

Revamping Unii's Global Educational Platform

Project Brief

Unii is a global educational platform dedicated to empowering families through personalized, evidence-based resources on family well-being. As a UX Designer, I was tasked with revamping their website to enhance usability, improve the user experience, and align the design with Unii's mission of supporting families worldwide.

The Challenge

Unii's existing website faced several challenges:

1. Complex Navigation

The website had a cluttered layout, making it difficult for users to find relevant resources.

2. Lack of Personalization:

The platform did not effectively adapt content to the unique needs of diverse families.

3. Outdated Visuals:

The design lacked modern aesthetics and failed to resonate with Unii's target audience.

4. Low Engagement:

Limited user interaction and poor accessibility impacted the platform's ability to engage and retain visitors.

Additionally, the project had a tight deadline of 3 months, requiring rapid design iterations and close collaboration with stakeholders.

My Approach

1. Discovery Phase:

- **User Research:** Conducted interviews with families and educators to understand their pain points and expectations.
- **Competitor Analysis:** Evaluated similar platforms to identify best practices and gaps.
- **Data Analysis:** Reviewed website analytics to pinpoint user drop-off areas and underperforming pages using **Hotjar**.

2. Define Phase:

- Created **personas** representing key user groups, such as parents, educators, and caregivers.
- Mapped **user journeys** to identify friction points and opportunities for improvement.

3. Design Phase:

- Developed **wireframes** to restructure the site's information architecture, ensuring intuitive navigation.
- Created **high-fidelity prototypes** using Figma, incorporating a modern, family-friendly design aesthetic.
- Designed a **personalized dashboard** that adapts content recommendations based on user preferences and behaviour.

4. Testing Phase:

- Conducted **usability testing** with a diverse group of users to gather feedback.
- Iterated designs based on insights, focusing on simplifying content discovery and improving mobile responsiveness.
- Used **Hotjar heatmaps** to analyse user behaviour and identify areas needing optimization.

5. Project Management:

- Used **Asana** to manage tasks, set deadlines, and ensure seamless collaboration with stakeholders and team members.

The Outcome

The revamped Unii website delivered measurable improvements:

1. **30% Increase in User Engagement:** Enhanced navigation and personalized content led to higher session durations.
2. **20% Reduction in Bounce Rate:** Improved usability and visuals encouraged users to explore more pages.
3. **Positive Feedback:** Users appreciated the clean design, easy navigation, and tailored content recommendations.
4. **Scalable Design System:** Developed a flexible design system for Unii, enabling efficient updates and consistency across the platform.

Key Learnings

1. **Empathy is Key:** Understanding the diverse needs of families helped craft a solution that resonated with users.
2. **Iterative Design:** Regular testing and feedback loops ensured the final product met user and business goals.
3. **Collaboration:** Close coordination with developers, content creators, and stakeholders was critical to delivering the project on time.

