



UI/UX

Portfolio.



Eftakhar Mahmud Shikat
UI/UX Designer

I enjoy problem-solving on User-Experience issues, then applying the results to the User-Interface creation process

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- shikatmahmud@gmail.com
- Eftakhar Mahmud Shikat

Education

- B.Tech (Computer Engineering)**
RK University
2020-2024
- Higher Secondary (Computer - Vocational)**
Begumganj Technical School & College
2017-2019
- Secondary (Computer - Vocational)**
Begumganj Technical School & College
2015-2017

Tools



Skills

- UX Research
- User Experience
- User Interface
- Prototyping
- Teamwork
- Problem solving
- Time management

Languages

- English
- Bengali
- Hindi
- Urdu


Featured Projects

Selected Works | 2021 - 2023

1

ANSOPEDIA
Learn Something The Hard Way

Ansopedia is the largest collection of all types of quizzes covering almost every category from education to daily affairs.



2

BlossomCart

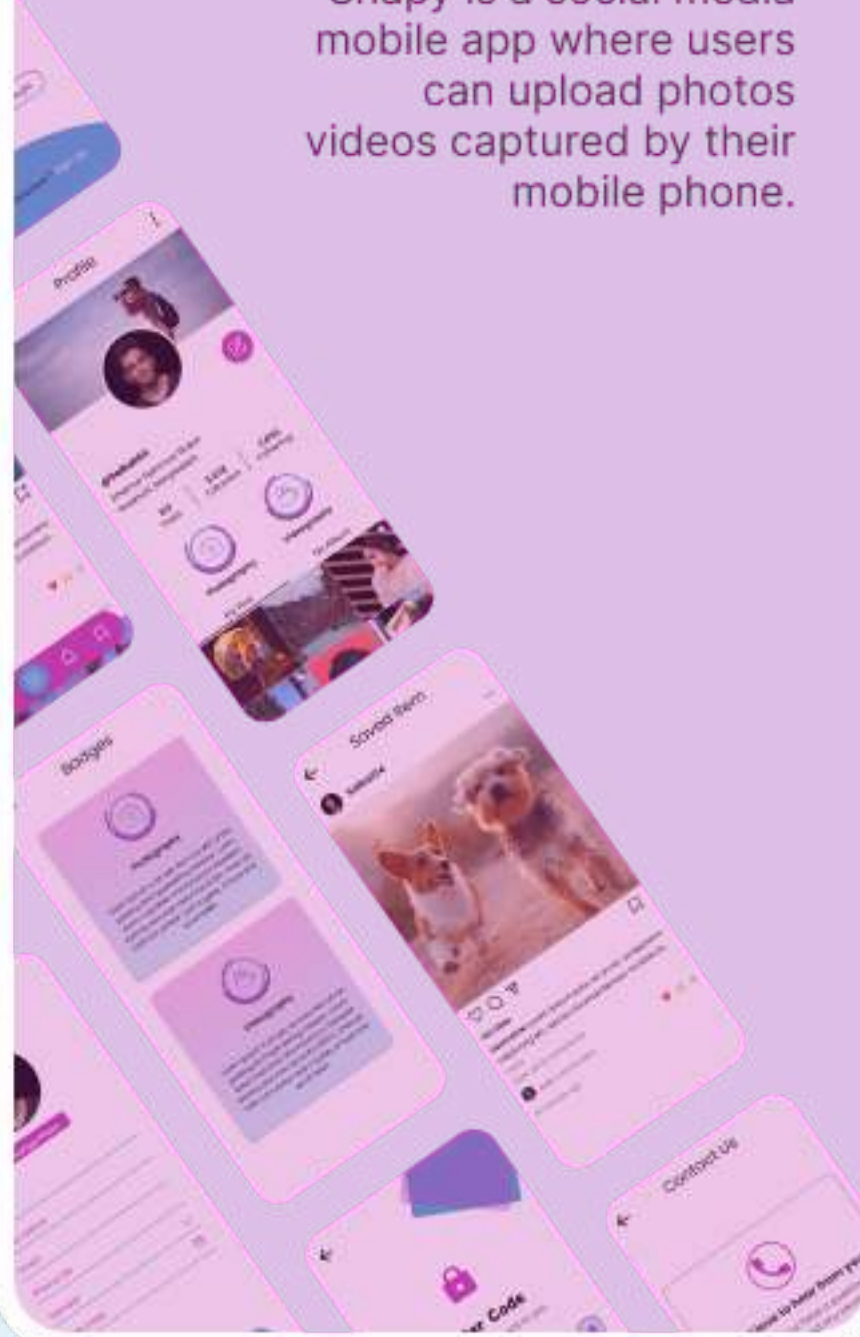
BlossomCart is an online flower selling website where customers can buy flowers and get delivered to their doorstep.



3

Snapy


Snapy is a social media mobile app where users can upload photos videos captured by their mobile phone.



4

MEETUP

A online platform where user can meet or book an appointment to whom ever they want to meet. They can schedule their meeting and get the confirmation on their mail.





A Quiz App

UI/UX CASE STUDY

Created by
Eftakhar Mahmud Shikat



DESIGN SYSTEM

UI Styleguide

Colors



#FF6A17



#005792



#94BBEB



#95ACC8



#323232



#727272



#999999



#DCDCDC



#F5F5F5

Icons



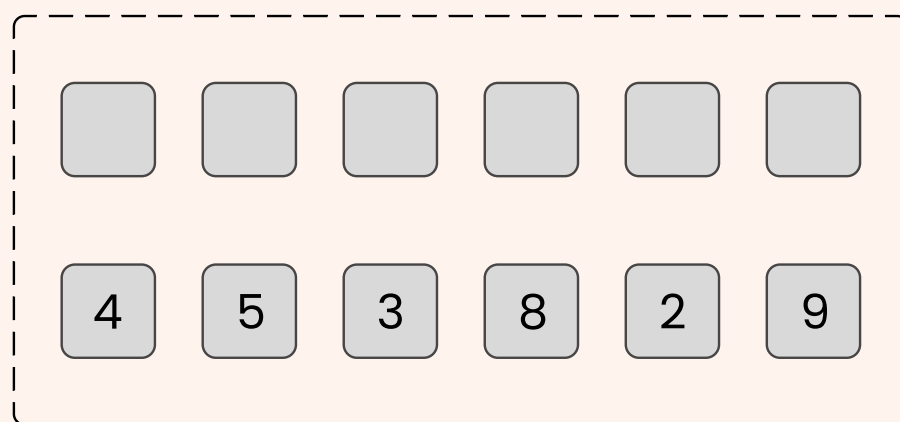
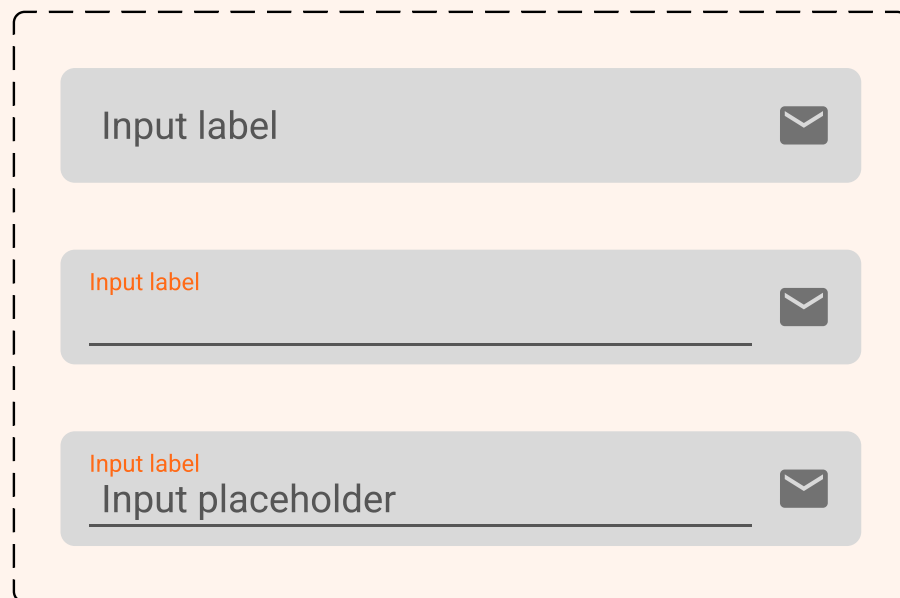
Typography

Poppins

Category	Size	Type Weight	Line Height
Heading 1	30	Bold	44
Heading 2	28	Bold	36
Heading 3	18	Bold	30
Text - large (bold)	16	Bold	24
Text - large (medium)	16	Medium	24
Text - large (Regular)	16	Regular	24
Text - Medium (bold)	14	Bold	20
Text - Medium (medium)	14	Medium	20
Text - Medium (Regular)	14	Regular	20
Text - Small (bold)	12	Bold	16
Text - Small (medium)	12	Medium	16
Text - Small (Regular)	12	Regular	16

UI Elements

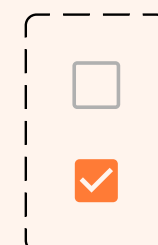
Input Fields



Slider



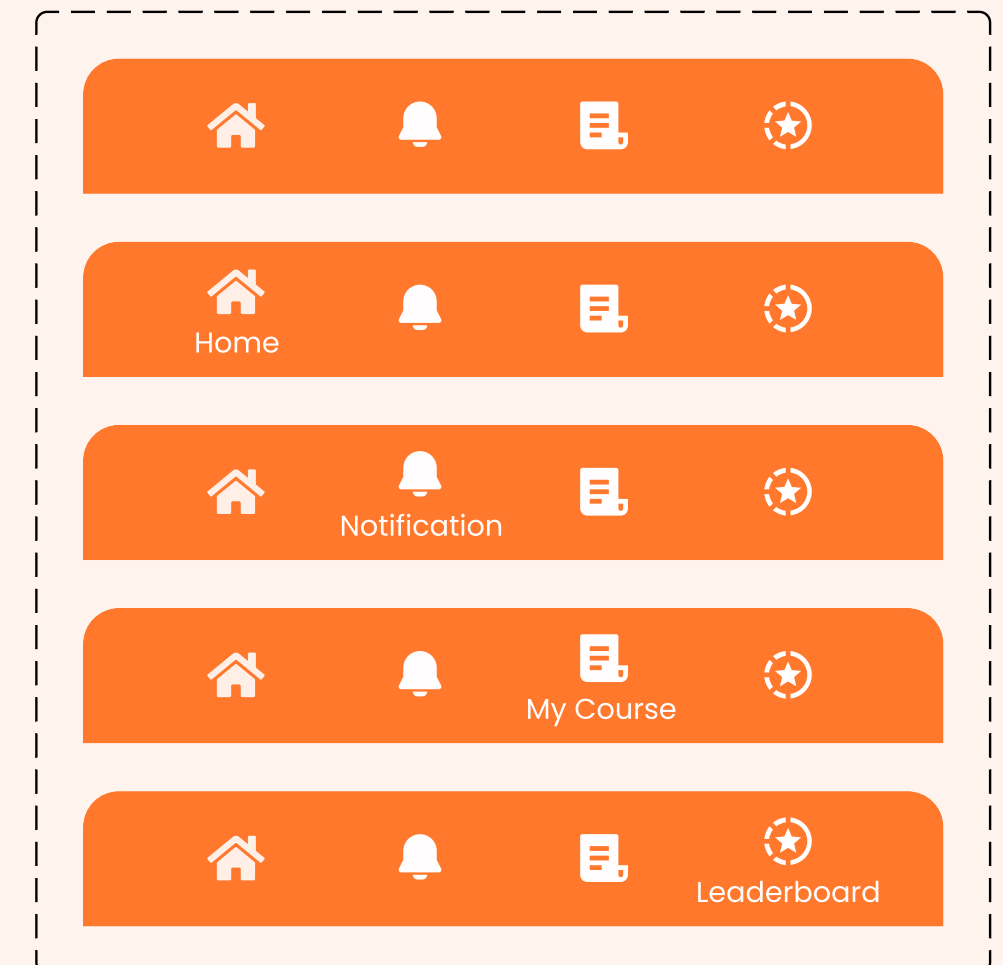
Checkbox



Buttons



Navigation



PROJECT OVERVIEW

Project Overview



The product:

Ansopedia is an engaging quiz app designed to empower students by offering a diverse range of courses, rewarding their knowledge with coins, and fostering healthy competition through rankings. Created to make learning fun, interactive, and rewarding for all.



Project duration:

December 2022 to March 2023.

Project Overview



The problem:

Learning problem and lack of resources.



The goal:

Ansopedia solves the problem of making learning engaging and rewarding for students by providing interactive quizzes, course options, and a ranking system to track progress and incentivize knowledge acquisition.

Project Overview



My role:

- UX researcher
- UI designer
- UX designer



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

UNDERSTANDING THE USER

- User research
- Problem statement
- Personas
- User journey maps

User Research: Summery



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A user was facing problem to get resources to study. This user group confirmed initial assumptions about Ansopedia, they informed that they were searching for a good application which will inspire them in their study and another thing is the lake of resources. They are unable to gather more resources about their courses.

User Research: Pain Points

1

Limited Course Selection

Users may lose interest if the app offers a limited number of courses or if the content is not updated regularly. It's essential to have a diverse range of engaging and relevant quizzes to keep users engaged.

2

Difficulty Balance

Quizzes that are too easy or too difficult can frustrate users. Striking the right balance and providing adaptive difficulty levels can help maintain user interest and motivation.

3

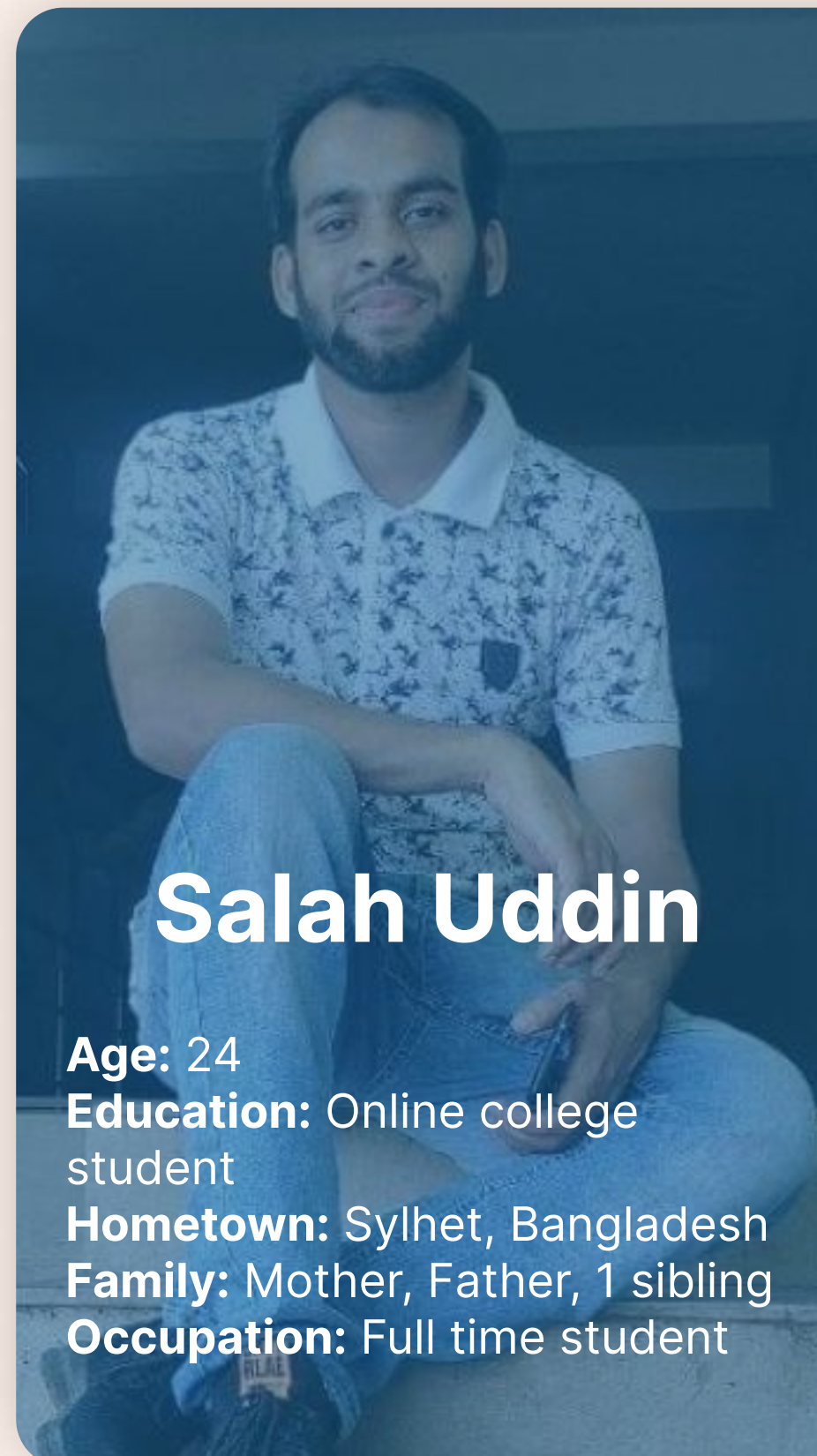
Unintuitive User Interface

If the app's interface is confusing, cluttered, or lacks clear navigation, users may struggle to find the quizzes they want or understand how to use the app effectively.

Persona: Salah Uddin

Problem statement:

Salah is good in English but sometimes he is facing difficulties whenever anyone speaking quickly in English. He can't get them properly.



"I can read English well, but sometimes encounters difficulties at restaurants or while out running errands, where shopkeepers tend to speak very quickly and limited translation options are available."

Goals

- To develop english speaking skill
- Learning about neighborhood
- To join a sport club
- Managing time effectively

Frustrations

- Difficulty communicating with shopkeepers who speak too quickly
- Limited translation option available
- Having to look after younger sibling

I enrolled in online college classes and is also taking classes at a night school for learning English. I can read English well, but sometimes encounters difficulties at restaurants or while out running errands, where shopkeepers tend to speak very quickly and limited translation options are available. I am passionate about sports and the outdoors, and want to explore what his neighborhood has to offer.

User Journey Map

Mapping Salah Uddin's user journey revealed how helpful it would be for users to have access to a dedicated Ansopedia app.

Persona: Salah

Goal: Find a good application for taking a course in English

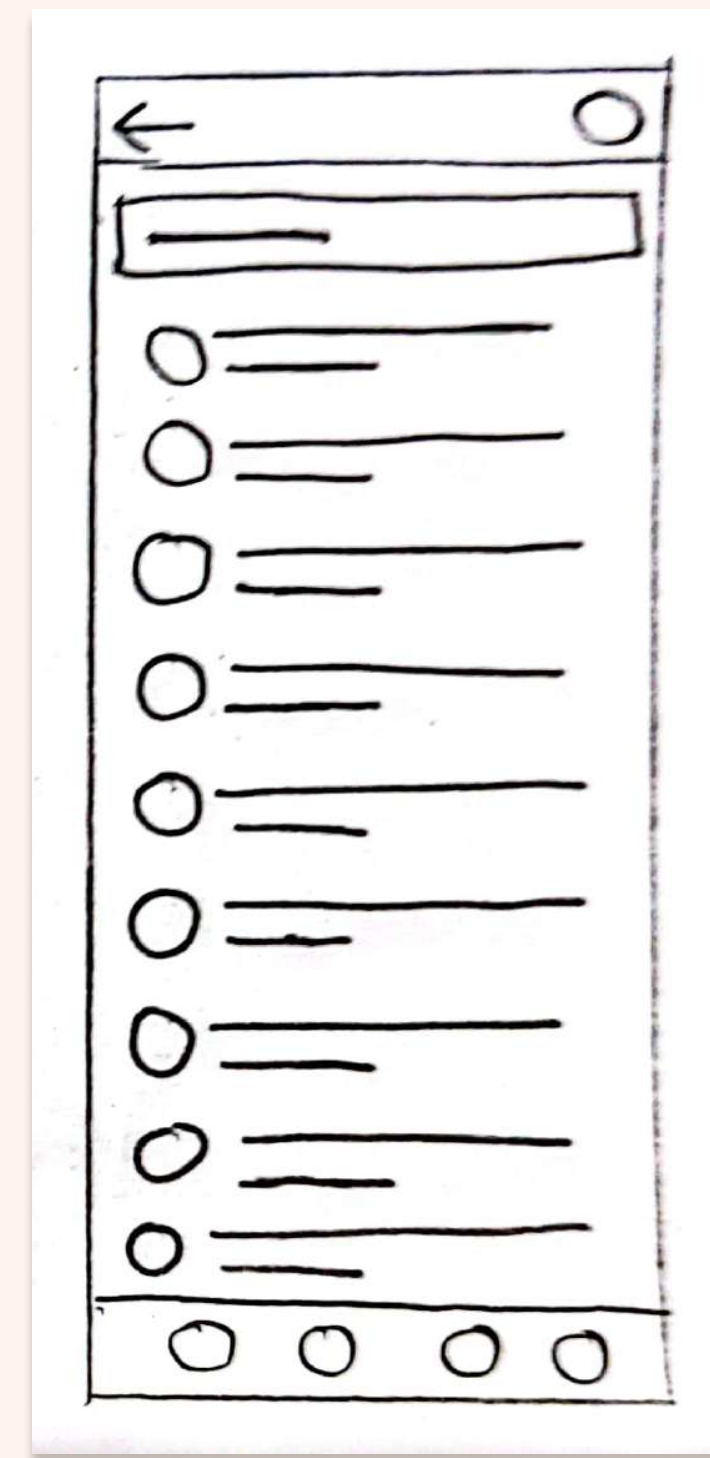
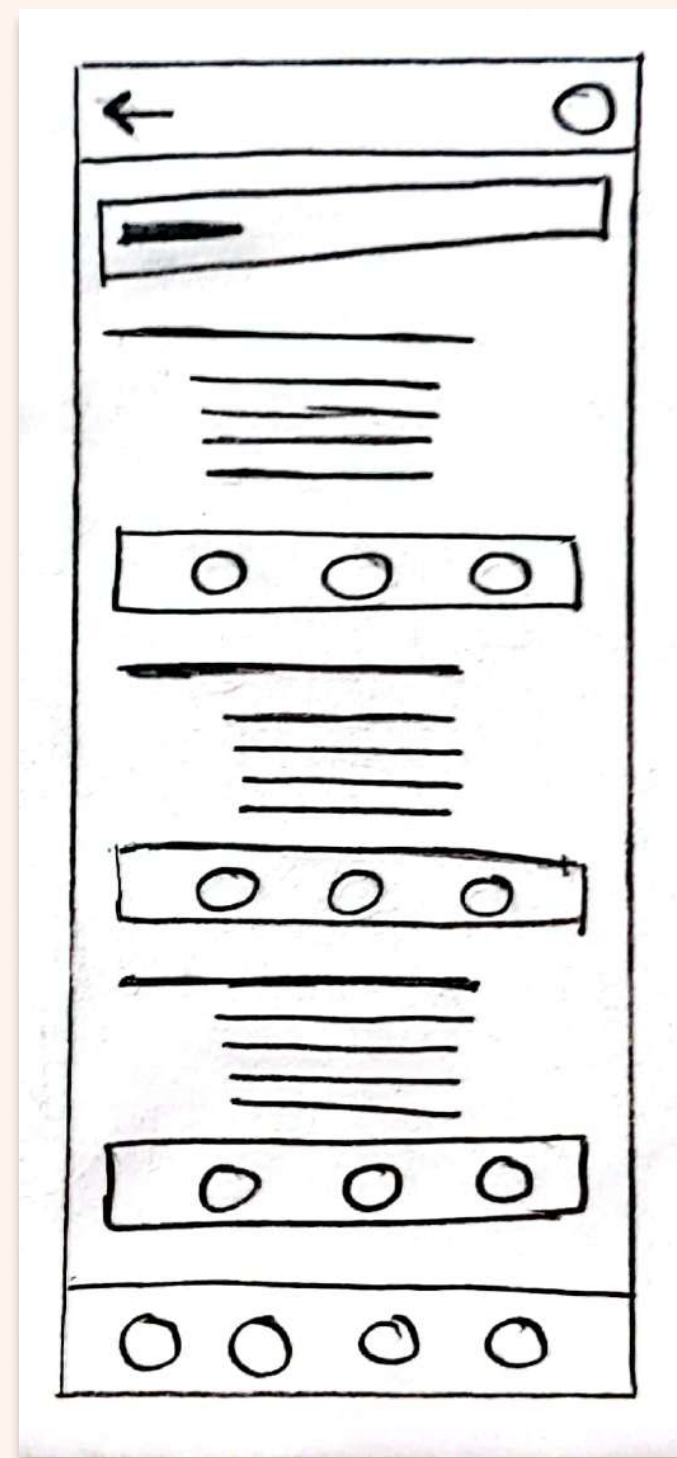
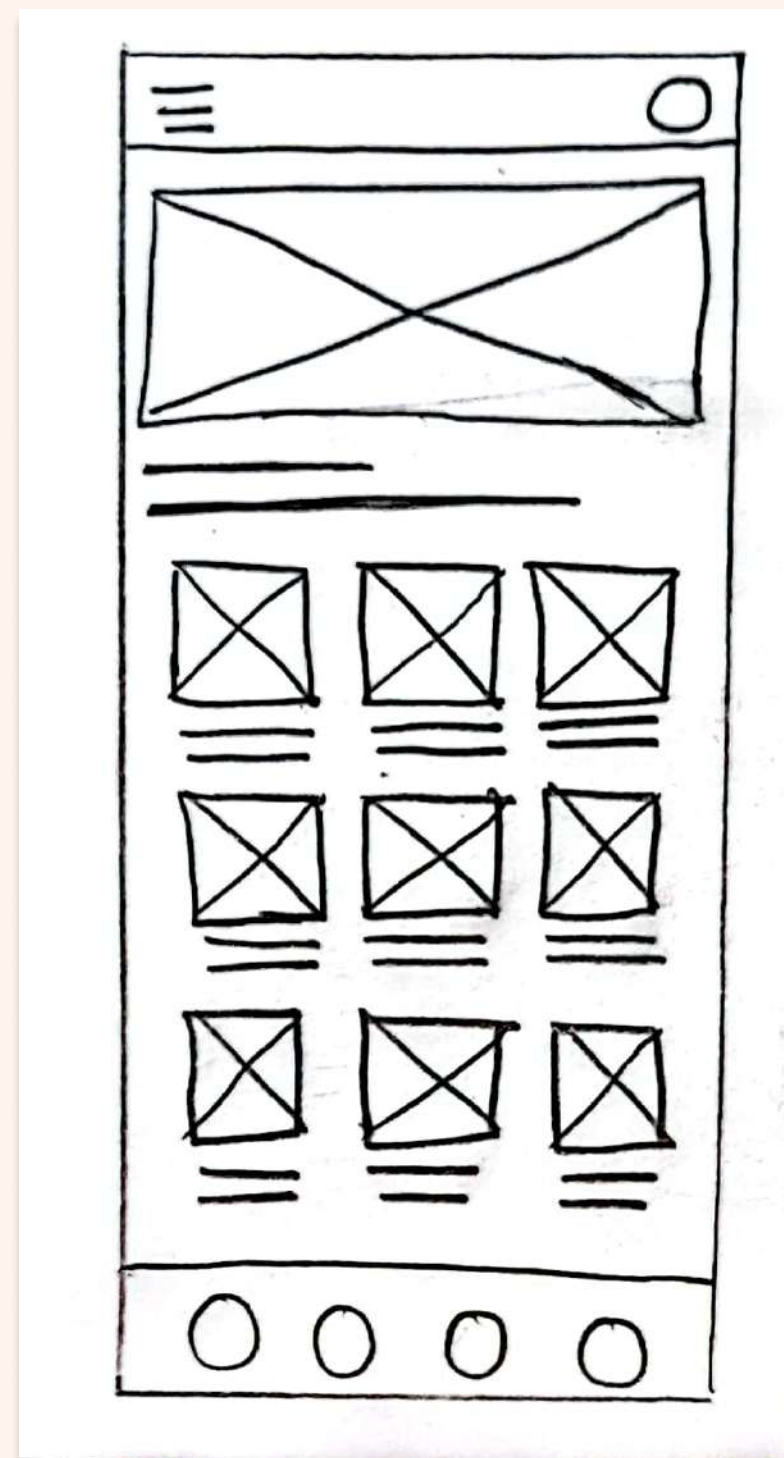
ACTION	Select application	Find a course	Enroll in the course	Take a quiz	Get rank
TASK LIST	Tasks A. Find Appstore B. Explore the related applications C. Select an app	Tasks A. Find the category of your course B. Get related courses	Tasks A. Find the best course B. Get enrolled	Tasks A. Study all materials in your course B. Select Take quiz option	Tasks A. Submit the quiz B. Get rank based on your score
FEELING ADJECTIVE	Overwhelmed by number of app options Excited to find an app that he like	Excited to get so many courses	Satisfied to get the specific course	Nervousness in taking the quiz	Happy to get the points Glad about the rank
IMPROVEMENT OPPORTUNITIES	Better wayfinding	Better wayfinding Get suggestions	Easily selection	Better wayfinding	Phone vibrates to inform user when they achive coins

