



# Anamoul Rouf

User-Centered Product Designer

**UX Design Portfolio**

Selected Samples  
Portfolio 2021

## About Me

# Skills

I leverage design thinking in my work to help shape the development of products and services based on user needs. I have over six years of experience designing user workflows, easy to use, intuitive and functional design, delivering delightful services, and crafting thoughtful interactions.

Through data-driven insights, collaboration with the team, and user-centered design, I find the balance between complex business requirements and user needs. I've practiced visionary and goal-driven workflow style, building a collaborative and empowered research team. My passion is joining all of this together and setting teams up for success and evolving brands to do right for users.



### Industry Knowledge

Gathering User Data, Interviews  
Competitive Analysis  
Task Flows, User Journeys, Scenarios  
Site Maps, Content Inventories,  
Screen Flows, Navigation, Models  
Wireframes Sketches  
Rapid Prototyping, Interactive Prototypes  
Functional Specifications  
Usability Testing  
High-Fidelity Visual Design  
Interaction Design

## About Me

# Experience

### **Sr. Product Designer** [ShareTrip Inc.](#)

Dhaka, Bangladesh; From SEP 2018 to Continue.

### **UX Consultant** [JoBike](#)

Dhaka, Bangladesh; From JAN 2019 to From JUN 2019.

### **Sr. UI & UX Designer** [Portonics Limited](#)

Dhaka, Bangladesh; From MAR 2018 to AUG 2018.

### **UI & UX Designer** [Beatnik Digital](#)

Dhaka, Bangladesh; From MAR 2018 to AUG 2018.

### **Graphic Designer** [ThemeXpert](#)

Dhaka, Bangladesh; From FEB 2014 to JAN 2016.

Sample of the clients and companies I have worked with and for:



## About Me

# Process

### Understand

Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and filed studies.

### Research

Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

### Sketch & Wireframe

Sketch the concepts based on understanding the product and researched data. Transform the sketches into wireframe concept to test and evaluate.

### Design

Transform the sketches into wireframe concept to test and evaluate.

### Prototype

Develop interactive prototype of visual designs to test the design.

### Test

Evaluate design with stakeholders to obtain feedback and conduct usability testing.

### Refine

Evolve and finalise the design with testing results and insights. Complete design and produce deliverables.

### Deploy

Complete design and development to reach the users and get ready for next continuous iteration.





One simple app for all your travel need



Downloads

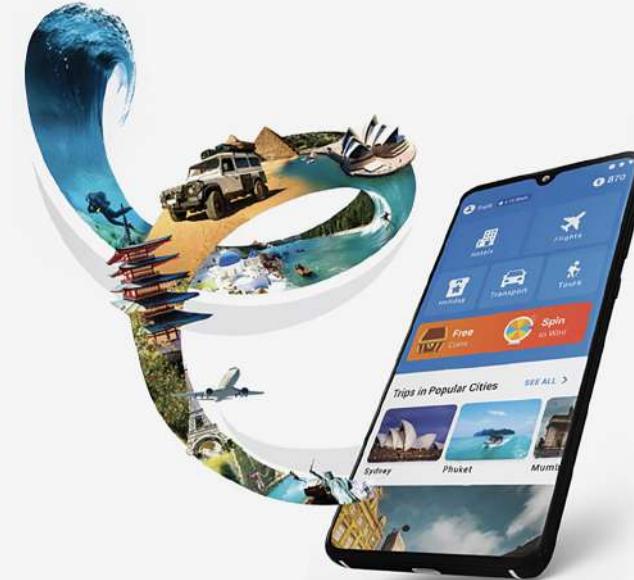
► 100,000+

Apple 16,500+

User Ratings

► 4.5 out of 5

Apple 4.9 out of 5



## ShareTrip Mobile App

Date: 2018 - Continue; Platform: Android and iOS; Role: UX Designer Lead;

### Challenges:

- Easy & flowless user journey for the easiest booking experience.
- Simple User Interface for showcasing services and offers for users.
- Implement Gamification and business USP for more user engagements.
- The robust reporting system for instant support.
- Intuitive & interactive UX for a functional and user-friendly app with nice and modern UI.
- Design a product and its life cycle and creating a well-functioning app from scratch

### My Role:

- Work closely with the different cross-functional teams to define the business requirements.
- Translate insights gleaned data from user research into deliverables; design low and high-level prototypes, conceptualization, wireframing, heuristic evaluations, task flows, sketches, interaction, visual design.
- Conducted in-depth user research and interviews, to get informative insights and use data to increase the conversion rate and improve the product.
- Lead the design team in developing and maintaining the design system and patterns, user-interface specifications, and several internal products.
- Conduct workshops to train in-house people to follow UX and Design Thinking methods.

