Rituparna Saha

Sr. UX Designer

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I'm Rituparna, an astute Certified Usability Analyst (CUA)™ from HFI (Human Factor International) and Certified in Design Thinking and Innovation Management from the Indian Institute of Management (Kozhikode), with expertise in building and designing UX Strategies.

Over the past 10 years, I've created the product and design solutions for clients across various domains like Enterprise Active Invoices with compliance, Enterprise Business Validation System, Enterprise Active intelligence, Enterprise Intelligent Web Forms, Enterprise Advance shipment Notice, Banking & Finance, Real Estate, Travel & Hospitality, Manufacturing & Logistics, E-learning.

Closely worked with the Business and Development team to create enriched web applications and products. I have learned to identify and incorporate consumer needs into user screens using my creative skills in the best possible way to develop complex things into an easy and creative way that speaks to the end user's goals by embracing new technologies.

I am an individual contributor and manage multiple products. I love giving back to the design community by mentoring designers, sharing design best practices, take an active role in design workshops. Well acquainted with agile methodology.

Denova Glosoft Ltd.

Web Designer

July 2012 – Feb 2013

AMS Technologies Pvt. Ltd.

Web Designer

March 2013 - May 2014

Magna Infotech Ltd.

Web Developer

October 2014 – April 2015

Agency Africa Pvt. Ltd.

Web Developer

May 2015 – March 2016

Procentris (India) Pvt. Ltd.

UI Developer

March 2016 – August 2016

Cognizant Technology Solutions

Senior UX Designer

August 2016 – January 2021

OpenText Technologies

Senior UX Designer

February 2021 – Till Date

Key Clients

opentext™ | Active Invoices with Compliance

opentext™ | Business Validation Services

opentext™ | Intelligent Web Forms

opentext™ | Advance Shipment Notice

opentext™ | Active Intelligence

Microsoft

AllianceData.

KPMG Clara

PACCAR

TNMP

AVM

CAMBRIDGE UNIVERSITY PRESS
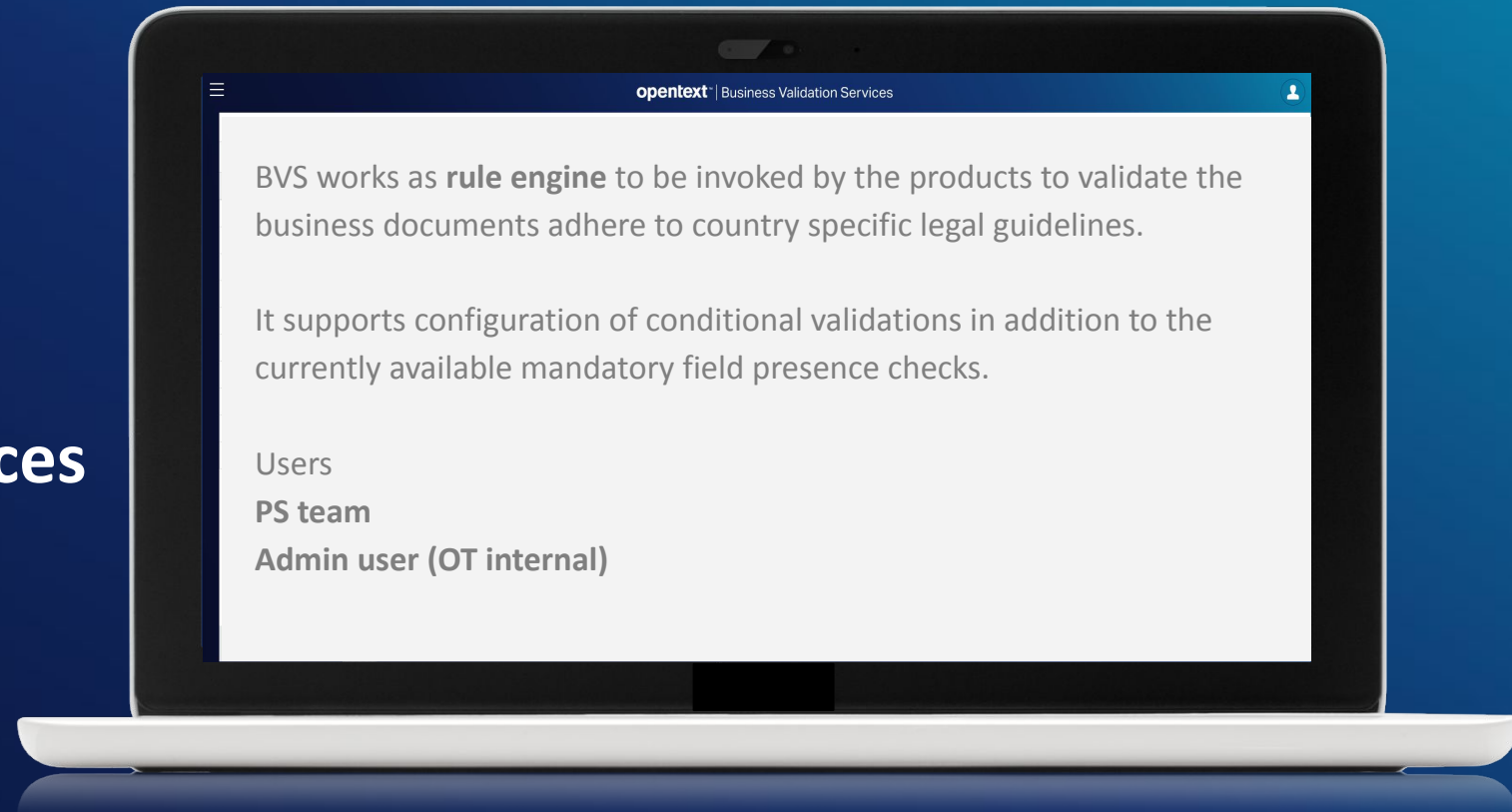
CUSTOMER SPACE X

