

Product Design Portfolio of  
**Anamoul Rouf**

User-Centered Product Designer



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## About Me

# Profile

Hello

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

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



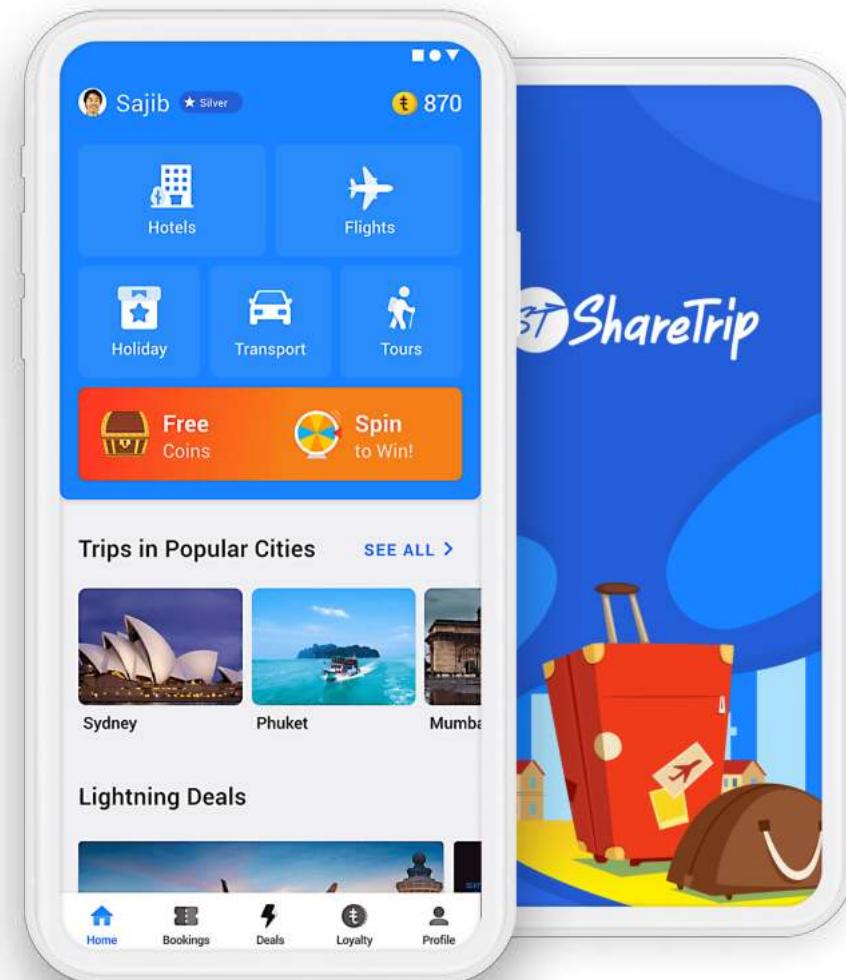
My Story

# Let's share my best experience with you

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



# ShareTrip Mobile App Background



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

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

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

Background

## My Story

# I have no ideas about the travel industry!

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

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



ShareTrip Mobile App  
**Process**

# Design Thinking & Lean UX Design

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



Process

## Understanding

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

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



Understanding

# Questions & Findings



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

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

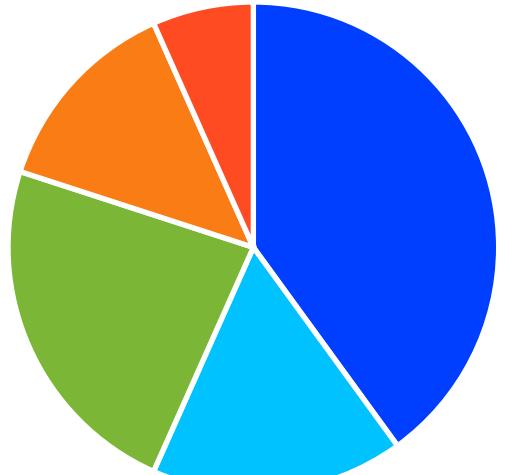
We also found some interesting insights.

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

[CLICK HERE TO SEE ALL THE QUESTIONS & FINDINGS](#)

