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Focus Responsive Webapp

Collaborative task management responsive webapp for cross department collaboration

ROLE

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Product Designer

SCOPE

Constraints and the securitor, UX interviews, Wireframing, user flow, Usability testing, UI-Design, Prototyping

CLIENT



FOUS

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 collobaration which thinks feel personal

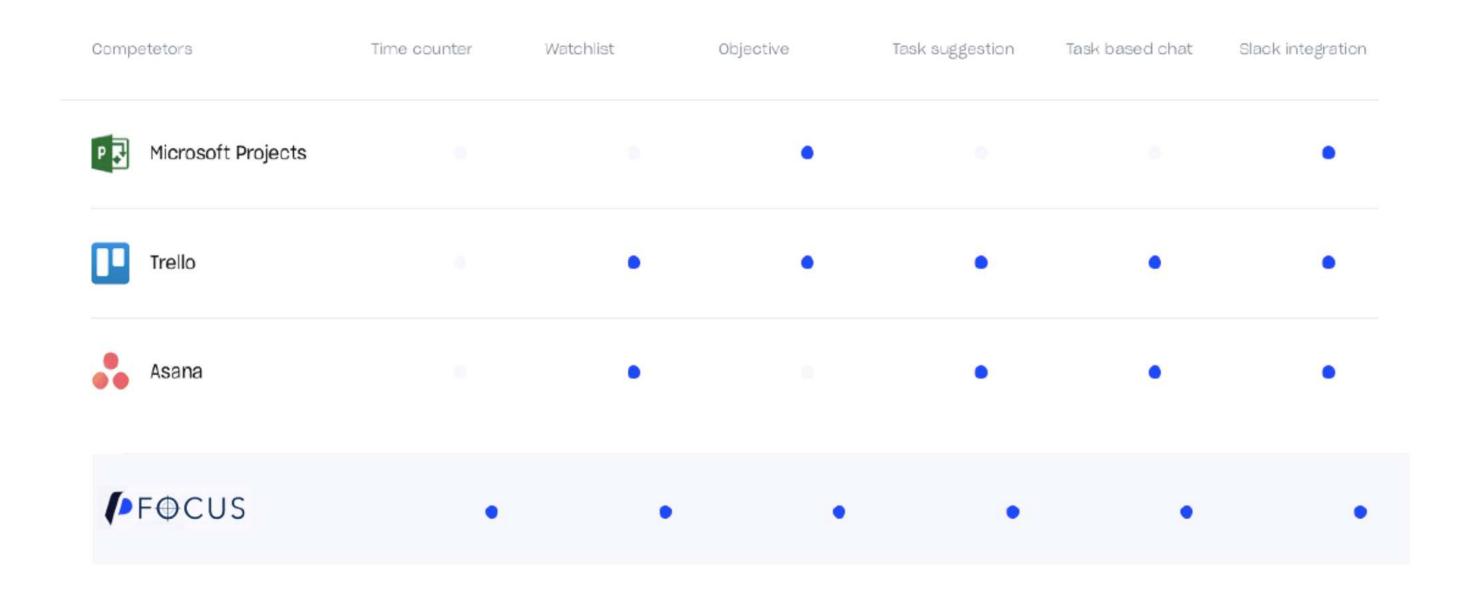


Organising projets in teams sometime be annyoing need" "Tasks feels overwhelmed

Competitor Analysis

Its important to analyse why targeted audience would choose our prouct over other competerors already exisits

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





Design Strategy

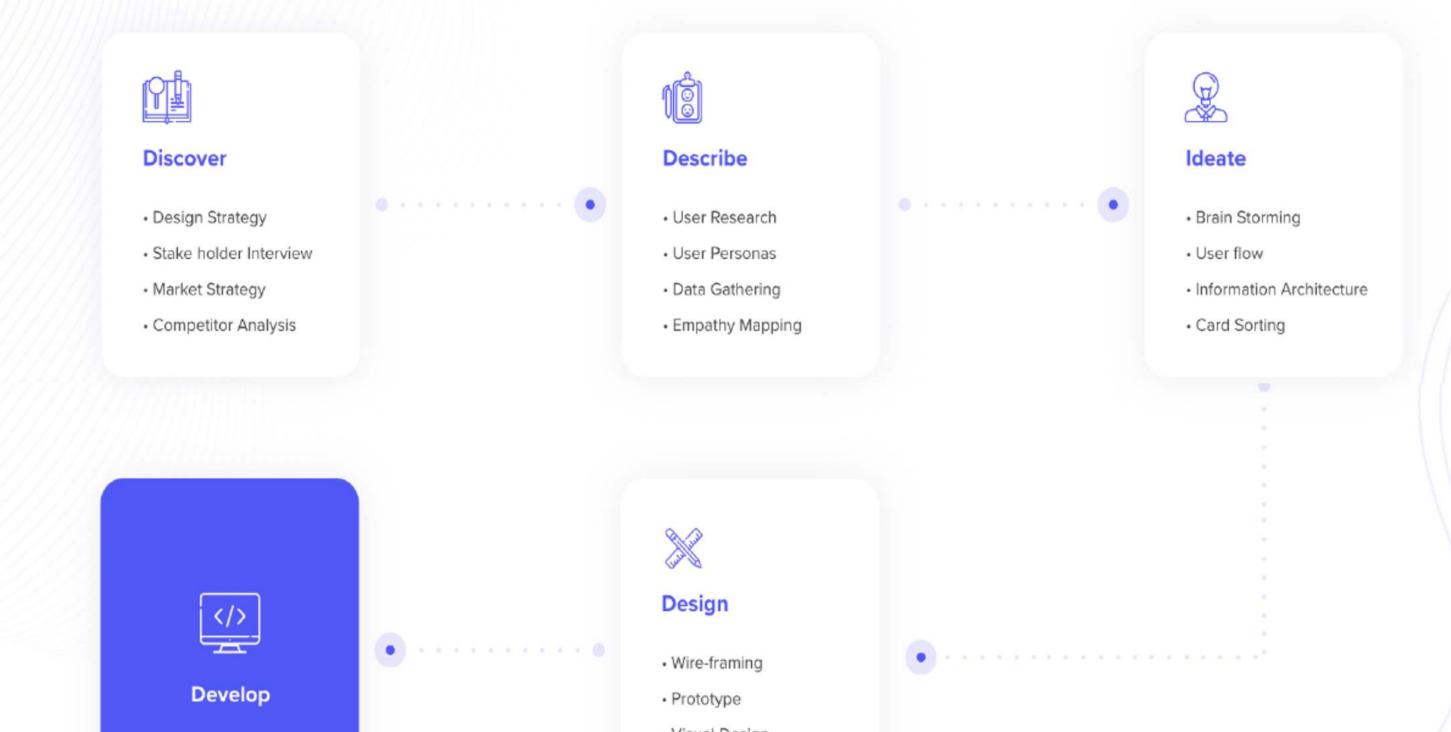




- To make a decision making dashboard design based on which team memebrs and workspace owners can make daiy task decision and track progress

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

User-Centered Design Process

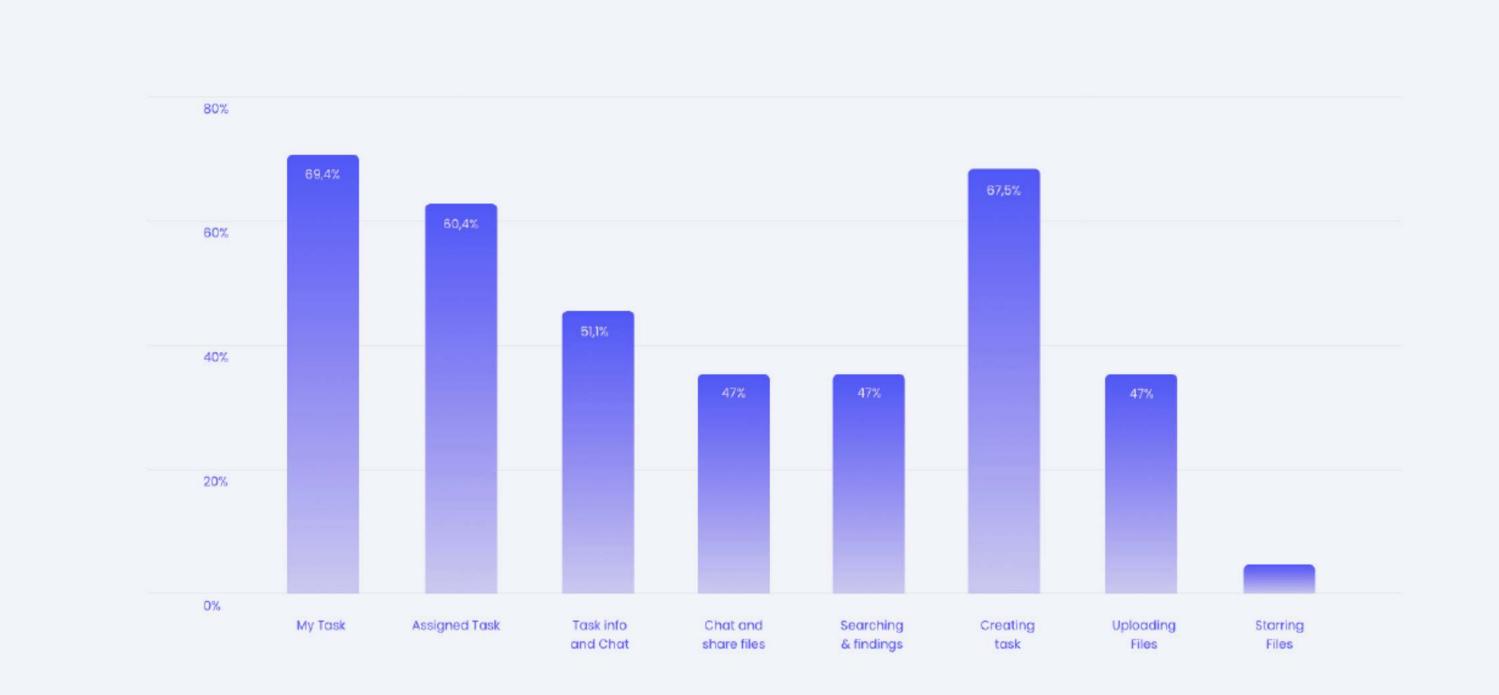


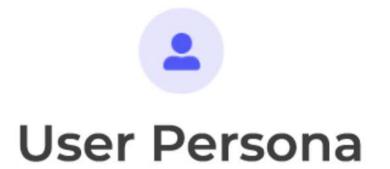
Visual Design
 Interaction Design

Quantitative Research (Online Surveys)

a

Most of the responsents (90%) use manaement 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.





