

UI/UX Portfolio

Krithika Balaji

Chocobix App - Case Study 1

Krithika Balaji

Project overview



The product:

Chocobix is a biscuit ordering app where biscuits are delivered all over the country. They offer a wide spectrum of competitive pricing. Chocobix targets customers like parents and party throwers who lack the time or ability to prepare homemade cookies.



Project duration:

August 2021-October 2021



Project overview



The problem:

The product is relatively new and does not have an app yet. All orders are being placed via an instagram page and by introducing an app, the number of users buying the product could increase.



The goal:

Create a user friendly app for the product Chocobix.

Project overview



My role:

I am the UX designer and researcher



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



My user research started with talking to the product owner. The biscuits are being made at home and shipped across india. The making, packaging and shipping is all done by one person. I had spent some time talking to the users who had ordered this product and they mentioned that sometimes they didn't have any update for about 2 days and wasn't sure if the order would be delivered on time. A primary user group identified through research was working adults who don't have time to bake cookies for events.

User research: pain points

1

Status of the product

Users who had placed orders were unsure of the status of their order. Though there was time left for the deadline, they wanted to know if the order was being prepared or shipped

2

Difficulty in placing precise orders

Not all users were able to communicate clearly on the type of customization they required and felt that a more defined process would help them get their point across and also not forget any important aspects of their order

3

Variety

Users were unsure of the choices available and therefore stuck to the basic options.

Persona: Ann D'Souza

Problem statement:

Ann is a busy mother and architect who needs to customize gifts for her kid's party because she wants to be able to make her kid feel special despite her busy schedule



Ann D'Souza

Age: 35
Education: Architecture Degree
Hometown: Chennai
Family: Married, 2 children
Occupation: Architect

"Every kids deserves to be celebrated no matter what the circumstances are"

Goals

- Find a relatively simple gift that is enjoyed by kids and can be remembered through personalization
- Demonstrate strong attention to detail in any task

Frustrations

- Having less time to plan it properly.
- Occupied with the kids as well, so can't travel too much in order to search for nice options

Ann is a mother of two young kids and is trying to plan for her kid's birthday party. She is usually quite occupied with her work and is trying to ensure that the gifts provided at the party are personalized but doesn't involve too much efforts. She is hiring someone to do the party planning, but wants the gifts to stand out.

User journey map

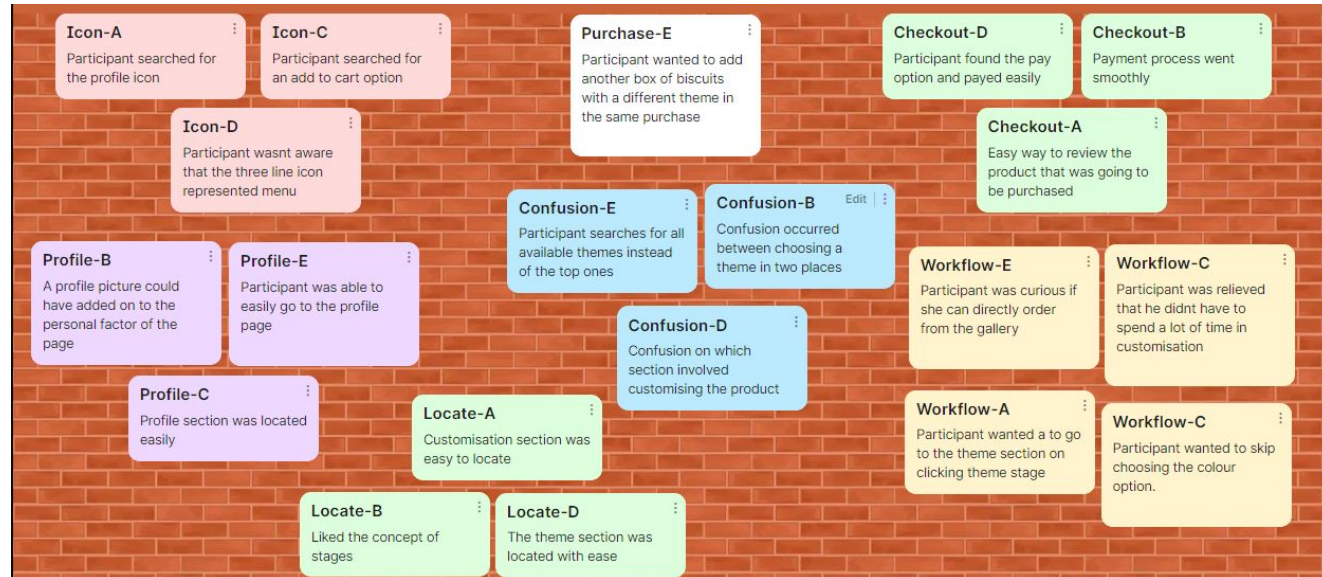
Goal: Customize nice gifts to distribute at the party

Mapping Ann's user journey revealed how helpful it would be for users to have access to a Chocobix app.

ACTION	Determine the flavour	Define the quantity	Customization	Provide the date	Payment	Delivery
TASK LIST	1)Identify the flavours of interest that will be widely accepted by kids 2)Determine the biscuit type	1) Calculate and estimate the number of people she is expecting at the party 2)Ensure that a few parents are also considered in this calculation	1)Choose the color theme 2)Choose an character or a scene	1)Provide the date of the event 2)Ensure order slots for that date is available	1)Choose mode of payment 2)Pay the amount	1)Pick up order 2)Checks that order is correct
FEELING ADJECTIVE	Curious	Calculative Confused	Excited Happy	Anxious	Relieved	Excited Relieved
IMPROVEMENT OPPORTUNITIES	Displays some stats on flavours enjoyed by each group	Choose how many biscuits must be in each box	Includes section of past customizations so users can reuse for their orders	The availability dates can be shown in the first screen so that users dont have to go through the whole process only to find out product is unavailable	3)Receive confirmation	1)Receive notification when order is ready and can be collected 2)Receives feedback form on d+1 date

Affinity Map

The ideas from 5 profiles were grouped into 7 different categories.

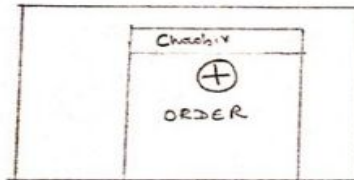


UX Design Storyboard

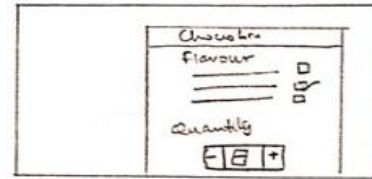
A close up storyboard was drawn to understand when a user might use this product.

UX Design Storyboard

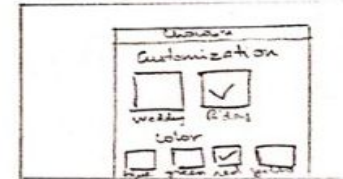
Scenario: Use the biscuit app to quickly customize and order biscuits - Close up



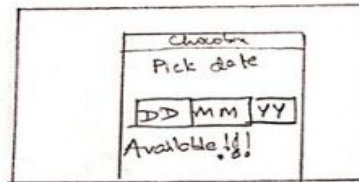
Ann opens the chocolate app in order to place an order.



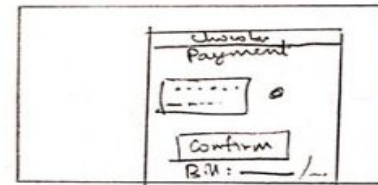
She then chooses a flavour and quantity of biscuits



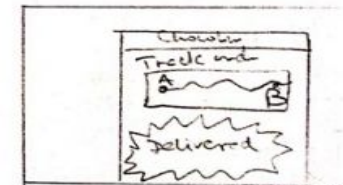
She is provided with many themes and colours to choose



She chooses the date of delivery and checks the availability



She chooses her mode of payment and gets order confirmation

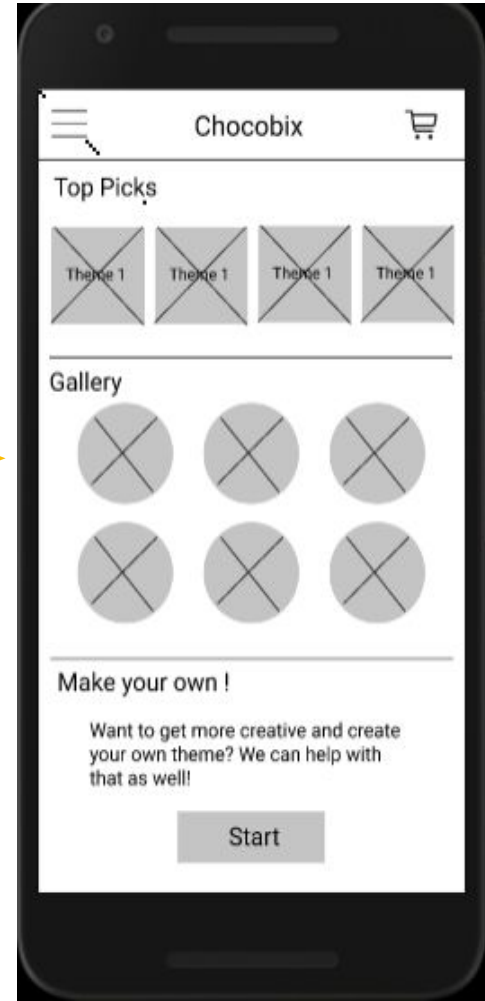


She then tracks her order and gets notification on delivery

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Users can view Chocobix's best products and place the same order as well

