Tamer Shaaban

EXPERIENCE ANALYST / ENGINEER

Google Certified
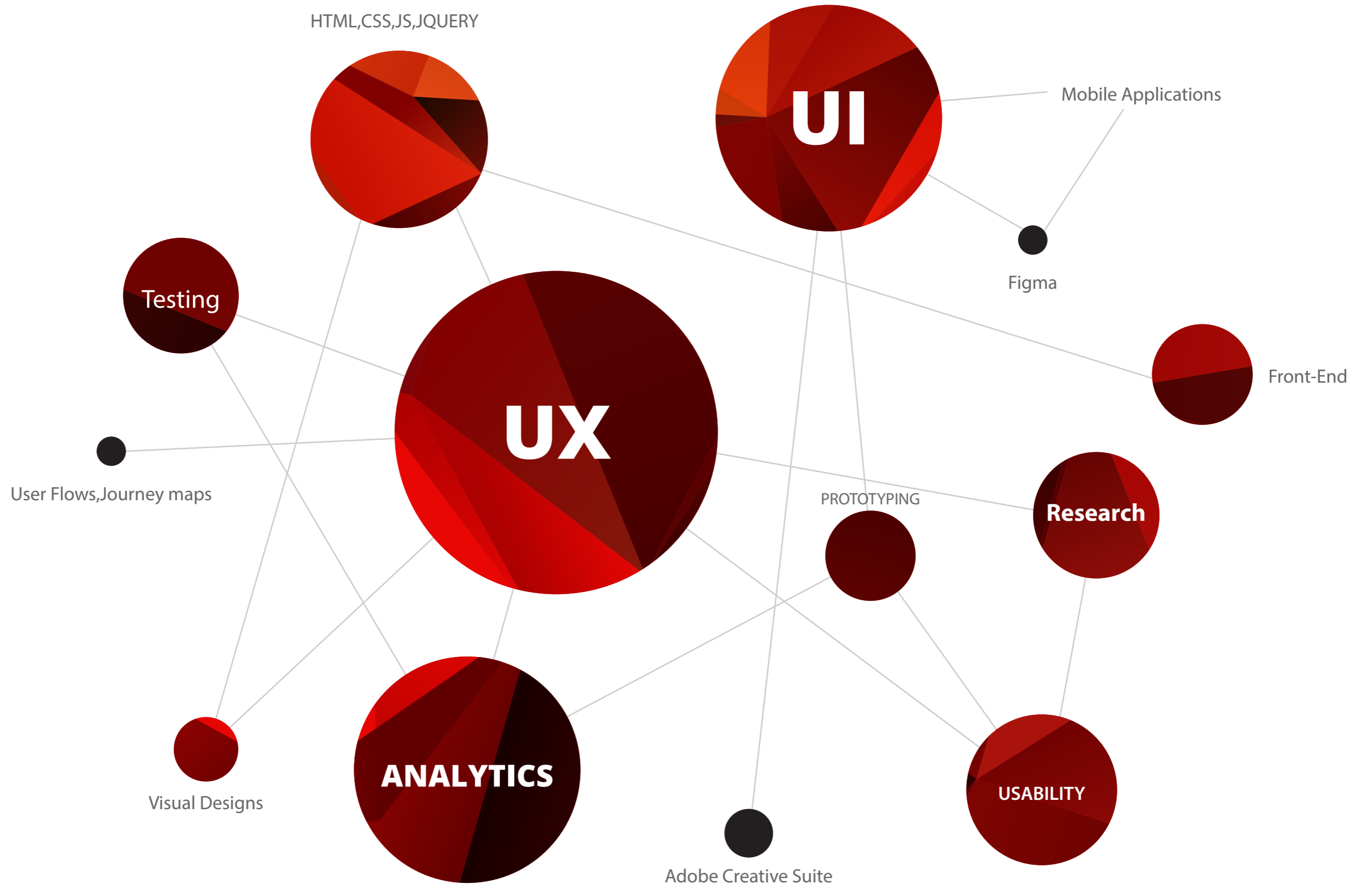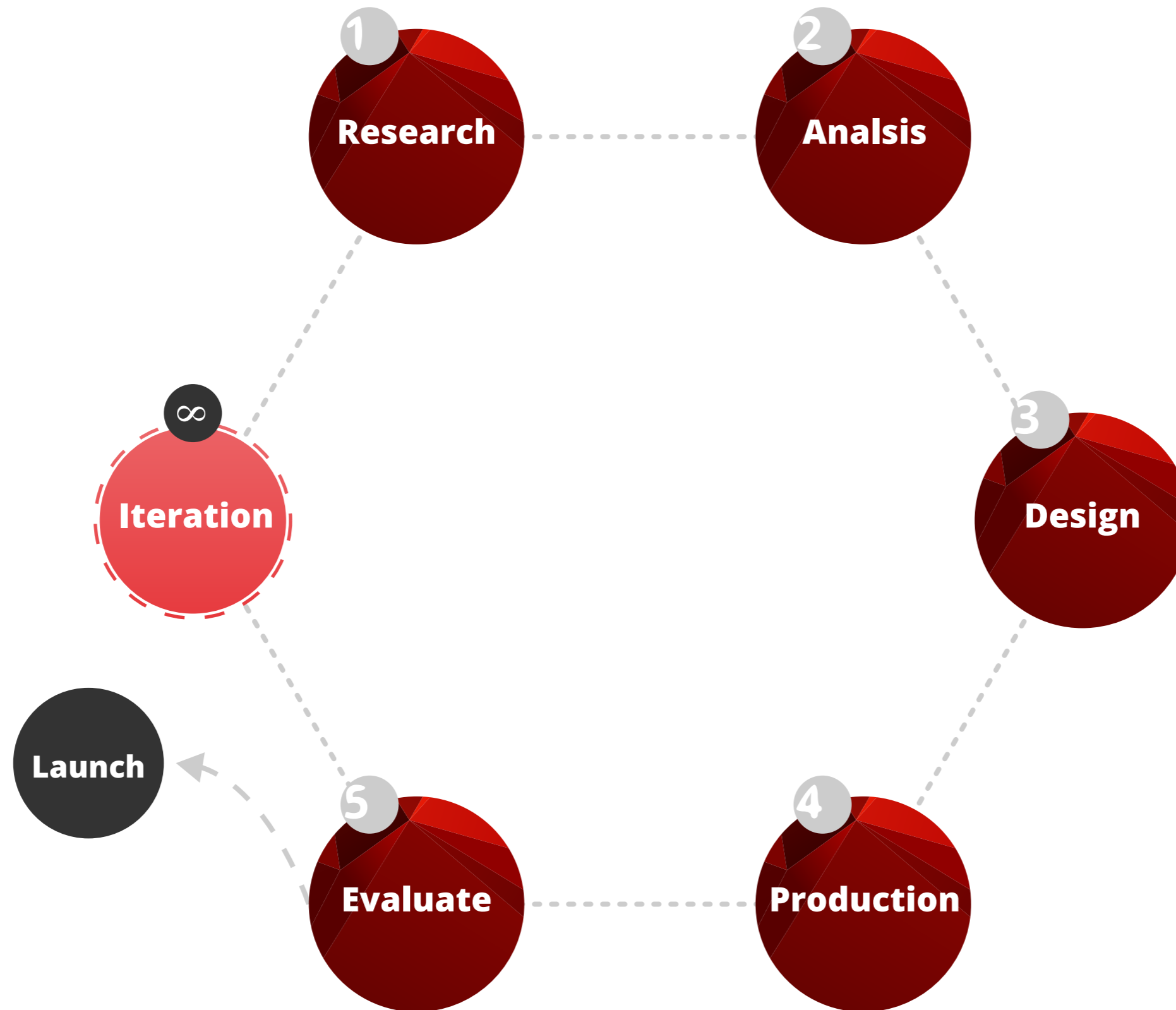
PORTFOLIO

