

WORK



Focus

Responsive Webapp

Collaborative task management responsive webapp for cross department collaboration

ROLE



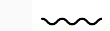
Product Designer

SCOPE



End-to-end execution, UX interviews, Wireframing, user flow, Usability testing, UI-Design, Prototyping

CLIENT



FOCUS

Task Management platform

Helping team make daily decision and keep track of task

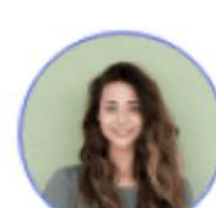
Discovery

Started with stakeholder interviews to know the problem then quantitative and qualitative analysis along with competitor analysis



“ Tasks feels overwhelmed

“ Would be nice to have task based collaboration which feels personal



“ Organising projects in teams sometime be annoying need”
“Tasks feels overwhelmed



Competitor Analysis

Its important to analyse why targeted audience would choose our product over other competitors already exists

Below is table presented which showcases what competitor offers and how it aligns with "FOCUS" (name of Project management tool that I'll be designing for this challenge).

Competitors	Time counter	Watchlist	Objective	Task suggestion	Task based chat	Slack integration
Microsoft Projects			●			●
Trello		●	●	●	●	●
Asana		●		●	●	●
FOCUS	●	●	●	●	●	●

Design Strategy

Business Goals

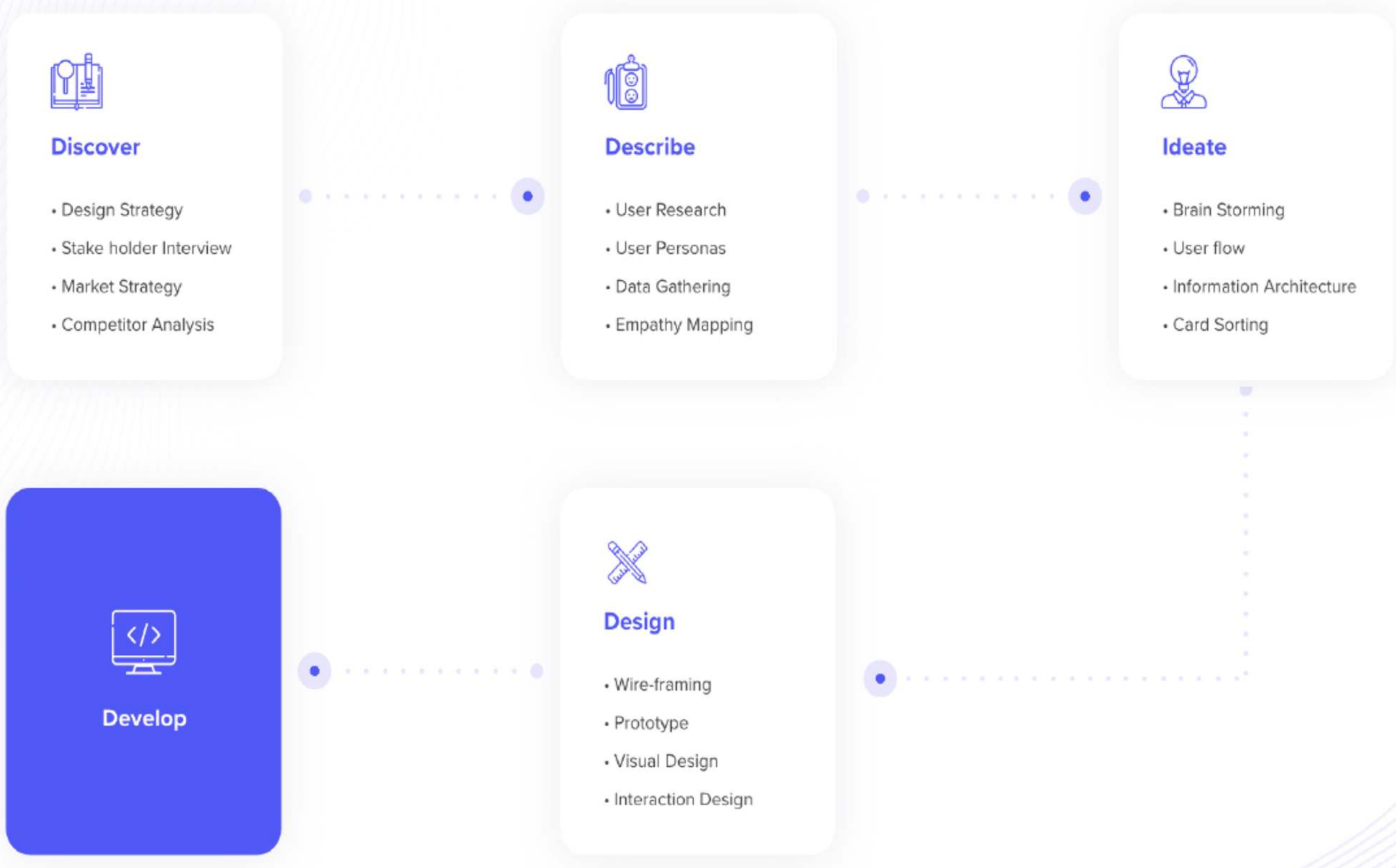
- To make a decision making dashboard design based on which team members and workspace owners can make daily task decision and track progress

Target Audience

- Age 15-60
- People who want to work smoothly
- Business who want to work on project and collaborate on tasks
- Startups/ Businesses

Design Strategy

User-Centered Design Process



Quantitative Research (Online Surveys)

Most of the respondents (90%) use management tool on a daily basis or few times a week, The aim was to understand their everyday struggles and gain focus on the most important points of interaction which would benefit from a redesign.





User Persona

Ashley Moore

Product Designer, 22 years



Scenario

Ashley has to manage multiple projects and want to keep track of all assigned tasks. She has a few fellow designers whom she has to manage and get the stats.

Goals

- Keep track of multiple tasks
- Assign tasks to fellow designers
- Check stats to know the progress
- Discuss project scope and objectives

Goals

- Easy task management
- Stats for progress tracking
- Collaborate with team on task
- Chat and objective



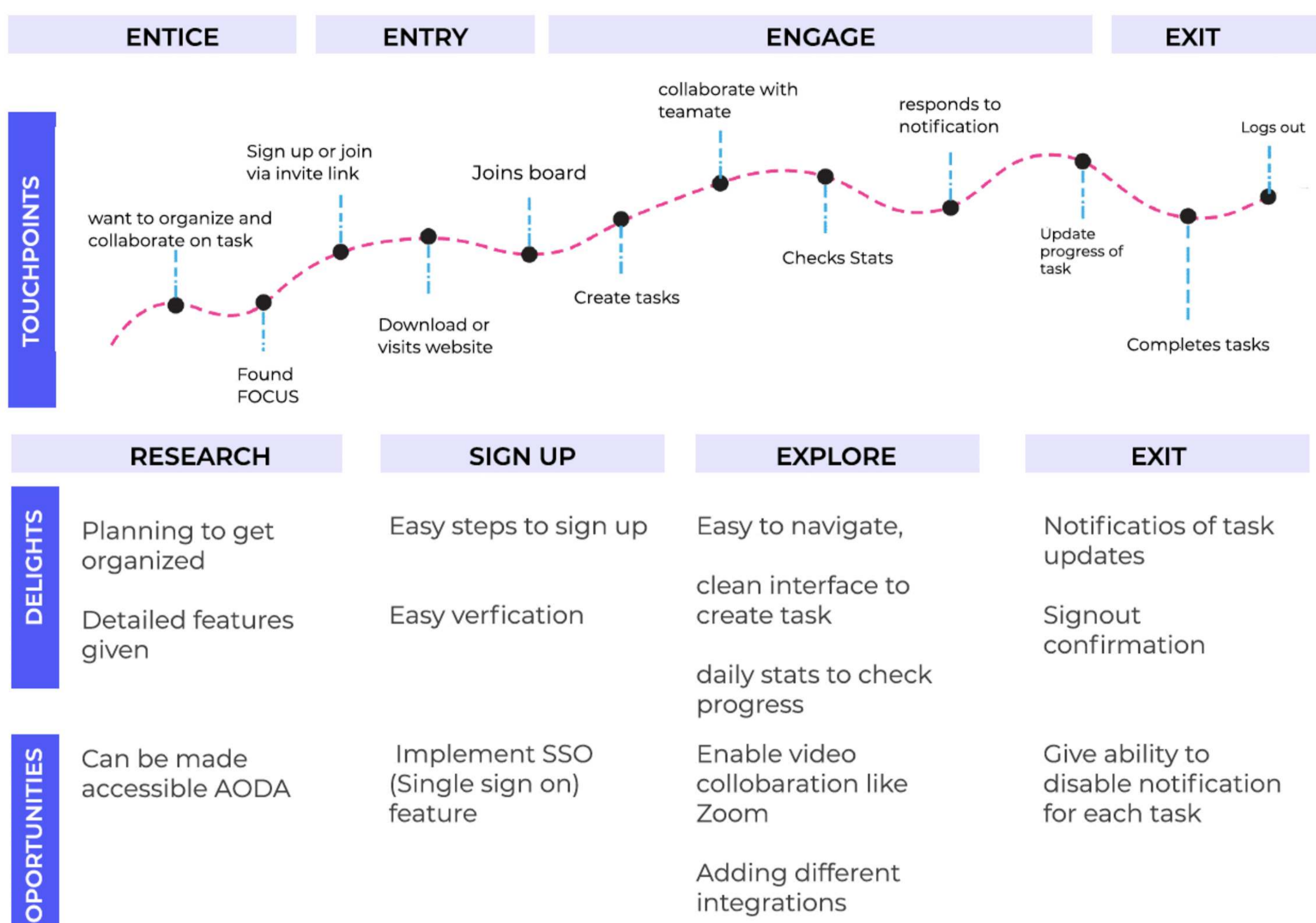
User Journey

Scenario

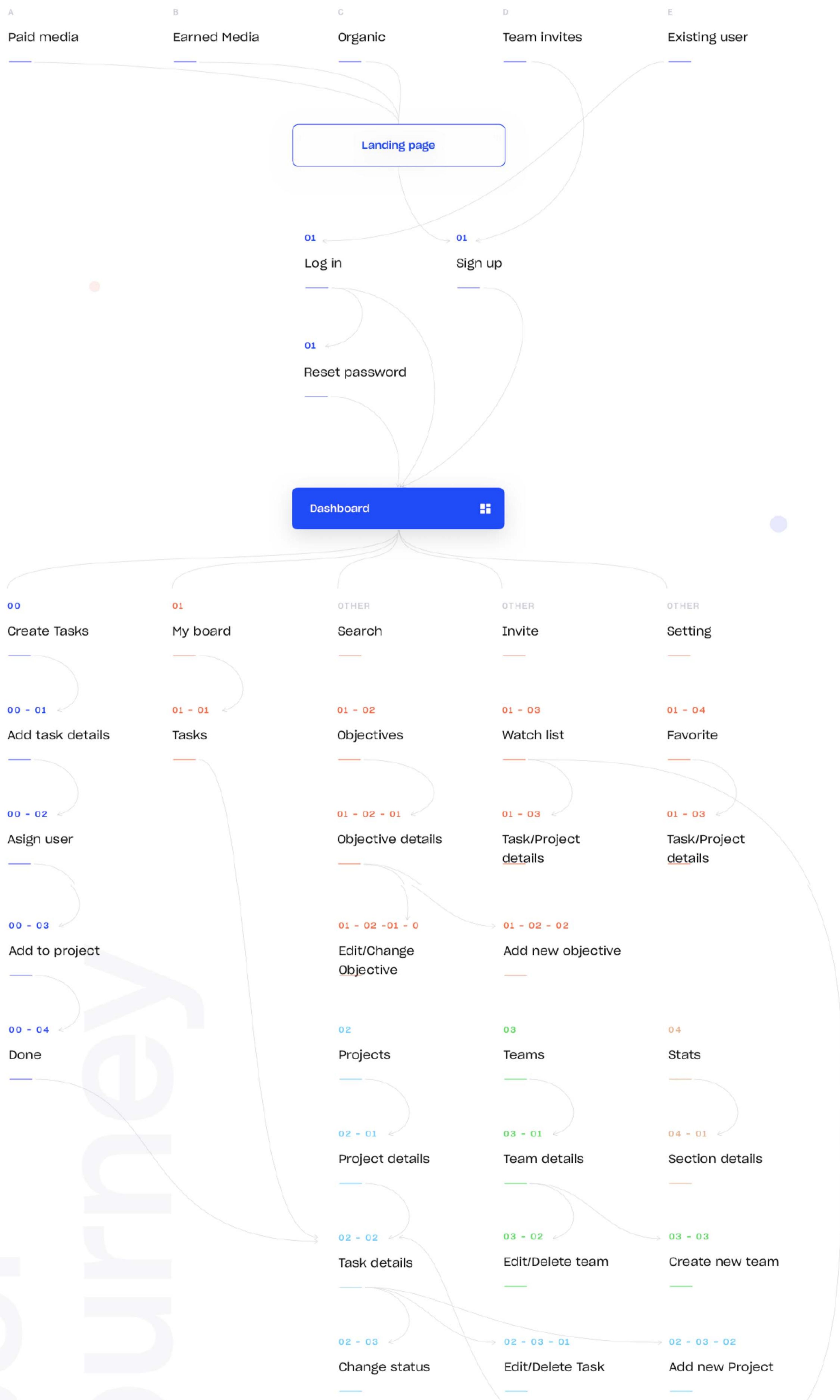
User wants to assign task and check stats of existing project

Goals -and expectation -

Sign up for account, create board and assign task to team mates



User Flow



Lofi ideation work

Started with sketching and then doing brainstorming I started A/B testing initially to have clarity of choosing the right design.

Moving towards Lo-fi to Hi-fi design

After going on with multiple iterations, user testing with managers, multiple reviews from stakeholders final wireframe was designed.



