

hi

I'm **Anamoul Rouf**

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About Me

## Profile

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

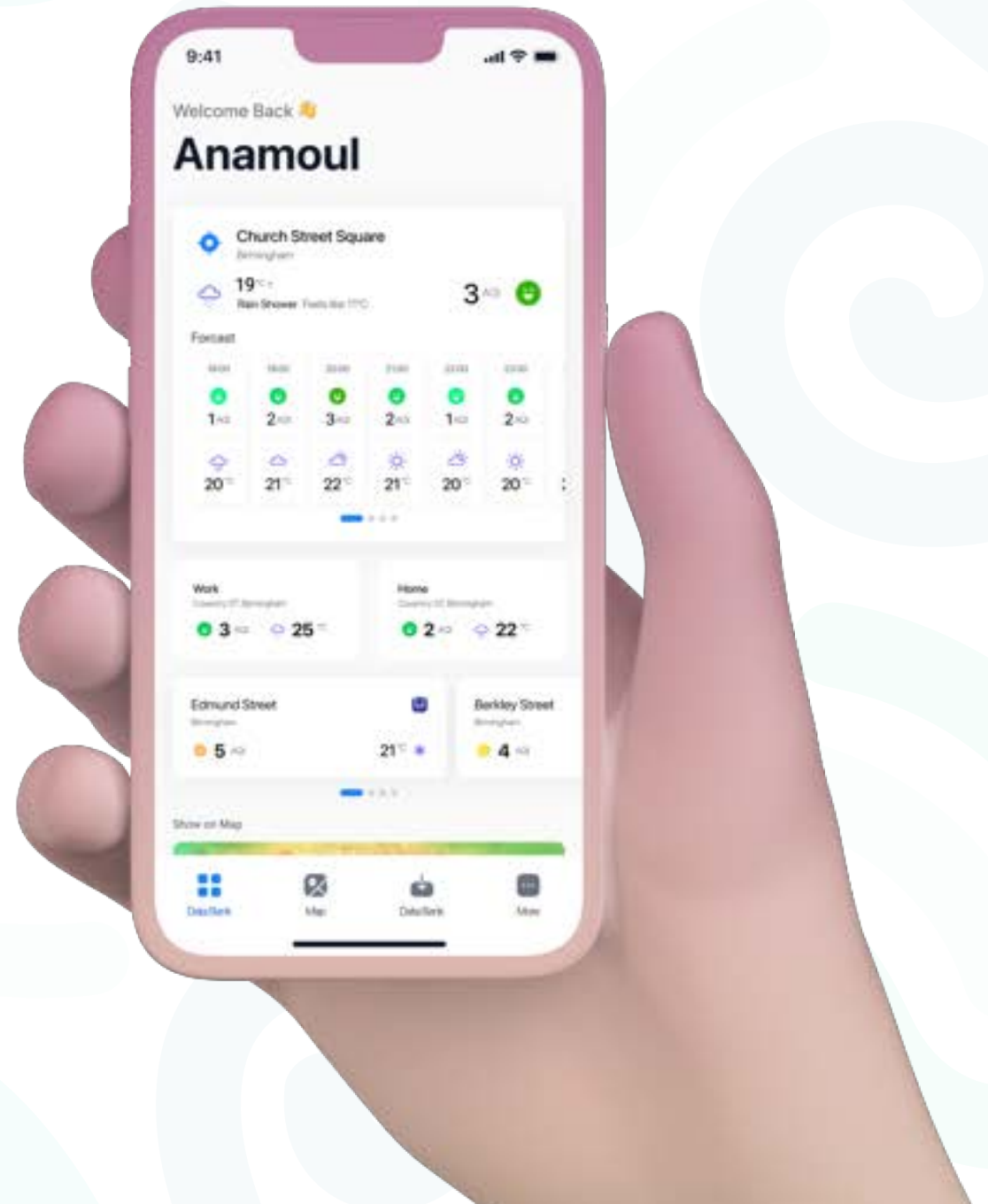
- I've helped startups and product-driven companies to build **7+ mobile apps**, **10+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.

Sample of the products and companies I have worked with:





## 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

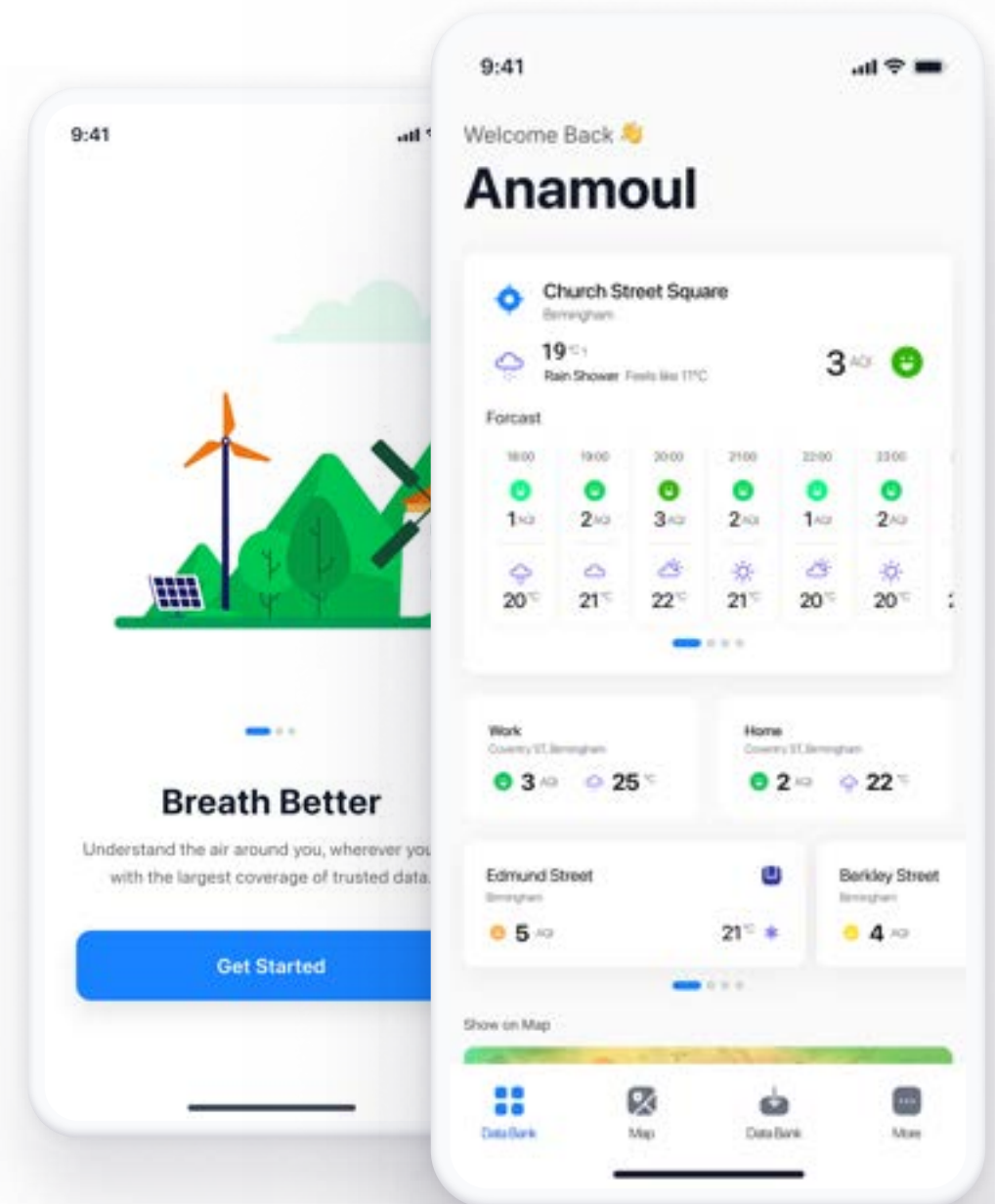
- Design a conversion-friendly user flow.
- Get more efficient, functional, and scalable apps with more efficient, and functional.



