

ANISA ANUHI

INTERACTION DESIGNER | UX/UI DESIGNER | DIGITAL EXPERIENCE DESIGNER

Designing human-centred digital experiences at the intersection of research, interaction and emerging technology

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Interaction Designer with 3+ years of professional experience designing human-centred digital products across fintech, education, cultural heritage and public sector. I approach design as a problem-solving discipline, combining rigorous UX research, rapid prototyping and iterative testing with hands-on skills in immersive web technologies, motion design and AI-assisted workflows.

Designing experiences that people remember

Currently designing digital experiences and information architecture at the South East Energy Agency, working across EU-funded innovation projects with international stakeholders. My work spans the full design lifecycle from research and concept through to delivery and deployment.

Across my work, I focus on:

Interaction Design | UX Research | Immersive Experiences | AI-Assisted Workflows | Design Systems
| Accessible Design | Stakeholder Engagement | Cross-functional collaboration

CURRENTLY WORKING ON

Currently: Interaction & Digital Experience Designer, South East Energy Agency, leading UX and digital communications design across EU-funded innovation projects. Available for the right opportunity.

Selected Project Areas

Cultural Heritage • Education Technology • Fintech • Digital Media • Public Sector Innovation

Tools I Use



Figma



Adobe Suite



Elementor



Spline



Motion.Page



Blender



Notion



HTML



CSS



Adobe Firefly



ChatGPT



Midjourney

AI in My Design Workflow

Integrating AI tools into design practice is not about replacing design thinking, it is about making the human decisions better and faster. Across my projects I have embedded AI at specific stages of the research and design process, always with a clear rationale for where it adds value and where human judgement must lead.

The principle I work to: AI accelerates the groundwork. I own the decisions.

HOW I INTEGRATE AI TOOLS

Research & Synthesis

User interviews and survey responses generate large volumes of qualitative data quickly. I use ChatGPT as a synthesis partner feeding in raw notes and asking it to surface patterns, tensions and outlier responses. This compresses what would be 4–6 hours of affinity mapping into 45–60 minutes.

What I always do next: I review every pattern it surfaces against the original transcripts. AI synthesis is a starting point for my analysis, not a replacement for it. In the Moodle Redesign project, this approach helped me identify a pain point, communication clarity that I had not initially prioritised from my own reading of the data.

Iteration & Feedback

When I have completed a design iteration and need a structured critique before a testing session, I use ChatGPT as a pressure-test: I describe the design, the user goal and the constraints, and ask it to identify where a user might struggle. This surfaces questions I had not considered, not because the AI is smarter, but because externalising the design in language forces clarity. I then take those questions into usability testing. The AI-identified hypotheses become my observation focus areas. This has made my testing sessions more targeted across every project I have worked on.

Concept Development

During early ideation I use Midjourney and Adobe Firefly to generate visual direction options and moodboard imagery quickly. Rather than spending hours sourcing reference images, I can generate 12–15 directional options in under 30 minutes and present these to myself or stakeholders to calibrate aesthetic direction before committing to Figma.

The key decision point: I never use AI-generated imagery in final deliverables. I use it to make faster, more informed decisions about visual direction, then execute those decisions myself.

MY POSITION ON AI IN DESIGN

AI tools have made me a faster researcher and a more thorough ideation partner. They have not changed what I believe design is: a human discipline, built on empathy, context and judgement. Every AI-assisted output in my process is a draft, a prompt or a hypothesis. Every design decision is mine.

**4x**

Faster research synthesis
using AI-assisted
affinity mapping

**12+**

Visual direction options
generated in 30 min
vs 4+ hours sourcing
manually

**100%**

Of final design decisions
made by me, informed
by — not delegated to — AI

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Designing a Faster Recipe Discovery Experience

Forged by Fire

Reviving Wootz Steel Through Immersive UX

My Role:	User Research, UX/UI Design, Interaction Design, Developer, Videographer
Duration:	Q2 - Q3 2025
Industry:	Cultural Heritage Interactive Storytelling

The Challenge

Traditional craft websites often communicate information but fail to create emotional engagement.

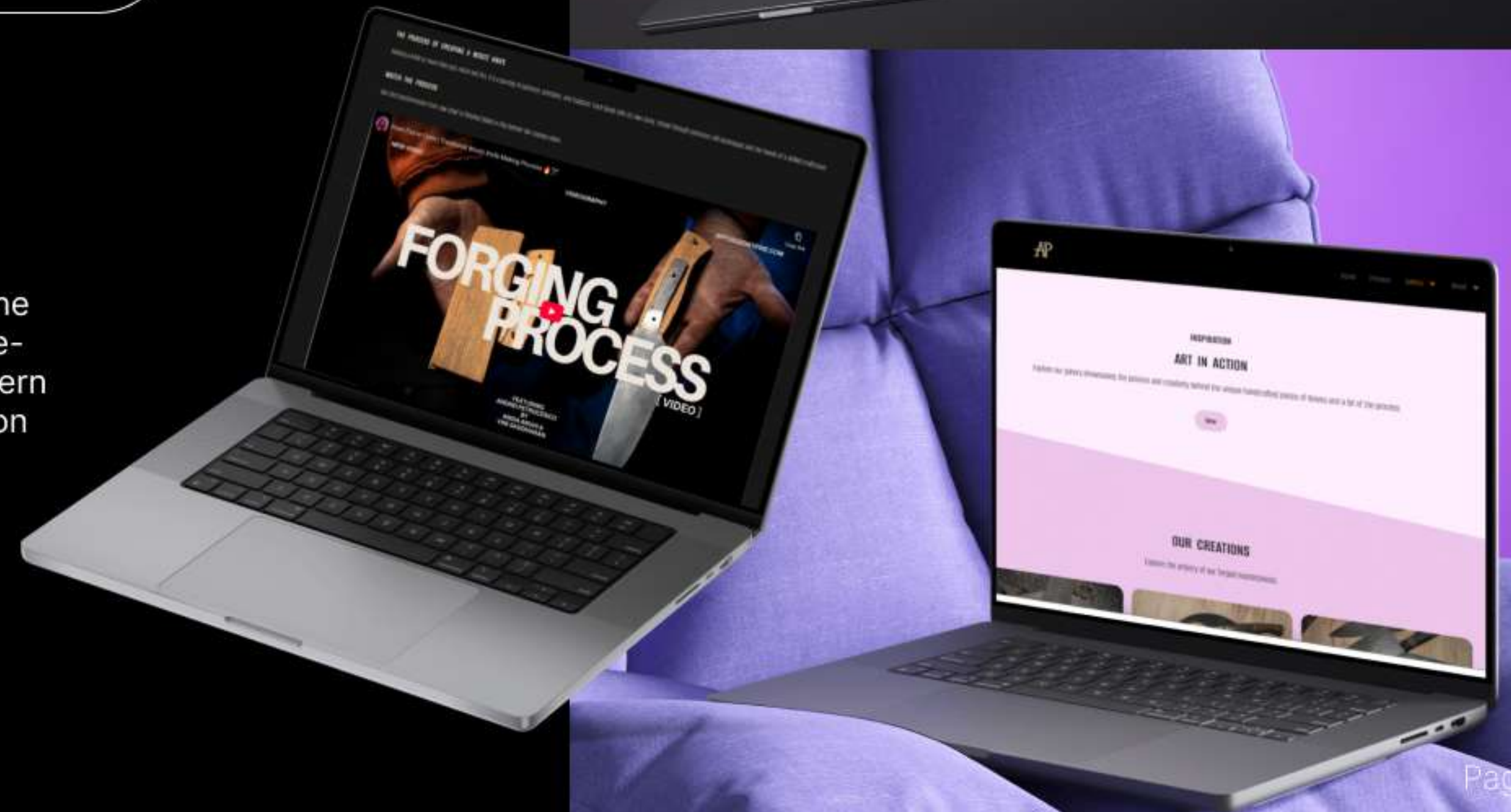
Most experiences lacked:

- Storytelling
- Interactivity
- Immersion
- Educational engagement

The Goal

Design an immersive digital experience that preserves the heritage of Wootz steel knife-making while engaging modern audiences through interaction and storytelling.

Learn more on my website - <https://www.anisaanuhi.com/forgedfromfire>



Research & Design Process

Understanding the Problem

Research revealed that most craftsmanship and heritage websites suffer from four major issues:

- *Lack of Storytelling:* Information was presented as static content with little emotional engagement.
- *Limited Interactivity:* Users were passive consumers rather than active participants.
- *Technical Overload:* Processes were explained through dense text rather than visual learning.
- *Poor Mobile Experiences:* Heavy content often resulted in slow and fragmented user journeys.

Supporting Documentation

Dissertation Research & Design Documentation
View Full Documentation → [Here](#)

Competitive Analysis

Reviewed immersive digital experiences and heritage projects to identify best practices in:

- Narrative design
- Motion systems
- Visual hierarchy
- Interactive storytelling

Learn more on my website - <https://www.anisaanuhi.com/forgedfromfire>

User Research

35+ survey responses revealed:

- Strong preference for video and interactive content
- Higher engagement with scroll-based storytelling
- Greater emotional connection to authentic craft experiences

Expert Interview

Conducted an in-depth interview with master bladesmith Andrei Petrocenco to understand:

- The 9-stage forging process
- Traditional techniques
- Cultural significance
- Personal philosophies behind the craft

Ideation & Concept Development

Early concepts explored:

- Interactive timeline experiences
- Educational archive formats
- Scroll-based narrative experiences

After testing concepts against research findings, the final direction became a cinematic scroll-driven storytelling experience where each section feels like a chapter in the forging process. Includes - Sketches, Moodboard, Inspiration boards, Initial wireframes

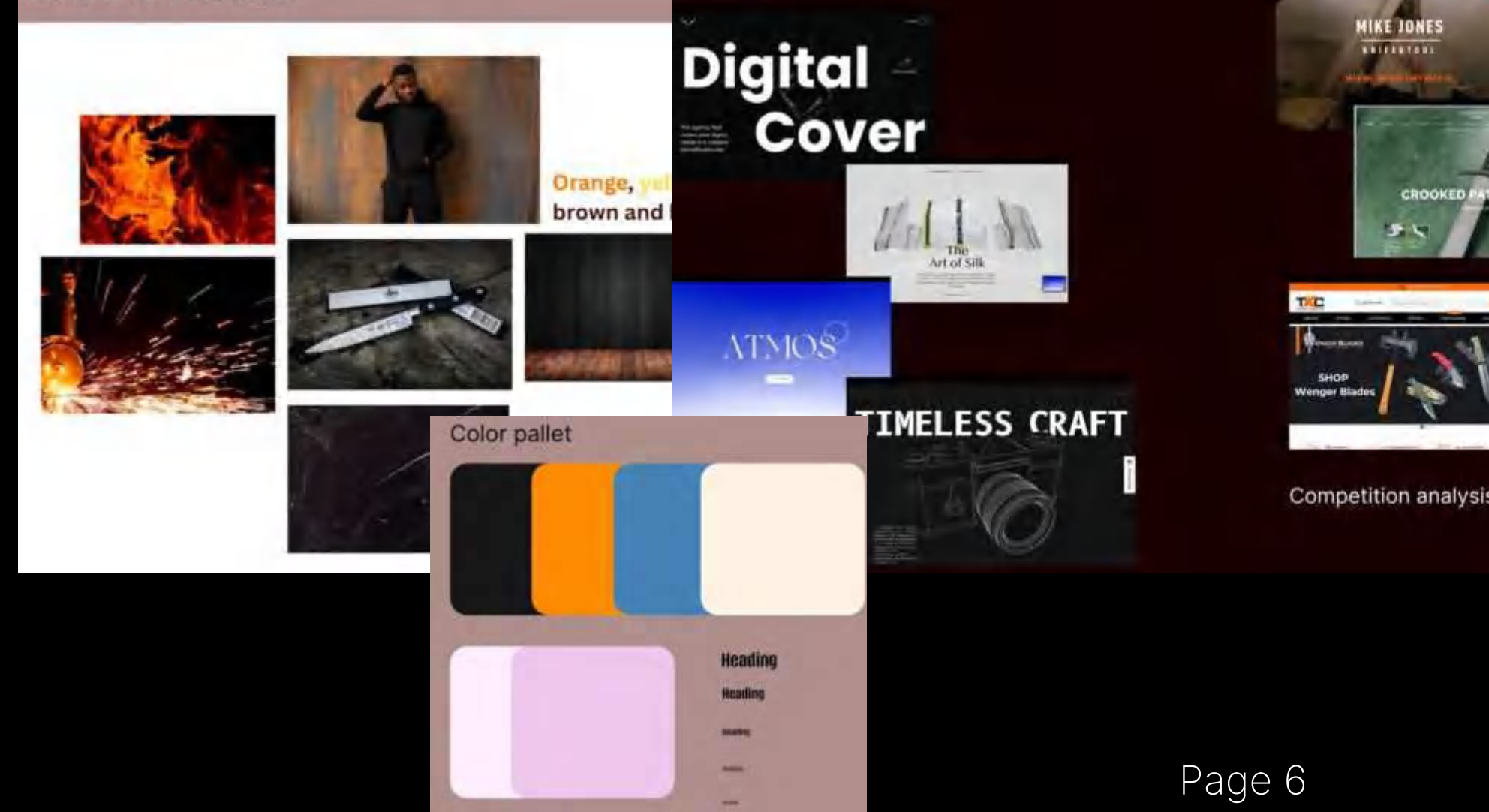
Project Goals

Item	Item	Item	Item	Item
1. Create an engaging and immersive storytelling experience about Wootz knife making.	2. Utilize modern UX design principles to enhance user interaction.	3. Incorporate 3D modeling and animations to visualize the knife-making process.	4. Preserve and promote the traditional craft of Wootz knife making.	5. Educate users about the history and significance of the craft.