# Background

ShareTrip is one of the leading online travel aggregators now. Initially started with the name Travel Booking BD, provide offline and website-based flights, hotels, and packages booking services. Our challenge was to design android and iOS mobile applications from scratch. The newly designed and developed apps should be simple, intuitive, innovative, easy to use, conversion-friendly, and frictionless booking experience.

When I joined the team, the product was focused on gathering users' data, system and functional requirements, comparative analysis. Collaboratively we worked with cross-functional teams like- product, engineering, marketing, sales, and support teams.

# Understand

Before diving into the product, it is necessary to understand the end goal from users and business perspectives. This involves being empathetic towards users' needs and also being sensitive towards generating revenue. We want to get as many users as possible to use our apps to book flight tickets and hotel rooms. To understand the user and their perspective towards planning travel, we had set a series of questions to ask. We 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 25 years to 45 years. We had asked the following questions-

- How often do you travel for work?
- How often do you plan vacations?
- How often do you travel solo?
- How often do you travel with family and children?
- How often do you travel with friends?
- When do you prefer to book a flight?
- When do you prefer to book a hotel room?
- Are you flexible with time and dates while planning your travel?
- Do you prefer traveling by specific airlines or hotels?
- Do you prefer comparing on different websites and apps before booking a flight?
- Which website do you prefer for booking your flight and hotel?
- Do you have preferences for flight booking?
- Do you have preferences for hotel room booking?
- Would you like to pay for add-on services?
- What is important to you while booking a flight and hotel?
- Do you prefer to book package services from the same provider?
- What kind of services do you feel crucial during the booking decision?
- What motivates you to use personalized travel services?
- How often do you communicate with a travel agent? In-person or online or phone call?
- What influences your decision to purchase a trip tailored by an agent?
- What are your motivations and pain points when planning and managing a trip?
- What features would you expect when booking a vacation online with apps?

We use Typeform to ask those questions and get the answers. To perform the test we visited them at their homes, offices, restaurants, and the places they feel comfortable. To know more about the users, we visited frequently to Google Play Store and Apple App Store to read users' comments on various travel apps. We also had undergone similar services to know more about their strength and weakness.

### **Key Points:**

- 22 of 30 participants are between the age group of 28 years till 35 years are the ones who prefer traveling and are the main decision-maker while planning a trip.
- 24 of 30 participants travel for work either single to multiple times in a year.
- 22 of 30 participants plan vacation either once a year or 2-3 times in a year.
- More than 90% of the participants prefer traveling with family and children or friends.
- 20 of 30 participants like planning a trip 30 days before their final traveling dates.
- More than 95% of the participants prefer comparing prices online for flights.
- 95% of the users' purchase add on service to ease their journey.
- 94% of participants mentioned that planning a general outline without a specific schedule when planning for trips was their main preference.
- 78% of participants like to do the trip planning themselves but don't mind asking for advice.
- 87% of participants are bothered in filling up a lot of information filed which are required during booking.
- More than 96% of participants are concerned about the support and services.

### **Storyboard of the user journey:**

- He decides the destination considering the climate, co-travelers, expenses, and the number of holidays he has.
- After deciding the destination, he wants to check the prices of flight tickets and hotel rooms. He is flexible to postpone his trip by few days in case he is getting better offers.
- He applies the filter to check the flight and hotel options and to choose the best option which suits him in terms of time, price, and services.
- He selects the booking option, he adds his information, selects from add ons like meal, baggage, and insurance.
- He takes note of the refund and cancellation policy if he has some doubts about changes in his travel plans.
- He pays for the ticket and rooms from his preferred payment option.