# 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 forecast.
- Users can also request air quality information data.

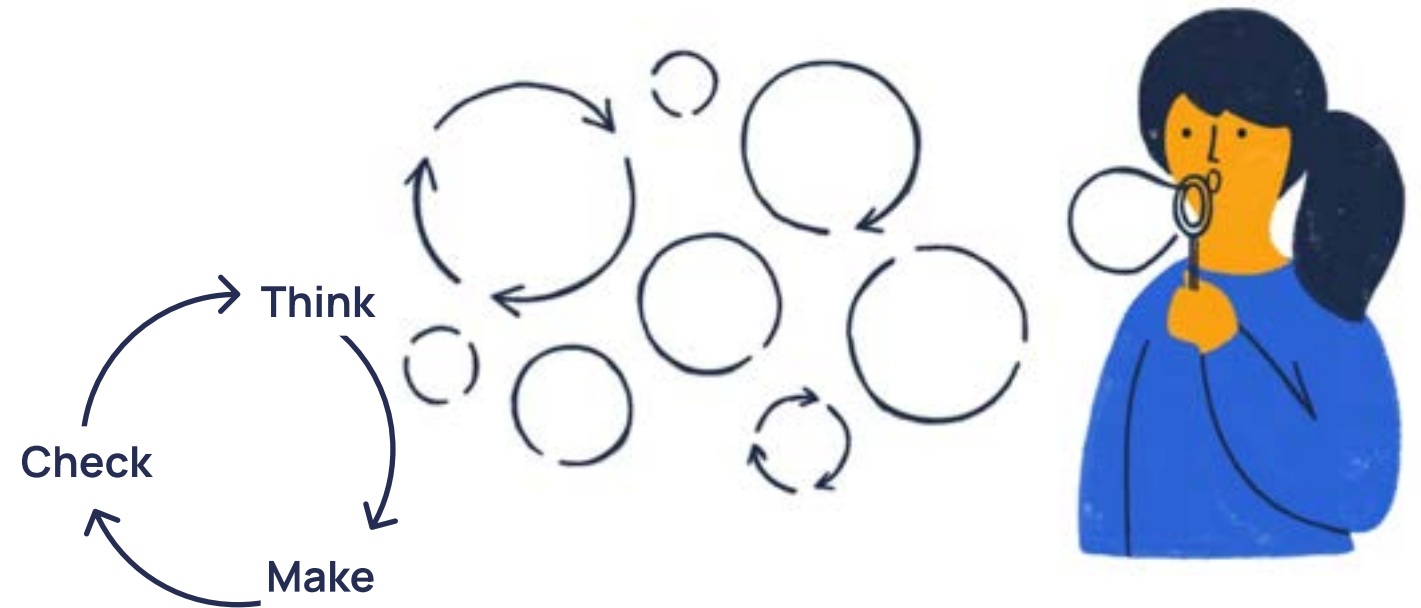


# The UX Process

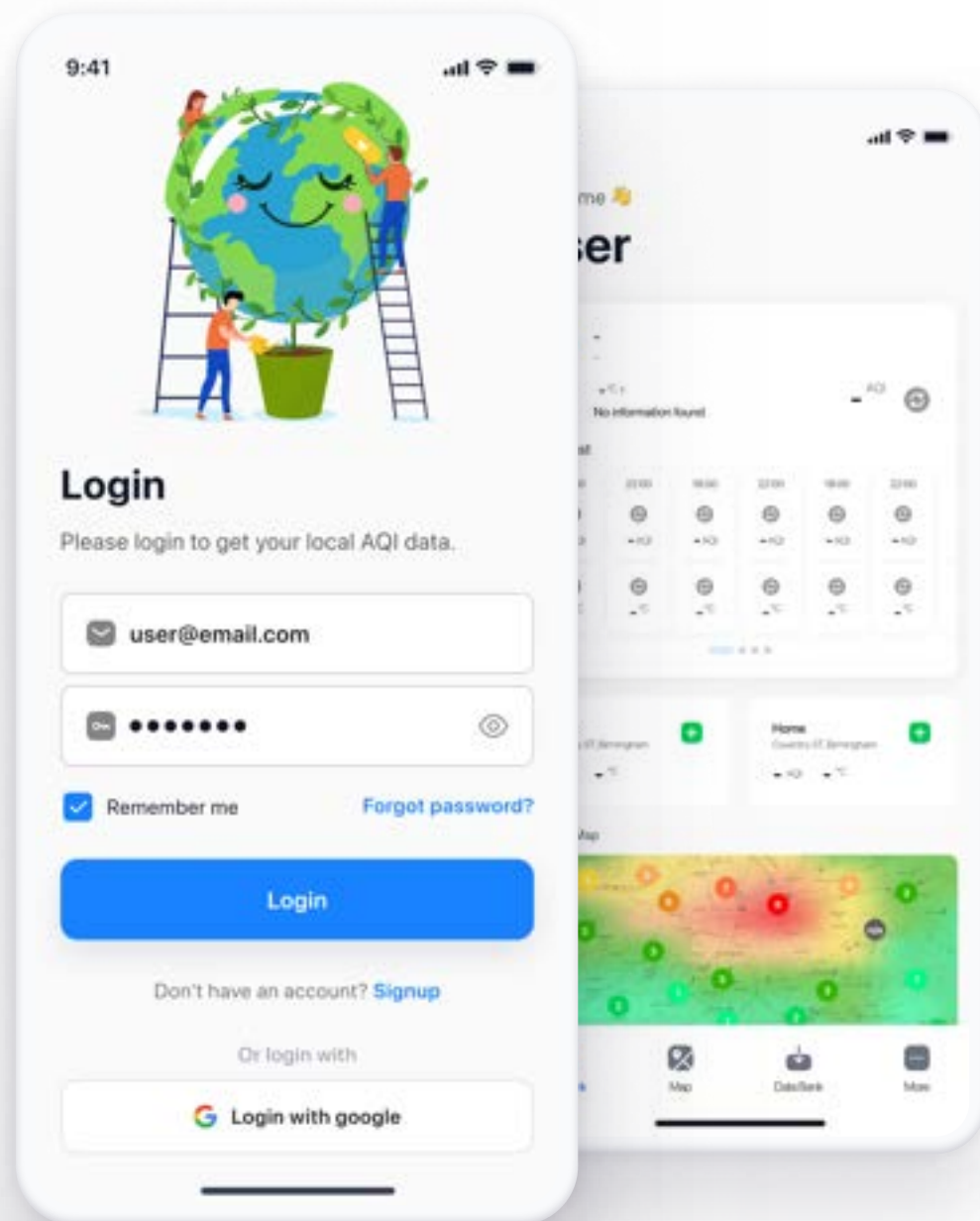
When we have minimal time and resources, selecting an efficient, sustainable, and flexible design process is always challenging. I have chosen the approach to the Lean UX process. It is an iterative process with three simple steps.

- Think
- Make
- Check

and keep repeating the steps.







# 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.

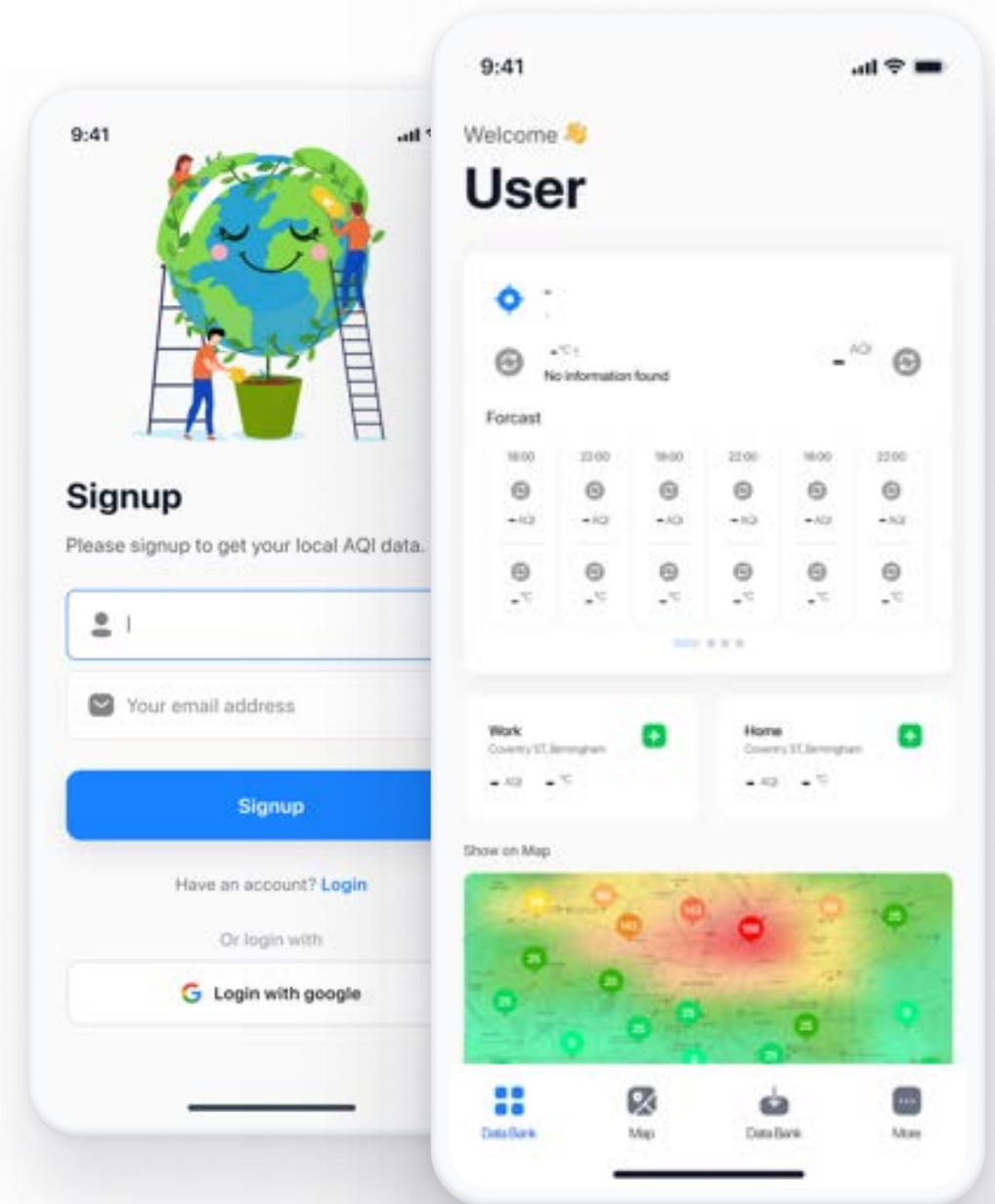
Here are three considerations that help me to understand and prioritize the issues.

- 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.