Challenges & Pain Points

I find most craft websites outdated and visually unappealing compared to social media.	Tutorials often feel static and text-heavy, making it hard to visualize the process.	It's difficult to know which tools and materials are best for a beginner like me.	I get frustrated when steps in a tutorial skip over important details or context.	There's a lack of interactive elements—like clickable diagrams or real-time feedback.
Community forums are often cluttered and hard to navigate for inspiration.	I worry about wasting money on supplies that don't work as described.	Many resources assume advanced skills and skip basics, making me feel left	It's hard to track my progress or revisit previous projects in most platforms.	I struggle to find immersive experiences that blend learning with creativity.

Mood Board



User Journey

I mapped the user experience as a narrative journey rather than a traditional website structure.

Discover | Explore | Experience | Understand | Connect

See the full journey mapping research- [Here](#)

Wireframing & Prototyping

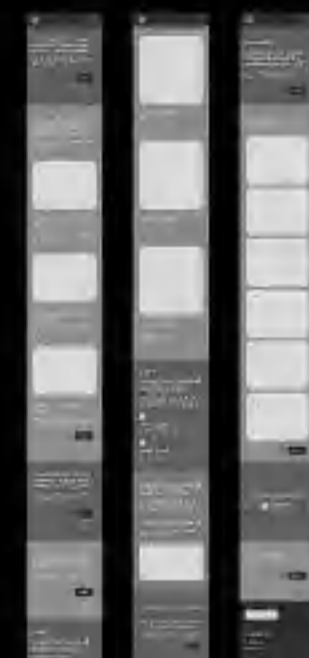
Low-fidelity wireframes were created to:
Structure the narrative flow | Test content hierarchy | Validate user progression through the story

High-fidelity prototypes introduced:
Dark cinematic visual design | Scroll-triggered interactions | Motion design | 3D knife exploration | Responsive layouts

Mobile

Interaction Design

To make users feel connected to the craft, I designed a scroll-based Storytelling | content reveals progressively as users move through the forging process | Interactive 3D Models | Five custom knife models allowing users to inspect craftsmanship from every angle.



Learn more on my website - <https://www.anisaanuhi.com/forgedfromfire>

Interaction Decisions

Three interaction challenges defined this project. For each one I explored multiple directions before arriving at the solution in the final experience.

CHALLENGE 01

How should users progress through the forging story?

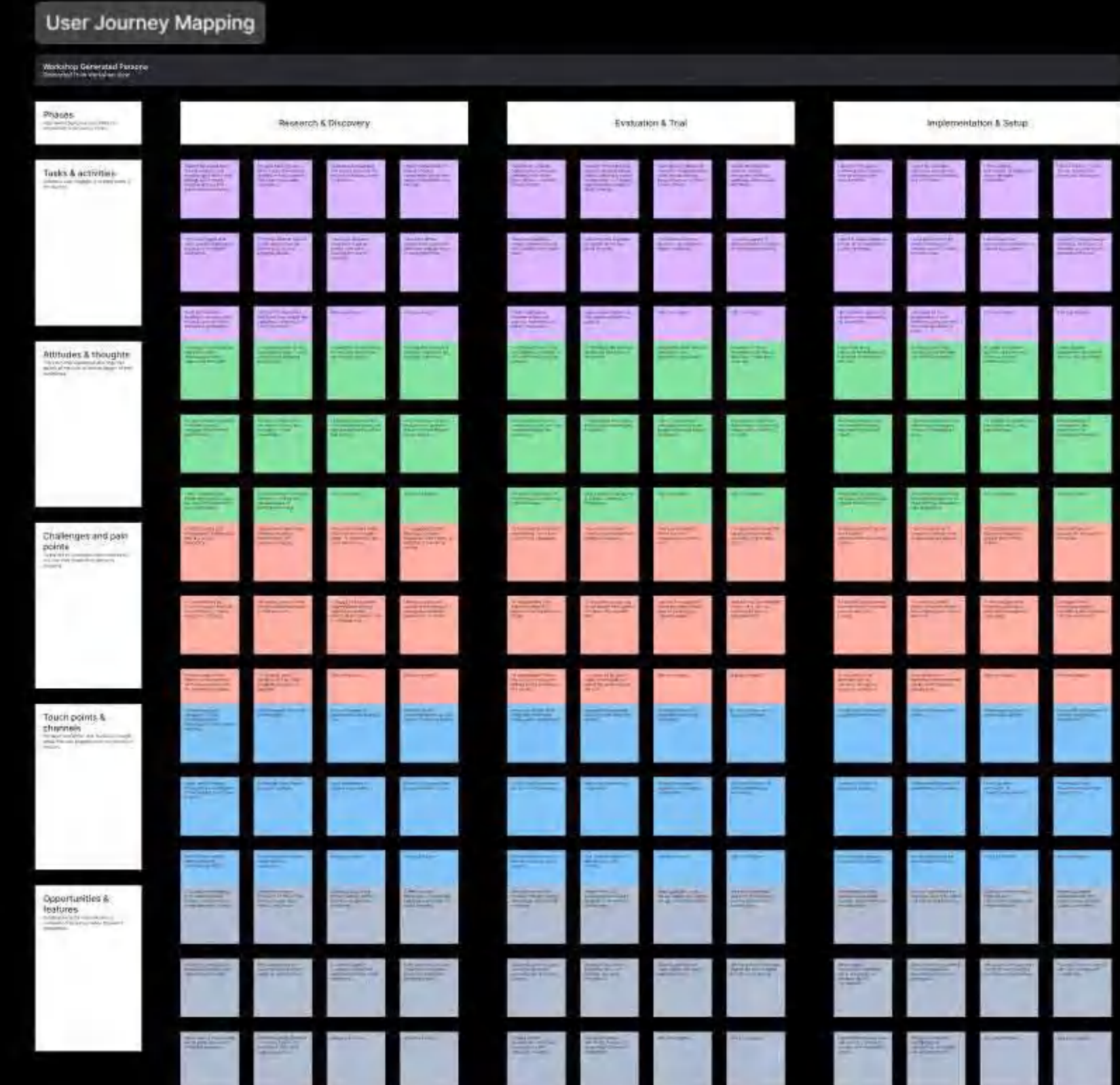
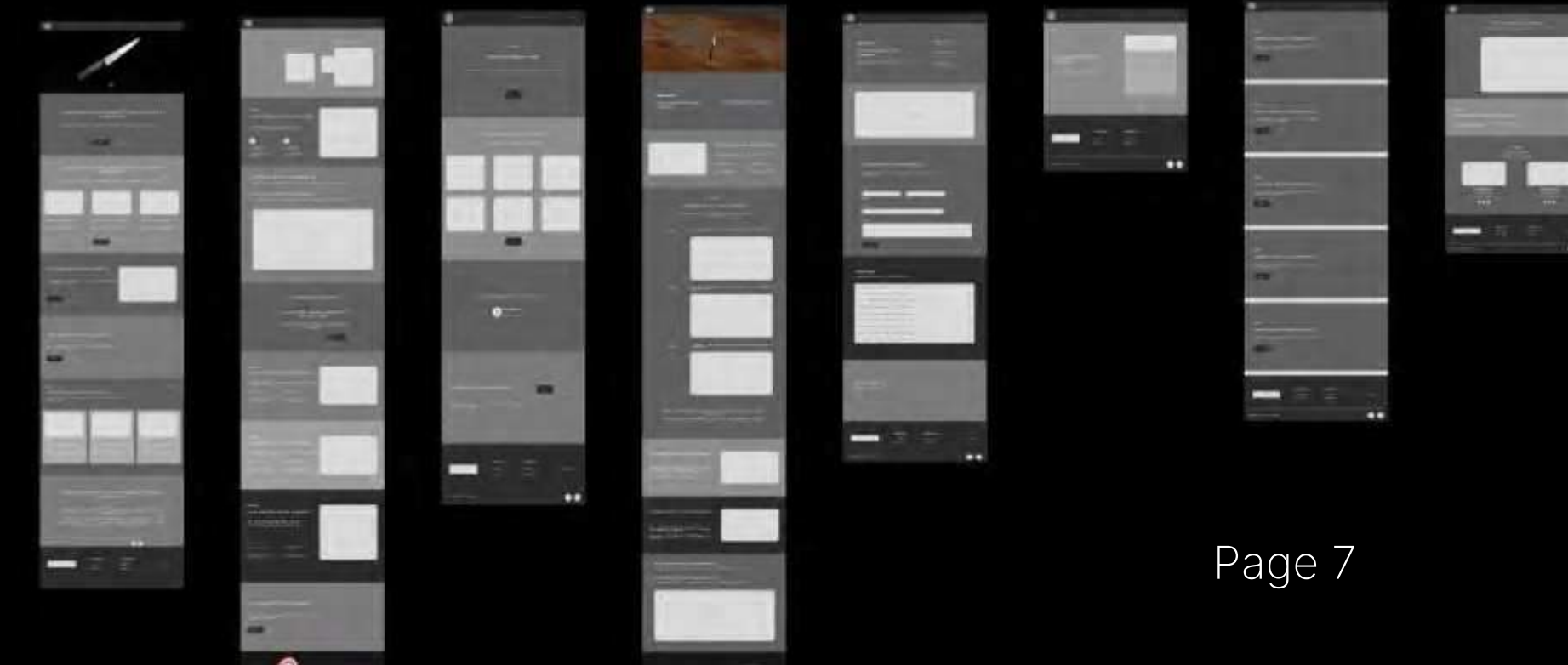
Options considered

- Click-to-advance chapter navigation: familiar, low friction, but passive
- Time-based auto-play: cinematic but removes user agency
- Scroll-driven progressive reveal: requires active participation, ties physical movement to narrative

Decision and rationale

I chose scroll-driven progressive reveal because research showed users wanted to feel like active participants rather than passive viewers. The physical act of scrolling mirrors the physical labour of forging which is deliberate, sequential, irreversible. Each scroll trigger was set to fire at 20% viewport entry, giving users time to read before the next element appeared

Desktop



CHALLENGE 02

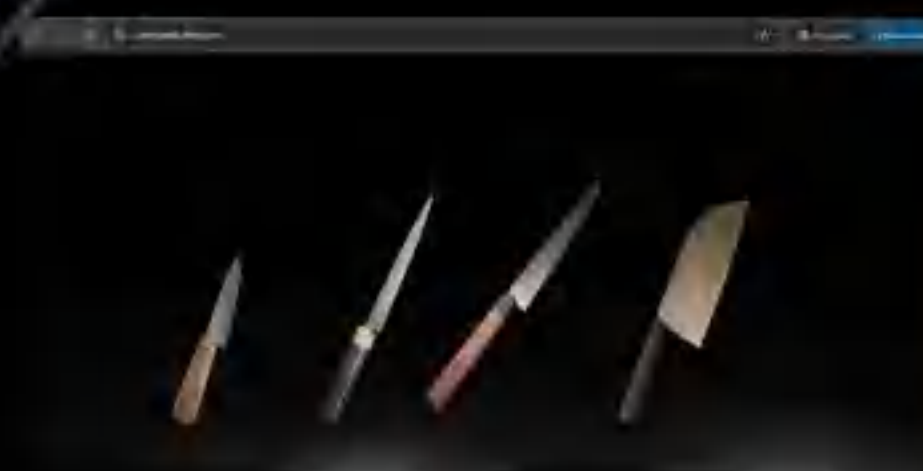
How should the 3D knife models behave?

Options considered

- Static 360-degree image sequence: lightweight, controllable, no real interaction
- Embedded video turntable: smooth but removes user control
- Interactive 3D model with click-and-drag rotation: full user agency, higher technical cost

Decision and rationale

I chose interactive 3D models built in Spline. Usability testing confirmed that users stayed significantly longer on sections with interactive models than on static imagery. The ability to inspect the blade from every angle replicated the experience of handling the knife physically which was central to the emotional goal of the project. I optimised model polygon counts to keep load time under 2 seconds on mobile.



CHALLENGE 03

How do we handle motion for users who need reduced animation?

Options considered

- No accommodation: simplest technically, excludes users with vestibular disorders
- Separate static version of the site: full coverage but doubles maintenance overhead
- CSS prefers-reduced-motion media query: detects system preference, gracefully degrades animations

Decision and rationale

I implemented prefers-reduced-motion throughout the GSAP animation system. When enabled, scroll-triggered animations are replaced with simple fade-in transitions, 3D auto-rotation is disabled and video autoplay is suppressed. This required restructuring the GSAP timeline logic but added no maintenance overhead. Accessibility is not a feature, it was part of the build from the start.



