

Hi, I am Alexey Mikhaylov,
User Interface and User Experience designer,
Professional Scrum Product Owner.

As a designer and product owner, I understand
that the perfect user interface should look
good and work even better. I work alongside
my clients **to uncover and solve problems.** In
short, I create bolder online experiences.



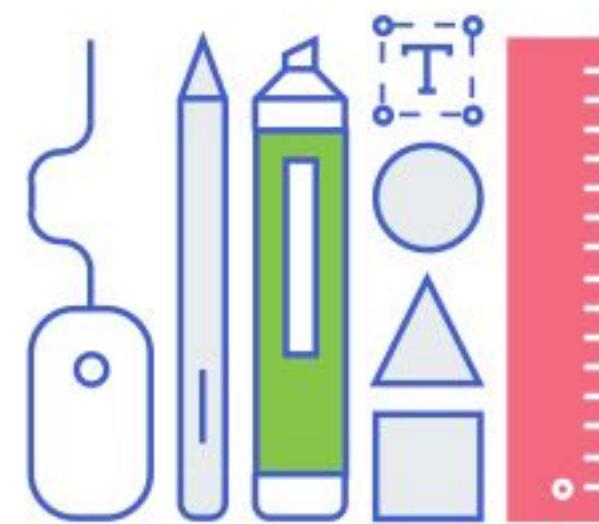
PORTFOLIO

All projects start with questions. The way we approach them determines what the answers will be: correct or not.

Building a process using SCRUM, Agile, Lean, User-centered design, UX Methods, and Atomic Design helps you to solve the problem the right way and answer the question correctly. I am well-versed in all these areas and apply my knowledge to my work.

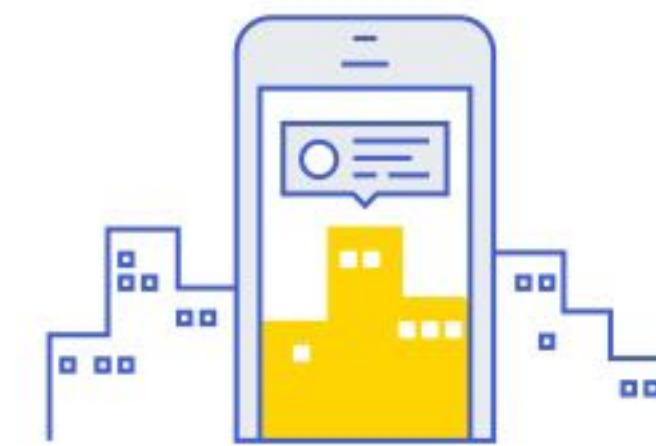
Understanding user workflow, needs and pain points

To solve a problem it's important to get the whole process right from the very begining. There are many UX methods that can be used during the four main stages of UX design: Discover, Explore, Design, Test. UX Methods have their pros and cons, and a professional will choose the ones that will most effectively solve the existing problem.



Professional SCRUM Product Owner

As a Product Owner, I make interfaces which are easy to use and able to solve business issues.



User Centered Design

Focusing on user needs and pain points I create interfaces involving users on the very first stages of the design process.



UX Methods

As a UX expert, I make a site or an app review with the analysis of design aiming to identify usability problems and strengths.



In my time working in app design, a large number of apps have come and gone. At the moment the process has crystallized around Figma and Sketch.

15

Years in design

My role in my most recent jobs has been Lead UX/UI designer or Product designer

700+

Screens carefully designed

These include various forms, mobile app screens, website pages, dashboards, tables, etc.

I use a modern workflow that is familiar and convenient for both Developers and Product Managers, and Stakeholders. It is based on the experience of working with different teams and includes applications such as **Figma**, **Sketch**, **Adobe Suite**, **Principle**, **iPad Procreate**.

I use **Zeplin** and **GitHub** to deliver designs to developers. Also, I have a lot of experience working with **Jira**, **Trello**, and so on.

WORKS

More than 20 companies all over the world use interfaces that I've designed,
including:



SONY



citibank

JACOBS

Project

RazumAI is an HR platform for analyzing employees and issuing recommendations to improve efficiency with the help of Artificial Intelligence.

The AI-based Expert System builds an individual psychological portrait of each employee, assesses his or her condition and provides the manager with recommendations on how to interact with the employee.

Для связи: mail@mail.com +7 (495) 122 34 56

РАЗУМ x AI

Ваши команды Опросы Компания Помощь Выйти АМ

АНДРЕЙ КОЛМАГОРОВ ЦЕЛЕНАПРАВЛЕННЫЙ ВЫГОРЕВШИЙ

Андрей Колмагоров
Этот сотрудник единственный, кто не завершил командный опрос. Возможно ему нужна помощь или напоминание.

МАРИЯ АНТОНОВА ТАЛАНТ ВДУМЧИВЫЙ УДАЛЕННЫЙ

Мария Антонова
Вовлеченность упала на 10 пунктов за последнюю неделю.

КОНСТАНТИН ВИЛ МИЛЛЕНИАЛ

Константин Вил
Вероятность увольнения сотрудника возросла на 10% за последнюю неделю.

[Посмотреть все рекомендации](#)

Все сотрудники На больничном В отпуске Отсутствуют Сортировка Обновить

4 команды: 62 4 8 16

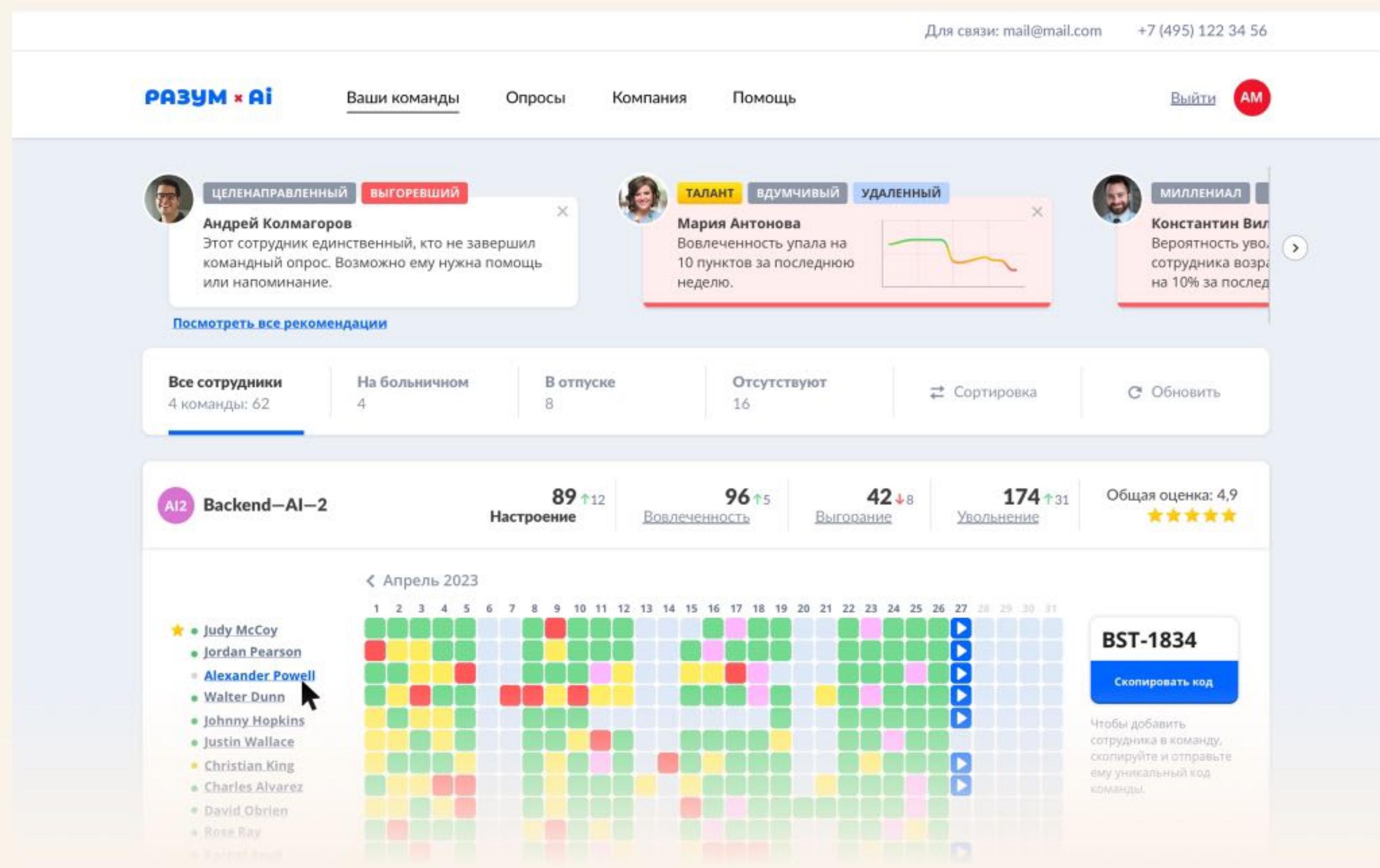
AI2 Backend-AI-2 **Настроение** 89 ↑12 **Вовлеченность** 96 ↑5 **Выгорание** 42 ↓8 **Увольнение** 174 ↑31 **Общая оценка:** 4,9 ★★★★★

◀ Апрель 2023

Judy McCoy, Jordan Pearson, Alexander Powell, Walter Dunn, Johnny Hopkins, Justin Wallace, Christian King, Charles Alvarez, David Obrien, Rose Ray

BST-1834 Скопировать код

Чтобы добавить сотрудника в команду, скопируйте и отправьте ему уникальный код команды.



Problem

Recently, there has been a high percentage of employees with burnout symptoms, and this leads to lower productivity and higher employee turnover, which in turn leads to more financial losses for the business.

Classical methods of burnout measurement, such as monthly surveys, do not allow to quickly identify and timely react to employee burnout and prevent his/her dismissal.

Solution

In order to quickly determine the current state of employees, we made a Mood Calendar, that can help you to quickly identify team problems, mood, burnout, employee engagement and his/her probability of dismissal at the moment. A manager can quickly and conveniently see the state of their entire team, identifying problems in a timely manner. HR research has made it possible to make determining the current state of employees a simple, gamified process.

Дашборд компании

← Основная страница

ВОВЛЕННОСТЬ 15% **ВЫГОРАНИЕ** 32% **ИНДЕКС УВОЛНЕНИЯ** 24% **ПАССИОНАРНОСТЬ** 67%

На основе данных экспертной системы
Пульс опрос от 12.02.2023
↑ Снижение на 4 пункта
↑ Повышение на 10 пунктов
↑ Повышение на 8 пунктов
↑ Повышение на 14 пунктов

Основные тренды компании

На графике вы можете видеть сопоставление основных трендов компании и их изменение с течением времени.

События Настроение сотрудников

New funding round Performance review Wellbeing initiative

Индекс вовлеченности Выгорание Болничность Вероятность увольнения

Дек 2022 Янв 2023 Фев 2023 Мар 2023

◀ Апрель 2023

Поздняя стадия выгорания

С помощью такого графика можно проследить не только процент сотрудников на поздней стадии выгорания, но и изменение распределение сотрудников по разным стадиям.

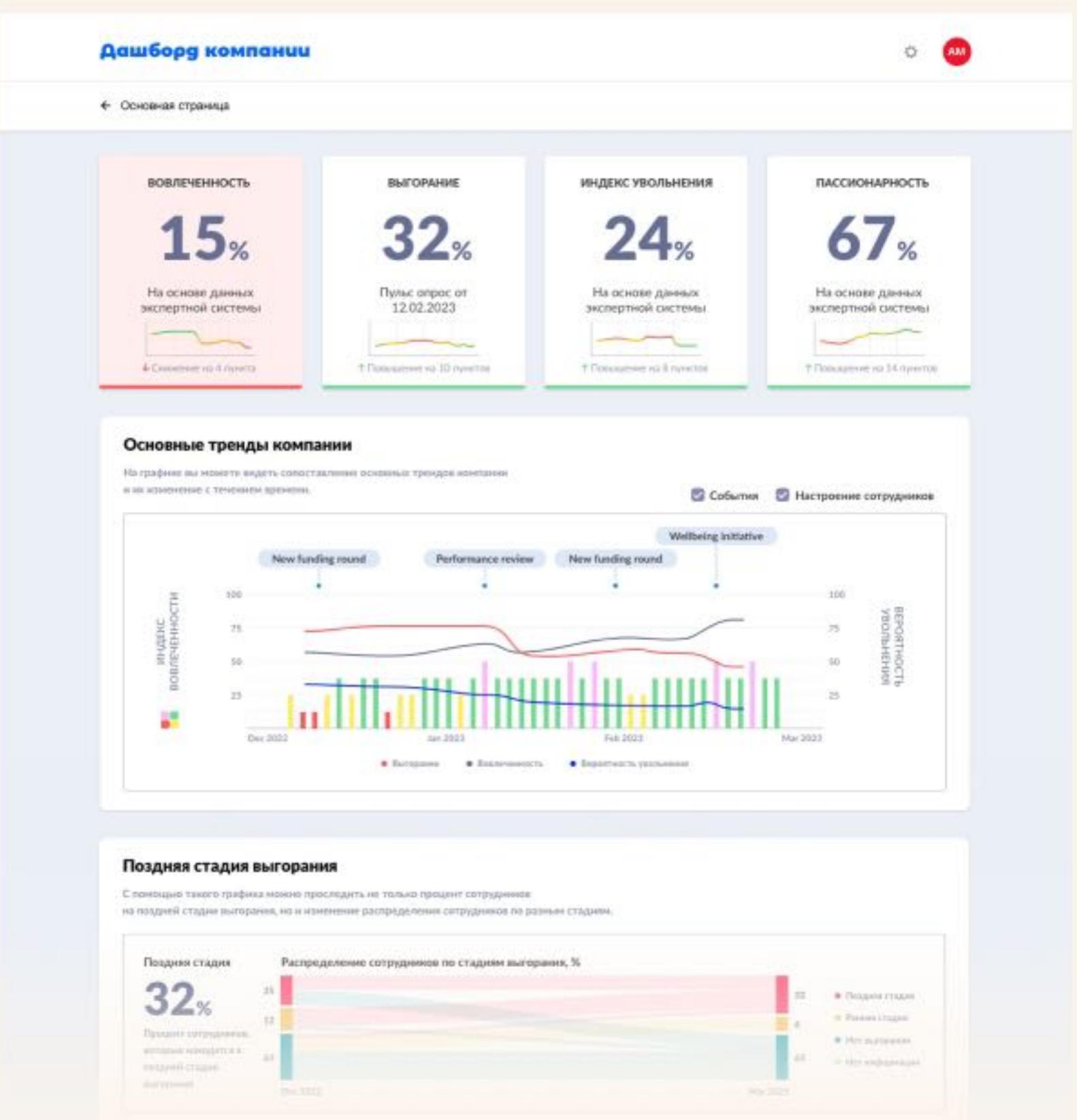
Поздняя стадия Распределение сотрудников по стадиям выгорания, %

32% **Поздняя стадия** 12% **Ранняя стадия** 4% **Нет выгорания** 52% **Болничность**

Причины сотрудников, которые находятся в поздней стадии выгорания

31% **Болничность** 12% **Ранняя стадия** 4% **Нет выгорания** 53% **Поздняя стадия**

Мар 2022 Июн 2022



Process I used to work toward a solution:

I selected several relevant usability techniques that solved the problem as quickly and cheaply as possible, while still being effective.

Discover

User Interviews
Competitors Analysis
Working Backwards from Perfect

Explore

User Roles & Information Architecture
Wireframing & Prototyping
User flows

Design

Visual guidelines & Components Library
High-fidelity designs & Prototypes
Interaction design

Test

Qualitative usability testing
5 seconds test
Customer feedback

At the discover stage we found the article of Akinori Sakata, who in 2006 studied the correlation between employee mood and motivation. Since then his monitoring technique has been widely used all over the world.

As a Professional SCRUM product owner, I know that such tools often improve team performance. Keeping in mind such Japanese innovations in product development as Kano model or Kanban, I was interested to try another Japanese methodology.

Working Backwards from Perfect

Just like Simon Pan did for Uber, I often use the "Working Backwards from Perfect" technique, describing the most unsuccessful scenario in order to formulate the right questions and points for improvement.

- Outdated information from employee surveys;
- Incomplete information (someone is out of the workplace, forgotten about, remote employee, on vacation);
- It is not clear who is working with whom in collaboration;
- No complete picture of the state of the team and the company.

Proper questions

Based on the points formulated above, it is possible to ask questions that will prompt new design ideas:

- How can we get instant information about an employee's status?
- How to get the exact state of each team member?
- How to show the connections between team members - who communicates with whom?
- How to show an overall picture of the state of the team at the moment and retrospectively?

Niko-Niko

None of the competitors working with burnout had used the Niko-Niko methodology, so I tried to implement it in one of the company's departments and see the results: whether employees would display mood emojis, how the manager would react to them, etc.

I interviewed employees who had been using the Niko-Niko calendar for several weeks, putting stickers with their moods on a board hanging on the wall every evening. Employees noted that it was possible to communicate their mood to their manager without waiting for another one-on-one. Some employees noted the benefit of self-reflection of their mood at the end of the workday.

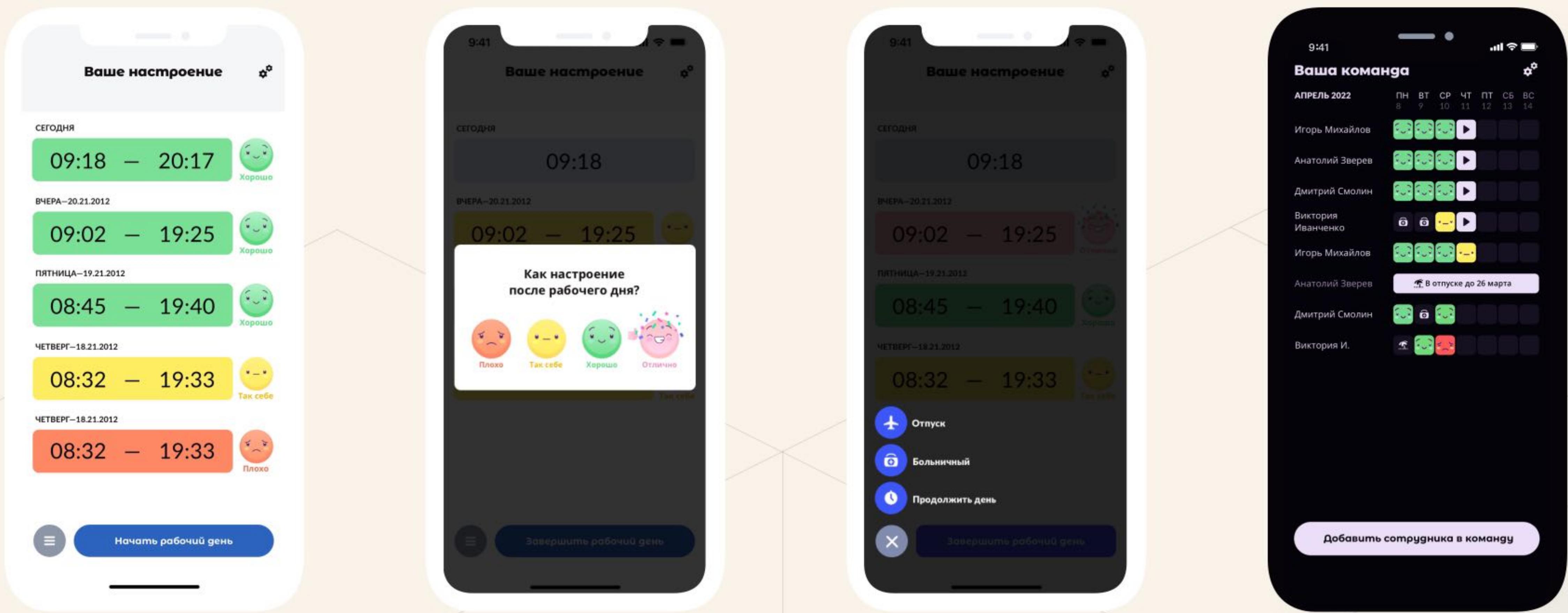
After the interview with the team leader it turned out that it was useful for him to know the daily state of the team in order to promptly react to negative changes.

8月のニコニコカレンダー(1)											
氏名	21	22	23	24	25	26	27	28	29	30	31
	40:45				25:45	40:65:40					
	52:0	25			45:5:5	5:5:65:45					
	55				0:5:5	5:5:0:45					
					休	4:0:4:0:4:0					
							4:0:4:0:4:0				

INTRODUCING TEAM MOOD CALENDAR

With the help of such a mood calendar a manager can accurately know the state of his team, identify communication problems, see which employees have gone on vacation, who is on sick leave and who has taken a day off. You can also see the mood trend of the team detailed for each employee.





Mobile app for employees to post mood emojis

At the beginning of the working day employees click on the "Start working day" button and at the end of the working day, completing it, they put up mood emoji. Initially we made 3 emoticons but in communication with the psychologist in our team, it was decided to make one more, reflecting the "Excellent" day spent.

