Hi

Anamoul Rouf

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About Me

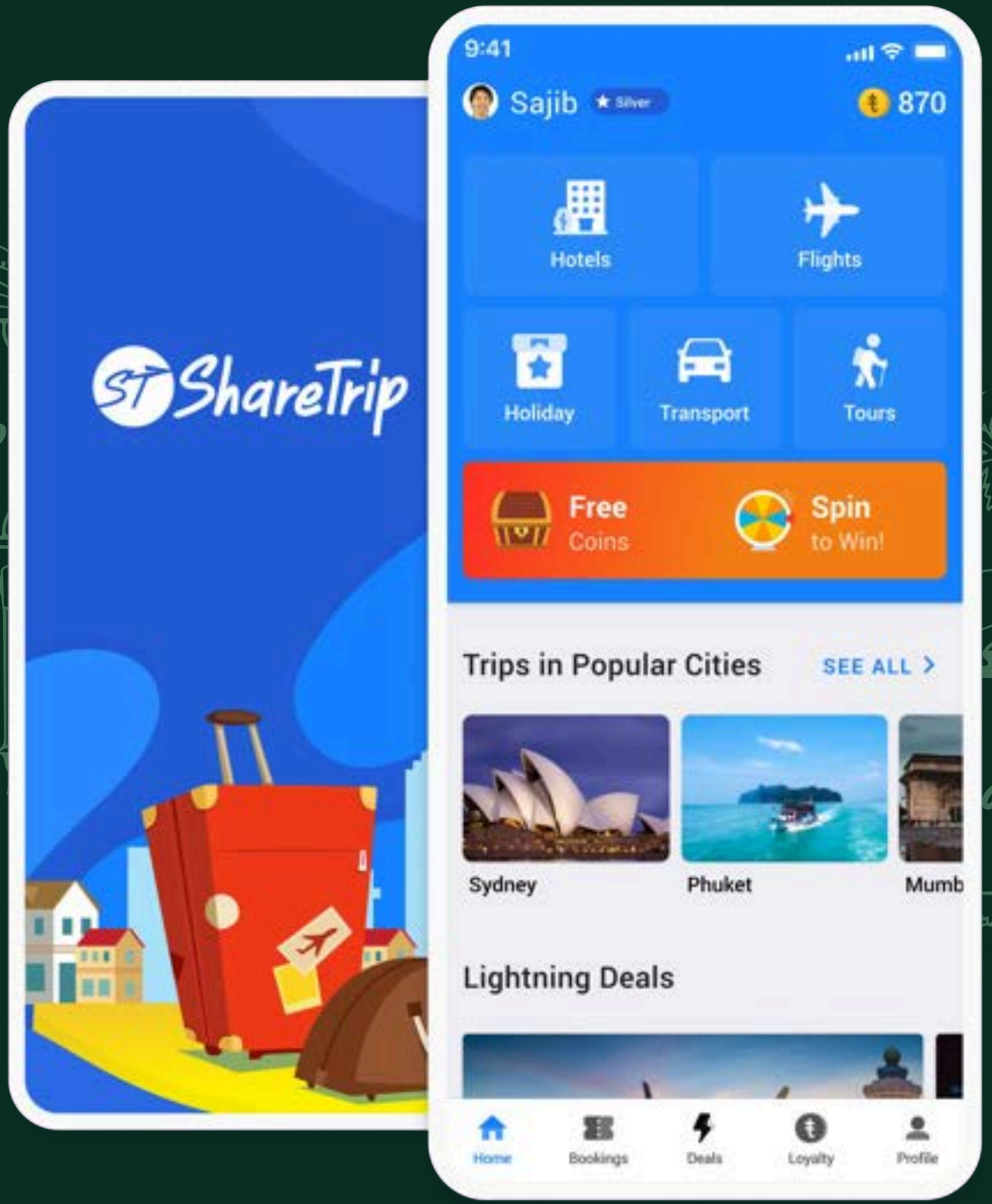
Profile

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

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

Sample of the products and companies I have worked with:

ShareTrip · Truck Lagbe · Jobike · Curogram · workd · pimjo · Ayro UI · G&R · Lineicons · themexpert · Beatnik · BERGER Trusted Worldwide · BENGAL MEAT · BURGER KING BANGLADESH


ShareTrip
9:41
Sajib
Silver
870
Hotels
Flights
Holiday
Transport
Tours
Free
Coins
Spin
to Win!
Trips in Popular Cities
SEE ALL
Sydney
Phuket
Lightning Deals
Home
Bookings
Deals
Loyalty
Profile

Designing Travel App Experience from Scratch

Project

ShareTrip Mobile Application

Timeline

October 2018 - March 2019

My Role

UX Research, UI/UX Design

Tools

Miro, Adobe XD, Zeplin, Figma, Notion.

Platform

iOS and Android.

Team Collaboration

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

Background

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

Design Challenge

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

Outcome

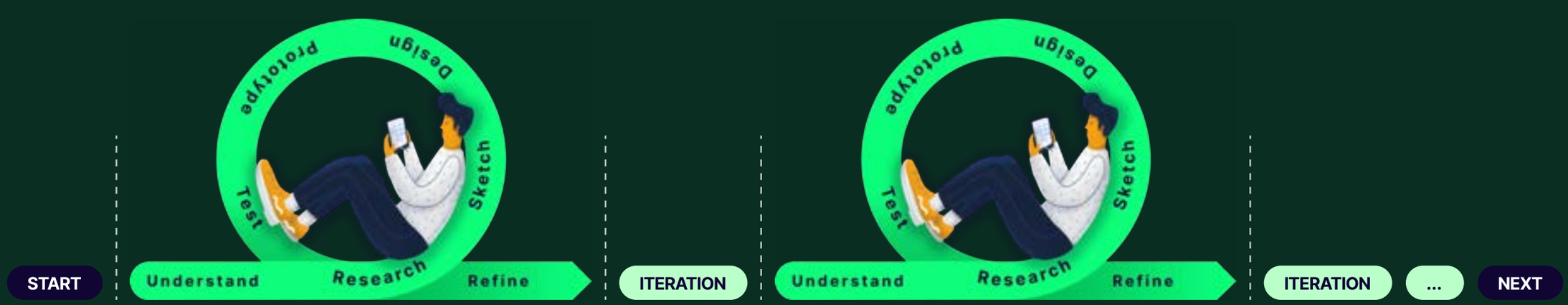
- The success rate was 76% in the booking experience.
- 55% of the users revisit.
- Our online booking was increased by 25%.

UX Research

Process

Design Thinking & Lean UX Design

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



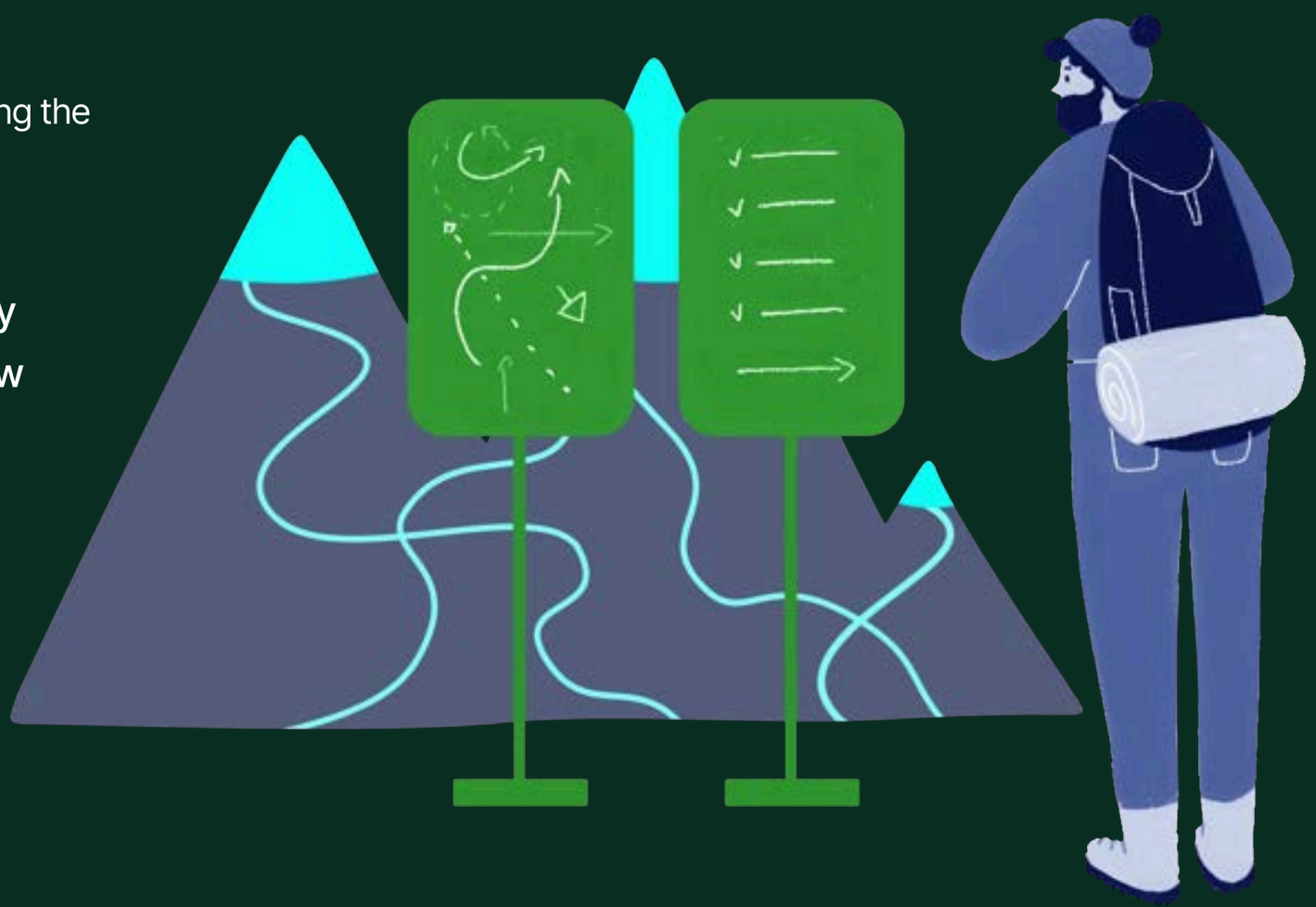
UX Research

Understand

I have no ideas about the travel industry!

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

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



UX Research | Understanding

Findings

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

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

The insigths from the answers of those questions were interesting.

UX Research | Understanding

Findings

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

Age Groups

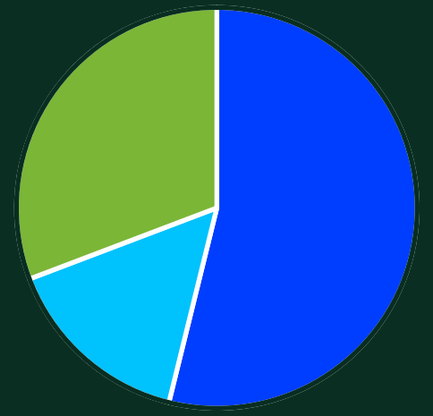
- 20-29 (40%)
- 30-39 (16,7%)
- 40-45 (23.3%)
- 46-59 (13.3%)
- 50-55 (6.7%)

Participants varied in age which played a factore 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%)

UX Research | Understanding

Findings

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

Participant #5 | Age 32 | Male

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

Participant #5 | Age 25 | Female

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

Participant #9 | Age 45 | Male

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

UX Research I Empathize I User Persona & Empathy

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%)
- Clearity 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.

UX Research I Empathize

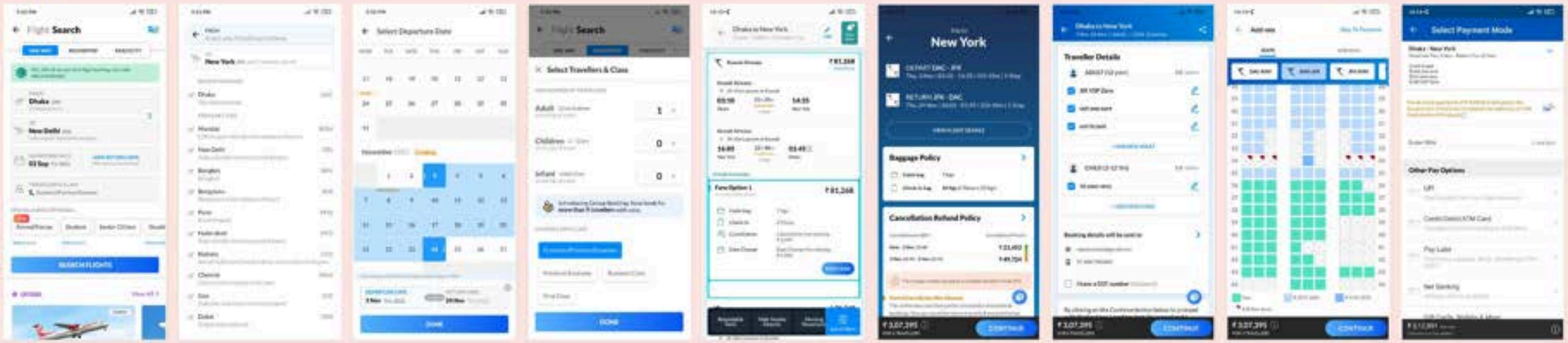
Competitors Analysis

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

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

Learn More

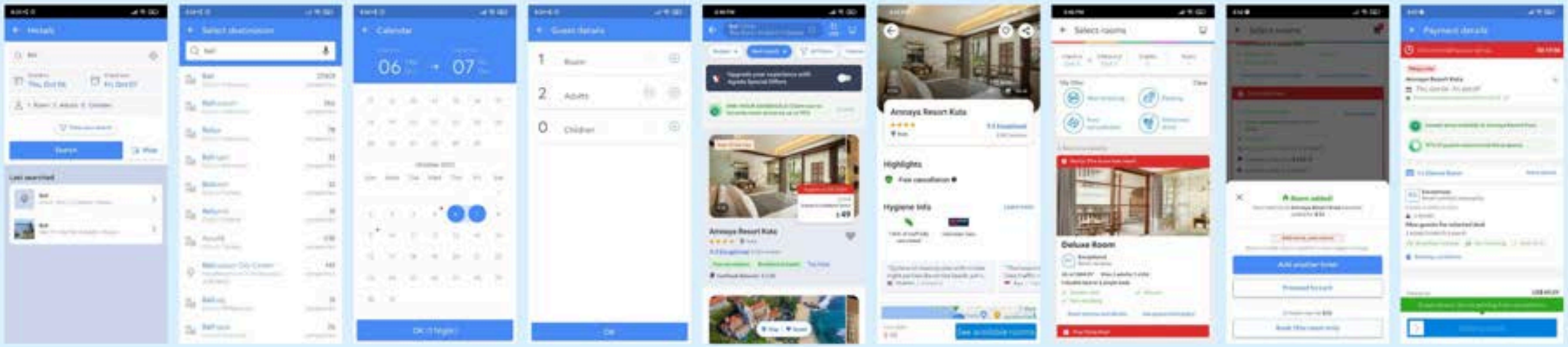
makemytrip



Flight Booking Journey

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

agoda



Hotel Booking Journey

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

MakeMyTrip Hotels, Flight, Bus

Ratings and reviews

A Google user

★★★★ October 3, 2019

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

50 people found this review helpful

Did you find this helpful? Yes No

A Google user

★ September 22, 2019

Horrible. The MMT black plan is just horrible. It adds points to your wallet which you can not use at all. The bonus cash however big the number shows up has a huge restriction and has an immediate expiry. The app assumes you almost fly every day and will clean up the points if no booking is done frequently.

3 people found this review helpful

Did you find this helpful? Yes No

MakeMyTrip—Hotel, Flight, IRCTC Authorised Partner September 23, 2019

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

A Google user

★ November 13, 2019

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

Did you find this helpful? Yes No

MakeMyTrip—Hotel, Flight, IRCTC Authorised Partner November 14, 2019

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

A Google user

★ December 12, 2019

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

51 people found this review helpful

Did you find this helpful? Yes No

MakeMyTrip—Hotel, Flight, IRCTC Authorised Partner December 13, 2019

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

A Google user

★★★★ September 15, 2019

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

Agoda

Ratings and reviews

RB Joseph Flores

★ June 25, 2021

Lousy experience. Went to book a 2 night's stay at one hotel, when I got to the property, theysaid my booking was not registered on their system. Additionally, the claimed that agoda has not been paying the clients payment since 2018. Please correct me if this is not the case, and process your bookings precisely as your app says. This is so frustrating!

5 people found this review helpful

Did you find this helpful? Yes No

agoda.com June 25, 2021

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

Chris L

★ April 11, 2021

So, it's a hotel booking app, but you cannot cancel a reservation using the app. I have 2 phones, Android AND iOS, and cannot cancel a reservation in either app. You have to call!! Been on hold 10 minutes so far... Its almost 2019, and this is just about the most basic thing to do... But Agoda can't!! And now you have to sign in to search. No Agoda. Time for you to be deleted

88 people found this review helpful

Did you find this helpful? Yes No

agoda.com November 27, 2019

We are sorry to hear the unpleasant experience. Please e-mail your Agoda booking ID, request and your phone number to appsupport@agoda.com. We'll get back to you soon.

A Google user

★ December 12, 2019

I made a booking one day before check-in but my trip was delayed so I had to request the change in check-in date. I contacted the hotel staff and they instructed me to contact Agoda to make amendment. I was told that without confirmation from Agoda, they couldn't make the change. I called Agoda hotline at 3pm but nobody attended to me for half an hour. Called again at 4pm and waited for 40 mins and still got no answer. In the end, I failed to change the date and my money was forfeited. Bad service!

11 people found this review helpful

Did you find this helpful? Yes No

agoda.com December 13, 2019

We are sorry to hear the unpleasant experience. Please e-mail your Agoda booking ID, request and your phone number to appsupport@agoda.com. We'll get back to you soon.

A Google user

★★★ October 12, 2019

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

39 people found this review helpful

Did you find this helpful? Yes No

Booking.com: Hotels and more

Ratings and reviews

A Google user

★ November 23, 2019

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

10 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★★★★ December 30, 2019

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

366 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★★ December 31, 2019

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

40 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★★★★ December 6, 2019

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

16 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★ October 17, 2019

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

163 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★★ December 31, 2019

...ove on whether or not you have to pre pay for the hotel or get charged while you are getting there. Now I am being overcharged for a hotel room that I don't even want anymore. Just call the hotel next time. It's easier and costs less. Too much to look at on the app. If people want to learn about the amenities, make a different tab for that. Instead of throwing a bunch of useless stuff in their face. I wanted a nice hotel room, with a pool. Then if you dont LOOK for it it won't tell you but you'll get charged a security deposit. Then the hotels pool was closed, not their fault but still I would have been highly disappointed. Now I am stuck with a hotel room that I do not want. I do want to book through these guys but it is somewhere else. I will never ever do this again.

Expedia: Hotels, Flights & Car

Ratings and reviews

A Google user

★★ September 16, 2019

2 very irritating parts of the user experience: 1) every update, which seems to happen more than weekly, auto logs you out. It seems like every time I open this app I need to log back into it even though I haven't explicitly logged out. 2) there's no thumbnail view for a hotel's image gallery - ie you can't see them all at once in a grid format and decide which ones to view in more detail to quickly see if a hotel is suitable. This means, for some hotels, you have to swipe through 45 repetitive individual photos of the same room decor before you get to see if the outside of the building looks like it's in a dump.

61 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★★ December 19, 2019

Expedia wants you to use the app but they do not give you the same options and capabilities as the full web site. For example, you cannot book more than one hotel room at a time. I was also unable to view previous reservations and trips once they had passed. I enjoyed having the app overall, but am considering deleting it if I keep having to use the website anyway. I don't need it taking up room on my phone if it doesn't make booking trips more convenient than the web site.

27 people found this review helpful

Did you find this helpful? Yes No

A Google user

★ September 27, 2019

I was browsing rooms and went back and forth to a specific hotel that was $82 a night. The price changed to $54/night for a split second so I tried to book it immediately. I was rushing so I didn't do the math before confirming my total. Ended up booking for full price. I cancelled my booking, so now I'll have to wait for the refund to credit back to my account. I spoke with a rep and she offered to help me confirm the price for my next booking. 🤦 What a false ad!

19 people found this review helpful

Did you find this helpful? Yes No

A Google user

★★★ October 19, 2019

I am typically a loyal Expedia user, so I hate to give only 3 stars, however there is a problem with the "pay-at-pickup" car rental idea. If you book through Expedia this way, the car rental company feels no obligation to hold a car for you. So, basically, walking up to the counter with a "pay-at-pickup" reservation is like walking up with no reservation at all. They may not have the car you reserved or they may not have a car at all. While this isn't really Expedia's fault, I feel it's misleading for Expedia to even offer this type of car rental if the car companies aren't actually going to honor it. Please remove it from the app or improve it's reliability.

8 people found this review helpful

Did you find this helpful? Yes No

A Google user

★ September 24, 2019

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

7 people found this review helpful

Did you find this helpful? Yes No

A Google user

★ November 27, 2019

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

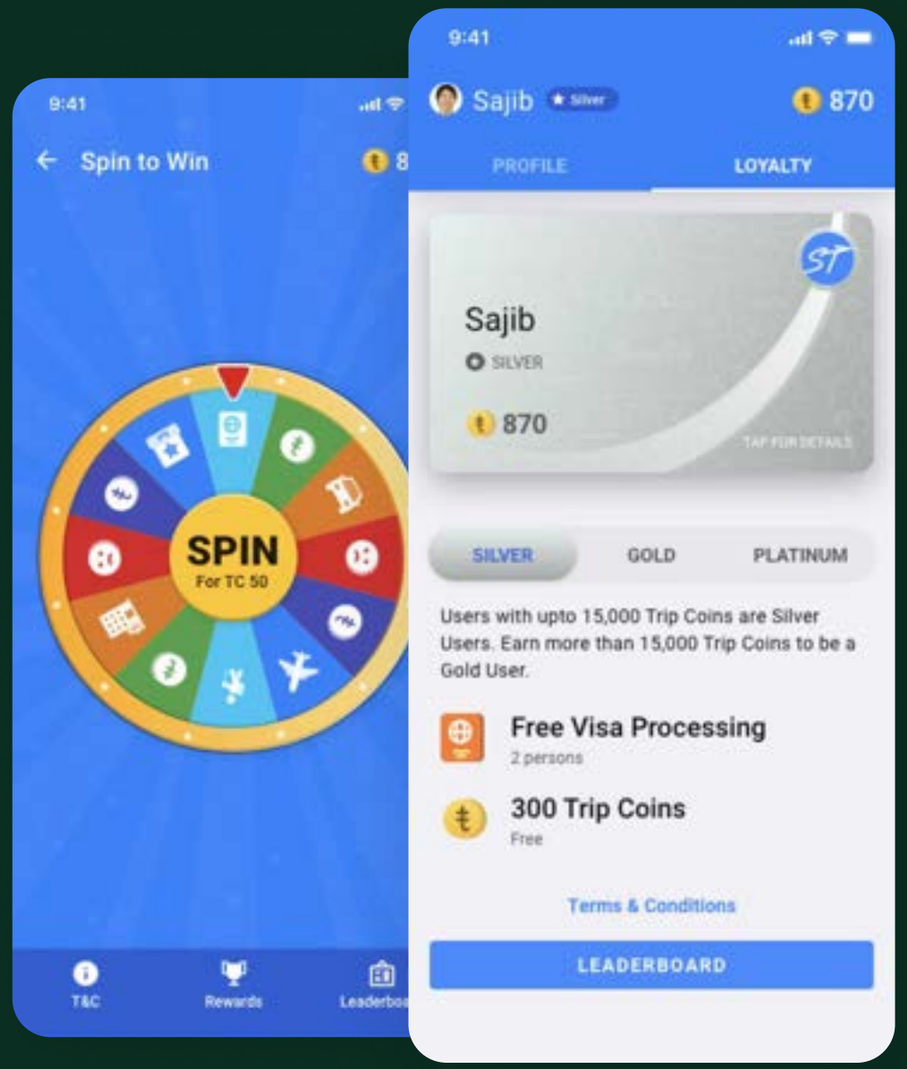
Learn More

UX Research I Empathize

Hypothesis

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

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



UX Design I Define

Product Feature Roadmap

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

Must Have:

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

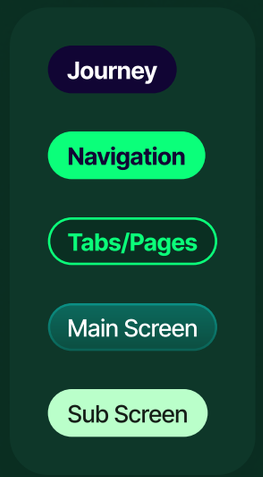
Nice to Have:

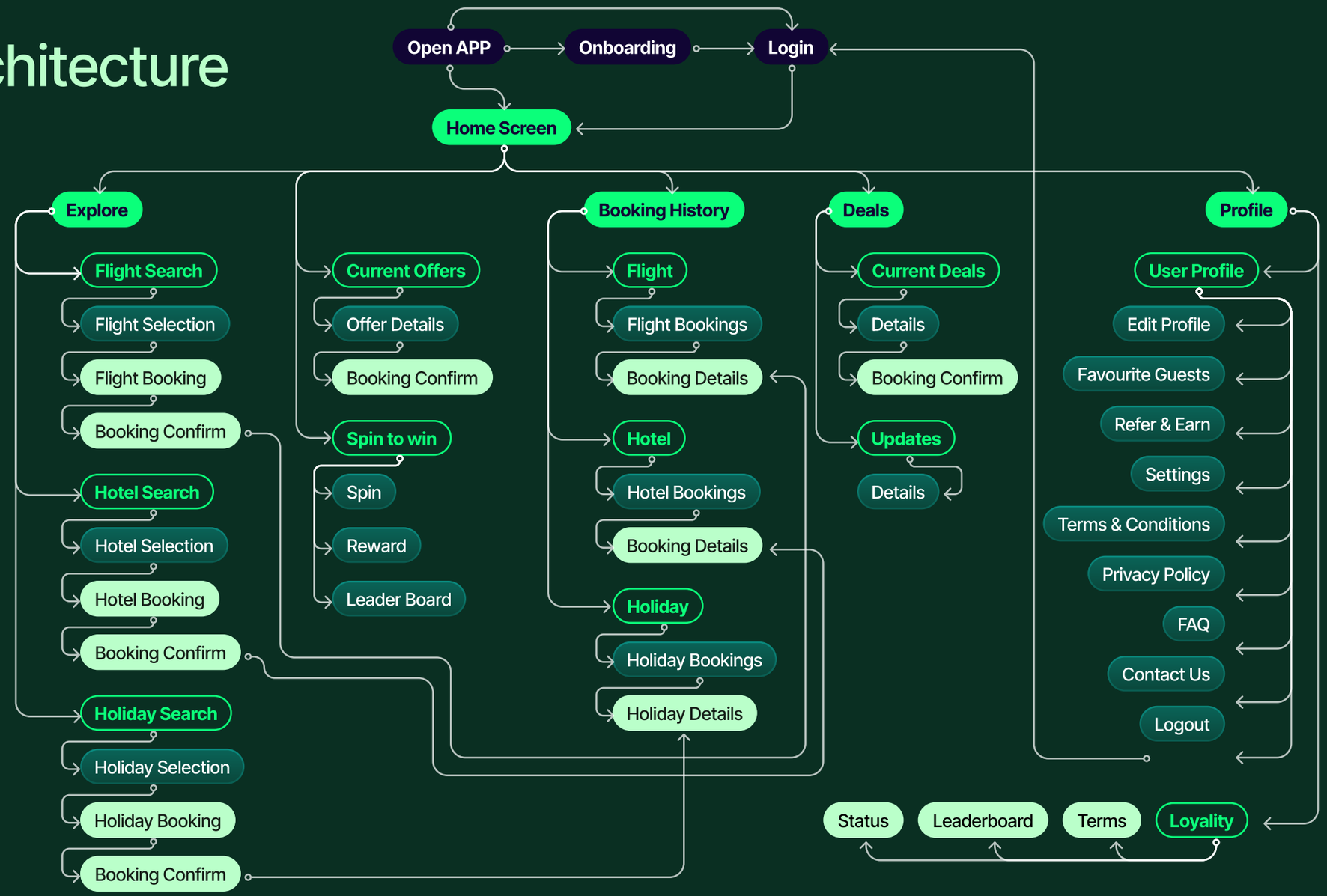
- Live Chat with customer care.
- Available seats, add extra baggage, seat selection, meal selection during flight bookings.
- Special request, room request during hotel bookings.
- Payment form after the booking is accepted.

... and more.

UX Design I Ideate

Information Architecture





UX Design I Ideate

User Flow Map

Flight Booking User Flow

Start/End

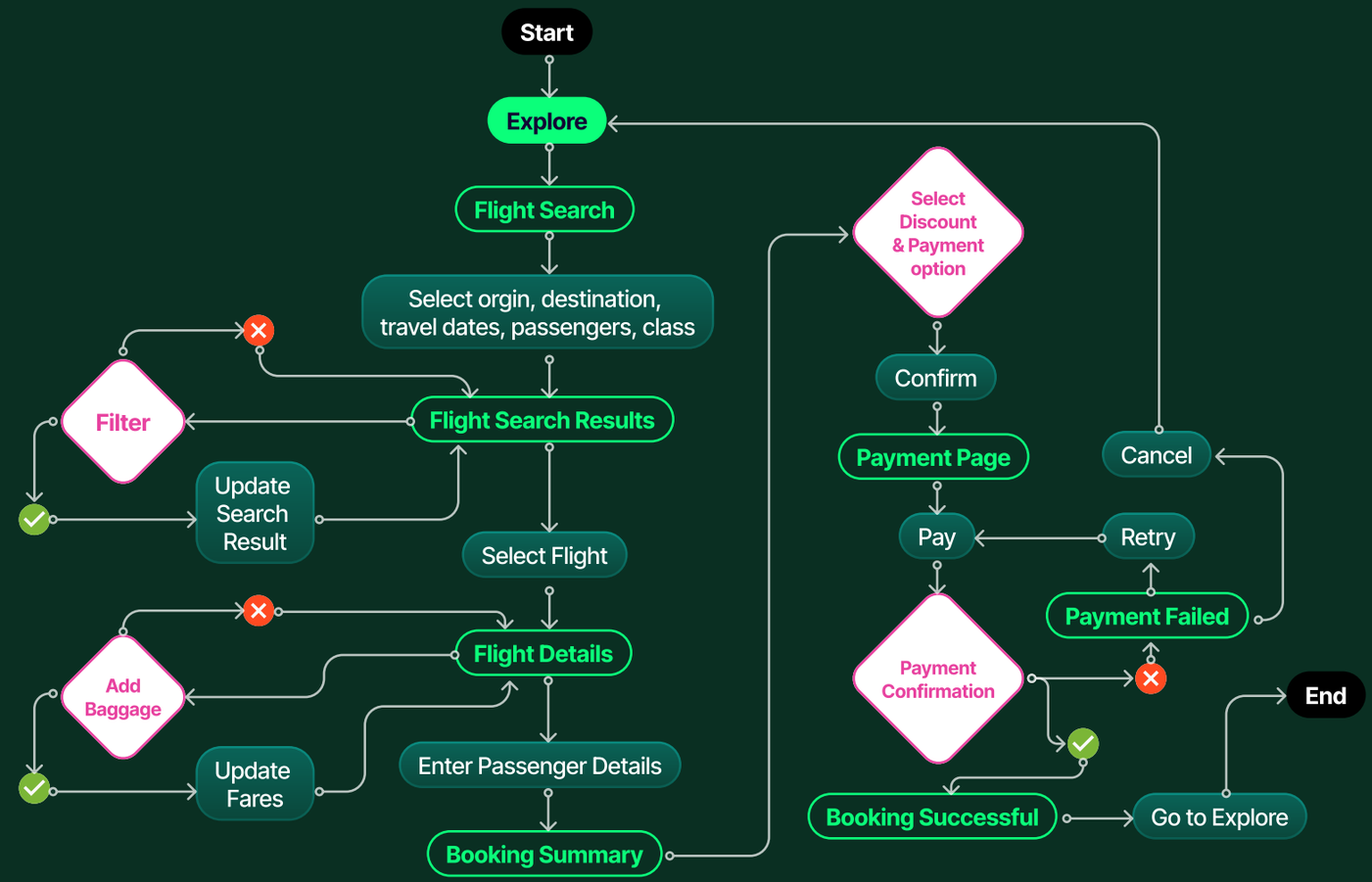
Navigation

Screen

Action

Decession Point

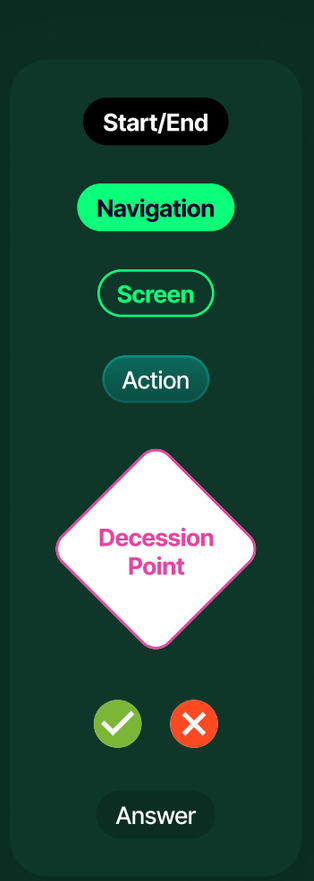
Answer

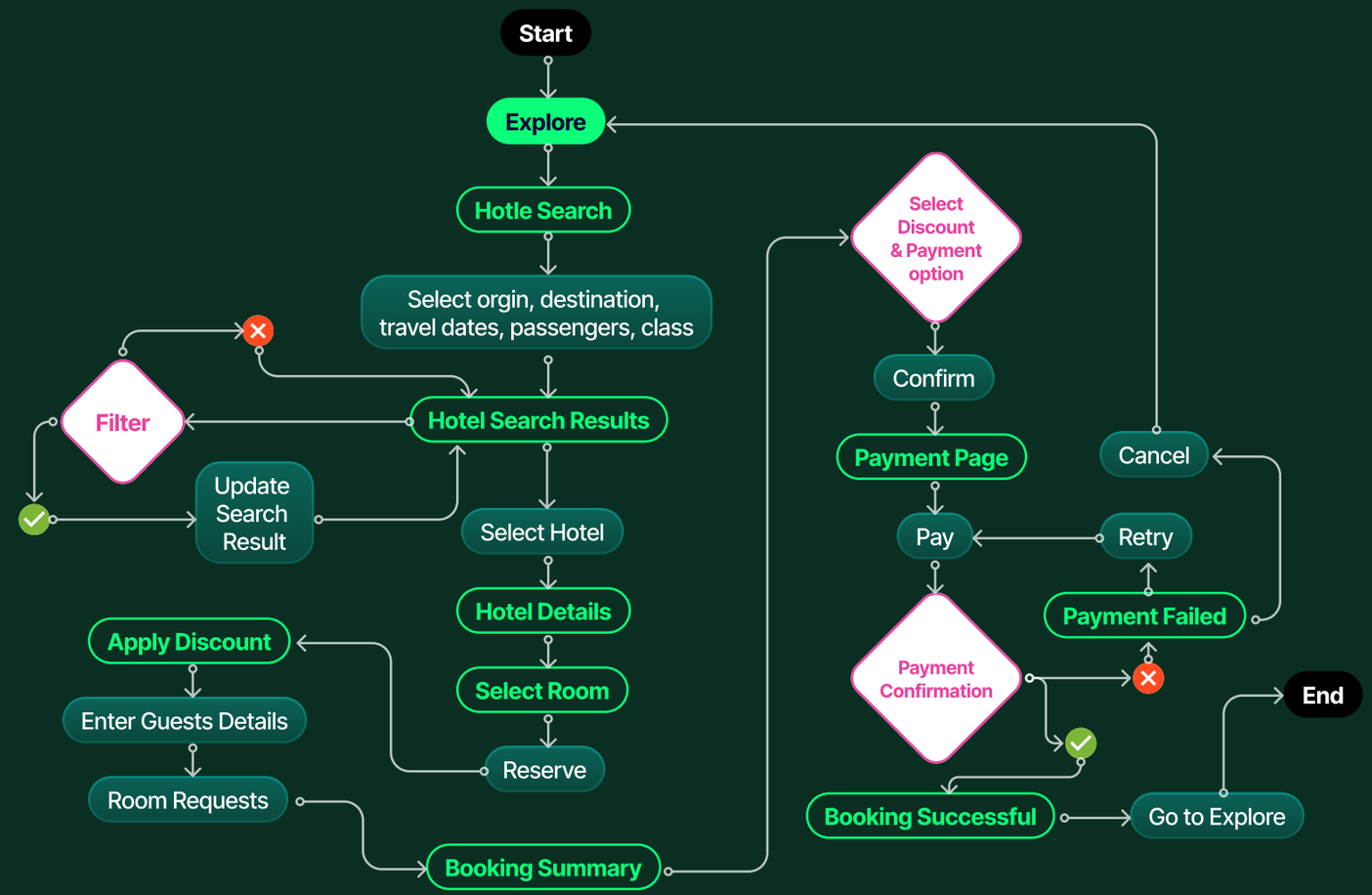


UX Design I Ideate

User Flow Map

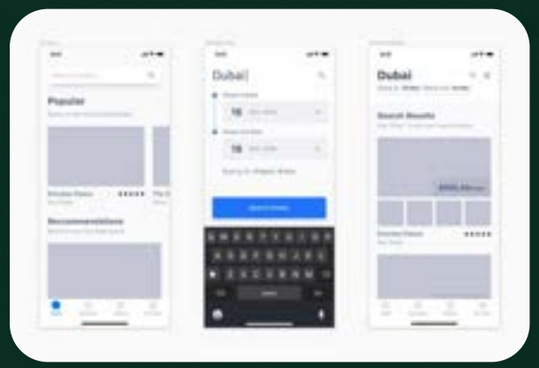
Hotel Booking User Flow

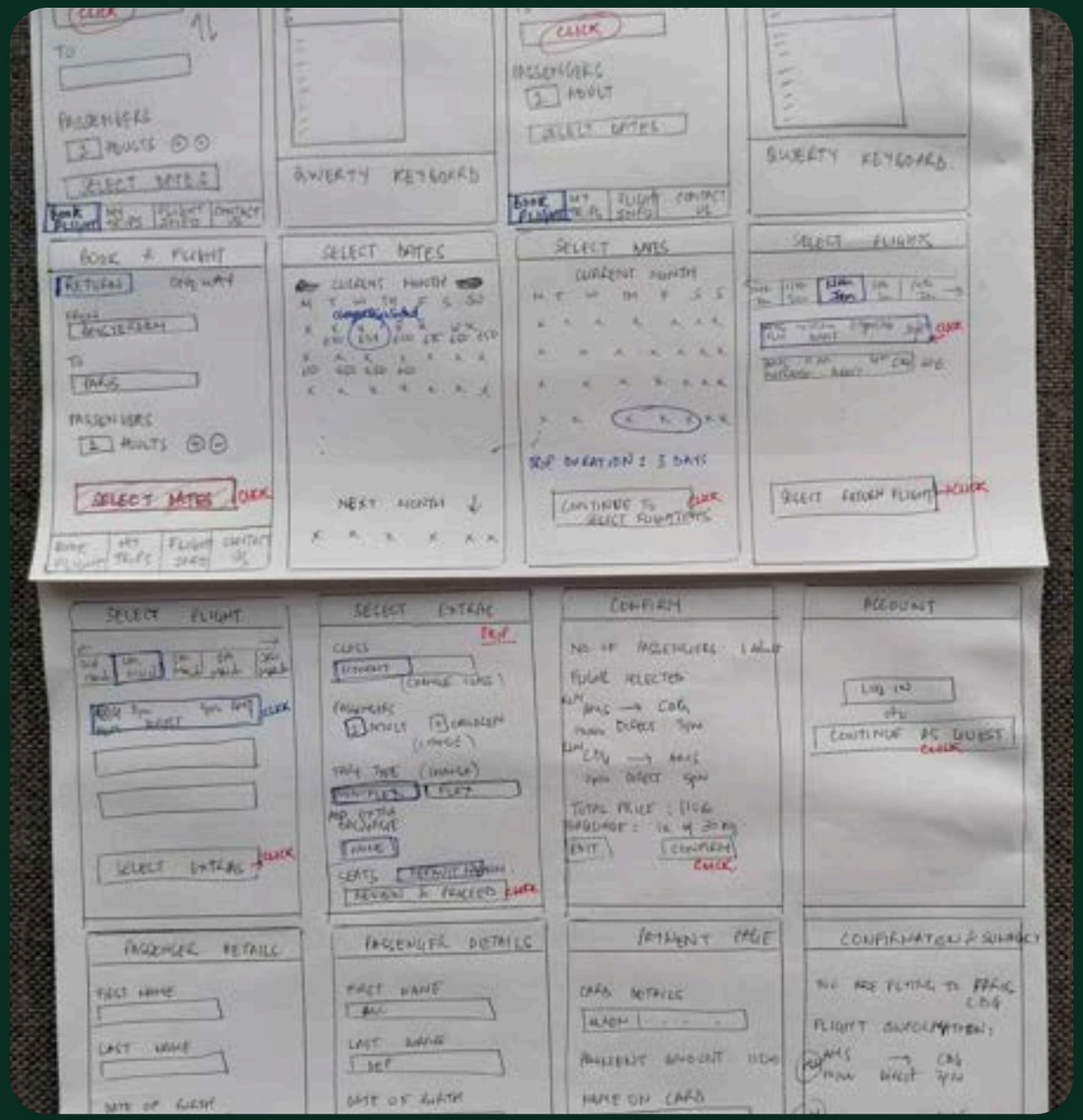




UX Design I Ideate

Sketchs





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.

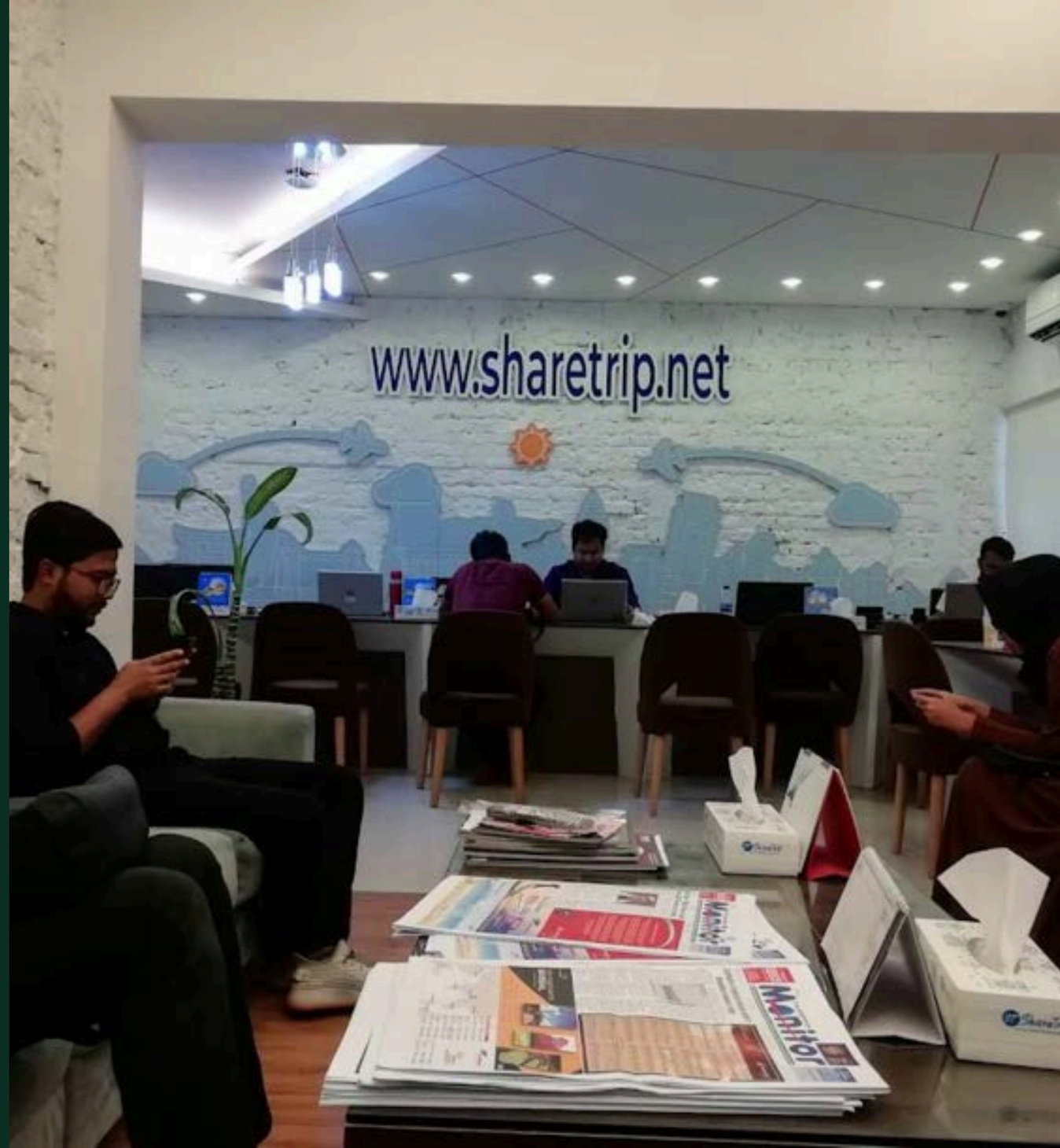
It helps us to get more valuable, valid, and actionable user inputs for the app to keep the process smooth.

UX Design | Test & Validated

Testing

We invited some focus group users for usability testing sessions.

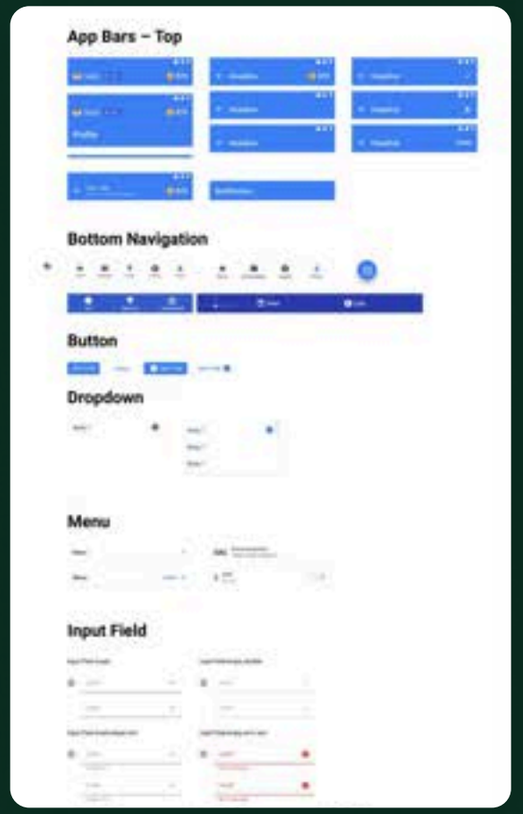
We set a list of task assigned for our participants & collect their feedback during those testing sessions.

