



Hello

I'm **Anamoul Rouf**

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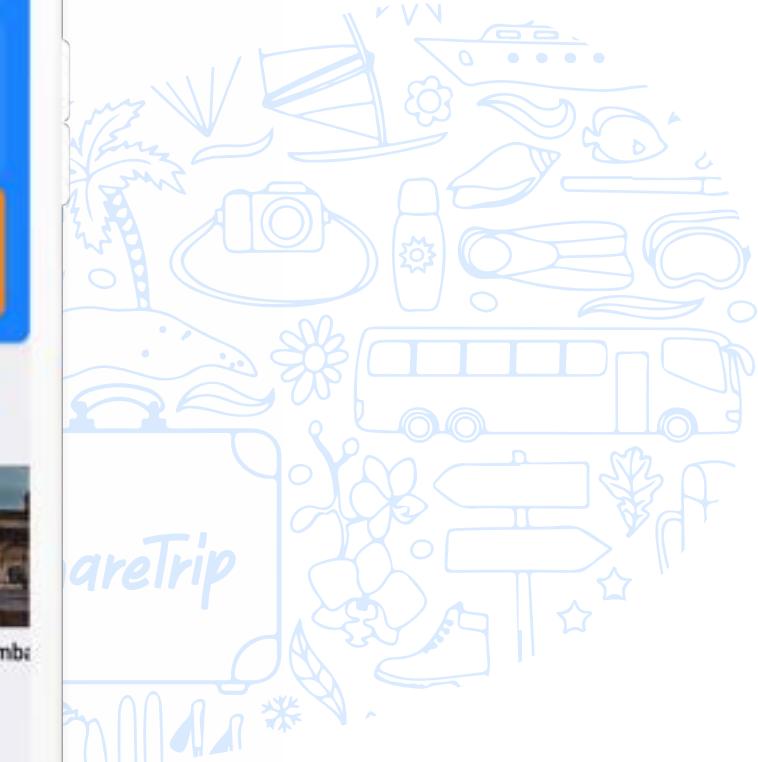
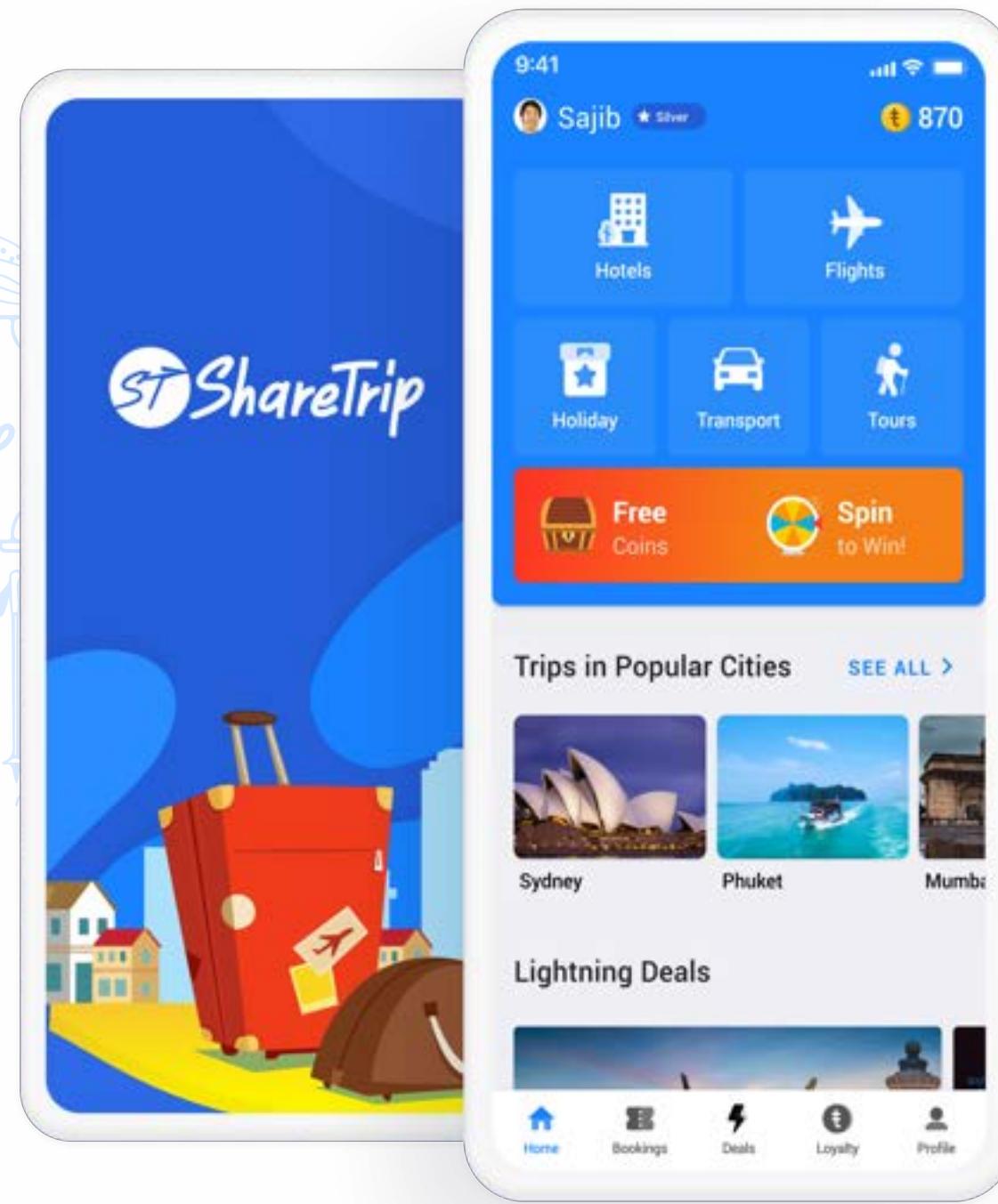
About Me

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.







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

Design Challenge

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.

Outcome

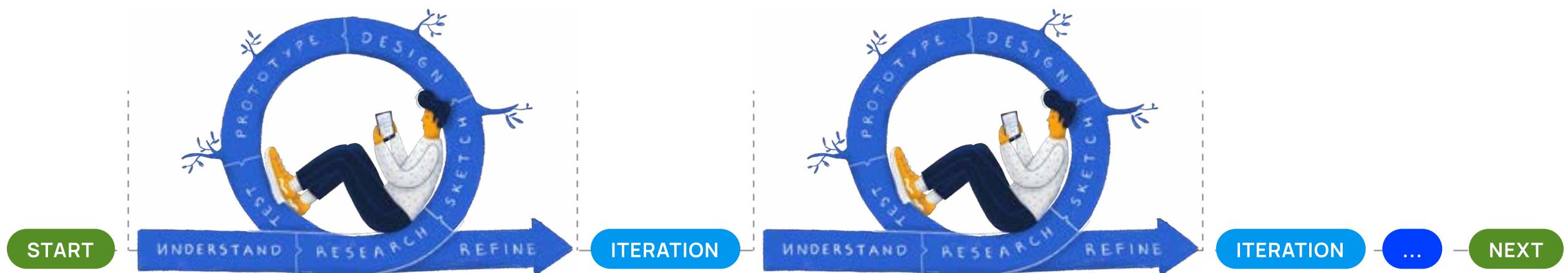
- The **success rate was 76%** in the booking experience.
- **55% of the users** revisit.
- Our online booking was increased by 25%.



Process

Design Thinking & Lean UX Design

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



Understand

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.



Understand

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.

- How often do you travel for work and plan vacations with family and friends? How often you travel solo and FnF?
- What is important to you while booking a flight and hotel?
- What are your motivations and pain points when planning and managing a trip?
- Which website or app you prefer for booking and why?
- What are your preferences during booking?
- Would you like to pay for add-on services?



Findings

The insights from the answers of those questions were interesting

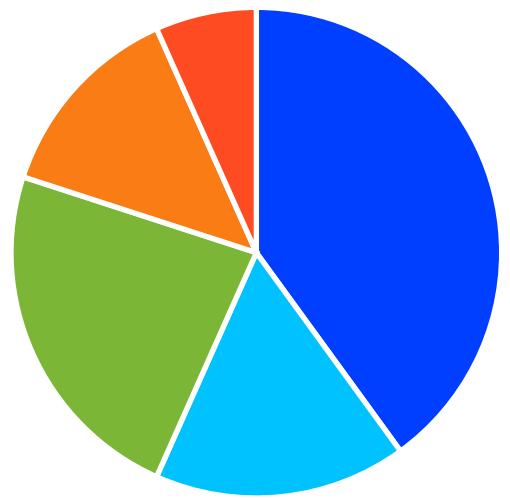
- 18 of 30 participants are between the age group of 28-36 years are the ones who prefer traveling and are the main decision maker while planning a trip.
- 21 of 30 participants plan vacation either once a year or 2-3 times in a year.
- 18 of 30 participants travel for work either single to multiple times in a year.
- More than 90% of the users prefer traveling with family and friends. 14 of 30 users prefer planning a trip 30 days before their final traveling dates.
- 27 of 30 participants are bothered in filling up every time a lot of information filed which are required during booking.
- 95.5% of the user prefer comparing prices online.

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



Findings

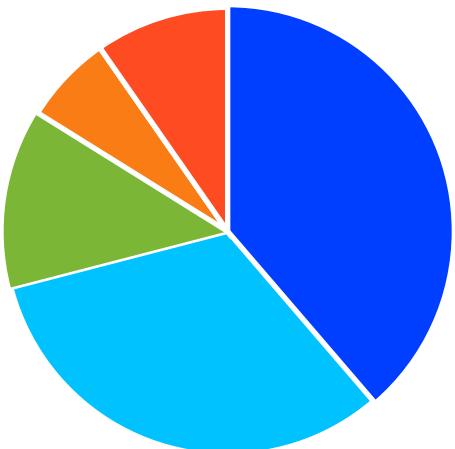
Age Groups



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

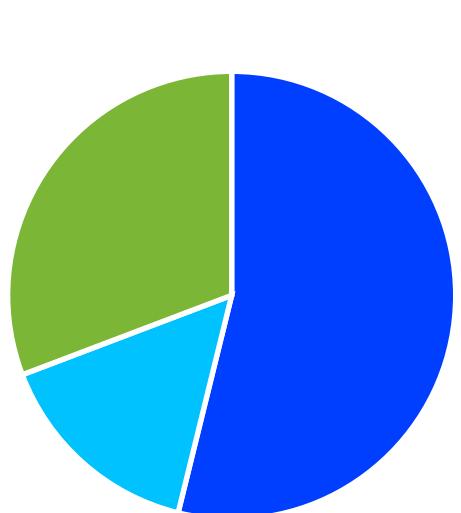
Participants varied in age which played a factor in some of the research results from the answers given

Main motivation for travelling



Age Group: 20-45

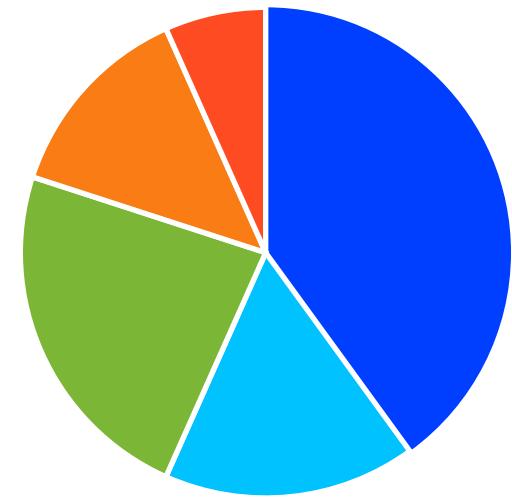
- Discovering New Places (38.7%)
- Business Trips (32.33%)
- To Get Away (12.9%)
- Rest & Relaxation (6.5%)
- Others (9.7%)



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

Storyboard



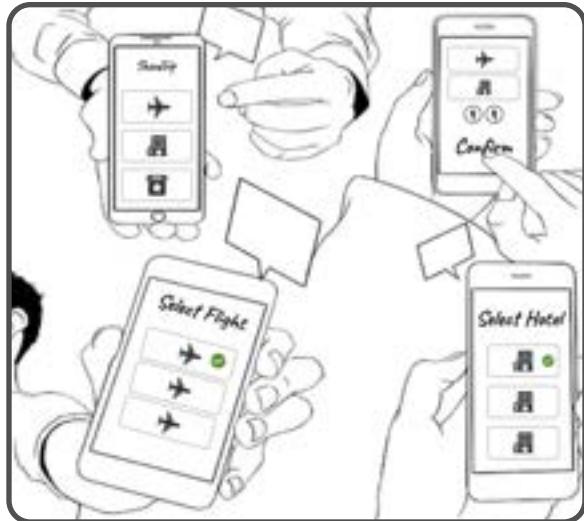
One crazy evening 3 friends meet in club party and makes a plan for a trip. They started to make a travel plan and research for available options for it.



"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.

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.

Quazi Ashfaq ur Rahman



Age: 43 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.

Competitors Analysis

I analyzed the globally well recognised booking services providers. I explored their booking journey flow through platforms and visited Google Playstore, Appstore, and social media pages to know about their users.

I analyzed Make My Trip, Kayak, Agoda, Expedia, Booking.com, Rate Hawk, Hopper, Goibio, Airbnb, Skyscanner, and others popular travel apps. I mainly focused on what their people say in the social media platforms, and blogs. I also explored the booking flow and discussed it in team sessions. I prioritize design decisions on the basis of ease of use, clarity of information, and time required to use a particular feature.



Flight Search

From: **Chennai** To: **New Delhi**

Date: **02 Sep 2022**

Search Flights

OPTINS View All 3

Selected Departure Date

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

Search

Select Travellers & Class

Adults: 22m 2wks

Children: 0

Infants: 0

Fare Option 1: ₹ 81,268

DONE

Chennai to New York

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

Search

Round Trip

Adults: 22m 2wks

Children: 0

Infants: 0

Fare Option 1: ₹ 81,268

Baggage Policy

Cancellation Refund Policy

CONTINUE

New York

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

Search

Traveller Details

ADULT 03 years

XX VSP 20%

my points

opt to book

CHILD 0-12 yrs

By name

Booking details will be sent to:

I have a CEST number

By clicking on the Continue button below I agree to proceed.

₹ 81,268 CONTINUE

Add-ons

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

Search

Seat Selection

Lower Deck

Other Pay Options

Credit/Debit/ATM Card

Pay Later

Net Banking

UPI

₹ 81,268 CONTINUE

Select Payment Mode

From: **Chennai** To: **New York**

Date: **03 Nov 2022**

Search

Seat Selection

Lower Deck

Other Pay Options

Credit/Debit/ATM Card

Pay Later

Net Banking

UPI

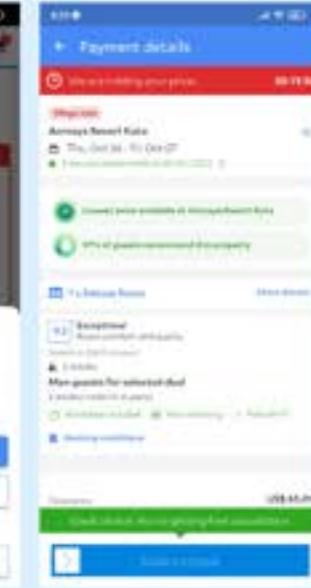
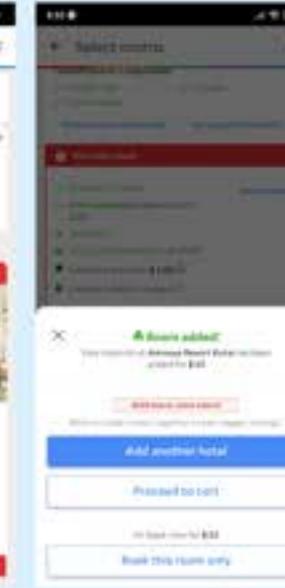
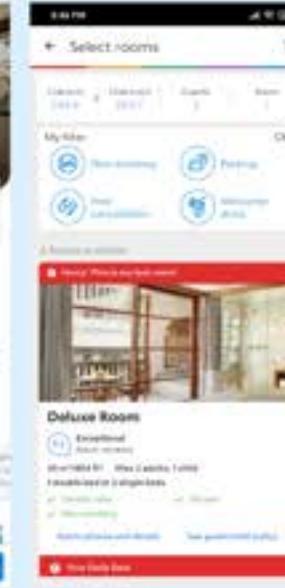
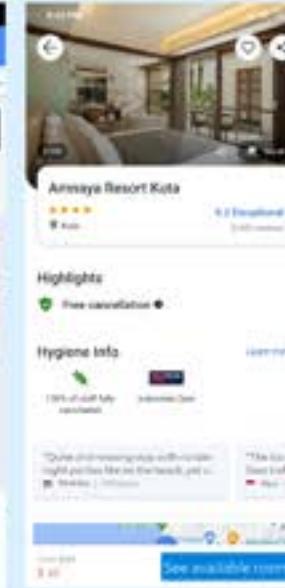
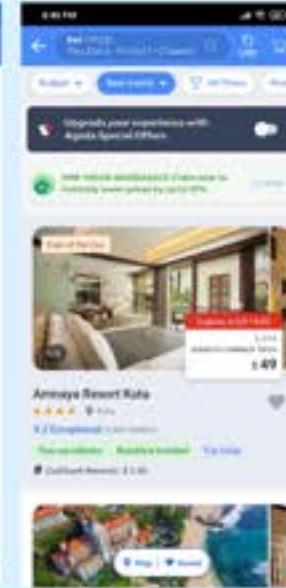
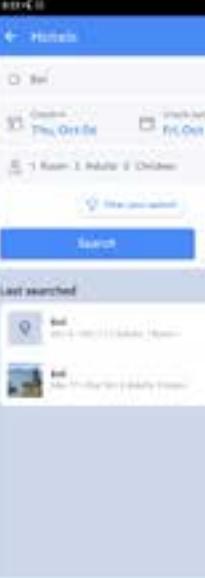
₹ 81,268 CONTINUE

Flight Booking Journey

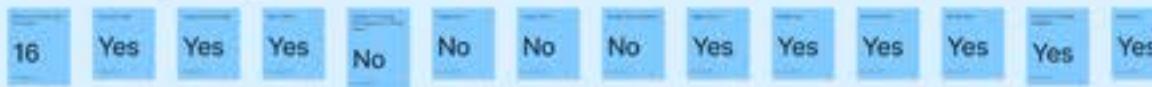
- 18 Yes
- 3 Yes
- No
- No
- Yes

[Learn More](#)

agoda



Hotel Booking Journey



[Learn More](#)

Gamification

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

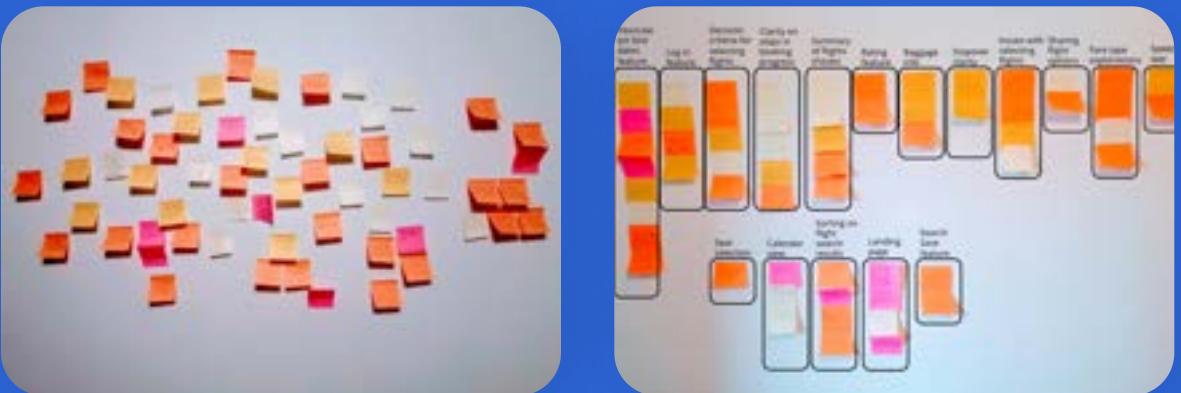
The users can earn it by taking service, play games, reaching milestones. They also can redeem the discount offers by using it. The game concept was built in such a way that helps to know about the users much. As well as let users earn free flight tickets, hotels, package offers, and TripCoins. It is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



Define & Ideate

I defined the use-cases, information architecture and user flow map.

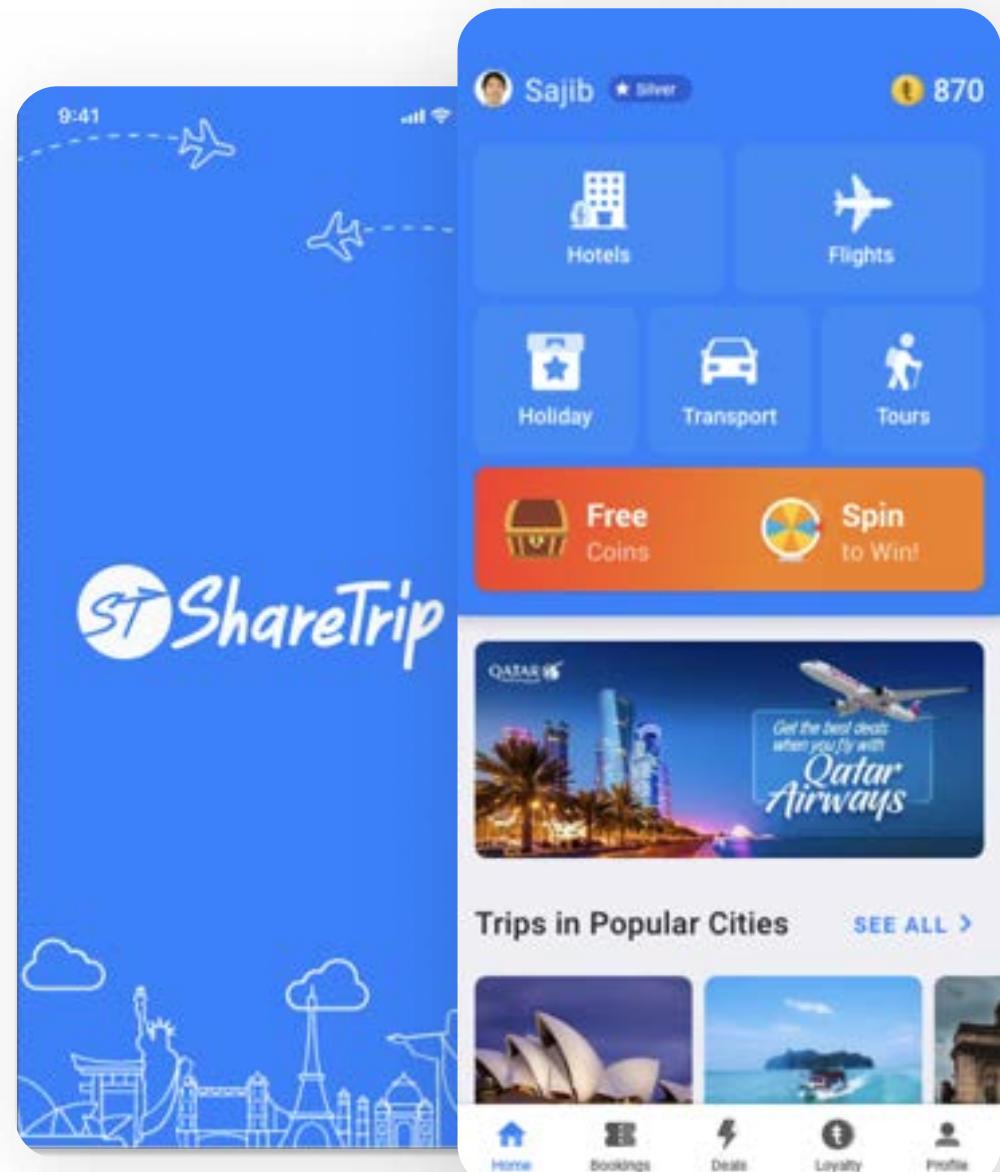
After analyzing the data collected from the primary and secondary research done earlier, I started to build out a list of the most important features the app should have. I put together a product feature roadmap of any features that might be needed in order for the app to work efficiently and meet the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



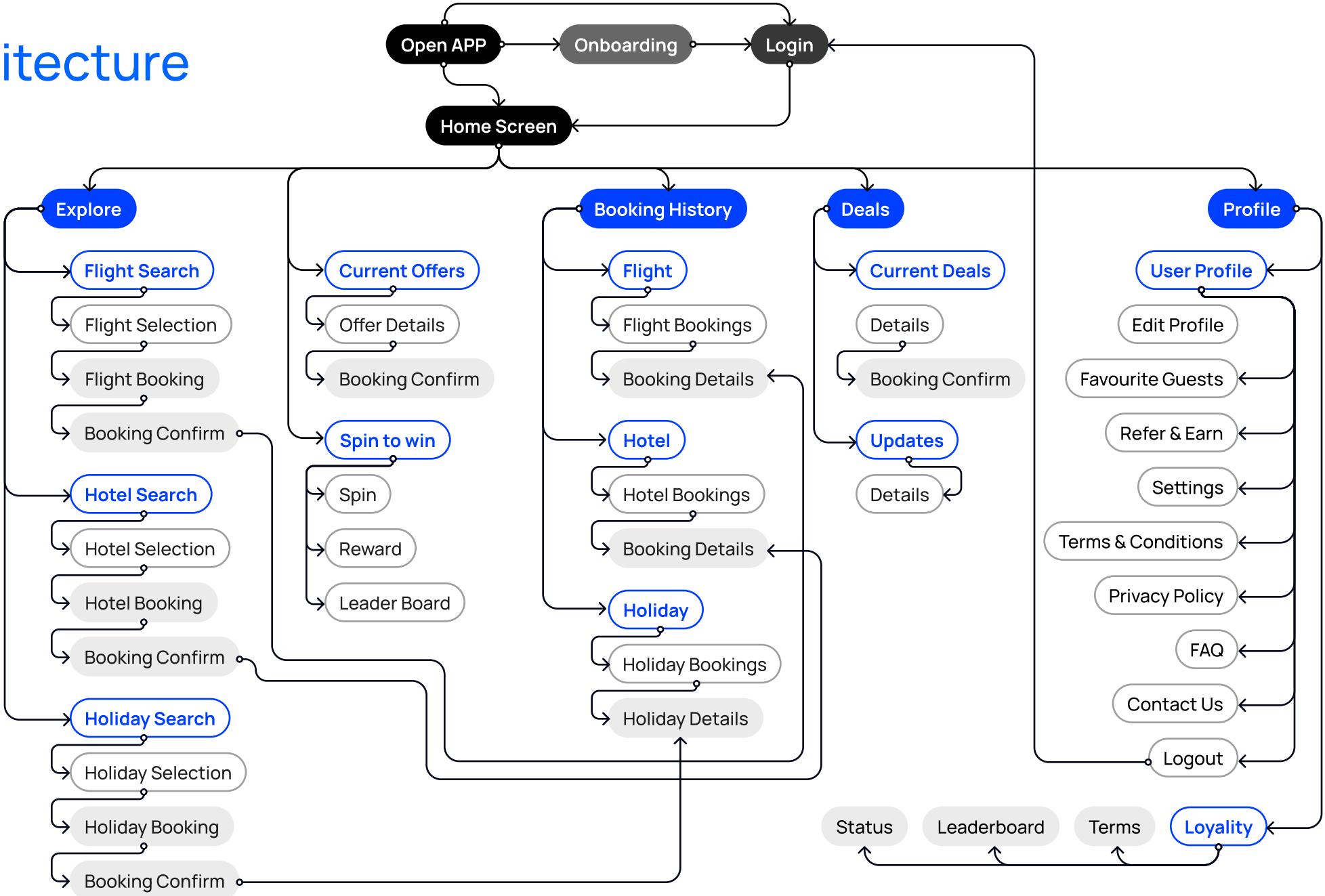
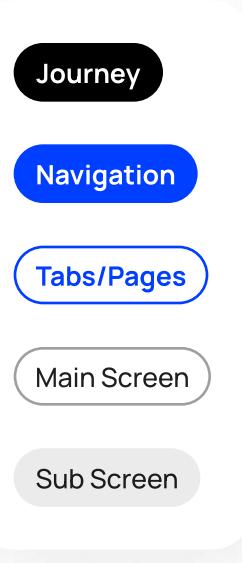
Use-Cases

I prepared the use-cases based on our user research information.

