



Hi, I am Mahedi.

For the last 12+ years, I've been designing digital products for fintech, content marketing, IoT/AI, health, and e-learning.

I like to work on Humans rather than Users. I follow 2 design principles to build an effective design (solution) -

Less is more and **Task-driven design**.



From mobile data to smart life

Sentiance learns human behavior from raw location and motion sensor data.

They turns IOT sensor data into rich insights about people's behavior.

Sentiance learns from tons of data include time series with events, moments and more long-term user profiles.

My Role

Data Analysis, Research, UX Design



Powering the Solution for

Sentiance empowers the world's leading companies to create personalized engagement services and products through intelligent contextual recommenders, delivering technology for a new human-centric economy where the user is in control of data.



Insurance



Health Industries



Commerce



Mobility



Connected Car



Smart Home

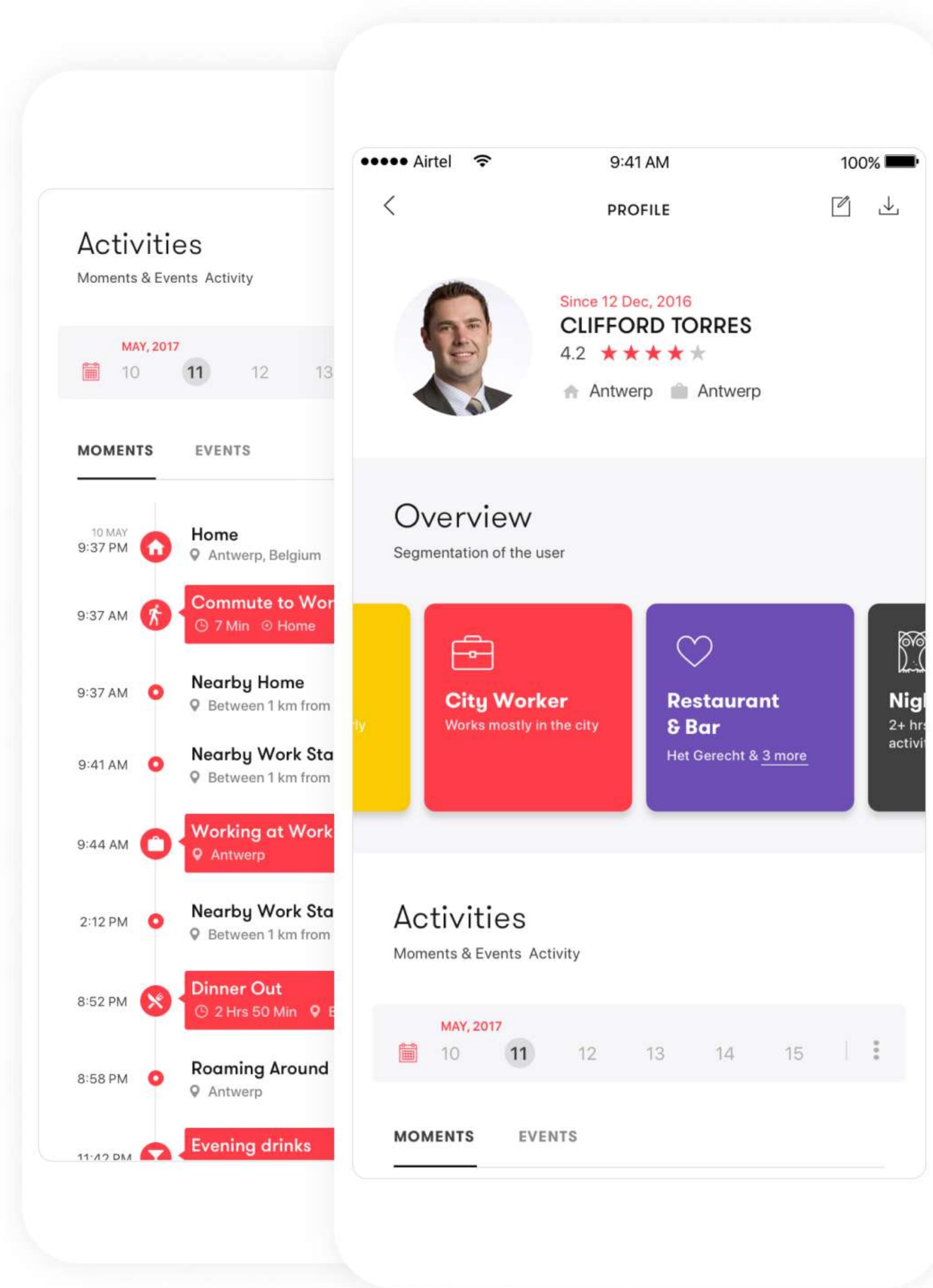
Sentiance Challenge

The goal is to create a visually attractive high-fidelity design of a single view in a mobile application that visualizes the data of a single user for a single day.

DETECTED SEGMENTS THE USER IS MEMBER OF			
ID	CATEGORY	DISPLAY_NAME	DESCRIPTION
geography.work.antwerpen	geography	Work : Antwerp	Works in Antwerp
geography.home.antwerpen	geography	Home : Antwerp	Lives in Antwerp
behavior.city_home	behavior	City Home	Lives in the city
lifestyle.brand_loyalty.restaurant_bar	lifestyle	Brand Loyalty : Restaurant Bar	Person who is loyal to a specific restaurant or bar
lifestyle.social_activity.high	lifestyle	Social Activity : High	Profile based on user work/social activities score
behavior.city_worker	behavior	City Worker	Works mostly in the city
lifestyle.brand_loyalty.supermarket	lifestyle	Brand Loyalty : Supermarket	Person who is loyal to a specific supermarket brand
behavior.night_owl	behavior	Night Owl	Person whose last evening activity is later than average
behavior.workaholic	behavior	Workaholic	Person who works more than average
lifestyle.resto_lover	lifestyle	Resto Lover	Someone who likes eating out
lifestyle.fulltime_worker	lifestyle	Fulltime Worker	Someone who works full-time
lifestyle.sportive	lifestyle	Sportive	Someone who sports regularly.
mobility.short_commuter	mobility	Short Commuter	User lives close to his work location
mobility.easy_commuter	mobility	Easy Commuter	User has an easy commute to/from work.
driver_behavior.distracted_driver	driver_behavior	Distracted Driver	Profile score based on the amount of phone usage during car trips
lifestyle.physical_activity.high	lifestyle	Physical Activity : High	Profile based on user physical activity score
driver_behavior.city_driver	driver_behavior	City Driver	Drives a lot in city
driver_behavior.illegal_driver	driver_behavior	Illegal Driver	Profile score based on speed limit violations
driver_behavior.anticipative_driver	driver_behavior	Anticipative Driver	Profile score based on sequences of coasting, cruising, accelerating, decelerating and turning
mobility.mobility.moderate	mobility	Mobility : Moderate	Profile based on user mobility score

MO STATIONARY EVENTS DETECTED				
ID	START TIME	END TIME	LATITUDE	LONGITUDE
night	2017-05-11T23:45:00+02:00	2017-05-12T00:25:23.041000+02:00	50.84768	4.36369
	2017-05-11T20:58:04.002000+02:00	2017-05-11T23:42:18.516000+02:00	50.84076	4.35528
	2017-05-11T14:15:35.486000+02:00	2017-05-11T20:04:49.974000+02:00	51.19527	4.40856
even	2017-05-11T09:44:00+02:00	2017-05-11T14:12:01.019000+02:00	51.19648	4.40818
	2017-05-10T21:37:46.155000+02:00	2017-05-11T09:37:39.666000+02:00	51.21402	4.3929

TRANSPORT EVENTS DETECTED				
ID	START TIME	END TIME	TRANSPORT MODE	DISTANCE (meter)
even	2017-05-11T09:37:39.666000+02:00	2017-05-11T09:44:00+02:00	car	2532
	2017-05-11T14:12:01.019000+02:00	2017-05-11T14:15:35.486000+02:00	walking	863
	2017-05-11T20:04:49.974000+02:00	2017-05-11T20:52:00+02:00	car	47949



Sentiance Challenge

Easy to understand, no help/tutorial required;

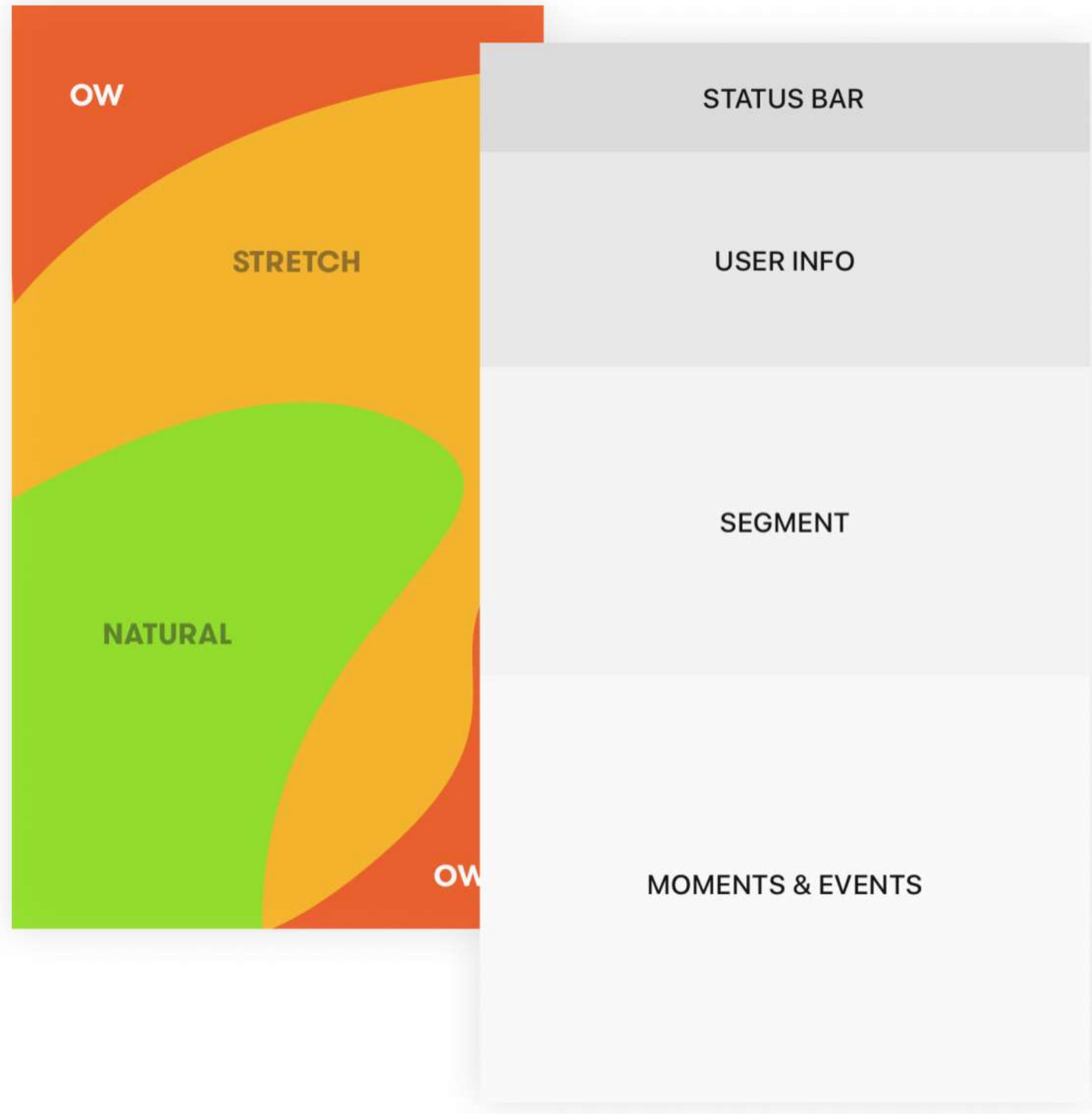
Slick, professional and “sexy” feel;

Feel the power of the data and its presentation;

Detection technology is working well, showing enough detail.

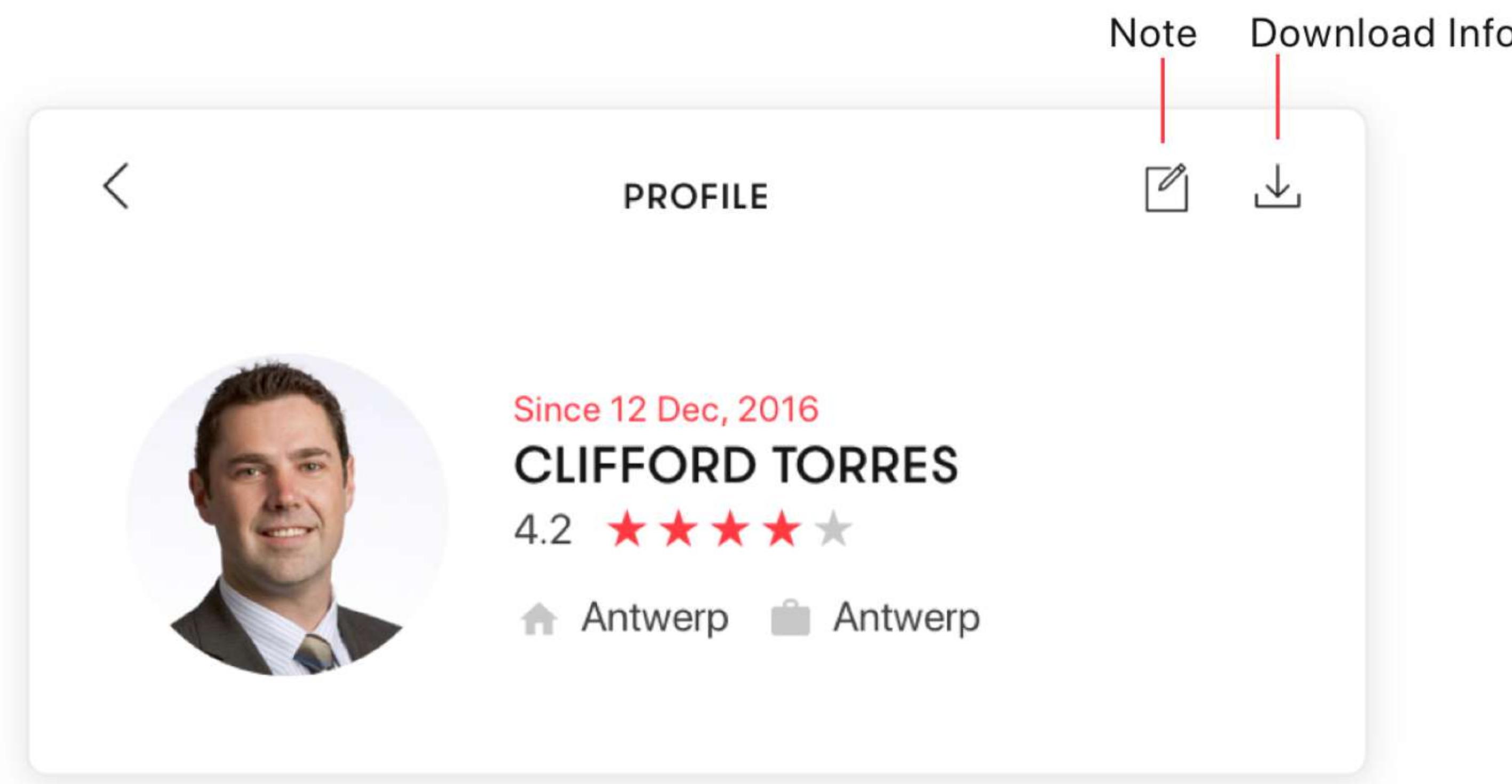
The Logic of Layout

The main purpose of this design is to simplify the raw data and arrange it in an accessible and understandable way. That's why I arrange all the information and elements as per its necessity and uses.



More Control and Info of User Information

A user can easily save browsed Individual information by Downloading it. Also, the user can able a keep record against the individual by the Note option. The user will see all necessary basic info of the individual at the beginning of the profile view. So the user can easily justify is this individual important or not.



Slick Segment Section

One of the most prominent parts of this new interface is the Overview/Segment section. This section is easy very to understand, more interactive and informative. A user can get a good observation here about the individual.

Overview

Segmentation of the user



Sportive
Play Football regularly



City Worker
Works mostly in the city



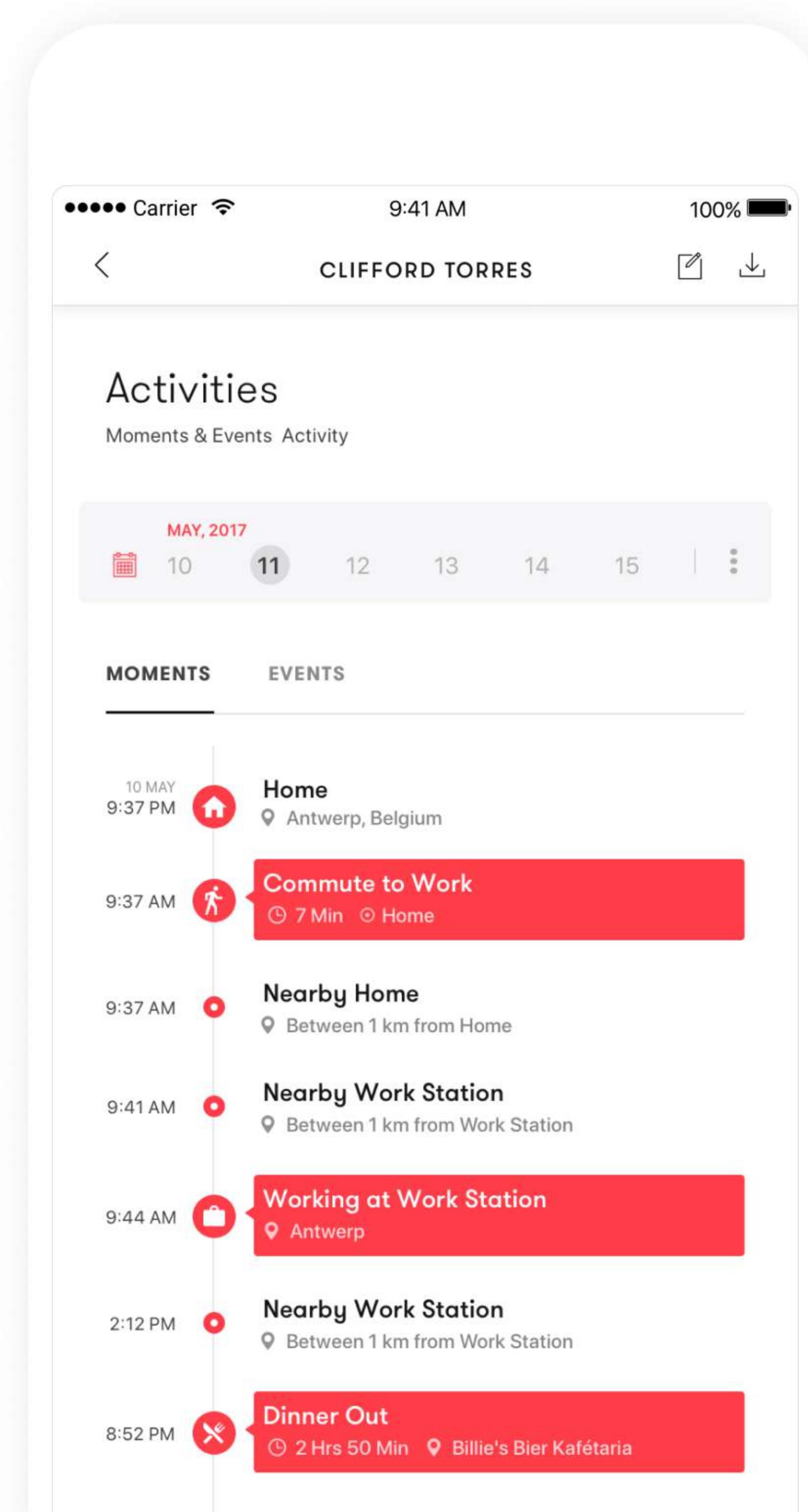
Restaurant & Bar
Het Gerecht & [3 more](#)



Night Owl
2+ hrs extra evening activity than avg.

Strong Data Visualization

Improved date navigation system with more focused data visualization filter option. Also, we are able to present more (unlimited) metadata underneath every Moment or Event title.





Content Marketing Platform (CMP) is an all-in-one software for brands to simplify and scale the entire content marketing process.

Purpose of building text-editor for text, images, and infographics make it simple to ensure the format.