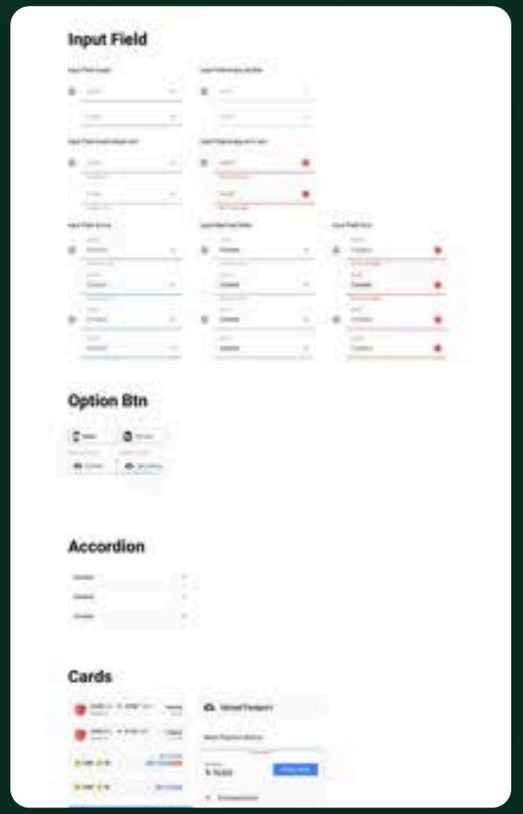


UI Design

Design System

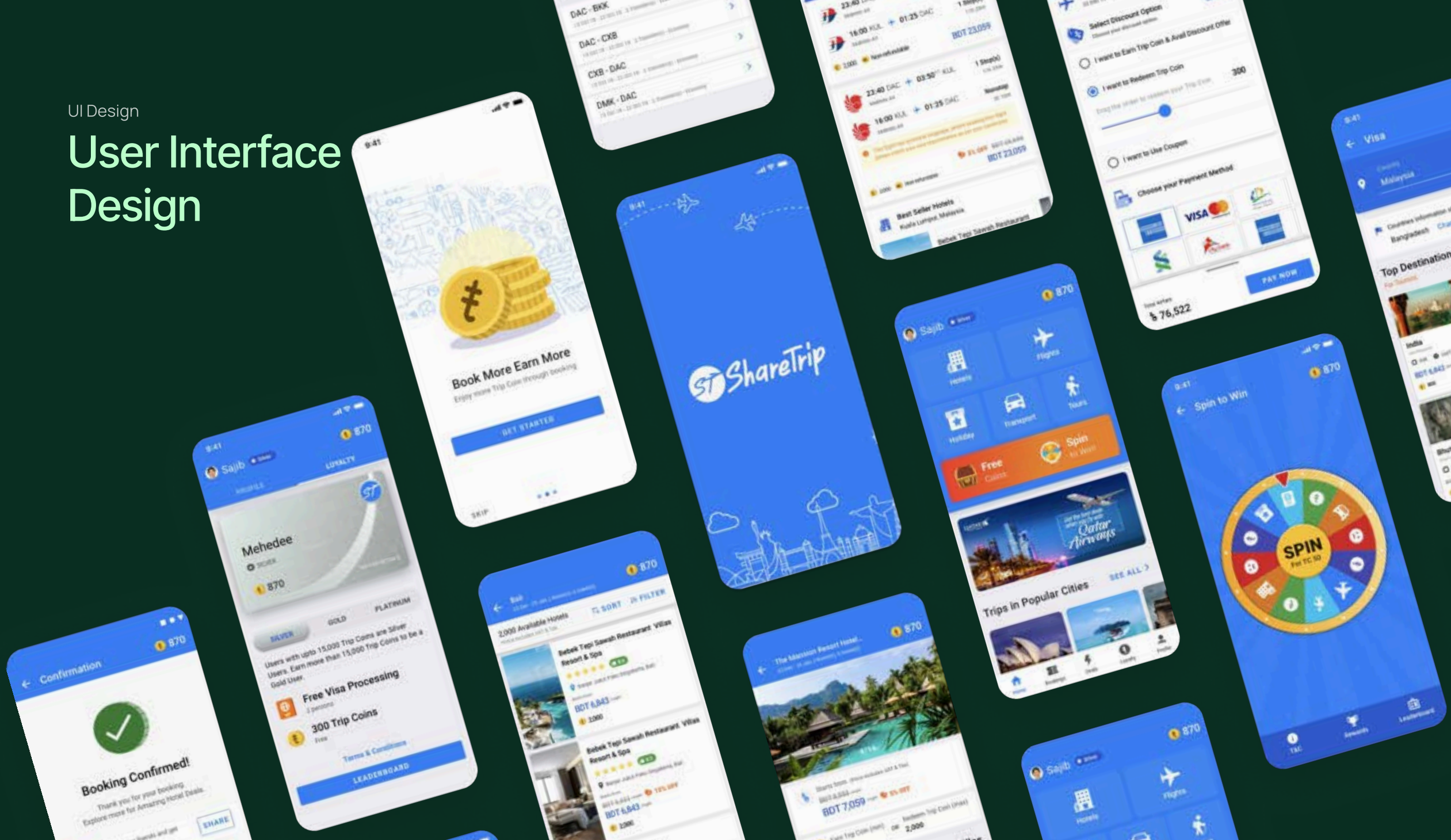
Initially, we built basic style guidelines. Afterward, we built a highly customizable design system to create a design language through all the platforms and make design more productive way.





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.

UI Design

Refine & Deploy

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

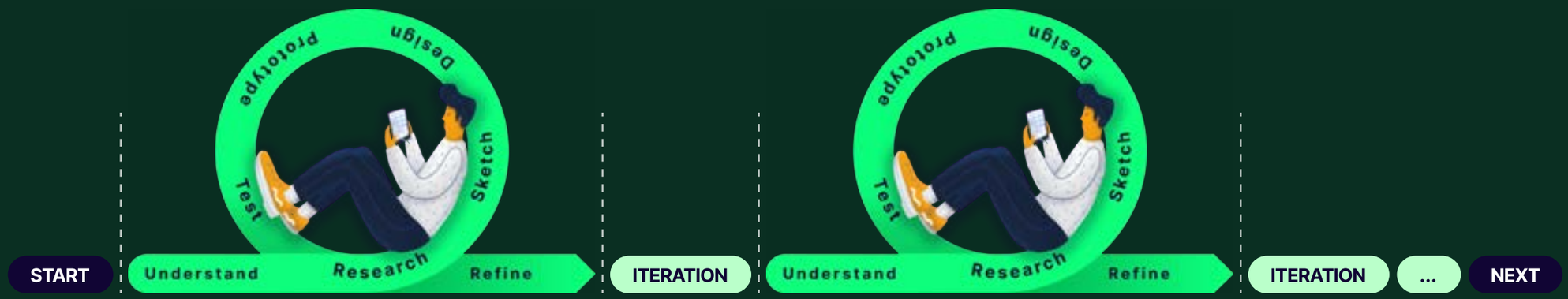
- Prepared design documentations
- write user stories
- Shared the UI screens to Zeplin
- Maintained a close communication with the team
- Unit testing sessions with the demos

Results & Future vision

Validation & Future Iteration

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

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

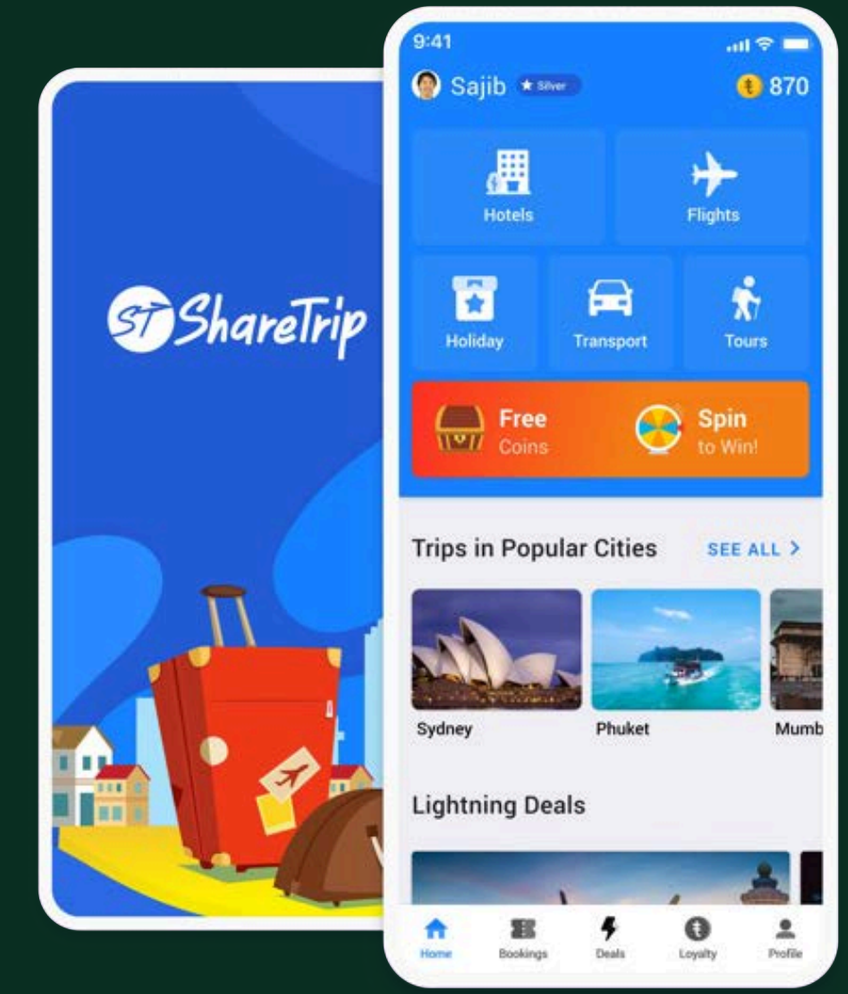


Takeaways

What I have learned

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

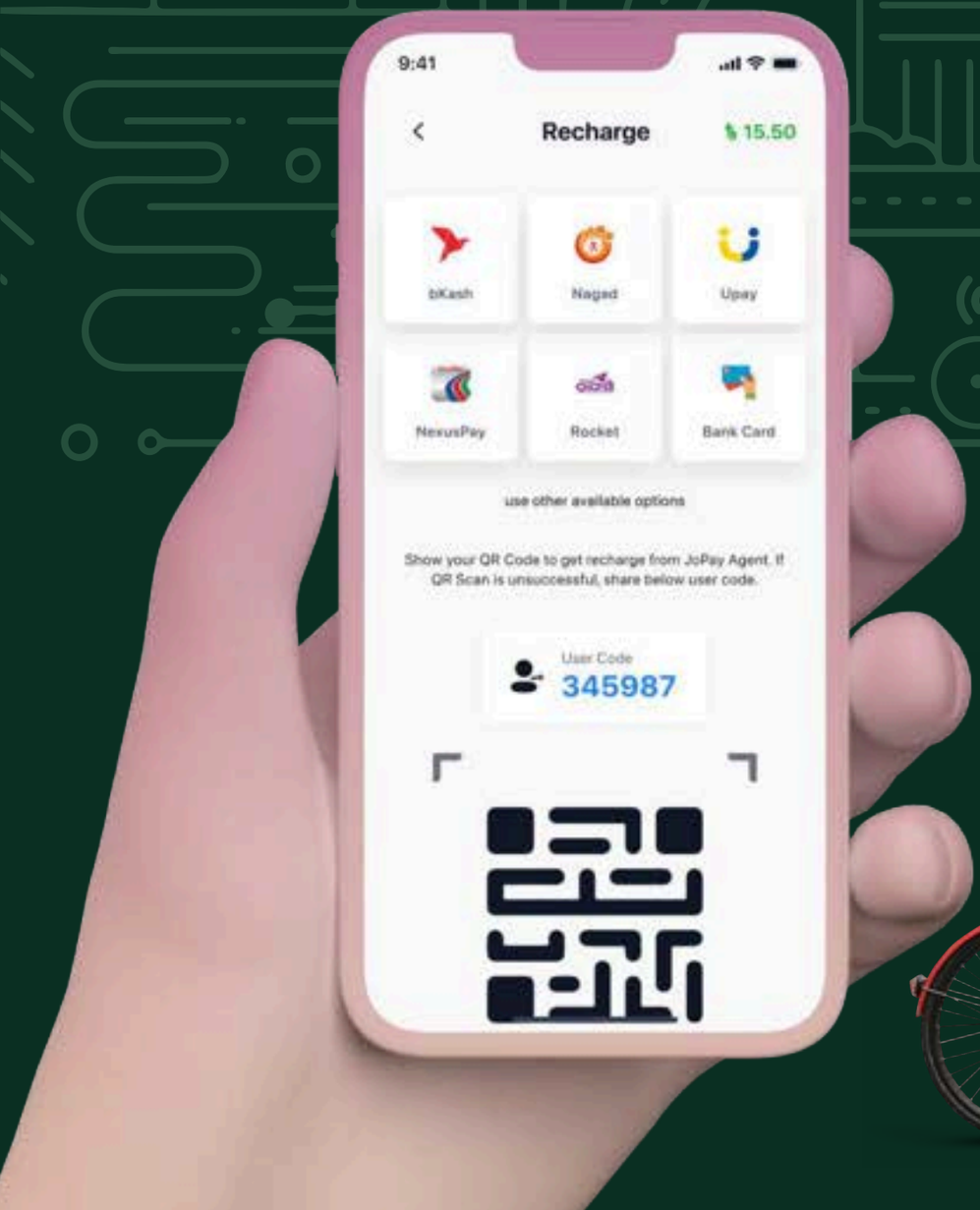
- I’ve mastered digging into people’s consumer minds.
- I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing sessions.
- I also discovered the mistakes and fixed them.



Thank you

Feel free to reach me

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



Jobike

Redefining Jo-Credit Recharge

Redefining Jo-Credit Recharge

Project
Jobike User App & JoPoint App

Platform
Android.

My Role
UX Research, UI/UX Design.

Timeline
Jan 2019 - Jun 2019

Tools
Miro, Adobe XD, Figma, Notion.

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 recharege 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 steaps.

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.

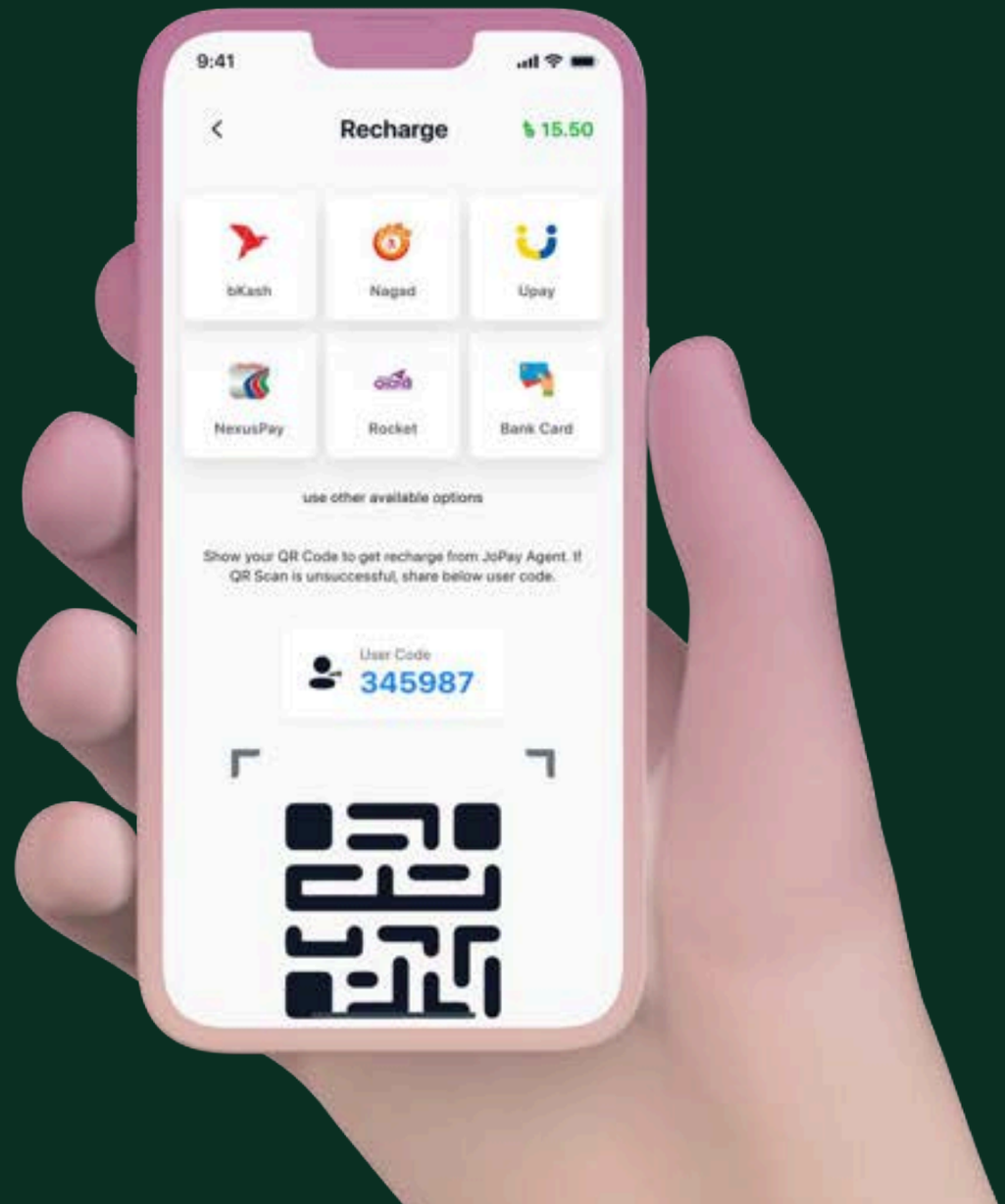
The Solutions

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

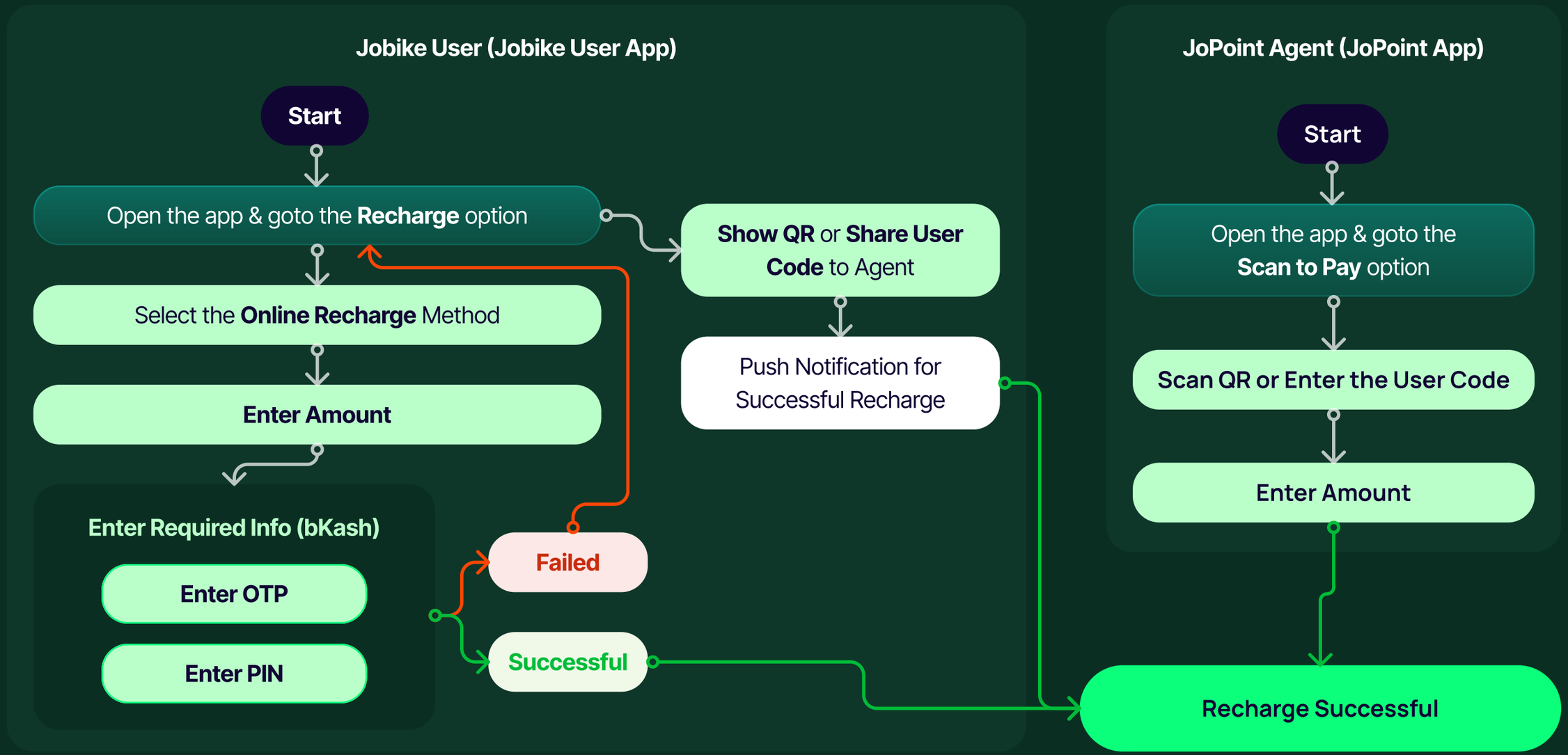
- We'll introduce the **online Jo-Credit recharge** options.
- We'll also redesign the recharge process at Jopoints.

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.

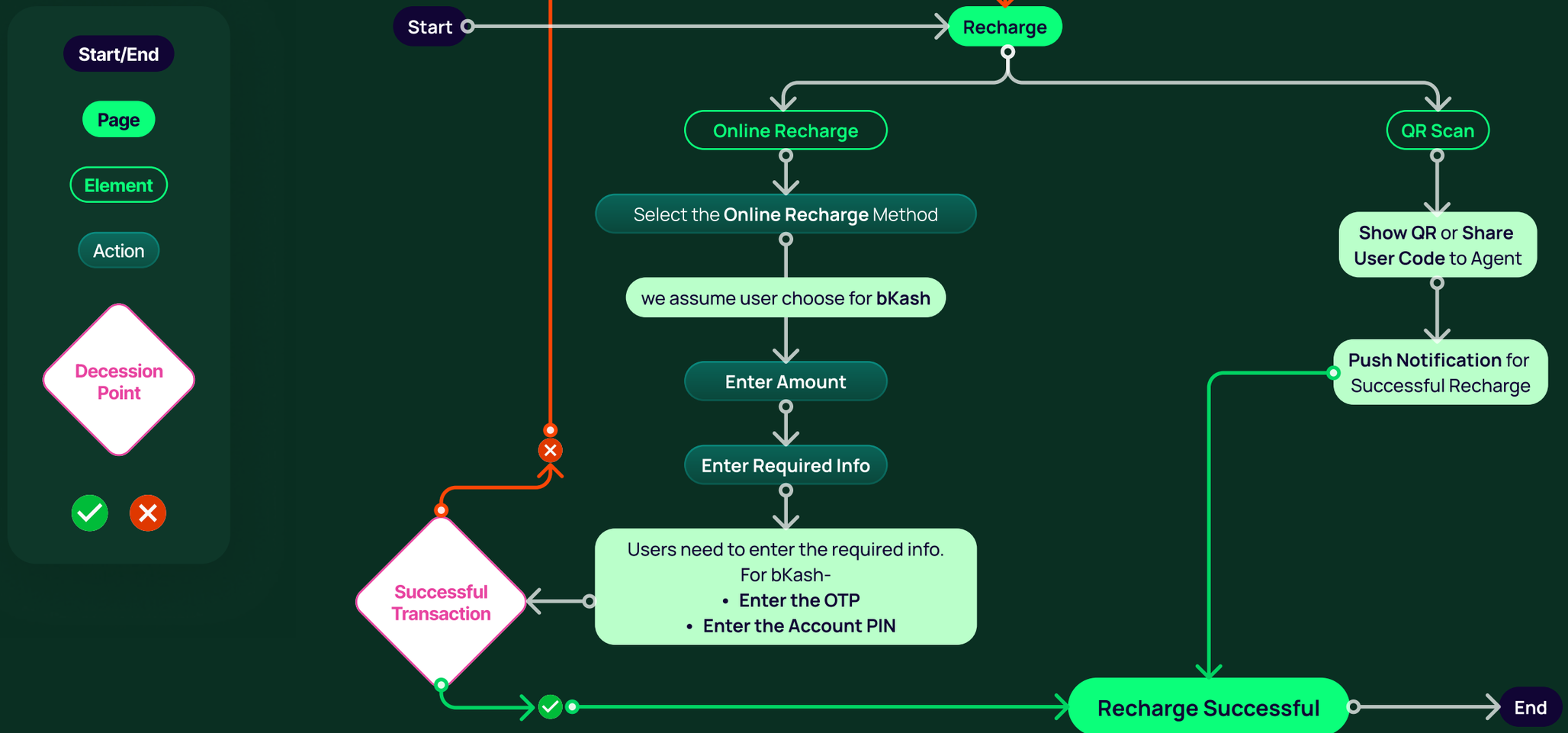
Next, I develop a flow chart of the process.



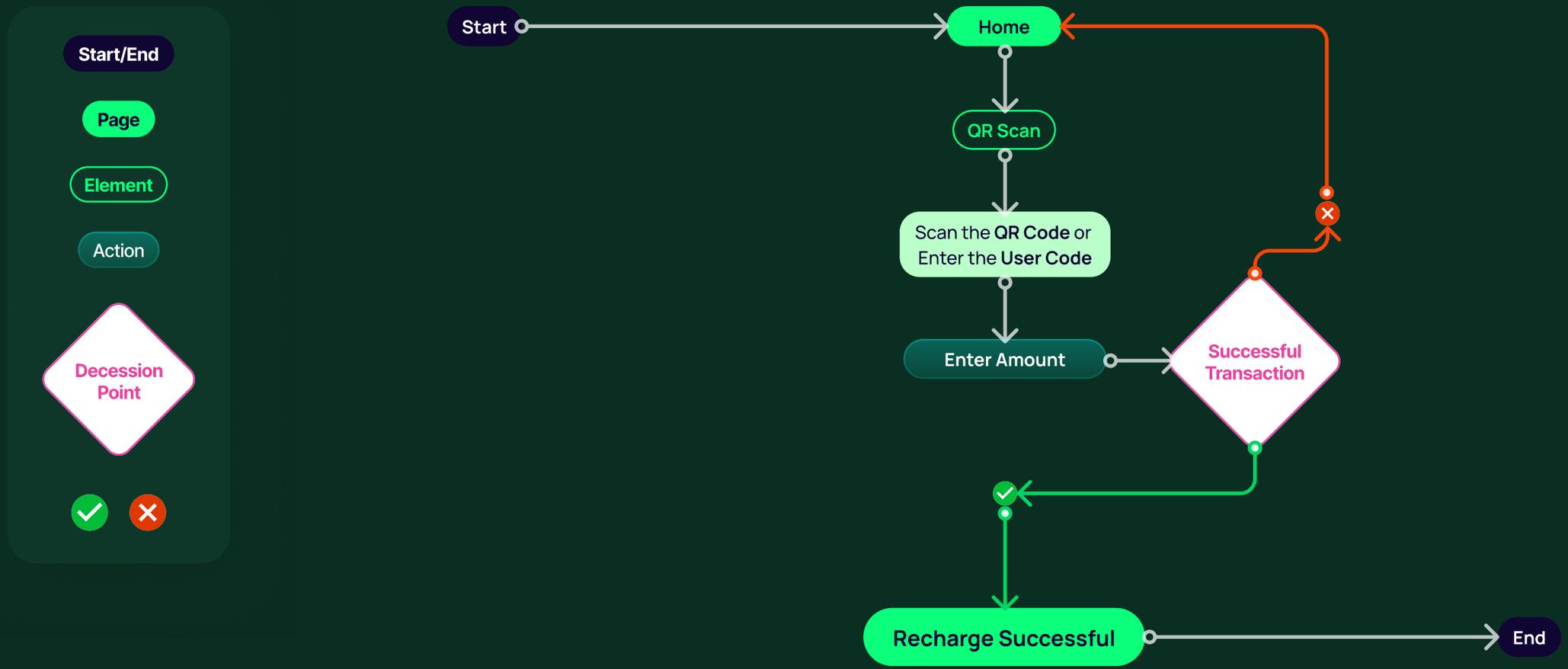
Information Architecture



User Flow (Jobike User App)



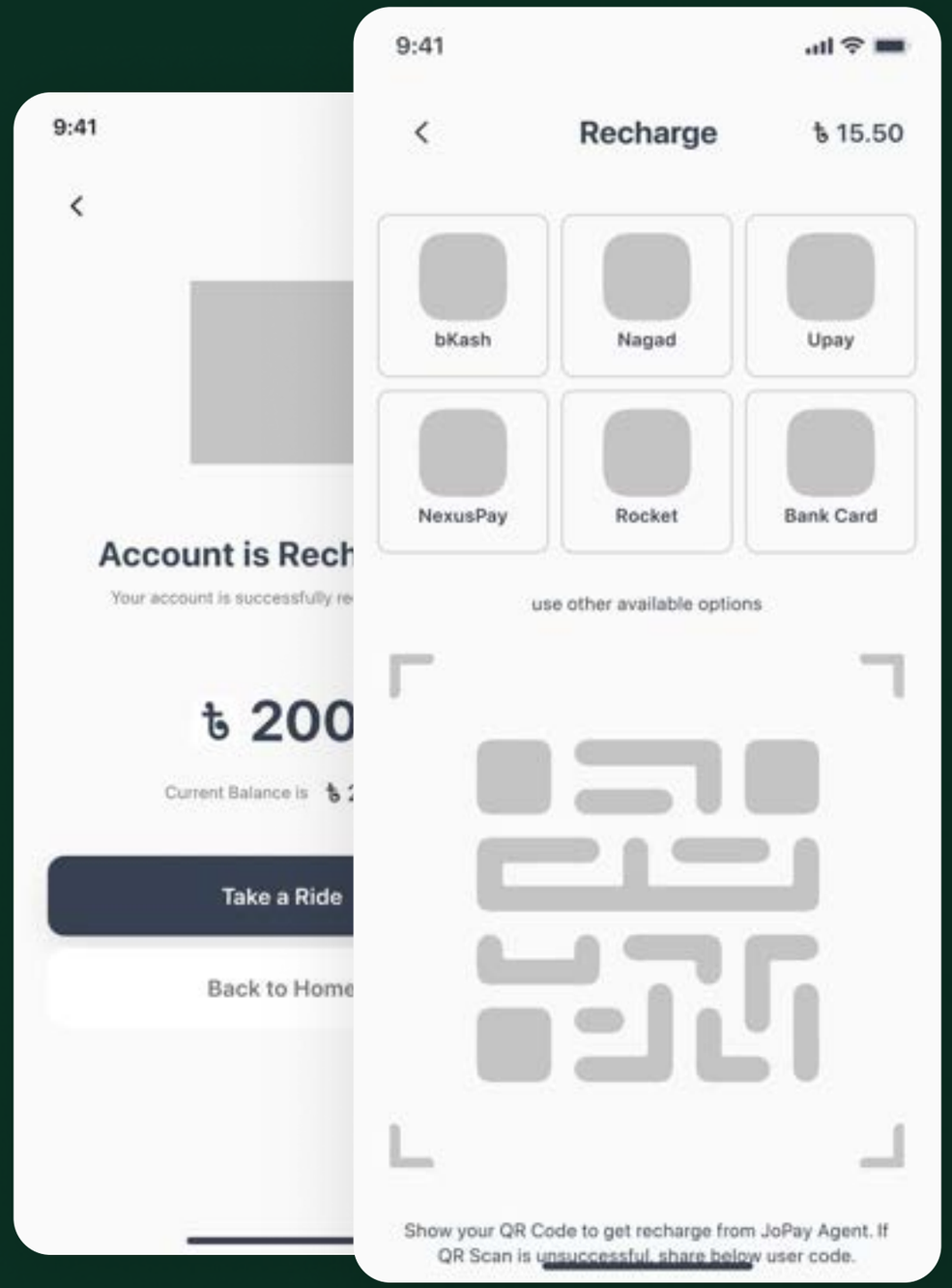
User Flow (JoPoint App)



Sketchs & Wireframing

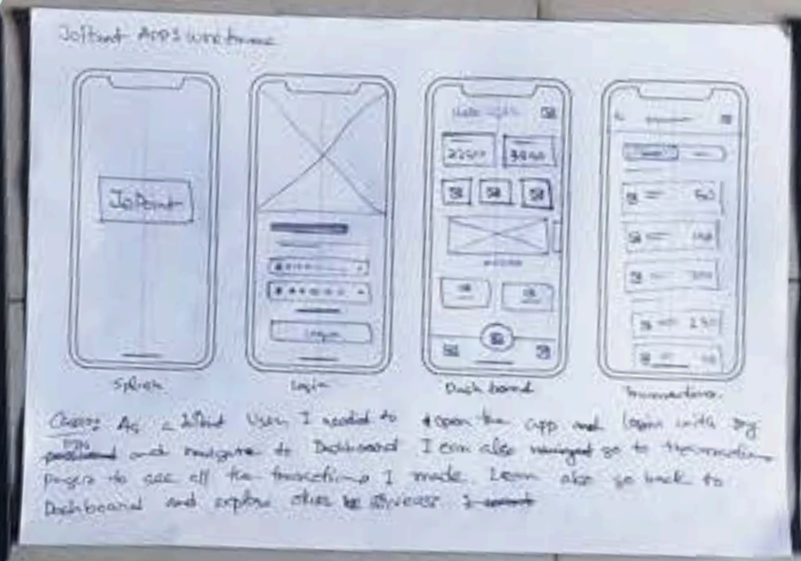
The following steps were to sketch wireframes based on the user flow maps.

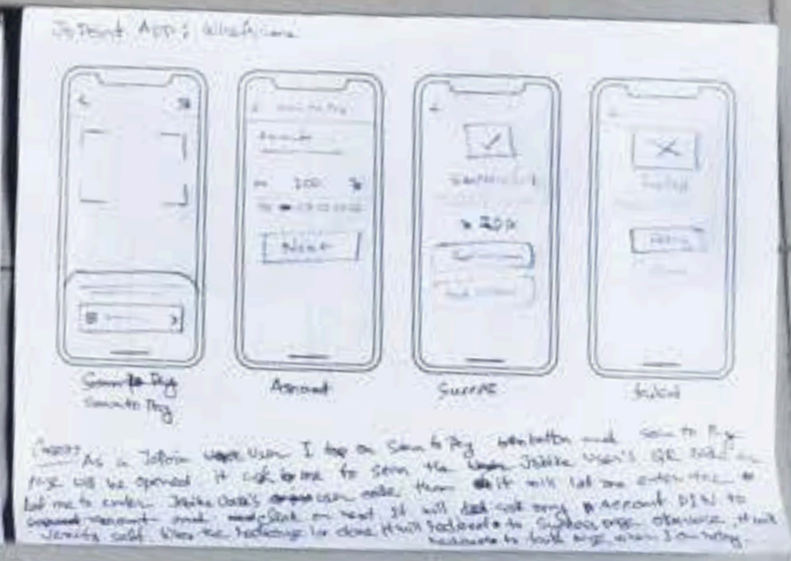
- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.

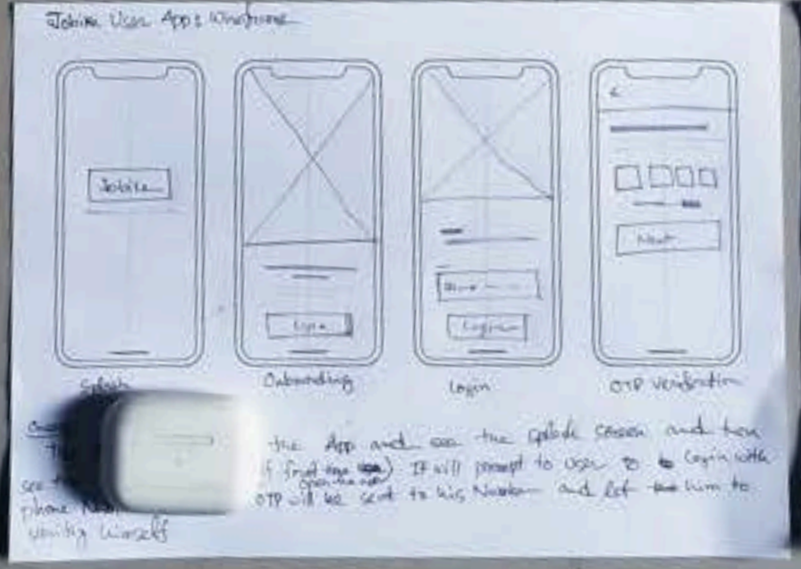


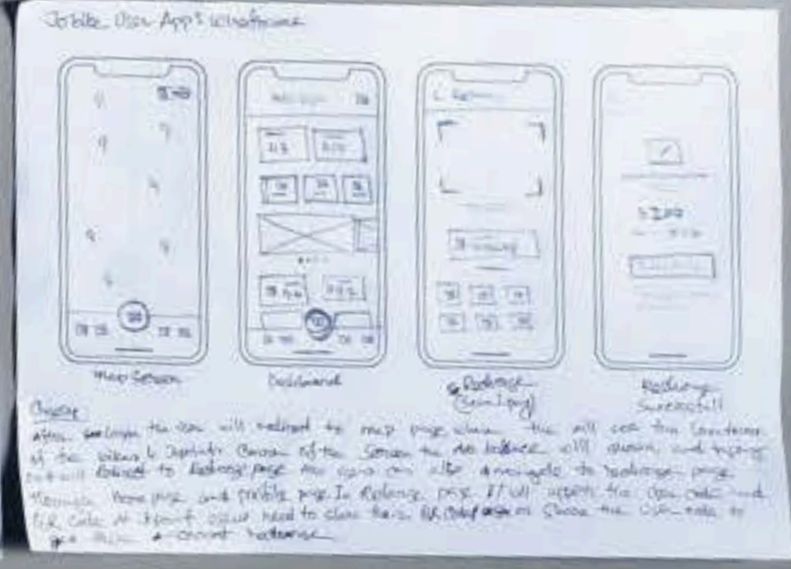
Wireframe (Jobike User App)

Wireframe (JoPoint App)









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

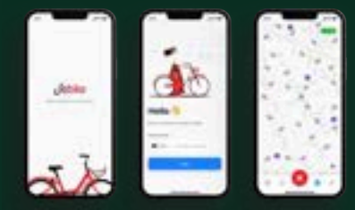
Jobike User App

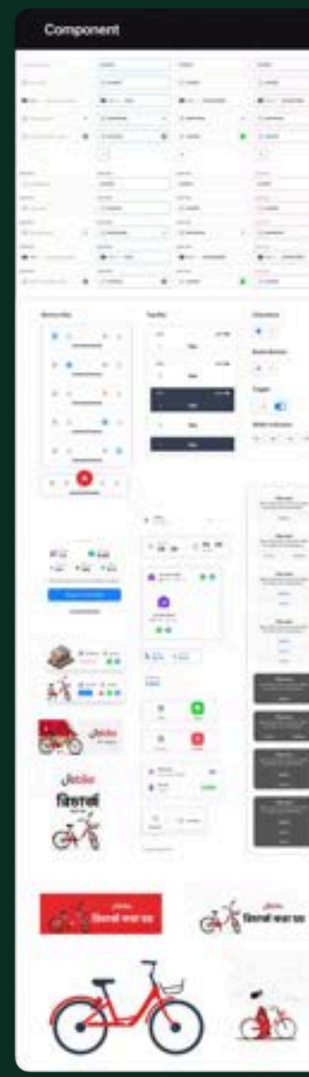
JoPoint App

UI Design

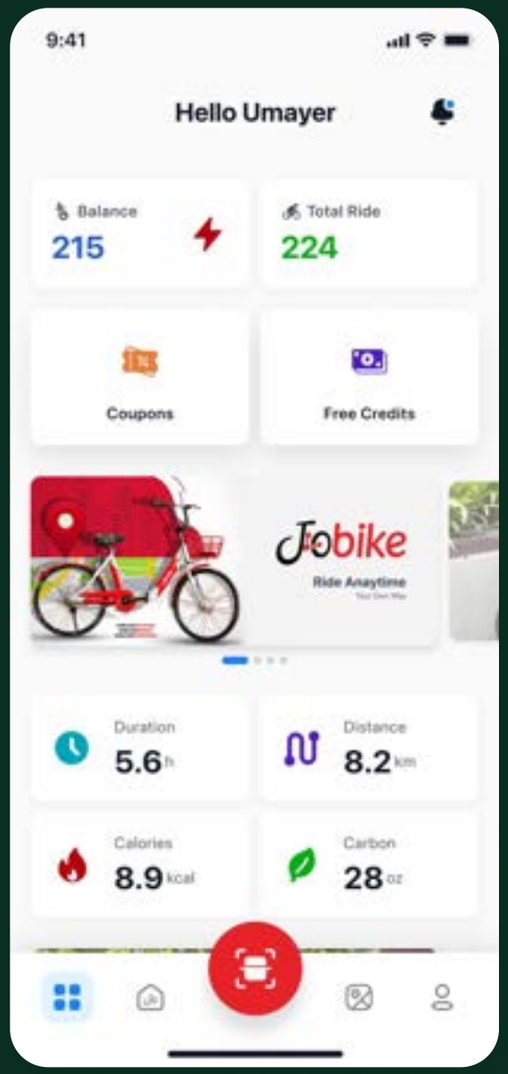
Before starting the UI design process, I always built a highly customisable design system to create a design language. It helps us a lot in creating user-friendly, accessible, high-fidelity designs.

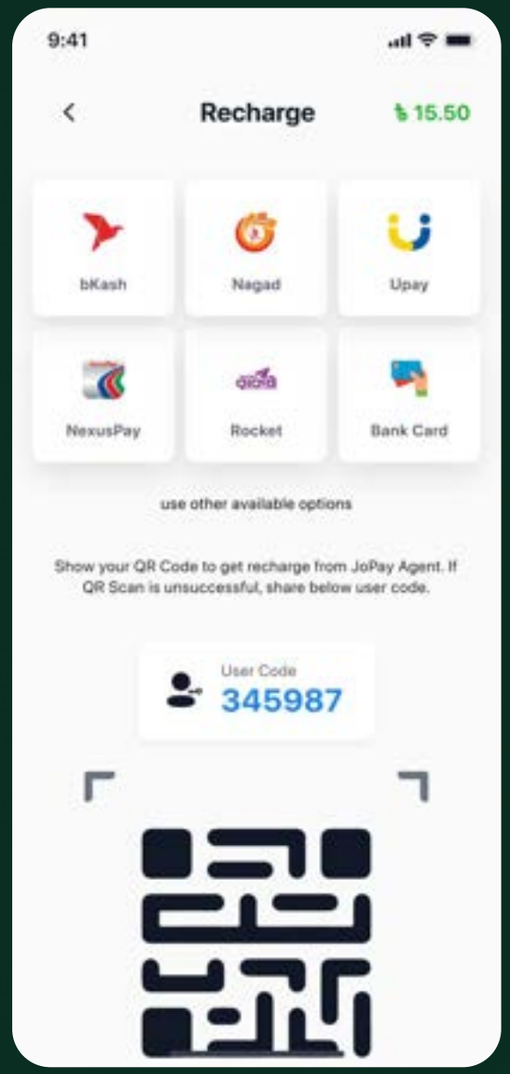
- I have designed a design style guideline and reusable components.

