

Product Design Portfolio of
Anamoul Rouf

User-Centered Product Designer



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About Me

Profile

Hello

I'm a **Product Designer** with more than **7 years** of working experience in building bridge between business, technology and human.

I believe in design practice that is **data-informed** and driven by **empathy**. I'm passionate finding the balance between complex **business requirements** and user needs, through a **user-centric design** approach.



My Story

Let's share my best experience with you

In September 2018, I started my journey with ShareTrip as a Product Designer. It is now one of the leading online travel aggregators. So the story began...



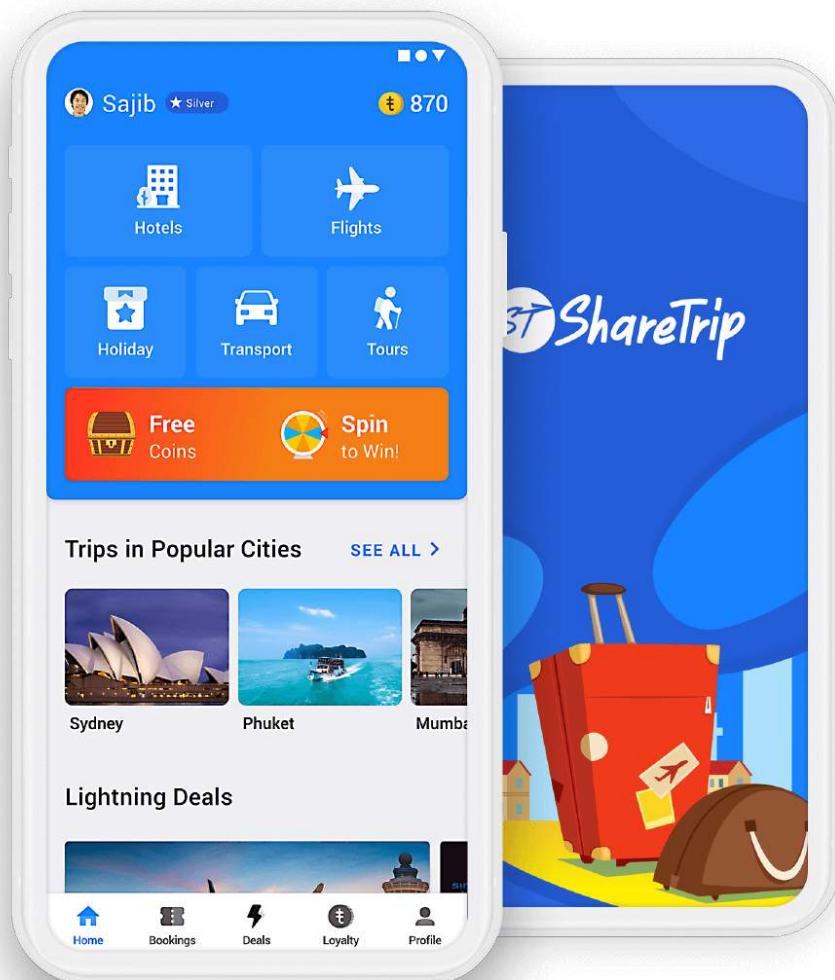
ShareTrip Mobile App

Background

Initially, ShareTrip was providing offline and only website-based flights, hotels, and holiday package booking services.

Our challenge was to **design android and iOS mobile applications from scratch**. The newly designed and developed apps should be functional, simple, intuitive, innovative, easy to use, conversion-friendly, and frictionless booking experience.

My role was to lead the **product research & design process**. Including product survey, conducting design sprints, user interviews, usability testing, A/B tests, UI design.



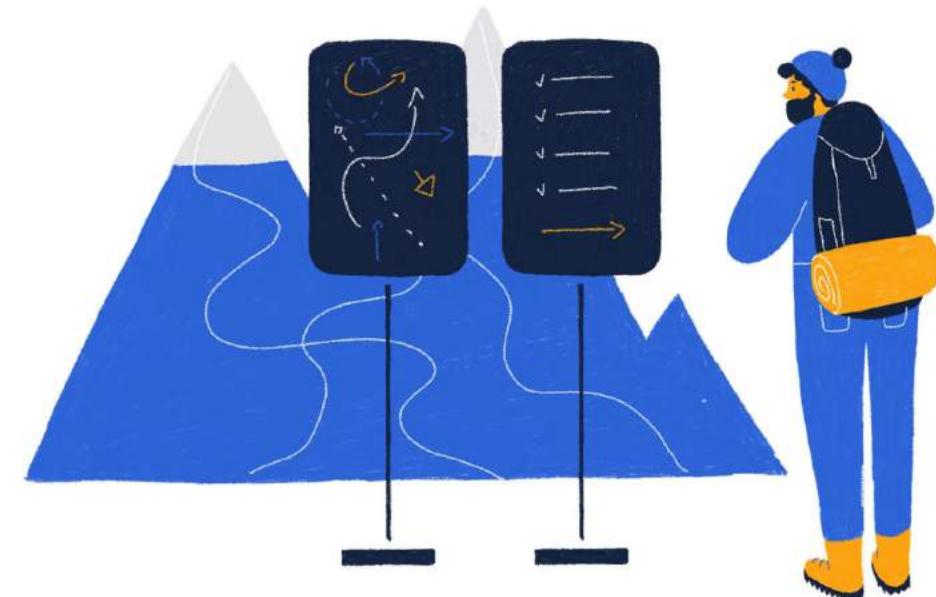
Background

My Story

I have no ideas about the travel industry!

It is crucial to understand the end goal from users and business perspectives. So I started seeking answers to my questions.

- What does the product do? What are the business goals?
- Who is the audience? Where they live, what they think, like & do?
- Where / When / How / Why /How often do they use it?
- Do the business goals support the user goals? etc.



ShareTrip Mobile App
Process

Design Thinking & Lean UX Design

As we needed development processes that are quick, sustainable, and flexible, also identifying where you might be going. I help the team to choose a mixed approach of Design Thinking and the Lean UX design process.



Process

Understanding

We asked questions to **30 people** of different ages, occupations, categories. Out of which **48.5% were males**, and **51.5% were females**. They are mainly from **20-55 years**.

I was focused on gathering users' data, system and functional requirements, comparative analysis. Collaboratively I worked with cross-functional teams like- product, engineering, marketing, sales, and support teams.



Understanding

Questions & Findings



To perform the interview I invited them to our office and also visited them at their places where they feel comfortable.

- How often do you travel for work / with family and children? What is important to you while booking a flight and hotel?
- What are your motivations and pain points when planning and managing a trip?

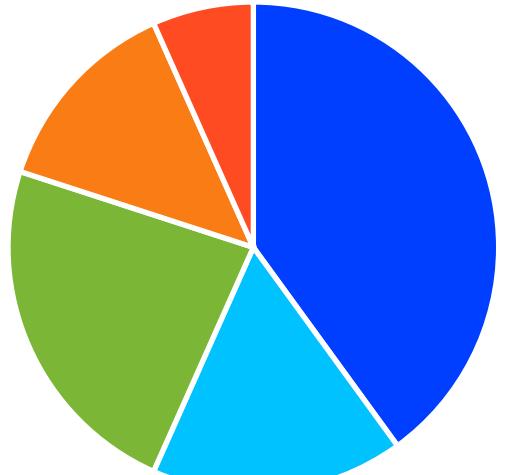
We also found some interesting insights.

- 21 of 30 participants plan vacation either once a year or 2-3 times in a year.
- 18 of 30 participants travel for work either single to multiple times in a year.
- 27 of 30 participants are bothered in filling up every time a lot of information filed which are required during booking.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.

Understanding Findings

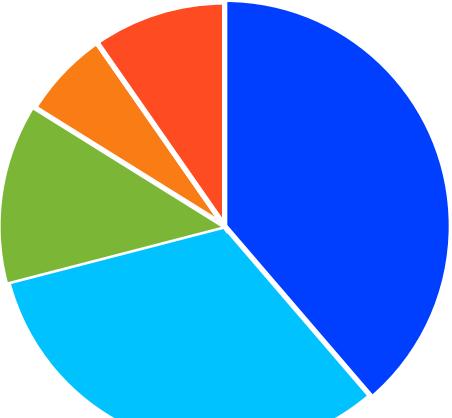
Age Groups



- 20-29 (40%)
- 30-39 (16.7%)
- 40-45 (23.3%)
- 46-59 (13.3%)
- 50-55 (6.7%)

Participants varied in age which played a factor in some of the research results from the answers given

Main motivation for travelling



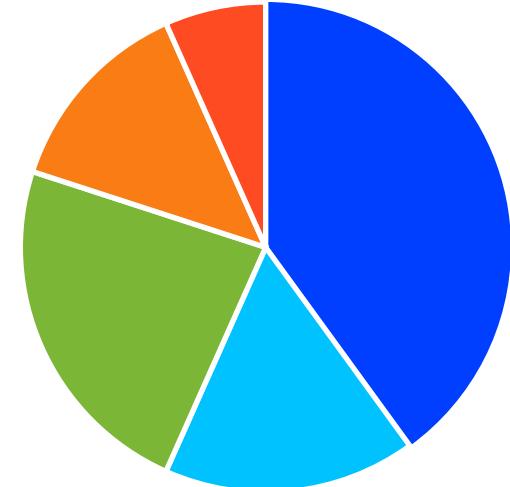
Age Group: 20-45

- Discovering New Places (38.7%)
- Business Trips (32.33%)
- To Get Away (12.9%)
- Rest & Relaxation (6.5%)
- Others (9.7%)

Age Group: 46-55

- Rest & Relaxation (30.8%)
- Discovering New Places (15.4%)
- Others (9.7%)

How often do you travel



- 1 time a year
- 2-3 times a year
- 4-5 times a year
- 5-6 times a year
- 6+ times a year

Understanding

Storyboard



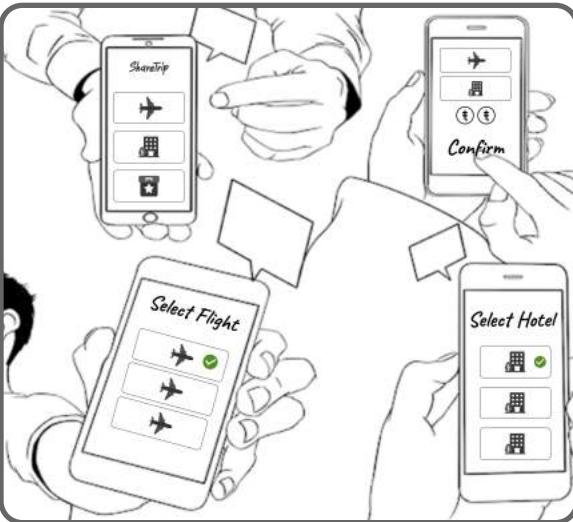
One crazy evening 3 friends meet in club party and makes a plan for a trip. They started to make a travel plan and research for available options for it.



"Where do we will go?"
Booking online isn't easy to use. It is confusing, inefficient and not budget friendly.

ShareTrip Travel App

comes to rescue.



By using Sharetrip Travel App, they easily booked their flights and hotels.

Booking Confirmed!

Also earns free **TripCoins** that can be used to redeem discounts.



Trips On!

They are so happy to start their trip.

Research

User Persona & Empathy

Based on the feedback and insights gained from research, I had created three personas who might use our applications.

These personas demonstrate the key user goals and frustrations that appeared in my findings.



User Persona & Empathy

Mehedee Hasan



Age: 32 Years

Profession: IT Consultant

Family: Wife

Travel in last year: 2 times

Bio

He is not a very frequent traveler, but he looks for relaxing trips with family. He prefers to choose cheapest flights as well as the nearest hotel from the destinations. Also, make a comparison between offers he gets.

How often do you book flight and hotel?

1-2 times in a year

What do to look for while planning a trip?

- Recommendations for lowest fares (85%)
- Save money (75%)
- Comfort (70%)
- Clarity in information (100%)

Goal

- Find cheapest filight in less time
- Recommendation about hotel and places
- Easy to communicate

Frustration

- Got stuck while adding personal info
- No clear communication on meal, extra luggage, seat selection, etc.

Doing

- Asks his friends for recommendations.
- Reads reviews from other travelers.

Seeing

- Look at his favorite blogger's Instagram page for inspiration.
- His Hopper app alerts him that now is a good time to buy airline tickets.

Thoughts & Feeling

- How many vacation days do I have saved up? How mucch will a trip cost me?
- Do travel agents still exist?

Pains

- It's hard to coordinate my schedule and it takes me too long to plan a trip.

Gains

- I feel so refreshed and energized after vacation. I'd like to collaborate with someone to plan a trip. There are so many travel resources online that are helpful.

User Persona & Empathy

Quazi Ashfaq ur Rahman



Age: 39 Years

Profession: Agile Coach

Family: wife and 1 child

Travel in last year: 7 times

Bio

He is a frequent traveler, looks for luxury trips with family. He prefers ease and comfort and doesn't want to spend much time comparing. So he books business seats mostly.

How often do you book flight and hotel?

6-8 times in a year

What do to look for while planning a trip?

- Recommendations for lowest fares (55%)
- Save money (45%)
- Comfort (95%)
- Clarity in information (100%)

Goal

- Less time in planning and booking trips
- Get best offers and hassel free booking

Frustration

- Got stuck while choosing return dates
- Confusion about cancellation policy
- Information clarity

Doing

- Search "best vacation destinations" online. Looks up for travel agency close nearby. Reads travelers' reviews.

Seeing

- Look at his favorite blogger's Instagram page for inspiration. A post on Reddit on how to travel around the world.

Thoughts & Feeling

- Is this website trustworthy? What if I don't like what the travel agent books for me?
- Is the travel agent worth my money?

Pains

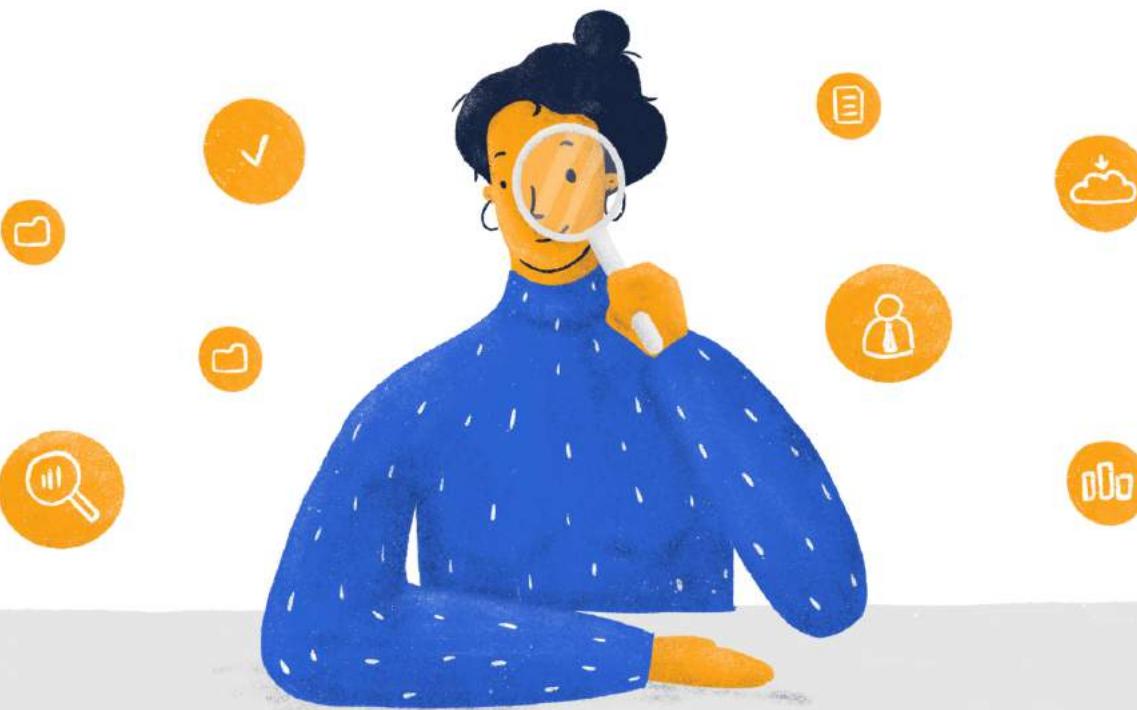
- It's hard to find good deals with enough information and help.
- It takes me too long to plan a trip.

Gains

- Traveling gives me a different perspective of the world. There are so many travel resources online that are helpful.

