

Silikhe - Portfolio

Platform Redesign



ComplyDQ is a leading compliance software company that offers businesses a comprehensive solution to ensure adherence to regulatory requirements. As a Product Designer at ComplyDQ, I had the incredible opportunity to revolutionize user experience by introducing the groundbreaking feature called "God's View." Through meticulous research and innovative design, I crafted an immersive and intuitive experience that allowed users to effortlessly navigate and gain invaluable insights, elevating compliance management to a whole new level. With God's View, users gained a divine perspective, making compliance a breeze and transforming their workflow into an extraordinary journey of efficiency and ease.

Product	Year	Role
ComplyDQ	2021	Product Designer



Problem Statement

In today's complex regulatory landscape, businesses face significant challenges in managing and analyzing compliance data effectively. Existing solutions often fall short in providing a user-friendly and comprehensive approach, resulting in missed opportunities, increased compliance risks, and a lack of actionable insights. This creates a pressing need for an innovative feature that not only simplifies the complexities of compliance but also offers an engaging and intuitive user experience. This feature should empower users to effortlessly navigate and gain panoramic insights into their compliance landscape, enabling informed decision-making and personalized control over their compliance management process.



Project Goals

Streamline Compliance

Simplifying and optimizing compliance management for seamless user experience.

Exquisite User Experience

Craft an immersive and intuitive platform that delights users and sparks compliance excitement.

Scalable Design

Implement a scalable design framework that accommodates future growth and evolving stakeholder needs, ensuring long-term success for ComplyDQ.

User-Centered Refinement

Incorporate stakeholder instructions while prioritizing user feedback to create a personalized compliance experience that resonates with the target audience.

Market Differentiation

Streamlined Data Accessibility

Simplified Compliance Management

Intuitive Evolution

Develop a unique and standout platform that distinguishes ComplyDQ from competitors, aligning with stakeholder requirements and attracting a larger user base.	Improve data accessibility within the existing app flow to enable users to effortlessly find and access compliance information, enhancing overall usability and productivity.	Streamline the existing app flow and align it with stakeholder instructions to simplify complex compliance processes, making them more intuitive and user-friendly for improved efficiency and effectiveness.	Infuse existing app flow and brand to design an intuitive platform that seamlessly integrates with users' workflows.
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Research Methods

Market Research Analysis

To guide the design process for the addition of the "God's View" feature, we conducted a thorough market research analysis in collaboration with ComplyDQ's product manager and stakeholders. This analysis involved studying the market landscape, competitors, and target audience to gain insights into their expectations and requirements. The findings informed the design decisions, ensuring that the "God's View" feature aligned with the market needs and positioned ComplyDQ as a competitive solution.

Creating user personas

In collaboration with the product manager, we developed user personas specifically tailored to the target audience of ComplyDQ. These personas represented different user types and their unique needs, behaviors, and pain points. By understanding the perspectives of the target users, we could design the "God's View" feature to cater to their specific requirements, enhancing its usability and relevance.

Creating a customer journey map

We worked closely with the product manager and stakeholders to create a customer journey map for the users of ComplyDQ. This map visualized the end-to-end experience of the users, highlighting key touchpoints and pain points throughout their interaction with the compliance management process. By identifying pain points, we could ensure that the "God's View" feature addressed these issues and provided a seamless experience, resulting in improved efficiency and user satisfaction.

Information architecture

Designing the "God's View" feature required careful consideration of the information architecture. We determined what data and insights would be included in the feature and how they would be organized and presented to users. By creating a clear and intuitive information architecture, we ensured that users could easily access and understand the compliance data presented in the "God's View" feature.

Prototype testing

To validate and refine the design of the "God's View" feature, we conducted prototype testing with users. We created interactive prototypes that simulated the functionality and interface of the feature, allowing users to provide feedback on its usability, accessibility, and overall user experience. This iterative testing process helped us refine and enhance the design to ensure that the "God's View" feature met user expectations and provided a seamless experience.