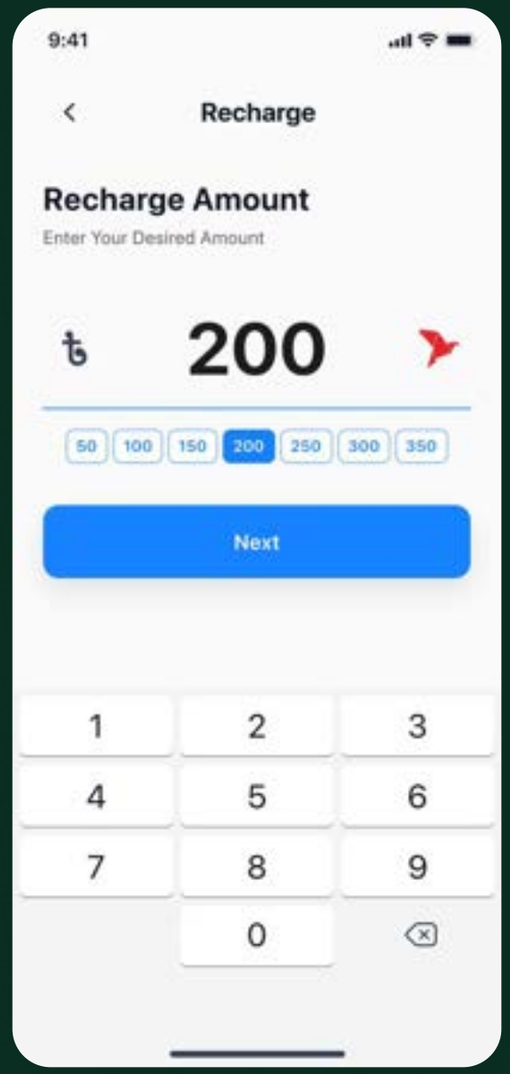


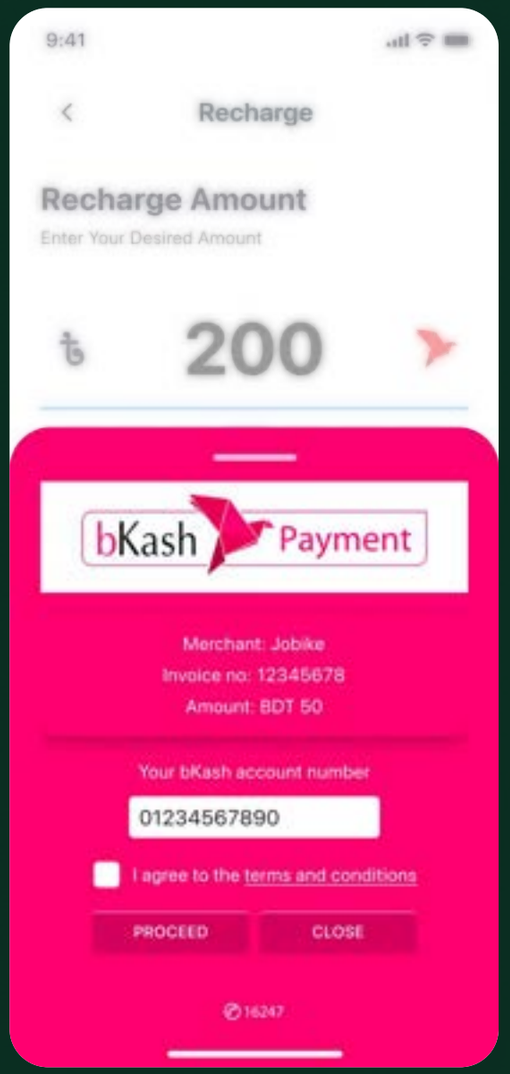


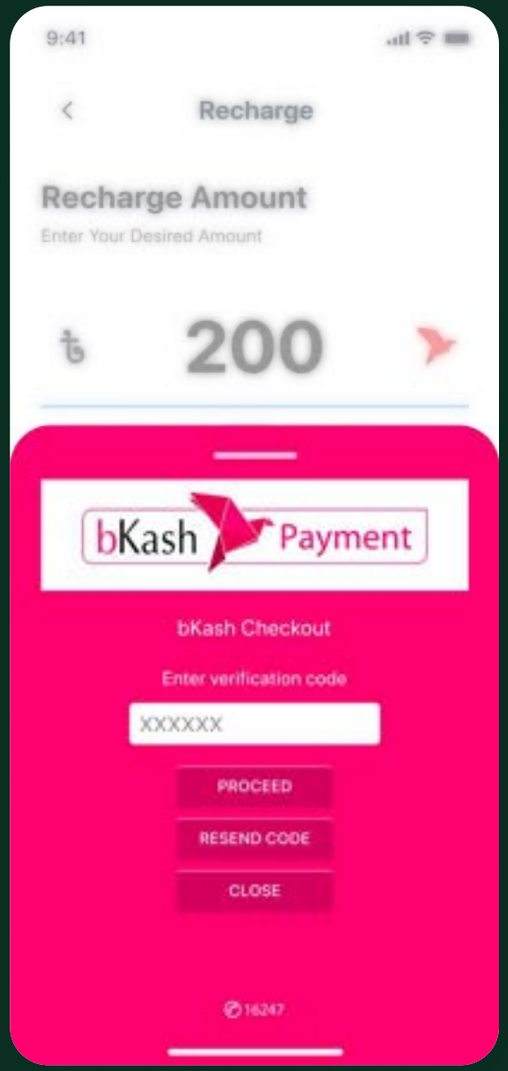
Jobike User App (Online Recharge)

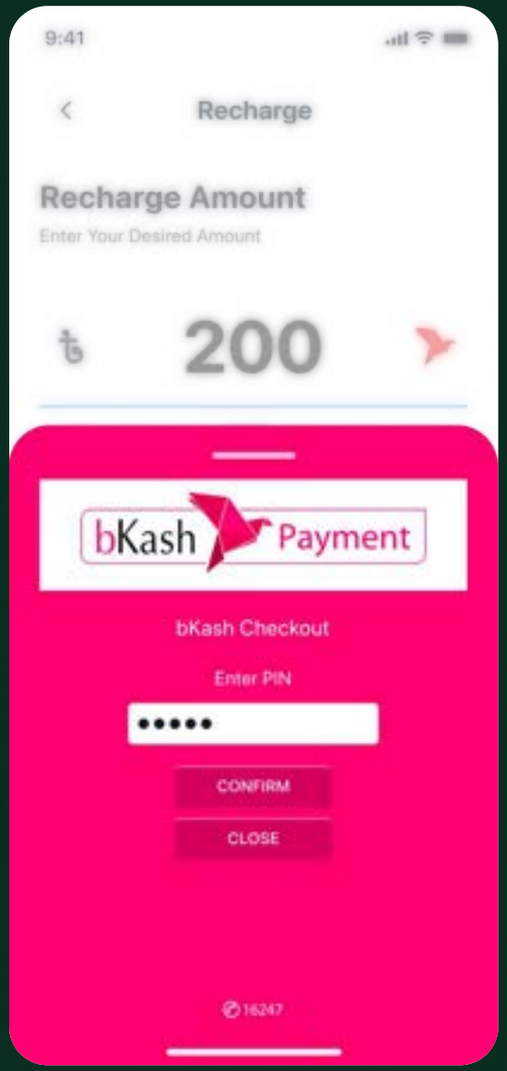


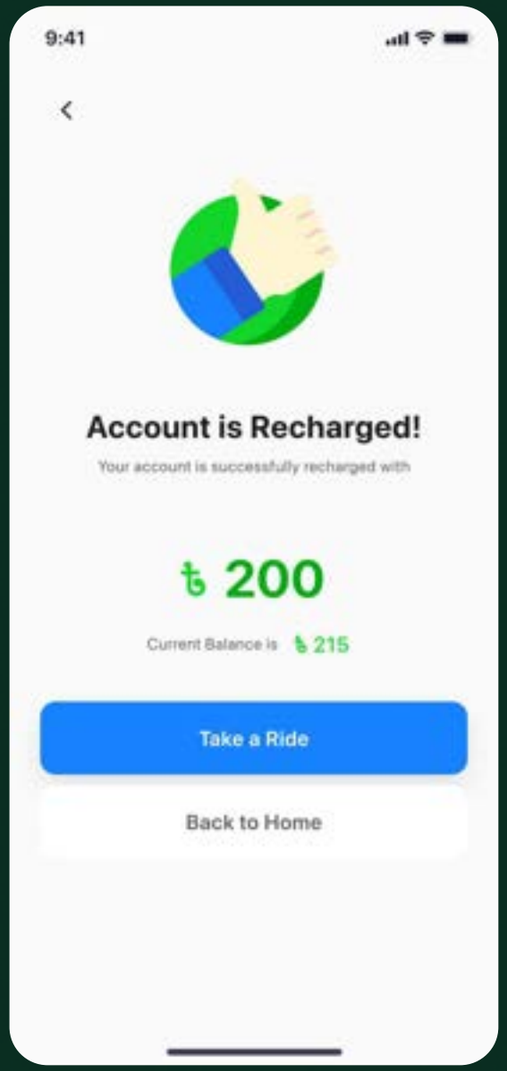


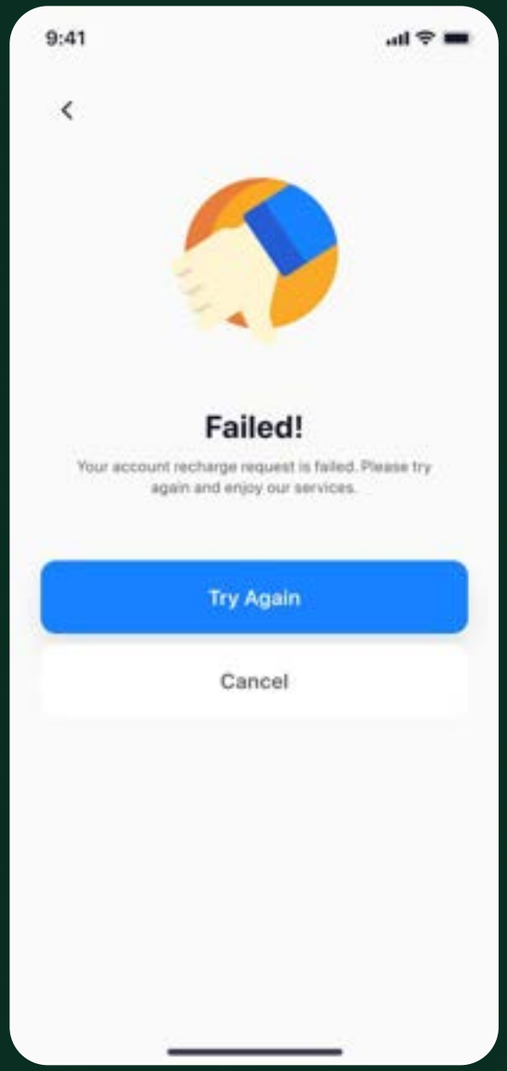




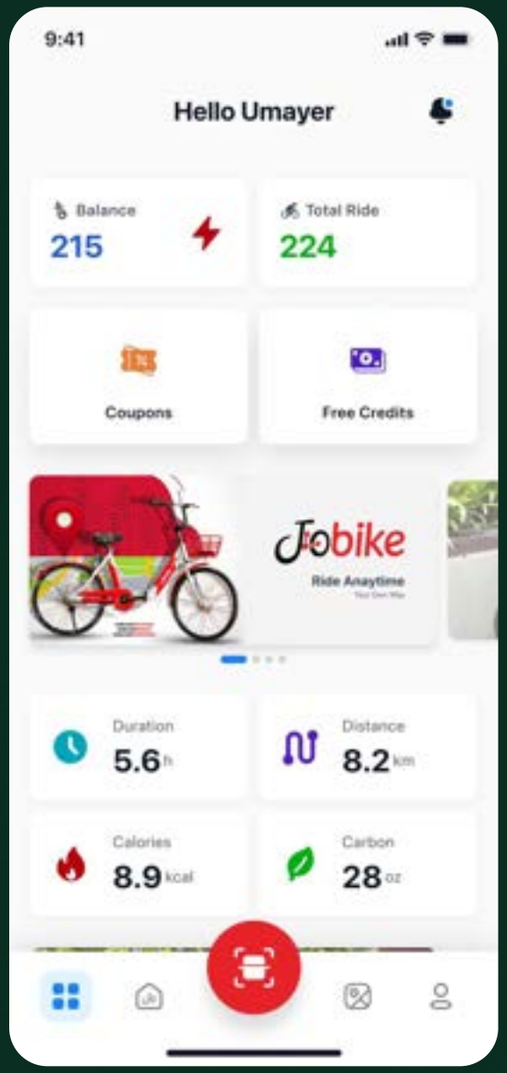

9:41
Recharge
Recharge Amount
Enter Your Desired Amount
৳ 200
bKash Payment
bKash Checkout
Enter verification code
XXXXXX
PROCEED
RESEND CODE
CLOSE
16247

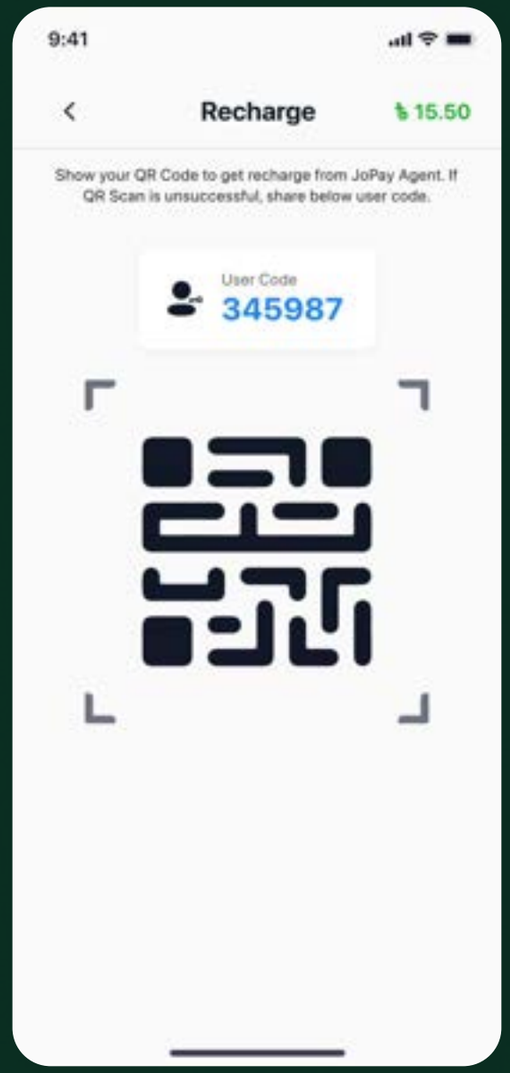

9:41
Recharge
Recharge Amount
Enter Your Desired Amount
৳ 200
bKash Payment
bKash Checkout
Enter PIN
CONFIRM
CLOSE
16247

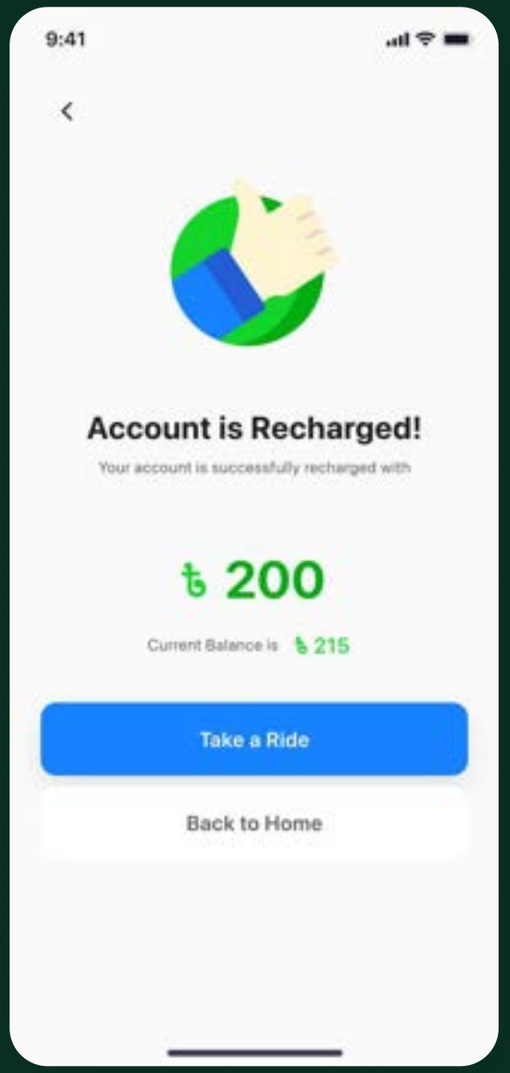

9:41
Account is Recharged!
Your account is successfully recharged with
৳ 200
Current Balance is ৳ 215
Take a Ride
Back to Home


9:41
Failed!
Your account recharge request is failed. Please try again and enjoy our services.
Try Again
Cancel

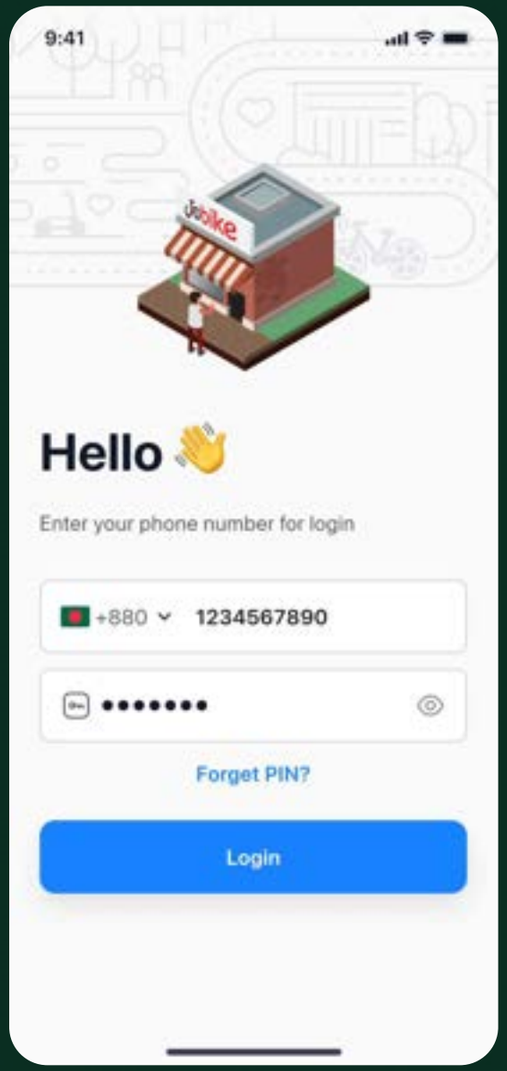
Jobike User App (Scan to Pay)

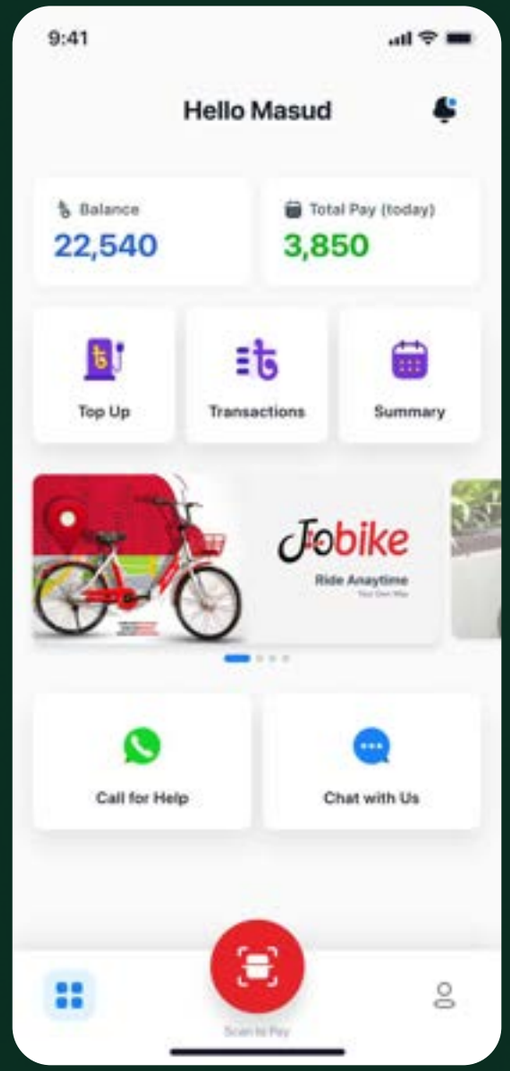






JoPoint App (Scan to Pay)





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

9:41

Account is Recharged!

The user account is successfully recharged with

৳ 50

Recharge Another

Back to Home

9:41

Failed!

The user account recharge request is failed. Please try again.

Try Again

Cancel

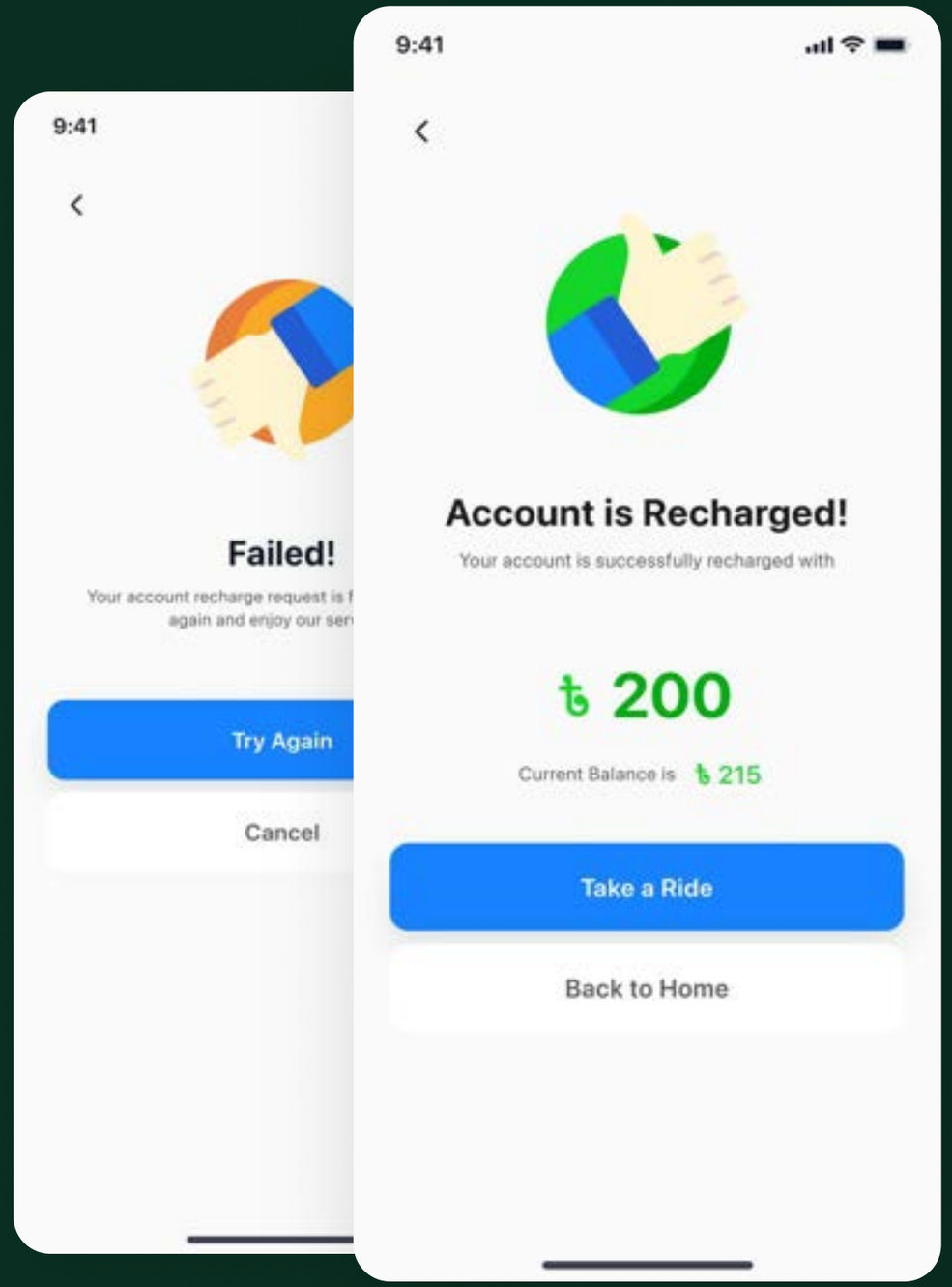
Usability Testing

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.

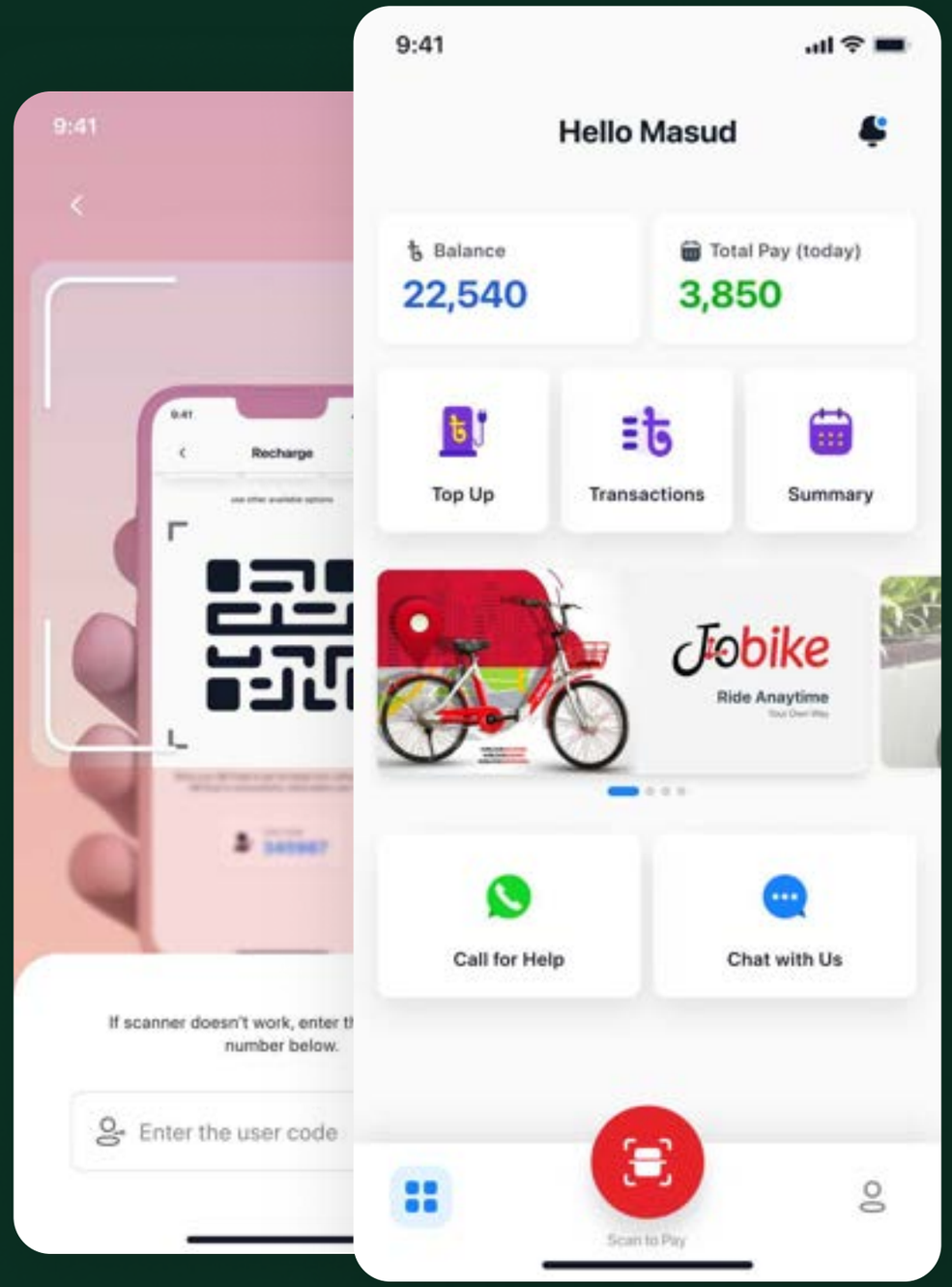
Due to the NDA issue, I've only shared the information authorized by the Jobike authority.



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.

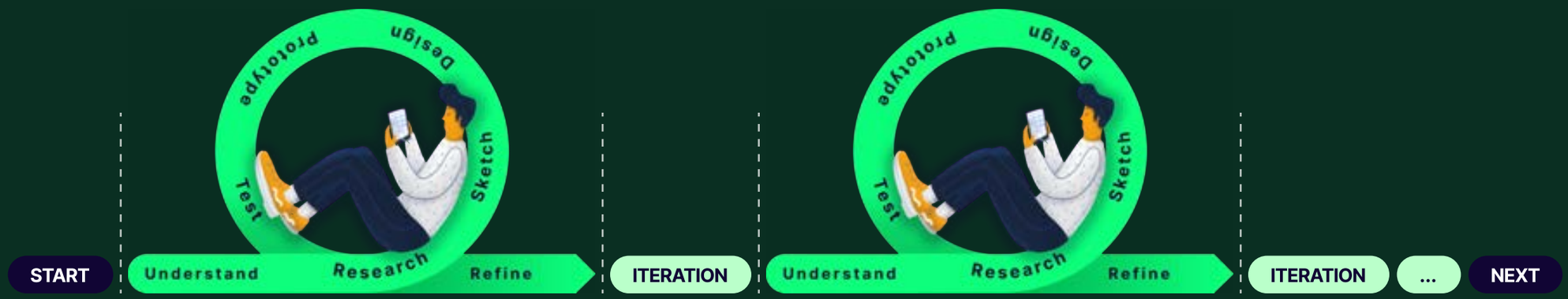


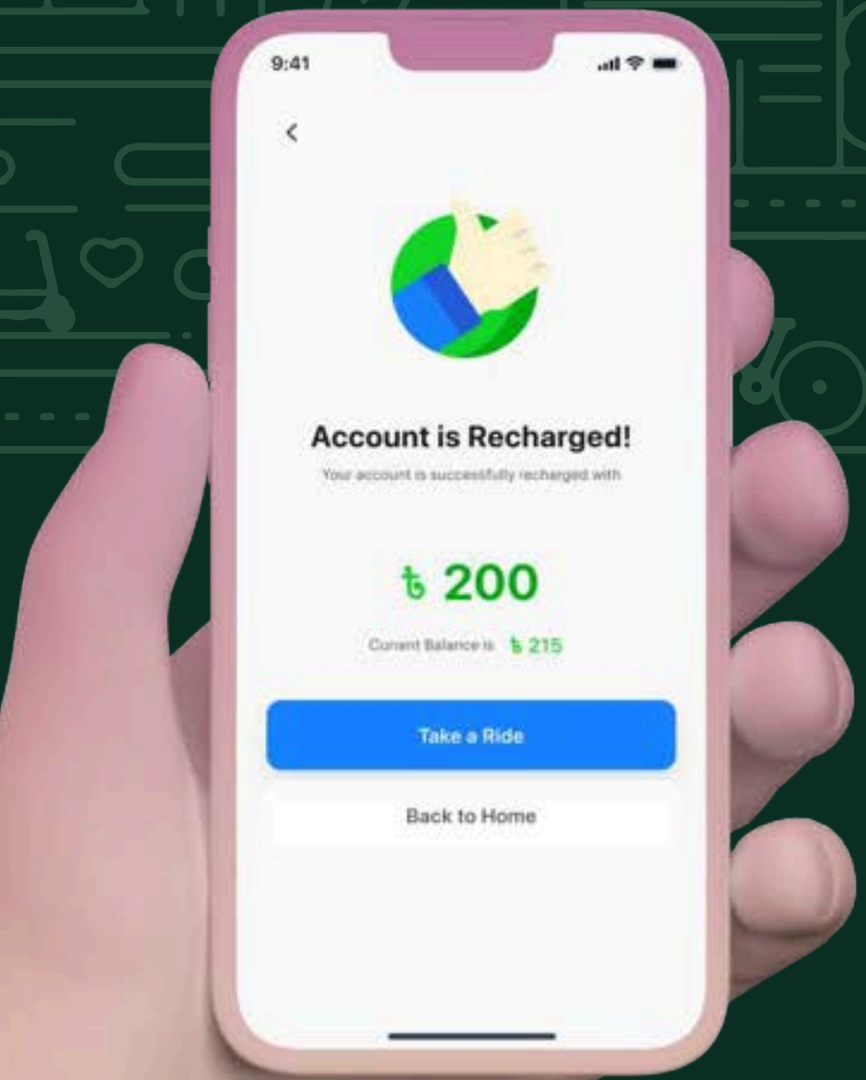
Results & Future Iteration

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

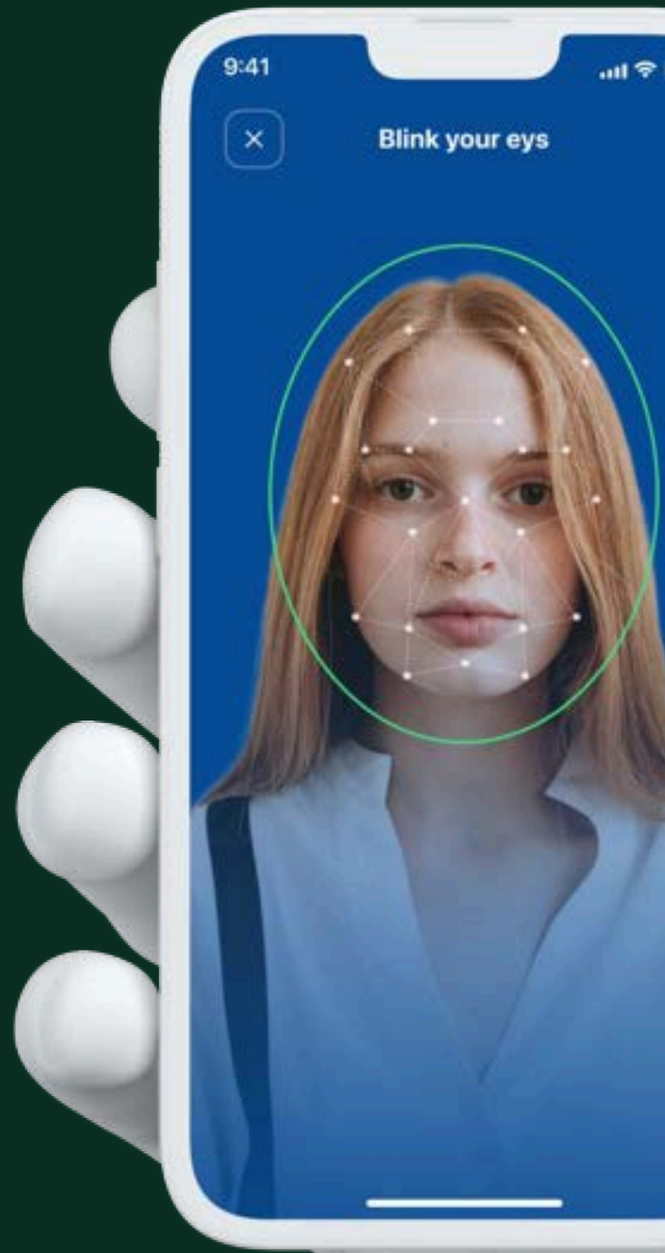
Platform
iOS and Android.

My Role
UX Research, UI/UX Design.

Timeline
March 2022 – May 2022

Tools
Figma, FigJam, Notion.

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

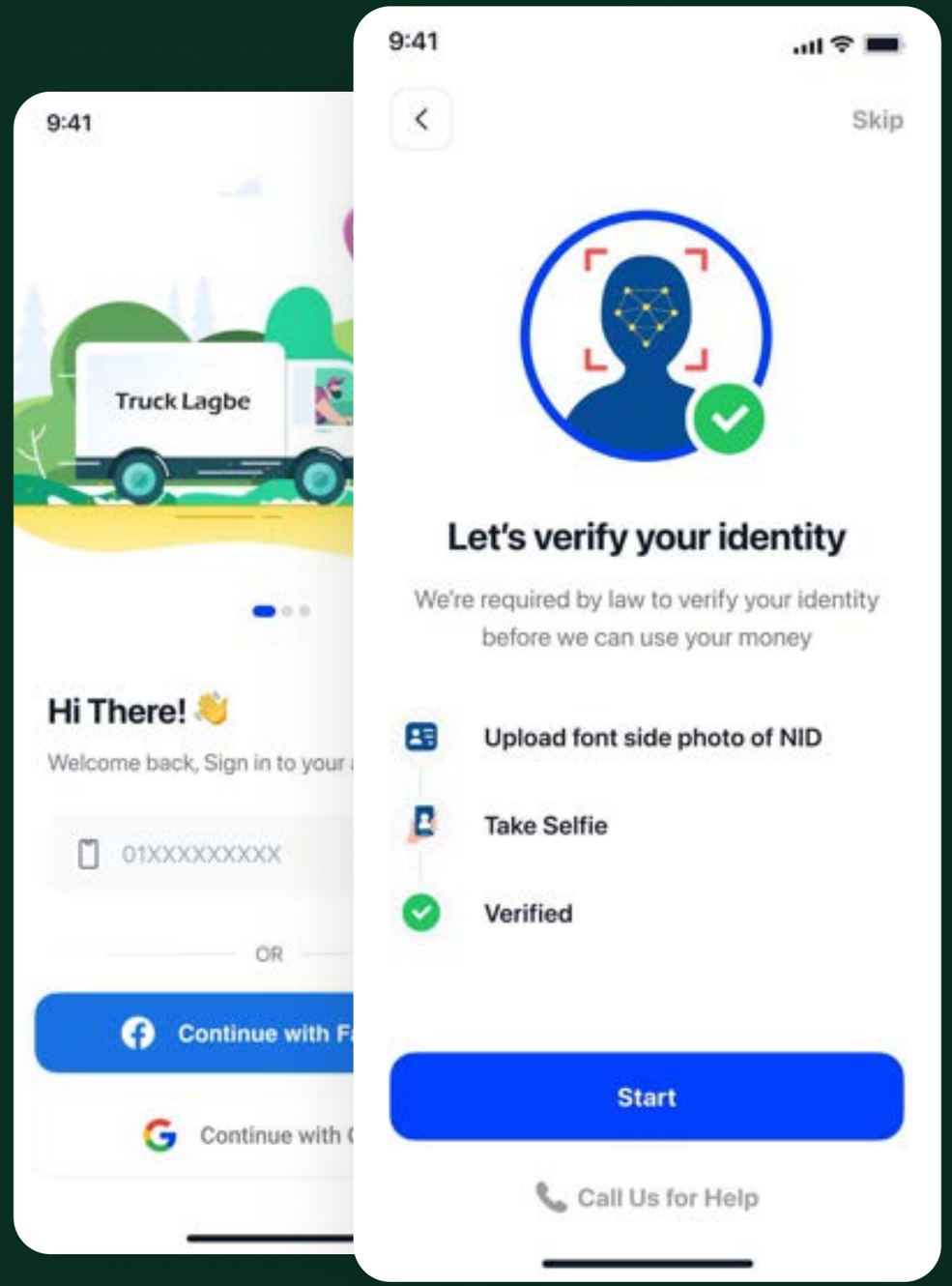
- Re-verified around 92% of our existing supply partners.
- The fraudulent cases were reduced to around 30%.
- The trip Completion Rate (CR) increased by 35%.

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.

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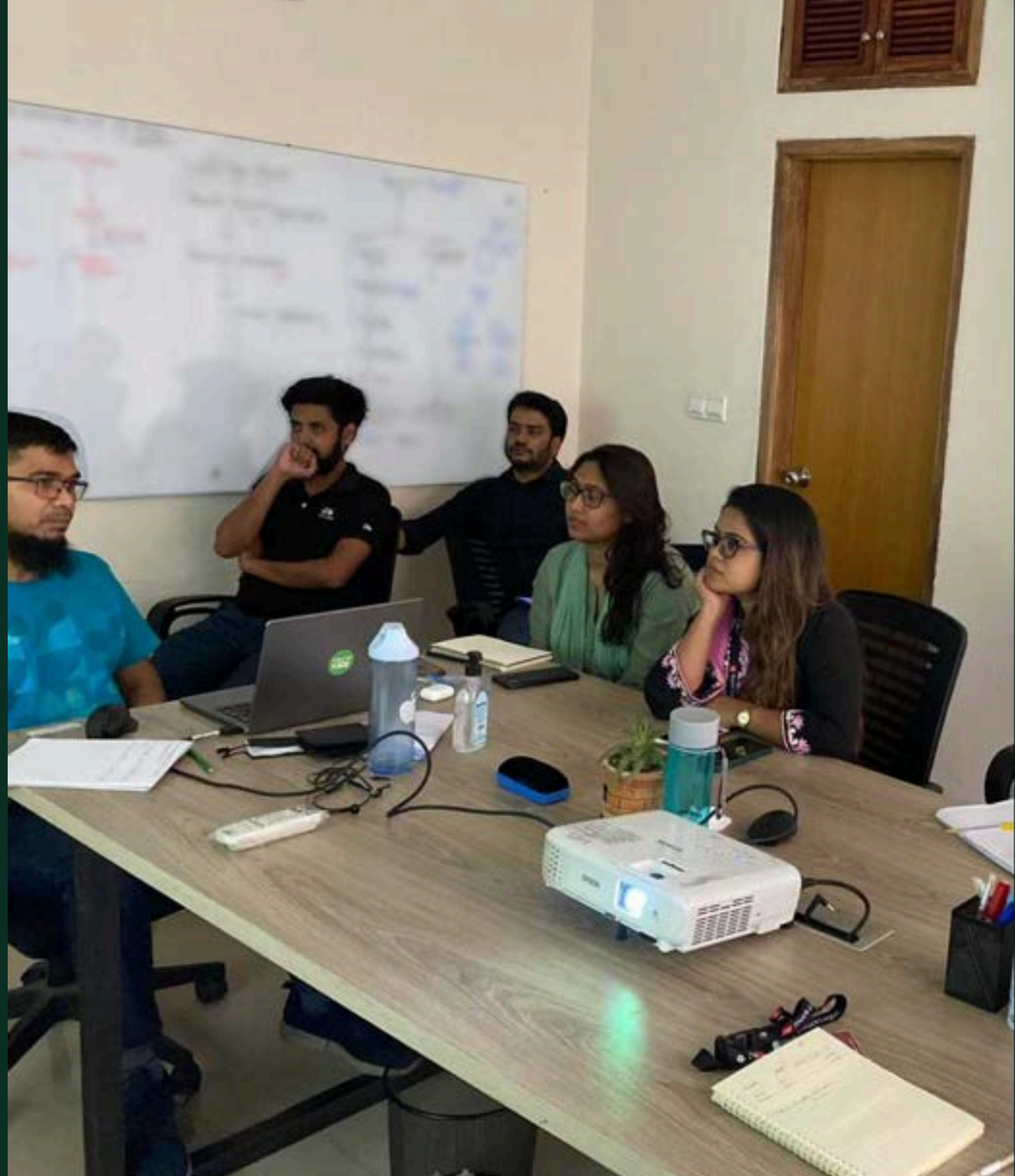
- How challenging would it be to build from the technical feasibilities and limitations?



The Findings

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

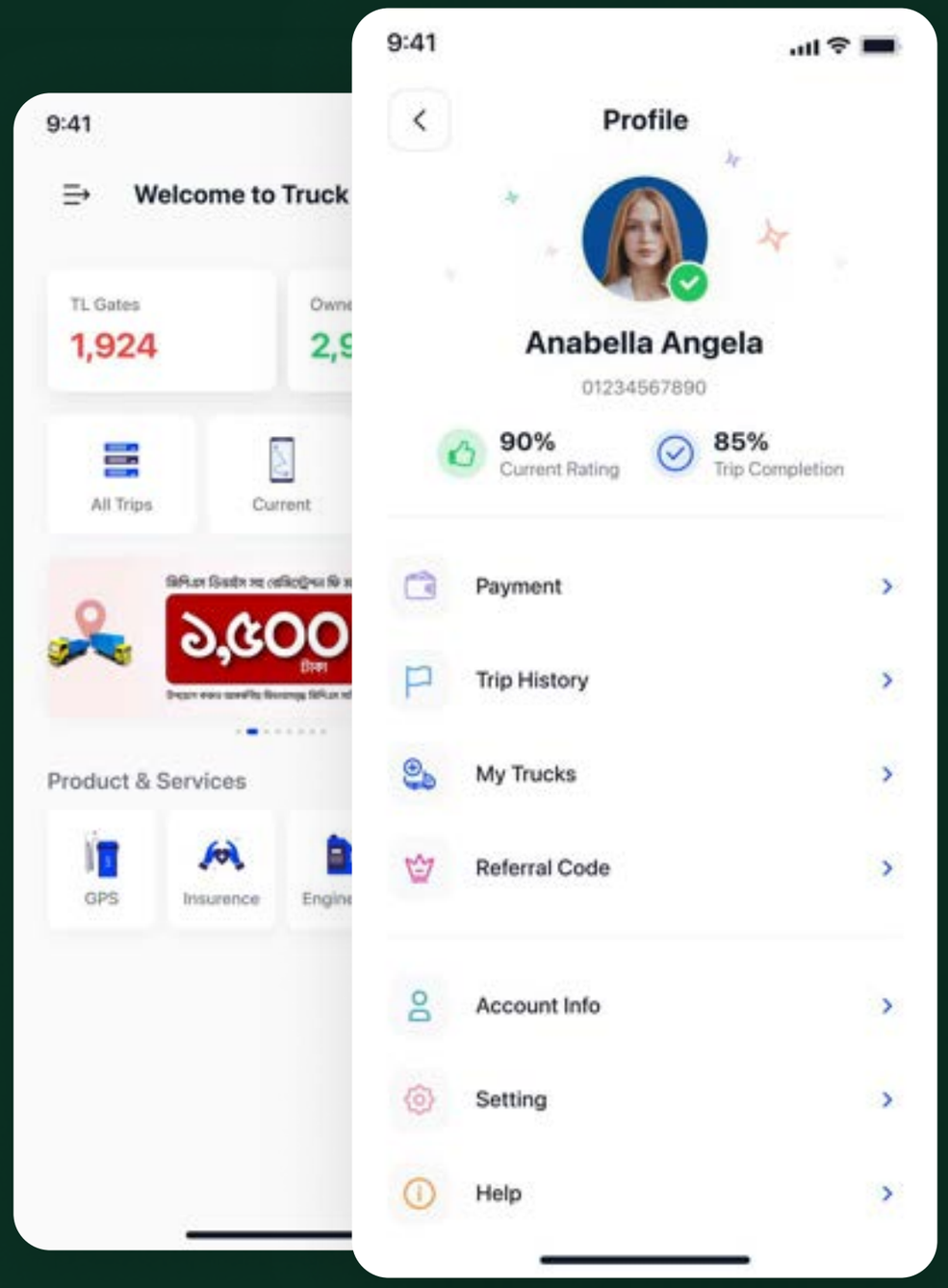
- All the suppliers had a smartphone, and most had button phone.
- 7 users were using bKash or other MFS apps. Most of them are familiar with TikTok, IMO, Facebook, Whatsapp, SHAREit and other related apps.
- They are also familiar with taking selfies, photos, and videos.
- Our technical sessions taught 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.

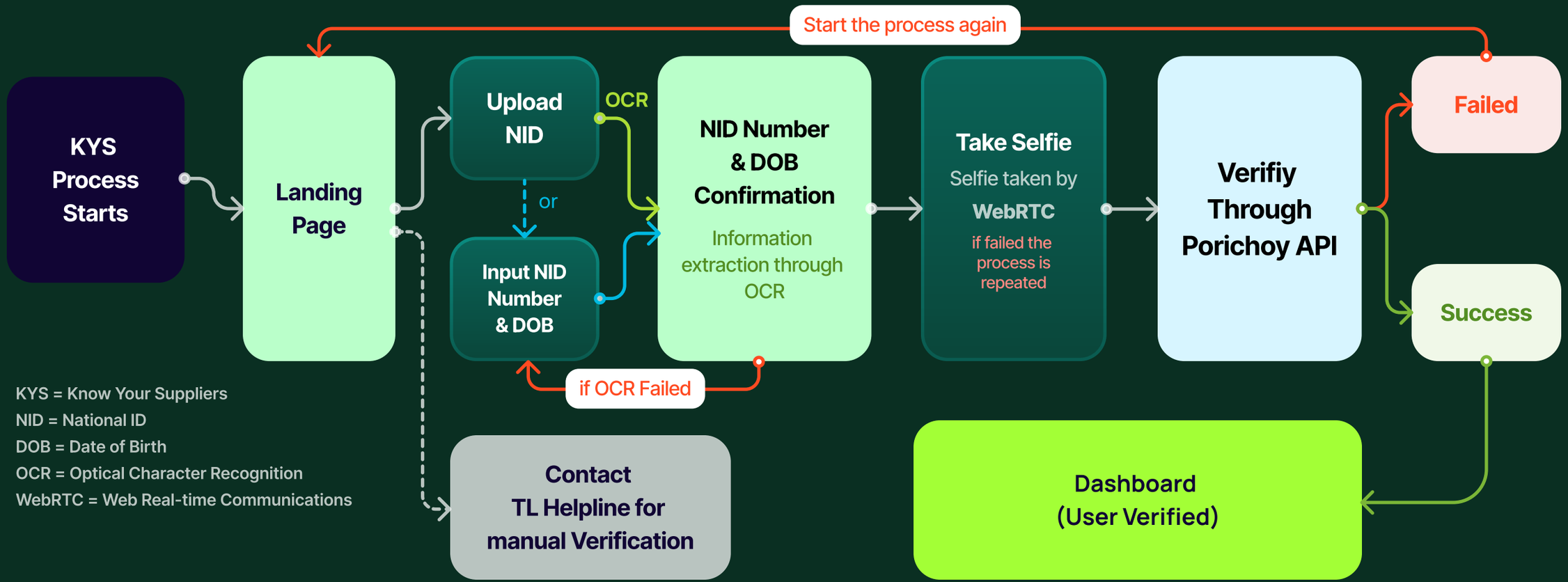
So, Truck Lagbe introduced KYS (Know Your Suppliers) programme. In this programme, Truck Lagbe will comply with its supply partners.

- 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

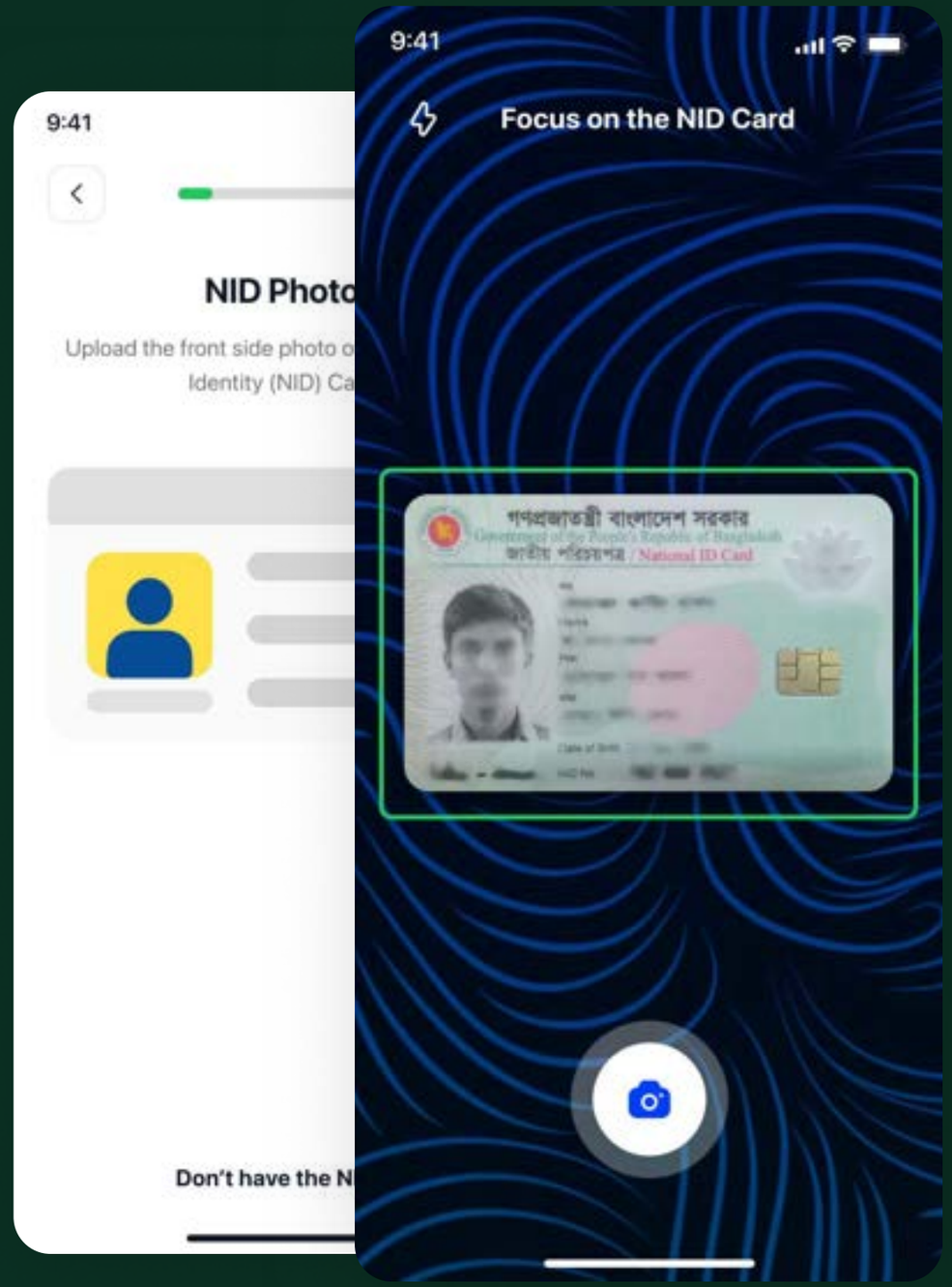
We used a 3rd party Bangladesh Government authorised service through out the process.



