



<https://anamoulrouf.com>

Anamoul Rouf

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About Me

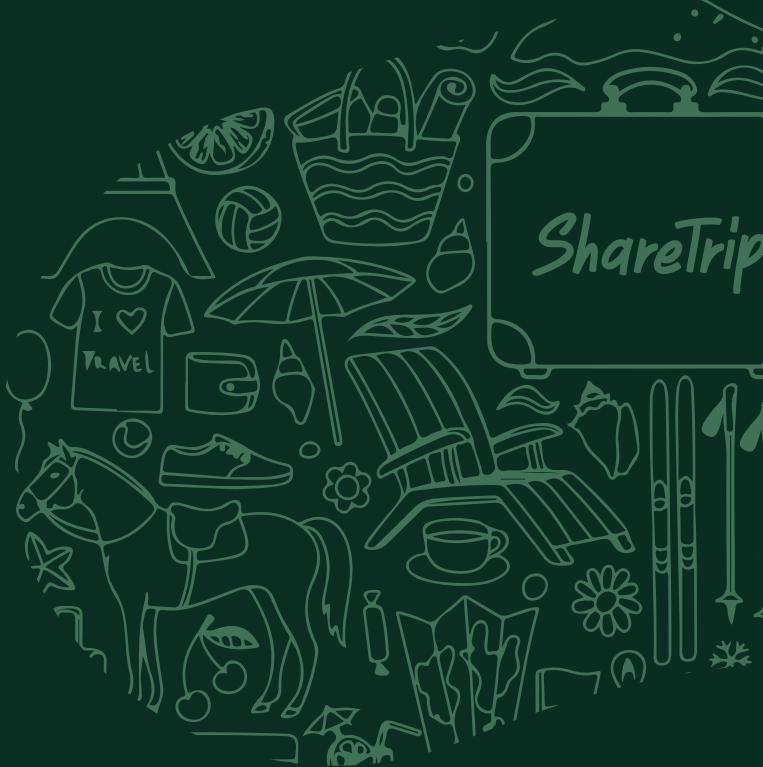
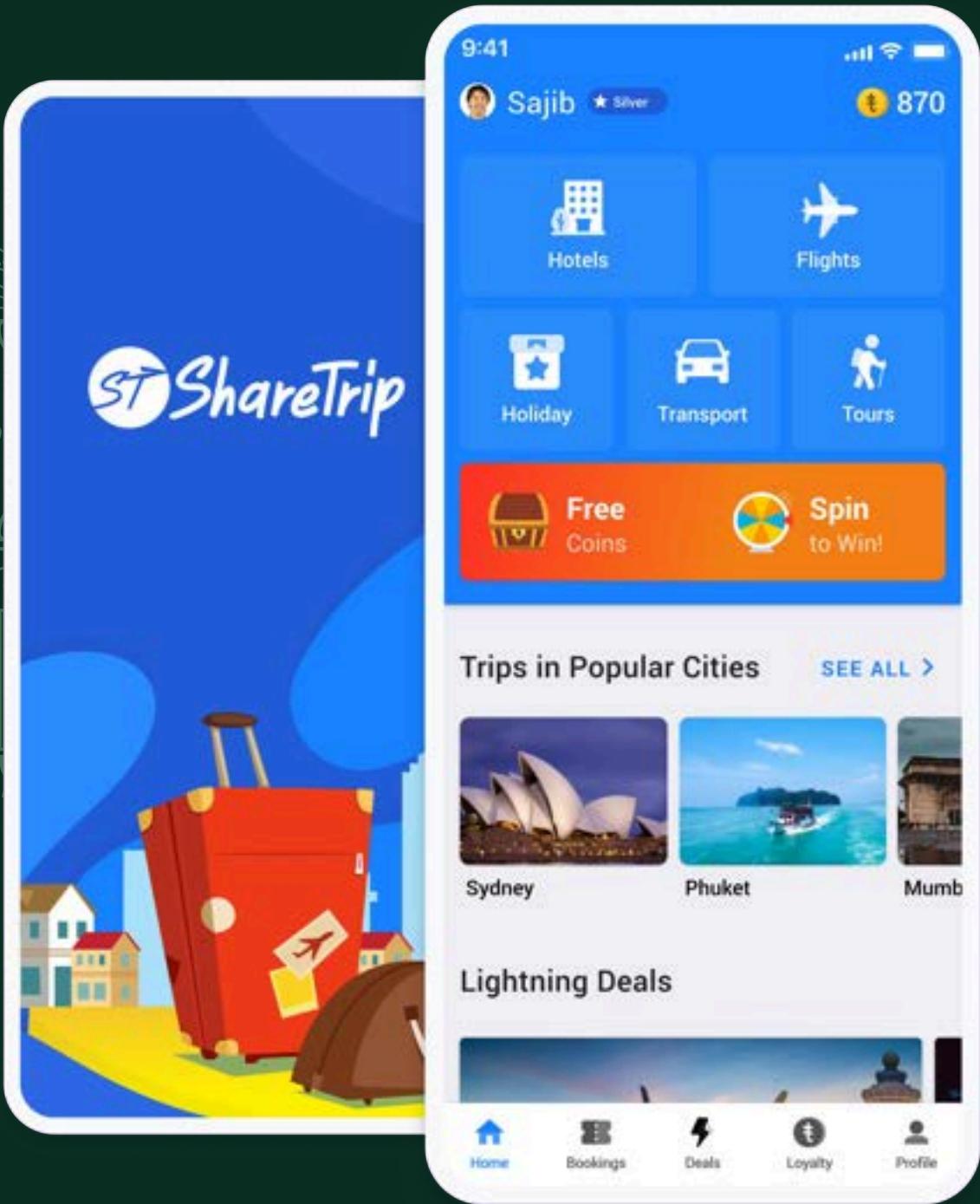
Profile

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:





My Journey to

ShareTrip

I led the most talented team of 5+ designers and designed functional and useable products for the current 2M+ & future billion users through the **2 mobile apps, 1 B2B portal, 1 admin portal and 1 SAAS platform.**

- Collaborated & coordinated with engineers, and other stakeholders, created a seamless and intuitive booking experience with about 86% success rate.
- Facilitated the team in developing and maintaining the design system, implementing the design process to increase team productivity by around 25%.

The products I've worked for ShareTrip





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%.



