



WEB DESIGN 1 - SUNY ORANGE

UI/UX CASE STUDY

PROJECT

2025

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Problem Statement

When was the last time you had a deep, faith-filled conversation with someone you love?

PROBLEM

Many Christians and families are seeking deeper spiritual connection, healing, and meaningful conversations, especially in digital world where in-person connection is fading. However, most spiritual tools are either too rigid, not user-friendly, or fail to create an engaging, approachable environment for all ages. Additionally, many faith-based products lack clear guidance and a welcoming online experience that encourages exploration and community.

SOLUTION

Window from Within addresses this by creating an interactive and beautifully designed website that introduces a Christian card game focused on self-reflection, connection, and faith-based growth. The site provides:

- A clear product journey from discovery to purchase, including a smooth login and check out process
- Sections like “How to Play” and “Voices” to support both first-time users and returning players with spiritual stories and guidance.
- A welcoming, modern design that reflects warmth, simplicity, and accessibility for all age groups.
- Built-in support tools such as FAQs and contact forms to assist hesitant or new visitors.





02

UI/UX Process



Empathize

- Understand Target Audiences
- Survey Questions
 - Research



Define

- Synthesize the Data
- Google Charts
 - Personas
 - AI Analyze



Ideate

- Site Structure
- User Flows
- Inspirations from other competitors



Prototype

- Mood board
- Brand Identity
- Wireframe
- Mock Ups



Test

- Add Function & Animations
- Clickable Website



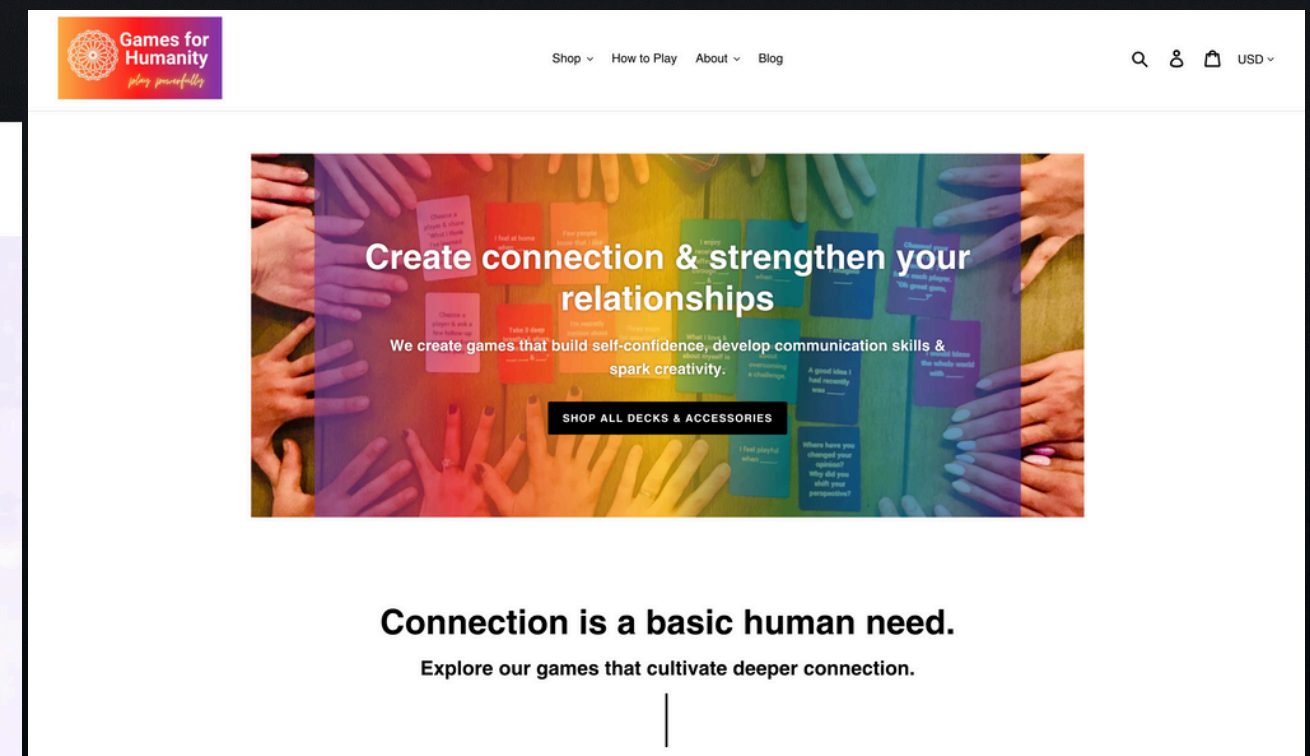
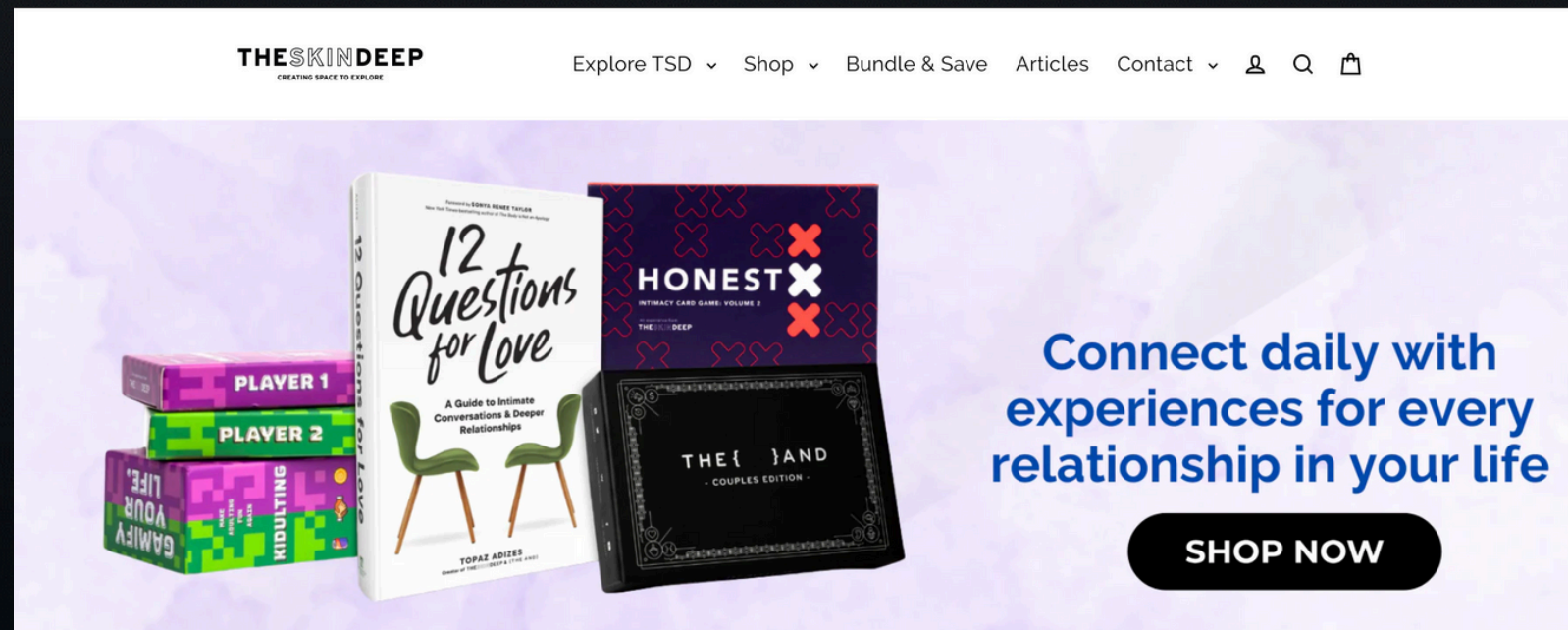
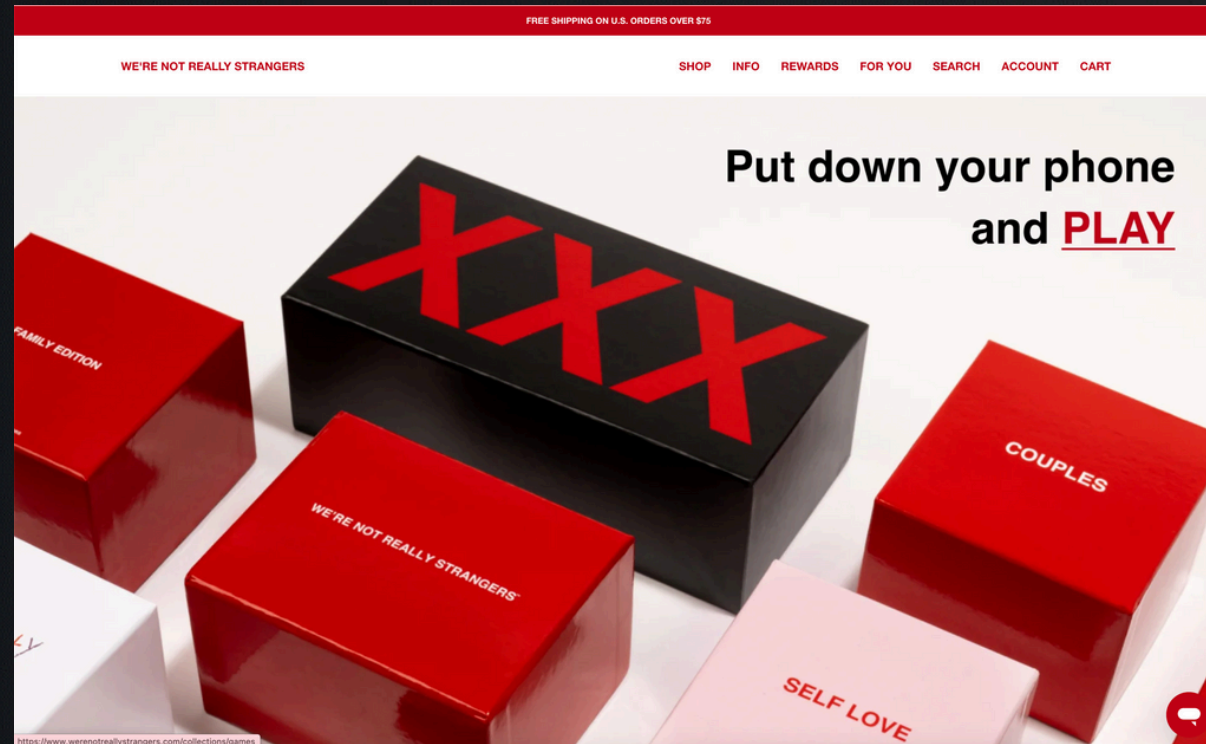