Wireframes

Interactive Figma link:

<https://www.figma.com/proto/d2lOZ8b2ouJQshusZroJOF/FOCUS-Wirframe?node-id=300770%3A589>

Image 1 - MyBoard - here user can view all tasks

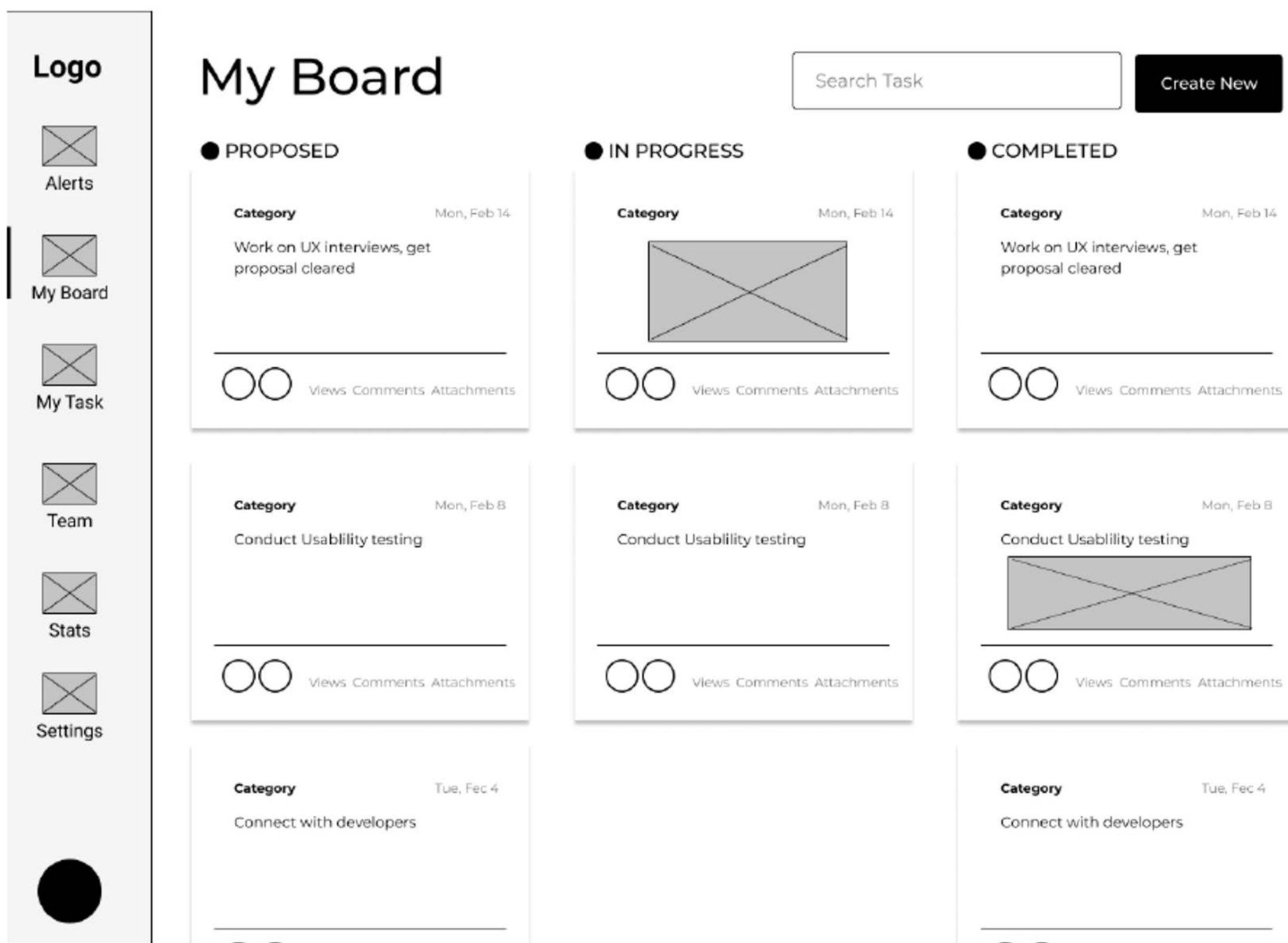


Image 2 - New Task - user creates new task

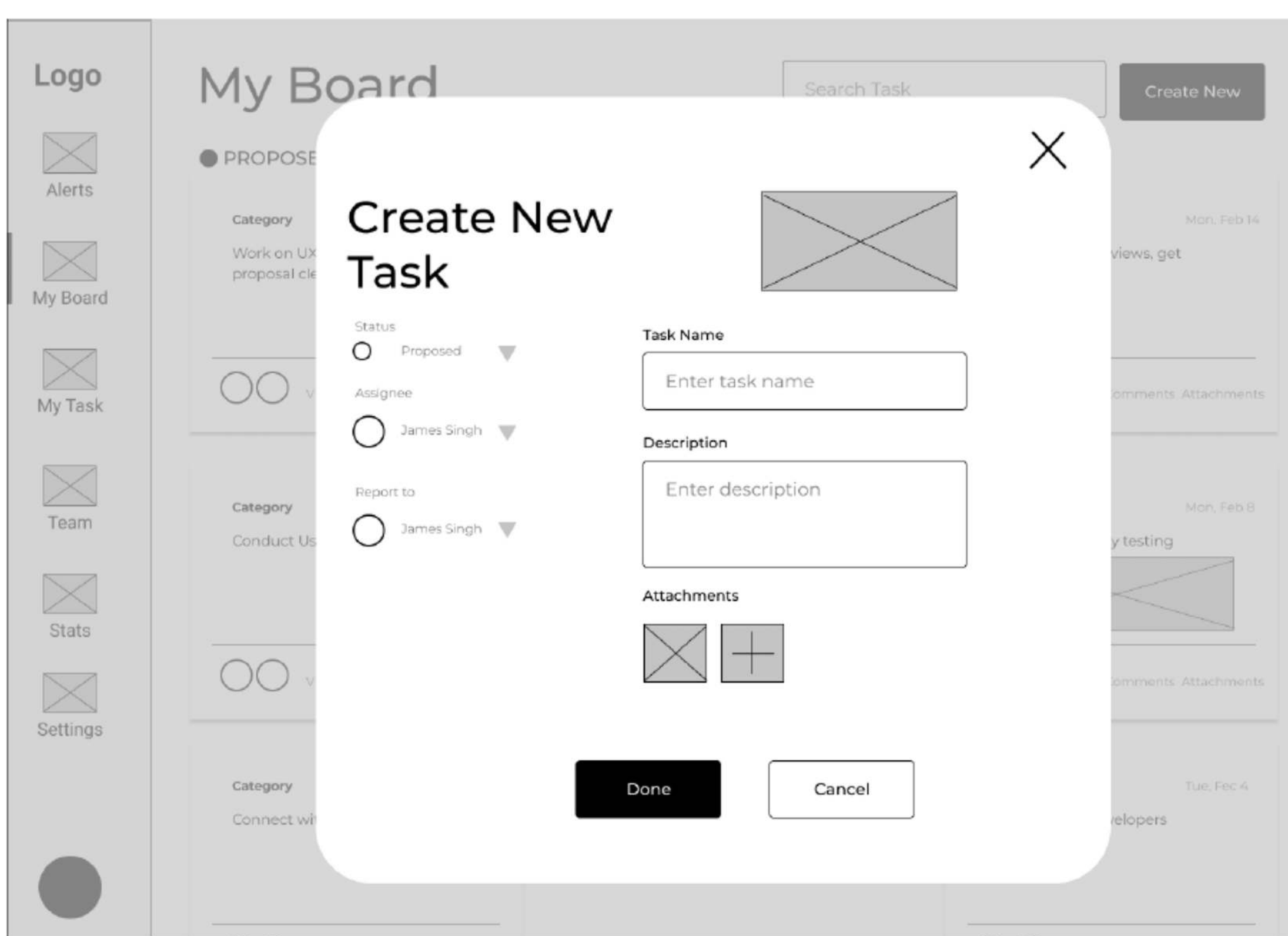
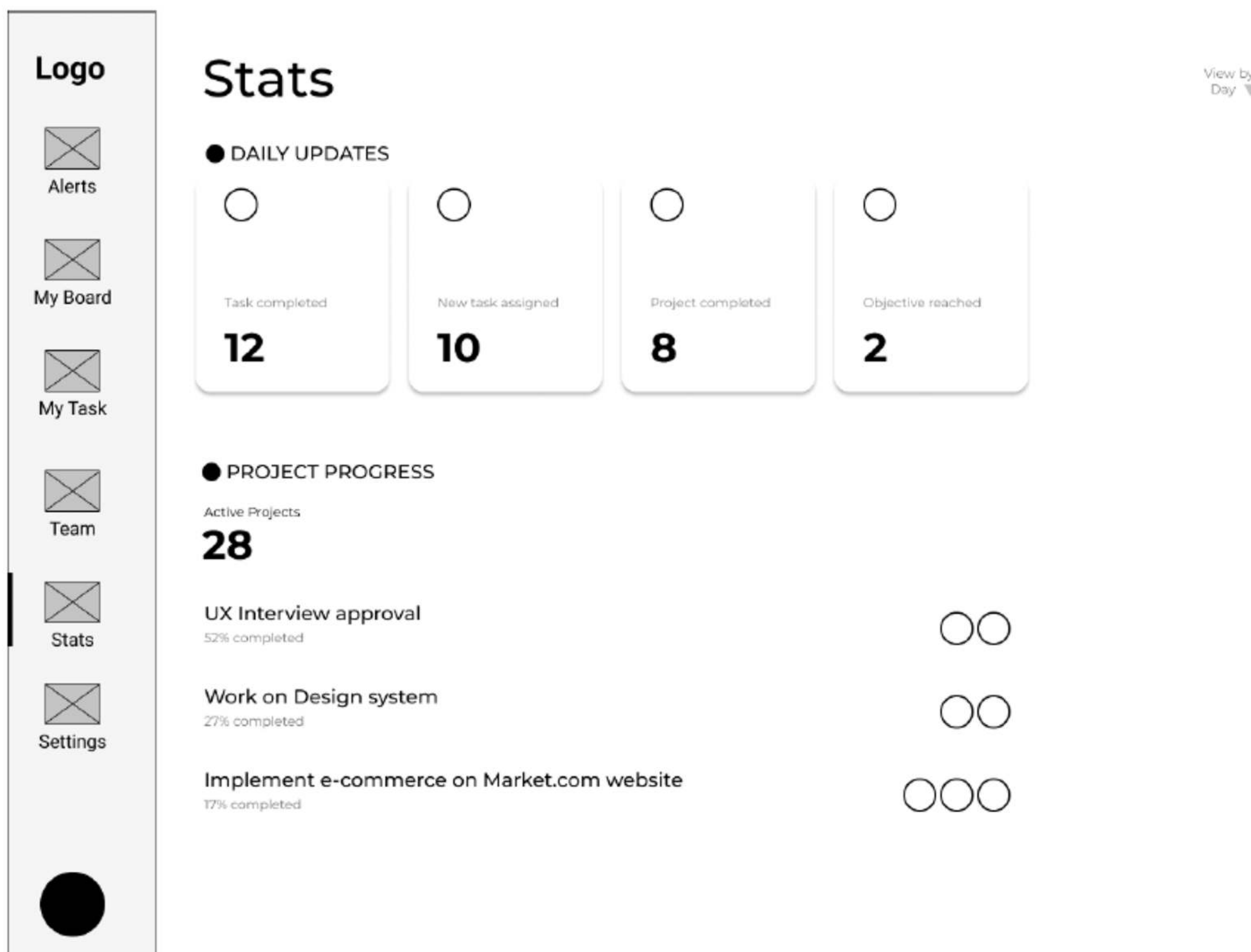
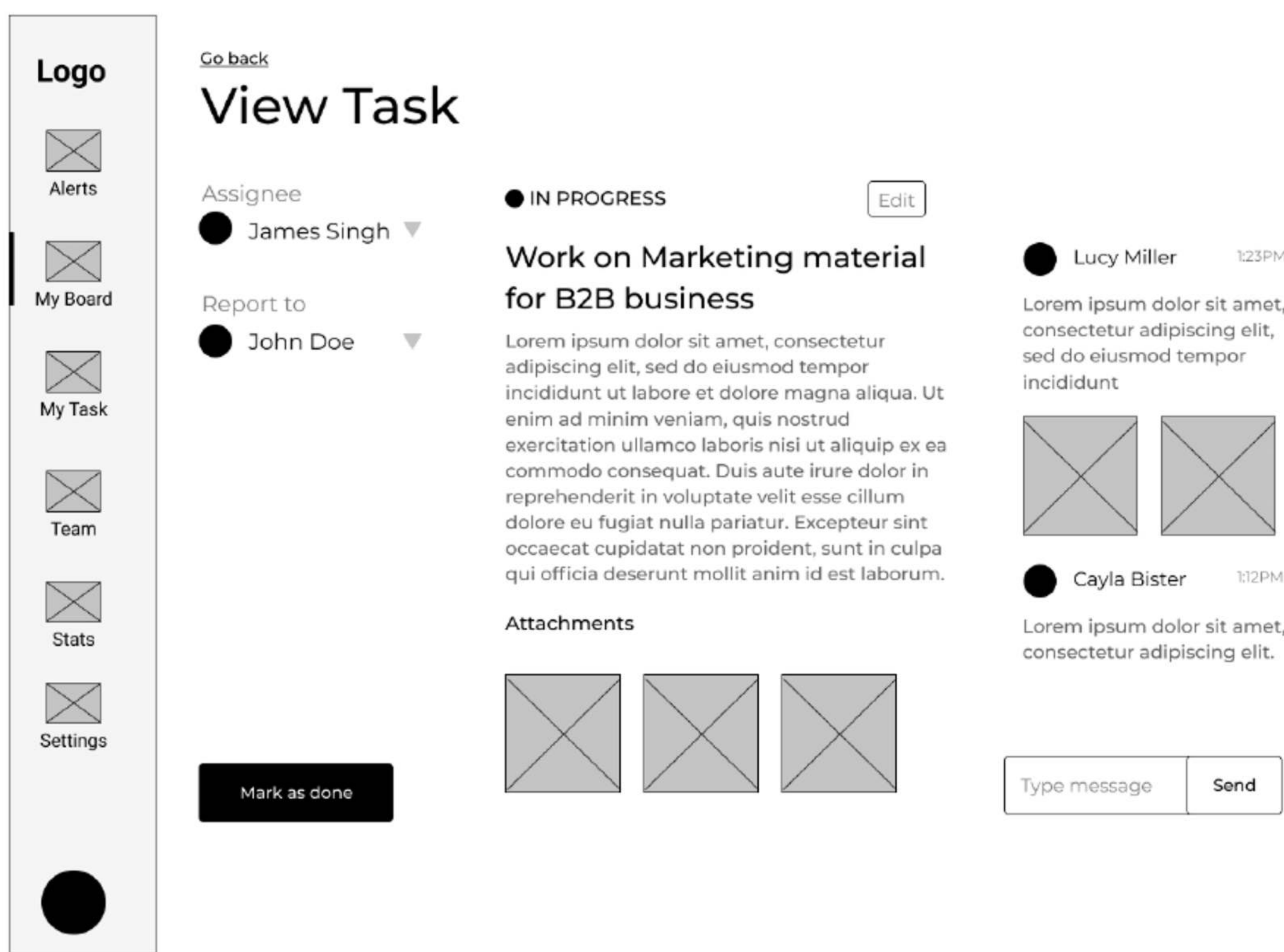


Image 3 - View Task - user click on task and get detailed info





Visual Design



“...One more thing”

- Steve Jobs



Design System

We hand crafted each and every components of the system to make a full featured design system to ensure scalability, flexibility and consistency of the platform

