

 <https://anamoulrouf.com>

Anamoul Rouf



About Me

Profile

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

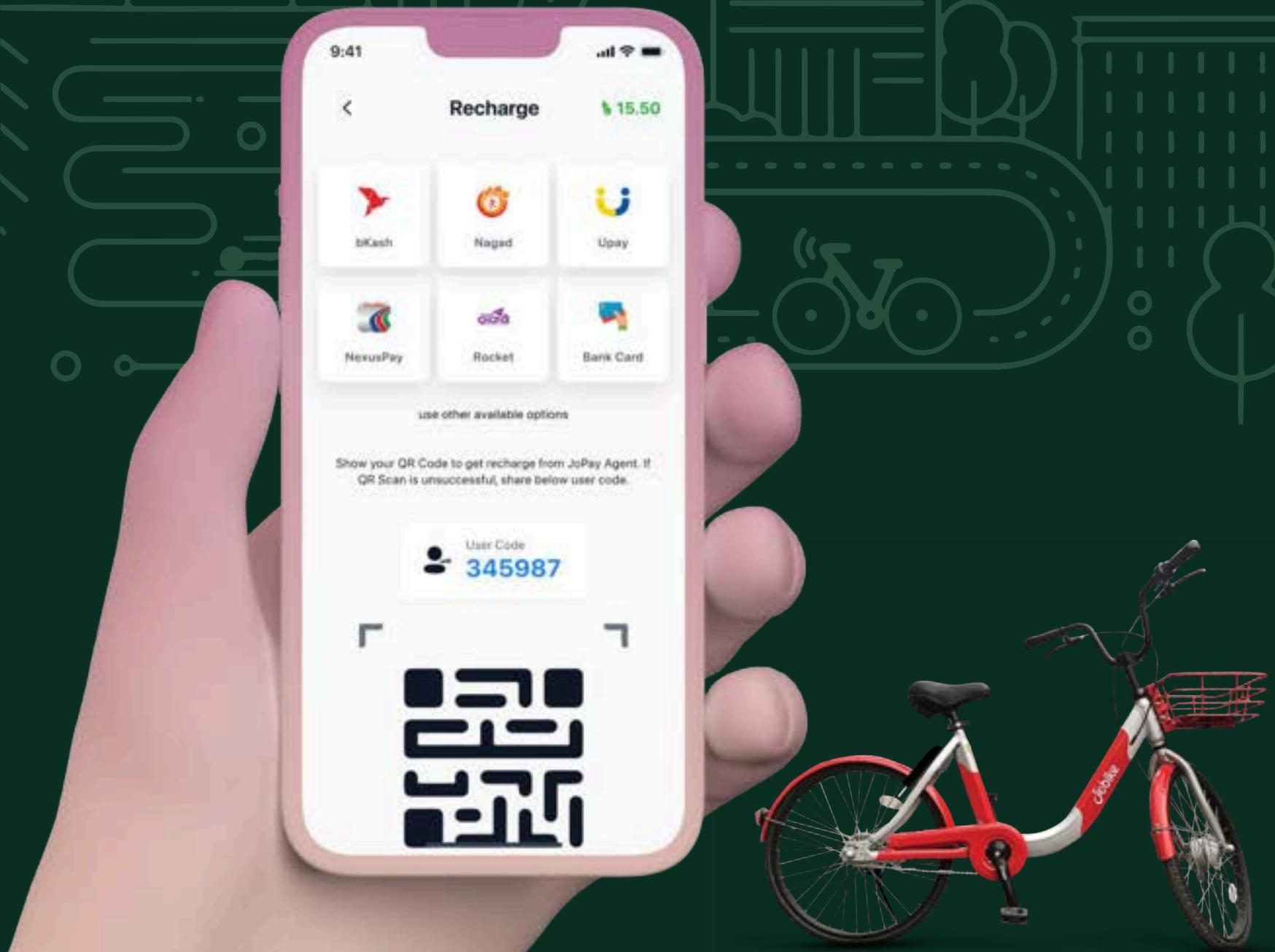
- I've helped startups and product-driven companies to build **8 mobile apps, 15 web applications**, and 35 websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design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

Sample of the products and companies I have worked with:



Jobike

Redefining
Jo-Credit Recharge





Redefining Jo-Credit Recharge

Project

Jobike User App & JoPoint App

Timeline

Jan 2019 - Jun 2019

Platform

Android.

Tools

**Miro, Adobe XD, Figma,
Notion.**

My Role

UX Research, UI/UX Design.

Team Collaboration

**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.

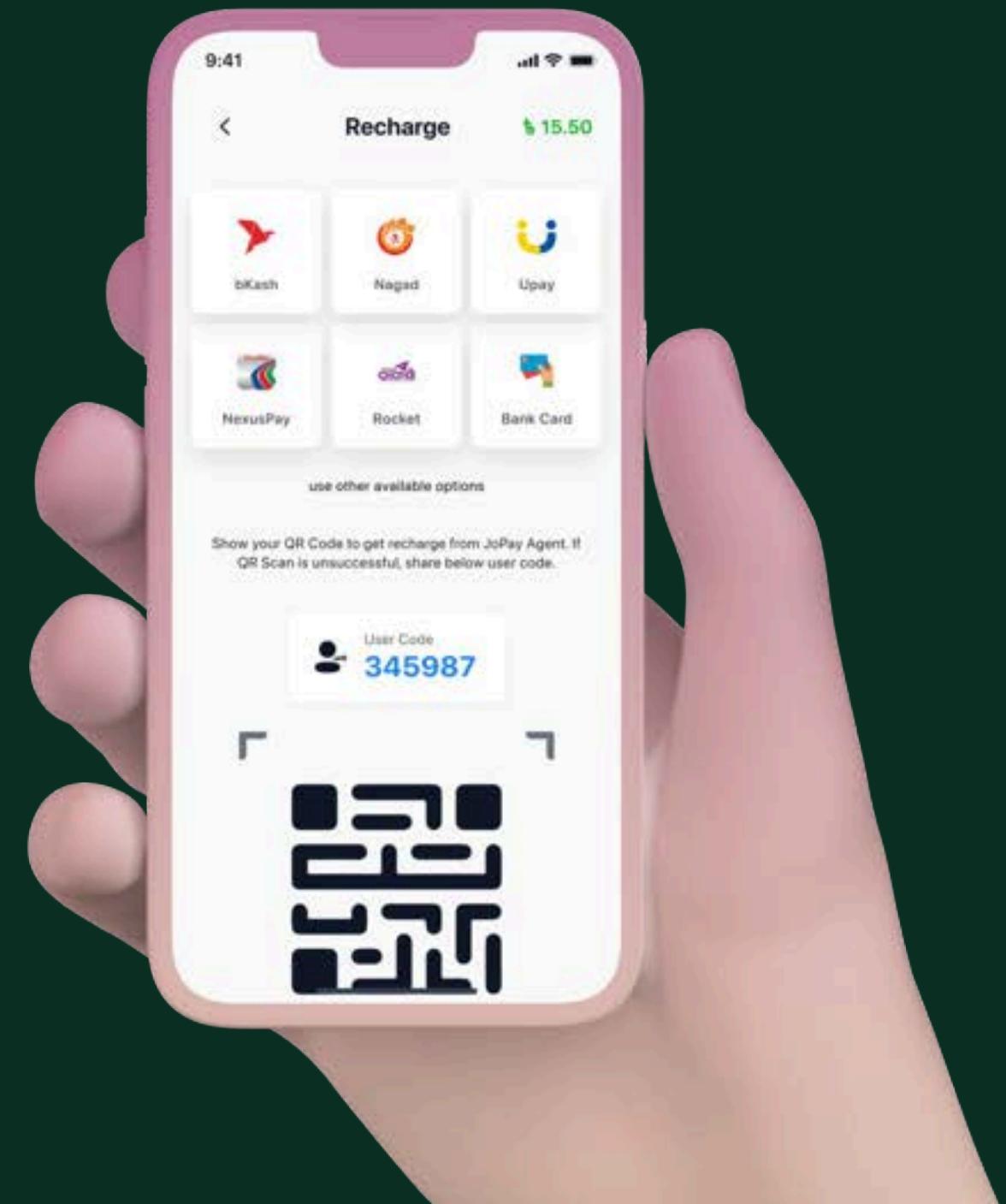
The Solutions

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

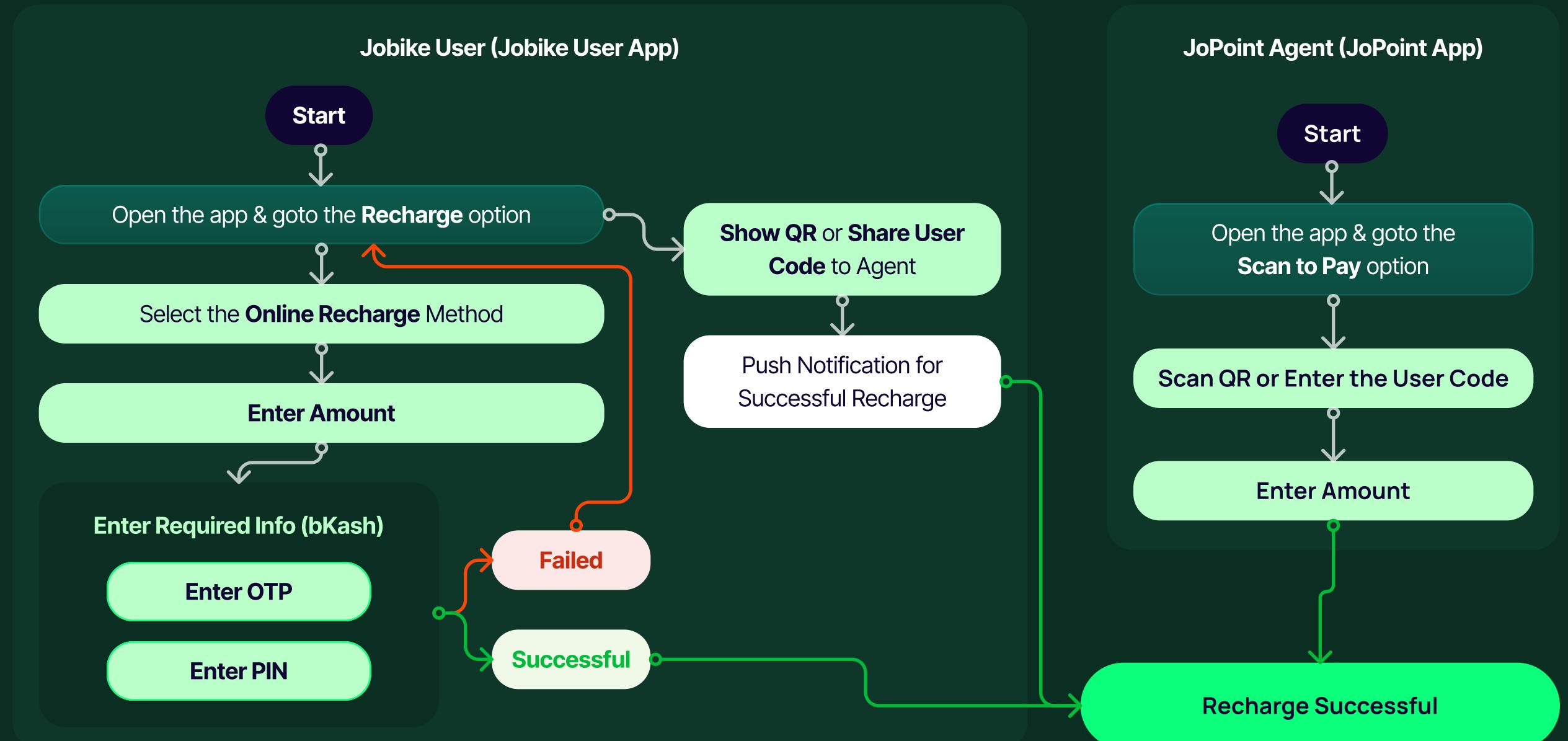
- We'll introduce the **online Jo-Credit recharge** options.
- We'll also redesign the recharge process at Jopoints.