2023

I introduce creativity to all seI introduce creativity to all services delivered with customer experience, exposure and profitability.
As the main target by adopting best practices in UI, Visual Designs and the UX process approach.

A focused and highly motivated individual with good interpersonal skills, having over +16 years of experience in IT, the majority of which has been in the web technologies.
Considerable visual designs and digital media marketing experience on a variety of projects.

Having excellent problem-solving skills, with the ability to add value during the full software development life cycle from business analysis to project delivery.
As a technology coordinator i have a lot of experience working as head of team or being part of it.
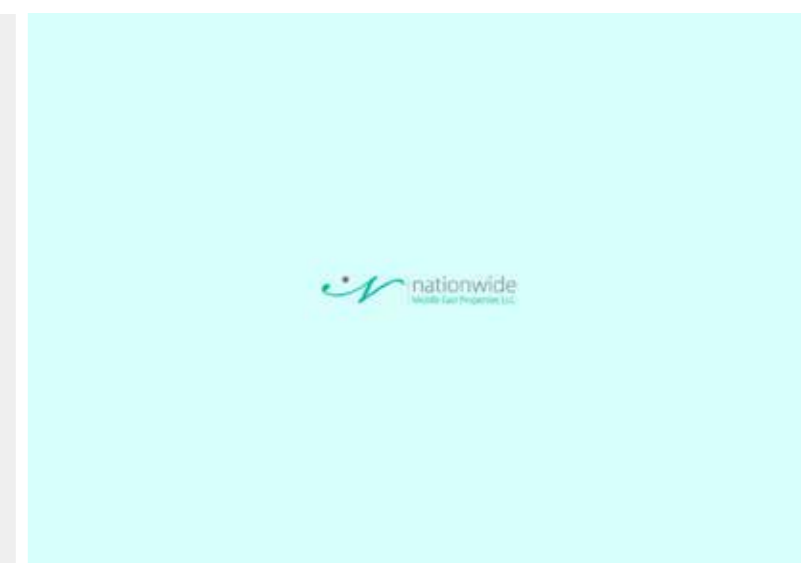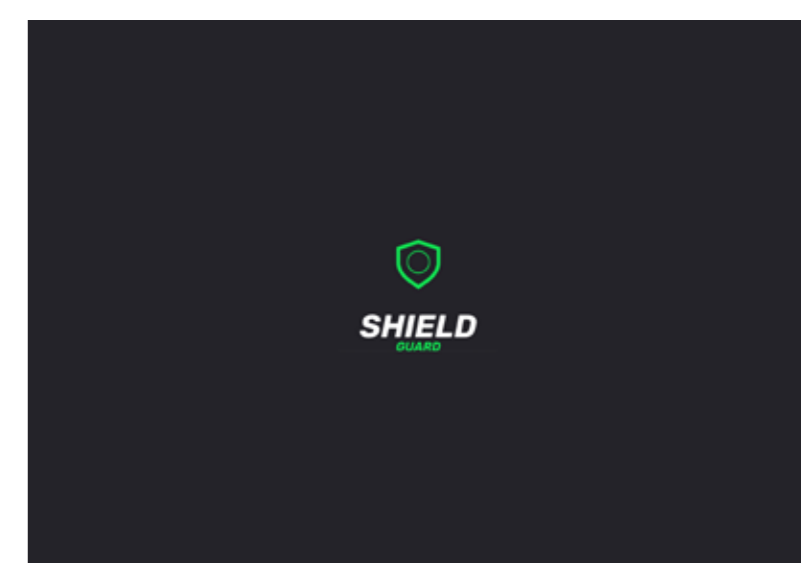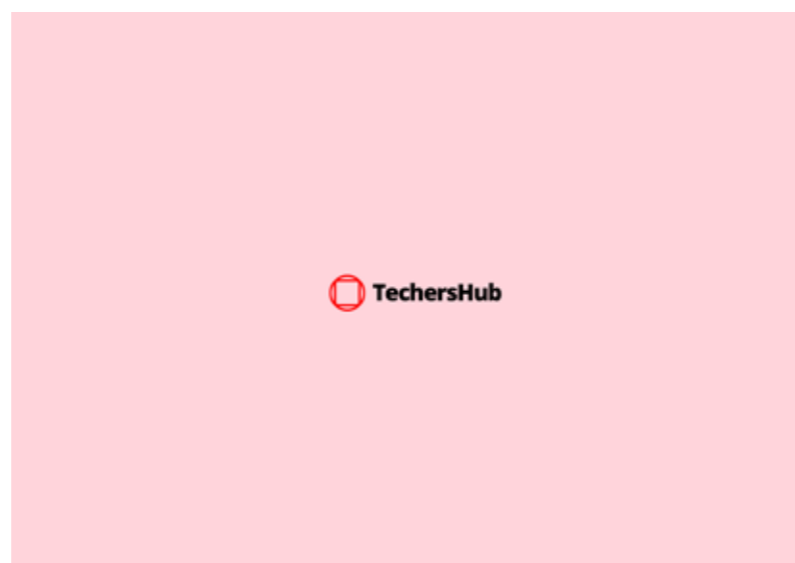
HTML,CSS,JS,JQUERY