Ashley Moore

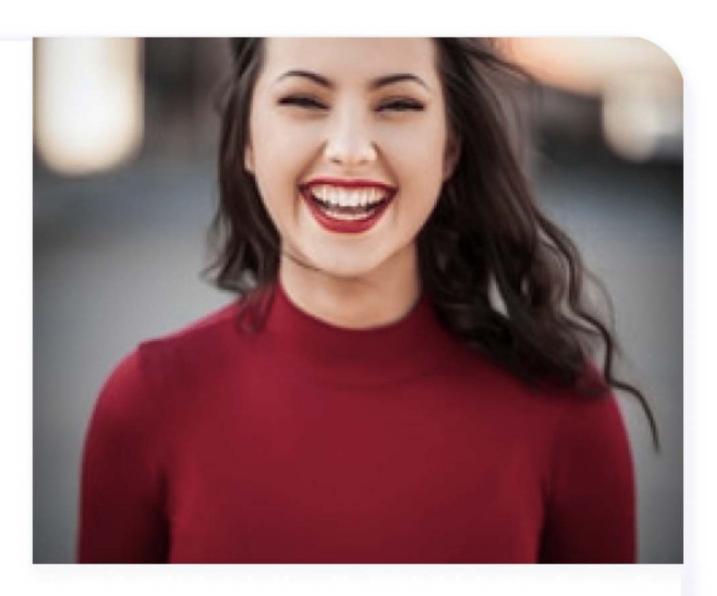
Product Designer, 22 years

Scenario

Ashley has to manage multiple projects and want to keep track of all assigned tasks. She hsa 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

Jser Fersona



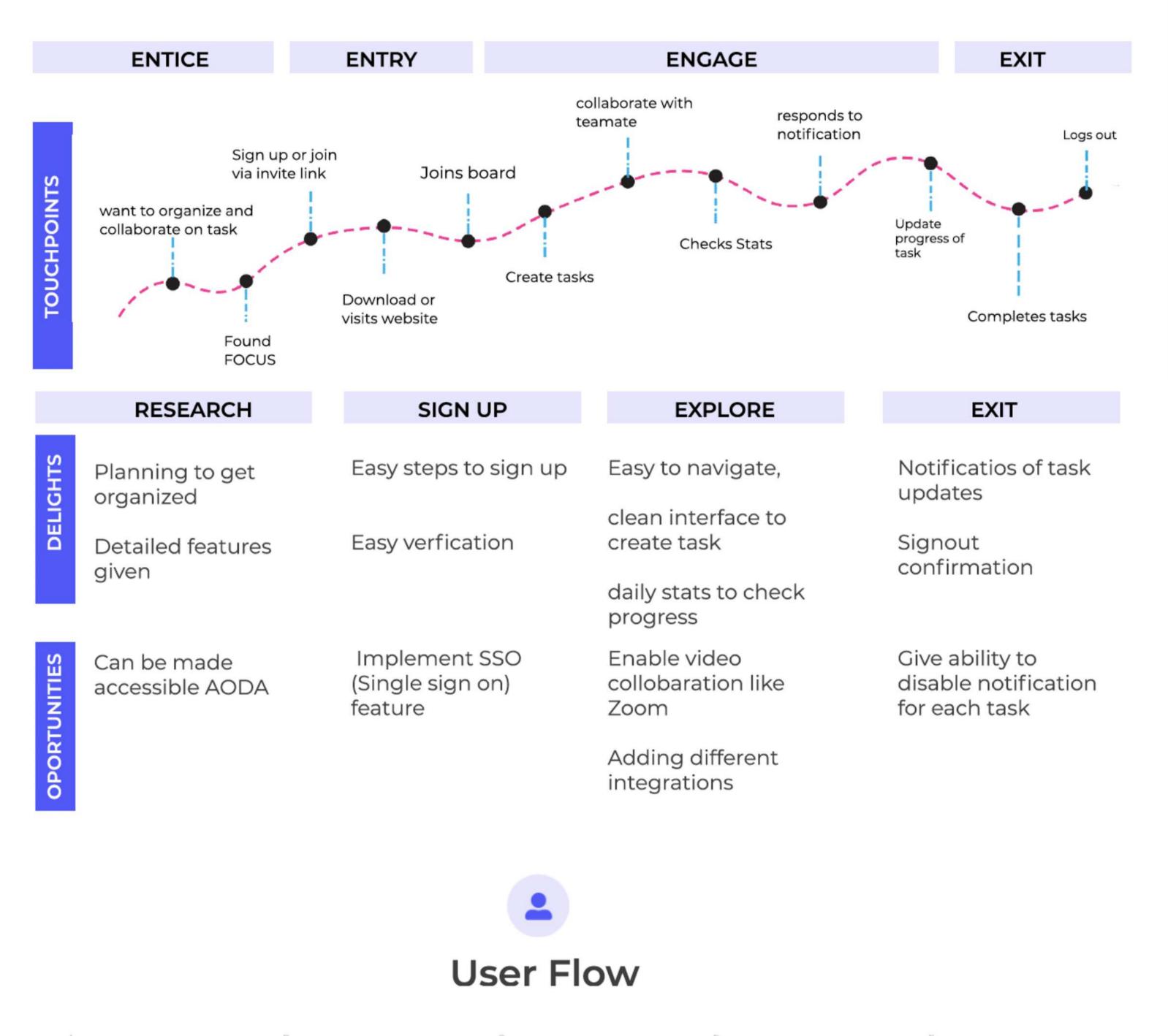
User Journey

Scenario

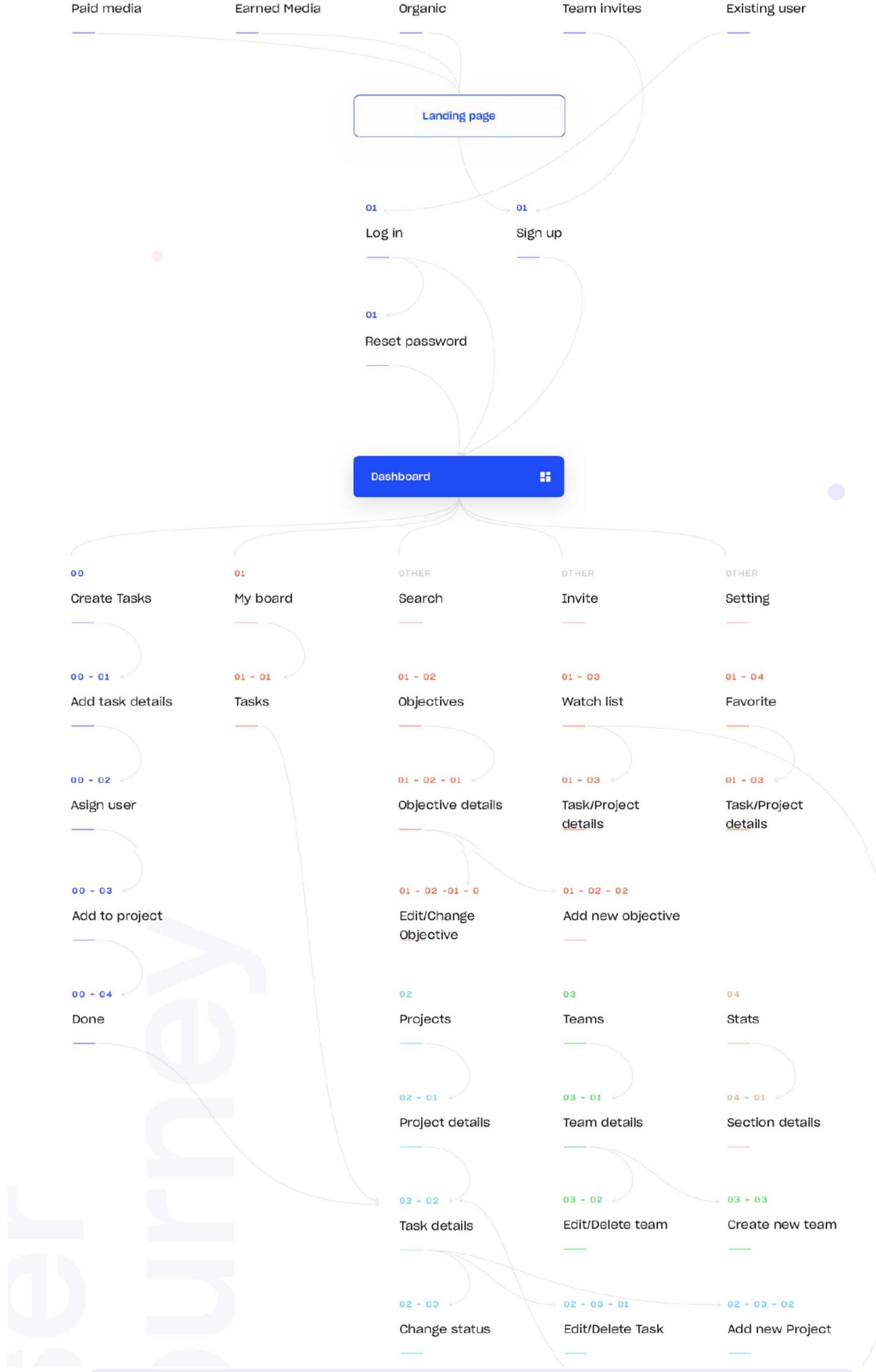
User wants to assign task and check stats of exisiting project

Goals -and expectation -

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



A G D E



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.