# Understanding Findings

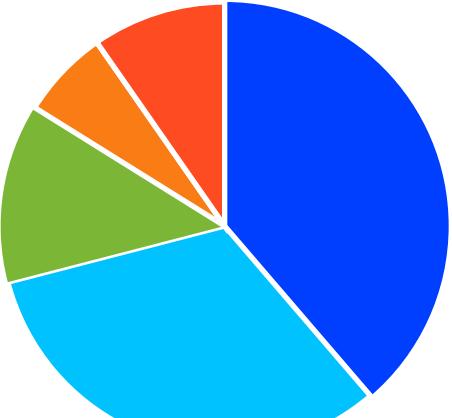
Age Groups



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

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

Main motivation for travelling



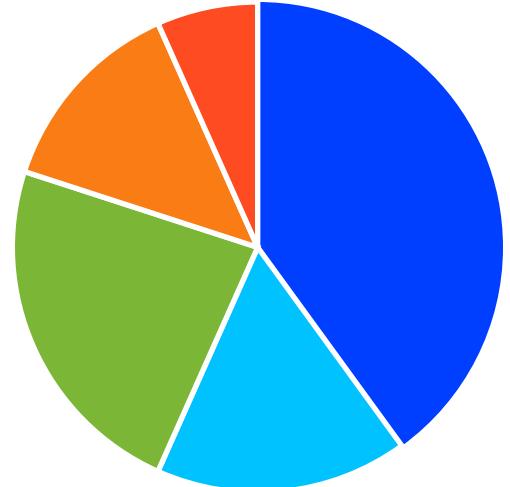
Age Group: 20-45

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

Age Group: 46-55

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

How often do you travel



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

Understanding

# Storyboard



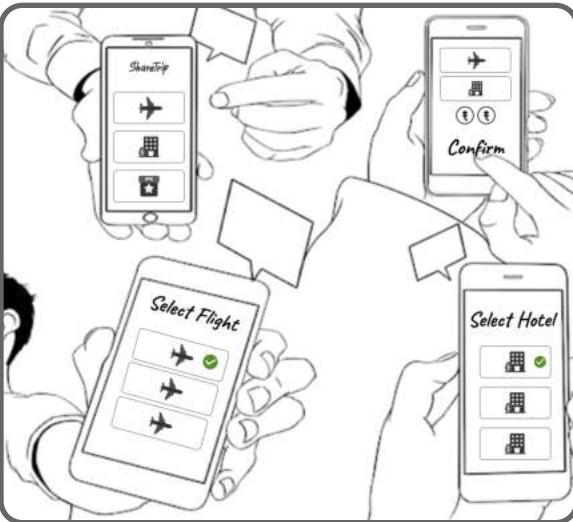
One crazy evening 3 friends meet in club party and makes a plan for a trip. They started to make a travel plan and research for available options for it.



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

## ShareTrip Travel App

comes to rescue.



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

## Booking Confirmed!

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



## Trips On!

They are so happy to start their trip.

Research

## User Persona & Empathy

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

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



## User Persona & Empathy

# Mehedee Hasan



Age: 32 Years

Profession: IT Consultant

Family: Wife

Travel in last year: 2 times

### Bio

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

### How often do you book flight and hotel?

1-2 times in a year

### What do to look for while planning a trip?

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

### Goal

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

### Frustration

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

### Doing

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

### Seeing

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

### Thoughts & Feeling

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

### Pains

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

### Gains

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

## User Persona & Empathy

# Quazi Ashfaq ur Rahman



Age: 39 Years

Profession: Agile Coach

Family: wife and 1 child

Travel in last year: 7 times

### Bio

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

### How often do you book flight and hotel?

6-8 times in a year

### What do to look for while planning a trip?

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

### Goal

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

### Frustration

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

### Doing

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

### Seeing

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

### Thoughts & Feeling

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

### Pains

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

### Gains

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

Research

# Competitors Analysis

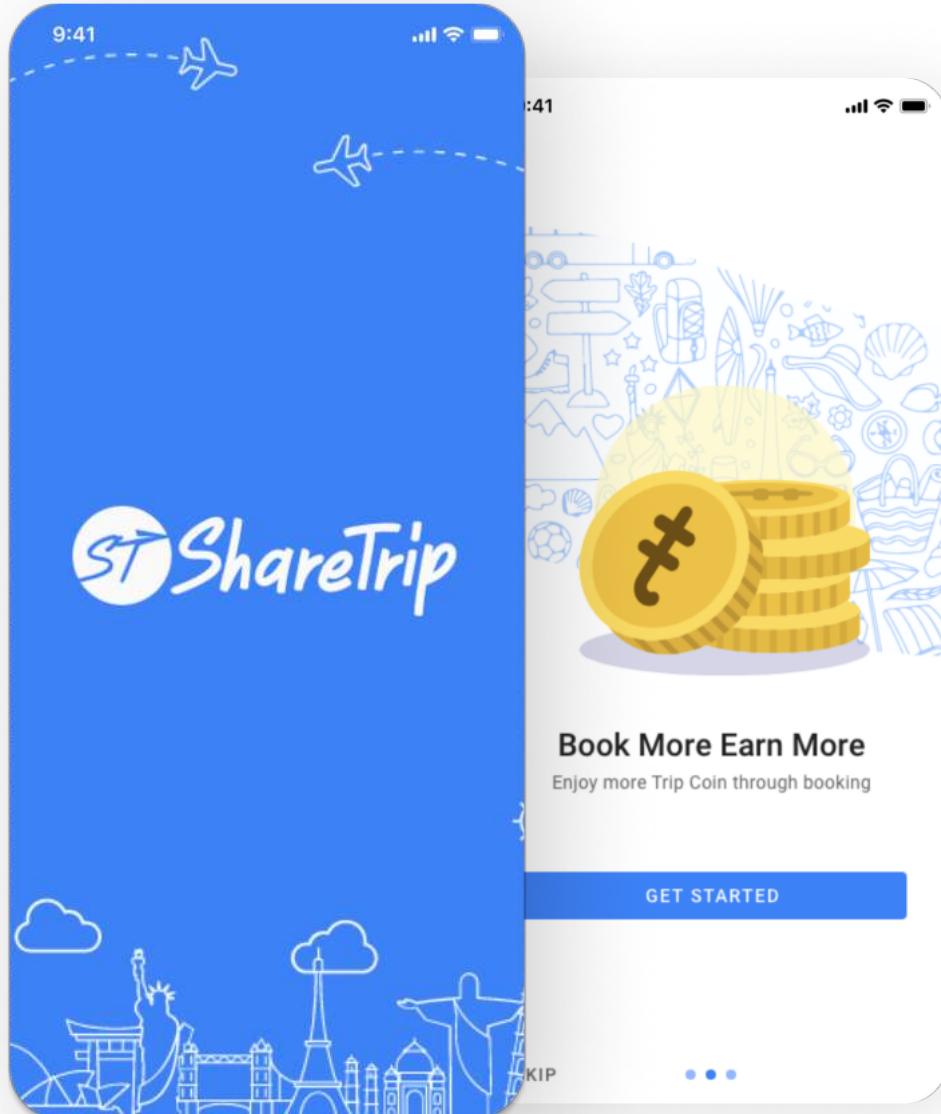


As there is no such competitor in the local market, I took inspirations from the neighboring countries and also relevant service driven companies.