Mood calendar in the manager app

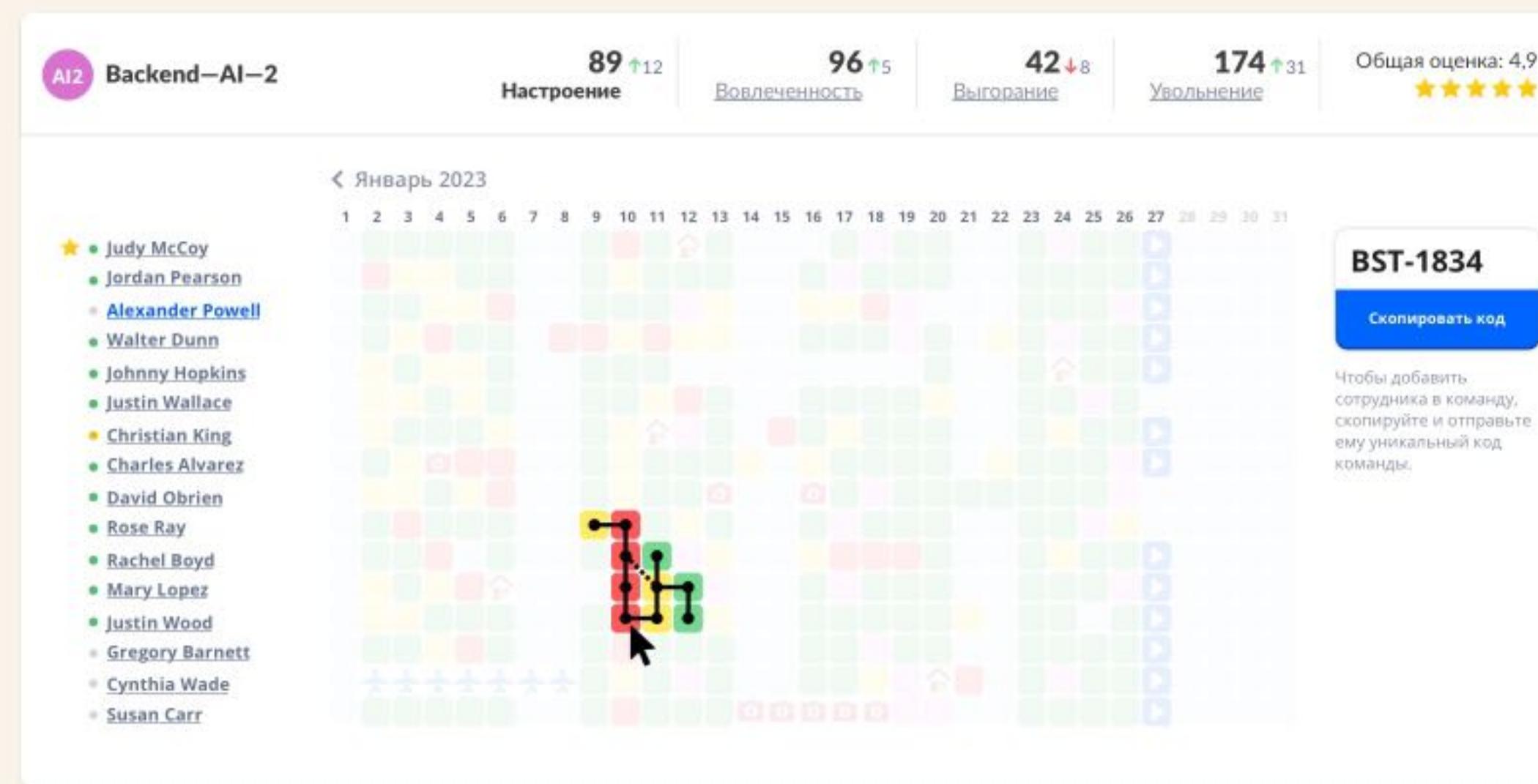
The team manager sees a mood calendar in their app, and can respond promptly to negative emojis.

Conflict communications

The calendar is made interactive. By moving the cursor to the red cells (emoticons), you can see the connections - with whom a person communicated on that day. In this way you can identify disputes in the team, difficulties in communication and restructure the team so that in the future this will not happen again.

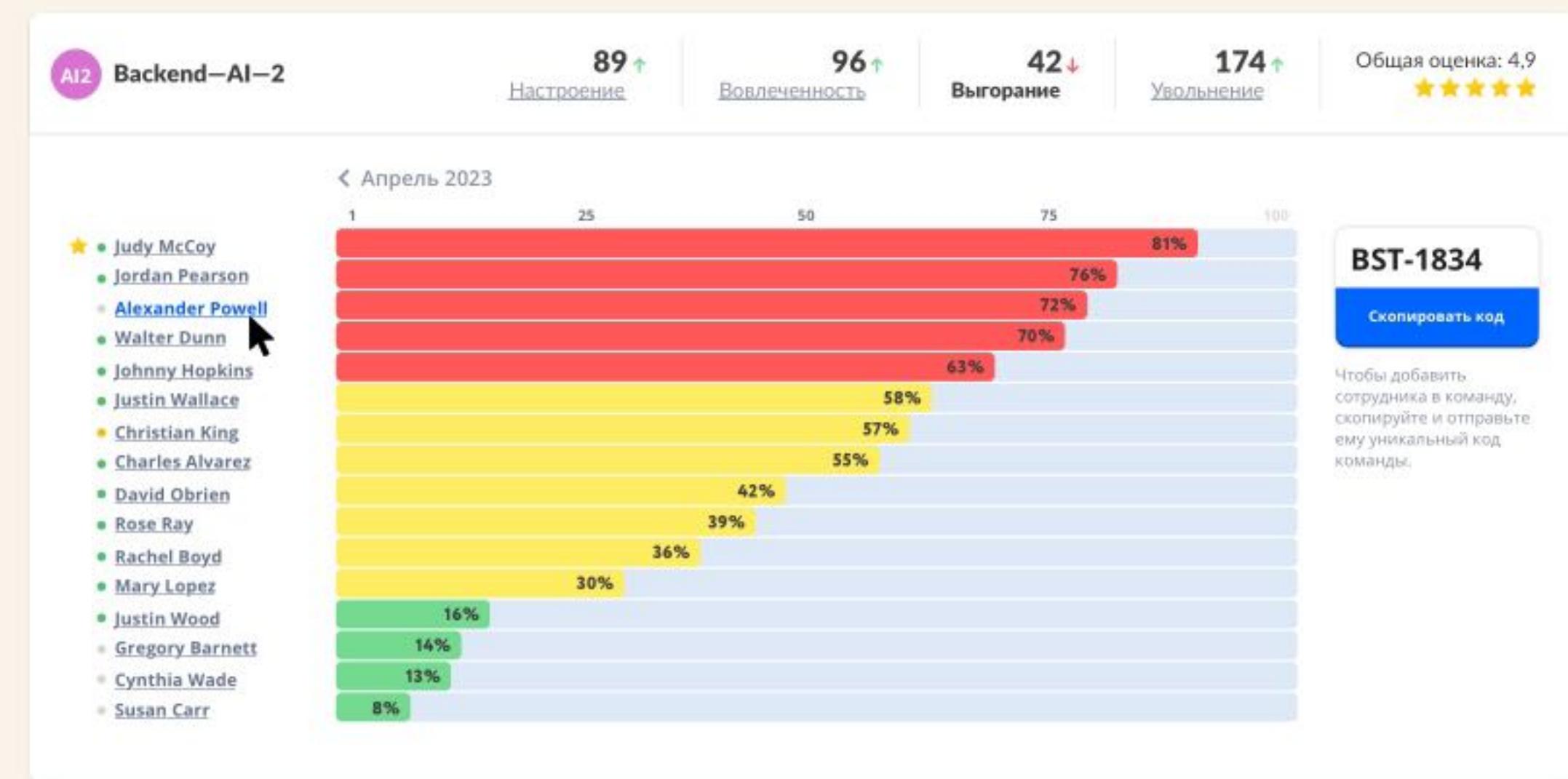
Communication in the application is analyzed by Artificial Intelligence through chats or company emails and sentiment analysis is performed, identifying conflicting messages, friendly messages, messages with gratitude or messages with a question.

With this communication analysis feature Mood Calendar becomes not only a monitoring tool, but also a tool for analyzing the processes taking place within the team.



Burnout stage

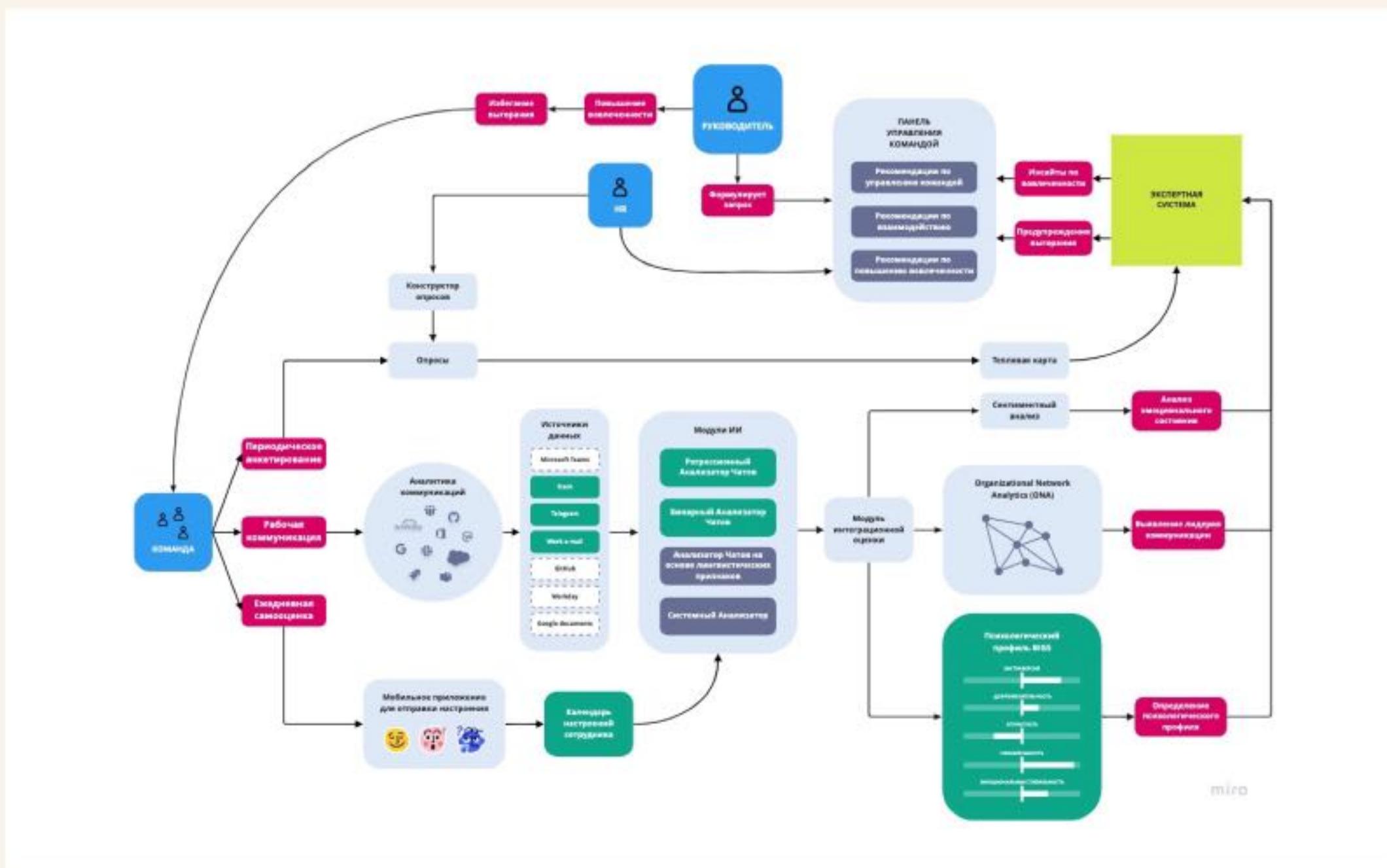
Above the calendar there are tabs for switching information on the team - besides mood, these are employee engagement, burnout, probability of dismissal. Below is a chart of employee burnout with distribution by zones. The team manager can immediately see which of the employees is in the red zone of burnout and work to reduce burnout with them.



A vast amount of information can be obtained only from the Mood Calendar, without using Excel survey reports and other classic statistic tools that are used by companies nowadays.

Informational structure

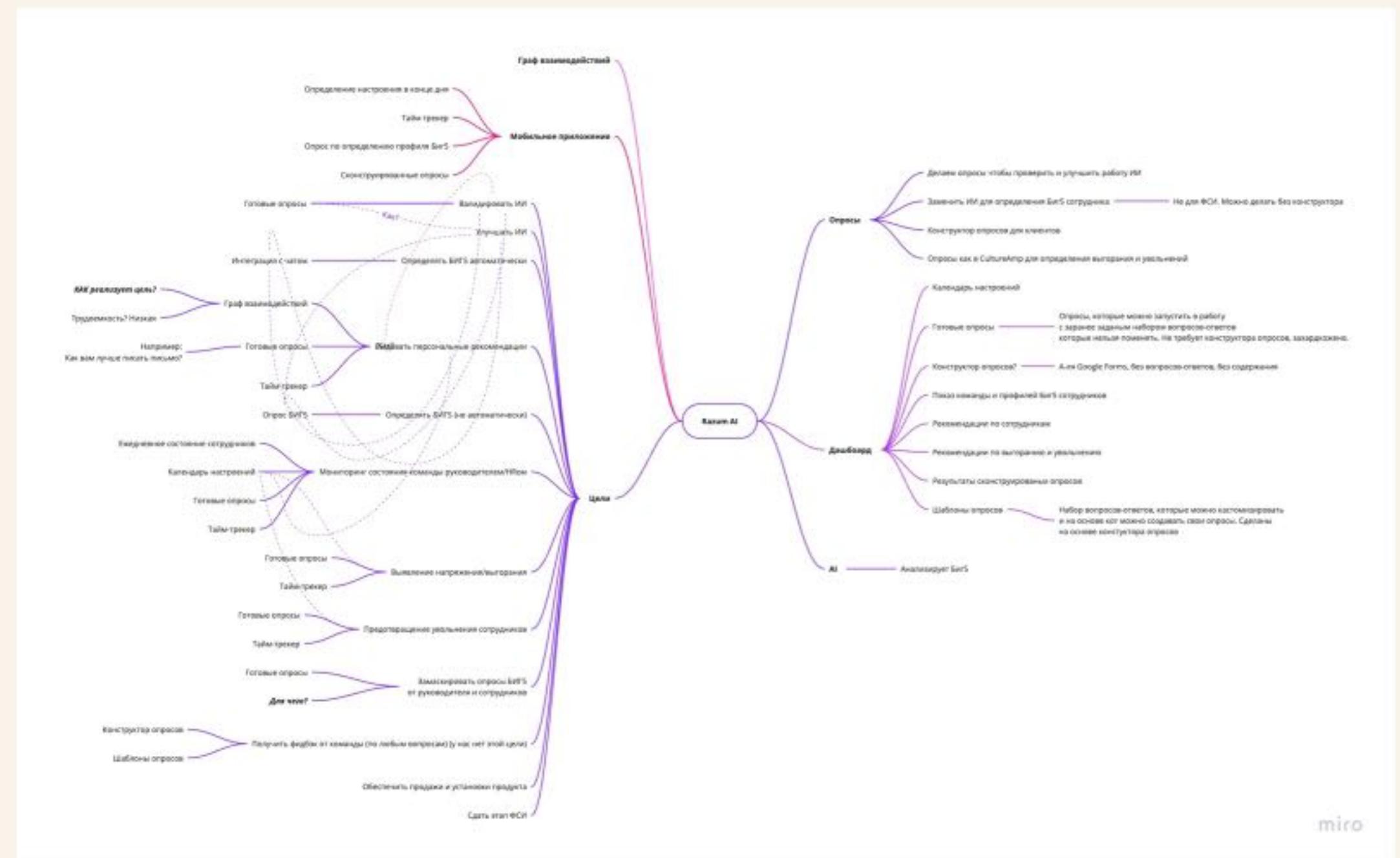
To create interfaces it is important to make a detailed structure of information flow in the project. In the structure of the creation and flow of information you can specify the roles of users, what information they create, where they send it and what information they receive. It is important to indicate the blocks that process information.



This structure not only makes it clearer how and what interfaces should be done, it also helps to communicate with stakeholders and developers.

Functional structure

At the very beginning of the project it is important to make a functional structure of the product in cooperation with the developers and the manager. It is not only important in itself for a better understanding of the project, but it becomes an inspiration for discussing new ideas and revising old concepts. In this case, for example, while creating this structure, we realized that it is important to focus on gamification of smart short daily surveys, as they will give maximum value to the product at the moment.

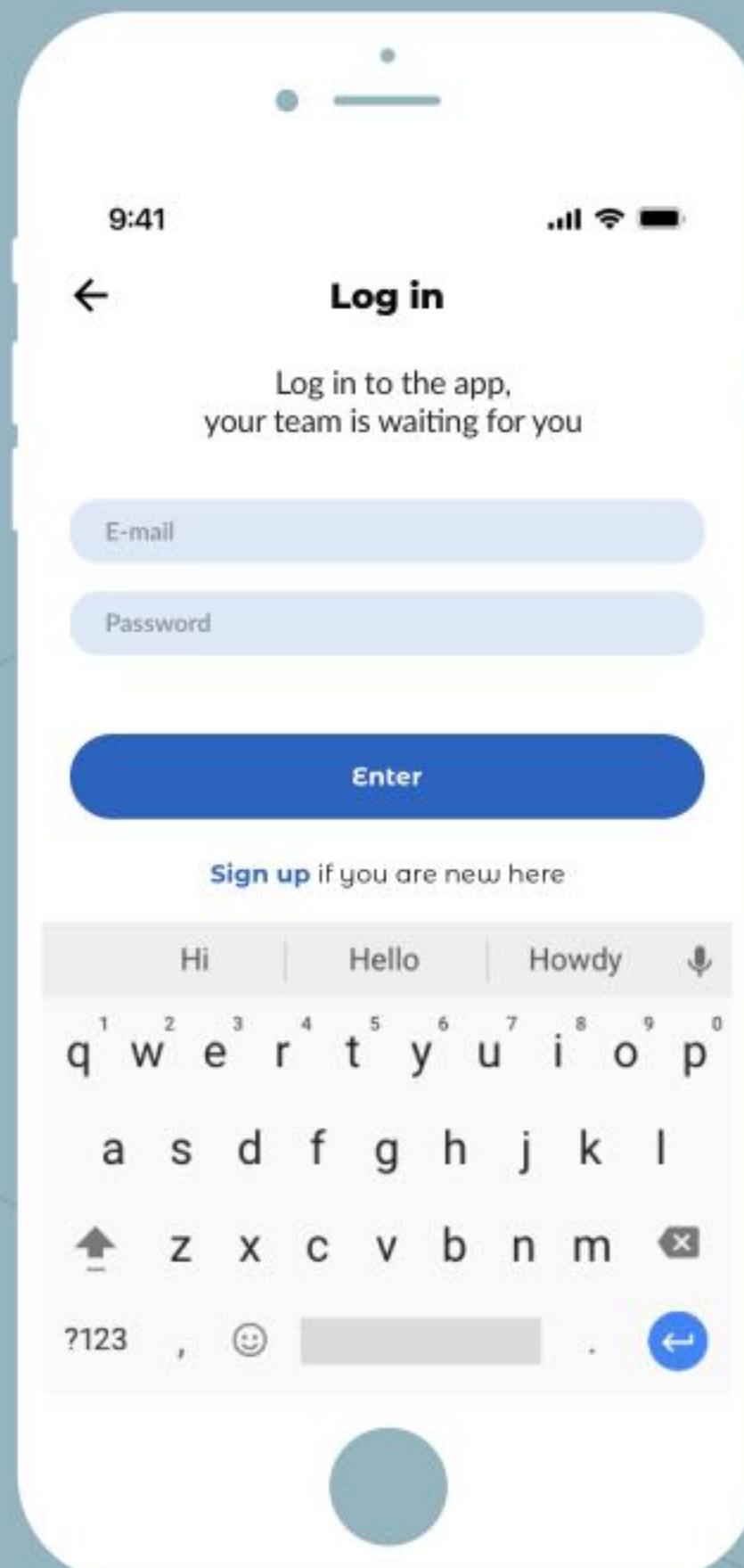


miro

DESIGNING A SYSTEM

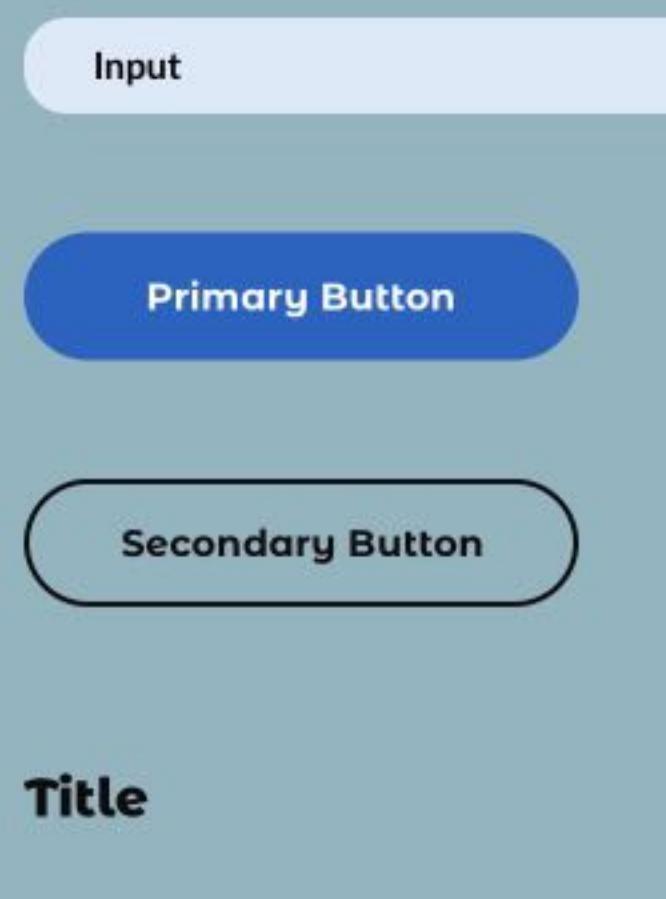
Starting working with a product that combines several applications, admin sites, dashboards, and so on, I understood that we needed to build a design system. We were based on the theory of [Atomic Design](#) and the best practices of the [Design Language System](#) used in [Airbnb](#).

For example, we took all the forms that to be used for entering information on our site and made a single style for them, like on this screen, a log in form.



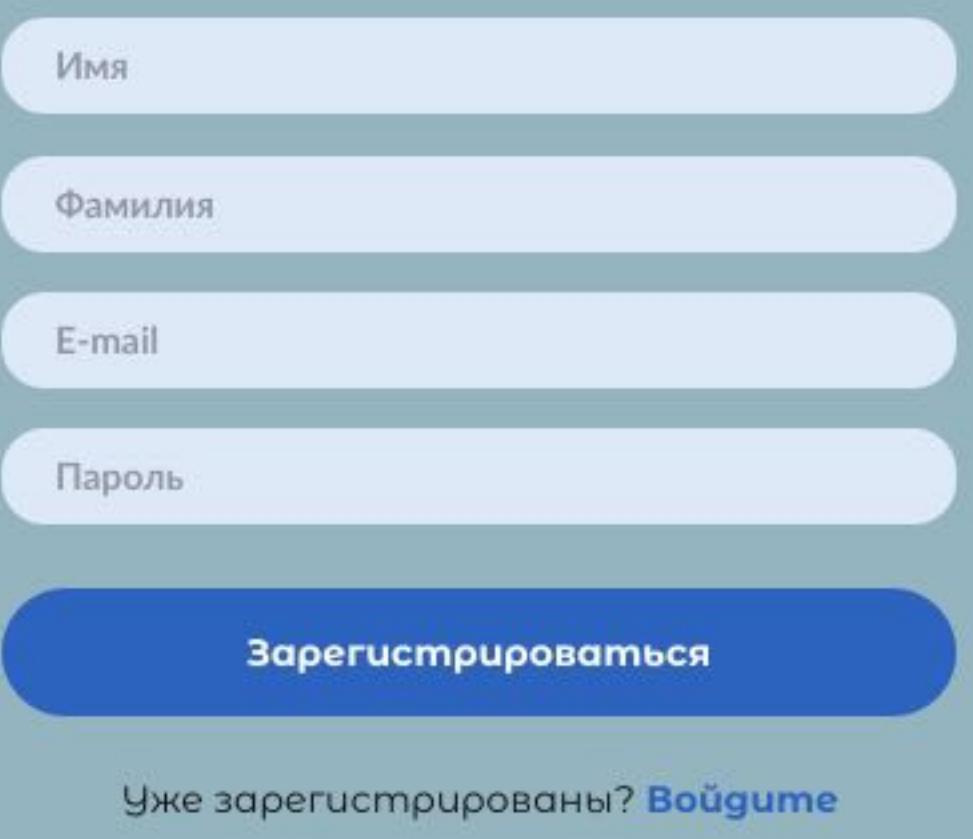
Atoms

Atoms are the basic building blocks of matter, such as a form label, an input or a button.



