

AFAA.

Tinvio Product Design Exercise Q3'2021

26th August 2021



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Design Thinking



Looking back, what's a feature (or component) that you would remove from **any product that you have designed** previously? Why?

In 2019, I worked on an app that enabled drivers to easily find parking lots in urban spaces. The app also featured in-carpark navigation and reservations. This was possible via hardware sensors that were installed at every carpark lot.

For launch, I would've removed the reservation feature and de-prioritised in-carpark navigation. I perceived these features as invoking "Excitement" rather than serving the "Basic" purpose of the product. Moreover, their reliance on the sensors made them a bottleneck for mass adoption.

I would instead focus on showing the realtime carpark occupancy of every carpark via data that was readily available from carpark operators.



How do you make design prioritization decisions today?

I generally start by categorising features using the Kano model, followed by prioritising each category via RICE or PIE scoring.



What's the most delight-centric component that **you** have designed? How did that impact user experience? How did you measure or qualify it?

In 2020, I designed a mobile platform for the muslim community. One of the commonly used tools by muslims is a compass that points to the holy Kaaba which muslim's face while praying.

Generally this tool has a dedicated screen in most apps. However, knowing the frequency of it's usage, I decided to subtly integrate it within the home screen.

According to the founders, the 'feature' received multiple positive feedback and noticeably increased app engagement.

 Try it out!



What are your top 3 reference resources for UIUX inspirations or learnings? How or where do you seek guidance when you're blocked?

Dribbble, Awwwards and Mobbin are great sites for inspiration.

When I am blocked, I take a step back, look at the bigger picture and find alternative opportunities. This generally results in going back to the drawing board.



Design Challenge

Tinvio will soon allow merchants to make digital payments to their suppliers through the app. The Product team would like to introduce a new "Payments" view into the existing Home tab.

Task

- Critically evaluate the current mockup of the Home tab.
- Propose a UI that allows users to manage orders and payments easily.
- *Optional: Suggest broader design changes for Tinvio's design standards.*

User Stories

- Be able to view overdue or upcoming payments at a quick glance.
- Be able to initiate payments for unpaid invoices easily.
- Be able to view high-level overview of expense records and past payments details.