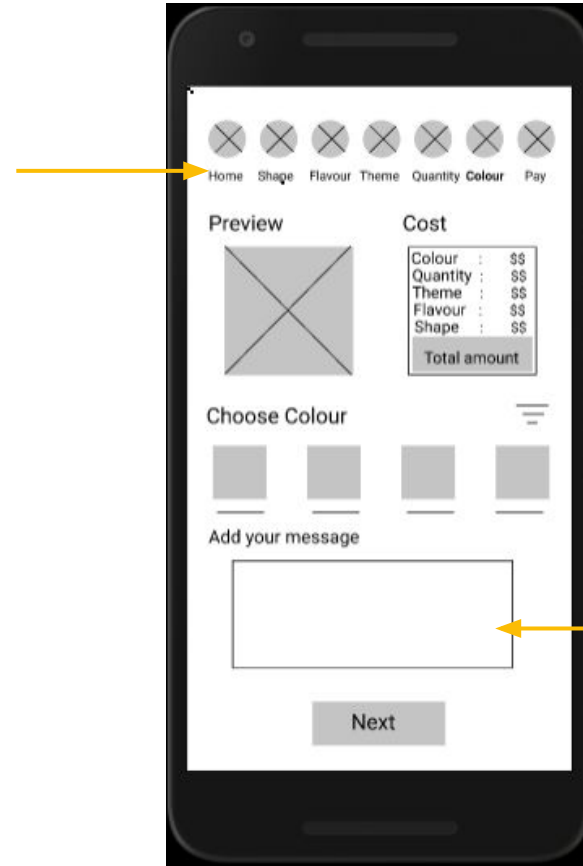


Allow users to customise their biscuits

Digital wireframes

Easy navigation was a key user need to address in the designs

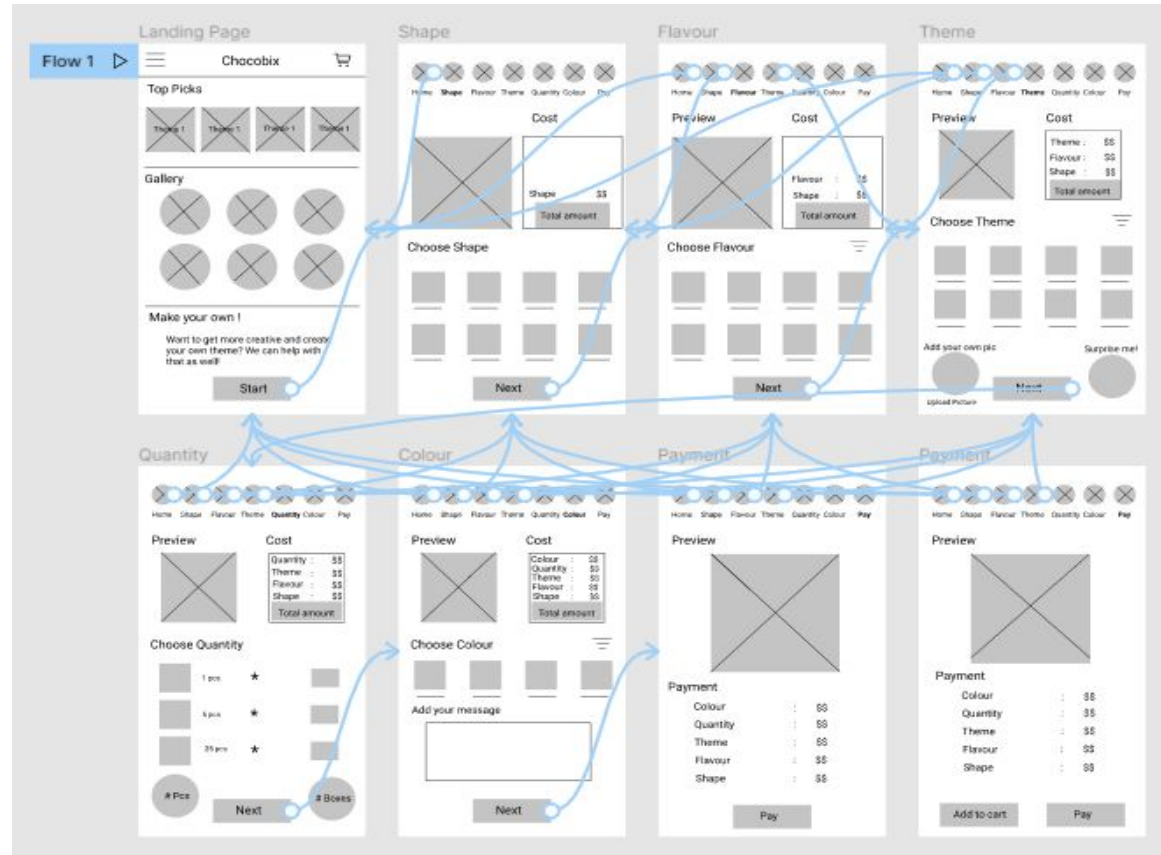
The exact stage is provided at the top and users can navigate between stages easily



Any message can be added to the biscuit to increase the personalisation aspect

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.



Usability study: findings

Round 1 findings

- 1 Skip stages in customisation
- 2 Standardize icons
- 3 Section clarity is needed

Round 2 findings

- 1 Combine different themes
- 2 Assorted option can be added

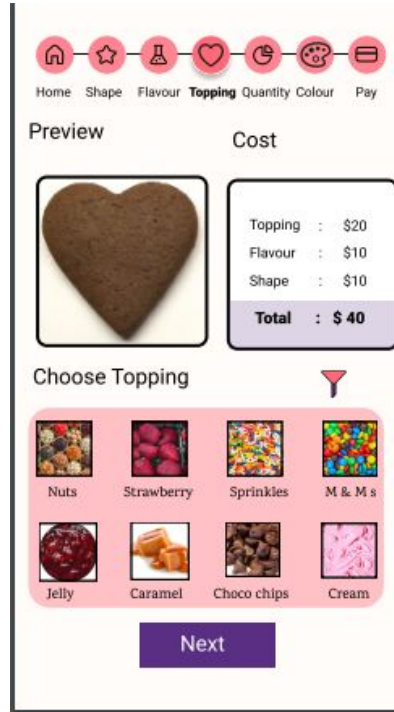
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

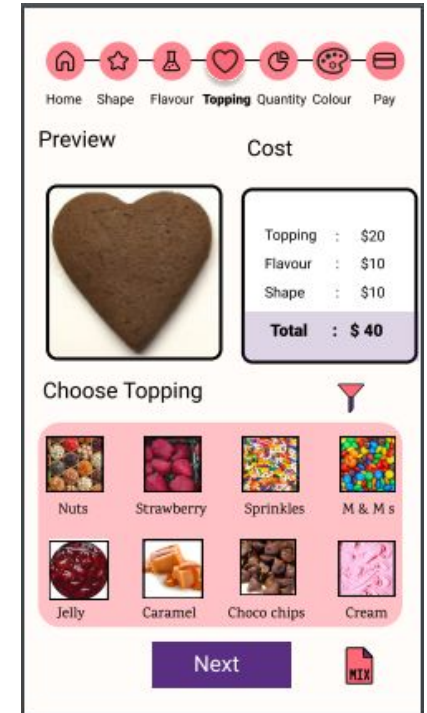
Mockups

Many users did not want to spend too much time in choosing based on the options and wanted to skip a few steps. An “Mix” option has been provided so that users can get an assorted range without having to choose.

Before usability study



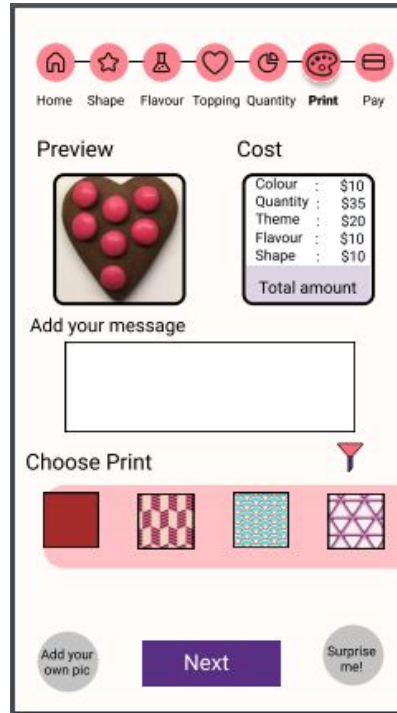
After usability study



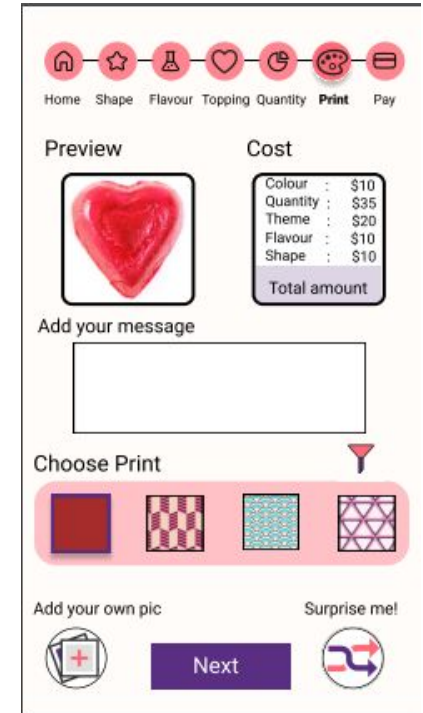
Mockups

The two options at the bottom of the page seemed more like text and users were hesitant to click on it. Icons have been added along with the supporting text to ensure its accessibility.



