

Product Design Portfolio of
Anamoul Rouf

User-Centered Product Designer



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About Me

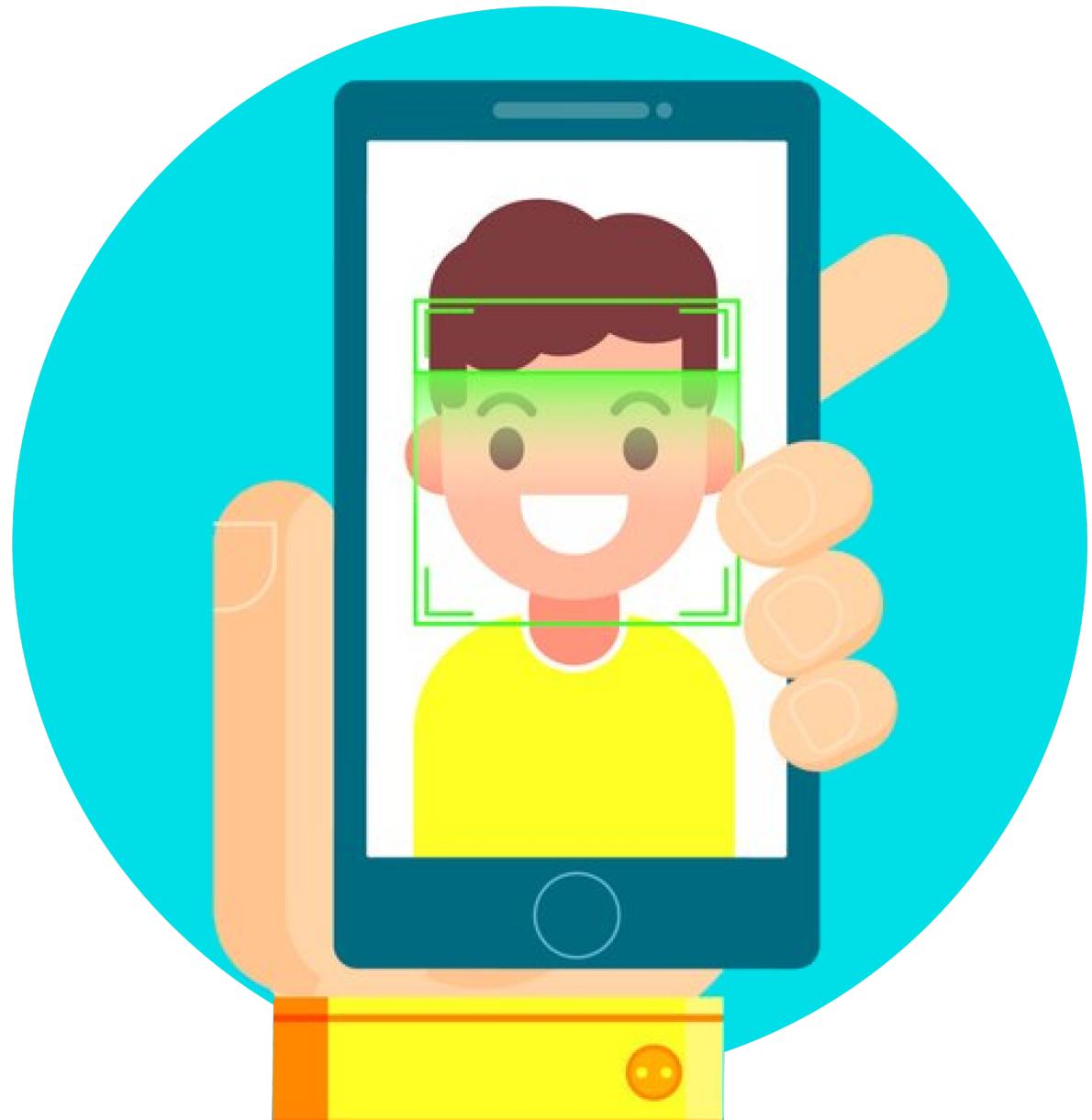
Profile

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.





Truck Lagbe

**KYS (Know Your Suppliers)
ID Verification**

Introduction

Truck Lagbe is the largest and pioneer in truck & pickup rental service provider in Bangladesh. It ensures seamless supply as competition increases in this vertical, which is inevitable as the industry grows and digitization accelerates.

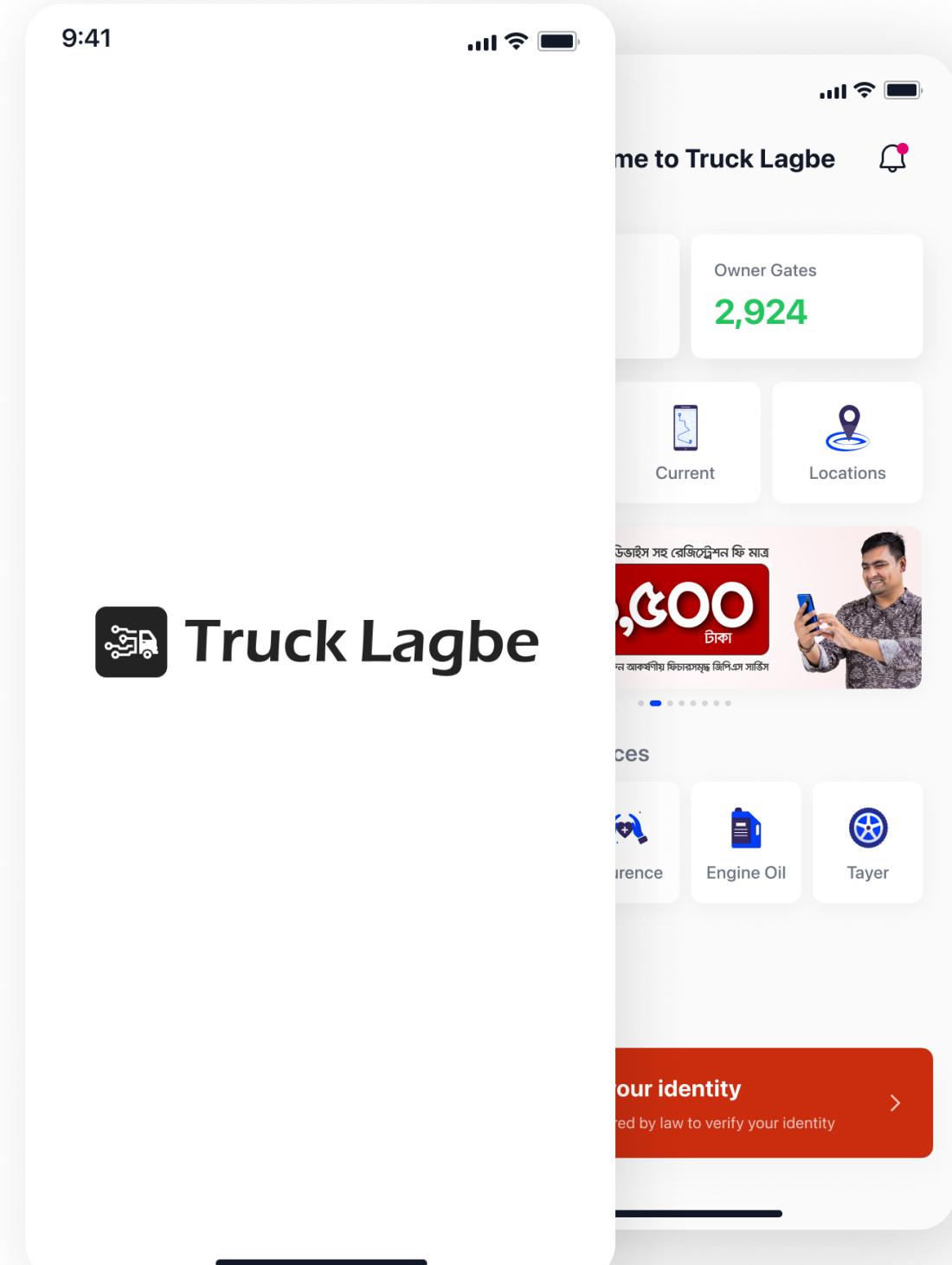
Truck Lagbe is a technology platform optimising how Bangladesh books truck. It connects businesses and customers to the right drivers and fleet owners for their hauling needs.



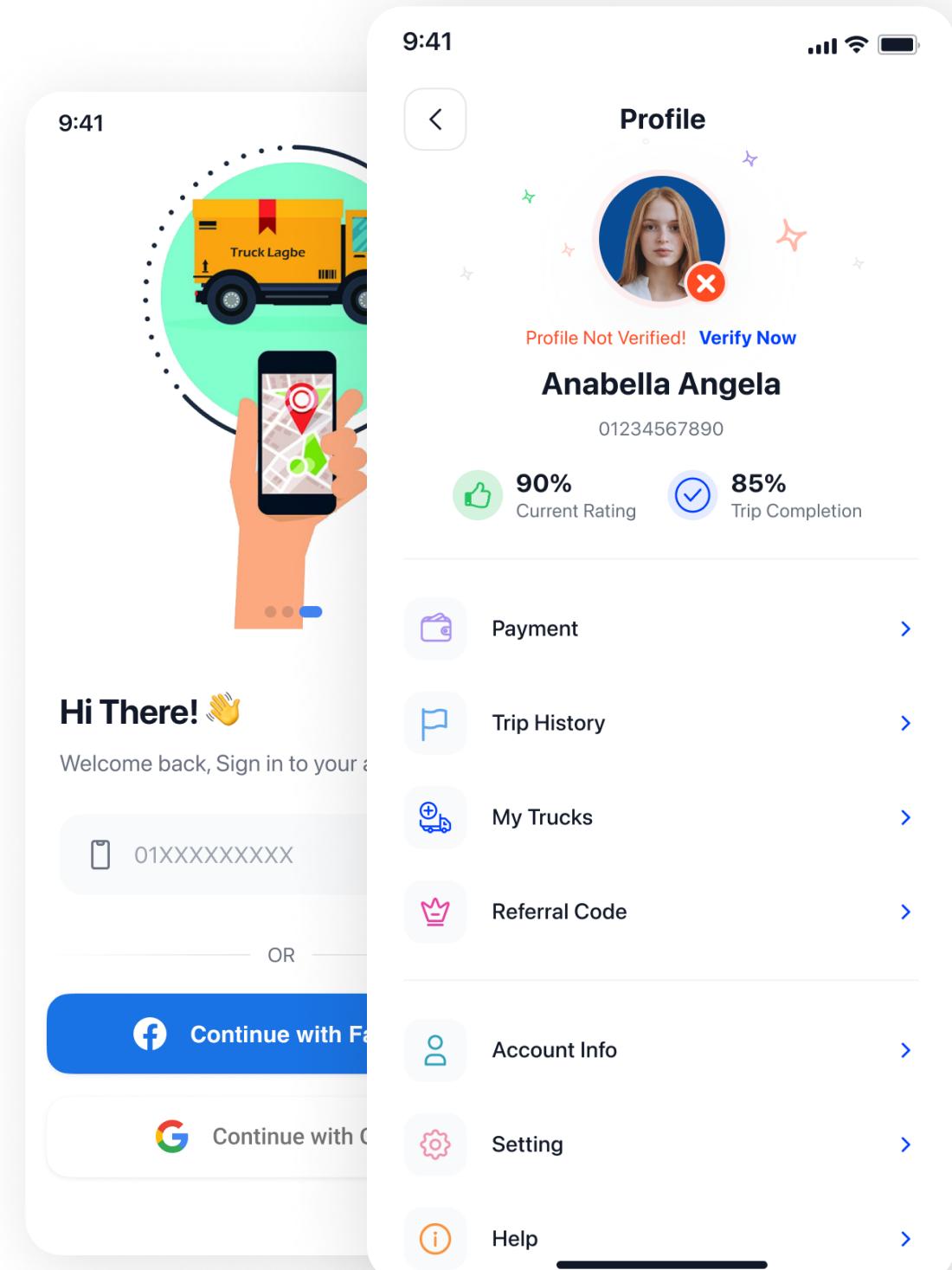
Problem

Truck Lagbe is always concerned about its customers. To gain their trust and be their moving partner, We have faced some difficulties.

