



I'm **Anamoul Rouf**

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About Me

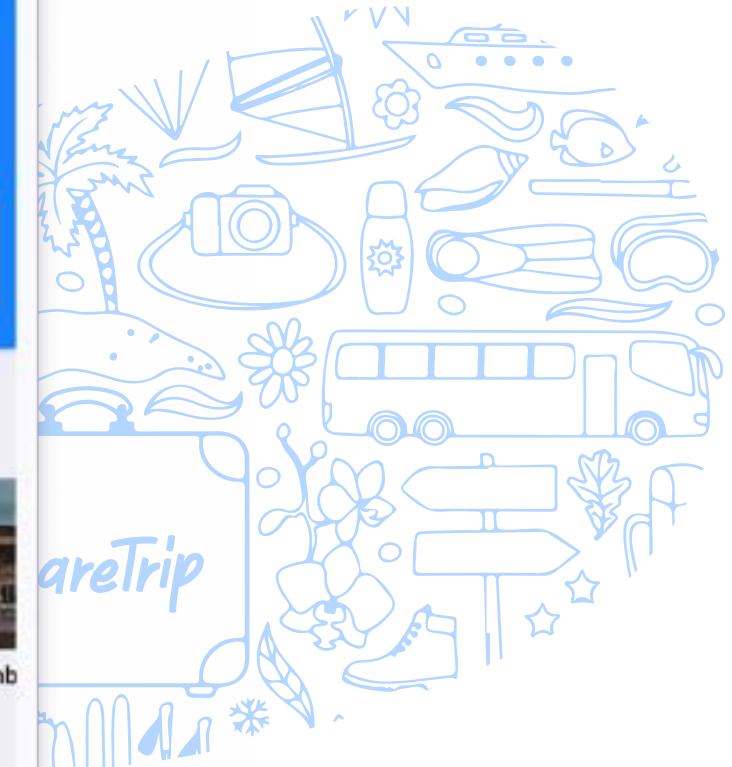
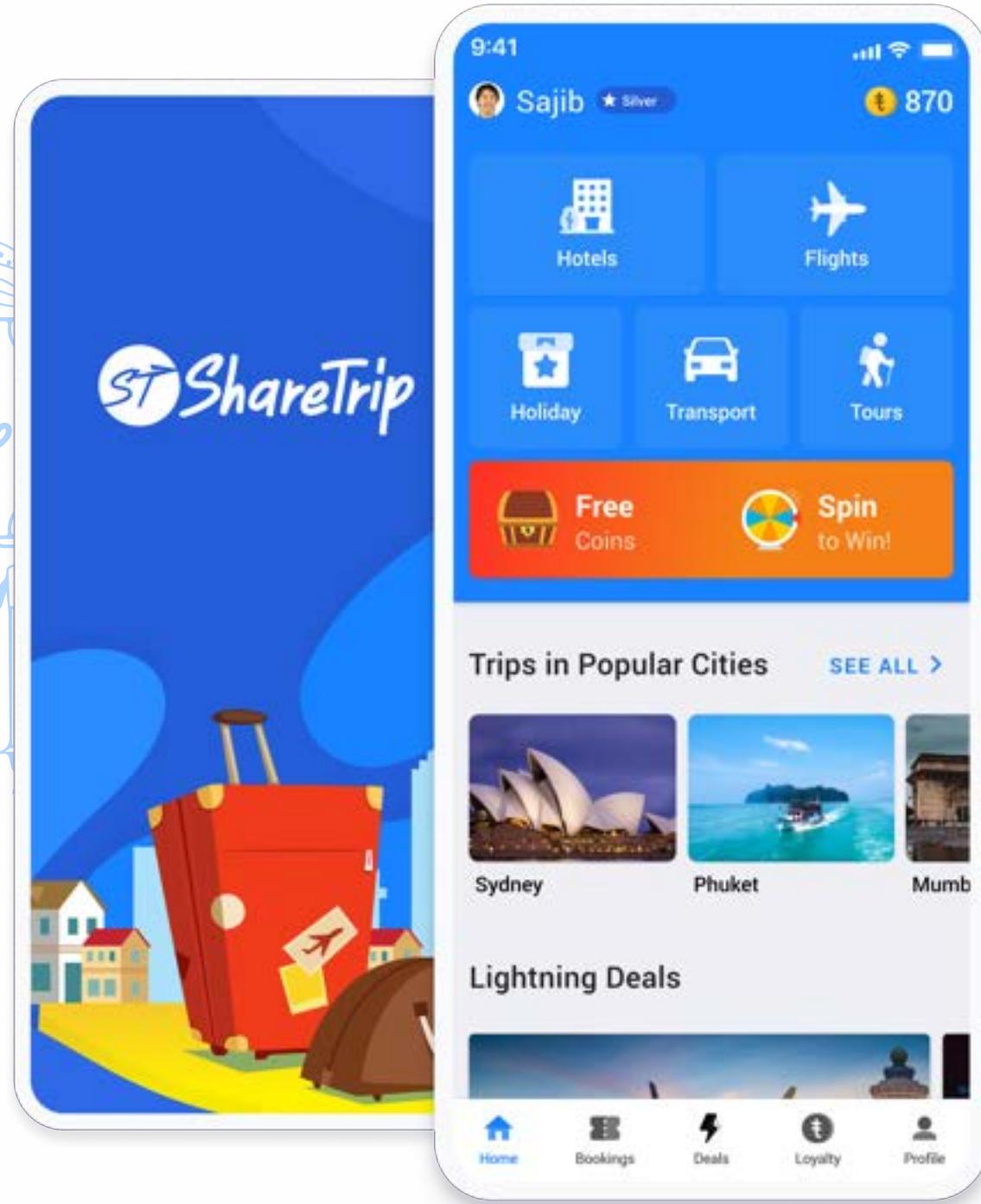
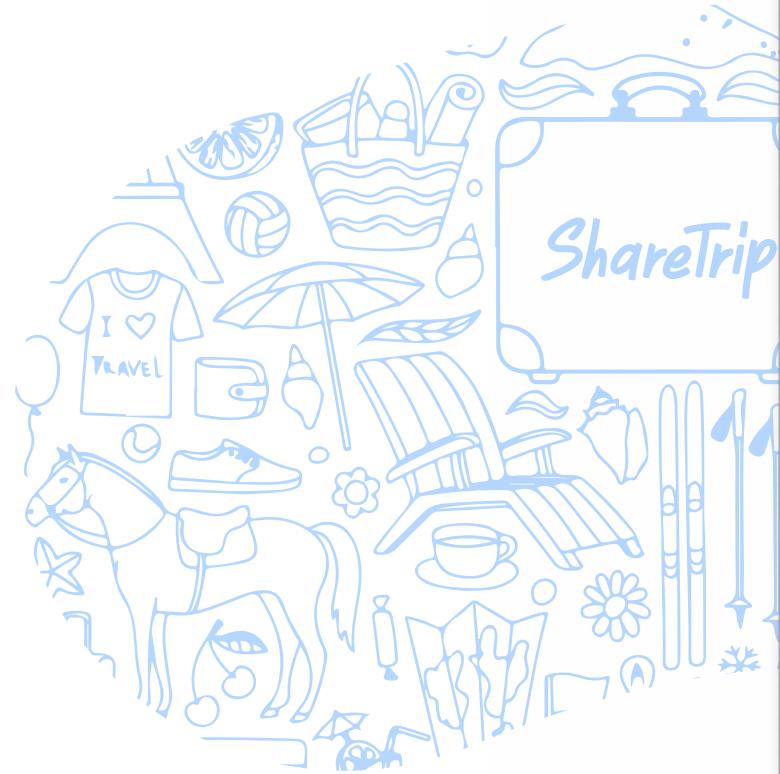
## Profile

I'm a Product Designer with more than 8 years of working experience building bridges between business, technology, and human.

- I've helped startups and product-driven companies to build **8 mobile apps, 15 web applications**, and 35 websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Sample of the products and companies I have worked with:







# Designing Travel App Experience from Scratch

## Project

ShareTrip Mobile Application

## Timeline

October 2018 - March 2019

## My Role

UX Research, UI/UX Design

## Tools

Miro, Adobe XD, Zeplin, Figma, Notion.

## Platform

iOS and Android.

## Team Collaboration

Product, Marketing, Sales, Customer Support, and Tech.

## Background

ShareTrip is the pioneer online travel aggregator (OTA) in Bangladesh. Initially, it was providing offline flights, hotels, and holiday package booking services.

## Design Challenge

Our challenge was to design **Android and iOS** mobile applications from scratch, ensuring functionality, simplicity, intuitiveness, easy-to-use, conversion-friendly, and frictionless booking experience.

## Outcome

- The success rate was 76% in the booking experience.
- 55% of the users revisit.
- Our online booking was increased by 25%.



## Process

# Design Thinking & Lean UX Design

I help the team to choose a mixed approach of Design Thinking and the Lean UX design process.

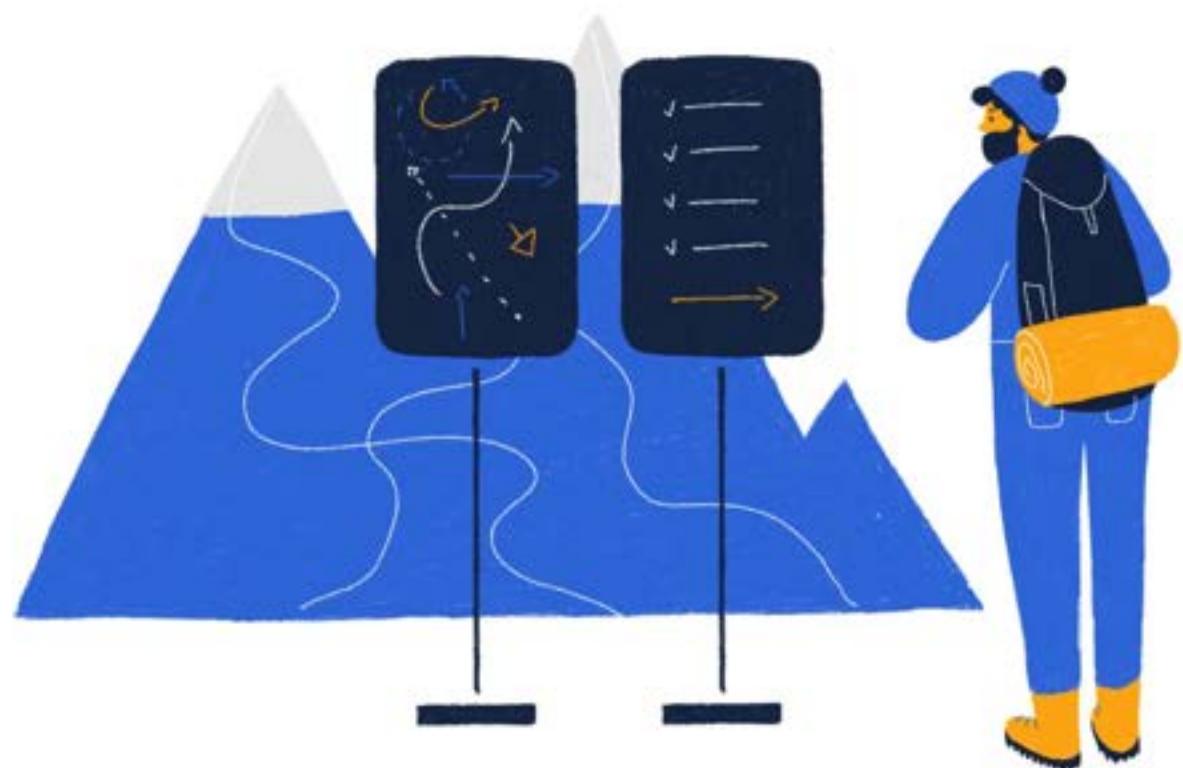


## Understand

### I have no ideas about the travel industry!

So I started seeking answers to my questions, understanding the end goal from users and business perspectives

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



## Findings

**I asked questions to 30 people of different ages, occupations, categories.**

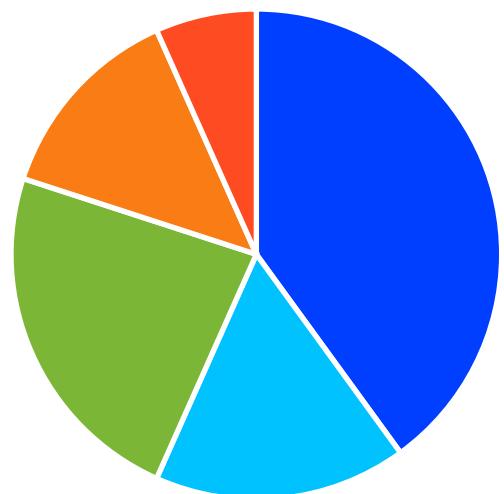
Out of which 48.5% were males, and 51.5% were females. They are mainly from **20-55 years of age**. Collaboratively I worked with our product, engineering, marketing, sales, and customer support teams.

The insights from the answers of those questions were interesting.



# Findings

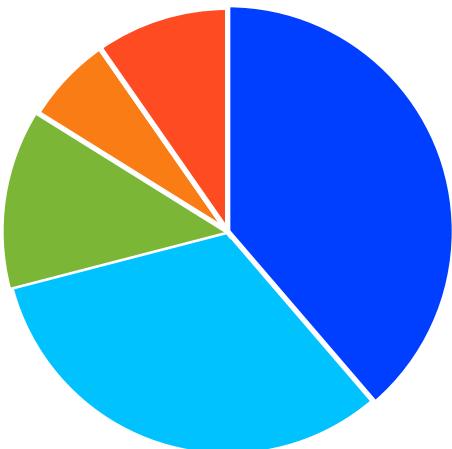
**Age Groups**



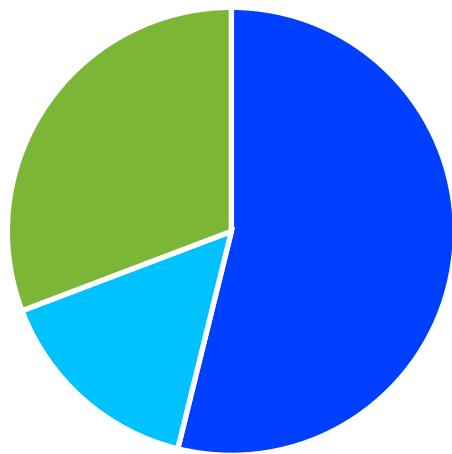
- 20-29 (40%)
- 30-39 (16.7%)
- 40-45 (23.3%)
- 46-59 (13.3%)
- 50-55 (6.7%)

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

**Main motivation for travelling**

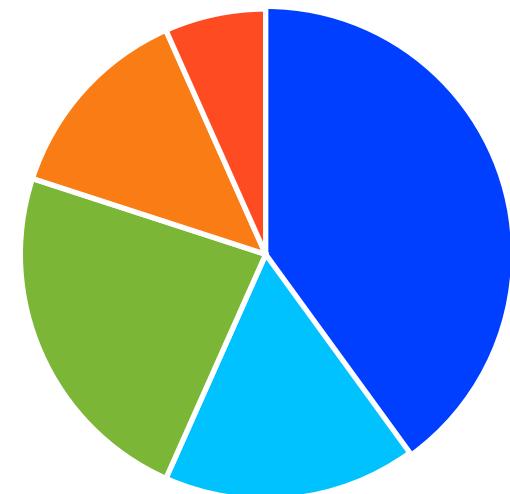


**Age Group: 20-45**



**Age Group: 46-55**

**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

## Findings

Do you think you would enjoy the experience of having a travel expert plan an entire trip for you? Why or why not?

**Participant #5 | Age 32 | Male**

*Unlikely, I wouldn't mind receiving a plan from an expert. I would appreciate time to explore more on my own.*

**Participant #5 | Age 25 | Female**

*No, we like the freedom of planning our own travels and don't enjoy the constraints of a trip planned by someone else. It usually doesn't allow any spontaneity during the trip.*

**Participant #9 | Age 45 | Male**

*Yes, because they would have a lot more experience than me. It would save me a lot of time.*

## Mehedee Hasan



Age: 28 Years

Profession: Software Engineer

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.

## Competitors Analysis

I analyzed Make My Trip, Kayak, Agoda, Expedia, Booking.com, Rate Hawk, Hopper, Goibio, Airbnb, Skyscanner, and others popular online travel apps.

I explored their booking journey flow through platforms and visited Google Playstore, Appstore, and social media pages to know about their users.

[Learn More](#)



**Flight Booking Journey**

18    3    Yes    Yes    No    No    No    Yes    Yes    Yes    Yes    Yes    Yes    Yes    Yes

**Hotel Booking Journey**

16    Yes    Yes    Yes    No    No    No    No    Yes    Yes    Yes    Yes    Yes    Yes

**MakeMyTrip Hotels, Flight, Bus**

Ratings and reviews

A Google user · November 5, 2014

Excellent and easy to-use app. However, it appears like sometimes it artificially creates a scarcity of availability to push you into closing the booking in a hurry, which has often lead to making wrong choices or not giving enough time to understand more about the property. It would be good if it categorised bed & breakfast, lodges, hotels and resorts separately.

10 people found this review helpful

Did you find this helpful? Yes No

A Google user · September 22, 2014

Horrific. The MMT travel plan is just horrific. It adds points to your wallet which you can not use at all. The bonus cash-reward big the number shows up has a huge restriction and has an immediate expiry. The app assures you atleast fly every day and will clean up the points if no booking is done frequently.

5 people found this review helpful

Did you find this helpful? Yes No

**MakeMyTrip—Hotel, Flight, IRCTC Authorised Partner** · September 23, 2014

Really sorry about the experience and we certainly do not want our users to face the inconvenience. Would request you to share the details on service@makemytrip.com along with the booking id to check the details and resolve.

A Google user · November 13, 2014

For few months I have not been able to book through MMT. Also membership plan subscription could not be made. MMT does not accept any of my cards and requires instead to try to send bank transfer or call toll free numbers. It's very time consuming and at the end frustrating. I am a frequent traveller.

Did you find this helpful? Yes No

**MakeMyTrip—Hotel, Flight, IRCTC Authorised Partner** · November 14, 2014

Really sorry about the experience and we certainly do not want our users to face the inconvenience. Would request you to share the details on service@makemytrip.com along with the booking id to check the details and resolve.

A Google user · December 12, 2014

Most useless app ever. Makes you transfer to website to search flights. Website and in-app price vary widely. They don't have customer support. I literally waited half an hour and still didn't get a response. Worst customer service response. They are not even worth one star. They just want money as cancellation charge and rescheduling charge is not different.

11 people found this review helpful

Did you find this helpful? Yes No

**MakeMyTrip—Hotel, Flight, IRCTC Authorised Partner** · December 15, 2014

Really sorry about the experience and we certainly do not want our users to face the inconvenience. Would request you to share the details on service@makemytrip.com along with the booking id to check the details and resolve.

A Google user · September 15, 2014

Good app, but there seriously needs to be a limit on how many notifications the app sends. The rate at which the app sends notifications can only be described as viral. The developer should provide an option for the user to select what kind of notifications he wants to see, and how often.

**Agoda**

Ratings and reviews

RB Joseph Flores · June 21, 2014

Lousy experience. Went to book a 3 night's stay at one hotel, when I got to the property, they said my booking was not registered on their system. Additionally, they claimed that agoda has not been paying the clients payment since 2014. Please correct me if this is not the case, and process your bookings precisely as your app says. This is so frustrating!

6 people found this review helpful

Did you find this helpful? Yes No

agoda.com · June 23, 2014

Hi RB Joseph Flores, We apologize for the unpleasant experience. If there is something more we can help you with, please email us along with your reservation number (if any), guest names, e-mail used to make the booking, phone number, your request, and send to [agospupport@agoda.com](mailto:agospupport@agoda.com). We will look into it. Regards, Jai

Chris L · April 11, 2014

So, it's a hotel booking app, but you cannot cancel a reservation using the app. I have 2 phones, ANDROID AND IOS, and cannot cancel a reservation in either app. You have to call!! Been on hold 10 minutes as far... its almost 2018, and this is just about the most basic thing to do... But Agoda can't! And now you have to sign in to cancel. No Agoda. Time for you to be deleted.

84 people found this review helpful

Did you find this helpful? Yes No

agoda.com · November 27, 2014

We are sorry to hear the unpleasant experience. Please e-mail your Agoda booking ID, request and your phone number to [agospupport@agoda.com](mailto:agospupport@agoda.com). We'll get back to you soon.

A Google user · December 12, 2014

I made a booking one day before check-in but my trip was delayed so I had to request the change in check-in date. I contacted the hotel staff and they instructed me to contact Agoda to make amendment. I was told that without confirmation from Agoda, they wouldn't make the change. I called Agoda hotline at 1pm but nobody attended to me for half an hour. Called again at 4pm and waited for 40 mins and still got no answer. In the end, I failed to change the date and my money was forfeited. Bad service!

11 people found this review helpful

Did you find this helpful? Yes No

agoda.com · December 13, 2014

We are sorry to hear the unpleasant experience. Please e-mail your Agoda booking ID, request and your phone number to [agospupport@agoda.com](mailto:agospupport@agoda.com). We'll get back to you soon.

A Google user · December 13, 2014

I booked a few times using this app and it was ok the rooms always look bigger than they actually are. I can't cancel a booking on the app alone even though it was booked just a few days ago. I have to call customer service or the hotel. I didn't particularly like talking to Singapore customer service. They were not very nice. I think they are not approachable. The most frustrating experience in agoda is they give gift cards after each booking but it expires in only a month as if you expect us to have the luxury of taking vacations every month. It would be better if that 1 yr validity so people can actually claim it but maybe your goal with that is so that nobody claims it.

99 people found this review helpful

Did you find this helpful? Yes No

**Booking.com: Hotels and more**

Ratings and reviews

A Google user · November 23, 2014

App would get 3 stars but the booking "assistant" is just terrible. Instead of directly messaging the hotels you have to write to this stupid, inefficient assistant that forwards your message. Sometimes it doesn't work. Sometimes you wait 5 minutes until it does. Sometimes it never stops loading. Very annoying experience. I just want to write and get a quick, simple response and don't want to check the app every 30 mins until a the message get forwarded. X2Q processing must go faster.

10 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 20, 2014

I installed this while looking for good deals on hotel booking online and I must say this does a very good job. The interface is slightly cluttered but doesn't break the experience. I like the way that results are shown and the filters work great. You also get to see reviews and deals in great detail. In all, a great app to have if you're a frequent traveler.

94 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 21, 2014

Booking doesn't work. When trying to sort search results, I always get sent back to the home/start screen of the app once I click the sort button. Hence, I can't do custom sorting in the app and often end up using the mobile website instead. Other than that, the app is great!

40 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 4, 2014

This app is a time saver! We travel frequently and this app is a big help for us. I am given options that I would have spent hours comparing. Its easy, convenient and concise in the hotel descriptions. Everything you need to plan a trip is in this website. I wouldn't know what to do without it!

19 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 17, 2014

Cannot find a way to exclude dorm rooms anymore. Even if you exclude hostels in the filter a lot of dorm rooms are classified as hostels so results are still saturated with dorms raising the price on the front screen is not representative of room cost. Makes using the app very difficult and as a result I have resorted to using an app that allows me to search and filter rooms not beds. Shrine as booking was always my go to app and site.

160 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 14, 2014

The difference between the prices for flights vary hugely between the app and Expedia internet site. I was trying to book return flights from Paris to Los Angeles for 4 people and the difference in price ended up at 1200 euros difference. Also tried to book a car for the same trip and it was very expensive. I wouldn't even give this app 1 star.

1 people found this review helpful

Did you find this helpful? Yes No

A Google user · November 21, 2014

Recently the prices advertised are not correct. They changed immediately once you want make the booking. I tried to call them to alert associates in Expedia. I've called them hence and they gave me the

Learn More

## Hypothesis

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

- We had used game elements and **Point Badge Leaderboard** (PBL) system.
- We came up with a wheel game, **Spin to Win** and **Treasure Chest**.



# Product Feature Roadmap

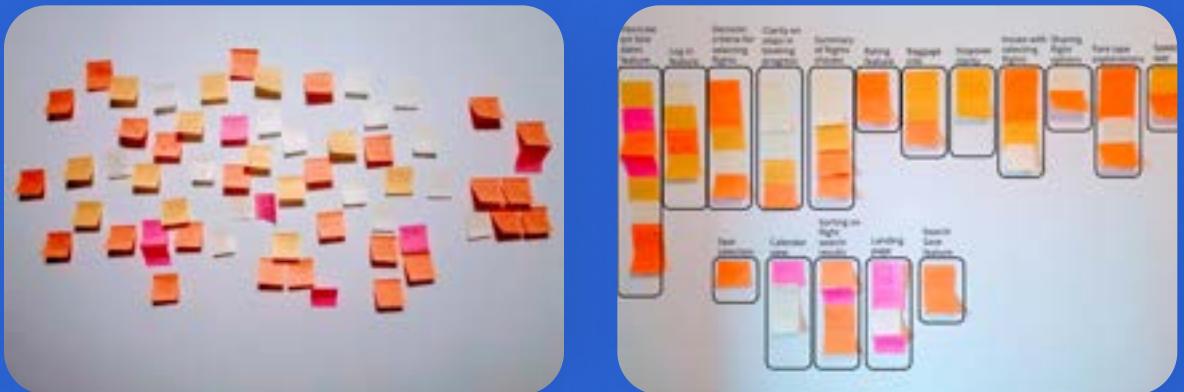
I put together a product feature roadmap of the features needed and a priority list based on our goals and objectives.

## Must Have:

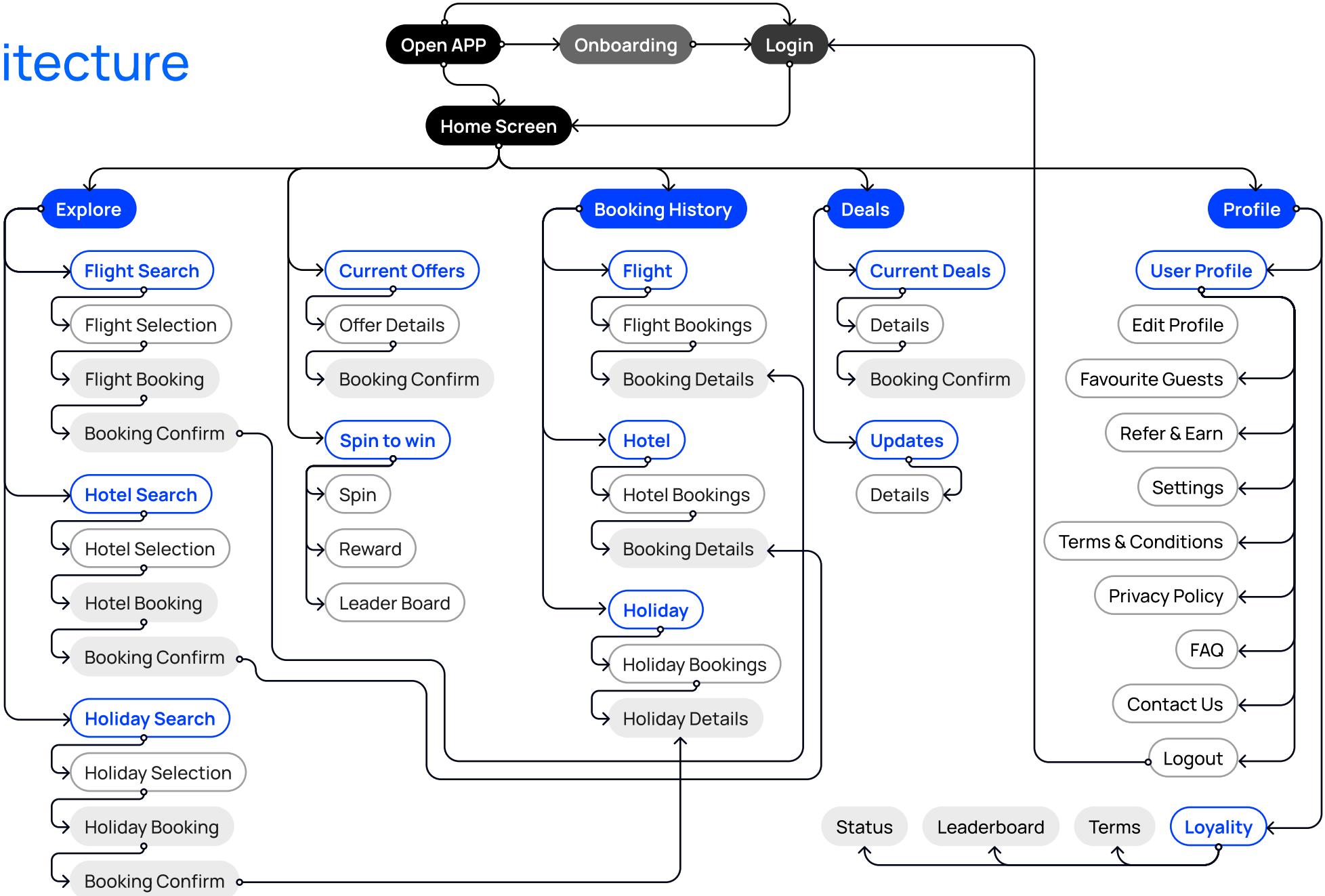
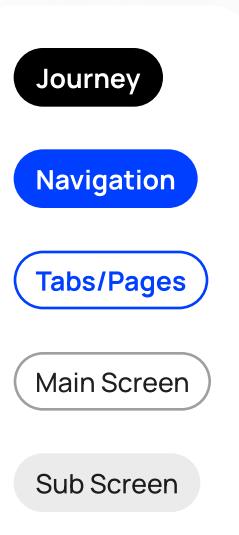
- Users should be able to do flight bookings.
- Users should be able to do hotel bookings.
- Users should be able to manage flight & hotel bookings.
- Users should be able to manage their profile.
- Users should be able to play games & earn TripCoins.
- Users should be able to redeem TripCoins as discount.
- Users should be able to make payments easily.

## Nice to Have:

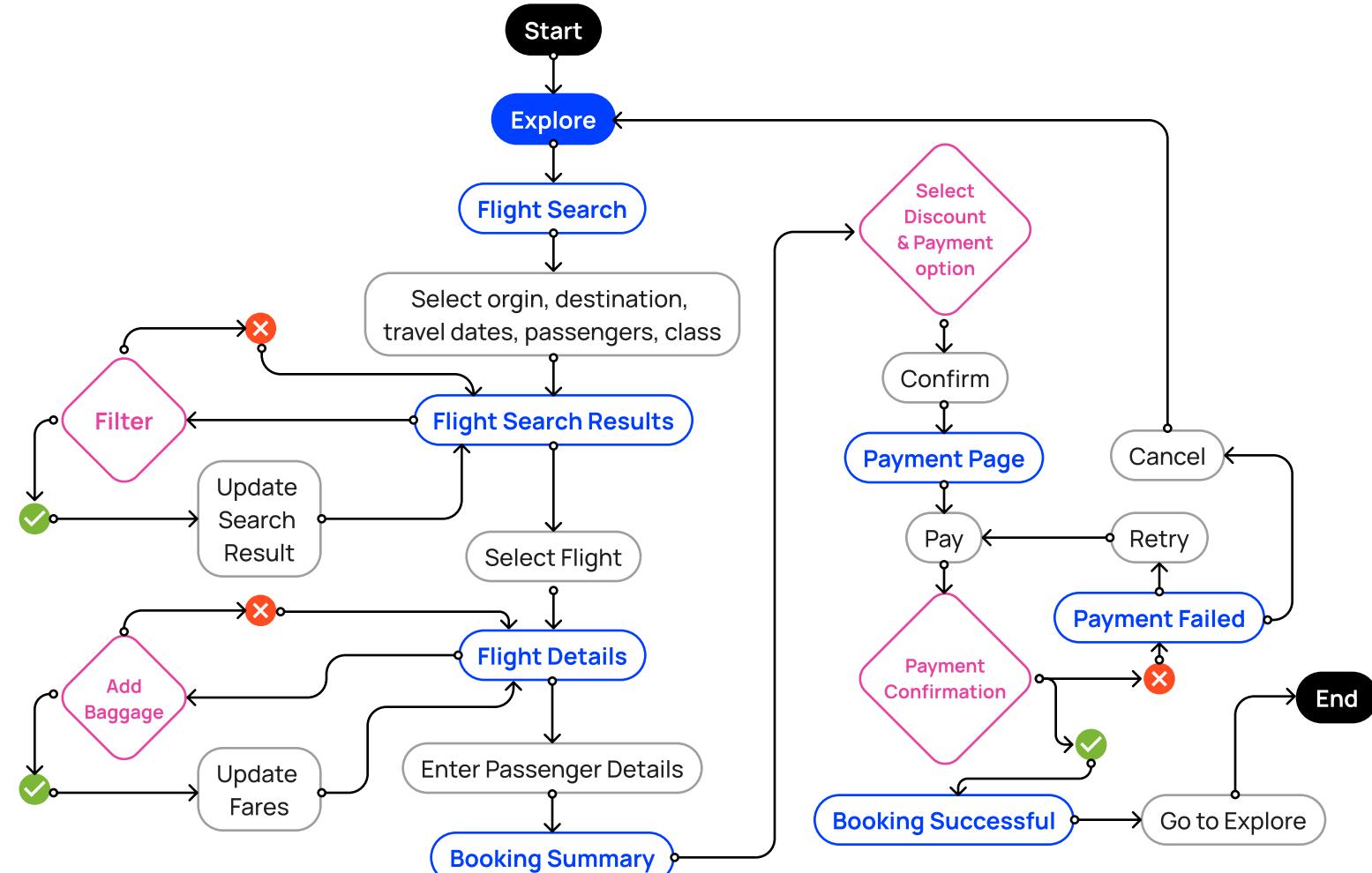
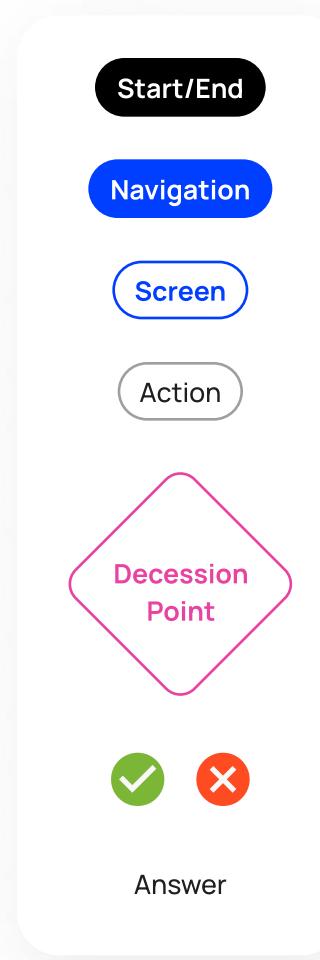
- Live Chat with customer care.
  - Available seats, add extra baggage, seat selection, meal selection during flight bookings.
  - Special request, room request during hotel bookings.
  - Payment form after the booking is accepted.
- ... and more.



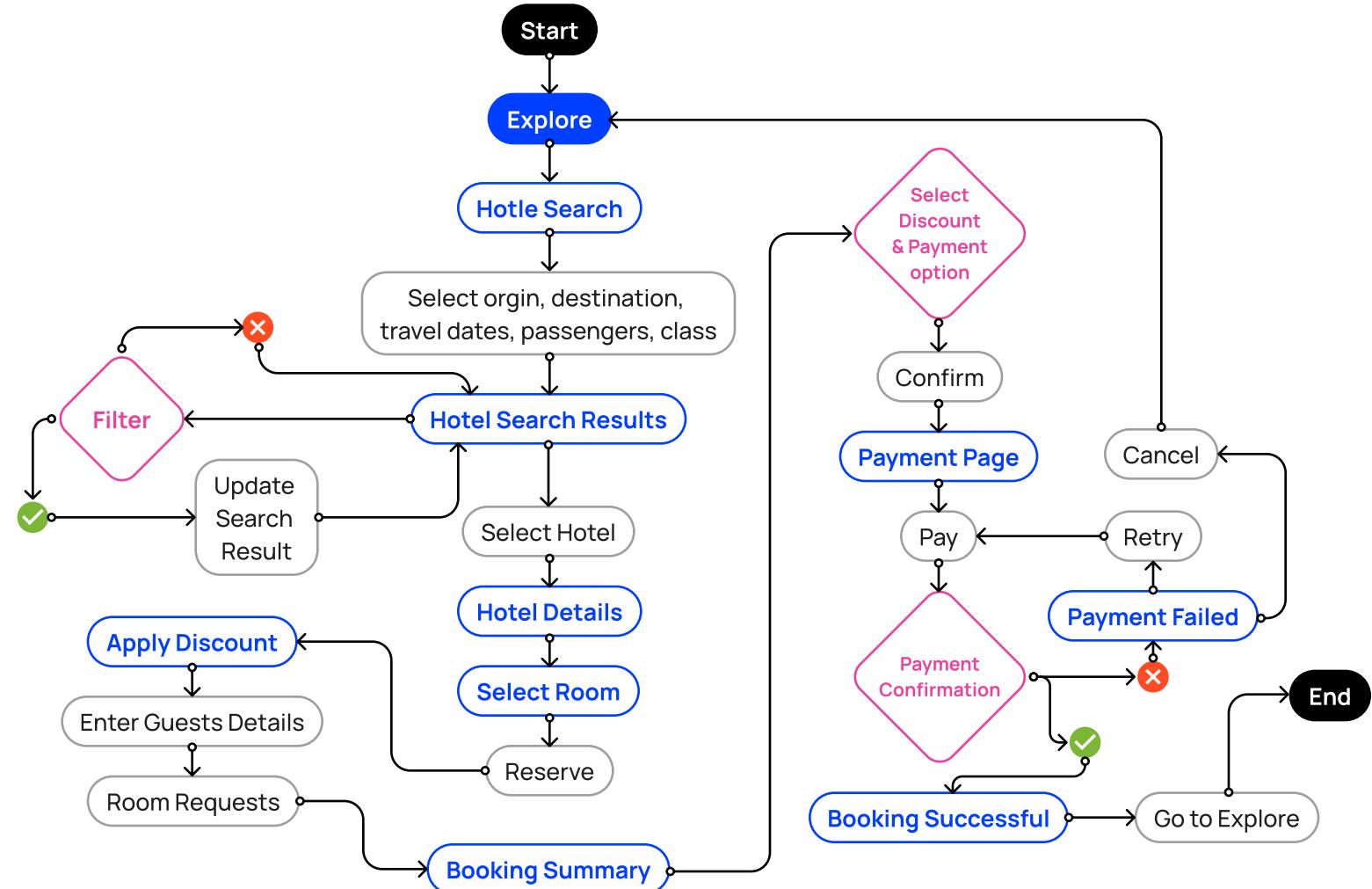
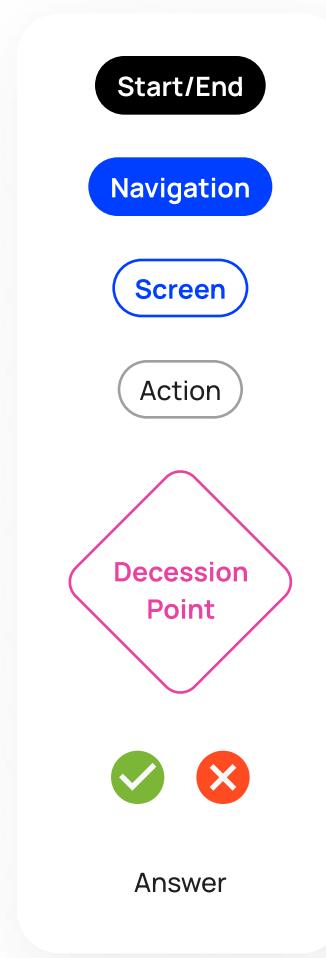
# Information Architecture



# User Flow Map

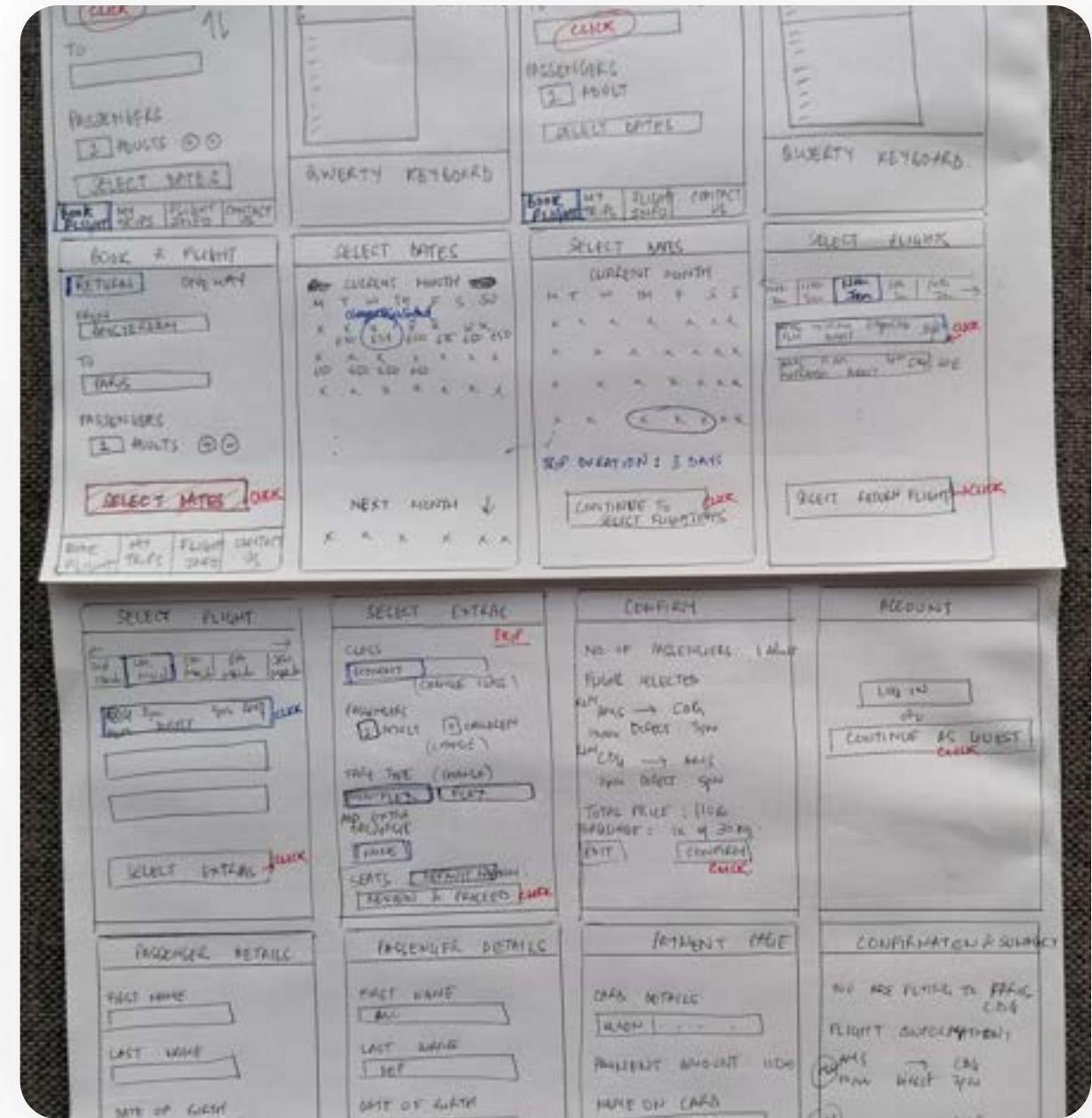
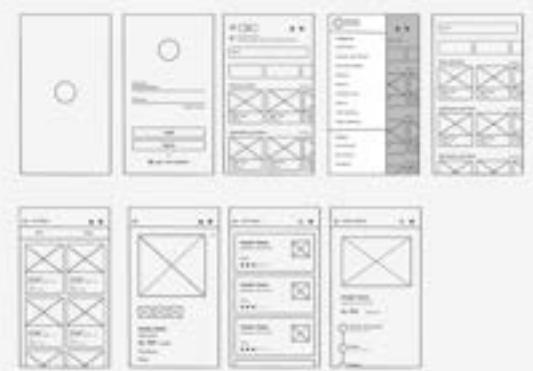
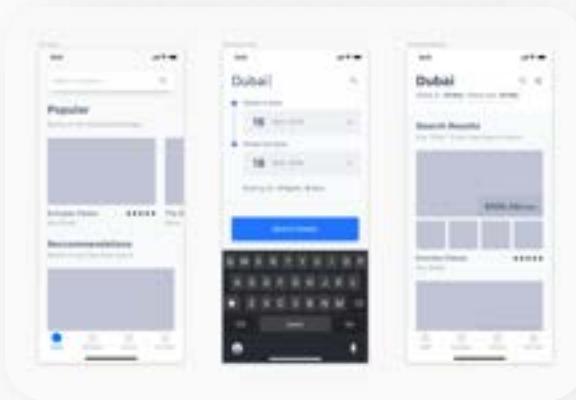


# User Flow Map



UX Design | Ideate

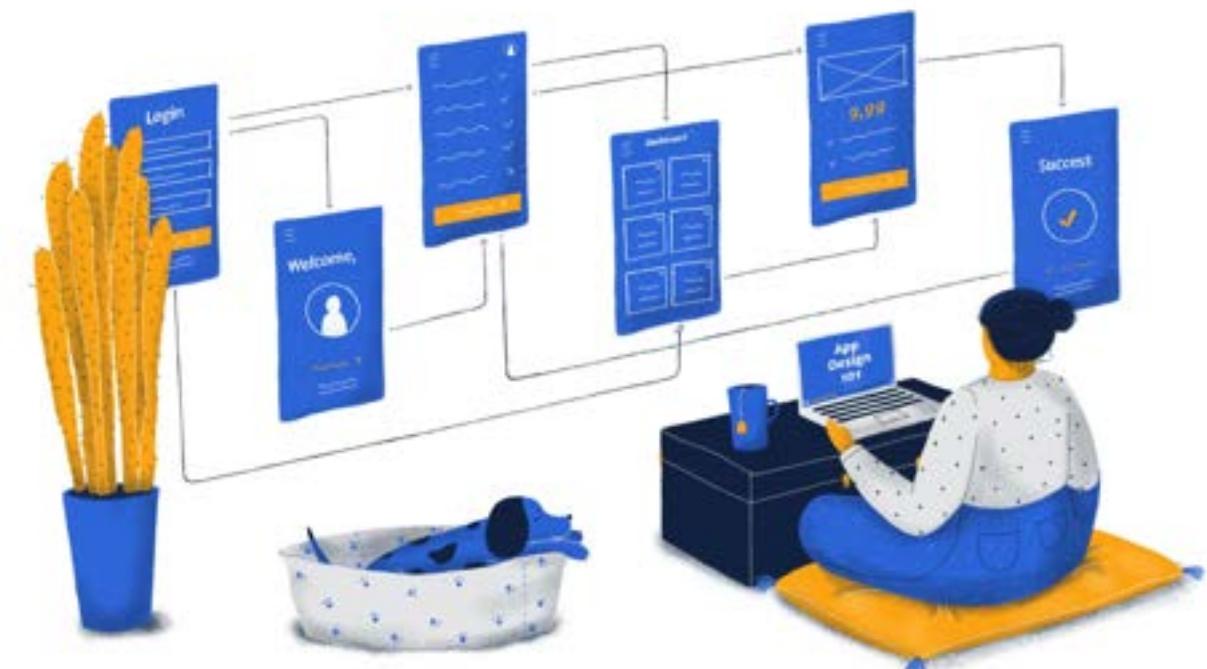
# Sketches



## Wireframing & Prototyping

**We created digital wireframes and built a low-fidelity prototype. Also, we conducted a series of sessions for usability testing.**

It helps us to get more valuable, valid, and actionable user inputs for the app to keep the process smooth.



