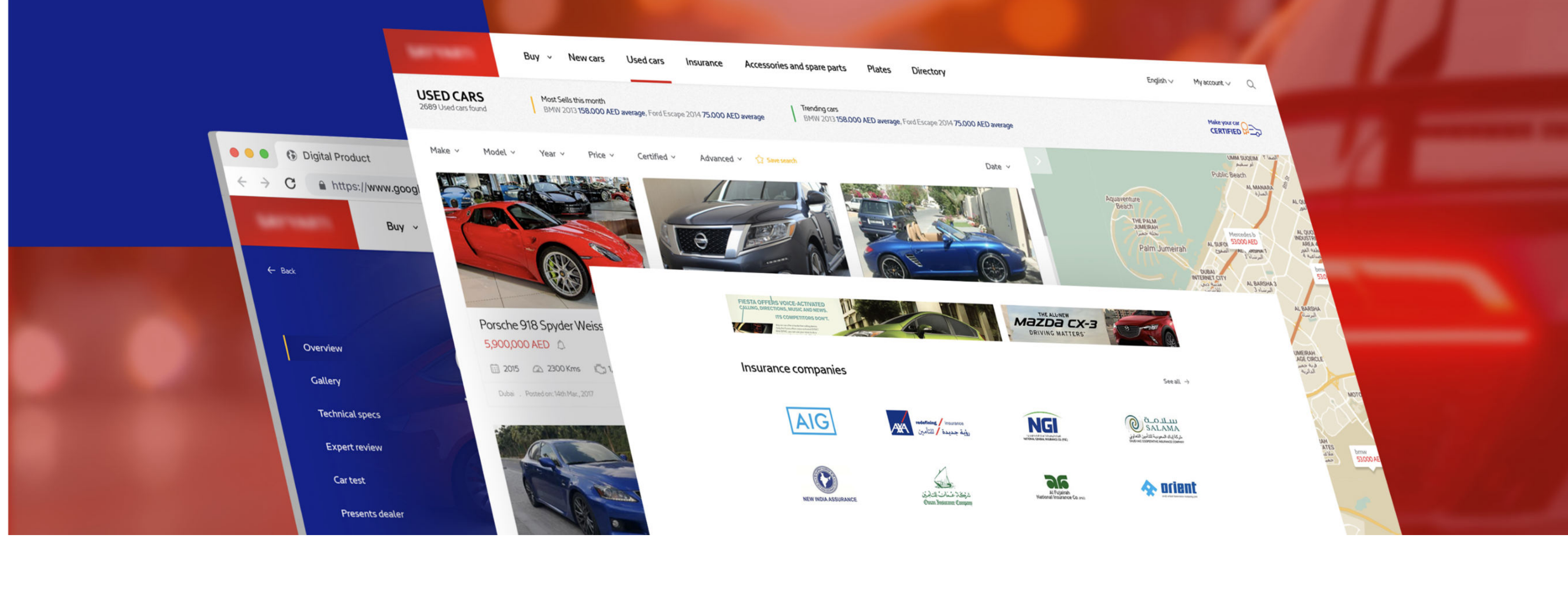


Government vehicle platform - case study

It was a big challenge working on such a project that will be used by all people who have or want to buy a car in one of the smart cities across the world. As part of the multinational company, I worked on the project to demonstrate the project in Dubai for the RTA Government. Helped the business owner convert the business concept into a tangible project that can be presented to the Government.

