

# Hemant Jha

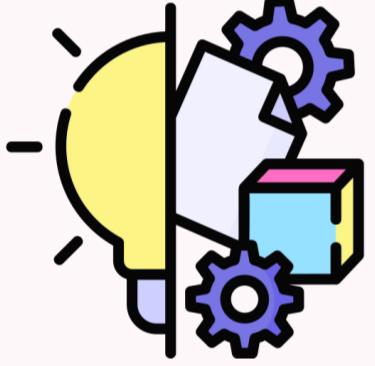
## UX Design Portfolio

+91 9819393386 | hemantux@gmail.com



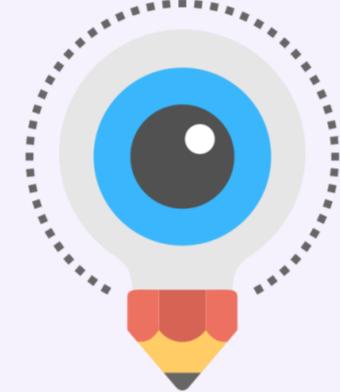
# What I know

## User Experience



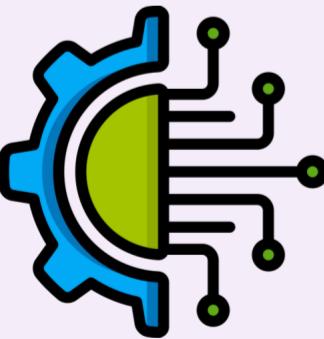
- Design Thinking
- User Research
- Information architecture
- Interaction Design
- Usability Testing

## Design



- Sketching
- Adobe Creative Suite

## Tech

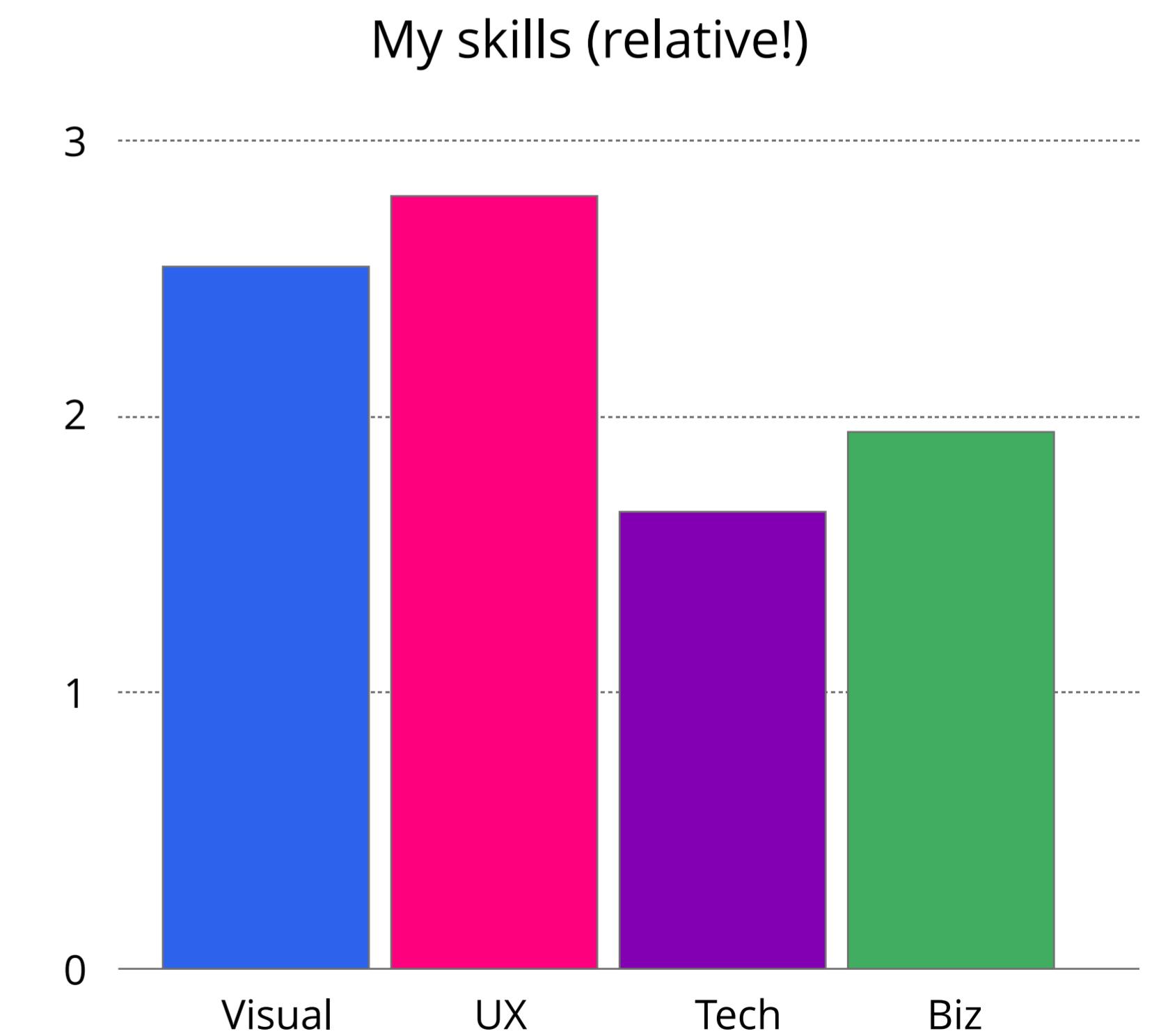


- CRM / Enterprise Software
- Prototyping Tools AxureRP, Adobe XD
- Google Analytics, Online Marketing
- JIRA - Product Management Tool

## Business



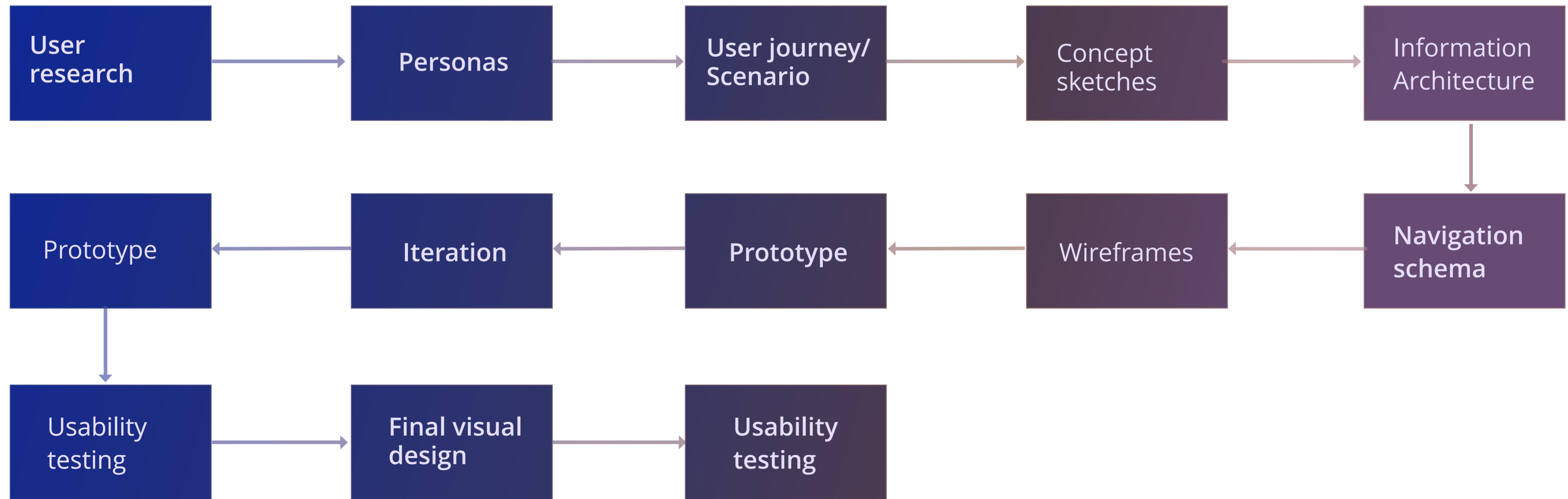
- Product Ownership
- Agile / Scrum
- Track Customer Satisfaction
- Analytics
- Innovation
- Digital Marketing



# My role & responsibility



# User centered design process



# Portfolio

## 01. 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 :**

- Content Services
- Security
- Healthcare
- Design System

**Opentext**

UX Design Manager

May 2019 - Present

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.



# Portfolio | 01- OpenText - Products

## Projects - Enterprise Application

### E-discovery Security 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.

### Pharma regulatory systems

POC interaction design for drug company that accelerates the discovery process by extracting actionable insights that drive pipeline innovation.

### Design System

I have worked on design patterns and components that are reusable across the organization.

The OT Design System powers hundreds of teams to deliver faster and with greater quality.

# Portfolio | 01- 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 use cases	Deliver approved wireframe to Visual Design team
<b>Product discuss</b> with stakeholders, understand design brief, Epic, User story and use 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

## Portfolio | 01-Design system - Success

### Results and Outcomes - Design System

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

UX, Visual design, Engineering and Product manager using our design system for reference



The pattern allowed product teams to experiment more and deliver product features faster.

Helped engineering team to produce more consistent user experience.