- As we were facing some operational difficulties verifying our delivery partners (truck owners, truck drivers, collaborators, transport agencies).
- It's very common in trucking industry that truck drivers spend most of their time in trips, moving and busy.
- It is very challenging to get them in optimum places.
- Also asking user to come at TL Services Points can't be a feasible solution and our wild guess we'll only get 5-8% users' information.



- It is also hard for TL employees to reach them personally. It is not efficient and also time consuming.
- Sometimes we get documents from users through courier delivery service. But in that case we're failing to verify the user in person.
- In some cases users don't have the required document with them.
- The trip Completion Rate (CR) is getting more challenging to control and the fraudulent cases are restricting our growth.

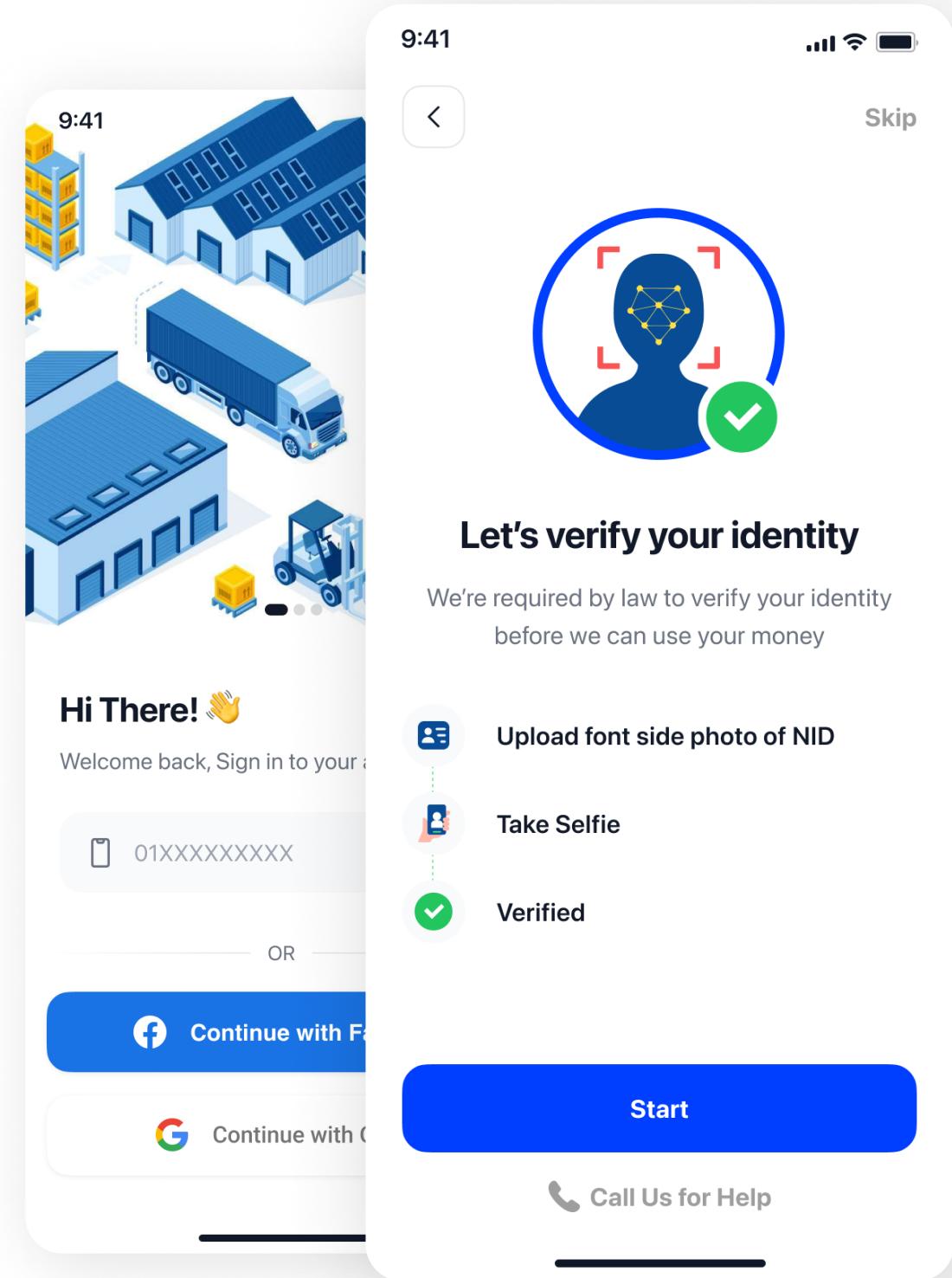


Approach

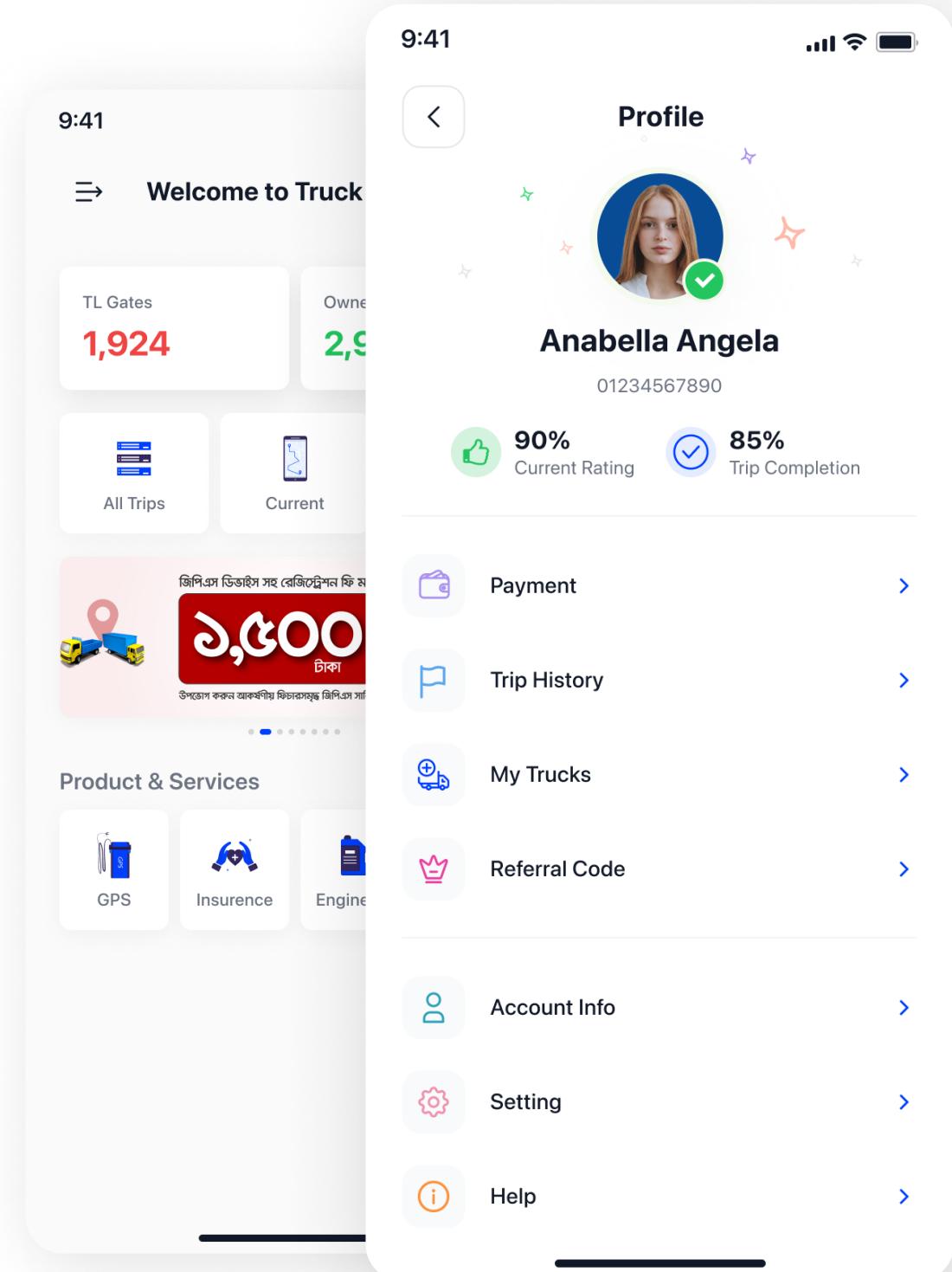
Thinking to the future, we wanted to create a system that simple, easy to use, functional and scalable solution to address the problems.

Our goal was to seamlessly display the experience if necessary, then guide the user back into the flow they originally were in. By collaborating closely as a team we were able to provide fallback solutions to our users.

- Truck Lagbe introduced KYS (Know Your Suppliers) programme. In this programme Truck Lagbe will comply with their supply partners.
- Ensuring the in person verification process we have to implement OCR (Optical character recognition) and WebRTC (real-time communications).

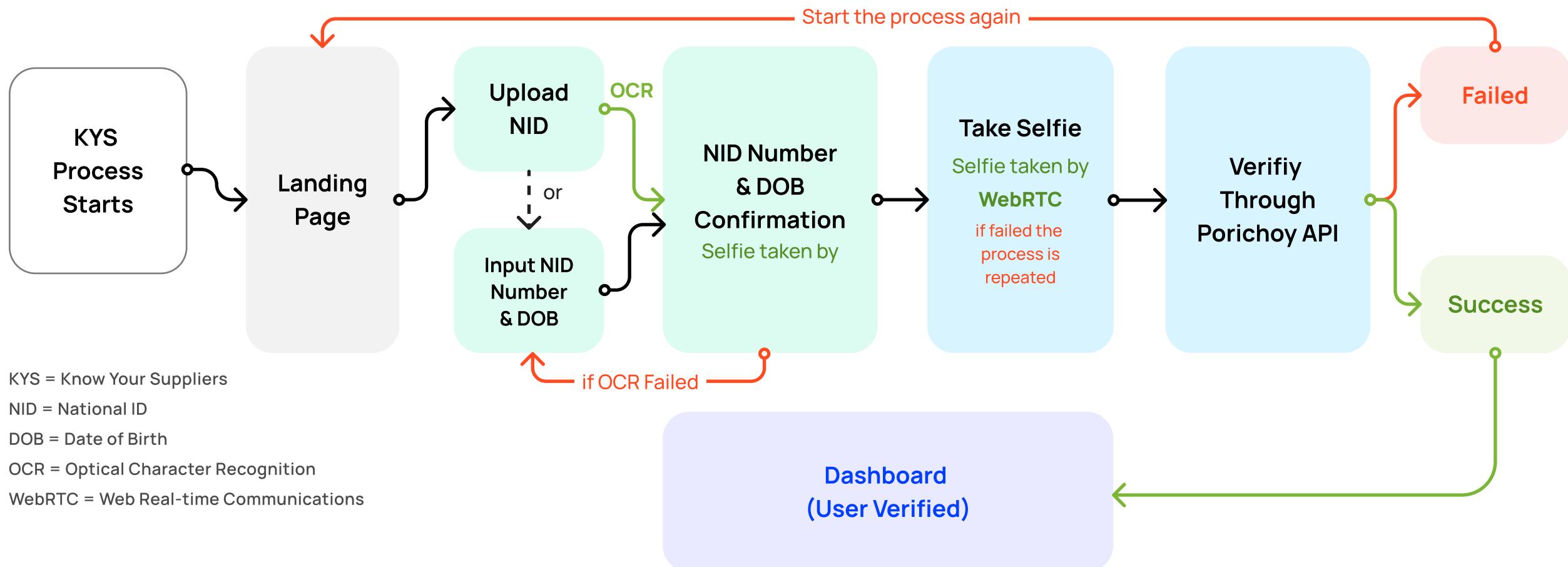


- OCR is implemented to collect the data from image
- Web RTC is a tool to develop video liveness ID verification SDK (software development kit)
- To verify the supply partners we'll use an API service from Porichoy.com (a government service to verify National ID).
- It is our concern to keep our customer happy.