Customer Interviews

In collaboration with the product manager, we conducted customer interviews with existing users of ComplyDQ. These interviews allowed us to gather direct feedback on the existing system and understand their pain points, needs, and expectations. This feedback was invaluable in informing the design of the "God's View" feature, ensuring that it addressed the specific challenges and requirements of ComplyDQ's user base.

Core User Needs for ComplyDQ's "God's View" Feature

Comprehensive Compliance Insights

Users need a feature that provides a holistic and comprehensive view of their compliance data, allowing them to gain valuable insights and make

Simplified Data Visualization

Users require intuitive and visually appealing data visualization tools that present compliance information in a clear and easily understandable

Customizable Dashboard

Users seek the ability to personalize their dashboard within the "God's View" feature, allowing them to prioritize and access the compliance metrics and

informed decisions.

manner, facilitating quick analysis and decision-making.

data that are most relevant to their specific needs.

Real-time Monitoring and Alerts

Users expect real-time monitoring capabilities within the "God's View" feature, enabling them to stay updated on compliance status, receive proactive notifications, and address any potential issues promptly.

Comparative Analysis

Users desire the ability to compare compliance performance across different time periods, departments, or regulatory requirements, facilitating benchmarking and identification of areas for improvement.

Collaboration and Reporting

Users value features that enable seamless collaboration and reporting within the "God's View" feature, allowing them to share compliance insights, generate compliance reports, and facilitate communication among team members and stakeholders.

User Personas

Prepare to be captivated by the extraordinary power of user-centric design as we delve into the transformative world of ComplyDQ's God's View feature. As the contracted designer for this groundbreaking addition, I embarked on a mission to redefine data visualization and accessibility in compliance management. With a keen focus on user needs, I crafted a visually stunning and intuitive design that seamlessly integrated with ComplyDQ's existing system.

Sarah

"Keeping compliance in check, so you can relax."



John

"Delivering goods, hassle-free with our logistic app."



Emma

"Protecting patient privacy, one click at a time."



David

"Simplify IT compliance, without breaking a sweat."



Sarah Thompson

38 Yrs, Compliance Officer
📍 New York City

ABOUT

Sarah is a meticulous compliance officer working for a financial institution in New York City. She is responsible for ensuring data privacy and security compliance within the organization. Sarah values efficiency and accuracy in her compliance efforts.

NEEDS

- A robust data compliance solution that covers multiple regulations.
- Efficient tools for data discovery, classification, and monitoring.
- Automated reporting and audit trail features.

FRUSTRATIONS

- Manual and time-consuming compliance processes.
- Difficulty in keeping up with evolving regulations and standards.
- Lack of centralized control and visibility over data compliance activities.

EXPECTATIONS

Sarah expects ComplyDQ to provide a powerful data compliance solution with the God's View feature, enabling comprehensive data discovery, classification, and monitoring. She looks forward to leveraging automated reporting and audit trail capabilities to simplify compliance documentation. Sarah also expects a centralized control panel for enhanced visibility and control over compliance activities.

John Ramirez

28 Yrs, Small Business Owner
📍 Los Angeles

ABOUT

John owns a small logistics company in Los Angeles, specializing in last-mile delivery services. He seeks to optimize operations and improve delivery efficiency to better serve his customers.

NEEDS

- Seamless coordination and collaboration with other drivers.
- Real-time tracking and monitoring of delivery progress.
- Intelligent route planning and optimization.

FRUSTRATIONS

- Difficulty finding reliable and cost-effective delivery options.
- Lack of visibility and control over delivery systems.
- Inefficient route planning causing delays and higher costs.

EXPECTATIONS

John expects the ComplyDQ logistic app, with the God's View feature, to facilitate real-time coordination and collaboration among drivers. He wants real-time tracking and monitoring capabilities to ensure efficient delivery operations. John also expects the app to provide intelligent route planning and optimization, minimizing delivery time and costs.