# Portfolio

## 02. 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
- Formative - Usability Testing
- 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

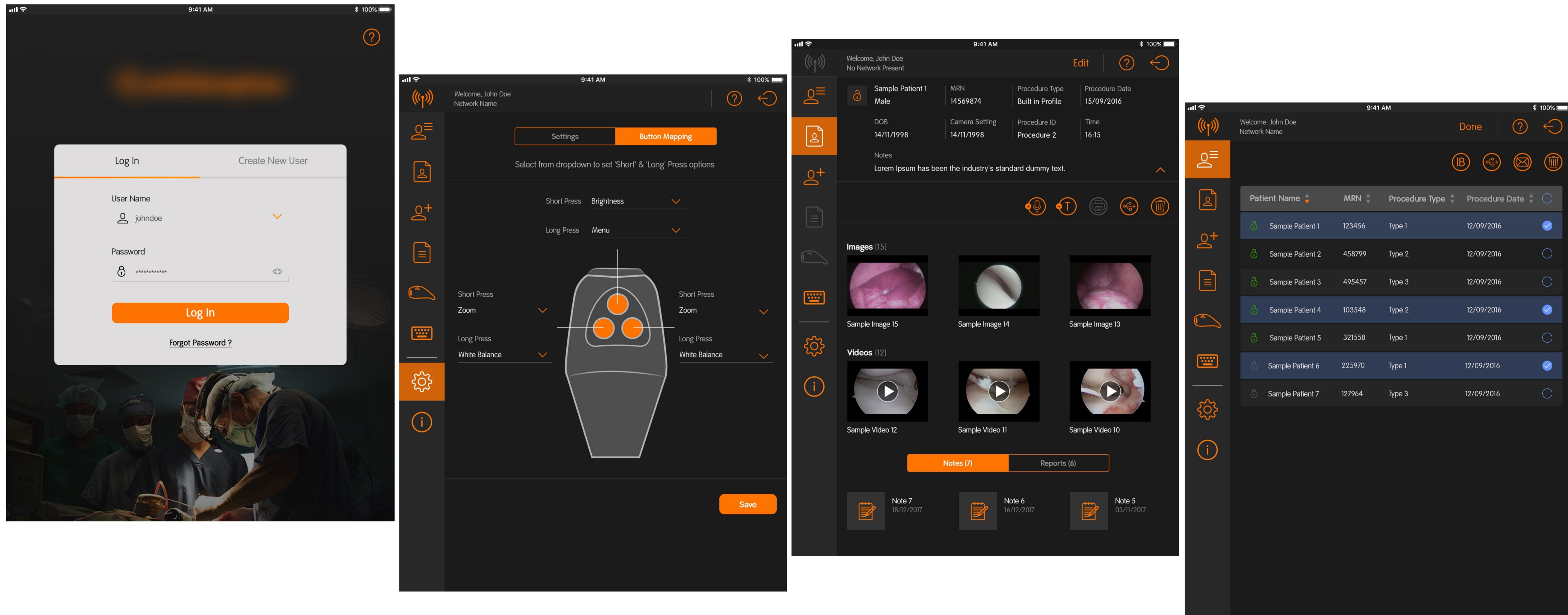
### User

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



# Portfolio | 02- Medical – Smith & Nephew

## Final Design - iPad



# Portfolio | 02- Medical – Smith & Nephew - UX Process

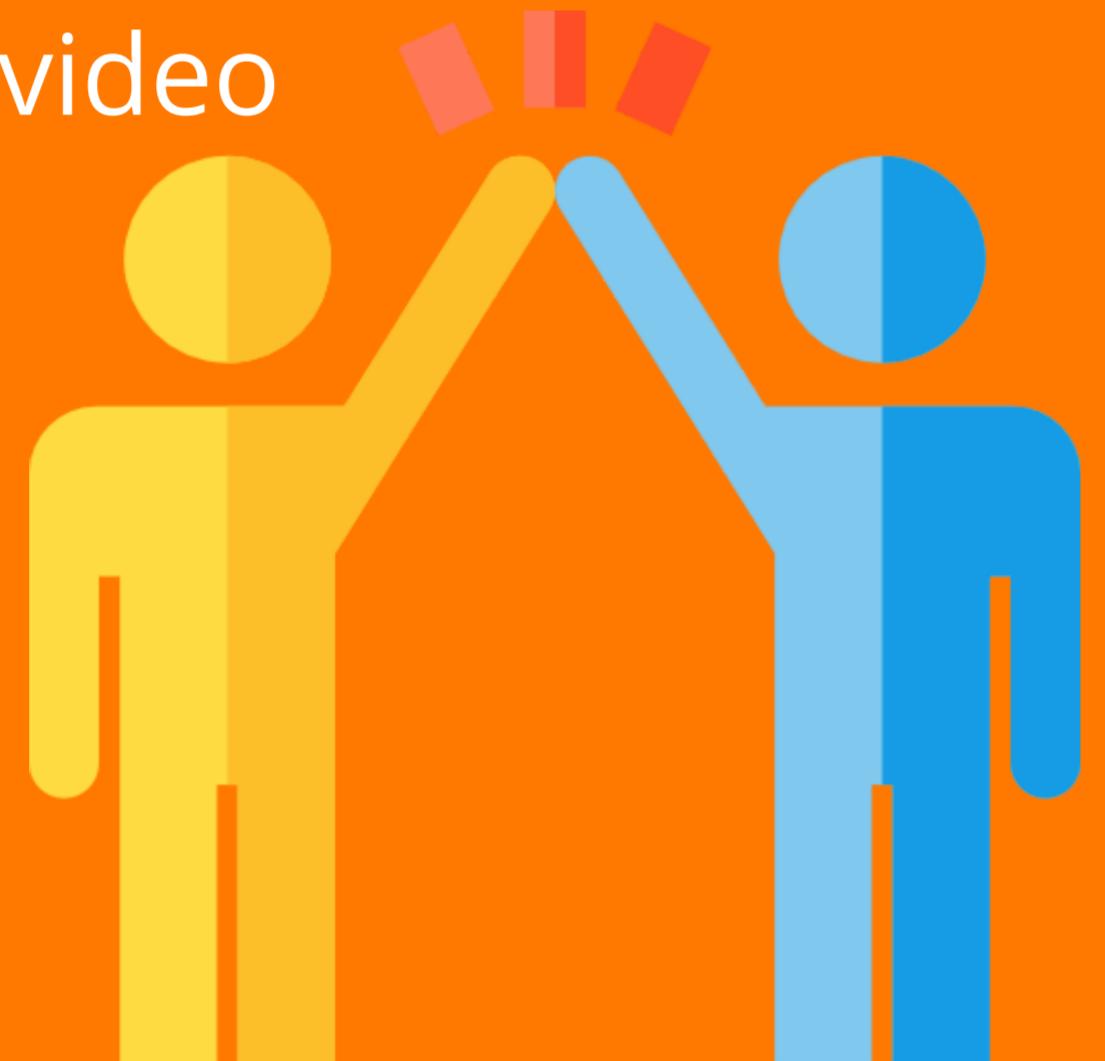
## My role as a UX Specialist IC role in each phase

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



Enhanced Patient and Doctors communication

Enhanced Data management and portability

Enhanced product effency

# Portfolio

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

### Challenge

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

### What I Did

Setting Objectives & Goals

Interview

Mind Mapping

Flow Diagram

User journey

Low and High fidelity prototype

Formative - Usability Testing

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 | 03- 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

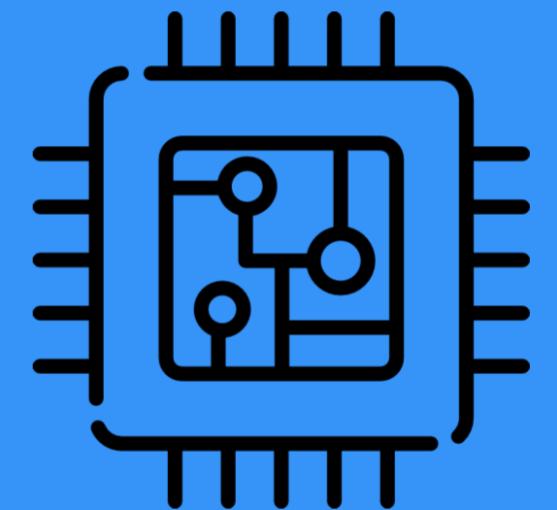
- User Painpoints
- Empathy Mapping
- Personas
- User Journey
- Stakeholder Mapping