# The Process

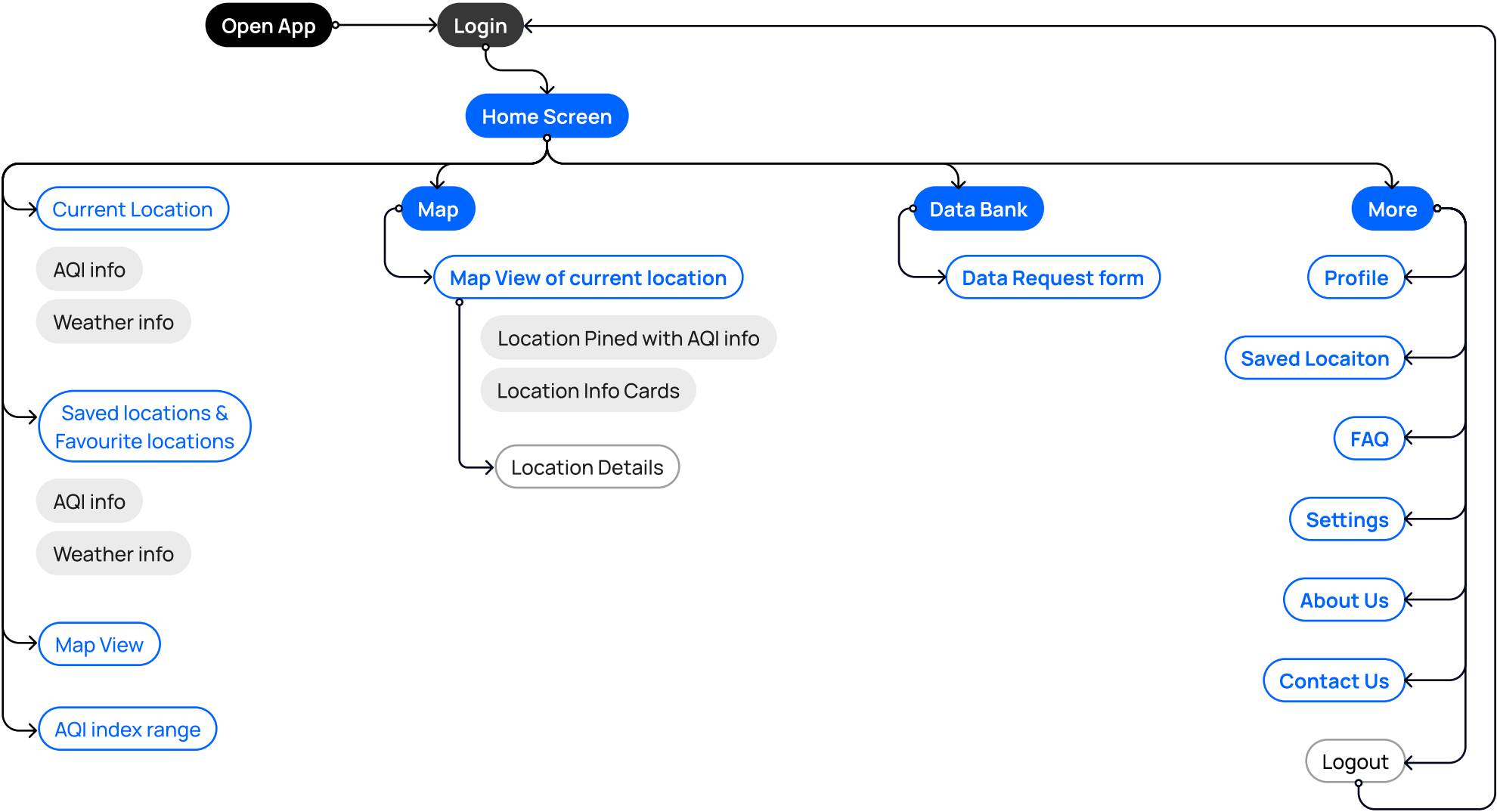
Journey

Navigation

Tabs/Pages

Main Screen

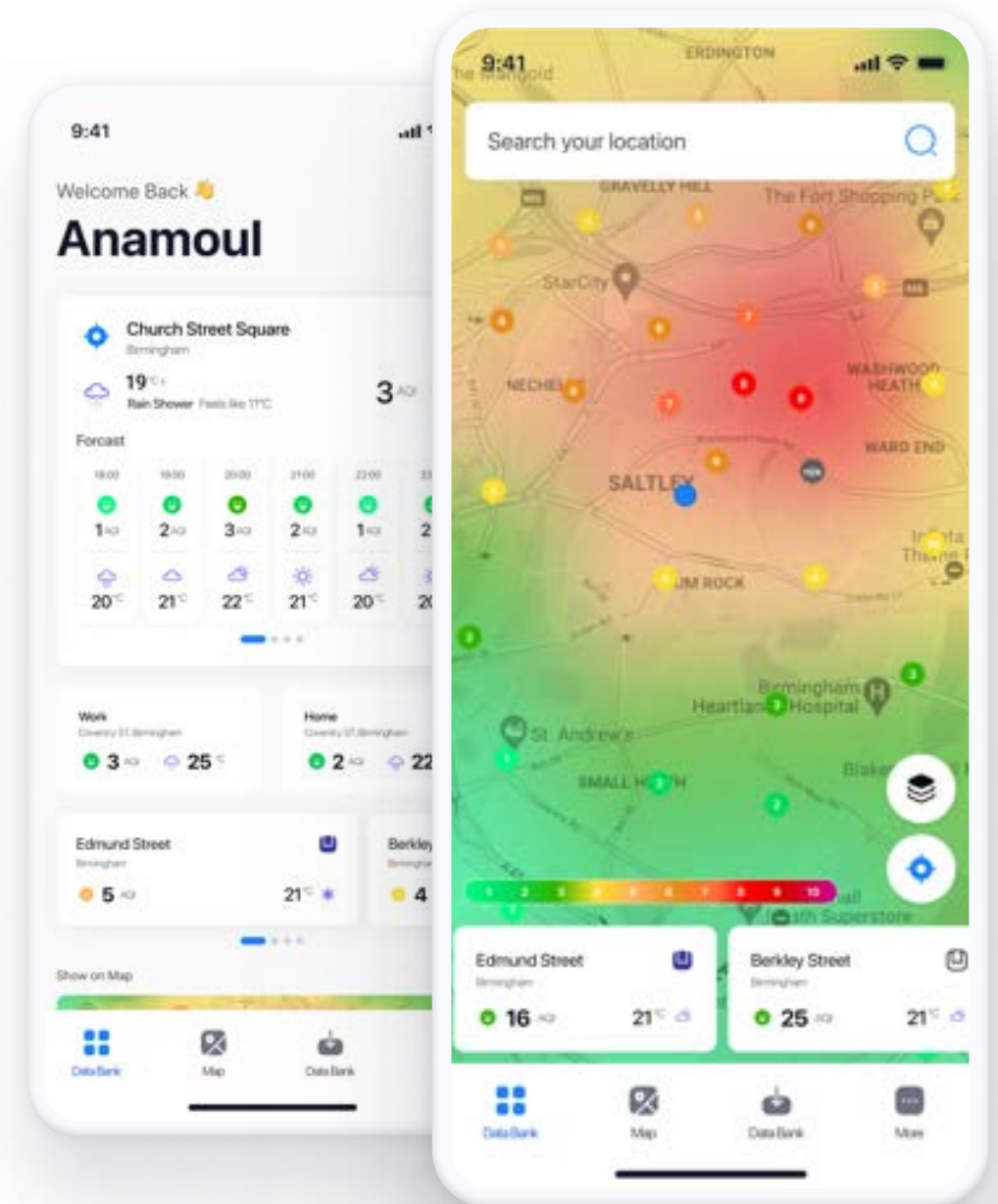
Sub Screen



# Sketchs, Wireframing and Testing

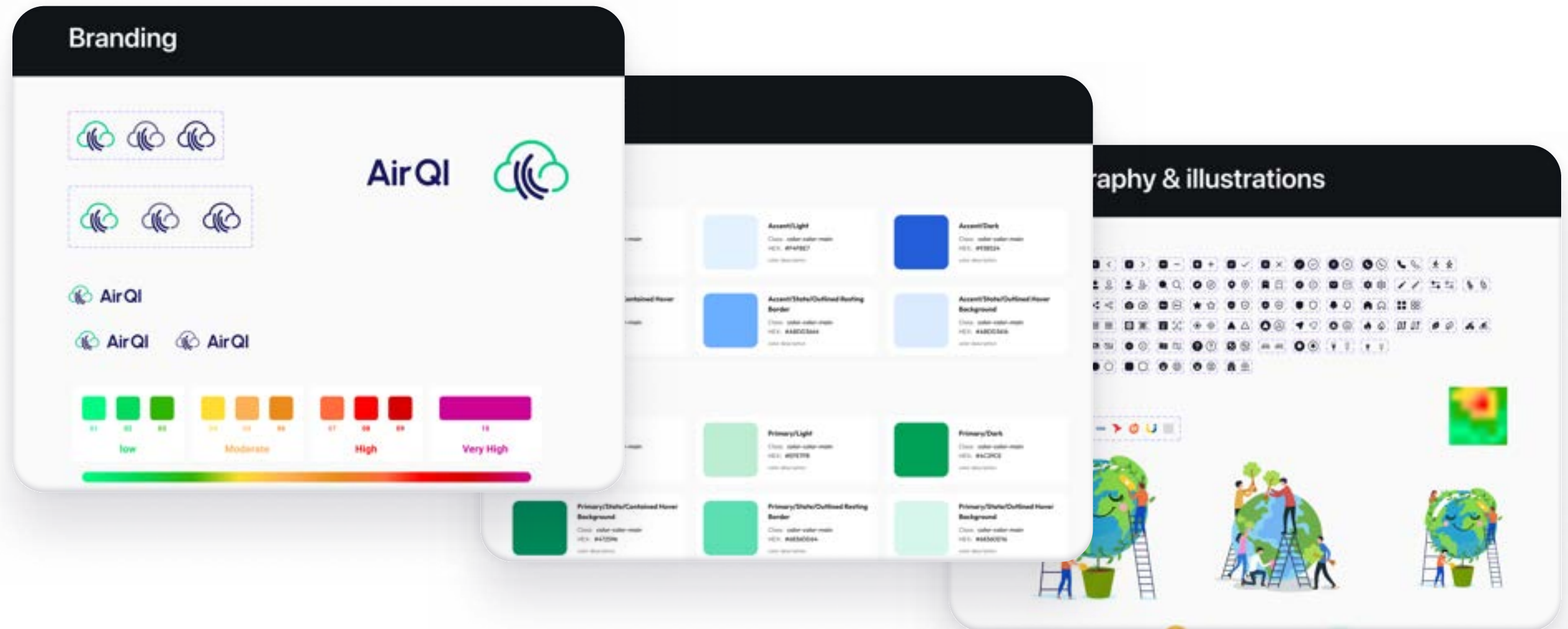
The following steps were to sketch wireframes based on the user flow maps and built the flow and low-fidelity prototype for a series of testing sessions.

