

Hemant Jha

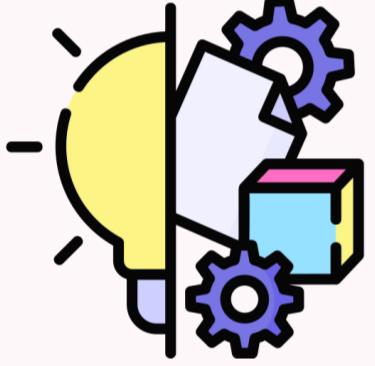
UX Design Portfolio

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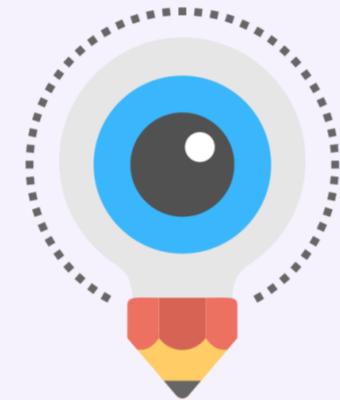
What I know

User Experience



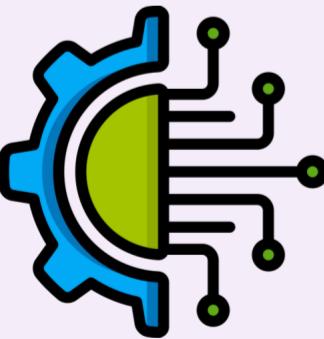
- Design Thinking
- User Research
- Information architecture
- Interaction Design
- Usability Testing

Design



- Sketching
- Adobe Creative Suite

Tech

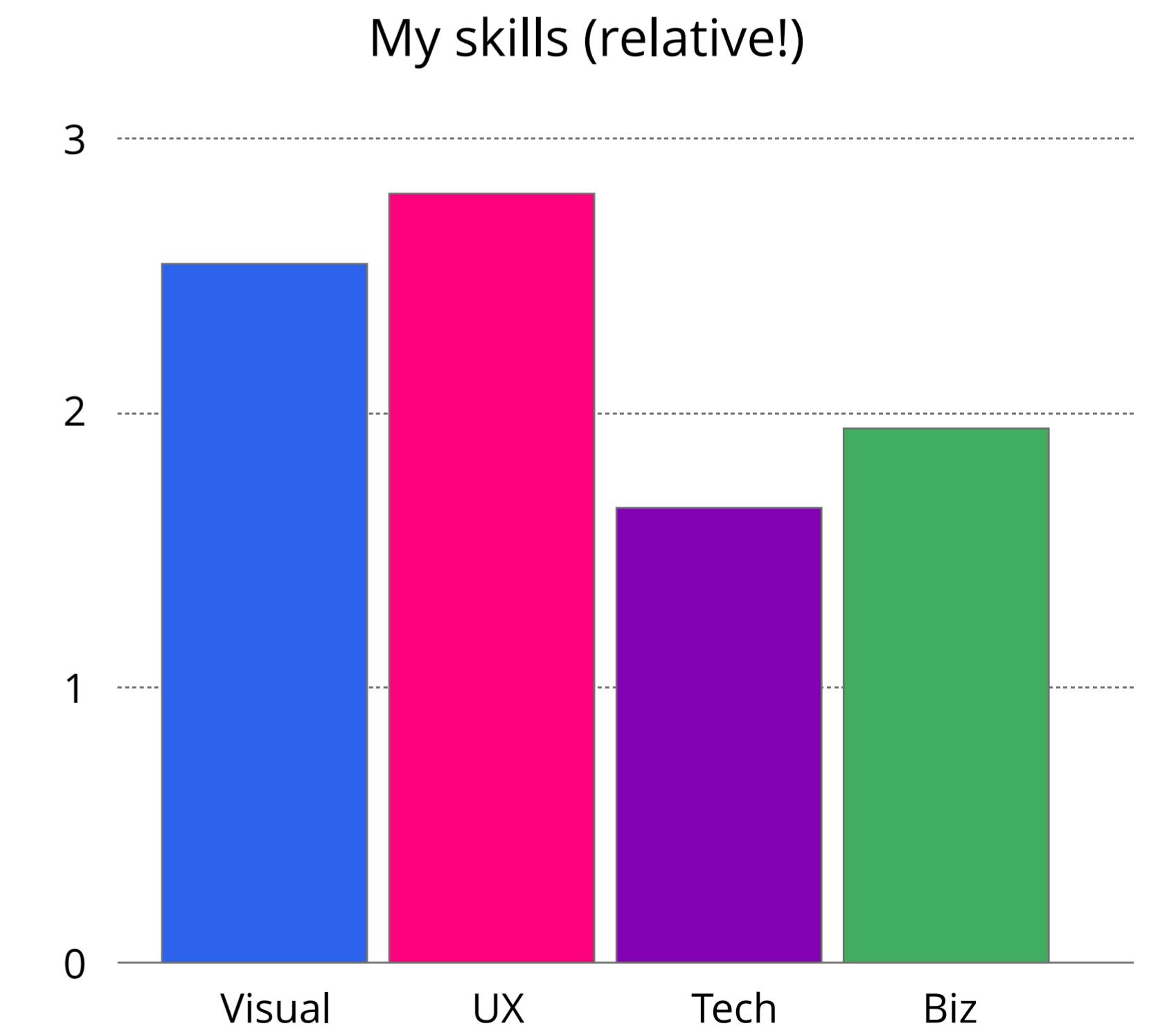


- CRM / Enterprise Software
- Prototyping Tools AxureRP, Adobe XD
- Google Analytics, Online Marketing
- JIRA - Product Management Tool

Business



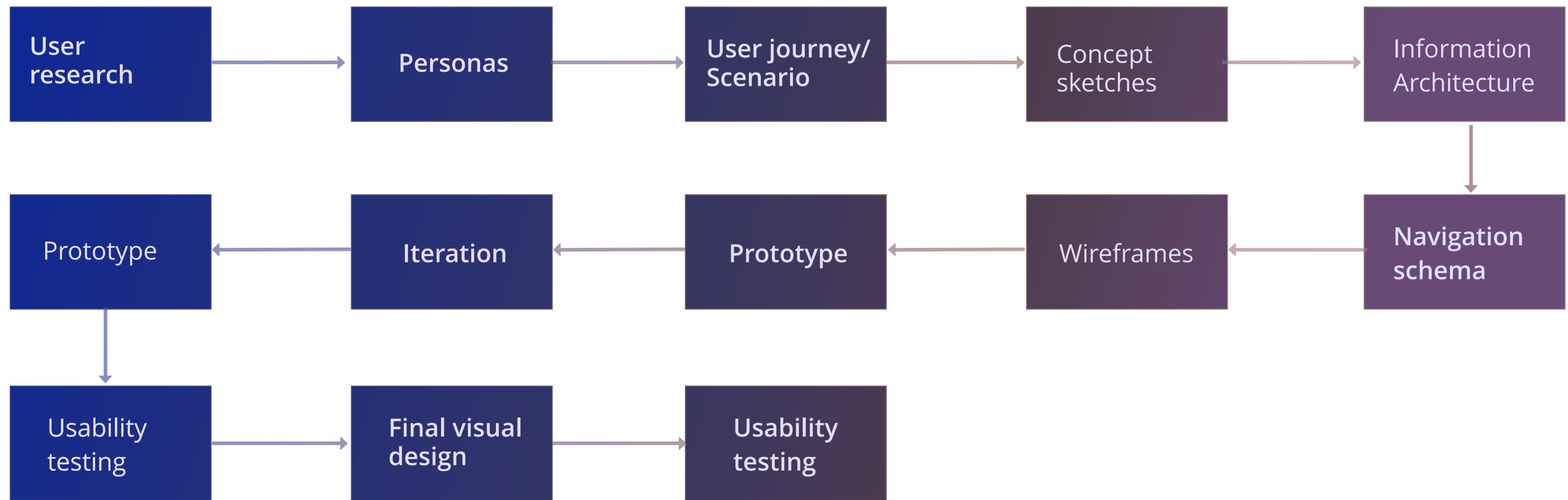
- Product Ownership
- Agile / Scrum
- Track Customer Satisfaction
- Analytics
- Innovation
- Digital Marketing



My role & responsibility



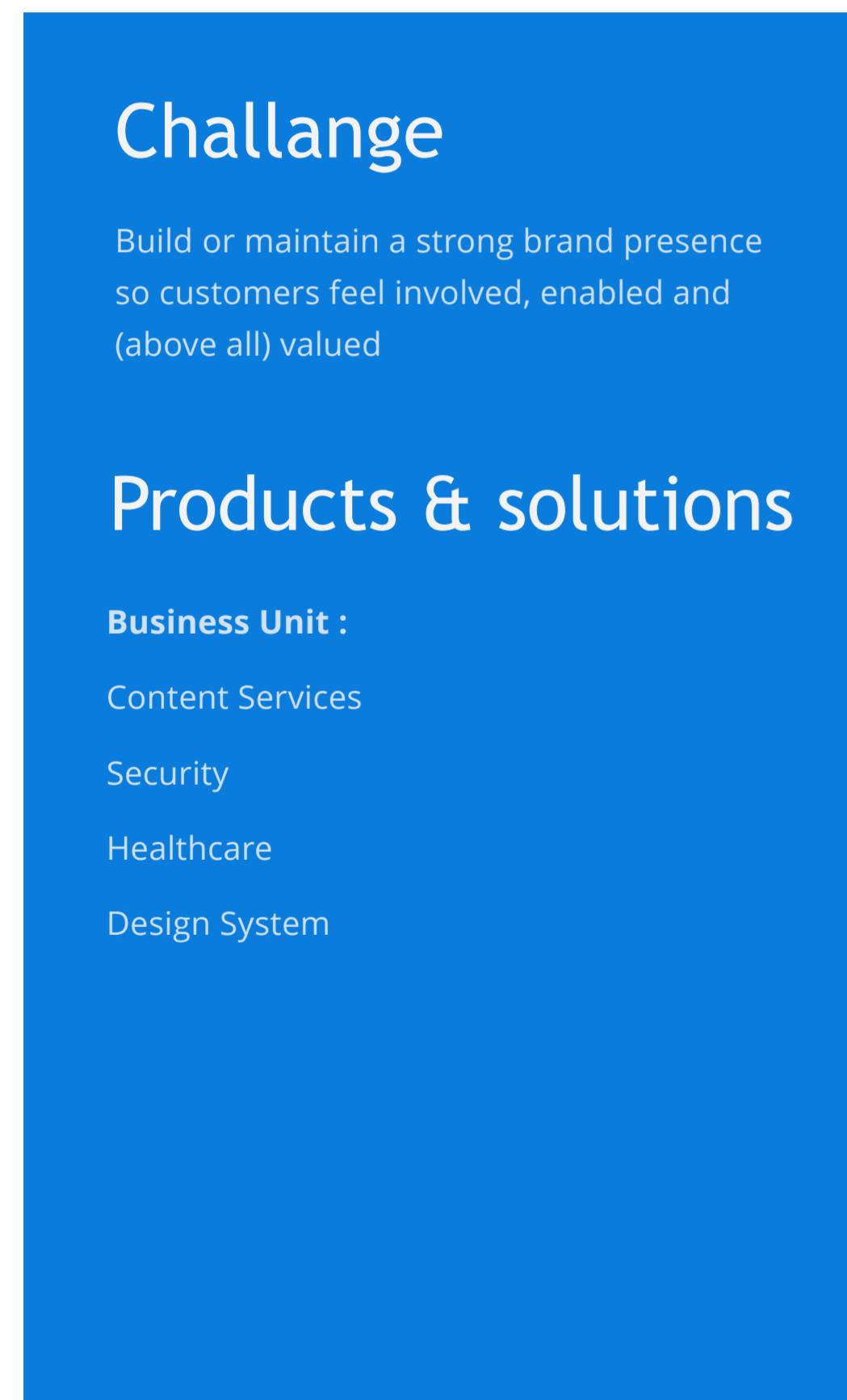
User centered design process



01. PROJECT / opentext

Portfolio

01. OpenText - Portfolio, confidential non-disclosure



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.

