

Product Design Portfolio of
Anamoul Rouf

User-Centered Product Designer



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About Me

Profile

Hello

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

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





Jobike

Redefining
Jo-Credit Recharge



About Jobike

In 2018, Jobike started its journey to provide an eco-friendly solution for personal mobility and active & healthy lifestyles, an app-based station less bicycle-sharing services to people of all ages and gender.

The users can enjoy their ride by using Jo-Credit Balance. The users can top up their Jo-Credit Balance from only the nearest JoPoints.

So it is consistently challenging to fulfill the needs of all users.

My Role

As I joined Jobike as UX Consultant (part-time) & I collaboratively worked closely with the cross-functional teams to improve the app experience and make it more efficient and functional.

I have helped by discovering UX problems and finding the best achievable solutions for them. I restructured the UX architecture and redefined the user journey for successful conversion. I also helped to redefine the Jo-Credit balance recharge process.

To comply with my NDA, I have omitted and appropriated confidential information. These designs are a reinterpretation of the original.





The Challenge

The existing Jo-Credit recharge process is manual. Also, the Jobike users need to visit JoPoints physically to get their recharge. It is very hassle for them.

Our main challenge is to implement the **Online Recharge process**. It will help our user to get their Jo-Credit Balance recharge from home.

Besides, the existing recharge process was creating some crucial problems.

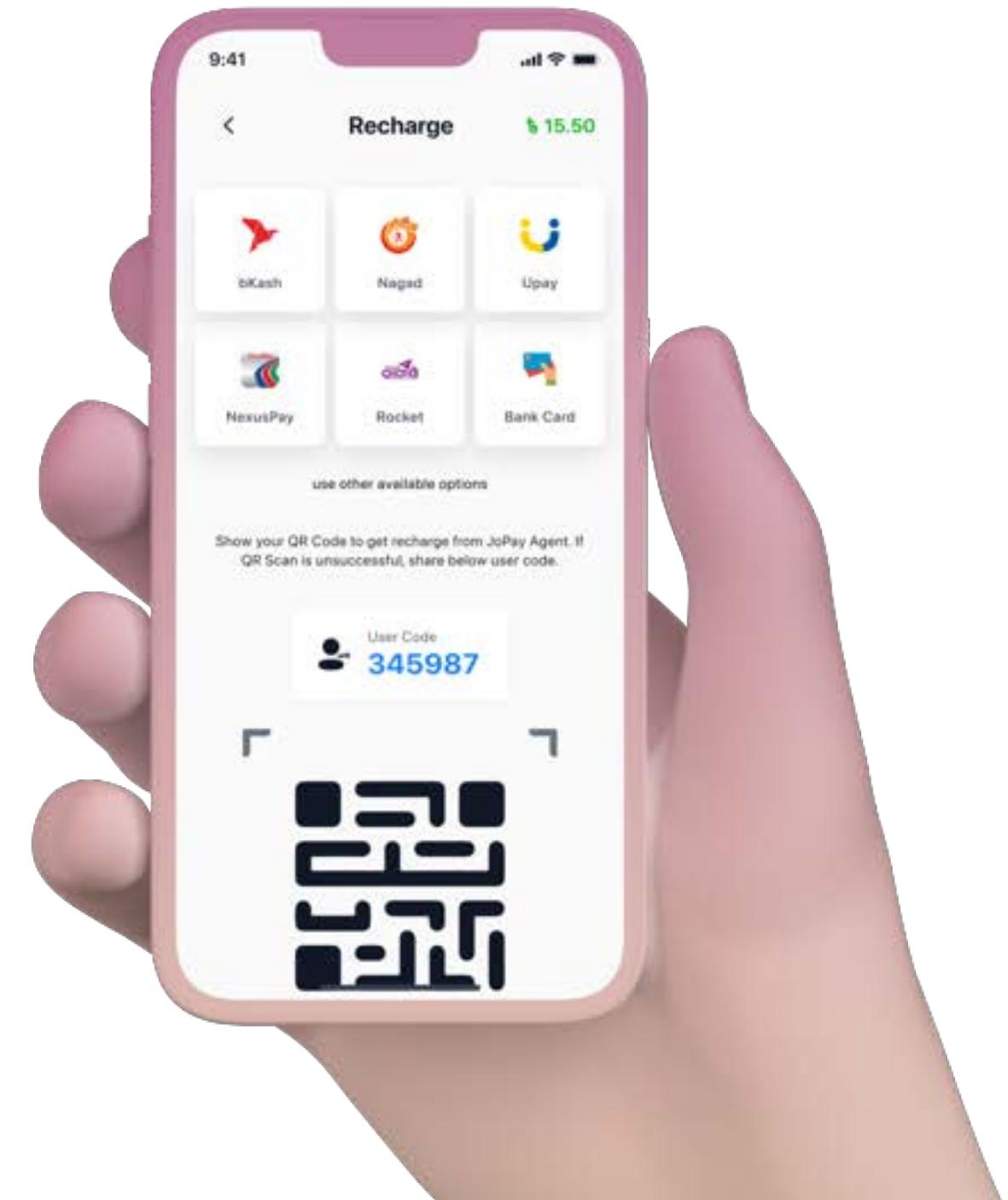
- JoPoints Agent uses a USSD service to recharge.
- The current process exposes users' phone numbers and makes their privacy vulnerable. Some users complained that they were receiving spam calls from unknown sources. It seems like their phone numbers are exposed from JoPoints.

The Approach

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

- We introduce the **online Jo-Credit recharge options.**
- We also redesigned 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 important to keep it into consideration during designing the solutions.

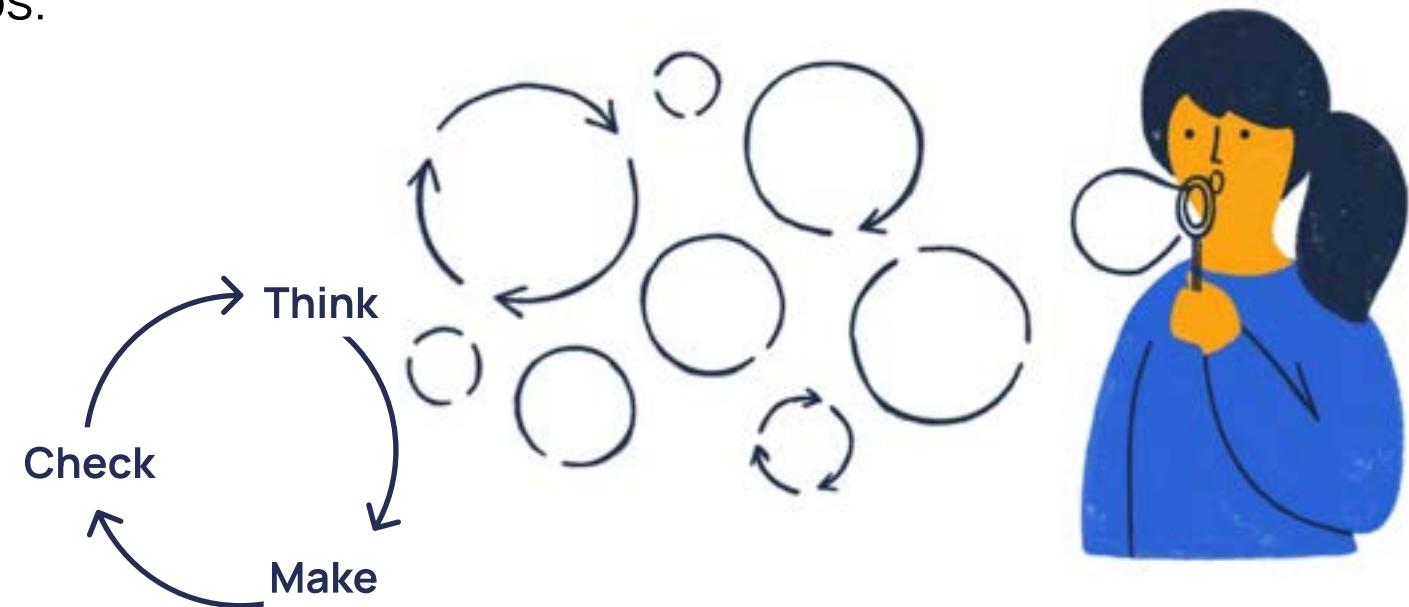


The UX Process

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 steps.





Focusing on the goals, I also pay attention to 4 principles.

- 1. A collaborative culture with Lean UX:** We opted for a lean approach that emphasized 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.

- **Value for the user** – How satisfying the solution is for users.
- **Potential Revenue** – How well this solution is for users and also good for business.
- **Implementation Effort** – How challenging it would be to build.

Our discoveries were mind-blowing.





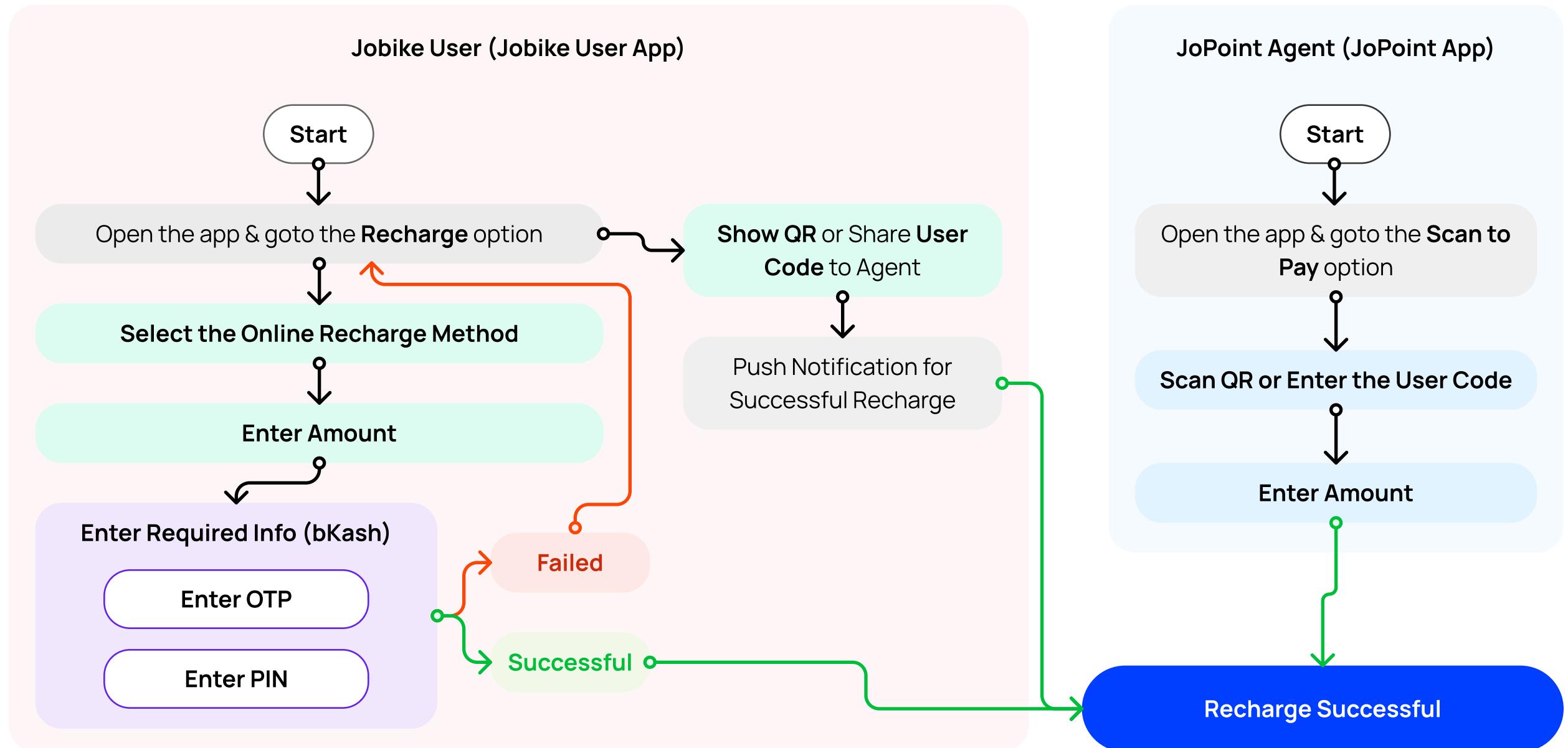
The Findings

We had visited **3 JoPoints** and discussed with the agents. We also discussed with the **20 Jobike users**.