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.

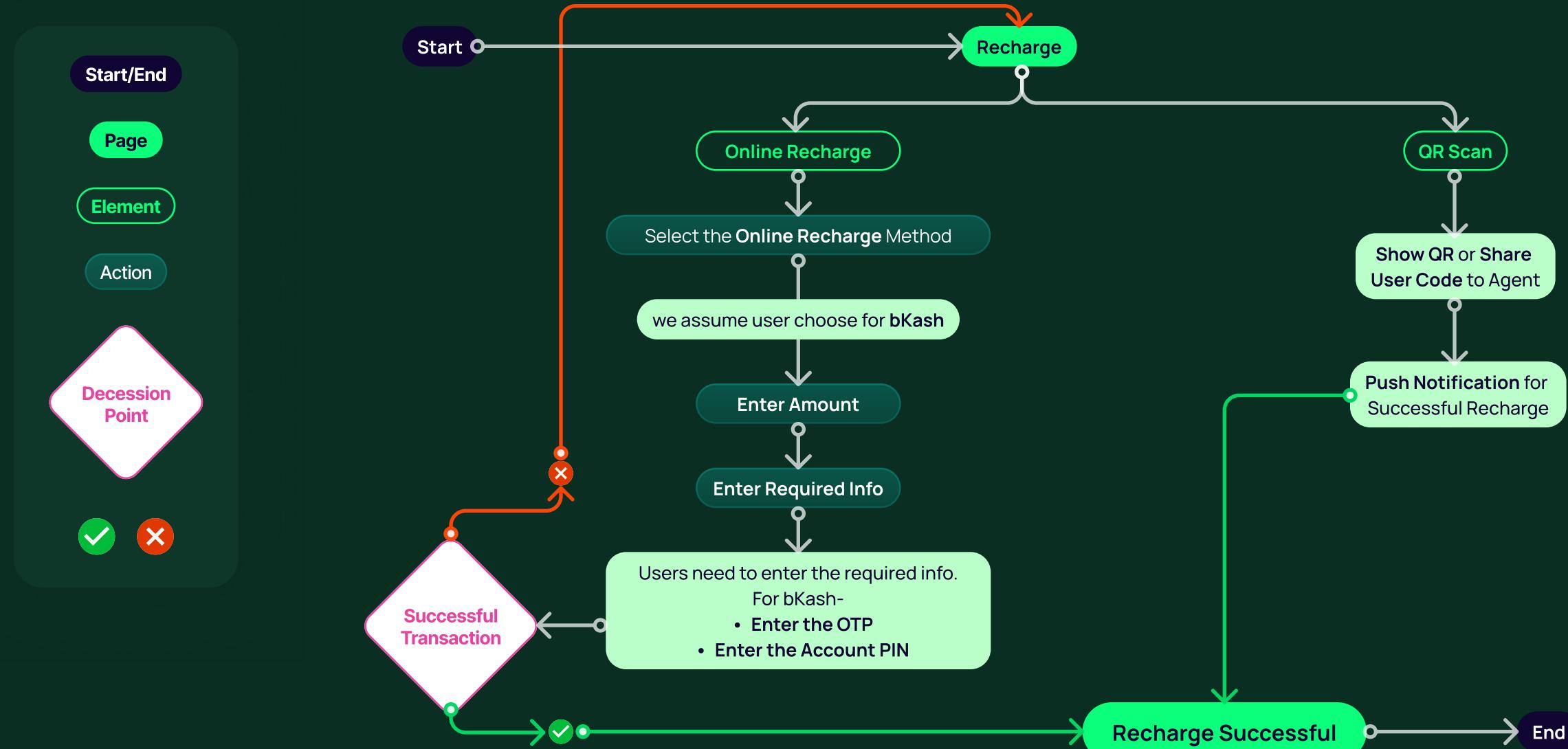
Next, I develop a flow chart of the process.



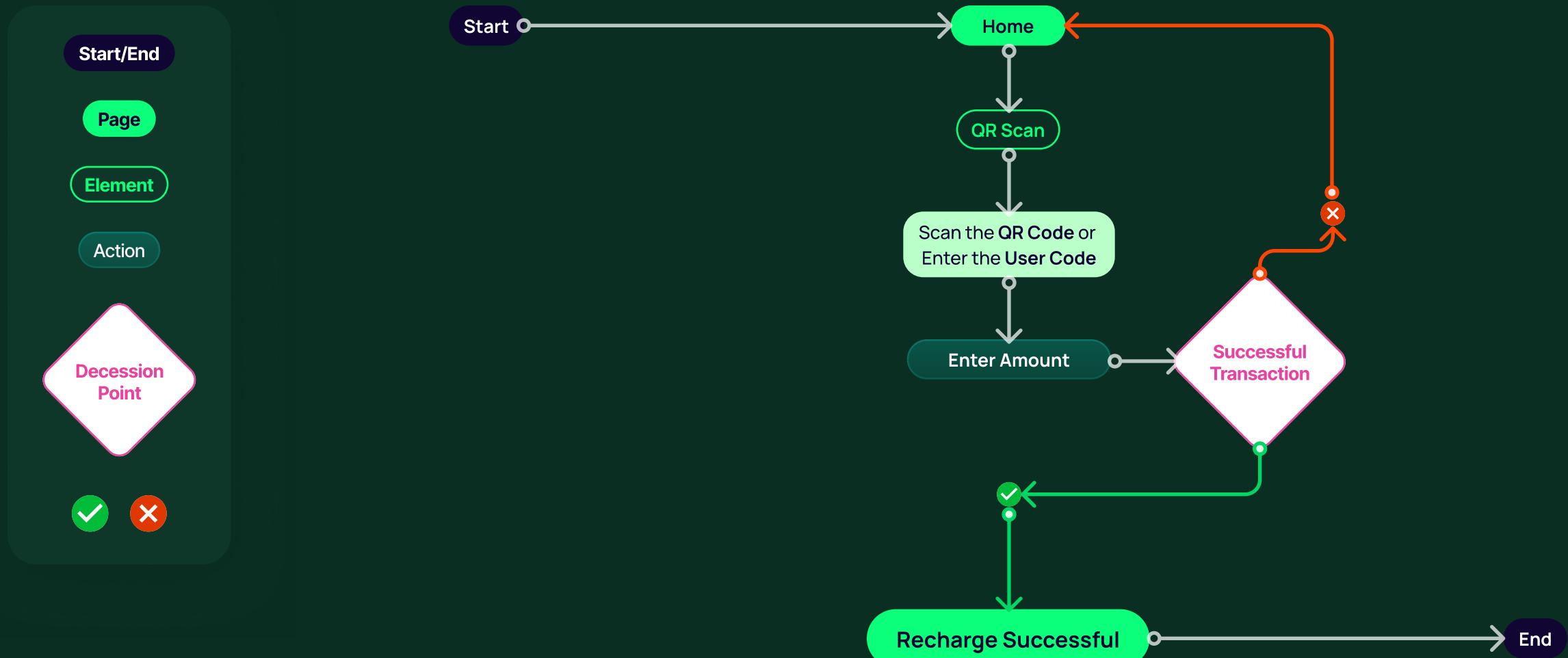
Information Architecture



User Flow (Jobike User App)



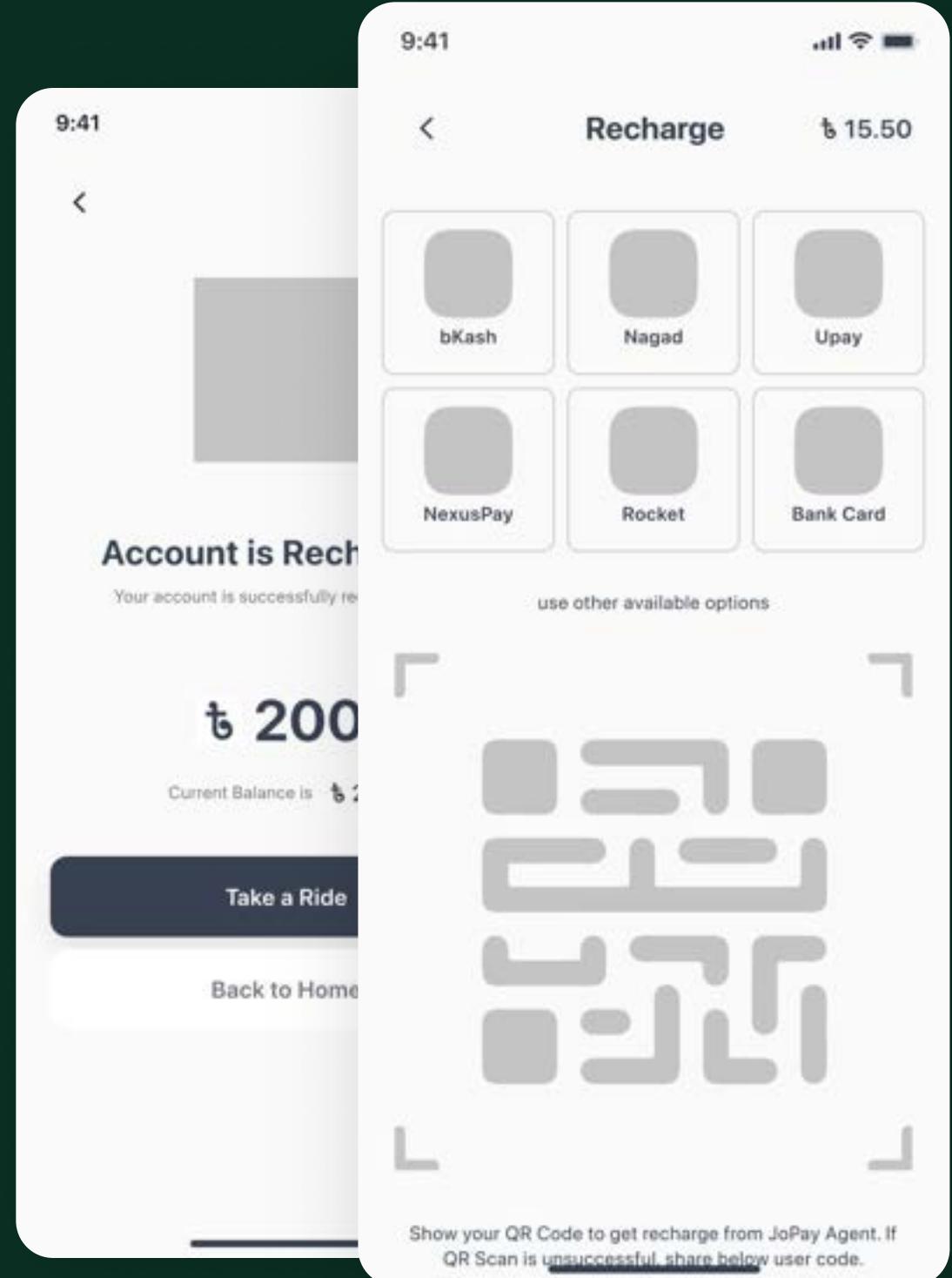
User Flow (JoPoint App)



