

# Knowledge, Heart & Soul

Designer with a love for powerful, functional and elegant designs.

Always open to opportunities to positively impact people with design, working with Knowledge, Heart & Soul into them.

Year  
2018

Location  
Bangalore

Tags  
User Experience, Conversational UI



## Bumblebee

A global organisation, that is scaling at a great pace wanted their operations to be adaptable to the increasing number of employees. We imagined a world where they would have virtual assistants helping them.

# Problem

The organisation has always been a people focussed one and weighed face to face interaction over anything that's remotely different. There needed a paradigm shift of users' behaviour and the UI is to survive even beyond the brutal hype cycle within the organisation.

# **Process**

We started with understanding from the employees their needs, motivations and frustrations. We also analysed where they would spend most of their time and where they would need help from the operations team.

# Process

From the analyses it was clear that the employees wanted to automate the jobs that they feel as non-productive and wanted the control of doing the jobs themselves by means of self-service.

We imagined if all the employees had a virtual personal assistant to do their menial jobs and also give them opportunity to self-serve.

# **Process**

We then started to create the character of the virtual assistant with the help of employees and also opened up the avenues for the employees to name their assistant.

Bumblebee came out to be the most voted name.

# Character

Friendly  
Helpful  
Witty  
Geek (In & Out)  
Non-judgemental  
Knowledgable



# Tone of voice

Smart  
Interesting  
Witty  
Suggestive  
Concise

# Principles

Natural conversations  
Ranked Relevance  
Strictly No spying  
Suggest not command  
User controlled  
Sensitive to Gender & Racial bias  
Only simple tasks

## User Says

### Process

We then created the dialogues for the users' intents and came up with the responses taking into consideration the tone of voice and character of the bot.

## Process

The dialogues were further improved by testing them to get the right tone of voice. Role play was used as the technique to bring in excitement and to make it more engaging.

Week

Aug 23-27



Copy from prev. week

MON  
23/8



TUE  
24/8



WED  
25/8



THU  
26/8



FRI  
27/8



project v

Process

8.0

8.0

8.0

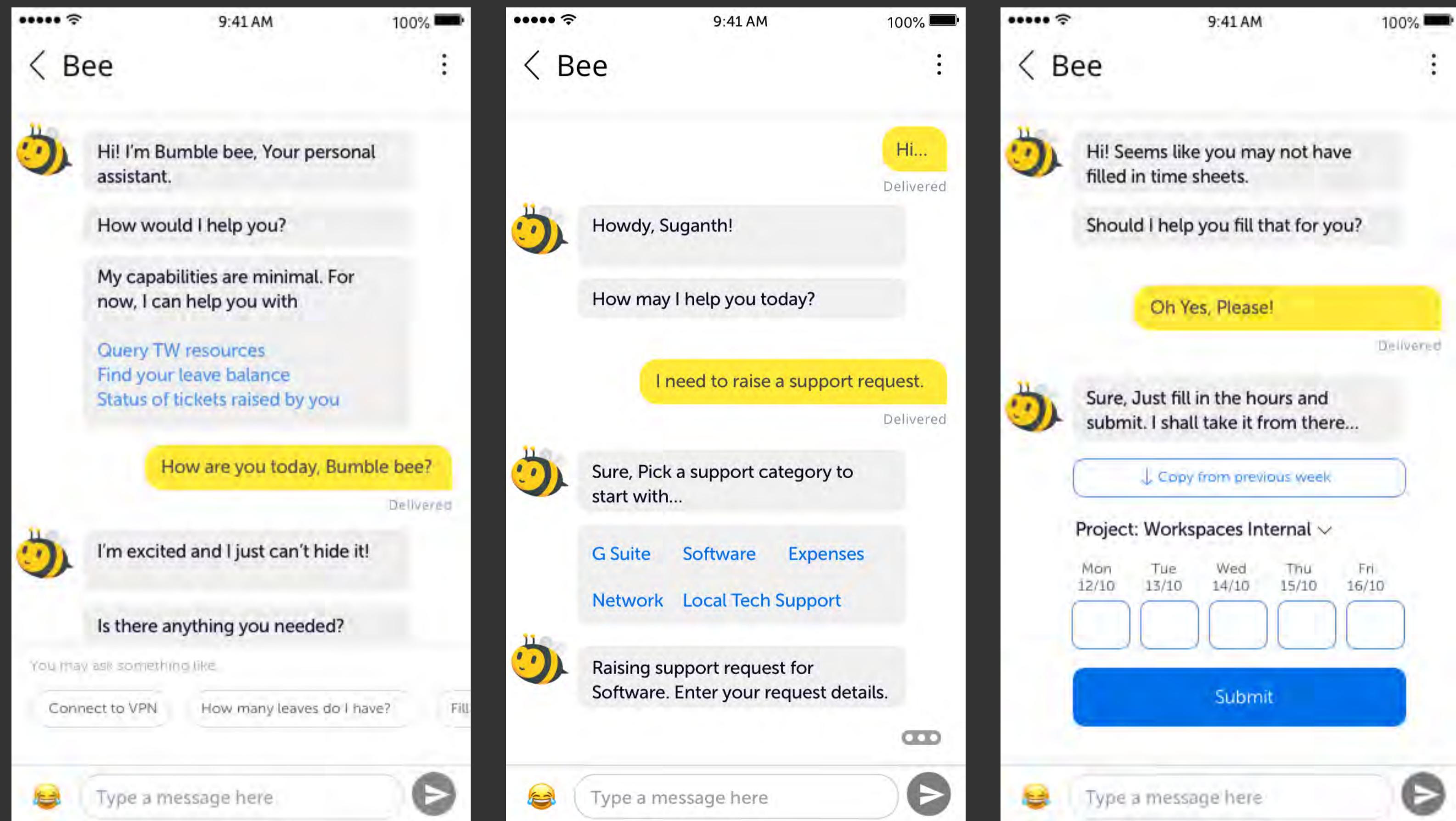
8.0

8.0

Complex interactions were sketched and mocked up for easy understanding of the developers. The virtual assistant was added with more features developed iteratively after being user tested.