Process

Design Thinking & Lean UX Design

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

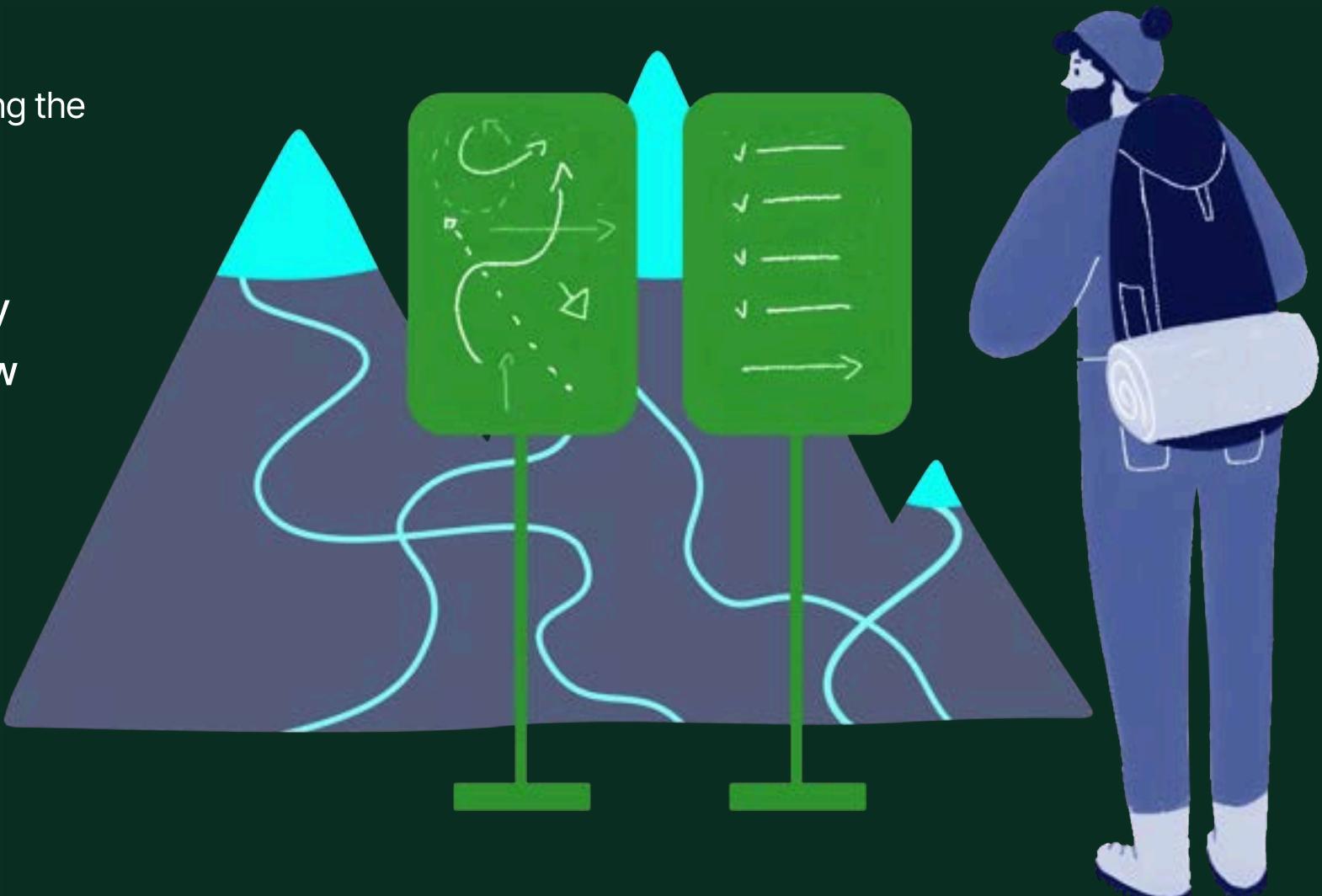


Understand

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?



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 insights from the answers of those questions were interesting.



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

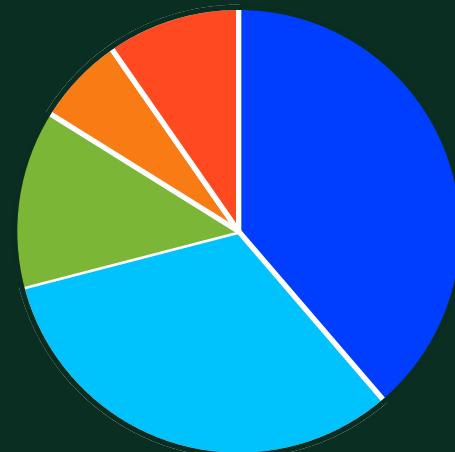
Age Groups



- 20-29 (40%)
- 30-39 (16.7%)
- 40-45 (23.3%)
- 46-59 (13.3%)
- 50-55 (6.7%)

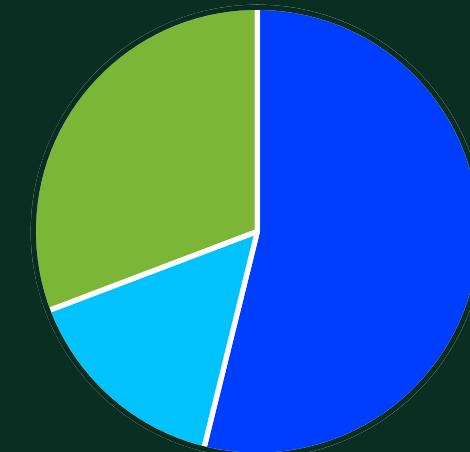
Participants varied in age which played a factor in some of the research results from the answers given

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%)

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.

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%)
- Clarity in information (100%)

Goal

- Find cheapest flight 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 much 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.

