

# tapchief.design

Objectives & Key Results

# Design as a Centralised Function

**01**

**Ensure the launch and version maintenance of Commerce Platform and Workspace Platform happen smoothly**

**02**

**Design high-impact creative design deliverables for the growth, sales and partner network functions**

**03**

**Research, analyze & understand the behavioural characteristics and product usage patterns of our users**

**04**

**Build a strong online presence with a powerful brand identity for the design team**

# Ensure the launch and version maintenance of Commerce & Workspace Platforms happen smoothly

- Average lead time of 2 days for all valid UX issues reported by stakeholders
- On time delivery of all resources including wireframes, visual designs, HTML templates, hand-off documents and prototypes
- Start working on building and documenting the design system and component library for the entire TapChief Product Universe

# Design high-impact creative design deliverables for the growth, sales and partner network functions

- Devise a process for teams to submit their design requests and track the progress of the same seamlessly with minimal entry barrier
- Set up a process to measure the engagement numbers and stats for every social campaign involving design collaterals
- Ensure an average lead time of 2 days for every design requirement across the functions

# Research, analyze & understand behavioural characteristics and product usage patterns of users

DISCOVERY

DESIGN DEVELOPMENT

POST-RELEASE

- Work with TCP and Workspace teams to prepare a list of specific user groups to conduct exploratory research for upcoming product features
- Formulate a process to switch to a Google Design Sprint model for the product design undertakings
- Set up a framework to conduct 3 web-based user testing sessions every week

# Build a strong online presence with a powerful brand identity for the design team

- Post a minimum of 3 WIP creatives on Dribbble, Behance, Instagram, LinkedIn and Twitter handles for **tapchief.design**
- Post a minimum of 1 one long form content based post on the Medium **tapchief.design** handle - preferably related to the current product feature/campaign/process/design-tools being worked on
- Work on formulating a process to track the performance and engagement metrics of these branding materials

# TapChief Workspace



Mockups and  
Prototype for the  
unbundled product

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Landing pages with  
feature highlights  
and use-cases

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Collaterals for the  
pre-launch  
campaign

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# TapChief Commerce Product



Mockups and  
Prototype for the  
marketplace

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HTML/CSS  
Templatisation on  
Saleor

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## TapChief Sales Partner



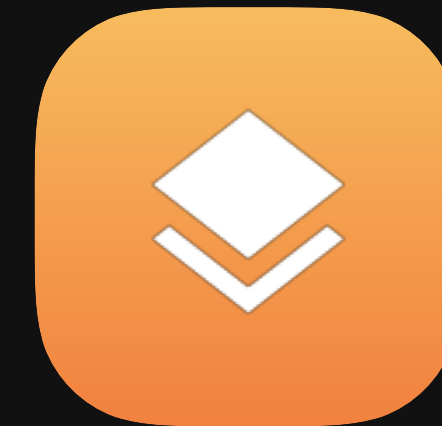
Mockups and  
Prototype for the  
landing page

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Templatised, live  
webpage on  
Webflow

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Collaterals for the  
programme launch  
campaign

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# Assume Nothing, Question Everything.

James Patterson

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