

# Hemant Jha

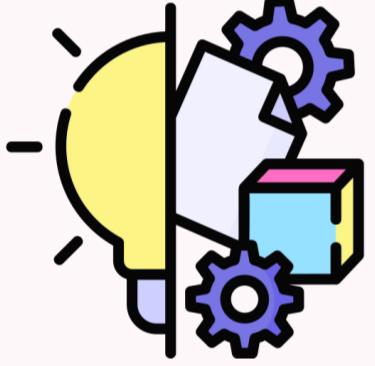
## UX Design Portfolio

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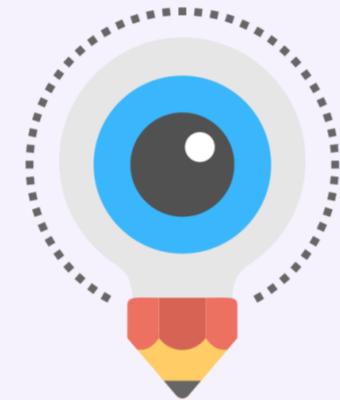
# What I know

## User Experience



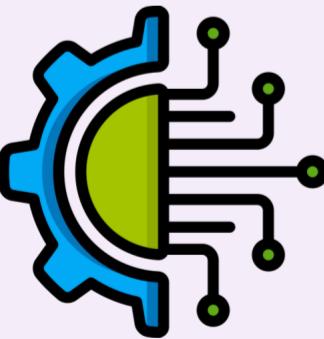
- Design Thinking
- User Research
- Information architecture
- Interaction Design
- Usability Testing

## Design



- Sketching
- Adobe Creative Suite

## Tech

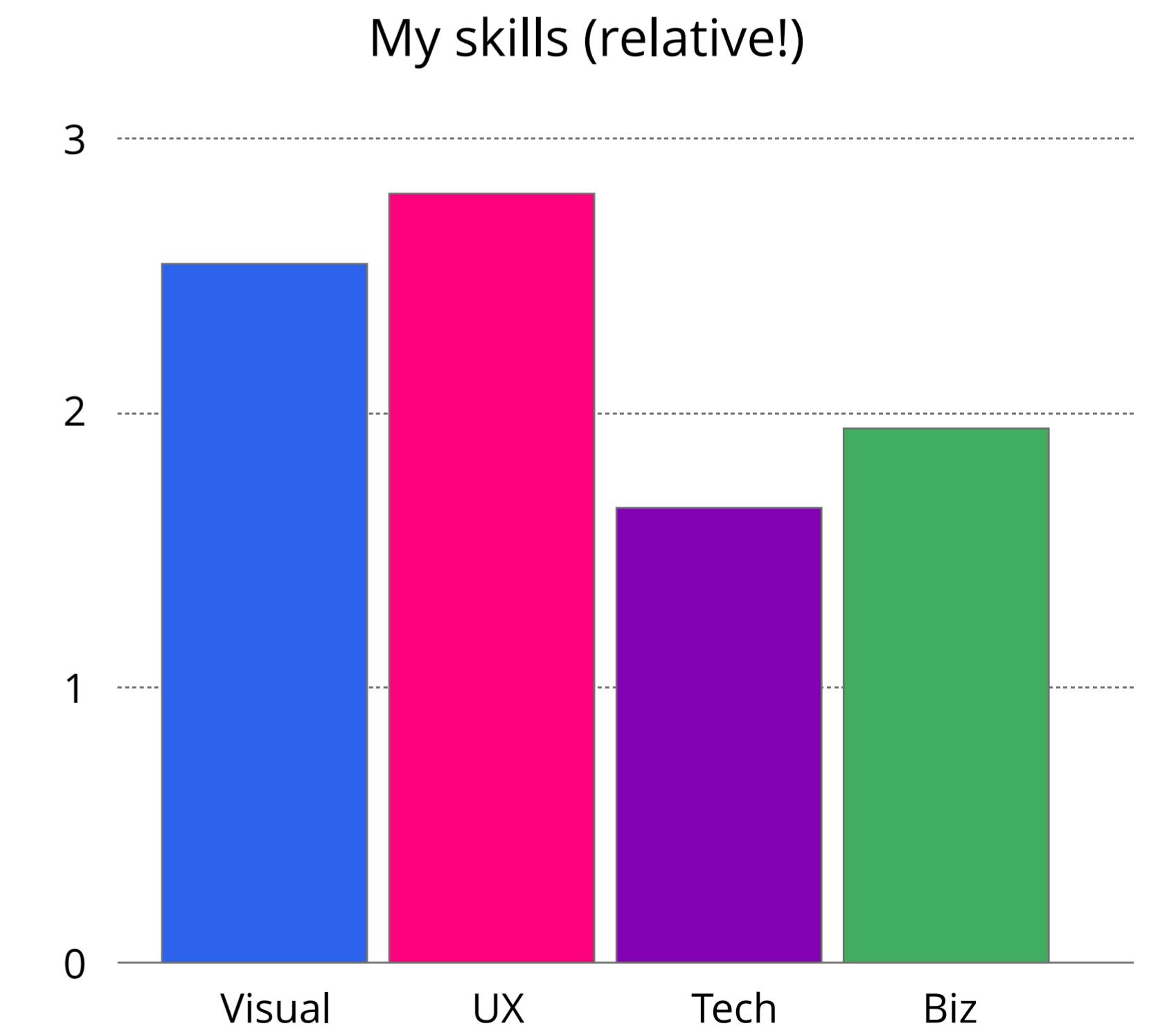


- CRM / Enterprise Software
- Prototyping Tools AxureRP, Adobe XD
- Google Analytics, Online Marketing
- JIRA - Product Management Tool

## Business



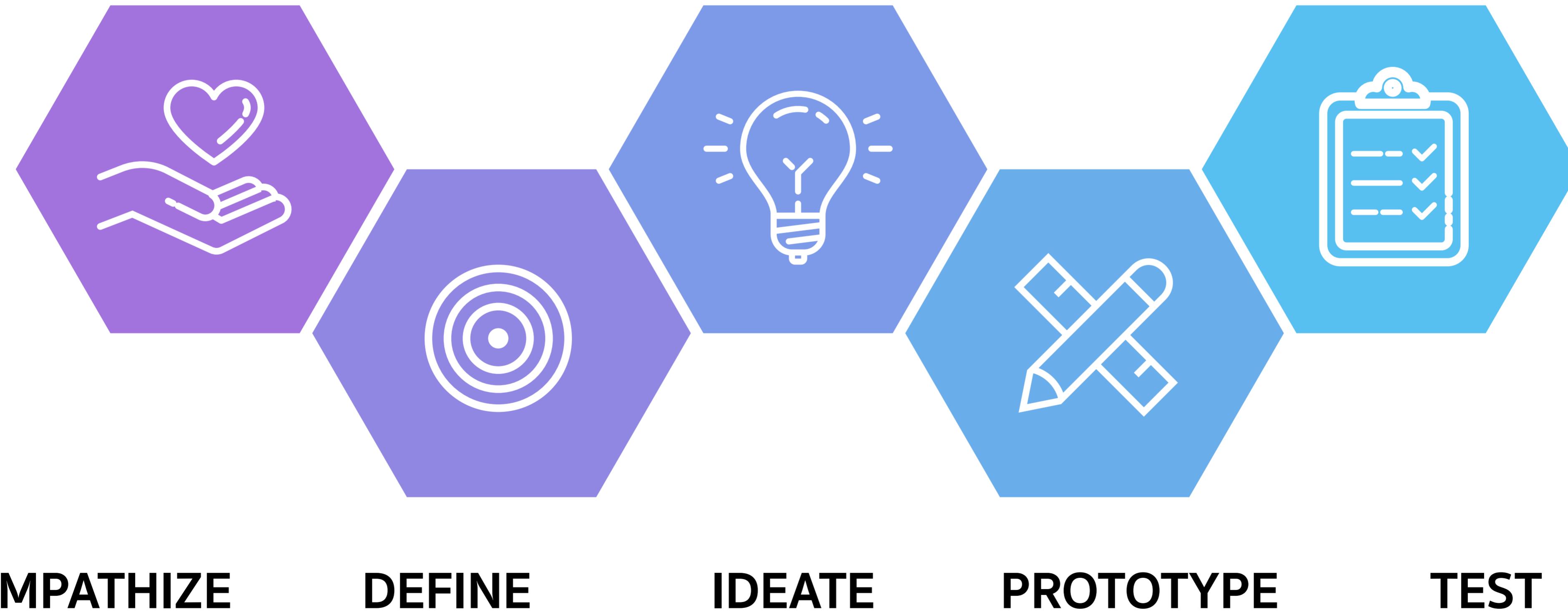
- Product Ownership
- Agile / Scrum
- Track Customer Satisfaction
- Analytics
- Innovation
- Digital Marketing



# My role & responsibility



# Design thinking process



# Portfolio

## 01. Adobe - Portfolio, confidential non-disclosure

### Challenge

Build or maintain a strong brand presence so customers feel involved, enabled and (above all) valued

### Products & solutions

- Adobe AEM
- Banking / Insurance
- Automobiles
- Adobe VTMS Product
- B2B Application
- B2C Application

As the nature of my work is confidential. I won't be able to show any project visuals for the time being. However, I can provide a description of the work I've done.



## 02. PROJECT / Enterprise Application

# Portfolio

## 02. OpenText - Portfolio, confidential non-disclosure

### Challenge

Build or maintain a strong brand presence so customers feel involved, enabled and (above all) valued

### Products & solutions

Business Unit :

Legal Tech



### Opentext - Enterprise Product development company

OpenText's software solutions include enterprise content management, business process management, customer experience management, and information exchange. These solutions are used by businesses in various industries, such as healthcare, financial services, government, and manufacturing, to streamline their operations, improve productivity, and enhance customer experiences.

## Portfolio | 02- OpenText - Products

### Projects - Enterprise Application

#### E-discovery Security/Legal Product

Worked on Cloud electronic discovery application that provides enterprises with visibility across endpoints, servers and the cloud to search, collect and preserve electronically stored information (ESI) discreetly and in a court-admissible format.

eDiscovery technology offers a comprehensive solution for document review, fact finding, and similar tasks. It includes data connectors for seamless integration with enterprise systems, efficient culling and processing capabilities, automated redactions to ensure privacy and compliance, and advanced analytics and AI integration for enhanced insights.