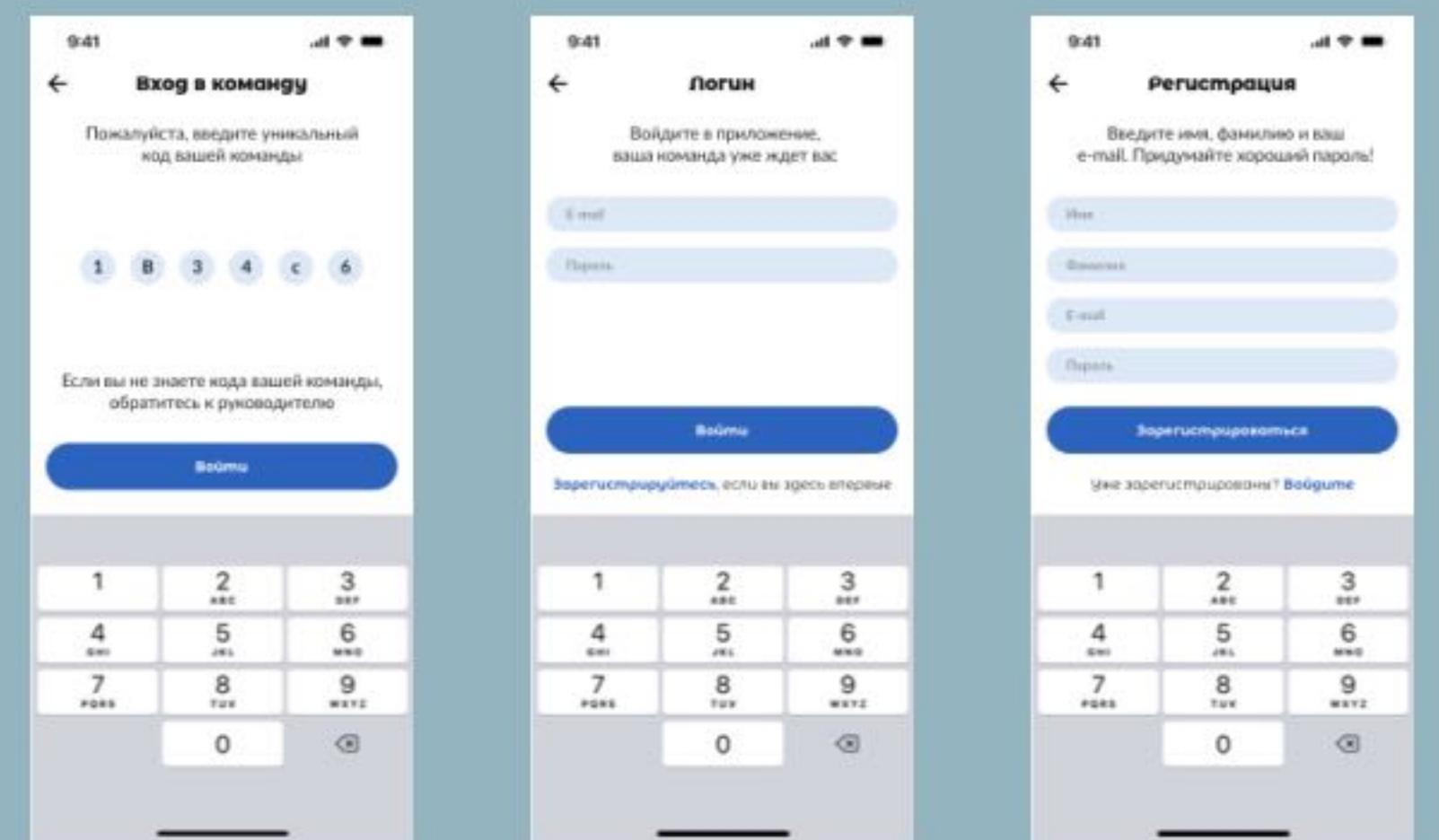
Molecules

Molecules are groups of atoms bonded together and are the smallest fundamental units of a compound.



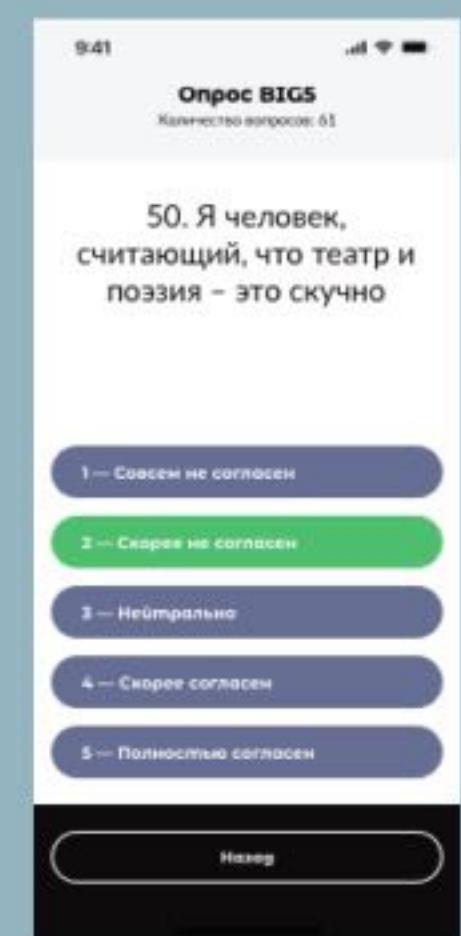
Organisms

Organisms are groups of molecules joined together to form a relatively complex, distinct section of an interface.



← Вход в команду

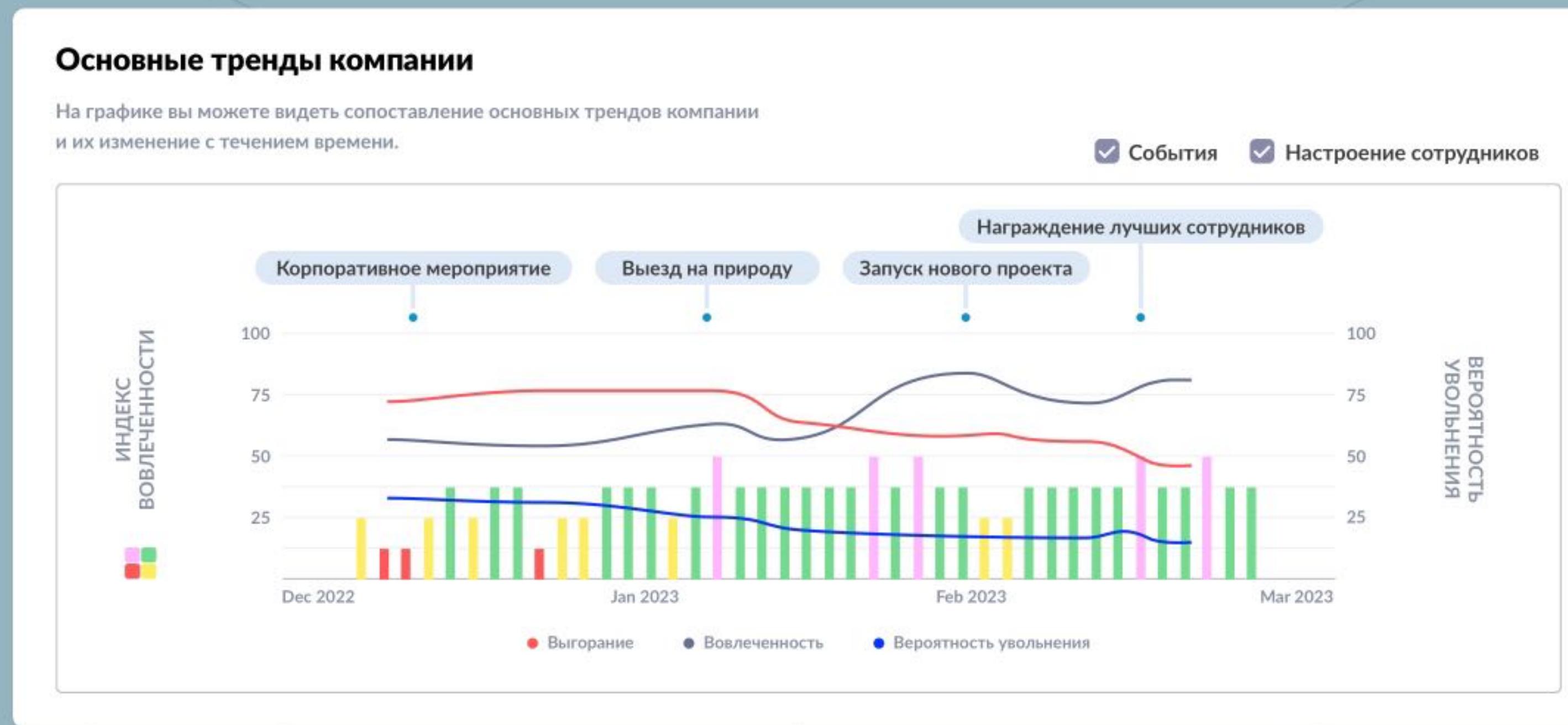
Пожалуйста, введите уникальный код вашей команды



MAIN TRENDS OF THE COMPANY

Problem: a manager or HR could not track how HR events and key company events affected the key team performance metrics.

Solution: a summary graph of the company's key trends shows the events and how they affected engagement, burnout, etc.



DISTRIBUTION OF EMPLOYEES BY BURNOUT STAGES

Problem: it was not clear to the manager and HR specialist how many employees and how they transitioned from one burnout zone to another.

Solution: the graph of distribution of employees by burnout stages shows how many of them moved from the green stage (no burnout) to the red stage, etc.

Поздняя стадия выгорания

С помощью такого графика можно проследить не только процент сотрудников на поздней стадии выгорания, но и изменение распределения сотрудников по разным стадиям.

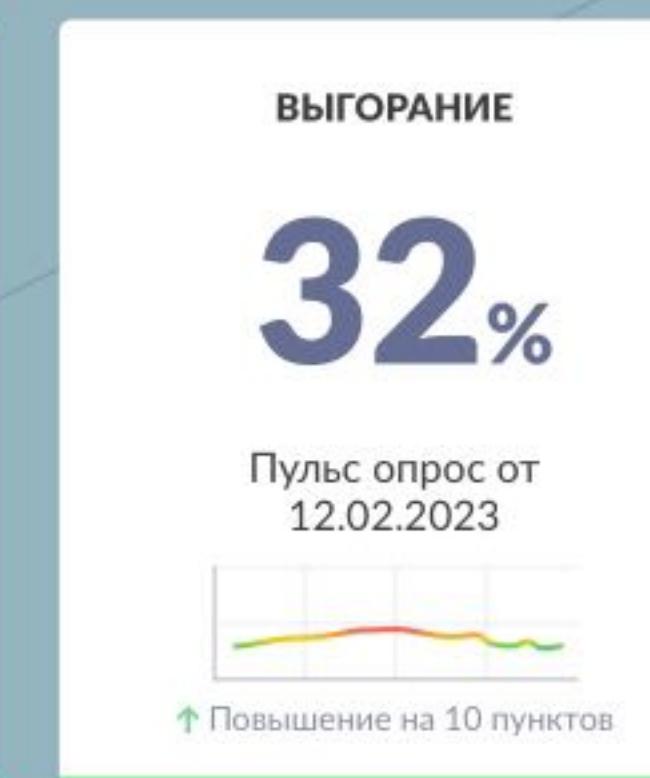


PARETO PRINCIPLE

Problem: a large amount of statistical information made it impossible to quickly navigate through the company's employee data on the dashboard and created a visual noise effect.

Solution: the Pareto Principle, also known as the 80/20 rule, states that approximately 80% of effects follow from 20% of causes. Applying the Pareto principle to dashboard design helped us prioritize and focus on the most important information.

In collaboration with users we identified the key metrics that are most valuable and meaningful to the manager and HR professional. We identified 20% of the metrics or information that would provide 80% of the value to the team leader. I have highlighted these critical metrics on the dashboard, ensuring they are easy to understand and accessible.



CONFFLICT MATRIX

Problem: it was necessary to visualize sentiment analysis data that revealed conflicts between departments in the organization

Solution: I chose a matrix structure of data visualization, which immediately showed the problem points and the number of conflict messages.

Карта конфликтов в коммуникации

Количество исходящих конфликтов подразделения:

Администрация	2	0	0	0	1	0	0	0	2	0	0
Аренда	35	0	14	0	42	0	0	0	37	0	11
Дирекция по производству	1	0	0	0	2	0	9	0	2	0	15
Дирекция по запуску проектов	13	0	28	0	11	0	144	0	13	0	34
Дирекция по ИТ	2	0	0	3	127	0	0	4	6	0	0
Дирекция по маркетингу	0	0	12	0	0	108	218	0	0	0	13
Дирекция по правовым вопросам	4	0	0	0	5	0	0	0	0	0	0
Дирекция по продажам	1	0	0	0	2	0	0	233	7	241	0
Дирекция по рекламе	29	0	121	0	0	0	16	0	212	0	12
Дирекция по экономике и финансам	1	0	0	0	2	0	18	0	4	42	14
Управление персоналом	18	0	31	0	13	0	33	0	0	0	102

исходящих
конфликтов
подразделения:
Администрация
Аренда
Дирекция по производству
Дирекция по запуску проектов
Дирекция по ИТ
Дирекция по маркетингу
Дирекция по правовым вопросам
Дирекция по продажам
Дирекция по рекламе
Дирекция по экономике и финансам
Управление персоналом

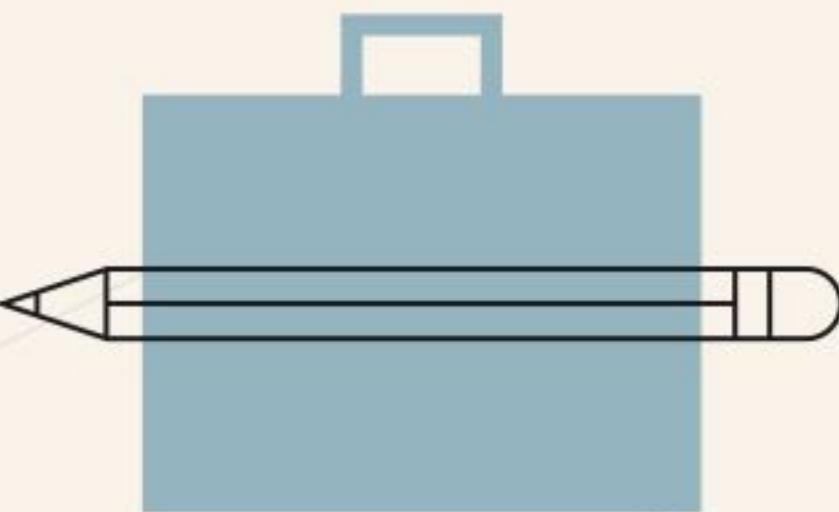
PAGES

Pages are the final stage in atomic design. The page stage is essential as it's where we test the effectiveness of the design system. Viewing everything in context allows us to loop back to modify our molecules, organisms, and templates to better address the real context of the design.

The image displays a grid of 10 screenshots illustrating the 'Pages' stage of atomic design. The pages are organized into three columns:

- Column 1:** Contains two screenshots of a dashboard titled 'Сотрудники' (Employees). It features a heatmap of employee interactions, performance metrics like 'Индекс Активности' (Activity Index) at 95%, and sections for 'Основные тренды сотрудника' (Employee Trends) and 'Платформа' (Platform).
- Column 2:** Contains two screenshots of a dashboard titled 'Дашборд компании' (Company Dashboard). It includes sections for 'Индекс Благодарности' (Employee Satisfaction Index) at 15%, 'Индекс Работоспособности' (Employee Productivity Index) at 32%, and 'Индекс Настройки компании' (Employee Configuration Index) at 24%.
- Column 3:** Contains six screenshots of survey results and analysis:
 - 'Опросы' (Surveys) showing a chart for 'eNPS' with a score of 67%.
 - 'Ваши опросы' (Your Surveys) showing a chart for 'Опрос сотрудника' (Employee Survey) with a score of 60%.
 - 'Шаблоны опросов' (Survey Templates) showing a chart for 'Exit interview' with a score of 41%.
 - 'Результат опроса' (Survey Result) for 'Исследование ключевых преимуществ работодателя' (Employee Benefits Survey) with a chart showing 100 responses across categories.
 - 'Опросы' (Surveys) for 'Потенциальный штат' (Potential Staff) with a chart showing 900 responses.
 - 'Опросы' (Surveys) for 'Комментарии Кристины' (Comments from Christina) with a chart showing 900 responses.

QUALITATIVE USABILITY TESTING



Qualitative data offer a direct assessment of the usability of a system: researchers will observe participants struggle with specific UI elements and infer which aspects of the design are problematic and which work well. They can always ask participants followup questions and change the course of the study to get insights into the specific issue that the participant experiences. (from www.nngroup.com)

- **Tasks**

We conducted two stages of testing, middle and final. At the final stage we repeated the testing scenarios we had conducted earlier, such as "registering in the application", "adding a new team member", as well as added new ones, such as "find recommendations for setting a task for an employee", "see the overall burnout statistics of the team", "determine the probability of an employee's dismissal" and others.

- **Participants & Roles**

Both stages were conducted on 5 participants, each time new, who had not used the system before, but are potential users of the roles we chose: remote employee, office employee, HR specialist, team leader, company manager.

- **Facilitating a Usability Test**

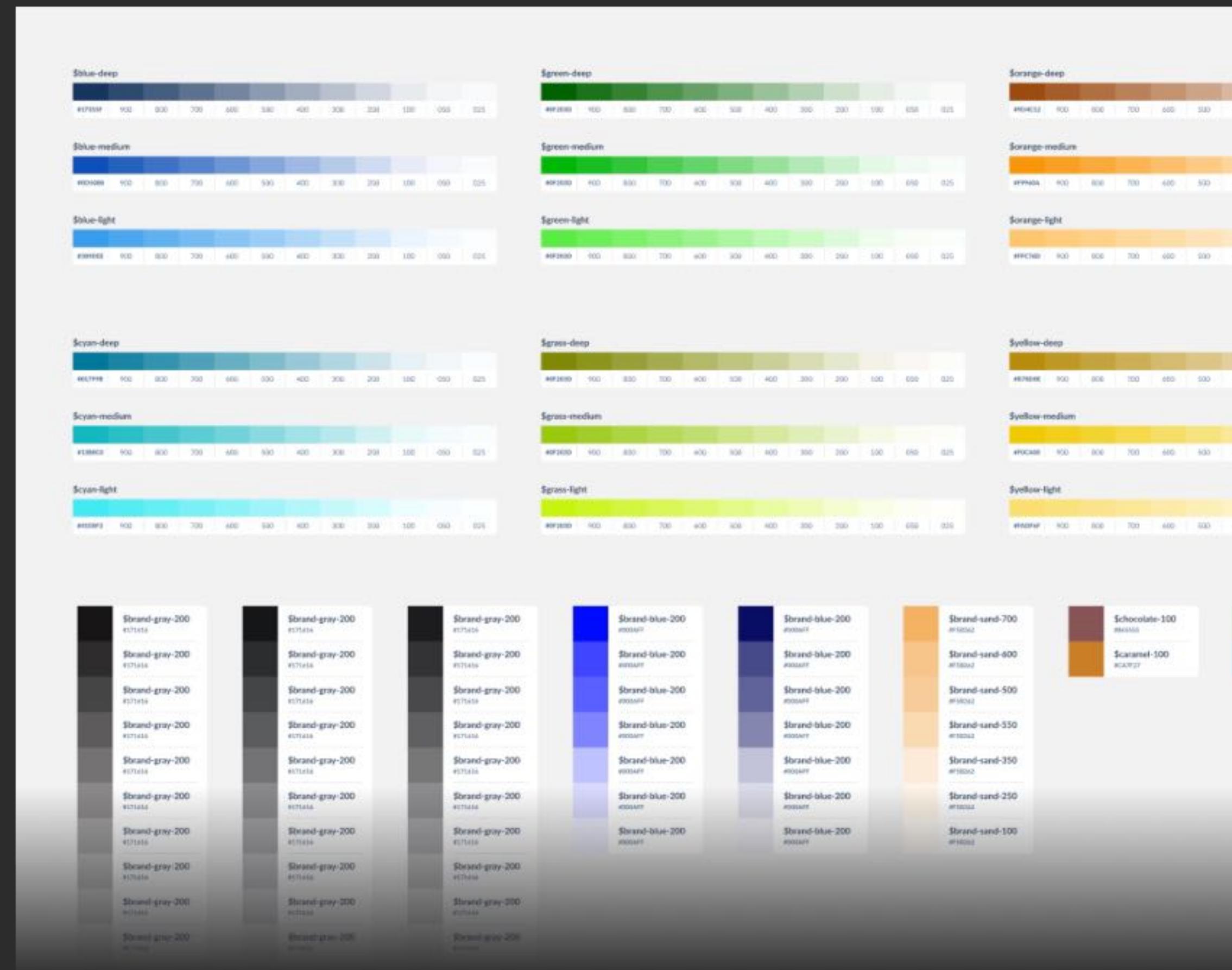
An experienced facilitator knows how to give tasks to the user without influencing the completion of those tasks. At the same time, the facilitator should make the user say out loud what he/she is thinking at the moment. It is important to make the user feel comfortable, trust the facilitator and not hide his/her opinion.

- **Reporting test results**

The results of testing were collected in recommendations for redesign and change of the program code, passed to the stakeholders. According to the results obtained from the meeting, the problems were analyzed and selected to be finalized in the next stage.

Project

Fin-tech company with a large amount of enterprise products of its own development for different types of users from different divisions around the world.