SUBMIT

# Wireframes



## Project details

Year  
2016

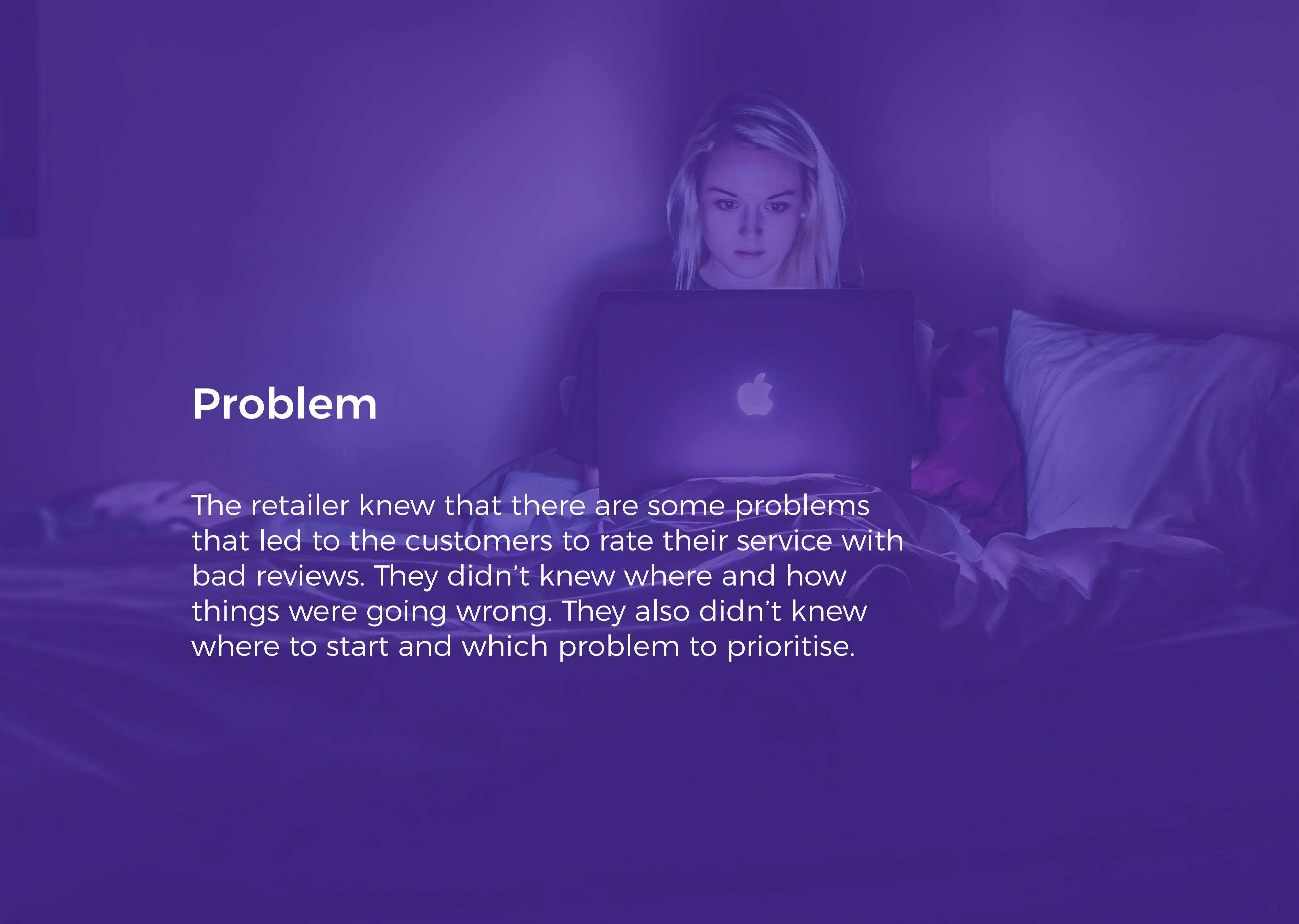
Location  
Manchester

Tags  
Service design,  
Customer experience

# Fashionista

A famous online fashion retailer in the UK wanted to perfect their post purchase journey and come up with recommendations for improvements in their overall experience.

# Problem

A woman with long blonde hair is lying in bed, looking at a laptop screen. The laptop has an Apple logo on its back. She is wearing a dark top and is surrounded by pillows and blankets.