03

Research

Competitors

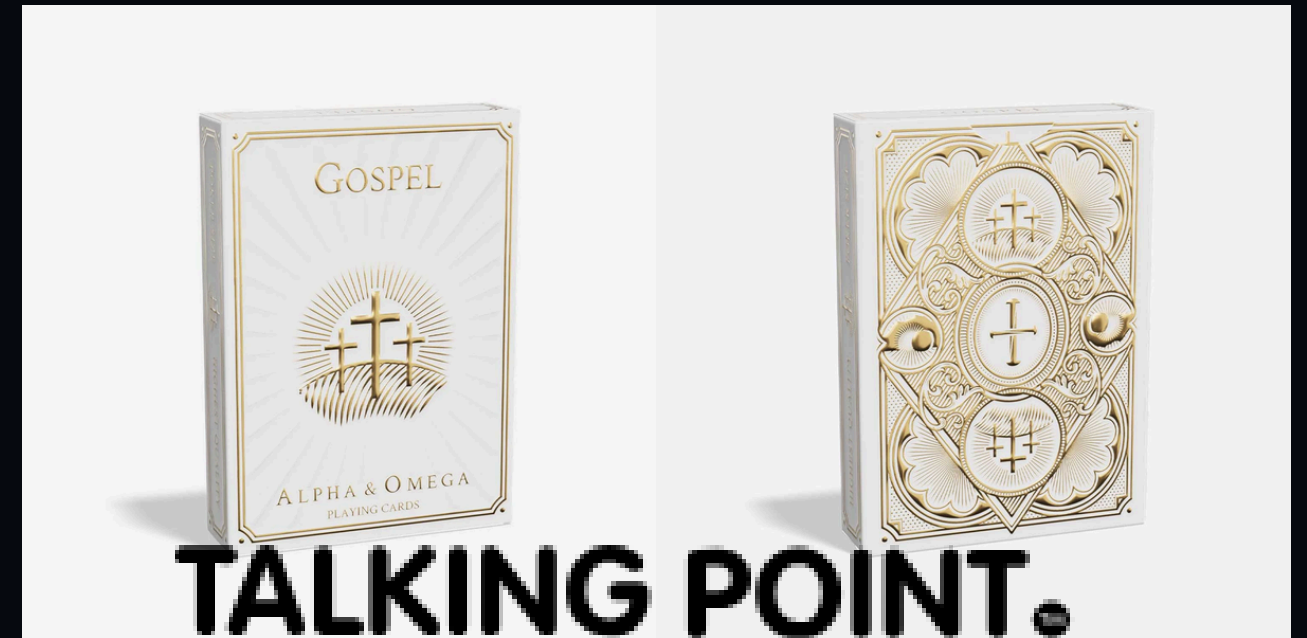
Analyze popular single-product sites such as Card Against Humanity, The Skin Deep to understand how they balance storytelling, product education, and conversion.



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Strength

- **Visual Presentation:** The website features high-quality images of the playing cards, showcasing the intricate woodcut-style artwork. This effectively highlights the product's aesthetic appeal.
- **Product Information:** Detailed descriptions accompany each deck, explaining the biblical themes and historical periods they represent. This educates potential buyers on the significance of the cards.
- **Navigation and Structure:** The site is organized with clear categories such as Family, Couples, Spiritual, and Bundle & Save. This facilitates easy exploration of related products.
- **Global Accessibility:** The inclusion of multiple currency options indicates an intention to cater to an international audience, enhancing user convenience.
- **Customer Engagement:** The site could benefit from integrating customer reviews or testimonials to build trust and provide social proof.



W

Weakness

- **Loading Speed:** The use of high-resolution images, while visually appealing, may contribute to longer loading times, potentially affecting user retention.
- **Mobile Optimization:** If the website is not fully responsive, mobile users might experience difficulties, which could impact sales, given the increasing trend of mobile shopping.

Opportunity

O

- **Opportunity:** "The Window from Within" can adopt a similarly structured product page—highlighting key components of the game (e.g., Self-Play Deck, Group-Play Deck), showcasing card designs, and explaining how each section contributes to faith-based reflection and bonding.
- **Enhancement:** Add a "Testimonials" section directly on the product page. This creates social proof and builds emotional trust, helping potential customers see how the game has positively impacted other Christian families and communities.



04

Survey Question



Demographics & Lifestyle

- What is your age?
- What is your gender?
- What best describes your life styles?



Faith & Religious Engagement

- How would you describe your relationship with Christianity or other religions?
- How often do you attend church or religious gatherings?
- What inspires you most in your faith journey?
- Which of these activities are most important to you in your daily life?



Trust & Brand Perception

- What would make a Christian/other religious e-commerce website feel trustworthy to you?
- What would encourage you to purchase from a new Christian/other religious brand like Holniss?
- What frustrates you the most when shopping on Christian/other religious e-commerce websites?



Shopping Behavior & Preferences

- How often do you purchase Christian-themed or spiritual products online?
- What types of Christian or other religious products are you most interested in?
- What is the most important factor when purchasing Christian/other religious products?
- Where do you usually shop for Christian/other religious products online?
- How much time do you typically spend browsing a site before making a purchase?



Content & Discovery

- Would you be interested in faith-based blog content, devotionals, or testimonies on the Holniss website?
- How do you prefer to learn about new Christian/other religious products?



05

Results

AI SUMMARY

Using AI to analyze the key points from 25 responses



Demographics

Age Distribution

26-35 age group

19-35 age group

Gender Predominantly female participants



Faith & Religious Practices

- Devoted Christians
- Christians but not practice regularly
- Interested in faith-based inspiration



Trust and Website Preferences:

Secure payment options, high-quality images

Faith-based mission and values, discounts, and positive reviews are key motivators