Emma Johnson

42 Yrs, Compliance Manager
📍 Chicago

ABOUT

Emma is a compliance manager in a healthcare organization in Chicago. She oversees compliance with HIPAA regulations and is dedicated to protecting patient data and maintaining regulatory compliance.

NEEDS

- A comprehensive HIPAA compliance solution.
- Automated tools for data discovery, risk assessment, and monitoring.
- Incident management and breach notification systems.

FRUSTRATIONS

- Complex and evolving HIPAA regulations.
- Manual and time-consuming compliance process.
- Difficulty in identifying and mitigating data privacy risks.

EXPECTATIONS

Emma expects ComplyDQ to provide a HIPAA compliance solution with the God's View feature, offering automated tools for data discovery, risk assessment, and monitoring. She wants incident management and breach notification capabilities to ensure prompt and appropriate response to potential data breaches. Emma also expects the platform to provide updates on evolving HIPAA regulations.

David Nguyen

31 Yrs, IT Manager
📍 Sydney

ABOUT

David is an IT manager in a technology company in Sydney. He is responsible for ensuring data compliance within the organization, including data protection, access control, and regulatory compliance.

NEEDS

- Comprehensive data compliance solution with multi-regulation coverage.
- User-friendly interface for easy implementation and management.
- Integration with existing IT systems.

FRUSTRATIONS

- Integration with existing IT systems.
- Complex implementation and management procedures.
- Inability to integrate with existing IT infrastructure.

EXPECTATIONS

David expects ComplyDQ to provide a user-friendly data compliance solution with the God's View feature covering multiple regulations. He looks for an easy implementation and management process, along with seamless integration with the organization's existing IT systems. David also expects the platform to offer



FINAL VISUAL DESING

The final visual designs of the screens mentioned above feature a sleek and intuitive user interface, enhancing the user experience within the God's View feature of the ComplyDQ web app. With a clean and professional look, these designs present information in a well-organized manner, allowing administrators to efficiently manage users, track activity, oversee companies, and monitor errors and exemptions. The cohesive color palette, typography, and clear icons contribute to easy navigation and comprehension, while the thoughtful layout and spacing ensure a seamless flow and enhanced usability. These visually appealing designs not only elevate the aesthetics but also improve the functionality of the ComplyDQ web app in facilitating data compliance management.

Users Screen - God's View Feature

The Users screen within the God's View feature of the ComplyDQ web app serves as a centralized platform for effectively managing user accounts from various companies or organizations. It offers administrators and authorized users an organized overview and control of registered users.

First Name	Last Name	Role Type	Company Name	Email	Last Login	Action
Wade	Smith	Driver	Avis Company	alexandermartin@gmail.com	2021/07/09	
Michael	Robinson	Admin	Swift Solutions Inc.	jessicajohnson@gmail.com	2021/07/09	
Ivan	Lopez	Driver	Prime Logistics	josecarter@gmail.com	2021/07/09	
Uly	Brown	Driver	Sparkle Innovations	robertjohnny@yahoo.com	2021/07/09	
Alexander	Davis	Driver	AlphaSleep Solutions	christinemarker@yahoo.com	2021/07/09	
Connor	Smith	Driver	CloudConnect Solutions	lindaperson@gmail.com	2021/07/09	
Luke	Smith	Driver	InsightReach Enterprises	bradlythompson@hotmail.com	2021/07/09	
Audrey	Anderson	Driver	Pioneer Industries	jamesparkin@gmail.com	2021/07/09	
Sophia	Levi	Driver	Dynovolve Enterprises	davidsmith@example.com	2021/07/09	

Benefits and Significance

The Users screen in the God's View feature streamlines user management within the ComplyDQ system, offering several advantages:

- **Efficient Administration:** Administrators can easily locate and manage user accounts, saving time and effort.
- **Accurate User Profiles:** The ability to view and edit user details ensures accurate and up-to-date information for effective communication and collaboration.
- **Enhanced Security:** By assigning specific roles and monitoring user activity, administrators maintain control over system access, reducing the risk of unauthorized actions.
- **Audit Trail:** Last login timestamps provide an audit trail, enabling traceability and enhancing security protocols.

