

# Manali Desai

UX Designer

[ Design Portfolio ]

**Contact** - 321-525-5762 | [manali76@gmail.com](mailto:manali76@gmail.com) | 4212 Lorren Dr, Fremont, CA-94536

**Website** - <https://dmanali.github.io/portfolio/>

## About me

Hi, I'm Manali - A UX Designer actively seeking for full-time positions. I follow minimalist design approach of iOS designs and the intuitiveness of Android OS in my designs. At this level of my career, I am trying to find the UX Role that best suits my skills. This makes me interested in exploring each of the areas in the UX process

## Interests

- Designing interfaces for Wearable Devices and Augmented Reality – for the minimalistic design requirements
- Data Visualization – Where I get an opportunity to tell a story through the ton of data lying around
- HealthCare Domain – Design for a cause

## Education

### MS Human Computer Interaction

May 2017 | GPA 4.0

Indiana University, Indianapolis

### Master of Computer Application

May 2008

University of Pune, Pune, India

### M.Sc. Instrumentation Science

May 1998

University of Pune, Pune, India

## Expertise

### • Design Tools

Axure Pro RP, Sketch, Balsamiq, Zeplin

Adobe CC Tools, Invision, Justin Mind

### • Programming

HTML/CSS, JavaScript, jQuery,

Bootstrap, Adobe Flex/ActionScript

### • Project Management

Agile Methodology, JIRA, Rally/Version

One, GitHub, SVN, JIRA, BitBucket

## I am inspired by

### • Designers

Don Norman

David McCandless

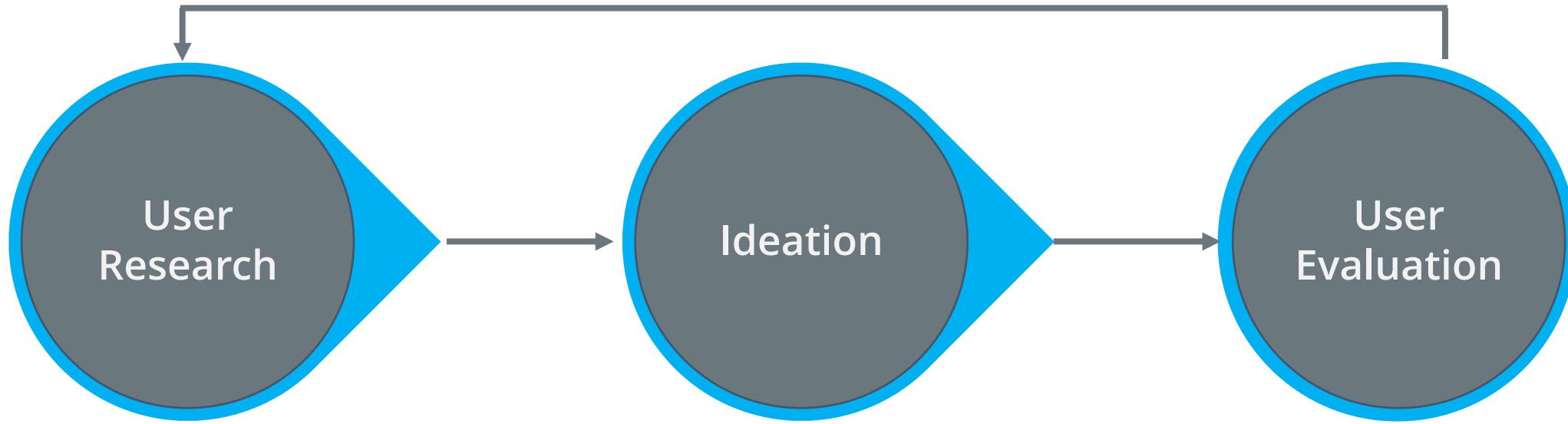
### • Apps

Zova, Duolingo

Uber Eats, Chase Mobile App

# My Iterative Design Process

## With methods I have practiced



### User Research Methods

- Contextual Design
- Interviews
- Observations
- Survey Design

### Research Analysis Methods

- Affinity Diagram
- Empathy Map
- Persona
- Mental Model

### Prototype Design

- Brainstorming
- Ideation
- Sketching
- Storyboarding
- Wireframes
- Interactive Prototyping