storebrand

TRANE
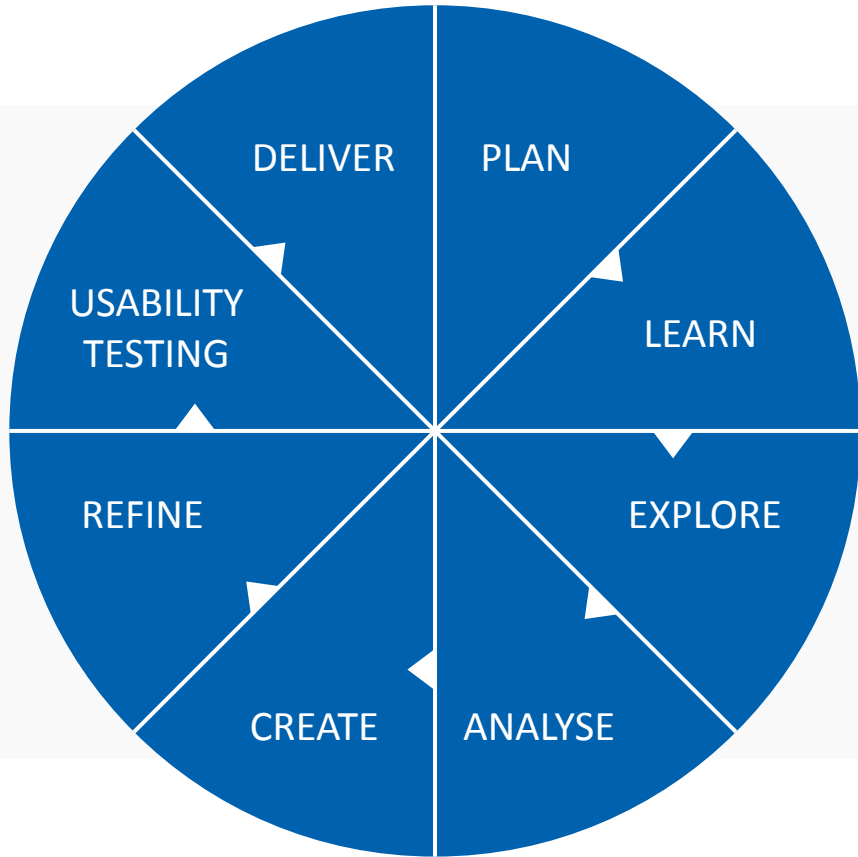
Process

Plan to identify appropriate approaches and milestones for UCD into the overall design and development process. **Learn** and understand the user needs, expectations, context, technologies.

Explore and **Analyse** the user needs by building user profiles on gathered data, producing materials that will aid the outlining of the project IA, concept sketches, task flows, user journey, scenarios.

Create a solution based on the research findings, develop concept sketches, low fidelity prototypes, interactive prototypes, details design. **Refine** and evaluate design with stakeholders to obtain feedback. The **Usability Testing** technique uses to validate the solution across the user segment. **Deliver** complete design and produce deliverables.

Showcase
Business Validation Services

BVS works as **rule engine** to be invoked by the products to validate the business documents adhere to country specific legal guidelines.

It supports configuration of conditional validations in addition to the currently available mandatory field presence checks.

Users
PS team
Admin user (OT internal)

opentext | Business Validation Services

The Beginning

I still remember the very first day when I got the JIRA notification mail and my PM pinged me in the teams and wanted to discuss the JIRA created while setting a call between cross-functional teams.

That's how it started, first with 1:1 and when there is less outcome, we thought of a collaborative discussion session including the product owner, the solution architect along the product manager.

Being a listener on the very first day, I remember it was a confusing discussion on a few pieces of statements that came from the client-side (BMW).

Use Case:

1. Check if a value satisfies minimum or maximum length,
2. Verify format of date, date time, SSN, Zip code etc.
3. Verify that the field begins, contains, or ends with a specific string.

EXAMPLES

- Invoice number should start with 'INV' + 8 digits.
- Invoice should be between 6 – 12 digits
- Exempt reason can be any of

> o   Exempt intra-Community supply of goods according to article 138 Directive 2006/112/EC
>
> o   Supply of goods under the simplified triangulation regime according to article 141 Directive 2006/112/EC
>
> o   VAT due by the contracting party according to article 197 Directive 2006/112/EC
>
> o   Export supply of goods exempt from VAT according to article 146 Directive 2006/112/EC
>
> o   Triangulation

In addition, the reason in the EDI file may not contain the whole sentence.

