Selected Works

Hello! My name is ***Ganesh Viswanathan Iyer*** and I am a ***User Experience Designer.***

I design interfaces for mobile and web using a careful blend of ***aesthetics***, ***simplicity*** and ***intrigue***. Right from research through conceptualizing to release, I employ a meticulous, ***user-centered design*** process.

I have worked for more than 5 years as a ***UX Designer and Researcher*** in product and service industries as well as in academia and as a freelancer. I am an alumnus of the ***Department of Design*** at ***IIT Guwahati, India***

In addition to being a designer, I am also a performing musican and a writer.

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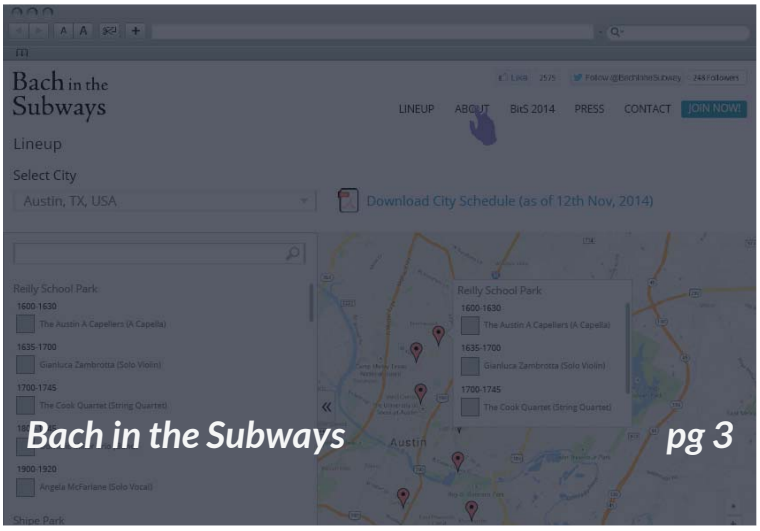

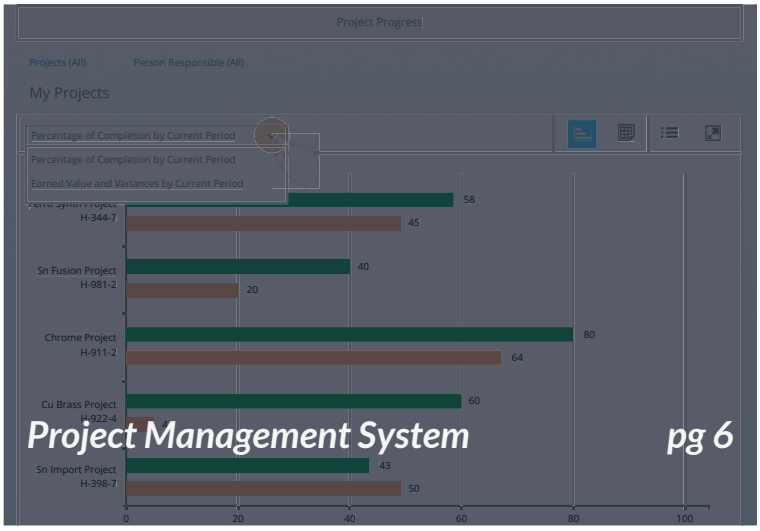

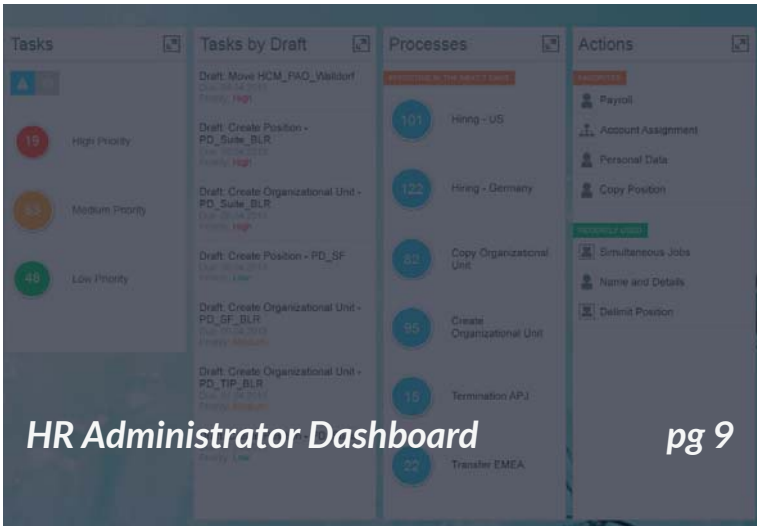

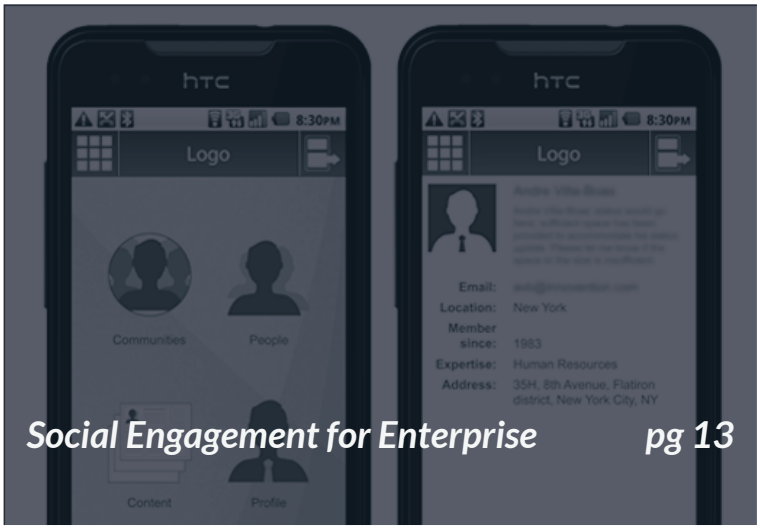

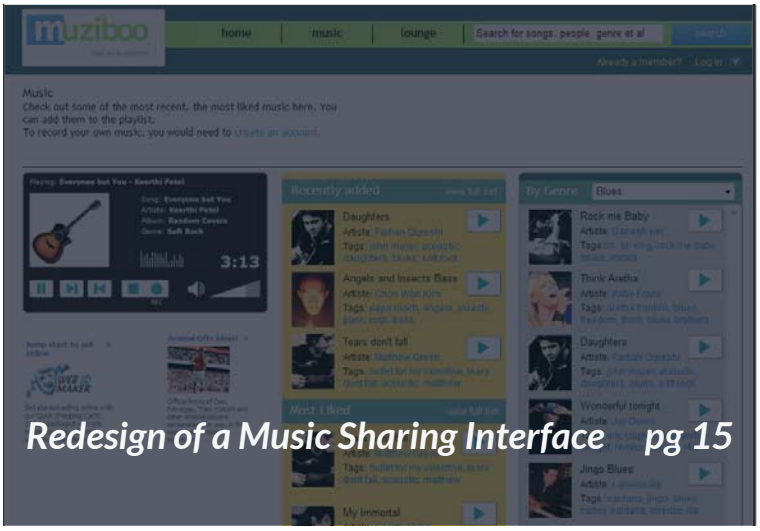

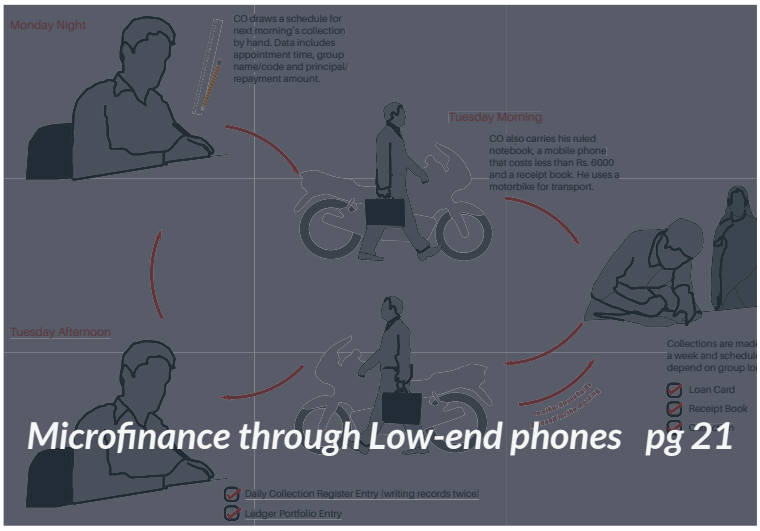

Bach in the Subways

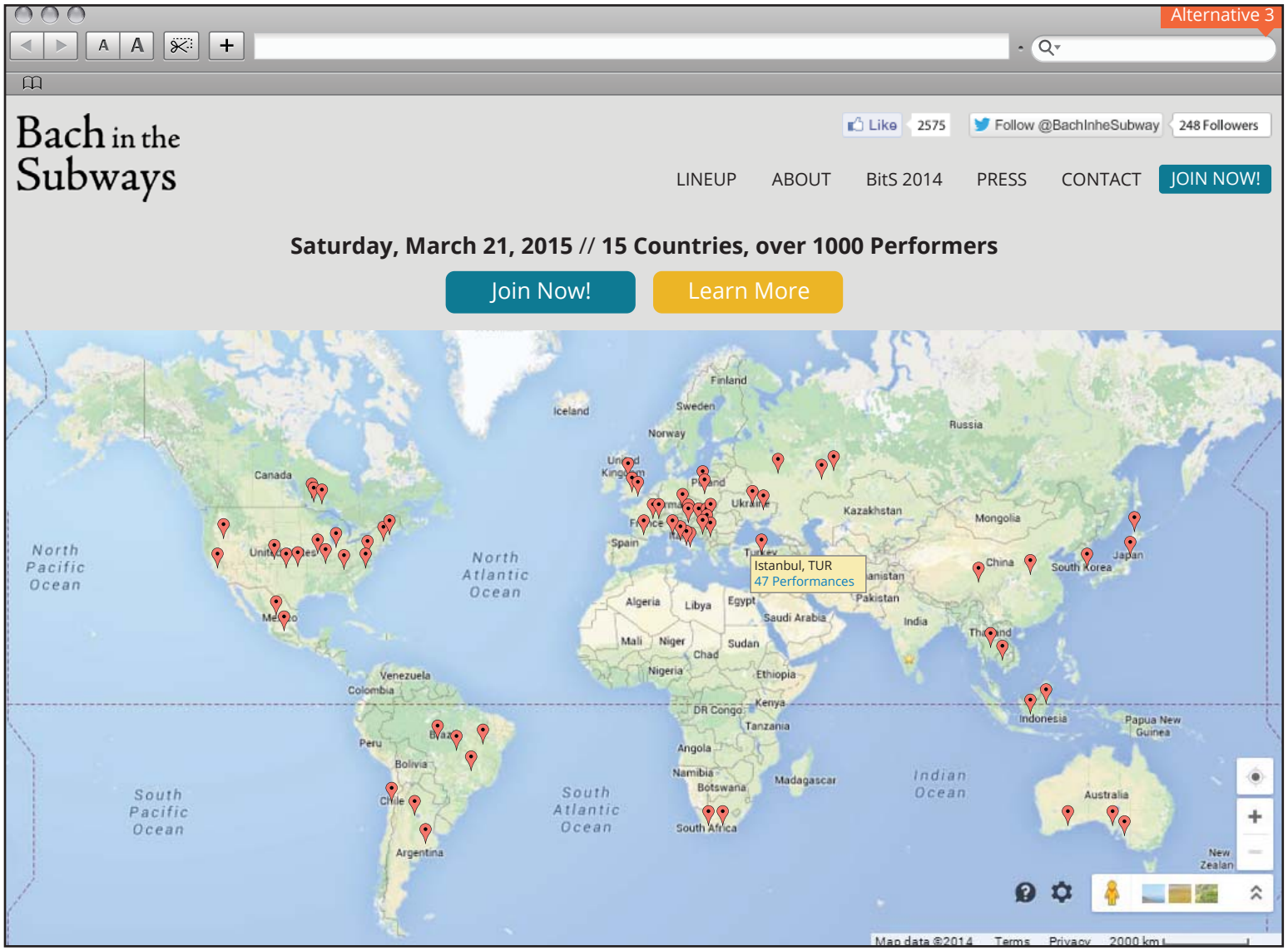

Fig.: High-fidelity mockup provided to client for development.

Brief: Design a web framework for the non-profit initiative Bach in the Subways that reflects its ***global*** and ***non-profit*** character.

Target Platform: Web client responsive across mobile, tablet and Desktop.

Client: Dale Henderson (New York, USA), founder of Bach in the Subways.

URL: ***www.bachinthesubways.com***

UX Design Team: Ganesh Viswanathan Iyer, Diya Gangopadhyay

Project Duration: *May 2014 to October 2014*

Summary:
Bach in the Subways is an international movement started in New York City by cellist Dale Henderson which sows the seeds for future generations of classical music lovers by generating public interest and excitement for the art form.

Every year on March 21 (Johann Sebastian Bach's birthday), musicians celebrate Bach in the Subways Day by offering free performances of Bach's music – gifts of musical love & joy – in subways and public spaces around the world.

Responsibilities:

- Through iterative sketches and high-fidelity mockups, I had worked with my UX colleague in New York (Diya) to generate innovative concepts for a web framework that gives broader access to musicians and the public. I was responsible for creating high-fidelity prototypes and sketching concepts that emerged from regular discussions with my UX colleague.

- The efforts were directed to retain the flexibility of the voluntary registration and allotment processes as well as

reduce redundant efforts by integrating online forms with a usable database. This made the movement more scalable.

Client Feedback:

"

Ganesh was extremely committed and made himself highly accessible despite extreme time zone differences (New York to Mumbai). The high quality of his mockups were crucial to the project, and Ganesh responded quickly to changes discussed in online meetings with the design sensibilities we needed to move the team in the right direction.

The solutions and sketches he provided covered important concepts and are proving to be very helpful as we move the website into the final phases of design and implementation. Ganesh's interest, passion, and dedication moved our team forward, and I would recommend his services to other organizations looking for creative ideas and committed execution.