### User Testing

- Heuristic Evaluation
- Cognitive Walkthrough
- Think Aloud
- Guerrilla Testing

# Case Studies

- RightComply - Web Application Design      October 2017 - Till Date
  - Moral Distress Thermometer - Responsive Website Design      August 2016 - May 2017
  - G2 - Group Pricing - iPhone Feature Design      May 2016 - August 2016
  - MIVA - Medical Information Visualization Assistant - iPad App Design      January 2016 - May 2016



# RightComply

Client- All the Hiring Agencies

## Description

IDeaHelix Inc a Hiring agency intends to resolve the issues of Hiring compliance using their own experience of the Hiring Process. Hiring a non-compliant resource impacts quality, product delivery, delayed projects, legal woes and lost market competitiveness. Temporary IT workforce on demand often help companies and groups prioritize, organize and deliver solutions rapidly. However, hiring process is under tremendous strain and often becomes the clogged artery to critical operations.

## Role

- Requirement Analysis
- Prototype Design using Balsamiq, Sketch, Email template Design, Zeplin

## Users - Hiring Managers

## User Environment - Hiring Agencies

## Challenge

The Right Comply framework brings pre-hiring and post-hiring compliance built with the best of Artificial intelligence and adaptive machine learning technologies. Challenge is to create a solution that helps the Hiring Managers to maintain compliance and establish transparency of their workforce with the clients

## Solution

Give a KanBan style task board to show the compliance status of the workforce using Material Design Principles. The task board should enable to the users to take quick actions on the Employee's profile to manage their compliance. The application gives two click solution. Create information flow by sharing compliance report with the consent of the involved party.

## Methods Used

## Sketching, Prototype Development

## Ideation, Prototype Design

**SIGN UP**

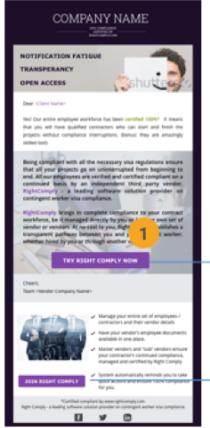
**EMPLOYEE DETAILS**

**BE COMPLIANT STAY COMPLIANT**

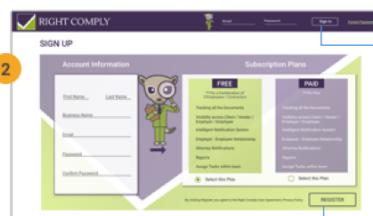


### REGISTRATION WORKFLOW

Vendor Email Invite



Registration Screen

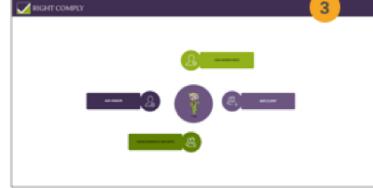


Forgot Password Screen

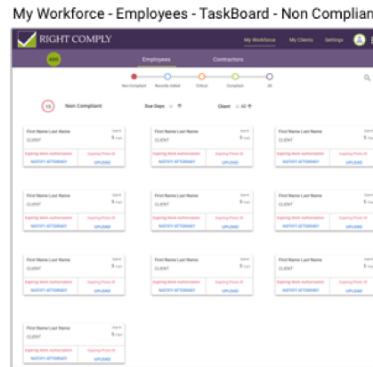


Forgot password will take the email id from the user and sends a link to reset the password

Launch Screen

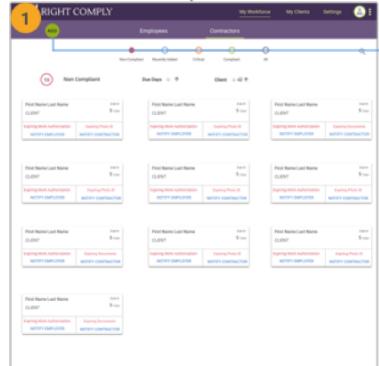


After Registration one time Launch Screen shows the user all the tasks they can do inside the application. They can click the actions and navigate to perform respective action