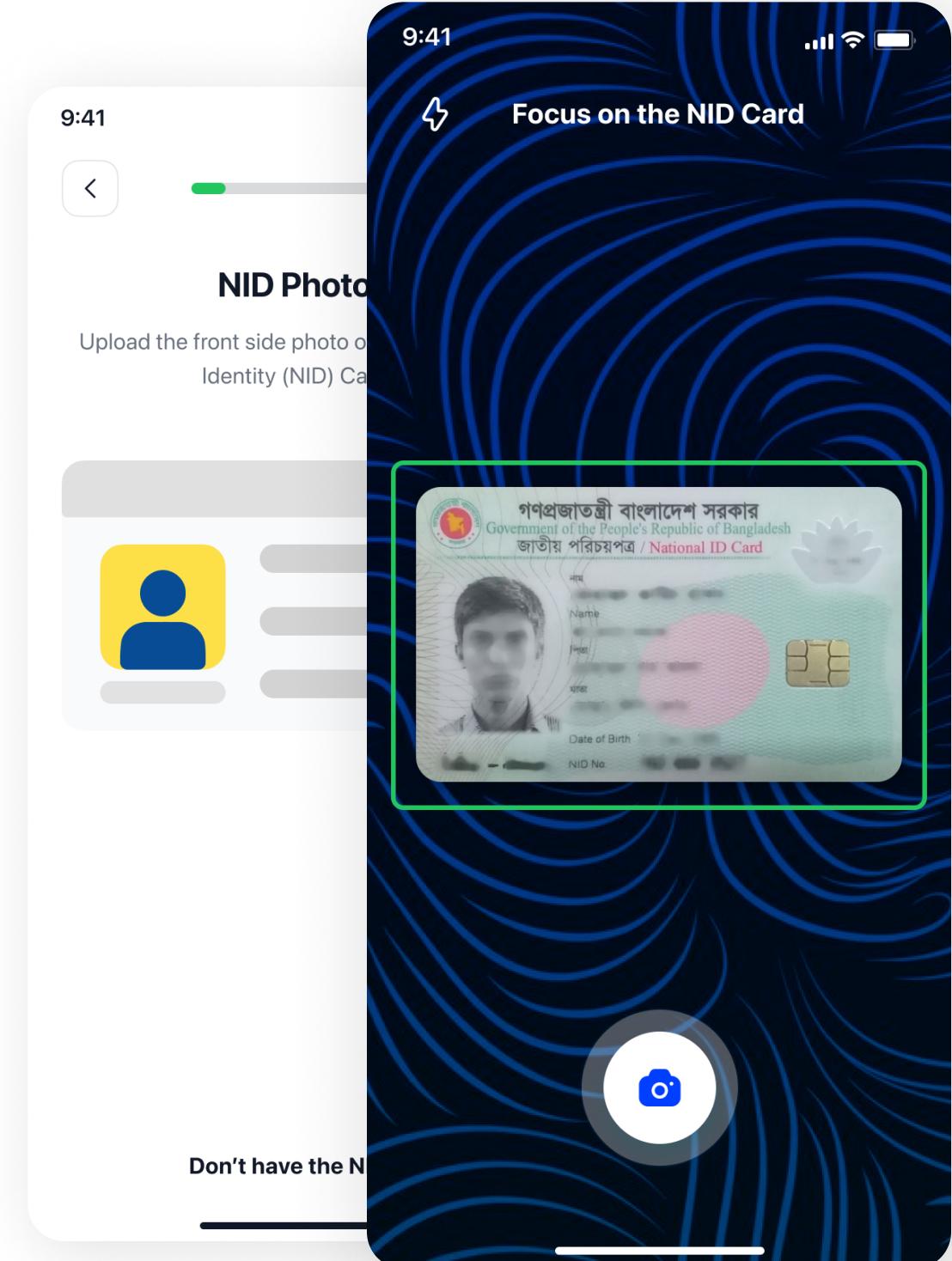
The KYS Process

We'll use a 3rd party Bangladesh Goverment authorised service through out the process.



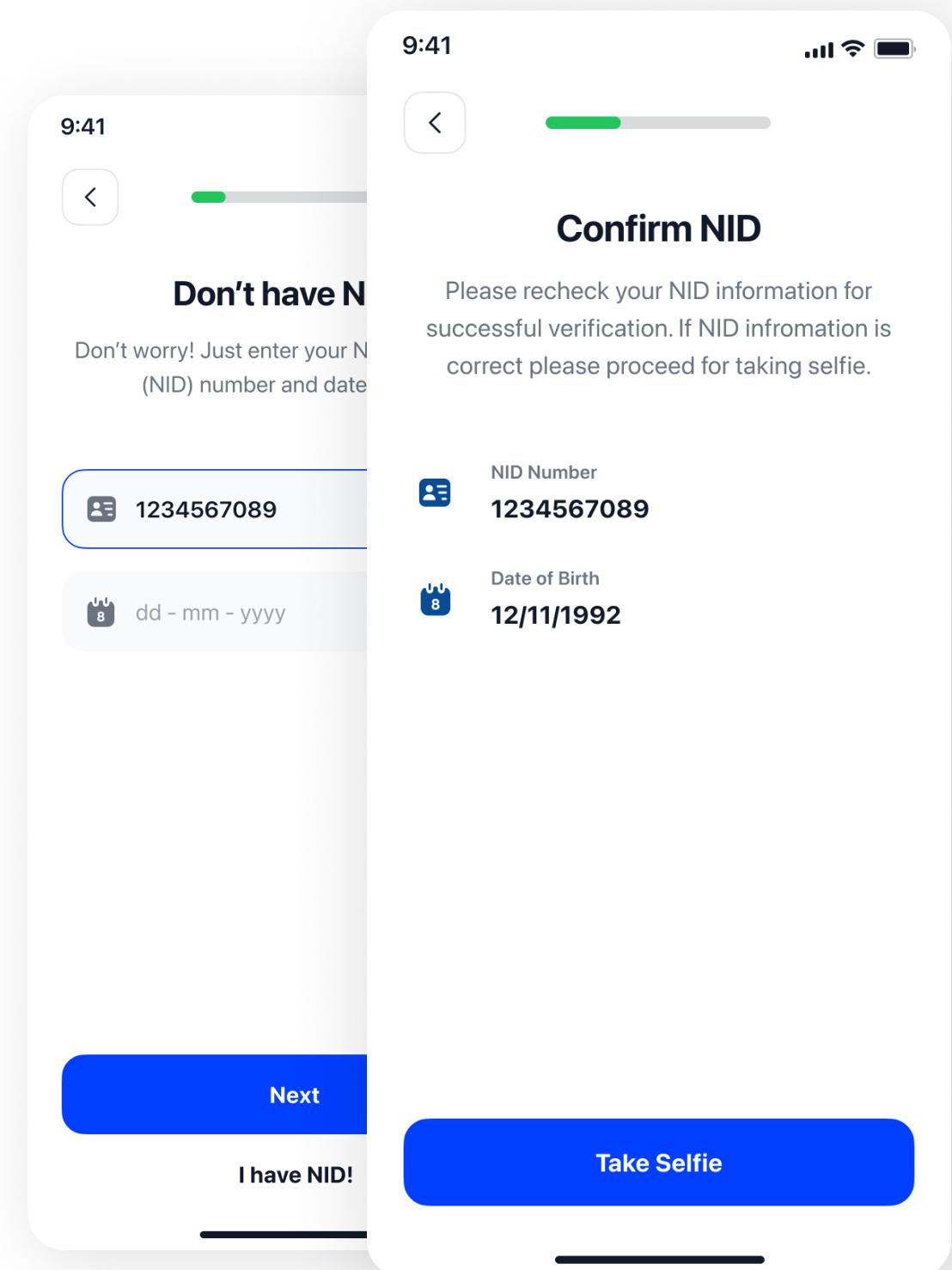
Method 1: Document Scan

The process of collecting and validating a National ID, we asked our driver to upload a photo of NID Front side. We provided an interface for taking a photo, OCR will help us to collect necessary data from it. Then WebRTC will help us to capture the selfie and validate the information from Porichoy API. If the document is valid user gets verified instantly.



Method 2: Document Information Entry

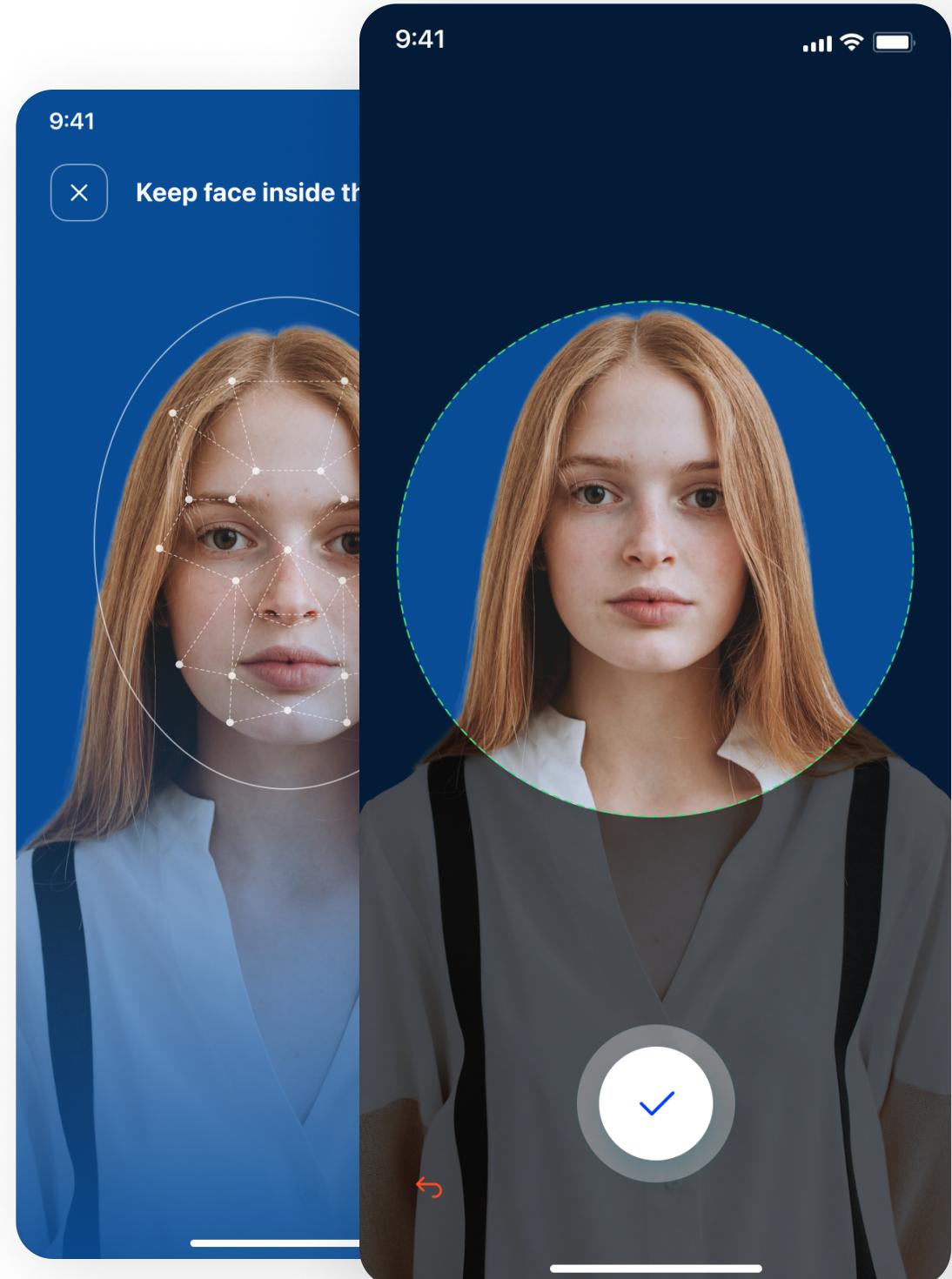
Sometimes the users don't have the National ID physically. We provided an interface for entering National ID information and then WebRTC will help them to take the selfie and validate the information from Porichoy API. If the document is valid user gets verified instantly.