"

- Dale Henderson, Cellist and Founder of Bach in the Subways

"

Ganesh helped develop a concept around developing an interface with hundreds of musicians engaging with the movement from across different parts of the world, which was simultaneously functional and visually hard-hitting.

Ganesh is very responsive, easy to work with and dependable. He is a good team-player, strong on communication and focuses on serving the customer.

"

- Moitreyee Sinha, Partnerships and Public Relations for Bach in the Subways

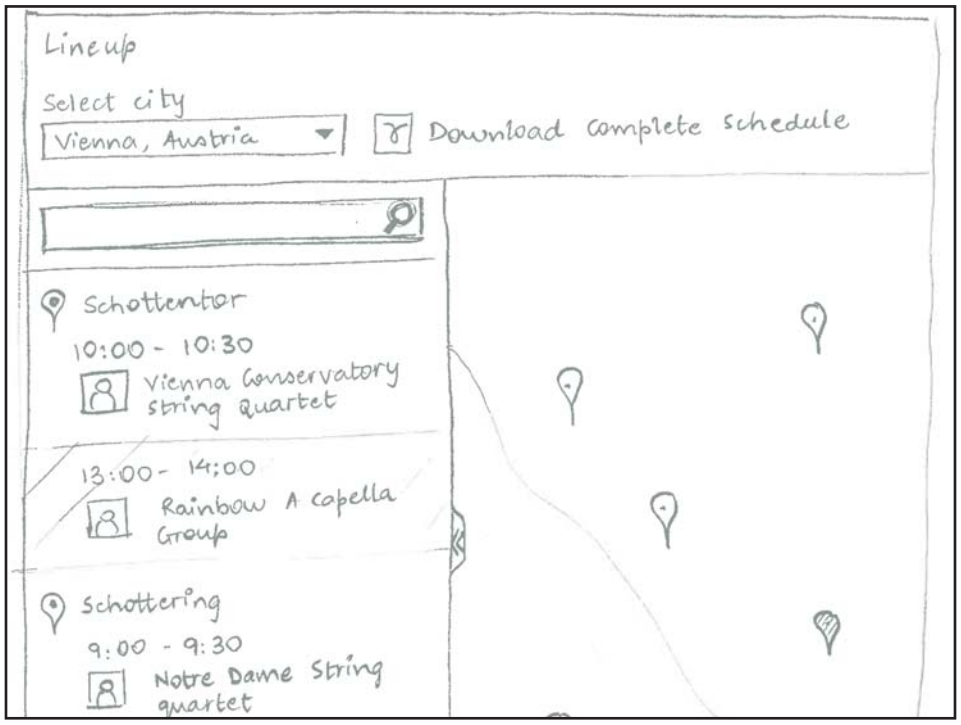

Fig.: *Sketches to add richness to the feature that shows performance locations globally.*

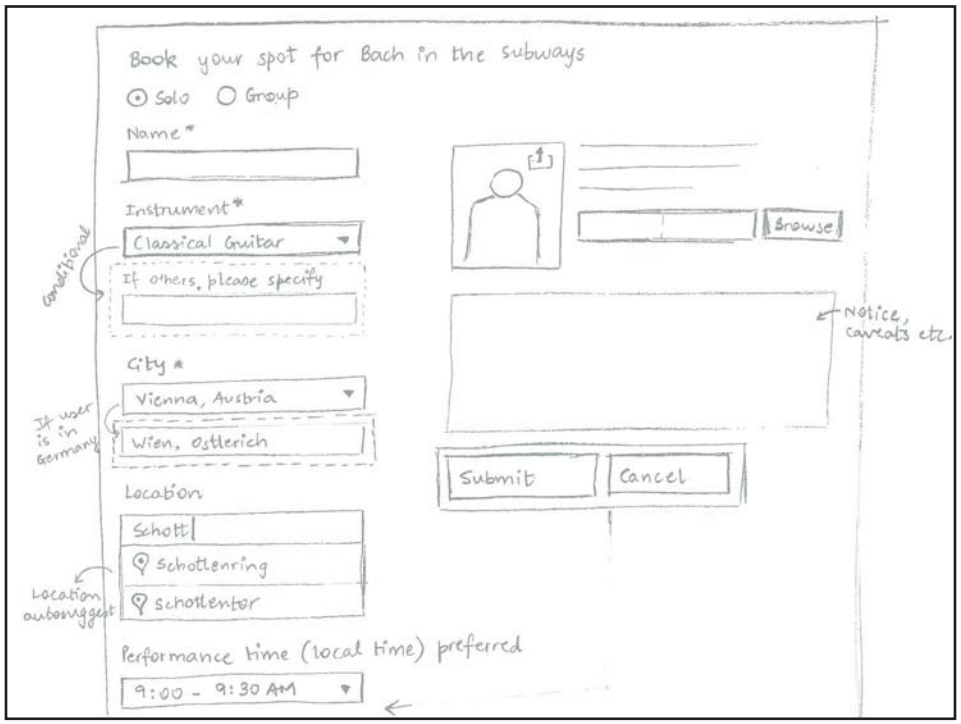

Fig.: *Sketches for the online form that was proposed in a discussion with the client.*

Bach in the Subways

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Bach in the Subways Day 2015

Click on one of the following locations or search below for a Bach in the Subways Day performance near you.

Amherst, MA Ashland, OR Boston Budapest Buenos Aires (Argentina) Chihuahua (Mexico) Dunedin (New Zealand) Greenville, SC Hannover (Germany) Indianapolis Japan (West) Kristiansand (Norway) Llandudno (Wales) Leipzig Ljubljana (Slovenia) Los Angeles Lviv (Ukraine) Manila Minneapolis Minsk (Belarus) New York Portland, OR San Francisco Seattle Seoul Singapore Székesfehérvár (Hungary) Tokyo Toronto Tulsa, OK Venice (Italy) Wellington (New Zealand)

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Country All Countries

Cellists of Otago

11:30 pm - 12:30 am
Octagon, Dunedin, New Zealand

Details & Map

"Motets. Easter oratorio" @Bach Marathon in Lviv

12:00 am 8 Stepana Bandery St., Lviv, Ukraine

Details & Map

Bach in the Subways

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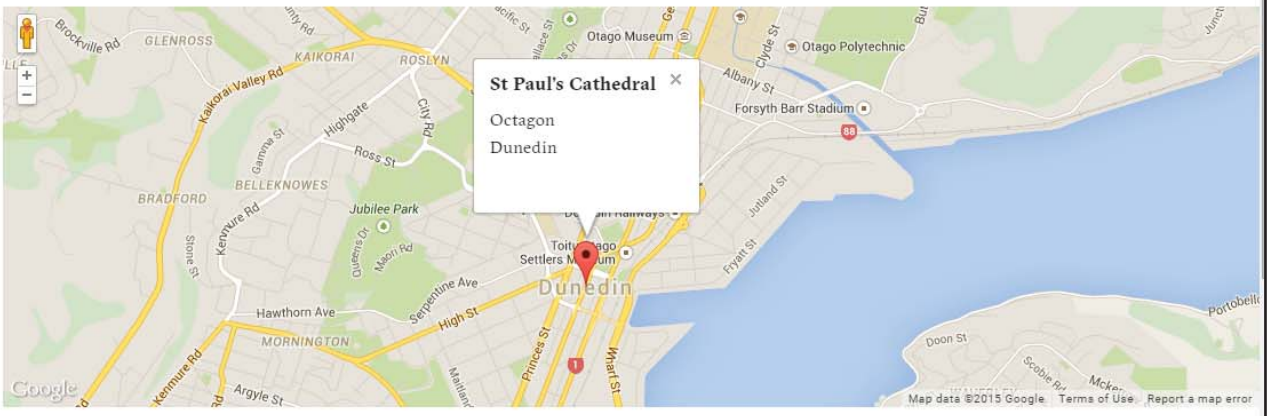


Cellists of Otago

Pin

11:30 pm - 12:30 am

St Paul's Cathedral

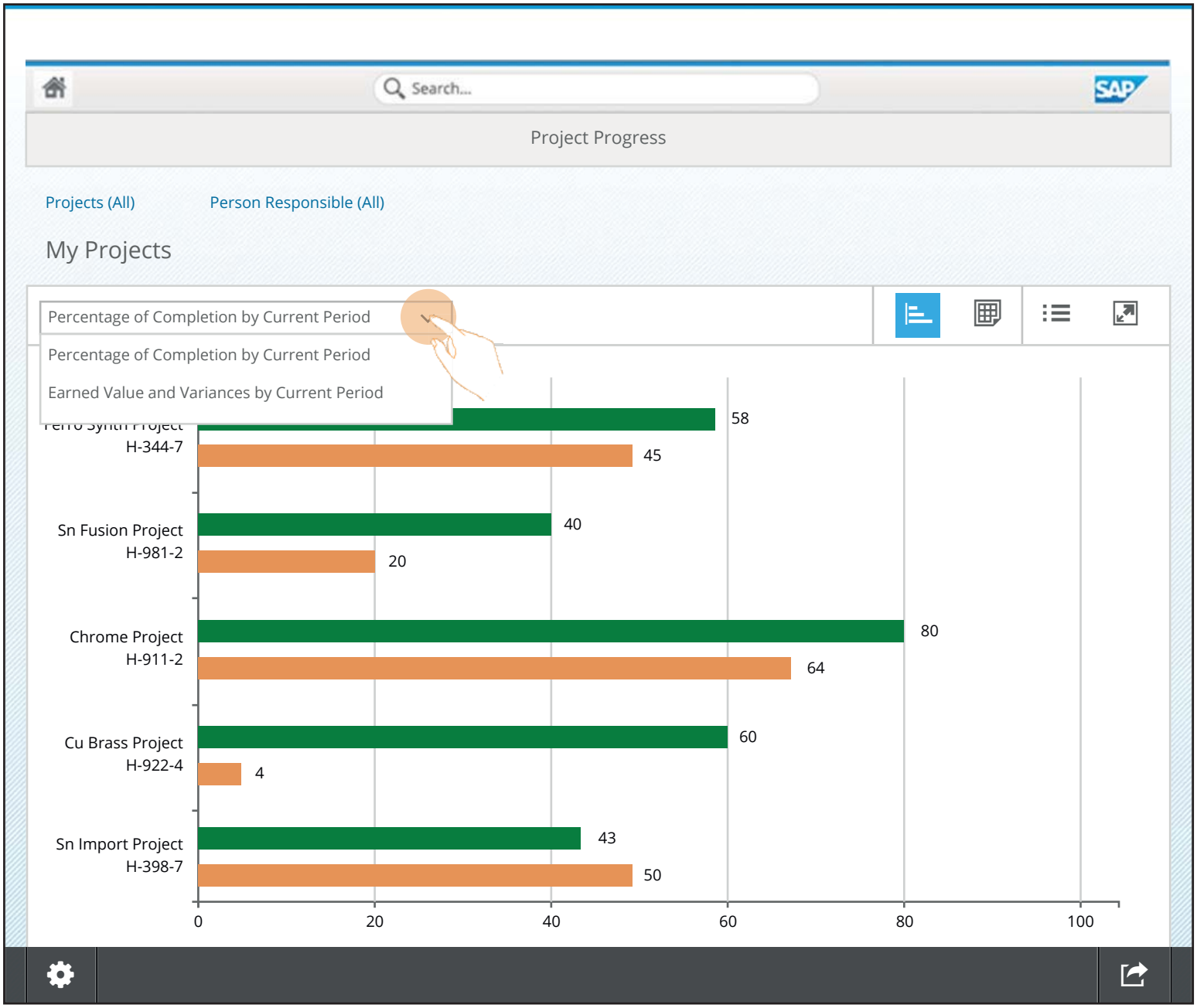
Octagon
Dunedin
New Zealand

"Cellists of Otago celebrates Bach in Dunedin"

Cellists of Otago is a Dunedin based cello choir comprised of a combination of 16 cellists from the University of Otago, Southern Sinfonia, High Schools

Figs.: *Implementation as seen on the website - www.bachinthesubways.com*

Project Management System



Top: A screenshot of the final prototype of the application that tracks the progress of the project.
Bottom Right: One of the early visualization solutions for the use-case that lists project milestones.

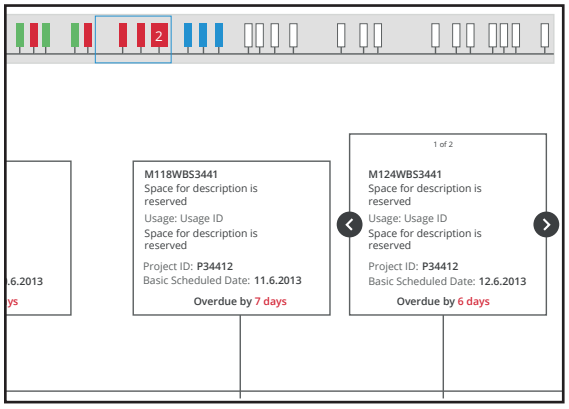
Brief: Design a family of applications for a ***Project Manager*** that allows him to monitor and regulate scheduling, logistics and financial aspects of a project.

Target Platform: Web client responsive across tablets, smartphones (iOS and Android) and Desktop.

Product Owners: Harry Lube, Mario Franz, NA Vinay and Varsha Chetan Manu.

UX Design Team: Ganesh Viswanathan Iyer, Aparna Kongot

Project Duration: *April 2013 to April 2014 (last working day)*



Summary and Approach:
The product was modularized into 20 applications that each cater to a single use-case. These use-cases were divided among the UX team and concepts were aligned to match the product vision as well as adhere to an overriding central UI guideline library. The applications shown here were the use-cases that I had worked upon from ideation to high-fidelity prototypes. The prototypes were made in Adobe Illustrator CS5.

Despite its long development lifecycle, my teammate and I were required to work in an intensive agile work environment owing to radical UI changes, while, at the same time designing for future releases that incorporate customer feedback. We had also performed a rigorous design thinking process wherein my teammate was part of the usability moderation team with the product owners at the client locations while my development scrum master and I led the synthesis of the data collected in Bangalore.