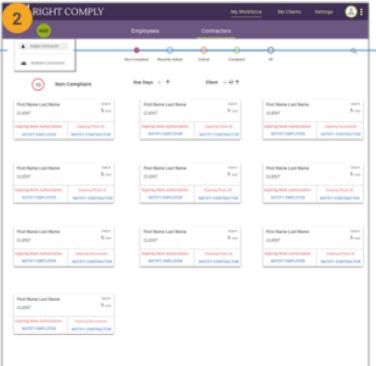


Post Login Vendor always sees Non Compliant Employees so that they can take actions

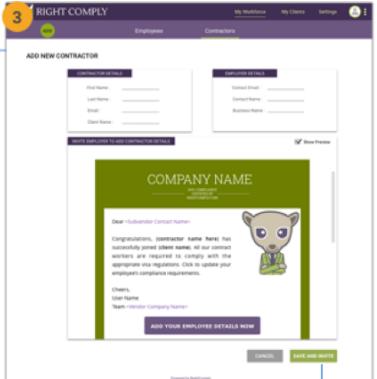
Non Compliant Filtered Task Board for Contractors in My Workforce



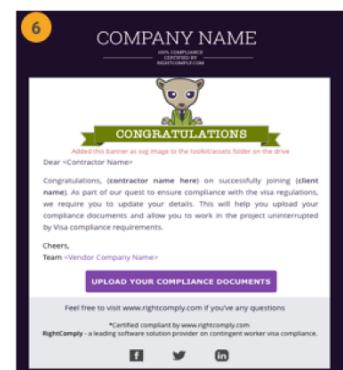
Add Single Contractor Menu Selection



Single Employee Creation Screen - Empty Fields

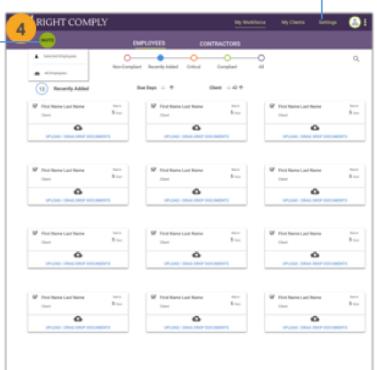
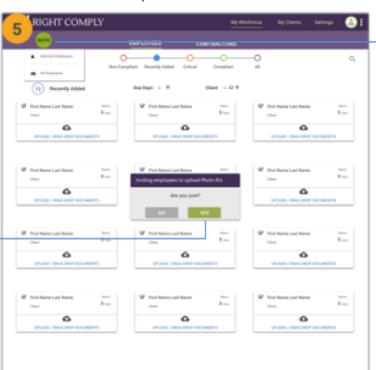


Email Invite from Vendor to Employees to upload Photo IDs



When the vendor confirms by clicking "Yes", an automated system email invite goes to the employees to join Right Comply and upload their details

Recently Added Taskboard





# Moral Distress Thermometer

**Client-** School of Nursing, University Hospital, Indianapolis, IN

## Description

Dr. Lucia Wocial, Nurse Ethicist aims in providing a healthy environment where critical care nurses make their optimal contributions to patients and families. In this attempt they were looking to develop a website which will enable the nurses to record the level of distress they have been experiencing during the past week. The aggregate level of the Moral Distress at Nursing Unit level will be displayed to the Nurse Managers. This will enable the Nursing Managers to analyze the causes behind the issue in the particular Nursing Unit and take corrective/preventive actions. The main aim of the initial stage of the project was to understand the Usability of the Thermometer Metaphor used to record the level of the Moral Distress and device preference

## Role

- Sketching
- Prototype Development to create the responsive website using HTML/CSS, Bootstrap, JavaScript for iPhone, iPad, Desktop
- User Evaluations – Design and create test plan, create recommendation report based on user feedback

