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product & digital work portfolio

Product-minded builder focused on *Systems*,
Design Impact, and *AI-assisted development*



CASE STUDY • LONDON ACADEMY OF MATHS

Constraint-Based Scheduling System

A custom booking system designed for a tutoring business transitioning away from marketplace platforms.

18% reduced cost

Replacing platform associated operating fees

100%

Conflict-free bookings

Timeline

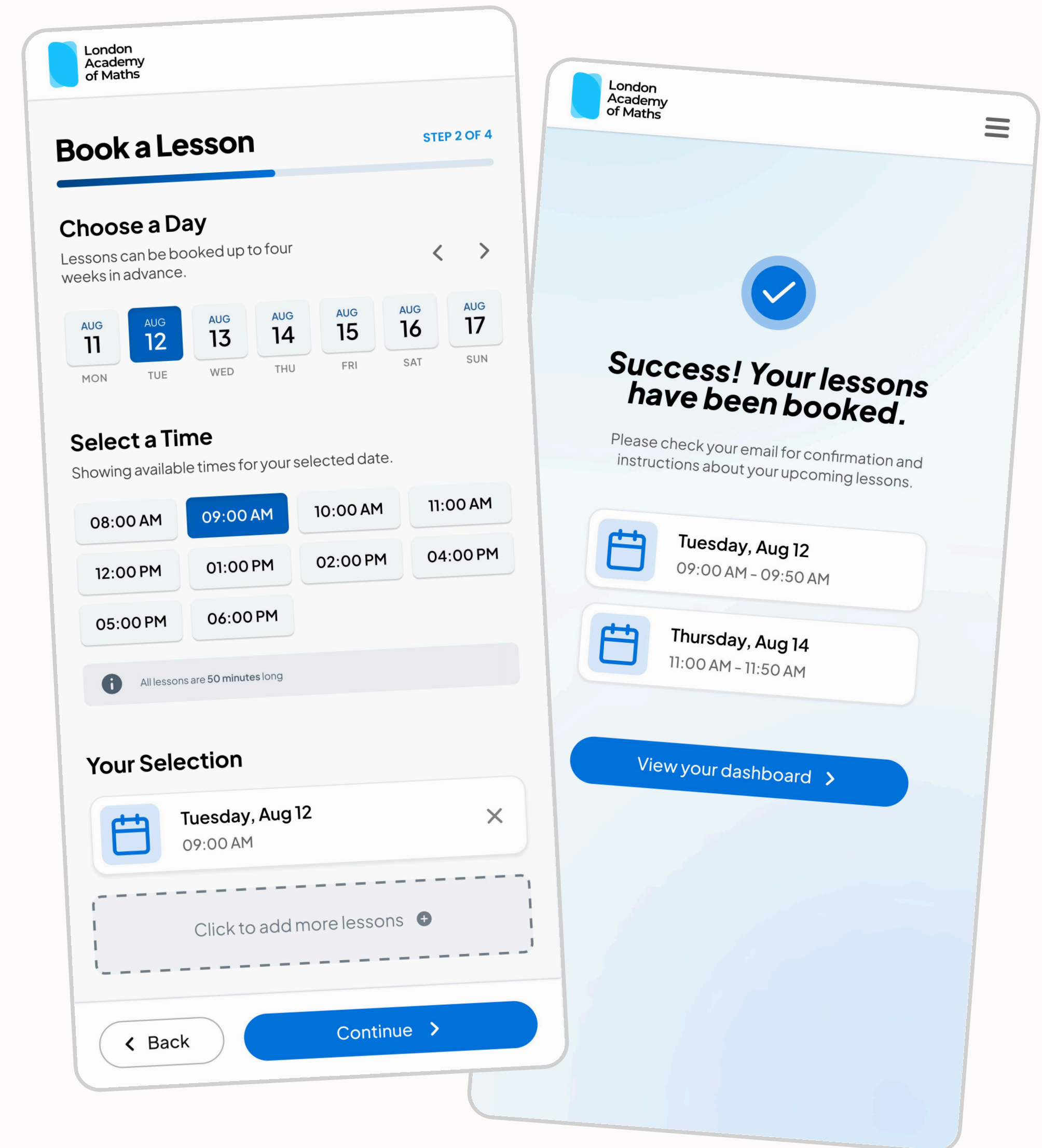
3 months

Role

System Architecture, Research,
Design, Development, Testing

Tools

Figma, Cursor IDE, Wordpress



The Product Problem

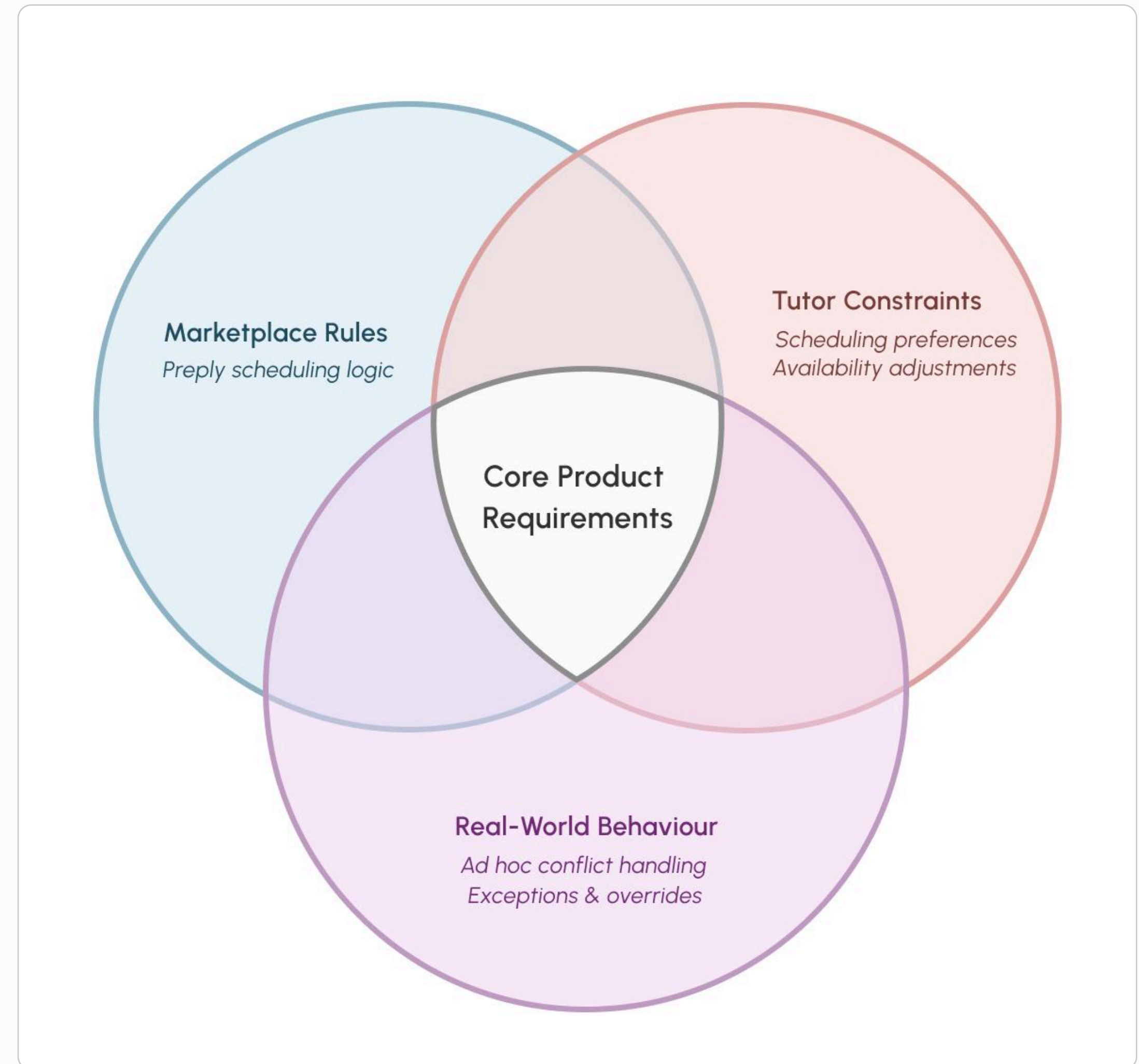
- Manual scheduling and messaging
- Unclear recurring booking behaviour
- Frequent conflicts and edge cases

These behaviours had to be translated into a system that could operate reliably without constant manual intervention.

After discussing with the tutor and getting feedback from his students, we worked together to define the initial project scope.

Project Scope

- One-off lesson booking
- Weekly recurring subscriptions
- Multi-slot subscriptions
- Student self-service
- Tutor control over availability
- Conflict-free scheduling logic
- Integrated payments (one-off and recurring)



My Approach

I focused on defining the system logic before building:

- Availability generation
- Recurring behaviour
- Conflict prevention
- Booking flows
- Self service limitations

Users are guided through valid actions rather than needing to understand the system.

