



*I do
what I love...*

Maksud's Portfolio

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Impact Oriented User and Consumer Experience Specialist (UX & CX) to Design, Create, Promote and Scale Product/ Service as well as Brand



**Product and
Service
Development**

**Brand and
Communications
Development**

Sisimpur

Me & Halum app



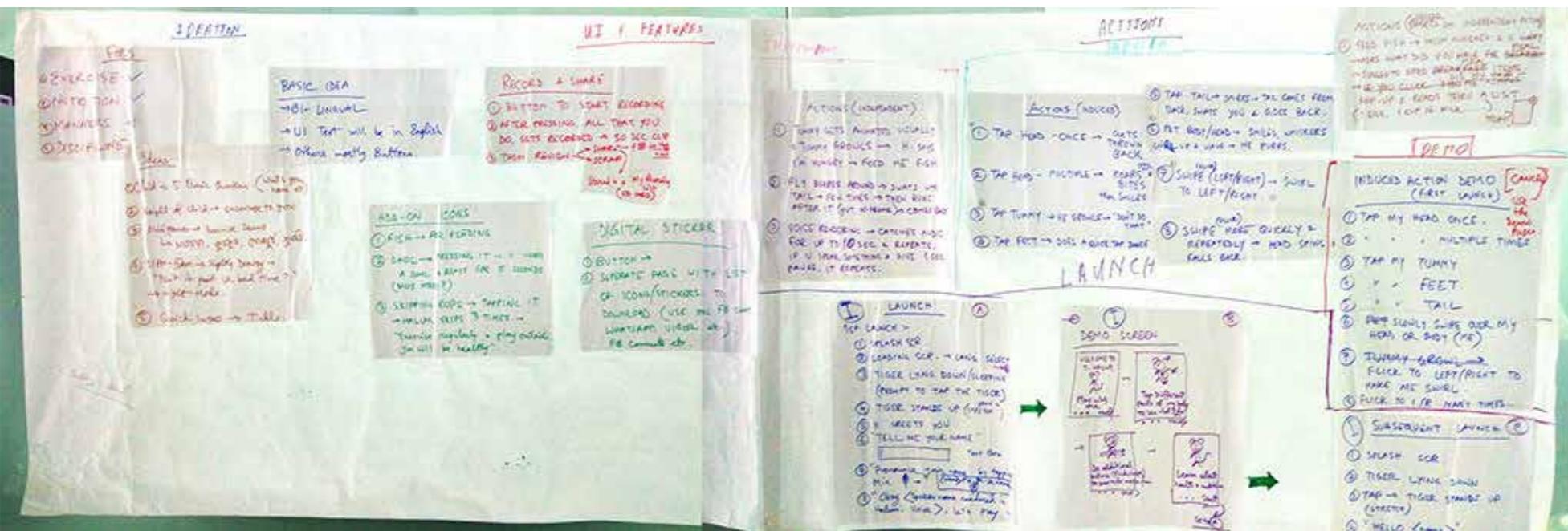
Client: Sisimpur Bangladesh

Storyboard + Empathy Map + Affinity Diagram + Prototype
+ Usability Testing + Usability Report

Sisimpur

Me & Halum App Development

Storyboard



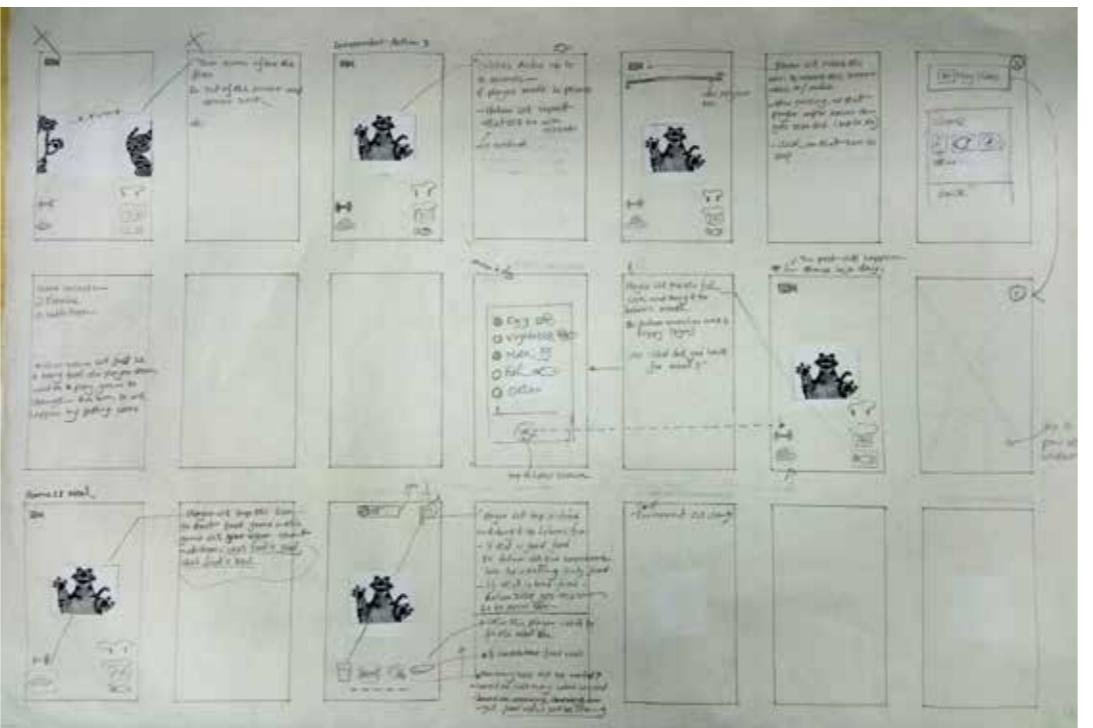
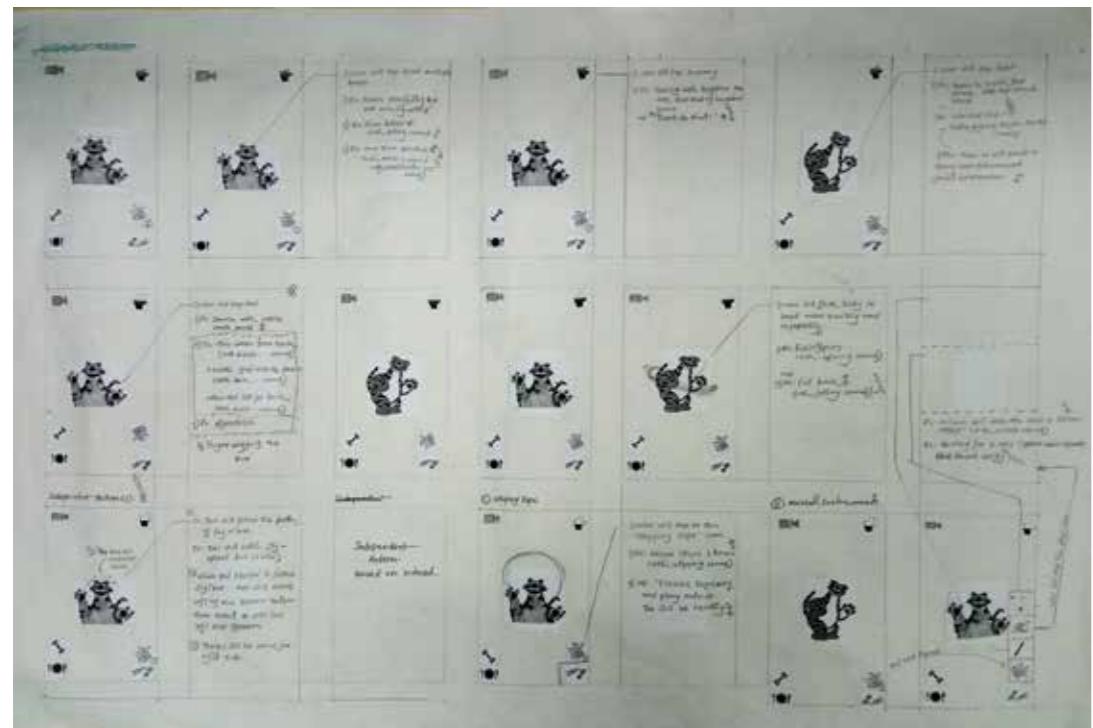
Screens