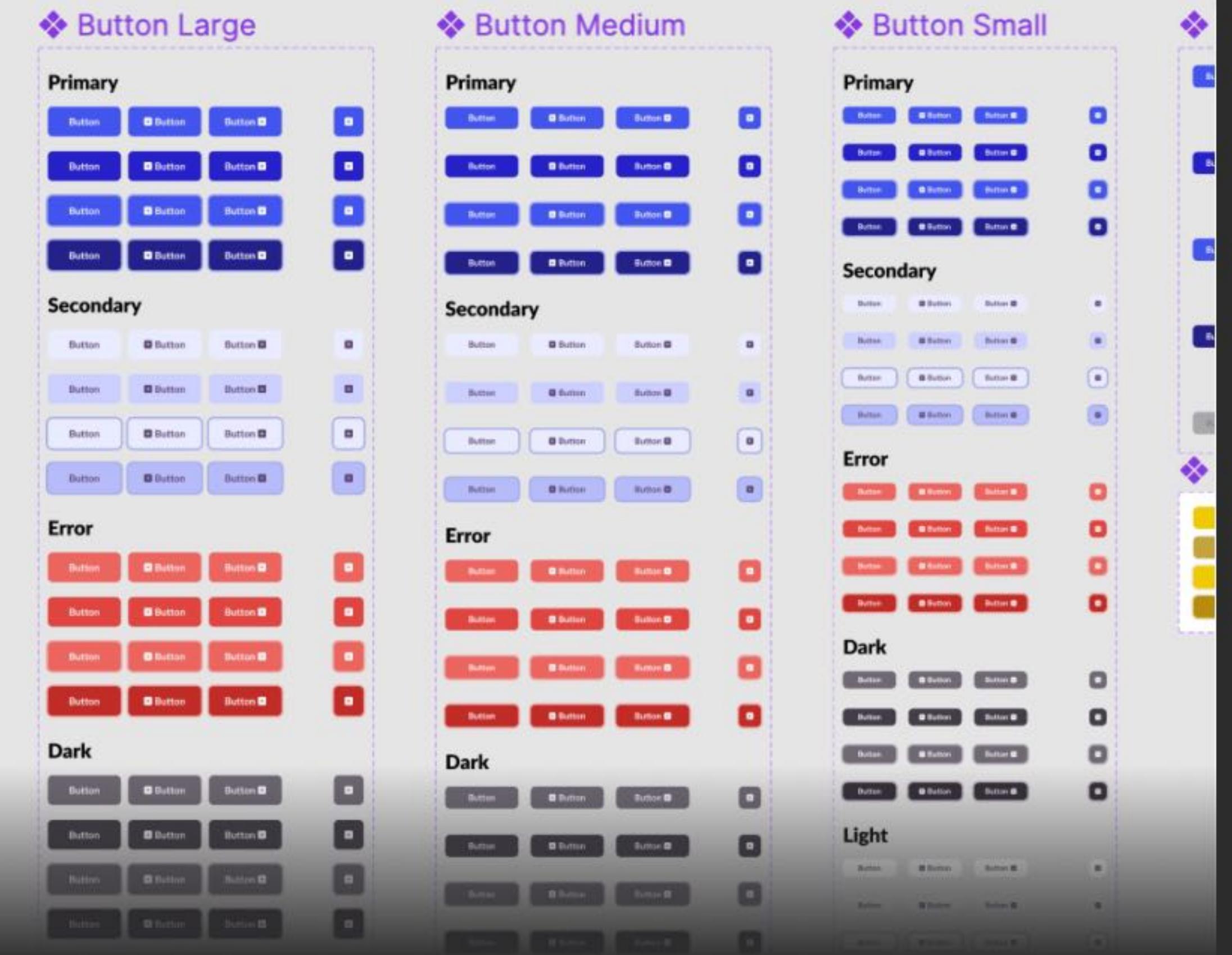


Problem

The old design system does not meet the requirements of new designs and development frameworks. The company decided to use Figma more widely in all departments. The old design system did not take into account the established business and UX-processes.

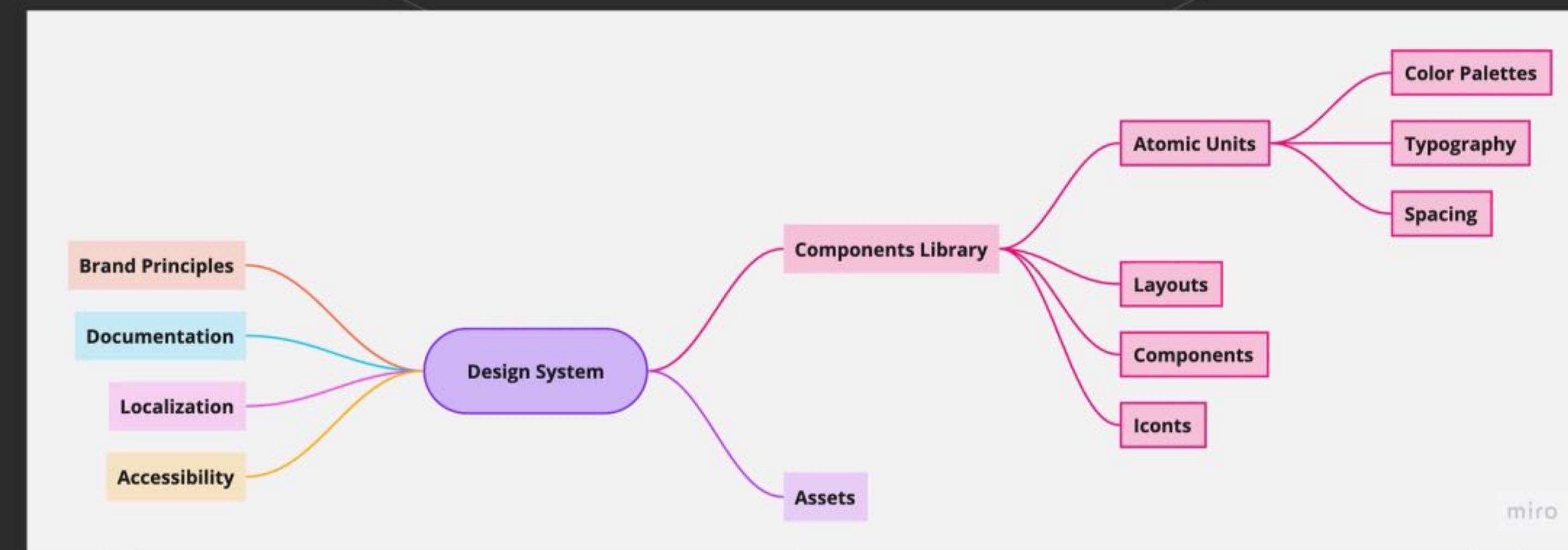
Solution

In cooperation with managers, end-users and developers a new design system was created, which combined the designs of the different departments of the company, different development frameworks and became the basic foundation for all further interfaces. The already developed interfaces will be redesigned afterwards according to the new design system.



DESIGN SYSTEM ANATOMY

The layout of the design system elements is already standardized, so the common anatomy was used: new color palette, text styles, spacings were created. All the basic components were made, such as buttons, table cells, input fields, etc. Pages and forms were built from them.



Text styles & spacing

Text styles are divided into 4 blocks, Heading, Body, Display, Component specific. For ease of use they have been translated into assets, and description, parameters and examples of use have been added.

Heading

Body

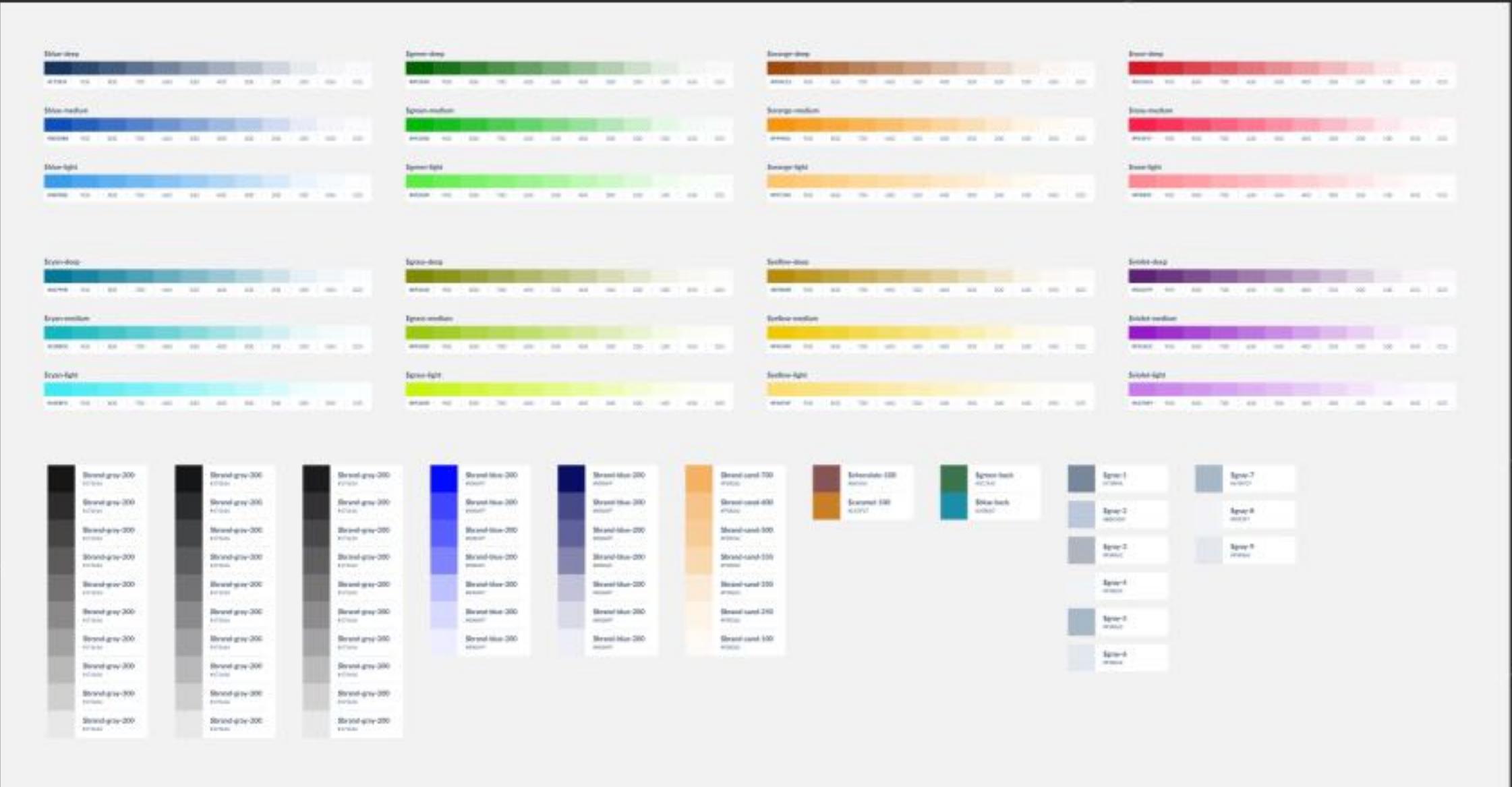
Display

Component specific

\$spacing-64	64px
\$spacing-48	48px
\$spacing-42	42px
\$spacing-32	32px
\$spacing-24	24px
\$spacing-18	18px
\$spacing-16-normal	16px
\$spacing-12	12px
\$spacing-8	8px
\$spacing-02	02px

Color palette

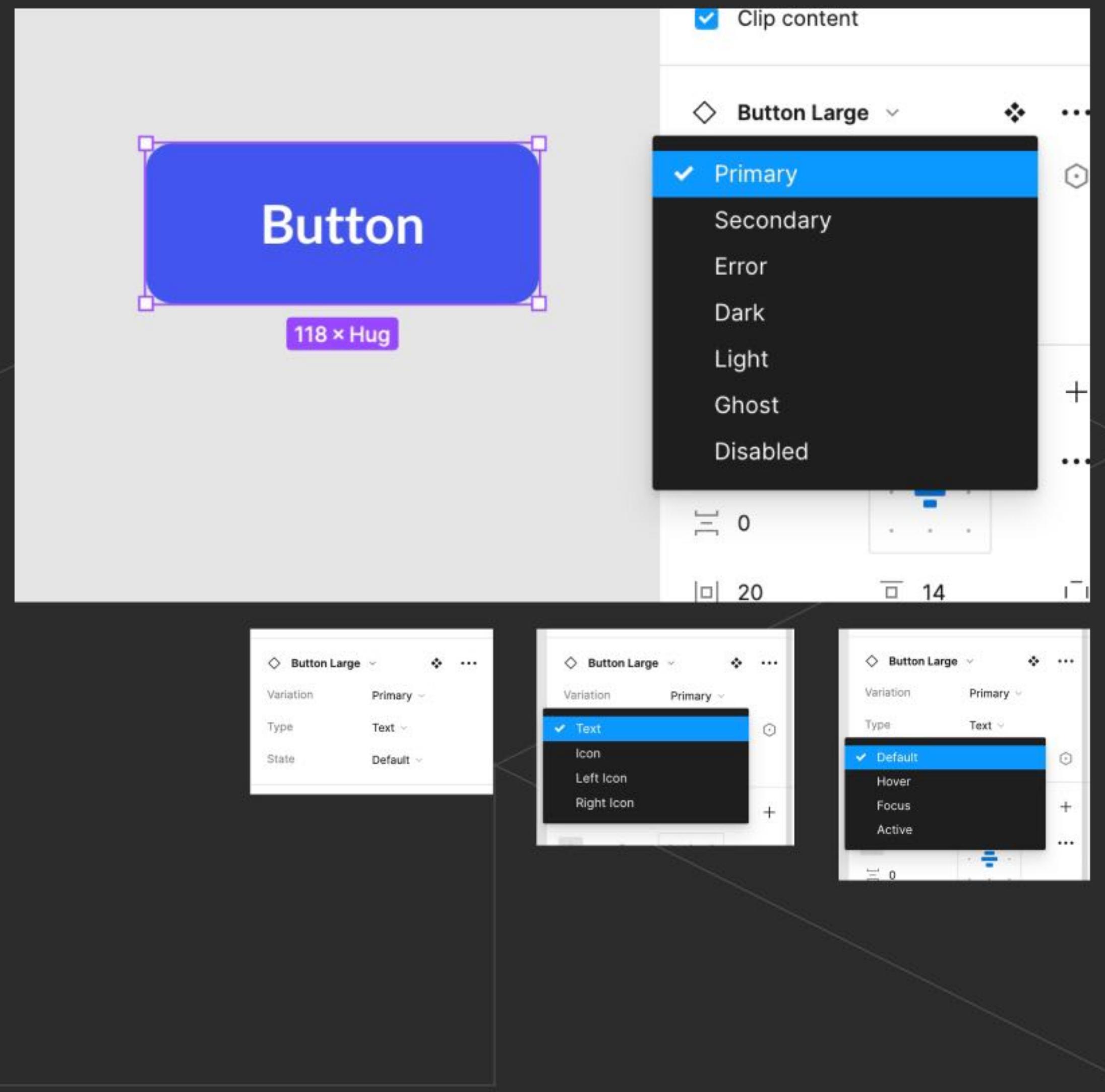
The color palette was created taking into account the colors already used by the company, brand colors, text and icons. Some slightly different colors were combined. Variables have been assigned to all colors, which are used by developers.



The color palette was made for the light theme and for the dark theme. Variables such as "main text color" or "primary button color" were the same for dark and light themes, but the color values were different. This made it possible not to replace variables in the application code when switching color themes.

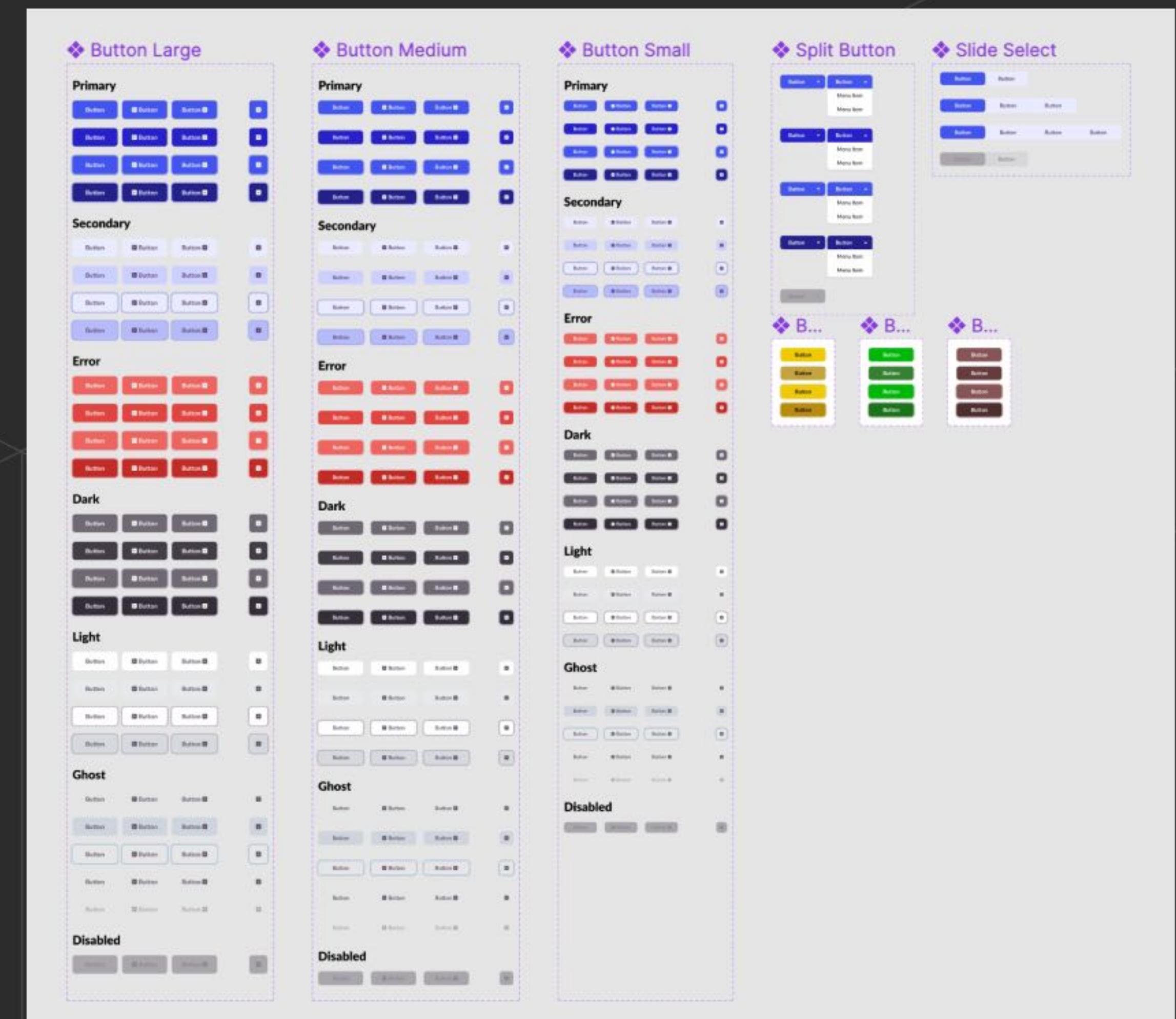
Component properties & Auto layout

All components are created using parameters for easy use when building forms and pages. For example, you can select the type of button, its state, add or remove an icon. All components use Auto layout, which allows you to resize them depending on the form in which they are used.



Component variants

I made all components taking into account the variants of their use. In this case I made all types of buttons that are used in the company's applications: Primary, Secondary, Error, Ghost, Disabled and so on. All variants are passed to the button settings as parameters, so that you can simply change the state and type of the button in the future.



Inherited properties

By inheriting properties from child components you can create customizable complex components such as input fields for different forms. In this case, a complex component has been created, where you can select the type of the input field and title parameters, such as the mandatory label.

The figure consists of three screenshots from the Figma design tool illustrating the concept of inheritance:

- Screenshot 1:** Shows a simple "Text input" component with a placeholder icon and a dropdown toggle. Below it, the component's properties panel shows "Property 1: default" and "Property 2: placeholder".
- Screenshot 2:** Shows a more complex "Email" component with a mandatory label (* Email), a red border, and a "Hug x Hug" constraint at the bottom. Its properties panel includes "Mandatory" and "Description text" toggles, along with "Input" settings for "Property 1: error" and "Property 2: filled".
- Screenshot 3:** Shows the "Email" component with its "Input" settings expanded, revealing the same "Property 1: default" and "Property 2: placeholder" options as the first screenshot.

Complex components

I built complex components on basic, atomic components, such as input fields, buttons, table cells, etc. In this case, I made a set of variants of an input field and based on them several complex input fields for entering e-mail, phone number, card number.

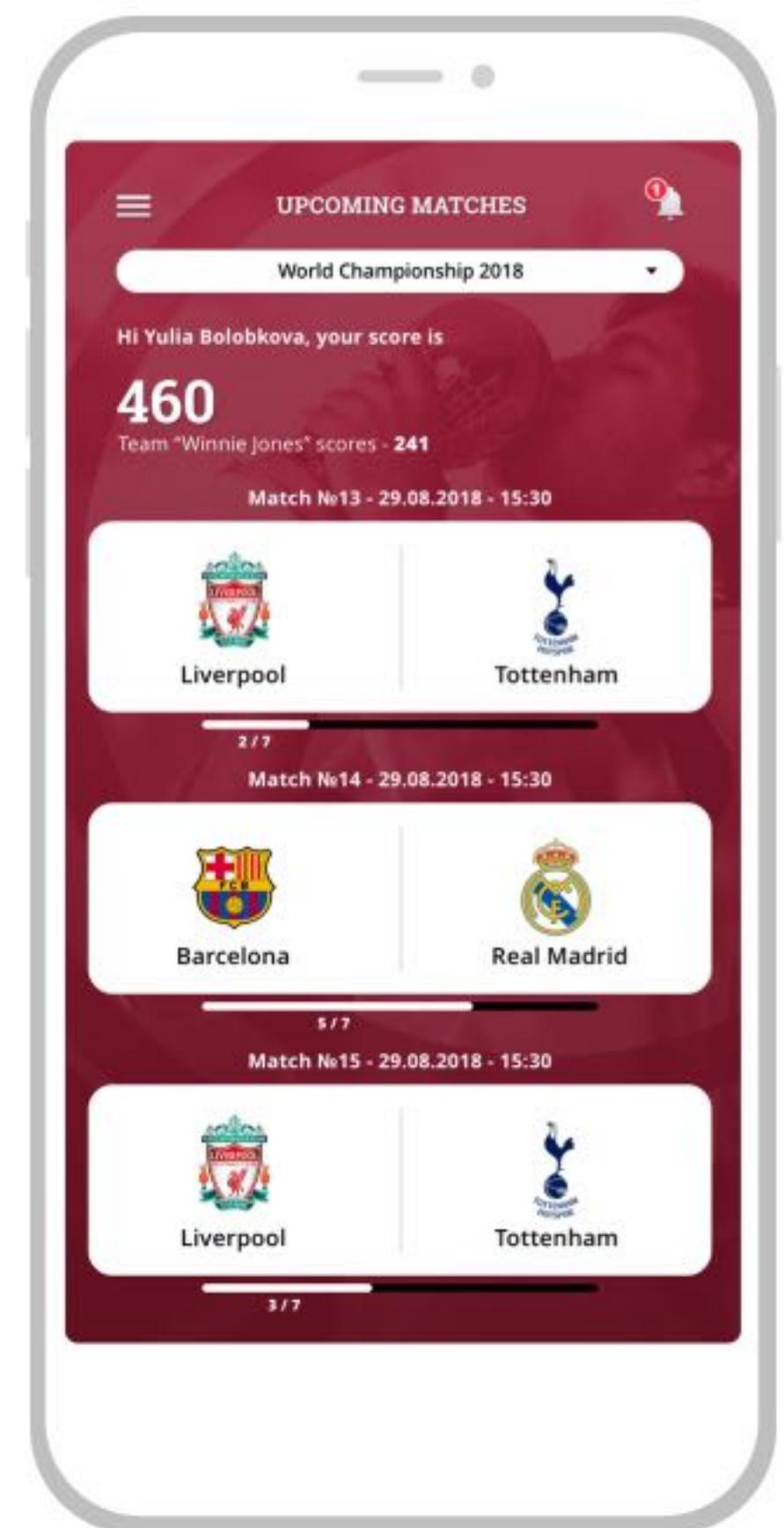
The figure shows a Figma library panel containing various complex components:

- Input:** A group of 8 "Text input" components arranged in two columns of four. Some inputs have icons (envelope, dollar sign) and dropdown menus.
- InputEmail:** A component with an envelope icon and a dropdown menu. Its properties panel includes "Email" and "Description text" fields.
- InputEmailErrorActive:** A variant of the InputEmail component with a red border and error state indicators.
- InputSaleAmount:** A component with a dollar sign icon and a dropdown menu. Its properties panel includes "Sale amount" and "USD" currency selection.
- InputSaleAmountErrorActive:** A variant of the InputSaleAmount component with a red border and error state indicators.
- Card number:** A component with a credit card icon and a dropdown menu. Its properties panel includes "Card number" and "Validation text" fields.
- Phone number:** A component with a phone receiver icon and a dropdown menu. Its properties panel includes "Phone number" and "US" country selection.