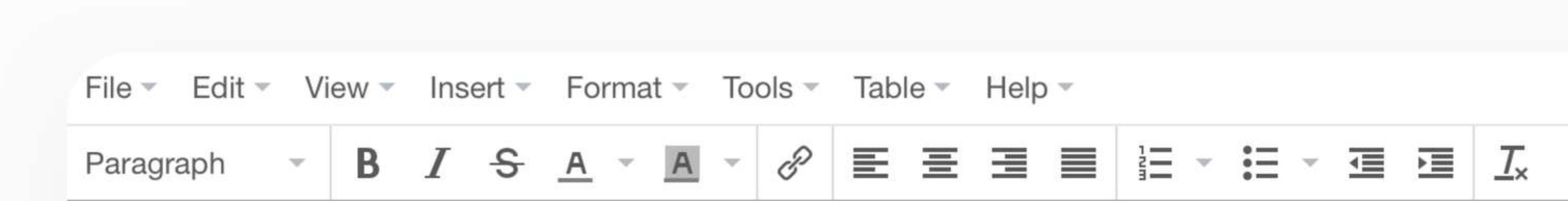
My Role

User Research, Product & UX Design

A laptop screen showing a news article titled "Rebels agree to security zone at Ukraine crash site". The article is by John Q. and discusses the agreement between rebels and international investigators regarding access to the crash site. The text editor interface is visible on the left side of the screen, showing various editing tools like bold, italic, and underline.

Why did we restructure the old Text Editor

- It does not fulfill all purposes of CMP user needs;
- Version control and history management;
- Multiple author management;
- Comment and discussion;
- Boring, does not feel exciting.



Who is using it - Persona



Farah Tarannum

Freelance Content Editor and Writer

Daily Jobs and responsibility

- Multimedia content production (articles, infographics, videos etc.) for clients;
- Editing and proofreading services for creative, academic and marketing/PR content;
- Editorial research.

Goals

- Write and proofreading content;
- Manage Content.

The screenshot shows a web-based text editor interface. On the left, there's a vertical toolbar with icons for bold, italic, underline, heading, list, image, code, and link. The main content area displays a news article with the following text:

Rebels agree to security zone at Ukraine crash site

By: John Q.

More investigators arrived overnight from the Netherlands – home to 192 of the victims – and Malaysia amid calls for unfettered access to the scene as Kiev accused the rebels of trying to destroy crash evidence “with Russian support.”

Rebels backed up by strong diplomatic support from the kremlin remain in control of the area and have shown few signs of being ready to cooperate with an investigation that could potentially blame them for attacking the jet.

And an agreement to set up a buffer zone came only after two days of intense international mediation and has yet to be fully put to the test.

The sunflower fields of the war-ravaged former Soviet nation remained littered with dismembered remains of scarred bodies and personal effects such as slippers of 298 people whose lives were cut short as they flew from Amsterdam to Kuala Lumpur.

US President Barack Obama and British Prime Minister David Cameron agreed by phone that “all countries should engage to ensure that pro-Russian separatists grant investigators secure and unhindered access to the crash site,” Downing Street said.

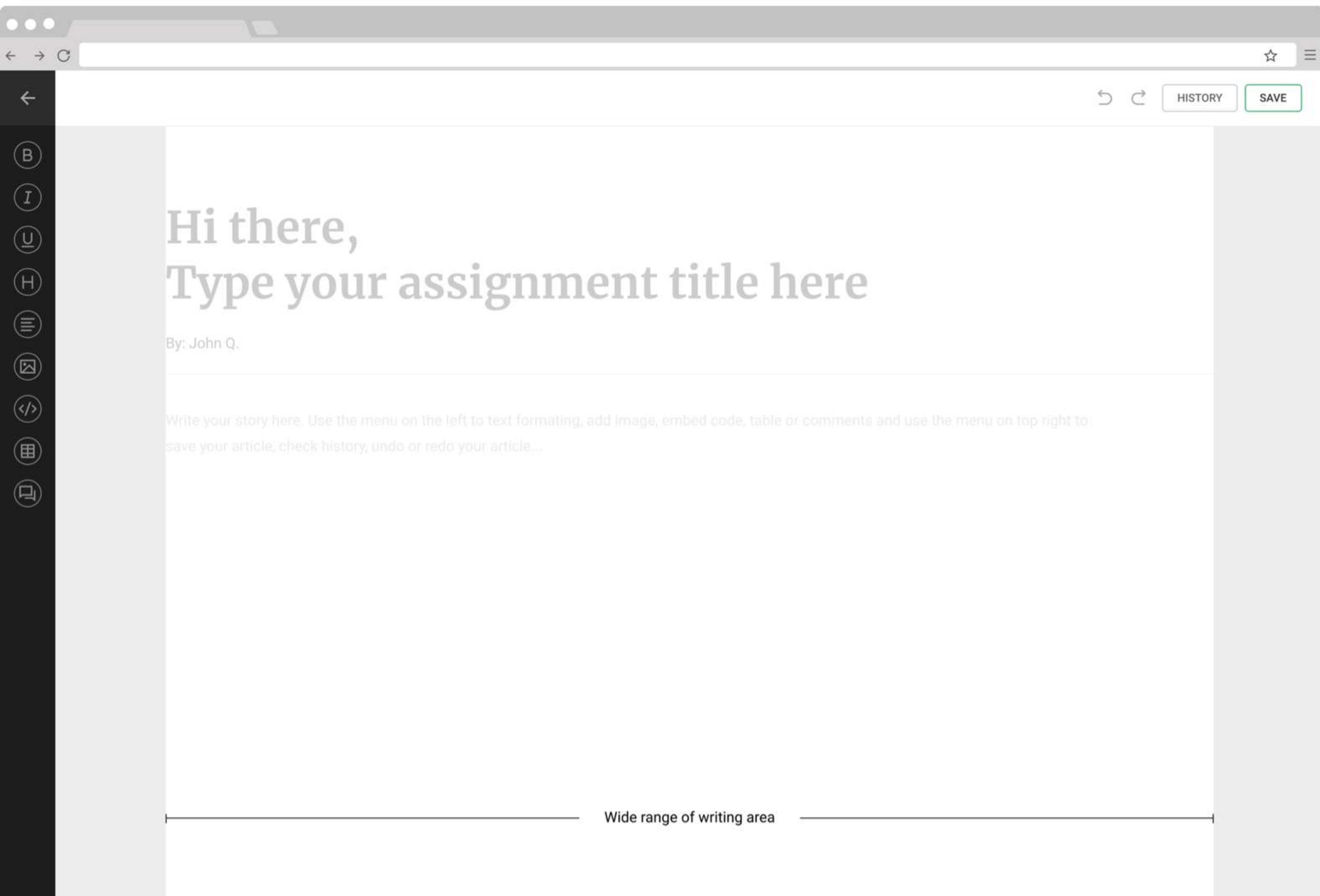
The head of the Ukrainian Security Service announced on Saturday that OSCE-mediated talks “concluded with an agreement to set up a 20-kilometre (12-mile) security zone so that Ukraine could fulfil the most important thing – identify the bodies (and) hand them over to relatives.”

At the top right of the editor, there are buttons for HISTORY and SAVE. A revision history sidebar on the right lists the following saves:

- Saved by John a few min ago
- Saved by Razin 2 hrs ago
- Saved by Razin 1 day ago
- Saved by John 2 days ago
- Saved by Farah a week ago

New CMP Text Editor

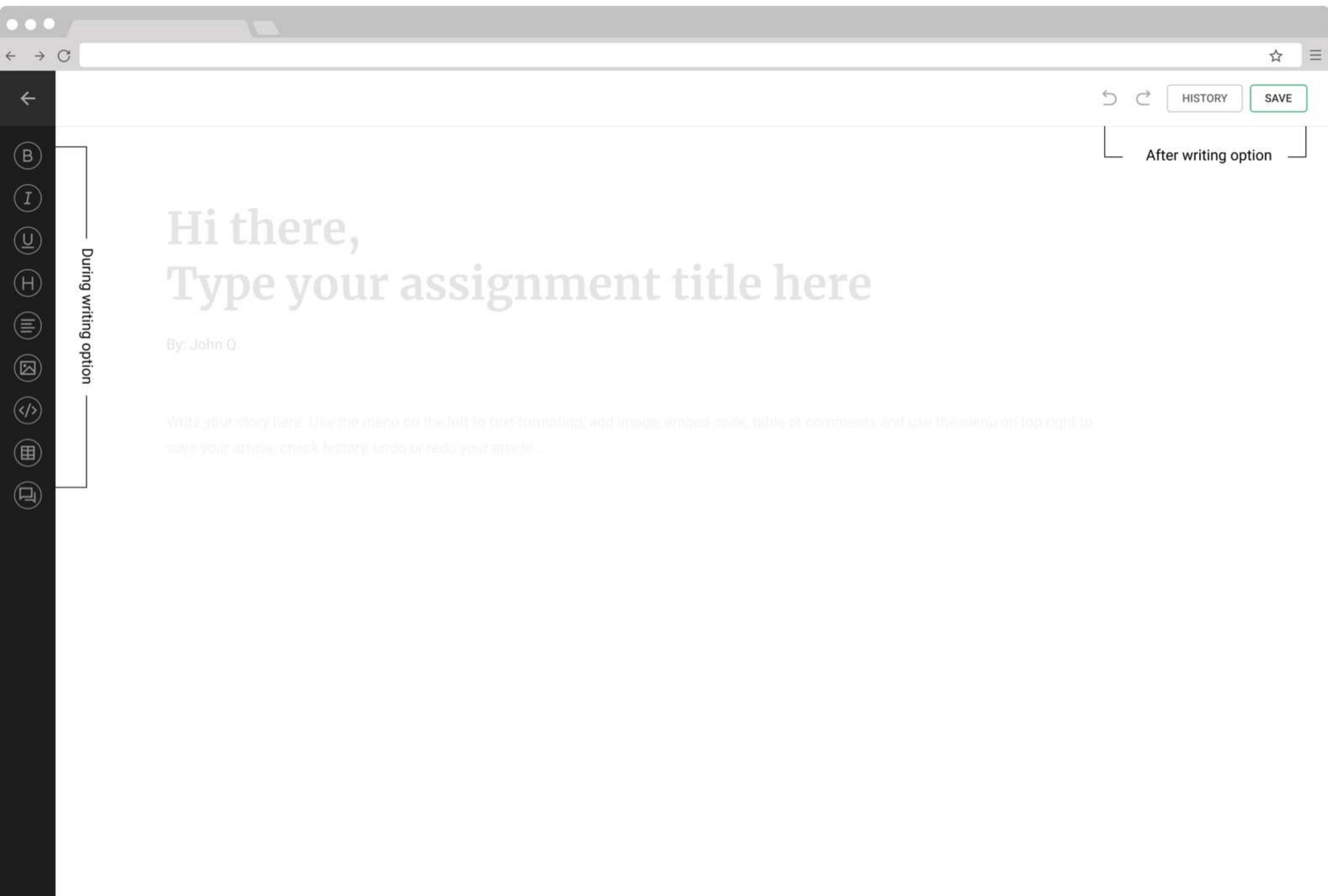
The new CMP text editor has a wide & distraction-free writing experience where you can format text easily. Also, the user has Version Controlling/History Management and Comment & Discussion system. Insert Image and asset are easier than ever from Internal Source. The editor can easily manage Multiple Authors by the contributor Management system.



DESIGN PROCESS

Minimalistic & Less Is More

The layout has been designed in a minimalist design approach with less visible features and options. It has wide writing area which will give a feel of writing on paper.



DESIGN PROCESS

Task Driven Design

The design and element structure focused on what user does during and after writing. The things during writing like text decoration, new element insert, table, code, comments are in the left panel. And top bar is arranged by what people does after writing like: save, redo or undo, or check history.

Rebels agree to security zone Ukraine crash site

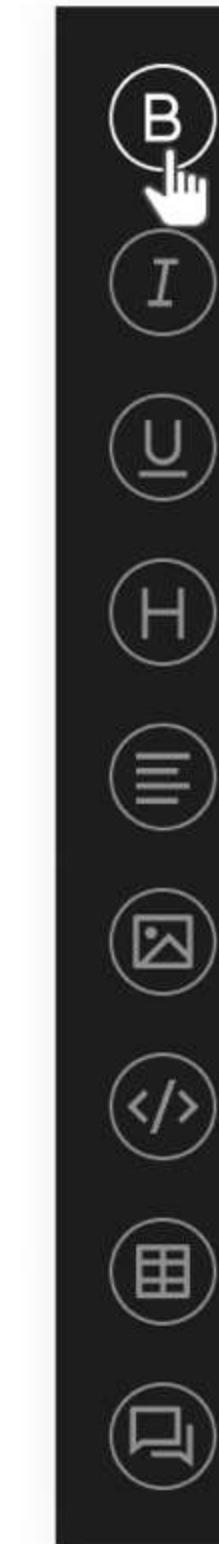
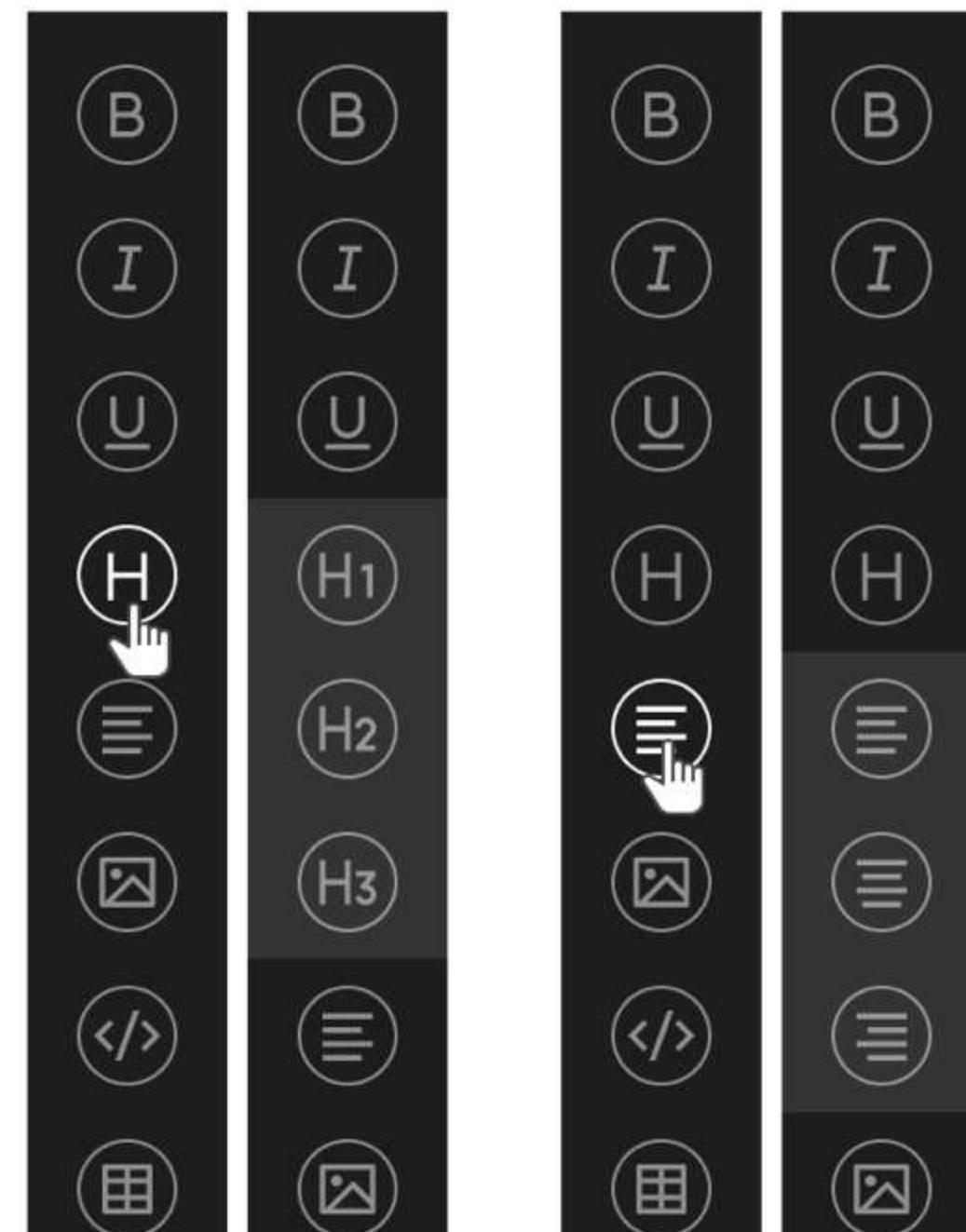
By: John Q.

More investigators arrived overnight from the Netherlands – home to 192 of the victims – and I access to the scene as Kiev accused the rebels of trying to destroy crash evidence “with Russia

Rebels backed up by strong diplomatic support from the kremlin remain in control of the area and ready to cooperate with an investigation that could potentially blame them for attacking the jet.

Text Formatting

The whole process is quick and easy to work through, the options are formulated to accurately cover all the text modification details.



Rebels agree to security Ukraine crash site

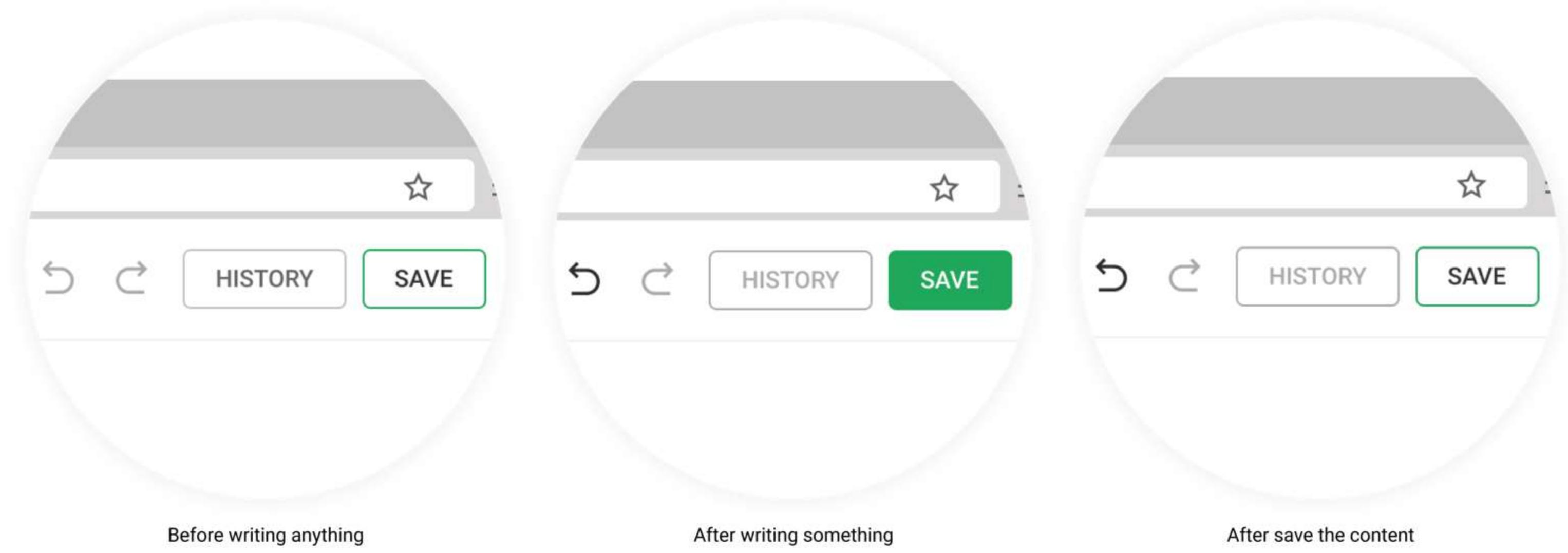
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More investigators arrived overnight from the Netherlands – home to 192 of the victims – and unfettered access to the scene as Kiev accused the rebels of trying to destroy

Rebels backed up by strong diplomatic support from the kremlin remain in control and ready to cooperate with an investigation that could potentially blame them for

Save & more

When an author writes something on a text editor, the save button will be changed from normal state to active state automatically. It will help to get extra attention to save the current article. Also, author can undo and redo his/her current write-up.



security zone at e

– home to 192 of the victims – and Malaysia amid calls for unfettered

REVISION HISTORY
View previous versions of your story

Saved by **John** a few min ago

Saved by **Razin** 2 hrs ago

Saved by **Razin** 1 day ago

Saved by **John** 2 days ago

Saved by **Farah** a week ago

History

By History, user can see the versions of the article. It will show the recent modification of the current article. When anyone clicks on History button the panel will come from right side of the window. Again click on History button it will hide automatically. User can see all version but only modify the latest version of the history list.