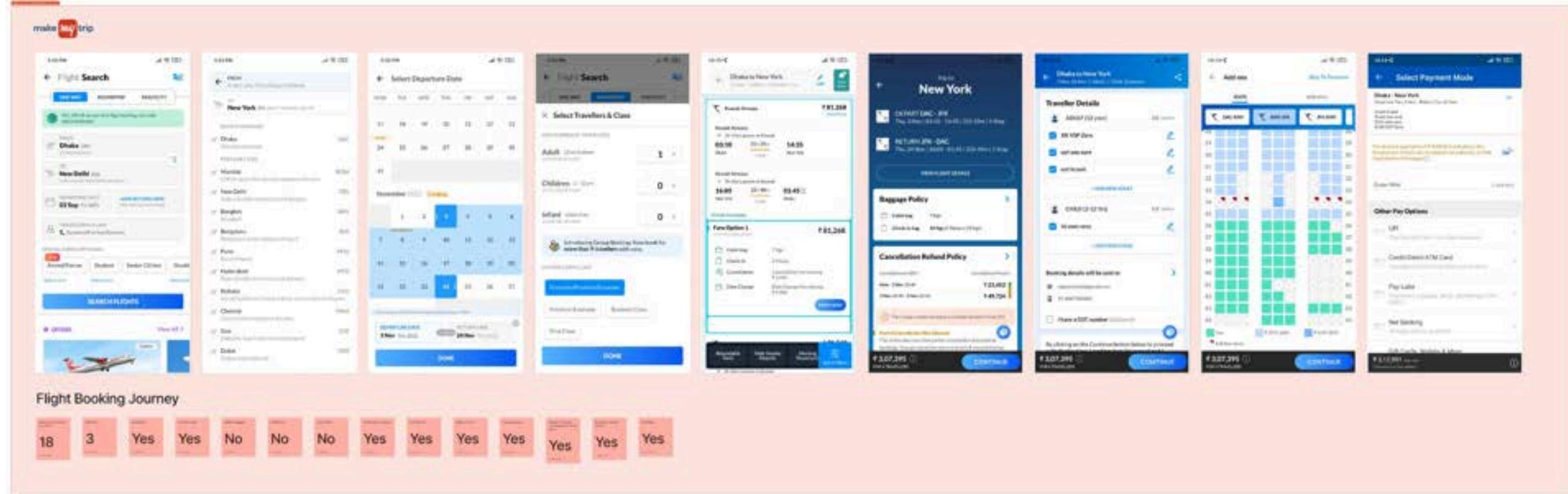
Competitors Analysis

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

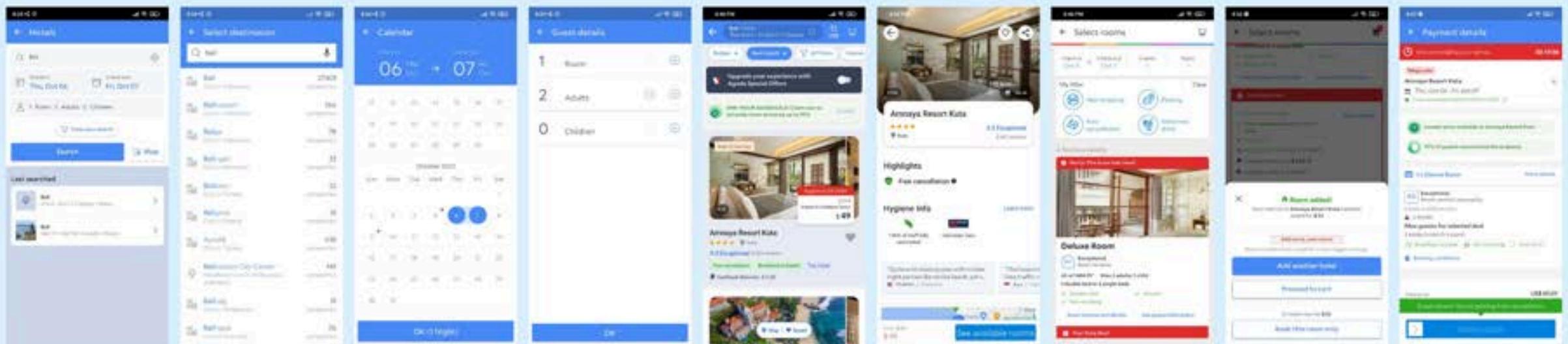
I explored their booking journey flow through platforms and visited Google Playstore, Appstore, and social media pages to know about their users.

[Learn More](#)





ogoda



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 · November 5, 2014

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.

10 people found this review helpful

Did you find this helpful? Yes No

A Google user · September 22, 2014

Horrific. The MMF travel plan is just horrific. 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 travel every day and will clean up the points if no booking is done frequently.

5 people found this review helpful

Did you find this helpful? Yes No

MakeMyTrip—Hotel, Flight, ITC Authorised Partner · September 23, 2014

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, 2014

For few months I have not been able to book through MM. Also membership plan subscription could not be made. MM does not accept any of my cards and requires 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, ITC Authorised Partner · November 14, 2014

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 13, 2014

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 an 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.

11 people found this review helpful

Did you find this helpful? Yes No

MakeMyTrip—Hotel, Flight, ITC Authorised Partner · December 15, 2014

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, 2014

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 is 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 29, 2014

Lousy experience. Went to book a 2 night's stay at one hotel, when I got to the property, they said my booking was not registered on their system. Additionally, they claimed that agoda had not been paying the clients payment since 2010. Please correct me if this is not the case, and process your bookings properly as your app says. This is so frustrating!

1 people found this review helpful

Did you find this helpful? Yes No

agoda.com · June 29, 2014

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 agospoorter@agoda.com. We will look into it. Regards, Jat

Chris L · April 15, 2014

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 as 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 a search. No Agoda. Time for you to be deleted.

14 people found this review helpful

Did you find this helpful? Yes No

agoda.com · November 27, 2014

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

A Google user · December 13, 2014

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 wouldn't make the change. I called Agoda hotline at 8pm but nobody attended to me till half an hour. Called again at 8pm 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, 2014

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

A Google user · December 13, 2014

I booked a few times using this app and it was ok the rooms always look bigger than what they are. I can't cancel a booking on the app alone even though it was booked just a few days ago. I have to go to the website and cancel it. I didn't particularly like talking to Singapore customer service. They were not very helpful. I am not a fan of their 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 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.

14 people found this review helpful

Did you find this helpful? Yes No

agoda.com · November 12, 2014

I booked a few times using this app and it was ok the rooms always look bigger than what they are. I can't cancel a booking on the app alone even though it was booked just a few days ago. I have to go to the website and cancel it. I didn't particularly like talking to Singapore customer service. They were not very helpful. I am not a fan of their 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 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.

14 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, 2014

App would get 3 stars but the booking "assistant" is just terrible. Instead of directly messaging the hotels you have to write to this stupid, inefficient assistant that forwards your message. Sometimes it doesn't work at all. Sometimes you wait 5 minutes until it does. 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 10 mins until a the message get forwarded. XAD, processing must go faster.

10 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 10, 2014

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 that 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.

144 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 21, 2014

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 17, 2014

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, convenient and concise in the hotel descriptions. Everything you need to plan a trip is on this website. I wouldn't know what to do without it!

19 people found this review helpful

Did you find this helpful? Yes No

A Google user · December 17, 2014

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 hostels so results are still saturated with dorms meaning the price on the front screen is not representative 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. Shrine as booking was always my go to app and still is.

160 people found this review helpful

Did you find this helpful? Yes No

A Google user · November 14, 2014

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 at 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.

1 people found this review helpful

Did you find this helpful? Yes No

A Google user · November 21, 2014

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

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**.



Product Feature Roadmap

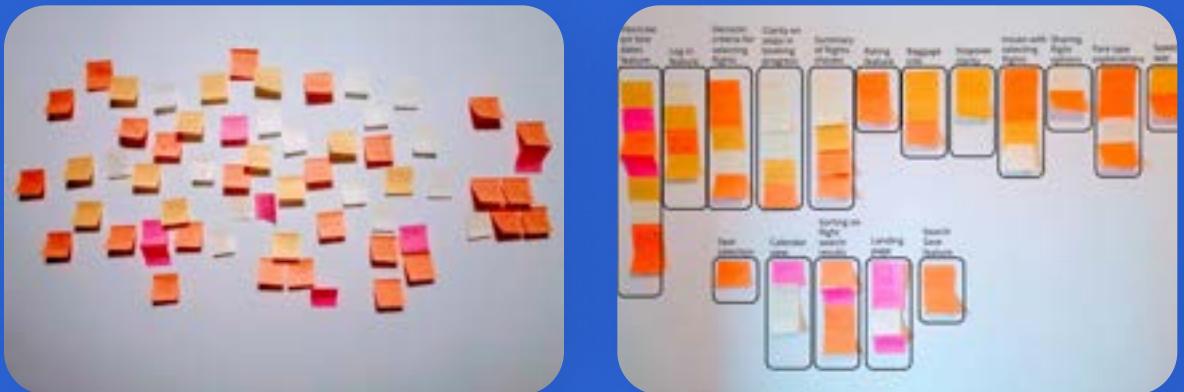
I put together a product feature roadmap of the features needed and a priority list based on our goals and objectives.