Sisimpur

Me & Halum App Development

Screen



Affinity Diagram



Sisimpur

Me & Halum App Development

Empathy Map



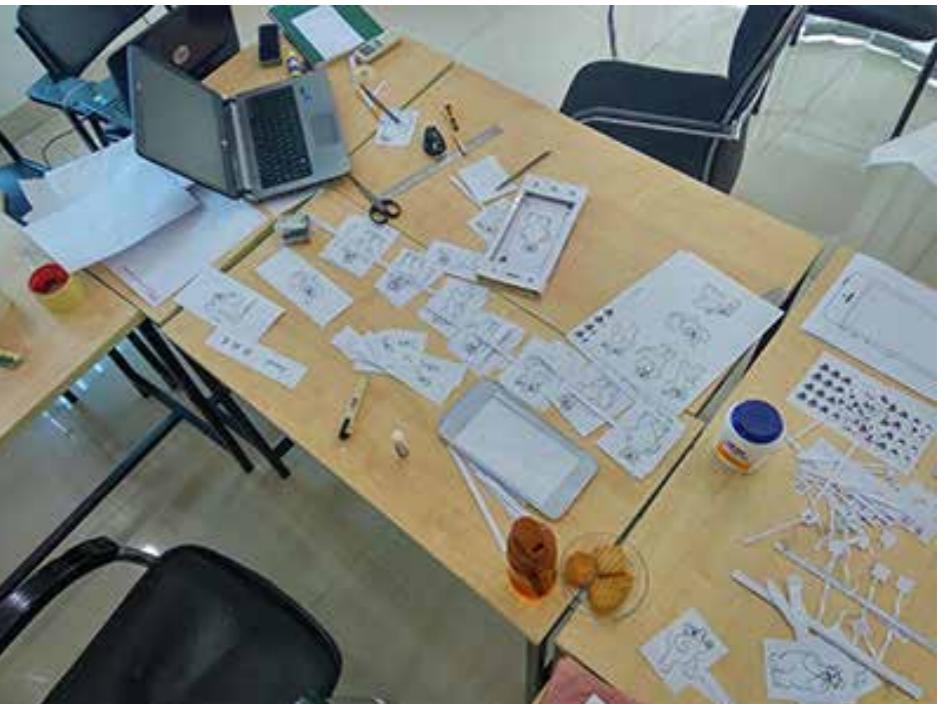
Character Drawing



Sisimpur

Me & Halum App Development

In Prototyping Lab



Sisimpur

Me & Halum App Development

Usability Testing



► **Youtube Link:** <https://www.youtube.com/watch?v=D3jFTsbxCIg>

Sisimpur

Me & Halum App Development

Usability Report



1. Introduction
Sisimpur characters are very famous on television and they are considered as a source of entertainment and education for the age group of 2-7 years. To keep pace with the time taking into account the increasing usage of mobile phones and tablets, giving the Sisimpur characters a digital avatar is being considered. Apart from the benefit of expanding the consumer base, creating digital apps will ensure that the popular Sisimpur characters are available 'on-demand'.

The Social Product Innovation team at Drent conducted the usability test version with a low-fi paper prototype. The objective was to test the idea and concept in the initial stages so as to get feedback from the user. This helped in the better iteration of the design and development of the product as part of an iterative design and development cycle that we were working to follow. A low-fidelity prototype would be inexpensive to create and lend itself to multiple rounds of testing and facilitate iterative design and development of the product.

2. Designing the Product

Inputs for the design
Sisimpur BanglaDesh set up in Bangladesh with the intention of bringing the popular characters to the rest of the world. Having launched their TV programs titled 'Sisimpur', the series have gained immense popularity. Research studies conducted showed that the viewership of the programs gave it a television viewer rating (TVR) of 0.47 (highest children program on a single channel).

Selection of Halum as the first character for the App

The characters in the Sisimpur Tv shows are puppets interacting and talking with human actors. The most popular character is the Tiger, Halum, who has many appealing qualities. A more informed survey done in 2013, showed that Halum is almost 4 times more popular than any other Sisimpur character. Hence, we decided to work with Halum for the first version of the digital avatar of the Sisimpur series.

The first step
What would the audience like to see? Guided by this question, we set about discussing and deciding on features that should go into making the digital avatar of the popular TV show. The idea was to make the Halum character interactive and very funny and warm. Just like the TV series, we were targeting children in the age group of 4-7 years of age for the purposes of the app. At this stage we were working purely on instinct, however the underlying brief was always to include interactions that would be entertaining as well as educational.