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

## Research

# Use-Cases

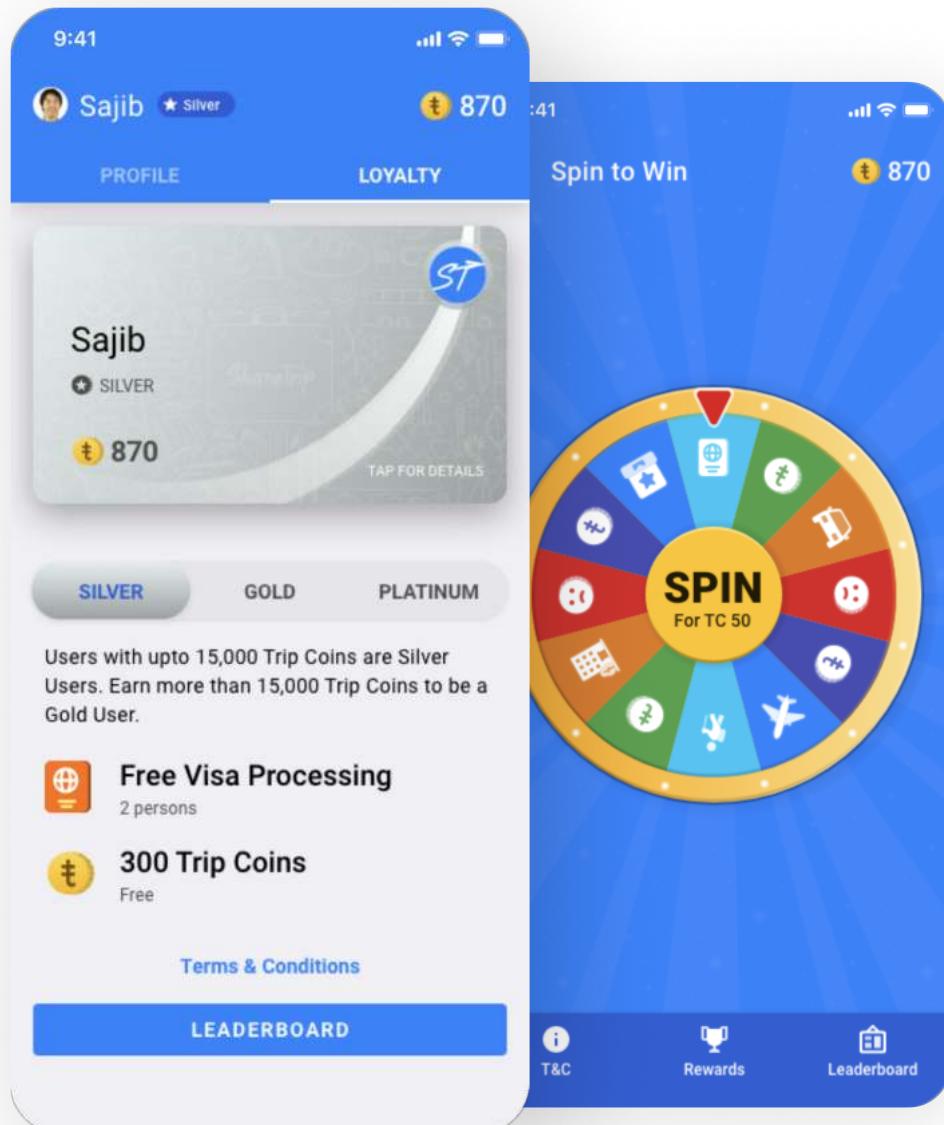


Use-cases based on feedback -

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

Research

# Gamification



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

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

Research

## Define

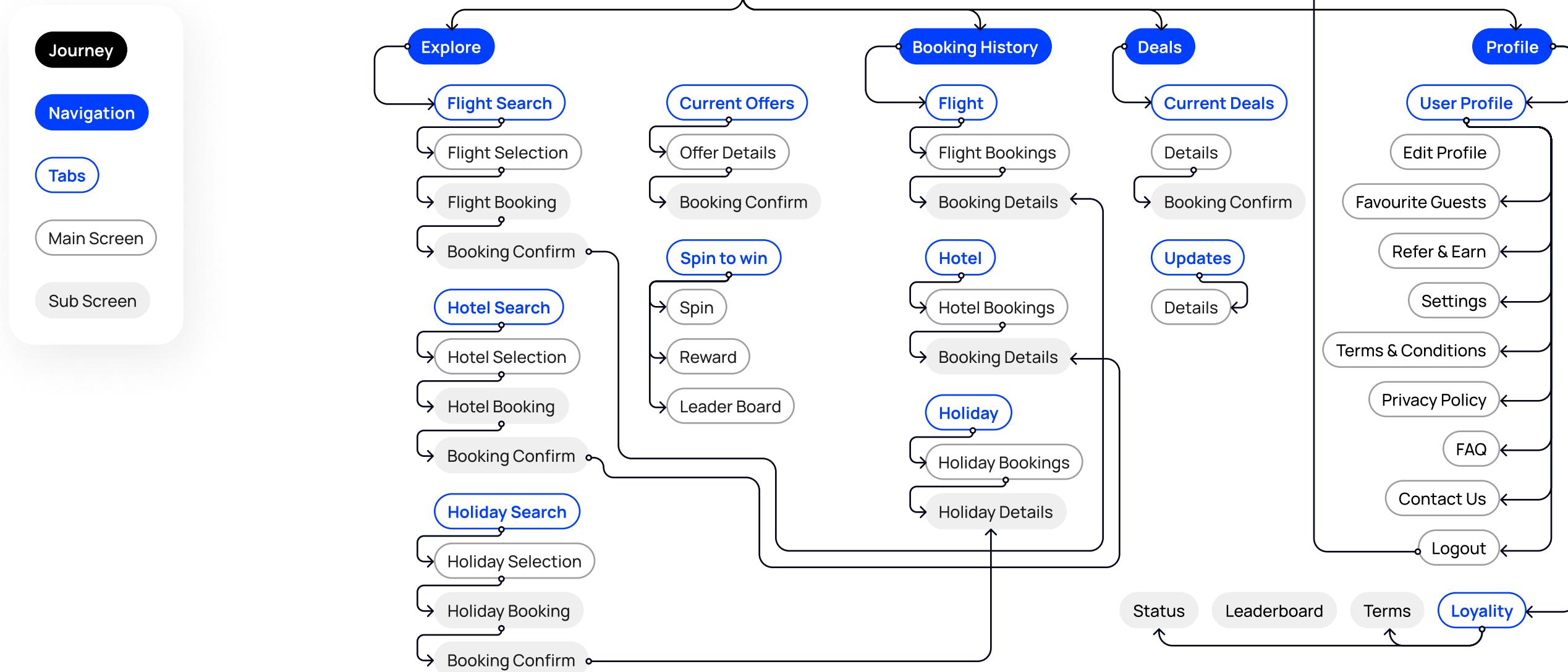
After analyzing the data collected from the primary and secondary research done earlier, I started to build out a list of the most important features the app should have. I put together a product feature roadmap of any features that might be needed in order for the app to work efficiently and meet the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

We defined app sitemap and user flow.