Note: Most of the solution cannot be shown due to non-disclosure agreement.

Portfolio | 01- E-Discovery Security Product - UX Process

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

Discover	Define	Develop	Deliver & Validate
Solution as-is analysis 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
Product discuss with stakeholders, understand design brief, Epic, User story and used cases from PM	Create UX Design Epic for current release. Define all task within Sprint Backlog	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.

02. PROJECT / Smith & Nephew

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

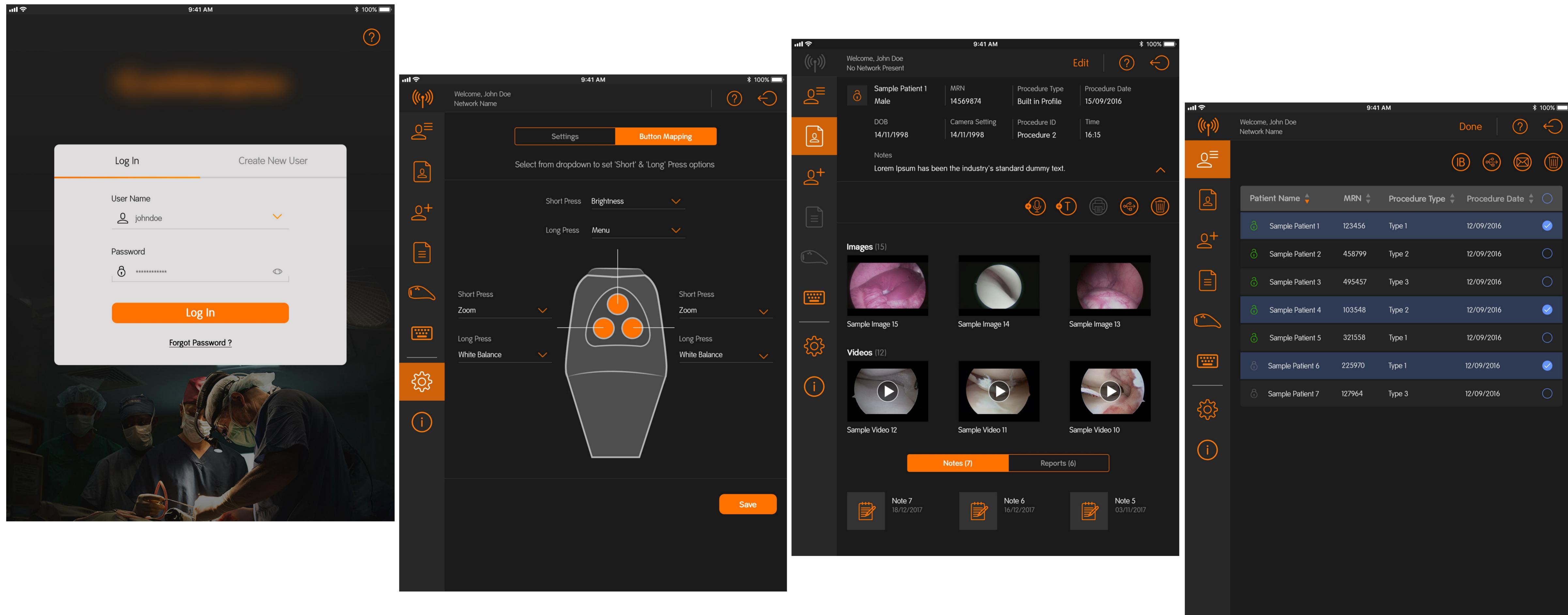
User

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

03. PROJECT / GE Research Lab

Portfolio

03. 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
- 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

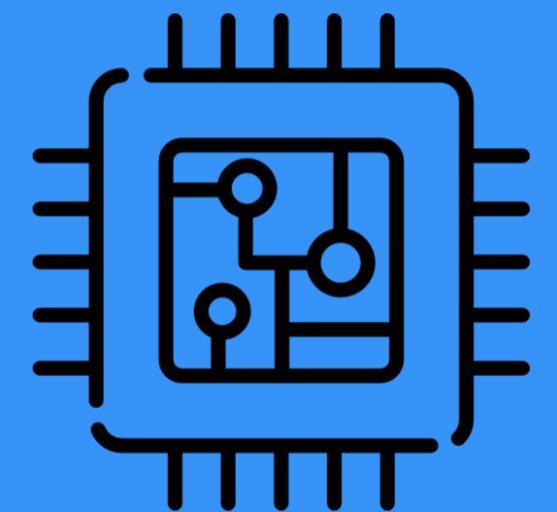
- User Painpoints
- Empathy Mapping
- Personas
- User Journey
- Stakeholder Mapping

3 Design

- Wireframe
- UX Design
- Visual Design
- Assets

4 Usability Testing

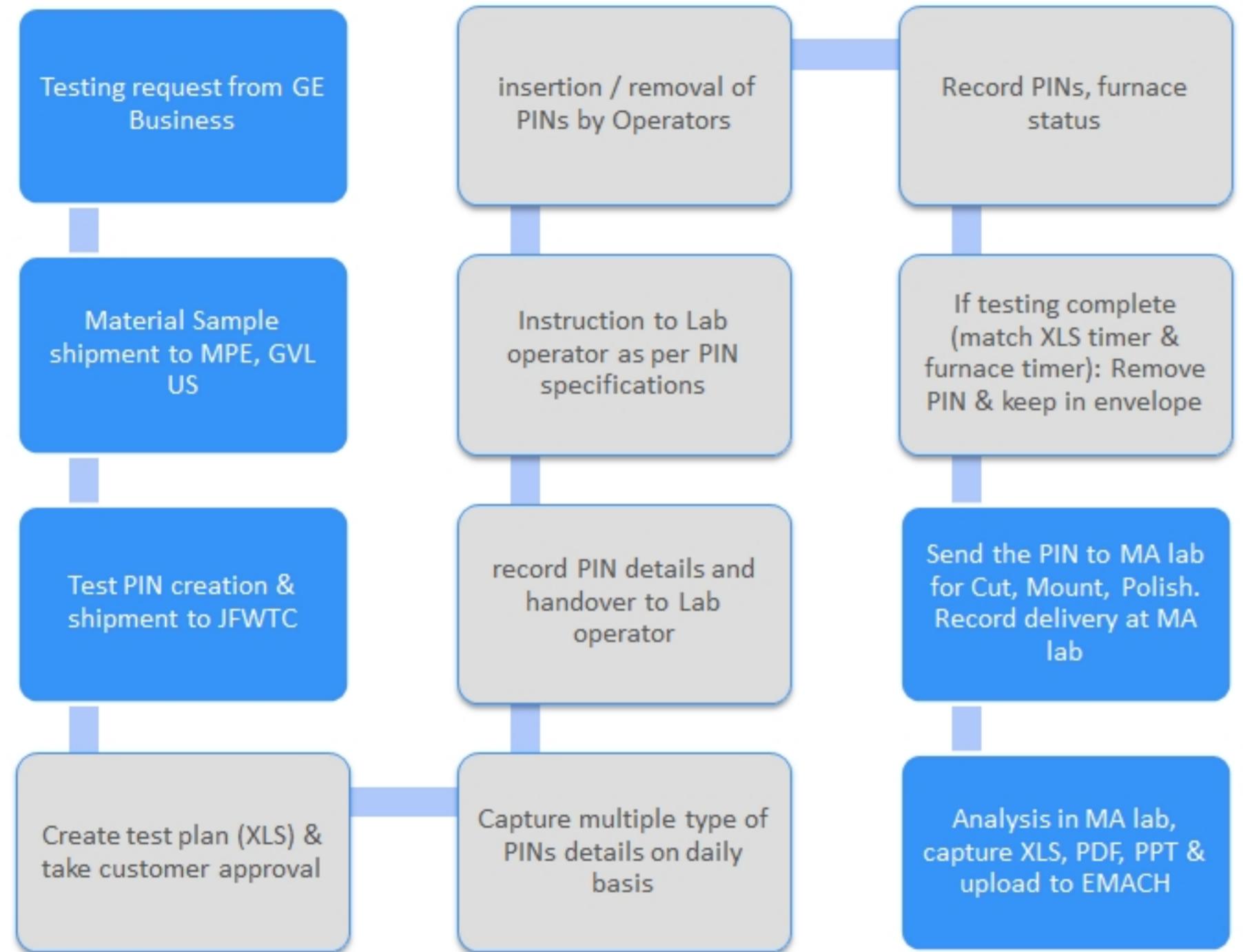
Usability Testing to understand product success



