

U I / U X C A S E S T U D Y

Website Redesign

Noor Educational Consultancy

noorintedu.com

Designer: **Milan Moktan** · Role: **UI/UX Designer**

Project Type: **Unsolicited Redesign** · Tools: **Figma** · **Responsive Web**

Duration: **1 Week** · Year: **2026**

1. Project Overview

Noor Educational Consultancy is a Kathmandu-based study abroad advisory that helps Nepali students gain admission to top universities in Australia, the United Kingdom, Japan, South Korea, Malta, and beyond. Their services span expert counselling, visa support, scholarship guidance, and migration assistance.

The existing website contained all the right information — but it failed to communicate it effectively. A lack of clear visual hierarchy, weak calls-to-action, and absent social proof meant that prospective students were not being converted into consultation bookings at the rate the business deserved.

This is a self-initiated, unsolicited redesign — a personal project designed to demonstrate design thinking, conversion-focused UI design, and real-world UX problem-solving using an actual business as the subject.

Role	UI/UX Designer
Project Type	Website Redesign (Unsolicited / Self-Initiated)
Duration	1 Week
Tools Used	Figma
Platform	Responsive Web Design
Industry	Education Consultancy
Client	Noor Educational Consultancy — noorintedu.com

2. Problem Statement

A thorough audit of the original noorintedu.com revealed a consistent pattern: the website had the right content but delivered it in a way that undermined trust and made it difficult for students to understand what to do next. The issues fell into five categories:

Visual Design & Hierarchy

- No clear typographic scale — headings, subheadings, and body text share similar visual weight
- Sections merge together without sufficient whitespace or visual rhythm
- Hero section fails to communicate the core value proposition above the fold

Conversion & Calls-to-Action

- Multiple competing CTAs with no single dominant action for users to take
- Button copy ('Get Appointment') uses internal jargon rather than user language
- No sticky navigation — the primary CTA disappears immediately on scroll

Trust & Social Proof

- Key metrics (30+ universities, 5,000+ students, 95% placement rate) are not prominently displayed
- Student testimonials are absent — a critical trust signal for an anxious, high-stakes audience
- The step-by-step guidance process is buried in body text rather than visualized

Information Architecture

- Study destinations presented as a text list rather than scannable visual cards
- Service offerings (admissions, visa, careers counselling) are not clearly differentiated
- FAQ content is too generic to address the real concerns of prospective students

Mobile & Responsive Experience

- Multi-column layouts do not degrade gracefully at tablet and mobile breakpoints
- The hero image and stat section require responsive treatment for small screens

3. Research & Target Audience

3.1 Primary Users

The core audience is Nepali students aged 18–28 who are in the research or active planning phase of studying abroad. Based on the consultancy's service context and competitive landscape, their key needs and anxieties are:

Students

- Finding the right international university and course
- Understanding visa requirements, timelines, and success rates
- Accessing scholarships and financial guidance
- Reassurance that the consultancy has a proven track record

Parents

- Confirming the consultancy is trustworthy and officially registered
- Understanding success rates and student outcomes
- Knowing the destinations are safe and well-supported
- Getting expert guidance without navigating the process alone

3.2 Competitor Analysis

A review of leading education consultancies operating in Nepal — including KIEC, Nepal Education Consultancy, NIEC, and Nova Educational — revealed the design patterns that users expect from a credible, professional consultancy site:

- Prominent student success statistics (placement rates, visa approvals)
- A clearly visualized, step-by-step service process
- Country/destination pages with flag and landmark imagery
- Student testimonials and success stories
- A visible, low-friction free consultation CTA

3.3 User Flow — Redesigned Journey

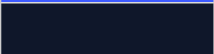
The redesign maps the user's journey from initial discovery through to consultation booking. Each section of the page is intentionally sequenced to answer the questions users are asking at each stage:

1. **Homepage Hero** — What is Noor? Can they help me?
2. **Stats Bar** — Do they have a proven track record?
3. **Student Guidance Process** — What actually happens after I contact them?
4. **Study Destinations** — Which countries and universities are available?
5. **University Showcase** — Which specific institutions are they partnered with?
6. **Student Testimonials** — Has this worked for students like me?
7. **Consultation Form** — I'm ready. How do I get started?