① Deciding the destination

② Depends on the with whom you are travelling  
(family for this case)

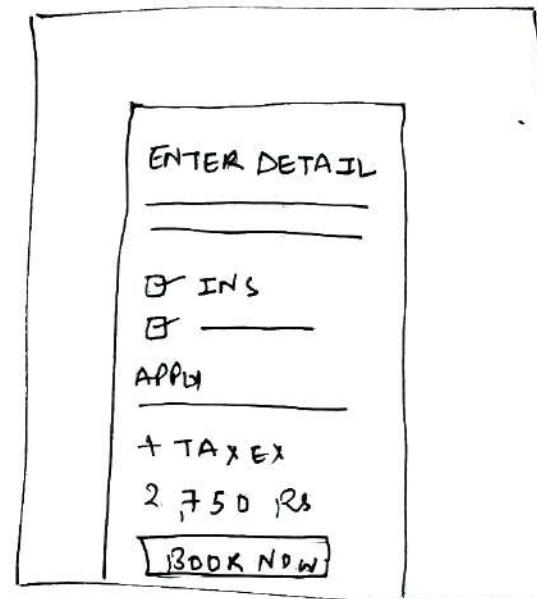
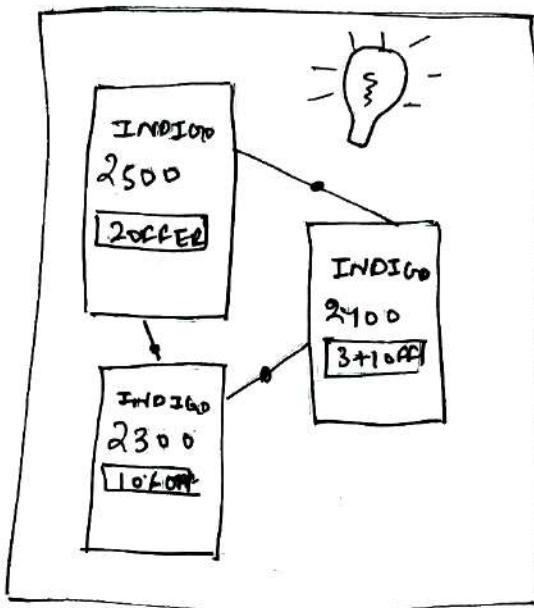
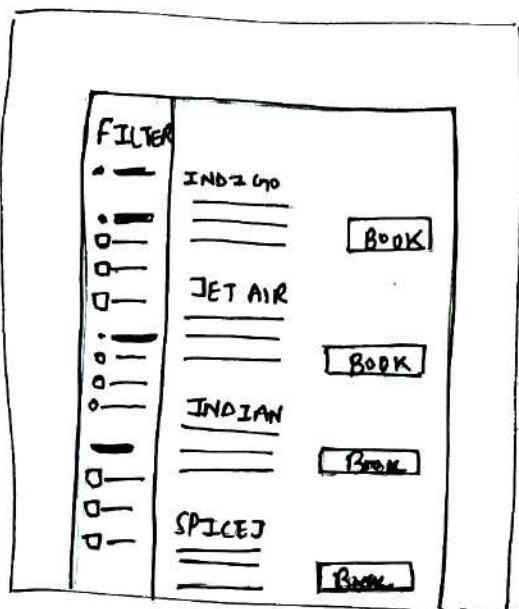
**TRAVELING WITH FAMILY**

① open the favourite travelling app (GoIBIBO)

② enter the details

① user prefers applying filters to match his requirement

**Looking lowest fare flights  
for preferred timings**



- ① User went through the information and try selecting the best option.
- ② Reading any baggage info

- ① Comparing the price on various ~~for~~ websites

- ① Add Selecting the app through which user wants to make the purchase
- ② Adding information
- ③ Choosing add on like seat, meal, luggage

## Research

### User Persona:

Based on the feedback and insights gained from research, we had created three personas who might use our applications. These personas demonstrate the key user goals and frustrations that appeared in my findings.