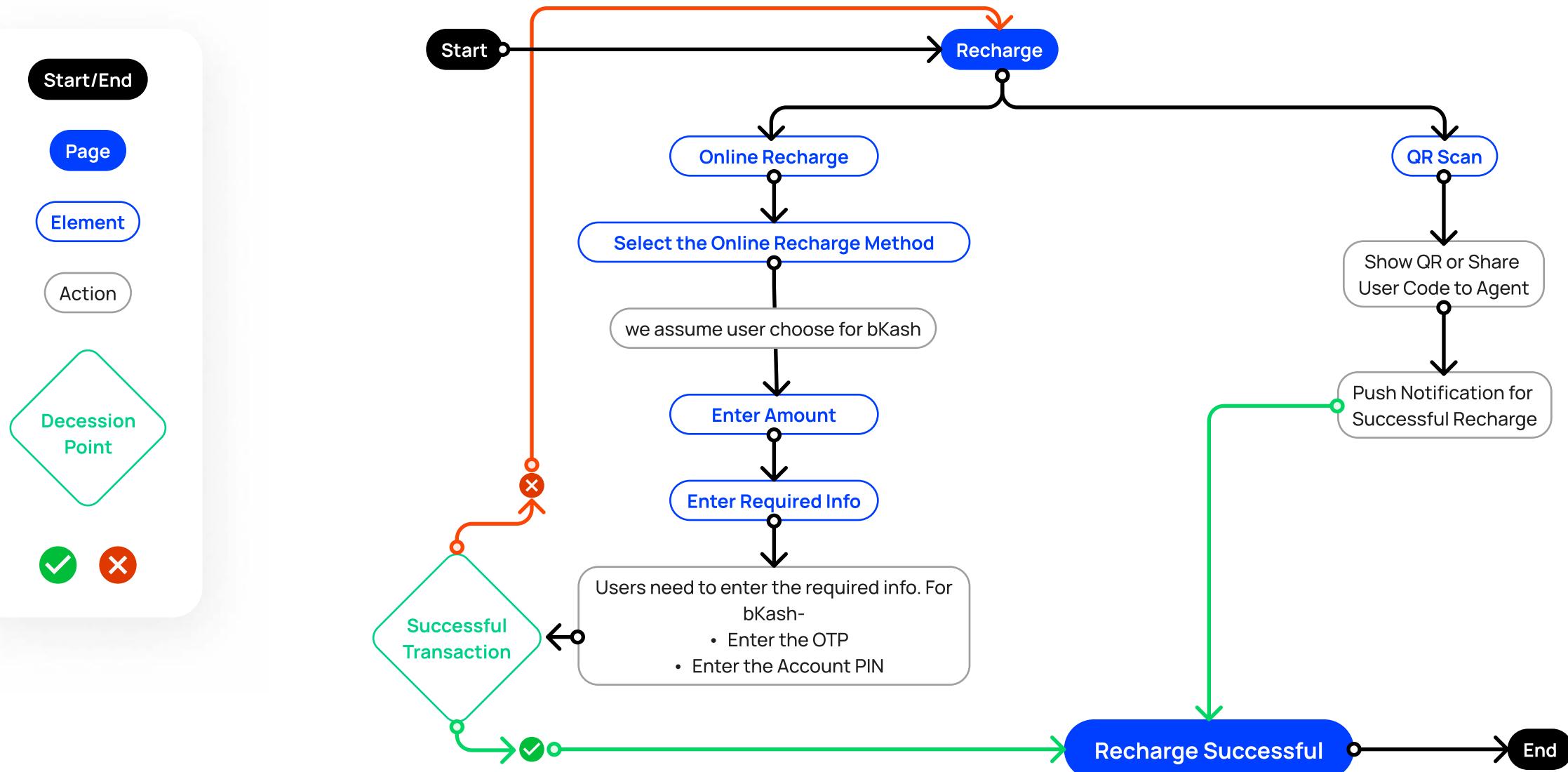
- 16 Jobike users want the online recharge system. It is a hassle to visit JoPoints.
- 14 users doubt the JoPoints are exposing their phone number and, it causes getting more spam calls.
- All the JoPoints agents are unhappy with the USSD recharge system. Also, had complained about their account top-up system. It is hard to keep records of all the transactions.

Next, I develop a flow chat of the process.

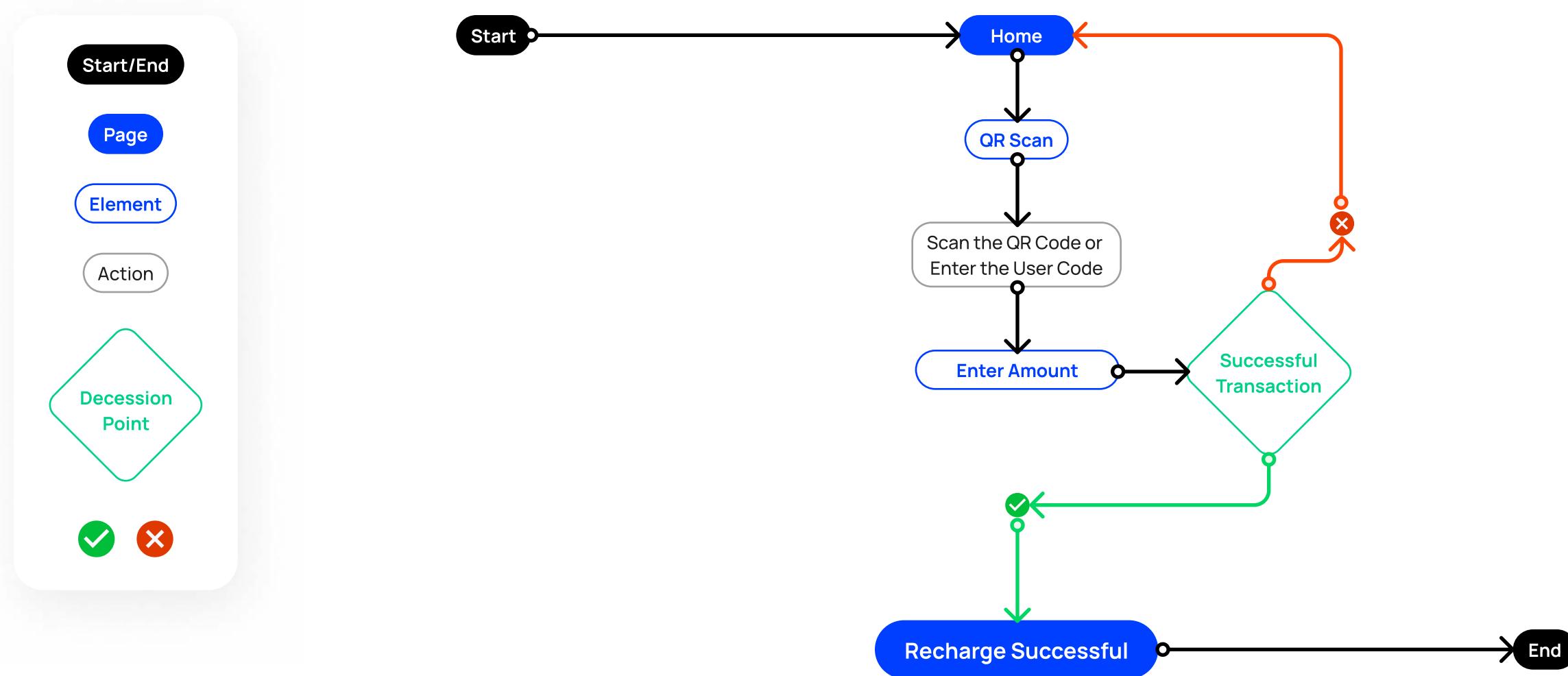
The Process



User Flow (Jobike User App)



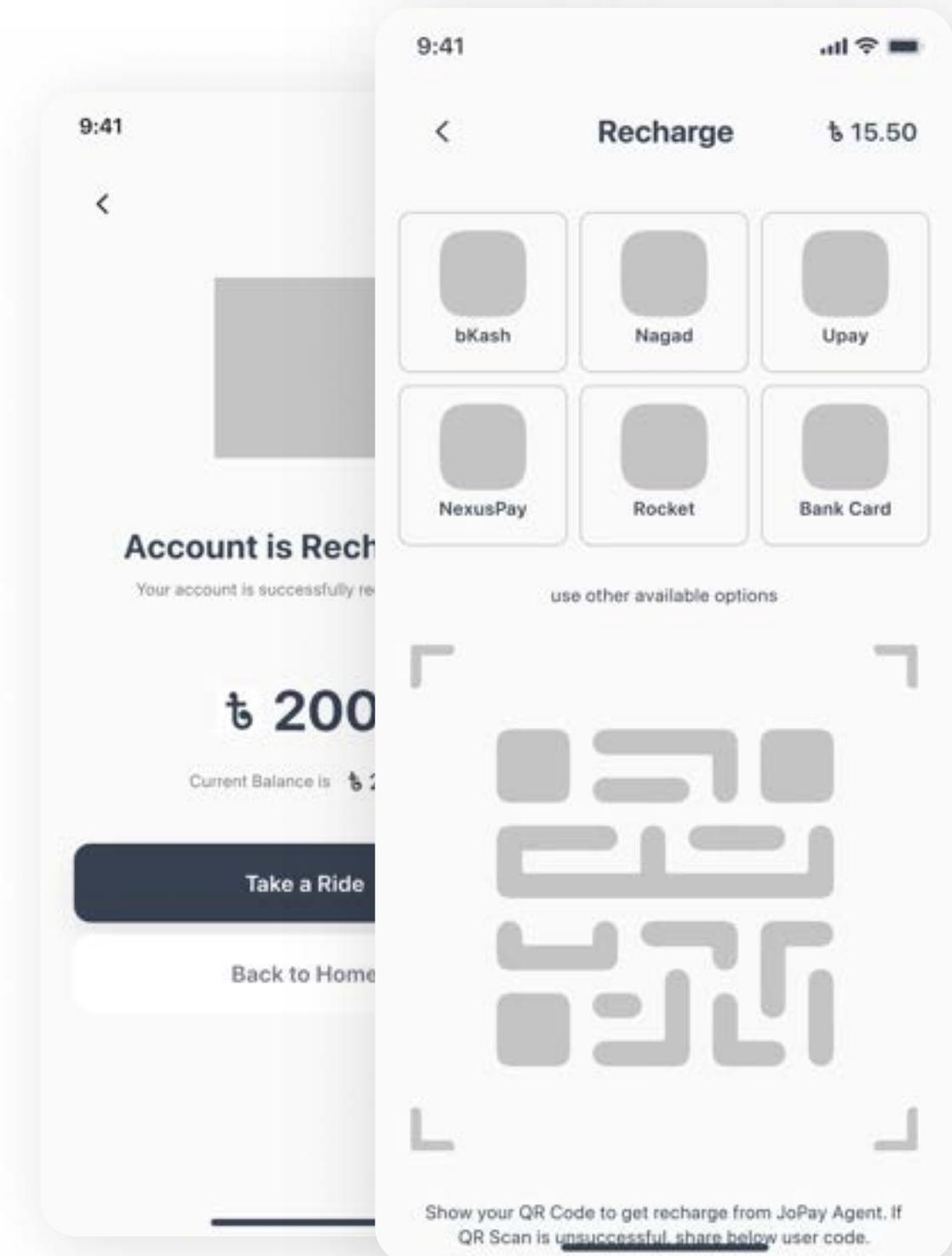
User Flow (JoPoint App)



