

Anita Sengupta

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Portfolio



My Approach



Research-based

I use generative and evaluative research methods throughout the design cycle to understand the problem, ground designs in context, validate solutions, and evolve designs over time.



Community-minded

I embrace community collaboration, center user research, and create open design artifacts to facilitate user agency and support resilient teams and communities.



Future-oriented

I'm mindful of the possibilities that are created, encouraged, and closed by design decisions. I make well-structured, modular design artifacts that are resilient to future changes.



Collaborative

I facilitate collaborative processes, inviting developers, stakeholders, and community members into the design process so that, together, we can build robust, holistically-minded solutions.



Resourceful

I'm self-starting, adaptive, and eager to learn. I'm experienced in delivering quality designs in a range of contexts, maturing design teams and processes along the way.



Strategic

I orient design initiatives toward larger organizational goals, grounding experimentation and discovery in structure and vision, resulting in impact-oriented designs that support larger goals.

Pamono Vendor Portal

A rebuilt inventory management platform with big KPI impacts

Type	B2B platform
Role	UX Designer (team of 1)
Background	<p>Pamono is an e-commerce marketplace for furniture. Historically, the customer-facing website took priority, and the Vendor Portal stayed a minimal viable product. As increasing inventory became a key company growth strategy, the Vendor Portal needed to mature to better support vendors in inventory management.</p>

Goal

Provide vendors with an efficient, enjoyable inventory management process that invites them to upload products, improves the product approval workflow, and allows for increased inventory.

Name	Category	SKU	Price	Qty	Status	Action
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete	
Gunni Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft	
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online	
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online	
Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft	
'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft	

Pamono Vendor Portal Process

Getting on the same page with a UX audit

I collaborated with Content and Sourcing teams to review existing user research and identify key problem areas in the product upload workflow. I also conducted a UX review of the Vendor Portal, flagging key areas for improvement to the flows and UI.

One of the biggest problems that we identified was that product acceptance criteria wasn't reflected in the product upload flow, leading to vendor confusion and costly back-and-forth between vendors and content managers.

Drafting new proposals

I drafted revised flows and wireframes that took product criteria into account. A key component of this was progressive disclosure of form fields. For example, a vendor uploading a lamp would be asked about voltage; a vendor uploading a sideboard would not. I also incorporated front-end validation to catch unacceptable answers before product submission, and grouped content semantically to decrease cognitive load.

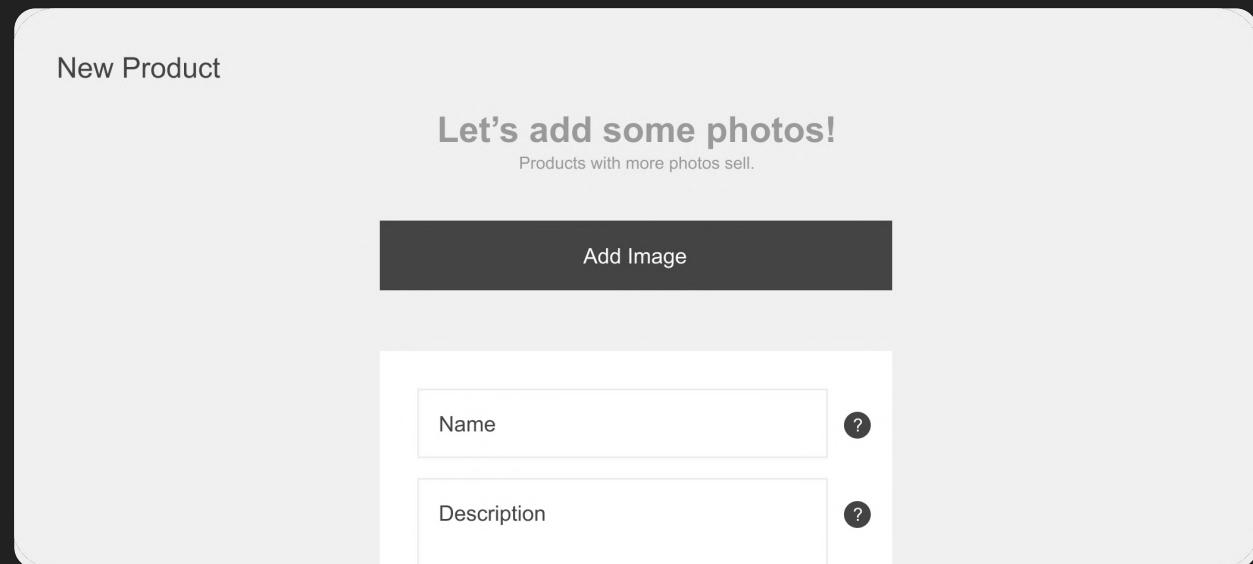
New Product

Let's add some photos!
Products with more photos sell.

Add Image

Name ?

Description ?



UX audit The original product upload page was a one-size-fits-all form without any feedback or indication of product acceptance criteria. It also didn't work well on mobile.

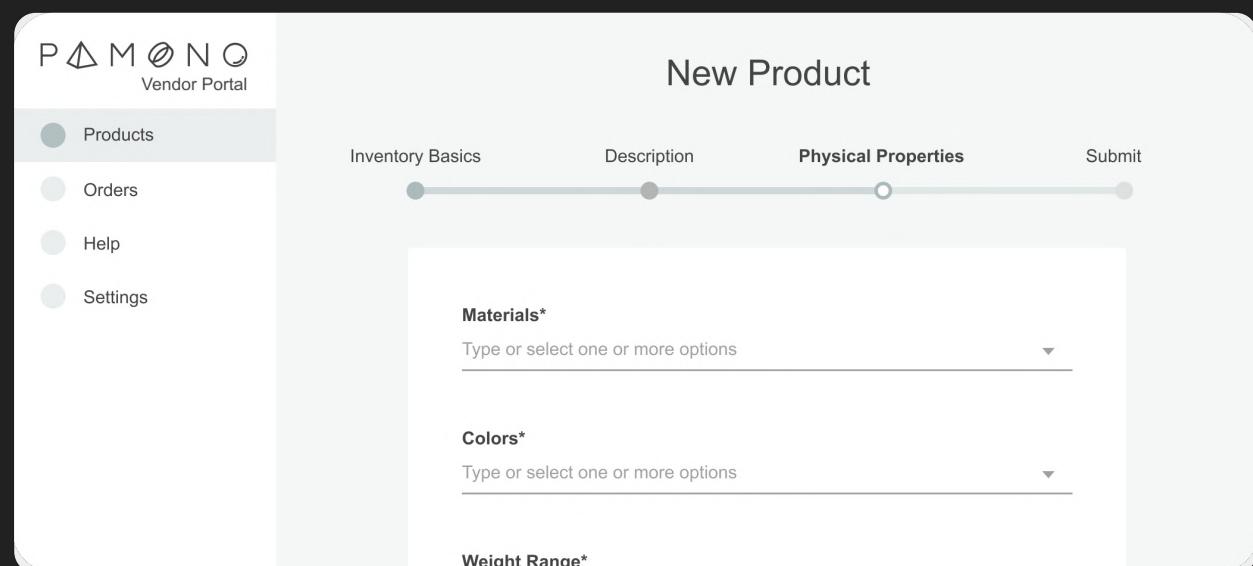
New Product

Inventory Basics Description Physical Properties Submit

Materials*
Type or select one or more options

Colors*
Type or select one or more options

Weight Range*



New proposal The newly proposed product upload page was a multi-step form with semantically-grouped content, progressive disclosure, and frontend validation to catch unacceptable submissions early.

Crafting a design system

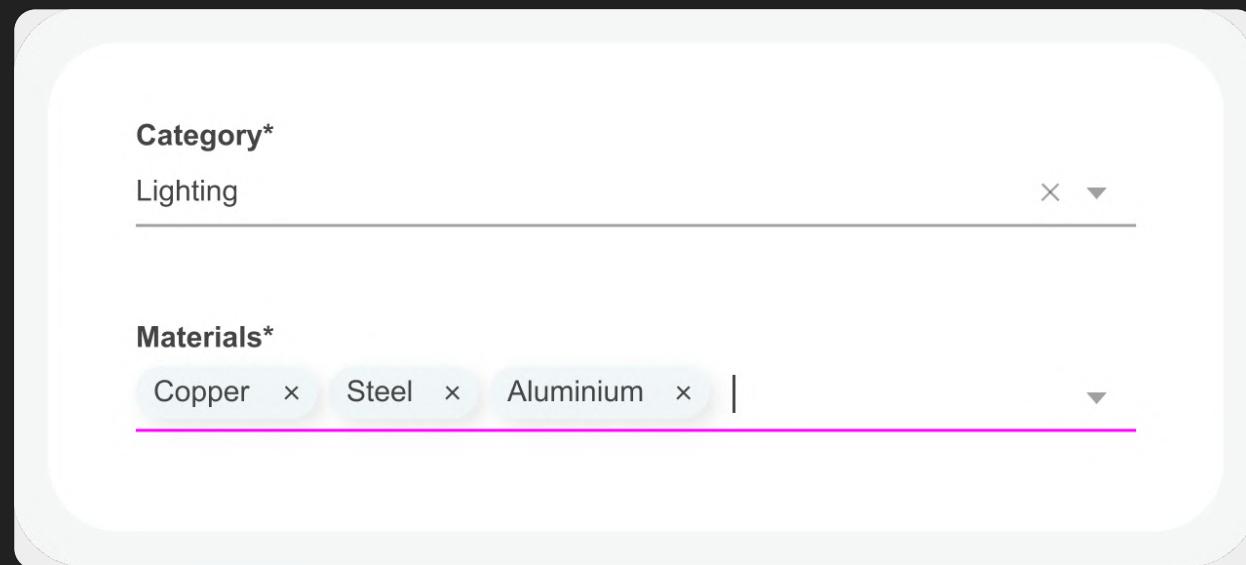
I fleshed out the details of the new designs, defining full details of the flows and building a new design system. I collaborated closely with the developers at this stage, working to understand technical possibilities and incorporate their preferences.

I also paid special attention to the mobile experience. Vendors reported that they often uploaded products while in their warehouses, and being able to comfortably complete the process on a mobile device would be a big help.