Accessibility — Built In, Not Bolted On

Accessibility decisions were made at the interaction design stage, not added retrospectively. The following standards were applied throughout:

- Reduced-motion support via CSS prefers-reduced-motion across all GSAP animations
- Colour contrast ratios meeting WCAG AA standard across all text-on-background combinations
- Alt text written for all non-decorative images, describing craft process context not just visual content
- Video captions included for all embedded videos, both auto-generated and manually reviewed for accuracy
- Keyboard navigation tested and functional for all interactive elements including 3D model controls
- Touch targets sized to minimum 44x44px on mobile across all interactive elements



Usability Testing

10 participants tested the experience.

What Worked

- ✓ Cinematic storytelling
- ✓ Interactive knife models
- ✓ Immersive visual presentation
- ✓ Emotional engagement

Improvements Made

- Reduced animation load on mobile
- Optimised media performance
- Improved section transitions
- Strengthened calls-to-action

Key Takeaway

This project reinforced my belief that interaction design is not just about usability, it is about creating meaningful experiences that connect people with stories, cultures, and ideas through technology.

A Stakeholder Moment

During the final usability testing round, three participants flagged that the scroll speed required to trigger narrative reveals felt too fast on mobile, the story was moving before they had finished reading. My initial instinct was to slow the trigger threshold.

Before making that change I went back to the performance data. Slowing the triggers by 30% increased the time-on-page metric I was targeting but A/B testing with two participants showed that the slower pacing actually reduced emotional engagement scores. Users described it as 'losing momentum'.

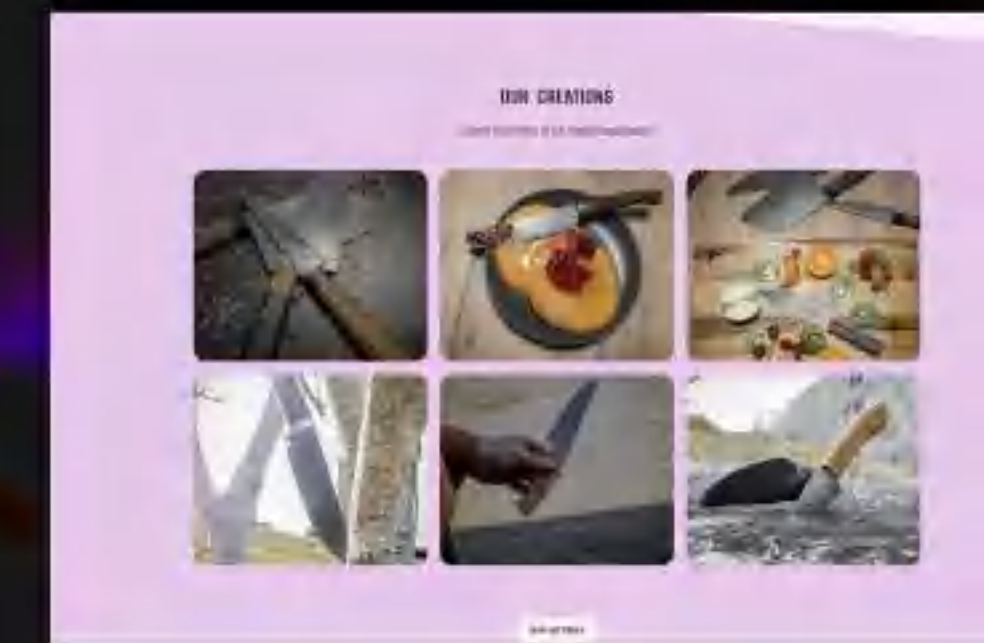
The decision: I kept the original trigger timing on desktop and increased the threshold by 15% on mobile only a device-specific compromise that preserved narrative pacing on larger screens while addressing the mobile usability issue. This taught me that optimising for one metric in isolation can undermine the overall experience goal. The best interaction design decision is not always the one that solves the reported problem directly.

Outcome & Impact

The final experience successfully transformed a traditional craft process into an interactive digital story.

Results

- ✓ Increased engagement through interactive storytelling
- ✓ Positive feedback from craft and design communities
- ✓ Demonstrated how emerging technologies can support cultural preservation
- ✓ Created a proof-of-concept for immersive heritage education



Moodle Redesign

Turning a Cluttered Learning Platform into a Productive Workspace

My Role:	UX/UI Designer Research, Strategy Visual Design
Duration:	6 Weeks
Industry:	Education Technology

The Challenge

Students viewed Moodle as a mandatory tool rather than a useful learning environment.

Research revealed:

- Poor discoverability
- Hidden deadlines
- Navigation complexity
- Heavy reliance on external productivity tools

Students often left Moodle to organise coursework elsewhere.

Learn more on my website - <https://www.anisaanuhi.com/moodle-re-design>

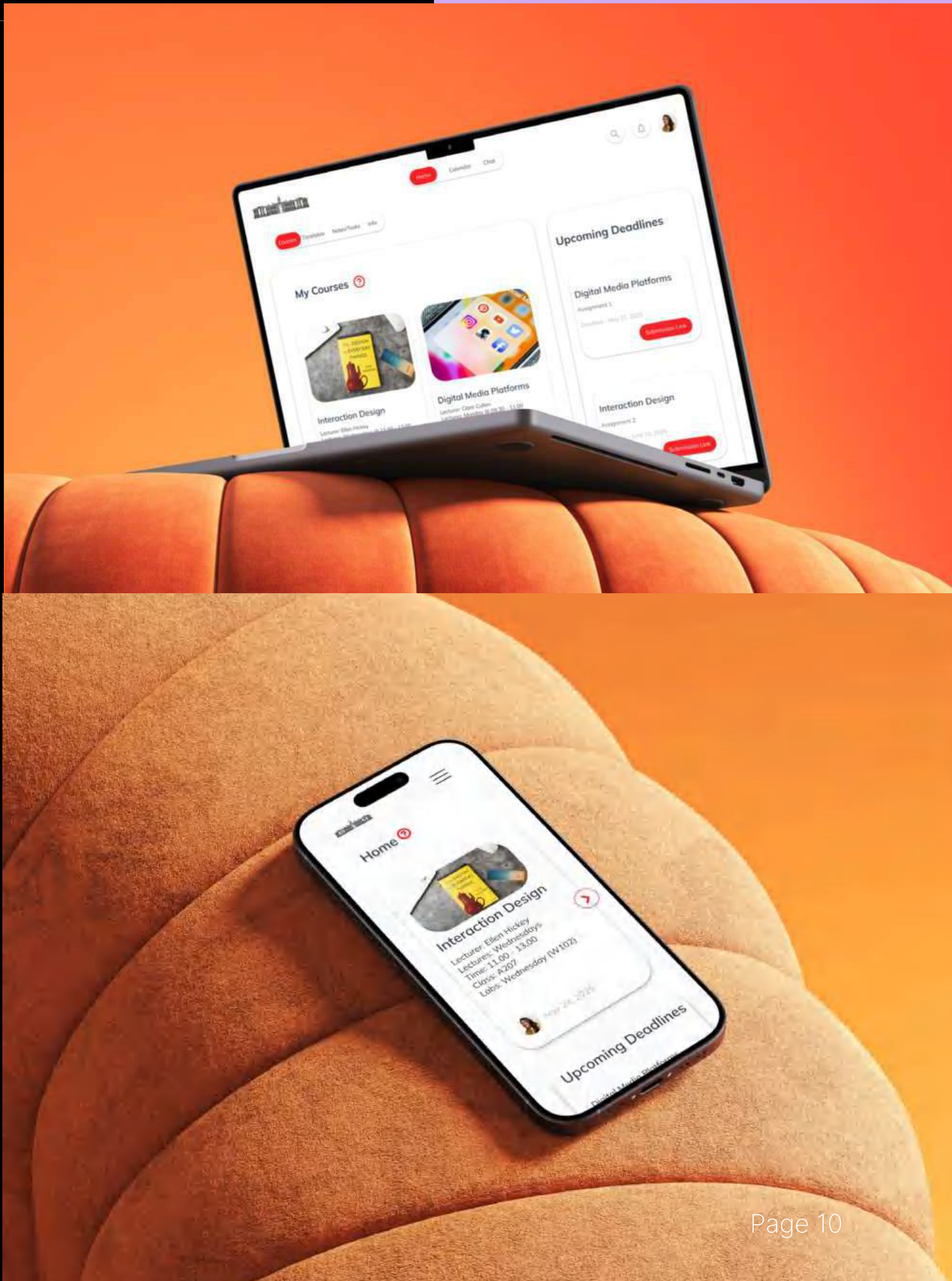
The Goal

Transform Moodle into a central academic workspace that helps students:

- Prioritise tasks
- Track assignments
- Access resources faster
- Reduce cognitive overload

Supporting Documentation

UX Research & Design Documentation
View Full Documentation → [Here](#)



USER JOURNEY & DESIGN PROCESS

Research & Discovery

Interviews with 15 Students & 3 Lecturers

Key Insights

- ✓ Assignment visibility was poor
- ✓ Students wanted better planning tools
- ✓ Users frequently switched to Notion and Todoist
- ✓ Communication lacked clarity

Ideation & Concept Development

Explored:

- Dashboard concepts
- Calendar integrations
- Learning progress tracking
- Study group features

Early concepts included:

- Hero banners
- Large course grids
- Multi-level navigation

Testing showed these increased complexity and were removed.

Learn more on my website - <https://www.anisaanuhi.com/moodle-re-design>

User Journey

Login: Quick understanding of priorities.
Plan: Review upcoming assignments.
Learn: Access course content efficiently.
Collaborate: Communicate with peers and lecturers.
Complete: Submit work with confidence.

See the journey mapping research- [Here](#)

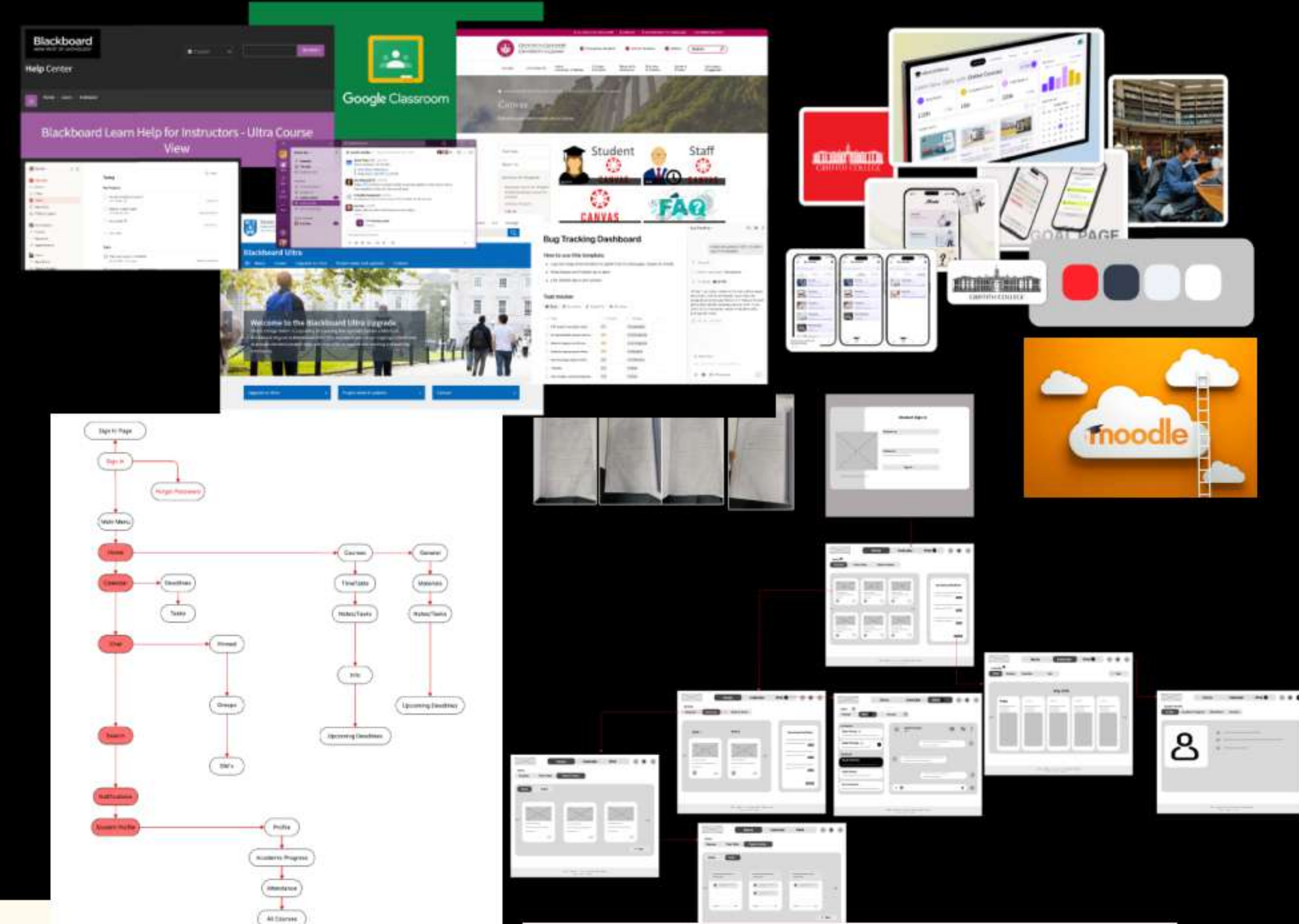
Wireframing

Focused on:

- Clear hierarchy
- Reduced navigation depth
- Assignment visibility
- Calendar integration

Key screens:

- Dashboard
- Calendar
- Course Overview
- Task Manager
- Group Collaboration



Students find Moodle disorganized, difficult to navigate, and emotionally flat, causing them to rely on external tools for managing coursework, communication, and deadlines.