1. FONT

40 PT | 52
Sharp Grotesk - Medium

28 PT | 42
Sharp Grotesk - Medium

20 PT | 30
Sharp Grotesk - Medium

14 PT | 20
 Sharp Grotesk - Medium

12 PT | 18
 Sharp Grotesk - Book



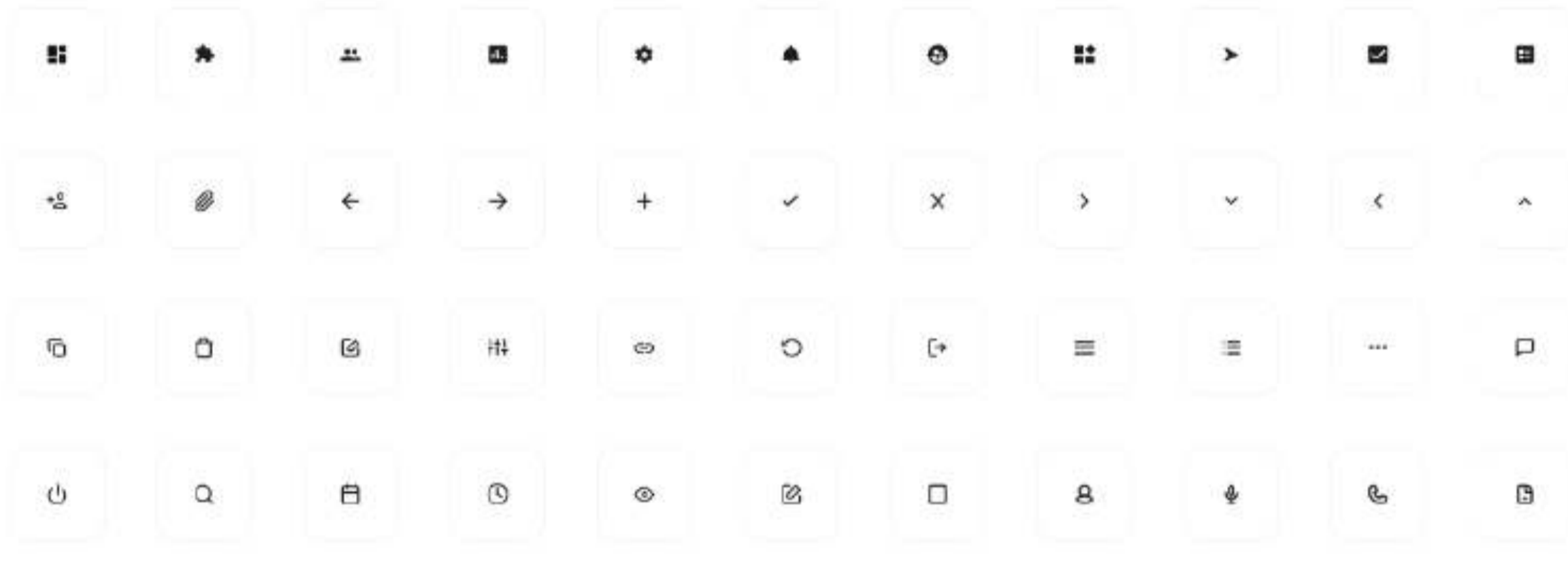
2. COLOR

#341EFF

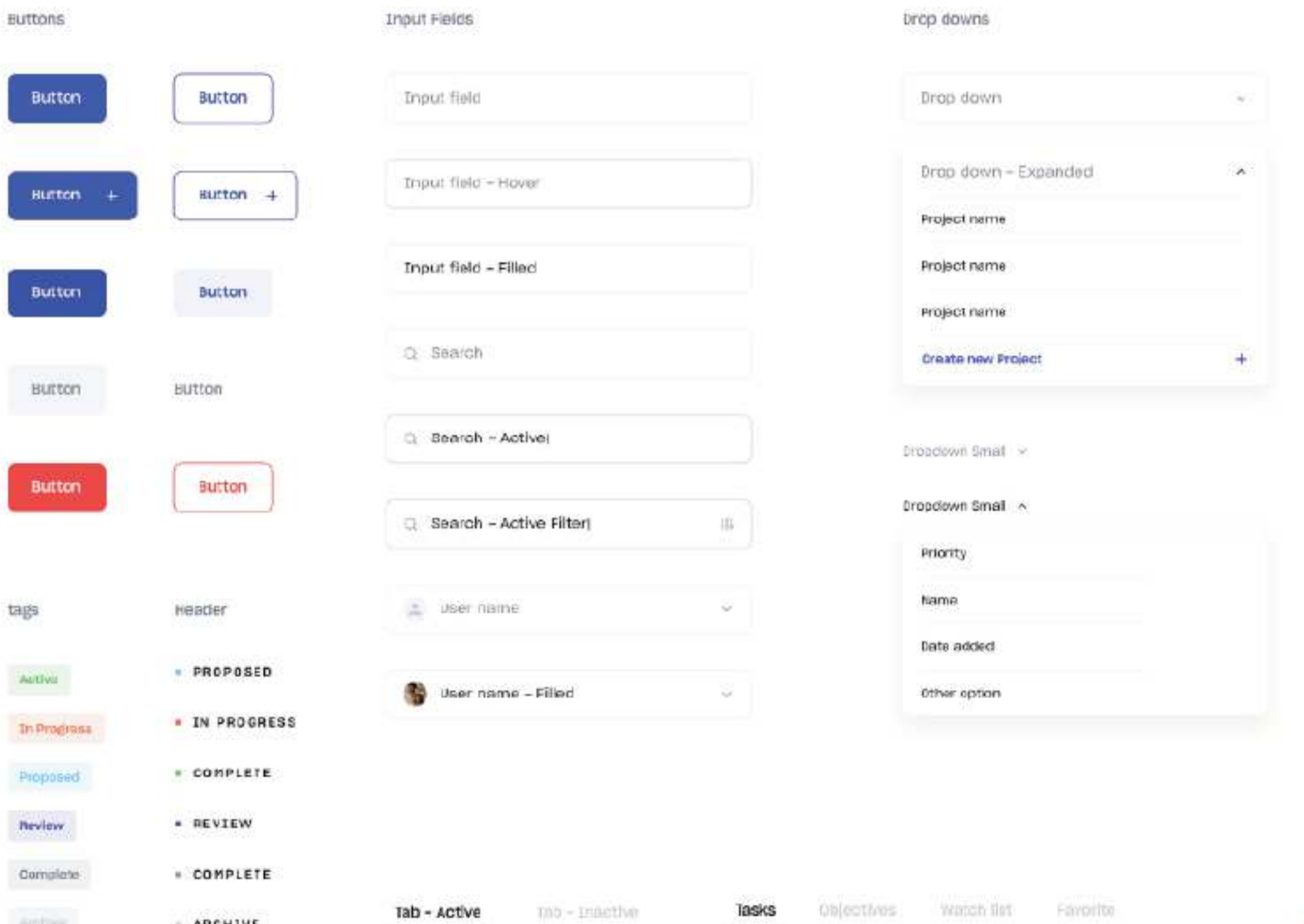
Primary

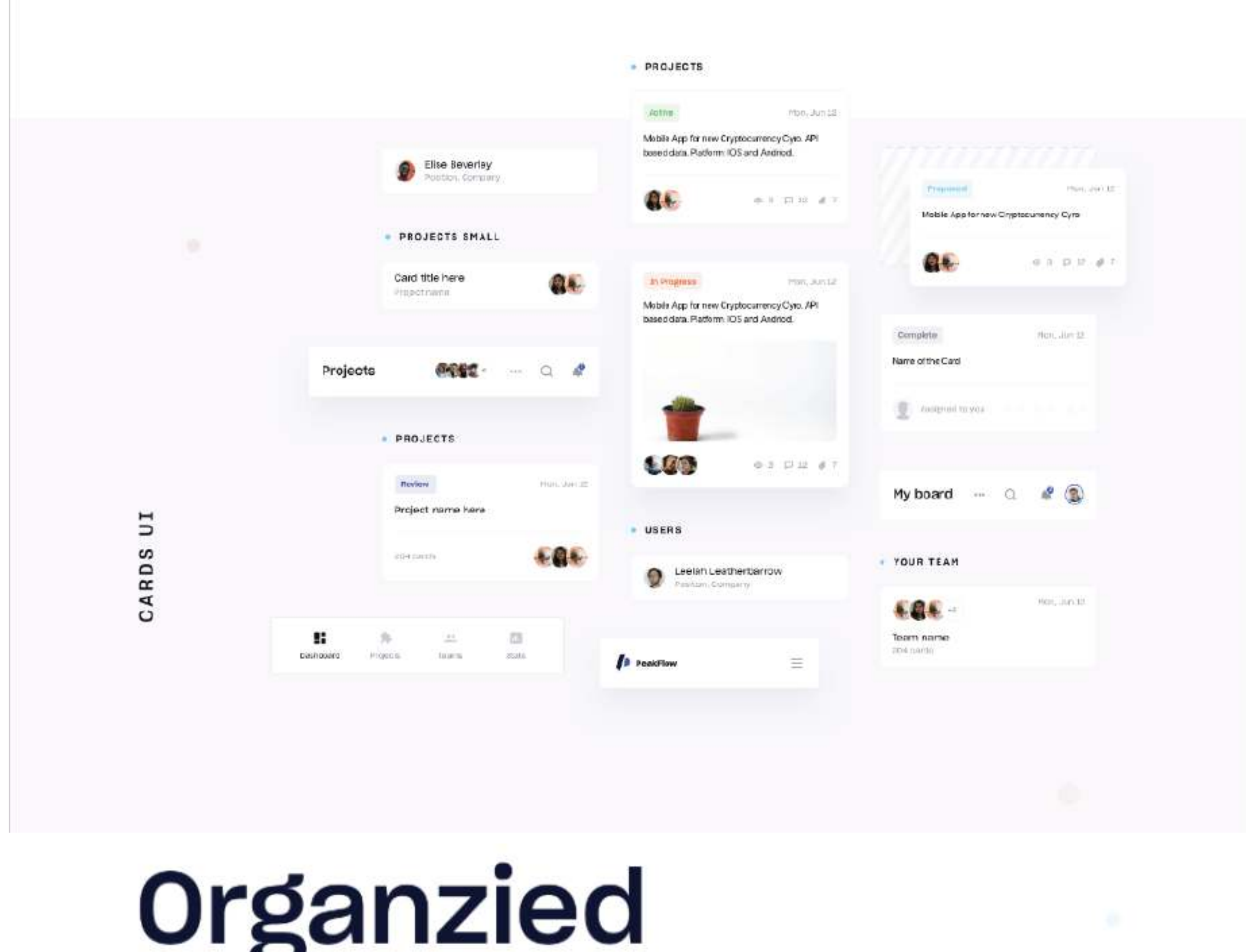
Secondary color #FF6032 Alternative color #FF6032 Alternative color #FF6032

3. ICONS



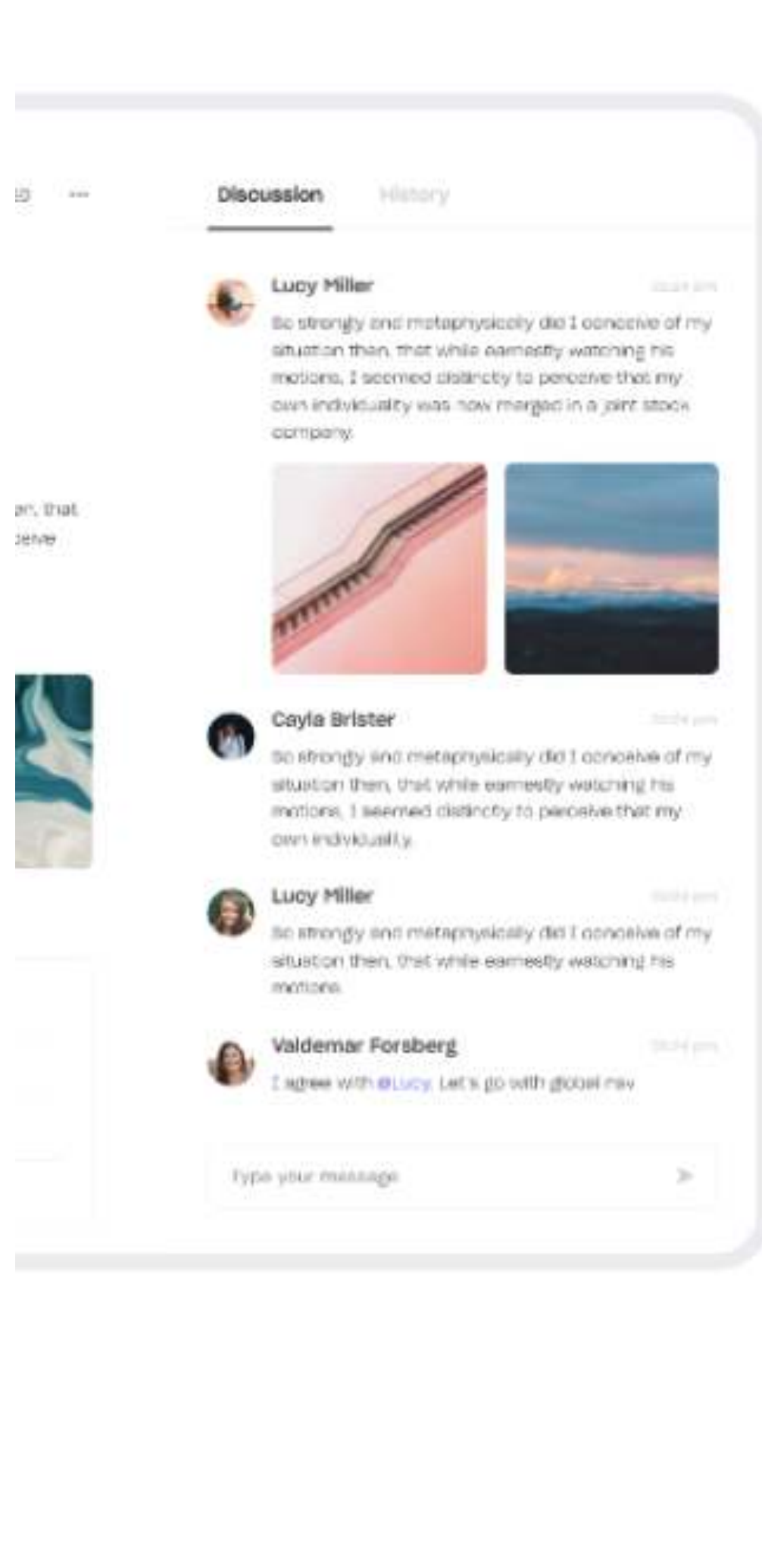
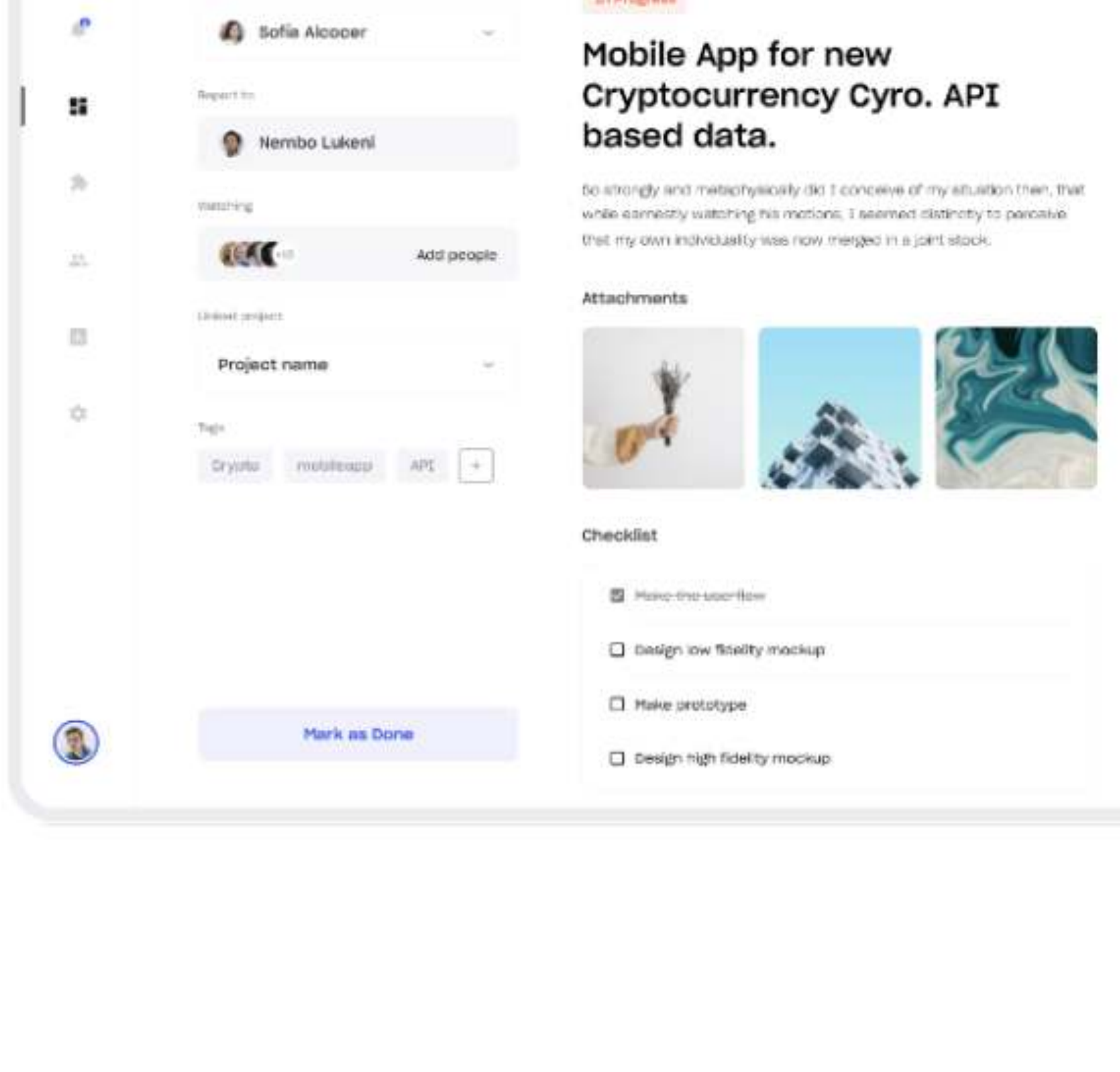
4. UI ELEMENTS