Anatomy of History Panel

REVISION HISTORY
View previous versions of your story

Saved by John a few min ago	○
Saved by Razin 2 hrs ago	○
Saved by Razin 1 day ago	○
Saved by John 2 days ago	○
Saved by Farah a week ago	○

REVISION HISTORY
View previous versions of your story

Saved by John a few min ago	○
Saved by Razin 2 hrs ago	○
Saved by Razin 1 day ago	○
Saved by John 2 days ago	○
Saved by Farah a week ago	○

REVISION HISTORY
View previous versions of your story

Saved by John a few min ago	○
Saved by Razin 2 hrs ago	○
Saved by Razin 1 day ago	○
Saved by John 2 days ago	○
Saved by Farah a week ago	○

List of the version
When it was saved
Selected Version
Check the modification
Show the modification

Select a version from the History panel. It will show the article. Click the eye icon and it will show the last changes (added by green or deleted by red) which have been made by the last user.

REVISION HISTORY
View previous versions of your story

Saved by John a few min ago	○
Saved by Razin 2 hrs ago	○
Saved by Razin 1 day ago	○
Saved by John 2 days ago	○
Saved by Farah a week ago	○

IO, Ukraine -- Ukraine and Russian-backed separatists agreed Saturday to set up a s
e of a Malaysia Airlines jet to allow the orderly removal of the bodies of the 298 peop
over eastern Ukraine two days. Added by Razin.
Accept Delete

Malaysian airliner -- en route from Amsterdam to Kuala Lumpur with 183 passengers and
into rebel-held territory on Thursday after being hit by what U.S. officials say was a S
ere no survivors.

1 Security Service head Valentyn Nalyvaychenko said in televised remarks Saturday
a, had agreed on a 7-square-mile security zone "so that Ukraine could fulfill the most
the bodies (and) hand them over to relatives," Ukrinform reports.

kraine -- Ukraine and Russian-backed separatists agreed Saturday to set up a security zone around the
Malaysia Airlines jet to allow the orderly removal of the bodies of the 298 people killed in the shootdown
eastern Ukraine two days ago.

John Says

Could you please change the line here
and add something new.

Razin Says

I will do that as soon as possible.

John Says

Thanks Dude :)

Razin Says

I will do that as soon as possible.

John Says

Lorem Ipsum dolor samit sit amit Is awesome

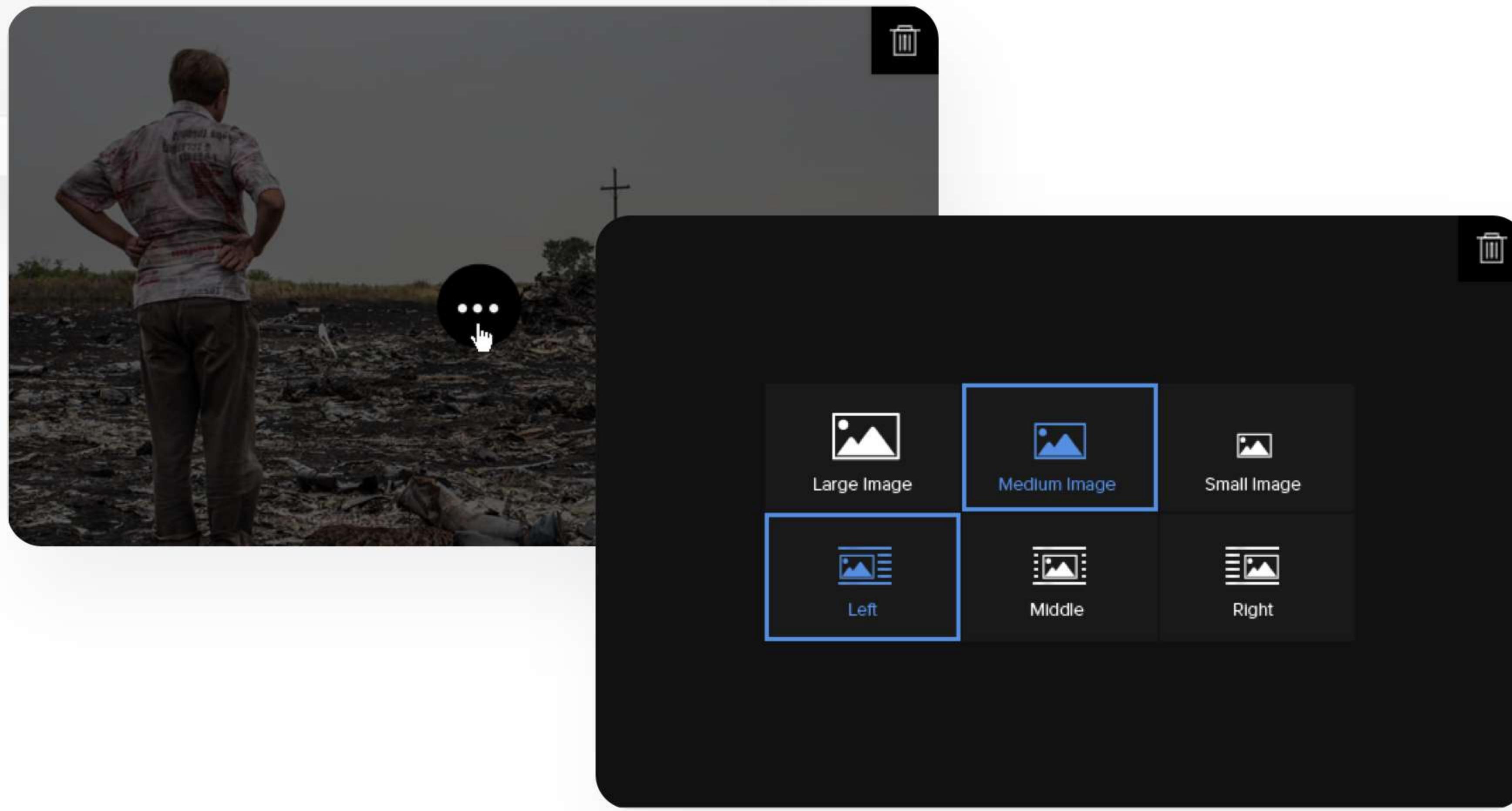
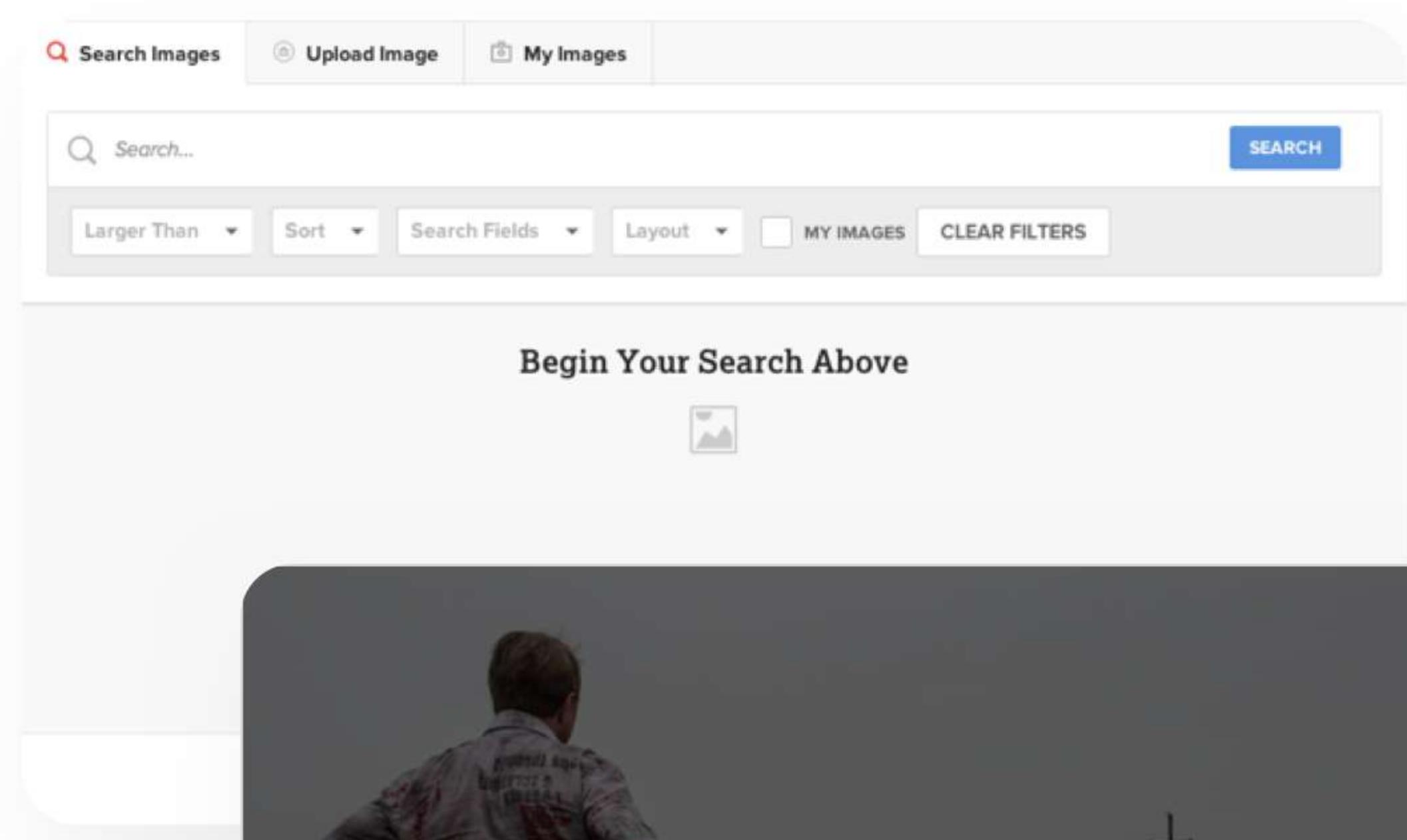
Hit enter to post reply

ith 183 passengers and 15 crew members --
J.S. officials say was a SA-11 surface-to-air missile.

vised remarks Saturday that trilateral talks, involv-
ine could fulfill the most important thing **2** identify

Comment

In this application, people work collaboratively. So, commenting feature is one of the important feature for text-editor. To make comment- select a word/sentence from the text-editor, hit the Comment menu from the sidebar or select the comment option by the mouse right button, write something and hit enter to make comment. The comment box is a fixed height scrollable box. So it can able to show the multiple comments at a time.

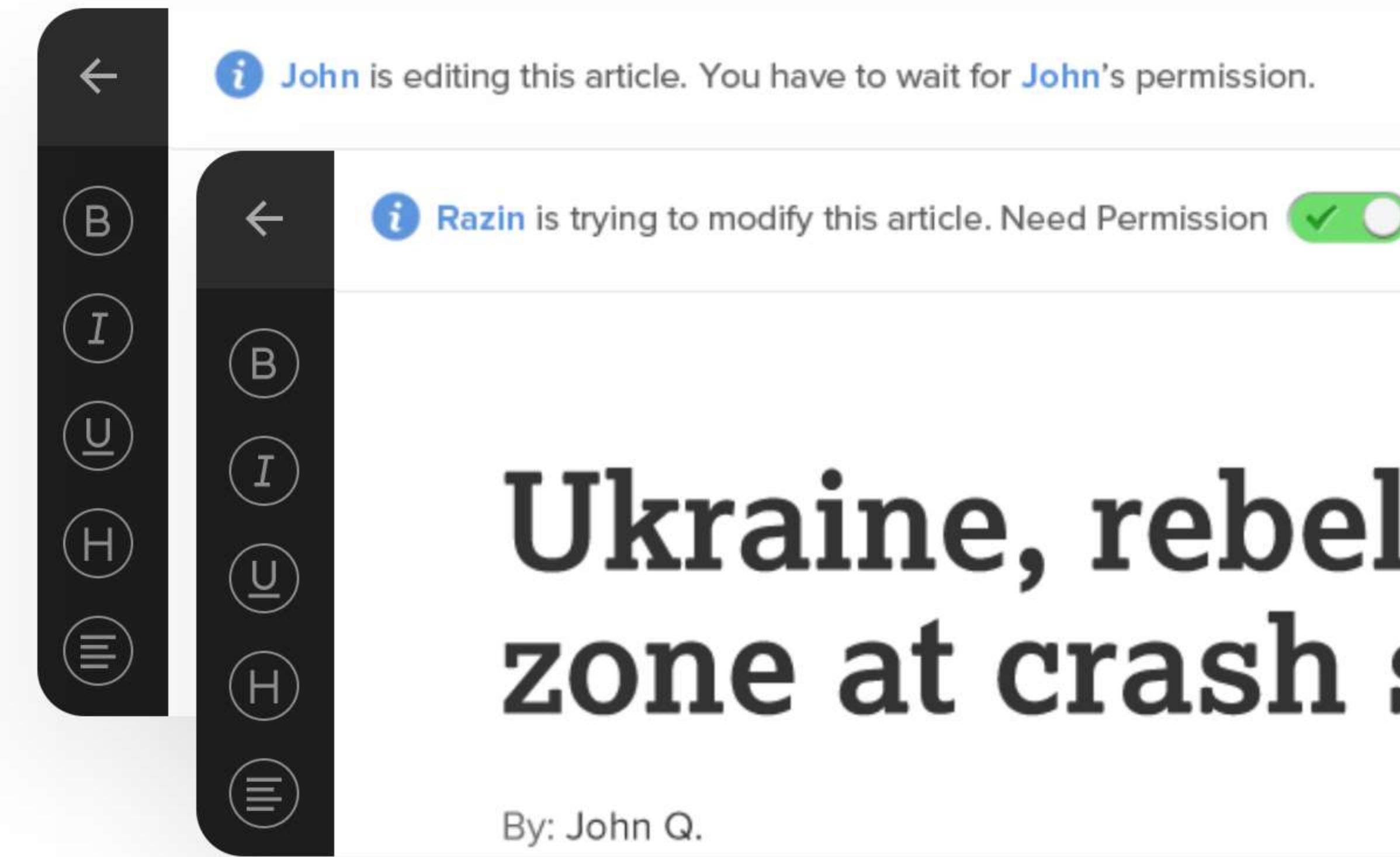


Insert Image

In this application inserting an image is one of the important features of the text-editor. The process of finding the best image to insert it and modify it is a major challenge for this text-editor.

Edit Permission

If two user wants to edit the same article at the same time, both user will get notification or alert to understand the situation. The second user needs approval from the first user to edit the article.



Ukraine, rebels agree on zone at crash site

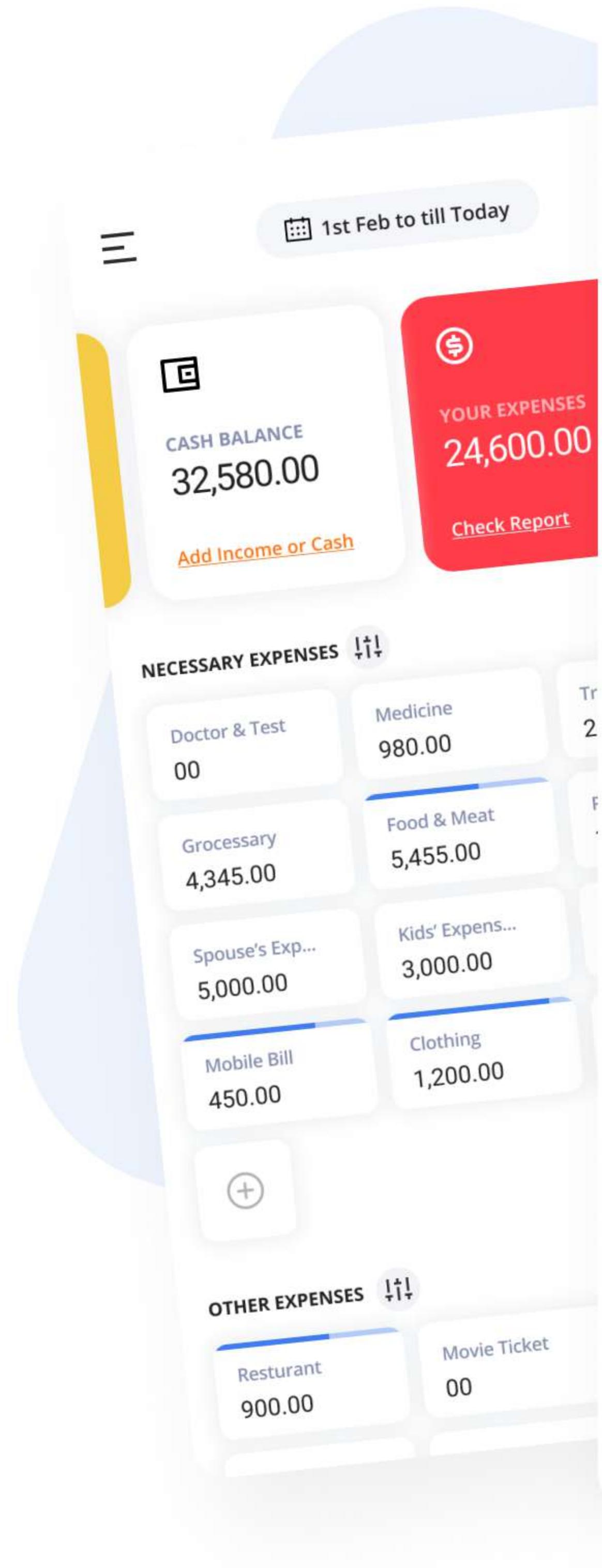
By: John Q.



Apna Money tracks personal finance including expenses and incomes quickly by specific categories in your mobile devices. It is a simple money Tracker ever where you just have to enter the amount. That's all!

My Role

User Research, UX Design



Welcome to your money manager

If you do not know how to care for monye, money will stay away from you.

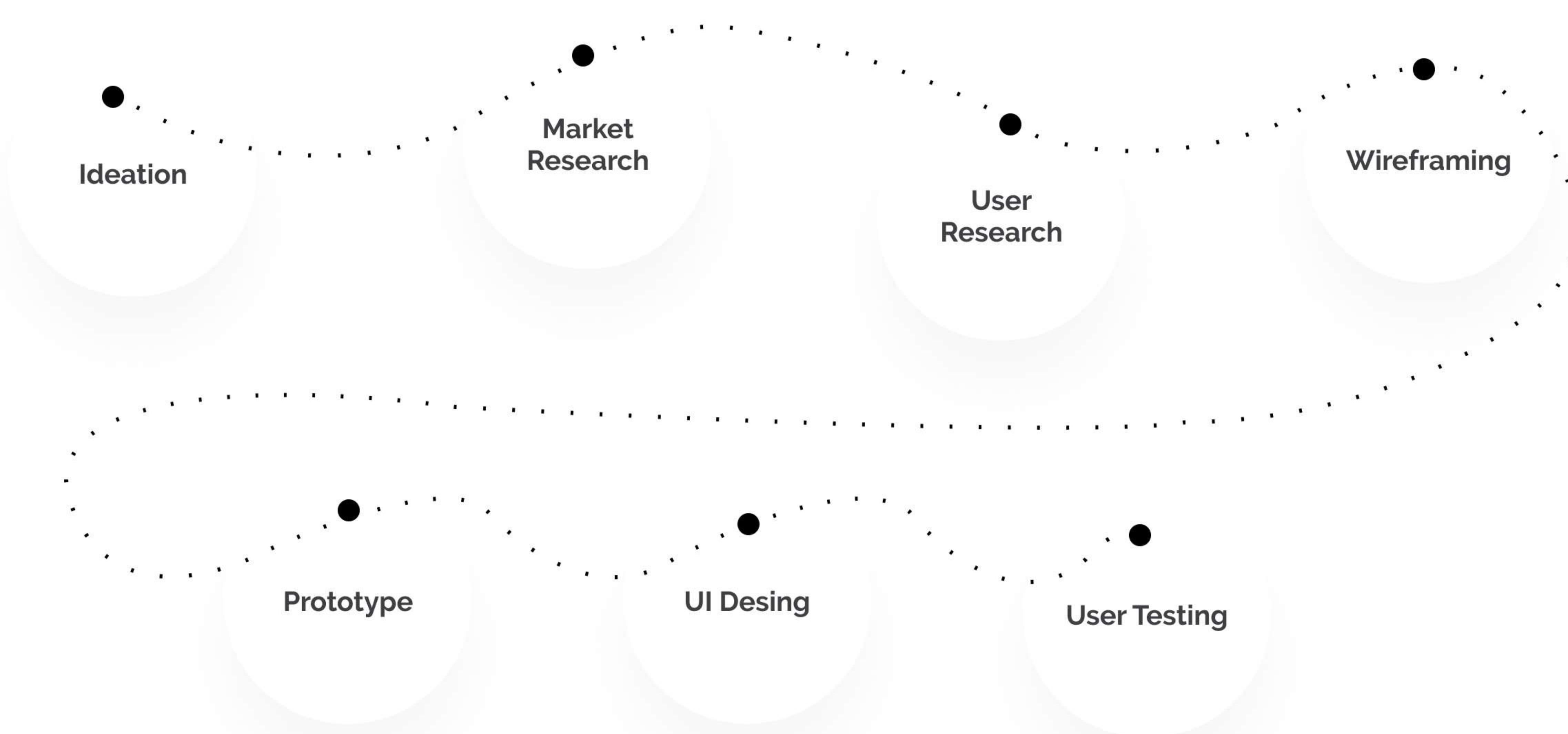


LET'S START

By continuing, you are accept all [Terms of Use](#) and [Privacy Policy](#).