Before usability study





After usability study



Mockups

**Chocobix**








Top Picks

Gallery


Make your own !

Want to get more creative and create your own theme? We can help with that as well!


Start





Home **Shape** Flavour Topping Quantity Print Pay


Preview


Shape : \$ 10
Total : \$ 10


Choose Shape


**Rectangle**


**Circle**


**Heart**

**Star**


**Fish**

**Ginger Man**

**Flower**

**Triangle**

Next





Home Shape Flavour Topping **Quantity** Print Pay

Preview

Cost

Quantity : \$35
Theme : \$20
Flavour : \$10
Shape : \$10
Total amount

Choose Quantity



4 pcs *



6 pcs *



25 pcs *

Pieces
 **75**

Next

Boxes
 **3**



Home Shape Flavour Topping Quantity Print **Pay**

Preview

Payment

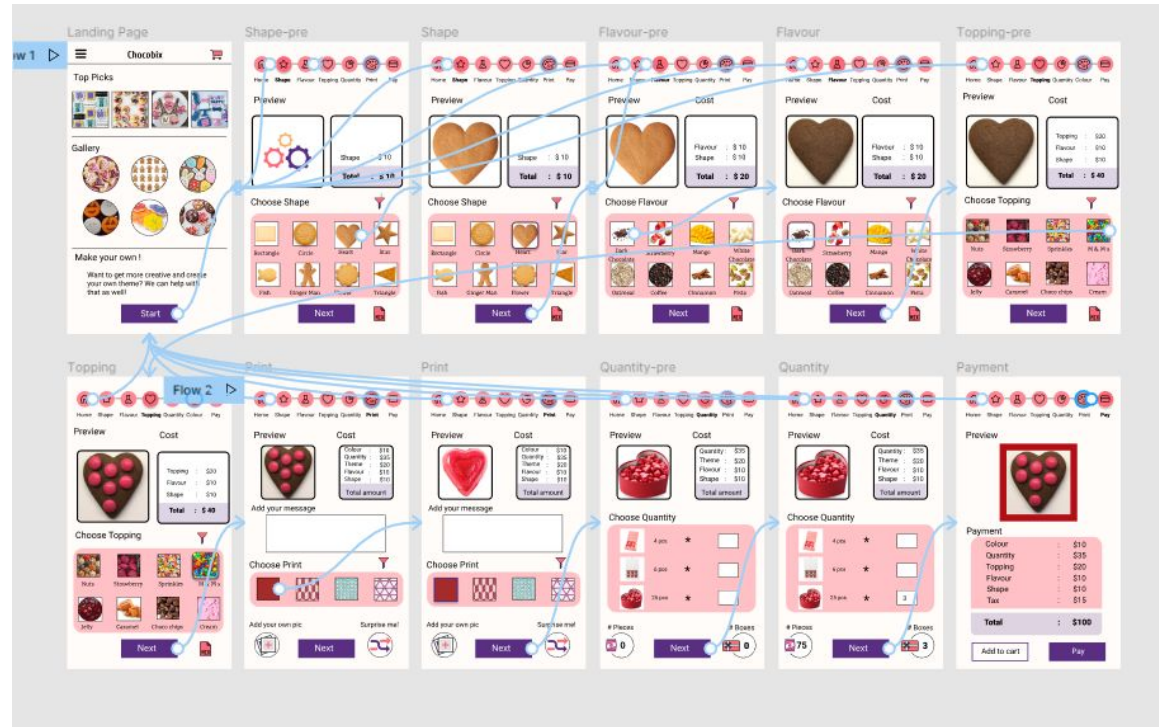
Colour : \$10
Quantity : \$35
Topping : \$20
Flavour : \$10
Shape : \$10
Tax : \$15
Total : \$100

Add to cart

Pay

High-fidelity prototype

<https://www.figma.com/file/gToEECupa2ttgdLWNsA7Fa/Untitled?node-id=40%3A10>



Accessibility considerations

1

Have a navigation bar to help users easily move between the stages

2

Bigger icons which are more catchy and help users know the navigation points and options provided.

3

For users booking in a hurry, the option to book directly without having to go through the process of customisation.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Chocobix really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to build my own biscuits! I would definitely use this app as a go-to for a quick gift idea or even a snack."



What I learned:

While designing the Chocobix app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Gift Avenue App - Case Study 2

Krithika Balaji

Project overview



The product:

The product is an app that would help users have access to their friend's Gift preferences and wants. This product can be used by anyone ranging from teens to the elderly.



Project duration:

Dec 2020 - Jan 2021

Project overview



The problem:

People are almost always confused or nervous when trying to give a nice gift to someone. They either don't have time to put that much thought into the gift or worry that it might not be well-liked. This app will help bridge this gap in the process of gifting and can guide users better.



Tools and Methods:

Tools used are Figma, Adobe XD and Illustrator. I have stuck to the popular "Design Thinking Process" method

Project overview



My role:

I had come up with this idea a couple of months back and decided to build on it. I am the UI/UX researcher and designer for this project.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Competitive Audit Report

I initially wanted to know the different apps available in the market relating to gifting. I came across three very interesting ones and have mentioned their features based on my viewpoint. During this analysis, I understood the areas the product can be improved and tried to include those features into my project.

Competitive Audit	Goal: Compare the user experience of each competitor's website					
	General Information			Website Visual Design	Website Content	
	Logo	Competitor type	Product offering	Brand Identity	Tone	Descriptiveness
Gift Hero		Direct	Add Unlimited friends	Good <ul style="list-style-type: none">Extremely good website structureEach section is self explanatory	Extremely Professional	Good <ul style="list-style-type: none">All key info is present in a clear way
Christmas List		Indirect	Very specific to Christmas	Outstanding <ul style="list-style-type: none">Good combination of the green & red colorWent well with the Christmas theme	Fun and Indirect	Outstanding <ul style="list-style-type: none">Inclusion of the countdown feature helped to set the Christmas mood
WishMindr		Direct	Can Save gifts from any site to the app	Okay <ul style="list-style-type: none">Clear color scheme and art directionThe size of each section could be reduced	Friendly and indirect	Okay <ul style="list-style-type: none">Easy to followUser would not immediately know the features this site offers. This might make the users' leave.

Understanding your users

- User research summary
- Pain points
- User personas
- Storyboard
- Mood board
- Survey results

User research: summary



The greatest part of the user research was that I was able to understand the viewpoints of various users and categorize them into well-defined features.

User research: pain points

1

**Vast number of
products**

Unable to remember
every product user liked
on the internet

2

**Keep track of good
products**

Difficult to enter the liked
products into the app

3

Unawareness

Unsure of what products
the receiver would
already have

Persona: Hari Srid

Problem statement:

Hari is a busy trader who needs to remember important dates in his friends lives because he loves surprising people



Hari Srid

Age: 25

Education: Business Analytics

Hometown: Bangalore

Family: Lives with 3 friends

Occupation: Trader

"Gifts are always fun to receive, irrespective of your age"

Goals

- Does not want to miss out on important events outside work
- Wants to be known as a friendly person who remembers small details

Frustrations

- Is unable to remember so many dates due to the wide range of people he knows
- Cannot choose the right gifts and does not have time to analyse and explore his options

Hari is a Wall street trader who is always occupied with his job. He has a wide circle of friends but often tends to forget important dates in their lives due to his busy schedule. He loves surprising people and always wants to be there for his friends through thick and thin.

Storyboard

This is the big picture story board which would give us an idea on the situations during which the user could use this app



Alia's birthday is coming up and Andy does not know what gift to get for her.



He asks a couple of his friends for gift ideas, but they are also as confused as he is.



Andy then tries to scroll through his chats with Alia to see if he is able to find a good idea.



The next day he comes across the Gifts Avenue App. He finds that Alia is a registered member.