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

Rig Details																												
RIG 01 Temp: 1200 Slot Used : 16 Slot free: 4	RIG 02 Temp: 1400 Slot Used : 12 Slot free: 8																											
RIG 03 Temp: 1600 Slot Used : 15 Slot free: 5	RIG 04 Temp: 1600 Slot Used : 14 Slot free: 6																											
RIG 05 Temp: 1200 Slot Used : 16 Slot free: 4	RIG 06 Temp: 1200 Slot Used : 16 Slot free: 4																											
RIG 07 Temp: 0 Slot Used : 0 Slot free: 0	RIG 08 Temp: 1200 Slot Used : 16 Slot free: 4																											
RIG 09 Temp: 0 Slot Used : 0 Slot free: 0																												
RIG 10 Temp: 1000 Slot Used : 8 Slot free: 12	RIG 11 Temp: 1300 Slot Used : 10 Slot free: 10																											
RIG 12 Temp: 1200 Slot Used : 8 Slot free: 14																												
RIG 21 Temp: 1200 Slot Used : 16 Slot free: 4	RIG 22 Temp: 1200 Slot Used : 16 Slot free: 4																											
RIG 23 Temp: 1200 Slot Used : 16 Slot free: 4	RIG 24 Temp: 1200 Slot Used : 16 Slot free: 4																											
RIG 25 Temp: 1200 Slot Used : 0 Slot free: 0																												
CNG																												
Double Click on RIG																												
Diesel																												
<table border="1"> <tr> <td>Temp vs Rigs</td> <td>Rigs vs Pins</td> <td>Pins vs Temp</td> </tr> <tr> <td>Temp</td> <td>No Rigs</td> <td>Pins</td> </tr> <tr> <td>1500F</td> <td>2</td> <td>1</td> </tr> <tr> <td>1600F</td> <td>1</td> <td>1</td> </tr> <tr> <td>1700F</td> <td>5</td> <td>1</td> </tr> <tr> <td>1800F</td> <td>4</td> <td>1</td> </tr> <tr> <td>1900F</td> <td>5</td> <td>1</td> </tr> <tr> <td>2000F</td> <td>3</td> <td>1</td> </tr> <tr> <td>2100F</td> <td>1</td> <td>1</td> </tr> </table>		Temp vs Rigs	Rigs vs Pins	Pins vs Temp	Temp	No Rigs	Pins	1500F	2	1	1600F	1	1	1700F	5	1	1800F	4	1	1900F	5	1	2000F	3	1	2100F	1	1
Temp vs Rigs	Rigs vs Pins	Pins vs Temp																										
Temp	No Rigs	Pins																										
1500F	2	1																										
1600F	1	1																										
1700F	5	1																										
1800F	4	1																										
1900F	5	1																										
2000F	3	1																										
2100F	1	1																										
<p>Legend:</p> <ul style="list-style-type: none"> Working Remove Pin in free hrs Maximum PINS - Configuration reached Not yet used Rig Service 																												
<p>Information regarding configuration disclosures. Delete if not needed.</p>																												

The screenshot displays a dashboard interface for managing oil rig operations. At the top, a header bar shows the user profile "Reef Ranson Lab operator" and navigation icons. Below the header, a "Dashboard" section features a circular "Fuel level" gauge with two fuel types: CNG (90%) and Diesel (75%). The main area contains a grid of 12 cards, each representing a rig (numbered 01 to 12) with details like temperature, slots available, timer status, and used slots. A dropdown menu allows filtering by "Gas leakage", "Air pressure", or "Fuel level". On the right, a detailed view for "Rig number 01" is shown, including a timeline for pin removal alerts and a bar chart titled "RIG Pin Slots" showing slot usage over time.

Rig Number	Temperature	Slots Available	Timer	Used Slots
01	1200 F	03	Remove in 65 Days	16
02	1400 F	02	Remove in 65 Days	19
03	1200 F	04	Remove in 65 Days	15
04	1200 F	03	Remove in 65 Days	16
05	1400 F	03	Remove in 65 Days	16
06	1900 F	03	Remove in 65 Days	21
07	1200 F	03	Remove in 65 Days	16
08	1200 F	03	Remove in 65 Days	16
09	1200 F	09	Remove in 65 Days	12
10	1200 F	03	Remove in 65 Days	16
11	1200 F	03	Remove in 65 Days	14
12	1200 F	03	Remove in 65 Days	16

Rig number 01

Gas leak	Temperature	Timer	Used Slots	Slots Free
03 available	1200 F	Remove ready pins	16	05

Pin remove alerts

Pin number	Days						
02	(05 days)	04	(10 days)	09	(05 days)	14	(10 days)

Slot Details

A bar chart titled "RIG Pin Slots" showing the number of slots used per day. The y-axis represents the number of slots (0 to 3M), and the x-axis represents the days (01 to 21). The bars show a fluctuating pattern of slot usage, with notable peaks around day 02, 14, and 15.

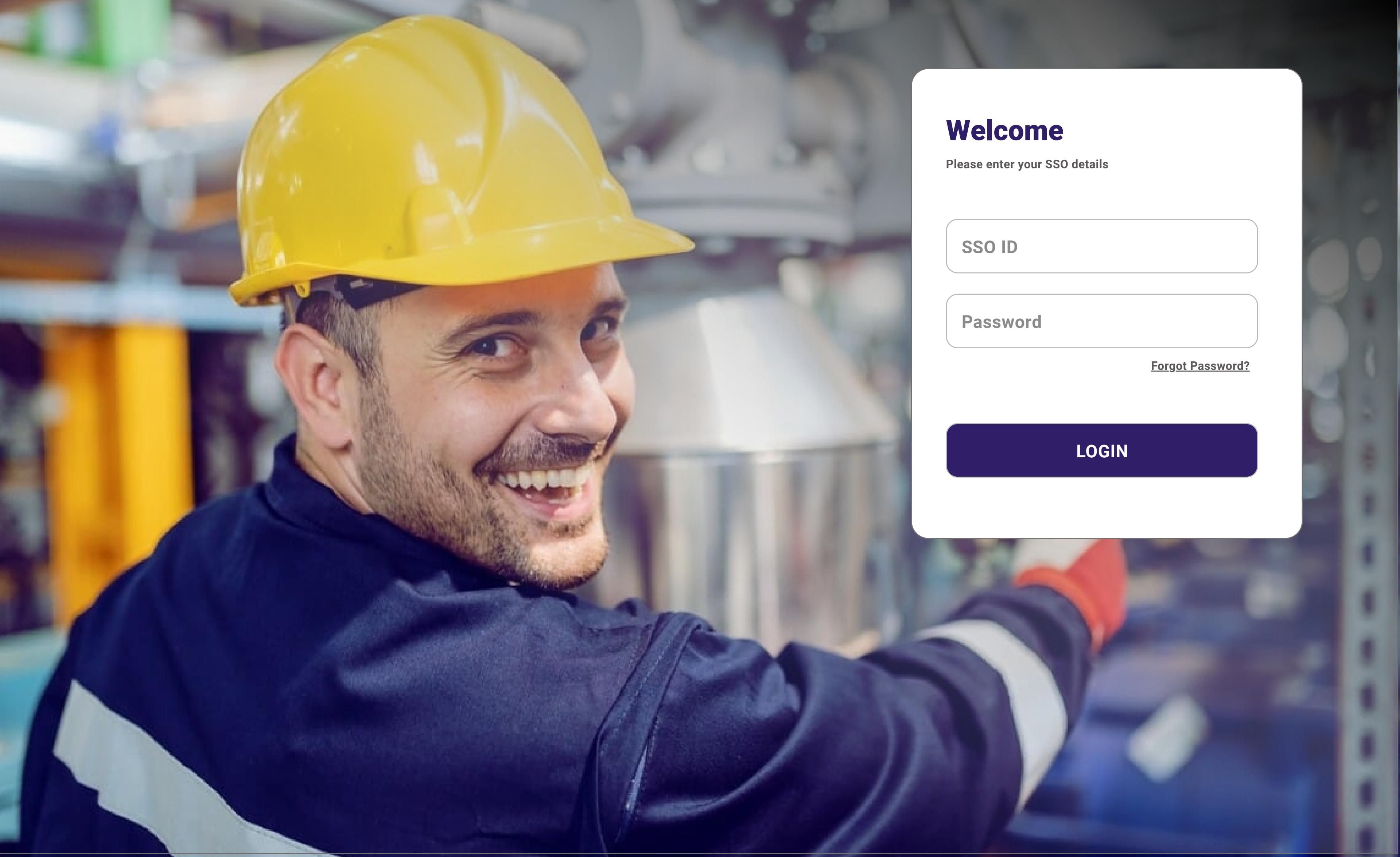
Date	Used Slots
01	1M
02	2.5M
03	1M
04	0.8M
05	0.6M
06	0.8M
07	0.6M
08	0.4M
09	0.8M
10	0.6M
11	0.6M
12	0.8M
13	0.4M
14	2.5M
15	1.5M
16	1M
17	0.6M
18	0.8M
19	1M
20	0.6M
21	0.8M

RIG Pin Slots

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
Field observation/Informal Chat 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			

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

1400 F



Timer

Remove in 05 Days



Used Slots

19



Rig number 03

Slots available: 06

Temperature

1200 F



Timer

Remove in 65 Days



Used Slots

15



Rig number 04

Slots available: 03

Temperature

1200 F



Timer

Remove in 65 Days



Used Slots

16



Rig number 05

Slots available: 03

Temperature

1400 F



Timer

Remove in 65 Days



Used Slots

16



Rig number 06

Slots available: 00

Temperature

1900 F



Timer

Remove in 65 Days



Used Slots

21



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

Fuel level



50 %
CNG

75 %
Diesel



Gas leak alert

Rig number 01

Temperature

1200 F

Slots available:

03



Timer

Remove in 65 Days



Used Slots

16

Rig number 04

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 01

Temperature

1200 F

Timer

Remove in 65 Days

Used Slots

16

Rig number 05

Temperature

1400 F

Timer

Remove in 65 Days

Used Slots

16

Rig number 09

Temperature

1200 F

Timer

Remove in 65 Days

Used Slots

12

Rig number 01

Temperature

1200 F



Timer

Remove ready pins



Used Slots

16

Slots Free

05



Pin remove alerts

Pin number 02
(05 days)

Pin number 04
(10 days)

Pin number 09
(05 days)

Pin number 14
(10 days)

Slot Details

Months

8M
6M
4M
2M
0

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21

RIG Pin Slots

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21

Portfolio | 03- GE Research Lab Project - Success

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.

04. PROJECT / Microfocus

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: 30-Jan-2024, 15:30:00 |

SUMMARY

Sessions ?

15

Completed
Ongoing
Vacation

Media List ?

25

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

112 TOTAL CLIENTS ?

112

15 TOTAL LICENSES ?

15

215 GB TOTAL DATA PROTECTED ?

215 GB

512 TOTAL DEVICES ?

512

RECENT REPORT(S)

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

MY FAVORITES

Favorite Report 01 ★ ?

Average time (min)

Backup Specification	Average Time (min)
Backup spec 1	45
Backup spec 2	30
Backup spec 3	25
Backup spec 4	35
Backup spec 5	30
Backup spec 6	40
Backup spec 7	50
Backup spec 8	60

Legend

Favorite Report 02 ★ ?

Legend 1 (Blue line)
Legend 2 (Orange line)

Favorite Report 03 ★ ?

Legend

Favorite Report 04 ★ ?

45

29 Operational
10 Non-Operational
0 Unavailable

Favorite Report 05 ★ ?