Design Process

We conducted a meticulous user experience process to ensure the app is ready for the market and meets the needs of the end-user.



Positioning Statement

The fastest money tracker where users can insert and track every financial activity instantly.

Why Apna Money

- Don't know where the money goes;
- Can't prioritize before the spending;
- Unidentified expenses;
- Can't set spending limits;
- Miss Schedule Payment;
- Don't have any insights into the financial lifestyle.

Market Segmentation

- Lower and middle class;
- Rural, Semi-Urban & Urban;
- Who can read, write, and calculate;
- Who has minimum a low-range Smartphone.

The Persona



D.P. Mukerji

Age 38

Corporate Service Holder.

Bangalore, India.



Chaminda D Silva

Age 25

RMG Worker.

Colombo, Srilanka.

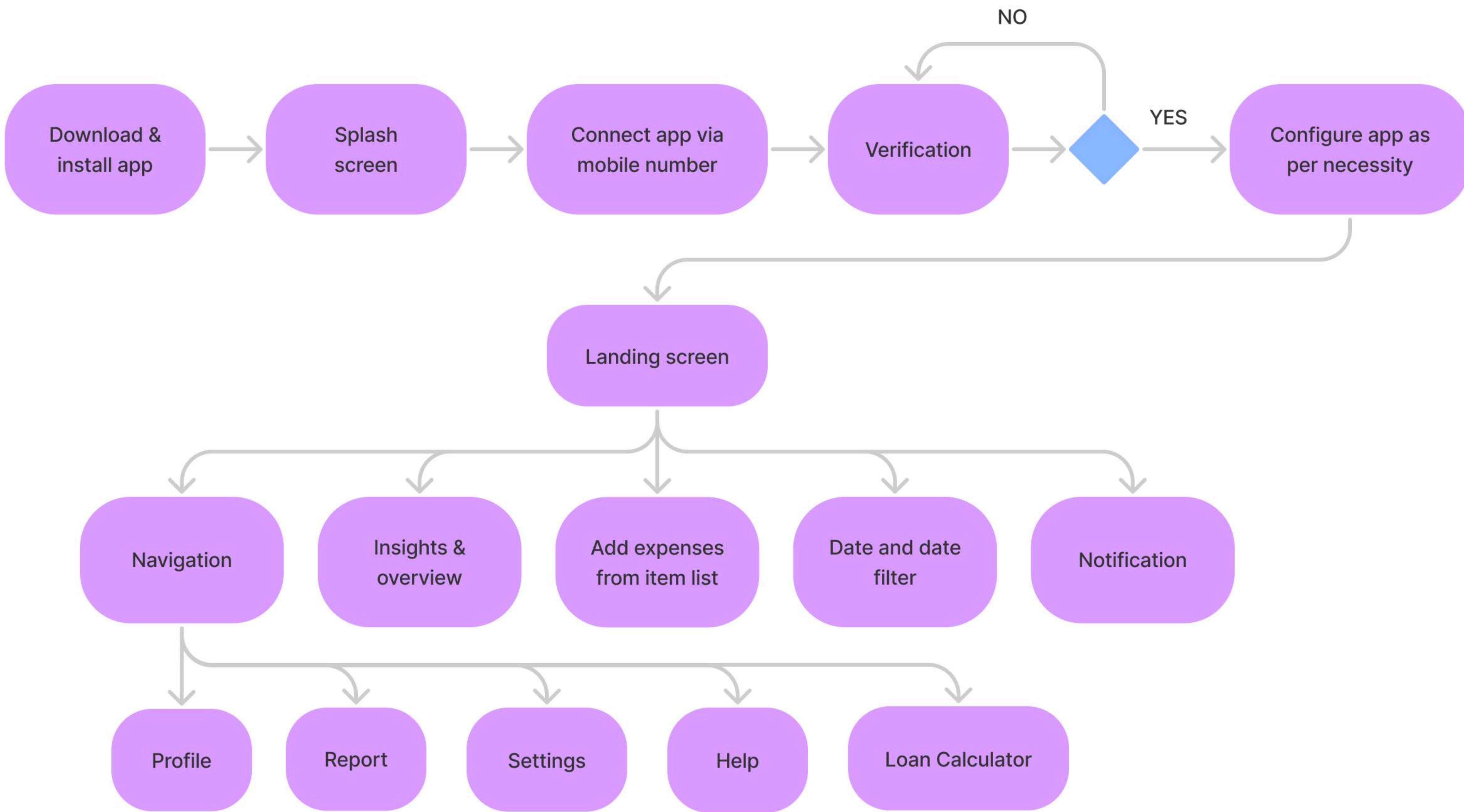
Daily Life

D.P. Mukerji works in a local corporation as a senior executive. He is a middle class person and he is the only earning person in his family. He has two school going kids. Also, he is a hyper-tension patient so he has to maintain some medication. Apart from all these, he wants to save some money for emergency medical issues and childrens higher education.

Daily Life

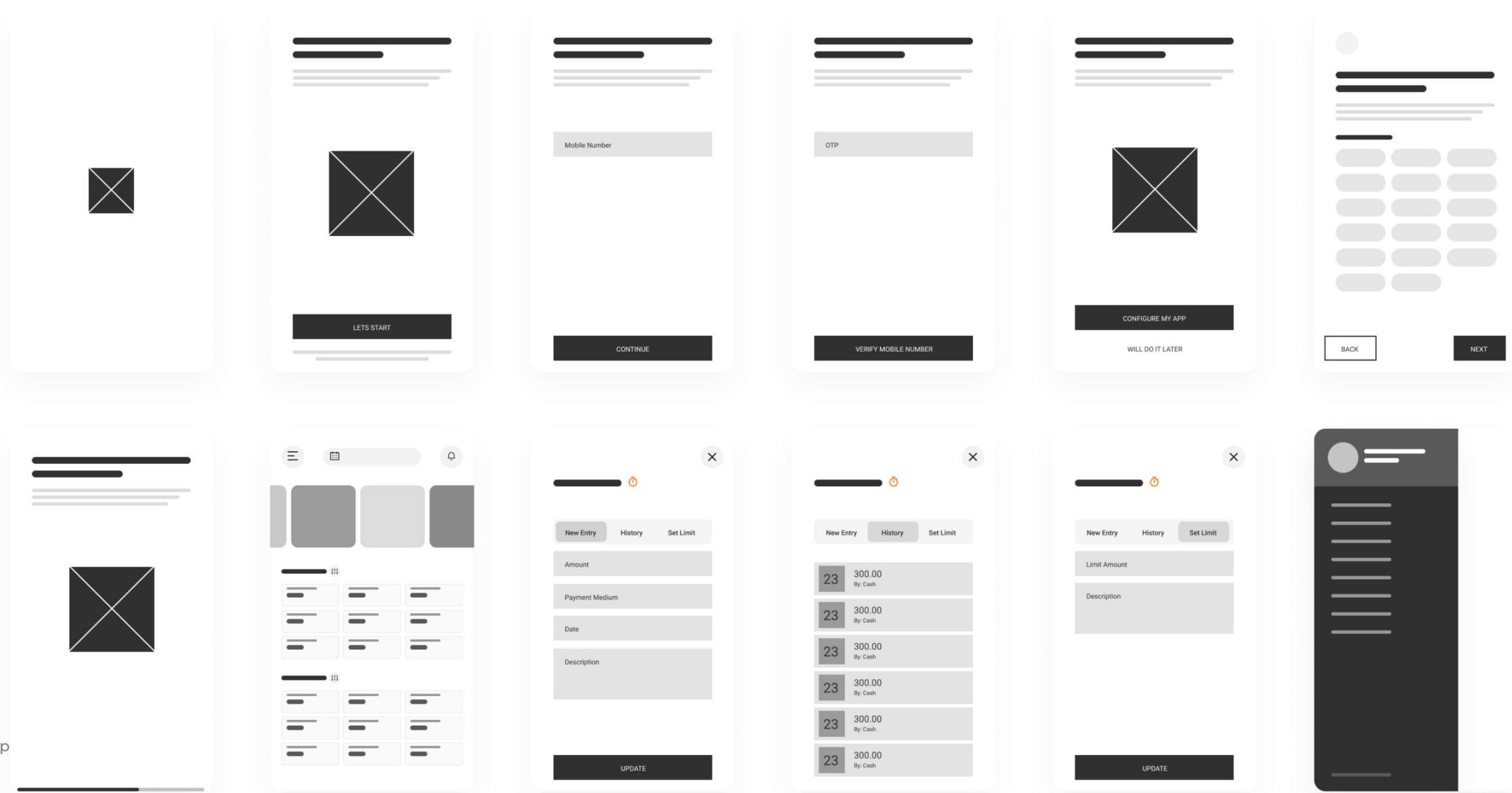
Chaminda works in the RMG as a factory worker. He is a newly married person and his parents stayed with him. His day starts early in the morning and he works for long hours. Despite his hard work, he is given a small wage. With this small wage, he has to manage his family. Nobody ever offers him any kind of financial assistance to improve his lifestyle.

Product Map



Wireframe

We developed low-fidelity by pen-paper and high-fidelity wireframing by low scale design elements, yielding an excillenet result for prototyping and preliminary Qualitative user testing.



Typeface

Open Sans
Lorem

Roboto
Ipsamsit

24px - A visual Type Scale

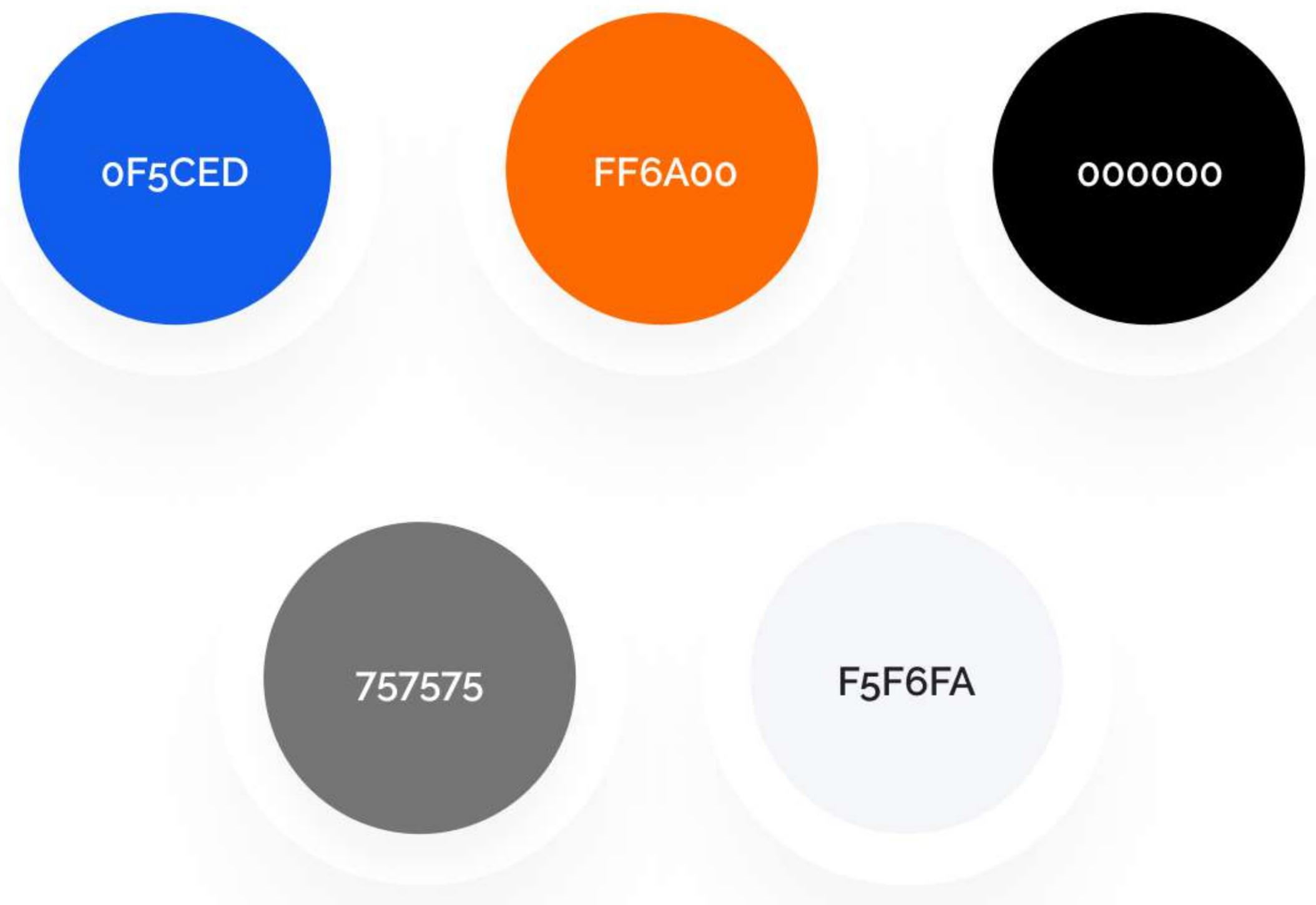
20px - A visual Type Scale

13px - A visual Type Scale

12px - A visual Type Scale

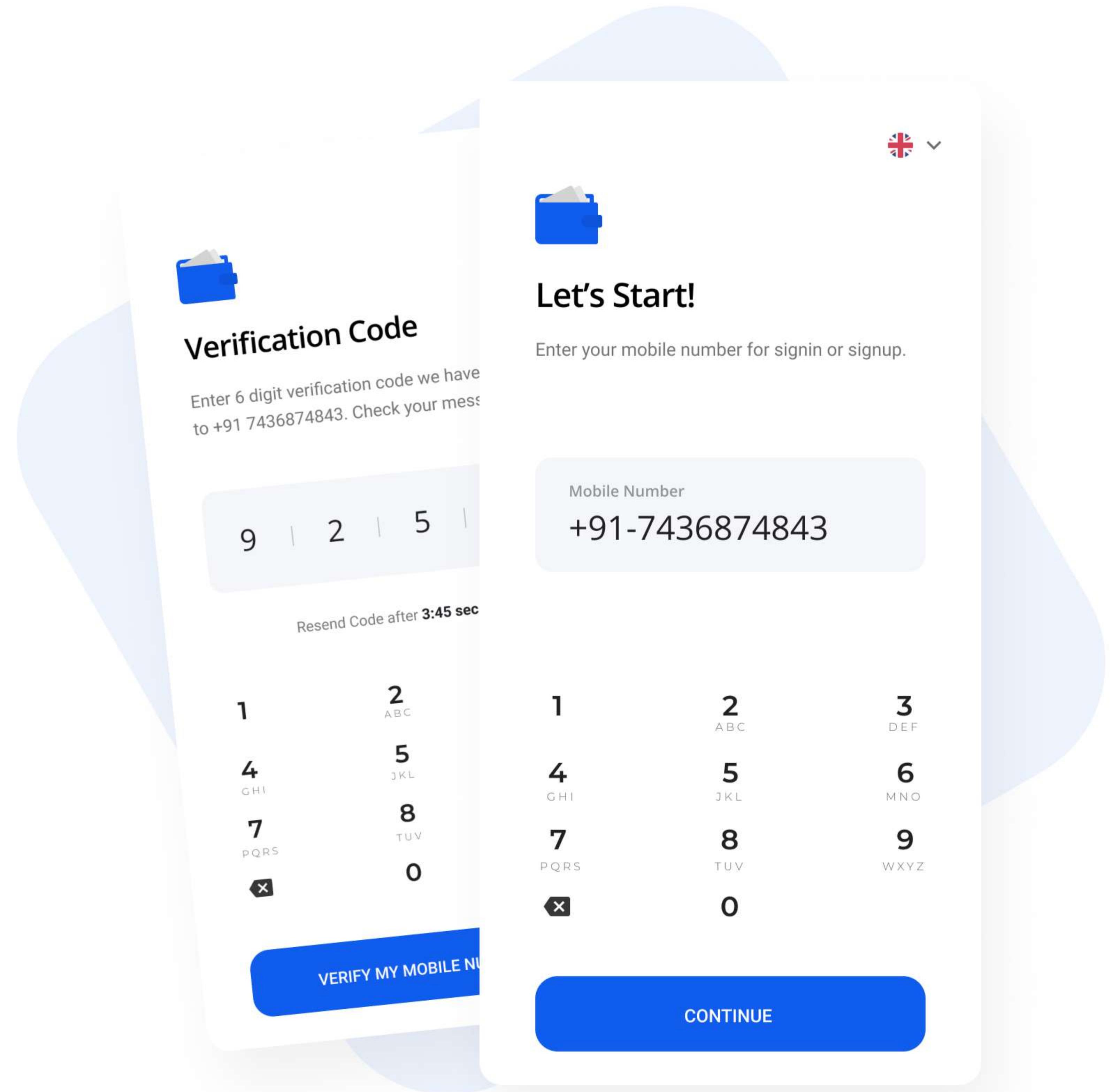
10px -A visual Type Scale

Colors



Simple Signup

Users can sign up easily by using his mobile number. He just has to verify his mobile number by inserting OTP code.



Configure as per necessity

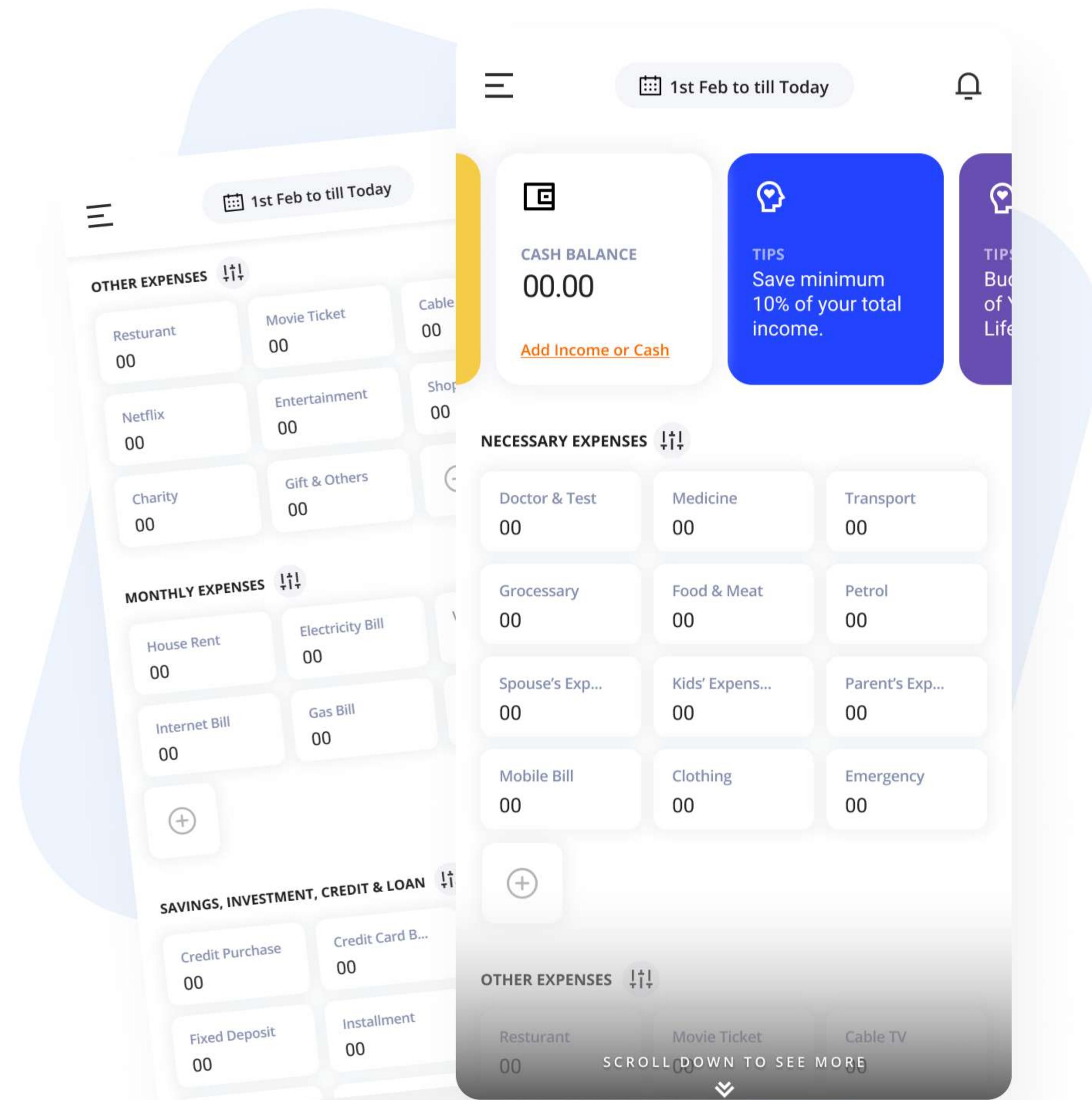
The image displays four mobile screens, each showing a different category of expenses. The screens are arranged horizontally, representing a sequence of steps in a configuration process.