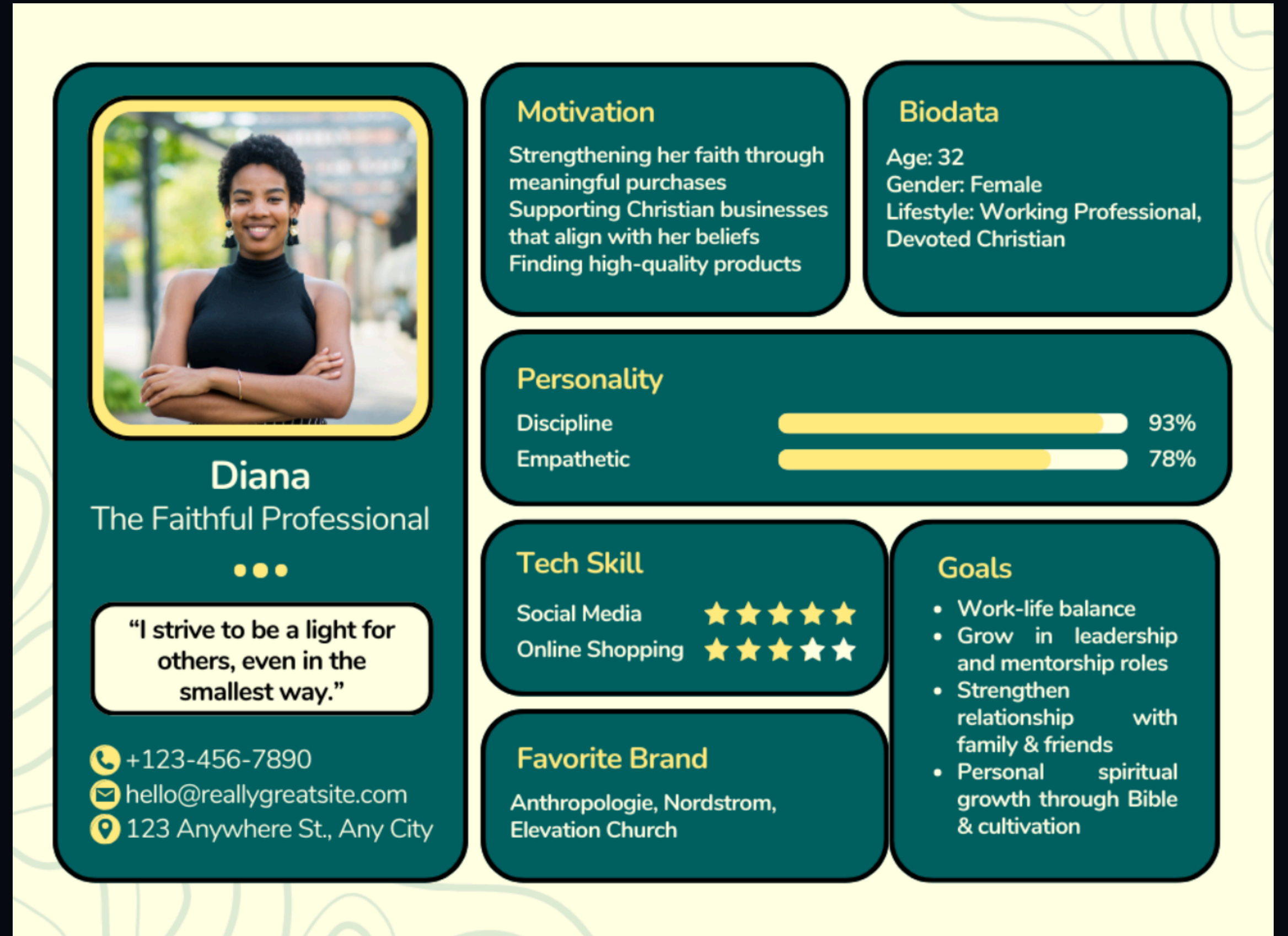


Challenges in E-Commerce

Outdated designs, limited product variety, and high prices are major pain points

PERSONAS

“Meet Diana...”





05

Results

PERSONAS

“Meet Emily...”



Emily
University Student



“I love discovering new perspectives and finding meaning in unexpected places.”

+123-456-7890
hello@reallygreatsite.com
123 Anywhere St., Any City

Motivation

Exploring spirituality in modern way
Love journaling and design

Biodata

Age: 22
Gender: Female
Lifestyle: Student, Exploring Faith

Personality

Creativity 85%
Experimental 92%

Tech Skill

Social Media ★★★★★
Online Shopping ★★★★★

Favorite Brands

Urban Outfitters, Zara, Glossier, H&M, Uniqlo

Goals

- Travel around the world
- Backpacking
- Learn different cultures and customs
- Be open-minded while seeking wisdom from different perspectives



05

Results

PERSONAS

“Meet James...”



James
The Family Man

● ● ●

“My faith isn’t just about words - it’s about how I show up everyday”

+123-456-7890
hello@reallygreatsite.com
123 Anywhere St., Any City

Motivation

Raising his children with strong faith & values
Provide a great life for his family
Leading household, church, and his community

Biodata

Age: 38
Gender: Male
Lifestyle: Business Owner, Family-Oriented, Faith-Driven, Hardworking man

Personality

Action Driven 95%
Nurturing 90%

Tech Skill

Social Media ★★★★★
Online Shopping ★★★★★

Favorite Brands

Lululemon, Timberland. Under Armour, Levi’s

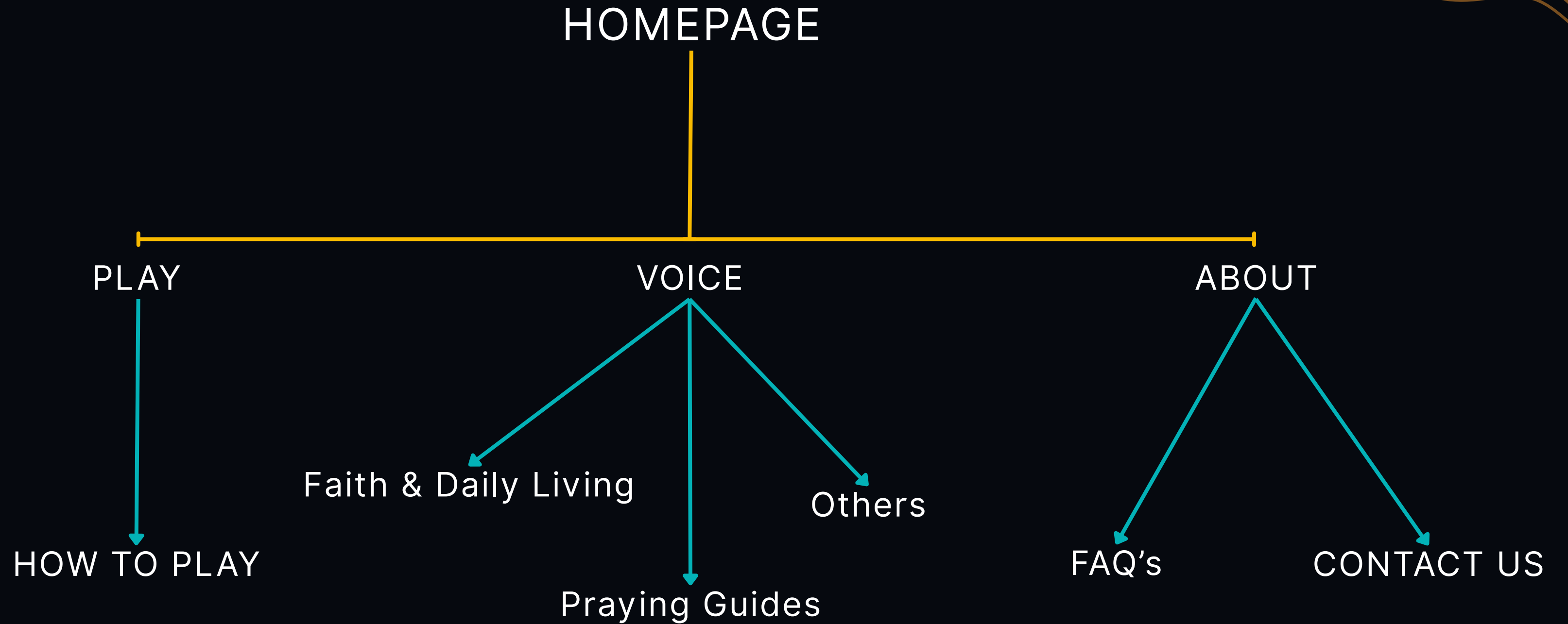
Goals

- A better spiritual leader
- A good father to his children
- A better man for his wife
- Self-development