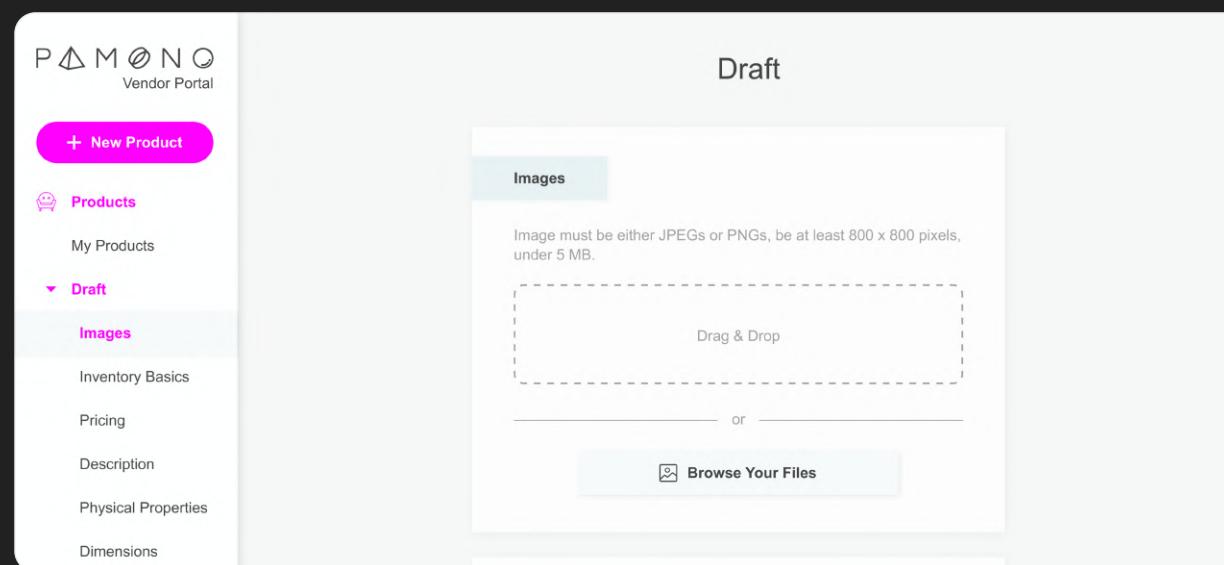
Testing with vendors

We conducted user tests with a handful of vendors across regions and product specialties. I wrote the tests and worked with the Sourcing team to conduct the tests and synthesize the results.

Overall, vendors were excited about the direction we were going in. One of the biggest changes was to the form layout. We tested a multi-step form, but vendors often uploaded products on multiple online platforms at once, and found jumping around the multi-step form cumbersome. Based on this feedback, we moved to a single page form with section anchor links in the navigation.



Patterns and affordances Active fields turned pink and multi-select dropdown responses displayed as tags to suggest that more than one option was possible



Post-test revisions We went back to a single-page layout after vendors reported they liked having the ability to jump quickly around the form.

Pamono Vendor Portal Results

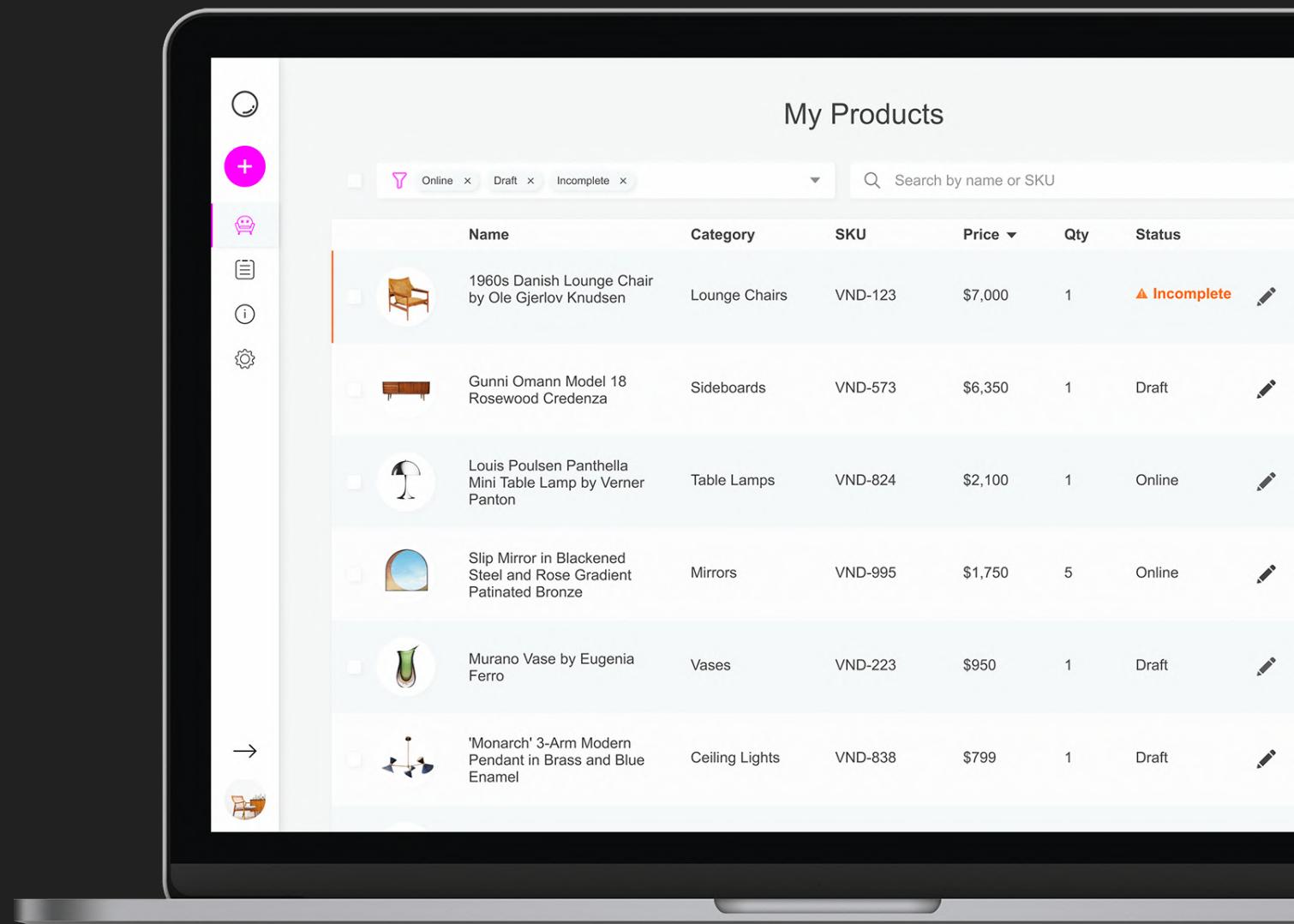
Happy vendors & record-breaking KPIs

I developed the plan to track the impact of the new Vendor Portal, defining KPIs, coordinating reporting, and conducting a post-release survey. The results were overwhelmingly positive, and KPI targets were exceeded for the first time.

-29%	-61%
Avg product upload time	Avg product edit time
+28%	+6.3%
# edits/hour by content editors	# of products approved
86%	5x
Entirely positive survey responses	Increase in mobile sessions

“I have uploaded products on quite a few websites and yours is the easiest and most convenient I’ve ever seen. Well done!”

— Surveyed Vendor



Pamono Vendor Portal
Product Overview Page

The image shows a tablet and a smartphone side-by-side, both displaying the Pamono Vendor Portal's Product Overview Page.

Tablet Screen (Left):

- Header:** My Products
- Filter Bar:** Online (selected), Draft, Incomplete
- Search Bar:** Search by name or SKU
- Table Headers:** Name, Category, SKU, Price, Qty, Status
- Table Data:**

Name	Category	SKU	Price	Qty	Status
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete
Gunnar Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft
Louis Poulsen Panthella Mini Table Lamp by Verner Panton	Table Lamps	VND-824	\$2,100	1	Online
Slip Mirror in Blackened Steel and Rose Gradient Patinated Bronze	Mirrors	VND-995	\$1,750	5	Online
Murano Vase by Eugenia Ferro	Vases	VND-223	\$950	1	Draft
'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft

Smartphone Screen (Right):

- Header:** pamono.com
- User Profile:** Modernist Log out
- Search Bar:** Search by name or SKU
- Filter Bar:** Filter, Sort
- Table Headers:** Name, Category, SKU, Price, Qty, Status
- Table Data:**

Name	Category	SKU	Price	Qty	Status
1960s Danish Lounge Chair by Ole Gjerlov Knudsen	Lounge Chairs	VND-123	\$7,000	1	Incomplete
Gunnar Omann Model 18 Rosewood Credenza	Sideboards	VND-573	\$6,350	1	Draft
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'Monarch' 3-Arm Modern Pendant in Brass and Blue Enamel	Ceiling Lights	VND-838	\$799	1	Draft

Pamono Vendor Portal

Product Upload Page

The image displays the Pamono Vendor Portal Product Upload Page, shown on a tablet and a smartphone.

Tablet View:

- Header:** Pamono Vendor Portal
- Main Navigation:** + New Product, Products, Draft (selected), Images, Inventory Basics, Pricing, Description, Physical Properties, Dimensions, Orders, Support, Collapsible sidebar (Modernisten, Log Out).
- Draft Section:** Contains sections for **Images** (drag & drop or browse files) and **Inventory Basics** (Item Name*, Category*, Single item or set?*).

Smartphone View:

- Header:** pamono.com, Modernisten, Log out.
- Sections:** Images, Inventory Basics, Item Name*, Category*, Single item or set?*.
- Bottom Navigation:** Products, Orders, Support, Settings.

Pamono Vendor Portal
Product Edit Page

PAMONO
Vendor Portal

+ New Product

Products

- My Products
- 1960s Danish Lou...

Orders

Support

Settings

Collapse

Modernisten Log Out

1960s Danish Lounge Chair by Ole Gjerlov Knudsen

Images

Edit Images

Inventory Basics

Item Name	1960s Danish Lounge Chair by Ole Gjerlov Knudsen
Category	Lounge Chairs
Single item or set?	Single item
Stock Quantity	1

Modernisten Log out

Products Orders Support Settings

pamono.com

Images

Edit Images

Inventory Basics

Item Name*	1960s Danish Lounge Chair by Ole Gjerlov
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Products Orders Support Settings

Solargenius

An award-winning platform
for residential solar panels

Type

IoT platform

Role

UX Designer (team of 1)

Background

Auxolar is a residential solar panel manufacturer. As their hardware was coming to market, they decided to build a complementary web app. The platform, which would be accessible to property managers, tenants, and Auxolar administrators, would enable project configuration, system monitoring, and energy insights.