Must Have:

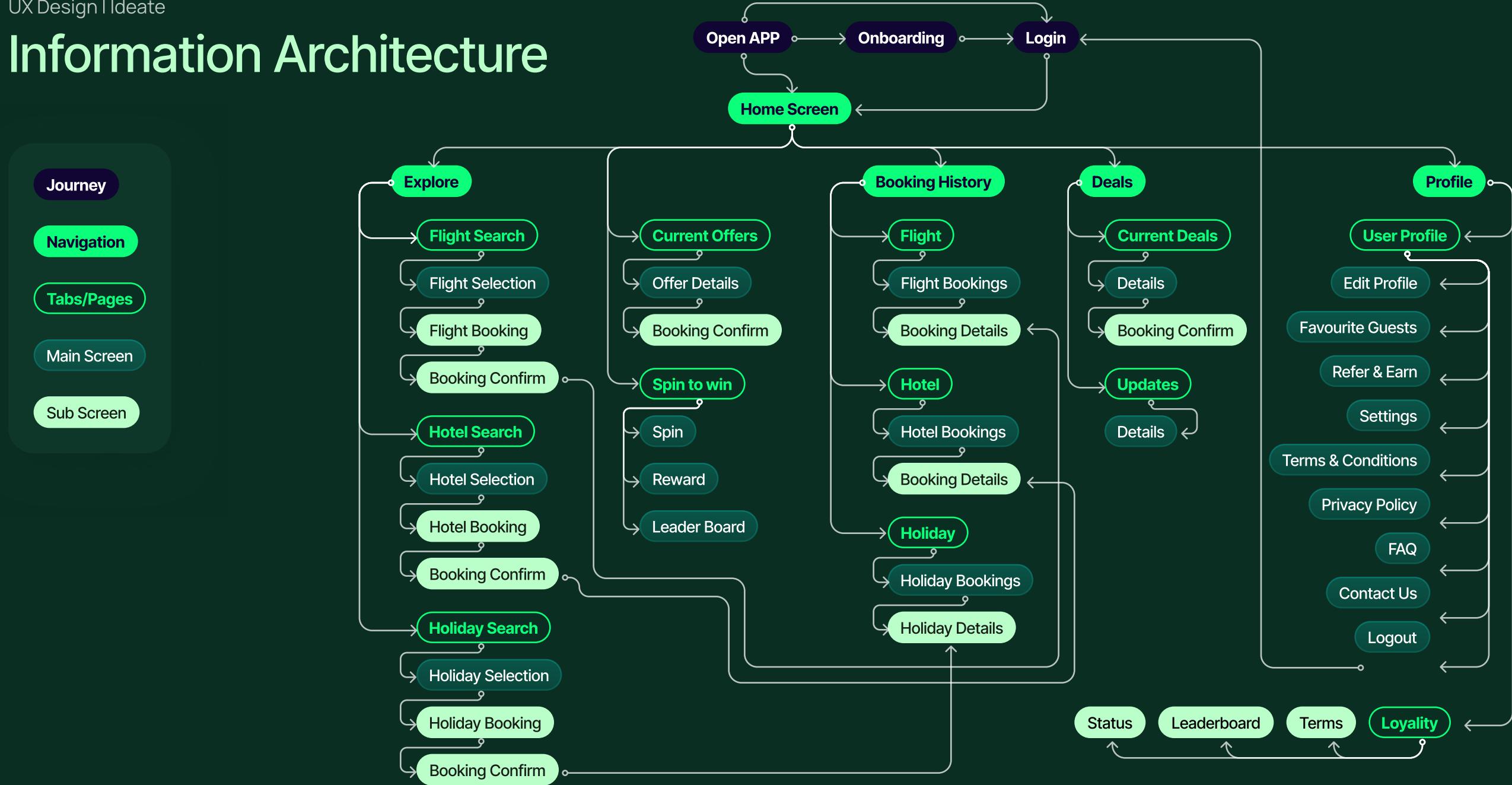
- Users should be able to do flight bookings.
- Users should be able to do hotel bookings.
- Users should be able to manage flight & hotel bookings.
- Users should be able to manage their profile.
- Users should be able to play games & earn TripCoins.
- Users should be able to redeem TripCoins as discount.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

Nice to Have:

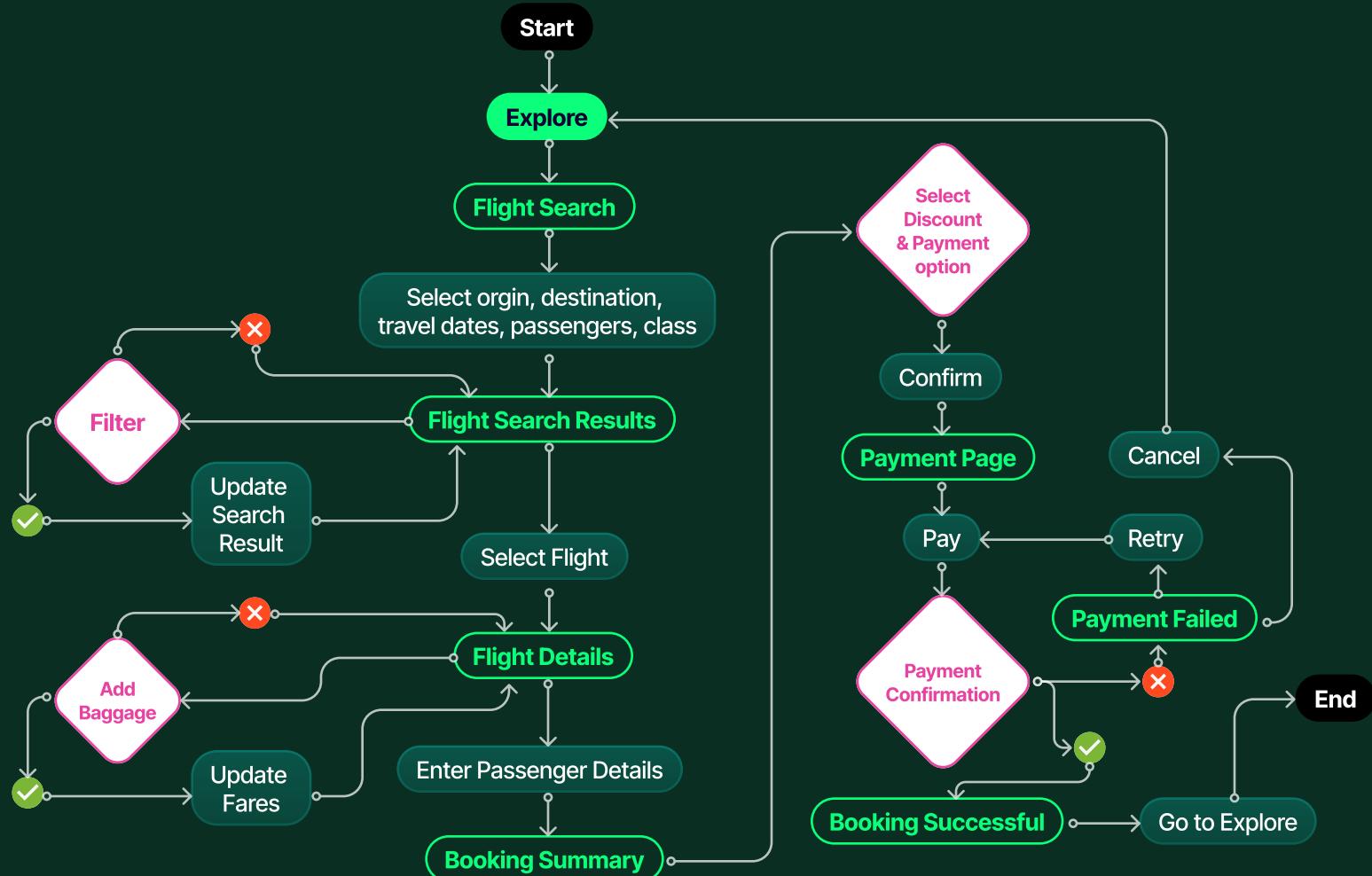
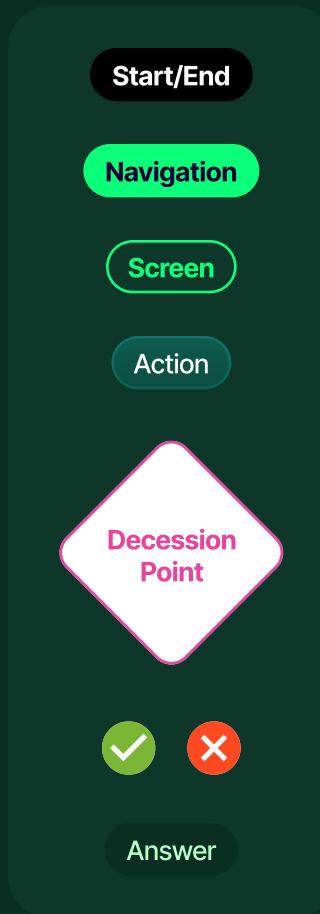
- Live Chat with customer care.
 - Available seats, add extra baggage, seat selection, meal selection during flight bookings.
 - Special request, room request during hotel bookings.
 - Payment form after the booking is accepted.
- ... and more.