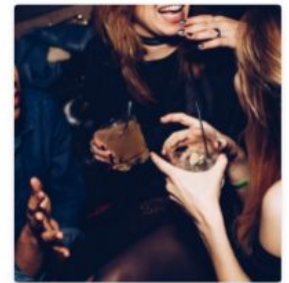
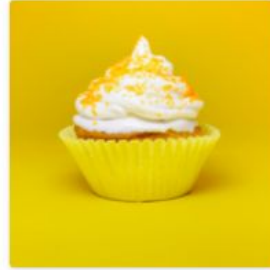
He goes through her profile and places an order (a dress that she liked) via the app.



Alia is extremely happy on receiving this gift and Andy feels satisfied about gifting it!

Mood board

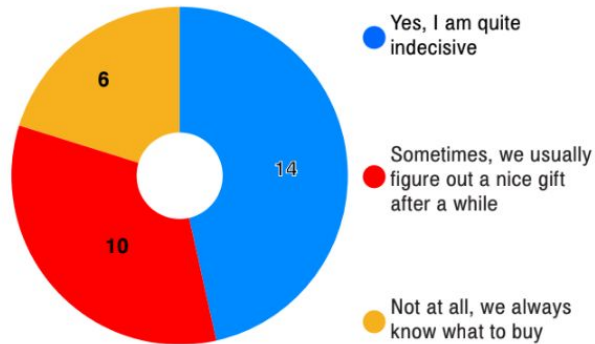
The mood board has been created based on the events that relate to occasions and potential gift-giving ceremonies. I would like to highlight the colors mentioned in this mood board for my app.



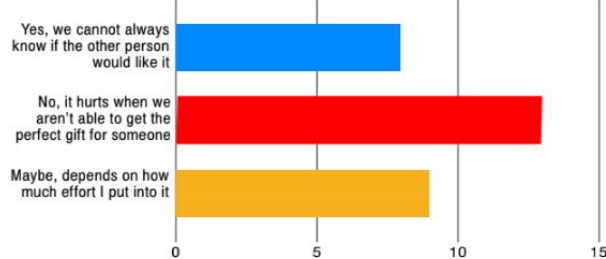
Survey results

I wanted to understand the problem that users faced during gifting and have highlighted a few of the questionnaire results below.

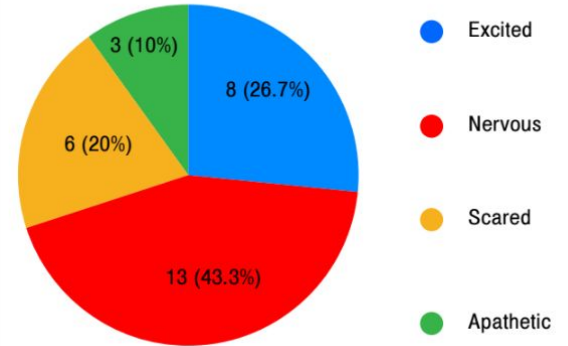
Do you find it difficult to decide what gift to buy someone?



Are you okay with the gift being returned after you present it?



How do you feel while buying a gift for a person

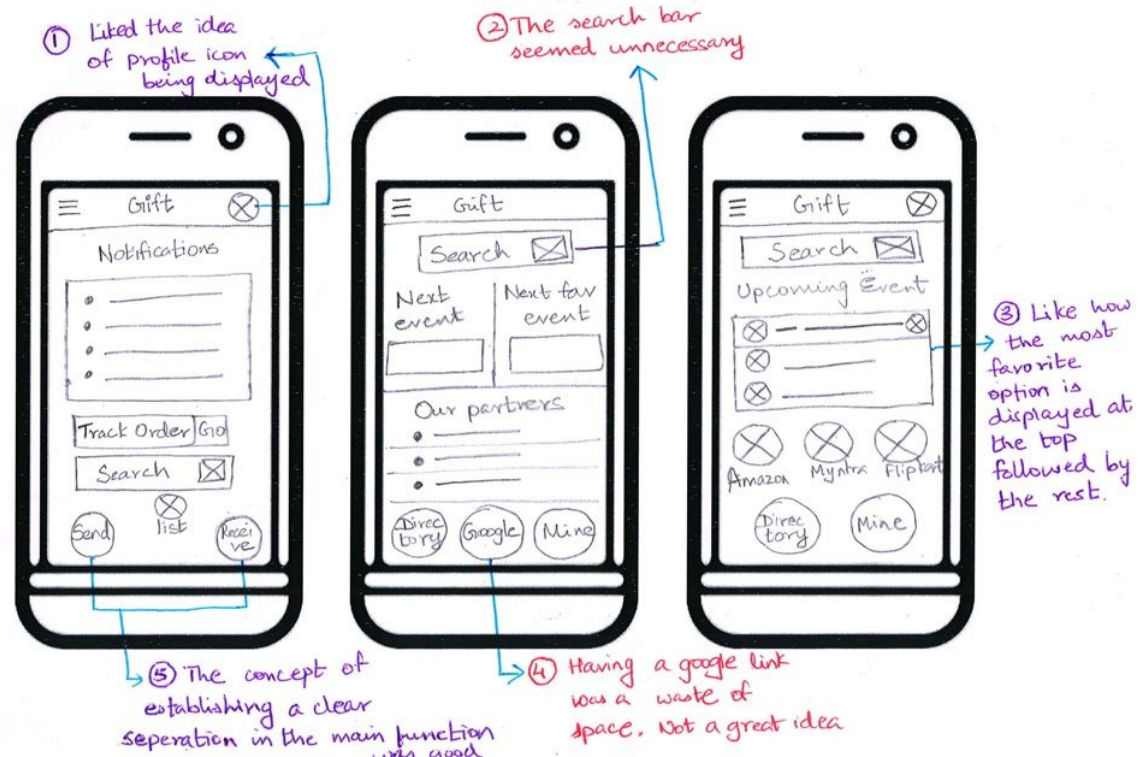


Early or alternate ideation

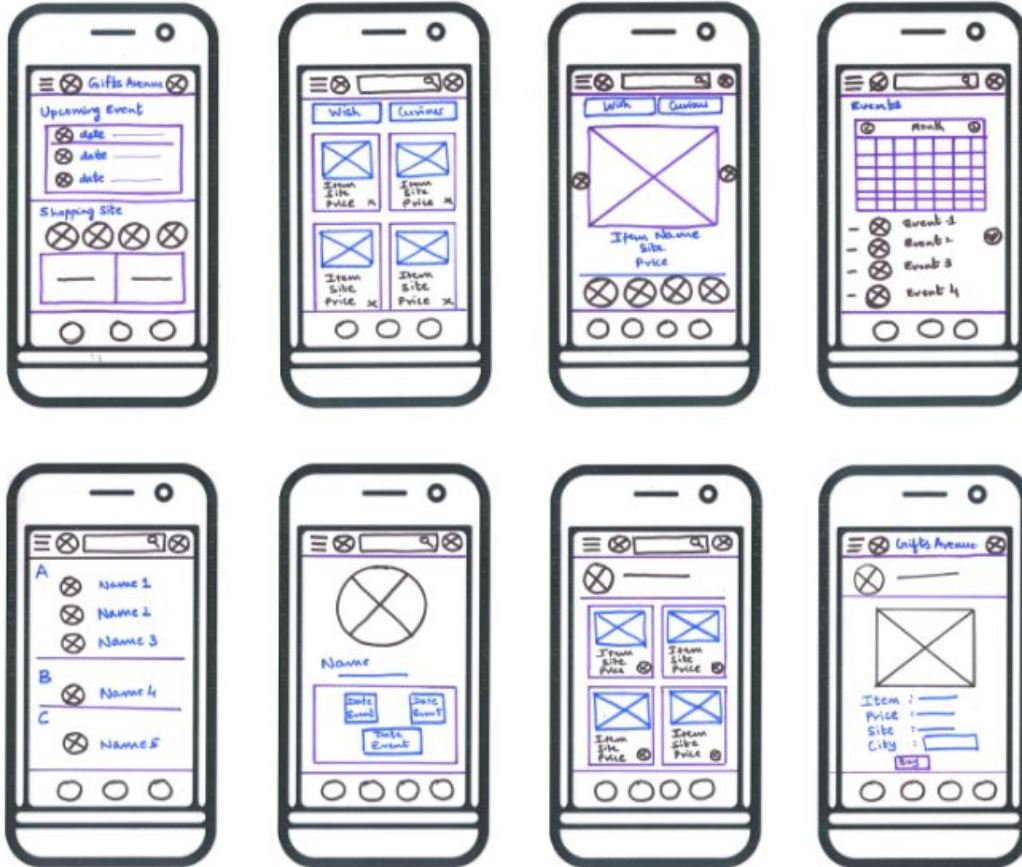
- Home screen ideas
- Lo-Fi Wireframes
- UX Flow