Goal

Develop a clear, meaningful, and user-friendly platform to configure projects, monitor hardware, educate users, and support pioneering behavior change in residential energy generation and consumption.



Solargenius Process

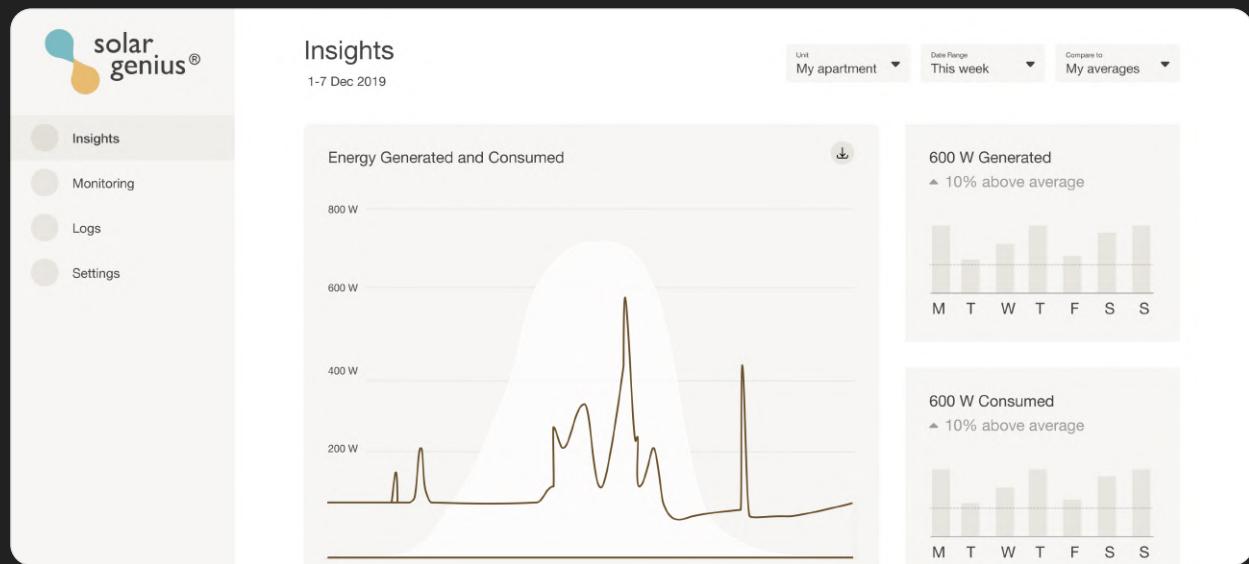
Clarifying product goals & network topology

I met with the product and engineering teams to get a clear sense of the product goals and user needs. It was clear that administrative roles should be able to configure projects and monitor live systems, and all users should be able to see the impacts of energy generation. What that meant concretely was still open to exploration.

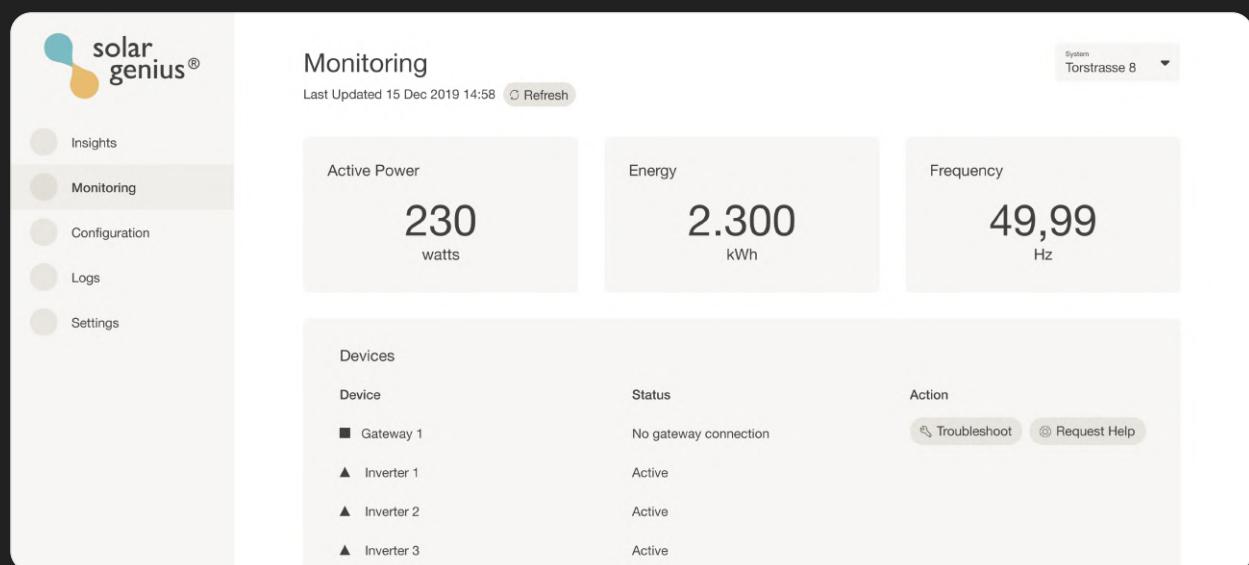
I was also introduced to the hardware systems so that I could understand what data was available and potential points of failure.

Proposed structure based on jobs-to-be-done

I proposed a web app structure, drafting flows and wireframes to illustrate. The designs were rooted in a jobs-to-be-done framework, splitting out longitudinal and real-time data into insights and monitoring dashboards, respectively. I also made sure that designs could adapt well to different user permissions and data availability. We reviewed these proposals as a group, making sure they were technically realistic and aligned with the product vision.



Insights dashboard The dashboard included historical data on energy generation and usage and impact-related metrics like savings, CO₂ avoidance, and energy independence.



Monitoring dashboard The goal was to monitor hardware systems and troubleshoot issues. It including live systems readings, a device status table, and troubleshooting actions.

High fidelity: dark mode UI & data visualization

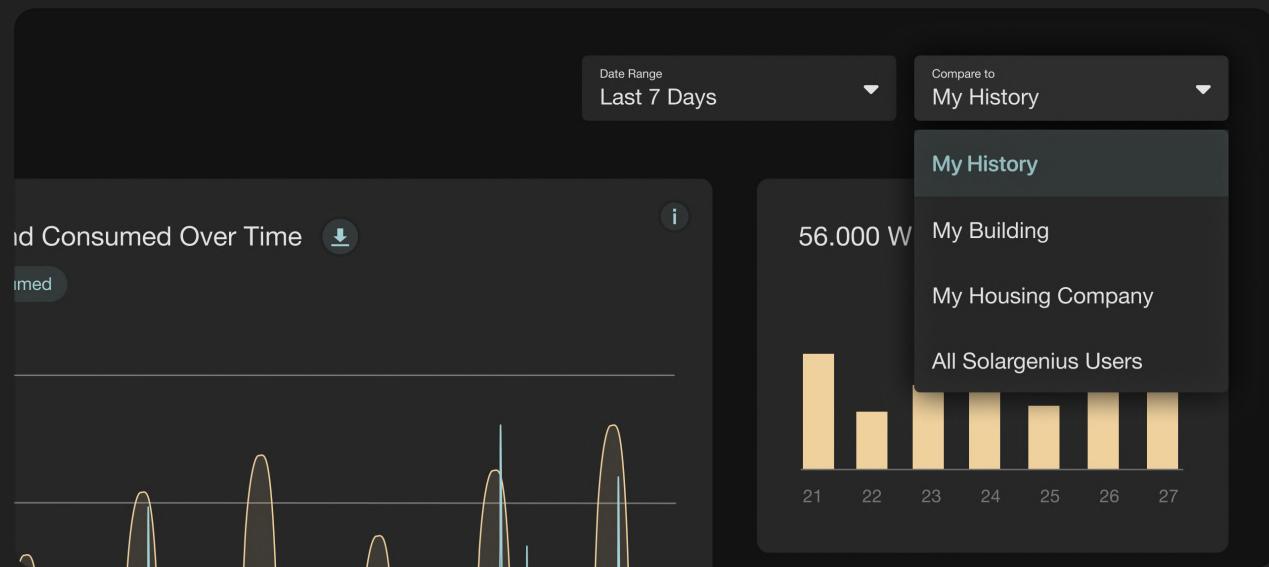
With the wireframes agreed on, I fleshed out the details, defining all cases of the user flows, drafting high-fidelity screens, and developing a working design system.

I paid special attention to data visualization best practices at this stage, embracing techniques to support pre-attentive processing and considering responsive behavior of complex graphs. I also paid special attention to the dark mode UI, working with surface elevations, shadows, and contrast to create a cohesive environment.

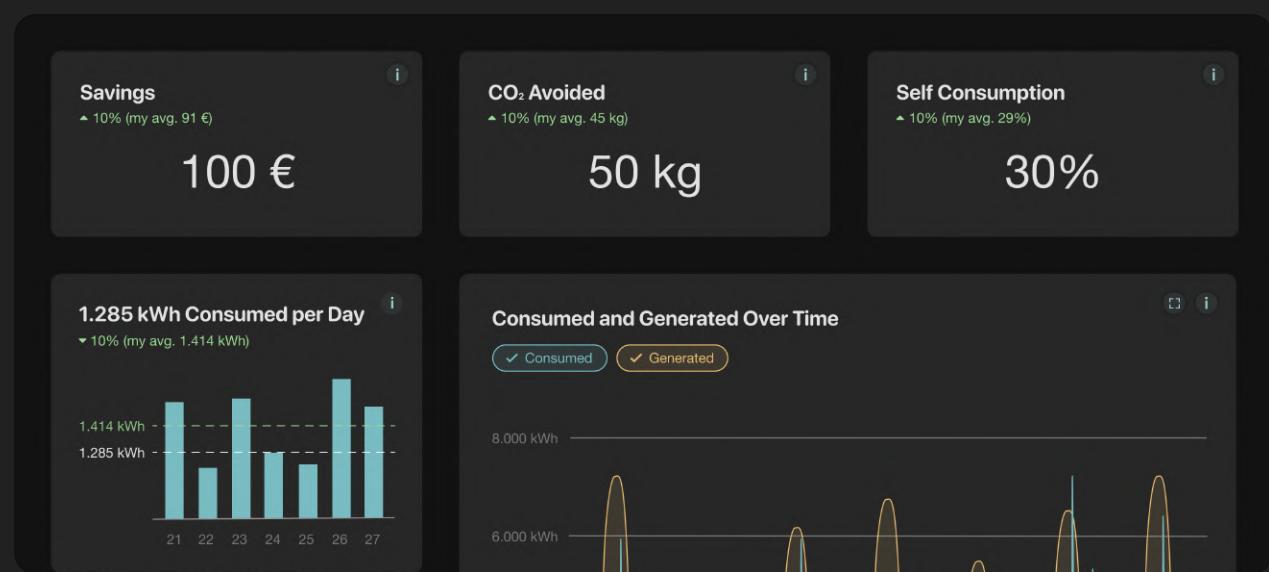
Testing with tenants

We conducted user tests to validate the proposed designs, focusing on the tenant experience. I wrote the tests, then conducted them and synthesized the results in collaboration with the product manager.