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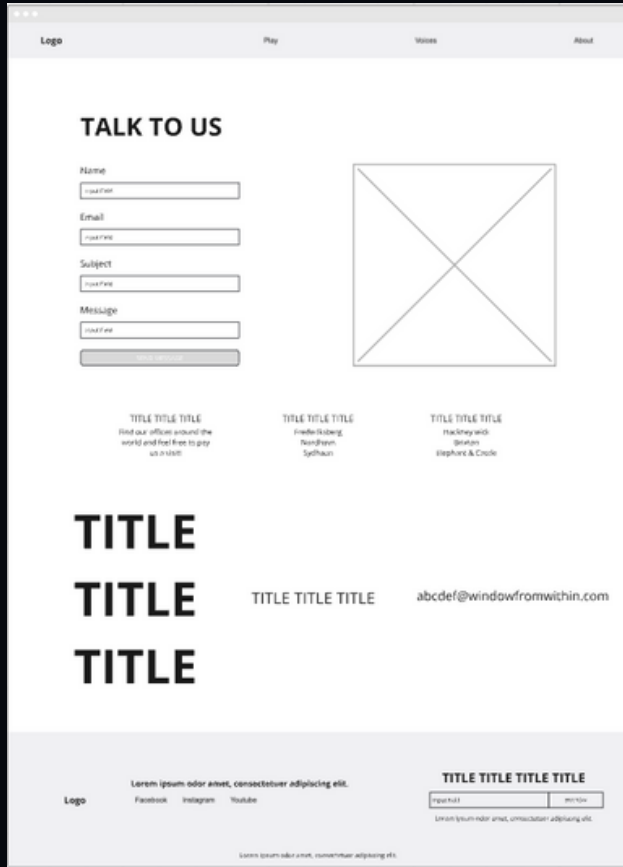
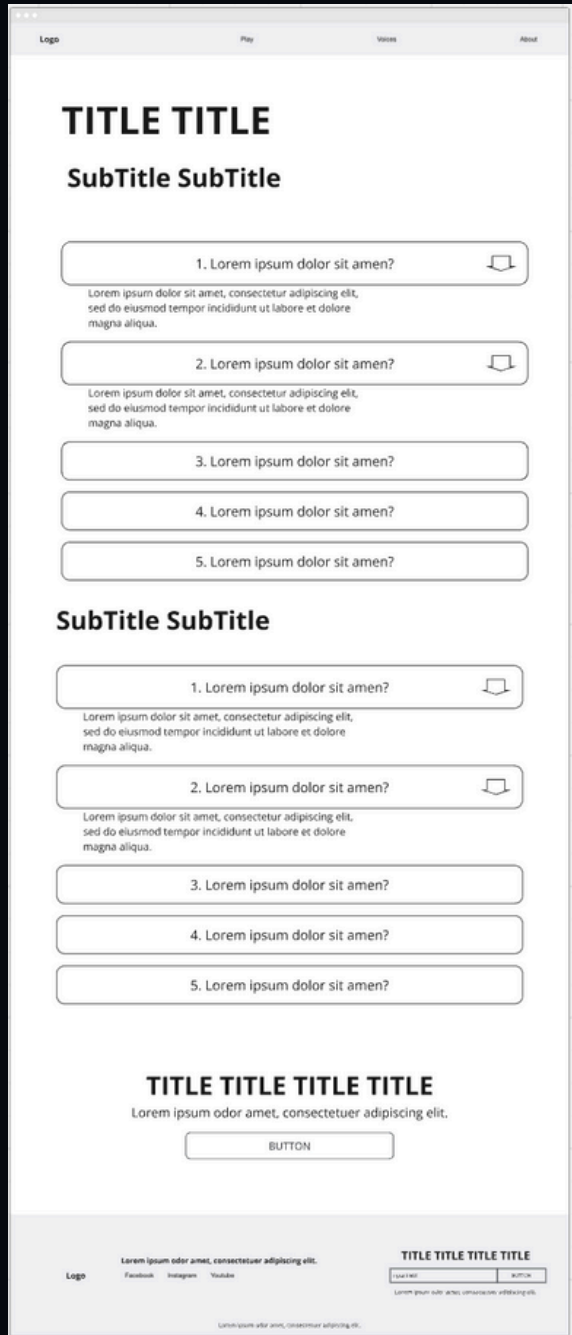
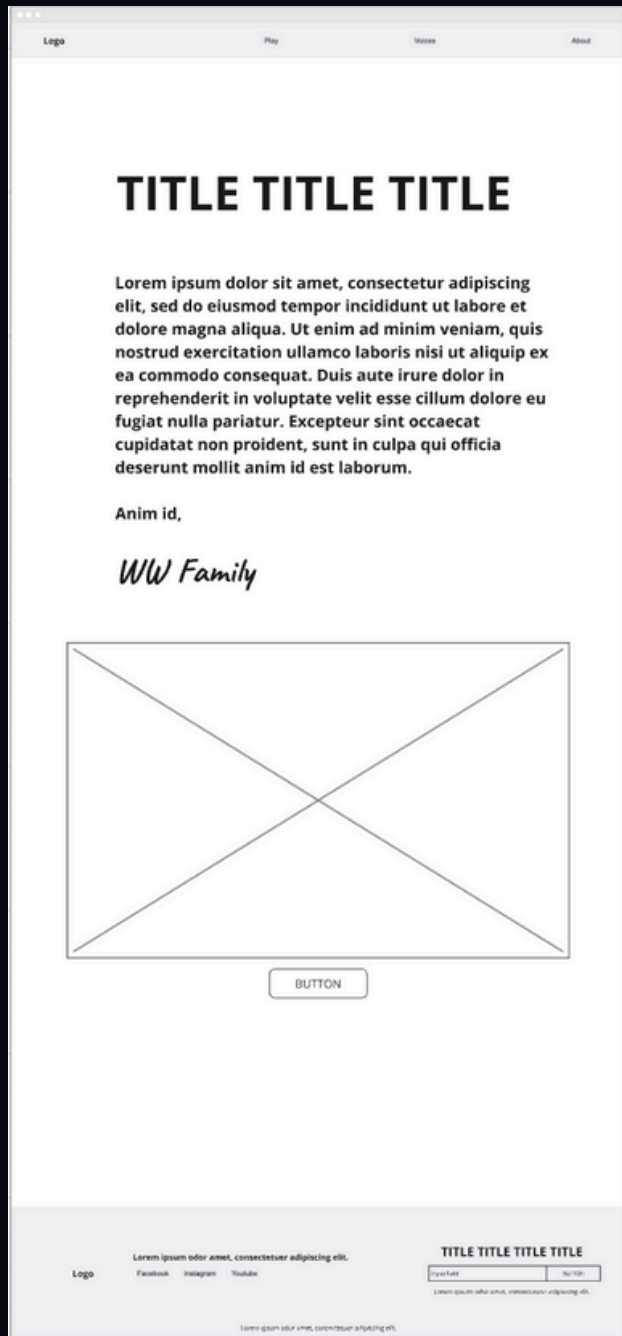
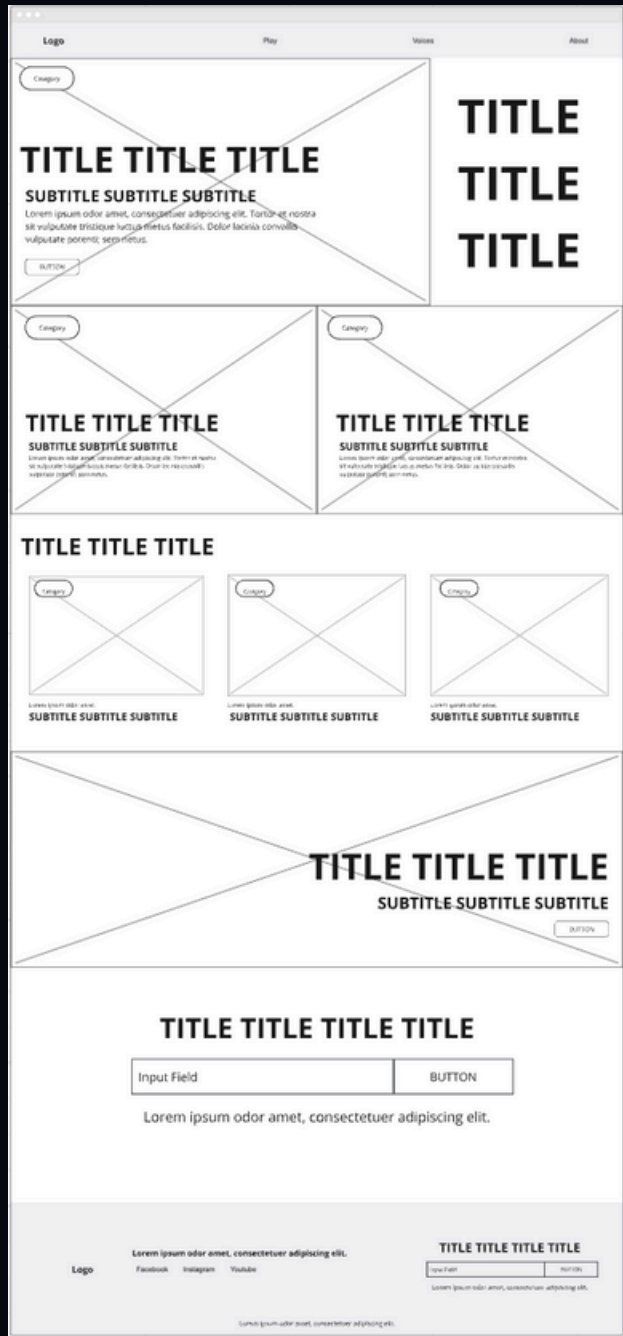
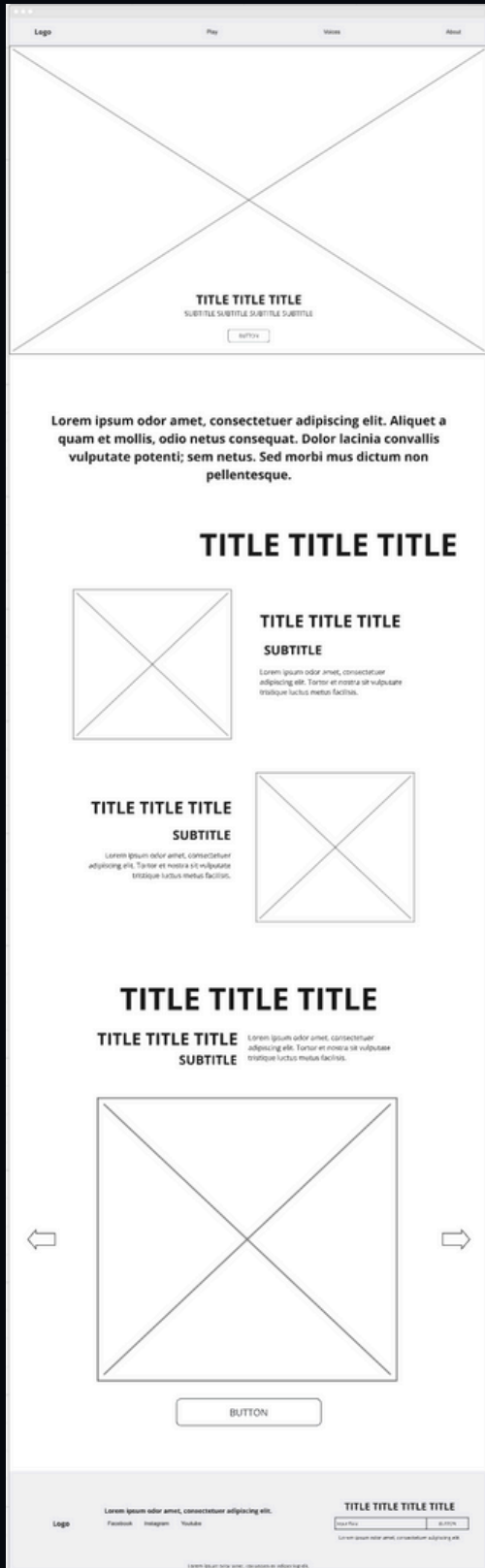
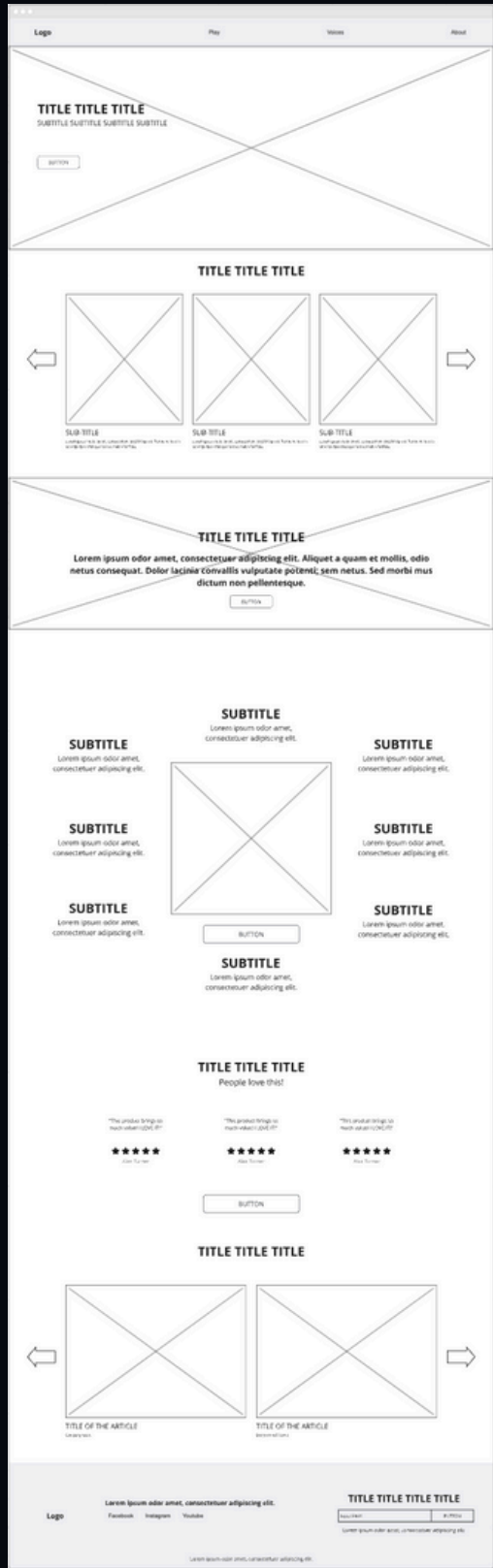
Site Structure