- 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

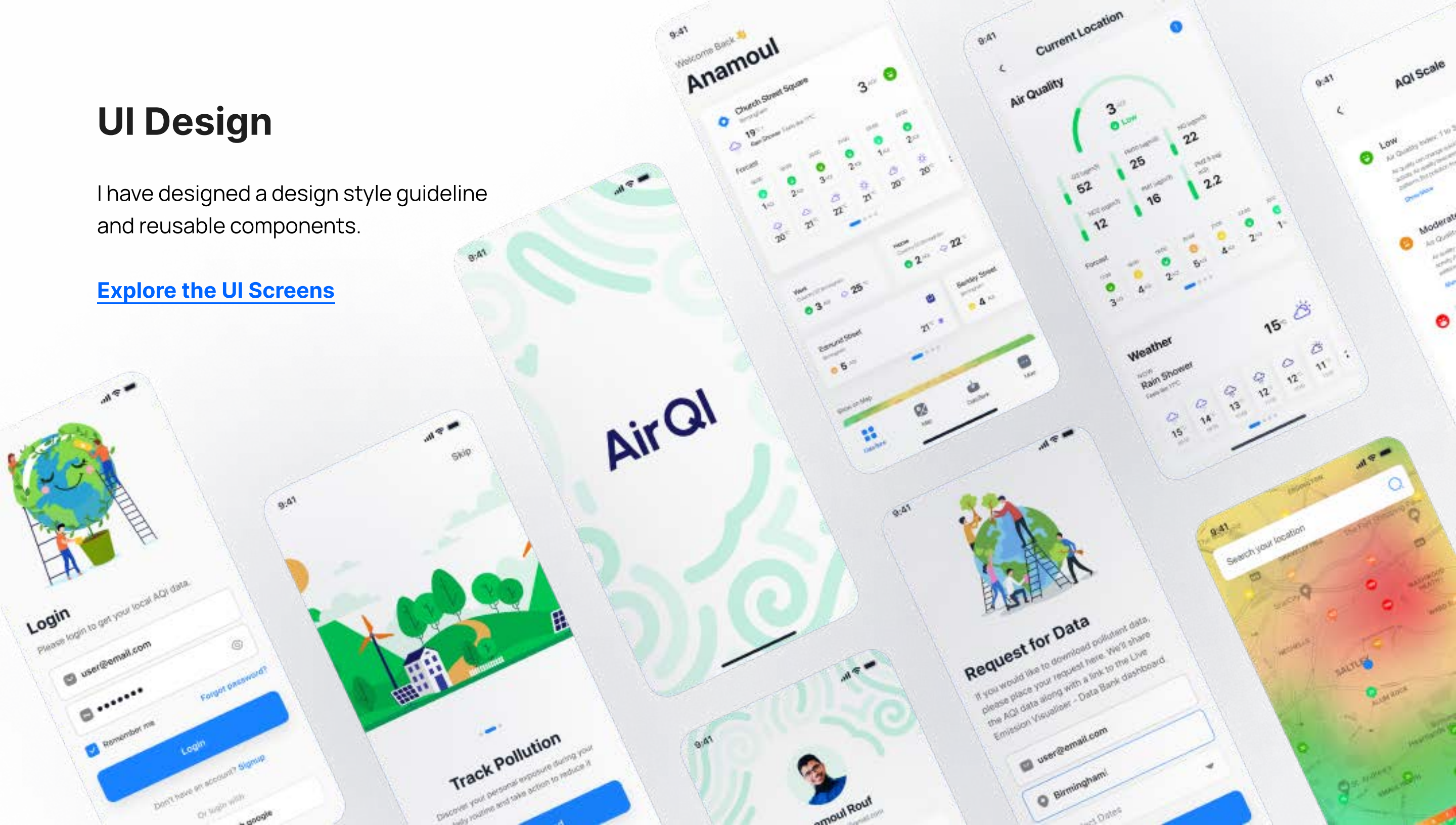




# UI Design

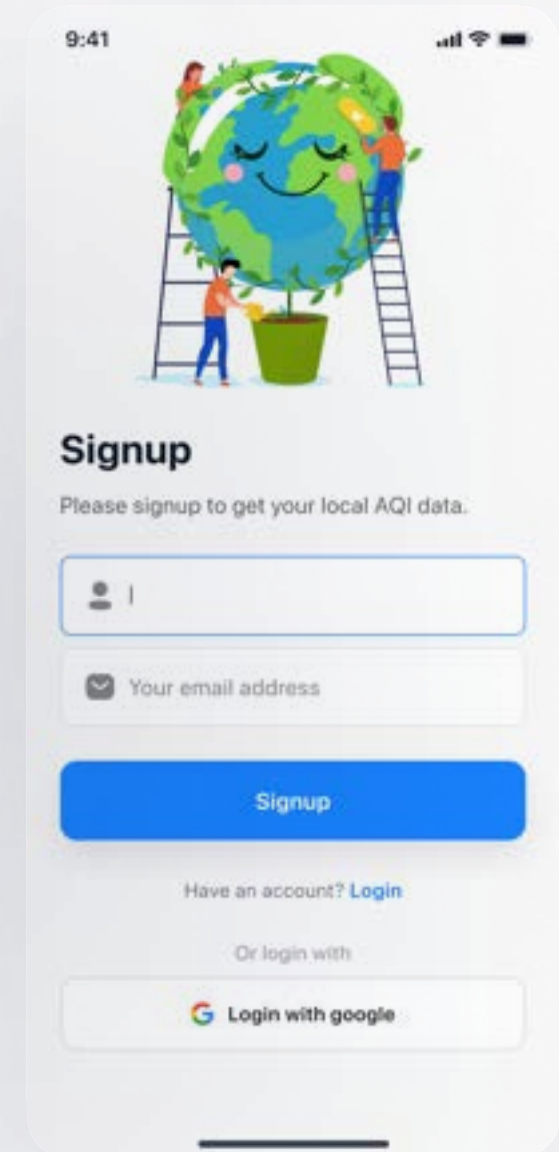
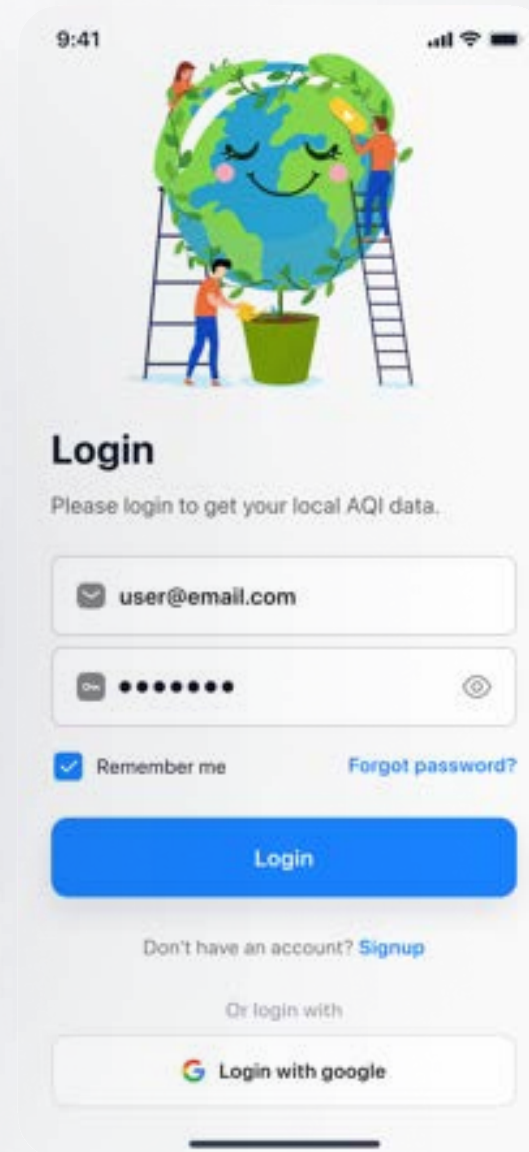
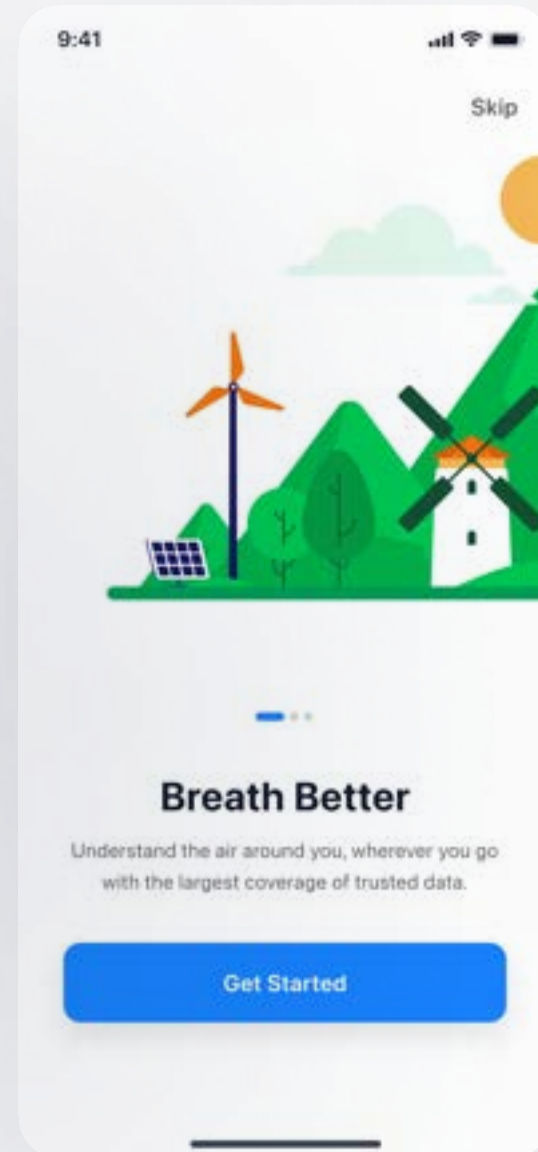
I have designed a design style guideline and reusable components.