### 3 Design

- Wireframe
- UX Design
- Visual Design
- Assets

### 4 Usability Testing

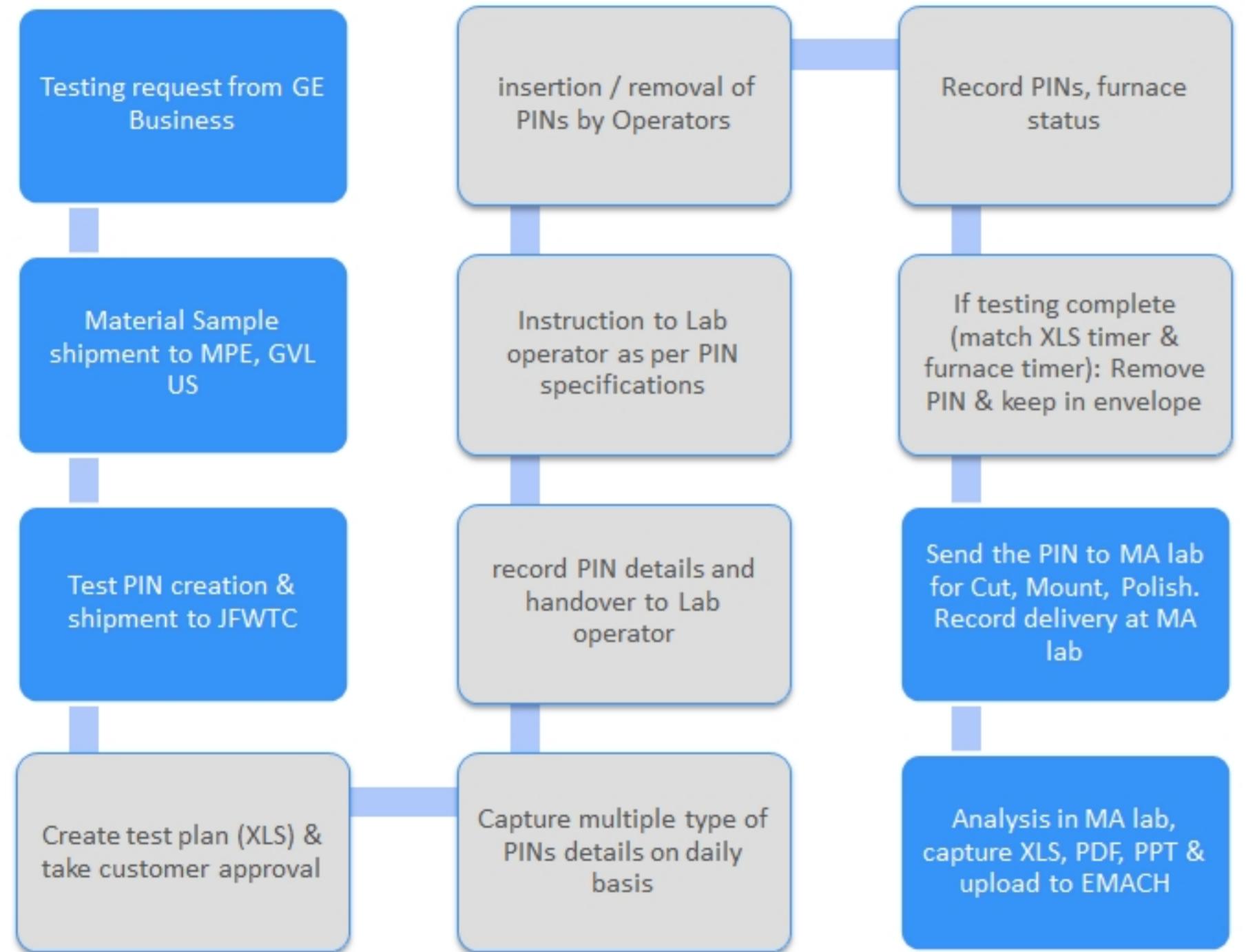
Usability Testing to understand product success



Gas Leak Detection Sensor  
Heat Detection  
Air pressure sensor  
level sensors

# Portfolio | 03- Oil & Gas – GE Research Lab Project

## Material Testing Process



# Portfolio | 03- Oil & Gas – GE Research Lab Project

## OHC (Oxidation Heating Corrosion ) Lab Flow



Prototype

The screenshot shows a prototype application for managing lab rigs. On the left, there's a grid of 12 boxes labeled RIG 01 through RIG 12, each containing temperature and slot information. To the right, a larger box for RIG 01 displays its details: Temp: 1200, Slot Used: 16, Slot free: 4. Below this are sections for 'Remove / Test Hrs' and a list of slots with their estimated completion times. At the bottom, there are tabs for 'Temp vs Rigs', 'Rigs vs Pins', and 'Plots', followed by a table of data. A legend at the bottom left defines symbols for 'Working', 'Remove Pin in few hrs', 'Not used', and 'RIG service'.

High fidelity design

The screenshot shows a high-fidelity design of the OHC Lab system. It includes a video feed of a person working on a rig, a 'Rig Layout' section showing two locations (OHC Lab and MA Lab), and a 'Task Frame' section listing various tasks for different rigs (e.g., RIG 01, RIG 02) with their status (Completed, Pending, Due). The interface also features a 'My Program Room' section with program details and a 'All Programs (45)' table.

# Portfolio | 03- 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			

### Results and Outcomes

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

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



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

# Portfolio



## 04. Microfocus - Reporting Software

### Challenge

Create Dynamic Product that includes multiple factors such as customizable dashboard, predictive feature, real-time reporting, automation of processes.

### What I Did

- Heuristic/Competitive Analysis
- Card Sorting
- Information Architecture
- Task flow
- Low fidelity wireframe
- Clickable prototype

### Goal

- Measure end user experience and performance issue before any business impact
- IT process automation and automated remediation

### Objective

- Intelligent Dashboard with flexible visualization and reporting
- Real-time predictive analytics to reduce problems faster



# Portfolio | 04- Microfocus - Reporting Software

## Final Design / Wireframe

DASHBOARD REPORTS SCHEDULER TELEMETRY RESTORE BACKUP

Last Updated: 10 Jan 2018, 15:10:00 |

### SUMMARY

Sessions: 15 | Media List: 25 | Total Clients: 112 | Total Licenses: 15 | Total Data Protected: 215 GB | Total Devices: 512

Media List Legend: 

- Medium 1-VM
- Medium 2-VTL
- Medium 3-Cloud
- Medium 4-Physical
- Medium 5-PTL

### MY FAVORITES

Favorite Report 01: Bar chart showing Average time (hrs) for various backup specifications.

Favorite Report 02: Line chart showing Average time (hrs) over time for two legends.

Favorite Report 03: Line chart showing percentage over time.

Favorite Report 04: Circular gauge chart showing 45.

Favorite Report 05: Circular gauge chart showing 35.

RECENT REPORT(S)

- IDB Report
- Data Under Protection
- Client Backup
- List of Pools
- List of Sessions

Dashboard Reports Scheduler Telemetry Restore Backup

Last Updated: 10 Jan 2018, 15:10:00 | ?

### Summary

112 TOTAL CLIENTS | 215 GB TOTAL DATA PROTECTED | 15 TOTAL LICENSES | 522 TOTAL DEVICES | 10 SESSIONS

### My Favorites

Media Inventory: Bar chart showing State (Running, Pending, Creating Results, Creating Analysis Data, Idle).

All Requests: Line chart showing All Requests (New Requests, User Requests) over time.

Subscription Requests: Line chart showing Subscription Requests over time.

### Reports

Configuration Reports: Configuration Reports, Configuration Overview, Any Time per Backup Spec, Configuration Reports - Any Time per Backup Spec.

Avg Time per Backup Spec: Range: Last 7 days, Unit: hrs, Generate.

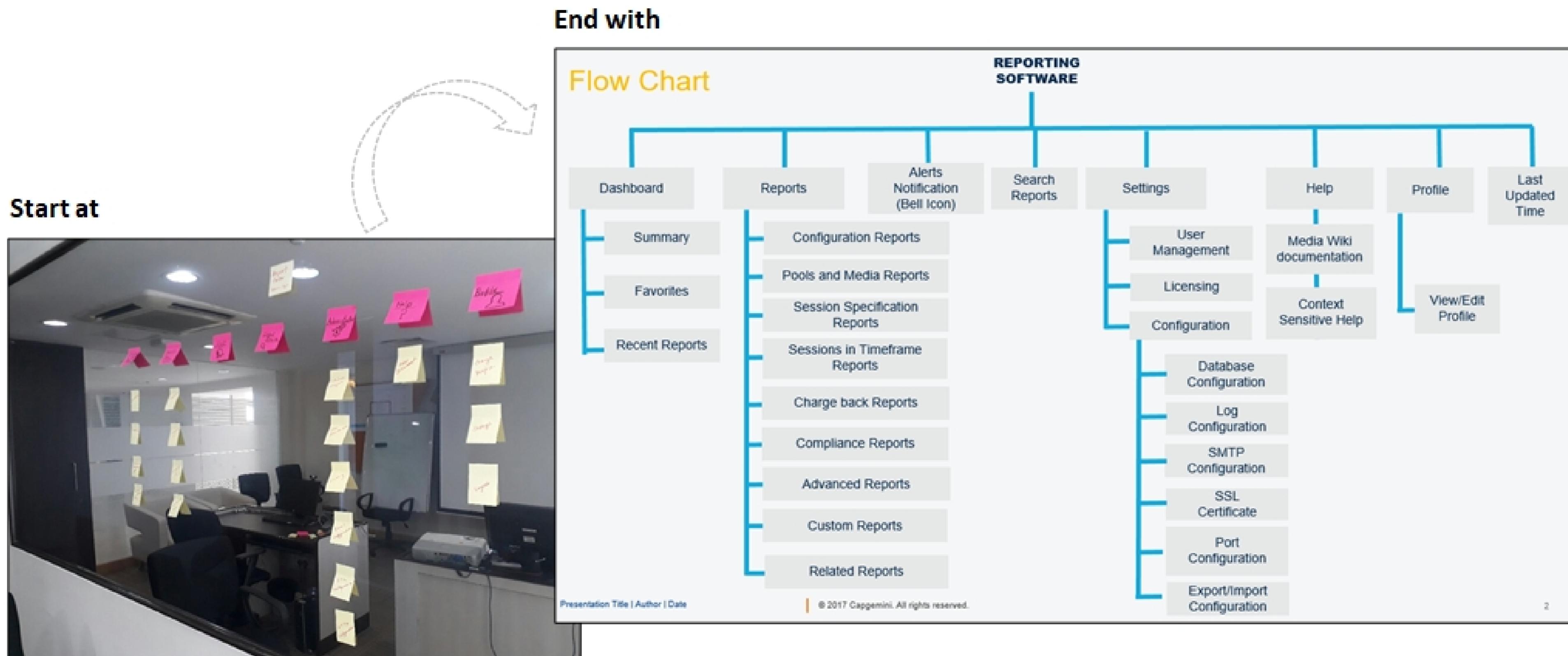
Recent Reports: IDB Report, Data Under Protection, Client Backup, List of Pools, List of Sessions.