KYS = Know Your Suppliers
NID = National ID
DOB = Date of Birth
OCR = Optical Character Recognition
WebRTC = Web Real-time Communications

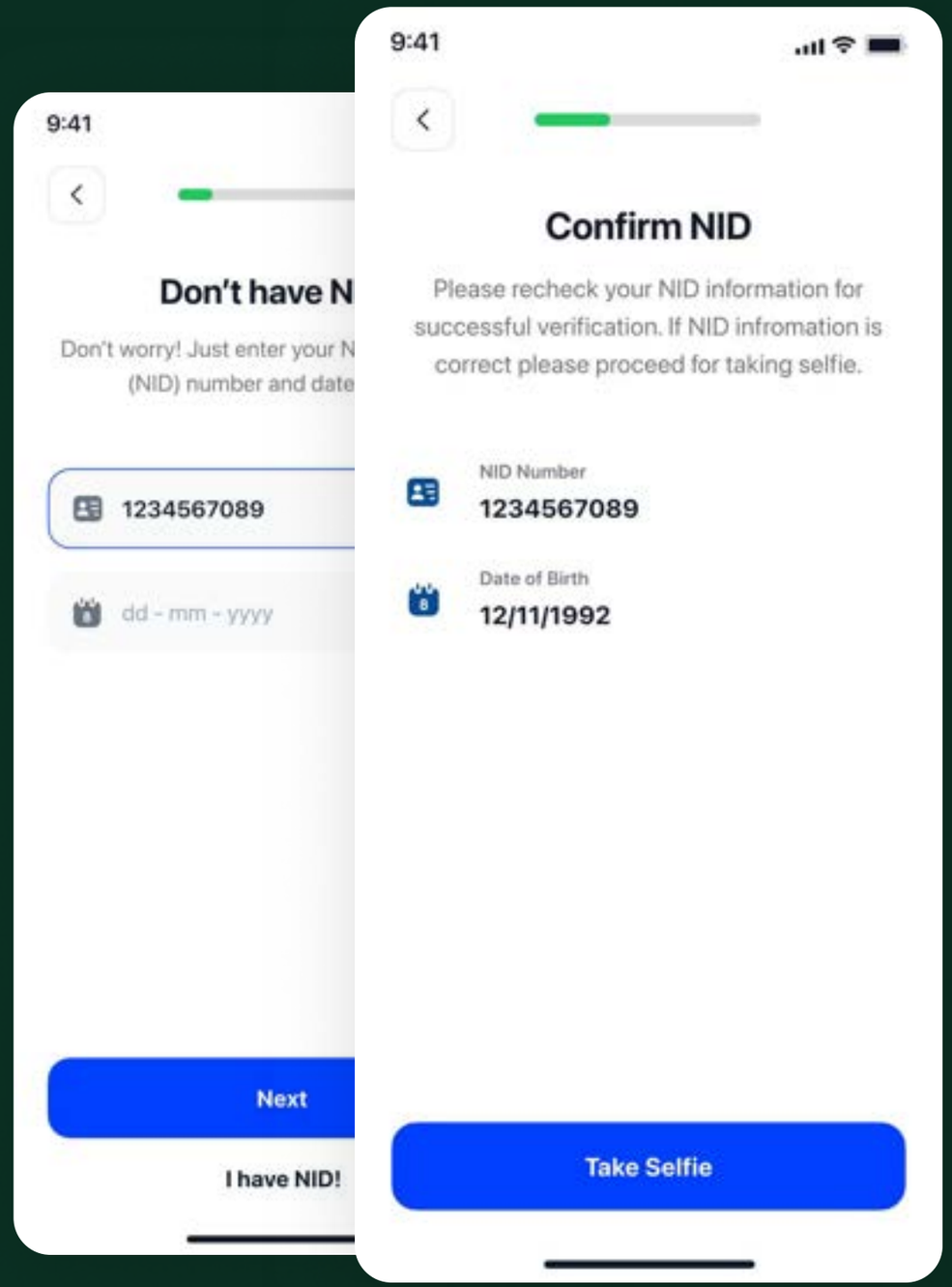
Method 1:
National ID Scan

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.



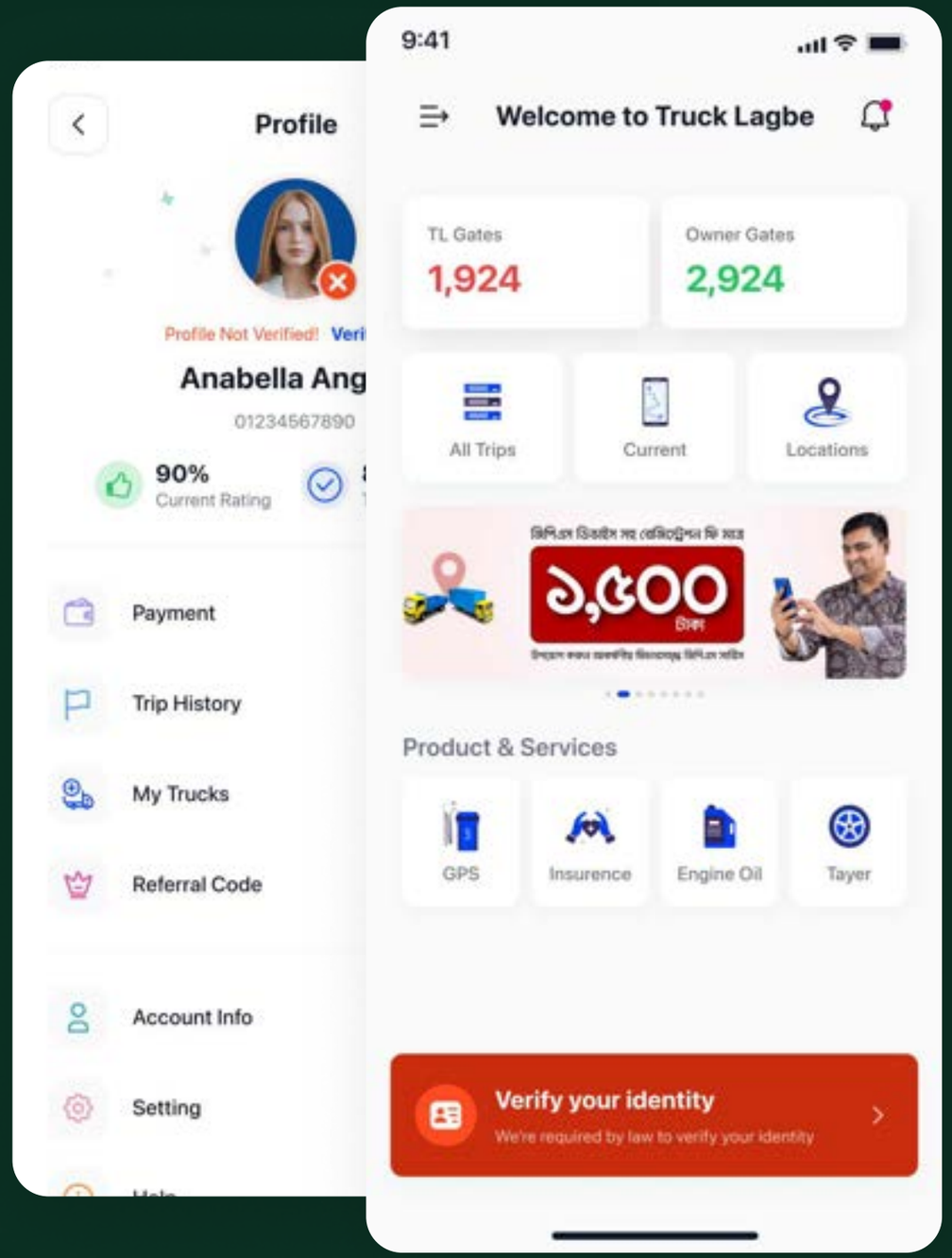
Method 2:
Manual Entry

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.

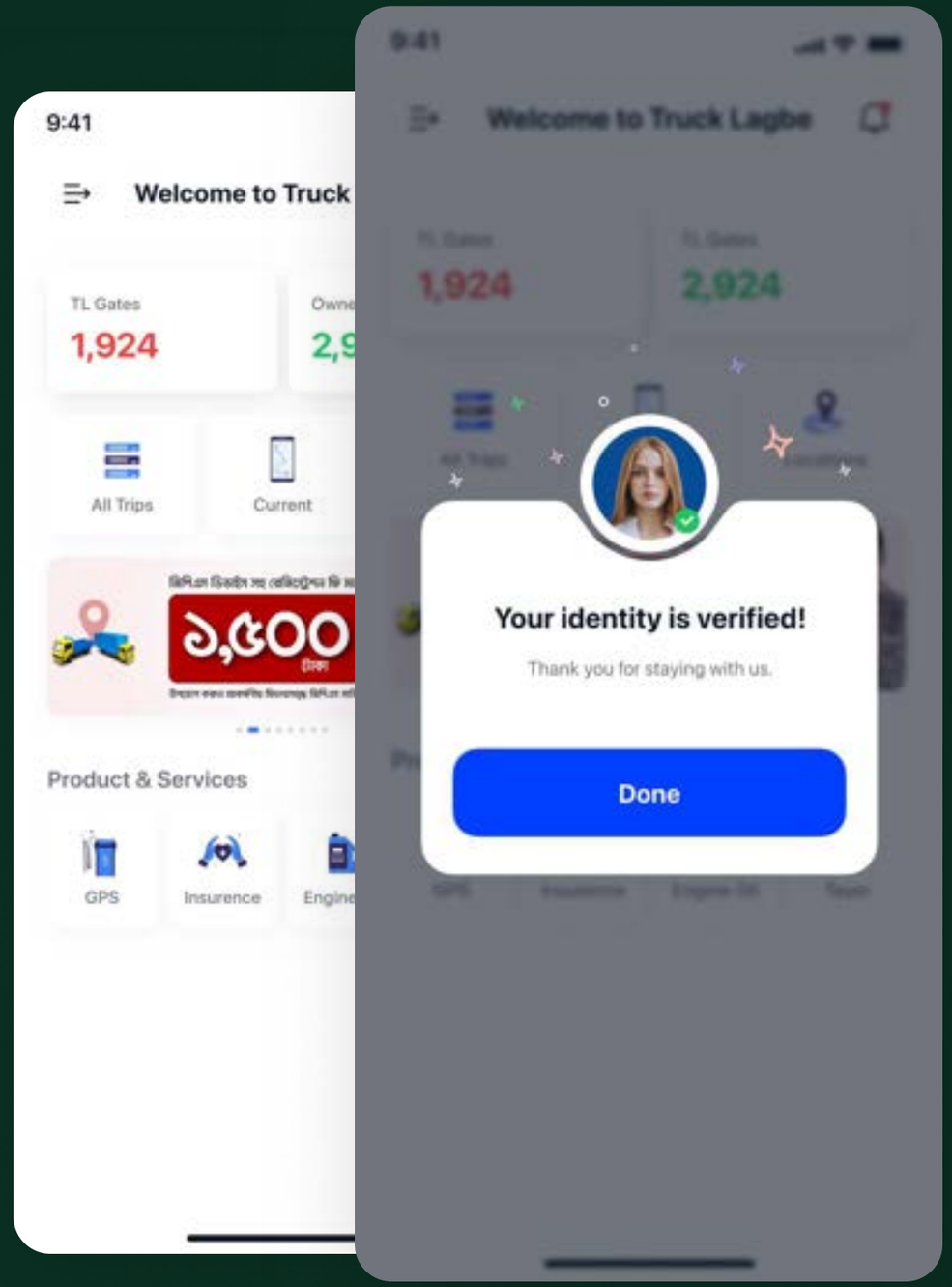
WebRTC for Taking Selfie

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.

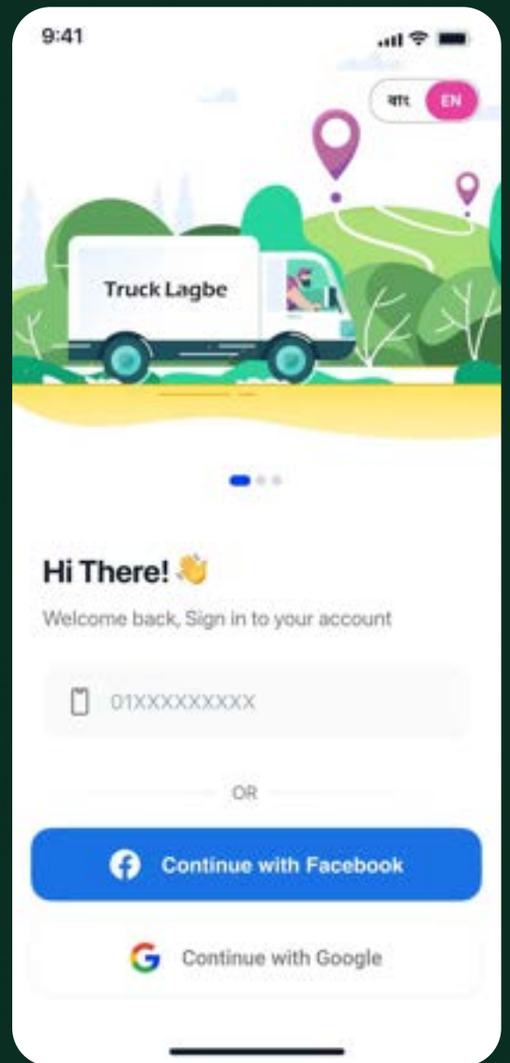
- KYS Programme helps us to **automate the verification process** and make our operations more efficient.
- We've automatically re-verified around **92% of our existing supply partners**.
- The **fraudulent cases** were **reduced to around 30%**.
- The **Trip Completion Rate (CR) increased by 35%**.

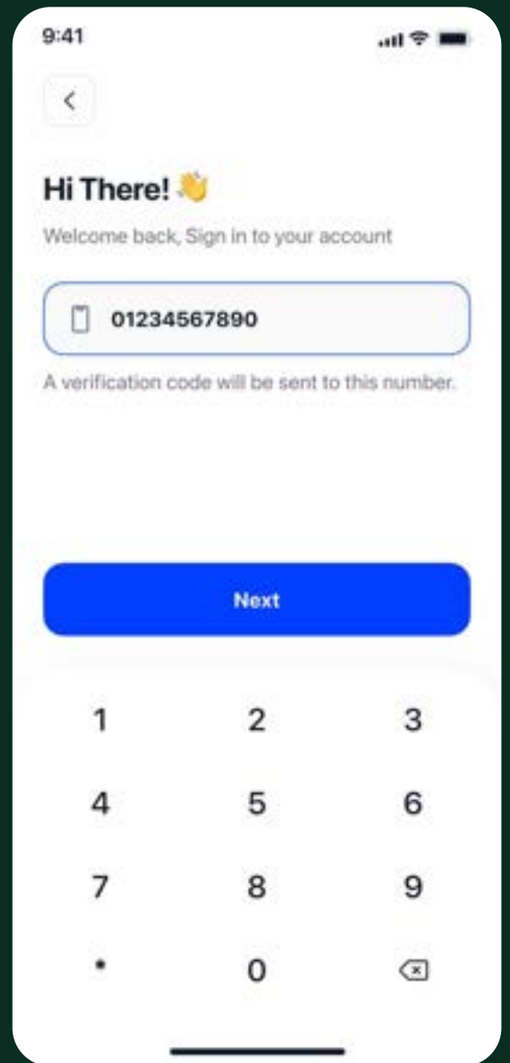


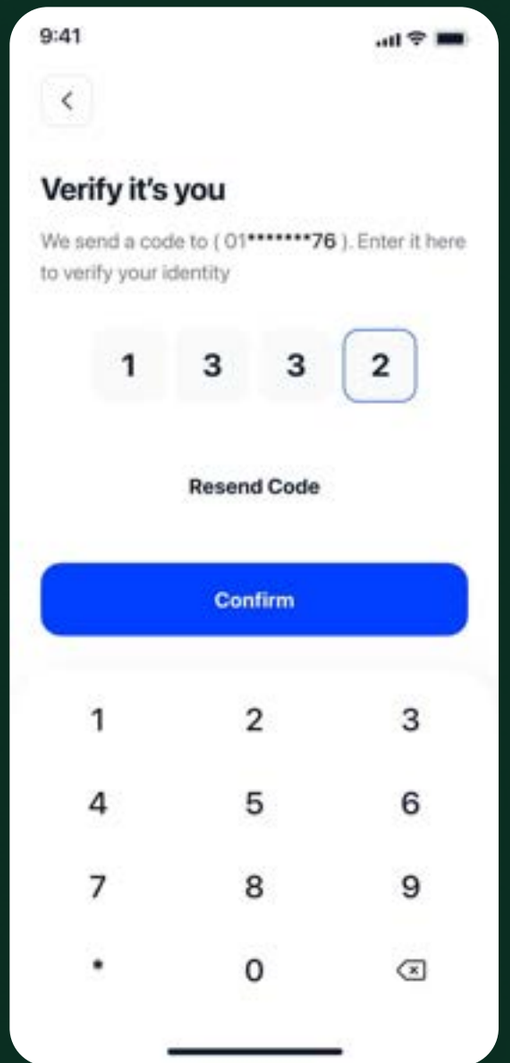
Design Prototype

Click Here

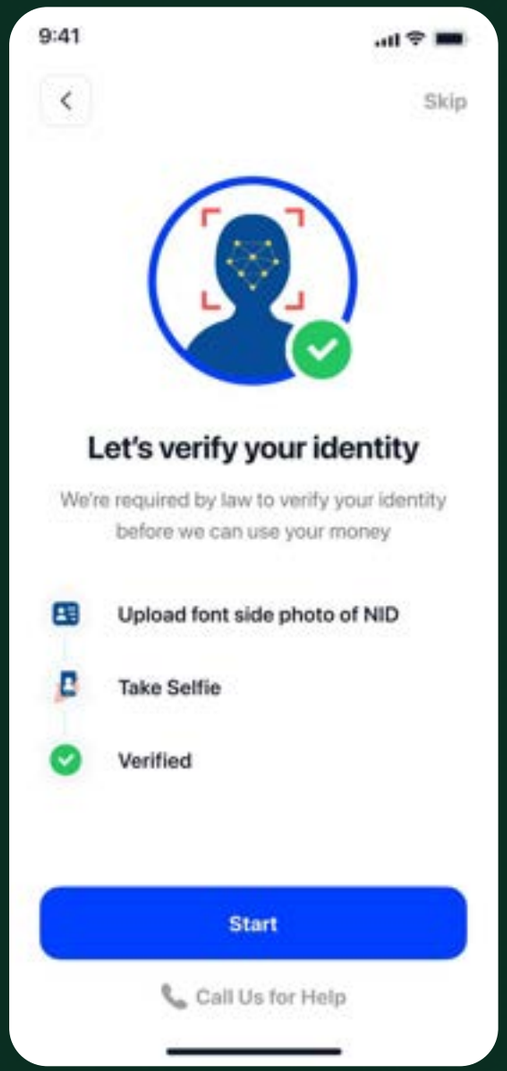
User Interface (login)

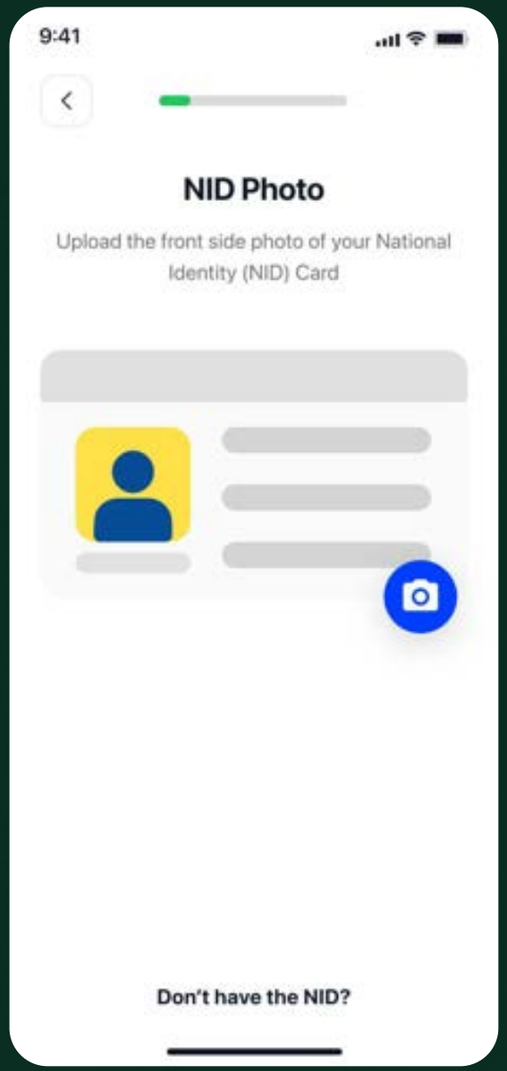




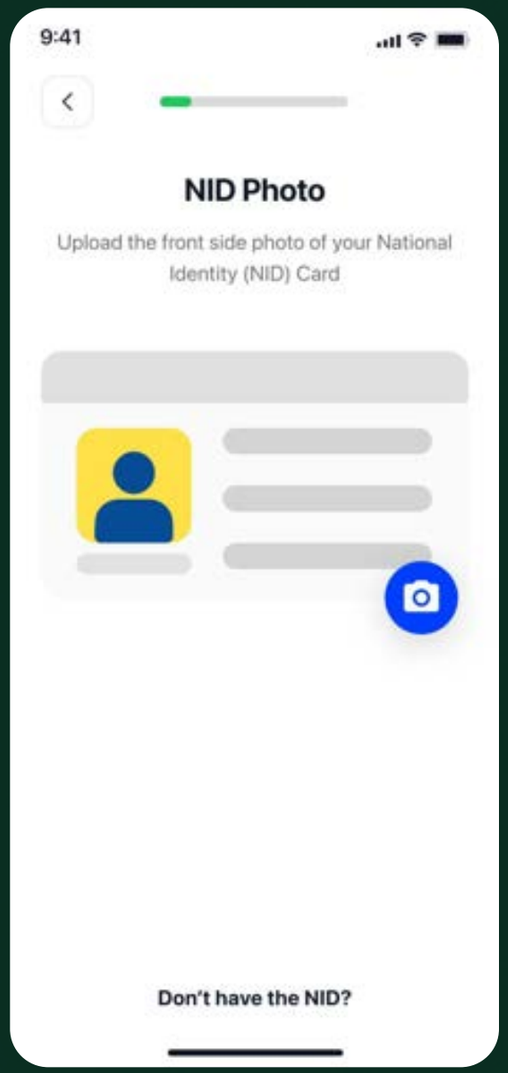


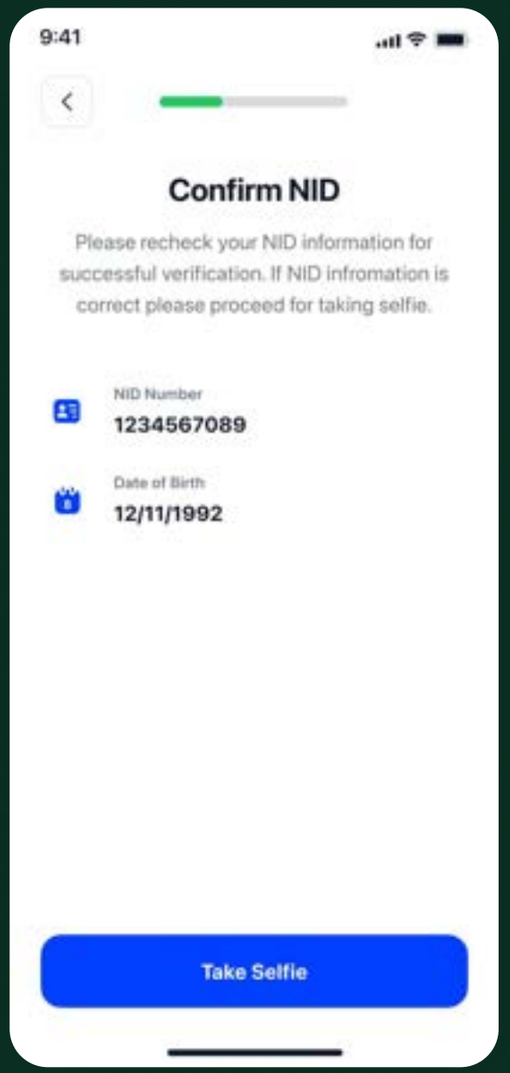
User Interface (Verification Process)



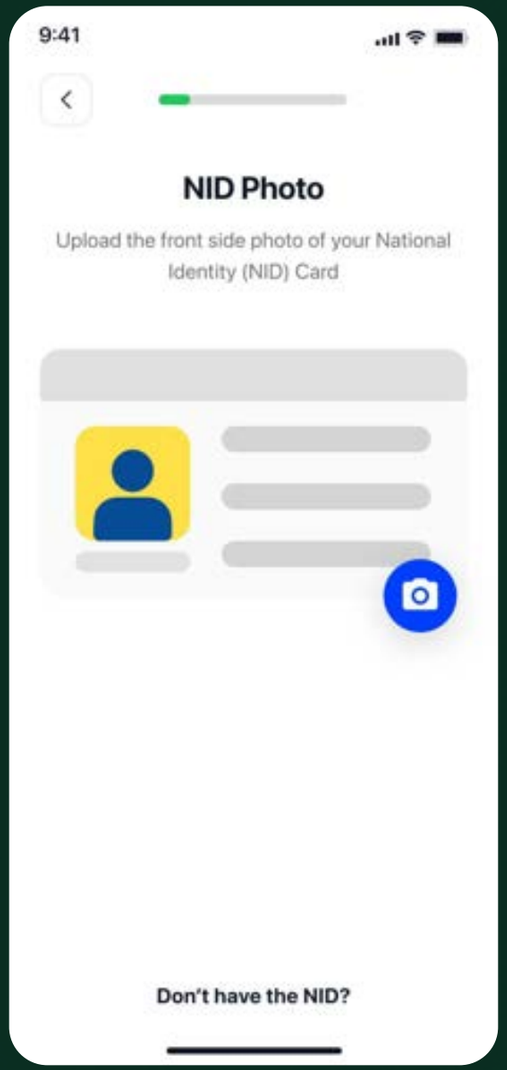


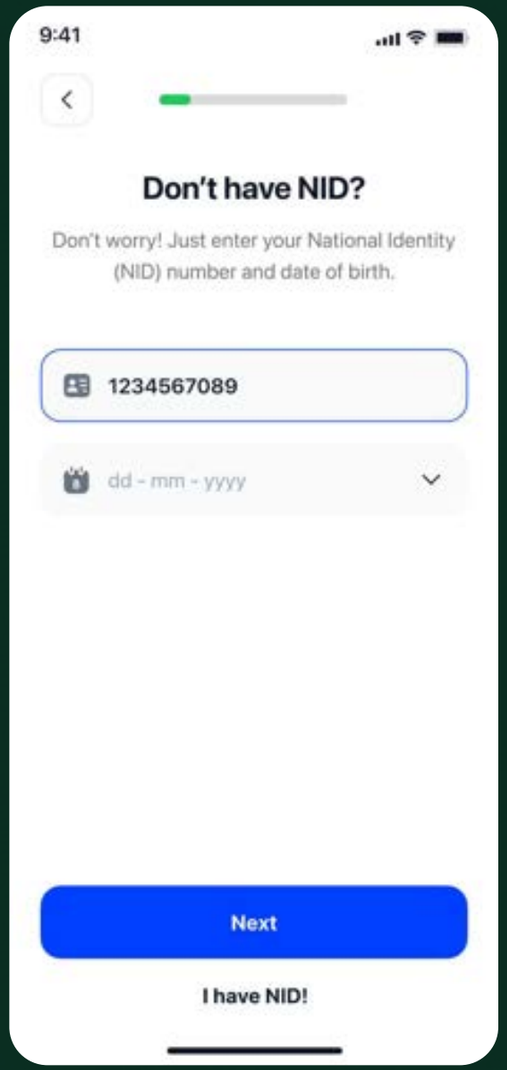
User Interface (Verification: Upload NID)

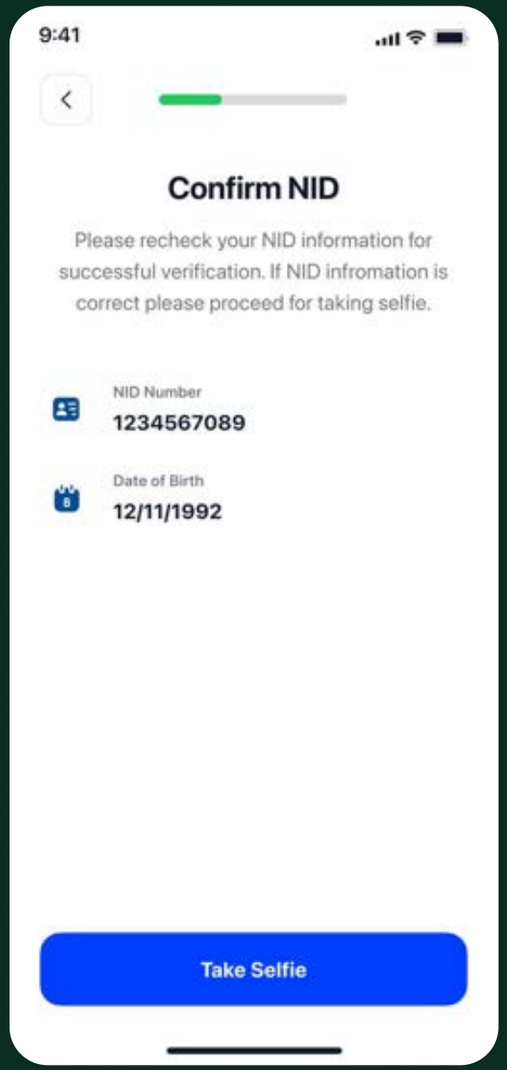




User Interface (Verification: Entry NID Info)

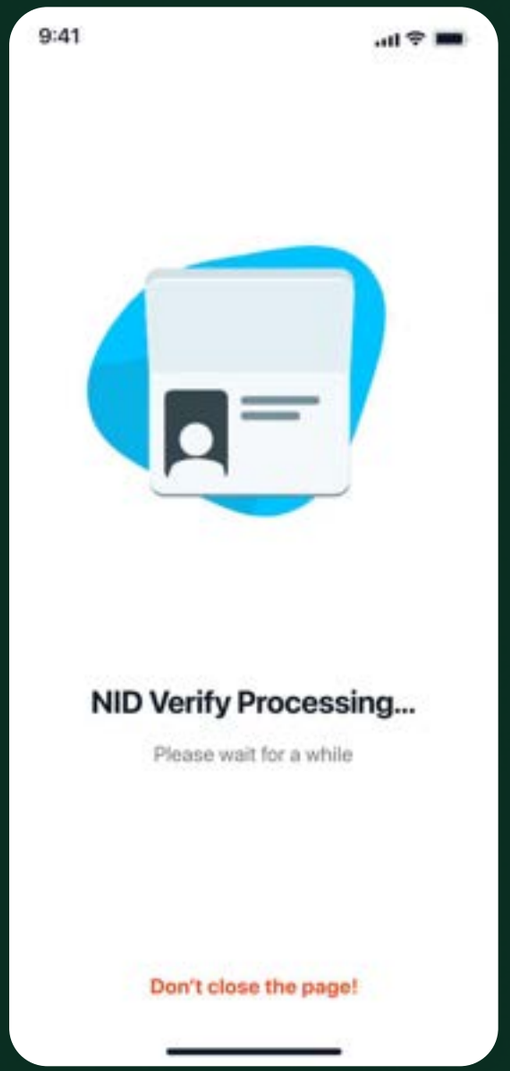


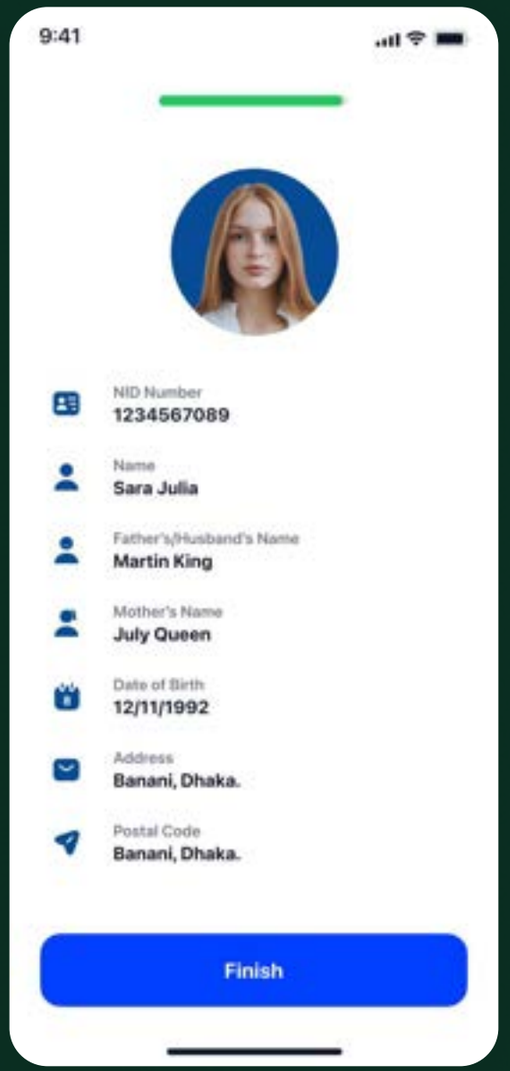




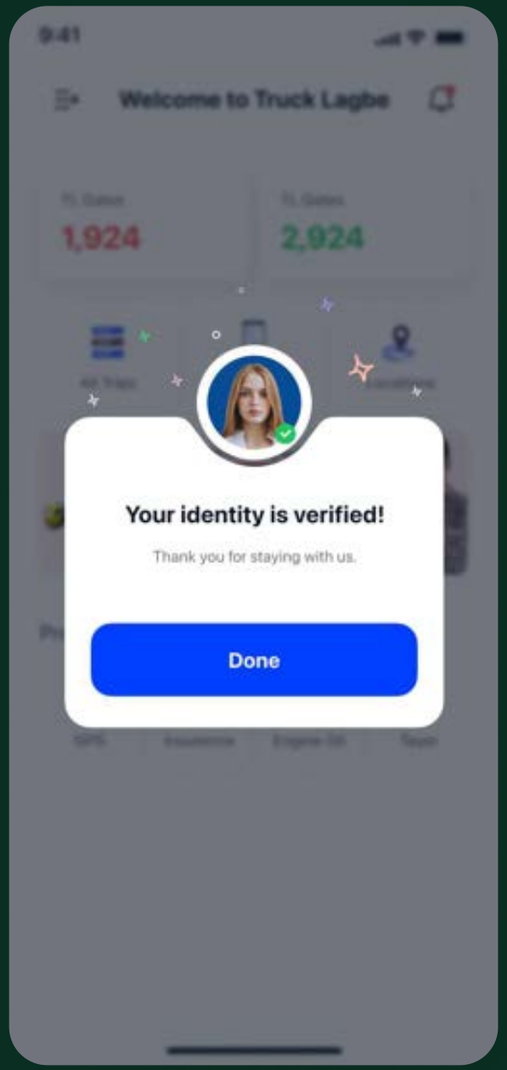
User Interface (Verification: Taking Selfie)

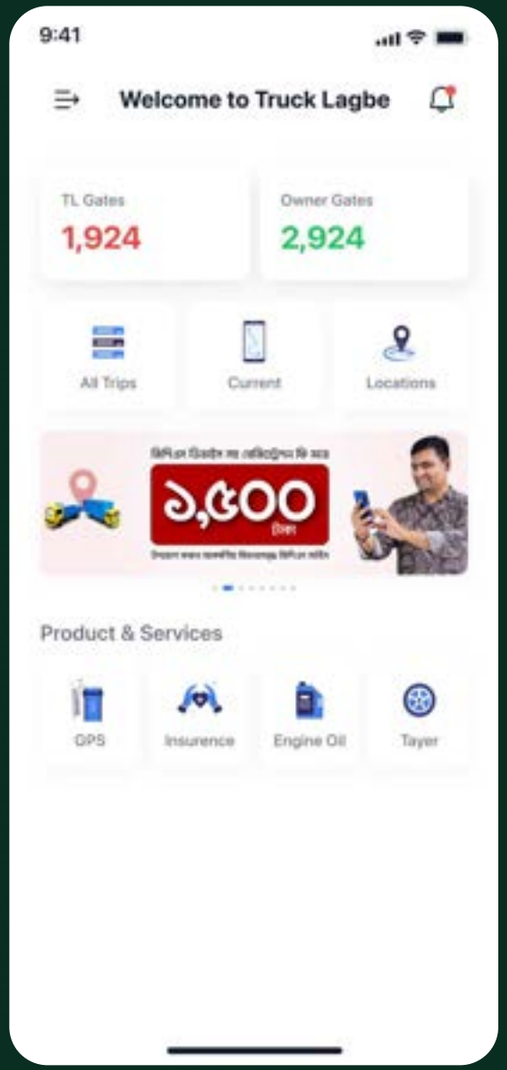
User Interface (Verification: Matching Info)

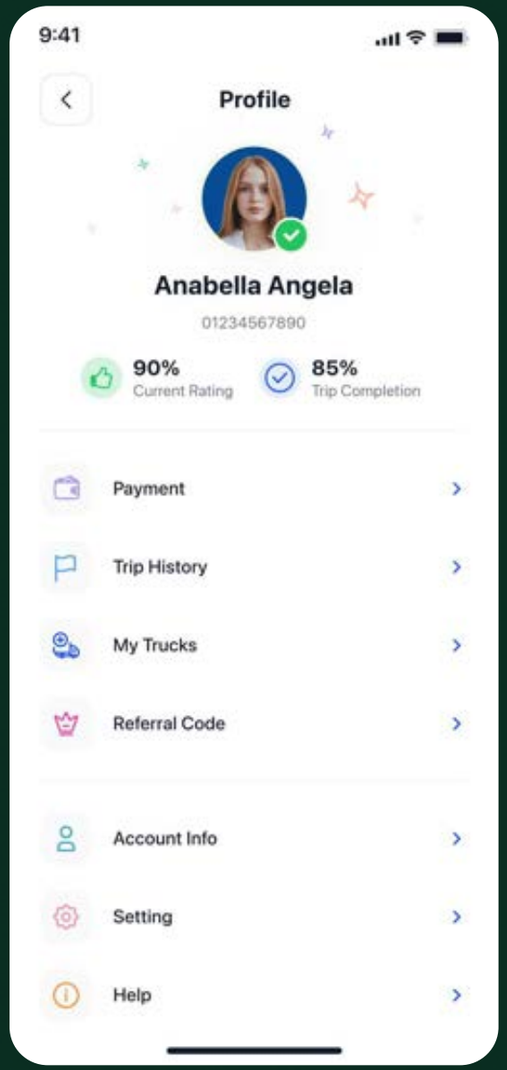




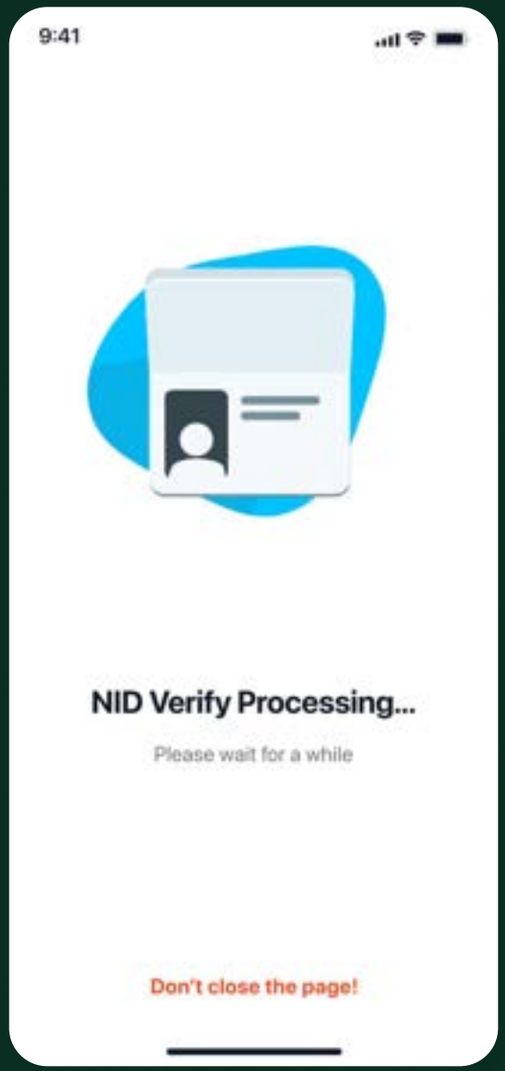
User Interface (Verification: Successful)

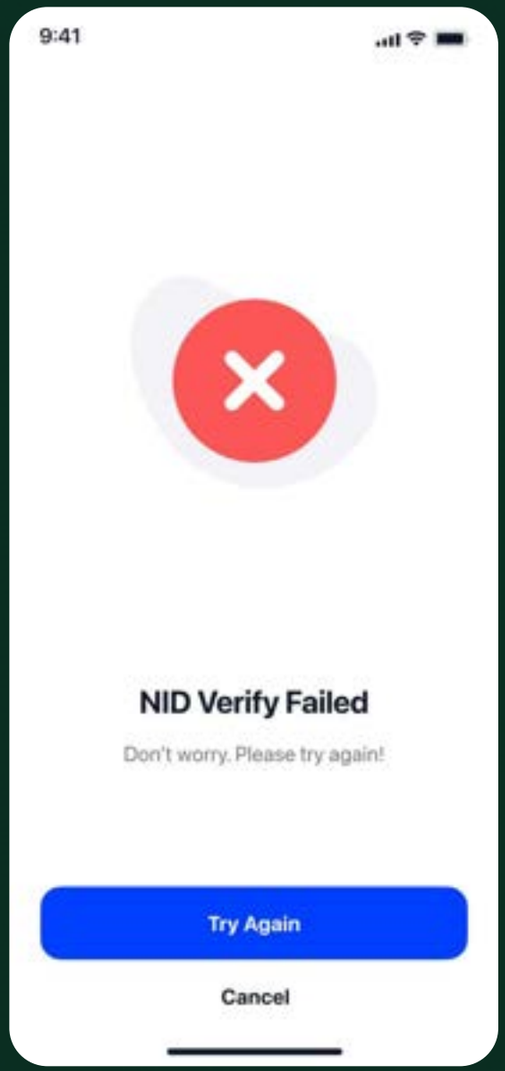


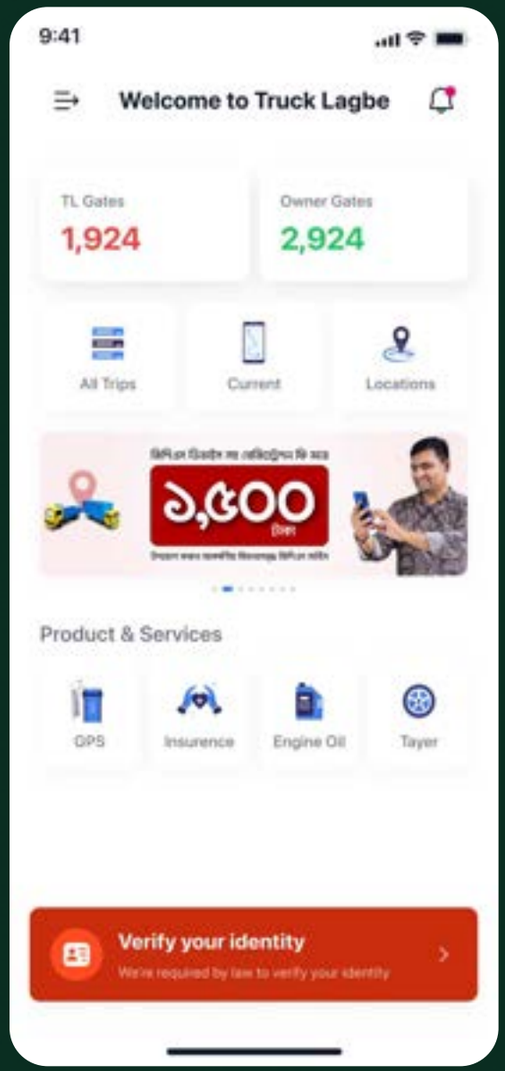




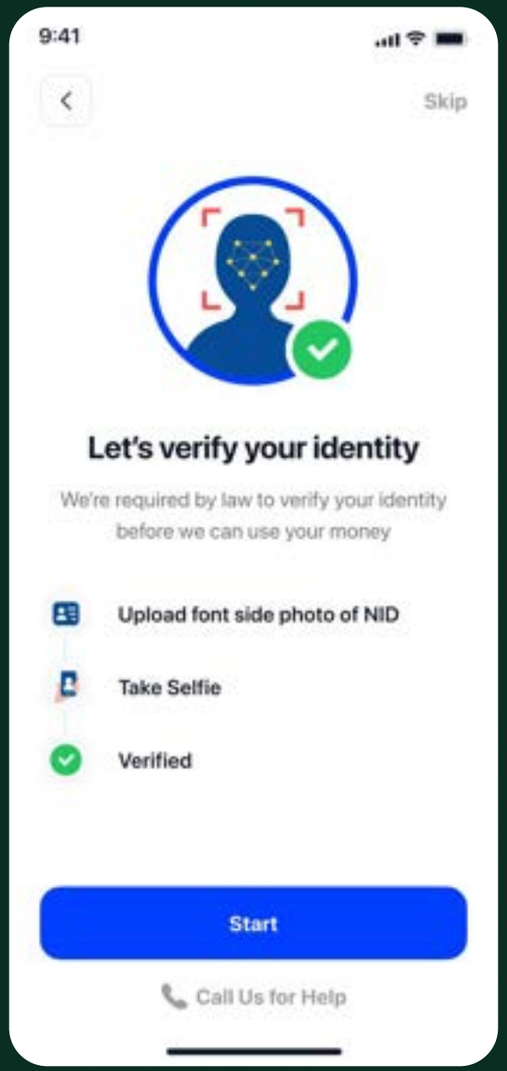
User Interface (Verification: Failed)

