XM Automobile Responsive Website

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Project overview

The product:

A responsive website for XM automobile to help them unveil their limited production Boutique manufactured supercar. The website will aims to provide product details to its potential clients and to maintain an online presence and fulfill their branding needs.

Project duration:

Feb 2023

Project overview

The problem:

A need of online presence and a globally accessible display showroom where exclusive content would be unveiled.

The goal:

Design a responsive website to meet XM's branding needs and to maintain an online presence and be their online display showroom.

Google

Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery

Responsibilities:

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

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
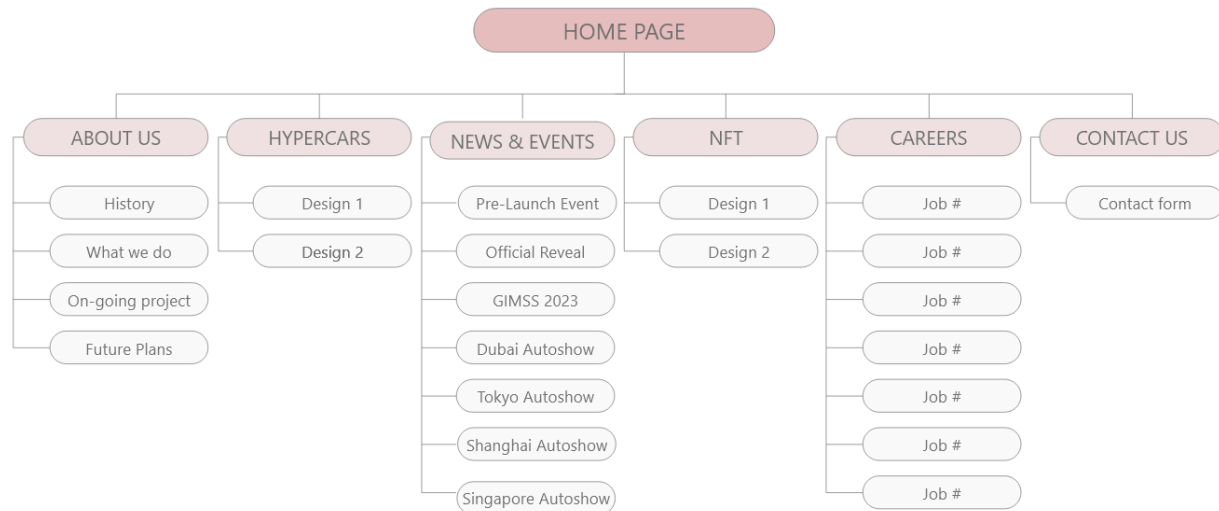- Ideation

Google

User research: summary

I used XM's data for determining their branding and design requirements and developed interview questions, which were then used to conduct user interviews. Most interview participants reported feeling positive about the website, but had some concerns regarding the website not responding well to their older devices. The feedback received through research were converted into valuable insights and it was clear that the app would help achieve our goal a visually appealing and a true representation of a Luxury Exotic boutique manufacturing automobile company.

Starting the design

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

Google

Sitemap

I started work on designing the responsive website. I used the XM automobile's sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

HOME PAGE

| ABOUT US	HYPERCARS	NEWS & EVENTS	NFT	CAREERS	CONTACT US
History	Design 1	Pre-Launch Event	Design 1	Job #	Contact form
What we do	Design 2	Official Reveal	Design 2	Job #	
On-going project		GIMSS 2023		Job #	
Future Plans		Dubai Autoshow		Job #	
		Tokyo Autoshow		Job #	
		Shanghai Autoshow		Job #	
		Singapore Autoshow		Job #	

