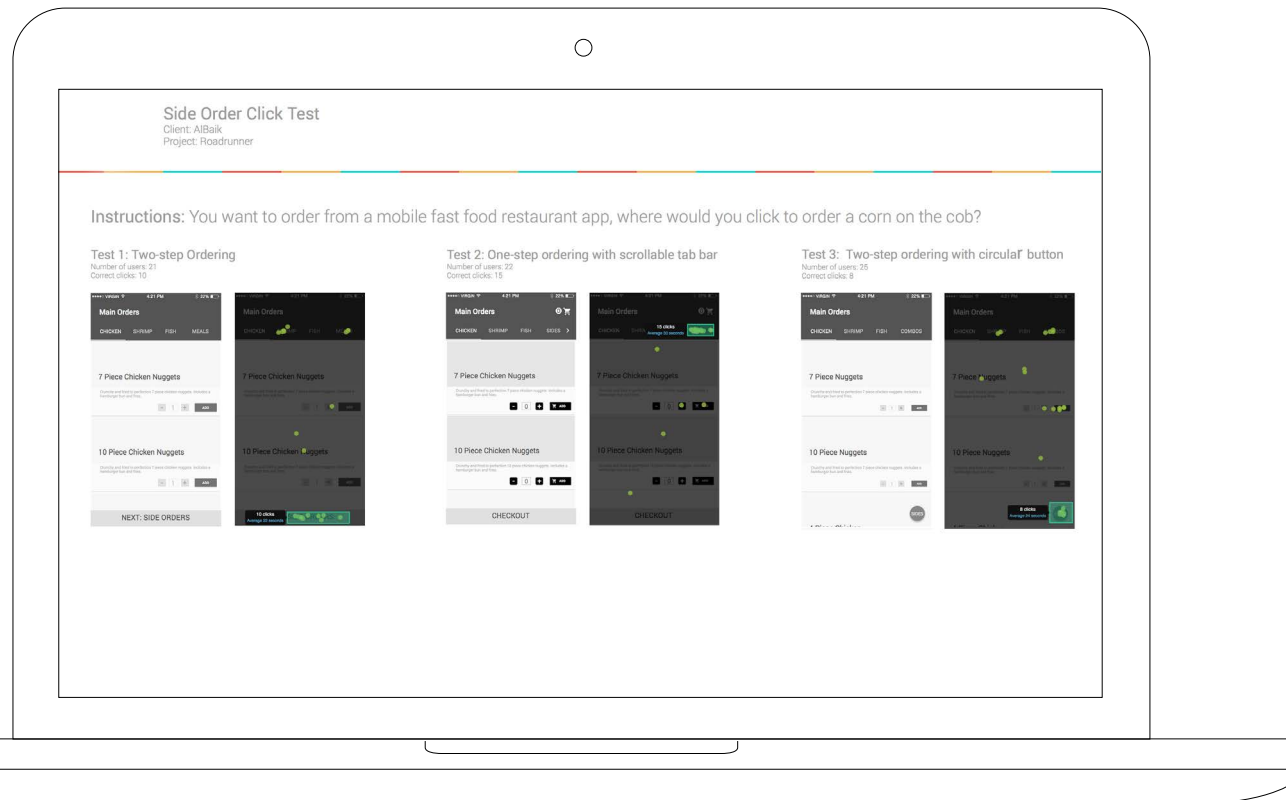
RESEARCH

My work required extensive UI and UX research. We formulated several models to enhance one particular aspect of the ordering process: adding to the basket. This step is crucial as it set the speed of ordering and, hence, the speed of delivery. Because everyone wants their Baik ASAP!

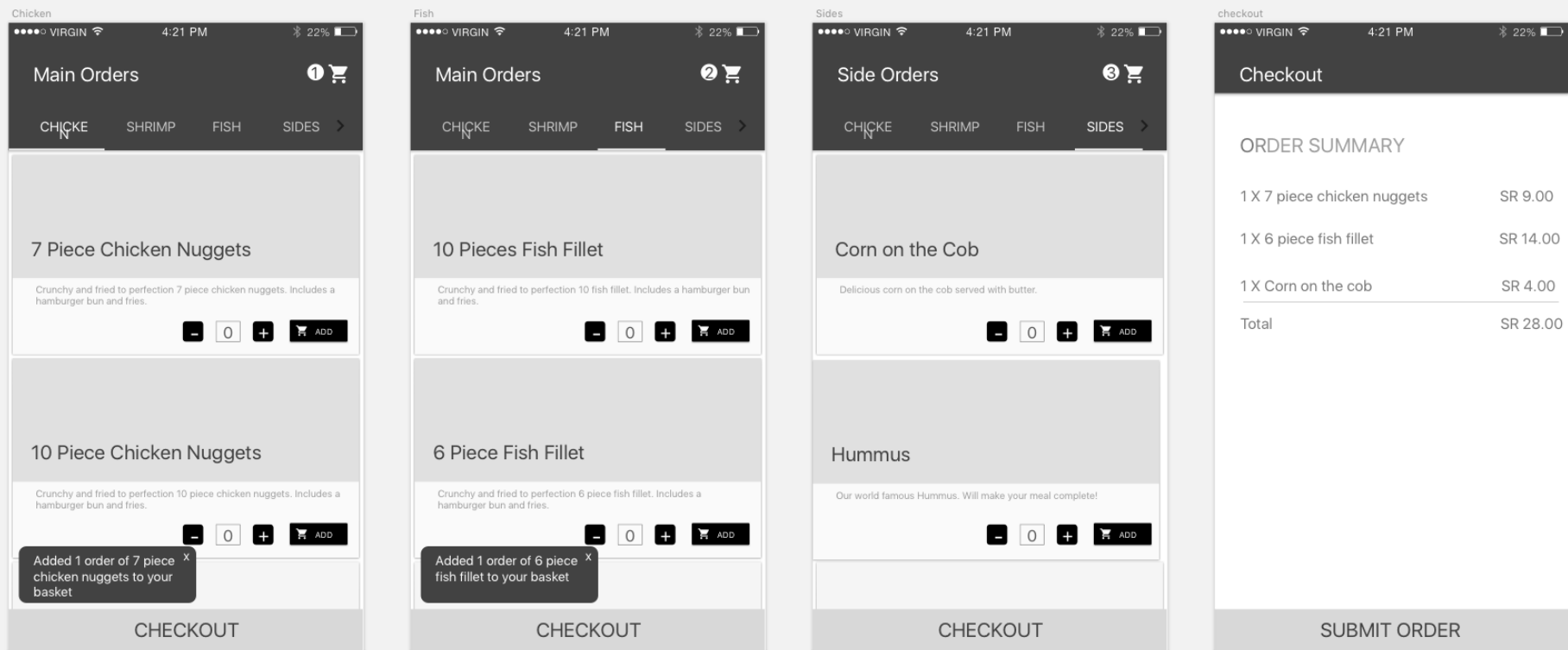
We first looked at the customer profiles to understand their needs throughout the ordering process, then, through an iterative process of testing, programming, and designing, we were able to come up with a final solution for a web application that offers a quick and smooth experience that Al-Baik can be proud of.





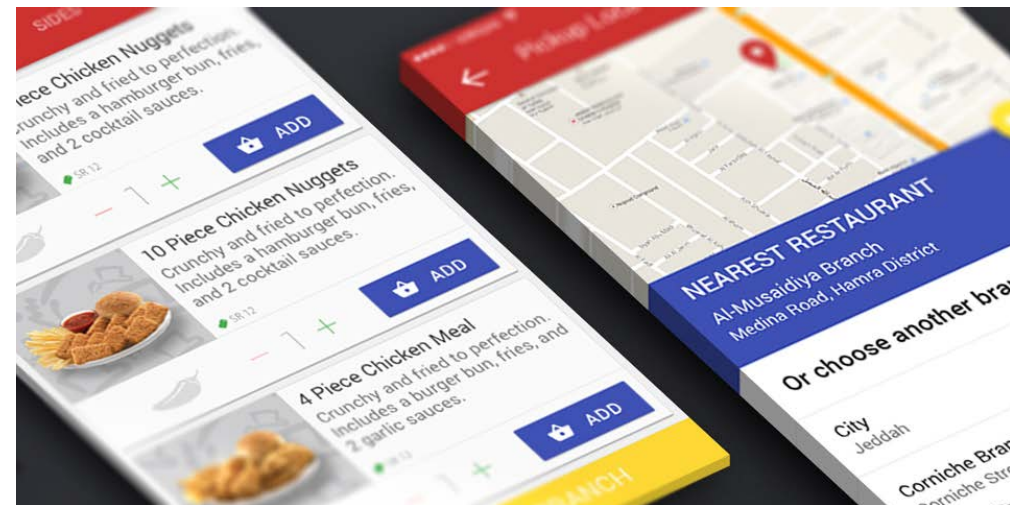
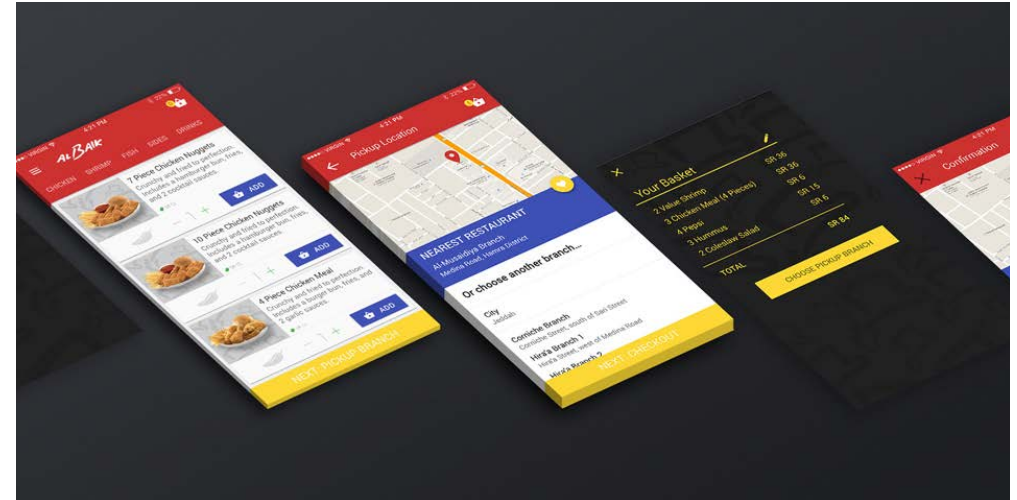


WIREFRAMES



[View Prototype](#)

FINAL UI



RESULTS

- The solution served over 60 branches for more than 4 years.
- More than 5 million orders per year.