[Explore the UI Screens](#)



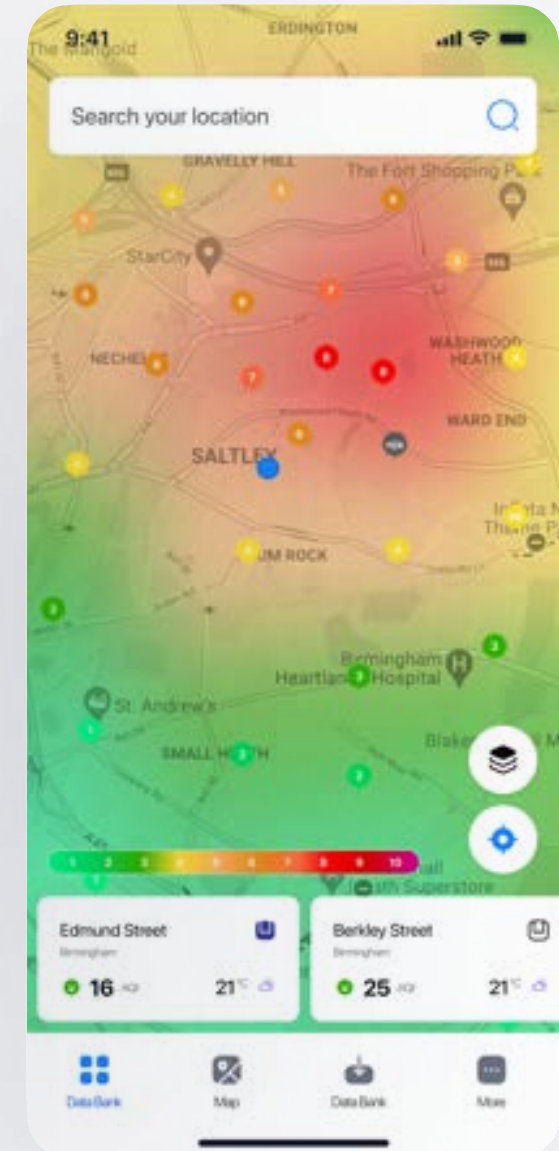
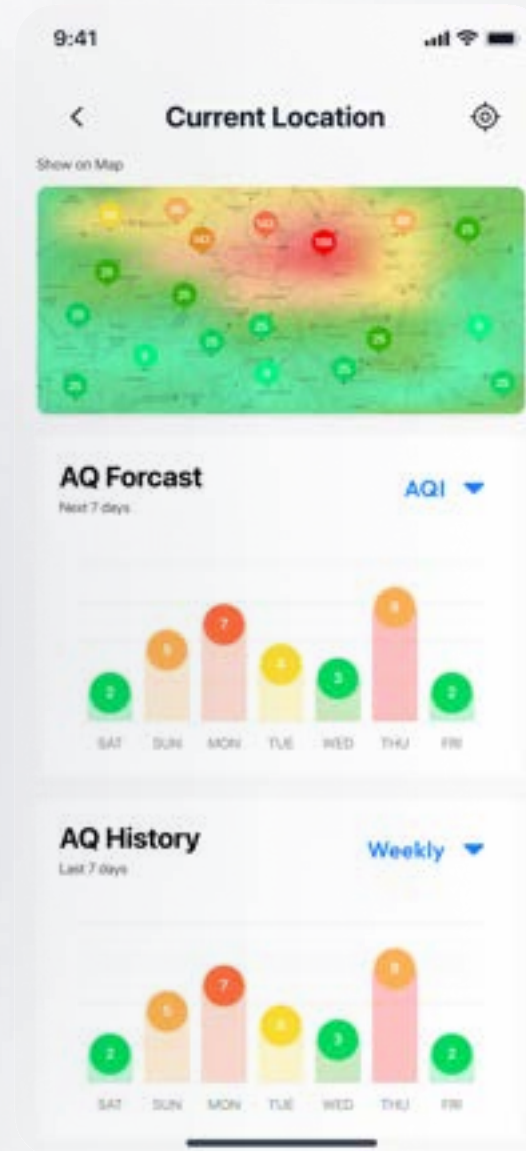
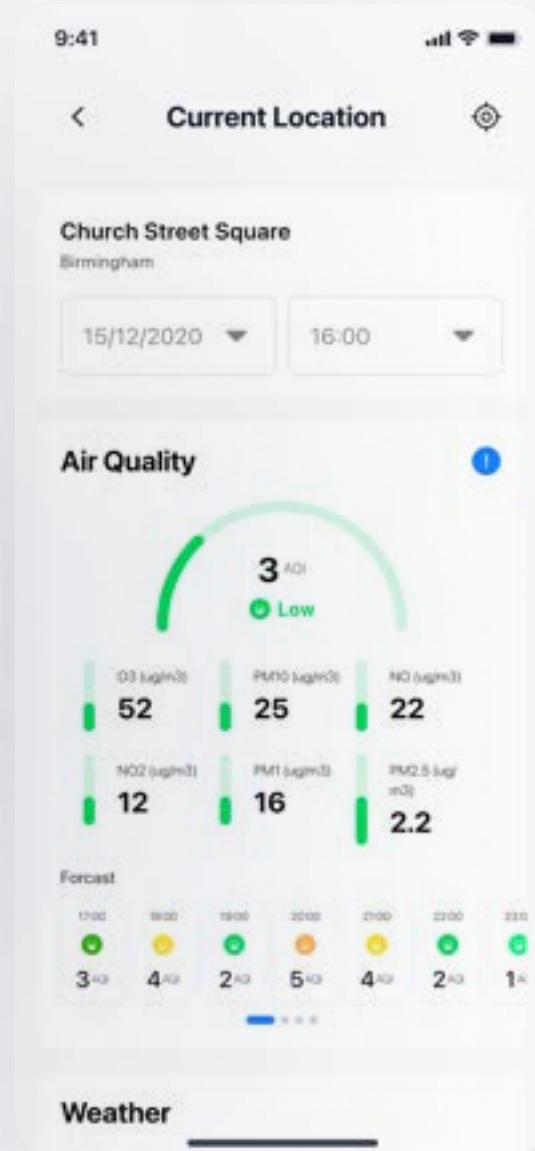
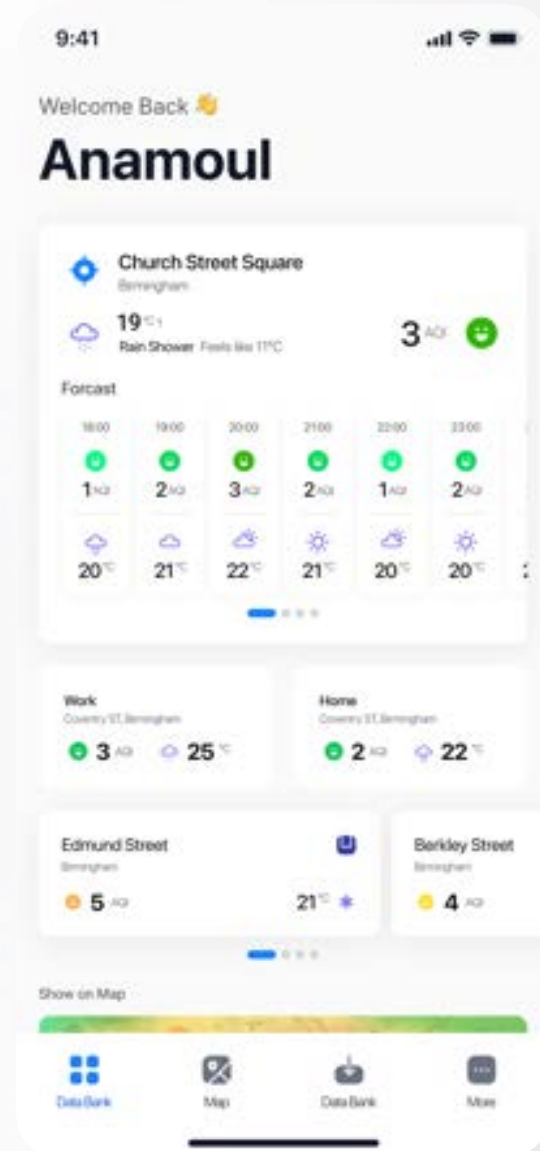