Google

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically to design a visually appealing user experience for those who visit the website and get a sense luxury and uniqueness.
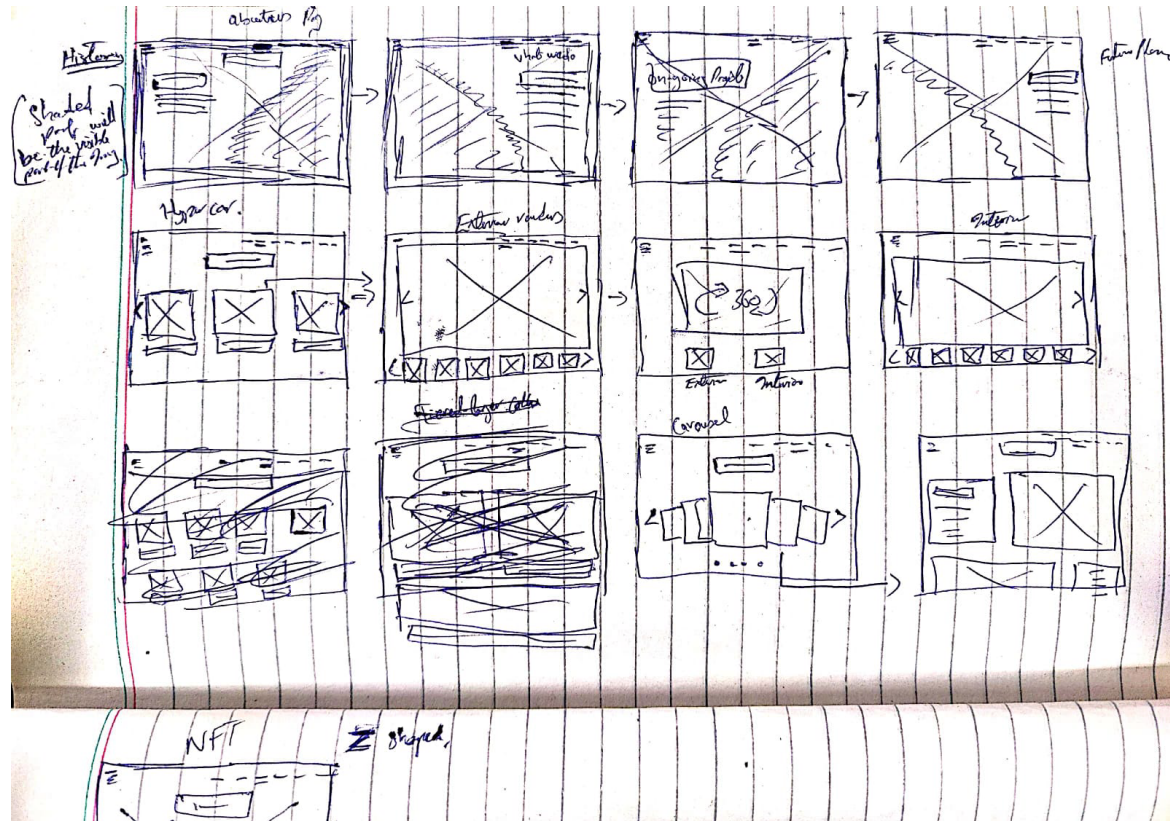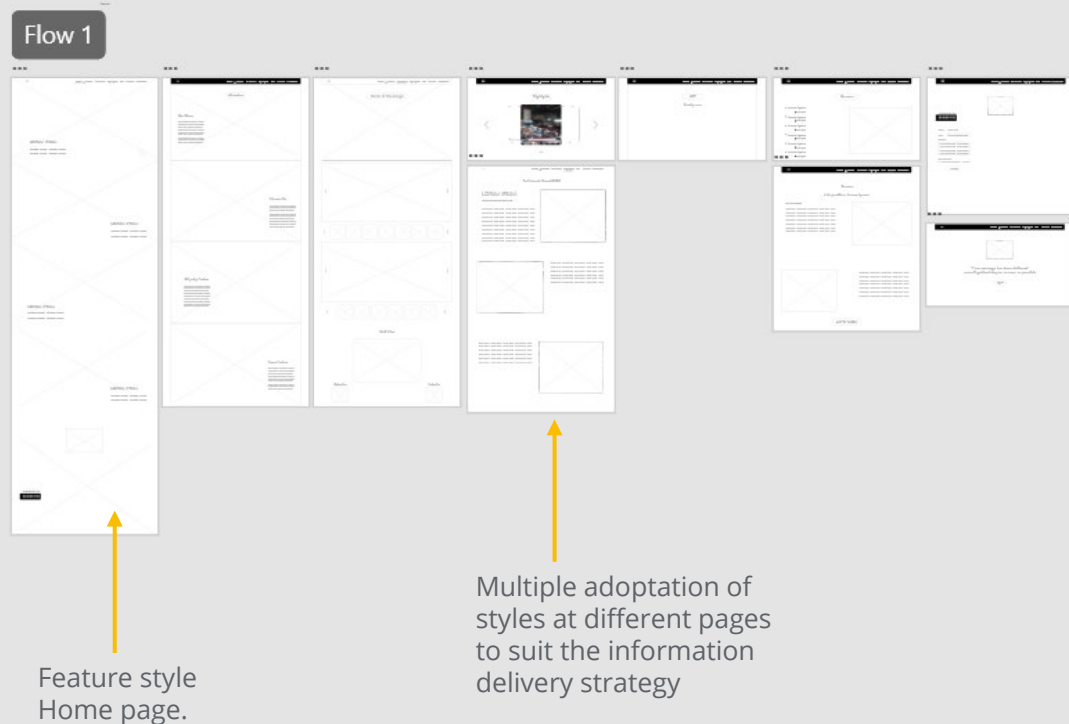
Paper wireframe
screen size variation(s)