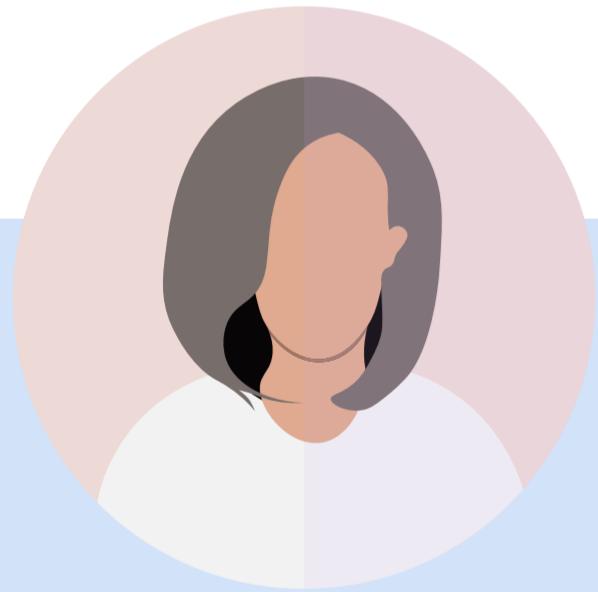
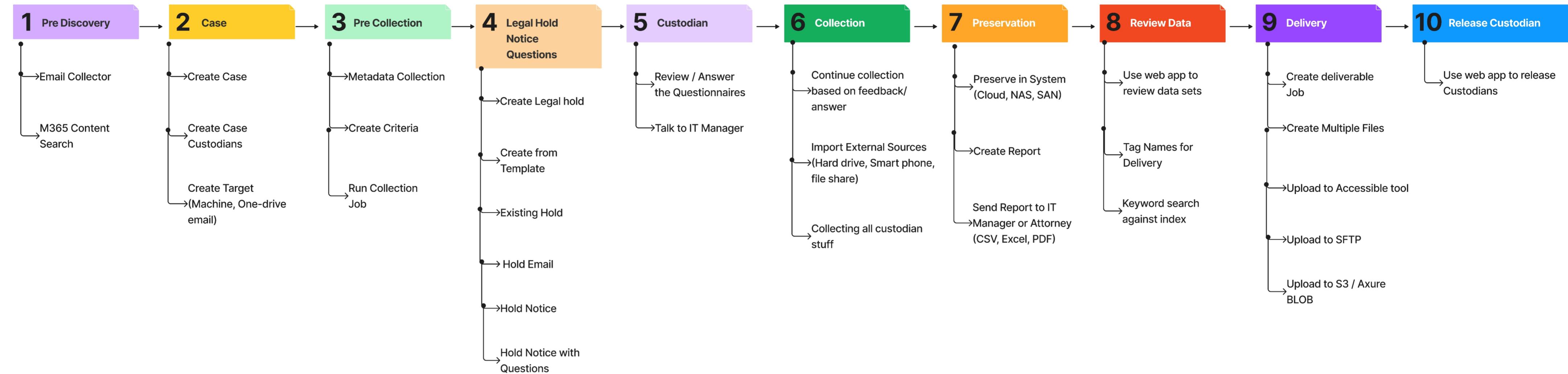
#### Goal

- To find facts faster
- Collect all data
- Reduce data volumes
- Minimise human reviews
- Auto secure for privacy data

#### Target Industries

- Banking and finance Services and Insurance
- Retail Healthcare
- High Tech
- Regulatory Industry
- Government

# Practitioner Flow Diagram



Dina Paul

Female



Practitioner

AGE

32



New York, USA

## Goals

- Looks for efficiency in the system, Does bulk Of the work
- Has Quick and easy access to the files she need
- Compare and find related case files
- Has better version control/management of documents
- Mitigates loss of important documents

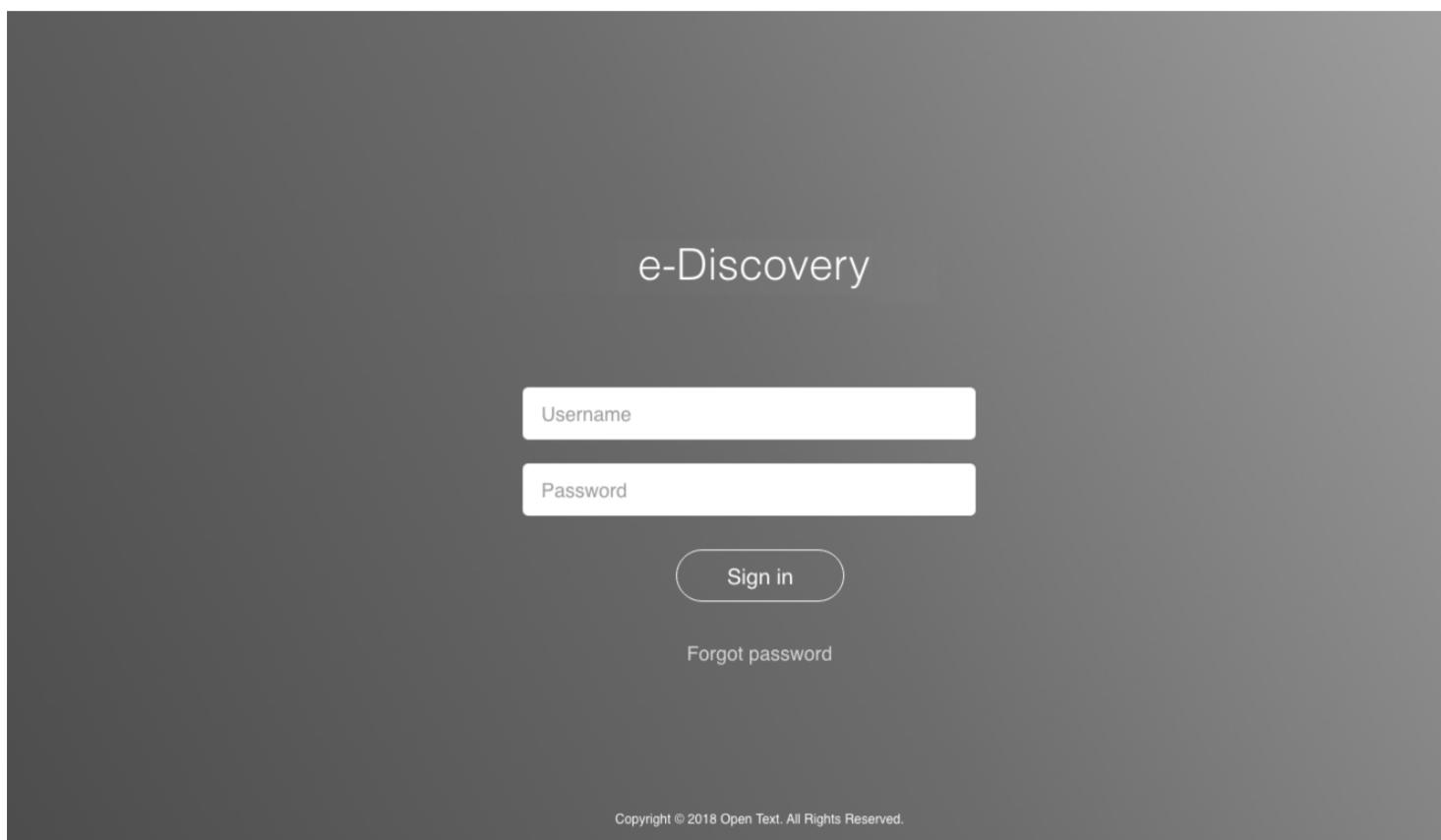
## Mental Model

- Intellectual curious, detail oriented
- Works very long hours to stay on top of her duties
- Very focused, determined to succeed
- Very comfortable to learn new technology

## Mental Model

- Searches for documents
- Import/upload case files
- Collaborates with Lawyers And clients
- Use best practice template Documents

# Portfolio | 02- E-Discovery Security Product



e-Discovery

Plantiff oil spill case

Documents PLC Projects People

Refine by

- Document Properties
- Author, Editors, Recipients
- Client & Matter Properties
- Phrases & Tags
- Location
- Status
- Dates

Search results

1. Filing letter regarding Notice of Submission on Ultramar Diamond Shamrock Corporations Amended Motion for Summary Judgment

Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM

Ms. Barbara Gladden Adamick January 10, 2003 Page 1 January 10, 2003 Ms. Barbara Gladden Adamick Electronic E-File Montgo Submission on Defendant oil spill Ultramar Diamond Shamrock Corporation's Amended Motion for Summary Judgment previously filed on .

2. Filing Itr re: Answer of Defendants to Plantiffs 5th Amended Petition, Answer to Cross-Actions and Request for Bifurcation

Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM

Llewelan Jones (defendant) had leased the right to operate a gas station from Amoco Oil Company (Amoco) (plaintiff) since 1968. The parties required Jones to keep the property and premises in good repair and to perform upkeep necessary notation in the margin of .

3. Answer of Defendant to Plantiffs 5th Amended Petition, Answer to Cross-Actions and Request for Bifurcation

Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM

Item 430.00 Mixtures of two or more organic compounds ..... 5% ad valorem but not less than the highest rate applicable to any Part 10: Item 475.15 Natural gas, methane, ethane, propane, butane, and mixtures thereof ..... Free ... assistance in this matter. I

4. Plaintiff Response to Defendant ACandS, Flexitalic and John Crane Motion for Summary Judgement

Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM

IN THE STATE COURT OF FULTON COUNTY STATE OF GEORGIA FRANK L. STOKES and SHERRY STOKES CIVIL ACTION P INC., et. al. Defendants. PLAINTIFFS' REPLY AND MEMORANDUM IN OPPOSITION TO DEFENDANTS THE ACandS, INC., FLE

5. PLANTIFFS RESPONSE TO KELLY MOORE PAINT COMPANYS MOTION FOR SUMMARY JUDGMENT

Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM

Ms. Barbara Gladden Adamick January 10, 2003 Page 1 January 10, 2003 Ms. Barbara Gladden Adamick Electronic E-File Montgo Submission on Defendant Ultramar Diamond Shamrock Corporation's Amended Motion for Summary Judgment previously filed on .

Saved searches

Name of the saved search 1  
Thursday, April 18, 2018

Name of the saved search 2  
Thursday, April 18, 2018

Search for Oil spill  
Saved on - Thursday, April 18, 2018  
Notify - Daily at 12:00 am to xxxx@opentext.com  
Description is a dummy text to check how many characters does it get to displayed. This is a dummy t...