Sketchs & Wireframing

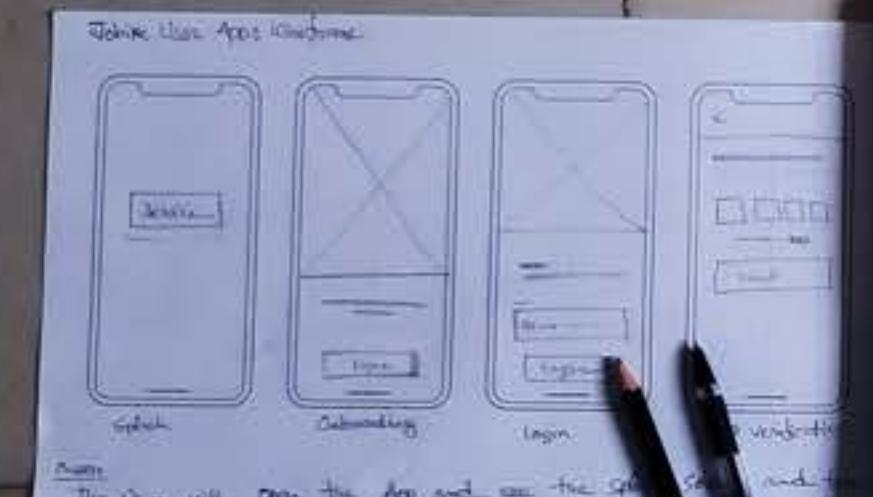
The next steps were to sketch wireframes based on the user flow maps.

- 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 made sure to keep the user needs from the earlier findings and research in mind.

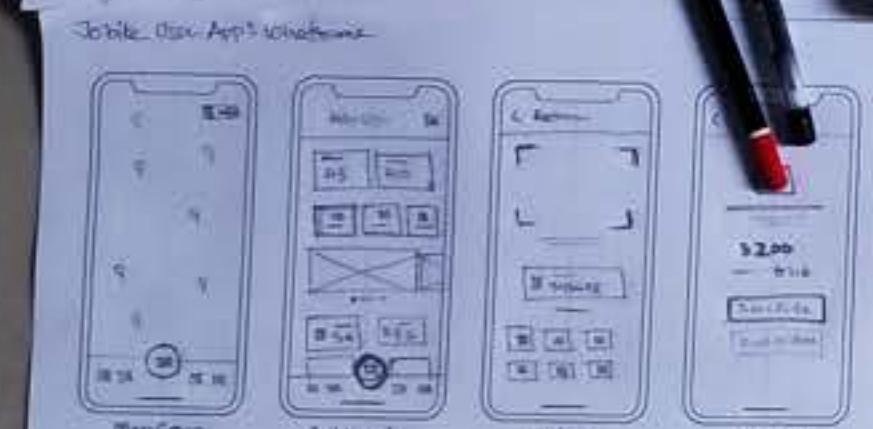




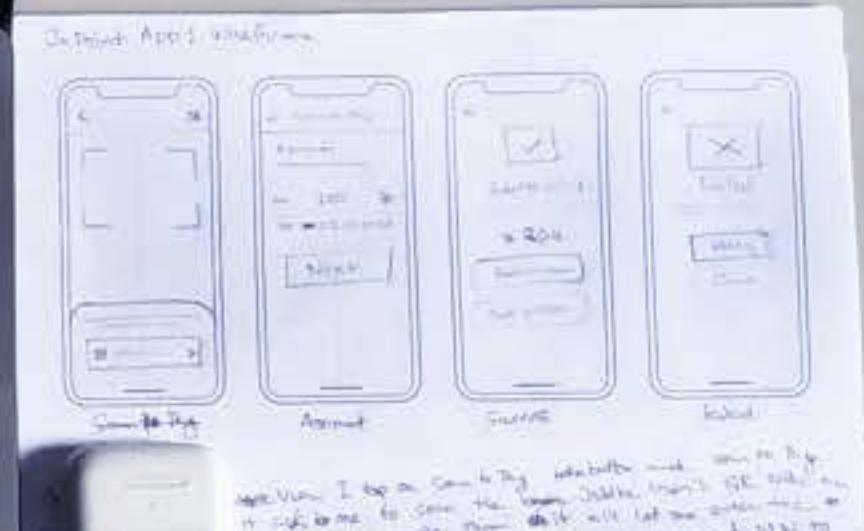
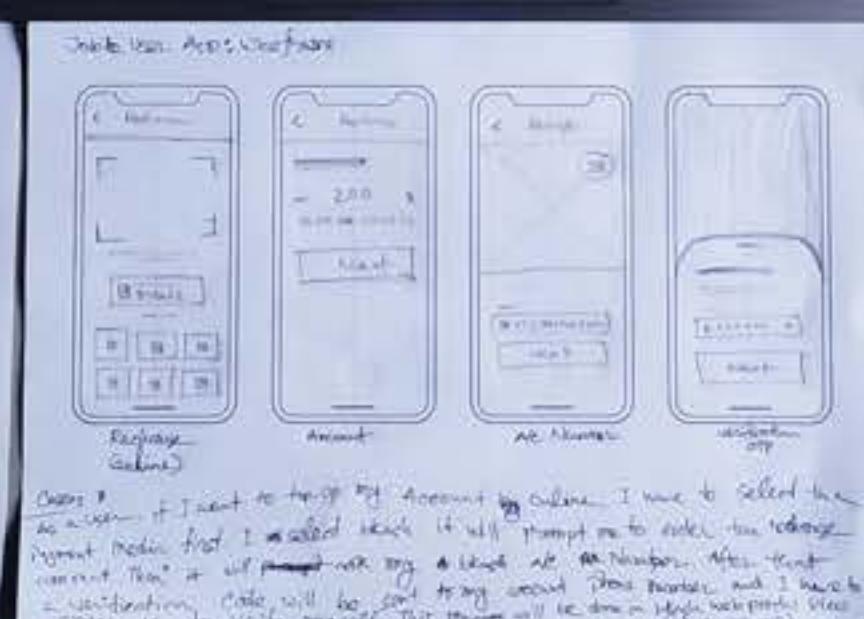
Wireframe (Jobike User App)



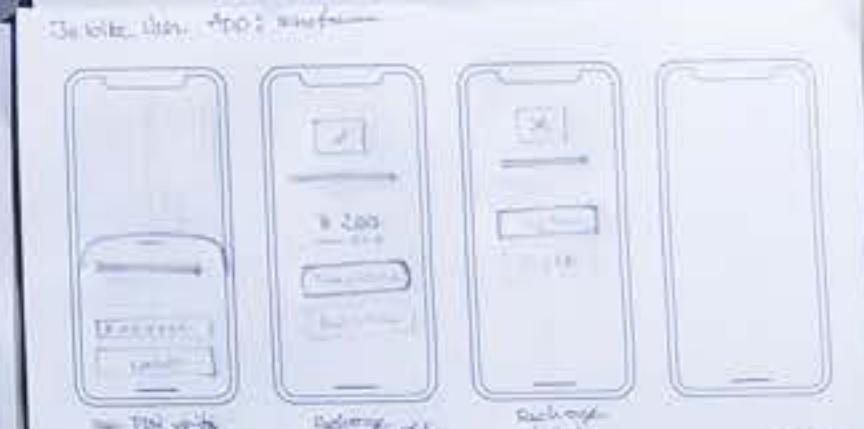
The Client will open the App and see the Split Screen mode or the calendar screen (if first time) It will prompt to log in. The phone Number - WhatsApp OTT will be sent to his Number so he can verify himself.



Cherry Century Success
After we leave the car will be held to map page 200. The car can the continue
of the western Japanese Coast of the Sea of Japan will show and trying
and will direct to follow page 200 on the angle to follow page
However, from page 200 and follow page 200 again the car will
be held at first will need to slow her. If necessary to slow the car will be
get her a coast residence.