In order to create a true
responsive website I took
into consideration three
sizes; A mobile, Tablet and
desktop version.

Google
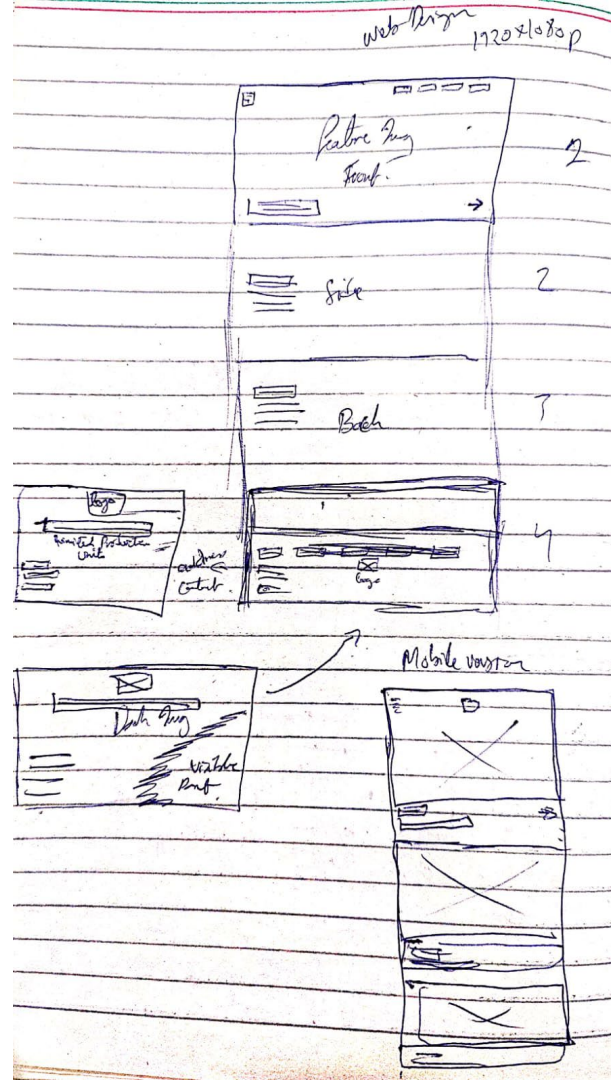
Digital wireframes

An adaptation of multiple styles such as feature style for the home page and about us page. Then Z shaped style for the news and highlights page.


Feature style Home page.

Multiple adoption of styles at different pages to suit the information delivery strategy

Digital wireframe screen size variation(s)