# Onboarding

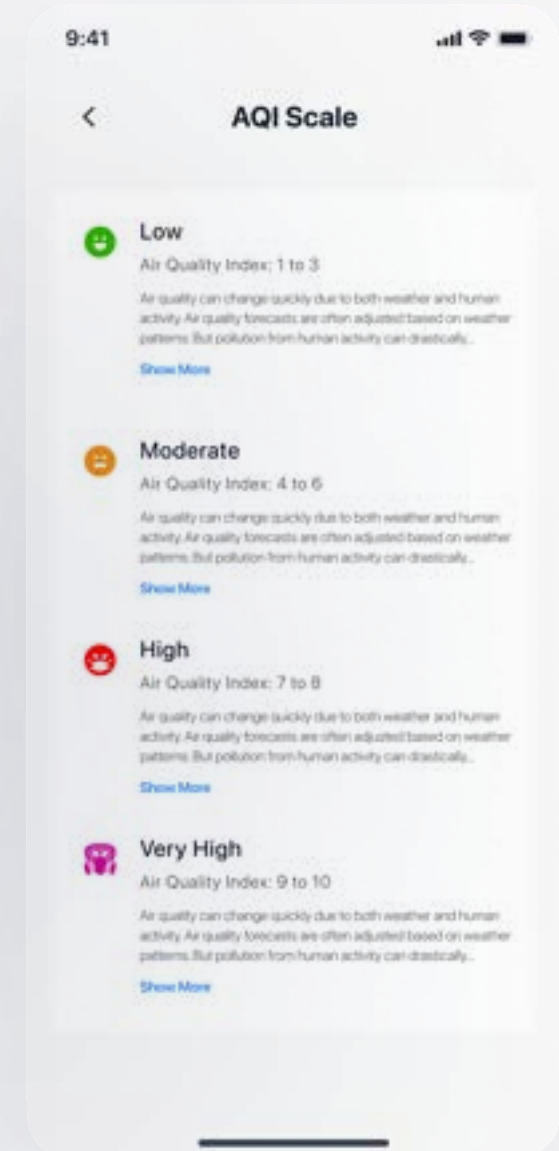
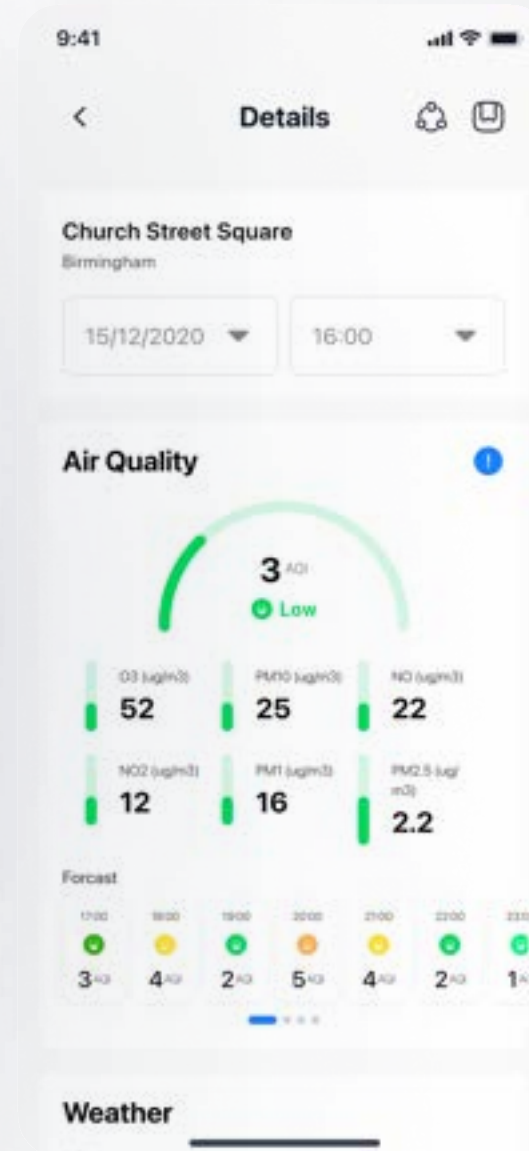
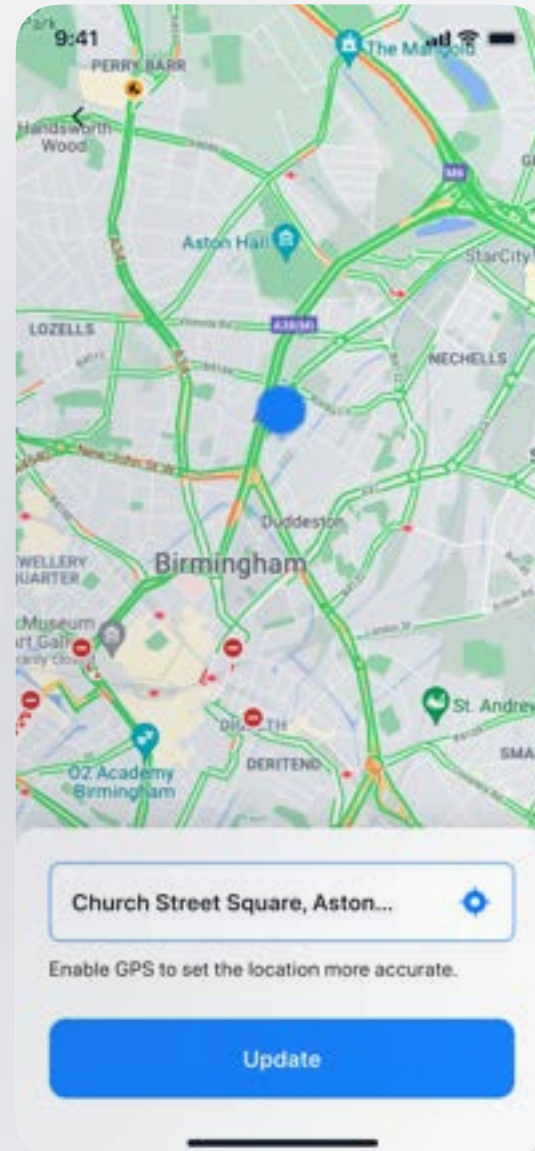