Key Decisions

Split booking paths early

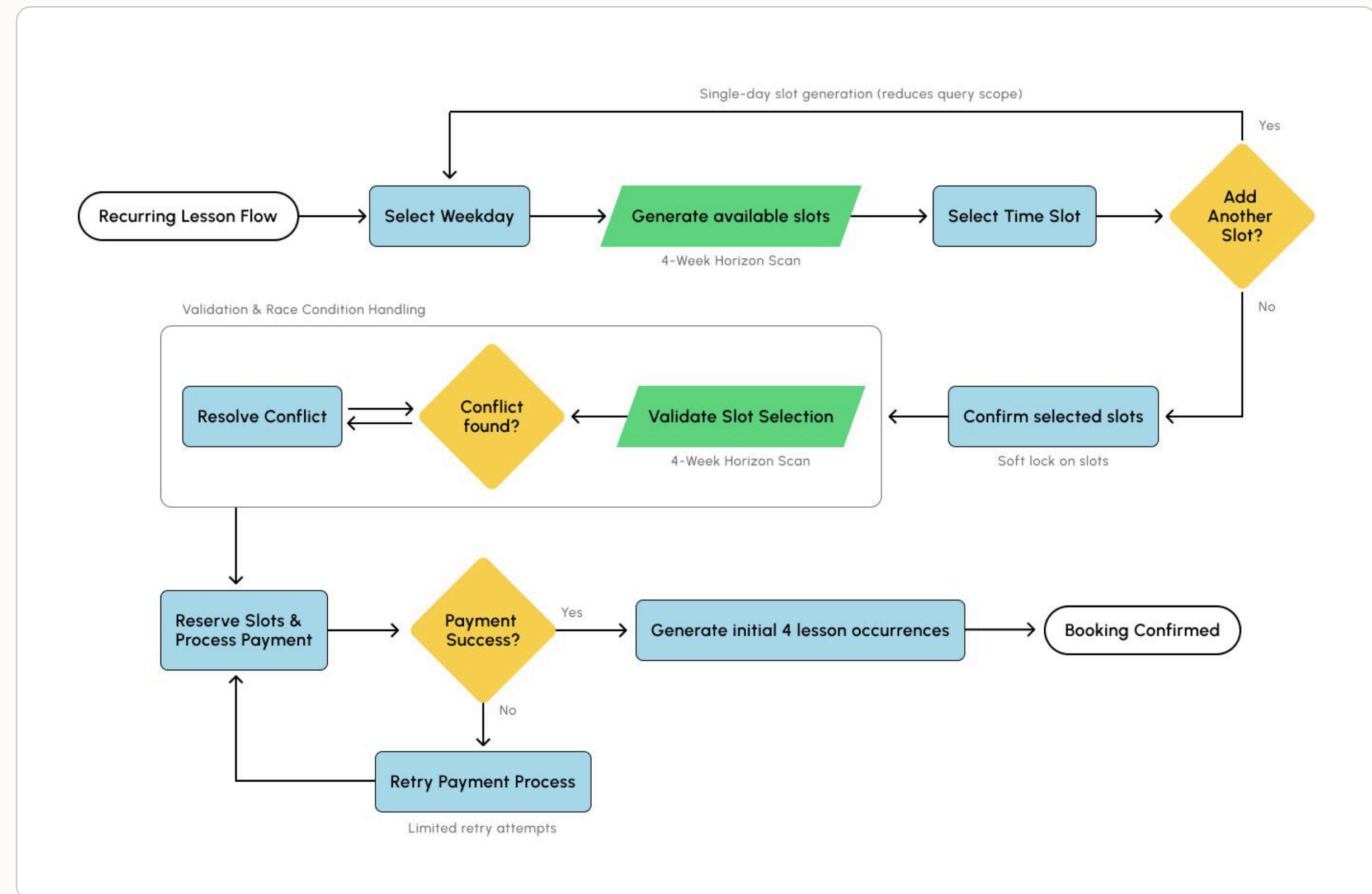
Removed ambiguity and improved clarity

Treat subscriptions as a single unit

Simplified billing and behaviour