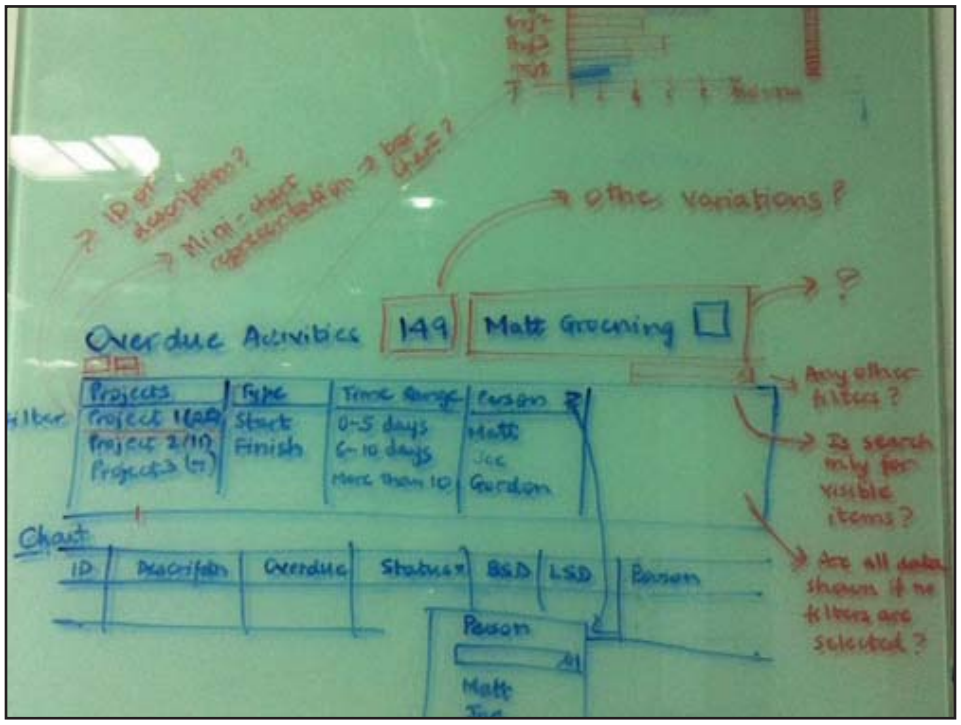


Fig.: Early sketches reflecting the UX team's understanding of the System.

Responsibilities:

- Led detailed discussions with product owners where I interpreted verbal concepts and systems in the SAP-GUI into quick flow diagrams.
- Translated SAP-system GUIs into responsive web equivalents by fusing new platform potential with product functionalities and objectives in the real world.
- Being one of the early frontrunners in adhering to the newly accepted central UI design guidelines, my teammate and I formulated UI control requirements based on use-cases relevant to our set of applications. Through discussions, we had then proposed UI solutions that could hold well in other sets of applications that were looking to adhere to this evolving library.
- Provided UI specs as well as tested the final implementations before every release.
- Ensured that the mockups were adherent to the central UI library guidelines at all times through and for reference of other application families looking to comply.
- Translated synthesis of customer feedback into proofs of concepts for future releases.

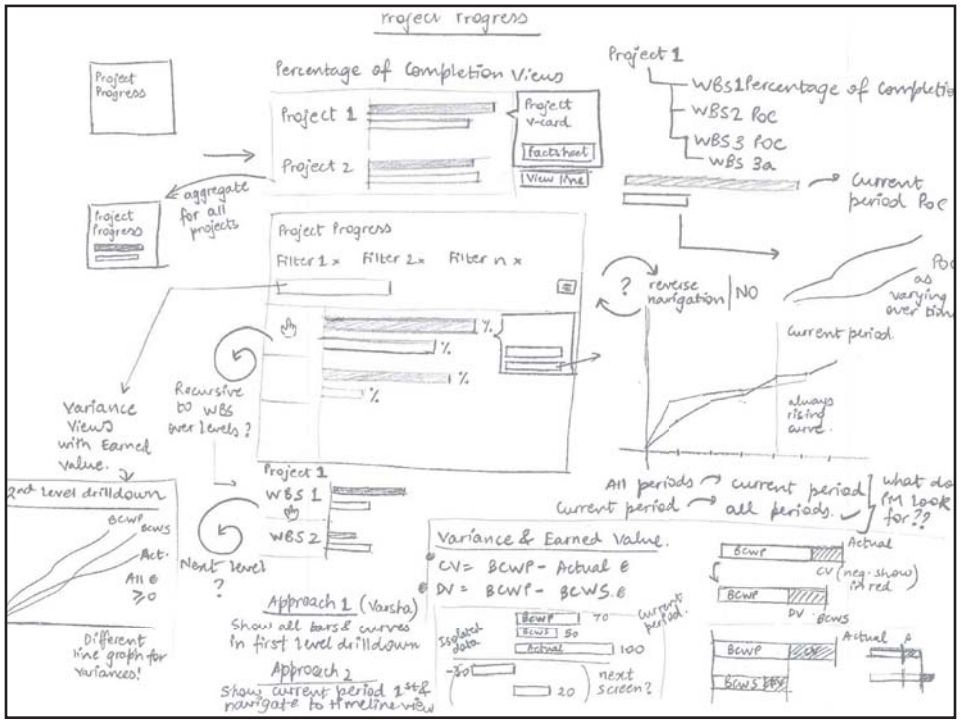


Fig.: Sketches to interpret and brainstorm flows for the use-case that tracks progress.

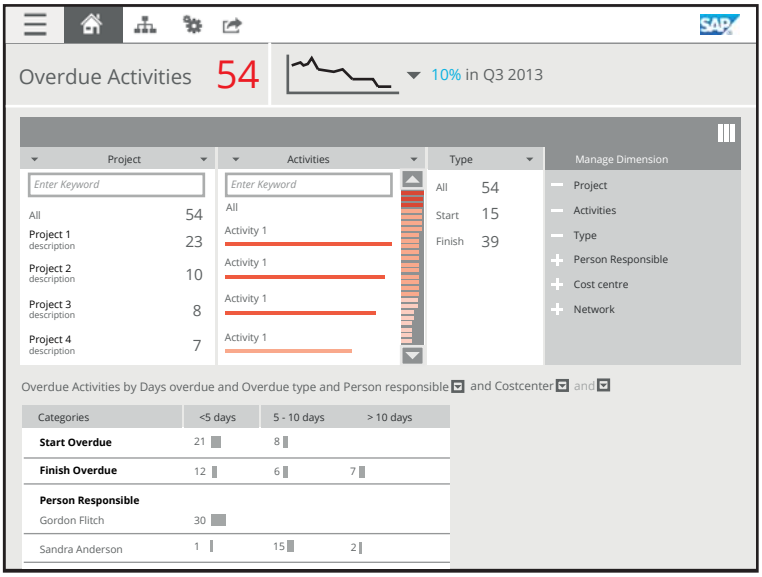


Fig.: An intermediate visualization for an application that lists Overdue Activities in a Project. Visualization for iPad.

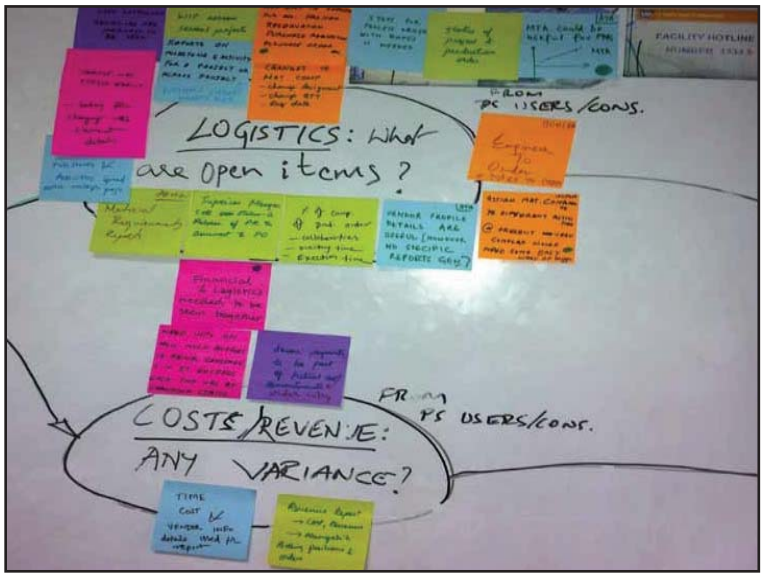


Fig.: Design Thinking analysis of customer feedback that was compiled by the offshore team at various client locations.

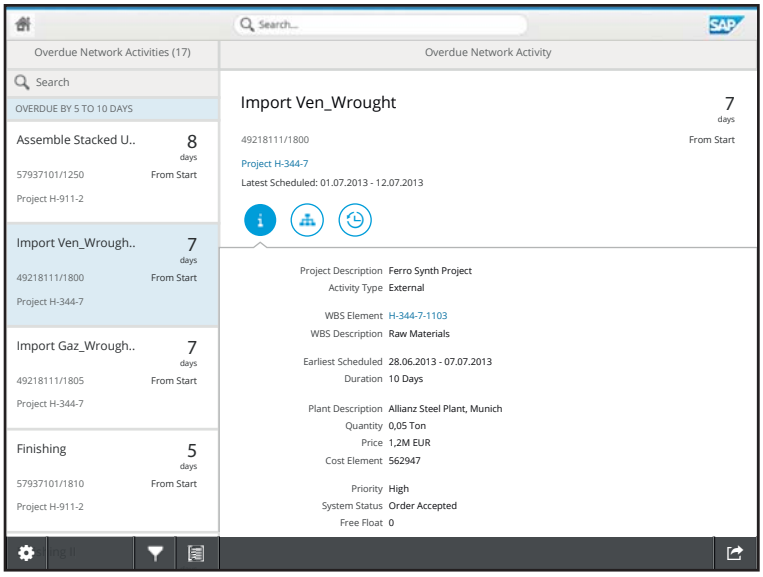


Fig.: Current visualization for the Overdue Network Activities application. Visualization for desktop and tablets.

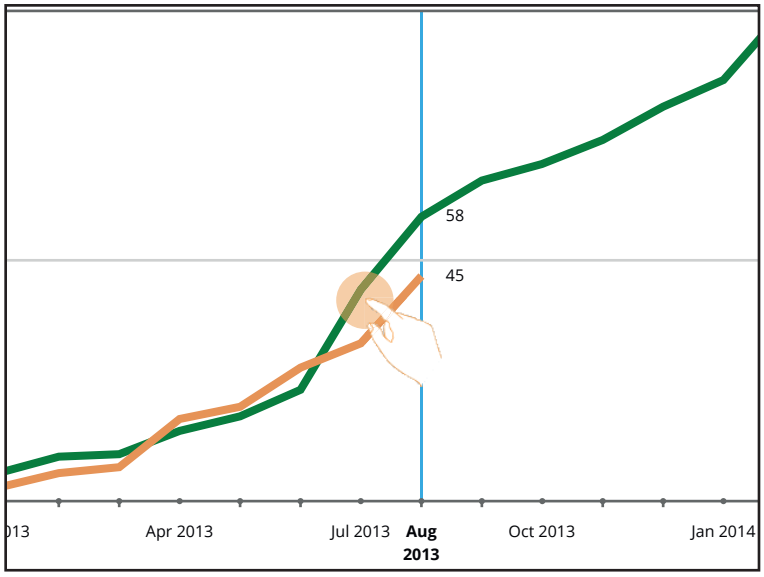


Fig.: Sample of a graph concept proposed to the central UI library for integration with other applications.

HR Administrator Dashboard

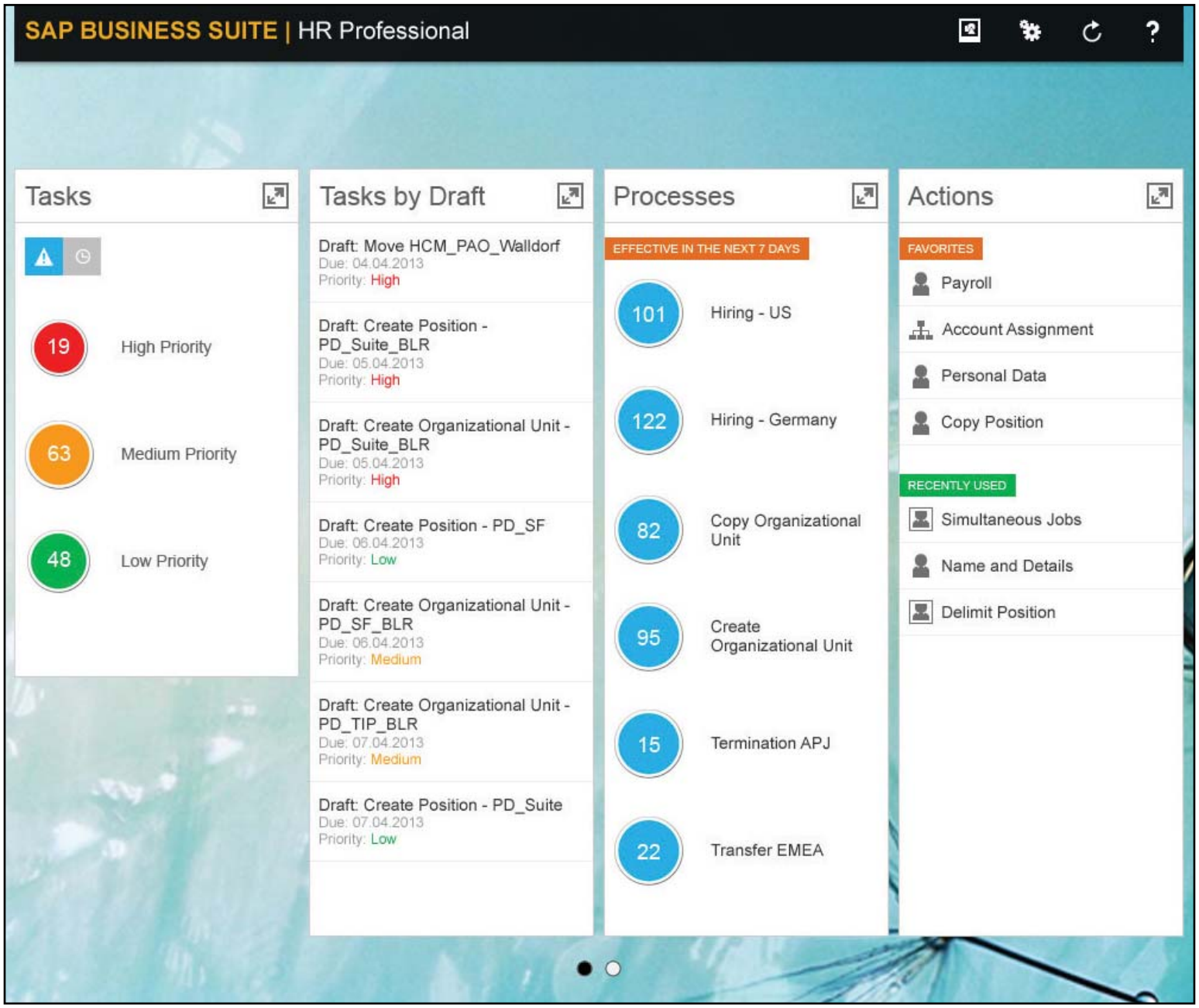


Fig.: A screenshot of the final prototype of the dashboard.