- Step 1 (Leftmost screen): Other Expenses**
 - Restaurant
 - Movie Ticket
 - Cable TV
 - Netflix
 - Entertainment
 - Travel
 - Shopping
 - Self Development
 - Charity
 - Gift & Others
 - Mobile & Gadgeet
 - pet care
- Step 2 (Second screen from left): Necessary Expenses**
 - Doctor & Test
 - Medicine
 - Mobile Bill
 - Laundry
 - Clothing
 - Kids' Expenses
 - Parent's Expenses
 - Spouse's Expenses
 - Sibling's Expenses
 - Transport
 - Grocessary
 - Food & Meat
 - Petrol
 - Emergency
- Step 3 (Third screen from left): Savings, Investment, Credit & Loan**
 - Credit Purchase
 - Credit Card Bill
 - Debt
 - Fixed Deposit
 - Stocks
 - Mutual Fund
 - Installment
 - Public Provident Fund
 - Bonds
 - Real Estate
 - Life Insurance
 - National Pension System
 - Loan Collection
 - Auto Insurance
 - Health Insurance
 - Stocks
 - Savings
- Step 4 (Rightmost screen): Monthly Expenses**
 - House Rent
 - Electricity Bill
 - Mortgage
 - Water Bill
 - Internet Bill
 - Servant Salary
 - Kids School
 - Gas Bill

Each screen includes a back arrow at the top left and a blue 'NEXT' button at the bottom right. The first three screens also have a 'DONE' button at the bottom center.

Tap and Insert your expenses

The fastest money tracker application ever. Tap on your expense type and insert the amount. You don't need to spend more than 5 sec.



Insert, View, Remind and Set Limit

Transport ⓘ

[NEW ENTRY](#) [HISTORY](#) [SET LIMIT](#)

Amount
150.00

Cash Mobile Wallet Card

📅 Today, 4:31 pm

Description (Optional)

[UPDATE](#)

Transport ⓘ

[NEW ENTRY](#) [HISTORY](#) [SET LIMIT](#)

JAN 29 300.00 BY: CASH

JAN 28 280.00 BY: CASH

JAN 26 240.00 BY: CASH

JAN 25 280.00 BY: CASH

JAN 24 280.00 BY: CASH

JAN 22 300.00 BY: CASH

Transport ⓘ

[NEW ENTRY](#) [HISTORY](#) [SET LIMIT](#)

Max Amount Per Month
6,000.00

Description (Optional)

[SET LIMIT](#)

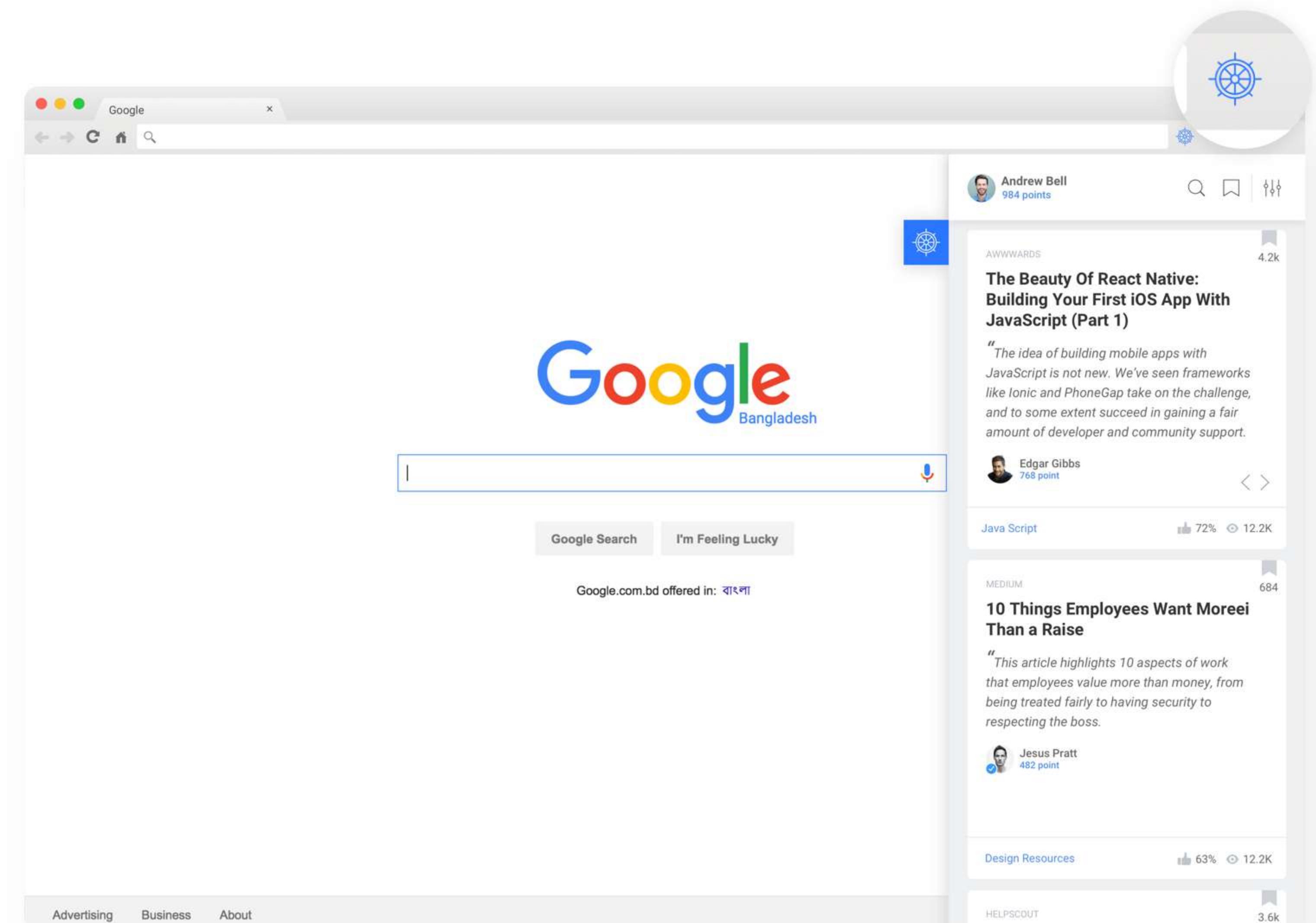


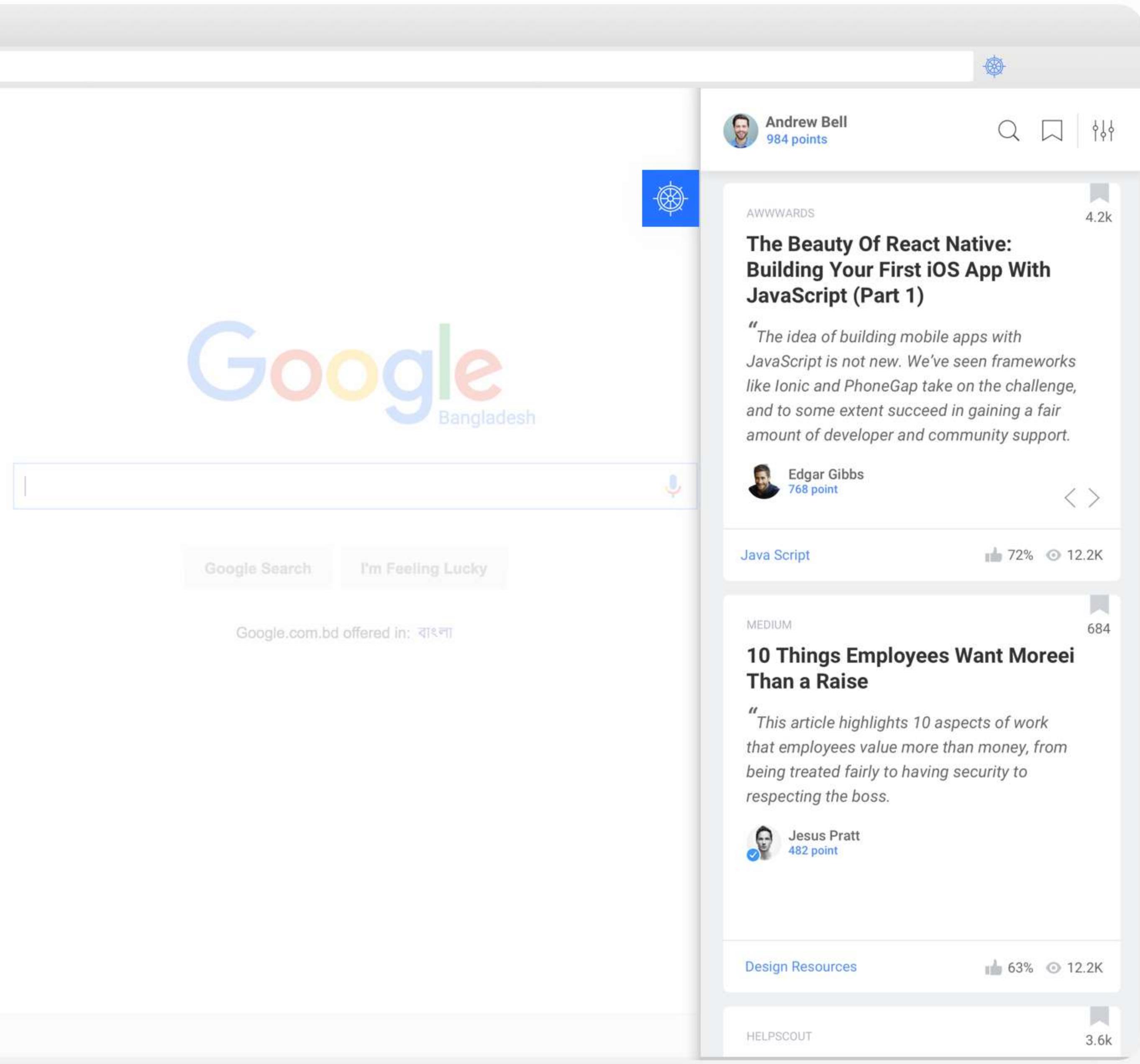
Columbus

"Columbus - the explorer" is Google Chrome Extension. The platform helps a user to explore more authentic and curated content from the web in less time with the Experience with short notes.

My Role

Product & UX Design





Structure & Layout

Though its a web content sharing platform, the biggest challenge of this extension was, how the extension will appear to the user? To use, do people need to go open any new tab. If a user opens a new tab, is it easy to explore and share content at a time to the platform? The solution is - when a user installs the extension, the extension icon will always float right side of the browser. To click the extension icon, the main extension body will come from right as a sidebar. It will be very easy to explore content when the user browse any site, or if he wants to share it to the platform.

Easy Start

Signup into the app to access the extension. After that set content preferences to get content as per your taste.

Content Preference ✓

MOST POPULAR TRENDING TOP LANGUAGES

Virtual Reality 2,556 items	Big Data 1,319 items	Encryption 1,776 items
SaaS 469 items	Data Modeling 598 items	ERwin 781 items
Cloud Computing 326 items	Microsoft 2,690 items	Xbox360 21 items
Amazon Web Se.. 760 items	Apache Hadoop 1,123 items	Silicon Valley 326 items
Startup 3,342 items	Google Play 687 items	App Store 918 items
Press Release 211 items	iOS 845 items	Linux 455 items
Android 658 items	Smart Phone 540 items	Macbook Pro 769 items
Facebook 974 items	Google 1,290 items	Twitter 664 items
Space X 891 items	Steve Jobs 721 items	

Columbus
The Explorer

f Login with Facebook

t Login with Twitter

G+ Login with Google

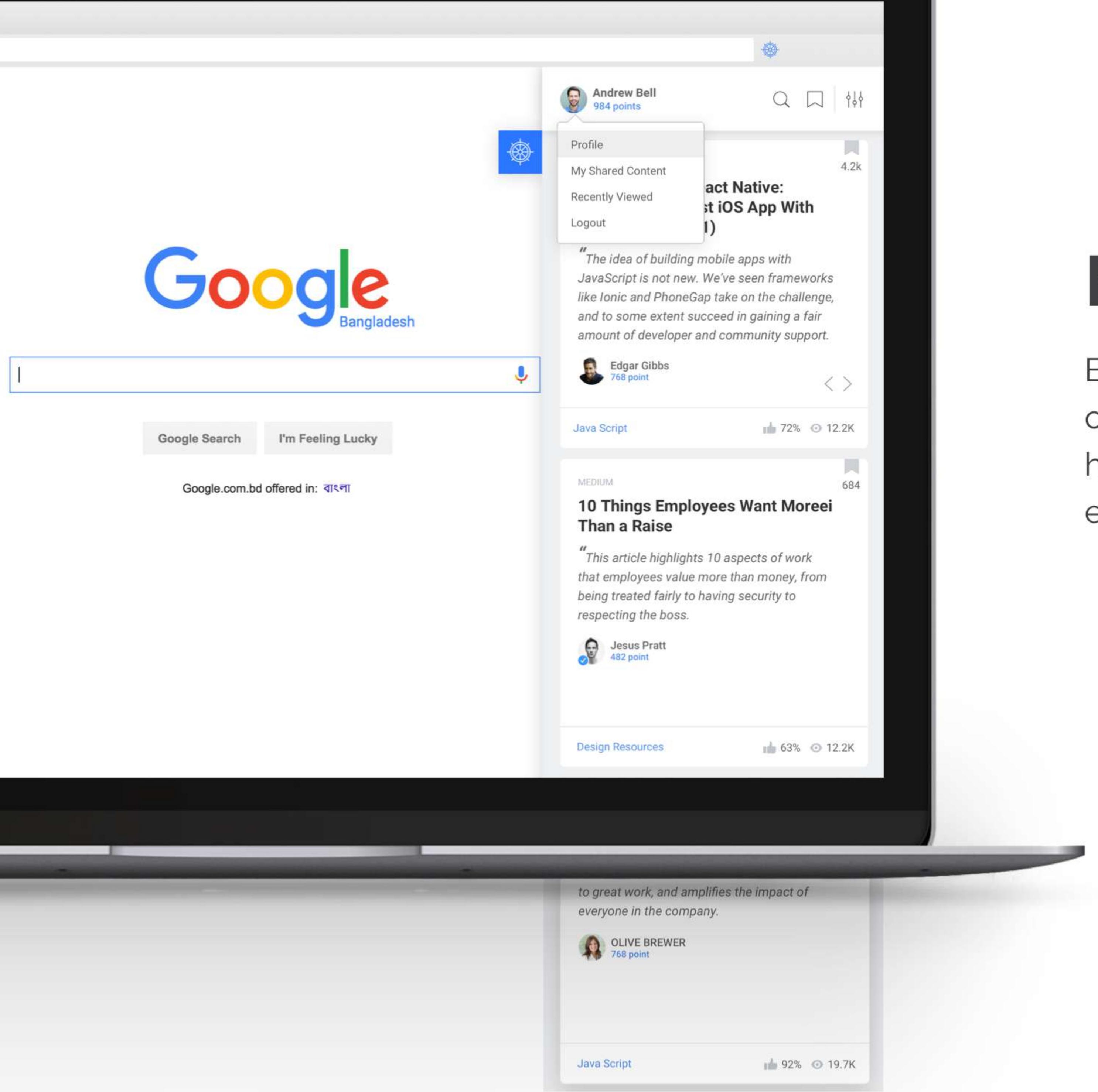
Email address

Password

Forgot password?

Log in

Don't have an account? [Create here](#)

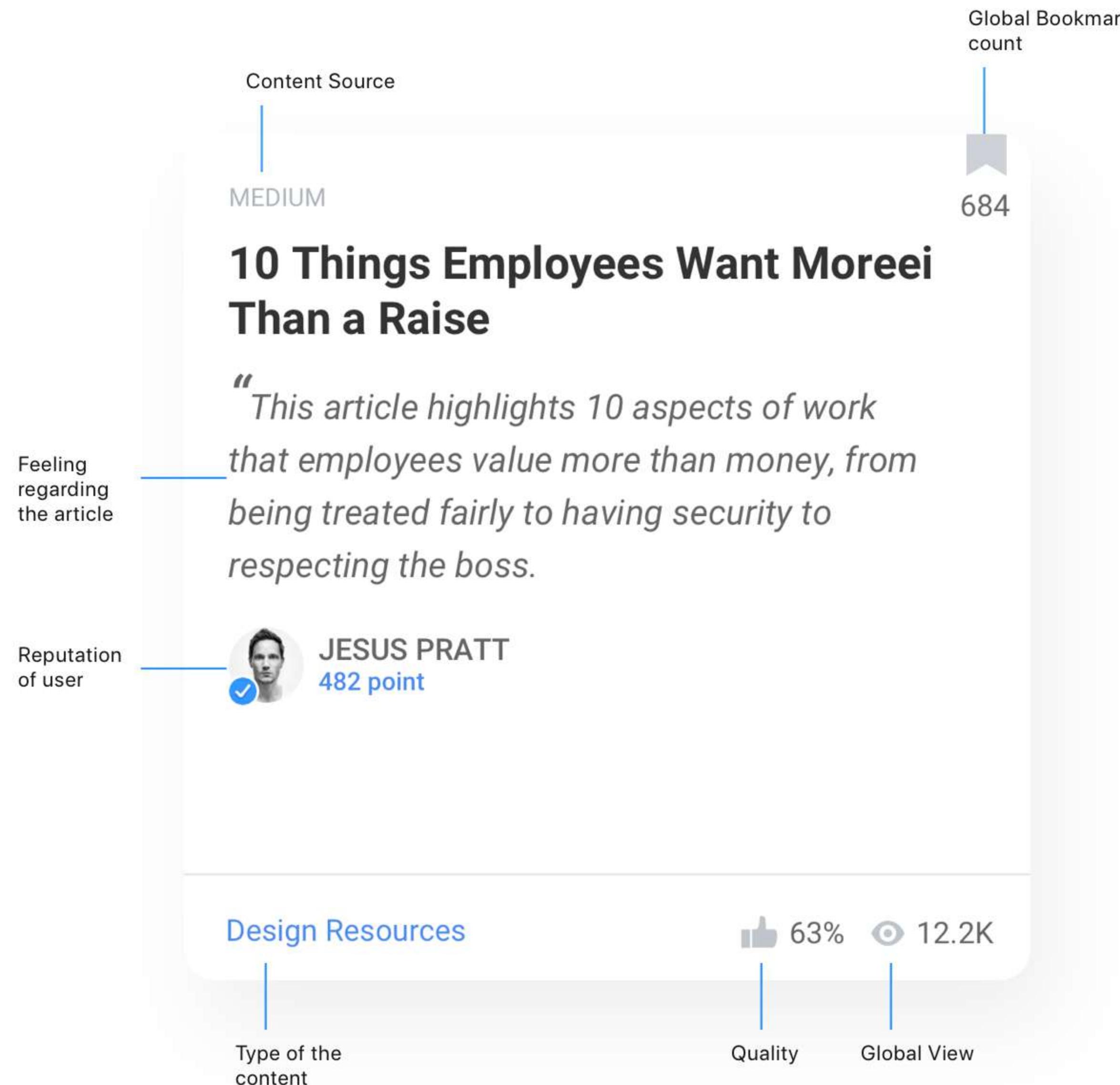


Explore Content

Based on the preferences, the user is offered a range on shared content for him. By infinite scroll, a user can explore unlimited content.