Organized Task Details

Seamless, pixel perfect design



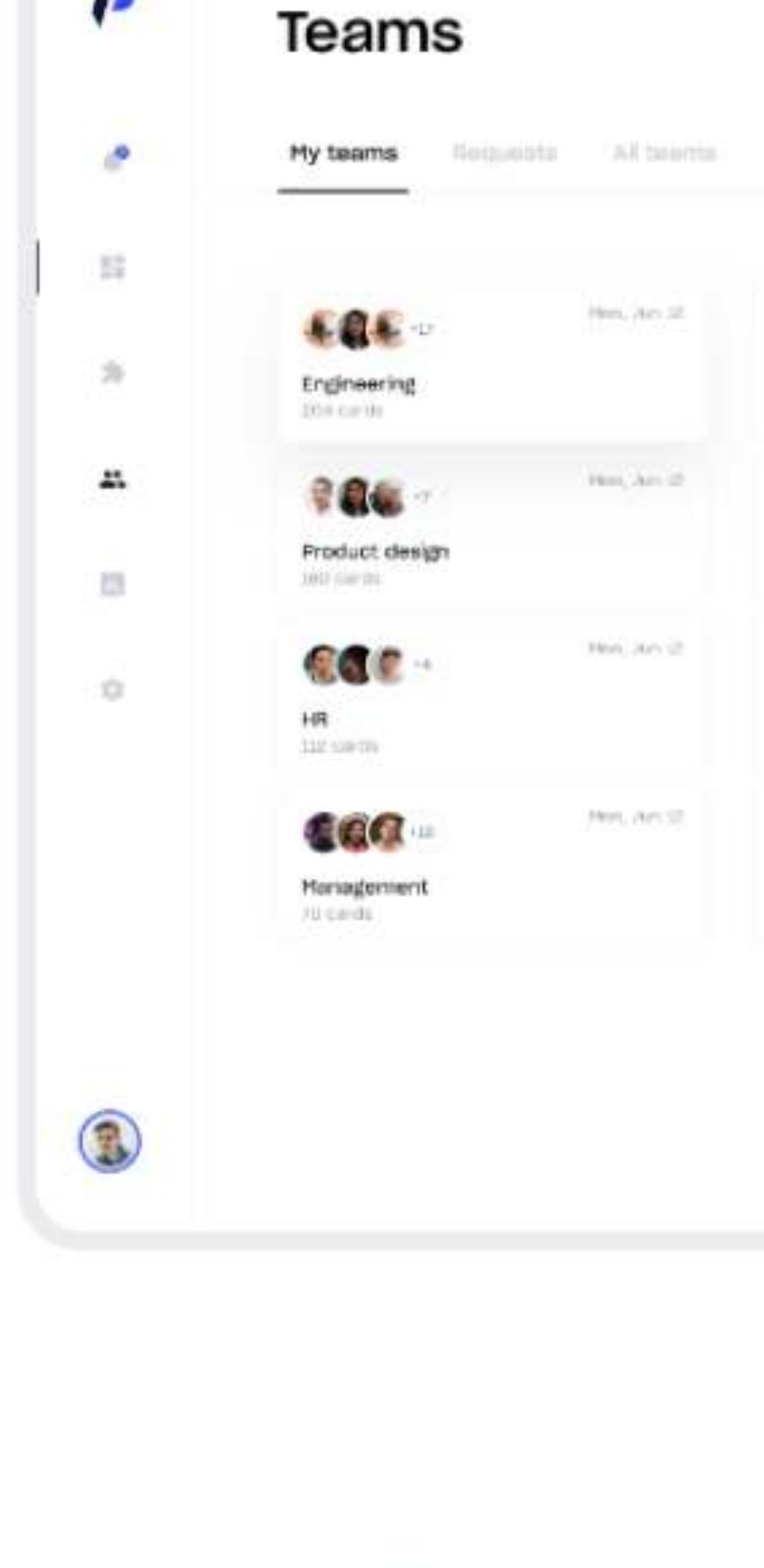
Task Based Chat System

Seamless, pixel perfect design



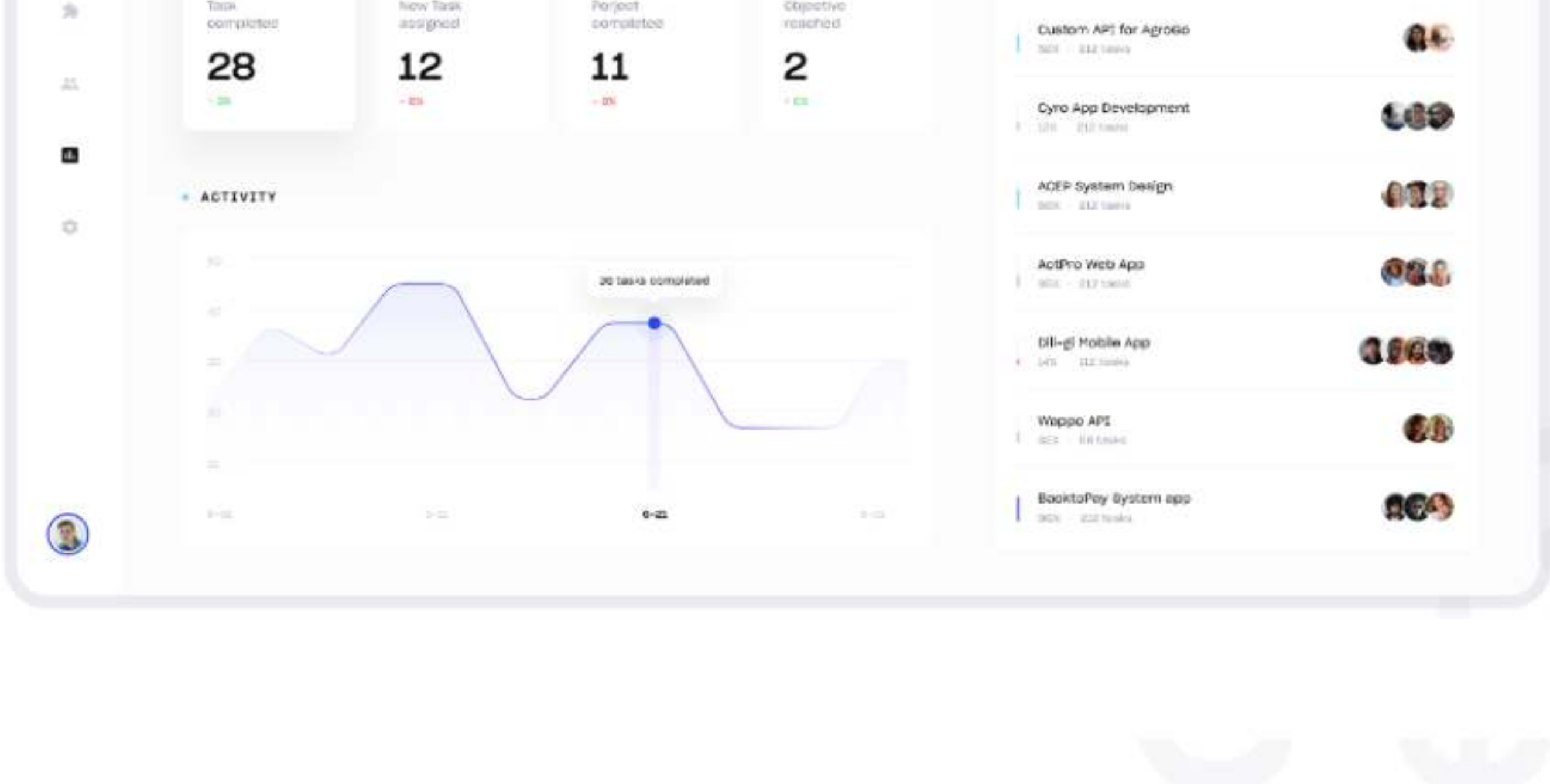
All Teams, Together

Seamless, pixel perfect design



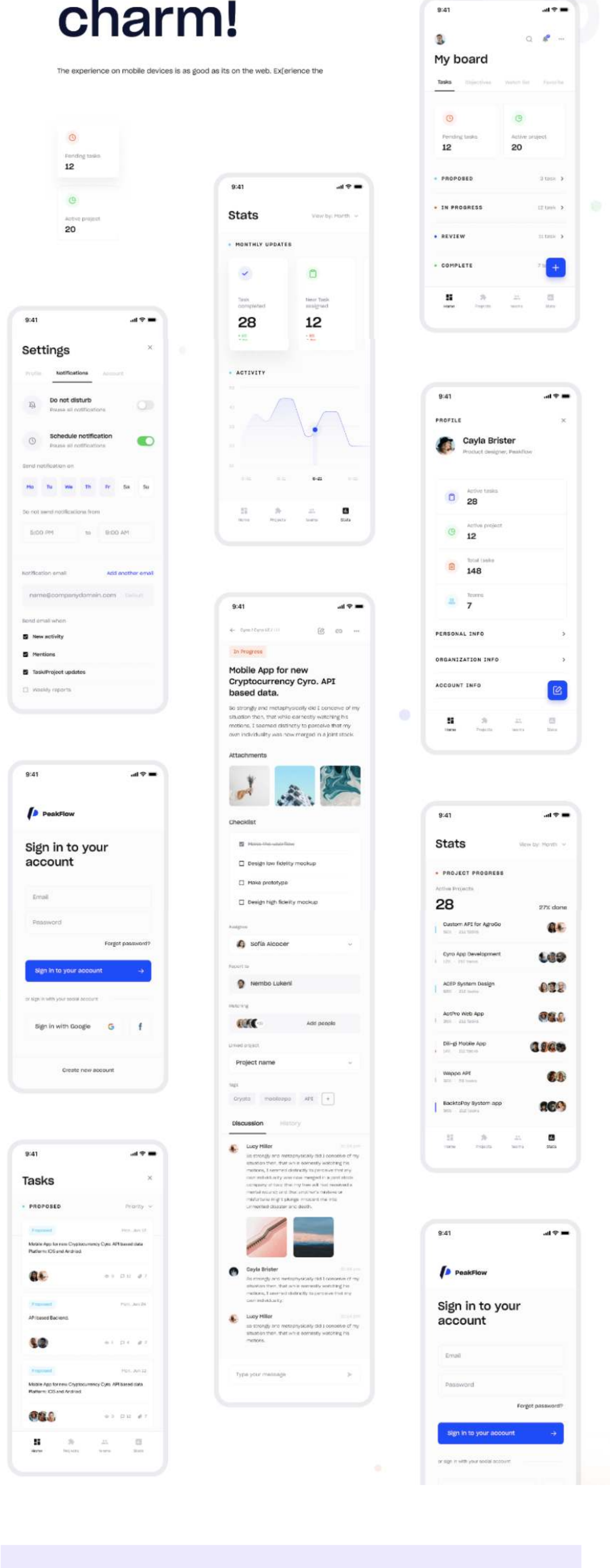
Data Driven Stats

Stats make your Progress tracking easy



Mobile? Sure, works like a charm!

The experience on mobile devices is as good as its on the web. Experience the



Outcome

Cross-department collaboration collaboration increased and which increased productivity

Campaigns goes live 40% quicker Removing the barrier of collaboration increased the productivity, reduced decision making time and prouct idea from its inception to going live took 40% time than previous method.

Project hand-off

Project handoff is done using Zeplin where assets and elements was shared. Also Figma was used to have quick glace to access CSS code. Jira tickets were used to work collaborately with devs to clarify any design related doubts or address assets requests like submitting PNG, SVG

Working with PM/POs

Holding daily touchpoint and delivering features bi-weekly working in agile environment. Working collaborately and tacking features requests assigned by POs in JIRA tickets.