Subscriptions maintain a 4 week horizon

Reduced conflicts and protected reserved slots



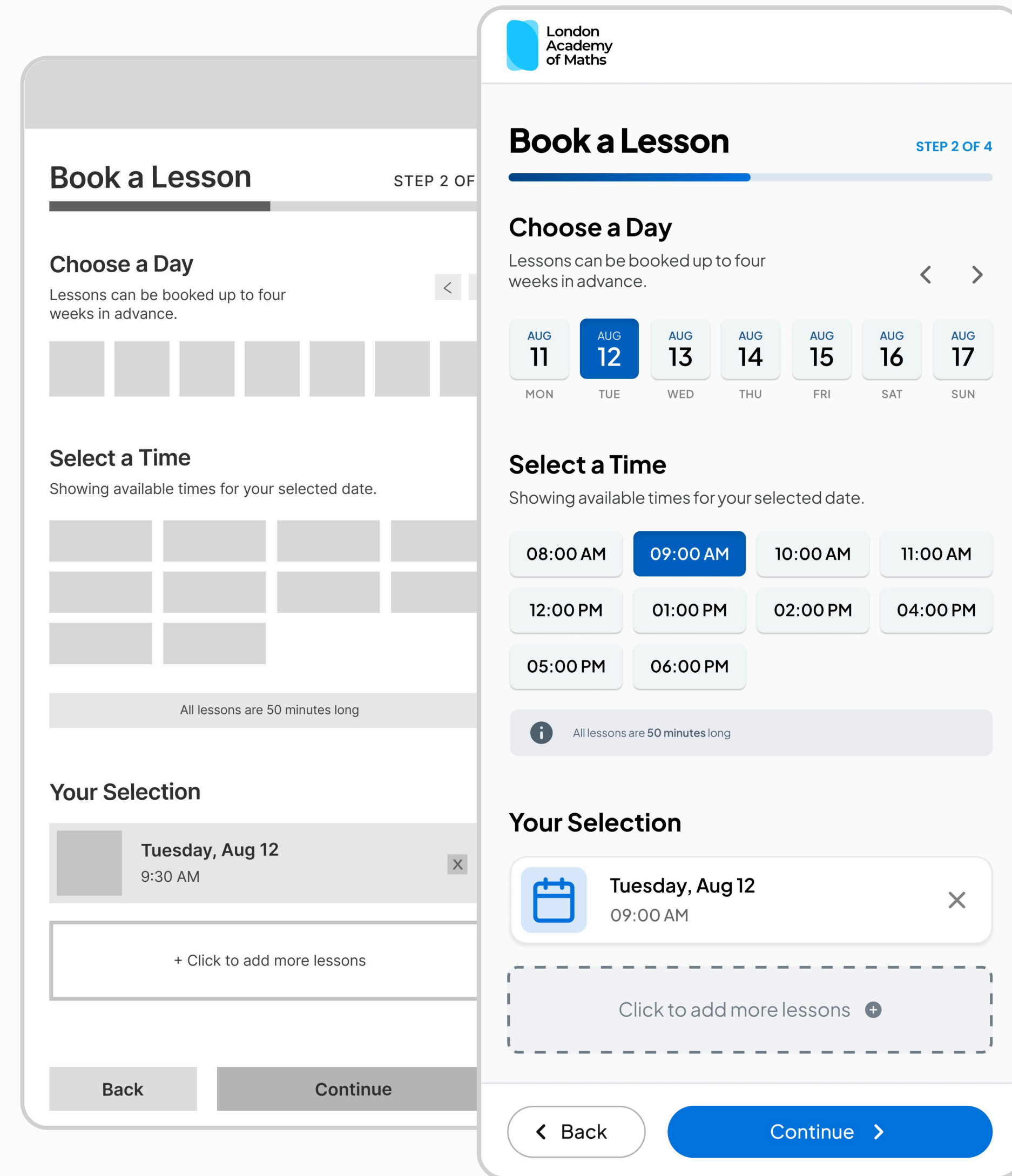
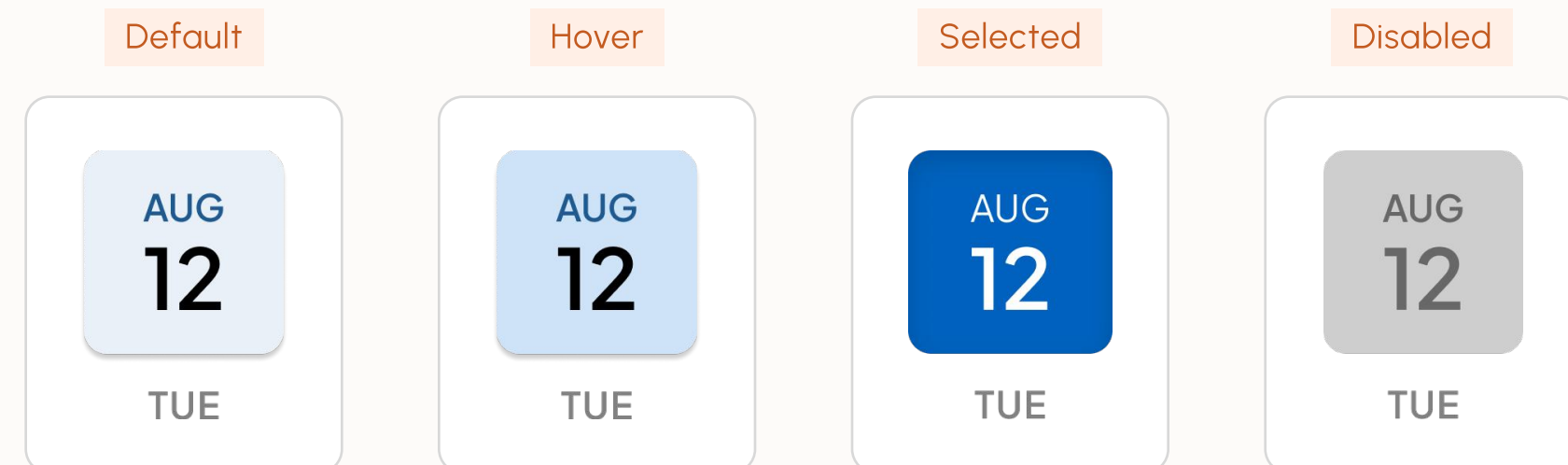
Recurring Lesson Booking Flow Diagram