We started by drawing the character Halum on the board for inspiration. Halum is usually seen standing in the TV series and that is how our tiger looked as well. We identified the points that would be important for us to keep in mind while designing. Fig 1:

- Interactivity with the Character
- Educational elements
- Interactive features

The team then did what was customised on the whiteboard in the first instance and then transferred to A4 size papers to create a storyboard. Apart from the features that the app should have, we also looked at the over interface aspects of the app. We captured ideas in the following format:



Fig 1 Our First Halum Design and Thoughts on the Interface

Steps forward
After few rounds of discussion and iteration, we decided that the storyboard was not enough to go ahead with the development of the app. Hence, we decided to move on to the next stage of making a low-fi paper prototype. The team member who was in charge of the storyboard was assigned to make the storyboard into a low-fi paper prototype. The storyboard was then converted into a screen to screen storyboard to prepare the prototype of the new application.

Fig 2 Low-fidelity Sketching

3. Usability Testing

Inputs for the design
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A. Prototype

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B. Evaluating

It is difficult to evaluate the user feedback on the prototype as it is not yet functional.

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Facilitation: The facilitator was tasked with greeting the user participants, providing them with the background of the session and the product and encouraging the participants to interact with the facilitator and the computer. The facilitator was also responsible for setting the stage for the interaction between the user and the computer. The facilitator was also responsible for the conduct of the sessions, the moderation of the sessions and the overall coordination of the sessions.

Computer: The person playing the role of the 'computer' was the facilitator. The objective was to test the idea and concept in the initial stages so as to get feedback from the user. This helped in the better iteration of the design and development of the product as part of an iterative design and development cycle that we were working to follow. A low-fidelity prototype would be inexpensive to create and lend itself to multiple rounds of testing and facilitate iterative design and development of the product.

Observation: The observer was tasked with the responsibility of paying the sounds to show the voice responses to the actions of the participants.



Fig 2 A Facilitator Observing the Session

Task Completion rate
Table 1. Task Completion Rate

Participants	Task 1: Getting Halum to play	Task 2: Entertaining by touching body parts for reaction	Task 3: Touching body parts for reaction with Halum	Task 4: Feeding Halum
Participant 1	✓	✓	✓	✓
Participant 2	✓	✓	✓	✓
Participant 3	✓	✓	✓	✓
Participant 4	✓	✓	✓	✓
Participant 5	✓	✓	✓	✓
Success	4	3	6	0
Completion Rate	80%	50%	33%	0%

Findings and Results
We have tabulated some of the findings here to provide an initial understanding of the user interaction performance with respect to completion of the task and ease and/or discomfort with the interface.

Task Completion rate

Table 1. Task Completion Rate

Table 2. Task Completion Rate

Table 3. Task Completion Rate

Table 4. Task Completion Rate

Table 5. Task Completion Rate

Table 6. Task Completion Rate

Table 7. Task Completion Rate

Table 8. Task Completion Rate

Table 9. Task Completion Rate

Table 10. Task Completion Rate

Table 11. Task Completion Rate

Table 12. Task Completion Rate

Table 13. Task Completion Rate

Table 14. Task Completion Rate

Table 15. Task Completion Rate

Table 16. Task Completion Rate

Table 17. Task Completion Rate

Table 18. Task Completion Rate

Table 19. Task Completion Rate

Table 20. Task Completion Rate

Table 21. Task Completion Rate

Table 22. Task Completion Rate

Table 23. Task Completion Rate

Table 24. Task Completion Rate

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Table 26. Task Completion Rate

Table 27. Task Completion Rate

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Table 31. Task Completion Rate

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Table 49. Task Completion Rate

Table 50. Task Completion Rate

Table 51. Task Completion Rate

Table 52. Task Completion Rate

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Table 66. Task Completion Rate

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Table 68. Task Completion Rate