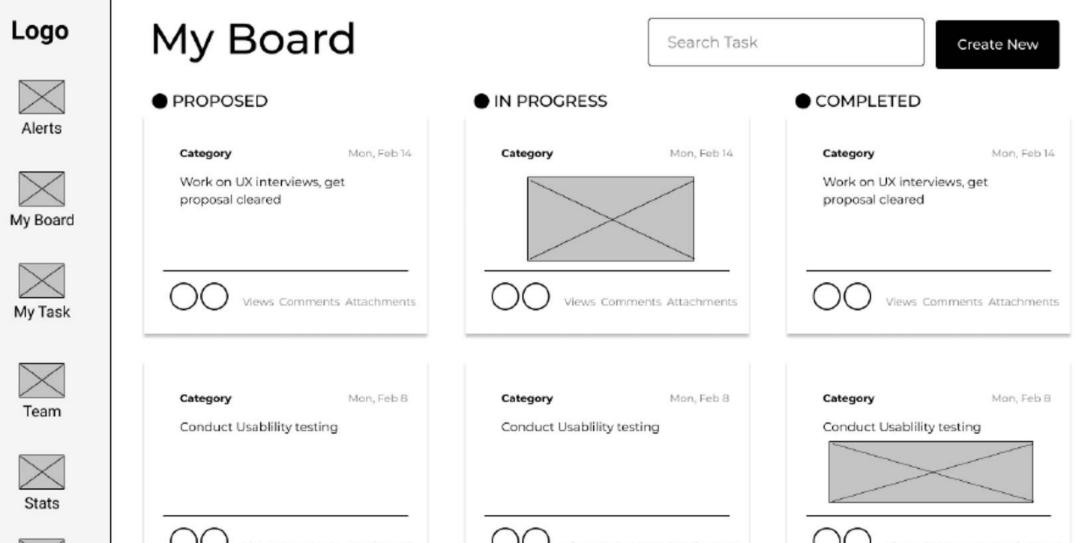


Wireframes

Interactive Figma link:

https://www.figma.com/proto/d2lOZ8b2ouJQshusZroJOF/FOCUS-Wirframe?nodeid=300770%3A589

Image 1 - MyBoard - here user can view all tasks

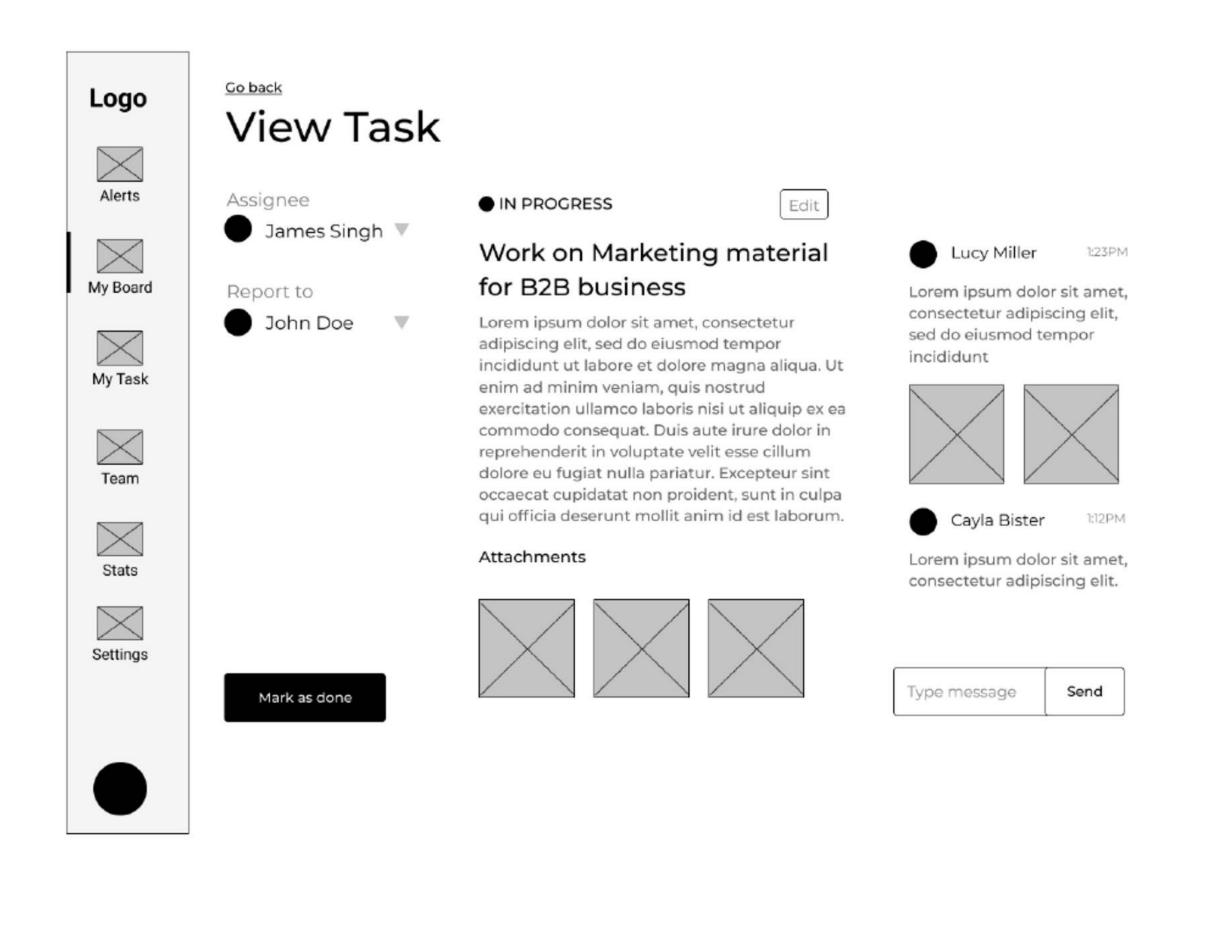


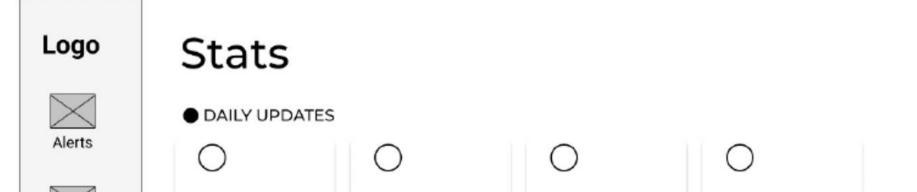
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Image 2 - New Task - user creates new task

Logo	My Board	Search Task Create New
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Image 3 - View Task - user click on task and get detailed info



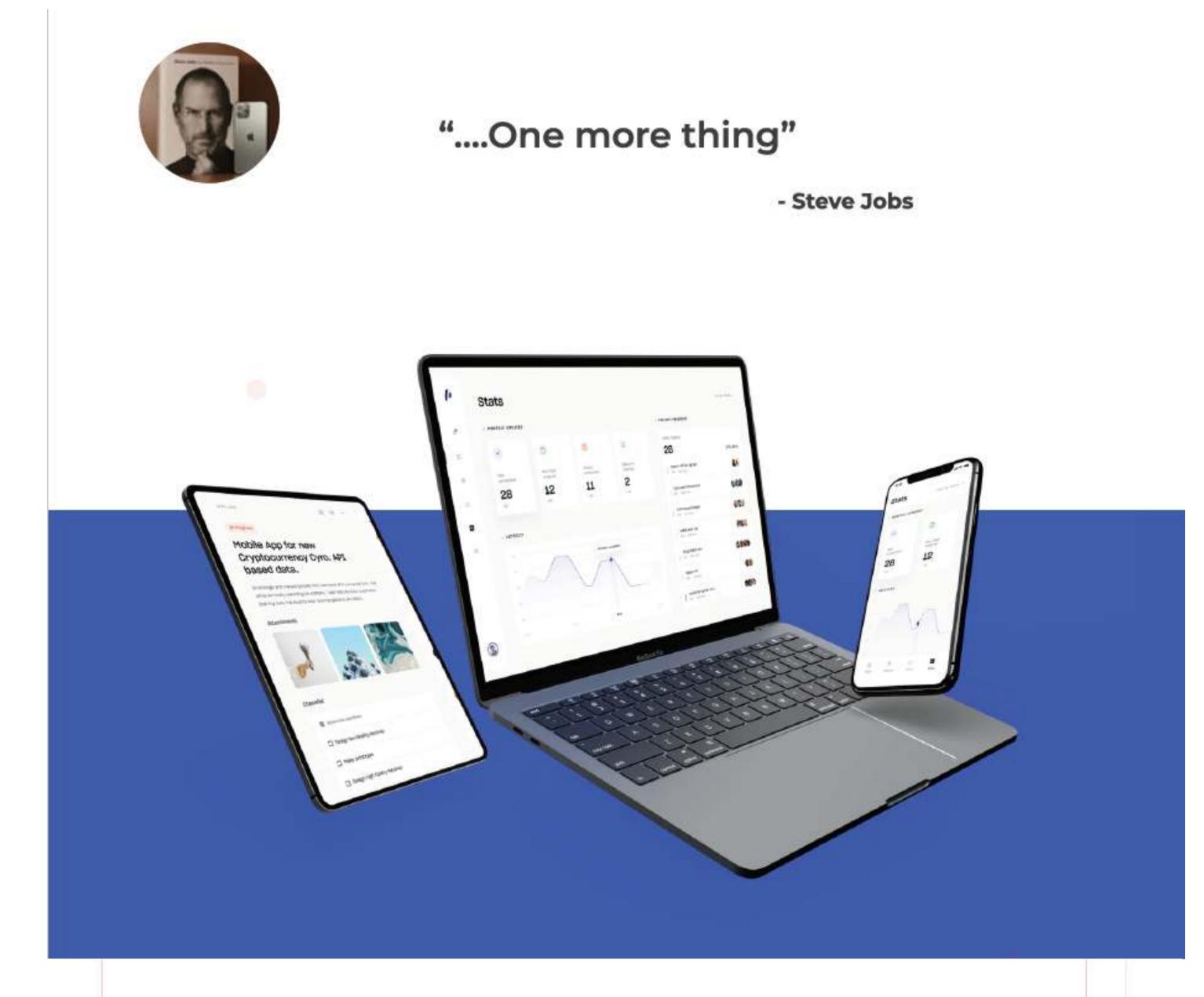


View by Day 🛡

My Board	Task completed	New task assigned	Project completed	Objective reached
My Task	12	10	8	2
Team	 PROJECT PROGRES Active Projects 28 	SS		
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Visual Design