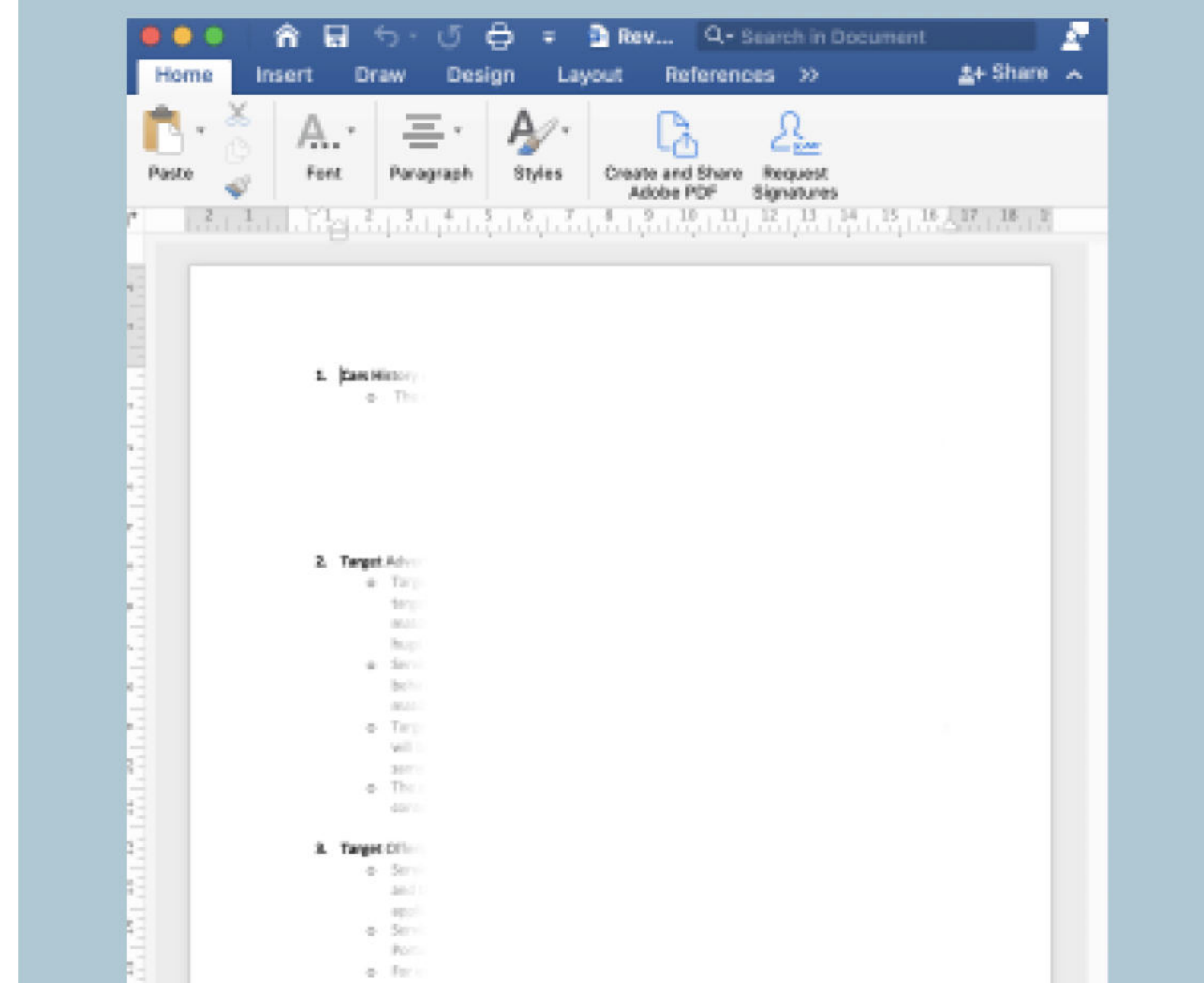
What I did

- Business Discovery
- UX Research
- UX Concept
- UI Design

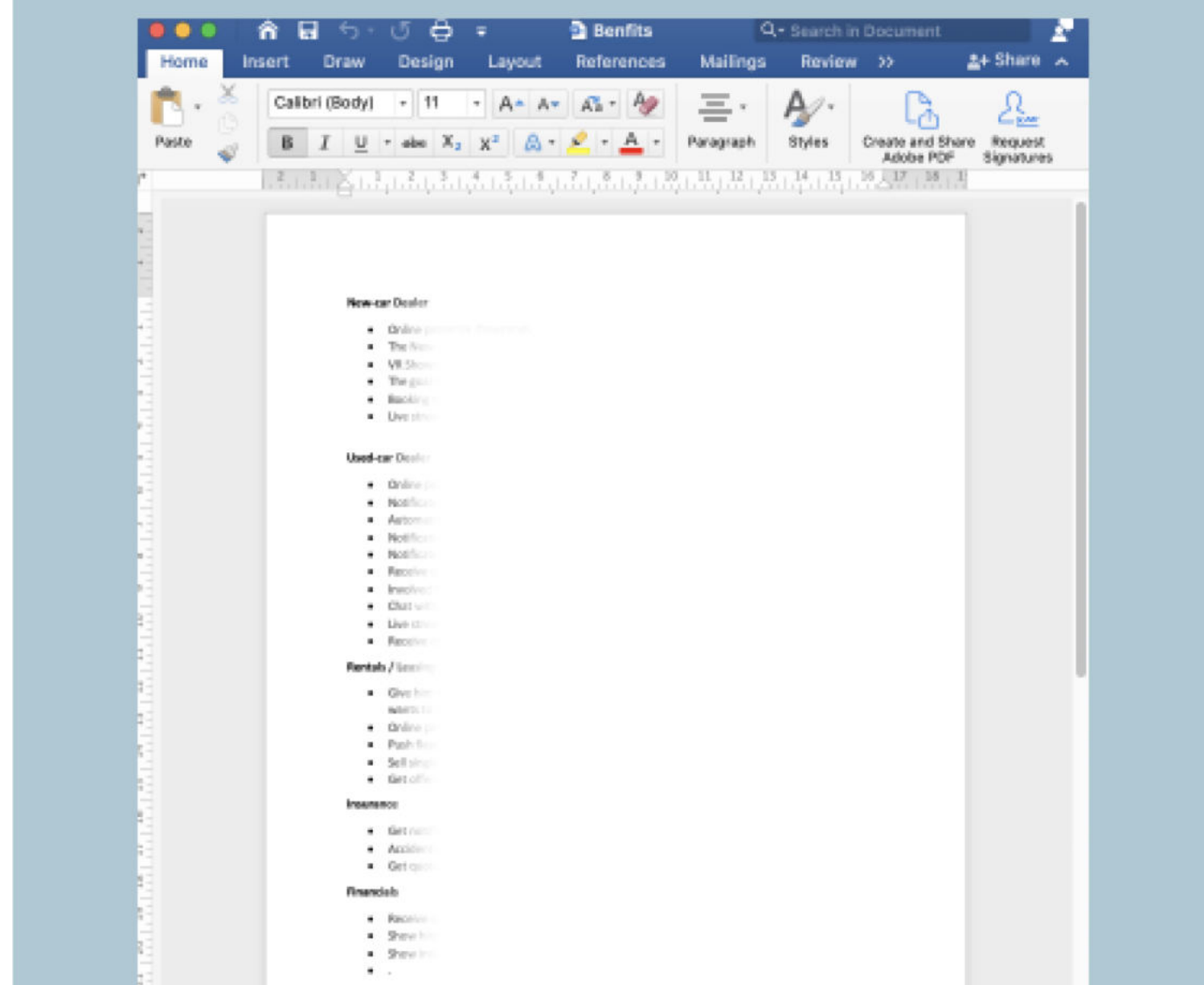


The project Journey is a fully implemented demonstration for the RTA government in Dubai. Hence, it was necessary to work on the aspects that help it to succeed, starting from improving the main idea, developing the business model, the benefits of the project, as well as the project expansion and continuity

The project concept integrates the whole spectrum of various road and transport providers which also serve the citizens in particular. The project is based largely on artificial intelligence, which gives end-users the necessary value as well as commercial benefit.