Name of the saved search 3  
Thursday, April 18, 2018

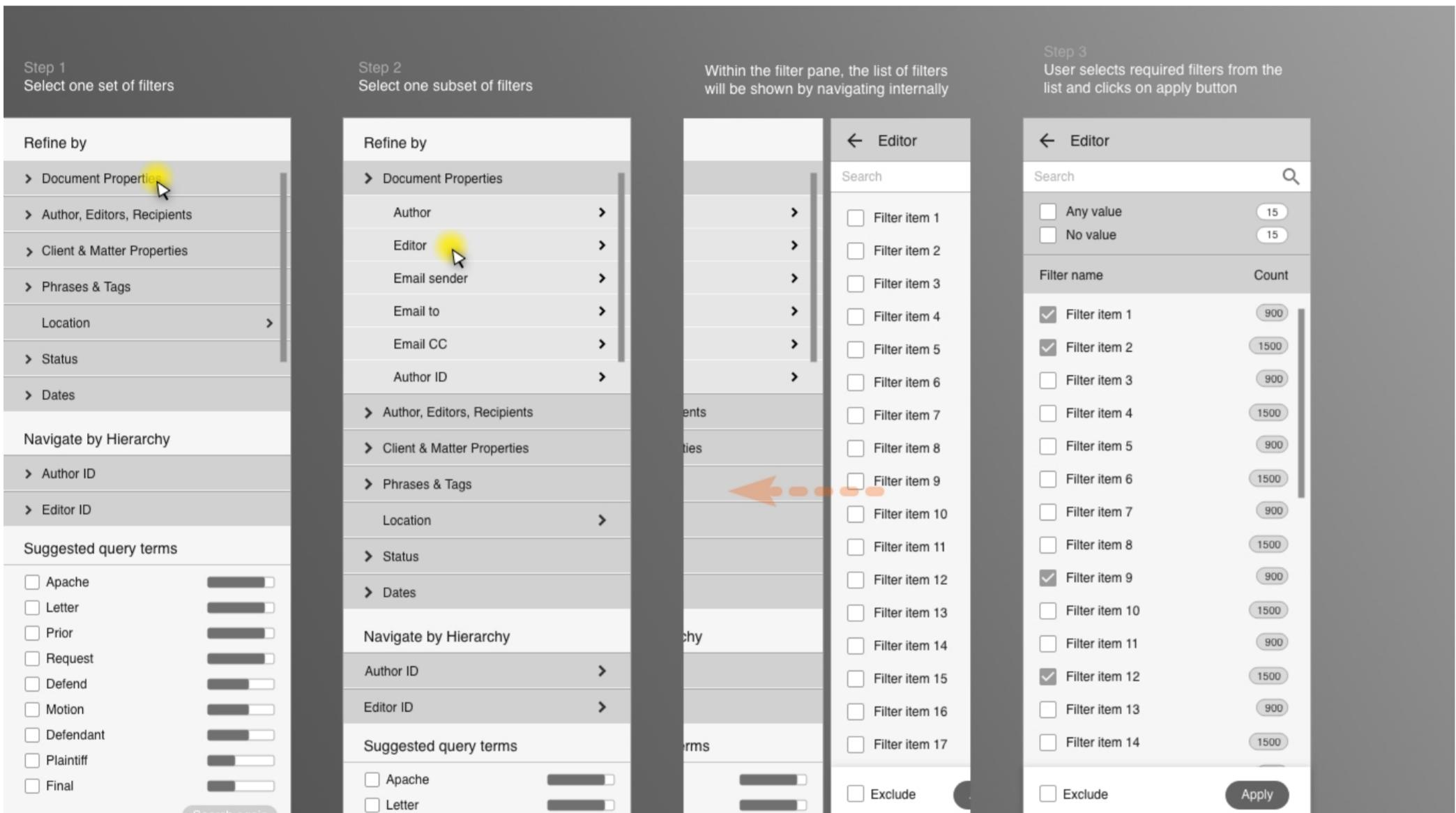
Name of the saved search 4  
Thursday, April 18, 2018  
This is a dummy text to check how many characters does it get to displayed. This is a dummy text to che...

Search for Oil spill  
Saved on - Thursday, April 18, 2018  
Notify - Daily at 12:00 am to xxxx@opentext.com

1-20 of 3000

Search again

# Portfolio | 02- E-Discovery Security Product



The screenshot shows the e-Discovery interface for a "Plaintiff oil spill case". The top navigation bar includes a magnifying glass icon, a share icon, a print icon, and a user profile icon. The main area is titled "e-Discovery" and "Plaintiff oil spill case".

The interface features a sidebar with "Refine by" sections: Document Properties, Author, Editors, Recipients, Client & Matter Properties, Phrases & Tags, Location, Status, Dates, and Navigate by Hierarchy. Below this is a "Search results" section containing five document entries:

- 1. Filing letter regarding Notice of Submission on Ultramar Diamond Shamrock Corporations Amended Motion for Summary Judgment**  
Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM SST  
Ms. Barbara Gladden Adamick January 10, 2003 Page 1 January 10, 2003 Ms. Barbara Gladden Adamick Electronic E-File Montgomery County District ... 1. Notice of Submission on Defendant Ultramar Diamond Shamrock Corporation's Amended Motion for Summary Judgment previously filed on January 9, 2003. Please place a ...
- 2. Filing Itr re: Answer of Defendants to Plaintiffs 5th Amended Petition, Answer to Cross-Actions and Request for Bifurcation**  
Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM SST  
Llewellyn Jones (defendant) had leased the right to operate a gas station from Amoco Oil Company (Amoco) (plaintiff) since 1968. The lease agreement ... parties required Jones to keep the property and premises in good repair and to perform upkeep necessary notation in the margin of the enclosed copy of the ...
- 3. Answer of Defendant to Plaintiffs 5th Amended Petition, Answer to Cross-Actions and Request for Bifurcated Trial**  
Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM SST  
Item 430.00 Mixtures of two or more organic compounds ..... 5% ad valorem but not less than the highest rate applicable to any component compo ... Part 10: Item 475.15 Natural gas, methane, ethane, propane, butane, and mixtures thereof ..... Free ... assistance in this matter. If you have any ques ...
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IN THE STATE COURT OF FULTON COUNTY STATE OF GEORGIA FRANK L. STOKES and SHERRY STOKES CIVIL ACTION Plaintiffs, NO.99VS151072A v.ACandS, INC., et. al. Defendants. PLAINTIFFS' REPLY AND MEMORANDUM IN OPPOSITION TO DEFENDANTS THE ACandS, INC., FLEXITALlic GASKET COMPANY, INC.
- 5. PLANTIFFS RESPONSE TO KELLY MOORE PAINT COMPANYS MOTION FOR SUMMARY JUDGMENT**  
Collection - iManage-Litigation | Document Number - 42496 v. 1 Type Notices | Author - Ernie McDonell on 04/21/2010 11:26 AM SST

A context menu is open on the fourth result, listing options: Preview, Add to pin section, Share, Bookmark it (with a yellow arrow), Annotate, Relevance Analysis, Find Similar, and Open actual.

# Portfolio | 02- E-Discovery Security Product

The screenshot displays the interface of an E-Discovery security product. The top navigation bar includes 'Cases' and 'Custodians' sections. The main dashboard features a 'Welcome, Examiner' message, the date '2 February 2022', and a 'Quick actions' sidebar with options like 'Create a case', 'Import custodians', and 'View reports'. Below this is a 'Templates' section with 'Recent cases' including 'Bronze Direct (casd 12-2021-cv-21\_4)' and 'Alloy Direct (casd 7-2014-cv-02833)'. The central area shows a 'Create job' workflow with steps: Overview (checked), Select custodian (checked), Select data locations (unchecked), Select criteria (unchecked), and Options (unchecked). A cursor is hovering over the 'Computers' button in the 'Select data locations' table. The table lists data sources: 'Computers' (selected), 'Network shares', 'Content servers', and 'Cloud'. For each source, there is a checkbox for 'Custodian', a search bar for 'Target', and a 'Store type' dropdown.

Welcome, Examiner  
2 February 2022

Quick actions

- Create a case
- Import custodians
- View reports

Cases

Custodians

Templates

Recent cases

- Bronze Direct (casd 12-2021-cv-21\_4)
- Alloy Direct (casd 7-2014-cv-02833)

Dashboard > Cases > Bronze Direct (casd 12-2021-cv-21\_4) > Jobs > Create job

Create job

Overview      Select custodian      Select data locations      Select criteria      Options

Select data locations

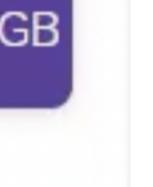
Source	Custodian	Target	Store type
Computers	<input type="checkbox"/>		
Network shares	<input type="checkbox"/>	Ortega, Carol	Machine
Content servers	<input type="checkbox"/>	Smith, Jack	Machine
Cloud	<input type="checkbox"/>	Forbes, Henry	Machine

# Portfolio | 02- E-Discovery Security Product

Dashboard > Cases > Bronze Direct (casd 12-2021-cv-21\_4)

< Cases      Bronze Direct (casd 12-2021-cv-21\_4)

Overview   Case custodians   Legal holds   Jobs   Data sets   Tags

 **Custodians** 3    **Legal holds** 1    **Data collected** 2.71 GB

Details 

Case name	Created
Bronze Direct (casd 12-2021-cv-21_4)	12/11/2021 8:27:16 AM

Jobs

Collection

Access      Comments

Dashboard > Cases

Name	Access restricted	Created ↓	Comments
Bronze Direct (casd 12-2021-cv-21_4)	No	12/11/2021 8:27:16 AM	 Acquisition Case - Alloy v. Iridium
Alloy Direct (casd 7-2014-cv-02833)	No	1/8/2014 8:38:24 AM	Strategic IP Case: Strategic v. Iridium
Strategic Electronics (casd 3-2012-cv-02064)	No	11/2/2012 6:09:16 AM	Template Case Settings, Criteria, and Automation Wc
eDiscovery Best Practices Template	No	4/7/2000 12:28:42 PM	

# Portfolio | 02- E-Discovery Security Product - UX Process

## My role as a UX Manager/IC role in each phase

Discover	Define	Develop	Deliver & Validate
<b>Solution as-is analysis</b> Learn how products were already addressing problems	Participate in Project Charter meeting and discuss UX roadmap for next product release	Worked on whiteboarding ideas with product manager and engineering team on various used cases	Deliver approved wireframe to Visual Design team
<b>Product discuss</b> with stakeholders, understand design brief, Epic, User story and used cases from PM	Create UX Design Epic for current release. Define all task within <b>Sprint Backlog</b>	Validated designs with core design review team as per user story provided by Product managers.	Review Visual designs for engineering team. Making sure the pattern leveraged existing components from OT guidelines
Defined Stakeholder map, Customer Journey	Document and Shared Interaction design link to PM and other stakeholder for further suggestions/approval	Share FIGMA link to Engineering team, so they can check all design specifications.	Support and help engineering team on various release stages

## Results and Outcomes

### **Definition of success:**

LegalTech/e-Discovery cloud-based application helped law departments to automate time-consuming and risky manual processes.



### **Key Highlights**

Increase efficiency

Minimise Risk

Apply workflows to meet specific requirements

Expert suggestions

# 03. PROJECT / Smith & Nephew

# Portfolio

## 03. Medical - Smith & Nephew

**Challenge**

Digitize Smith & Nephew product and combining three products into one system, a console, Image capture and Lens & light

**What I Did**

- Objectives & Goals
- Informal chat
- Experience Mapping
- Scenario's & User Journey
- Low and High fidelity prototype
- Visual Design

### Goal

- Innovate new ways to maximize the value of capital investments for customers
- Enhance Patient and Doctors communication