STARTING THE DESIGN

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



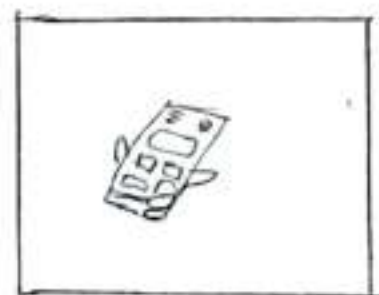
UX Design Storyboard

UX Design Storyboard

Scenario: Use the Ansopedia App to easily get study materials and crack exams - big picture



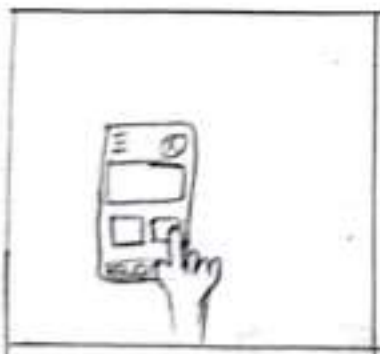
Sanjay frustrated with
in the website.



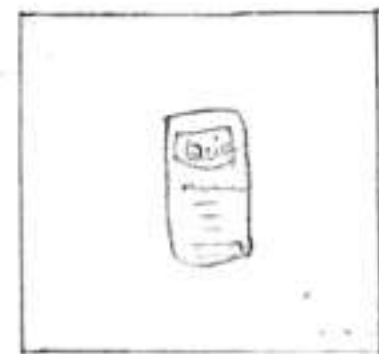
Sanjay download's
the Ansopedia App



He is happy that
the app is reader friendly



Sanjay choose a
course to study



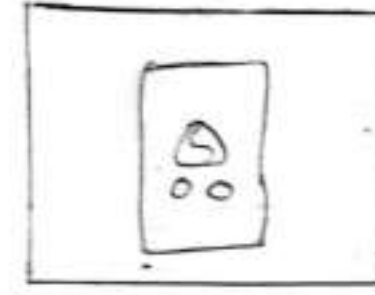
Sanjay crack
the Quiz



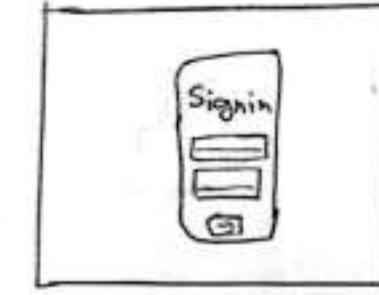
Now Sanjay is
to study easily.

UX Design Storyboard

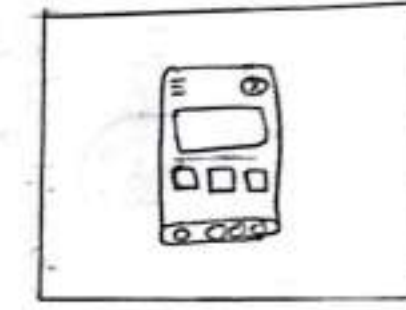
Scenario: Use the Ansopedia App to easily get study materials and crack exams - close up



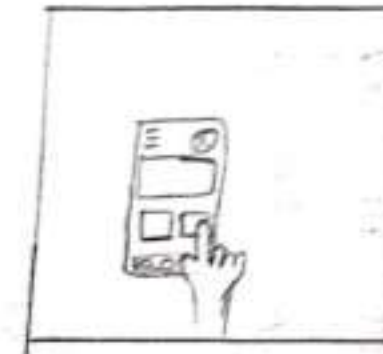
Sanjay open's
the app



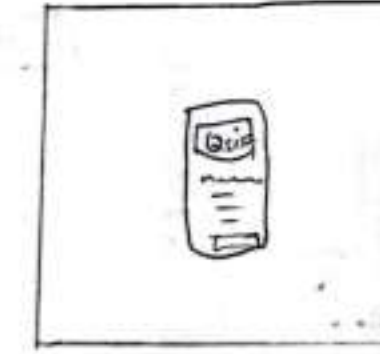
sanjay loged in
to the app



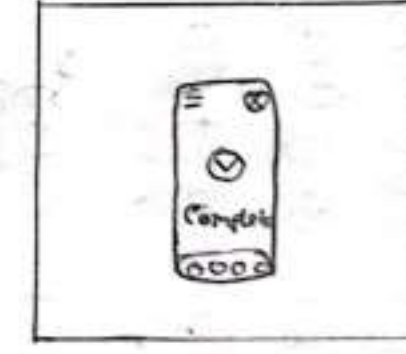
Sanjay is
welcomed



Sanjay choose a
course as per his need



Sanjay taken a
quiz of the subject

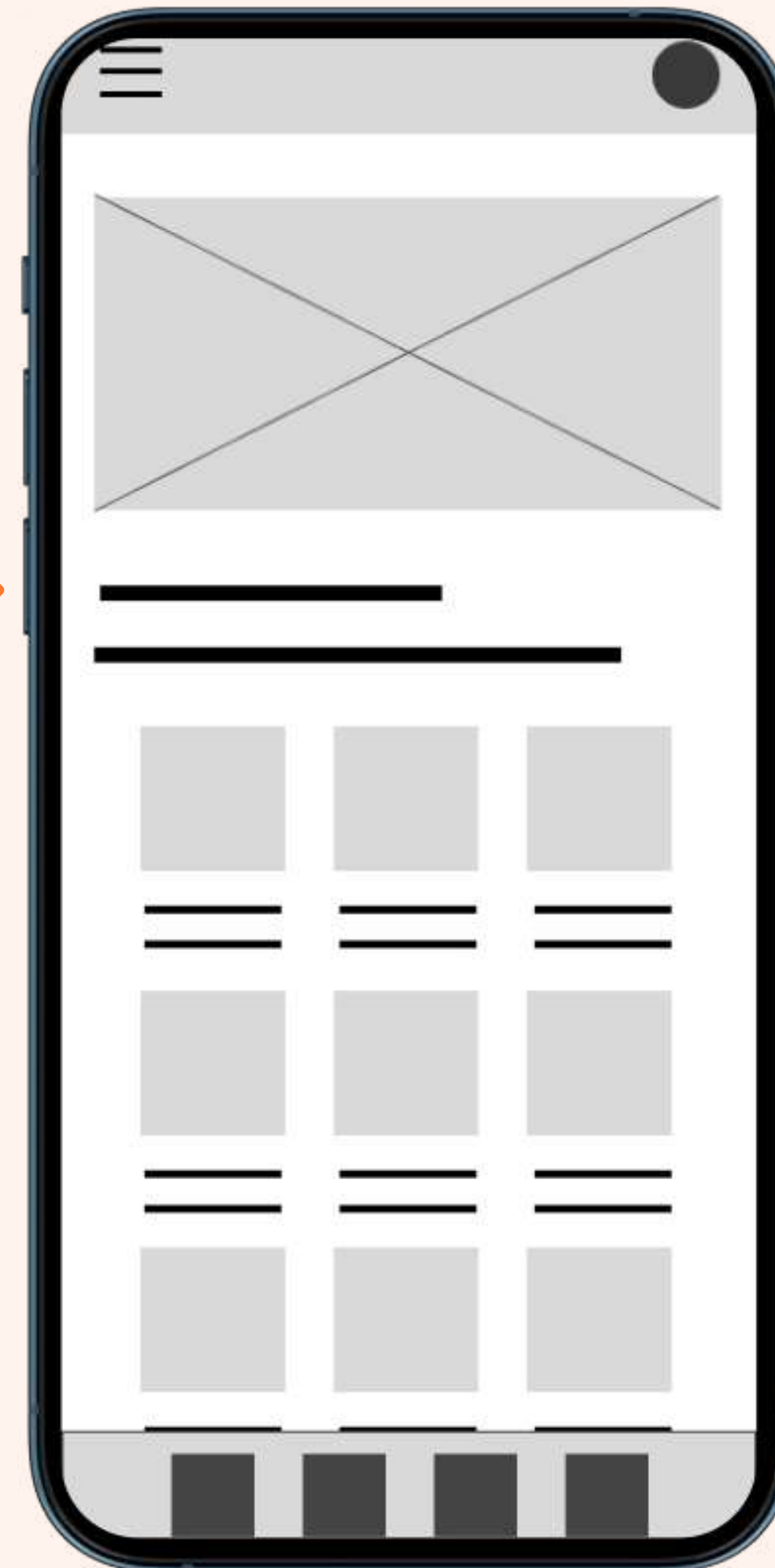


Sanjay completed
the course with the quiz

Digital Wireframes

The easy design of a screen will increase the user experience and users can interact with that easily.

This is the category bar. Here users can find different category or field to study



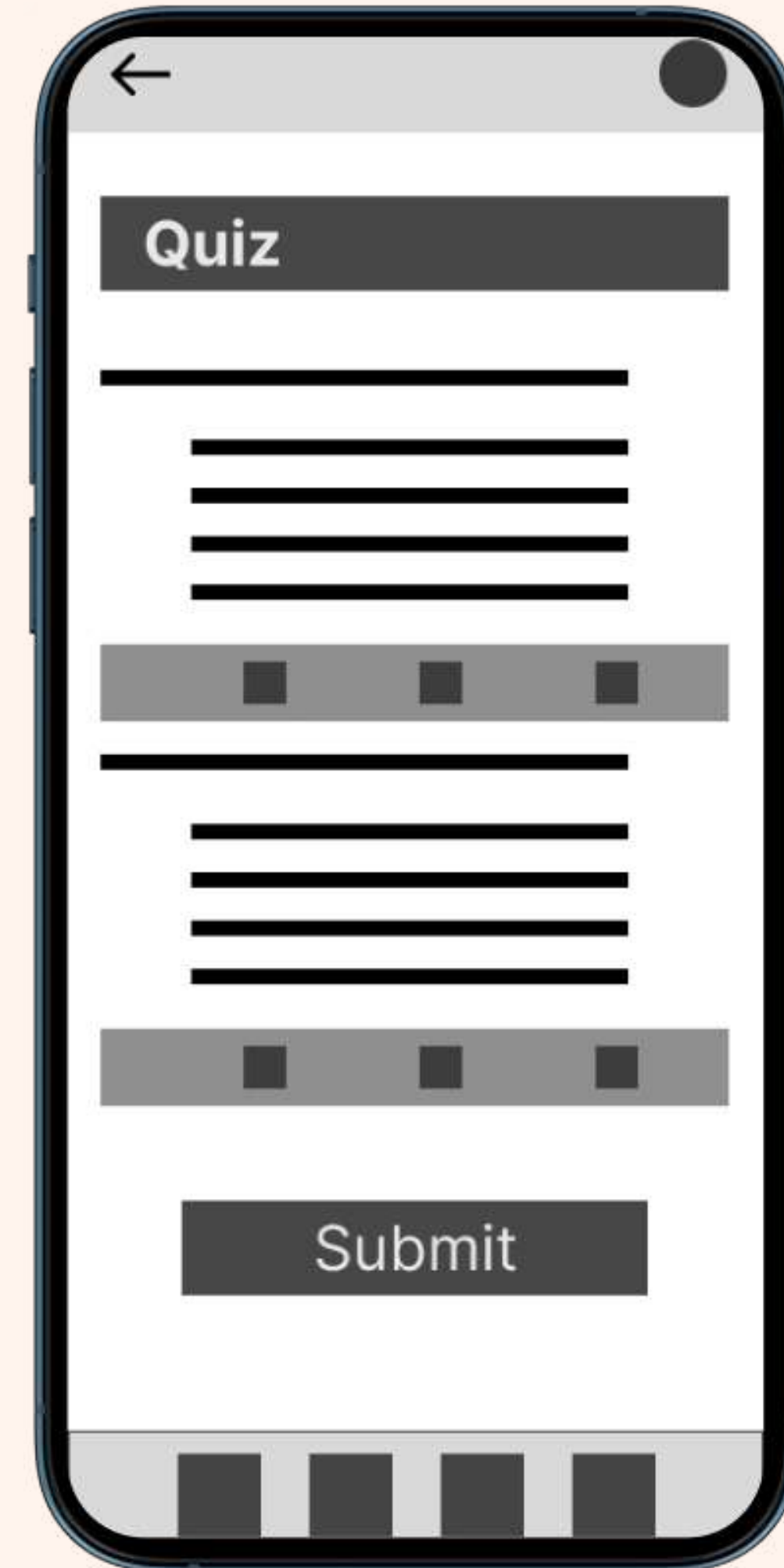
Here are the courses. From here users can enroll in a course easily



Digital Wireframes

The easy design of a screen will increase the user experience and users can interact with that easily

After taking a quiz user will get this kind of screen. After attempting all quizzes they can submit the quiz by pressing submit button

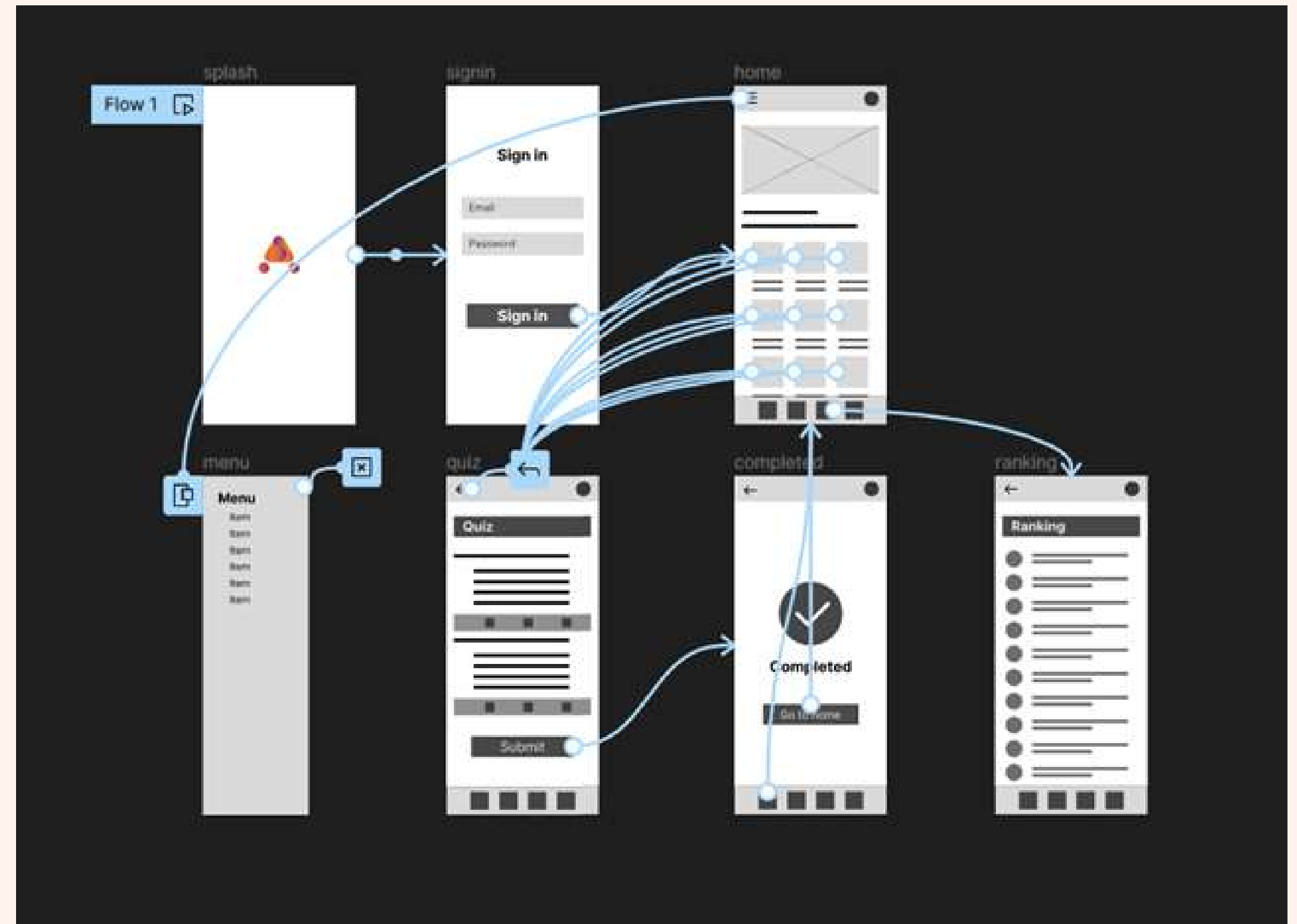


Low-Fidelity Prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was choosing and enrolling a course, so the prototype could be used in a usability study.

View the Ansopedia app

[low-fidelity prototype](#)



Usability Study: Findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to get enroll easily
- 2 Users want more customization options
- 3 Users want a weekly competition