Research

Competitors Analysis

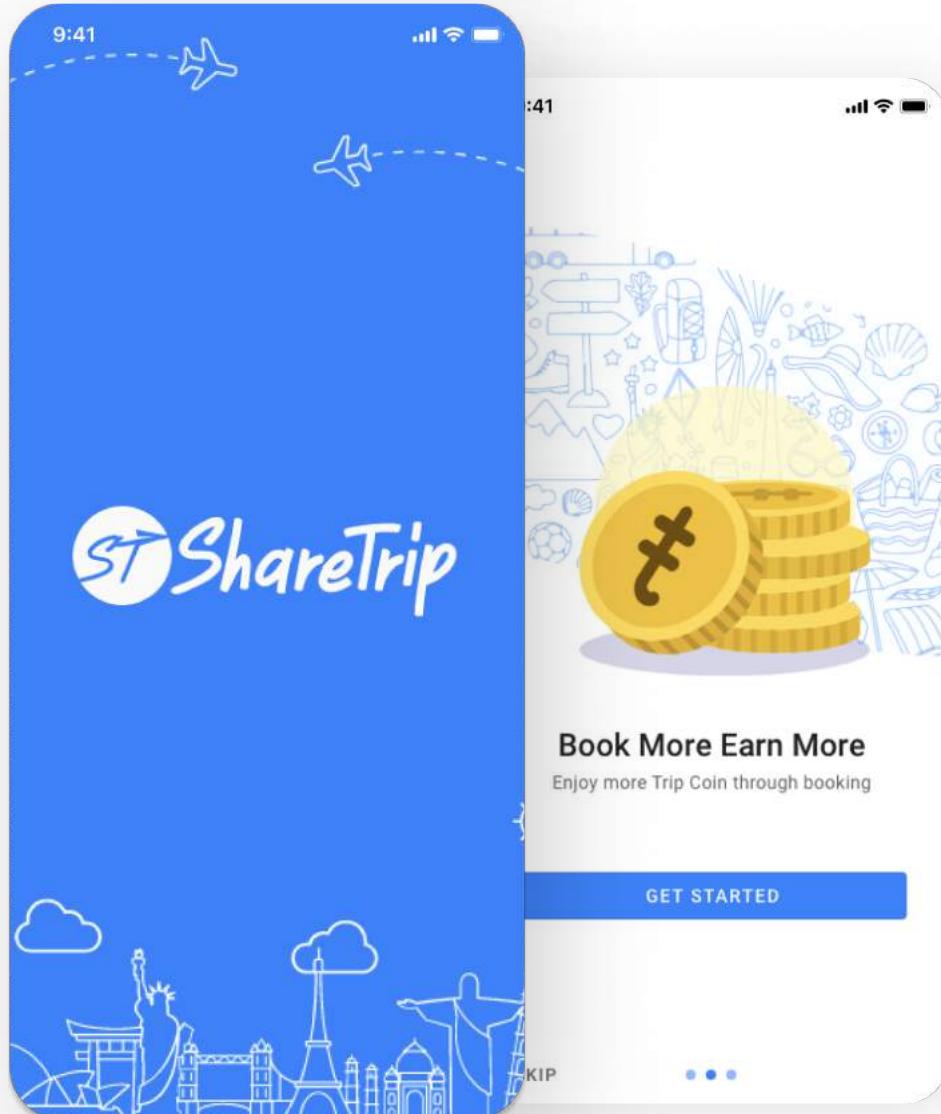


As there is no such competitor in the local market, I took inspirations from the neighboring countries and also relevant service driven companies.

I analyzed **Make My Trip**, **Kayak**, **Agoda**, **Expedia**, **Booking.com**, **Rate Hawk**, **Hopper**, **Goibio**, **Airbnb**, **Skyscanner**, and others popular travel apps. We mainly focused on what their people say in **Google Playstore**, **Appstore**, **social media platforms**, and blogs. I also analyzed the booking flow (flight and hotel) and discussed it in team sessions. I had made assumptions on the basis of ease of use, clarity of information, and time required to use a particular feature.

Research

Use-Cases



Use-cases based on feedback -

- Users should be able to view the lowest fare trip suggestions while searching for a flight and hotel.
- There should have suggestions during flight search.
- Users should be able to view no. of seats left on the flight listing page.
- Users should be able to view information related to free-meal, paid meals, and baggage with flight details.
- User should be able to add on services like a meal, and extra baggage before reviewing the itinerary.
- Users should be able to add details.
- Users should be able to make payments easily.
- Payment processes should be made faster.
- Users should be able to make payments as quickly as possible and then return to their various activities.

Research

Gamification



To make the service more engaging to the users we build a **Gamified Travel App** system. We also introduced **TripCoin**, a virtual currency.

The users can earn it by taking service, play games, reaching milestones. They also can redeem the discount offers by using it. The game concept was built in such a way that helps to know about the users much. As well as let users earn free flight tickets, hotels, package offers, and TripCoins. It is designed to increase users' activities. We had used game elements and Point Badge Leaderboard (PBL) system for user engagement.

Research

Define

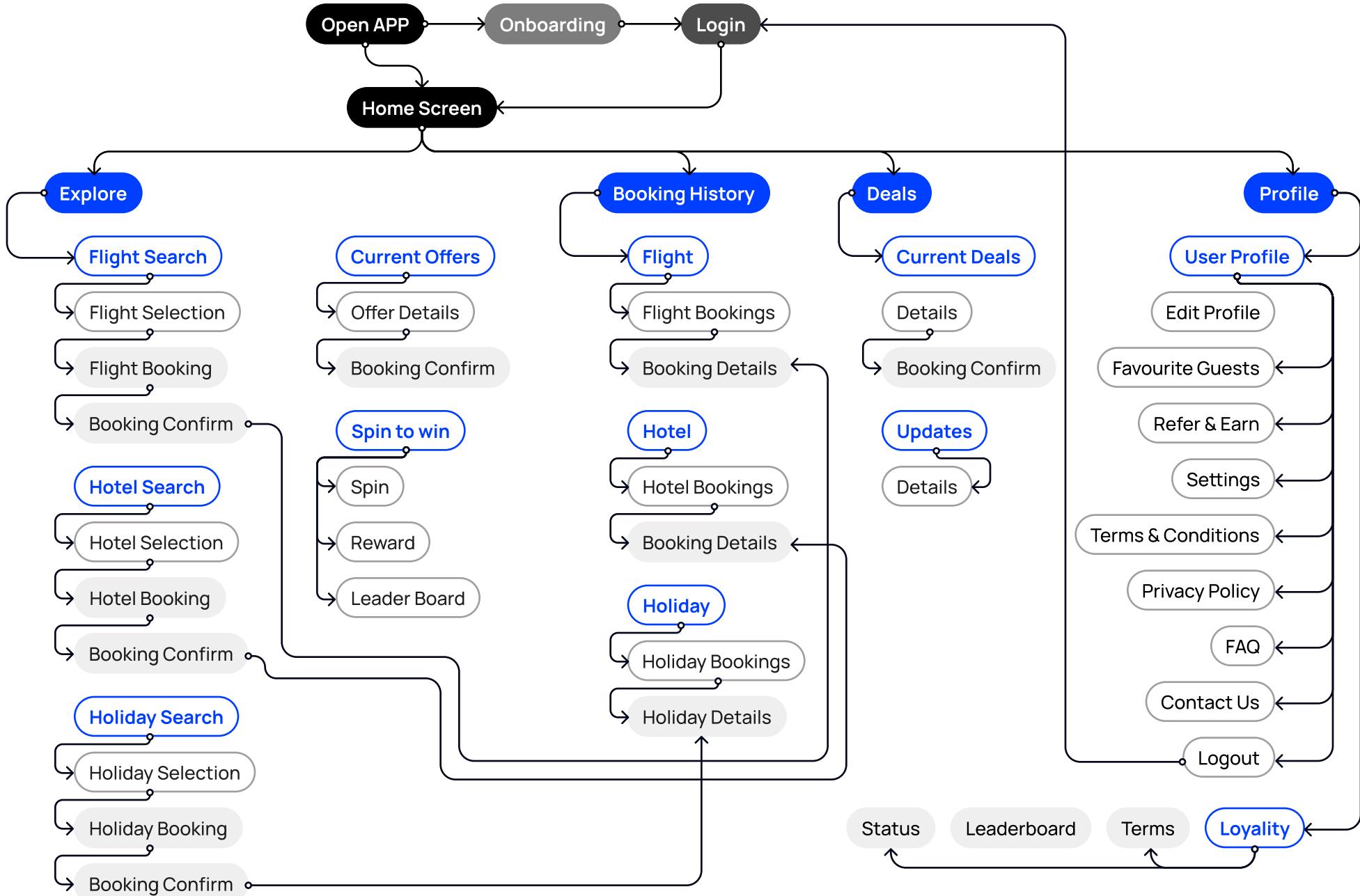
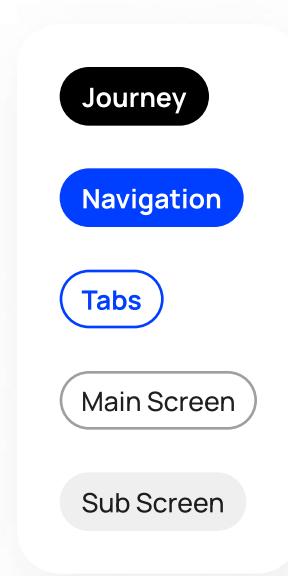
After analyzing the data collected from the primary and secondary research done earlier, I started to build out a list of the most important features the app should have. I put together a product feature roadmap of any features that might be needed in order for the app to work efficiently and meet the high-level goals and objectives of this project.

We defined app sitemap and user flow.