# AQI Information

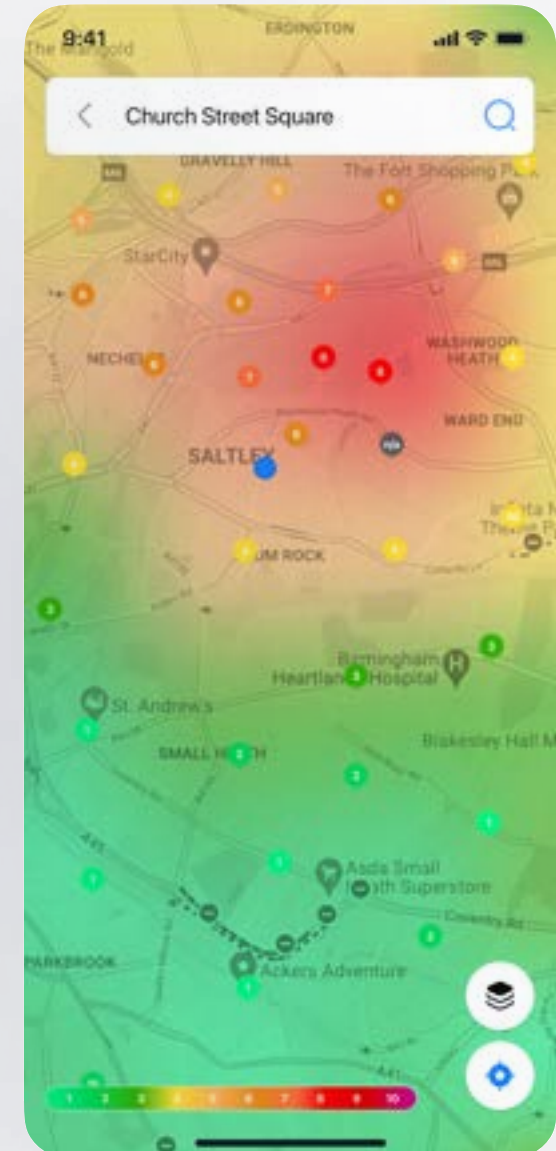
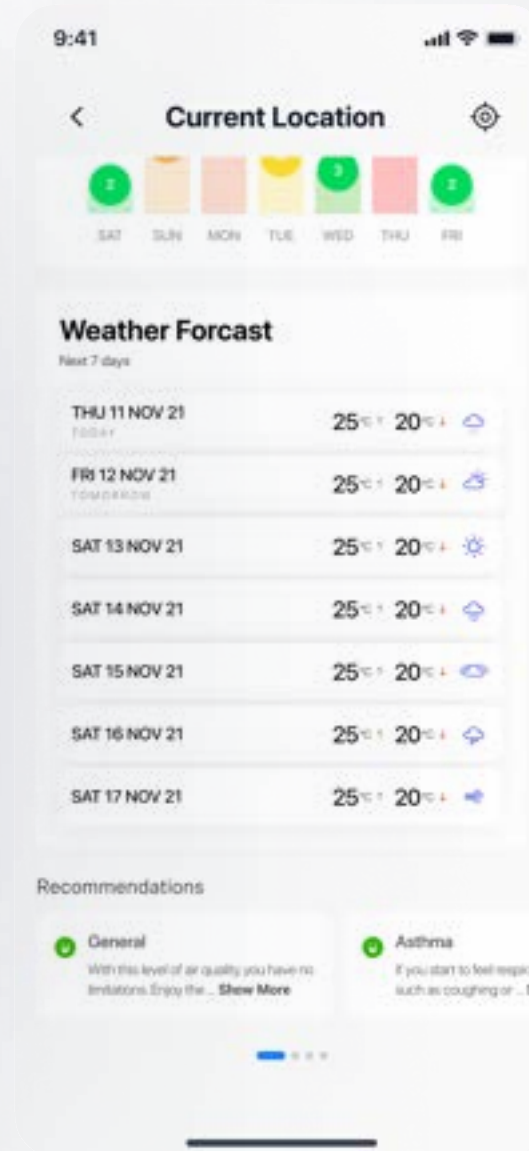
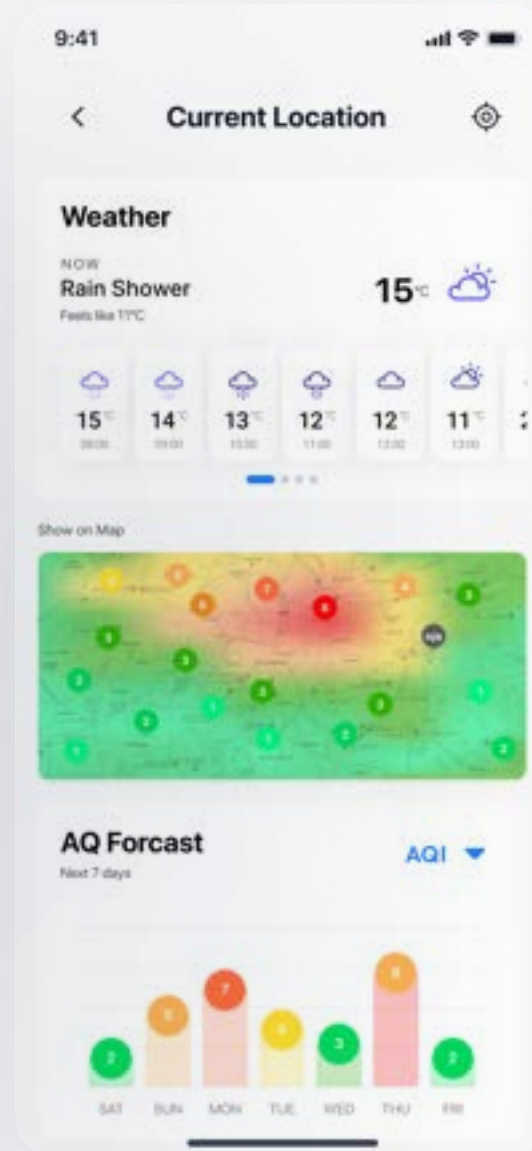
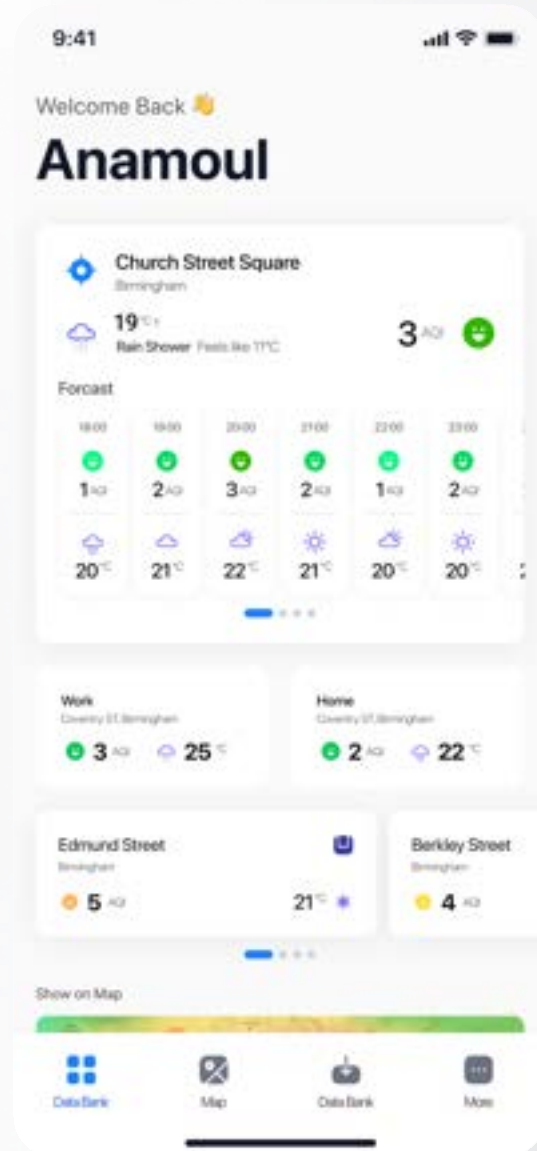


# AQI Information

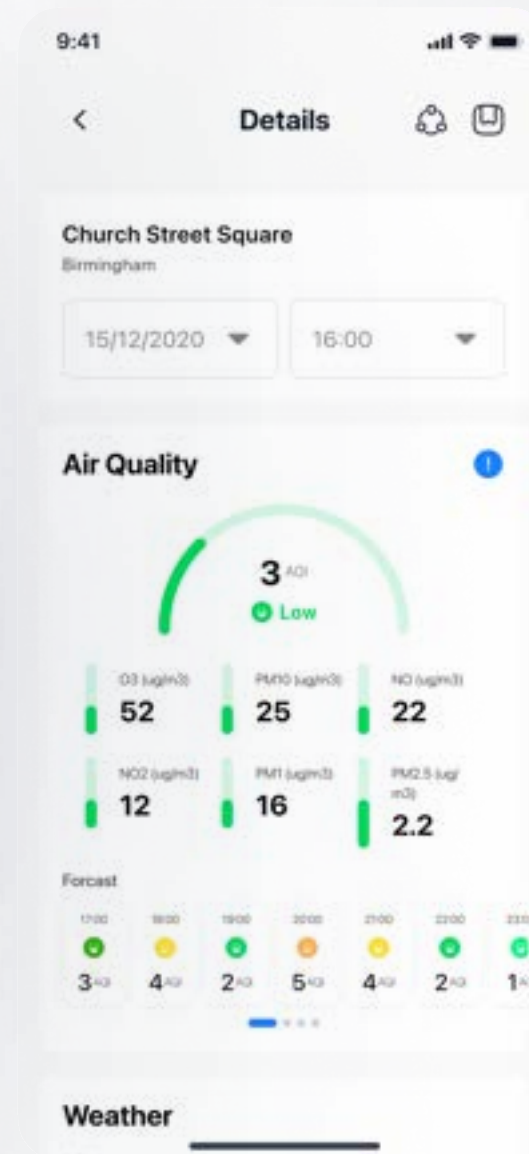
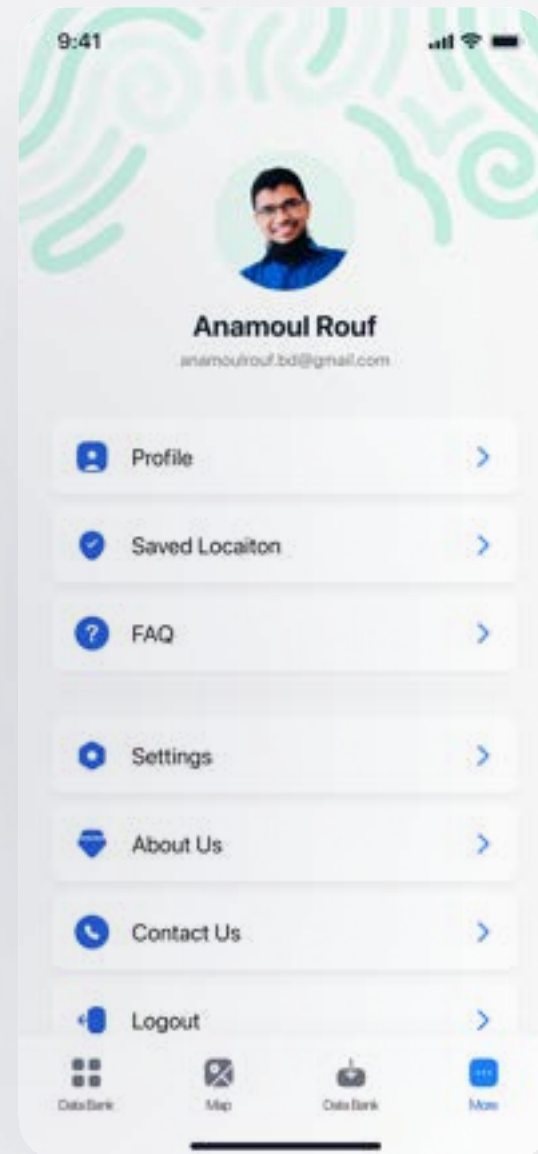
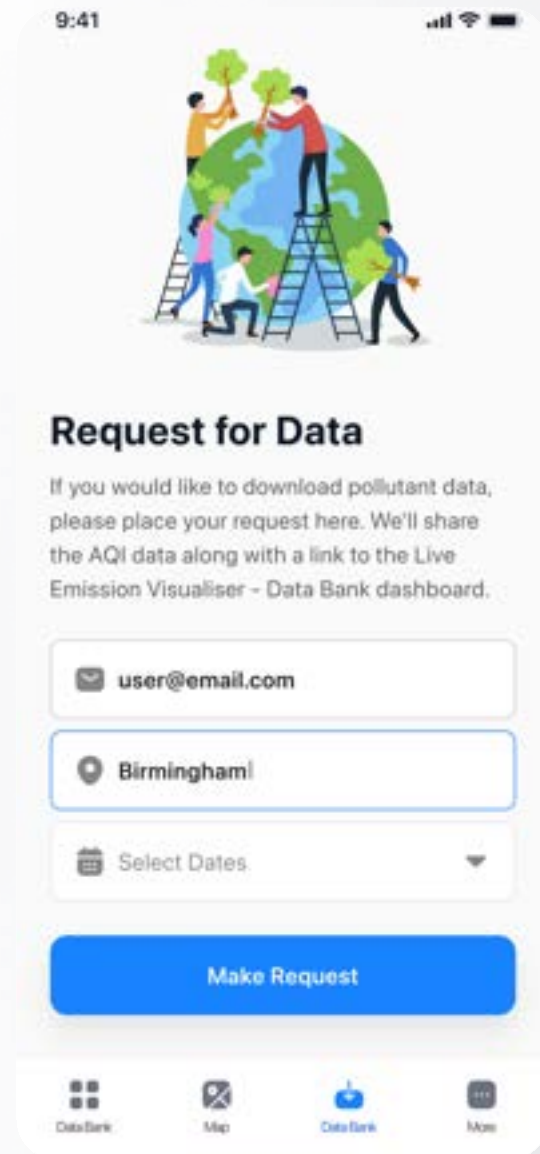