07

Wireframe





08

Mood Board

PRIMARY



SECONDARY



Window
FROM
Within

Window
FROM
Within

MOODBOARD

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#F6A920



#03737C



#000000



#ffffff



#0D2C48



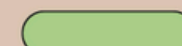
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09

Logo Design

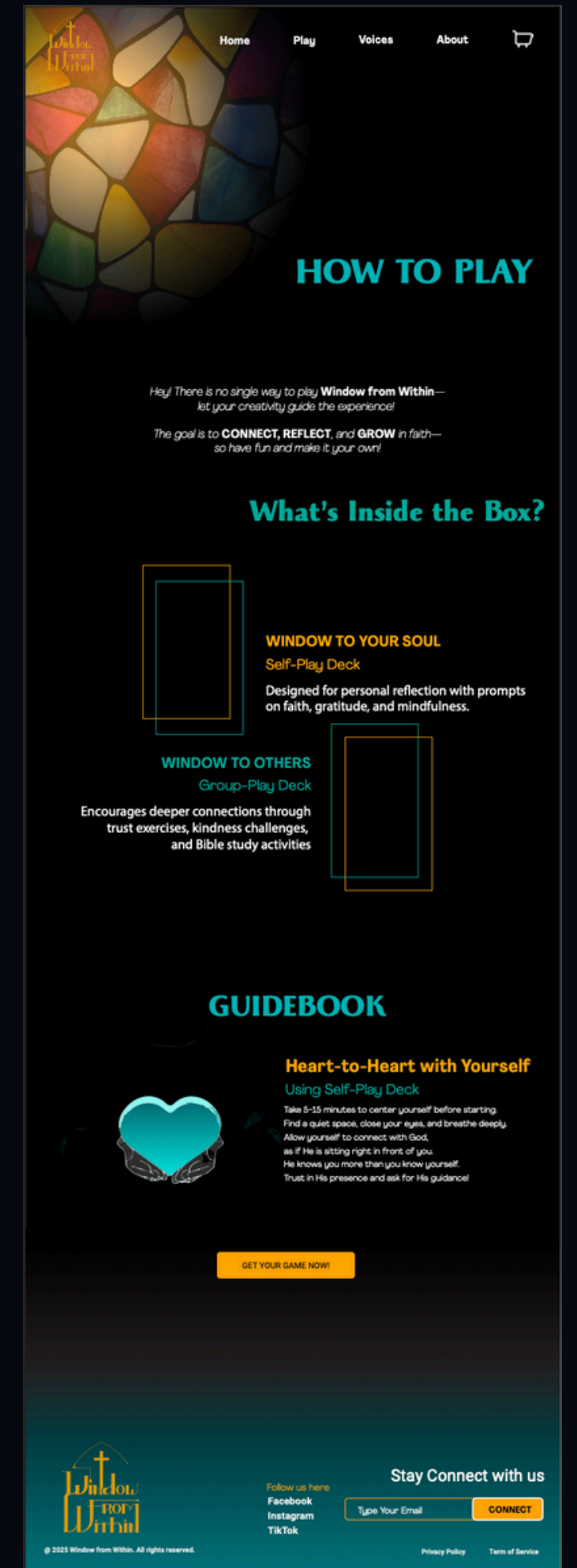
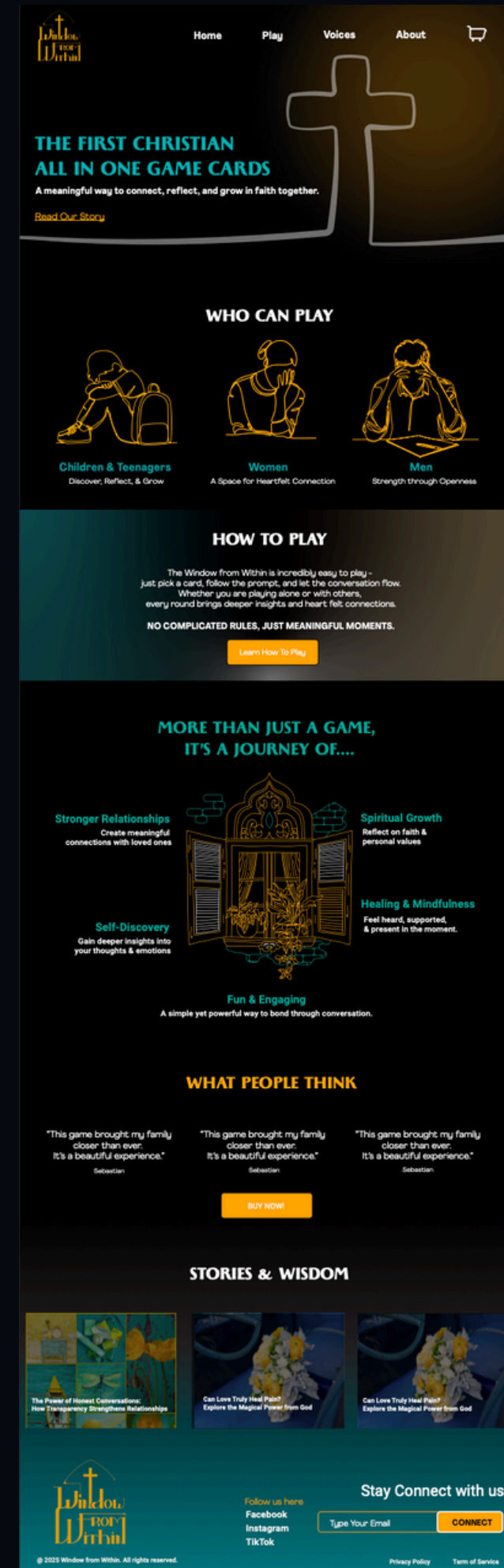
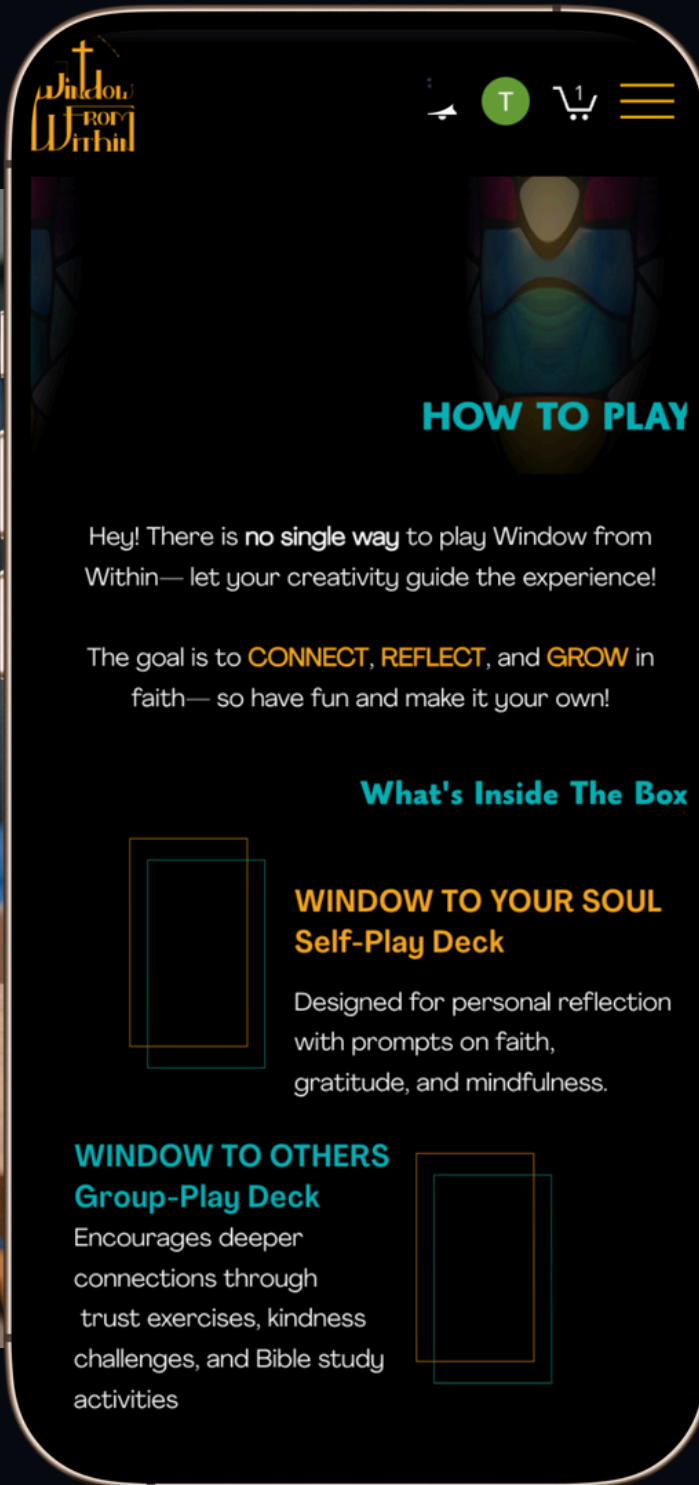




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Mock Ups

Homepage & How to Play

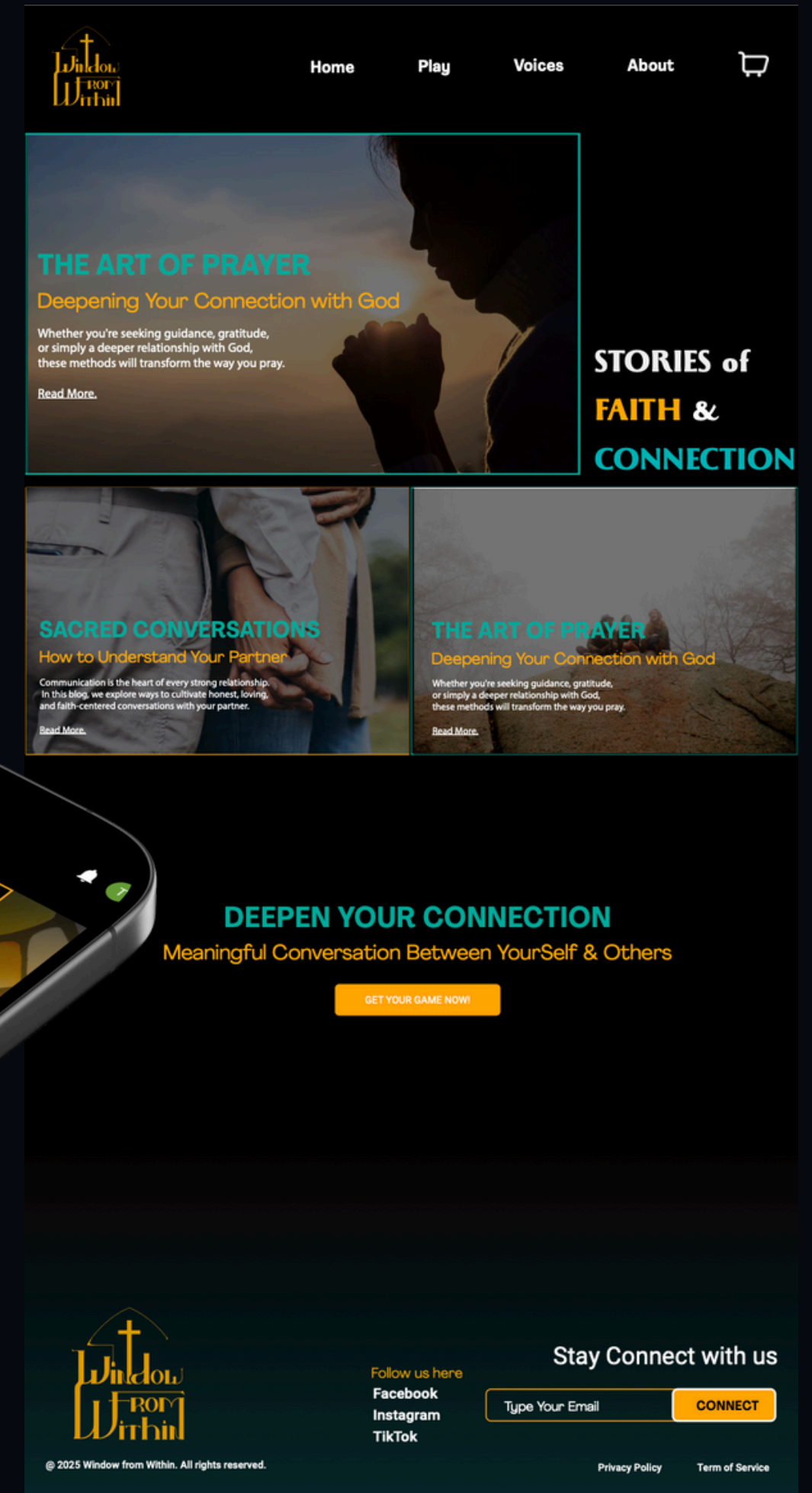
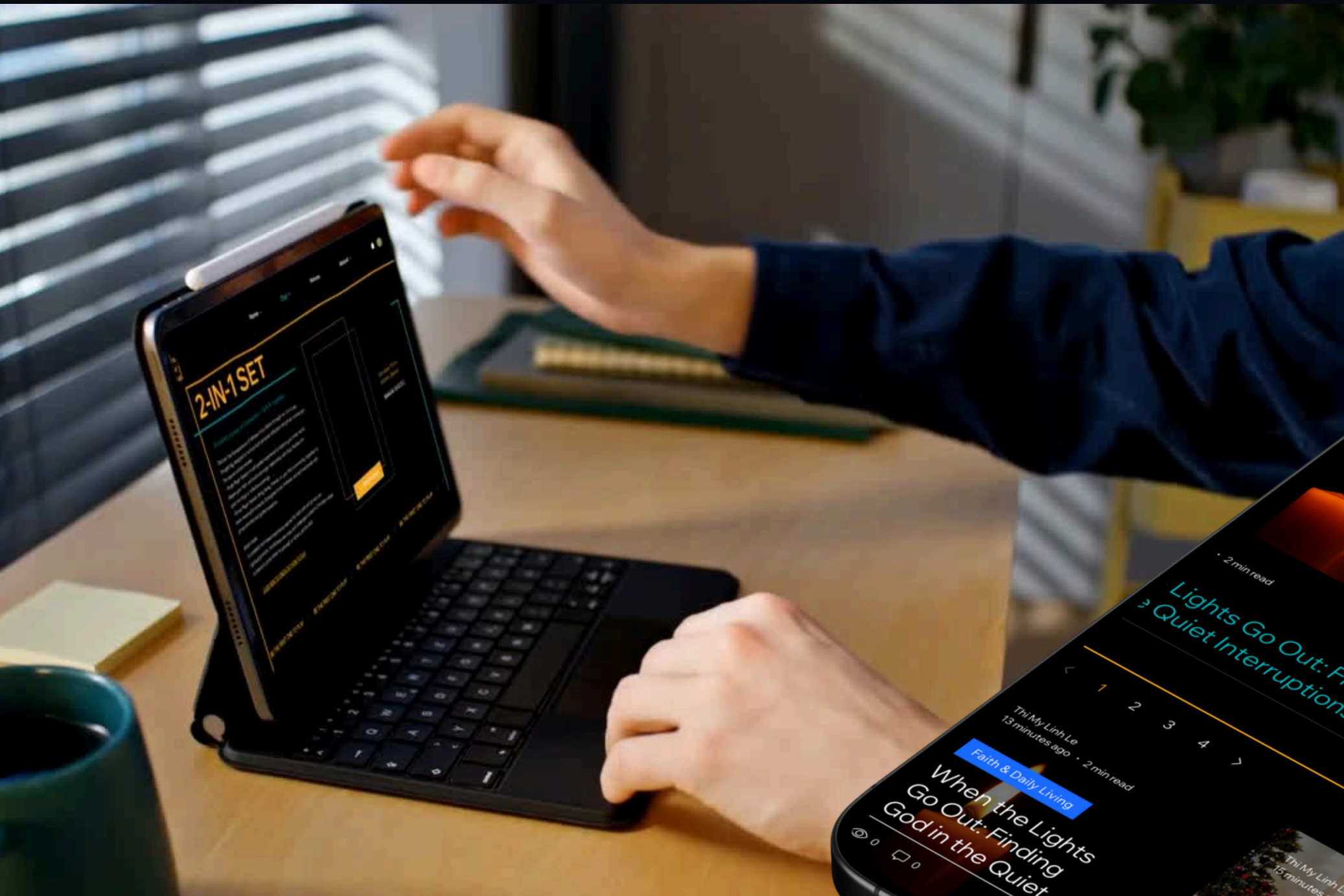