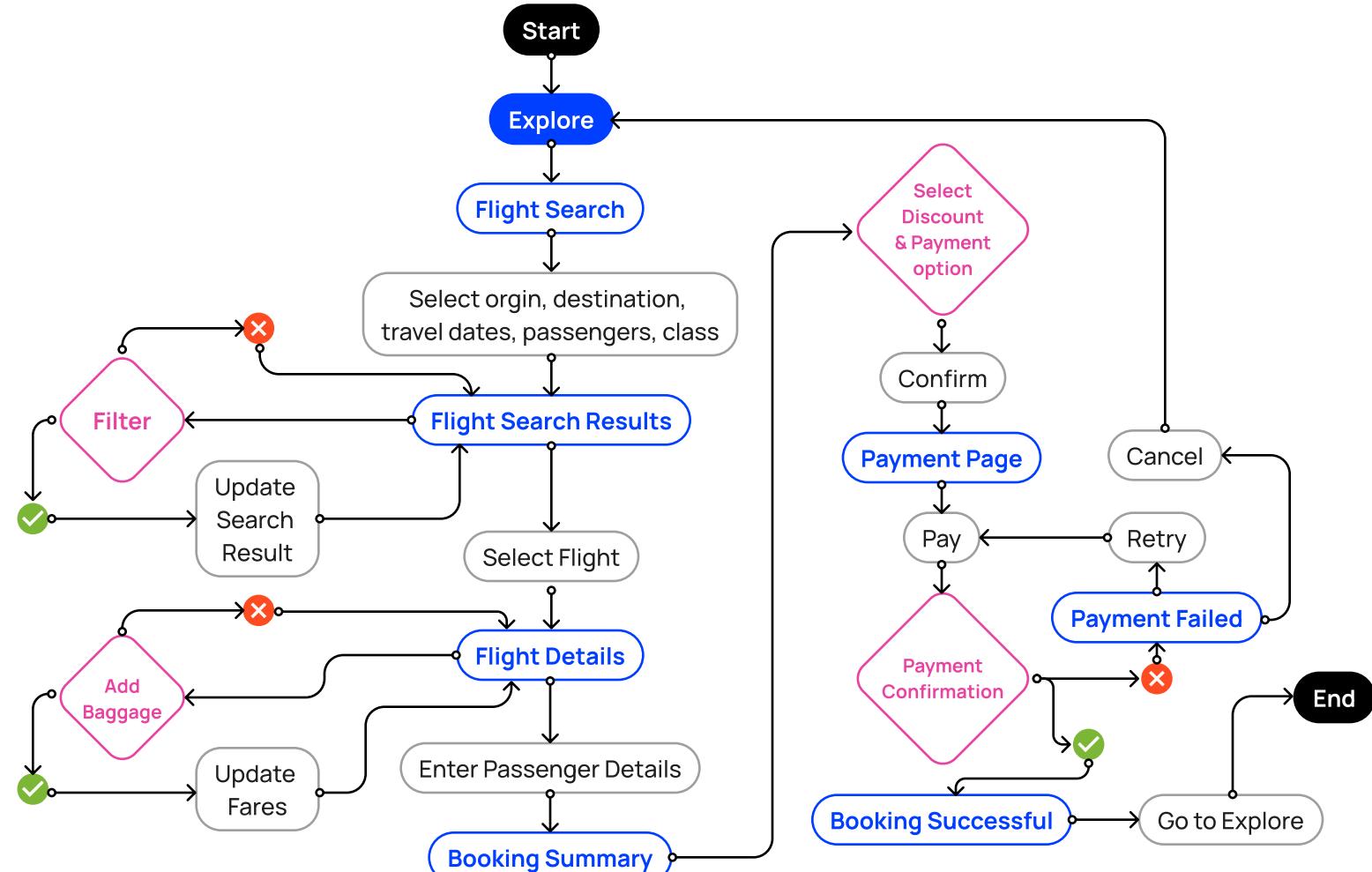
Research

Sitemap



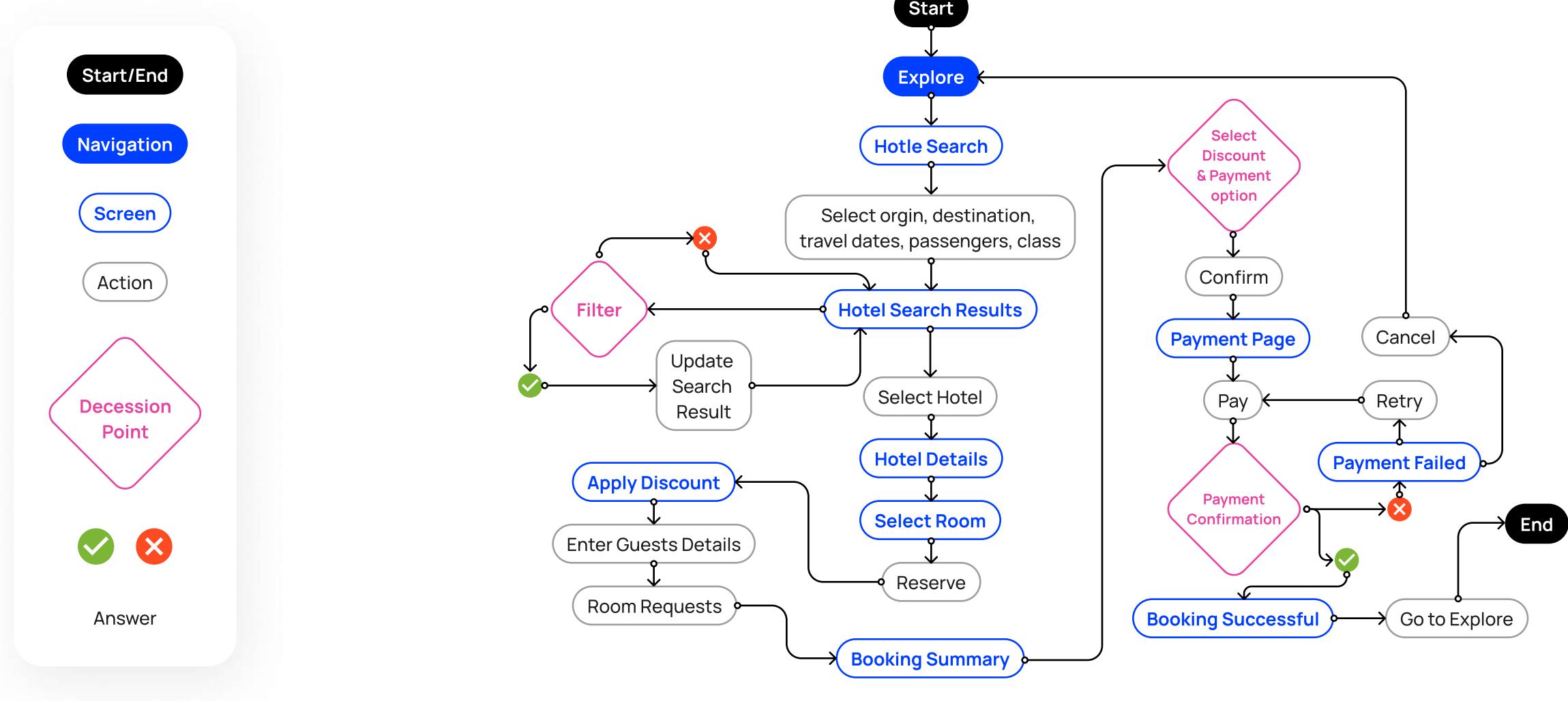
Research
User Flow

Flight Booking User Flow



Research
User Flow

Hotel Booking User Flow

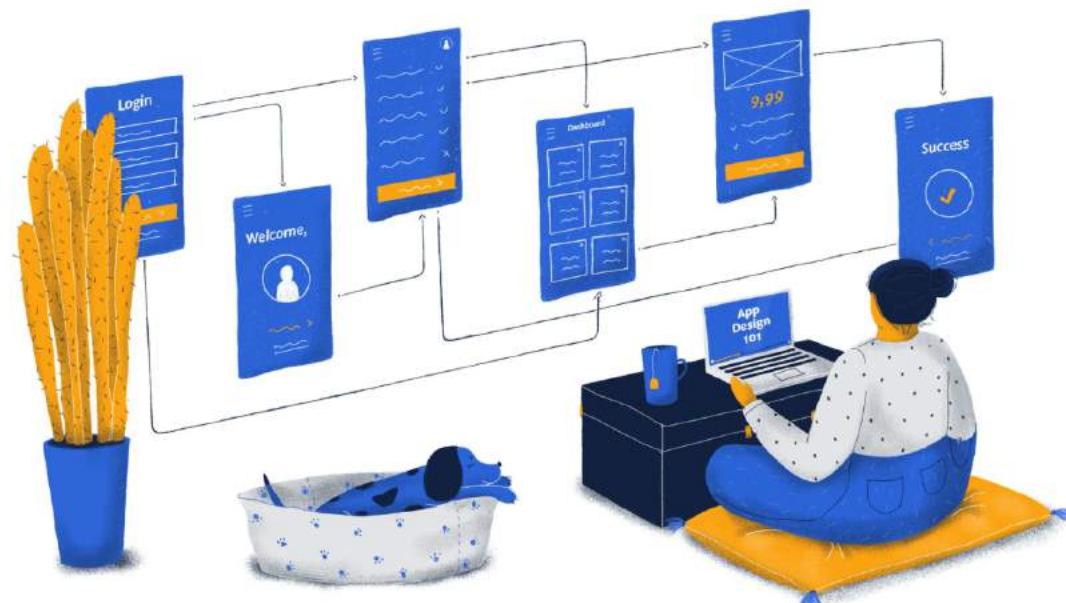


Process

Sketches & Wireframing

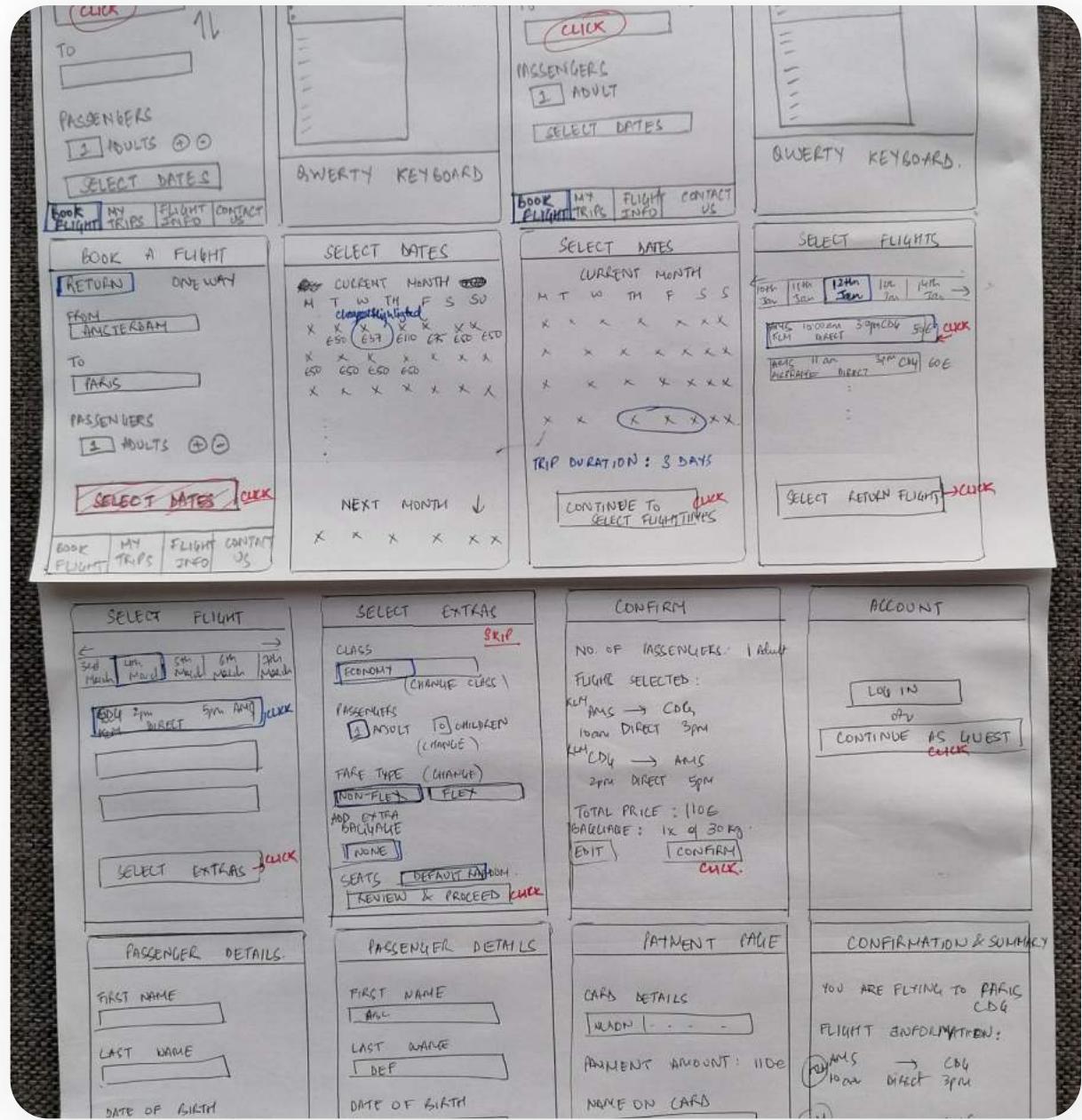
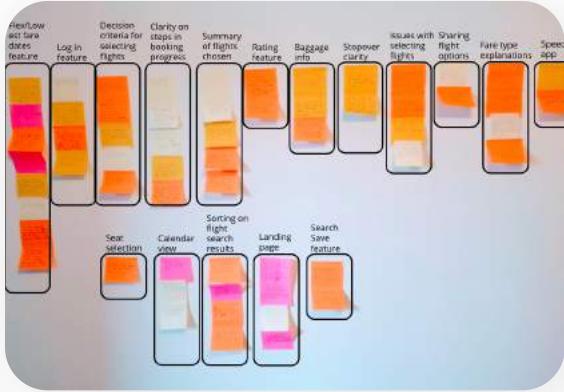
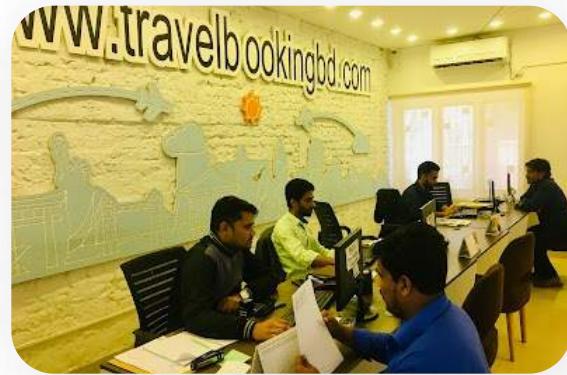
The next step following the creation of the user flow maps was to start sketching wireframes. Before we made the digital wireframes, we drew up quick sketches.

Creating **wireframes** first helped me **visualize the ideas** as well as giving us the **basic structure** for how users would use the app for reviewing quotes and managing booked trips. When creating these wireframes, we made sure to keep the user needs from the persona, empathy map, and research in mind.



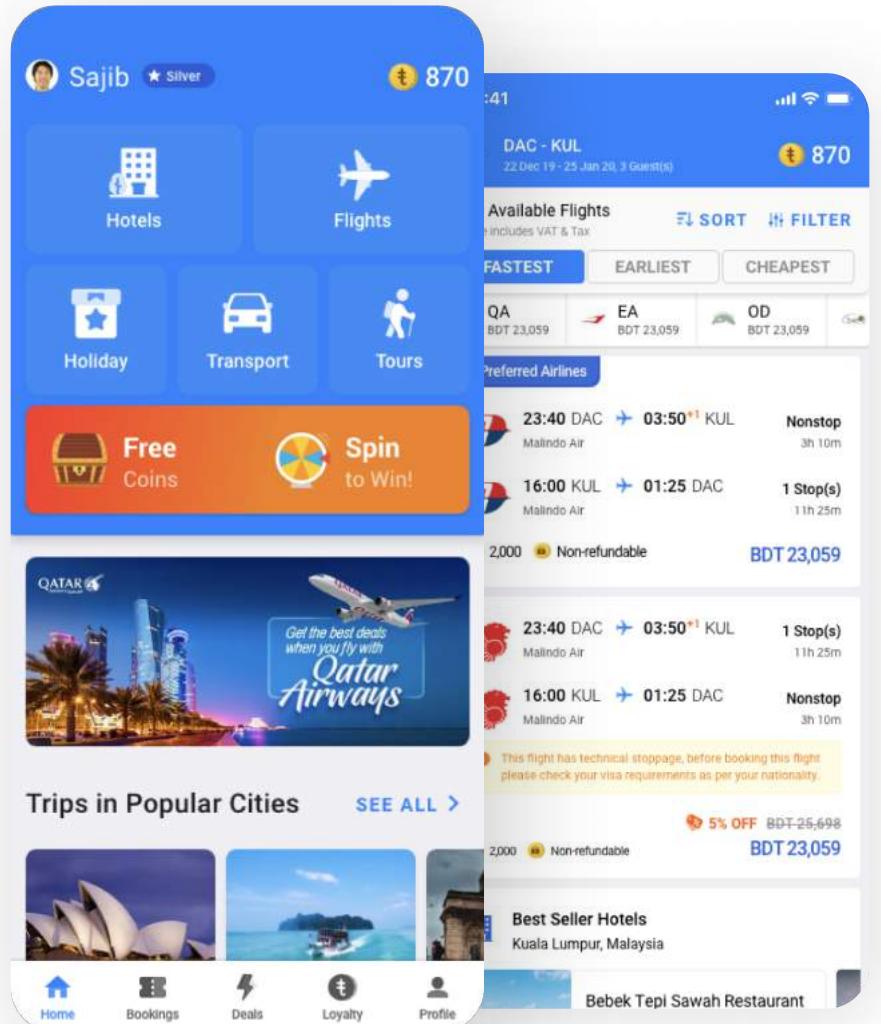
Sketches & Wireframing

Maping & Sketchs



Process

Wireframing & Prototyping



While creating the wireframes, I also help my team to build the flow and **low fidelity prototype** and continuously conducted a series of sessions for **usability testing**.

We wanted to make sure that the wireframes we're creating are aligned with the users' needs and as well as the business. This helps us to get more valuable, valid, and actionable user inputs for the app to keep the process smooth.

Process

Testing

We set to create a usability testing plan and checklist, includes all of the information and goals we're looking to achieve. We invited some participants that fit the targeted personas.

Main Goals For Testing:

- Learn if participants can easily view and manage (accept, reject, and/or add a comment) a quote proposed.
- Learn if participants can easily view and modify a booked trip.
- Find out how satisfied participants are with the experience of the app.
- Does the user understand the functionality of all features and buttons of the app?



We set a list of task assigned for our participants & collect their feedback during those testing sessions.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.

Design

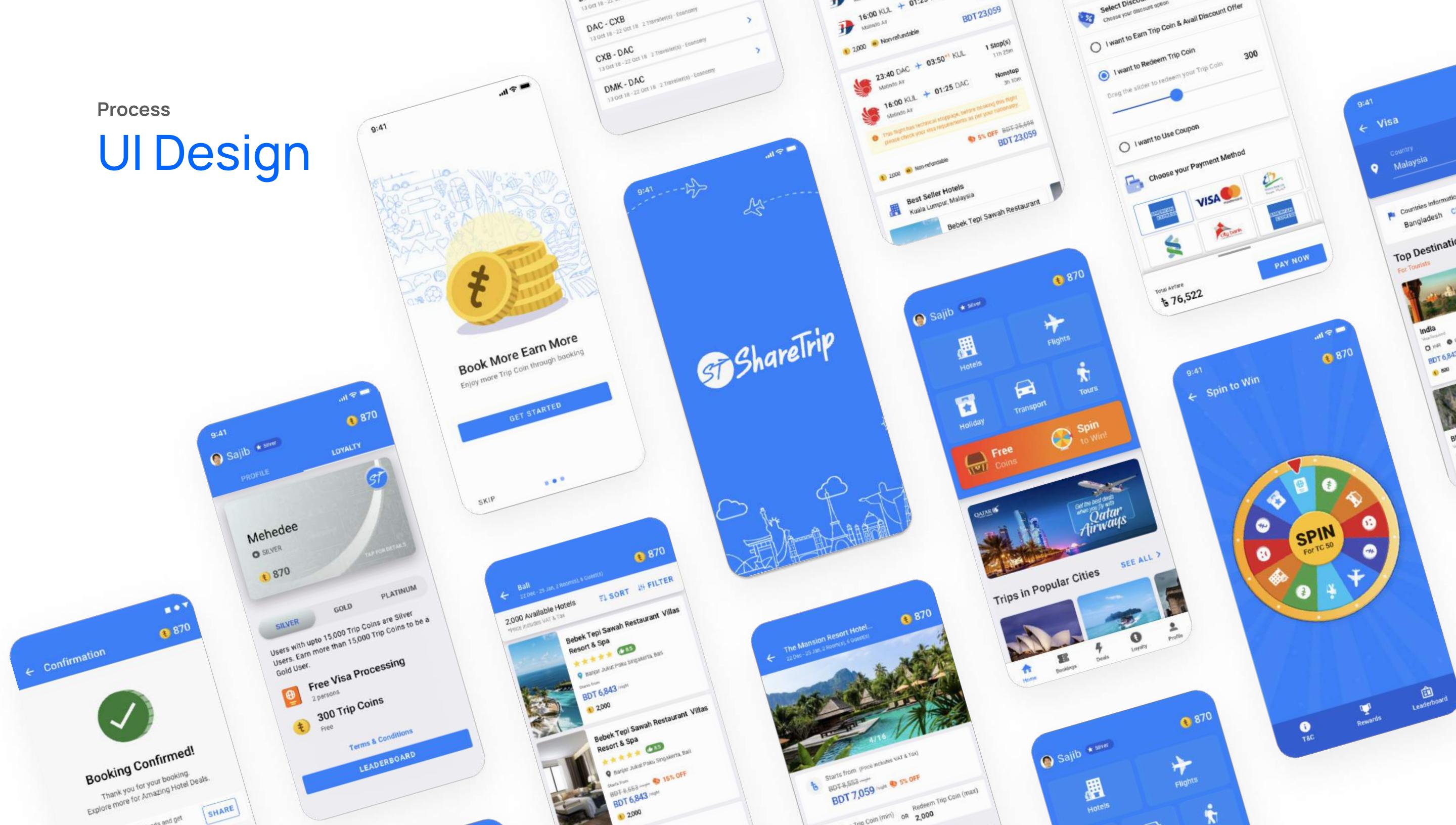
Design System

Before starting the UI design process we built clean, modern, and visual-focused brand style guidelines. We also built a highly customizable design system to create a design language through all the platforms. It helped us a lot in creating user-friendly, accessible, high fidelity designs.

The image displays a collection of wireframe and component library screens from a design system. On the left, there's a 'Logo' section with two variations of the 'ShareTrip' logo. Below it is a 'Typography' section showing a hierarchy of heading levels (Heading 1 to Heading 4) and paragraph styles. A large central area contains several component sections: 'App Bars – Top' (with three different top navigation bar designs), 'Bottom Navigation' (with a horizontal navigation bar), 'Button' (with standard and outlined button variants), 'Dropdown' (with a dropdown menu), 'Menu' (with a sidebar menu), and 'Input Field' (with various input field states like empty, disabled, and error). To the right, there are more sections: 'Input Field' (showing detailed state variations for text inputs), 'Option Btn' (showing a dropdown menu), 'Accordion' (showing a collapsed and expanded accordion item), and 'Cards' (showing a payment card and a passport upload section). The overall layout is clean and organized, demonstrating a comprehensive design system.

Process

UI Design



Process

Usability Testing

After applying UI elements to our wireframes, we created a high-fidelity prototype using Adobe XD.

We conducted three smaller in-person usability tests compared to the first round using new participants. The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks.

The participants were given the same tasks done on the first round of testing and given a new task of requesting a new quote from their travel experience.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.



Process

Refine

Our next steps would be to make revisions based on the second round of usability testing.

After making those revisions to the screens and prototype, we would continue to add some of the features laid out on the feature roadmap and conduct user testing again for the feedback.

The app design process is heading in the right direction and finding any way to make further improvements to the process and experience would only make it stronger in the end.



Process

Deploy

After refining the designs, we created deliverables for development hand over. Completing design and development to reach the users and get more feedback from them and also ready for the next continuous iteration.

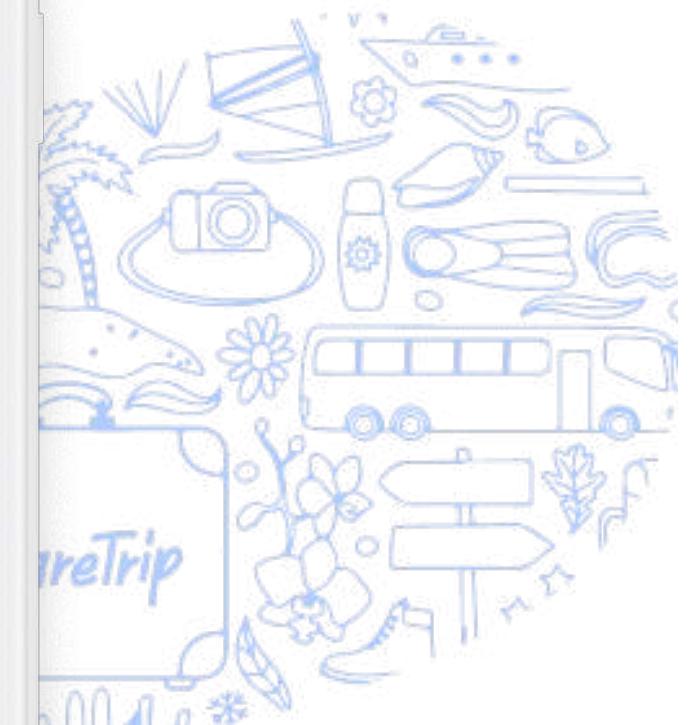
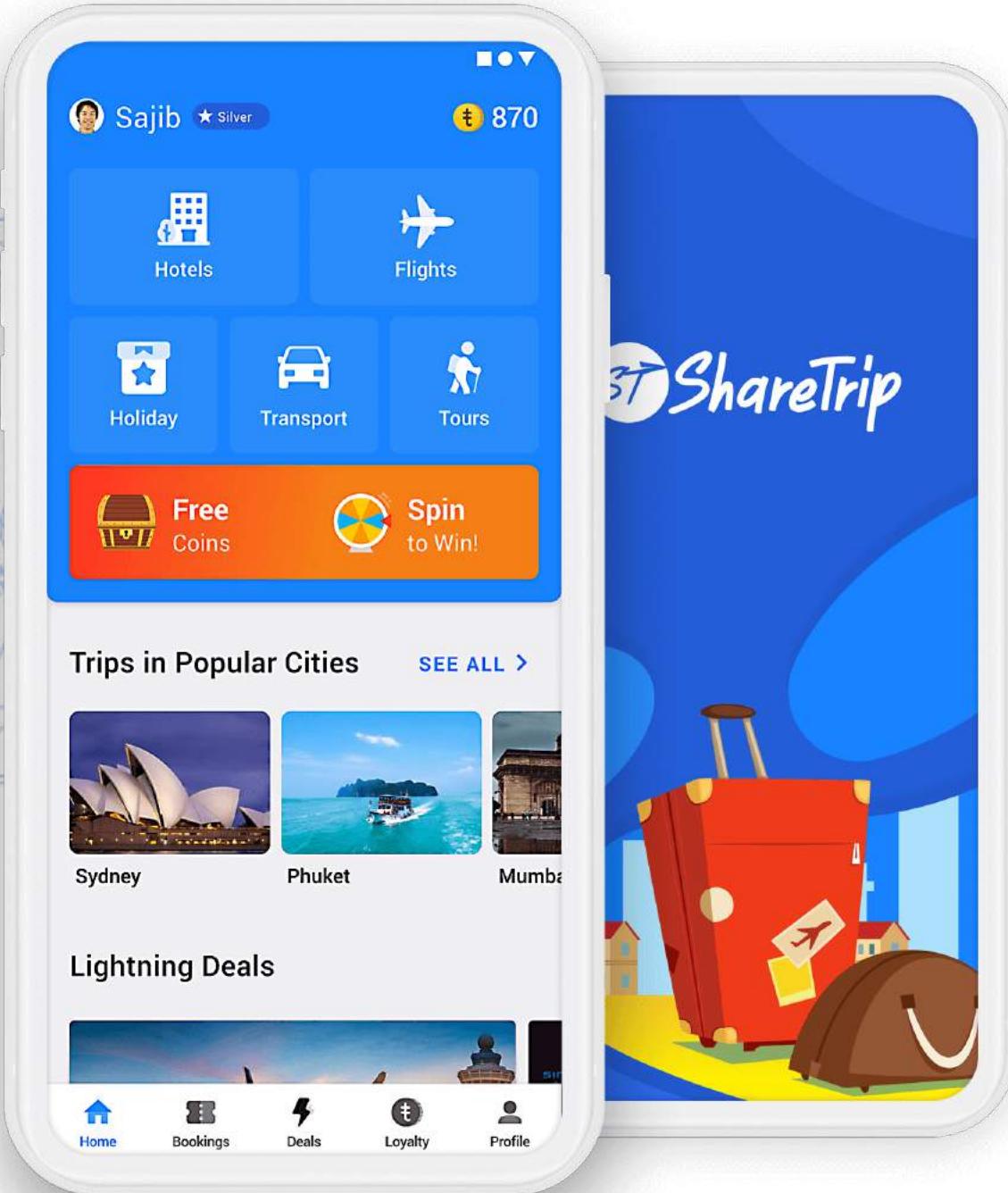