- Eg: The exemption reason implying "Exempt intra-Community supply of goods according to article 138 Directive 2006/112/EC" maybe sent in the EDI file in any of the following ways or more.
- Exempt intra-Community
- Exempt intra-Community supply of goods
- Exempt intra-Community supply of goods according to article 138
- Exempt intra-Community supply of goods according to article 138 Directive 2006/112/EC

Business Validation Services

Approach & Strategy

Within a few discussions, I concluded that the first task would be to break the ice by cracking the requirement statements first.

Hence, I planned to document things from the first day on the clues and the point of direction that will come out during these sessions. That can help me to refer, identify, eliminate.

Design maturity

Interface design and interactions

- Convert research input to concept sketches, journeys, interactive prototypes.
- Design solution validation/ usability testing of a specific section or flow.
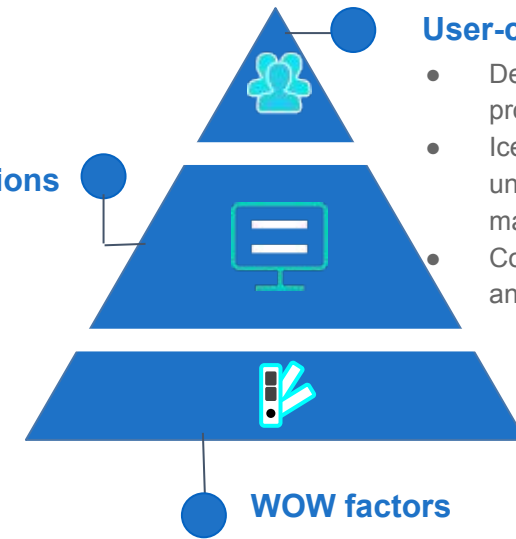
User-centric

- Design is seen as a way to solve problems.
- Ice breaking sessions to understand the business need mapping with user needs.
- Considering user's mental model and built to that.

WOW factors

- Presentation is key for success.
- Visual colours, images, fonts should reflect the branding.
- Design system first.

My Role

As an individual contributor, I report and collaborated with the product manager, product owner, solution architect. As part of this work, I facilitated collaborative sessions and usability sessions and documented them.

Most of the validations of my ideas were through 1:1 meetings, design critique sessions, and team presentations.

Ice Breaking Session

The ice-breaking session was based on the requirement statement where it was mentioned about the operators which can be paired with multiple fields and values to create a rule.

In the discussion probe in and around the statement and ask to share their views. We discussed the probable look around to connect the dots of every point discussed in the session.

The sessions came out fruitful. I could able to understand and gather different views and examples shared by the team and can relate them to the existing requirement.

We discussed the scopes and try to understand what are the elements that are needed to create a conditional rule. Tried to identify the new elements while keeping the existing flow, also discussed what could be the probable attributes for these new elements.

Requirement
* User can have multiple operators to create a rule
* The operators will populate the related form field there by guiding the user to built a rule.
* User can add multiple rows to create rules.
* User can delete any row.

Conditions

-begins with
-contains
-ends with
-in between
-minimum of
-maximum of
-less than
-greater than

Conditional Operators | In scope

Actions

Error messages

○ Clarity needed on the business logic for the content and order.

User creates 3 conditions under a Condition set.
What would be the suitable naming and what should be the order?
If consider the label is condition and order comes in chronological then it will be Condition1.
Scenario - If condition set has 4 conditions as cond1, cond2, cond3 and cond4. Suppose cond2 is deleted among them. What will be the order? *refer below concept sketches.*

Condition Set 1		Condition Set 1
Condition1	→	Condition1
Condition2 *Deleted*		Condition3
Condition3		Condition4
Condition4		Condition 2 or 5 ? *What will be the order?*
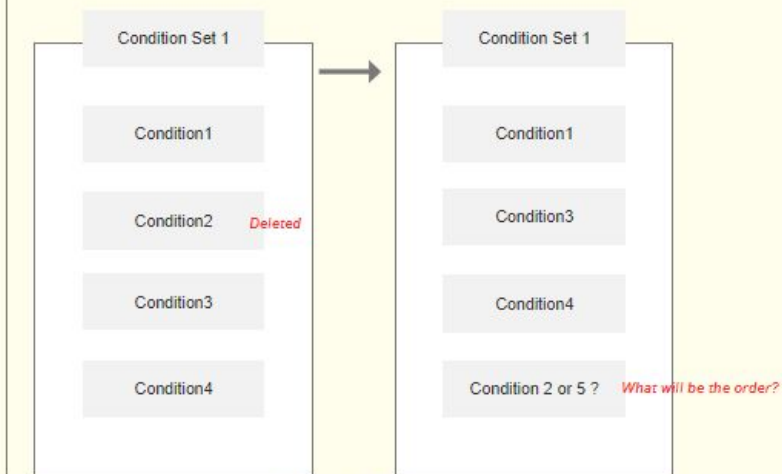
Concept sketches.