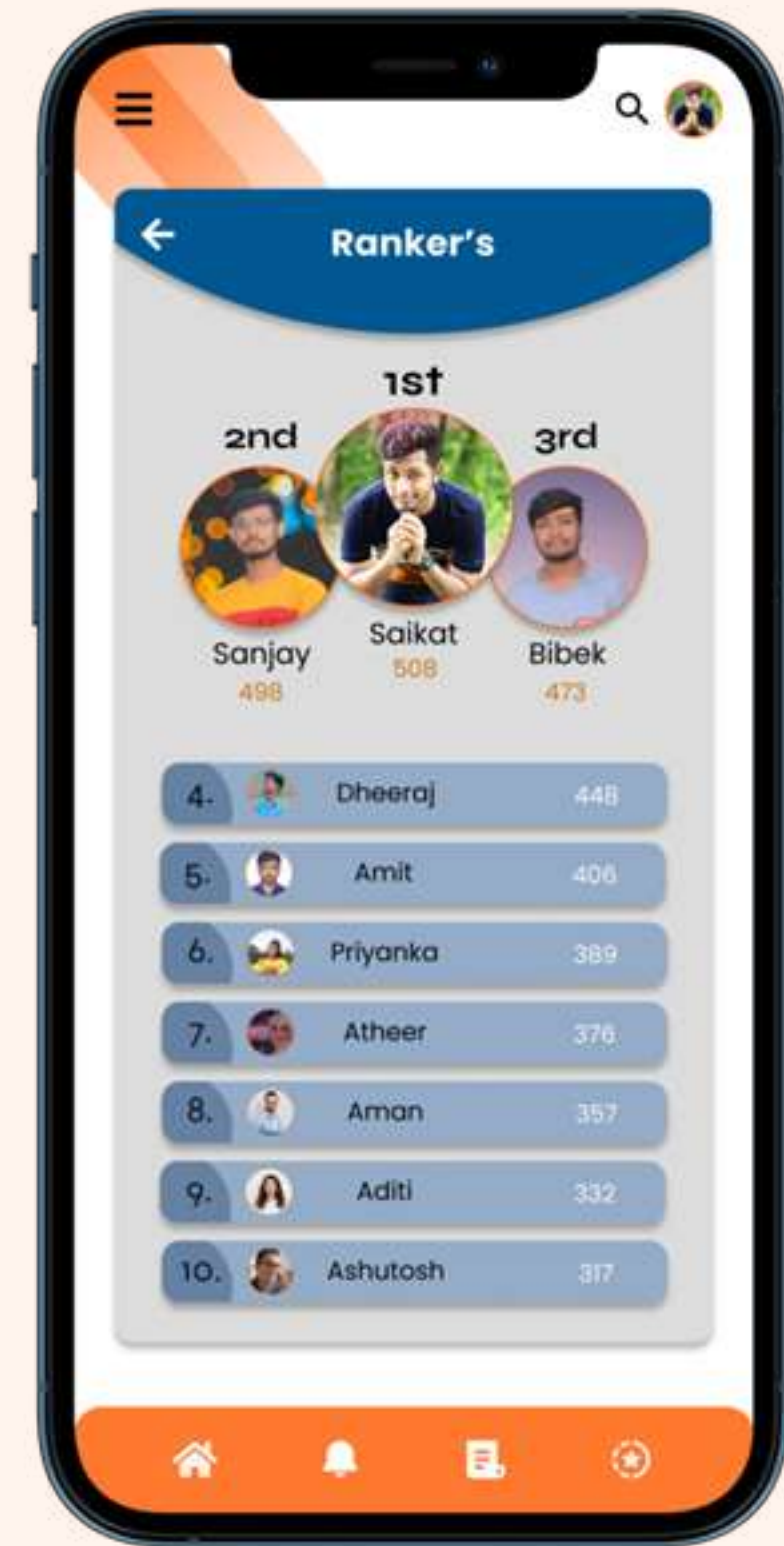
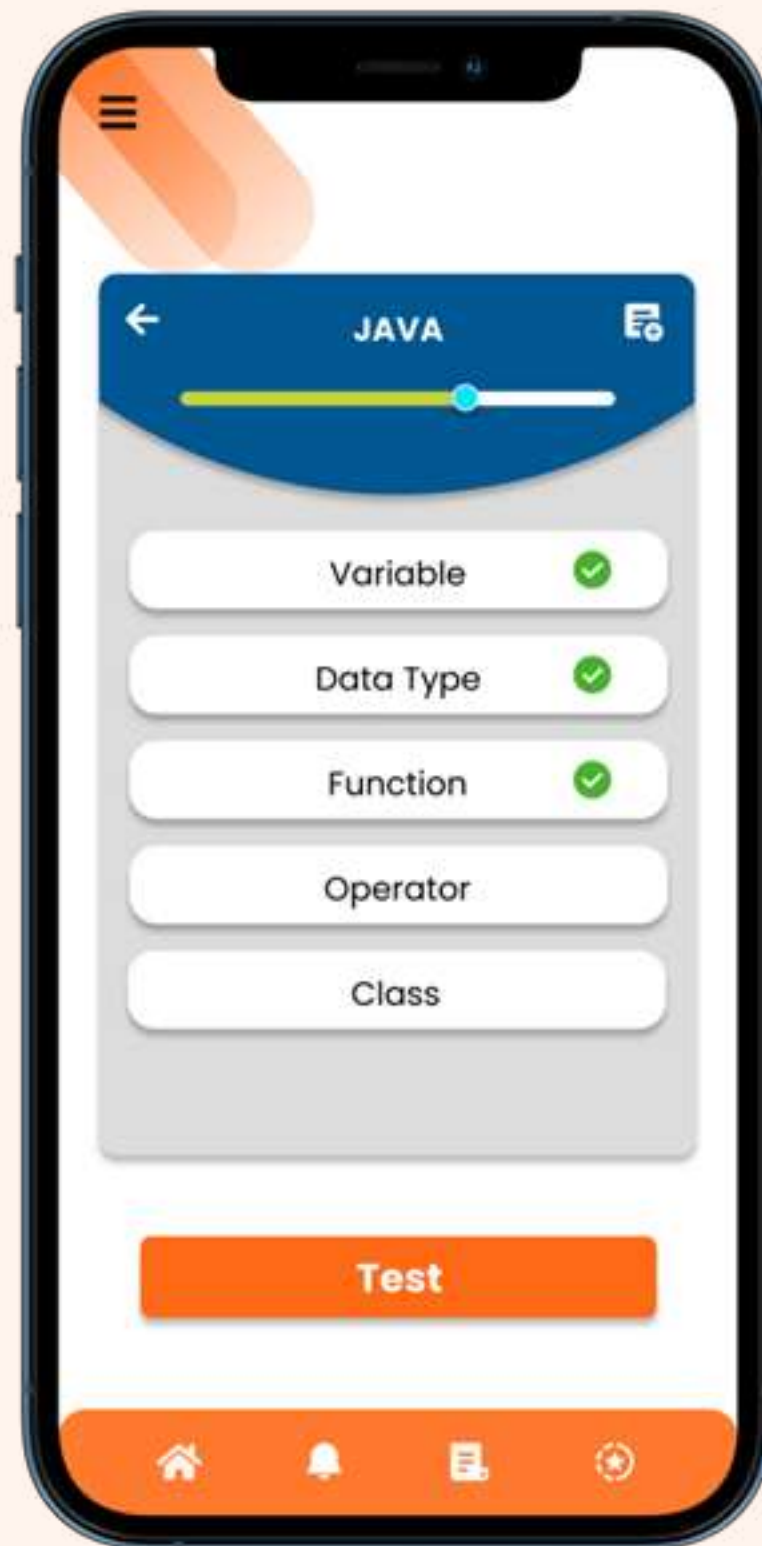
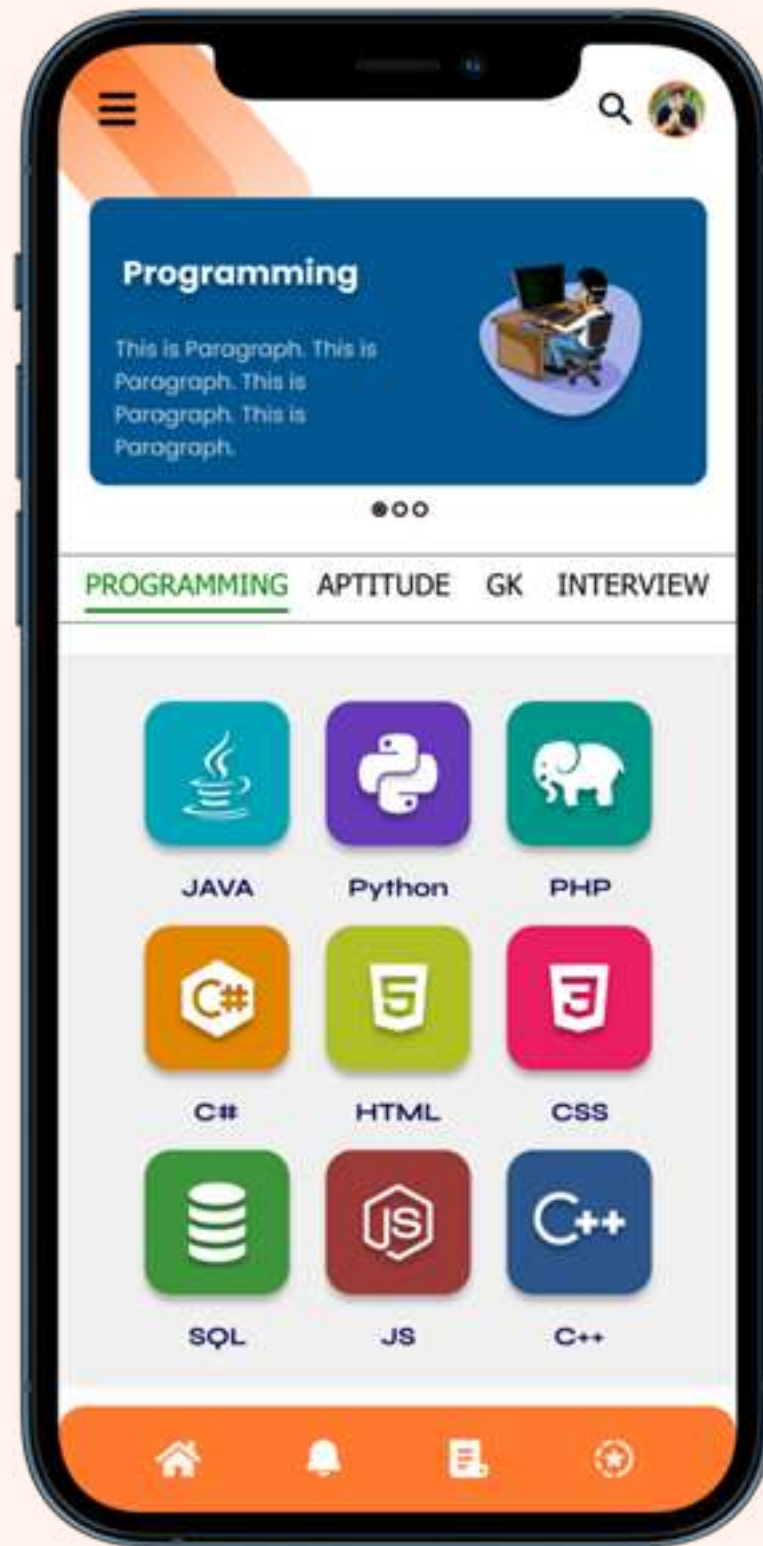
Round 2 findings

- 1 The ranking system can be in two parts
Local and Global
- 2 Badge system was little bit confusing

REFINING THE DESIGN

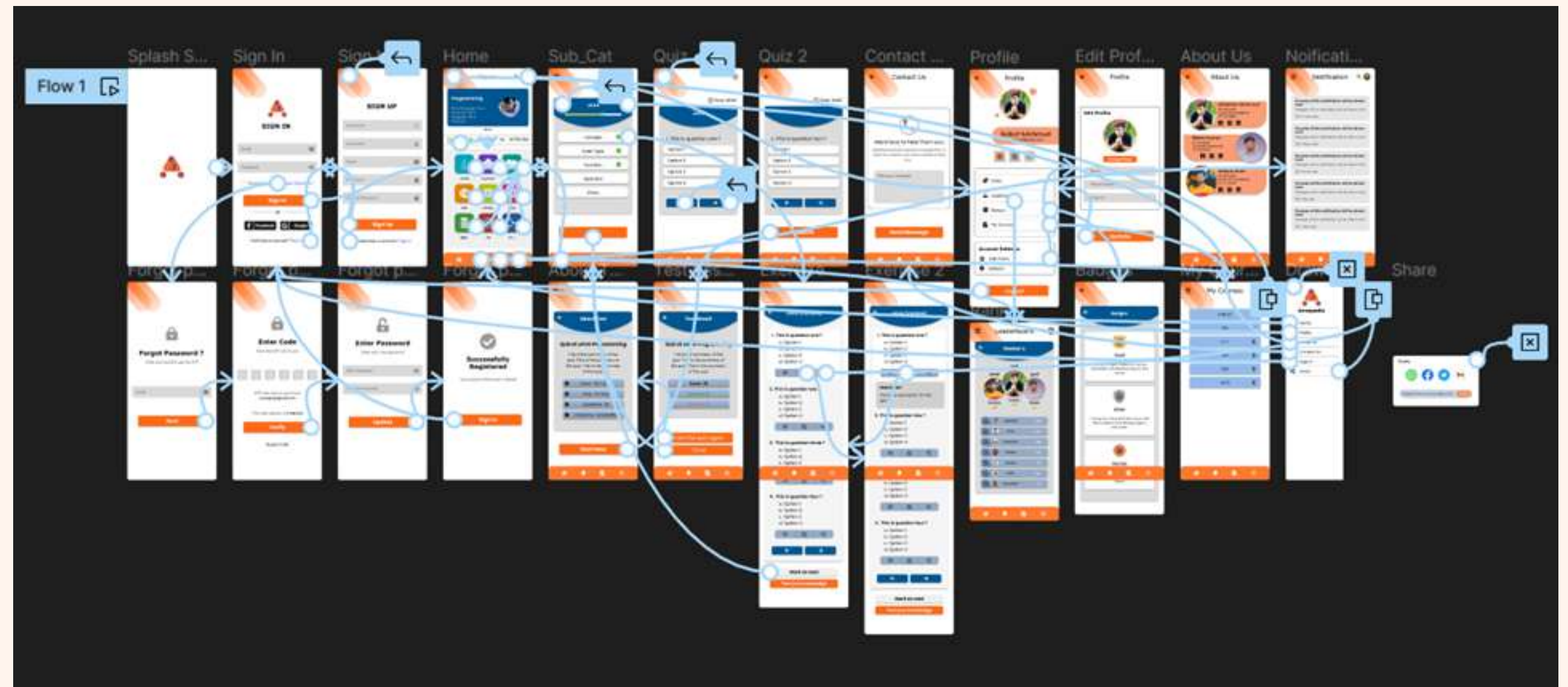
- Mockups
- High-fidelity prototype
- Accessibility

Key Mockups



High-Fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for enrolling in a course. It also shows how get study materials and attempt a quiz.



View the Ansopedia app

[high-fidelity prototype](#)

Accessibility Considerations

1

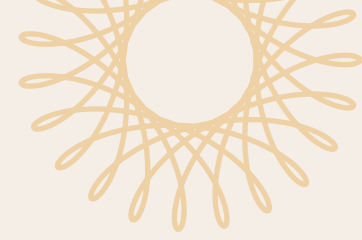
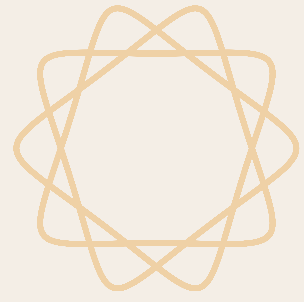
Provided Category and Sub-category to filter and find a course easily.

2

Used detailed icons based on individual courses to get find a course easily.

3

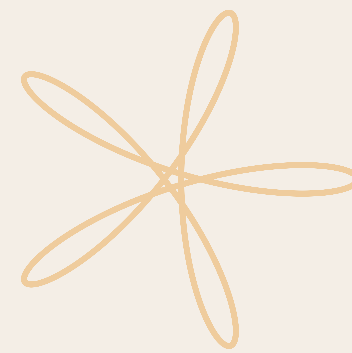
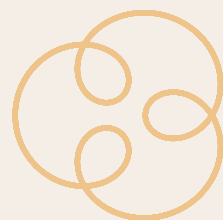
Added the Contact Us option to get help anytime.



**An Online Flower Selling
Website**

UI/UX CASE STUDY

Created by
Eftakhar Mahmud Shikat



DESIGN SYSTEM

UI Styleguide

Colors

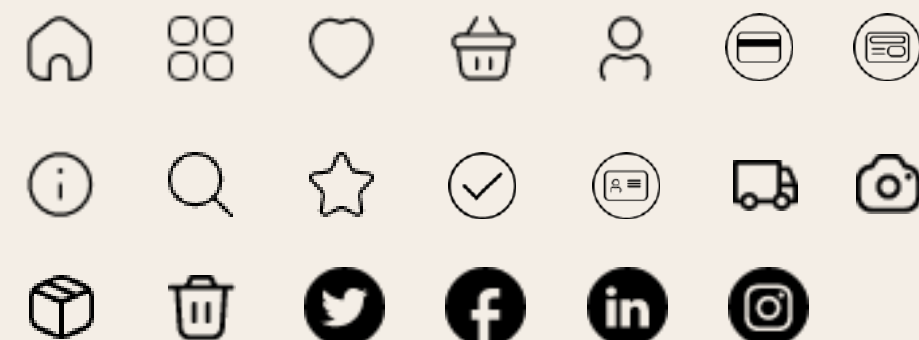


#FF6A17 #005792 #94BBEB #95ACC8 #95ACC8



#000000 #5D5D5D #FFEED1 #E6E6E6 #F5F5F5

Icons



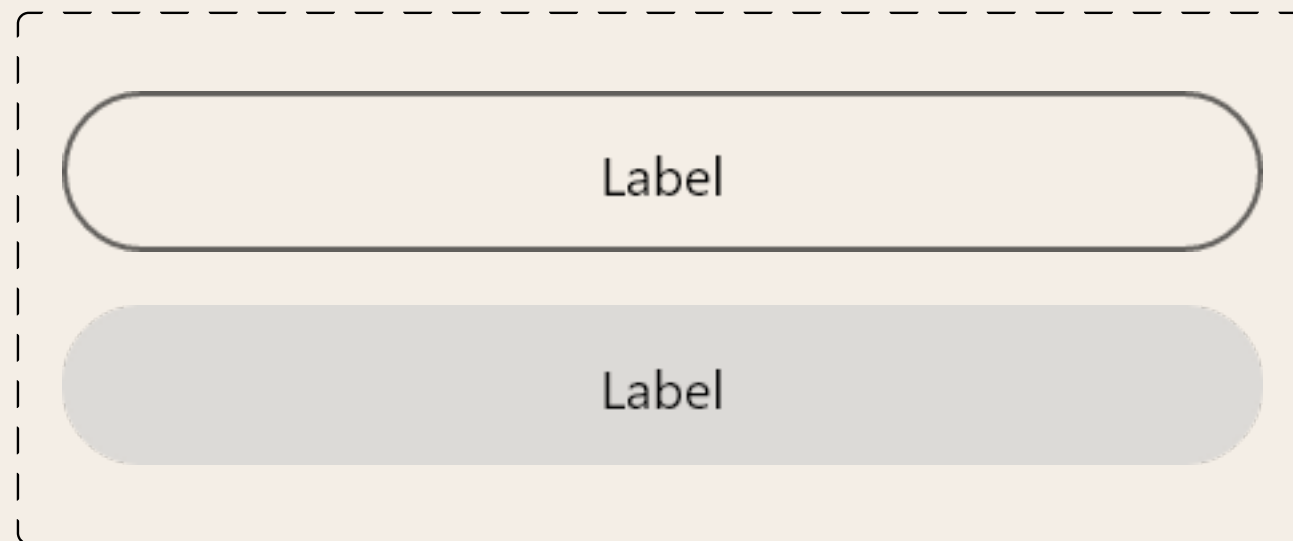
Typography

Segoe UI

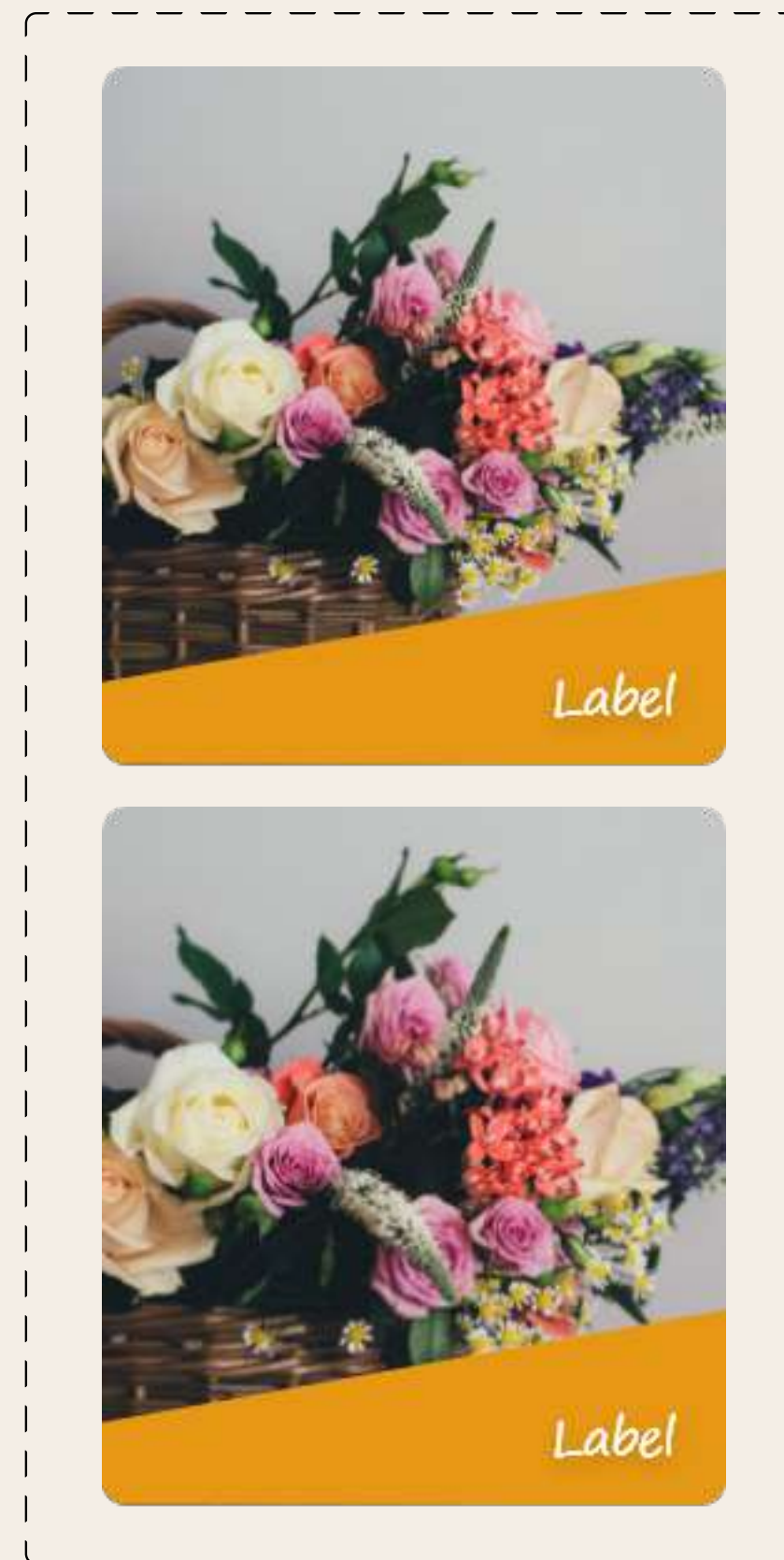
Category	Size	Type Weight	Line Height
Heading 1	30	Bold	44
Heading 2	28	Bold	36
Heading 3	18	Bold	30
Text - large (bold)	16	Bold	24
Text - large (medium)	16	Medium	24
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Text - Medium (Regular)	14	Regular	20
Text - Small (bold)	12	Bold	16
Text - Small (medium)	12	Medium	16
Text - Small (Regular)	12	Regular	16

UI Elements

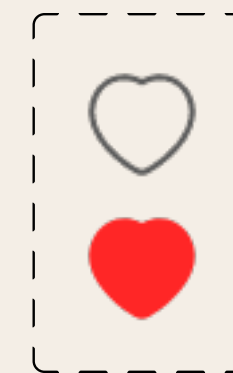
Buttons



Hover Effect



Checkbox



PROJECT OVERVIEW

Project Overview



The product:

BlossomCart's is a online flower selling website. It's where you can easily order beautiful flowers for any occasion, from birthdays to anniversaries. You can browse through a variety of stunning arrangements and have them delivered to your doorstep hassle-free.



Project duration:

July 2023 to August 2023.

Project Overview



The problem:

Difficulty in Showcasing Products and Lack of Customer Engagement



The goal:

- Enhance Customer Experience
- Showcase Product Variety
- Increase Sales and Revenue

Project Overview



My role:

- UX researcher
- UI designer
- UX designer



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

UNDERSTANDING THE USER

- User research
- Personas
- Empathy Map
- User Story
- User journey maps

User Research: Summery



I conducted interviews and developed empathy maps to gain insights into the users I am designing for and their needs.

During these interviews, I encountered a user who was encountering difficulties in obtaining flowers. This user group validated our initial assumptions about BlossomCart, emphasizing their quest for a reliable and user-friendly flower website.

User Research: Pain Points

1

Unresponsive Design

The design is not responsive and not testable in other screens like mobile and tablet screens.

2

Unintuitive Interface

The user interface is not that much user-friendly, users may struggle to find the product easily.

3

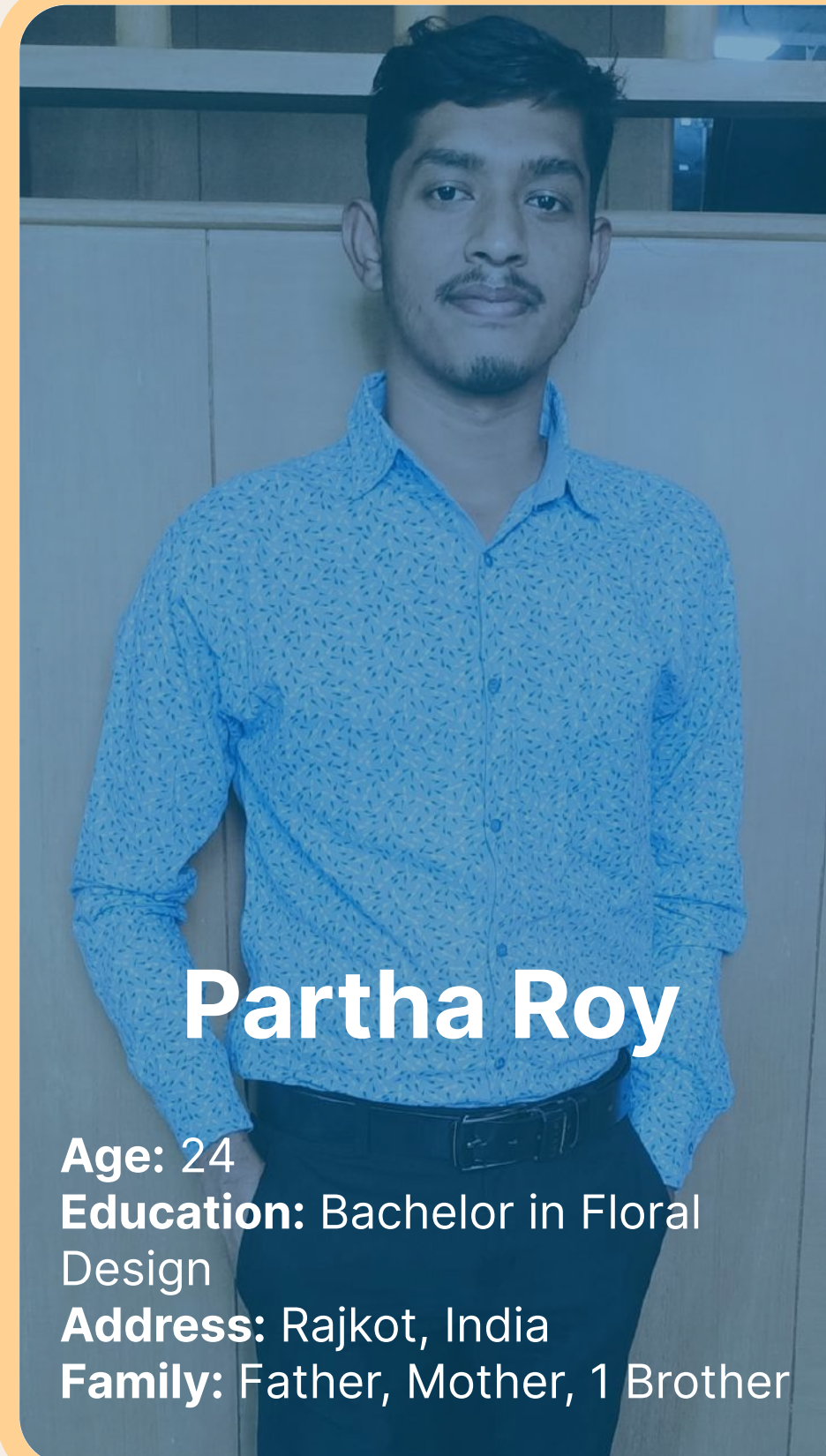
Unavailable Returns Process

There is no return option for products in the design. Users may be confused about the purchase.