Design System

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

1. FONT



40 PT | 52

Sharp Grotesk - Medium

28 PT | 42

Sharp Grotesk - Medium

20 PT | 30

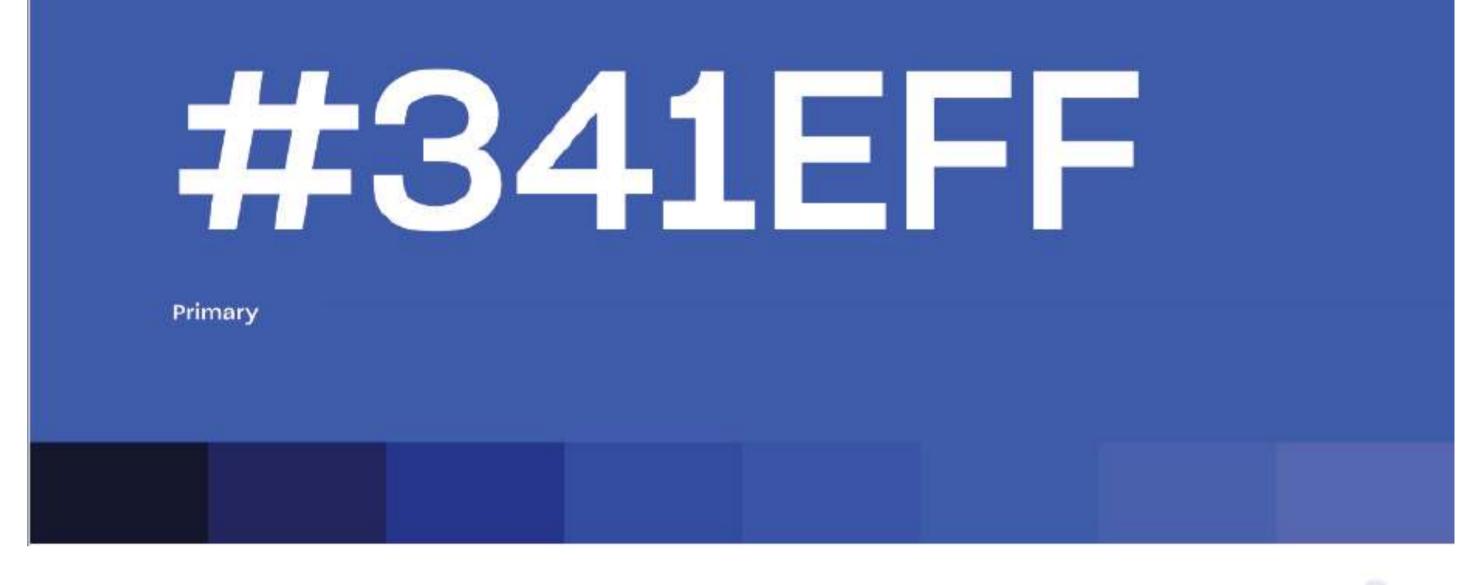
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14 PT | 20

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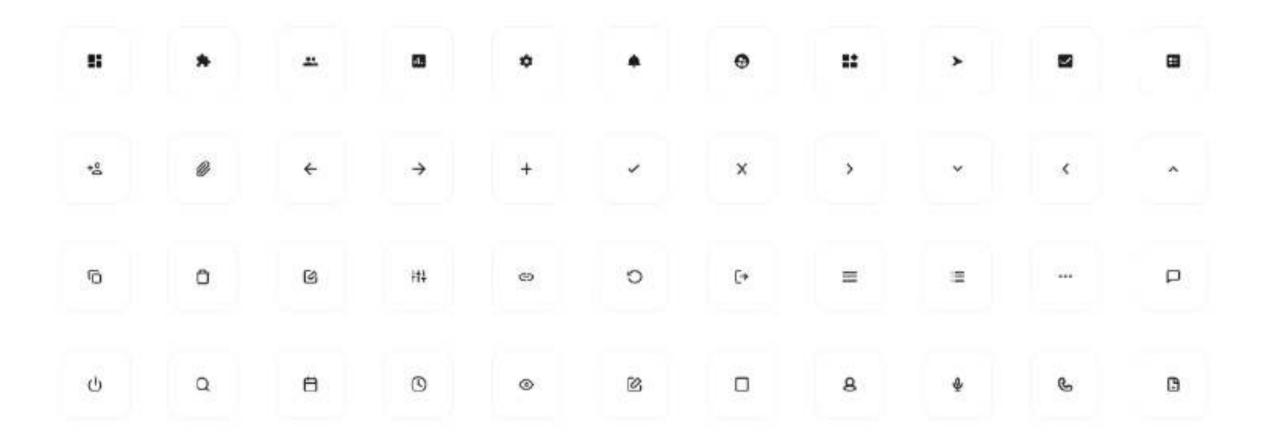
Sharp Grotesk - Medium

12 PT | 18 Story Globesk - Book 2. COLOR





3. ICONS





FOCUS

4. UI ELEMENTS

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Organzied **Task Details**

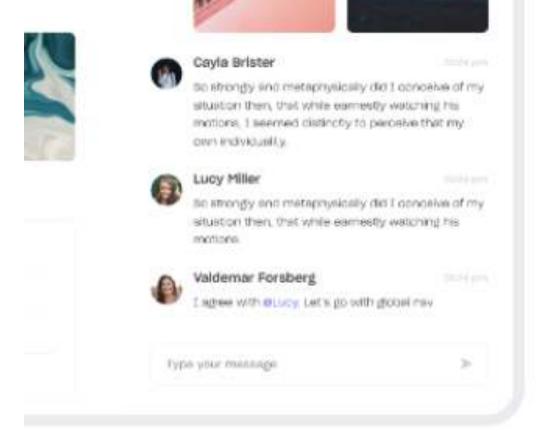
Seamless, pixel perfect design

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		Design low fidelity modeup
0		Make prototype
	Mark as Done	 Design high fidelity mockup

	Discussion History	
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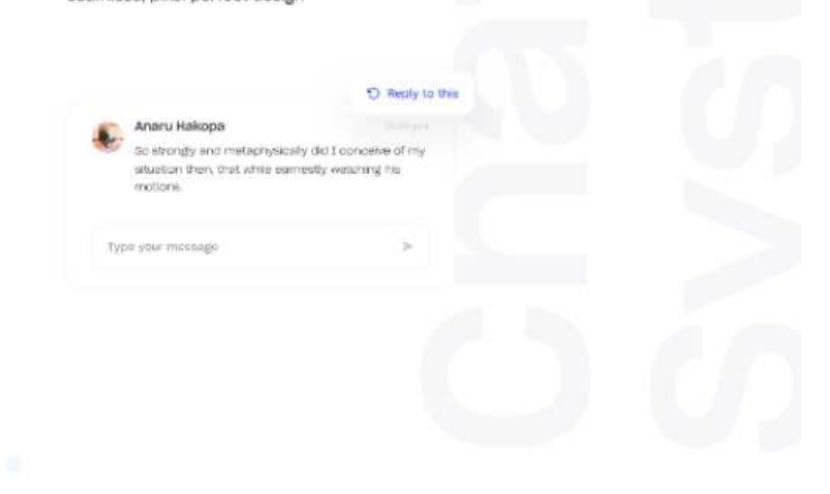
Task Based Chat System