WORK



BigONE

Responsive Website and SaaS Dashboard

BigOne a crypto trading platform wanted to have responsive website created along with trading dashboard which had high volume of data visualization involved

ROLE



Visual Product Designer

SCOPE

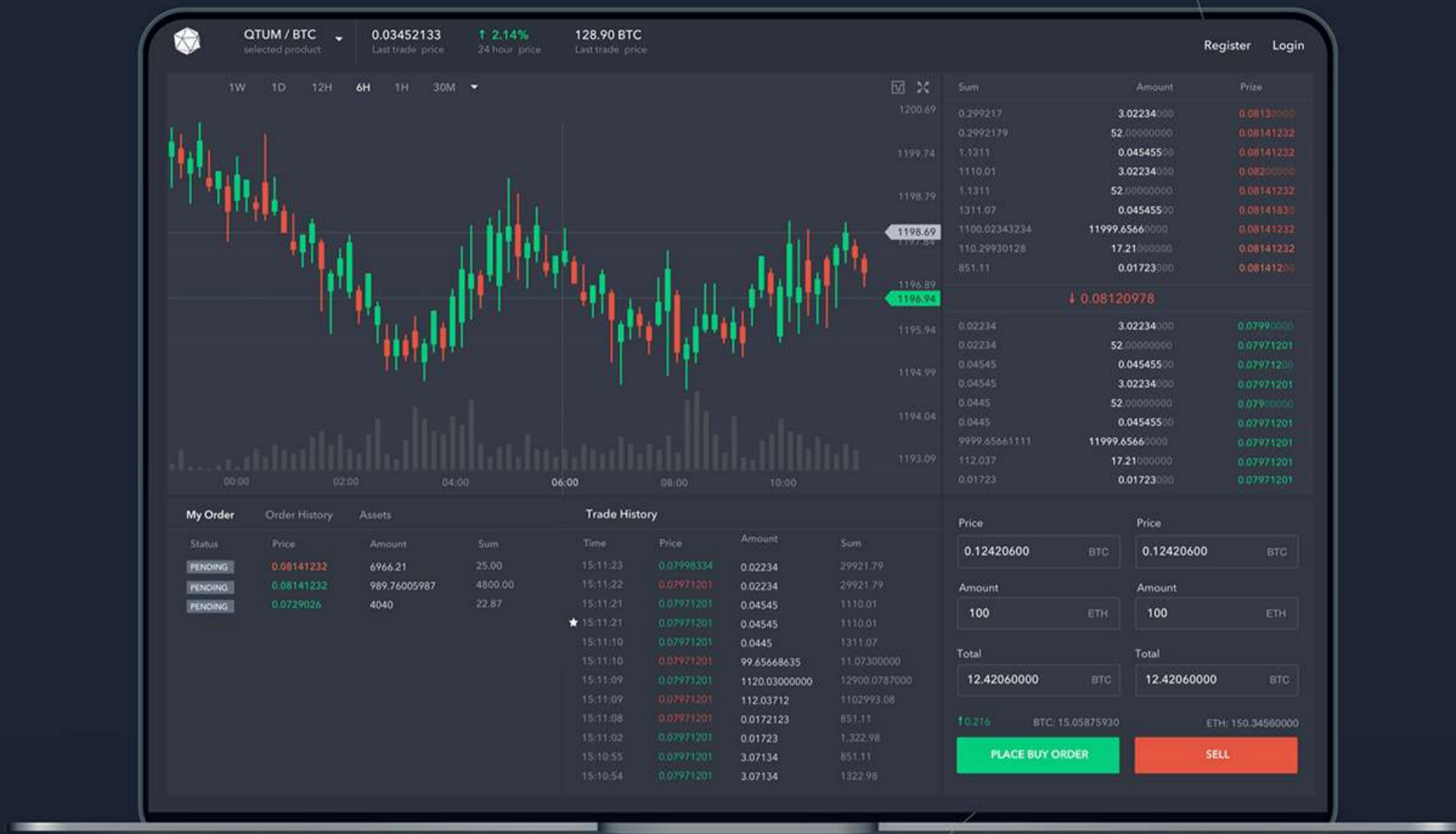


Product Strategy, UX-Strategy,
UI-Design, Branding, Style Guide

CLIENT



Dashboard



All the cryptocoin price data available at your fingertips

Real-time crypto price index with graphs & historical data for 500+ coins including bitcoin, ethereum, & altcoins from major cryptocurrency exchanges.

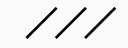
Name	Price	BTC
ETH +122.14%	฿ 0.08141232	= ¥ 1904.89
SC +76.12%	฿ 0.00056470	= ¥ 0.0462
ZEC -10.01%	฿ 0.08141232	= ¥ 1884.23
BCC -9.54%	฿ 0.00056470	= ¥ 383.10
GXS +4.60%	฿ 0.00981232	= ¥ 18.55
NEO -15.02%	฿ 0.00056470	= ¥ 284.10
BTS -3.09%	฿ 0.00000926	= ¥ 0.7895
STEEM +13.20%	฿ 0.00056470	= ¥ 8.23

1 price compared to bitcoin

price compared to bitcoin 2



CONTACT



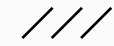
View more projects

www.niteshs.com

www.behance.net/snitesh



WORK



Ping

Android and iOS mobile app

Whether you are in your neighborhood or traveling the world, Ping help you find and keep in touch with your friends or family and notifies you of any emergencies or dangers nearby.

ROLE



UX/UI Designer

SCOPE

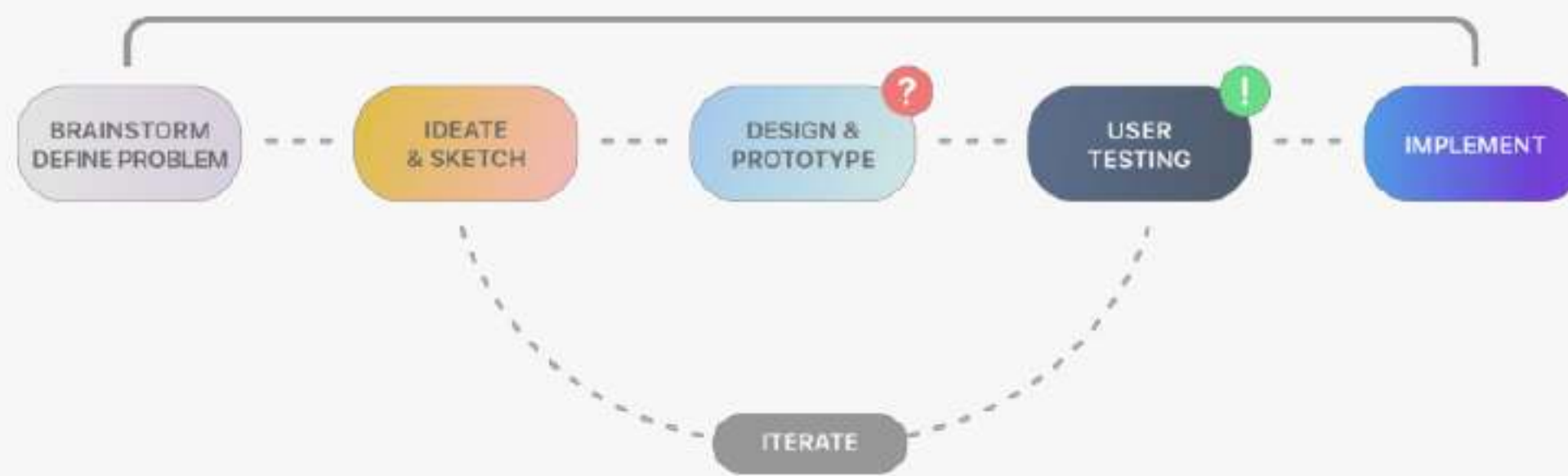


Wireframing, user flow, Usability testing,
UI-Design, Prototyping

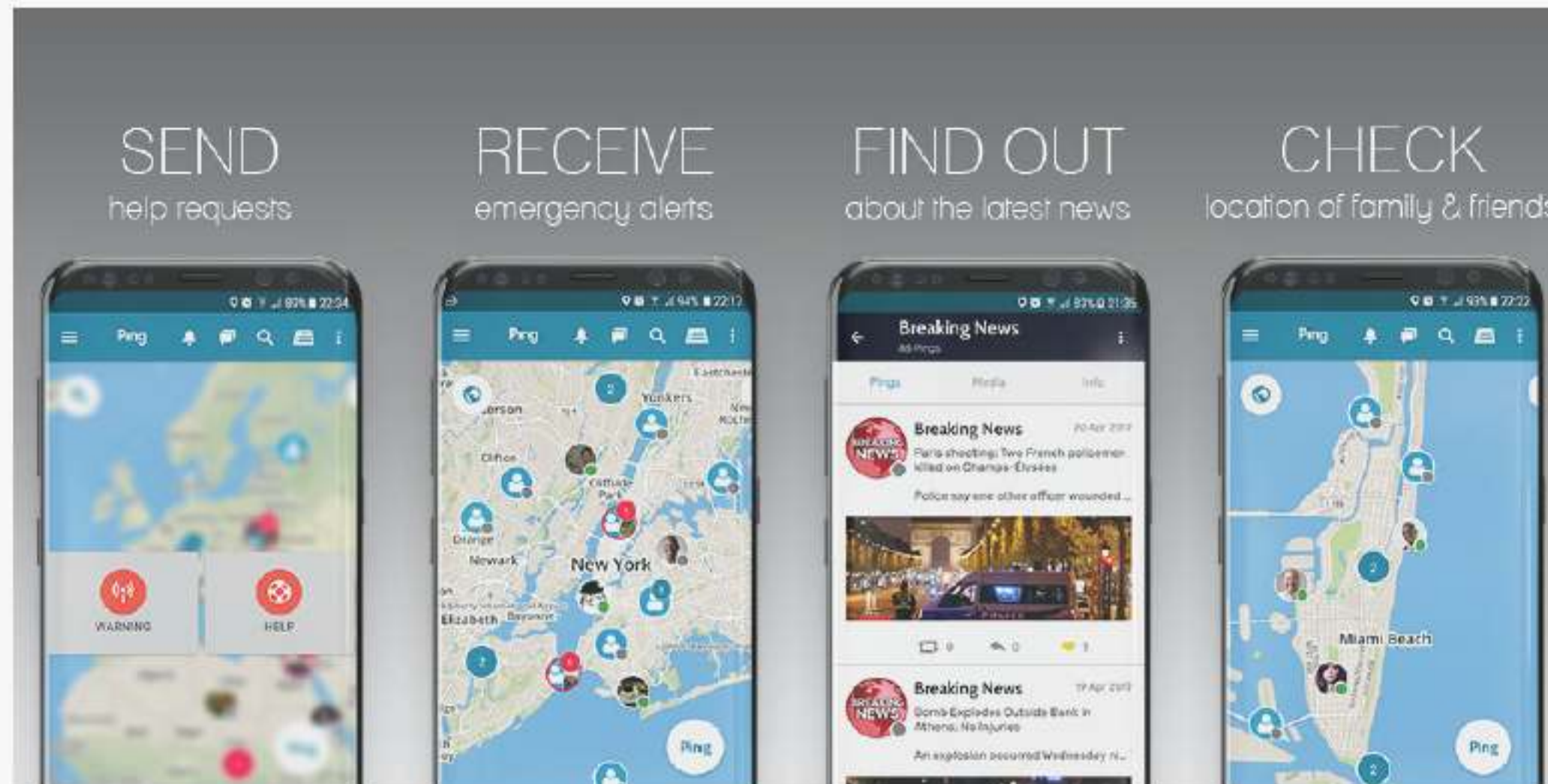
CLIENT



Design Process



Existing Design



Challenge - Redesigning entire app

Challenge was to redesign existing interface and make it more intuitive and appealing.

Pain Points -

1. It was hard to navigate & they couldn't find what they were looking for.
2. The non-functional search function
3. It looked outdated

Ideation + Execution

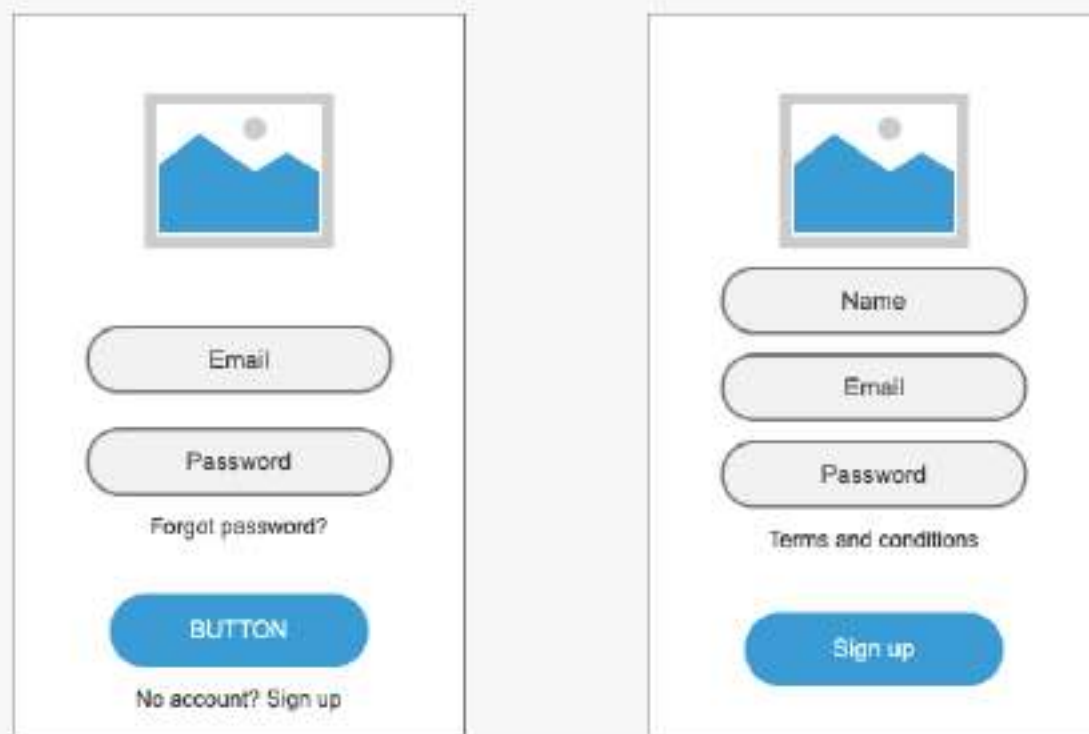
After analyzing the results of our survey and conducting our workshops with stakeholders we were able to determine which basic elements would be included on each page (i.e. search, maps, alerts etc.) and give content templates back to the users.