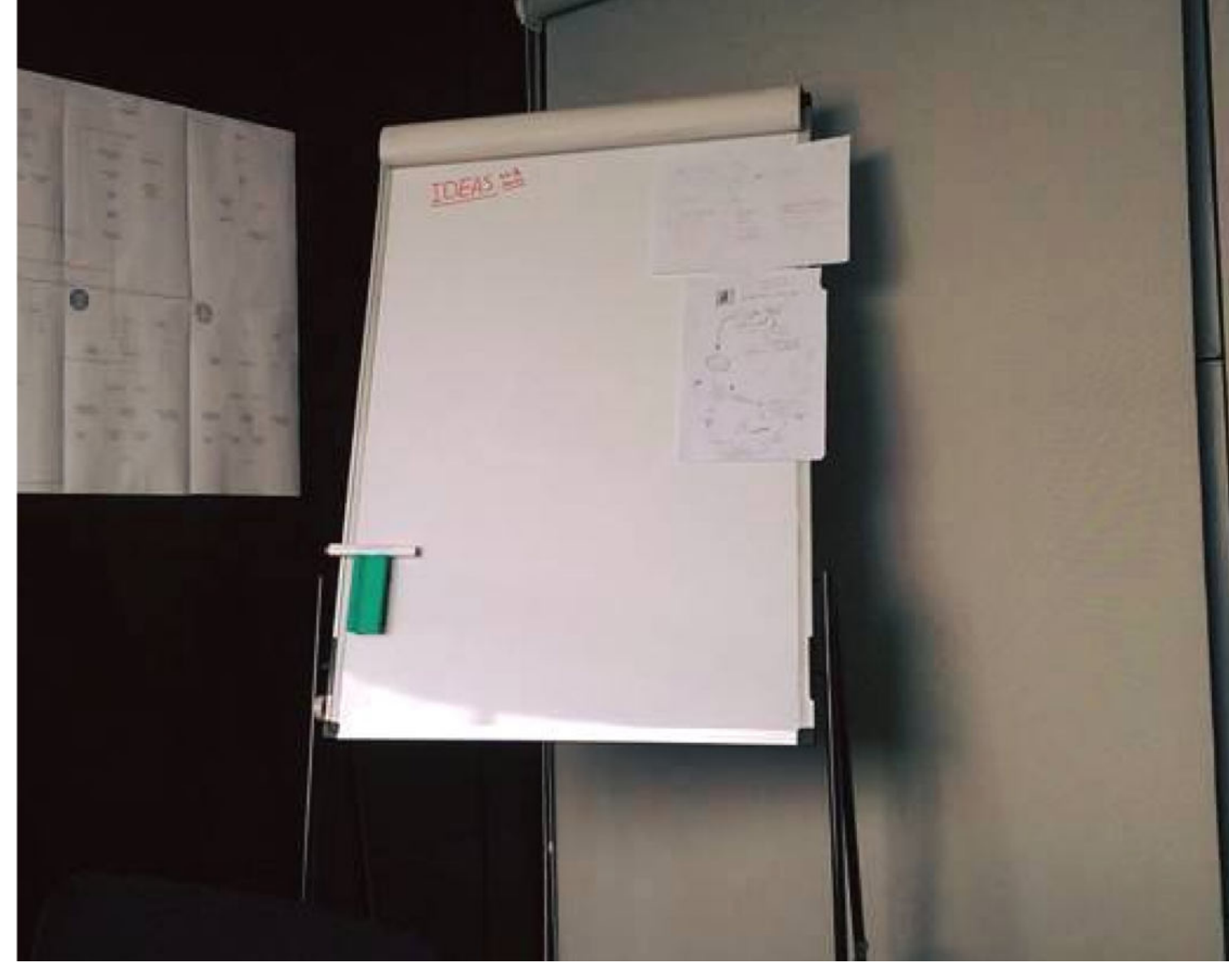


Value proposition recommendation



A document contains a list of benefits for the usage of the platform for each user role

Began with business discovery and full UX research and ended up with fully UI Design and a unique presentation. These activities allowed the business owner to grasp the project and adding a new value proposition that converted into a business value and trust



One of the obstacles I faced is the design culture inside the organization, therefore it was important to clarify the importance of being human-centered and apply this approach in everything we do. Also, show tangible deliverables for the business owners so that it helps me encourage them to invest more in their user experience design.