What I have Learned

Information architecture and how to fit everything within one product smoothly and in a consistent way was a challenge. I've experienced how to design a product and its life cycle and creating a well-functioning app from scratch. I've mastered digging into people's consumer minds. Acted with Feature Priority, Segmentation, Profiling, Communication and Product Test, etc.

- I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing.
- I would try to take the time and location of my sessions as convenient as possible for my potential participants.







Truck Lagbe

**KYS (Know Your Suppliers)
ID Verification**

Introduction

Truck Lagbe is the largest and pioneer in truck & pickup rental service provider in Bangladesh. It ensures seamless supply as competition increases in this vertical, which is inevitable as the industry grows and digitization accelerates.

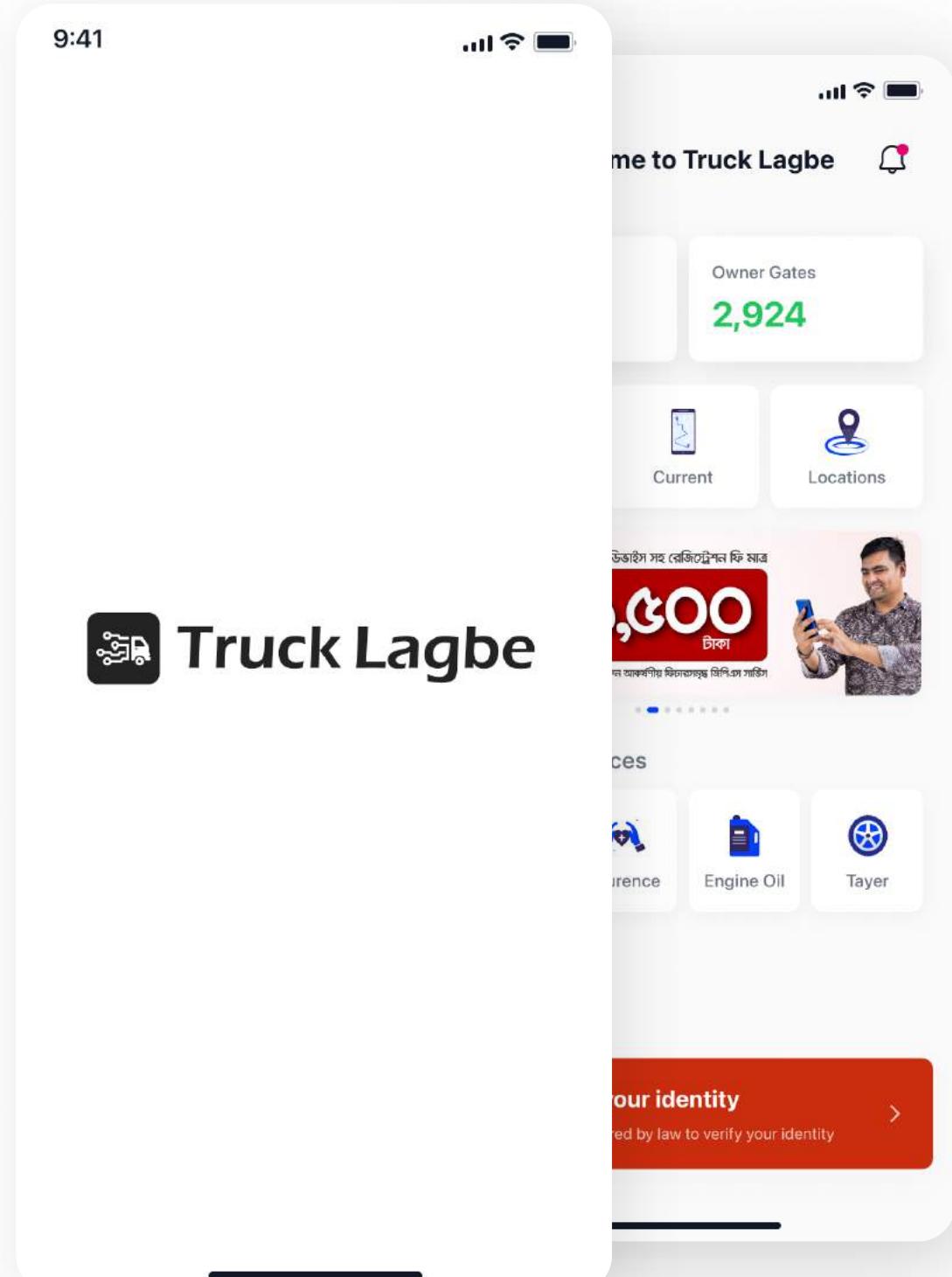
Truck Lagbe is a technology platform optimising how Bangladesh books truck. It connects businesses and customers to the right drivers and fleet owners for their hauling needs.



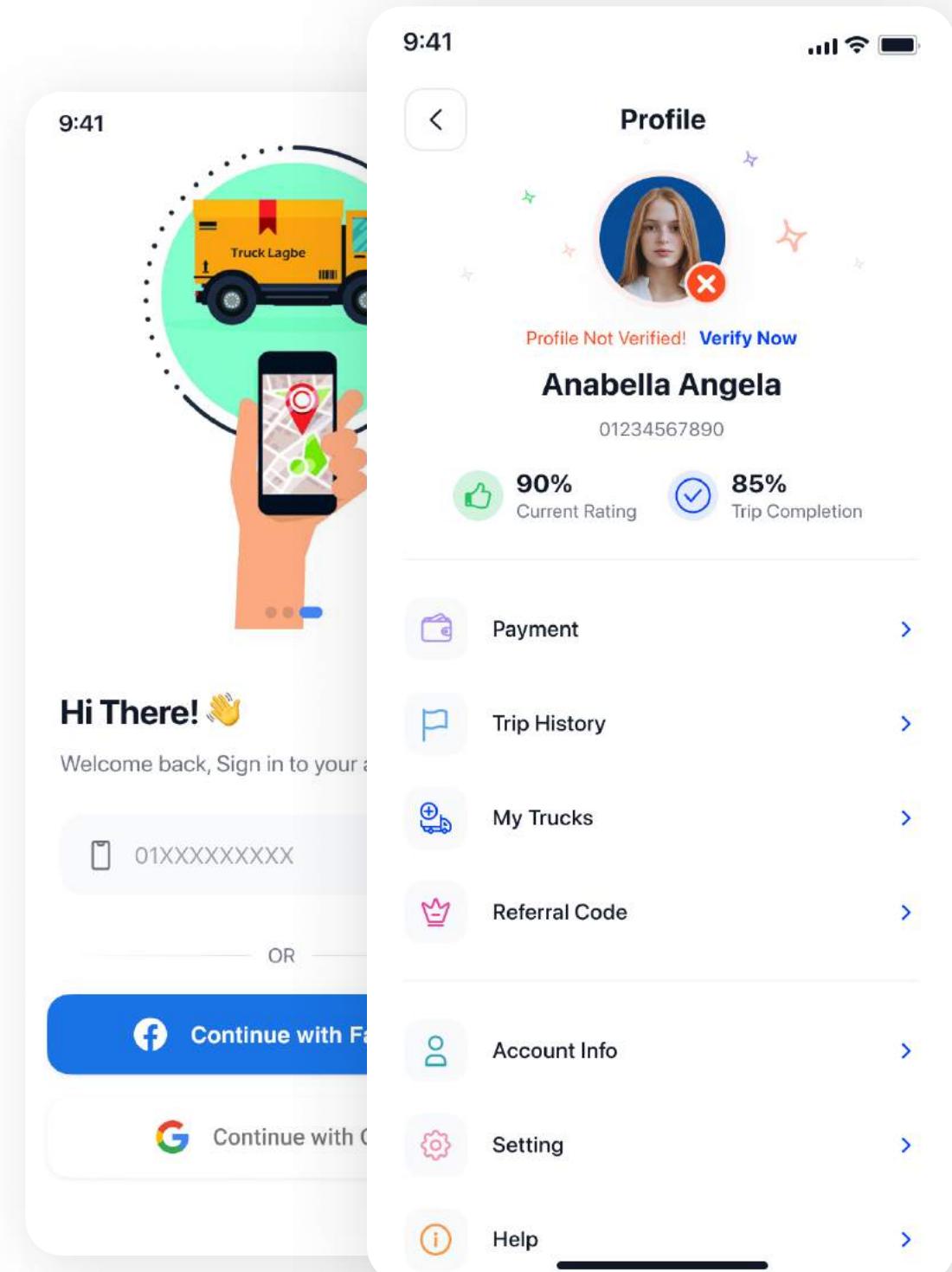
Problem

Truck Lagbe is always concerned about its customers. To gain their trust and be their moving partner, We have faced some difficulties.

- As we were facing some operational difficulties verifying our delivery partners (truck owners, truck drivers, collaborators, transport agencies).
- It's very common in trucking industry that truck drivers spend most of their time in trips, moving and busy.
- It is very challenging to get them in optimum places.
- Also asking user to come at TL Services Points can't be a feasible solution and our wild guess we'll only get 5-8% users' information.



- It is also hard for TL employees to reach them personally. It is not efficient and also time consuming.
- Sometimes we get documents from users through courier delivery service. But in that case we're failing to verify the user in person.
- In some cases users don't have the required document with them.
- The trip Completion Rate (CR) is getting more challenging to control and the fraudulent cases are restricting our growth.

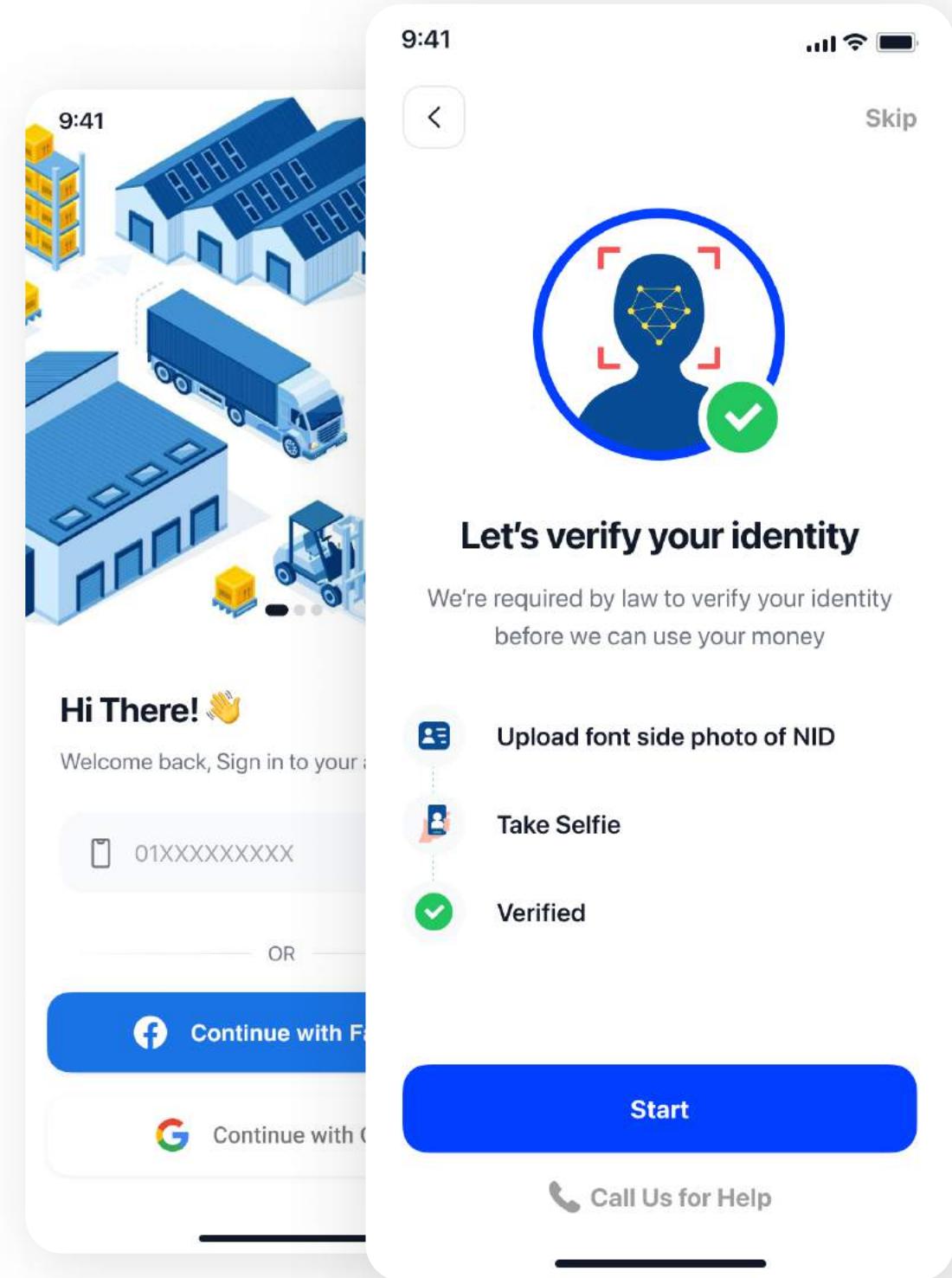


Approach

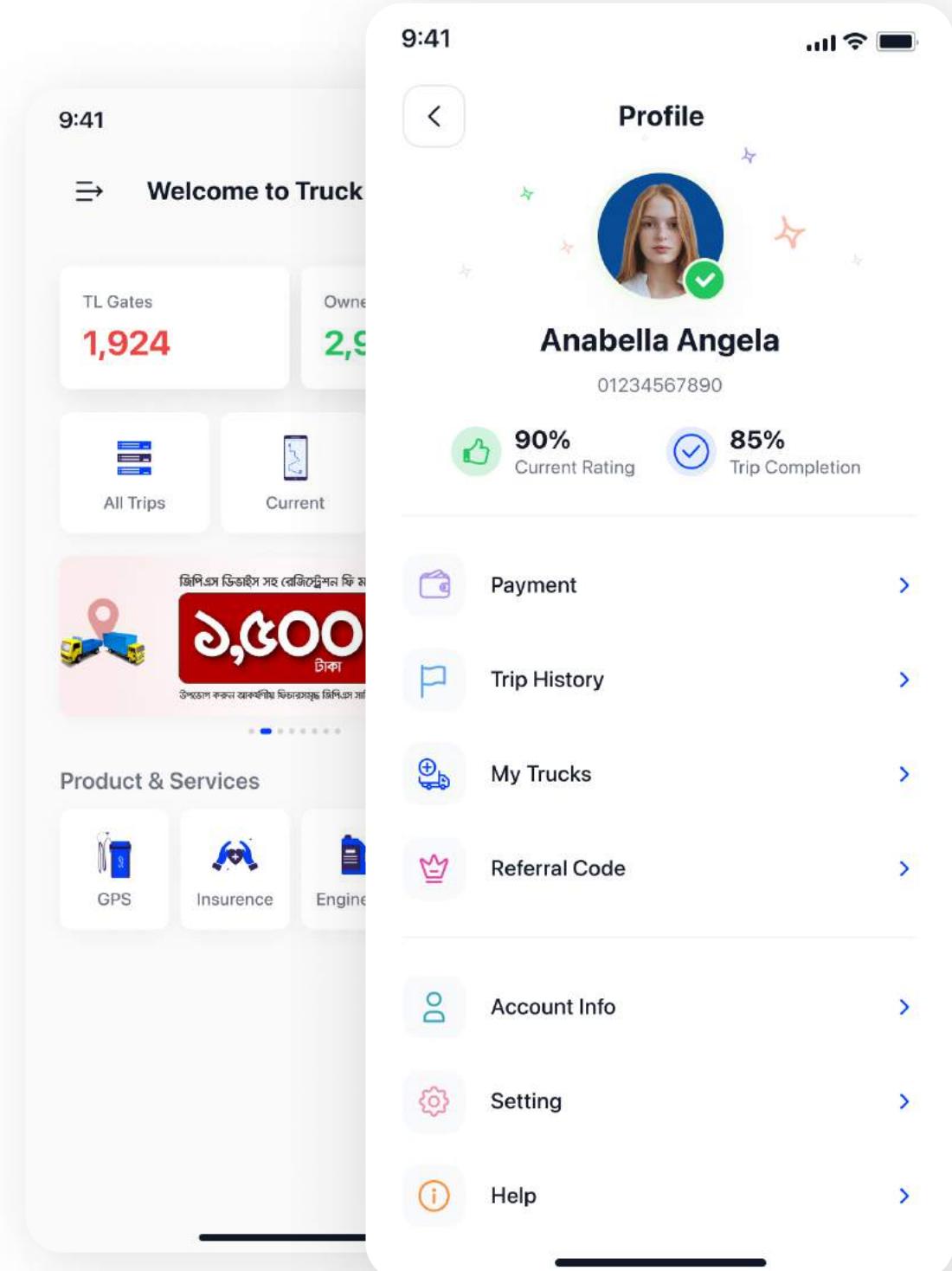
Thinking to the future, we wanted to create a system that simple, easy to use, functional and scalable solution to address the problems.