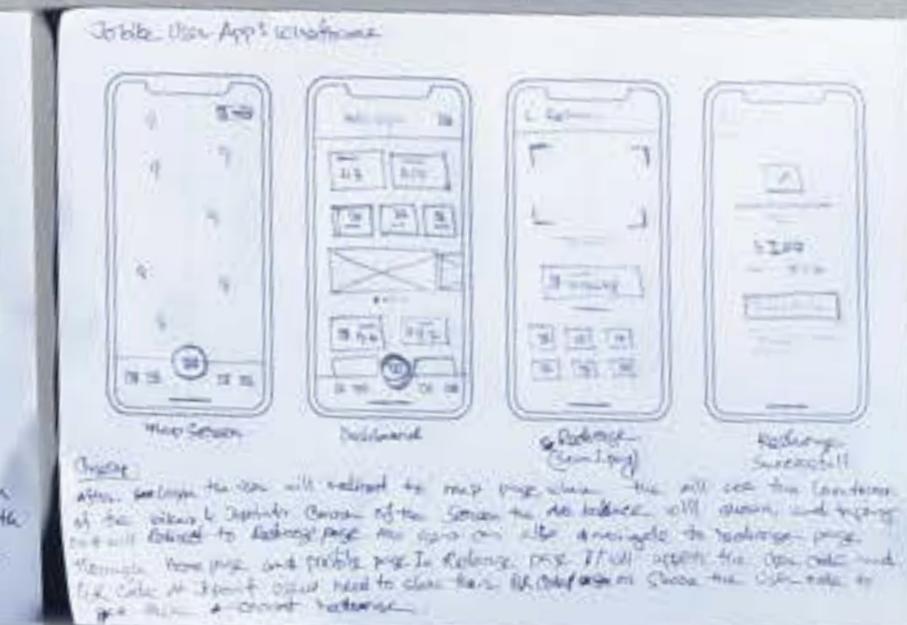
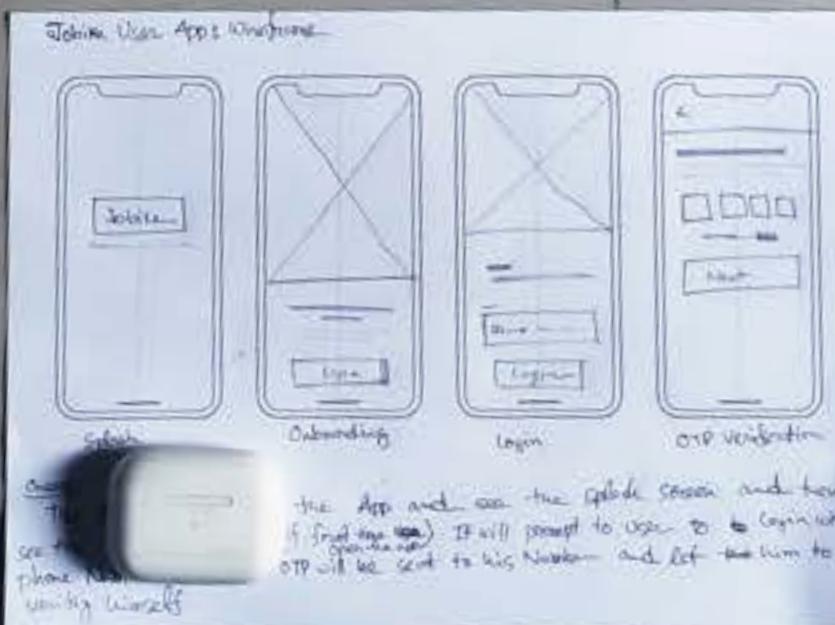
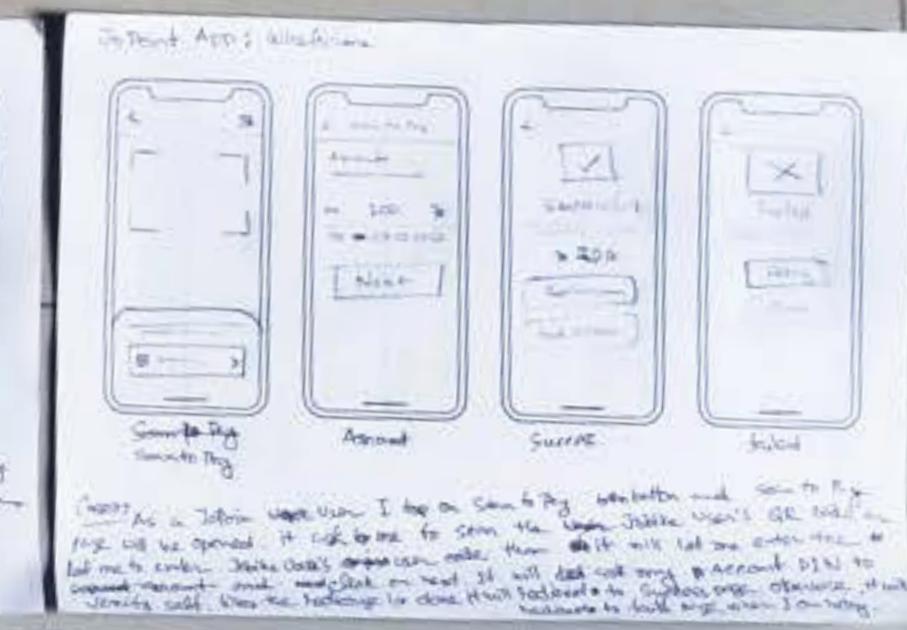
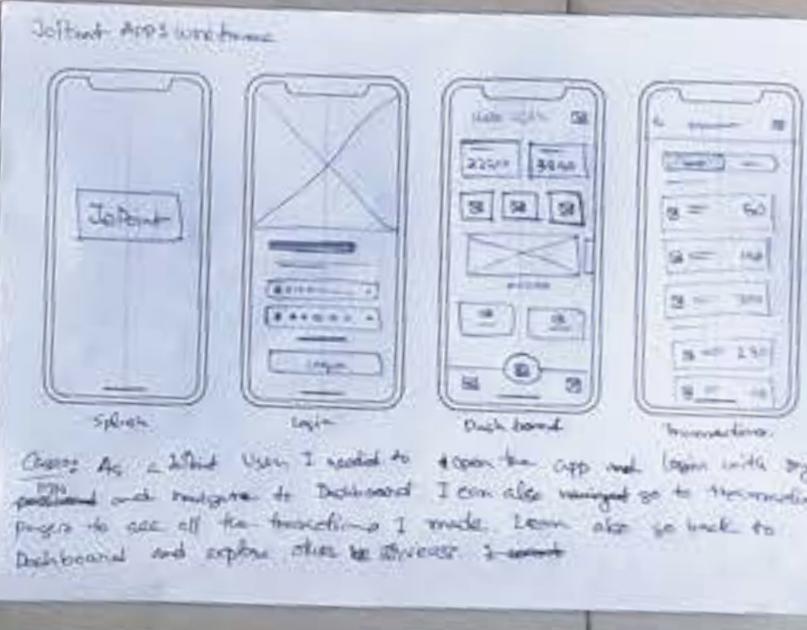
Afternoon I began to try to get better and was able to go home. It took me to see the women (Mother, etc.) for the first time since my mother died. Then we went to a local American cafe. There we had a nice meal and then I took a walk around the city. At about 11 PM I got back to my room at the Hotel. The room was very nice and comfortable. I slept well. After the breakfast the next morning I took a walk around the city.



Cause: After yet successful CTP ventilation, there have to take over, than used RVE PEE to easily move patient from big bed to the ICU. In the transition phase patient will adjust to newest respiration supporting way. The respiratory system is still not fully functioning. Related physio-therapist have been working



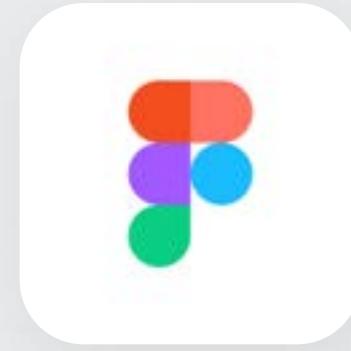
Wireframe (JoPoint App)



Prototyping & Testing

While creating the wireframes, I always build the flow and low fidelity prototype and continuously conducted a series of sessions for usability testing.

- I have done several testing sessions with a close group of users.