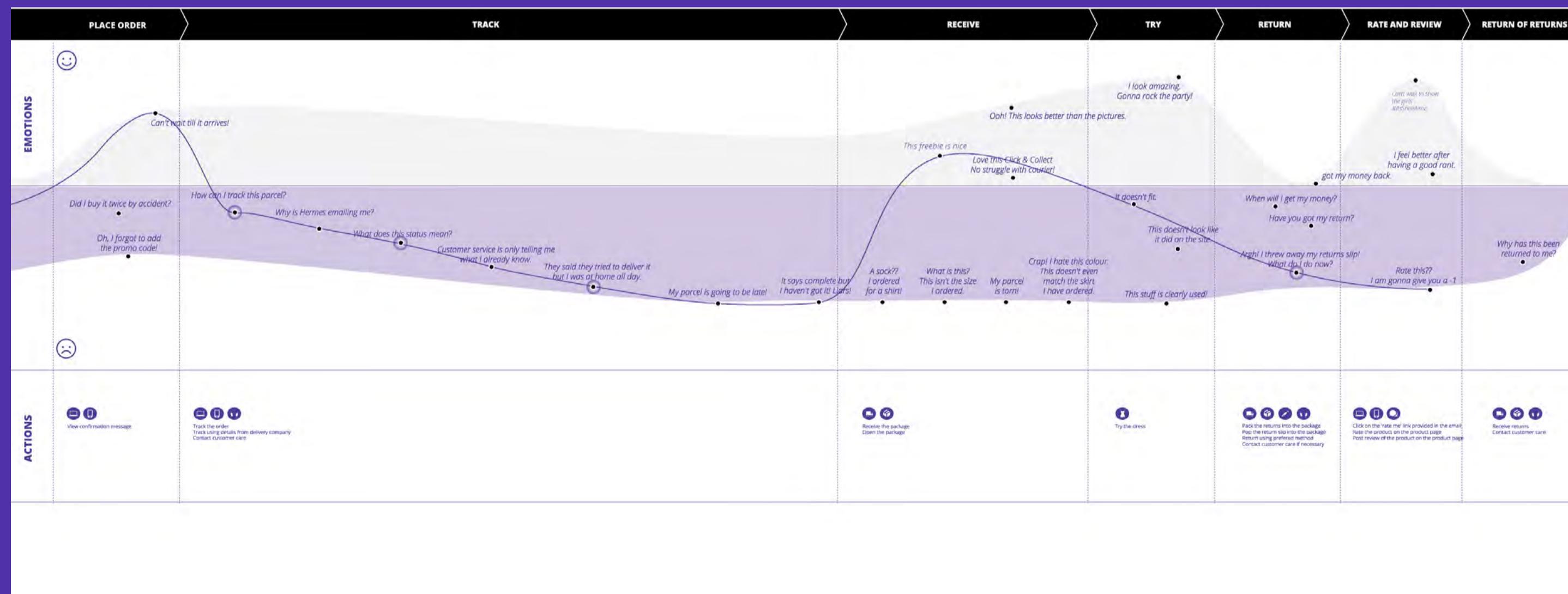
The retailer knew that there are some problems that led to the customers to rate their service with bad reviews. They didn't know where and how things were going wrong. They also didn't know where to start and which problem to prioritise.

## Process

Talking with customers from the target group of the product and mapping their post purchase emotional journey to find out where things were actually going wrong and come up with ideas to improve the experience.

# Emotional Journey Map

The emotional journey map provided us with identification of the problems faced and their severity.



Problems

Priority

Ideas

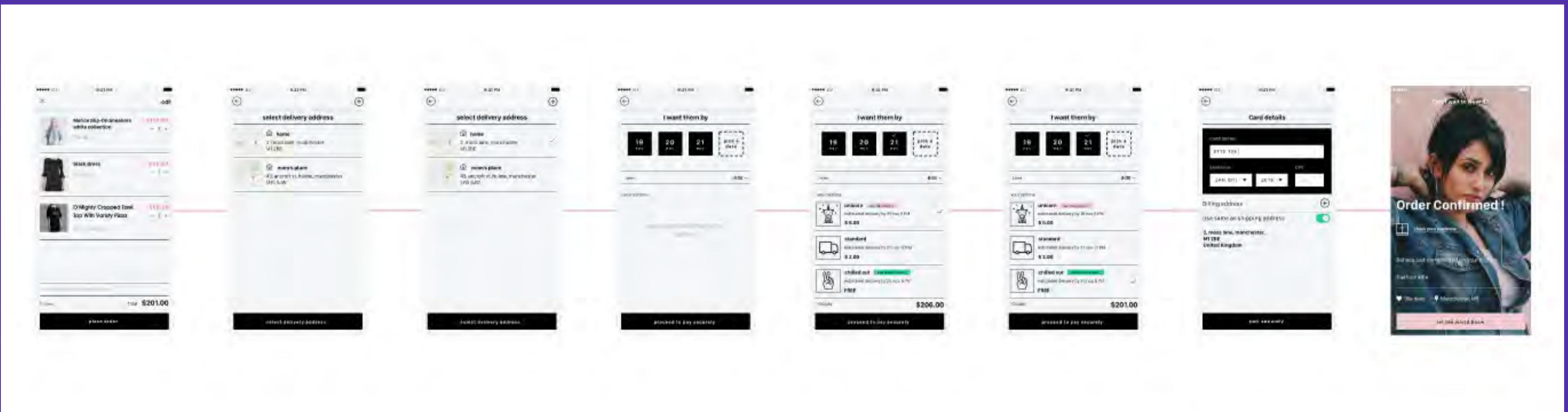
Concepts

# Problem prioritisation & Ideation

Going through the process of design thinking to defining the problems, prioritising them and then to come up with ideas to solve them.