Since we were on a pretty tight timeline to make our ideal launch date, we decided to start sketching and doing low-fidelity wireframes in tandem with content being created. This did lead to a fair amount of readjustments of the wireframes when the content did finally come in, but we were able to settle on

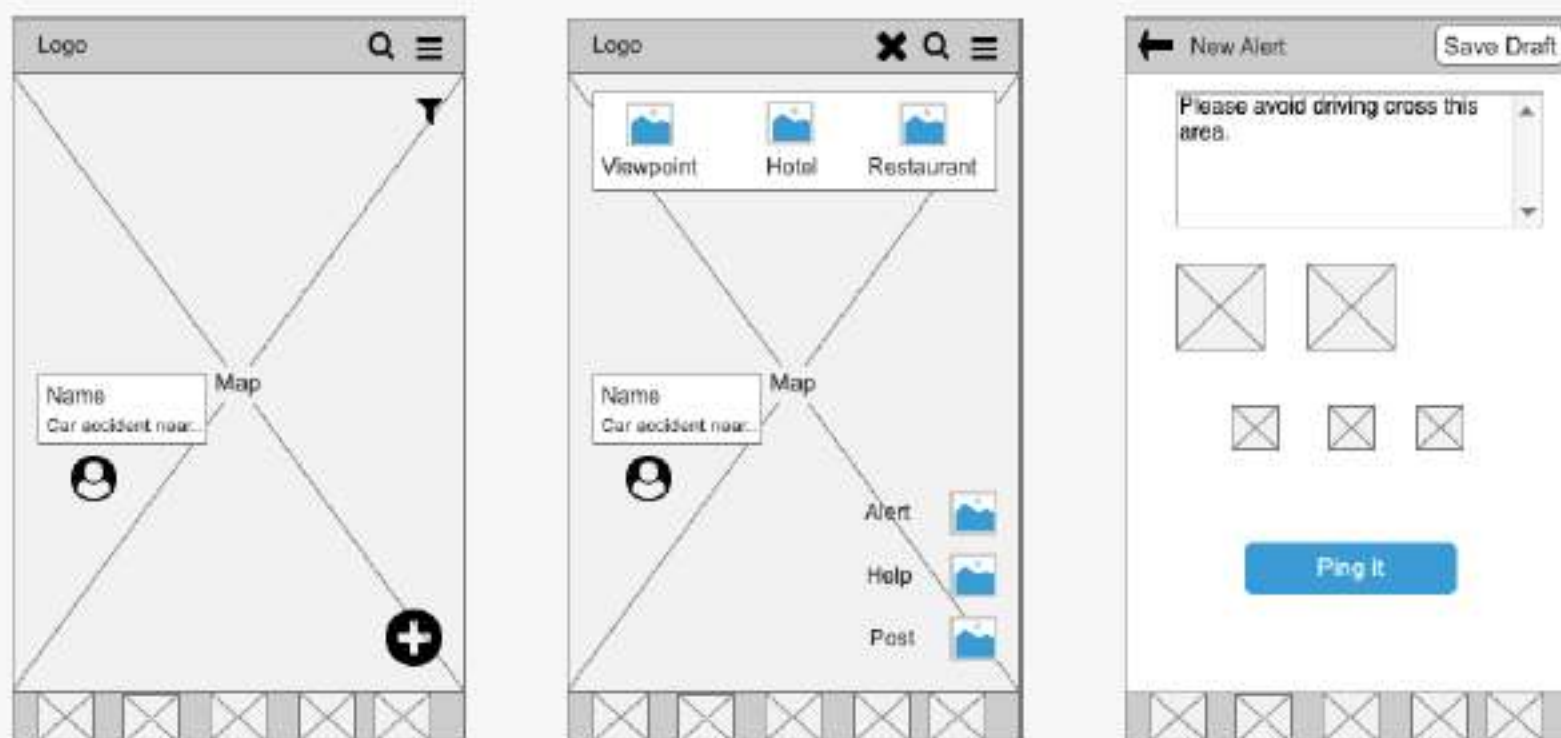
layouts that accommodated the varying length of each of the content sections.

Some Wireframes

Log in



Home Screen - posting a Ping



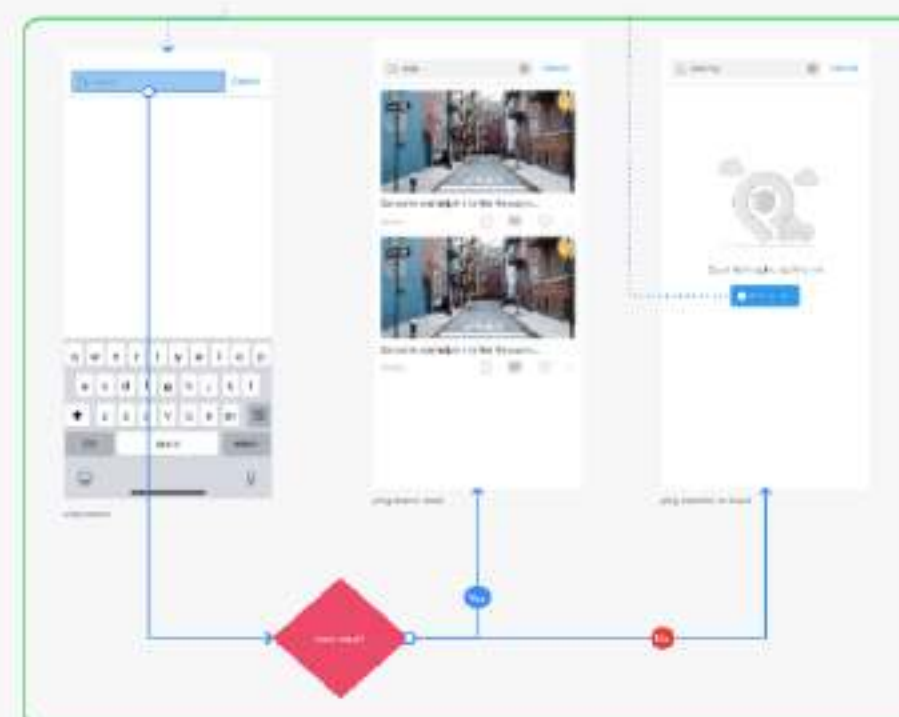
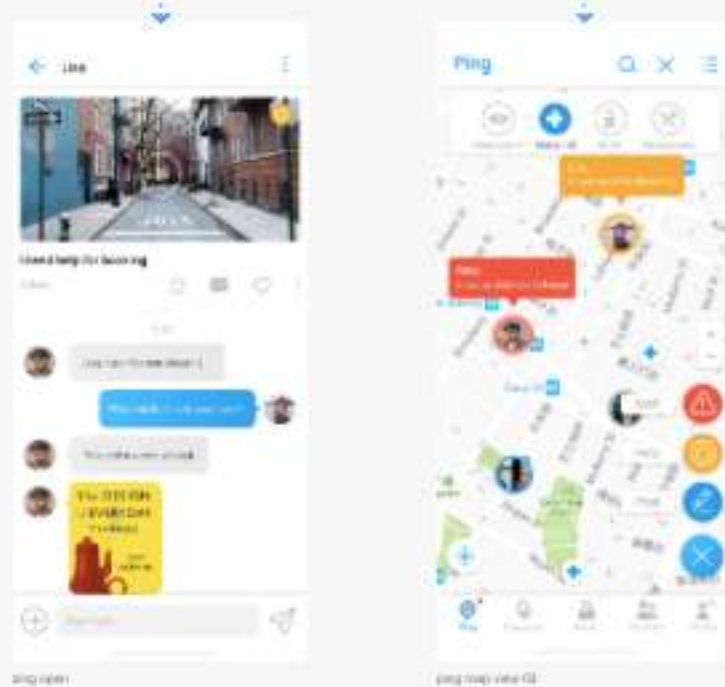
Onboarding