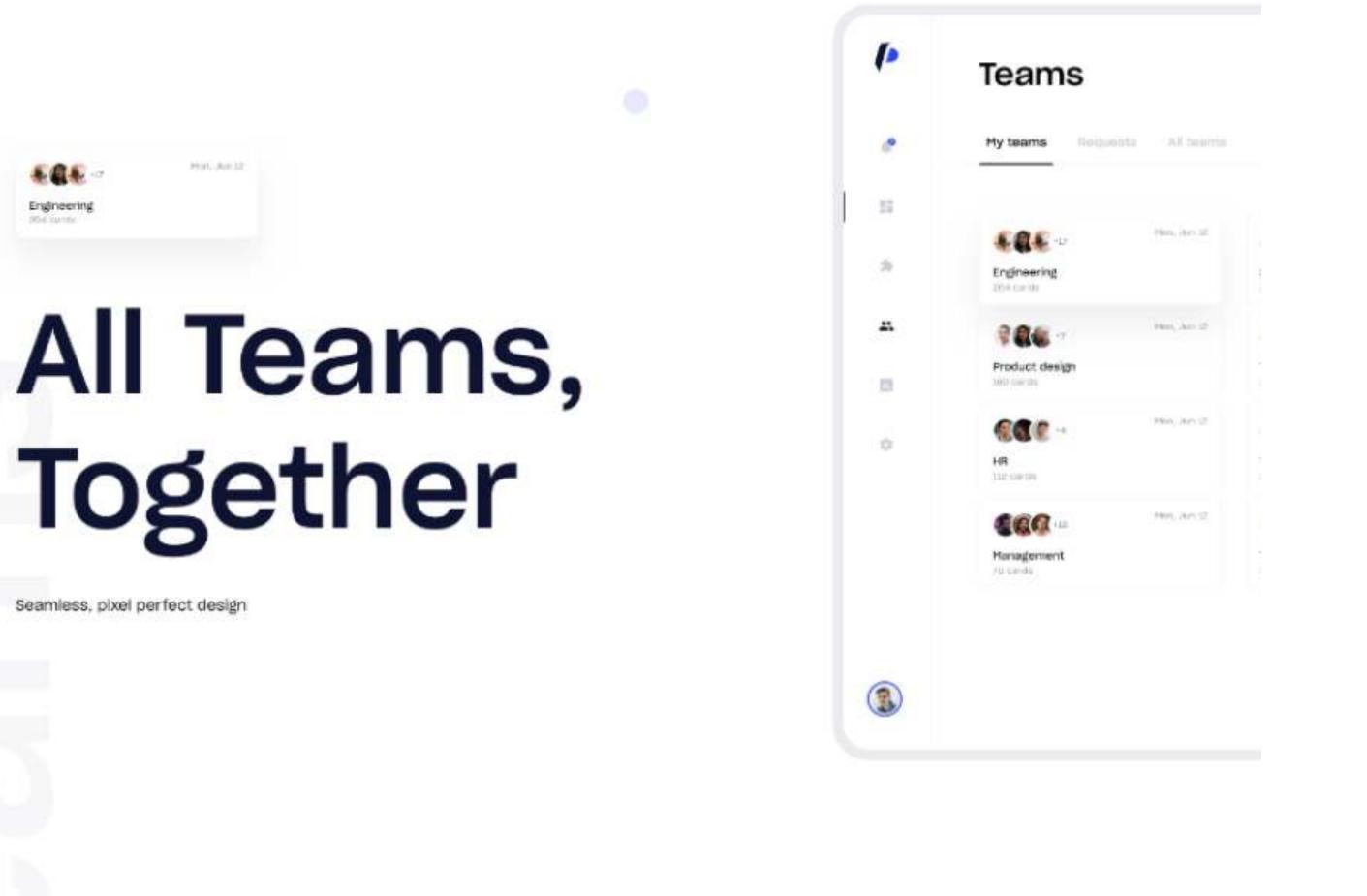
Seamless, pixel perfect design



LEL

Engineering

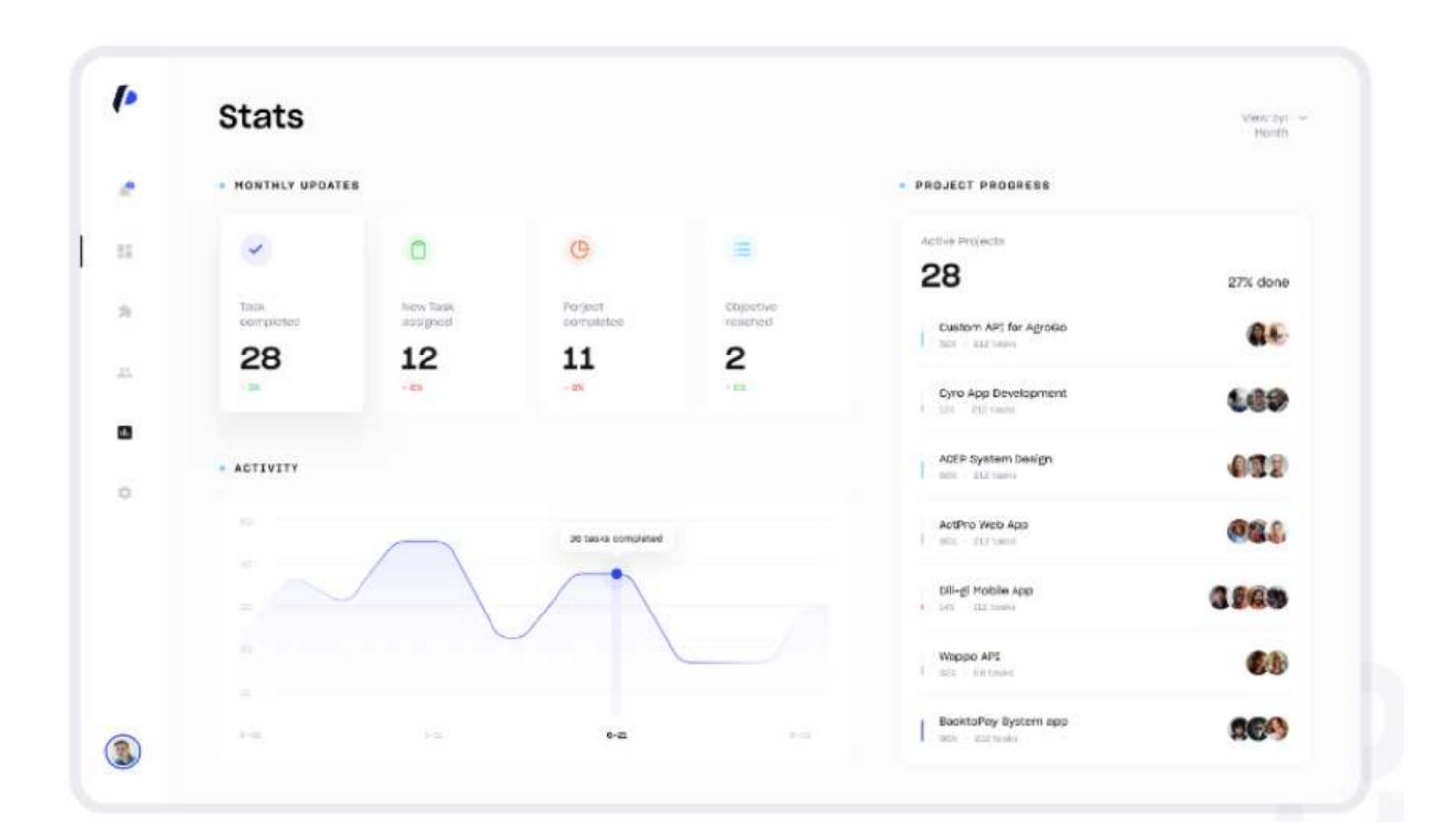






Data Driven Stats

Stats make your Progress tracking easy

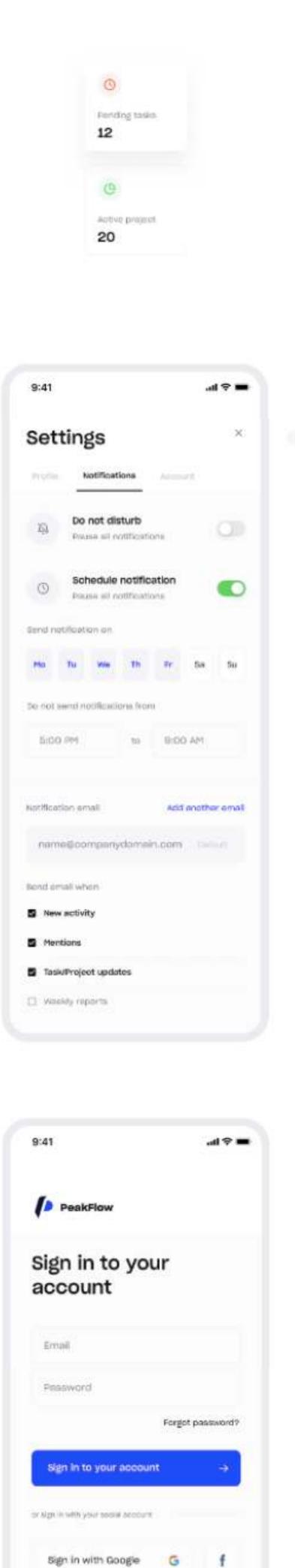




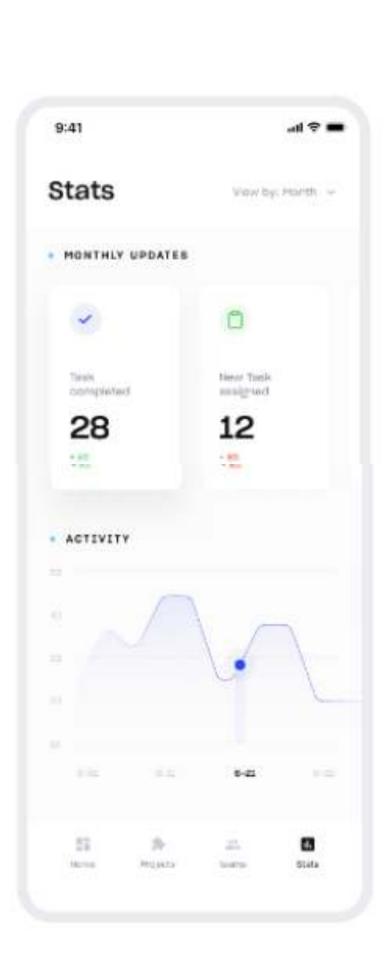


Sure, works like a charm!

The experience on mobile devices is as good as its on the web. Ex[erience the



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Outcome

Cross-department collaboration

collaboration increased and which increased productivity

Campaigns goes live 40% quicker

Removing the barrier of collaboration increased the productivty, 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 tackeing features requests assigned by POs in JIRA tickets.