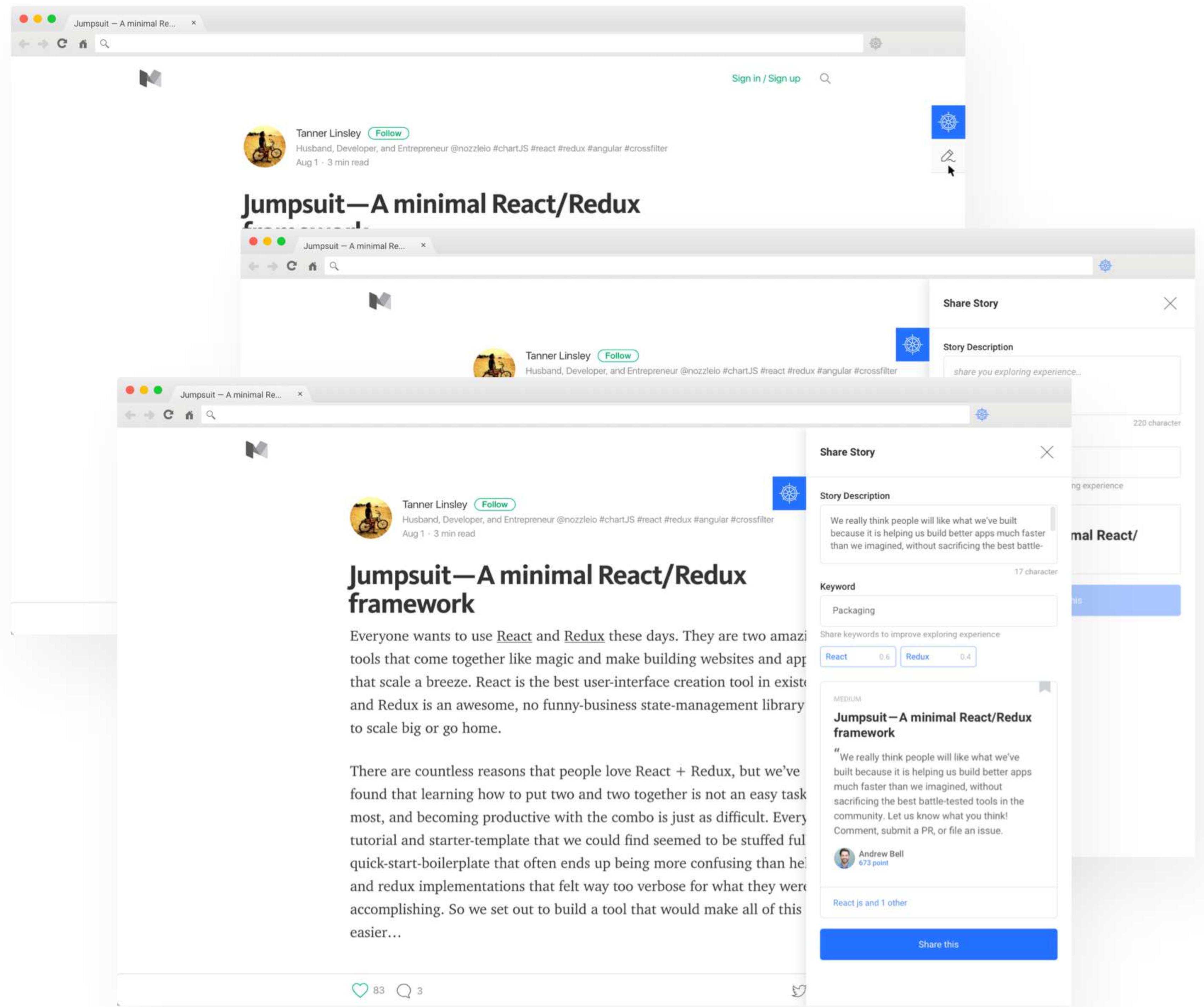
More Meta, More Insights

Each card has some Meta Info (Tag/keyword, view count, bookmark count) which will help the user to understand the value of that content at a glance. By it, the user gets a high-level idea of the article, so a user will get an idea and take a decision - should I read this or not?



Share Content

If a user finds something interesting and worth to share, he can easily share it with the platform. Just click on the Write (Pen) button under the extension button. It will open a writing panel where a user can write his experience about the reading and why its worth to read. Also, he can add tags to list the references content according to its type.



Andrew Bell
984 points

- Profile
- My Shared Content
- Recently Viewed
- Logout

React Native: Build an iOS App With
4.2k

The idea of building mobile apps with JavaScript is not new. We've seen frameworks like Ionic and PhoneGap take on the challenge, and to some extent succeed in gaining a fair amount of developer and community support.

Edgar Gibbs
768 point

Java Script 72% 12.2K

MEDIUM 684

10 Things Employees Want More Than a Raise

This article highlights 10 aspects of work that employees value more than money, from being treated fairly to having security to respecting the boss.

Jesus Pratt
482 point

Design Resources 72% 12.2K

Profile

Andrew Bell
Front-end Developer
at Columbus
673 points

Interest
Front-end development, JavaScript, Angular JS, React JS, Node.js, Ruby on Rails, HTML5, CSS3

Contact Info
Location: Lviv, Ukraine
www.john.rocks

Update Profile

Upload a new profile photo
Browse

Display Name
Andrew Bell

Title
Front-end Develop

Professional skills/experience (e.g. Expert Web Designer)

Organization
Columbus

Technology I love most
Front-end development, JavaScript, Angular JS, React JS, Node.js, Ruby on Rails, HTML5, CSS3

Location
Lviv, Ukraine

Website Link
www.john.rocks

Update Profile

User Menu

User Profile

Edit User Profile

Recently Viewed

 Clear entire history



AWWWARDS

6.8k

The Beauty Of React Native: Building Your First iOS App With JavaScript (Part 1)

"The idea of building mobile apps with JavaScript is not new. We've seen frameworks like Ionic and PhoneGap take on the challenge, and to some extent succeed in gaining a fair amount of developer and community support.



Vernon Morgan
768 point

Product Desing and 2 others

 67%  12.2K

BALL-SOHARD.SURGE.SH

981

8 Ballr | A Product Design Process Checklist

"The idea of building mobile apps with JavaScript is not new. We've seen frameworks like Ionic and PhoneGap take on the challenge, and to some extent succeed in gaining a fair amount of developer and community support.



EDGAR GIBBS
768 point



Product Desing and 1 other

 72%  4.3K

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INVISION

6.8k

Product Design Industry Report 2016 | InVision

"The idea of building mobile apps with JavaScript is not new. We've seen frameworks like Ionic and PhoneGap take on the challenge, and to some extent succeed in gaining a fair amount of developer and community support.



Marcus Ortega
768 point

Product Desing and 2 others

 72%  12.2K

BALL-SOHARD.SURGE.SH

981

8 Ballr | A Product Design Process Checklist

"The idea of building mobile apps with JavaScript is not new. We've seen frameworks like Ionic and PhoneGap take on the challenge, and to some extent succeed in gaining a fair amount of developer and community support.



EDGAR GIBBS
768 point



Product Desing and 1 other

 68%  4.3K

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C#

C++

Entrepreneurs

Git

React js

X

4.2k

esign?

multiplier. It tears
es an environment
, and amplifies the
e company.

Java Script

 72%  4.3K

6.8k

INVISION

Product Design Industry Report 2016 | InVision

"The idea of building mobile apps with JavaScript is not new. We've seen frameworks like Ionic and PhoneGap take on the challenge, and to some extent succeed in gaining a fair amount of developer and community support.



EDGAR GIBBS
768 point

Product Desing and 2 others

 67%  12.2K

981

Bookmark item

Columbus

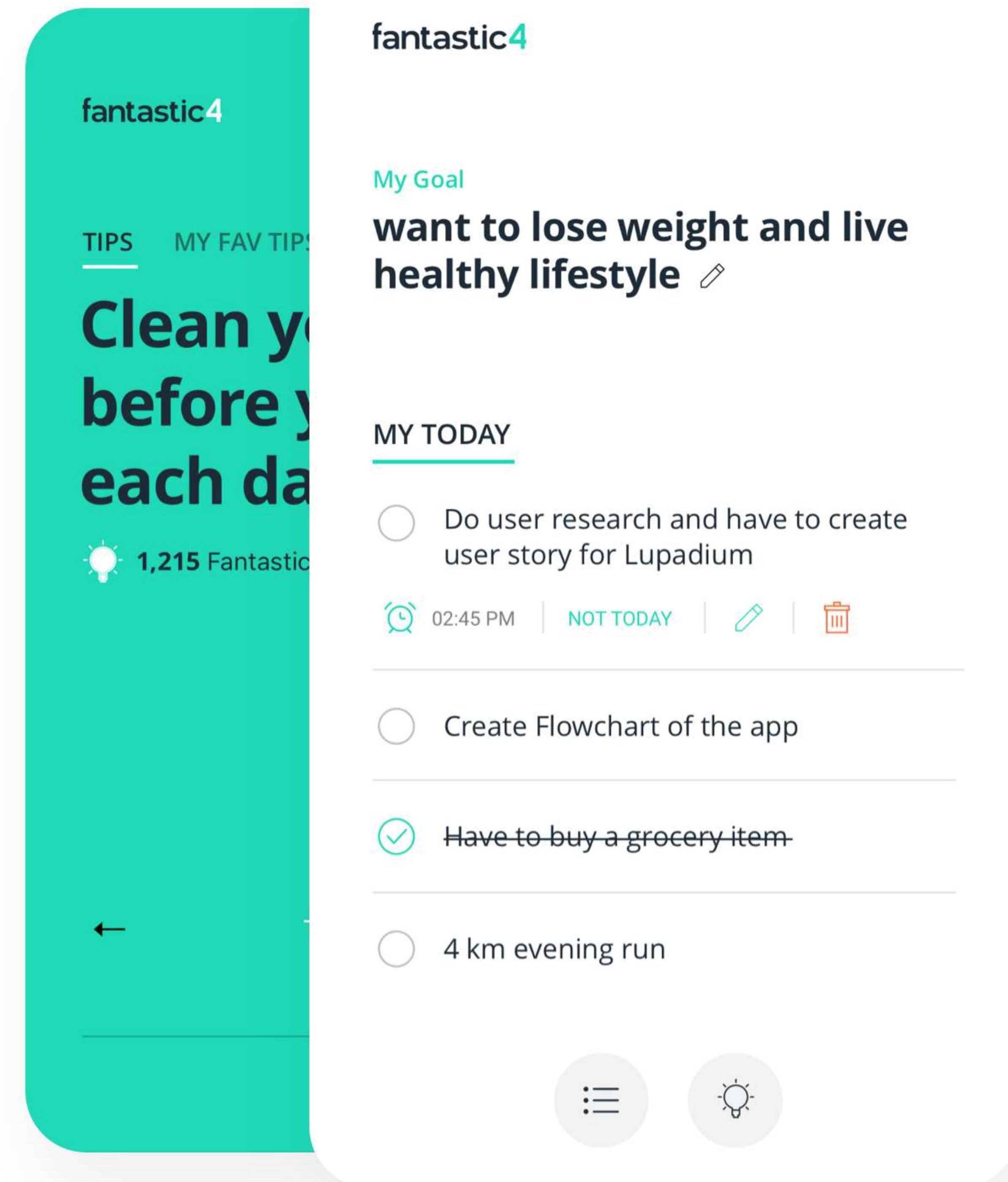
fantastic4

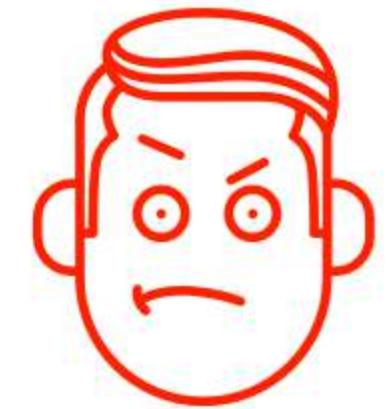
Fastastic4 is a daily task management application. The user is able to set only 4 tasks in a day.

Alongside all these, the app will have a tips section, where the user will get tips on focus and do things perfectly.

My Role

User Research, UX & Product Design





Why others Fail

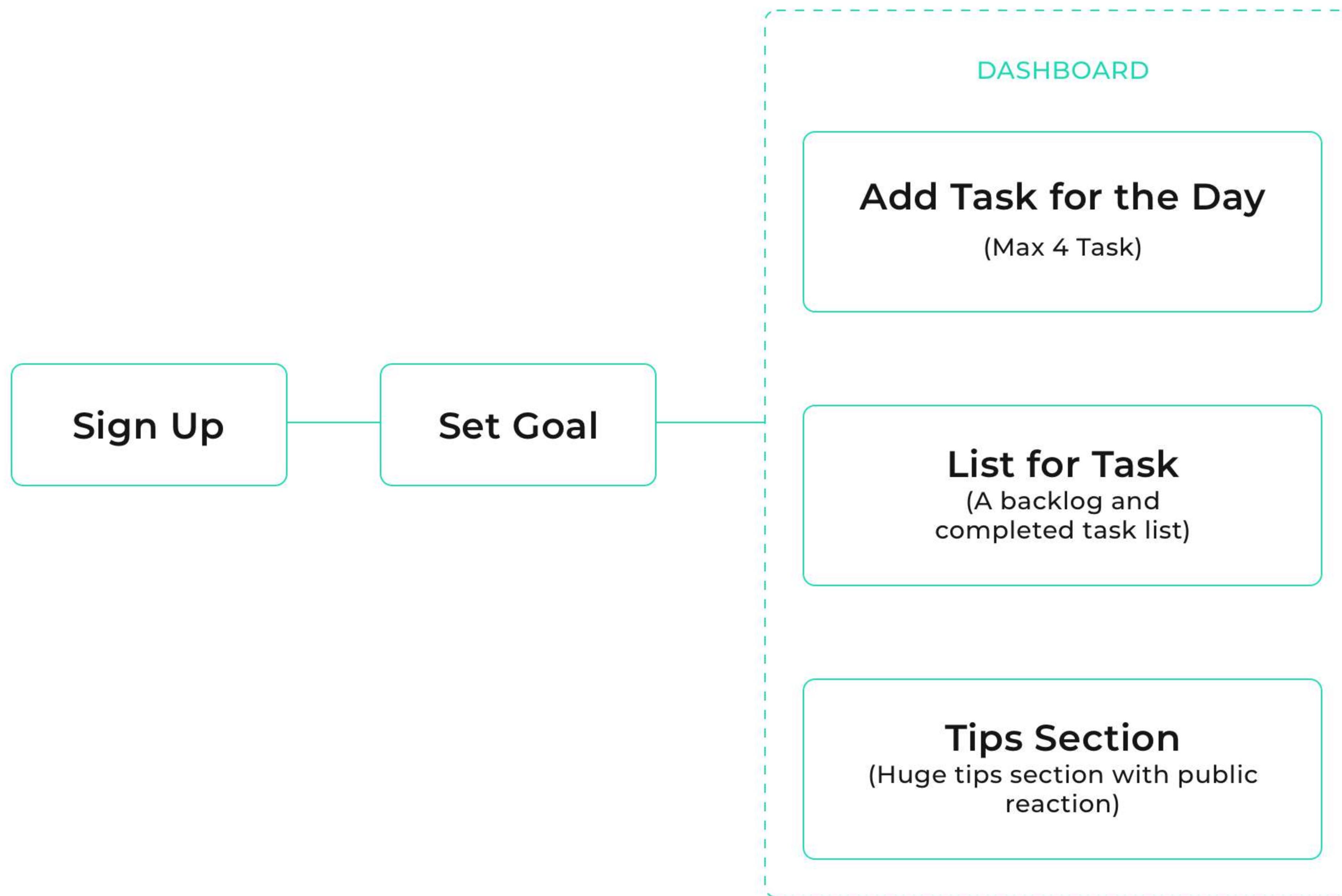
Most of the task manager app fail because we feel so frustrated after using them for 2-3 weeks. Cause we add so many tasks in a day, which is not practically possible to accomplish. Also, we don't know how to set the priority task. Because nobody ever cares about users' vision or goal.



How we fix the issue

- It only focuses on Achievement;
- Figure-out how to prioritize Task;
- Guide user by Tips how to laser focus;

Simple Solution for Complex Problem



LET'S START

A task management tool for Hi
Just do maximum 4 task daily. \
focus on your achievement, no
numbers of task.

So, [Get Started.](#)

Get Started!

Grab some coffee and turn on some
music to do some work.

 CONTINUE WITH TWITTER

 CONTINUE WITH FACEBOOK

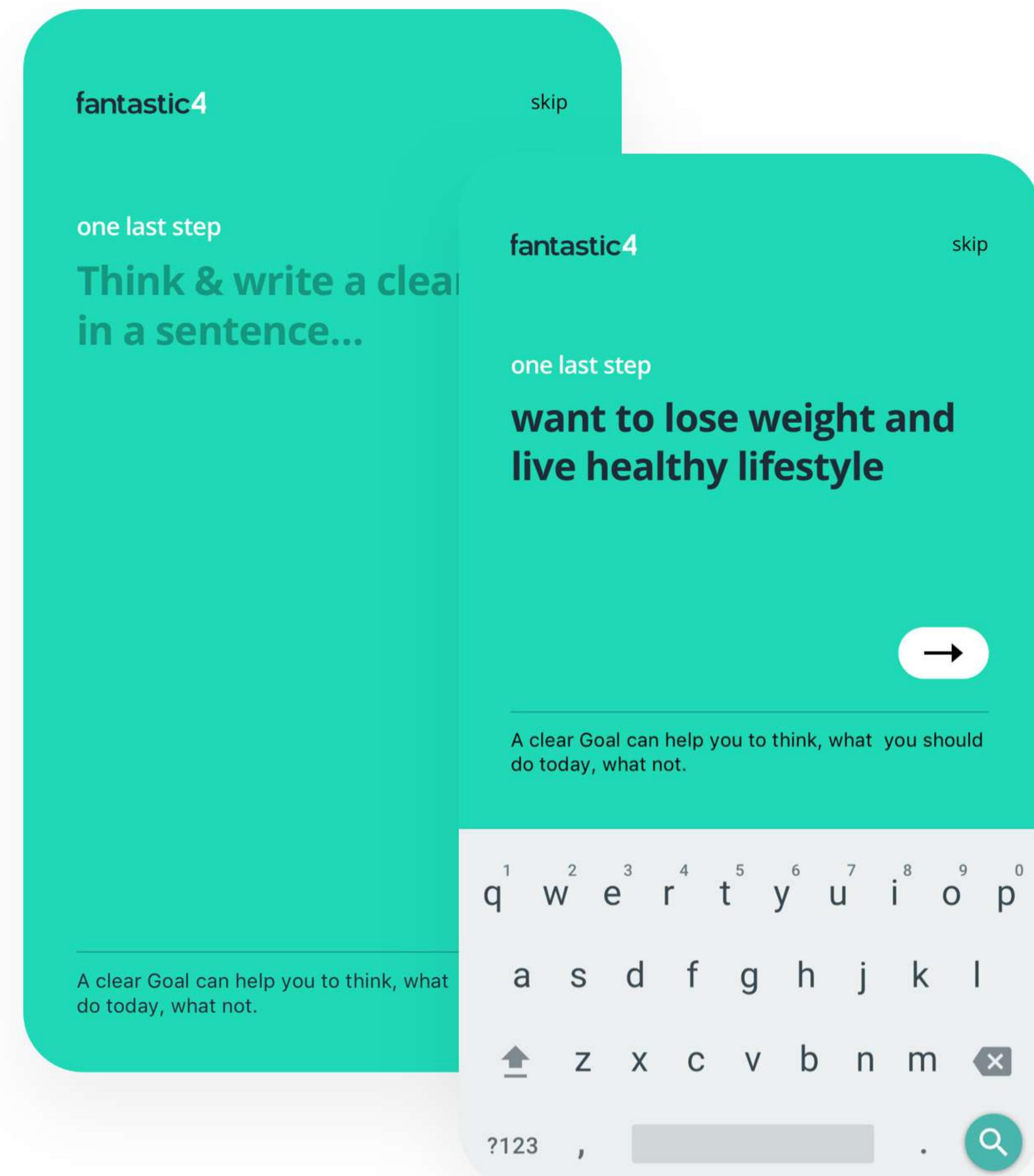
 CONTINUE WITH GOOGLE

Straight-Forward Onboarding

A user always uses a task manager
app to save their precious time. So
it should not take much time to
onboard into its system. In
Fantastic 4, it's welcoming,
straightforward and simple to
onboard its user. Just know what it
is, where its focus on and signup.

Set Goal to Focus More

To be more productive and do things right or set tasks efficiently users should have a proper Goal. It will help us to focus and add the right task in a day.



fantastic4

My Goal

want to lose weight and live healthy lifestyle 

MY TODAY

- Do user research and have to create user story for Lupodium

 02:45 PM |  NOT TODAY | 

- Create Flowchart of the app

- Have to buy ~~a grocery item~~

- 4 km evening run



Clean & Minimal

Fantastic 4 is fully focused on the principle - Less is More. Increasing the simplicity and using minimal elements, a quick run-through gives a sense of whether the design provides value, is easy to use, and feels well-crafted.