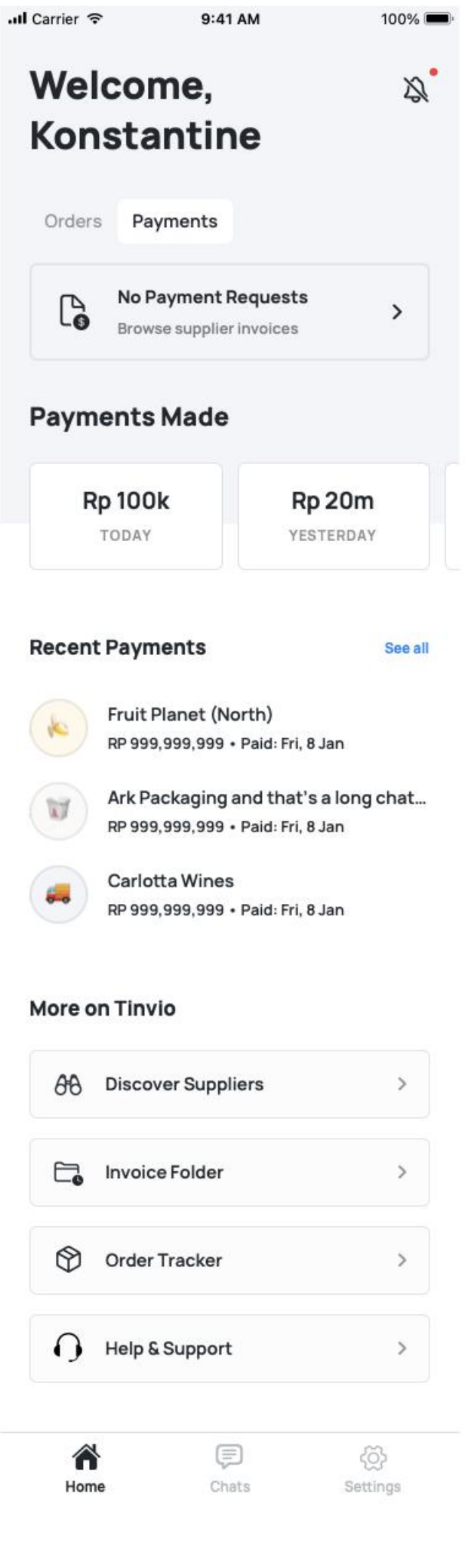
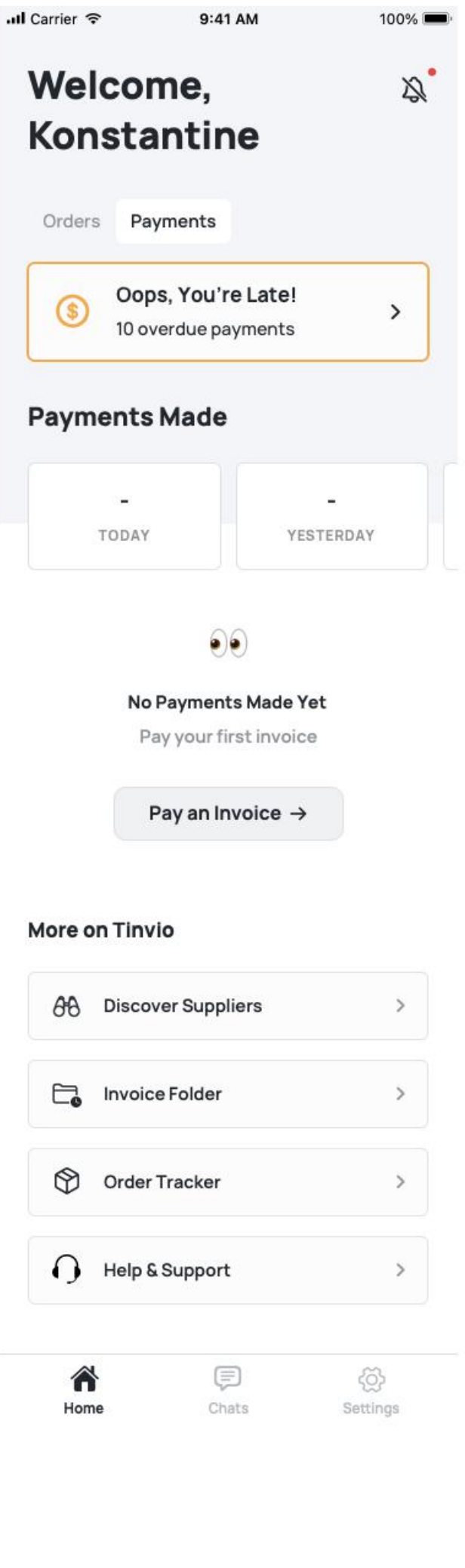
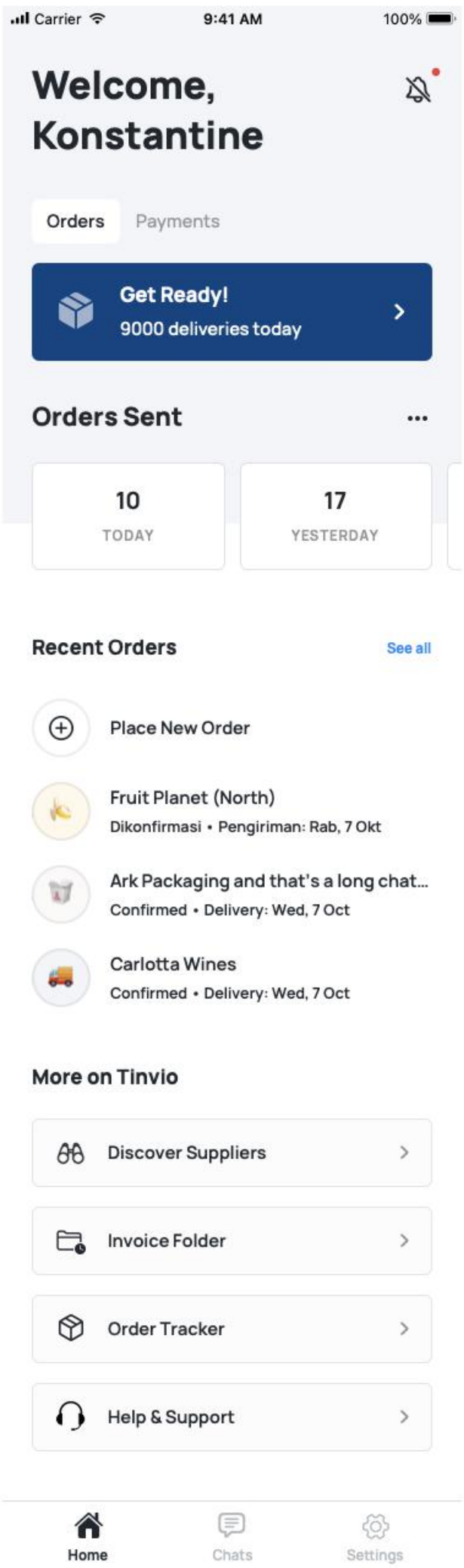
Deliverable