UI

Mobile Applications

Figma

Testing

Front-End

UX

User Flows,Journey maps

PROTOTYPING

Research

Visual Designs

ANALYTICS

USABILITY

Adobe Creative Suite

- **1** Research
- **2** Analsis
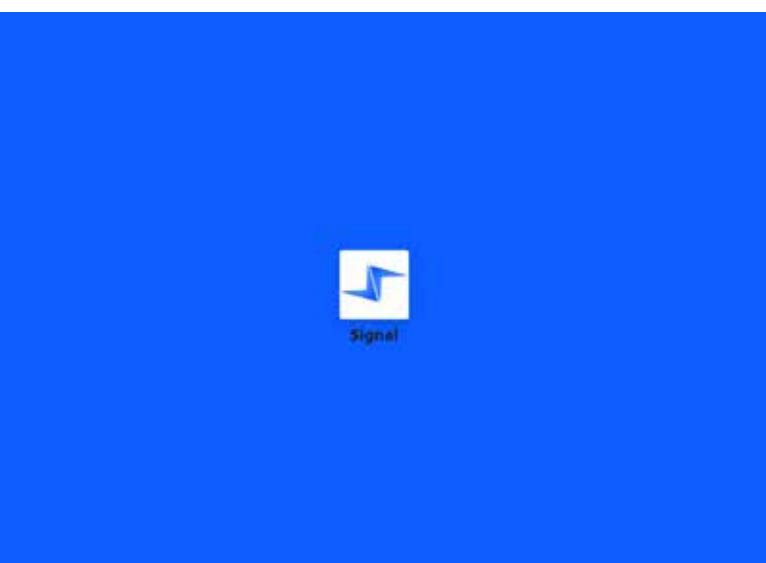- **3** Design
- **4** Production
- **5** Evaluate
- **∞** Iteration
- Launch