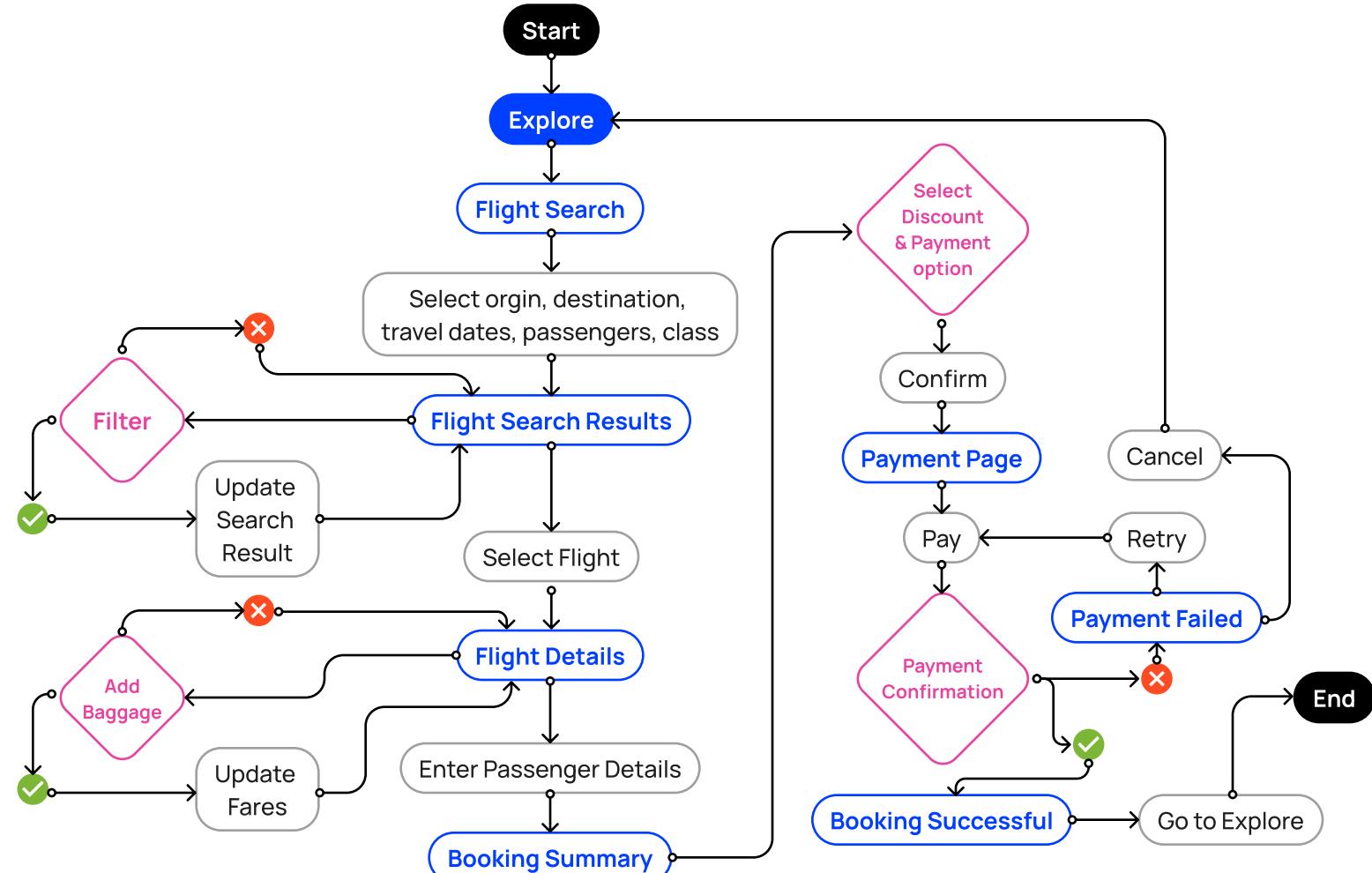
- Users should be able to view the lowest fare suggestions while searching for a flight and hotel.
- There should have suggestions during flight search.
- Users should be able to view no. of seats remain on the flight listing page.
- Users should be able to view information related to free/ paid meal, 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.



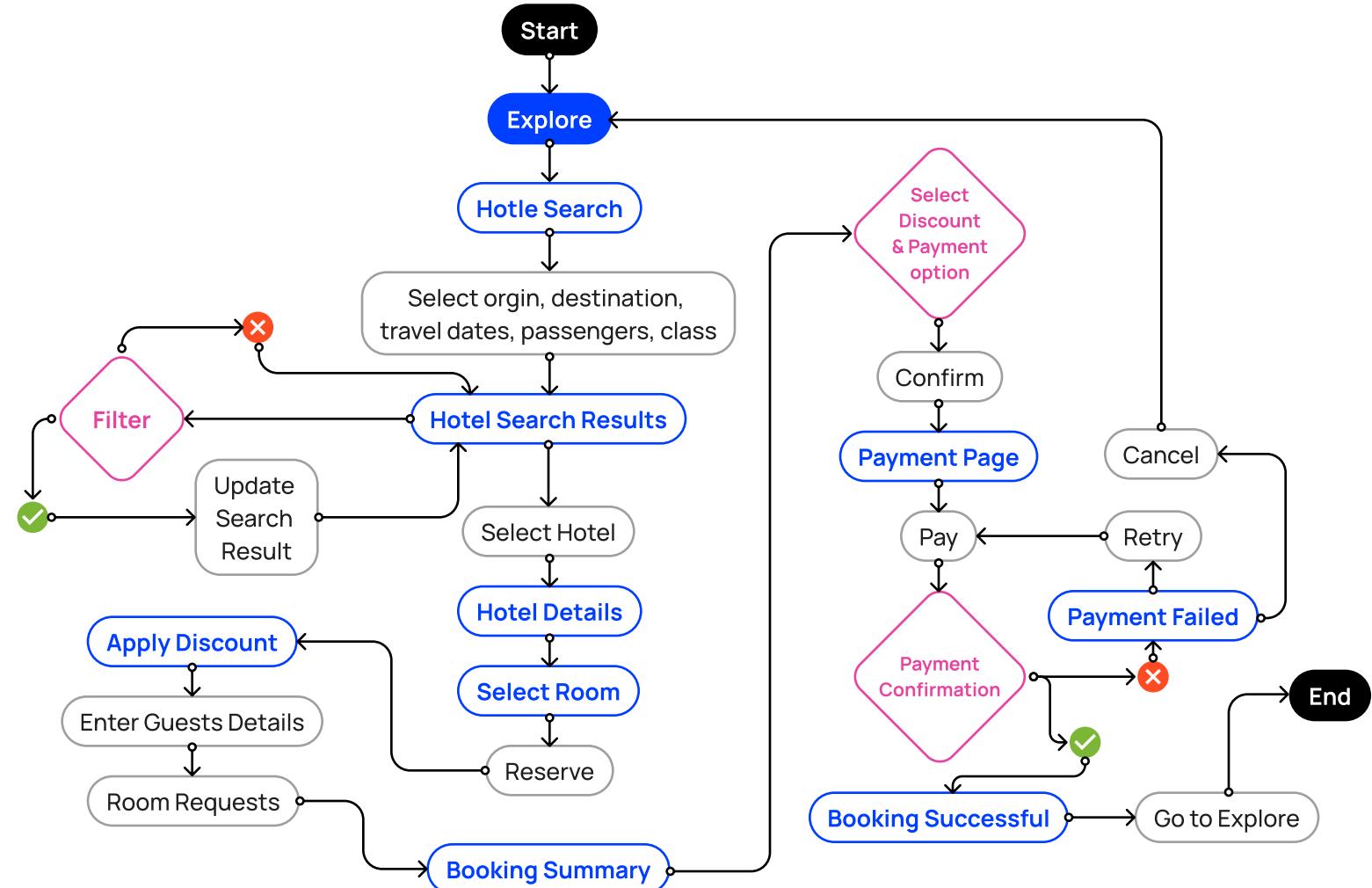
Information Architecture



User Flow Map

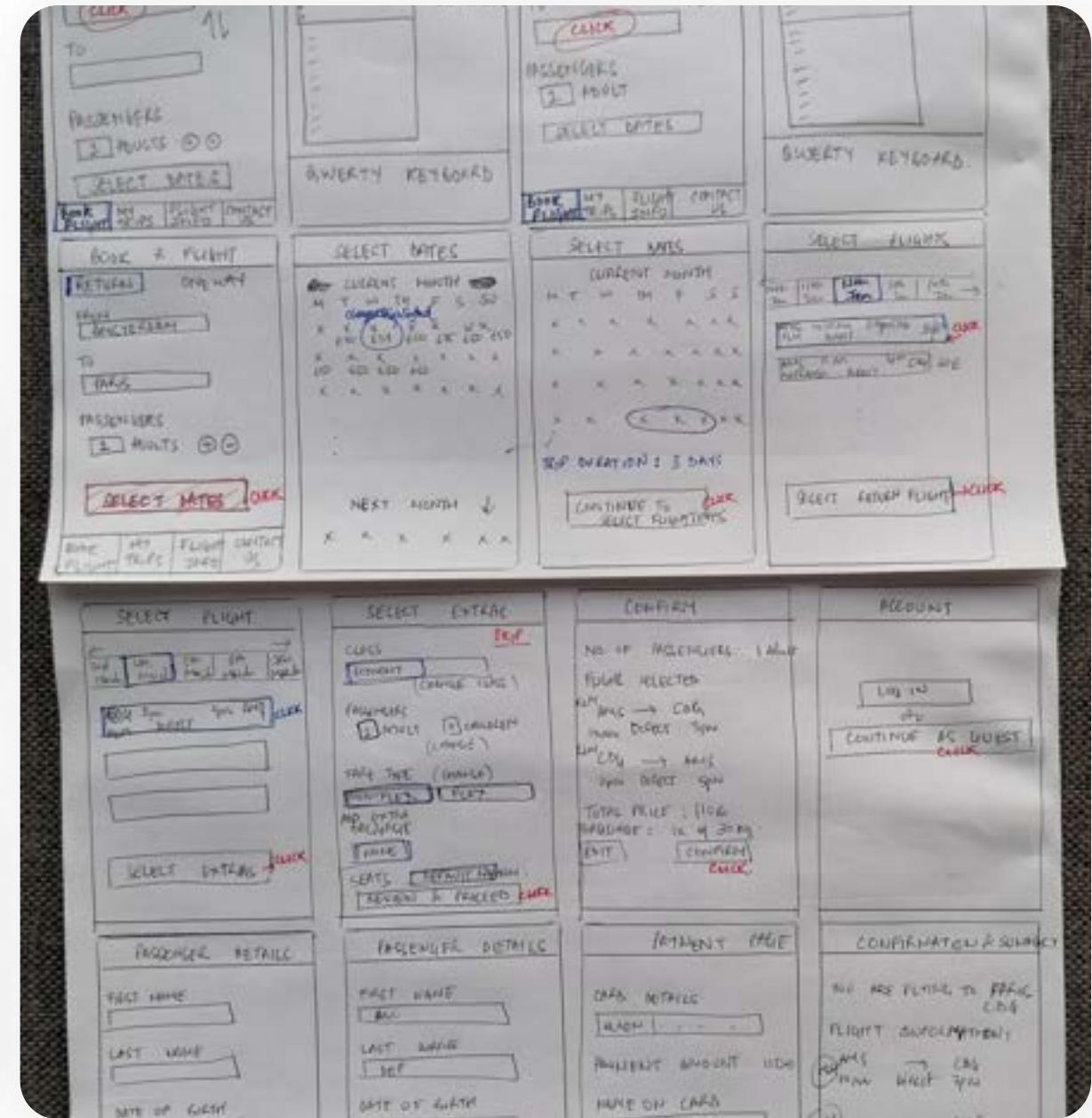
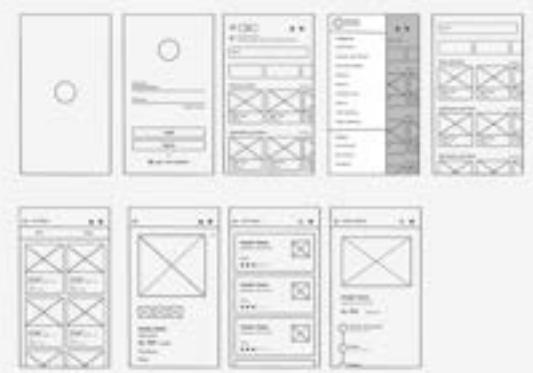
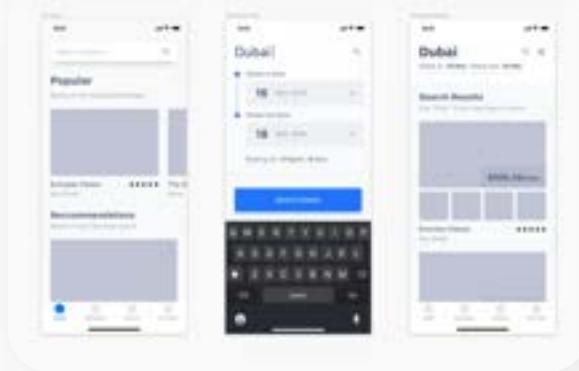


User Flow Map



UX Design | Ideate

Sketches



Wireframing & Prototyping

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

We wanted to ensure that the wireframes we're creating align with the users' needs and the business. 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.

Main Goals For Testing:

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

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

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



UI Design

Design System

Before starting the UI design process we built clean, modern, and visually-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.

Logo

Typography

Heading 1 Heading 1 Heading 1 Heading 1
Heading 1 **Heading 1**
Heading 2 Heading 2 Heading 2 Heading 2 Heading 2
Heading 2
Heading 3 Heading 3 Heading 3 Heading 3 **Heading 3**
Heading 4 Heading 4 Heading 4 Heading 4 Heading 4
Heading 5 Heading 5 Heading 5 Heading 5 Heading 5
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Heading 8 Heading 8 Heading 8 Heading 8 Heading 8

Display 4 Display 4 Display 4 Display 4
Display 4 Display 4
Display 3 Display 3 Display 3
Display 3 Display 3 Display 3
Display 2 Display 2 Display 2
Display 2 Display 2 Display 2

App Bars – Top

Bottom Navigation

Button

Dropdown

Menu

Input Field

Display 4 Display 4 Display 4 Display 4
Display 4 Display 4
Display 3 Display 3 Display 3
Display 3 Display 3 Display 3
Display 2 Display 2 Display 2
Display 2 Display 2 Display 2

App Bars – Top

Bottom Navigation

Button

Dropdown

Menu

Input Field

Display 4 Display 4 Display 4 Display 4
Display 4 Display 4
Display 3 Display 3 Display 3
Display 3 Display 3 Display 3
Display 2 Display 2 Display 2
Display 2 Display 2 Display 2

Input Field

Option Btn

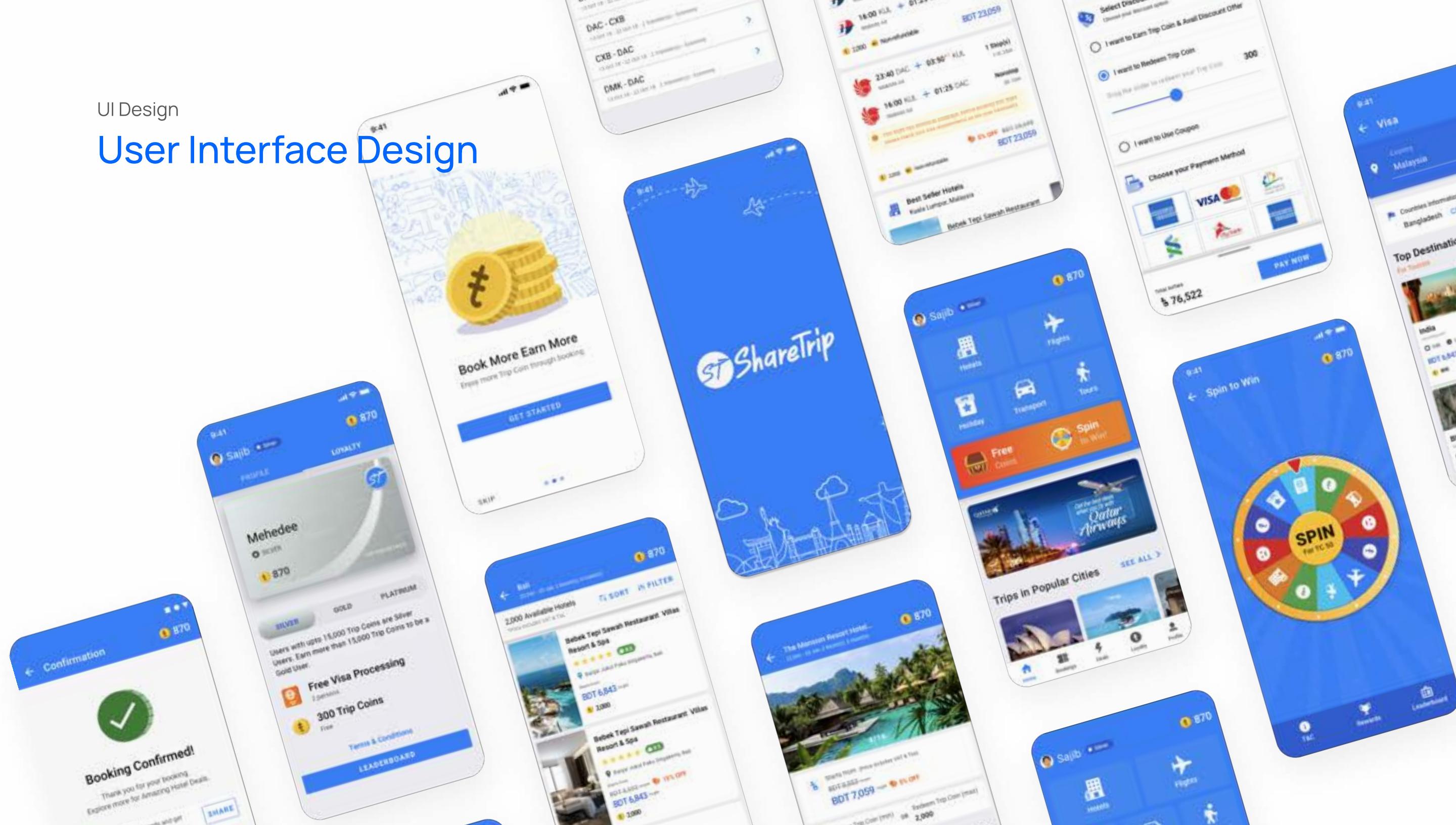
Accordion

Cards

Display 4 Display 4 Display 4 Display 4
Display 4 Display 4
Display 3 Display 3 Display 3
Display 3 Display 3 Display 3
Display 2 Display 2 Display 2
Display 2 Display 2 Display 2

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.

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

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



Refine & Deploy

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

We prepared design documentations, write user stories, exported the UI screens to Zeplin and shared them with the developers. We maintained a close communication with the developers to reduces confusions and helped them.

When we got the demo version ready, we went through unit testing to ensure a functional and user friendly app.



Results & Future vission

Results & 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%.

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



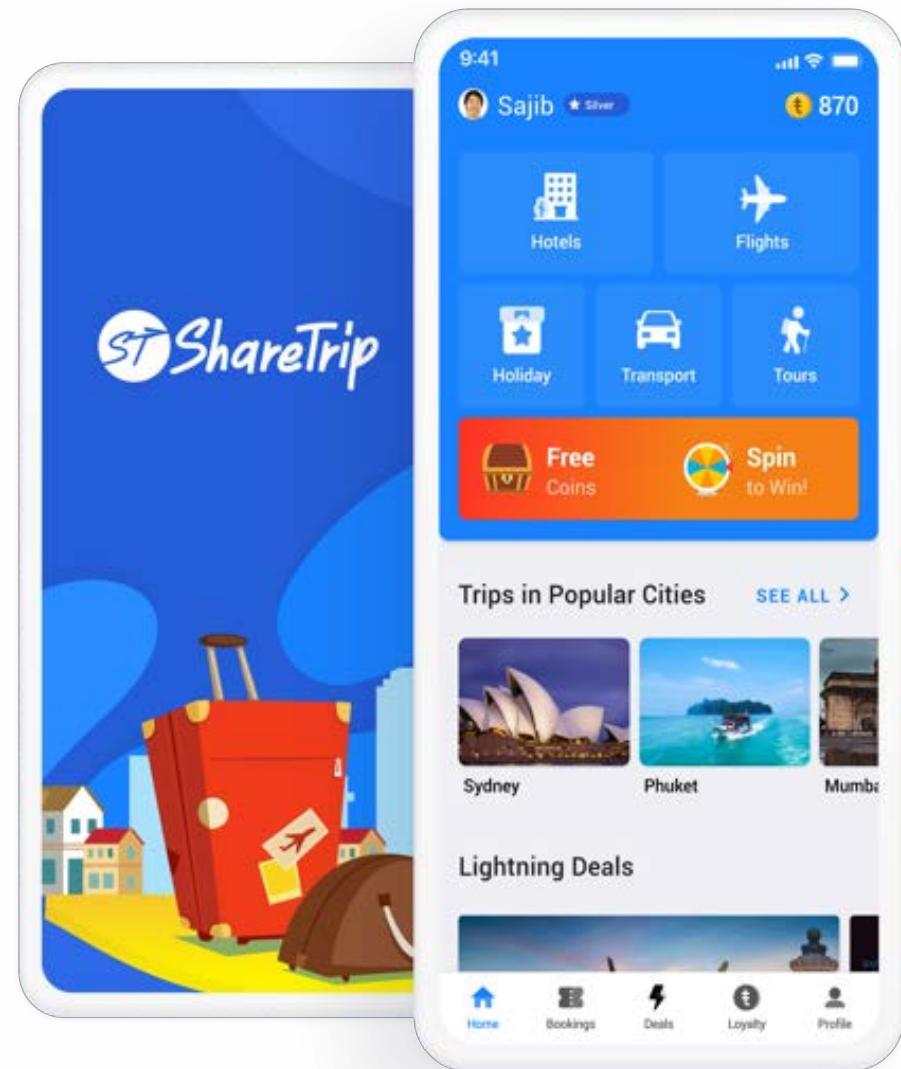
Takeaways

What I have learned

I've experienced how to design a product and its life cycle and creating a well-functioning app from scratch.

Information architecture and how to fit everything within one product smoothly and in a consistent way was a challenge. 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

Feel free to reach me



anamoulrouf.bd@gmail.com



<https://anamoulrouf.com>



Jobike

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.

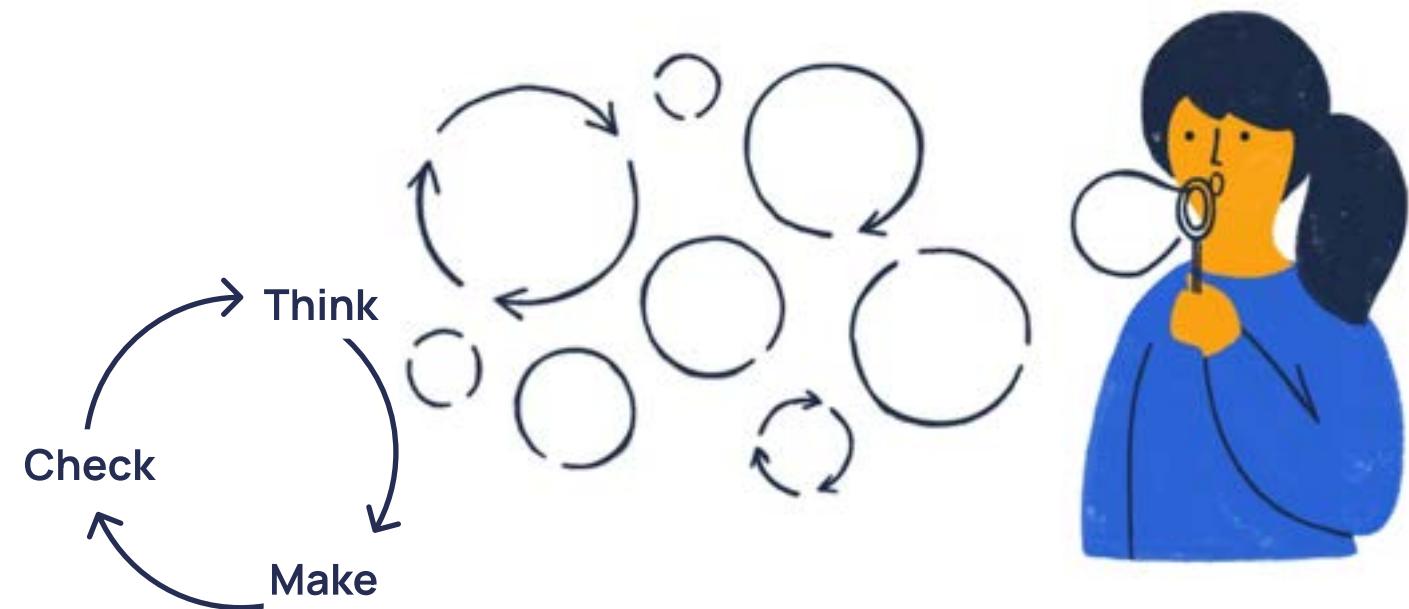
- JoPoints Agent uses a USSD service to recharge.
- The current process exposes users' phone numbers and makes their privacy vulnerable.
- Some users complained that they were receiving spam calls from unknown sources. It seems like their phone numbers are exposed from JoPoints.