Sketches & Wireframing

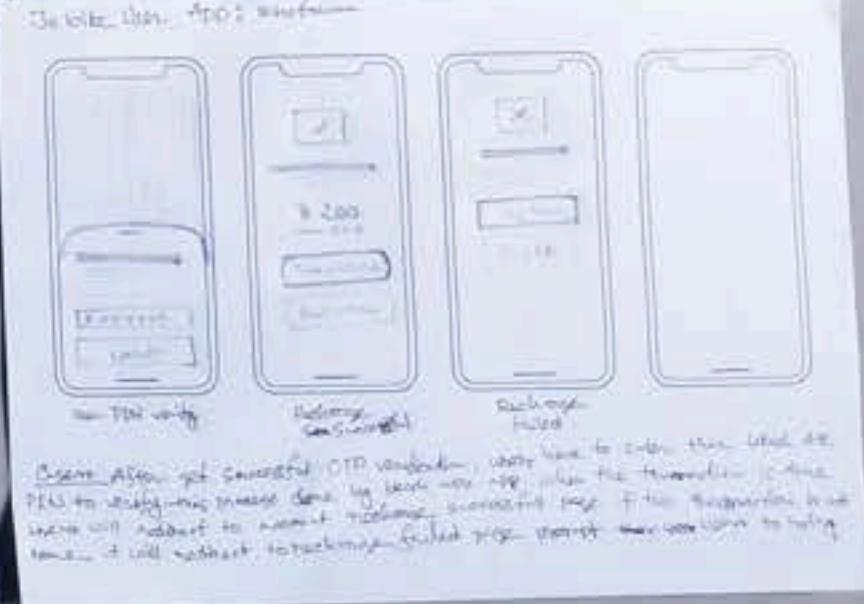
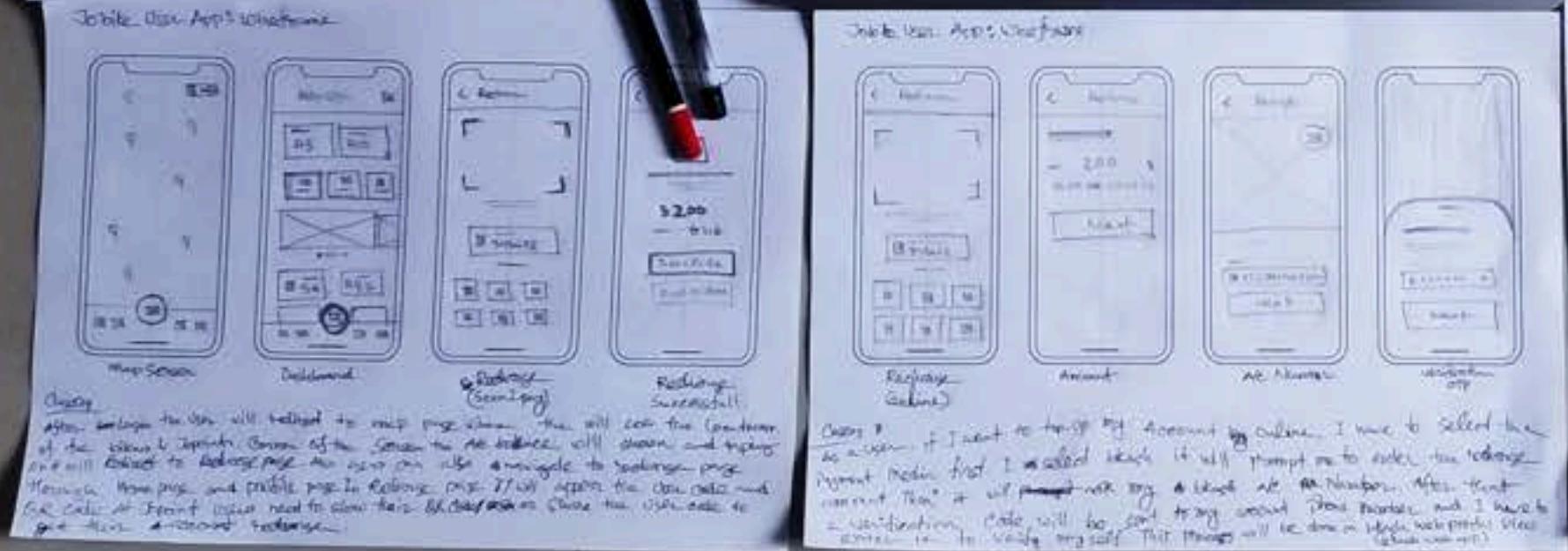
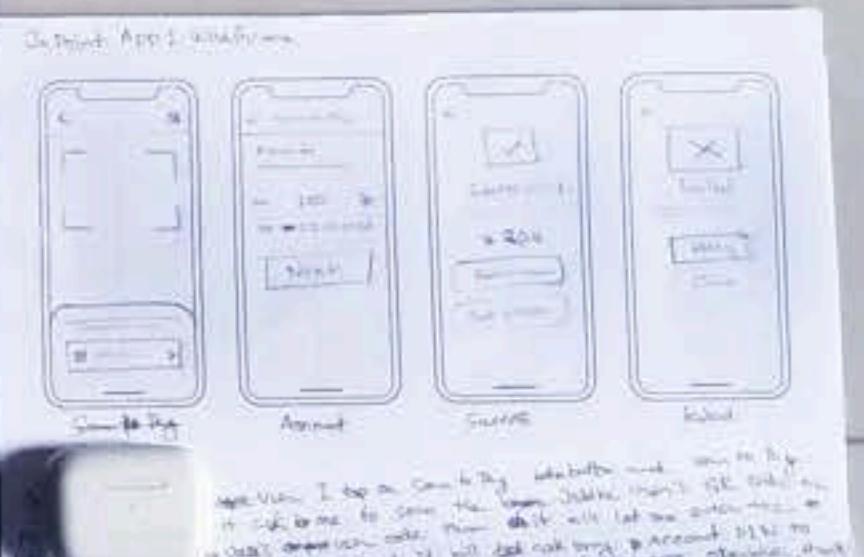
The following steps were to sketch wireframes based on the user flow maps.

- 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.



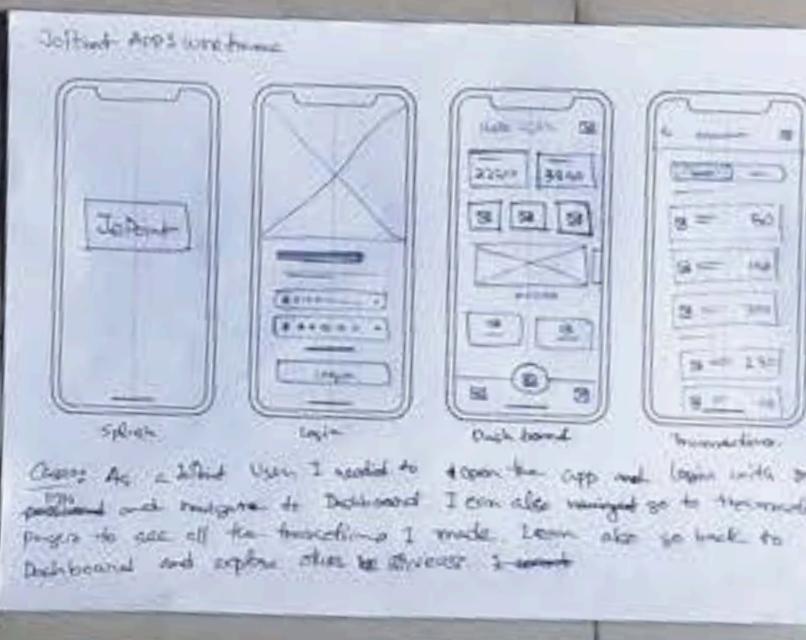


Wireframe (Jobike User App)

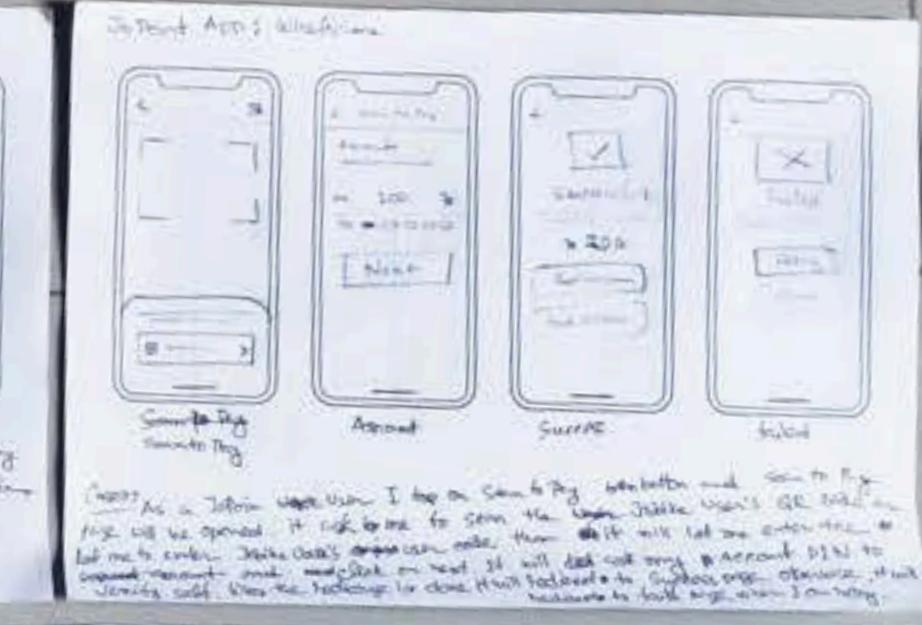




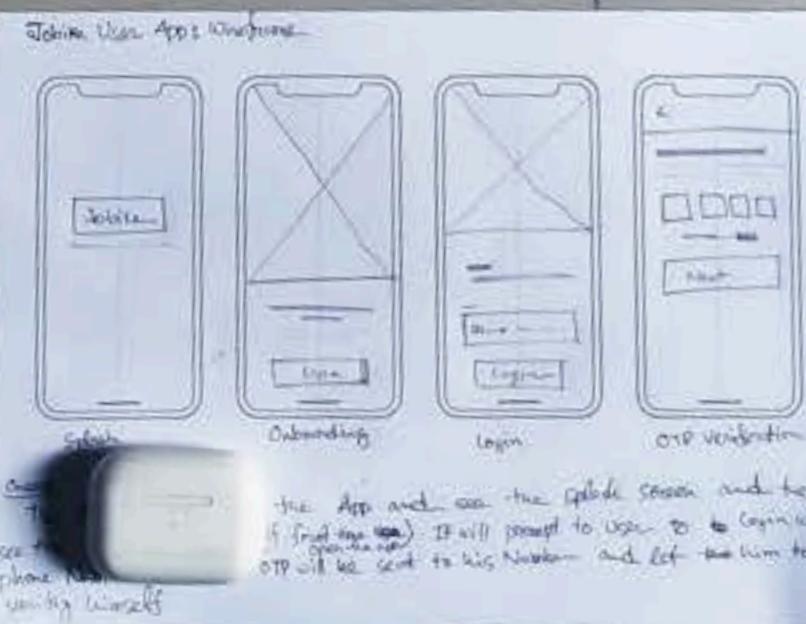
Wireframe (JoPoint App)