Design Prototype

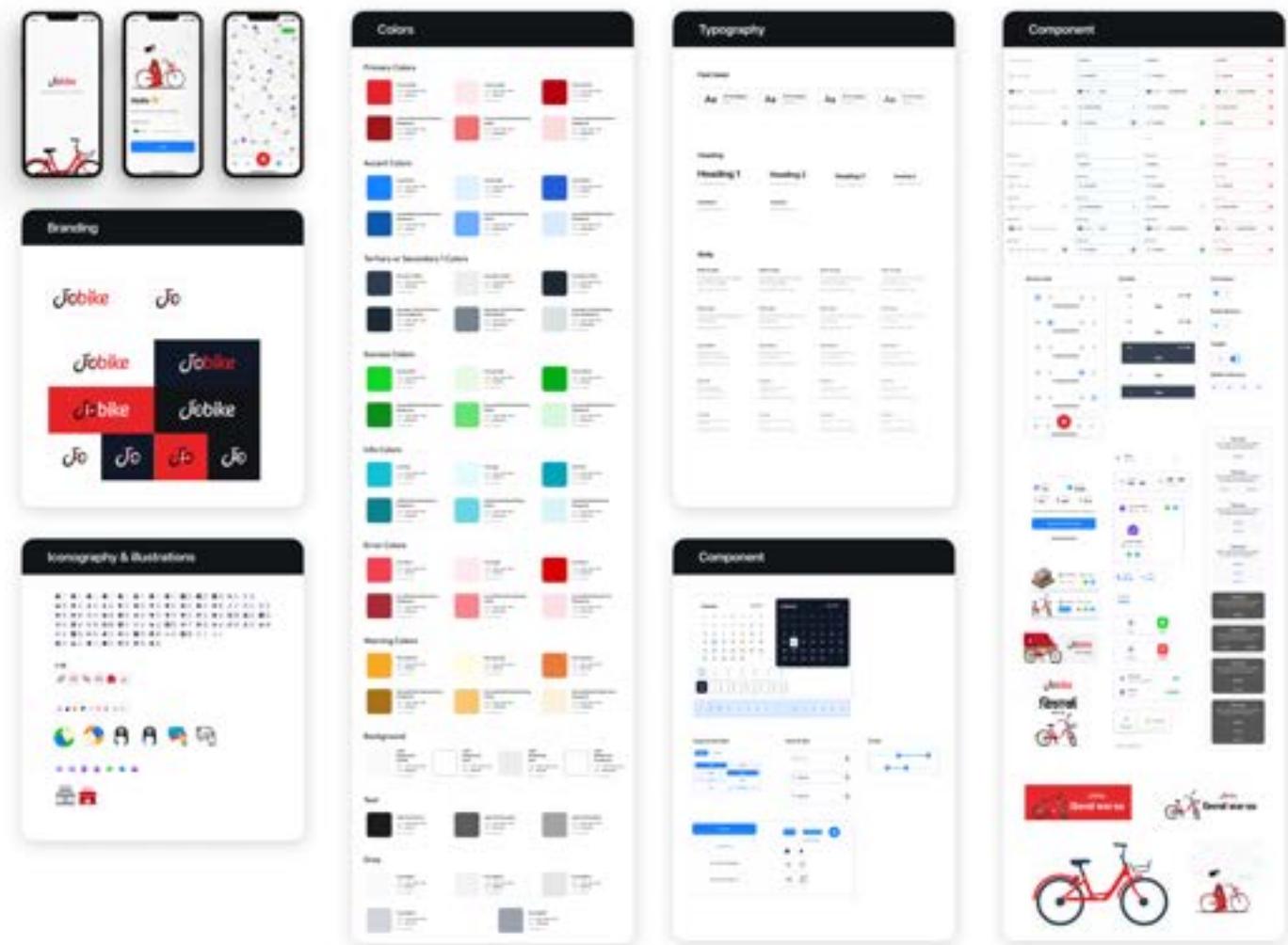
Jobike User App

JoPoint App

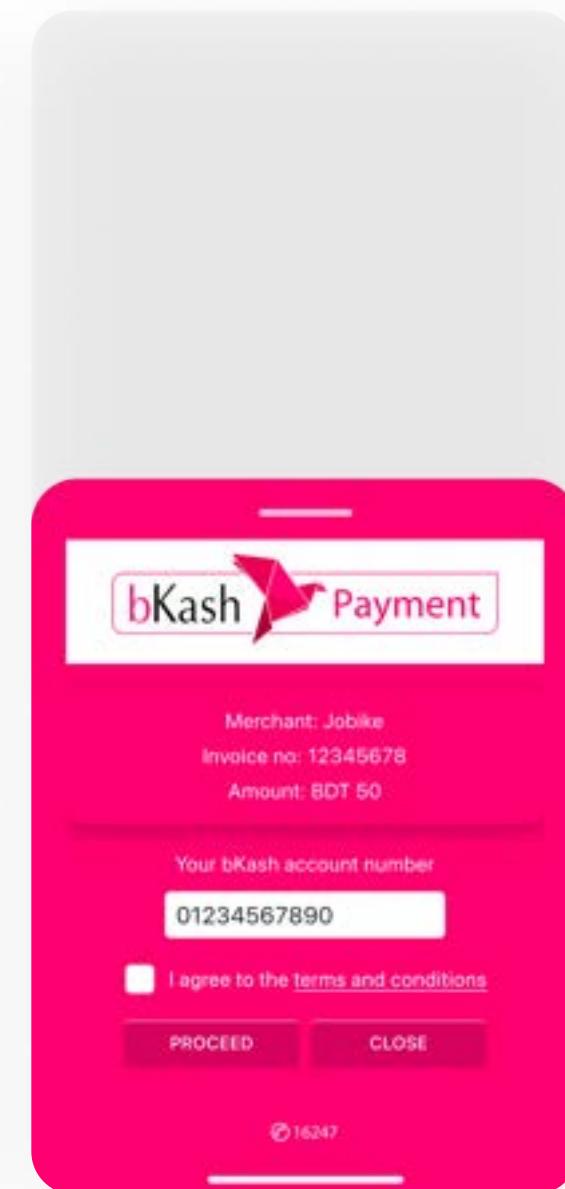
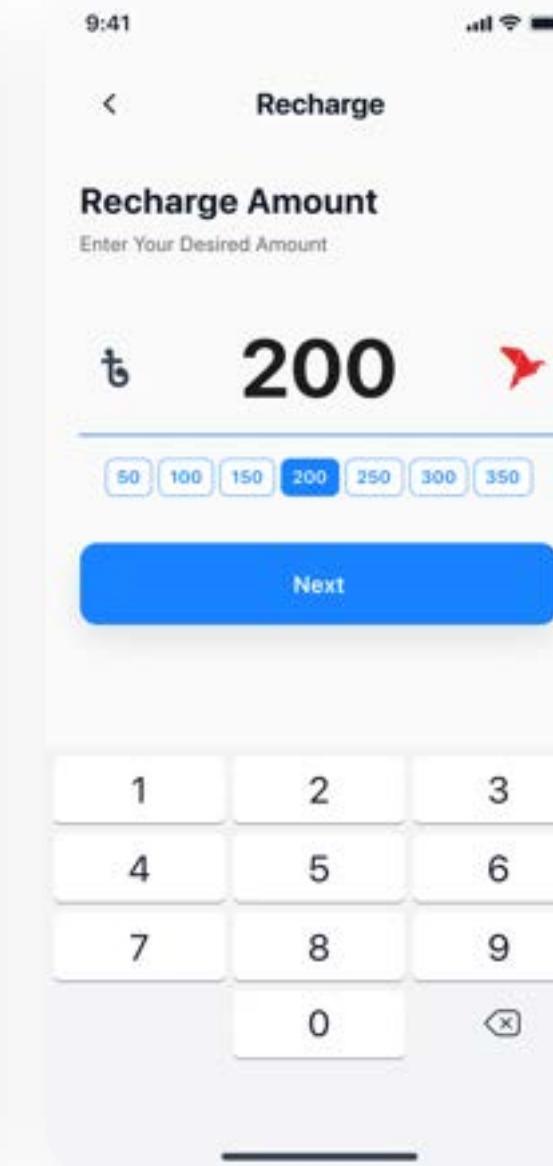
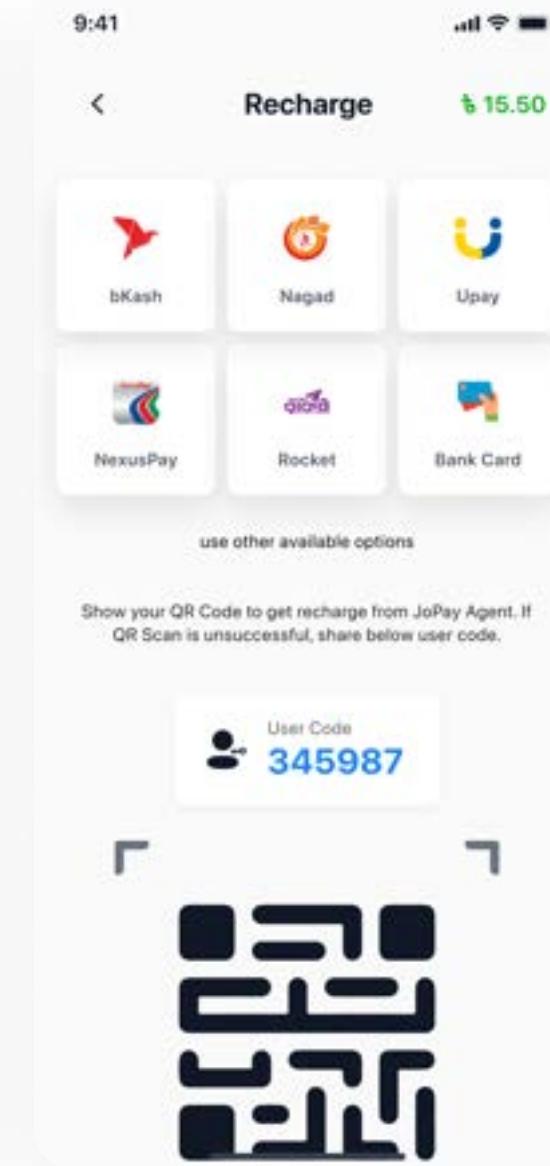
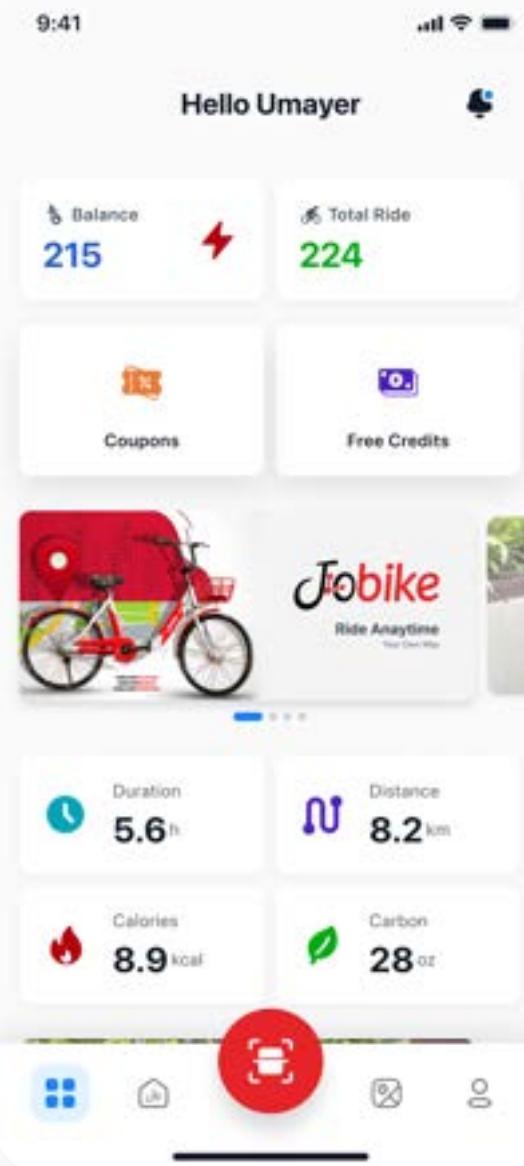
UI Design