35

Other
Running
Collecting Results
Creating Analysis
Idle

The screenshot shows a cloud management dashboard with a top navigation bar including Dashboard, Reports, Scheduler, Telemetry, Restore, and Backup. The main area is divided into several sections:

- Summary:** Five cards displaying key statistics: 112 TOTAL CLIENTS, 215 GB TOTAL DATA PROTECTED, 15 TOTAL LICENSES, 522 TOTAL DEVICES, and 10 SESSIONS.
- My Favorites:** A grid of five report cards:
 - Media Statistics: A step-line chart showing Media Statistics and Active Time.
 - State: A donut chart showing the distribution of State (One, Running, Stopped, Pending Results, Counting Analysis Data, Idle).
 - All Requests: A line chart showing All Requests (New Requests and Lost Requests) over time.
 - Subscription Fulfillment Completed: A line chart showing Subscription Fulfillment Completed over time.
 - Subscription Requests: A line chart showing Subscription Requests (Complete Requests) over time.

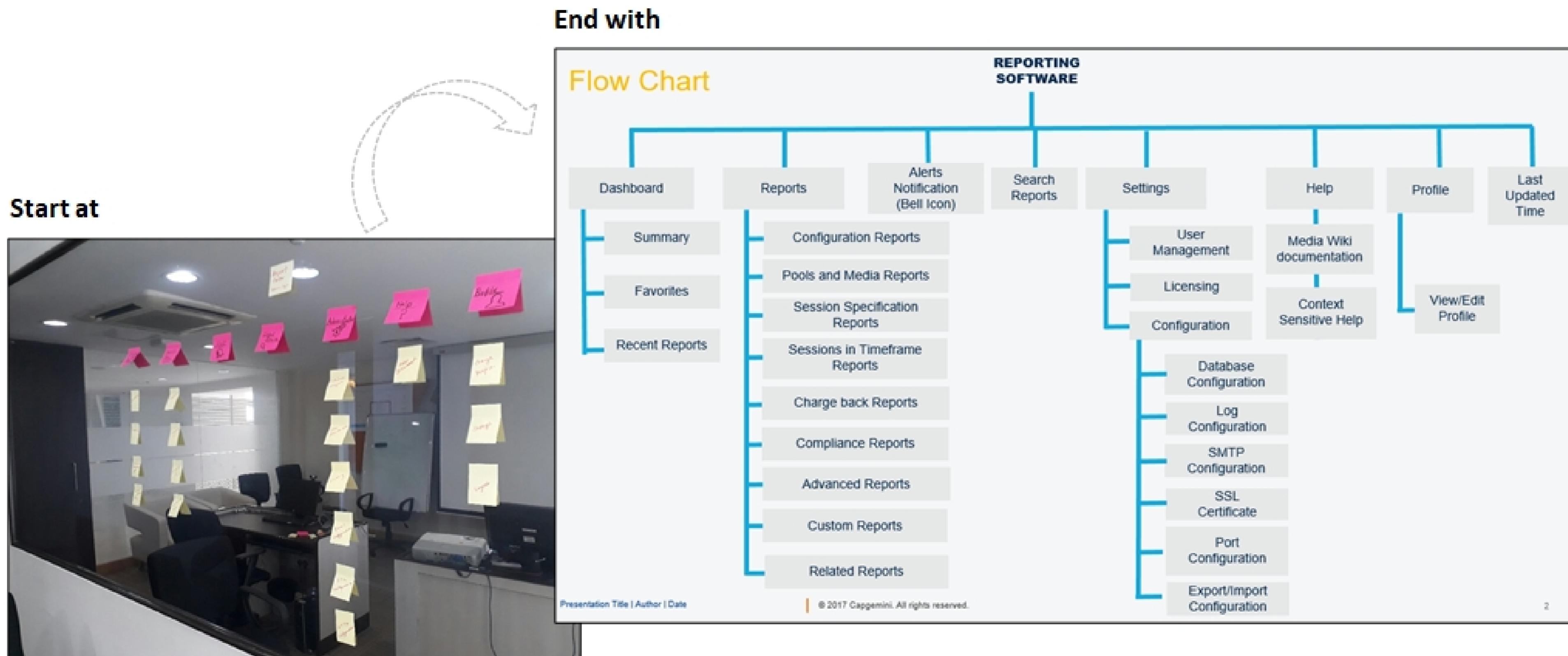
The screenshot shows a detailed configuration report page under the Reports tab. The left sidebar includes sections for Configuration Reports, Pool and Media Reports, Session Specification, Change Back Reports, Compliance Reports, Advanced Reports, Custom Reports, and Settings.

The main content area displays the "Avg Time per Backup Spec" report, which includes the following details:

- Report Path:** Cell Manager > REST API > Reports > Configuration Reports > Avg Time per Backup Spec
- Filter Options:** Range (Last 7 days), Unit (hrs), and a Generate button.
- Chart:** A bar chart titled "Avg Time per Backup Spec" showing Average time (hrs) for various backup specifications. The x-axis lists backup specifications from Backup spec_1 to Backup spec_8, and the y-axis ranges from 0 to 80 hours. The chart shows values approximately: Backup spec_1 (~35 hrs), Backup spec_2 (~25 hrs), Backup spec_3 (~20 hrs), Backup spec_4 (~35 hrs), Backup spec_5 (~30 hrs), Backup spec_6 (~45 hrs), Backup spec_7 (~50 hrs), and Backup spec_8 (~70 hrs).
- Related Reports:** Includes links to Pool Status, Licensing, Lock up schedule, Data Under Protection, List of Specifications, and Session List.
- Recent Reports:** Includes links to Job Report, Data Under Protection, Client Backup, List of Pools, and List of Sessions.