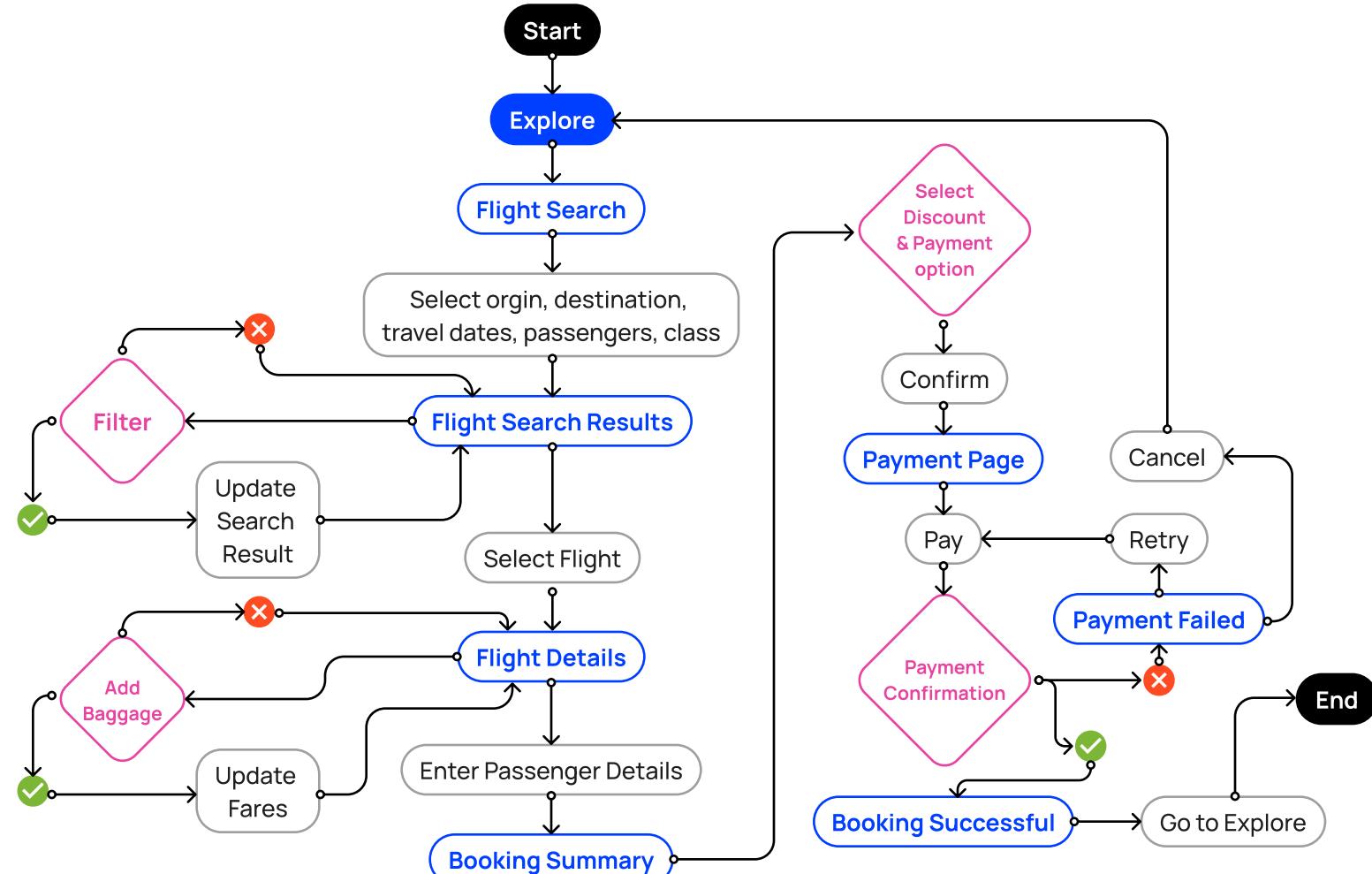
Research

# Sitemap



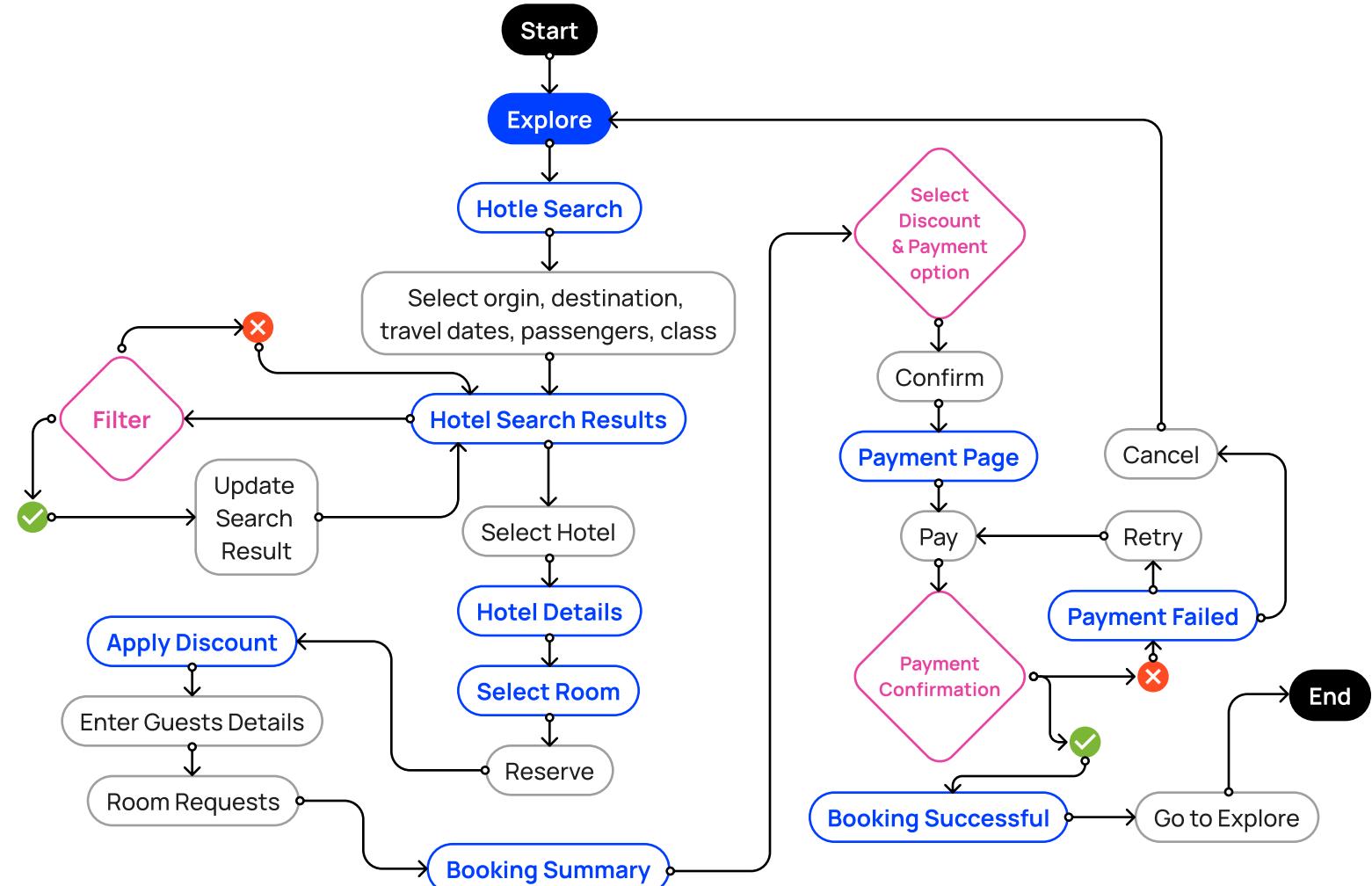
Research  
**User Flow**

# Flight Booking User Flow



Research  