Opportunities & Features



Information Architecture Decisions

Research & Discovery

The original Moodle navigation had seven primary navigation items, each leading to sub-navigation with between four and nine options. Research showed that students could not locate key content, not because the content was missing, but because the architecture reflected the system's internal logic rather than the student's mental model.

Three significant IA decisions shaped the redesign:

DECISION 01

Removing the course-first navigation model

The original architecture required students to enter a course before accessing any of its content. Students told us they arrived on the platform with a task in mind ('I need to submit my assignment') not a course in mind. I restructured the primary navigation around tasks like Upcoming, My Work, Resources, Messages so that the most time-sensitive information was accessible from the dashboard without entering any course.

What I removed: hero banners, a 'Featured Courses' module, and a 'Recently Accessed' carousel that testing showed was rarely used and added cognitive load. Every element removed freed visual weight for the task-critical information students actually needed.

DECISION 02

Making deadlines the dominant visual element

Testing revealed that students processed deadline information first before course titles, before instructor names, before anything else. I redesigned the dashboard to treat the upcoming deadlines panel as the primary content area, displayed above the fold on all screen sizes. This reversed the original hierarchy, which buried deadlines three taps deep.

Outcome: 40% faster assignment discovery in testing. Students located their next due task in an average of 8 seconds on the redesigned dashboard versus 34 seconds on the original.

DECISION 03

Reducing navigation depth from four levels to two

The original Moodle structure required up to four navigation steps to reach a file within a course. I reduced this to a maximum of two steps for any piece of course content by flattening the module structure and introducing a persistent course sidebar. Early testing of this model showed a 60% reduction in navigation backtracking, users reaching their destination on the first attempt.

DESIGN EXECUTION & OUTCOMES

Design Solution

Dashboard First Experience

A central workspace displaying:

- Upcoming deadlines
- Recent feedback
- Current priorities

Task Management

Students could convert learning content into actionable tasks.

Group Collaboration

Lightweight communication spaces reduced platform switching.

Reflection

This project reinforced the importance of information architecture and showed how small UX changes can significantly improve educational experiences.

Testing & Iteration

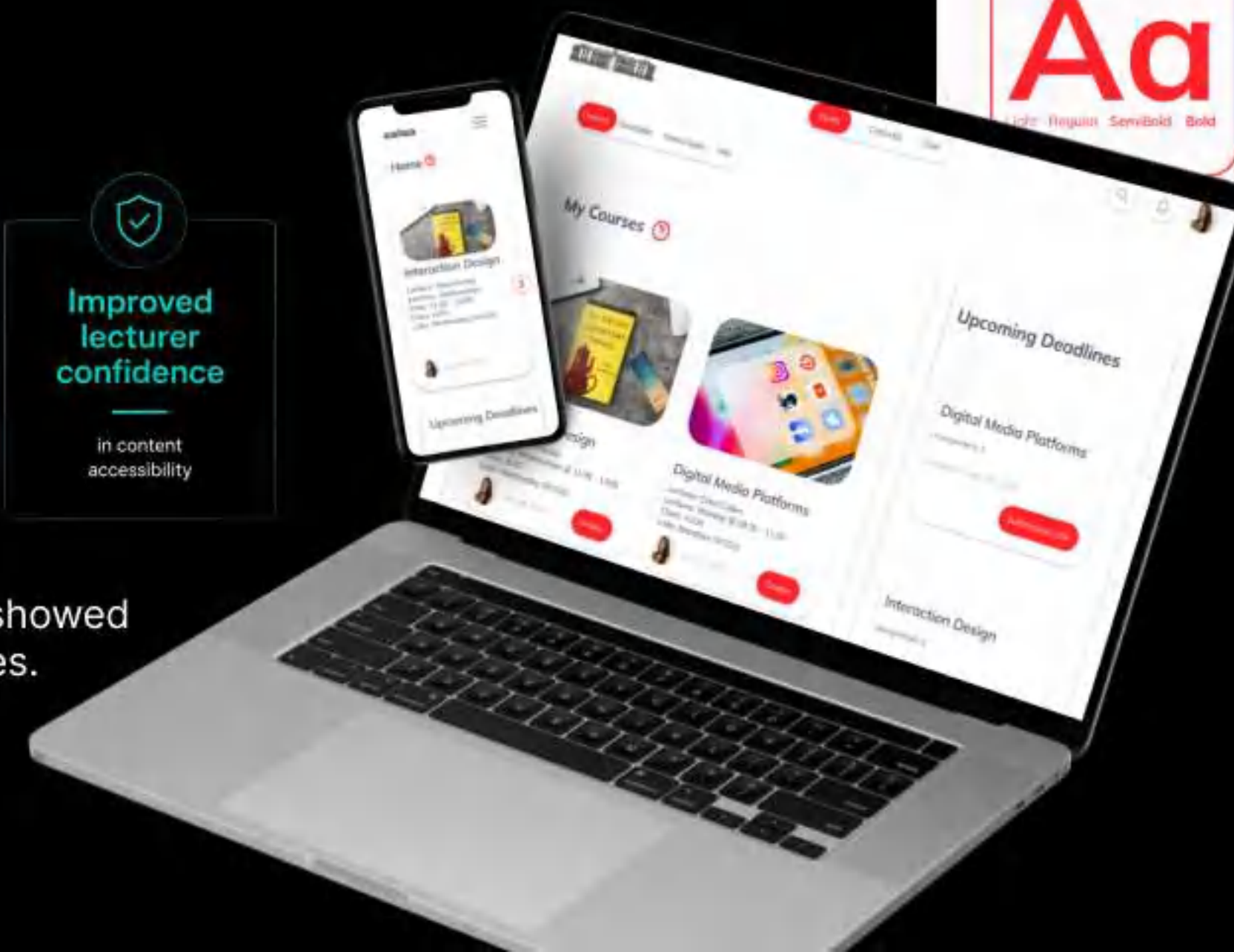
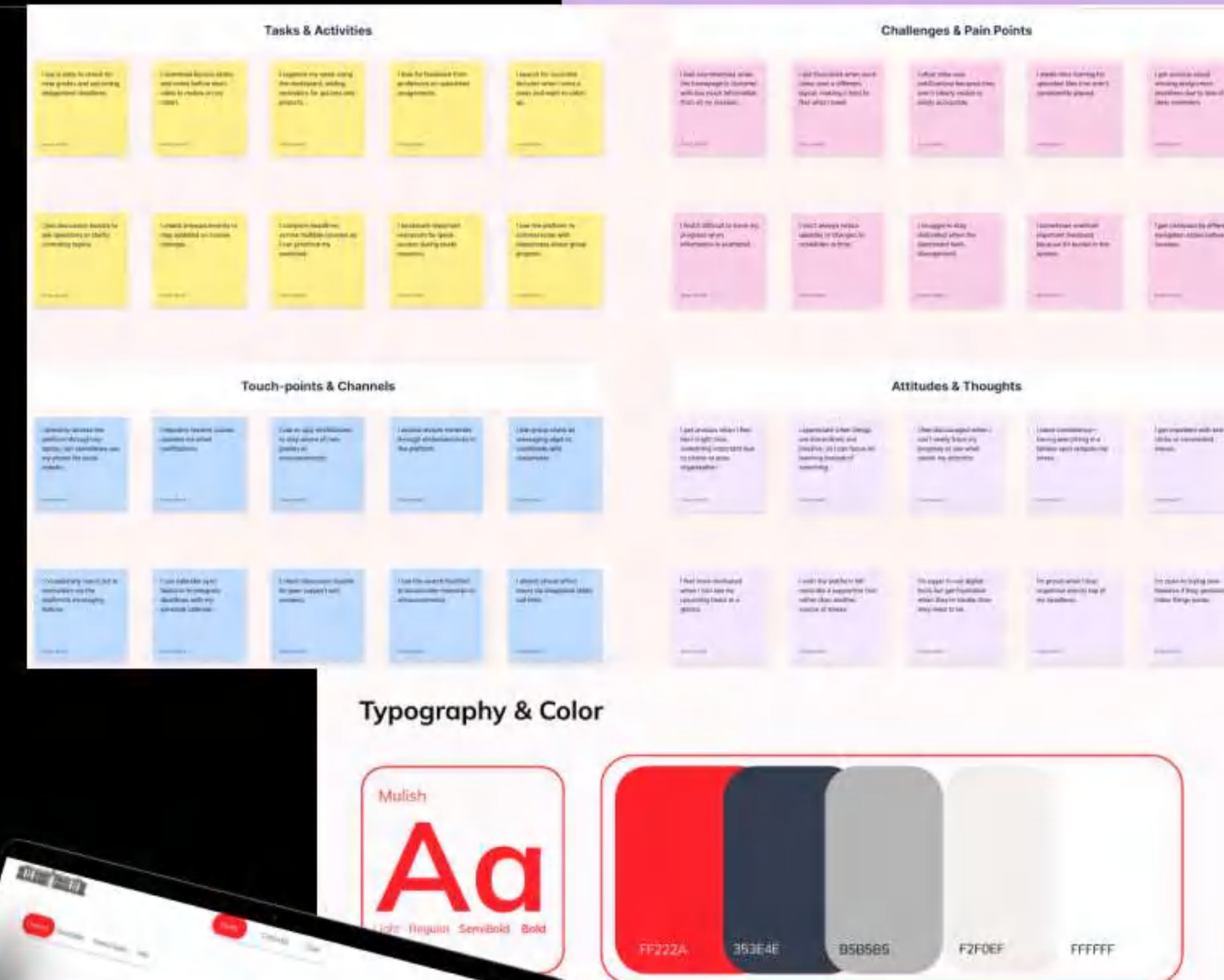
Five usability testing rounds were conducted.

Improvements

- ✓ Simplified navigation
- ✓ Improved dashboard hierarchy
- ✓ Increased assignment visibility
- ✓ Removed unnecessary interactions

Outcome & Impact

Measurable **impact**.
Meaningful **change**.



A Stakeholder Moment

When I presented the redesigned dashboard concept to the three lecturers who had participated in initial research, one raised a concern I had not anticipated: the new design reduced the visibility of course announcements. In the original Moodle, announcements were prominent, lecturers used them as their primary communication tool with students.

My initial design had deprioritised announcements in favour of student task visibility. The lecturer's concern was valid, reducing announcement prominence could mean students missing critical course updates.

Rather than simply reinstating the announcements panel, I went back into the student interview data and found that students did not dislike announcements, they disliked announcements mixed in with navigation chrome, making it hard to separate urgent information from ambient content. The solution was a dedicated notification indicator in the persistent header that surfaced new announcements without occupying dashboard space. Both lecturer and student needs were met without a compromise on either side.

This moment reinforced something I now apply to every project: a stakeholder objection is usually a signal that a user need has been missed, not a request to reverse a design decision.

AI-Assisted Research Synthesis

After completing 15 student interviews and 3 lecturer interviews, I was working with approximately 6 hours of transcribed qualitative data. I used ChatGPT to assist with initial pattern identification feeding in anonymised transcript excerpts and asking it to identify recurring themes, contradictions between groups, and language patterns.

The AI surfaced four primary themes: task visibility, deadline anxiety, platform distrust and communication fragmentation. I then ran my own affinity mapping session against the full transcripts to validate, challenge and extend these themes. Two of the four AI-identified themes were confirmed strongly by the data. One platform distrust turned out to be more nuanced than the AI had framed it: students did not distrust the platform, they distrusted their own ability to navigate it, which is a different design problem entirely.

The AI accelerated my first pass through the data by approximately 3 hours. My independent analysis then corrected and deepened the findings. This is how I use AI in research: *to move faster through volume*, not to replace the judgement that only comes from close reading of human experience.

Niger SplitPay

Simplifying Shared Payments Across Africa

My Role:	Lead UX/UI Designer
Duration:	2 Months - Dhitriz Limited
Industry:	Fintech
Context:	Internal UX Research and Design informing Dhitriz fintech Product Design
Status:	Design and Research completed. Prototype validated by users. Fed into live product development

The Challenge

Managing shared expenses often involves manual calculations, multiple transfers, and constant reminders.