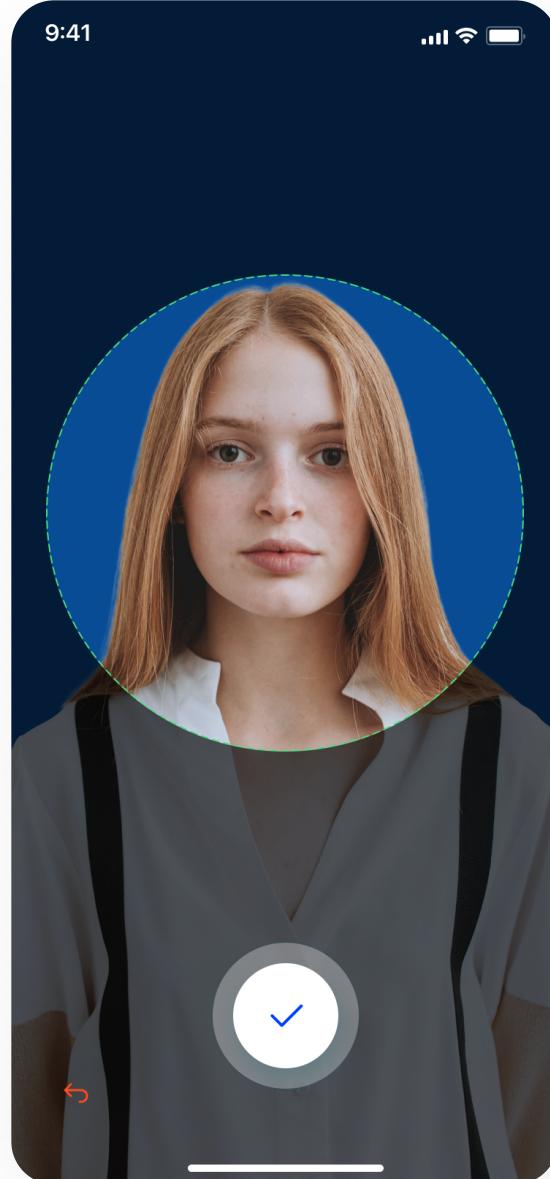
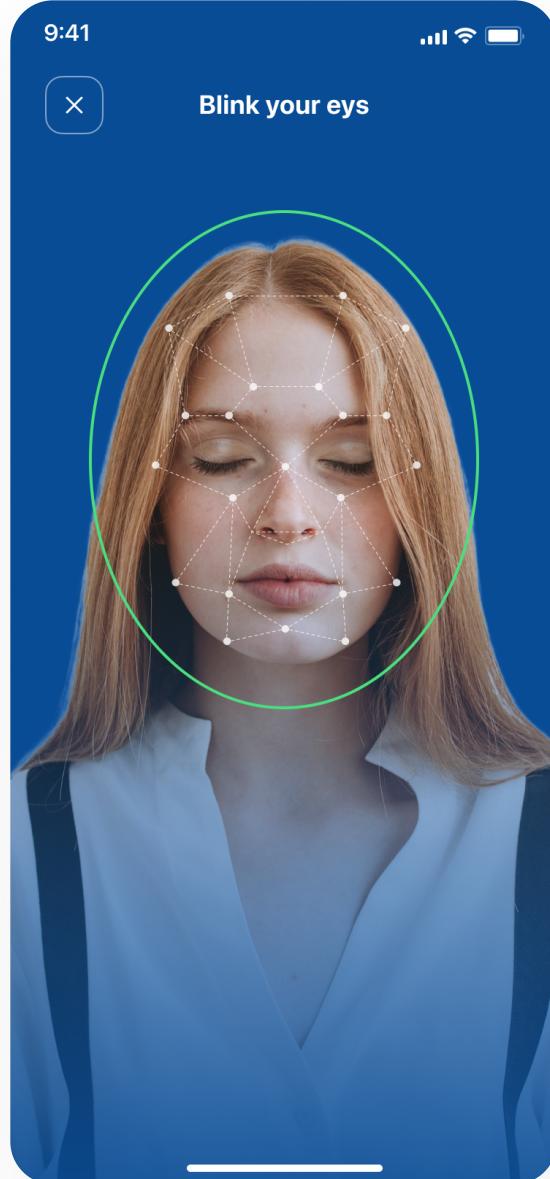
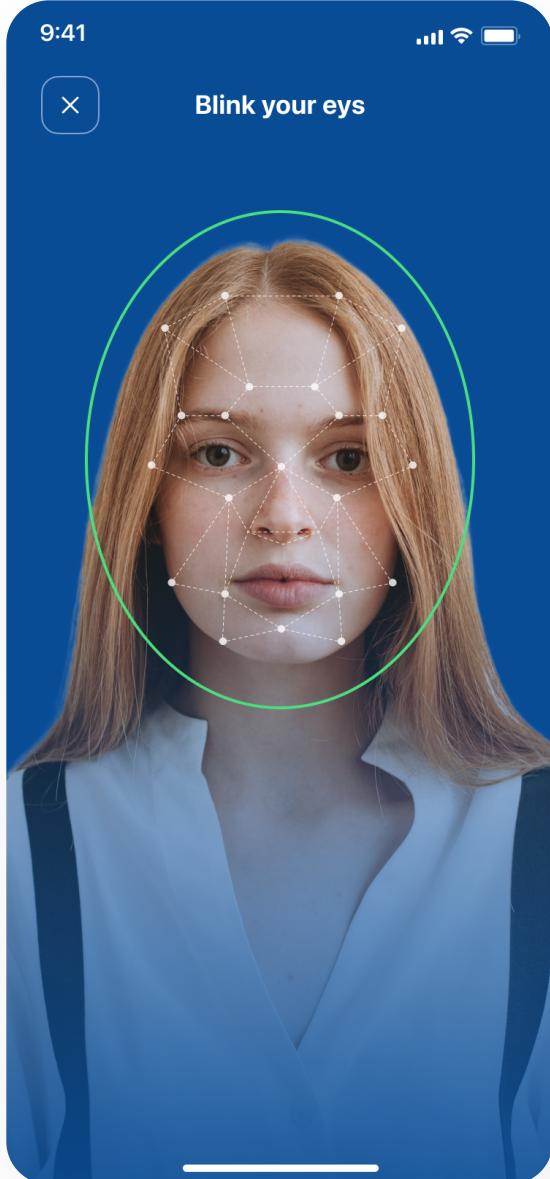
WebRTC for Taking Selfie

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 devices 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.