Connecting the dots

Research

1. **Field name** - The first part allow user to describe what he/she wants to achieve with this rule using the conditional logic.

2. **Condition** - Is the statement refer to a field and must be fulfilled. Condition consists of Operators.

   Operator - different operators are used to evaluate the condition.

3. **Value type and Value** - The way Value type and value will be defined are going to vary according to the type of field and the type of operator.

Mapping the Conditions/Operators with their related data fields (probable) -

① Table:

Conditions/Operators	Definition	Value type
Equals / Does not equal		
Matches / Does not match	Checks if the answer is an exact match to another value.	• Freetext • Integer/Decimal/Currency • Date/Time/Date|Time • Duration
On		
Before		
After		

Field name	Condition	Value type	Value
Lorem ipsum	Equals	Free text	INV

Field name	Condition	Value type	Value type
Lorem ipsum	Matches	Date mm/dd/yy	06/16/21

Field name	Condition	Value type	Value type
Lorem ipsum	Matches	Date dd/mm/yy	16/06/21

② Table:

Conditions/Operators	Definition	Value type
Less than		
Greater than	Checks if the answer is lower than another value / higher than another value / falls between (but is not equal to) two other values.	• Integer/Decimal/Currency • Date/Time/Date|Time • Duration
Between		

Field name	Condition	Value type	Value
Lorem ipsum	Less than	Integer/Decimal/Currency	$15

Field name	Condition	Value type	Data type	Value
Lorem ipsum	Greater than	Duration	Minutes / Hours / Seconds	30 min

Field name	Condition	Value type	Value
Lorem ipsum	Between	Date dd/mm/yy	🗓 and 🗓

③ Table:

Conditions/Operators	Definition	Value type
Begins with	Checks if the answer begins with / ends with of the given value.	• Freetext • Integer/Decimal/Currency • Email / Phone number
Ends with		

Field name	Condition	Value type	Value
Lorem ipsum	Begins with	Free text	INV

Field name	Condition	Value type	Value type
Lorem ipsum	Ends with	Email / Phone number	p.s@g.com

④ Table:

Conditions/Operators	Definition	Value type
Minimum of	Checks if the answer is minimum of / maximum of the given value.	• Free text • Integer/Decimal/Currency
Maximum of		

Field name	Condition	Value type	Value
Lorem ipsum	Minimum of	Integer/Decimal/Currency	$15

Field name	Condition	Value type	Value
Lorem ipsum	Maximum of	Free text	8 digits

## Brainstorming - redefining the use case

While explaining the research about the different conditional operators that support the field type or value type, and giving examples of how it might work with conditional statements, the cross-functional team could identify that the conditional operators are not only the best combinations to create the conditional rule.

To create a conditional statement on country-specific TAX rules or VAT rules we need to include math operators. As there was more clarity on the requirement side, we gradually started exploring the math operators and the probable use cases.
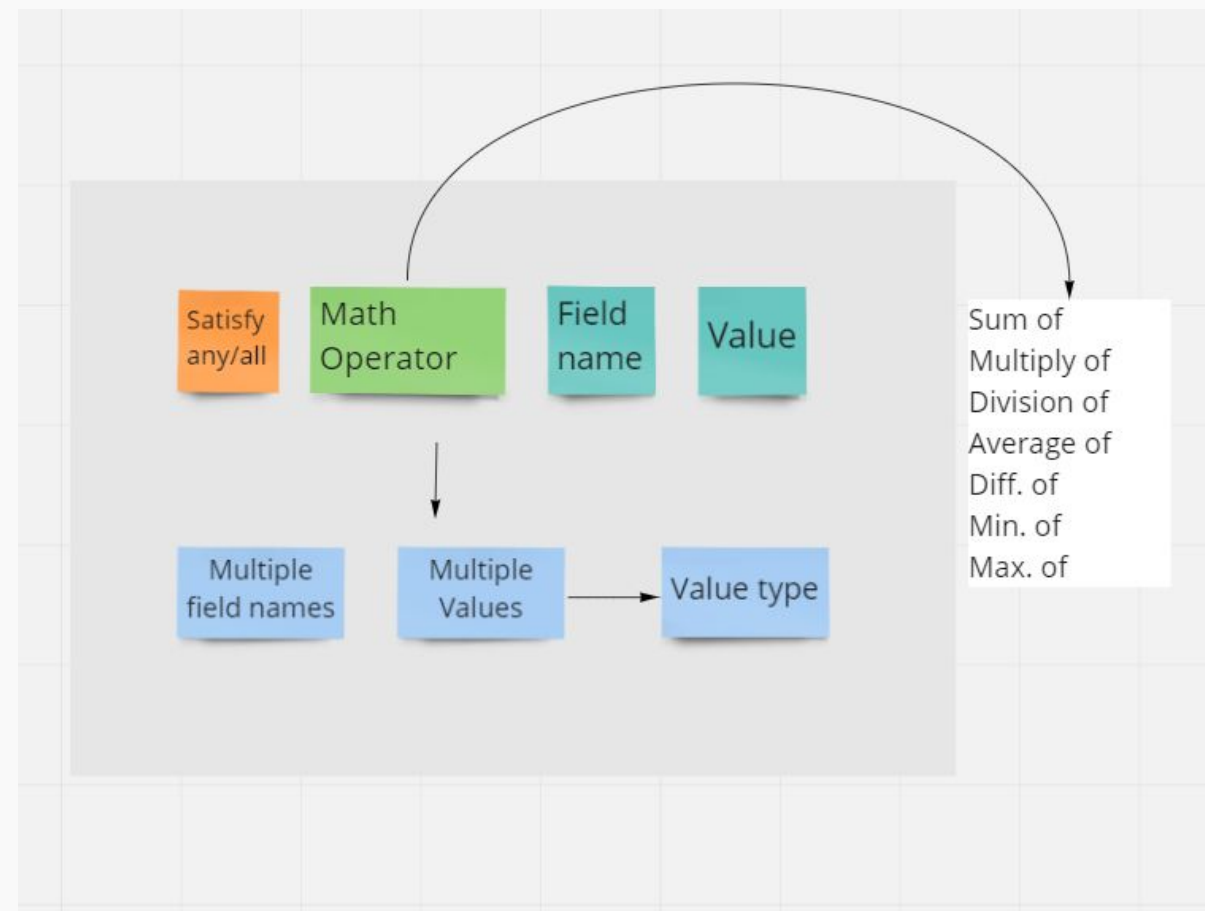
Brainstorming - redefining the use case

