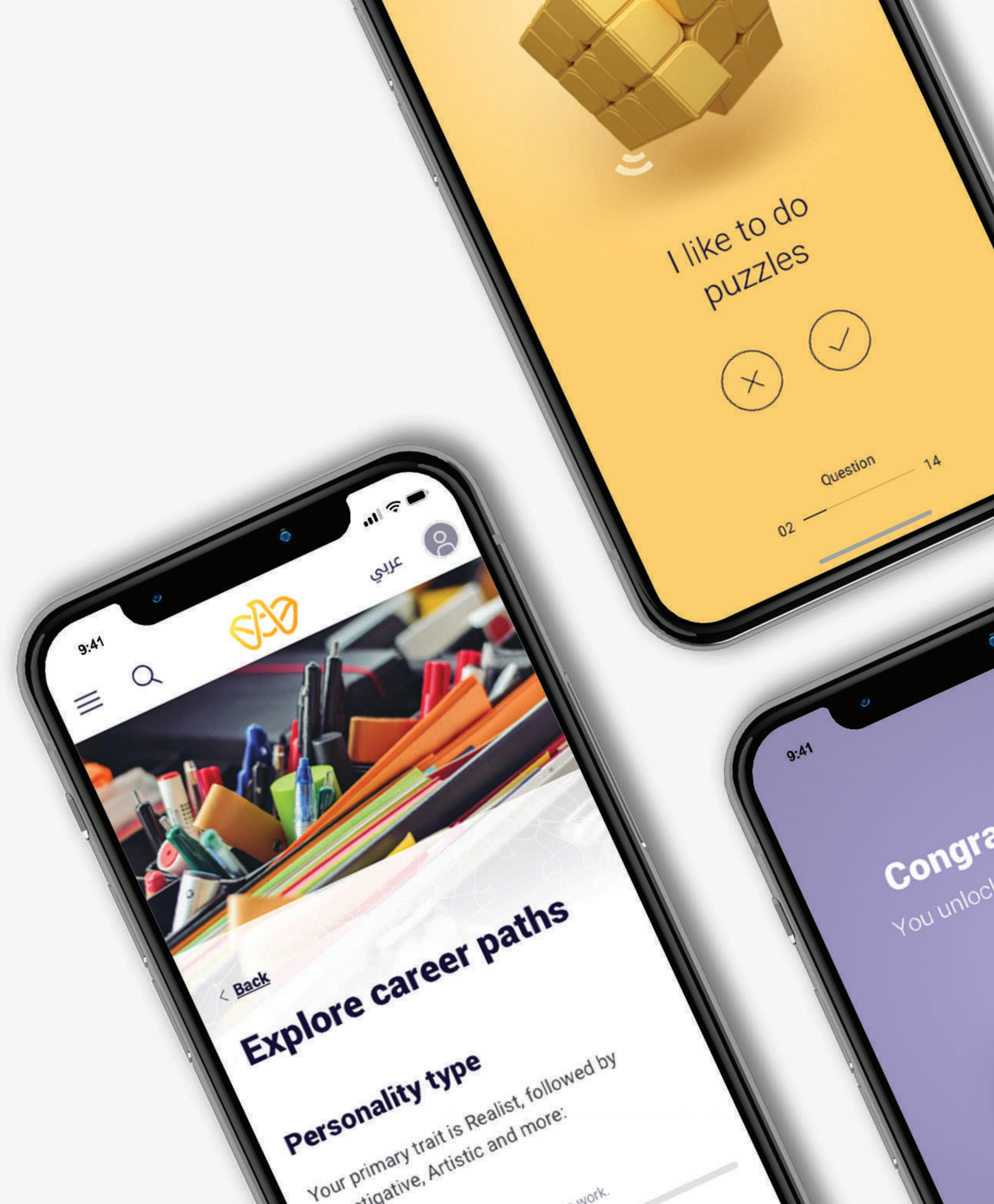


TAMM Abu Dhabi
Get Career Advice -
Proven methods for
getting career advice
that is extremely
helpful to you



Headquarters

Abu Dhabi - UAE

Industry

Education

Company size

60+

Deliverables

Concept

Discovery & Strategy

UX design

UI design

Link

TAMM Abu Dhabi

About the project

Career guidance is an Emirati application that targets Emirati citizens, mainly students aged 4 to 18. Its goal is to empower students to the best fields of study for their personalities through Experimented examinations for societal growth.