**User Flow**

# Hotel Booking User Flow



Process

## Sketches & Wireframing

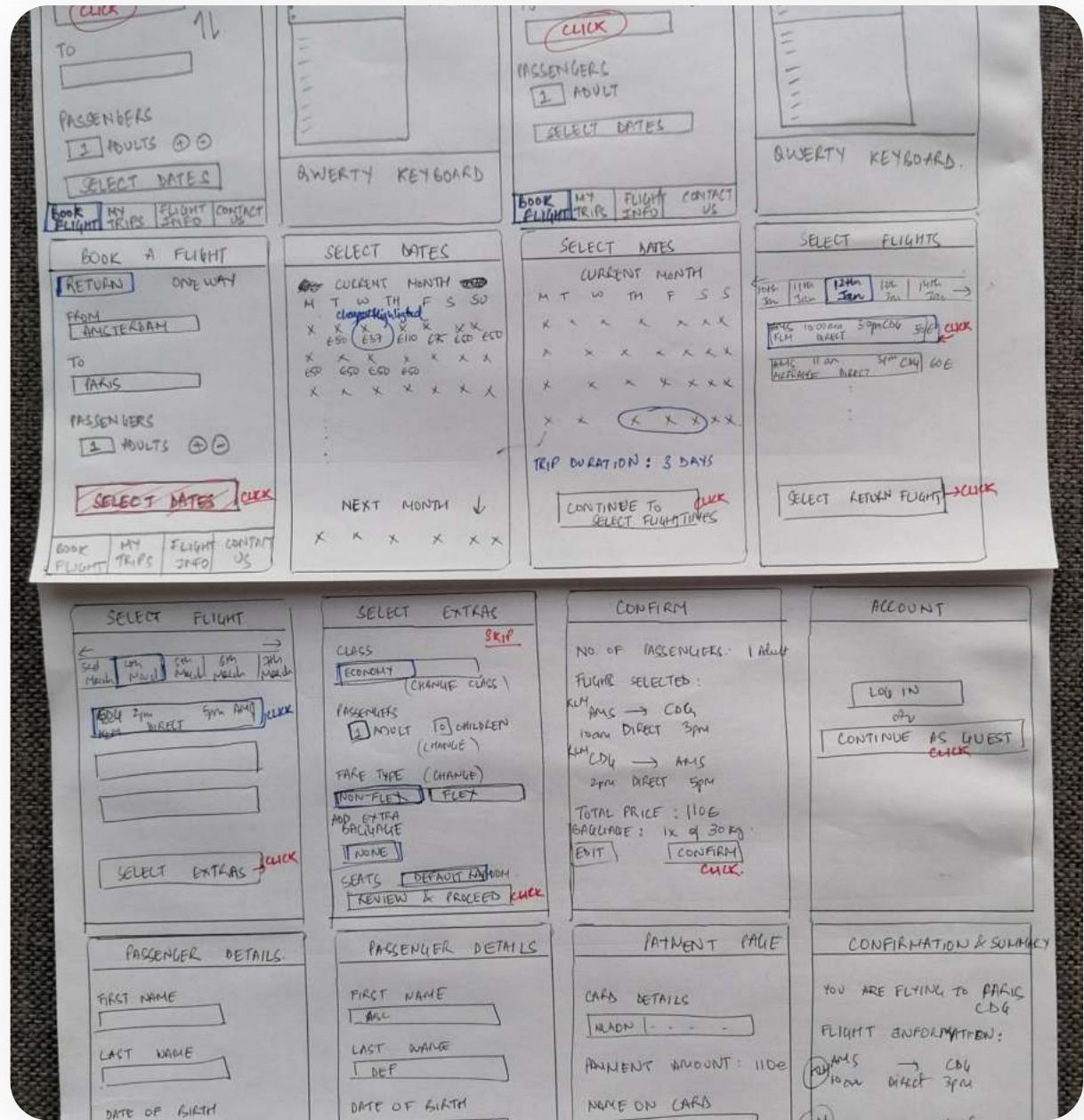
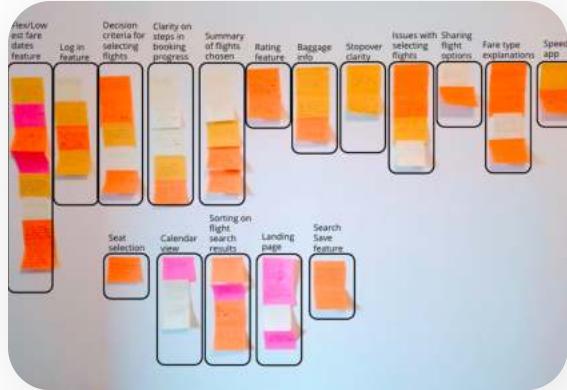
The next step following the creation of the user flow maps was to start sketching wireframes. Before we made the digital wireframes, we drew up quick sketches.