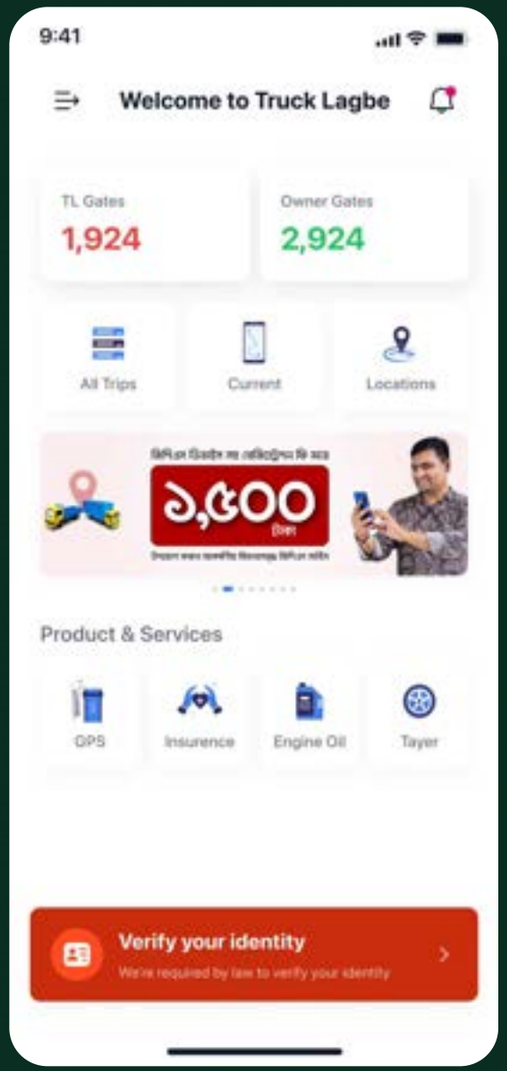


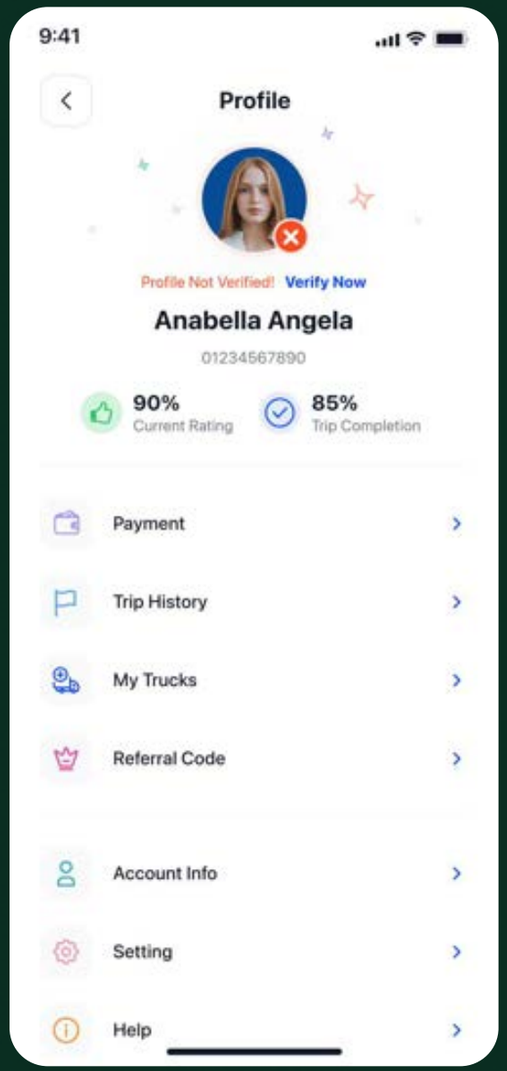


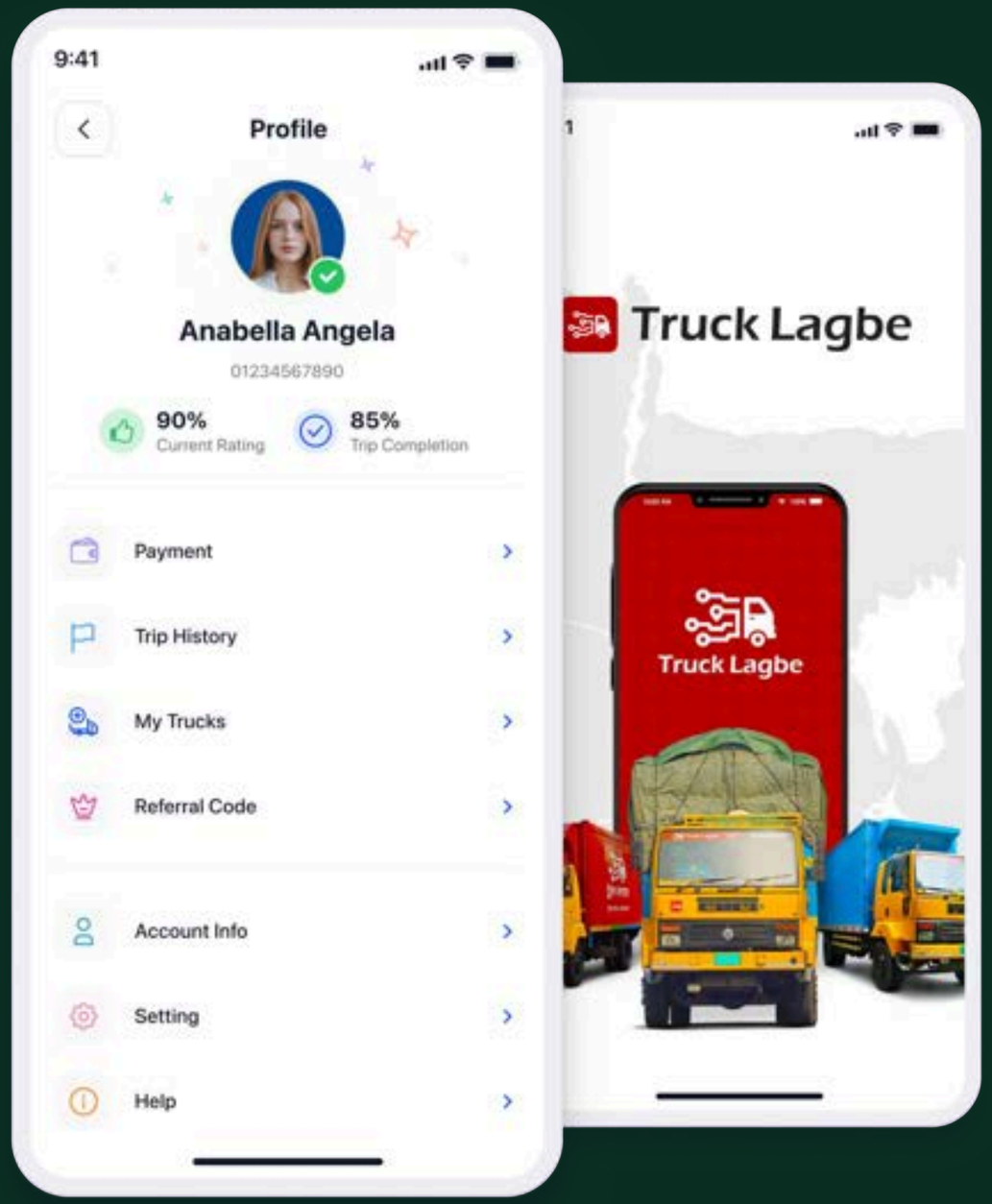


User Interface (skiped/ existing user)









Thank you

Feel free to reach me

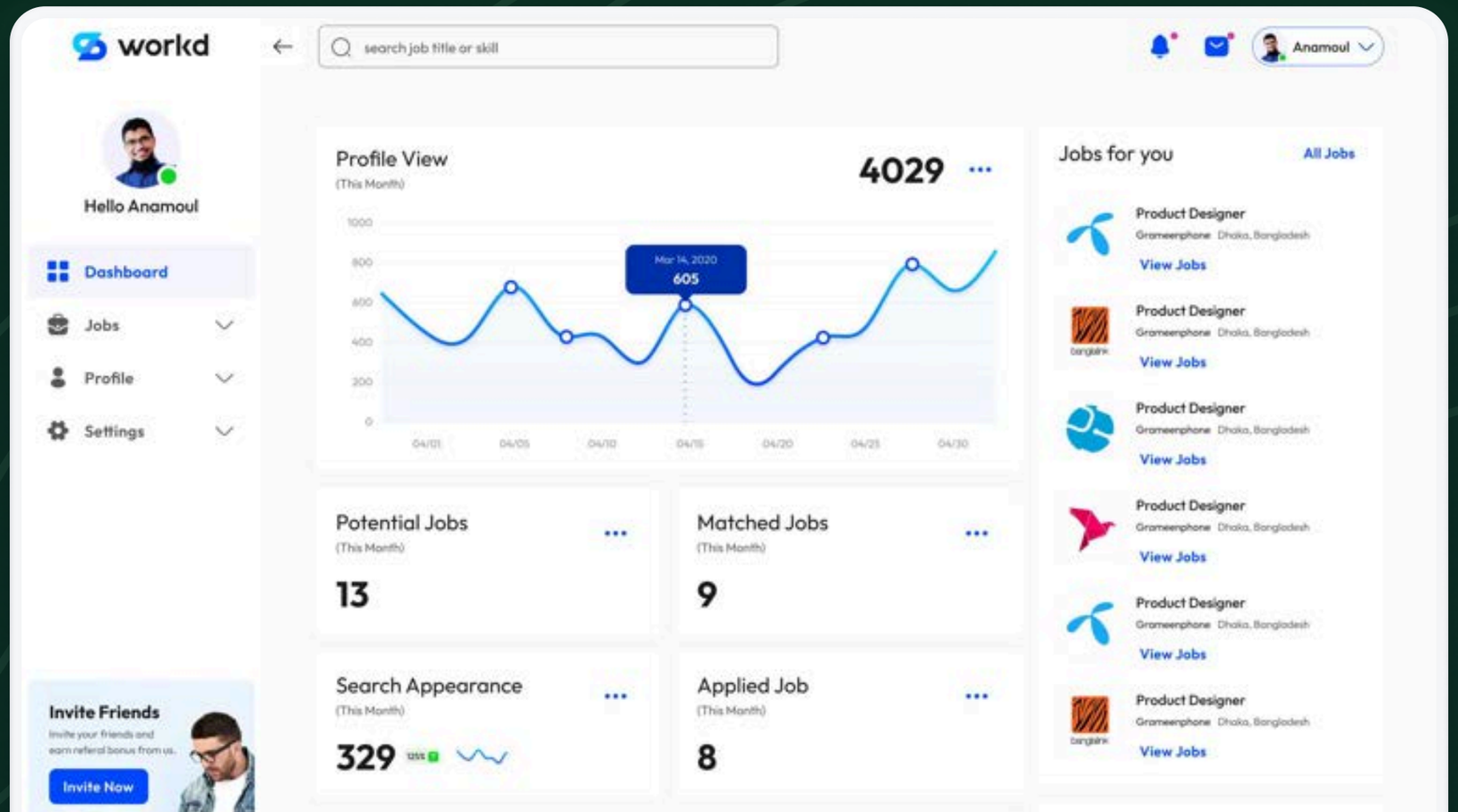
anamoulrouf.bd@gmail.com

https://anamoulrouf.com

workd

A Solution for the

Job Seekers to Connect with Opportunities



Design Candidate Panel from Scratch

Project

Workd Candidate Panel

Timeline

March 2020 – May 2020

Platform

Web application.

Tools

Figma, FigJam, Notion.

My Role

UX Research, UI/UX Design.

Team Collaboration

Product, Marketing, and Tech.

Background

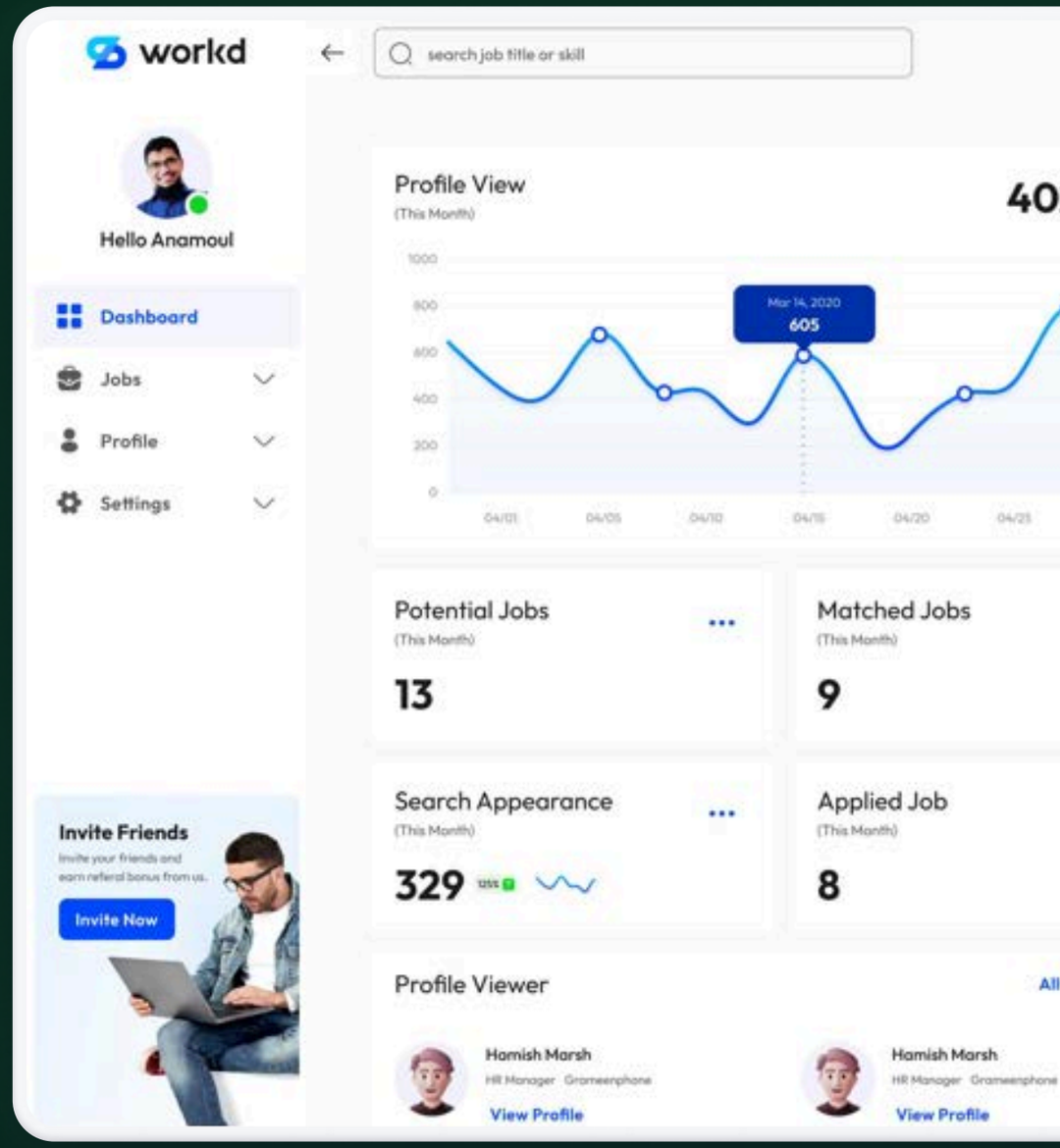
Workd is also a doorway to connecting job seekers with employers. Our main challenge is to design a portal that helps job seekers with career-changing opportunities.

Goal

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

Outcome

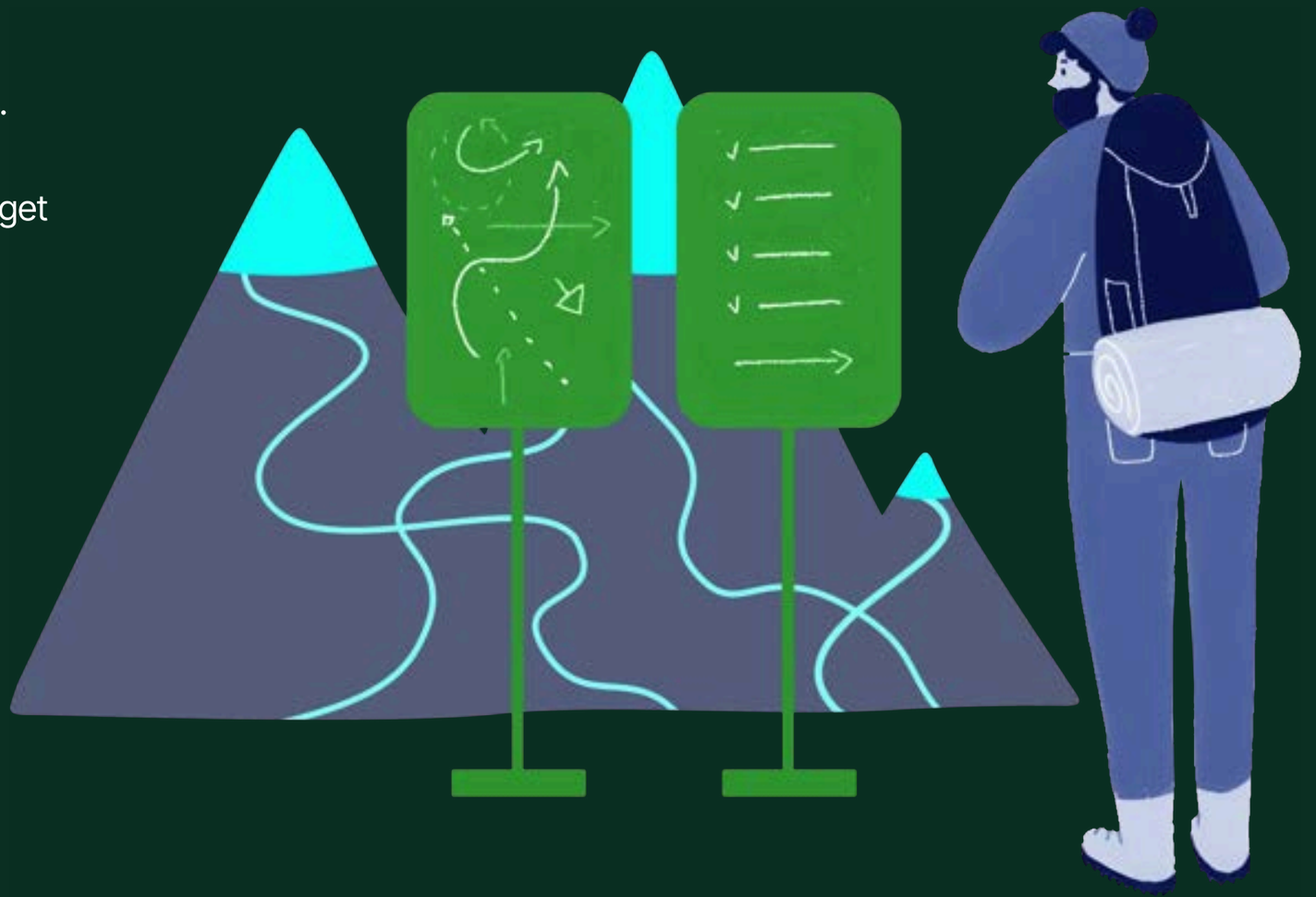
- The number job applications was increassed by 45%.
- A job portal with more efficiency and functionality job search experience.



Design Challenge

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

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



The UX Process

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

- Think
- Make
- Check

and keep repeating the steaps.

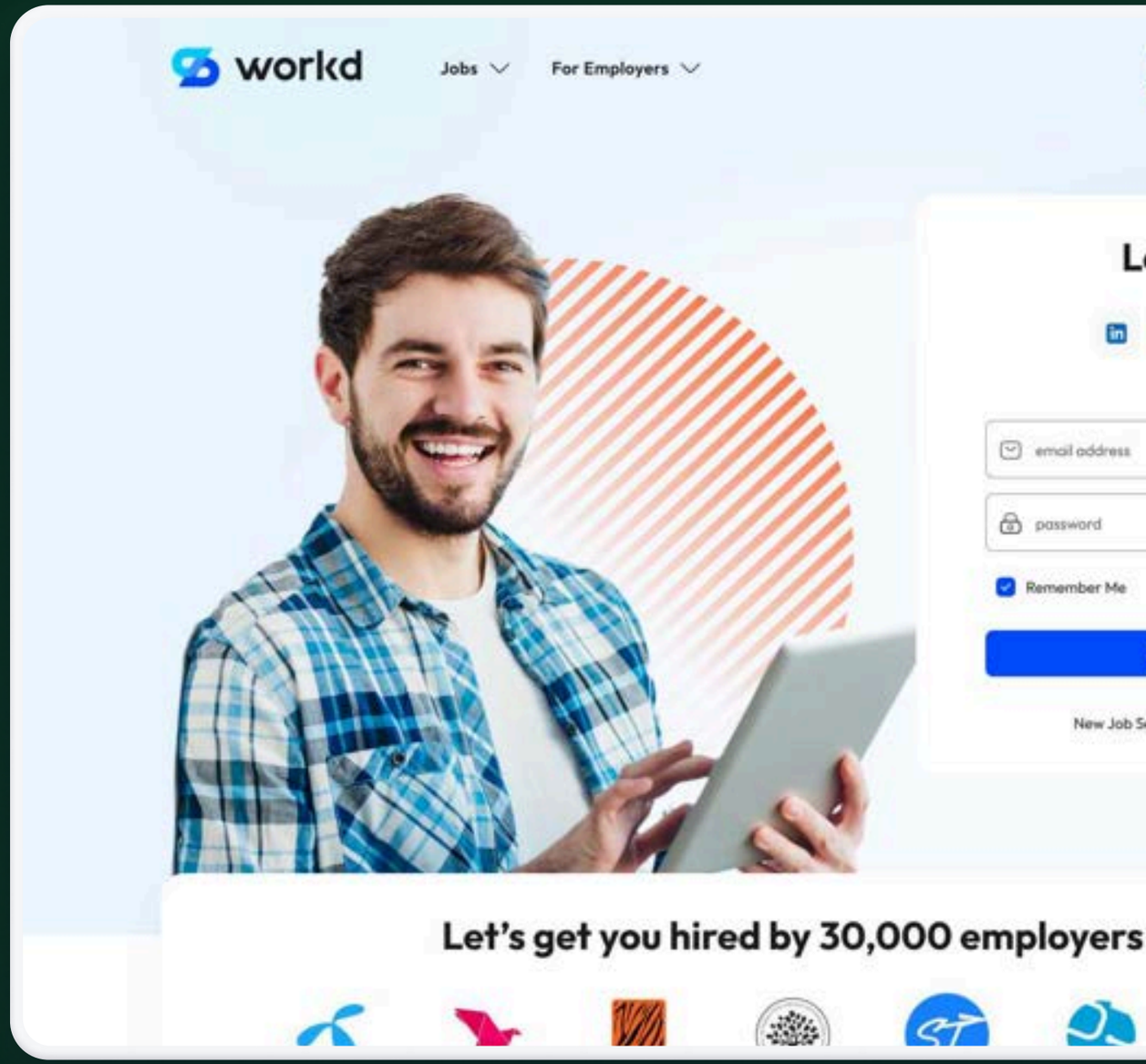
The Discovery

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

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

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

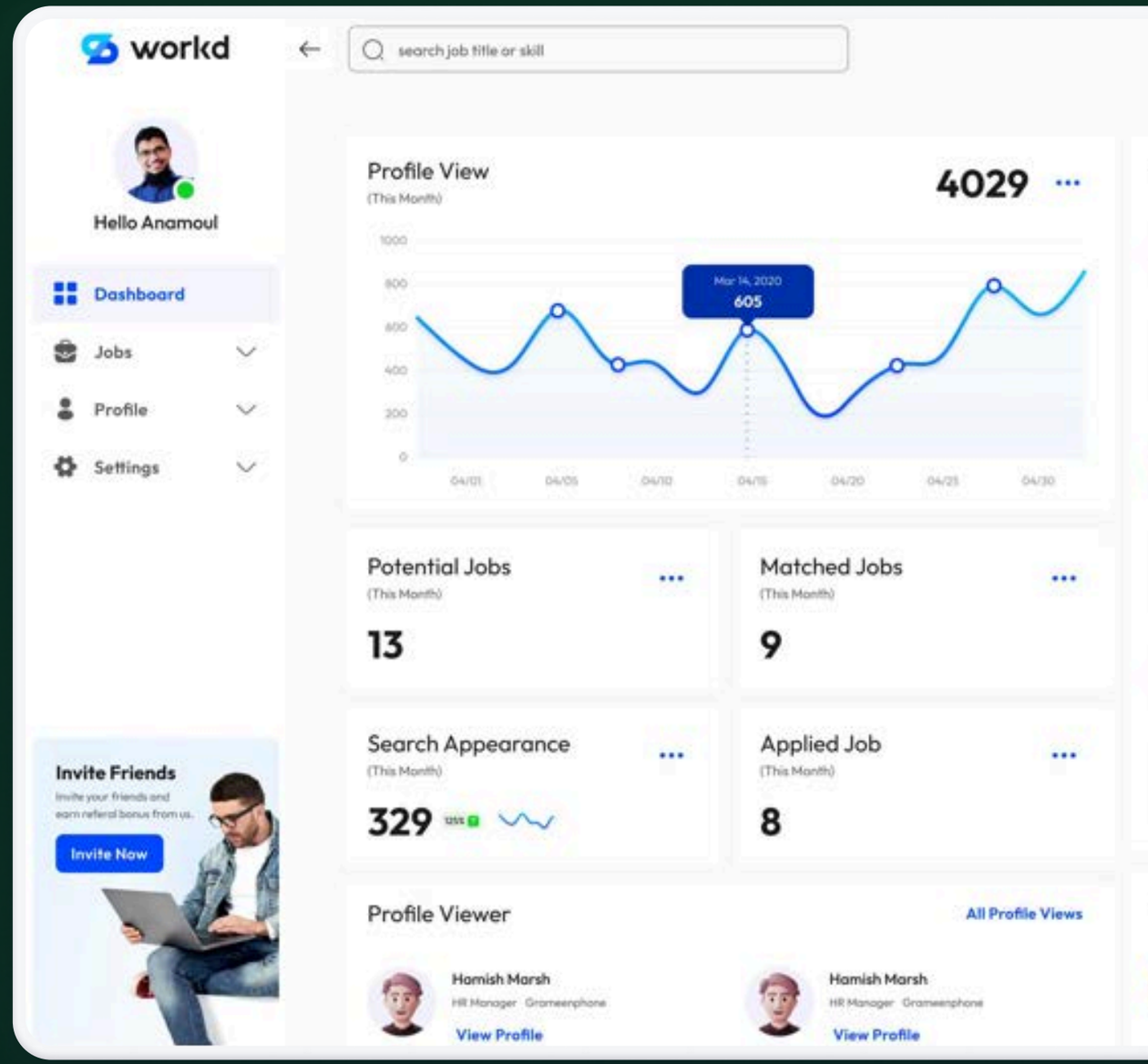
- How satisfying is the solution for users?
- How well is this solution for users' problem solving and also good for business?
- How challenging would it be to build from the technical feasibilities and limitations?



The Findings

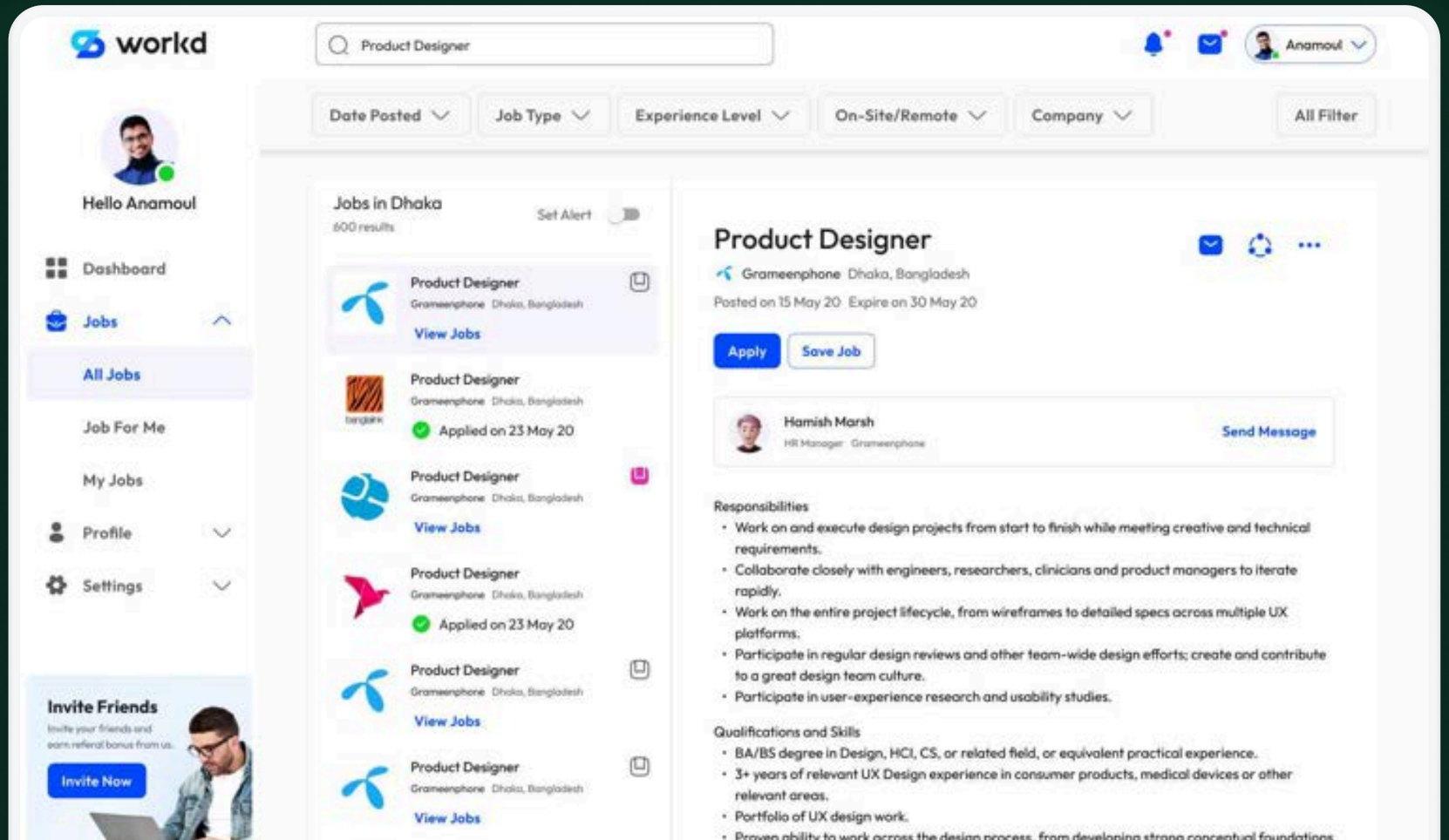
We have sessions with 10 job seekers and 3 employers. We also had brainstorming discussion sessions with our internal cross-functional team members. So what we found-

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



The Competitive Analysis

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



Information Architecture

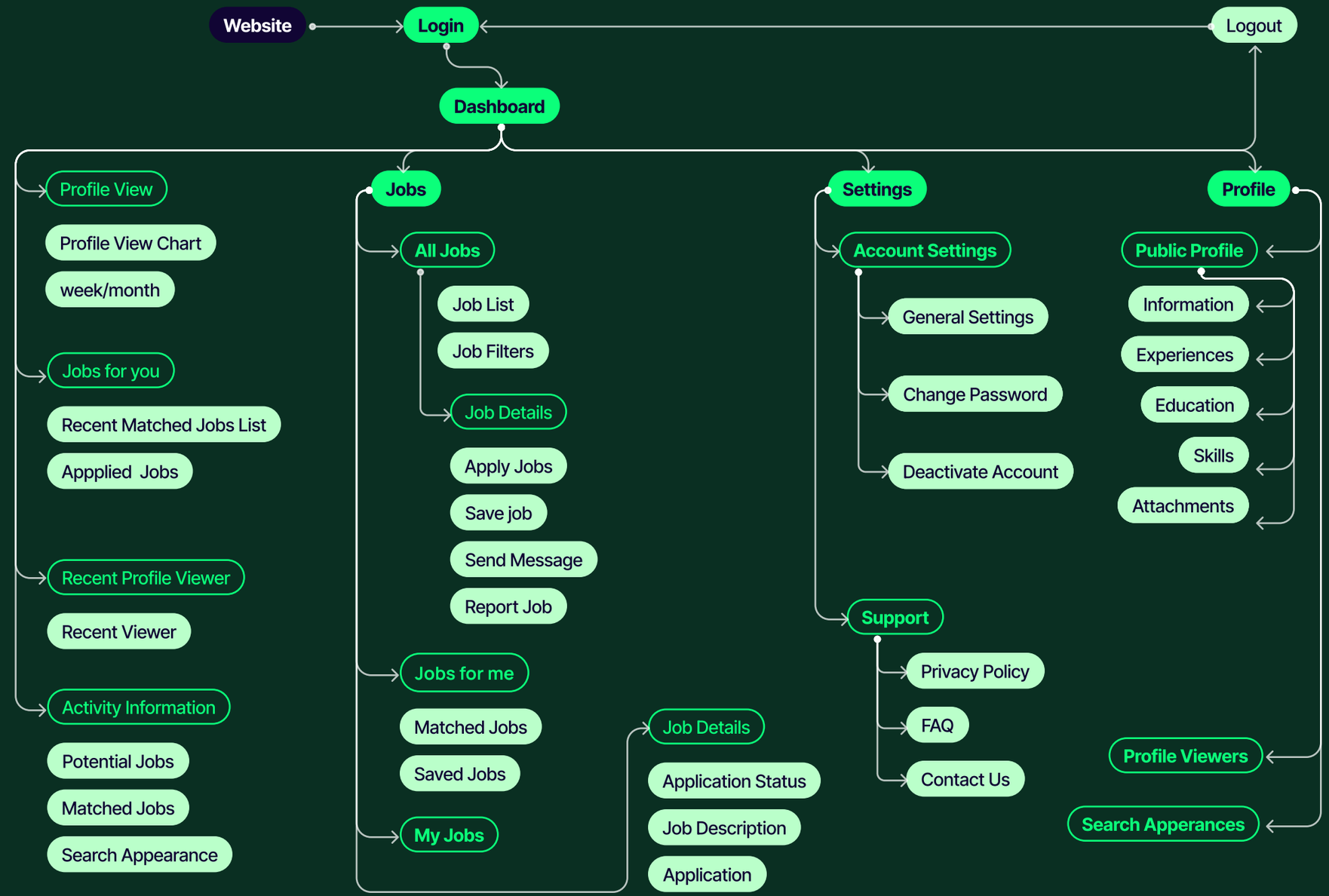
Journey

Navigation

Tabs/Pages

Main Screen

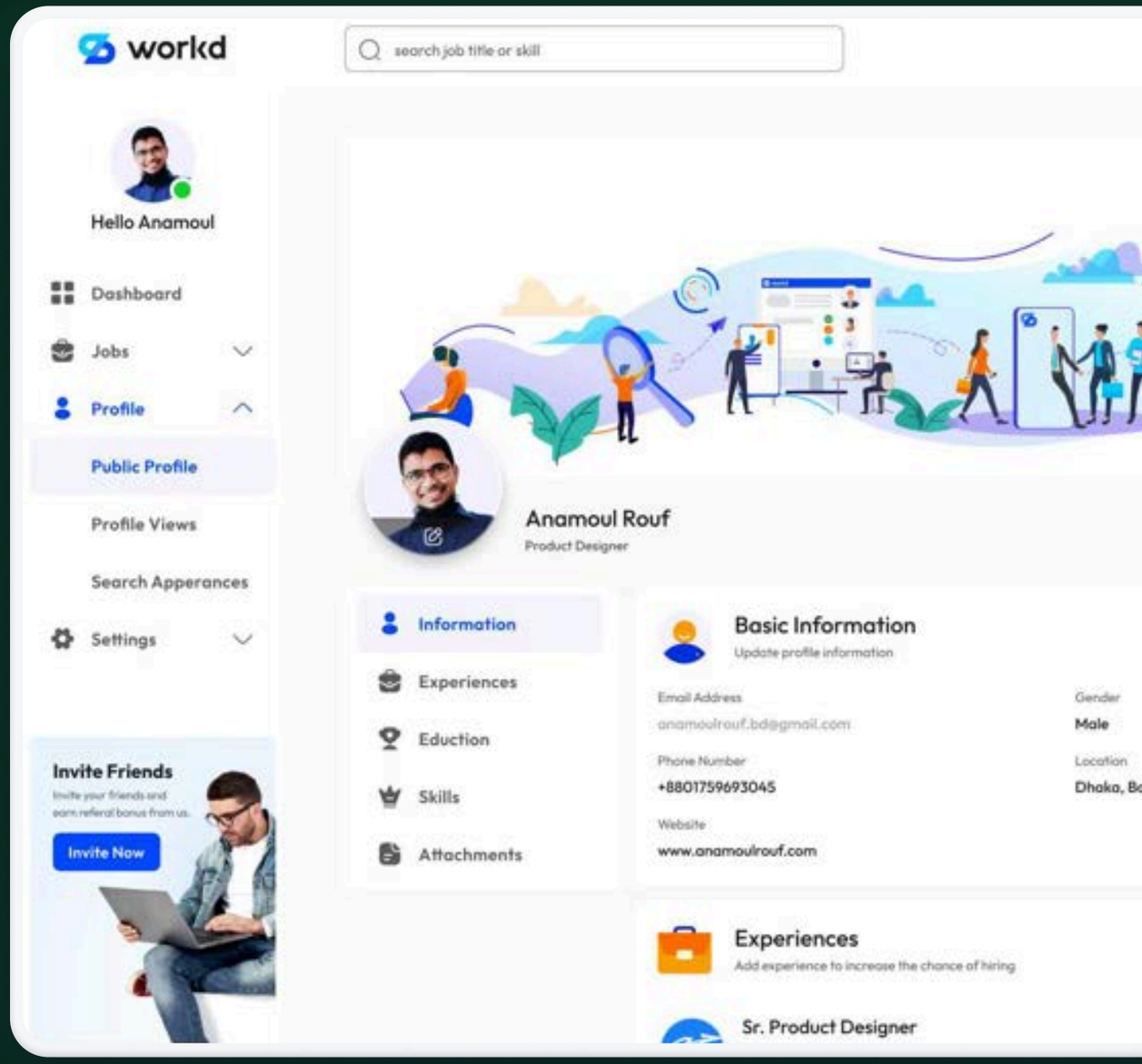
Sub Screen



Sketchs, Wireframing and Testing

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

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

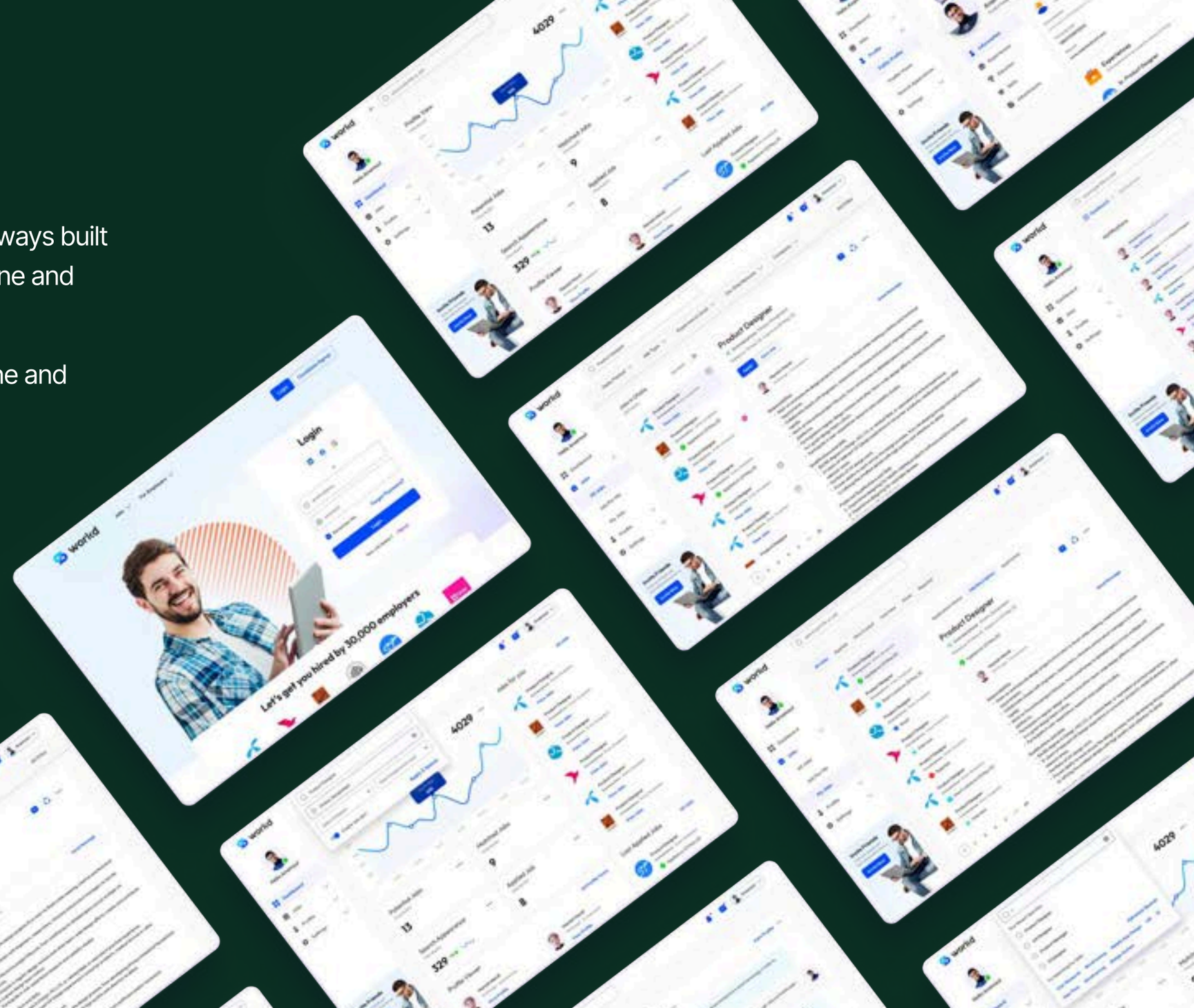


UI Design

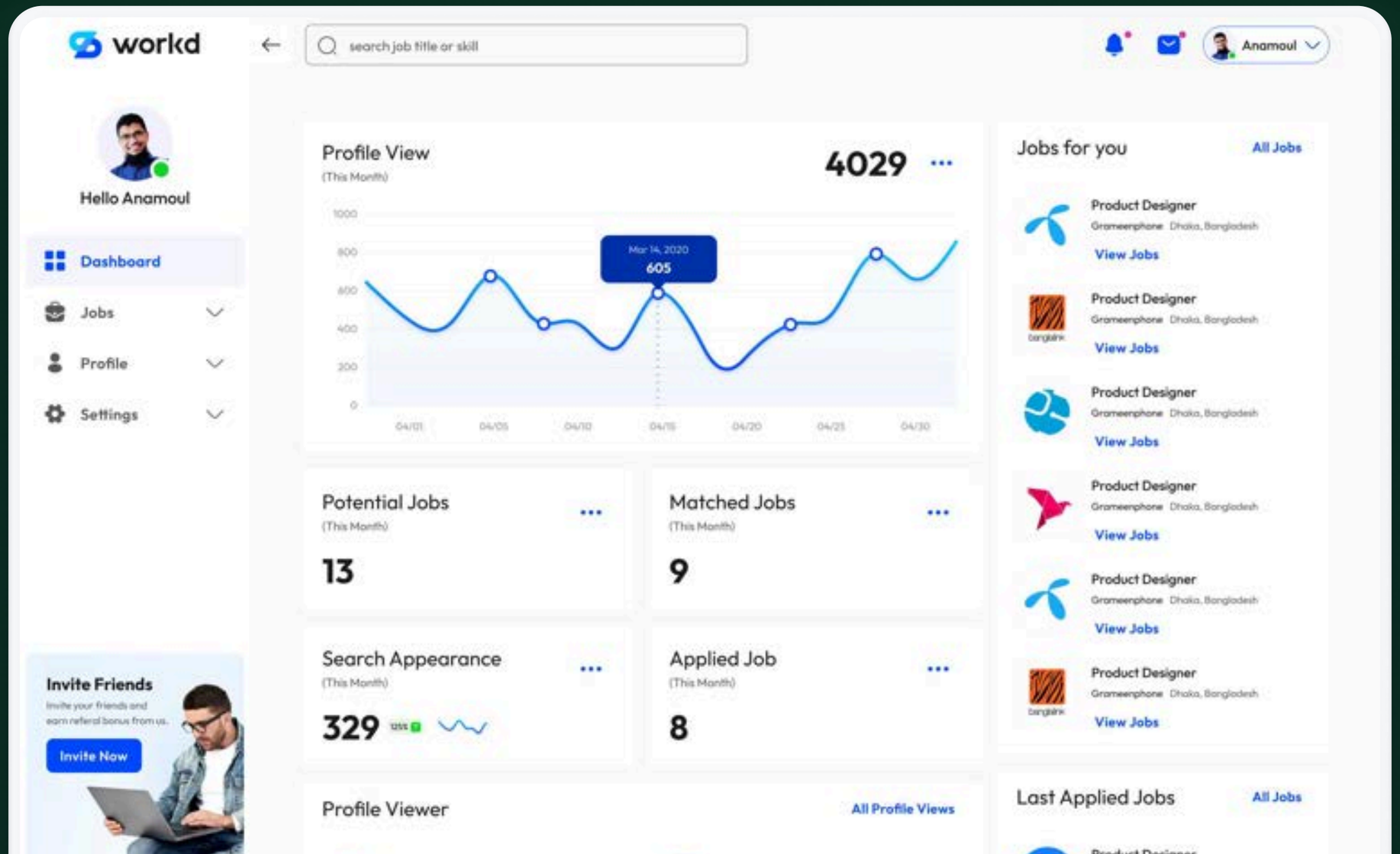
Before starting the UI design process, I always built a highly customizable design style guideline and reusable components.