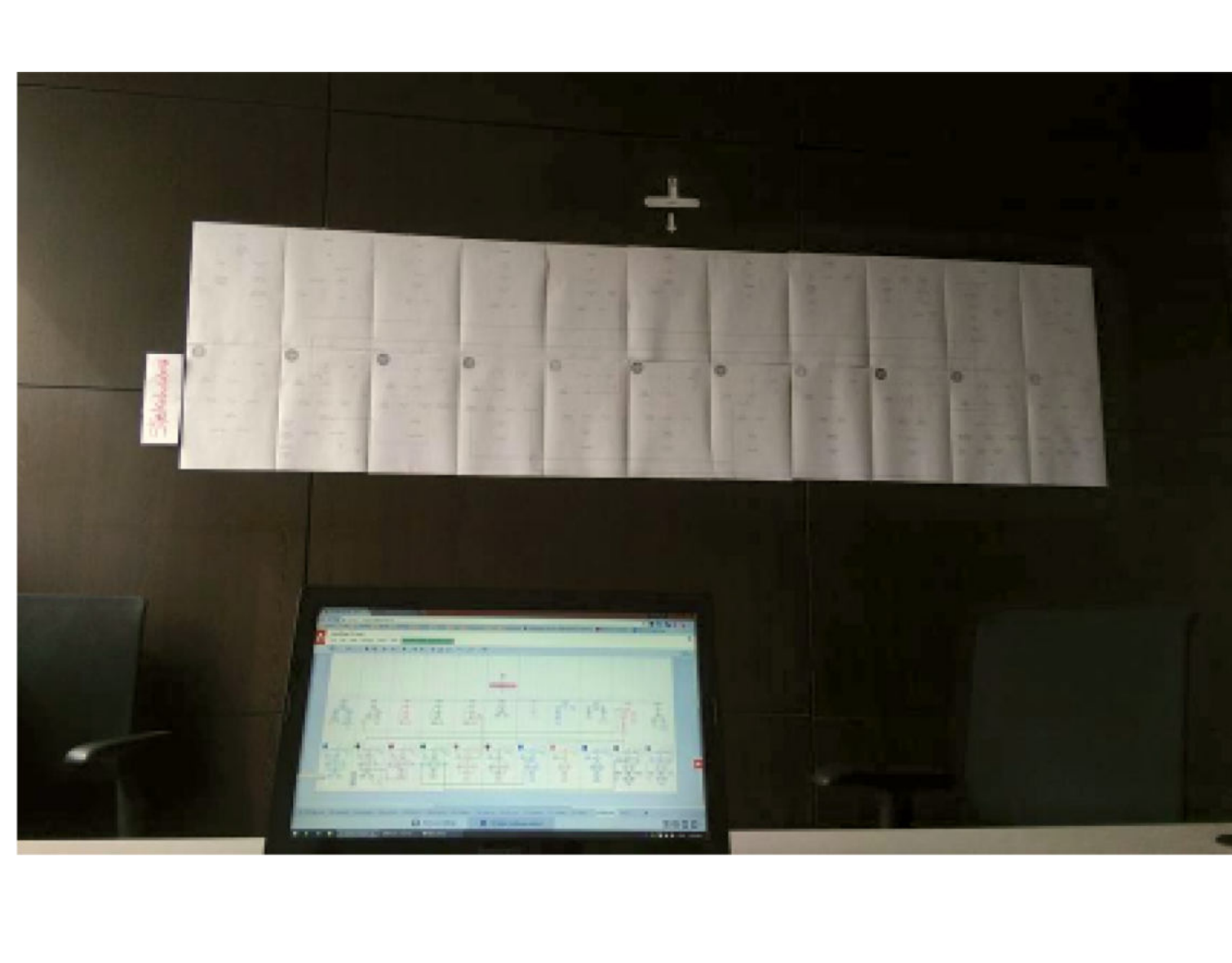
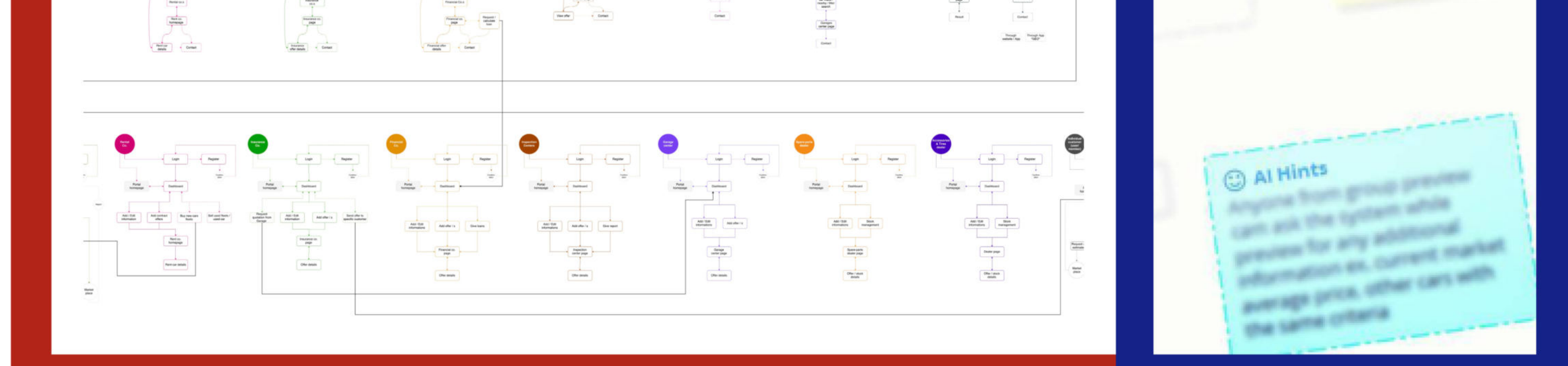
At the beginning of the project, I embarked on a series of workshops to understand the main idea and the deliverables that should be presented. Then I established a design strategy and a comprehensive process that enabled built a creative confidence to go ahead with the project with a clear, consistent pattern.