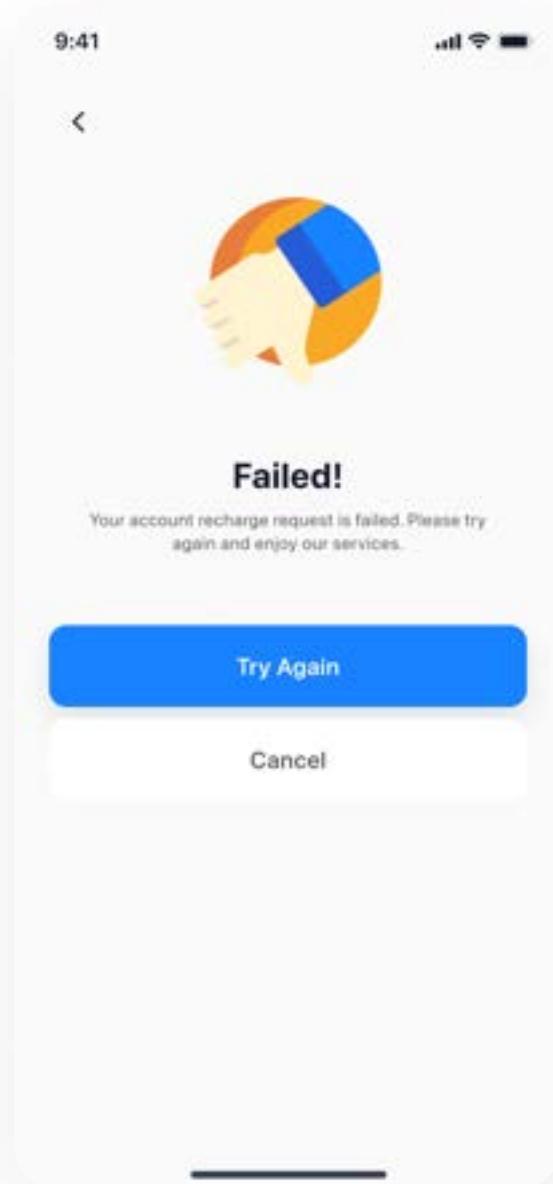
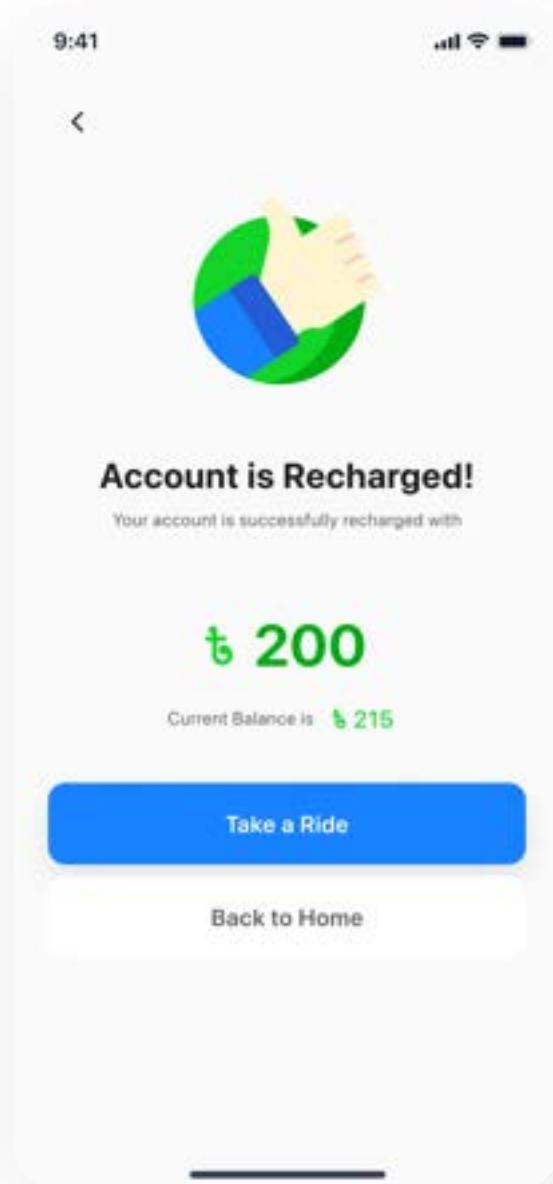
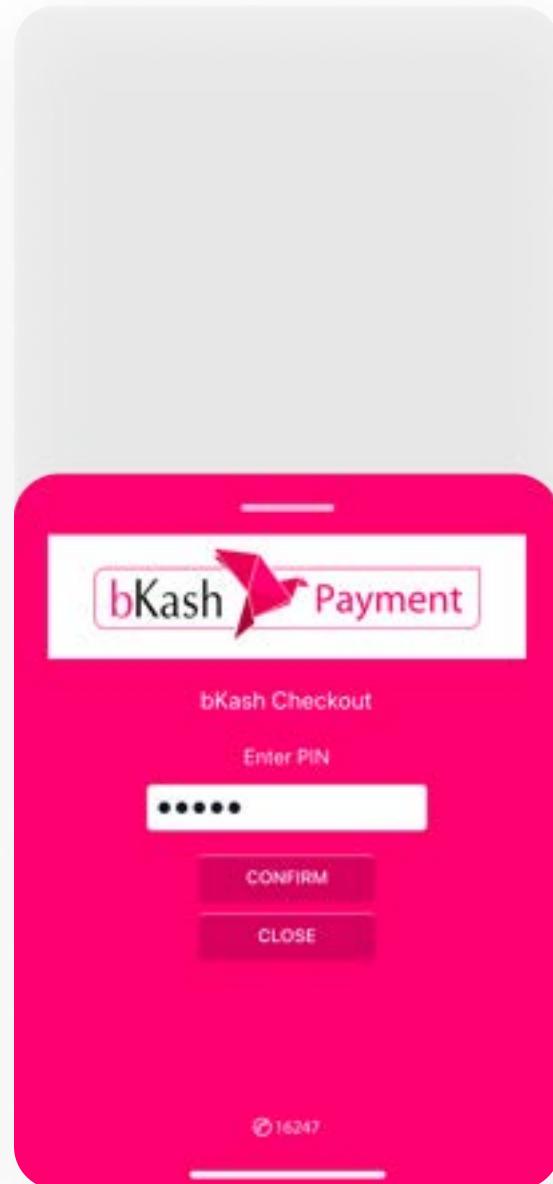
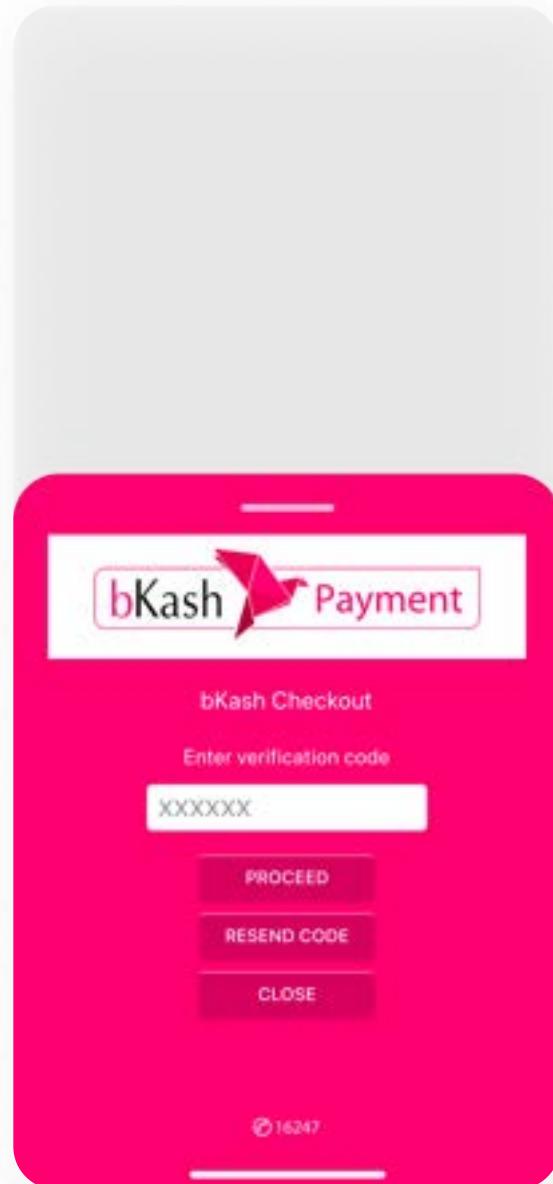
Before starting the UI design process I always built a highly customizable design system to create a design language. It helps us a lot in creating user-friendly, accessible, high-fidelity designs.

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

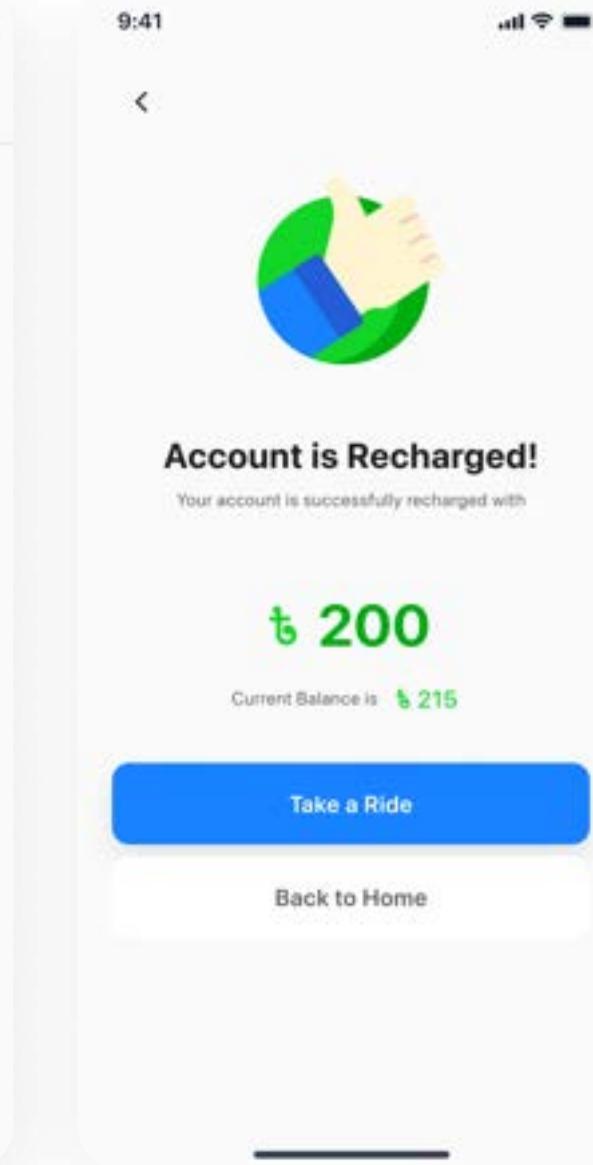
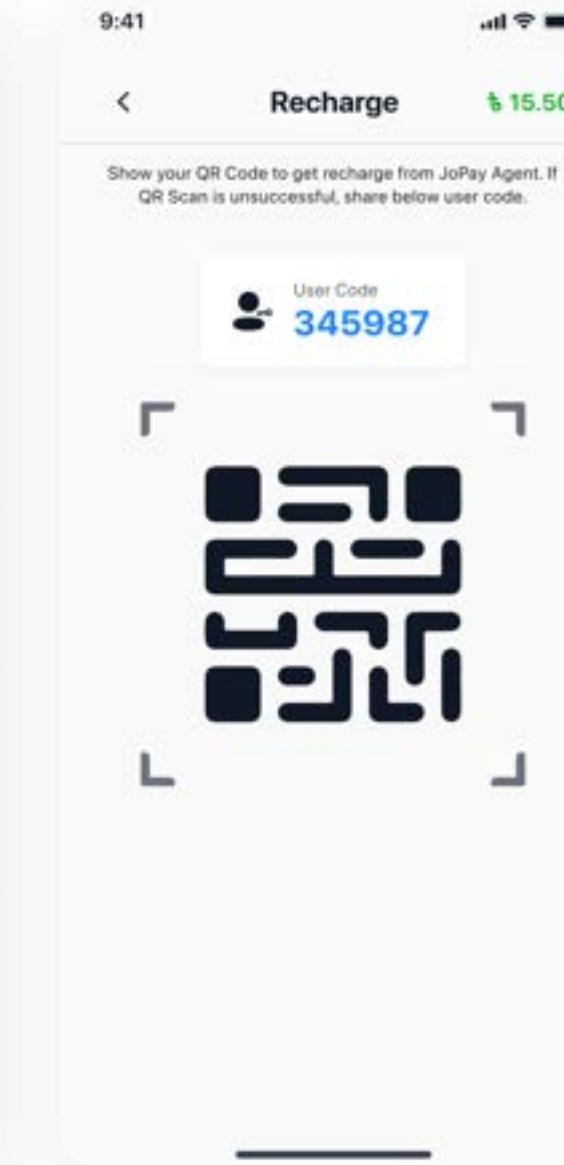
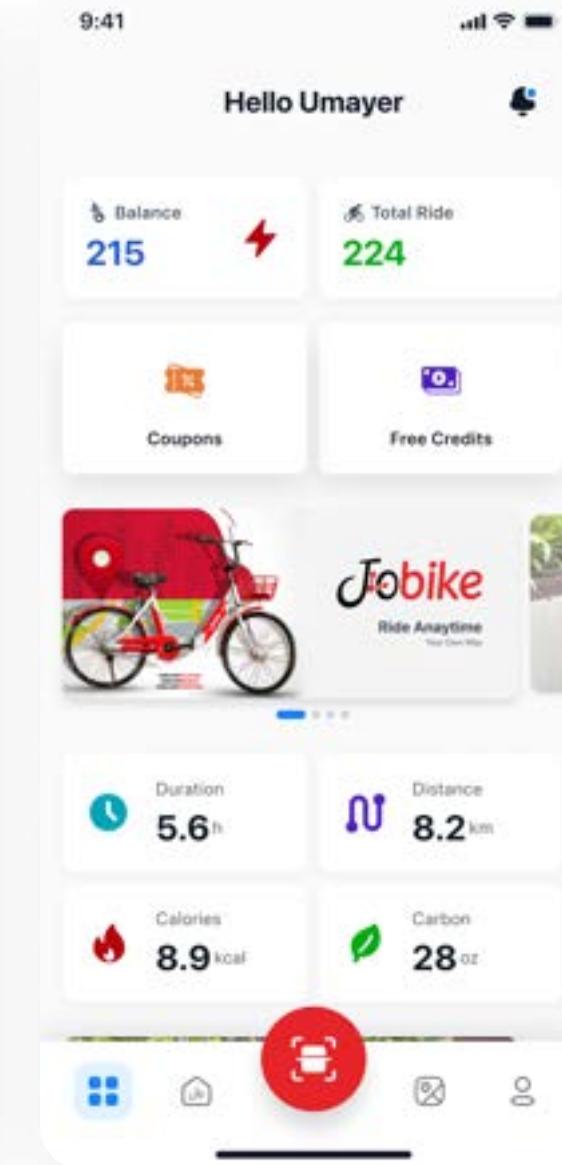


Jobike User App (Online Recharge)