Based on the feedback we received, we adjusted the insights dashboard layout to lead with impact metrics, like savings, followed by longitudinal data details. We also improved data tile legibility, leaned into gamification elements, and clarified language around data storage.



Dark mode UI Careful attention was paid to creating a cohesive environment. Each component was assigned a relative elevation, which impacted surface colors, shadows, and layer order.



Post-testing reorientation Test participants were most interested in impact metrics like savings and CO₂ avoidance, so we moved them to the top of the dashboard, above the granular details.

Solargenius

Results

An innovative way to engage with energy

Solargenius was rolled out as a part of a pilot program for property managers in the Berlin area. In 2021, it was awarded the *Innovative Anwendung Award*¹ by the *Wettbewerb für Solarcity-Initiativen*² in Berlin.

“Novel and with a high potential for scalability”

“Positive economic and social impact: democratization of the energy transition”

— Wettbewerb für Solarcity-Initiativen



¹ Innovative Application Award

² Competition for Solarcity Initiatives

Solargenius Insights Dashboard

The Solargenius Insights Dashboard provides a comprehensive overview of energy usage and environmental impact.

Dashboard Metrics:

- Savings:** 100 € (▲ 10% (my avg. 91 €))
- CO₂ Avoided:** 50 kg (▲ 10% (my avg. 45 kg))
- Self Consumption:** 30% (▲ 10% (my avg. 29%))
- Consumed and Generated Over Time:** Shows a line graph of daily consumption (blue) and generation (orange) from January 21 to 27. Consumption peaks around 1.285 kWh per day, while generation peaks around 900 kWh per day.
- 1.285 kWh Consumed per Day:** Bar chart showing daily consumption for each day from 21 to 27. The average is 1.414 kWh.
- 900 kWh Generated per Day:** Bar chart showing daily generation for each day from 21 to 27. The average is 900 kWh.

Device Navigation:

- Tablet:** Shows the full dashboard with navigation icons for back, forward, and search.
- Smartphone:** Shows a simplified view of the top metrics and the "Consumed and Generated Over Time" chart.

Solargenius Monitoring Dashboard

The image displays the Solargenius Monitoring Dashboard across two devices: a desktop browser and a mobile phone.

Desktop View:

- Header:** solar genius®
- Left Sidebar:** Insights, Device Monitoring (3 notifications), My Account, Privacy & Legal.
- Top Bar:** Last updated 28 Jan 2020 at 15:27:01, Refresh button, Project: All, Plant: All, Device Type: All.
- Middle Section:** Active Power: 2.300 W, Energy: 23.000 kWh, Frequency: 49,99 Hz.
- Table:** Device Monitoring (Device ID, Device Type, Project, Plant, Status). Includes rows for 123 (Gateway, Torstrasse 8, 1, No connection), 124 (Inverter, Körtestrasse 20, 2, Firmware failure), 125 (Power Sensor, Kiehluerfer 67, 3, Active), 126 (Inverter, Torstrasse 8, 1, Active), 127 (Inverter, Torstrasse 8, 1, Active), 128 (Inverter, Torstrasse 8, 1, Active), 129 (Inverter, Torstrasse 8, 1, Active), 130 (Inverter, Torstrasse 8, 1, Active).
- Bottom:** Housing Company Admin, Log Out.

Mobile Phone View:

- Header:** Device Monitoring, Last updated 28 Jan 2020 at 15:27:01, Refresh button.
- Middle Section:** Active Power: 2.300 W, Energy: 23.000 kWh, Frequency: 49,99 Hz.
- Table:** Device Monitoring (Device ID, Status). Includes rows for 123 (No connection), 124 (Firmware failure), 125, 126, 127, 128 (all Active).

Solargenius Device Configuration

The image displays two views of the Solargenius Device Configuration interface, one on a desktop browser and one on a mobile device.

Desktop View:

- Header:** solar genius®
- Left Sidebar (Configuration):**
 - Insights
 - Device Monitoring (3)
 - Devices** (selected)
 - Projects
 - Users
 - My Account
 - Privacy & Legal
- Right Content:** Devices Configuration. A table lists 135 devices. The columns are: Device ID, Device Type, Company, Project, and Plant. The data includes:

Device ID	Device Type	Company	Project	Plant
123	Gateway	Company 1	Torstrasse 8	1
124	Inverter	Company 2	Körtestrasse 20	2
125	(in) Power Sensor	Company 3	Kiehluer 67	3
126	Inverter	Company 1	Torstrasse 8	1
127	Inverter	Company 1	Torstrasse 8	1
128	Inverter	Company 1	Torstrasse 8	1
129	Inverter	Company 1	Torstrasse 8	1
130	Inverter	Company 1	Torstrasse 8	1
131	Inverter	Company 1	Torstrasse 8	1
132	Inverter	Company 1	Torstrasse 8	1
133	Inverter	Company 1	Torstrasse 8	1
134	Inverter	Company 1	Torstrasse 8	1
135	Inverter	Company 1	Torstrasse 8	1

Mobile View:

- Header:** Devices Configuration
- Content:** A table listing 135 devices, matching the structure of the desktop view but with fewer rows visible on the screen.

The Hero 25FPS

NFT-based performance piece in collaboration with Marina Abramović

Type

NFT-based artwork, e-commerce

Role

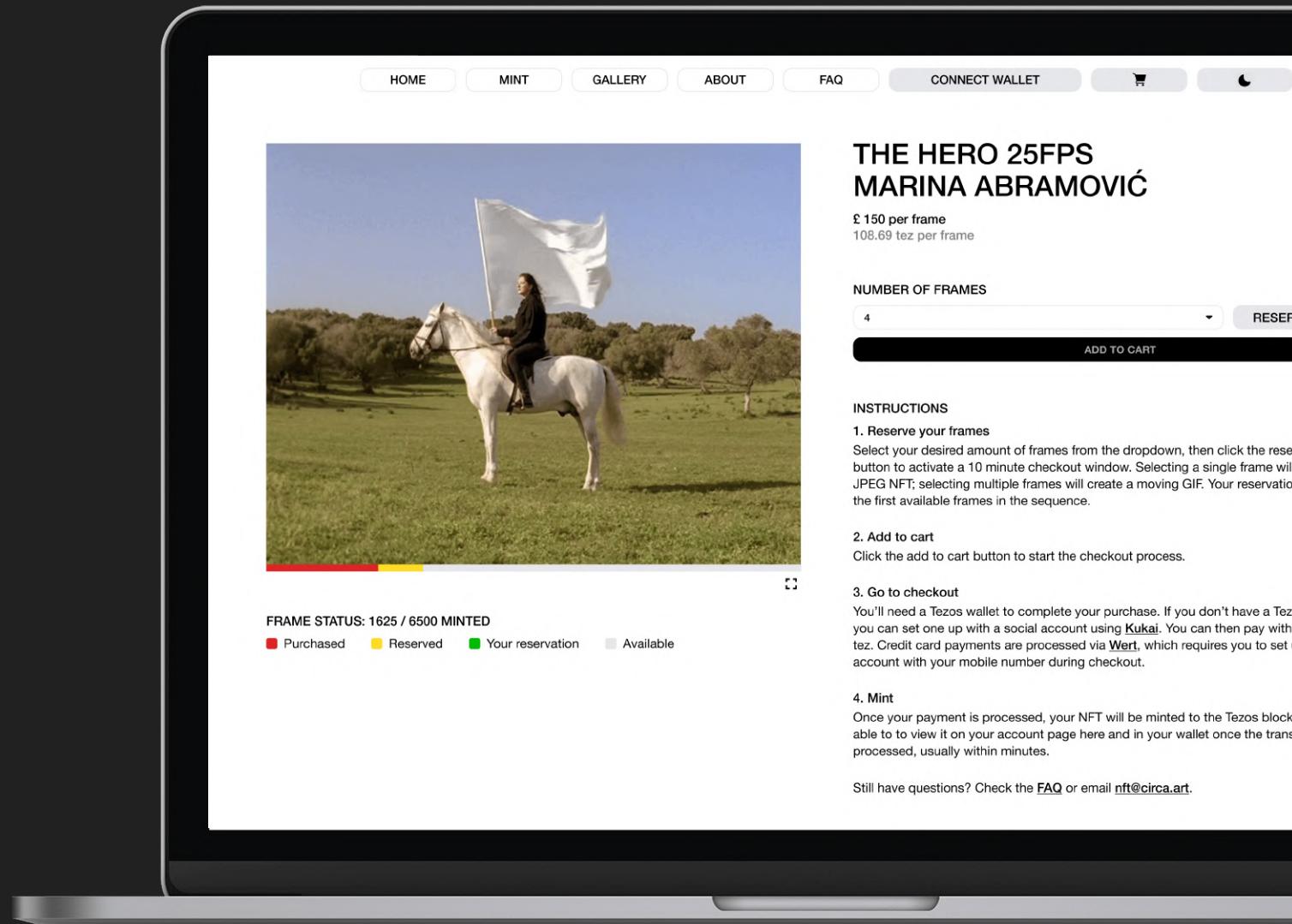
Design Lead (team of 2)

Background

Marina Abramović is a performance artist known for her groundbreaking experiments in the domain. In The Hero 25FPS, she used the blockchain as a performance medium: collectors were invited to create GIFs of stills from The Hero, her 2001 video piece, and mint them as unique NFTs, co-creating an immutable time-based record of the piece. As the technical integrator, our team was tasked with the project's design and development.