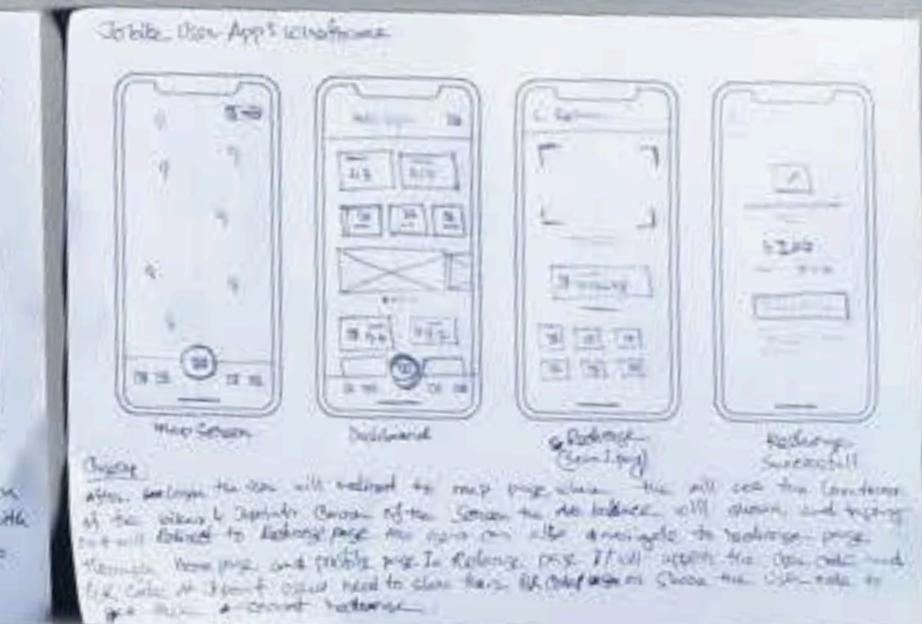
Chase Ac - What user I needed to open the app and login with positioned and navigate to Dashboard I can also navigate to the main pages to see all the transactions I made. I can also go back to Dashboard and explore other bank accounts I created.



1927 As a Token of your I beg you to Pay Mr. Johnson and Son to Pay
first will be opened. It will be open to see the man. Charlie won't get back as
I am not able to enter. Charlie's suggestion made them tell me that we can't go
to open account and made him wait till with the last one. A person paid to
Johnson with the following for done. With his help he got his money. Opened their
business to both large and small business.



The App will ask the Update screen and then
it will prompt to user to Open the app
OTP will be sent to his Number and let the user to
enter it himself



Online Banking App's Interface

Case 1: If I want to transfer my account via online, I have to select the account first. I selected which it will prompt me to enter the recipient mobile first. I will ~~prompt~~ enter my account no. & bank id no. number. After that amount that I will ~~prompt~~ enter my account done number. And I have to confirmation. This will be done in mobile banking view.

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

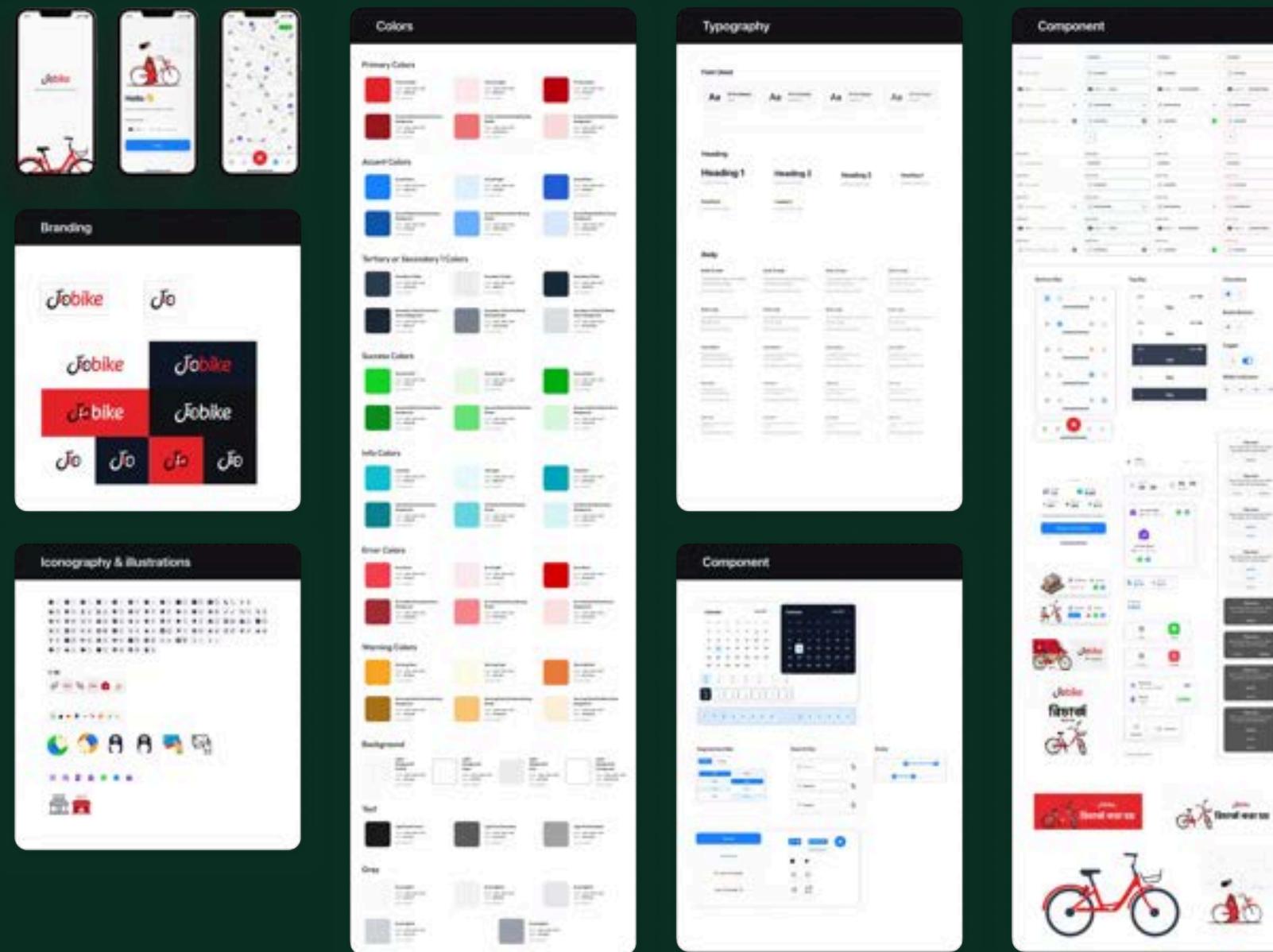
[Jobike User App](#)

[JoPoint App](#)