Portfolio | 04- Microfocus - Reporting Software

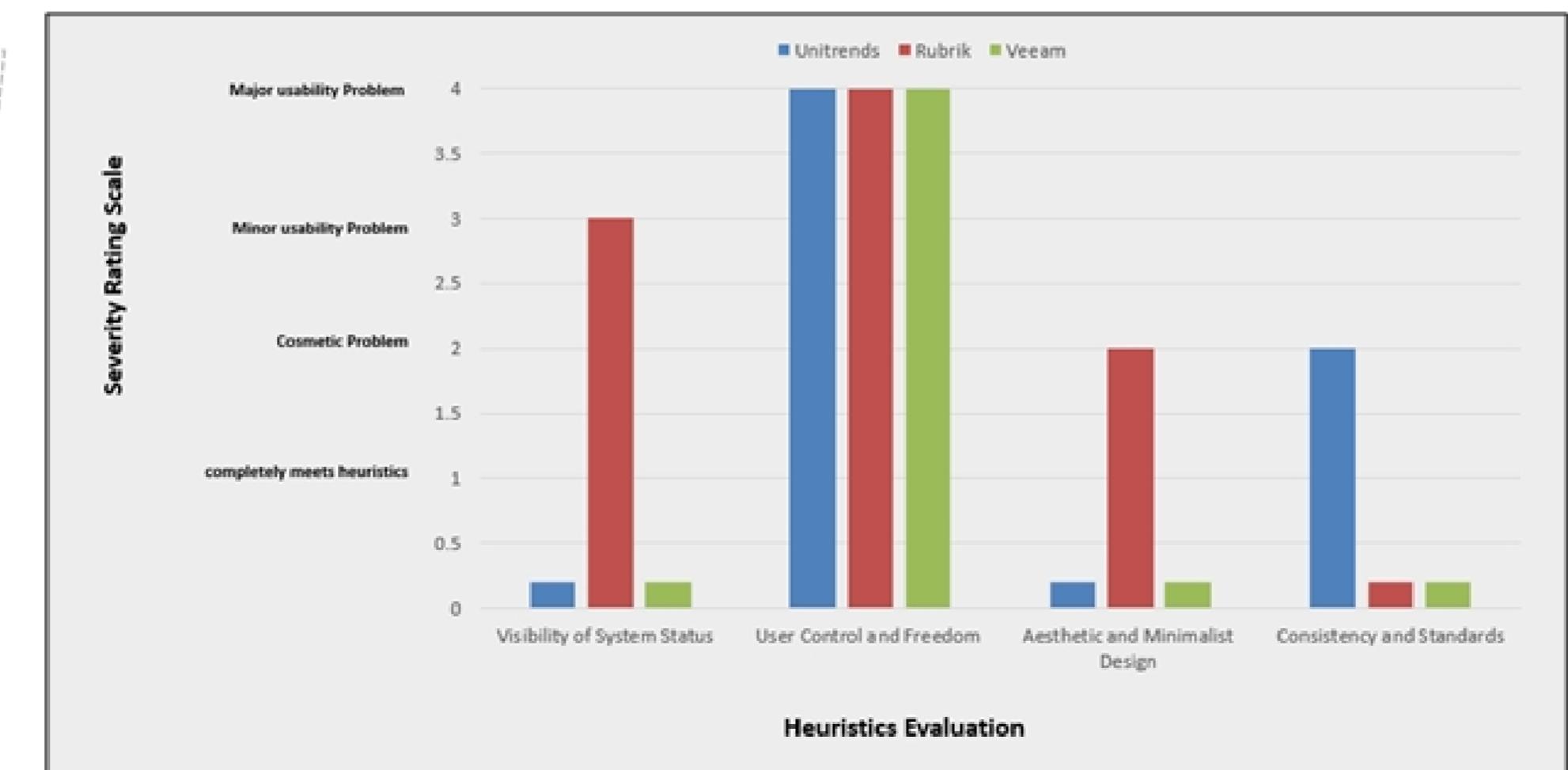
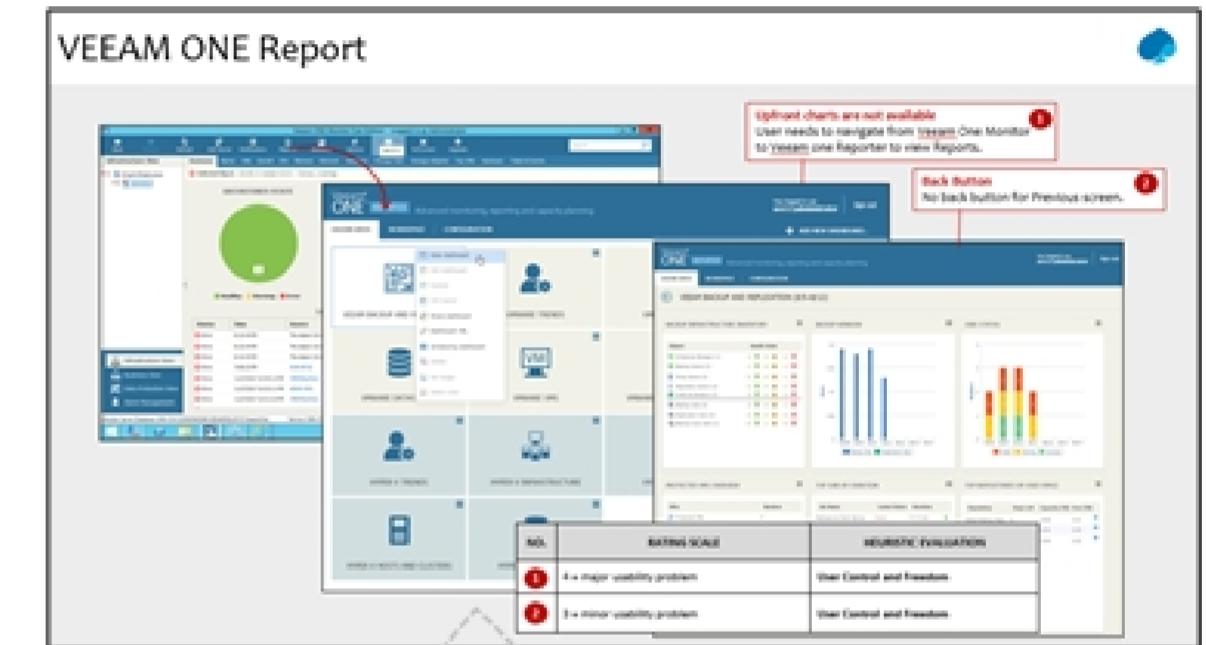
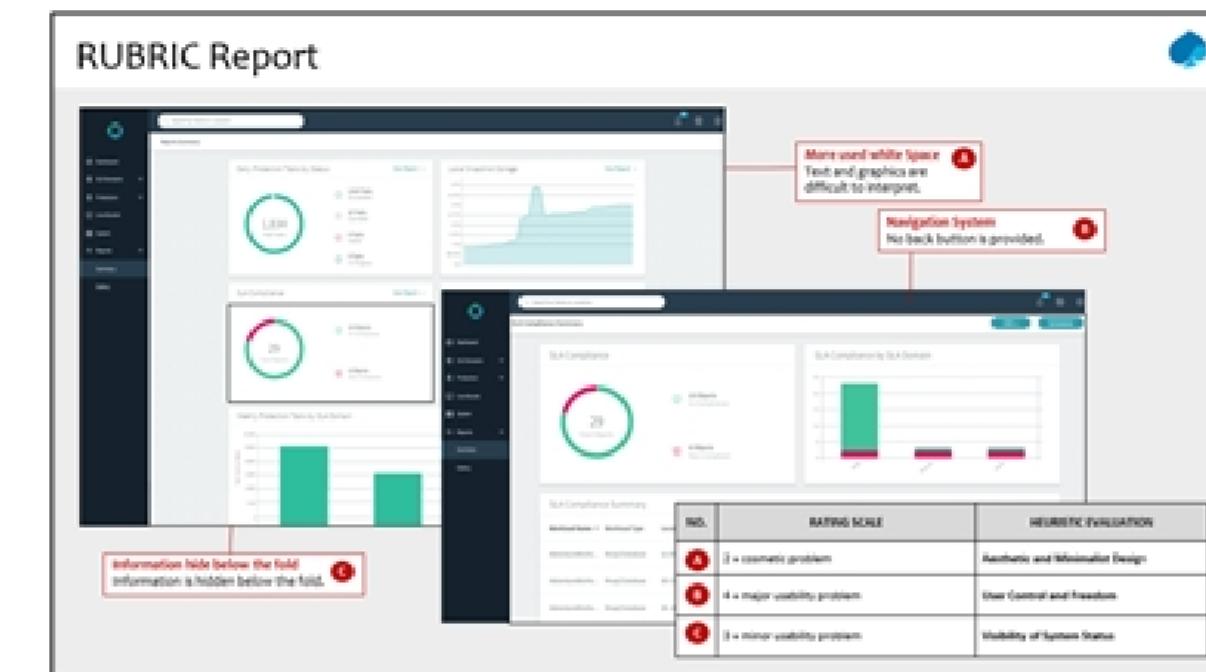
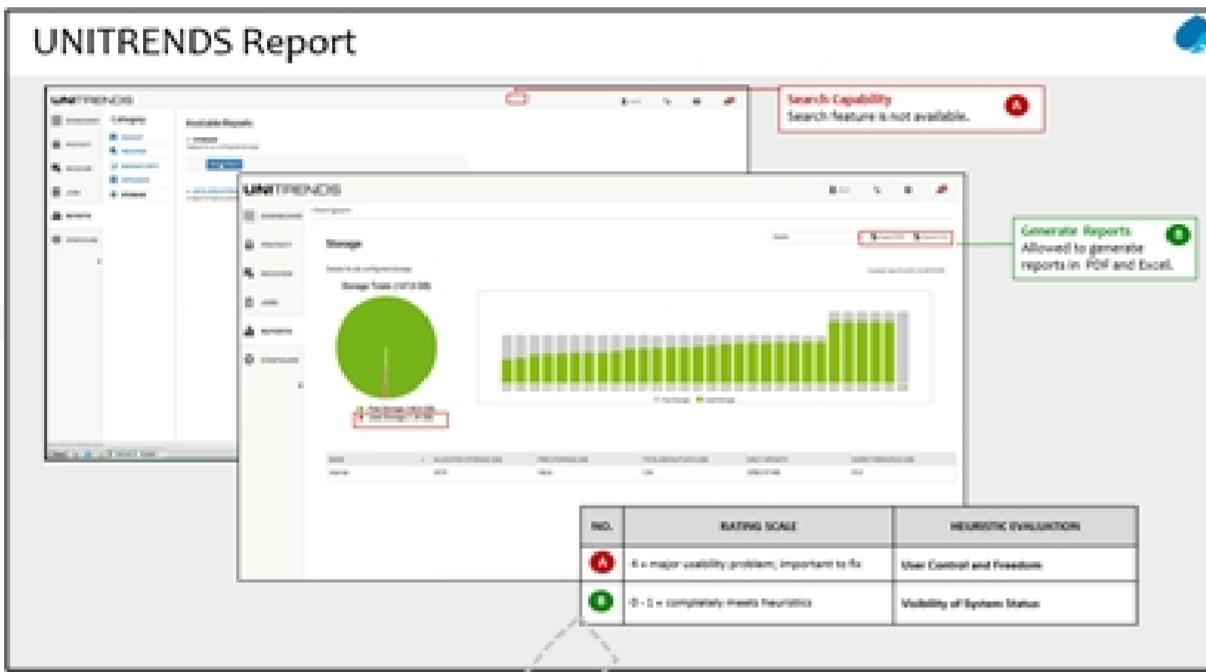
Information Architecture