Our goal was to seamlessly display the experience if necessary, then guide the user back into the flow they originally were in. By collaborating closely as a team we were able to provide fallback solutions to our users.

- Truck Lagbe introduced KYS (Know Your Suppliers) programme. In this programme Truck Lagbe will comply with their supply partners.
- Ensuring the in person verification process we have to implement OCR (Optical character recognition) and WebRTC (real-time communications).

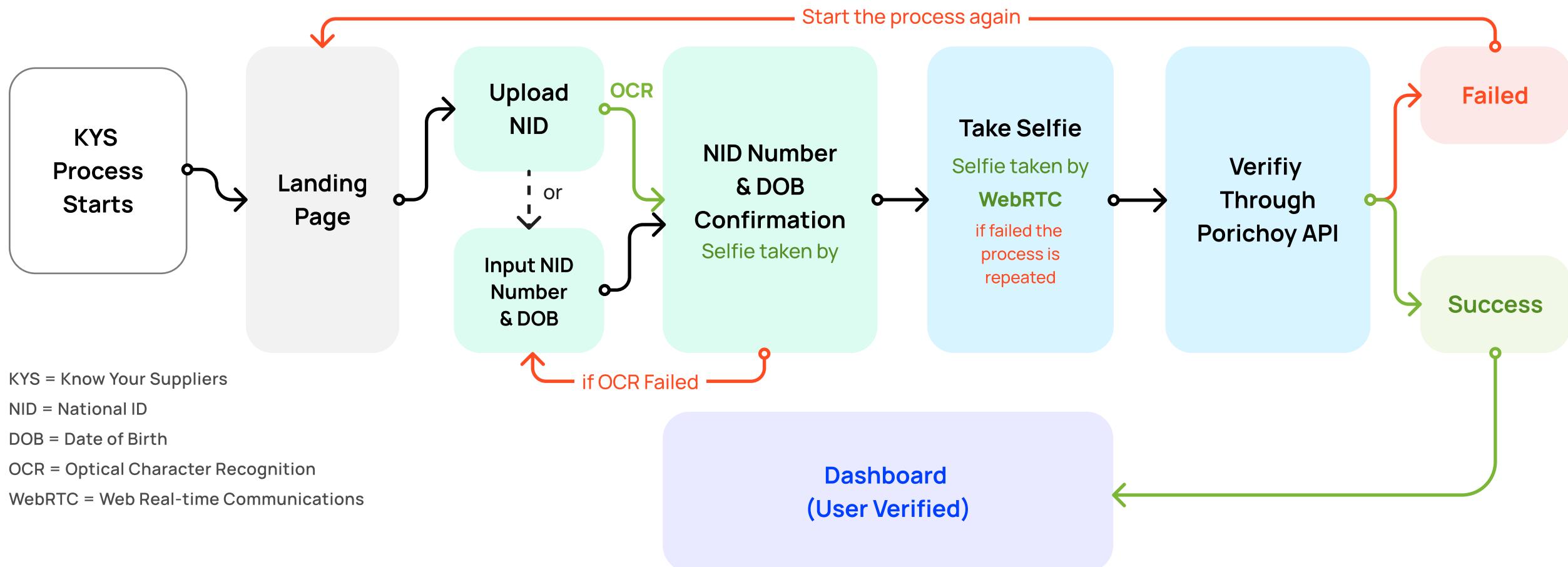


- OCR is implemented to collect the data from image
- Web RTC is a tool to develop video liveness ID verification SDK (software development kit)
- To verify the supply partners we'll use an API service from Porichoy.com (a government service to verify National ID).
- It is our concern to keep our customer happy.



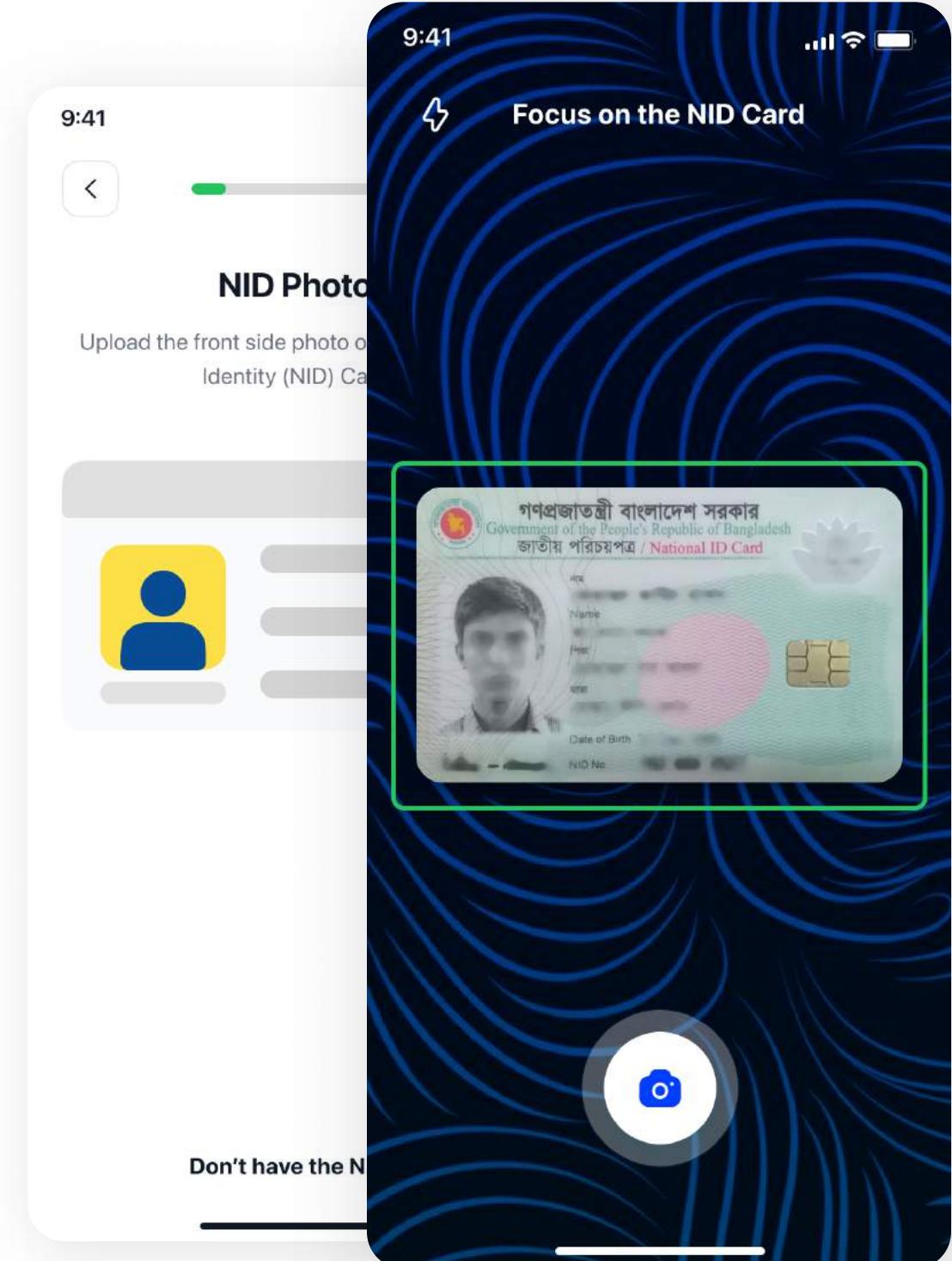
The KYS Process

We'll use a 3rd party Bangladesh Goverment authorised service through out the process.



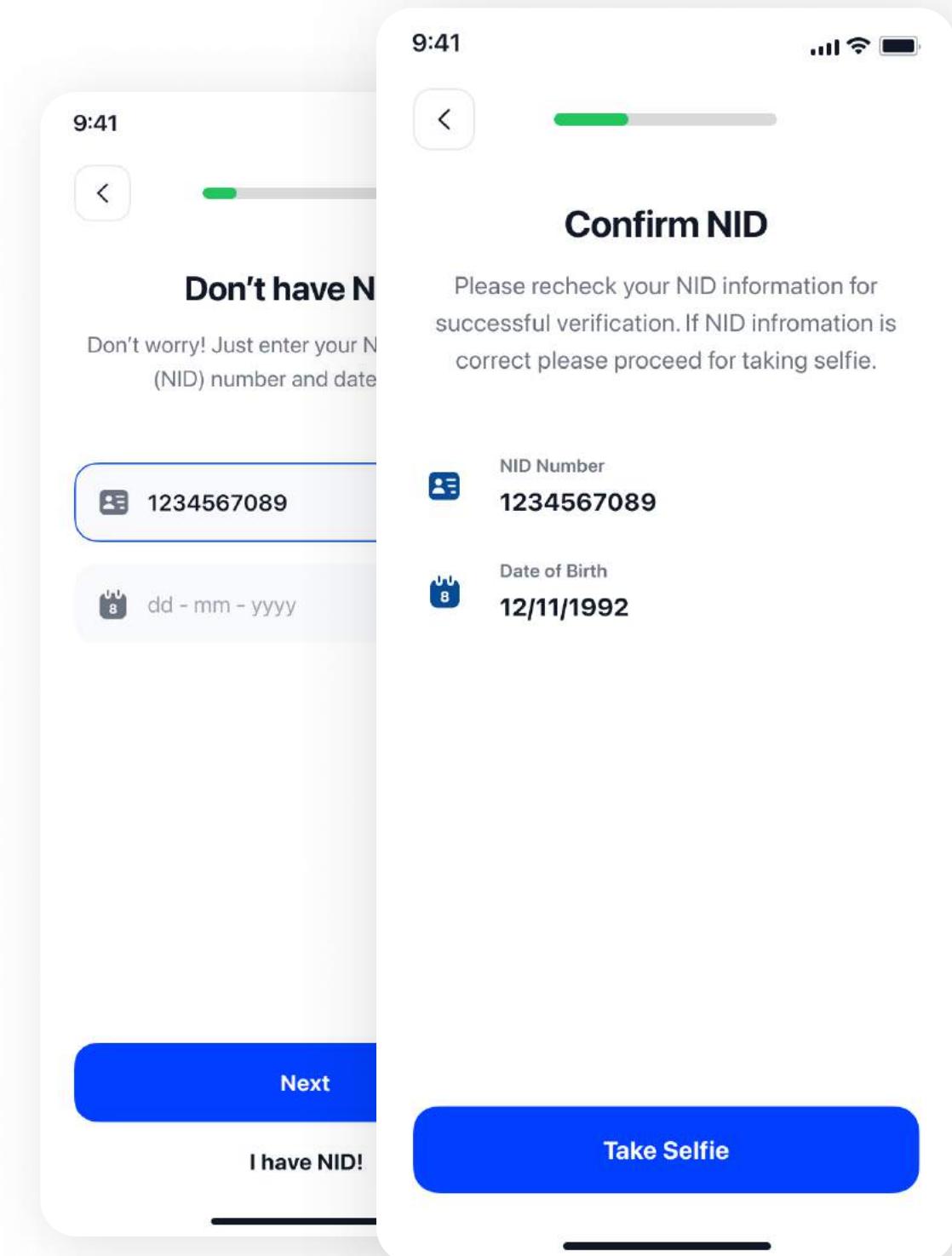
Method 1: Document Scan

The process of collecting and validating a National ID, we asked our driver to upload a photo of NID Front side. We provided an interface for taking a photo, OCR will help us to collect necessary data from it. Then WebRTC will help us to capture the selfie and validate the information from Porichoy API. If the document is valid user gets verified instantly.



Method 2: Document Information Entry

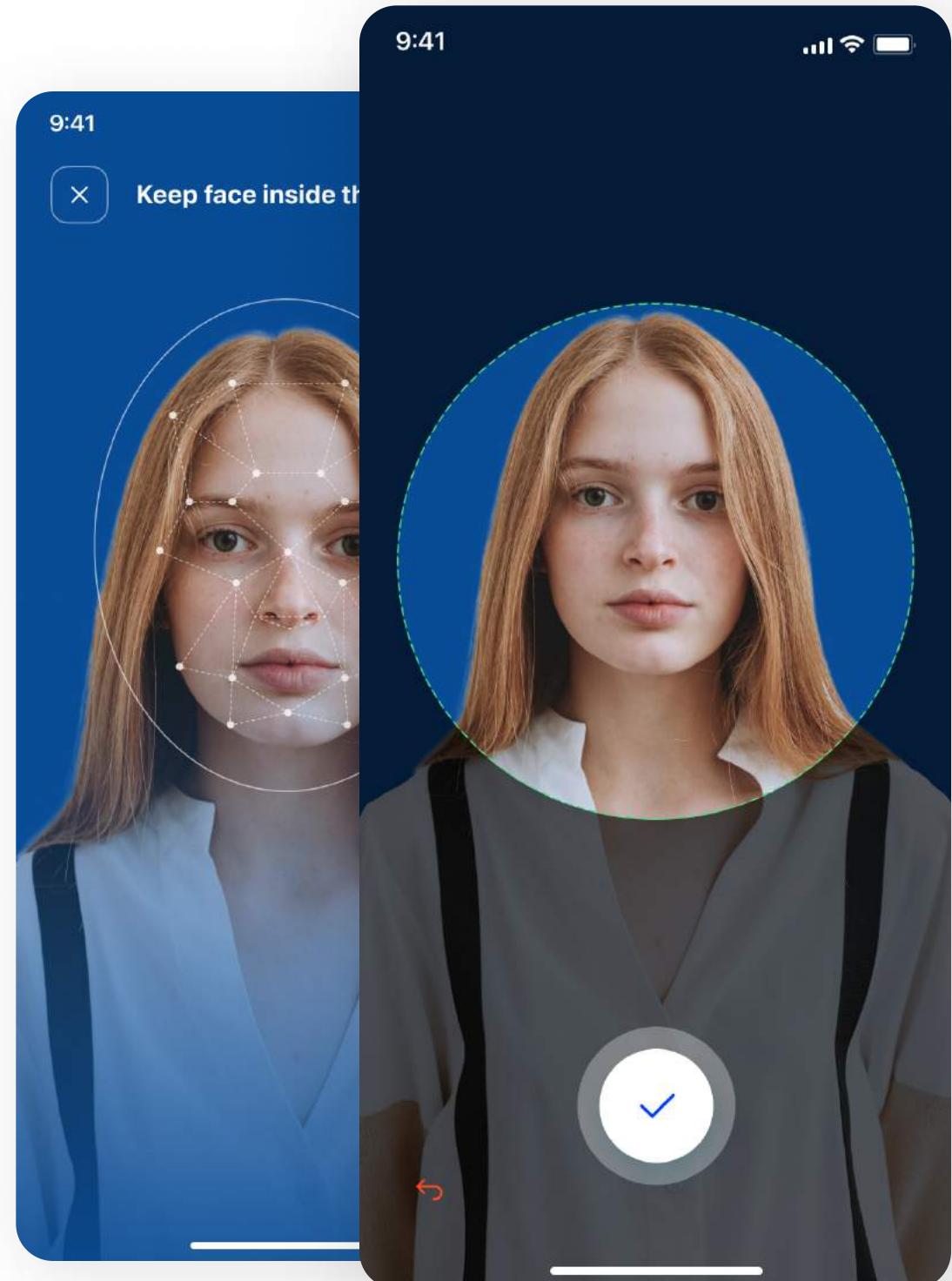
Sometimes the users don't have the National ID physically. We provided an interface for entering National ID information and then WebRTC will help them to take the selfie and validate the information from Porichoy API. If the document is valid user gets verified instantly.