Home Screen Ideas

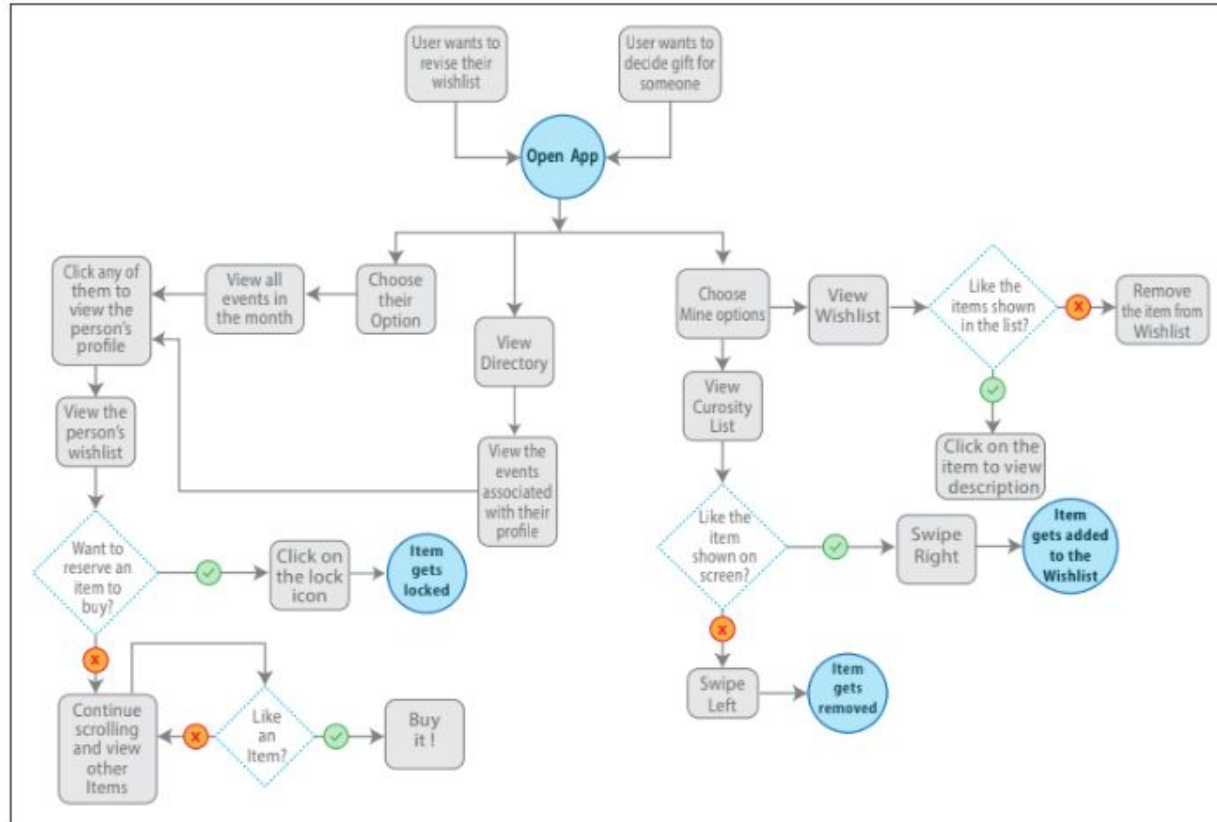
Three different home screen options were considered and then the best Features were picked from each of them and added to the final home screen.



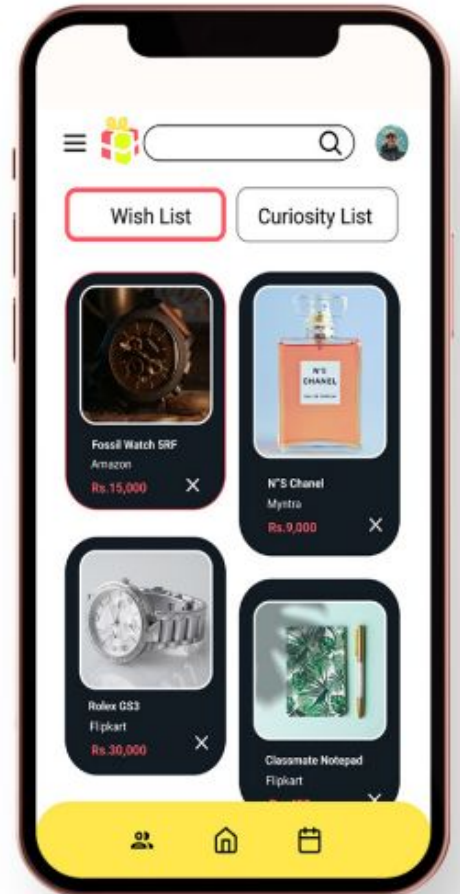
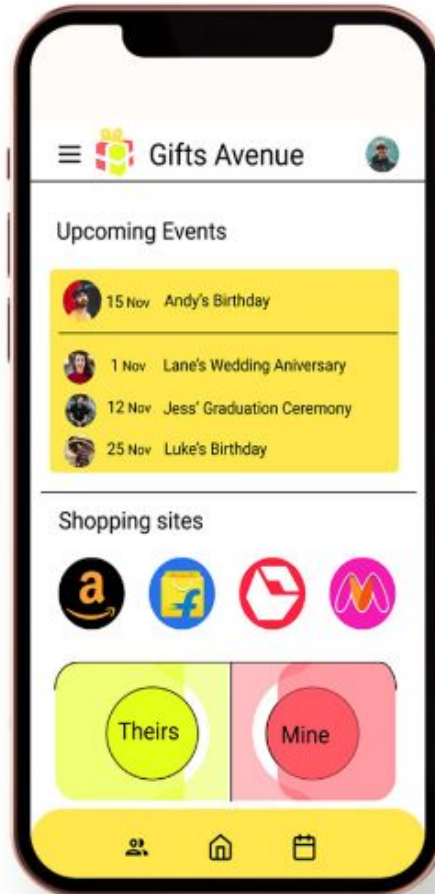
Lo-Fi Wireframes



UX Flow



Hi-Fi Mockup Samples



Video Prototype:



Design System

- Logos
- Colors
- Icons

Logos

The logo is created by using a 3D gift box as inspiration. Since the app involves giving and receiving gifts, this particular logo and title (Gifts Avenue) seemed apt.



Colors

#FF5964 - Fiery Rose

→ It's the color of love and I wanted to include this specific shade to represent the love involved while giving gifts. Has been used for all the aspects of a person's own profile.

#FFE74C - Minion Yellow

→ It's associated with happiness, joy, and a lot of energy. It usually produces a warming effect and arouses cheerfulness. Used in the calendar section and the navigation bar.

**#E4FF1A - Chartreuse
Traditional**

→ Most parties/weddings are held in beautiful, well-maintained lawns. Has been used for all the aspects of a user's friend profile.

**#131B23 - Rich Black
FOGRA 29**

→ This represents the nightlife and clubs. This is also another aspect of parties and occasions that cannot be ignored. Has been used in the cards of all the gift items.

Icons



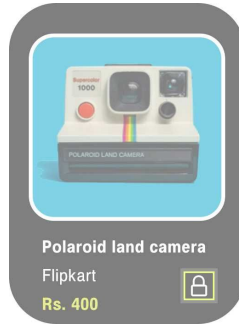
→ These icons have been used such that the user can swipe left and right in order to decide if they need a particular item.



→ Represents a gift that a user can block if they like it.



→ Represent a gift that has been blocked by the user. Each user is allowed to block only one gift in another person's profile for a period of 24 hrs.



→ The greyed-out card would represent an item being unavailable on the respective website.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

People felt slightly more relieved knowing that they can rely on an app to help decide gifts. Gifts play a major part in our lives today and almost every occasion calls for a special one. The need for this app will be high and hence the impact it has on people will also be high.



What I learned:

This project has helped me realize the impact that a minor change in the design can have on its usability. The color combinations speak a lot about an app and will set the tone in the user's experience.

Next steps

1

Can include the shipping features and order tracking rather than just displaying the status

2

Can add a group gift feature

3

The receiver can view a history of gifts received and from whom.

Blockcare Website - Case Study 3

Krithika Balaji

Project overview



The product:

Patient confidentiality is one of the most important pillars of medicine. Protecting the private details of a patient is not just a matter of moral respect, it is essential in retaining the important bond of trust between the doctor and the individual. Blockchain is a very good fit for the healthcare space and the solution revolves around the concept of secure information sharing and accessibility.



Project duration:

November 2019 - March 2020

Project overview



The problem:

There is excessive medical data present and the reliance on the EHR has increased significantly over the years. These EHR's are not well connected outside of an individual hospital or a chain of hospitals.



The solution:

Once a blockchain has been introduced to manage electronic medical records, it becomes the long-sought-after standardized method of digital health data management. Hospitals and care providers will no longer require specific software or databases to access patient data.