Interface Development

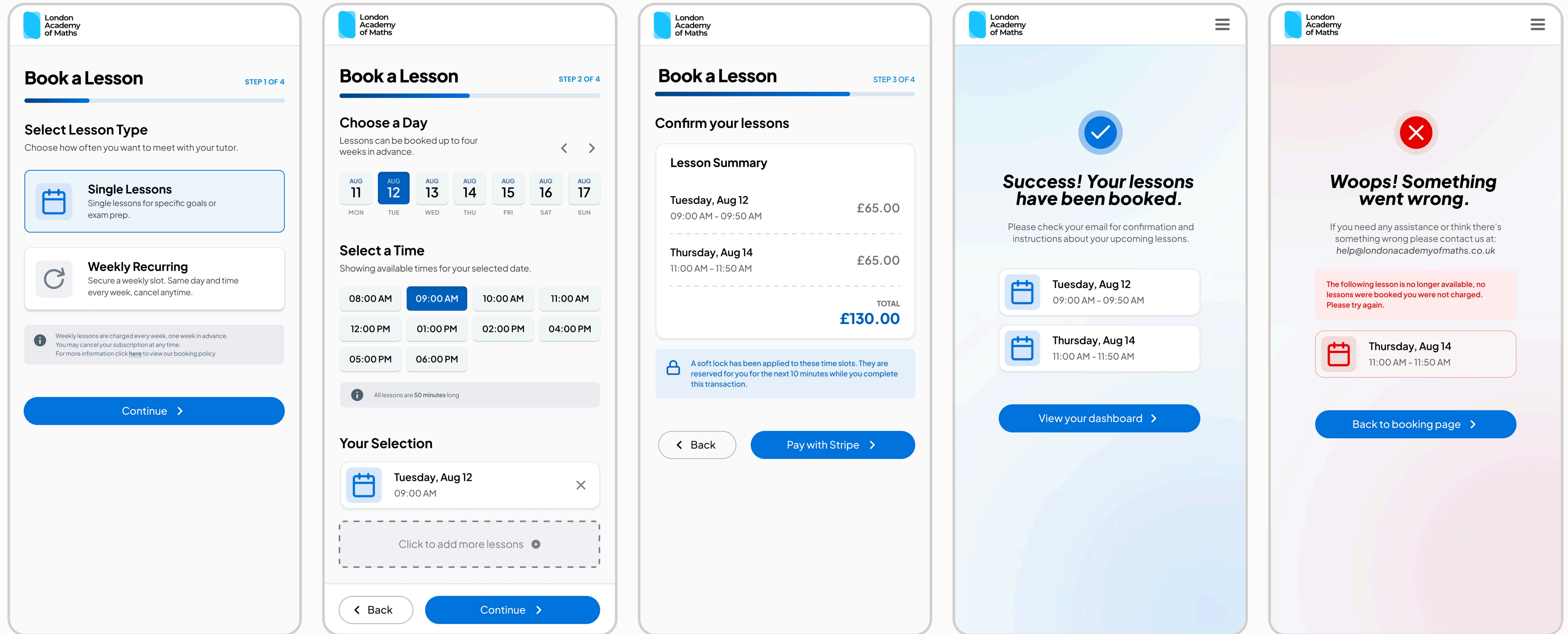
From fragmented interactions to a structured, constraint-driven booking experience

Slot Selection & UX

Clear visual states improved speed and confidence in booking decisions.



Lesson booking flow



What I Learnt And What I'd Improve Next Time.

WHAT I'D IMPROVE

"Good system design is not just about functionality, but about reducing user decision-making by handling complexity within the system itself."

KEY LEARNING

01 **Introduce a user research budget**
Earlier testing and research could have revealed friction sooner.

02 **Map Edge Cases Earlier, They Define the System**
Many problems only appeared when testing realistic scheduling scenarios

03 **Plan for Scalability**
Early scalability planning would improve future flexibility beyond scope.

04 **Document Decisions More Clearly**
Recording logic decisions earlier would have simplified future iteration.

CASE STUDY • THE SYRIAN SUN FLOWER

Performance Landing Page & Lead Funnel

Designing a PPC-supported conversion journey for a London catering business, from first click to qualified enquiry

£80k+

Revenue generated within the first 6 months.

~5x ROAS

Return on ad-spend and still running.