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

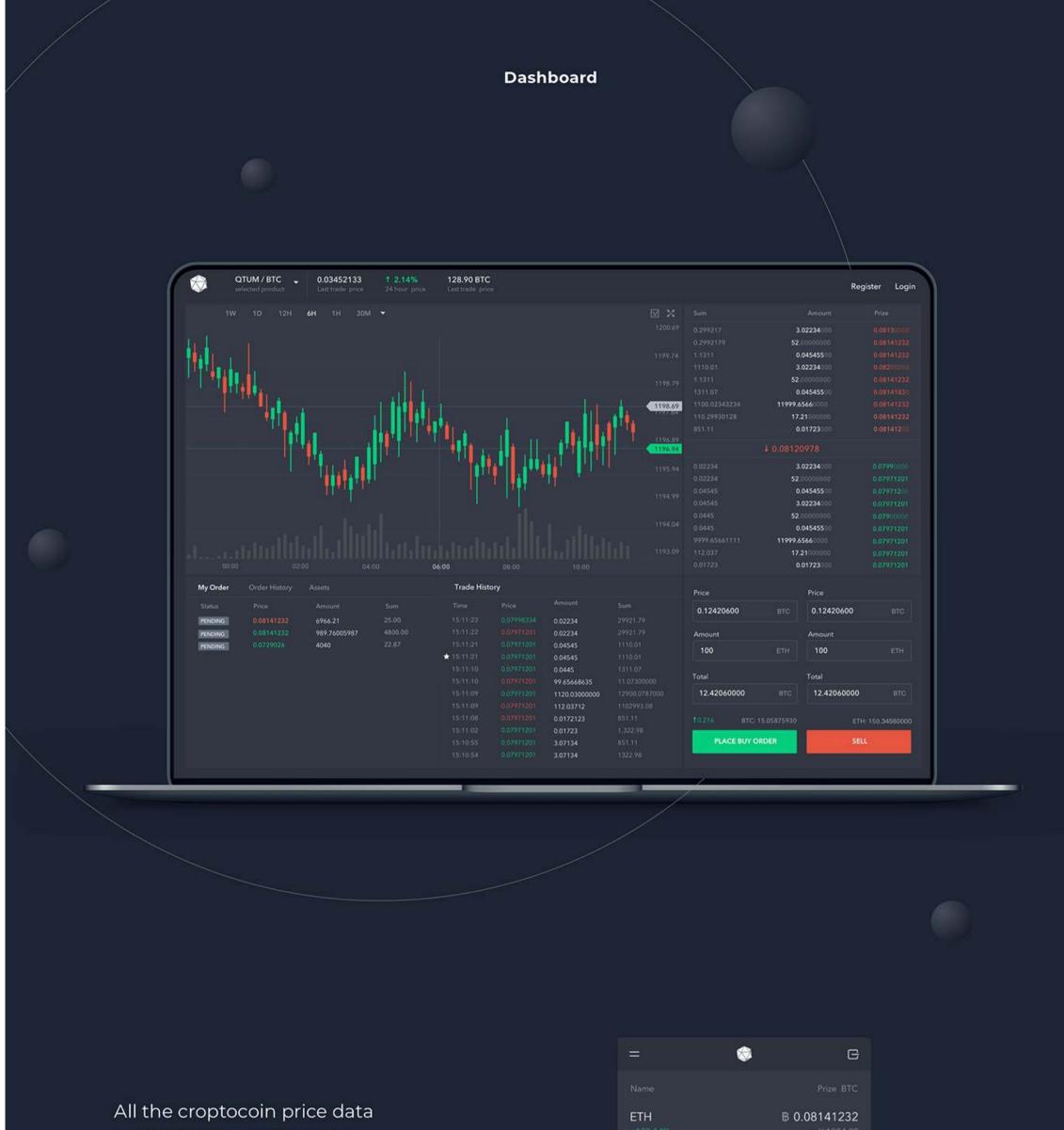
SCOPE

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

CLIENT

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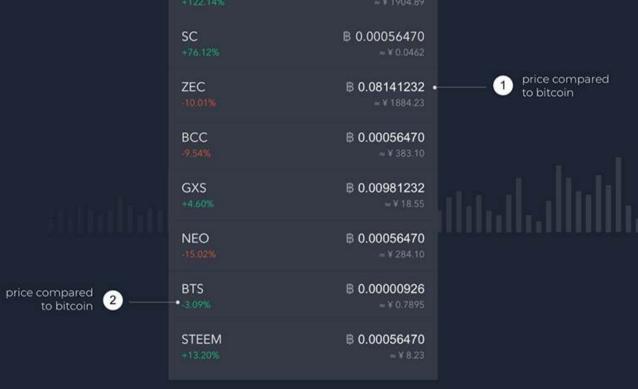




Real-time crypto price index with graphs & historical data for 500+ coins including bitcoin, ethereum, & altcoins from major cryptocurrency exchanges.

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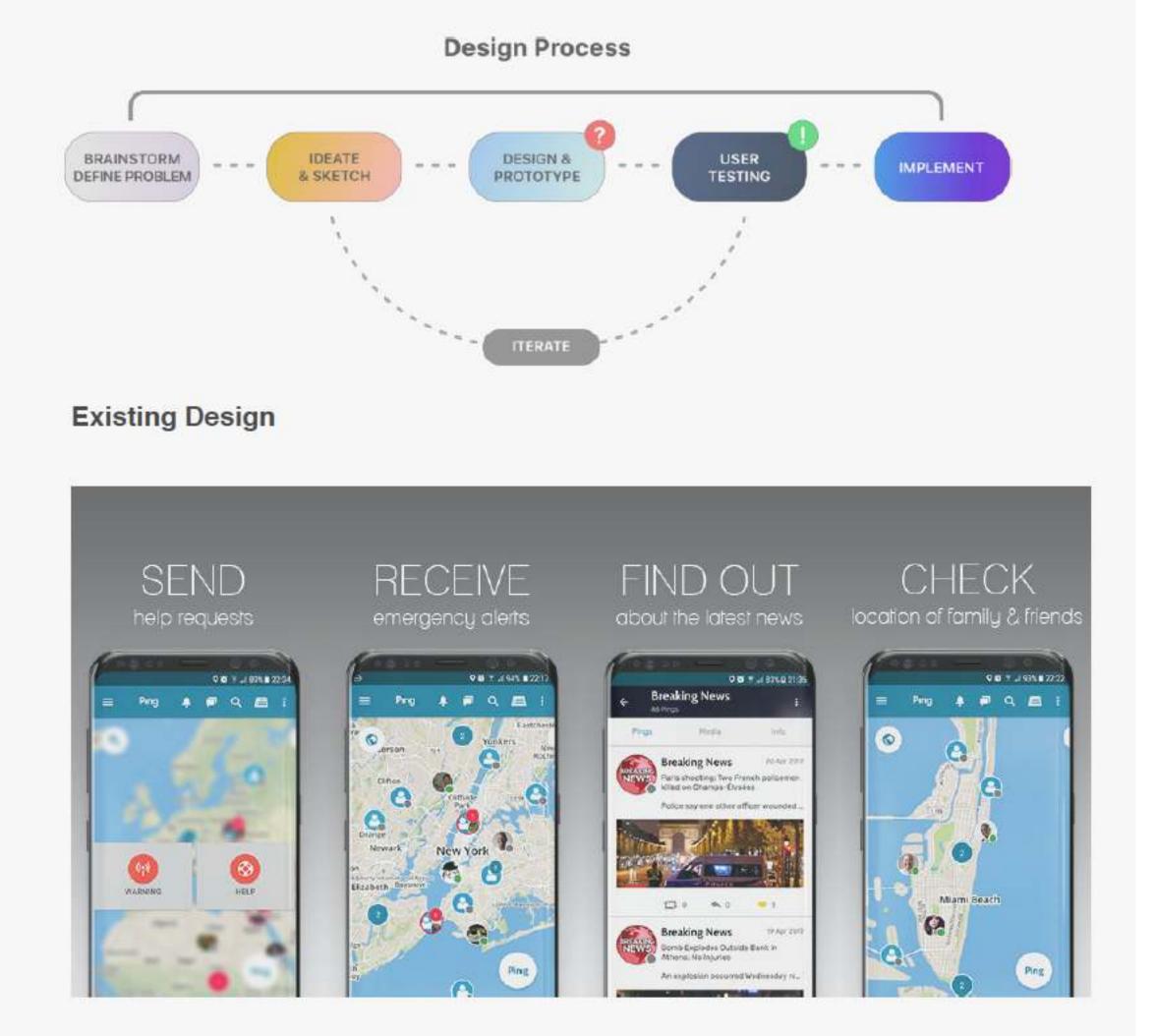
Ping Android and iOS mobile app

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





Challenge - Redesigning entire app

Challenge was to redesign existing interface and make it more intutive 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

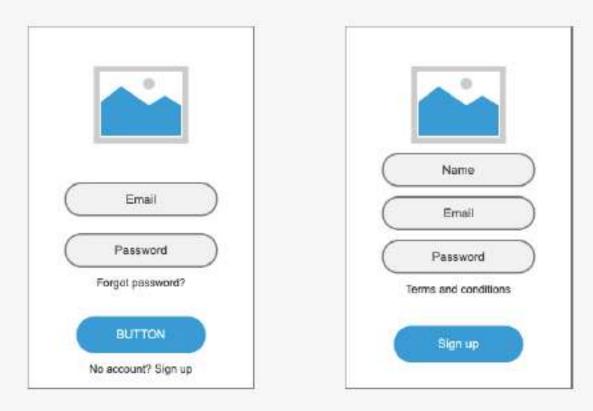
Ideation + Execution

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.

