hi

I'm **Anamoul Rouf**

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

Profile

I'm a Product Designer with more than 7 years of working experience building bridges between business, technology, and human.
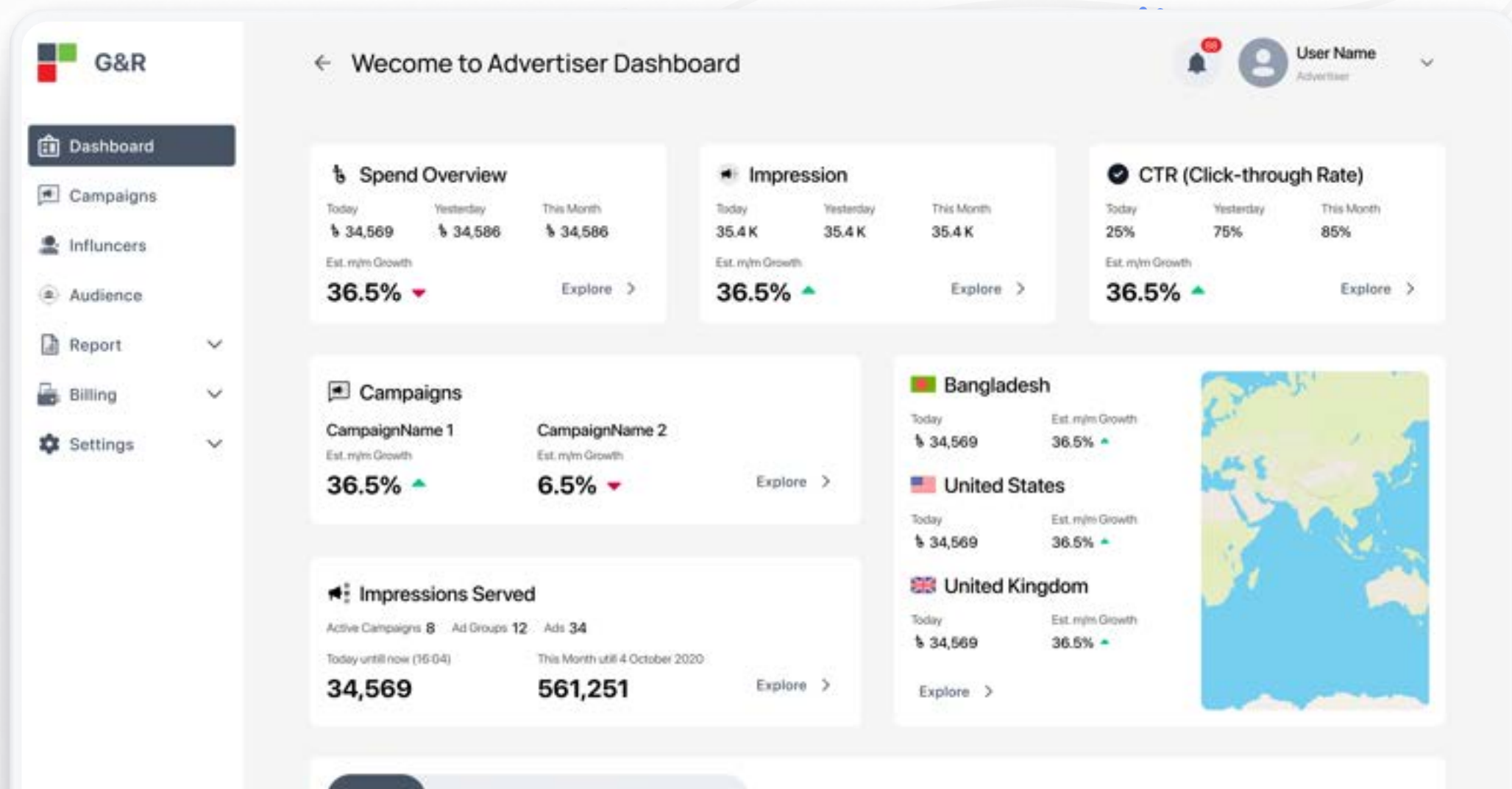
- I've helped startups and product-driven companies to build **7+ mobile apps, 10+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Sample of the products and companies I have worked with:

G&R

Project
G&R Dashboard Wireframe Design

Timeline
2 Month

My Role
UX Research, UI/UX Design

Tools
Miro, Figma.

Platform
iOS and Android.