Control According to Need & Comfort

The control and the navigation system are designed as per its necessity. It's not conventional like other applications but its location makes it more convenient and easy to use. Being simple, minimalistic it is clear about what it does and how it works.



fantastic4

Hey there, you have to do this done this so far.

NOT TODAY

COMPLETED

+ Add Task

Finalize a name for web and appstore account

Purchase domain for Website

⌚ 12/05/18, 02:45 PM | ADD TODAY |

Create Social network existance

Create account for google playstore

Complete flowchart for application

fantastic4

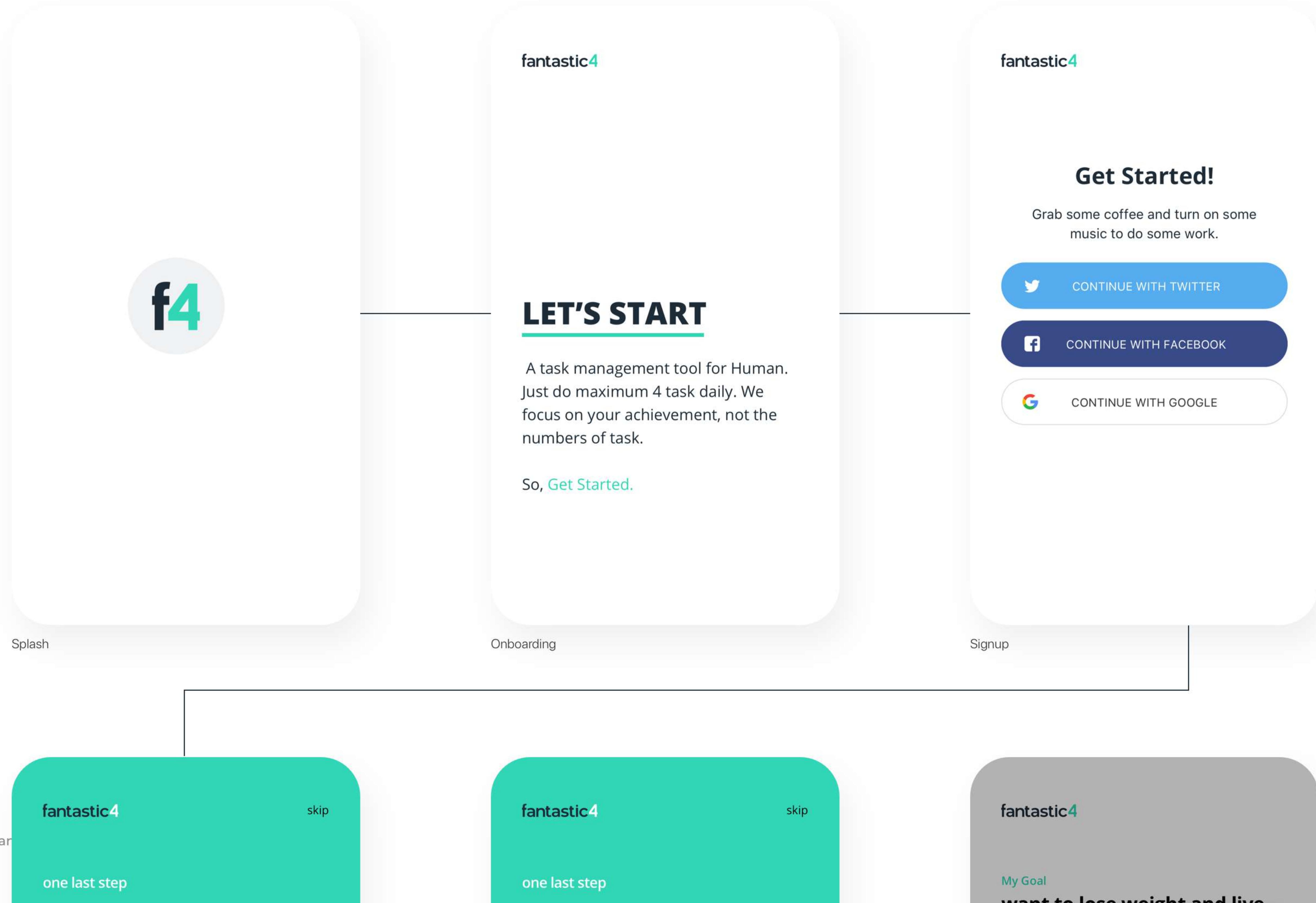
TIPS MY FAV TIPS

Clean your desk before you leave each day.

💡 1,215 Fantastic People like this

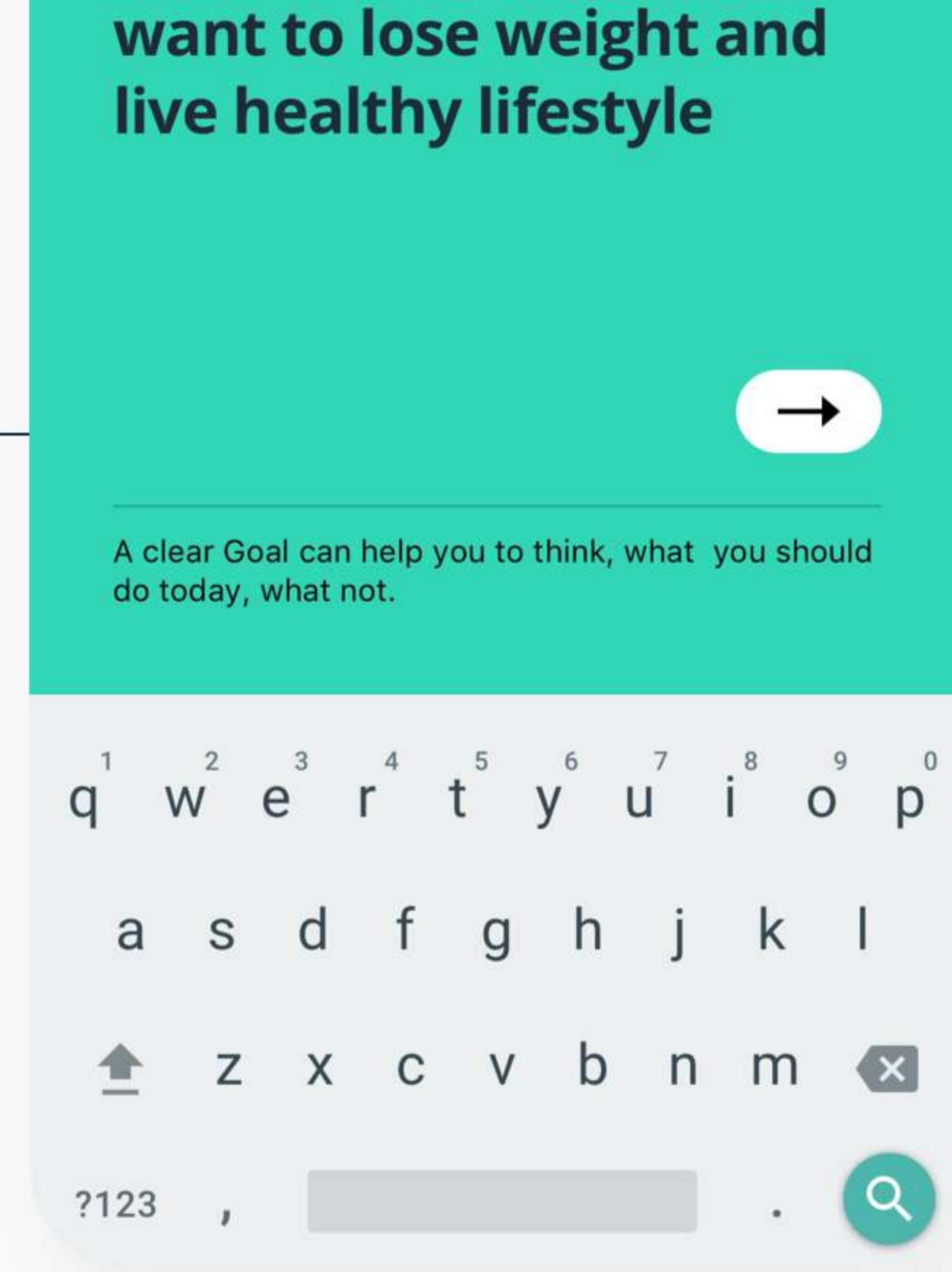


All Screens

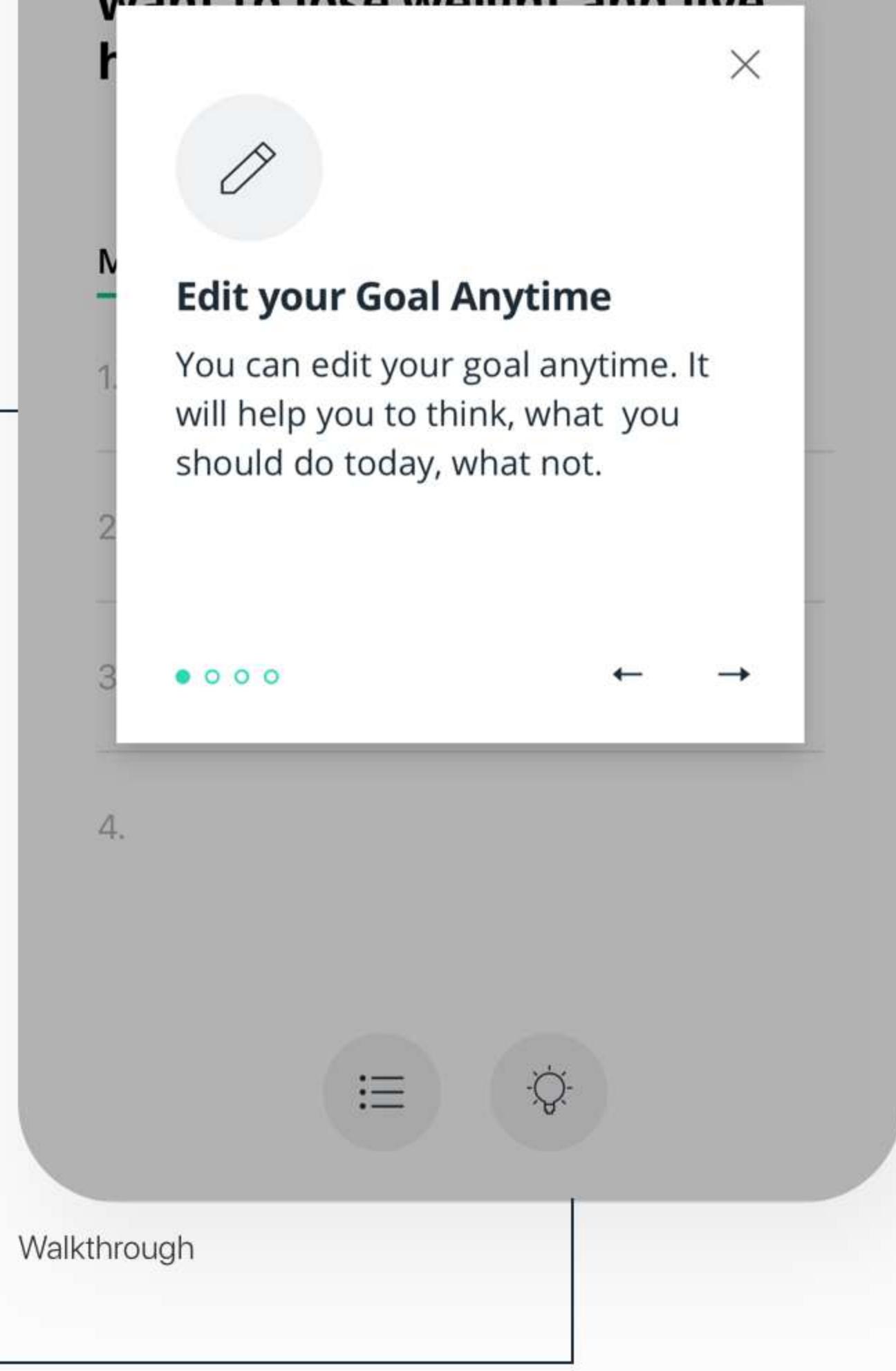


Think & write a clear Goal
in a sentence...

Set Goal



Complete Set Goal



Walkthrough

fantastic4

My Goal

want to lose weight and live
healthy lifestyle

MY TODAY

- 1.
- 2.
- 3.
- 4.

Far

fantastic4

My Goal

want to lose weight and live
healthy lifestyle

MY TODAY

- 1.

Do user research and have to create user story for Lupodium |



fantastic4

My Goal

want to lose weight and live
healthy lifestyle

MY TODAY

- Do user research and have to create user story for Lupodium 02:45 PM
- Create Flowchart of the app
- Have to buy a grocery item
- 4 km evening run

Home

Write Task

Home with Task

fantastic4



Hey there, you have to do this and done this so far.

NOT TODAY COMPLETED

+ Add Task

Finalize a name for web and create appstore account

Purchase domain for Website

Create Social network existance

Create account for google playstore

Complete flowchart for application



Backlog

Completed Task

Tips for Focus

fantastic4



Hey there, you have to do this and done this so far.

NOT TODAY COMPLETED

1. R&D and have to create doc for
✓ Yesterday

2. Initial discussion with Mukul vai
✓ 04/29/2018

3. Have to do SCAMPER for new idea
✓ 04/26/2018



fantastic4

TIPS MY FAV TIPS

Clean your desk before you leave each day.

1,215 Fantastic People like this





Cefalo is a Norwegian consultancy and offshoring company. My task was to research the competition for designing solutions, and build an efficient Cefalo website based on the business model.

My Role

Product & UX Design

The monitor displays the Cefalo website, which features a dark header with the Cefalo logo and navigation links for SERVICES, CAREER, CASE STUDY, ABOUT, NEWS, and CONTACT. Below the header is a large image of a smiling man in a suit. To his left, the text "YES, WE ARE CREATIVES AND VISIONARIES" is displayed, followed by a brief description of the company's services. Three columns below this describe the company's approach: "EMPOWER INDIVIDUALS", "GOOD WORK", and "SIMPLIFY". To the right of the monitor, several logos for partners and clients are shown, including NHST Media Group, Egmont, Moment, Schibsted Media Group, Global Blue, and Sannsyn.

YES, WE ARE CREATIVES
AND VISIONARIES

Cefalo is a Norway based consulting and offshoring company.
We offer IT-development and maintenance services to organisations in the software and media industry.

EMPOWER INDIVIDUALS
Use our experienced project managers and offshore consultants for IT systems.

GOOD WORK
So little time and so much to do!
Increase your capacity with Cefalo.
Happy development.

SIMPLIFY
Short of programmers? We're not.
Extend your team with Cefalo developers.

PEOPLE WHO MADE THIS

We work together with brands to craft strategies along with a unique and innovative digital approach. We thrive on collaborating with clients who are looking to push the limits and think outside the box.

NHST
MEDIA GROUP

EGMONT

Moment

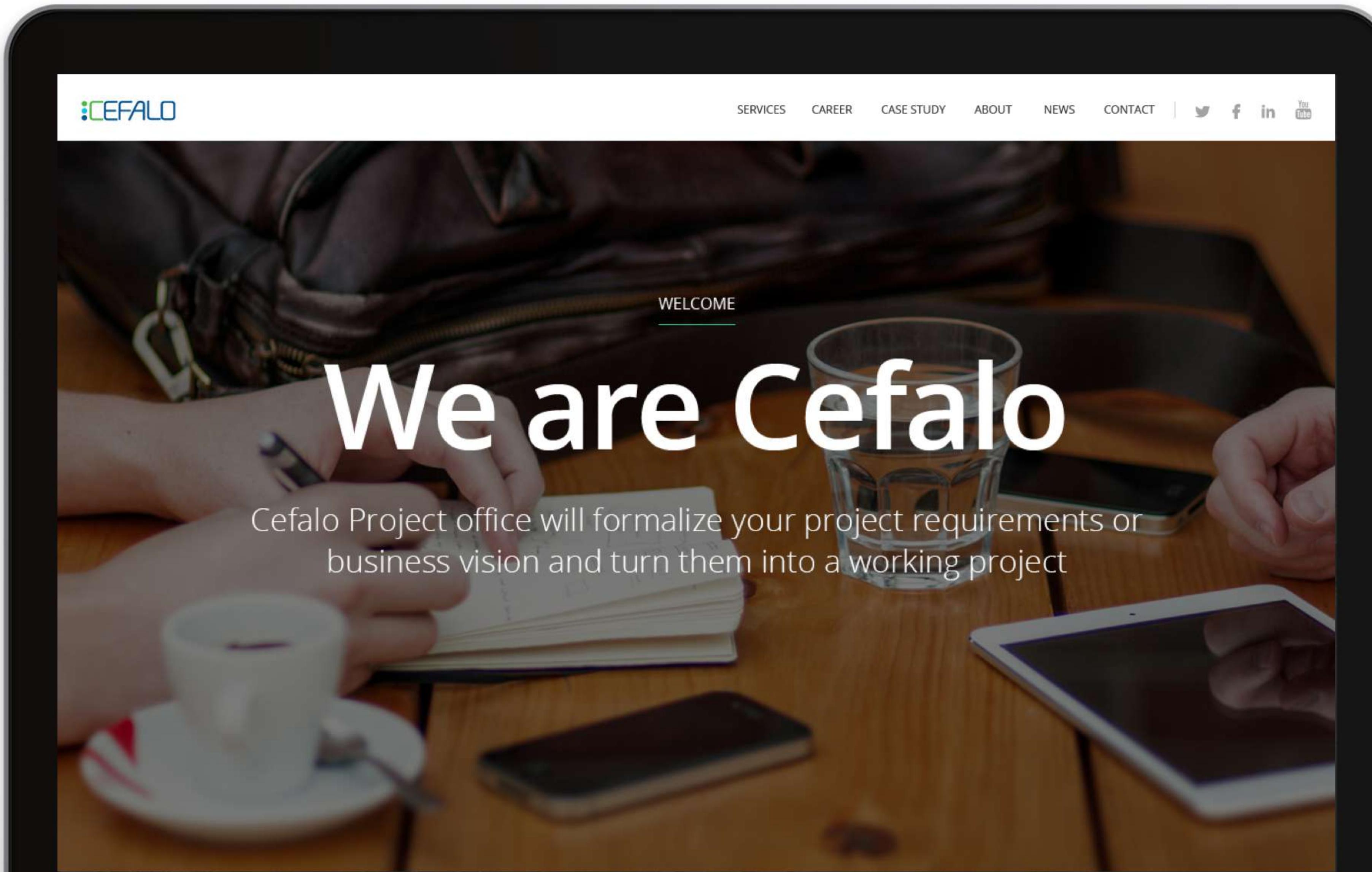
SCHIBSTED
MEDIA GROUP

Global Blue

sann
syn

Home Page

I have followed the basic grid layout. Because it is an important concept because the responsiveness is involved. Cefalo is an offshoring company and working with offshoring company an individual/organization want to get ideas by browsing their main page. It's arranged by those necessary content combinations which help a user feel confident in this company.



YES, WE ARE CREATIVES AND VISIONARIES

Cefalo is a Norway based consulting and offshoring company.

We offer IT-development and maintenance services to organisations in the software and media industry.

EMPOWER INDIVIDUALS

Use our experienced project managers and offshore consultants for IT systems.

GOOD WORK

So little time and so much to do! Increase your capacity with Cefalo. Happy development.

SIMPLIFY

Short of programmers? We're not. Extend your team with Cefalo developers.



PEOPLE WHO MADE THIS

We work together with brands to craft strategies along with a unique and innovative digital approach. We thrive on collaborating with clients who are looking to push the limits and think outside the box.



EGMONT

Moment

SCHIBSTED
MEDIA GROUP



WE SPECIALISE IN

From our headquarters in Oslo and our development center in Dhaka, we provide a range of software development, maintenance and testing services.

EXTENSION TEAMS

Short of developers? We tailor dedicated offshore teams. Get on-board!

PROJECT MANAGEMENT

We know the complexity and challenges of software development.