Project overview



My role:

I am the UX designer and researcher and one of the 2 developers



Responsibilities:

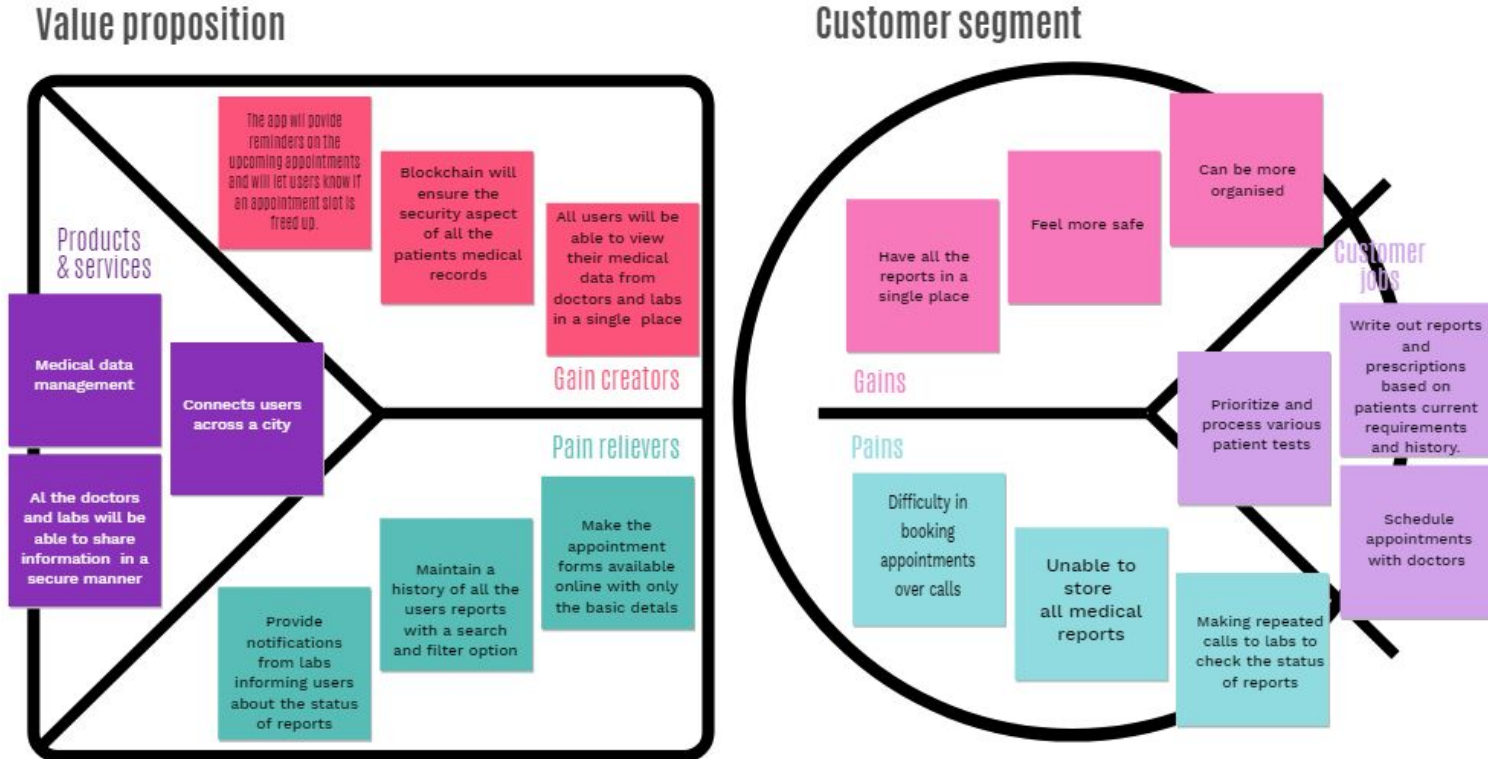
Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Empathize Stage

- Value propositions
- User Interviews
- Empathy Map

Value Proposition

A value proposition has been drafted out to understand the pains, gains and their creators.



User Interviews

We had to constantly keep in mind that the people using the application would mostly be from rural areas. The design had to be easily accessible and the functionality had to be clear. This was our topmost priority while going forward with this project



User Interview questions:

- How many patients do you interact with every day?
- Can you tell me about your interactions with doctors' assistants and lab technicians?
- How often do you visit hospitals?
- What are some things you expect a patient to tell you prior to your analysis?
- What are some things you might want to change while interacting with patients who come in for a test?

“”

“I’m tired of calling the hospital every time I need to schedule an appointment.”

Renu

Patient

“”

“Patients ask us to explain their test results to them. Some of them don’t go back to the doctors once they get the reports.”

Rohan

Medical Laboratory Technician

“”

“Sometimes it’s difficult to provide an analysis without knowing a person’s past conditions”

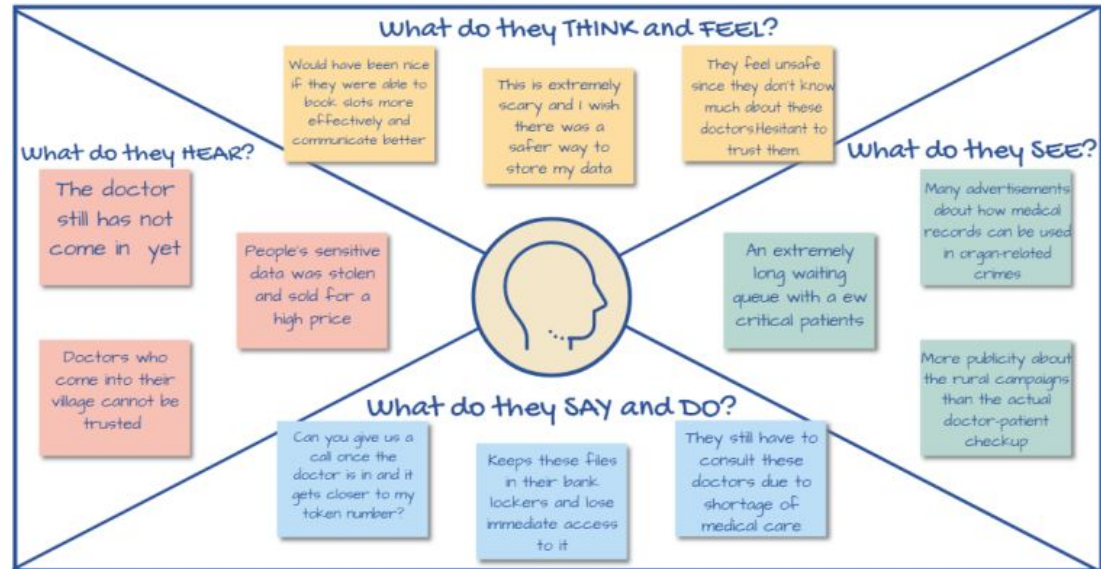
Priya

Doctor

Empathy Map

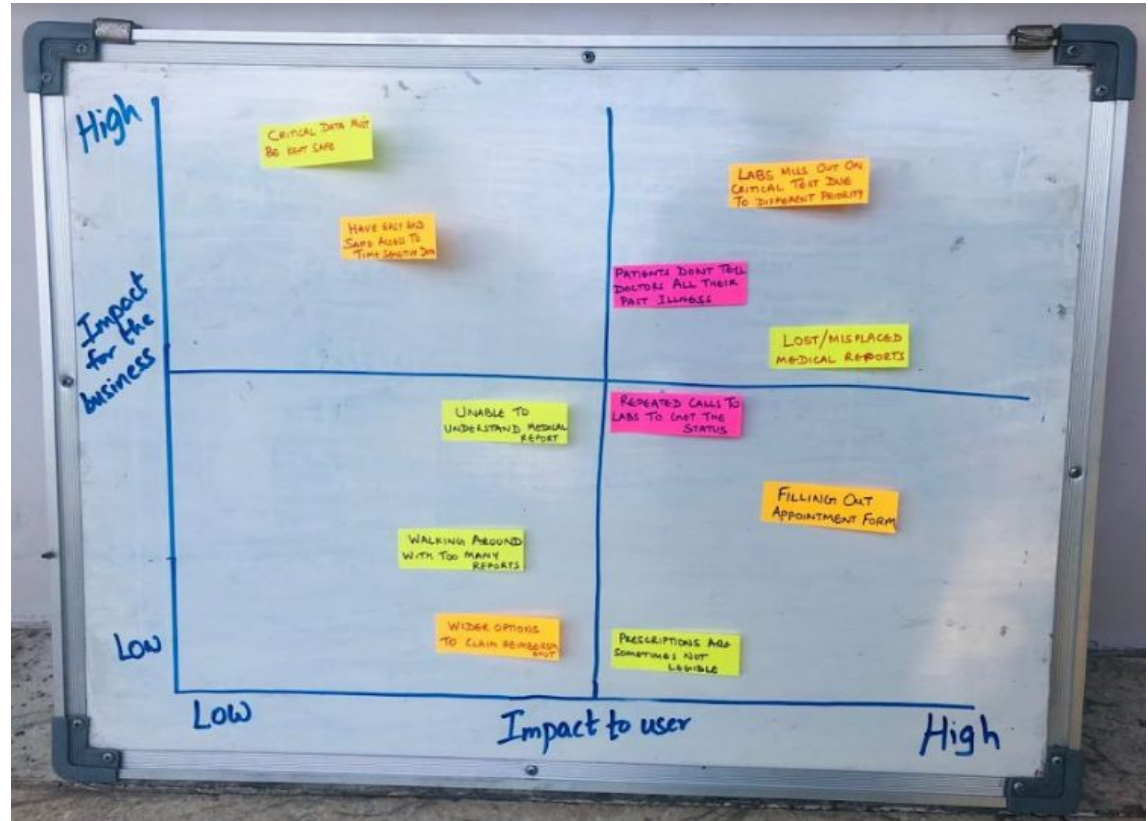
An empathy map was drawn to capture the users behaviour while asking about the problems faced.