### Quazi Ashfaq Ur Rahman

#### Demographics

Age: 39 Years  
Profession: Agile coach  
Family: Wife and 1 child  
Travel: 2 times in 2-3 months

#### Bio

He is a frequent traveler and like to plan a luxury trip with his wife. He looks for ease and comfort while traveling. He don't want to spend much time in comparing flight rates so, he books business seats in most suitable option.

#### Preferred application for flight booking

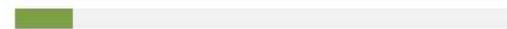


#### How often do you book flight?

Ans: 2 times in 2-3 months

#### What do to look for while planning a trip?

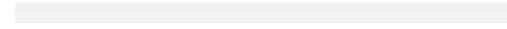
Recommendations for lowest fare



Save money



Comfort in terms of pre booking meals, extra baggage and seats



Clarity in information related to refund and cancelation



#### Goal

- To spend less time booking travel
- Get best offers without much efforts
- Hassel free flight booking in minimum number of steps

#### Likes

- Smooth flow
- Enough information
- Good fileters

#### Frustration

- Doubts if he has paid for business seats aswell
- Got stuck while choosing return dates
- Did not found much information about caceletion

#### Motivation



# User Persona



## Brooke Cagle

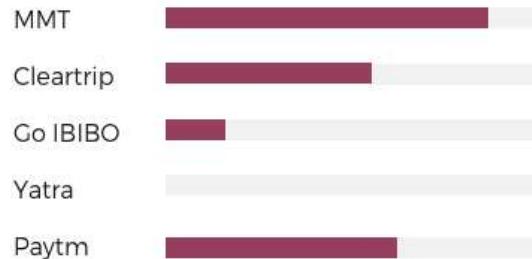
### Demographics

Age: 35 Years  
Profession: Travel consultant  
Family: Husband  
Travel: 2 time in a month

### Bio

She is a travel consultant and travel atleast 2 times in a month and since she travels a lot she want to save money on each travel and earn rewards points and she should get clarity of her saving while flight booking.

### Preferred application for flight booking

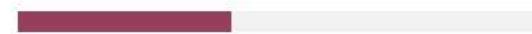


### How often do you book flight?

Ans: 2 times in a month

### What do to look for while planning a trip?

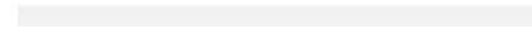
Recommendations



Save money



Comfort in terms of pre booking meals, extra baggage and seats



Clarity in information related to refund and cancelation



### Goal

- Choose flights for morning and evening for return.
- Check for best discounts
- Earn reward points

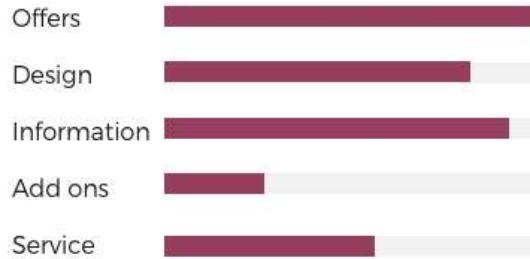
### Likes

- Good design
- GST certificate for GST refund
- Selection of seat

### Frustration

- Clarity in error messaging

### Motivation



# User Persona



## Mehedee Hasan

### ● Demographics

Age: 30 Years  
Profession: IT consultant  
Family: Wife  
Travel: Once in 6 months

### ● Bio

He is not very frequent traveler but when he is traveling with family he look for relaxing trip. He prefer no stop flight as he travels with his 1 year old baby. While booking a flight he prefer to make comparision between flights and also look for ease of traveling with a kid.

### ● Preferred application for flight booking



### ● How often do you book flight?

Ans: 1-2 times in a year

### ● What do to look for while planning a trip?

Recommendations for lowest fares



Save money



Comfort in terms of pre booking meals, extra baggage and seats



Clarity in information related to refund and cancelation



### ● Goal

- Find cheapest flight in less time
- Recommendation about places with lowest fares
- To narrow his options quickly
- Chat for assistance

### ● Likes

- Attractive flitters to narrow down the options
- Clarity of information

### ● Frustration

- Got stuck while adding personal info
- Have not found the information about paid seat so ended up paying more

### ● Motivation

Offers

Design

Information

Add ons

Service

## **Empathy Map:**

Once the personas were created, we developed the empathy. This allowed me to further understand my personas' pains and gains, as well as seeing their state of mind when it comes to planning for a trip. I wanted to showcase how the topic of traveling and planning for a trip affected their everyday actions and thought processes.