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.

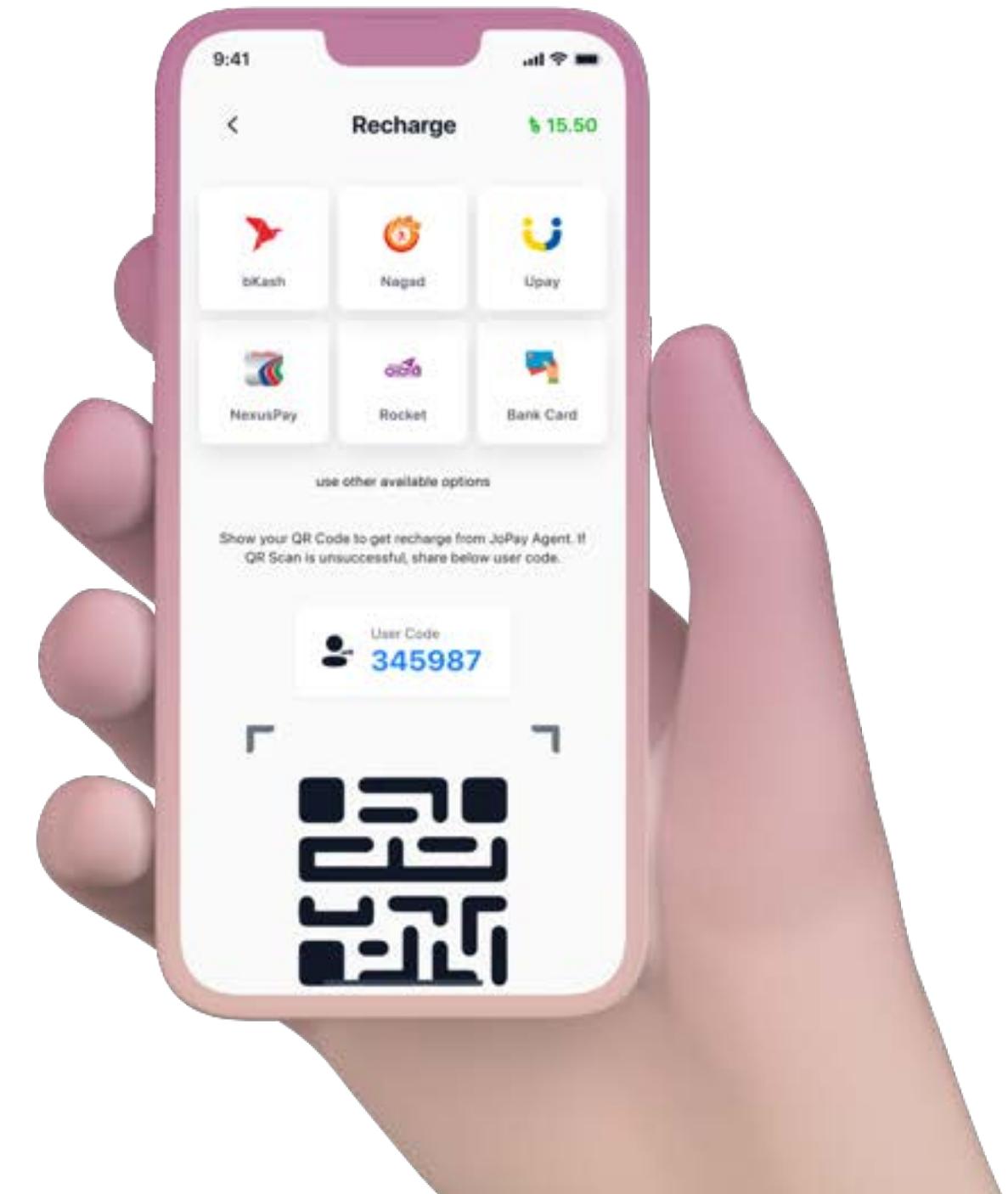
The Solutions

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

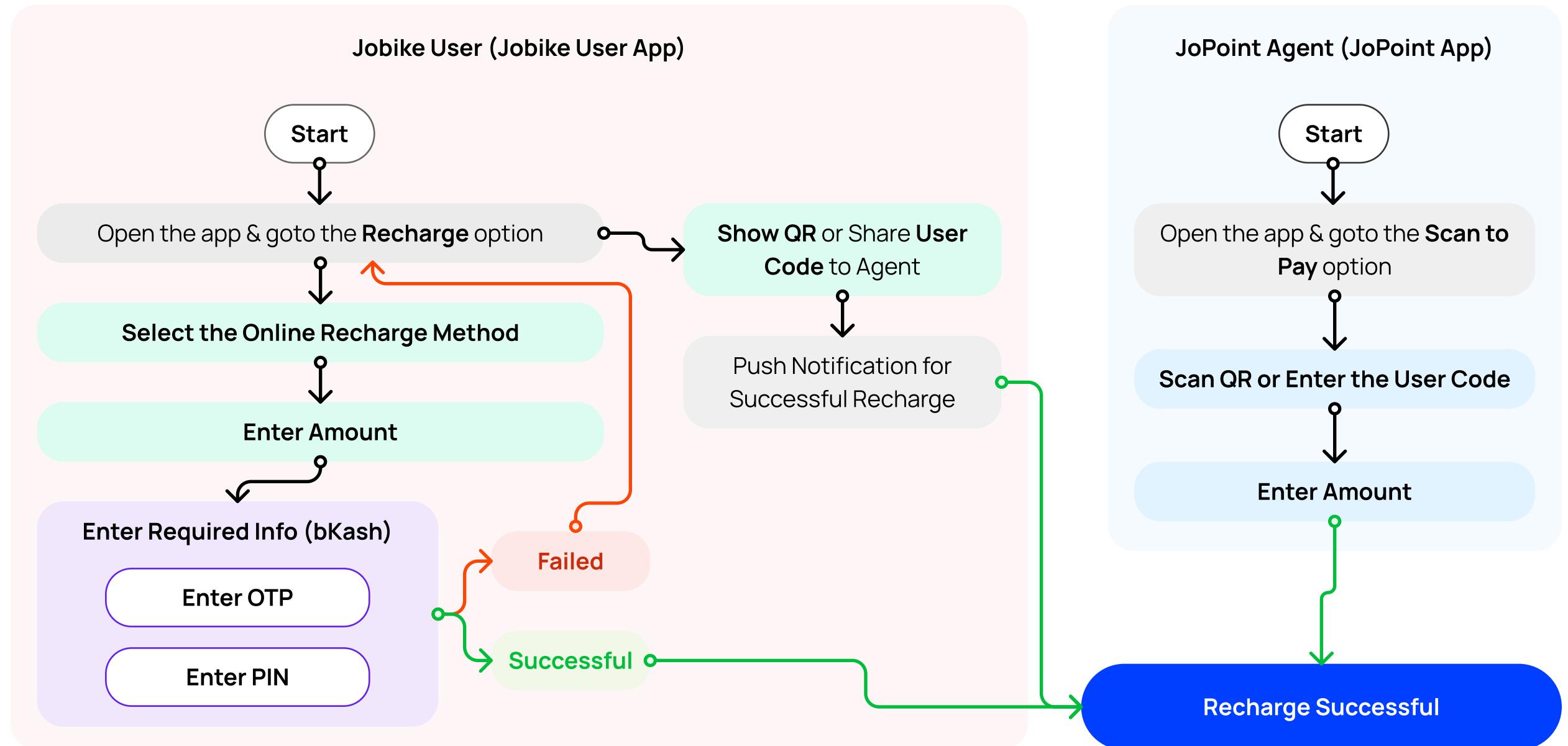
- We'll introduce the **online Jo-Credit recharge** options.
- We'll also redesign the recharge process at Jopoints.

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.

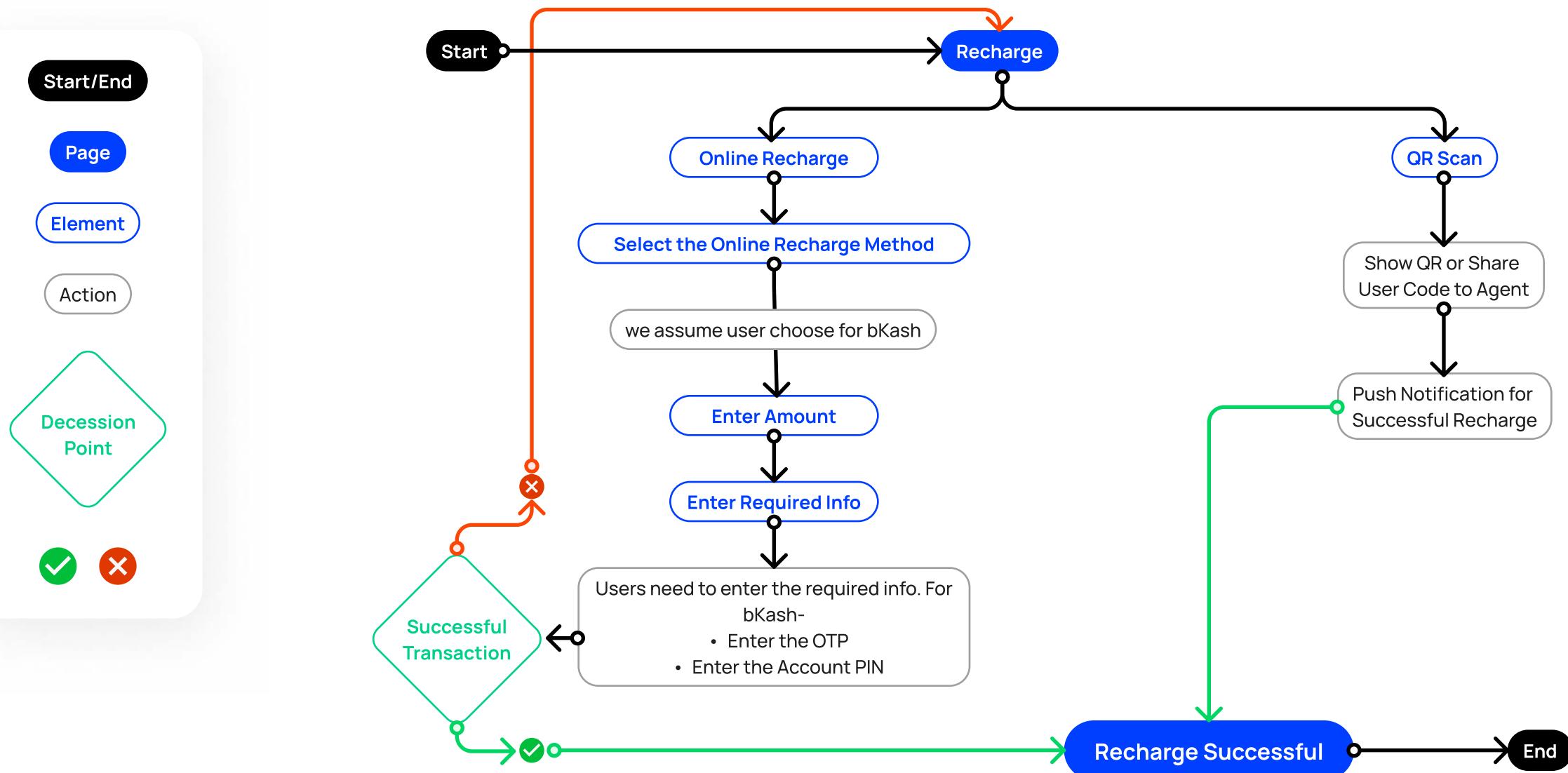
Next, I develop a flow chart of the process.



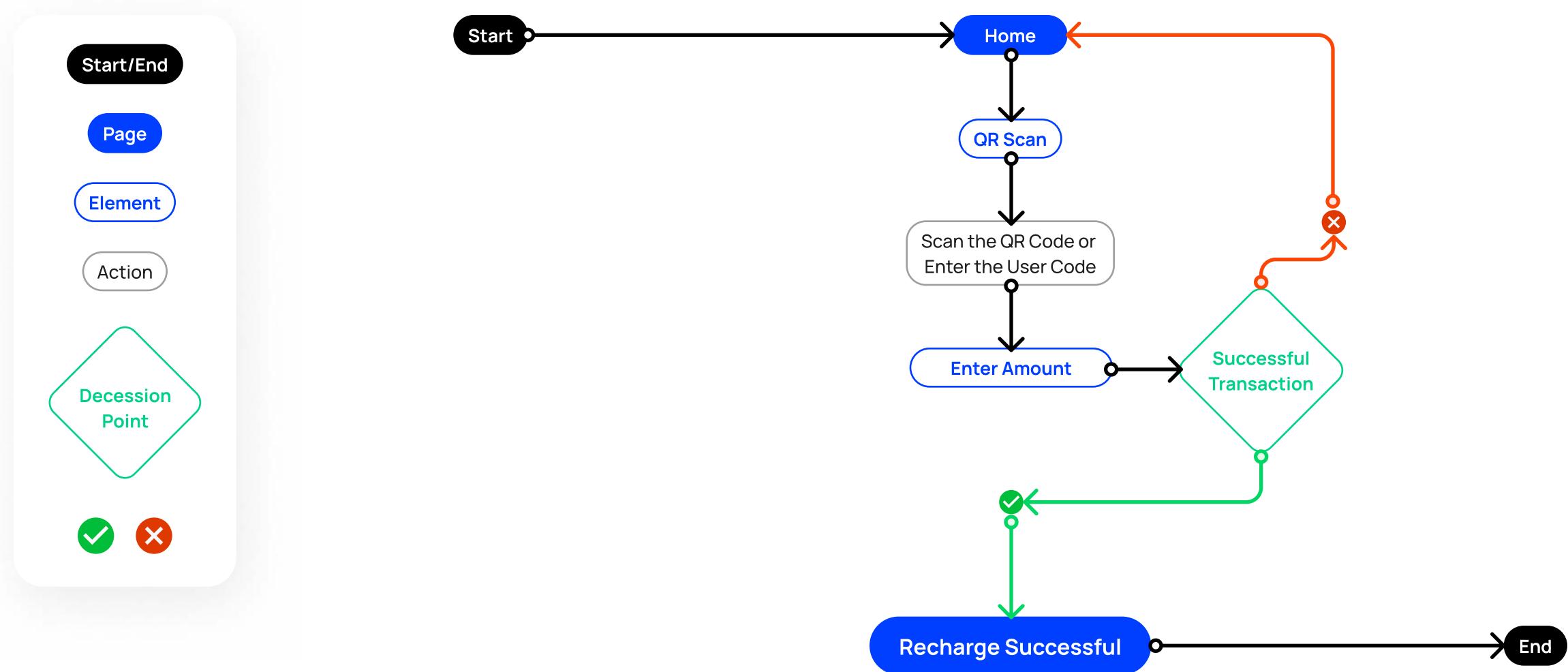
The Process



User Flow (Jobike User App)



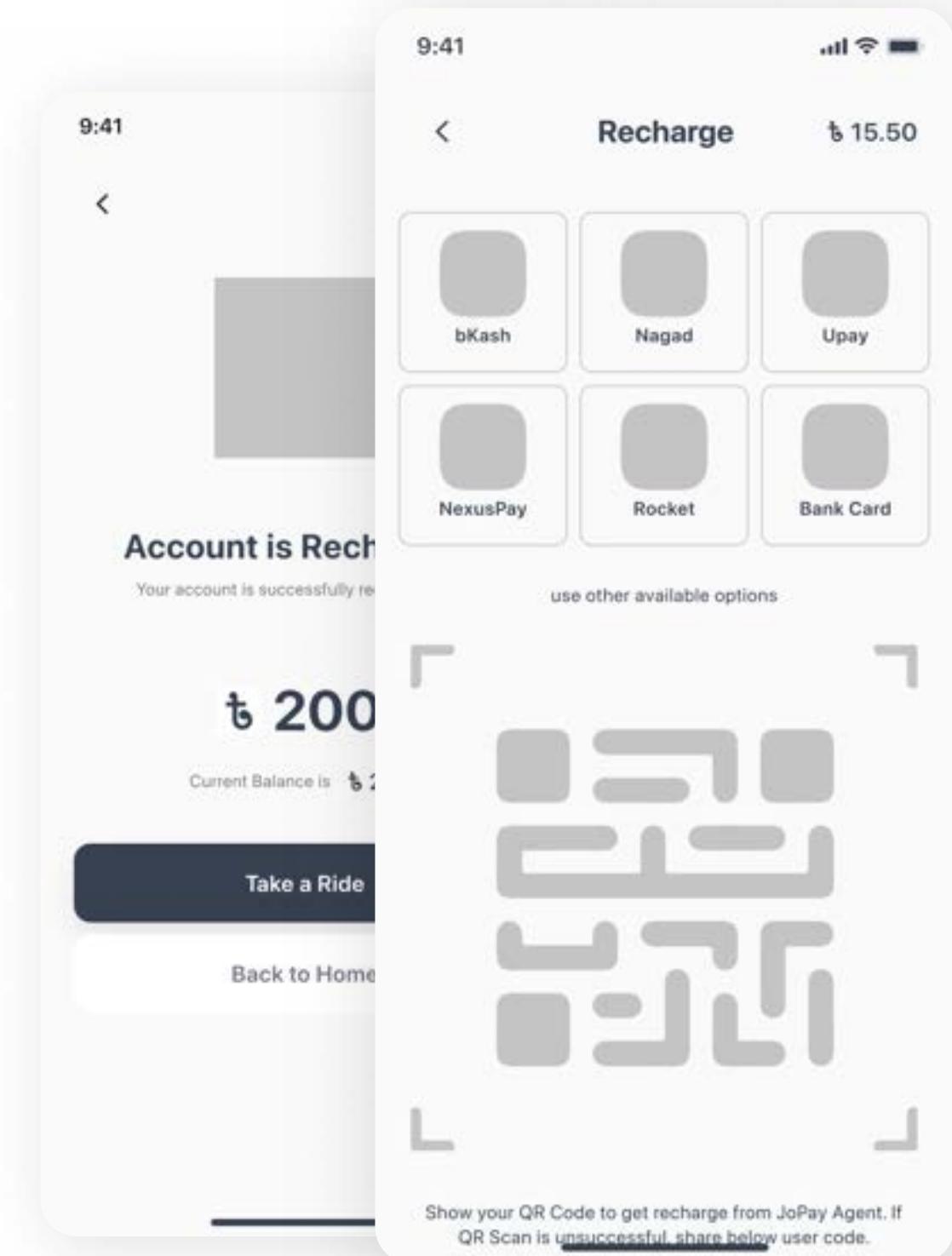
User Flow (JoPoint App)



Sketches & Wireframing

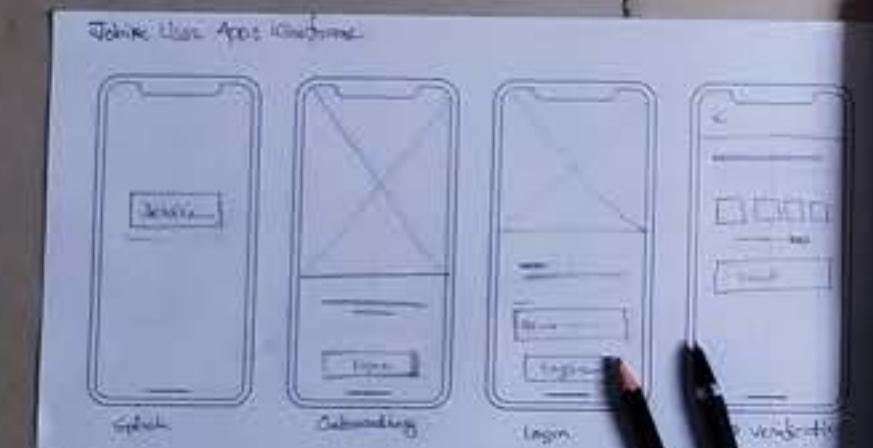
The following steps were to sketch wireframes based on the user flow maps.

- 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.

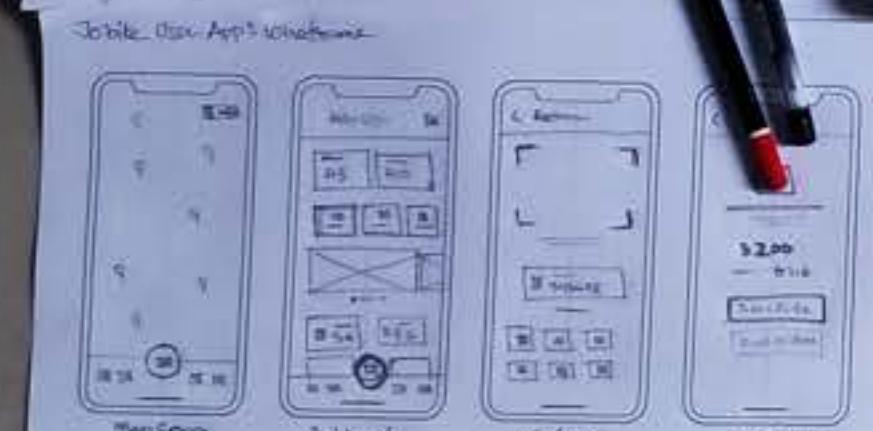




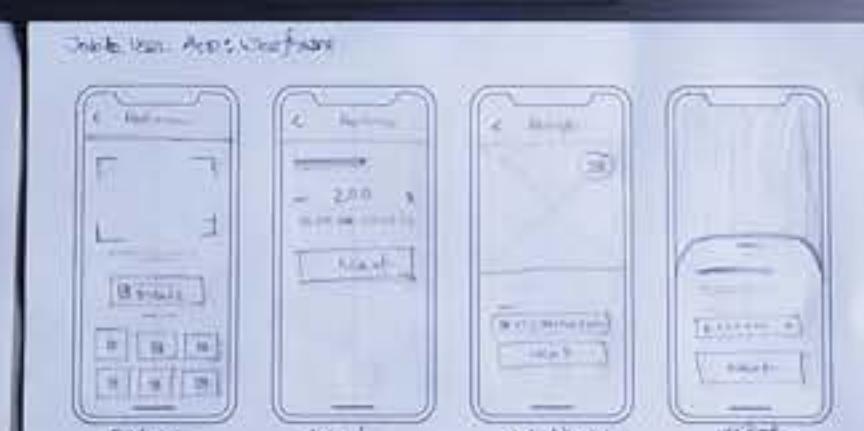
Wireframe (Jobike User App)



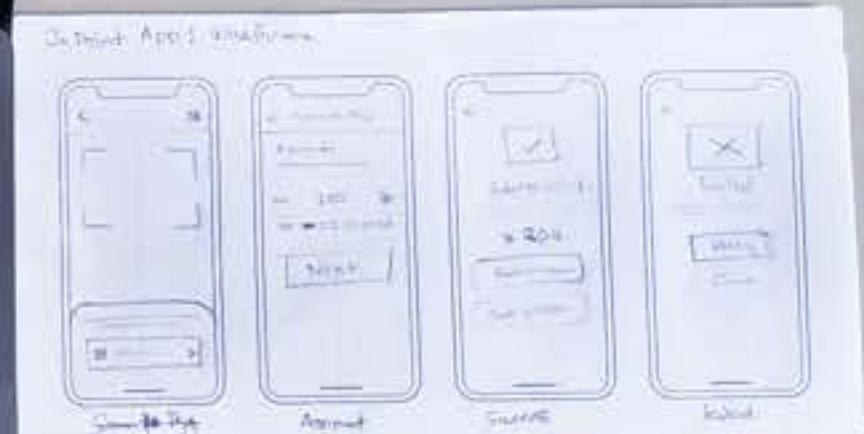
The User will open the App and see the Spin Slot and an Advert banner. It will prompt to log in. If the User has not registered, he can do so by clicking on the "Sign Up" button. Once the User logs in, he will be directed to his Home Screen. The Home Screen will display the User's recent activity, notifications, and other relevant information. The User can also access their account settings, change their password, or log out of the app.



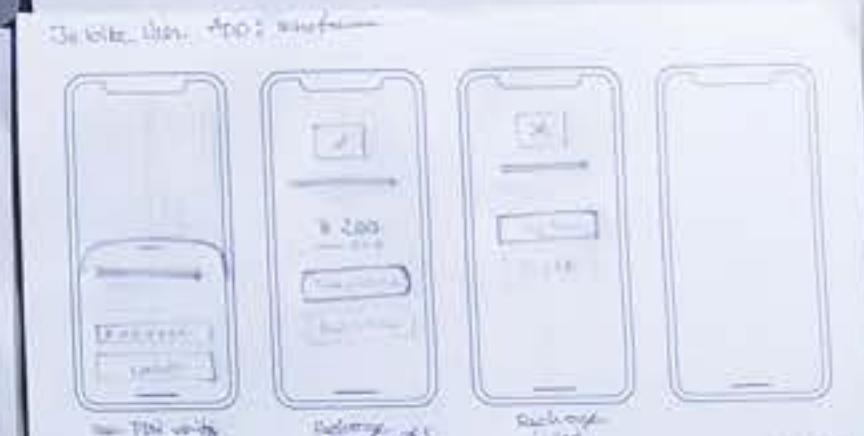
After we log the user will be asked to map page share. This will open the controller of the external Japanese version of the Service. The interface will change and trying to click to homepage page the user can also navigate to homepage page. Through home page and profile page in following one I'll explain the other code and the code at front user need to click there's link `getShare` since the URL code is given above a comment `redirection`.