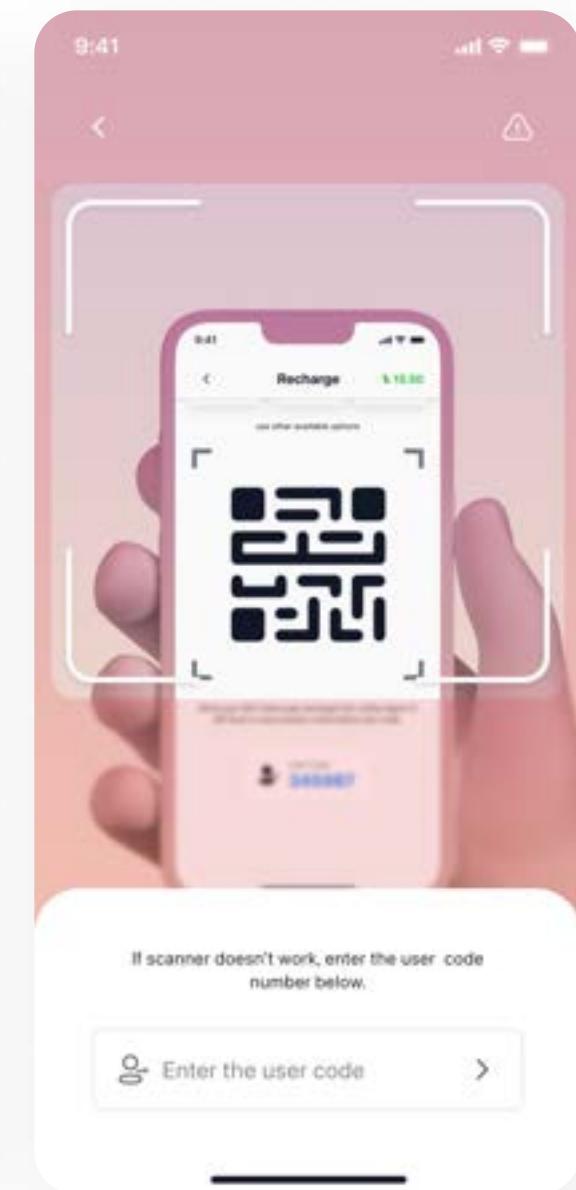
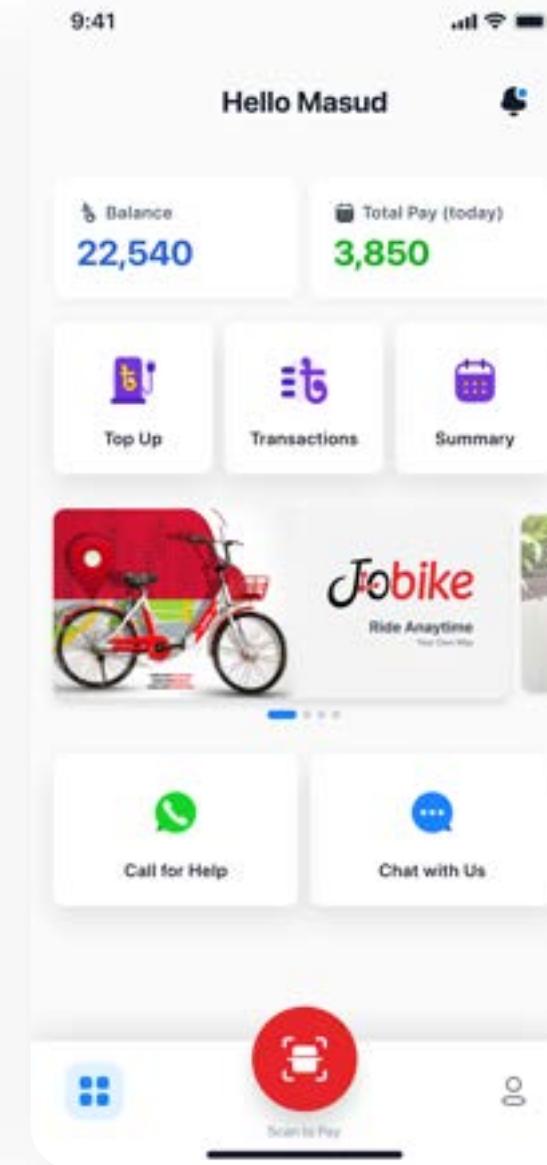
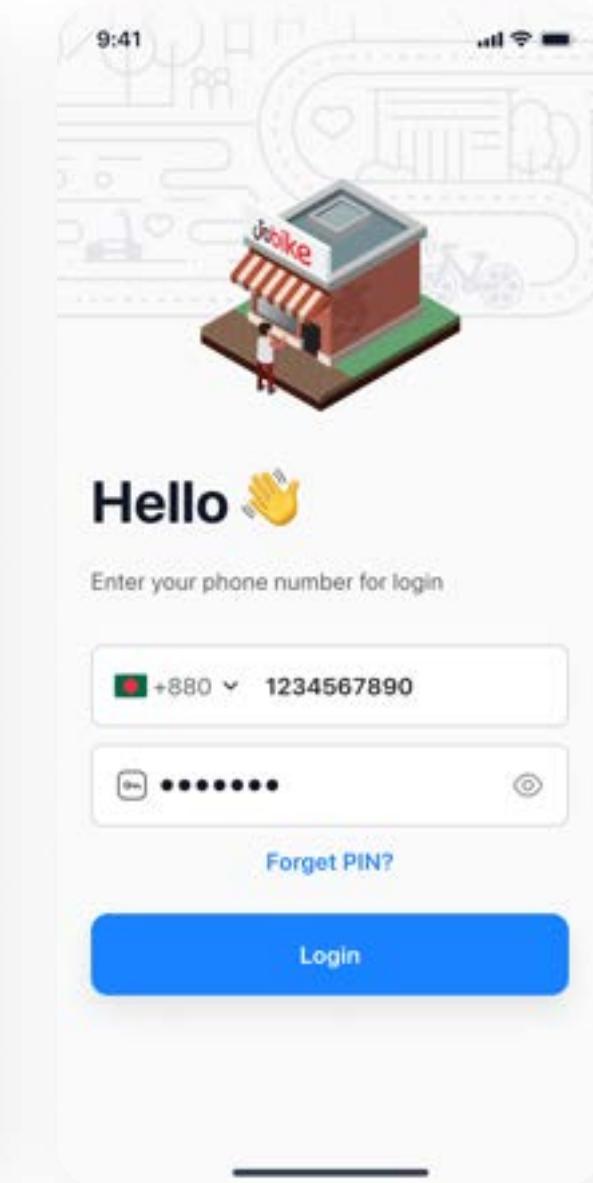




Jobike User App (Scan to Pay)



JoPoint App (Scan to Pay)



9:41

Scan to Pay

Amount

Enter the Payable Amount

BDT.

50 

50 100 150 200 250 300 350

Next

1	2	3
4	5	6
7	8	9
0		

9:41

Scan to Pay

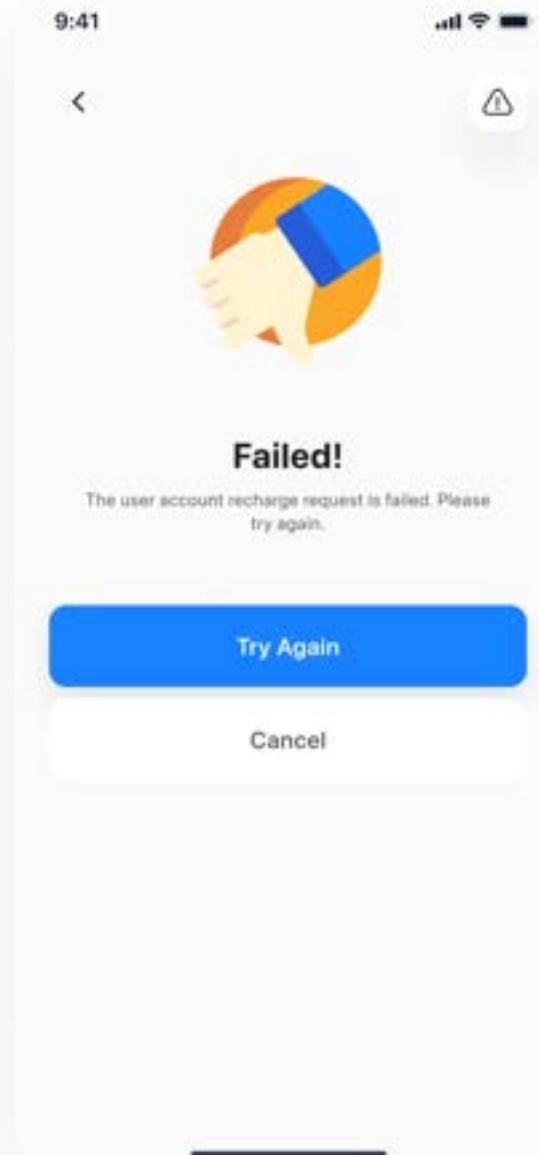
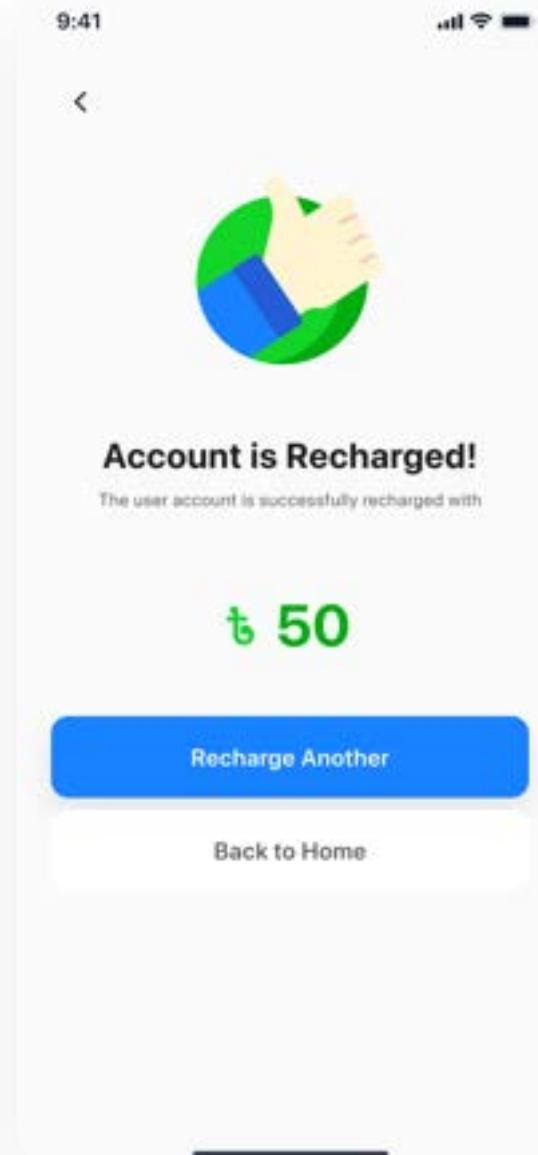
Verify