### **Doing**

Search "best vacation destinations" online. Looks up in Yelp to see if there is a travel agency close nearby. Check the Expedia App for the best deals. Asks his friends for recommendations. Reads reviews from other travelers on Tripadvisor. Opens an email from Airbnb.

### **Thoughts & Feeling**

Is this website trustworthy? What if I don't like what the travel agent books for me? Is the travel agent worth my time and money? How many vacation days do I have saved up? Did I need a passport?

### **Seeing**

Look at his favorite blogger's Instagram page for inspiration. Pick up a travel magazine in his dentist's waiting room. His Hopper app alerts him that now is a good time to buy airline tickets. A post on Reddit on how to travel around the world on a budget.



### **Hearing**

American Express is offering double mile on every restaurant purchase. Pick up a travel magazine in his dentist's waiting room. A commercial for Airlines advertising reduced fares.

### **Pains**

It's hard to find good deals on flights during this time. I don't know much about traveling abroad.  
It's hard to coordinate my schedule with my wife.  
It takes me too long to plan a trip.

### **Gains**

I feel so refreshed and energized after vacation. Traveling relaxes me and makes me feel young again. I'd like to collaborate with someone to plan a trip. There are so many travel resources online that are helpful.

# Empathy Map

## Doing

Search "best vacation destinations" online. Sets her DVR to record "The Amazing Race". Looks up in Yelp to see if there is a travel agency close nearby. Check the Expedia App for the best deals. Browse the travel section of the local book store. Has a conversation with a friend about their favorite vacation spots.

## Seeing

Her friend just got back from vacation has a big smile and a great tan. One of her Facebook friends just posted pictures from her vacation. Her kids send her pictures of their own activities and vacations. Drives past a travel agency on her way home from work.



## Pains

I want to find something unique that I've never done before but safe. I worry my kids will feel left out if I take a great vacation without them. I don't want my credit card to get stolen again.

## Thoughts & Feeling

Is this the best time for me to travel? Is it safe to travel overseas right now? Do I have any major bills coming up? Is this website trustworthy? What if I don't like what the travel agent books for me? Is the travel agent worth my time and money?

## Hearing

Her friend just got back from vacation has a big smile and a great tan. One of her Facebook friends just posted pictures from her vacation. Her kids send her pictures of their own activities and vacations. Drives past a travel agency on her way home from work.

## Gains

I had a great experience with a travel agent in the past. It's easy to keep my itinerary on my phone when I'm traveling. At this point in my life, I have the means to travel comfortably.

# Empathy Map

## Doing

Asks his friends for recommendations.  
Googles best budget vacations.  
Reads reviews from other travelers on Tripadvisor.  
Check his savings account weekly.  
Scroll through the explore page of Instagram.  
Opens an email from Airbnb.

## Thoughts & Feeling

How many vacation days do I have saved up?  
Did I need a passport?  
How much will a trip cost me?  
Do travel agents still exist?  
Will we be able to find a dog sitter?

## Seeing

Look at his favorite blogger's Instagram page for inspiration. Pick up a travel magazine in his dentist's waiting room. His Hopper app alerts him that now is a good time to buy airline tickets. A post on Reddit on how to travel around the world on a budget.



## Hearing

My wife mentioned she's been feeling stressed lately. My barber told me his mom is a travel agent. My cousin in Italy has been asking me to come to visit. My credit card company called me to notify me that my spending limit was increased.

## Pains

I'm on a tight budget.  
I don't know much about traveling abroad.  
It's hard to coordinate my schedule with my wife.  
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. Traveling gives me a different perspective of the world. There are so many travel resources online that are helpful.