Case 3 If I want to bring my account by online I have to select the "Log in" mode first I selected which it will prompt me to enter the relevant account "Name" & will prompt with my "Account No." Number. After that a confirmation code will be sent to my account "Phone Number" and I have to enter it to verify myself that things will be done in Myself's behalf. (See attached image)



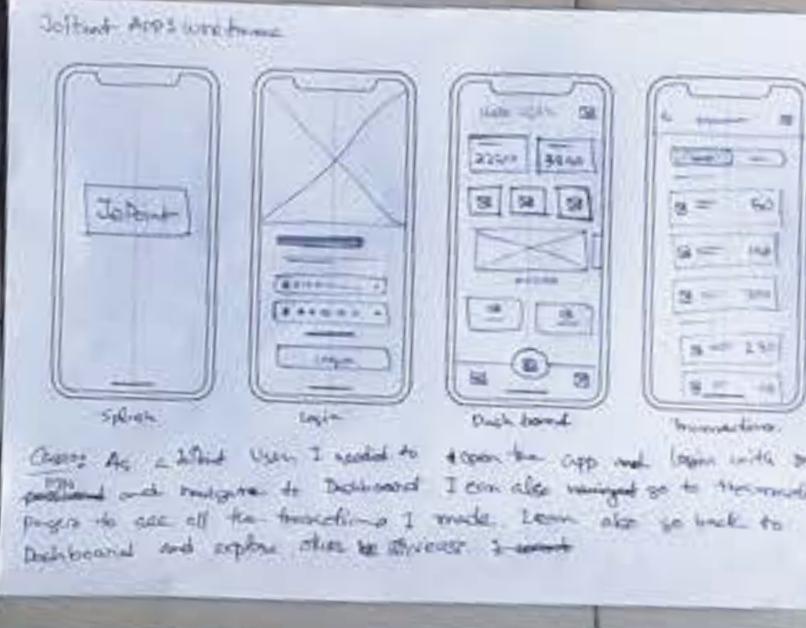
After this, I beg an hour to play basketball and run to the
gymnasium. It costs the boys 10 cents to get in.
It costs me to leave the gymnasium. I don't like to do it.
I will let the other boys go
in their gymnasium after school. I will not go back to mine. I account this to
the fact that I am not interested in basketball. I am not interested in basketball
anymore. I will not go back to my gymnasium after school. I will not go back to my gymnasium after school.



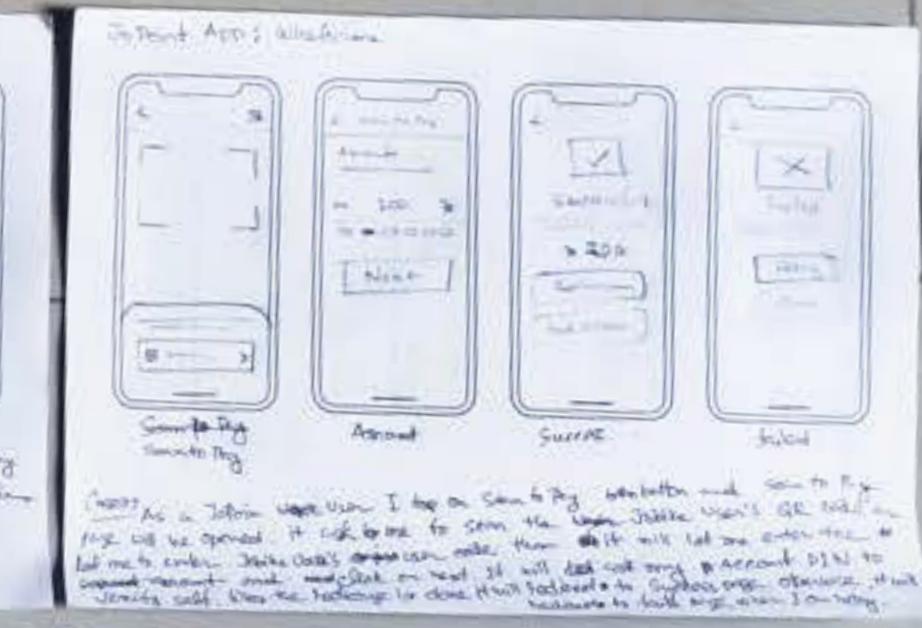
Case After a successful CTP verification, what have to do is then load all PEs in ready-to-use format done by load -mpe by PE transition. This step will add effort to mount additional mounting bay for expansion board and will require additional budget price. Don't forget to take care of safety.



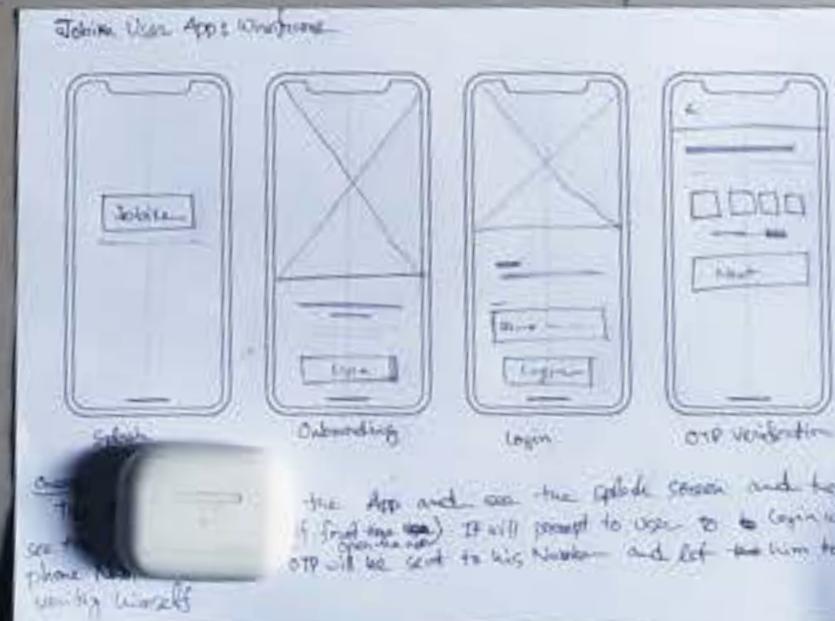
Wireframe (JoPoint App)



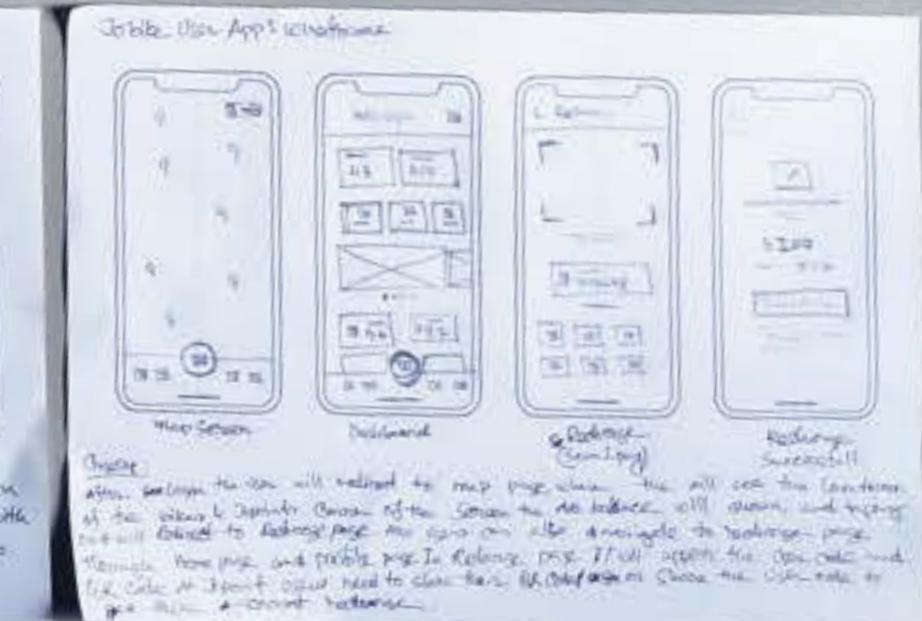
Case 4: As a Guest User, I needed to open the app and login with password and navigate to Dashboard. I can also navigate to the Profile page to see all the transactions I made. I can also go back to Dashboard and explore other Guest User features.



As a Tolson would like I hope on Seven to Pig Mountain and Seven to Pig
page will be opened. It's difficult to stem the wagon traffic over the GR road.
Let me enter. Jessie Doty's organization makes them difficult to let me enter the
country because she has her head full with her work among the Negroes. She
wants to have the highway for done. Much good work is being done there. Otherwise, there
would be difficulties in getting through.



the App and see the Update screen and he
will prompt to user to login
OTP will be sent to his Number and let him to



Project Planning Schedule
After completing the course will be required to map page where the user will see the boundaries of the cities & capitals. Create a new Screen to do likewise. Will return and merge it with the existing page. May also consider changing the requirement page to a more detailed page. Page 102 and 103 will be merged. Page 102 will contain the city code and flag. Page 103 will contain the city name and its location. The cities & capital could need to change their locations. Since the cities have to be close to their current location.

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

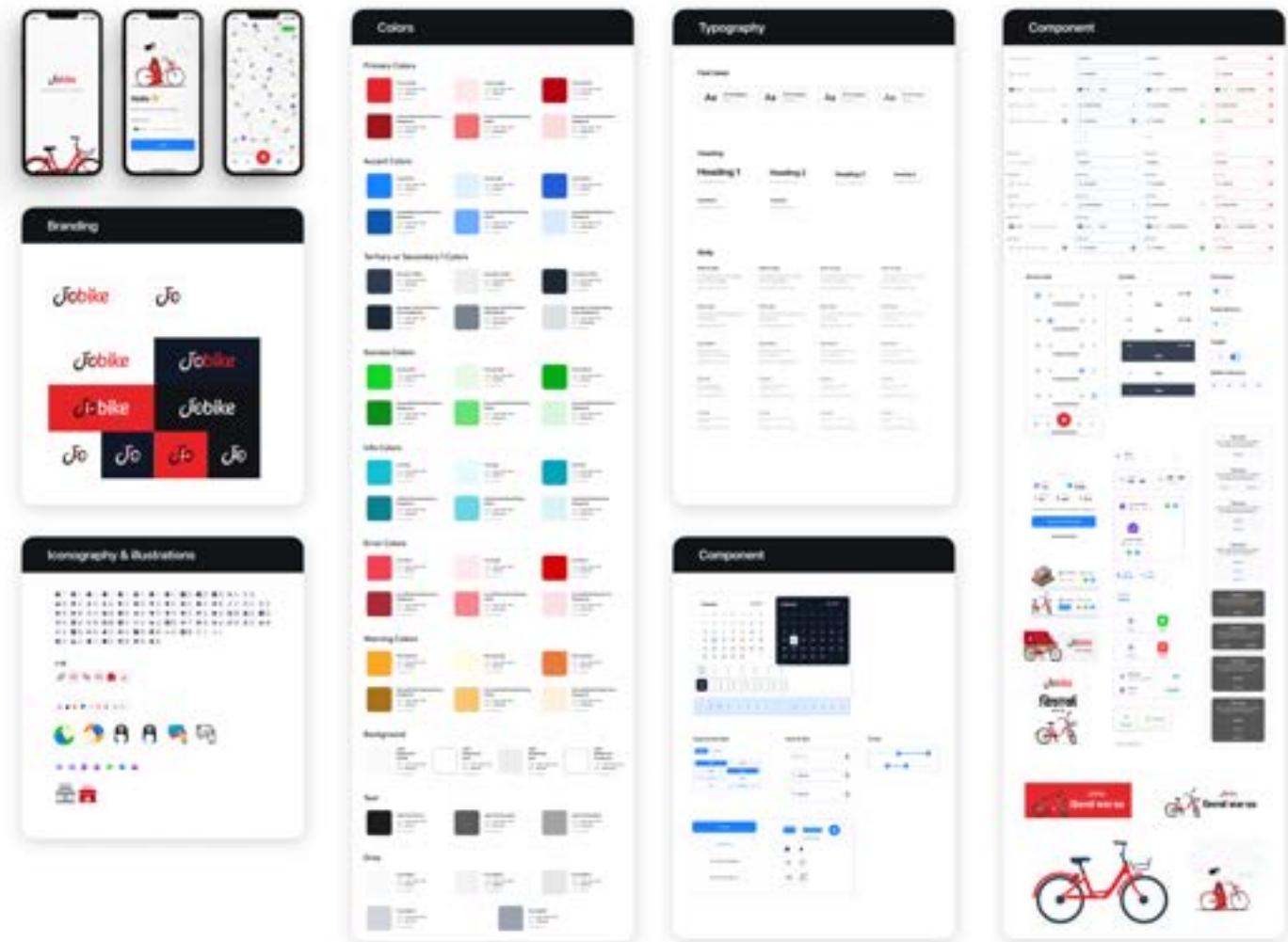
Jobike User App

JoPoint App

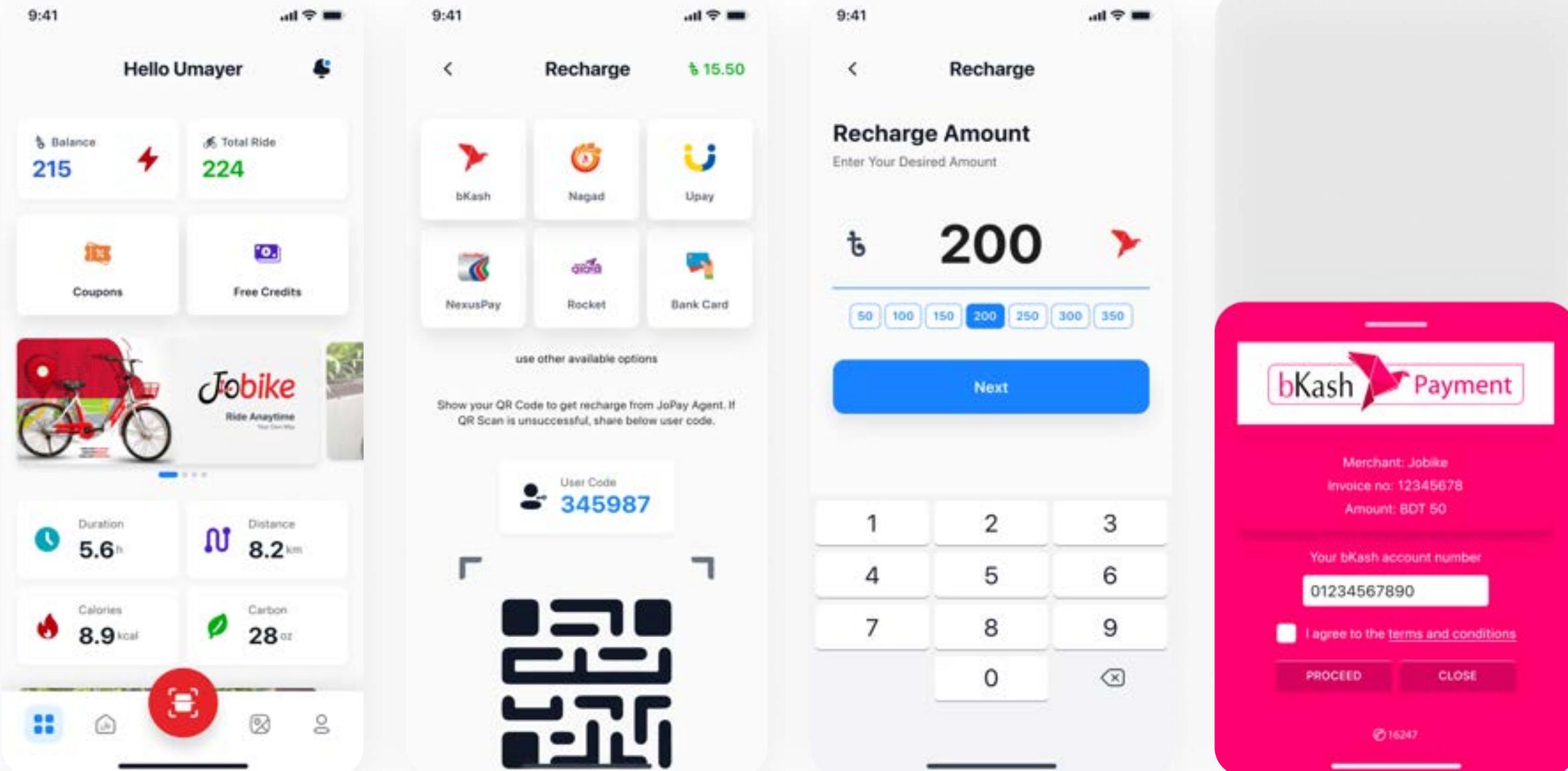
UI Design

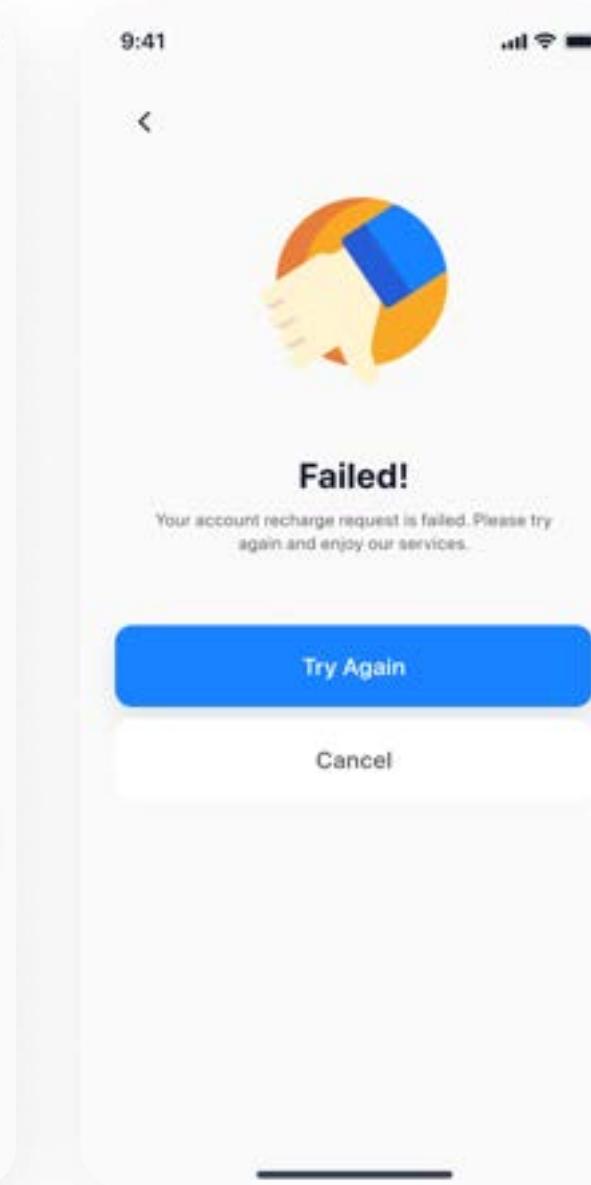
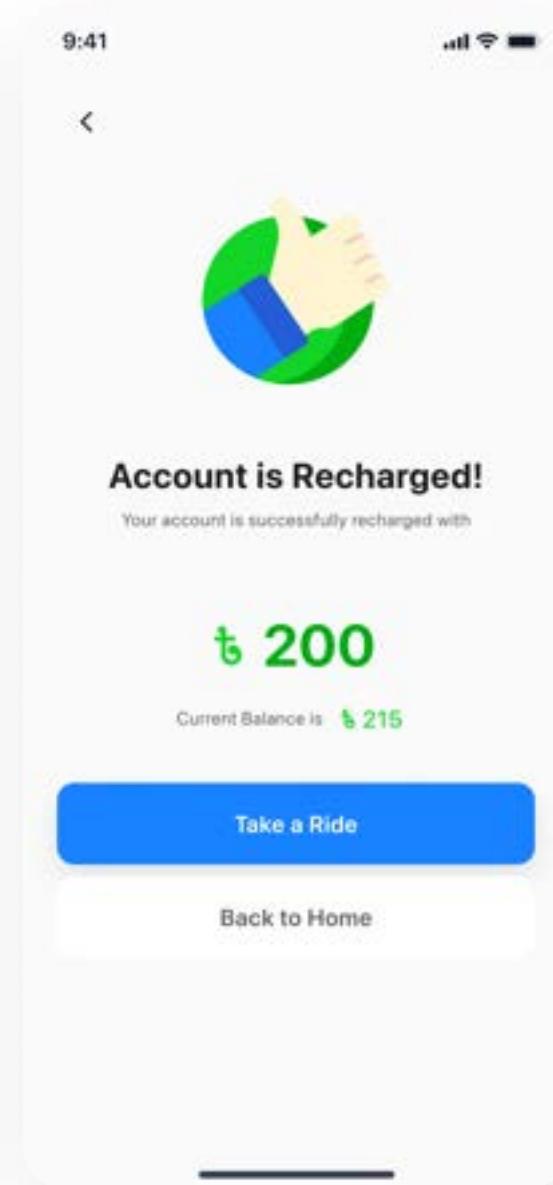
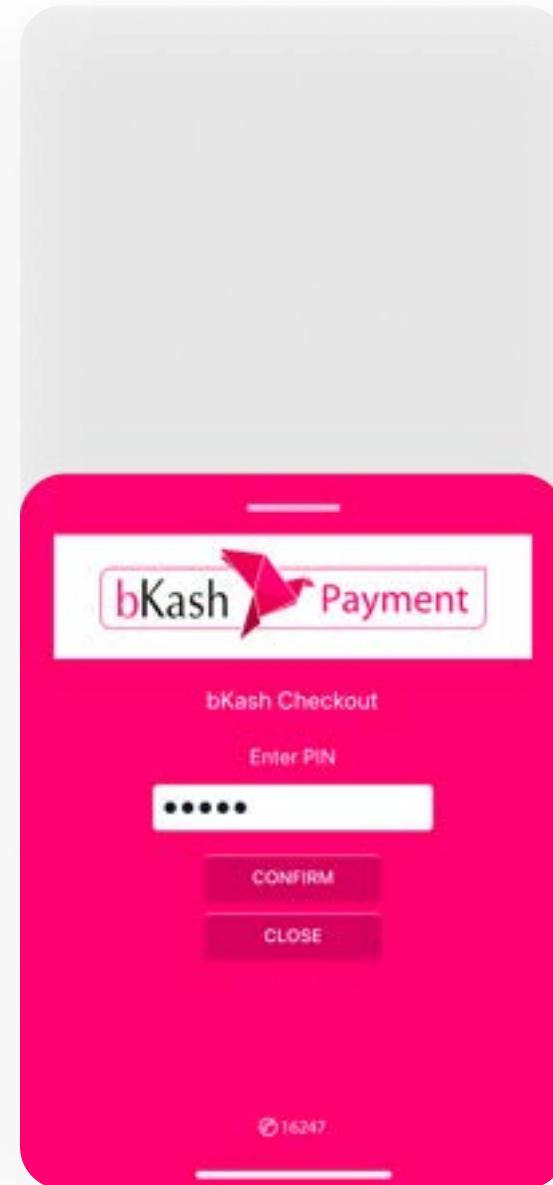
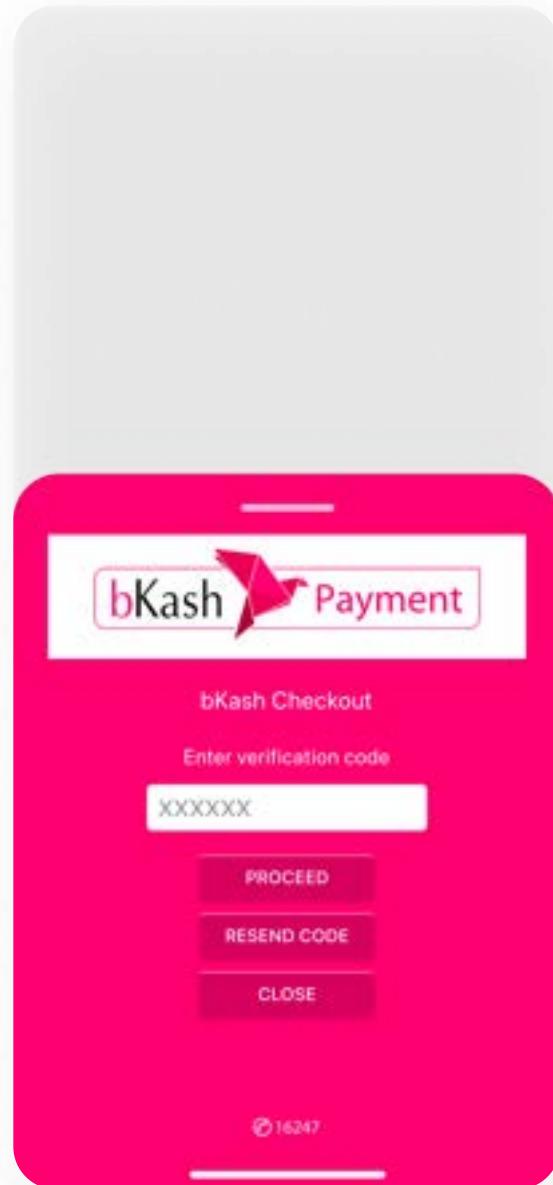
Before starting the UI design process, I always built a highly customizable design system to create a design language. It helps us a lot in creating user-friendly, accessible, high-fidelity designs.