There are numerous user roles in the project. Each has its own characteristics and work. They can all work together and merge into one complete in the meanwhile. Moreover, the side of the Gov.

Because the project has many stakeholder groups, part of the challenge was making sure everyone had a chance to communicate their goals for the platform

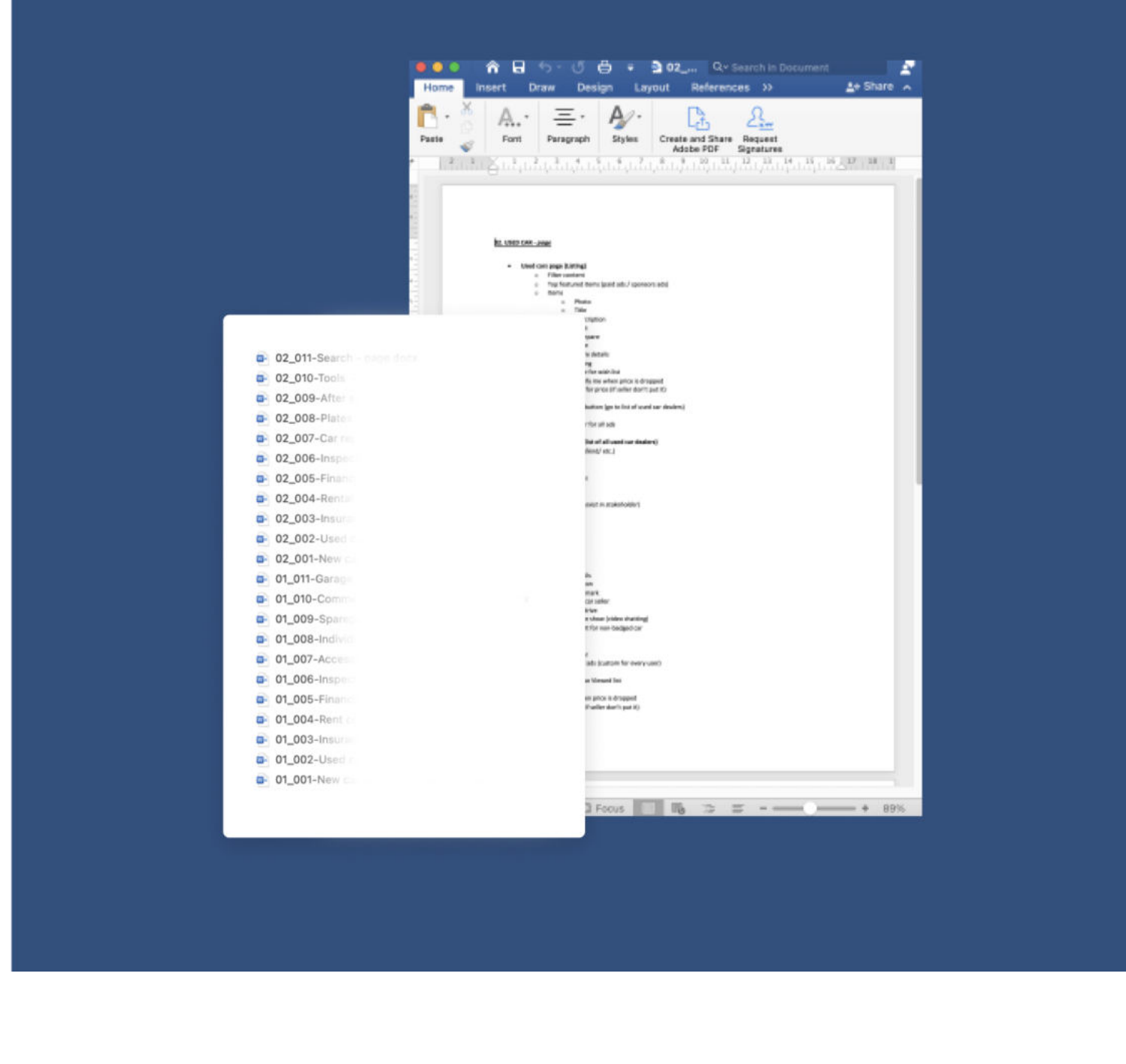