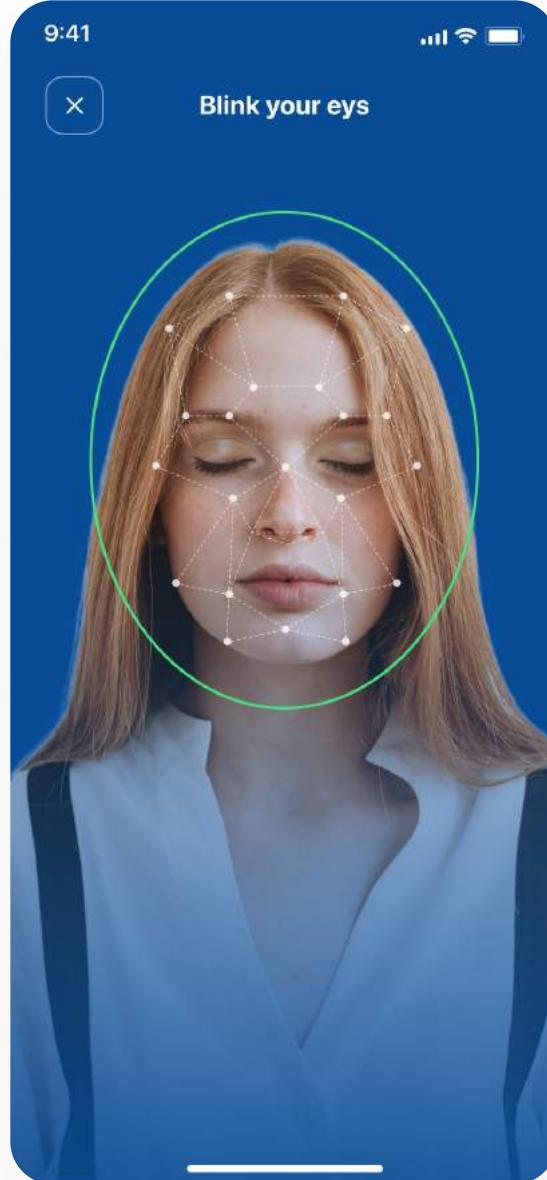
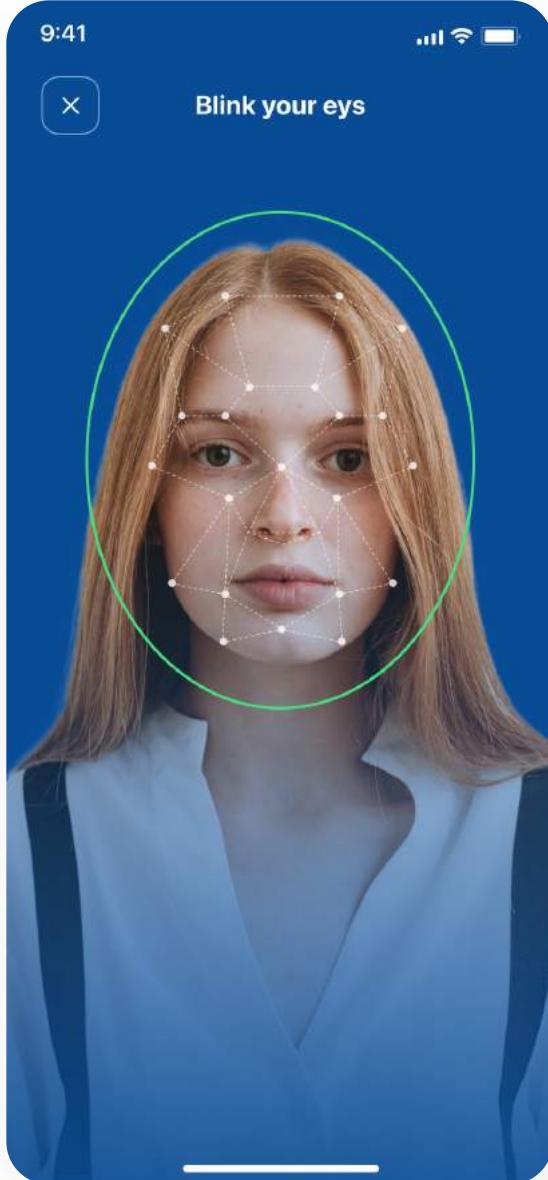
WebRTC for Taking Selfie

Our first use of WebRTC was designing for a Real-time selfie capturing feature.

- We removed the ability to upload a selfie and replaced it with a video stream of a devices camera view, we could now get people to capture a selfie from the video stream.
- This feature was starting to get us closer to the native SDK experience, but we still knew we needed to be able to video record the stream to make fraud attempts harder.

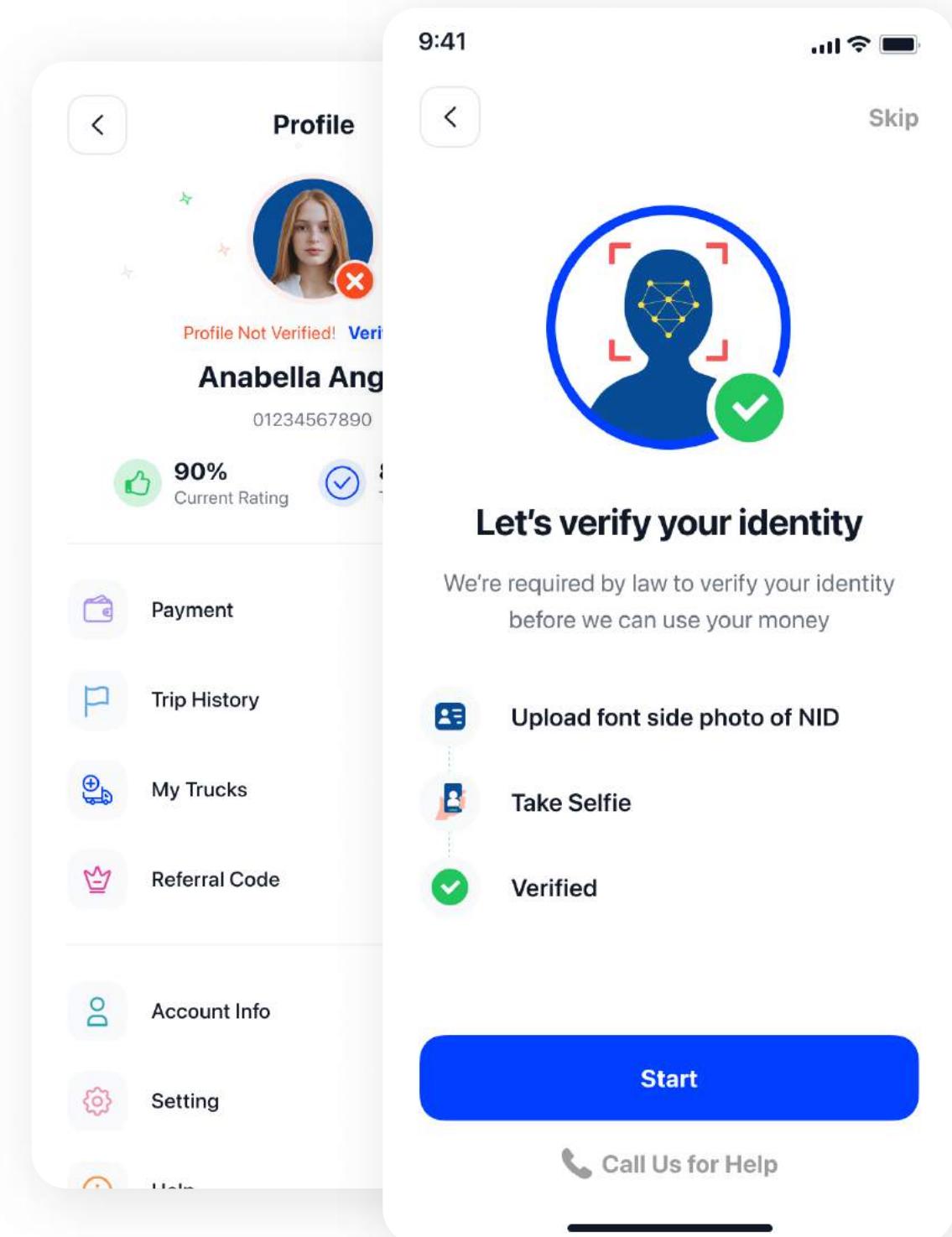


WebRTC for Taking Selfie



Method 3: Contact with Support

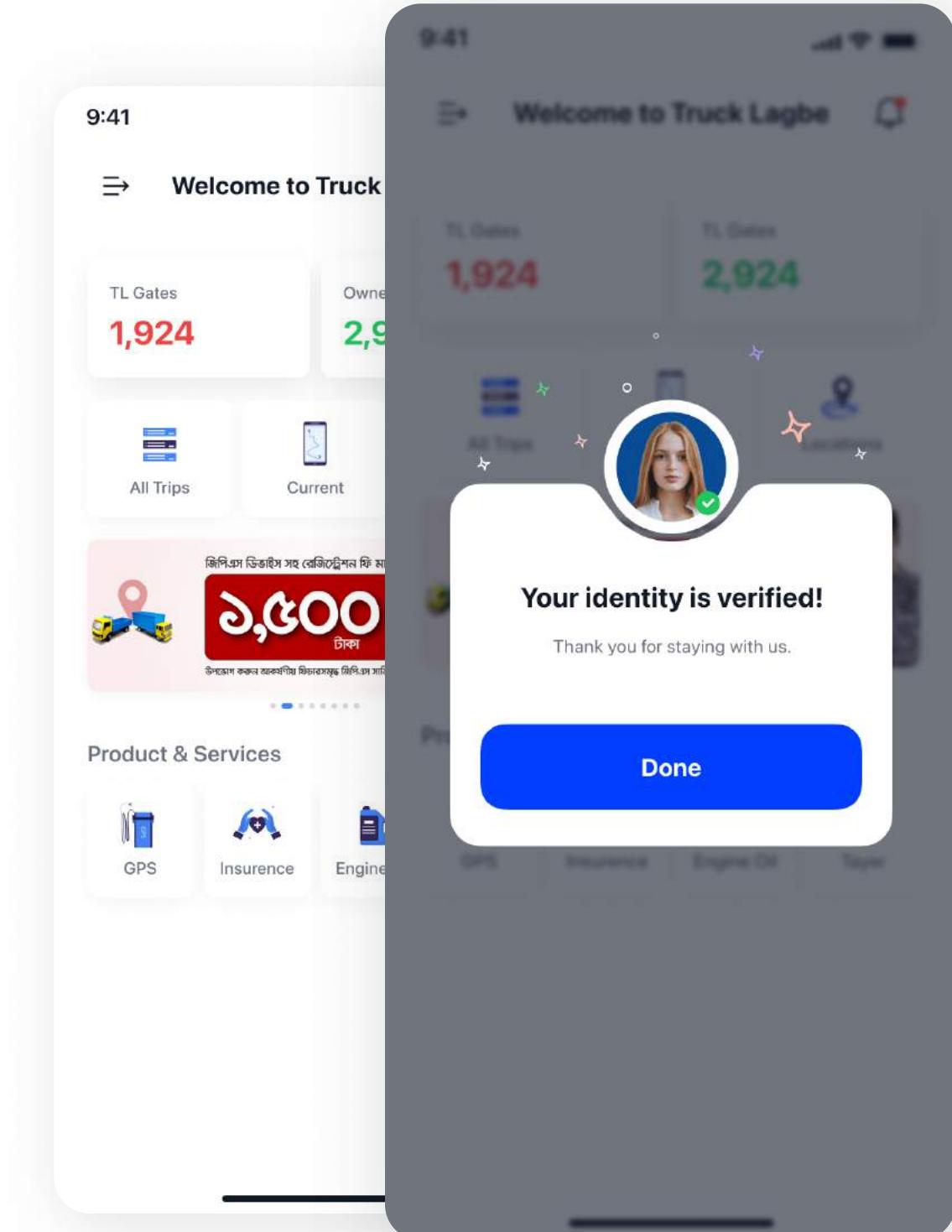
If the users don't have NID or access to internet, they can visit TL Points to verify them manually. They can also call our TL Helpline personalise help.

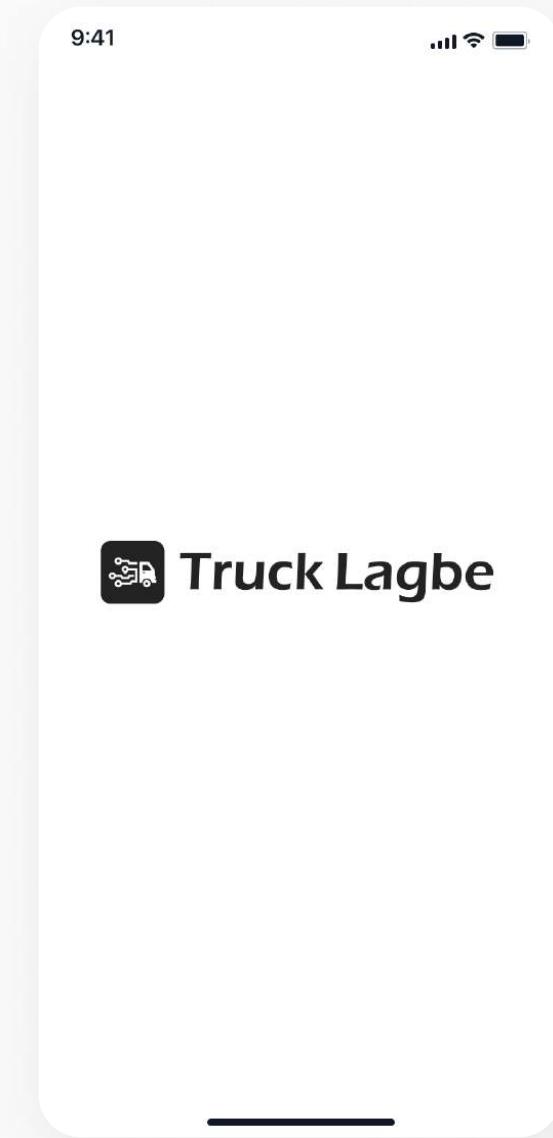


Identity Verified!

After following the KYS process, we have verified our valued supply partners. We followed the compliance rules of Bangladesh Government. It helps to gain not only our customers trust, as well as make our service more compliant. It also attract more investors.

- KYS Programme helps us to **automate the verification process** and make more **efficient our operations**.
- We've automatically re-verified around **70% of our existing supply partners**.
- The fraudulent cases **reduced to around 30%**.
- The trip Completion Rate (CR) **increased by 35%** .