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

Background

G&R Ad Network is a platform of advertisment network. It has type of customers-advertiesers and publishers. I was requested to help G&R Product team to design a mid-fidality 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.
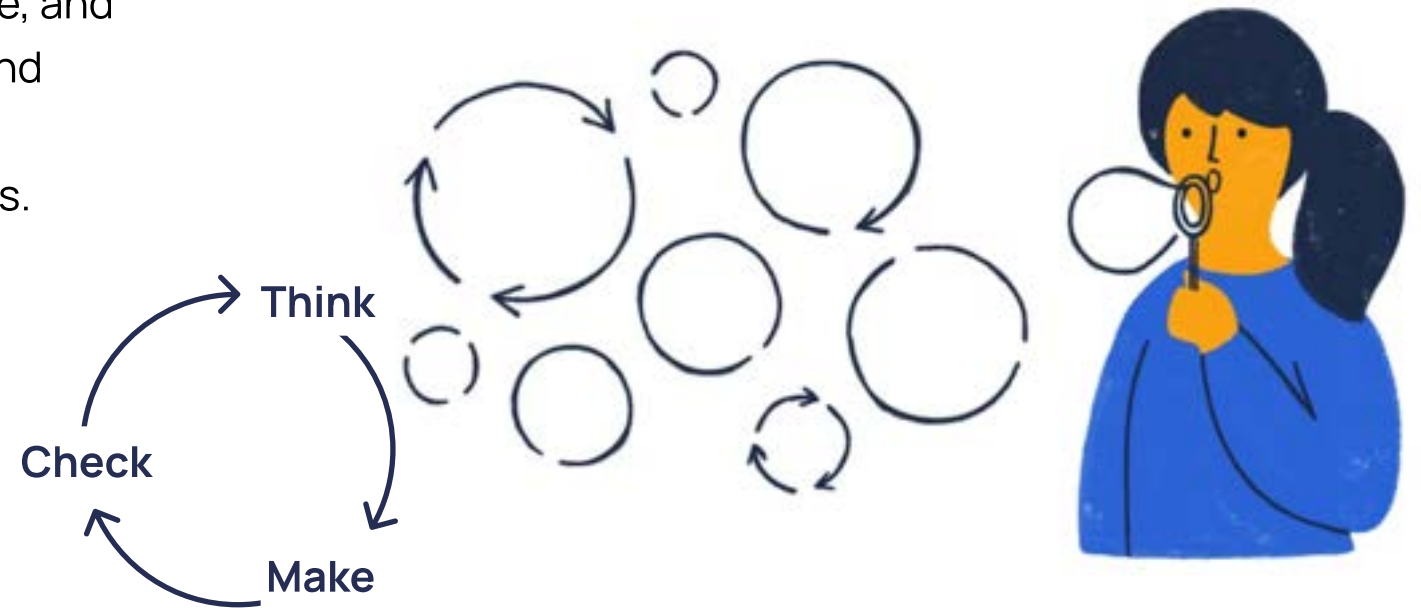
Process

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 steaps.