### Objective

- Minimizing the amount of equipment
- Annotate surgical images and videos

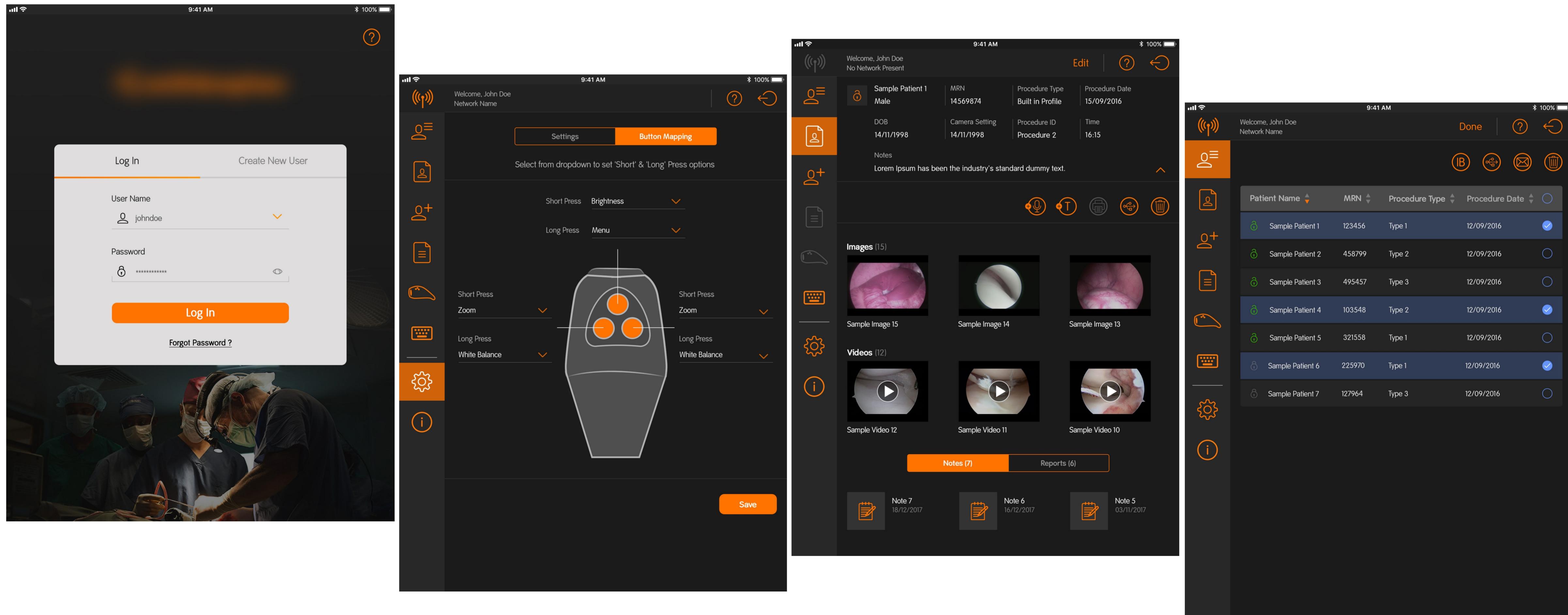
### User

Surgeon - both hospitals and Ambulatory Surgery Centers (ASCs)  
Admin Staff & Patient



# Portfolio | 03- Medical – Smith & Nephew

## Final Design - iPad



# Portfolio | 03- Medical – Smith & Nephew - UX Process

## My role as a UX Specialist IC role in each phase

Discover	Define	Develop	Deliver & Validate
Visited Smith and nephew Boston office and got lot of information regarding product. Understood business requirement form core stakeholders	Design brief and project timeline, Stakeholders meeting and expectations	Brainstorming design ideas and team collaboration	Deliver visual design, Specifications and assets to engineering team
Informal Chat with doctors and gather use case and scenario's, Understand problem areas	Identified Persona, User story and scenarios Worked on whiteboarding and sketches	Worked on lo and high fidelity wireframes, Validated those concepts with key stakeholders	Support and help engineering team on various release stages
Defined navigation flow		Completed final visual designs as per approved wireframe	

## Results and Outcomes

### **Definition of success:**

This App minimize equipment without compromising quality. App connect to your health system network for sharing reports, image & video



## Key Highlights

Enhanced Patient and Doctors communication

Enhanced Data management and portability

Enhanced product effency

## 04. PROJECT / GE Research Lab

# Portfolio

## 04. Oil & Gas – GE Research Lab Project

### Challenge

Digitize manual work like data entry and maintenance of the Lab.

### What I Did

- Settings Objectives & Goals
- Interview
- Mind Mapping
- Flow Diagram
- User journey
- Low and High fidelity prototype
- Visual Design

### Goal

- Reduced client cost of maintenance and improved efficiency & Quality
- Digital Product with 'Artificial intelligence' Experience

### Objective

- User Friendly application for Lab Operator, Test Engineers & Lab manager
- Factory approach to reduce development timeline

### User

- User - Lab Operators, Test Engineers & Lab Managers



# Portfolio | 04- GE Research Lab Project - IoT/AI Project

## Scope of work

### 1 Discovery

Get to know the project and identify the problem which needs to be solved

### 2 Research

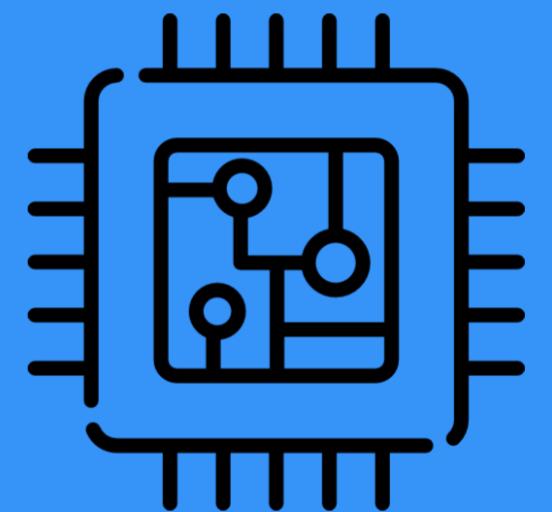
- User Painpoints
- Empathy Mapping
- Personas
- User Journey
- Stakeholder Mapping

### 3 Design

- Wireframe
- UX Design
- Visual Design
- Assets

### 4 Usability Testing

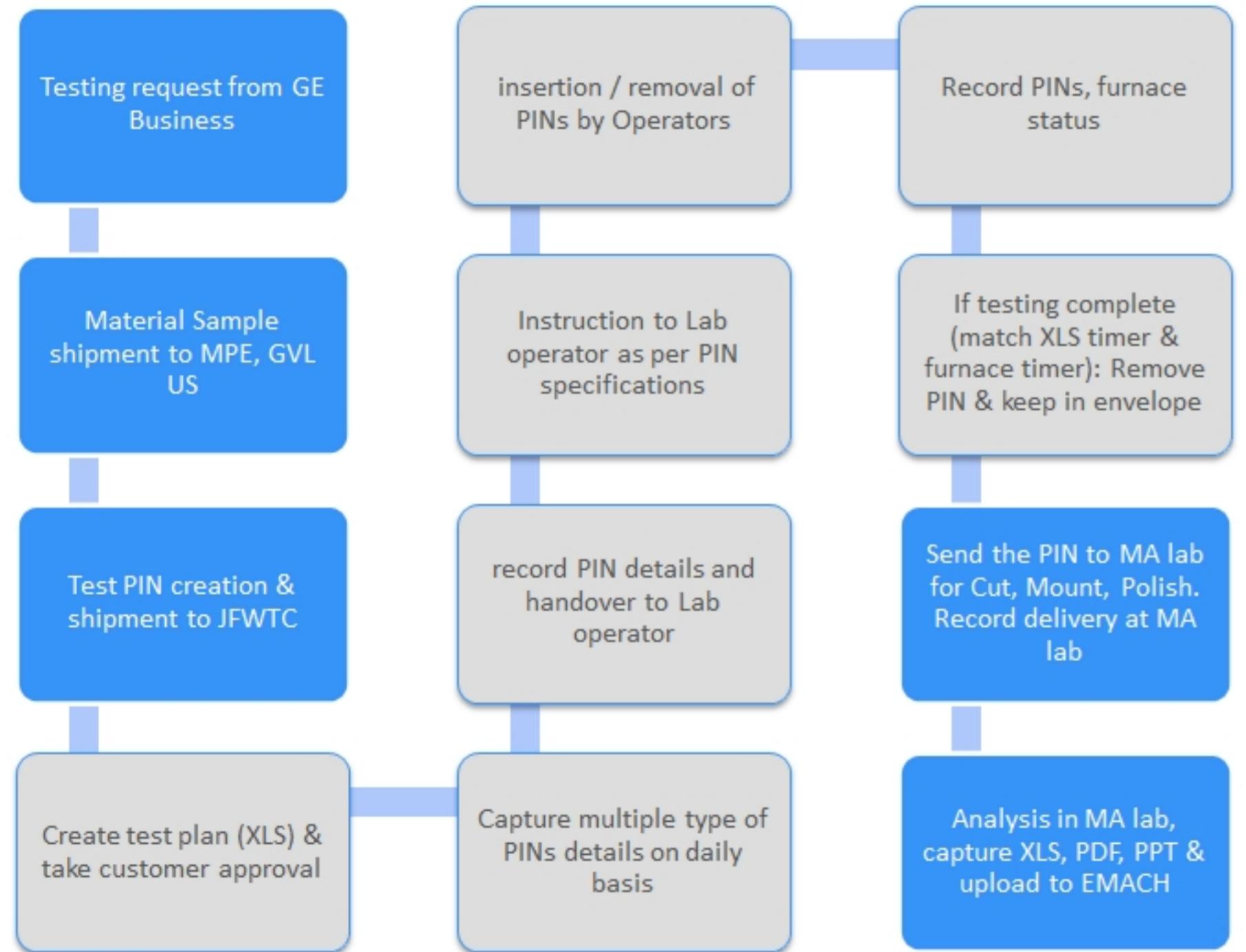
Usability Testing to understand product success



Gas Leak Detection Sensor  
Heat Detection  
Air pressure sensor  
level sensors

# Portfolio | 04- Oil & Gas – GE Research Lab Project

## Material Testing Process



# Portfolio | 04- Oil & Gas – GE Research Lab Project

## OHC (Oxidation Heating Corrosion ) Lab Flow



## Prototype

**Rig Details**

RIG 01	RIG 02	RIG 03	RIG 04	RIG 05
Temp: 1200 Slot Used: 16 Slot free: 4	Temp: 1400 Slot Used: 12 Slot free: 8	Temp: 1600 Slot Used: 15 Slot free: 5	Temp: 1600 Slot Used: 14 Slot free: 6	Temp: 0 Slot Used: 0 Slot free: 0

RIG 06	RIG 07	RIG 08	RIG 09	RIG 10
Temp: 1200 Slot Used: 16 Slot free: 4	Temp: 0 Slot Used: 0 Slot free: 0	Temp: 1200 Slot Used: 16 Slot free: 4	Temp: 0 Slot Used: 0 Slot free: 0	Temp: 1200 Slot Used: 8 Slot free: 12

RIG 11	RIG 12	RIG 13	RIG 14	RIG 15
Temp: 1300 Slot Used: 10 Slot free: 10	Temp: 1200 Slot Used: 6 Slot free: 14	Temp: 1200 Slot Used: 8 Slot free: 12	Temp: 1200 Slot Used: 10 Slot free: 10	Temp: 1200 Slot Used: 12 Slot free: 8

RIG 21	RIG 22	RIG 23	RIG 24	RIG 25
Temp: 1200 Slot Used: 16 Slot free: 4	Temp: 1200 Slot Used: 0 Slot free: 0			

**CNG**

**Diesel**

**Double Click on RIG**

**Legend:**

- Working
- Remove Pin in few hrs
- Not used
- RIG service

See footer regarding confidentiality disclosures. Delete if not needed.