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

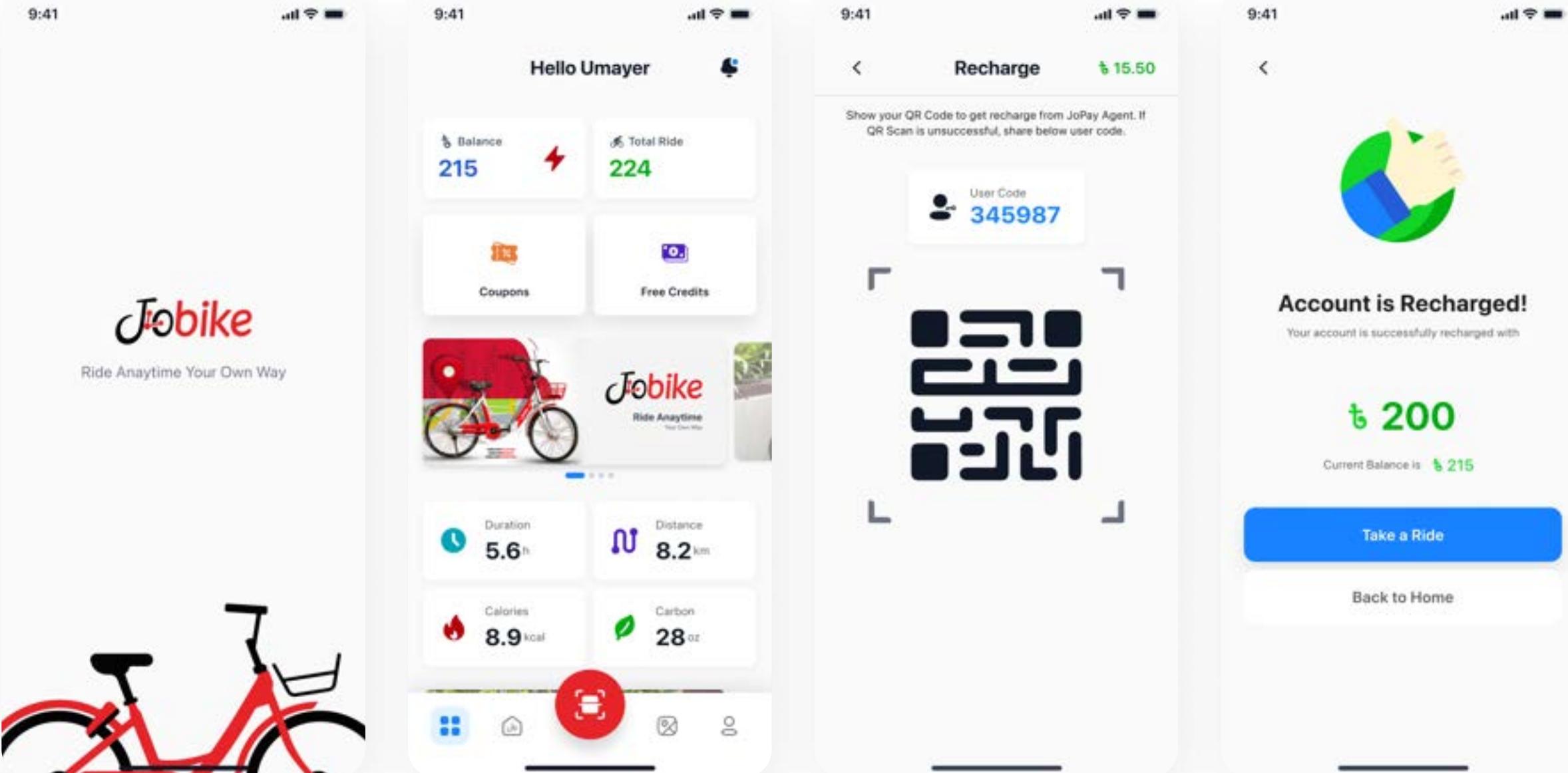


Jobike User App (Online Recharge)

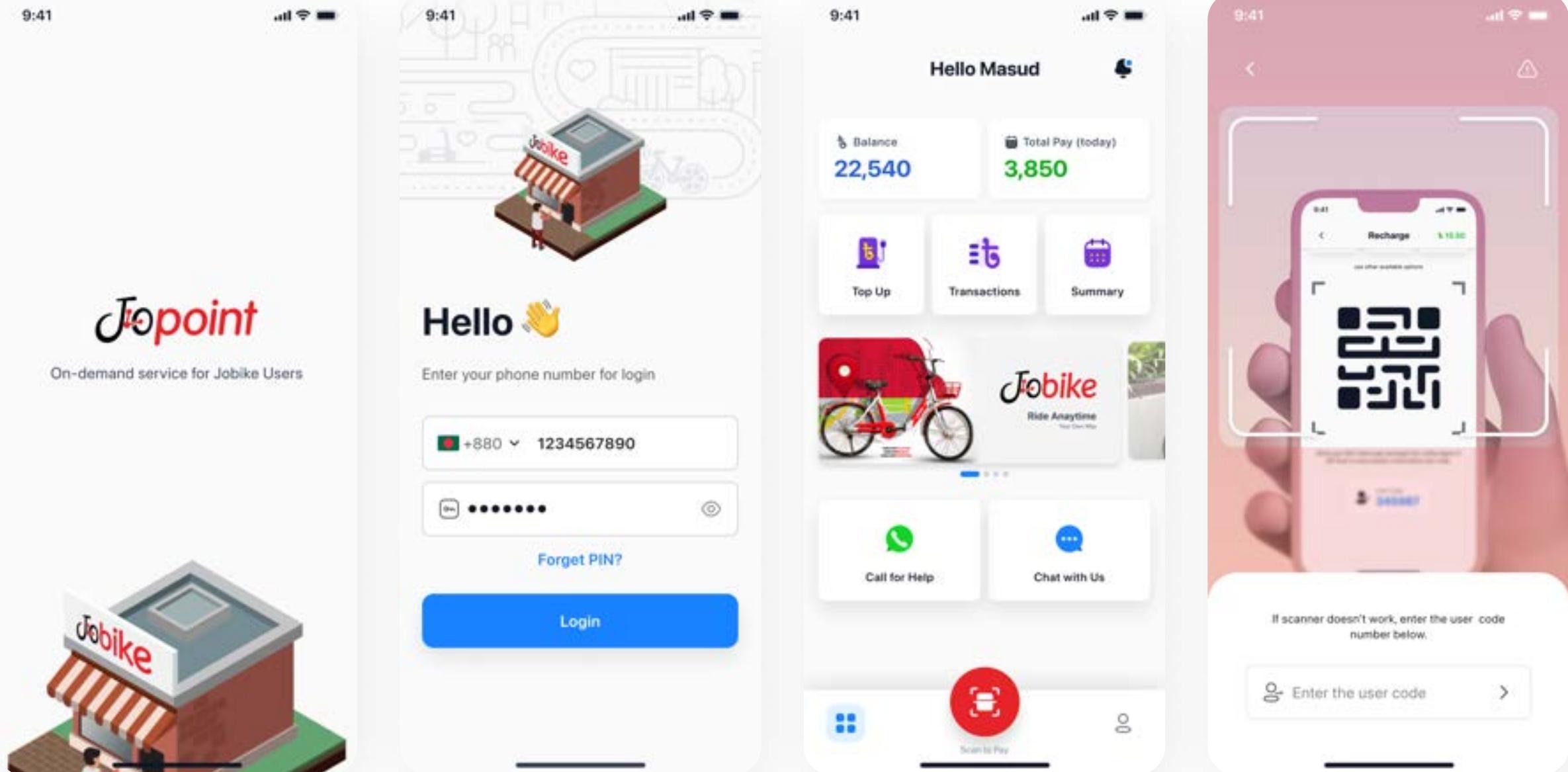




Jobike User App (Scan to Pay)



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

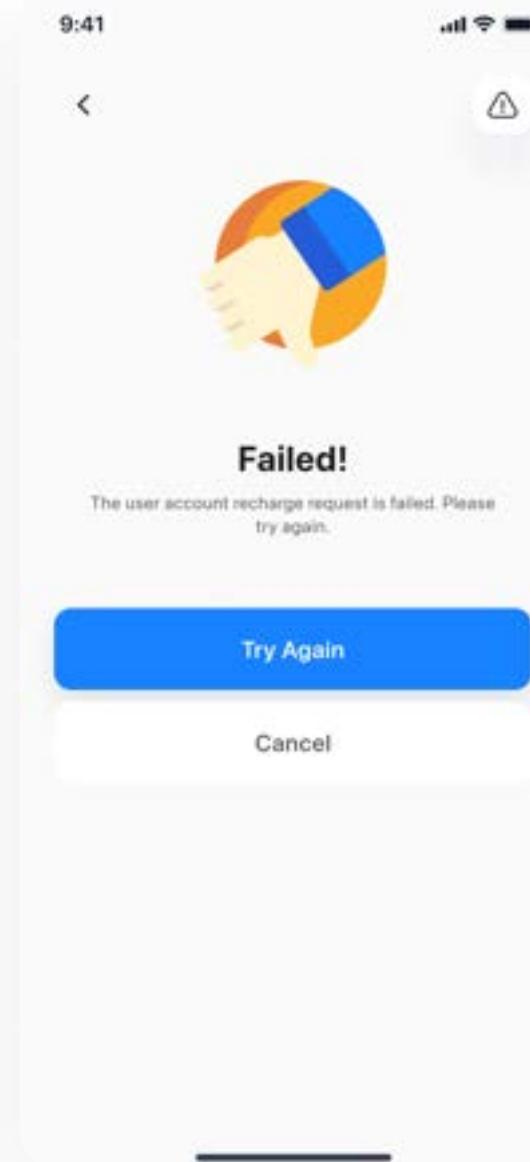
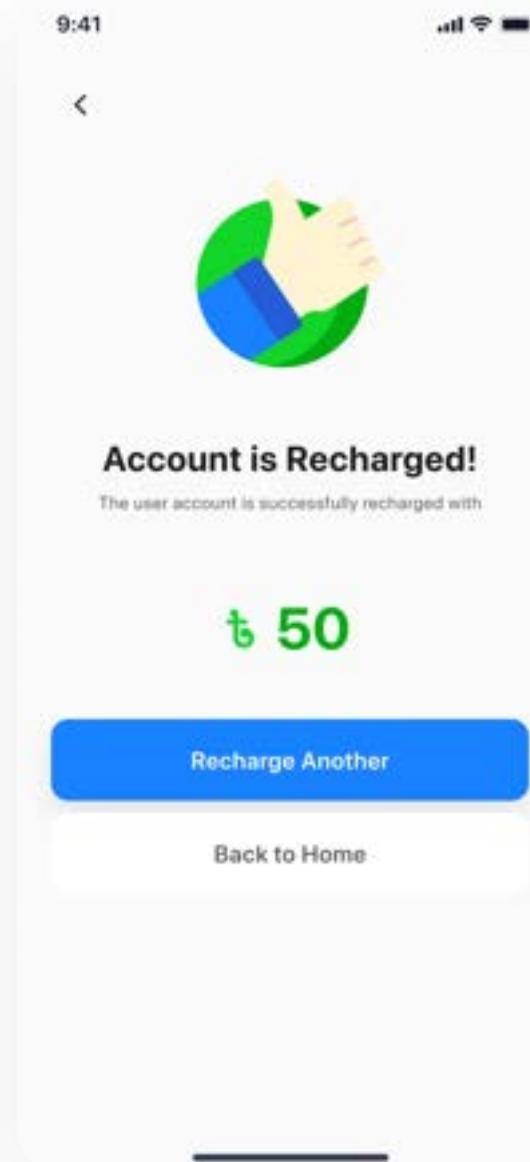
Verify

Enter your account PIN

•••••

Next

1	2	3
4	5	6
7	8	9
0	⌫	



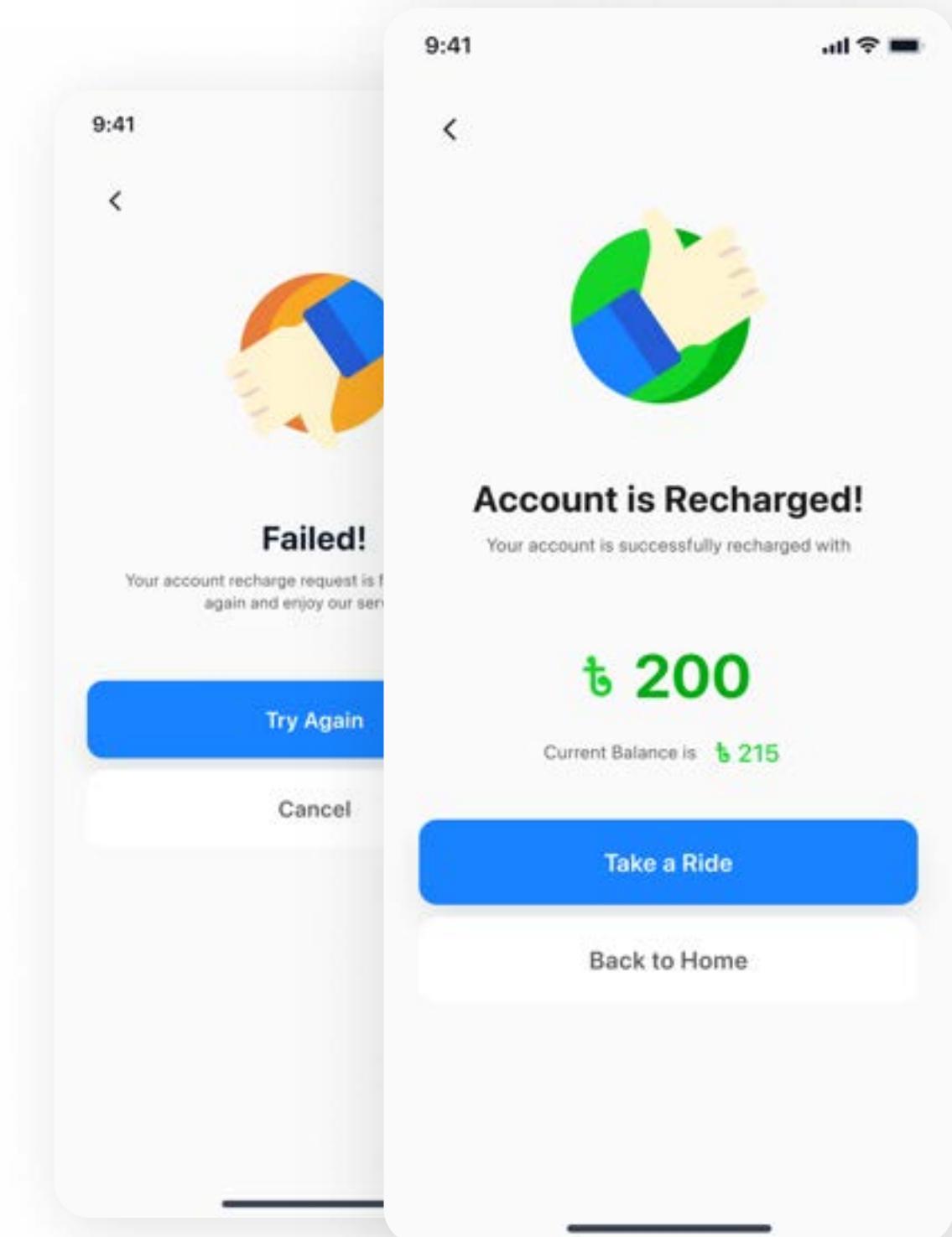
Usability Testing

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.

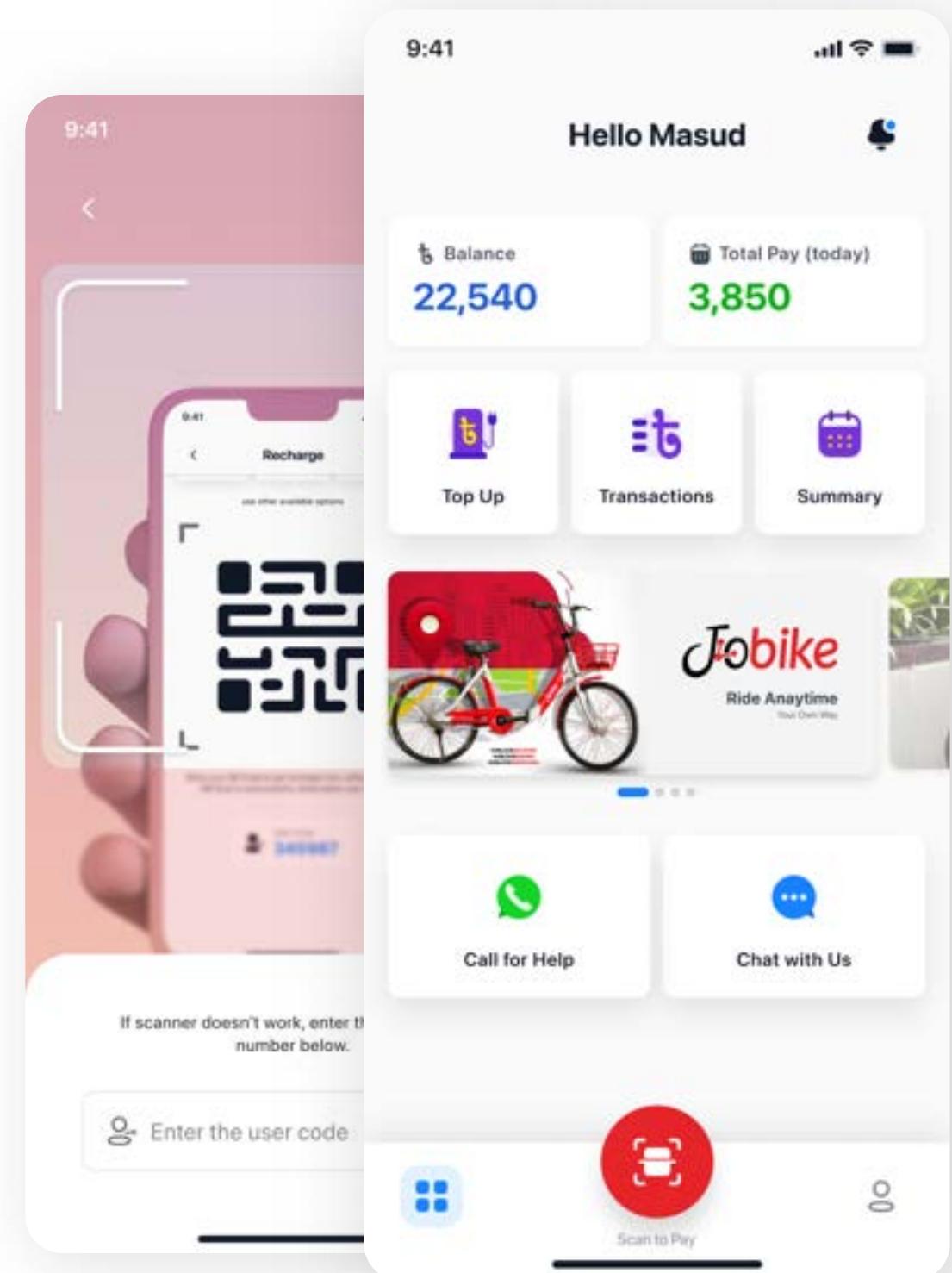
Due to the NDA issue, I've only shared the information authorized by the Jobike authority.



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.

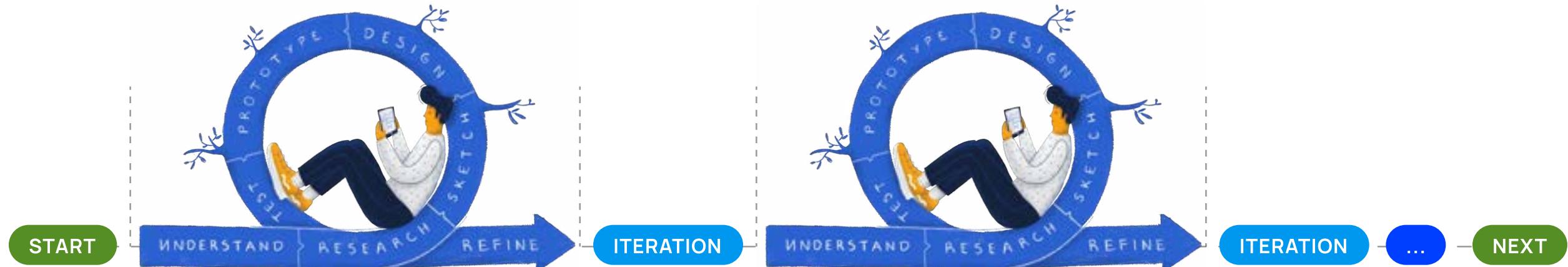


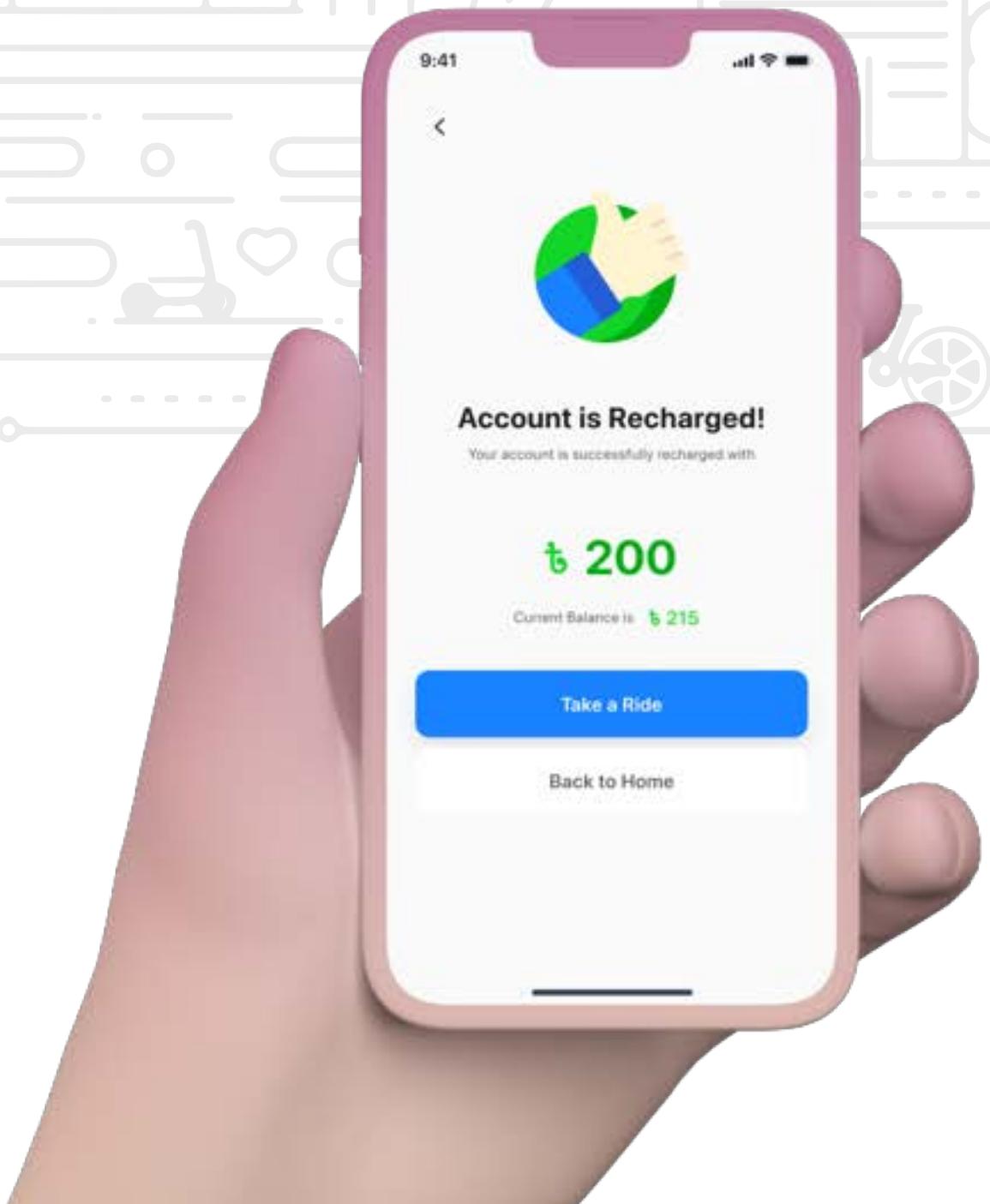
Results & Future Iteration

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
TL KYS 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

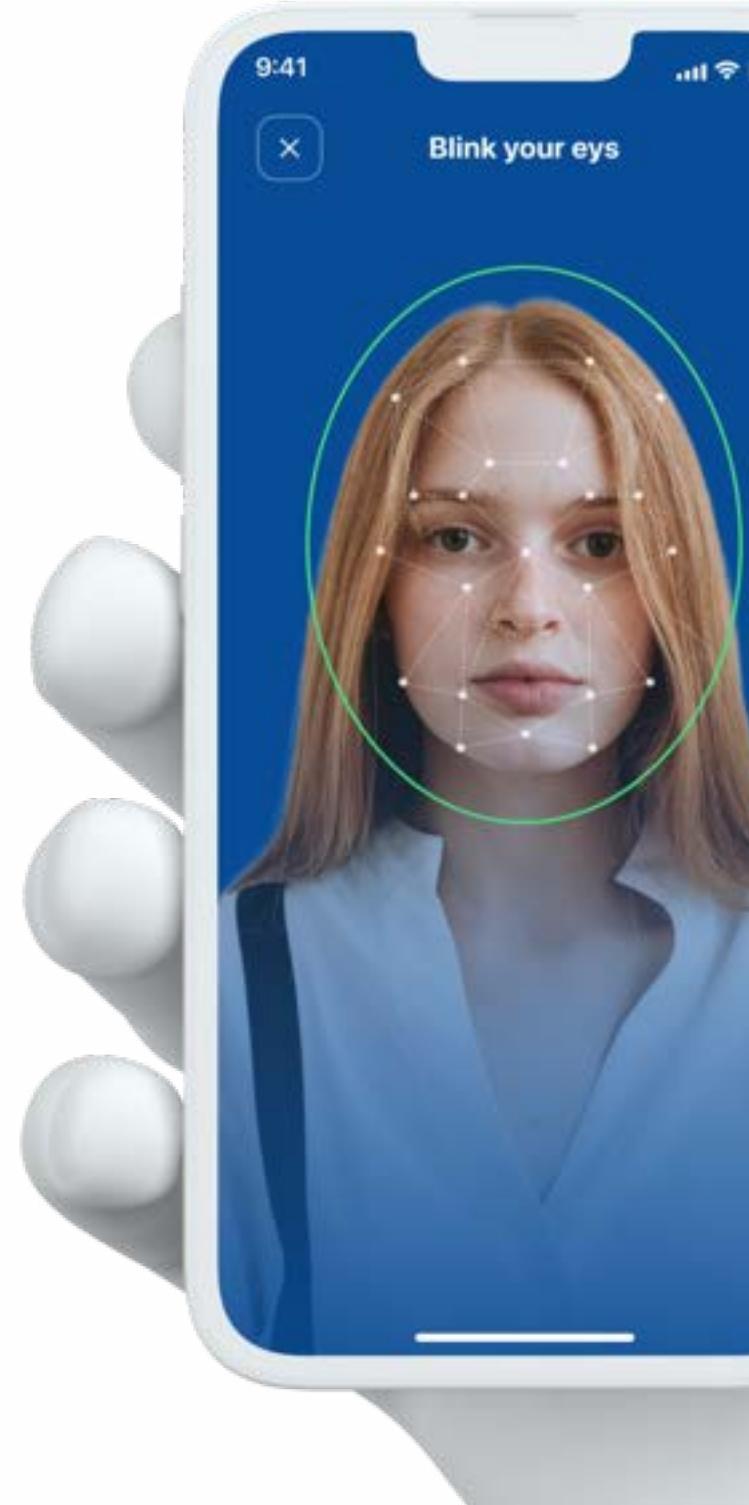
Truck Lagbe was facing operational difficulties verifying their delivery partners (truck owners, truck drivers, collaborators, transport agencies). Also, the trip Completion Rate (CR) is getting more challenging to control and the fraudulent cases are restricting our growth.