Persona: Partha Roy

Problem statement:

Partha owns a flower shop and loves making beautiful arrangements. He has trouble keeping track of his inventory and following the latest trends because he doesn't have a good digital system. Partha needs a simple way to showcasing creativity and handle orders smoothly. This would let him focus on his artistic work and give great service to his customers.



"I pour my heart and soul into every arrangement I create. I'd love an app that helps me manage the business side of things, so I can focus on making my floral creations truly special."

Goals

- Showcasing Creativity
- Enhanced Customer Experience
- Business Growth

Frustrations

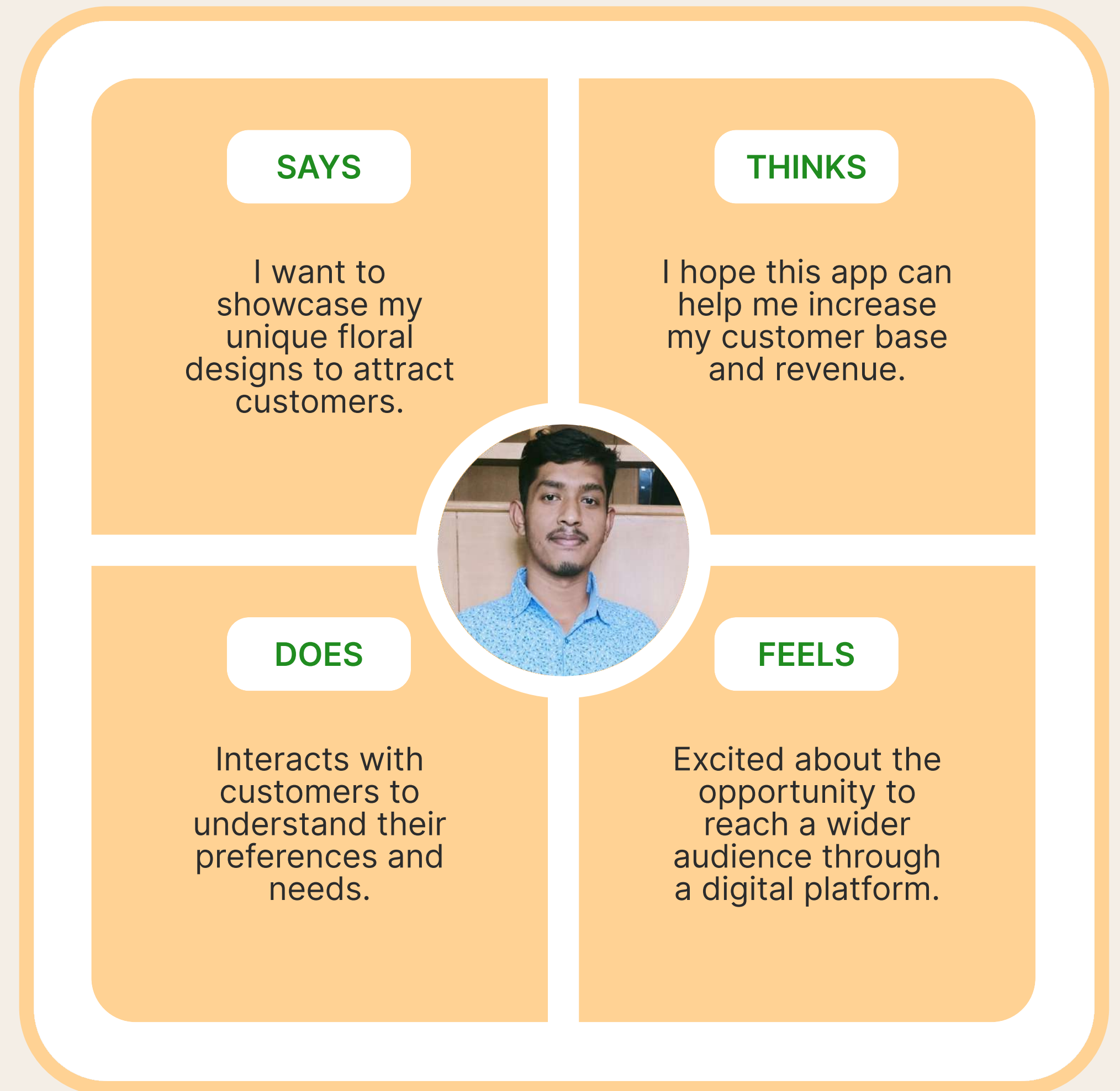
- Time Constraints
- Technical Complexity
- Lack of Online Presence
- Delivery Challenges

Partha is a passionate and creative floral designer with over 4 years of experience in the industry. He owns a small boutique flower shop named "Blooms & Petals" in a charming neighborhood. Partha loves crafting unique and stunning floral arrangements that bring joy to his customers' special moments.

Empathy Map

Problem statement:

Understanding the user's journey involves tracing their path from problem inception to solution discovery, encompassing multiple distinct stages.



User Story

User Story

Partha Roy

As a/an passionate floral designer with my own boutique flower shop

type of user

I want to get a user-friendly flower selling app that can streamline my business operations

action

so that grow my business by leveraging technology to create a seamless and captivating floral shopping experience

benefit

User Journey Map

Mapping Partha's user journey revealed how helpful it would be for users to have access to the dedicated BlossomCart website.

Persona: Partha Roy

Wants to showcase his unique floral designs to attract customers

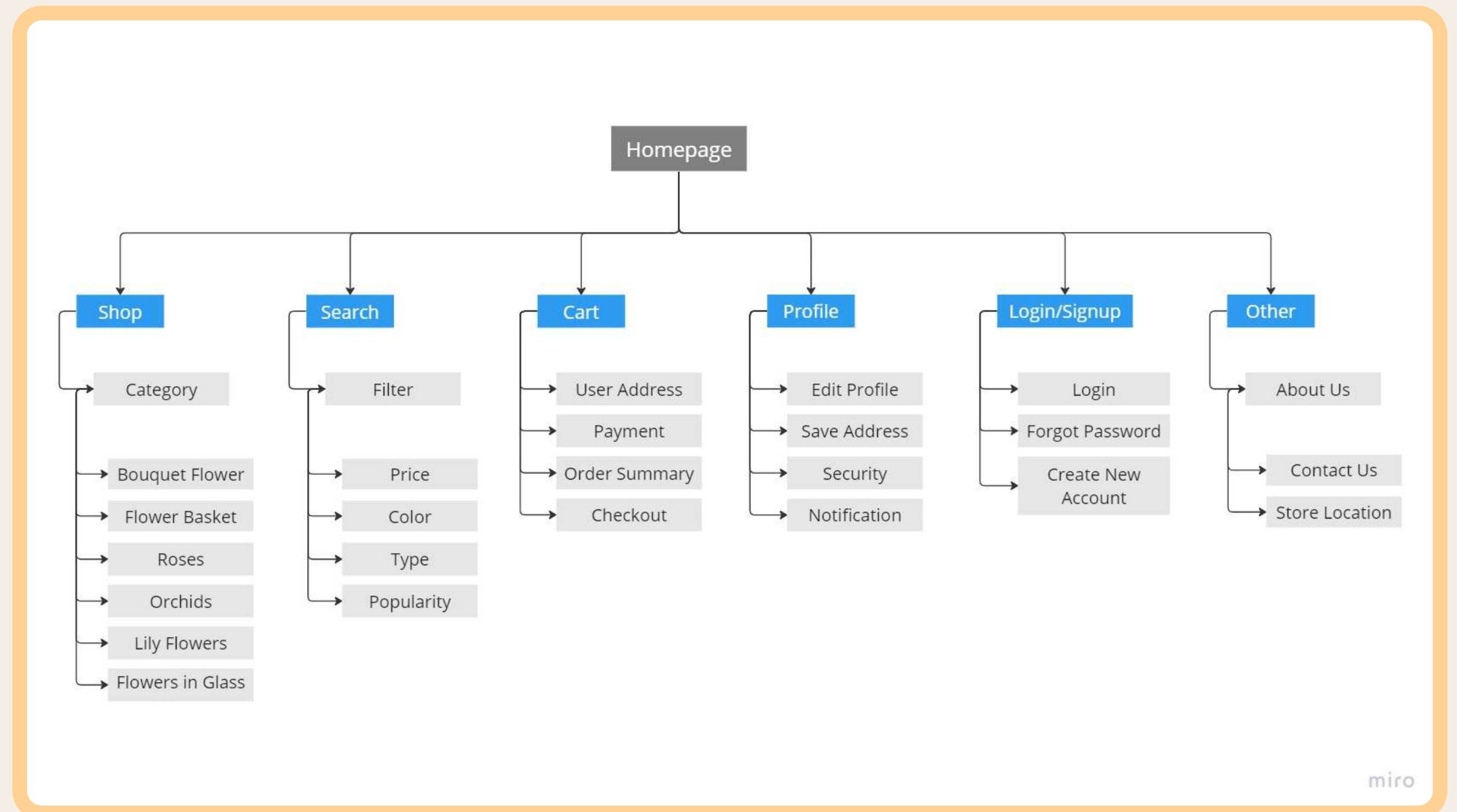
ACTION	Select website	Search for flower	Add to basket	Payment	Receive the flower
TASK LIST	Tasks A. Go to search Engine B. Explore related websites C. Find the website	Tasks A. Find a category of flowers B. Choose a product to get	Tasks A. Choose the certain product B. Add to basket	Tasks A. Choose Buy now B. Provide shipping address & payment details C. Confirm the purchase	Tasks A. Get the product at the mentioned address
FEELING ADJECTIVE	Overwhelmed by number of website options Excited to find a good website	Frustration Excited to get the certain product	Happy to get the product	Frustration for long process	frustration for waiting for delivery of the order
IMPROVEMENT OPPORTUNITIES	Better wayfinding	Get suggestions for related products	Easily selection of the products	Get the shipping address from the user account	Express delivery option

STARTING THE DESIGN

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

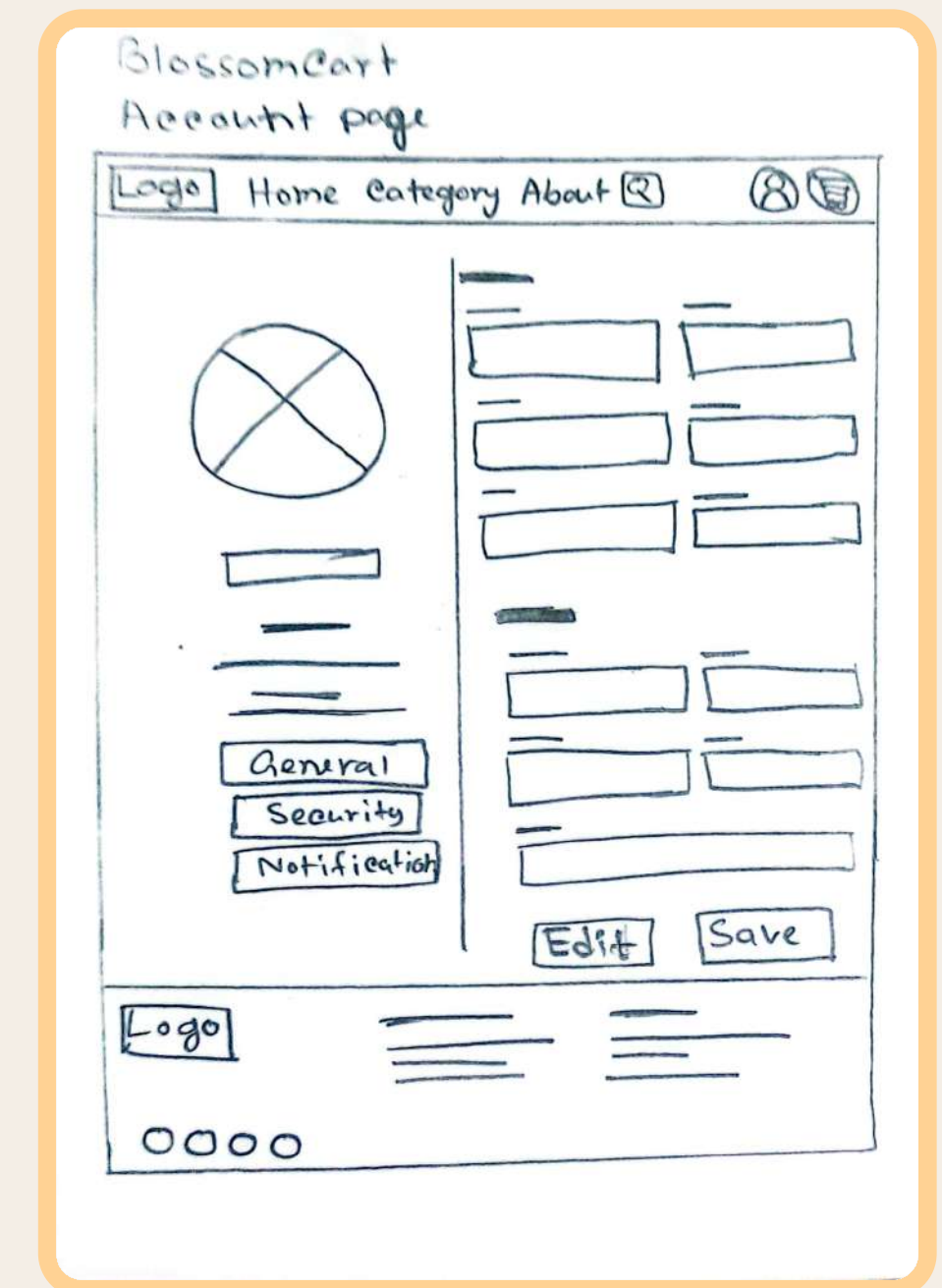
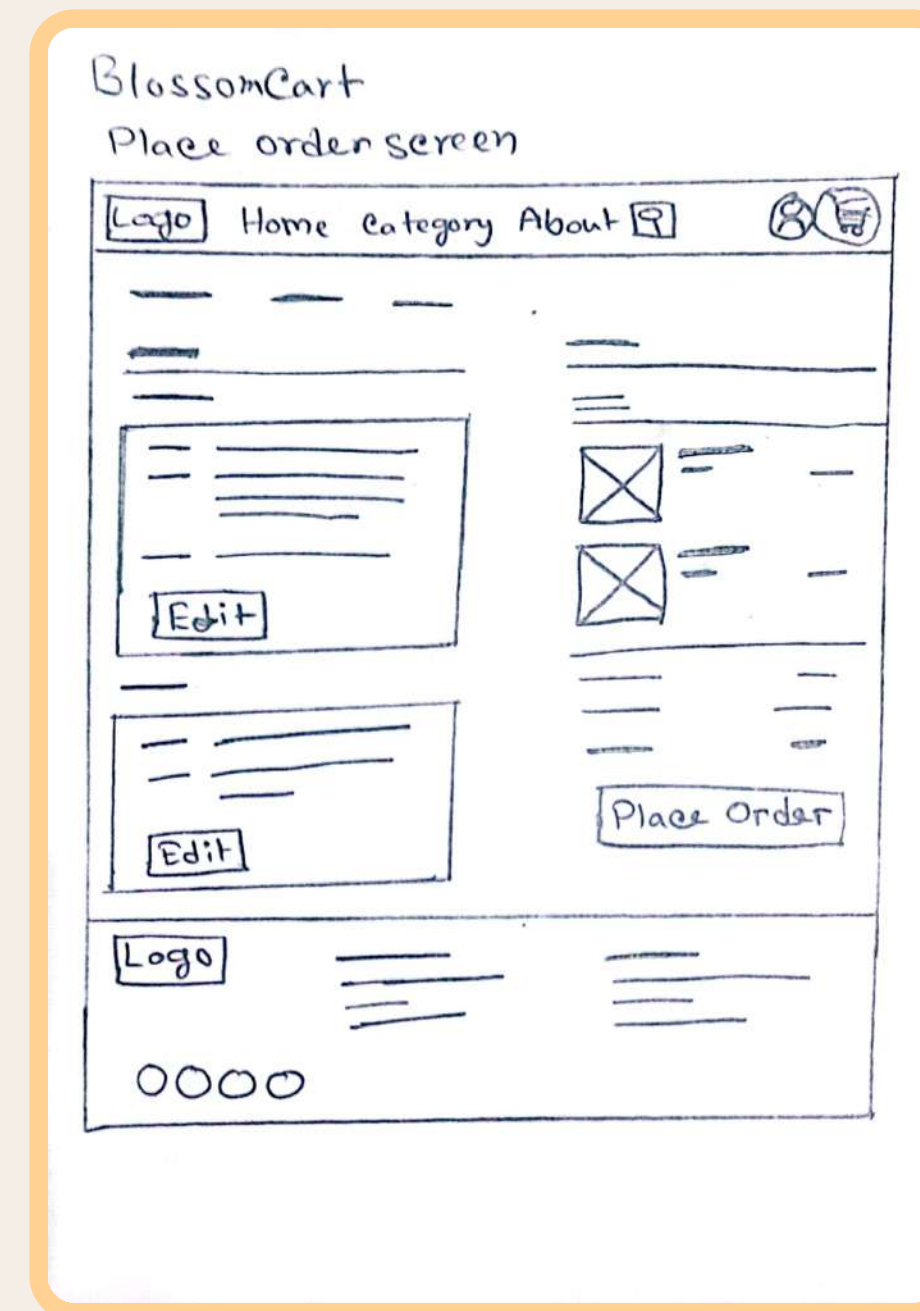
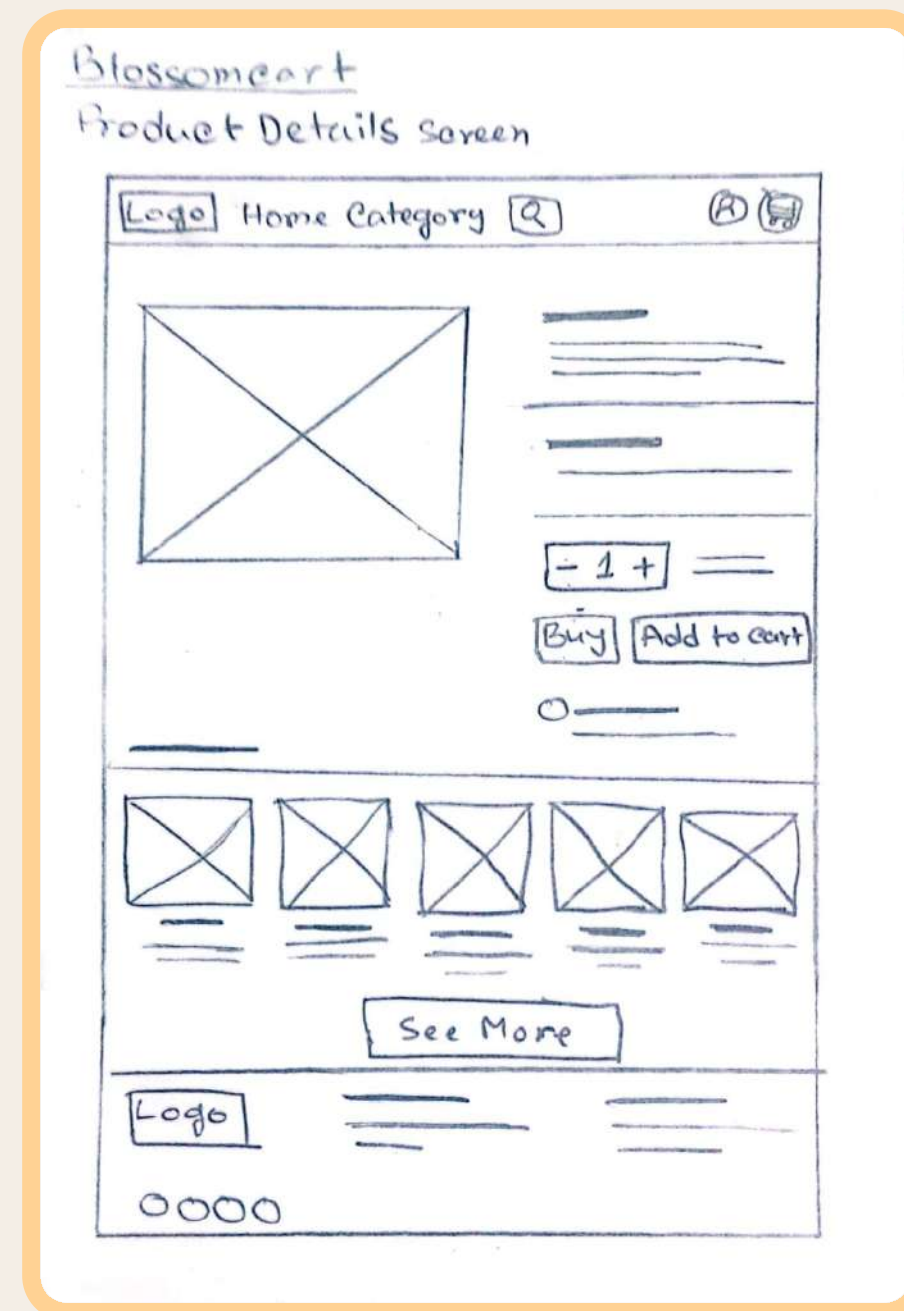
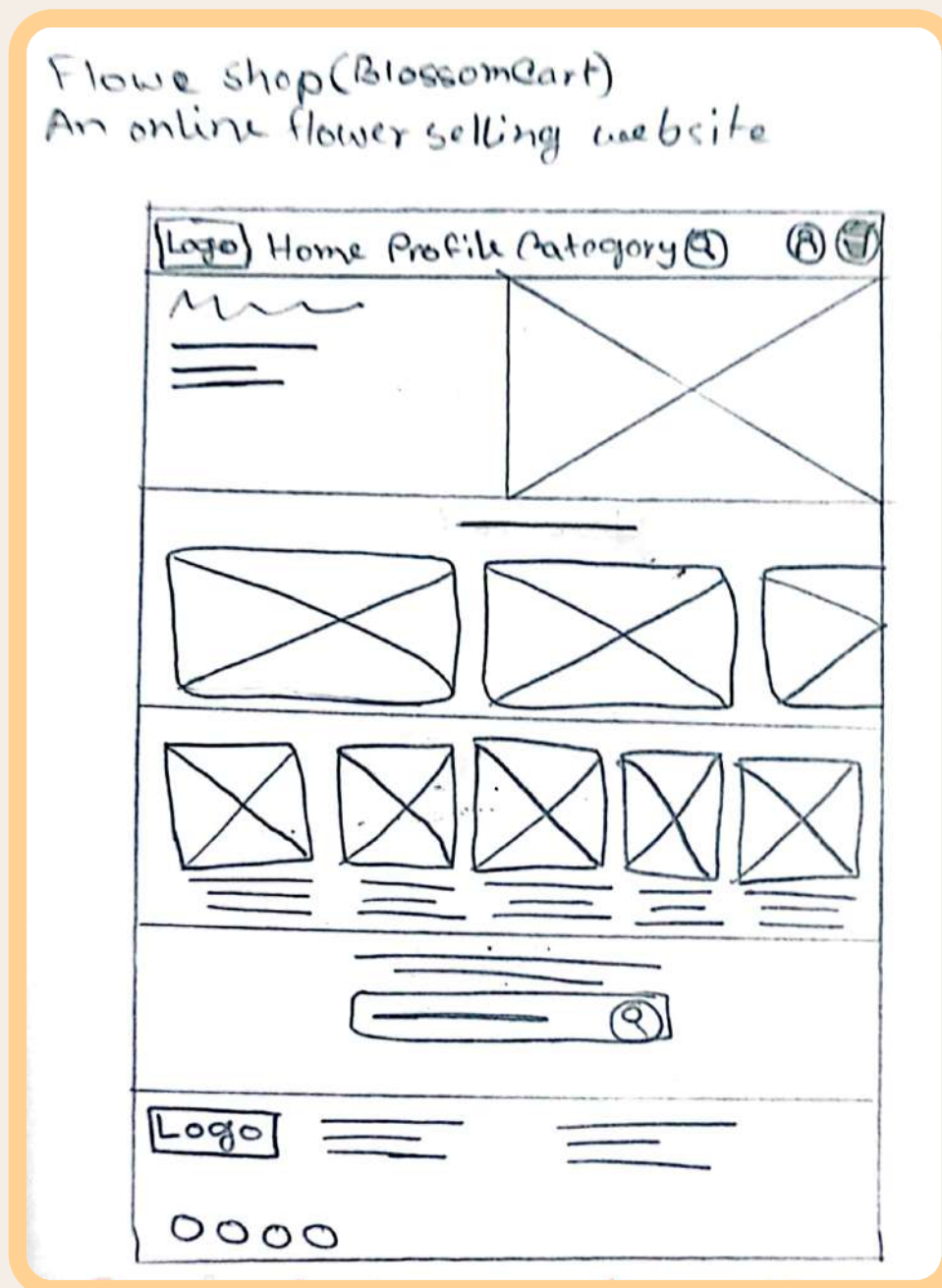
Sitemap

It was important for me to have a clear and hierarchical structure for this website, making it easier for users quickly find tutorials or resources related to specific Topics. Also to be easy to organize and update the website's content.