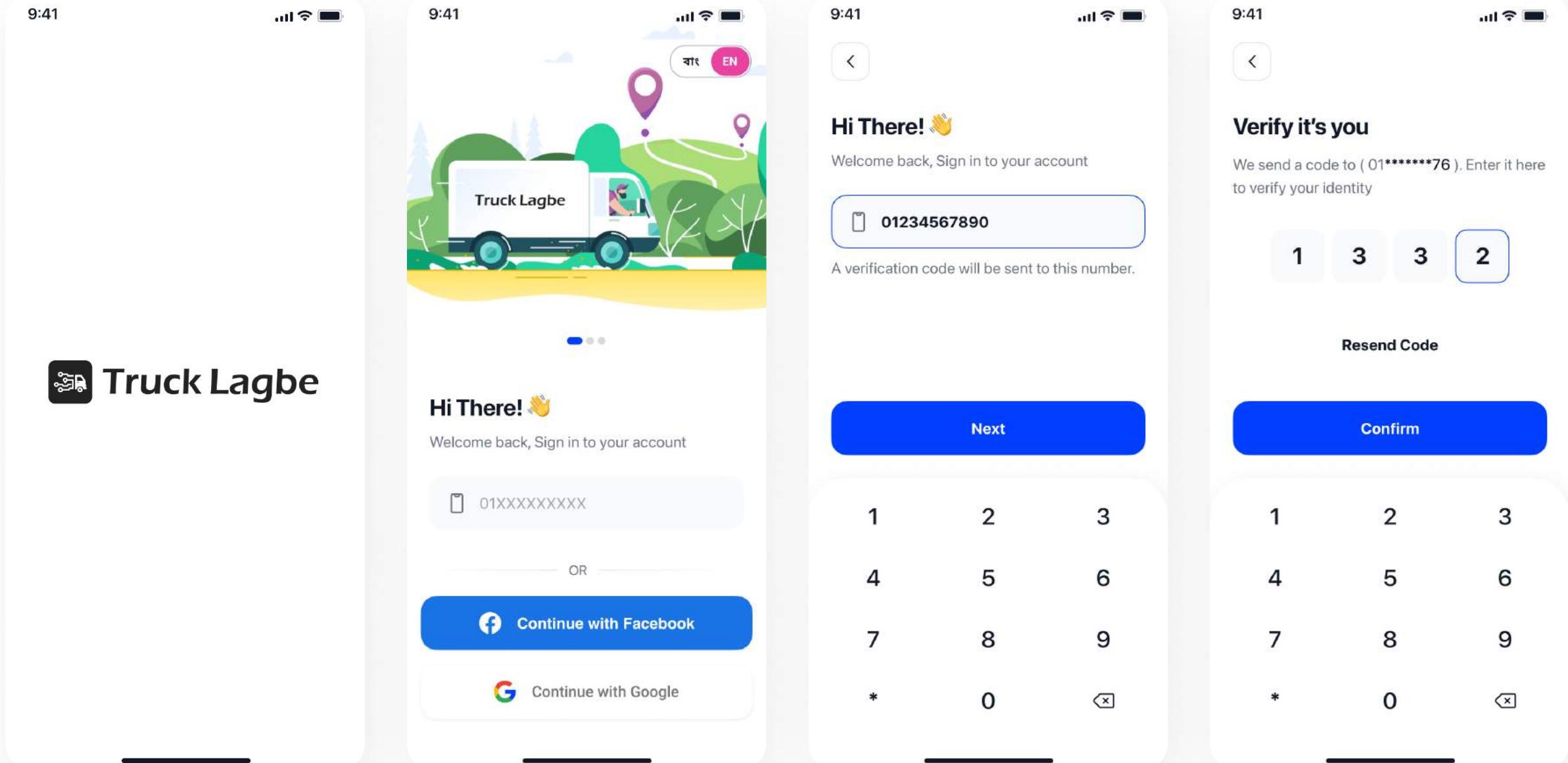




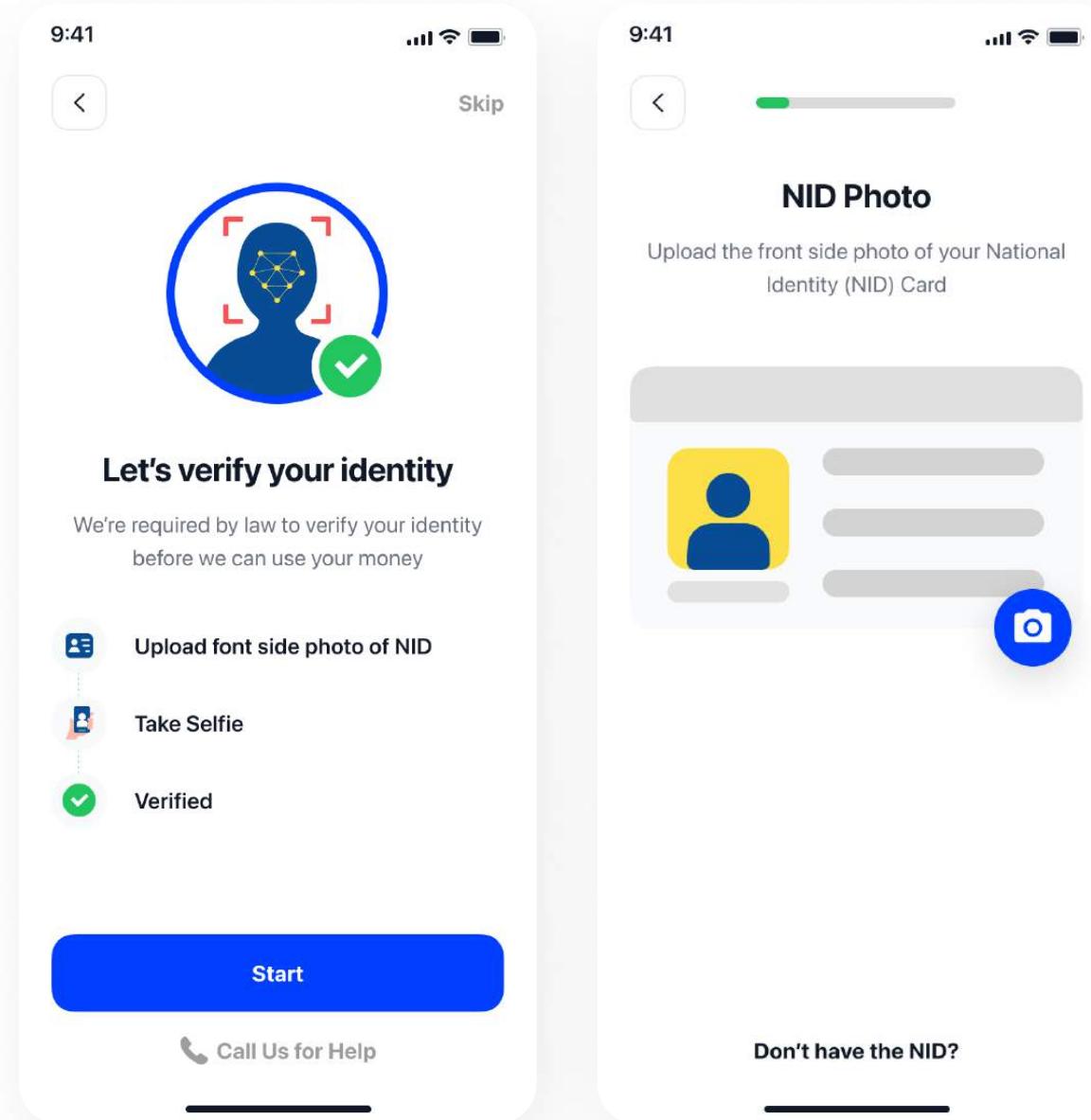
Design Prototype

[Click Here](#)

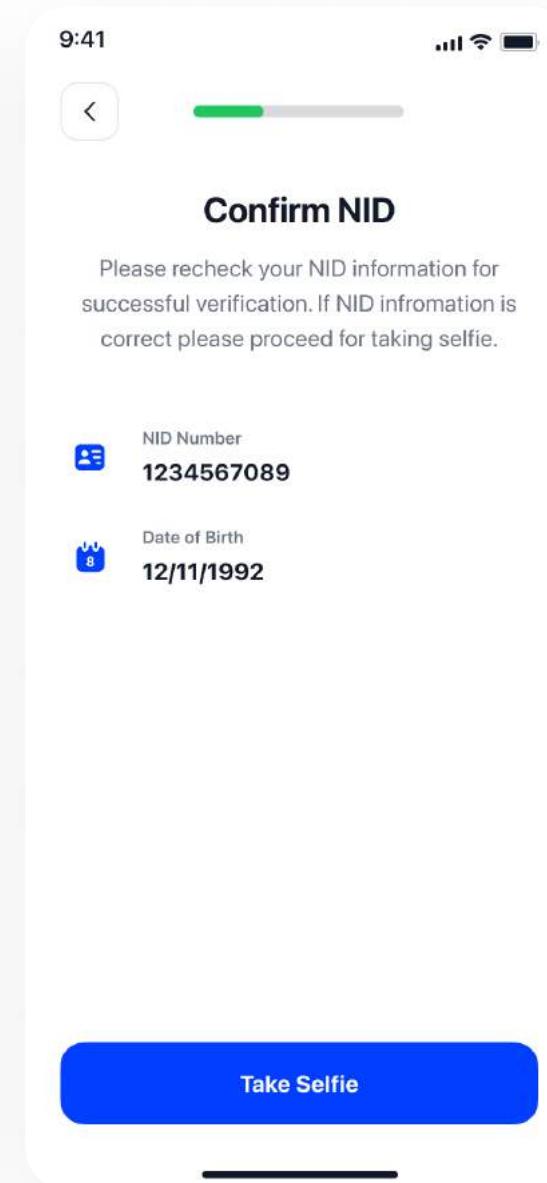
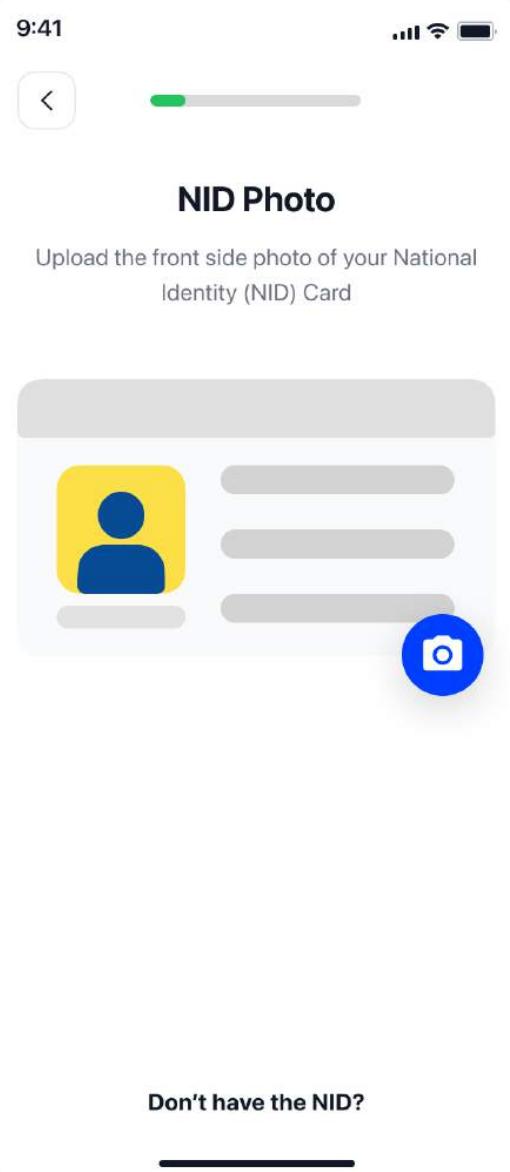
User Interface (login)



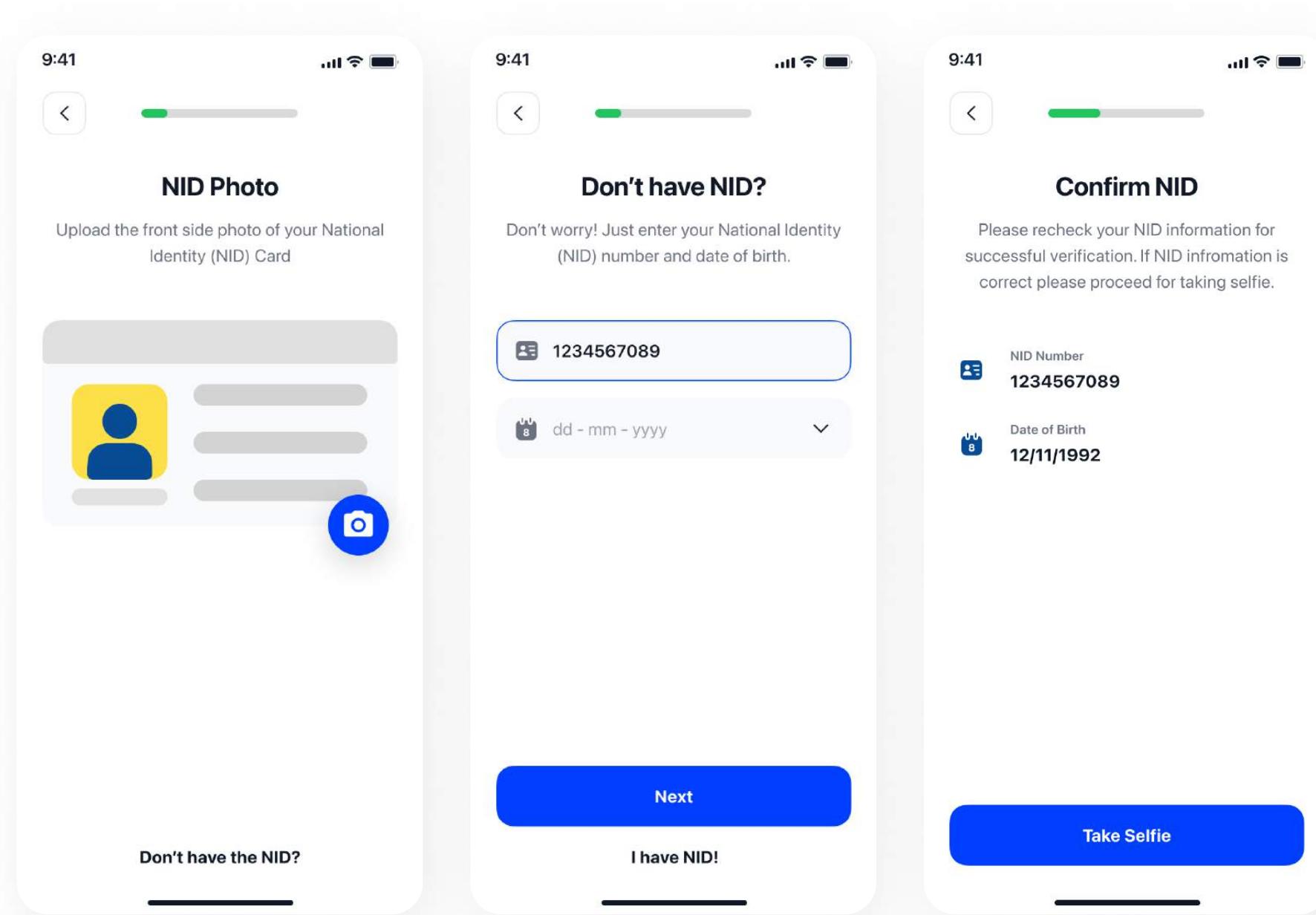
User Interface (Verification Process)



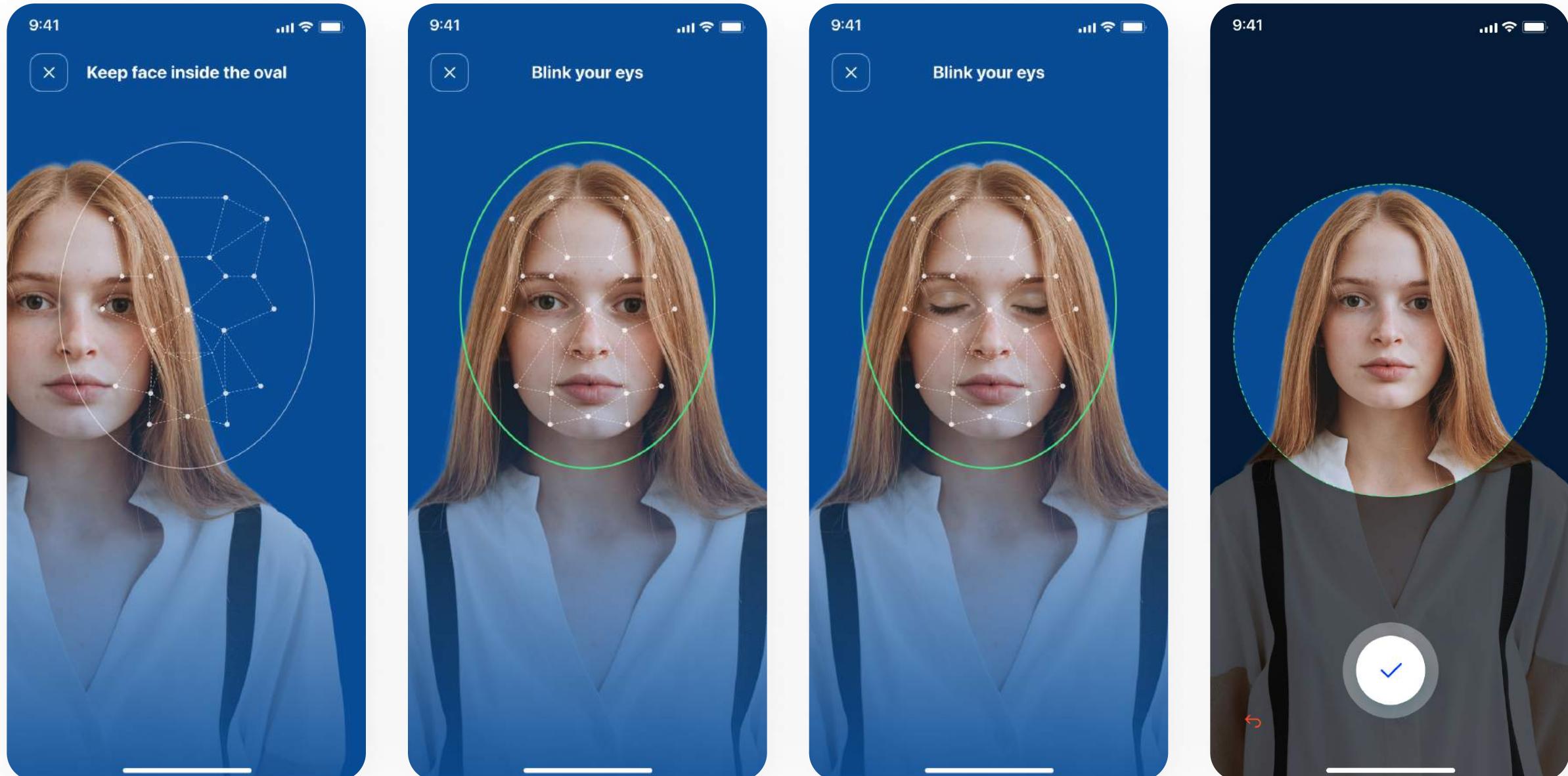
User Interface (Verification: Upload NID)



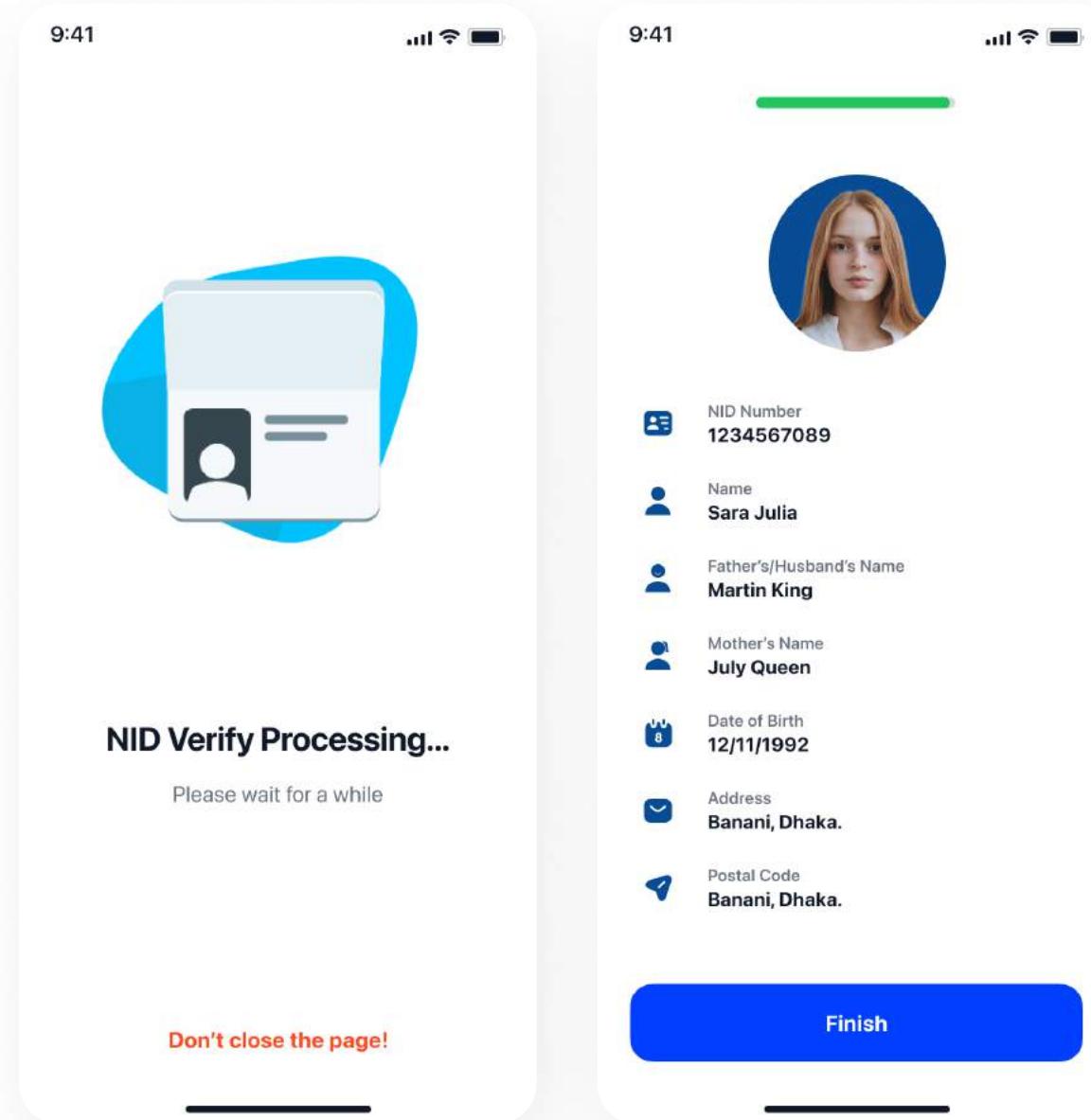
User Interface (Verification: Entry NID Info)