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 simillar 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 permited 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 forcast, using publisher credits to launch ad in advertiser dashboard.
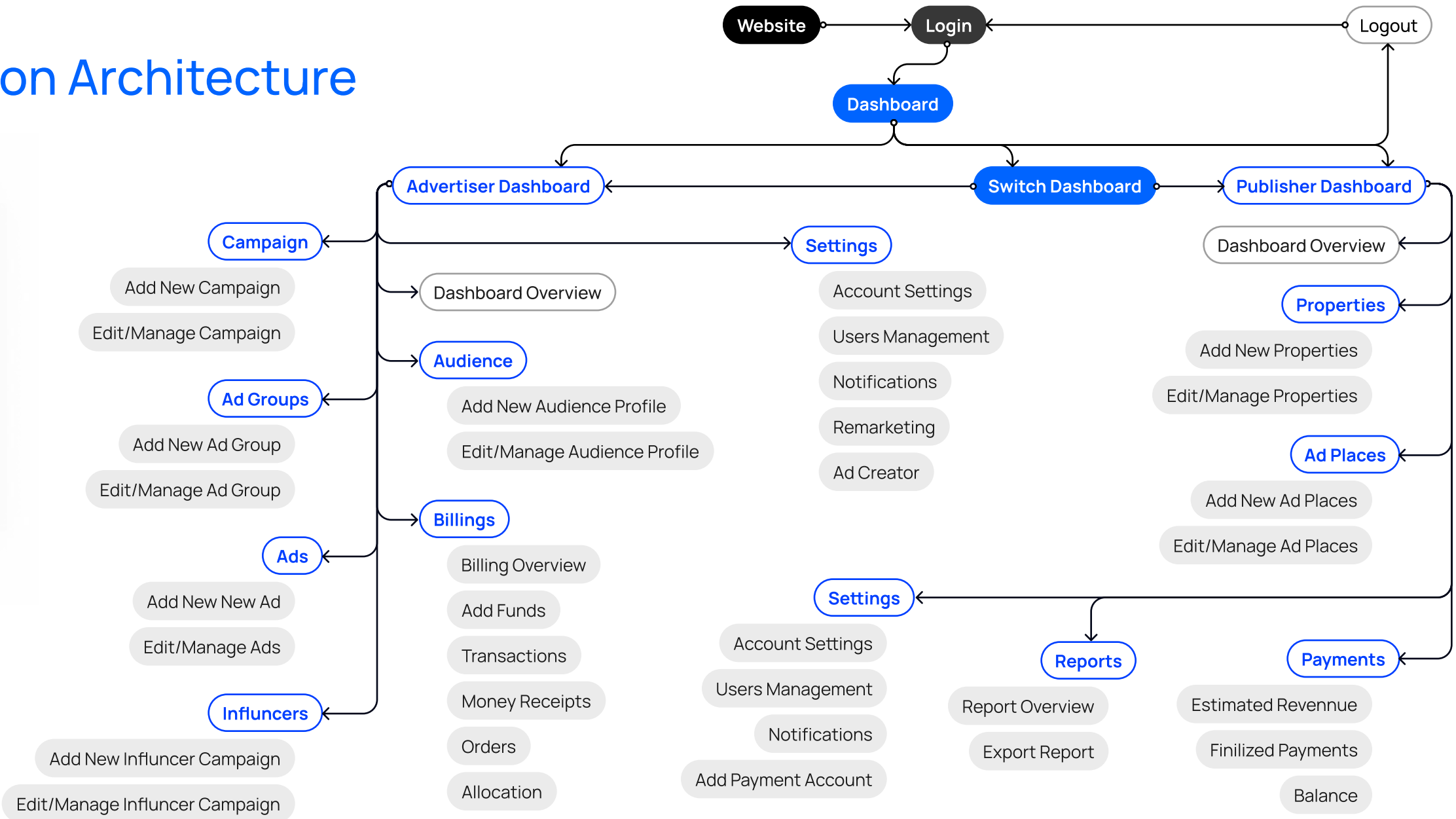
UX Design I Ideate

Information Architecture

Website — Login — Logout

Dashboard

Advertiser Dashboard — **Switch Dashboard** — **Publisher Dashboard**

Legend:
- Journey
- Navigation
- Tabs/Pages
- Main Screen
- Sub Screen

Campaign
- Add New Campaign
- Edit/Manage Campaign

Ad Groups
- Add New Ad Group
- Edit/Manage Ad Group

Ads
- Add New New Ad
- Edit/Manage Ads

Influncers
- Add New Influncer Campaign
- Edit/Manage Influncer Campaign

Dashboard Overview

Audience
- Add New Audience Profile
- Edit/Manage Audience Profile

Billings
- Billing Overview
- Add Funds
- Transactions
- Money Receipts
- Orders
- Allocation

Settings
- Account Settings
- Users Management
- Notifications
- Remarketing
- Ad Creator

Settings
- Account Settings
- Users Management
- Notifications
- Add Payment Account