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Mock Ups

Play & Voices





10

Window
FROM
Within

HomePlayVoicesAbout

Dear Believers,

JESUS
Christian
Bible
Matthew 28:16
Peace
Atonement
Cross
Lamentation
John 1:14
GOD
Heavenly
Father
MARRIAGE
Prayer
Jacob
Savior
Prayer
Intercession
HOLY
Christ
Goodness
Grace
Faith
John 22:4
Spirit
Psalms
Worship
Testimony
Freedom
On Earth
Bliss
Joy
Praise
Glory
Power
Love
Light
Life
Peace
Unity
Harmony
Fruit
Gift
Covenant
Promise

At the heart of The Window from Within is a journey of connection - connection with God, with others, and with ourselves. Its more than just a game; it's a bridge to spiritual growth, love, and a deeper understanding of God's presence in our lives. When we first envisioned this game, we didn't just want to create something fun or entertaining. We wanted to create a space where people could find refuge, peace, and a deeper connection to God's love.

A place where families, friends, and individuals could gather, share their stories, and discover the strength that comes from knowing they are not alone.

As we reflect on the story behind The Window from Within, we are reminded of the moments in life when we felt lost, uncertain, or even isolated. But it was in those very moments that we began to truly feel God's love. Even in times when we didn't have all the answers or when the world felt too heavy, we knew God was there, surrounding us with love, guiding us with His light. That's the message we want The Window from Within to share. Whether you're a lifelong believer or someone just starting your journey, this game is a reminder that **you are loved beyond measure by a God who sees you, hears you, and is always with you.**

In a world where we often feel disconnected, lonely, or misunderstood, The Window from Within invites you to open your eyes, your ears, and your heart to the love that is already surrounding you. It's a tool to help you listen more closely to God's whispers, to reflect on His Word, and to foster meaningful connections with the people around you. Through gratitude, mindfulness, prayer, and trust, the game helps you create moments of deep reflection and connection, reminding you that God is never far away. The Window from Within is here to help you see that, to help you feel that, and to help you share that love with others.

This game was made with love for you, and it's our prayer that it brings you peace, joy, and a deeper connection to the one who loves you most.