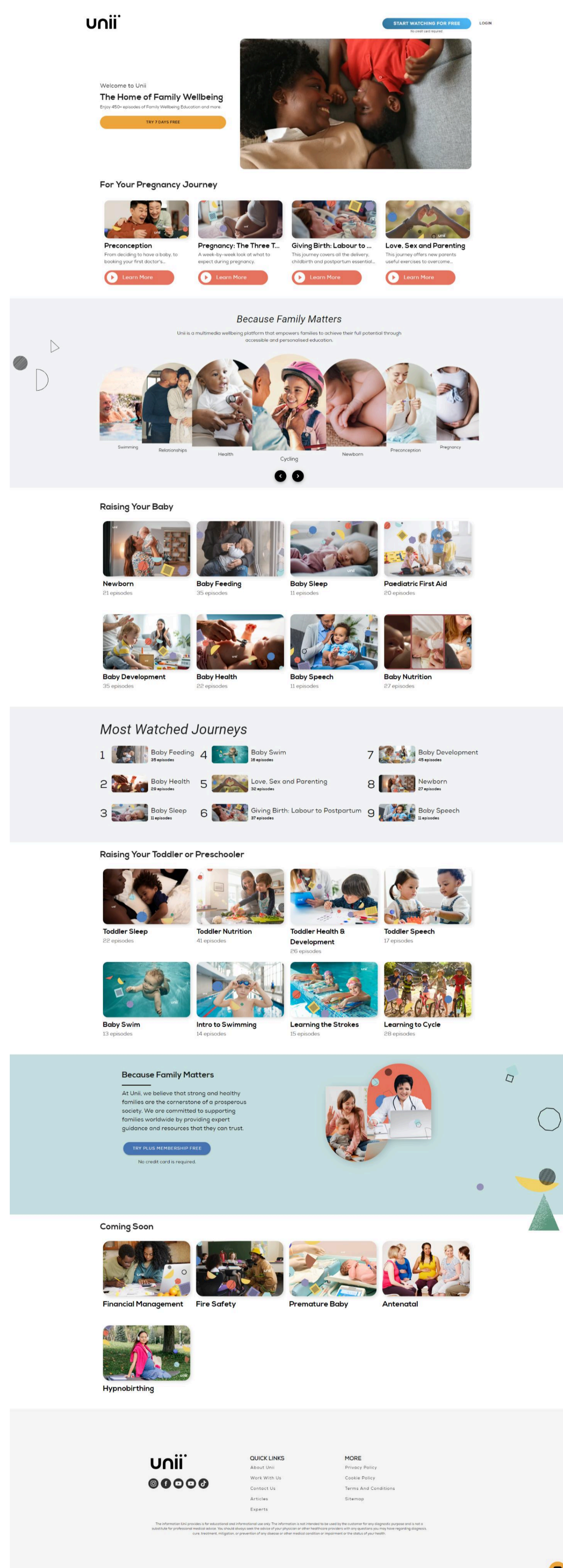
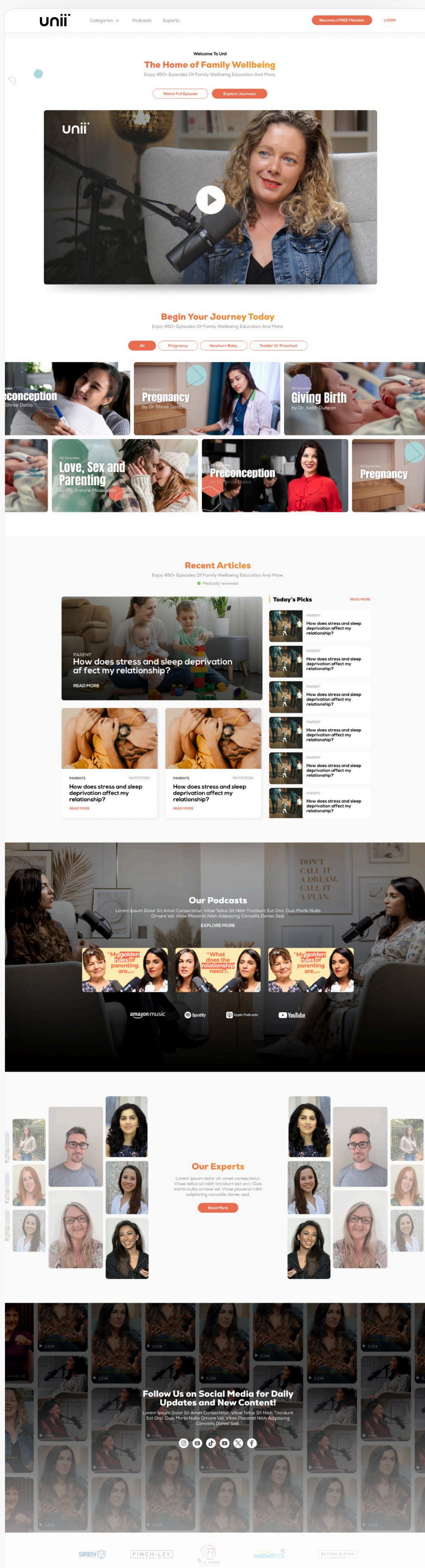
Tools Used

- **Figma:** For wireframing, prototyping, and high-fidelity designs.
- **Asana:** For project management and task tracking.
- **Hotjar:** For user behavior analysis and heatmap insights.
- **Adobe Illustrator:** For custom graphics.
- **Optimal Workshop:** For usability testing and card sorting.

Conclusion

Revamping Unii's website was a fulfilling experience that allowed me to create a platform that empowers families worldwide. The project reinforced my passion for designing user-centric solutions that drive meaningful impact.

[View Prototype](#)



Previous Website

The original Unii website faced several usability and design challenges that hindered its ability to deliver a seamless user experience:

1. Complex Navigation

- The site had an overly complicated menu structure, making it difficult for users to find relevant information quickly.
- Key resources were buried under multiple layers, frustrating users and increasing bounce rates.

2. Lack of Personalization

- The platform did not adapt content to the unique needs of diverse user groups, such as parents, educators, and caregivers.
- There was no mechanism to recommend content based on user preferences or behaviour.

3. Outdated Visual Design

- The website's design was visually unappealing and did not reflect Unii's modern, family-focused mission.
- Inconsistent branding elements and a lack of hierarchy made the interface feel cluttered and confusing.

4. Poor Accessibility

- The site did not adhere to accessibility standards, creating barriers for users with disabilities (e.g., no text resizing options or contrast adjustments).
- The mobile experience was poorly optimized, limiting usability on smaller screens.

5. Low Engagement

- The lack of engaging visuals and interactive elements led to low user interaction.
- Users were not encouraged to explore additional resources or return to the site regularly.

6. Inefficient Content Organization

- Information was scattered across the platform, lacking a clear structure or categorization.
- This made it hard for users to identify the most relevant or recent content.

7. Limited Insights into User Behaviour

- The previous website lacked analytics integration to track user behaviour effectively.
- There was no way to identify popular content or pain points in the user journey.

High-Fidelity Design