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%.



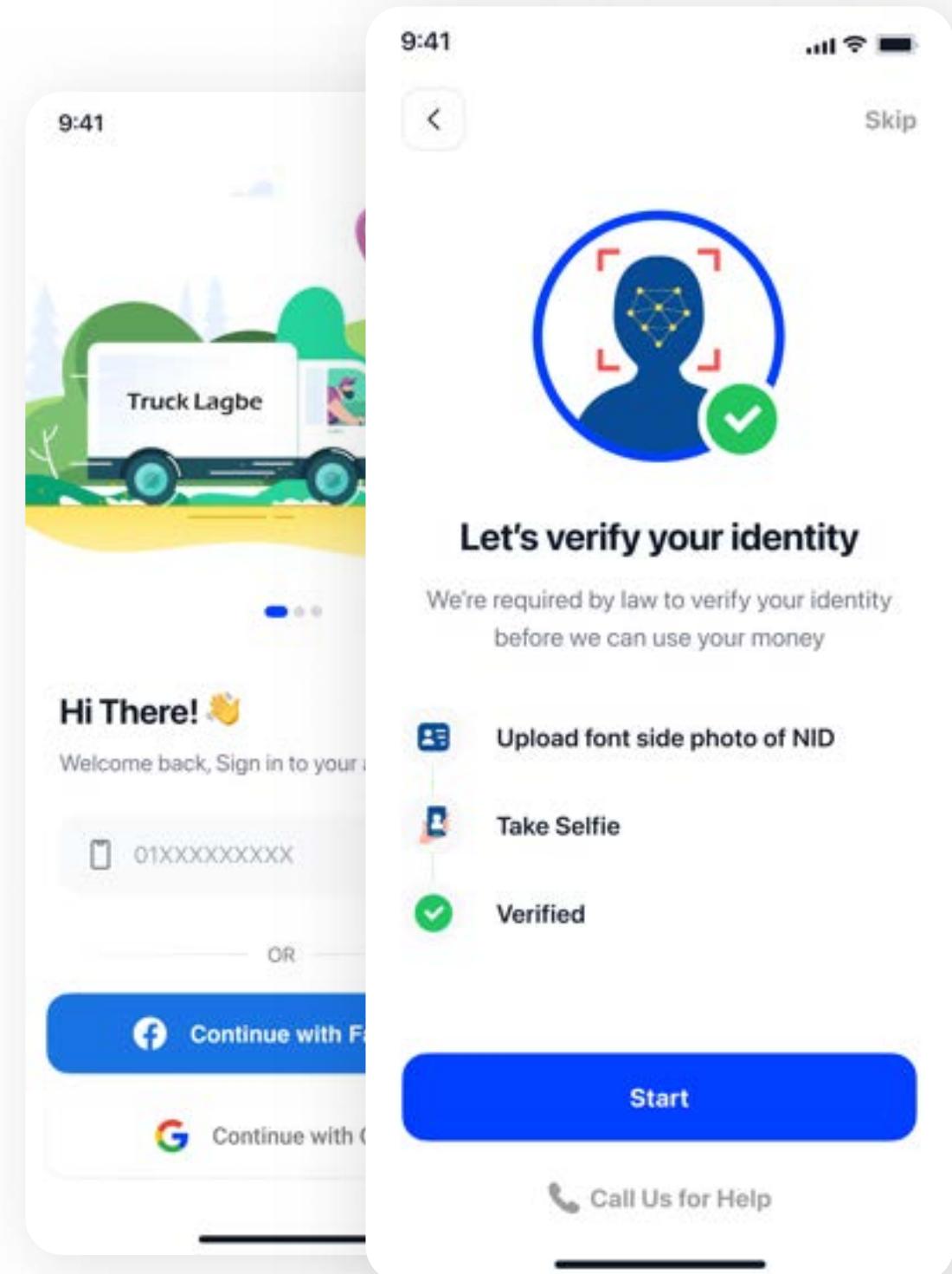


Design Challenge

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.



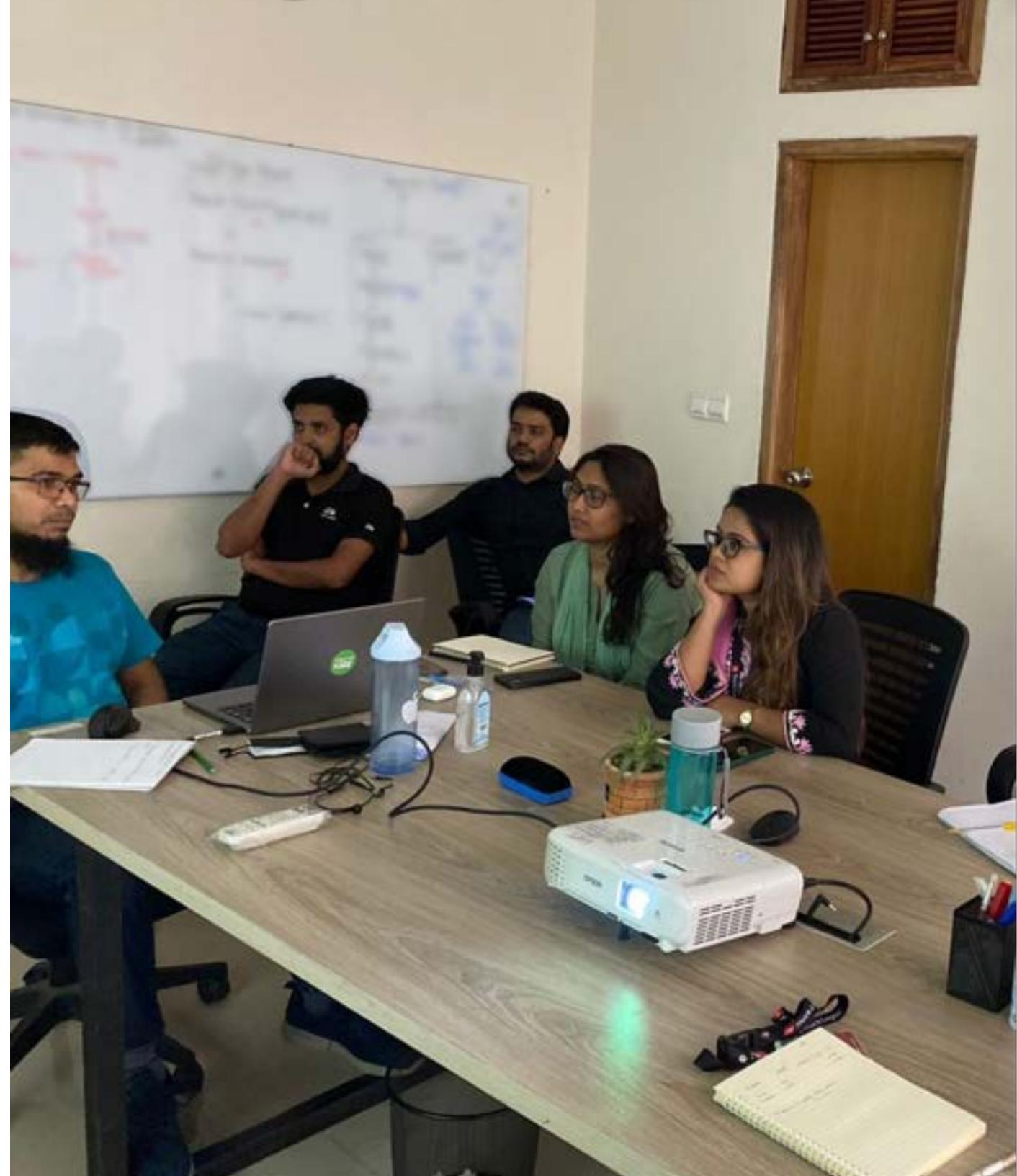
The Discovery

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).

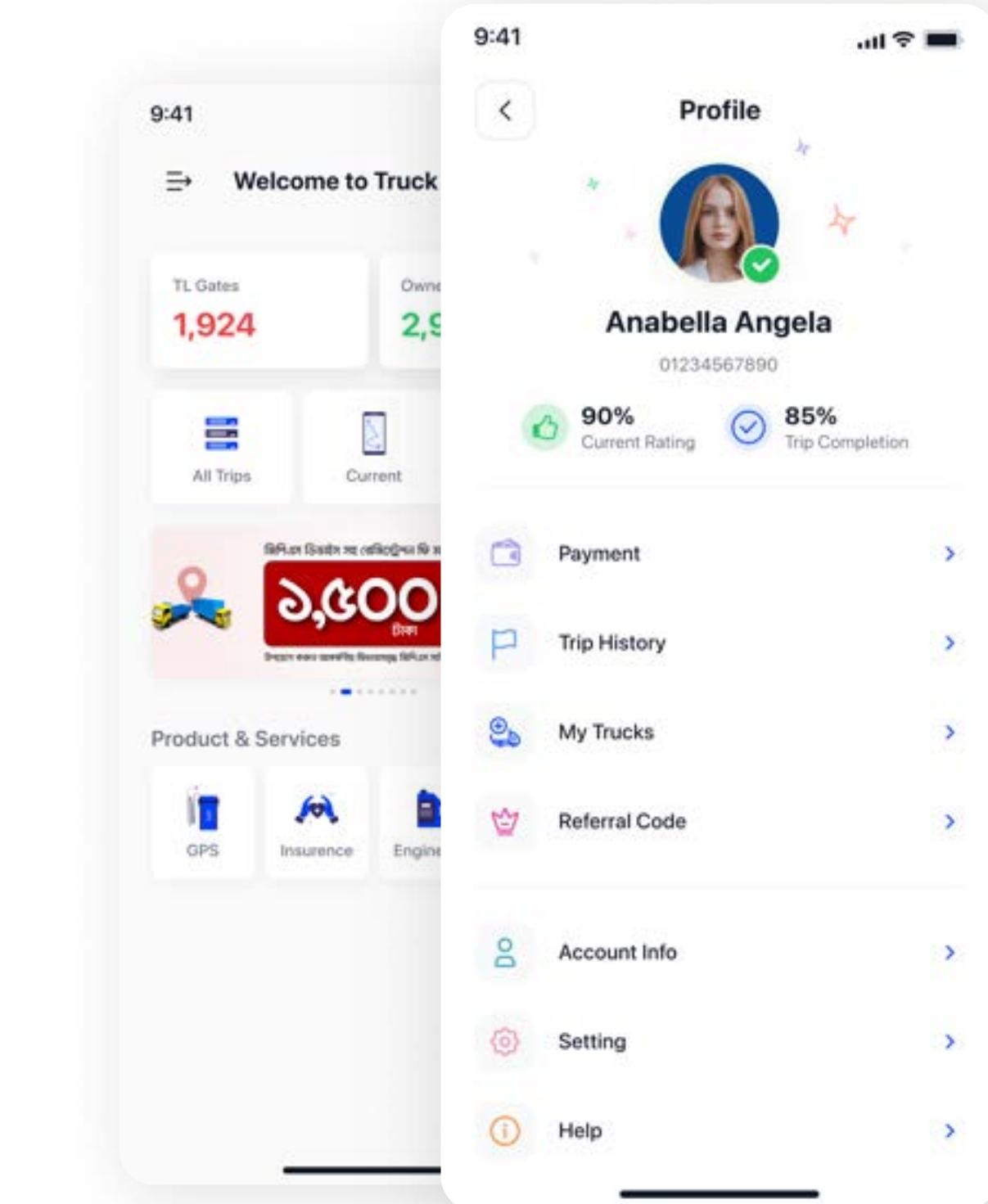


Approach

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.

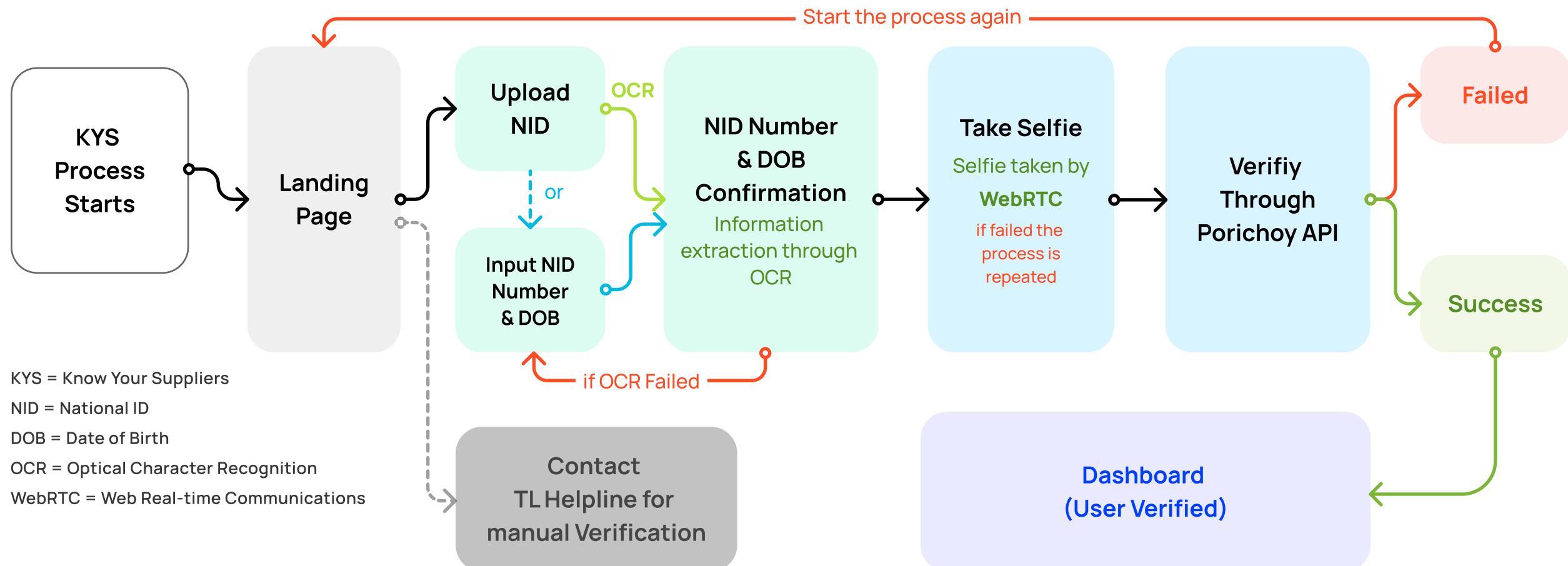
So, Truck Lagbe introduced KYS (Know Your Suppliers) programme. In this programme, Truck Lagbe will comply with its supply partners.

- 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.



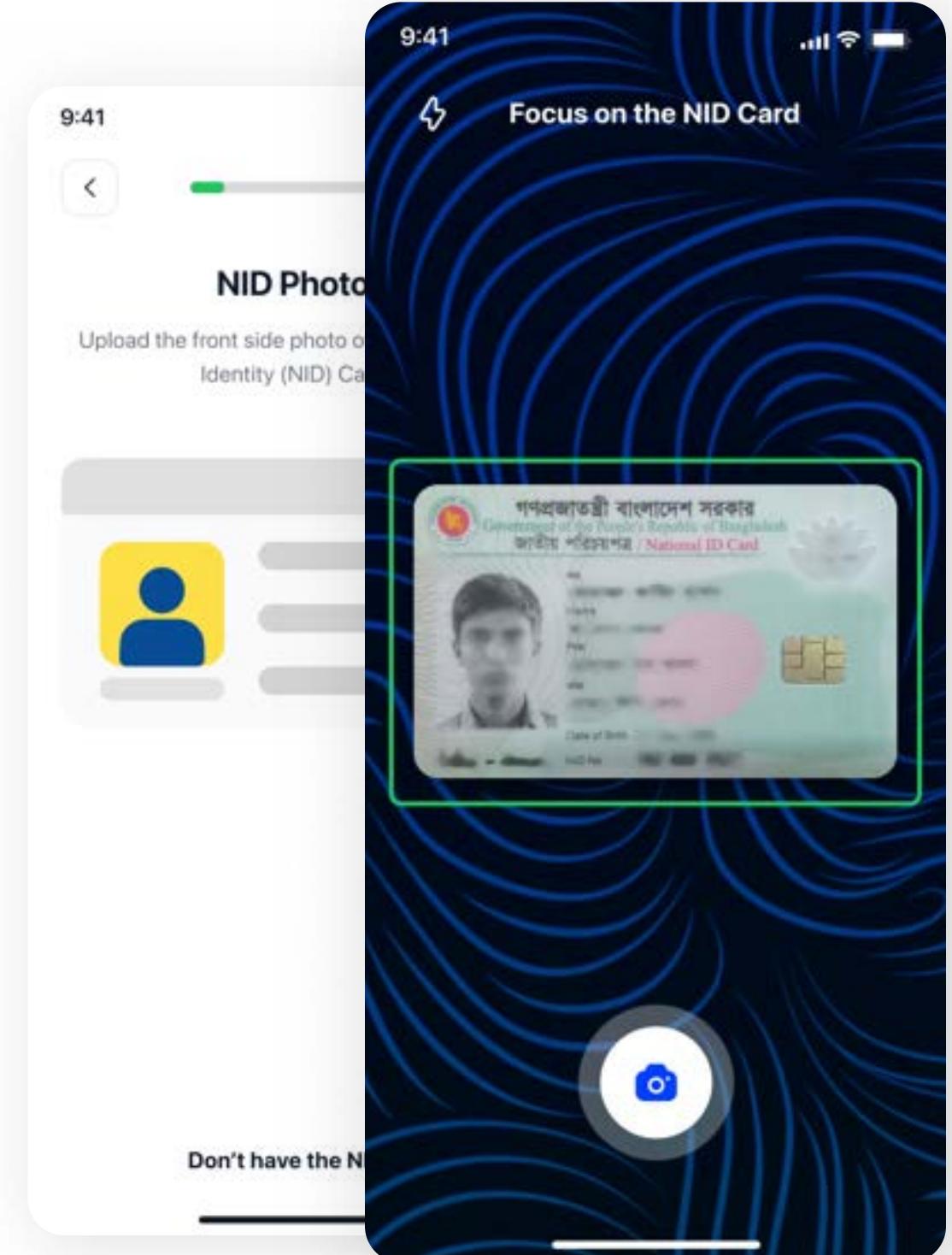
The KYS Process

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



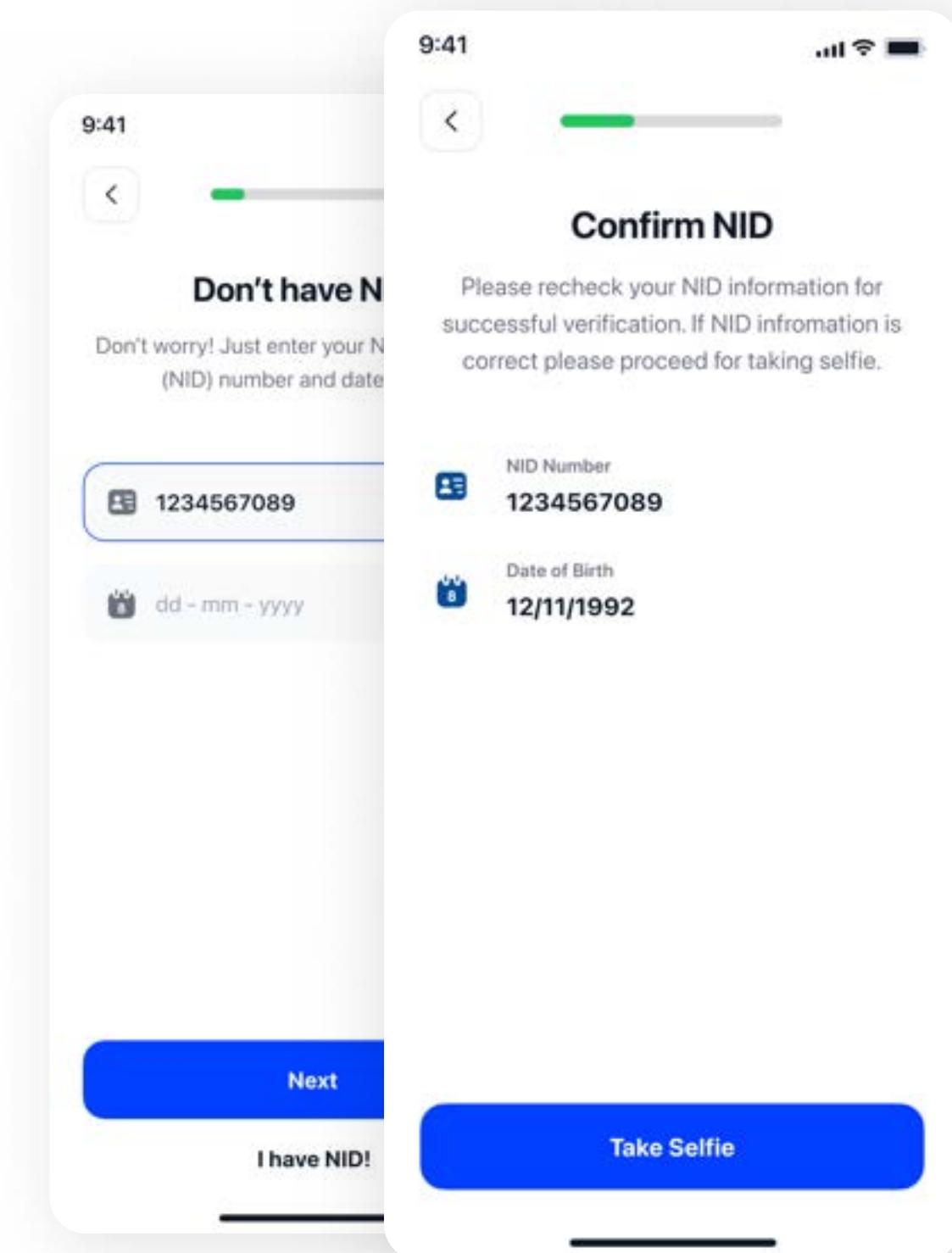
Method 1: National ID Scan

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.



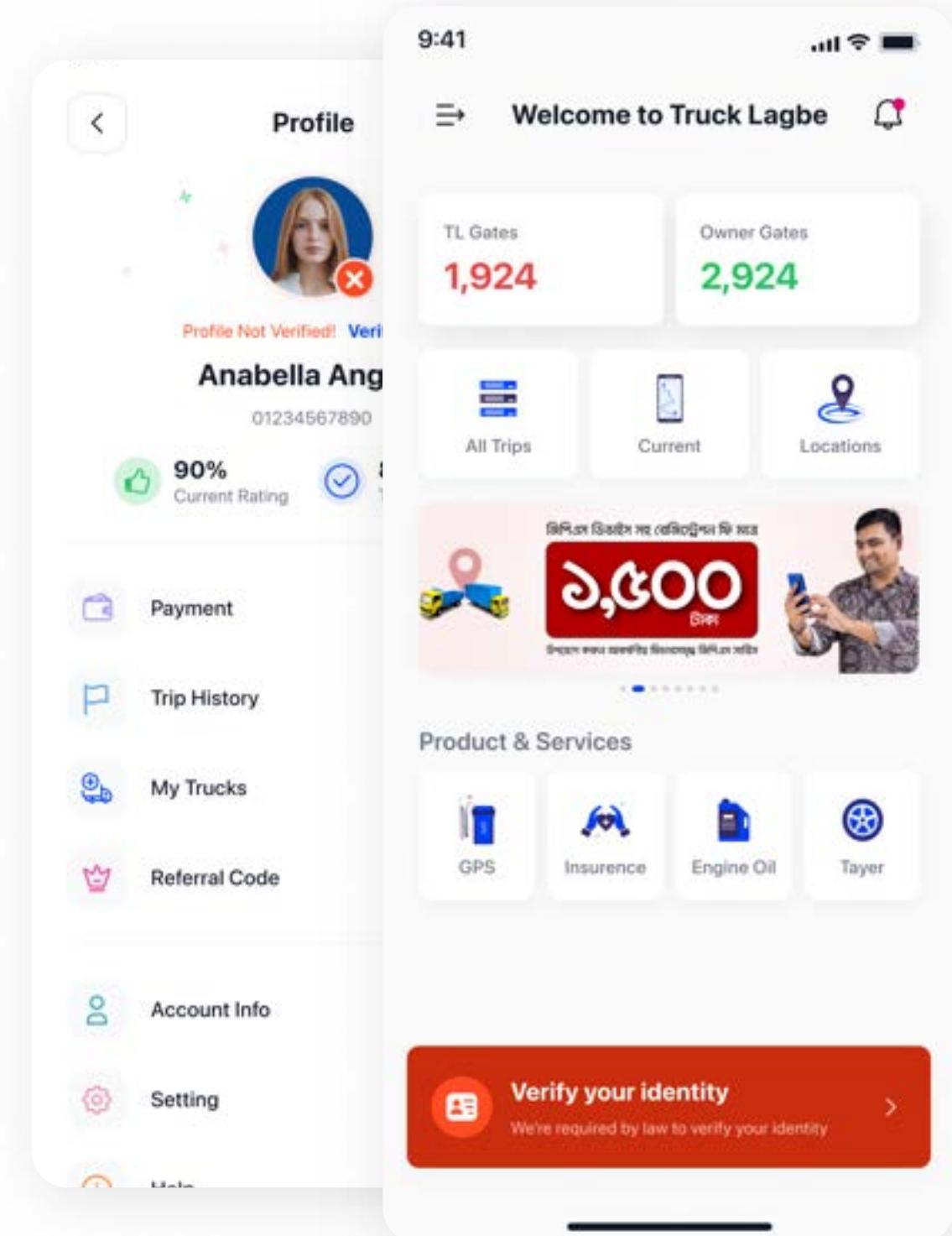
Method 2: Manual Entry

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

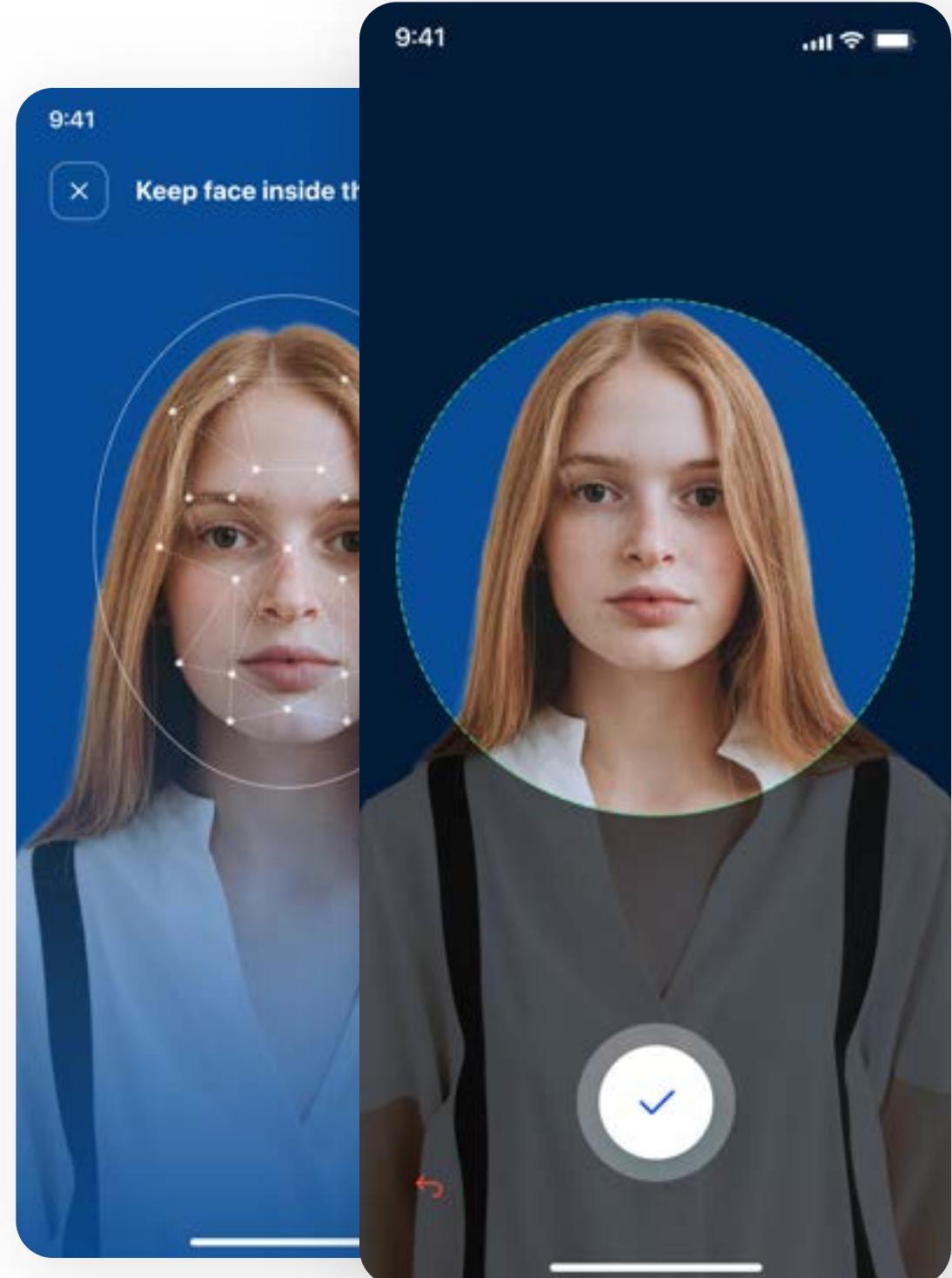
If the users don't have NID or access to the internet, they can visit TL Points to verify them manually. They can also call our TL Helpline to personalise help.