Sift is a clever little app that helps you keep track of your friends' recommendations.

The Problem

As life responsibilities build up, the time we allocate for entertainment becomes ever more valuable. No one wants to waste their hard-earned downtime on a bad movie or a boring novel. It is increasingly hard to find things that match our personal tastes.

The Solution

Sift was designed to help keep track of all the recommendations thrown around in social interaction. Users can then keep them categorized and listed, instead of having to remember them or keep multiple notes in different sources or apps.

Sift will then automatically gather all the information that you need about the titles on your list– reviews, ratings, synopses etc – so you can, on your own time, decide whether you wish to keep them or discard them.

This way, once you're in a bookstore or browsing through Amazon, you will have your list ready and you will know exactly what to buy or rent!

My Role

- User Research
- User Experience
- User Interface Design

Tools

- Sketch (Wireframes & UI)
- InvisionApp (prototype)
- Quicktime (user interviews)



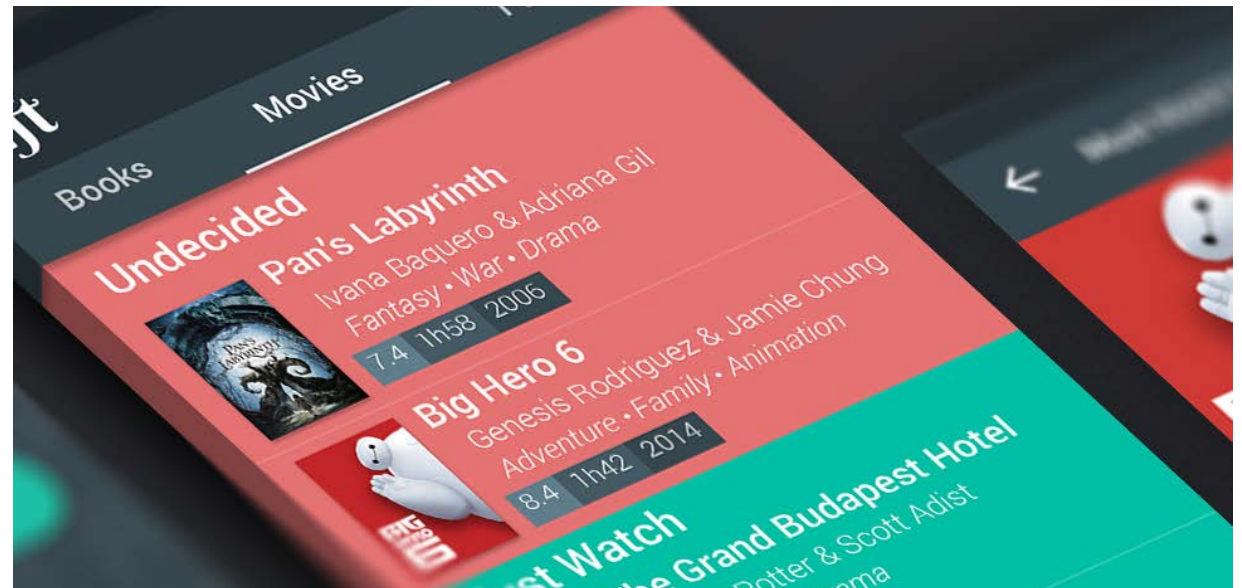
RESEARCH

Before even diving into the features and the overall UX of Sift I conducted some user interviews.

Interviews were mainly conducted with friends and family. These are some the key take aways from those interviews:

- Making a decision on what to watch for 'movie night' is easiest when there are 5-7 movies to choose from. Anything more is too overwhelming, anything less leaves users with an 'unfulfilled' or 'there must be something better out there' feeling.
- Recommendations from friends are one of the prime influencer in decision making
- People develop a sense of good recommenders and bad recommenders in their social circles

FINAL UI



HUNGER STATION

Hunger Station is a trendy food delivery app that is popular with the users in Saudi Arabia and the Gulf region. An app among many, this one is far from run-of-the-mill in that it contains an easy fluid design that appeals to the eyes and to the need for quick functionality.



The Problem

As a startup, Hunger Station moved quickly and built their product to get to market as soon as possible. Once they gathered some steam, they quickly realized that their UX and UI is stifling their growth.

The Solution

Through usability studies with around 8 users, I formulated a comprehensive list of things that often frustrated these customers ([see full report](#)).

I then constructed a whole new design persona for the app's copy so that the app would have the leverage of a distinct character.

Finally, I helped the Hunger Station team to upgrade their visual interface. With some careful design, I was able to create a unique set of screens that all speak one language and have one visual voice without straying too far from the brand's original visual scheme and its integrity.

My Role

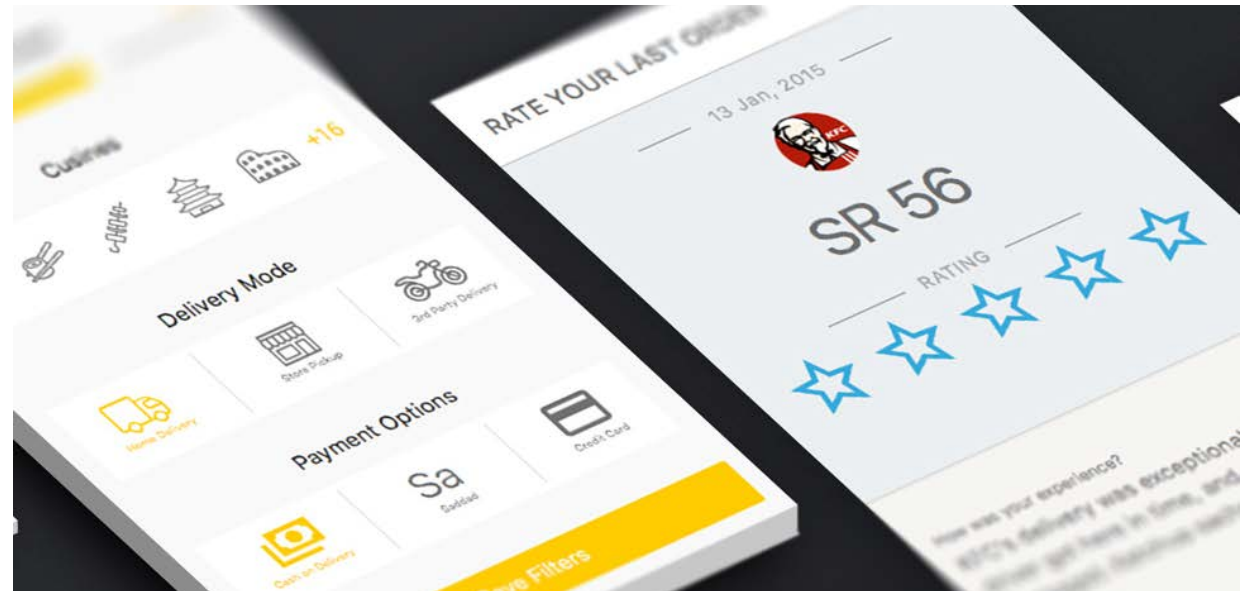
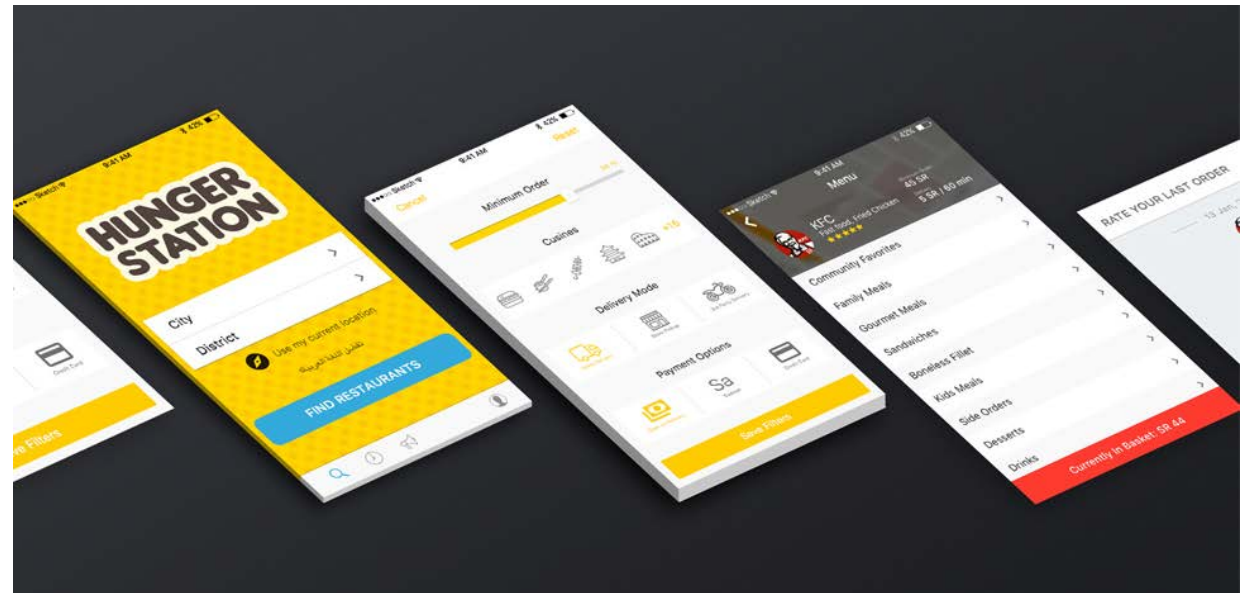
- User Research
- User Experience
- User Interface Design
- Content Architecture