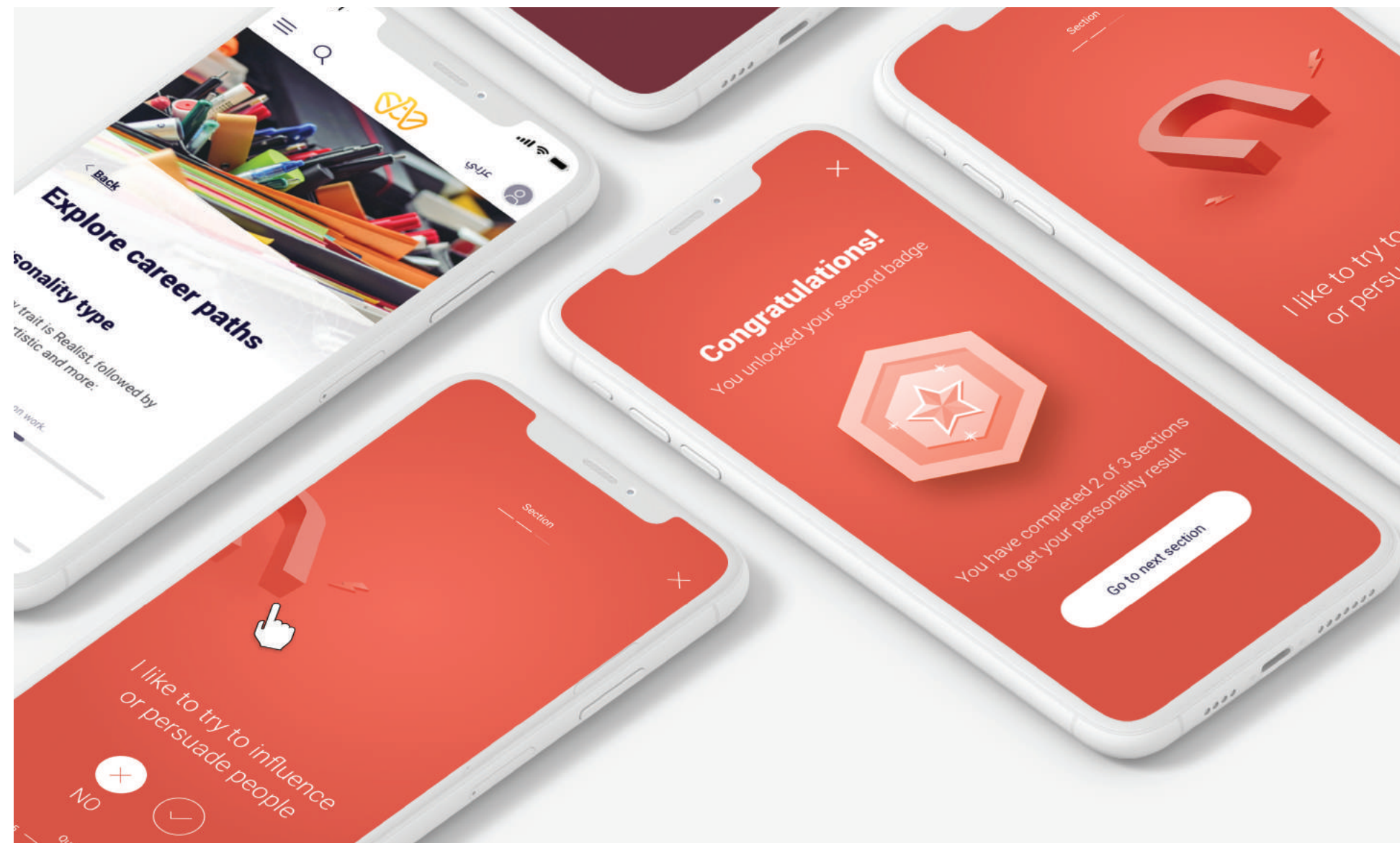
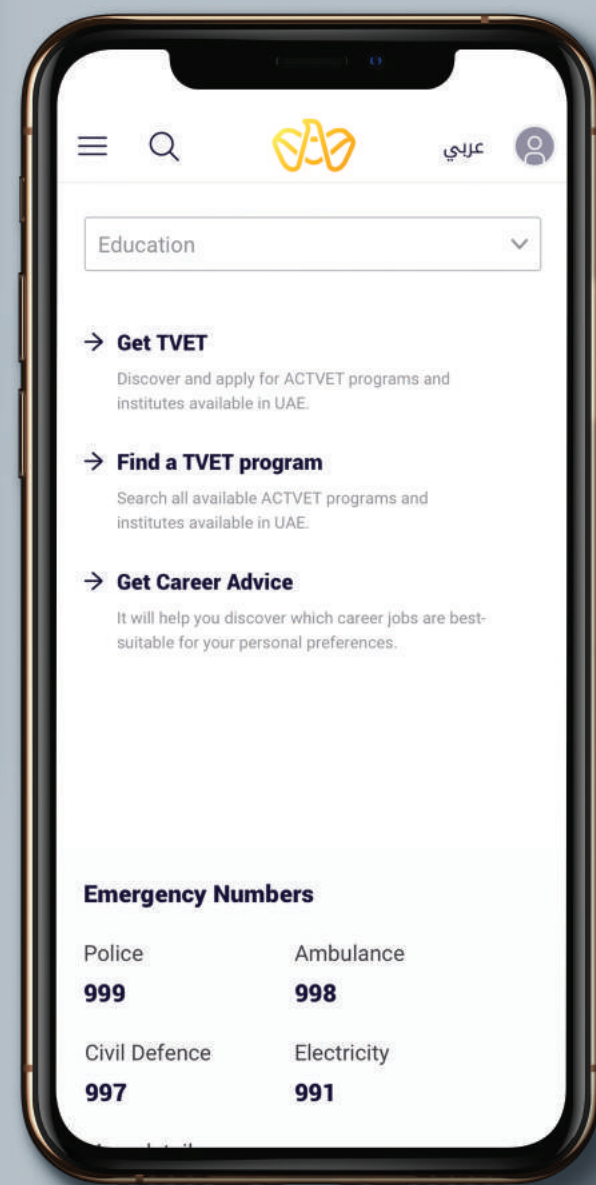
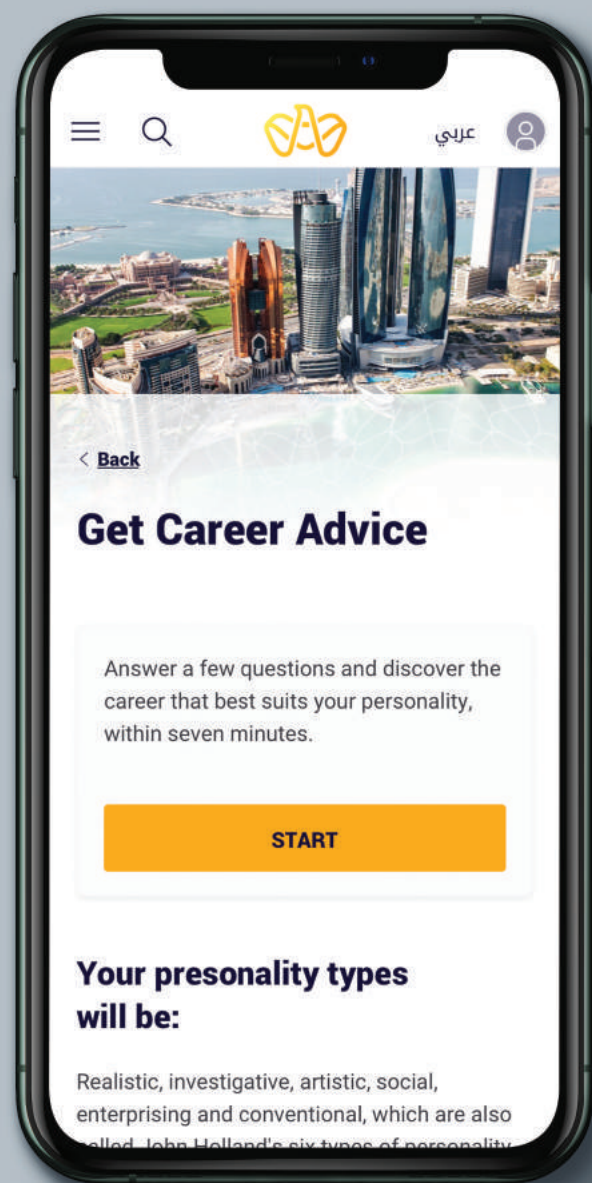
Career Advice application’s concept did not operate well in the UAE, as we discovered through Layouti UX research and analysis. Here’s what Layouti was charged with results as well.

Task Description

Layouti was tasked with meticulously researching the user experience as well as providing a concept design for the project so that stakeholders could imagine it.

UX Research

Layouti’s initial step in each project is to investigate the user experience, which is used to assess the project’s success rate. It should be mentioned that this study was conducted in perfect confidentiality, as a random sample of users was interviewed to determine their need for the project idea, and the results were as follows.





Result

I research and analysis ensured the collapse of the project in the Emirates.

According to UX Research, 50% of Emirati students join the army shortly after finishing their schooling. Because of a lack of money and riches from their parents. Another 25% of students in Emarat didn't finish their education due to their parents' wealth, feeling that school would not assist them because jobs and money were available.

The final 25% of students are those who continued their studies after graduating from university and applied for postgraduate. Of course, they are a very small percentage to rely on them to develop an application.

Our analyses and data collection revealed that 85% of educated students in the UAE are female, which surprised us because the percentage is unexpected. As for the 15%, they belong to males.

An interactive design

The Career Advice application targets a sensitive age range from 5 to 18 years. Therefore, it is preferred to provide an interactive design that incorporates several features that require student interaction. These components include acceptance and rejection buttons, interactive icons, a request to skip to the top, and other elements that break up the student's boredom and make it more usable.