- An overview of the user discovery process (if any).
- High-fidelity design of the Home tab including both "Orders" and "Payments" toggle view.
- Designed for both iOS and Android.
- In-line with Apple’s Flat design components and Google’s Material design components.
- A sample dark mode design for either iOS or Android.



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Reading Between the Lines



Reading Between the Lines

Note: This is an essential step in the user discovery process. The goal is to understand the underlying motivations behind the user stories in order to uncover deeper insights and identify hidden opportunities.

Assumption: “Payments” is the most valuable feature.

By the way, have you considered...

...the hierarchy of this feature in relation to the rest of the app?

...if this feature deserves it’s own menu tab?

...if this has to be designed as a “separate” feature?

...integrating this with the Orders feature?

...the most seamless and simplest way to add this feature?

As a user, I want to be able to view my overdue (if any) or upcoming payments at a quick glance.

Deeper insights:

- Users tend to unintentionally forget about making payments.
- Making payments is a mandatory yet manual step.

Opportunities:

- Create reminders for payments to prevent overdues.
- Provide a clear visual for upcoming payments. Timeline? Calendar?
- Can the process be automated? Or pre-approved upon ordering?

As a user, I want to be able to initiate payments for unpaid invoices easily.

Deeper insights:

- This is an essential process of every order, hence it should be simple.
- Users are willing to manually initiate payments, but should they?

Opportunities:

- Avoid creating new and unfamiliar experiences.
- Integrate their preferred payment methods as much as possible.
- Can we remove this manual step?

As a user, I want to be able to view high-level overview of my expense records and past payments details.

Deeper insights:

- Buyers want to keep track of their overall expenses.
- Individual payment receipts should be secondary.
- Buyers may like to see relevant analytics for their business.

Opportunities:

- Redesign the home to be a business dashboard with key metrics.

Current Design Evaluation

Home → Order

Can this screen function as an overview dashboard?

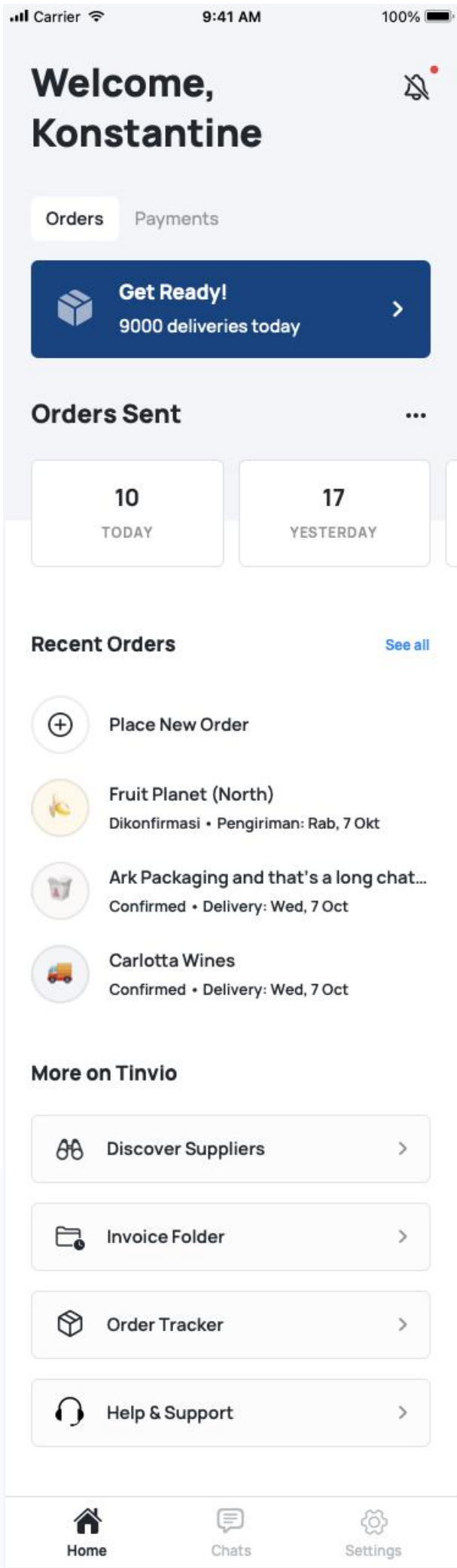
Are the metrics under “Orders Sent” the most valuable to the user?