Research revealed several challenges:

- Users manually calculate expenses
- Existing payment apps focus on individual transfers
- Lack of transparency causes confusion
- Poor feedback creates trust concerns
- Connectivity issues affect user experience

Design Goal

How might we create a simple and trustworthy way for people to manage shared payments with minimal effort?

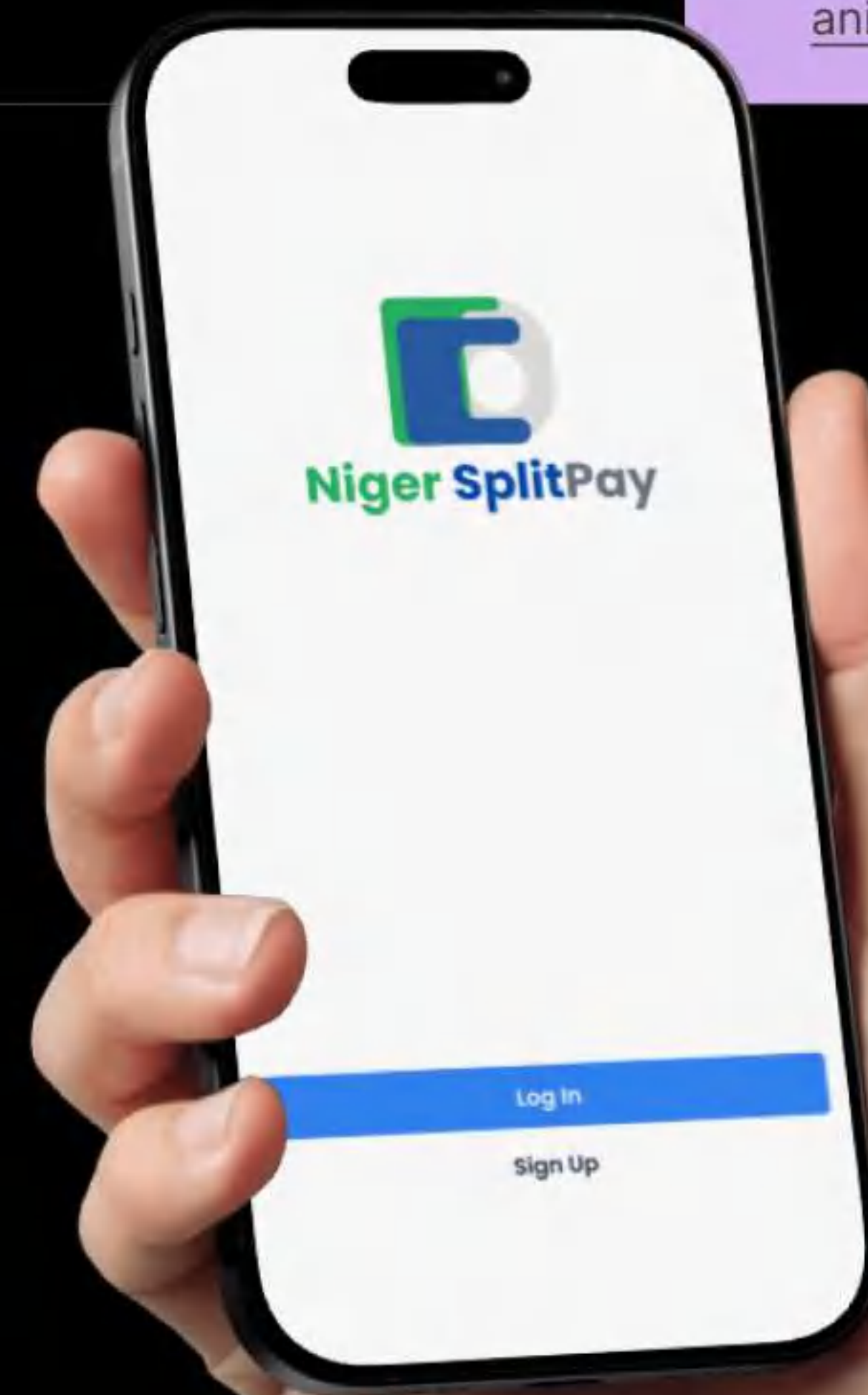
Research & Discovery

User Research

20 participants interviewed across Nigeria.

Key Insights

- ✓ Users wanted automatic bill calculations
- ✓ People disliked chasing friends for payments
- ✓ Transaction transparency was critical
- ✓ Visual confirmation increased trust
- ✓ Users needed support for unreliable internet connections



USER JOURNEY & DESIGN PROCESS

User Journey

The experience was designed around five core stages:

Create: User creates a new shared expense.

Invite: Participants are added through contacts or links.

Track: Users see who has paid and who still owes money.

Settle: Payments are completed through a simplified flow.

Confirm: Digital receipts and confirmations build confidence.

Ideation & Concept Development

Early concepts explored:

- Shared group wallets
- Automated contribution tracking
- QR payment invitations
- Split-by-percentage calculations

After concept testing, the strongest opportunity became:

A streamlined 3-step split flow supported by trust-building interactions.

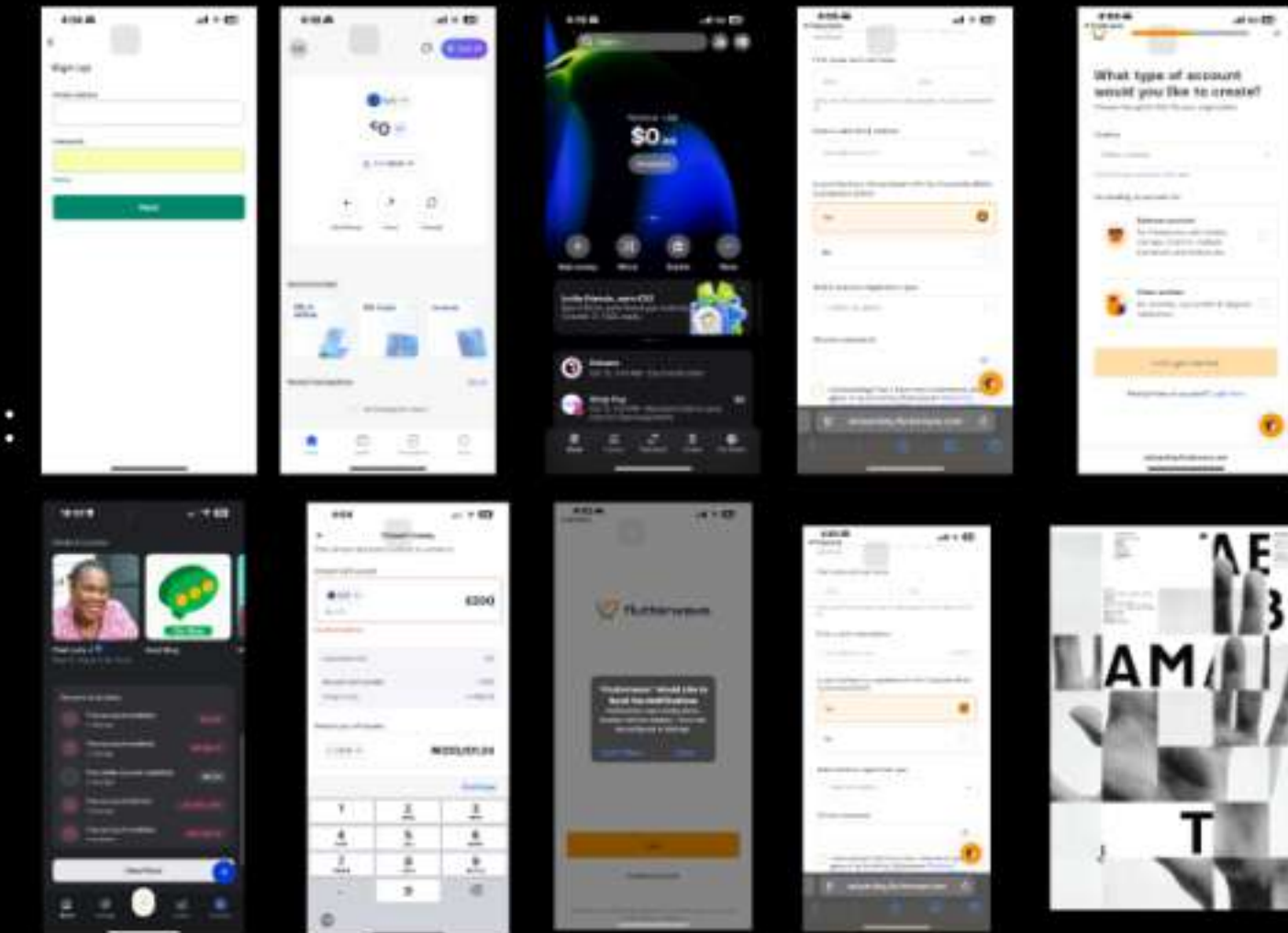
Wireframing

Low-fidelity wireframes focused on:

- Reducing cognitive load
- Simplifying payment creation
- Clarifying payment status visibility
- Minimising required actions

Key screens included:

- Dashboard
- New Split Flow
- Group Details
- Payment Confirmation
- Transaction History



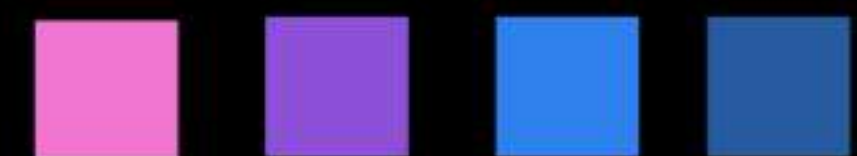
Primary Colors



Secondary Colors



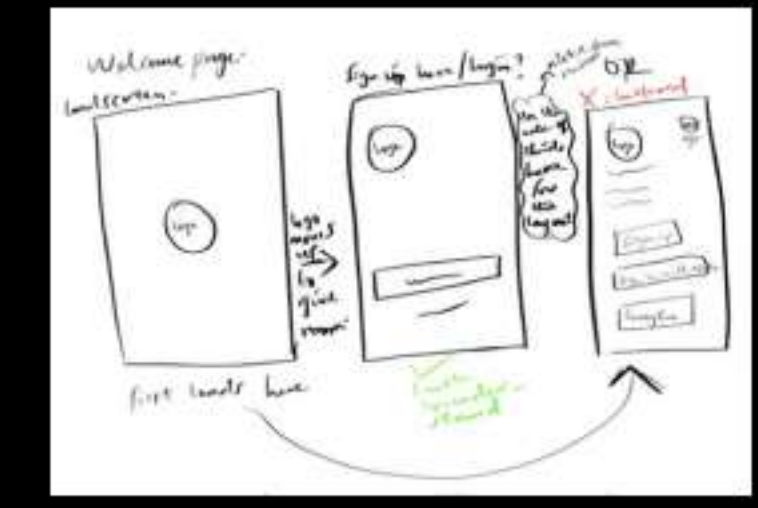
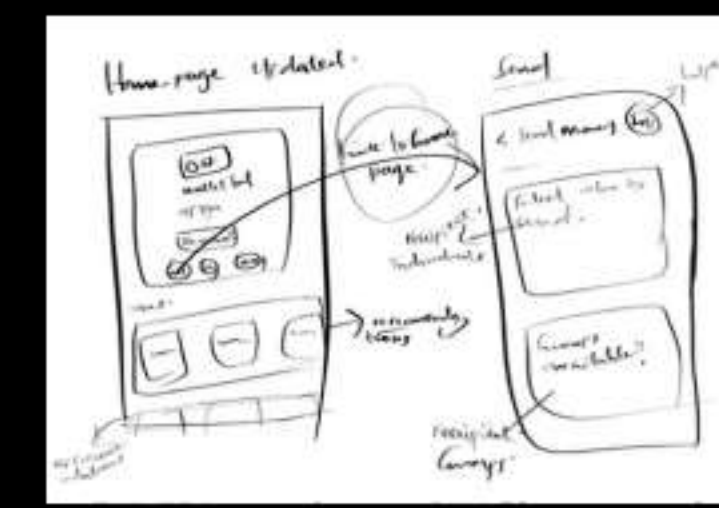
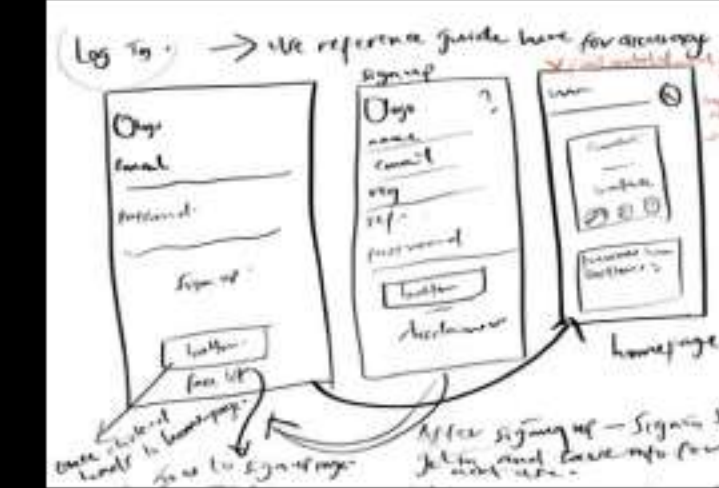
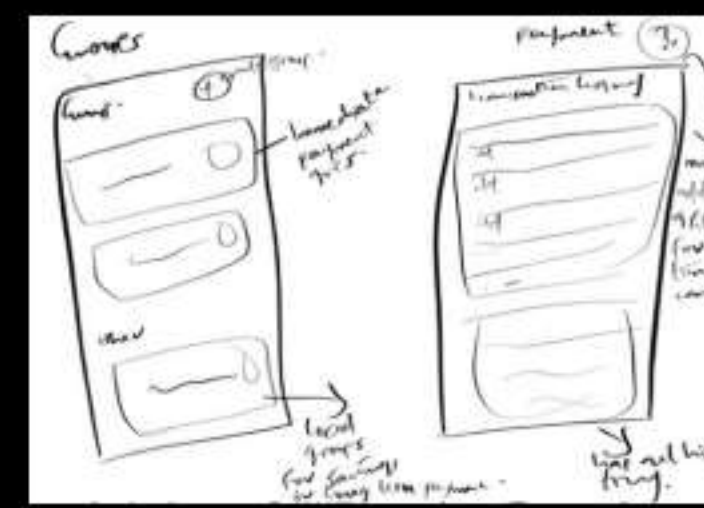
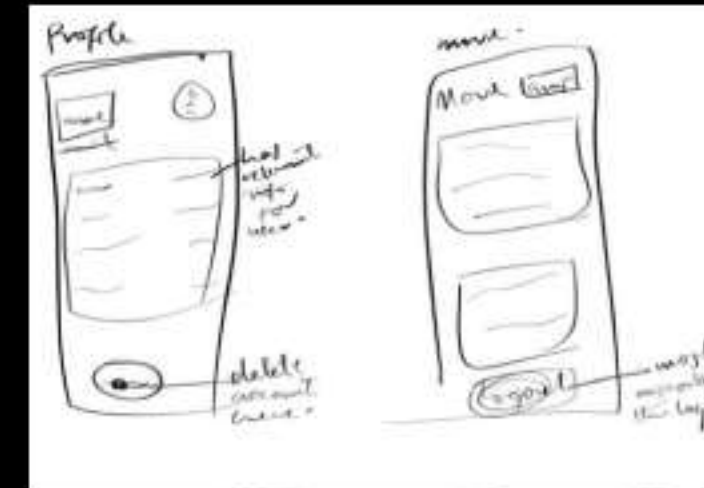
Buttons