UX Design | Test & Validated

## Testing

**We invited some focus group users for usability testing sessions.**

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



## UI Design

# Design System

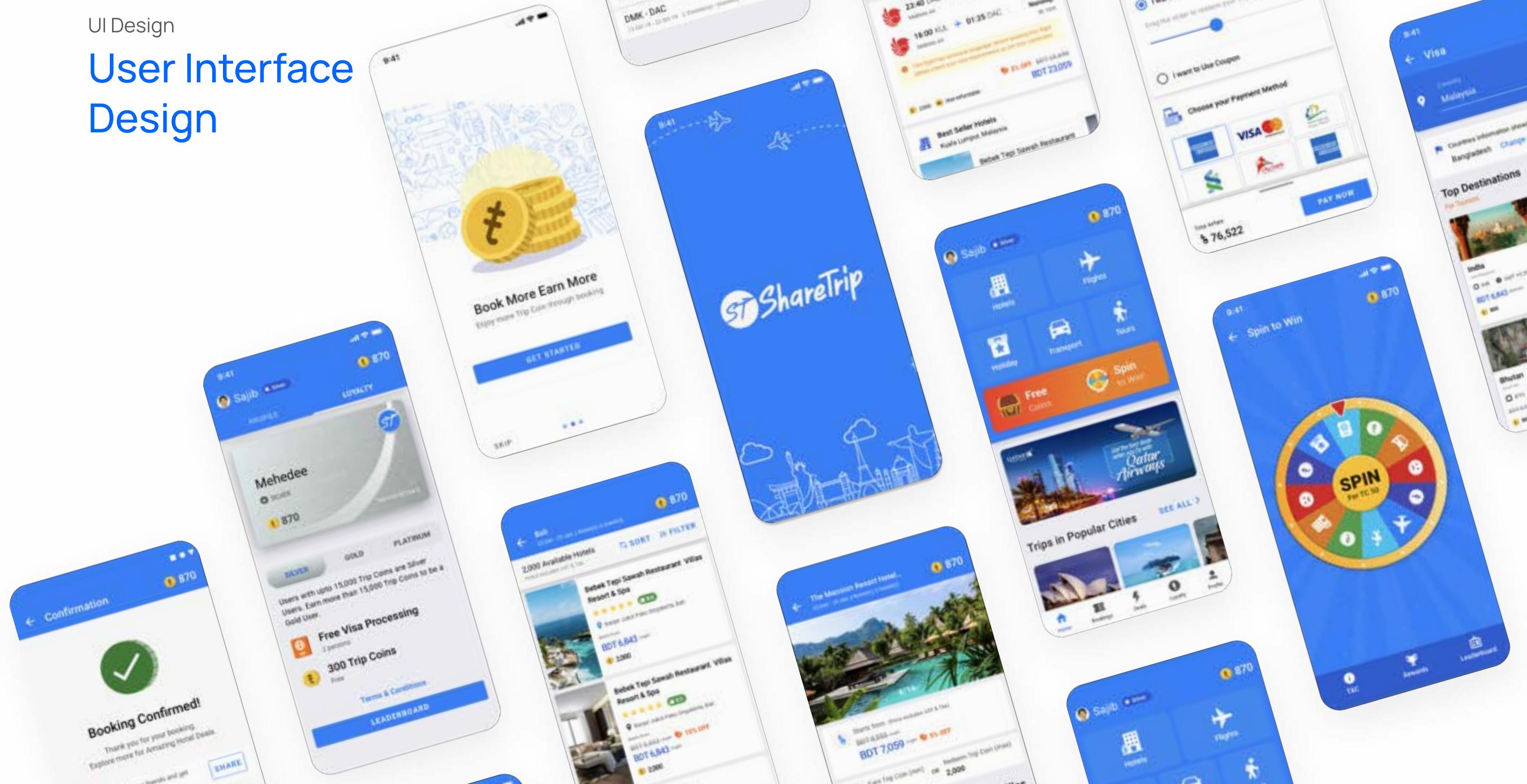
Initially, we built basic style guidelines. Afterward, we built a highly customizable design system to create a design language through all the platforms and make design more productive way.

The image displays a comprehensive design system interface with four main sections:

- Logo:** Shows the Sharetrip logo in different variations and sizes.
- Colors:** A color palette with primary colors (blue, orange, purple) and secondary colors (yellow, green, red).
- Typography:** A section titled "Aa SF Pro Display" showing a hierarchy of headings from H1 to H6. It includes "Display 1" through "Display 4" examples.
- Spacing:** A section titled "shoretip two spacing scales" showing a grid of spacing scales and a vertical scale bar.
- App Bars – Top:** Examples of top navigation bars.
- Bottom Navigation:** Examples of bottom navigation bars.
- Button:** Examples of standard and outlined buttons.
- Dropdown:** Examples of dropdown menus.
- Menu:** Examples of side and top menus.
- Input Field:** Examples of input fields with placeholder text and validation.
- Option Btn:** Examples of radio and checkbox buttons.
- Accordion:** Examples of accordions.
- Cards:** Examples of cards with different layouts and icons.

UI Design

# User Interface Design



UX Design | Test & Validated

## User Testing

**We conducted three smaller in-person user testing sessions.**

The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks.



## Refine & Deploy

**We refined the design and created deliverables for development hand-off.**

- Prepared design documentations
- write user stories
- Shared the UI screens to Zeplin
- Maintained a close communication with the team
- Unit testing sessions with the demos



Results & Future vision

## Validation & Future Iteration

**We've monitored and measured the results for the first 6 months.**

- The booking experience was seamless and intuitive & the **success rate was 76%**.
- The gamification helps us to get more of our users revisit. It was **55% of the user**.
- Our online booking was increased by 25%.

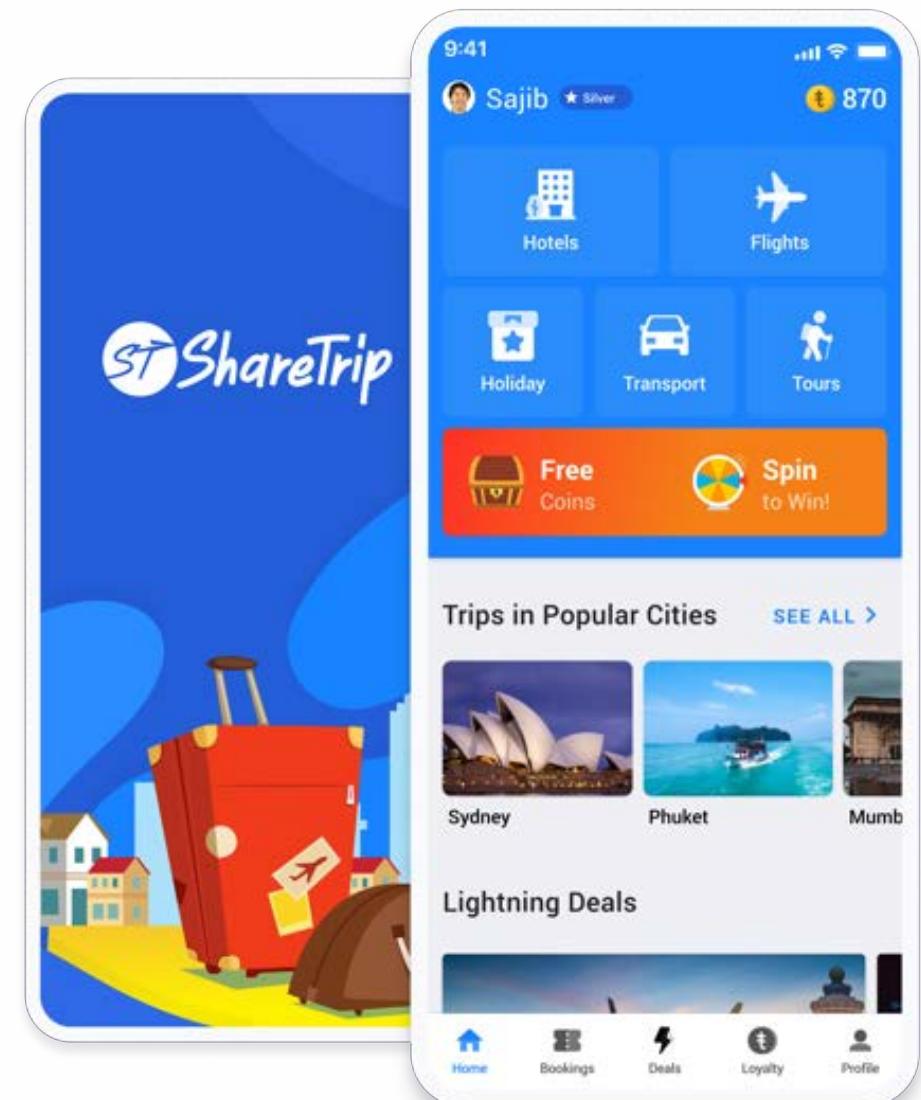


Takeaways

## What I have learned

**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.
- I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing sessions.
- I also discovered the mistakes and fixed them.





# Thank you

Feel free to reach me



anamoulrouf.bd@gmail.com



<https://anamoulrouf.com>



**Jo**bike

Redefining  
Jo-Credit Recharge





# Redefining Jo-Credit Recharge

Project	Platform	My Role
Jobike User App & JoPoint App	Android.	UX Research, UI/UX Design.
Timeline	Tools	Team Collaboration
Jan 2019 - Jun 2019	Miro, Adobe XD, Figma, Notion.	Product, Marketing, Support, and Tech.

## Background

Jobike is an app-based station less bicycle-sharing services, provides an eco-friendly solution for mobility and healthy lifestyles. The users can enjoy their ride by using Jo-Credit Balance and get recharge from only the nearest JoPoints.

## Goal

- Make more efficient Online recharge process.
- Secure the users' privacy.

## Outcome

- Online recharge increased by 65%.
- We secured the users' privacy.



## Design Challenge

The existing Jo-Credit recharge process was manual. Also, the Jobike users needed to visit JoPoints physically to get their recharge. It was very unusual and a hassle for them.

Our main challenge was implementing the **Online Recharge process** for our users to get their Jo-Credit Balance recharge from home. Besides, the existing recharge process was creating some crucial problems.

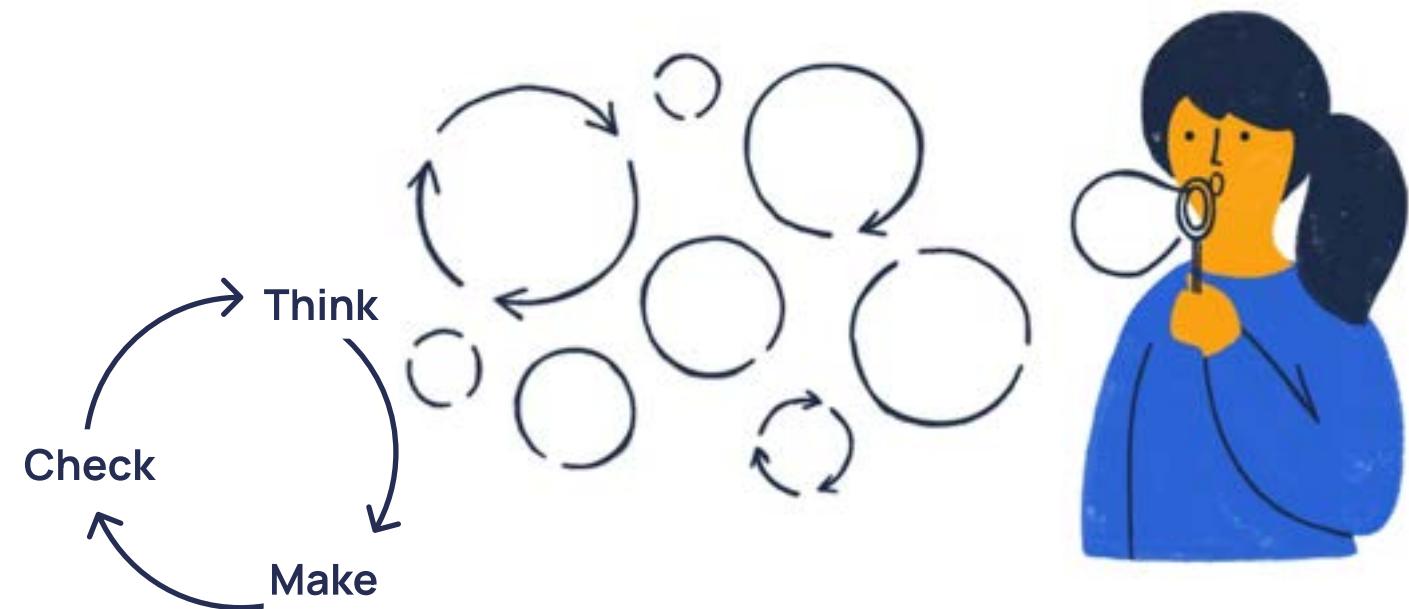
- JoPoints Agent uses a USSD service to recharge.
- The current process exposes users' phone numbers and makes their privacy vulnerable.
- Some users complained that they were receiving spam calls from unknown sources. It seems like their phone numbers are exposed from JoPoints.

# The UX Process

When we have minimal time and resources, selecting an efficient, sustainable, and flexible design process is always challenging. I have chosen the approach to the Lean UX process. It is an iterative process with three simple steps.

- Think
- Make
- Check

and keep repeating the steps.



Focusing on the goals, I also pay attention to the 4 principles.

- 1. A collaborative culture with Lean UX:** We opted for a lean approach emphasizing rapid sketching, prototyping, user feedback, and design mockups.
- 2. Building trust through transparency:** Sharing our methods and thinking from the outset helped to build a strong client relationship.
- 3. Starting on the same page:** Together, we identified risks and aligned on expectations, and constructed a shared vision for the app.
- 4. Build early test early:** This helped us to define the problems in the early stage and solve them instantly.



# The Discovery

The discovery phase was a quick, high-intensity effort that allowed us to -

- Define project goals and milestones
- Audit the existing process faults
- Review the existing solutions by other products
- Understand business visions
- Empathize the users' needs, behaviors, and pain-points
- Understand technological feasibility and constraints.

Here are three considerations that help me to understand and prioritize the issues.

- How satisfying is the solution for users?
- How well is this solution for users' problem solving and also good for business?
- How challenging would it be to build from the technical feasibilities and limitations?





## The Findings

We visited 3 JoPoints and discussed with the agents. We had discussed with the 20 Jobike users.

- 16 Jobike users want the online recharge system. It is a hassle to visit JoPoints.
- 14 users doubt the JoPoints are exposing their phone number, and it causes getting more spam calls.
- All the JoPoints agents are unhappy with the USSD recharge system.
- The JoPoint agents had complained about their account top-up and managing system. It is hard to keep records of all the transactions.

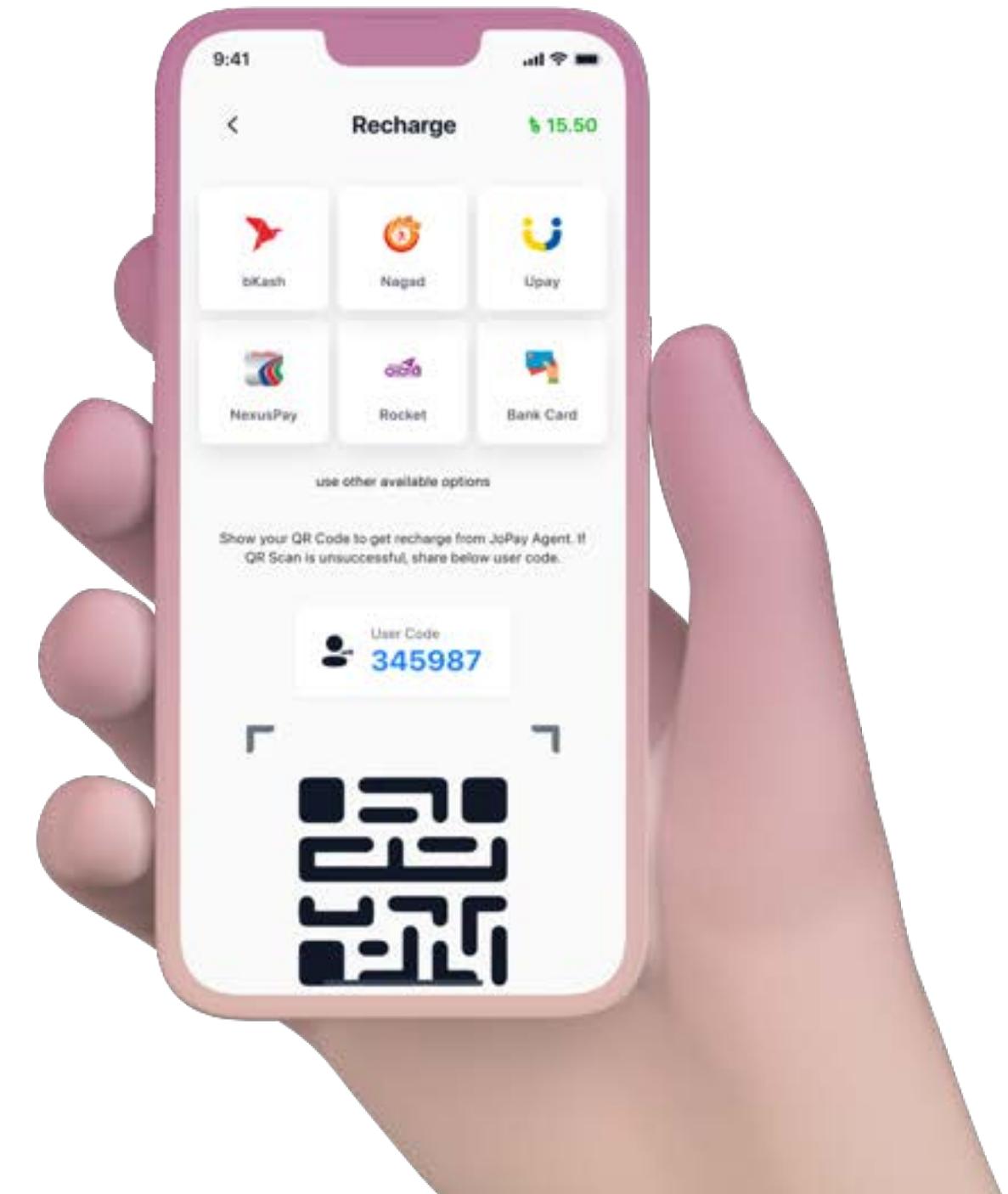
# The Solutions

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

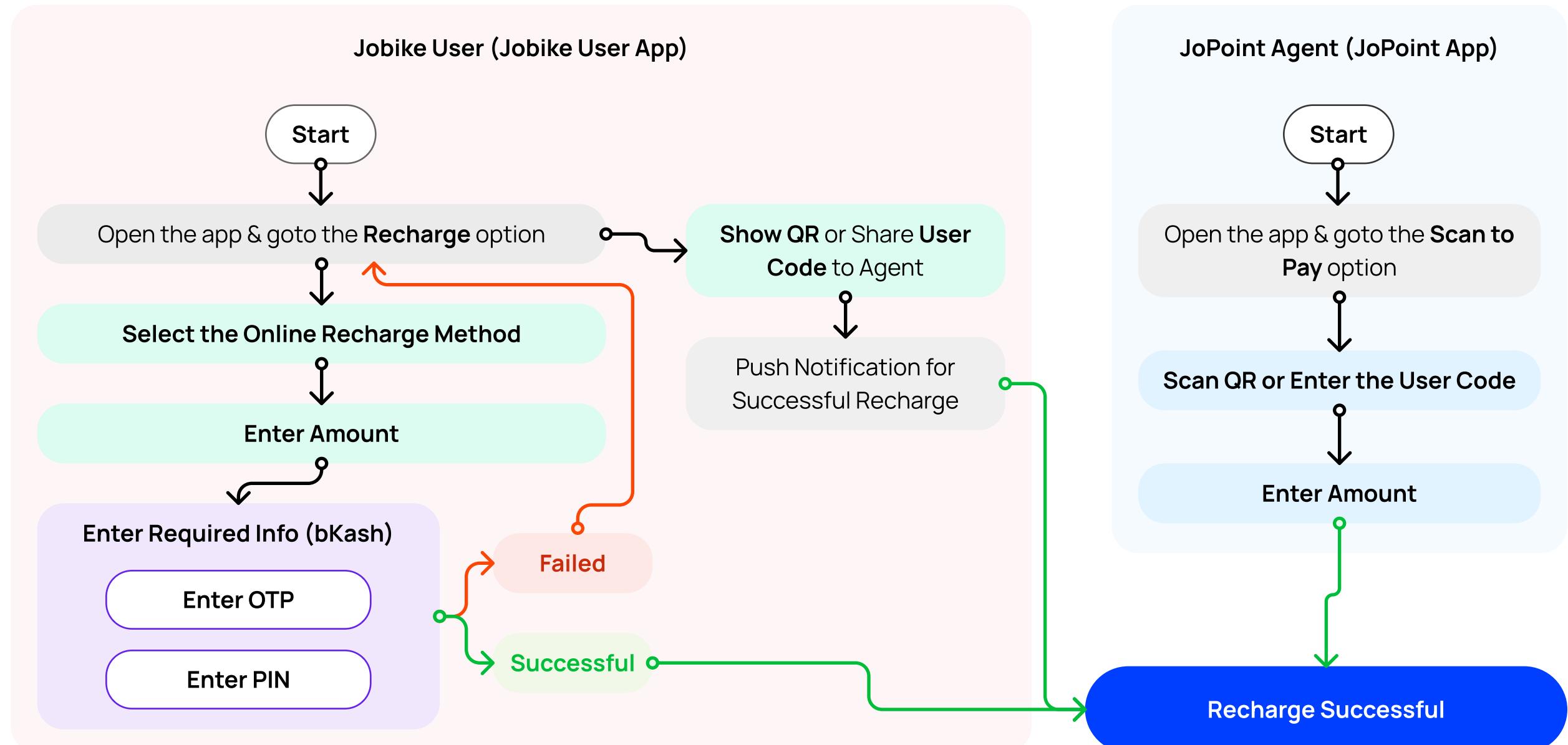
- We'll introduce the **online Jo-Credit recharge** options.
- We'll also redesign the recharge process at Jopoints.

The online recharge process is to be implemented by using 3rd party applications. Jobike tech team uses a hybrid mobile app development platform. So it is essential to keep it into consideration while designing the solutions.

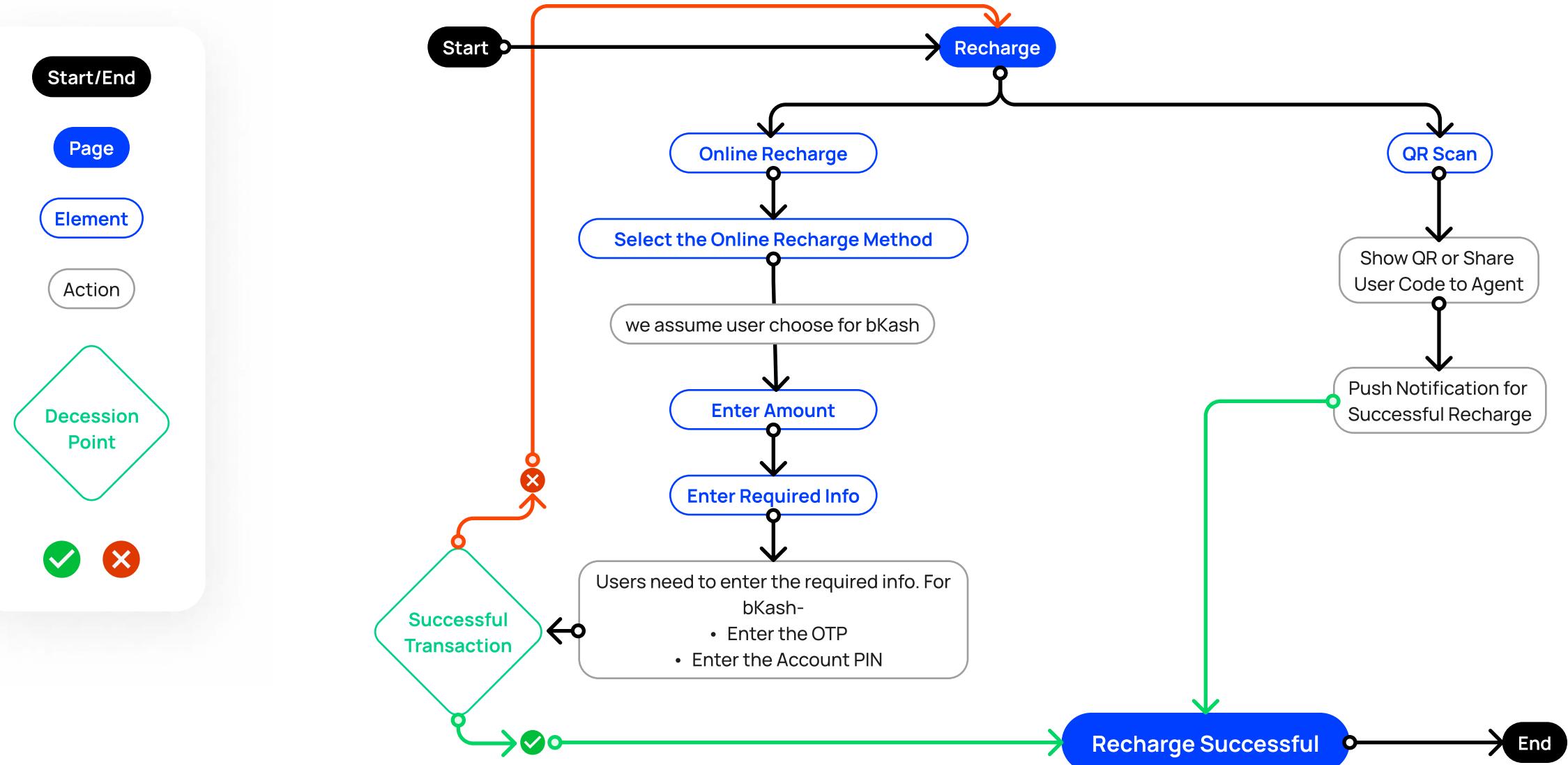
Next, I develop a flow chart of the process.



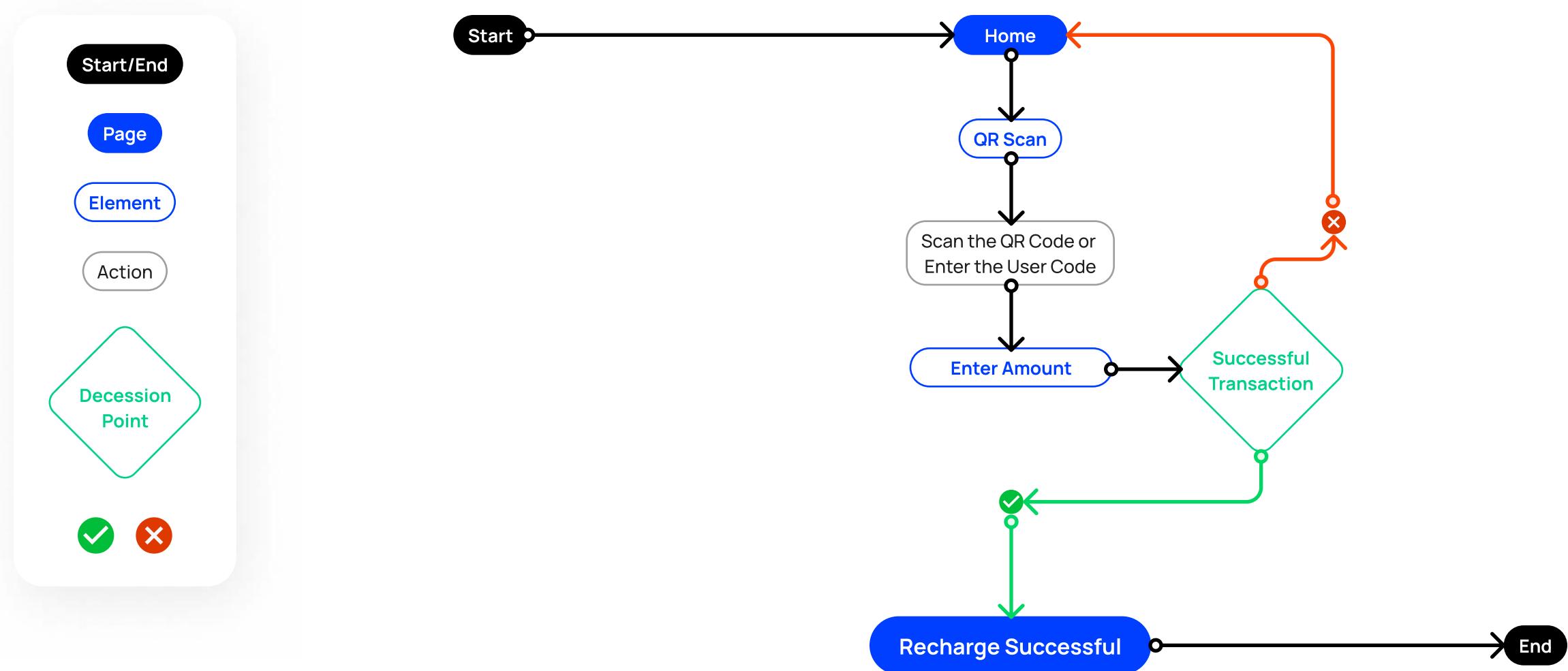
# Information Architecture



# User Flow (Jobike User App)



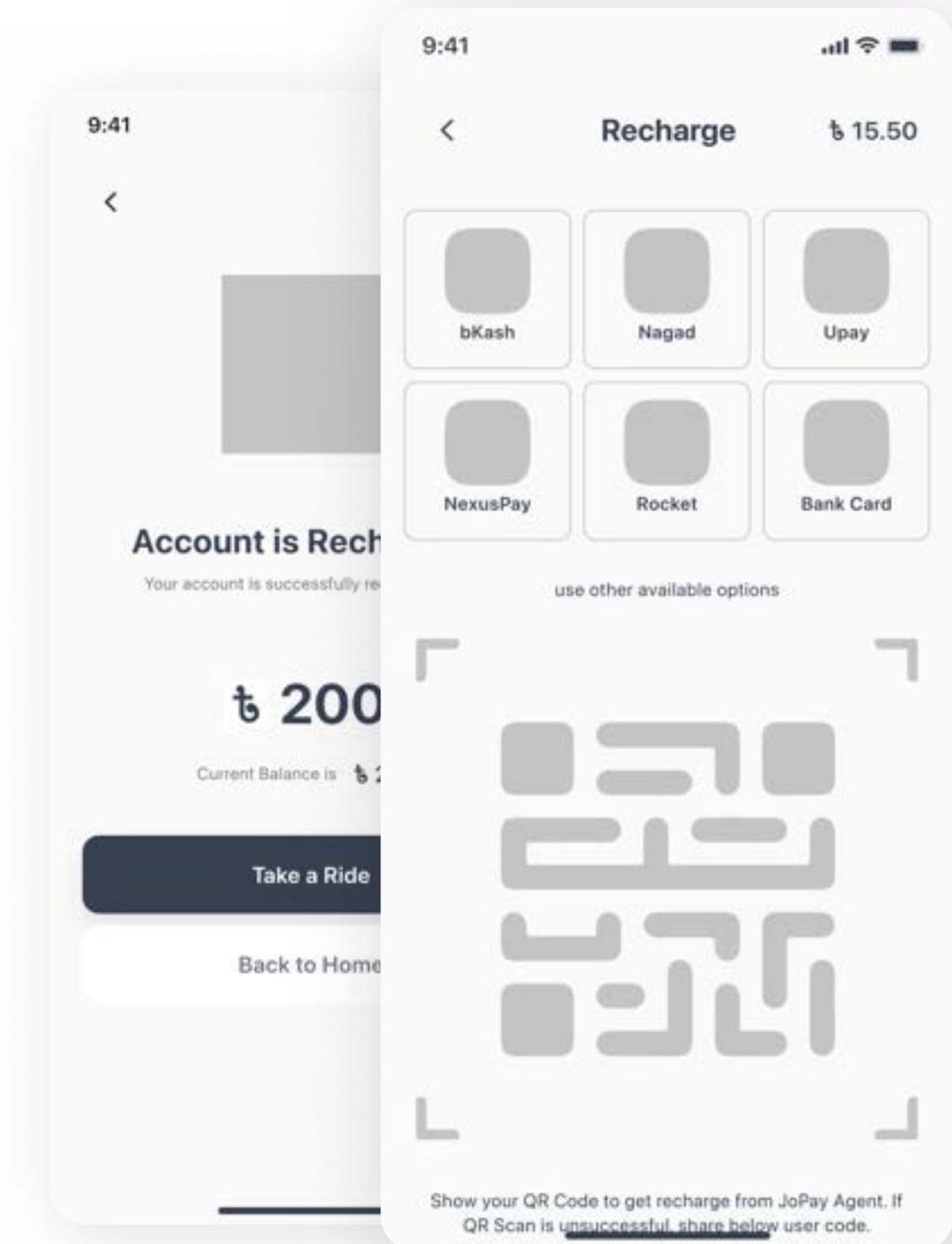
# User Flow (JoPoint App)



# Sketches & Wireframing

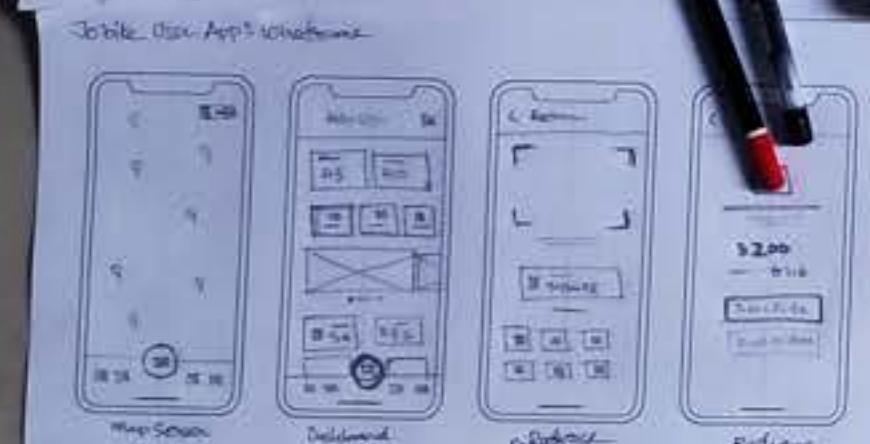
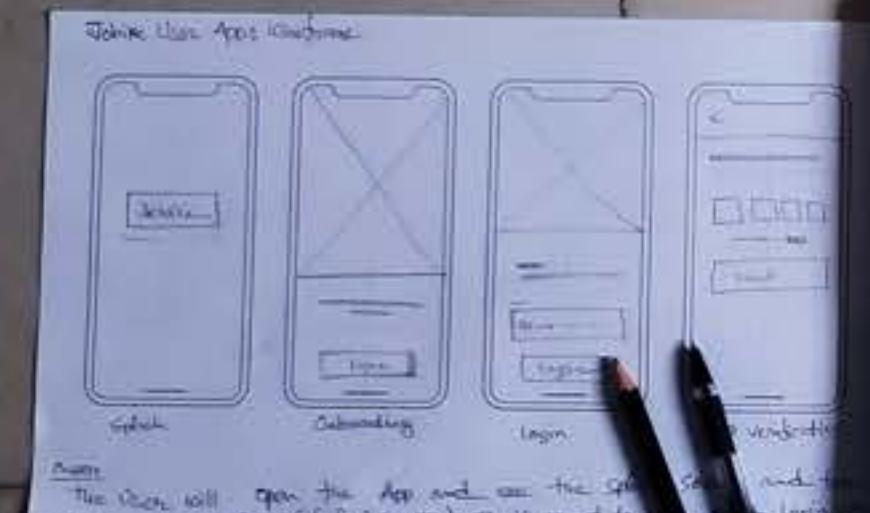
The following steps were to sketch wireframes based on the user flow maps.

- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.

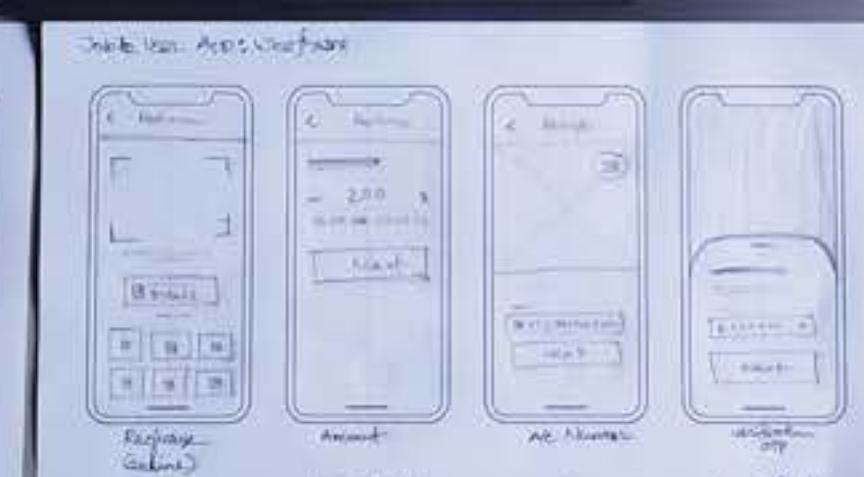




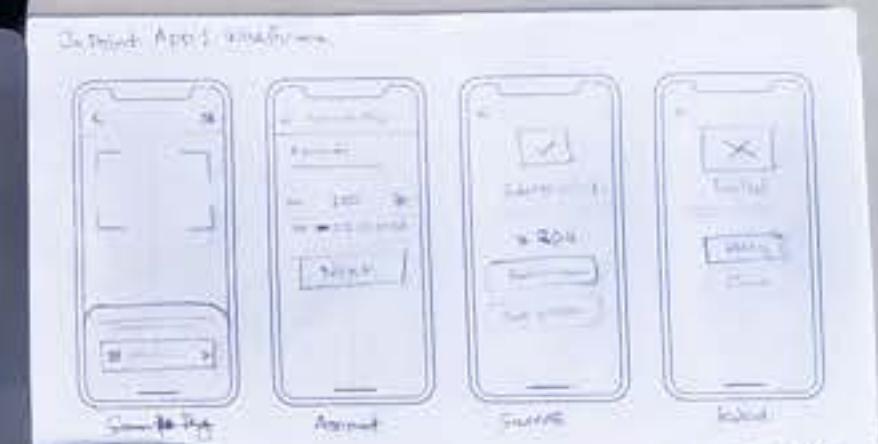
# Wireframe (Jobike User App)



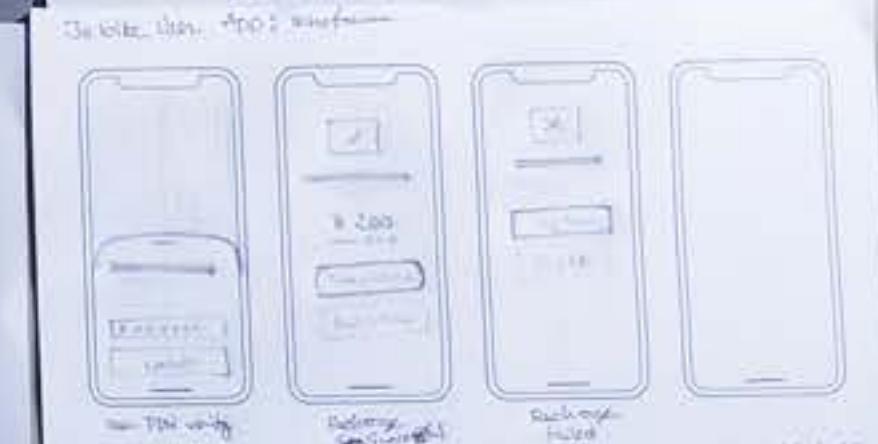
Booking: After booking the user will be redirected to booking page where he will see the location of the nearest Jobike. Once he reaches the destination, will show and tap on the red dot to redirect to recharge page. He can also go to recharge page from his dashboard.



Case 1: If I want to recharge my account by online. I have to select the AC number first. I selected which it will prompt me to enter the recharge amount mode. First I selected which it will prompt me to enter the AC number. After that, enter the amount it will prompt me to enter & click at the number. After that, enter the amount it will prompt me to enter & click at the number. After that, enter the amount it will prompt me to enter & click at the number. And I have to enter the verification code will be sent to my account. Once finished, and I have to enter the verification code will be sent to my account. This process will be done in Model verification view.



Note: When I tap on Change Password, it will ask for the current password. It will come to save the new password. It will let me choose a new password. Once saved, it will take back to account page. Account page will be redirected to Submenu. Submenu includes: Profile, Settings, Notifications, Help, Feedback, and Logout. When the feedback is click, then feedback documents to full page when I am writing.



Note: After got successful OTP verification, user have to click this link. After this link is clicked, user need to enter the delivery address. Then, it will start the process done by both app side. In the meantime, when user will redirect to account selection page. Then, redirection will occur to account selection page. Failed page, user will have to enter the reason. And user will redirect to delivery failed page. Success page will be shown to user.

# Wireframe (JoPoint App)

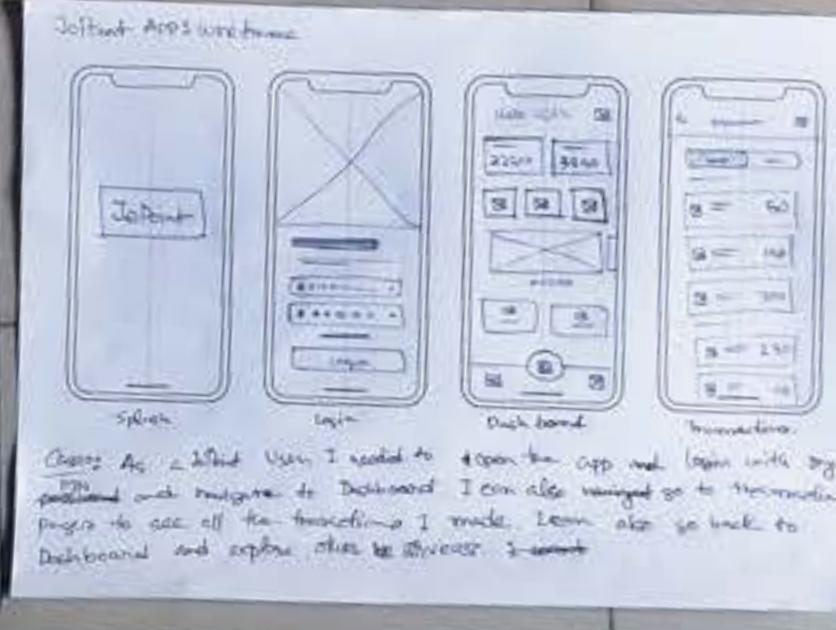
**Softbank Apps wireframe**



Splash, Login, Dashboard, Transactions.

Chase As a Softbank User I need to open the app and login with my Softbank credentials to Dashboard. I can also navigate to the transaction pages to see off the transactions I made. I can also go back to Dashboard and explore other interests I want.

**JoPoint Apps wireframe**



Search Trip, Account, Survey, Help.

As a JoPoint User I tap on Search Trip button and Search Trip page will be opened. It will be me to select the user JoPoint User will be opened. Then it will let me enter all the details to book the cabin. Once the booking is done then go to the Bookings page. There we can see the booking history.

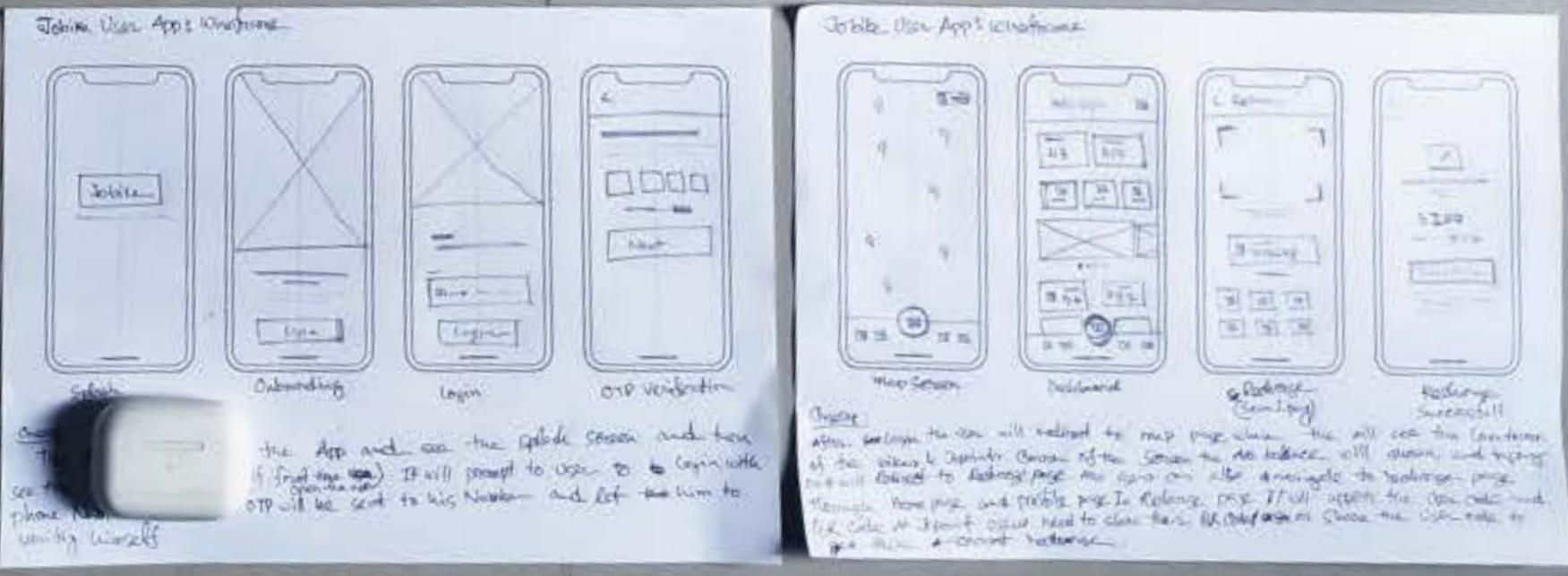
**Customer Apps wireframe**



Refund Cabinet, Amount, Add New, Help.