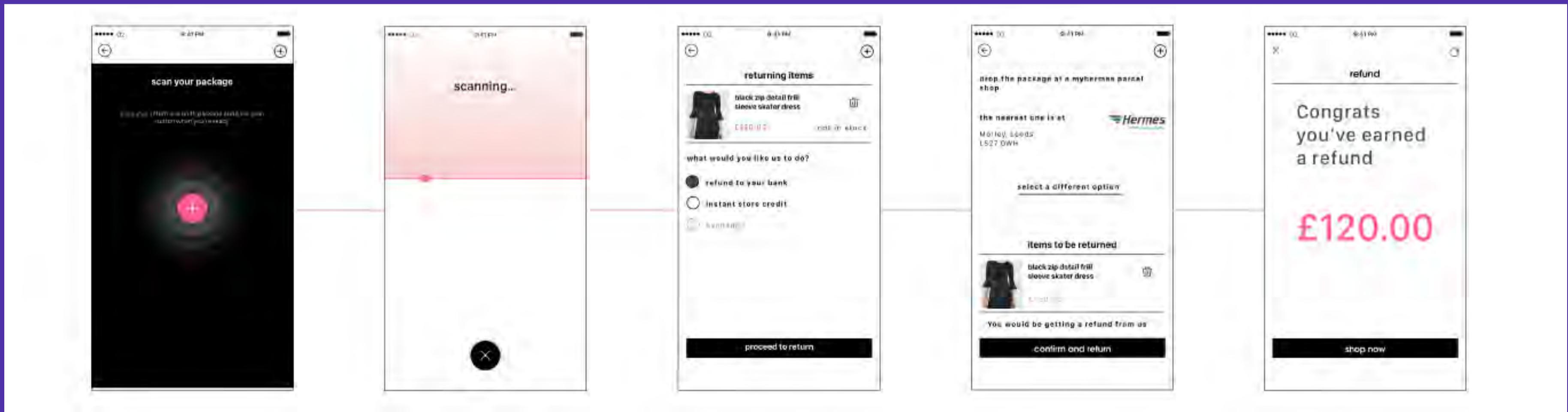
# Outcomes

**Chilled out deliveries** : Not all deliveries need to be express deliveries. Incentivise the customers who opt for relaxed deliveries, but keep up the promise.



# Outcomes

**Insta Store credits:** Introduce customers to the concept of liquidity by giving them instant credits to shop with, on placing the returns.



## Project details

Year  
2015

Location  
Bangalore

Tags  
User Experience  
IxD

# Flight Tracker

A local airport in India wanted to enable their passengers to track flights and get informed about the time to check-in. This was the initial phase of enabling the airport to become a smart airport.

# Problem

As part of their grand plan to become a smart airport, the clients wanted to empower their guests. Empowered to do much more than what they did then, giving them access to real-time information. Real-time information about their flights, shops and restaurants.

## Process

Talking with travellers who use the airport to understand how they would access information about the airport and the flights. Identifying potential opportunity areas where we can bring in value.

# Process

Identifying different personas who are using the airport and narrowing them to two target user groups who would potentially become the early adopters of the platform we are building.

Super commuter

Explorer

## Process

Real time flight tracking was identified as the initial offering for the super commuter on the platform via an app. The app would also provide the users with shopping and refreshment information for the relaxed explorer traveller.

# Process

Three modes of searching for the flights were arrived at to land onto the flight to track. Of which, search by departure-destination pair and by flight number were prioritised.