Information Architecture

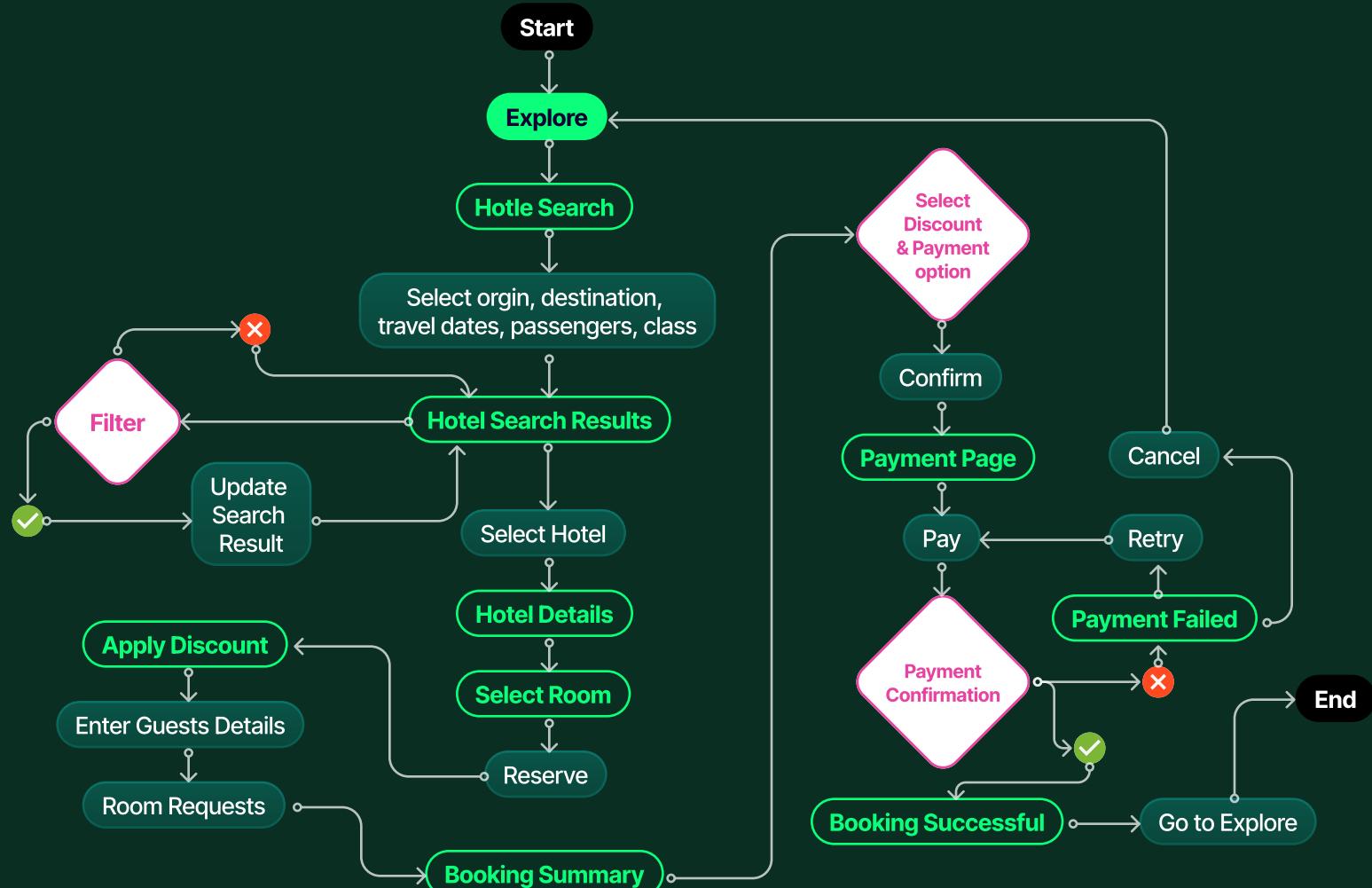


User Flow Map



Flight Booking User Flow