PORTFOLIO

USER INTERFACE , VISUALS, BRANDING , LOGOFOLIO

معالم
عيش الواقع والخيال

SHIELD
GUARD

TechersHub

Salemore
Enjoy more life

Signal

Projeler Academy

TEACHER'S HUB
Empowering leaders

ANALYTIKA DNA
ETERNAL HEALTH

Rentalmarks.com

TC

Kontratoo
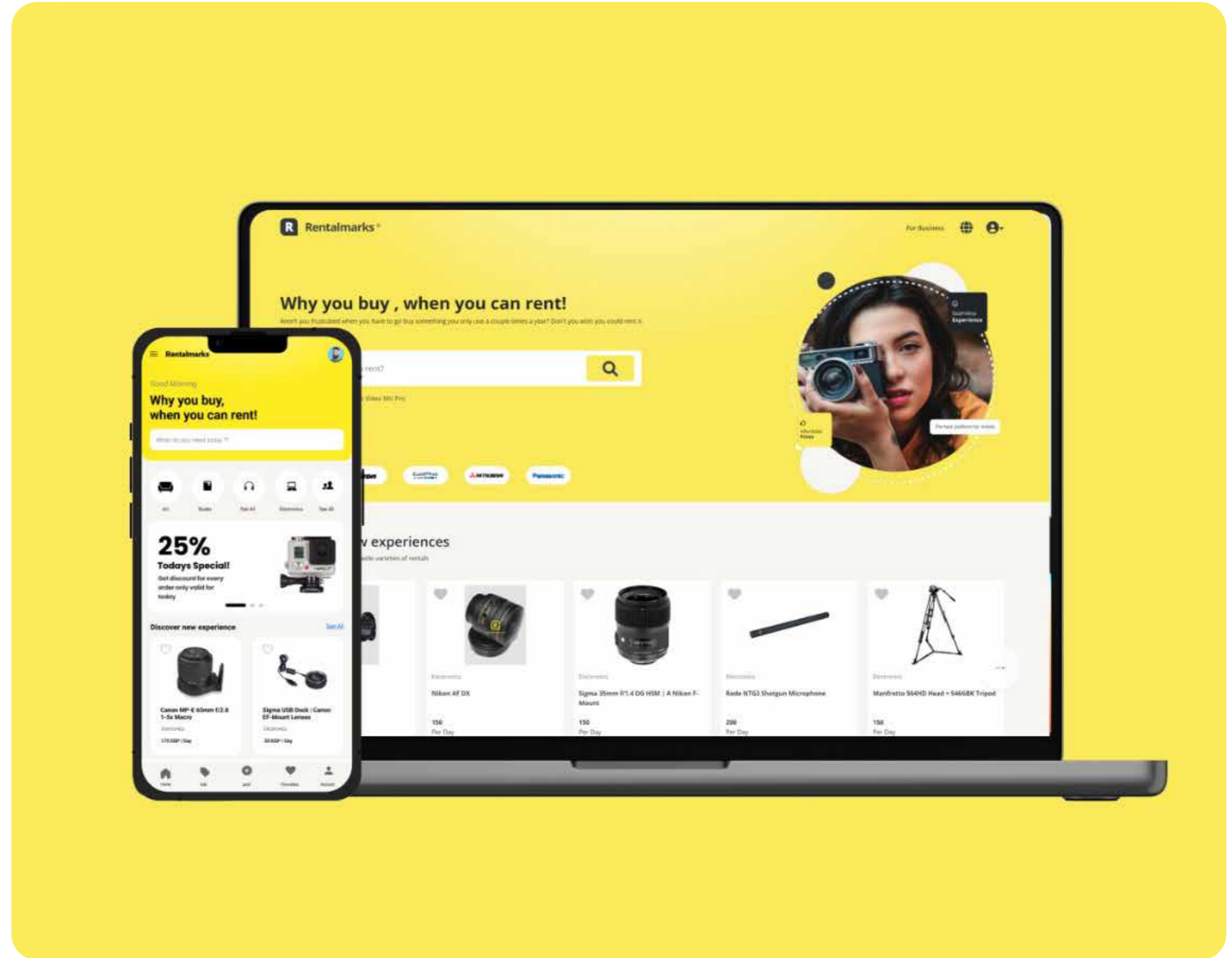
مسار

DIVERSE
365
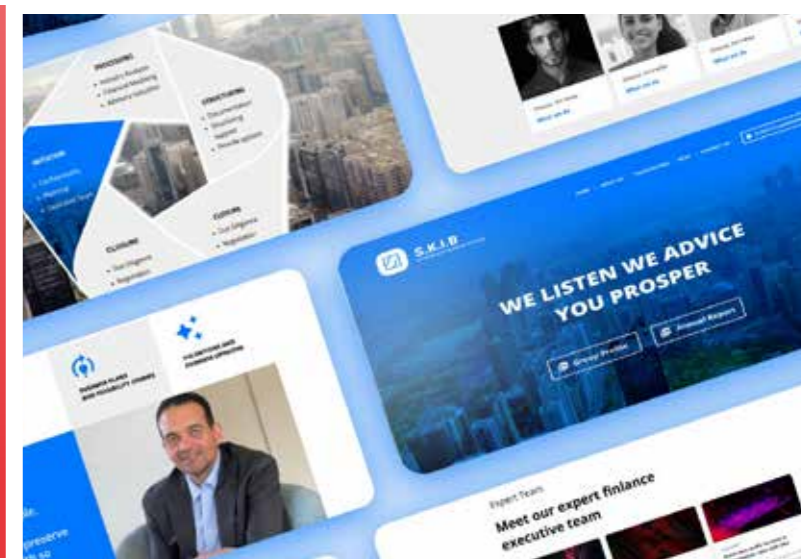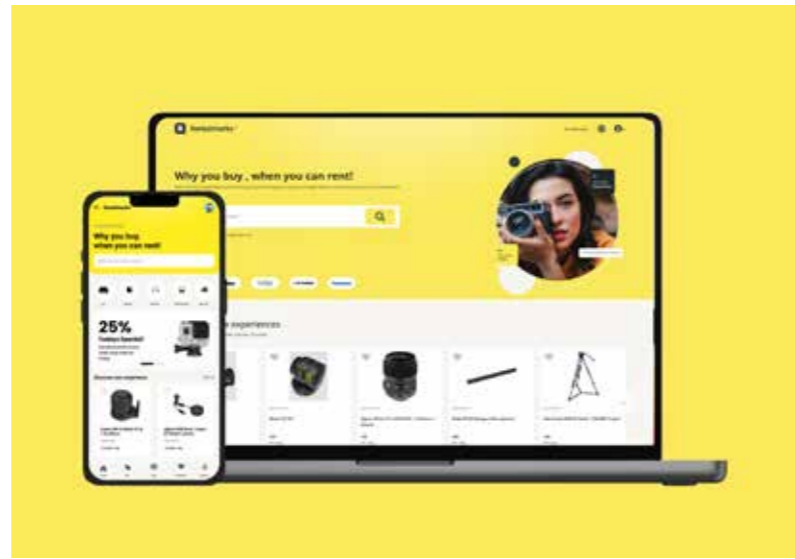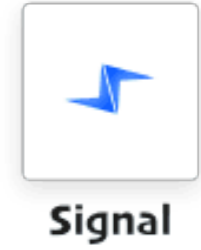
CASE STUDIES