Departure - Destination pair

Flight number

Scan boarding pass

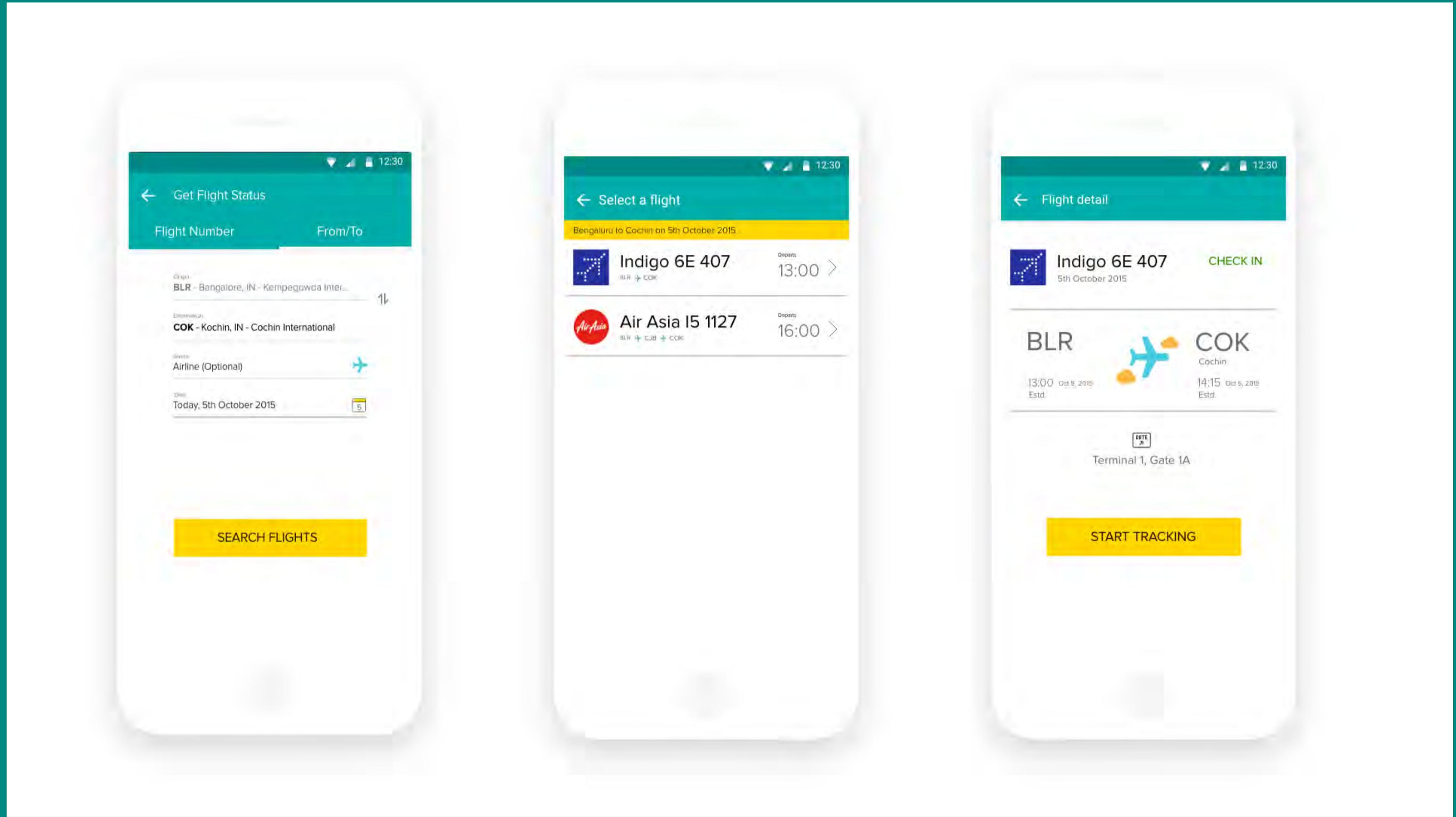
## Process

Multiple rounds of user testing were conducted with the target user groups to understand their preferences at different points in time of their travel and incorporating their feedback into the app.

Continuous design and user testing cycles were run to distill the experience of tracking to the core flow.