MY ROLE

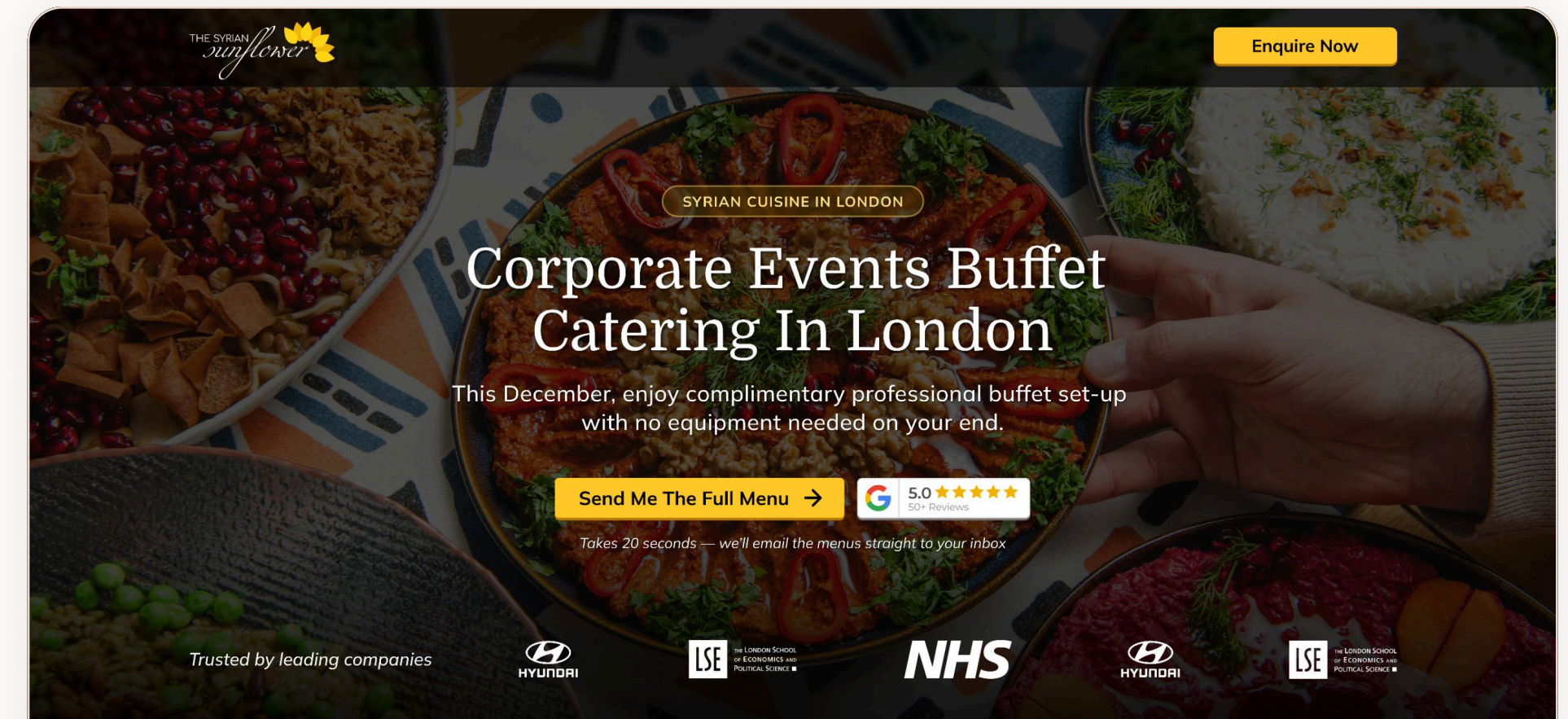
Landing page design

Content hierarchy

CTA strategy

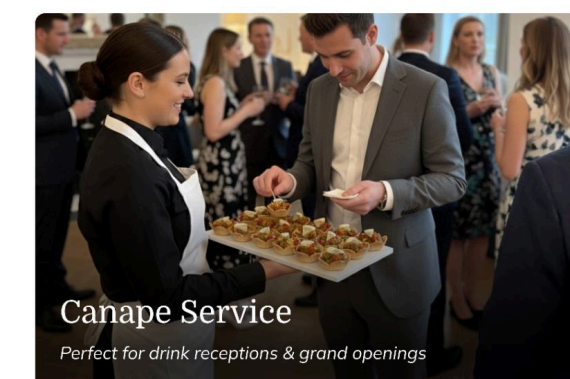
Lead capture flow

UX/CRO iteration



Our Buffets
Which Buffet Best Fits your Event?

Take the guesswork out of planning. Find the perfect menu format for your guest count and occasion.



[Get Full Menus →](#)

Our Promise
We'll Be Your Secret For A Perfect Buffet

We'll handle the equipment, the styling, and the dietary needs so you can take all the credit.



A real business problem with practical constraints.

Strong offline reputation, almost no digital acquisition. Paid search could bring high-intent users but the landing page had to convert them, with limited assets and no historical benchmark.

01

Limited photography

Few professional food shots at the start the first step was hiring a professional photoshoot.

02

Small testing budget

The campaign launched soft. Every assumption had to be sharp before scaling spend.

03

No digital benchmark

No prior CVR or CPL so design had to be reasoned from user intent, not historical data.

04

Mixed search intent

High volume keywords covered all catering types such from office lunches to weddings.