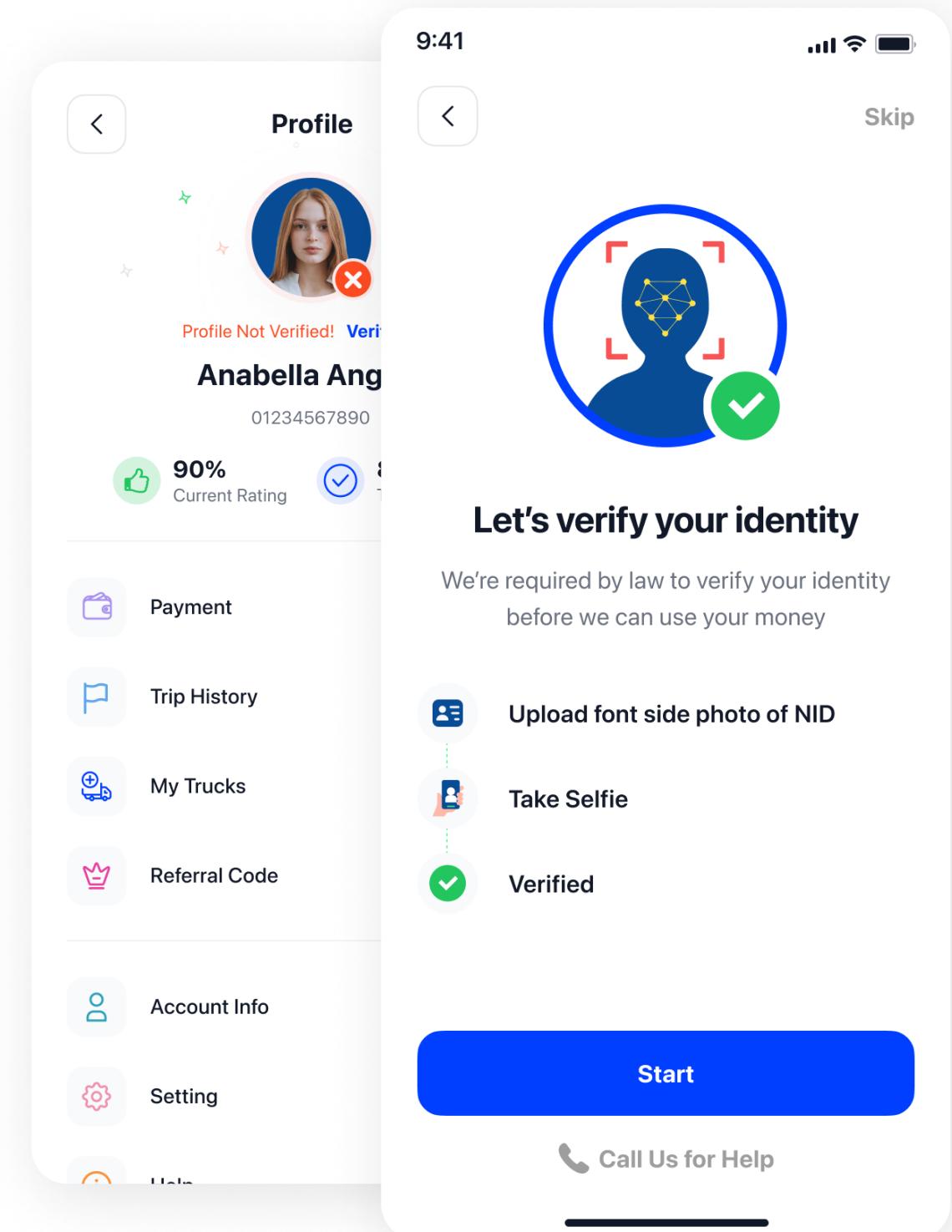


WebRTC for Taking Selfie



Method 3: Contact with Support

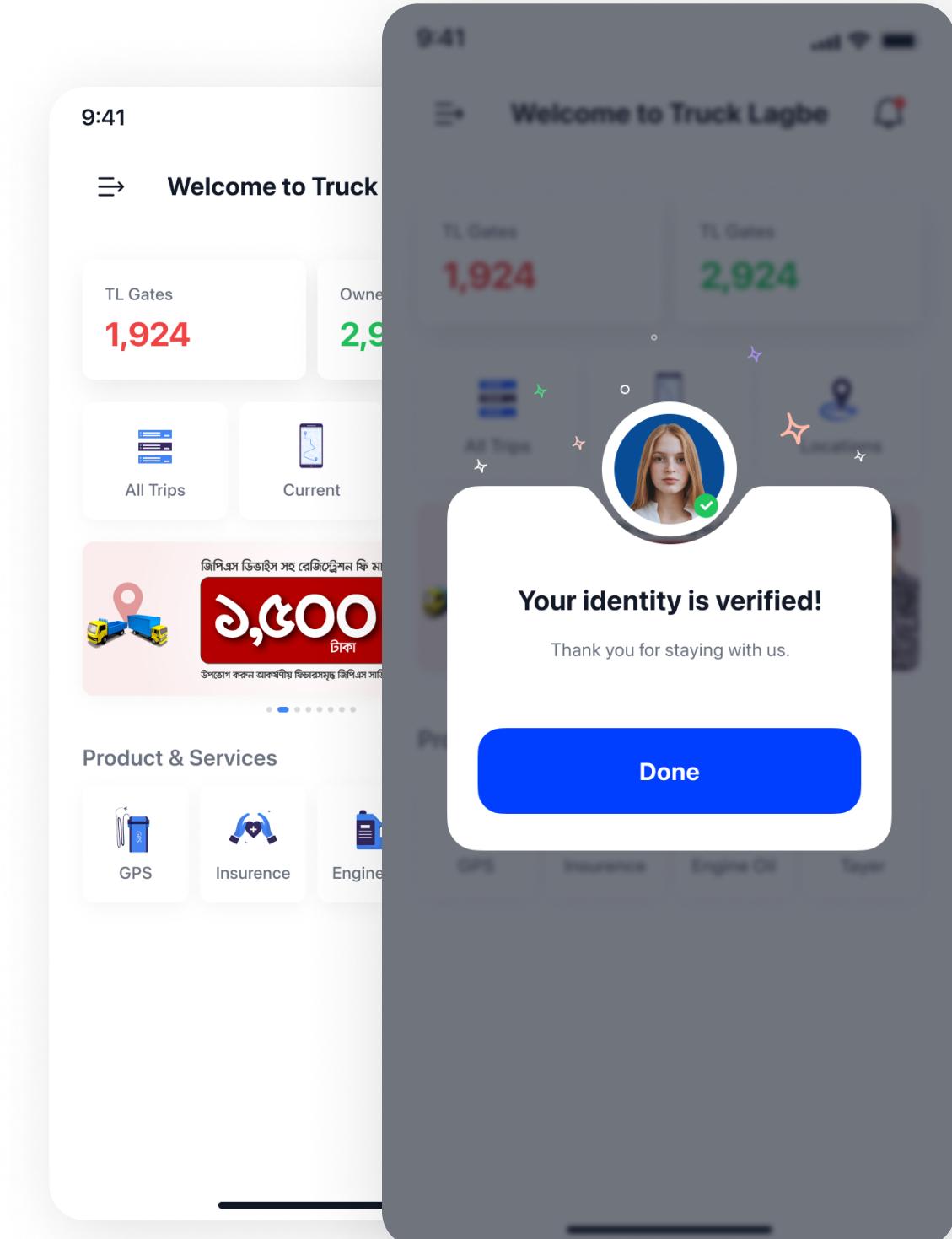
If the users don't have NID or access to internet, they can visit TL Points to verify them manually. They can also call our TL Helpline personalise help.

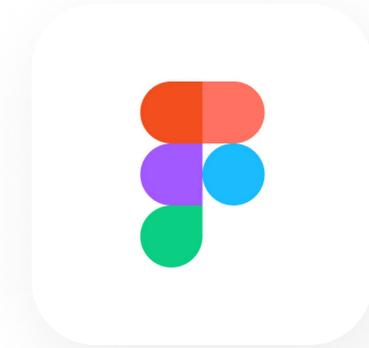
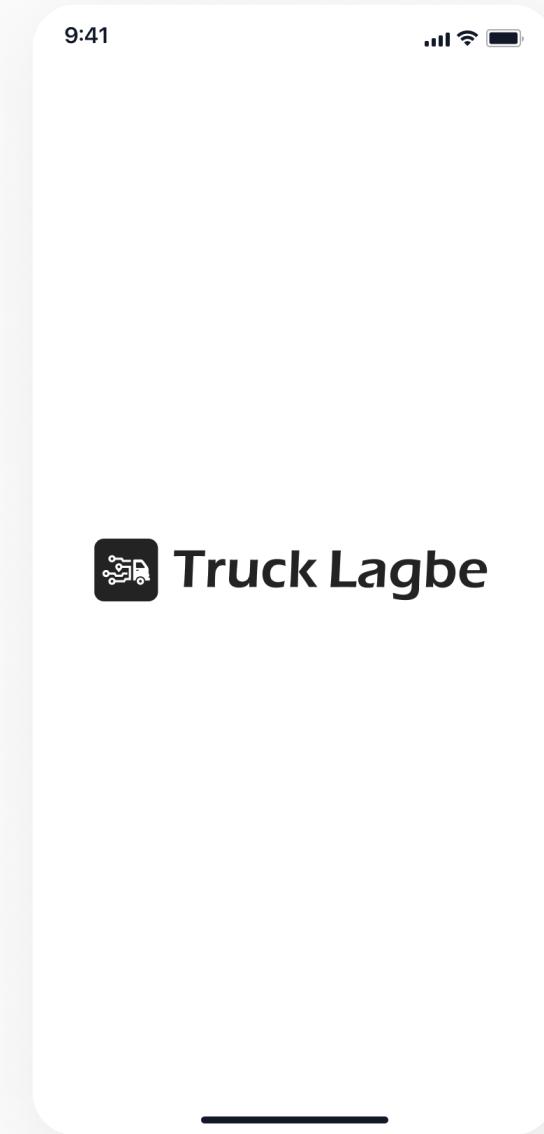


Identity Verified!

After following the KYS process, we have verified our valued supply partners. We followed the compliance rules of Bangladesh Government. It helps to gain not only our customers trust, as well as make our service more compliant. It also attract more investors.

- KYS Programme helps us to **automate the verification process** and make more **efficient our operations**.
- We've automatically re-verified around **70% of our existing supply partners**.
- The fraudulent cases **reduced to around 30%**.
- The trip Completion Rate (CR) **increased by 35%** .

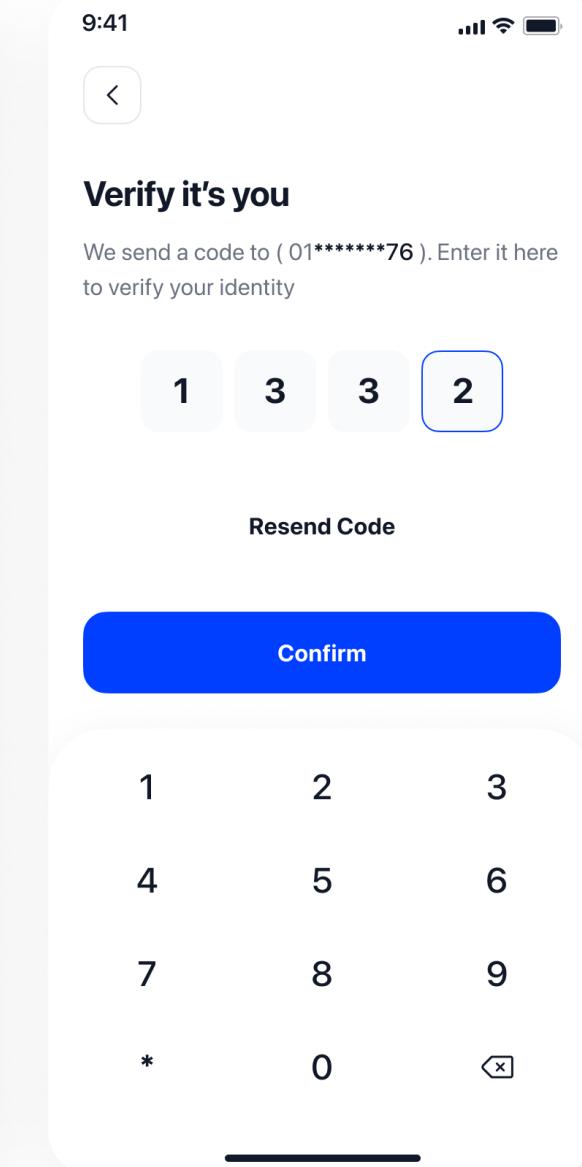
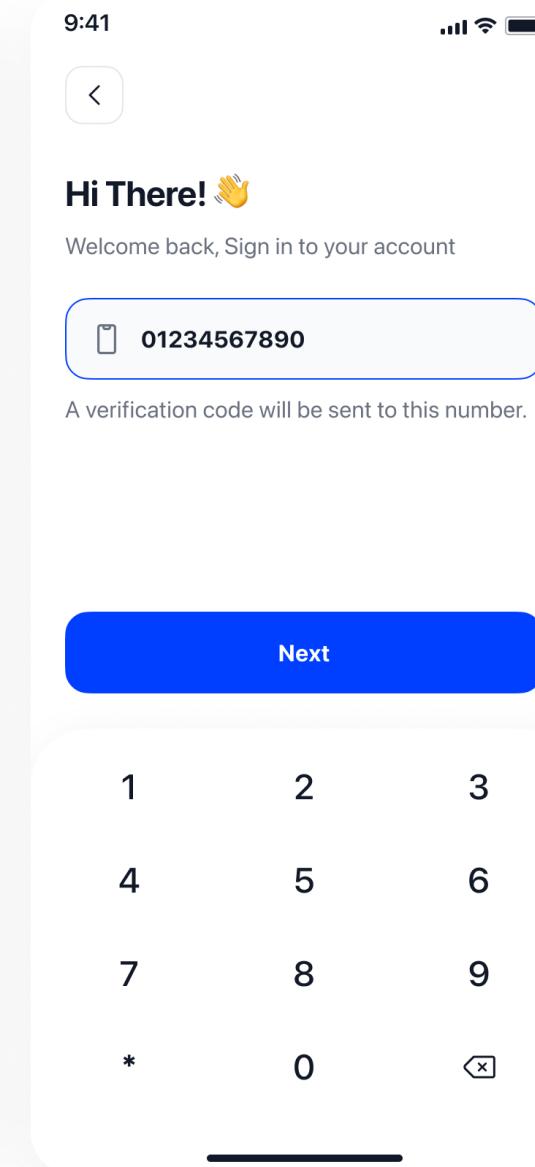
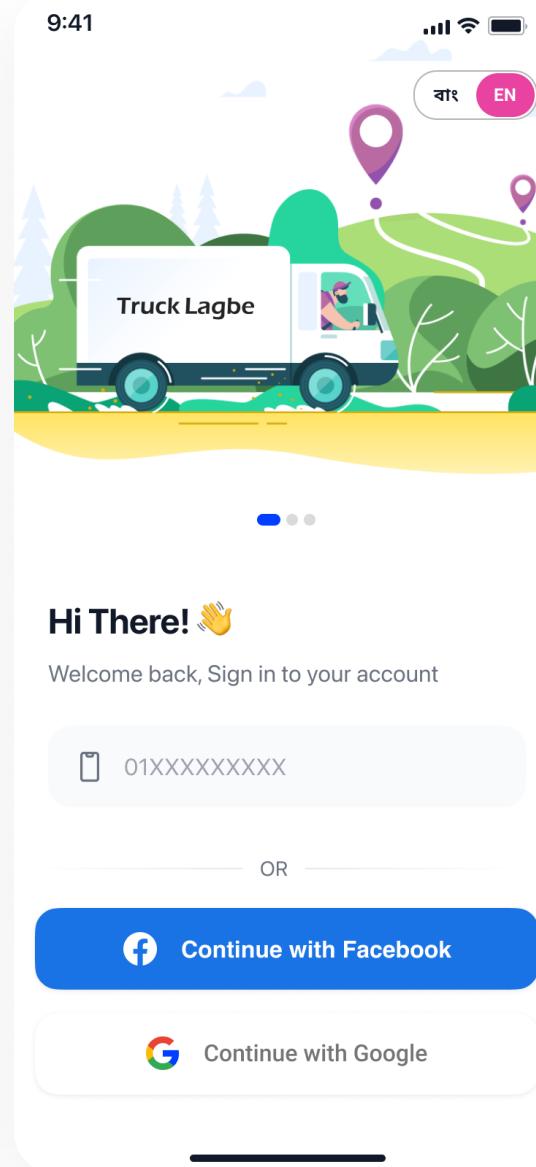




