

Shorouknews online news portal

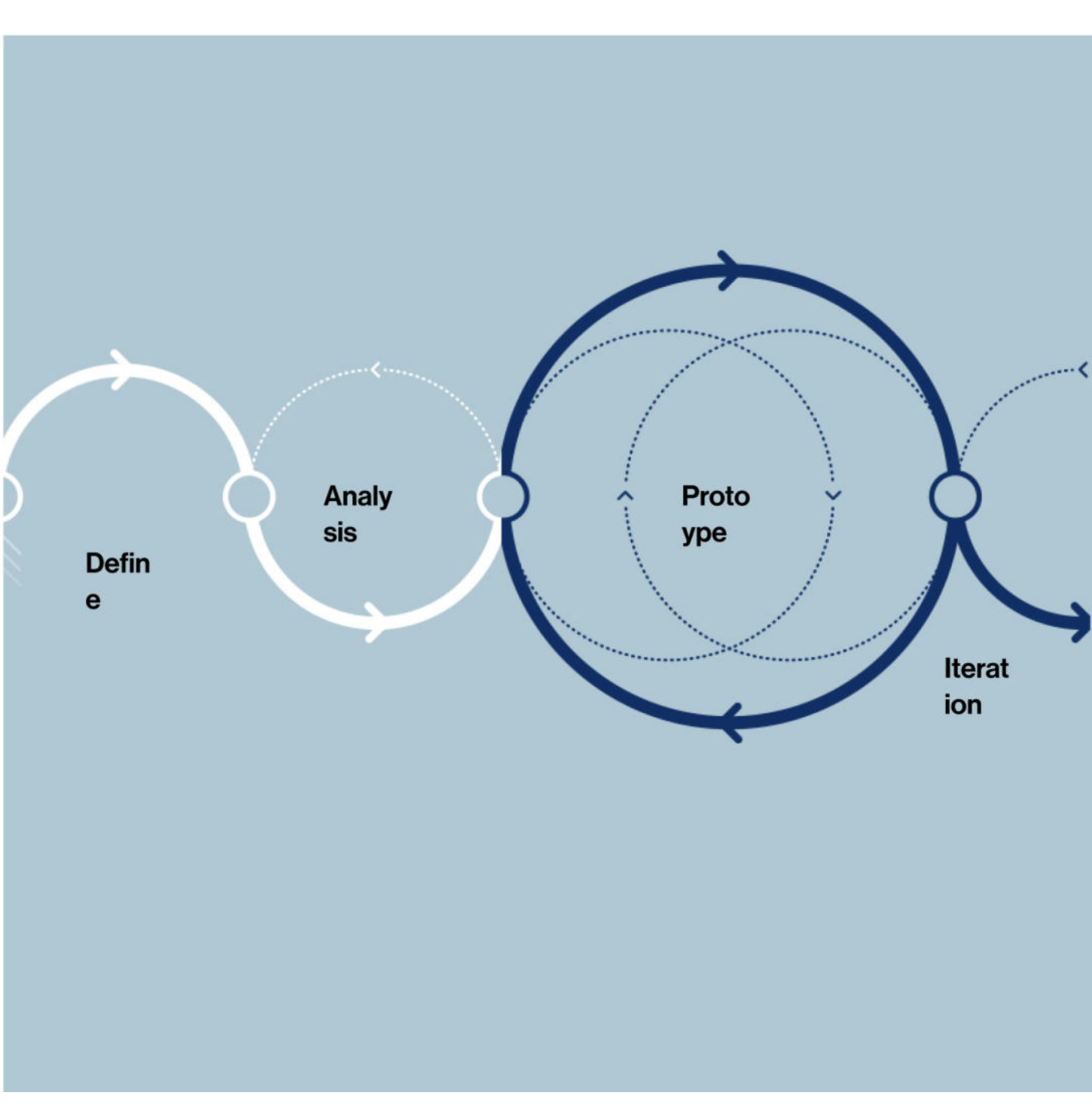
Helped shorouknews online news portal team to revamp the web portal by understanding the user's painpoints and to increase the website visitors conversion rates through a wide range of usability best and practices and UX testing.

What i did

- Worked to build the UX strategy.
- Crafted the UI / Visual designs.
- Coded the full HTML/CSS/JS



Worked with the team to deliver an end-to-end user experience for the website visitors that are interested in the range of news who visits the portal whether daily or from time to another.