Brief: Design dashboard UI and work flows that cater to the various roles of an ***HR Professional*** and/or ***HR Administrator***.

Target Platform: Web clients for tablet and desktop. Our target users perform their functions in a desktop device.

Product Owner: Vijaya Sarathi Durvasula

UX Designer: Ganesh Viswanathan Iyer

Project Duration: *March 2012 to April 2013*

Summary and Approach:
The HR Administrator has a set of functions - tasks, processes, actions, discussions, organization, analytics and search - which are to be within quick reach as he signs in for the day.

The final visual design of the project was the outcome of a rigorous Design Thinking workshop for a dashboard design which targeted Managers and Employees. The finalized objective was to redesign flows for HR Admin functions that fit this new-look dashboard design. A single-level drilldown was also required, hence flows were designed for each of the individual dashboard components.

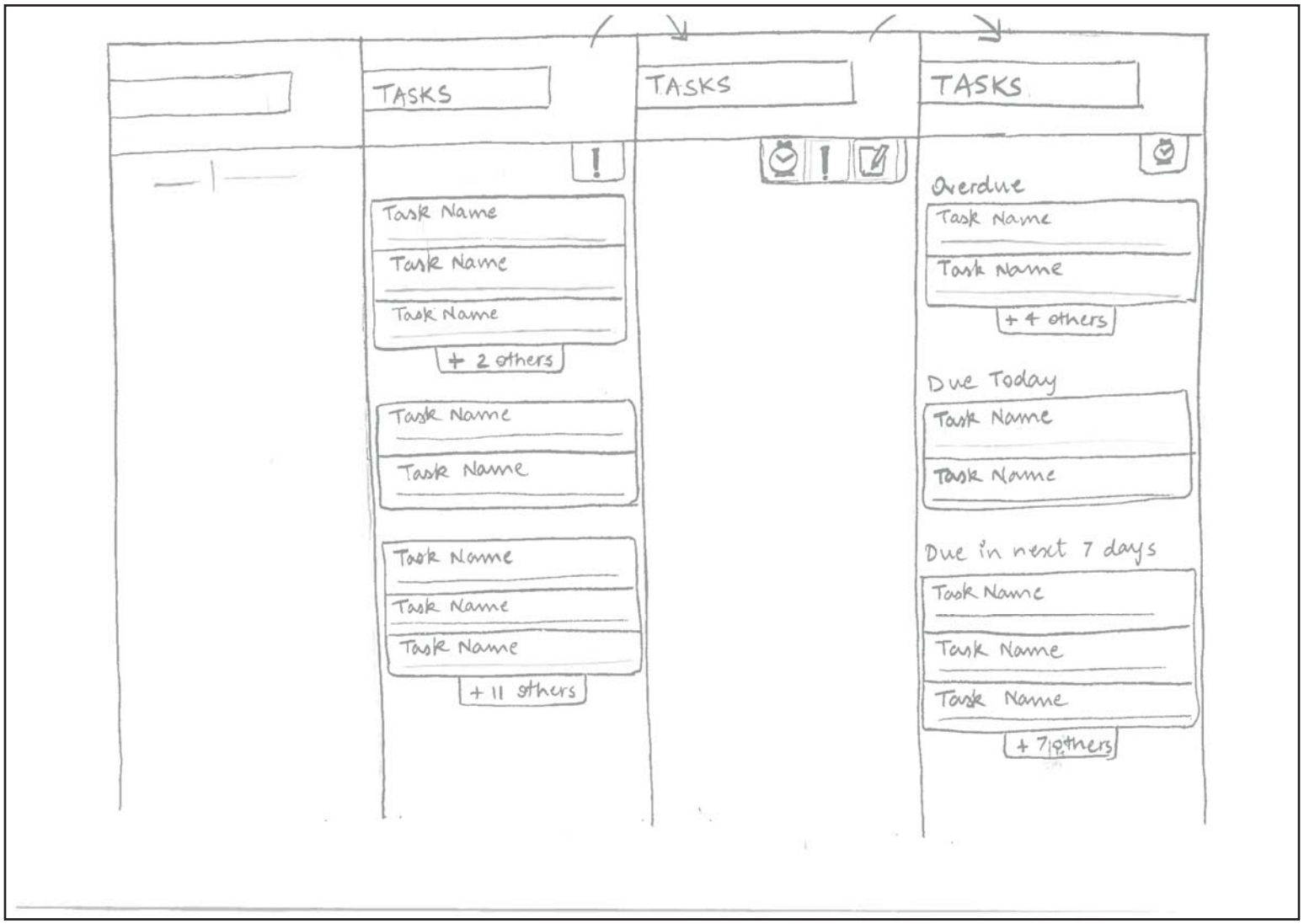


Fig.: *Ideating flows for the Tasks component of the dashboard. Tasks can be viewed in two ways (priority and urgency) - this view switcher was a new addition to the dashboard design.*

The main challenge was that since this was an incremental release for the HR Admin Dashboard, no structural changes were permitted through the UI.

The other challenge in this project was that the target user in the HR Administrator Dashboard in ninety percent of the cases worked on a desktop, so the UIs prior to the redesign were data intensive. The new look however, catered to the manager who also worked on an iPad, hence it became my responsibility to incorporate the font and icon specifications of the new look while making room for the data that the target user was so used to.

Responsibilities

- I was the UX point of contact for this HCM family of products. I had worked in close sync with an agile scrum development team to drive the entire UX process from ideation through paper sketches to high-fidelity mockups with UI specifications for each individual component of this dashboard.
- Also worked with the Manager and Employee Self-Service team (which had underwent the Design Thinking process to come up with the new Dashboard look) for proposed adjustments that can be made universal for all three kinds of users.
- Before the new UI framework was proposed, I was responsible for providing pixel-perfect UI specifications adherent to the then existing guidelines and test the resulting implementation by the development team. Accessibility tests were also done in addition to testing High Contrast Black (HCB) versions.
- I was directly responsible for redesign and procuring of icons to suit the new look and for use in HR Admin related functions in sister applications. I also had proposed the designs of icons used in a right-to-left (RTL) orientation.

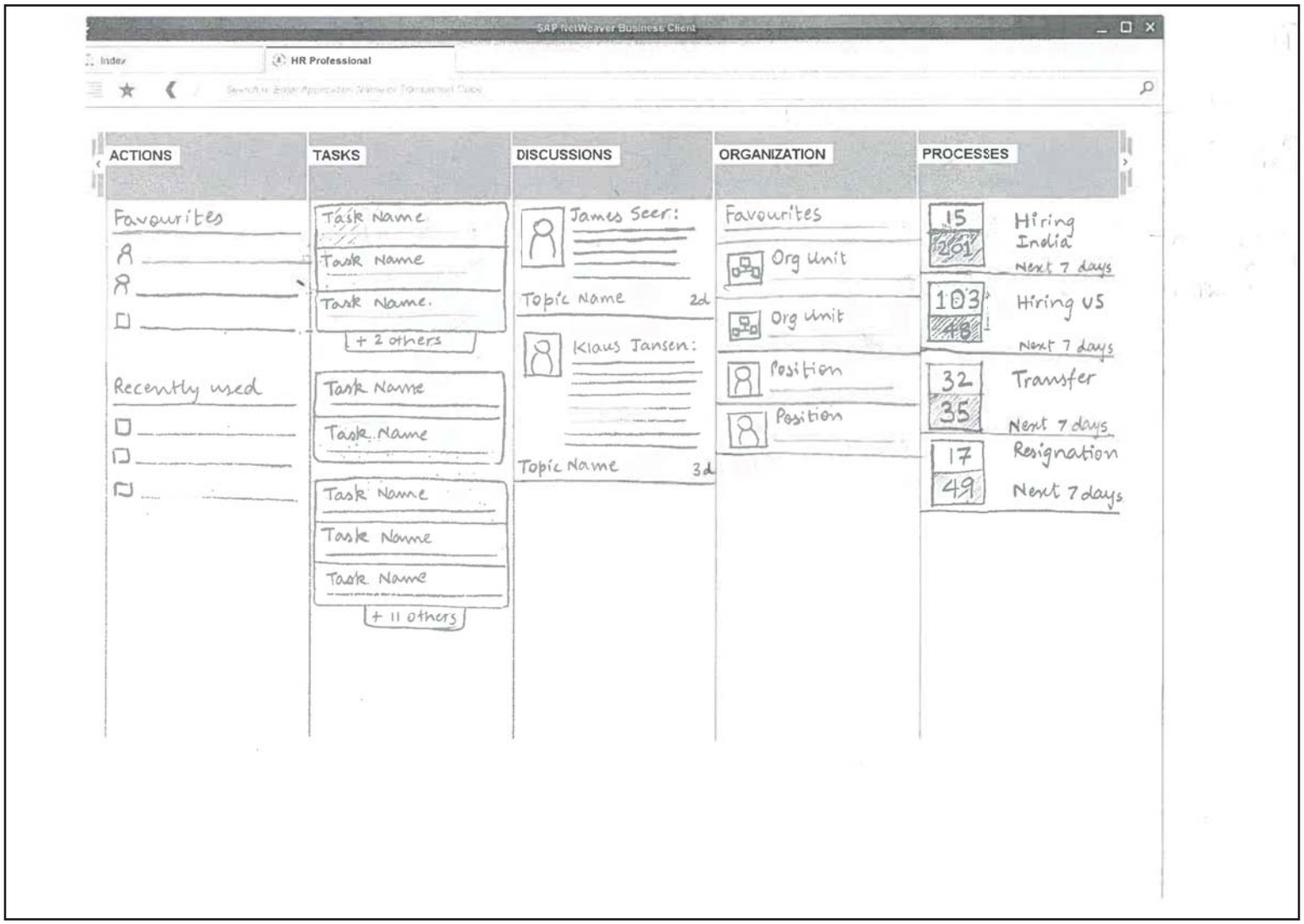


Fig.: Intermediate pencil sketches for the unique components of the new dashboard design.

- I had raised framework and UI related tickets and ensured their completion.
- Also played an initial role as a designer in the ideation and visualization of the Organization Visualization application that was incorporated in the Manager Self-service use-case. I had worked on an earlier release of an organization visualization application which was made for the HR Professional hence, I had been chosen to address potential design gaps and loopholes in the seminal design for the manager-oriented application.

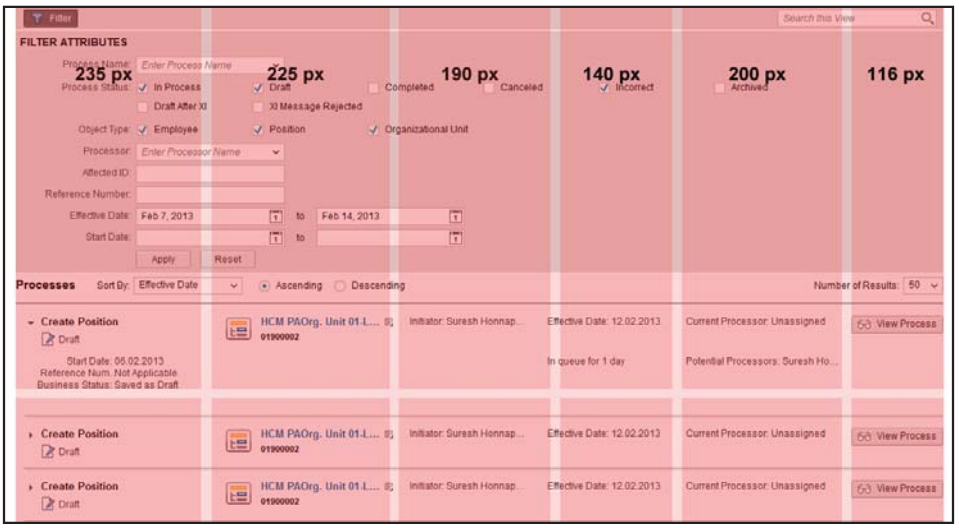


Fig.: HR Admin Processes (for desktop) shown here with vertical specifications to make best use of screen real-estate.