**Users -** Critical Care Unit Nurses and Nurse Managers

**User Environment -** Critical Care Units of the Hospitals

## Solution

In this first iteration of the project, our main focus was to develop a rapid prototype to evaluate the device preference and create Thermometer. We created single website for both the users and gave two different roles to the users to see their pages. Nurses can record their Moral Distress level and then select the appropriate causes. On the other hand, a simple Dashboard was developed using D3.js to show the aggregate score and causes at a Nursing unit level

## Methods Used

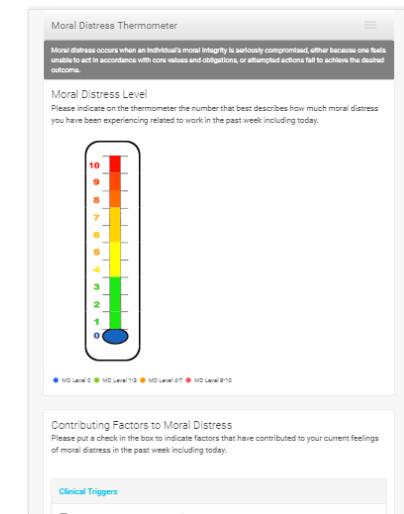
Sketching, Prototype Development, Guerrilla Testing, Think Aloud, System Usability Scale

## Result

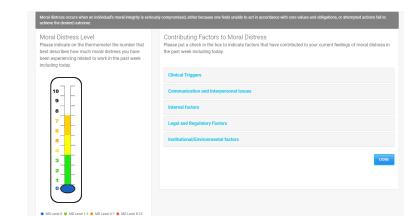
In total 7 Nurses, and Nurse Managers from different critical care units and of different age group were interviewed. The method used was Guerrilla Testing and System Usability Scale. Overall the Nurses were satisfied with the prototype since they were at least able to record their Moral Distress Level somewhere along with the causes. They enjoyed operating Tab and mobile than desktop. Nurse Managers said they would prefer using the website on Desktop. Other inputs from them were incorporated in the report as their recommendations and based on that the next iteration was planned.

## Ideation, Evaluation

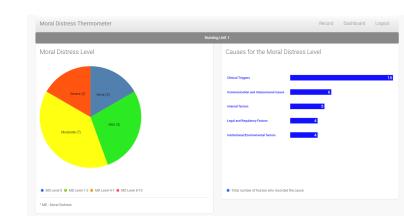
**Interactive Prototype Developed**  
using HTML5/C, JavaScript (Plotly.js, D3.js, jQuery), GitHub



iPad version

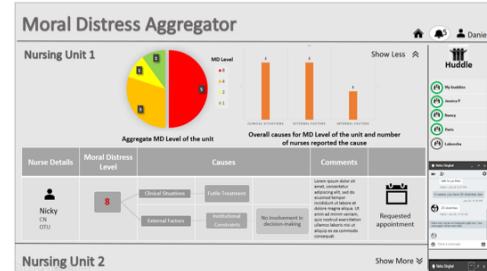
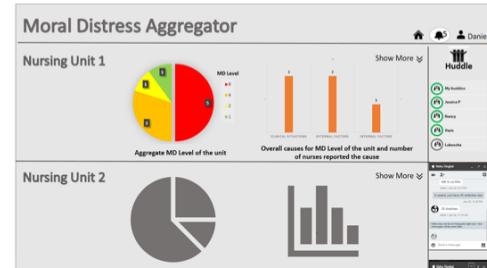