Tools

- Video camera, stands...etc
(mobile app interviews)
- Sketch (UI design)
- Pencil & paper (Wireframes)
- HTML, CSS, JS (UX audit report)



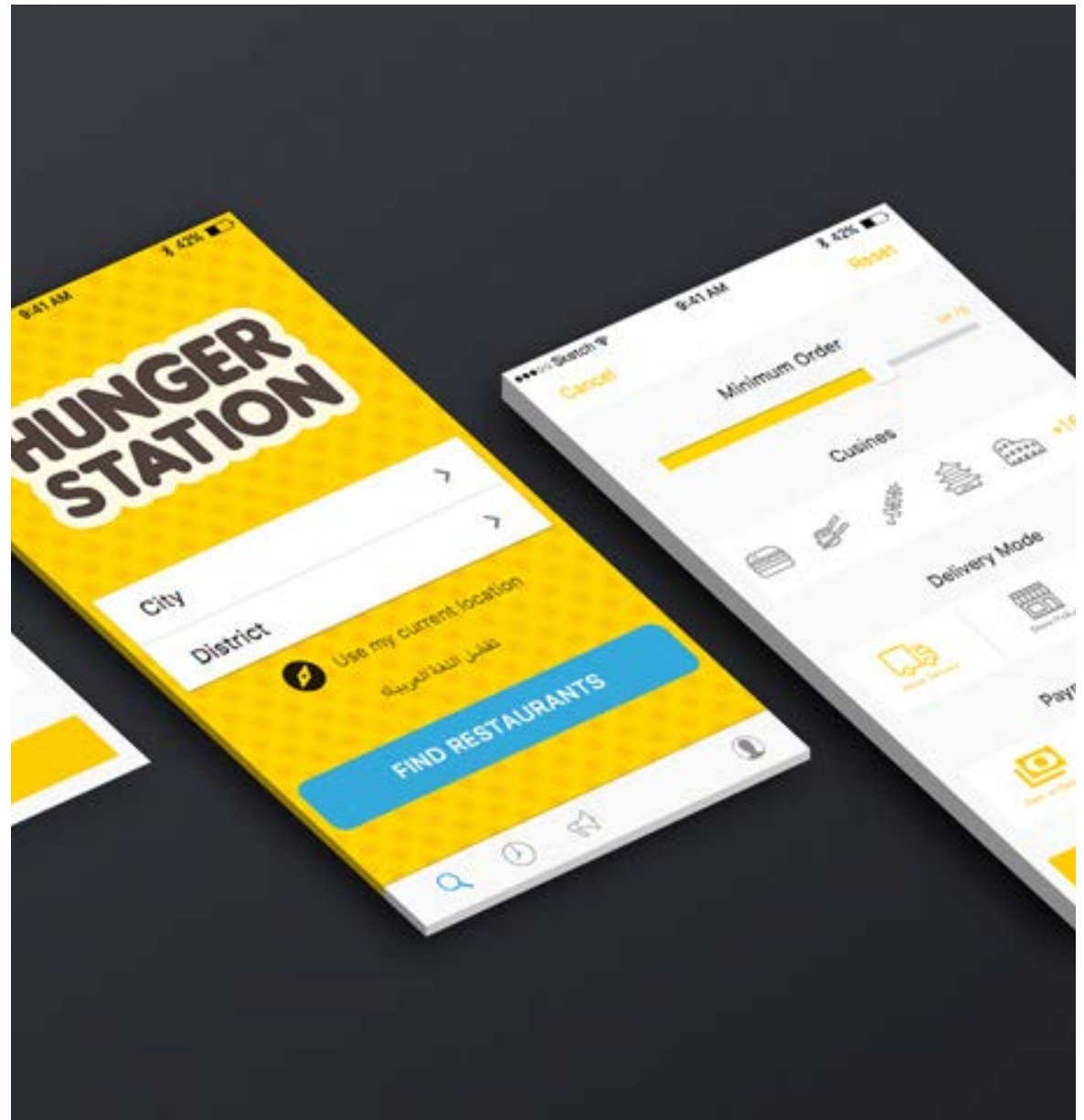
FINAL UI



RESULTS

Thanks to this redesign and other operation/
business improvements:

- Revenue grew almost 5 fold
- Conversion improved from less than 20% to higher than 30%..





Currva is a platform for video gamers to keep score of their results against their fiercest rivals (read: friends.)

The Problem

Sports video games players have no consolidated platform to track their results against their friends.

The Solution

Simple. An app that tracks results and compiles interesting stats.

My Role

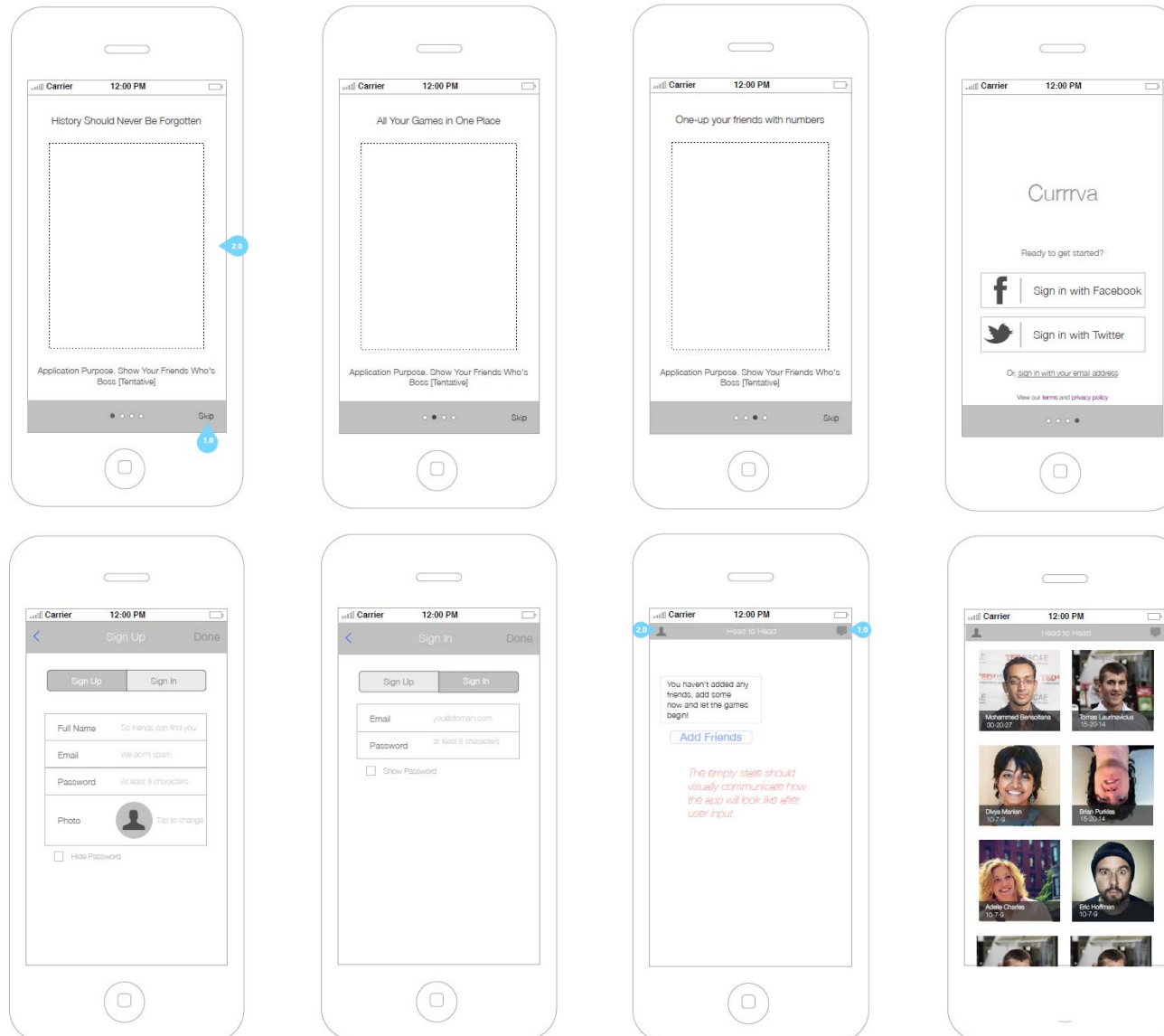
- User Research
- User Experience
- User Interface Design
- Product Management

