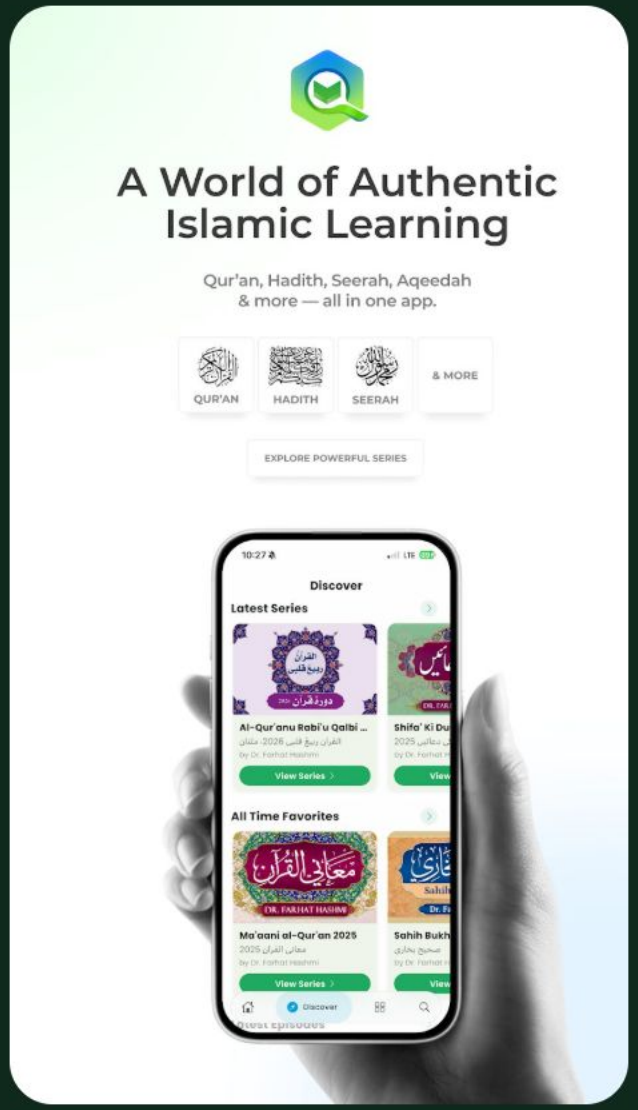
PRODUCT DESIGN CASE STUDY · 2026

Quran For All

Redesigning a daily listening habit for 200,000 people around *find* and *return*.

Abdullah Omer

Lead Product Designer · 8 months · Shipped to production



AT A GLANCE

From a cold audit to a shipped redesign

Problem

20,000 audio lectures behind 20 look-alike tiles, daily features hidden in a three-dot menu, and the most-used screen, the player, rated lowest at 2.1/5.

My role

Lead designer. I owned strategy, IA and the design system, and ran audit, survey, sessions, UI and handoff with three rotating juniors.

Approach

1,842 survey responses and 6 moderated sessions revealed three intents: Find, Return, Explore. They became a four-tab nav, a personal Home and a real player.

Outcome

Shipped on both stores. Save-for-later 0% → 92%, “is this saved?” 0% → 88%, player ease 2.1 → 4.5 out of 5.

01 · CONTEXT

A free learning app, opened every day

Quran For All is an **audio** app. Every lecture in Al-Huda Institute's library, from recitation and tafsir to hadith and courses, is an audio file, mostly recorded in live classes.

How I got involved

A friend said the app felt outdated. I audited it on my own, sent it cold to the founder, and the IT head, already considering a redesign, hired me to lead it.

200K
daily listeners

90+
countries

1M+
downloads, both stores

20K+
lectures, all audio files

02 · THE PROBLEM

20,000 audio lectures behind twenty tiles

Every daily feature sat in a three-dot menu. Once a lecture started, the player got in the way.

> THE CHALLENGE
>
> **Fix all of this without breaking the habits 200,000 people had already built.**



20 tiles, no hierarchy



Features in a kebab



7 controls, one strip

02 · SCREEN AUDIT

Six problems, before talking to anyone

01

20 identical tiles

No hierarchy, no recency, broad categories mixed with single courses.