**Dashboard**

**Rig number 01**  
Temperature: 1200 F  
Slots available: 03  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 02**  
Temperature: 1400 F  
Slots available: 02  
Timer: Remove in 65 Days  
Used Slots: 19

**Rig number 03**  
Temperature: 1200 F  
Slots available: 04  
Timer: Remove in 65 Days  
Used Slots: 15

**Rig number 04**  
Temperature: 1200 F  
Slots available: 03  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 05**  
Temperature: 1400 F  
Slots available: 02  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 06**  
Temperature: 1400 F  
Slots available: 00  
Timer: Remove in 65 Days  
Used Slots: 21

**Rig number 07**  
Temperature: 1200 F  
Slots available: 03  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 08**  
Temperature: 1200 F  
Slots available: 03  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 09**  
Temperature: 1200 F  
Slots available: 09  
Timer: Remove in 65 Days  
Used Slots: 12

**Rig number 10**  
Temperature: 1200 F  
Slots available: 03  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 11**  
Temperature: 1200 F  
Slots available: 09  
Timer: Remove in 65 Days  
Used Slots: 16

**Rig number 01**  
Temperature: 1200 F  
Slots available: 16  
Timer: Remove ready pins  
Used Slots: 05

**Pin remove alerts**  
Pin number 02 (03 days) Pin number 04 (10 days) Pin number 09 (05 days) Pin number 14 (10 days)

**Slot Details**

**Rig number 08**  
Temperature: 1200 F  
Slots available: 03  
Timer: Remove in 65 Days  
Used Slots: 16

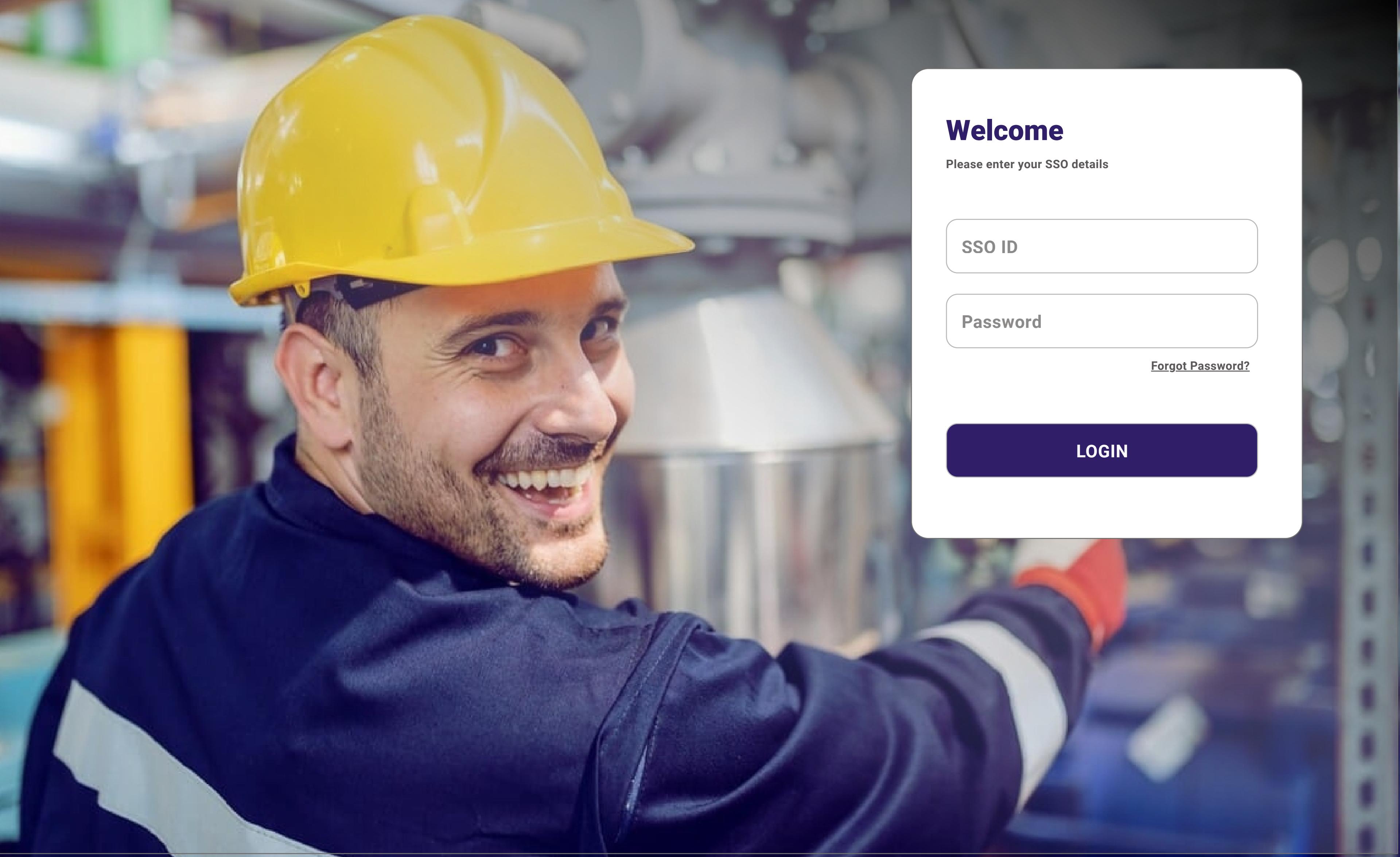
**Rig number 09**  
Temperature: 1200 F  
Slots available: 12  
Timer: Remove in 65 Days  
Used Slots: 12

**Rig Pin Slots**

# Portfolio | 04- GE Research Lab Project

## My role as a UX Specialist role in each phase

Empathize	Define	Ideate	Prototype	Test
Got opportunity to visit customer location physically and interacted with local customer	UX Strategy for iPad and Web based application application	Defined overall product journey to understand work flow	Define visual and interactions as per defined user story and validated same with key stakeholders	Come up with improvements based on feedback and usability testing
<b>Field observation/Informal Chat</b> with Lab technicians and service engineers	Design brief including Project plan, Business objectives, challenges	Explore multiple ideas to tackle complexity	Define visual and interactions as per defined user story and validated same with key stakeholders	
Collected feedback and identified problem areas	Defined Persona to understand their goal, needs and motivations			
	discussed and identified use of various sensor (AI Features) that can help to cover problem areas			

A close-up photograph of a construction worker's face. He is wearing a bright yellow hard hat and a dark blue long-sleeved shirt with white stripes on the cuffs. He has a beard and is smiling broadly, showing his teeth. The background is blurred, suggesting an industrial or construction site environment.

# Welcome

Please enter your SSO details

SSO ID

Password

[Forgot Password?](#)

**LOGIN**



Ravi Raman  
Lab operator



## Dashboard

Gas leakage

Air pressure

Fuel level

Fuel

Temprature

### Fuel level



50 %

CNG

75 %

Diesel

### Rig number 01

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 02

Slots available: 02

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 03

Slots available: 06

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 04

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 05

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 06

Slots available: 00

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 07

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 08

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 09

Slots available: 09

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
12



### Rig number 10

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days



Used Slots  
16



### Rig number 11

Slots available: 03

Temperature  
1200 F



Timer  
Remove in 65 Days

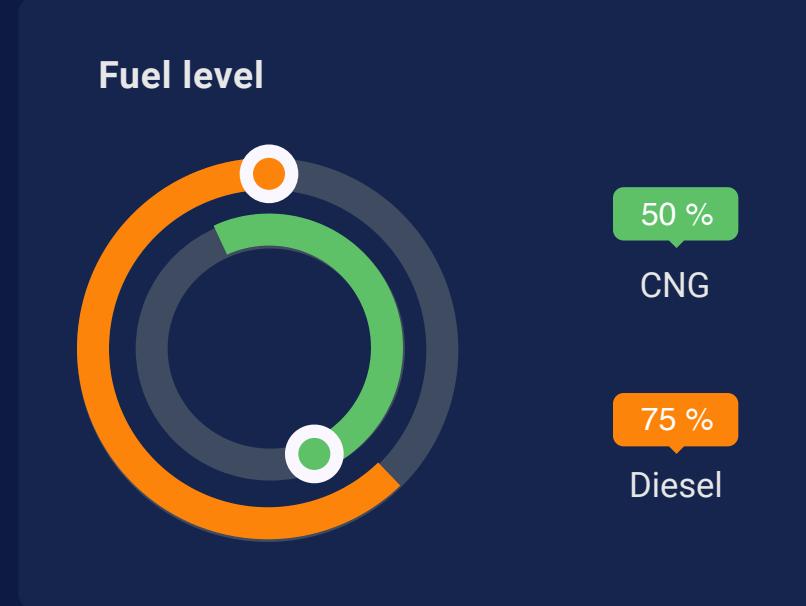


Used Slots  
16





## Dashboard



## Rig number 01

Temperature  
1200 F

Timer  
**Remove ready pins**

Used Slots  
16

Slots Free  
05



## Slot Details



### Results and Outcomes

#### **Definition of success:**

New project reduced their cost of maintenance and improved efficiency & quality.



#### **Key Highlights**

Helped customer successfully to digitize their data entry manual work, save cost and time by using Artificial Intelligence technology.

## 05. PROJECT / IKEA



# Portfolio

## 05. IKEA

**Challenge**

Finding out whether the customer wants to design own furniture according to their requirement.

**What I Did**

- Data analytics
- Persona
- Formative - Usability Testing
- Transcript Data
- UT Data Log Sheet
- Analysis and reporting

### Goal

- Evaluating the actual method of Remote Usability Testing
- To recast and provide an intuitive and modern user experience website for product, which provides users seamless shopping experience

### Objective

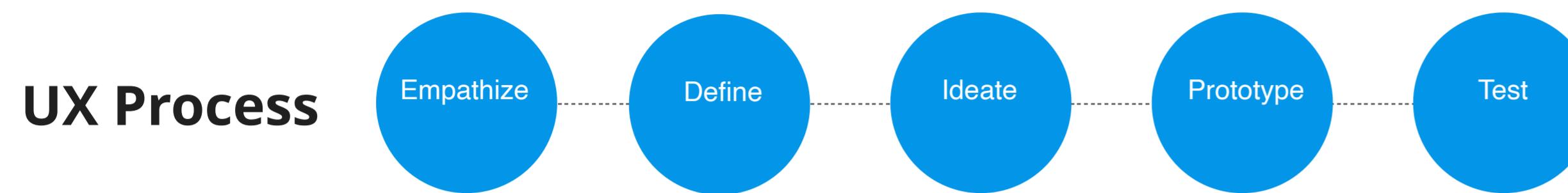
- Explore new features and technology that fulfill customer needs and increase business revenue.
- To identify and evaluate the effectiveness of Remote Usability Testing for different regions that Product