Related Reports: Protector, Licensing, Lock up schedule, Data Under Protection, Use of Specifications.

Recent Reports: See All: IDB Report, Data Under Protection, Client Backup, List of Pools, List of Sessions.

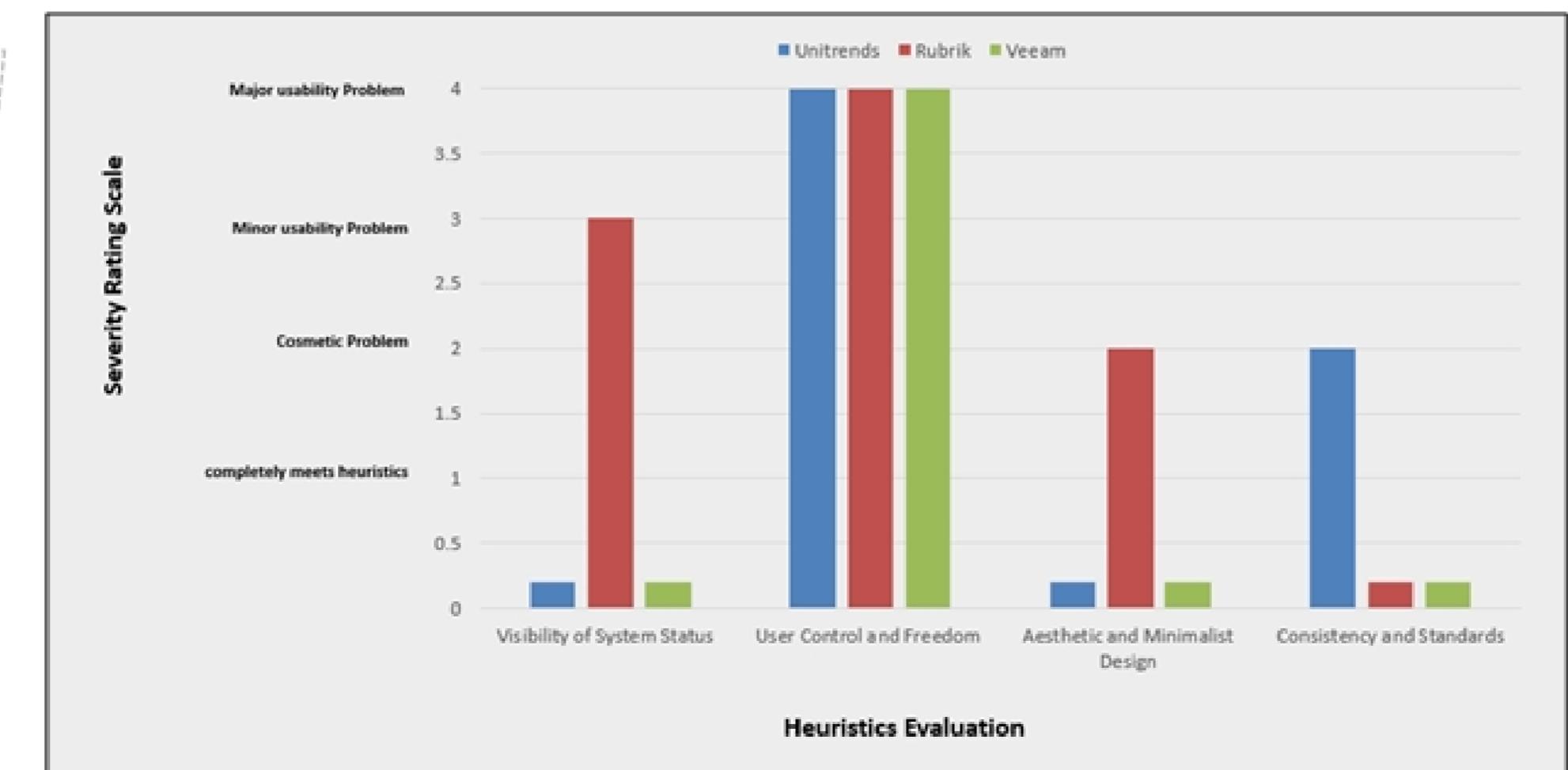
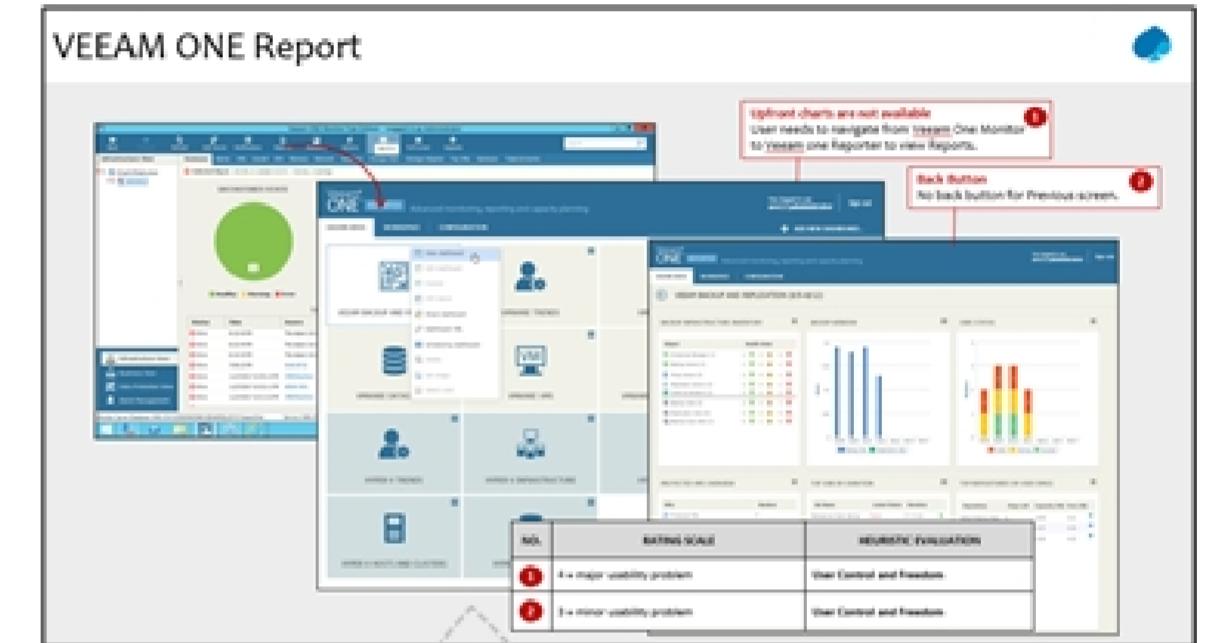
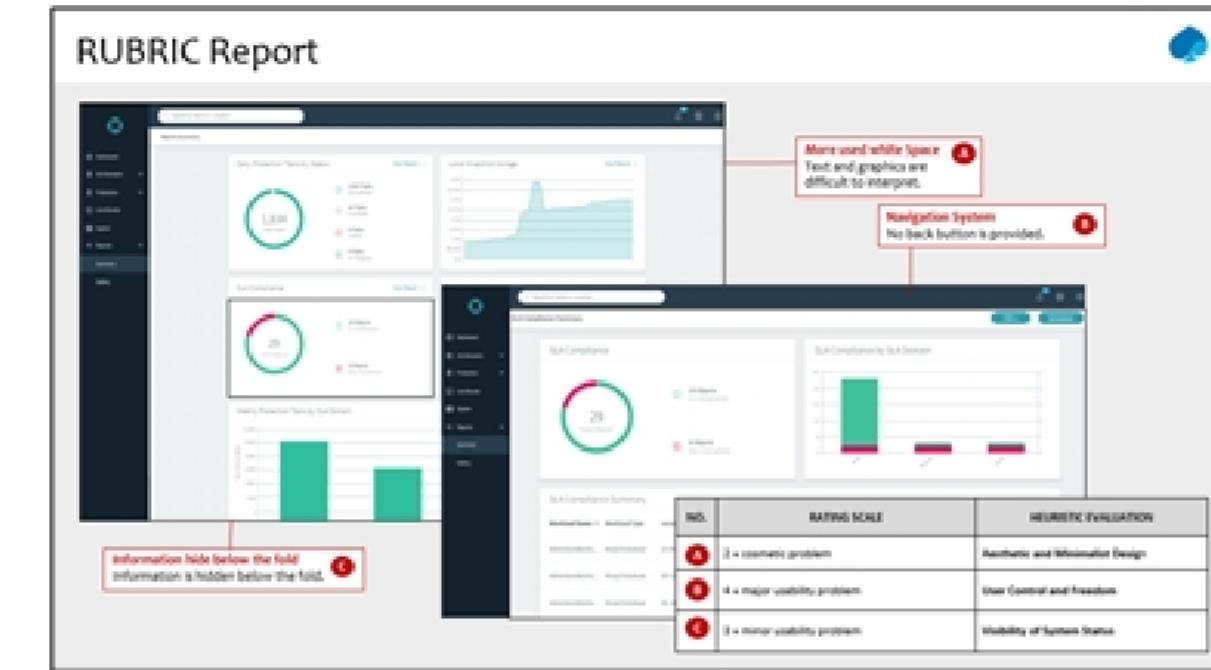
# Portfolio | 04- Microfocus - Reporting Software