Table 69. Task Completion Rate

Table 70. Task Completion Rate

Table 71. Task Completion Rate

Table 72. Task Completion Rate

Table 73. Task Completion Rate

Table 74. Task Completion Rate

Table 75. Task Completion Rate

Table 76. Task Completion Rate

Table 77. Task Completion Rate

Table 78. Task Completion Rate

Table 79. Task Completion Rate

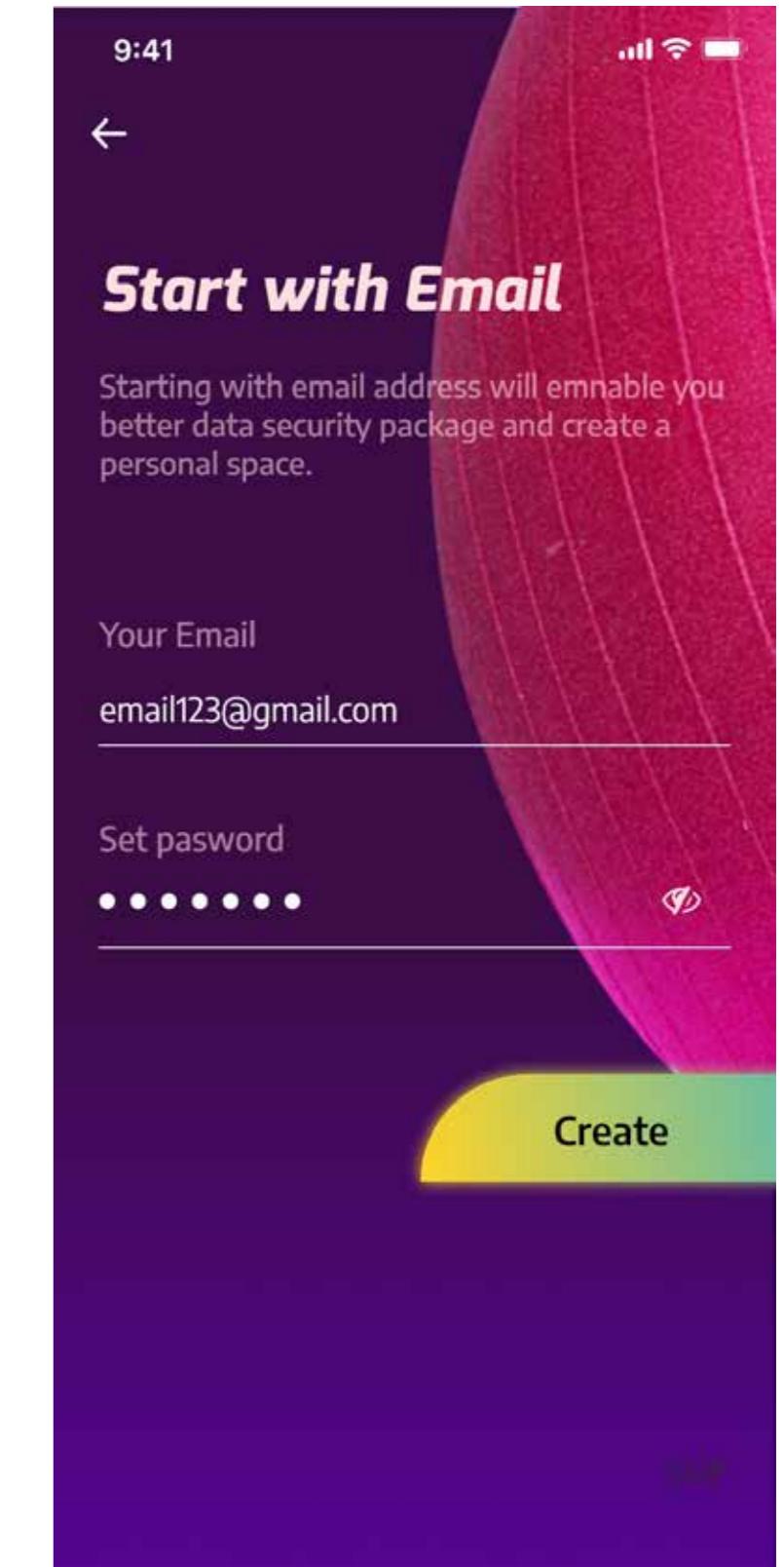
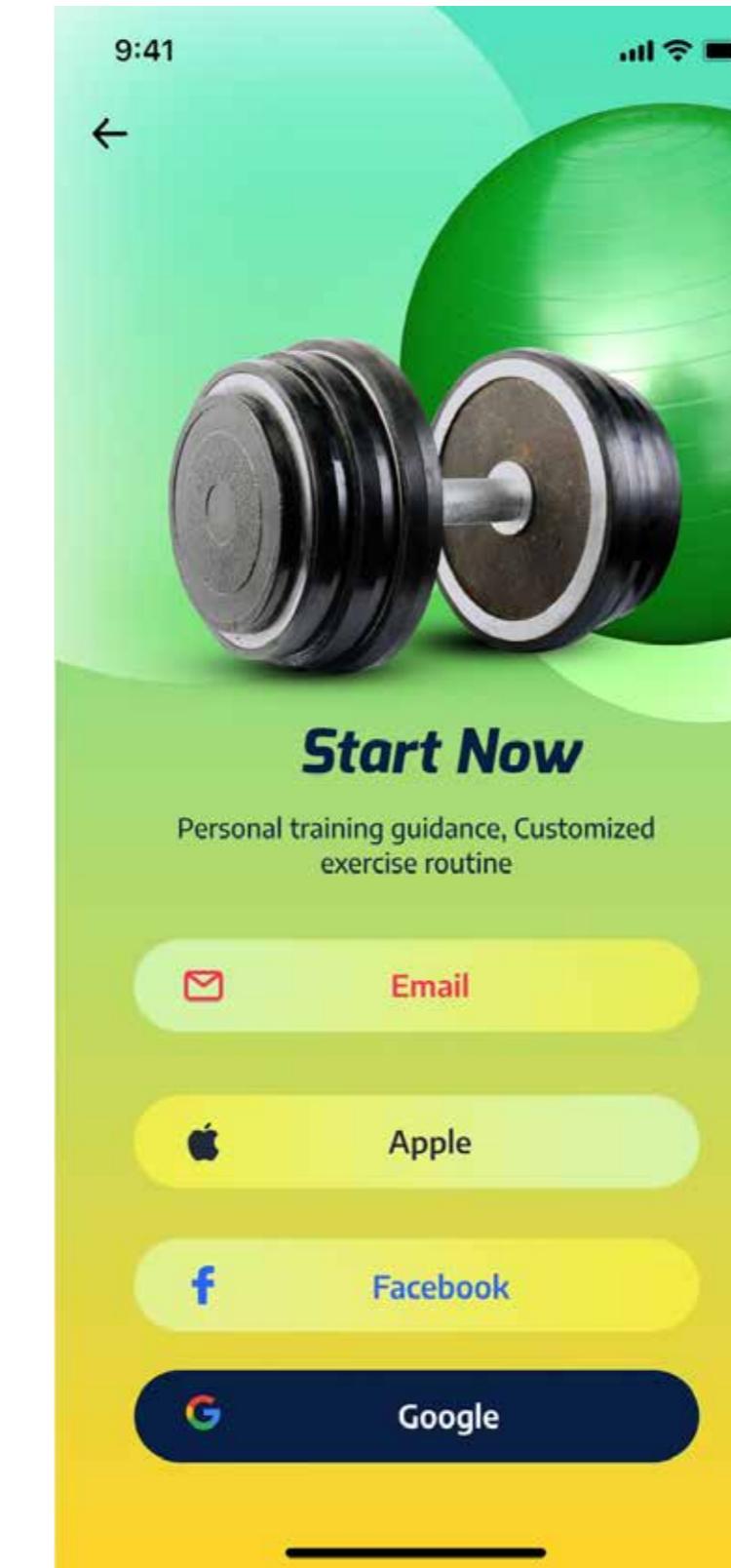
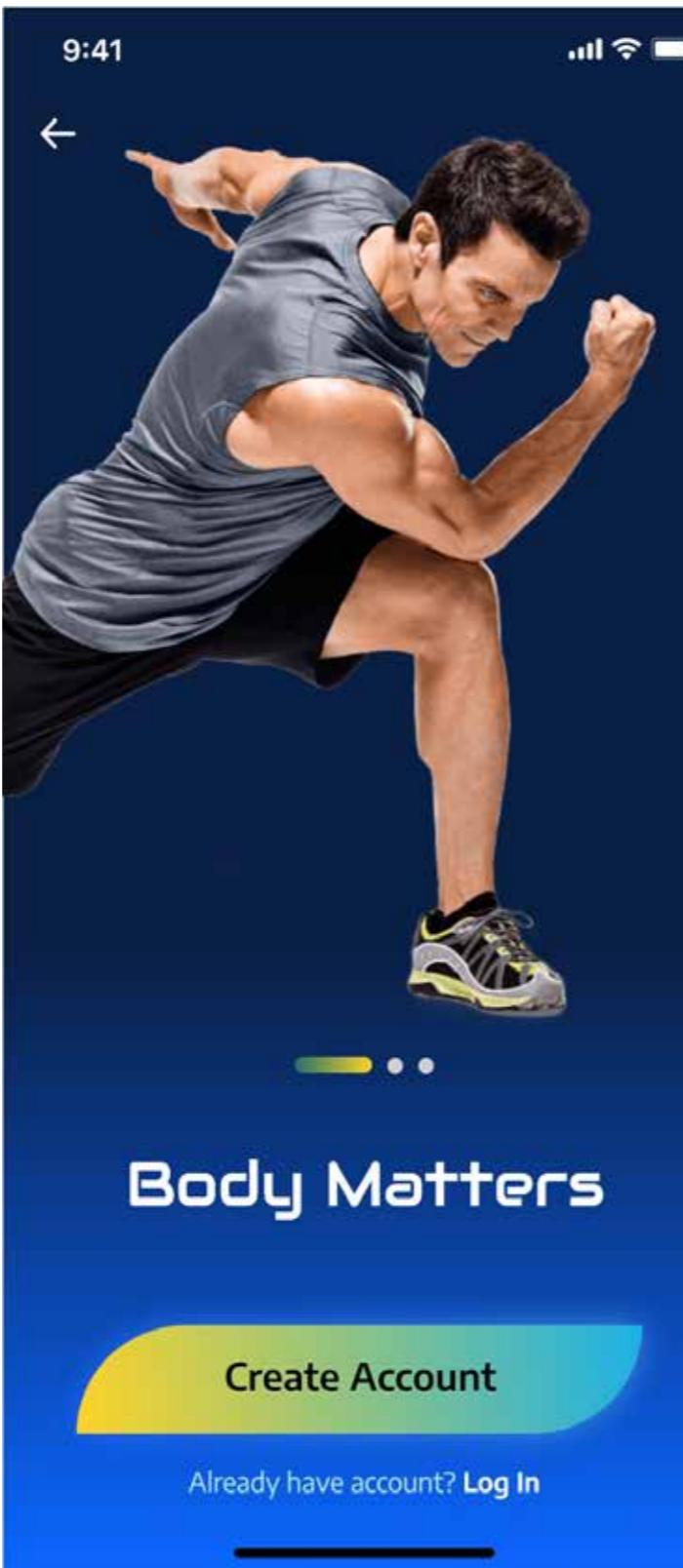
Table 80. Task Completion Rate