Dashboard Overview

Properties
- Add New Properties
- Edit/Manage Properties

Ad Places
- Add New Ad Places
- Edit/Manage Ad Places

Reports
- Report Overview
- Export Report

Payments
- Estimated Revennue
- Finilized Payments
- Balance

UX Design I Ideate

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.
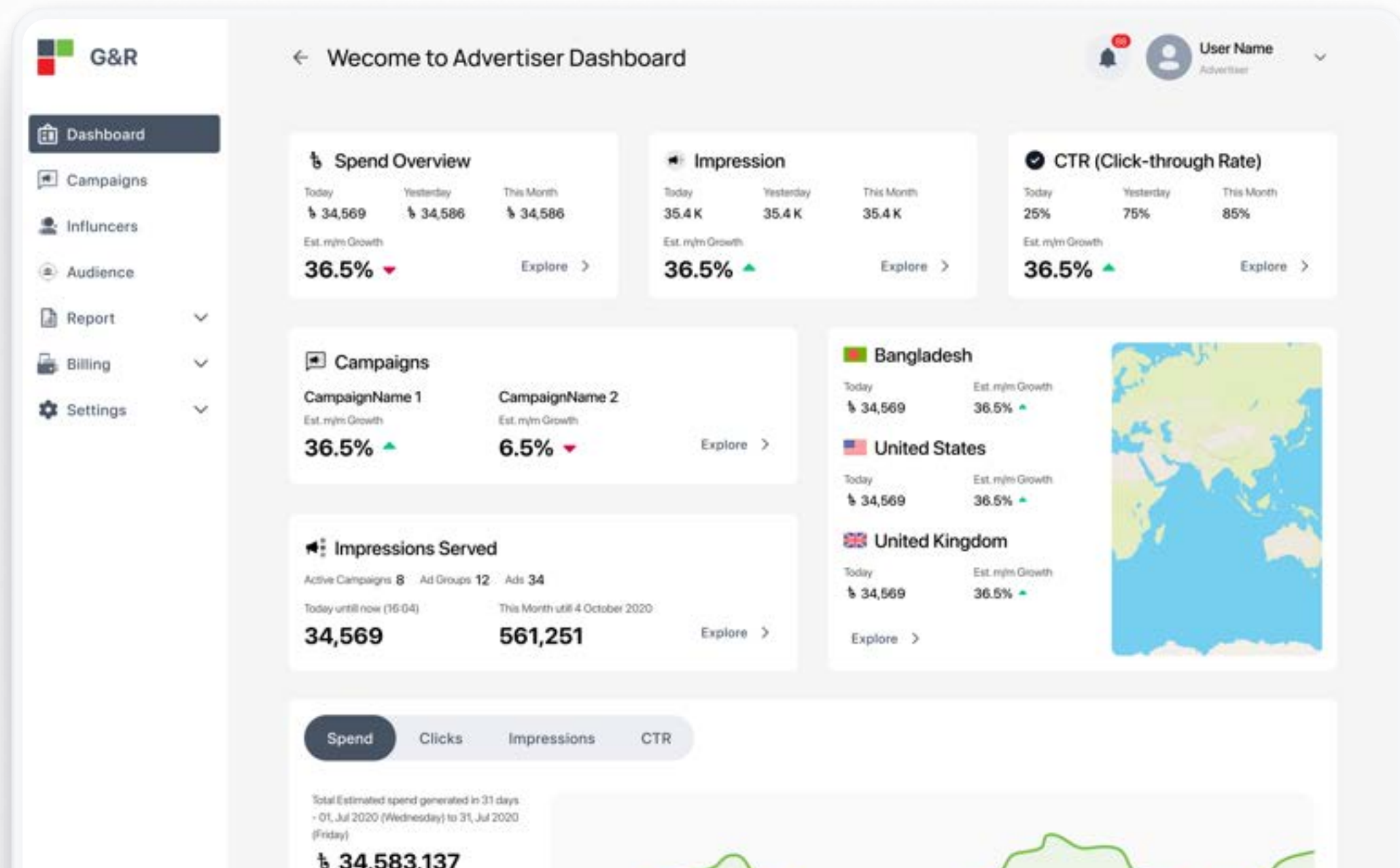
Explore the Wirefreame Screens

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 Wirefreame Screens

Advertiser Dashboard

Campaigns

Billings

Billing Overview

User Name
Advertiser

- Dashboard
- Campaigns
- Influncers
- Report ⌄
- **Billing** ⌄
  - Billing Overview
  - Transactions
  - Money Receipt
  - Orders
  - Allocation
- ⚙ Settings ⌄

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

Add Funds

Recent Transactions

All 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

Publisher Dashboard

Report

Location

G&R

- Dashboard
- Properties
- Ad Places
- **Report** ^
  - Overview
  - **Location**
  - Revenue
  - Technology
- Payments ⌄
- Settings ⌄

Publisher ⌄

| All Property ⌄ | Select Date Range ⌄ | | EXPORT |

Countries

EXPLORE MORE →

Top Requests	Top Impressions	Top Clicks
Bangladesh	**United States**	**Bangladesh**
10,017,365	5,065,089	84,444

Country	Request	Impressions	Clicks	Revenues	CTR	Fill Rate
Bangladesh	112,110	95,623	21	৳ 453.68	0.02%	85.29%
United States	112,110	95,623	21	৳ 453.68	0.02%	85.29%
United Kingdom	112,110	95,623	21	৳ 453.68	0.02%	85.29%
Saudi Arabia	112,110	95,623	21	৳ 453.68	0.02%	85.29%
Canada	112,110	95,623	21	৳ 453.68	0.02%	85.29%

Cities

EXPLORE MORE →

| Top Requests | Top Impressions | Top 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

Validation & Future Iteration

It's an one time project.