Portfolio | 04 Microfocus - Reporting Software

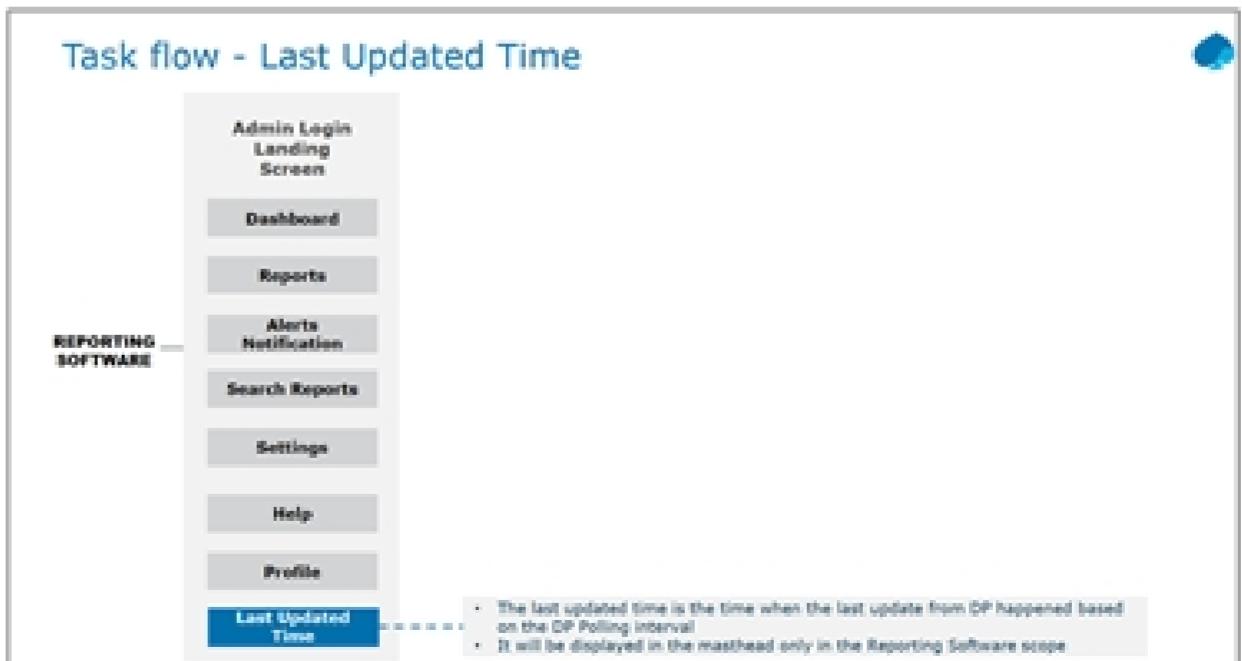
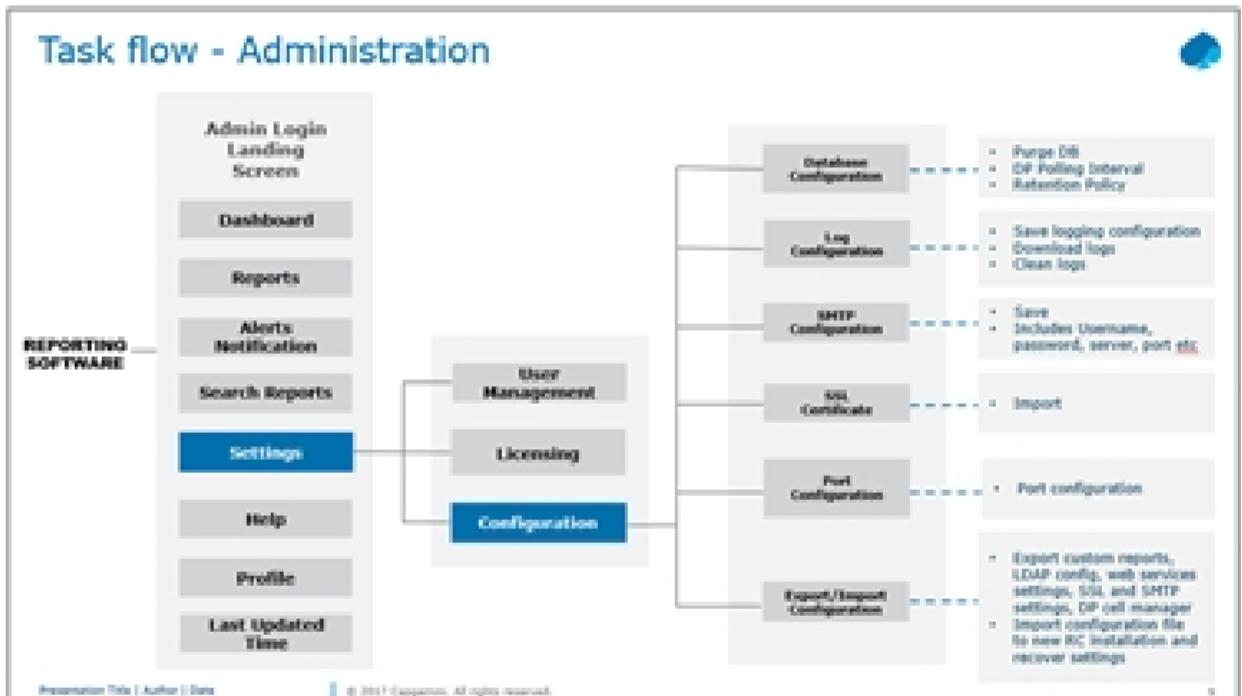
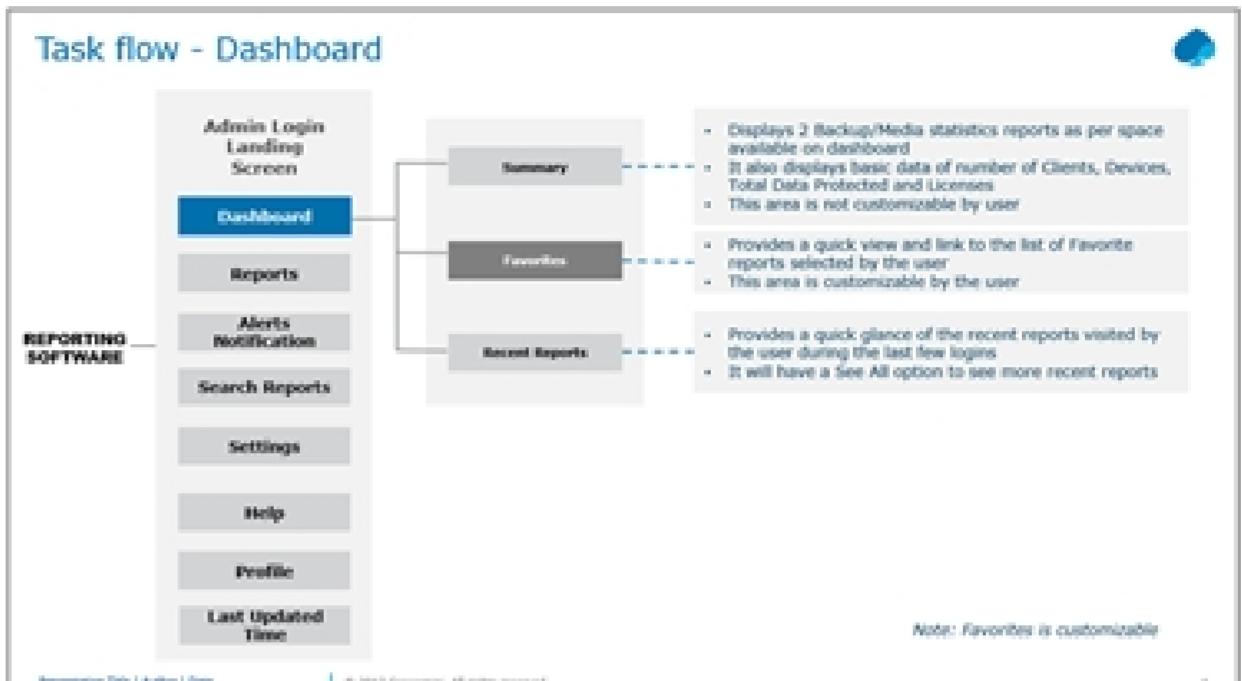
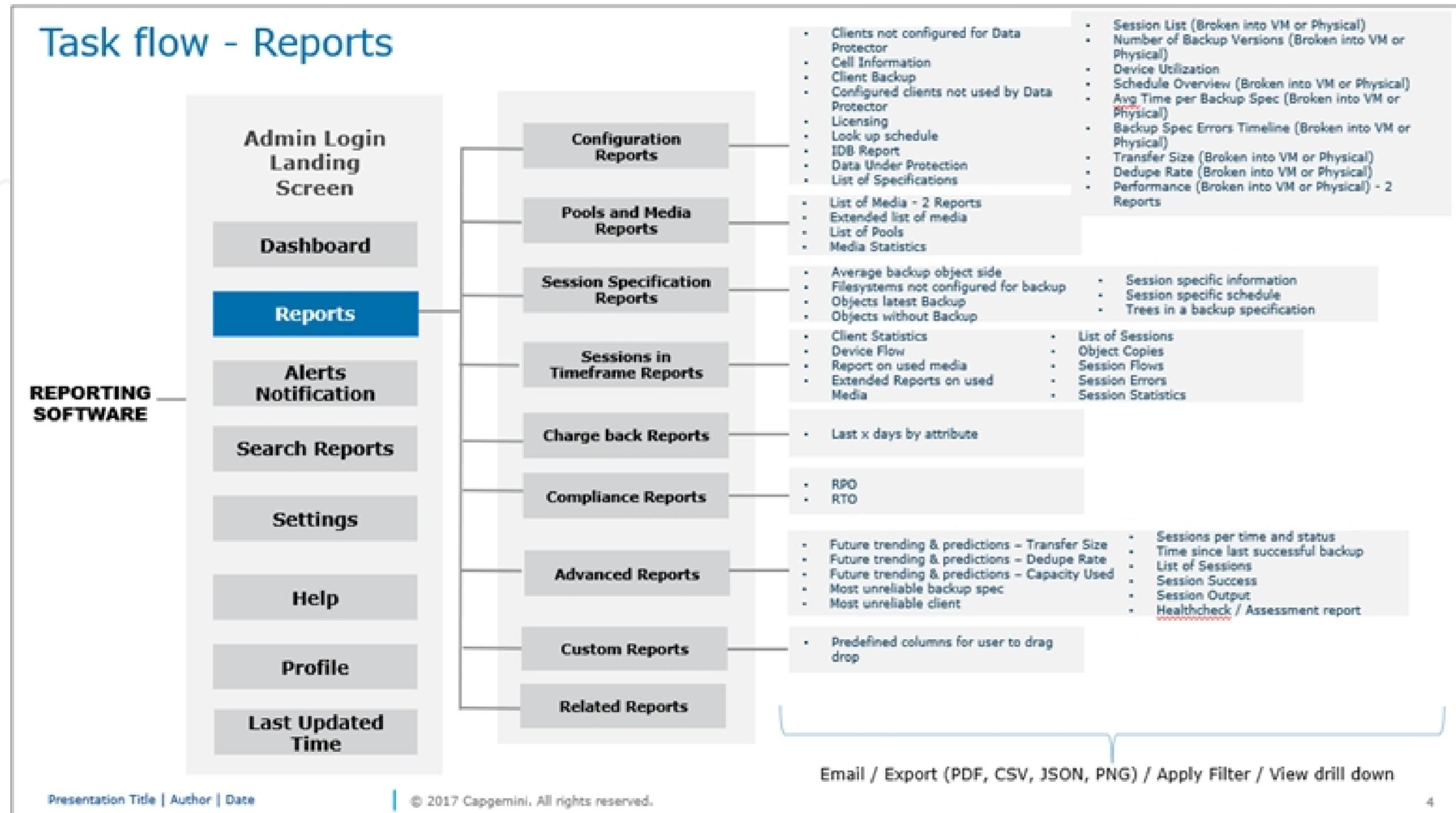
Competitive Analysis

Challange



Portfolio | 04 Microfocus - Reporting Software

Task flow



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

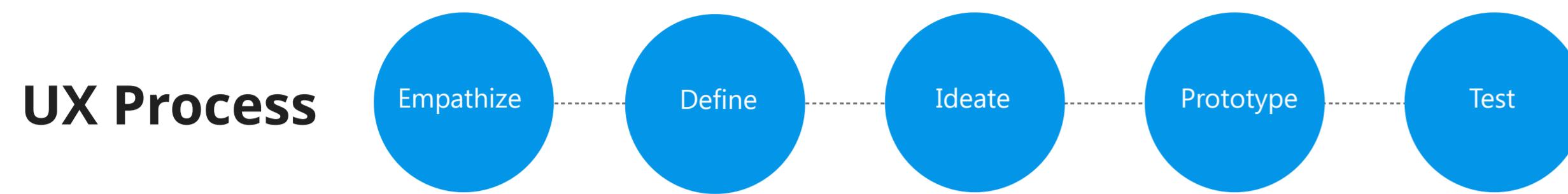
- Explore new features and technology that fulfill customer needs and increase business revenue.
- To identify and evaluate the effectiveness of Remote Usability Testing for different regions that Product