Table 81. Task Completion Rate

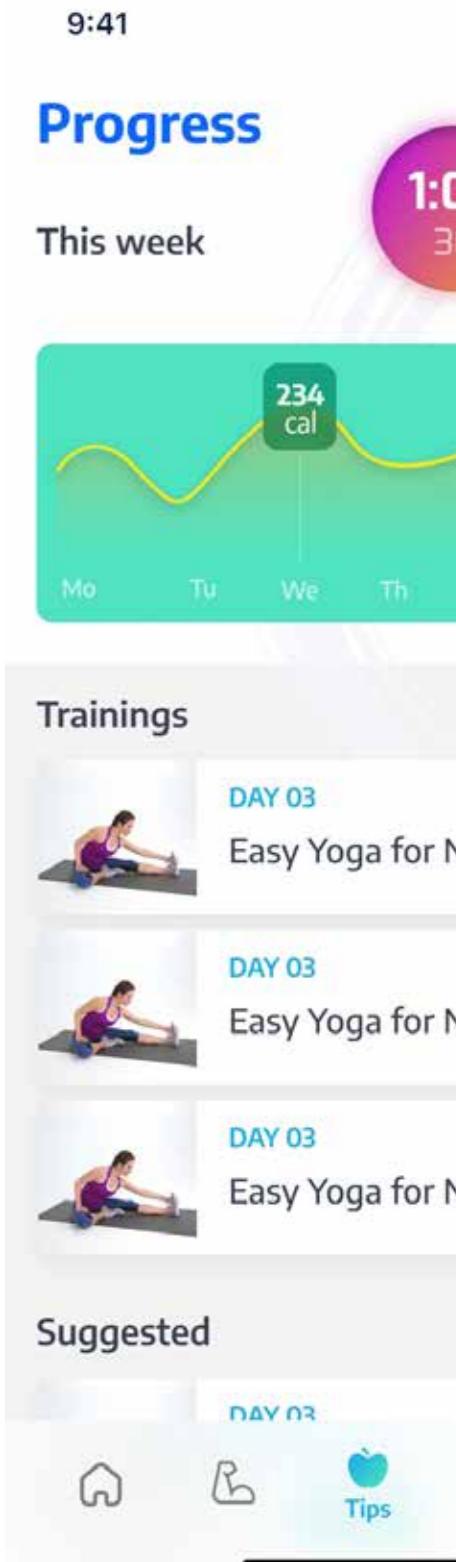
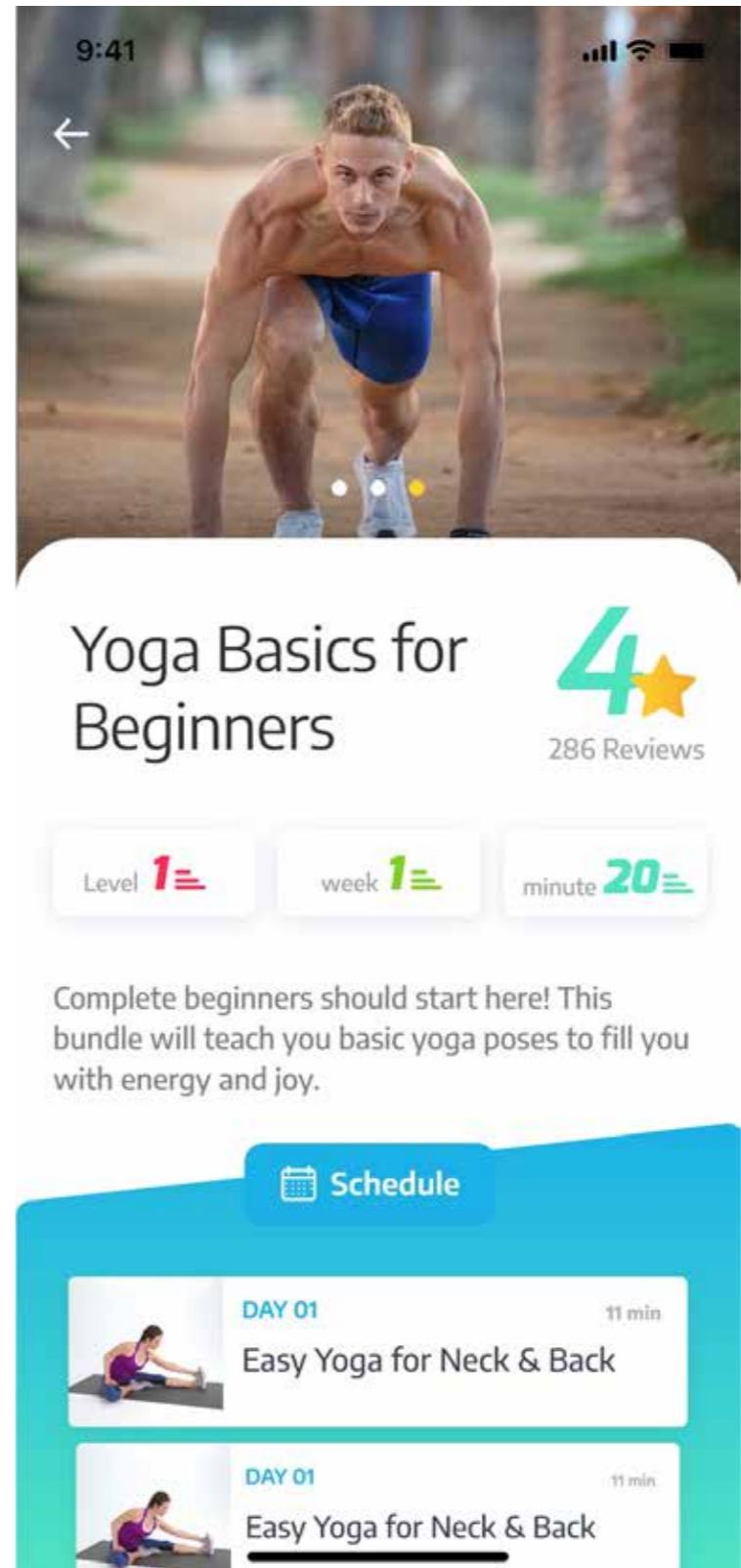
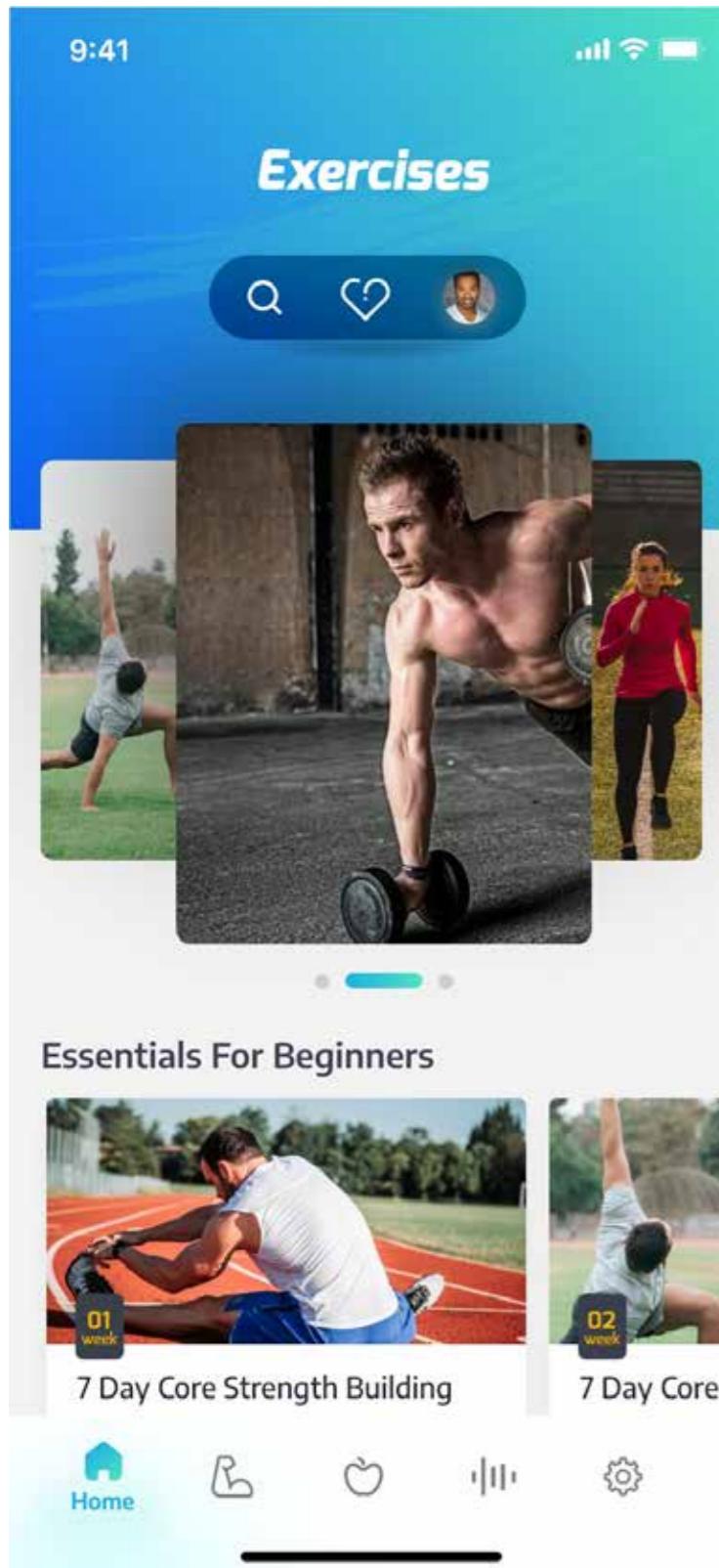
Table 82. Task Completion Rate

Table 83. Task Completion Rate

Fitness Studio



UI



UI

9:41

Progress

This week

1:03
30

160,5 KCal

234 cal

Mo Tu We Th Fr Sa Su

Trainings

Show all

DAY 03 1 DAY AGO Easy Yoga for Neck & Back

DAY 03 1 DAY AGO Easy Yoga for Neck & Back

DAY 03 1 DAY AGO Easy Yoga for Neck & Back

Suggested

Show all

DAY 03 1 DAY AGO

Home

Biceps

Tips

Settings

The home screen displays a summary of the user's activity for the week, including a total of 160.5 KCal burned and a 234 calorie goal for the day. It shows a weekly progress chart with data points for each day. Below this, a section titled 'Trainings' lists three completed sessions for 'Easy Yoga for Neck & Back' from the previous day. A 'Suggested' section offers another session for the same day. At the bottom, there are navigation icons for Home, Biceps, Tips, and Settings.

9:41

X Dynamic Elevated Pose

A video player interface showing a person performing a dynamic elevated pose outdoors. The video duration is 01:32. A play button icon is visible at the bottom center.

9:41

Carly Mary

1,208 Followers 380 Followings

Germany

04 Aug, 2002 Create Post

New day new practice
Good morning, guys... I've been here long time ago last time... but, I'am still here use the app for my daily practice
2w ago

The profile page for Carly Mary features a large profile picture of a woman with red hair. It displays her follower count (1,208) and the number of users she follows (380). Below this, her location is listed as Germany, and her account creation date is 04 Aug, 2002. A 'Create Post' button is available. A recent post by Carly Mary is shown, encouraging users to start their day with a new practice.