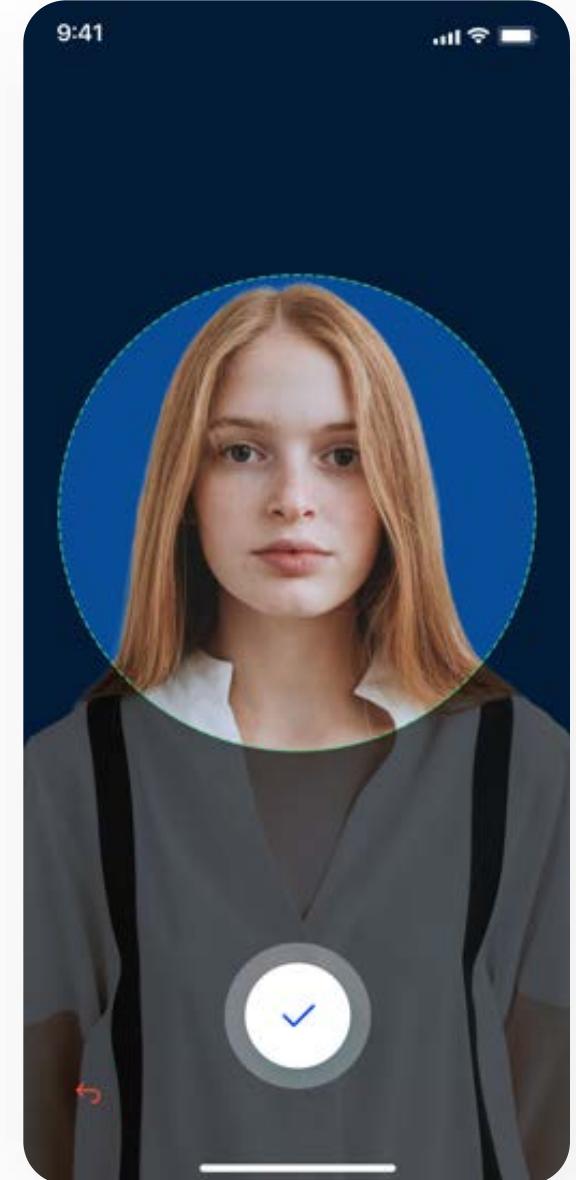
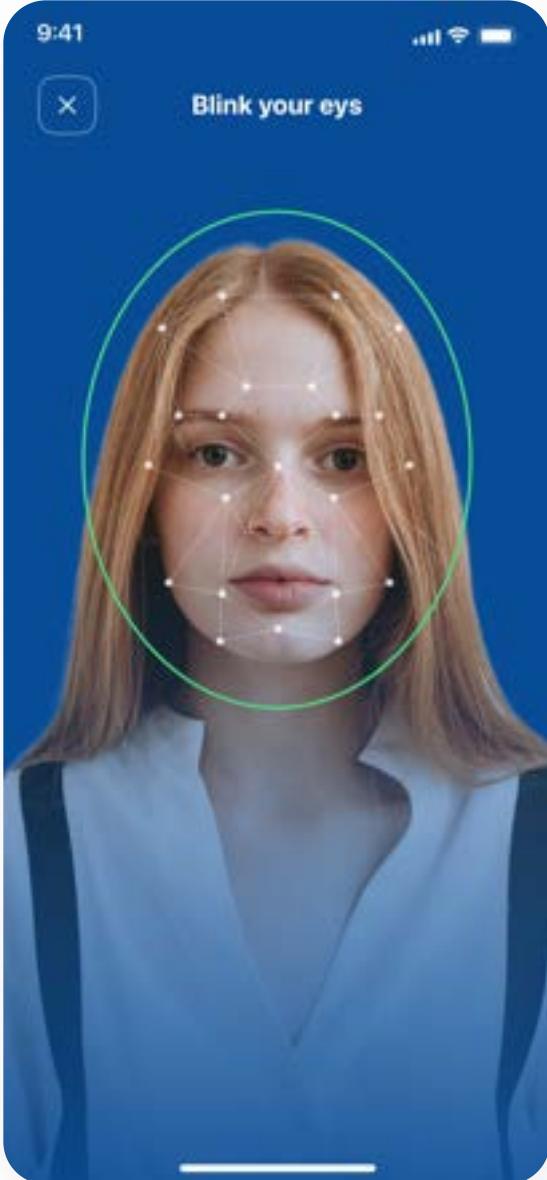
WebRTC for Taking Selfie

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

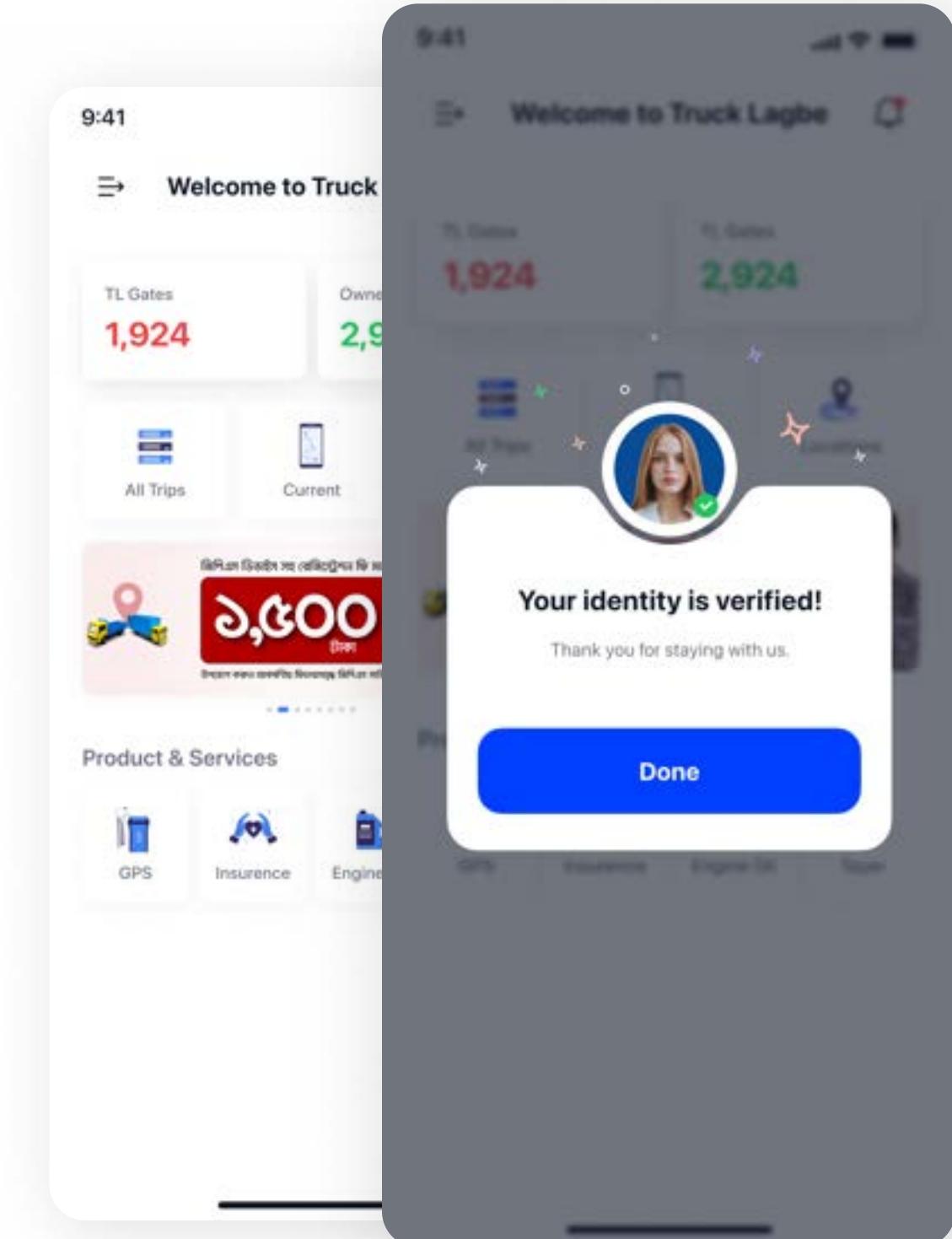


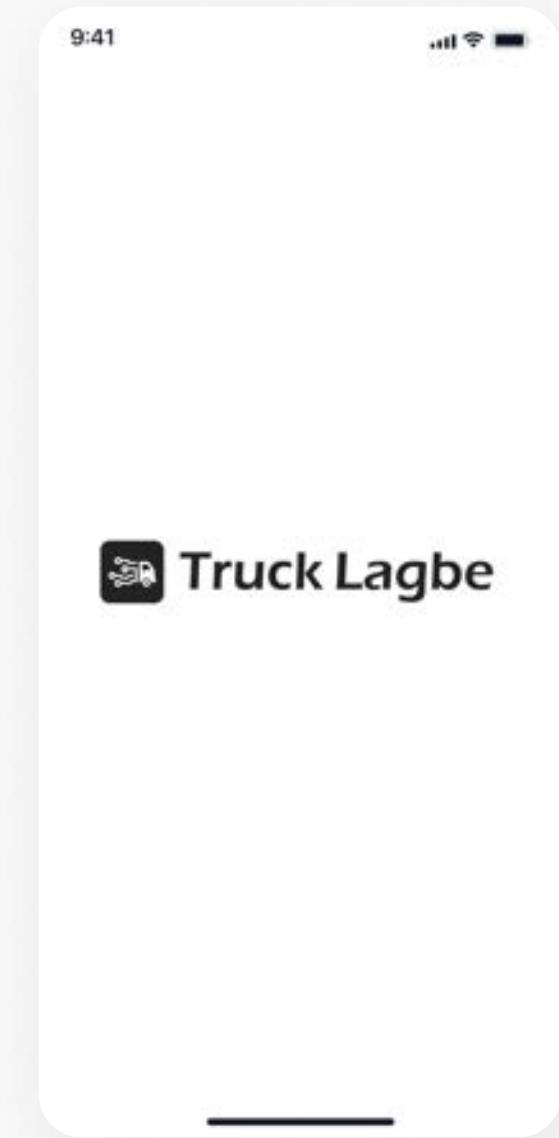
Impact

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%**.

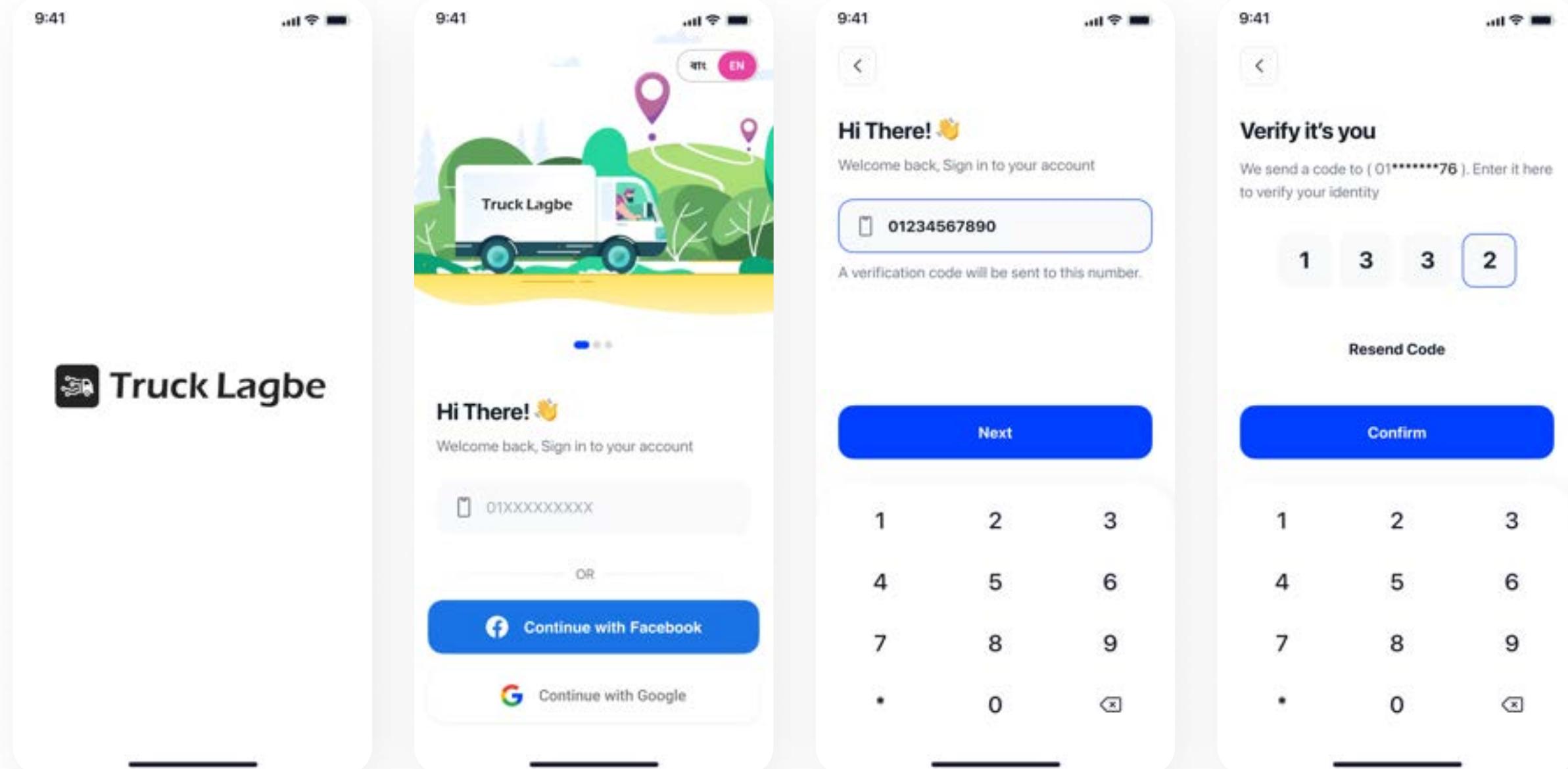




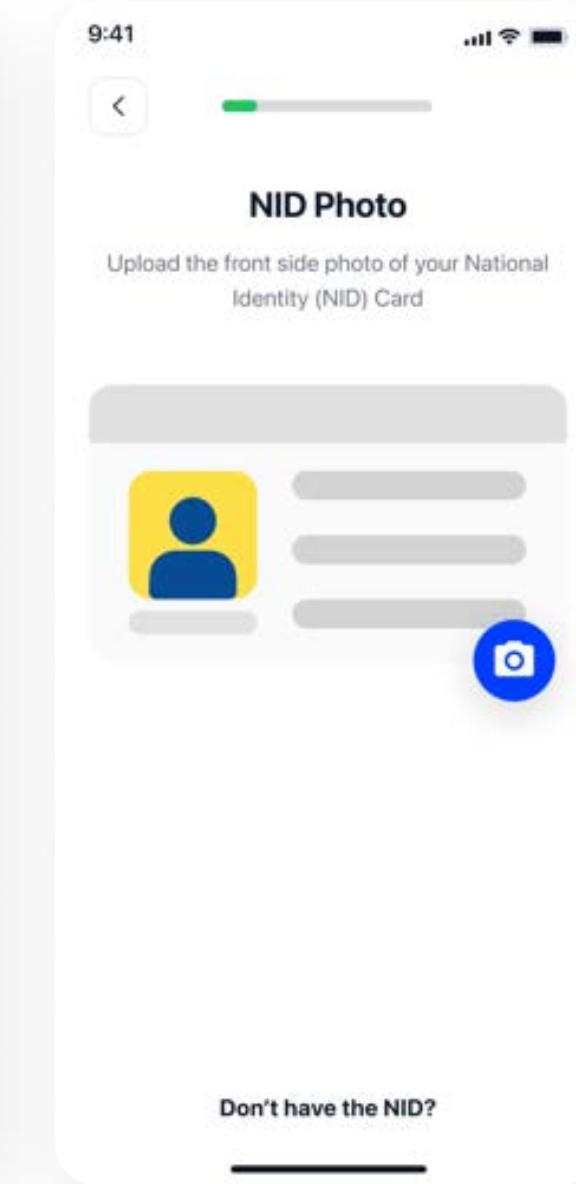
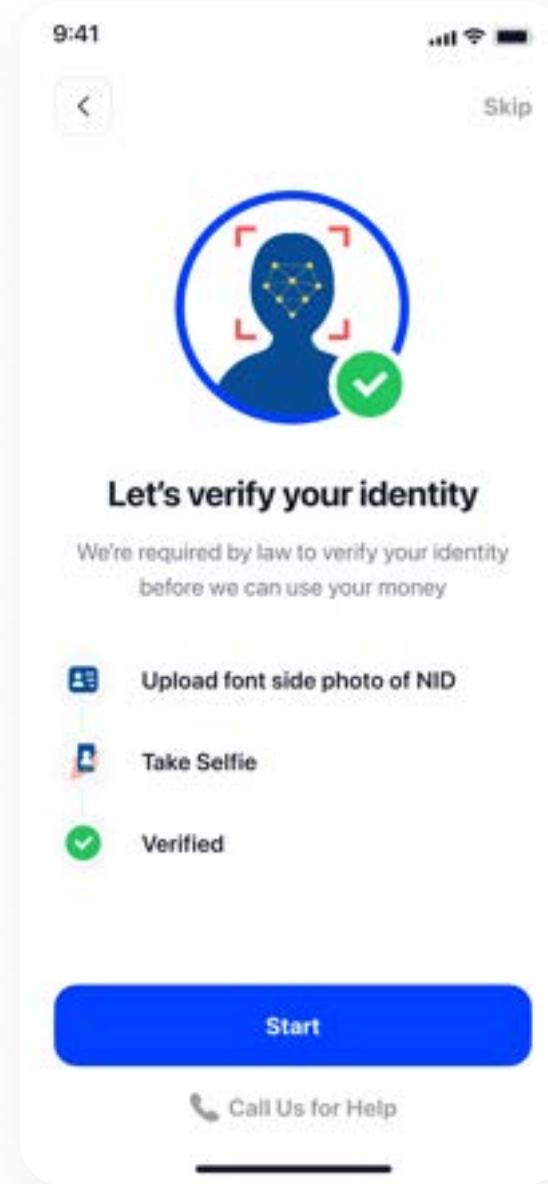
Design Prototype

[Click Here](#)

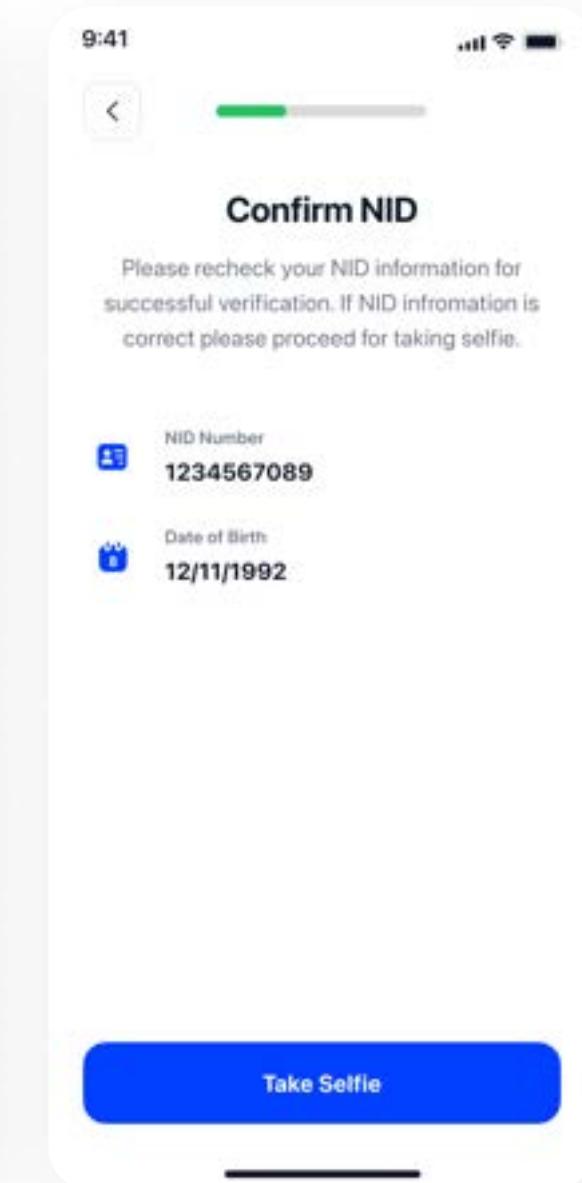
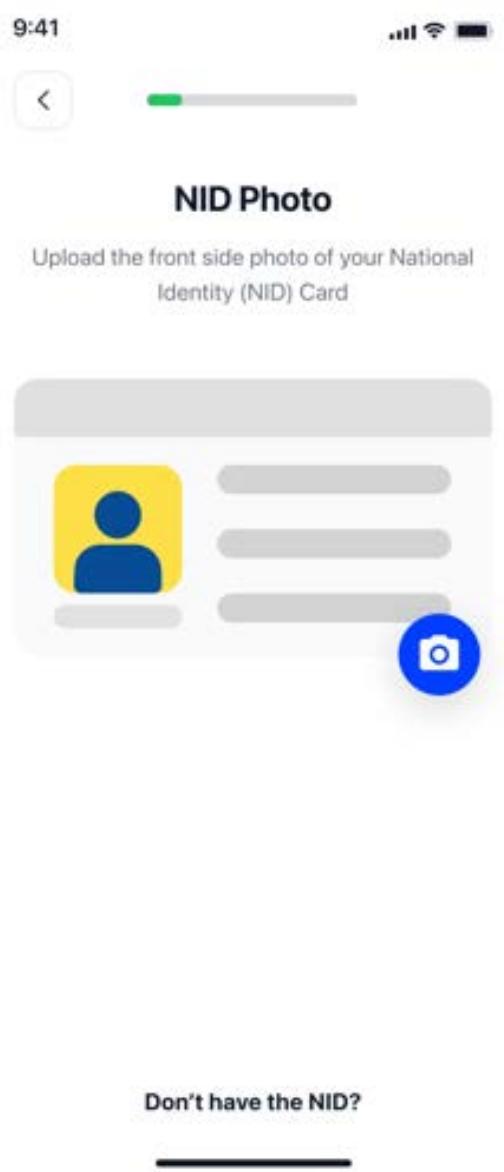
User Interface (login)