## Information Architecture



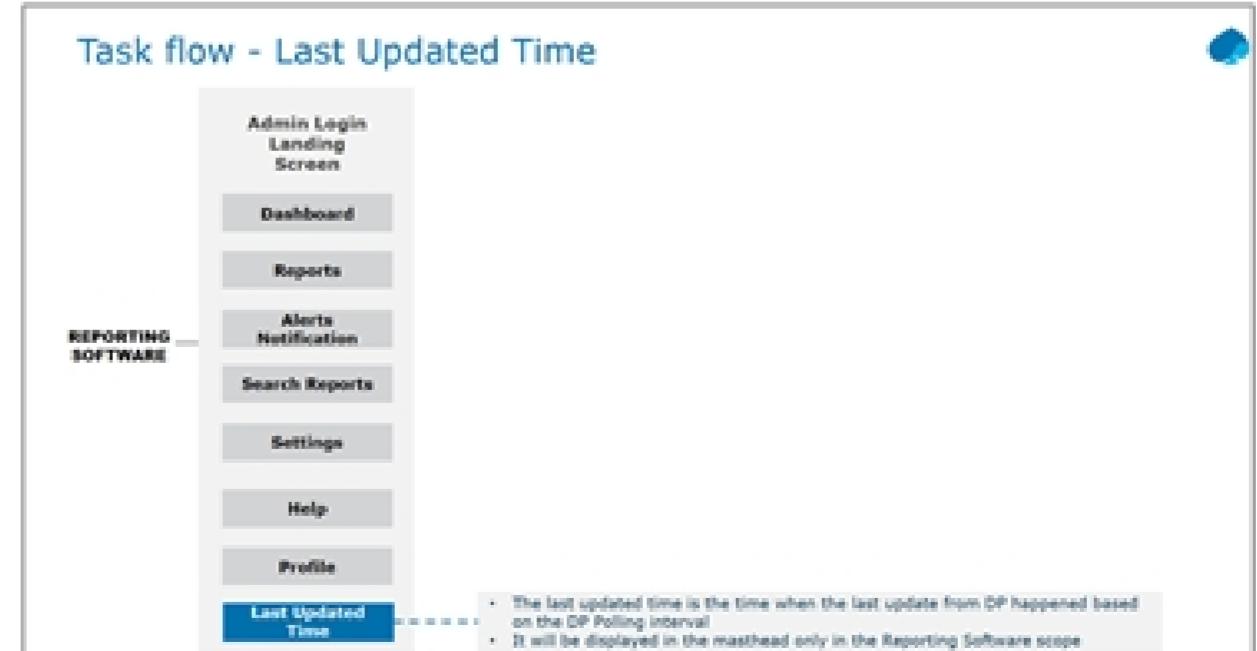
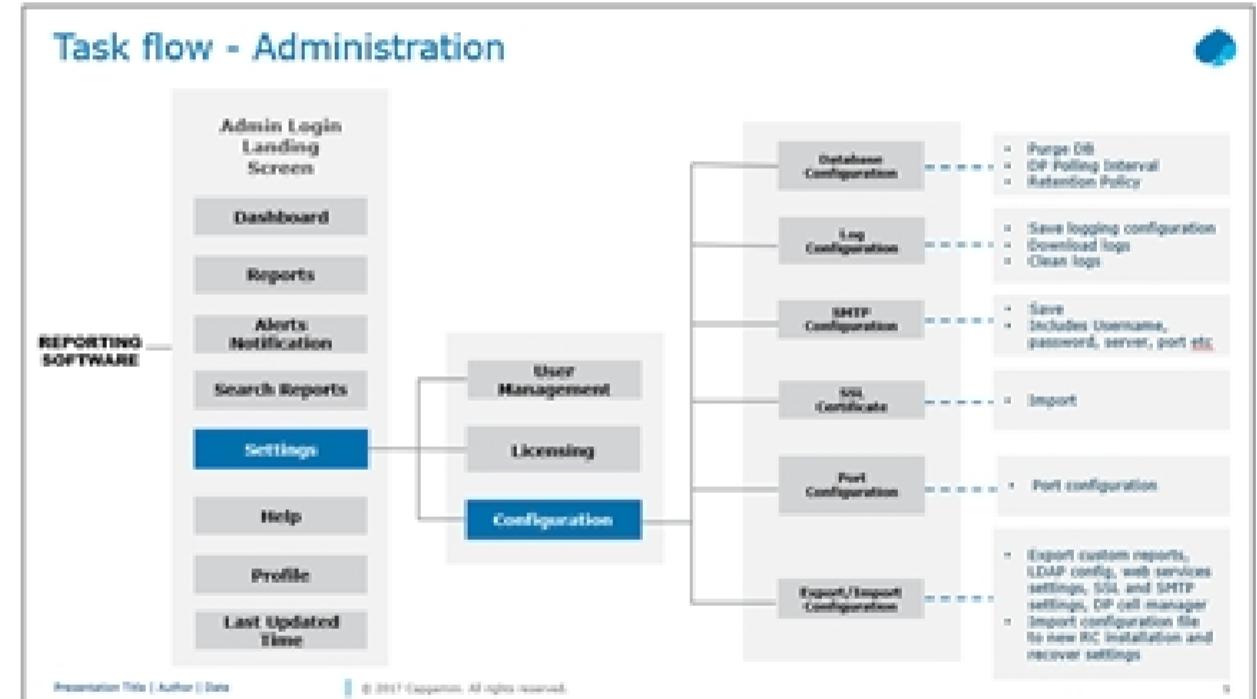
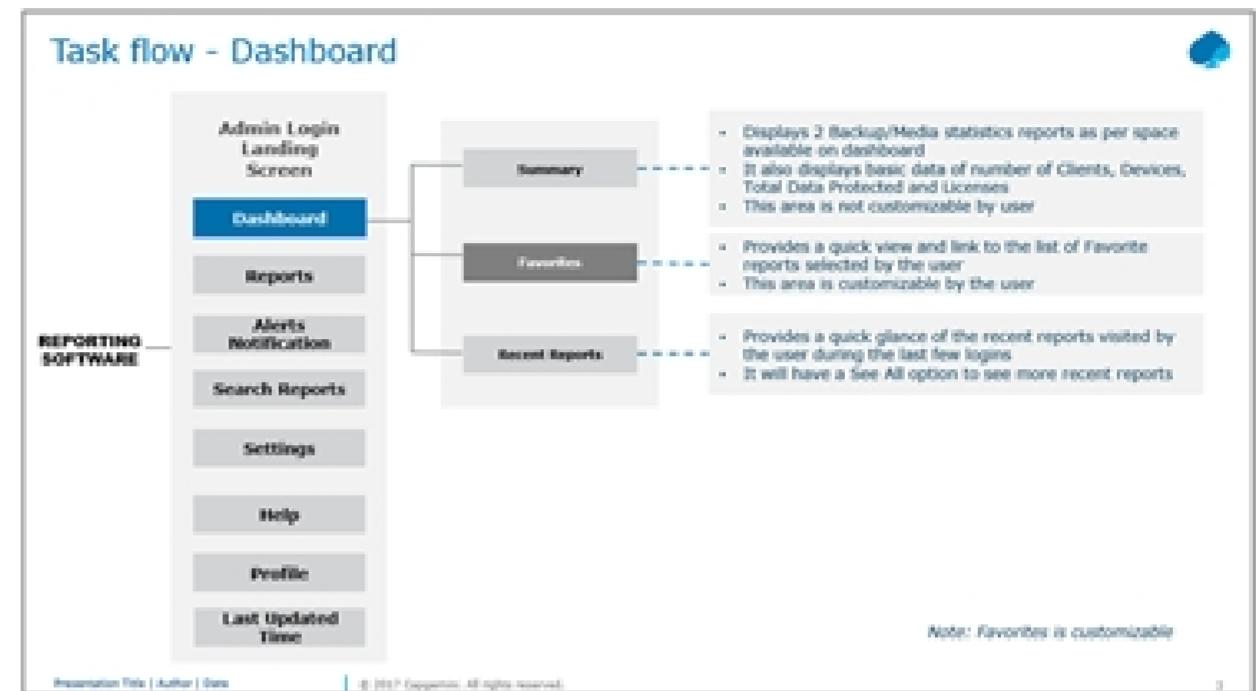
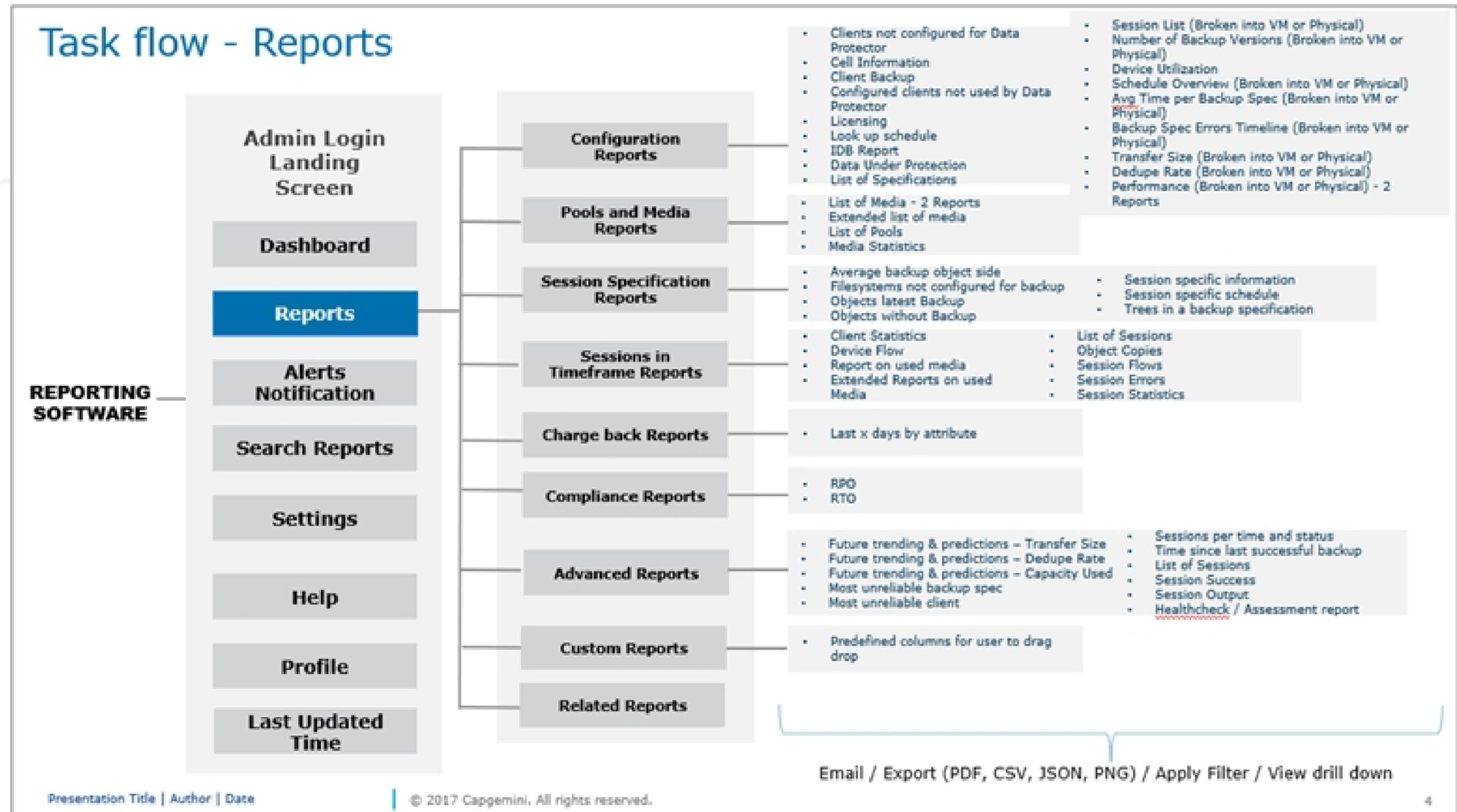
# Portfolio | 04 Microfocus - Reporting Software