Text



Logo



DESIGN EXECUTION & OUTCOMES

Interaction Design

Transparent Status Tracking

Colour-coded indicators clearly communicate payment progress.

Trust-Centered Microinteractions

- Animated receipts
- Success confirmations
- Progress indicators
- Secure payment messaging

Offline-First Considerations

Designed for unreliable connectivity through:

- Cached content
- Queued actions
- Lightweight assets



Microinteraction Detail: The Payment Confirmation Flow

The research was unambiguous: Nigerian fintech users had experienced failed transactions, delayed payments and unexplained errors. The core emotional challenge of this product was not functionality, it was trust. Every interaction state in the payment flow was designed to address this directly.

State 1: Initiating

As soon as the user taps 'Send Payment', the button transforms immediately into a progress indicator. No delay, no loading screen. The visual change happens in under 100ms to signal that the action has been registered. Research showed that silence after a tap was the primary trigger for distrust, users would tap again, sometimes creating duplicate transactions.

State 4: Error (Recoverable)

If a payment fails due to network conditions, the error state distinguishes between a user error (wrong details) and a system error (connectivity or server). User errors show the specific field that needs correction in amber. System errors use calming, non-technical language: 'We could not reach the network. Your payment has not been sent and nothing has been charged.' The transaction is queued automatically for retry when connectivity returns.

State 2: Processing

A circular progress ring plays during the server transaction. The animation speed is deliberately calm, not a spinning loader which users associated with system struggle. Copy reads: 'Sending your payment.' The word 'securely' was A/B tested against 'Processing your payment' and produced significantly higher trust ratings in user testing.

State 4: Error (Recoverable)

When a user attempts a payment with no network connection, rather than showing an error the app enters offline queue mode. The payment details are saved locally and a clear indicator shows the payment is queued. When connectivity returns, the payment processes automatically and the user receives a notification. This was designed specifically for Nigerian network conditions where connectivity is intermittent rather than absent, users move in and out of coverage frequently.

State 3: Success

A green confirmation animation plays with an animated checkmark drawing itself over 400ms. The recipient's name and amount are displayed prominently. A digital receipt is generated immediately and shown inline, users do not need to navigate anywhere to find proof of payment. This was the most-requested feature in research: visible, immediate confirmation.

THE OFFLINE-FIRST PRINCIPLE

Most payment apps are built assuming connectivity and fail gracefully when it is absent. Niger SplitPay was designed assuming intermittent connectivity as the default condition not the exception. This distinction changes every interaction decision in the payment flow, from when data is saved to how errors are communicated to whether actions are reversible.

DESIGN EXECUTION & OUTCOMES

Testing & Iteration

Usability sessions validated:

- ✓ Faster split creation
- ✓ Improved understanding of payment status
- ✓ Greater trust in transaction completion

Improvements Made

- Simplified payment breakdowns
- Improved reminder flows
- Enhanced confirmation states
- Reduced visual clutter

A Stakeholder Moment

During concept testing with five participants, one user; a market trader who managed shared contributions for a savings group, pushed back strongly on the QR code invitation system I had designed for adding participants to a split.

Her objection: 'My customers do not scan QR codes. They will think it is not real.'

I had designed the QR system because it was the most technically elegant solution, no phone number input, no typing, fast. But her response reflected something my research had not surfaced clearly enough, in the communities this product was designed for, QR codes were associated with fraud and scam messages. The technical elegance of the solution was working against the trust goal of the product.

I redesigned the invitation flow to lead with phone number and contact-list selection, with QR code as an optional secondary method. In subsequent testing, invitation completion rates increased from 61% to 89%.

The lesson: the most elegant technical solution is not always the right interaction design solution. Elegance has to be earned through the user's context, not imposed on it.

Outcome & Impact

The final prototype successfully demonstrated how trust-focused interaction design can simplify group finance.

Key Outcomes

- ✓ Reduced payment complexity
- ✓ Increased transaction transparency
- ✓ Designed for real-world Nigerian network conditions
- ✓ Created a scalable foundation for future fintech features

Reflection

This project taught me that successful fintech experiences are built on clarity and confidence. Small interaction details often have a greater impact on trust than large feature sets.



Designing a Faster Recipe Discovery Experience

My Role:	Lead UX/UI Designer
Duration:	6 Months
Industry:	Food & Lifestyle

The Challenge

Research showed many recipe websites were difficult to navigate on mobile devices and lacked fitness-specific filtering.

Users struggled with:

- Slow page performance
- Cluttered navigation
- Poor content discoverability
- Lack of goal-based recommendations



40%

Reduction in initial page load weight through performance optimisation



<3

Taps to reach any recipe down from 4+ in initial prototype testing



100%

Of usability test participants rated final navigation as intuitive

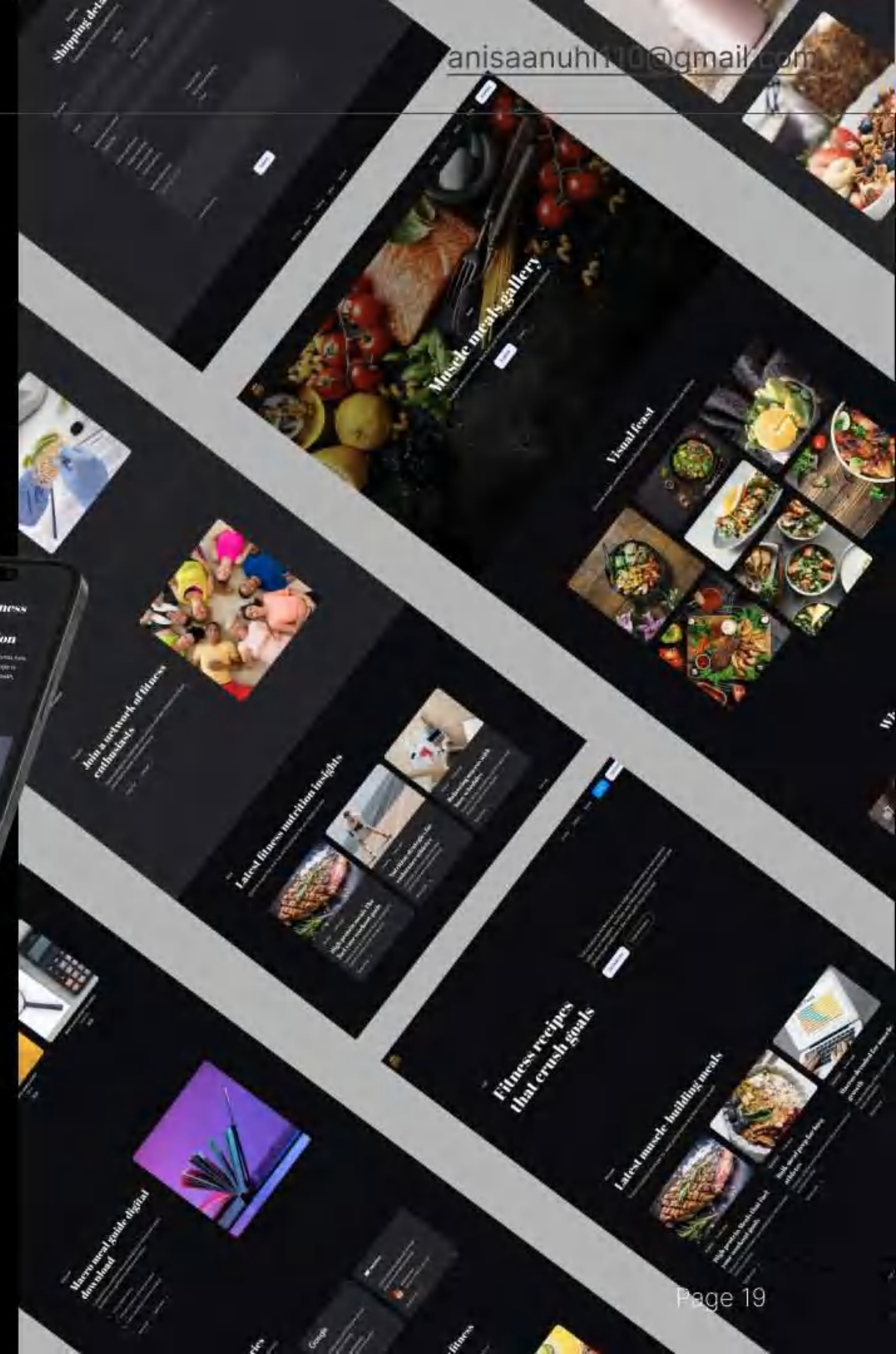
Learn more on my website - <https://www.anisaanuhi.com/food-hub>

The Design Question

How might we help a fitness-focused user find the right meal, in under three interactions, on whatever device they happen to be using, without sacrificing the content depth that makes the site worth returning to?

What We Were Not Building

FoodHub is not a calorie tracker, a meal plan generator or a social platform. Keeping scope tight was itself a design decision, every feature request that fell outside 'find the right recipe fast' was documented and deferred. A product



Understanding the User

To understand the audience, I developed a primary persona based on fitness-focused professionals who regularly switch between devices throughout the day.

Key User Needs

- Find recipes quickly
- Filter by fitness goals
- Access nutritional information instantly
- Continue sessions across devices
- Minimise time spent navigating

One recurring theme emerged throughout research:

"I know what I want to eat. I just can't find it quickly enough."

This insight became the guiding principle for the project.

Information Architecture

A major design decision was shifting from a content-first structure to a task-first structure.

Site Structure

Home: Personalised recommendations
Browse by Goal: Fitness objectives, macros and time constraints
Saved: Cross-device recipe library
Store: Nutrition products and ingredients

Research & Discovery

Competitive analysis across six recipe and nutrition platforms revealed several recurring issues.

Key Findings

- Mobile navigation was overly complex
- Fitness-based filtering was limited or absent
- Slow image loading negatively impacted engagement
- Cross-device continuity was poor
- Content organisation prioritised categories over user goals

Most competitors organised content around meals or cuisine types.