Desktop version

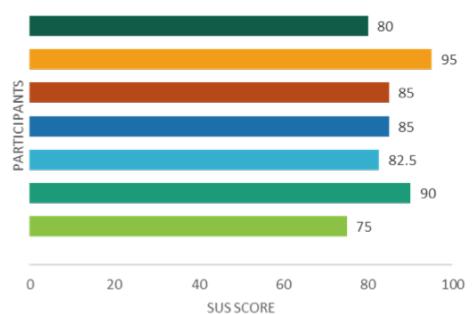


First iteration of Nurse Manager Dashboard

**Low Fidelity Prototype of Nurse Manager Dashboard**



SUS Score by Participants



**84.64**

**Moral Distress Thermometer SUS Score**

**68**

**Average SUS Score**



# G2 Group Pricing

## Ideation (Screen flow, Prototype), Evaluation

**Company** - IDeAS, a SAS Company, Minneapolis, MN

**Client** - All the existing single property clients of G2 Revenue Management Solution

### Description

Group Evaluation is a new feature in IDeAS mobile revenue management system, which will allow hoteliers to evaluate and price group sales opportunities. It is often used by Hotel Revenue Managers for evaluating the revenue that could be generated by the group booking requests and the needs of the groups for the Hotel room bookings.

### Role

- Collaborated with Product Managers to discuss the business requirements
- Prototype Development
- Present the Designs to the Stakeholders

**Users** - Revenue Managers of the Single Property Hotel subscribed to phone app

**User Environment** - Hotel

### Challenge

Revenue Managers have less time to evaluate a Group booking. View Group Bookings as per the Arrival Dates of the Customers with a brief description of the booking. A facility to search group bookings, create new and copy/edit existing one. Customers have single group booking or multiple group bookings for multiple arrival dates. They need to adjust multiple parameters to offer the best rate to the customer and generate more revenue. This feature is part of an already existing iPhone App. Designs according to the iOS Human Interface Guidelines was required. Not being an iOS user myself made it challenging for me to design and a great opportunity to learn something new.

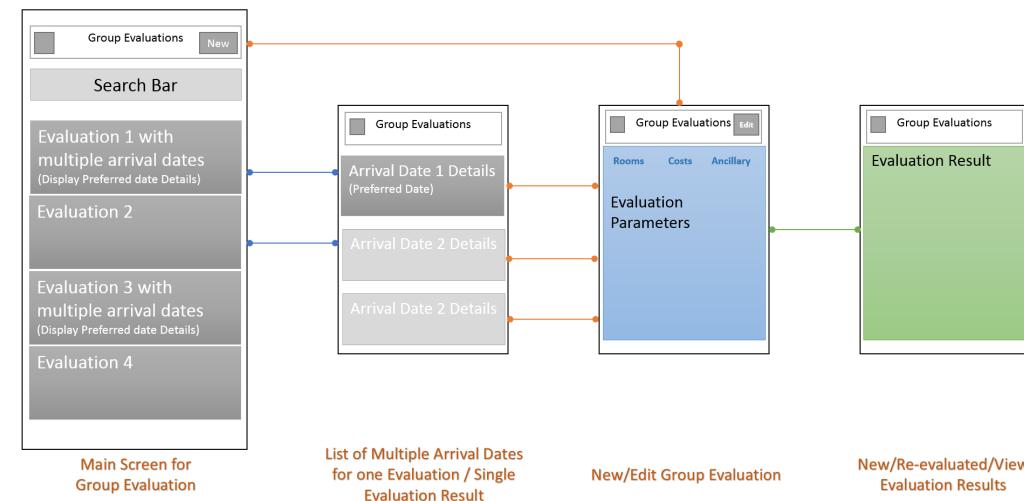
### Solution

List approach of mailbox worked better for this problem. Rest was designed as per the iOS Human Interface guidelines and iOS Design Patterns. I tried to provide two options for the designs with design rationale behind it and let the Product Managers and Internal Users decide which works better for the End Users.