4. Design System

4.1 Color Palette

The color system was chosen to communicate trust, professionalism, growth, and opportunity — the four emotional pillars that prospective international students need to feel when choosing a consultancy.

Color	Hex	Purpose	Sample
Primary Blue	#3D5AFE	Trust, professionalism, action	
Dark Navy	#0F172A	Background depth, authority	
Light Grey	#F8FAFC	Page background, breathing room	
Accent Yellow	#F4B400	Highlights, warmth, opportunity	

4.2 Typography

Two typefaces form the typographic system:

- Headings: Plus Jakarta Sans — modern, confident, and distinctive without being informal
- Body text: Inter — exceptionally readable at small sizes, well-suited to multi-lingual or translated contexts

This pairing balances contemporary educational brand aesthetics with the practical readability demands of a content-heavy service website.

4.3 Spacing & Layout Principles

- Consistent 8px baseline grid across all components
- Generous section padding (60–100px) to let content breathe and aid scannability
- Two-column layouts for desktop, collapsing to single-column on mobile
- Max content width of 1200px to maintain readability on large screens

5. Key Design Decisions

5.1 Hero Section

Before: Generic layout, weak visual focus, no emotional connection, buried CTA.

After: A direct, benefit-driven headline — 'Start Your Global Education Journey Today' — paired with an aspirational image of graduating students. A stat bar immediately below the headline delivers instant credibility: 30+ universities, 6+ countries, 5,000+ students, 95% placement.

The primary CTA is changed to 'Book a Free Consultation' — removing the jargon-heavy 'Get Appointment' while adding a clear incentive (free).

5.2 Student Guidance Process

Why: Students are anxious about the admissions and visa process. Visualizing it as three clear, named steps — Receive Student Inquiry → University Application Process → Visa & Pre-Departure Support — removes uncertainty and builds confidence.

This is one of the most important additions. The original site describes this process in body text. The redesign surfaces it as a visual, numbered flow with supporting images and short descriptions.

5.3 Study Destinations — Flag Cards

Destinations (Australia, UK, Japan, South Korea, Malta) are presented as large flag cards rather than text. Flags are universally recognizable without reading, communicate international reach at a glance, and create a more visually engaging browsing experience. Noor's destination set also stands out from competitors, who commonly feature only the UK/US/Australia trio.

5.4 Testimonials

Why: Social proof is the single most powerful conversion tool for high-stakes, high-anxiety purchase decisions. Students about to invest significant time and money in a consultancy need to hear from students who have already gone through the process.

The redesign adds a dedicated 'Student Stories & Experiences' section with photos, names, and specific outcomes (university offers, scholarships). This section is positioned before the consultation form to maximize its impact on conversion.

5.5 FAQ Section

The FAQ is redesigned with an accordion pattern and real, anxiety-driven questions — covering visa rejection rates, eligibility by country, service costs, and timelines — rather than the generic placeholder questions on the original site.

5.6 Contact Form & Trust Signals

The consultation form is the primary conversion point. The redesign adds a '24-hour response' promise and a brief privacy note below the submit button — two micro-copy additions that research consistently shows reduce form abandonment.