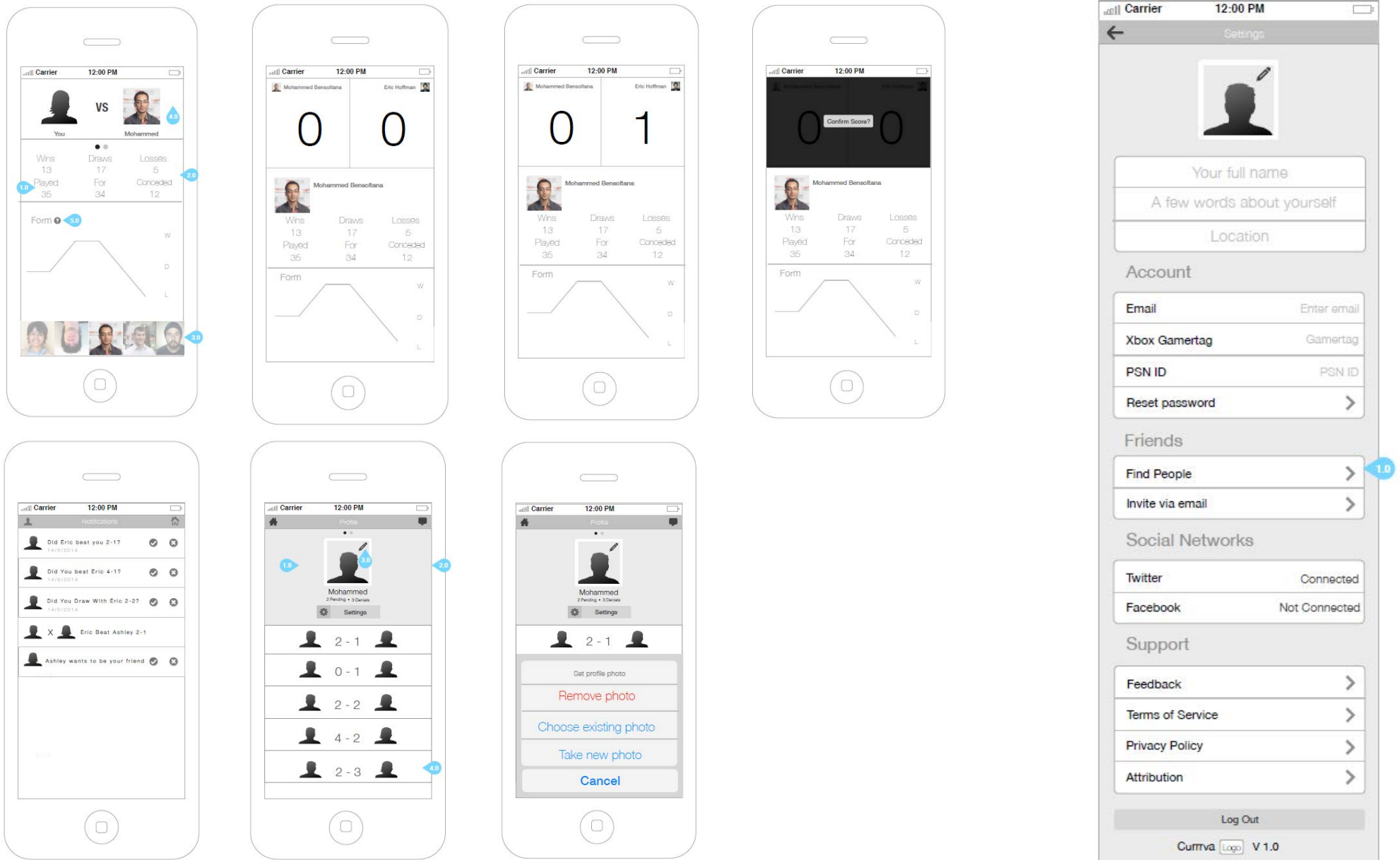
Tools

- Sketch (UI design)
- OmniGraffle (wireframes)
- Invision (prototype)
- Pivotal Tracker (product management)
- Git (source control)

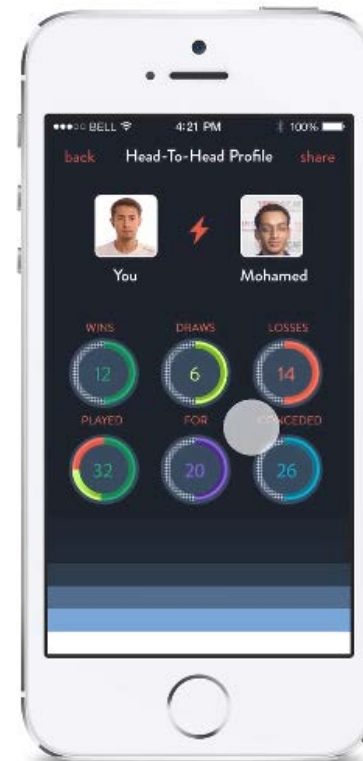


WIREFRAMES

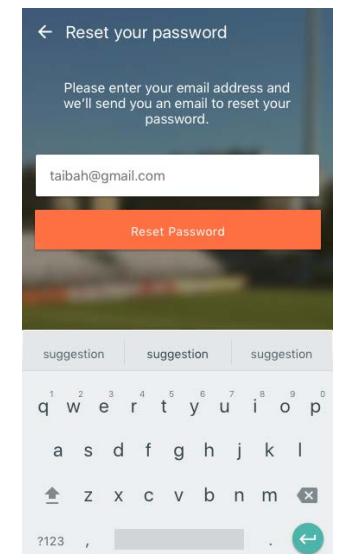
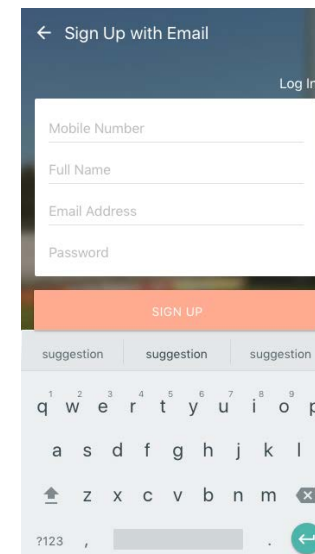
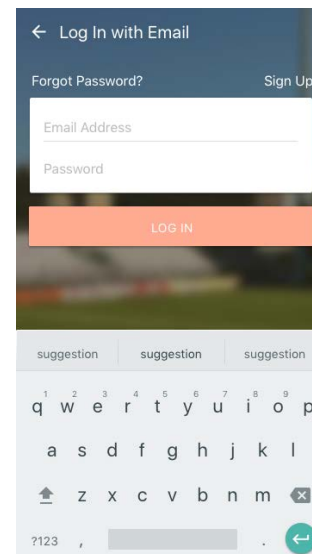
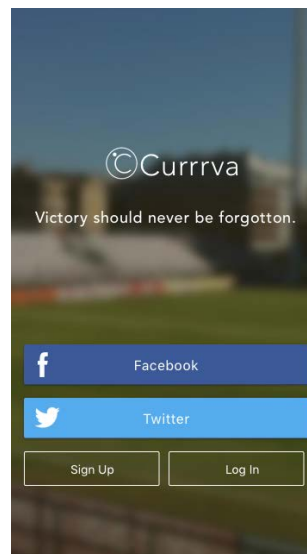
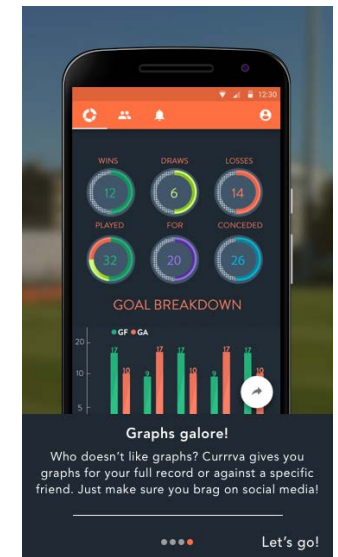
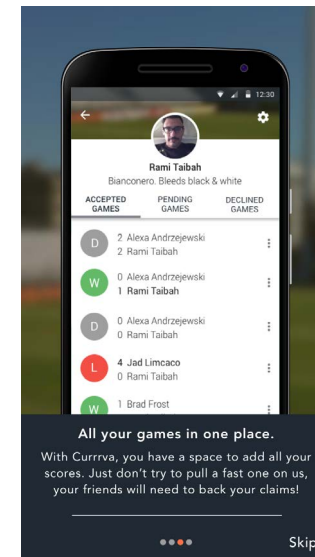
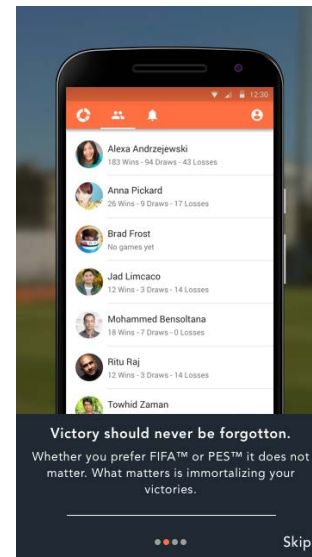
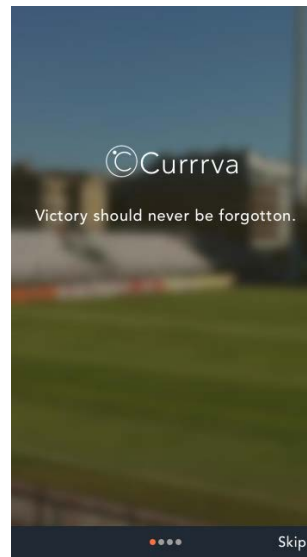