RESEARCH ,PERSONA,USER JOURNEY, USABILITY STUDY

RENTALMARKS.COM

Online platform for rentals in Egypt and MENA

https://www.rentalmarks.com

PROJECT OVERVIEW

The Product

Rentalmarks.com is a platform where customers can find items and products they need to rent for short - long terms. We are trying to help customers facing issues finishing own projects like graduation projects, productions, etc. by providing them high tech equipment like dslr cameras and more so they can easily within seconds be able to rent it and finish their work.

Project Duration

November 2016, to May 2021

The Problem

The raise of prices of most of good and products is one reason for feeling frustrated

The Goal

Build online platform help customers to rent products for short -log terms and without the need of buying it in a very easy way they can save time and money, and complete the unfinished work

My Role

UX designer designing an app for Rentalmarks.com from conception to delivery

Responsiblities

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

USER RESEARCH

Summery

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was young professionals in tech filed who occasionally rent digital products.
This user group confirmed initial assumptions about rentalmarks.com customers, but research also revealed that price was not the only factor limiting users from renting products but also mobility special when you travel from place to place keeping order online without contact

Pain Points

Prices: Most of youth don't want to pay too much for digital products to use it only once
Usability: The platform must be user friendly and usable otherwise none will be happy using it and they will go to competitive
Story Telling: The website site is hard to understand the purpose behind it at first visit that's we need to tell story

Problem Statment

Ismail is a System Administrator who likes to rent digital cameras online using some renting web sites.

USER RESEARCH : PERSONA

Ismail

Age	: 36
Education	: Collage
City	: Dubai, UAE
Family	: wife , 2 kids
Occupation	: IT Engineer

I need a place where i can find all what i need under one roof

Goals

• I need a platform which has all kind of electronics and photography tools
• I need to be able to rent online
• I need a place to provide delivery also

Frustrations

- It is not easy to find tools of photography in one website
- Booking online not always there
- No website I found that I can do online payment for renting

Ismail is a system administrator with 2 kids , who loves capturing special moments specially when he is on trip with his family , his online and busy most of the time so for him to find specific professional lens for his camera not easy of other websites he experiences before.