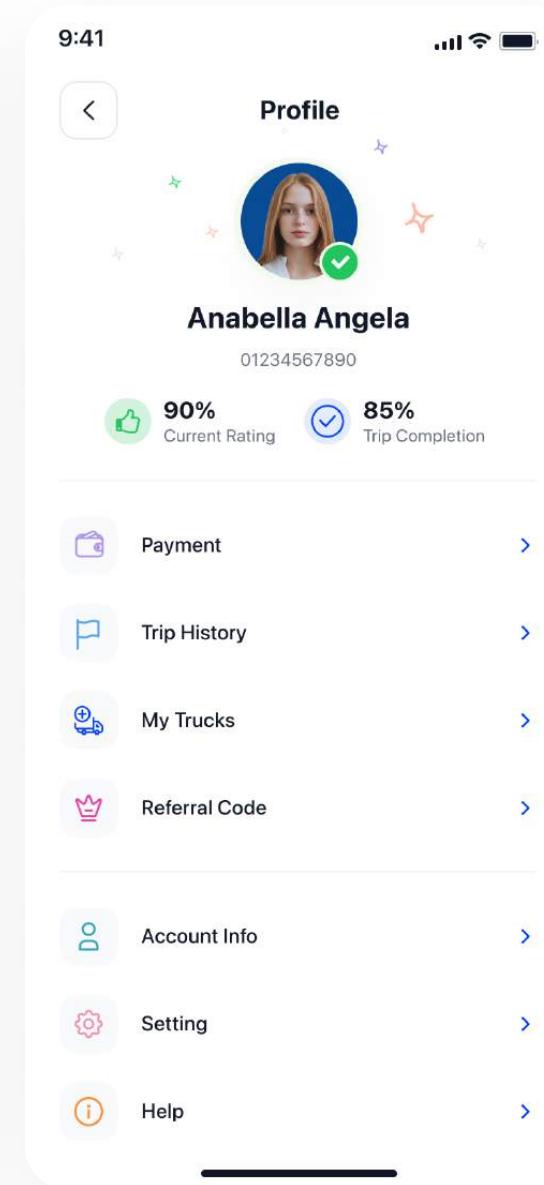
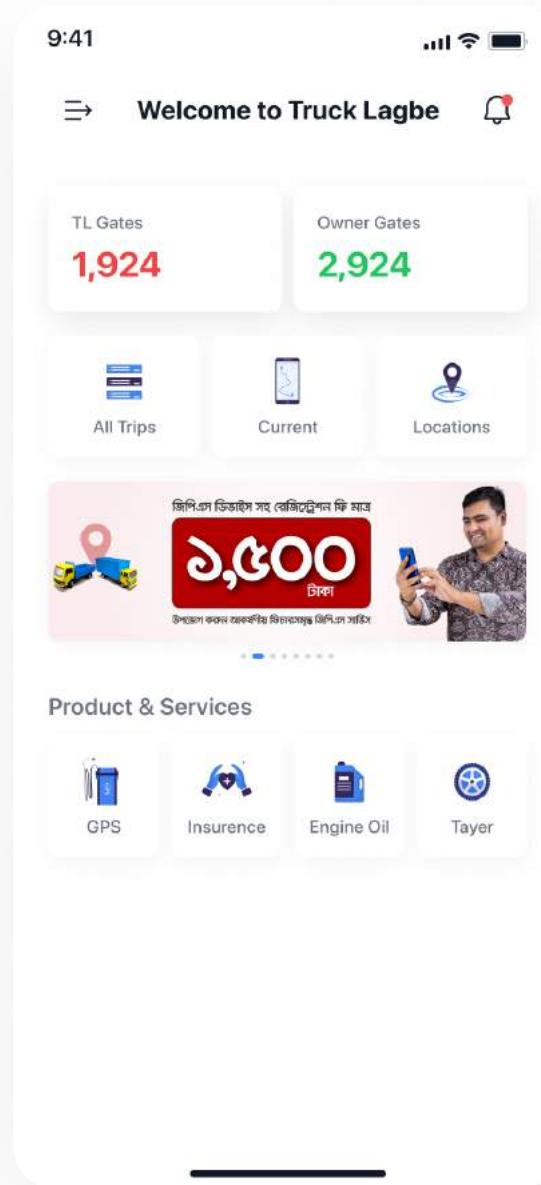
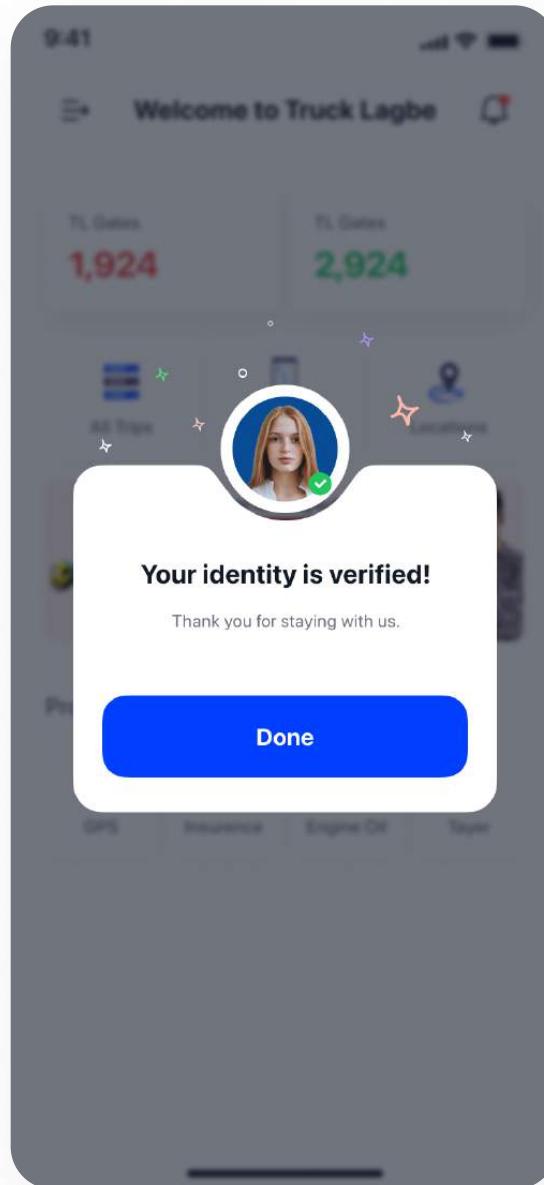
User Interface (Verification: Taking Selfie)



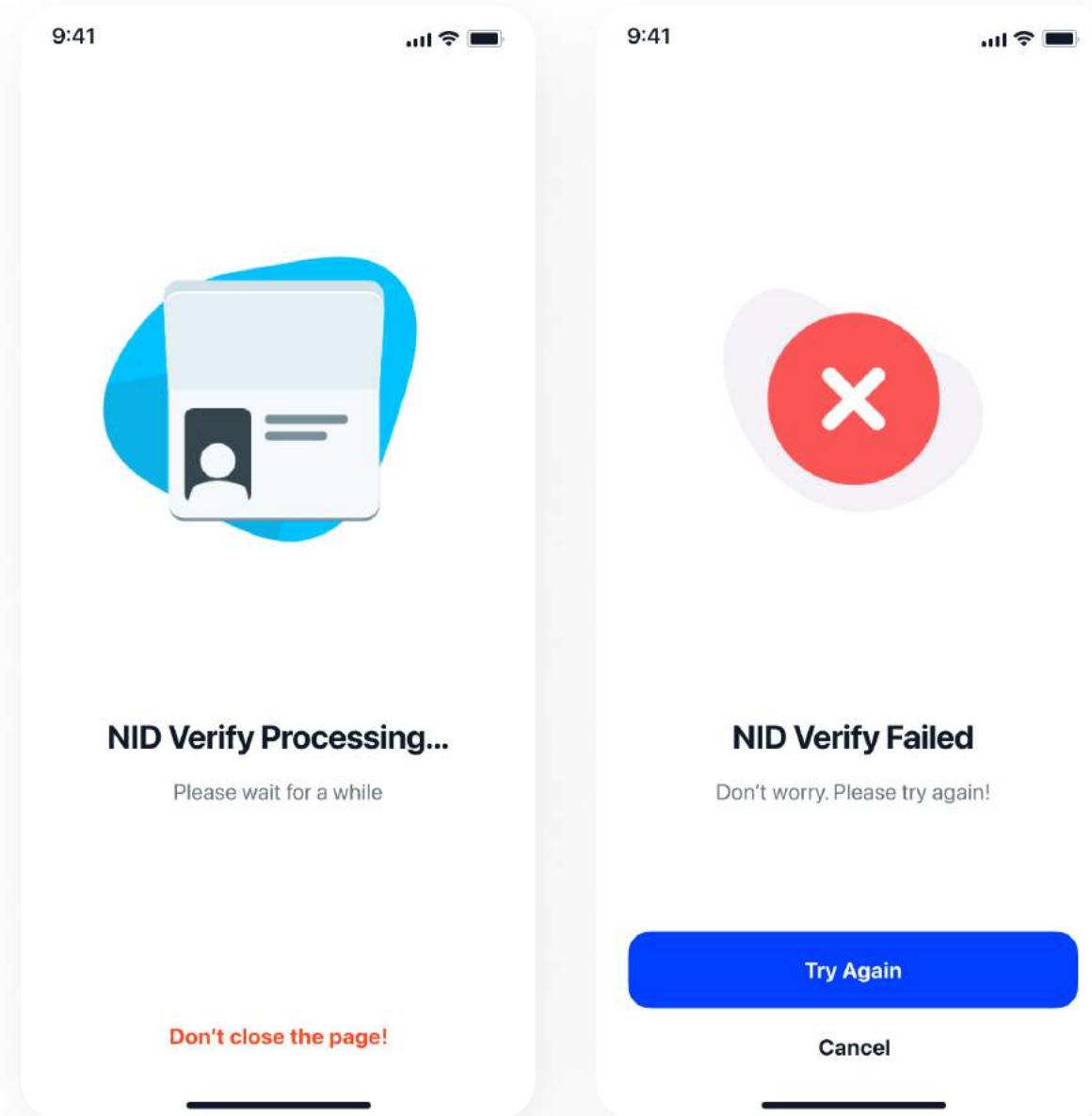
User Interface (Verification: Matching Info)



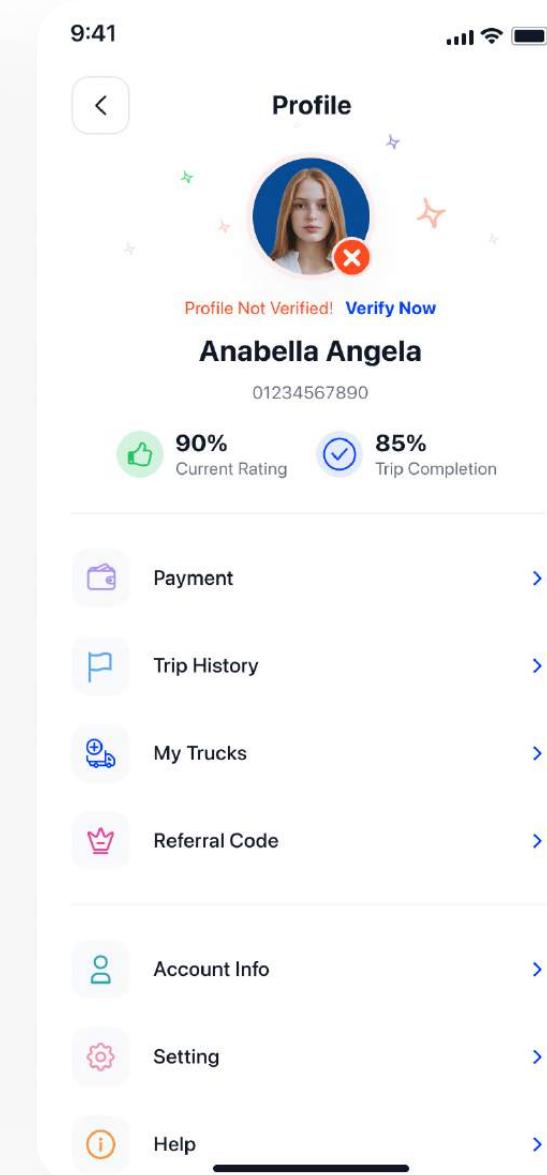
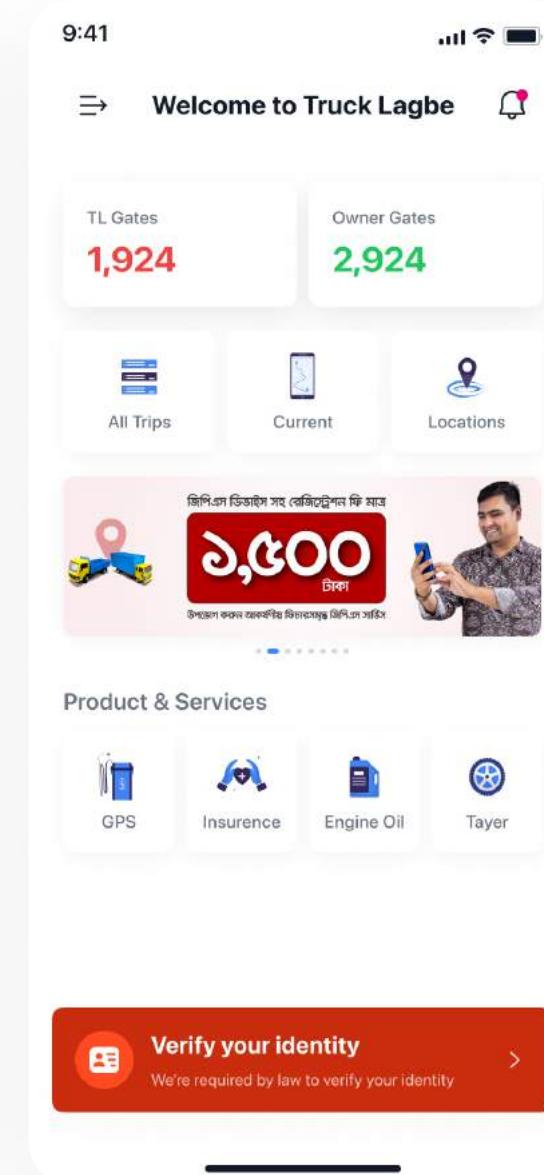
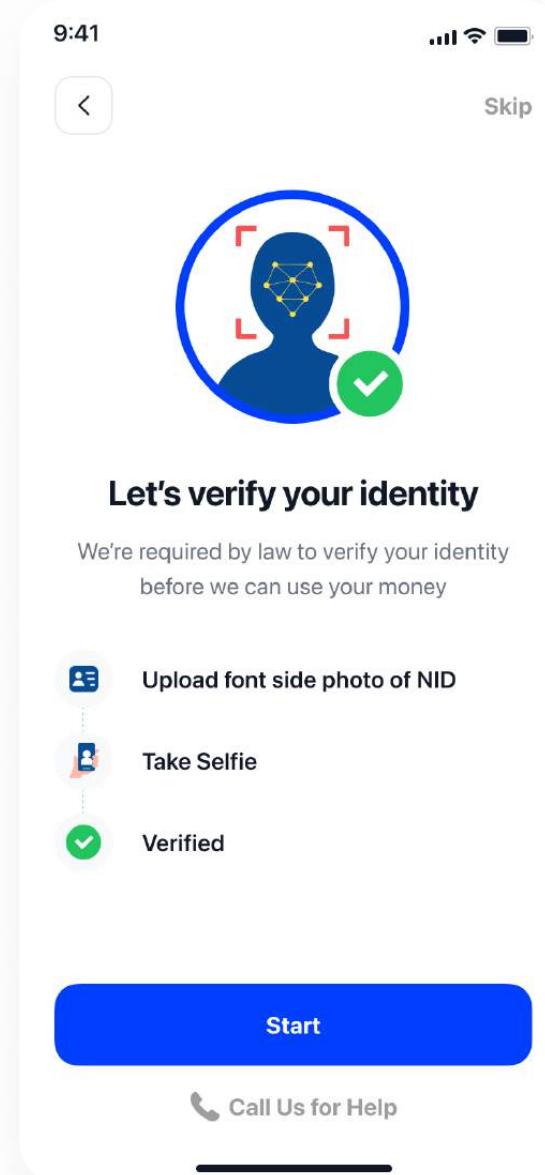
User Interface (Verification: Successful)



User Interface (Verification: Failed)



User Interface (skipped/ existing user)



Thank you

Feel free to reach me

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