After understanding the nature of the users, I worked on user journeys for each user persona and linked each one to the whole one to get a comprehensive conception of the project.

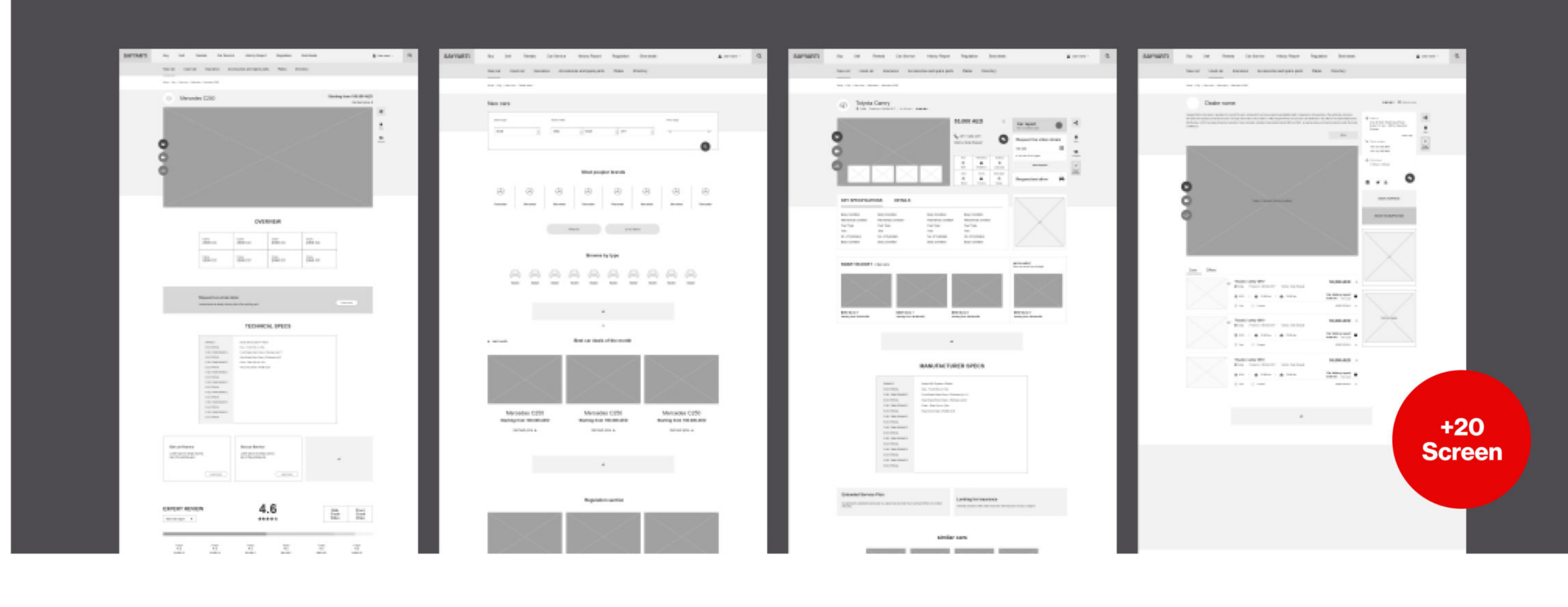


This phase enables the business owners and the other teams to have a full project picture with defined journeys for each user role.