With love and faith,
The Window from Within Family

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FROM
Within

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CONNECT

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CONNECT

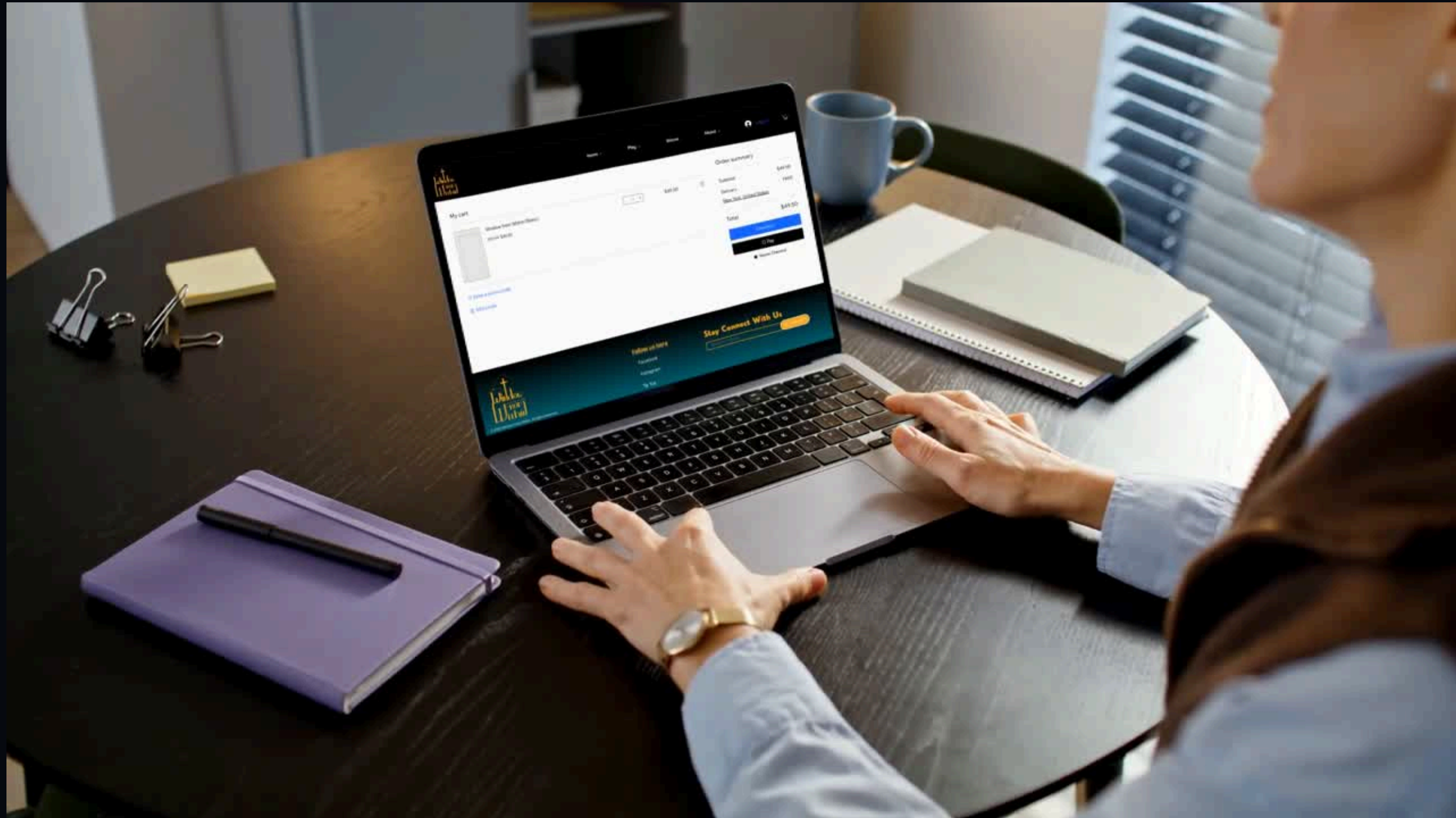
Term of Service



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Mock Ups

Check Out Page

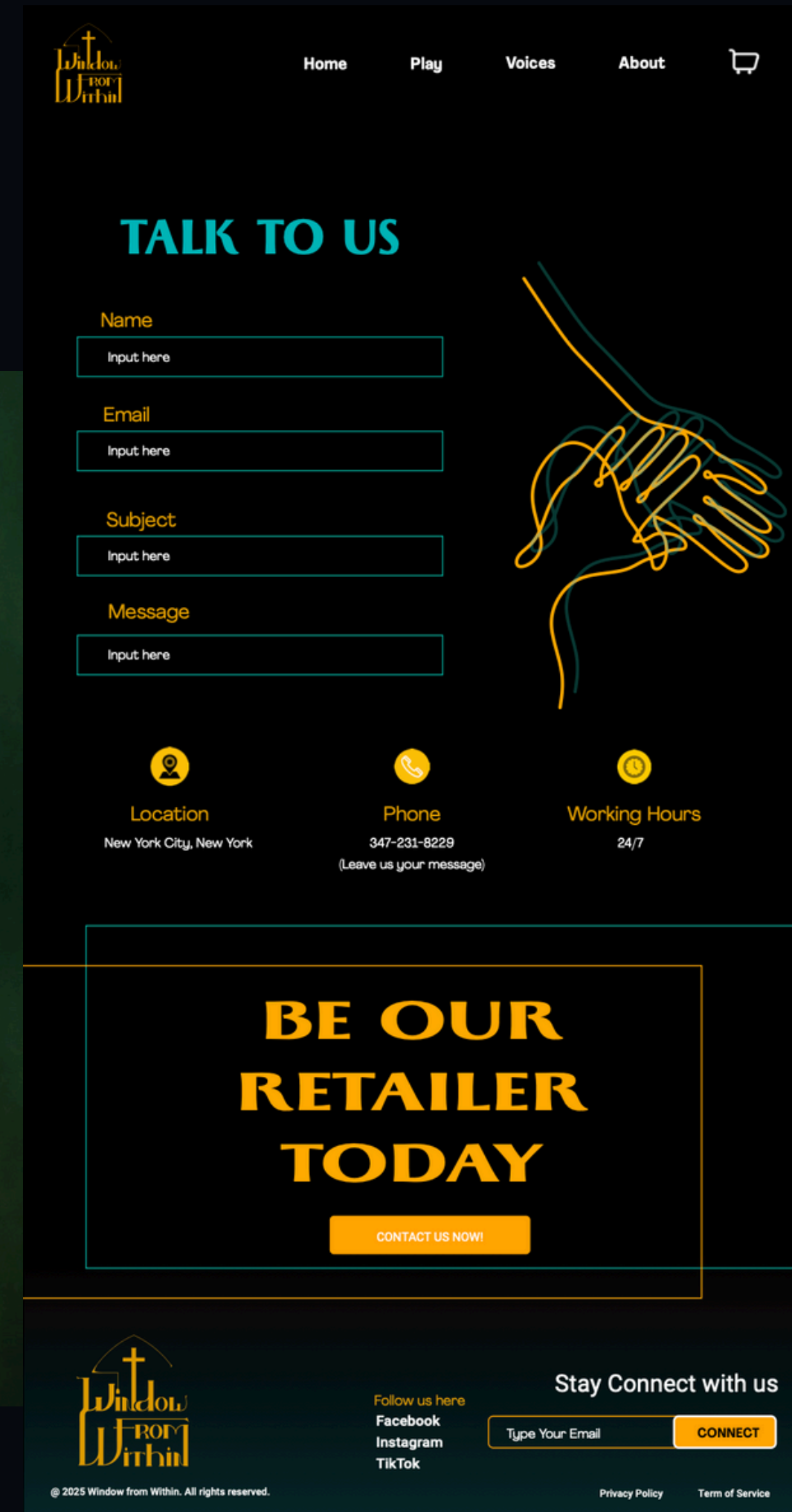
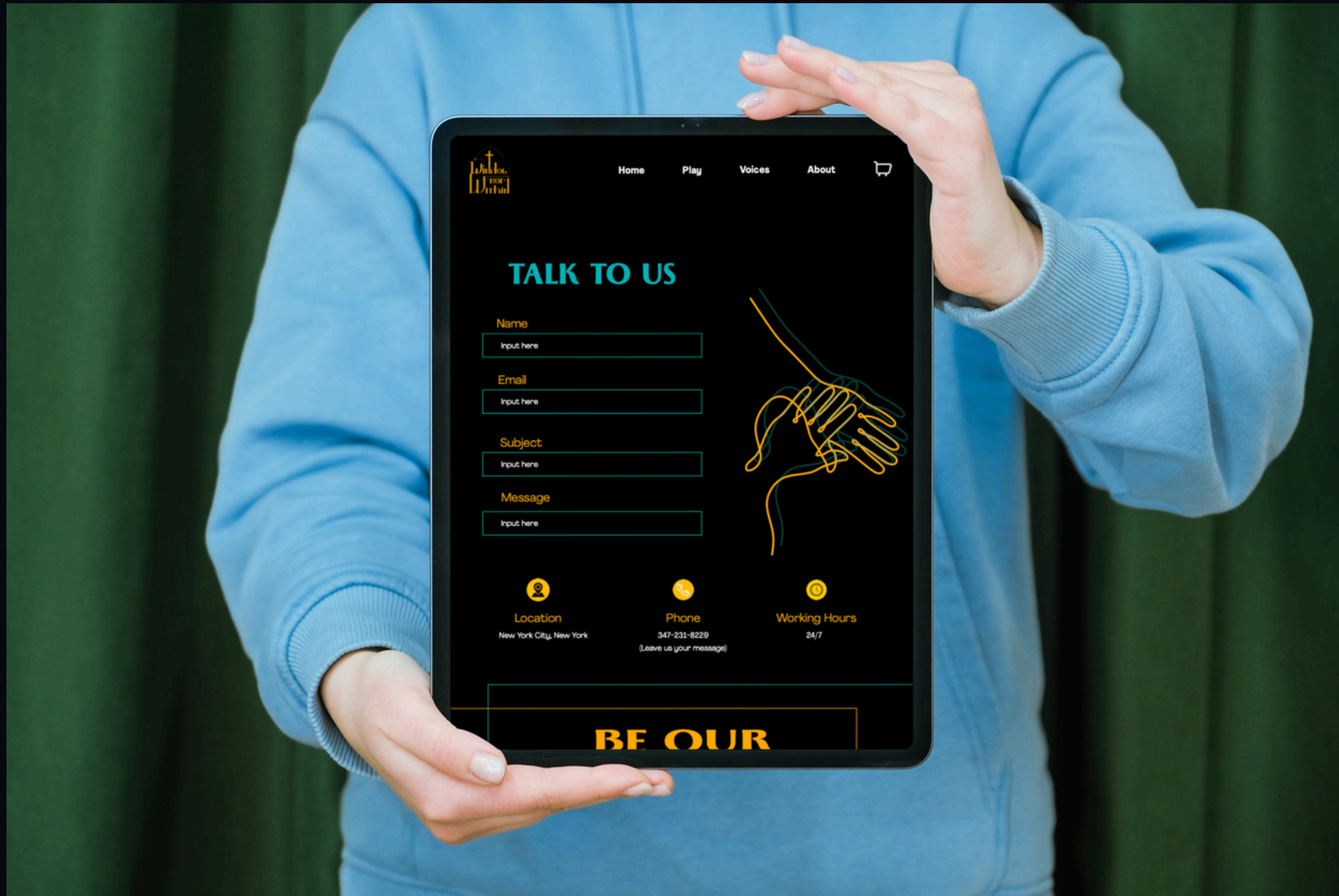




10

Mock Ups

Contact Us





11

Website

CLICK HERE TO
ACCESS THE WEBSITE

THANK YOU

FOR WATCHING