Multiple screen sizes were kept into consideration and were designed acoordingly to ensure a smooth experience across multiple screen sizes.
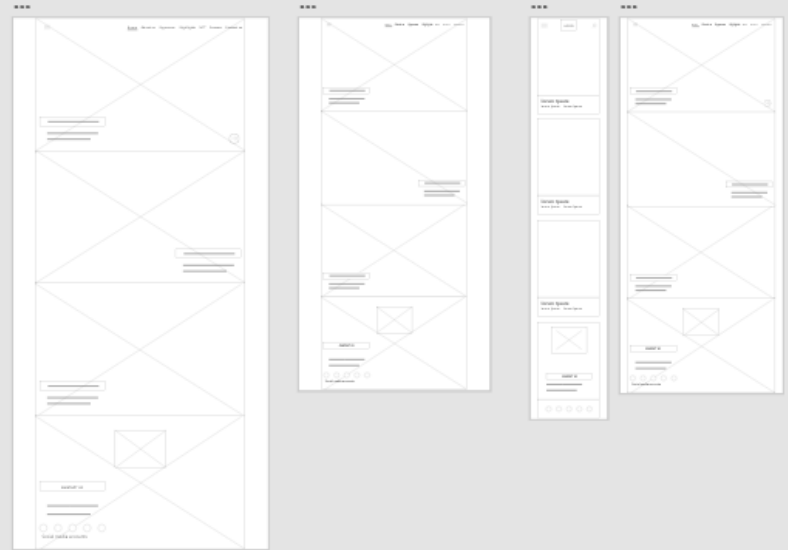
Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing the flow and interactivity of the complete website.
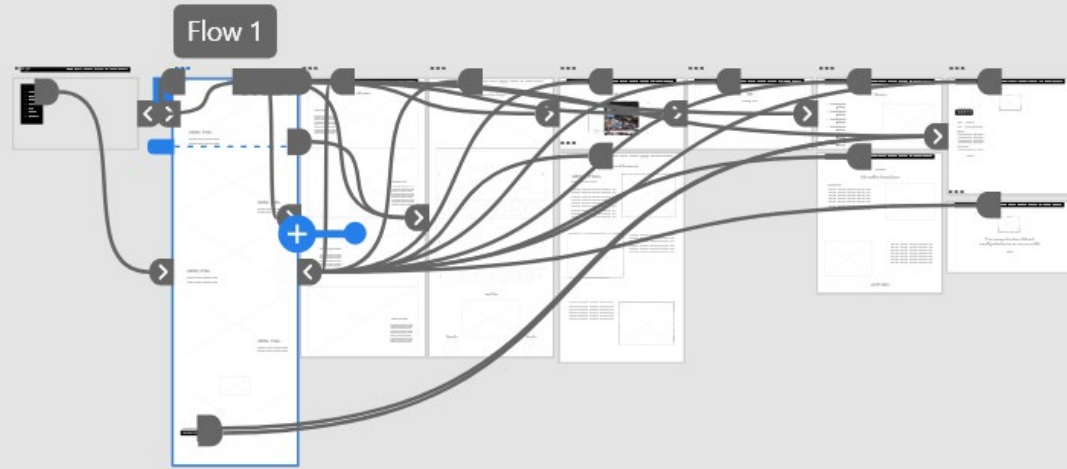
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Dubai, remote

Participants:

5 participants

Length:

20-30 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Visually appealing

The dark theme served the purpose of keeping alive the element of surprize

2

Lack of Content

Due to lack of content a few images had to be repeated.

3

Smooth flow

The interconnectivity was smooth and users could find their way.

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Refining the design

- Mockups
- High-fidelity prototype
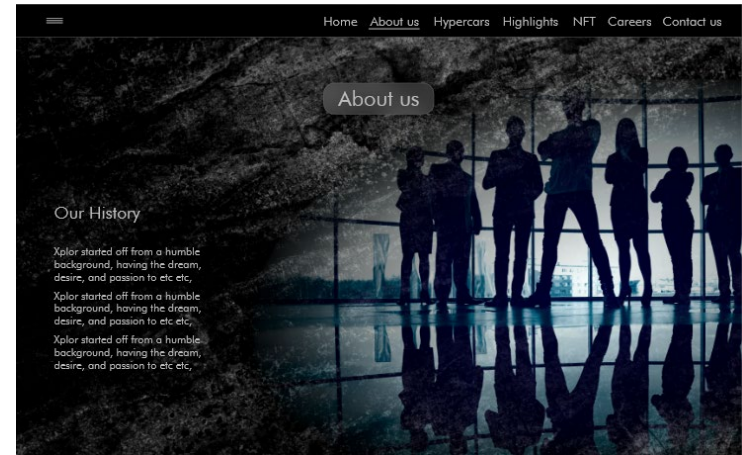- Accessibility

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Mockups

The idea was to create a website which would insite curiosity and give a luxury feel and that was achieved in the Hi-Fi prototype.