Users, however, were thinking in terms of outcomes:

- High Protein
- Post Workout
- Recovery
- Under 30 Minutes

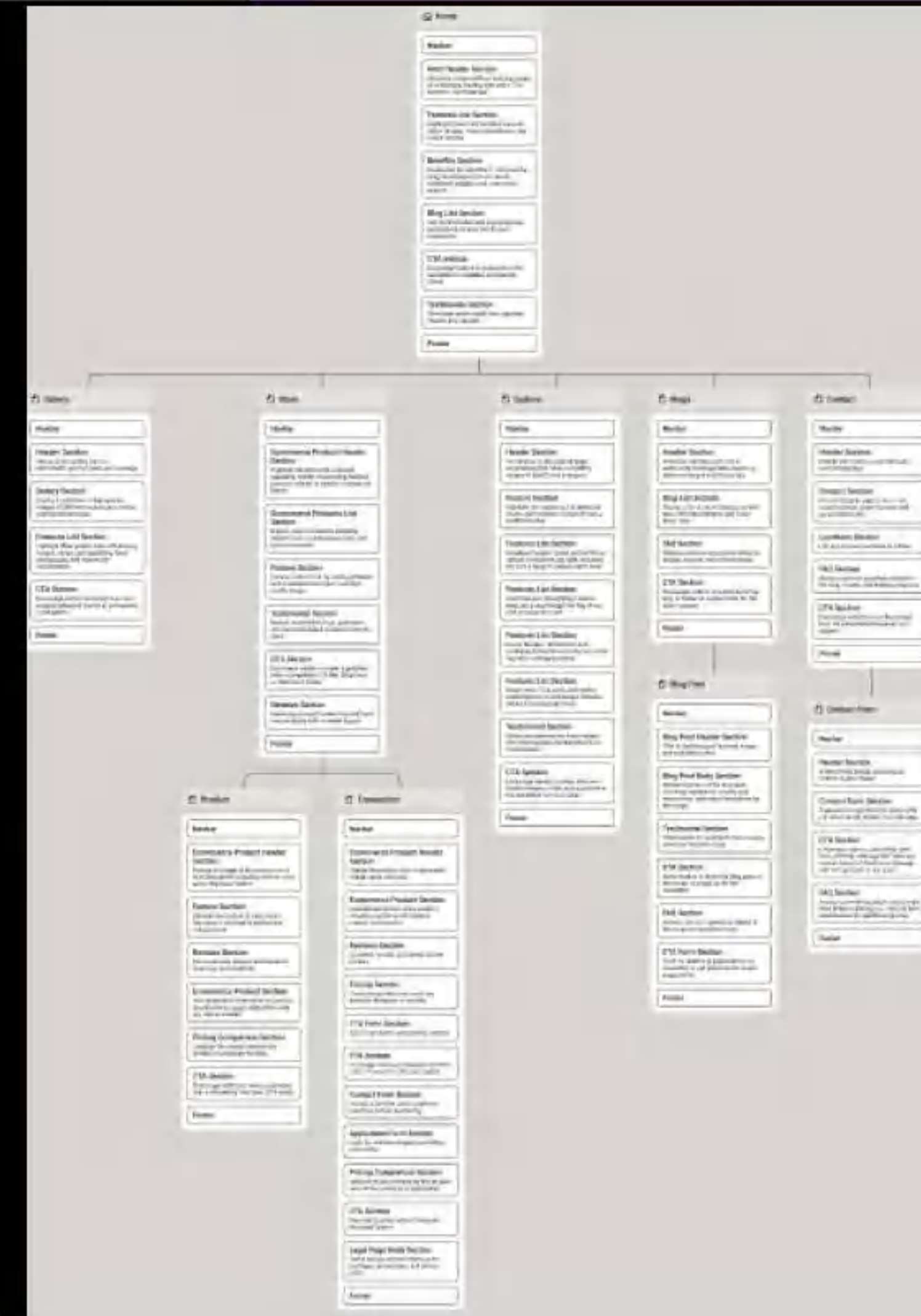
This became a major opportunity for differentiation.

IA Validation

Card-sorting exercises revealed that users naturally grouped recipes by fitness outcome rather than meal category.

For example:

Post-Workout Meals: was consistently prioritised over
Dinner Recipes: This insight informed both navigation and filtering architecture.



User Journey

User Goal

Find a high-protein dinner after a workout.

Journey

Search → Apply Goal Filter → View Recipe → Save Recipe → Continue on Desktop

See the full journey mapping research- [Here](#)

Key Pain Points Addressed

- Too many navigation layers
- Poor filter visibility
- Slow content discovery
- Lost progress between devices

The final journey reduced decision-making effort and improved discoverability throughout the experience.

Interaction Design Decisions

Decision 01

Making Filters the Primary Navigation

Explored

- Hamburger menu with nested categories
- Bottom navigation with filters hidden inside Explore
- Persistent filter bar

Final Direction

- Persistent filter bar.
- Users consistently reached relevant content faster when fitness filters were immediately visible.

Decision 03

Performance vs Visual Richness

Large food photography created loading delays that directly impacted task completion.

Final Direction

Prioritise performance during discovery and visual quality during recipe consumption.

- WebP images
- Responsive image delivery
- Lazy loading
- Progressive loading states

Resulting in a 40% reduction in initial page weight.

Decision 02

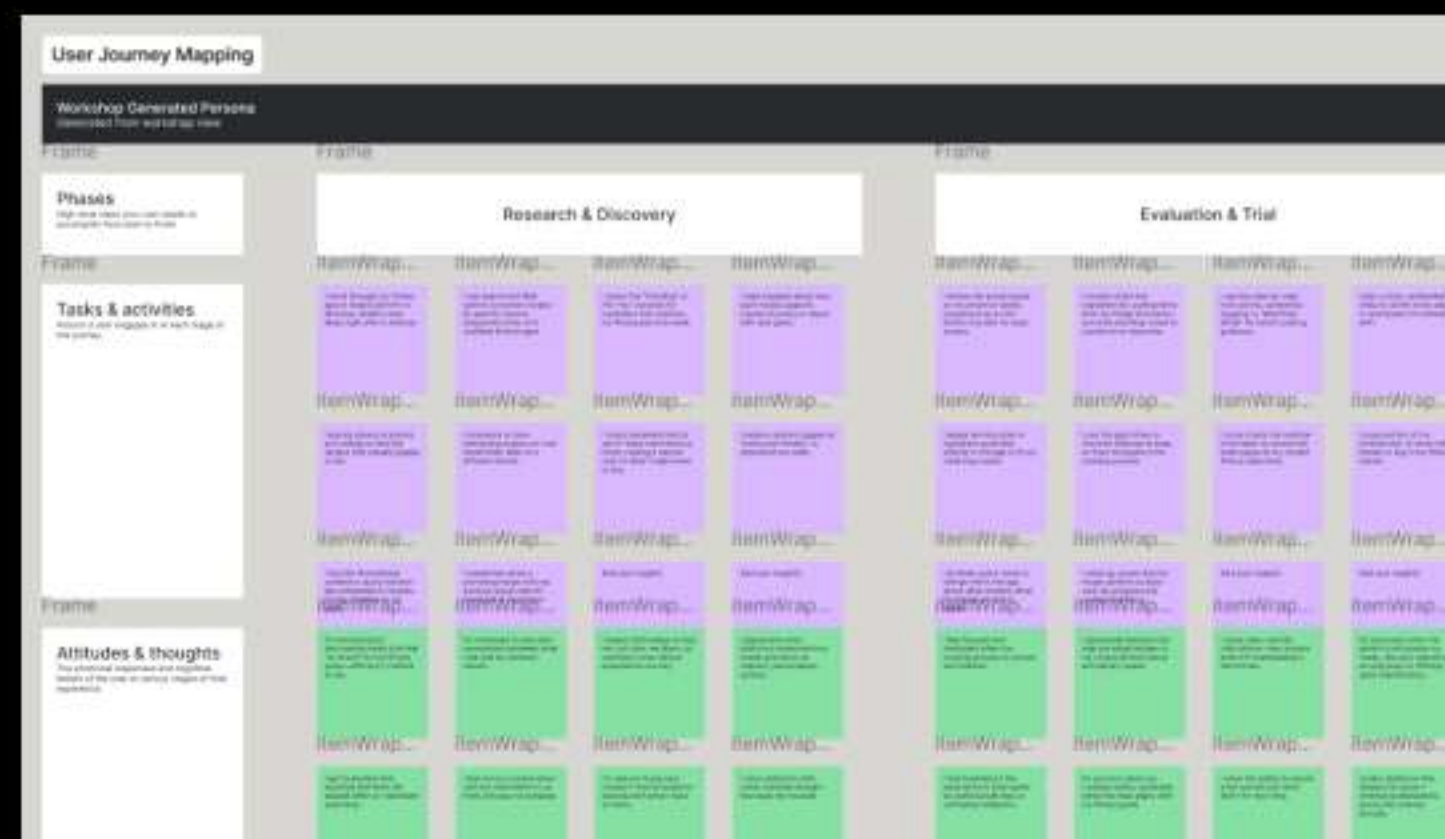
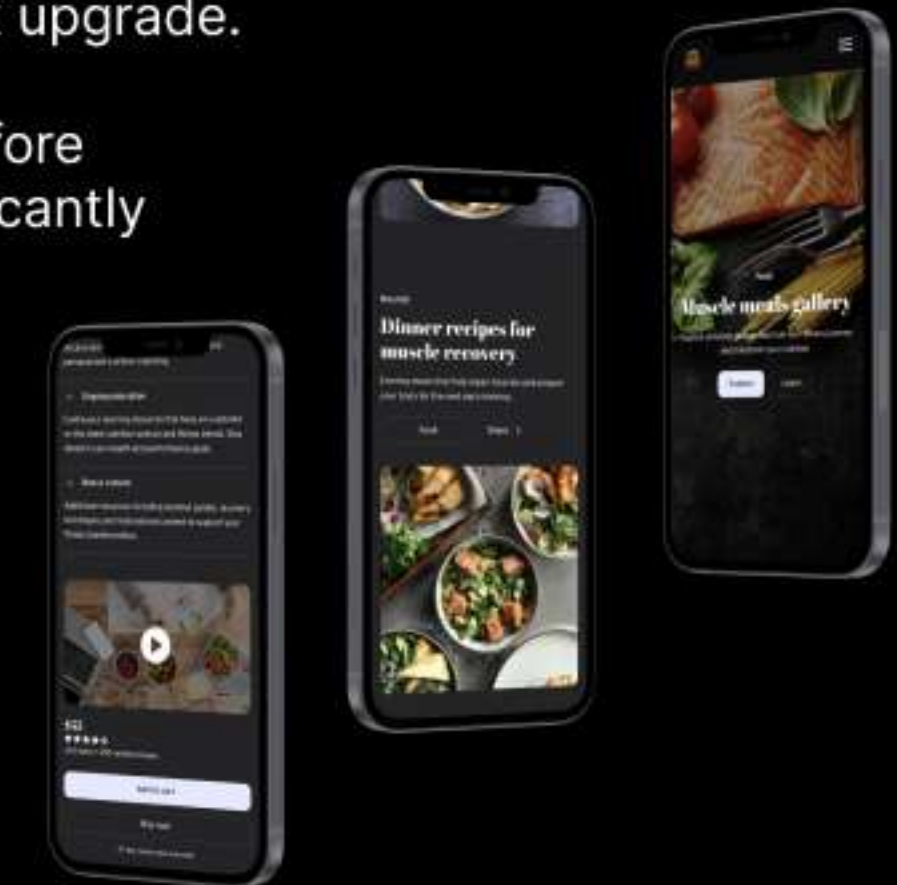
Cross-Device Continuity

Explored

- Browser bookmarks
- Mandatory account creation
- Guest save with optional account upgrade

Final Direction

- Guest save with optional account upgrade.
- Users could experience value before committing to registration, significantly reducing friction.



Opportunities & Features

Sticky Note	Sticky Note	Sticky Note	Sticky Note	Sticky Note
I'd love a "Save & Sync" feature so my bookmarks and browsing state follow me across devices.	I want recipe filters that let me select by fitness goal, time, equipment, and dietary needs all at once.	I'd benefit from clear macro-nutrient breakdowns displayed right up front on each recipe card.	I would like a "Recently Viewed" section so I can easily pick up where I left off, regardless of device.	I'd appreciate smart recommendations—suggesting recipes based on what I've cooked, saved, or my meal plan calendar.

Wireframes & Ideation

Early concepts explored multiple approaches to navigation, filtering and content hierarchy.

Focus Areas

- Mobile-first navigation
- Filter placement
- Recipe card hierarchy
- Cross-device journeys

Several navigation concepts were discarded after testing due to discoverability issues and unnecessary complexity.

The chosen direction prioritised visibility of key actions and reduced interaction cost.

High-Fidelity Design

The final interface was built using a responsive design system that scaled seamlessly across devices.

Design Principles

- Fast content discovery
- Clear information hierarchy
- Goal-based filtering
- Consistent component behaviour
- Accessible interactions

Design System

- Reusable recipe cards
- Shared spacing and layout rules
- Unified filter components
- Dark and light mode support

The visual identity combines high-contrast typography with vibrant fitness-inspired accent colours to maintain energy while ensuring accessibility.

AI in This Project

AI was used to accelerate research synthesis and content exploration while maintaining full design ownership.