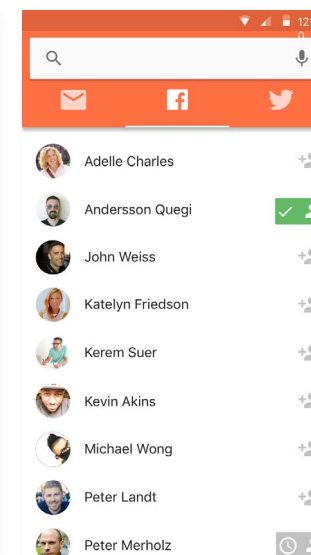
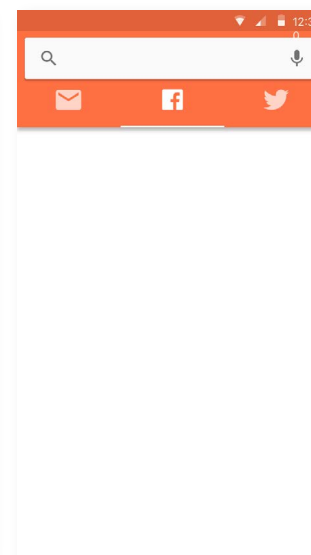
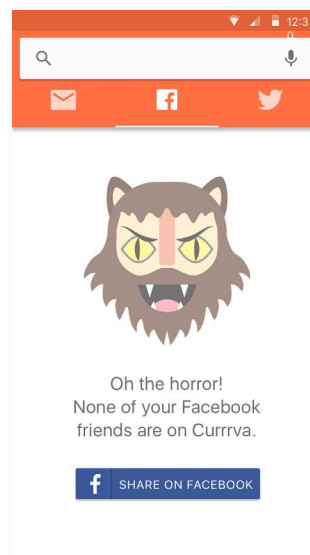
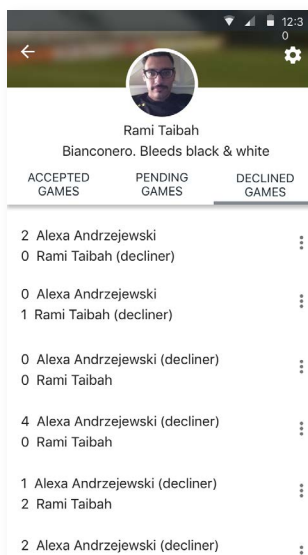
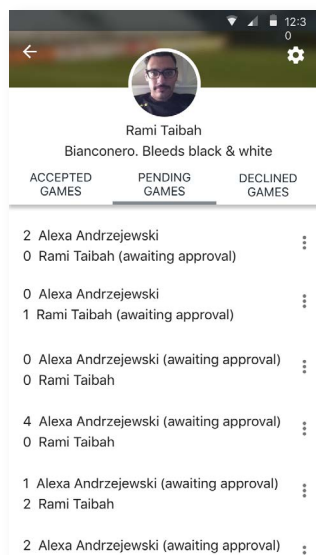
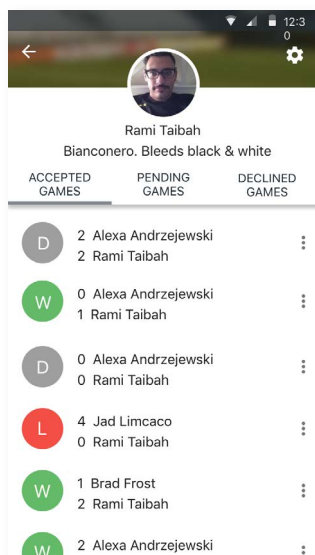
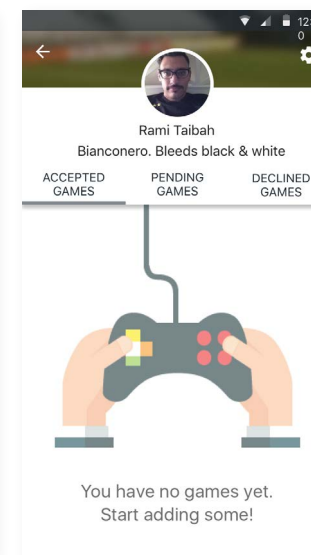
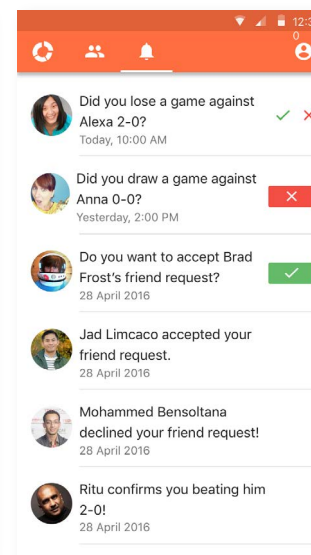
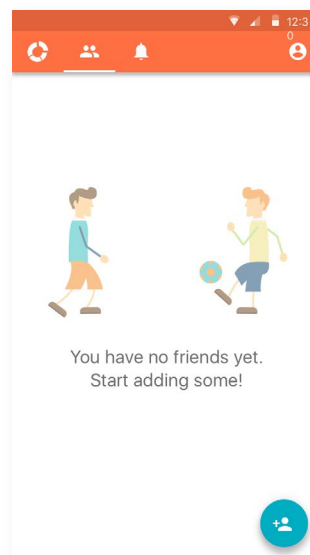
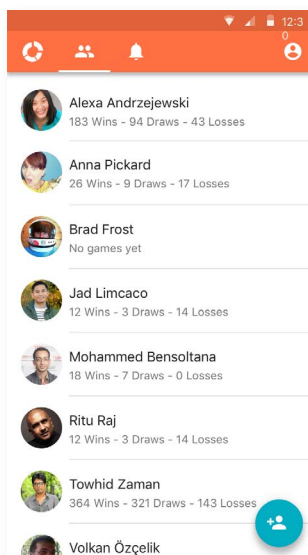
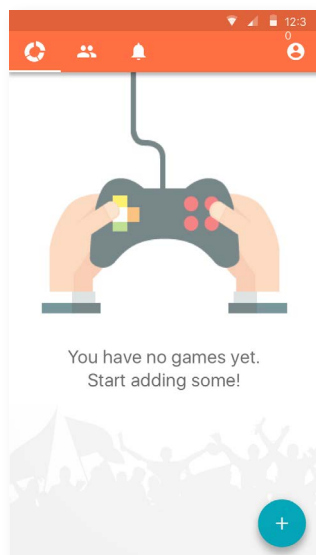


Play the video



FINAL UI







Canoe is an open-source multiplatform wallet built for the Nano (previously Raiblocks) cryptocurrency.

<https://github.com/getcanoe>

The problem

Late December 2017 Raiblocks just started to take off after years of work by its founder Colin LeMahieu. The currency by then, only had a desktop wallet that was obviously designed to be a development purposes and in no way meant for regular users. Raiblocks needed a user-friendly wallet, and fast!

The SOLUTION

Shortly before Raiblock's take off, I got interested in the currency for its innovation in providing a feeless and instant currency. The way Colin built Raiblocks just made complete sense (a blockchain for each account) which he calls the 'block lattice.'

I decided that I wanted to contribute, and met Göran in one of the community chat servers, who just had started working on a wallet. We started working on providing the community the first mobile wallet and usable desktop wallet.

My Role

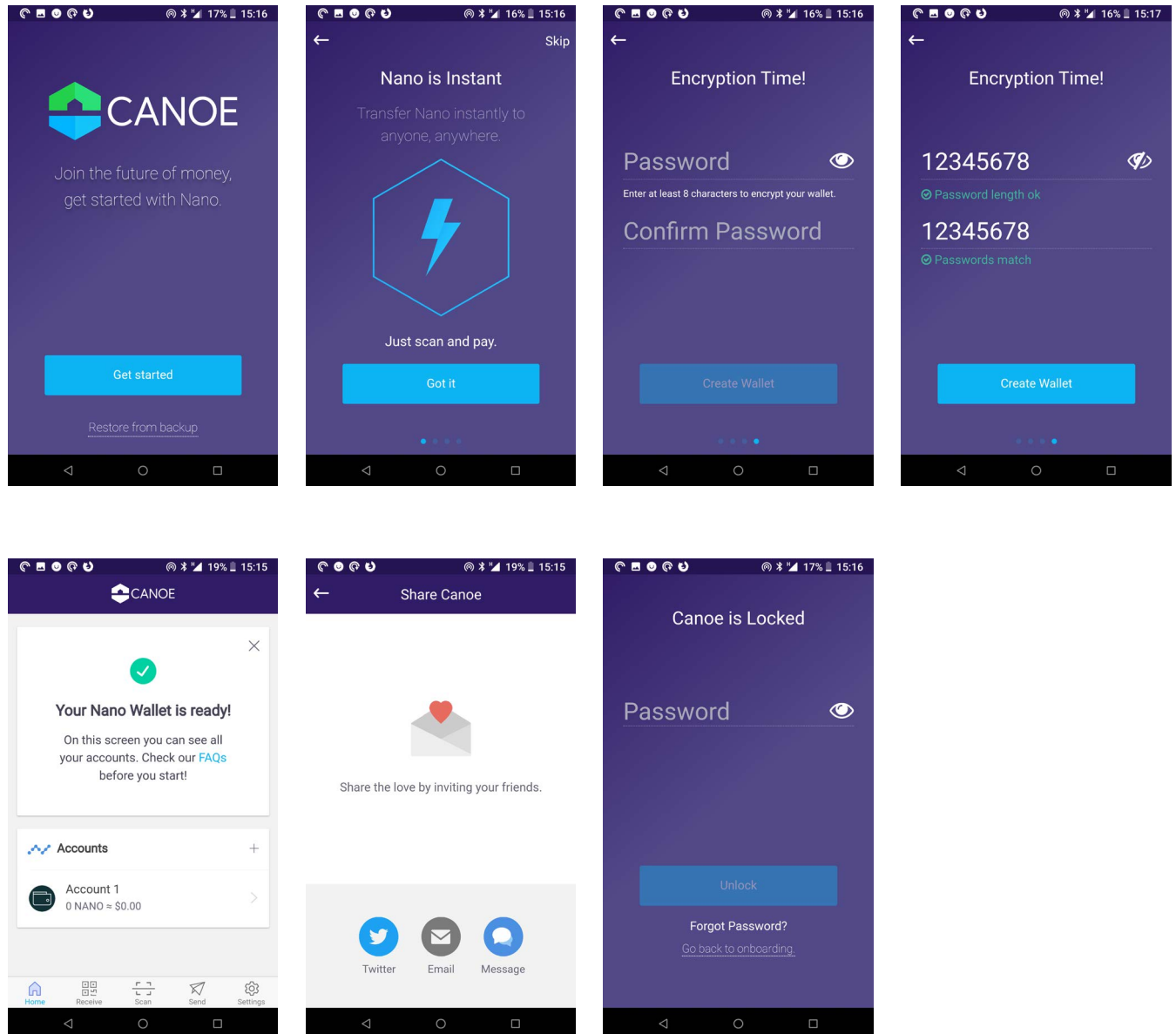
- Front end development (Angular, JS, CSS, HTML)
- Product management (Github, Discord)
- Community management (Reddit, Twitter, Discord)

Tools

- Sketch
- Vim
- Github



FINAL UI



RESULTS

- Over 20K app installations
- Millions of dollars worth of crypto transactions




Join the future of money,
get started with Nano.