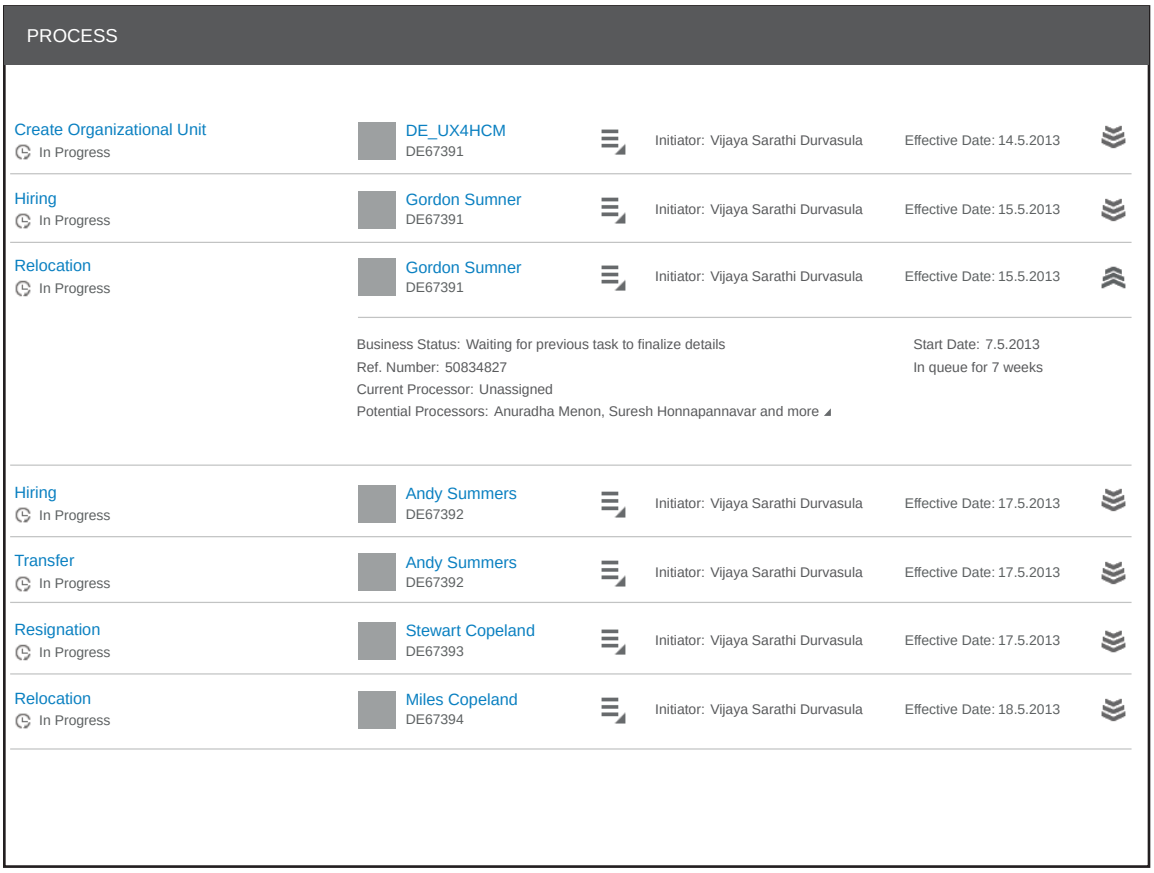


Fig.: *Proposed new design that adjusts the data intensive application of HR Processes to the new dashboard look for iPad and Desktop users.*

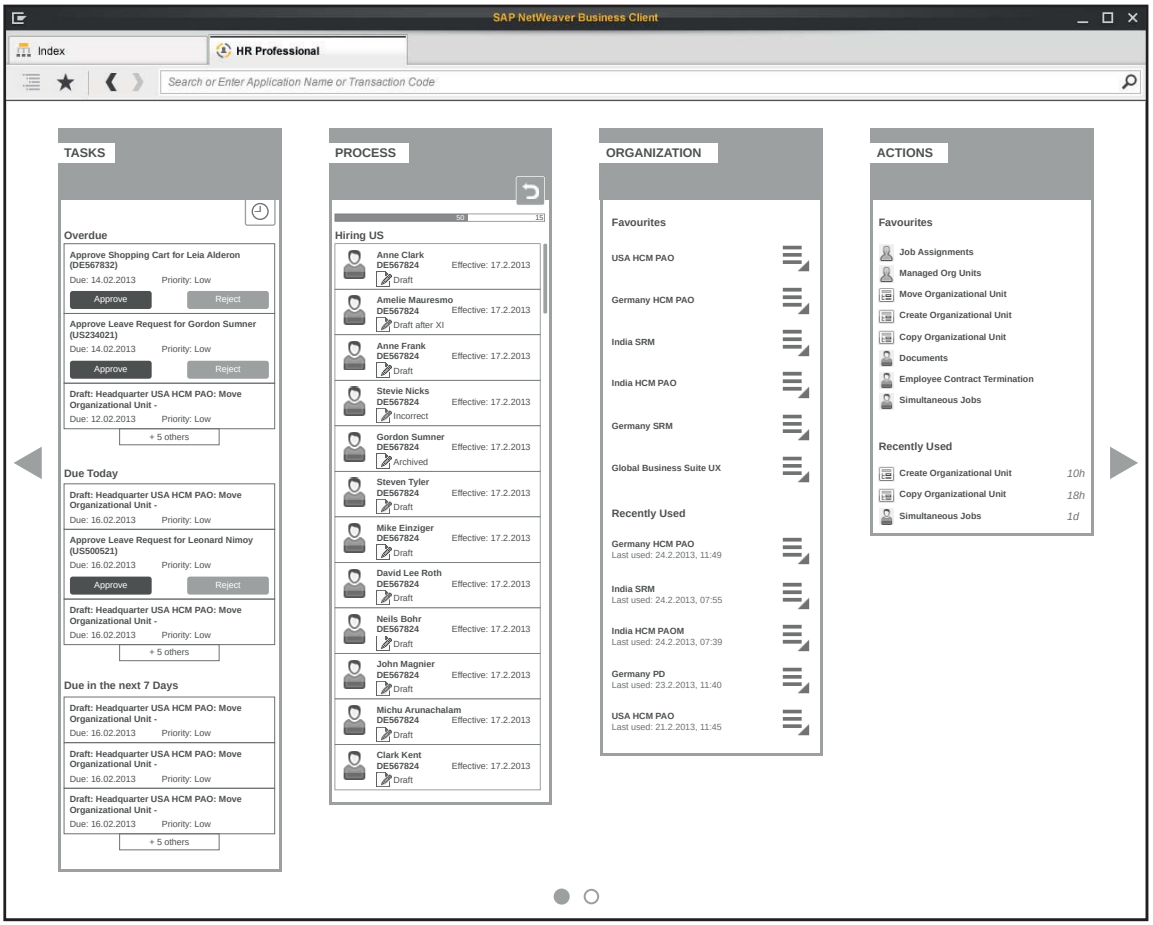


Fig.: *An intermediate proposal where the next-level actions of individual components are included in the dashboard page itself.*

Social Engagement for Enterprise

Fig.: Sanitized mockups for the thick client version of Android

Brief: To design wireframes, concepts, and visual designs for an application that caters to social interactions of an official nature between employees of a firm.

Target Platform: Mobile thin client and an Android (v 2.0 onwards) Thick Client.

UX Designer: Ganesh Viswanathan Iyer

Project Duration: *October 2010 to June 2011*

NOTE: Project has been sanitized to comply with an NDA.

Summary and Approach:
The engine was already built from the back-end so drastic system changes were not permitted. However, **a change in the linking of pages was recommended** since for a thin client the user had to go through a few unnecessary pages before coming to the feeds page where he/she saw all the updates from the users in that company instance. This change was well-received and implemented.

Another design solution that was given was the use of a single style-sheet for pages which can be treated similarly (please see

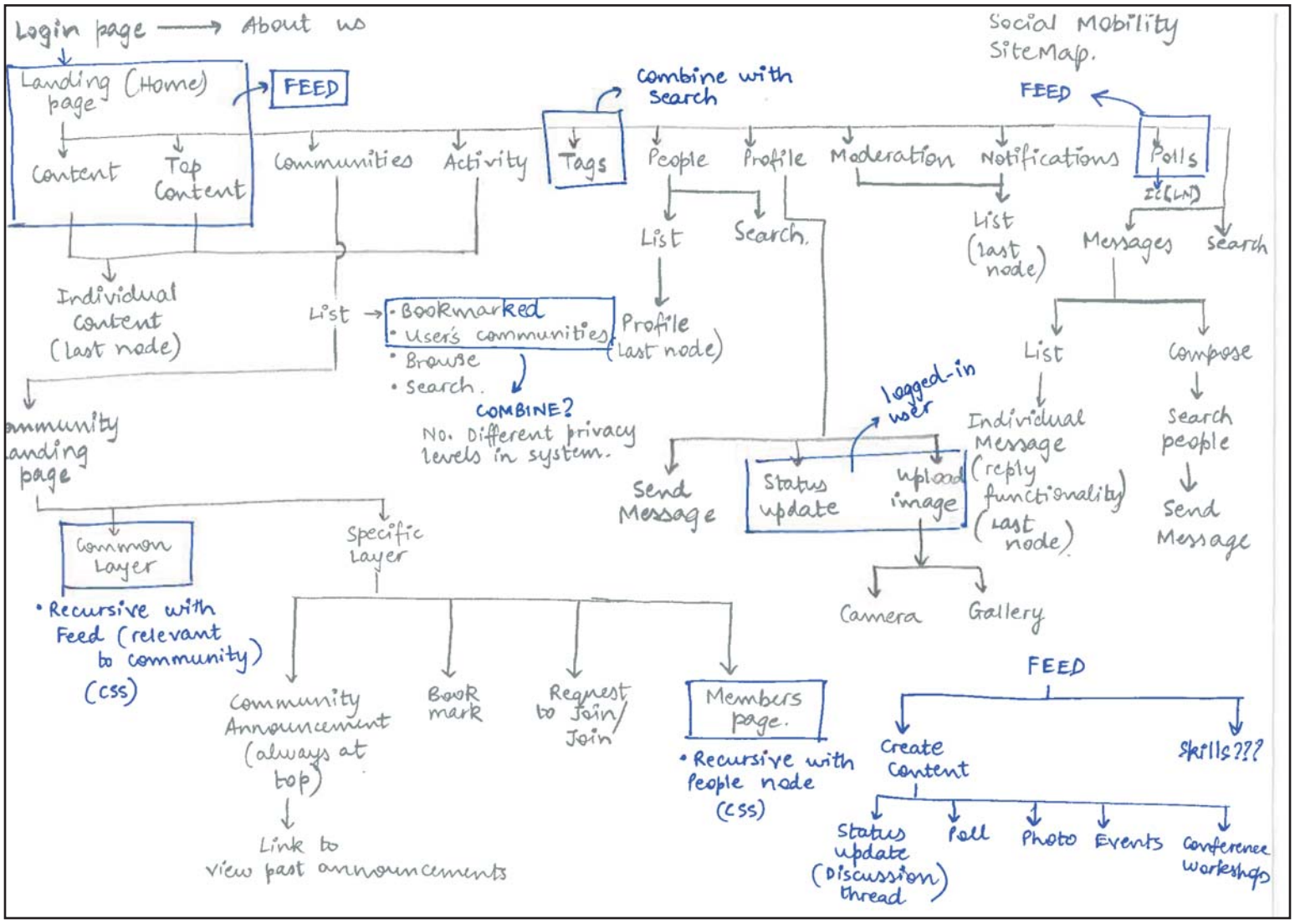


Fig.: Study and ideation sketch around the existing information architecture of the desktop system. Since the primary requirement was a smooth user experience, it was important that the application be light and quick to load. Some of the pages/features were harmonized accordingly, to be a single type of lazy-loading page that imports information from disjoint data sources.

ideation sketch around the information architecture). This allowed the device to download the style-sheet only once and still be able to view all these pages.

It was my recommendation to treat every object within the whole network as a single unit, i.e. each object appeared in a list (depending on permissions) and each object had a dedicated landing page and a comment thread to itself. This allowed for easy portability of the application through platforms.

The client also required a lighter design for the Blackberry thin client application so wherever appropriate, images were replaced with corresponding text.

Responsibilities:

- I was the UX point of contact for this agile development team. I was directly responsible for producing and presenting quick concepts, translation into wireframes across platforms as well as developing UI specifications for the thin client of Android, iPhone and Blackberry.
- Through iterative style-sheet corrections, I had worked closely with the development team to ensure the reaching of the approved target design.
- I was also responsible for introducing through prototypes and sample visual design, a starter version of the Android thick client to encourage the possibilities in this direction as well. Through these resources, I had presented proofs of concepts which brought out additional ideas in the application, by making the best of the platform functionalities.
- For the iPhone native application, I had submitted the prototypes to and aligned with the visual designer who was allocated to the project.