Should the home view focus on order delivery status rather than past orders?

Are ‘9000 deliveries’ realistic? If so, what do buyers see upon clicking the blue button?

What is the CTA on this screen?

Why is ‘Place New Order’ under ‘Recent Orders’?



Home → Payments

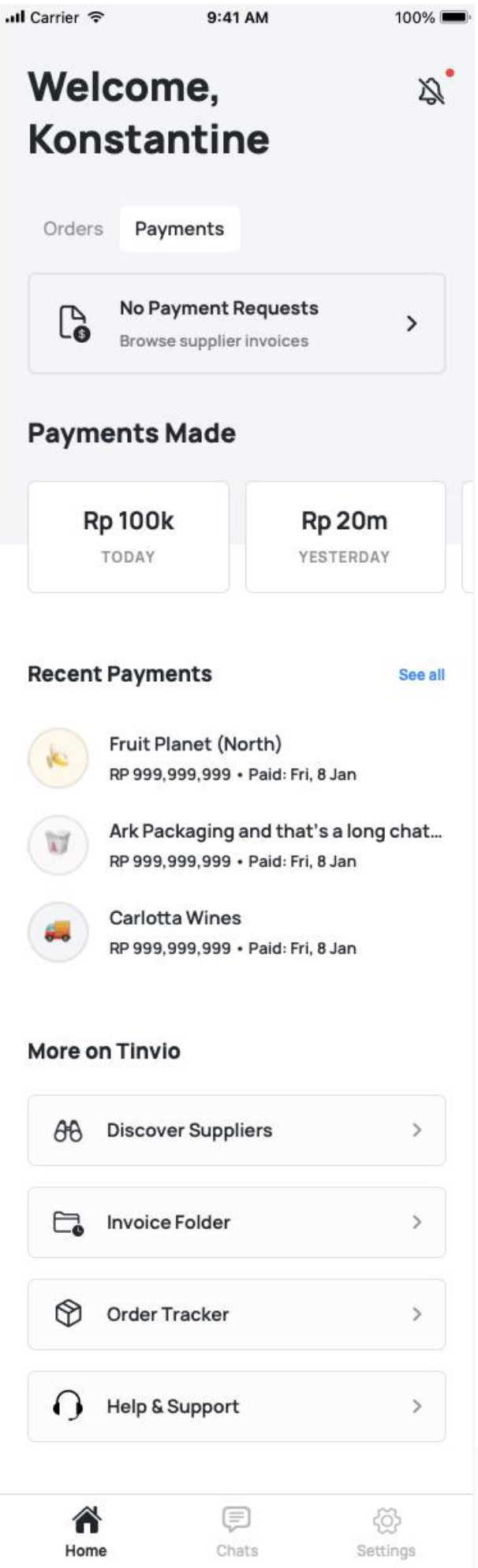
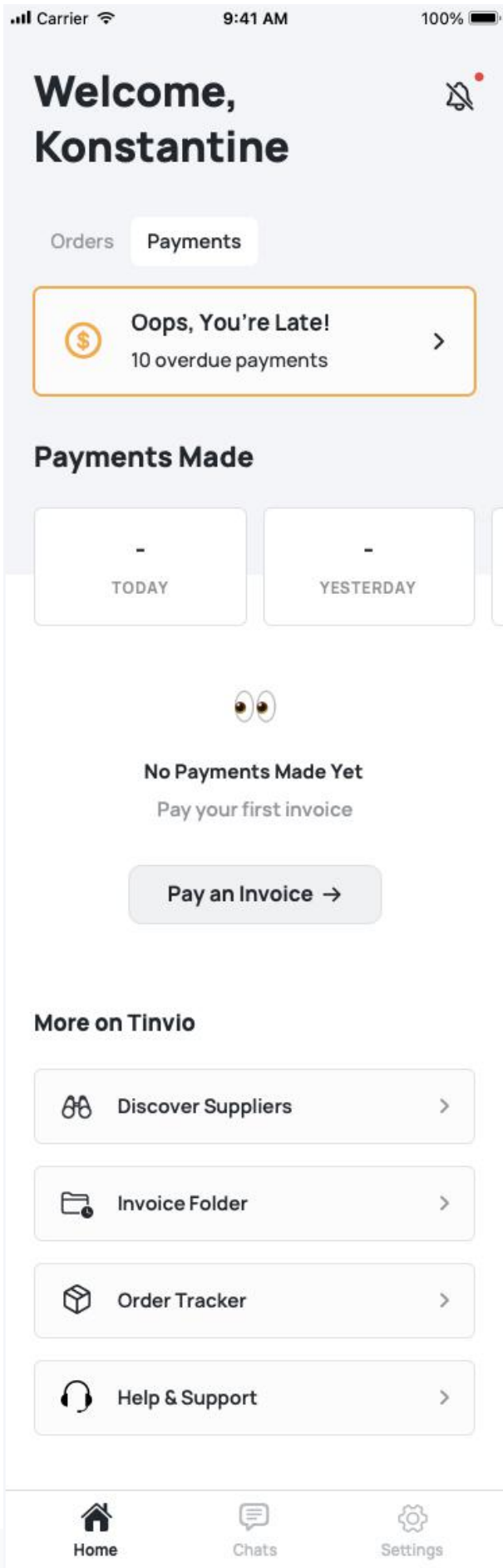
On a high-level, is a separate “Payments” tab necessary? Can this be integrated with the “Orders” tab?