## **Functionality comparison between competitors:**

Analyzed Make My Trip, Expedia, Booking.com, Hopper, Cleartrip, Goibio, Yatra, Airbnb, and Skyscanner's flight and hotel booking flow and have made the list of features and capabilities that each app provide. We have gone through each app deeply and had made assumptions about the likability of each feature. We had made assumptions on the basis of ease of use, clarity of information, and time required to use a particular feature.

## **Use-Cases:**

- Users should be able to view the lowest fare trip suggestions while searching for a flight and hotel.
- There should have suggestions during flight search.
- Users should be able to view no. of seats left on the flight listing page.
- Users should be able to view information related to free-meal, paid meals, and baggage with flight details.
- User should be able to add on services like a meal, and extra baggage before reviewing the itinerary.
- Users should be able to add details.
- Users should be able to make payments easily.
- Payment processes should be made faster. Users should be able to make payments as quickly as possible and then return to their various activities.

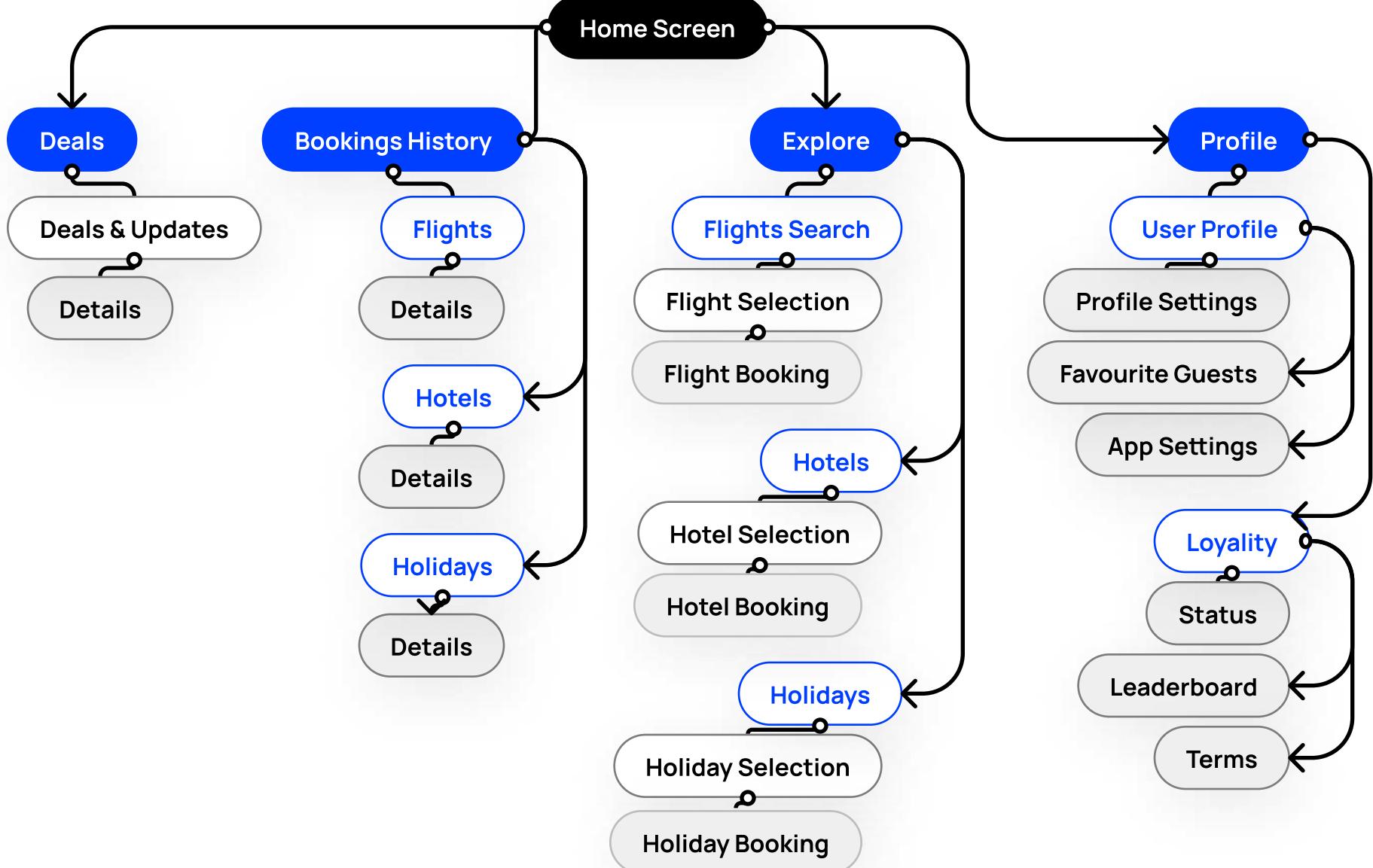
## **Gamification:**

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

## **Define:**

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

# Sitemap



Navigation

Tabs

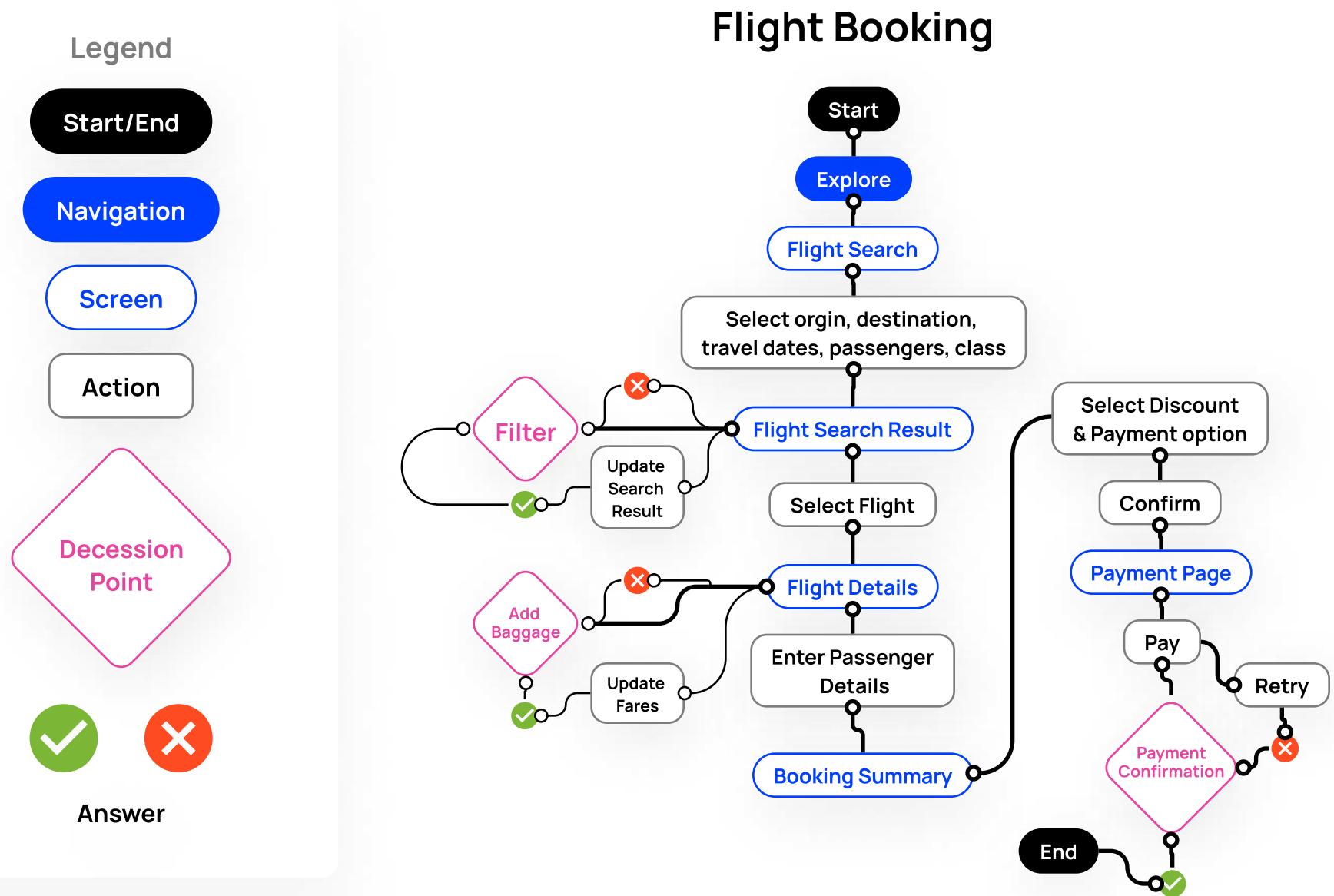
Main Screen

Sub Screen

Selection

## User Flow:

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



# Sketches & Wireframe

The next step following the creation of the user flow maps was to start sketching wireframes. Before we made the digital wireframes, we drew up quick sketches showing some of the key screens that we would need to build out when creating the app

We started to create the initial wireframes illustrating how the app might look like post-log-in. Creating wireframes first helped me visualize the ideas as well as giving us the basic structure for how users would use the app for reviewing quotes and managing booked trips. When creating these wireframes, we made sure to keep the user needs from the persona, empathy map, and research in mind.