User / Testing Method

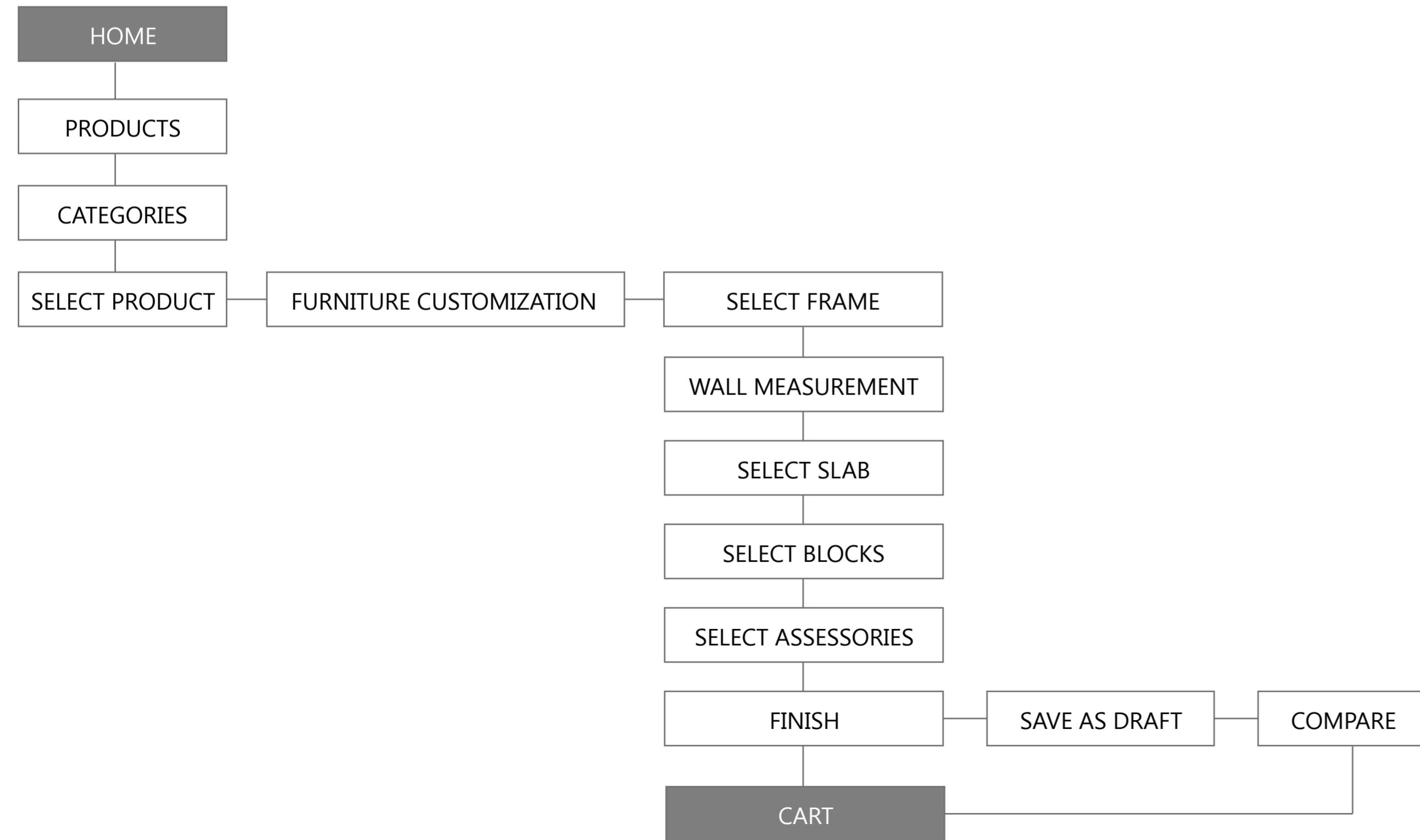
- Remote Testing



Portfolio | 05- IKEA



Flow diagram (Furniture Customization)



Empathy mapping



Portfolio | 05- IKEA

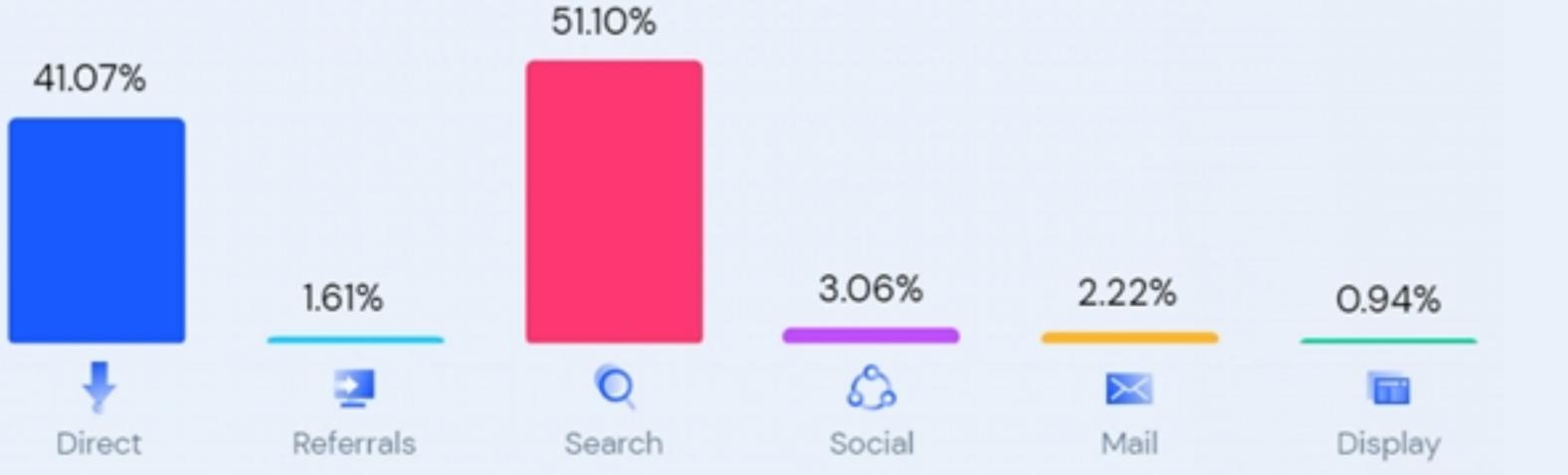


Products Rooms New at IKEA All offers

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

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](#)

[Helpful](#) | 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 5 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

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



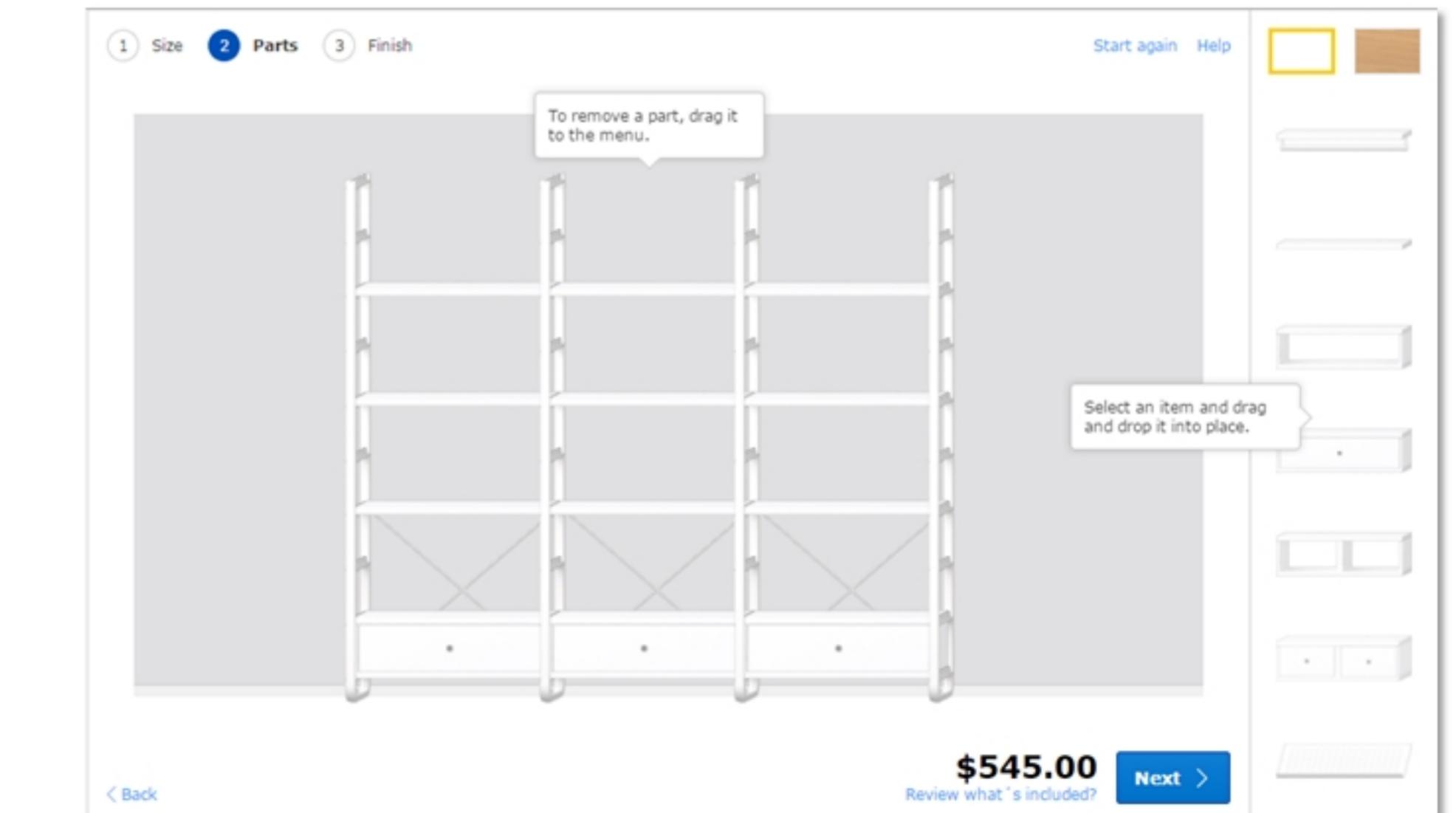
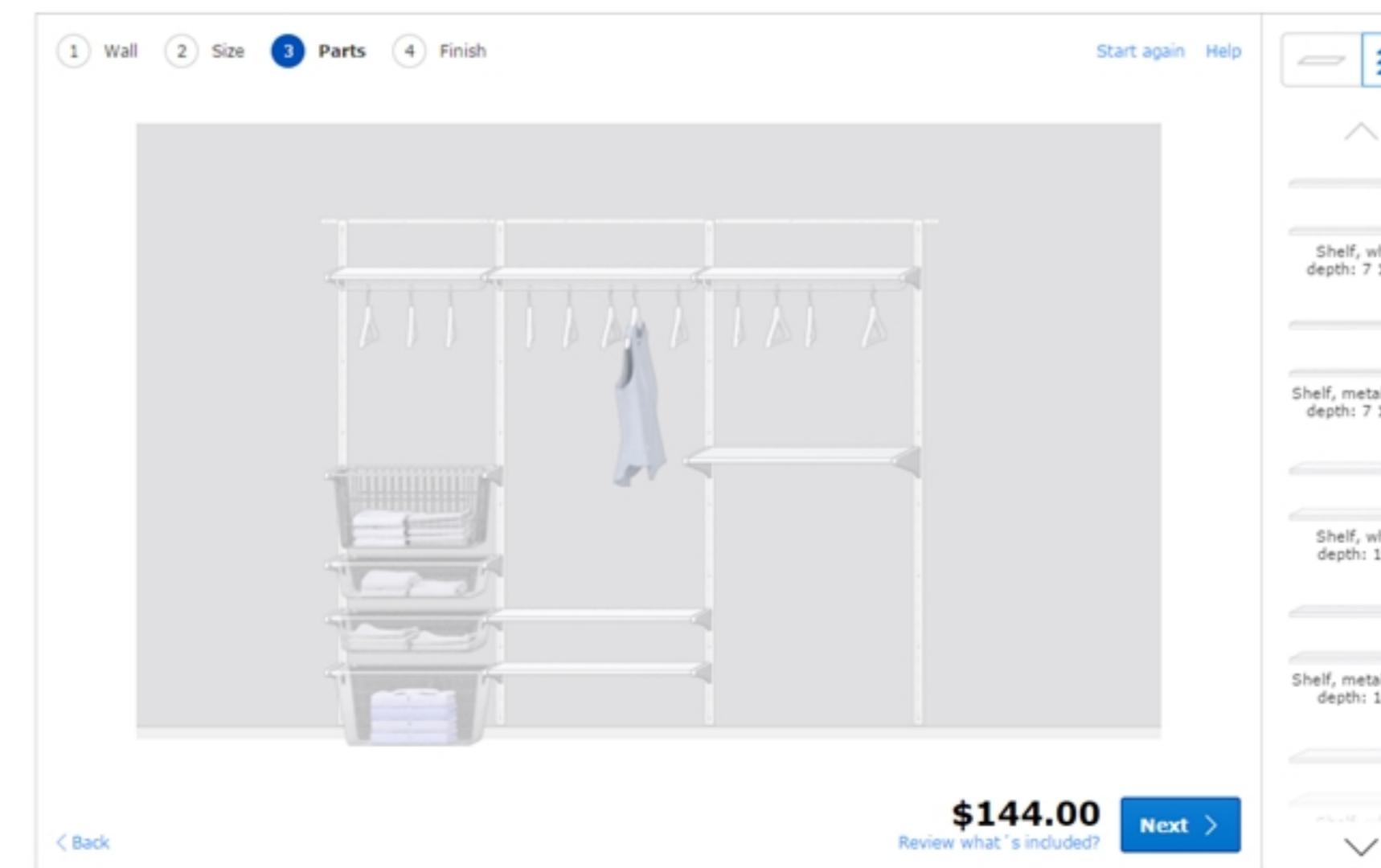
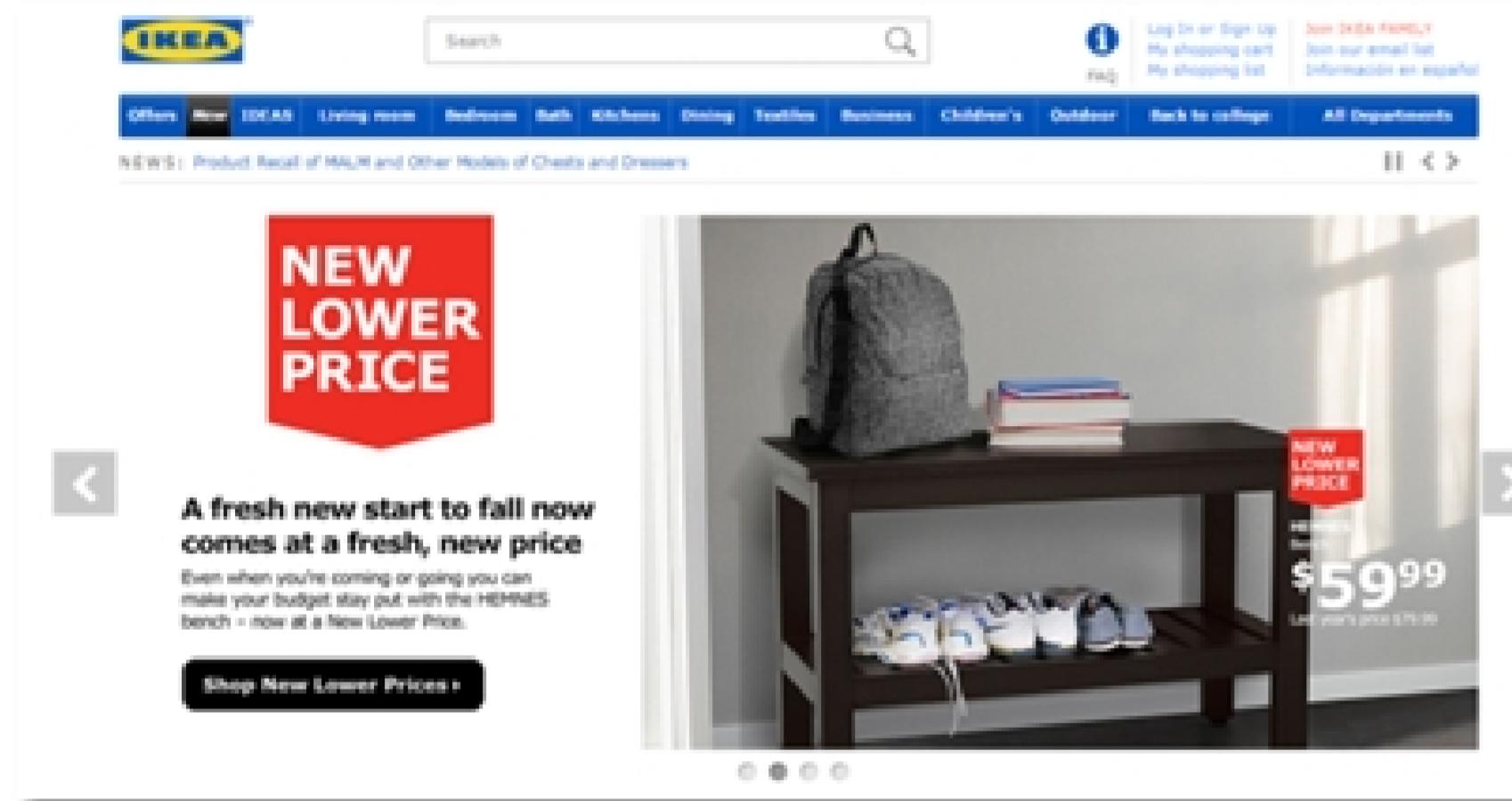
A of Canada