Such complex components can be considered molecules, in terms of atomic design. They can simply be used to make up more complex organisms.

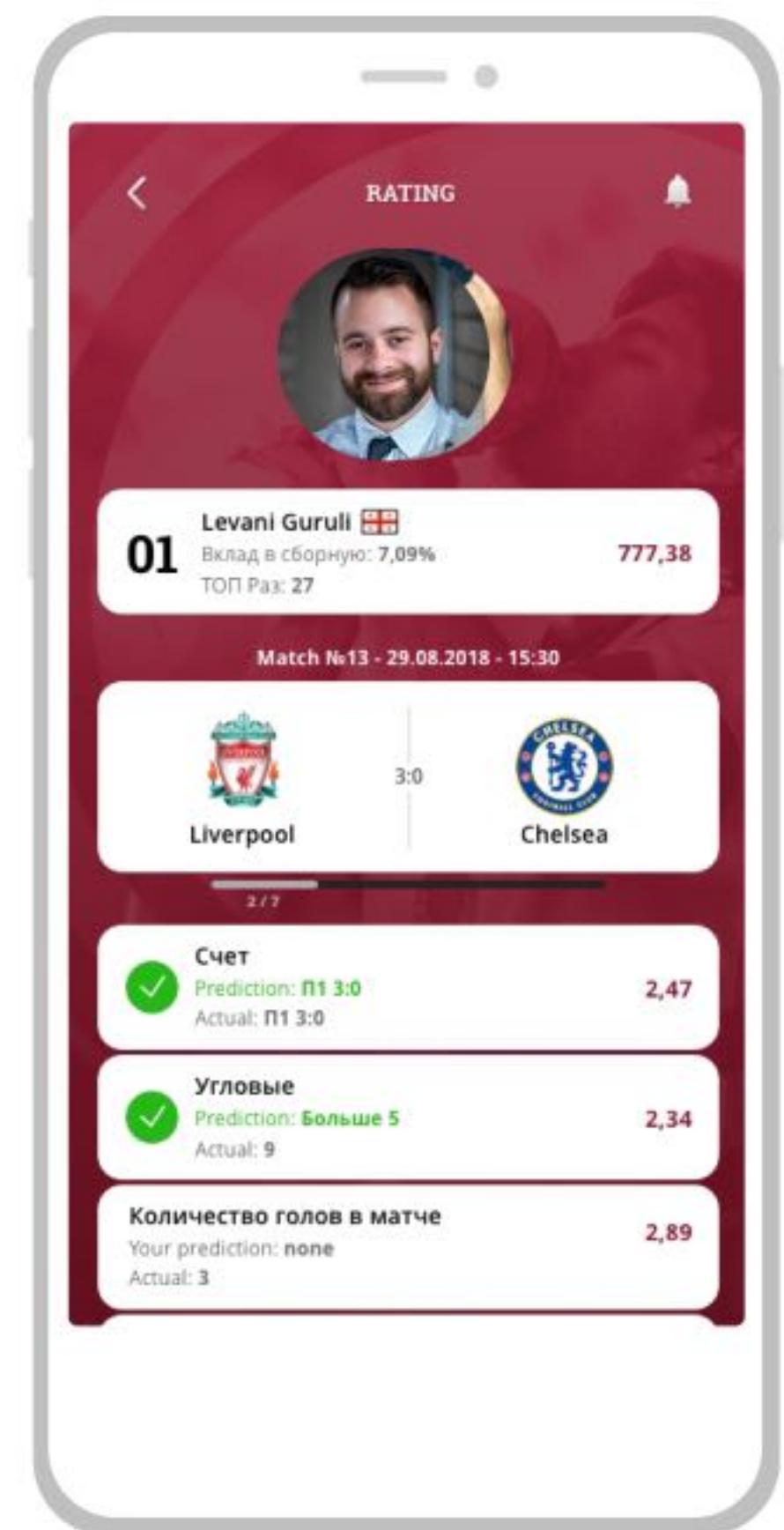
Project

The project allows to compete in guessing the football Championships winners for free (without bets), organizing your team, and competing with others.



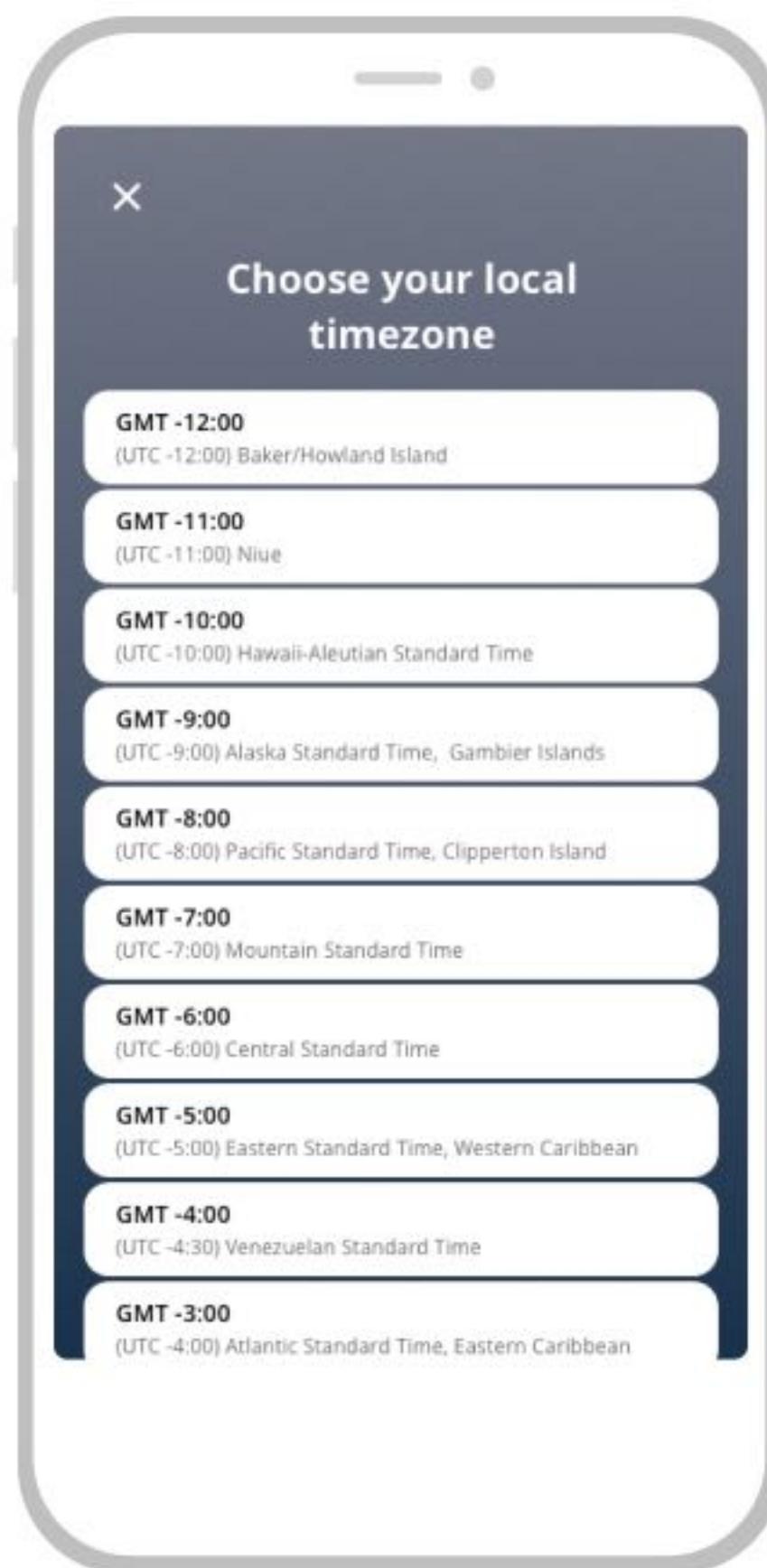
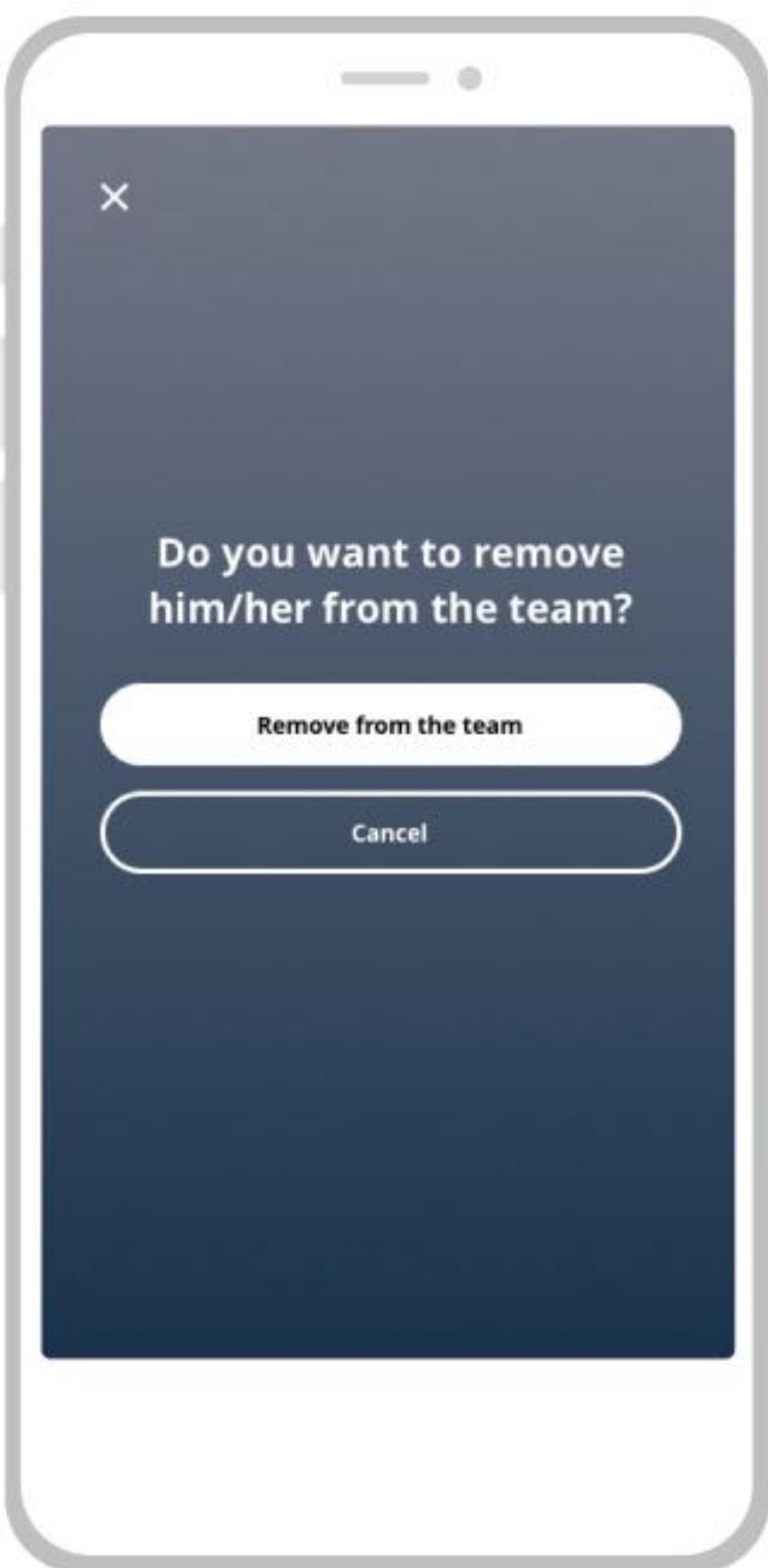
Problem

The main goal of the project was to redesign and improve the usability of the first draft. The initial design was difficult to develop because there were no standardized elements, design system, color palette and other things.



Solution

By the theory of Atomic Design, we used this moment to make the design as flexible as possible for content editors and further development of the project. I came up with a system of "blocks" or sections that were put on a stack and connected in a single screen.

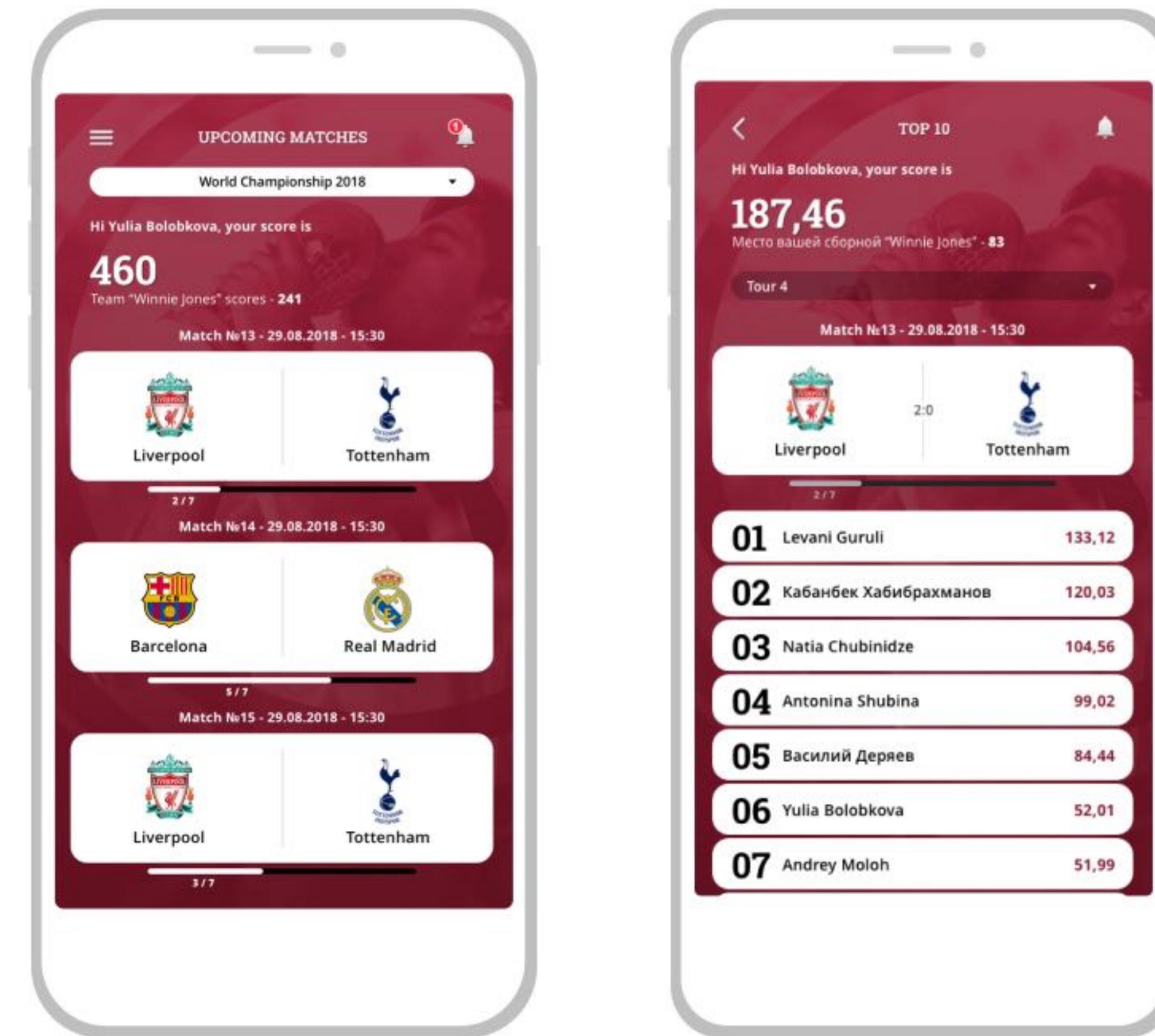


The team had limited resources and it was important to make a design that could be maintained by the application developers without the presence of a designer. As a result, I came up with "blocks" from which the interfaces were built.

This was a short term project on redesign of the application. Often on small projects a designer is hired just to develop a design system.

Constructor

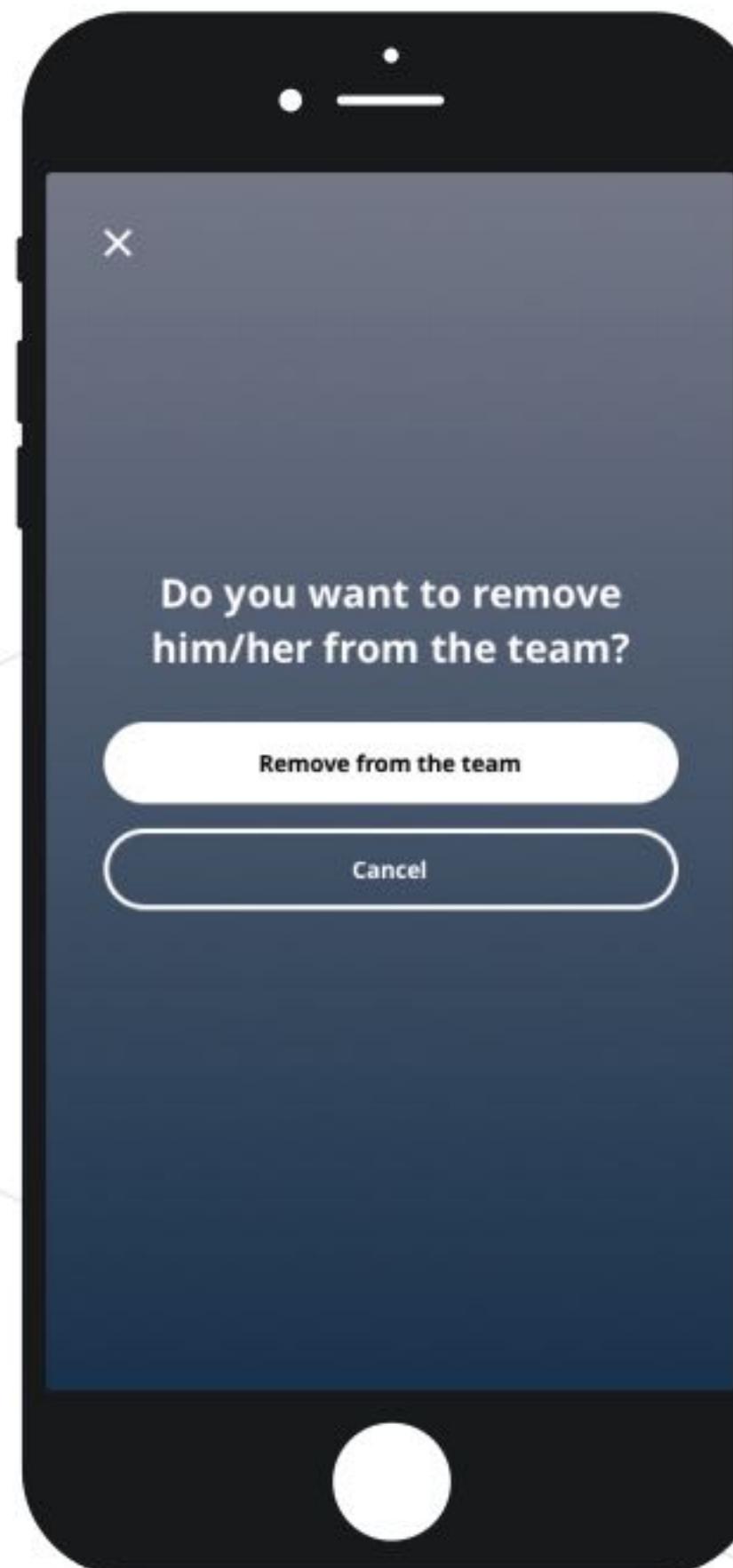
Blocks are tiles with information. For example, they can be upcoming matches or a list of team members. Instead of using tables, by making an interface out of such blocks you can make different combinations of them like a constructor. It was easy for the developers to understand and use this approach.



FORMS & DIALOGS

Each form or dialog is a separate application screen. Forms cannot be inserted into another application screen. Thus I created a simple UX template for developers – if in the future they want to make a new form or a new dialog, they know how it should be realized.