Goal

Translate the artistic concept into a usable, enjoyable website where collectors can easily participate in the performance piece by minting an NFT.



The Hero 25FPS

Process

Proof-of-concept

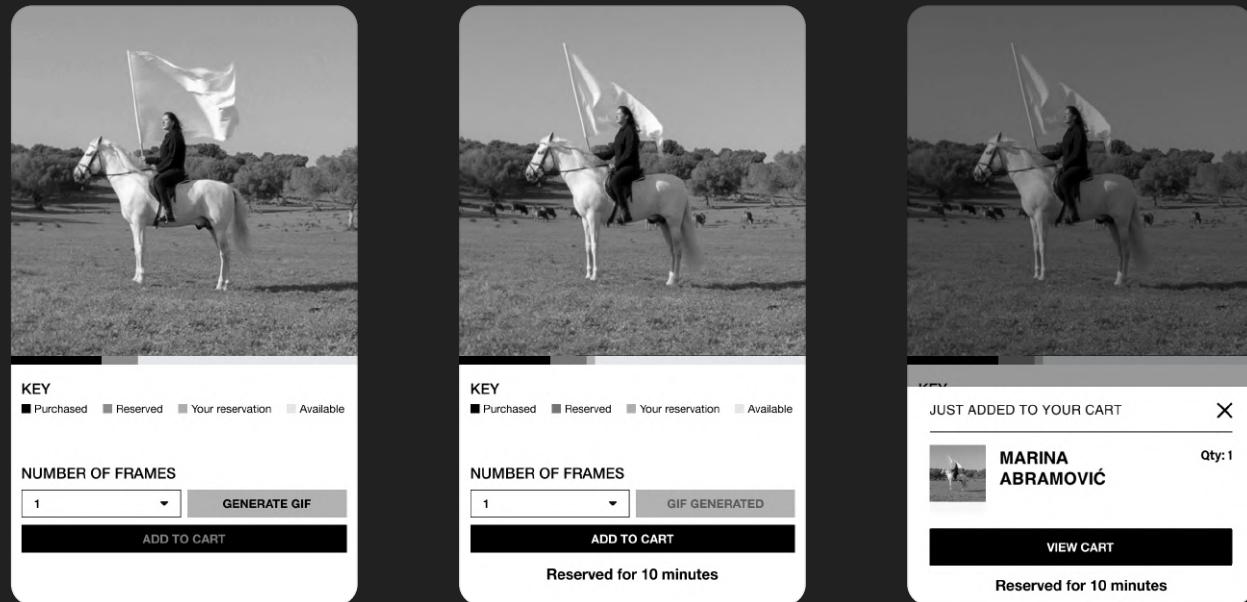
As a team, our first step was to make proof-of-concept prototypes to align with the client on features, functionality, and flows.

I collaborated with our lead developer on the GIF generator, experimenting with interface feedback, frame limits, and reservation windows. I also drafted app flows and a wireframe prototype to talk through with the client.

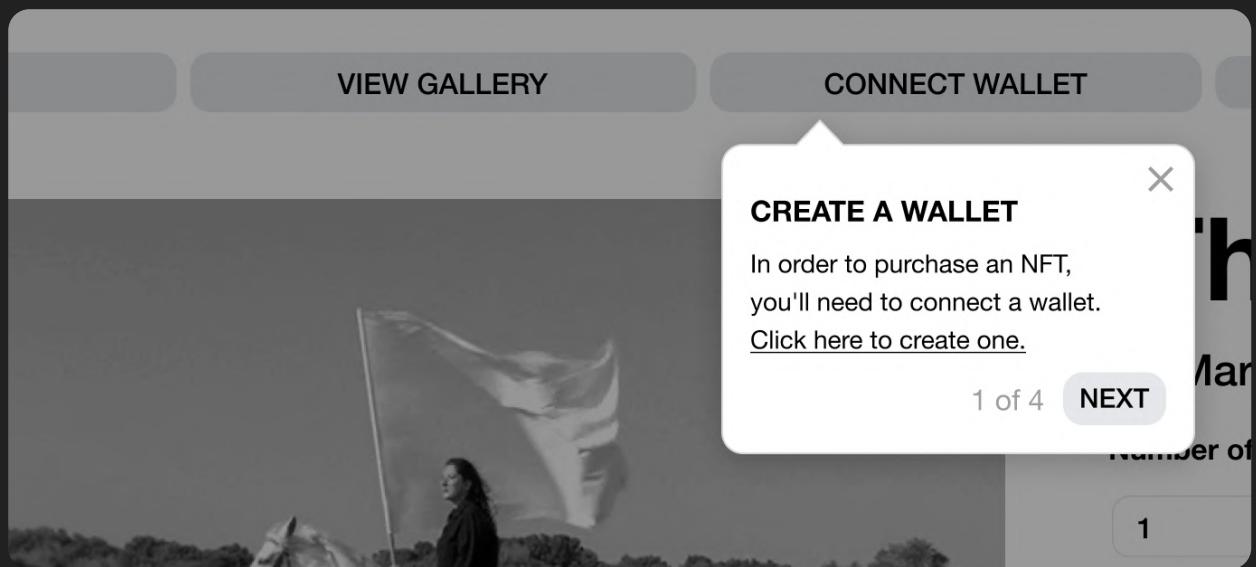
Considering the details & new blockchain users

The client had no major revisions, so we began to out the details. Together with a production designer, I finalized the user flows, then oversaw the creation of high-fidelity screens and a working design system. To this end, I reviewed designs for clarity and consistency and gave guidance on blockchain best practices and constraints.

One of the biggest questions at this stage was how to best handle new blockchain users. We decided to use traditional e-commerce patterns (including cart and checkout), allow for wallet connection late in the flow, and incorporate blockchain onboarding content.



GIF prototype Users minted NFTs by (1) selecting the number of frames, (2) generating the GIF, then (3) adding to cart to start the purchase flow. NFTs were minted at purchase.



Blockchain onboarding We incorporated onboarding modals to walk through each step of the process and introduce new blockchain concepts.

The Hero 25FPS

Process

Testing for clarity

We conducted user tests to validate our designs, focusing particularly on instructions, GIF generation, and payment. I wrote and conducted the tests, then synthesized results and defined next steps in collaboration with the production designer and developers.

Some test participants took awhile to get their bearings with the GIF generation, wallet creation, and payment, so we made a couple of adjustments for clarity. We added step-by-step instructions to the NFT minting page, and provided contextual information on third party payment integrations into the flow so users knew what to expect.

Adapting to changing requirements

There were a few late-stage feature additions during the development process, including an early access allow list for VIPs. In order to stick to the release timeline, we cut and simplified some non-essential features, like onboarding modals and optimistic loading for newly-minted NFTs. As the lead designer, I worked closely with the developers through this process to negotiate changes and modify designs.

NUMBER OF FRAMES
4 RESERVE FRAMES

ADD TO CART

INSTRUCTIONS

1. Reserve your frames
Select your desired amount of frames from the dropdown, then click the reserve frames button to activate a 10 minute checkout window. Selecting a single frame will create a static JPEG NFT; selecting multiple frames will create a moving GIF. Your reservation will apply to the first available frames in the sequence.
2. Add to cart
Click the add to cart button to start the checkout process.
3. Go to checkout
You'll need a Tezos wallet to complete your purchase. If you don't have a Tezos wallet yet, you can set one up with a social account using [Kukai](#). You can then pay with credit card or tez. Credit card payments are processed via [Wert](#), which requires you to set up a Wert account with your mobile number during checkout.
4. Mint
Once your payment is processed, your NFT will be minted to the Tezos blockchain. You'll be able to view it on your account page here and in your wallet once the transaction has processed, usually within minutes.

Still have questions? Check the [FAQ](#) or email nft@circa.art.

Clear instructions In response to test feedback, we added step-by-step instructions on the minting page. This way users could always find instructions in a fixed location within the flow.

HOME MINT GALLERY ABOUT FAQ CONNECT WALLET

MARINA ABRAMOVIĆ: THE HERO 25FPS

A Performance Hosted On The Blockchain
6,500 Unique Frames (.JPG or .GIF)
150 GBP per Frame (# tez)
Tezos

MINTING NOW OPEN TO ALLOW LIST

CONNECT WALLET TO MINT

PUBLIC MINT: 1D 0H 59M 46S

ADD TO CALENDAR

For her first performance in the Web3 space, Marina Abramović revisits one of her most personal and autobiographical works titled The Hero (2001). Filmed at 25 frames per second, never before seen footage has been separated into

Allow list The late addition of an early-access allow list required updated designs for different user types. It also meant that some non-essential, nice-to-have features got cut.