# Competitive Analysis



# Portfolio | 04 Microfocus - Reporting Software

## Task flow





# 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

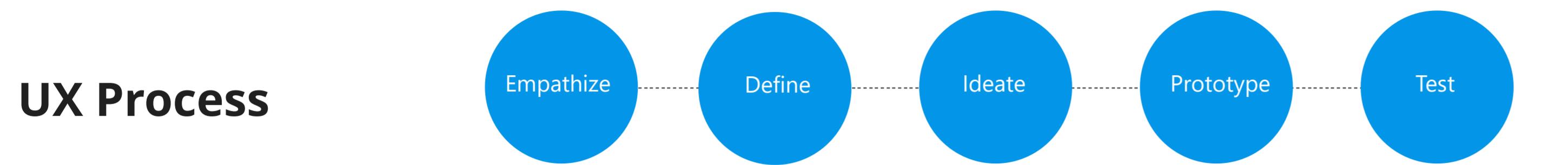
- Explore new features and technology that fulfill customer needs and increase business revenue.
- To identify and evaluate the effectiveness of Remote Usability Testing for different regions that Product

### User / Testing Method

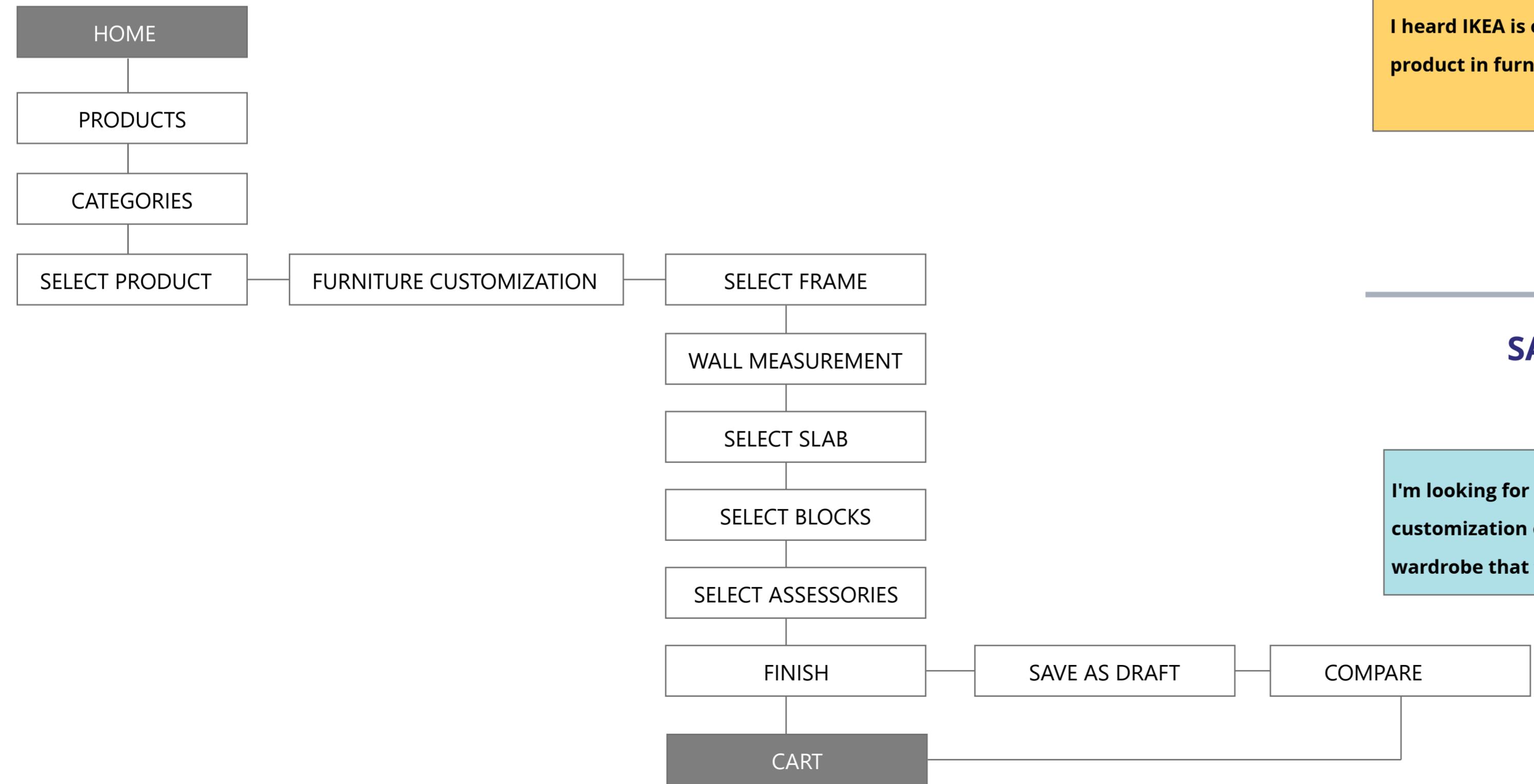
- Remote Testing



# Portfolio | 05- IKEA



## Flow diagram (Furniture Customization)



## Empathy mapping



# Portfolio | 05- IKEA

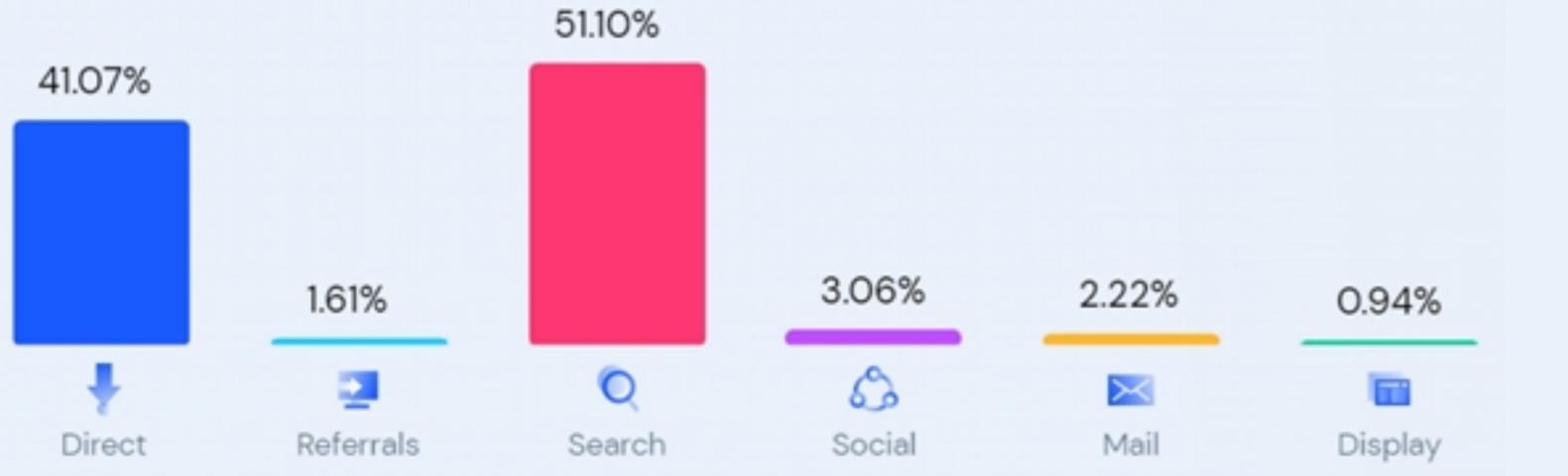


Products Rooms New at IKEA All offers