Enter your account PIN

Next

1	2	3
4	5	6
7	8	9
0		



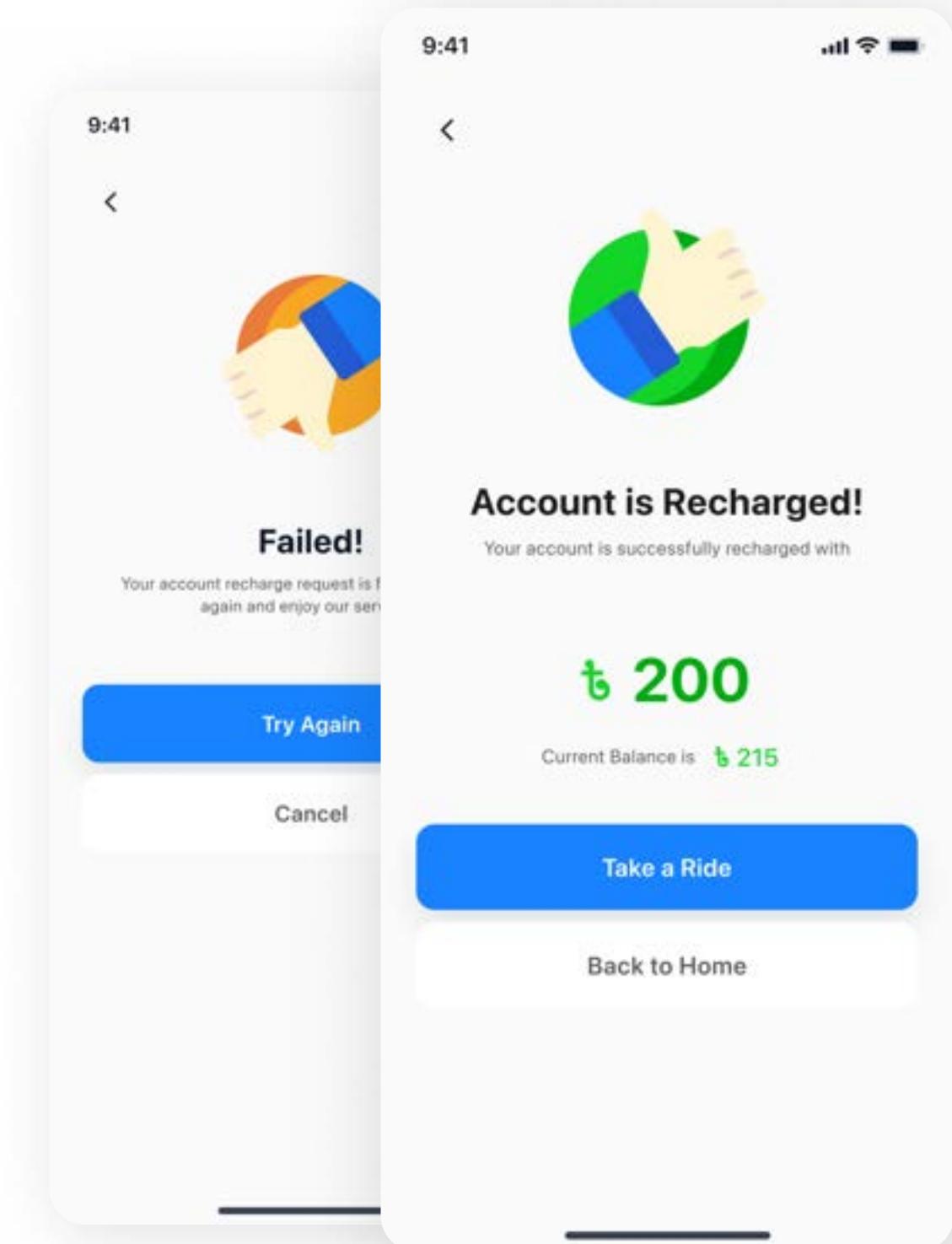
Usability Testing

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

We conducted three smaller in-person usability testing sessions.

The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same tasks done.

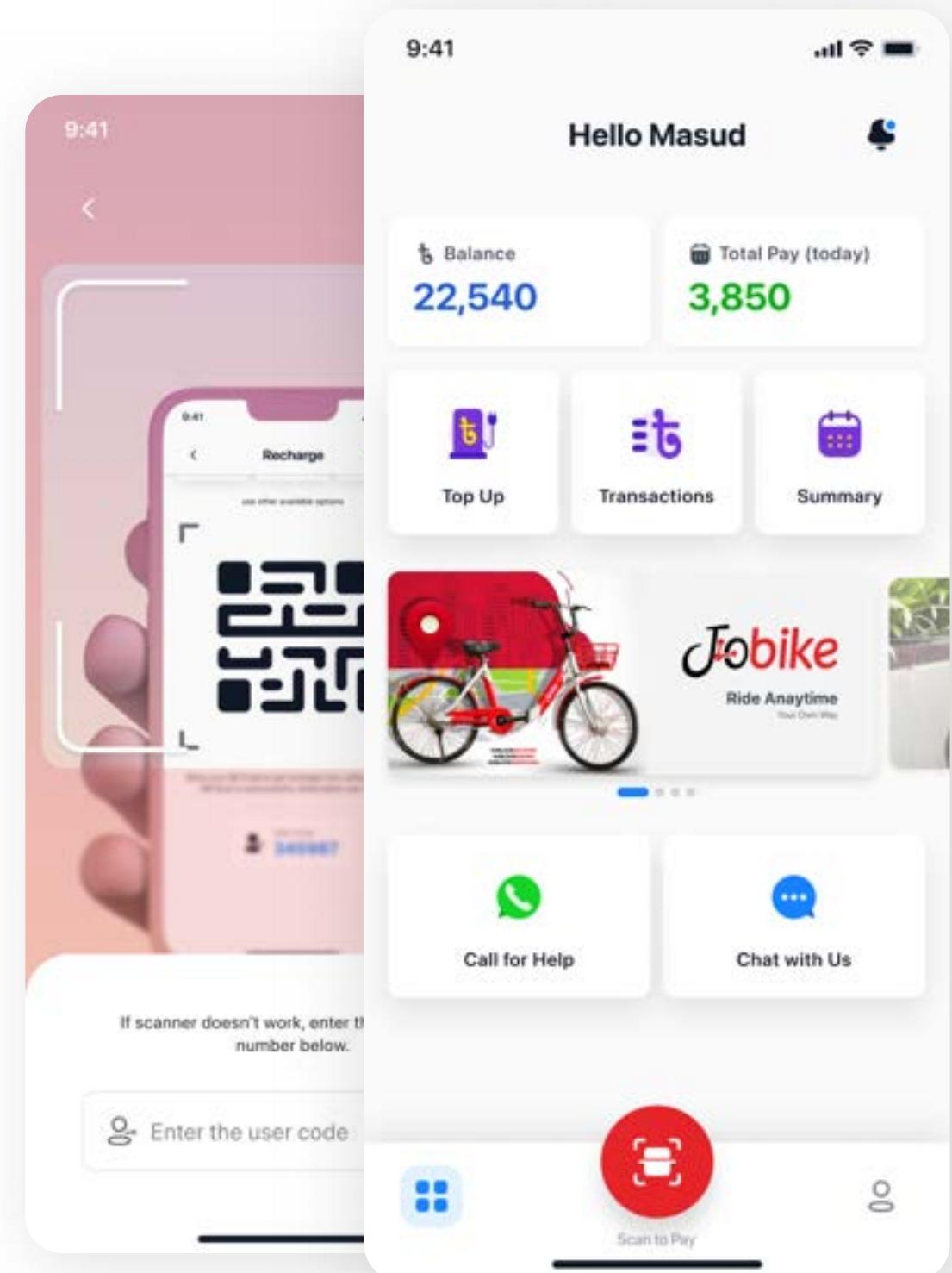
Due to the NDA issue, I've only shared the information authorized by Jobike authority.



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.



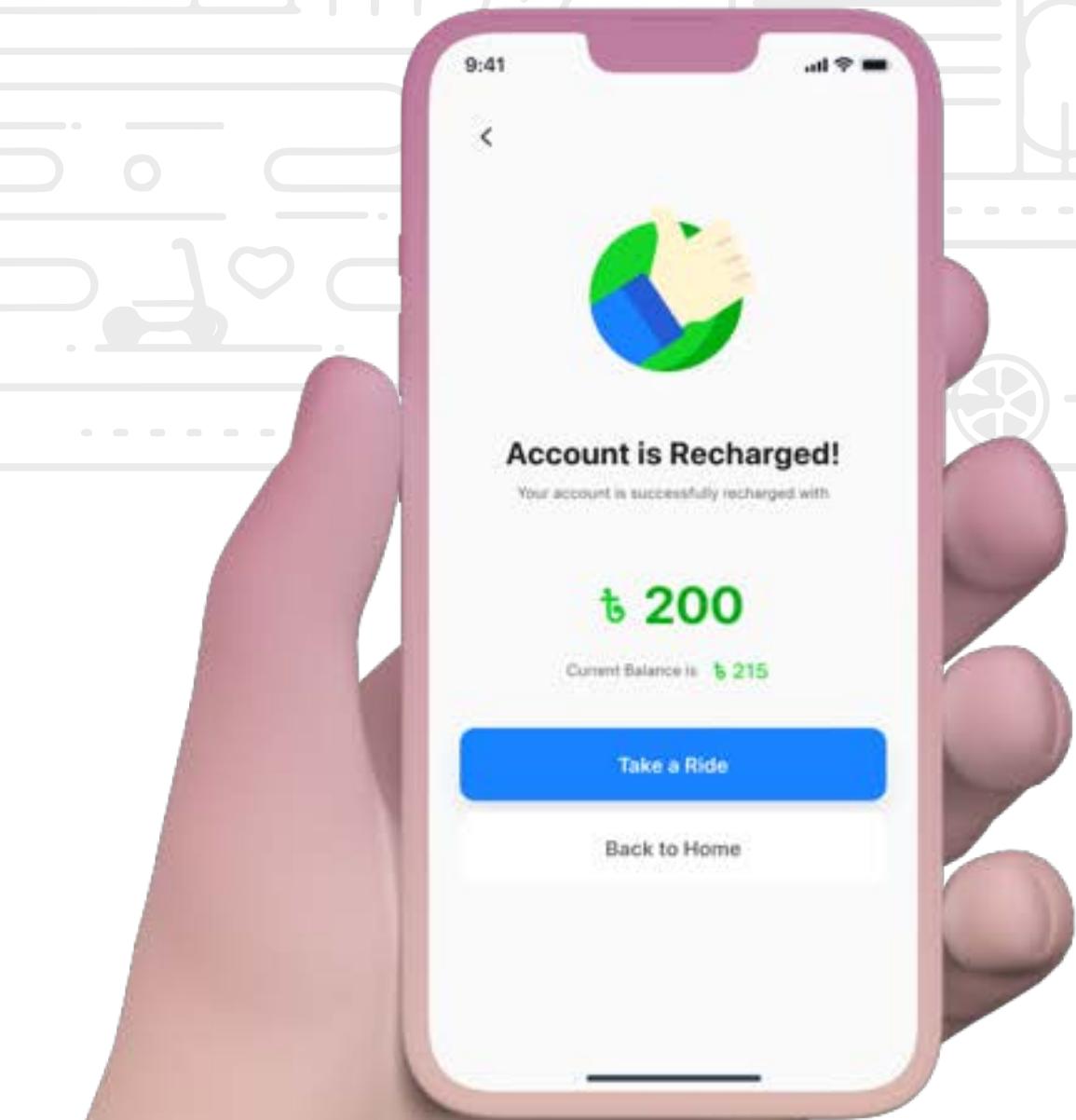
Results & Future Iteration

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 with in the first 6 month -

- **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.





Jobike

Ride Anytime
Your Own Way

Thank you

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