The Hero 25FPS

Results

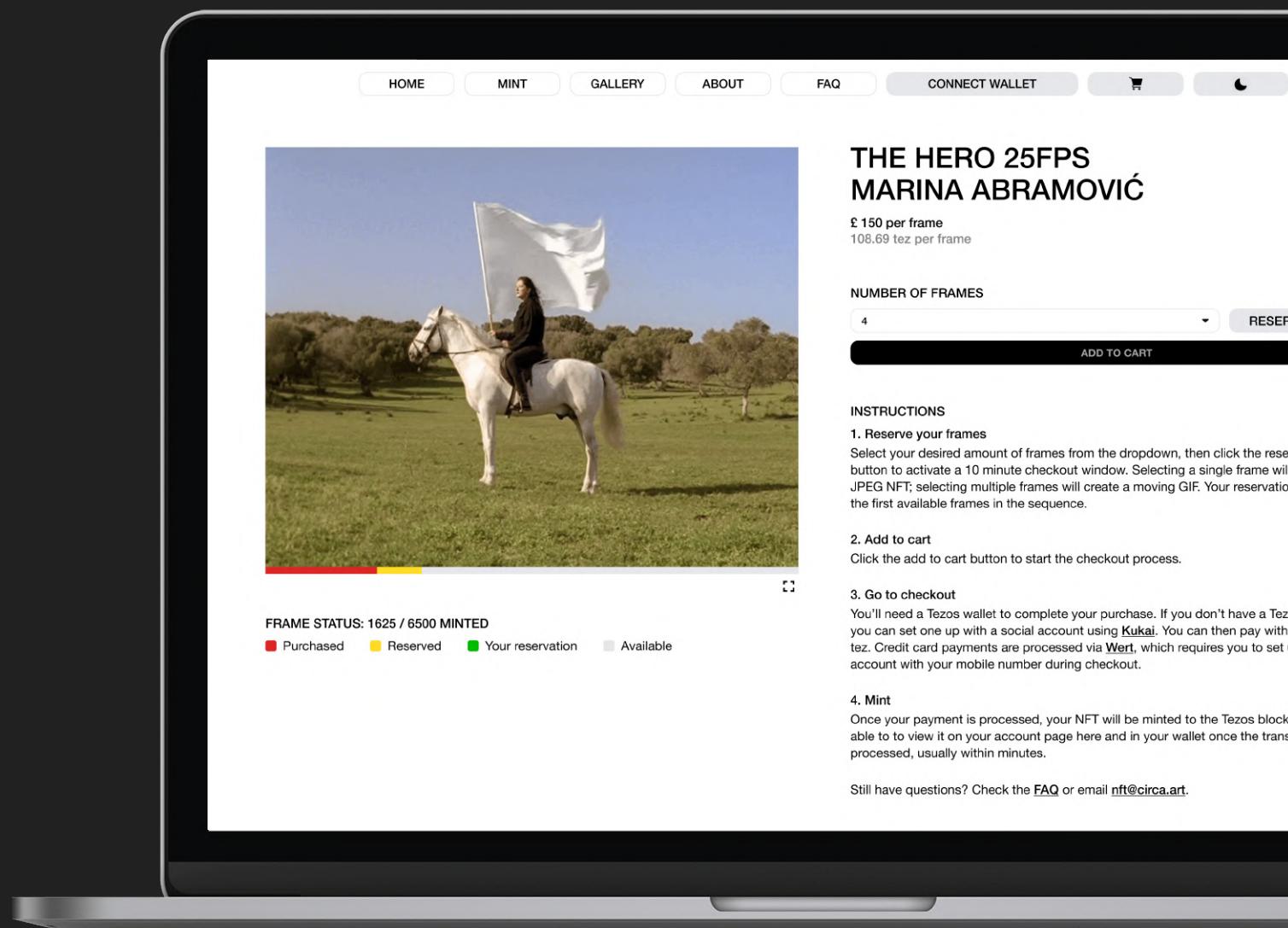
A successful release of a novel project

We released the *The Hero 25FPS* to high demand. As a part of the release team, I helped monitor site functionality and online feedback, and helped troubleshoot issues in real-time.

1,186
NFTs minted

£ 675,000 +
Total sales

£ 67,500 +
Raised for
The Hero 25FPS Grants



The Hero 25FPS NFT Minting Page

The Hero 25FPS NFT Minting Page

HOME MINT GALLERY ABOUT FAQ CONNECT WALLET

THE HERO 25FPS
MARINA ABRAMOVIC

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES

4 RESERVE ADD TO CART

INSTRUCTIONS

1. Reserve your frames
2. Add to cart
3. Go to checkout
4. Mint

Once your payment is processed, your NFT will be minted to the Tezos blockchain and you'll be able to view it on your account page here and in your wallet once the transaction is processed, usually within minutes.

Still have questions? Check the [FAQ](#) or email nft@circa.art.

FRAME STATUS: 1625 / 6500 MINTED

Purchased Reserved Your reservation Available

CONNECT WALLET

THE HERO 25FPS
MARINA ABRAMOVIC

£ 150 per frame
108.69 tez per frame

NUMBER OF FRAMES

1 RESERVE FRAMES ADD TO CART

INSTRUCTIONS

1. Reserve your frames

Select your desired amount of frames from the dropdown and click the reserve frames button to activate a 10 minute checkout window. Selecting a single frame will create a static JPEG NFT; selecting multiple frames will create a moving GIF. Your reservation will be held for 10 minutes while you complete the checkout process.

Still have questions? Check the [FAQ](#) or email nft@circa.art.

FRAME STATUS: 1650 / 6500 MINTED

Purchased Reserved Your reservation Available

The Hero 25FPS Checkout

BACK

CHECKOUT

Account

ADDRESS

tz1TS...BGypo

Payment

CREDIT CARD

TEZ

Credit card payments are processed via [Wert](#). You'll be asked to set up a Wert account using your phone number.

Purchases via Wert will be charged in USD. Purchases over \$1010 require you to upload verification documents, including a passport and bank statements.

Need help? Read the [FAQ](#).

[PAY VIA WERT](#)

Summary



The Hero 25FPS [2500 - 2503]

Marina Abramović

Frame count: 4

Price per frame: £ 150 (108.69 tez)

Media type: GIF

Frames reserved for 9M 54S

Total

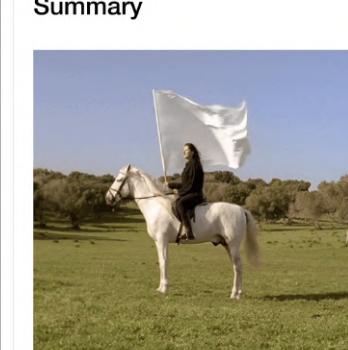
£ 600 (434.76 tez)

2022 CIRCA

[Cookie Policy](#) [GDPR Data Policy](#) [Privacy Policy](#) [Terms of use](#)

BACK

Summary



The Hero 25FPS [2500 - 2503]

Marina Abramović

Frame count: 4

Price per frame: £ 150 (108.69 tez)

Media type: GIF

Frames reserved for 9M 54S

Total

£ 600 (434.76 tez)

Account

The Hero 25FPS NFT Detail Page

HOME MINT GALLERY ABOUT FAQ CONNECT WALLET ⚙️



THE HERO 25FPS [2500 - 2503]
MARINA ABRAMOVIĆ

[DOWNLOAD](#) [TRANSFER](#) ⓘ

[SHARE ON TWITTER](#) [VIEW ON OBJKT](#) ⓘ

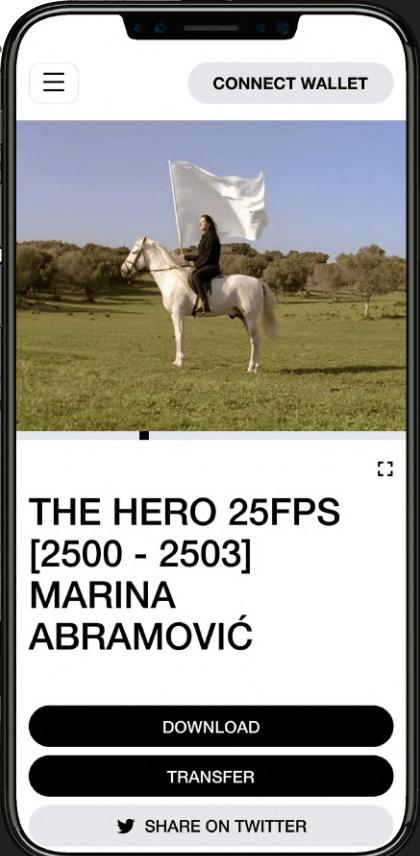
Expanding the concept of time-based media for a digital audience, The Hero by Marina Abramović will be released in collaboration with CIRCA on the energy blockchain.

Marina Abramović is perhaps the most famous performance artist working today. For her first performance in the Web3 space, Abramović is revisiting one of her most iconic and autobiographical works. Filmed at 25 frames per second, unreleased material from her 2001 performance *The Horse* has been separated into thousands of unique single frames, each dramatically influenced by "the wind, the flag – they danced together, moving like a single organism," as described by the artist in a recent interview with ArtNews.

Featuring never before seen footage from her archive, audiences will be invited to purchase either a single unique frame (.JPG) or multiple unique frames (.GIF) to determine the price of the NFT. The Hero 25FPS is minted on the blockchain.

EDITIONS	ROYALTIES ⓘ	MEDIA TYPE	MINT PRICE ⓘ
1	10%	GIF	16/0.00000000 ETH
TOKEN ID ⓘ	IPFS LINK ⓘ	CONTRACT ⓘ	
#12	QmcUt...	KT1RJ...dvt0n	

CONNECT WALLET



Pamono Mobile App

A new native app built on lessons from the web

Type

E-commerce mobile app

Role

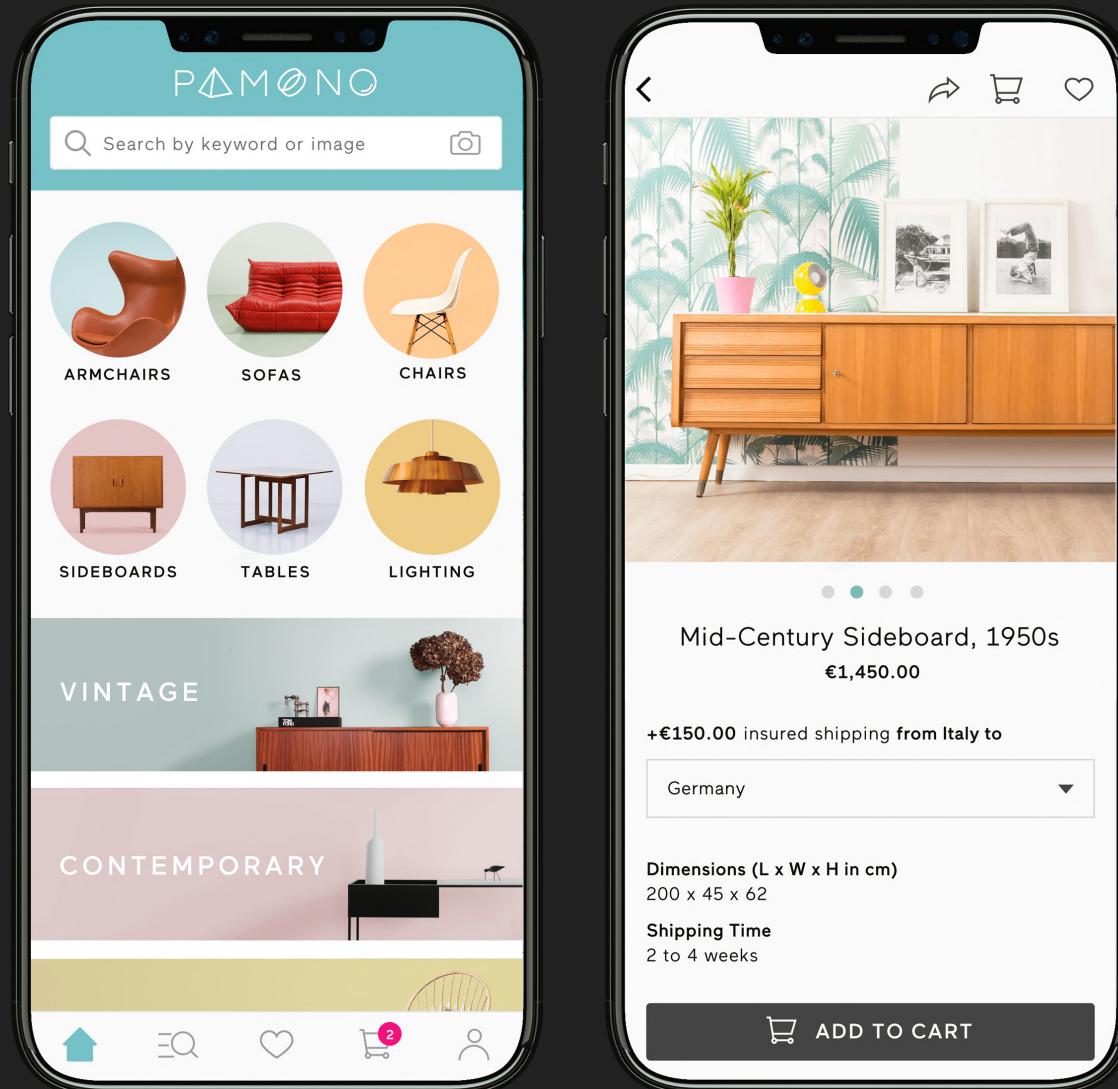
Design Lead (team of 2)