02

Features in a kebab

Search, Bookmarks, Downloads and Continue all behind one tap.

03

No bottom navigation

Every move meant a trip back to the top-corner menu.

04

A setting posing as content

“Switch Language” sat on the home grid like a destination.

05

7 controls in one strip

Stop, share, download, bookmark, fullscreen, speed, unlabeled slider.

06

No state anywhere

No way to see what’s saved, downloaded or already played.

03 · RESEARCH

Scale from a survey, behaviour from sessions

1,842 survey responses

- Bilingual Google Form, English and Urdu (60/40)
- 3 weeks via WhatsApp groups, Al-Huda channels and an in-app banner
- 55+ questions on context, home, features and player

6 moderated sessions

- Remote, on users' own devices, think-aloud, 45 min cap
- Three task groups: daily loop, search and settings, sharing
- Targets agreed upfront: 80% completion, ≥70% first-click, ≤1 error, ≥4/5 ease

The app had no analytics, so the survey is self-report and the sessions are directional. Adding analytics was my first recommendation.

04 · FINDINGS

Three reasons people open the app

INTENT 01 · FOCUS

Find

They know what they want: a scholar, a title, a verse someone mentioned.

Job: the shortest path to one lecture.

INTENT 02 · FOCUS

Return

They're mid-way through a series, or paused a lecture on the commute.

Job: resume, not re-pick.

INTENT 03 · SMALLEST

Explore

No goal. They opened it out of habit, curiosity or a free few minutes.

Job: show something worth hearing.

“Everything is excellent, the content changes lives. The interface is what holds it back.”

— Survey response, long-time user

Users didn’t need new features. They needed the existing ones to work.

04 · FINDINGS

The daily habit was hidden behind three dots

Find

55%
never used Search

37%
skipped the top feature bar entirely

Return

72%
use Downloads

52%
use Continue Last Audio

38%
use Bookmarks

2.1/5
player ease, lowest in the audit

Survey, n = 1,842, self-reported. Downloads, Continue and Bookmarks all sat behind the three-dot menu.

04 · FINDINGS

In sessions, the basics failed

Task	Participant	Time	Outcome
Bookmark a Surah to listen later	P1 · daily user, 7 months	120s	Failed
Find your bookmarked Surahs	P2 · new user	1m 25s	Confused
Check if a Surah is already saved	P1 and P2 · 0 of 2	—	Failed
Seek to 30 minutes into a lecture	P1	40s · 4 errors	Failed
Download a lecture for offline use	P2 · first attempt	3 min	Completed, slowly

The app worked. It just never showed its state: saved, downloaded, played, or where you are in a lecture.

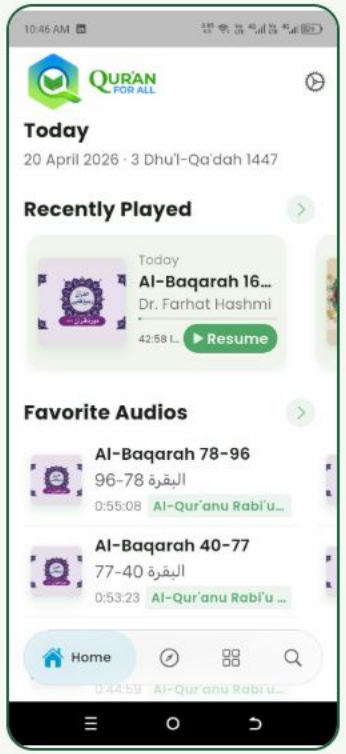
05 · REDESIGN · FOUNDATION

A four-tab bar replaced the kebab menu

BEFORE



AFTER



Home	Your own activity
Browse	Discovery, by interest
Library	Structured content, by subject
Search	Direct retrieval

The bar wasn't the decision. The jobs were.

FIND · THE HARDEST CALL

The Library I wanted to rebuild, and didn't

I pushed to rebuild it around how people search. My manager asked what users actually said. So I checked.