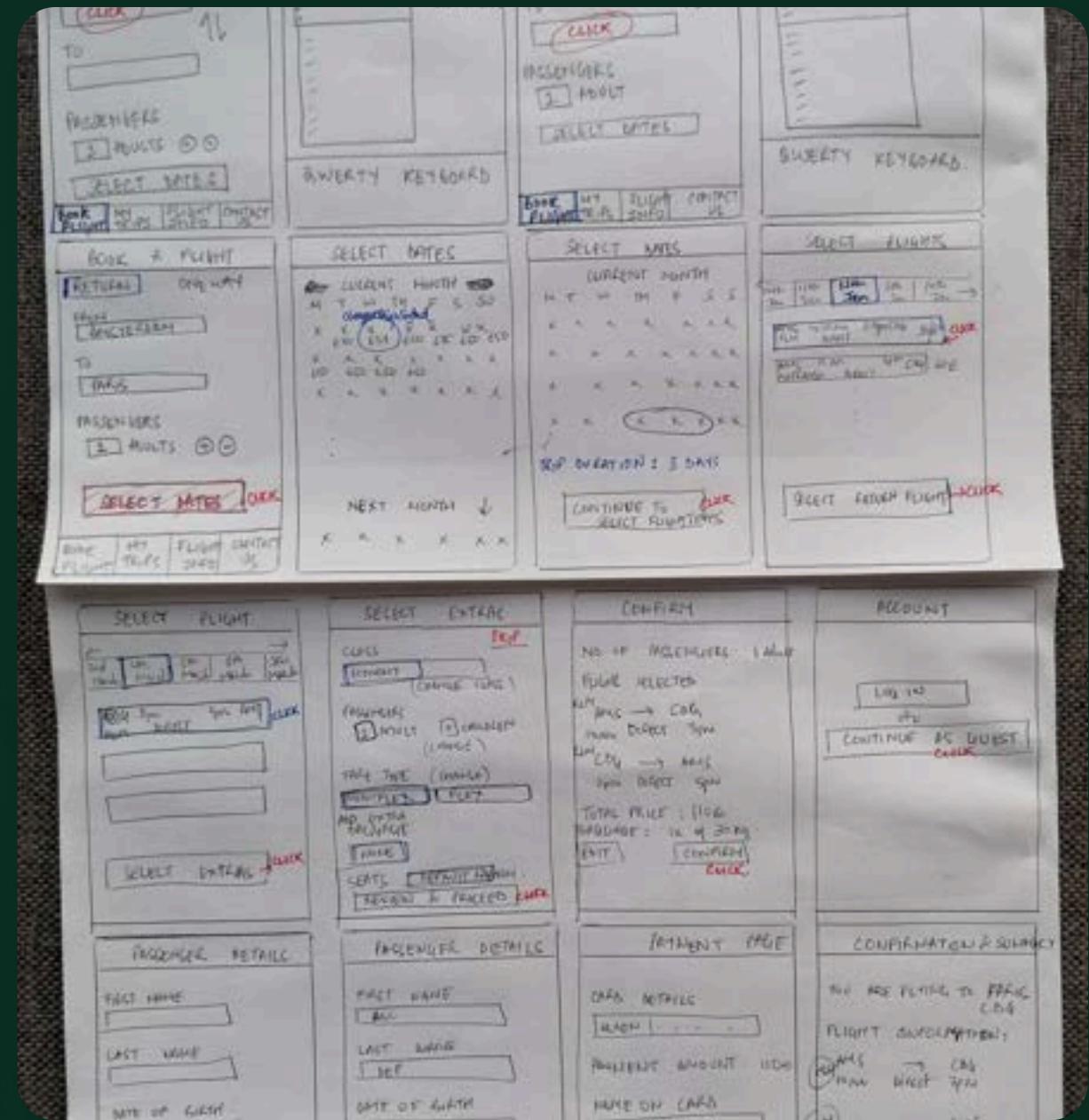
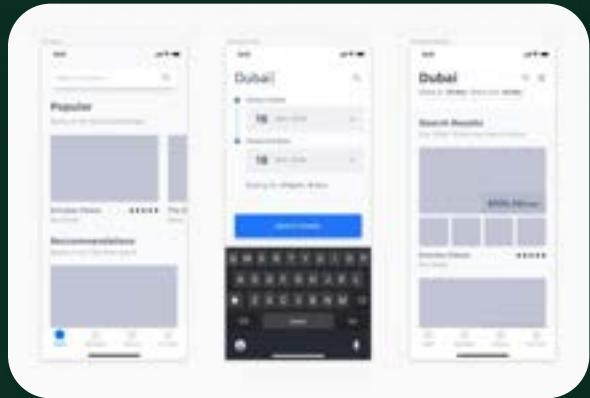
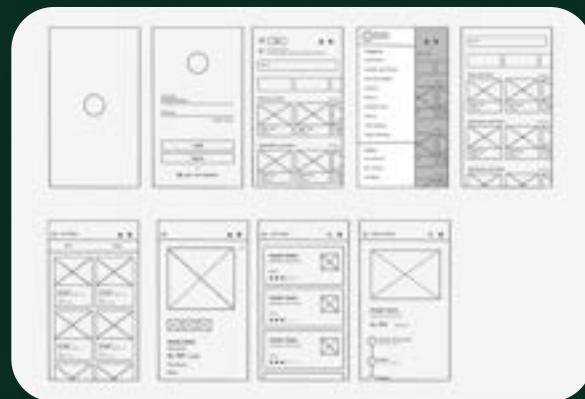
User Flow Map