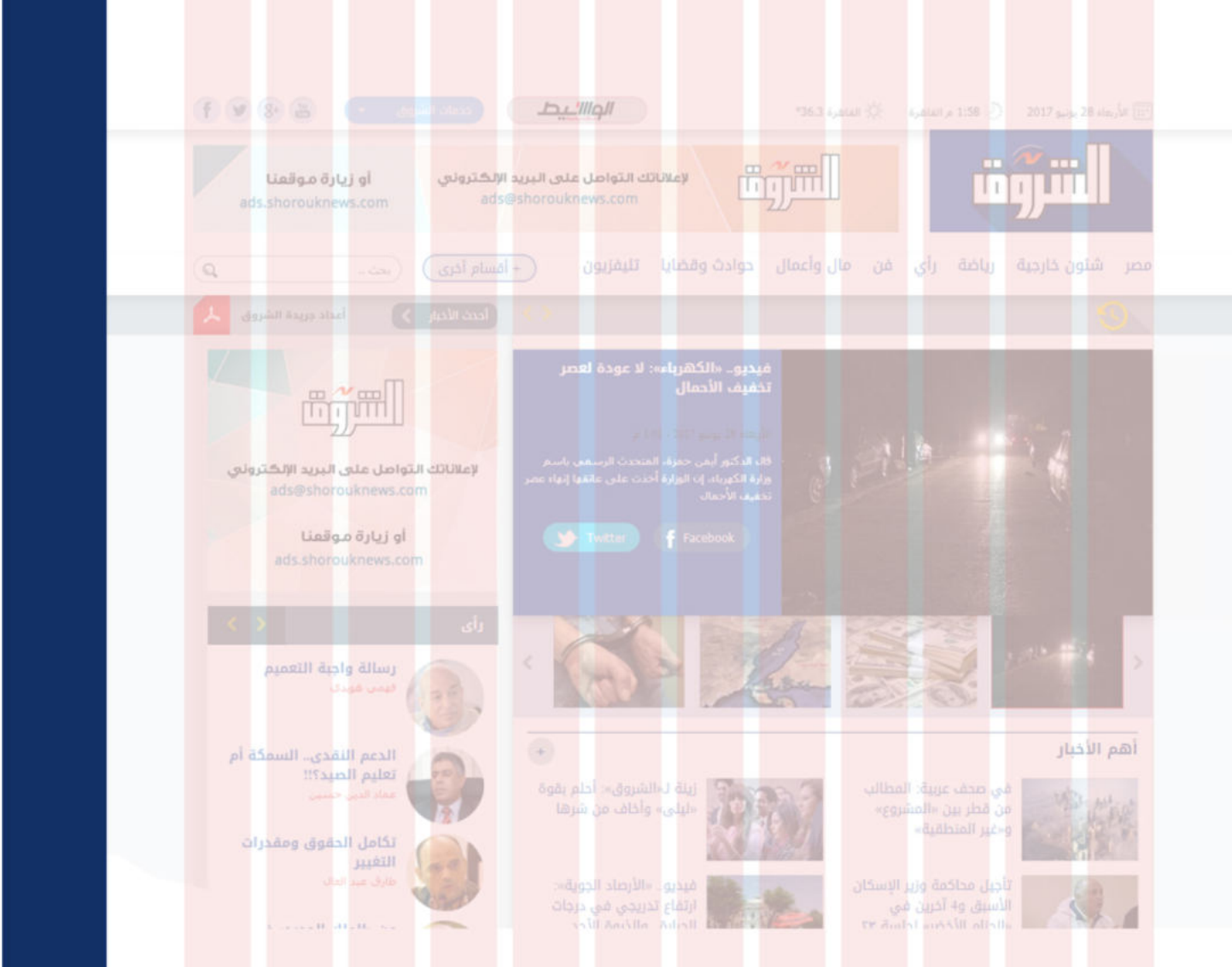
The aim of the project was to build a sustainable website that can allow for expansion and flexibility.

Because shorouknews.com has a wide collection of various target visitors that use the website on a regular basis, as well as competition from other portals in the same market, solving the problem was not straightforward.



At the beginning of the projects, I defined the purpose of the revamps, as well as the timeline and the implementation process. Through the numerous iterations and UX testing.