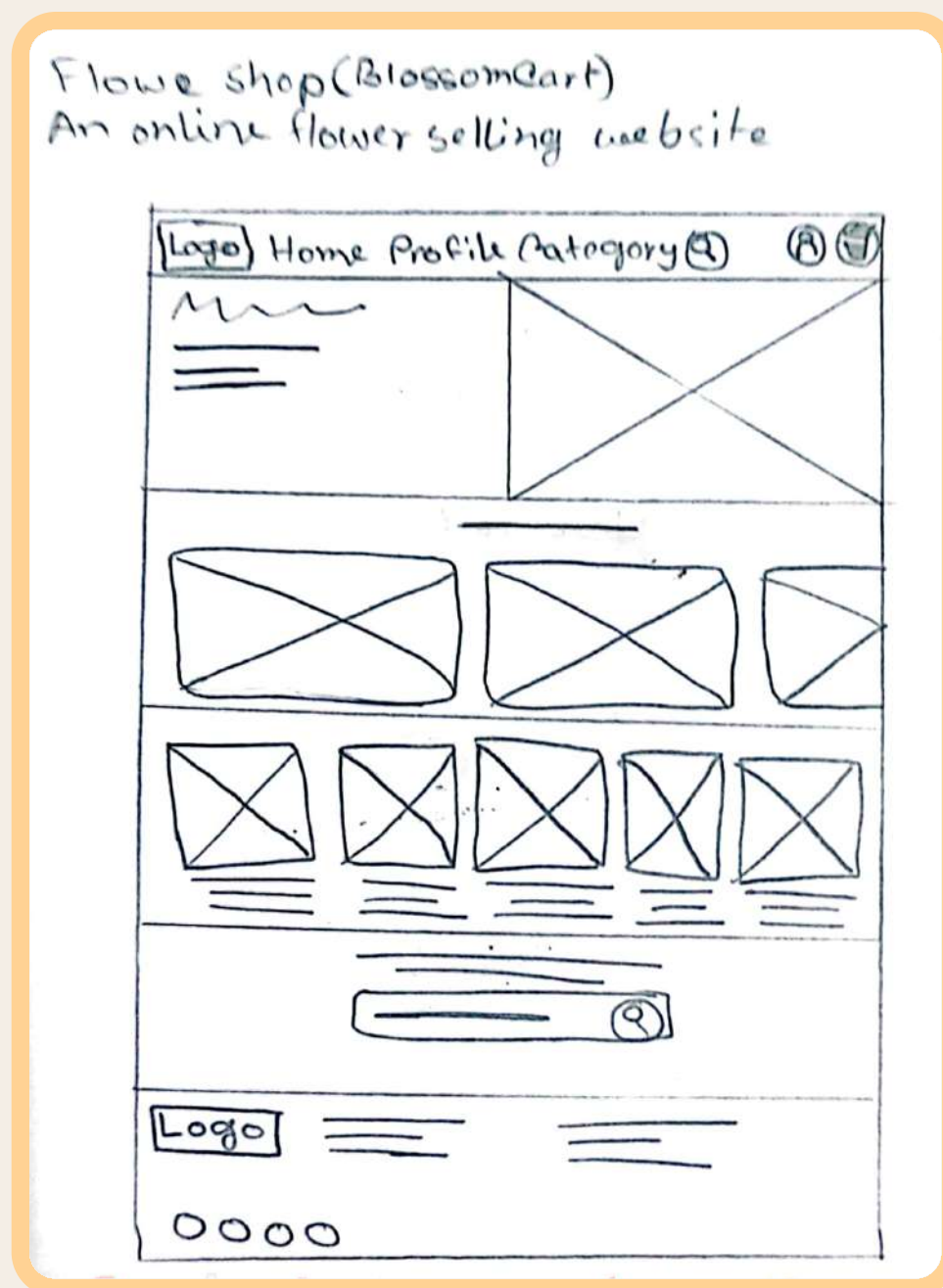
Paper Wireframes

Tried to create simple and user-friendly wireframes. Each screen will guide the user on how to go further and what will be the next step.

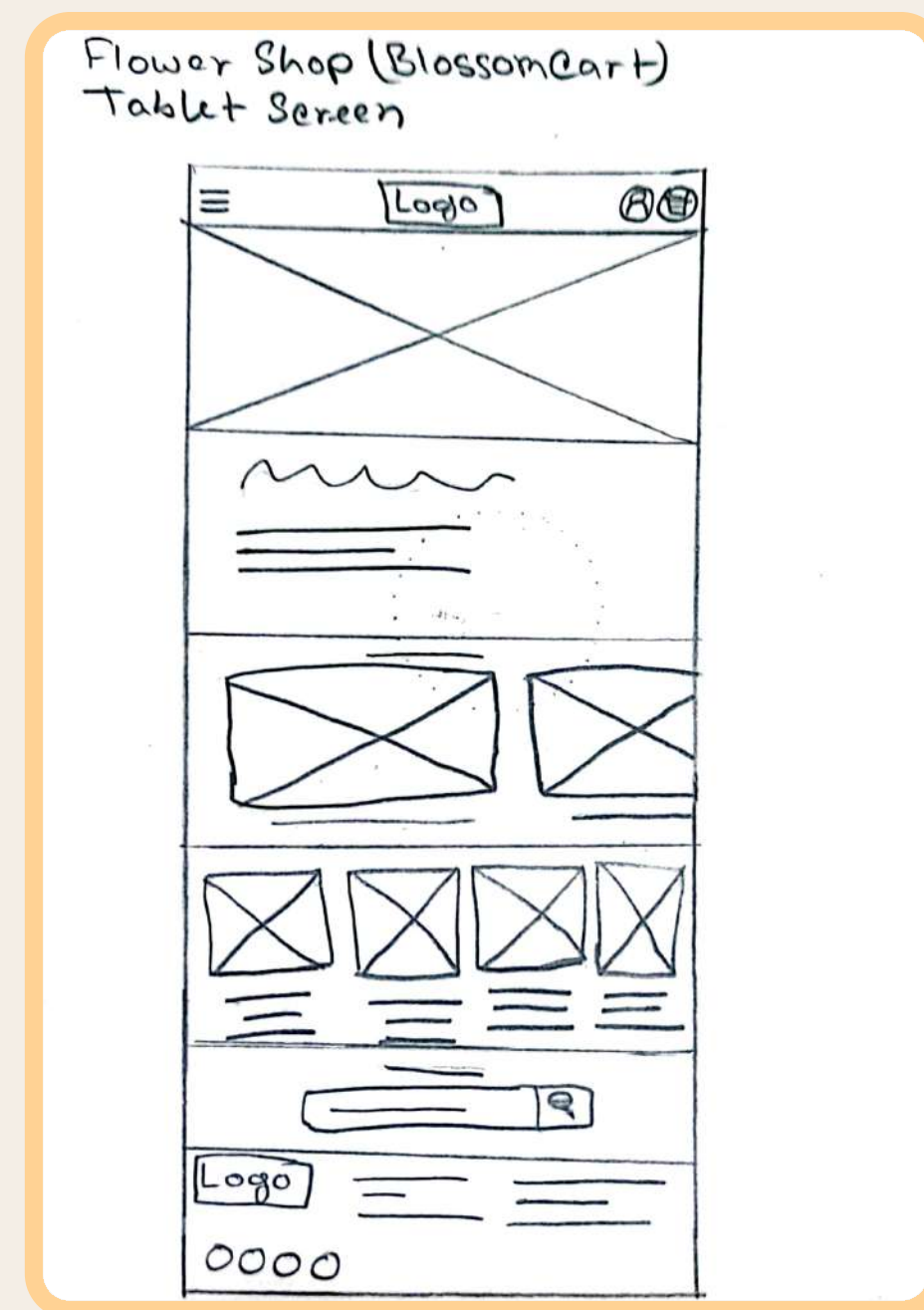


Paper Wireframe Screen Size Variation(s)

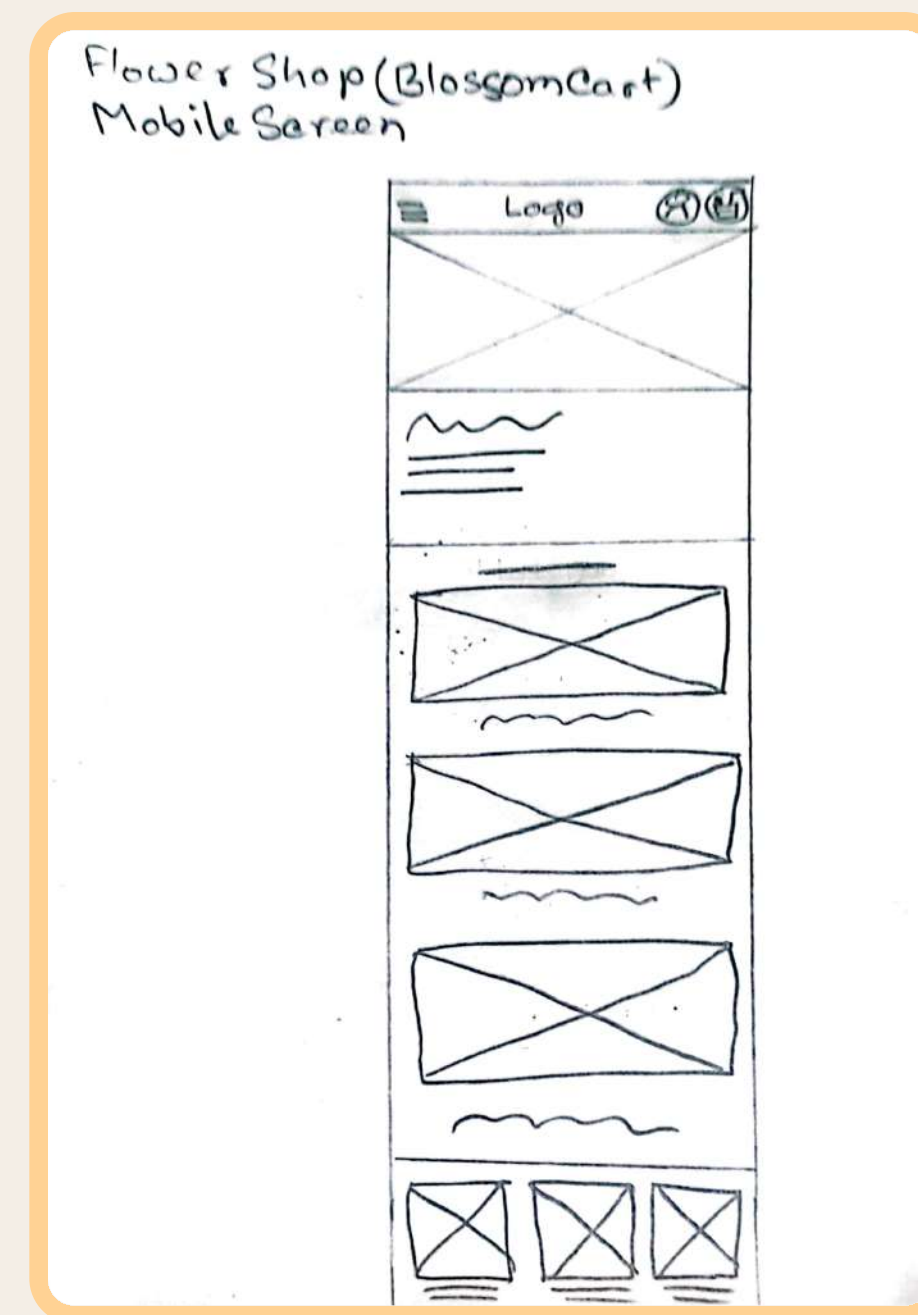
Considering the majority of users access this kind of websites through mobiles, I focused on creating designs for various screen sizes to guarantee a responsive design.



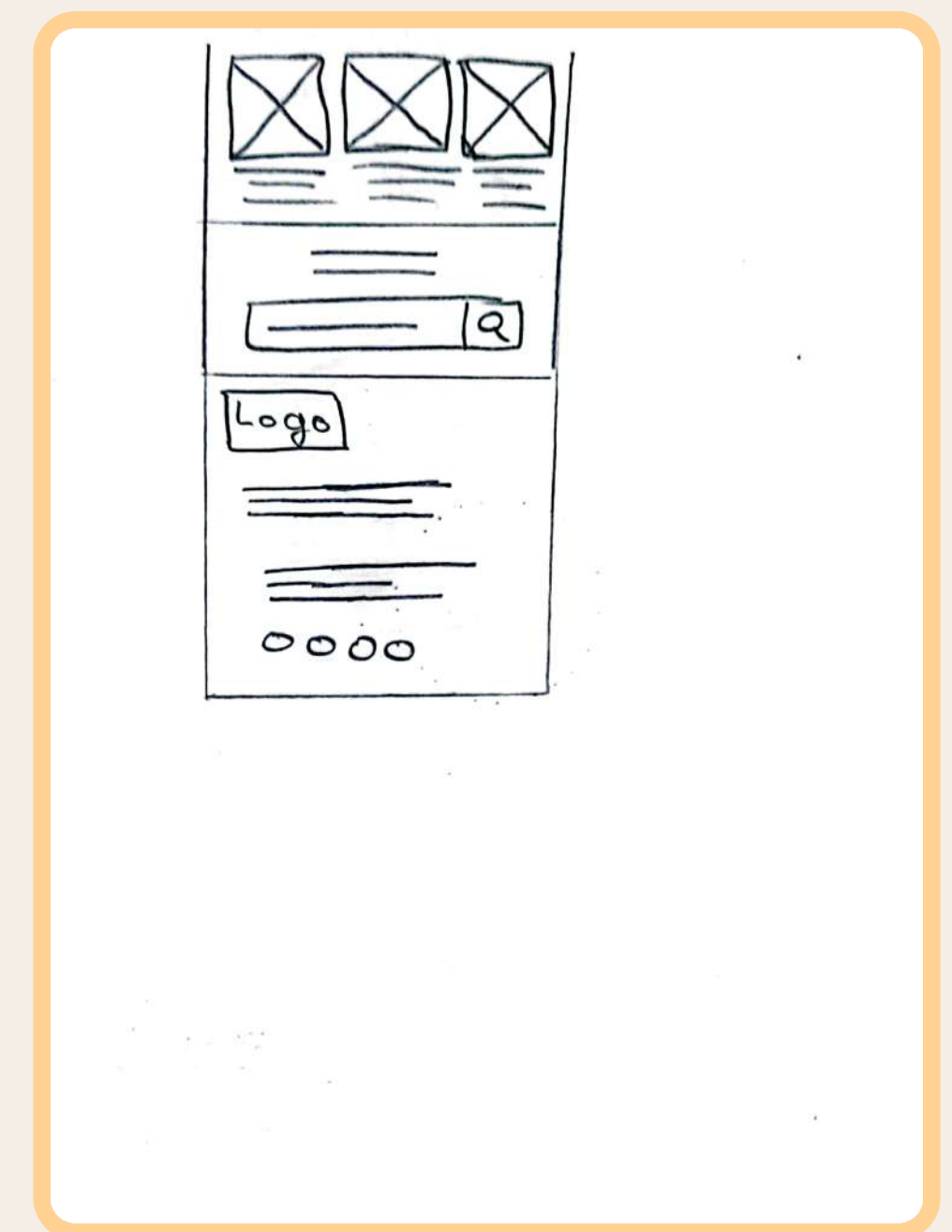
Desktop Screen



Tablet Screen



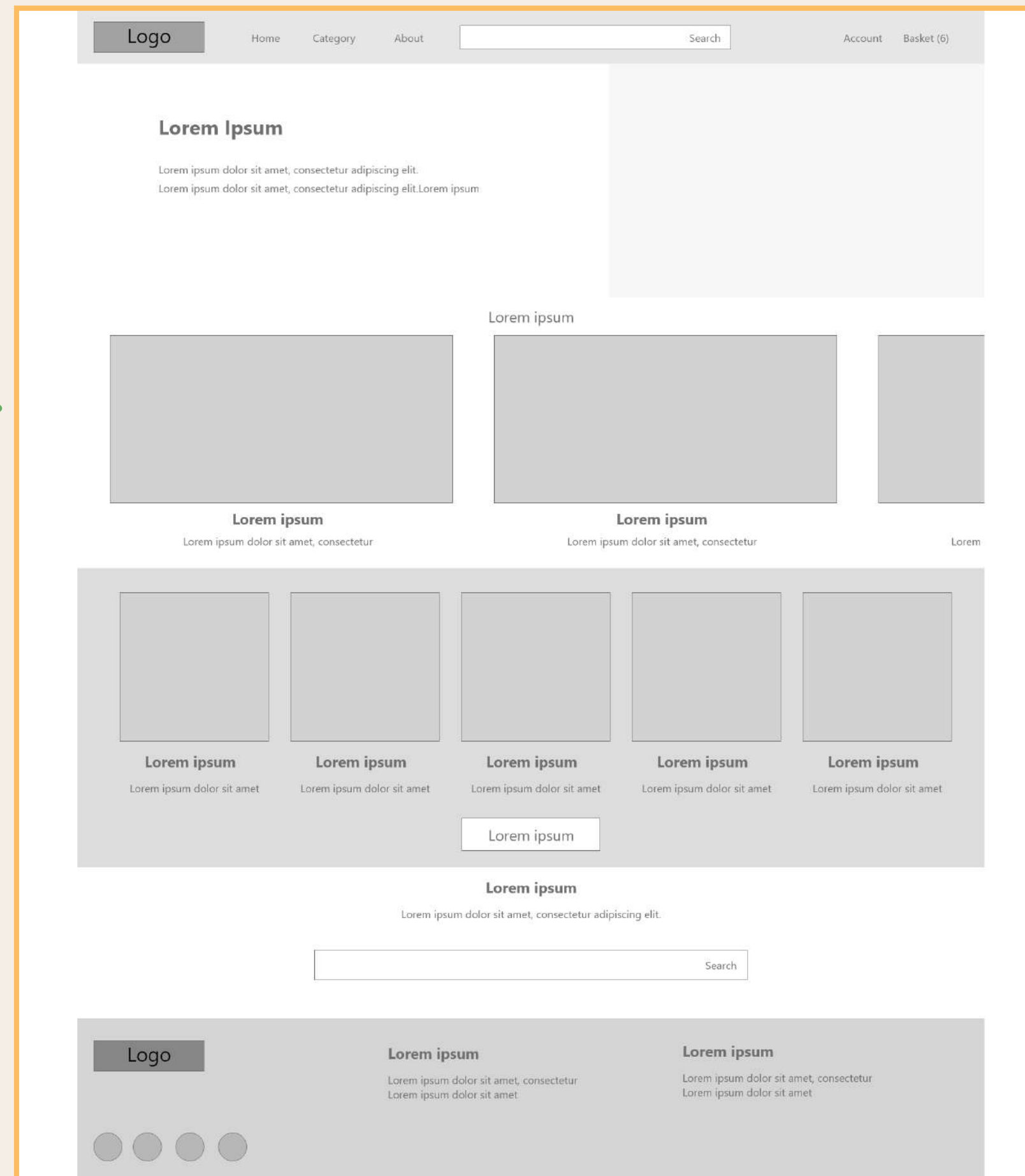
Mobile Screen



Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

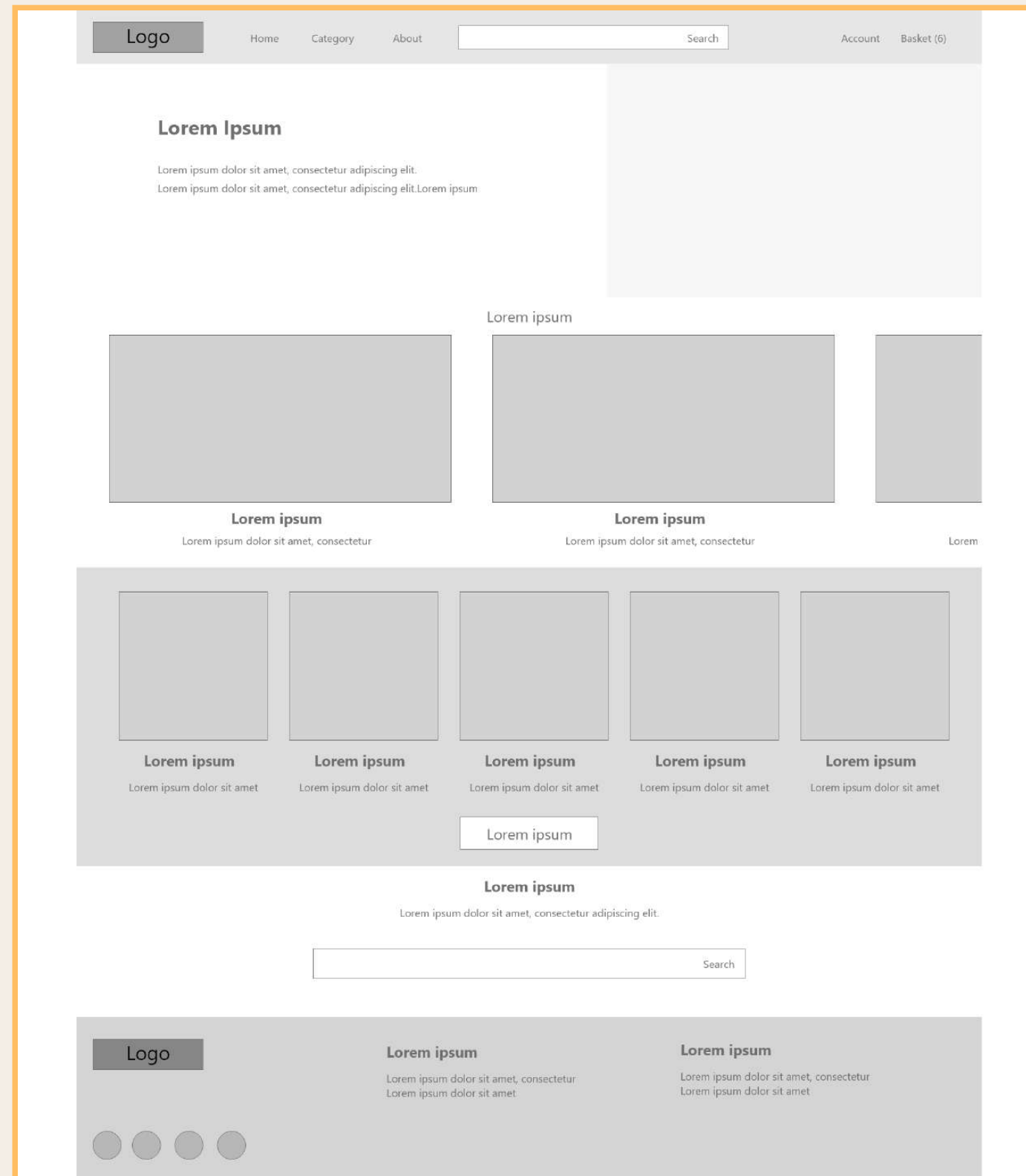
Most popular and trending products will be shown here.



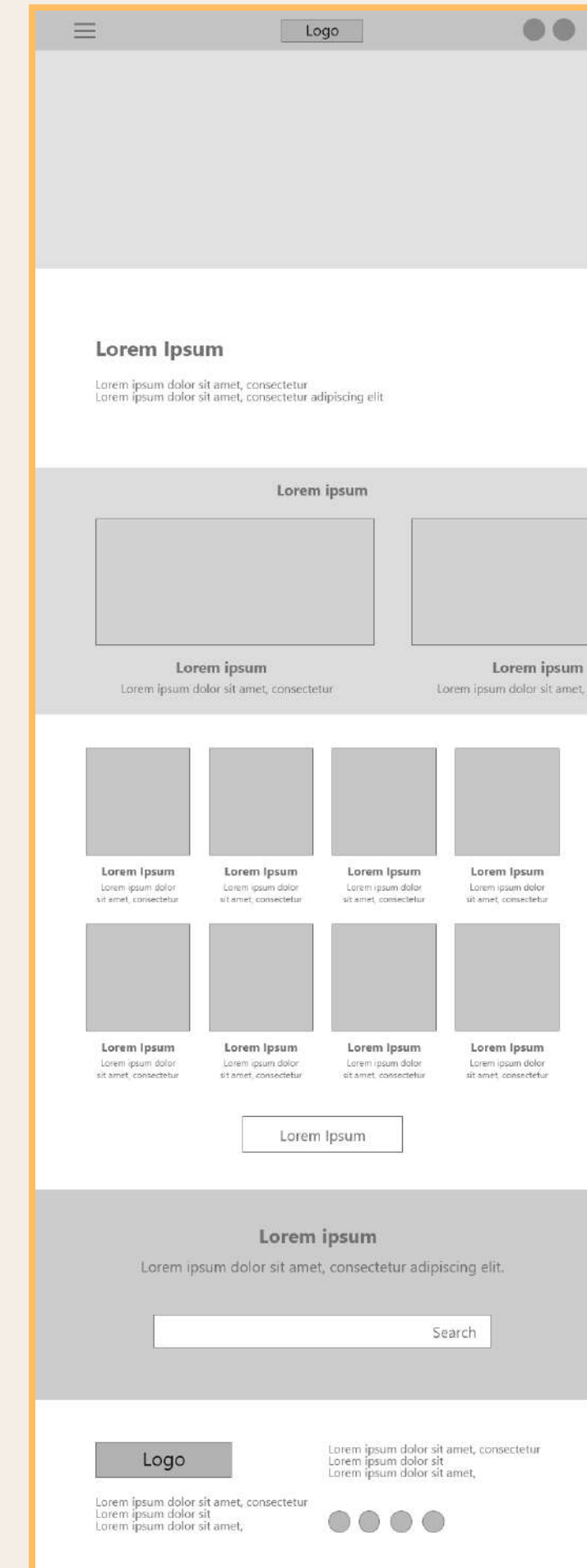
Recommended products for the user will be shown here.