If I want to help my account by online I have to select the Refund Cabinet first. It will prompt me to enter the telephone number first. After that it will prompt with my bank account number. After that amount will be entered with my bank account number and I have to enter the verification code will be sent to my account phone number. This process will be done in multiple steps.

**Jobber User Apps wireframe**



Otp Verification, Map Session, Dashboard, Jobber Cabinet, Refunding Success.

After selecting the job will redirect to map page where we will see the location of the job. In Jobber Cabinet of the Session we do balance off session and trying to book the job. After booking the job will be redirected to dashboard page. Through this page we can see the pending job and complete job. In dashboard page it will appear the Open Order and Paid Order. At front user need to clear their all refudges. Once the customer is gone then a credit balance.

# Prototyping & Testing

While creating the wireframes, I always built the flow and low fidelity prototype and continuously conducted a series of sessions for usability testing.

- I have done several testing sessions with a close group of users.



## Design Prototype

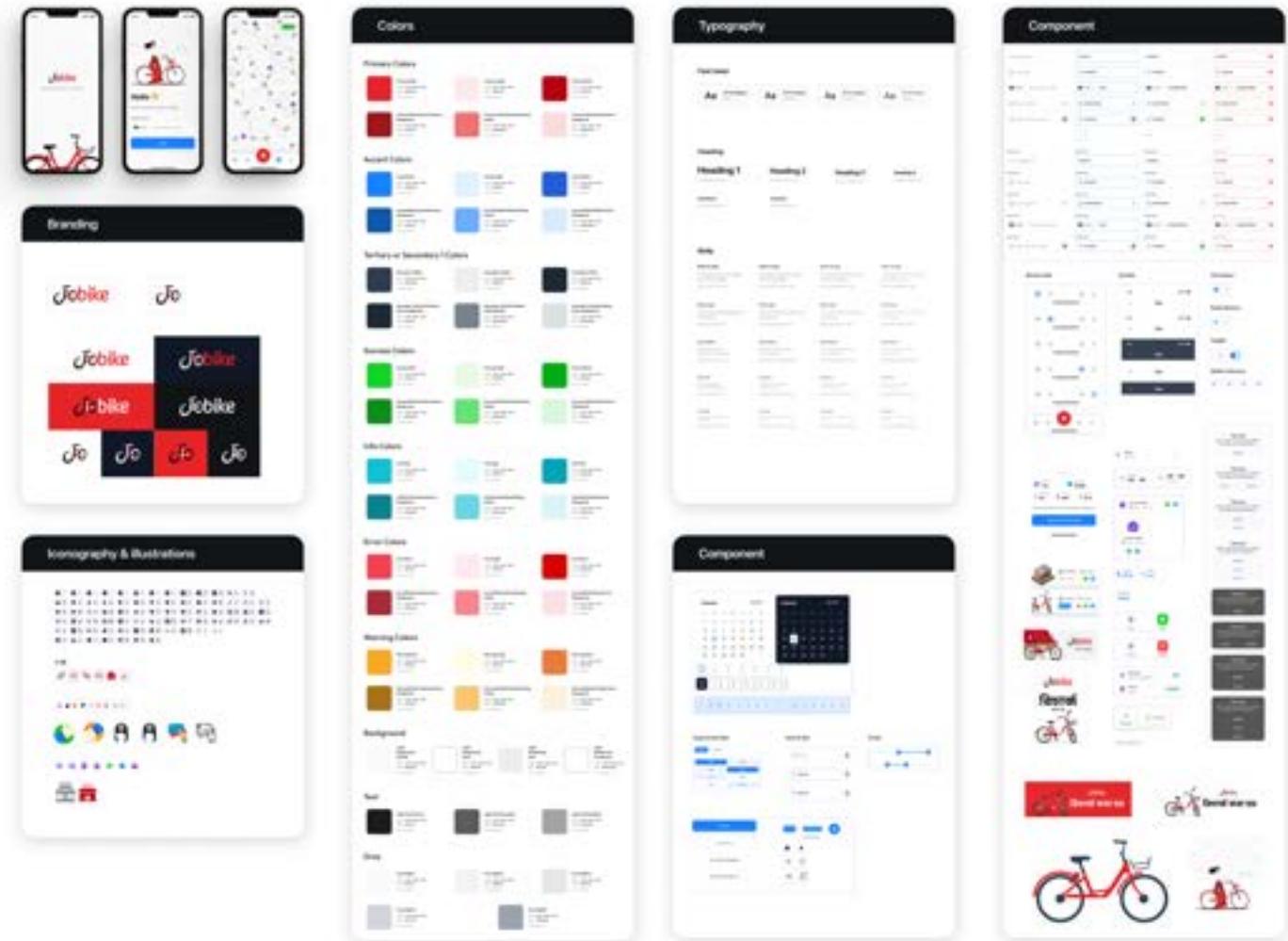
Jobike User App

JoPoint App

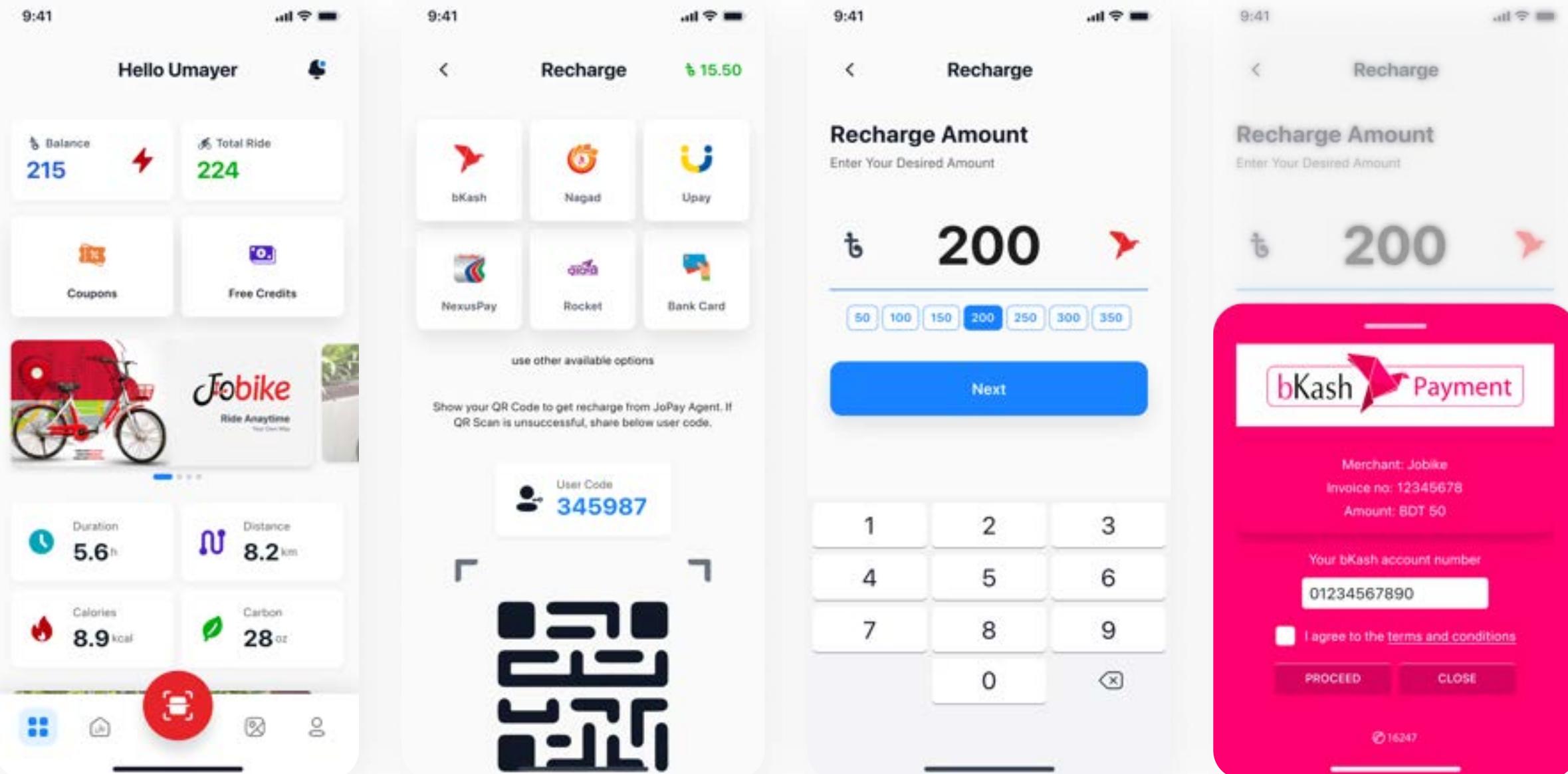
# UI Design

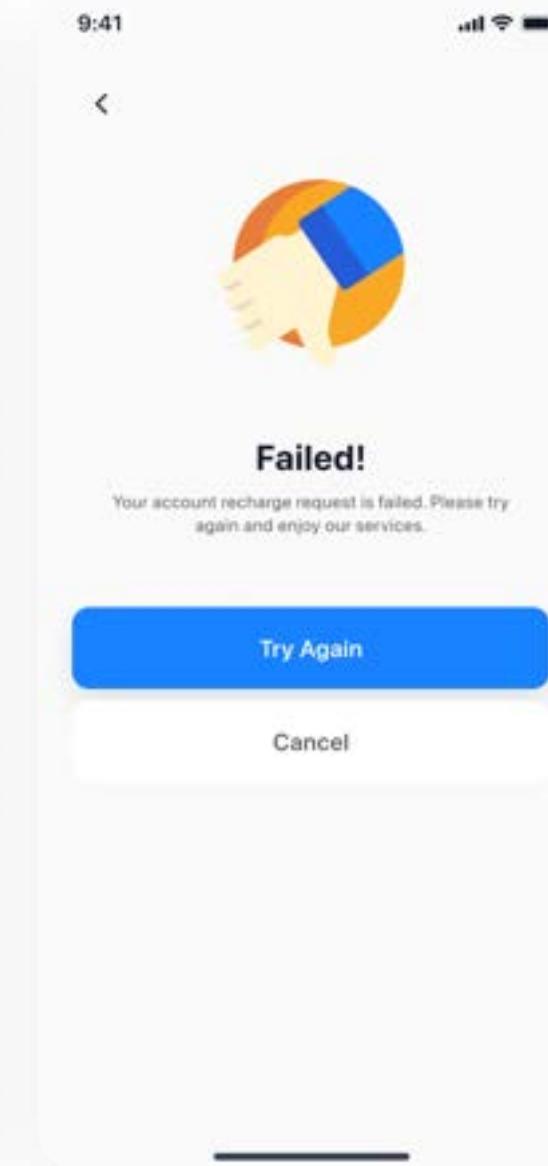
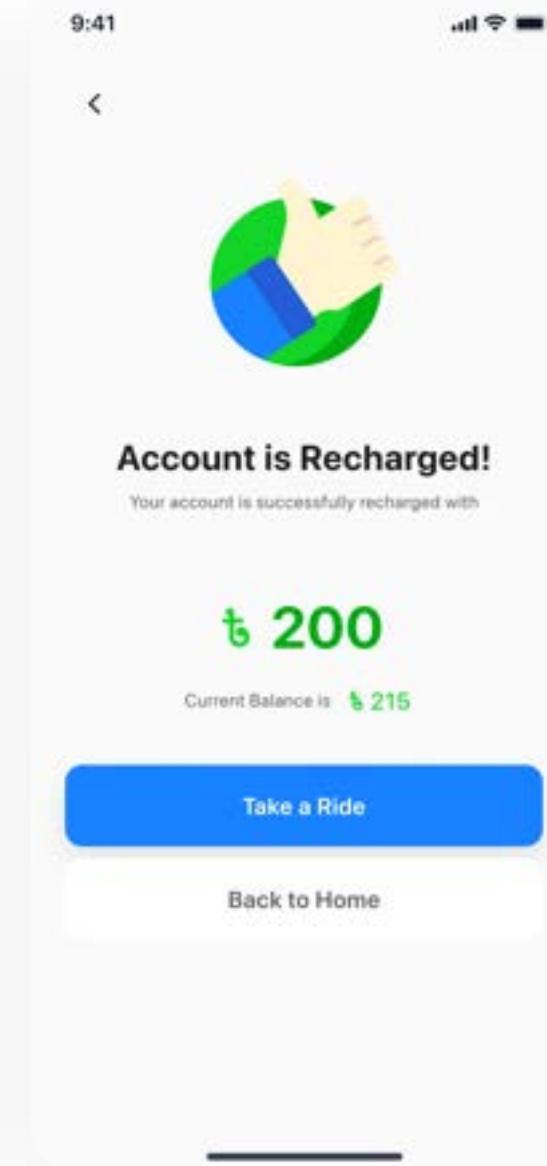
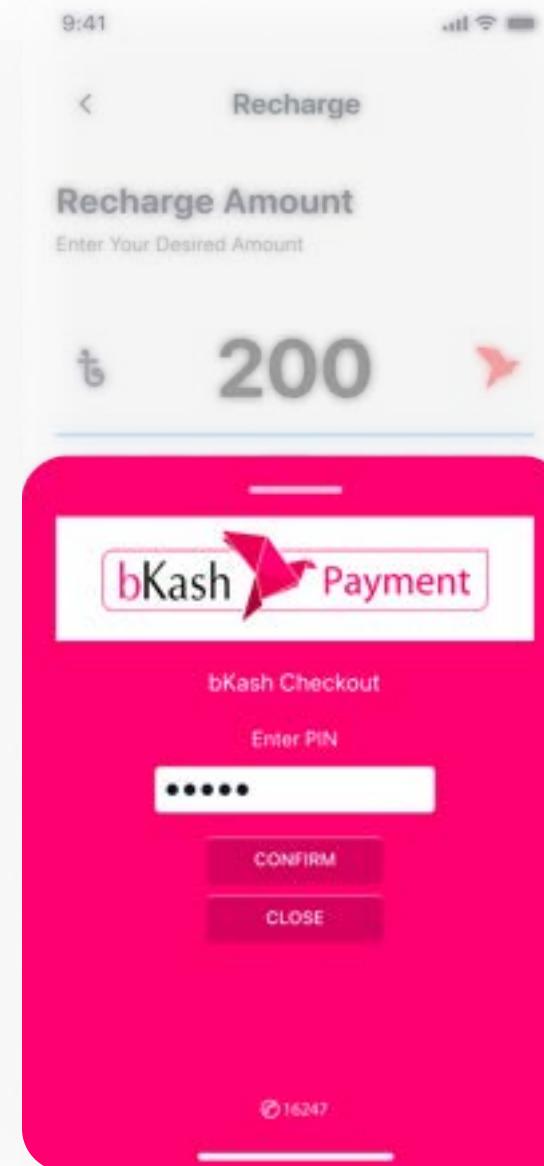
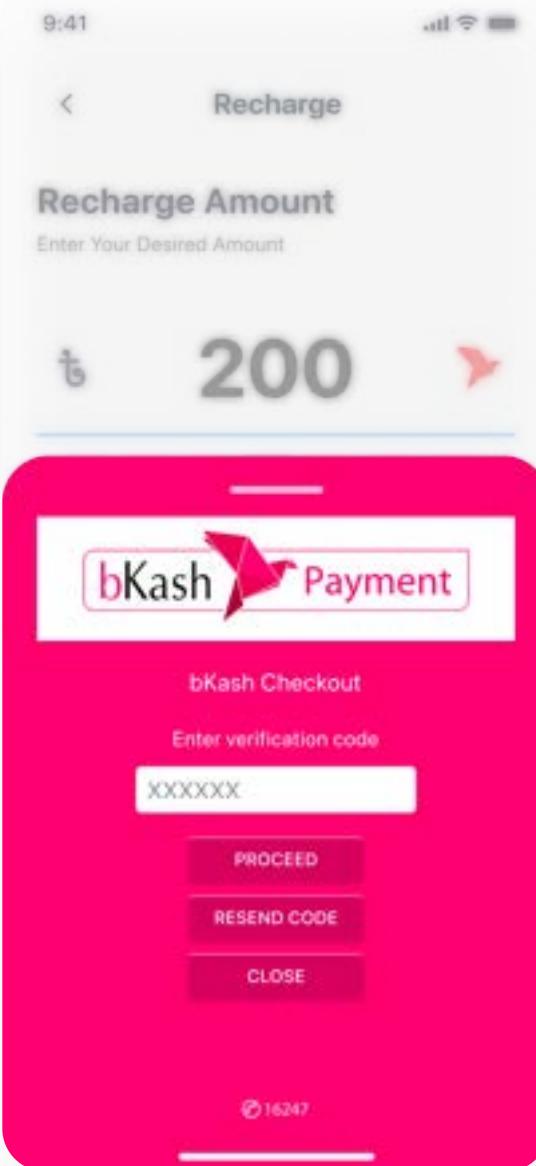
Before starting the UI design process, I always built a highly customizable design system to create a design language. It helps us a lot in creating user-friendly, accessible, high-fidelity designs.

- I have designed a design style guideline and reusable components.

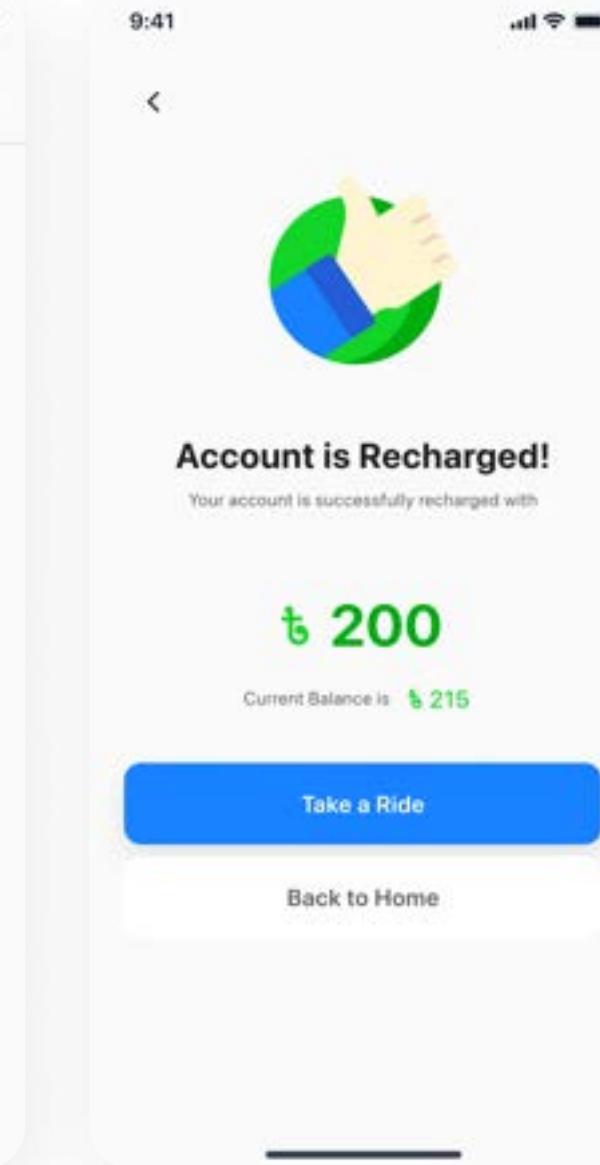
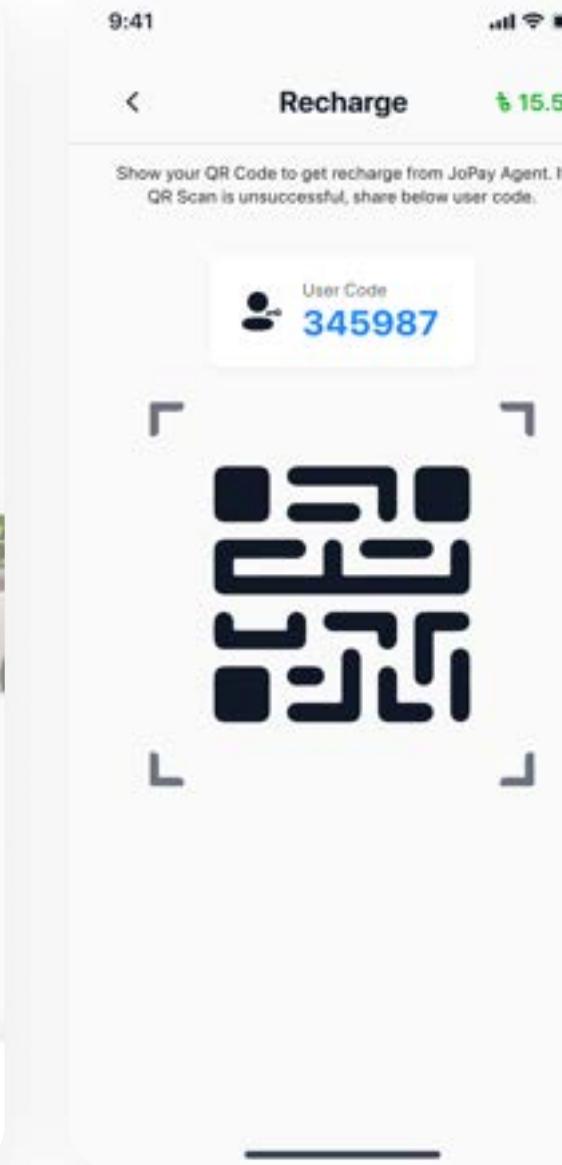
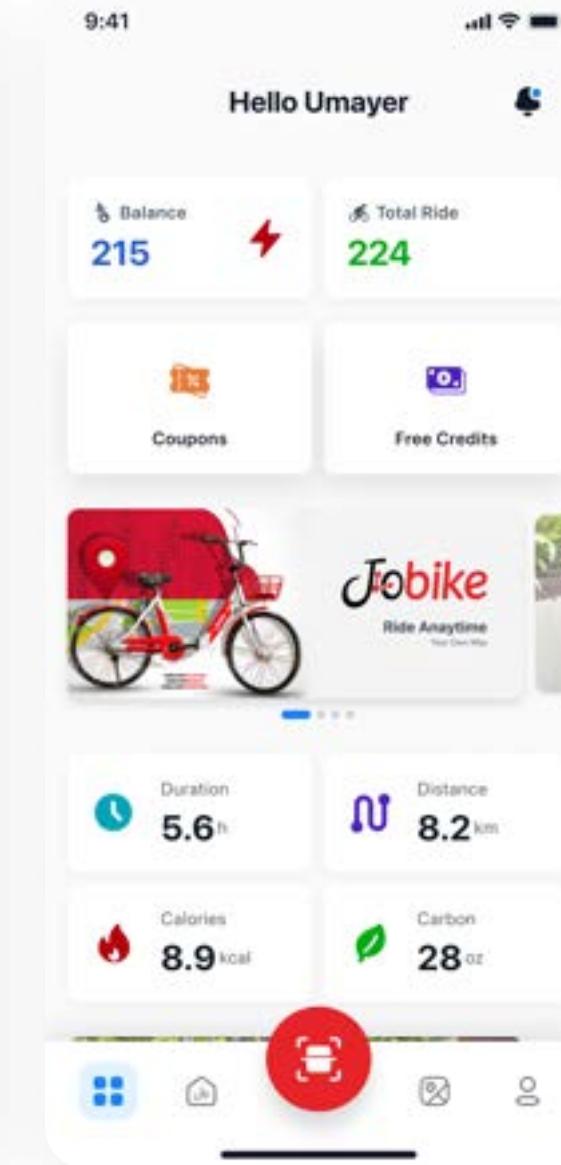


# Jobike User App (Online Recharge)

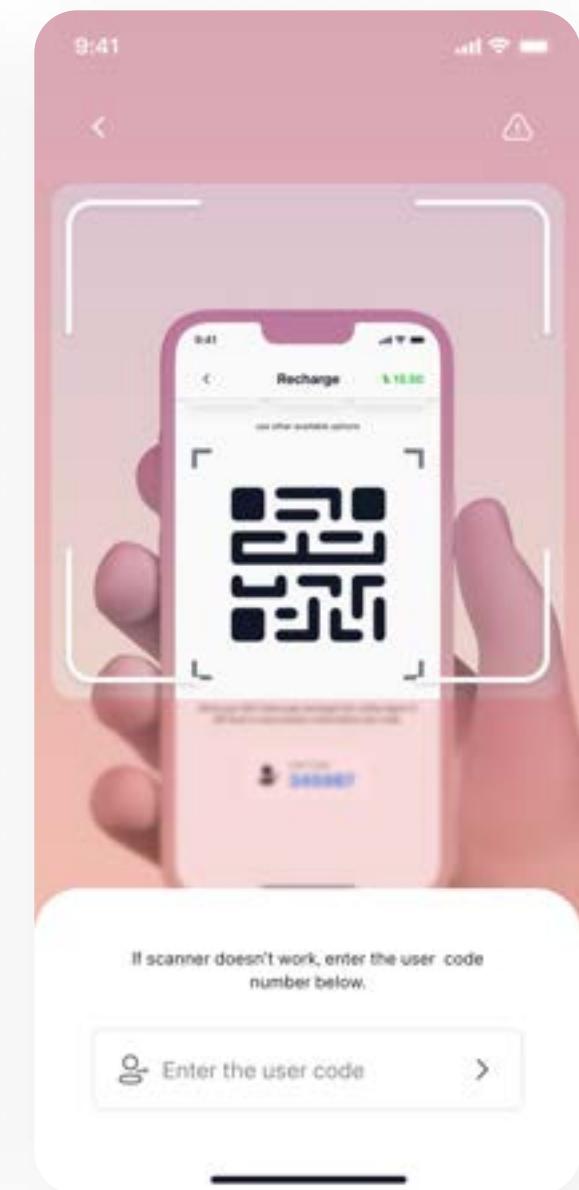
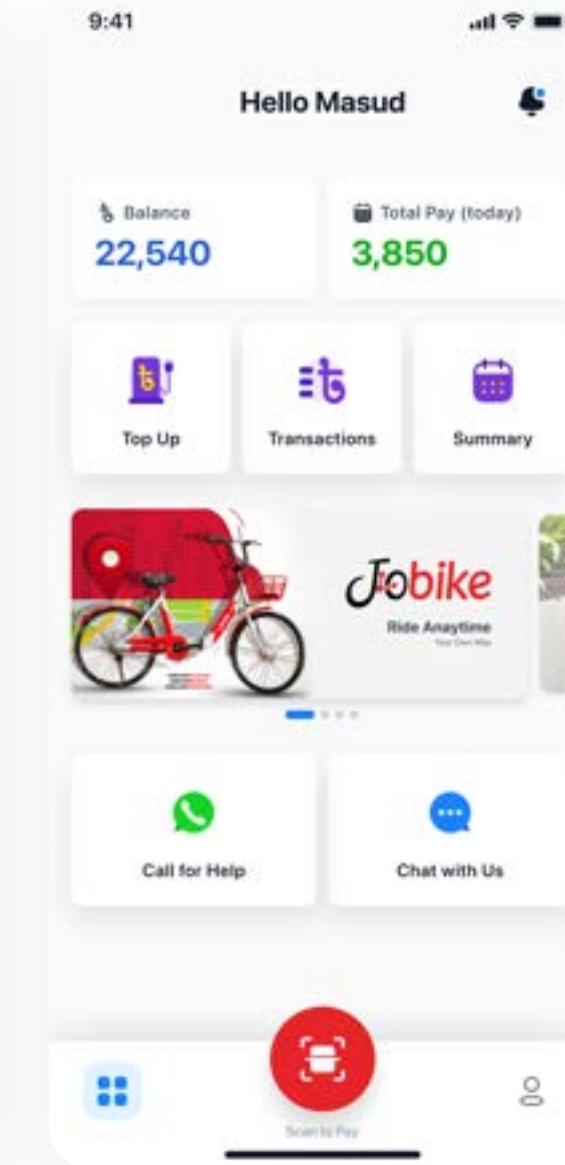
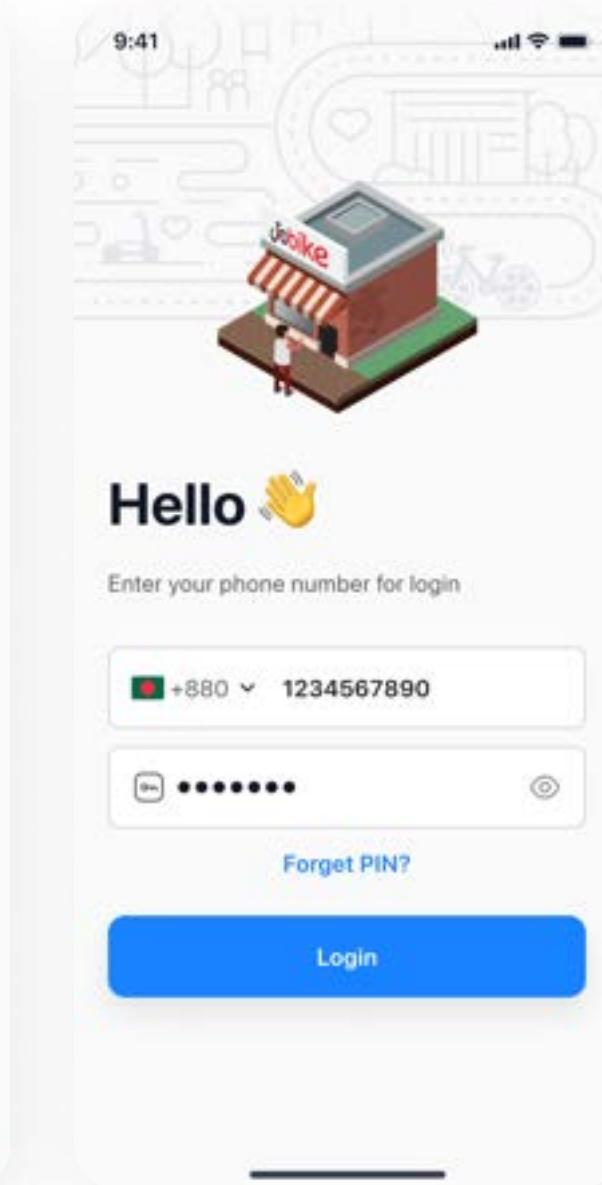




# Jobike User App (Scan to Pay)



# JoPoint App (Scan to Pay)



9:41

Scan to Pay

**Amount**

Enter the Payable Amount

BDT.

**50** 

50 100 150 200 250 300 350

Next

1	2	3
4	5	6
7	8	9
0		

9:41

Scan to Pay

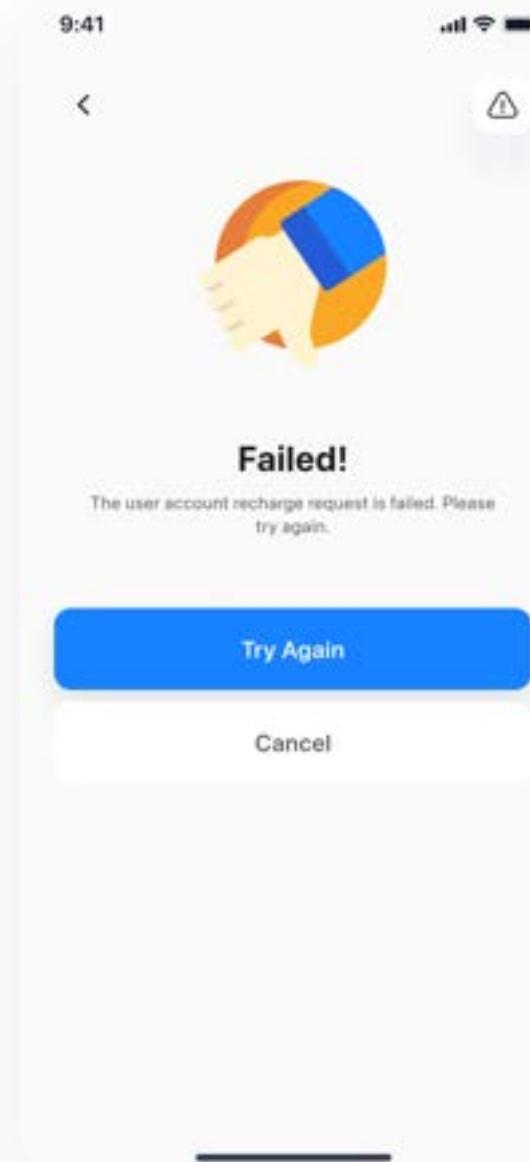
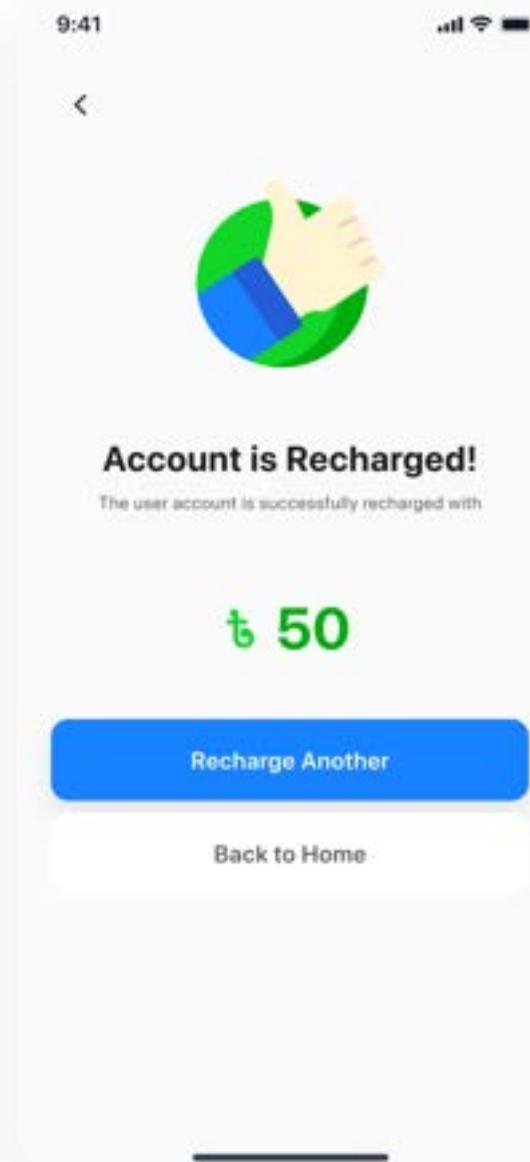
**Verify**

Enter your account PIN

Next

1	2	3
4	5	6
7	8	9
0		



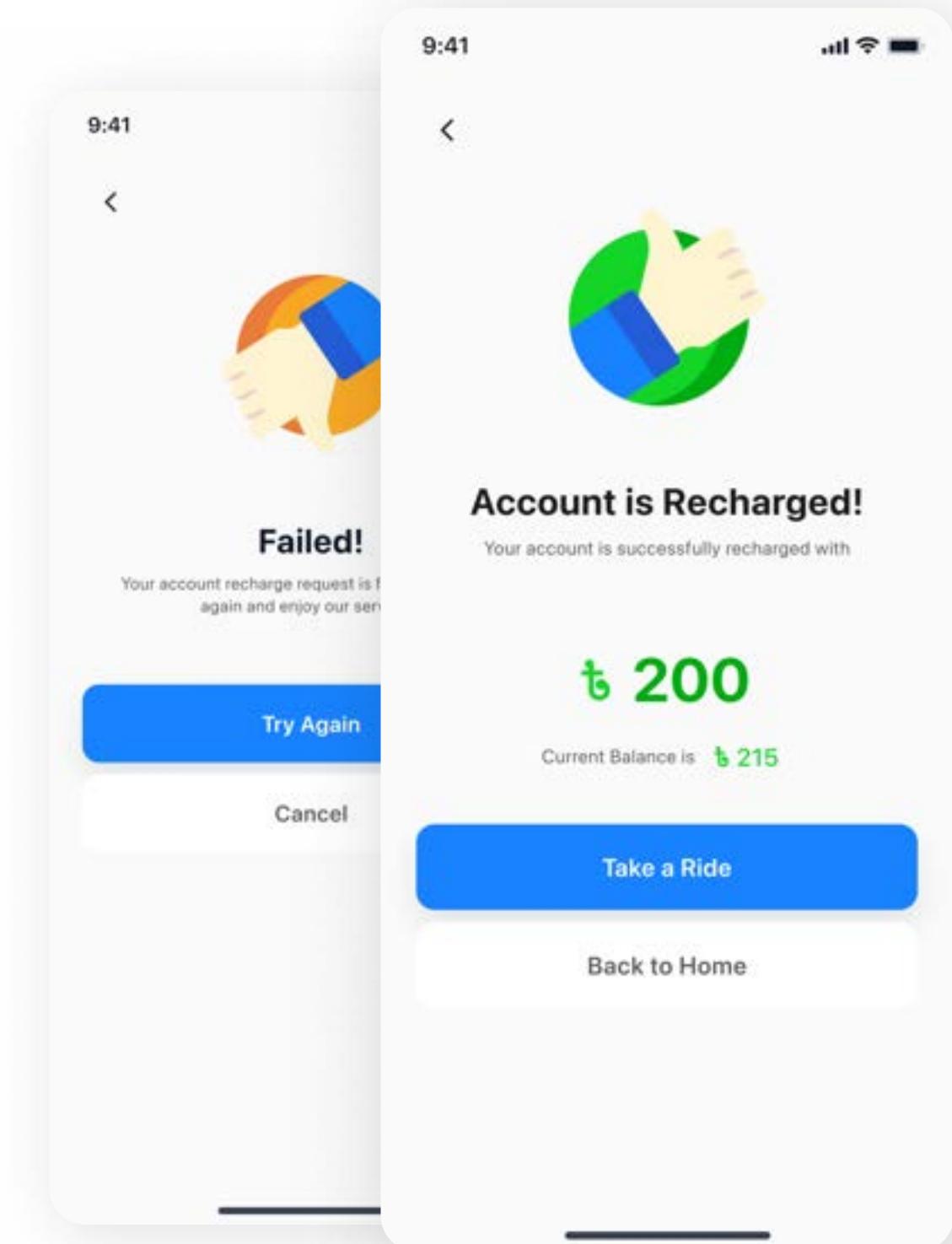
# Usability Testing

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

We conducted three smaller in-person usability testing sessions.

The goal was to assess the app's overall usability and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same set of jobs.

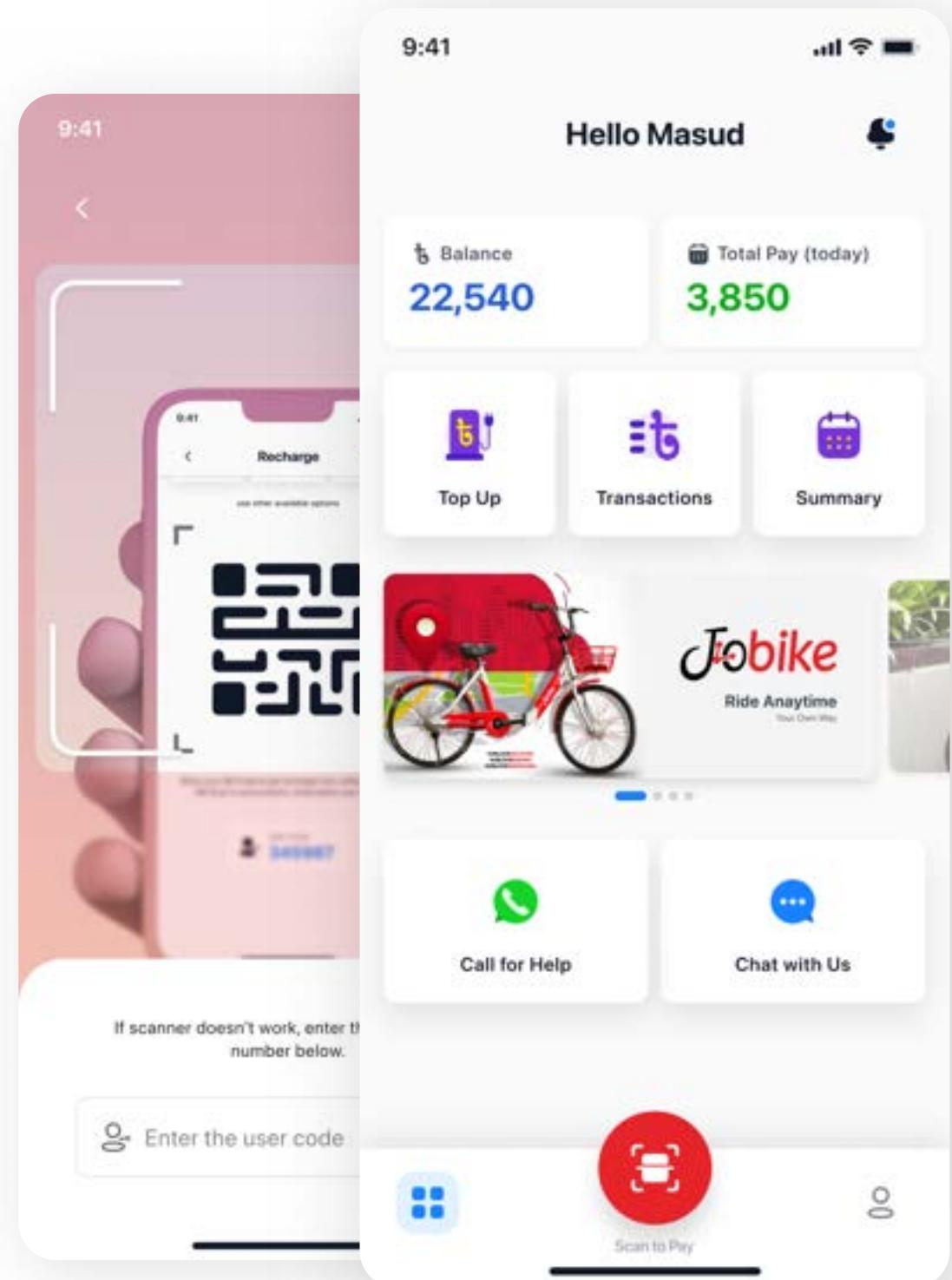
Due to the NDA issue, I've only shared the information authorized by the Jobike authority.



## Refine & Deploy

Based on the usability testing sessions, we refined and updated the design. Then, we created deliverables for development handover. I maintained continuous communication with the developers during the development period.

After the successful deployment, it is time to collect feedback from the user.

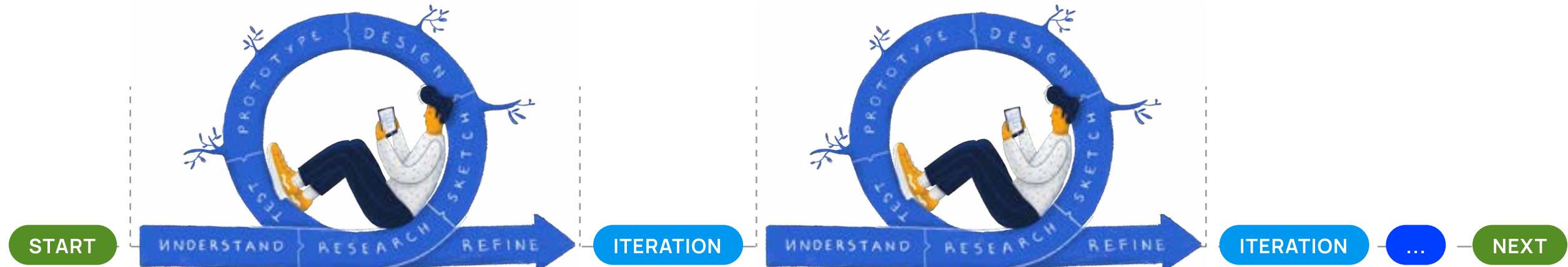


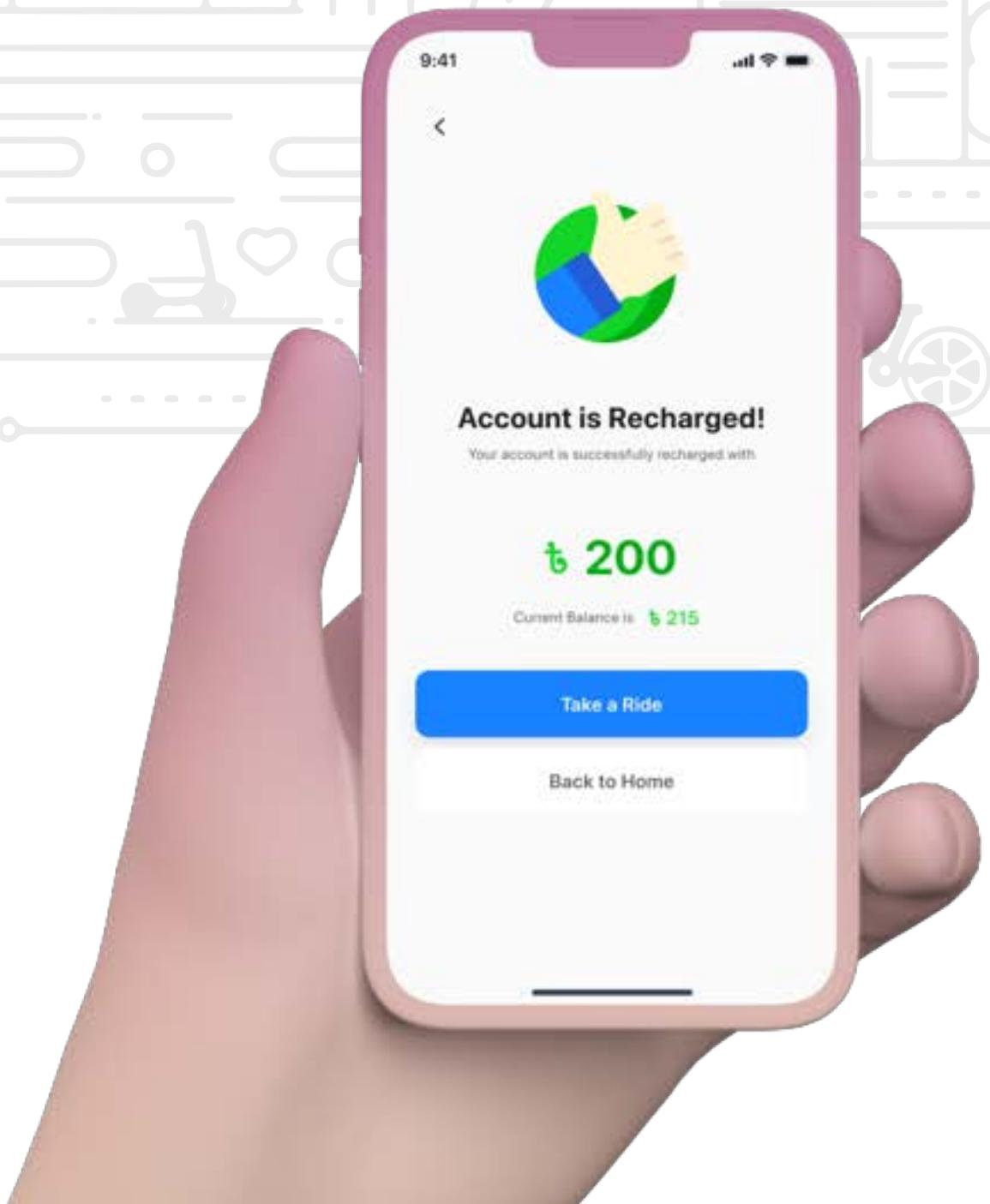
# Results & Future Iteration

After the successful deployment, we collected feedback from user interview sessions. The newly developed features helped us rebuild our users' trust and make our service more efficient. We've monitored and measured the results and within the first 6 month based on our success metrics-

- **Online recharge increased by 65%.** Users don't need to visit JoPoints.
- Although JoPoint recharge decreased, the process is now more efficient. We've secured the users' privacy.