Background

Pamono is an e-commerce marketplace for furniture. Historically, traffic — and development efforts — had been desktop dominated, and mobile performed 3.4x worse than desktop. As mobile traffic eclipsed desktop over the years, improving the mobile experience became a top priority. To take advantage of performance improvements, native functionality, and CRM opportunities, the team decided to build an app.

Goal

Develop a clear, easy-to-use, enjoyable mobile experience so that users can find and purchase what they're looking for, and are driven to return for future purchases.



Pamono Mobile App

Process

Collating research

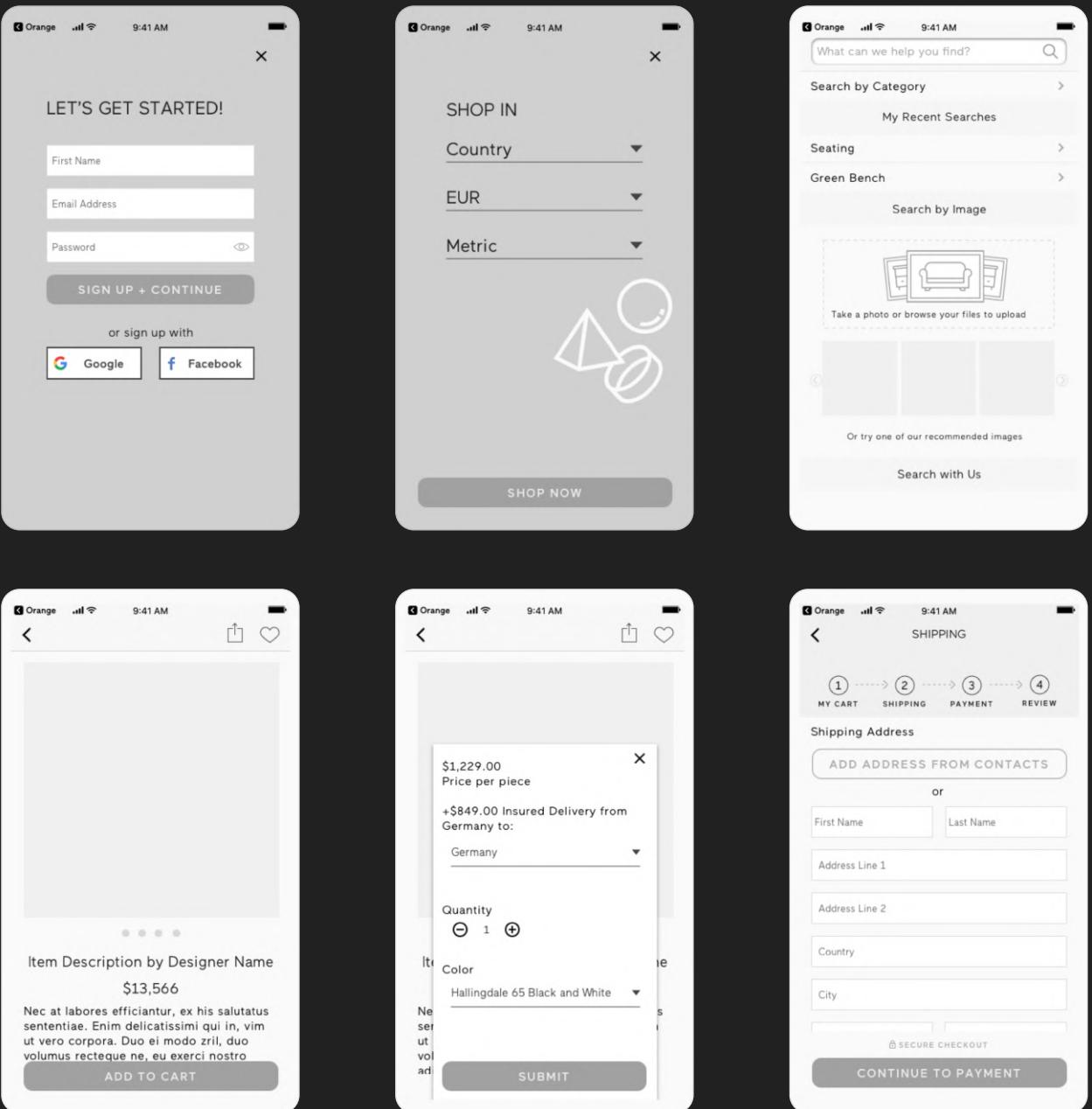
To kick off the project, I collated existing site data and qualitative feedback to surface trouble spots in the flows. We used this as a starting point to understand the key points of improvement from the user perspective.

One of the biggest focus areas was search and product discovery. Users who searched were 5x more likely to purchase, but our mobile search experience was limited: the UI was clunky, loading was slow, and it wasn't possible to filter results.

Proposals for key flows

Combining research with stakeholder requests, we sketched out proposed flows and wireframes for key areas, including account creation, search, and checkout. We reviewed our drafts with stakeholders to make sure we were aligned.

As the lead designer, I made sure that user flows were direct, information architecture was clear, and that we were incorporating native functionality where relevant. With my institutional knowledge, I was able to give feedback on which design solutions were the most feasible with our technical infrastructure.



Proposed wireframes Wireframes for key flows — including onboarding/account creation, text/visual search, and purchase flows — which were drafted in response to known issues in the web mobile experience.

Pamono Mobile App Process

High fidelity details

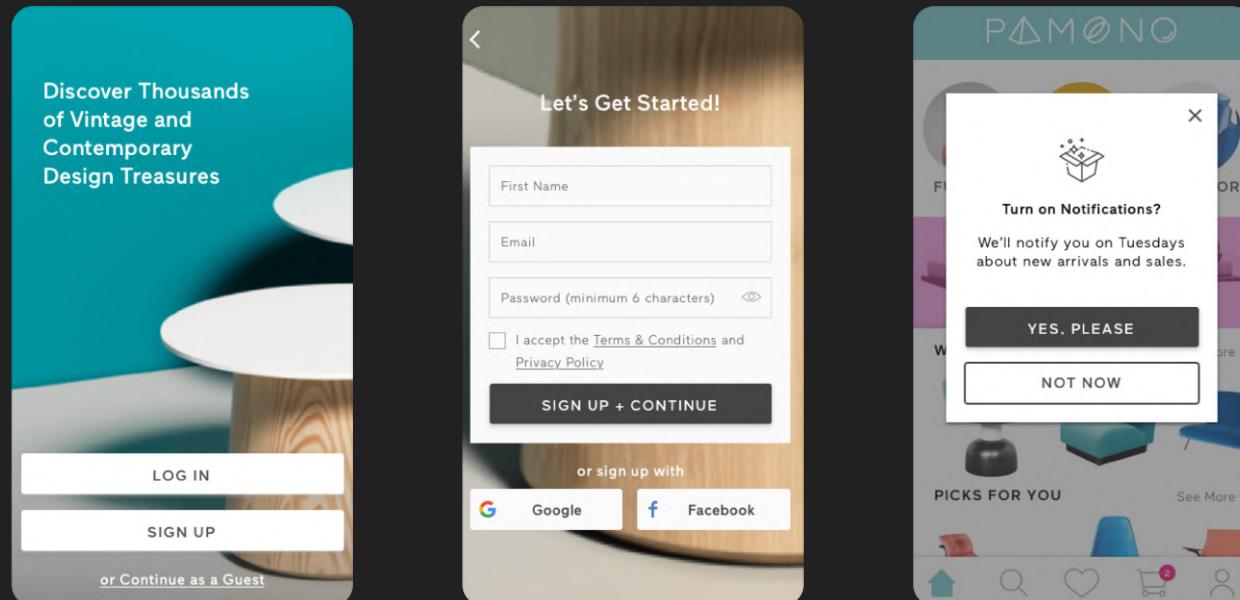
Once the general direction was confirmed, we fleshed out the details, defining all cases of user flows, drafting high-fidelity screens, and developing a working style guide.

As the lead designer, I checked that flows were direct, robust against edge cases, and addressing known issues. We took this opportunity to refresh the brand, so I provided creative direction and made sure the UI built a consistent world via styles, transitions, and depth.