95%
find a lecture quickly or soon

78%
go straight to Al Quran

Decision: keep the shape, cut 20 tiles to 12. The 8 almost nobody opened went.

Right about the problem, wrong about the timing.

BEFORE · 20



AFTER · 12



FIND

Search moved out of a menu into a tab

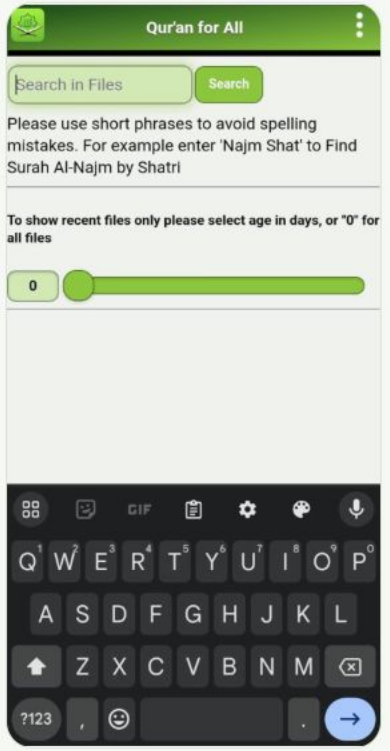
55%

never used Search when it lived in the kebab

> *“Please make the search option easier, searching a topic is very difficult.”*
>
> Survey response, translated from Urdu

Now one tap from every screen, with suggested speakers and topics before you type.

BEFORE

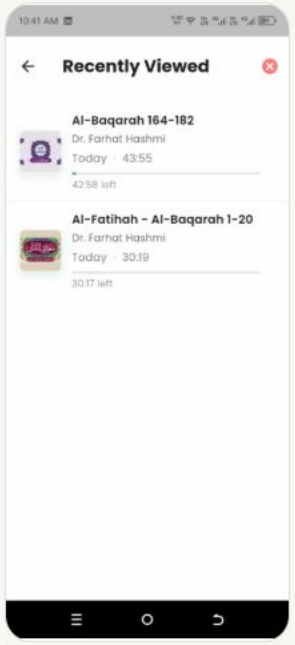


AFTER



RETURN

Home became a personal dashboard



Recently Played

Top of Home. Progress and time left; resume in one tap.



Favorite Audios

Renamed. Single tracks; Bookmarks removed.



Favorite Series · new

Whole courses saved as one unit.



Downloaded

Queue, storage used, green check per track.

RETURN

Playback: two surfaces, one system

Most used, lowest rated. P1 scrubbed to the wrong spot 4 times. P2 couldn't find the speed control.

Mini player

Pinned above the tabs. Three controls, always there.

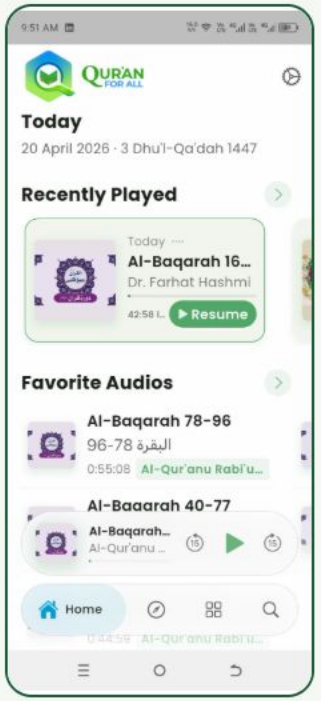
Full-screen player

Real scrub bar with timestamps, exposed speed.