I always prefer to follow the iterative process. And keep repeating the steps.





# Thank you

Feel free to reach me

✉️ anamoulrouf.bd@gmail.com 🌐 <https://anamoulrouf.com>



# Truck Lagbe

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



# KYS (Know Your Suppliers) ID Verification

Project  
TLKYS Programme

Timeline  
March 2022 – May 2022

Platform  
iOS and Android.  
Tools  
Figma, FigJam, Notion.

My Role  
UX Research, UI/UX Design.  
Team Collaboration  
Product, Marketing, Sales,  
Customer Support, and Tech.

## Background

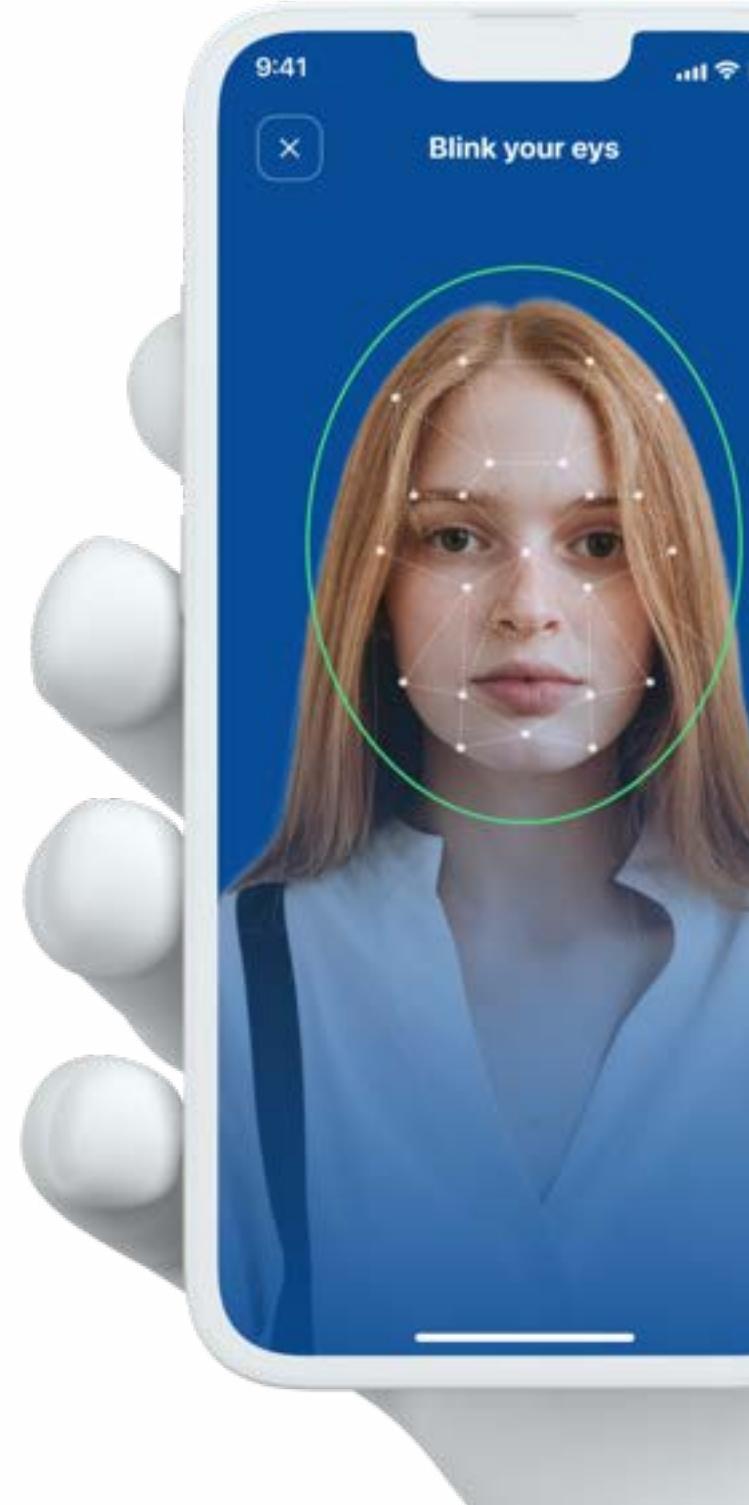
Truck Lagbe was facing operational difficulties verifying their delivery partners (truck owners, truck drivers, collaborators, transport agencies). Also, the trip Completion Rate (CR) is getting more challenging to control and the fraudulent cases are restricting our growth.

## Goal

- Get more supply partners re-verified.
- Make the verification process more efficient, functional and scalable.
- Have more control over fraudulent cases and trip Completion Rate (CR).

## Outcome

- Re-verified around 92% of our existing supply partners.
- The fraudulent cases were reduced to around 30%.
- The trip Completion Rate (CR) increased by 35%.



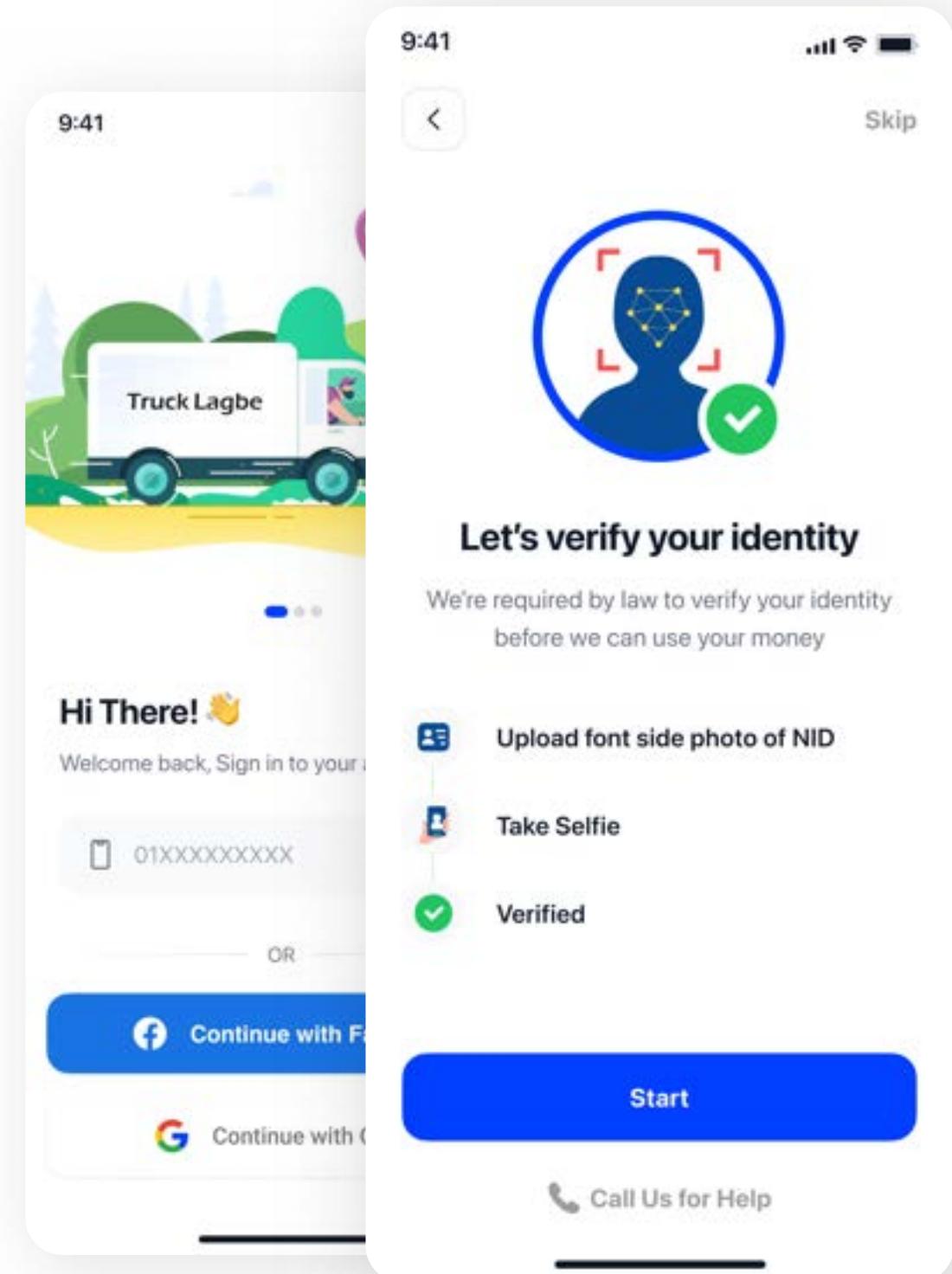


## Design Challenge

Truck Lagbe is always concerned about its customers. To gain their trust and be their moving partner.

- Truck Lagbe faced operational difficulties verifying their delivery partners (truck owners, truck drivers, collaborators, transport agencies).
- It's pervasive in the trucking industry that truck drivers spend most of their time on trips, moving and busy.
- Getting them in optimum places and meeting them personally is also very challenging.
- Also, asking the user to come to TL Services Points can't be a feasible solution, and our wild guess is we'll only get 5-8% of users' information.
- In some cases, users don't have the required document with them.

- Sometimes we get documents from users through courier delivery service. But in that case, we fail to verify the user in person.
- In some cases, users don't have the required document with them. The trip Completion Rate (CR) was getting more challenging to control, and the fraudulent issues restricted our growth.



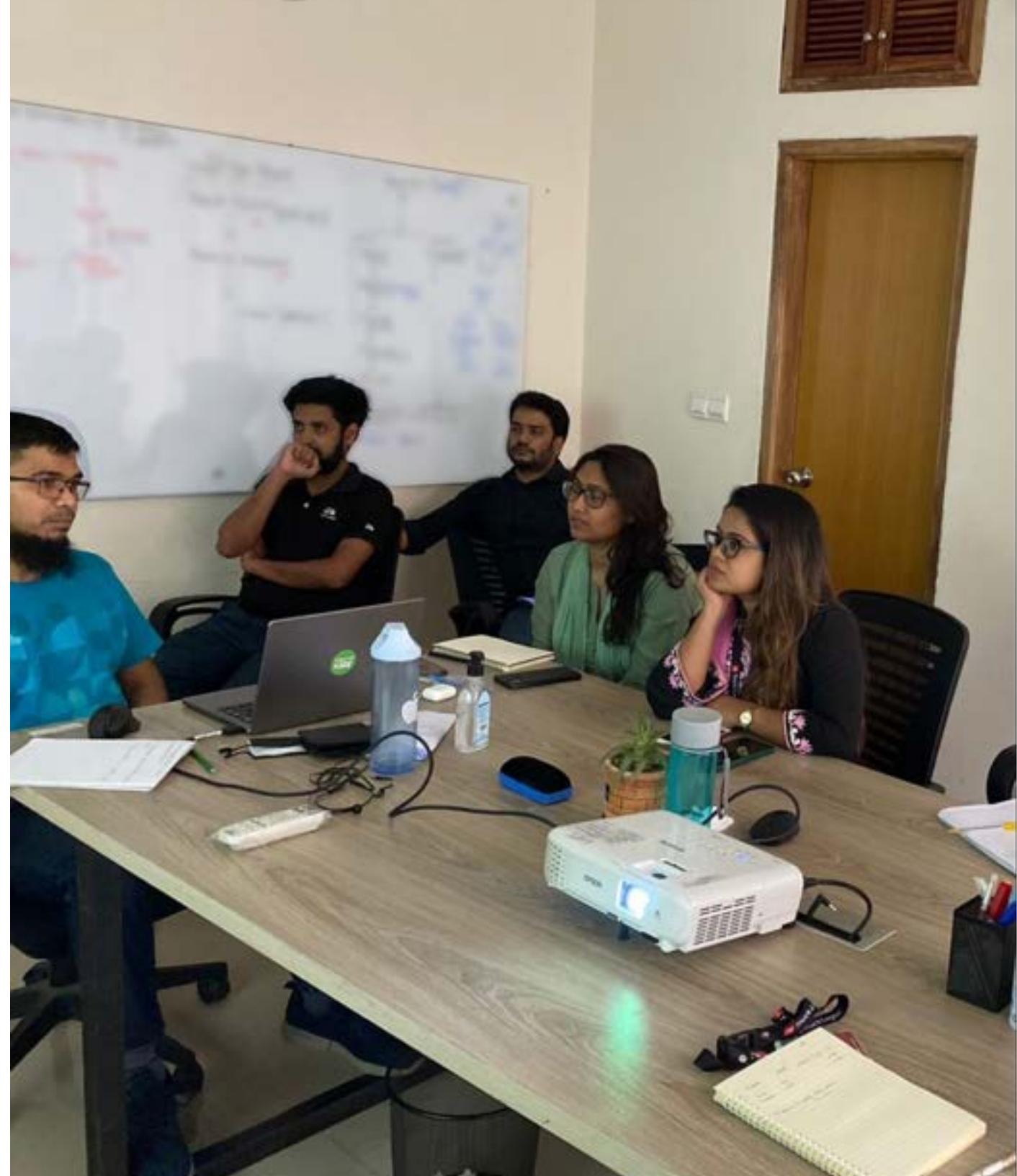
# The Discovery

The discovery phase was a quick, high-intensity effort that allowed us to -

- Define project goals and milestones
- Audit the existing process faults
- Review the existing solutions by other similar products
- Understand business visions
- Empathize the users' needs, behaviors, and pain-points
- Understand technological feasibility and constraints.

Here are three considerations that help me to understand and prioritize the issues.

- How satisfying is the solution for users?
- How well is this solution for users' problem solving and also good for business?
- How challenging would it be to build from the technical feasibilities and limitations?



# The Findings

We visited 10 suppliers. We also had brainstorming discussion sessions with our internal cross-functional team members.

- All the suppliers had a smartphone, and most had button phone.
- 7 users were using bKash or other MFS apps. Most of them are familiar with TikTok, IMO, Facebook, Whatsapp, SHAREit and other related apps.
- They are also familiar with taking selfies, photos, and videos.
- Our technical sessions taught us about OCR (optical character recognition) and WebRTC (real-time communications).
- We also depended on 3rd party API service from Porichoy.com (a government service to verify National ID).

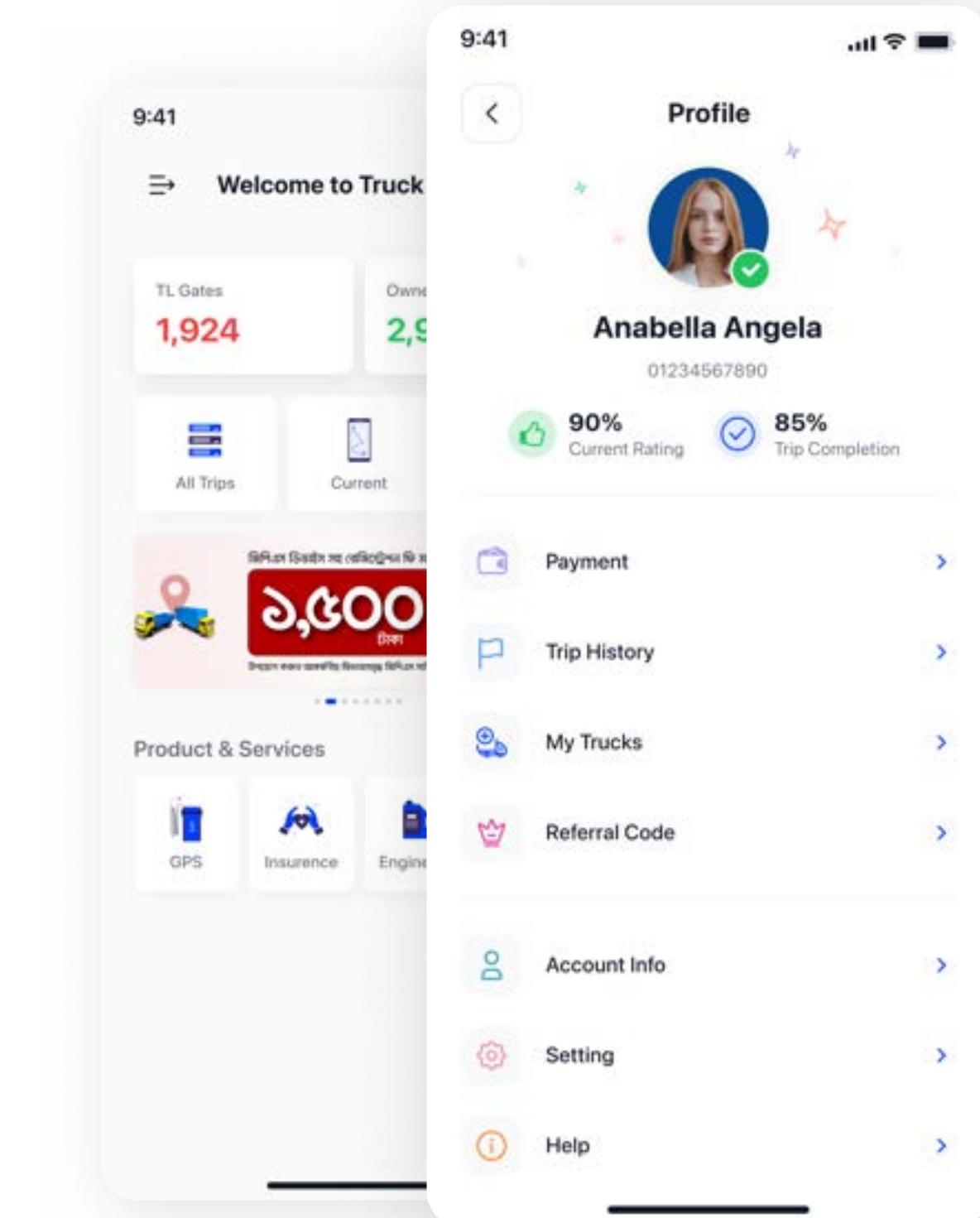


# Approach

Thinking about the future, we wanted to create a system that is simple, easy to use, functional and scalable solution to address the problems. Our goal was to seamlessly display the experience, if necessary, and then guide the user into the flow they originally were in. By collaborating closely as a team, we could provide fallback solutions to our users.

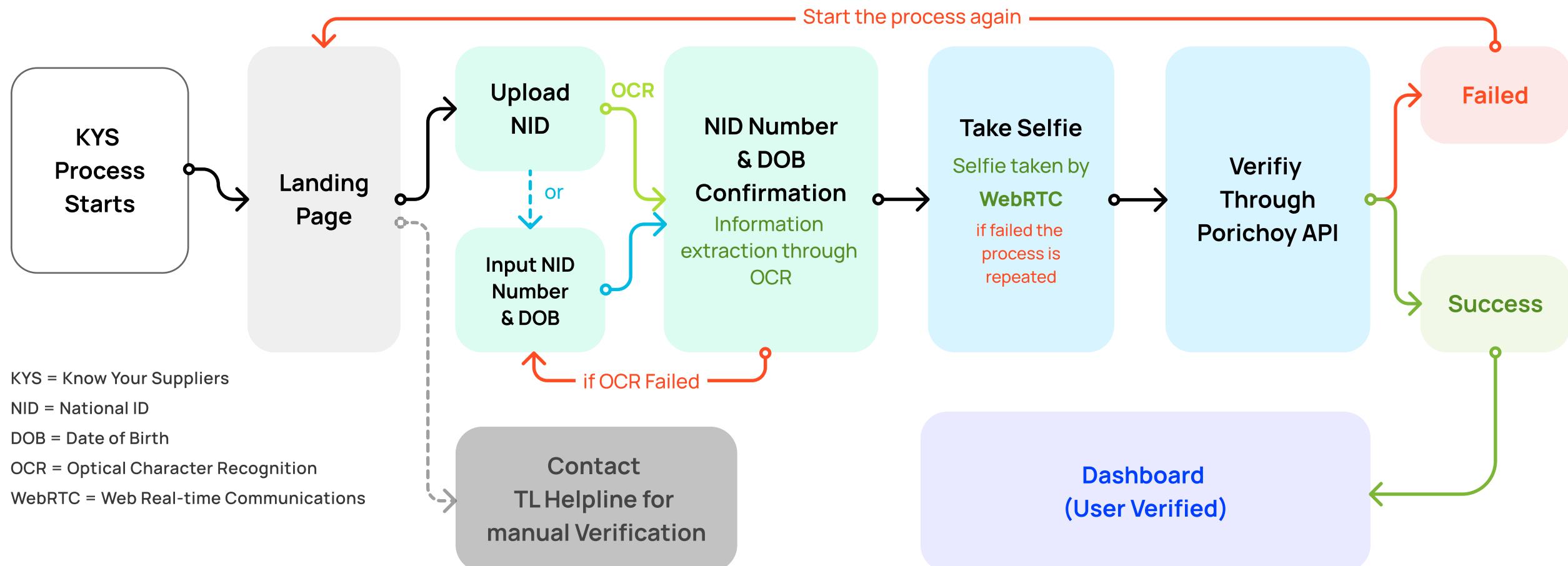
So, Truck Lagbe introduced KYS (Know Your Suppliers) programme. In this programme, Truck Lagbe will comply with its supply partners.

- Ensuring the in-person verification process, we had to implement OCR to collect the data from images and WebRTC to develop video liveness ID verification SDK.
- We also used API service from Porichoy.com (a government service) to verify our National ID.
- It is our concern to keep our customers happy.



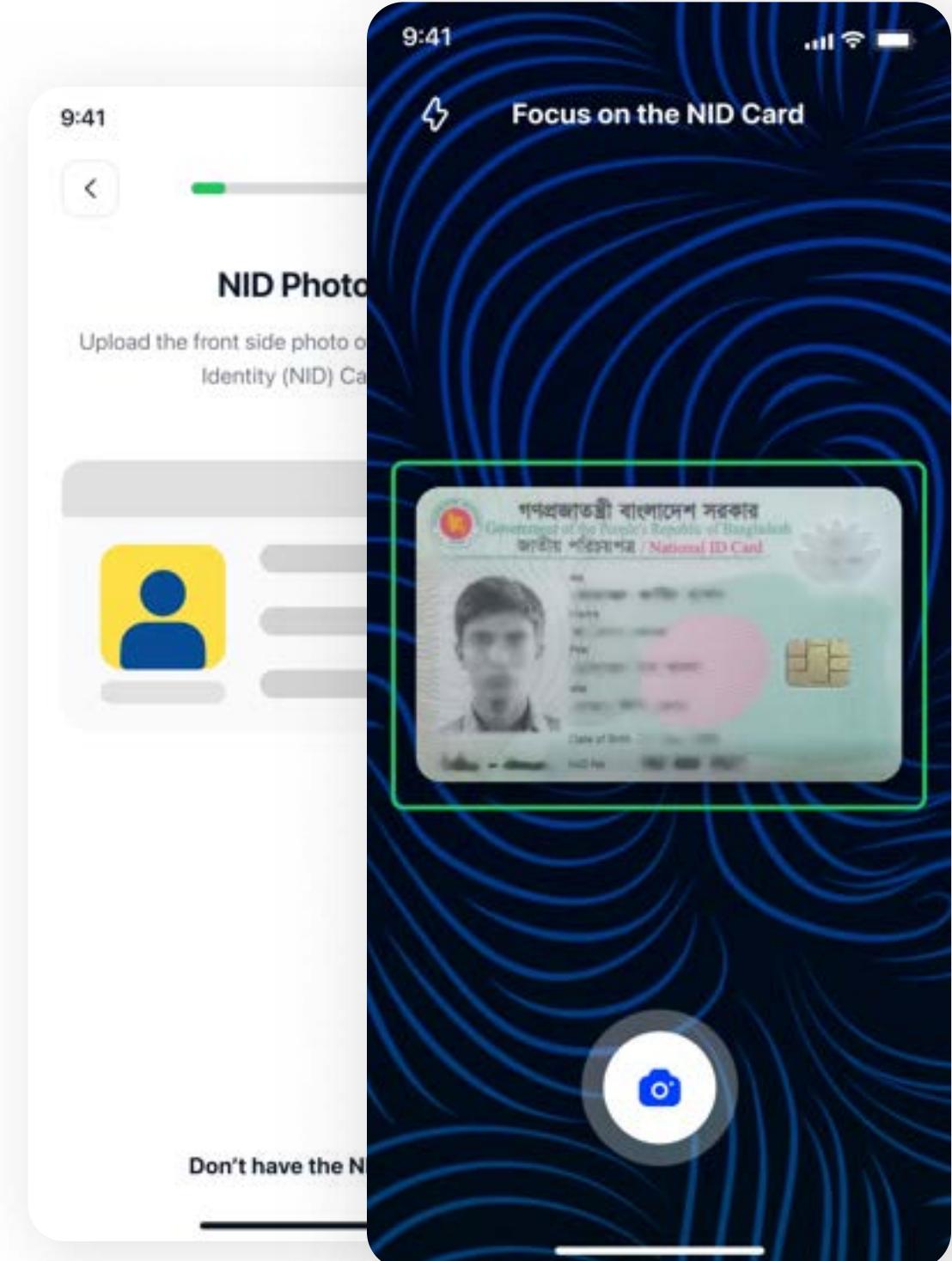
# The KYS Process

We used a 3rd party Bangladesh Government authorised service through out the process.



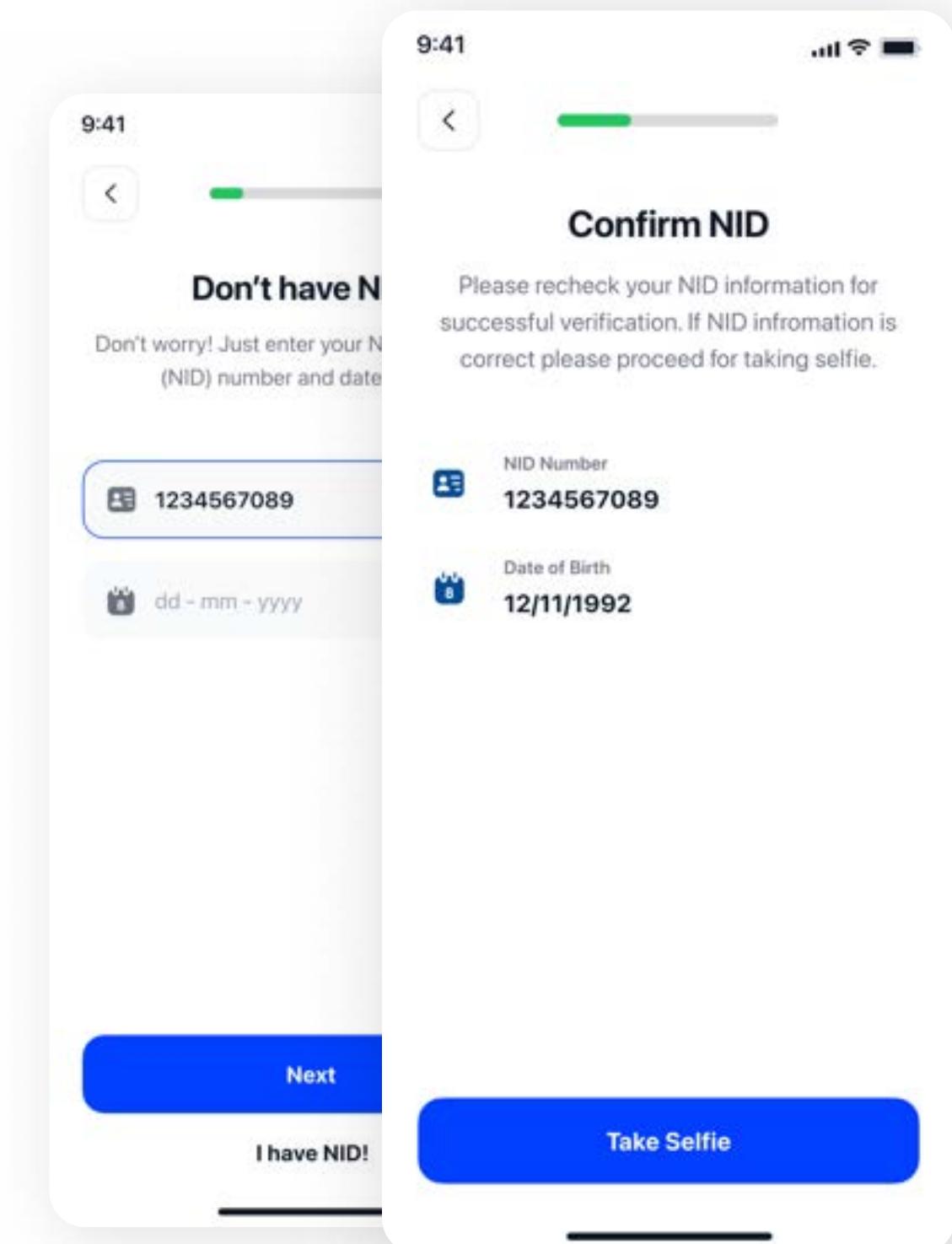
## Method 1: National ID Scan

In collecting and validating a National ID, we asked our users to upload a photo of the NID Front side. We provided an interface for taking a picture, and OCR helped us to collect necessary data from it. Then WebRTC enabled us to capture the selfie and validate the information from Porichoy API. If the NID was valid, the user was verified instantly.



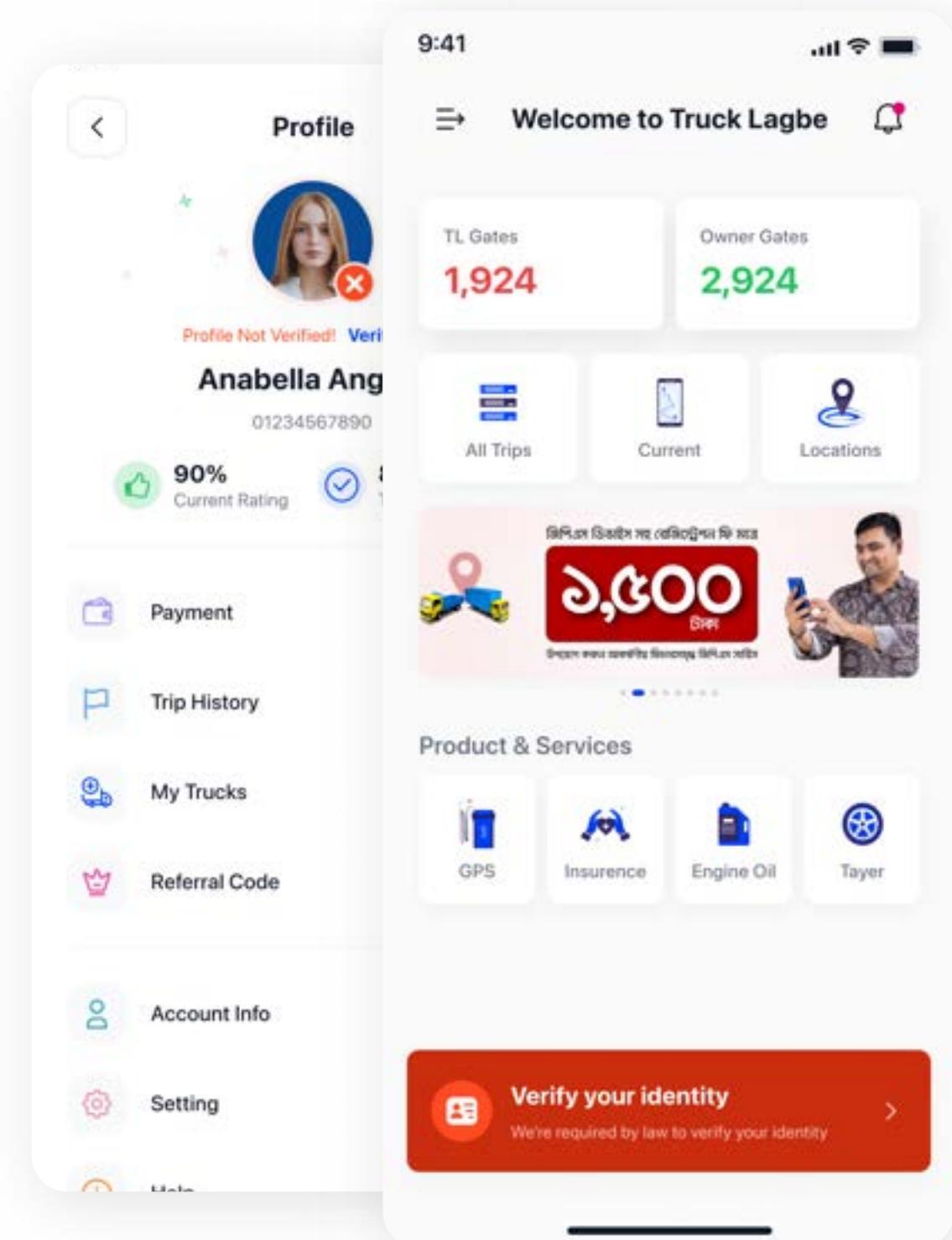
## Method 2: Manual Entry

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 the valid user gets verified instantly.



## Method 3: Contact with Support

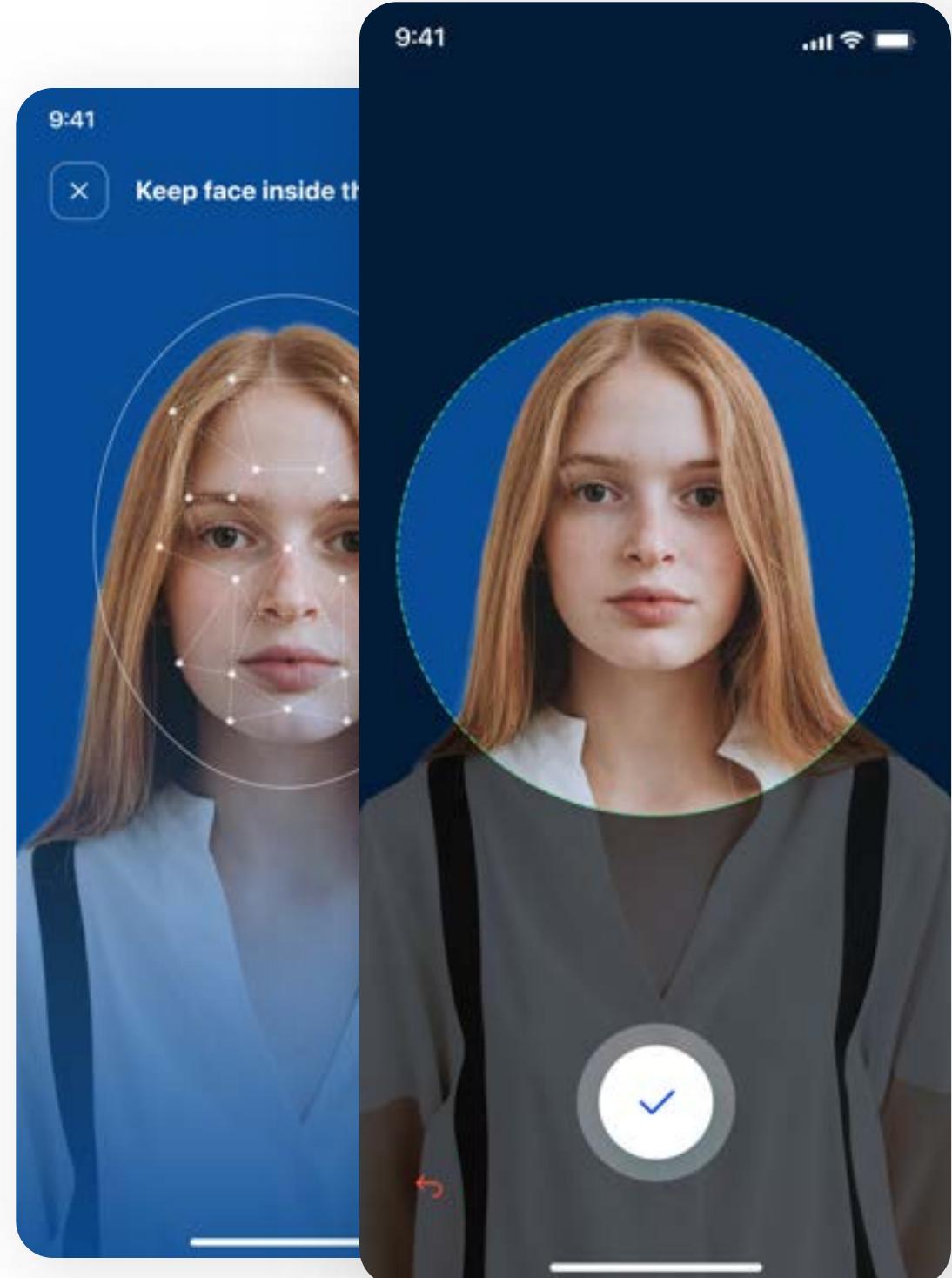
If the users don't have NID or access to the internet, they can visit TL Points to verify them manually. They can also call our TL Helpline to personalise help.



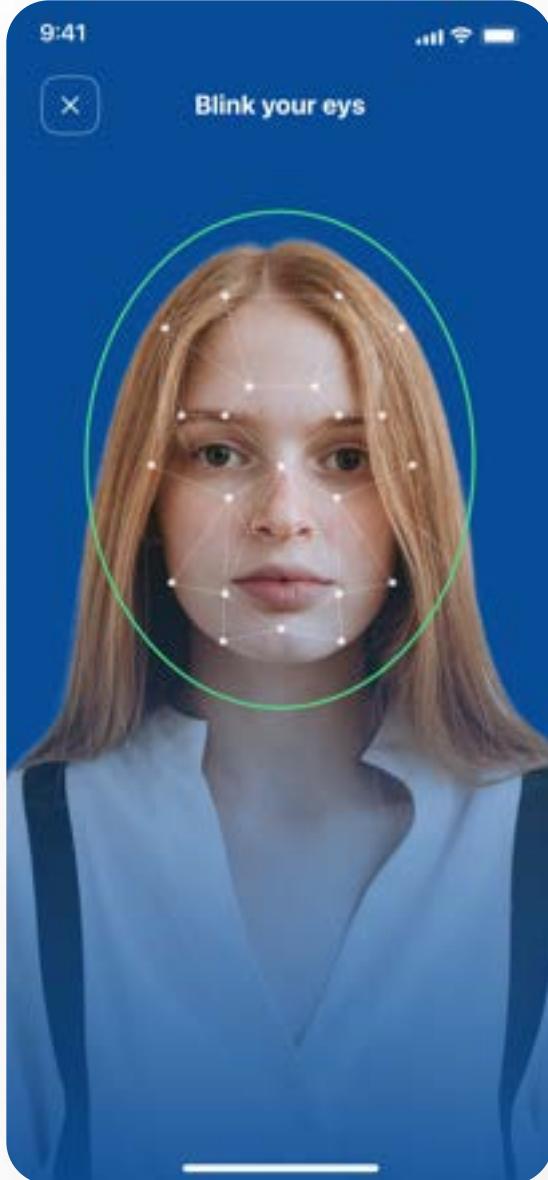
# WebRTC for Taking Selfie

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 device's 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

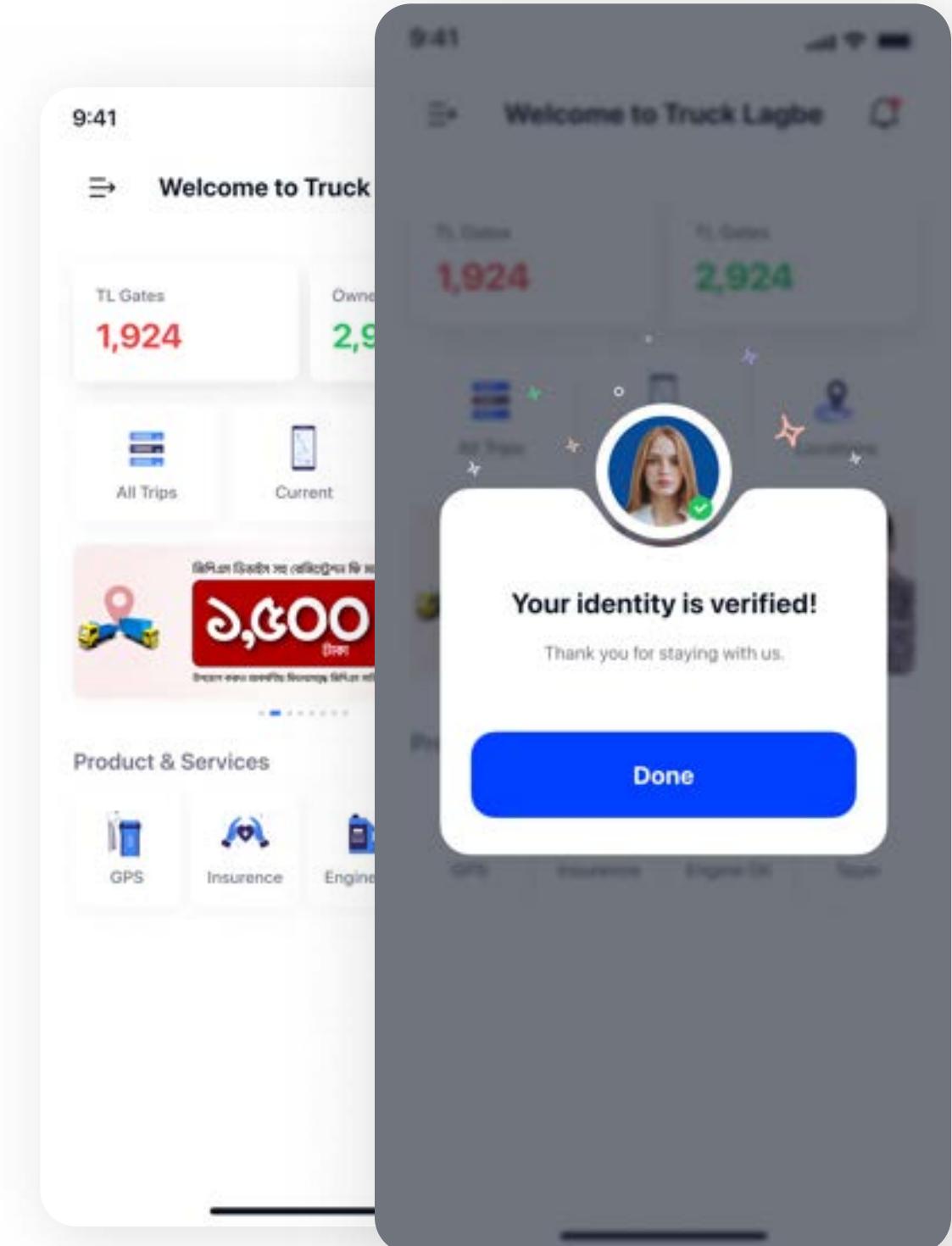


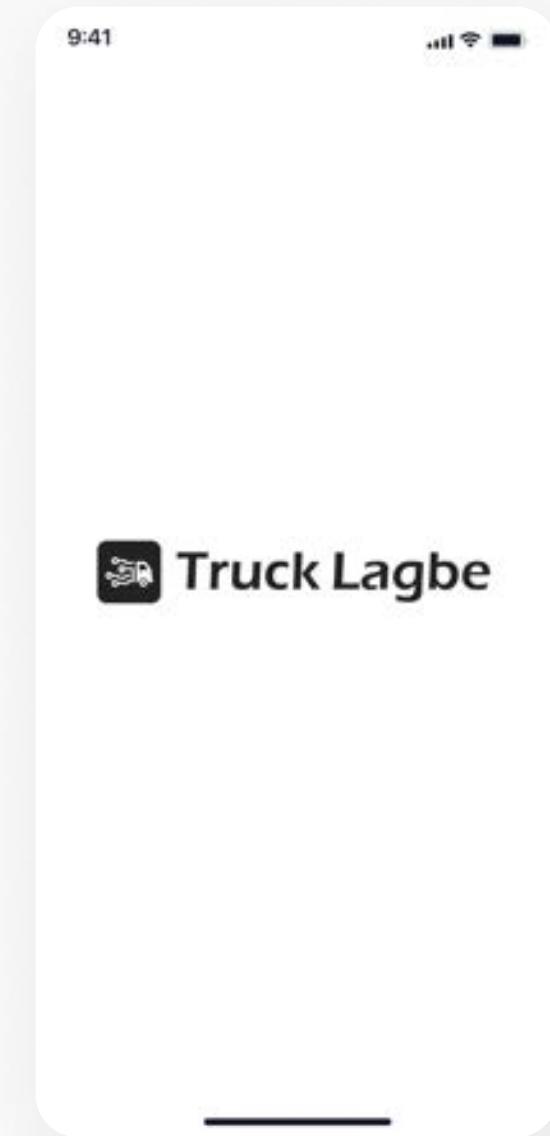
# Impact

## Identity Verified!

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

- KYS Programme helps us to **automate the verification process** and make our operations more efficient.
- We've automatically re-verified around **92% of our existing supply partners**.
- The **fraudulent cases** were **reduced to around 30%**.
- The trip Completion Rate (CR) **increased by 35%**.