Digital Wireframe Screen Size Variation(s)

I designed various types of screens based on different types of screen size.



Desktop Screen



Tablet Screen

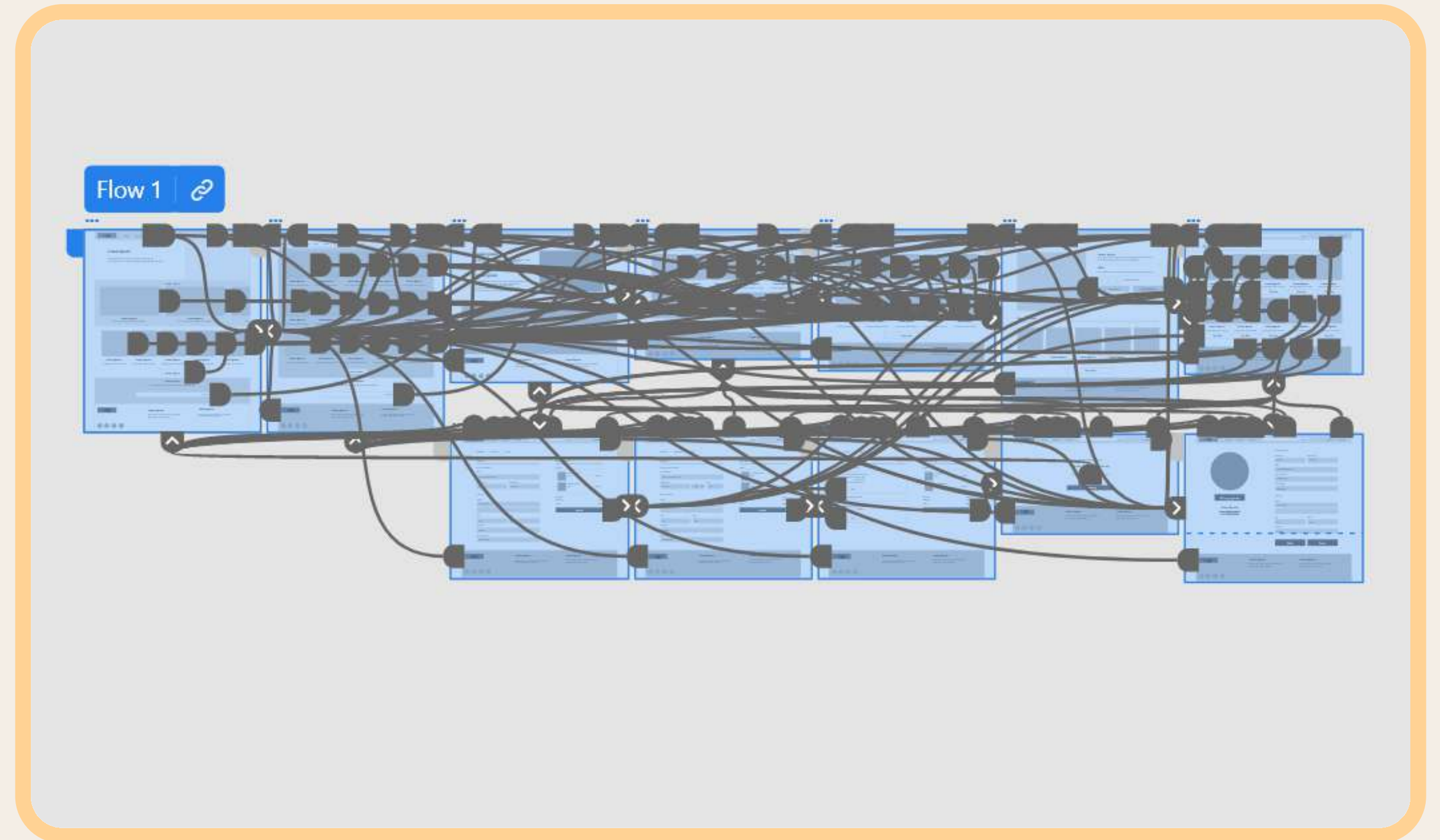


Mobile Screen

Low-Fidelity Prototype

I connected all the website's screens, allowing users to seamlessly explore at least one main section along with a few subsections. This enables users to experience the overall flow of the website and helps identify any potential pain points they might encounter during navigation.

View the [BlossomCart low-fidelity prototype](#)



Usability Study: Parameters



Study type:

Unmoderated usability study



Location:

India, remote



Participants:

3 participants



Length:

20-30 minutes

Usability Study: Findings

Findings from the usability study helped guide the designs from wireframes to mockups.

1

Return Policy

After ordering the product users are not allowed to return the product.

2

Favorites

Including a section for users to save their favorite tutorials would enhance the experience.

3

Cash Payment

There is no cash on delivery option. Only card was accepted.

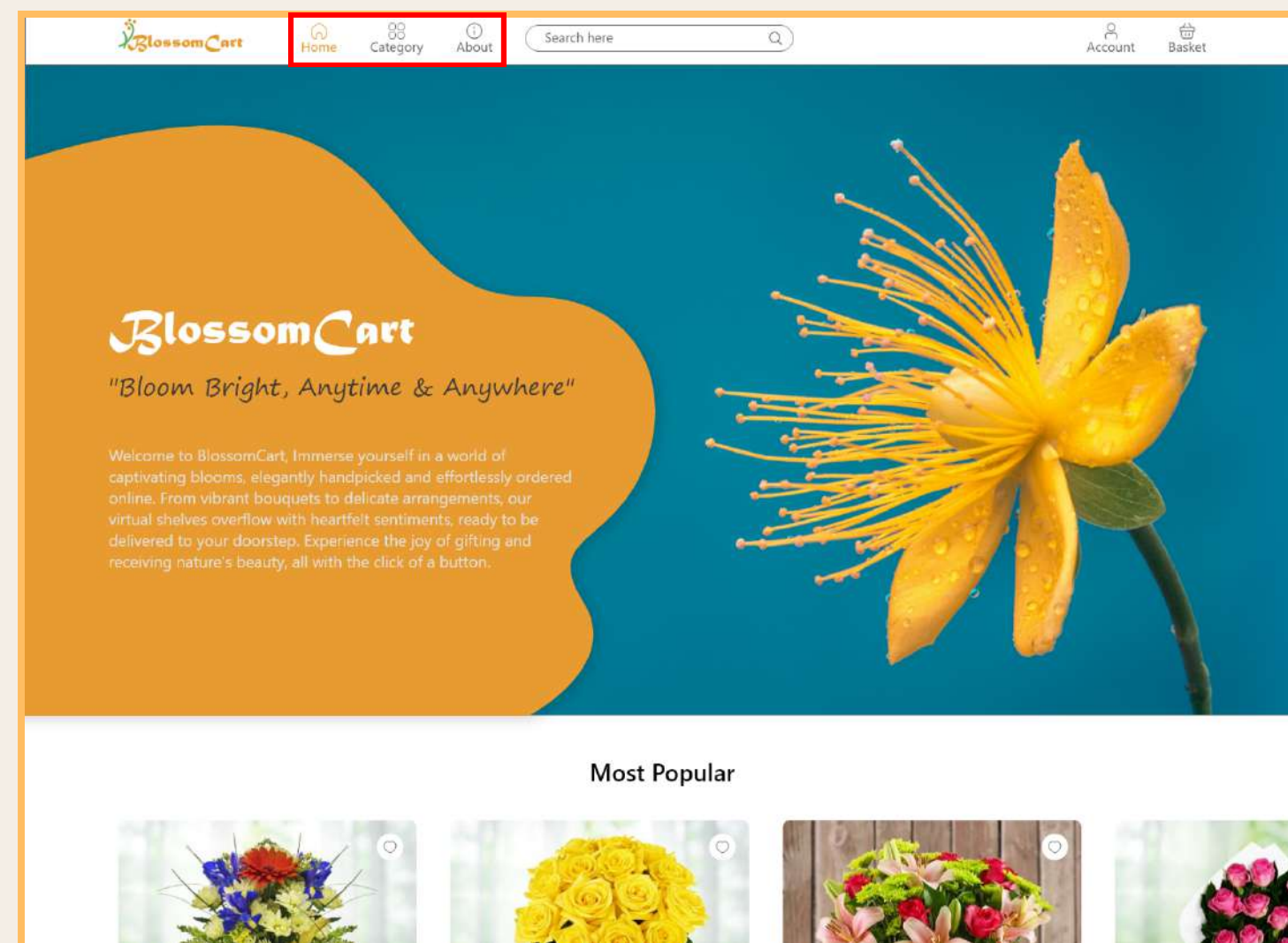
REFINING THE DESIGN

- Mockups
- High-fidelity prototype
- Accessibility

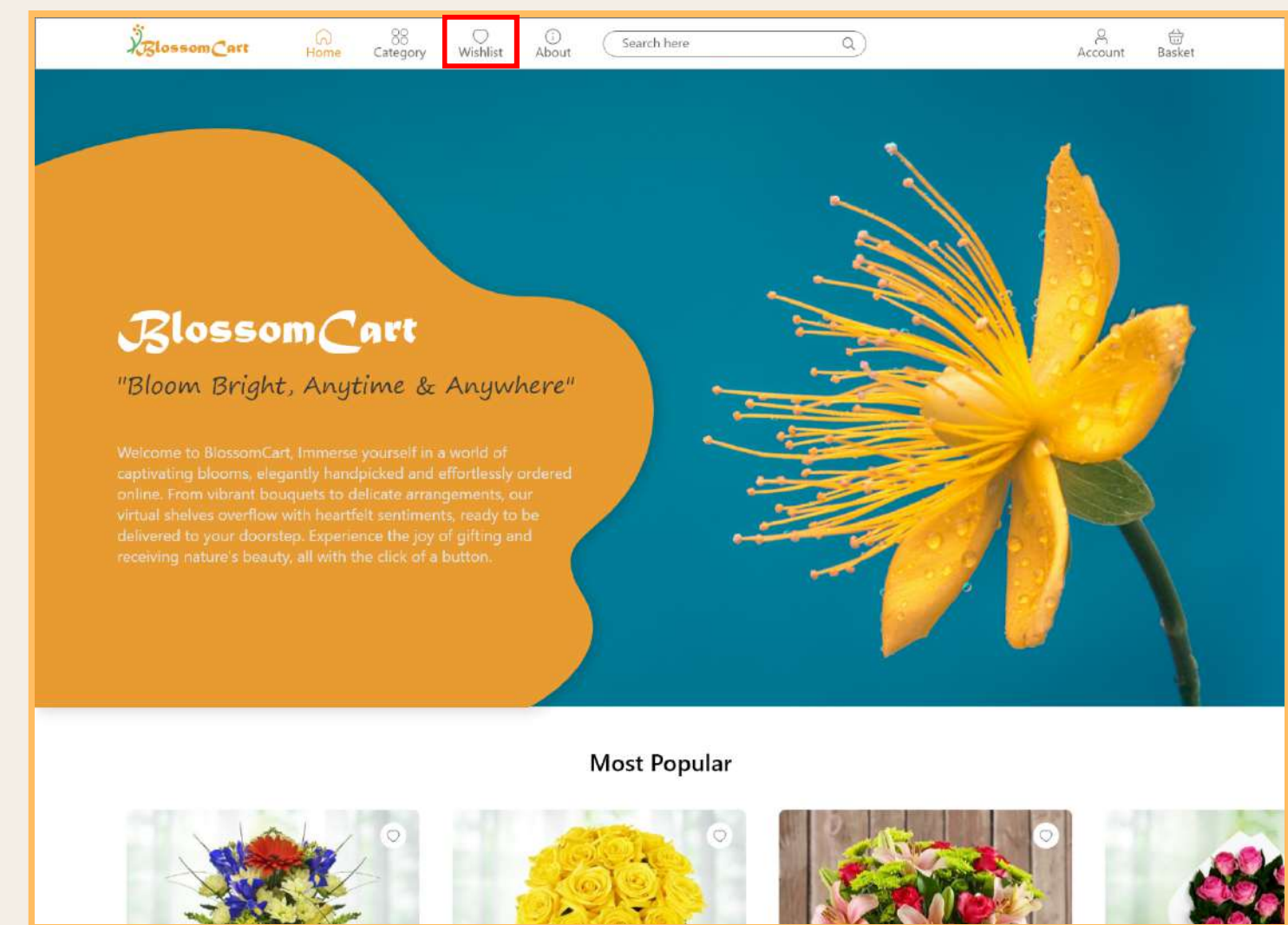
Mockups

Following usability study, added Wishlist option to navigation bar for enhanced user experience and convenience.

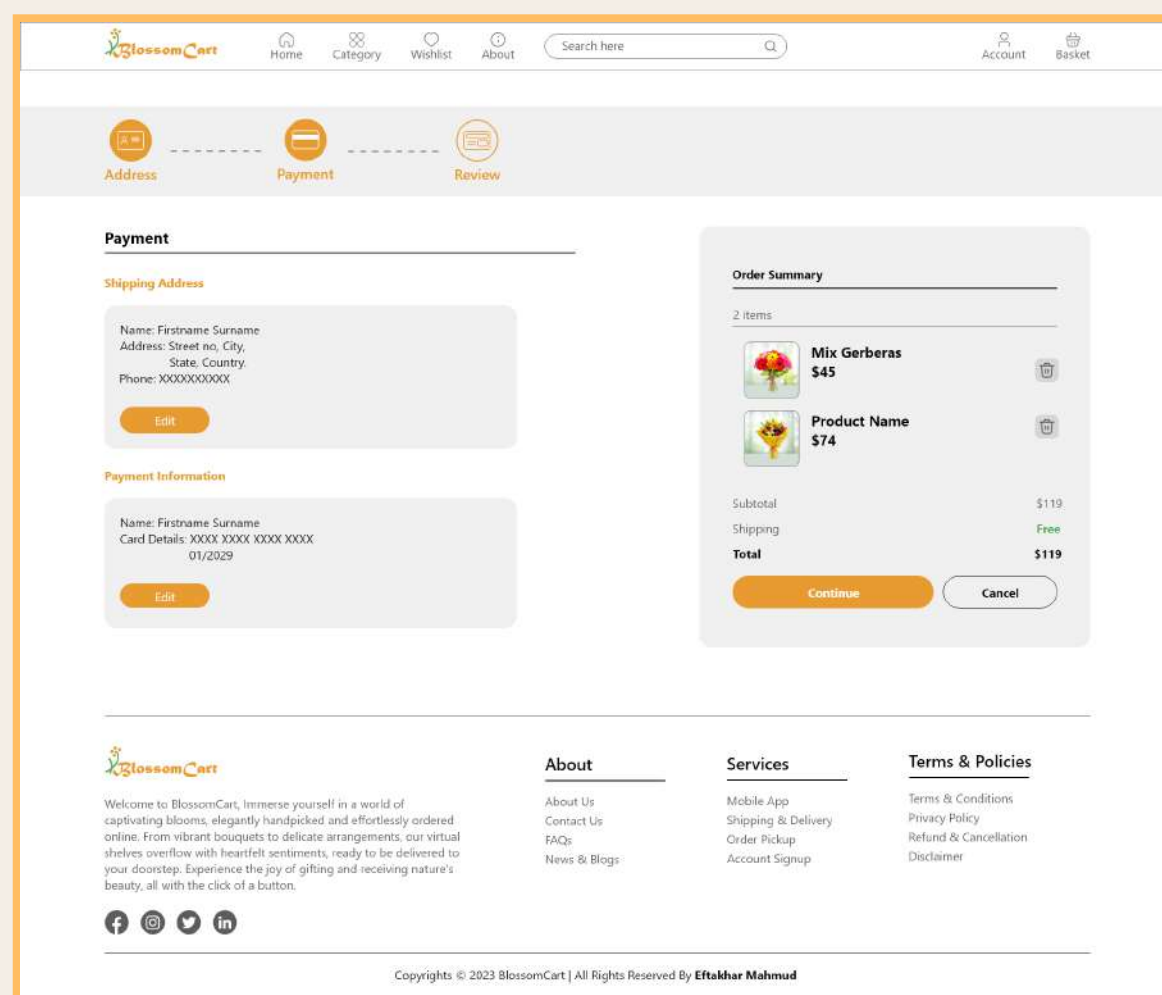
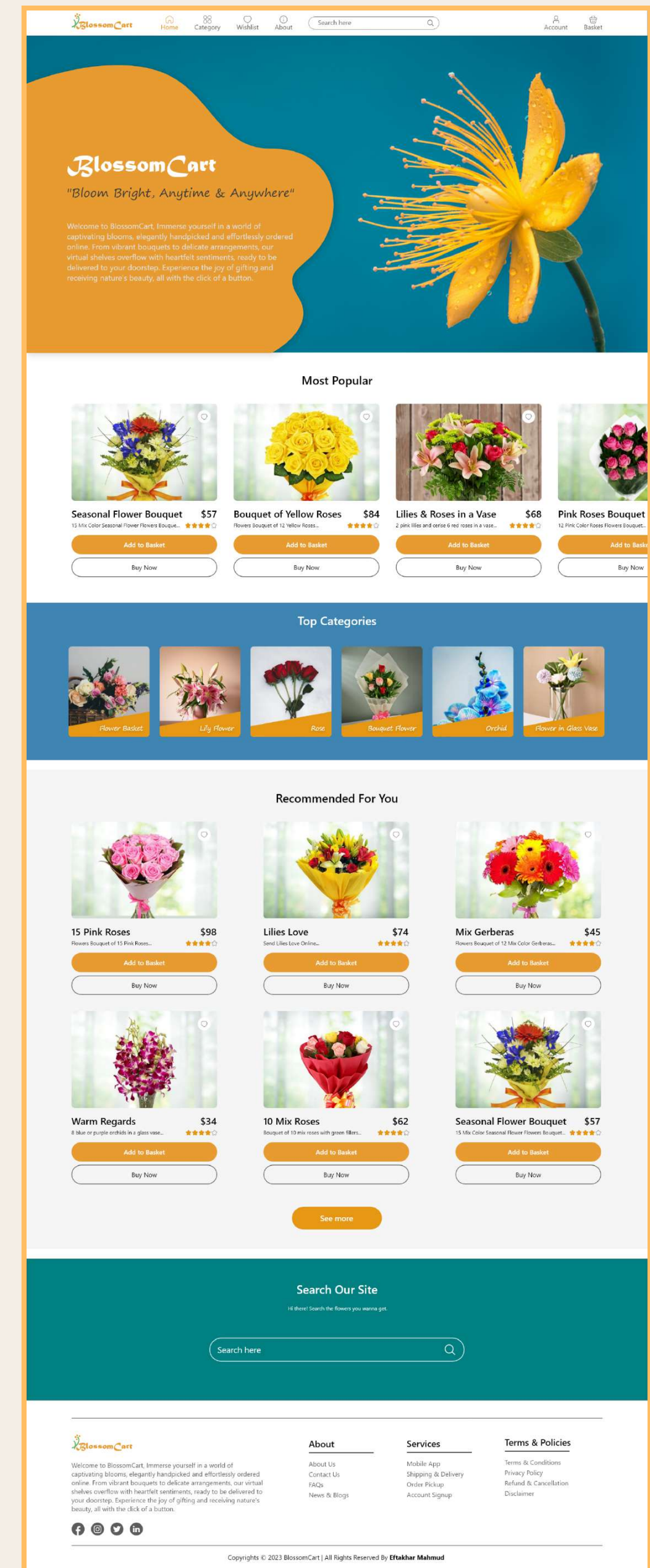
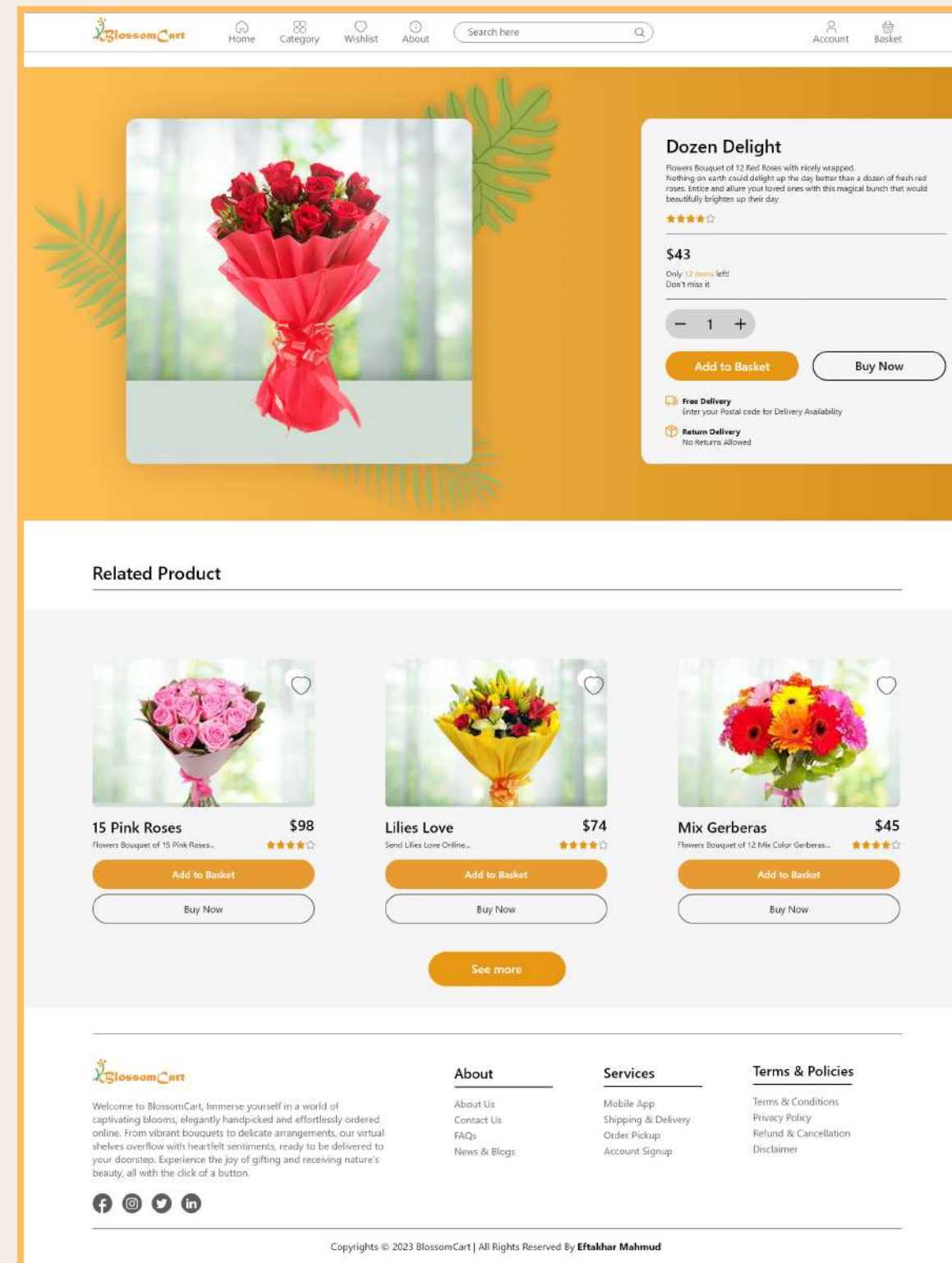
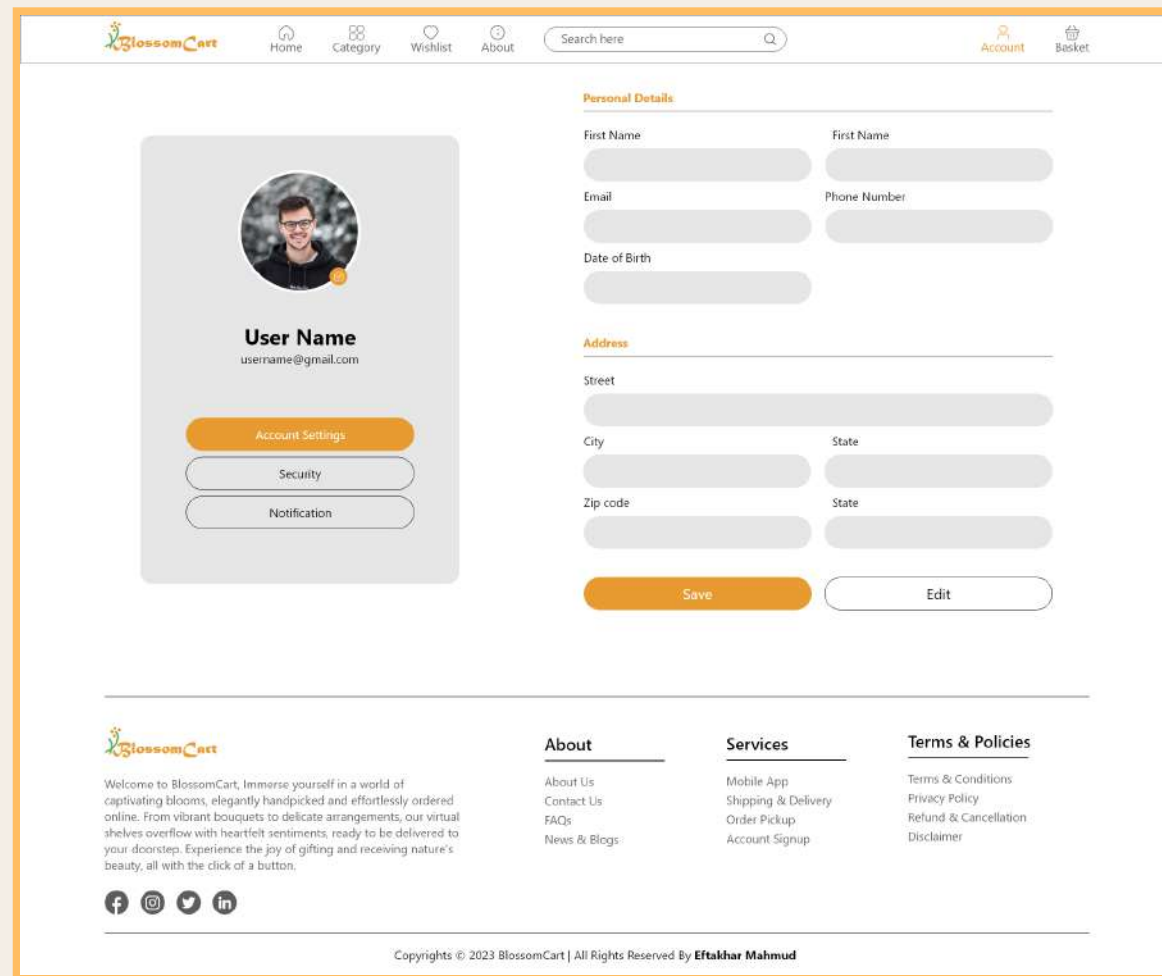
Before usability study