### Methods/Tools Used

Structured interviews, User Flows, Wireframes, Interactive Prototype, Balsamiq, Axure Pro RP, Adobe Muse

### Workflow



## G2 Group Pricing Feature – Low fidelity wireframes (Balsamiq)





## G2 Group Pricing Feature (New Evaluation Cost) – Low fidelity wireframes (Justin Mind)

### Actions:

- New Cost
- Edit Cost
- Delete
- Evaluate

### Gestures:

- Single Tap
- Swipe Left
- Flick up-down

### Transitions:

- Slide up-down
- Slide right-left

The wireframe shows a mobile application interface for creating a new evaluation. At the top, there's a header with an 'X' button and the title 'New Evaluation'. Below it is a 'Group Name' input field. A 'Market Segment' section includes a dropdown menu currently set to 'Rooms'. There are three tabs at the bottom of this segment: 'Rooms' (selected), 'Costs', and 'Ancillary Revenue'. The main content area displays two sections: 'Discounted Room Nights' and 'Complimentary Room Nights'. Each section contains a long descriptive label, a table with 'Rooms' and 'Per Room Cost' data, and a green 'Evaluate' button at the bottom.

The wireframe shows a mobile application interface for setting a new cost. At the top, there's a header with an 'X' button and a checkmark icon. Below it is a 'Cost' input field. A 'Cost Type' section includes a dropdown menu with 'Total' and 'Ratio' options, where 'Ratio' is selected. The main content area displays three input fields: 'No of Rooms', 'Per Room Cost', and a 'Percentage' field with a green toggle switch.

### Actions:

- Enter Data for parameter
- Add New Ancillary
- Evaluate

### Gestures:

- Single Tap
- Flick up-down

### Transitions:

- Slide up-down

Dynamic inputs based on the Cost selected



## G2 Group Pricing Feature (New Evaluation Cost) – Low fidelity wireframes (Justin Mind)

### New Evaluation – Ancillary Revenue

The wireframe shows a mobile application interface titled "New Evaluation". It includes fields for "Group Name" and "Market Segment". Below these, there are three tabs: "Rooms", "Costs", and "Ancillary Revenue", with "Ancillary Revenue" being the active tab. A section titled "Market Segment Group: Airline" displays two main values: "12.70" (Total Revenue Per Room Night) and "4.55" (Total Profit Per Room Night). Under "Food & Beverage", it lists "Revenue per Room Night (Default - 84.50)" as 7.20 and "Profit %" as 25.00, resulting in "Profit per Room Night" of 1.80. Under "Miscellaneous", it lists "Revenue per Room Night (Default - 15.50)" as 5.50 and "Profit %" as 50.00, resulting in "Profit per Room Night" of 2.75. At the bottom are "Evaluate", "Reset", and "Edit" buttons.

(Design 1)

The wireframe shows a mobile application interface titled "New Evaluation". It includes fields for "Group Name" and "Market Segment". Below these, there are three tabs: "Rooms", "Costs", and "Ancillary Revenue", with "Ancillary Revenue" being the active tab. A section titled "Market Segment Group: Airline" displays two main values: "Total Revenue Per Room Night" (12.70) and "Total Profit Per Room Night" (4.55). Under "Food & Beverage", it lists "Food & Beverage (Default - 84.50)" as 7.20 and "Miscellaneous (Default - 15.50)" as 25.00. Under "Profit %", it lists "Food & Beverage" as 60.00 and "Miscellaneous" as 20.00. At the bottom are "Evaluate", "Reset", and "Edit" buttons.

(Design 2)



## G2 Group Pricing Feature (New Evaluation Cost) – Low fidelity wireframes (Justin Mind)

### New Evaluation – Conference & Banquets

The wireframe shows a mobile application interface titled "New Evaluation". It includes fields for "Group Name" and "Market Segment". Below these are three tabs: "Rooms", "Costs", and "C & B Revenue", with "C & B Revenue" being the active tab. The screen displays data for four categories: Banquet Food & Beverage, Daily Delegate Package, Equipment Rental, and Room Rental. Each category has a "Commission" toggle switch, followed by a table with columns for "Revenue per Group", "Profit Margin %", and "Profit per Group". The data for each category is as follows:

Category	Revenue per Group	Profit Margin %	Profit per Group
Banquet Food & Beverage	10.00	25.00	2.50
Daily Delegate Package	10.00	40.00	4.00
Equipment Rental	10.00	60.00	6.00
Room Rental	100.00	60.00	60.00

At the bottom, there is a summary row with "Total Revenue" (130.00), "Average" (55.77), and "Total Profit" (72.50). A large green "Evaluate" button is at the bottom.