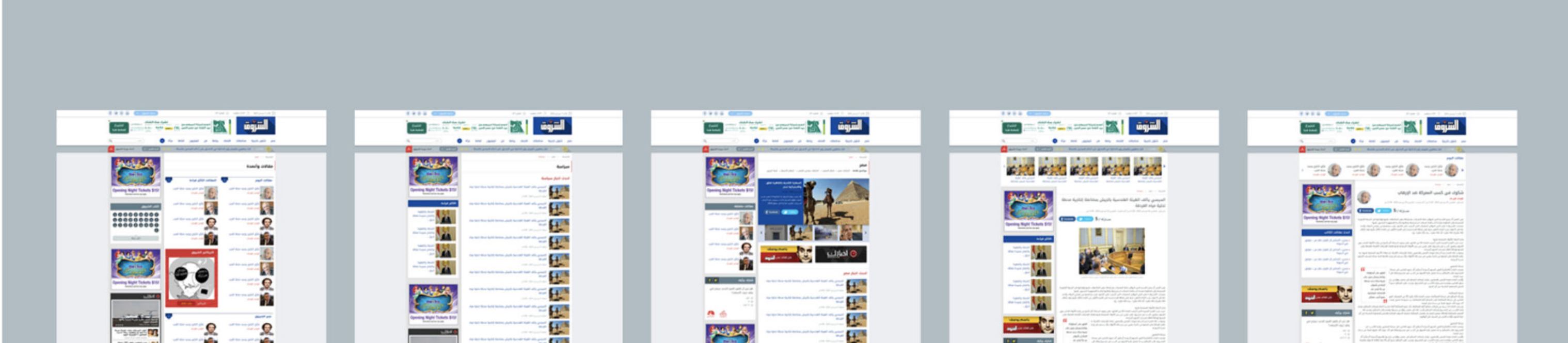
I cooperated with the content, webmaster, and development teams to validate the concept and make sure that the visitors funnel works in the best possible direction.



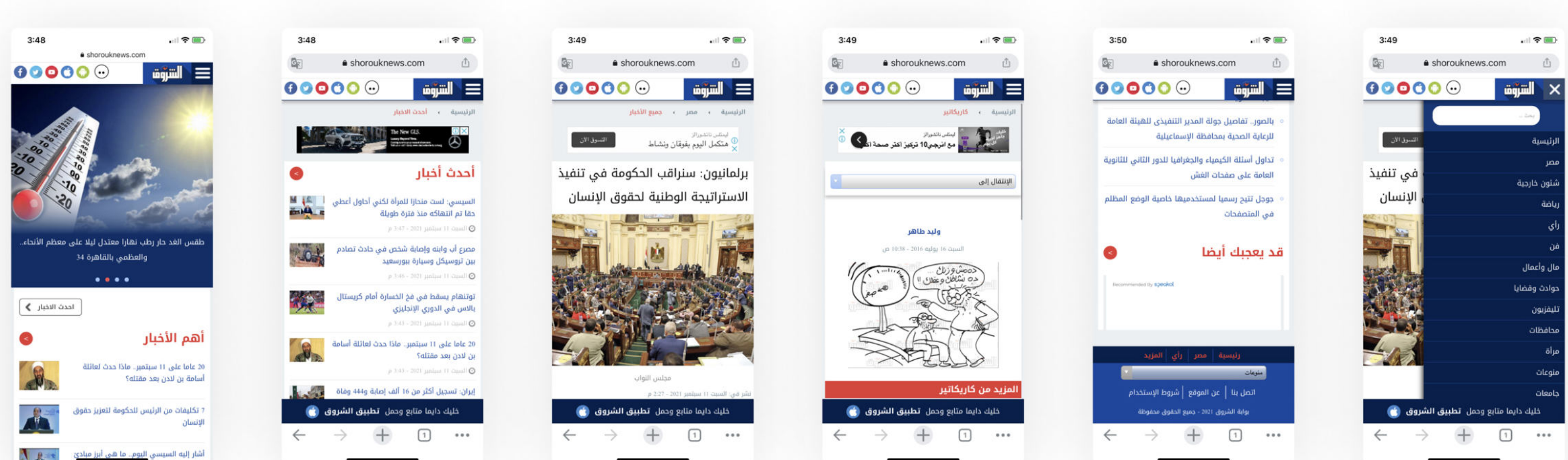
created a fully UI pixel-perfect design grid that took into the flexibility of using the components and the Google adsense standards. In addition, a complete design system that can be reused by other teams is being developed



Inner pages with various parts were created.



We discovered that many users view the website using their mobile devices, therefore we created a distinct web mobile version for the portals.



In addition, I coded all the pages to be development-ready utilizing HTML/CSS/JS and worked closely with the development team to debugging and test it