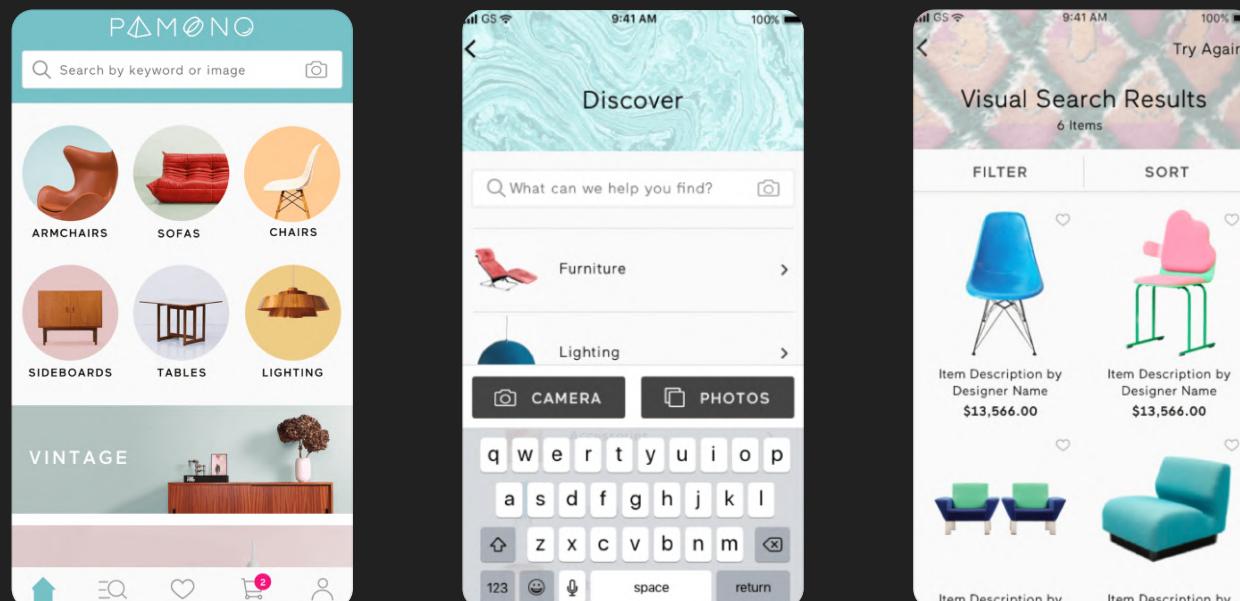
Testing on iOS & Android

We built iOS and Android versions of the app and ran two rounds of user testing to validate the designs. I wrote the tests, then conducted them and determined next steps with the product manager and production designer.

There were a few key areas of change. Mandatory account creation, a request from Marketing, was cut after it got universally negative feedback. We also merged the search and browse by category flows, creating one discovery tab from which users could do both.



Continue as guest When mandatory account creation received negative feedback in testing, we added a continue as guest option and encouraged account creation later in the flow.

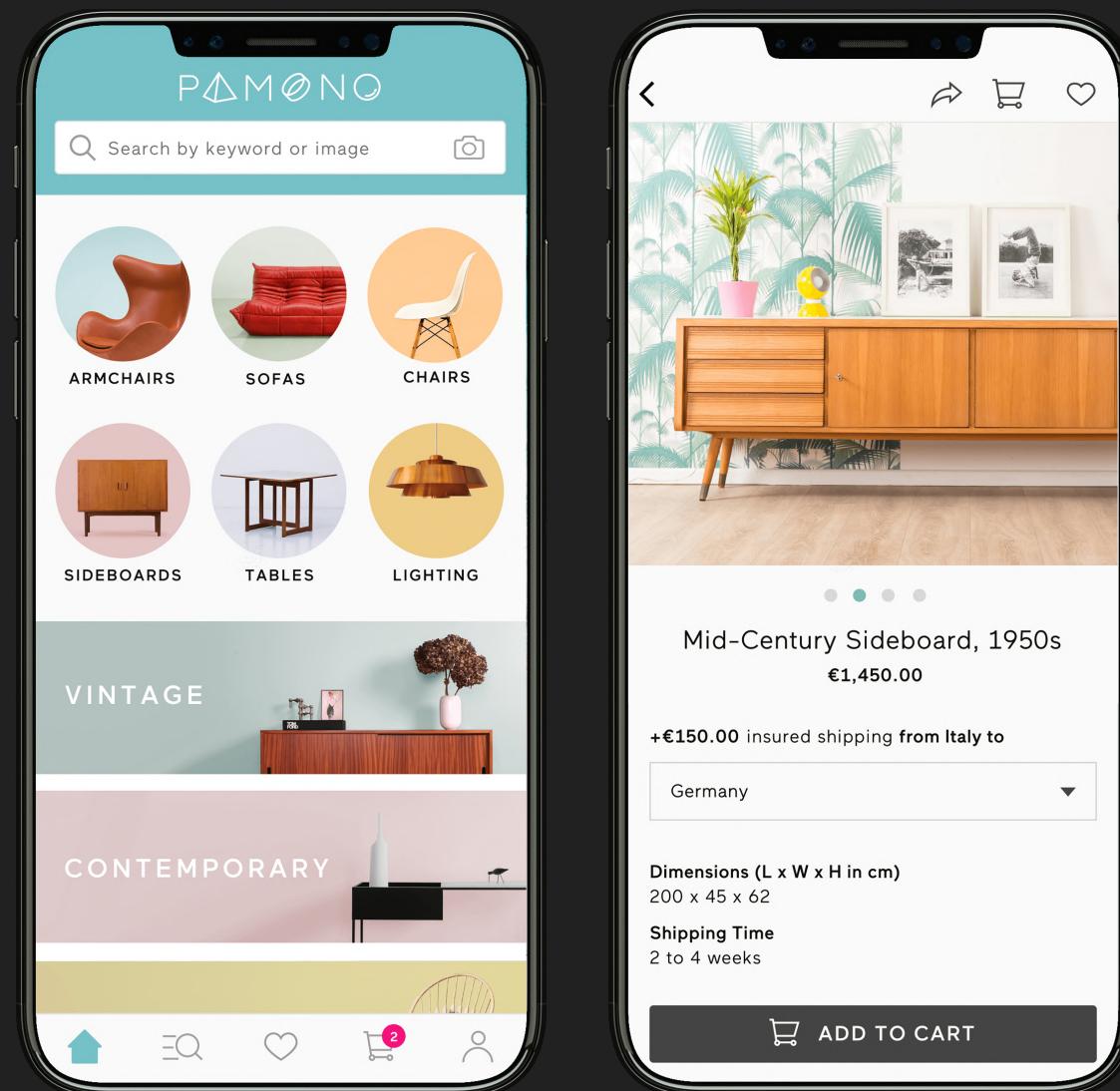


Discovery tab We merged the search and browse by category flows under a discovery tab, creating one place to start a focused journey and freeing up the home page for promotions.

Pamono Mobile App Results

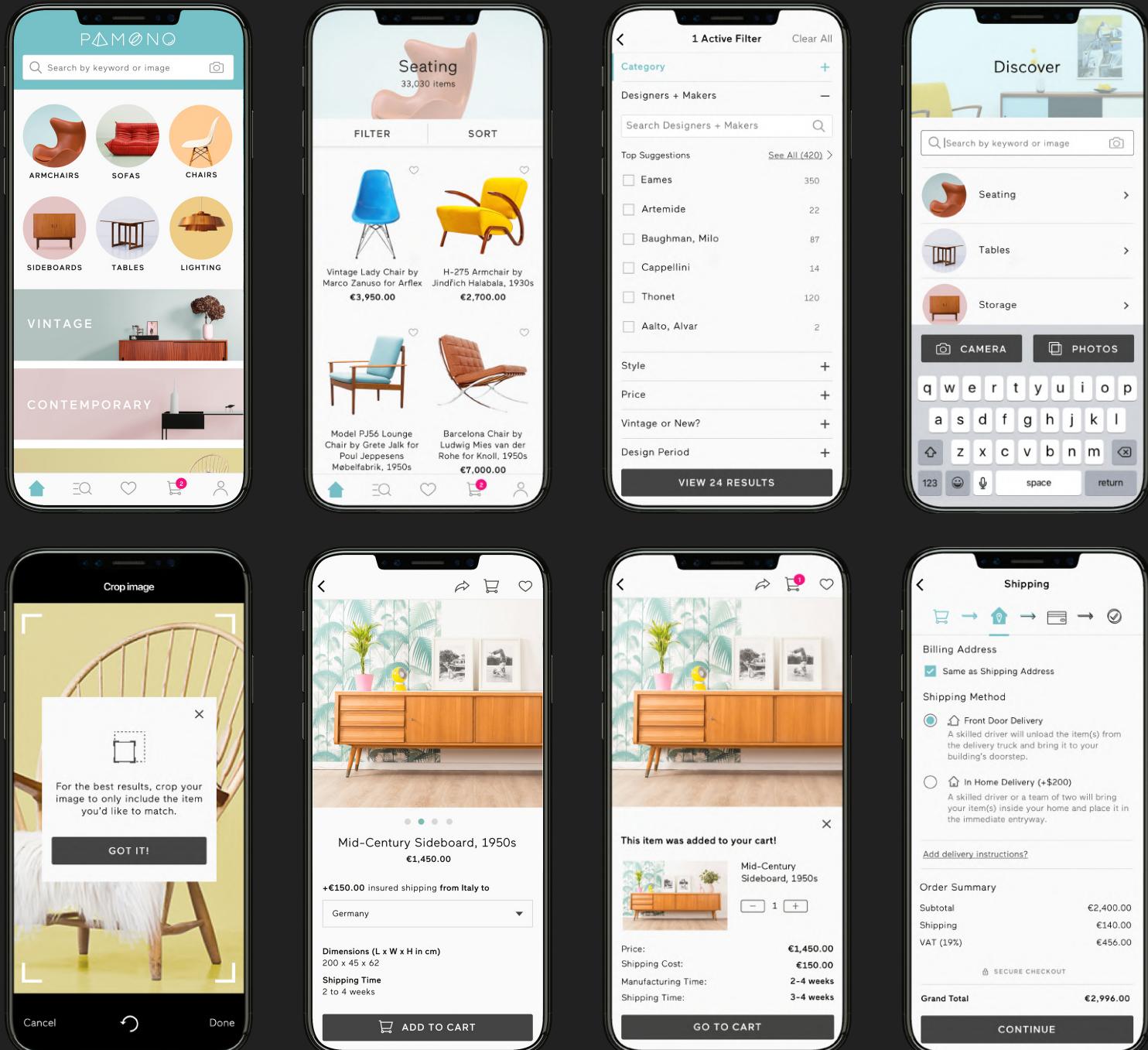
A refreshed mobile experience

In collaboration with the product manager, I developed an evaluation framework to track the app's success, which included top-level KPIs and event tracking for specific features. We set up corollary tracking on the mobile site so we could directly compare design solutions and take lessons from one to the other. The app was released in 2020.



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Key Screens



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Thank you