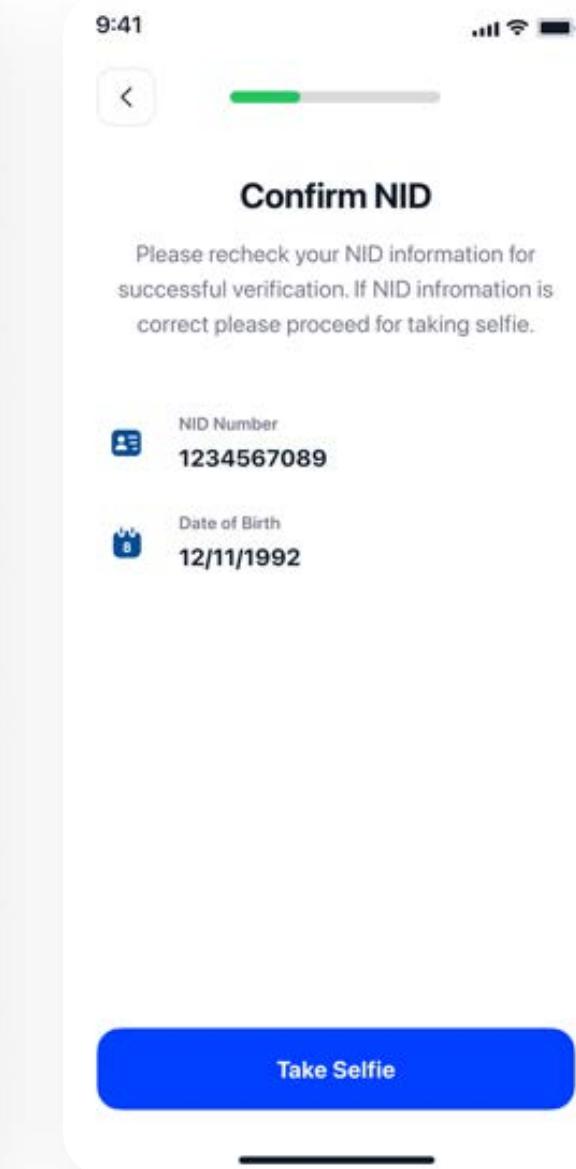
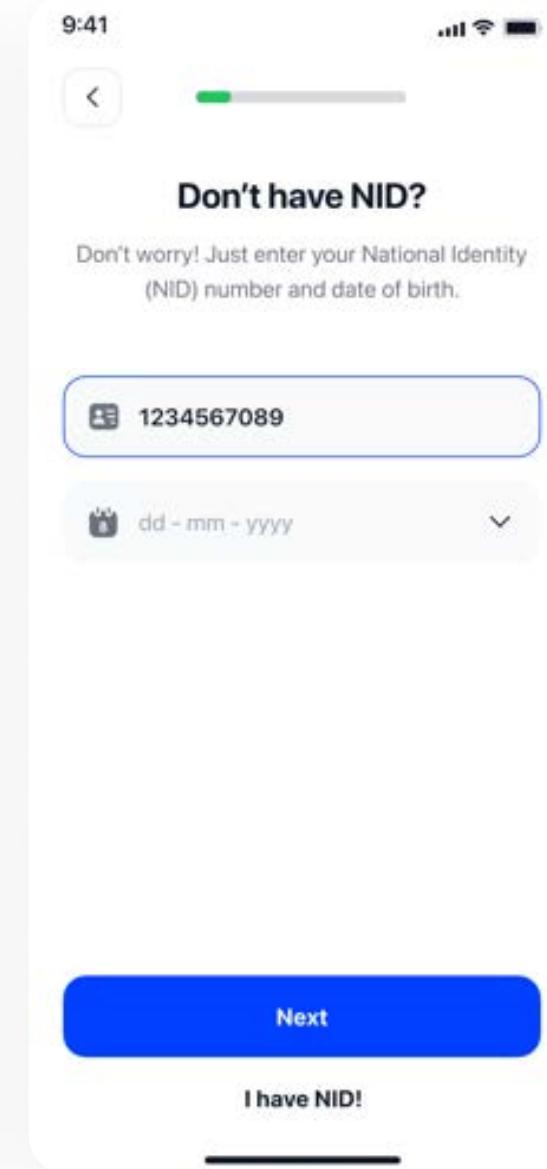
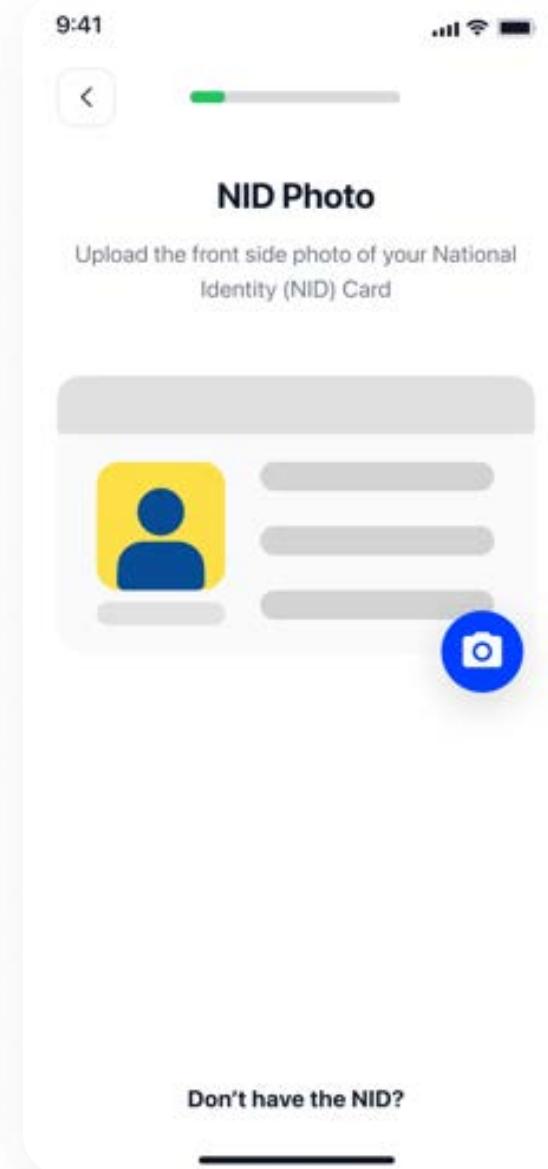
User Interface (Verification Process)



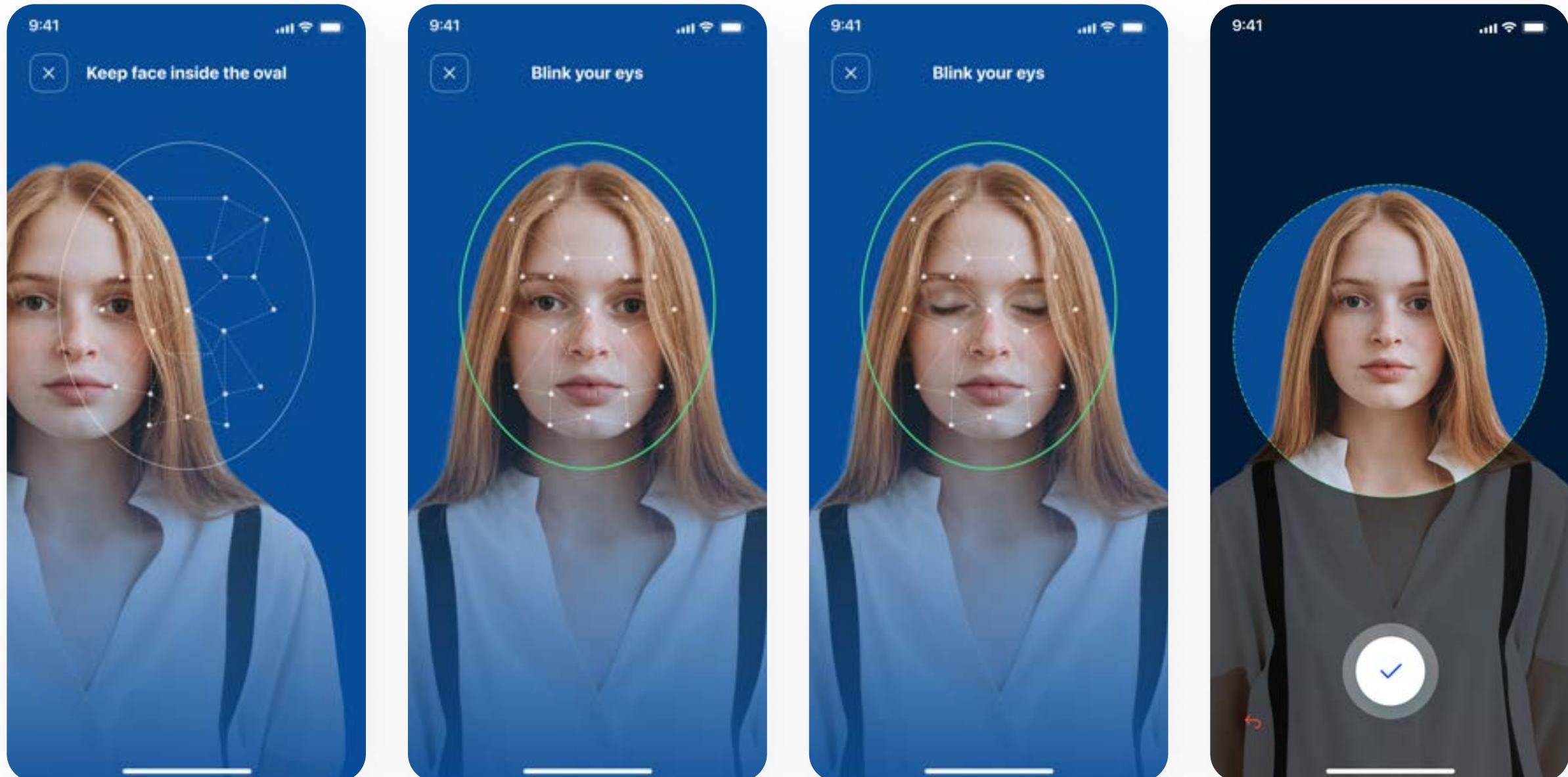
User Interface (Verification: Upload NID)



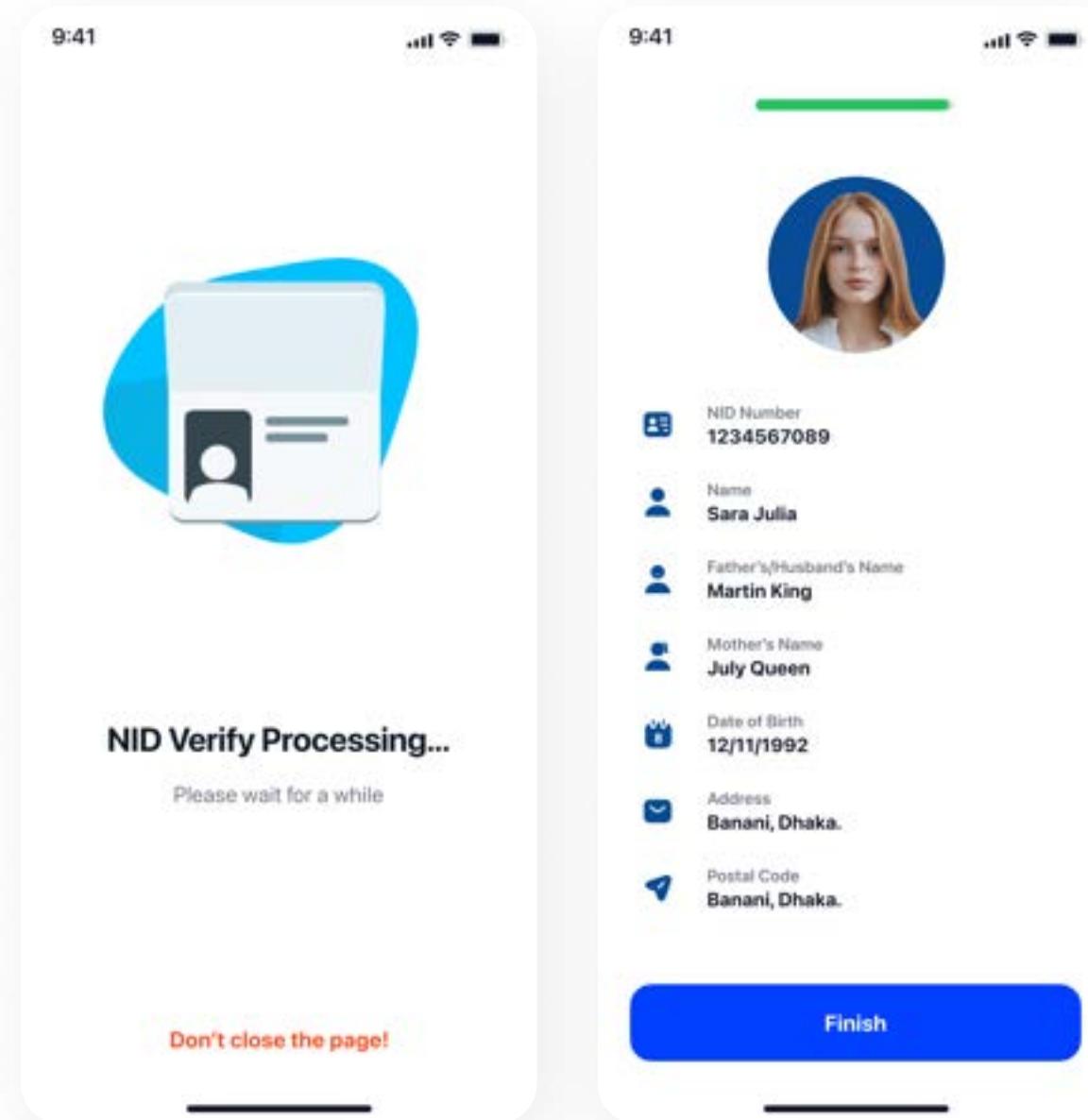
User Interface (Verification: Entry NID Info)



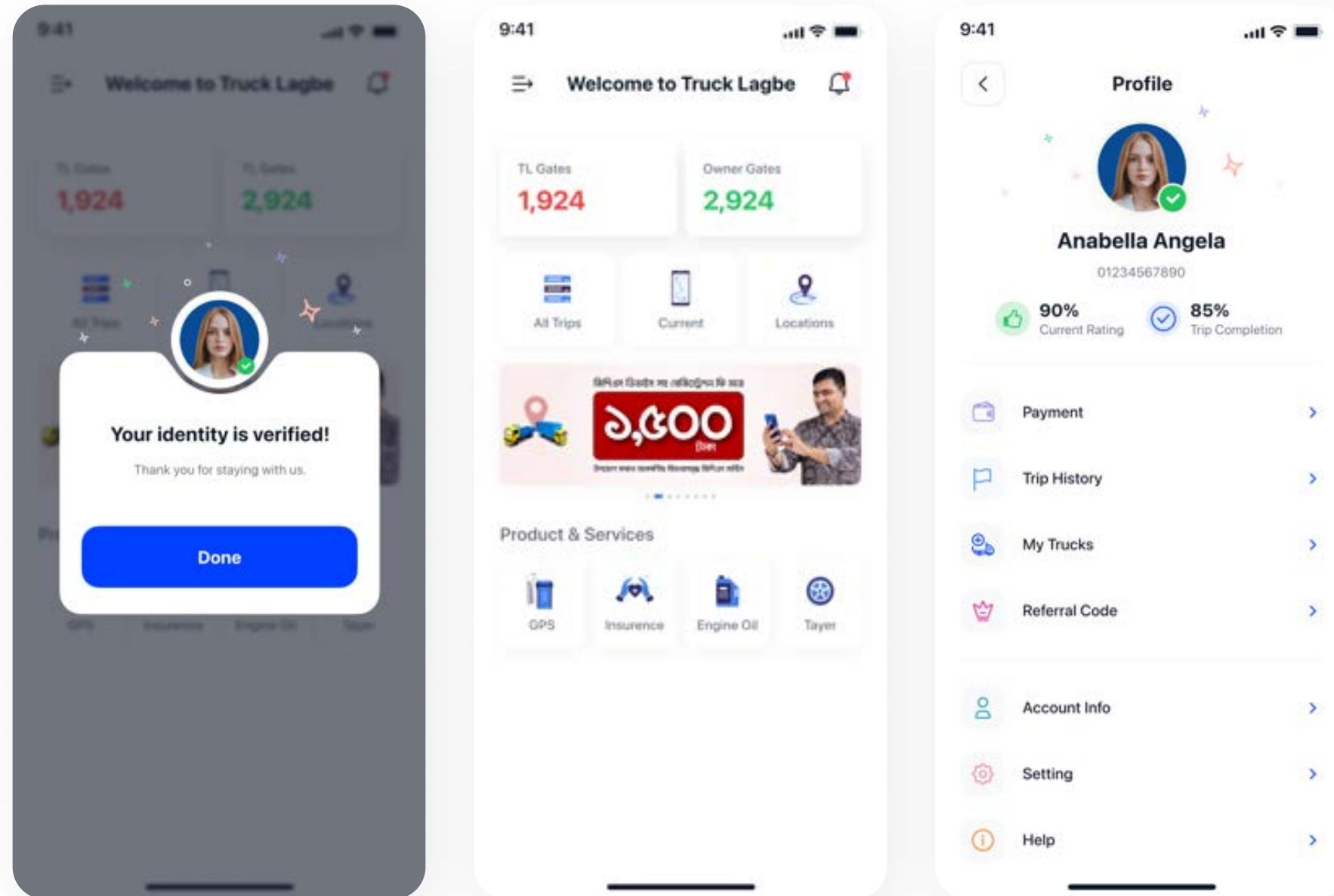
User Interface (Verification: Taking Selfie)



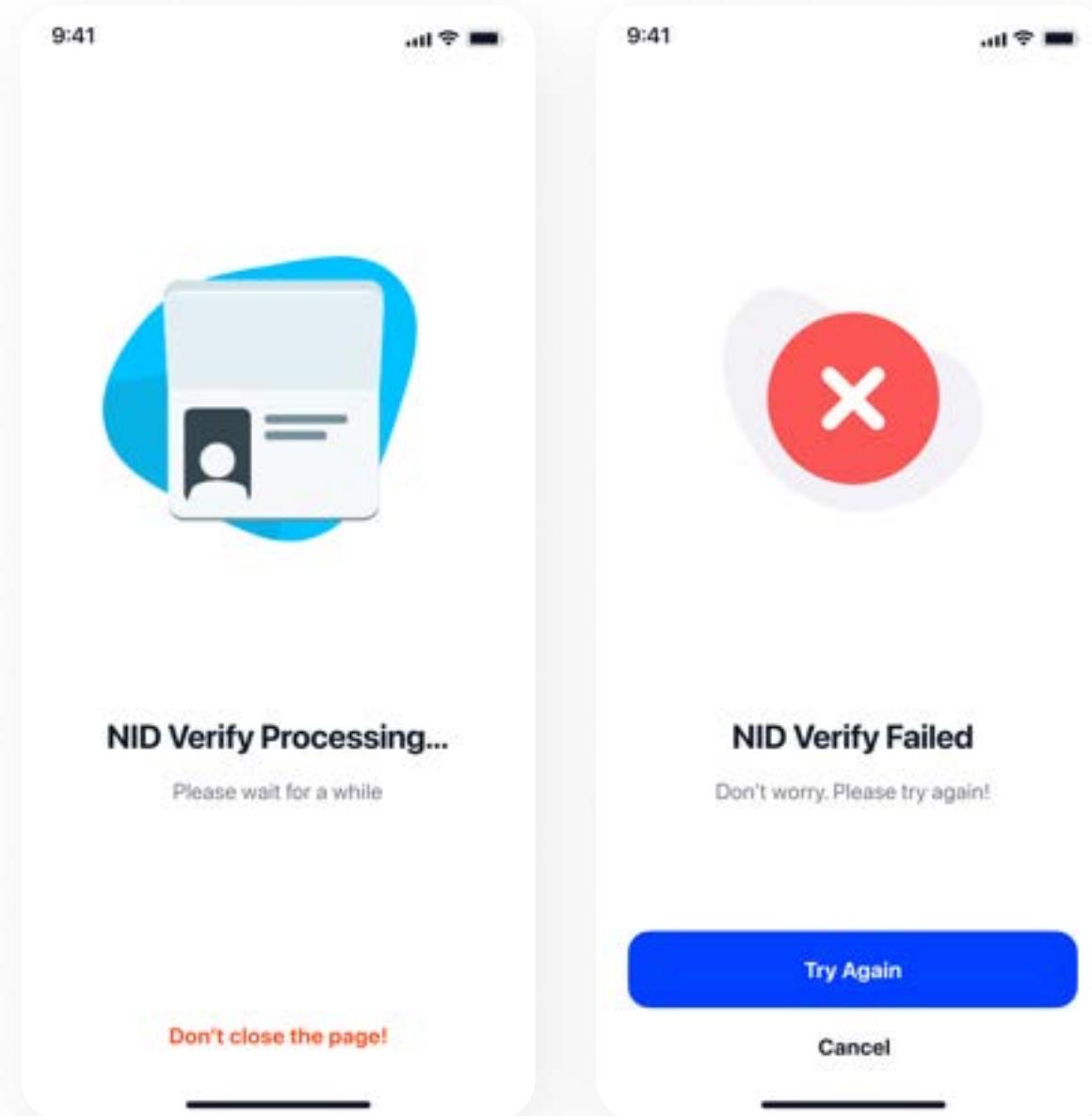
User Interface (Verification: Matching Info)



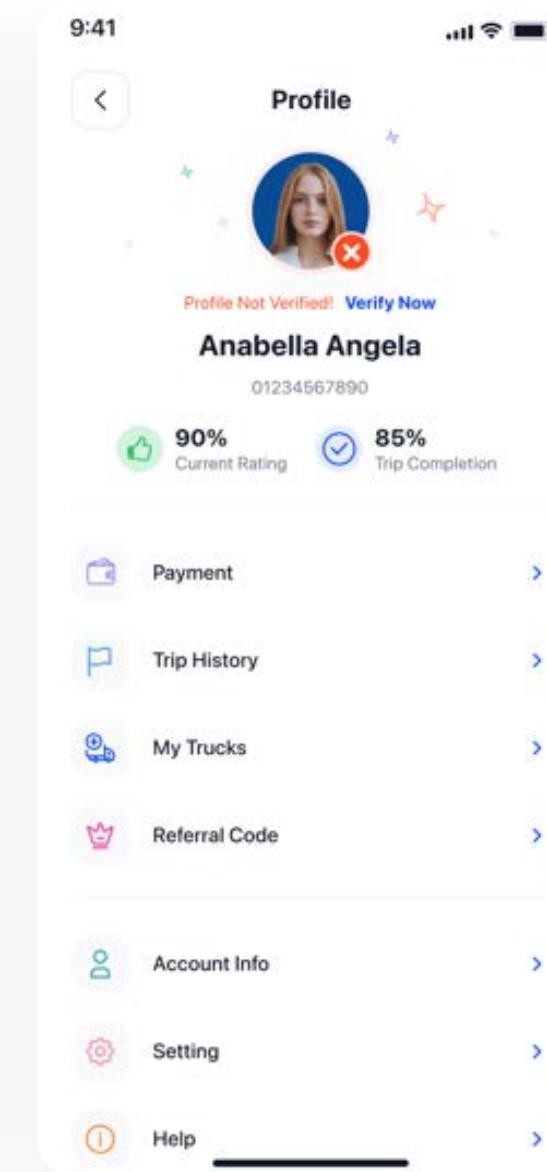
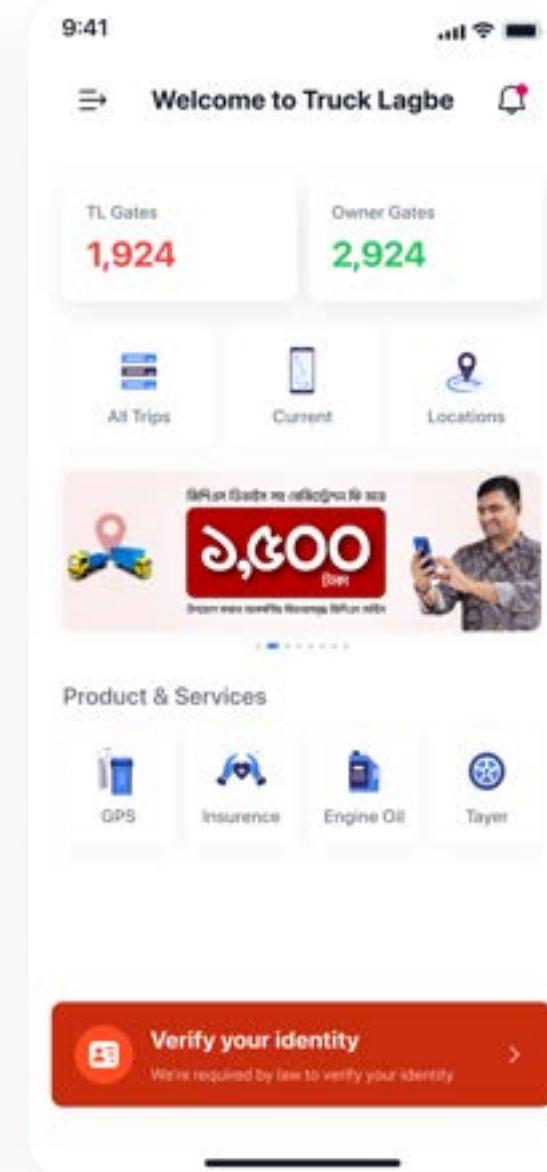
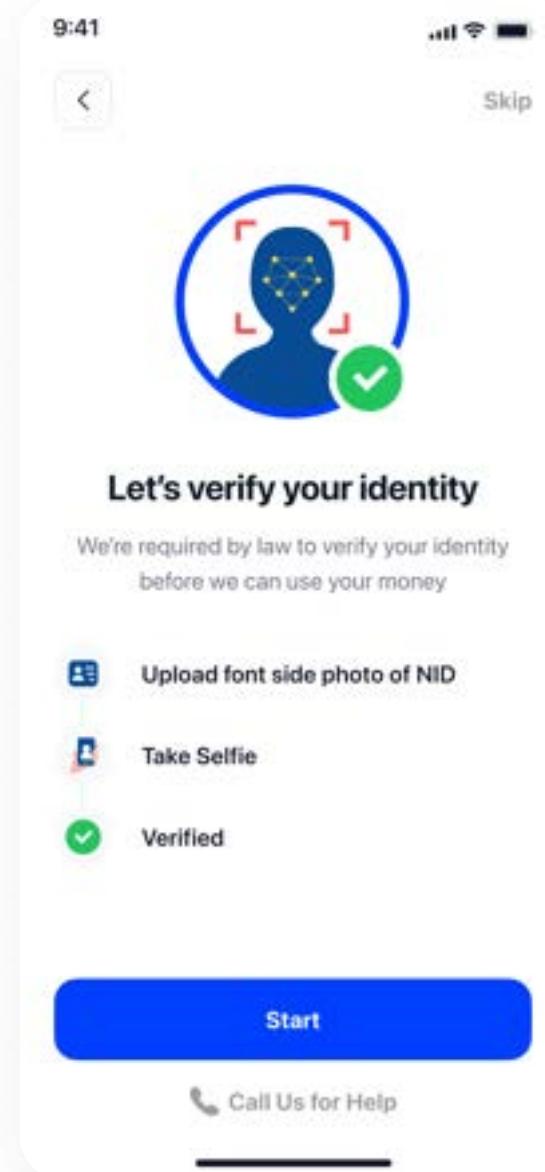
User Interface (Verification: Successful)



User Interface (Verification: Failed)



User Interface (skipped/ existing user)





Thank you

Feel free to reach me

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