We started discussing the other attributes that can pair with the math operators, combinations that can be needed from the user side to create a conditional rule. Moving forward, with these existing data the Product Manager was able to gather some more insights from the business side and we then gradually started working on those points.

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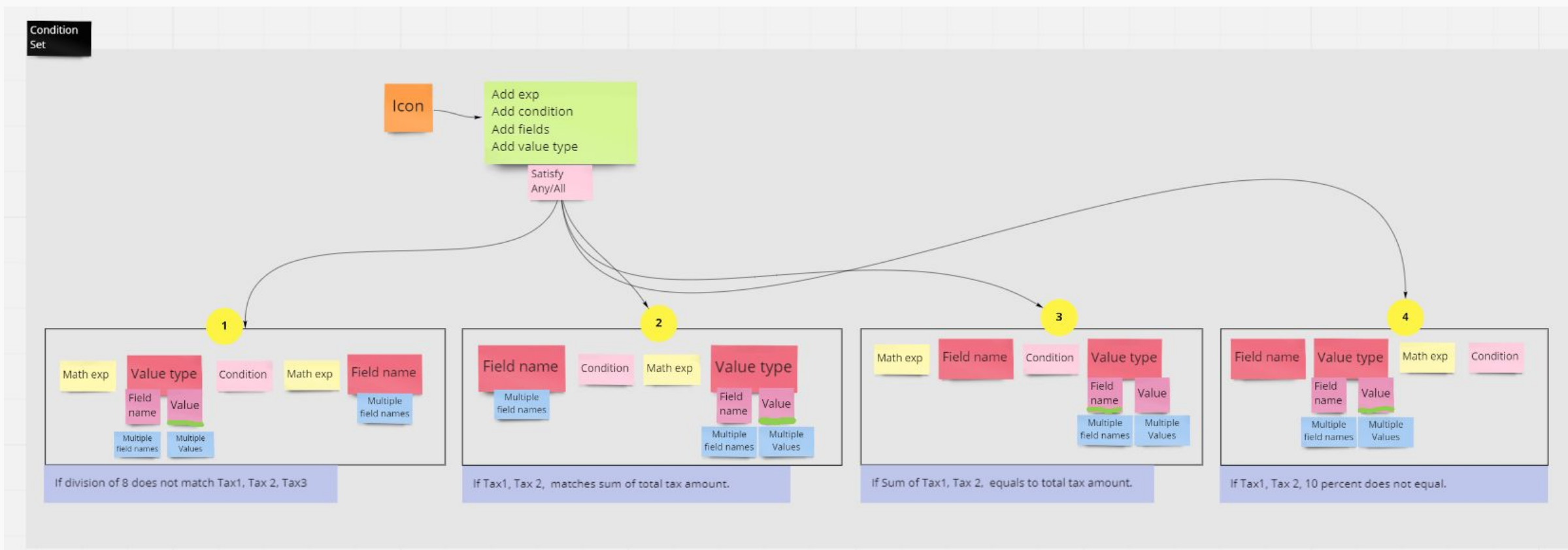
User touch points - task flow

Empathy is the core of understanding - the right problems to the right audience.

On that note, I created the task flow to identify the traces of user's possible paths through sequences of tasks (from creating multiple conditions in a condition set and then defining the actions within the action set) and decision points (on defining the error messages) while accomplishing their goal.

It validates the understanding of the user goals from one touchpoint to another and helps identify the common scenarios.