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

Explore the UI Screens



Dashboard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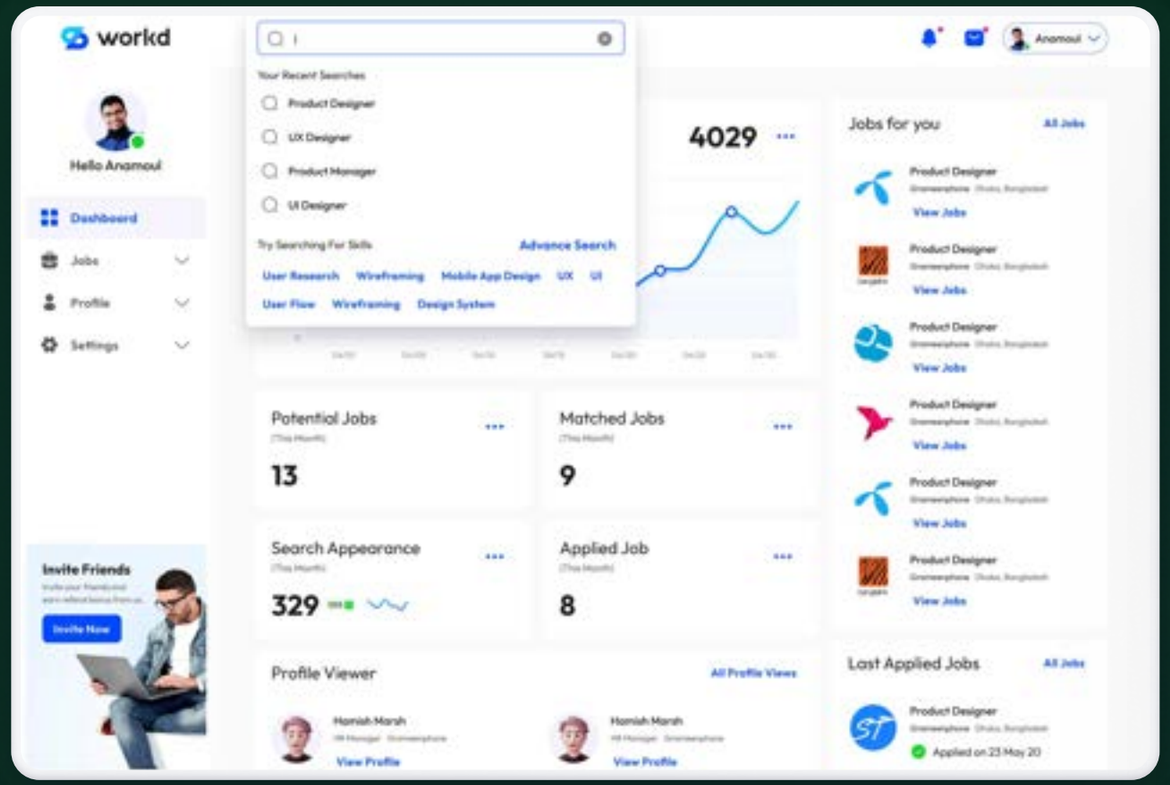
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Hamish Marsh
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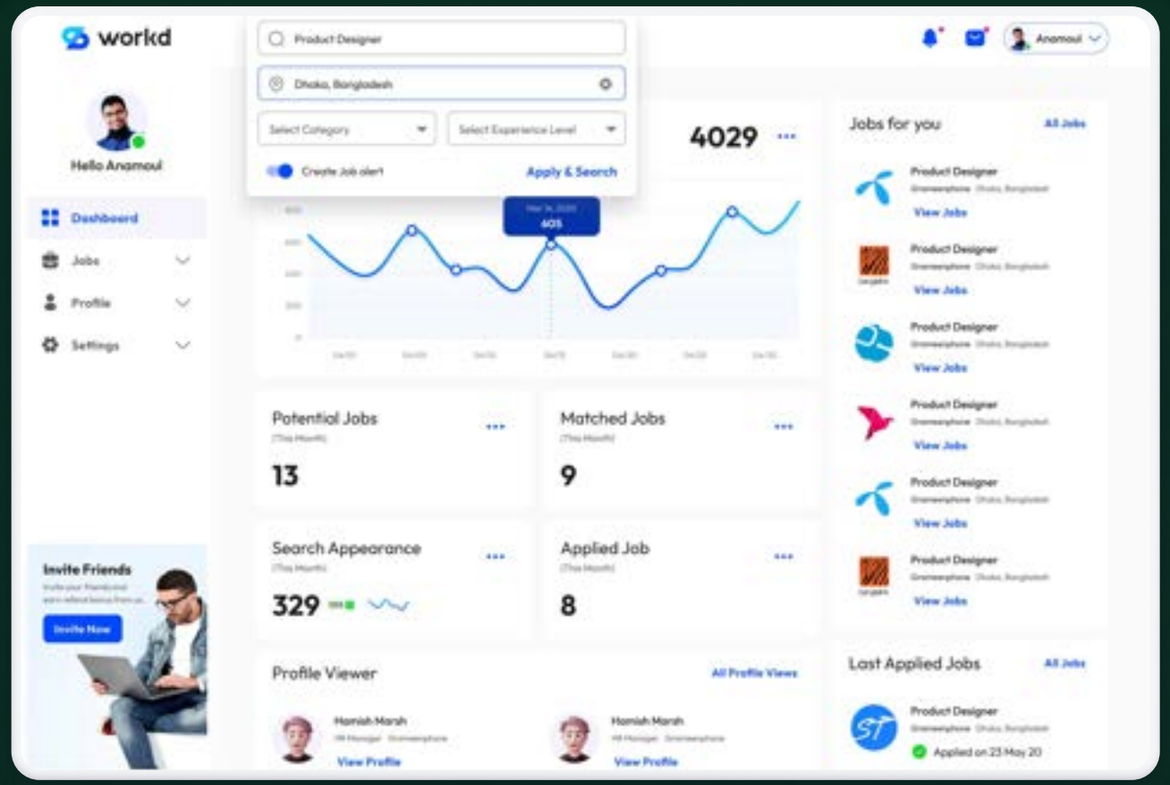
Last Applied Jobs
All Jobs
Applied on 23 May 20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Hamish Marsh
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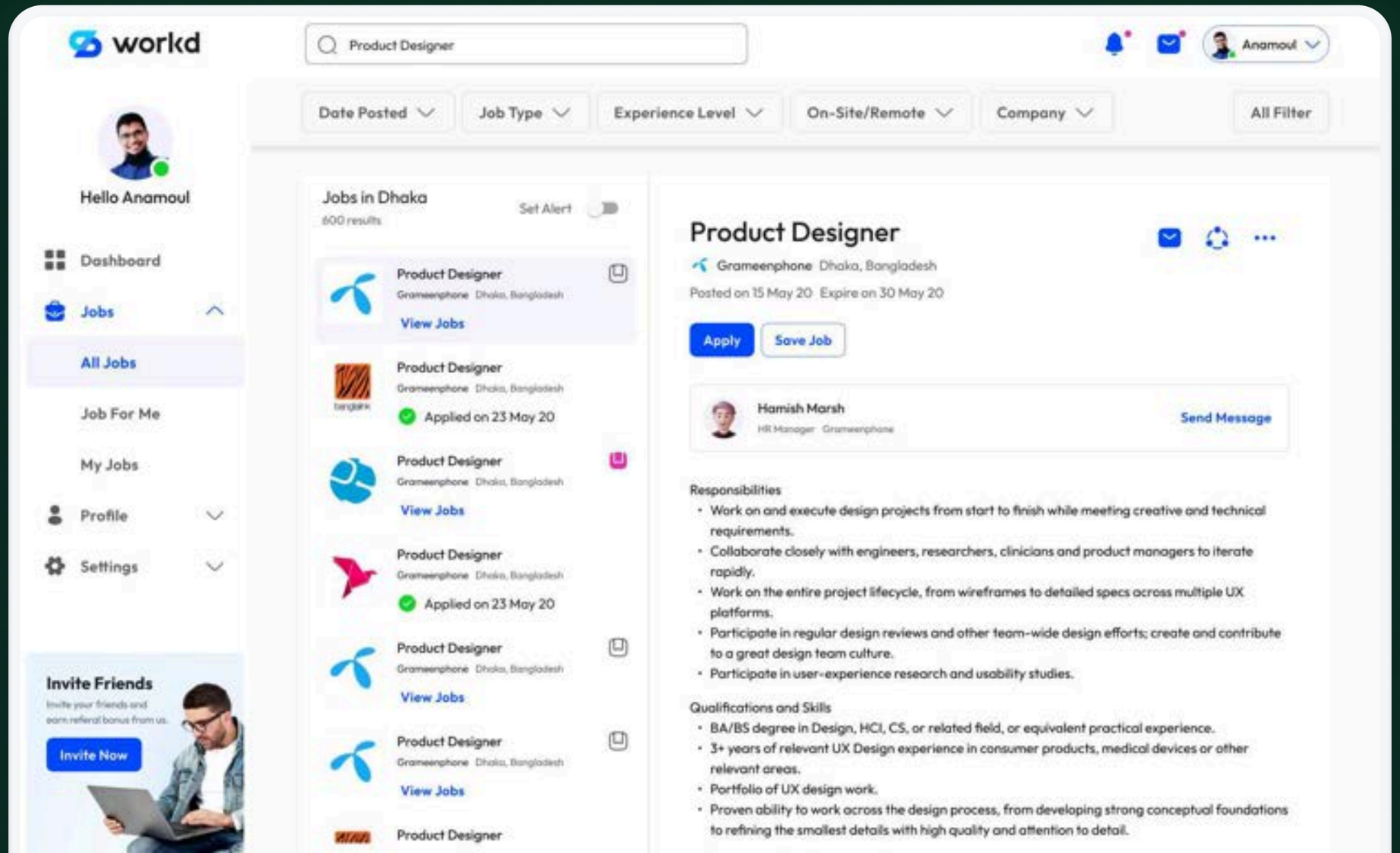
Job Board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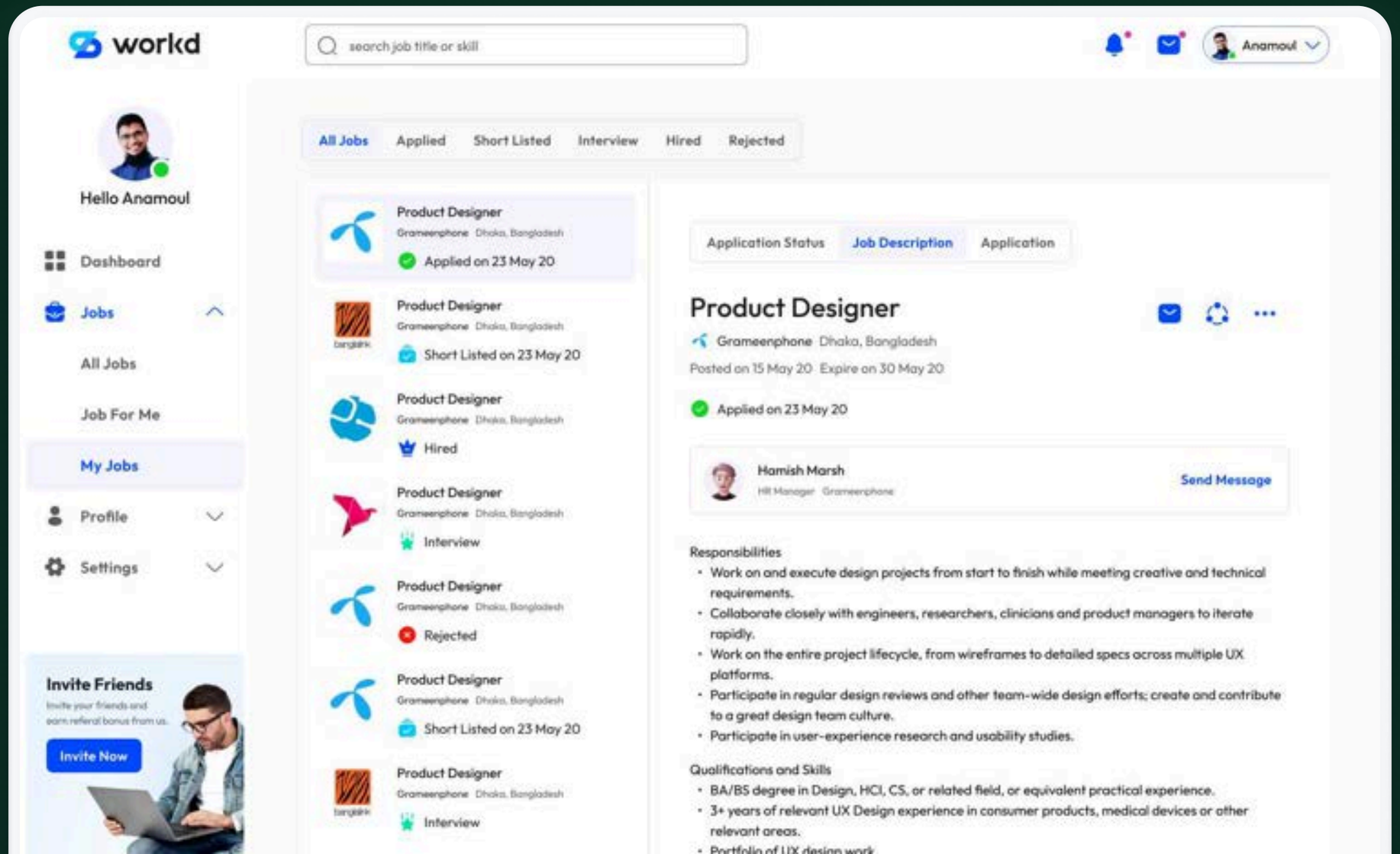
Experience Level
On-Site/Remote
Company
All Filter
Jobs in Dhaka
600 results
Set Alert
Product Designer
Grameenphone Dhaka, Bangladesh
View Jobs
Applied on 23 May 20
Product Designer
Grameenphone Dhaka, Bangladesh
Posted on 15 May 20 Expire on 30 May 20
Apply
Save Job
Hamish Marsh
HR Manager Grameenphone
Send Message
Responsibilities
Work on and execute design projects from start to finish while meeting creative and technical requirements.
Collaborate closely with engineers, researchers, clinicians and product managers to iterate rapidly.
Work on the entire project lifecycle, from wireframes to detailed specs across multiple UX platforms.
Participate in regular design reviews and other team-wide design efforts; create and contribute to a great design team culture.
Participate in user-experience research and usability studies.
Qualifications and Skills
BA/BS degree in Design, HCI, CS, or related field, or equivalent practical experience.
3+ years of relevant UX Design experience in consumer products, medical devices or other relevant areas.
Portfolio of UX design work.
Proven ability to work across the design process, from developing strong conceptual foundations to refining the smallest details with high quality and attention to detail.

My Jobs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Invite Friends
Invite your friends and earn referal bonus from us.
Invite Now
All Jobs
Applied
Short Listed
Interview
Hired
Rejected
Product Designer
Grameenphone Dhaka, Bangladesh
Applied on 23 May 20
Short Listed on 23 May 20
Hired
Interview
Rejected
Application Status
Job Description
Application
Posted on 15 May 20 Expire on 30 May 20
Hamish Marsh
HR Manager Grameenphone
Send Message
Responsibilities
Work on and execute design projects from start to finish while meeting creative and technical requirements.
Collaborate closely with engineers, researchers, clinicians and product managers to iterate rapidly.
Work on the entire project lifecycle, from wireframes to detailed specs across multiple UX platforms.
Participate in regular design reviews and other team-wide design efforts; create and contribute to a great design team culture.
Participate in user-experience research and usability studies.
Qualifications and Skills
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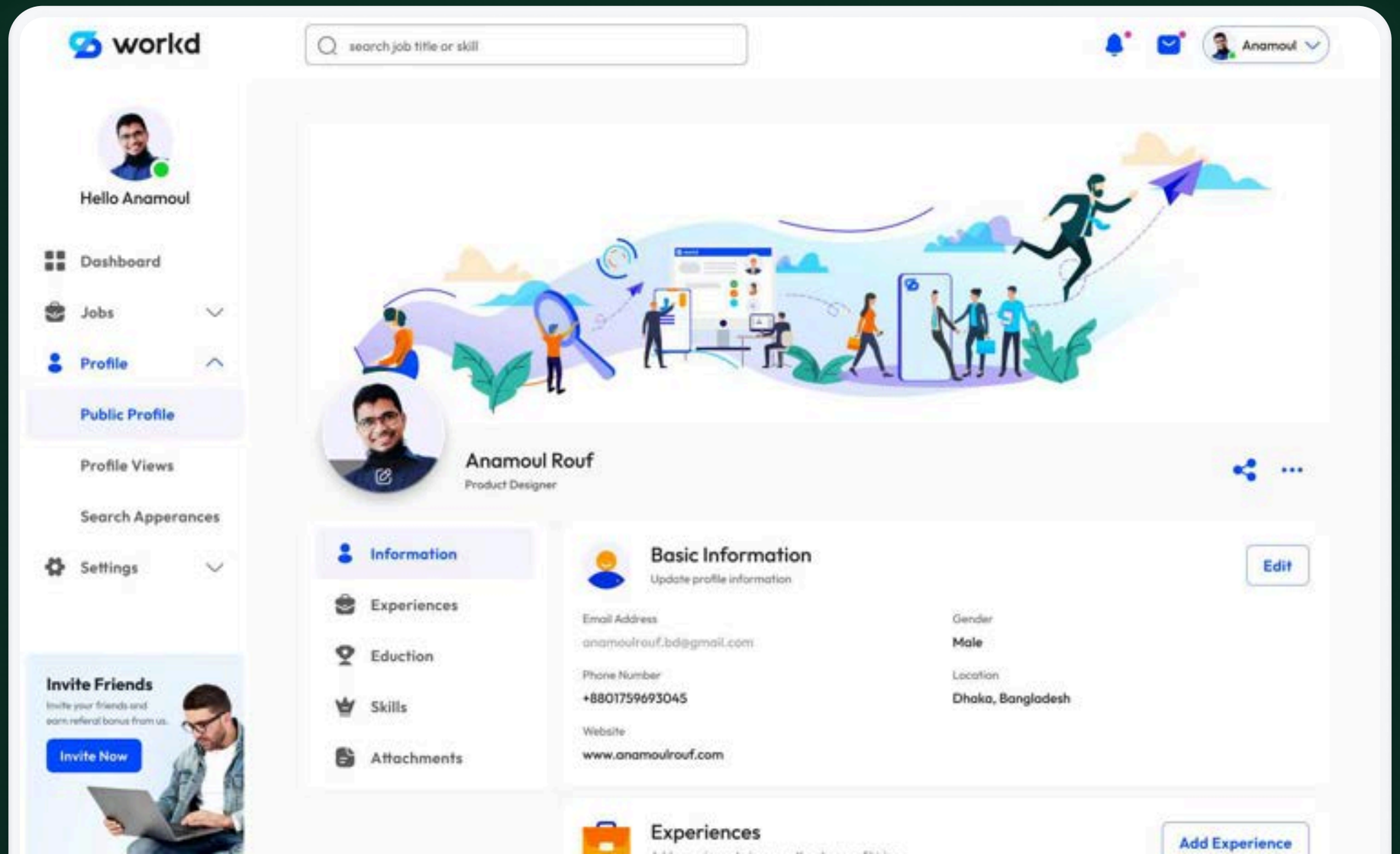
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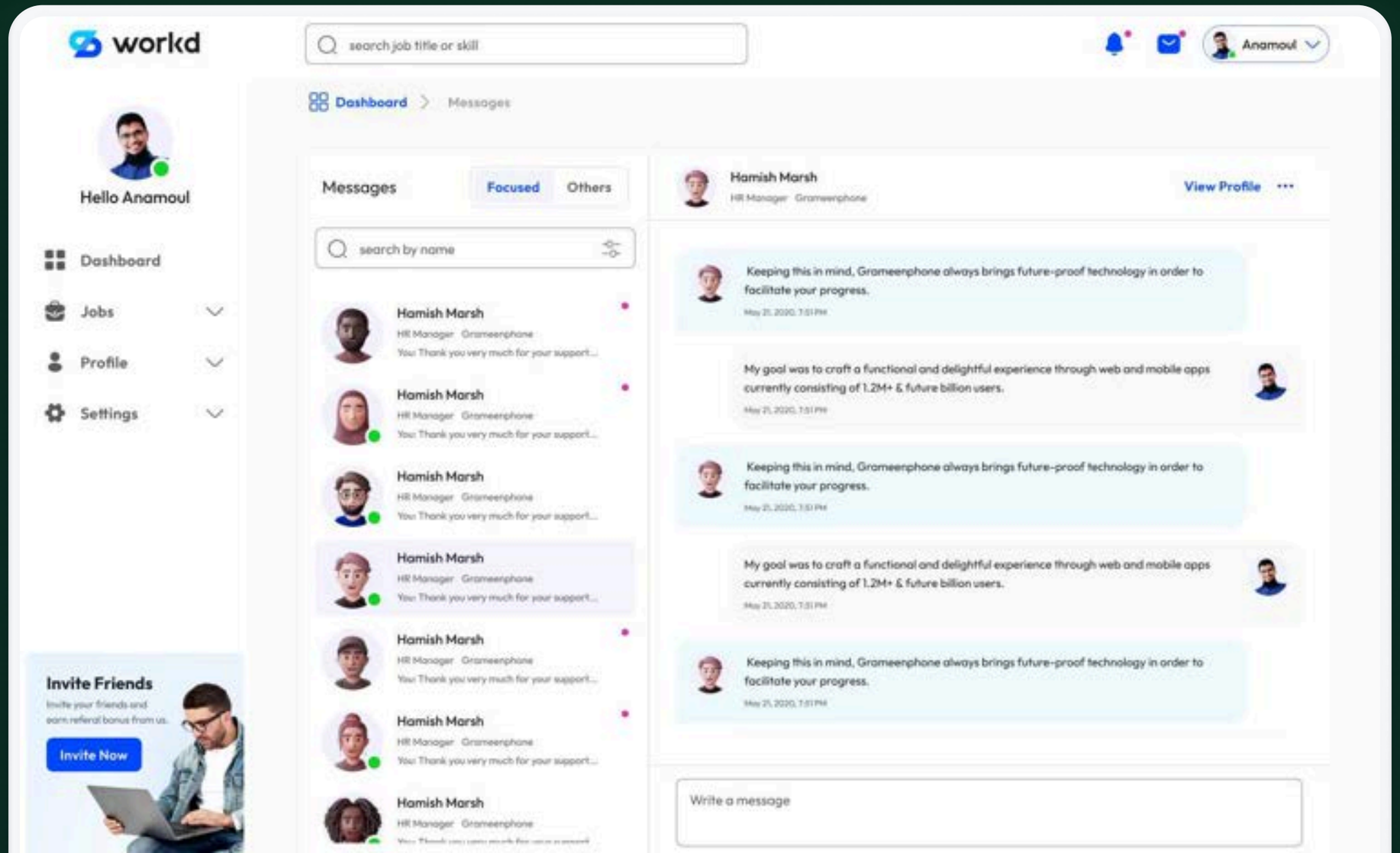
Anamoul Rouf
Product Designer
Information
Experiences
Eduction
Skills
Attachments
Basic Information
Update profile information
Edit
Email Address
anamoulrouf.bd@gmail.com
Gender
Male
Phone Number
+8801759693045
Location
Dhaka, Bangladesh
Website
www.anamoulrouf.com
Experiences
Add Experience

Messages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Hello Anamoul
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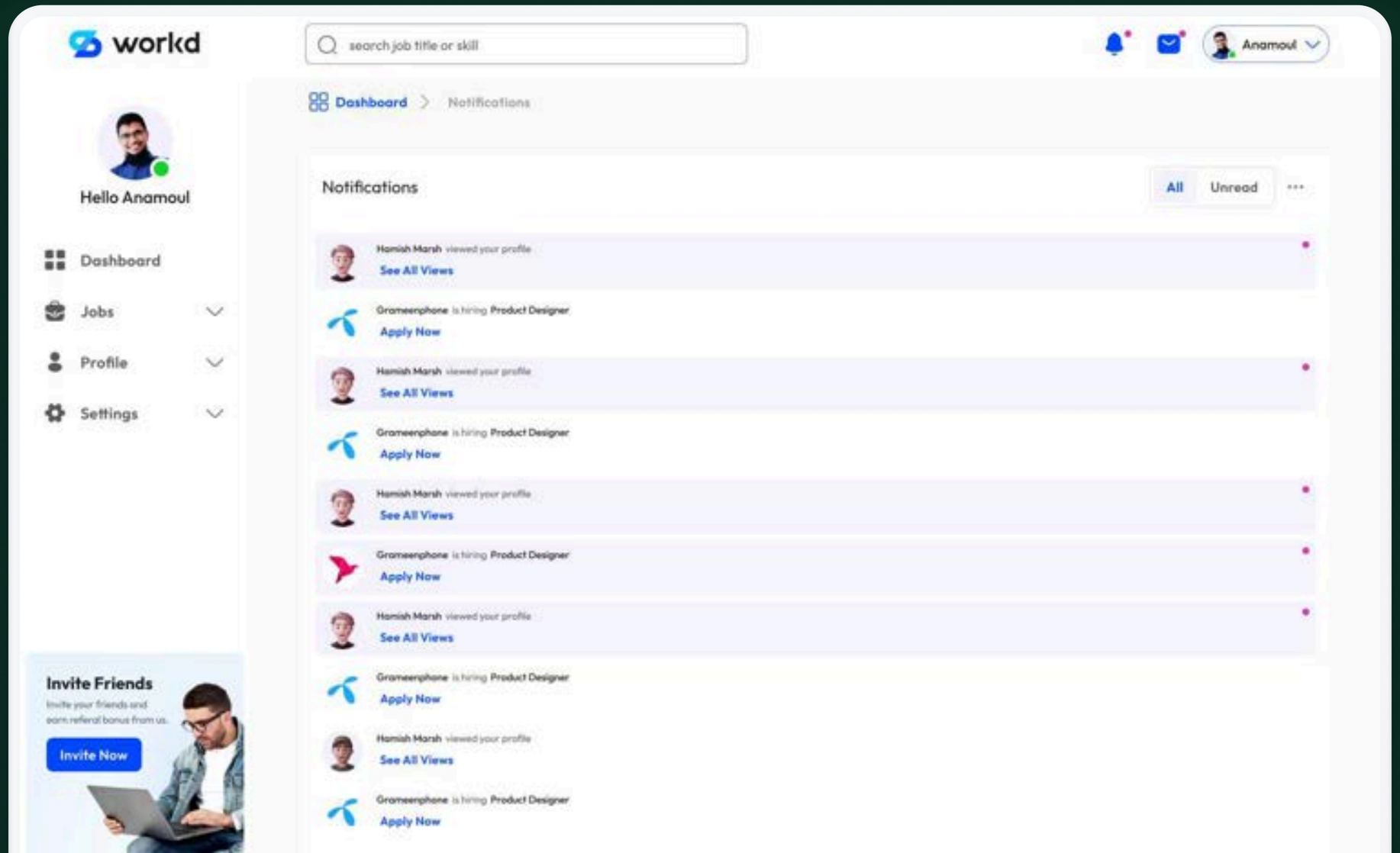
Dashboard > Messages
Messages
Focused
Others
search by name
Hamish Marsh
HR Manager Grameenphone
You: Thank you very much for your support...
Hamish Marsh
HR Manager Grameenphone
View Profile
Keeping this in mind, Grameenphone always brings future-proof technology in order to facilitate your progress.
My goal was to craft a functional and delightful experience through web and mobile apps currently consisting of 1.2M+ & future billion users.
Write a message
Invite Friends
Invite your friends and earn referal bonus from us.
Invite Now

Notifications



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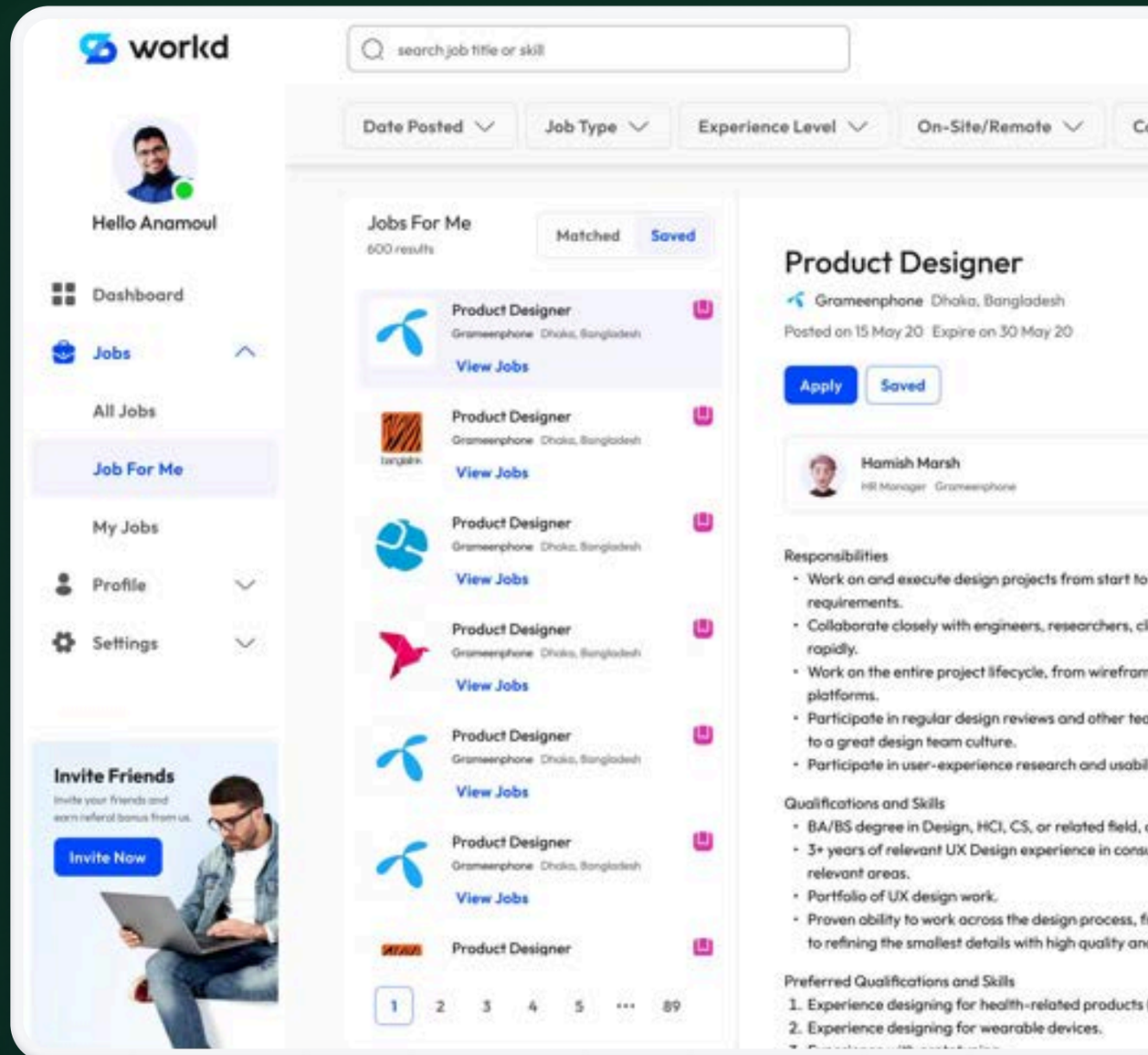

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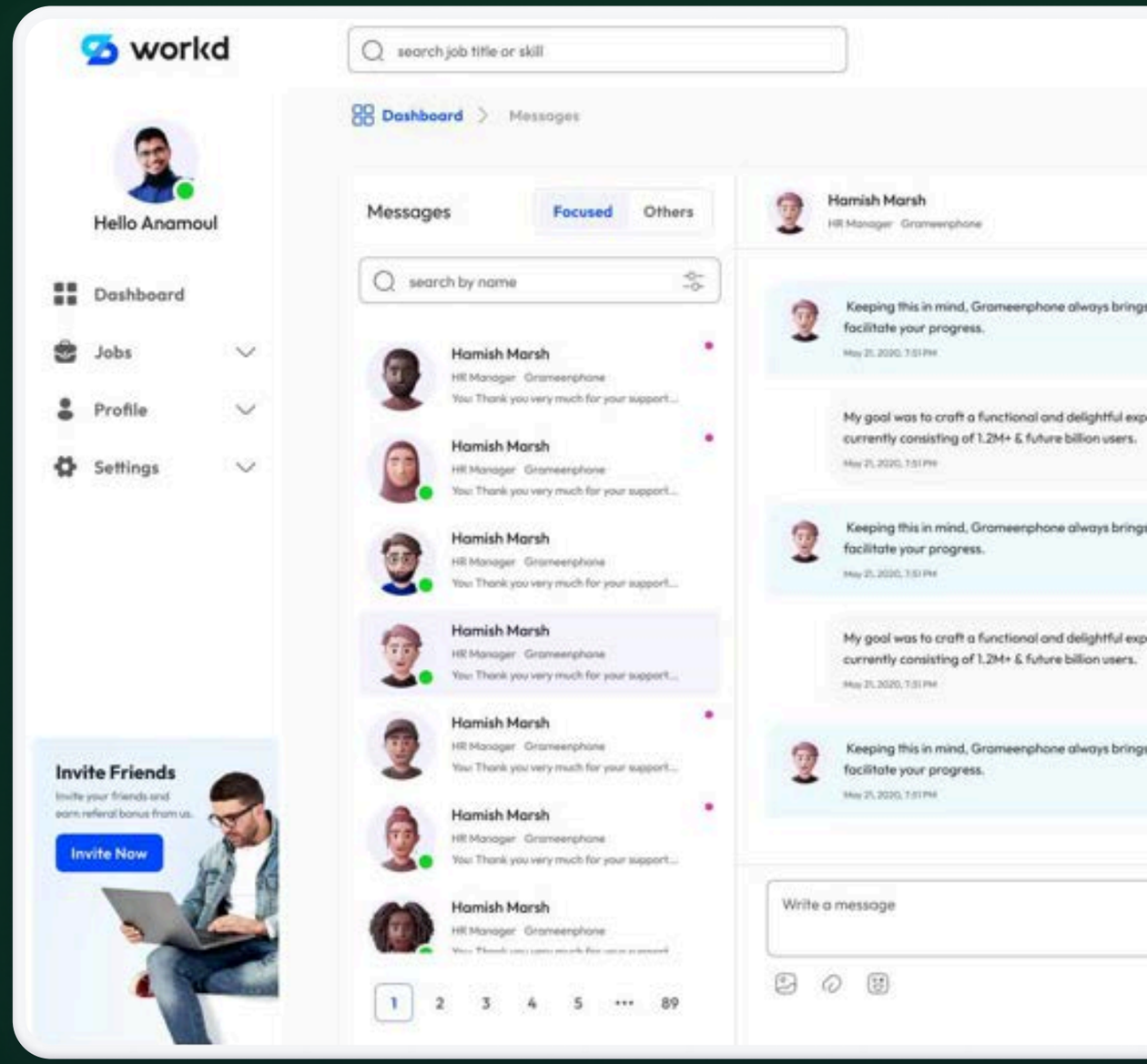
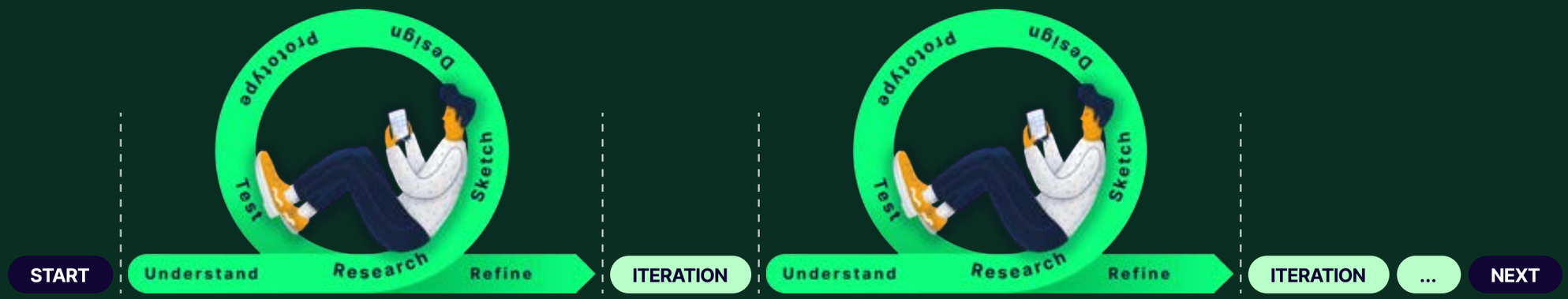


Results & Future Iteration

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

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

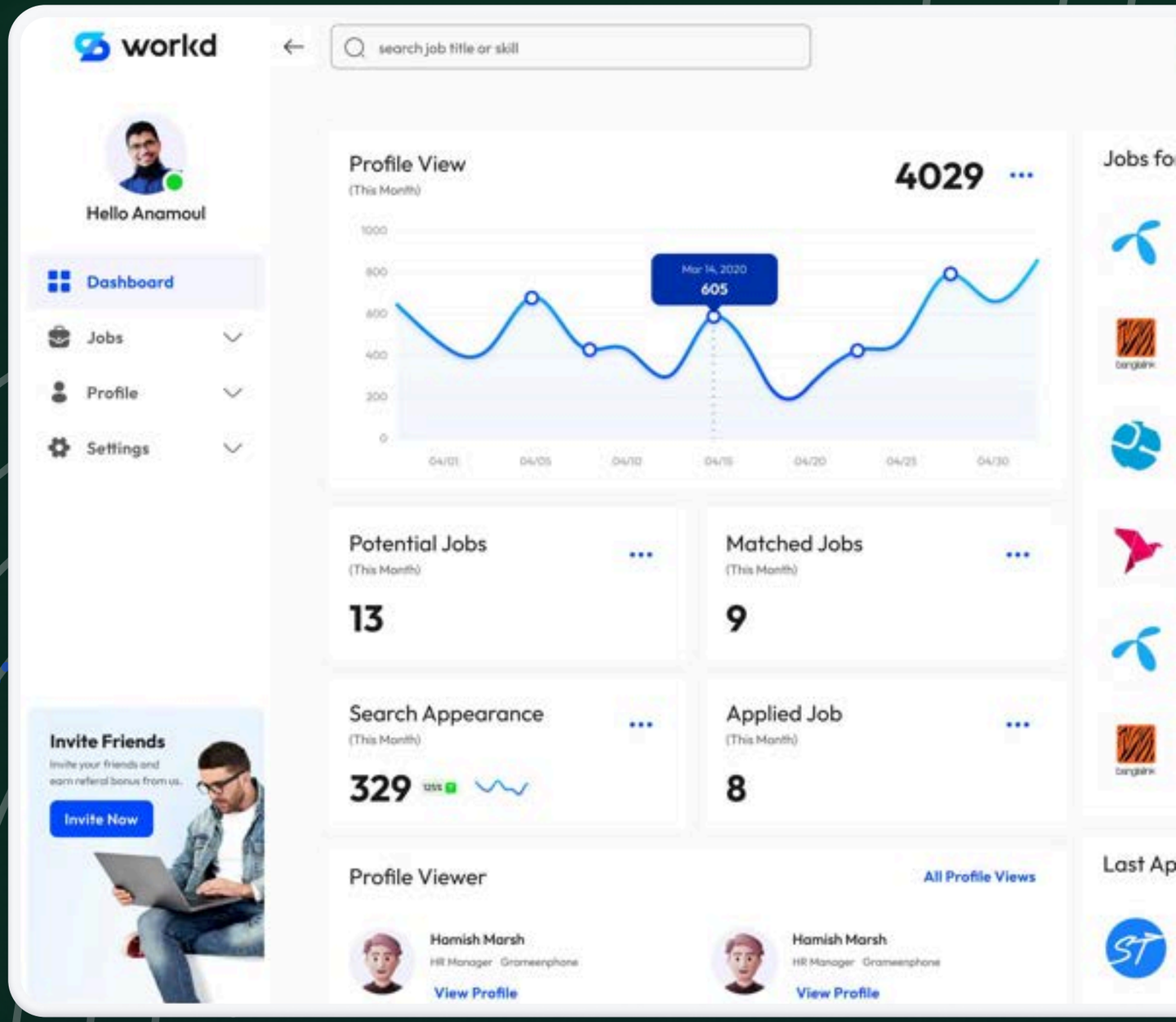


Thank you

Feel free to reach me

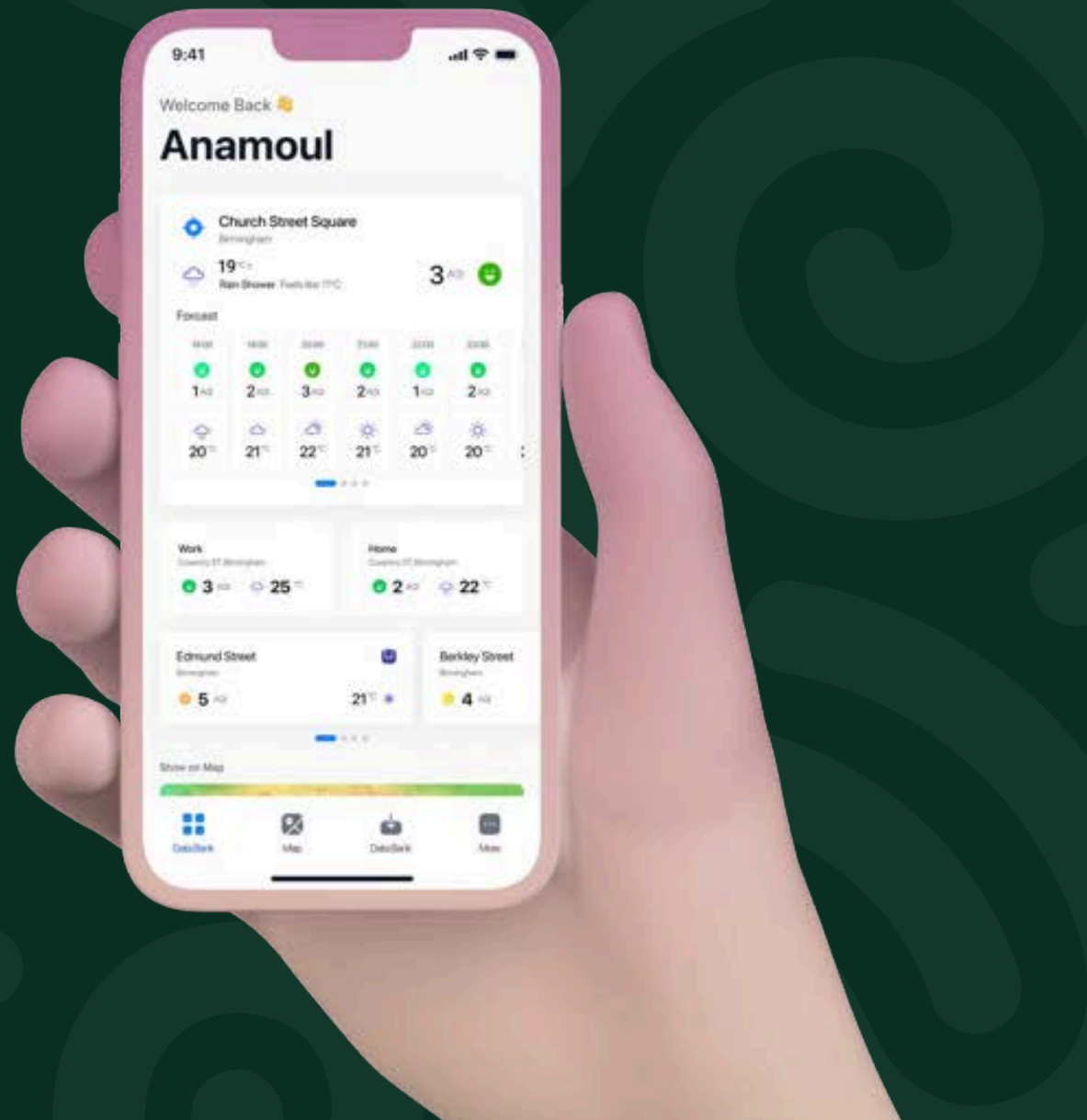
anamoulrouf.bd@gmail.com

https://anamoulrouf.com



AirQI

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



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

Project

AirAQ App

Timeline

June 2021 – September 2021

Platform

Hybrid

Tools

Figma, FigJam, Notion.

My Role

UX Research, UI/UX Design.

Team Collaboration

Product, Business, and Tech.

Background

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

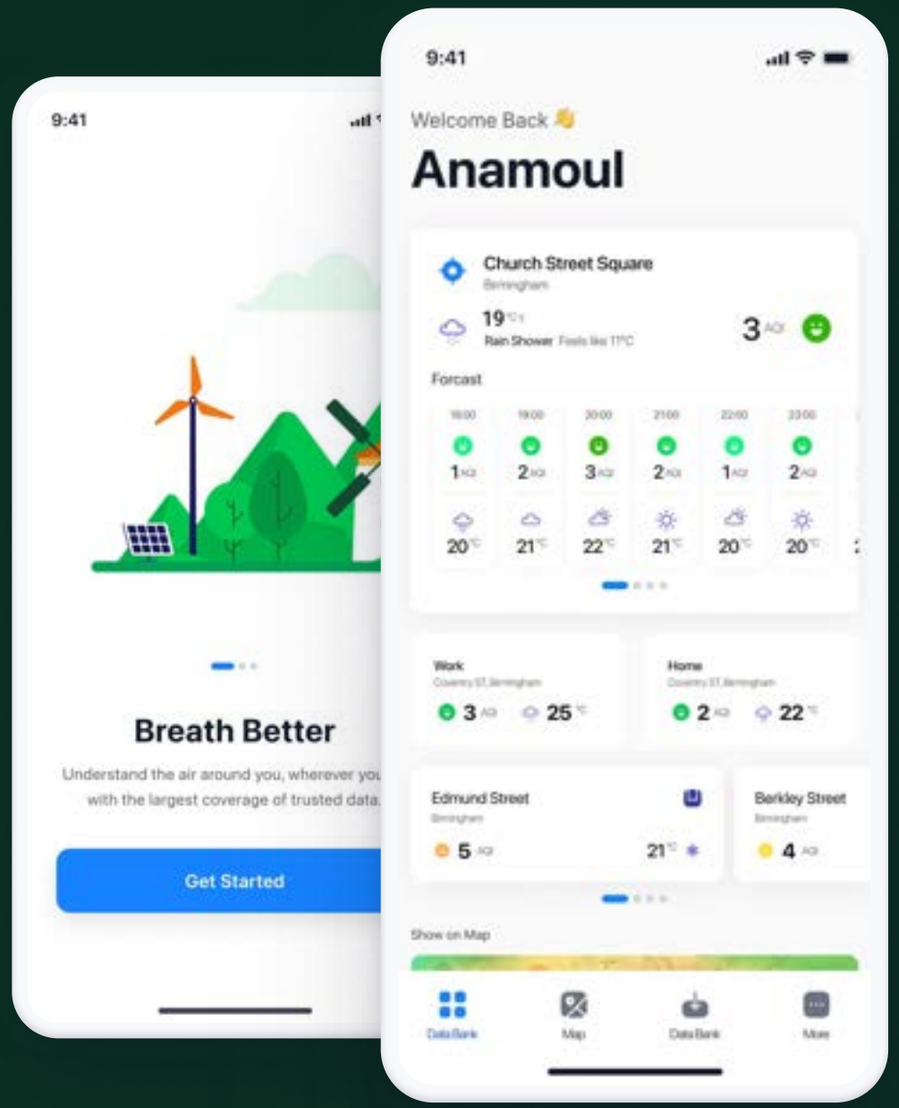
Goal

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

Design Challenge

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

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

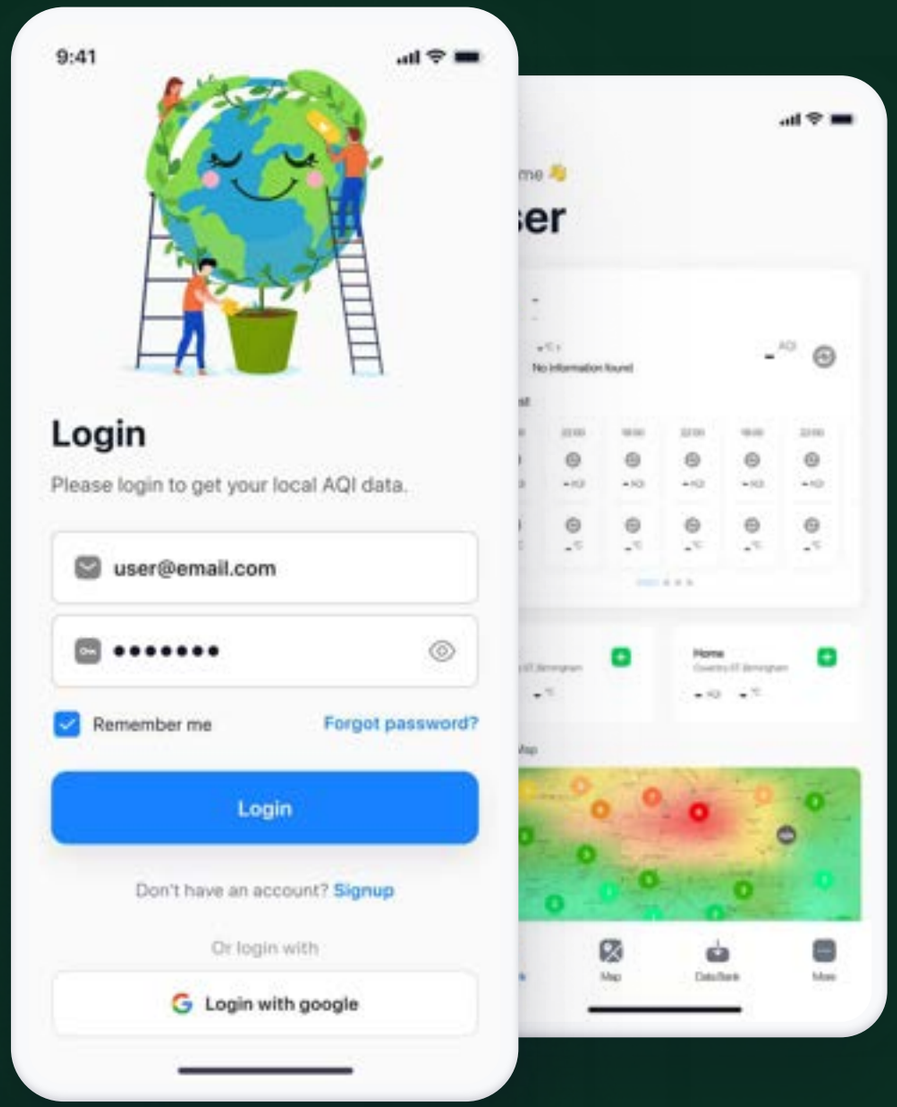


The UX Process

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 steaps.