Despite having made 10 orders, the screen feels empty and uninspiring.

Can the “Order” tab information be repurposed to liven up this tab? (e.g. “Recent Orders” can be merged with “Recent Payments” and shown on all screens.

Simple indicators can help to differentiate the order status. (e.g. Delivery due, Payment pending/overdue, Paid/Complete). This would potentially prevent missing payments too!

Currently upcoming payments are not obvious. How does one get reminded?



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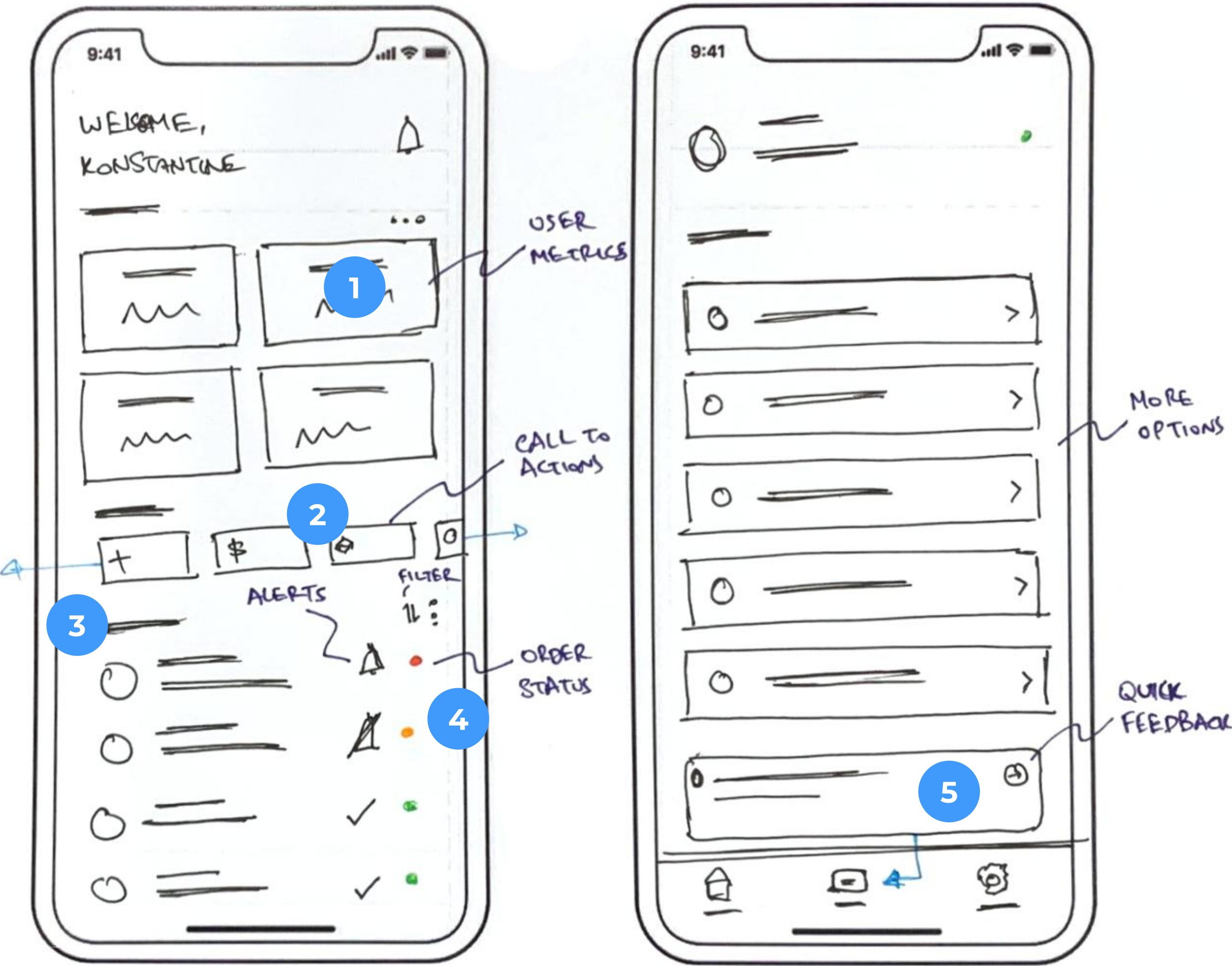
UX Refresh

UX Refresh

Note: My approach is to always step back, look at the bigger picture, and discover better solutions. Here's my take on a simple and seamless integration of the "Payments" feature for customers.

Key concepts:

- 1 Useful business metrics provide clarity and encourage constant user engagement.
- 2 Clear and quick-access call-to-actions allow users to easily achieve their tasks.
- 3 By consolidating 'Recent Orders' and 'Recent Payments', users have a clearer overview of their account activity.
- 4 Order status/alerts enable users to always be in-the-know of their account activity and action items.
- 5 Customer insights and trust are extremely valuable to evaluate future features. Having a quick feedback form could effectively engage users on a personal level while gathering valuable insights.