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

Thank you

Feel free to reach me

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

G&R

- 🗂 Dashboard
- 📋 Campaigns
- 👥 Influncers
- ⊙ Audience
- 📄 Report ⌄
- 🖨 Billing ⌄
- ⚙ Settings ⌄

❓ FAQ

← Wecome to Advertiser Dashboard

💲 Spend Overview

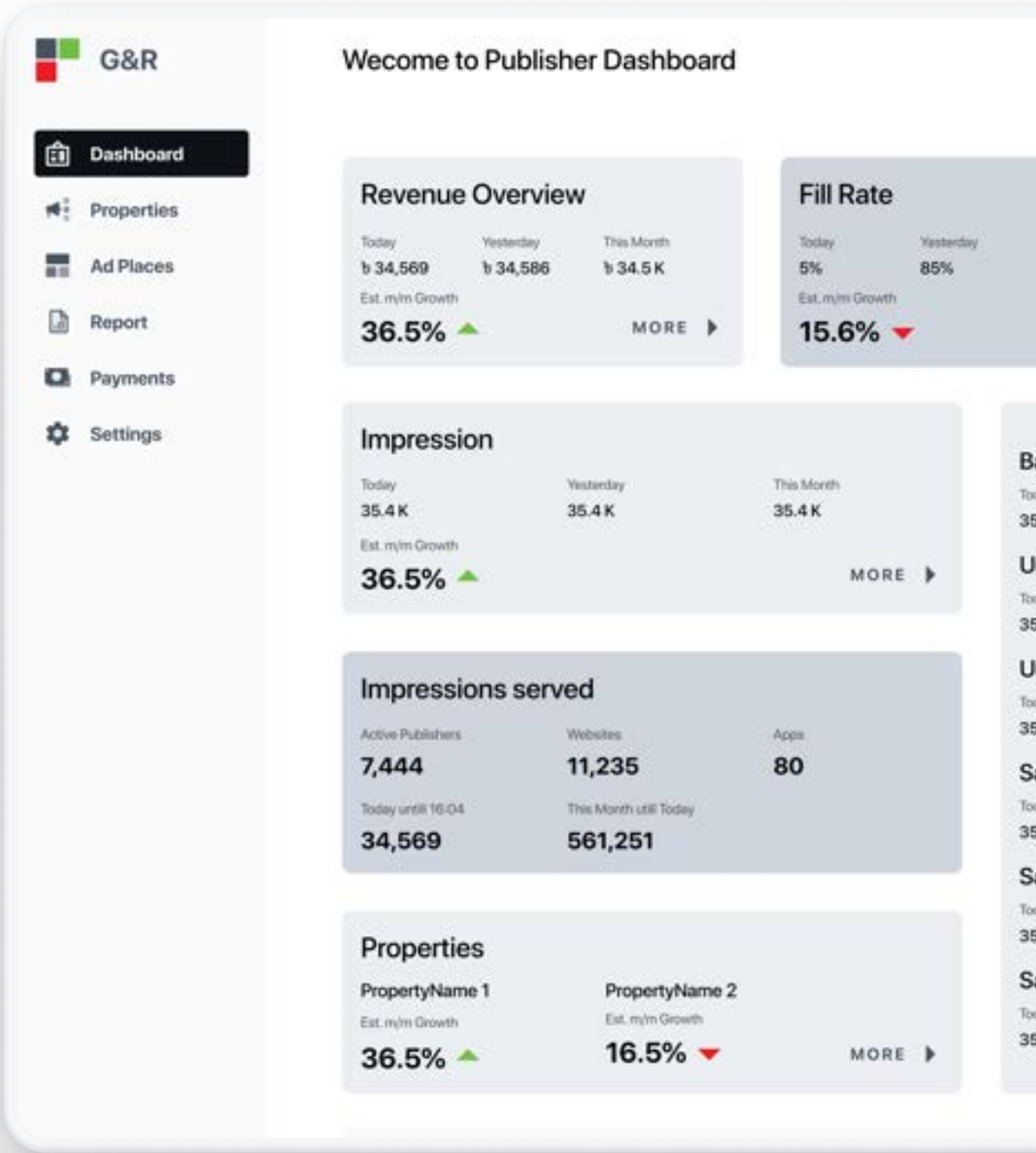| Today	Yesterday	This Month
৳ 34,569	৳ 34,586	৳ 34,586

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

Today
25%

Est. m/m Growth
36.5%

📋 Campaigns

CampaignName 1	CampaignName 2
Est. m/m Growth	Est. m/m Growth
36.5% ▲	**6.5%** ▼

Explore ›

📣 Impressions Served

Active Campaigns **8**   Ad Groups **12**   Ads **34**

Today untill now (16:04)	This Month util 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% ▲

Explore ›

Spend | Clicks | Impressions | CTR

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

৳ **34,583,137**

Full Report ›