Redesign of a Music-sharing Interface

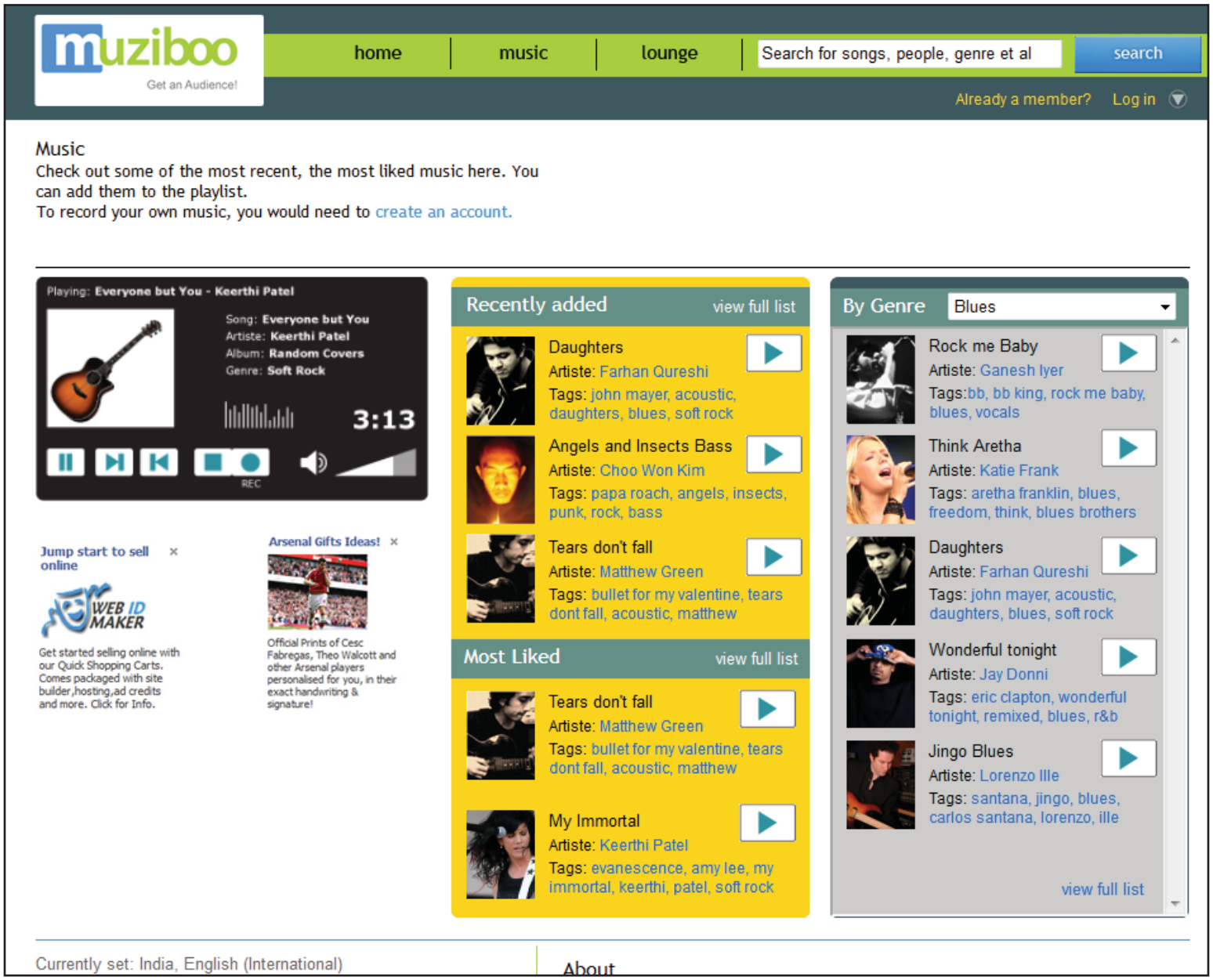


Fig.: A screenshot of the final prototype (on Axure) of the page that displays latest music on the site to a guest-user.

Brief: Design and prototype a new interface for a music-sharing website.

Target Platform: Web client for Desktop.

Client: Muziboo Web Services Pvt. Ltd. (Bangalore, India)

URL: ***www.muziboo.com***

Project Guide: Prof. Dr. Pradeep G. Yammiyavar

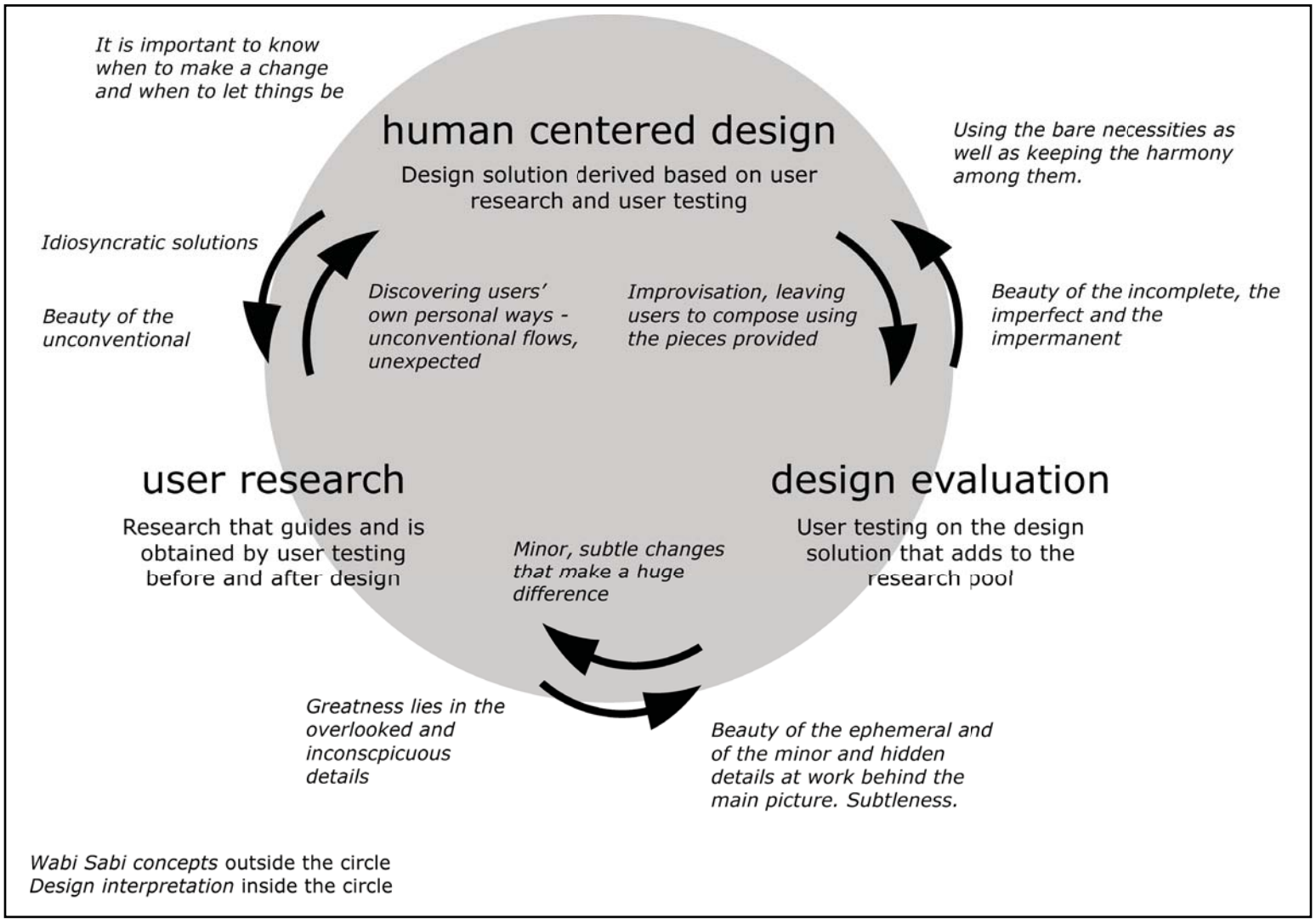
Design Team: Ganesh Viswanathan Iyer, Punit Dutt Mathur

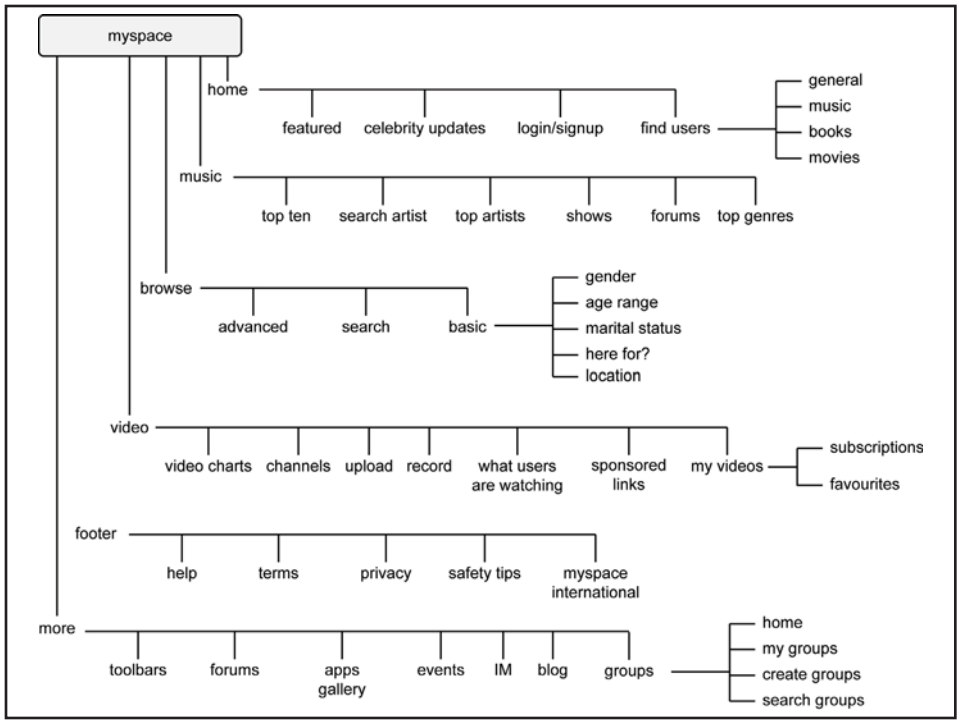
Project Duration: *August 2009 to May 2010*

Special Note:
This was a ***Capstone/Thesis Project*** accomplished in partial fulfillment of the requirements for a ***Bachelor of Design (B.Des)*** degree from the Department of Design at the Indian Institute of Technology Guwahati, India.

Design Process:
The three key steps – user research, human-centered design and evaluation with people – were done iteratively throughout the project whenever applicable (sketch shown on the next page).

User Research comprised a data collection and experimentation stage in which the team gathered valuable input from the users. This also included an evaluation stage wherein the team performed a heuristic evaluation of the site with a new set of



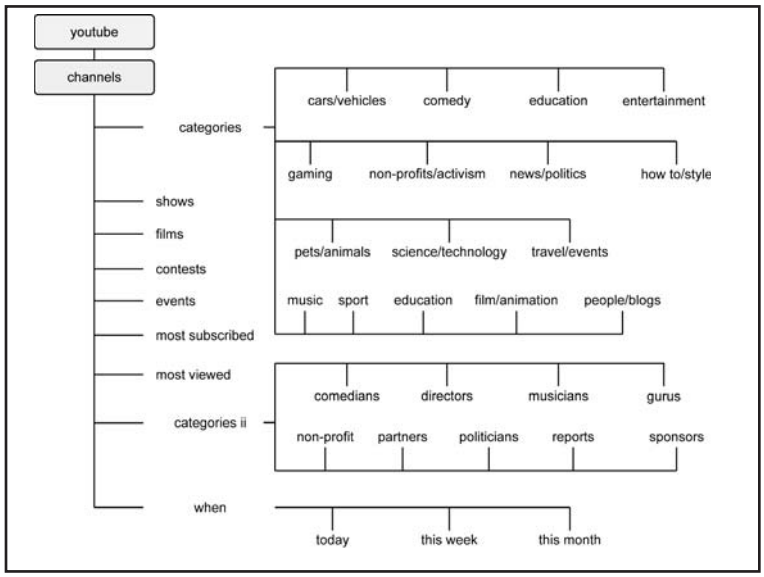


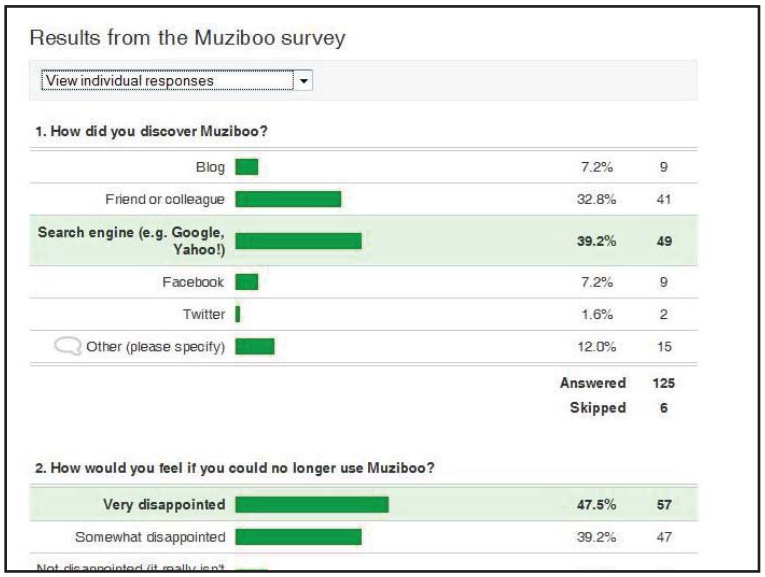
Above: *The Web 2.0 Design Process sketch based on the Japanese Wabi-Sabi philosophy.*
Left: *Mental Model drawn on pages of similar other sites (for example, MySpace) to understand hierarchical distribution of data.*

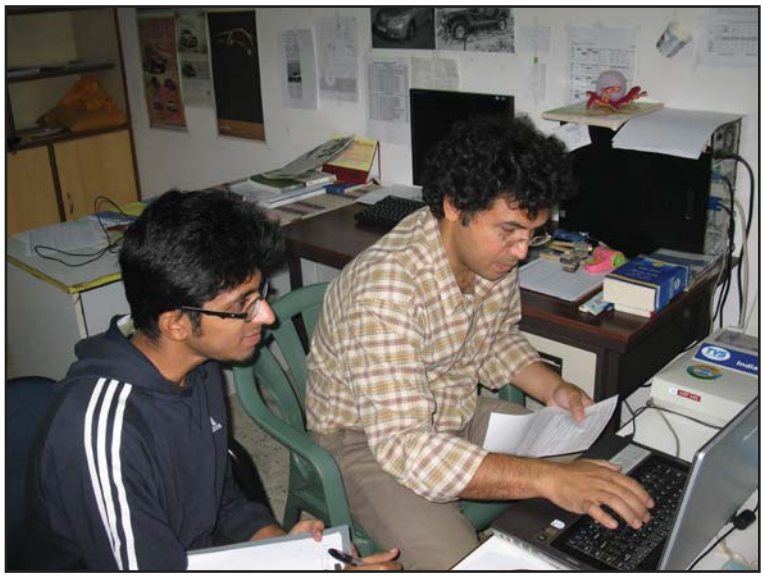
heuristics that was derived from the research. The User Research stage also went into detail on the issue of cross-cultural usability.