# Prototyping

## Low Fidelity Prototype:

While creating the wireframes, we also build the flow and prototype and continuously conducted a series of sessions for usability testing. We wanted to make sure that the wireframes we're creating are aligned with the users' needs and as well as the business. This helps us to get more valuable, valid, and actionable user inputs for the app to keep the process smooth.

# Testing

## Usability Testing and Findings:

Before conducting the testing, we set to create a usability testing plan and checklist that included all of the information and goals we're looking to achieve. We invited some participants that fit the personas that I've been using throughout the design process.

## Main Goals For Testing:

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

## **Tasks Assigned:**

- Open & login/sign up.
- Search for flights with a given scenario.
- Find a suitable flight and make a booking.
- Add some addons services during the booking process.
- Go to the booking section to find the booked flight.
- Search for hotels with a given scenario.
- Find a suitable hotel and make a booking for rooms.
- Add some addons services during the booking process.
- Go to the booking section to find the booked hotel rooms.

## **Key Findings:**

- The navigation of the app was easy and intuitive for participants.
- Participants mentioned that once they familiarized themselves with the app it was easier to accomplish the tasks.
- Participants wish there was a splash of color to liven the app.
- 96% of participants mentioned that the app is helpful.

## **Incorporating UI Design:**

Before starting the UI design process we built clean, modern, and visual-focused brand style guidelines. We also built a highly customizable design system to create a design language through all the platforms. It helped us a lot in creating user-friendly, accessible, high fidelity designs.

## **Usability Testing: Round 2**

After applying UI elements to our wireframes, we created a high-fidelity prototype using Adobe XD. We conducted three smaller in-person usability tests compared to the first round using new participants. The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same tasks done on the first round of testing and given a new task of requesting a new quote from their travel experience.