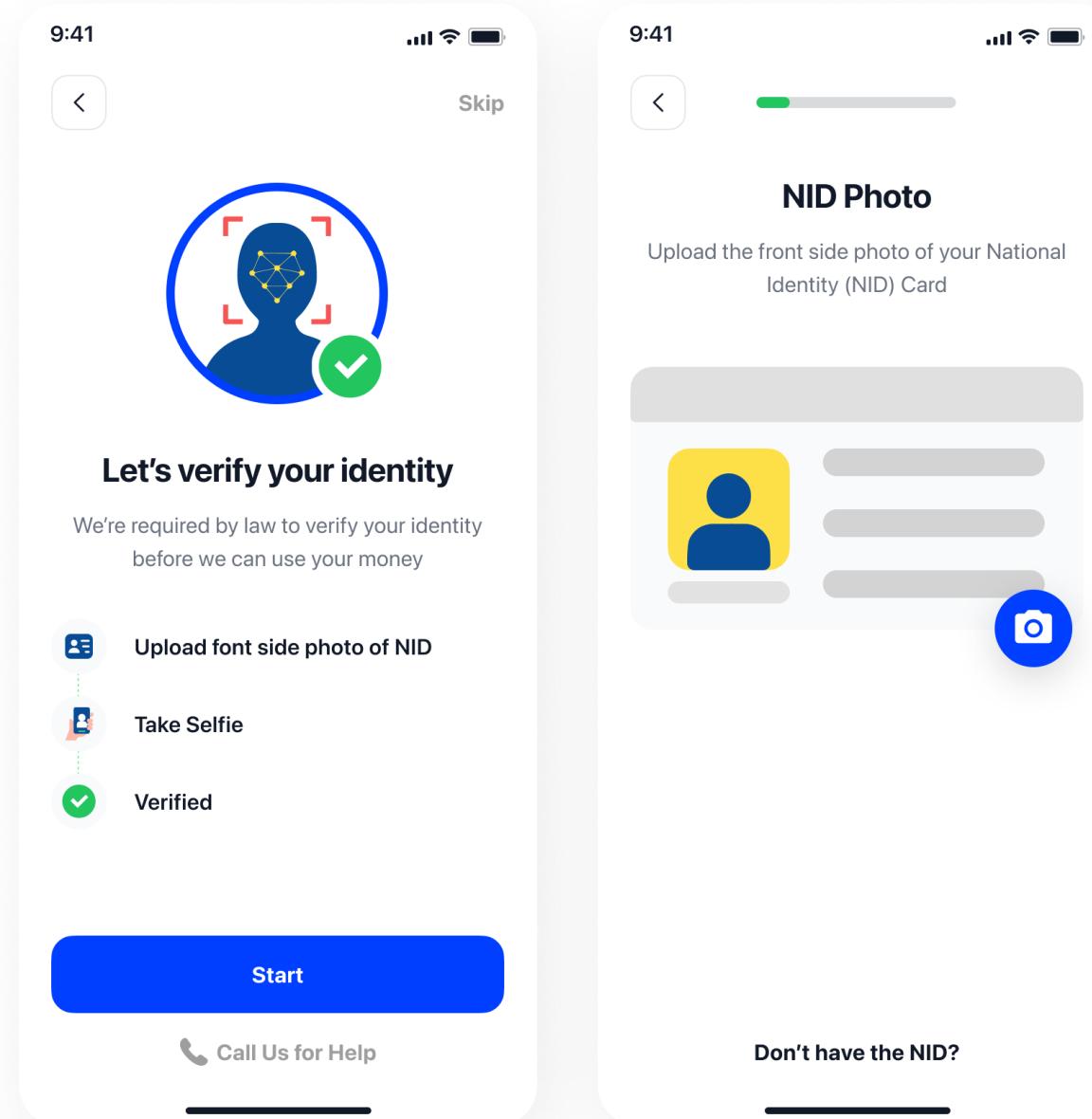
Design Prototype

[Click Here](#)

User Interface (login)



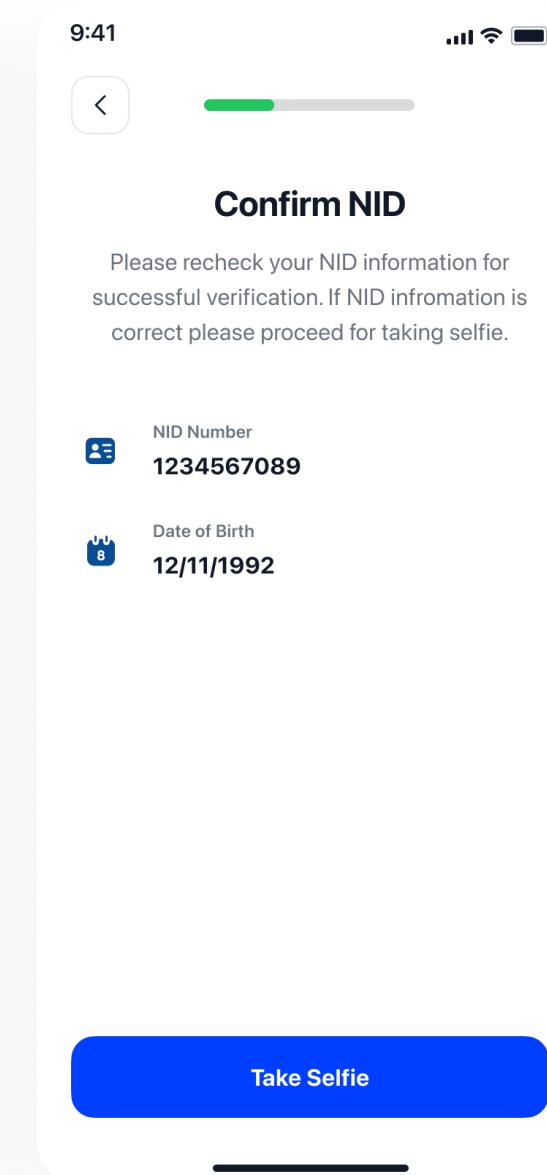
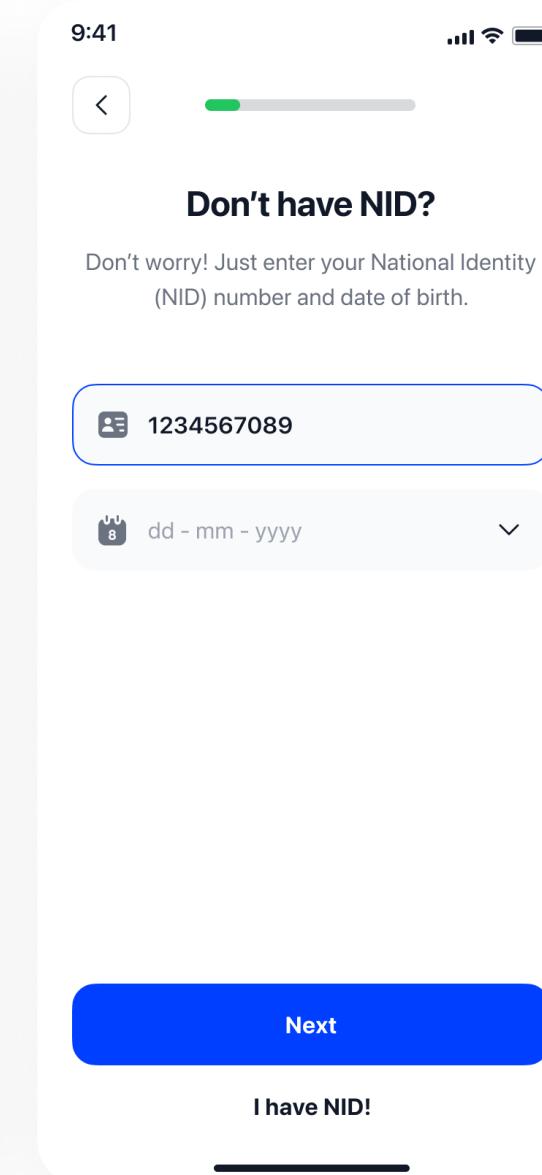
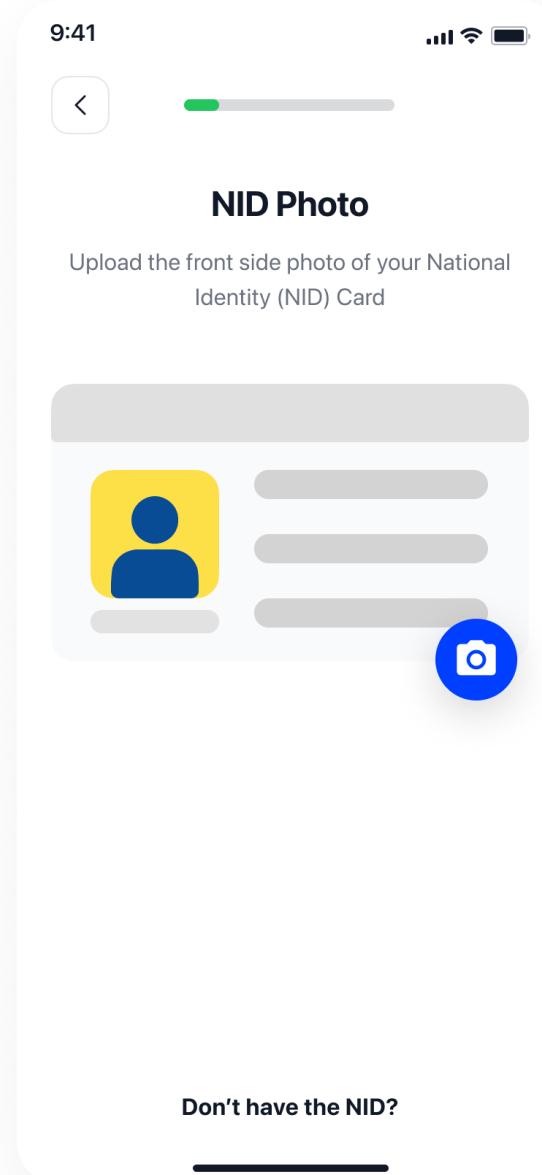
User Interface (Verification Process)