After usability study

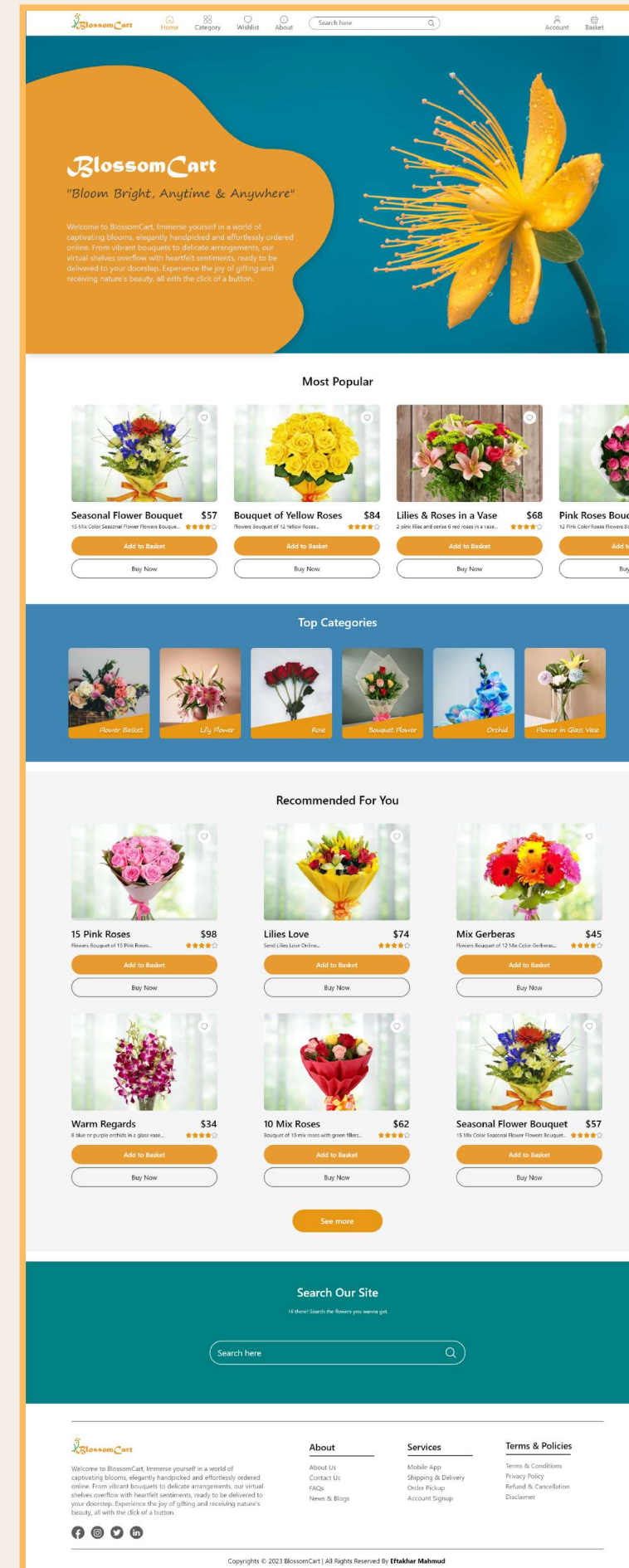


Mockups: Original screen size

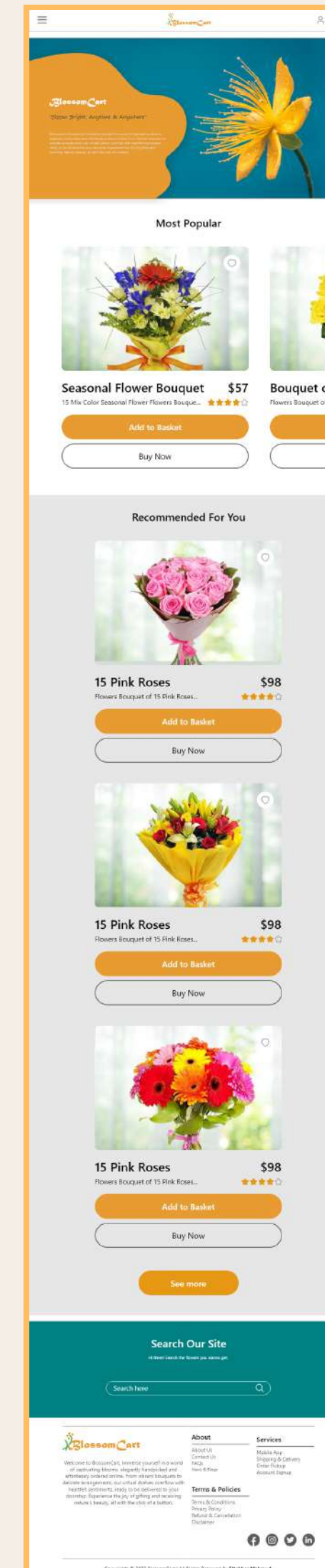


Mockups: Screen Size Variations

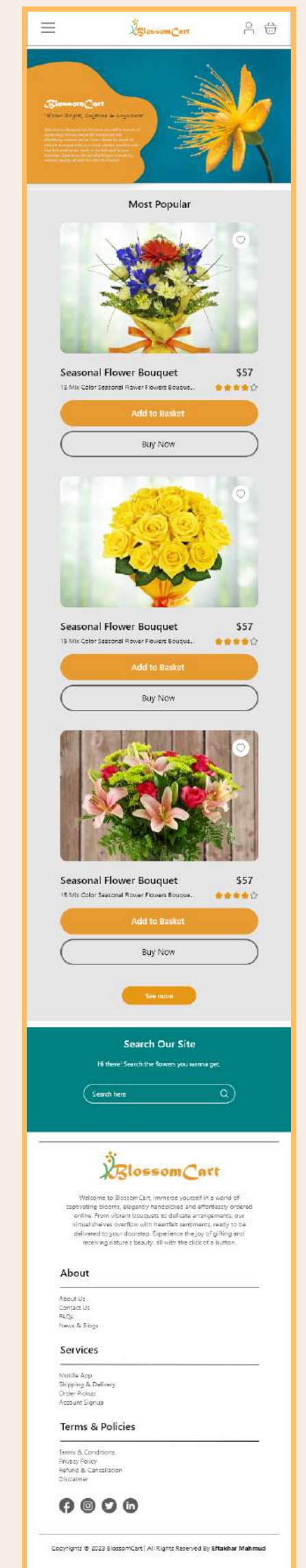
"I've created three mockup designs tailored for different screen sizes: desktop, tablet, and mobile. Each design is optimized to provide an optimal user experience on its respective device. These mockups showcase how the website adapts and maintains its functionality and aesthetics across various platforms."



Desktop Screen



Tablet Screen



Mobile Screen

High-Fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for enrolling in a course. It also shows how get study materials and attempt a quiz.

View the [BlossomCart high-fidelity prototype](#)



Accessibility Considerations

1

Categories offered for effortless product filtering, ensuring quick and easy discovery of desired items, enhancing user experience.

2

User-friendly navigation ensures seamless product purchase, enhancing ease and efficiency for customers while exploring and buying.

3

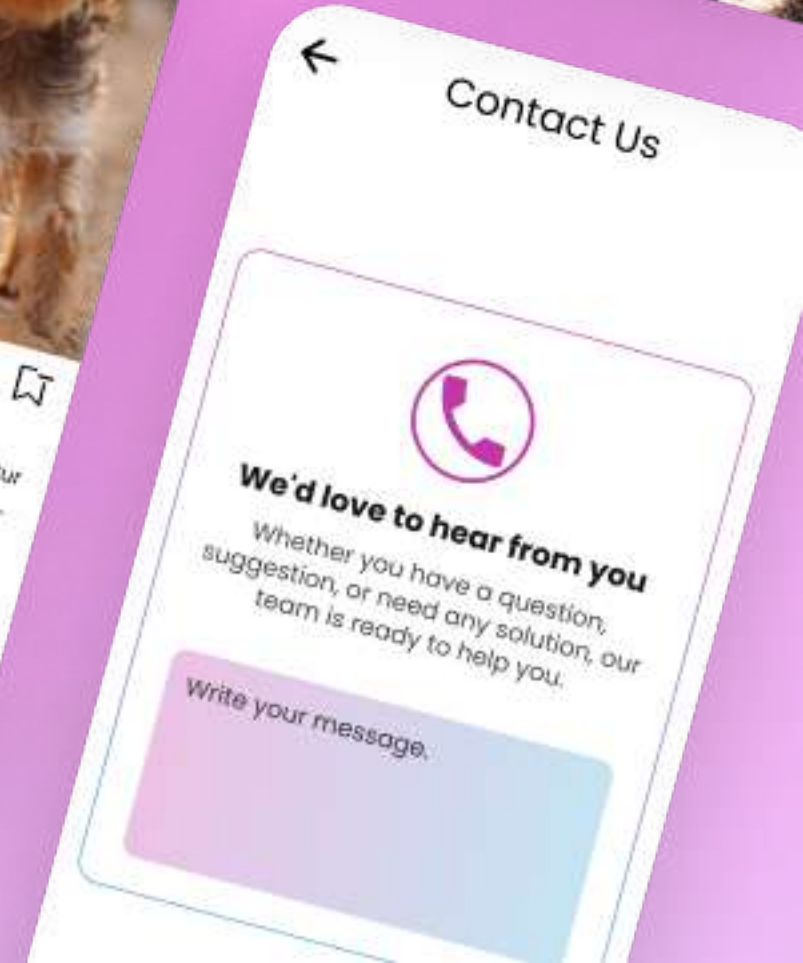
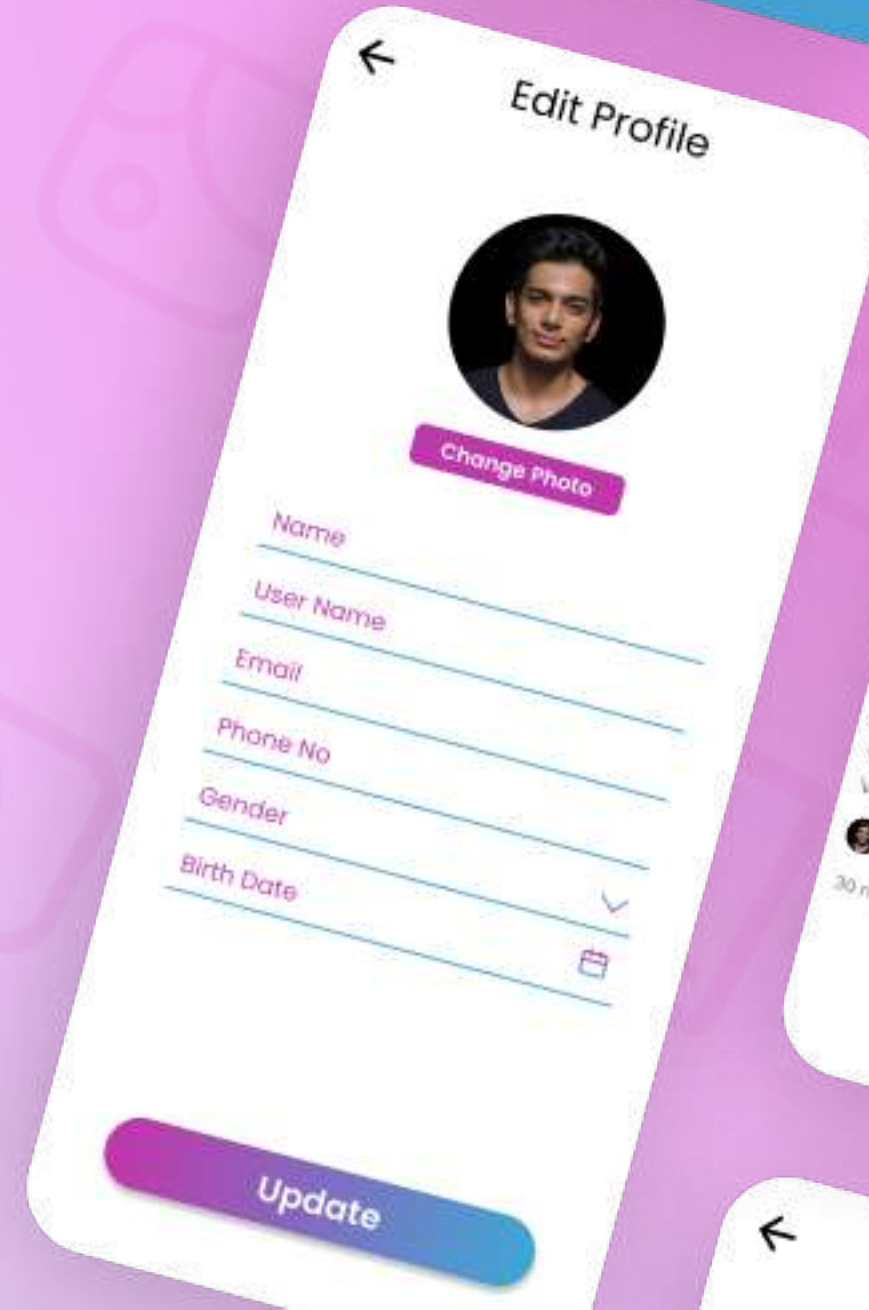
Included 'Contact Us' for 24/7 assistance, ensuring support availability whenever needed.
Enhancing user experience with seamless help access.

Snapy

Social Media App

UI DESIGN

Created by
Eftakhar Mahmud Shikat



DESIGN SYSTEM

UI Styleguide

Colors



#BF39AD



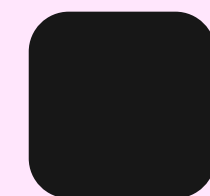
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#FED658



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#4E4E4E

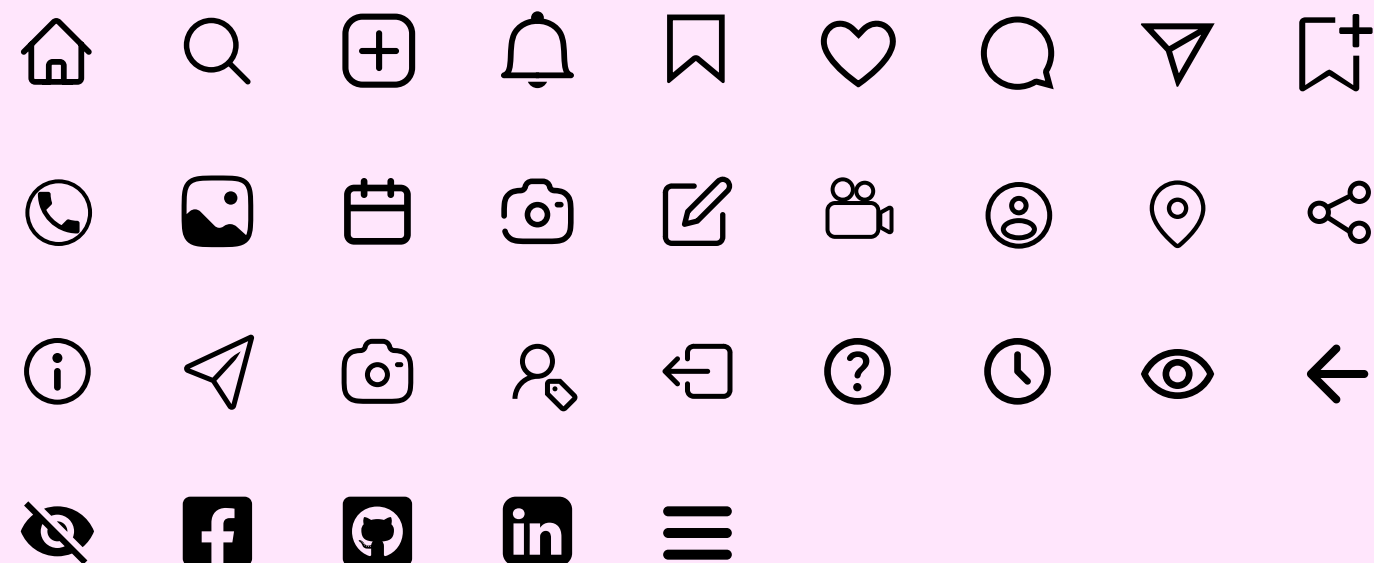


#CFCFCF



#FFFFFF

Icons



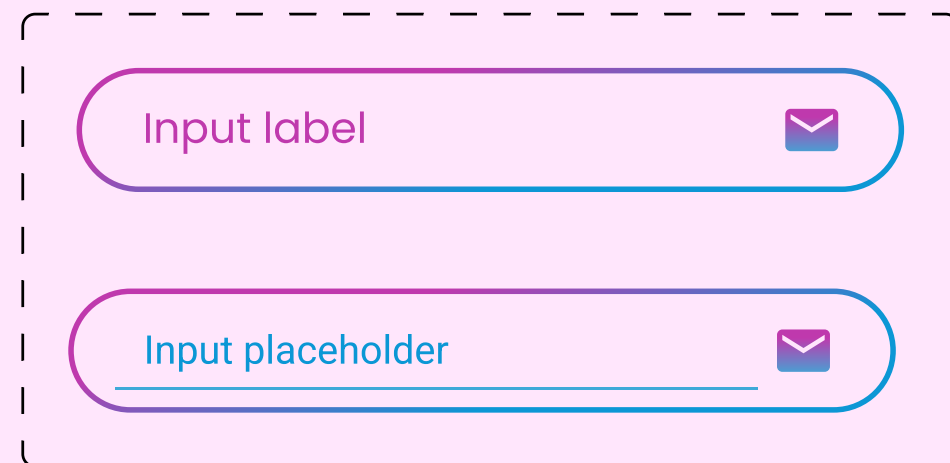
Typography

Poppins

Category	Size	Type Weight	Line Height
Heading 1	30	Bold	44
Heading 2	28	Bold	36
Heading 3	18	Bold	30
Text - large (bold)	16	Bold	24
Text - large (medium)	16	Medium	24
Text - large (Regular)	16	Regular	24
Text - Medium (bold)	14	Bold	20
Text - Medium (medium)	14	Medium	20
Text - Medium (Regular)	14	Regular	20
Text - Small (bold)	12	Bold	16
Text - Small (medium)	12	Medium	16
Text - Small (Regular)	12	Regular	16