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.

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Wireframe

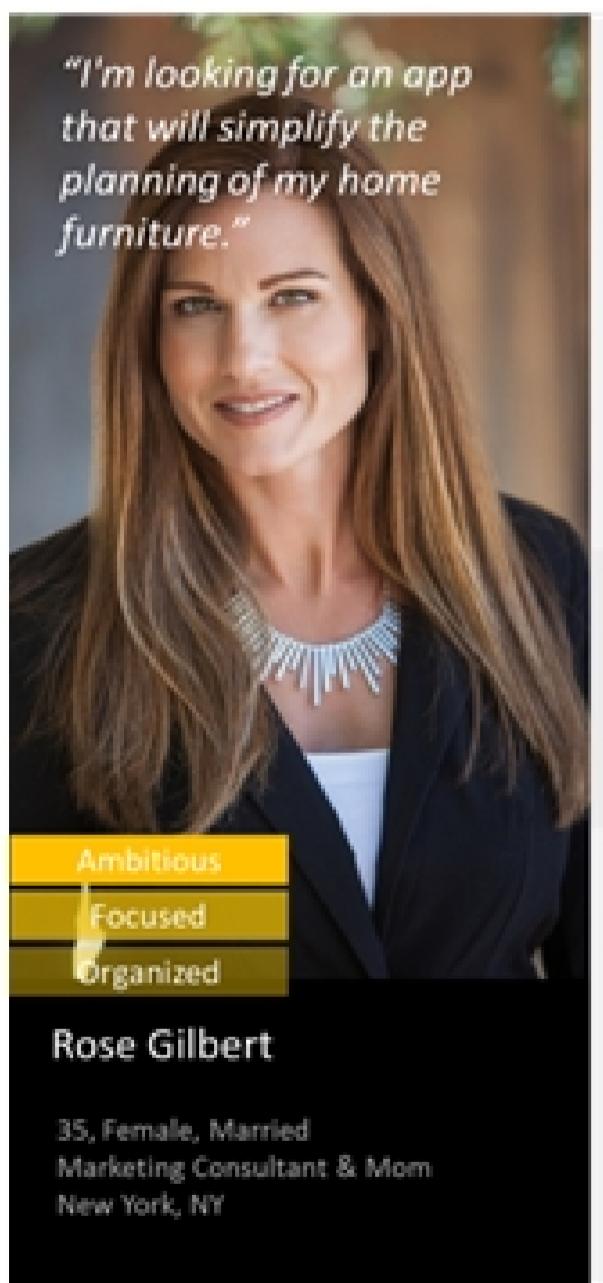


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Tech Savvy and Non Tech Savvy

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

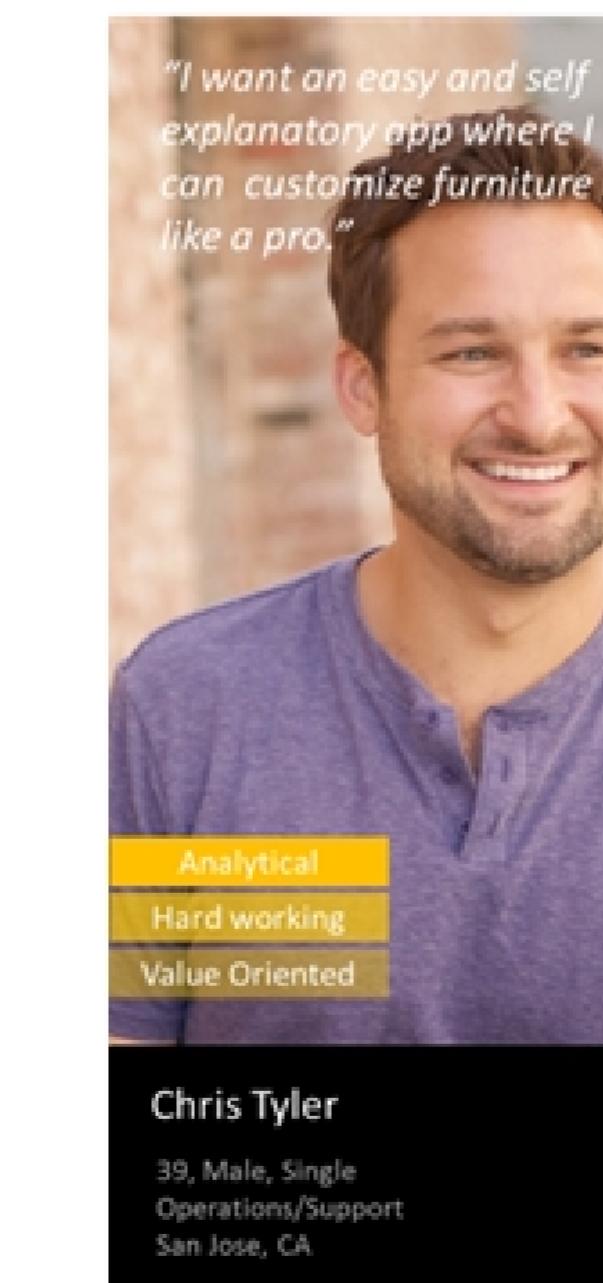
Frustrations

- 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  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

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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 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 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

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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			Comments	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.)
4					Easy	As expected	Satisfactory						
5	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.
6	Shradha												
7	Rupali Shinde												

Confidential data



Thank you

Feel free to contact me!

hemantux@gmail.com

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