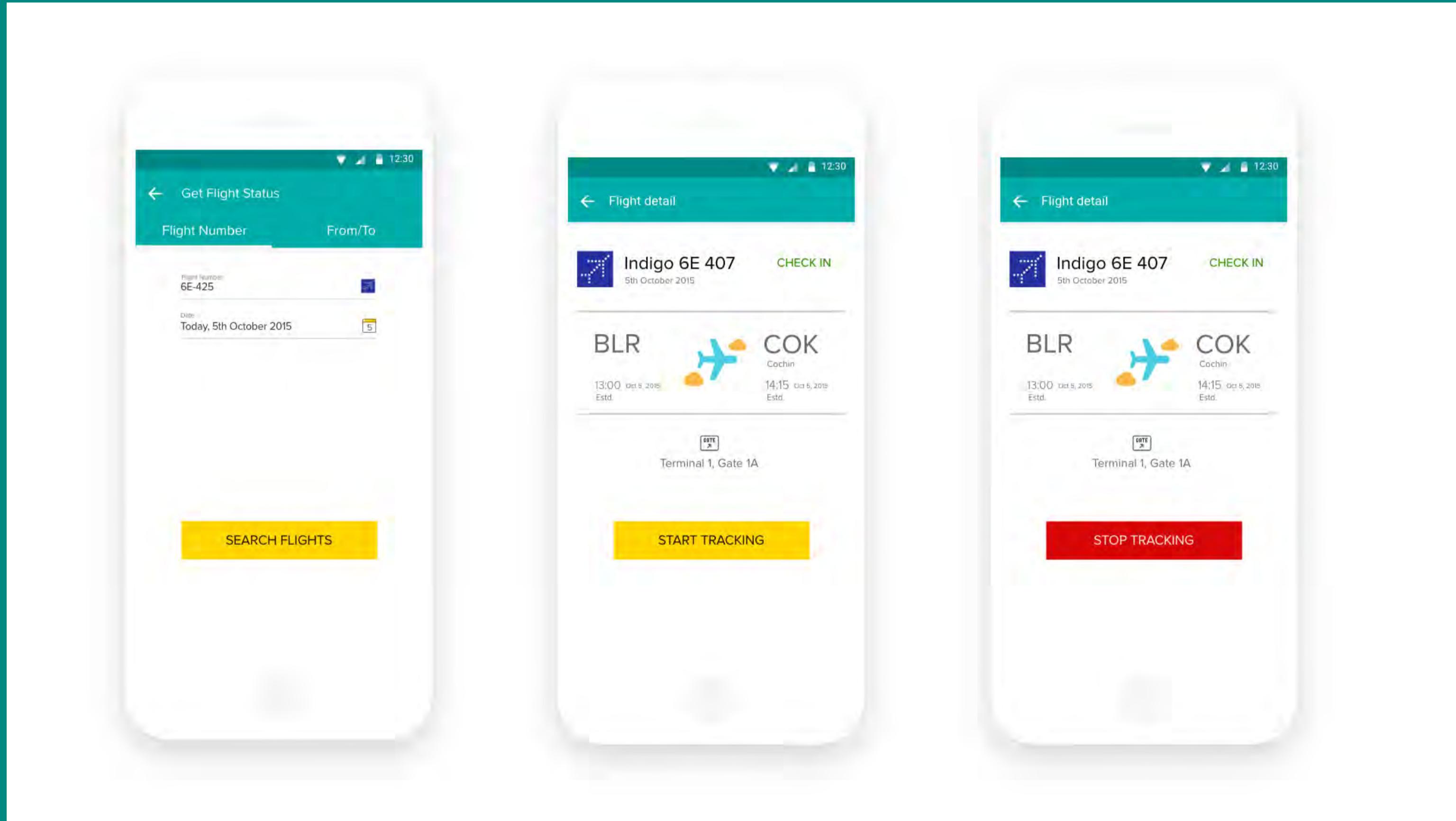
# Wireframes

Search by destination & airline



# Wireframes

Search by flight number

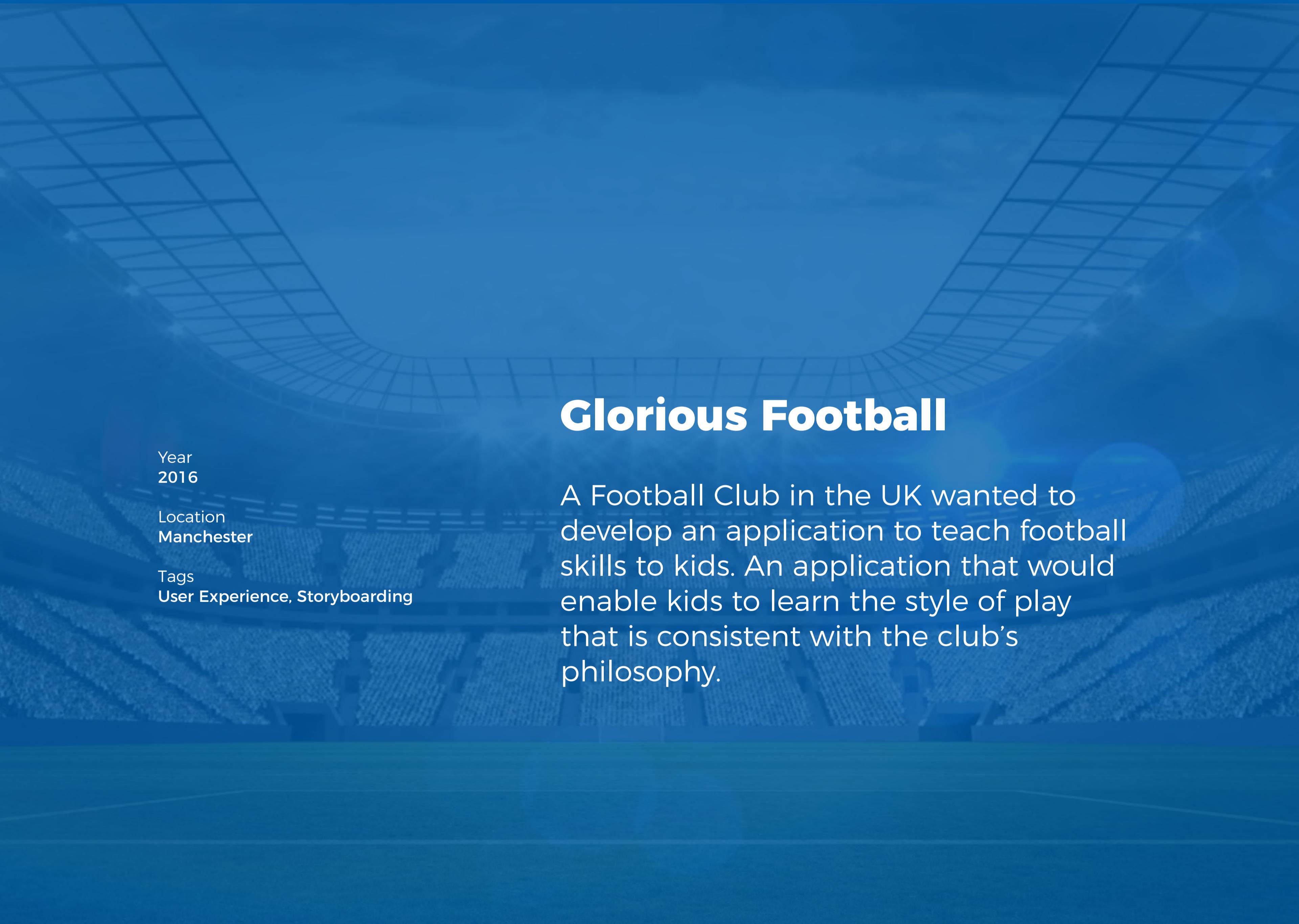


# Design System

To maintain consistency across the platform, a design system was developed in place to efficiently reuse design. The initial design system iteratively evolved over time.

The image shows a design system interface with four main sections:

- Colors**: Primary Color (teal square), Secondary Colors (yellow squares).
- Components**: Text Input (Flight Number: 6E4), Dropdown (Chin, COK, BJS).
- Buttons**: Active (TRACK THIS FLIGHT), Pressed (TRACK THIS FLIGHT), Active - Negative (STOP TRACKING), Pressed - Negative (STOP TRACKING), Inactive (TRACK THIS FLIGHT).
- Patterns**: Search results (Indigo 6E 407, Air Asia I5 1127), Tabs (Get Flight Status, Flight Number, From/To), Real time status (Indigo 6E 407, CHECK IN), Departure + Destination combo (BLR, COK).

The background of the slide features a blurred, blue-toned photograph of a football stadium at night. The stadium's roof and the surrounding city lights are visible through a grid of light trails.

Year  
2016

Location  
Manchester

Tags  
User Experience, Storyboarding

## Glorious Football

A Football Club in the UK wanted to develop an application to teach football skills to kids. An application that would enable kids to learn the style of play that is consistent with the club's philosophy.

# Problem

The club wanted to help in Football skills development of kids and in the process create user engagement, new fan acquisition, brand engagement, increase app downloads and progression throughout the lifecycle of the application.



## Process



We started with designing and creating a proof of concept for the ideas generated. The app was further improved after prototyping and testing it with kids and coaches.

# Setting the field

For the app to be a fair judge, the field setup needs to be accurate.

