

CASE STUDY · 05

Events, Registration & User Onboarding

How thoughtful UX design reduces friction,
improves completion rates, and guides users
confidently through digital experiences.

Conference Ticket Generator

Multi-Step Form

Newsletter Sign-Up

PROJECT SNAPSHOT

At a Glance

INDUSTRY

Events, Registration & User Onboarding

ROLE

UI/UX Designer · Responsive Web Designer




TOOLS

HTML · CSS · JavaScript · Figma

PLATFORMS

Desktop · Tablet · Mobile

PROJECTS INCLUDED

-  Conference Ticket Generator
-  Multi-Step Form Experience
-  Newsletter Sign-Up Experience

WHAT I DELIVERED

- Responsive registration & onboarding UIs
- Real-time validation & error state design
- Success state & confirmation experiences

Why Registration Experiences Fail Users

Long Forms

Users abandon forms that feel overwhelming — too many fields create decision fatigue before they even start.

Poor Validation

Unclear error messages create frustration. Users don't know what went wrong or how to fix it.

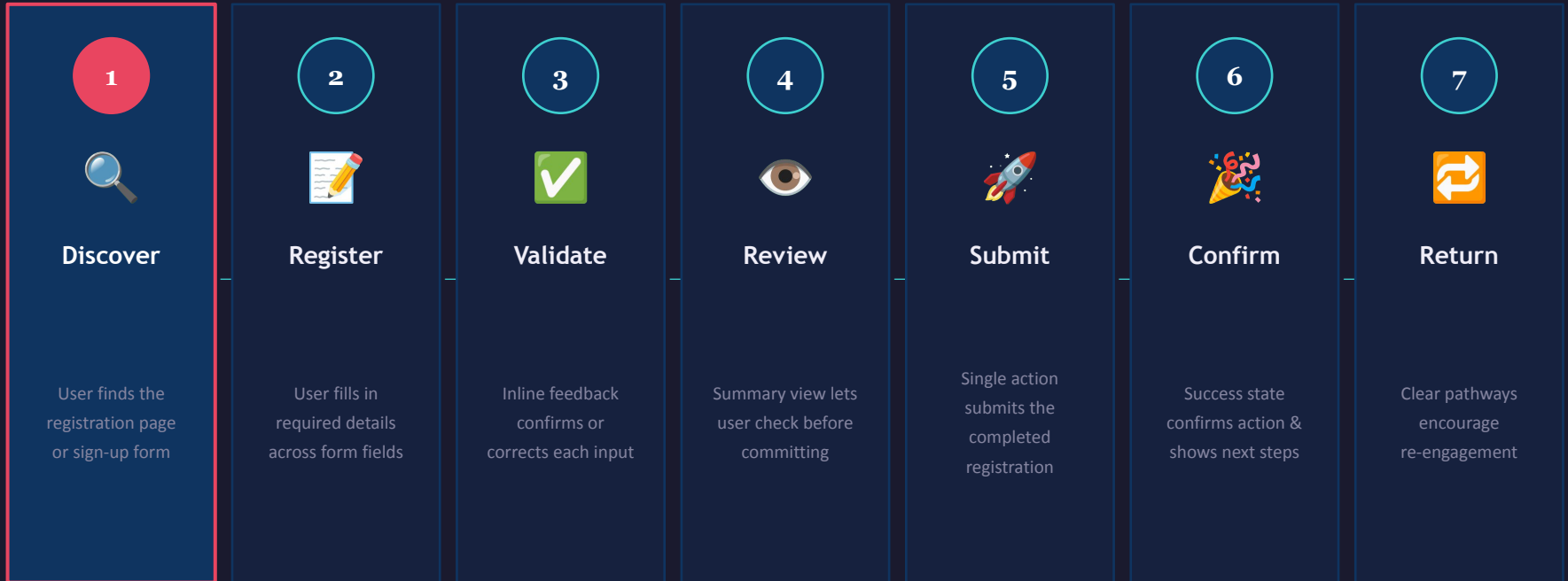
Info Overload

Presenting too much information at once increases cognitive load and drops completion rates.

No Feedback

Without clear confirmation states, users are left uncertain whether their action succeeded.

From Discovery to Return



How Each Project Was Built

01



Research

Analysed existing registration flows, identified friction points, documented user pain points across form UX.

02



Wireframe

Sketched low-fidelity layouts focusing on information hierarchy, step structure, and validation placement.

03



Visual Design

Applied colour, typography, and component design in Figma — with states for default, active, error, and success.

04



Responsive Build

Coded in HTML, CSS, and JavaScript.
Mobile-first approach with breakpoints for tablet and desktop.

05



Testing

Validated on multiple devices and browsers.
Tested all error and success states for correct behaviour.

06



Launch

Deployed to GitHub Pages. All three projects are live and accessible via public URLs.