05

Lead quality matters

Sales needed qualified enquiries with large enough events not just volume.

06

Fit existing workflow

The funnel had to plug into existing sales and operations rhythms and not replace them

Show food quality → build trust → clarify fit → prompt enquiry.

The landing page wasn't structured as a marketing page. It was a decision-support tool, answering each user question in the order users asked them.

STEP 01

Show food quality

- Hero food imagery
- Service & buffet examples
- Menu previews

HERO · SERVICE CLARITY

STEP 02

Build trust

- Google rating + reviews
- Recognisable client logos
- Real client testimonials

SOCIAL PROOF · LOGOS

STEP 03

Clarify fit

- Service formats & USPs
- Dietary flexibility
- Event-type relevance

USPS · ABOUT · HOW

STEP 04

Prompt action

- Low-friction menu request
- Soft qualification form
- Clear next step

CTA · LEAD FORM

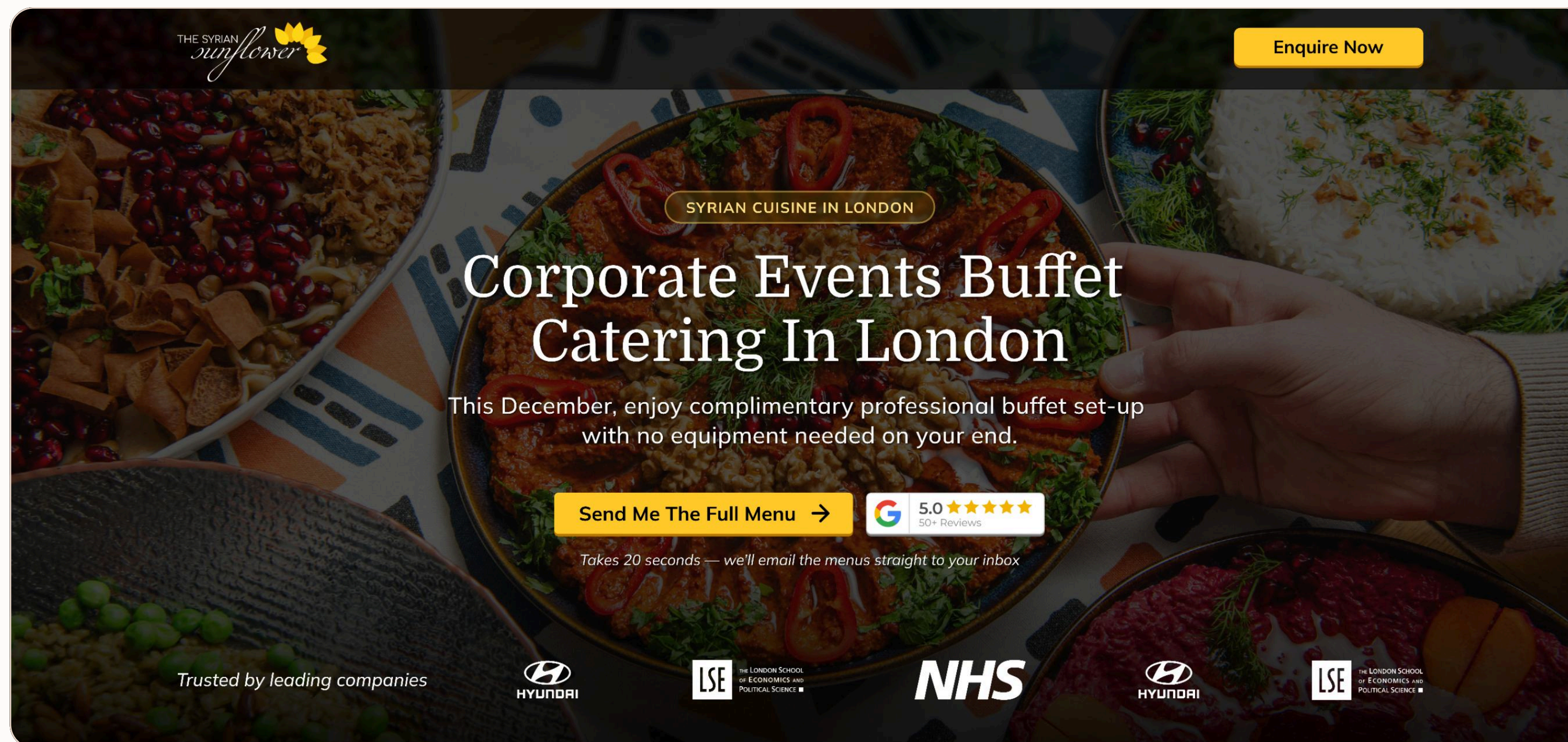
Four questions every event planner asks before enquiring.

Through early conversations with workplace event planners, four consistent concerns surfaced. Each became an explicit design response on the page.