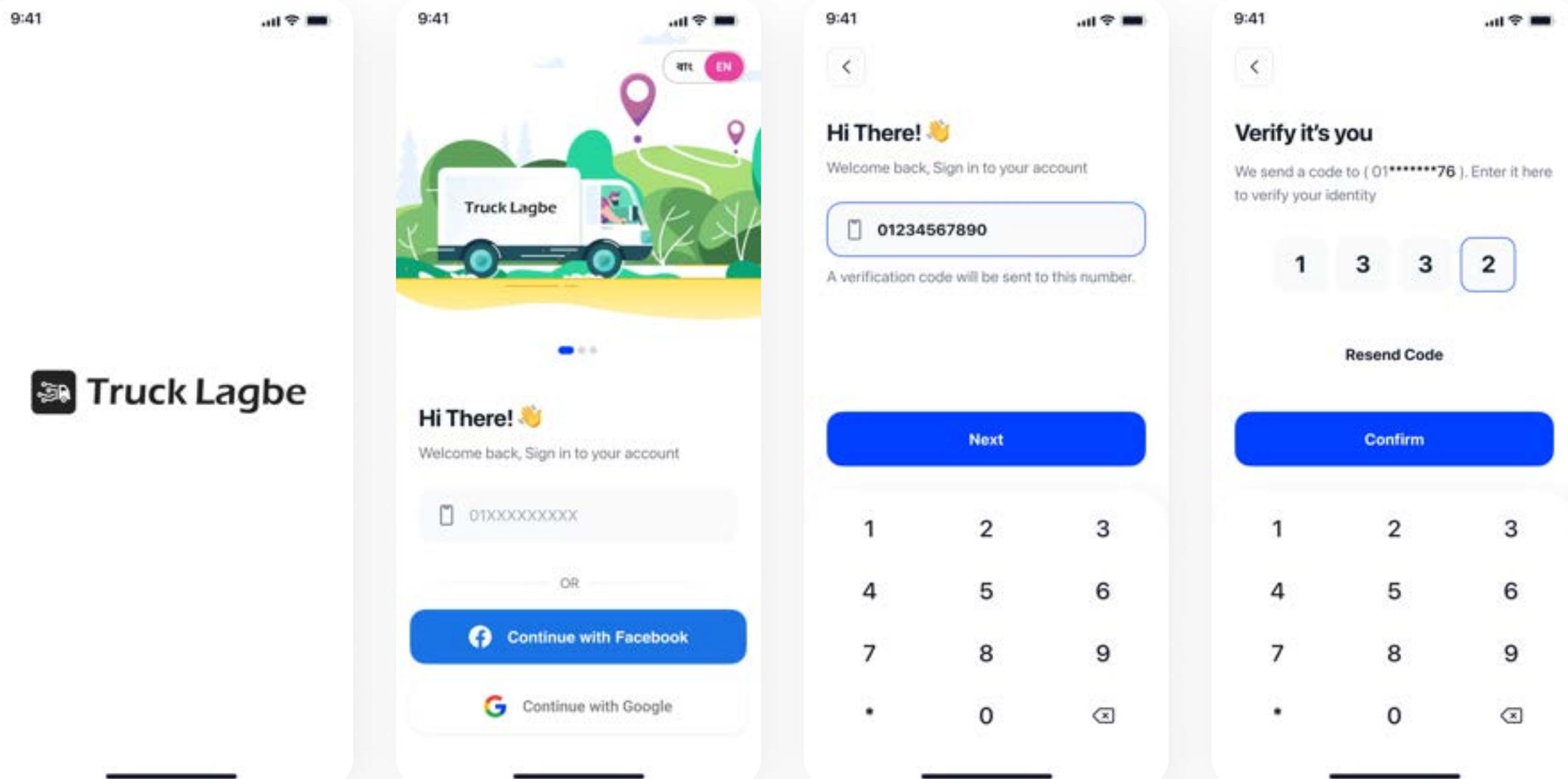




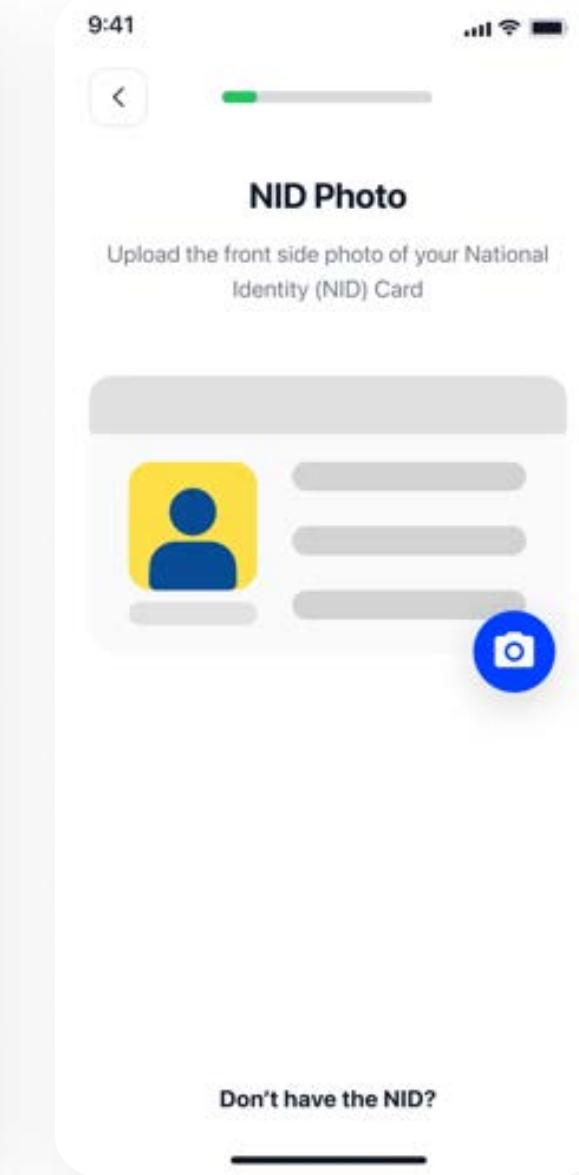
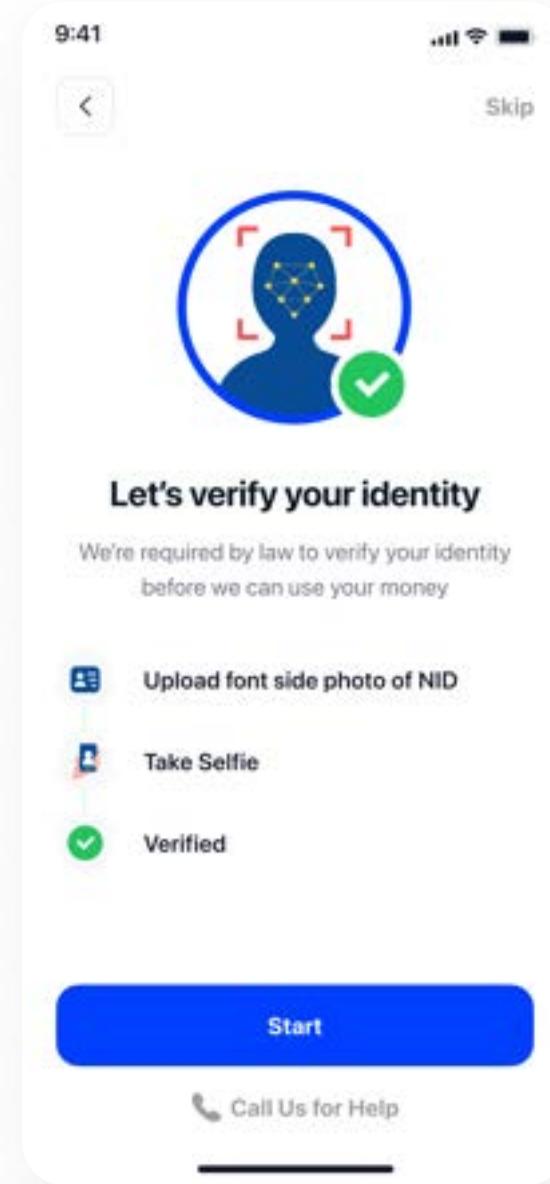
## Design Prototype

[Click Here](#)

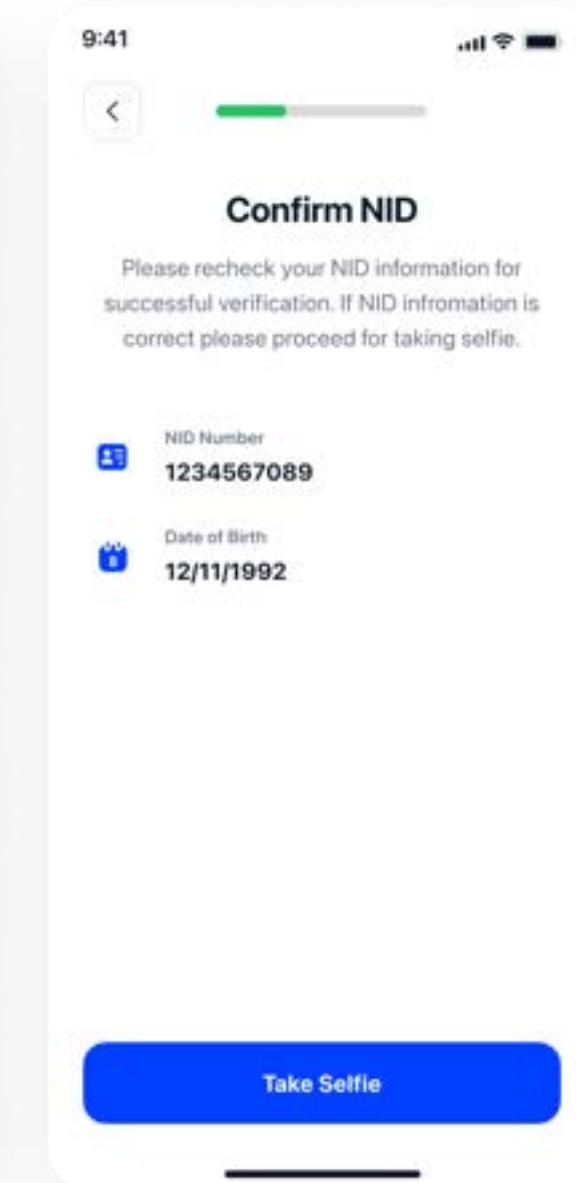
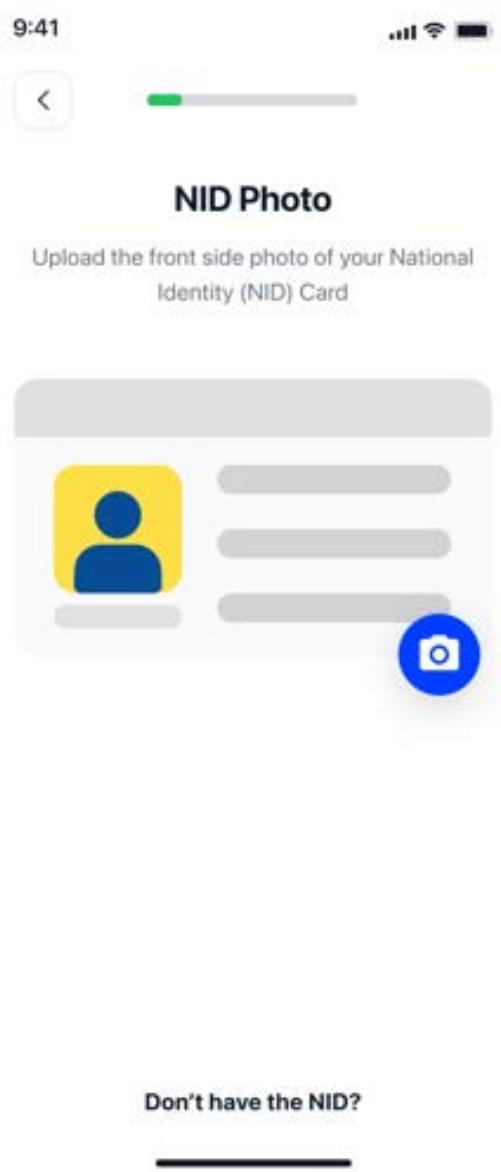
# User Interface (login)



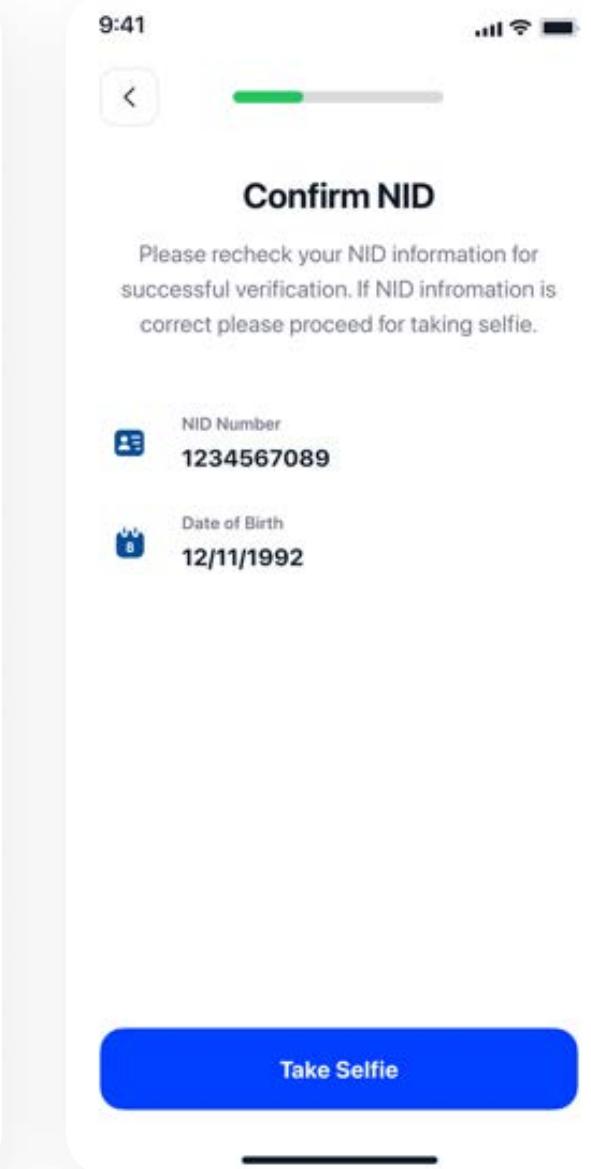
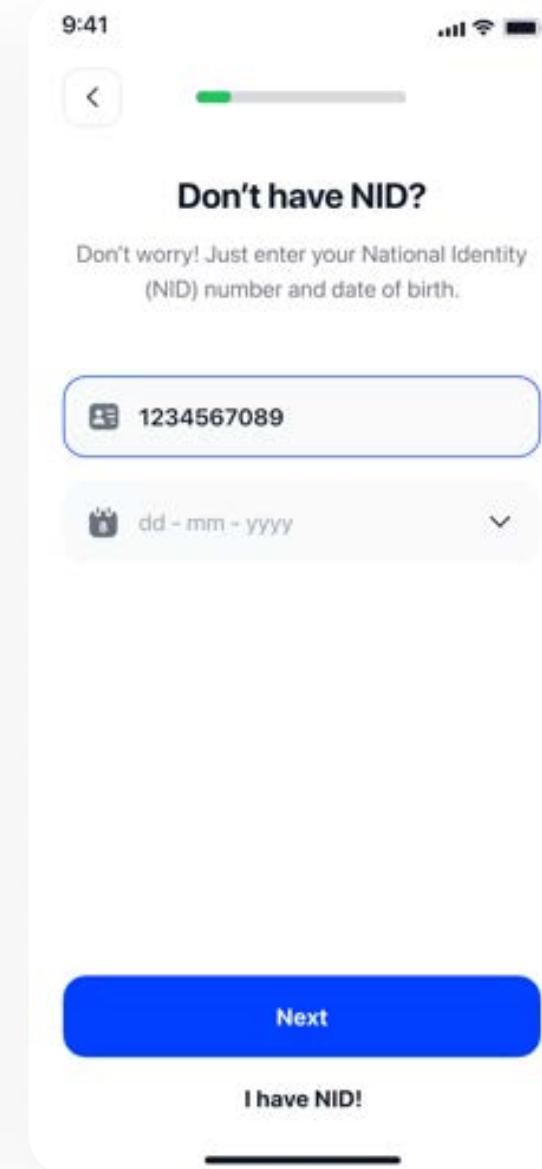
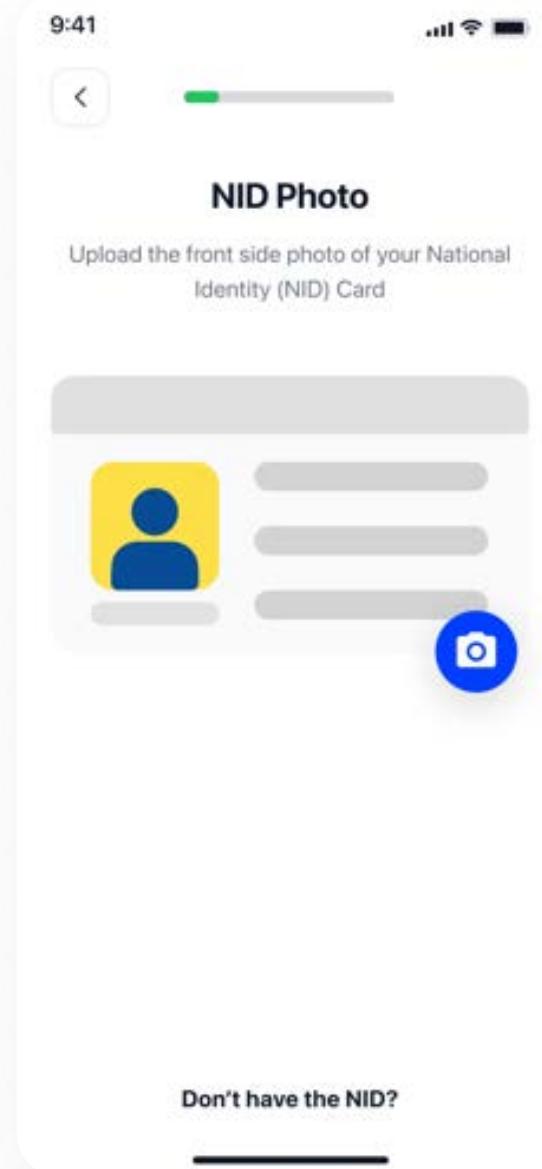
# User Interface (Verification Process)



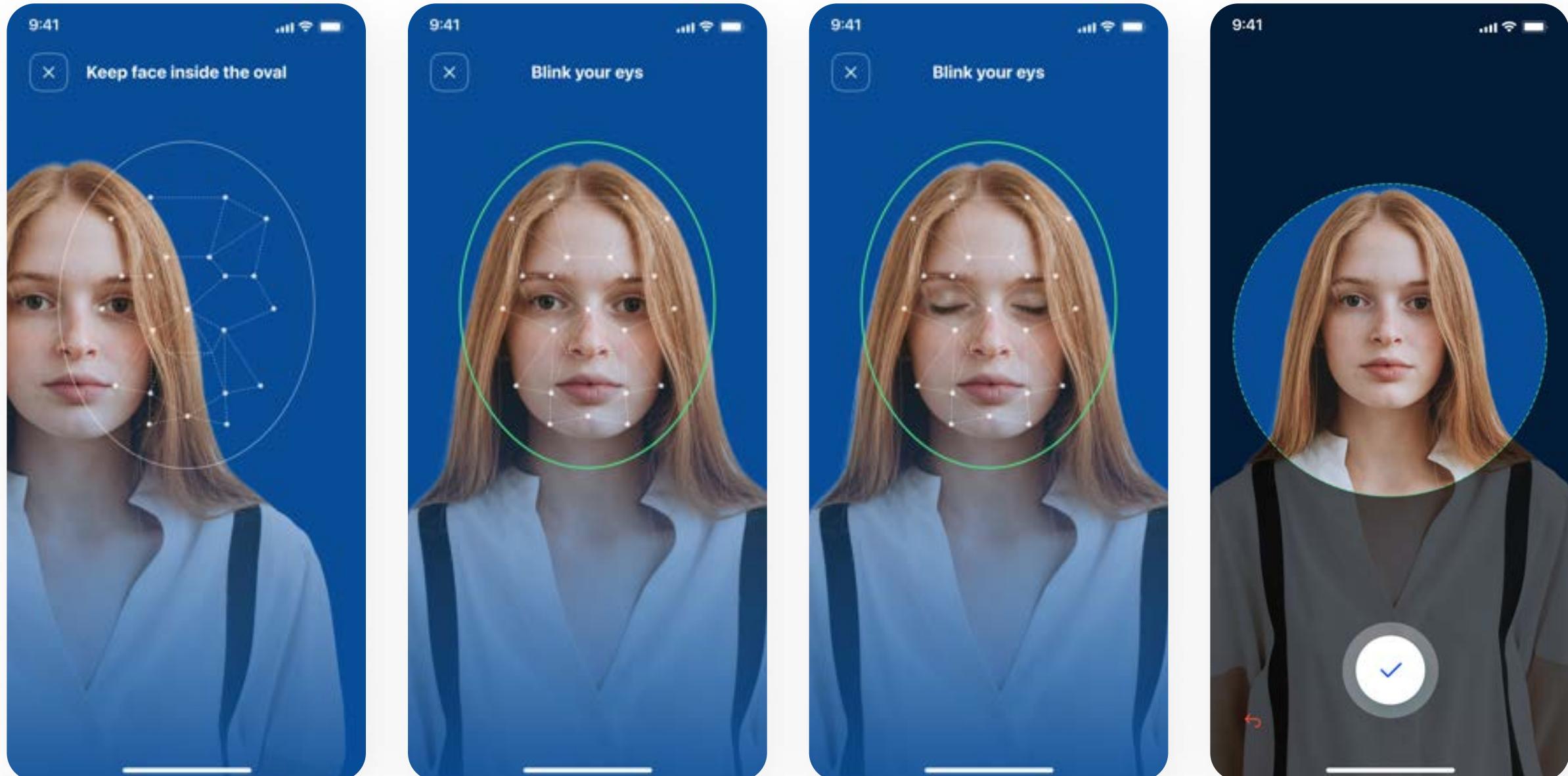
# User Interface (Verification: Upload NID)



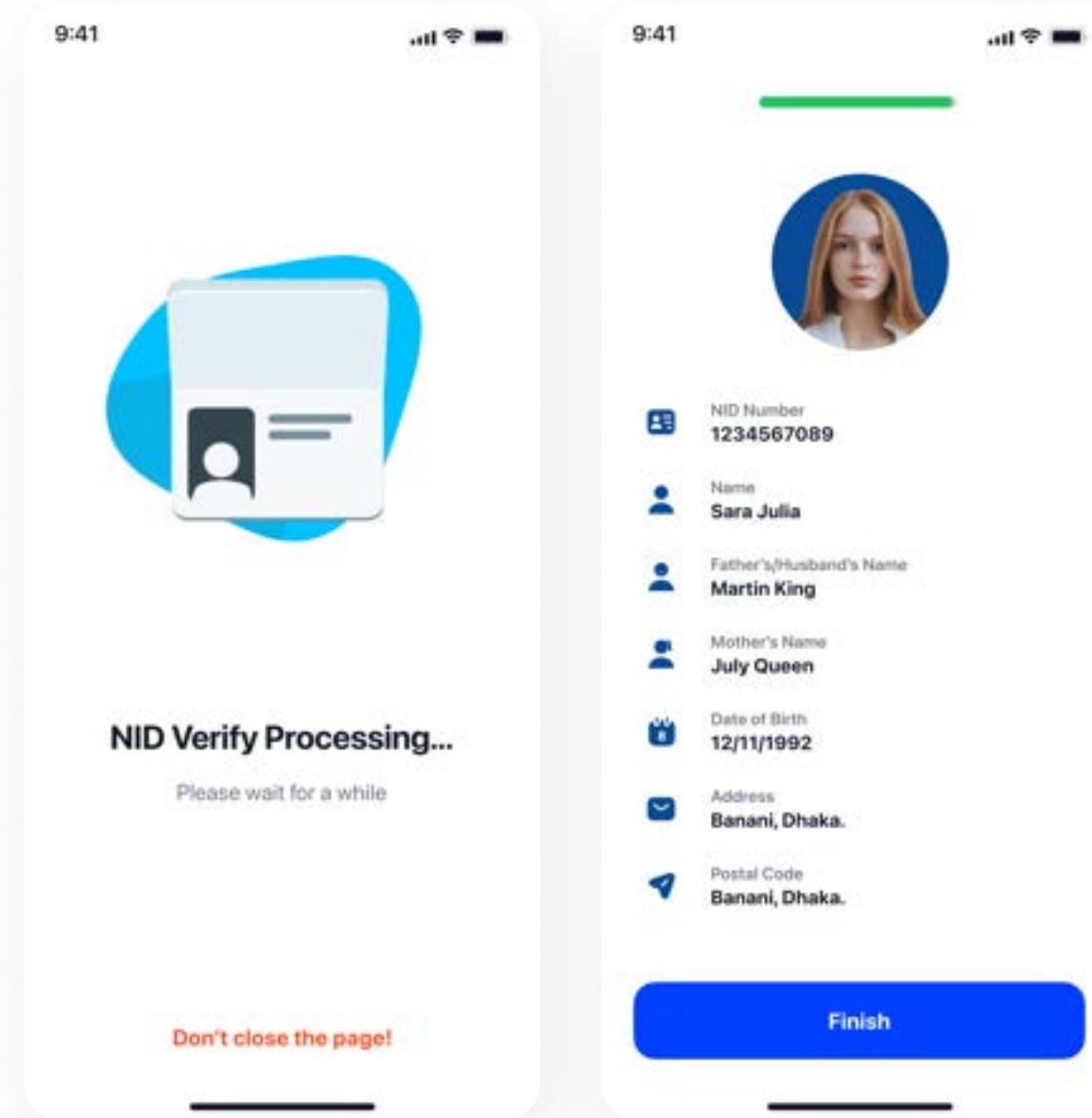
# User Interface (Verification: Entry NID Info)



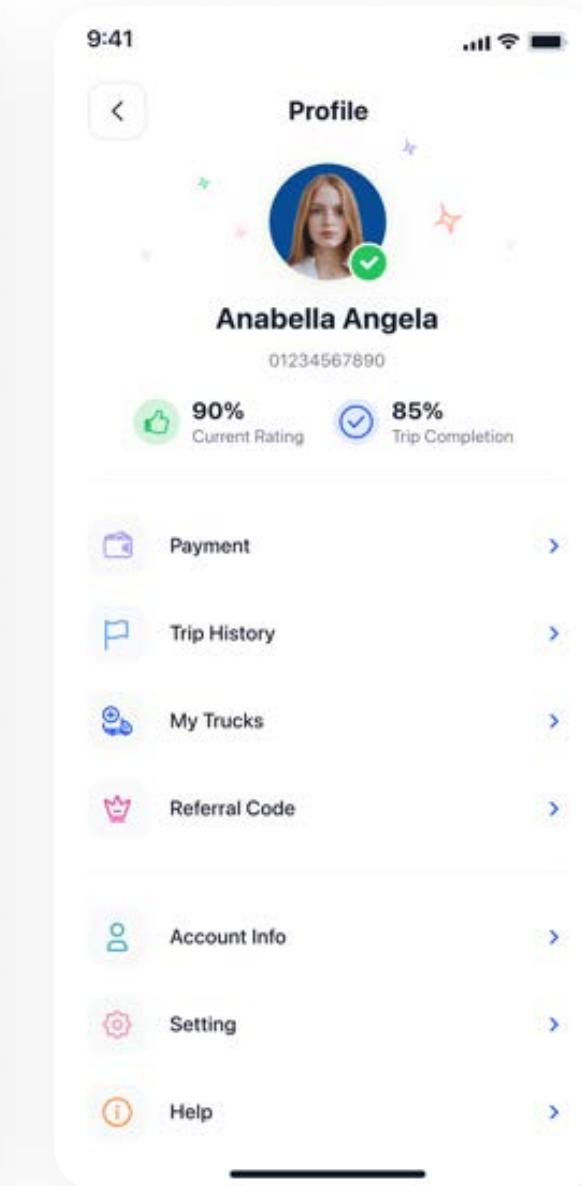
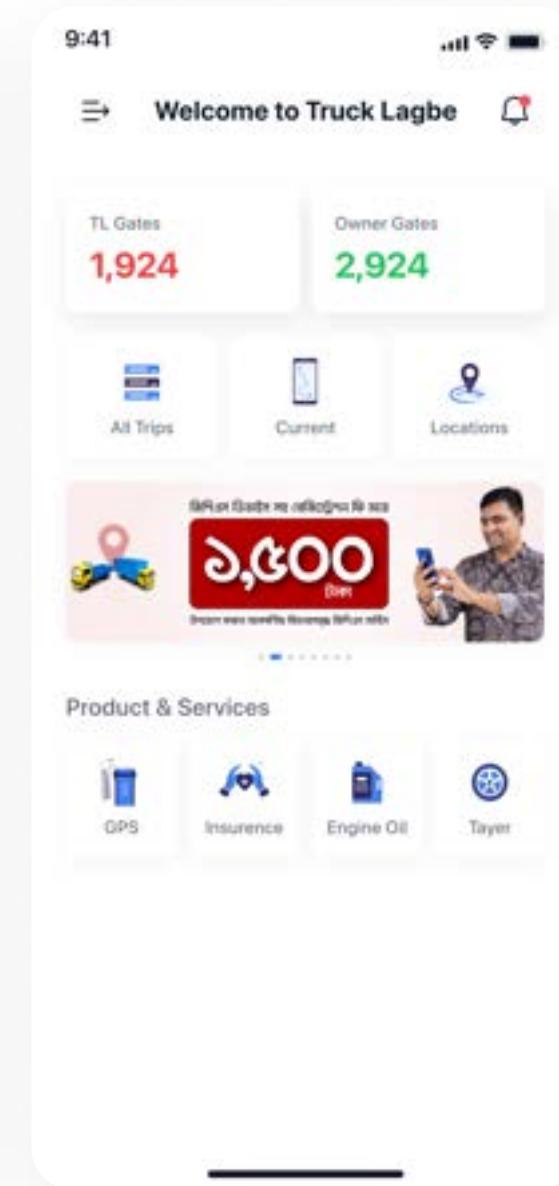
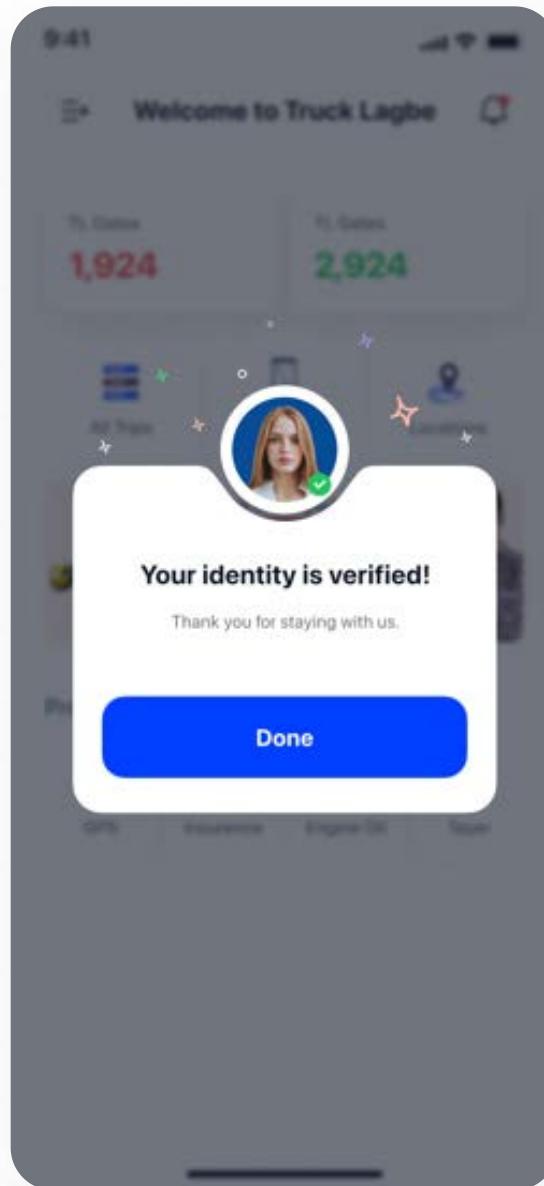
# User Interface (Verification: Taking Selfie)



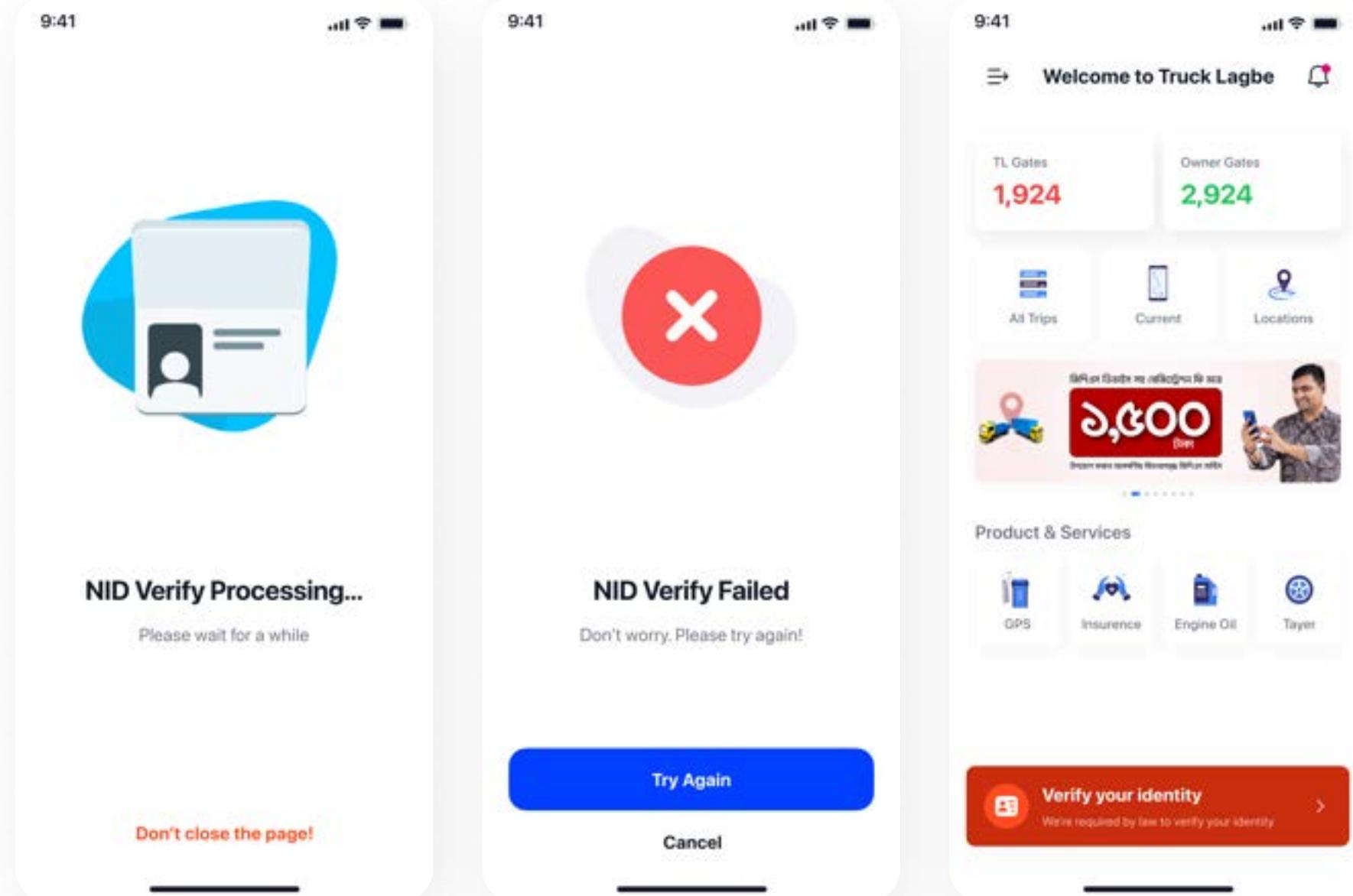
# User Interface (Verification: Matching Info)



# User Interface (Verification: Successful)



# User Interface (Verification: Failed)



# User Interface (skipped/ existing user)

The image displays three mobile application screens from the "Truck Lagbe" platform.

**Screenshot 1: Identity Verification**

9:41

Skip

**Let's verify your identity**

We're required by law to verify your identity before we can use your money.

- Upload front side photo of NID
- Take Selfie
- Verified

**Start**

Call Us for Help

**Screenshot 2: Welcome Screen**

9:41

Welcome to Truck Lagbe

TL Gates: 1,924

Owner Gates: 2,924

All Trips | Current | Locations

**Product & Services**

GPS | Insurance | Engine Oil | Tires

Verify your identity

We're required by law to verify your identity.

**Screenshot 3: Profile Screen**

9:41

Profile

Profile Not Verified! Verify Now

Anabella Angela

01234567890

90% Current Rating | 85% Trip Completion

Payment | Trip History | My Trucks | Referral Code | Account Info | Setting | Help



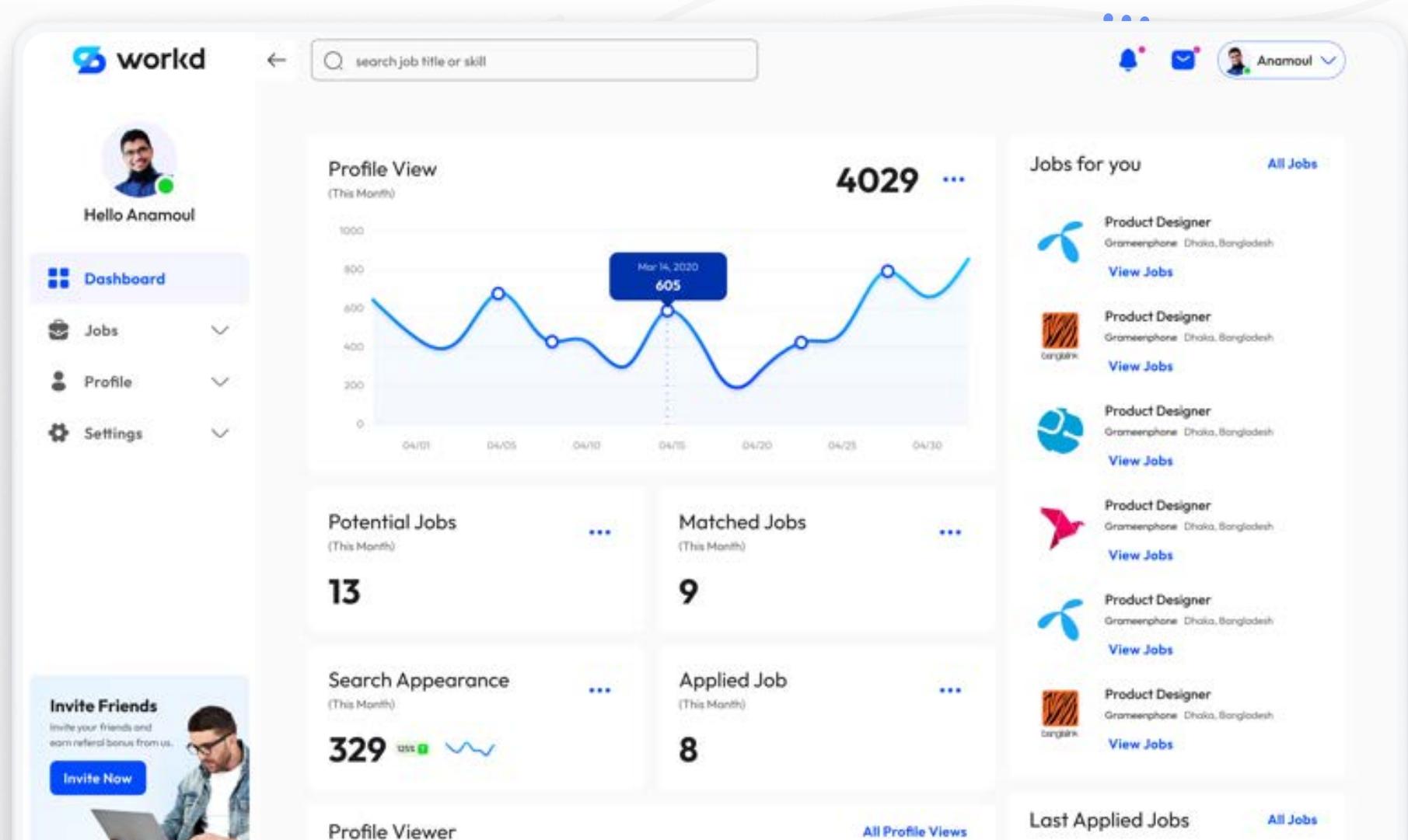
# Thank you

Feel free to reach me

✉️ anamoulrouf.bd@gmail.com 🌐 <https://anamoulrouf.com>



# A Solution for the Job Seekers to Connect with Opportunities



The screenshot shows the workd mobile application dashboard for a user named Anamoul. The top navigation bar includes a search bar, a bell icon, an envelope icon, and a profile picture for Anamoul. The main content area features a dashboard summary with various metrics:

- Profile View (This Month):** A line chart showing views over time, with a peak of 605 on March 14, 2020, and a total count of 4029.
- Potential Jobs (This Month):** 13
- Matched Jobs (This Month):** 9
- Search Appearance (This Month):** 329
- Applied Job (This Month):** 8

On the right side, there are sections for "Jobs for you" and "All Jobs", each listing several job opportunities as "Product Designer" roles at Grameenphone in Dhaka, Bangladesh, with "View Jobs" buttons.

# Design Candidate Panel from Scratch

Project  
Workd Candidate Panel

Timeline  
March 2020 – May 2020

Platform  
Web application.

Tools  
Figma, FigJam, Notion.

My Role  
UX Research, UI/UX Design.

Team Collaboration  
Product, Marketing, and Tech.

## Background

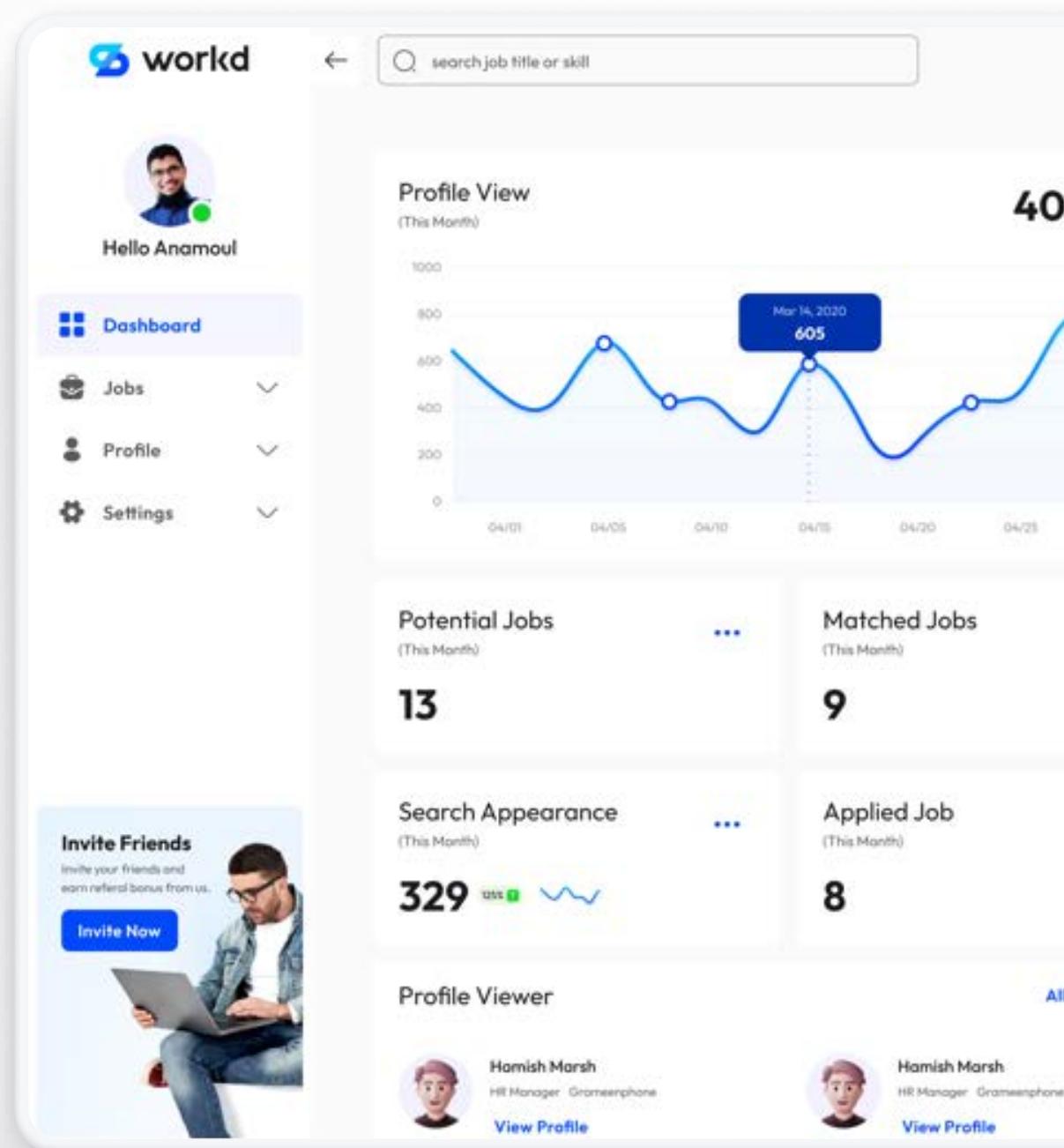
Workd is also a doorway to connecting job seekers with employers. Our main challenge is to design a portal that helps job seekers with career-changing opportunities.

## Goal

- Design a conversion-friendly user flow.
- Get a more efficient, functional, and scalable job application process with more efficient, functional and scalable.