# Weather Update



# Other Screens

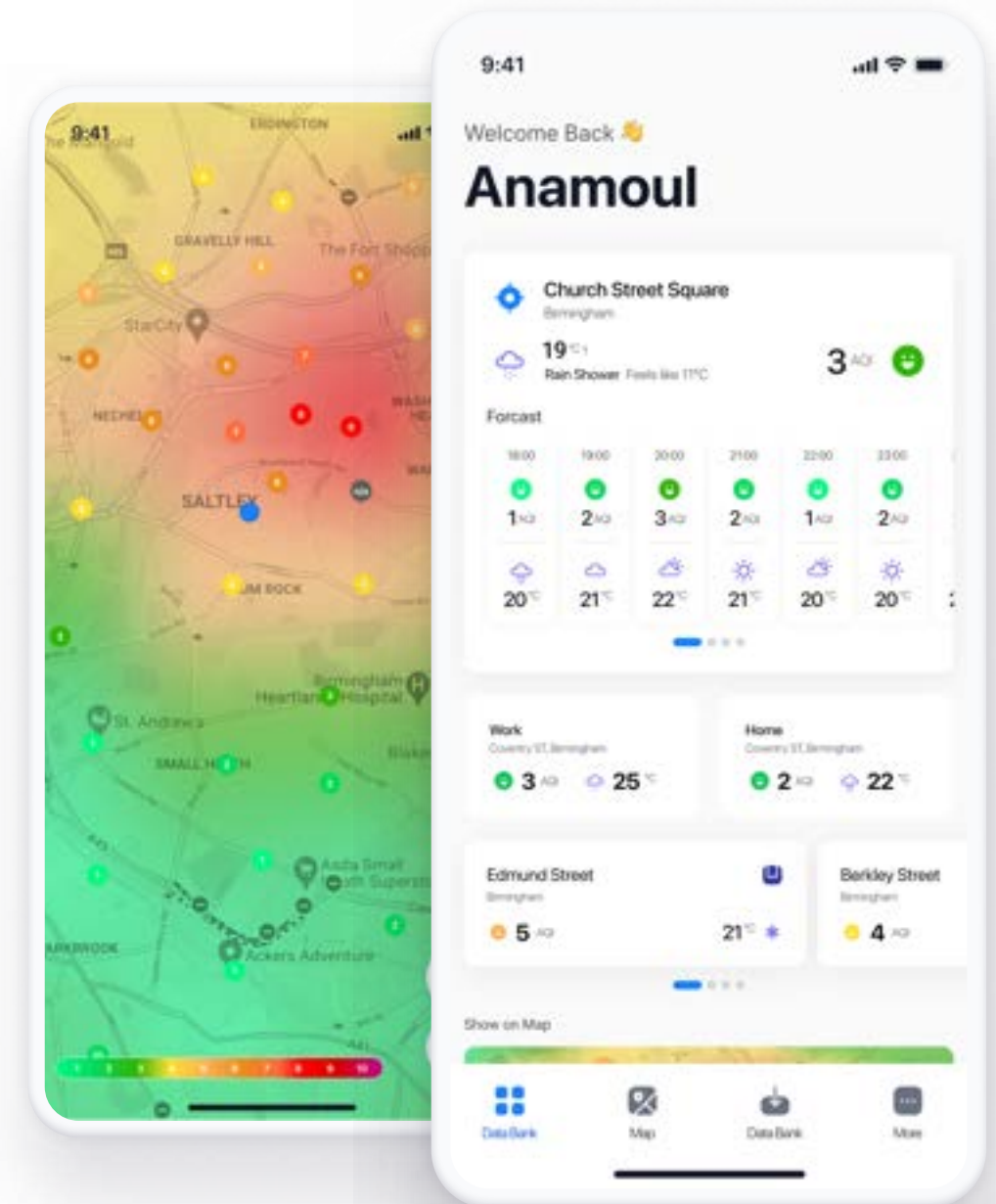




# Usability Testing

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 authority.

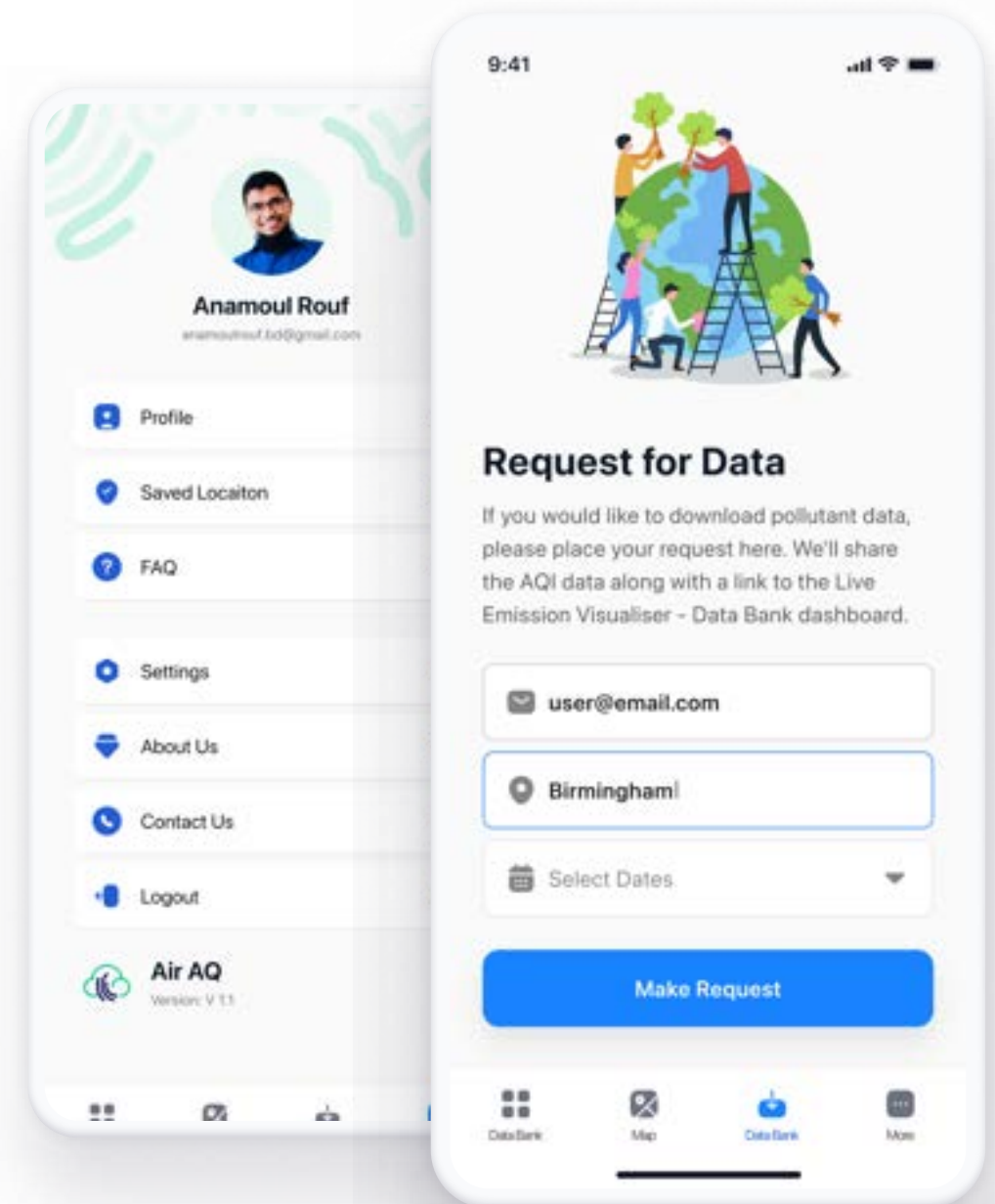




# Refine & Deploy

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

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



# Thank you

Feel free to reach me

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