User Activity - God's View Feature

The User Activity section within the God's View feature of the ComplyDQ web app provides a comprehensive view of user interactions and activities within the system. It offers valuable insights into user behavior and system usage.

First Name	Last Name	Role Type	Company Name	Email	Last Login	Created
Mia	Collins	Admin	SolsticeTech Solutions	jessicacarter@gmail.com	2021/07/09	2018/11/19
Wade	Smith	Driver	Avis Company	alexandermartin@gmail.com	2021/07/09	2018/12/07
Nicholas	Powell	Driver	Echelon Manufacturing	davidbrown@gmail.com	2021/07/09	2021/02/18
Sofia	Patterson	Driver	BlueSky Technologies	sarahbrown@yahoo.com	2021/07/09	2020/09/08
Matthew	Turner	Driver	Prodrive Enterprises	sarahbrown@yahoo.com	2021/07/09	2020/12/30
Carter	Roberts	Driver	Skylight Enterprises	alexandermartin@gmail.com	2021/07/09	2020/09/17
Nicholas	Johnson	Driver	Silverline Enterprises	andrewjohnson@yahoo.com	2021/07/09	2020/09/23
Evan	Wright	Driver	Insight Technologies	jenniferalph@yahoo.com	2021/07/09	2020/05/08
Skyler	Lee	Driver	CyberTech Solutions	michaelbrown@yahoo.com	2021/07/09	2018/12/27



Companies - God's View Feature

The Companies section within the God's View feature of the ComplyDQ web app provides a centralized overview of different companies or organizations using the system. It offers valuable insights into company details and management.

Benefits and Significance

The Companies section provides several benefits for administrators and system managers:

- **Centralized Company Management:** Administrators can easily manage and organize information related to different companies using the system.
- **Quick Overview:** Key company details, such as location, active drivers, and primary contacts, allow administrators to gain a quick understanding of each company's status.
- **Driver Management:** By tracking the number of active and archived drivers, administrators can effectively manage driver accounts, ensuring compliance and security.
- **Effective Communication:** Identifying the primary administrator or contact person enables administrators to establish efficient communication channels with each company.

Errors and Exemptions - God's View Feature

For each error or exemption, the Error and Exemptions section presents the following information:

Benefits and Significance

The Error and Exemptions section offers several benefits for administrators and system managers:

- **Issue Identification:** Administrators can quickly identify the type and source of errors, enabling efficient troubleshooting and resolution.
- **User-Specific Insights:** By associating errors with specific user accounts, administrators can address individual user issues or provide targeted support.
- **Company-Related Error Tracking:** Monitoring errors by company name helps administrators identify patterns or recurring issues specific to certain organizations.
- **Optimizing System Performance:** Understanding the pages or sections where errors occur allows administrators to focus on improving those areas for enhanced user experience and system functionality.
- **Technical Compatibility:** Gathering information on the operating system and browser used during errors helps identify potential compatibility issues and optimize system performance accordingly.

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Company Name	Invoice	Date Paid	Amount (€)	Active Drivers	Admins	Created	YTD
Aws Company	19568	2020/05/08	200,000	68	1	2020/05/08	145
Alphaleap Solutions	1845	2020/05/08	325,000	66	1	2019/10/24	362
Fusion Technologies	53707	2020/05/08	150,000	84	1	2019/10/16	695
Horizon Ventures	3567	2020/05/08	38,000	88	1	2020/06/27	98
Prodigy Industries	7453	2020/05/08	892,000	80	1	2018/11/23	32
ABY LTD	2406	2020/05/08	395,000	99	1	2019/05/06	896
Solstice Solutions	3556	2020/05/08	98,000	35	1	2020/03/23	993
Silverline Corporation	8805	2020/05/08	42,000	24	1	2019/06/04	135
Cybertech Solutions	19568	2020/05/08	58,000	97	1	2021/06/30	142
InsightSys Inc.	19568	2020/05/08	4,000	35	1	2021/04/24	676