Hotel Booking User Flow

UX Design | Ideate

Sketches



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

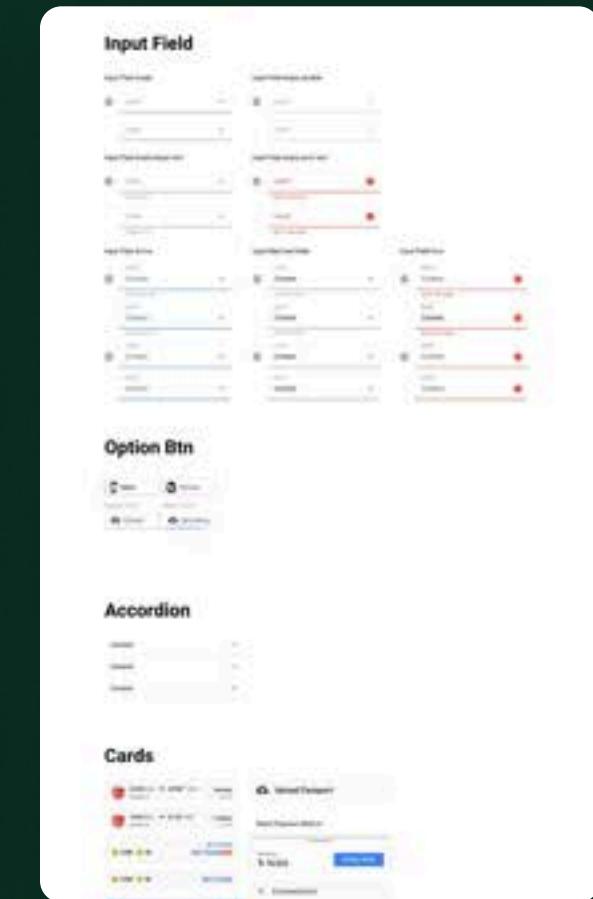
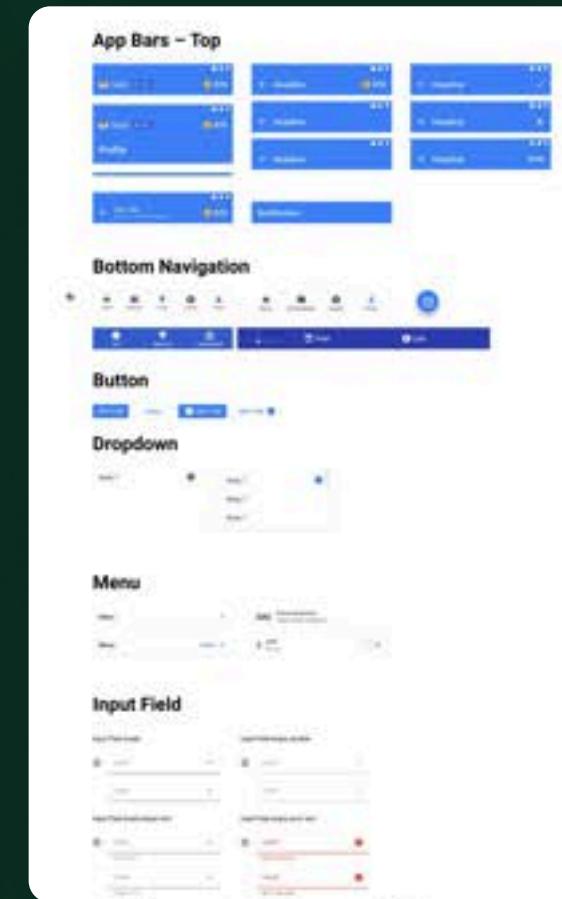
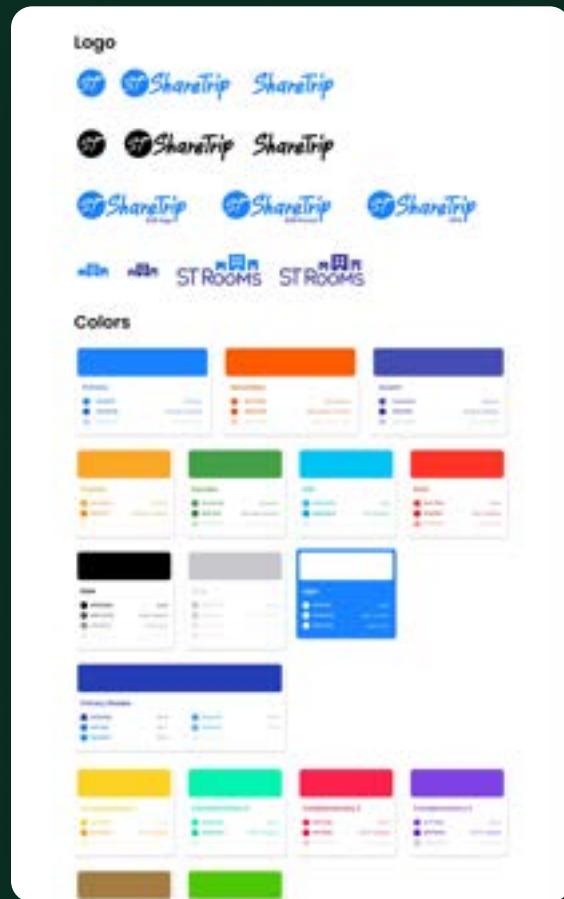
We invited some focus group users for usability testing sessions.

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



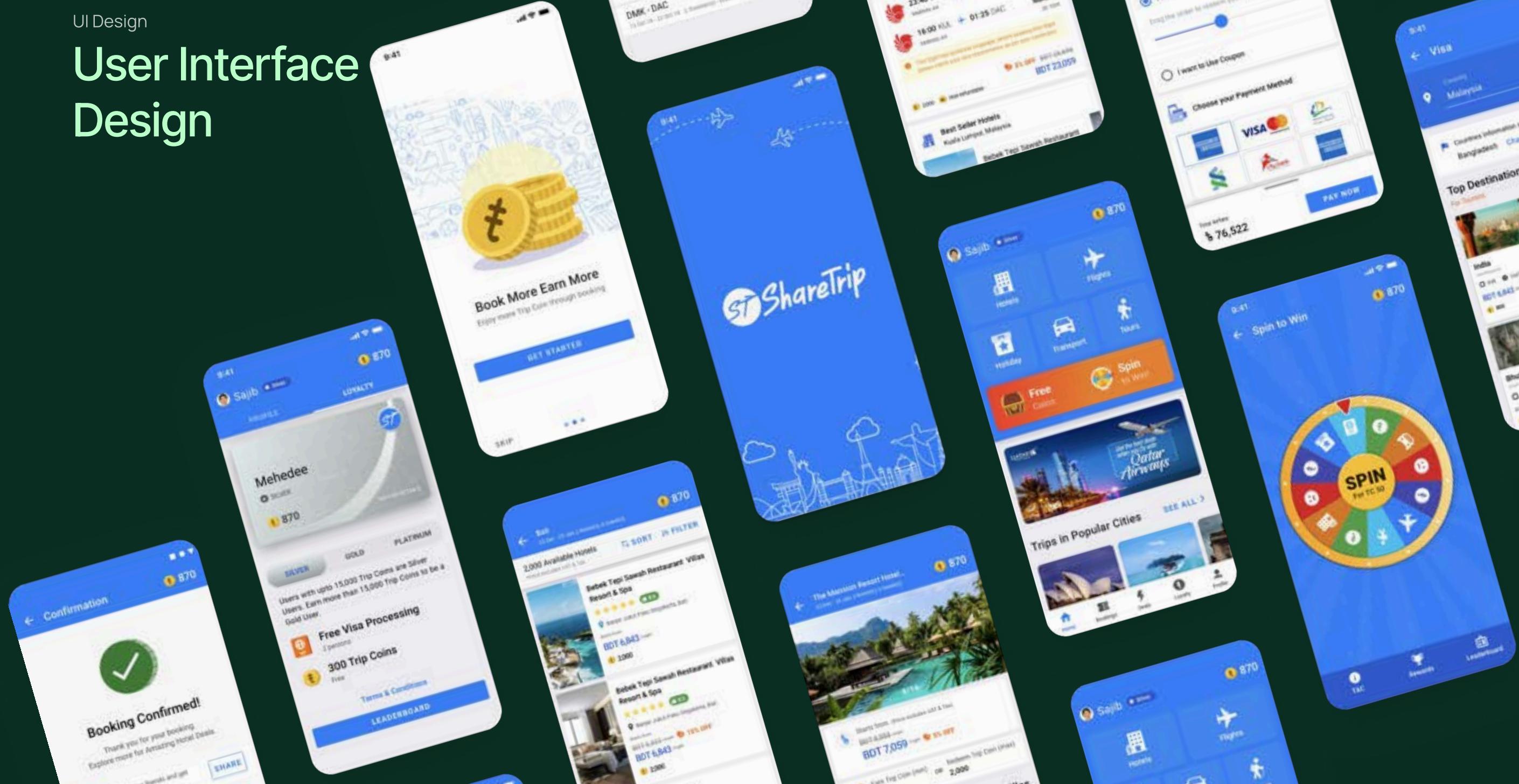
Design System

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.