## **Key Findings:**

- Participants expressed that seeing a picture of the hotel they are going to book makes the app feel comforting.
- 2 of the participants mentioned that they are not tech-savvy but will use this app because it's so easy to use.
- 1 participant found the "Book Now" CTA confusing since they are technically approving a quote and not booking the trip.

## **Refine**

Our next steps would be to make revisions based on the second round of usability testing. After making those revisions to the screens and prototype, we would continue to add some of the features laid out on the feature roadmap and conduct user testing again for the feedback. The app design process is heading in the right direction and finding any way to make further improvements to the process and experience would only make it stronger in the end.

## **Deploy**

After refining the designs, we created deliverables for development hand over. Completing design and development to reach the users and get more feedback from them and also ready for the next continuous iteration.

## **What I have learned**

Information architecture and how to fit everything within one product smoothly and in a consistent way was a challenge. 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. Acted with Feature Priority, Segmentation, Profiling, Communication and Product Test, etc.

This was a really exciting and fun project for me because it was challenging. It was challenging trying to find the right participants that met the personas built from research. I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing. In the future, I would make recruiting participants easier by making sure that I start recruiting as soon as possible once I know who my intended audience is. From there, I would try to take the time and location of my sessions as convenient as possible for my potential participants.



## Anamoul Rouf

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# Thank You