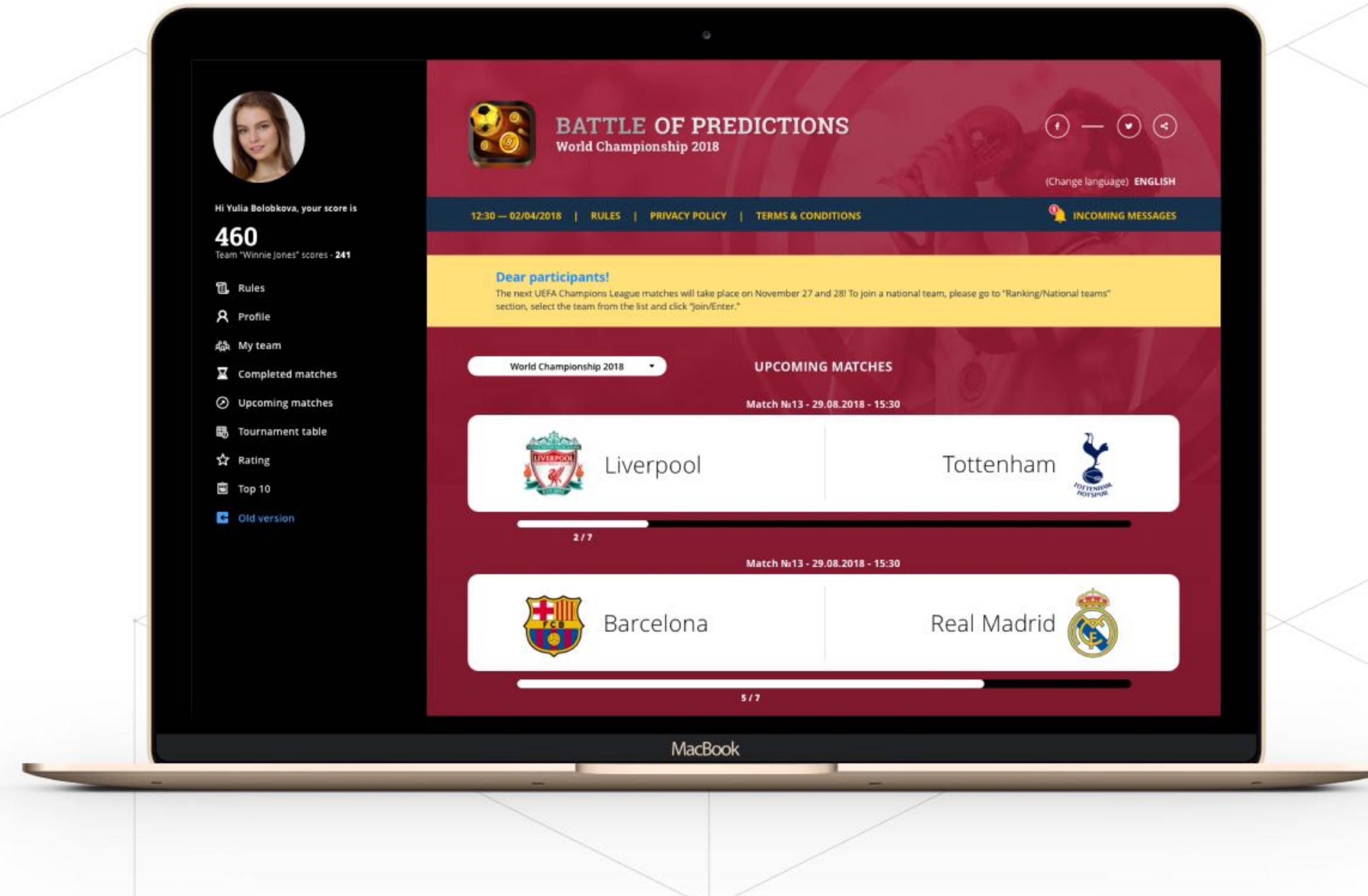
Typification of this kind, according to [Design Language System used in Airbnb](#), allows to standardize elements and simplify the navigation scheme of the application.





WEB APP

The same principle of building the interface from blocks was applied in the web app. So it was easier for users and developers to adapt to the new interface when they realized that the design principle is the same for both mobile and desktop.



Taking into account Fitt's Law, the blocks were made large enough for users to accurately select them. For example, by clicking on the block of a soccer match that is currently on, you can quickly see its statistics.

By using cognitive laws such as Fitt's Law, Miller's Law, Zeigarnik Effect or Pareto Principle when designing interfaces, the user experience can be greatly improved.

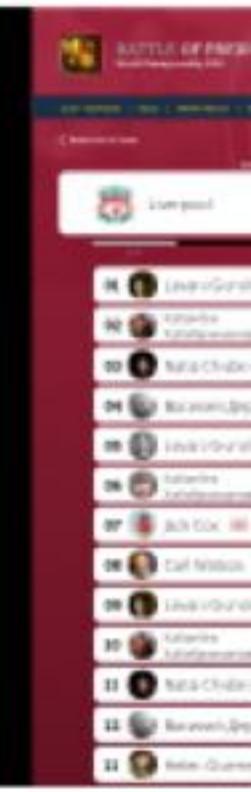
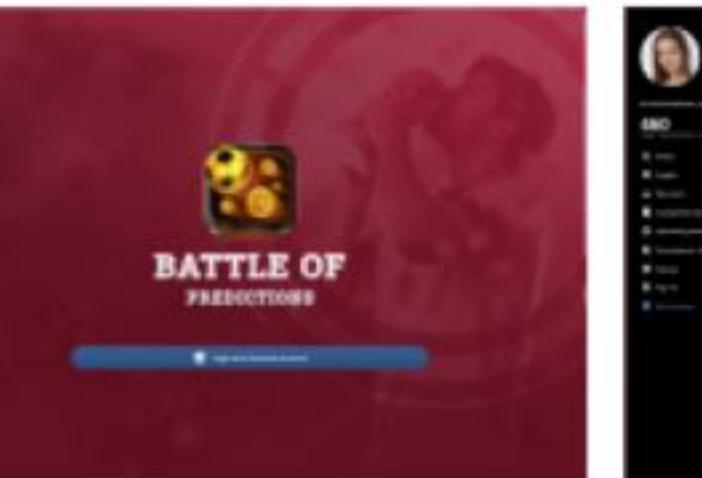
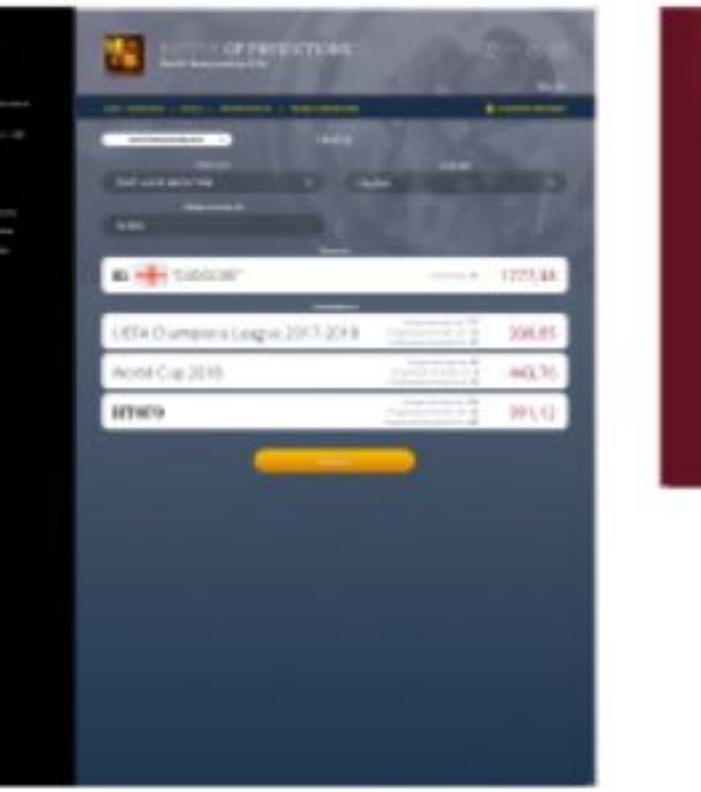
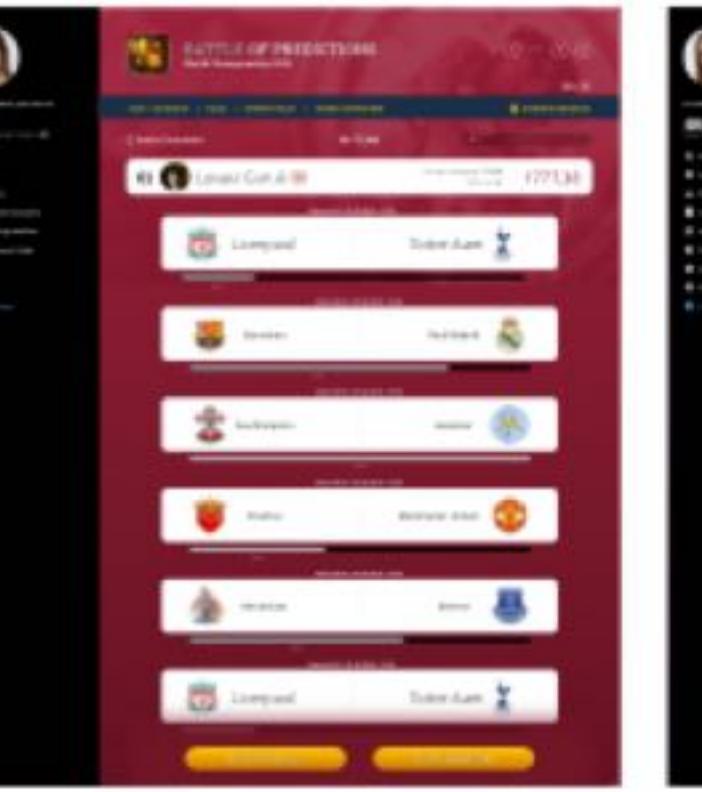
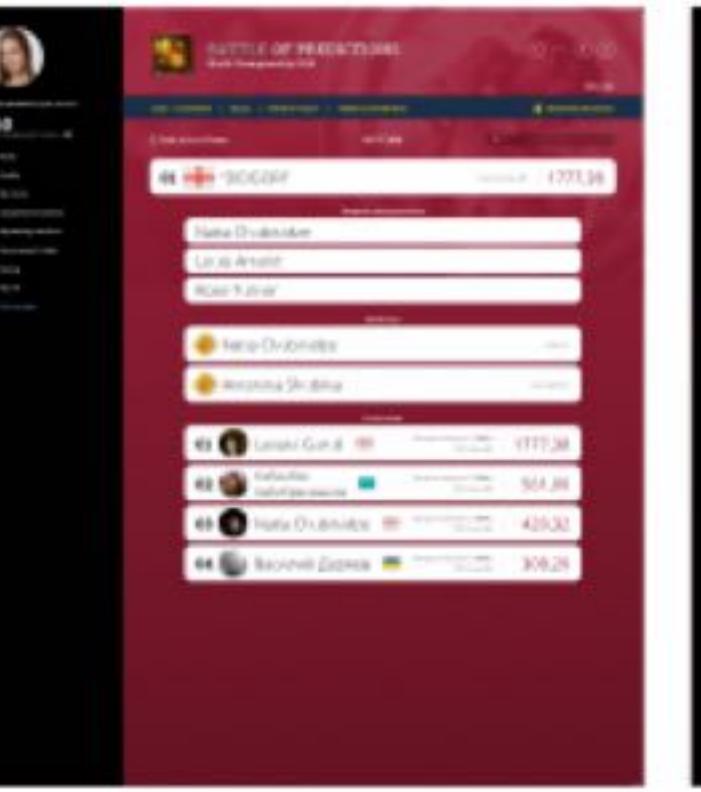
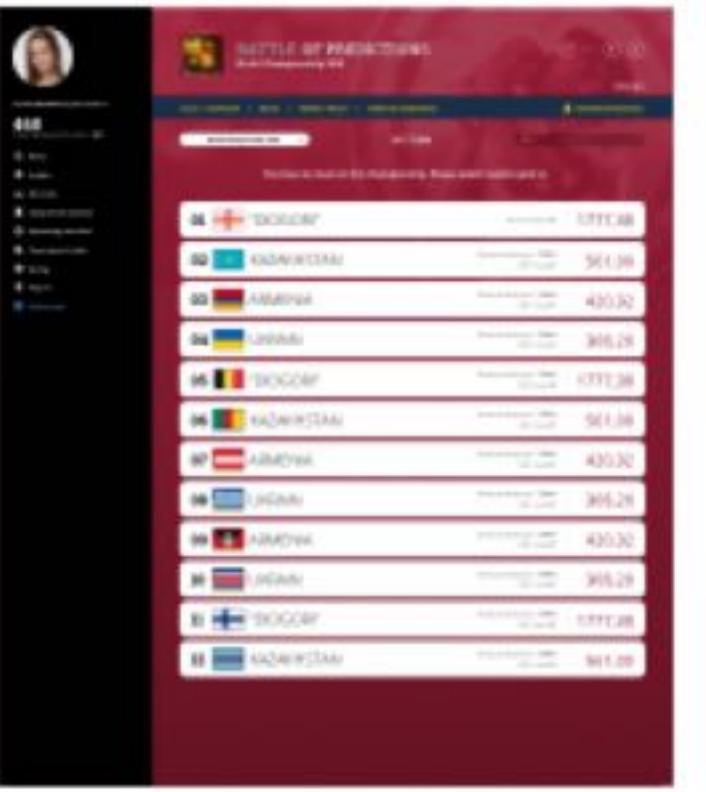
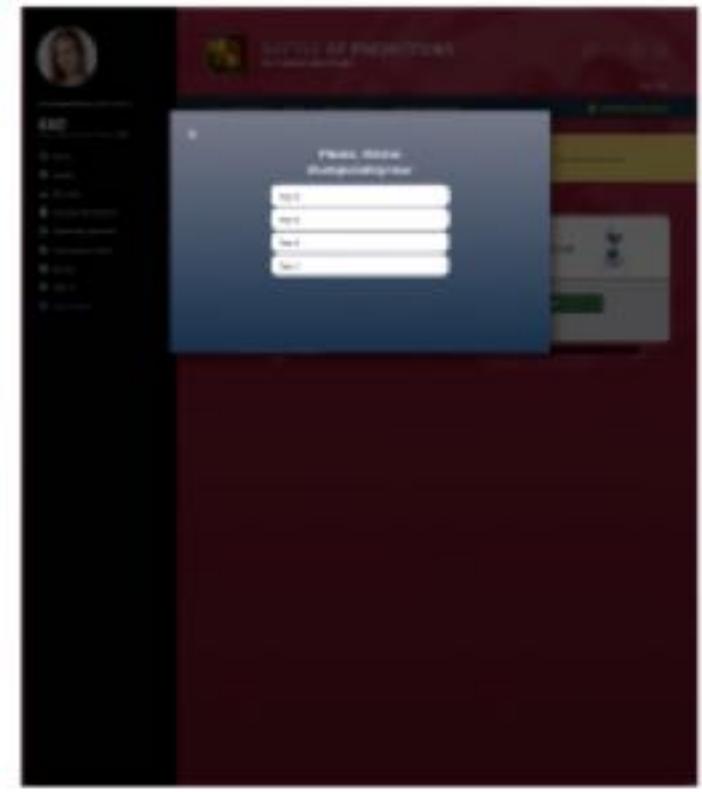
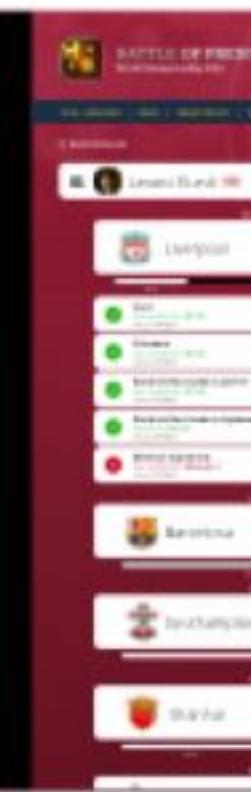
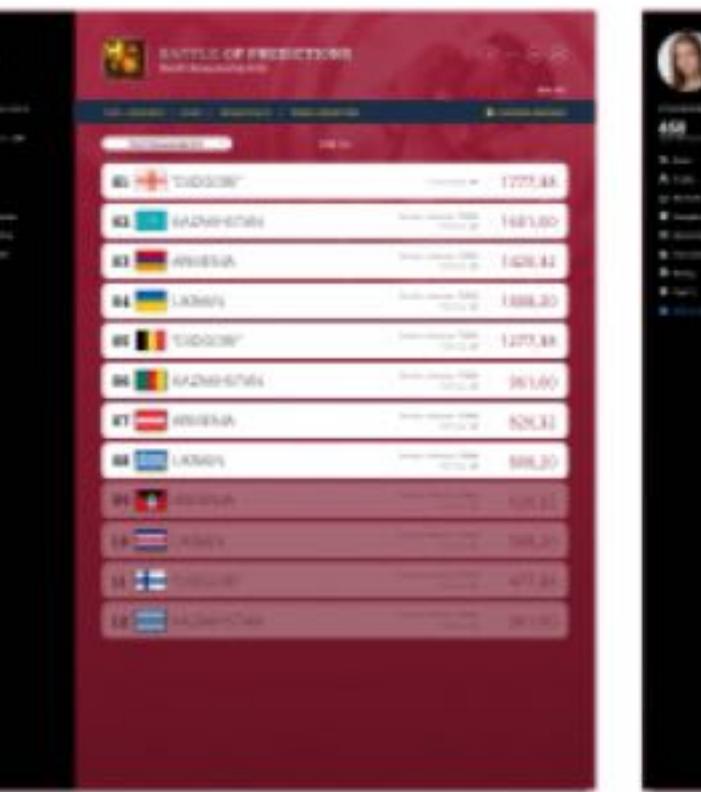
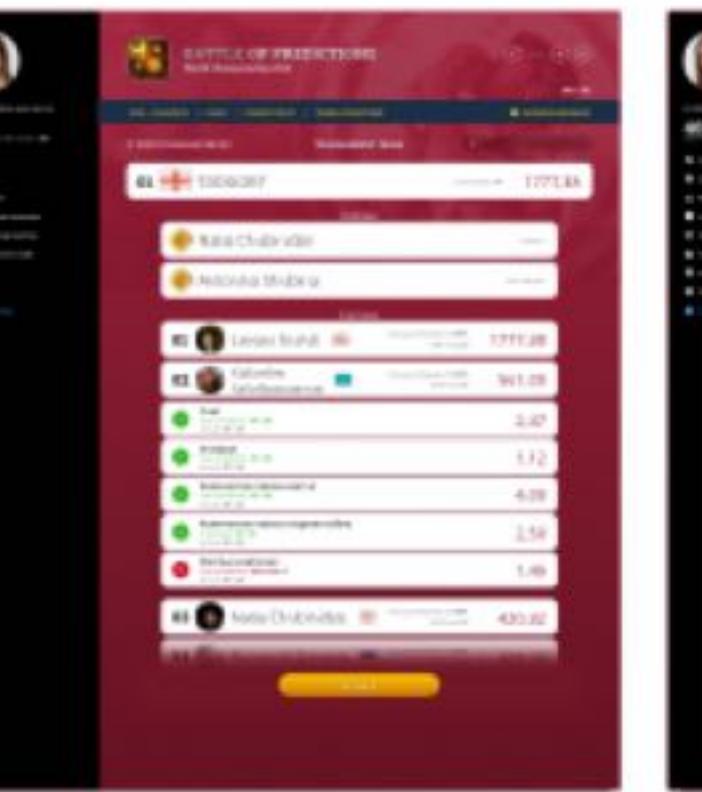
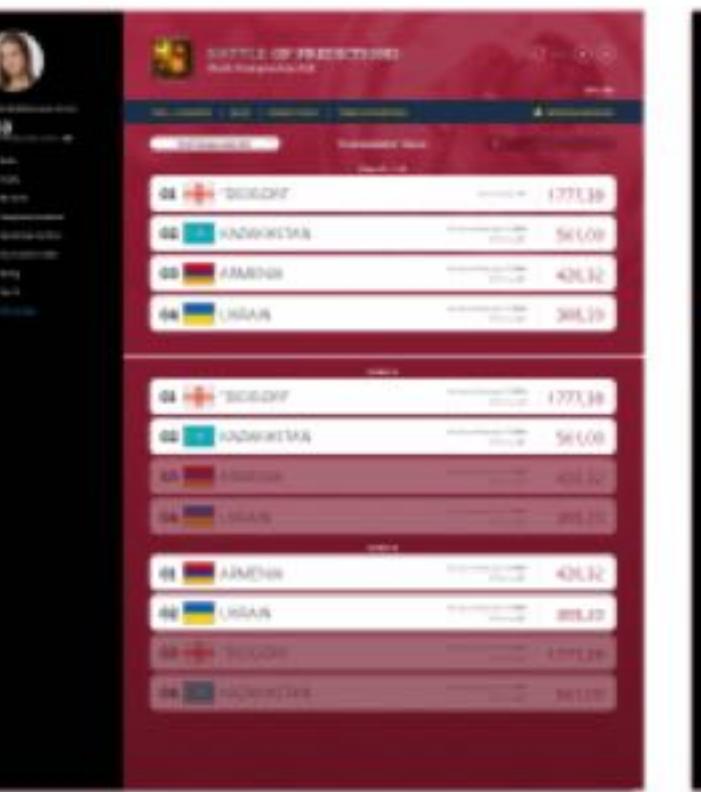
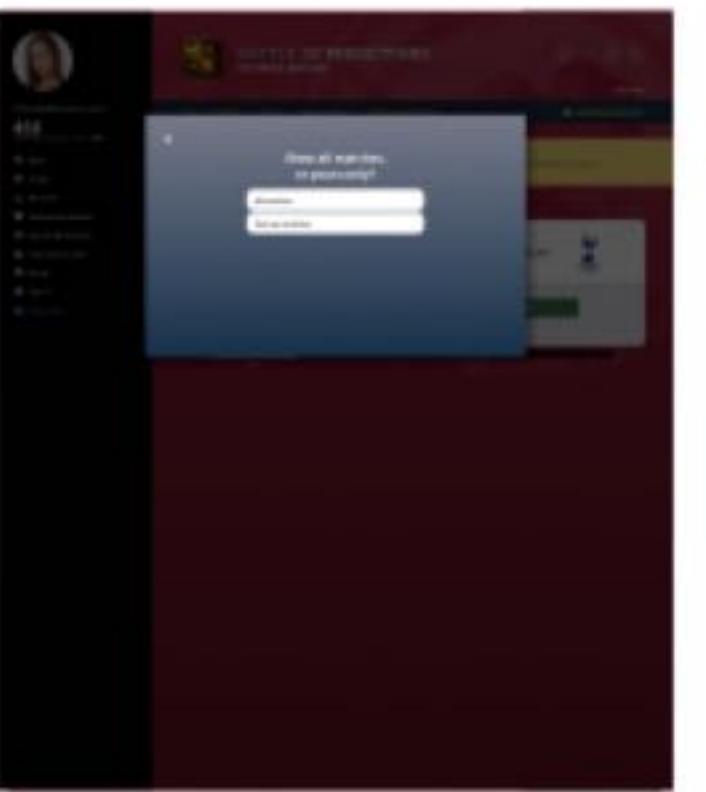
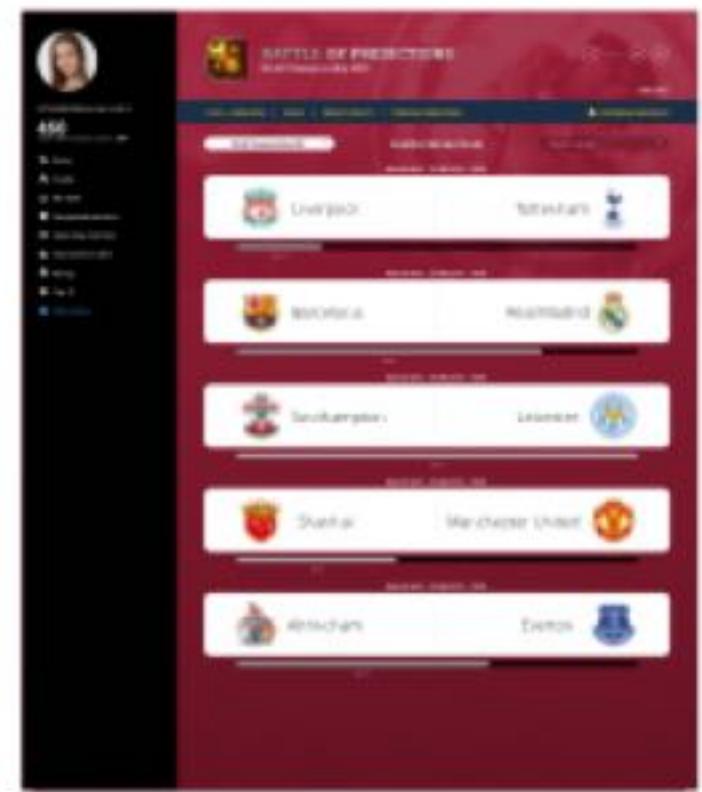
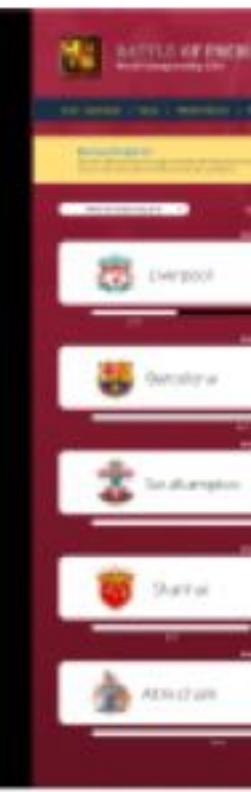
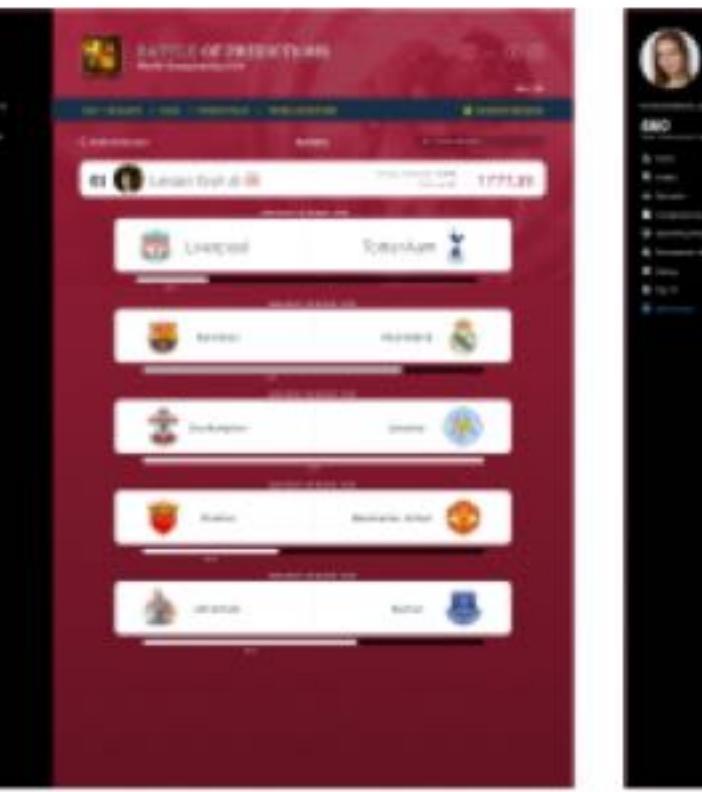
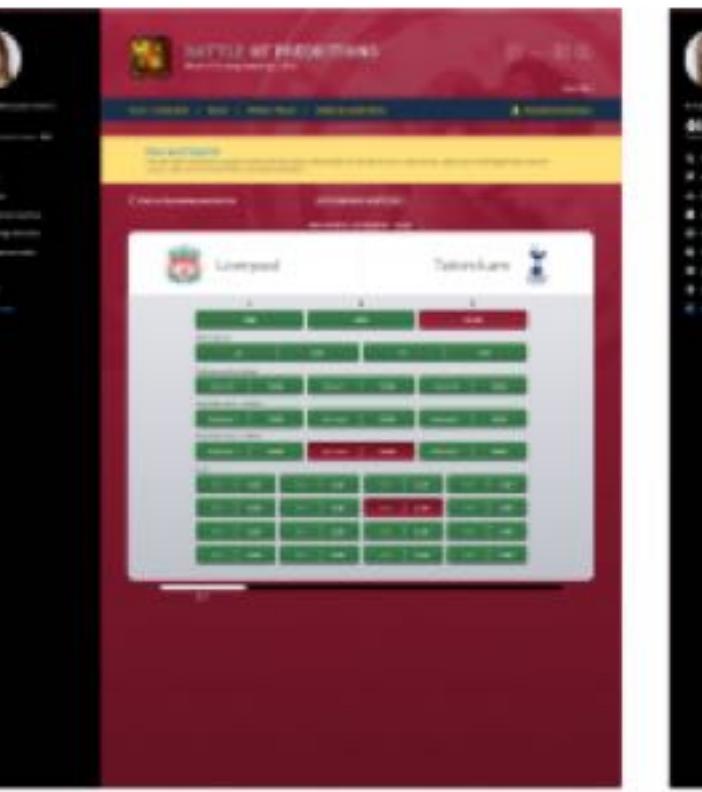
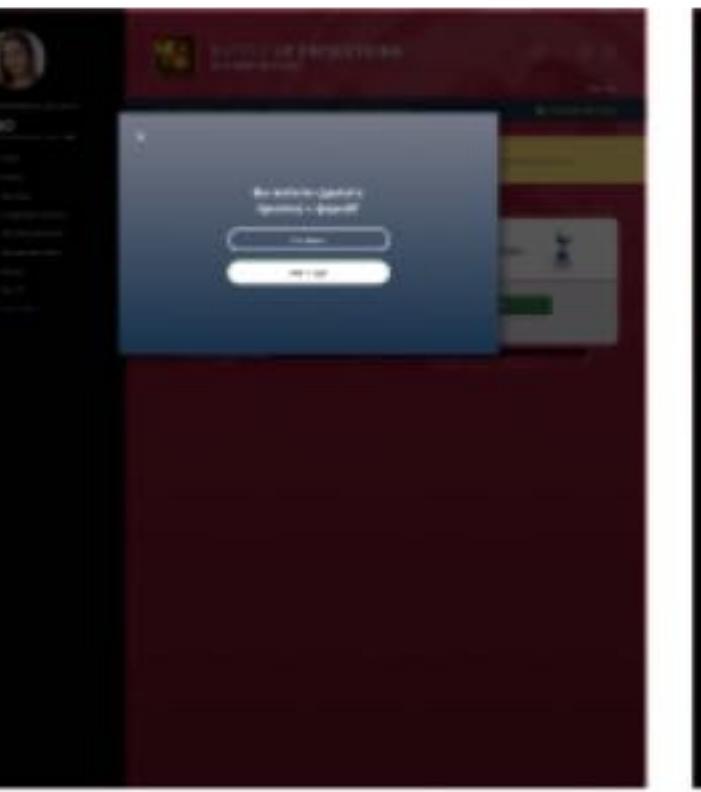
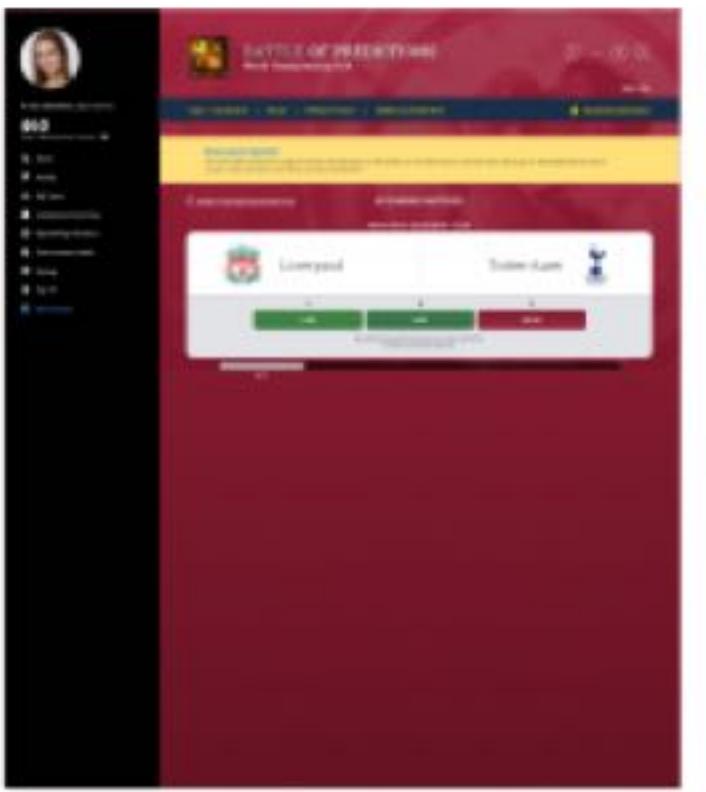
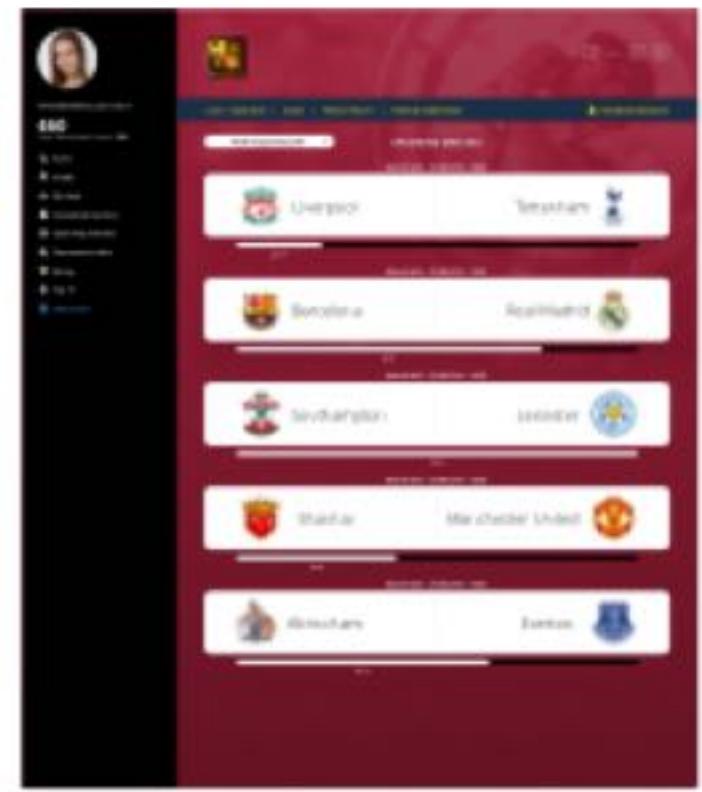
Miller's Law