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

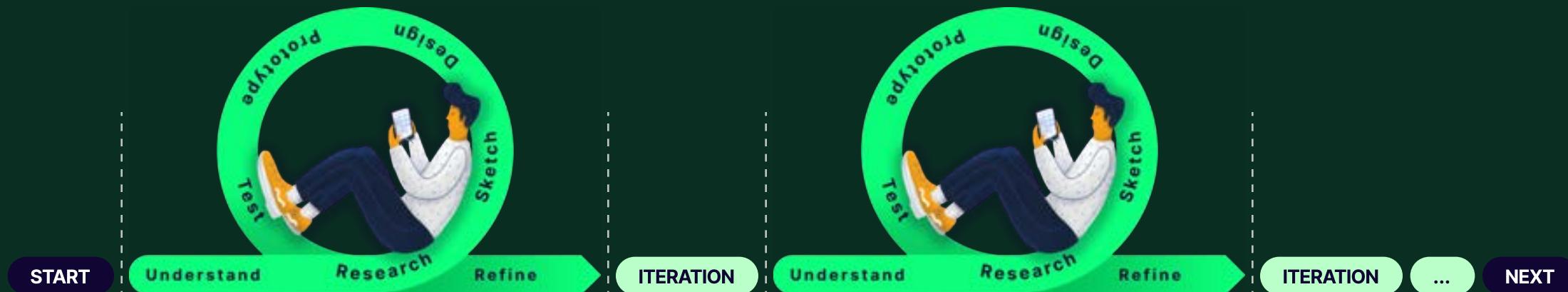


Results & Future vision

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%.

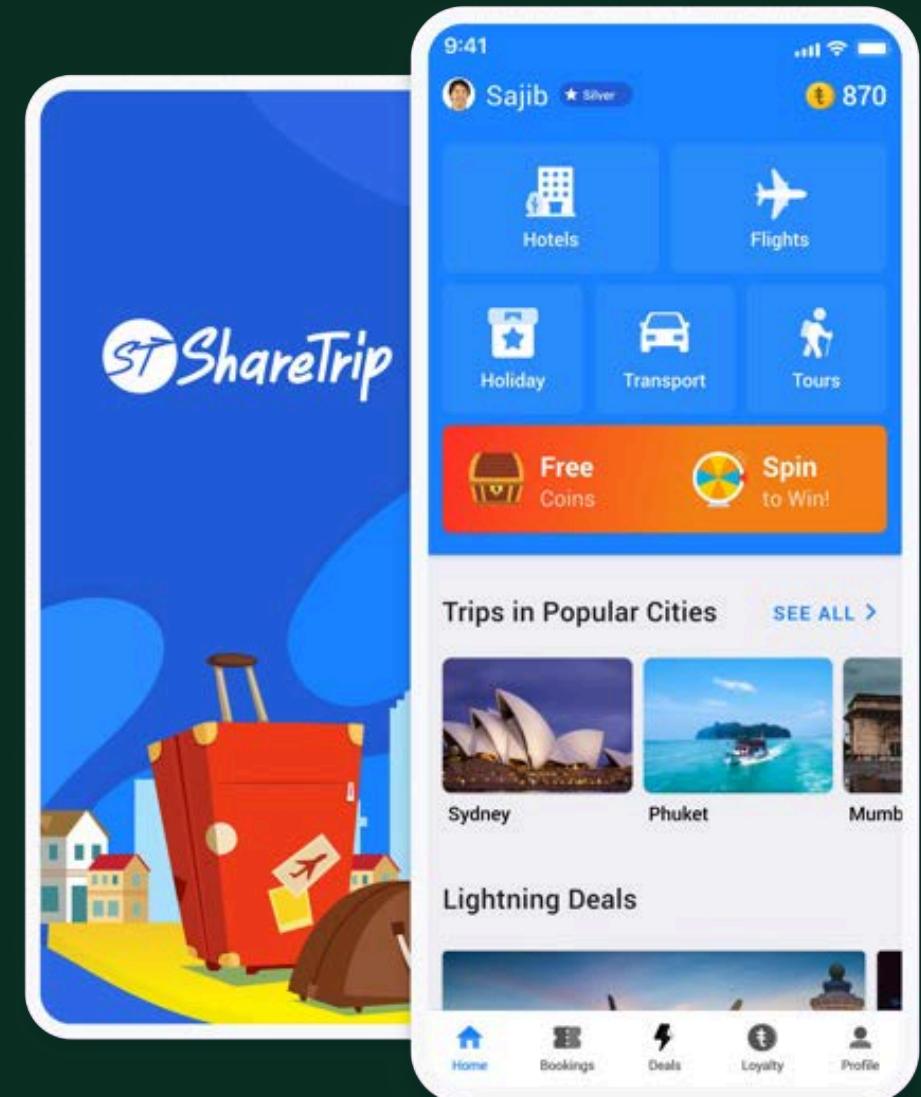


Takeaways

What I have learned

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

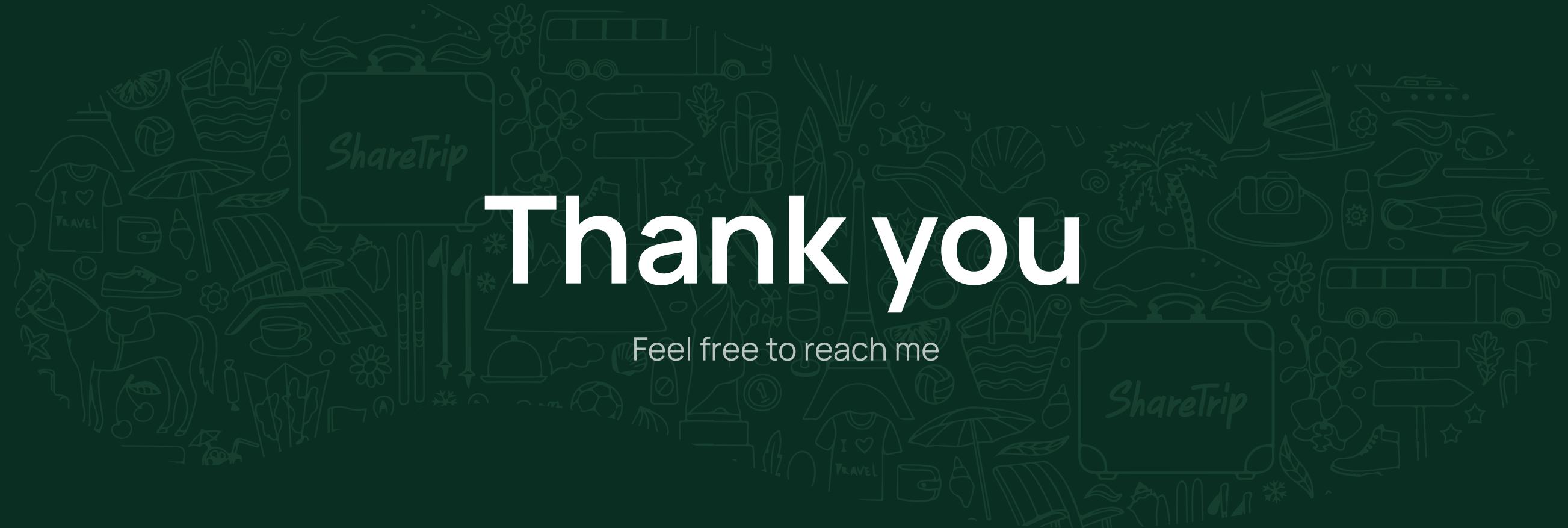
- I've mastered digging into people's consumer minds.
- I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing sessions.
- I also discovered the mistakes and fixed them.





Thank you

Feel free to reach me



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