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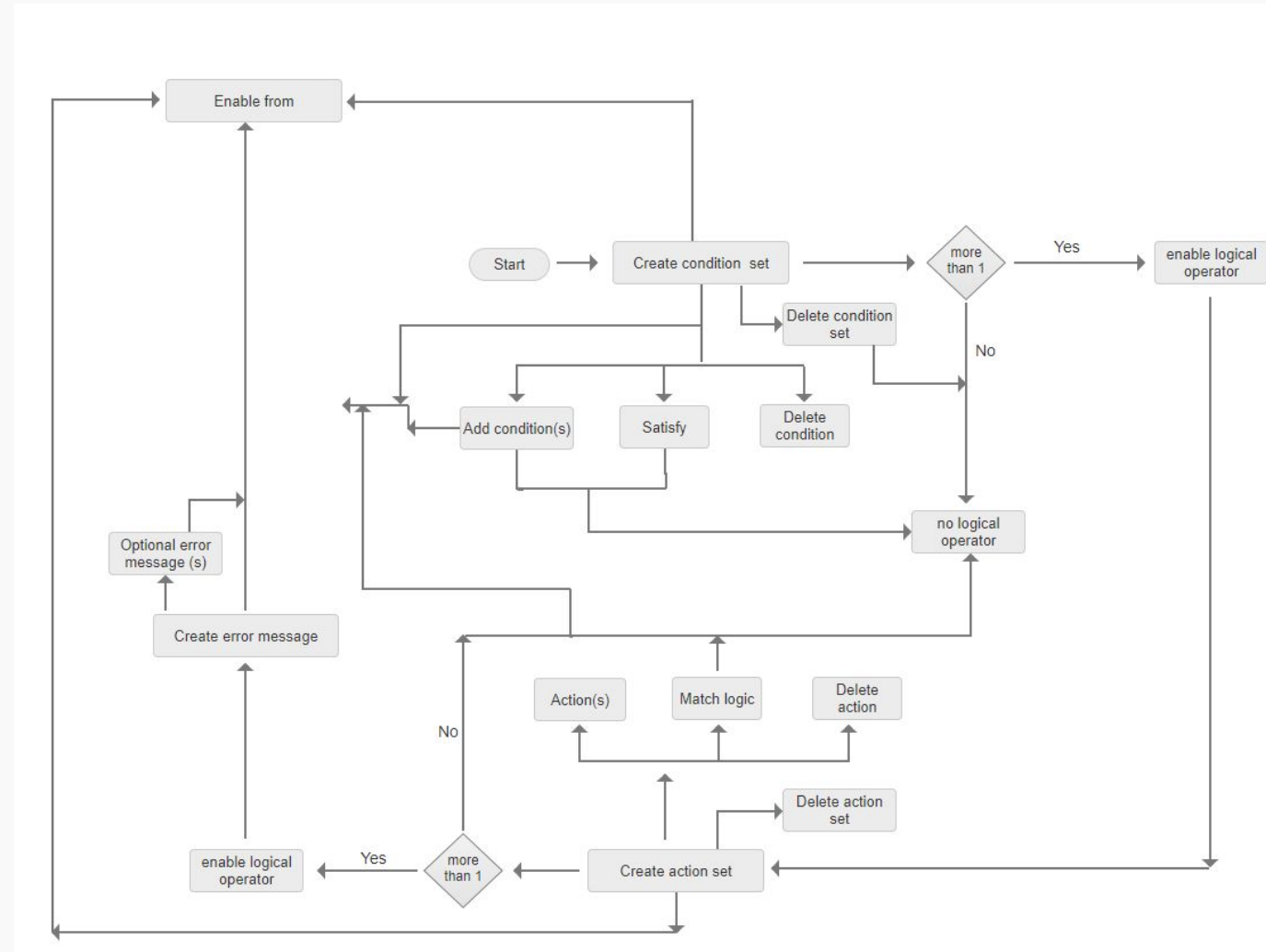
Concept sketches

The best way I have found to quickly, easily, and comprehensively communicate with my team: share rough concept sketches, which is quick and time-saving.

Not only does this help me articulate how I plan to tackle certain scenarios, but thinking out loud on paper, allows everyone—myself, the cross-functional team to see how ideas begin, evolve, and finally crystalize into the solution we've been working on.