5.7 Footer

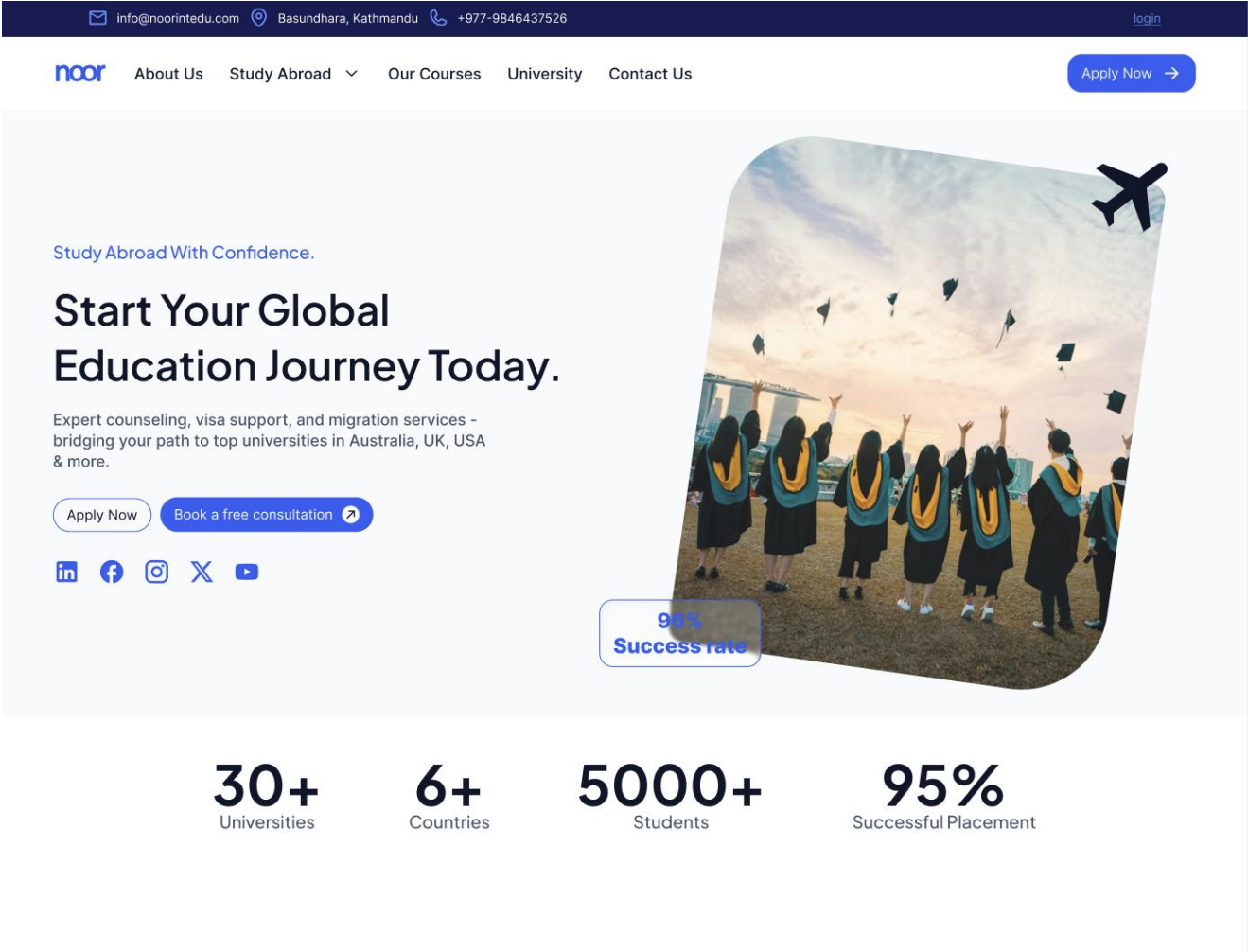
The dark-background footer with the Noor logo, an aspirational tagline, organized link columns, and a final CTA button serves multiple purposes: it provides a professional, branded close to the page; it functions as a sitemap; and it captures the small segment of users who scroll all the way to the bottom before deciding to convert.

6. Before vs. After — Comparative Analysis

Section	Before	After
Hero Section	Generic layout, weak focus, buried CTA	Strong headline, graduate imagery, stat bar, single dominant CTA
Trust Signals	Stats not prominent, no social proof	Stat counter (30+/5000+/95%) front-and-center, testimonials section added
Process Clarity	Steps hidden in body text	3-step visual flow — Inquiry → Application → Pre-Departure
Study Destinations	Text-only list	Flag cards — scannable, internationally recognizable
Testimonials	Absent or minimal	Dedicated 'Student Stories & Experiences' carousel
CTAs	Scattered, inconsistent, jargon-heavy copy	Consolidated; primary CTA is 'Book a Free Consultation'
Footer	Plain link dump	Branded dark footer with tagline, link columns, final CTA
Typography	Mixed sizes, no scale system	Consistent typographic hierarchy throughout

7. Final Design

The following is the complete redesigned homepage for Noor Educational Consultancy, from hero section through to footer.