The Discovery

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

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

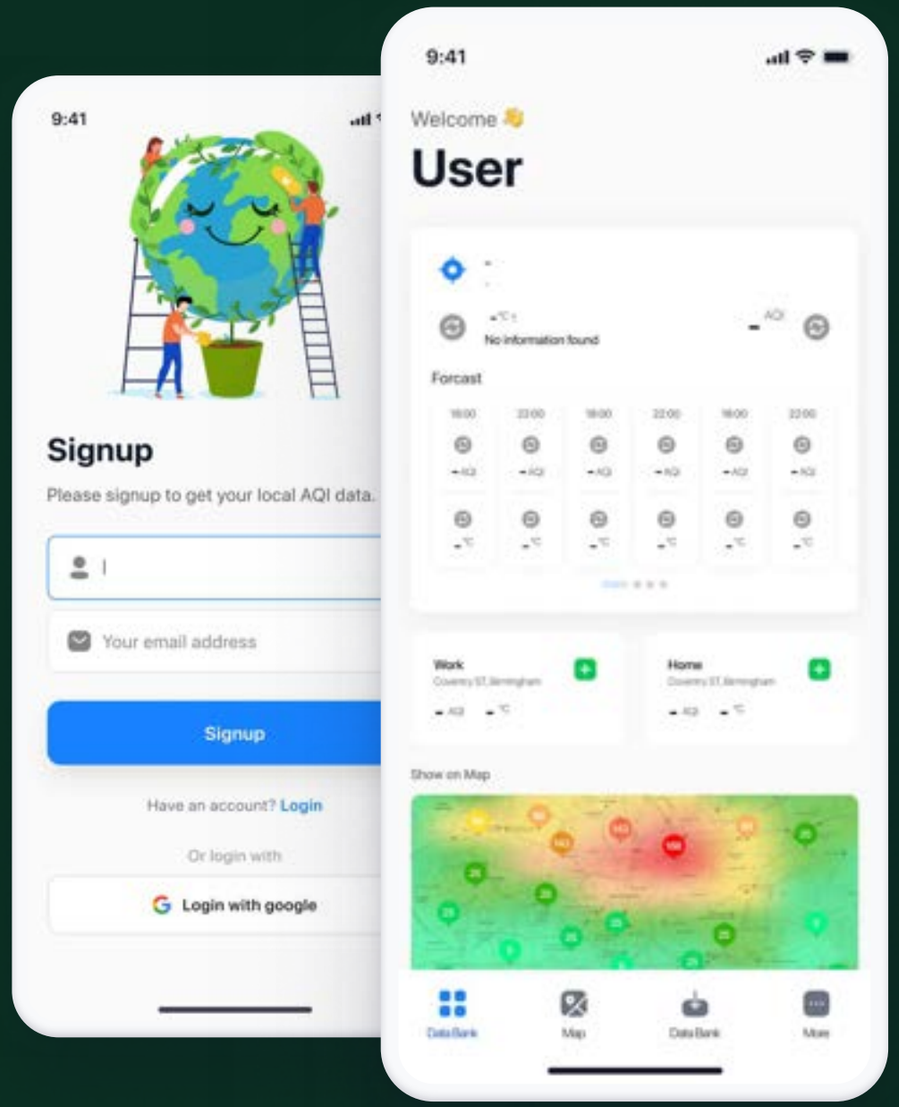
Here are three considerations that help me to understand and prioritize the issues.

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

The Findings

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

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



Information Architecture

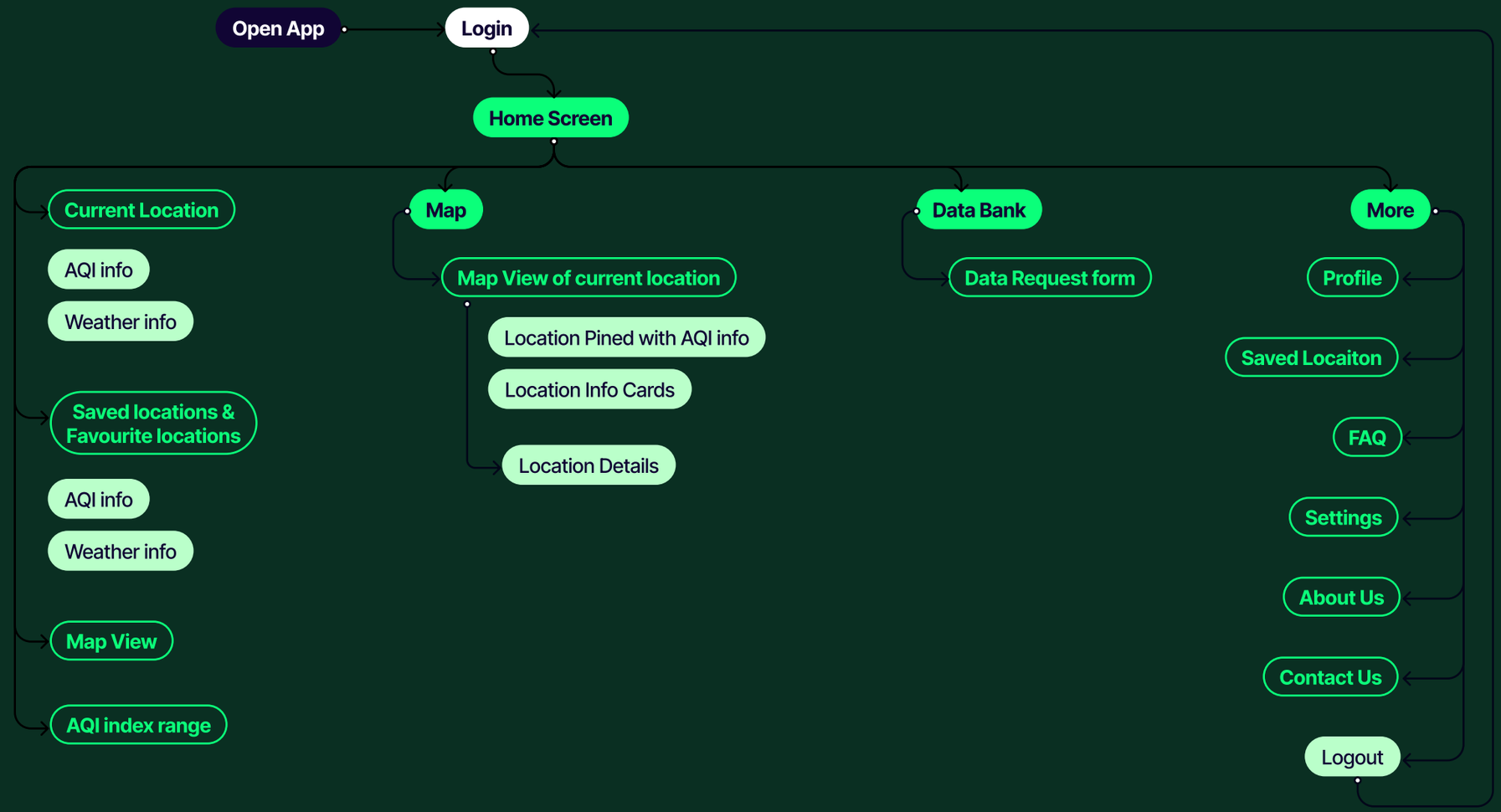
Journey

Navigation

Tabs/Pages

Main Screen

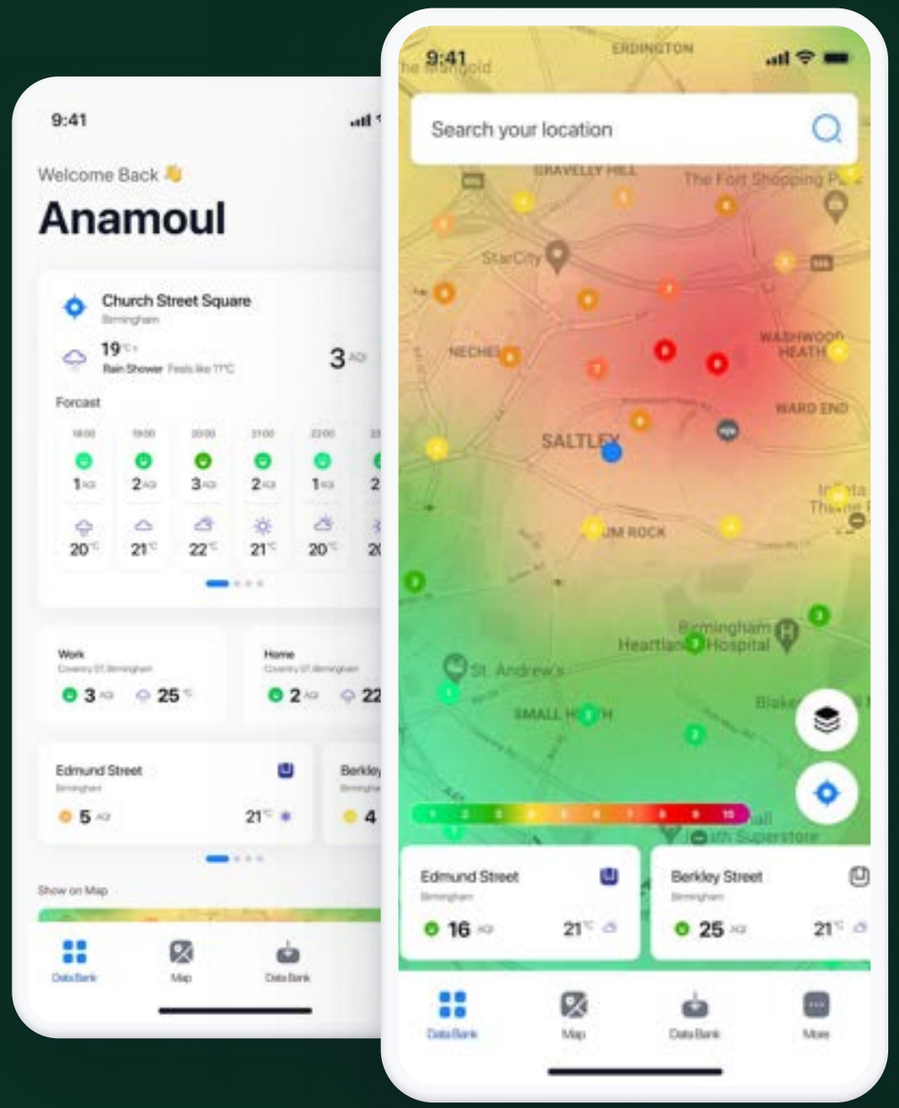
Sub Screen



Sketchs, Wireframing and Testing

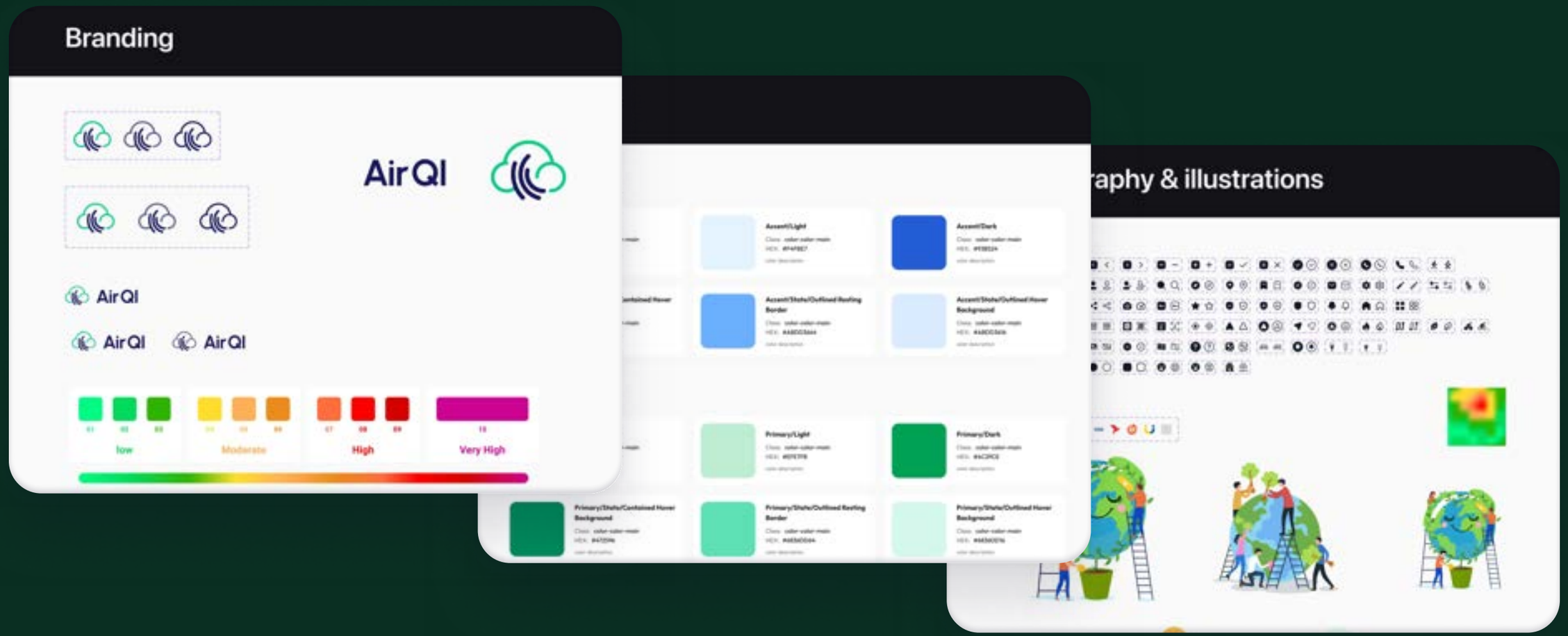
The following steps were to sketch wireframes based on the user flow maps and built the flow and low-fidelity prototype for a series of testing sessions.

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



Design Guideline & Design System

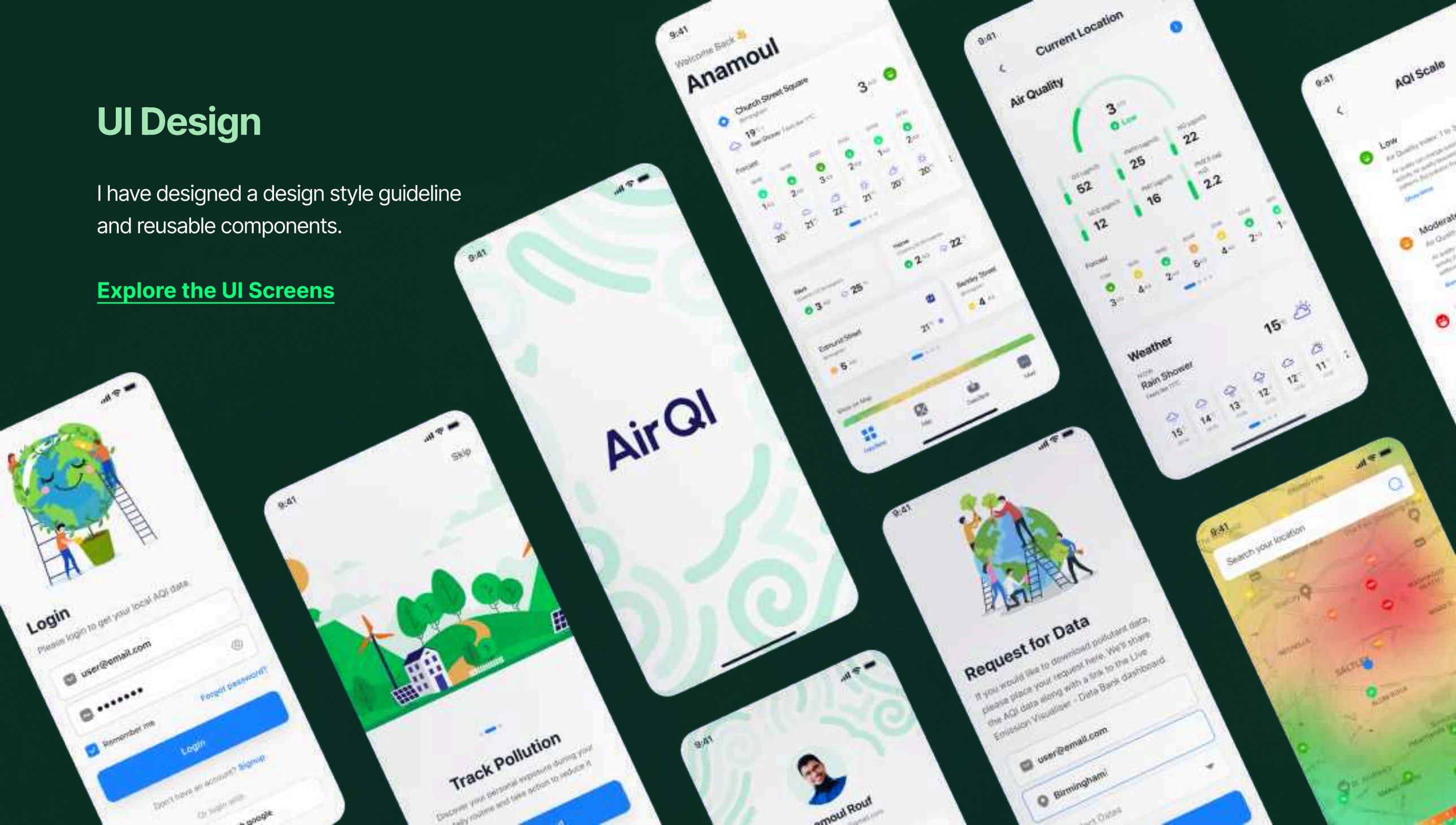
Initially, we built basic style guidelines. Afterward, we built a highly customisable design system to create a design language



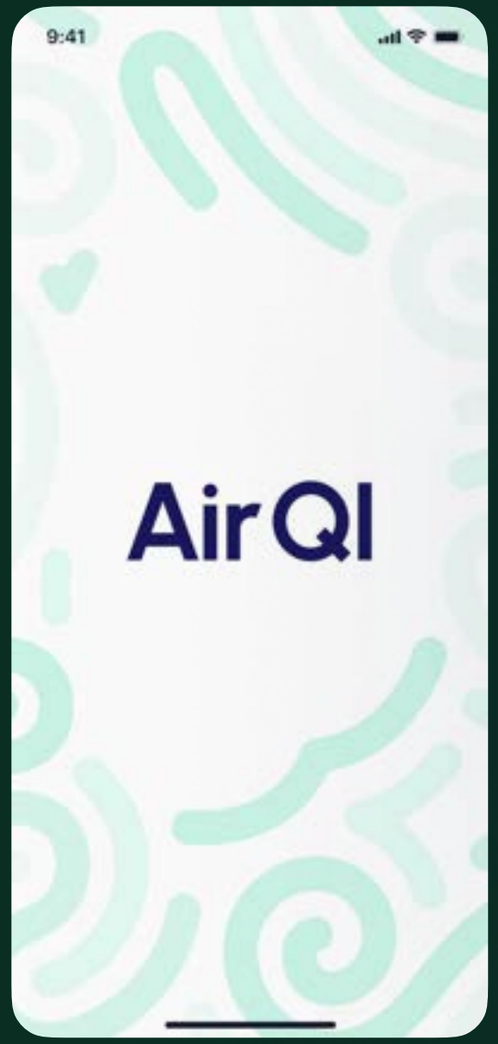
UI Design

I have designed a design style guideline and reusable components.

Explore the UI Screens



Onboarding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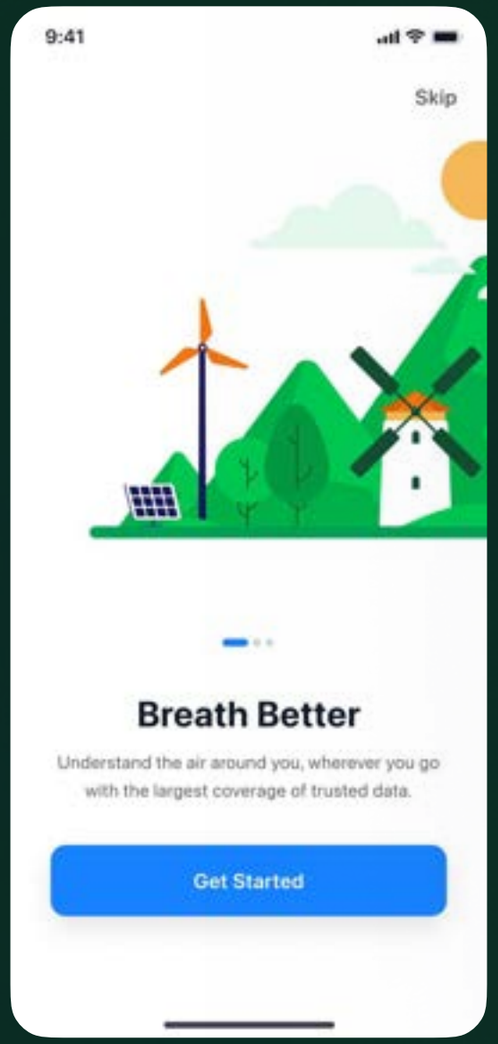
AirQI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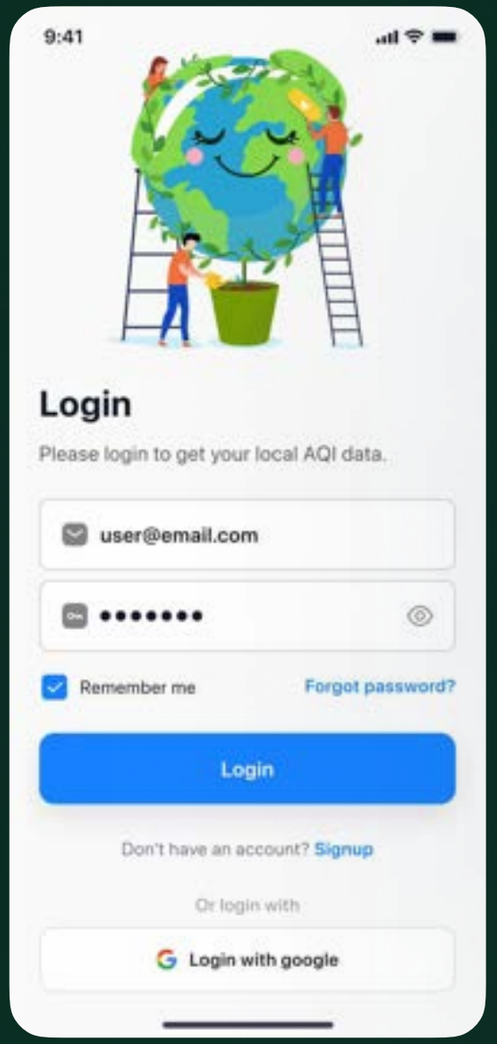
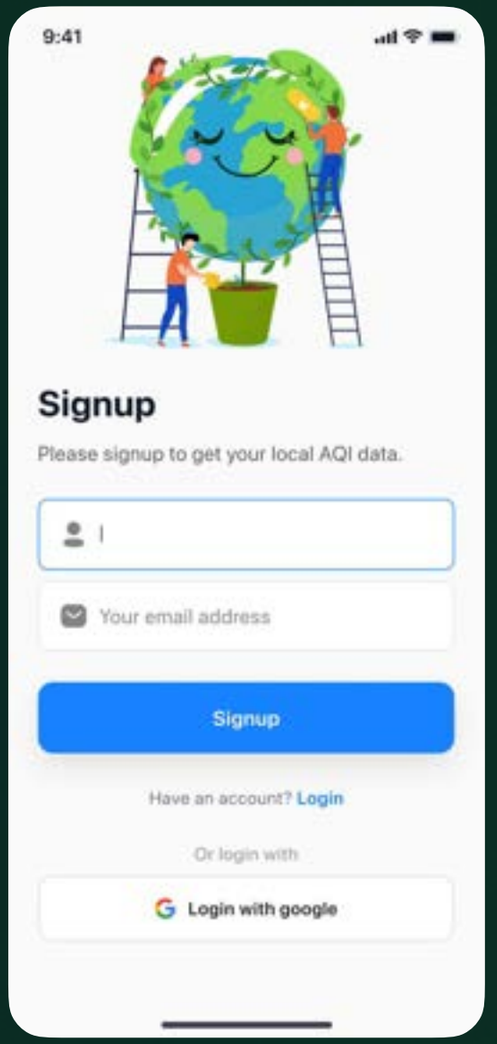
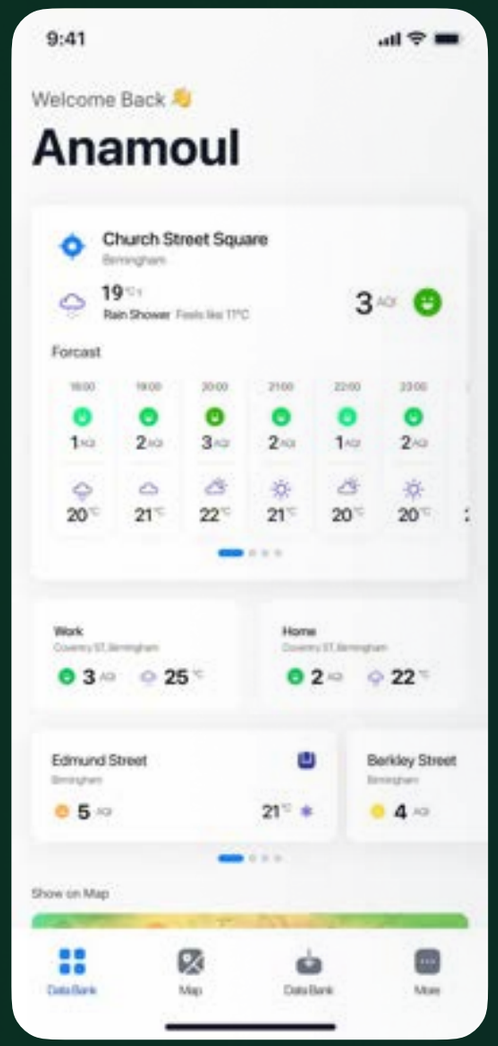
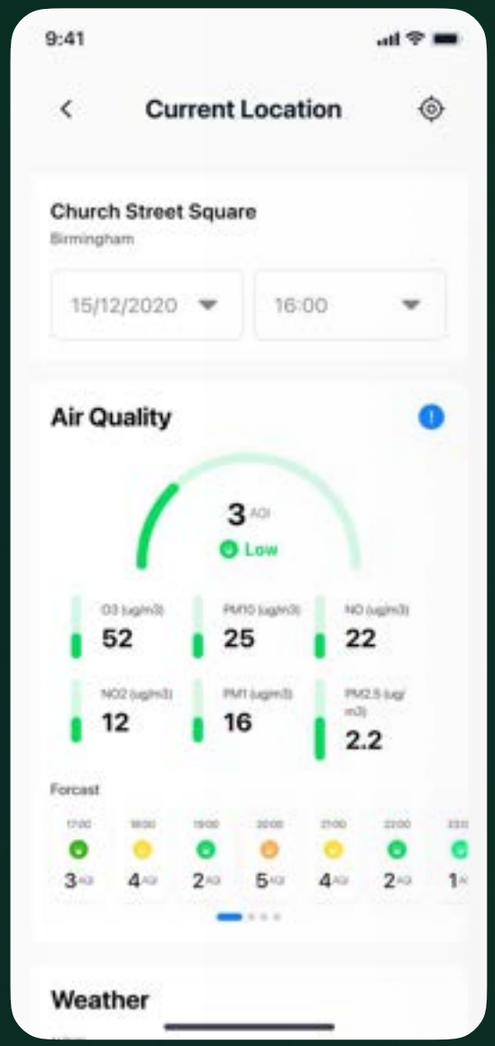
Skip
Breath Better
Understand the air around you, wherever you go with the largest coverage of trusted data.
Get Started

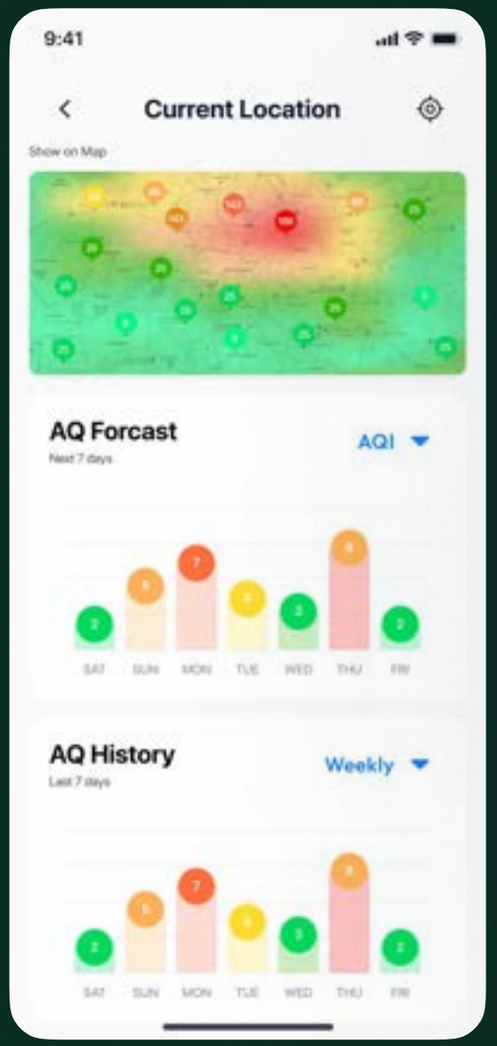

9:41
Login
Please login to get your local AQI data.
user@email.com
Remember me
Forgot password?
Login
Don't have an account? Signup
Or login with
Login with google

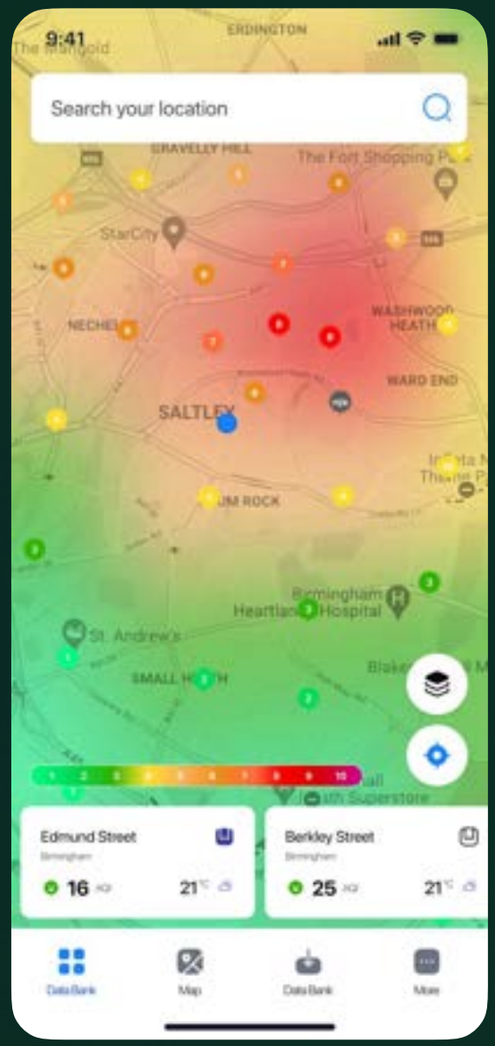

9:41
Signup
Please signup to get your local AQI data.
Your email address
Signup
Have an account? Login
Or login with
Login with google

AQI Information

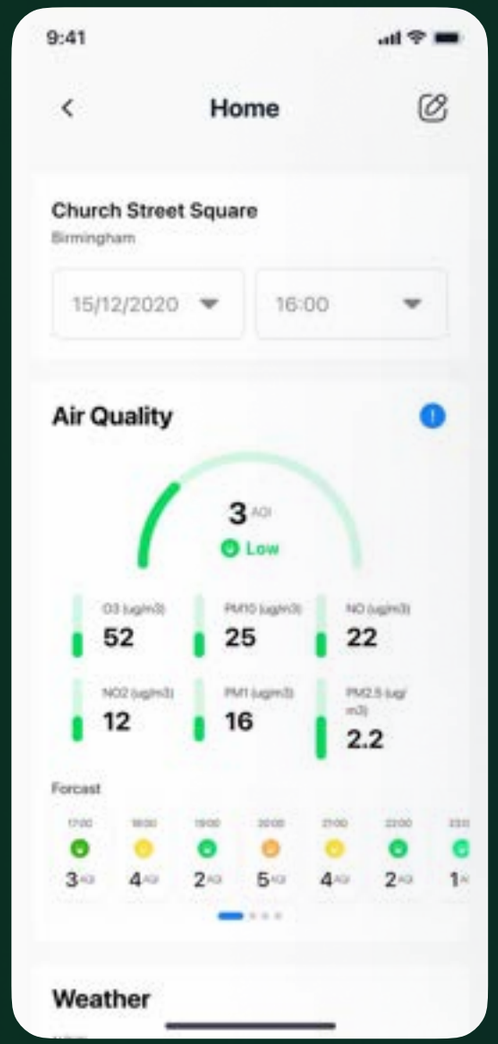


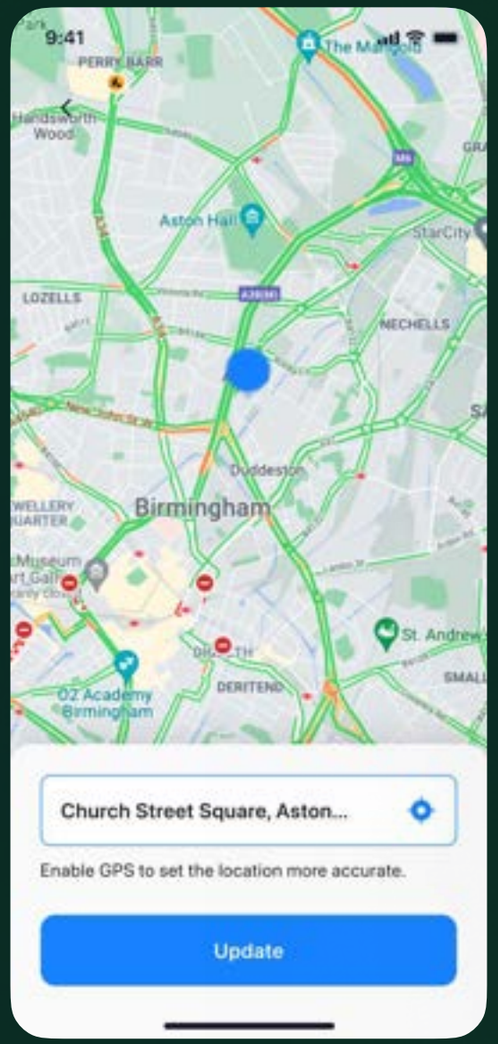


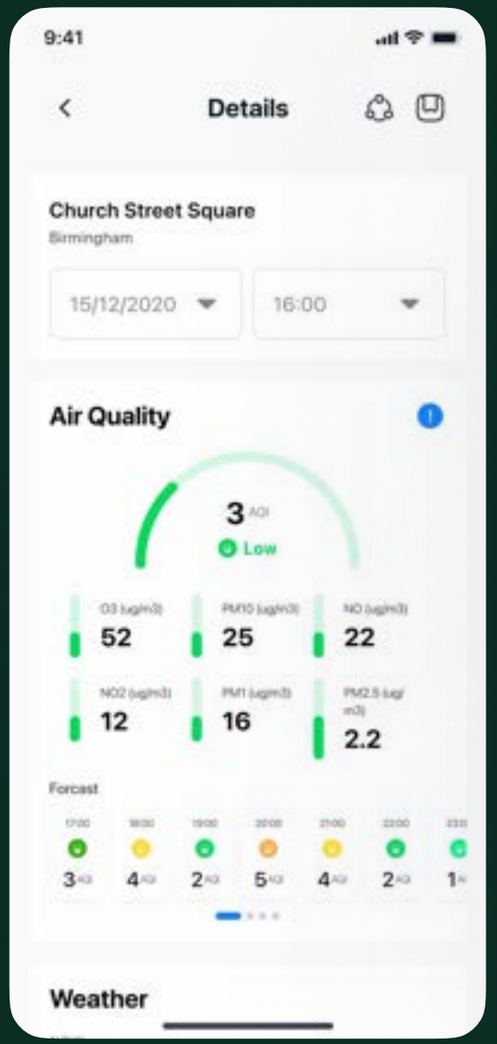


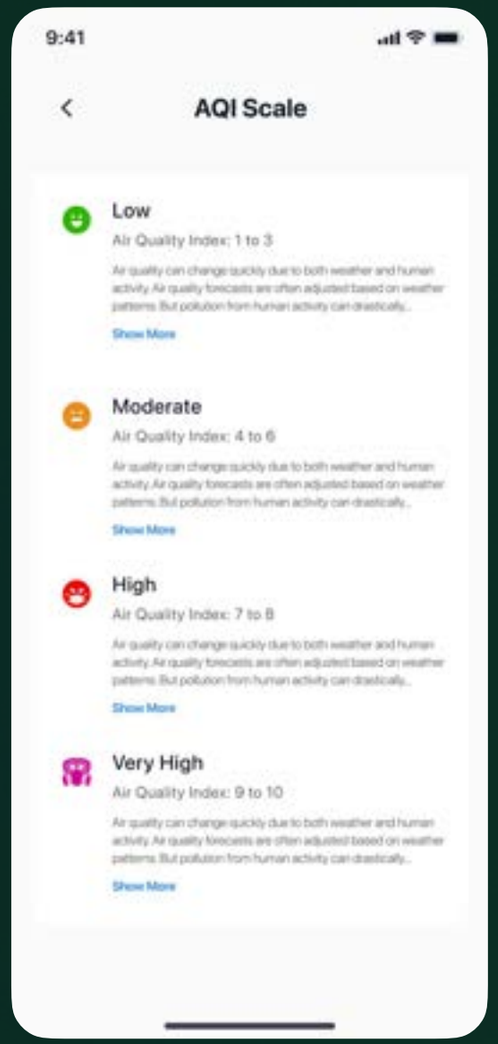


AQI Information

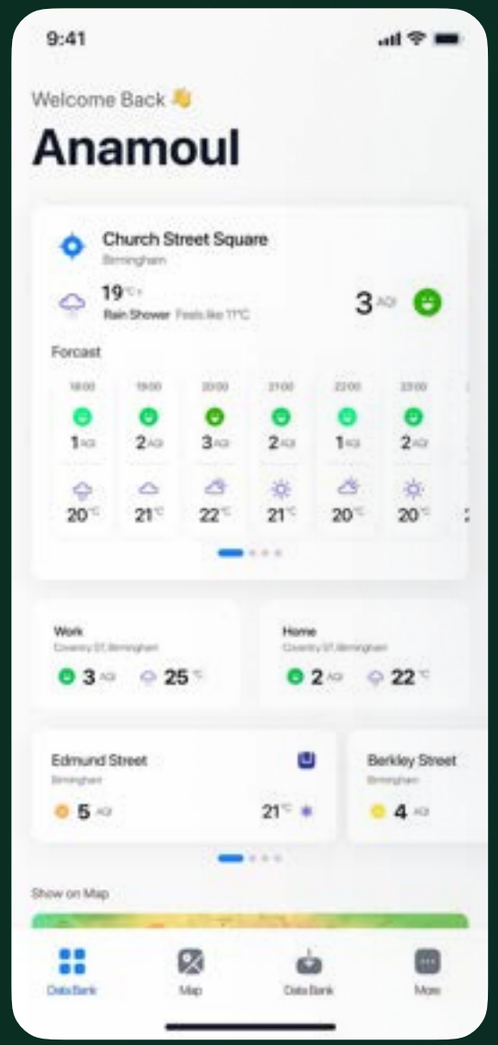


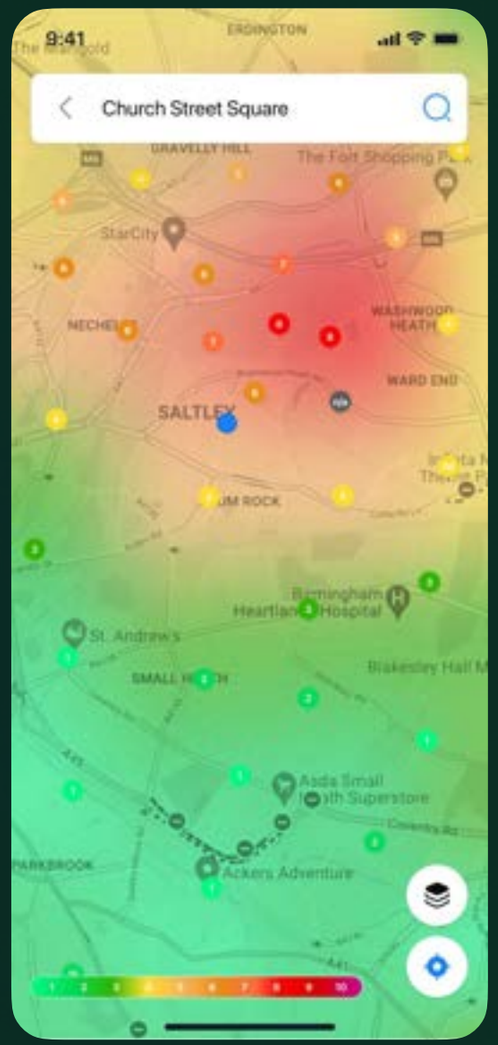




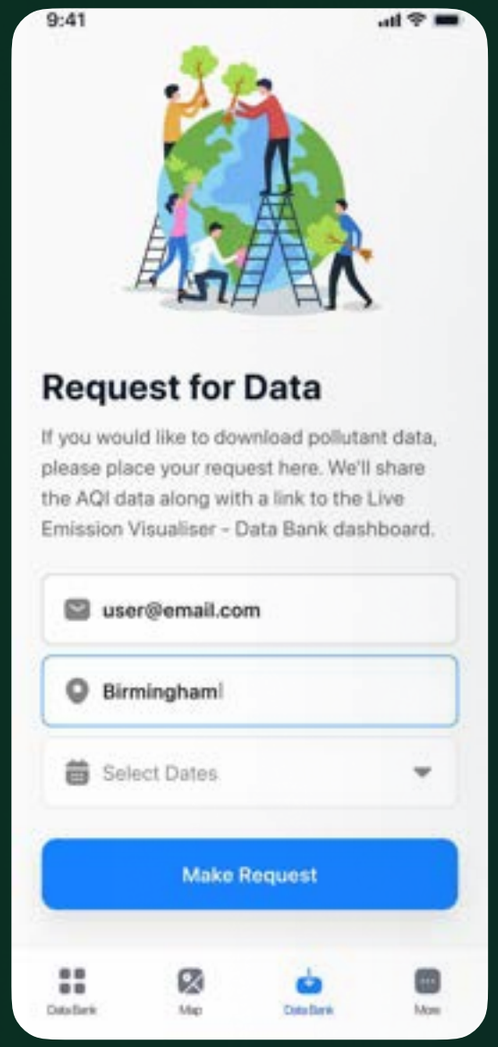


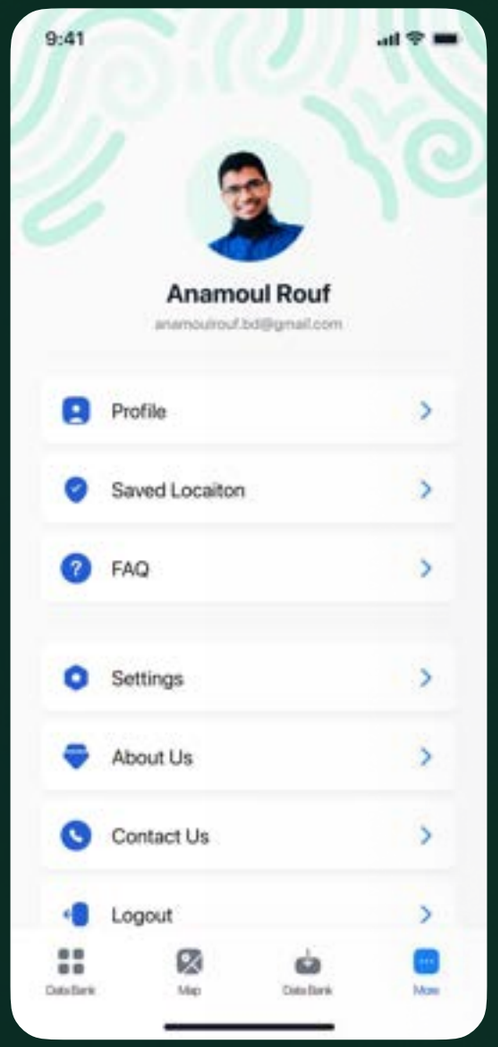
Weather Update

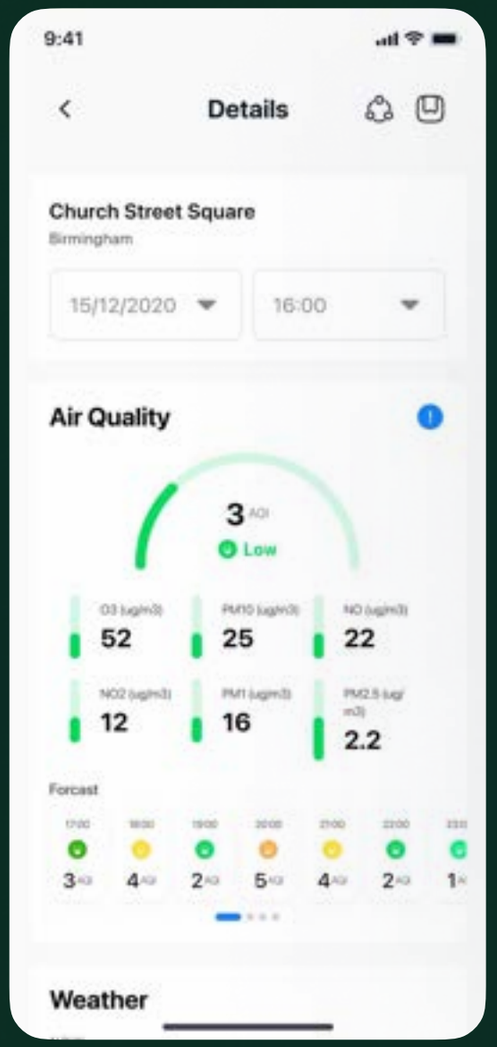




Other Screens







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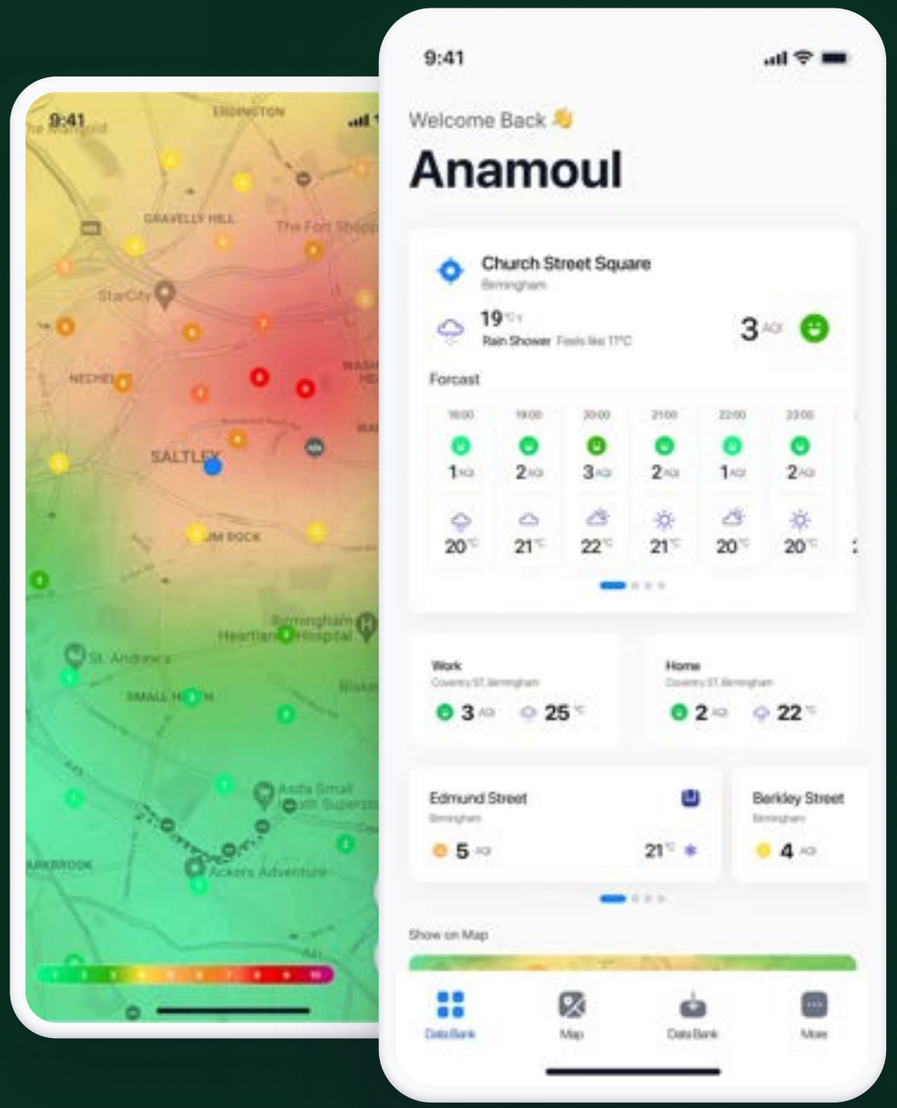