The average person can only keep 7 (plus or minus 2) items in their working memory. At the Discover stage, in collaboration with users and project managers, we carefully selected the main information that the user needs to find quickly. In this case, we made 5 blocks with information about the current match.

The screenshot displays the 'BATTLE OF PREDICTIONS' app interface. On the left, a dark sidebar shows a user profile picture of a woman, the name 'Hi Yulia Bolobkova, your score is 460', and a list of navigation options: Rules, Profile, My team, Completed matches, Upcoming matches, Tournament table, Rating, Top 10, and Old version. On the right, the main screen has a red header with the title 'BATTLE OF PREDICTIONS' and 'World Championship 2018'. It shows a user's rating of 1777,38 and a prediction for Match №13 between Liverpool and Tottenham. Below this, there are five prediction cards for the Liverpool vs. Tottenham match:

Prediction	Actual	Score
Счет	Л1 3:0	2,47
Угловые	Л1 3:0	1,12
Количество голов в матче	Л1 3:0	4,00
Количество голов в первом тайме	Л1 3:0	2,50
Желтые карточки	Меньше 2	1,45

Below this section, another set of cards is shown for Match №13 between Barcelona and Real Madrid, with a total score of 2,77.



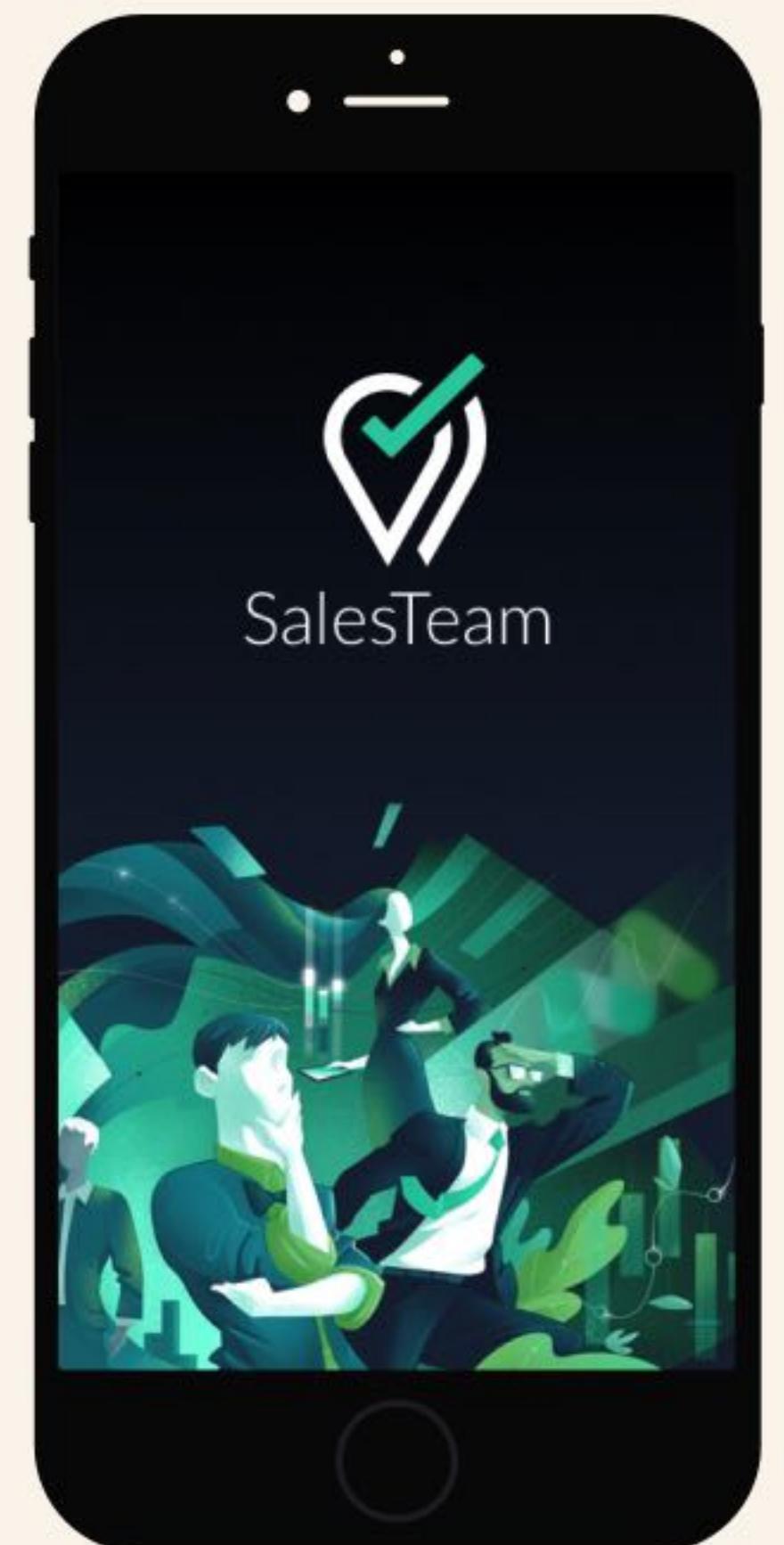
Project

Sales Team is a set of three applications, several admin sites, and dashboards for FMCG companies, which were made by the company MST Lab24. I have been working on the project as a Lead Product Designer from the very beginning of the project to its growth stage.



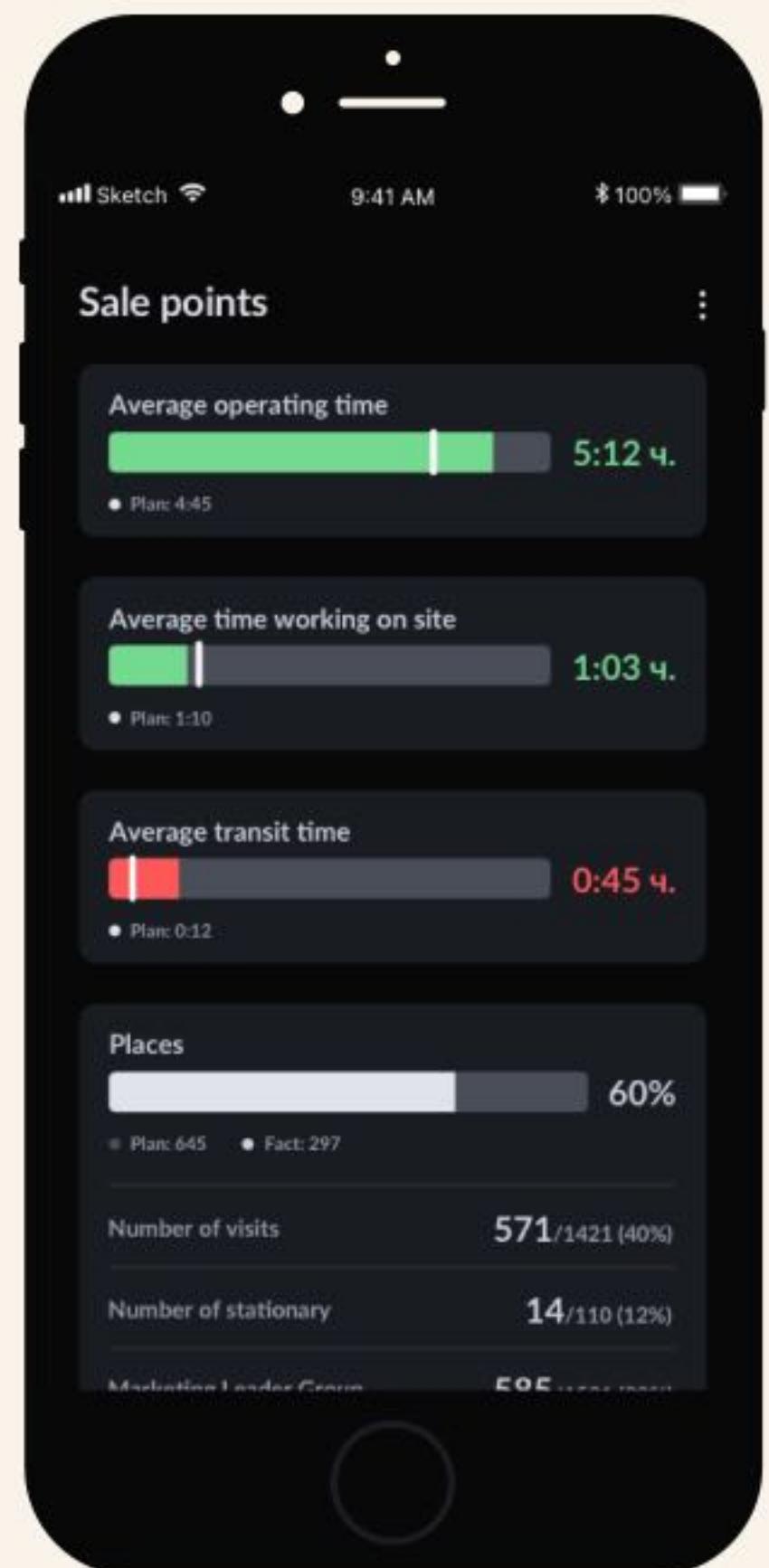
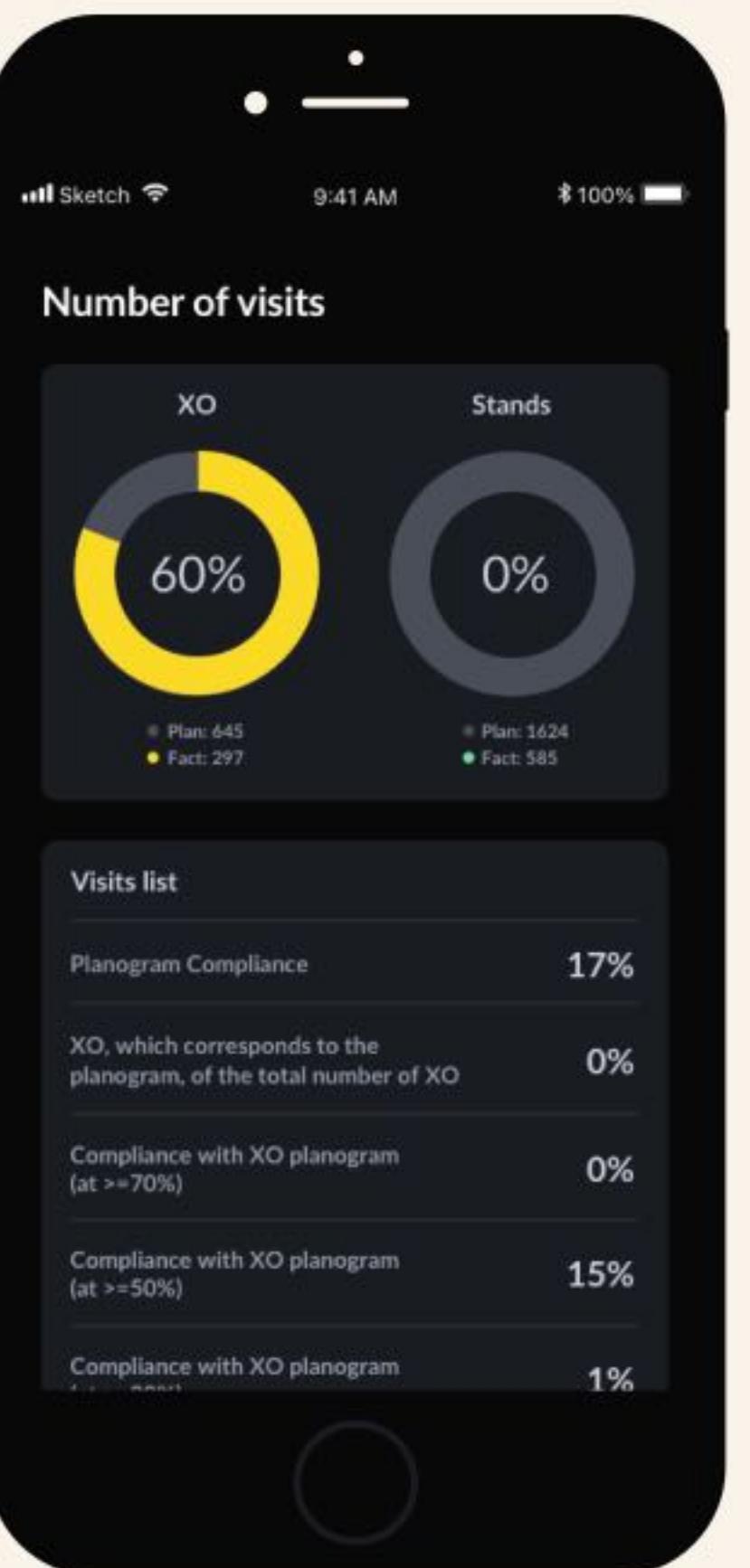
Problem

The main problem for FMCG companies in terms of product layout is to understand how much product is on the shelves now, which product outlets have been visited by merchandisers and when. How much product is left in stock.