### User / Testing Method

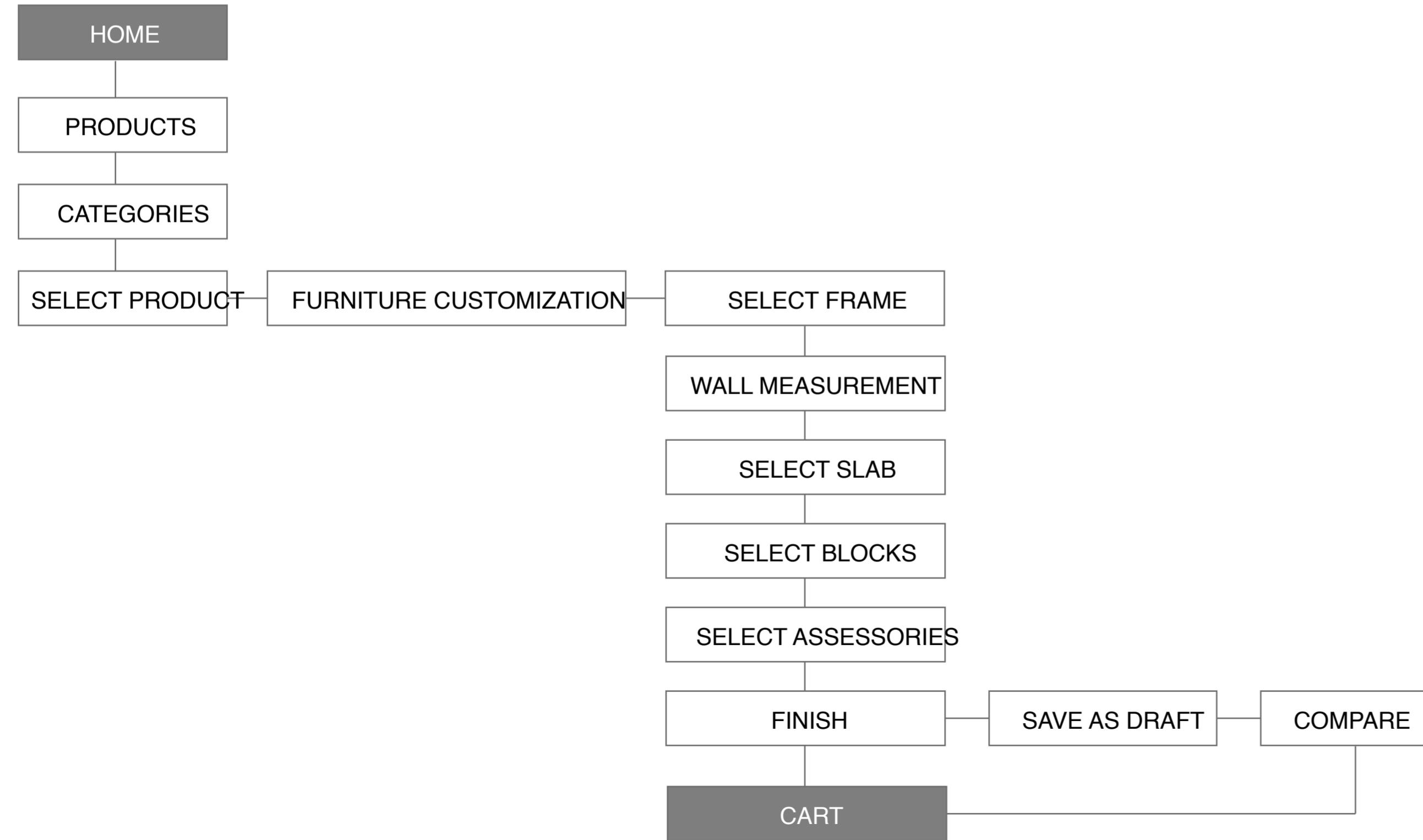
- Remote Testing



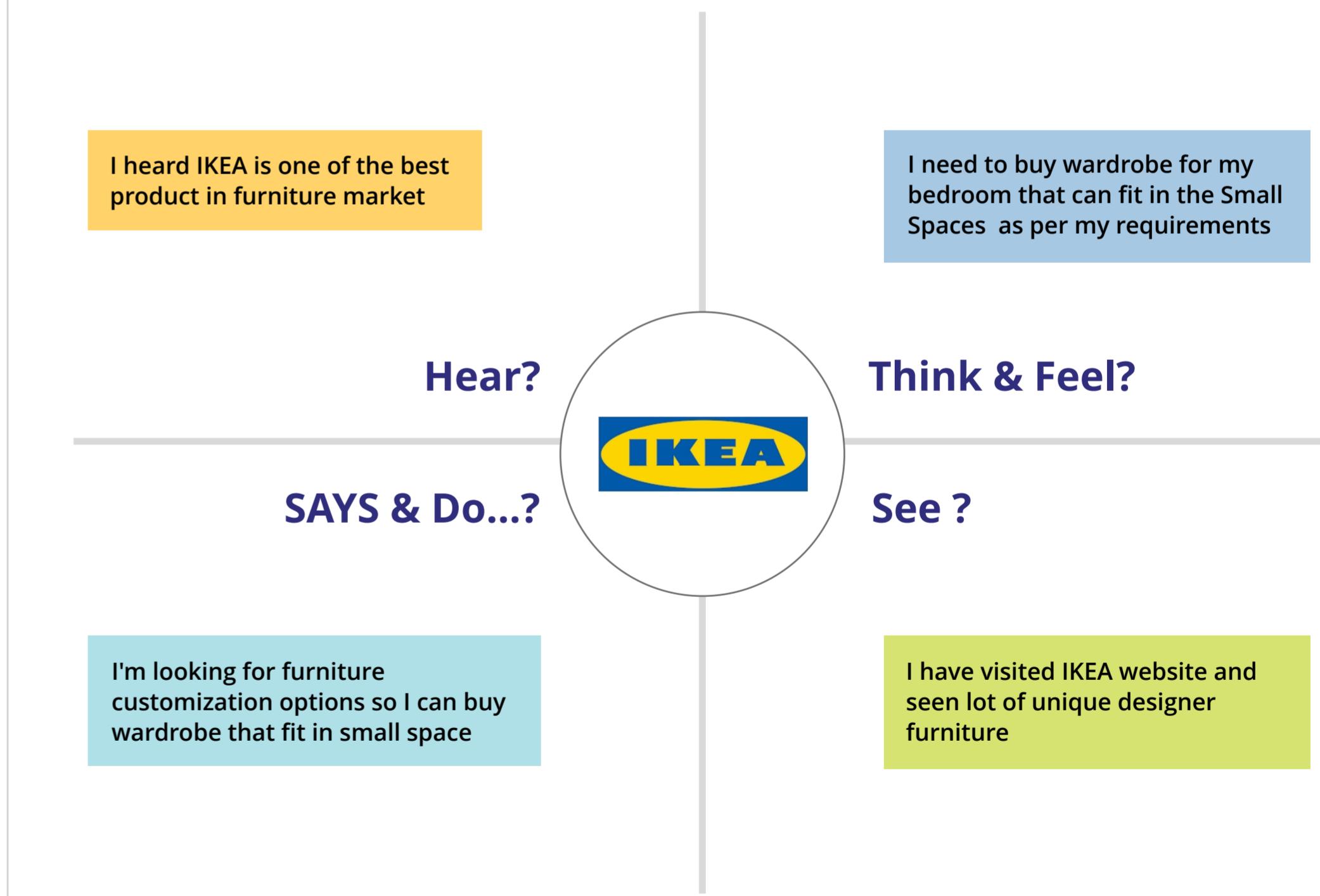
# Portfolio | 05- IKEA



Flow diagram (Furniture Customization)



Empathy mapping



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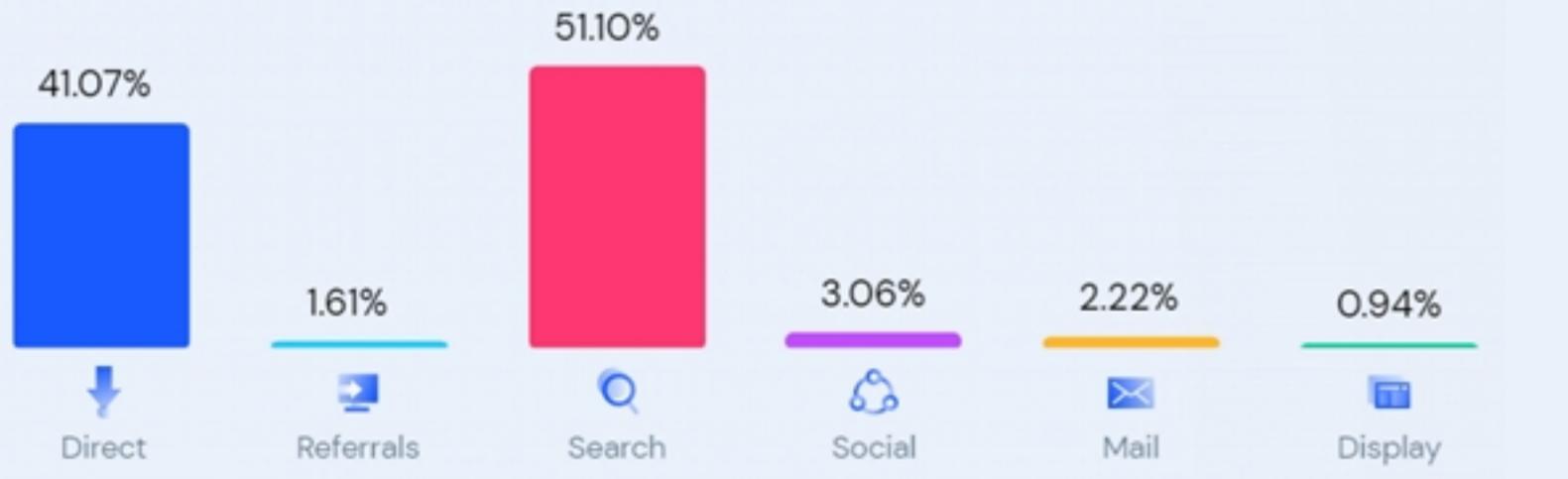


Products Rooms New at IKEA All offers

What are you looking for?



## Traffic Overview



## Competitors and Similar business

Site	Monthly visits	Category	Category rank
homedepot.com	195.3M	Home and Garden > Home and Garden	#2
overstock.com	28.1M	Home and Garden > Home and Garden	#5
boconcept.com	1.1M	Home and Garden > Home and Garden	#317
potterybarn.com	12.9M	Home and Garden > Home and Garden	#22
maisonsdumonde.c...	14.5M	Home and Garden > Home and Garden	#15



A of Canada

Original review: Dec. 16, 2018

My \$1000 worth of closet organizers were scheduled for delivery Thursday evening and never showed. Calling customer service was not available at that late hour. Called Friday AM and found and 55 minutes of back and forth and holds before I could get my delivery rescheduled. 2 gentlemen and what looked like a rental truck arrived Saturday AM only to say they could not deliver because they have too many orders piled in front of my order and they would be back in an hour or so.

[Read full review](#)

8 people found this review helpful



Kimberly of Kansas City, MO

Original review: Dec. 11, 2018

I went to an IKEA restaurant about 30 min before they closed. I asked for trash. It was told no. I complained to the cashier. She said she would tell her manager. Then she went to the person working in the back and made fun of me. I asked to see the manager and he nearly didn't care, but mentioned that the cashier manager was a different manager. I went through the store and saw the same cashier 3 more times. Then I ask the manager if she (the cashier) has already talked to her. She said no.

[Read full review](#)

Be the first one to find this review helpful



Kristof of Los Angeles, CA

Original review: Dec. 10, 2018

Everyone knows that Bass is cheap. I have however NEVER had one order been done properly. Whether it is being rung up in the store, calling ahead to check availability or even recently ordering online. Even two simple pillow covers were days late than the package showed up with NO invoice and short one of the two covers. They clearly just don't care. It's about a quick come and they make zero excuse. If you try to call they will keep you on hold forever. If you don't give up they will treat you like you are insane for expecting respect and service. I don't know when it becomes okay to expect what you are paying for... even if it is cheap and crappy stuff!