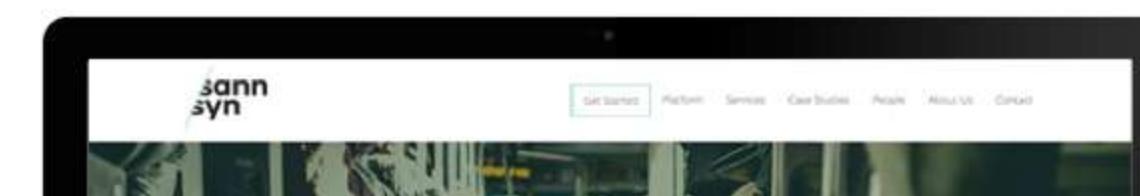
More +

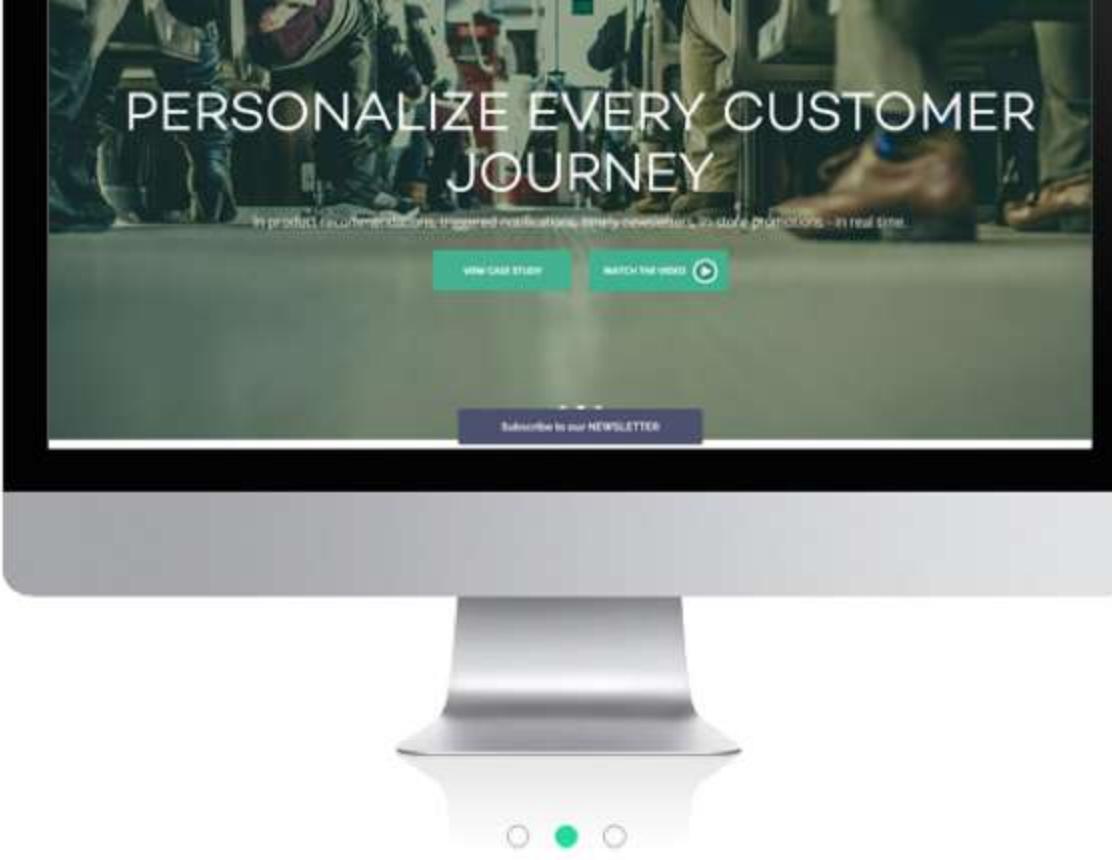
WEB DEVELOPMENT

Leave your responsive web pages, applications and apps with us. You design, we develop!

ONBOARDING PROGRAM

Working with distributed teams can be challenging. We guide you!



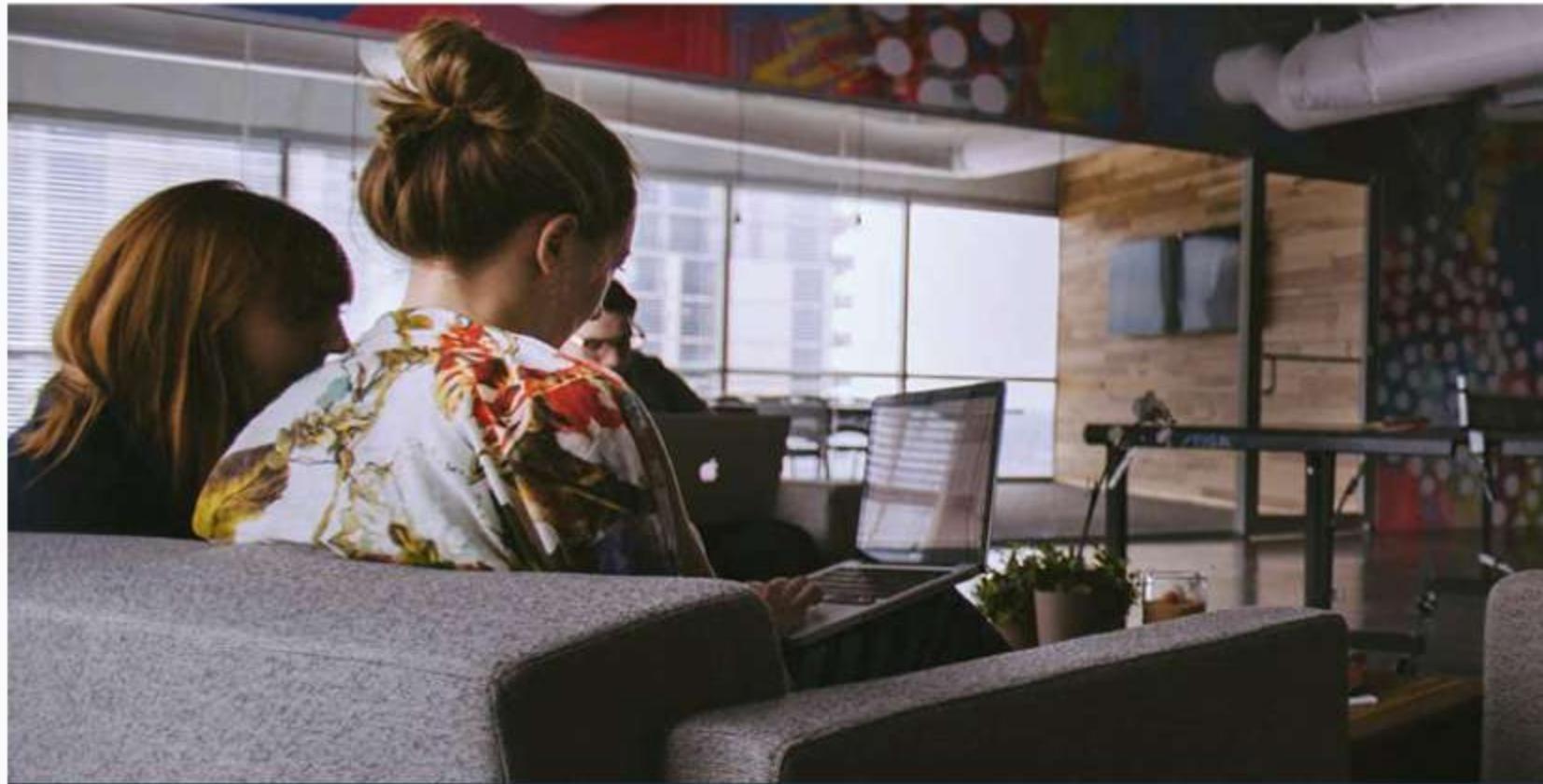


Sannsyn's platform provides state of the art recommendations and enables 360-degree customer view. Simple integration allows pluggable input flows and a simple rest-interface allows for injecting the exact type of recommendations your system needs. All recommendations are done in realtime. Updates in realtime or queued to be handled whenever there is an idle moment.

Website Design & Development

Content Management System

Logo Design



HEAD OFFICE

📞 +47 915 44 688

📍 Cefalo AS, Rådhusgata 4, 0151 OSLO, NORWAY.

✉️ mail@cefalo.no

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DHAKA OFFICE

📞 +88 02 9131954

📍 Amravi ltd, 1/2 Asad Gate Road, Dhaka - 1207, Bangladesh

✉️ mail@cefalo.no



WE ARE HIRING!

Innovators, entrepreneurs, storytellers, Now hiring.
Together in pursuing new knowledge, finding the answers
and having some fun along the way.

About Cefalo

The organization profiles illustrate the services, culture, teams to know about the person behind it and how it works.



SERVICES CAREER CASE STUDY ABOUT NEWS CONTACT | [Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#)

Cefalo

ABOUT US

Cefalo is a Norwegian outsourcing / offshoring and consulting company with our main services and

ABOUT US

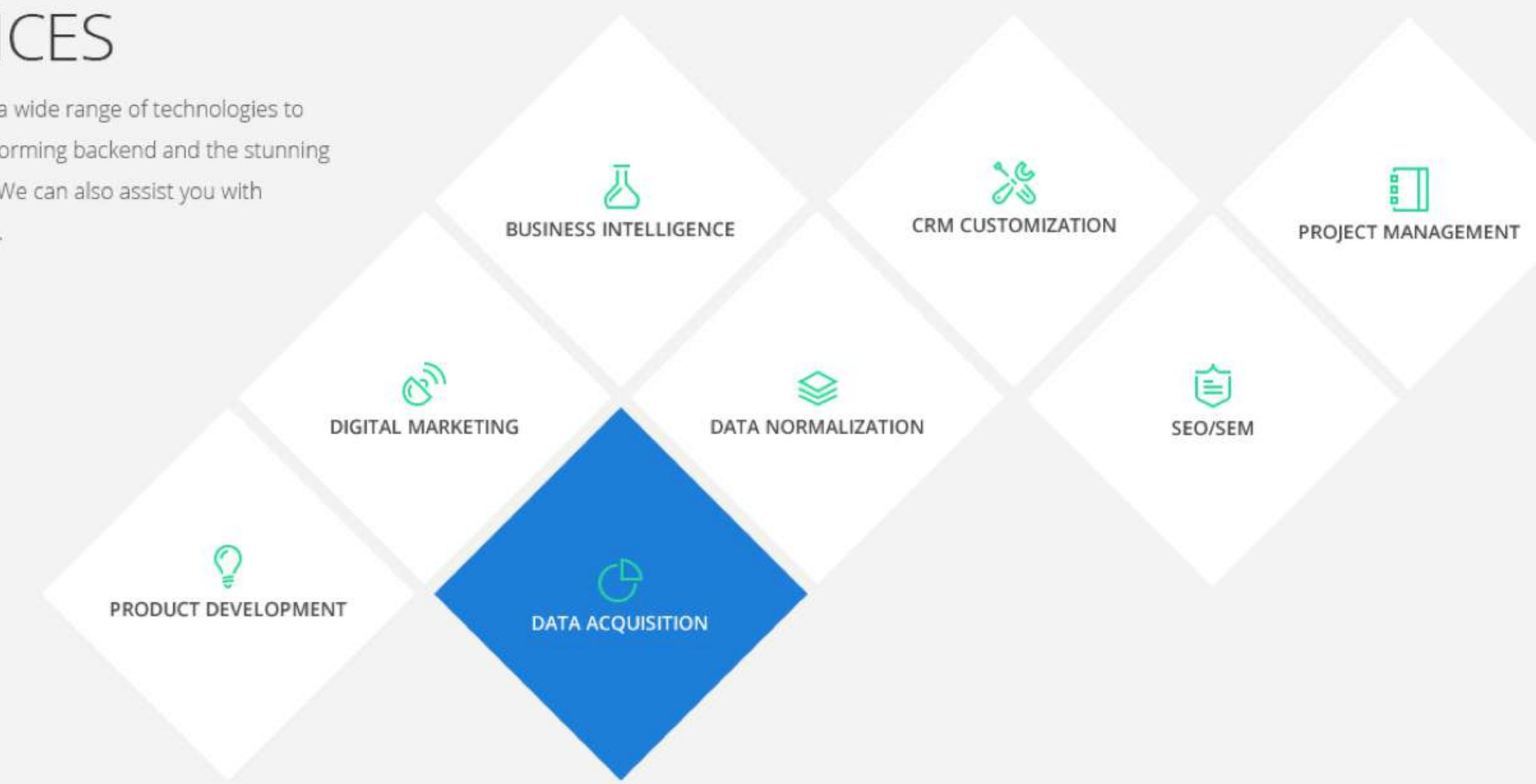
OUR STORY. OUR GOAL.
BY SHARING OUR EXPERIENCE
AND PRESENTING EVERYTHING
THAT MAKES A SUCCESSFUL
DIGITAL CAMPAIGN.

development department in Dhaka, Bangladesh. The company offers IT-development and maintenance services to European organizations.

The company was founded in 2010, based on the Norwegian management's earlier experiences from offshoring to Bangladesh and India. Cefalo's CEO was responsible for developing and growing Escenic's operation (later to be acquired by Vizrt) in Bangladesh. He lived in and oversaw the operation in Dhaka in 2009 and 2010. The operation became a success by focusing on company culture and improving processes. In addition we bring our experience from business and technology management from other Norwegian software and consulting companies.

OUR SERVICES

We have skilled consultants in a wide range of technologies to provide you both the high performing backend and the stunning front-end on web and mobile. We can also assist you with experienced project managers.

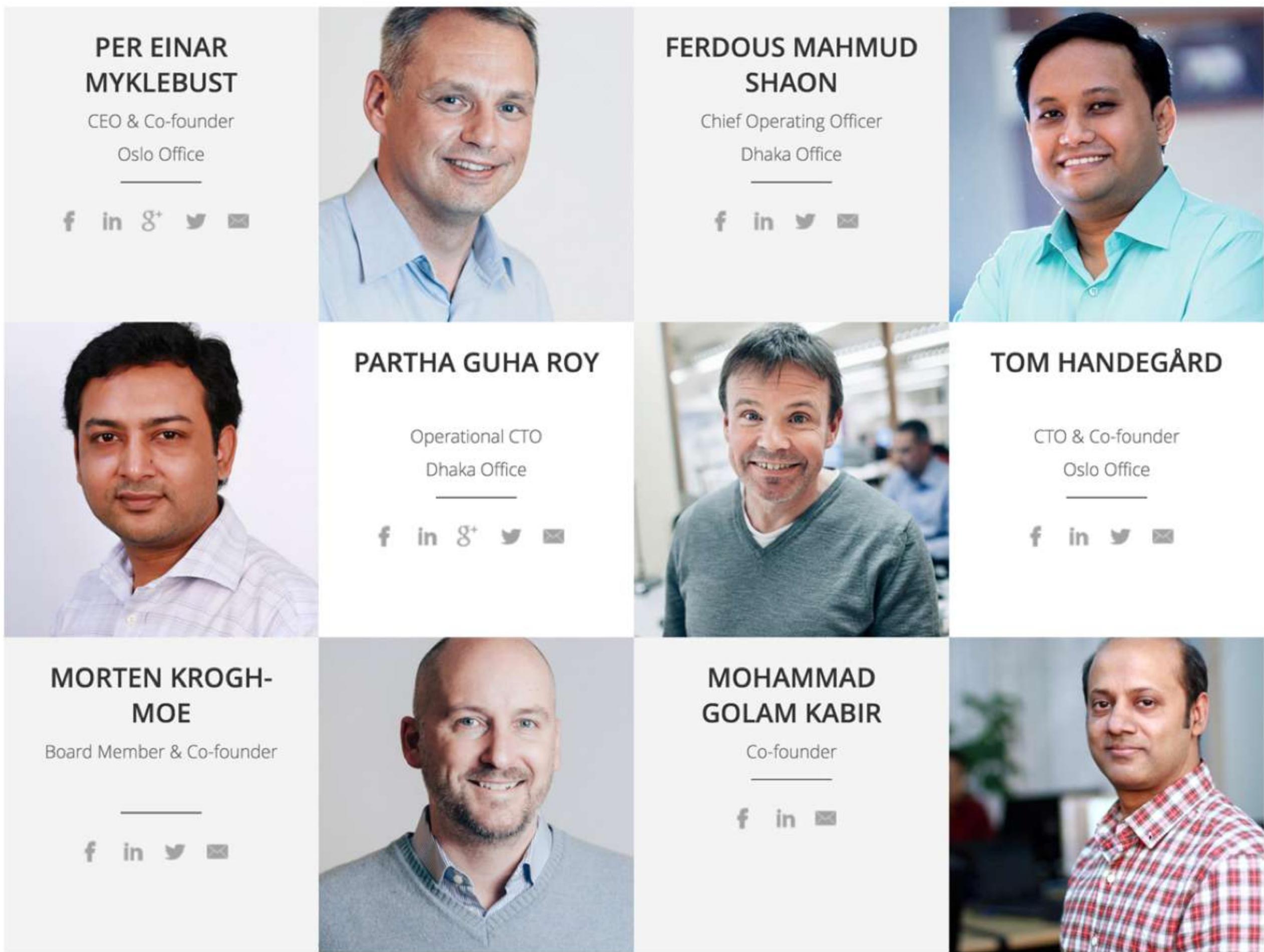


OUR CULTURE

Cefalo has cultivated a hard working and collaborative environment.

Cefalo aim to be a company that inspires people to be committed and self-reliant. We encourage transparency both within the company and in dialogue with our clients. We believe that a good work-life balance equals high productivity. In Cefalo, we help each other to grow as professionals. In fact, our leaders are measured on their ability to coach our juniors to become tomorrow's leaders.





BENT INGE HØIÅS, CEO, SITEMAN AS

“ The onboarding program was crucial in our choice of development partner! It established a solid platform for further cooperation with the offshore team.



HEAD OFFICE

✉ +47 915 44 688

📍 Cefalo AS, Rådhusgata 4, 0151 OSLO, NORWAY.

✉ mail@cefalo.no

DHAKA OFFICE

✉ +88 02 9131954

📍 Amravi ltd, 1/2 Asad Gate Road, Dhaka - 1207, Bangladesh

✉ mail@cefalo.no

Selected Inner Page Section

WHAT WE OFFER

Magnis modipsae que valoratati andigen daepeditem quiate re porem aut labor. Laceaque quiae sitiorem rest non restibusaes maio es dem tumquam. Magnis modipsae que valoratati andigen daepeditem quiate re porem aut labor. Laceaque quiae sitiorem rest non restibusaes maio es dem tumquam. Magnis modipsae que valoratati andigen daepeditem quiate re porem aut labor.



WEB DEVELOPMENT

Java / C# / PHP / RoR, HTML / CSS / JS, Polopoly / Escenic / EZ, IOS / Android



EXTENSION TEAMS

Architects, Developers, Testers, Java / C# / PHP / Ruby, Agile methods



PROJECT MANAGEMENT

Kravanalyse, Planlegging, Estimering, Samhandling, Evaluering, Smidig utvikling



ONBOARDING PROGRAM

Barriers & Enablers, Kommunikasjon, Kultur, Kunnskapsdeling

WEB DEVELOPMENT

CUSTOM WEB SOLUTION

CMS DEVELOPMENT

WEB THEME DEVELOPMENT

WEB APPS

MICROSITES

We have experience in developing responsive websites using a variety of technologies and tools. In our team you will find all the skills you need to build your smart phone app or web page. We cover your idea from the high performing backend to the dynamic and responsive front end.

We have experience from a wide range of CMS solutions. Mentioning here eZ, Polopoly, Escenic, WordPress, Drupal, Episerver. If you have other preferences, you should know that we have a very low threshold acquiring knowledge on other systems. We also have competence on developing mobile apps.

OPEN JOB POSITIONS

We seek self-reliant and committed colleagues. Join our team!

SENIOR
FRONT END
DEVELOPER

FULL-STACK
SOFTWARE
ENGINEER

NETWORK
ENGINEER

DEVELOPER

Serspiciatis unde omnis iste nus
error sit voluptatem aum
doloremque antium, totam rem
aper eaque. ips ollo inventore

More +

ENGINEER

Serspiciatis unde omnis iste nus
error sit voluptatem aum
doloremque antium, totam rem
aper eaque. ips ollo inventore

More +

Serspiciatis unde omnis iste nus
error sit voluptatem aum
doloremque antium, totam rem
aper eaque. ips ollo inventore

More +

PRODUCT MANAGER

Serspiciatis unde omnis iste nus
error sit voluptatem aum
doloremque antium, totam rem
aper eaque. ips ollo inventore

More +

DEV OPS

Serspiciatis unde omnis iste nus
error sit voluptatem aum
doloremque antium, totam rem
aper eaque. ips ollo inventore

More +

HELPDESK TECHNICIAN

Serspiciatis unde omnis iste nus
error sit voluptatem aum
doloremque antium, totam rem
aper eaque. ips ollo inventore

More +

SEND US YOUR CV

We're always interested in hearing from talented designers, UXers, technologists, strategists, and producers (and more!). But if you don't see an opening that suits you right now, that's OK. There could be something new in a near future. [Send us](#) your cv and we will make sure to contact you when an opportunity strikes.