Handing Over

Streamlining the handover process is crucial for successful collaboration and implementation. As part of this process, a meticulously prepared comprehensive style guide, accompanied by essential assets and design tokens, has been submitted. To further enhance efficiency and clarity, a dedicated call was conducted to provide developers with a comprehensive explanation of utilizing Zeplin, a user-friendly collaboration tool that simplifies the design-to-development workflow.

Comprehensive Style Guide

The comprehensive style guide serves as a comprehensive reference for the design system. It encompasses detailed guidelines on typography, color palettes, spacing, and component specifications. This resource empowers developers to maintain visual consistency and adhere to the established design standards throughout the development process, ensuring a polished and cohesive end result.

Assets and Design Tokens

To facilitate a seamless integration of design elements, the handover package includes all necessary assets such as logos, icons, and images. These assets have been thoughtfully prepared and organized, ready for immediate integration into the development workflow. Furthermore, design tokens have been provided to enable consistent design implementation across various platforms and devices, guaranteeing a unified and harmonious user experience.

Explaining Zeplin Usage

Recognizing the benefits of using Zeplin as a collaborative platform, a dedicated call was conducted to guide developers in utilizing this powerful tool effectively. During the call, developers received comprehensive explanations on how to access design specifications, extract assets, and review design details within Zeplin. This empowers developers to streamline their workflows, promotes seamless communication between designers and developers, and ensures a clear understanding of design requirements.

Project Summary

The God's View feature implementation within the ComplyDQ web app was a pivotal project aimed at providing administrators with a comprehensive overview and control of user activities, companies, errors and exemptions, payments and invoices. The project involved developing and integrating this feature into the existing application infrastructure. The final visual designs focused on creating an intuitive and user-friendly interface, incorporating clean layouts, cohesive color palettes, clear typography, and intuitive icons. These visual elements were carefully chosen to enhance the overall user experience and facilitate efficient data compliance management.

Key Learnings and Insights

Throughout the project, several key learnings and insights were gained, contributing to the successful implementation of the God's View feature within the ComplyDQ web app:

- User-Centered Design:** Understanding and addressing the needs of administrators were at the core of the project. By conducting user research and incorporating user feedback, the feature was tailored to provide a seamless and efficient experience for administrators in managing data compliance.

- 2. Data Visualization:** Effectively presenting complex data in a clear and intuitive manner was crucial. Through thoughtful information organization, visual hierarchy, and the use of charts or graphs where appropriate, administrators could easily interpret and analyze the data, facilitating informed decision-making.
- 3. Iterative Development Process:** Embracing an iterative approach allowed for continuous improvement throughout the project. Regular feedback loops, usability testing, and iterations based on user input ensured that the final feature met the highest standards of usability and functionality.
- 4. Consistency and Visual Coherence:** Maintaining consistency in visual elements and user interface design played a significant role in creating a cohesive and user-friendly experience. Consistent use of color palettes, typography, and iconography ensured a visually pleasing and coherent interface across different sections of the God's View feature.
- 5. Importance of Collaboration:** Collaboration among the project team members, including designers, developers, and stakeholders, was instrumental in achieving project success. Effective communication, coordination, and sharing of ideas resulted in a well-executed feature that met the objectives and expectations.
- 6. Adaptability to Evolving Requirements:** As the project progressed, there were instances where requirements evolved or new insights emerged. Flexibility and adaptability were key in addressing these changes, ensuring that the final feature aligned with the evolving needs and goals of the administrators.

Note:

Please be informed that during the design of this case study, extensive masking and confidentiality measures were implemented in adherence to contractual agreements and non-disclosure agreements (NDAs).