USER QUESTION	WHY IT MATTERS	DESIGN RESPONSE
Is the food good enough for my event?	Quality is judged in seconds — wrong impression ends the visit.	Strong food photography, menu previews, buffet examples
Can I trust this company to deliver?	Events are high-stakes — credibility has to land above the fold.	Google rating, recognisable client logos, real reviews
Can they handle my requirements?	Format, headcount, dietary needs — uncertainty here kills enquiries.	Service formats, dietary flexibility, event-type clarity
What should I do next?	A confused user does nothing — friction at the close costs leads.	Low-friction menu request matched to decision stage

The hero earns the next scroll.

Five elements above the fold answer the first three user questions before the body of the page begins.



- 1 Niche-specific headline**
"Corporate Events Buffet Catering In London" keyword-aligned, audience-clear
- 2 Tangible offer**
Complimentary professional buffet set-up, a concrete reason to keep reading.
- 3 Low-friction primary CTA**
"Send Me The Full Menu", with expectation set ("Takes 20 seconds").
- 4 Trust at first glance**
Google rating sits beside the CTA, building confidence before commitment
- 5 Recognisable client logos**
A marquee animation where credibility is carried by well known names.

Most catering pages buried what users actually wanted.

Local competitors used generic forms, and lacked above-the-fold trust signals. But most of advertising share was from large delivery platforms that solved a different problem entirely, convenience, not premium event catering.

USER QUESTION	LOCAL COMPETITORS	LARGE DELIVERY PLATFORMS	SYRIAN SUNFLOWER OPPORTUNITY
Visual quality	● Inconsistent	● Professional UI & UX	● Premium food-led visuals
Trust above the fold	● Weak signals	● Brand reputation	● Logos + Google reviews
Menu clarity	● Buried in site	● Fixed food selection	● Previews + dietary options
CTA clarity	● Generic	● Order Now	● Send Me The Full Menu
Event relevance	● General catering	● Convenience-led	● Audience variants
Lead friction	● Long quote forms	● One-click order	● Soft instant menu request

Quote-led commitment vs. menu-led exploration.

Two CTA directions were explored. The lower-friction menu request matched how users actually evaluate catering options review the food first, talk price second.

Get A Quote Now

VI

Provide your event details and get quote form us

Event Headcount Event Date

Name

Email

Phone Number

Additional Notes (optional)

Get My Quote

PROS

- Strong intent signal
- Useful for high-commitment users
- Direct path to a quote

CONS

- Too much commitment
- High friction — 6 form fields
- Filters out exploratory enquiries

Get Our Menus

V2 - CHOSEN

Get Instant Access to Our Full Menu

Tell us where to send them and the full menus will land in your inbox instantly

Your Name *

Email *

Phone Number *

Send me the menus

We only contact you with your menus and event info.

PROS

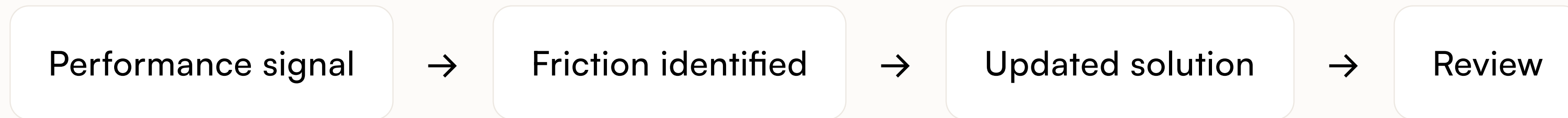
- Lower friction — 4 contextual fields
- Matches how planners actually evaluate
- Useful and clear next step

CONS

- Requires follow-up email to convert
- No lead qualification

Performance was strong early. Optimisation became refinement.

Strong planning meant most early UX assumptions held. Post-launch work focused on small friction points, not large-scale experiments.



PERFORMANCE SIGNALS

- Heat maps
- CTA bounce rates
- User scroll length
- User experience recordings
- Conversion rates

Results in the first 6 months.

REVENUE

£80k+

Generated within the first 6 months, built from a soft launch with a controlled test budget.

Audience-specific variants

Four niche pages improved relevance across overlapping search intent.

Confident scaling

Strong early validation allowed concentration on highest-performing ad/page pairs.

Explored and optimised lead funnel

Menu-request flow optimised structure was validated as the strongest path.

Reduce uncertainty before pushing for action.

WHAT I'D IMPROVE

"Landing pages perform best when they reduce uncertainty rather than push conversion aggressively. Match user intent, build trust, make the next step easy."

KEY LEARNING

01 **Clearer testing roadmap from day one**
Define alternate hypotheses before launch, not reactively

02 **Tracking lead quality, not just leads**
Connect landing-page decisions to actual bookings and customer value

03 **Tighter loop with sales & ops**
Weekly alignment on lead quality and recurring objection patterns

04 **Document hypotheses and outcomes**
A decision log linking design changes to performance signals.