Research → Wireframe → Visual Design → Responsive Build → Testing → Launch

UX Principles Applied Across All Three Projects

01

Progressive Disclosure

Complex information broken into manageable sections — users only see what they need, when they need it.

02

Immediate Feedback

Real-time responses help users understand system status and correct errors instantly, not after submission.

03

Error Prevention

Validation mechanisms catch mistakes before they happen, reducing frustration and re-entry effort.

04

Responsive Design

Every interface works flawlessly on mobile, tablet, and desktop — no compromises across devices.

05

Simplicity First

Remove every unnecessary element. If it doesn't help the user complete their goal, it doesn't belong.

06

Success States

Clear confirmation messaging builds confidence and reassures users their action was completed successfully.

PROJECT A

Conference Ticket Generator

BEFORE → AFTER

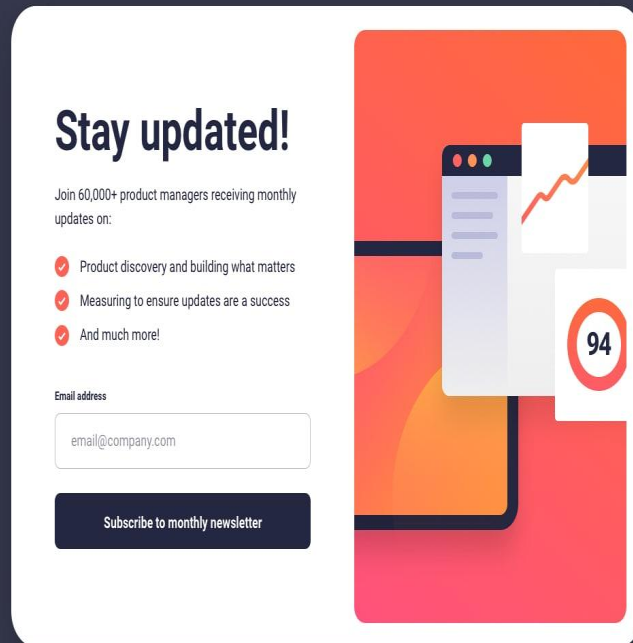
Before: Long event registration flows create friction and reduce completion rates.

After: **Single-page registration with instant personalised ticket generation.**

MY ROLE

- UI Design
- Responsive Design
- Information Architecture
- Front-End Development

arunankrn81.github.io/conference-ticket-generator/



Multi-Step Form Experience

BEFORE: Users feel overwhelmed by long single-page forms. → AFTER: Information divided into 4 manageable steps with progress tracking.

1

STEP 1

Your Info

Name, email, and phone collected in a clean focused view.

2

STEP 2

Select Plan

Monthly or yearly billing with three plan tiers side by side.

3

STEP 3

Add-Ons

Optional add-ons with toggles — users customise their plan.

4

STEP 4

Summary

Full review before confirming — users can edit any step.

MY ROLE:

✓ UI Design

✓ Responsive Design

✓ Information Architecture

✓ Front-End Development

Newsletter Sign-Up Experience

BEFORE: Generic email forms provide poor feedback, leaving users uncertain. → AFTER: Inline validation and clear success states guide users confidently.

Default State

Clean email input with subscribe CTA.
Benefit list shows value upfront to reduce hesitation.

Error State

Inline red validation message on invalid email. Input border highlights the problem field instantly.

Success State

Confirmation screen with user's email shown. Dismiss button resets the flow for another entry.

MY ROLE:

✓ UI Design

✓ Responsive Design

✓ Information Architecture

✓ Front-End Development

Every Interface Works Across All Devices



Mobile

Viewport: 375px

Touch-optimised layouts. Full-width CTAs.
Stacked form fields. Scrollable
single-column design.



Tablet

Viewport: 768px

Adaptive grid that collapses gracefully.
Sidebar progress indicators remain
visible.



Desktop

Viewport: 1440px

Two-column layouts with side-by-side
visual and form. Illustrations visible at full
scale.



What This Case Study Demonstrates

3

Live Projects
Deployed on GitHub Pages

- User Onboarding
- Responsive Design

6

UX Principles
Applied Consistently

- Form Design
- Error Handling

100%

Responsive
Mobile · Tablet · Desktop

- Validation UX
- Conversion Optimisation

RECRUITER TAKEAWAY

Events, Registration & User Onboarding Experience

This case study demonstrates the ability to design onboarding experiences that reduce friction, improve completion rates, and guide users confidently through registration, validation, and confirmation workflows — across all device sizes.

PORTFOLIO HIGHLIGHTS

✔ User Onboarding

✔ Validation UX

✔ Responsive Design

✔ Error Handling

✔ Form Design

✔ Multi-Step Workflows

✔ Conversion Optimisation

✔ User Journey Mapping