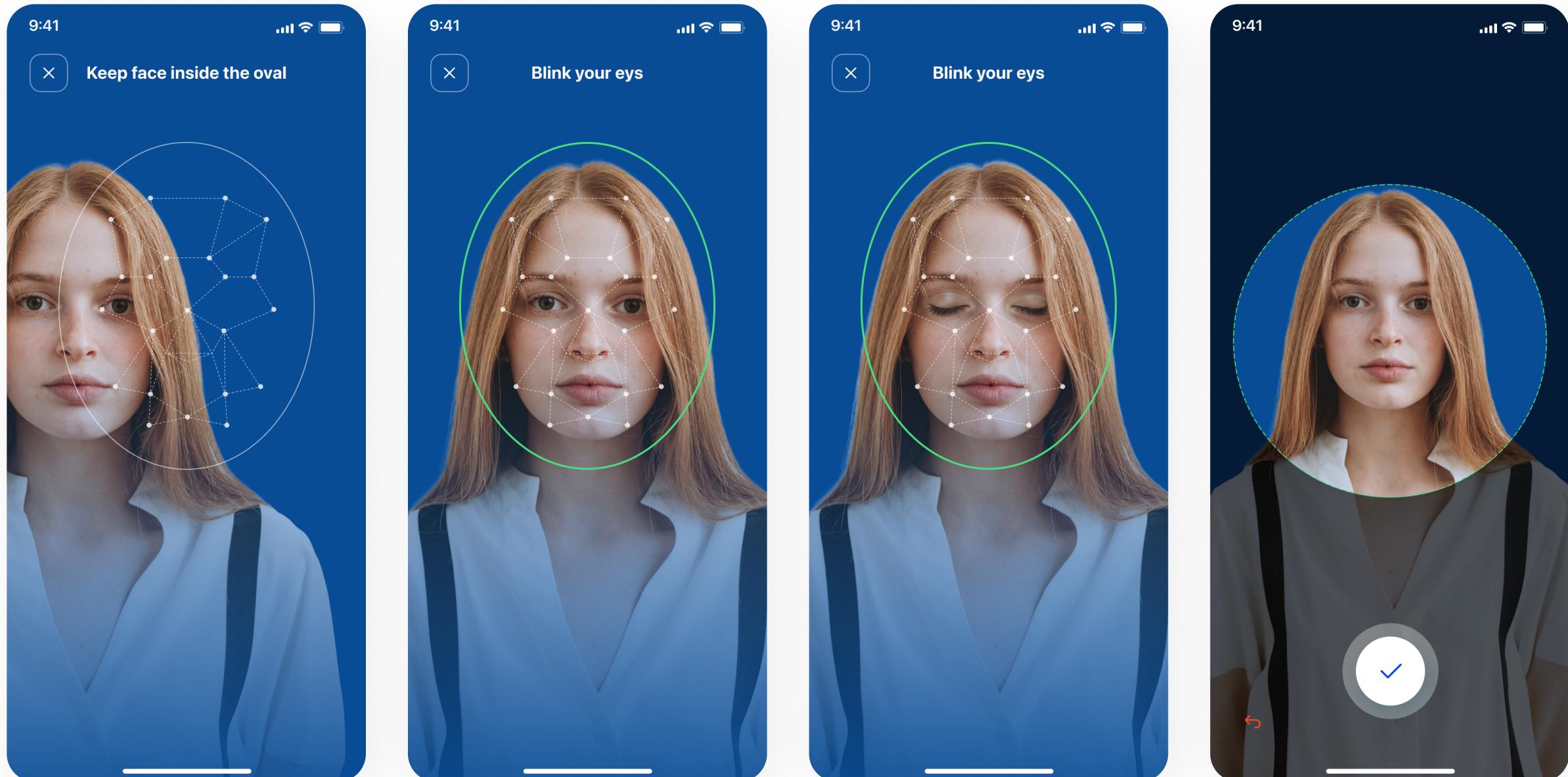
User Interface (Verification: Upload NID)



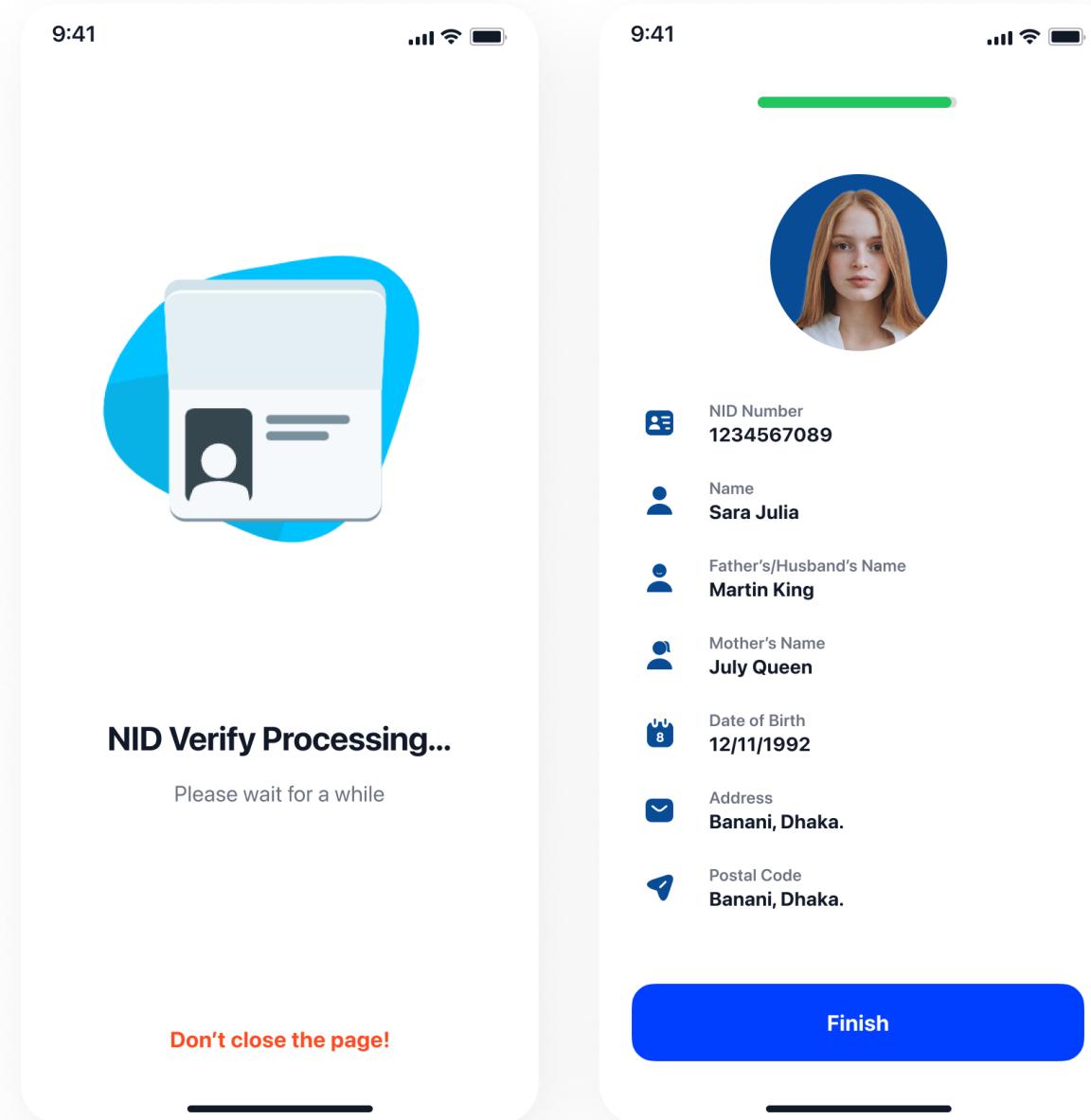
User Interface (Verification: Entry NID Info)



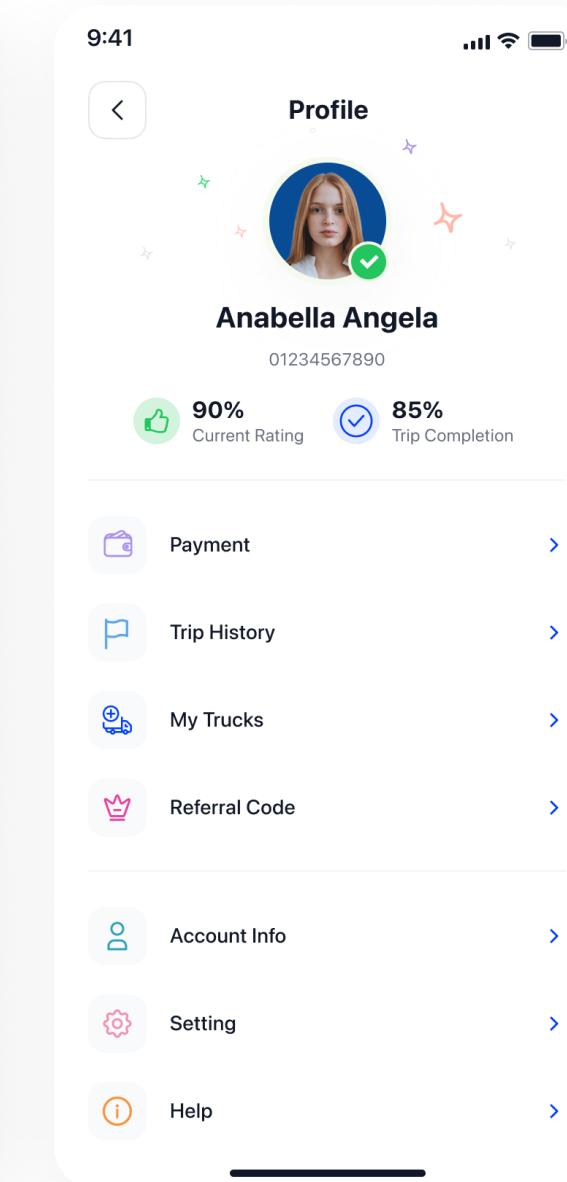
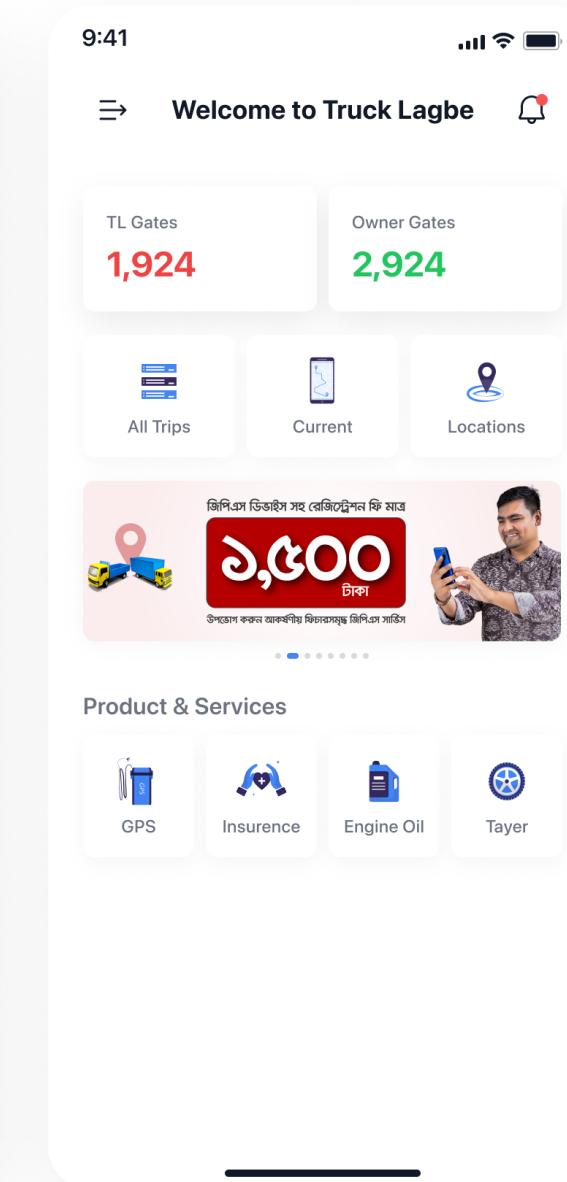
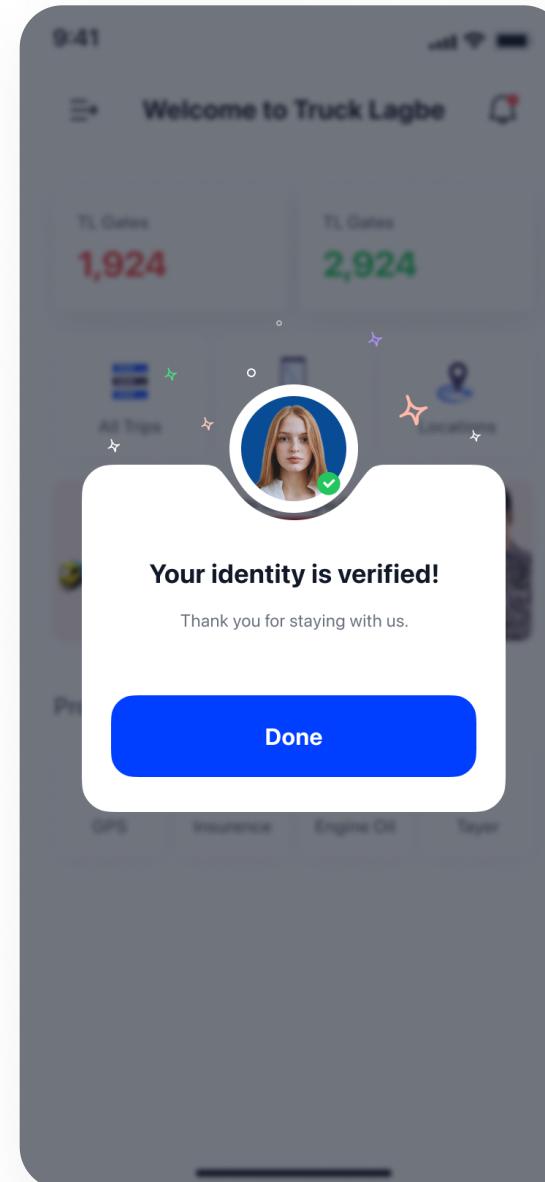
User Interface (Verification: Taking Selfie)