8. Issues, Scoring & Next Steps

8.1 Design Score

Visual Hierarchy	8 / 10
Typography	8 / 10
Layout & Spacing	6.5 / 10
CTAs & Conversion	6 / 10
Mobile Readiness	5.5 / 10
Brand Consistency	8 / 10
OVERALL SCORE	7.2 / 10

8.2 Outstanding Issues

The following issues were identified during the design review and must be resolved before this design goes to development:

Issue	Priority	Recommendation
University cards show 'Oxford' placeholder	Critical	Replace with real partner institution names and locations
CTA copy: 'Get Appointment'	High	Change to 'Book a Free Consultation' — clearer and incentive-led
Section heading 'Commence With Your Own Goals'	High	Rename to something concrete, e.g. 'Full Support, Start to Finish'
Mobile grid breakpoints missing	High	Add responsive CSS for flag grid and university card grid
No sticky navigation CTA	Medium	Add sticky header with CTA visible throughout scroll
Contact form lacks trust signals	Medium	Add '24-hour response' and privacy note below submit
FAQ questions too generic	Low	Use real student anxieties: visa rejection, cost, country eligibility

8.3 Quick Wins — Implement First

#1	Replace all 'University of Oxford' placeholder cards with real partner institution names and photos
#2	Change 'Get Appointment' to 'Book a Free Consultation' across all CTAs
#3	Add a sticky header with a visible CTA button throughout scroll

#4	Add 'We respond within 24 hours' and a privacy note below the contact form
#5	Rename 'Commence With Your Own Goals' to a concrete, benefit-led heading
#6	Add responsive CSS breakpoints for destination flags grid and university cards

8.4 Short-Term Roadmap (Month 1–2)

- Conduct usability testing with 3–5 Nepali students in the target age range
- A/B test hero CTA copy: 'Book a Free Consultation' vs 'Start Your Journey'
- Build individual destination landing pages (one per country)
- Integrate WhatsApp CTA — a primary communication channel for Nepali students

8.5 Medium-Term Roadmap (Month 3–6)

- Build an SEO-optimised blog for study abroad content (visa tips, country guides, IELTS prep)
- Develop a student portal or application status tracker to differentiate from competitors
- Implement Google Analytics with conversion event tracking on all CTAs
- Consider a dedicated IELTS/PTE preparation landing page — a high-demand adjacent service

9. Responsive Design Considerations

The redesign was conceived at desktop width (1200px) and requires deliberate responsive treatment before production. The following breakpoint strategy is recommended:

Desktop (1200px+)

- Multi-column layouts throughout (3-column flags grid, 4-column university cards, 2-column hero)
- Larger hero imagery with text alongside
- Full stat bar visible above fold

Tablet (768px–1199px)

- Flags grid collapses to 3 columns
- University cards reduce to 2 columns
- Hero text stacks above image
- Reduced section padding (60px rather than 120px)

Mobile (375px–767px)

- Single-column flow throughout
- Flags grid collapses to 2 columns
- University cards single column
- Sticky CTA button in header always visible
- Touch-friendly tap targets (minimum 44px height on interactive elements)
- Form fields full-width with clearly labeled inputs

10. Designer's Reflection & Learnings

This redesign reinforced a central truth about service business websites: they are not marketing surfaces — they are trust-building artifacts. For students who are about to make one of the most consequential decisions of their lives, and pay significant fees to do so, every element on the page is either building or eroding confidence.

The changes I am most confident about are the hero stat bar, the process visualization, and the testimonials section. Together, these three elements answer the three core questions every prospective student has before they book a consultation:

- Can you actually help me? — answered by the stats bar
- How does the process work? — answered by the 3-step guidance flow
- Has it worked for students like me? — answered by the testimonials

What I Would Do Differently

- Begin with low-fidelity wireframes before moving to high-fidelity — the process of working at high fidelity from the start means some structural decisions (like the 'Commence With Your Own Goals' section) were not challenged early enough
- Research the mobile audience more deeply from the outset — mobile traffic is likely dominant for this demographic, and the responsive breakpoints deserved more design attention
- Interview at least two or three prospective students in the target audience before designing — assumptions about what builds trust can be validated or challenged quickly through even informal research

Key Takeaways

- Design clear user journeys before designing screens — understand what question each section is answering
- Trust signals are not a nice-to-have — for high-anxiety purchase decisions, they are the primary job of the interface
- Whitespace is not empty space — it is the primary tool for hierarchy and readability
- Conversion-focused design and beautiful design are not in tension — clarity is what makes both possible

Noor Educational Consultancy — Website Redesign

UI/UX Case Study · noorintedu.com · 2025