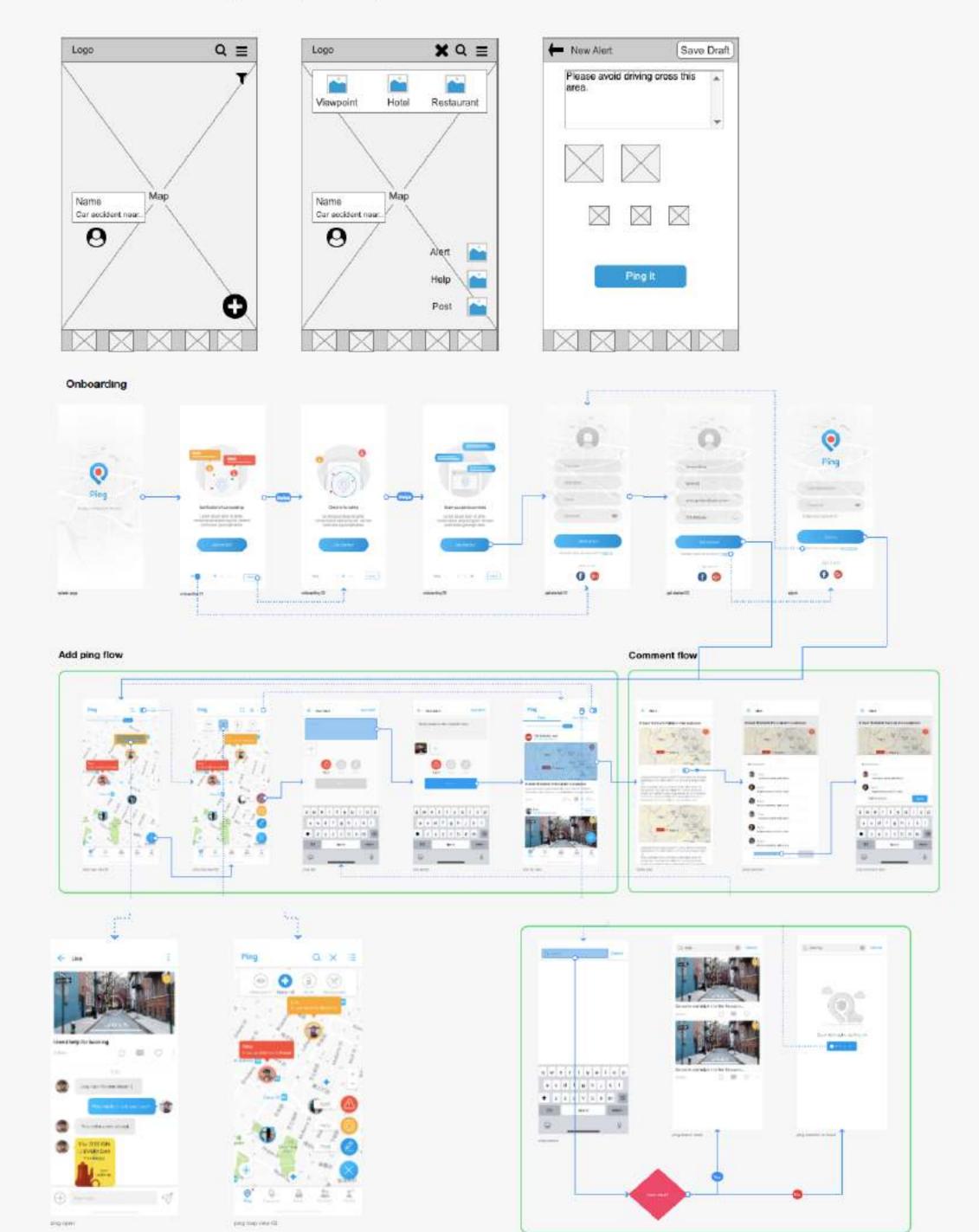
Since we were on a pretty tight timeline to make our ideal launch date, we decided to start sketching and doing low-fidelity wireframes in tandem with content being created. This did lead to a fair amount of readjustments of the wireframes when the content did finally come in, but we were able to settle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

Some Wireframes

Log in

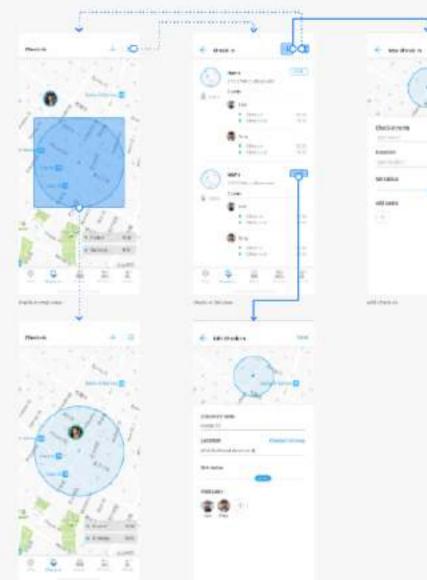


Home Screen - posting a Ping



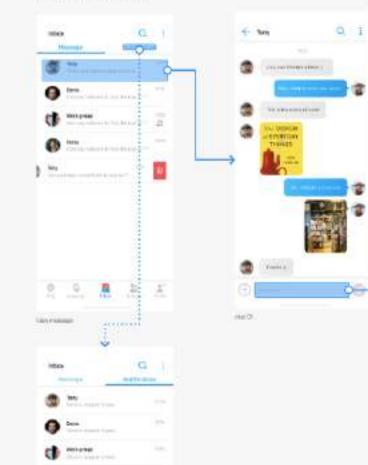


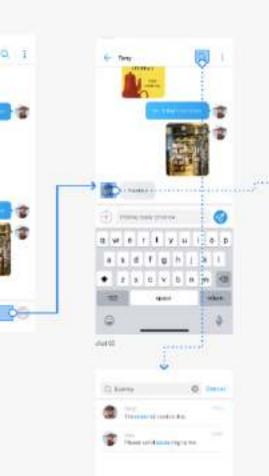
Add and edit check-in



Contact flow

(participation)







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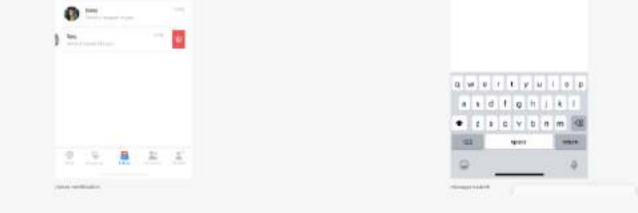


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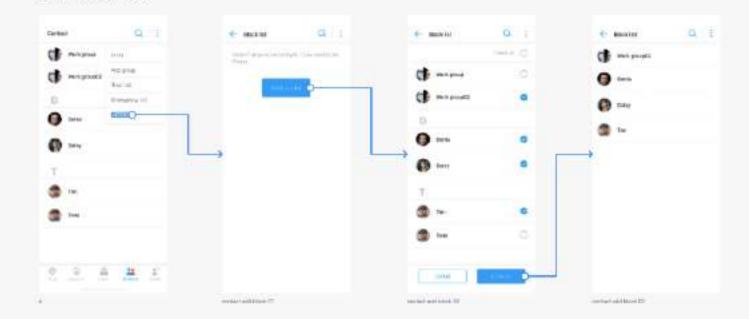
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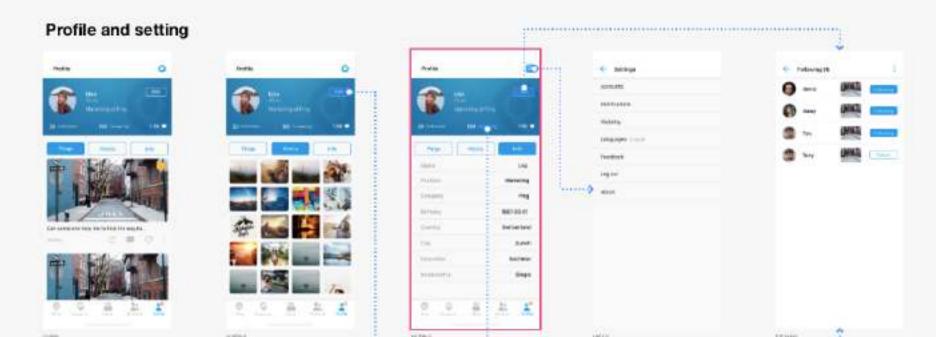


(Helevale)



Add block list







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)

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Matcor Matsu B2B dashboard

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



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

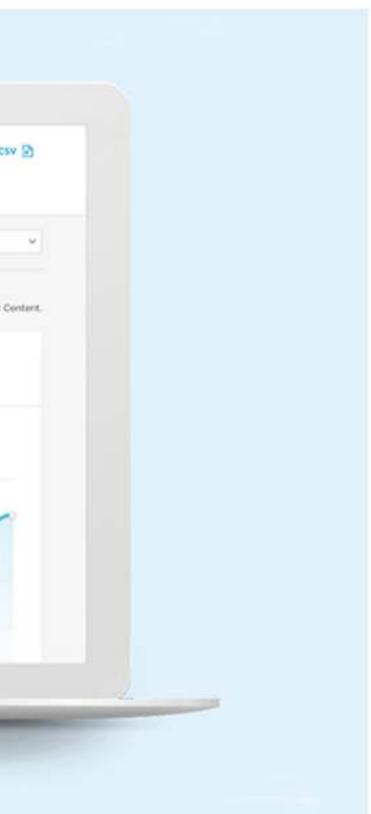
🗠 MatcorMatsu

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.

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The Problem

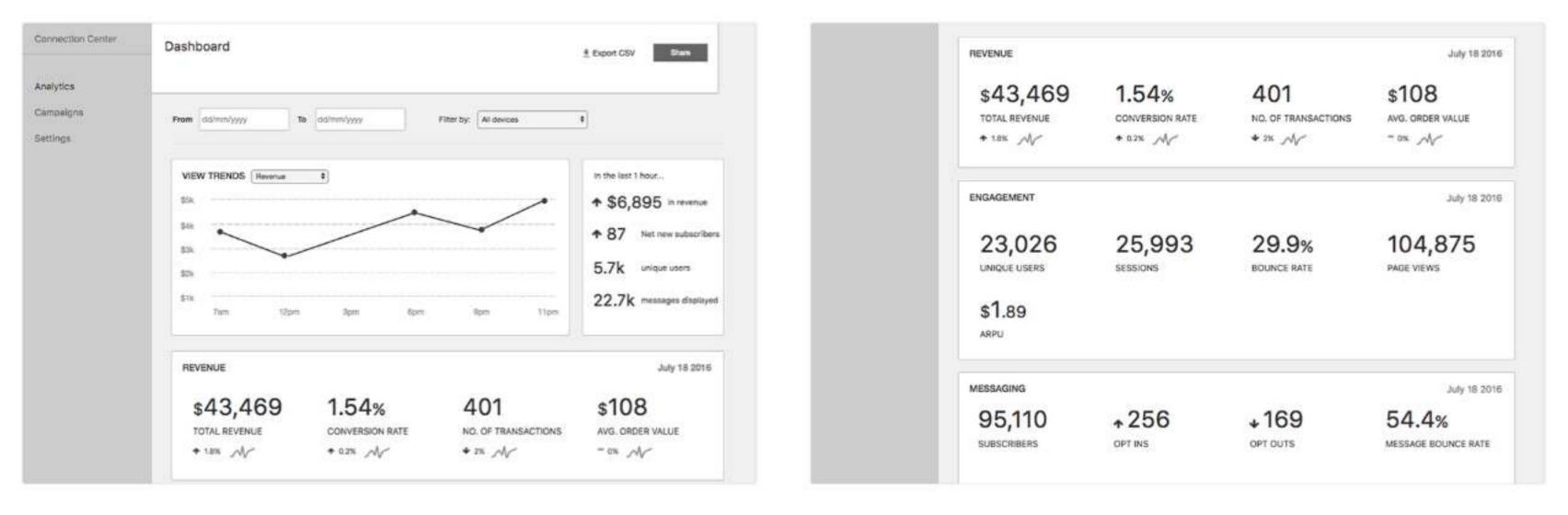
1. Our product was too modest. Our product is helping to drive significant revenue increases. But we weren't very good at showing that value.