EMPATHY MAP CANVAS



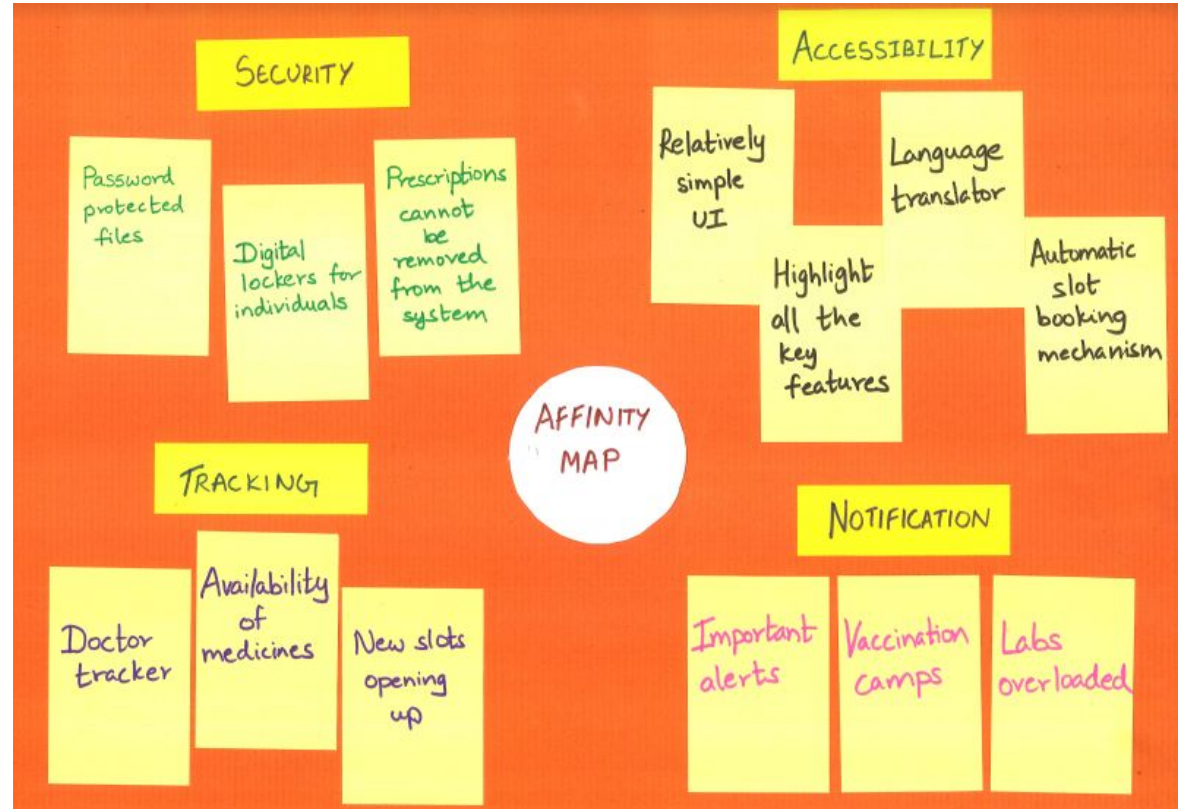
Prioritisation Matrix

All of the pain points were taken into consideration and then prioritised based on the impact it has on both the user as well as the business.



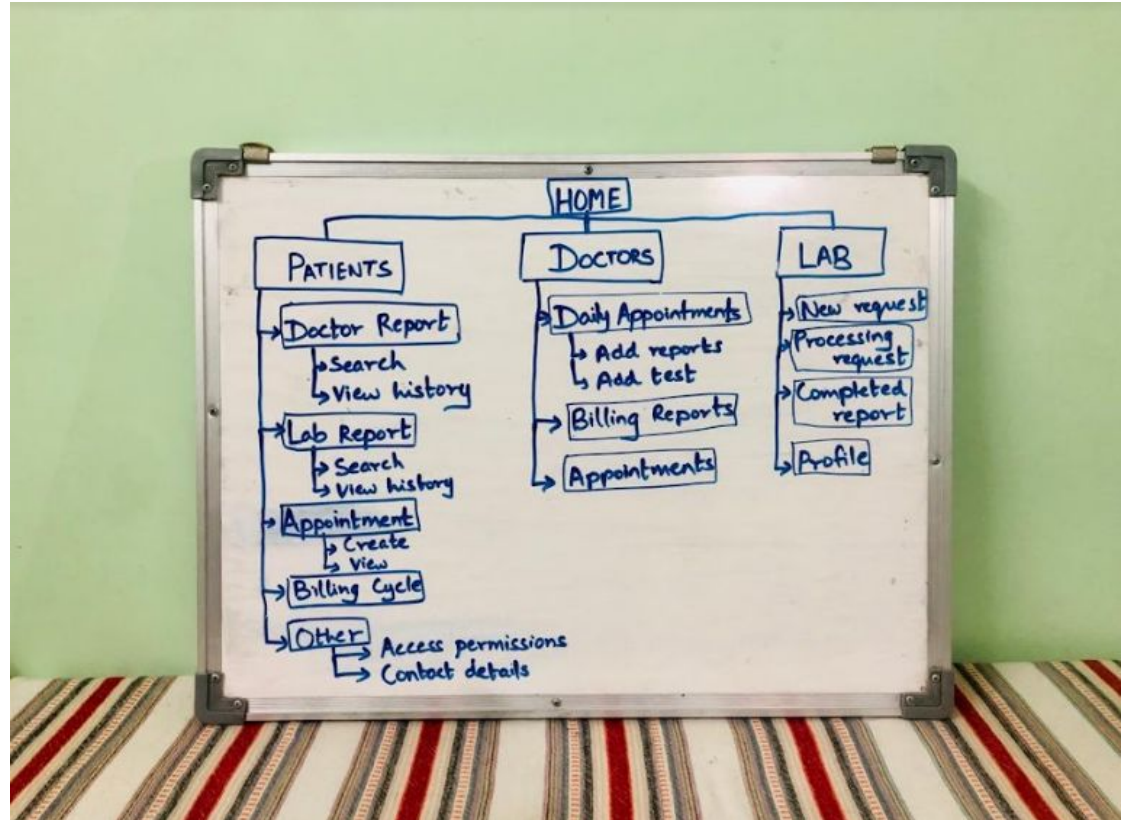
Affinity Map

The features that can likely be incorporated into the project were listed out and categorised based on the 4 categories.



Site Map

The tabs/sections that would be added to the final product have been mapped out for better guidance during the development stage.



Ideate Stage

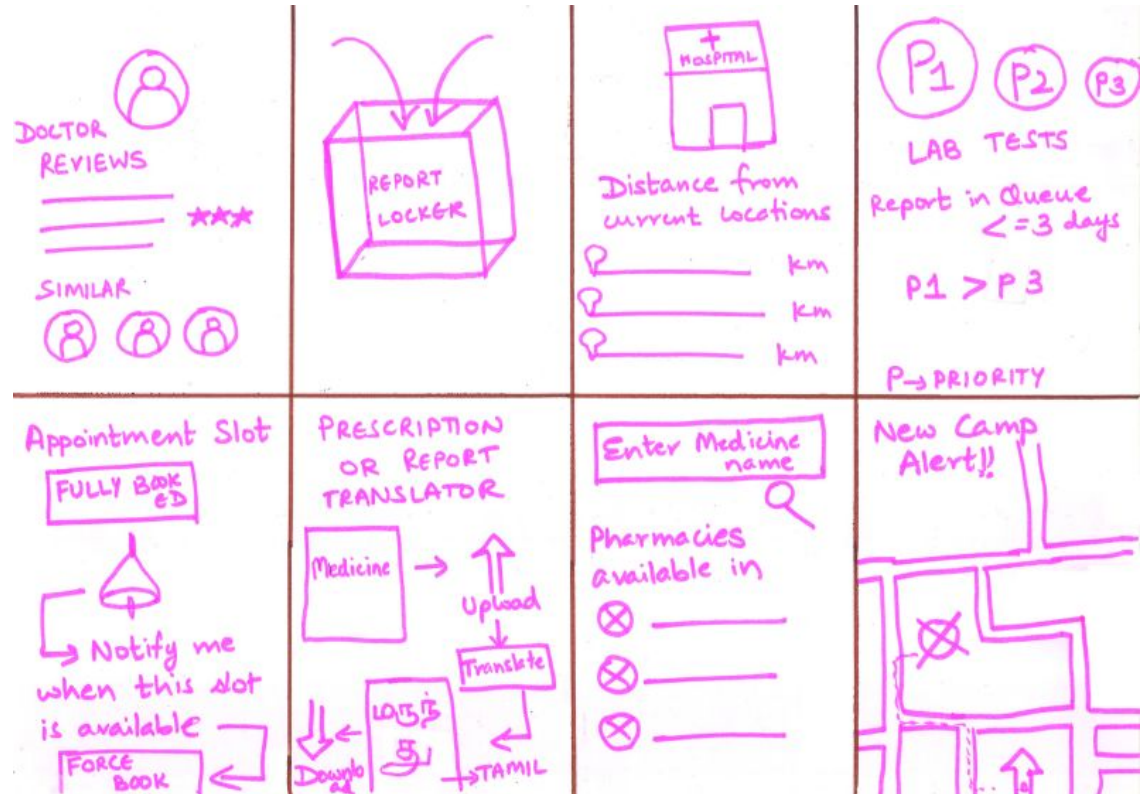


- Crazy 8's Technique

Crazy 8's Technique

As part of the ideation process, 8 different ideas for the project were drawn out in 8 minutes.