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



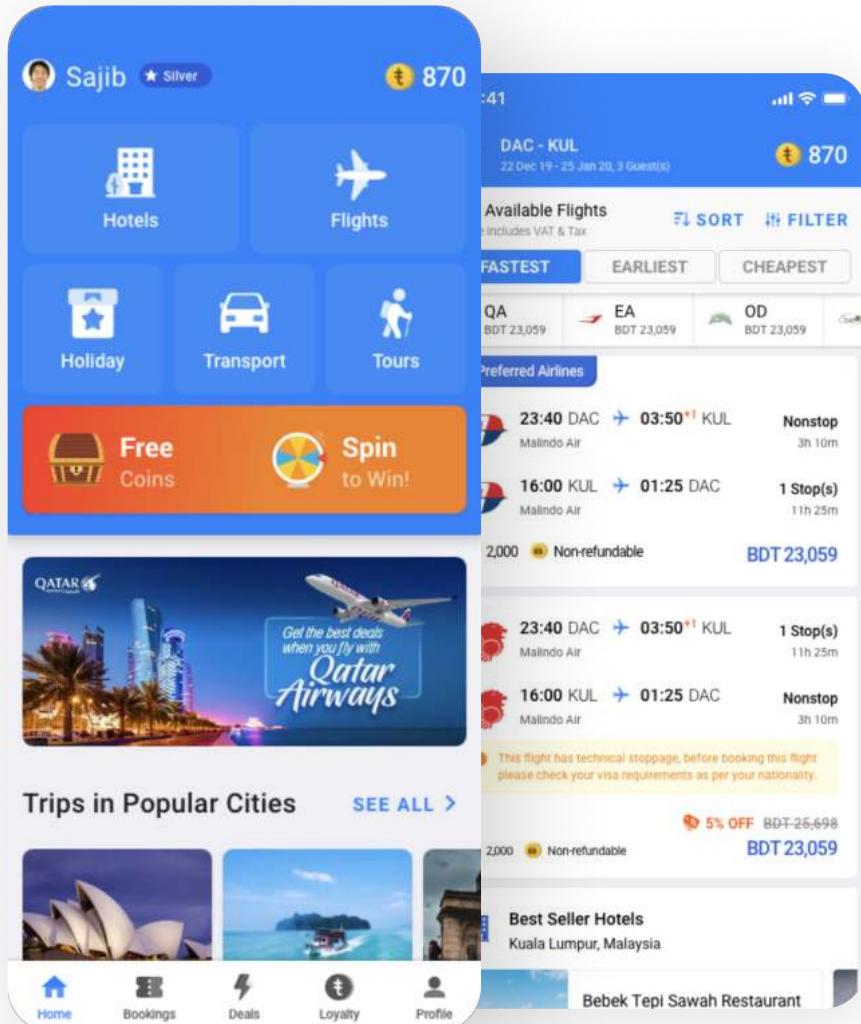
## Sketches & Wireframing

# Maping & Sketchs



Process

# Wireframing & Prototyping



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

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

Process

# Testing

Before conducting the testing, we set to create a usability testing plan and checklist that included all of the information and goals we're looking to achieve. We invited some participants that fit the personas that I've been using throughout the design process.

## Main Goals For Testing:

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



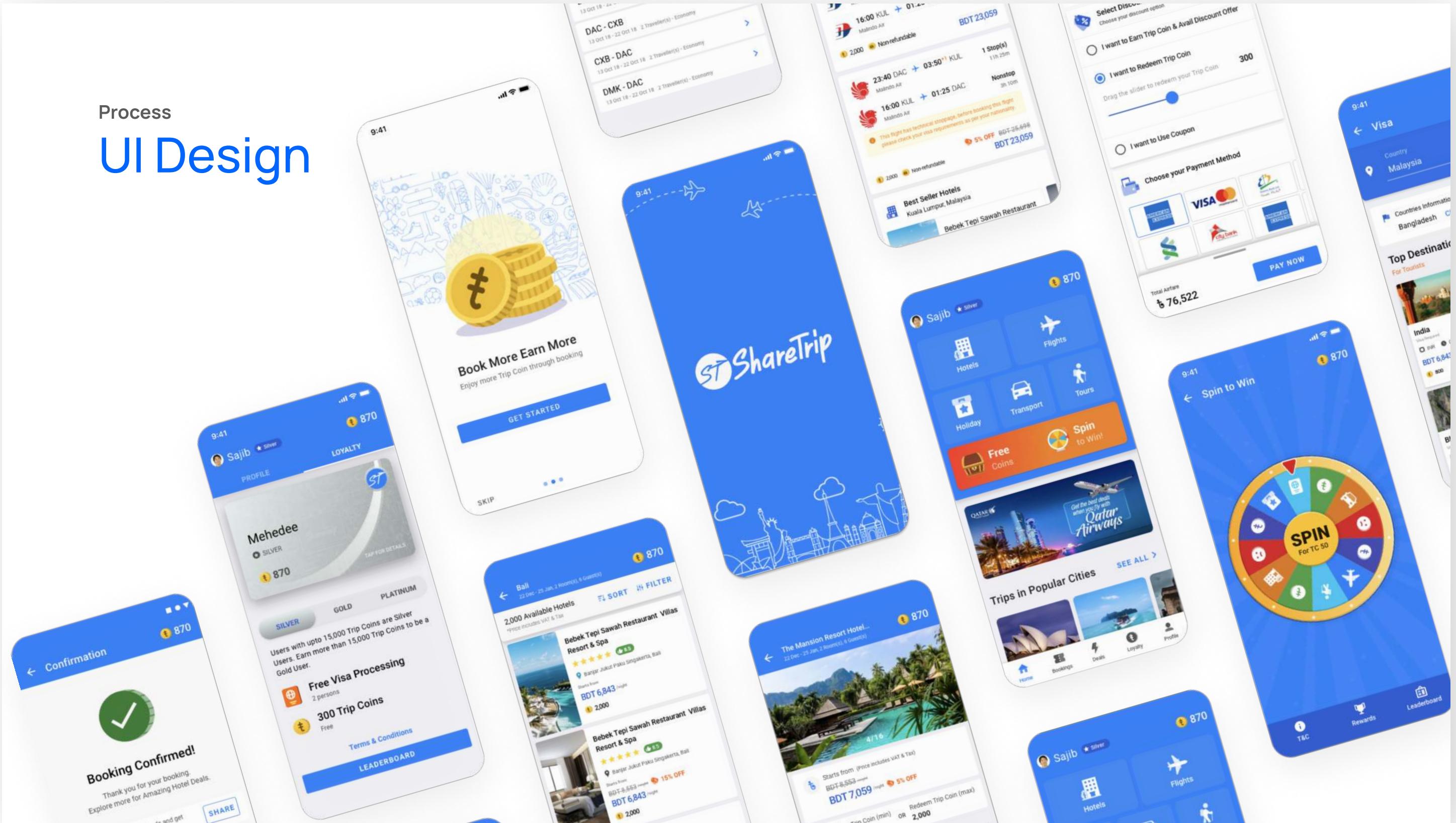
We set a list of task assigned for our participants & collect their feedback during those testing sessions.