TESTIMONIALS


↑


↓


369




Canoe is f***ing awesome. It literally puts the "instant" in instantaneous transactions.
r/nanocurrency Posted by u/Alexej1909 1 month ago



 119 Comments


 Share




↑


↓


344




You have not used NANO until you've sent **Canoe** to **Canoe** Wallet....HOLY CRAP!
r/nanocurrency Posted by u/Jhat3k1 1 month ago



 114 Comments


 Share




↑


↓


221




The **Canoe** mobile wallet is insane
r/nanocurrency Posted by u/chromiumAlt 1 month ago



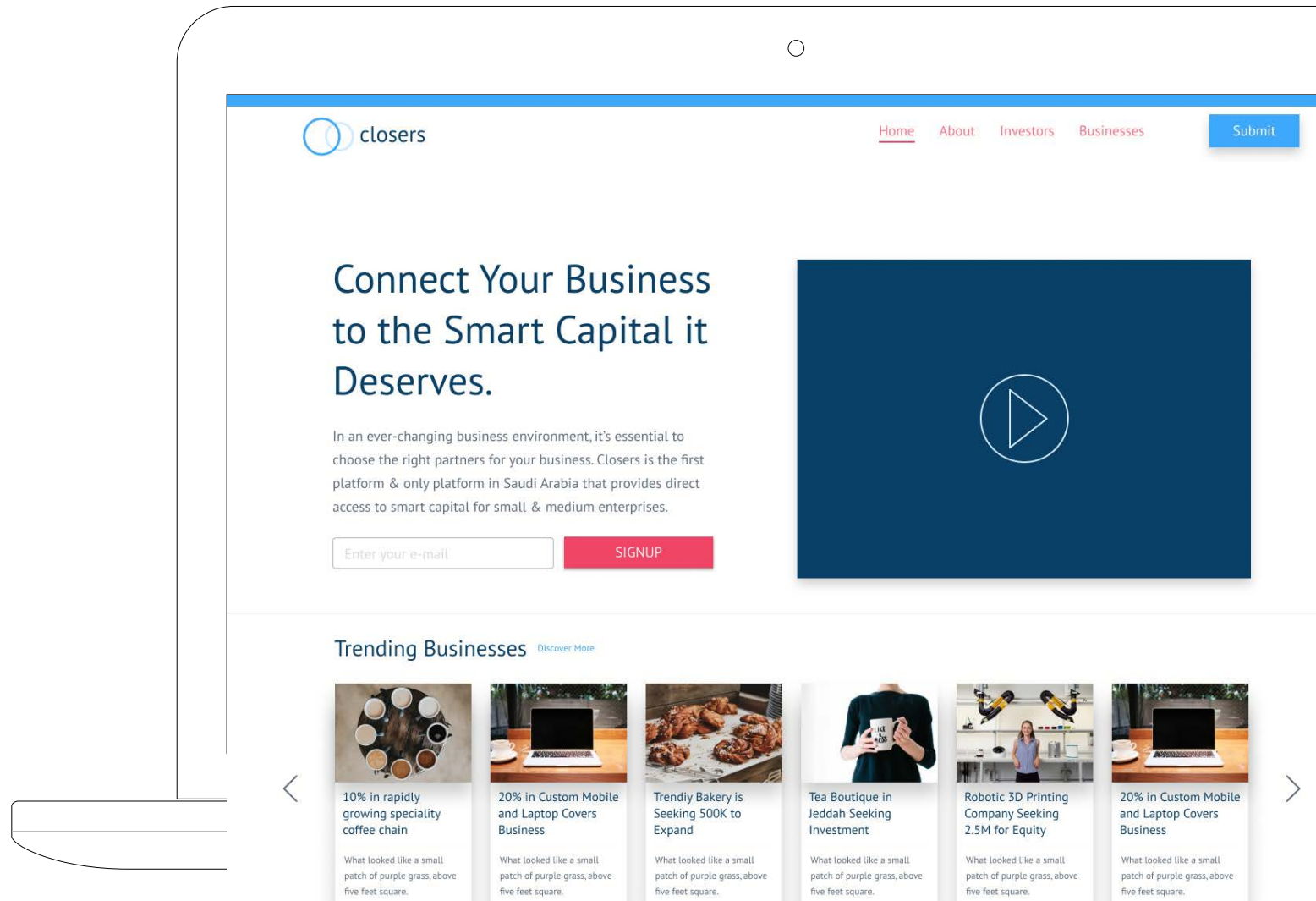
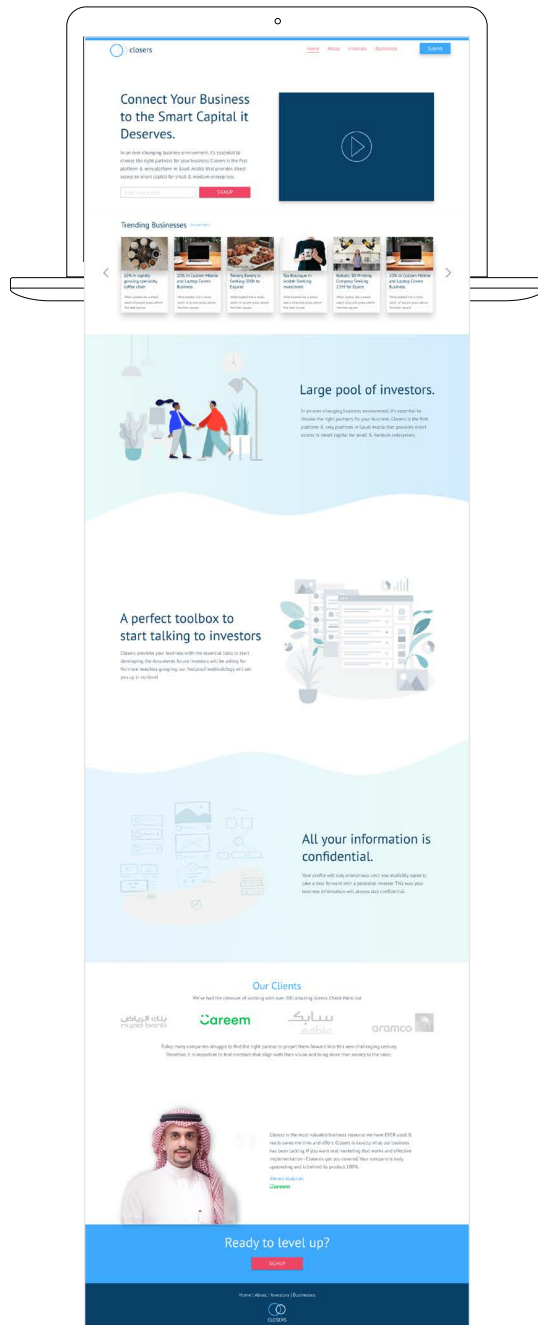
 74 Comments

 Share





Closers is a platform that connects small and medium businesses with institutional investors.



The Problem

Small and medium businesses (SMB) struggle to get access to investments. While the hype around startups developed a strong VC ecosystem, and large companies have easy access to banks. SMB's are struggling in the middle.

The Solution

A platform where SMB's can apply anonymously and provide their sales & financial data. The Closer team will match make them with interested investors. Accredited investors can also sign up and browse potential opportunities and express their interest.

My Role

Before jumping into implementation I conducted a 'design sprint' with Closers team in order to extract their vision, goals, target market, user personas...etc.

I then mapped out a full user journey for multiple users: SMB's, investors, and dealmakers (accredited advisors who work with the Closers team.)

Then I designed a pattern library based on their brand covering all the UI elements we expected we will need in the final design. Of course it was an iterative process, and components were later added as needed.

Using Figma I designed the landing page for the platform, and after initial client approval converted the design to a live website using NextJS. This gave me the opportunity to set the tone for the look & feel.

I then jumped into wireframing the whole platform and testing it with some potential users including the client.

Finally we 'live coded' the whole platform based on the wireframes, pattern library, and the tone set by the agreed upon landing page.