These potential ideas will be evaluated further to see which ones are feasible at the moment



Prototype Stage



- Hi-Fi Wireframes
- Hi-Fi Mockups

Hi-Fi Wireframe Samples

The wireframe illustrates a healthcare application layout. At the top, a navigation bar includes a 'Blockcare' logo and links for 'Login', 'Patient', 'Doctor', and 'Lab'. The main content area is divided into several sections: a large placeholder for a patient profile, a 'Google Search' bar, a 'Categories' list, and a 'Reported Announcements' section. The footer features three social media icons.

The image shows a web application for a medical clinic named "Blockcare". The interface is divided into a header, a sidebar, and a main content area.

Header: The top bar contains a logo on the left and navigation links on the right: "Home", "View Status", and "Billing Cycle".

Sidebar: On the left, there is a "Patient" section with a placeholder image. Below it is the "Personal Information" section, which includes input fields for "Patient ID", "Age", "Height", "Weight", "Blood group", and "Gender".

Main Content Area: The central part of the page features four cards:

- Doctor Reports:** Contains a search bar with a magnifying glass icon and a "View doctor reports" button.
- Others:** Contains two empty text input fields.
- Lab Reports:** Contains a search bar with a magnifying glass icon and a "View lab reports" button.
- Appointments:** Contains a date range selector (two input fields with a calendar icon) and a "Create appointment" button.

The screenshot shows a web application interface for 'Blockcare'. At the top, there is a navigation bar with a logo on the left and a user profile icon on the right. The main content area is divided into two sections. On the left, under the heading 'Patient', there is a placeholder for a patient image and a form for 'Personal Information' with fields for Patient ID, Age, Height, Weight, Blood group, and Gender. On the right, a modal window titled 'Create new Appointment' is open, containing fields for Date, Purpose, Doctor Name, and Hospital Name, along with 'Cancel' and 'Submit' buttons.

Blockcare

Home View Status Billing Cycle

Patient

Personal Information :

Patient ID : _____

Age : _____

Height : _____

Weight : _____

Blood group : _____

Gender : _____

Create new Appointment

Date : _____

Purpose : _____

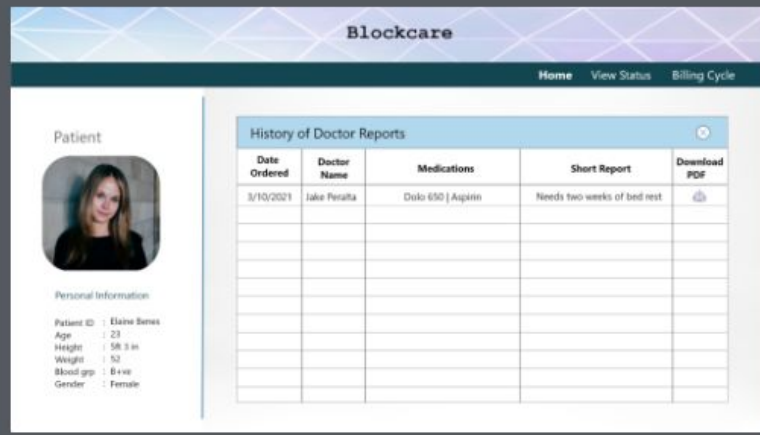
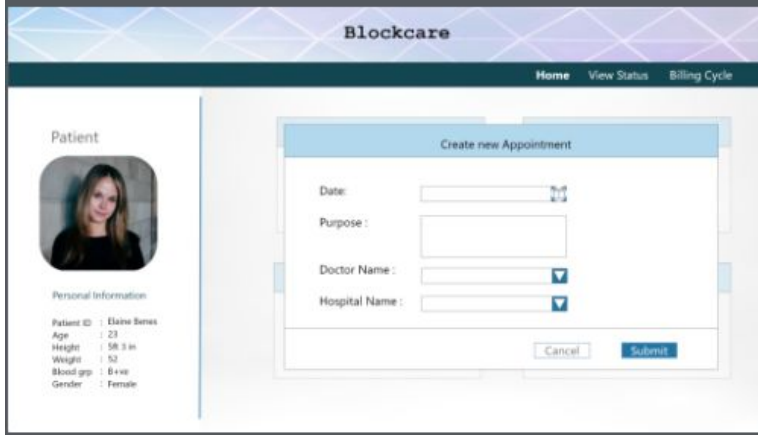
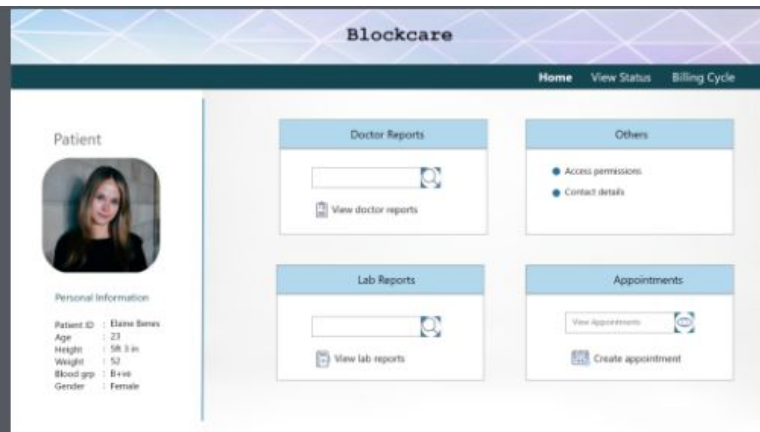
Doctor Name : _____

Hospital Name : _____

Cancel Submit

Blockcare																																																											
Patient		Home View Status Billing Cycle																																																									
<p>Personal Information :</p> <p>Patient ID : _____</p> <p>Age : _____</p> <p>Height : _____</p> <p>Weight : _____</p> <p>Blood group : _____</p> <p>Gender : _____</p>		<h3 style="margin-top: 0;">History of Doctor Reports</h3> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Date Ordered</th> <th style="width: 15%;">Doctor Name</th> <th style="width: 30%;">Medications</th> <th style="width: 30%;">Short Report</th> <th style="width: 10%;">Download PDF</th> </tr> </thead> <tbody> <!-- Generating 10 empty rows --> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>			Date Ordered	Doctor Name	Medications	Short Report	Download PDF																																																		
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Hi-Fi Mockup Samples



Test Stage

- 5 second Test
- Samples

5 second test

5 second test was conducted with 10 users. A few features and screens were shown to them and i had asked a few follow up questions.

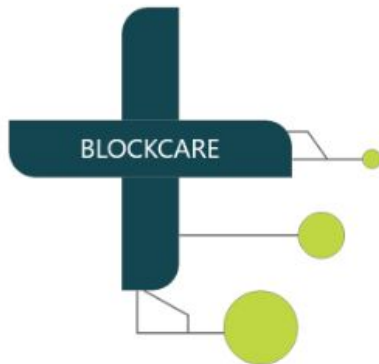
The concept of consuming medicines before and after food has been depicted by the 2 boxes shown above. We had asked users if they understood what that meant and 8 out of 10 people understood it.

The screenshot displays the 'Blockcare' web application interface. On the left, a sidebar shows a 'Doctor' profile for Jake Peralta, including his ID (8725), hospital (AIMS), and address (Madurai, India). The main content area features a 'New Report' form. The form includes fields for 'Patient ID' (45687Y), 'Patient Name' (Elaine Benes), and 'Date' (3rd Oct, 2021). Below these is a 'Report Details' text area and a 'Medication (if any)' section with three rows of input fields. To the right of the medication rows is a 3x3 grid of checkboxes labeled 'M', 'A', and 'N' at the top. A yellow arrow points from the text 'depicted by the 2 boxes shown above' to the middle row of the medication section, specifically to the 'A' (After food) column. The form also includes 'Cancel' and 'Submit' buttons at the bottom right.

Design System

- Logos
- Icons

Sample Logos Created



Final Logo



Icons



Going forward

- Next steps

Next steps

1

Need to implement a translation option.

2

Must introduce the review system.

Let's connect!



Thank you for your time reviewing my case studies! If you'd like to see more or get in touch, my contact information is provided below.

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Website: <https://krithikabalaji.com/>