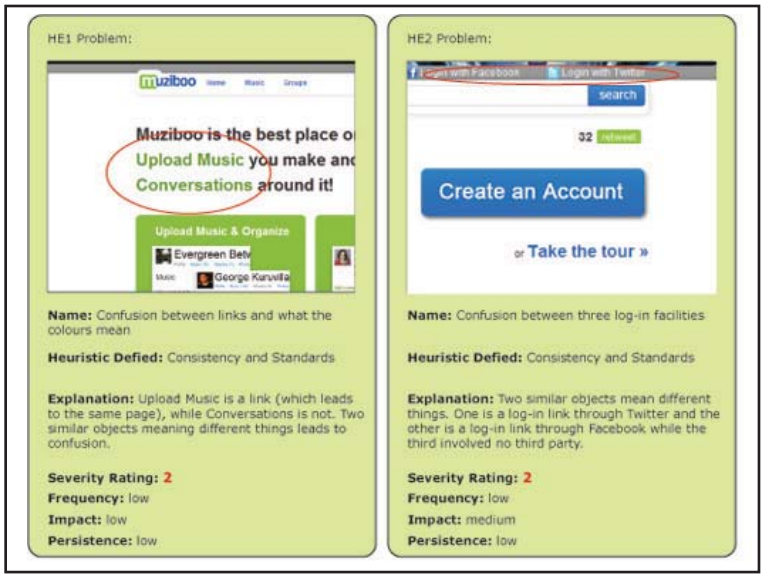
The Human-centered Design stage involved breaking down the requirements which were in terms of abstract features, to concrete objects such as information architecture, workflow diagrams, grid system and color palette. After embedding newer elements to the website to provide for a rich user experience, the prototype of the site was readied for evaluation.

The prototype was tested with users and heat maps and gaze plots were extracted using an









__Left (top):__ Mental Model drawn on YouTube to understand hierarchical distribution of data.
__Right (top):__ Analysis of a user-survey (before the commencement of project) conducted globally by the client.
__Left (bottom):__ Conducting a Usage Analysis with a user from Iran to compare with findings from the Heuristic Evaluation and user-survey.
__Right (bottom):__ Heuristic Evaluation of the client website with severity, frequency, impact and persistence ratings.

eye-movement recorder which showed that the proposed interface is easier to navigate in and offers better clarity.

To conclude, the research proved that with user requirements, behaviors and expectations being so unpredictable for Web 2.0 sites, a redesigning activity should have an iterative mix of research, designing and testing for a design solution to solve as many problems as possible and also stand up to the testing environment.

Detailed Approach:
The two designers in the team under the guidance of our project guide had split the project timeline into two phases. Phase I *(from August 2009 to December 2009)* involved gathering of research findings, competitive analysis, usability evaluation of the website, interpretation of findings into tangible UI requirements and the formulating of a design brief and direction.

Phase II *(January 2010 to May 2010)* involved the ideation phase from the brief and iteratively testing paper prototypes with the users and designing of the final functional prototype on Axure Pro, complete with visual design and testing the prototype with the users.

During phase I, we had analyzed an online user-survey that was conducted by the client and had interpreted the results. Based on our analysis, we had also conducted extensive research on competitive/similar websites such as MySpace and YouTube.

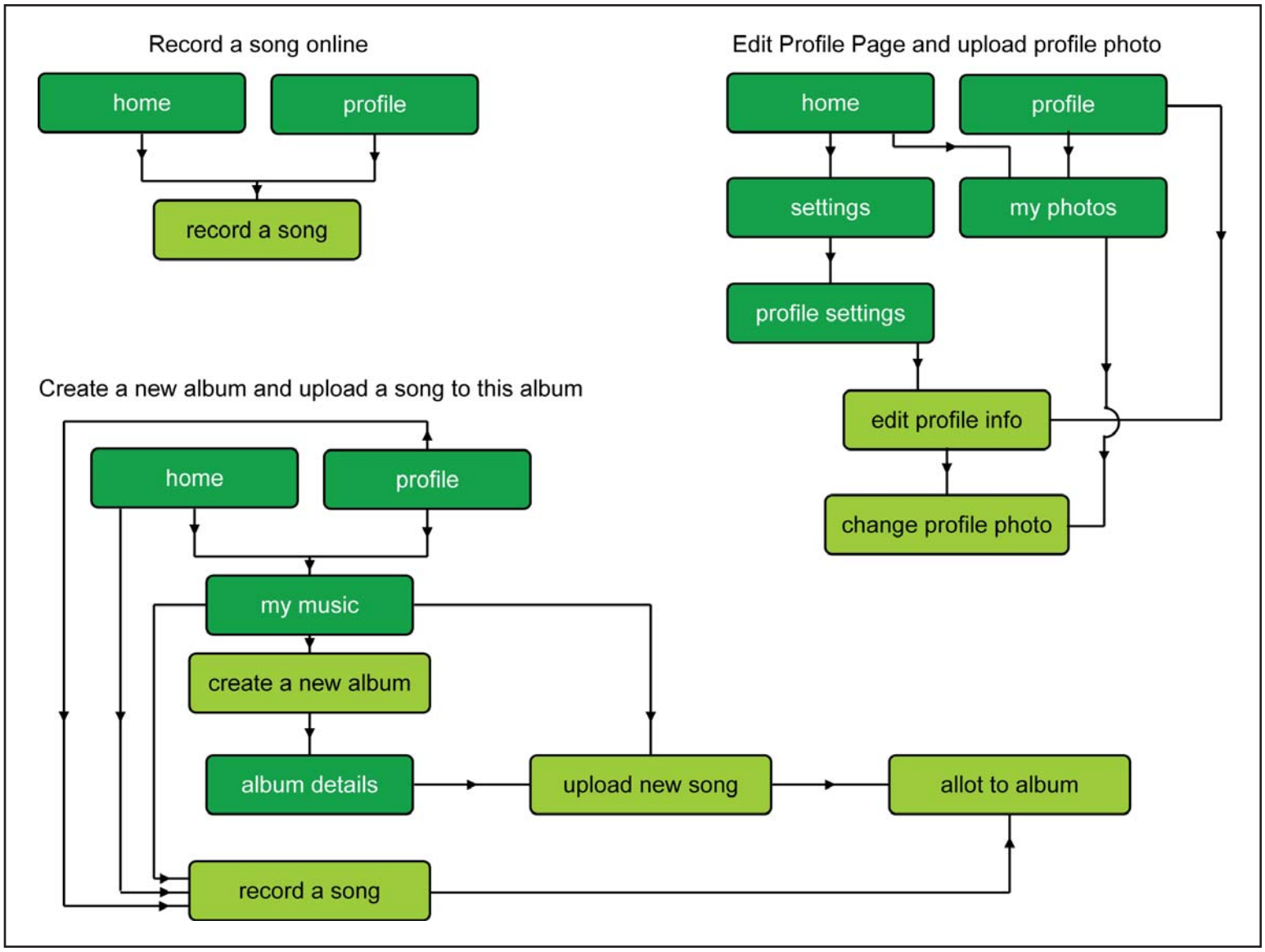


Fig.: *Task Flow diagrams were the first outcomes of the ideation phase. The Ideation phase had followed phase I of the project which had rounded up all findings and established a design direction and a list of problems to solve.*

This was followed by heuristic evaluation of these sites to see how each of them fared. However, conventional heuristic evaluation was not a good fit as even the sites which offered a more pleasing experience failed those heuristics. The survey itself was interpreted to understand and propose a newer set of heuristics to evaluate Web 2.0 sites like YouTube and MySpace and also the client website. With these new heuristics in mind, a usage analysis was carried out by testing these interfaces through similar tasks. The 10 participating users were from different nationalities and cultures. Remote testing, whenever required, was carried out through GoToMeeting.

The findings from the usage analysis, the heuristic evaluation and the user-survey were used to accurately list out the main problems that afflict the usability and user experience of the client website. The main problem was the cumbersome navigation routes in place to achieve even simple tasks. A design brief was formulated to solve these problems while also leaving room for innovation through use of the redesigned interface.

The new set of heuristics that were proposed was the topic of a research paper presented by the team at the IndiaHCI conference in IIT Bombay in March 2010. You can find the paper here: ***www.perm.ly/from-web-1-to-web-2***

Based on the design brief and the UI issues to be solved, we had drawn task flow diagrams to make the interface cleaner and the navigation flexible. Almost in parallel, we worked on the information architecture. To test the strength of these two concepts, we converted them into paper prototypes and tested it out with the users and came back with corrections and went back to the drawing board as far as these components were concerned.

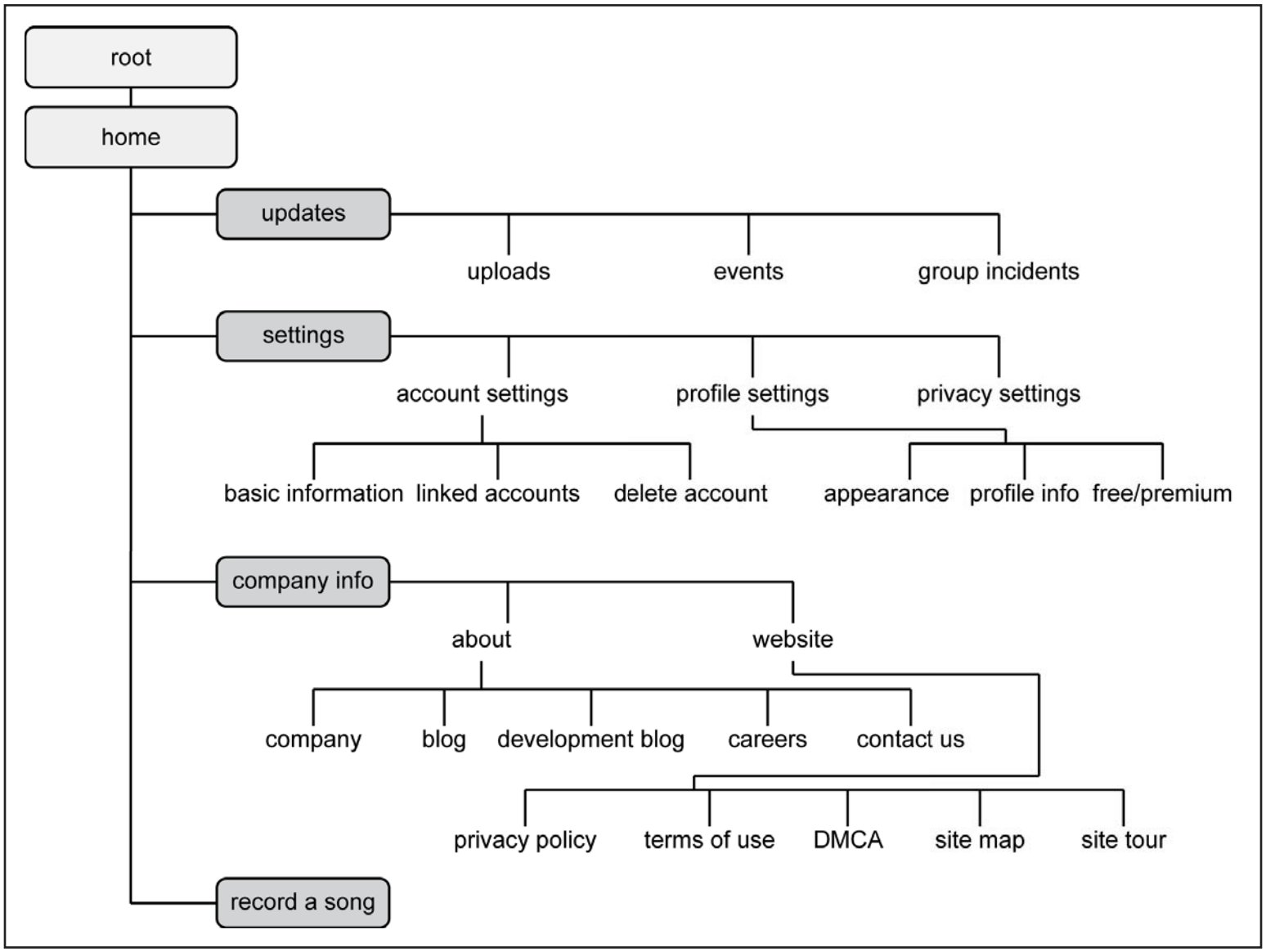


Fig.: *Information Architecture proposed for the pages in parallel to the task flow analysis. This IA was revised based on results of iteratively testing paper prototypes reflecting the proposed task flows and navigation.*

On finalizing the task flow diagrams and the information architecture, we designed usable wireframes and added some conceptual features like a central music player as part of the header navigation and the concept of tagging a friend at a particular time in a recording. Once these wireframes were well-received by another user test, we set out to translate them into pixel-perfect and working prototypes.

We used Axure Pro to prototype the entire website navigation and used Kuler by Adobe to come up with a color scheme. Using a 12-column grid system, we built the prototypes and prepared them for the final test through a rigorous task-based analysis using an eye-movement recorder. This test showed the vast difference in the clarity and navigation between the current website and the proposed design.

The entire project was summarized into a book and published by LAP Lambert Academic Publishing, Germany. The monograph can be purchased here:
www.perm.ly/redesign-of-a-music-interface

Responsibilities:

- We had equally split the tasks of analyzing user surveys, literature reviews, conducting heuristic evaluations, iterative tests with the paper prototypes, task-based usage analysis and the tests with the eye movement recorder.
- Being the more experienced writer, I had taken responsibility of first authorship of all the documentation including writing the monograph, thesis report as well as writing and presenting the paper at IndiaHCI conference in March 2010.
- I had also prepared the entire working prototype on Axure Pro and also prepared the task scripts for the user tests.