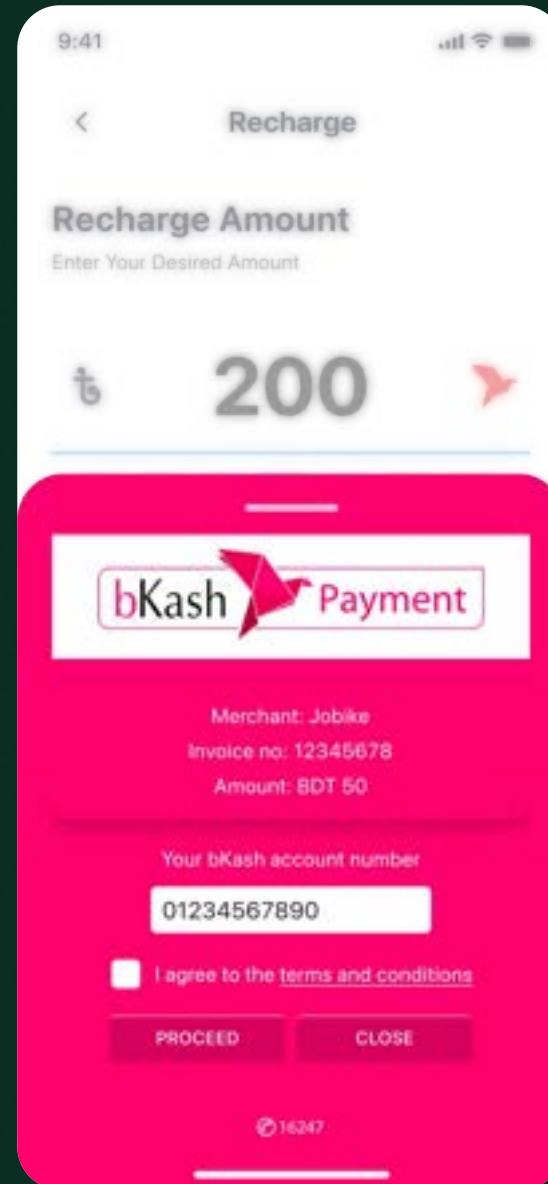
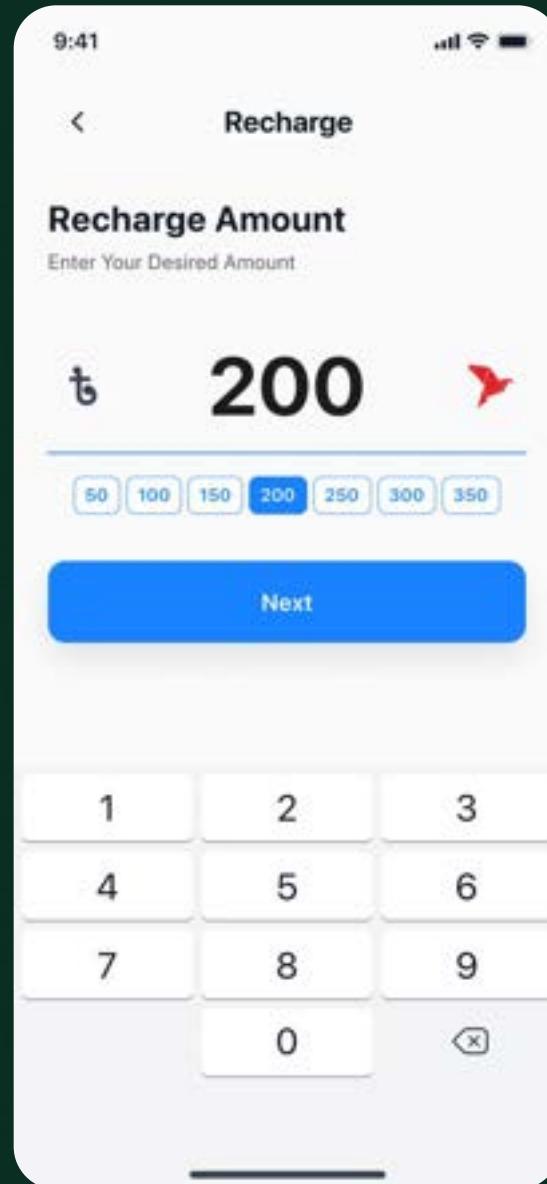
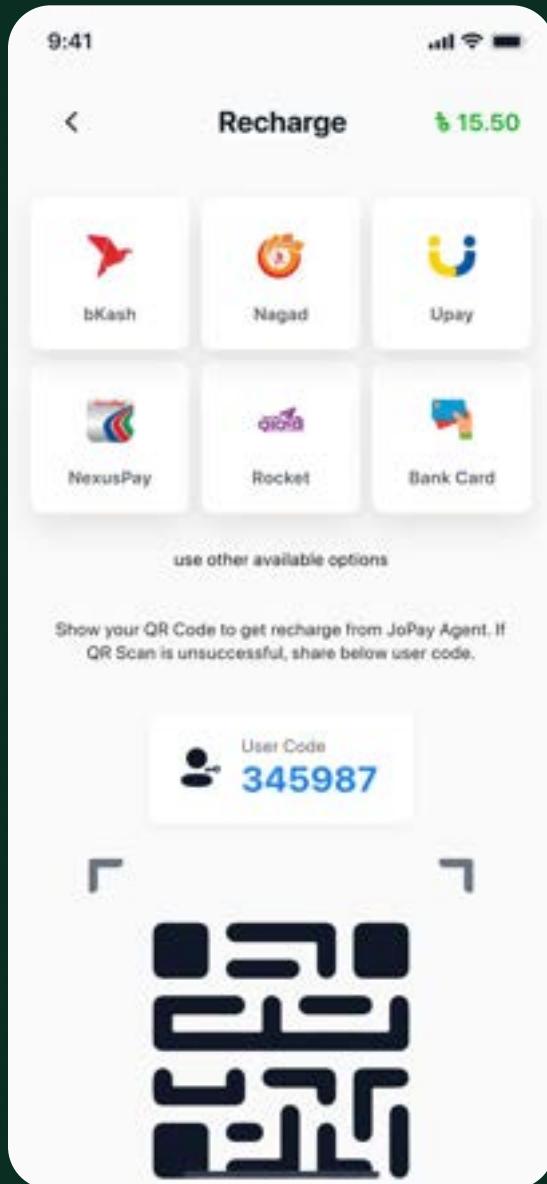
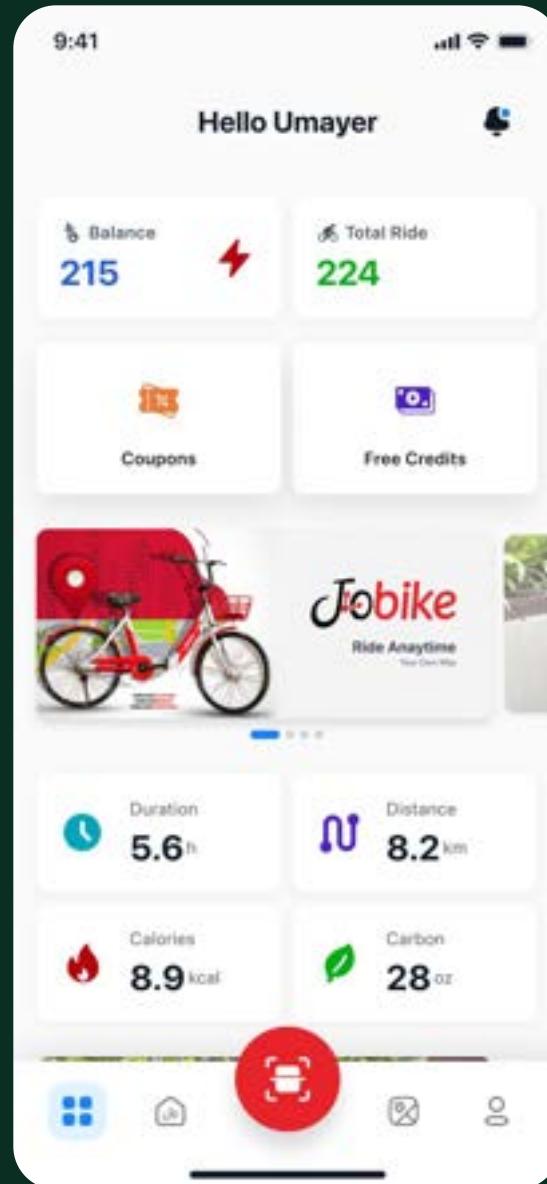
UI Design

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

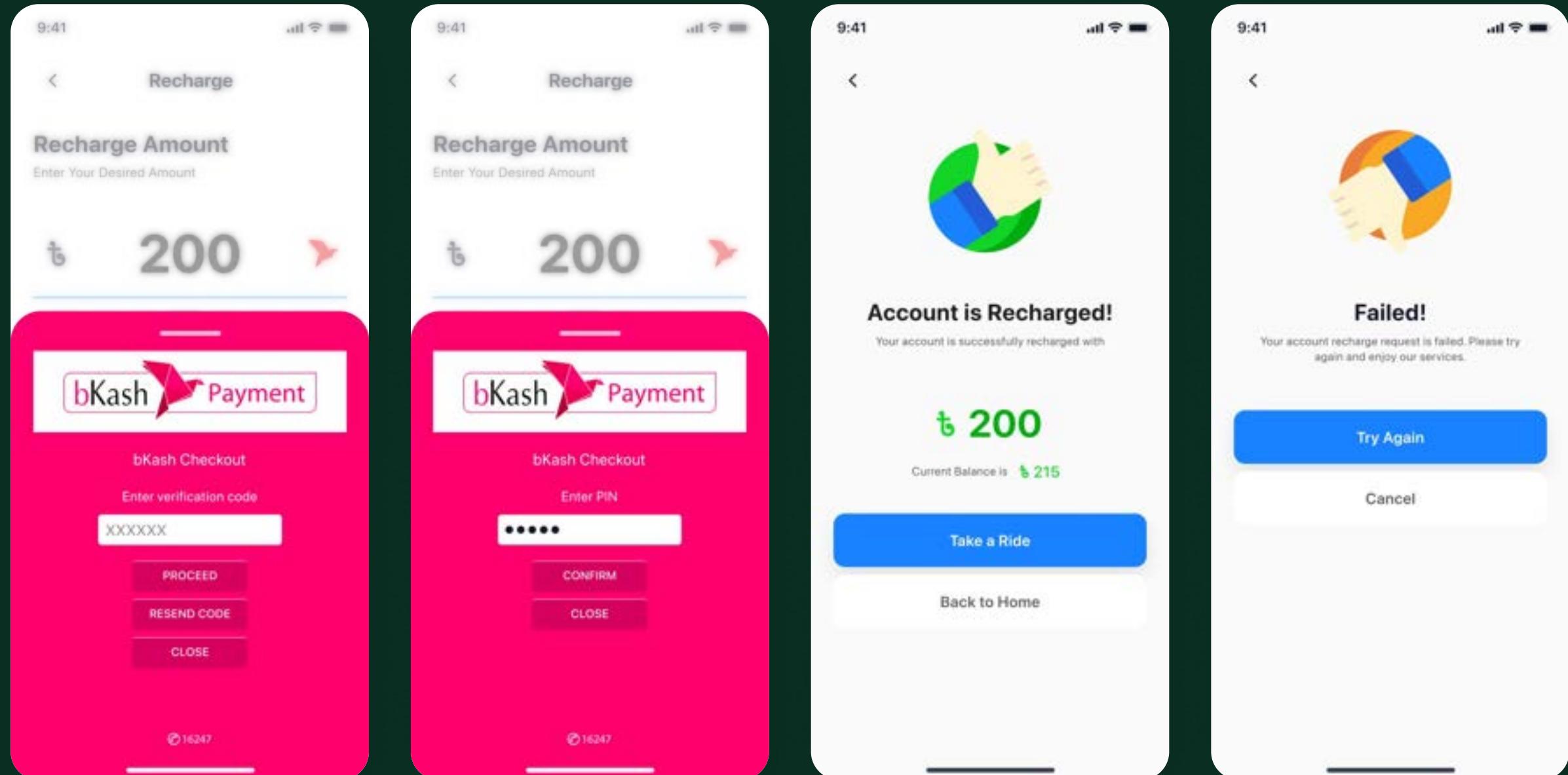
- I have designed a design style guideline and reusable components.