## Outcome

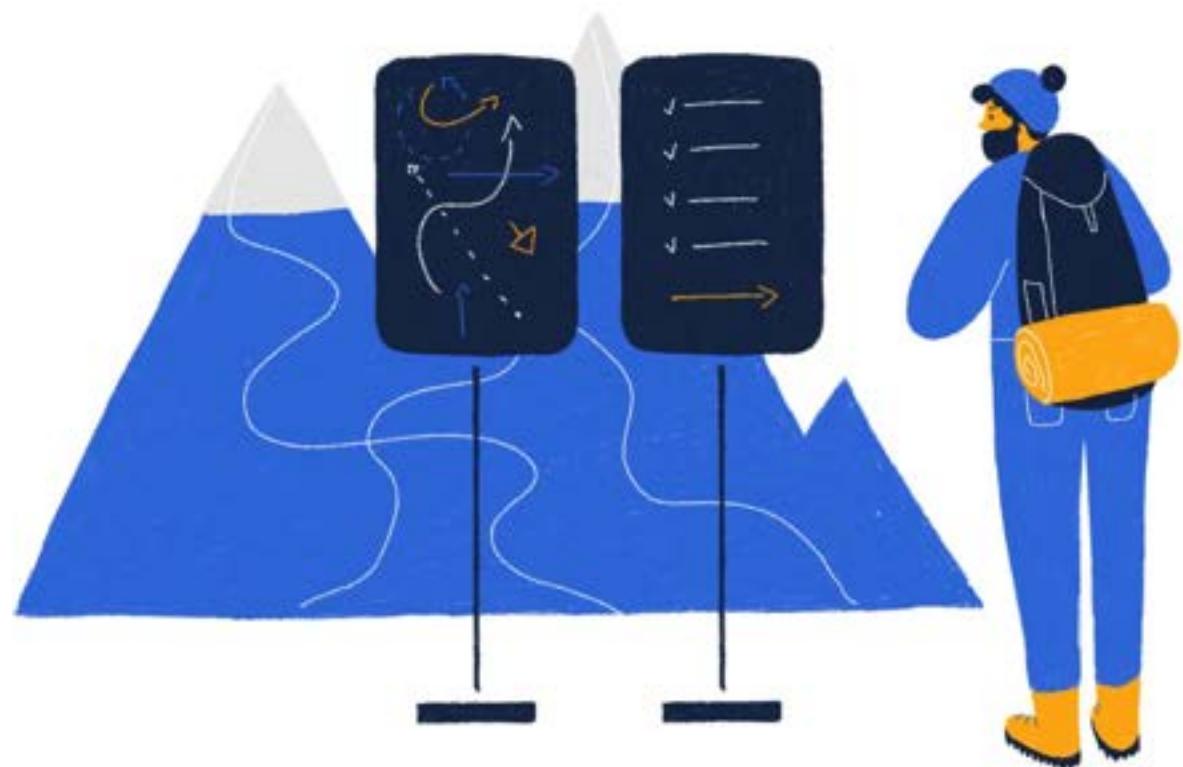
- The number job applications was increased by 45%.
- A job portal with more efficiency and functionality job search experience.



# Design Challenge

Our main challenge was to design a portal for the candidates, where they can explore new opportunities, apply for them, and get hired by the employer.

- It has to be easily used by the non-tech people.
- Candidates can get new relevant job posts notifications.
- Candidates can get connected with the employer.
- Candidates can go through the hiring process and also get hired by the employer.

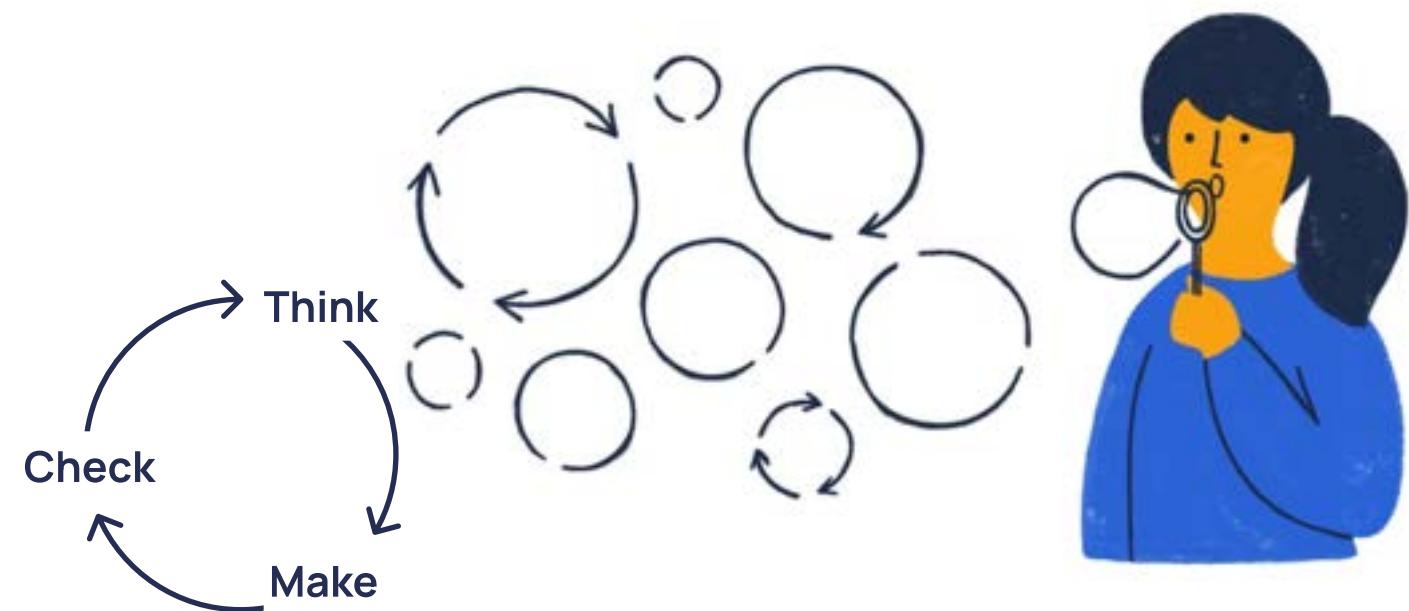


# The UX Process

When we have minimal time and resources, selecting an efficient, sustainable, and flexible design process is always challenging. I have chosen the approach to the Lean UX process. It is an iterative process with three simple steps.

- Think
- Make
- Check

and keep repeating the steps.



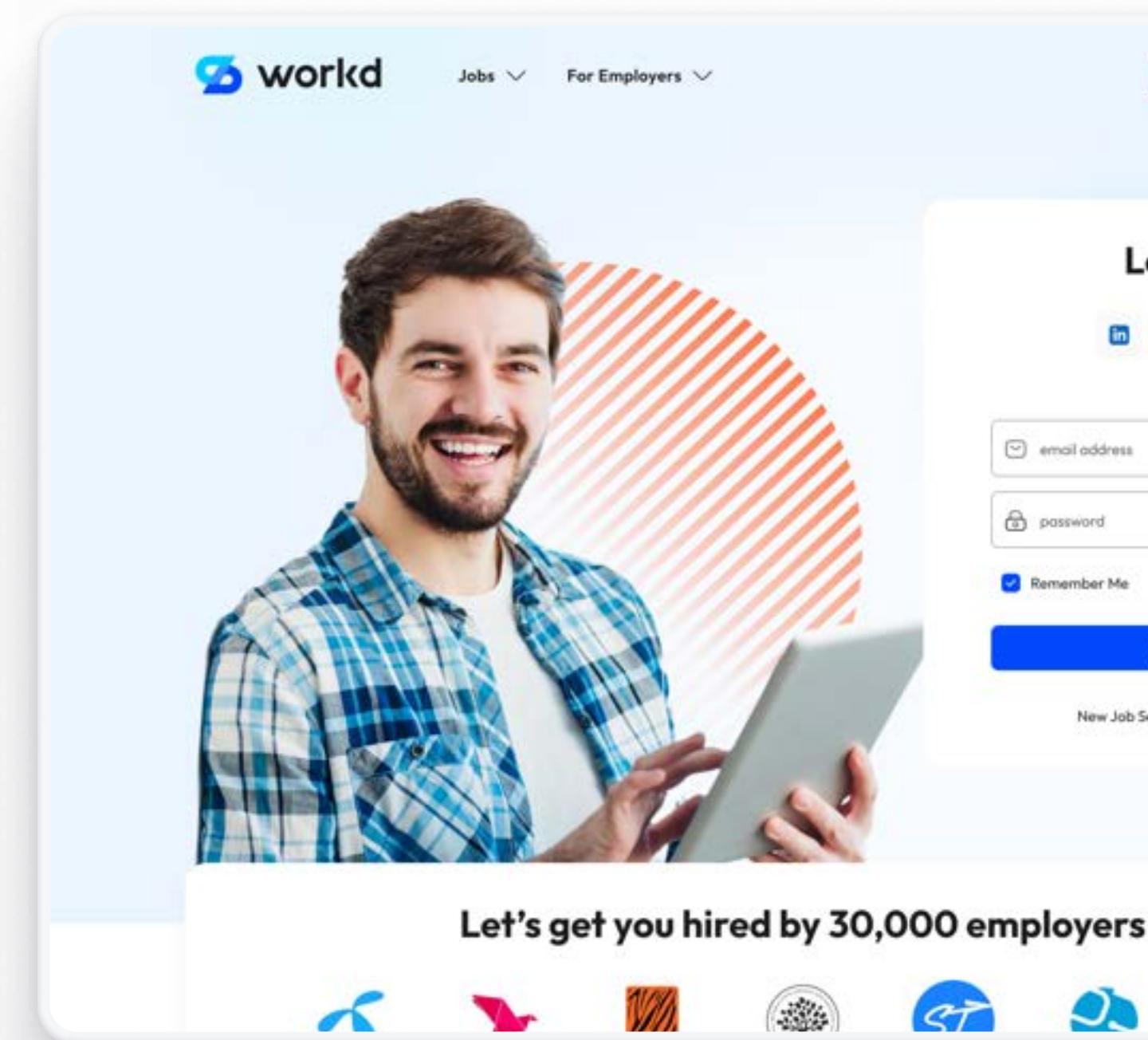
# The Discovery

The discovery phase was a quick, high-intensity effort that allowed us to -

- Define project goals and milestones
- Audit the existing process faults
- Review the existing solutions by other similar products
- Understand business visions
- Empathize the users' needs, behaviors, and pain-points
- Understand technological feasibility and constraints.

Here are three considerations that help me to understand and prioritize the issues.

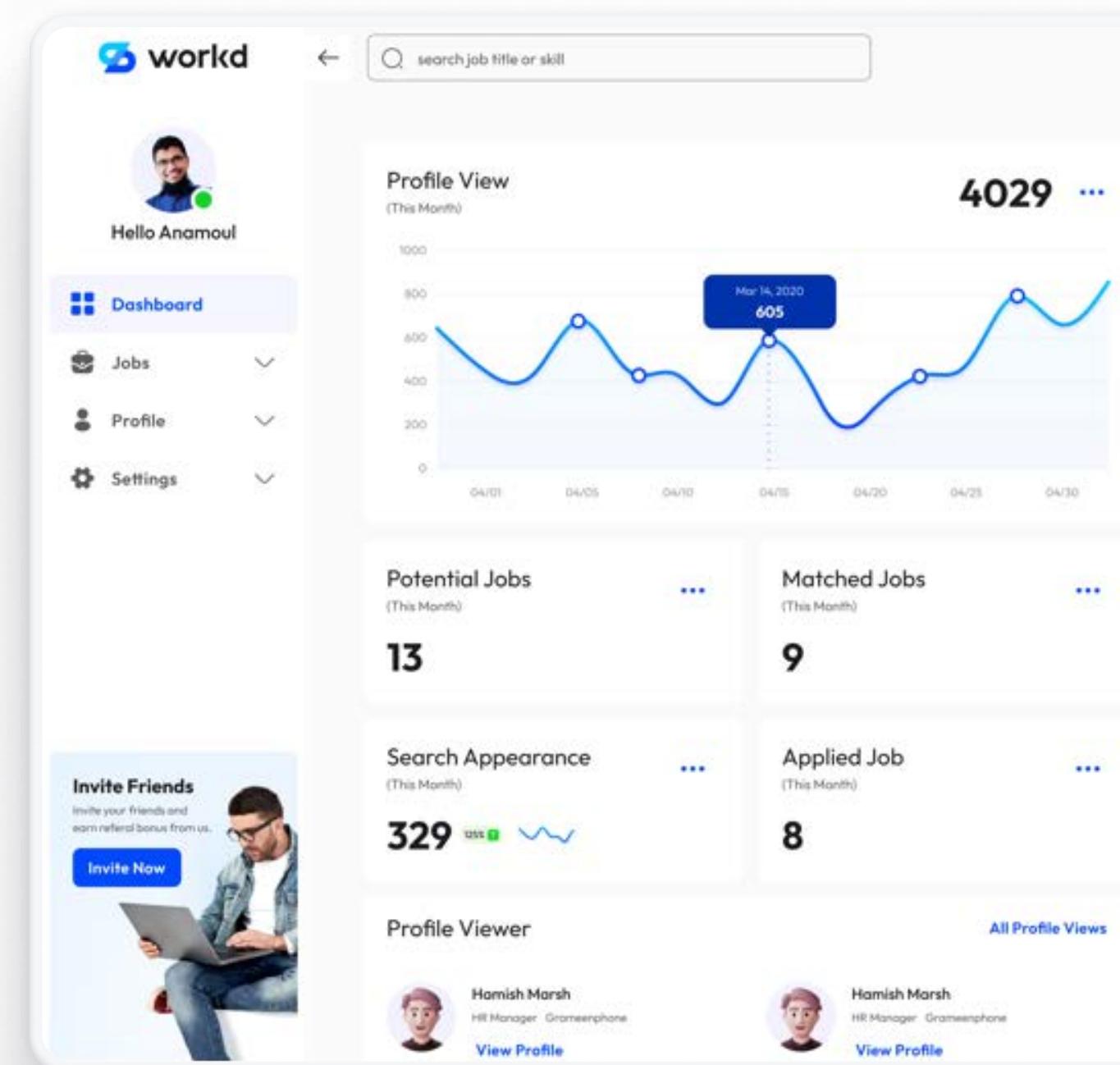
- How satisfying is the solution for users?
- How well is this solution for users' problem solving and also good for business?
- How challenging would it be to build from the technical feasibilities and limitations?



# The Findings

We have sessions with 10 job seekers and 3 employers. We also had brainstorming discussion sessions with our internal cross-functional team members. So what we found-

- The job seekers used different platforms to apply for jobs but 75-80% time they don't get a response.
- It is a hassle to fill up a lot of input fields when applying for a job.
- Uploading relevant attachments is time-consuming and very hassling for low-speed internet connectivity.
- It is hard to reach the hiring team or company and also get informed on the hiring process.
- The employers get the applications from different platforms and 80-85% time they get irrelevant candidates.
- It hassles to sort out and organize the best candidates from a huge number of applicants. Also, automate the hiring process.

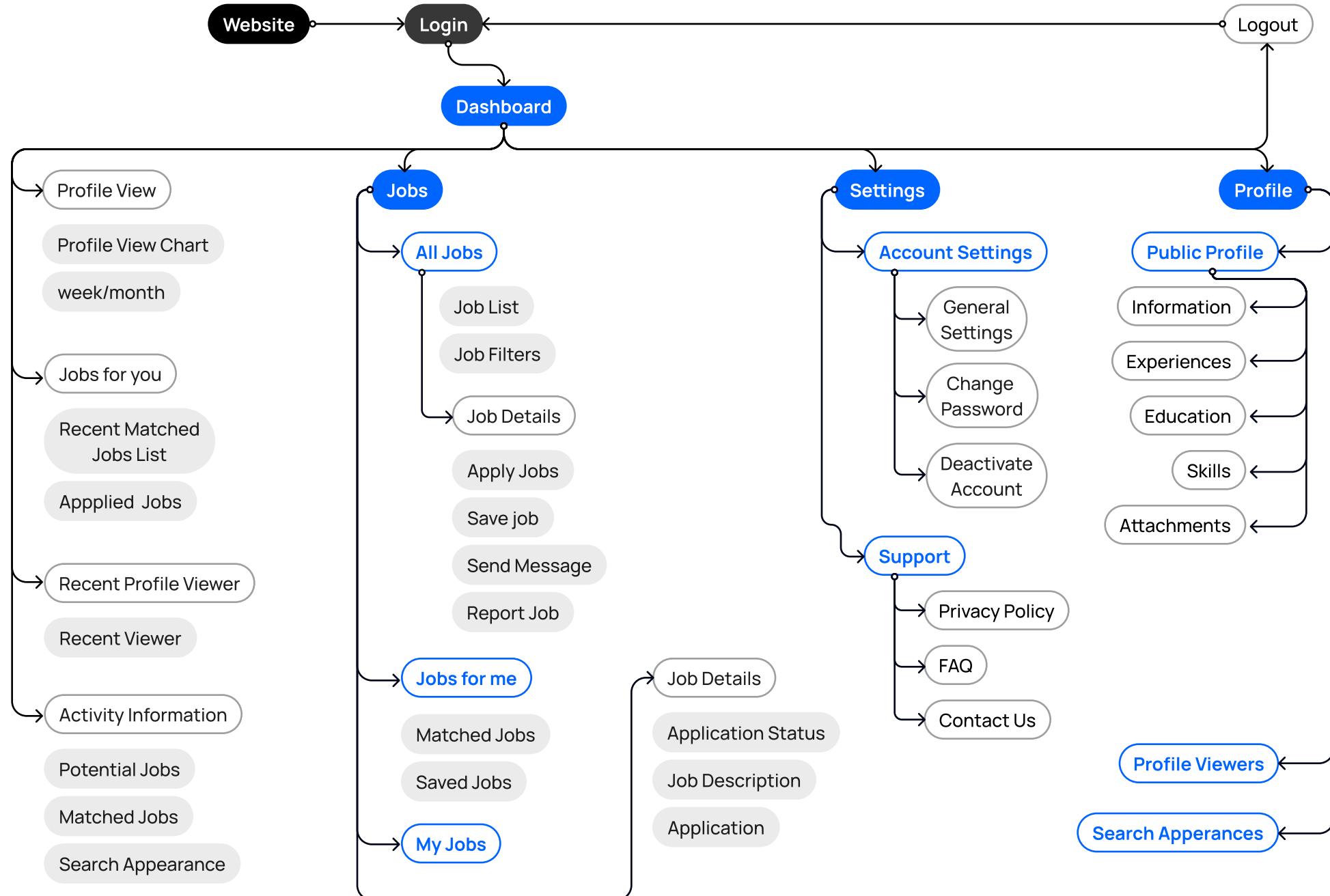
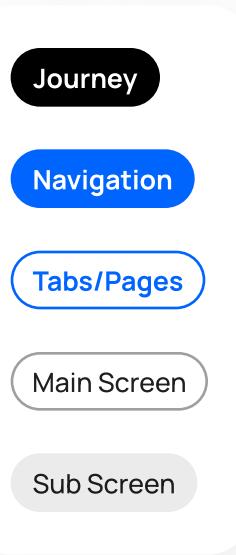


# The Competitive Analysis

I analyzed BDJobs, LinkedIn, Glassdoor, Indeed, and other popular hiring platforms. I analyzed their user journey flows, job application process and the hiring process.

The screenshot shows the workd platform interface. At the top, there is a search bar with the query "Product Designer". Below the search bar are several filter options: Date Posted, Job Type, Experience Level, On-Site/Remote, Company, and All Filter. A user profile for "Hello Anamoul" is visible on the left. The main content area displays a list of job listings under the heading "Jobs in Dhaka" (600 results). Each listing includes the job title, company name (Grameenphone), location (Dhaka, Bangladesh), and a timestamp indicating when it was applied for. The first listing for "Product Designer" at Grameenphone has a green checkmark next to the "Applied on 23 May 20" text. To the right of the job list, there is a detailed view of a specific job posting for a "Product Designer" at Grameenphone. This view includes the job title, company information, posting date, expiration date, and two buttons: "Apply" and "Save Job". Below this, there is a message from "Hamish Marsh" (HR Manager) with a "Send Message" button. The detailed view also lists "Responsibilities" and "Qualifications and Skills", each with a bulleted list of requirements. At the bottom of the detailed view, there is a note: "Proven ability to work across the design process, from developing strong conceptual foundations".

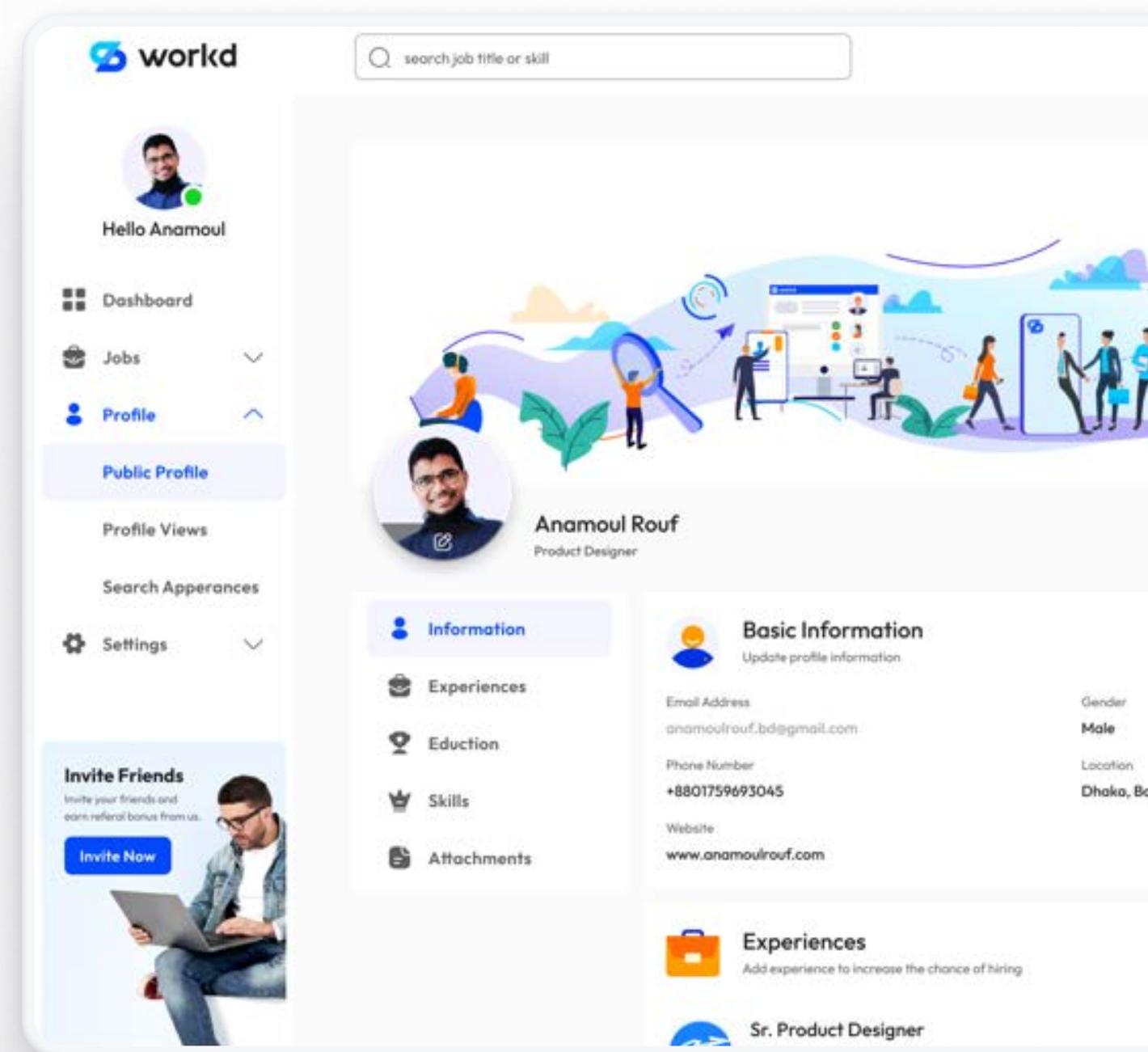
# Information Architecture



# Sketches, Wireframing and Testing

The following steps were to sketch wireframes based on the user flow maps and built the flow and low-fidelity prototype for a series of testing sessions.

- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.
- I have done several testing sessions with a close group of users.

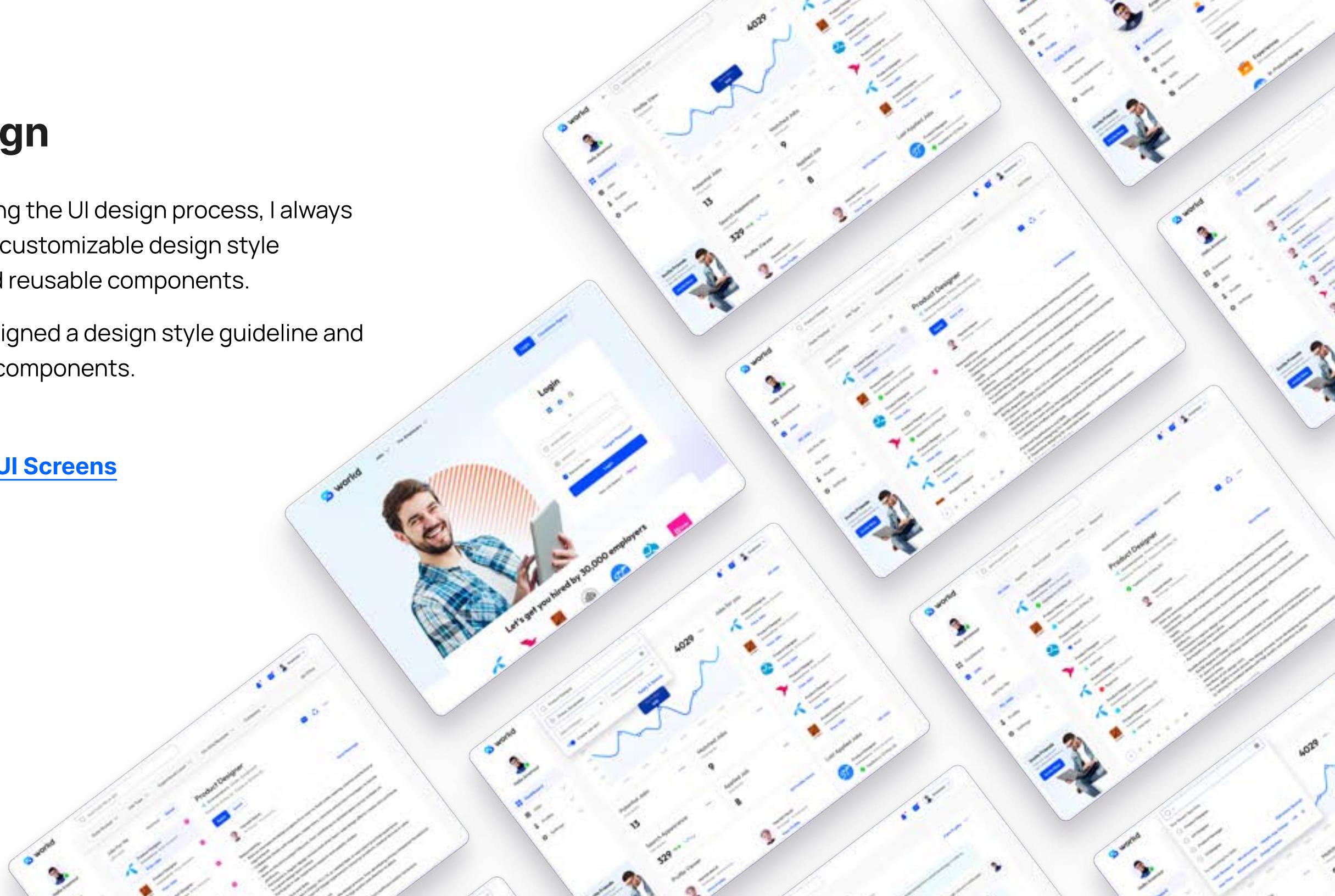


# UI Design

Before starting the UI design process, I always built a highly customizable design style guideline and reusable components.

- I have designed a design style guideline and reusable components.

## Explore the UI Screens



# Dashboard

# Search

The dashboard displays a search bar at the top with recent searches for Product Designer, UX Designer, Product Manager, and UI Designer. Below the search bar is a chart showing a significant increase in job applications from May 1st to May 10th, reaching 4029. A 'Create Job Alert' button is overlaid on the chart. The main section shows 'Jobs for you' with four job listings for Product Designer roles at Grameenphone in Dhaka, Bangladesh. Below this are sections for Potential Jobs (13), Matched Jobs (9), Search Appearance (329), Applied Job (8), Profile Viewer (Homish Marsh), and Last Applied Jobs (ST). An 'Invite Friends' button is also present.

This view is identical to the first one, except it features a modal window centered over the chart. The modal contains fields for 'Product Designer', 'Dhaka, Bangladesh', 'Select Category', and 'Select Experience Level'. It includes a 'Create Job Alert' button and an 'Apply & Search' button. The rest of the dashboard elements, such as the job list and user statistics, remain visible below the modal.

# Job Board

The screenshot shows the workd job search interface. On the left sidebar, there's a profile picture of a man, a 'Dashboard' button, a 'Jobs' section with 'All Jobs' selected, 'Job For Me', 'My Jobs', 'Profile', and 'Settings'. A 'Invite Friends' section with a photo of a man working on a laptop and an 'Invite Now' button is also present. The main content area has a search bar at the top with 'Product Designer'. Below it are filters for 'Date Posted', 'Job Type', 'Experience Level', 'On-Site/Remote', 'Company', and 'All Filter'. The main search results show 'Jobs in Dhaka' with 600 results. A specific job listing for 'Product Designer' at 'Grameenphone' in 'Dhaka, Bangladesh' is highlighted. The listing includes a blue 'View Jobs' button, a green checkmark indicating an application was submitted on '23 May 20', and a small 'U' icon. To the right, the job details page for 'Product Designer' is shown, featuring the company logo (a blue teardrop), the job title, location, posting date ('15 May 20'), expiration date ('30 May 20'), and two buttons: 'Apply' (blue) and 'Save Job' (white). Below this, a message from 'Hamish Marsh' (HR Manager at Grameenphone) with a 'Send Message' button is displayed. The responsibilities and qualifications sections are listed with bullet points.

Product Designer

Grameenphone Dhaka, Bangladesh

Posted on 15 May 20 | Expire on 30 May 20

Apply Save Job

Hamish Marsh HR Manager Grameenphone Send Message

**Responsibilities**

- Work on and execute design projects from start to finish while meeting creative and technical requirements.
- Collaborate closely with engineers, researchers, clinicians and product managers to iterate rapidly.
- Work on the entire project lifecycle, from wireframes to detailed specs across multiple UX platforms.
- Participate in regular design reviews and other team-wide design efforts; create and contribute to a great design team culture.
- Participate in user-experience research and usability studies.

**Qualifications and Skills**

- BA/BS degree in Design, HCI, CS, or related field, or equivalent practical experience.
- 3+ years of relevant UX Design experience in consumer products, medical devices or other relevant areas.
- Portfolio of UX design work.
- Proven ability to work across the design process, from developing strong conceptual foundations to refining the smallest details with high quality and attention to detail.

# My Jobs

workd

search job title or skill

Anamoul

Hello Anamoul

All Jobs Applied Short Listed Interview Hired Rejected

Application Status Job Description Application

Product Designer Grameenphone Dhaka, Bangladesh  
Applied on 23 May 20

Product Designer Grameenphone Dhaka, Bangladesh  
Short Listed on 23 May 20

Product Designer Grameenphone Dhaka, Bangladesh  
Hired

Product Designer Grameenphone Dhaka, Bangladesh  
Interview

Product Designer Grameenphone Dhaka, Bangladesh  
Rejected

Product Designer Grameenphone Dhaka, Bangladesh  
Short Listed on 23 May 20

Product Designer Grameenphone Dhaka, Bangladesh  
Interview

**Product Designer**  
Grameenphone Dhaka, Bangladesh  
Posted on 15 May 20. Expire on 30 May 20  
Applied on 23 May 20

Hamish Marsh  
HR Manager - Grameenphone  
Send Message

**Responsibilities**

- Work on and execute design projects from start to finish while meeting creative and technical requirements.
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# My Profile

workd

search job title or skill

Anamoul

Hello Anamoul

Dashboard

Jobs

Profile

Public Profile

Profile Views

Search Appearances

Settings

Invite Friends

Invite Now

Anamoul Rouf  
Product Designer

Information

Experiences

Education

Skills

Attachments

Basic Information

Update profile information

Email Address: anamoulrouf.bd@gmail.com

Gender: Male

Phone Number: +8801759693045

Location: Dhaka, Bangladesh

Website: www.anamoulrouf.com

Experiences

Add Experience

# Messages

The screenshot shows the Workd app interface with the following details:

- Top Bar:** Includes the Workd logo, a search bar ("search job title or skill"), notification icons (bell and envelope), and a user profile for "Anamoul".
- Breadcrumbs:** Shows the user is on the "Messages" screen, which is a sub-section of the "Dashboard".
- Left Sidebar:** Features a user profile picture and name ("Hello Anamoul"), and a navigation menu with options: Dashboard, Jobs, Profile, and Settings.
- Invitation Section:** A "Invite Friends" section with a photo of a person using a laptop, a "Invite Now" button, and a small text about earning a referral bonus.
- Message List:** A "Messages" section with a "Focused" tab selected. It lists multiple messages from "Hamish Marsh" (HR Manager, Grameenphone). Each message includes a snippet of text and a timestamp (May 21, 2020, 7:51 PM).
  - Message 1: "Keeping this in mind, Grameenphone always brings future-proof technology in order to facilitate your progress."
  - Message 2: "My goal was to craft a functional and delightful experience through web and mobile apps currently consisting of 1.2M+ & future billion users."
  - Message 3: "Keeping this in mind, Grameenphone always brings future-proof technology in order to facilitate your progress."
  - Message 4: "My goal was to craft a functional and delightful experience through web and mobile apps currently consisting of 1.2M+ & future billion users."
  - Message 5: "Keeping this in mind, Grameenphone always brings future-proof technology in order to facilitate your progress."
- Bottom Bar:** A "Write a message" input field.

# Notifications

The screenshot shows the 'Notifications' section of the Workd app. At the top, there's a search bar with the placeholder 'search job title or skill'. To the right of the search bar are three icons: a bell (Notifications), an envelope (Messages), and a user profile (Anamoul). Below the header, the navigation path is 'Dashboard > Notifications'. On the left side, there's a sidebar with links: 'Dashboard', 'Jobs', 'Profile', and 'Settings'. A 'Invite Friends' section features a photo of a person working on a laptop and a blue 'Invite Now' button. The main content area is titled 'Notifications' and includes a filter bar with 'All', 'Unread', and a three-dot menu. The notifications list consists of several items, each with a small profile picture, a notification message, and a 'See All Views' link. Some notifications also have a 'Apply Now' button.

- Hamish Marsh viewed your profile  
[See All Views](#)
- Grameenphone is hiring Product Designer  
[Apply Now](#)
- Hamish Marsh viewed your profile  
[See All Views](#)
- Grameenphone is hiring Product Designer  
[Apply Now](#)
- Hamish Marsh viewed your profile  
[See All Views](#)
- Grameenphone is hiring Product Designer  
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[Apply Now](#)

# Usability Testing

The goal was to assess the app's overall usability and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same set of jobs.

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

The image displays a mobile application interface on the left and a desktop website interface on the right, both related to job searching.

**Mobile Application Interface (Left):**

- The top bar shows the app logo "workd".
- The user profile section shows a placeholder profile picture and the name "Hello Anamoul".
- The sidebar menu includes "Dashboard", "Jobs" (selected), "All Jobs", "Job For Me" (selected), "My Jobs", "Profile", and "Settings".
- A "Invite Friends" module features an image of a person working on a laptop and a "Invite Now" button.

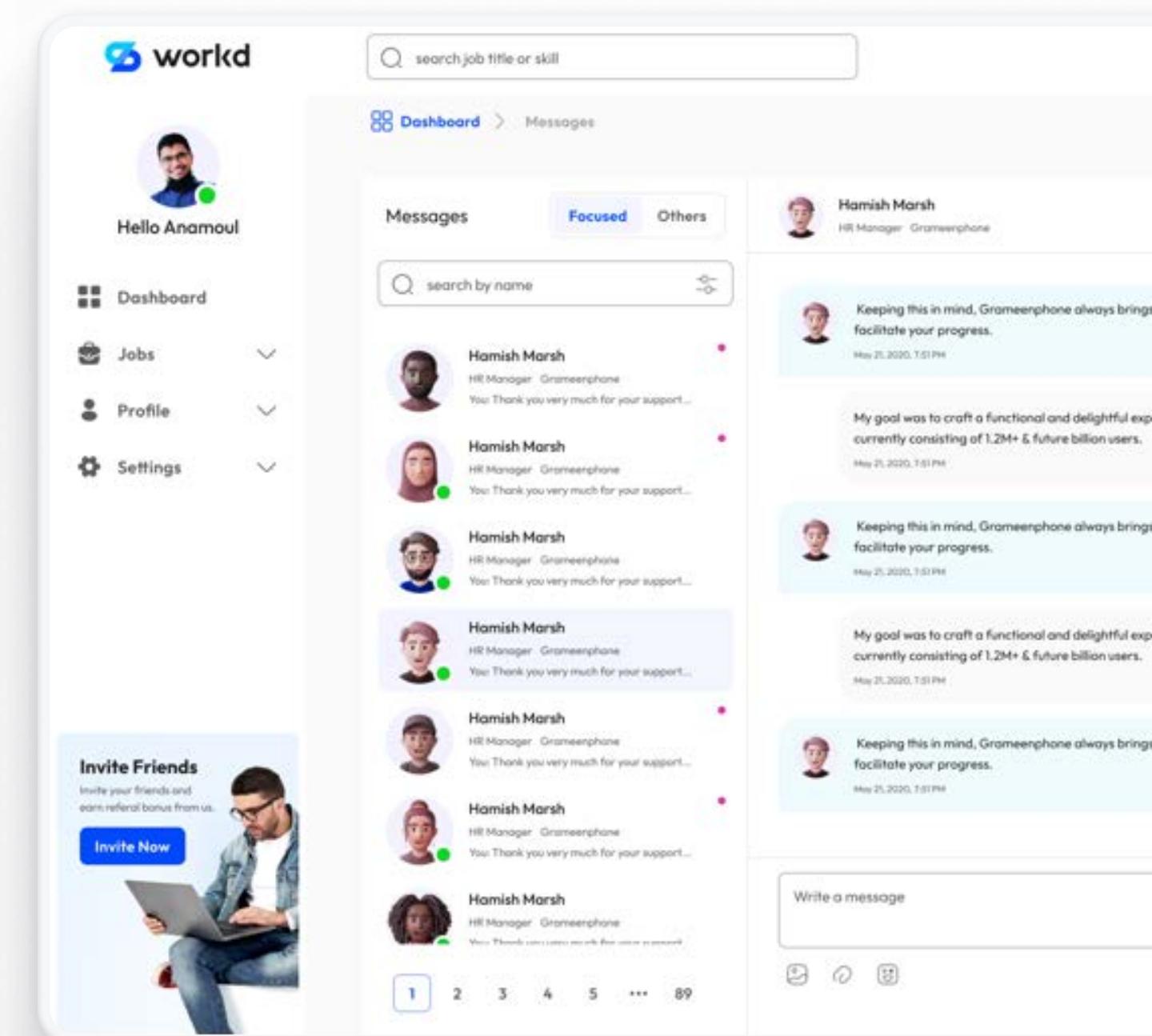
**Desktop Website Interface (Right):**

- The top navigation bar includes a search bar ("search job title or skill"), filters for "Date Posted", "Job Type", "Experience Level", "On-Site/Remote", and a "Clear" button.
- The main content area shows a list of "Jobs For Me" (600 results) under three categories: "Matched" and "Saved".
- Each job listing includes:
  - Logo/icon
  - Title: Product Designer
  - Company: Grameenphone Dhaka, Bangladesh
  - Date: Posted on 15 May 20, Expire on 30 May 20
  - Buttons: "View Jobs" and "Apply" (with a "Saved" badge)
- To the right of the job list, there is a sidebar for a user named "Hamish Marsh" (HR Manager at Grameenphone) with sections for "Responsibilities", "Qualifications and Skills", and "Preferred Qualifications and Skills".
- The responsibilities listed include: Work on and execute design projects from start to requirements, Collaborate closely with engineers, researchers, and rapidly, Work on the entire project lifecycle, from wireframing to a great design team culture, Participate in regular design reviews and other team meetings, and Participate in user-experience research and usability testing.
- The qualifications listed include: BA/BS degree in Design, HCI, CS, or related field, 3+ years of relevant UX Design experience in consumer-facing areas, Portfolio of UX design work, Proven ability to work across the design process, from concept to refining the smallest details with high quality and attention to detail.
- The preferred qualifications listed include: Experience designing for health-related products and Experience designing for wearable devices.

# Refine & Deploy

Based on the usability testing sessions, we refined and updated the design. Then, we created deliverables for development handover. I maintained continuous communication with the developers during the development period.

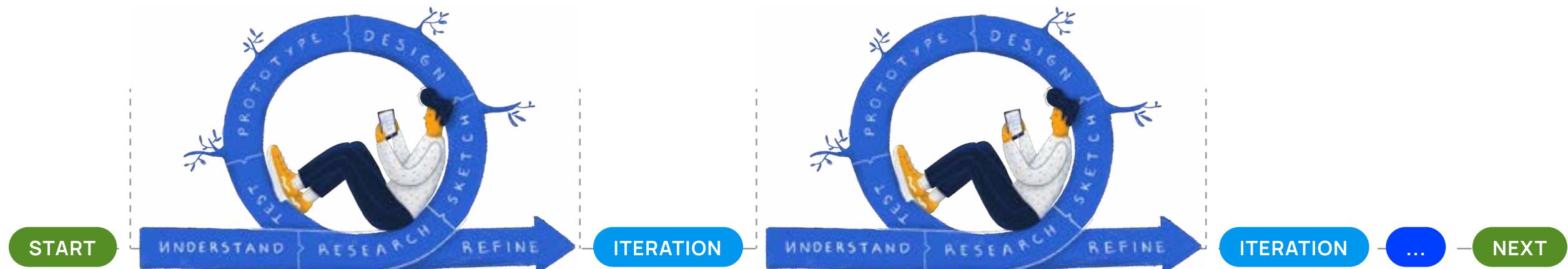
After the successful deployment, it is time to collect feedback from the user.



# Results & Future Iteration

We've monitored and measured the results for the first 6 months.

- The number job applications success rate was **increased by 35%**.
- A job portal with more efficiency and functionality job search experience.



# Thank you

Feel free to reach me

✉️ anamoulrouf.bd@gmail.com 🌐 <https://anamoulrouf.com>

The screenshot shows the Workd app's dashboard. At the top, there's a search bar with the placeholder "search job title or skill". Below it is a user profile section with a circular photo of a man and the name "Hello Anamoul". To the right of the profile are several statistics: "Profile View (This Month)" with a value of "4029" and a line graph showing fluctuations; "Potential Jobs (This Month)" with a value of "13"; "Matched Jobs (This Month)" with a value of "9"; "Search Appearance (This Month)" with a value of "329" and a green progress bar; "Applied Job (This Month)" with a value of "8"; and a "Profile Viewer" section showing two entries for "Hamish Marsh" from "Grameenphone" with "View Profile" buttons. On the far left, there's a sidebar with navigation options: "Dashboard" (selected), "Jobs", "Profile", and "Settings". At the bottom left, there's a "Invite Friends" section with a photo of a person using a laptop and a "Invite Now" button.

Jobs fo



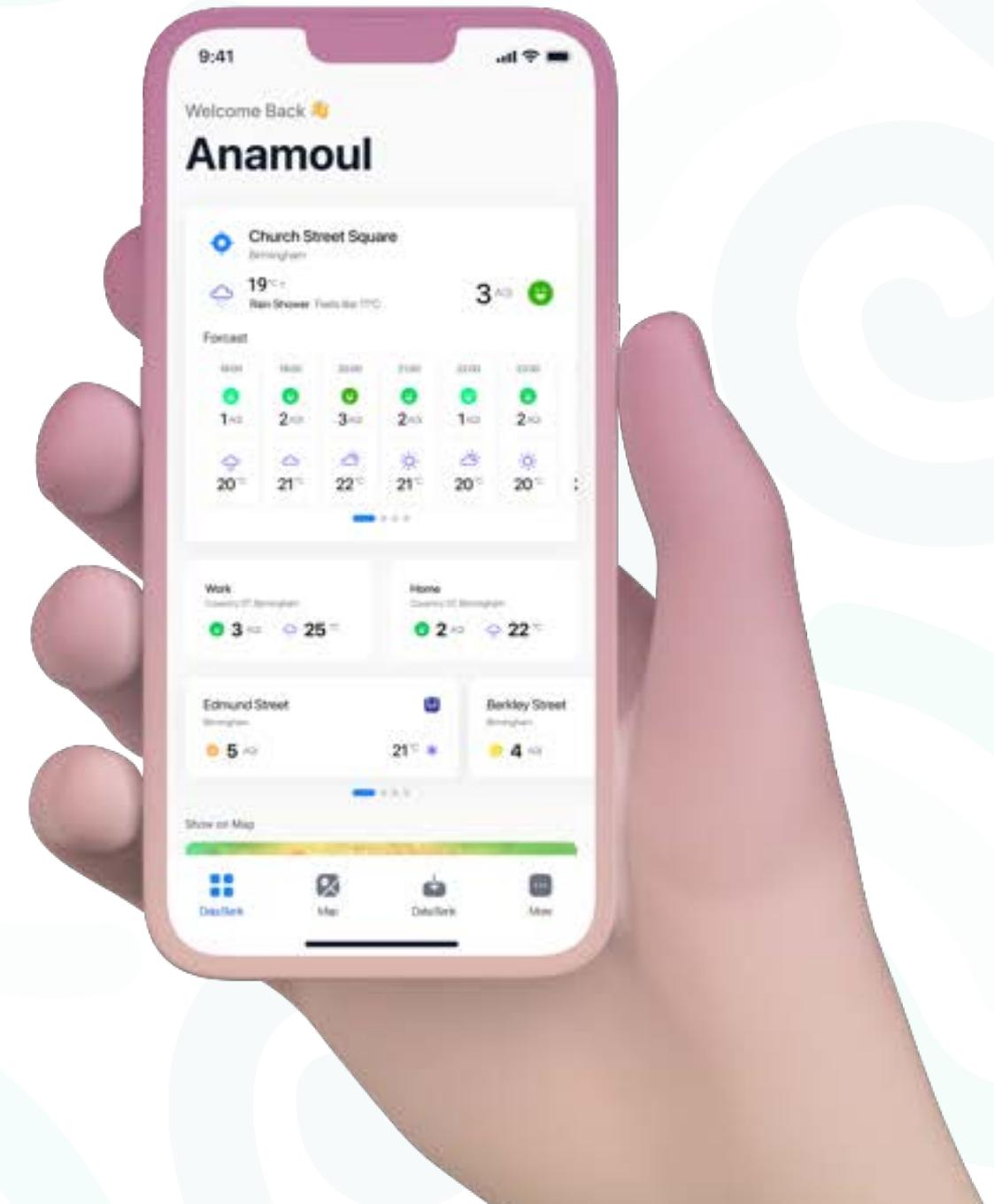
Last Ap





# AirQI

A Real-time AQI App  
(Air Quality) with  
Weather Forecast



# A Real-time AQI App (Air Quality) with Weather Forecast

Project

AirAQ App

Timeline

June 2021 - September 2021

Platform

Hybrid

Tools

Figma, FigJam, Notion.

My Role

UX Research, UI/UX Design.

Team Collaboration

Product, Business, and Tech.

## Background

AirAQI provides real-time and forecast air pollution and weather data. Our main challenge is to design a hybrid app that provides an intuitive customize experience to its users.