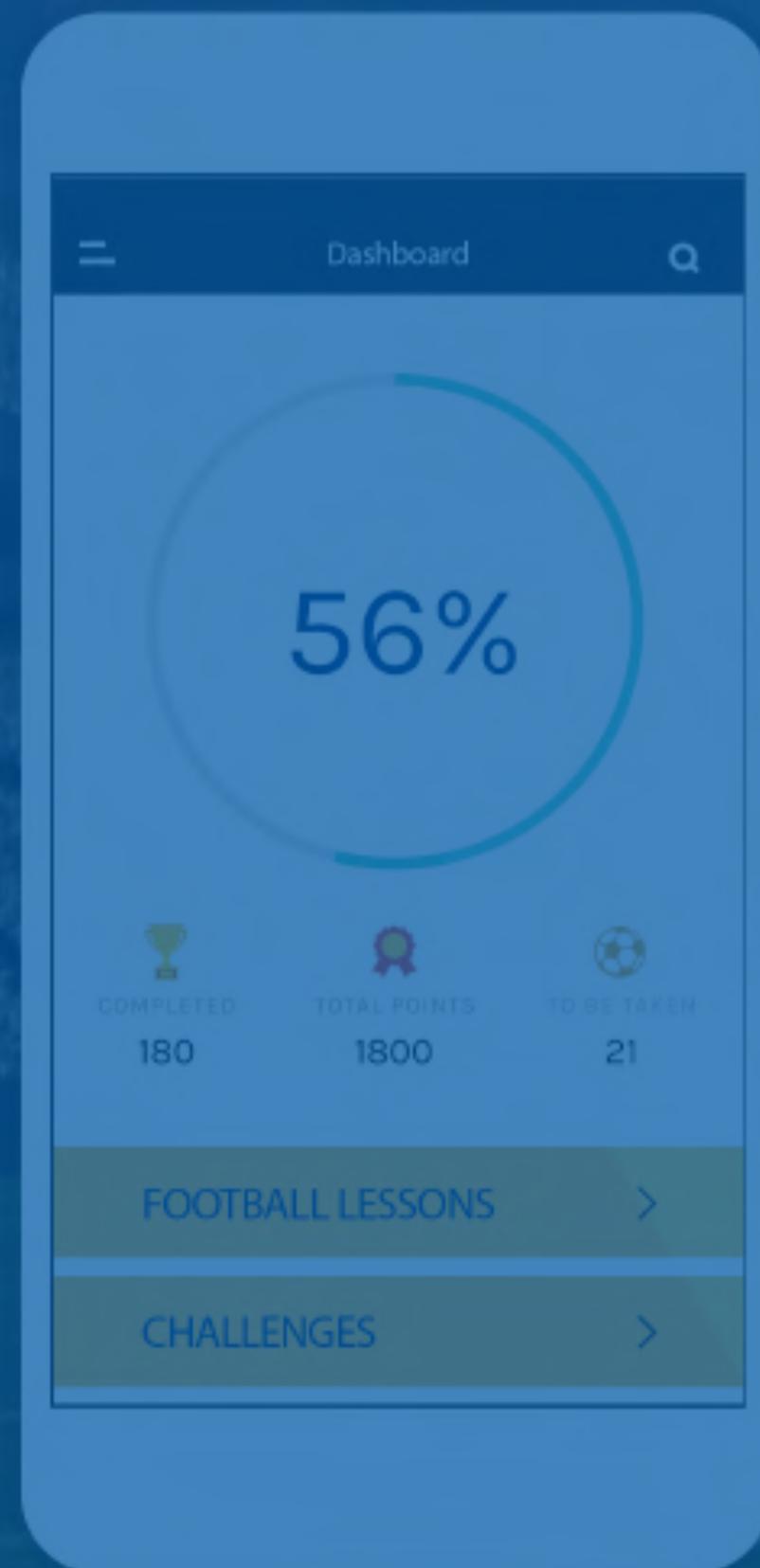
Augmented reality tech was used with smart cones containing location beacons to set up the field for training & taking up the challenges.



## Outcomes

Several rounds of consultation, design and user testing to fabricate the experience of training challenges that could be taken by the kids.





## Outcomes

Gamified experiences to motivate the kids to keep using the application and challenge themselves to success.



## Project details

Year  
2017

Location  
London

Tags  
User Experience,  
Customer experience

# Super Store

A famous supermarket in the UK wanted a product to serve UK shoppers by creating mutually beneficial promotions, while building strong supplier partnerships and ensuring regulatory compliance.

## Problem

Buyers\* of the Super market as part of their job, need to create promotions to increase sales. They needed a product that enabled them to create effective & compliant promotions unlike the current spreadsheet process. The product needs to standardise and simplify all promotional nomination activity at one place.

\*Buyers are employees of the Super market who help in the process of procuring goods to be sold at the Super market.

GENERAL

PLAN

DEFINE &amp; REFININE

DELIVER

# Process

## Research

Understanding how promotions works at the organisation, working with the buyers and other stakeholders who are involved in the buying process. Research techniques like contextual inquiry, participant observation were used in the process.

# Process

## Analysis & Insights

The research findings were analysed and the insights gathered were documented in the form of insights, persona and design principles. From the analysis, it was very clear that the buyers are motivated by seeing the promotions they had created in the stores.