Add ping flow

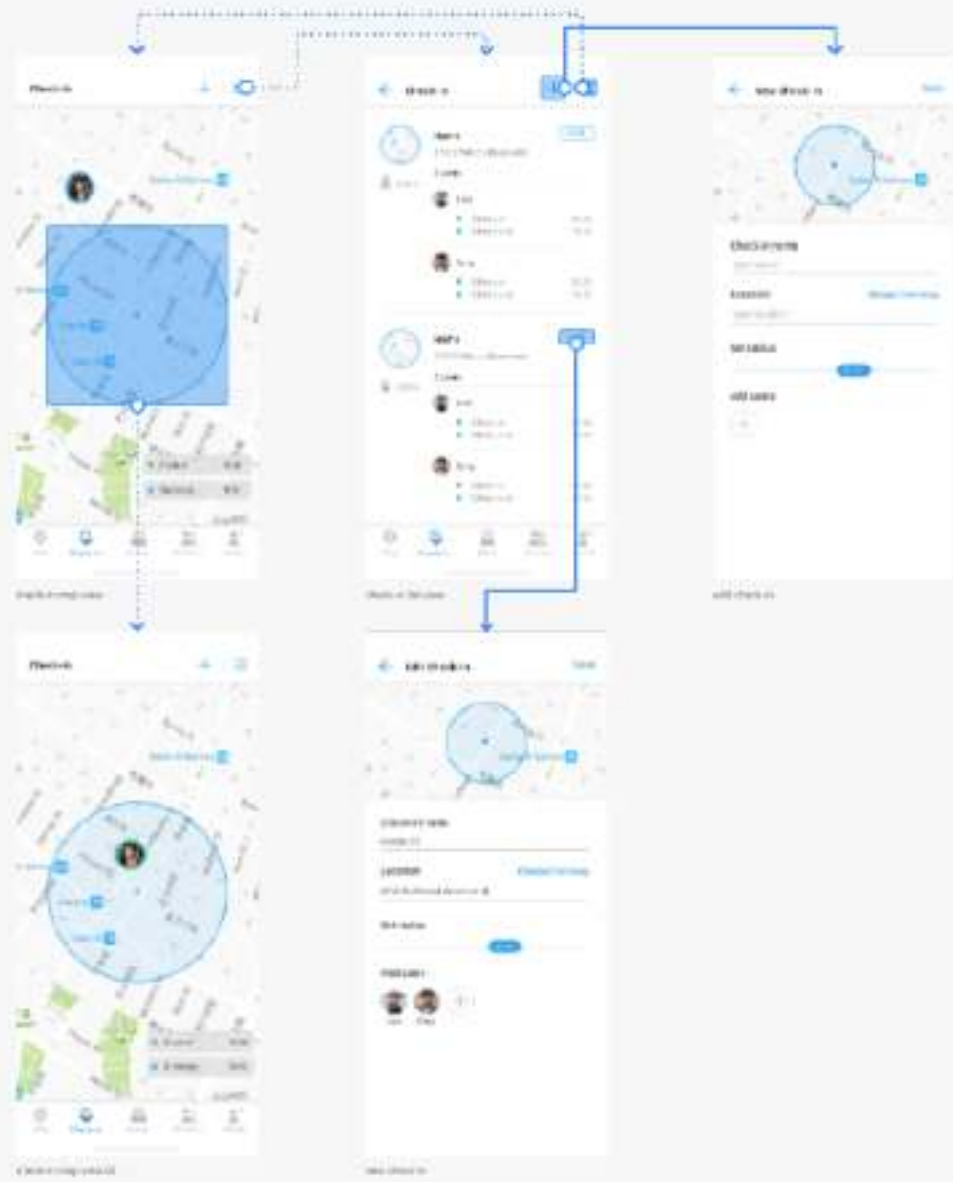


Comment flow

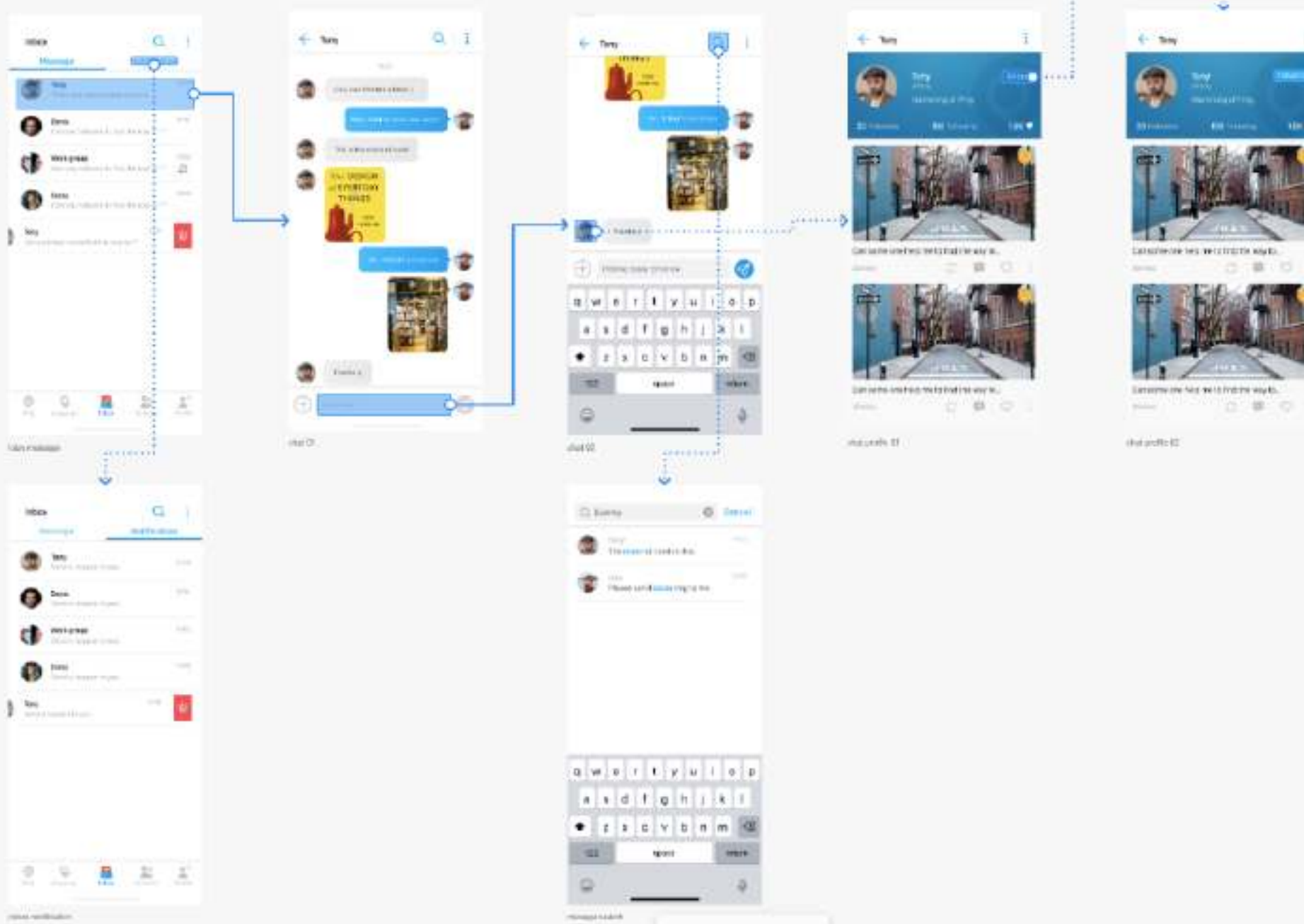


Search flow

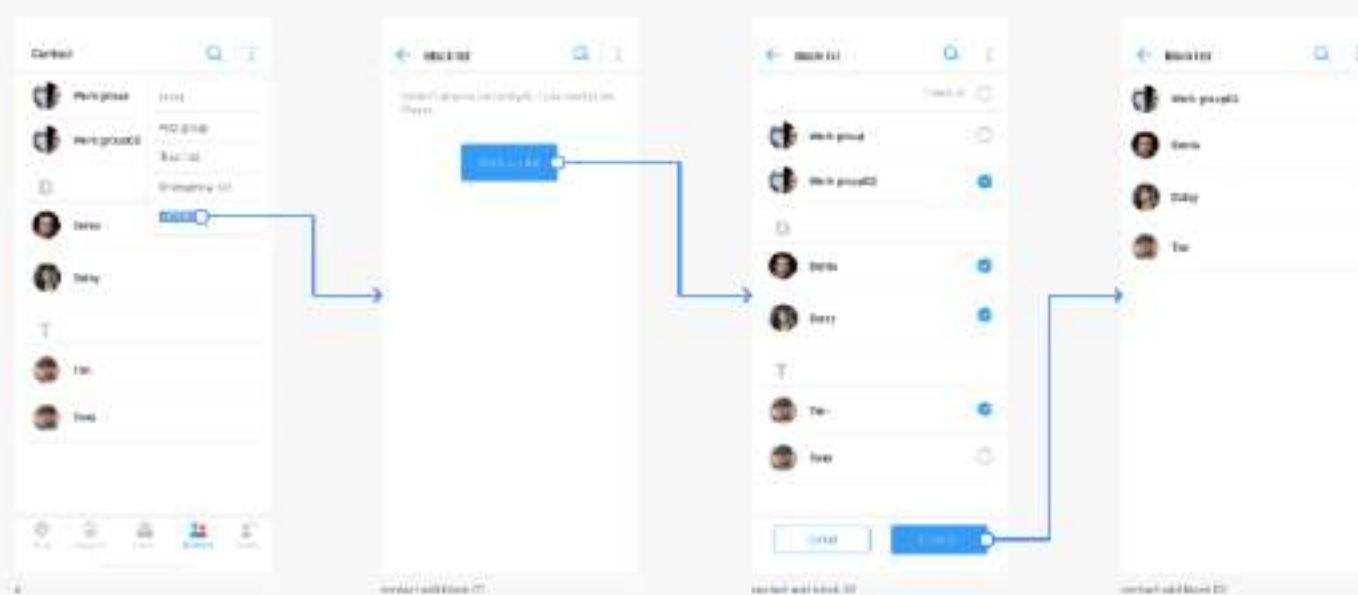
Add and edit check-in



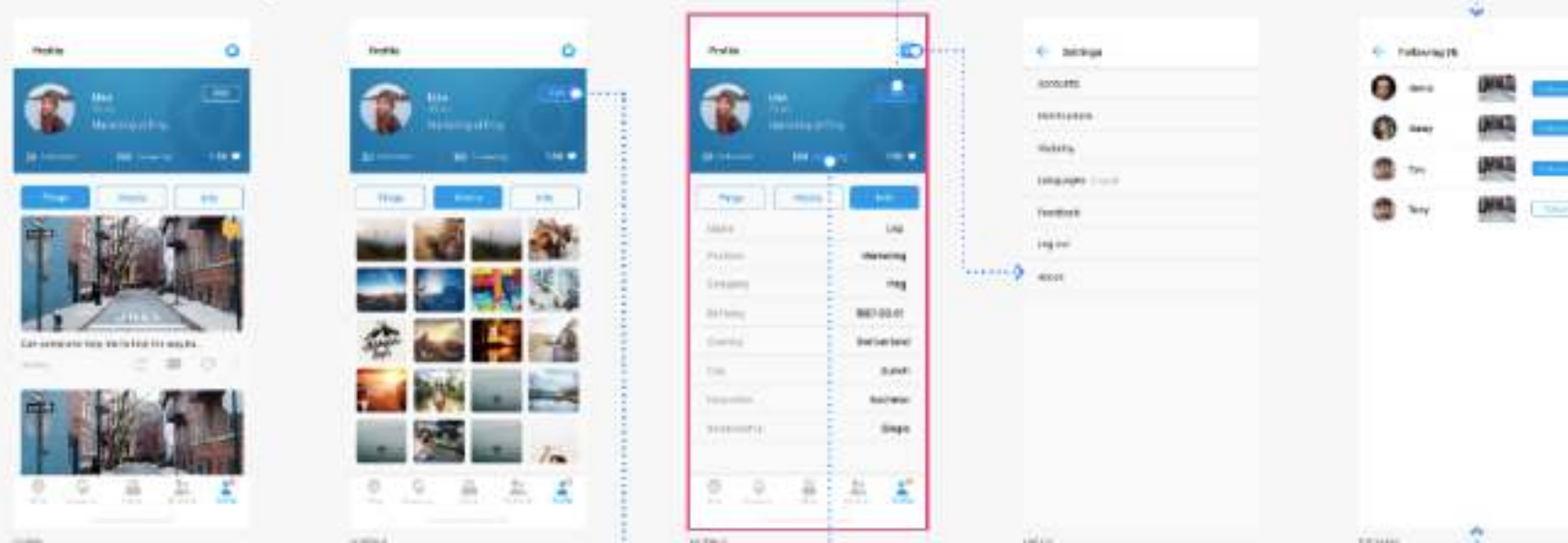
Contact flow

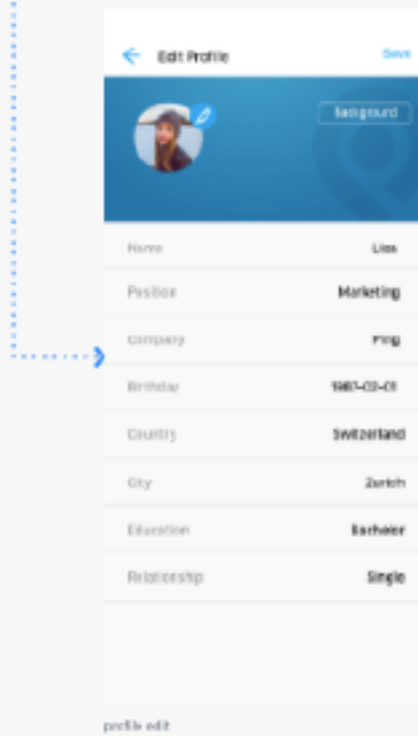


Add block list



Profile and setting





Results

Redesigned app is in beta mode and is being tested amongst beta testers.
Below are results:

16.76% Average Bounce Rate

14,269 Total Sessions

8.34 Average Pages/Session

11:59 Average Sessions Duration (min/sec)

WORK



Matcor Matsu

B2B dashboard

Matcor Matsu is an automotive manufacturing company dealing in B2B clients focused on marketing and selling automotive parts

ROLE



UX/UI Product Designer

SCOPE



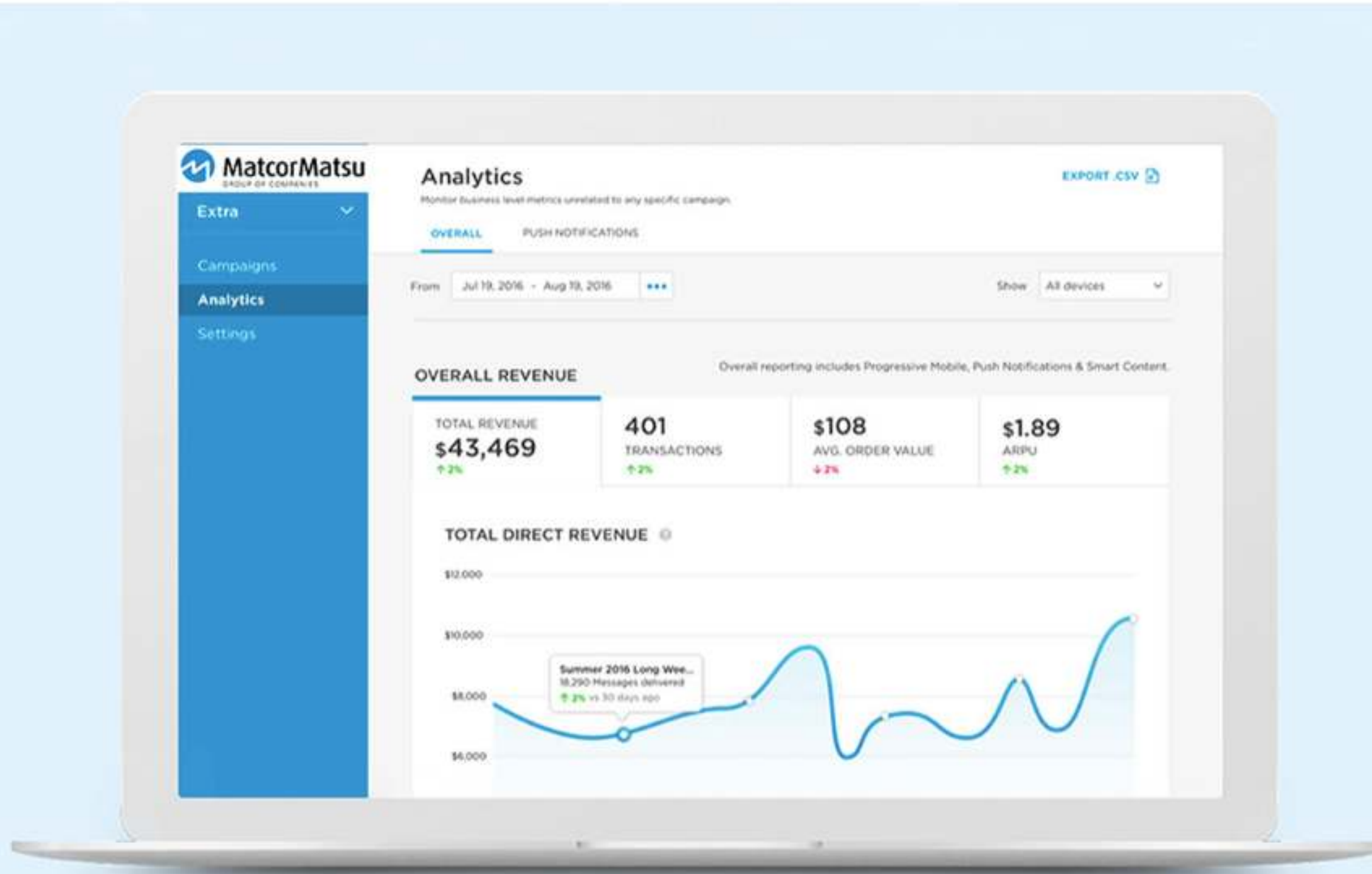
Wireframing, user flow, Usability testing,
UI-Design, Prototyping

CLIENT



Background -

Team launched a new tool for marketers, to send push notifications to shoppers. After launching the ability to send marketing campaigns, the next phase was to show marketers the huge potential for growth with the product.