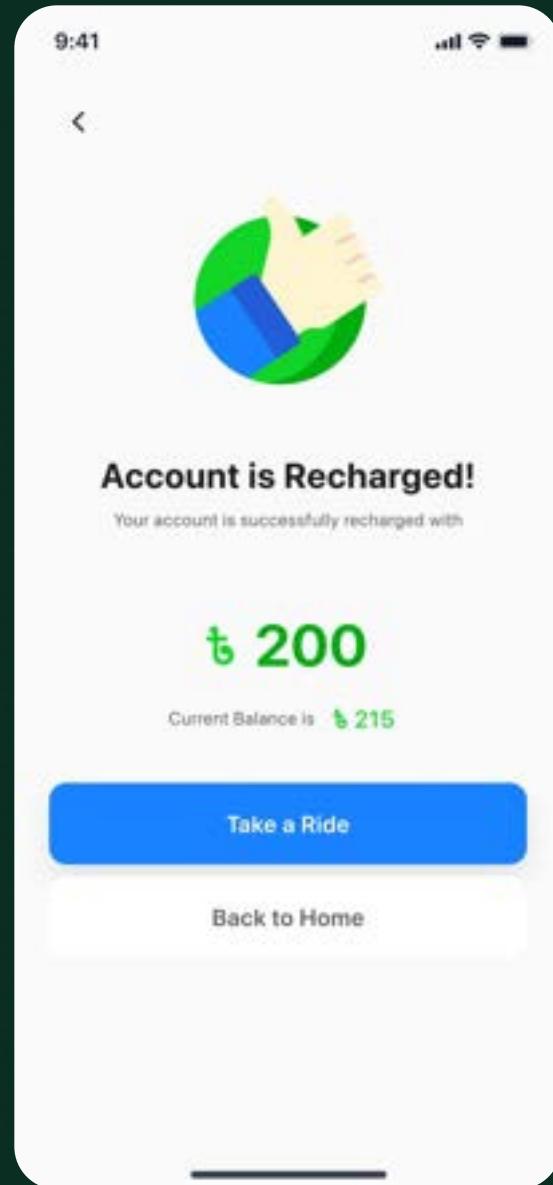
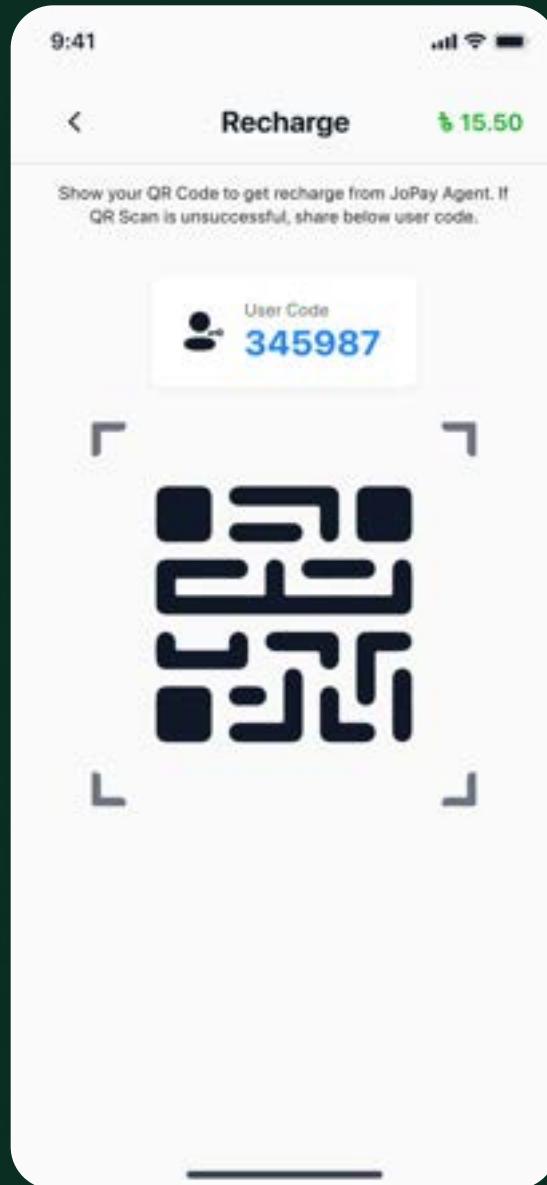
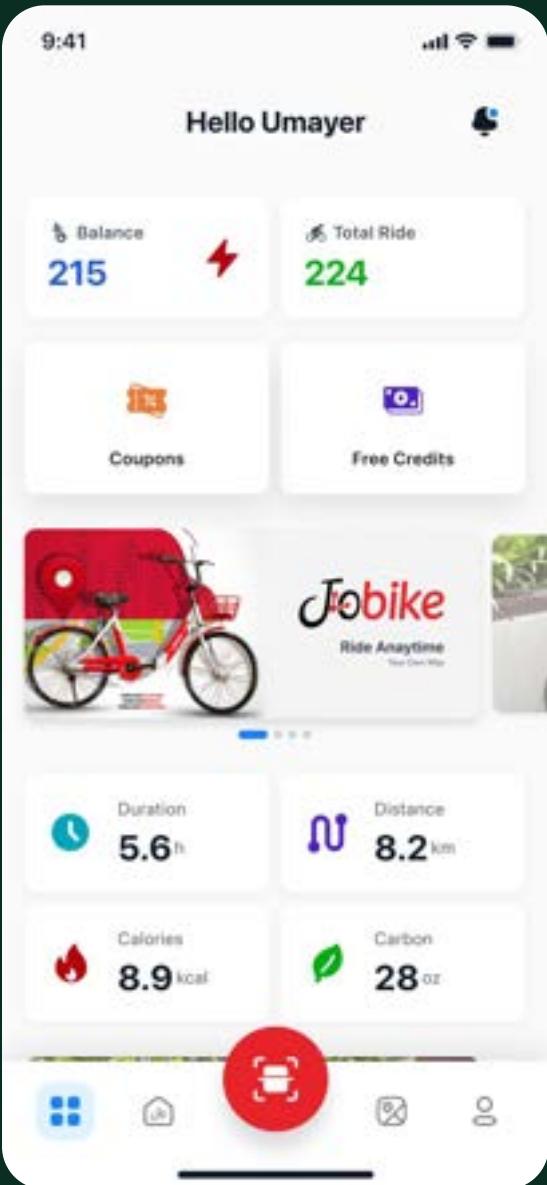
Jobike User App (Online Recharge)



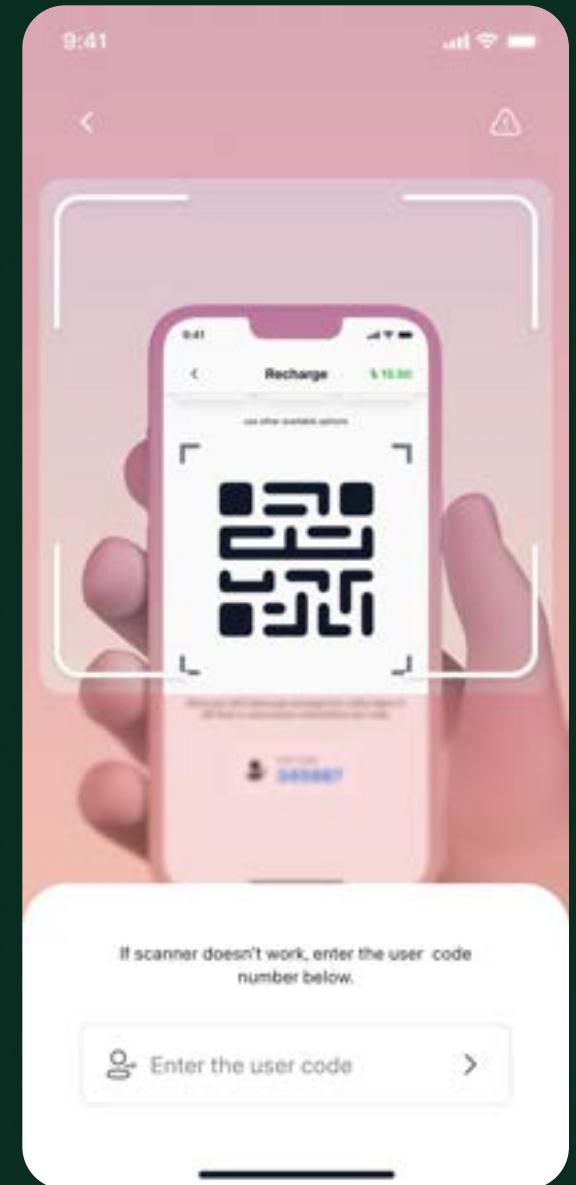
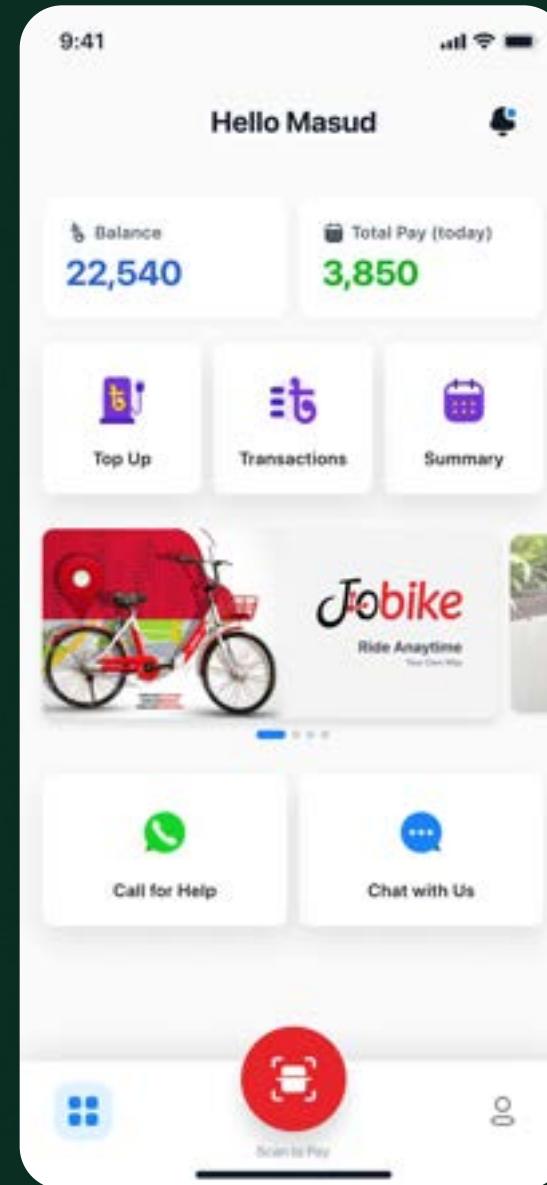
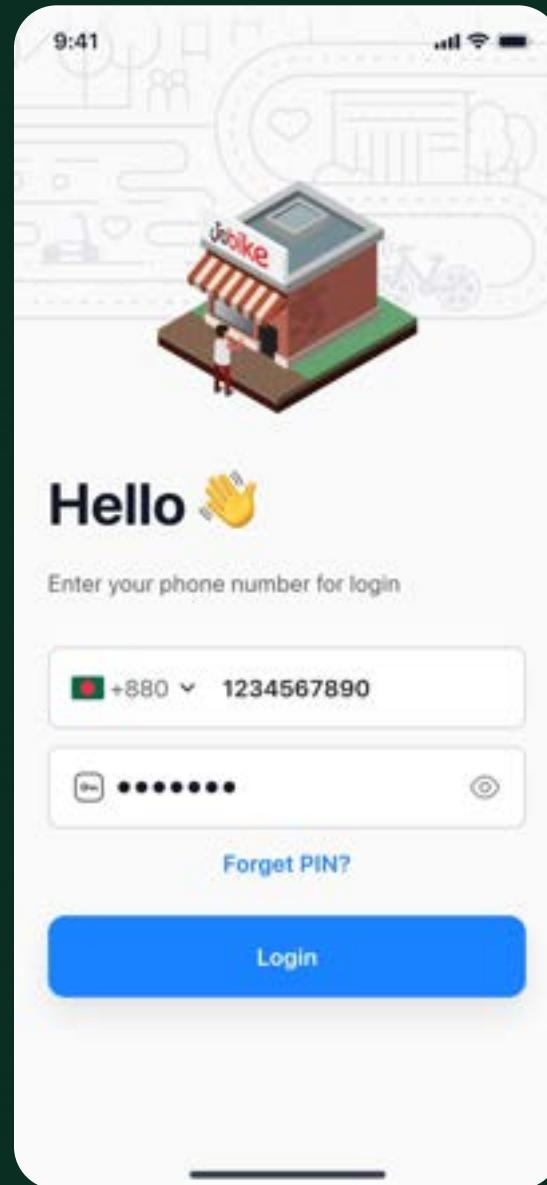
Jobike User App (Online Recharge)