USER JOURNEY MAP

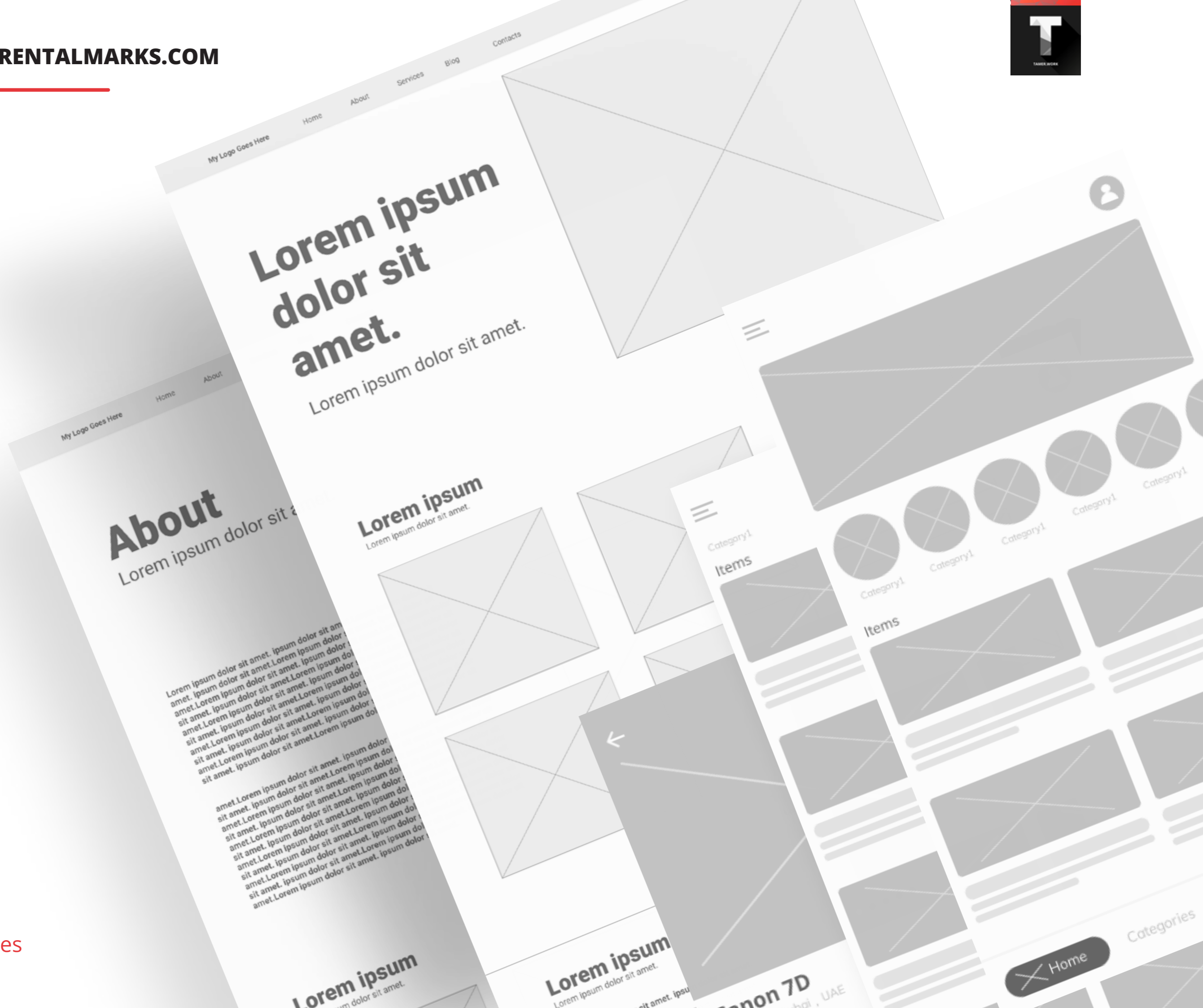### Ismail

Goals

• rent digital professional camera dslr online without need of driving for long distance