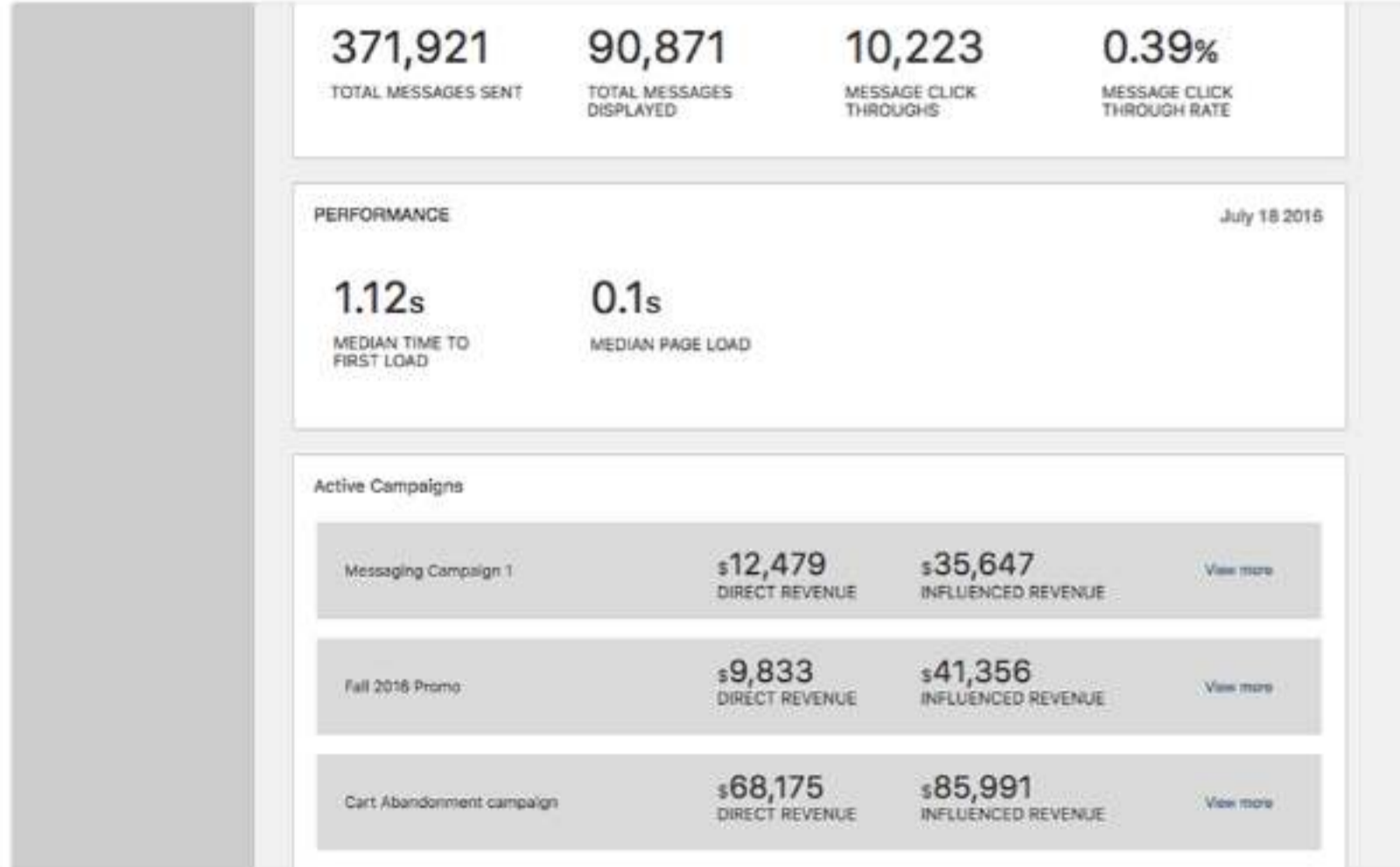
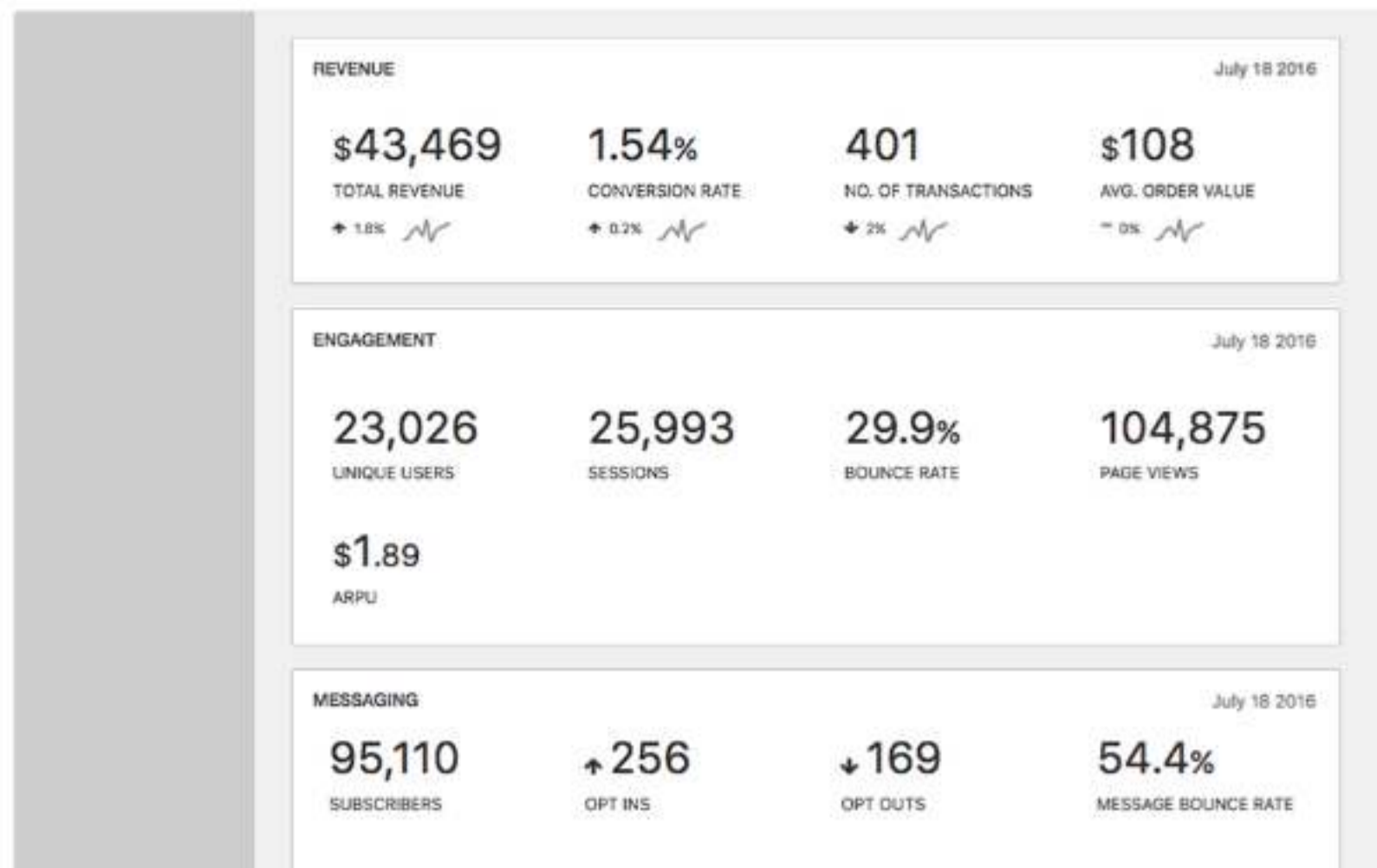
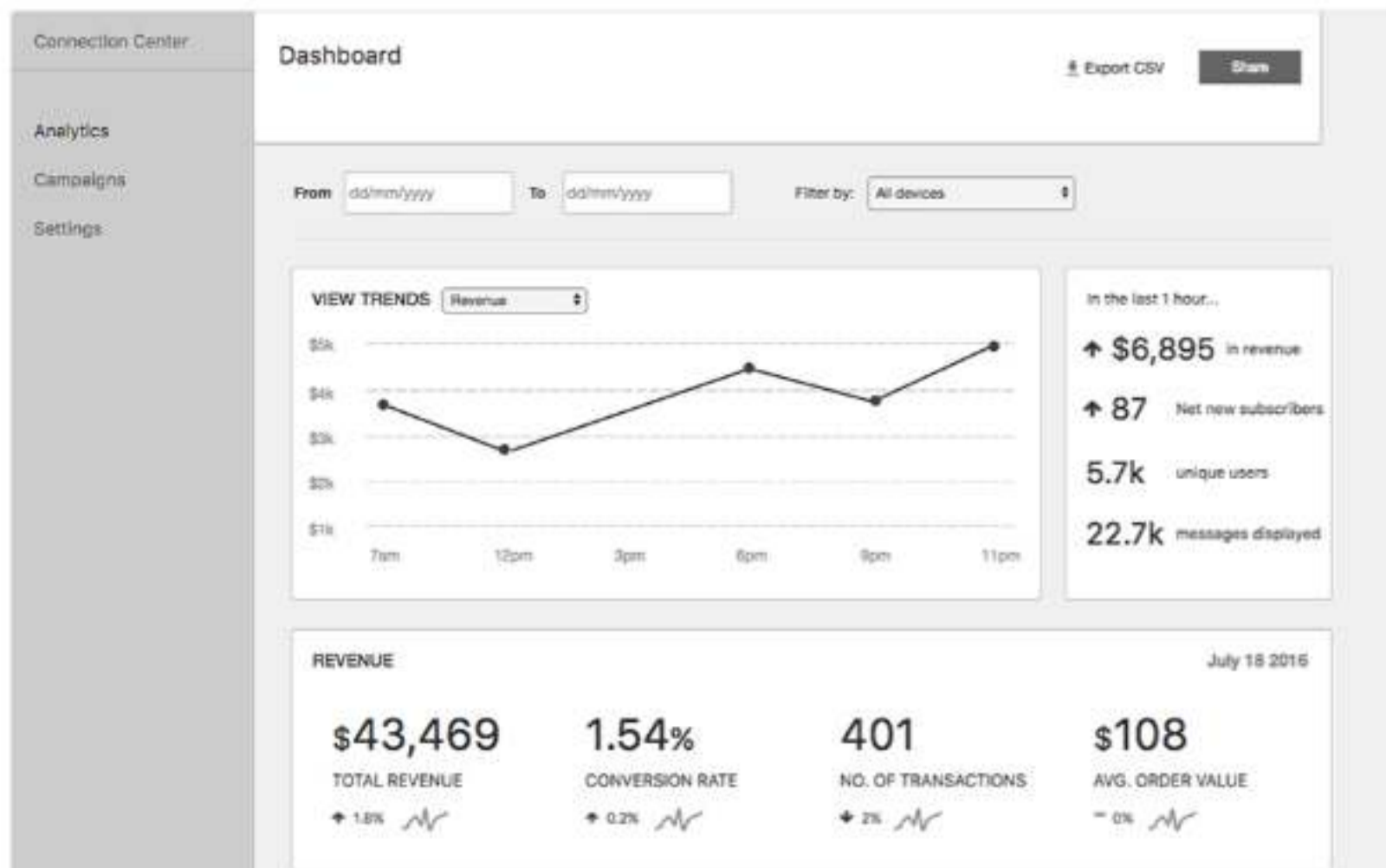
The Problem

- Our product was too modest. Our product is helping to drive significant revenue increases. But we weren't very good at showing that value.
- Our users only used our product around once a week. I wanted to increase the daily active users, to make our product a core part of their strategy to increase sales.

Starting with research

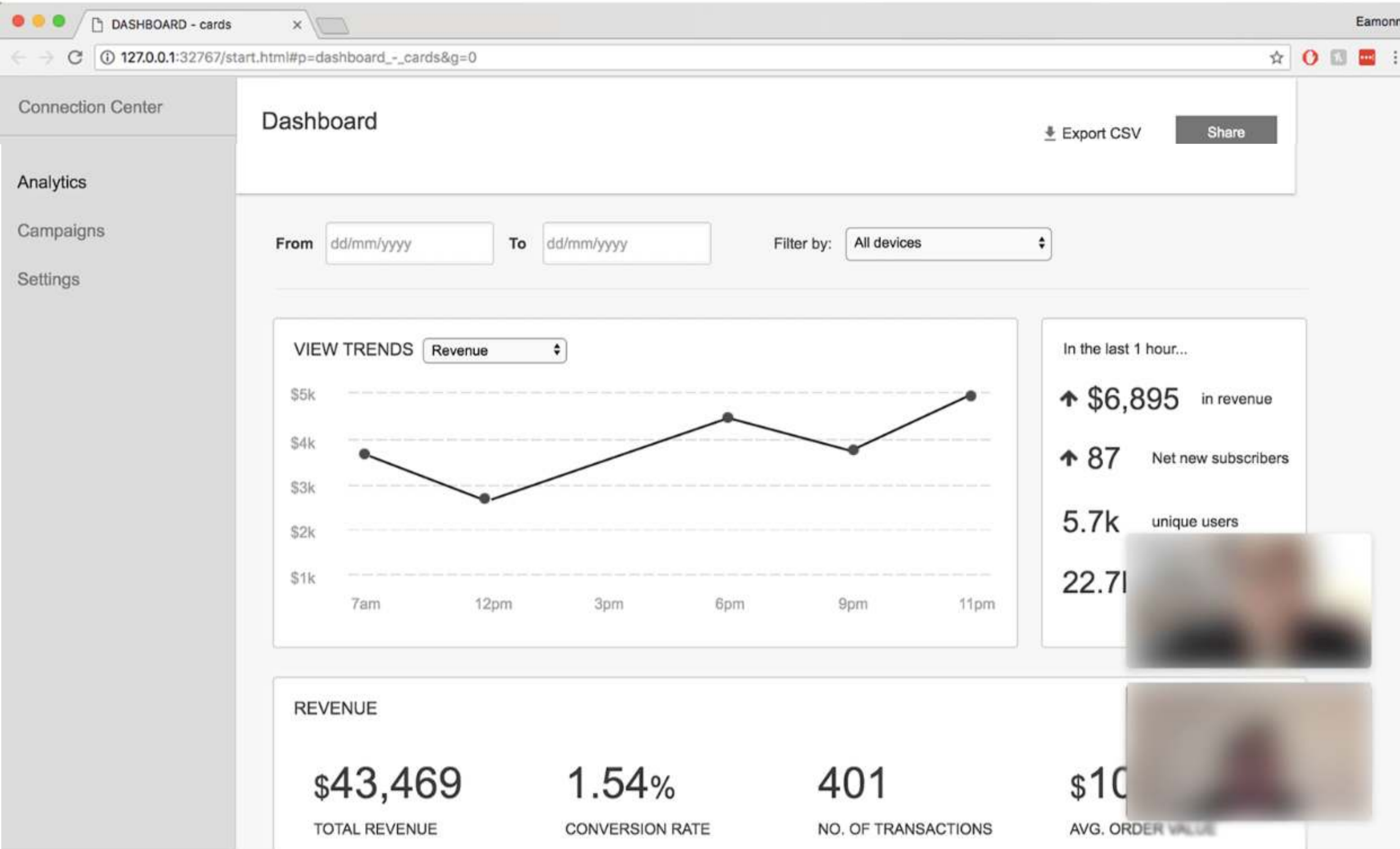
We had an abundance of data that we could show to users. So much so, that it would have been overwhelming. We didn't know which information they cared about, which metrics they usually use. We also wanted to build something that was different than existing tools, like Google Analytics. Some user testing was able to help us address both of these points.

Using a rapid prototyping tool (Axure), I quickly put together something to test. Because we didn't know which data was useful, we didn't spend time trying to organise. Instead, we wanted something fast, that would allow us to spark a conversation with our target users about what they wanted. We also had some ideas for features that we were sure would be useful (Real time data, Share with your boss/team etc).



Our first round of wireframes we put in front of users.

We ran user tests with 5 Marketers. We gave participants some tasks to complete, with some follow up questions. We asked them about their day to day role, and how a product like this might help them (or not).



Conducting a user testing session.

How it changed our design

We had plans to have real time data. We thought this would be game-changing, with users logging in so often to check the latest results. But our most exciting feature got a resounding NOPE. People just weren't interested in data this granular. They wanted more of an overall picture.

People didn't care about sharing functionality either. Most users said they usually just send a screenshot via email. This was really surprising, but it saved us significant engineering time.

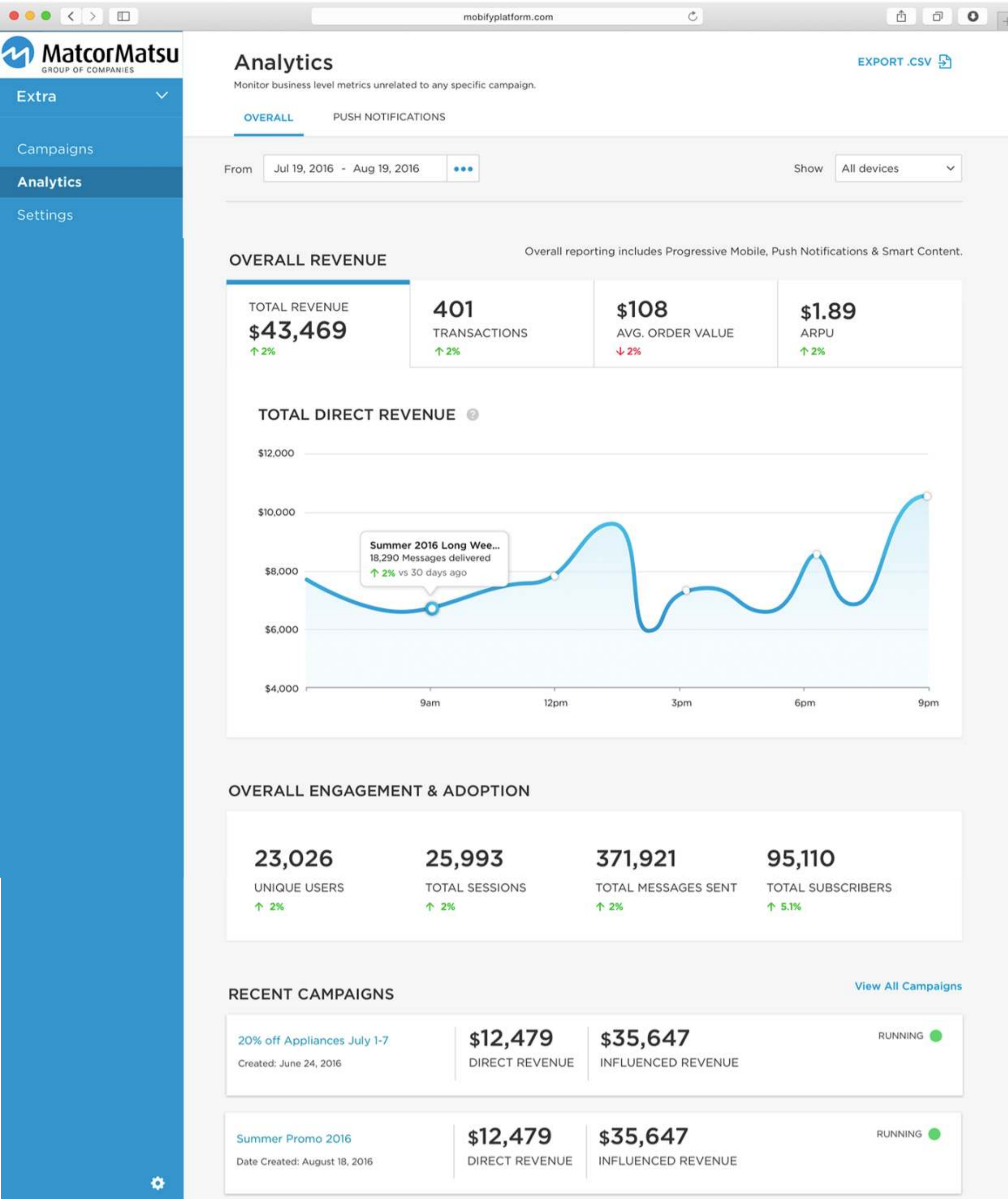
Market fit: We heard that tools like Google Analytics are too complicated, and required a lot of configuration. Our tool would work out of the box for customers. It should also be much simpler, and show some unique, valuable data.

Focus: We found a core set of metrics that marketers keep track of. The rest is noise.

We got so much value from testing early. Without wasting any engineering resources, we got invaluable feedback, that quickly let us iterate and fine tune our direction.

Visual design

Here's the visual design that we were ready to ship. 🚀



Our first visual design. Ready to ship!

Mobile was key. We wanted to give our users a reason to check back into our product throughout the day.