## Goal

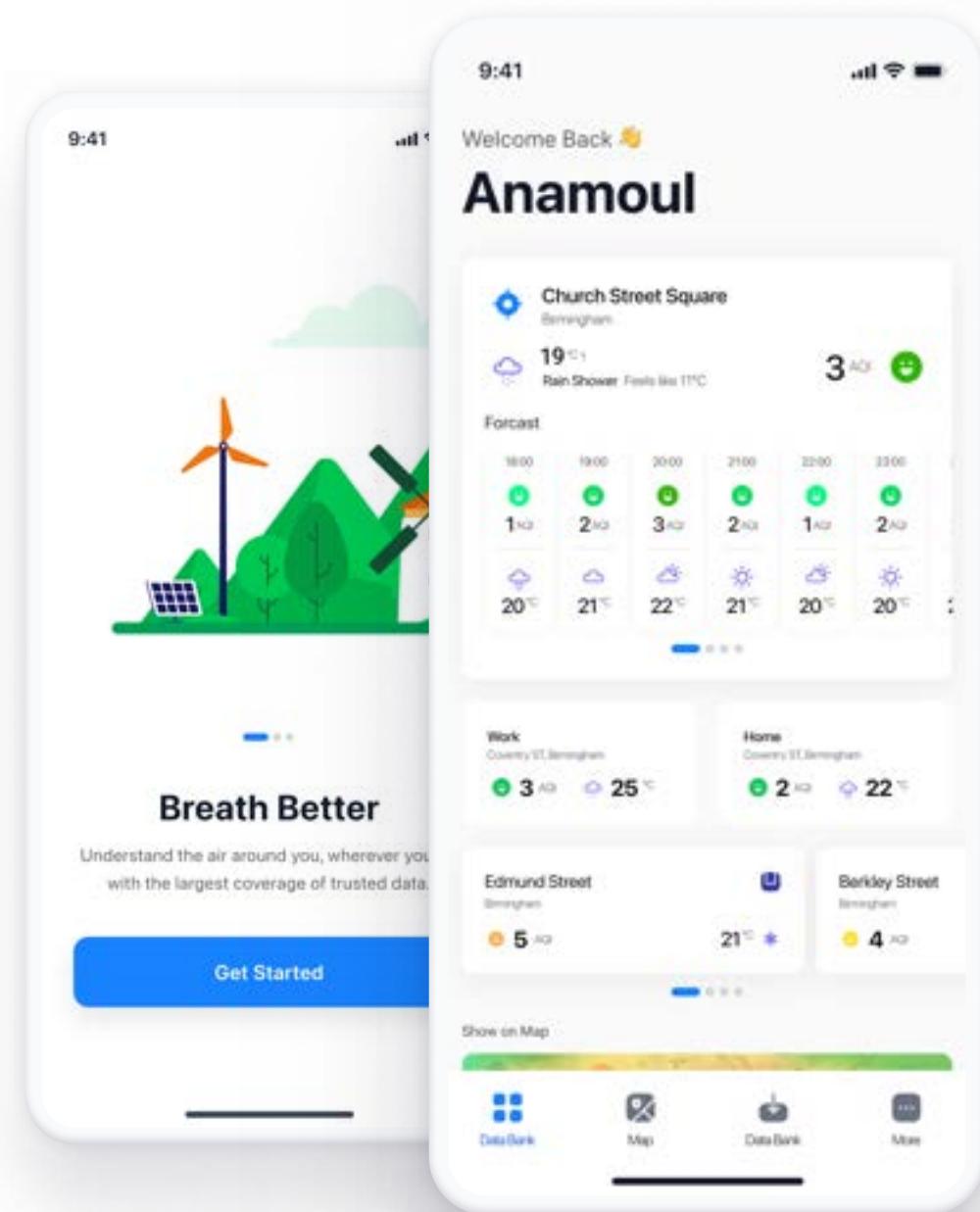
- Design a conversion-friendly user flow.
- Get more efficient, functional, and scalable apps with more efficient, and functional.



# Design Challenge

Our main challenge was to design a web app that facilitates its users to know about air quality and weather information.

- It has to be easily used by non-tech people.
- Users can get air quality and weather updates through notifications for saved & current locations.
- Users can get air quality and weather forecast.
- Users can also request air quality information data.

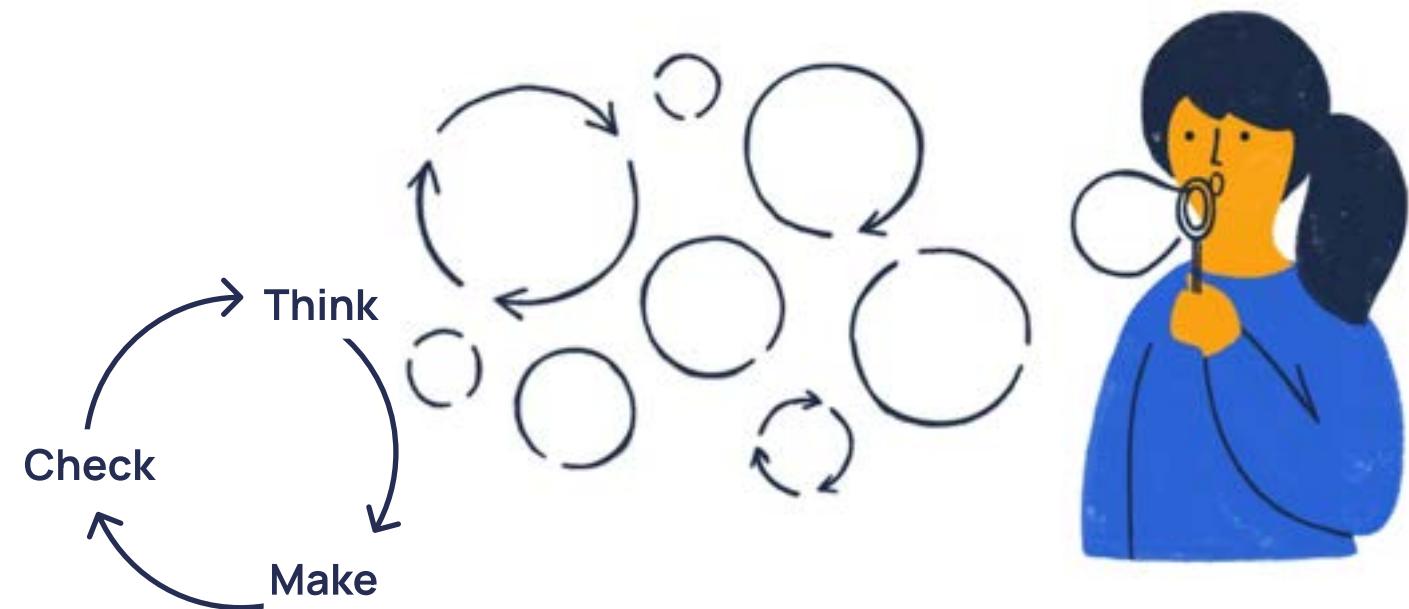


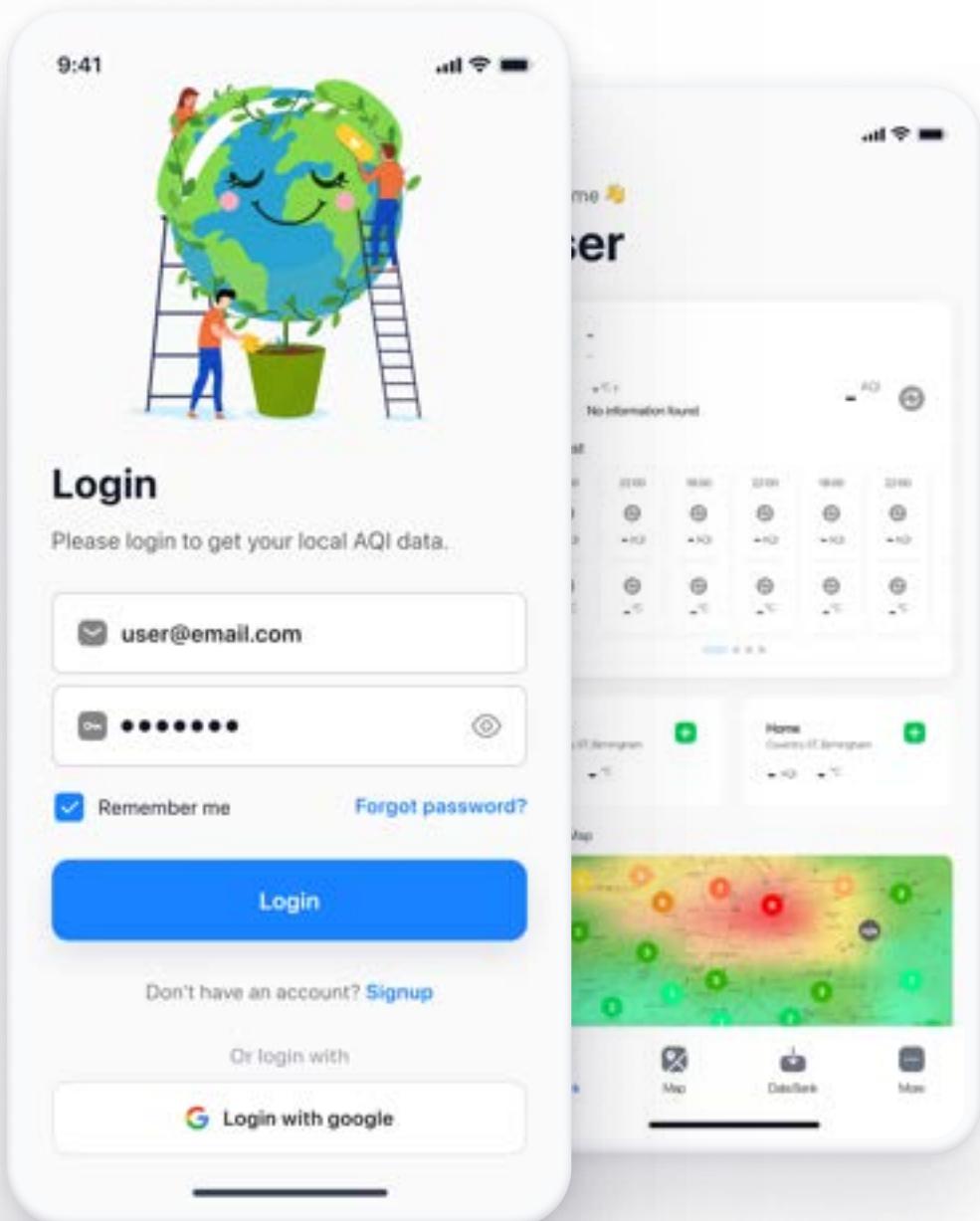
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- Think
- Make
- Check

and keep repeating the steps.





# The Discovery

The discovery phase was a quick, high-intensity effort that allowed us to -

- Define project goals and milestones
- Review the existing solutions by other similar products
- Understand business visions
- Empathize the users' needs, behaviors, and pain-points
- Understand technological feasibility and constraints.

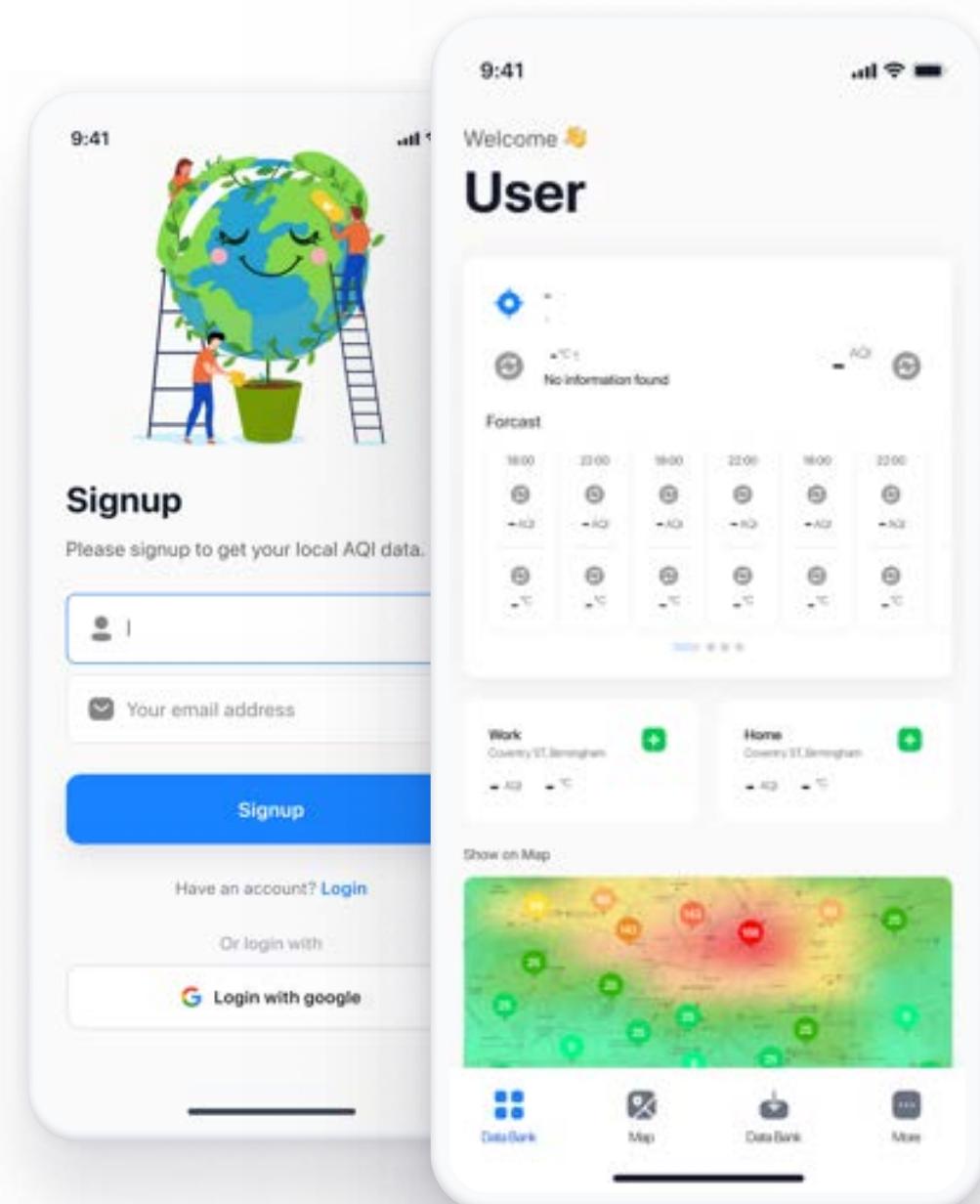
Here are three considerations that help me to understand and prioritize the issues.

- How satisfying is the solution for users?
- How well is this solution for users' problem solving and also good for business?
- How challenging would it be to build from the technical feasibilities and limitations?

# The Findings

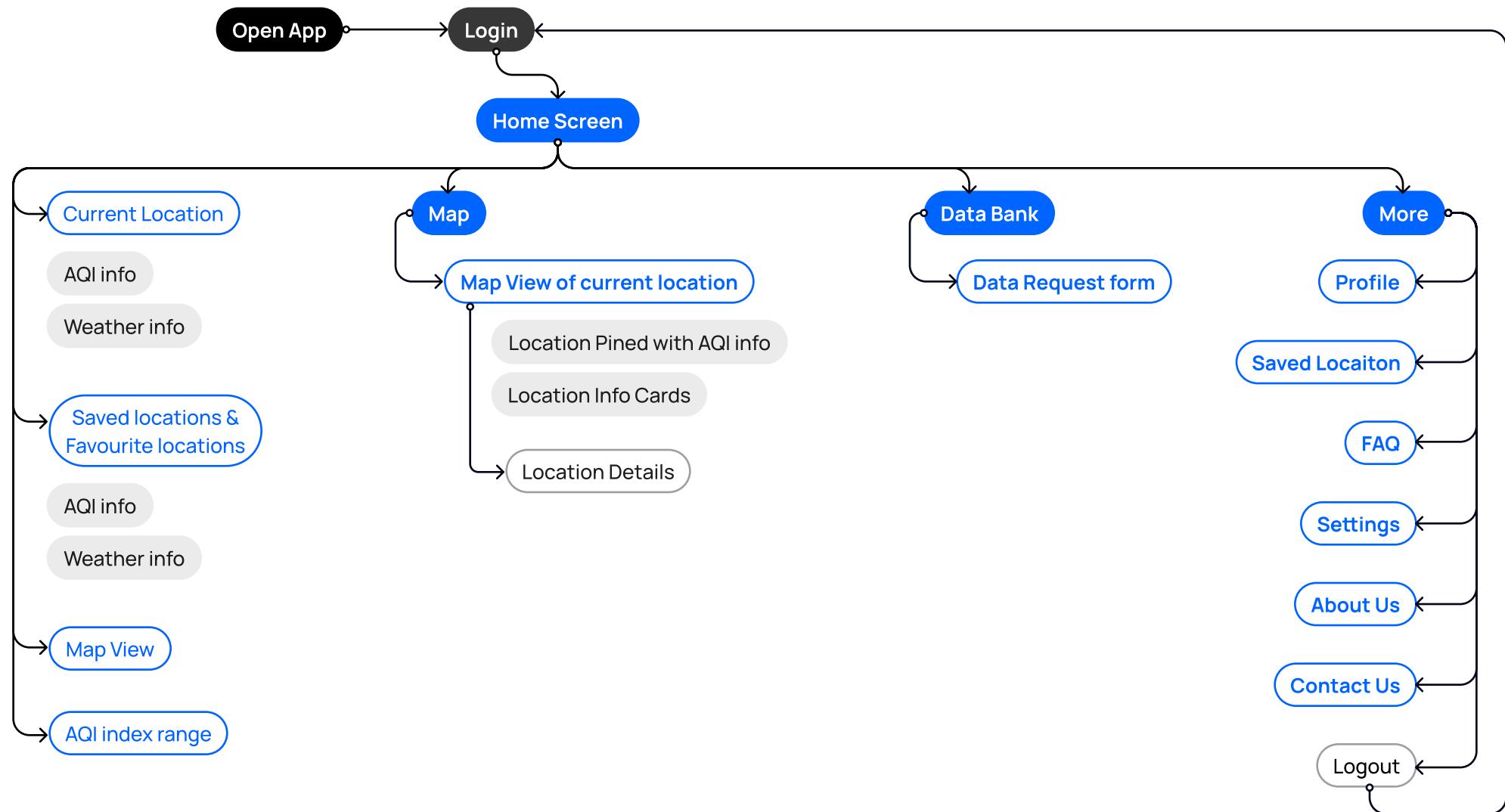
We have sessions with 10 targeted users. We also had brainstorming discussion sessions with our internal cross-functional team members. So what we found-

- I analyzed IQAir, BreezoMeter, Plume Labs, Airveda, and other popular air quality information provider apps. I analyzed their user journey flows, information architecture, and information presentation flows.



# Information Architecture

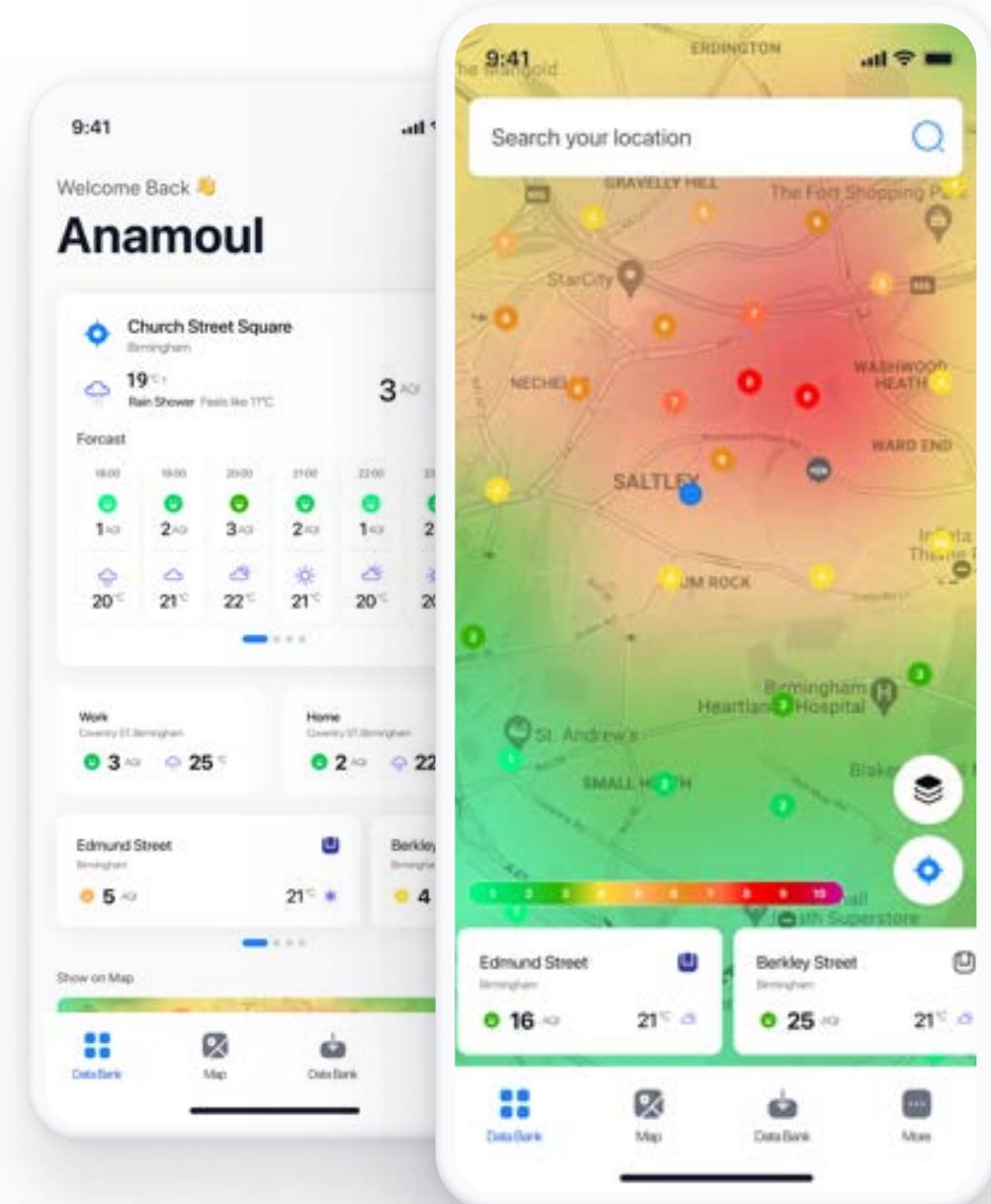
Journey  
Navigation  
Tabs/Pages  
Main Screen  
Sub Screen



# Sketches, Wireframing and Testing

The following steps were to sketch wireframes based on the user flow maps and built the flow and low-fidelity prototype for a series of testing sessions.

- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.
- I have done several testing sessions with a close group of users.



# Design Guideline & Design System

Initially, we built basic style guidelines. Afterward, we built a highly customisable design system to create a design language

**Branding**

AirQI

**Color palette**

Accent/Light  
Class: .color-color-main  
HEX: #44A8E7  
Color description

Accent/Dark  
Class: .color-color-main  
HEX: #F0E8E4  
Color description

Accent/State/Outline Hover Border  
Class: .color-color-main  
HEX: #A8D0E6  
Color description

Accent/State/Outline Hover Background  
Class: .color-color-main  
HEX: #A8D0E6  
Color description

Primary/Light  
Class: .color-color-main  
HEX: #44A8E7  
Color description

Primary/Dark  
Class: .color-color-main  
HEX: #44A8E7  
Color description

Primary/State/Contained Hover Background  
Class: .color-color-main  
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Color description

Primary/State/Contained Hover Border  
Class: .color-color-main  
HEX: #A8D0E6  
Color description

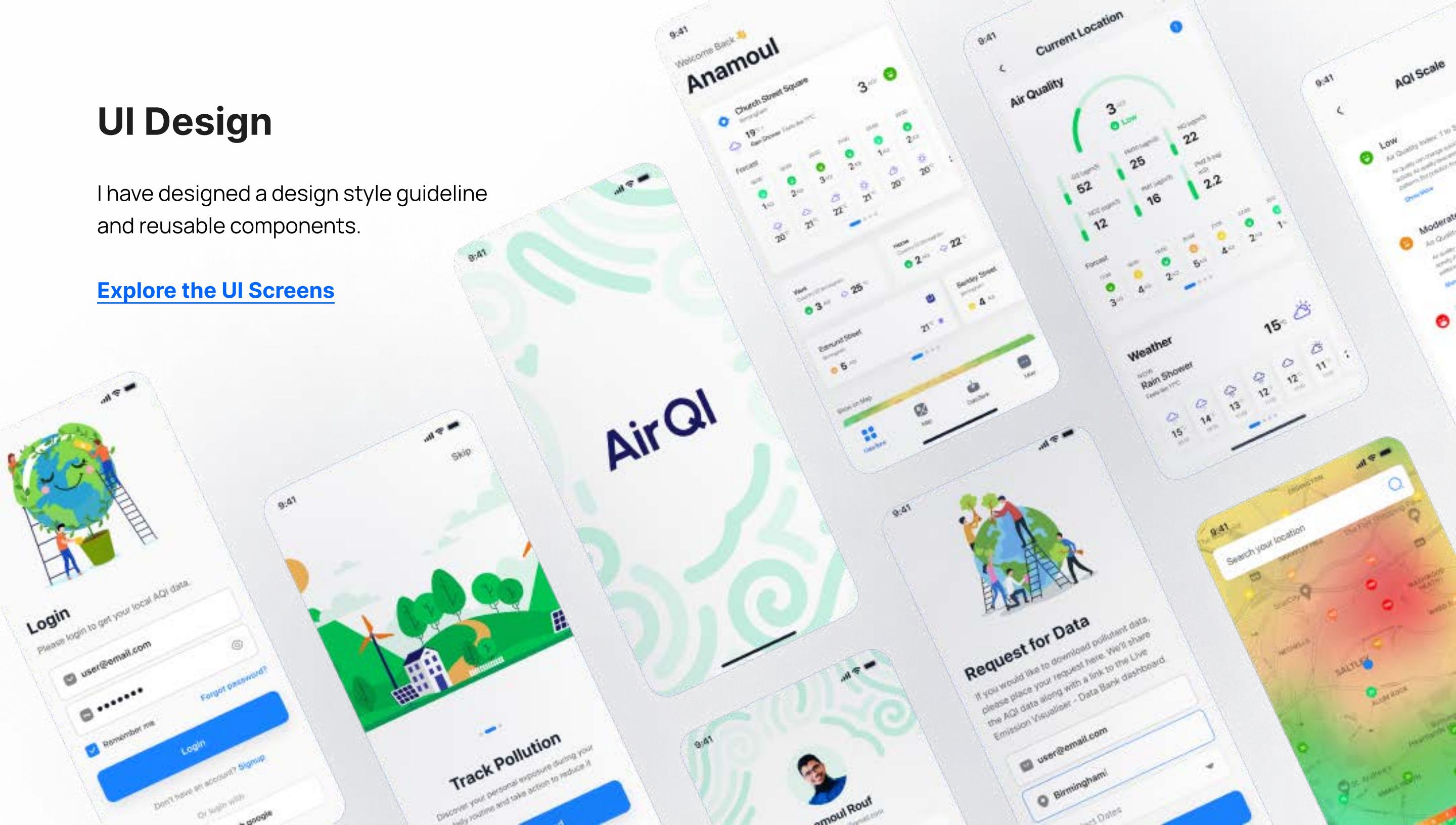
Primary/State/Outline Hover Background  
Class: .color-color-main  
HEX: #A8D0E6  
Color description

**Typography & illustrations**

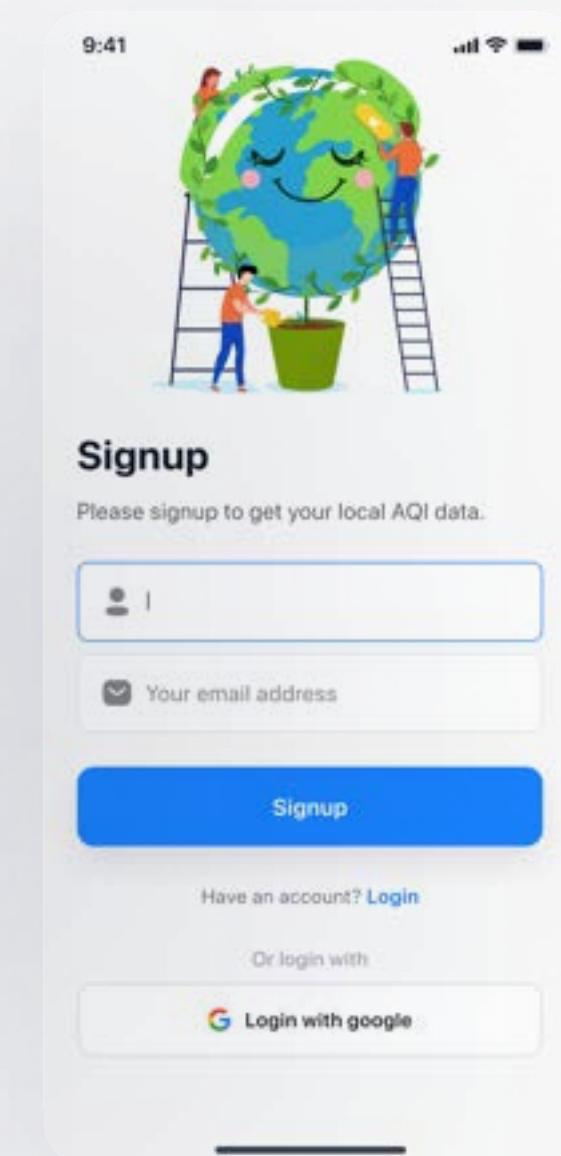
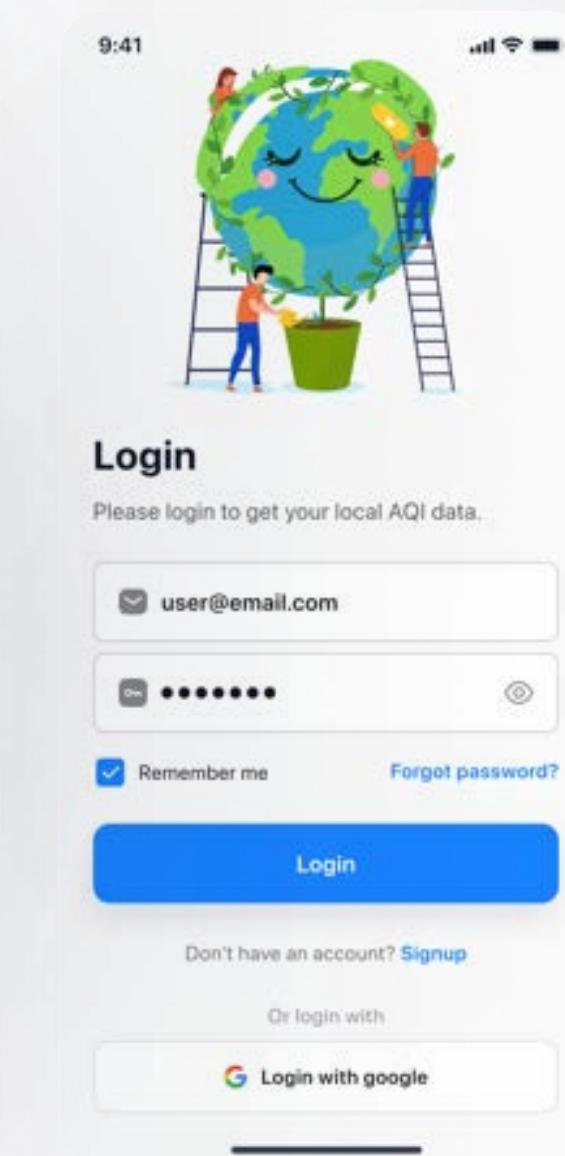
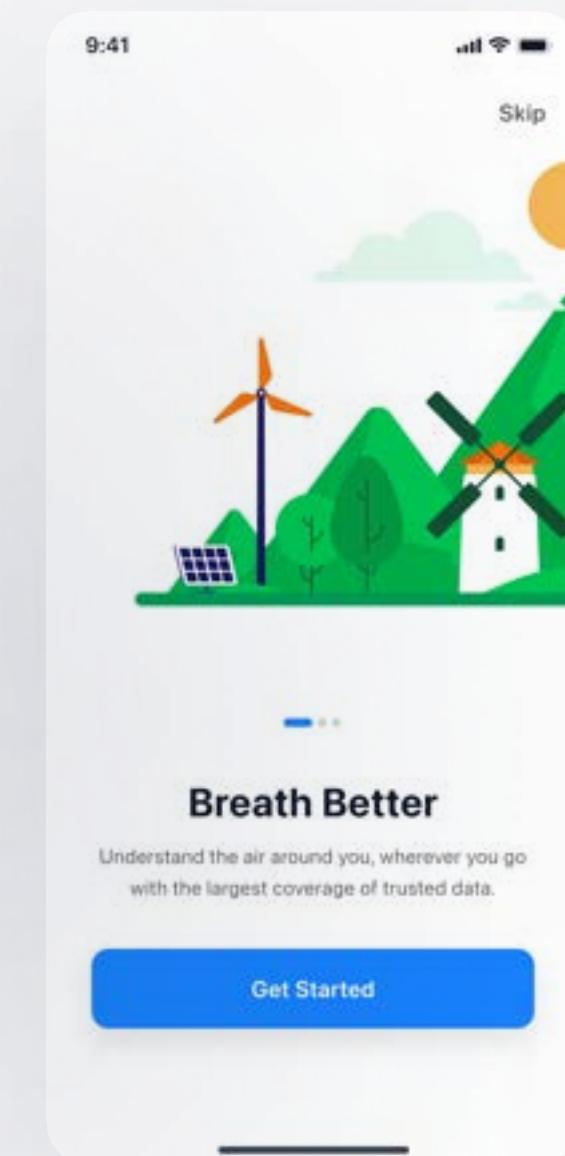
# UI Design

I have designed a design style guideline and reusable components.

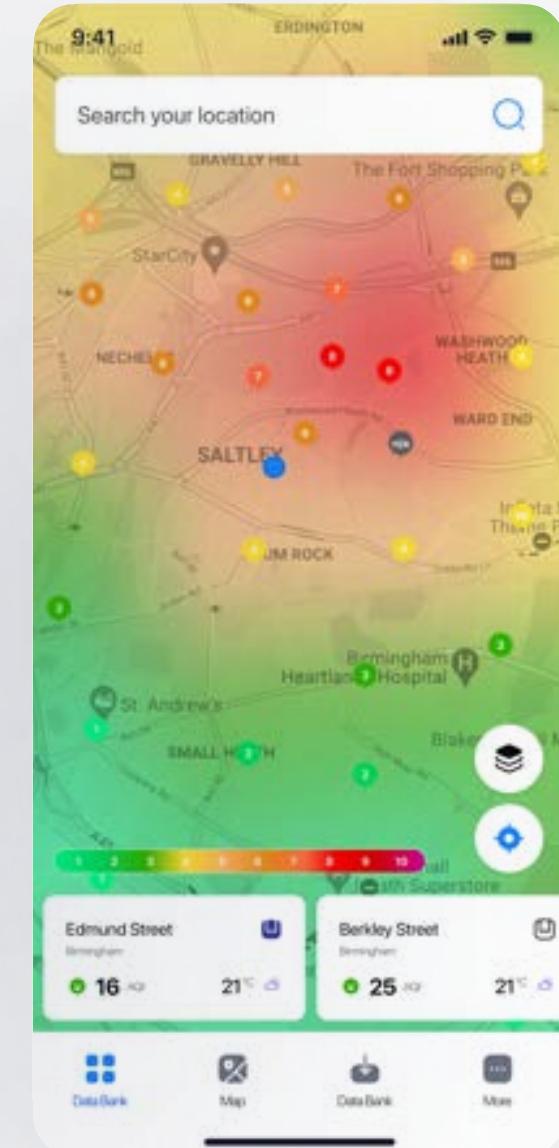
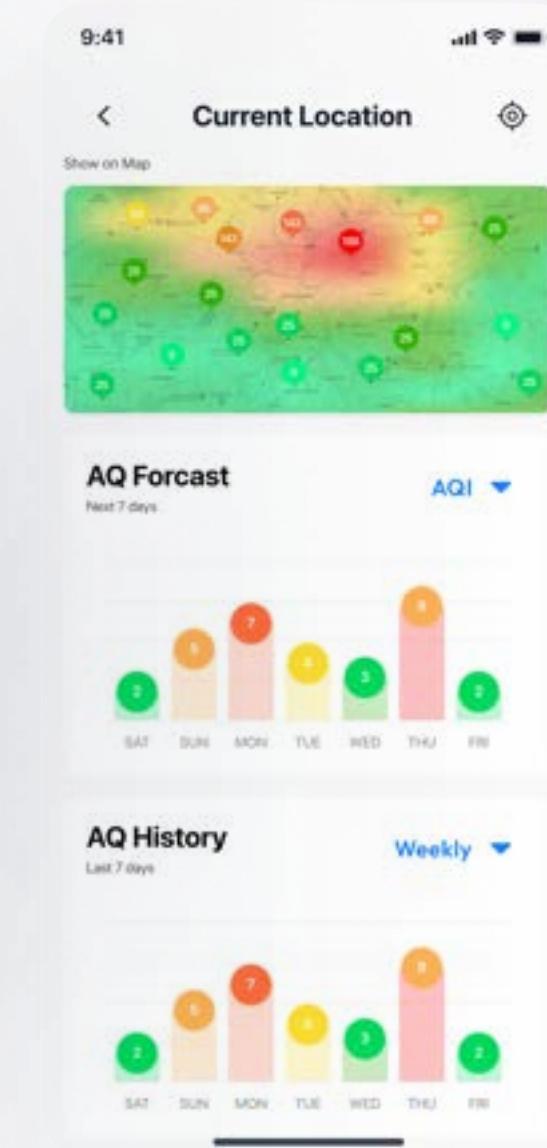
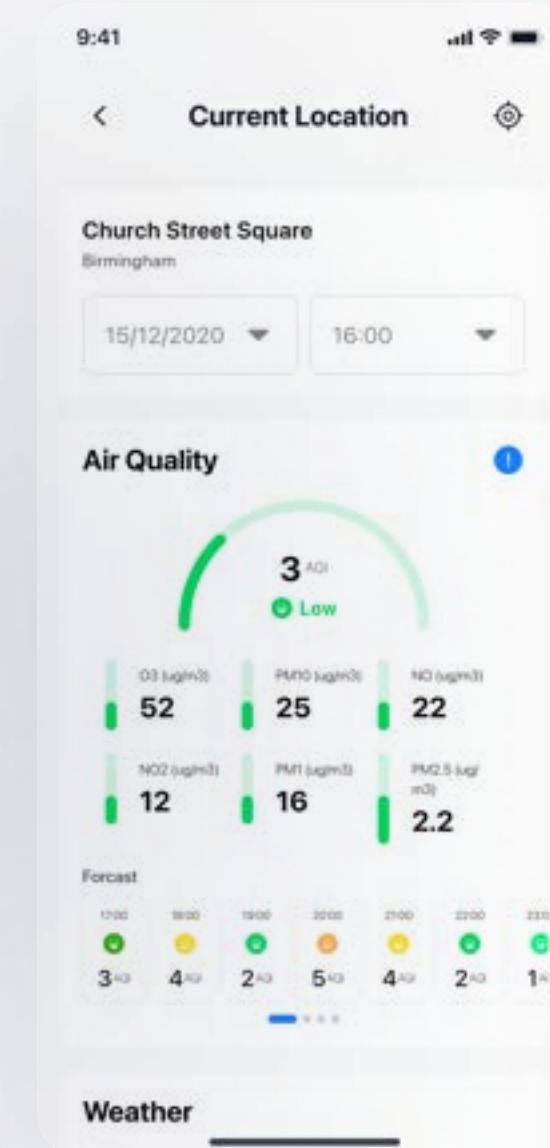
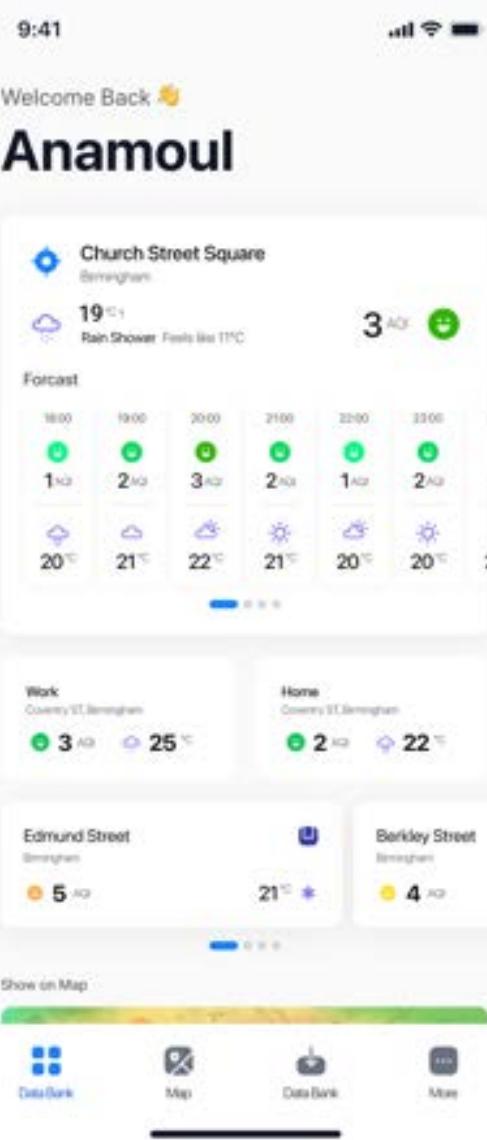
[Explore the UI Screens](#)



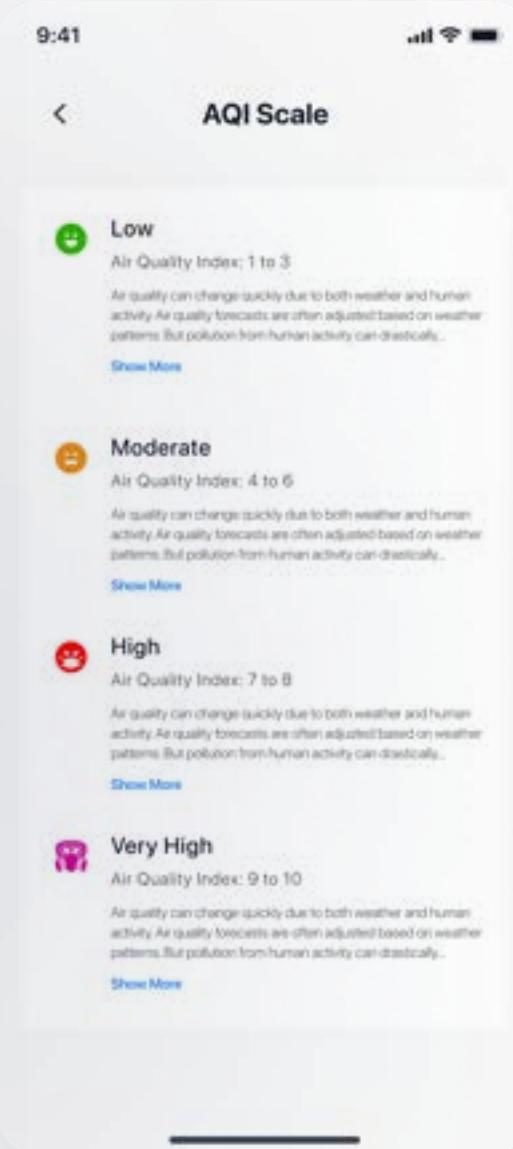
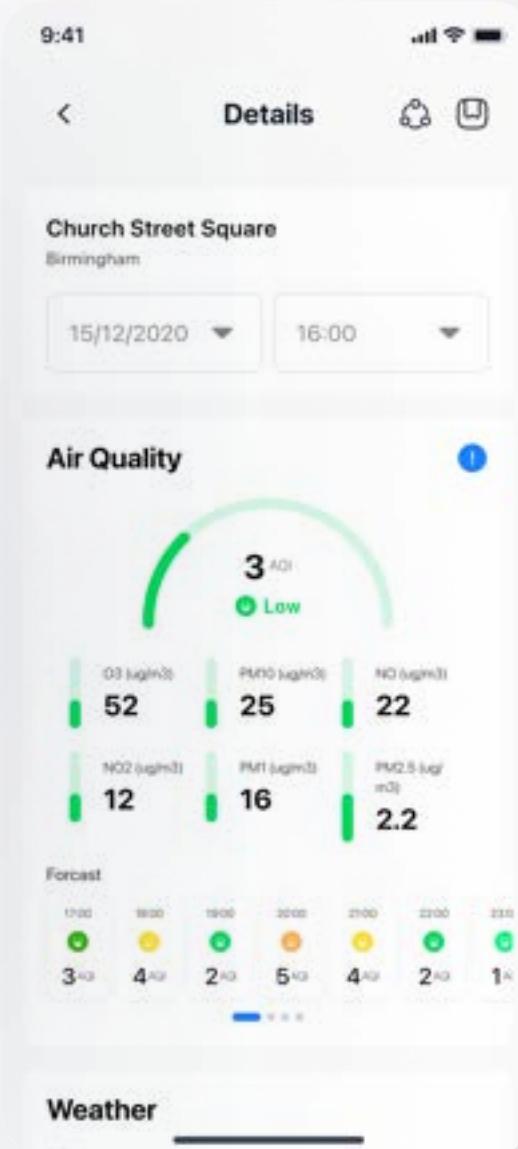
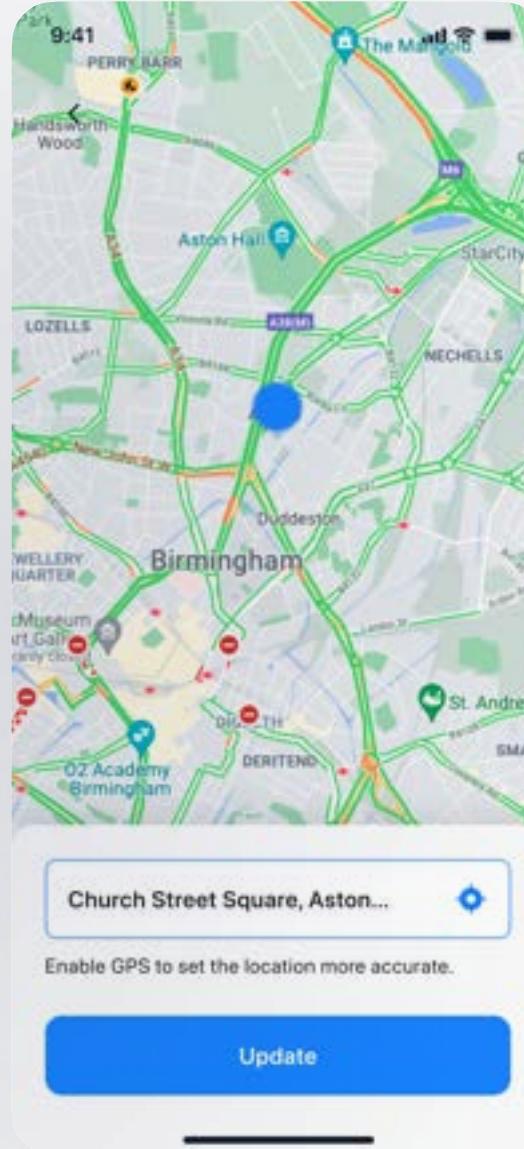
# Onboarding