394094 found this review helpful



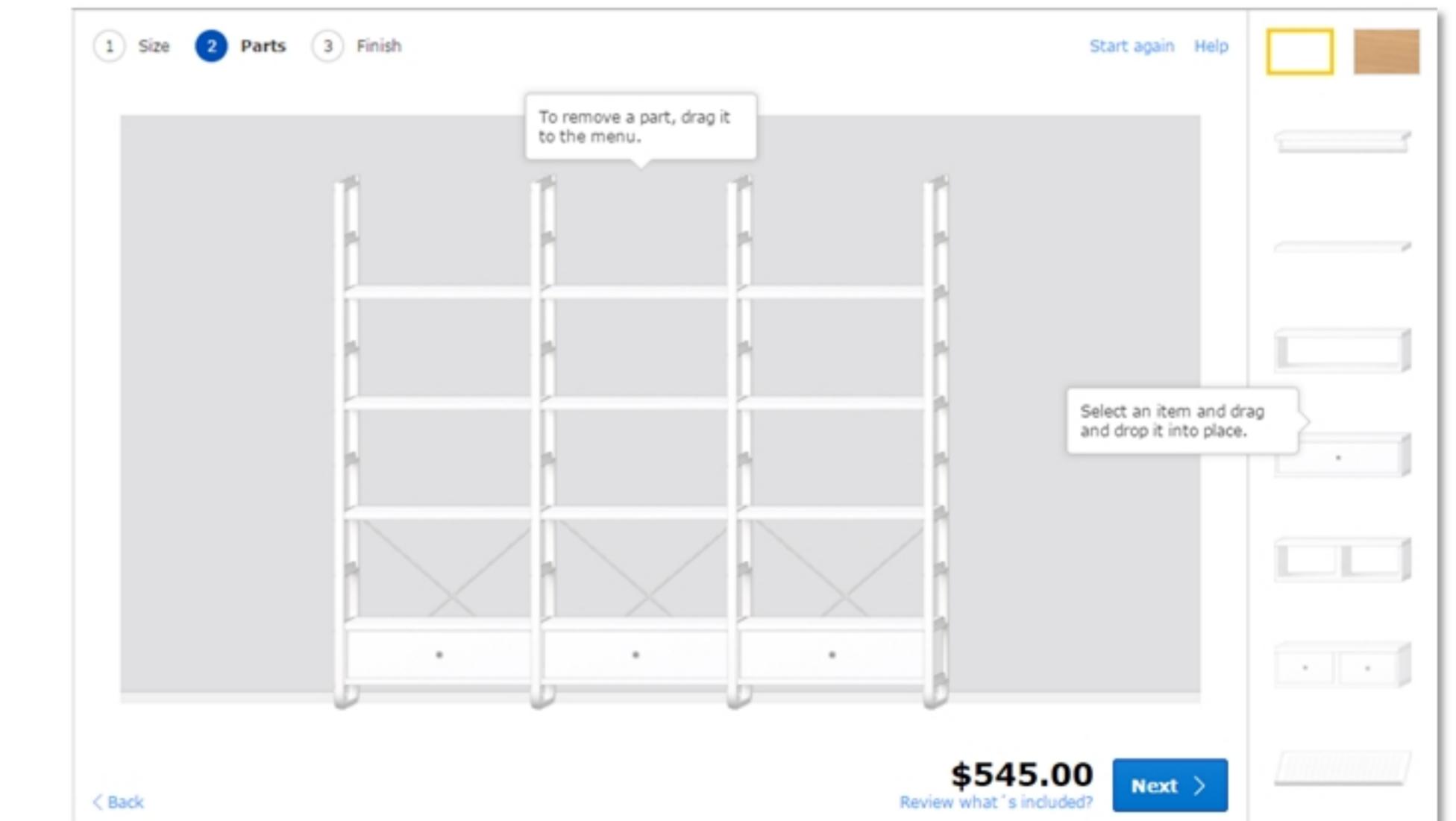
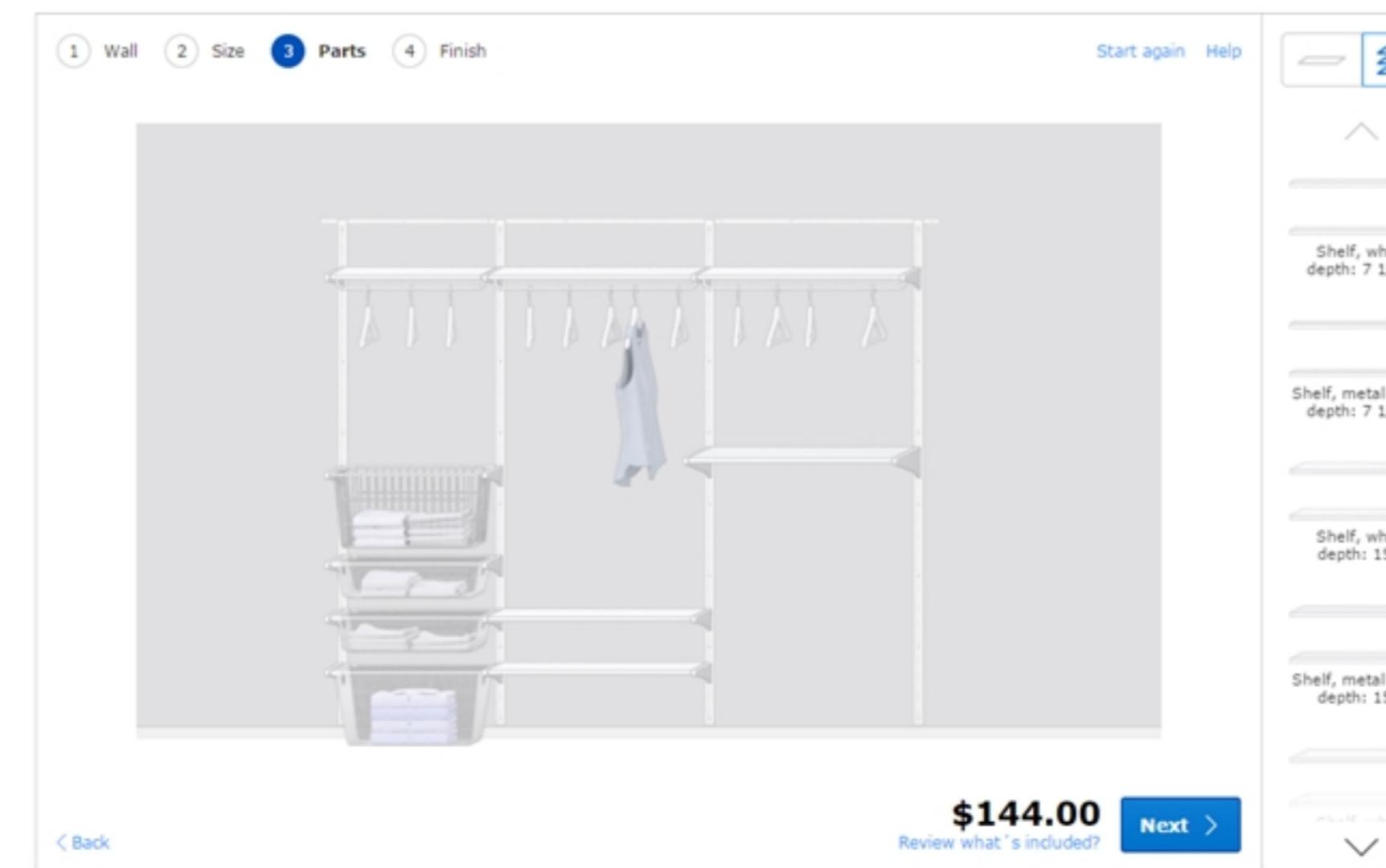
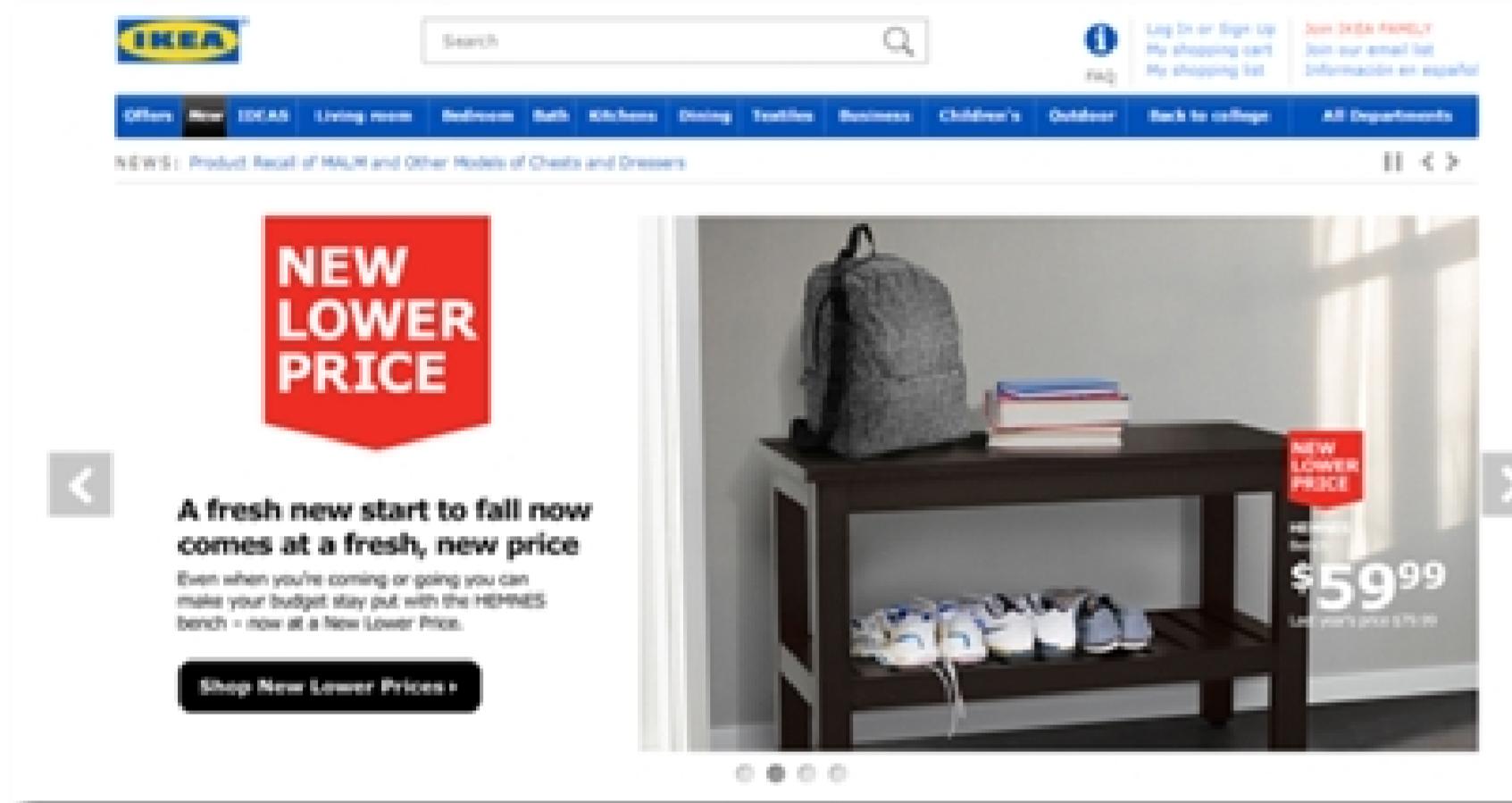
A of Canada

Original review: Dec. 8, 2018

I purchased this sofa bed from Bass that looks promising, online and in stores. We bought the sofa for \$799 tax, paid \$100 for delivery and \$100 for assembly. Guess what, after paying \$100 for the damn sofa bed, it fell apart in less than a month after purchase. The screw came right off and it won't assemble back. Fine, the product was damaged or the quality was bad, whatever, a few months later we decide to call the customer service, who advised that unless we have the receipt, we can't return it or exchange it. Understandable till, I'd say it's pretty reasonable.