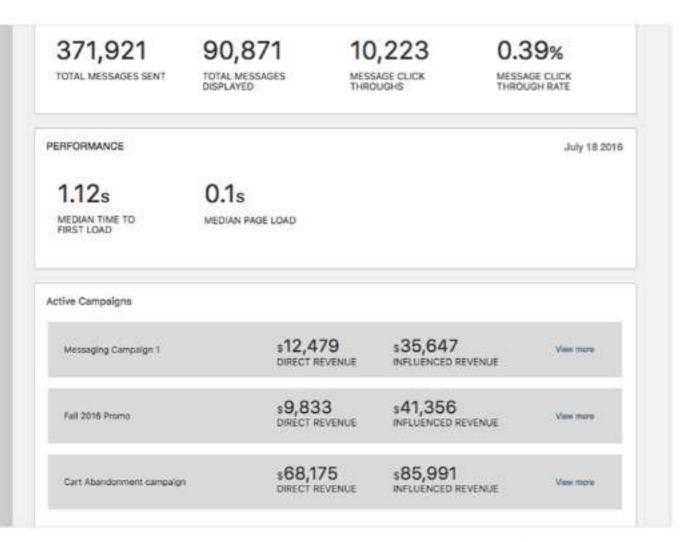
2. Our users only used our product around once a week. I wanted to increase the daily active users, to make our product a core part of their strategy to increase sales.

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).

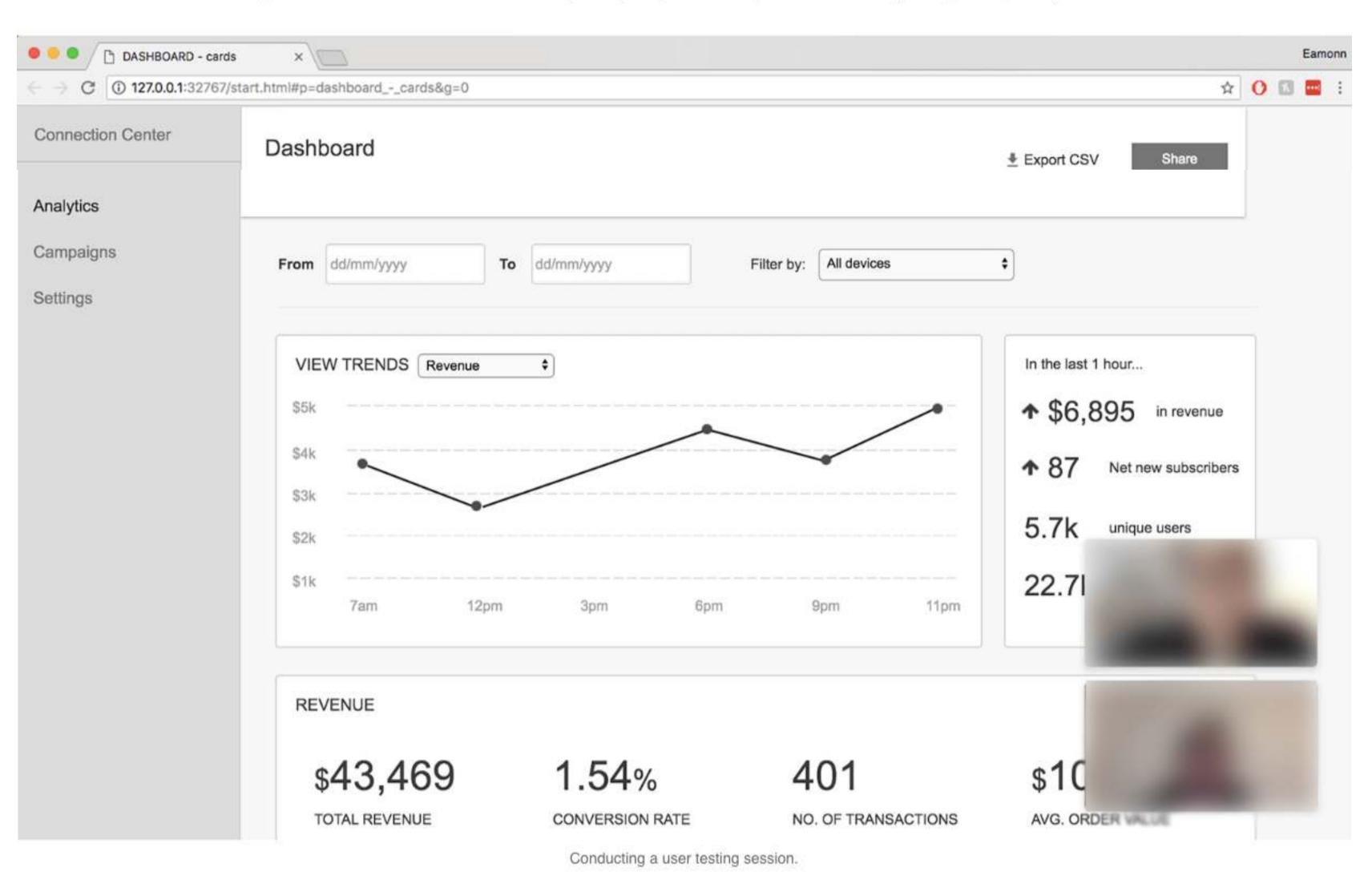






Our first round of wireframes we put in front of users.

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).



How it changed our design

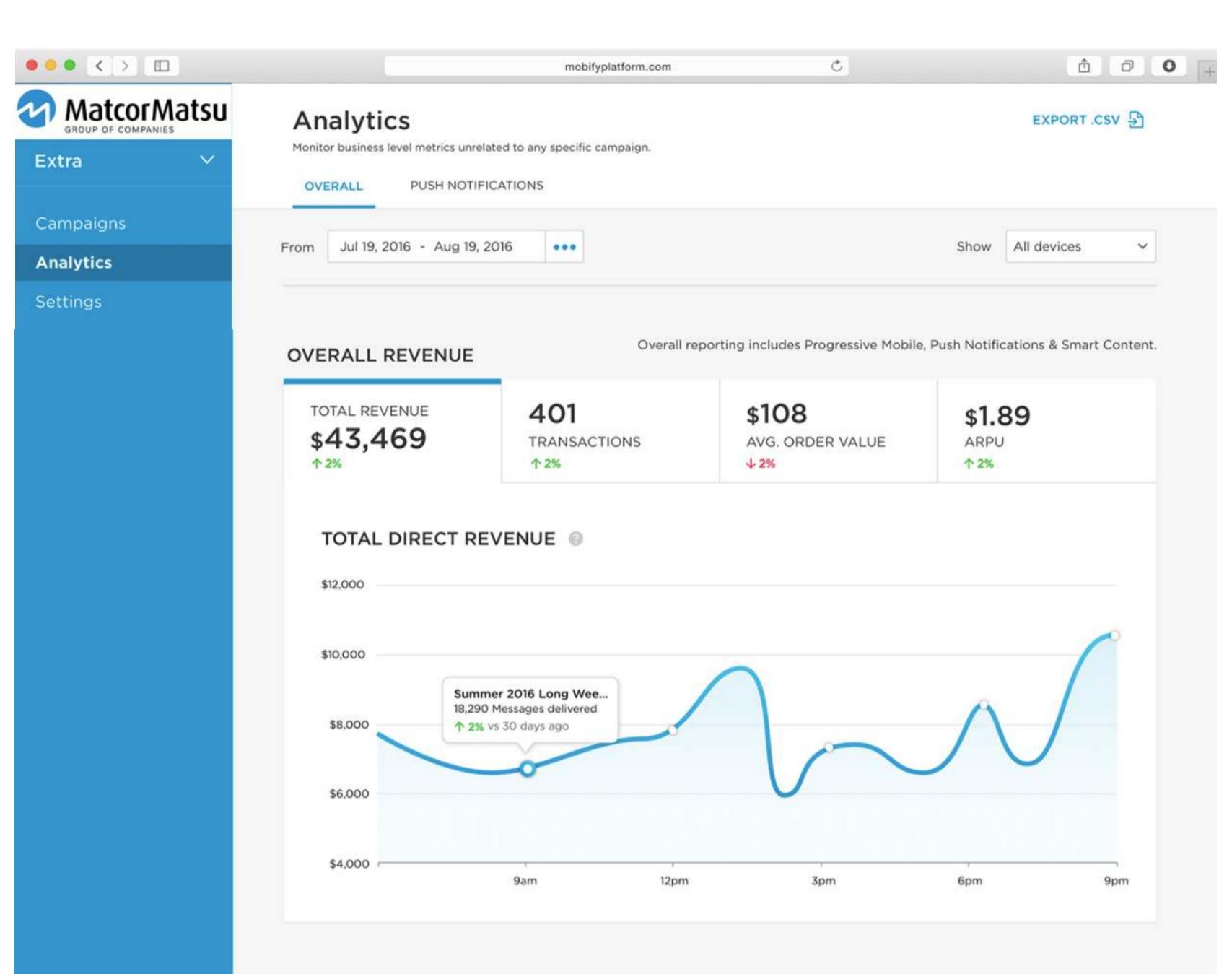
We had plans to have real time data. We thought this would be game-changing, with users logging in so often to check the latest results. But our most exciting feature got a resounding NOPE. People just weren't interested in data this granular. They wanted more of an overall picture.

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



OVERALL ENGAGEMENT & ADOPTION

23,026 UNIQUE USERS

1 2%

25,993 TOTAL SESSIONS

1 2%

371,921 TOTAL MESSAGES SENT 1 2%

95,110 TOTAL SUBSCRIBERS

RECENT CAMPAIGNS

20% off App	bliances July 1-7	\$12,479	\$35,647	RUNNING
Created: June :	24, 2016	DIRECT REVENUE	INFLUENCED REVENUE	
Summer Pro	mo 2016	\$12,479	\$35,647	RUNNING 🔵

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.