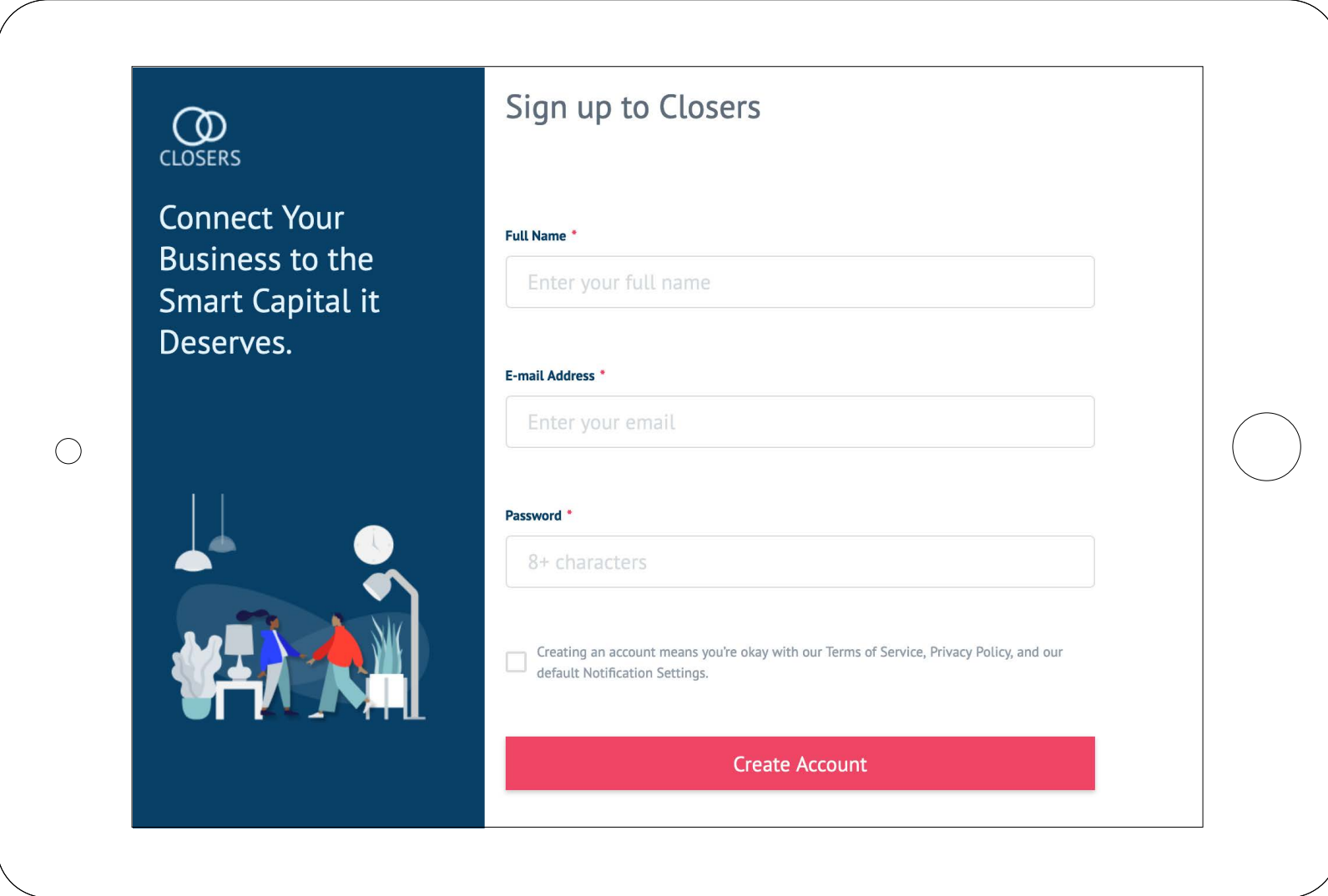
My Role


- Research
- Business analysis
- UX design & wireframing

Tools


- Github
- Figma
- Vim
- Next JS







Connect Your
Business to the
Smart Capital it
Deserves.



Sign up to Closers

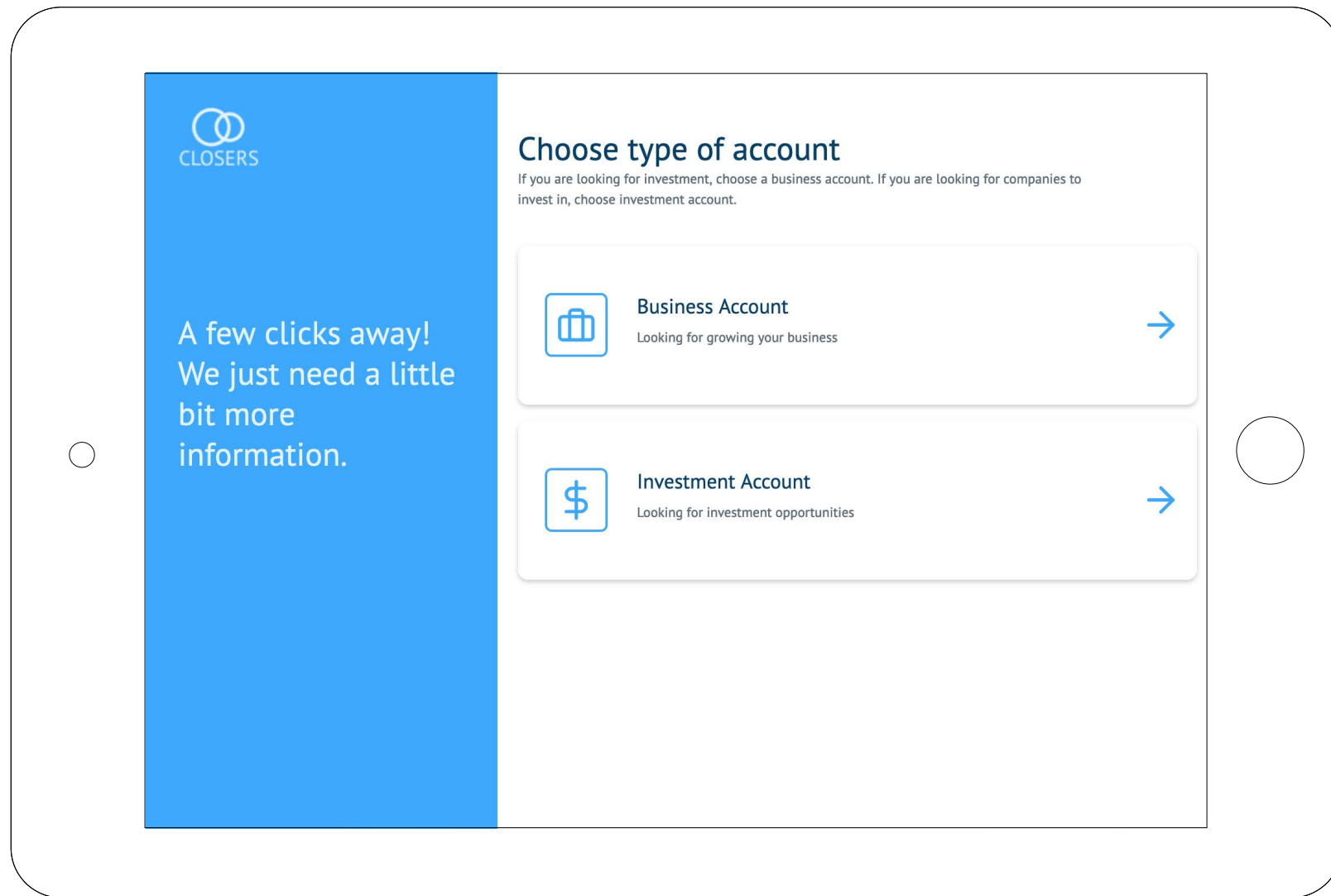
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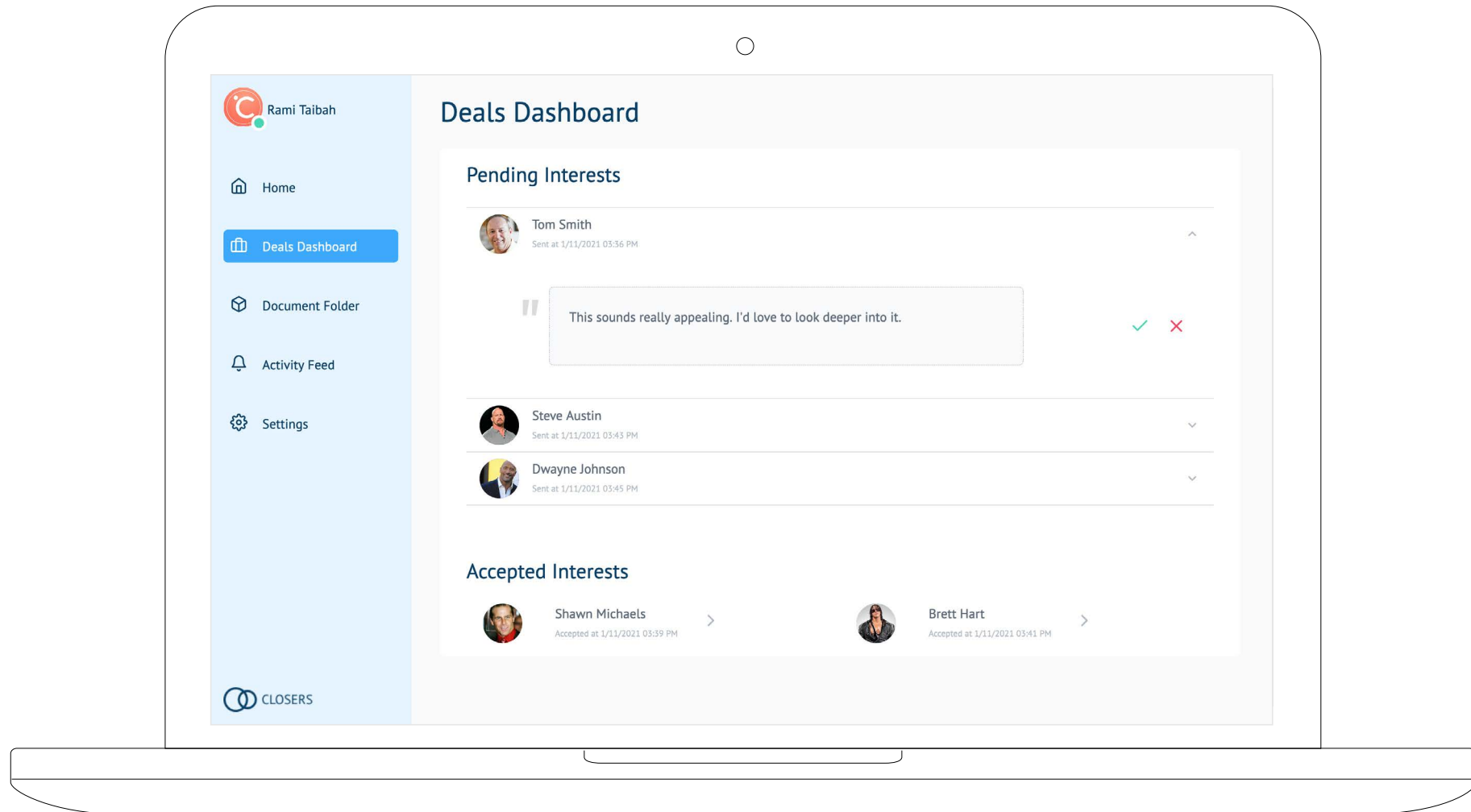
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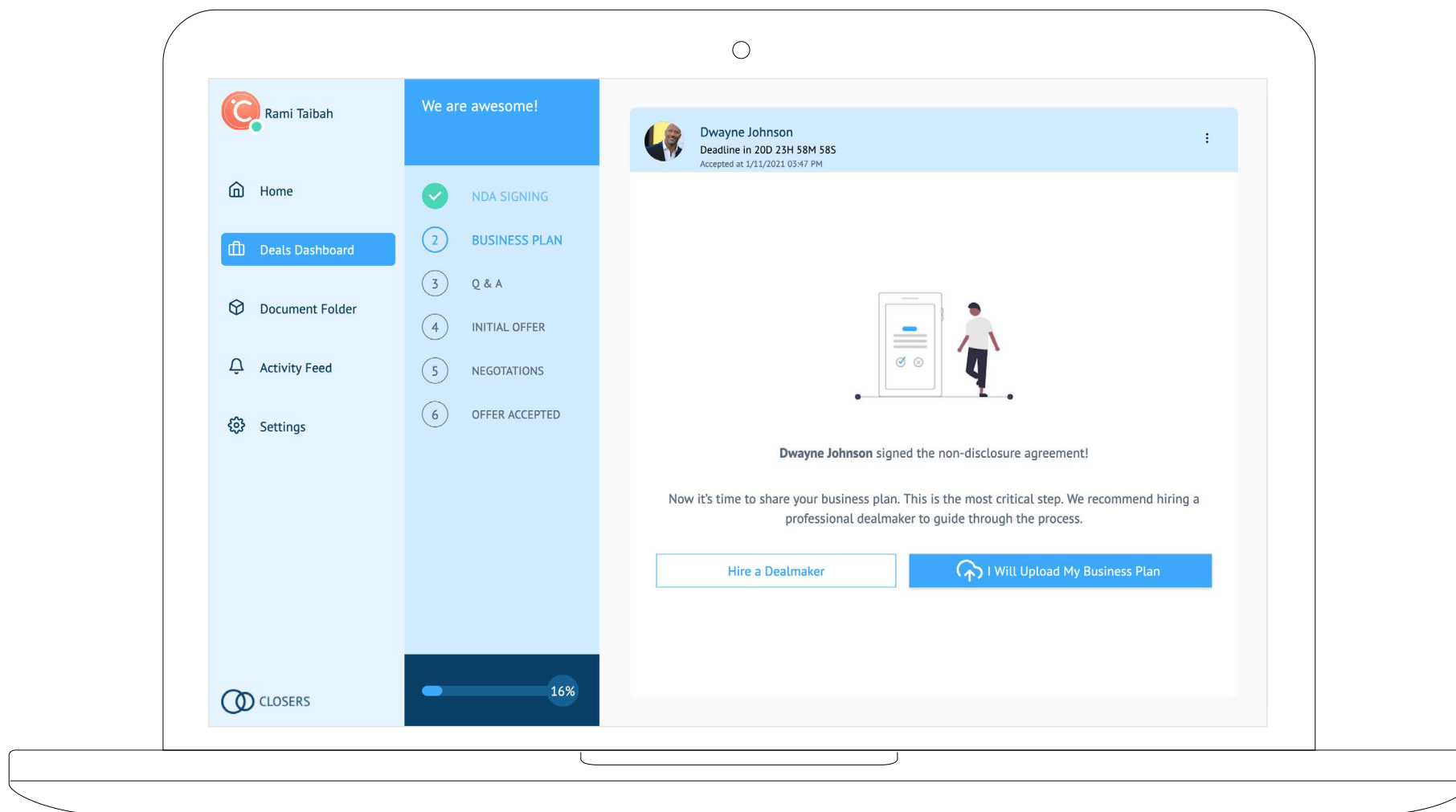
Password *