# Portfolio | 05- IKEA

## Wireframe

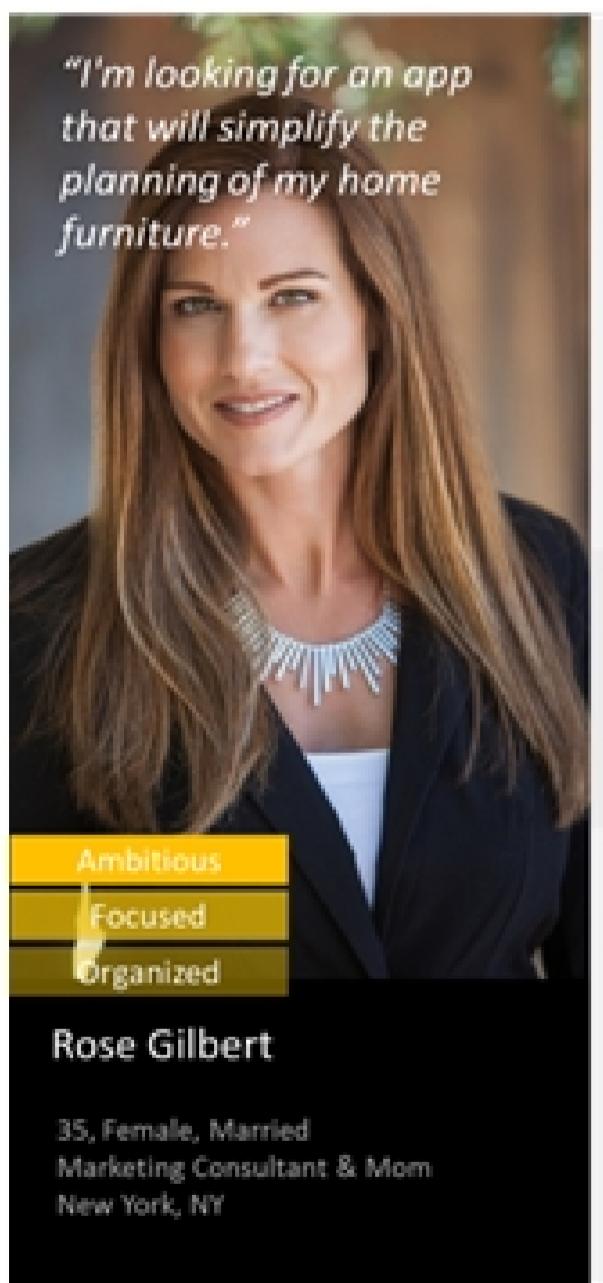


# Portfolio | 05- IKEA

## Tech Savvy and Non Tech Savvy

2 personas were created based on their awareness of ecommerce sites and frequency of online purchases

### Tech Savvy



**Bio**  
Rose lives in the city of New York. She is a hard worker, likes fast results and likes to be rewarded. She quit her job as a Marketing Consultant to be able to take care of her children. She is Smart, Tech Savvy, feels comfortable online, but Internet isn't always the first place she turns to for information.

**Personality**

Introvert	Extrovert
Low	High

Passive	Active
Low	High

Analytical	Creative
Low	High

Loyal	Fickle
Low	High

**Tech- Literacy**

Low	IT & Internet	High
Low	Mobile & Social Media	High

**Motivations**

Designer Products  
Value for money Eco-Friendly  
Personalization Convenience Comfort

**Top 5 Brands**

Pinterest  adidas  CHANEL  Etsy   
Expedia 

**Expectations**

- Value convenience and effortlessness in an application
- Familiar patterns
- Ease of use
- Consistent and trendy look and feel
- Self Explanatory Icons
- Easy findability of content

**Frustrations**

- Getting poor search results from online shopping sites
- Multiple steps to complete a task
- Inconsistency
- No filter or sub option to sort products

**Ambitious**  
**Focused**  
**Organized**

**Rose Gilbert**  
35, Female, Married  
Marketing Consultant & Mom  
New York, NY  
Capgemini Public

### Non Tech Savvy



**Bio**  
Chris is working in an automobile company since 15 years as a operations guy. He loves his job hence has never thought about changing for betterment. He loves certainty and doesn't like to take new challenges. He recently moved into a new home and is decorating it along with fiance, Rose. He is not very Computer-savvy and not very active on social media.

**Personality**

Introvert	Extrovert
Low	High

Passive	Active
Low	High

Analytical	Creative
Low	High

Loyal	Fickle
Low	High

**Tech- Literacy**

Low	IT & Internet	High
Low	Mobile & Social Media	High

**Motivations**

Achievement  
Value for money Comfort  
Convenience Growth Exploring

**Top 5 Brands**

Nike  Expedia  Diet Coke  Dell 

**Expectations**

- Easy interface and patterns
- Familiar Terminologies
- Ease of use
- Minimal look and feel
- Self-explanatory Icons

**Frustrations**

- Unfamiliar with new upcoming technology
- Manual tracking is too time consuming
- Getting far fewer product options

**Analytical**  
**Hard working**  
**Value Oriented**

**Chris Tyler**  
39, Male, Single  
Operations/Support  
San Jose, CA

# Portfolio | 05- IKEA

## Research & Analysis

### Protocol and Data Transcriptions

#### Protocol

Now I will give you certain scenarios, based on that you will need to perform a few things on the website. I would request you to hear it out and then do the task.

**Desktop tasks:**

**Task 1: Plan your Dream Home**

---

Go to [www.ikea.com](http://www.ikea.com) and select the country of your residence.

**Scenario**

You want to plan your home and are looking at IKEA to provide you planning solutions and help you bring your dream home to life. How will you go about it?

- 1) Check the Journey from [www.ikea.com](http://www.ikea.com) to selection of country of residence/Local Website.  
Note the responses to selection of region and country. Probe for any insights into if the user gets confused or would want a different kind of a local site selection option?
- 2) Check if the person is able to locate the Planning Tools > Start Planning Now image/link on the page by scrolling or does the user go to search for finding the same using search option.  
Probe further on the experience of the user in searching the planner.  
If the user is able to locate the planner, ask questions about:
  - Is it easy to use?
  - Is it Self Explanatory?Check the Journey.  
Ikea.com > Scroll down > Planning Tools/Start Planning Now > Go to the IKEA Home Planner (Button) > Check the agreement > Continue> Create a New Design > **Thank the user and End the Journey**

#### Transcription Data

13 Participant	And the plus? What do you think it is?
14 Moderator Participant	Umm.. I am not sure... Actually I just trying think what it would be for? It all sec... Adding something but I am not entirely sure what it supposed for? That its like ... I don't know ... its not home button... no... it wouldn't be a home button.. I am not sure... its just something additional that hasn't been mentioned here.... That I would thought because... it will needs to be there... its not here.. and usually when people would use that symbol over dropdown its like list a thing... may be this like... can ... may be this... a correspondence there... I don't ... know...
15	You can click on the map
16 Moderator	Okay... oh... this is clever... It's bit like google maps...
17 Participant	So for you what's wrong here?
18 Moderator Participant	Umm! That's me... I think I doubt it that... I have to scroll up & down... And this is showing me... The things around where I live... It shows me badminton and... Time...
19	Okay... and here you have these two buttons... Is it... and you can click on it...
20 Moderator	Oh.. It works as a map.. Okay... Oh.. Is it... not wait long.. And
21 Participant	and the other one?
22 Moderator	Ohhh... Also that a listing... Okay... that's a list of... ohh okay.. I see no no.. (Scrolls up & down)
23 Participant	ohhh.. okay... I see now... (scrolls up & down)... Ohh.. Okay.. So I can Click on that.. they trace me...
24 Moderator	Okay so this is.. First version of the screen.. And I am going to show another version and you going to tell me what you see?
25	
26 Participant	okay... yeah.. (Moderator swipes left till reaches another version of screen)... ohhh.. its different.. hardly see the difference... because it quite subtle difference.. (scrolls down)... Umm! ..it didn't have that saying such sport played (Unclear words 12:58 to 13:02)... earlier one.. what did I did not notice...
27 Participant	Okay..
28 Moderator	

Confidential data

# Portfolio | 05- IKEA

## Tabulate Data

Consolidate from UT sessions into the spreadsheet.

	A	E	F	G	H	I	J	K	L	M	N	O	P
1	Desktop Task 2( Algot ) :Buy a Wall Mounted Shelf for Garage in the range of \$70 - \$150												
2	Participant Name	Is this information Self Explanatory?	Path taken by participant	Task success	Participant's rating for task			1. 1. Can you show me how would go about planning your Wall Mounted Garage Shelf? o Check the response to ② Selection of Wall Mounted Tab, Check the use of Filter by Room Types and Filter by Sizes. ③ Selection of the	2. What do you expect to see after clicking the Next button?	3. Do they think something is missing? Any Other feedback	4. Wizard Step 1 (Wall): ) Check Interactions with the system for Wall Size Selection? • Check interactions for Shelf Width Size selections, Addition and Deletion of Blocks	5. Wizard Step 2 (Size): ) Check Interactions with the system for Size customizations? • Check interactions for Width and Height customizations, use of Drag and Drop selections. )	
3					Easy	As expected	Satisfactory						
4	Isheet Joshi	Yes	Ikea.com > Searching on the MenuItems > Tried using the Search Option > Started Scrolling on Home Page > Saw and clicked on Planning Tools > IKEA Home Planner (Button) > Check the Agreement > Continue > Had a doubt about Profile creation, clicked on Create New Design.	Yes	Yes	Yes	Yes	Selected filter by Room > Selected Wall, Selected filter by Section and selected two section. Scrolled the images left and right and selected the image for \$151. that asked him to follow 4 steps.	He expected to see plain wall, where he can customize it as per his garage measurement.		User is reading the options on the page. Seems like he can change the sizes of the wall by entering text in blue boxes or he can use the drag options to change the size. User customized the size. Clicked on Next	User Tried with various width and height options. He adjust the self length by dragging slider to adjust height of self. User can tried to add new mounting rail. He understand by adding new block cost will increase. User asked moderator how to deleting additional blocks if he don't want. Later he also identify delete option there in interface. By clicking next button user can verify and customized measurement.	
5	Shradha												
6	Rupali Shinde												
7													

Confidential data

### Results and Outcomes

#### **Definition of success:**

Innovate new product feature i.e.  
Furniture customisation



#### **Key Highlights**

Customer are getting benefits  
of furniture customisation.  
Before they buy now they can  
easily check if they can fit that  
product as per available space.

# Thank you

hemantux@gmail.com

<https://www.linkedin.com/in/jhahemant/>