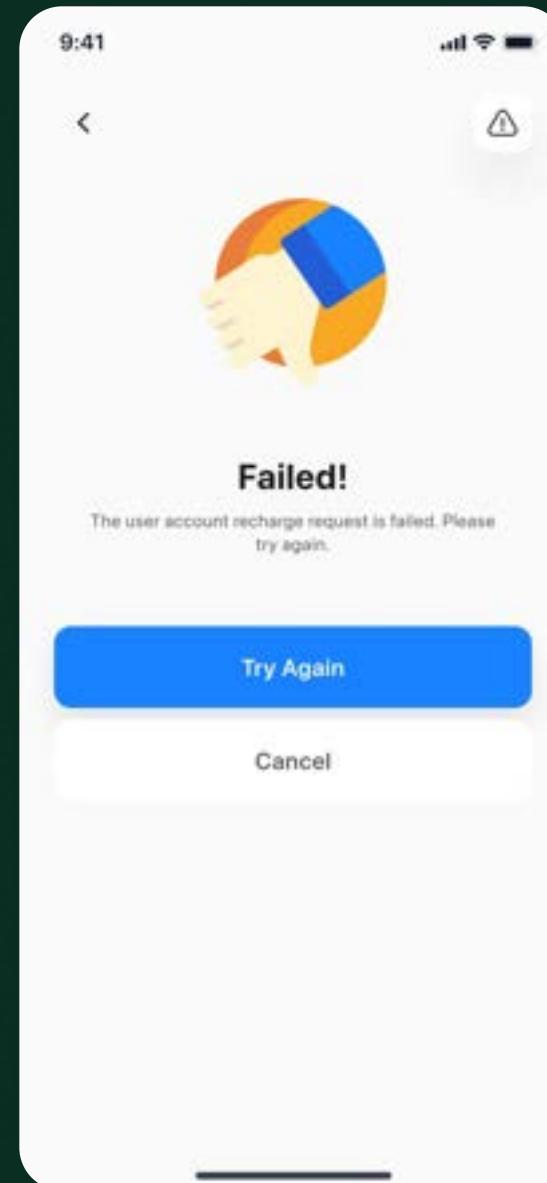
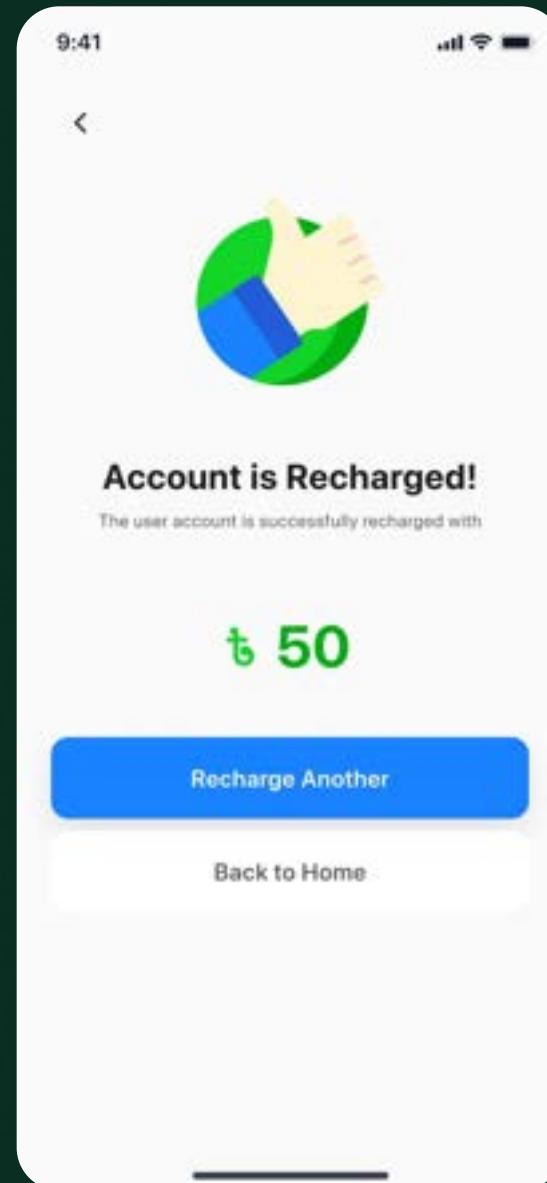
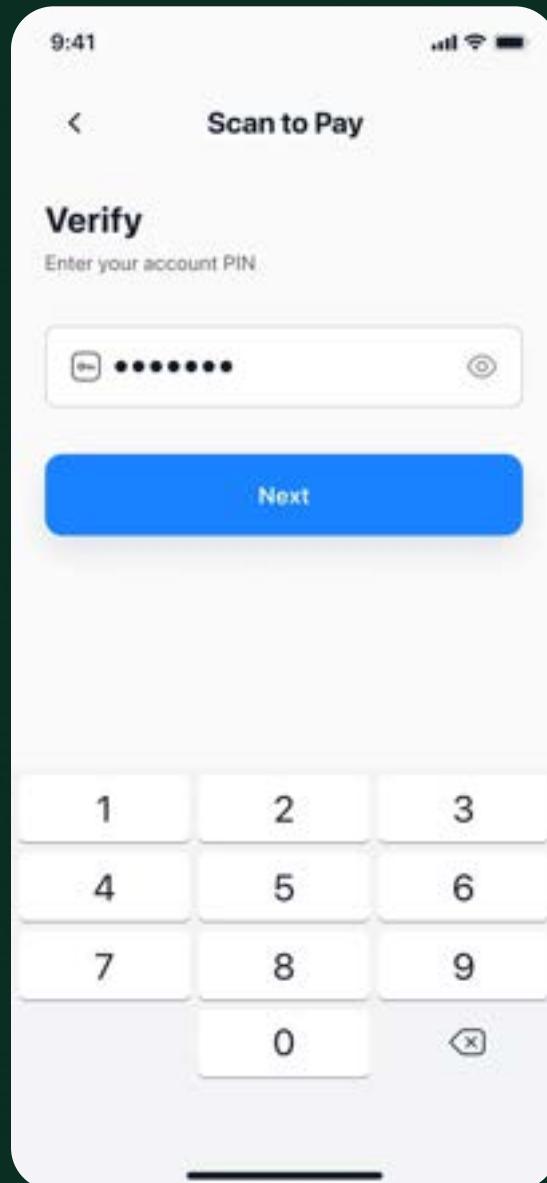
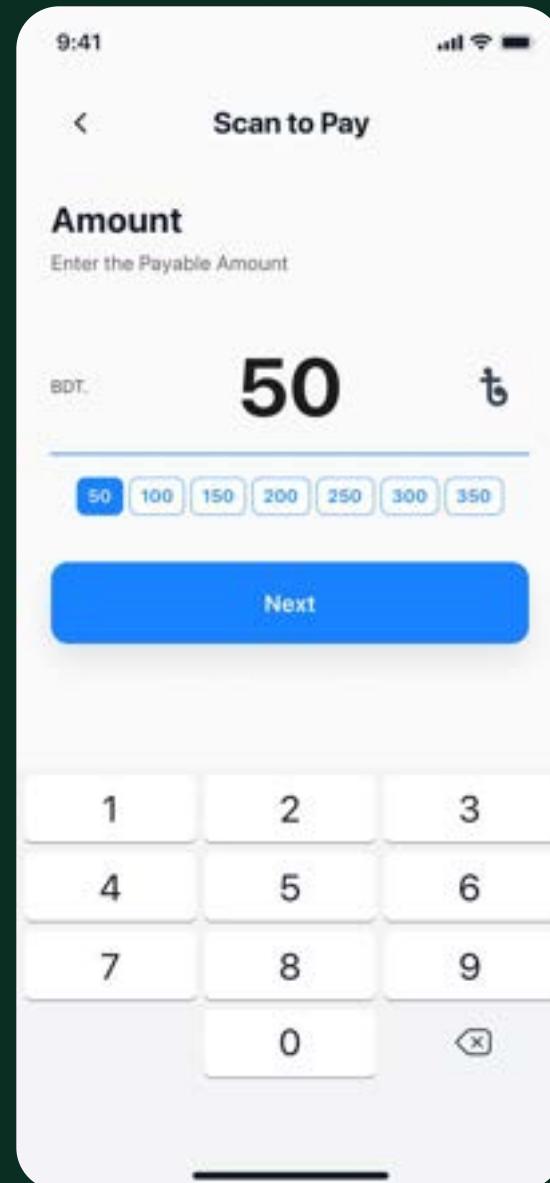
Jobike User App (Scan to Pay)



JoPoint App (Scan to Pay)



JoPoint App (Scan to Pay)