UI Elements

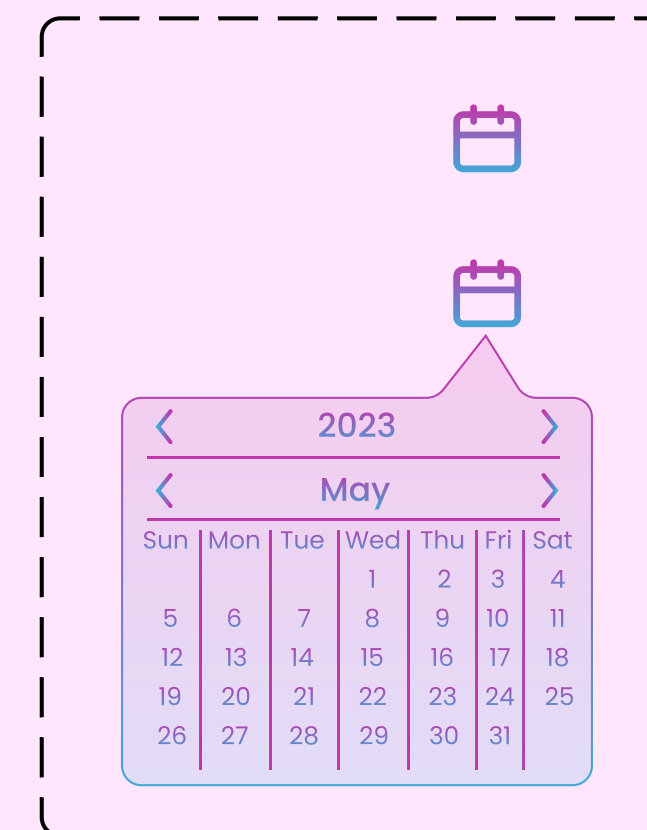
Input Fields



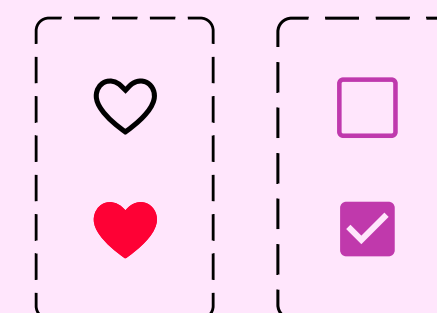
Buttons



Calendar Toggle Button



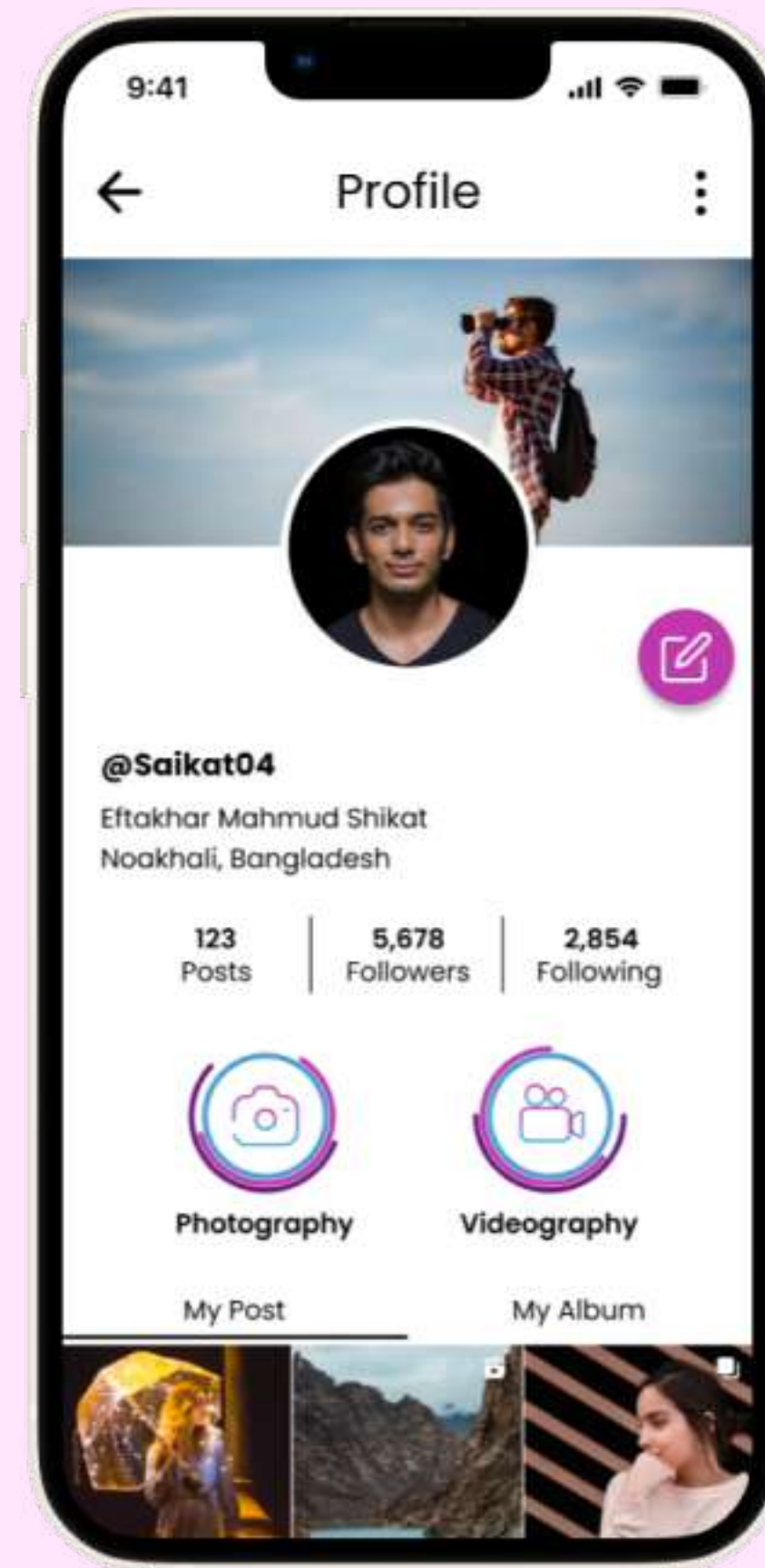
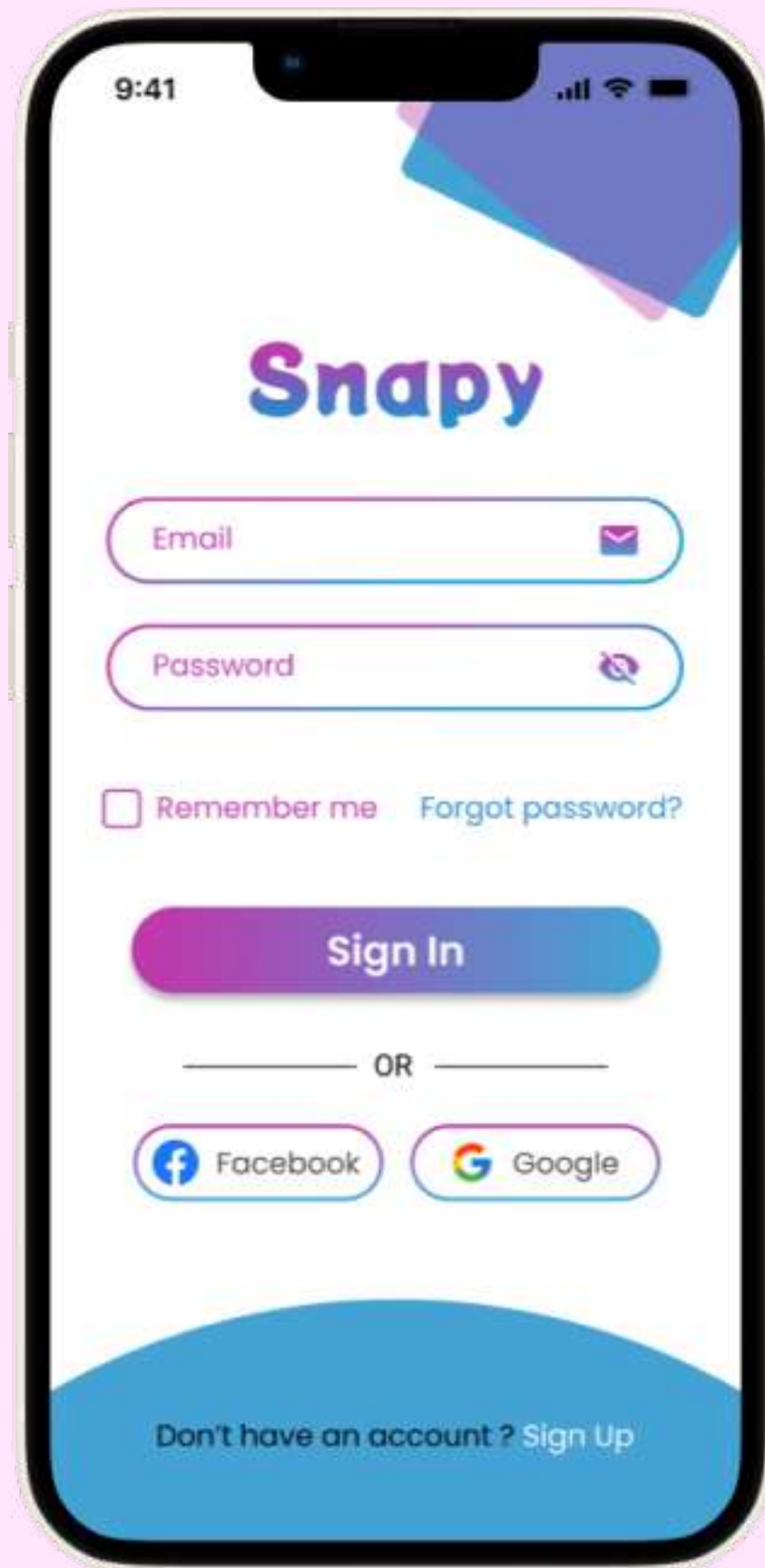
Checkbox



REFINING THE DESIGN

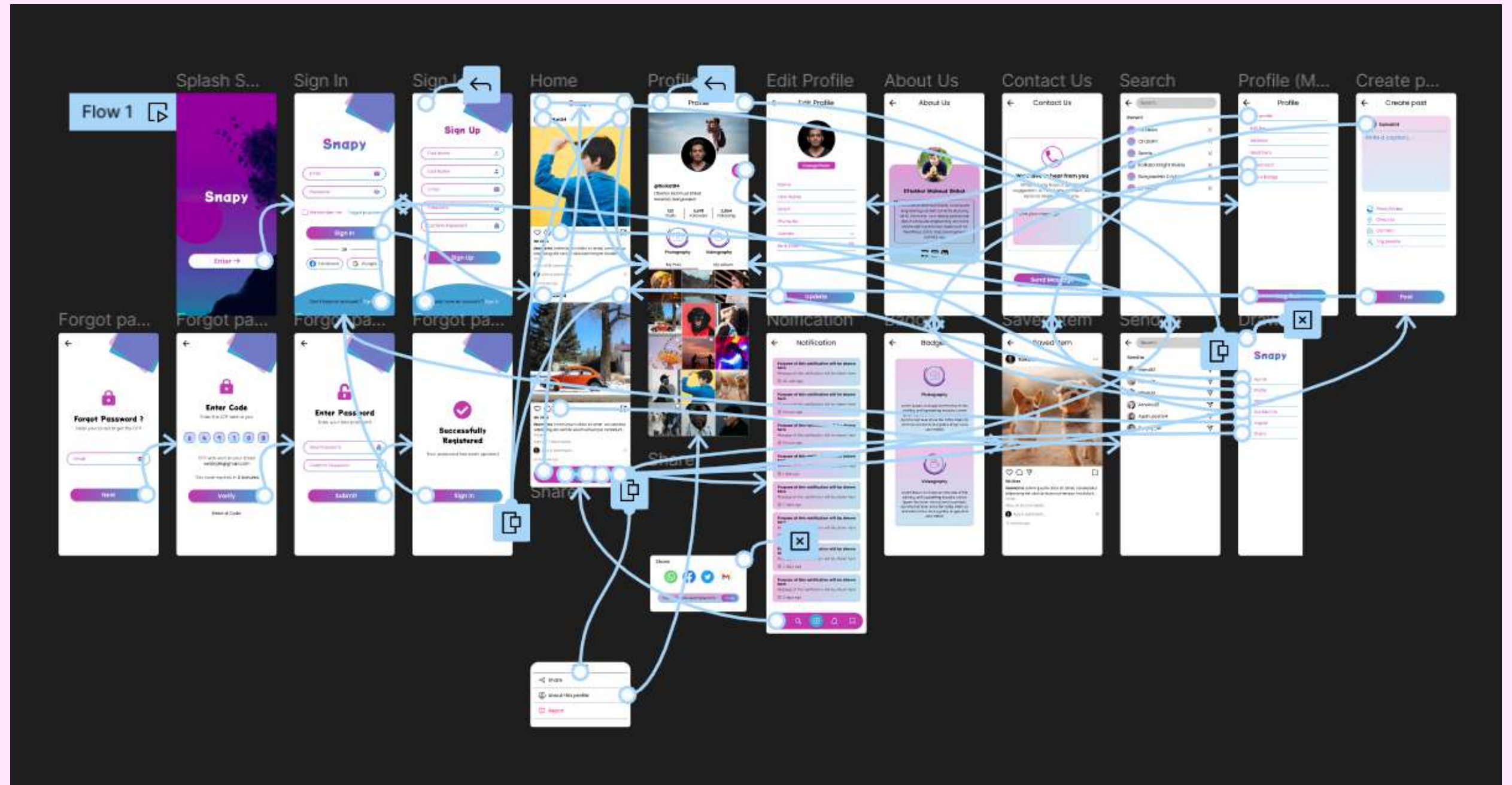
- Mockups
- High-fidelity prototype

Key Mockups



High-Fidelity Prototype

The final high-fidelity prototype presented cleaner user flows, so you can get an idea from it of how the application will work.



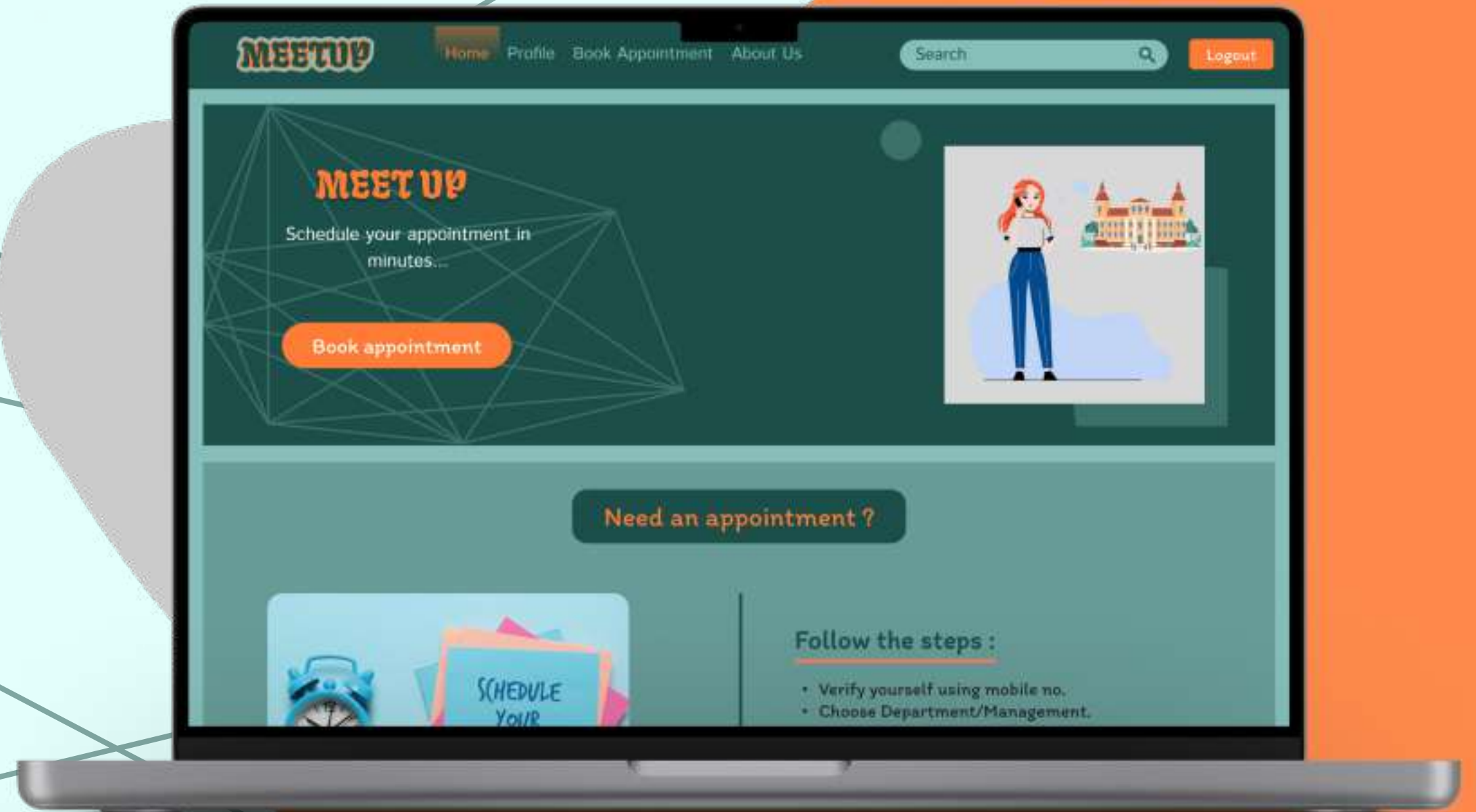
View the Snapy app

[high-fidelity prototype](#)

MEETUP

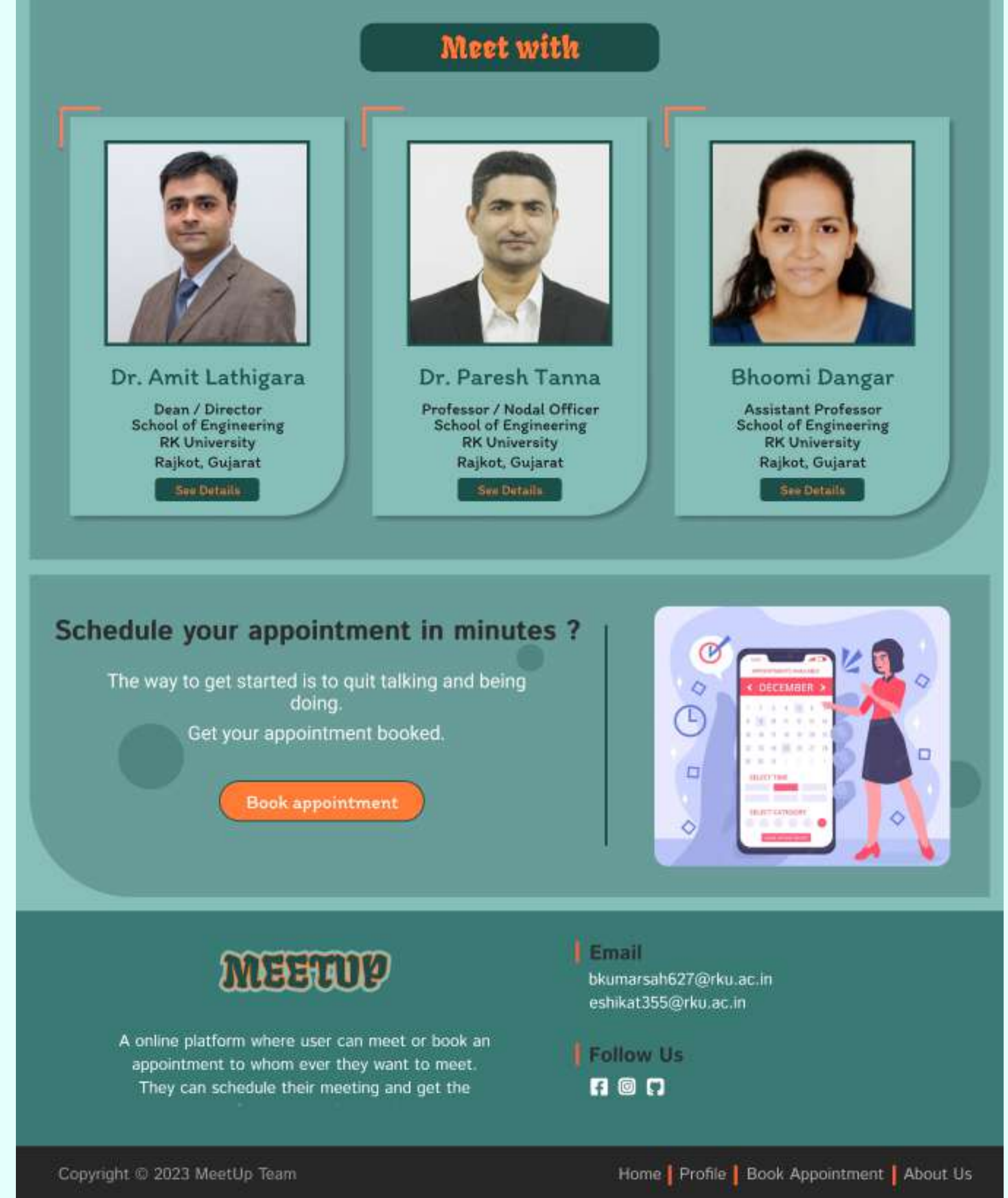
Online Appointment System
Web Application

UI DESIGN



Created by
Eftakhar Mahmud Shikat

Landing Page



Login Page

Here is the login page of the Meetup website, featuring an exceptional UI design that enhances user experience and captures the essence of seamless event coordination.



Book Appointment Page

With the simple navigation system, users can easily book their appointment by confirming user details, ensuring a smooth and hassle-free process.

The screenshot displays the 'Book Appointment' page on the MEETUP website. The page features a navigation bar with 'Home', 'Profile', 'Book Appointment', and 'About Us' links, along with a search bar and a 'Logout' button. The main content area is titled 'Book Appointment' and contains a form with the following fields:

- Email: example@gmail.com
- Date of booking: dd/mm/yyyy
- Meeting with: Select
- Your designation: Select
- Mobile No: +91XXXXXXXXXX
- Reason for booking: Reason...
- Personal emergency? Please specify: Optional...

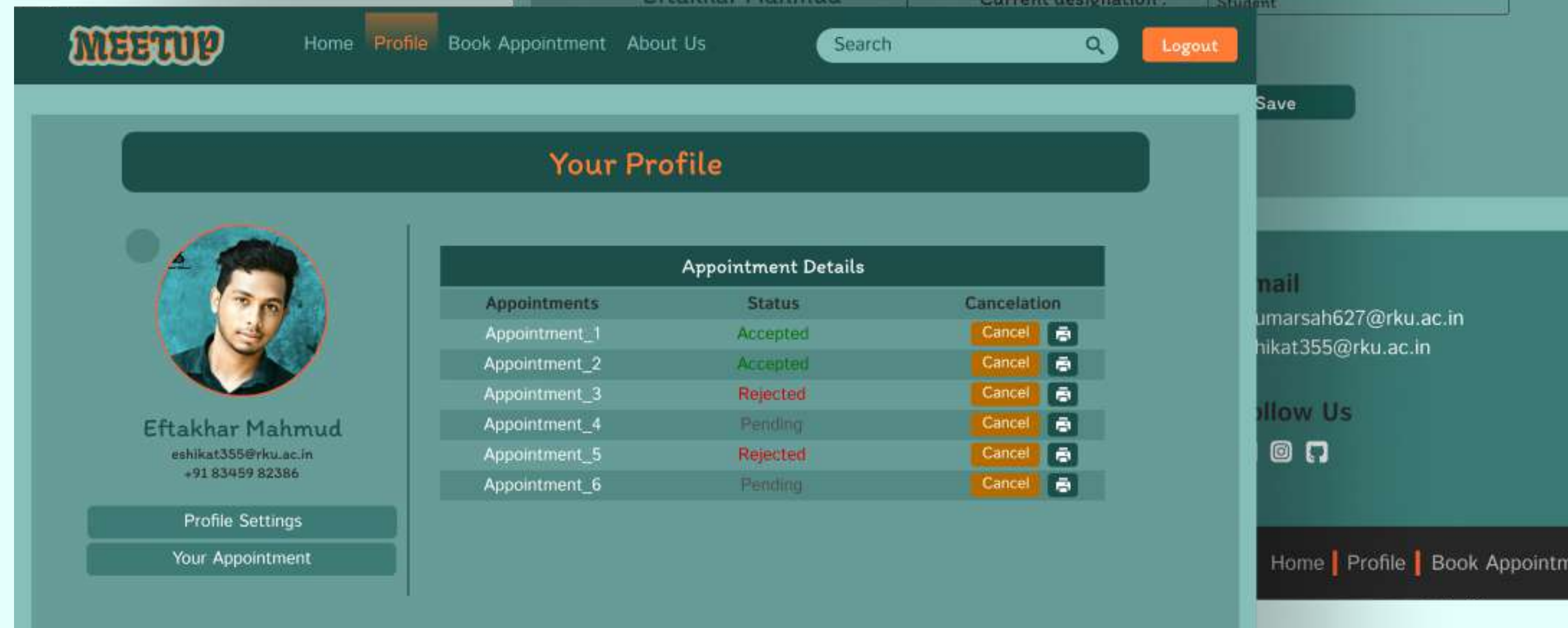
A 'Next' button is located below the form. A 'Confirm Details' modal is overlaid on the page, showing the following details:

- Email: shikatmahmud@gmail.com
- Date of booking: 20/01/2023
- Meeting with: Dr. Amit Lathigara
- Your designation: Student
- Mobile No: +91 83459 82386
- Reason for booking: Admission
- Personal emergency? Please specify: No

At the bottom of the modal are three buttons: 'Back', 'See Details', and 'Submit'. The footer of the page includes the text 'they can schedule their meeting and get the confirmation on their mail.', 'Copyright © 2023 MeetUp Team', and navigation links for 'Home', 'Profile', 'Book Appointment', and 'About Us'. There is also a 'Follow Us' section with social media icons for Facebook, Instagram, and Twitter, and an 'Email' section with the addresses 'bkumarsah627@rku.ac.in' and 'eshikat355@rku.ac.in'.

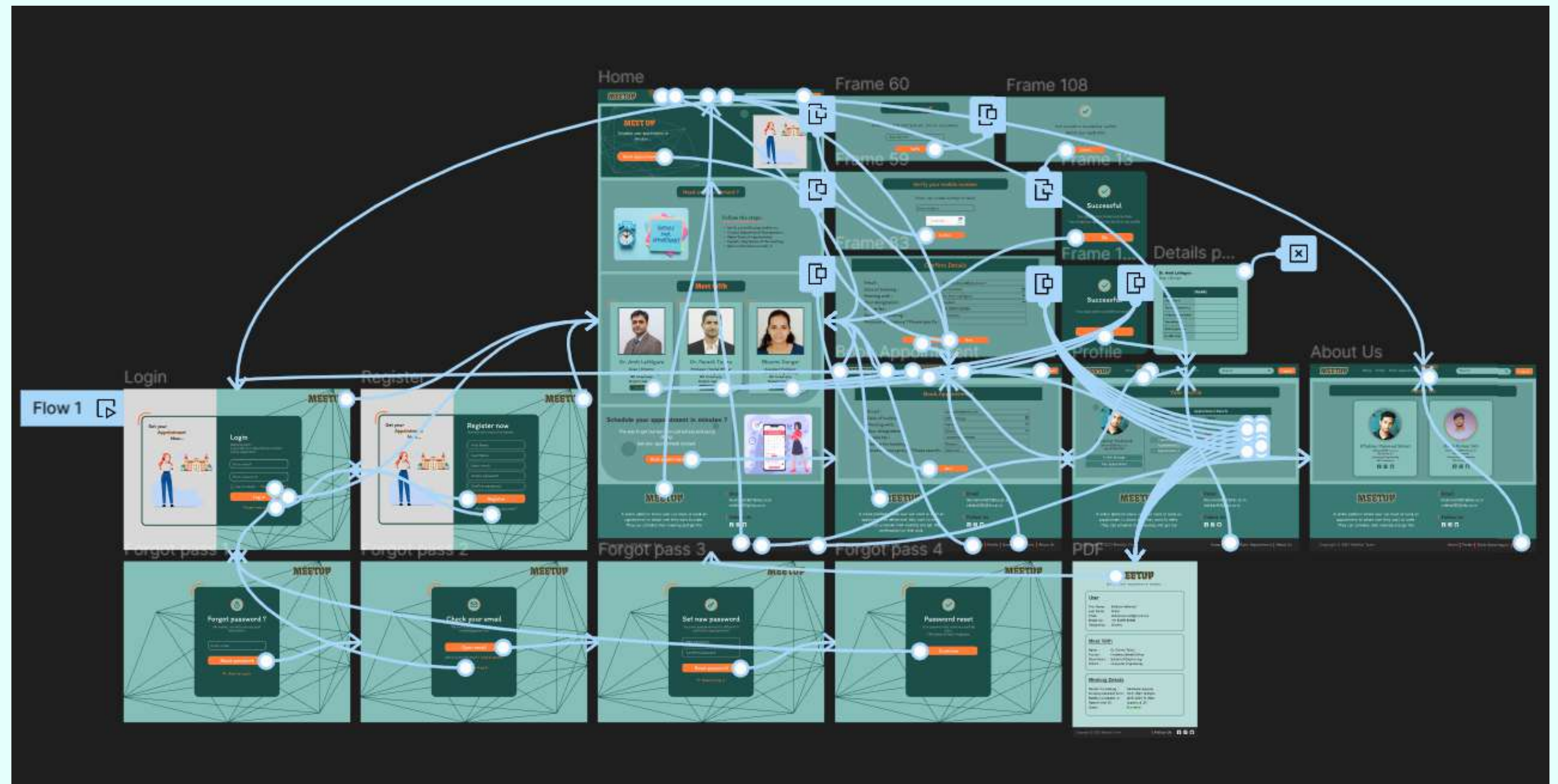
Profile Page

In the profile section, the user can see their profile details and edit them. They can also access their appointment details, including the appointment ID and status, and print out the current status of the appointment. Furthermore, users have the option to cancel their appointment at any time by clicking the **Cancel** button.



High-Fidelity Prototype

The final high-fidelity prototype presented cleaner user flows, so you can get an idea from it of how the application will work.



View the MeetUp Web App

[high-fidelity prototype](#)

Thankyou.