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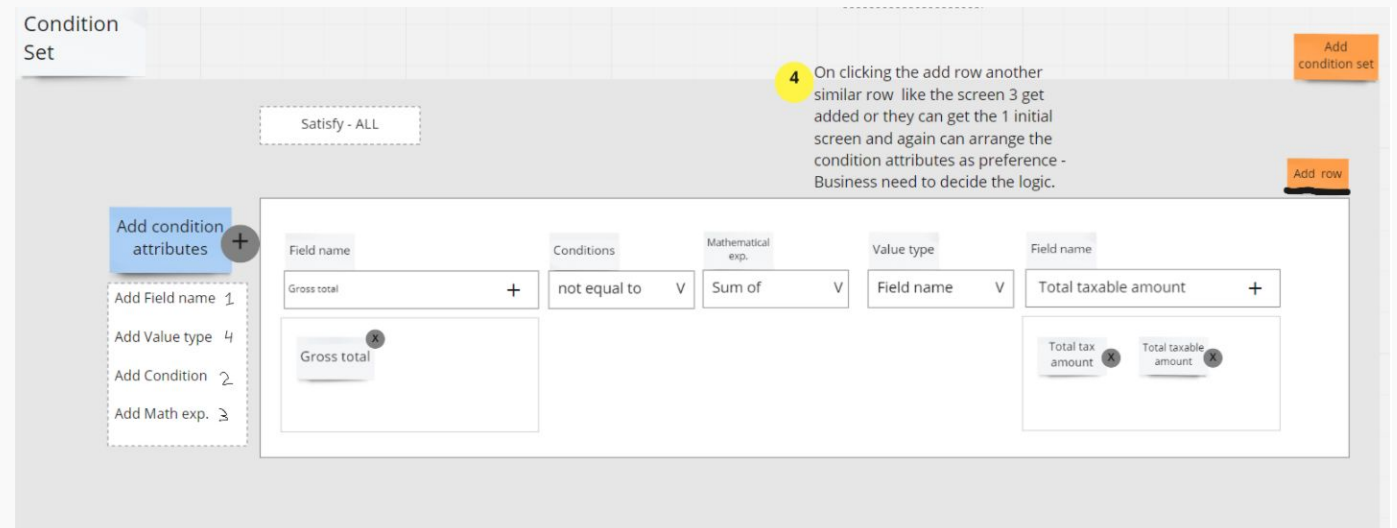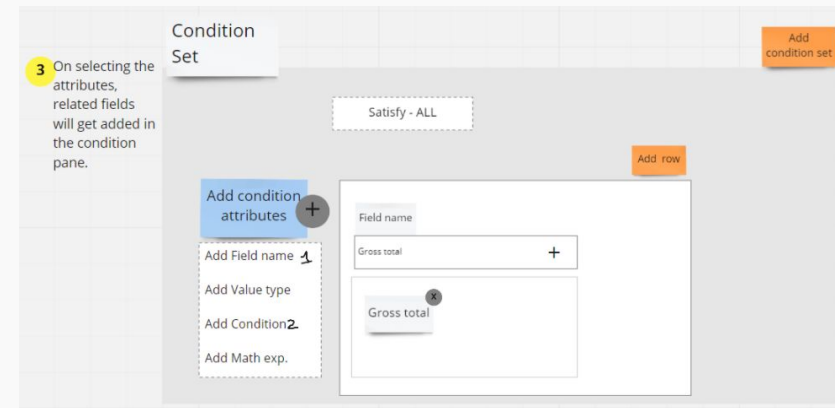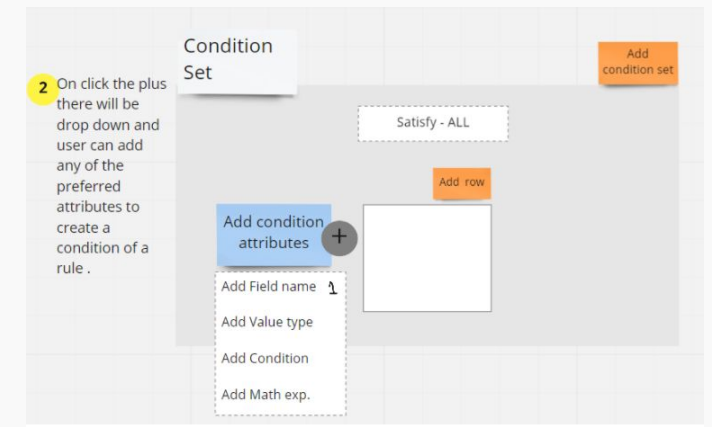
Concept sketches

Rough sketches were created while discovering new ideas, I could use my imagination at the most to put my creativity to action.

Later when I introduced all of these sketches, collaboratively we discussed the feasibility of the framework, development time and effort etc. involved and can identify the best out of rest.

Ideate and Design

Flexible and Stay Focused

With a better approach to building the logic by accessing the information right on the rules view without having to jump into other tabs constantly.

Users can have combinations of rule attributes which makes the user's task easy and flexible to create a rule that is based on multiple condition sets paring with different conditions defining them with logical operators and actions. If these conditional statements fail, the user can set the error message that can only get executed on failed circumstances.

Ideate and Design

As **space matters** and to make the screen less cluttered, the solution is designed very sleek and lightweight yet with multiple options to play around in a delightful way.

Usability test

So, once a solution is ready to get into the development phase, I wanted to validate the solution from the real users. My PM was happy and helped me on getting the real user's details. We conducted the usability test with 3 real users where the users were asked to create a conditional rule with different use cases provided by my PM, and I was observing where the user might encounter problems or experience confusion.

When they finished their tasks, I asked a few questions to understand if anything that is missed or needed to be accommodated or enhanced in the design. They were able to finish the task with no help and was happy with the provided solution.

UT questions and feedbacks -

Do you think the solution has captured all your task related inputs, if not can you please share what is your expectation? Yes, this is good, I could get a lot of combinations for the field names and values, which is really a cool feature.

Is there anything that you find need improvement, or any suggestion that you want to provide? Nothing as such, looks good to me.

Is there any more mathematical expression that need to be added? There is already a lot of options which I do not even know if that is needed or not, for now I can say few are useful, and others might be helpful in certain scenarios.