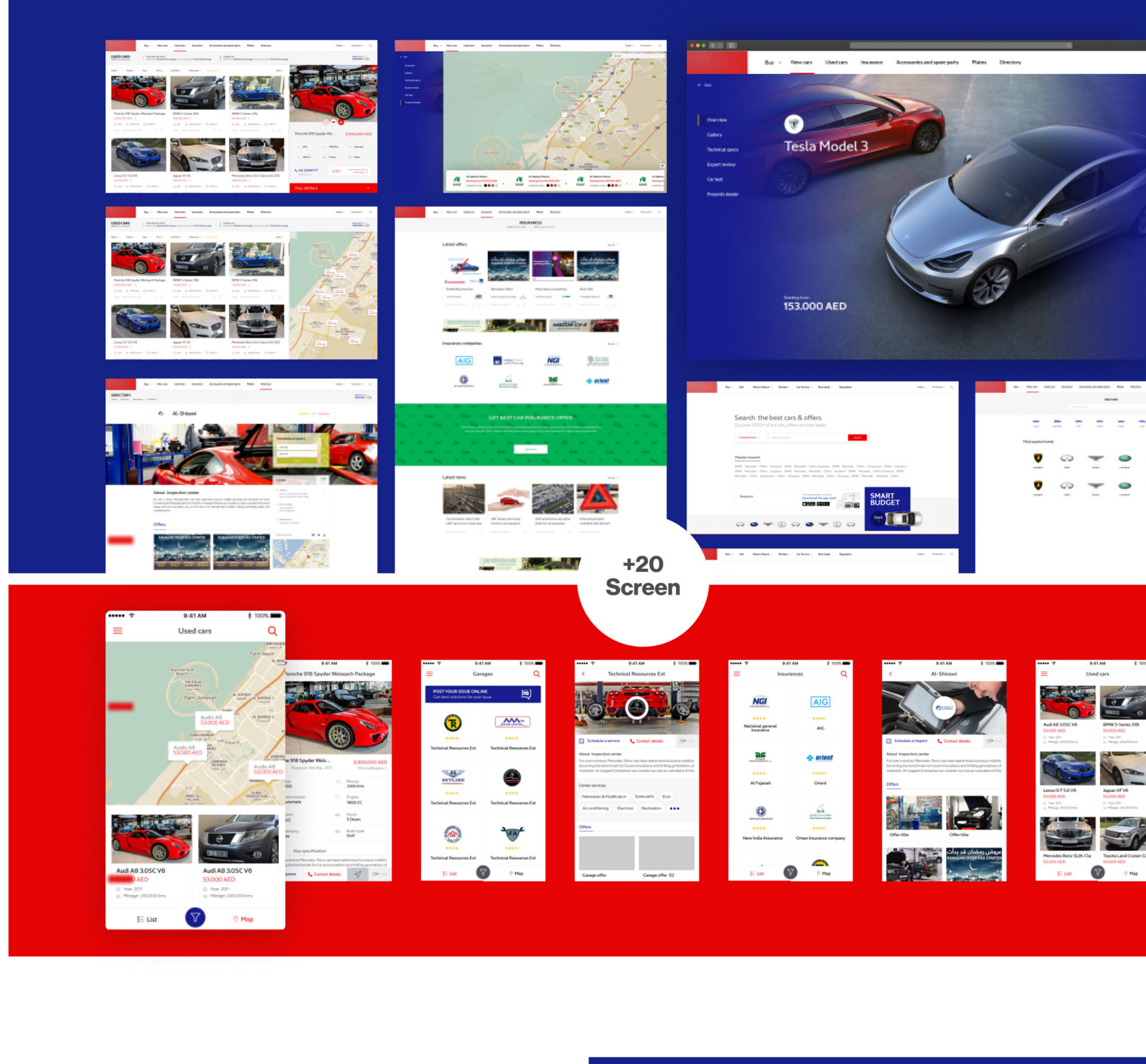
Build a clickable interactive architecture for each project touchpoint and combine all the components, including an IA document for further data structure and displays for each main project page



Wireframes have designed and tested for most of the major pages before the final designs are carried out



Designed a complete UI Design for all the modules and also designing a mobile application that allowed the user to do some fundamental activities



One of the wonderful things was the stage of the project presentation. The initial notion was through traditional slides, however I recommended making a storytelling presentation based on the core idea of the project. I produced the first drawings and provided an infographic of the projects so that the idea, design, and applications are defined at the same time.