MORE TIME SPEND

SPEND ON ADVICE WITH  
NO PREDICTION

MOVEMENT

MOVEMENT  
BASED BY  
PROMOTIONS

NO MONEY SPEND

TO USE MONEY  
NO REVENUE

GETTING MORE TIME

SPEND MORE TIME  
GETTING MORE TIME  
GETTING MORE TIME

GETTING

GETTING  
MOVEMENT

SPEND MORE PREDICTION  
AND PREDICTION

MOVEMENT  
MOVEMENT  
MOVEMENT

MOVEMENT TO PREDICTION

MOVEMENT TO PREDICTION

MOVEMENT TO PREDICTION

MOVEMENT TO PREDICTION

# Process

## Co-Creation

The product was designed iteratively using some of the buyers who volunteered to be part of the process. During the process, it was learnt that giving access to margin and sales data upfront saved them a lot of time. They were also able to tune the promotions better.

# Process

## User testing

JAMIE KNOWS THE RELEVANT EVENTS  
FOR THE PROMOTIONS PERIOD HE  
IS INTERESTED IN, AND CAN SELECT  
ONE.

The product was tested with the users at every stage - starting from the wireframe stage to the MVP of the product. Every iteration of the testing improved the product in terms of

HAVING SEEN THE PRODUCTS  
THE PROMOTIONS  
AND CAN SELECT  
LIKES THE LOOK  
SALES AND MARGIN UPLIFT ASSOCIATED  
WITH EACH MECHANIC, ALONGSIDE  
CATEGORY IMPACT PREDICTIONS.

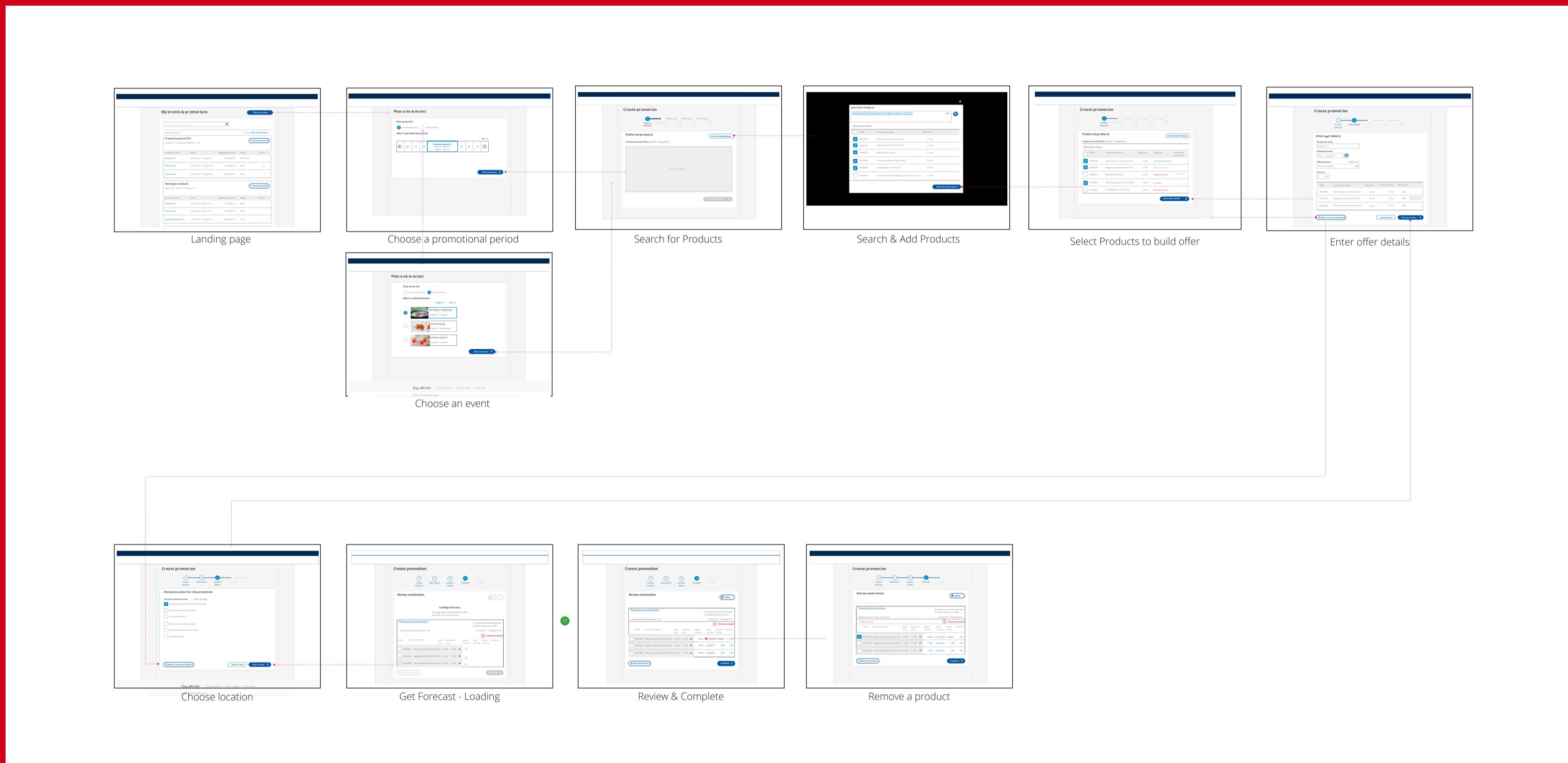
AS A BUYER,  
I WANT TO SEE ALL EVENTS  
IN A CATEGORY FOR A SELECTED

AS A BUYER,  
I WANT TO CREATE A NOMINATION  
FOR AN EVENT,

## Outcome

The product that came out of the process served the buyers to be more efficient and also helped the organisation save a lot of money. This also gave the shoppers the advantage of getting better discounts and value for money.

# Wireframes



# Thank You

Let's have a chat

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