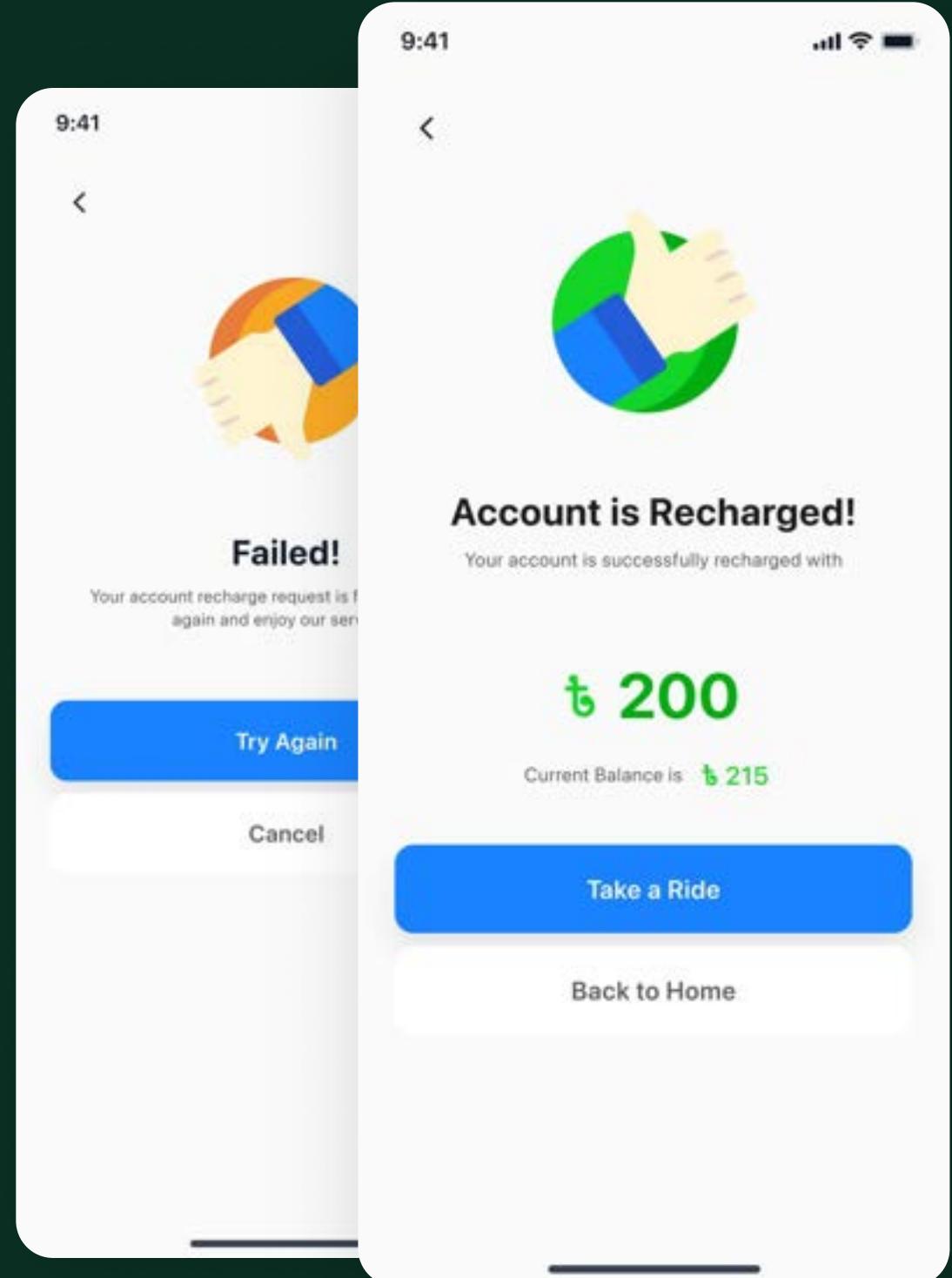
Usability Testing

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.

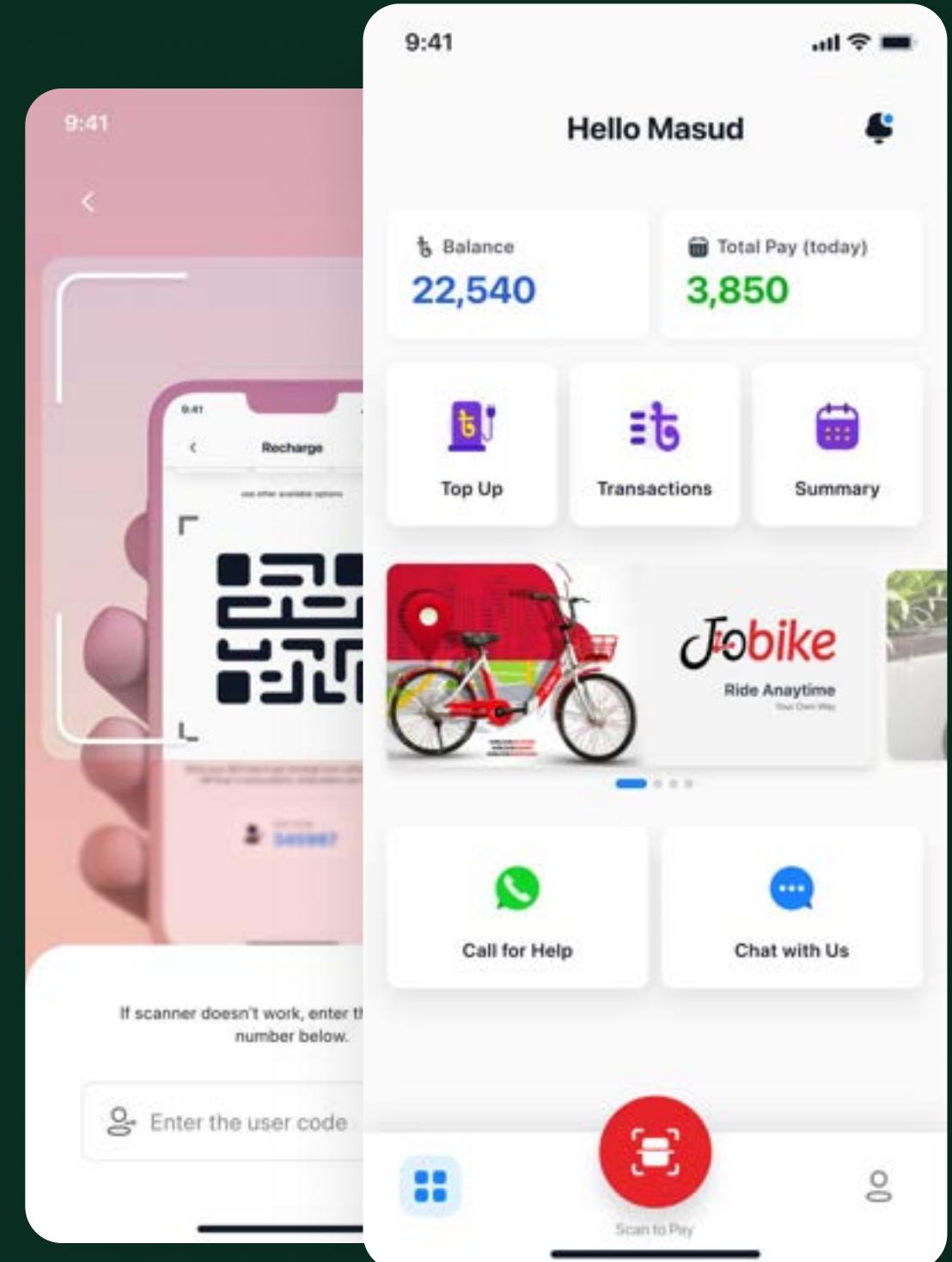
Due to the NDA issue, I've only shared the information authorized by the Jobike authority.



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.

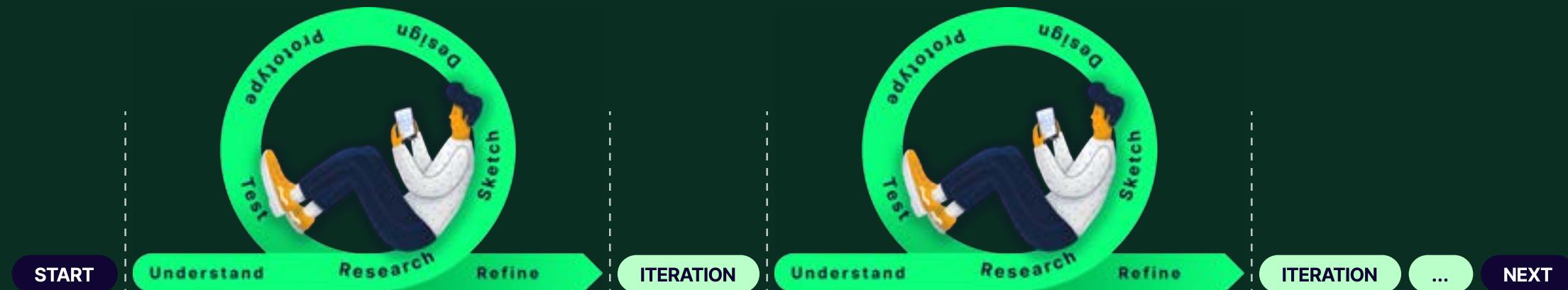


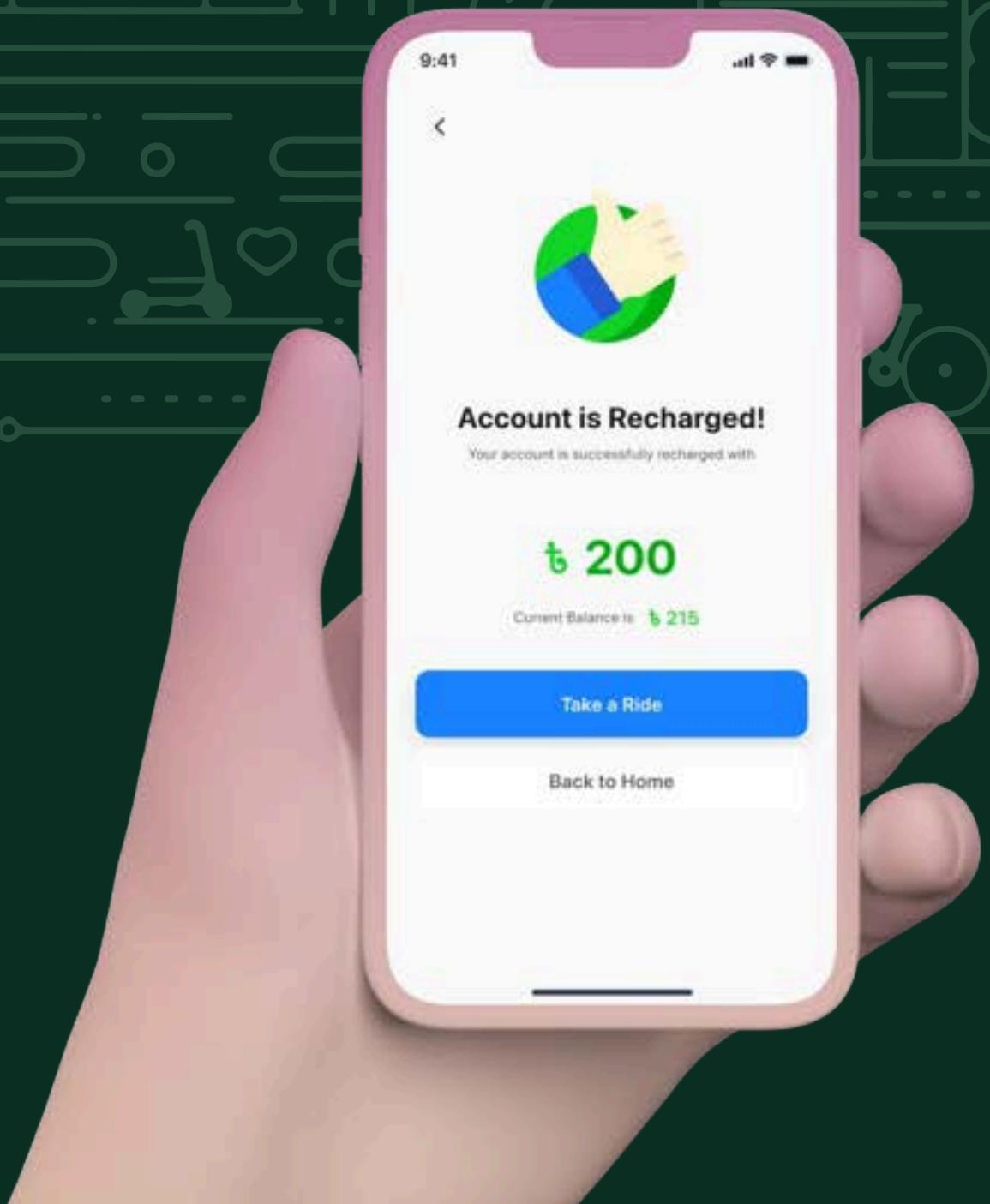
Results & Future Iteration

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

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