How satisfied are you with the available solution? It looks great.

Do you think the LHS and RHS may confuse a user? - No, not at all, we know all these terms.

Any feedback on the tooltip for LHS and RHS to help a new user? - No, I do not think it is needed, anyone who is performing these actions might be aware of these terms.

Some of the Recognitions that ignites my creative thinking skill

20 APRIL, 2021

Celebrating
opentext™
Navigators

Rituparna Saha

IS RECOGNIZED FOR

WE DELIVER THE UNEXPECTED WOW

OT World Europe usability lab contributions!!!

by Moby Seby Joseph

Celebrating OpenText Navigators
WE AIM HIGH | WE SWEAT THE DETAILS | WE DELIVER THE UNEXPECTED WOW | BE DESERVING OF TRUST | WE, NOT I

Rajshri Premraj **commented** on BNUXS-197

Re: BVS - UX design assistance for 21.3 release

Commented :

Revised UX wireframe for Deletion:
https://42ef3z.axshare.com/#id=hpbuep&p=help&g=1

Thanks Rituparna Saha for the quick update.

cc:Soumya Srinivas

Thursday, November 25, 2021

Arnab Bandyopadhyay   11/25/2021 4:53 PM   ♥ 1 @

Praise

Arnab Bandyopadhyay sent praise to

Rituparna Saha

Courage

If you think anything is wrong, you do not back down and fight for what's right. Keep up the good work! It's always a pleasure talking to you - so thanks for letting me in on your life :)

Rituparna Saha

"I did want to take a moment and say thank you to the team. You all did a fantastic job with Sprint 15!! The stakeholder demo went very well and I think everyone was impressed with the amount of progress that has been made so far. I am thrilled with the progress!

Keep up the great work! This project is delivering such value to our company and is a key initiative to help transform how we support our brand partners. "
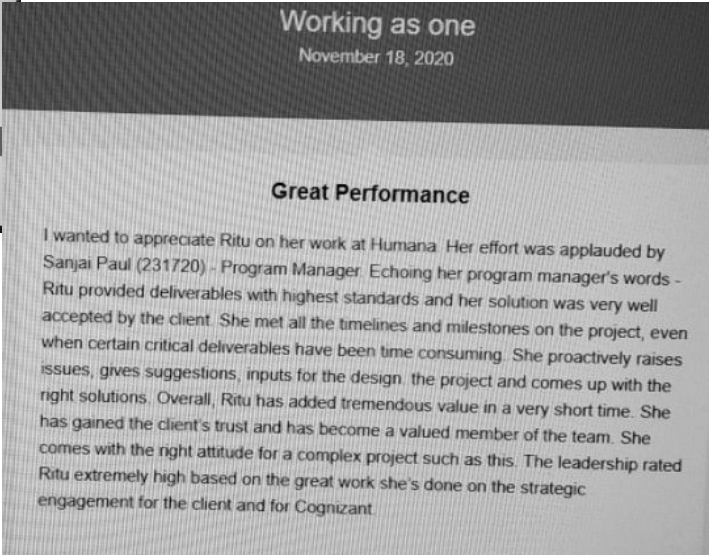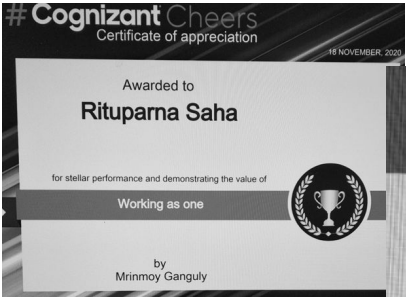
Karen (Lowe) Ashbrook
Director, Digital Capabilities | Marketing Products & Capabilities
Alliance Data Card Services

#Cognizant Cheers
Certificate of appreciation

18 NOVEMBER, 2020

Awarded to

Rituparna Saha

for stellar performance and demonstrating the value of

Working as one

by
Mrinmoy Ganguly

Working as one
November 18, 2020

Great Performance

I wanted to appreciate Ritu on her work at Humana. Her effort was applauded by Sanjai Paul (231720) - Program Manager. Echoing her program manager's words - Ritu provided deliverables with highest standards and her solution was very well accepted by the client. She met all the timelines and milestones on the project, even when certain critical deliverables have been time consuming. She proactively raises issues, gives suggestions, inputs for the design the project and comes up with the right solutions. Overall, Ritu has added tremendous value in a very short time. She has gained the client's trust and has become a valued member of the team. She comes with the right attitude for a complex project such as this. The leadership rated Ritu extremely high based on the great work she's done on the strategic engagement for the client and for Cognizant.

"Ritu- This is great work"

Tanveer, Saad
POI Provision, RET

"Very impressed with the UX side of the team and feel that we're all working together in a unified way."

Lelchitsky, Allen
Director - CRM, EAS Salesforce PMG

"Conderimg these efforts and going forward in the implementation phase."

Mochi, Venugopal
Project Manager, EAS Salesforce

"Agreed.. Kudos to the UX team"

Bose, Indraneel
Engagement Lead, Cognizant Infra Services

Thank You

call me **: 9433549744**

mail me **:** discover.footprints@gmail.com