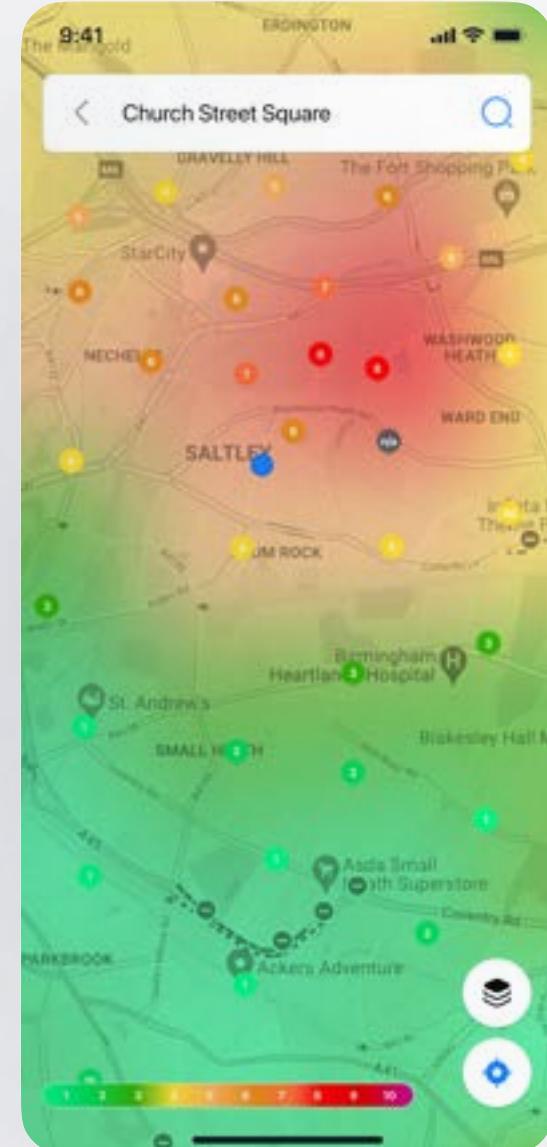
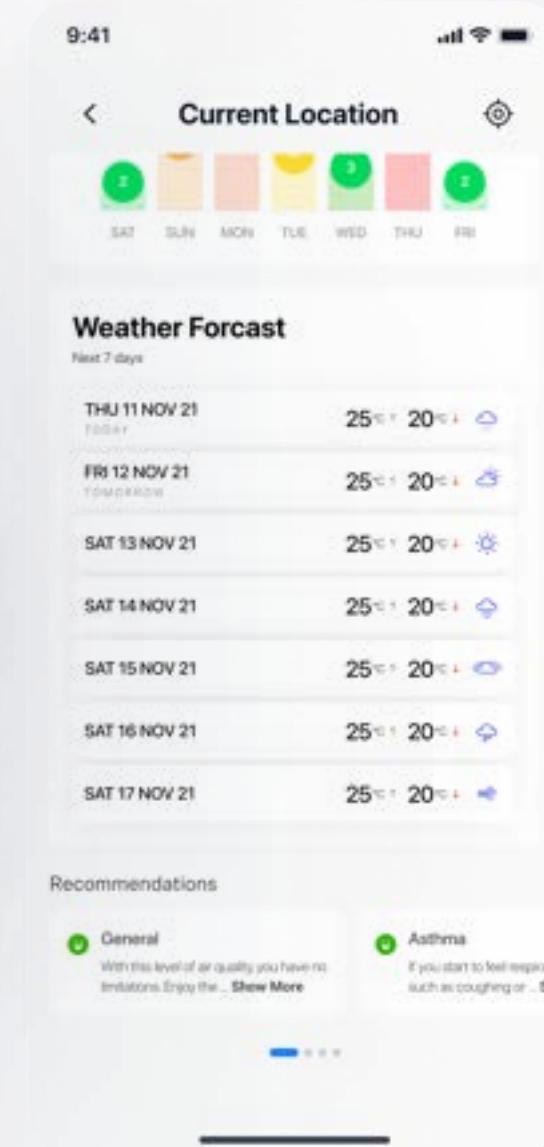
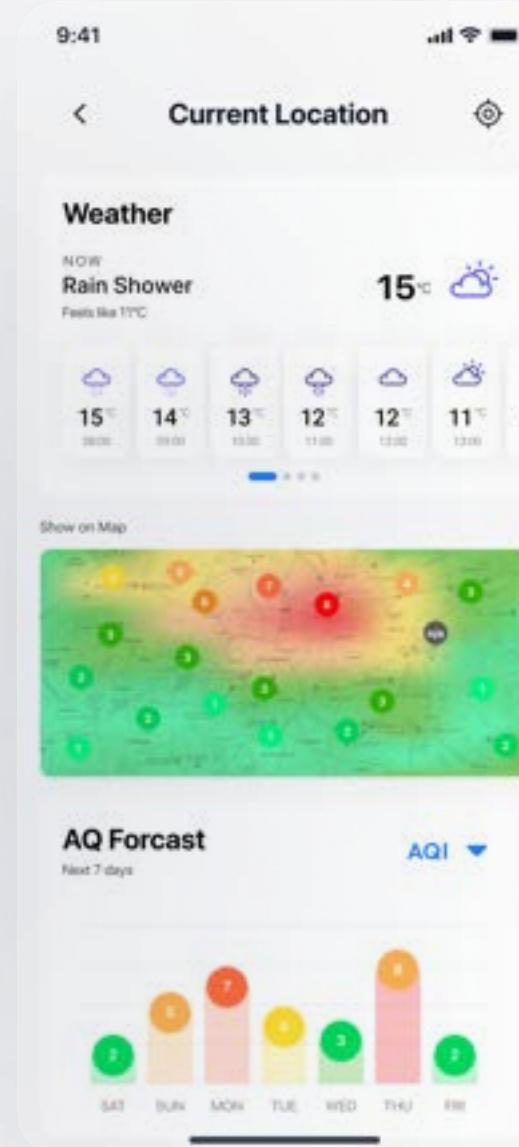
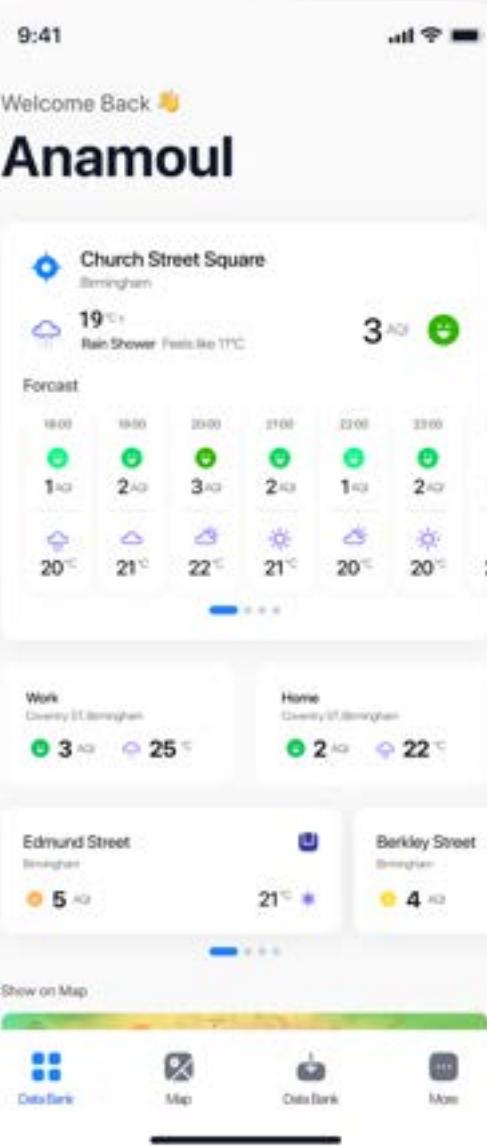
# AQI Information



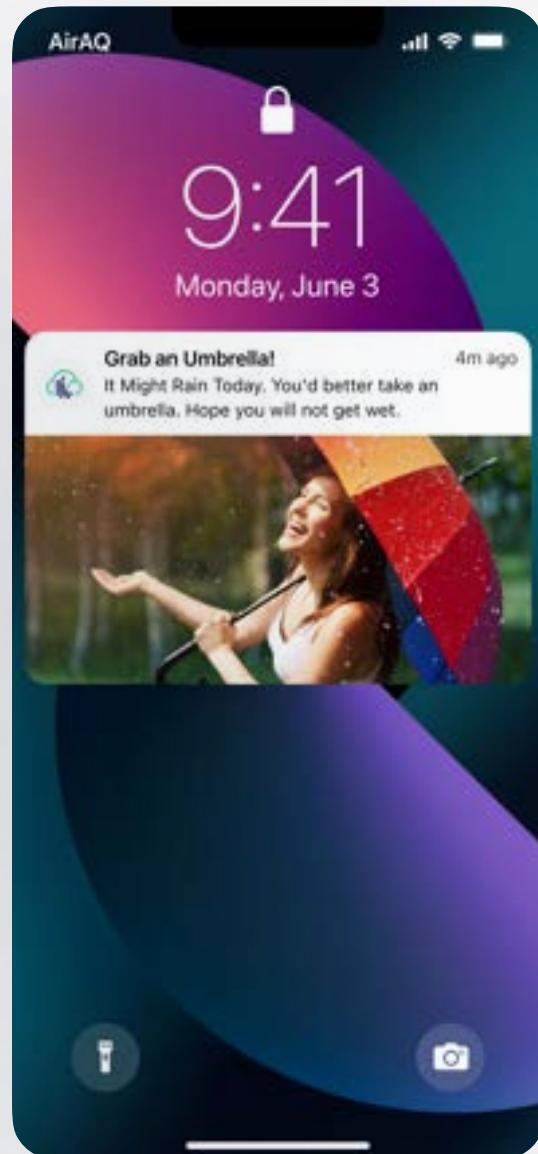
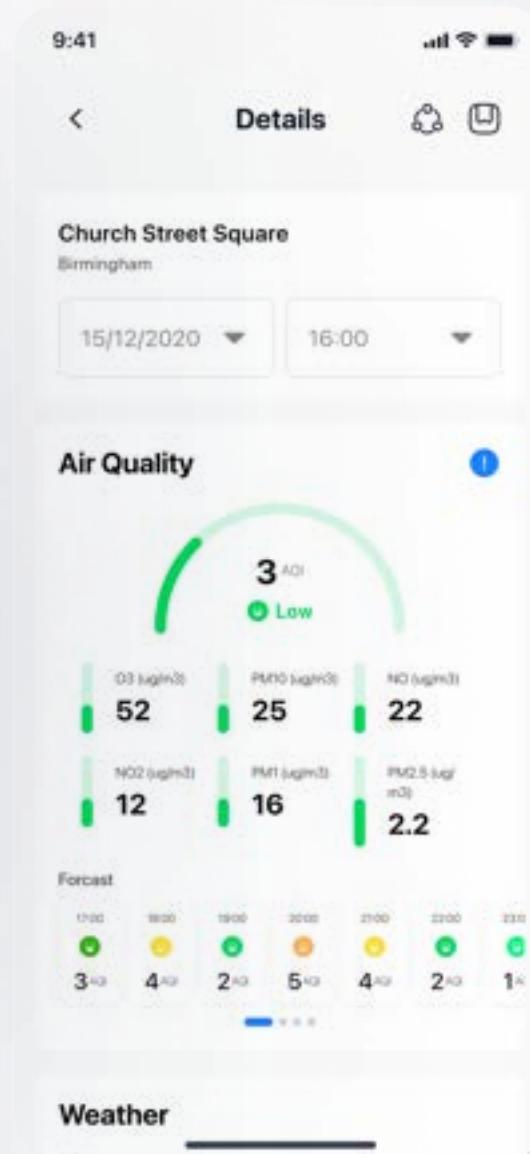
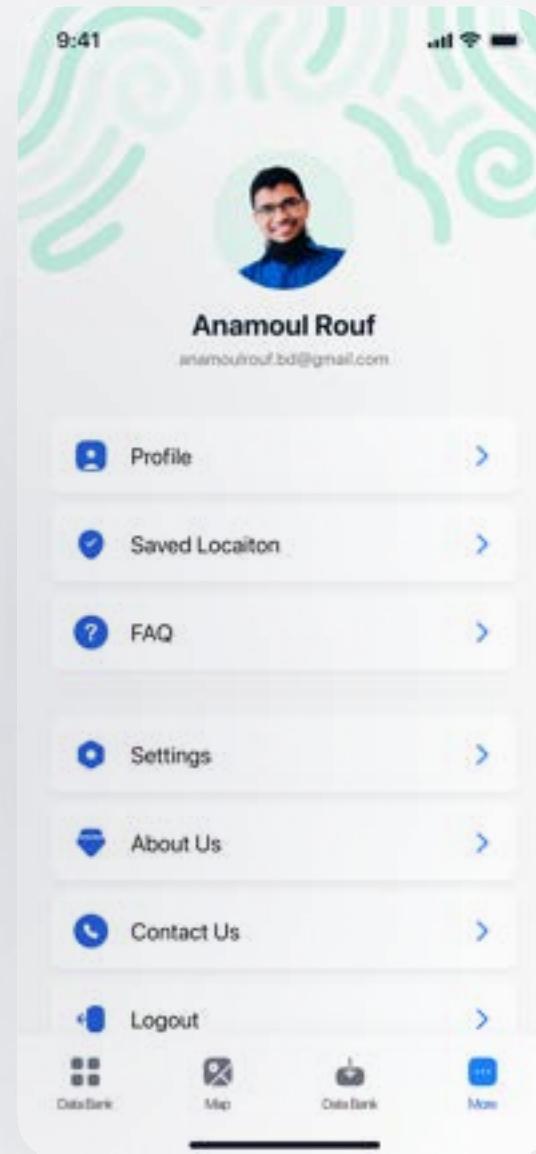
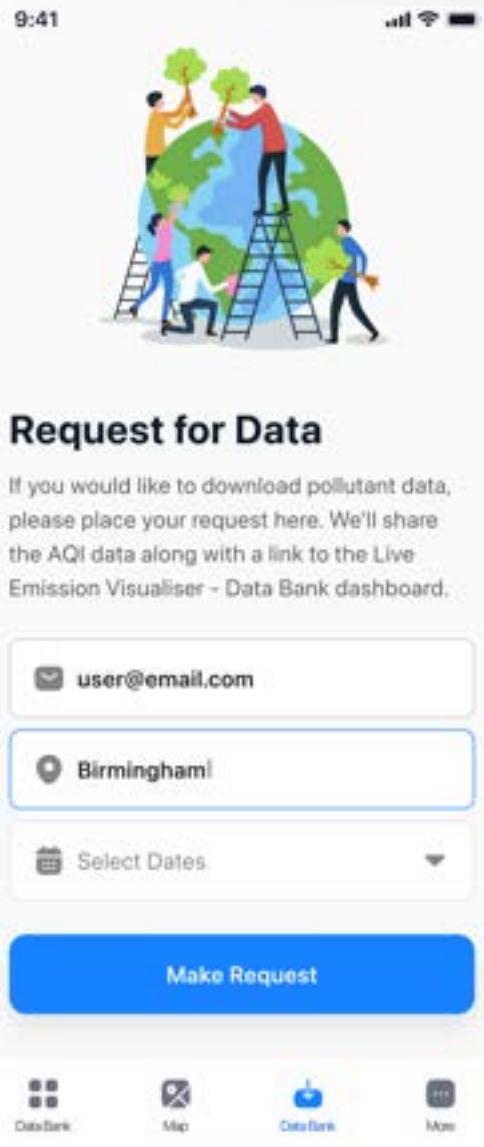
# AQI Information



# Weather Update



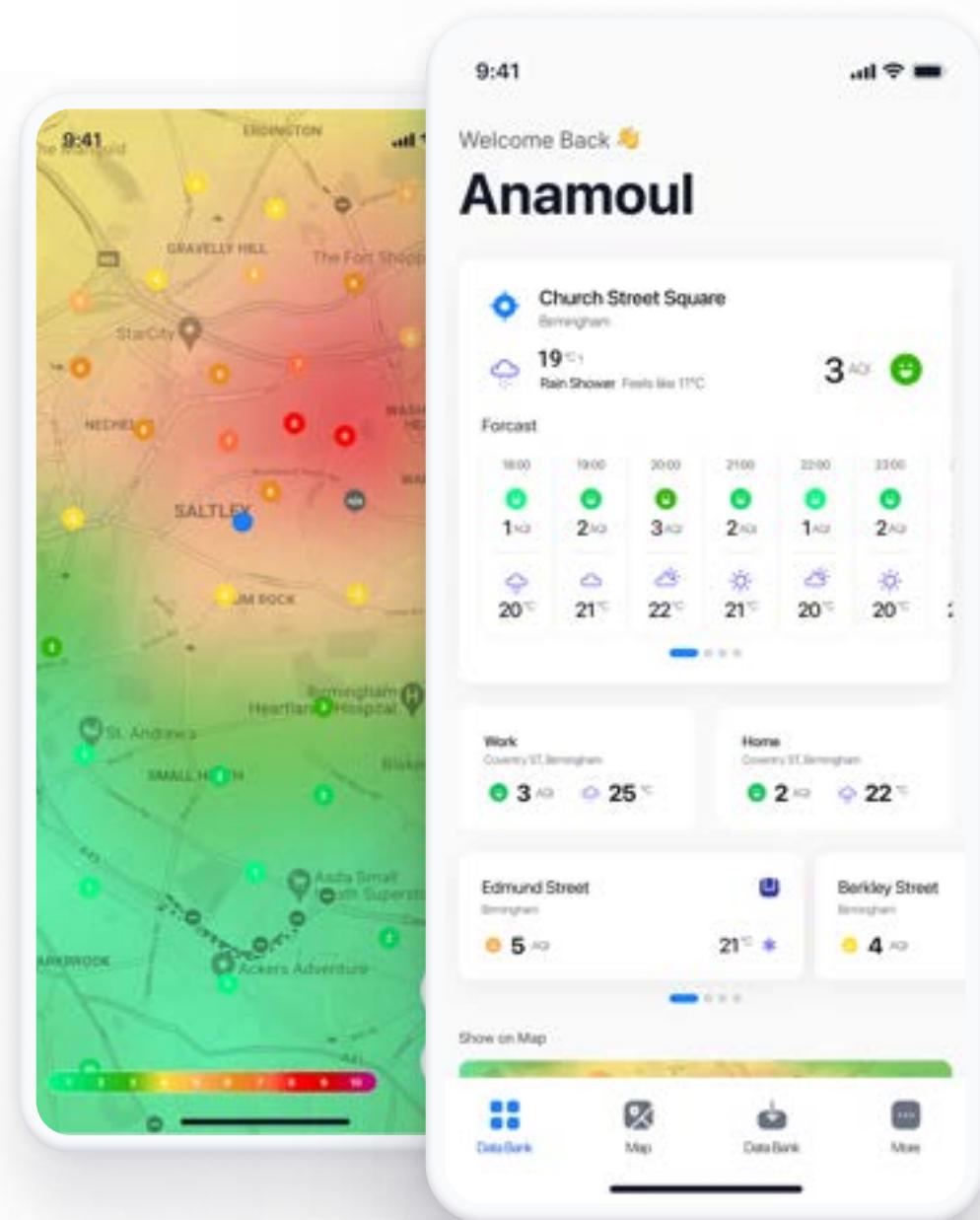
# Other Screens



# Usability Testing

The goal was to assess the app's overall usability and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same set of jobs.

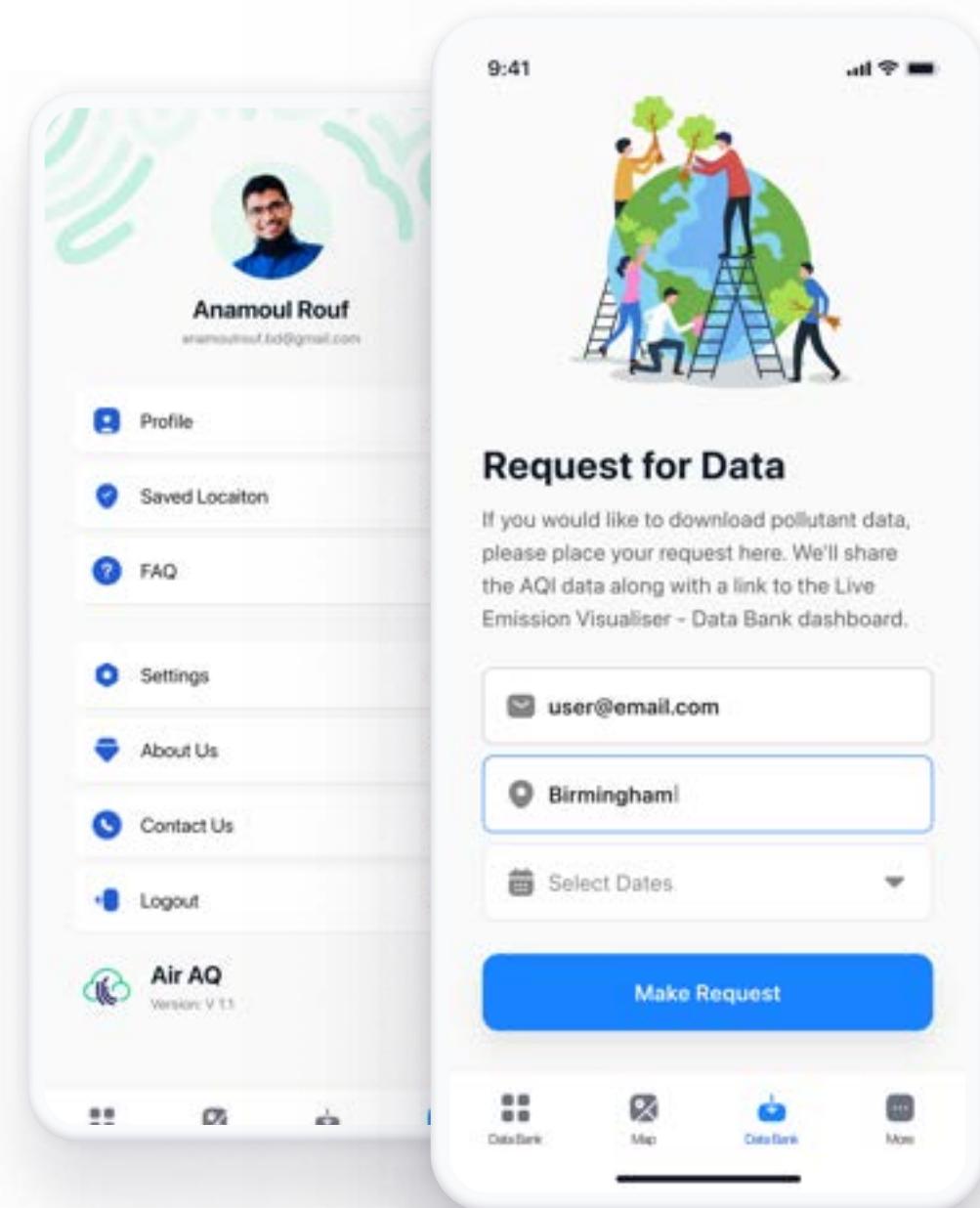
Due to the NDA issue, I've only shared the information authorized by the authority.



# Refine & Deploy

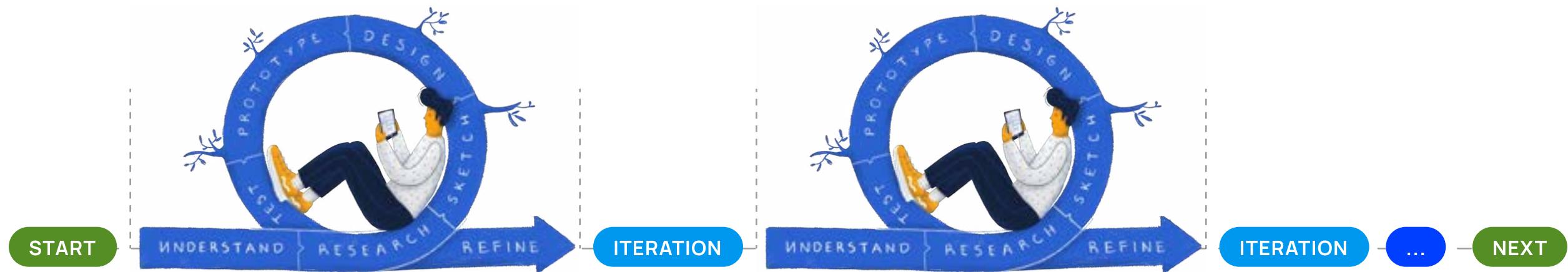
Based on the usability testing sessions, we refined and updated the design. Then, we created deliverables for development handover. I maintained continuous communication with the developers during the development period.

After the successful deployment, it is time to collect feedback from the user.



# Results & Future Iteration

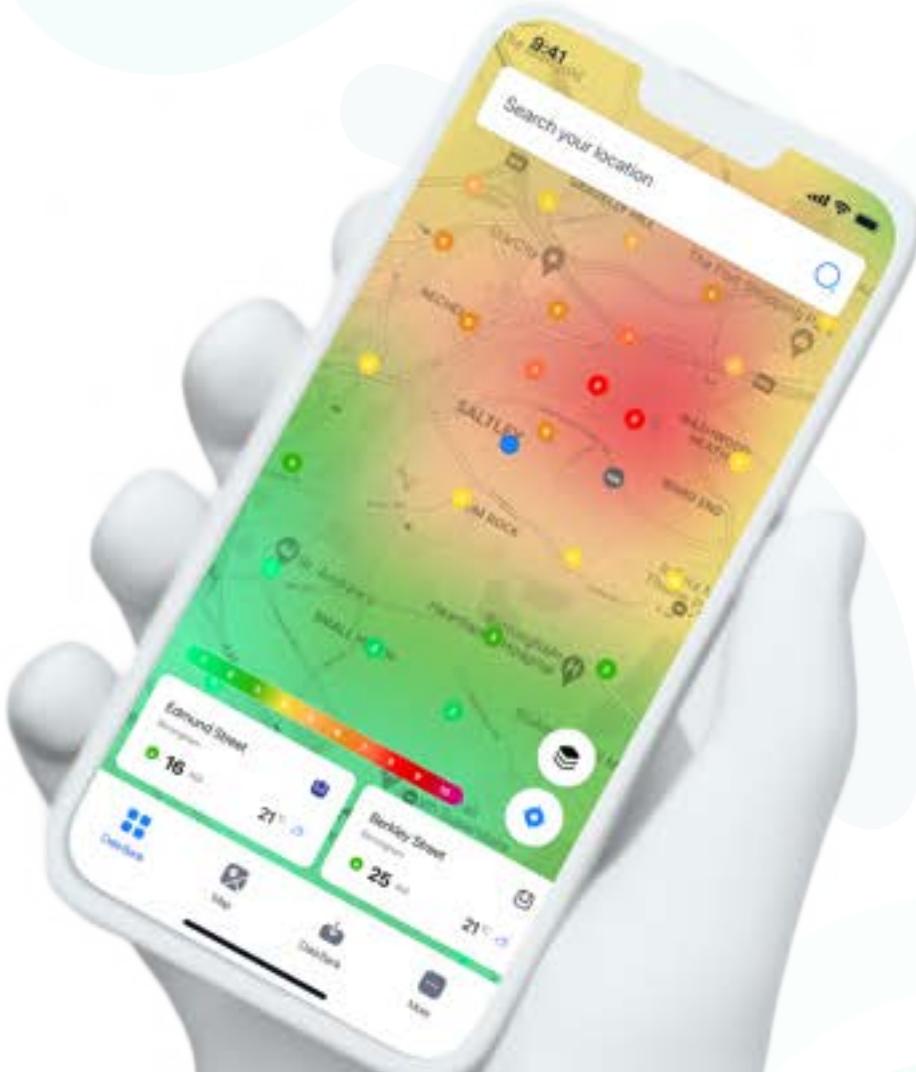
As it was an one-time client project, I don't have the opportunity to measure the results.



# Thank you

Feel free to reach me

✉️ anamoulrouf.bd@gmail.com 🌐 <https://anamoulrouf.com>





# Redefine the ad network experience for **Advertiser & Publisher**

**Advertiser Dashboard**

User Name  
Advertiser

**Spend Overview**

Today	Yesterday	This Month
\$ 34,569	\$ 34,586	\$ 34,586

Est. m/m Growth: **36.5% ▼**

[Explore >](#)

**Impression**

Today	Yesterday	This Month
35.4 K	35.4 K	35.4 K

Est. m/m Growth: **36.5% ▲**

[Explore >](#)

**CTR (Click-through Rate)**

Today	Yesterday	This Month
25%	75%	85%

Est. m/m Growth: **36.5% ▲**

[Explore >](#)

**Campaigns**

CampaignName 1	CampaignName 2
Est. m/m Growth: <b>36.5% ▲</b>	Est. m/m Growth: <b>6.5% ▼</b>

[Explore >](#)

**Impressions Served**

Active Campaigns 8	Ad Groups 12	Ads 34
Today until now (16-04)	This Month until 4 October 2020	

**34,569**    **561,251**

[Explore >](#)

**Bangladesh**

Today	Est. m/m Growth
\$ 34,569	36.5% ▲

**United States**

Today	Est. m/m Growth
\$ 34,569	36.5% ▲

**United Kingdom**

Today	Est. m/m Growth
\$ 34,569	36.5% ▲





Project  
G&R Dashboard Wireframe Design

Timeline  
2 Month

My Role  
UX Research, UI/UX Design

Tools  
Miro, Figma.

Platform  
Web App.

Team Collaboration  
Product, Marketing & Customer Support,  
and Tech.

## Background

G&R Ad Network is a platform of advertisement network. It has type of customers-advertisers and publishers. I was requested to help G&R Product team to design a mid-fidelity wireframe.

## Design Challenge

The G&R team planned to restructure and redesign the existing platform for their customers. Our challenges was to define the user role, and to design functional, simple, intuitive, innovative, easy to use, conversion-friendly, and frictionless wireframes.

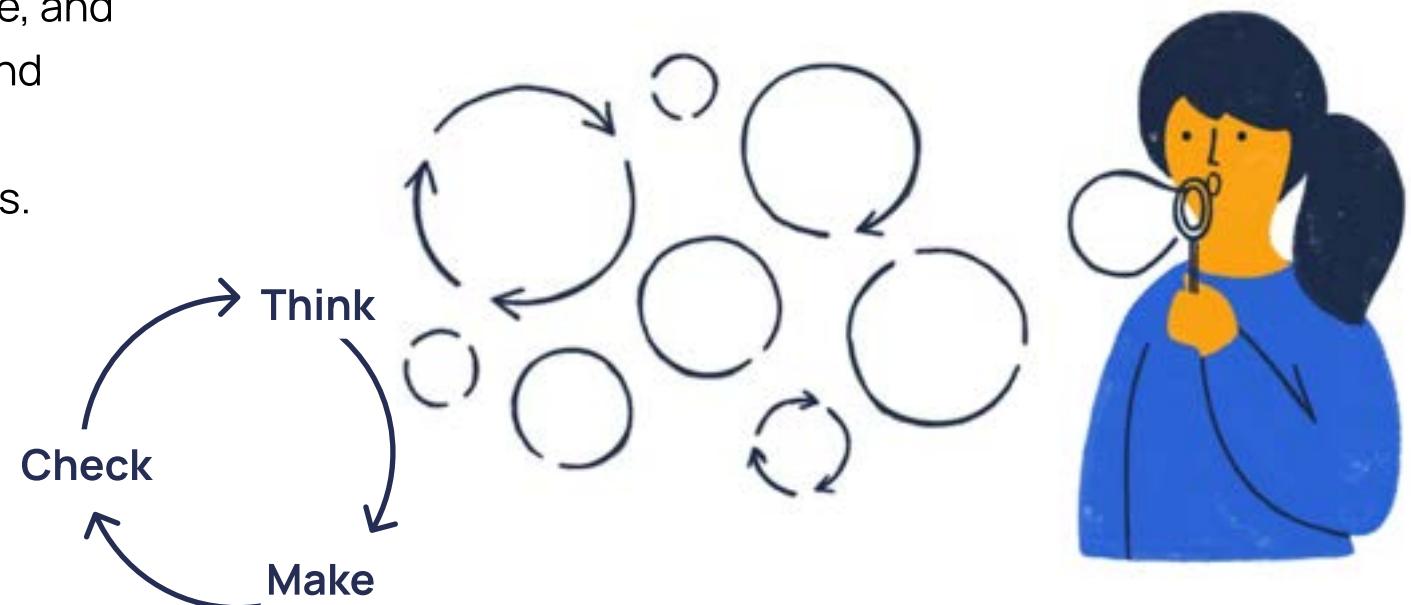
## Process

# Design Thinking & Lean UX Design

It is always challenging to select an efficient, sustainable, and flexible design process when we had very limited time and resources. I had selected the approach to the Lean UX process. It is an iterative process with three simple steps.

- Think
- Make
- Check

and keep repeating the steps.



## Understanding

### I have no ideas about the ad network 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? How they are related to it?
- Where they live, what they think, like & do?
- Why/How often do they use it?
- Do there are similar products in market? How their users are using the services?



## Findings

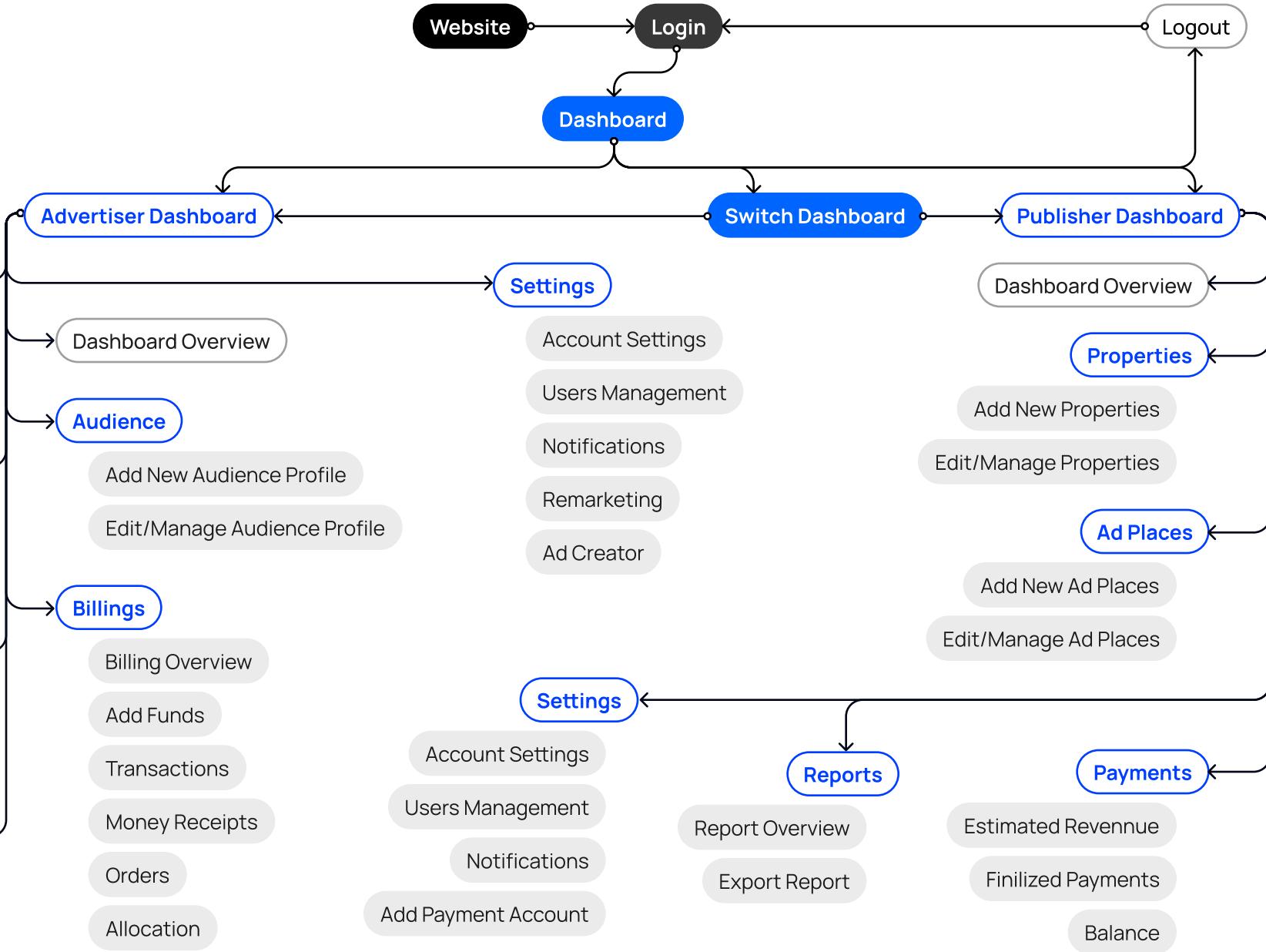
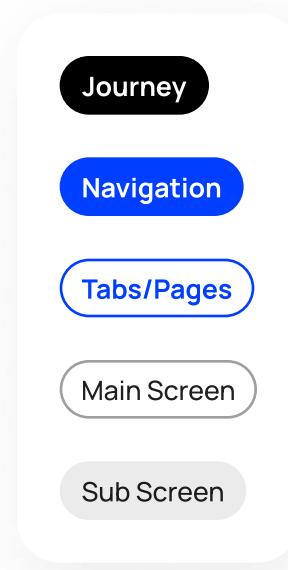
### We started with UX Audit in the existing system

To gain an insight, we explored the existing user journey to find the ux problems.

- There are 2 types of user roles in the system - Advertisers and Publishers.
- A customer can have one role in system. A customer can also have both roles if it is permitted from System Admin.
- Only the G&R authority will have the System Admin access.
- The customers who have the both roles, It is hard and confusing for them to do all the activities of both roles.  
Examples - switching user role, generate and export custom reporting, getting live data and forecast, using publisher credits to launch ad in advertiser dashboard.



# Information Architecture



## Wireframing & Prototyping

**We created digital wireframes and built a low-fidelity prototype. Also, we conducted a series of sessions for usability testing.**

The following steps were to sketch wireframes based on the user flow maps and built the flow and low-fidelity prototype for a series of testing sessions.

[Explore the Wireframe Screens](#)



UX Design | Test & Validated

## Testing

**We invited some focus group users for testing sessions.**

- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.
- We have done several testing sessions with a close group of users.

[Explore the Wireframe Screens](#)



# Advertiser Dashboard

G&R

Advertiser Dashboard

User Name  
Advertiser

Dashboard

Campaigns

Influencers

Audience

Report

Billing

Settings

Spend Overview

Today Yesterday This Month

฿ 34,569 ฿ 34,586 ฿ 34,586

Est. m/m Growth

36.5% ▼

Explore >

Impression

Today Yesterday This Month

35.4 K 35.4 K 35.4 K

Est. m/m Growth

36.5% ▲

Explore >

CTR (Click-through Rate)

Today Yesterday This Month

25% 75% 85%

Est. m/m Growth

36.5% ▲

Explore >

Campaigns

CampaignName 1 CampaignName 2

Est. m/m Growth

36.5% ▲ 6.5% ▼

Explore >

Impressions Served

Active Campaigns 8 Ad Groups 12 Ads 34

Today until now (16:04) This Month until 4 October 2020

34,569 561,251

Explore >

Bangladesh

Today Est. m/m Growth

฿ 34,569 36.5% ▲

United States

Today Est. m/m Growth

฿ 34,569 36.5% ▲

United Kingdom

Today Est. m/m Growth

฿ 34,569 36.5% ▲

Spend Clicks Impressions CTR

Total Estimated spend generated in 31 days  
- 01, Jul 2020 (Wednesday) to 31, Jul 2020 (Friday)

฿ 34,583,137

# Campaigns

G&R

- Dashboard
- Campaigns**
- Influencers
- Audience
- Report
- Billing
- Settings

← Campaigns

Add New Campaign

CampaignName 1

CampaignName 2

CampaignName 3

CampaignName 4

CampaignName 5

CampaignName 6

User Name  
Advertiser

Add New Campaign

List of Campaigns

All Campaigns

enter campaign name

Campaigns	Budget	Spent	Run Rate	Impressions	Clicks	CTR	CPC	CPM
CampaignName 1	₹ 1,702,908	₹ 856,651,740	85.29%	1,625,790,161	8765	5.5%	₹ 21.60	₹ 4.74
CampaignName 2	₹ 1,702,908	₹ 856,651,740	85.29%	1,625,790,161	8765	5.5%	₹ 21.60	₹ 4.74
CampaignName 3	₹ 1,702,908	₹ 856,651,740	85.29%	1,625,790,161	8765	5.5%	₹ 21.60	₹ 4.74
CampaignName 4	₹ 1,702,908	₹ 856,651,740	85.29%	1,625,790,161	8765	5.5%	₹ 21.60	₹ 4.74
CampaignName 5	₹ 1,702,908	₹ 856,651,740	85.29%	1,625,790,161	8765	5.5%	₹ 21.60	₹ 4.74
CampaignName 6	₹ 1,702,908	₹ 856,651,740	85.29%	1,625,790,161	8765	5.5%	₹ 21.60	₹ 4.74

# Billings

G&R

- Dashboard
- Campaigns
- Influencers
- Report
- Billing (selected)
  - Billing Overview
  - Transactions
  - Money Receipt
  - Orders
  - Allocation
- Settings

## Billing Overview

Available Balance **₼ 27,456,987**

Recent Budget: ₦ 327,456,987 | Average Budget: ₦ 34,586

Actual Balance **₼ 27,456,987**

Recent Budget: ₦ 327,456,987 | Average Budget: ₦ 34,586

Lifetime Balance **₼ 27,456,987**

Recent Budget: ₦ 327,456,987 | Average Budget: ₦ 34,586

### Add Funds

>Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer.

[Add Funds](#)

### Recent Transactions

Date	ID	Source	Status	Amount
2020-04-19	2987	20200115-1219	Processing	₦ 245,000.00
2020-03-10	2967	20200115-1219	Complete	₦ 245,000.00
2020-04-19	2987	20200115-1219	Complete	₦ 245,000.00
2020-03-10	2967	20200115-1219	Complete	₦ 245,000.00

[All Transactions](#)

User Name  
Advertiser

# Publisher Dashboard

G&R

Publisher Dashboard

User Name  
Publisher

**Dashboard**

**Properties**

**Ad Places**

**Report**

**Payments**

**Settings**

**Revenue Overview**

Today	Yesterday	This Month
34,569	34,586	34.5 K

Est. m/m Growth **36.5%** ▲ [MORE ▶](#)

**Fill Rate**

Today	Yesterday	This Month
5%	85%	75%

Est. m/m Growth **15.6%** ▼ [MORE ▶](#)

**Requests**

Today	Yesterday	This Month
35.4 K	35.4 K	35.4 K

Est. m/m Growth **36.5%** ▲ [MORE ▶](#)

**Impression**

Today	Yesterday	This Month
35.4 K	35.4 K	35.4 K

Est. m/m Growth **36.5%** ▲ [MORE ▶](#)

**Impressions served**

Active Publishers	Websites	Apps
<b>7,444</b>	<b>11,235</b>	<b>80</b>

Today until 16:04 This Month until Today

Today	Yesterday
<b>34,569</b>	<b>561,251</b>

**Properties**

PropertyName 1	PropertyName 2
Est. m/m Growth <b>26.5%</b> ▲	Est. m/m Growth <b>16.5%</b> ▼

[MORE ▶](#)

**Bangladesh**

Today	Est. m/m Growth
35.4 K	<b>26.5%</b> ▲

**United States**

Today	Est. m/m Growth
35.4 K	<b>26.5%</b> ▲

**United Kingdom**

Today	Est. m/m Growth
35.4 K	<b>26.5%</b> ▲

**Saudi Arabia**

Today	Est. m/m Growth
35.4 K	<b>26.5%</b> ▲

**Saudi Arabia**

Today	Est. m/m Growth
35.4 K	<b>26.5%</b> ▲

**Saudi Arabia**

Today	Est. m/m Growth
35.4 K	<b>26.5%</b> ▲

**EXPLORE MORE ▶**

# Report

G&R

Report Overview

User Name  
Publisher

Dashboard

Properties

Ad Places

Report

Overview

Location

Revenue

Technology

Payments

Settings

All Property

Select Date Range

EXPORT

Impression Served

Date Range: 01 Jul, 20 - 31 Jul, 20

5,145,832

Property(s): 01 Ad Place(s): 12 Earnings: ₦ 22,726

Top Impressions

Advertiser 1

Advertiser 1

Advertiser 1

Top Revenue

Advertiser 1

Advertiser 1

Advertiser 1

FULL REPORT

FULL REPORT

REQUESTS IMPRESSIONS FILL RATE CLICKS REVENUE

## Refine & Handover

**Based on the usability testing sessions, we refined and updated the Wireframes.**

We created deliverables for the handover. I maintained continuous communication with the team during the development period.

- Prepared design documentations
- Write user stories
- Maintained a close communication with the team
- Unit testing sessions with the demos



Outcomes & Future vision

## Validation & Future Iteration

**It's an one time project.**

So, I don't have the opportunity to measure the success of it.



G&R

Publisher Dashboard

Dashboard

Properties

Ad Places

Report

Payments

Settings

Revenue Overview

Today Yesterday This Month  
฿ 34,569 ฿ 34,586 ฿ 34.5 K

Est. m/m Growth

36.5% ▲

MORE ➔

Fill Rate

Today Yesterday  
5% 85%

Est. m/m Growth

15.6% ▼

Impression

Today Yesterday This Month  
35.4 K 35.4 K 35.4 K

Est. m/m Growth

36.5% ▲

MORE ➔

Impressions served

Active Publishers Websites Apps  
7,444 11,235 80

Today until 16:04 This Month until Today

34,569 561,251

Properties

PropertyName 1 PropertyName 2  
Est. m/m Growth Est. m/m Growth

36.5% ▲

16.5% ▼

MORE ➔

# Thank you

Feel free to reach me

✉️ anamoulrouf.bd@gmail.com 🌐 <https://anamoulrouf.com>