Solution

We created several applications. One of them for merchandisers, with ability to determine the time of visit and the address of a product store, as well as giving the opportunity to take a photo of the shelf and take a survey. In the application for the top manager, the manager can see statistics for the whole country.



It was quite difficult to verify whether a merchandiser was really in the outlet and whether they put the company's goods on the shelf or not. For example, a merchandiser had to buy something small like a lighter and attach a receipt with the address of the store and the time of the visit to the report.

Check in at the outlet

To determine the time of the visit and the address of the outlet a merchandiser should make a check-in at the entrance so that the start of his work is recorded in the app. The app can also show working time of all merchandisers, and make summary statistics by team leader, region, etc.

Maps of outlets for the top manager

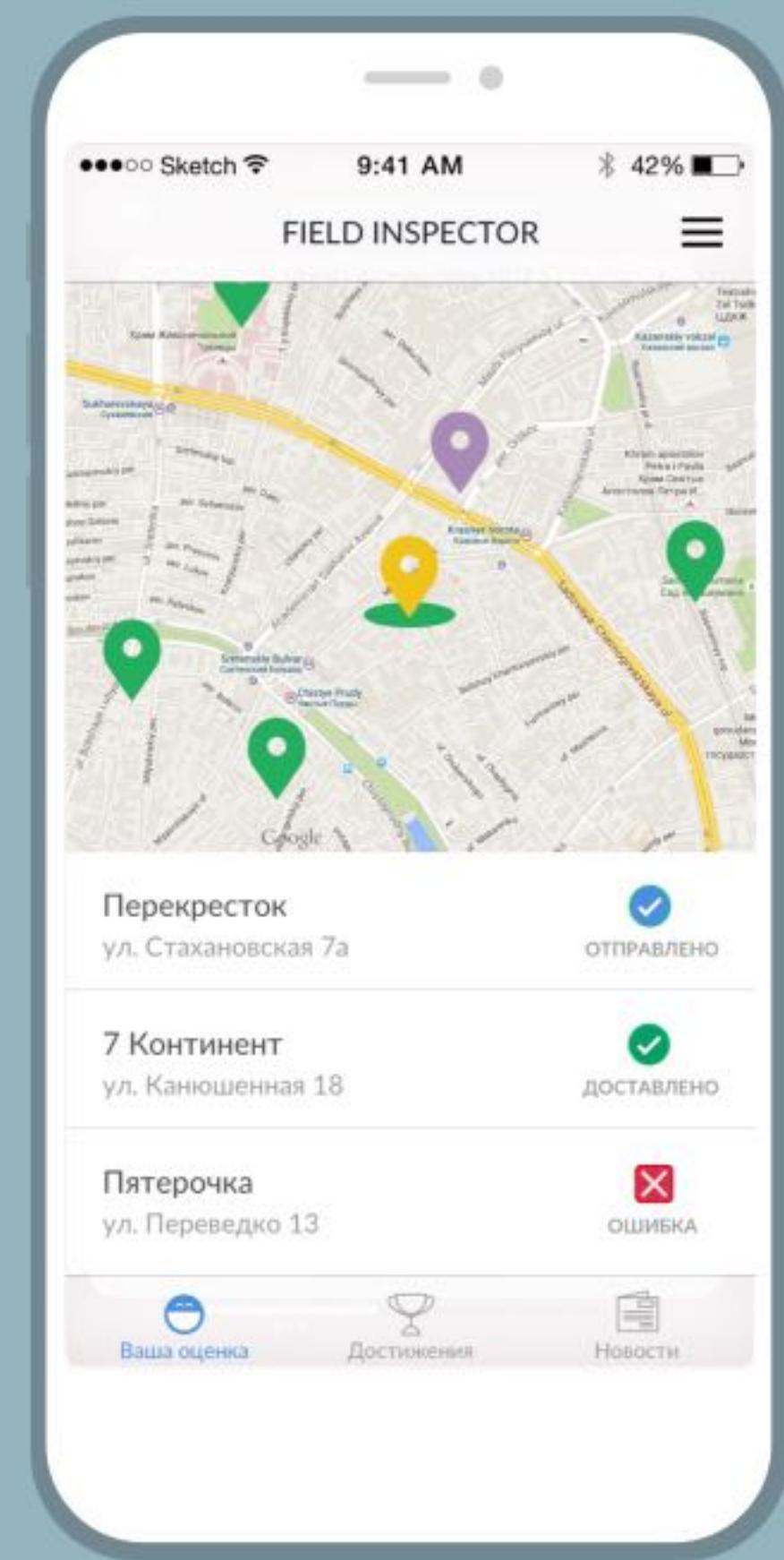
It was important for the top manager to see all the product outlets and their statuses on the map. In countries where there are several time zones, it is important to track statistics by time zone and to react timely if in some region the shelf display is not full at the end of the working day. A top manager can click on a product point of interest, see its statistics, look at photos of the product display, see the time of the last visit and how many products are left in stock, who the team leader of this region is and so on.

Survey constructor

During a visit to an outlet the merchandiser takes a survey that is created by his team leader. The survey can include both standard steps, such as a photo of a product shelf or the number of products in stock, and custom ones, such as "has a marketing campaign been held", "has a promotional stand been set up" and so on.

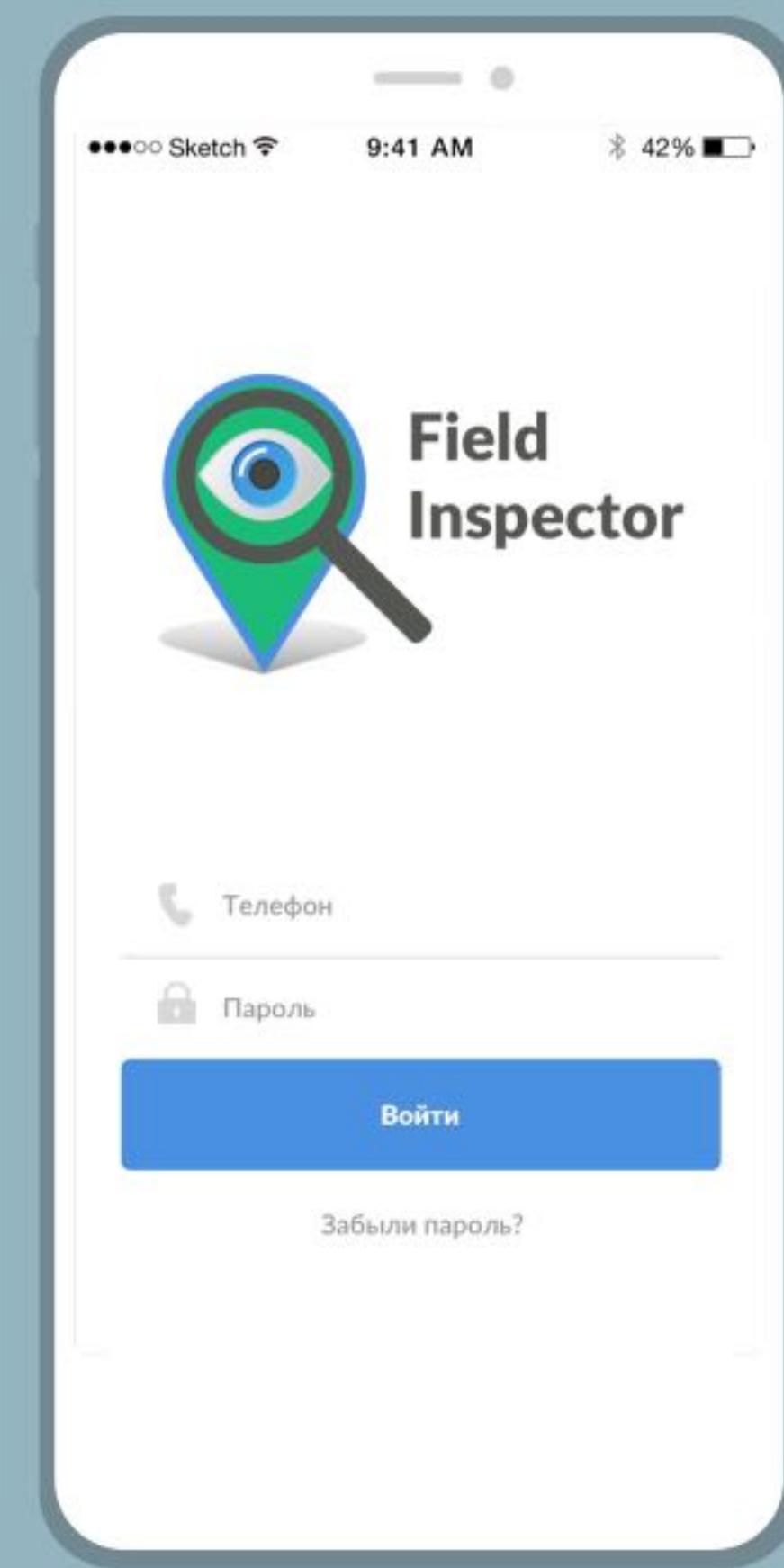
Project

This application is a part of Sales Team infrastructure. It is a B2C application in which regular store visitors evaluate the state of product layout on the shelves and give ratings.



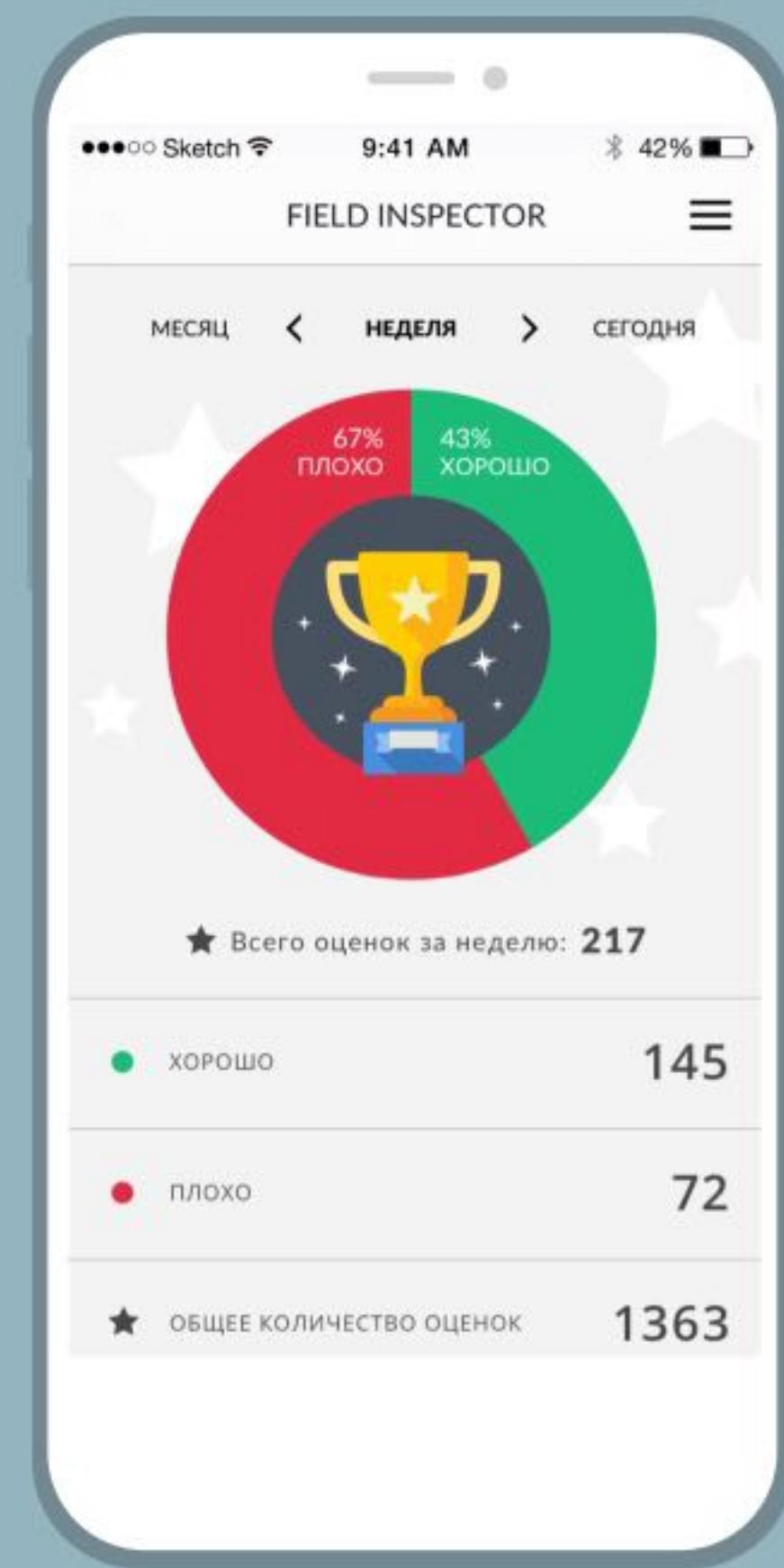
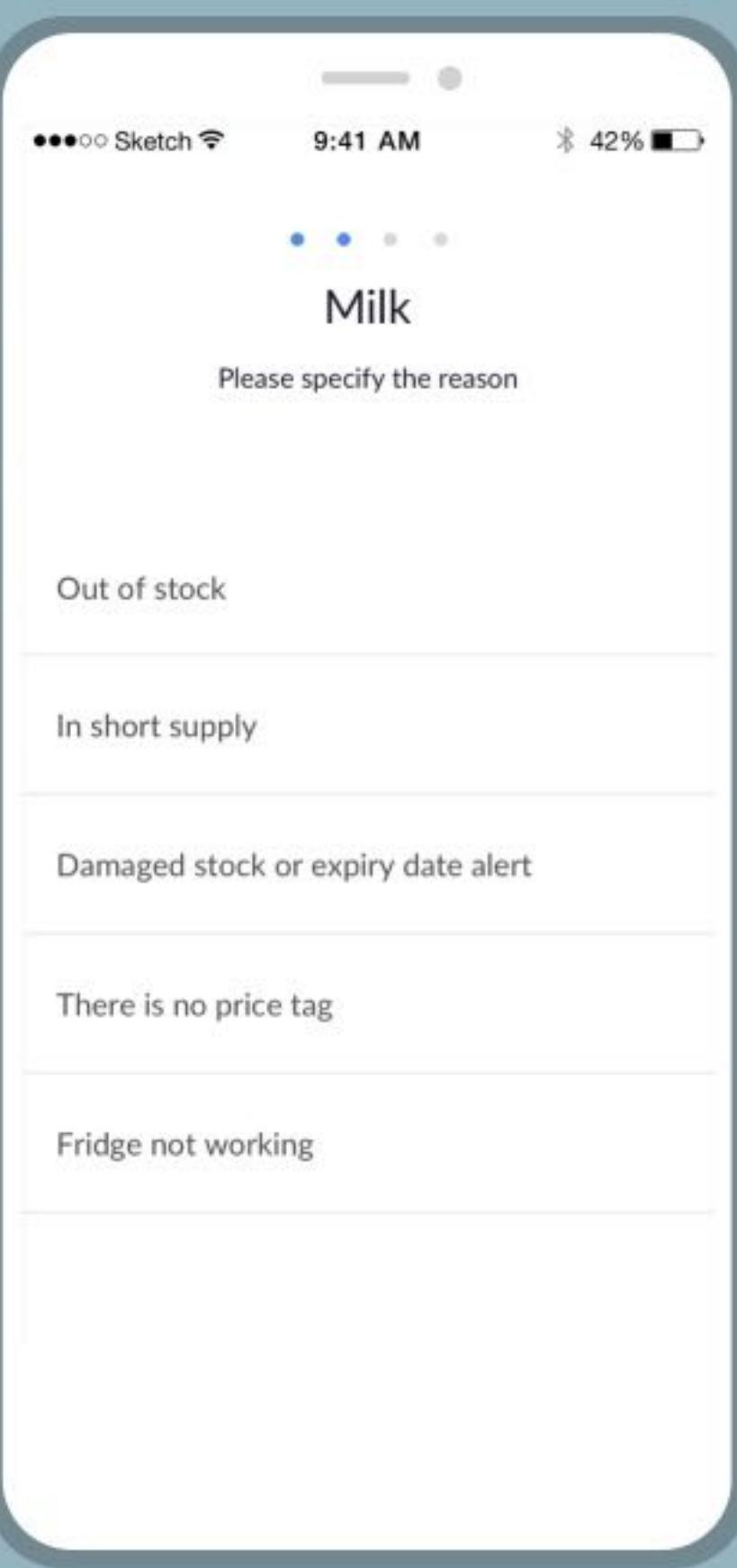
Problem

The main problem was to make the reporting process simple, fast and not energy-consuming for the user. It is quite boring to fill out a report, especially when some product is not on the shelf and the user needs to mark it in the application.



Solution

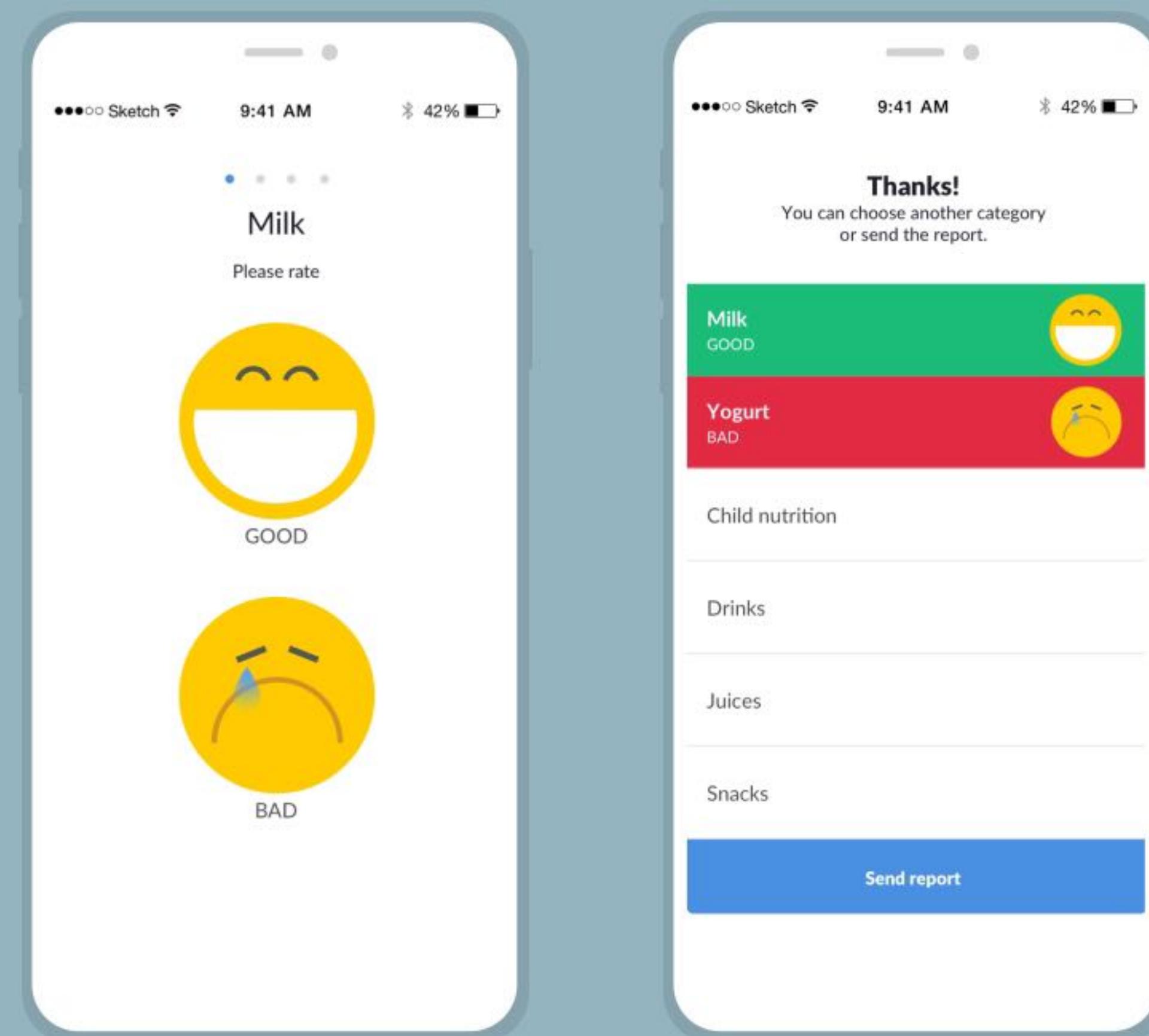
We tried to make reporting simple by minimizing the number of steps, making a reward system for reports and gamifying the whole process.



The app was meant to act as a "bring more of these products" button. For a FMCG company it is important that the goods are always on the shelves, it greatly increases sales, especially if the outlets are more than 20,000 across the country, as in case with one of the first clients, PepsiCo.

Smiley faces instead of scores

In the process of testing several versions of the application we found out that the emoticons reflect the state of a person who wanted to buy something unavailable in the store better than the scores from 1 to 10. The user is experiencing an emotional reaction — upset or angry — and emoticons reflect his or her state better.



COLLABORATION

**IT is a collaboration
and only together we can make a
successful product that the whole
team will be proud of.**

B2B project means working not only with app users, but also with project stakeholders

As a Product Owner and UX designer, I understand that a b2b product must meet the requirements of both users and stakeholders. Working with stakeholders, explaining design best-practices and usability testing results is also an important work process, as it helps to achieve the best results for the application.

The presentation of the created design to stakeholders and managers is also one of the important sides of the project. Using efficient tools for this purpose helps to present the application on a deeper level, using visual prototyping, animations, and so on.

Design System

Working in constant communication with developers is especially important when creating a design system based on the developer framework, the Angular components library. It is important to communicate with the developers at all times and to define colors, styles, indents, element names or variables that will be used.

Heuristic Evaluation & Expert review

Often, the task of a UX specialist is to improve the existing design of application. When the code and processes are already in place, you need to be especially delicate in communication with your colleagues to improve, not degrade, their user experience. And also so that the new design does not imply a complete rewrite of the existing program code.

SCRUM

Scrum allows you to build processes where teamwork is maximized and developers don't feel uninvolved in design decisions.

There's a lot more, in case you are interested
in taking a look at in-depth case-studies,
please contact.

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