Tinvio Mobile App Unified Home Screen

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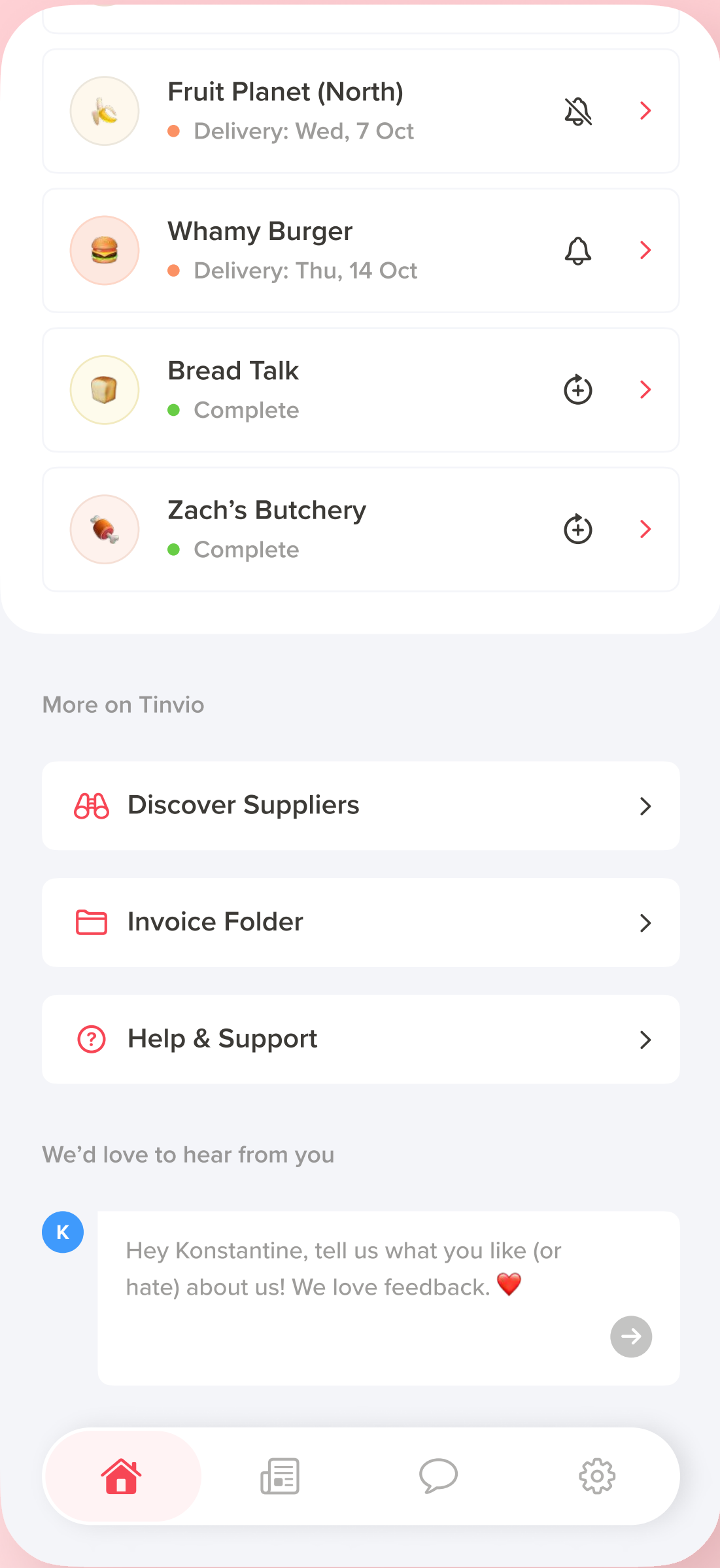
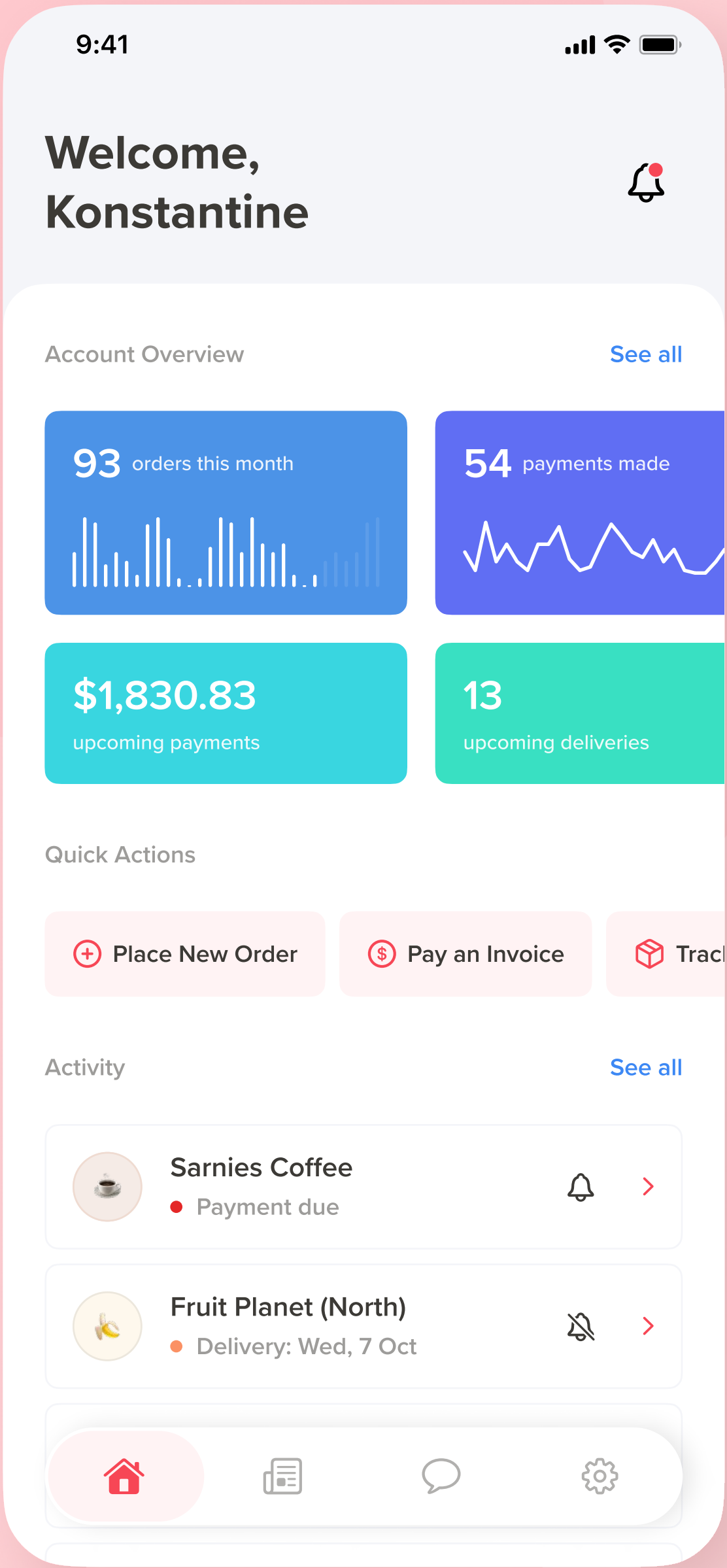
UI Refresh