BEFORE



AFTER · MINI



BEFORE



AFTER · FULL



EXPLORE

Browse and onboarding for newcomers

Browse

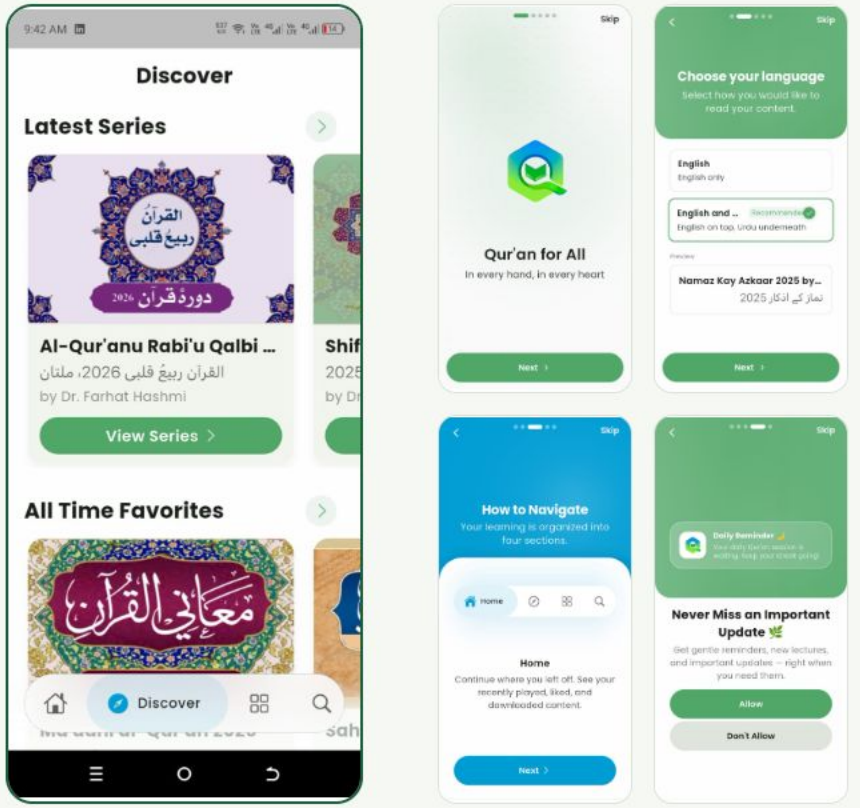
Topic-led, not folder-led. Latest Series and All Time Favorites as safe first listens.

Onboarding

Eight skippable screens: language, a four-tab explainer, a notification ask.

HONEST CAVEAT

Built from teachers' and senior staff input, not user data. Unproven, and flagged for the next research cycle.



06 · IMPACT

Re-tested after launch: every target met

Task	Baseline (old app)	Target	Post-launch
Save an audio to listen later	0% · 120s, abandoned	≥80% complete	92% · 11s
Find something you saved	1m 25s · confused	≥80% complete	96% · 9s
Tell whether an audio is saved	0% first-click	≥70% first-click	88% first-click
Seek to 30 minutes into a lecture	4.0 errors · failed	≤1 error	0.3 errors
Download for offline use	3m 00s	≤1 error	0.2 errors · 34s
Player ease (1–5)	2.1 / 5	≥4 / 5	4.5 / 5

Same moderated protocol, 8 weeks after release. Targets set with the institute before the first round of testing.

WHAT CHANGED FOR USERS

0% → 92%

save-for-later completion

2.1 → 4.5

player ease, out of 5

120s → 11s

time to save an audio

0% → 88%

can tell if an audio is saved, first click

07 · TRADE-OFFS

Constraints that shaped the design

No re-learning budget

The new structure is additive; the old Library shape survives inside it.

No usage data

No analytics or funnels until the survey existed.

Content operations

A small IT team relabelled thousands of folders, so one repeatable rule per row.

A rotating junior team

The design system stayed small enough to run without me in the room.

Current users first

A stakeholder call; newcomer flows came from staff input.

Accessibility deferred

Font scale, contrast and screen-reader labels missed v1. The first gap I'd close.

08 · REFLECTION

What I took from this

01

Hold back when the evidence says so

I wanted to rebuild the Library. Users had memorised it, so I trimmed it instead.

02

Make state visible

The app worked; it never showed it. A filled heart, a scrub bar, a timestamp.

03

Measure after launch

Add analytics, then evolve the Library gradually so familiar subjects stay put.

Thank you.

Questions are welcome, on the research, the trade-offs or the team.

NAME

Abdullah Omer

EMAIL

abdullah542903@gmail.com