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 ✓ Verified Reviewer

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 placed in front of my order and they would be back in an hour or so.

[Read full review](#)

Helpful | 8 people found this review helpful



Kimberly of Kansas City, MO ✓ Verified Reviewer

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](#)

Helpful | Be the first one to find this review helpful



Kristof of Los Angeles, CA ✓ Verified Reviewer

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!

Helpful | 394094 found this review helpful



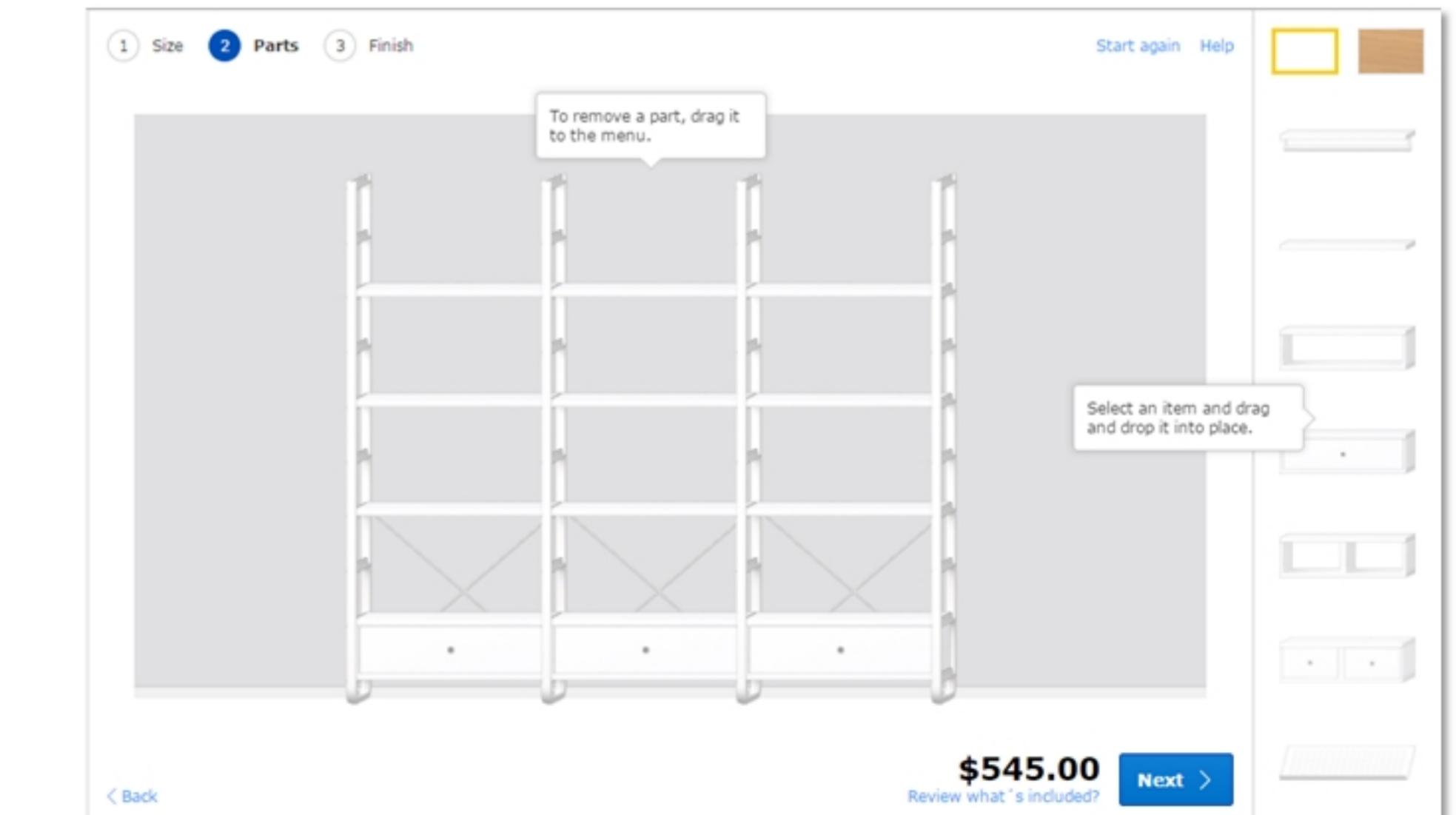
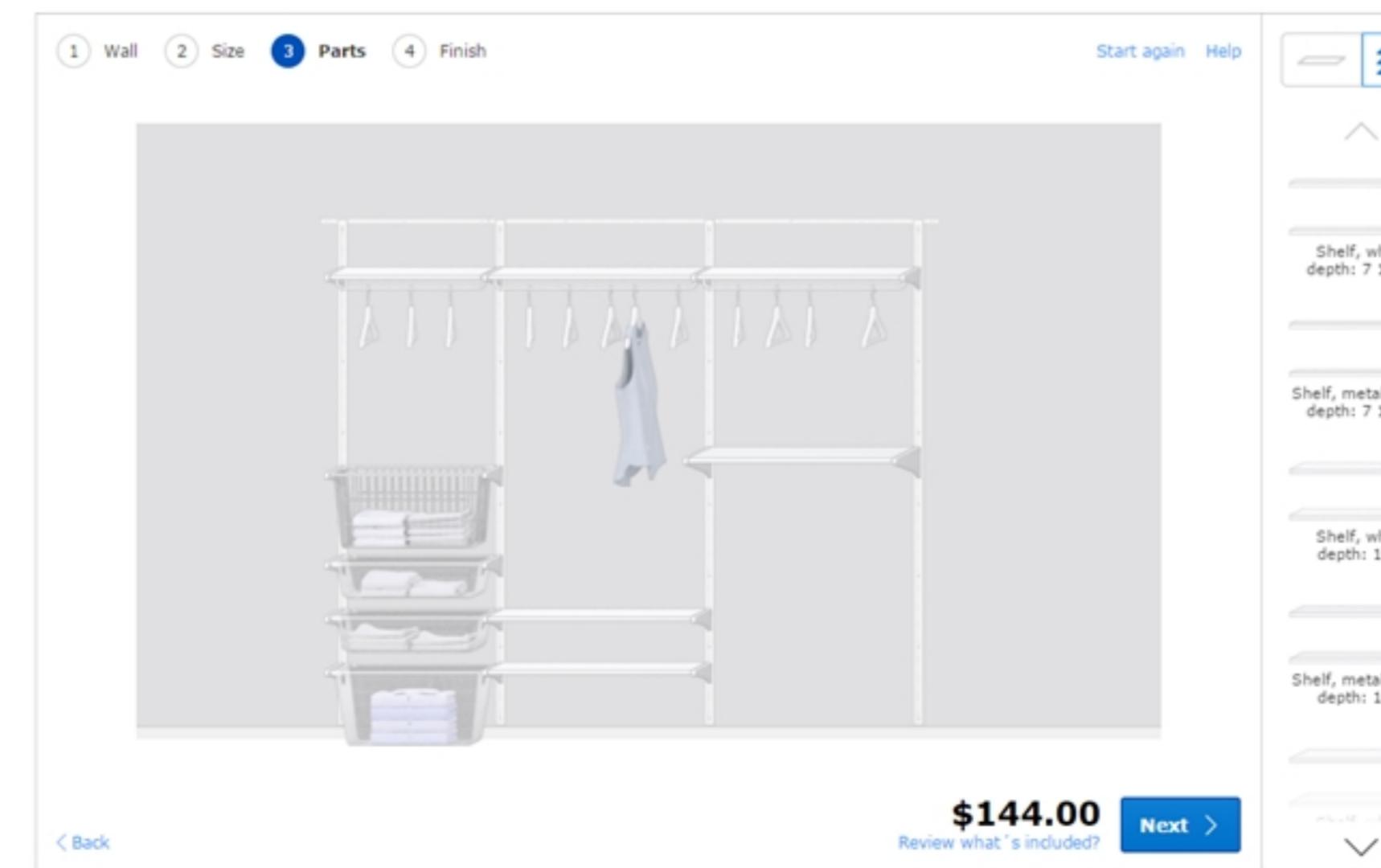
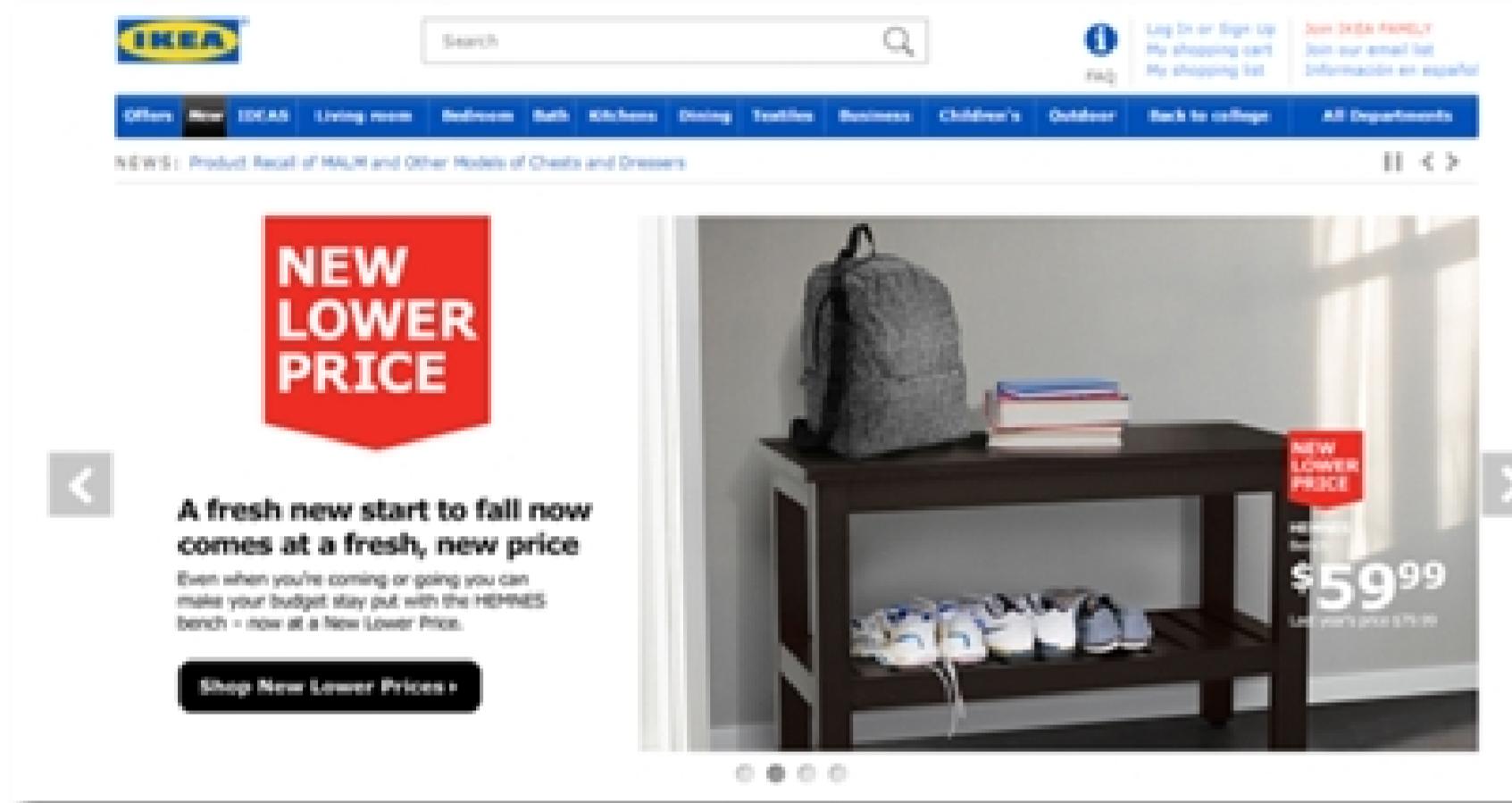
A of Canada ✓ Verified Reviewer