Introducing Tinvio

Tinvio is a B2B transactions platform that helps merchants manage orders, invoices, and payments with suppliers via a chat-led interface.

What's new:

- A quick overview of your business metrics allow you to keep track of your business like never before.
- Easily manage orders, make payments, track deliveries and chat with your suppliers, all in one place.
- Never miss a payment or delivery with smart reminders.
- Easily order and reorder with a click of a button.
- Be an integral part of building the future of B2B transactions. We'd love to hear from you!
- And of course, use Tinvio 24/7 with...



Dark mode



9:41

Welcome,
Konstantine

Account Overview

See all

93 orders this month

54 payments made

\$1,830.83

upcoming payments

13

upcoming deliveries

Quick Actions

+

Place New Order

\$

Pay an Invoice

📦

Track

Activity

See all

Sarnies Coffee

Payment due

>

Fruit Planet (North)

Delivery: Wed, 7 Oct

>

Fruit Planet (North)

Delivery: Wed, 7 Oct

>

Whamy Burger

Delivery: Thu, 14 Oct

>

Bread Talk

Complete

>

Zach's Butchery

Complete

>

More on Tinvio

Discover Suppliers

Invoice Folder

Help & Support

We'd love to hear from you

K

Hey Konstantine, tell us what you like (or hate) about us! We love feedback. ❤️



Closing thoughts

General Branding:

General design is very clean and pleasant, but could use some custom design touch to stand out.

The brand tone feels friendly and fun. However the design doesn't convey the same vibe.

Potential to subtly use the octopus as a brand mascot/character (think ninjavan).

Product Experience:

The current app has the potential to be simpler yet functional and delightful.

There are lots of opportunities to increase engagement and daily activity.

As an early stage product, it's important to gather as much user feedback as possible to identify quick-wins and gain a loyal user base.

Consider adding gamification to increase adoption and engagement.

Thank you.