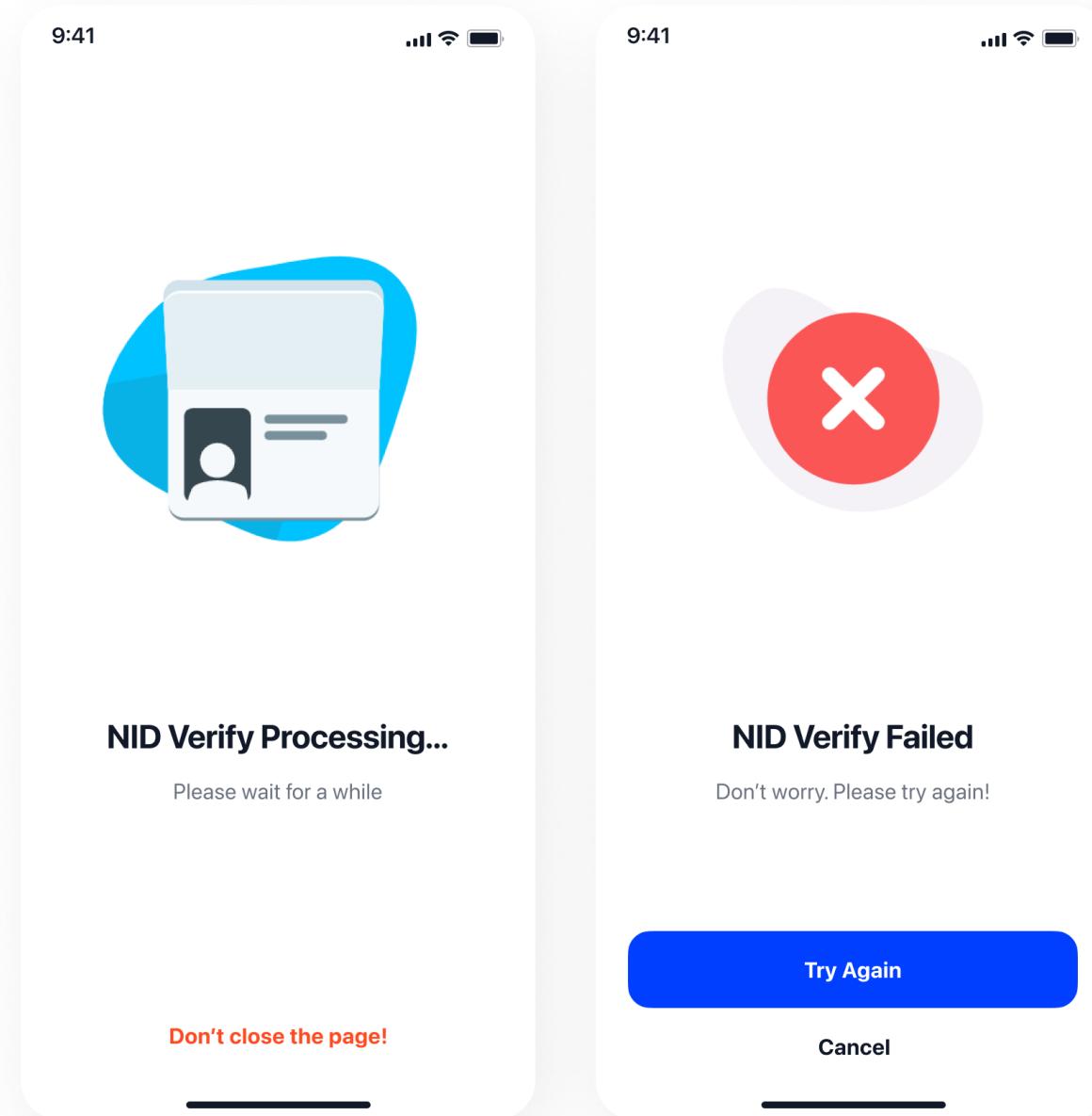
User Interface (Verification: Matching Info)



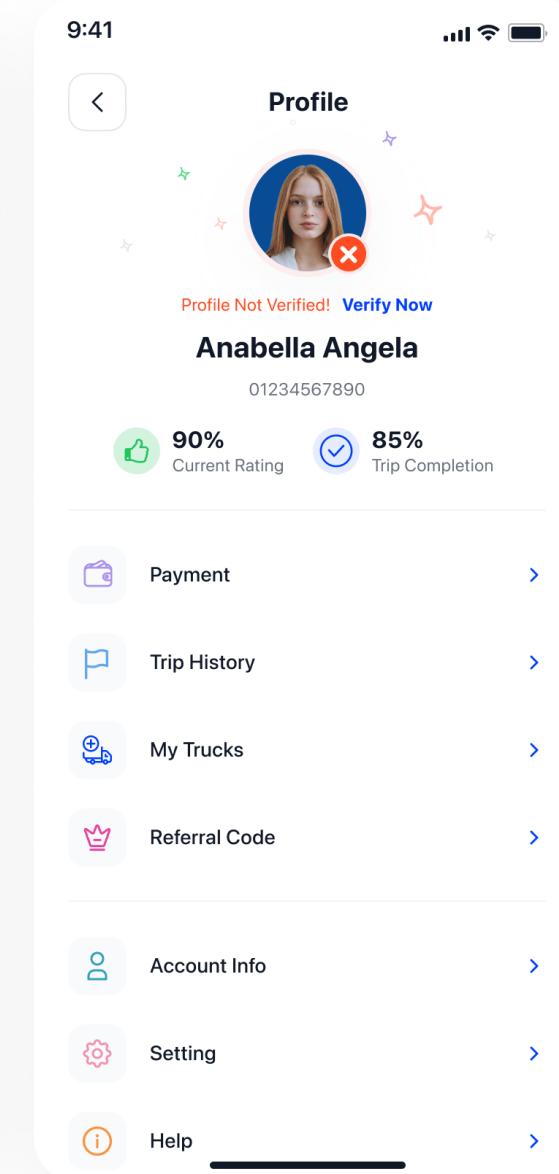
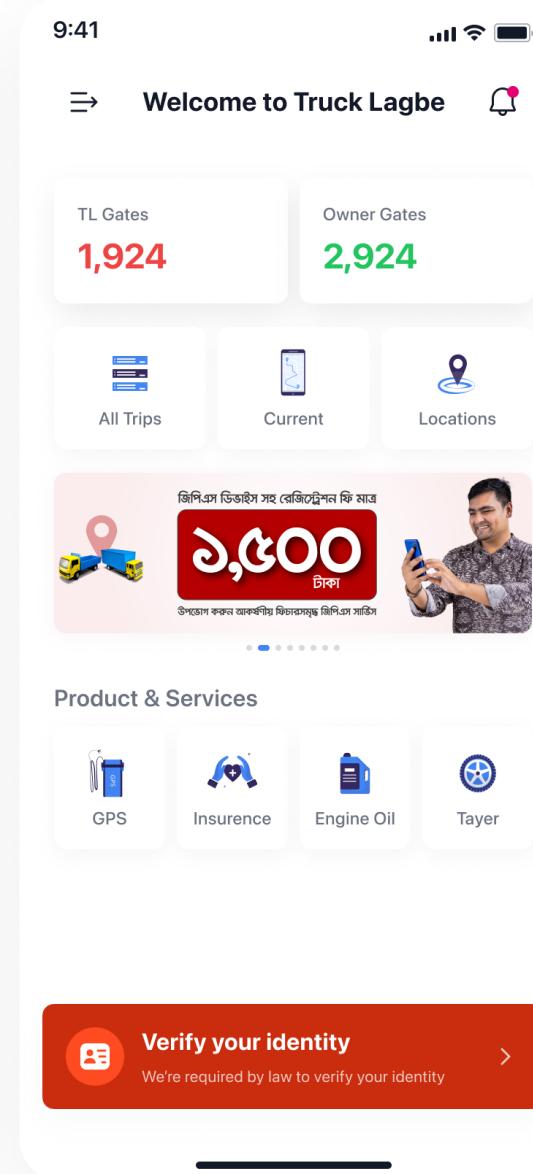
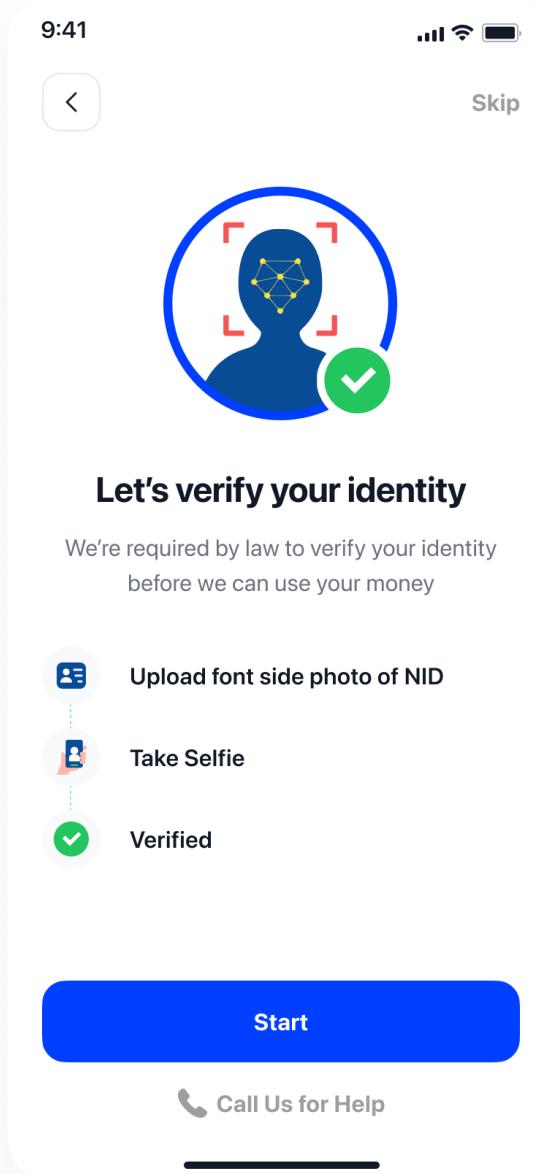
User Interface (Verification: Successful)



User Interface (Verification: Failed)



User Interface (skipped/ existing user)



Thank you

Feel free to reach me

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