# Design System

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

The image is a collage of four screenshots from a mobile application design system, likely Figma, illustrating various user interface components. The first screenshot, titled 'Logo', shows three variations of the 'ShareTrip' logo. The second, titled 'App Bars – Top', displays two top navigation bars with icons like profile, notifications, and search. The third, titled 'Bottom Navigation', shows two bottom navigation bars with icons for home, search, and other app functions. The fourth, titled 'Input Field', shows examples of input fields with placeholder text and validation states. Each screenshot includes a detailed description of the component's purpose and usage.

# Process UI Design



Process

## Usability Testing

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

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

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



Process

## Refine

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

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

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



Process

## Deploy

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

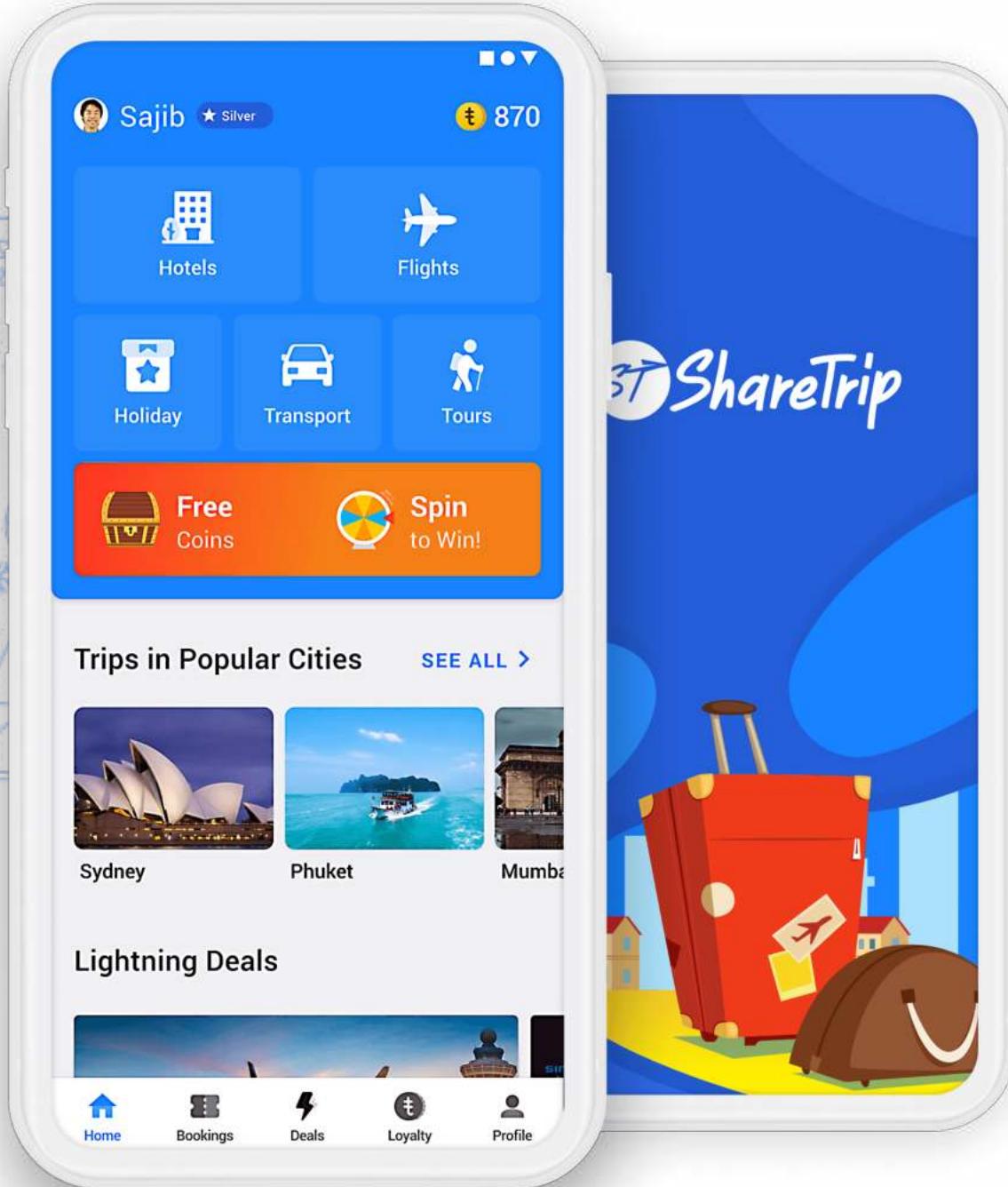


# What I have Learned

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

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





# Thank you

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