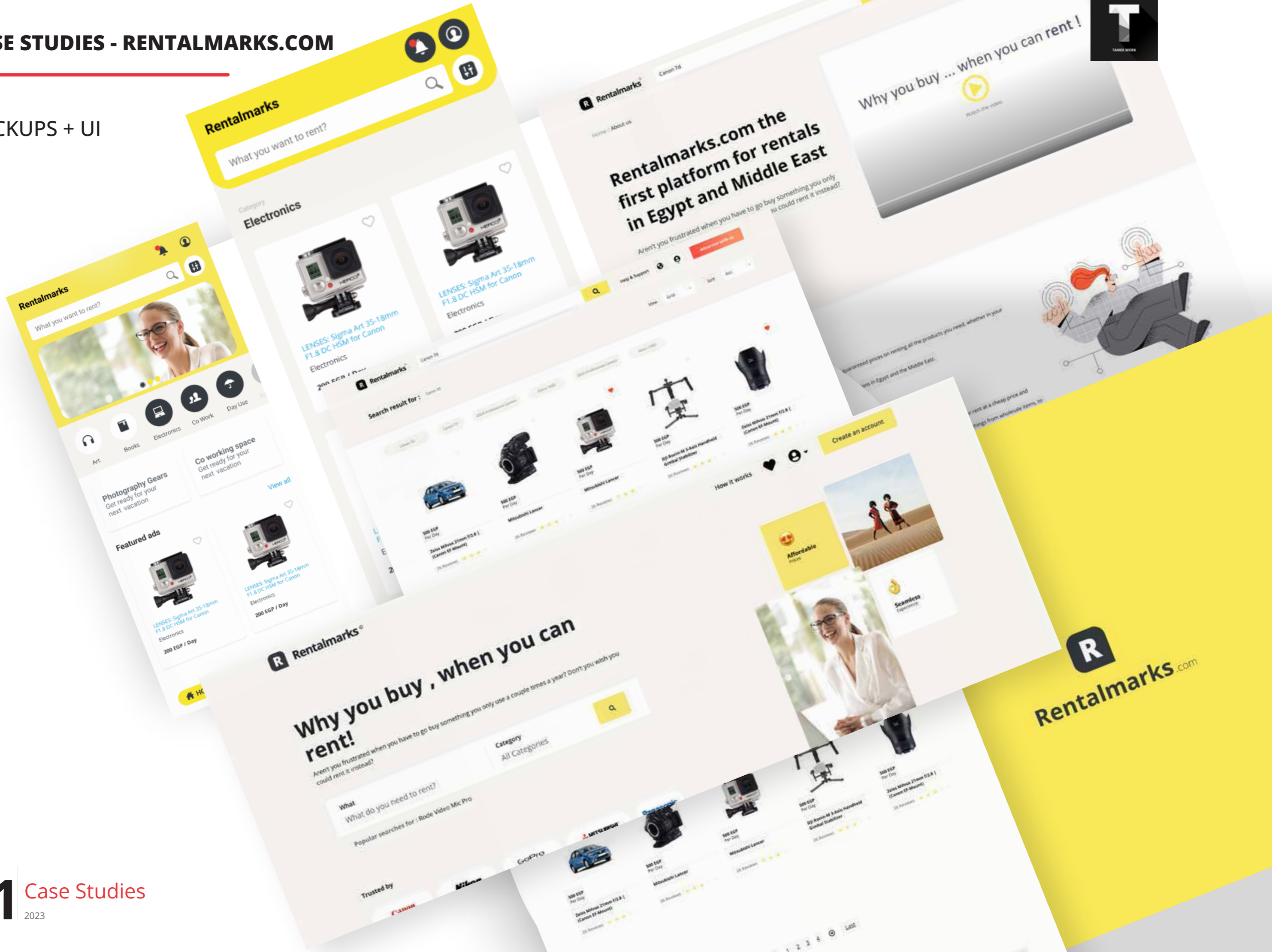| Action	search on google	land on website	browse for rentals	select rental& send order request	Recieve product
Task List	**Task** • search google • browse few websites from search result	**Task** • select few pages of search results beforeopening the website • enter search keyword for needed camera model	**Task** • select filteration options on advanced search filter • rearrange the view of product • sort by price lowest to highest	**Task** • select product from our product catalog	**Task** • receive a call on arrival from delivery man
Feeling Adjective	frastrated as search results are varied	pleased to find website in search results	pleased to find items looking for	good feeling while choosing product i need	over talking on the phone to describe the exact location to the delivery man
Improvement Opportunties	Build mobile app on app store	Build mobile app on app store	enhance advanced search and filteration	build seemless booking call to action with minimum steps	activate online payment

WIREFRAMES

MOCKUPS + UI

11 Case Studies
2023

USABILITY STUDY

Parameters

Study type Unmoderated usability study	**Location** UAE {remote}	**Length** 30-25 minutes	**Participants** 5 participants

Findings

Efficiency
People want to be able to rent products easly without the need to buy it in hgih prices and save money

Customization
People want more customization options

Convenience
People want a delivery option

Accessibility

AA Color contrast for clear contrast between foreground text and background

Primary action in the reach user thumb without taking extra efforts

Provided access to users who are vision impaired through adding alt text to images for screen readers.

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https://tamer.work

Thanks