(Design 1)

The wireframe shows a mobile application interface titled "New Evaluation". It includes fields for "Group Name" and "Market Segment". Below these are three tabs: "Rooms", "Costs", and "C & B Revenue", with "C & B Revenue" being the active tab. The screen displays data for four categories: Banquet Food and Beverage, Daily Delegate Package, Equipment Rental, and Room Rental. Each category has a "Commission" toggle switch, followed by a table with columns for "Revenue per Group", "Profit Margin %", and "Profit per Group". The data for each category is as follows:

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Banquet Food and Beverage	10.00	25.00	2.50
Daily Delegate Package	10.00	40.00	4.00
Equipment Rental	10.00	60.00	6.00
Room Rental	100.00	60.00	60.00

At the bottom, there is a summary row with "Total Revenue" (130.00), "Average" (55.77), and "Total Profit" (72.50). A large green "Evaluate" button is at the bottom.

(Design 2)



# MIVA – Medical Information Visualization Assistant

## Ideation

### Client

Eskenazi Hospital, IU School of Medicine, Indianapolis, IN

### Description

MIVA is an iPad app designed for the Physicians and Nurse attendants in the ICU section to display the status of the ICU patients in past 24 hours with details of medication, notes etc. The information will be viewed and discussed during change of shifts between these ICU practitioners. The best clinical decisions pertaining to the care of these patients are made when physicians can easily organize and understand the vast flood of data that is continuously being generated. Another need of patient caretakers is to see data visualized in various histories, with various levels of detail or data resolution. This is necessary to better assess past events relative to current medical episodes that may be occurring. Design Interactive Visualization beyond Tuft's approach.

### Role

- Ideation, brainstorming, sketching with the other members of the research group
- Frontend Developer to create the responsive website using HTML/CSS, Bootstrap, JavaScript libraries along with another team member

**Users -** ICU Physicians and Nurses

**User Environment-** ICU

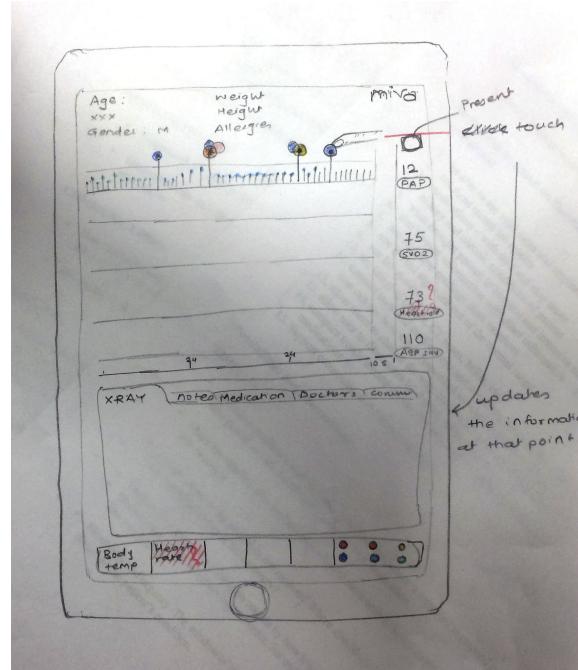
### Solution

The old version of the prototype was evaluated and based on the Domain Expert's Comments the team collaborated to iterate over the design. The team brainstormed over removing the clutter. We thought of tab based information of the patient's vitals, lab reports, notes etc. Caregiver's information was moved to a collapsible panel. Primarily we changed the orientation of the design to suit the user's use of the device.

### Methods Used

Interviews, Observations, Brainstorming, Prototype Development, Expert Evaluation

Sketches of my idea contribution during brainstorming session



Old version



Prototype Developed  
using HTML5/CSS3,Bootstrap,  
JavaScript (Plotly.js, D3.js,  
heartRate.js, jQuery), GitHub