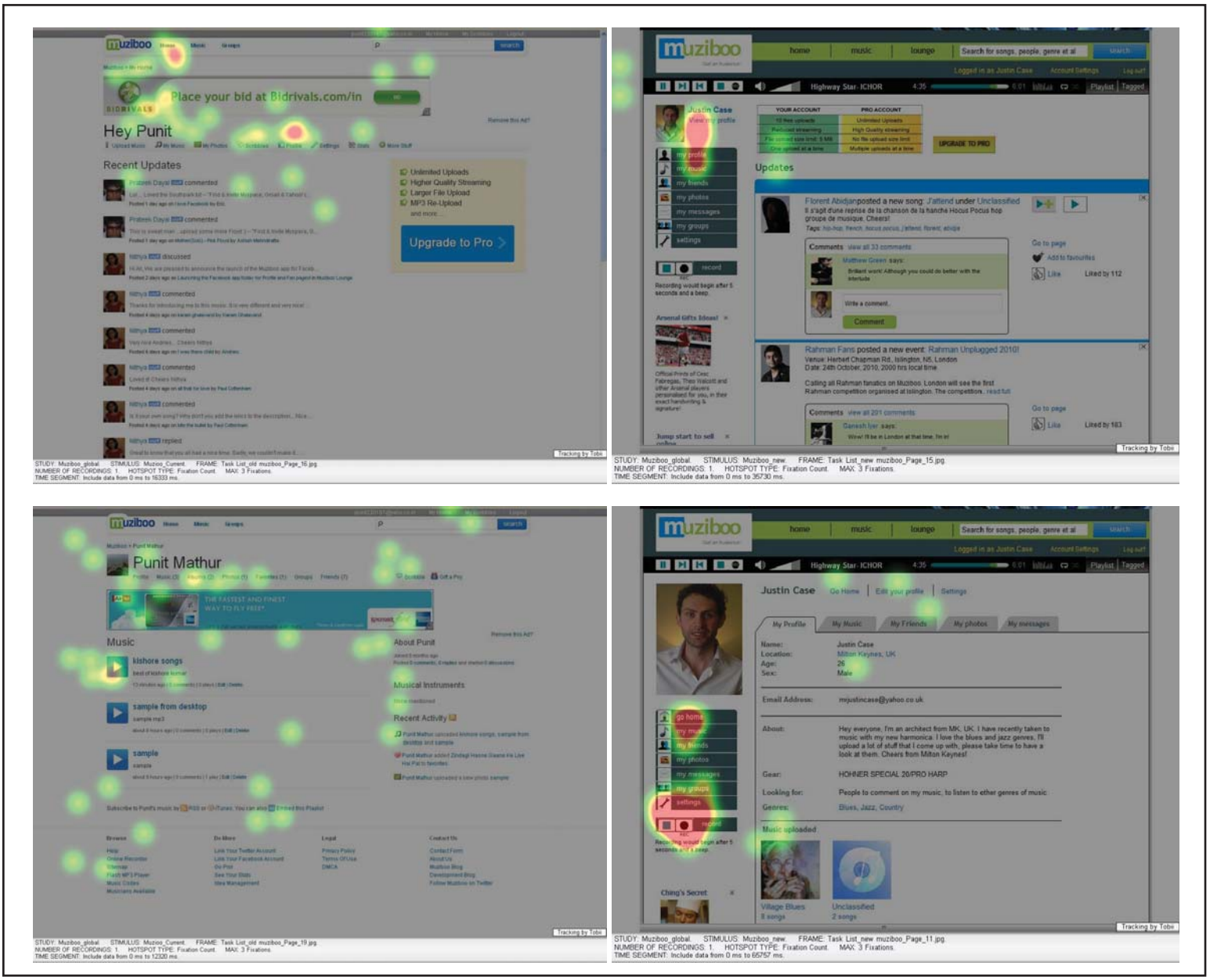


Fig.: *Heat-maps from the eye-movement recorder show the difference between the clarity of the old website and that of the new. Features on the proposed design were quicker to find since the burns on the newer design were more concentrated and less scattered.*

Microfinance through Low-end Phones

Fig.: Wireframes for one flow of the application. The stencil used was the S60 Third Edition v 1.0 by Forum.Nokia.Com

Brief: Empowering people in emerging markets through low-end mobile phones.

Target Platform: Low-end mobile phones.

Project Jury: Ankur Jhawar and Ashish Krishna (Microsoft IDC, Hyderabad)

Design Team: Ganesh Viswanathan Iyer, S Nitish Sivaramakrishnan and G Venkateshwaran

Project Duration: *February 2010 to May 2010*

Special Note:
This was a Collaborative Classroom Project titled ***'Empowering people in emerging markets with the help of low-end phones'*** initiated between Microsoft IDC, Hyderabad and IIT Guwahati.

The Design team chose Microfinance as the area to work in as it offered a clean slate in terms of technological integration and an opportunity to work with low-income groups in Guwahati. **This project won the 2nd prize in the Collaborative Classroom Project initiative.**

Summary:
On identifying the area to work in, the team had conducted literature reviews as homework for the actual field studies and interviews at the local Microfinance organizations in Guwahati.

The design team had then shadowed activities at Nightingale Charitable Society and Grameen Sahara, conducted interviews with concerned personnel at Centre for Microfinance and Living and drafted detailed walkthroughs of the microfinance processes. We translated this information into flow charts that studies the interaction between the users, credit groups, credit

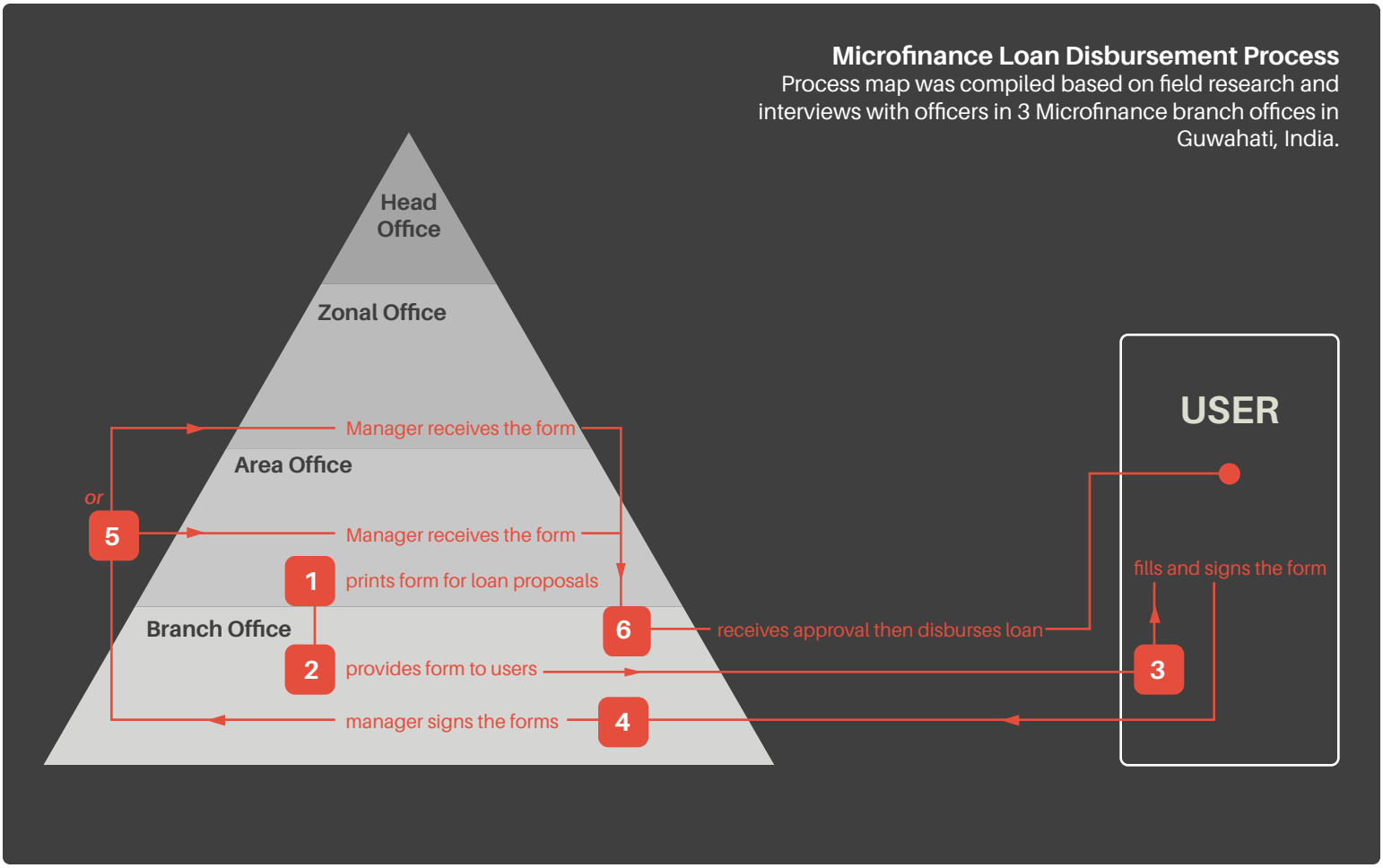


Fig.: Process Map that studies the process of loan disbursement to a user.

officer and the various hierarchies of the bank.

From this data, we formulated a design brief that understands the importance of the credit officer and set out to design an application that helps him in his duties. For smooth technology integration, we understood the price range and capabilities of what the credit officer considers as affordable mobile phones.

We created personas and scenario diagrams to understand the role of the credit officer more clearly. Based on the tasks and the research information collected, we created task flows through paper diagrams and translated them into paper prototypes which we then tested with the credit officers again to very favorable results. From iterative paper prototypes, we went onto wireframes and then onto the final visual design which again we had evaluated in the field before presenting our results to the jury. As a conclusion, I had realized the immense potential of ICT in emerging markets and would love to work further in this area.

Responsibilities:

- The design team collectively traveled to the Microfinance Organizations so that all team members were on the same page regarding the processes that take place in these organizations.
- I was the designated note-taker for all research, user tests and evaluations.
- Also designed the illustrations for the process maps and the scenario diagrams as well as other illustrations with the designed application that were used in the final presentation to the jury.
- I was an equal participant in the ideation of the application navigation. I was responsible for the paper prototypes and deciding the subsequent information architecture. My project partners took turns to translate our final paper prototypes into wireframes and the final visual design.

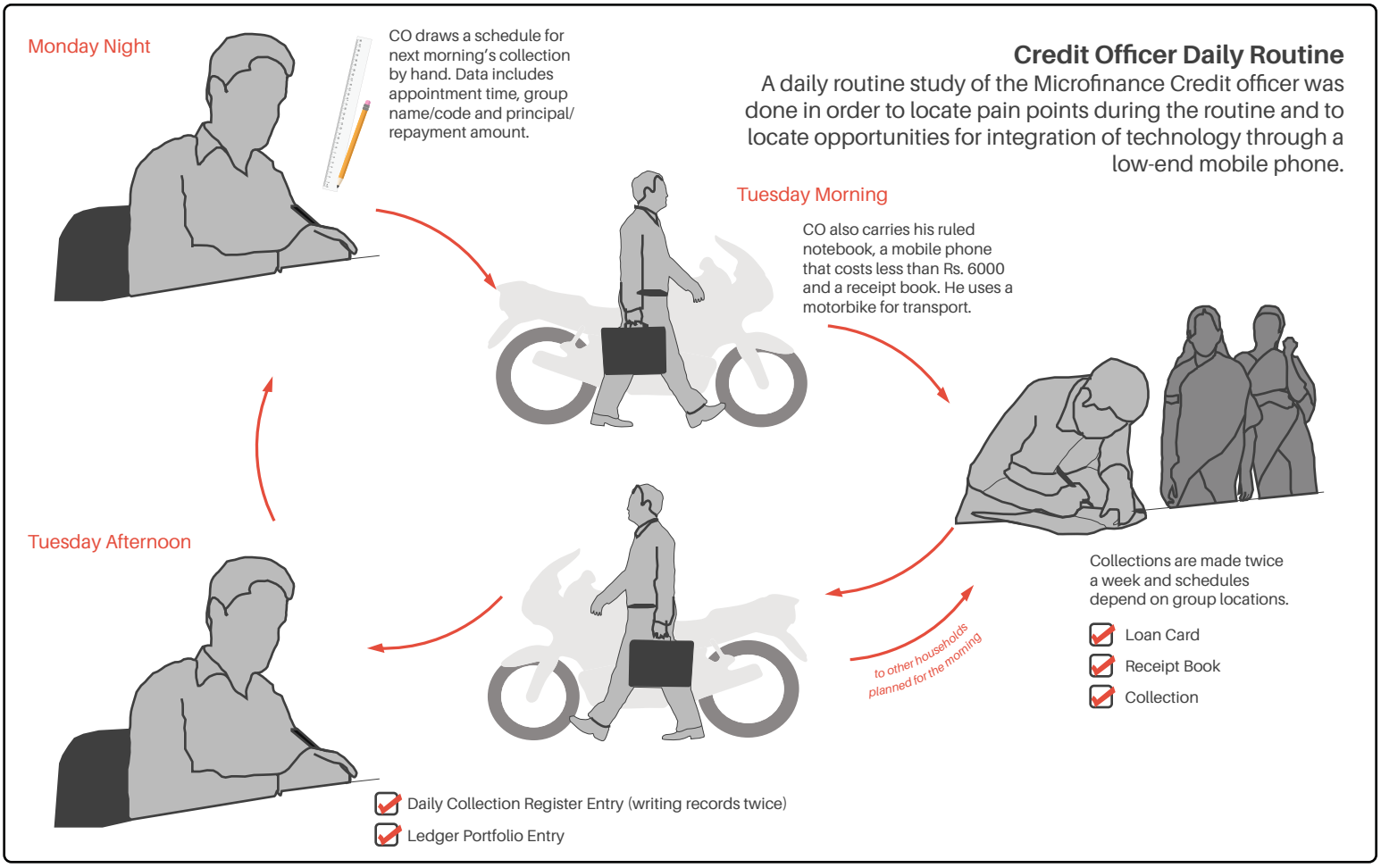


Fig.: Scenario diagram that entails the activities of the credit officer.

NOTE: Owing to NDA signed with Microsoft IDC, Hyderabad, the final visual designs of all the screens have not been shown.