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

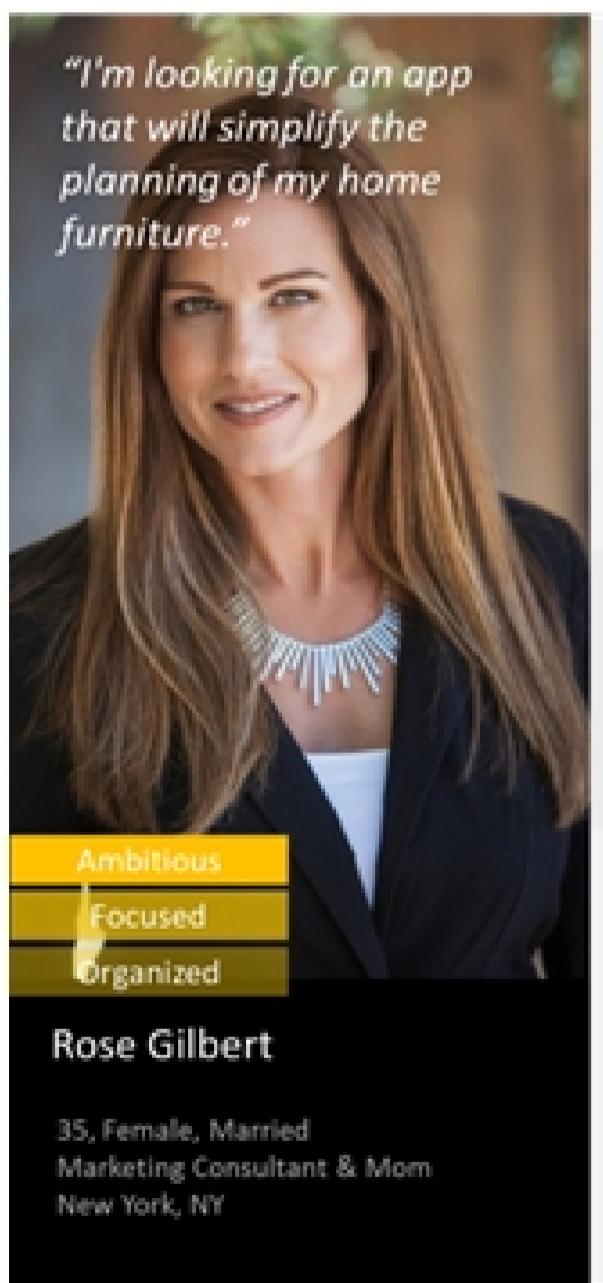


# Portfolio | 05- IKEA

## 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

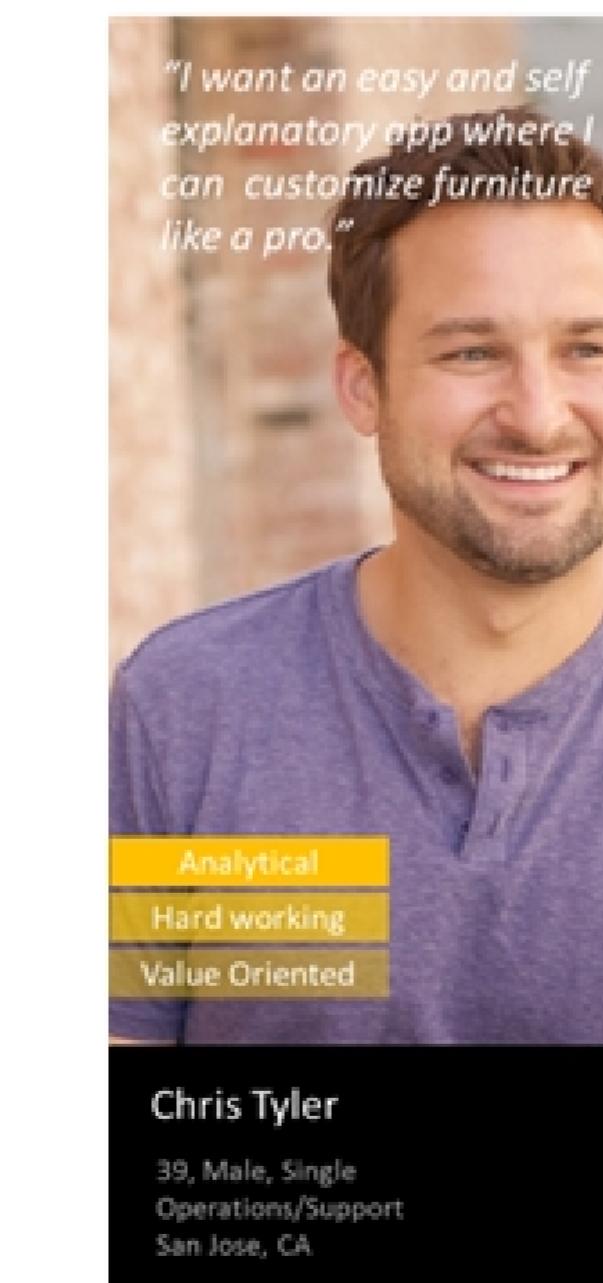
**Frustrations**

- 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 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	
28	
29	

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 the 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



# Thank you

**Feel free to contact me!**

hemantux@gmail.com

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