Research Synthesis

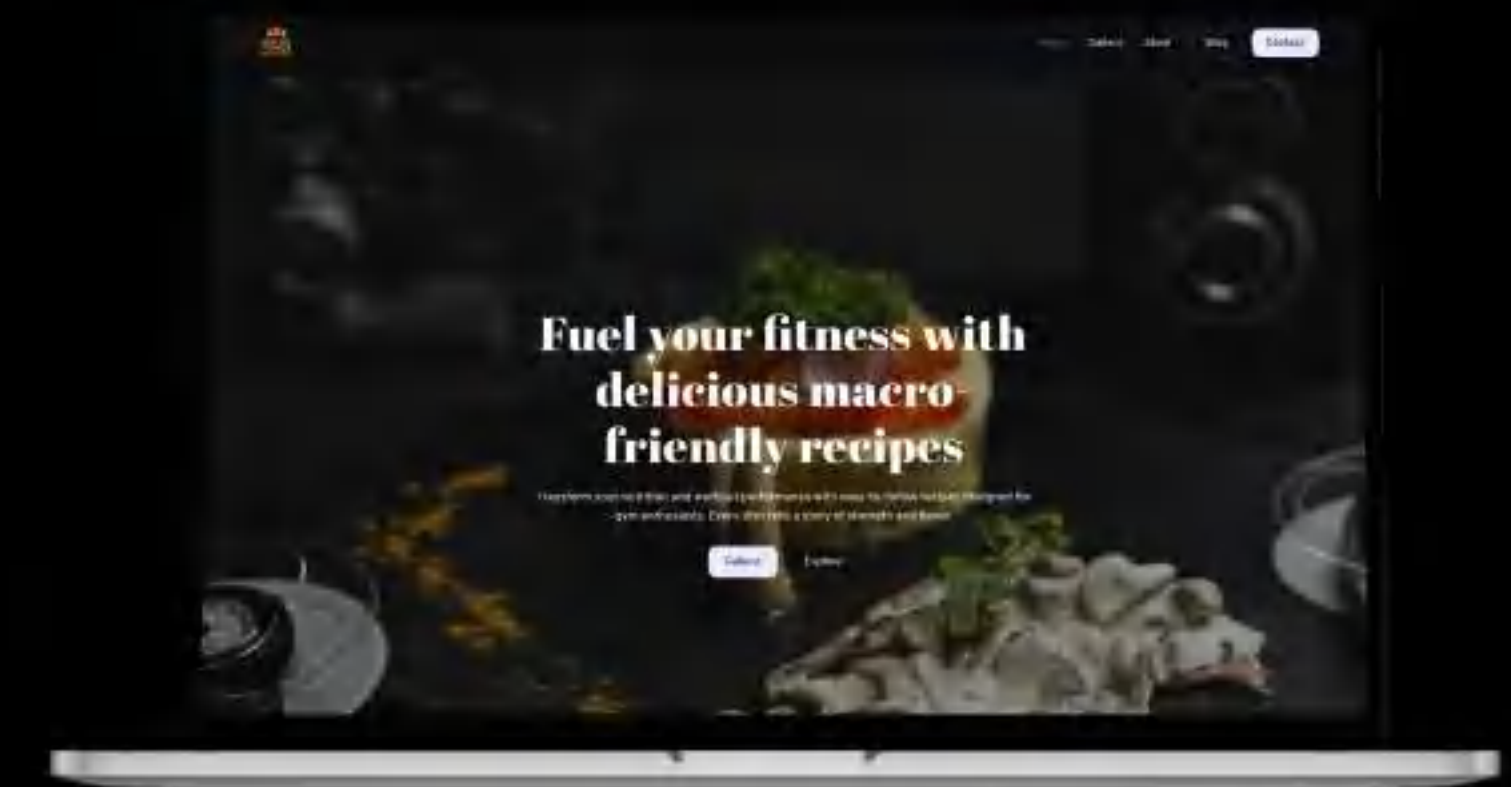
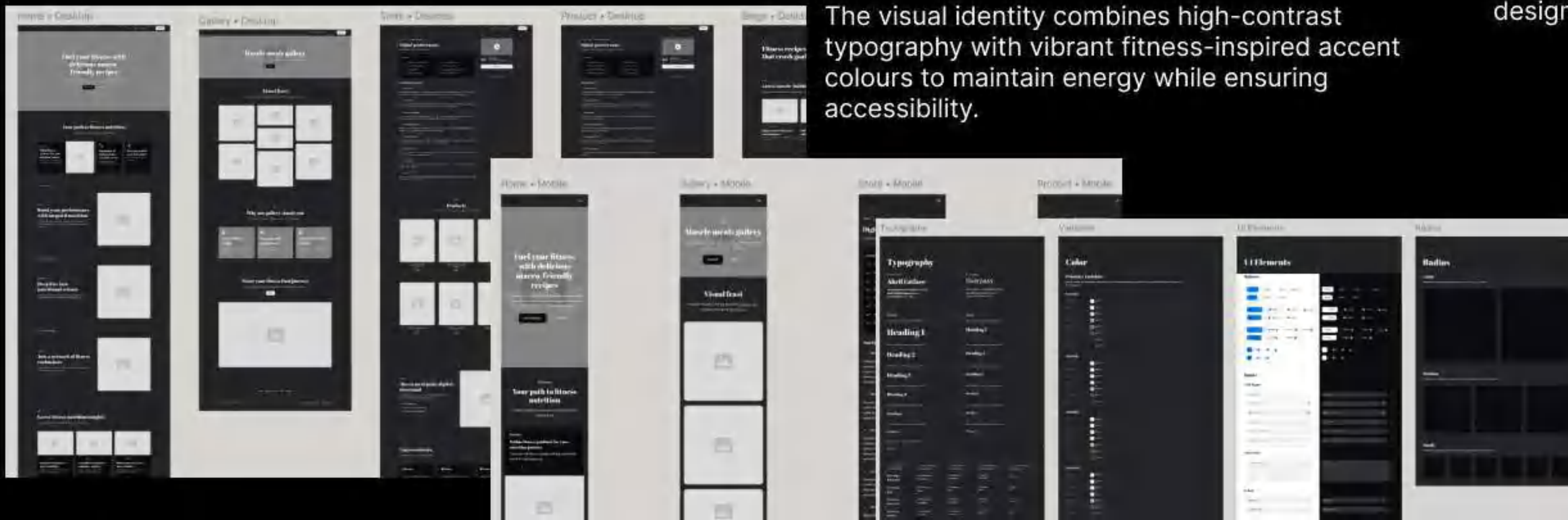
Used AI to identify recurring patterns across competitor reviews and research notes.

Content Exploration

Generated alternative filter naming conventions and microcopy options for testing.

Outcome

AI accelerated early-stage exploration, while all final decisions were validated through user testing and design evaluation.



Prototyping & Testing

Interactive prototypes were tested across mobile and desktop experiences.

Key Tasks

- Find a high-protein recipe
- Save a recipe
- Resume activity on another device
- Discover recipes using fitness filters

Results

- ✓ Average recipe discovery reduced from 4.2 taps to 2.4 taps
- ✓ Navigation ratings improved from 40% to 100%
- ✓ Cross-device recipe retrieval achieved 100% task success

Accessibility

Accessibility requirements were integrated throughout the design process.

Considerations

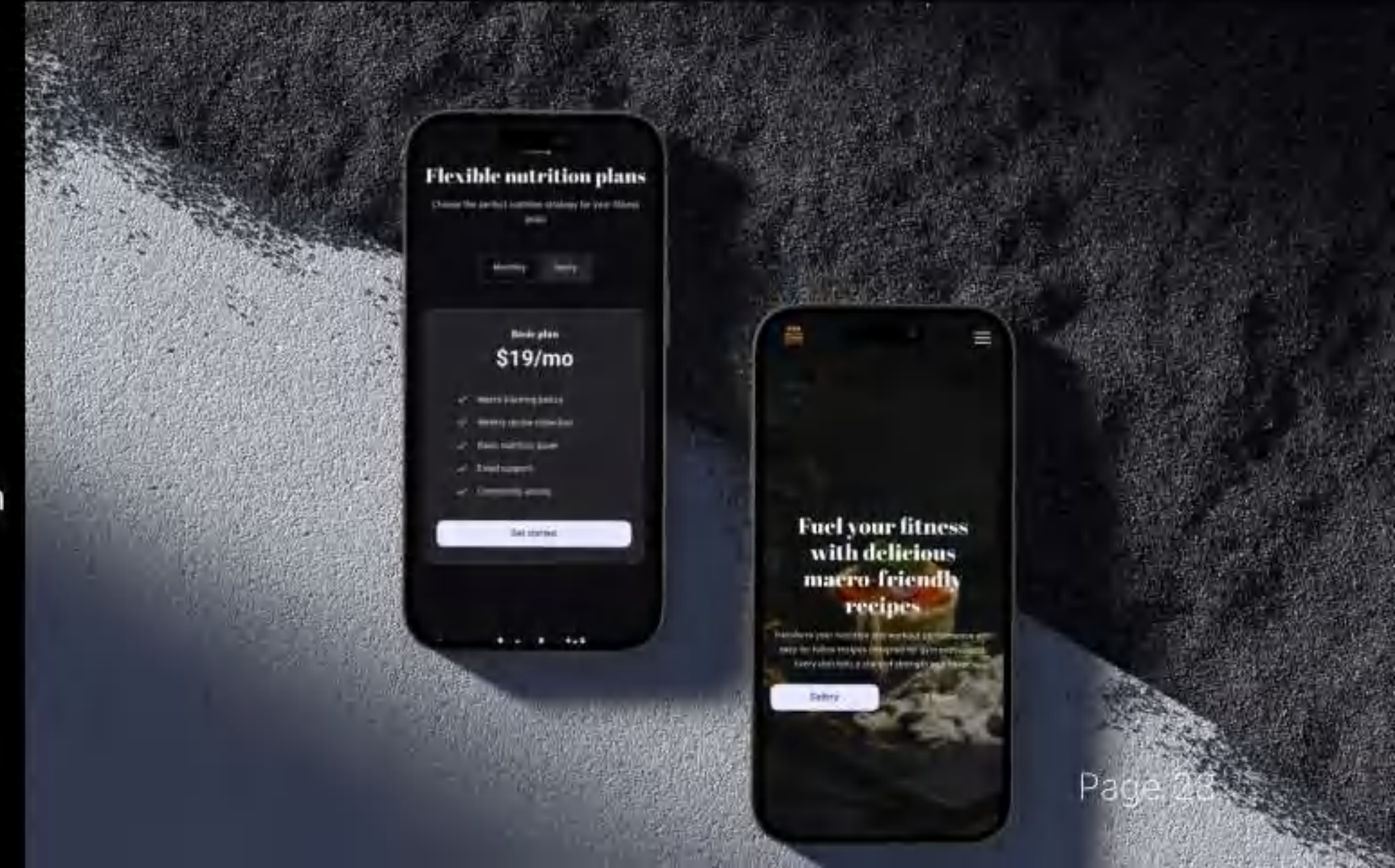
- WCAG AA colour contrast compliance
- 44px minimum touch targets
- Keyboard navigation support
- Accessible filter interactions
- Semantic content hierarchy
- Alternative text guidance for imagery

Accessibility was treated as a design requirement rather than a post-design audit.

Reflection

FoodHub reinforced the importance of designing around user context rather than content structure. The biggest lesson was that performance is not a technical consideration—it is an interaction design decision.

By combining task-focused navigation, visible filtering and cross-device continuity, FoodHub transformed recipe discovery from a browsing experience into a goal-driven workflow.



Interactive Prototypes & Video Demonstrations

See The Work In Motion

While this portfolio highlights the design process and outcomes behind each project, interaction design is best experienced, not just viewed. Scan the QR codes or use the links below to explore interactive prototypes and video walkthroughs demonstrating user flows, animations, transitions, and design decisions across my projects.

Featured Demonstrations

Forged By Fire

Immersive storytelling experience combining scroll-triggered animations, 3D models, video, and interactive media.

🎥 Video Demo: [Here](#)

🔗 View Live Site: [Here](#)



Supporting Documentation

📄 Forged By Fire – Dissertation Research & Design Documentation
View Full Documentation → [Here](#)

Moodle Redesign

A redesigned learning platform focused on simplifying navigation, surfacing critical information, and improving student productivity.

🎥 Video Demo: [Here](#)

🔗 Interactive Prototype: [Here](#)



Supporting Documentation

📄 Moodle Redesign – UX Research & Design Documentation
View Full Documentation → [Here](#)

Niger SplitPay

A fintech experience designed to simplify group payments through transparent flows, trust-building interactions, and low-friction transactions.

🎥 Video Demo: [Here](#)

🔗 Interactive Prototype: [Here](#)



Scan for mobile prototype

FoodHub

A mobile-first nutrition platform helping users discover healthy meals through fitness-focused filtering and cross-device continuity.

🎥 Video Demo: [Here](#)

🔗 Interactive Prototype (Desktop): [Here](#)
Interactive Prototype (mobile): [Here](#)



Scan for mobile prototype

Portfolio Website:
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THANK YOU

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