☐ Creating an account means you're okay with our [Terms of Service](#), [Privacy Policy](#), and our default Notification Settings.

Create Account

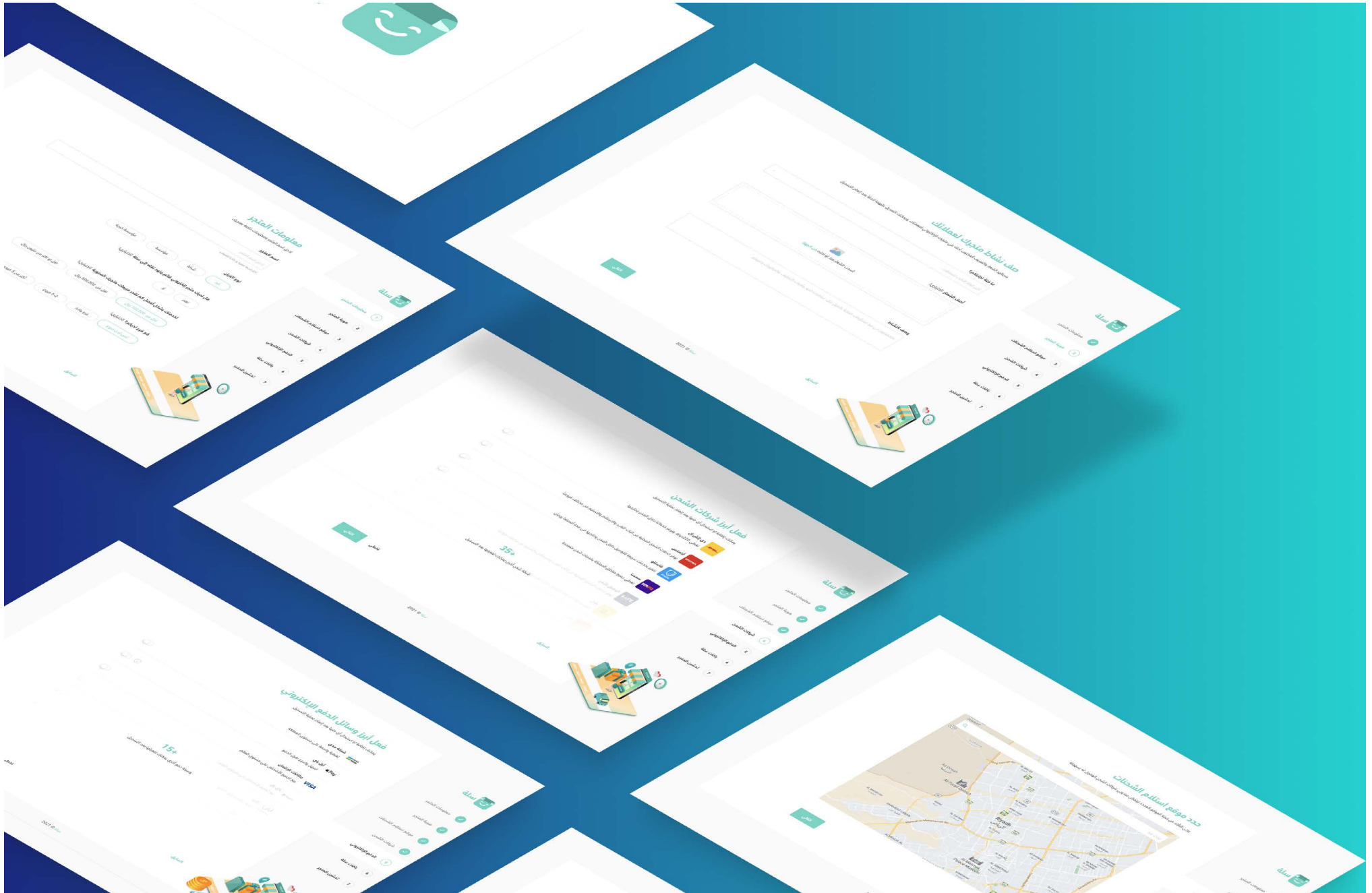








Salla is an e-commerce platform similar to Shopify targeting the Middle East. Salla abstracts away all the complexities of shipping & payments from merchants by dealing directly with shipping companies and providing their own payment gateway.



The Problem

By abstracting away shipping & payments from merchants, Salla provides an extremely powerful offering. However store setup was confusing as merchants were supposed to setup and configure their stores without much guidance. To enable digital payments, they had to add a bank account and add at least one product. To add a shipping company, they had to manually add the pick up location. The platform offered no guidance, and unhelpful error dialogs.

The Aha! moment was extremely delayed.

The Solution

An onboarding process for new signups was the logical solution. When a merchant signs up, they are taken through multiple steps to provide all the required information. A merchant will be able to start selling in less than 2 minutes!

My Role

I analyzed the platform and the current merchant journey, and identified many roadblocks between the merchant and getting that first sale. For example, only paid members were allowed to enable digital payments; free tier members can only accept bank transfers. So I suggested an enhancement to give free-tier users 5 digital payments/month. This accelerated merchants reaching the "Aha!" moment quicker.

After analysis & defining the journey, I wireframed a user onboarding tool that collected all information from merchants so they can sell as quickly as possible. If a merchant decides to skip the onboarding tool, they were offered a dashboard clearly listing each step required with quick links.


My Role

- Research
- Business analysis
- UX design & wireframing

Tools

- Figma





معلومات المتجر

ادخل اسم المتجر ومعلومات خاصة بمتجرك

اسم المتجر

ادخل اسم المتجر

اختر اسماً مميزاً و جادياً للعملاء

نوع الكيان

فرد

شركة

مؤسسة

مؤسسة خيرية

هل لديك متجر إلكتروني قائم وتود نقله إلى سلة (اختياري)

نعم

لا

لخدمتك بشكل أفضل كم تقدر مبيعات متجرك السنوية (اختياري)

أقل من 100,000 ريال

أقل من 500,000 ريال

أقل أو أكثر من مليون ريال

كم فرع لديكم؟ (اختياري)

ليس لدي فروع

فرع واحد


2-5 فروع

أكثر من 5 فروع

التالي

السابق

- معلومات المتجر
- هوية المتجر
- موقع استلام الشحنات
- شركات الشحن
- الدفع الإلكتروني
- باقات سلة
- تدشين المتجر



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