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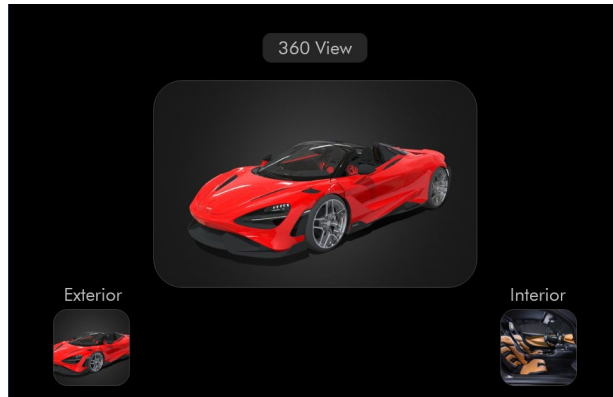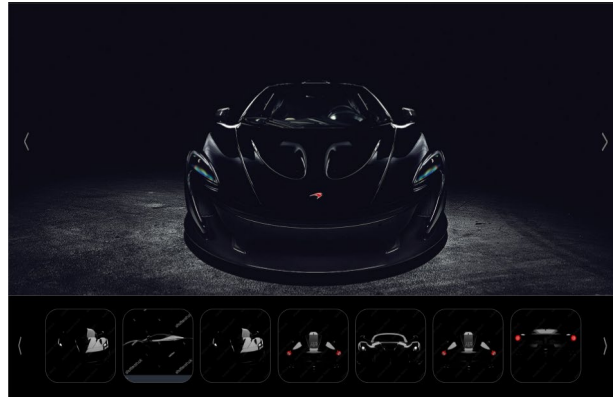
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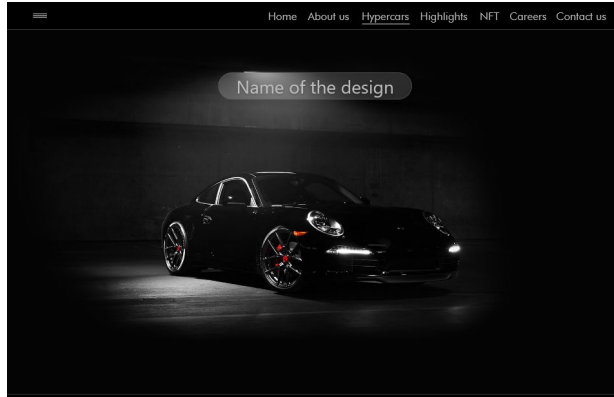Google
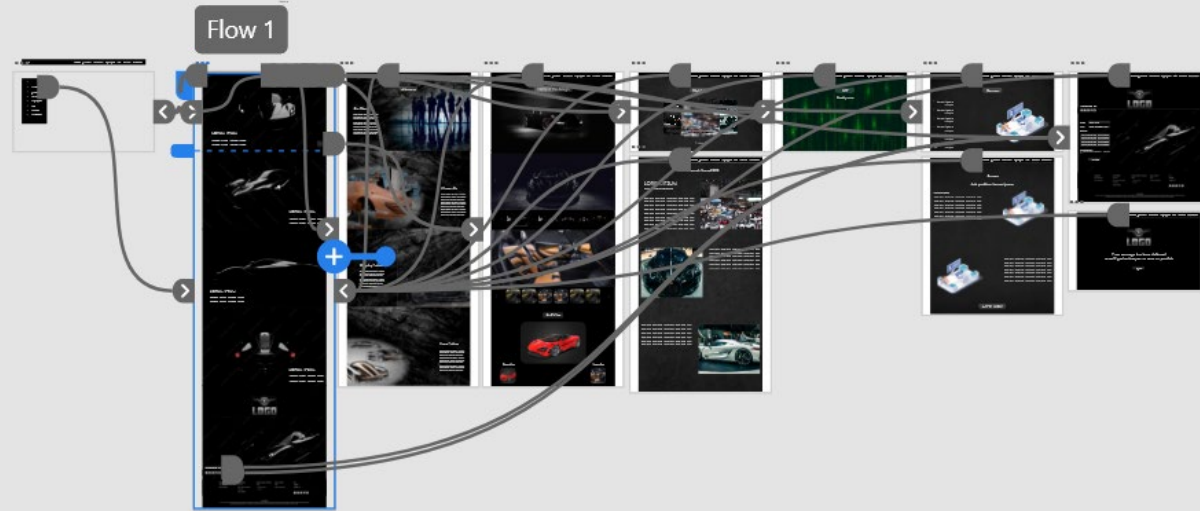
Mockups: Original screen size

Mockups: Screen size variations

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Headings and texts are placed in hierarchical order.

3

Animation transition time has been set between 150 – 300 ms

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

"I think this is it, that's what we needed and it serves our purpose and company vision."
— Syed Ali, Managing Director at XM Automobile.

What I learned:

UX design lays out the foundations and user flow of an app paving the way for developers to simply follow instructions and make the app run in real time. It is a very crucial role and I find this to be the right career choice for me.

Next steps

1

Insert actual product renders

2

Integrate a 360 degree model tour.

3

Insert a VR experience in the website.