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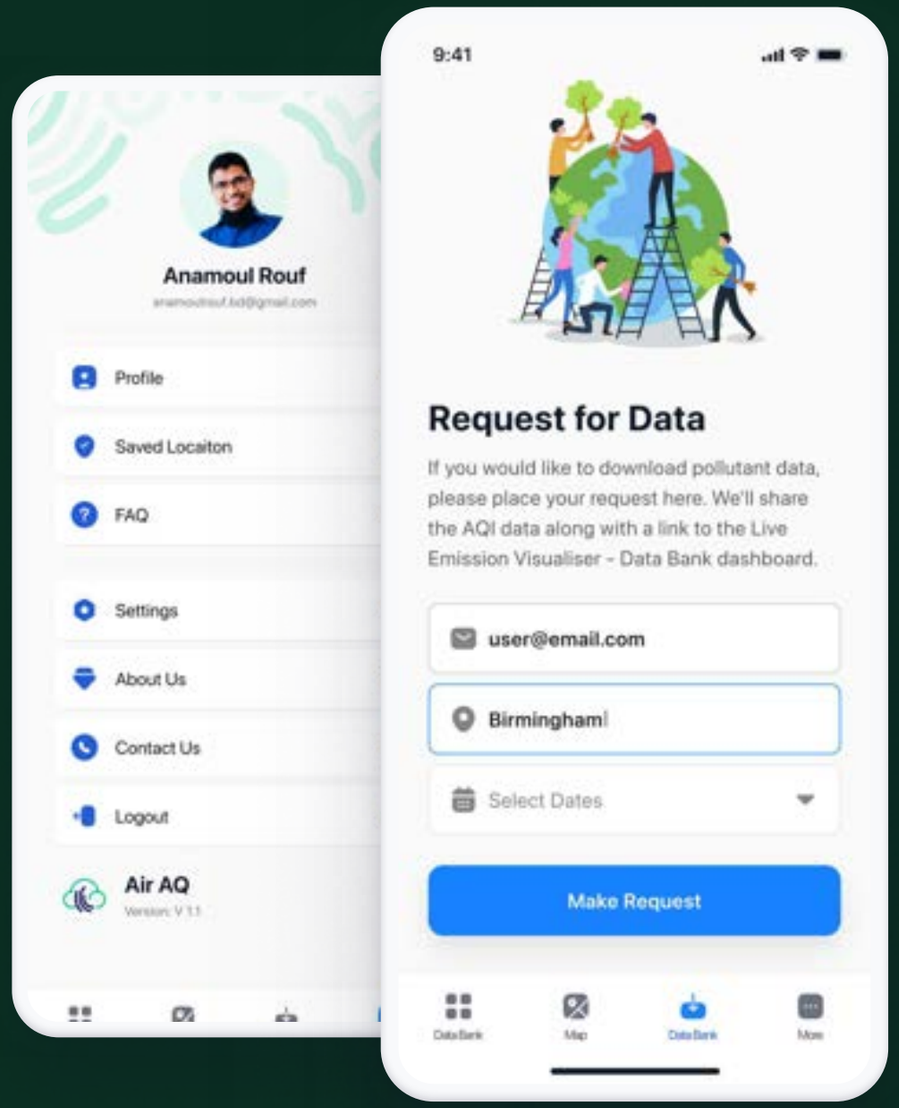
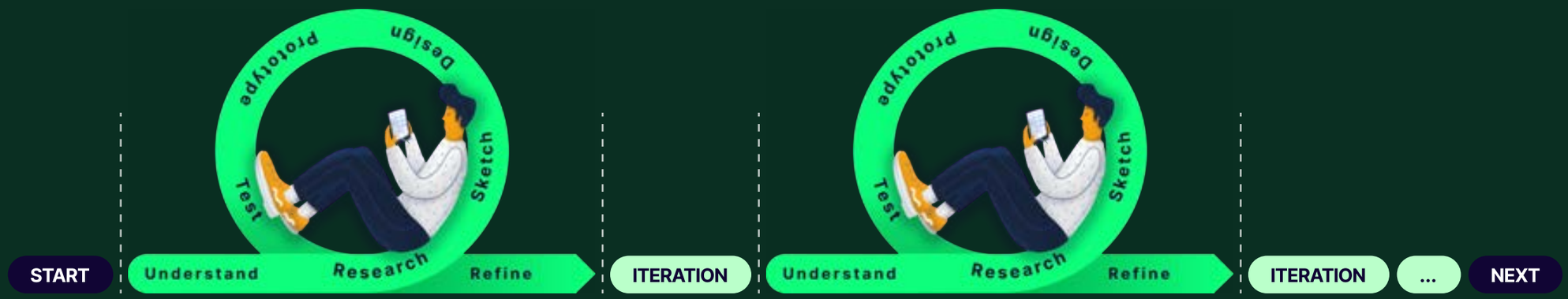


Results & Future Iteration

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



Thank you

Feel free to reach me

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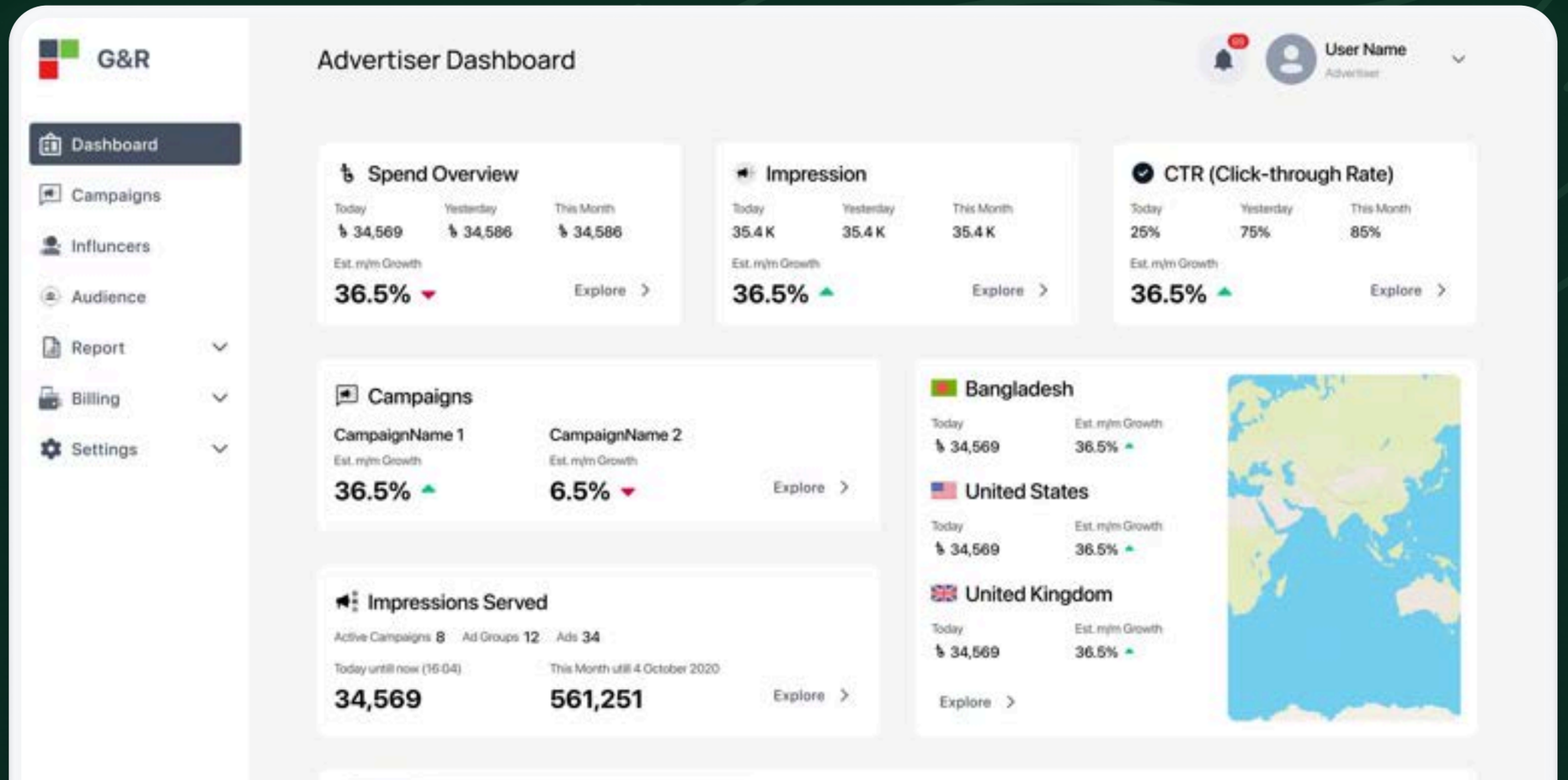
https://anamoulrouf.com

G&R

Redefine the ad network experience for

Advertiser & Publisher



G&R

Redefine the experience for **Advertiser & Publisher**

Project

G&R Dashboard Wireframe Design

Timeline

2 Month

My Role

UX Research, UI/UX Design

Tools

Miro, Figma.

Platform

Web App.

Team Collaboration

Product, Marketing & Customer Support, and Tech.

Background

G&R Ad Network is a platform of 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.

UX Research

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.

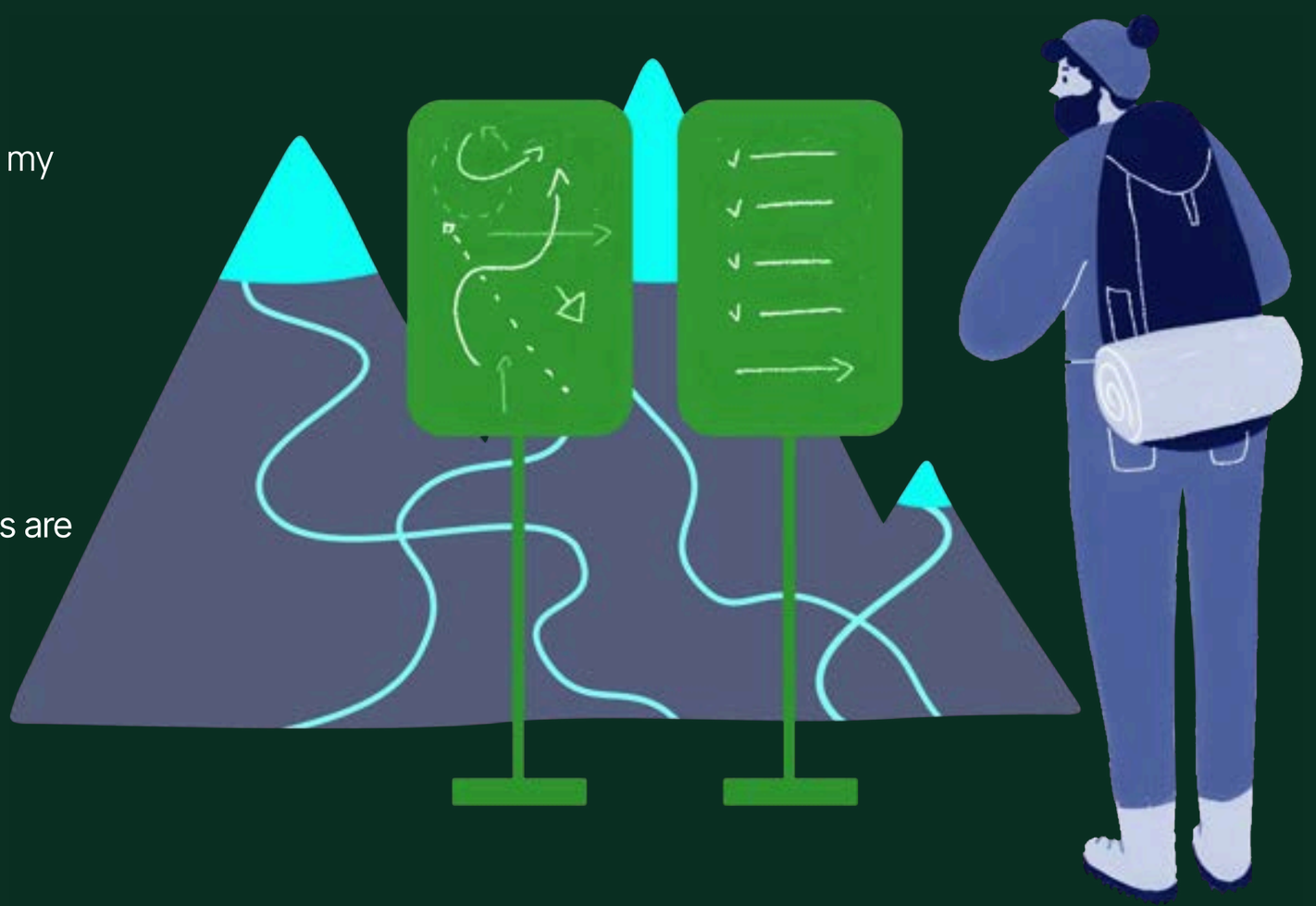
UX Research

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?



UX Research

Findings

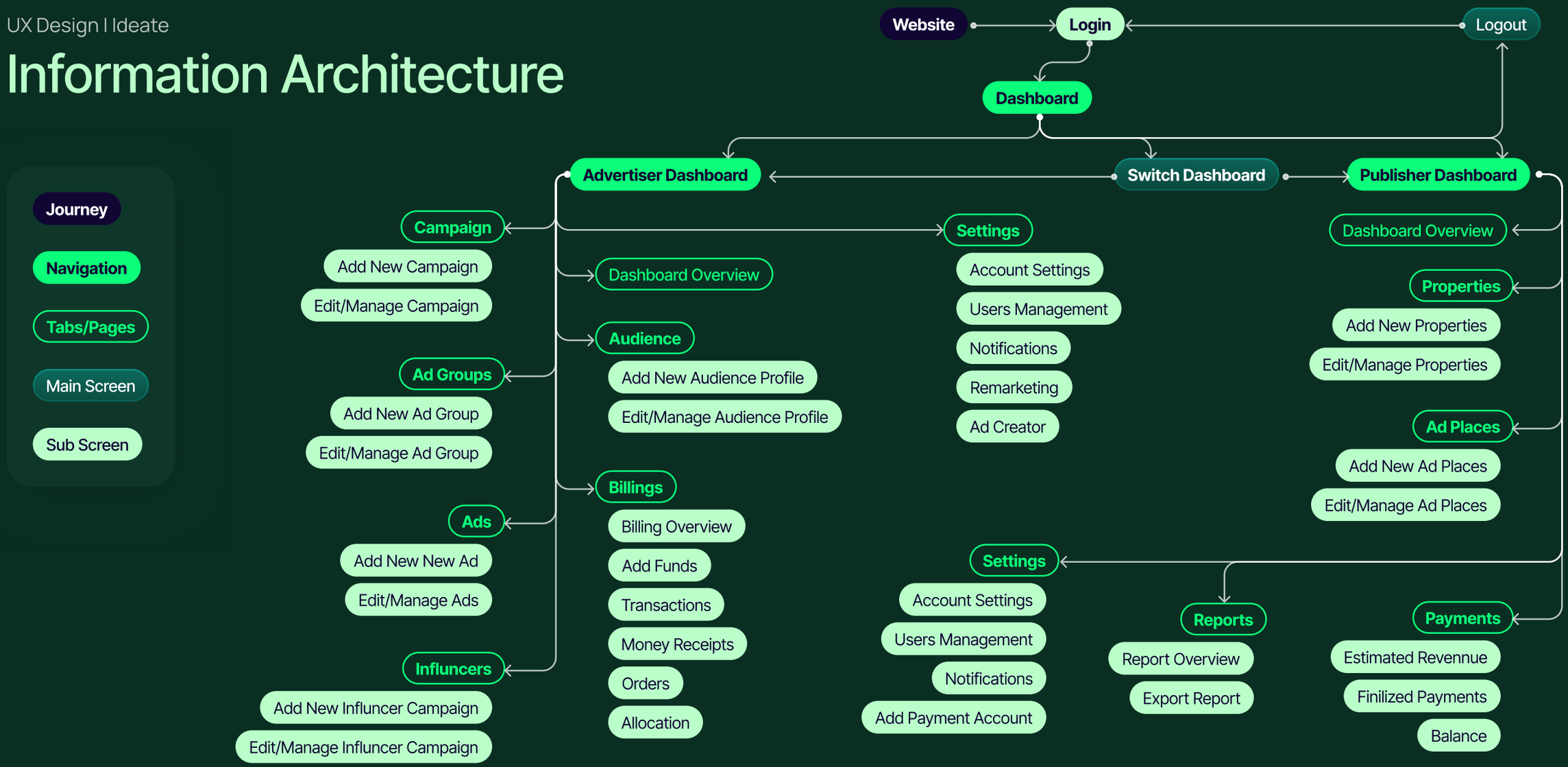
We started with UX Audit in the existing system

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



UX Design | 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

UX Design | Test & Validated

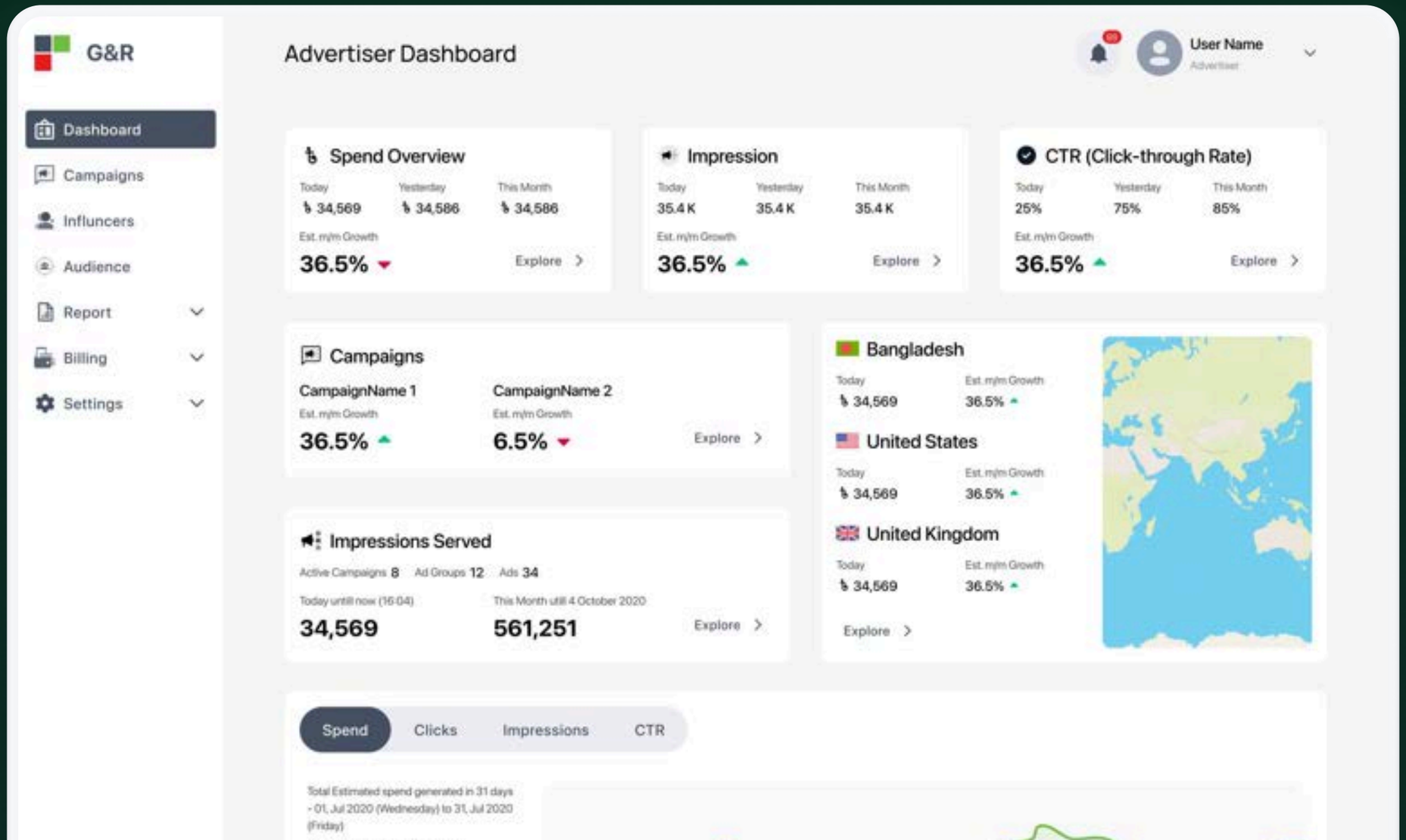
Testing

We invited some focus group users for testing sessions.

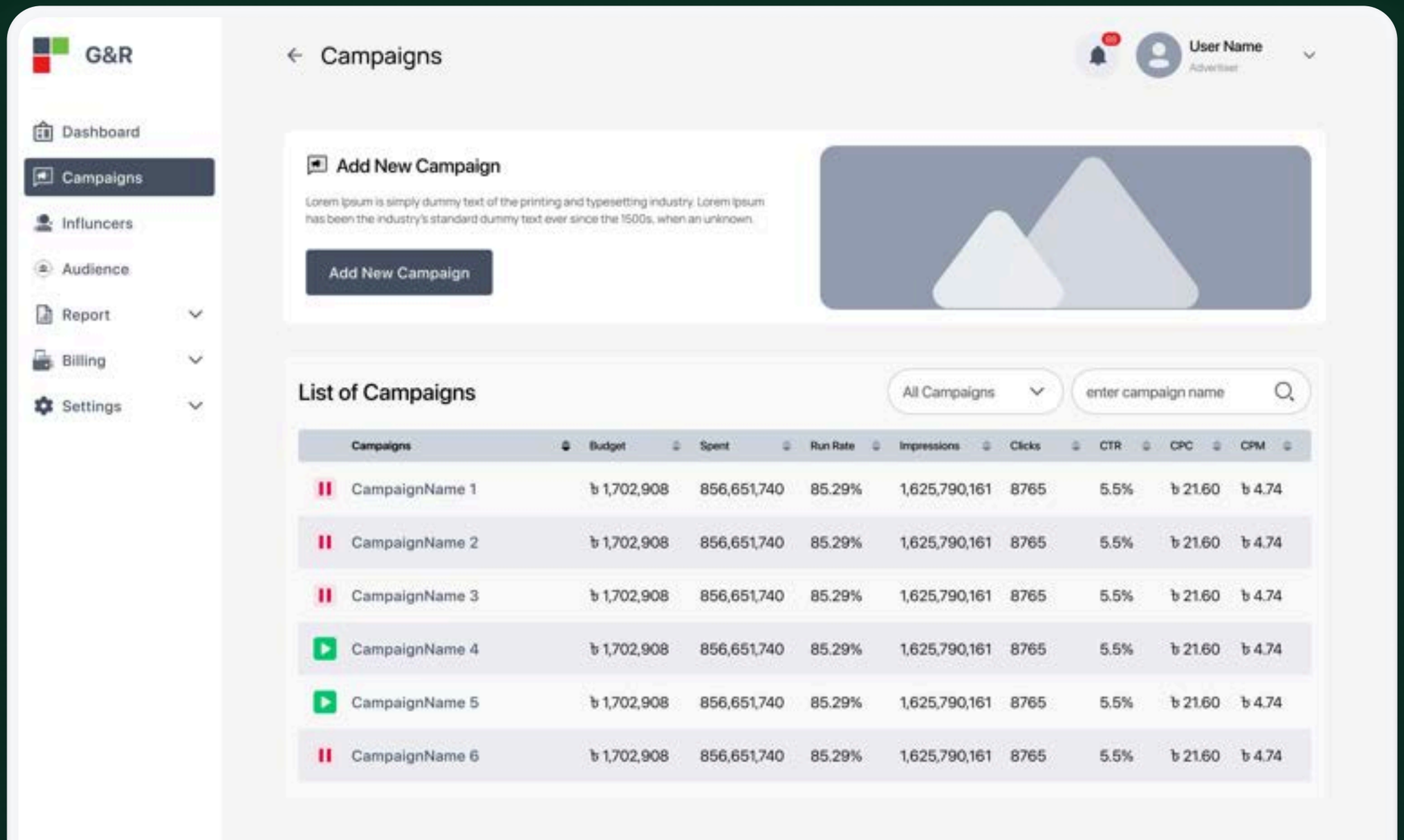
- Creating wireframes helped me to visualize the ideas and gave us the basic structure for how users would use the app.
- When creating these wireframes, we kept the user needs from the earlier findings and research in mind.
- We have done several testing sessions with a close group of users.

Explore the Wirefreame Screens

Advertiser Dashboard



Campaigns


G&R
Dashboard
Campaigns
Influncers
Audience
Report
Billing
Settings
Campaigns
User Name
Add New Campaign
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 New Campaign
List of Campaigns
All Campaigns
enter campaign name
Campaigns
Budget
Spent
Run Rate
Impressions
Clicks
CTR
CPC
CPM
CampaignName 1 ৳ 1,702,908 856,651,740 85.29% 1,625,790,161 8765 5.5% ৳ 21.60 ৳ 4.74
CampaignName 2 ৳ 1,702,908 856,651,740 85.29% 1,625,790,161 8765 5.5% ৳ 21.60 ৳ 4.74
CampaignName 3 ৳ 1,702,908 856,651,740 85.29% 1,625,790,161 8765 5.5% ৳ 21.60 ৳ 4.74
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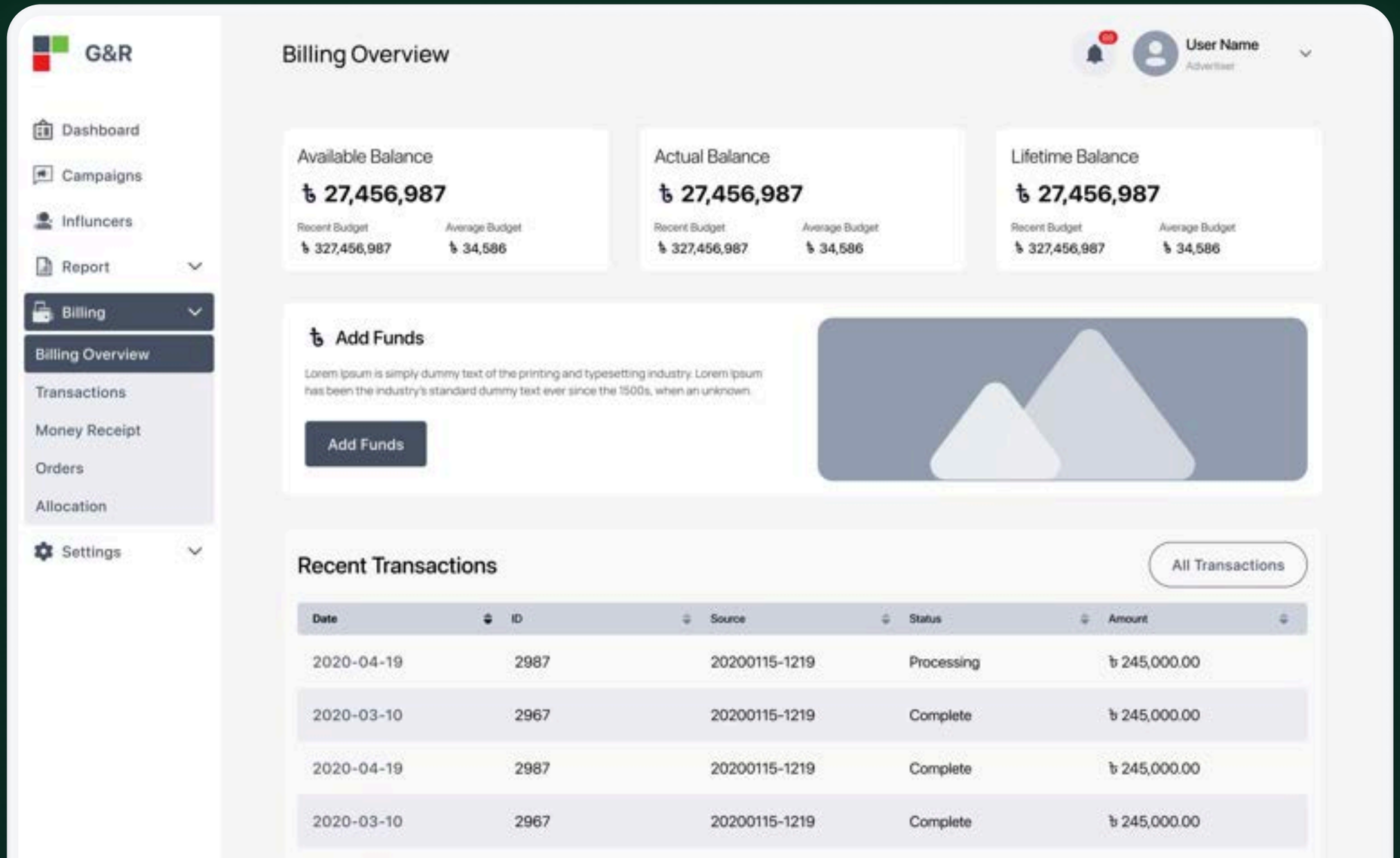
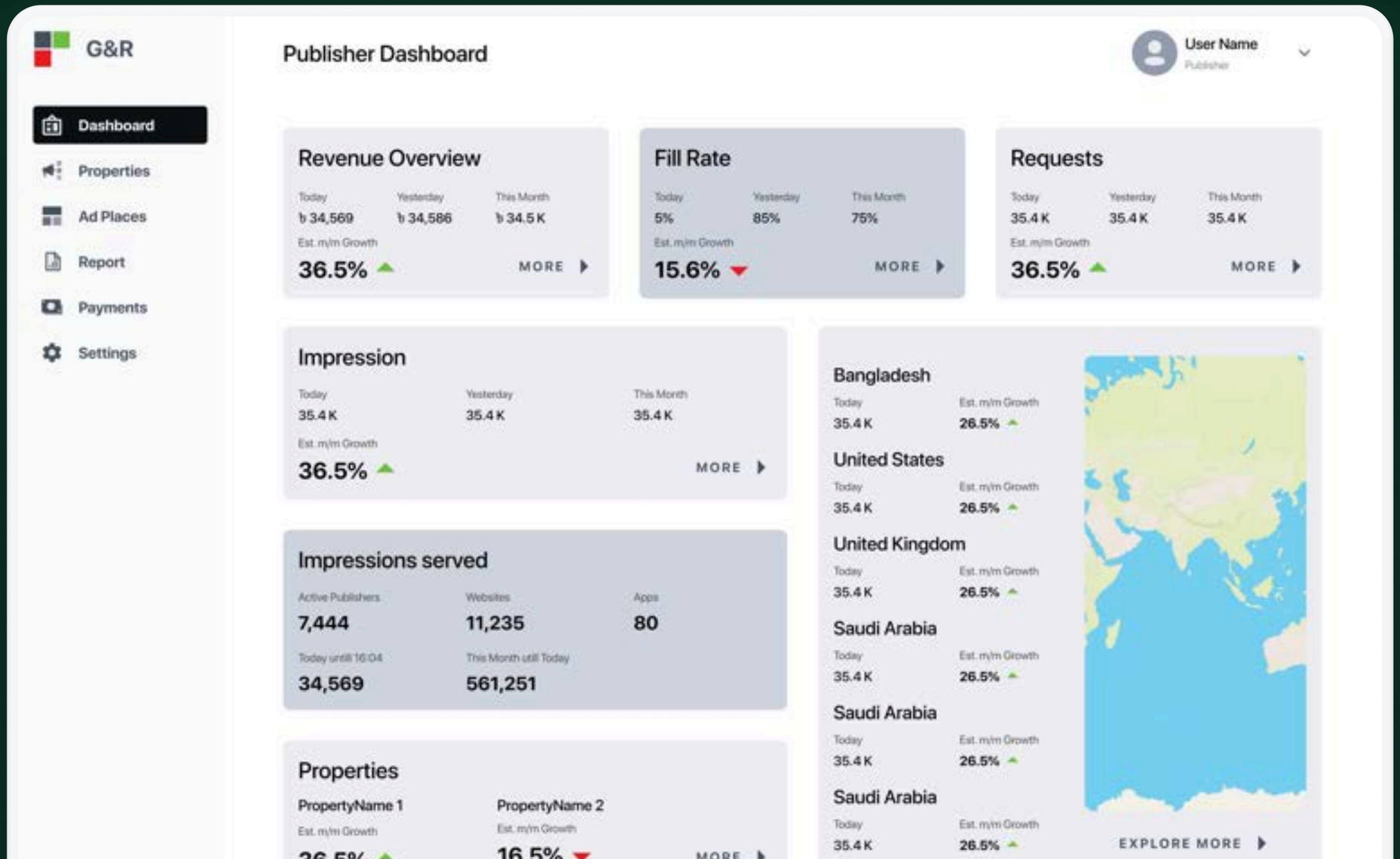
CampaignName 6 ৳ 1,702,908 856,651,740 85.29% 1,625,790,161 8765 5.5% ৳ 21.60 ৳ 4.74

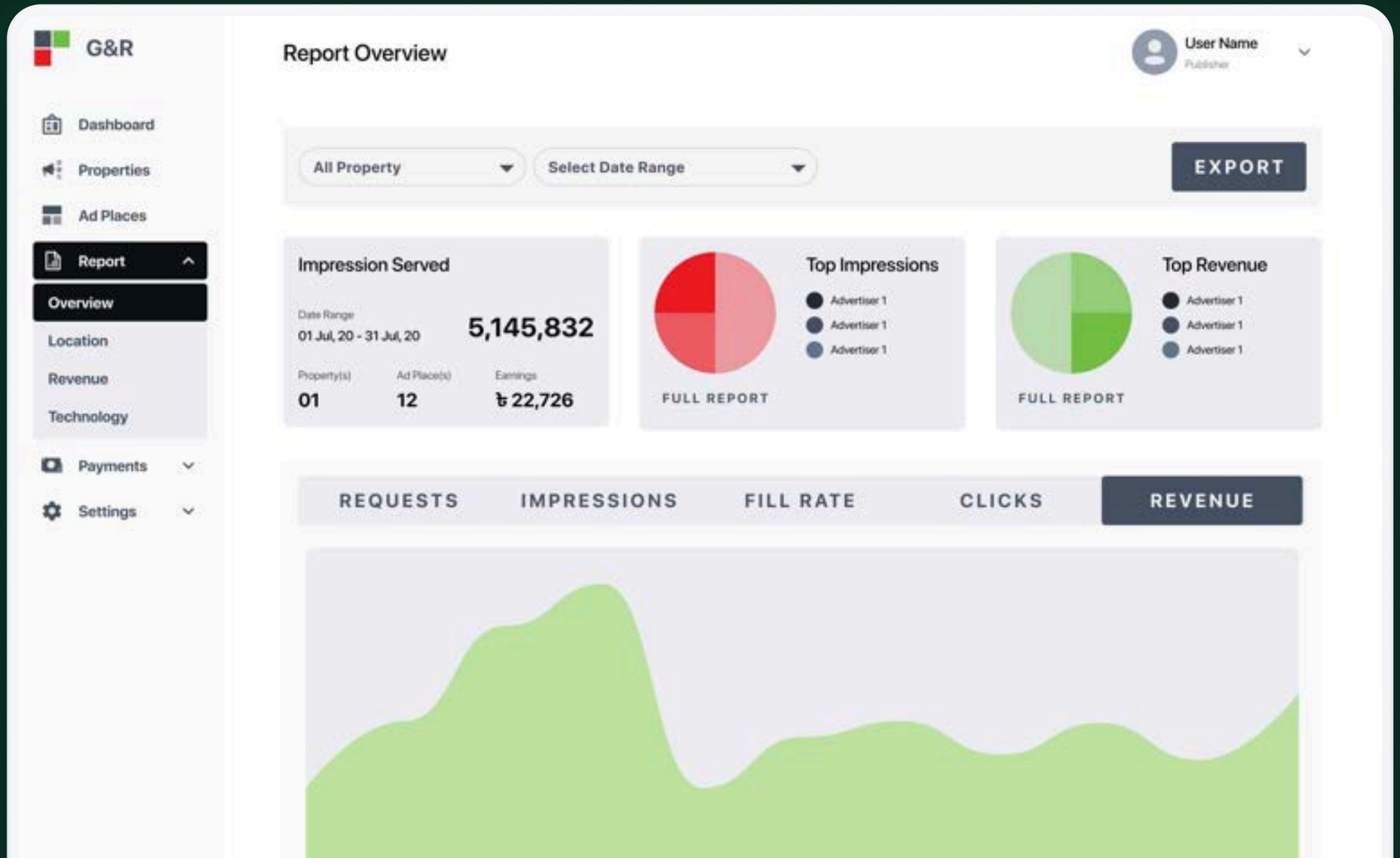
Billings


G&R
Dashboard
Campaigns
Influncers
Report
Billing
Billing Overview
Transactions
Money Receipt
Orders
Allocation
Settings
Billing Overview
User Name
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


G&R
Report Overview
User Name
Publisher
Dashboard
Properties
Ad Places
Report
Overview
Location
Revenue
Technology
Payments
Settings
All Property
Select Date Range
EXPORT
Impression Served
Date Range
01 Jul, 20 - 31 Jul, 20
5,145,832
Property(s)
01
Ad Place(s)
12
Earnings
৳ 22,726
Top Impressions
Advertiser 1
Advertiser 1
Advertiser 1
FULL REPORT
Top Revenue
Advertiser 1
Advertiser 1
Advertiser 1
FULL REPORT
REQUESTS
IMPRESSIONS
FILL RATE
CLICKS
REVENUE

UI Design

Refine & Handover

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

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

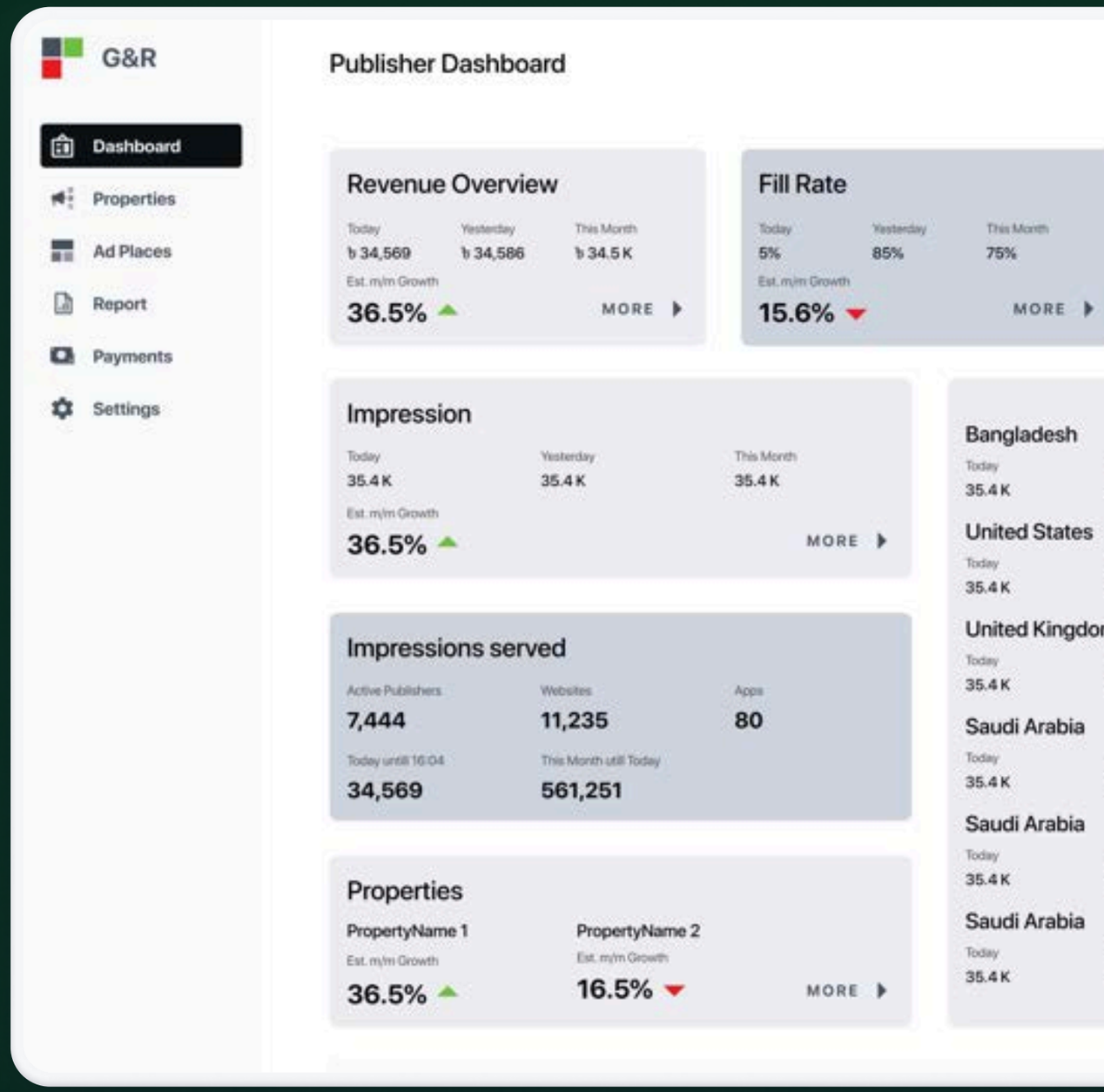
- Prepared design documentations
- Write user stories
- Maintained a close communication with the team
- Unit testing sessions with the demos

Outcomes & Future vision

Validation & Future Iteration

It’s an one time project.

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



Thank you

Feel free to reach me

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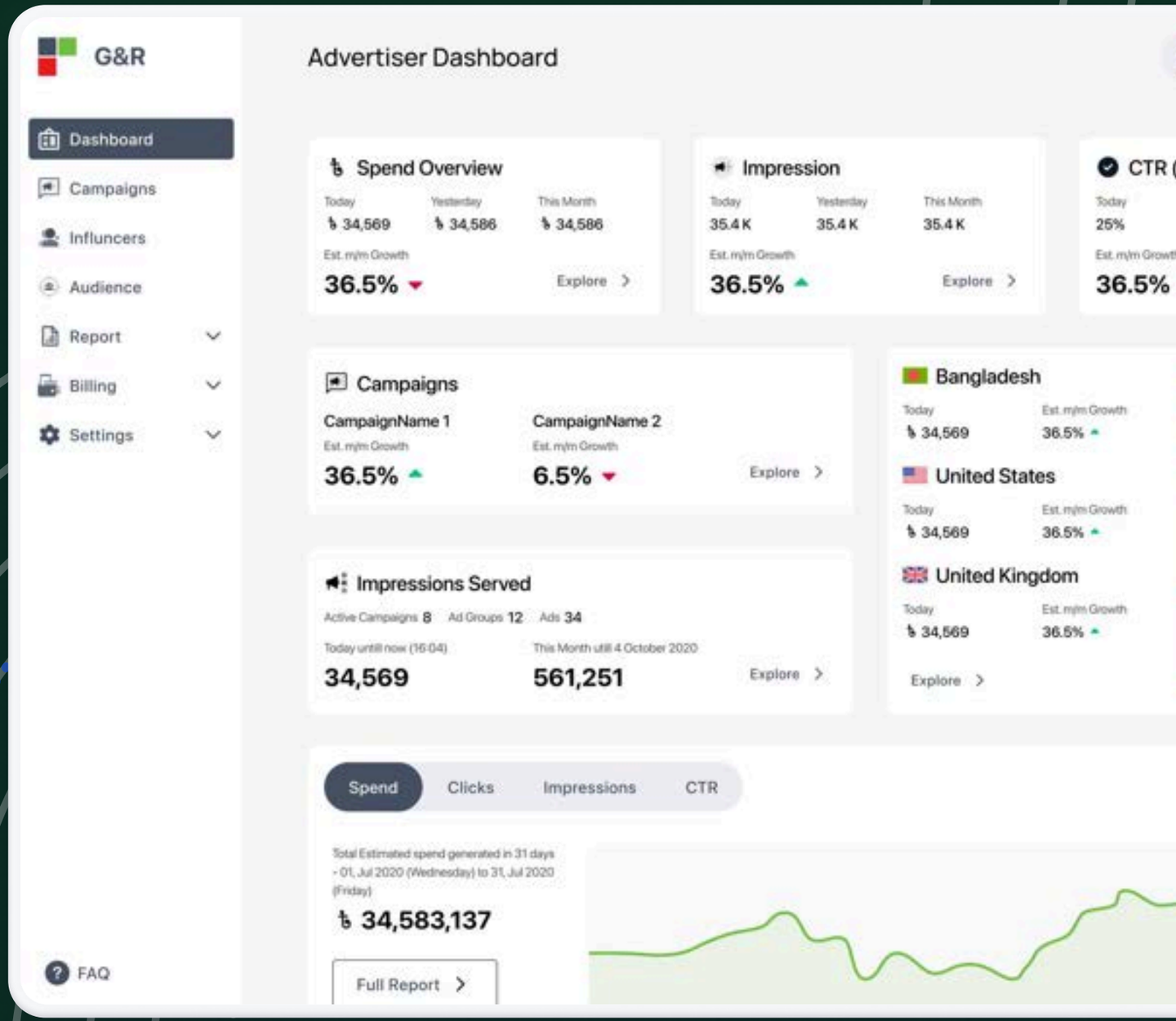
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