9:41

← Settings

Profile

Notifications

Backup Data

Clean Up

Language

Review and Rating

Team

Logout

The settings menu is a vertical list of options, each with an associated icon. The options are: Profile (red person icon), Notifications (yellow bell icon), Backup Data (blue cloud icon), Clean Up (purple trash bin icon), Language (blue globe icon), Review and Rating (green checkmark icon), Team (yellow info icon), and Logout (pink circular arrow icon).

Passion for
Temporary Structures



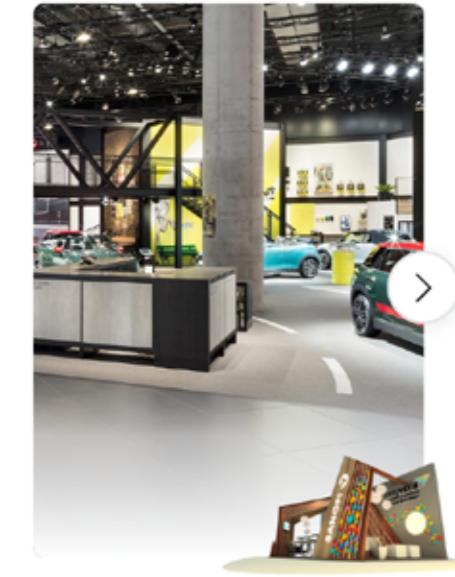
Expo 2020 Dubai



Beach Soccer Arena



Austrian Pavilion, Expo 2020



Trade Fair Booth Mini, IAA 2017

— · · —

54

years in Business

2.3k

projects Completed

09

countries in Operation

50k

employees

Client: Selise

All Services →

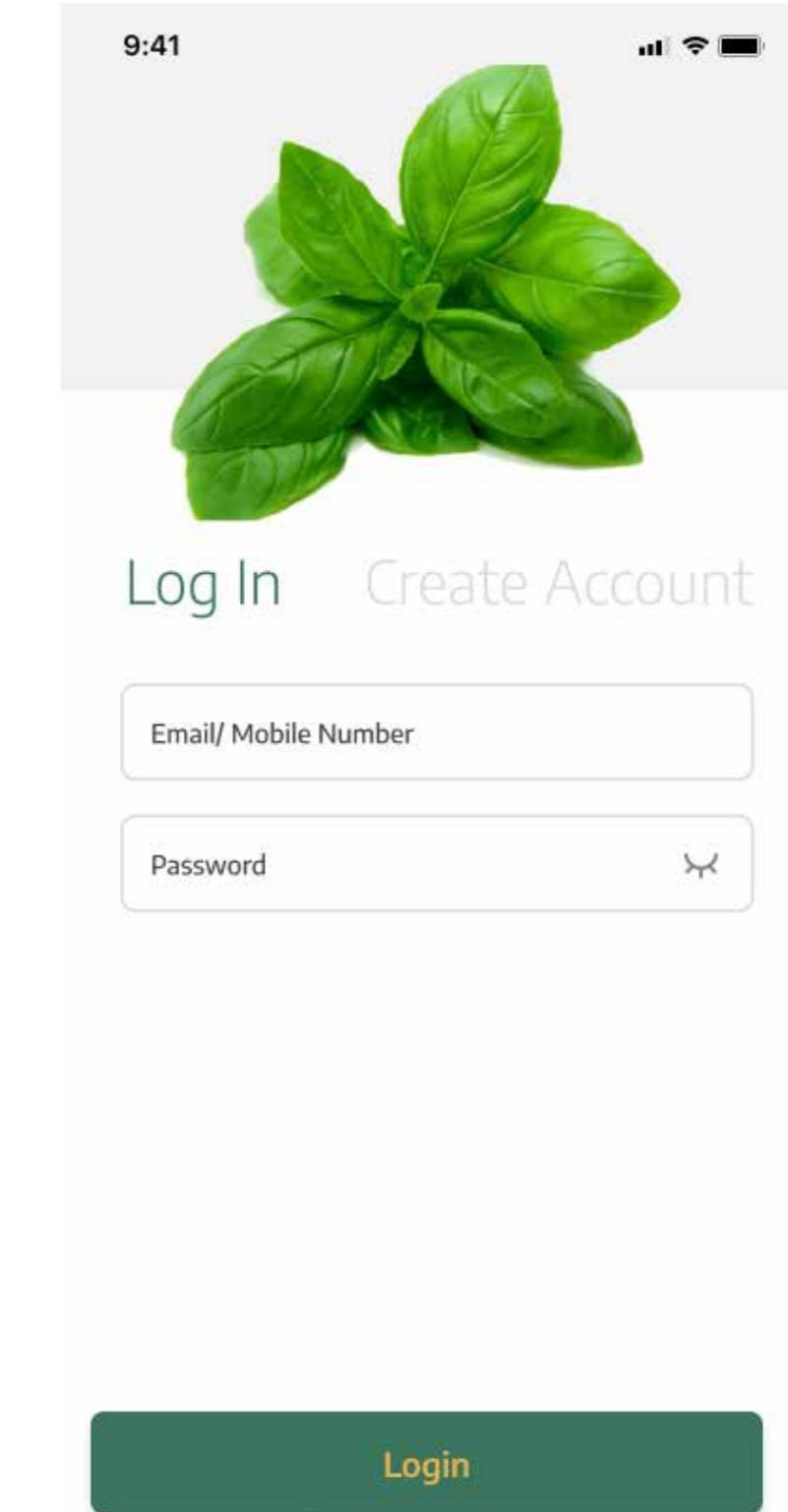
01 -

Concept and Consultation

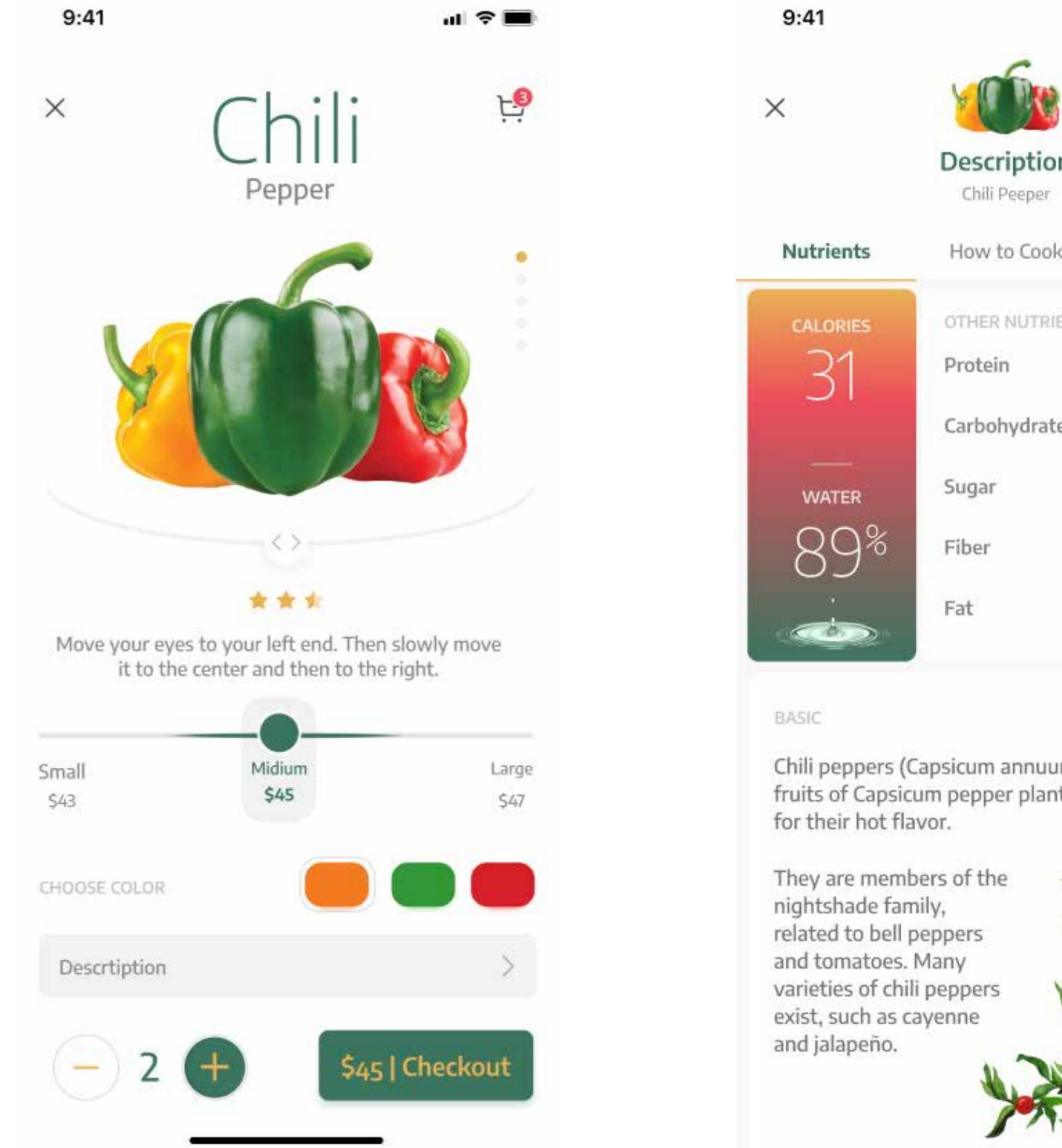
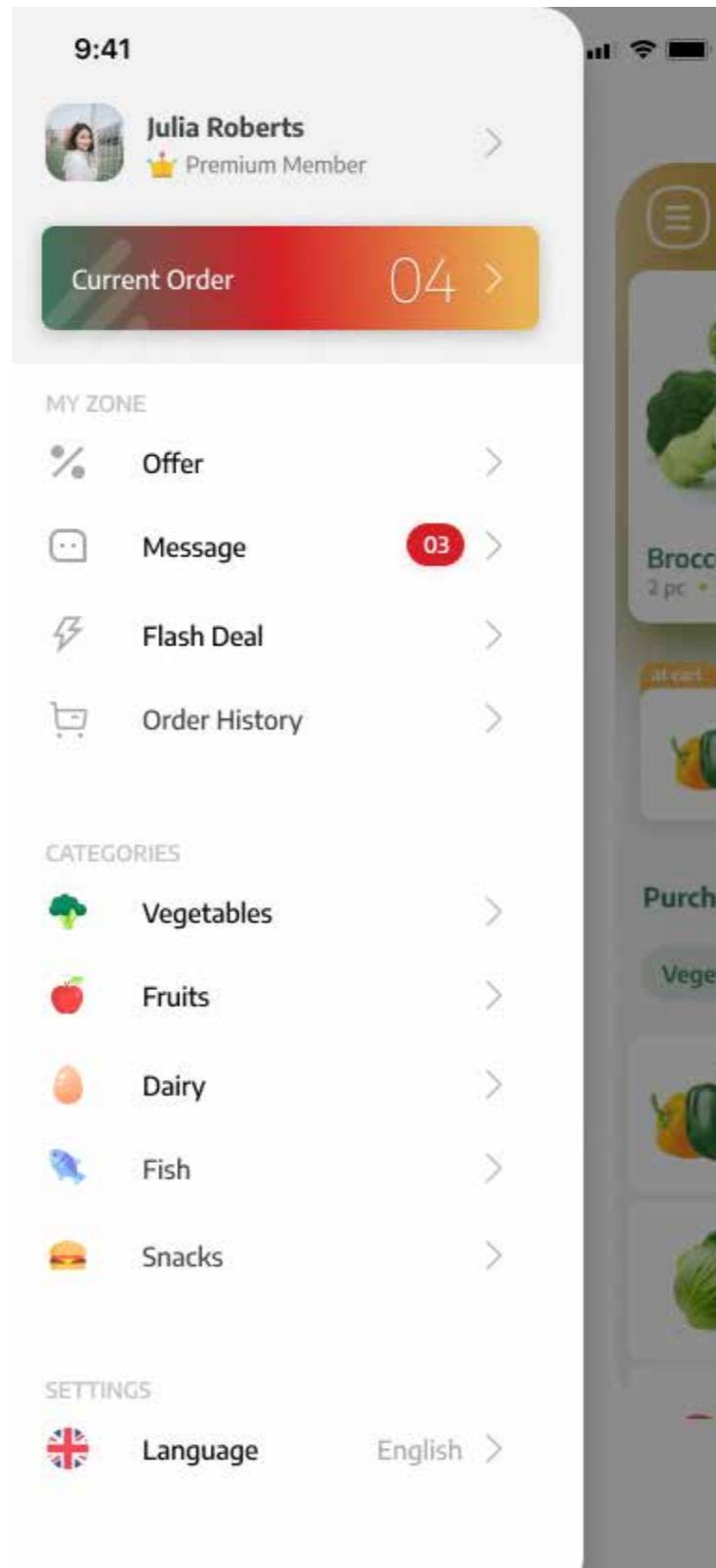
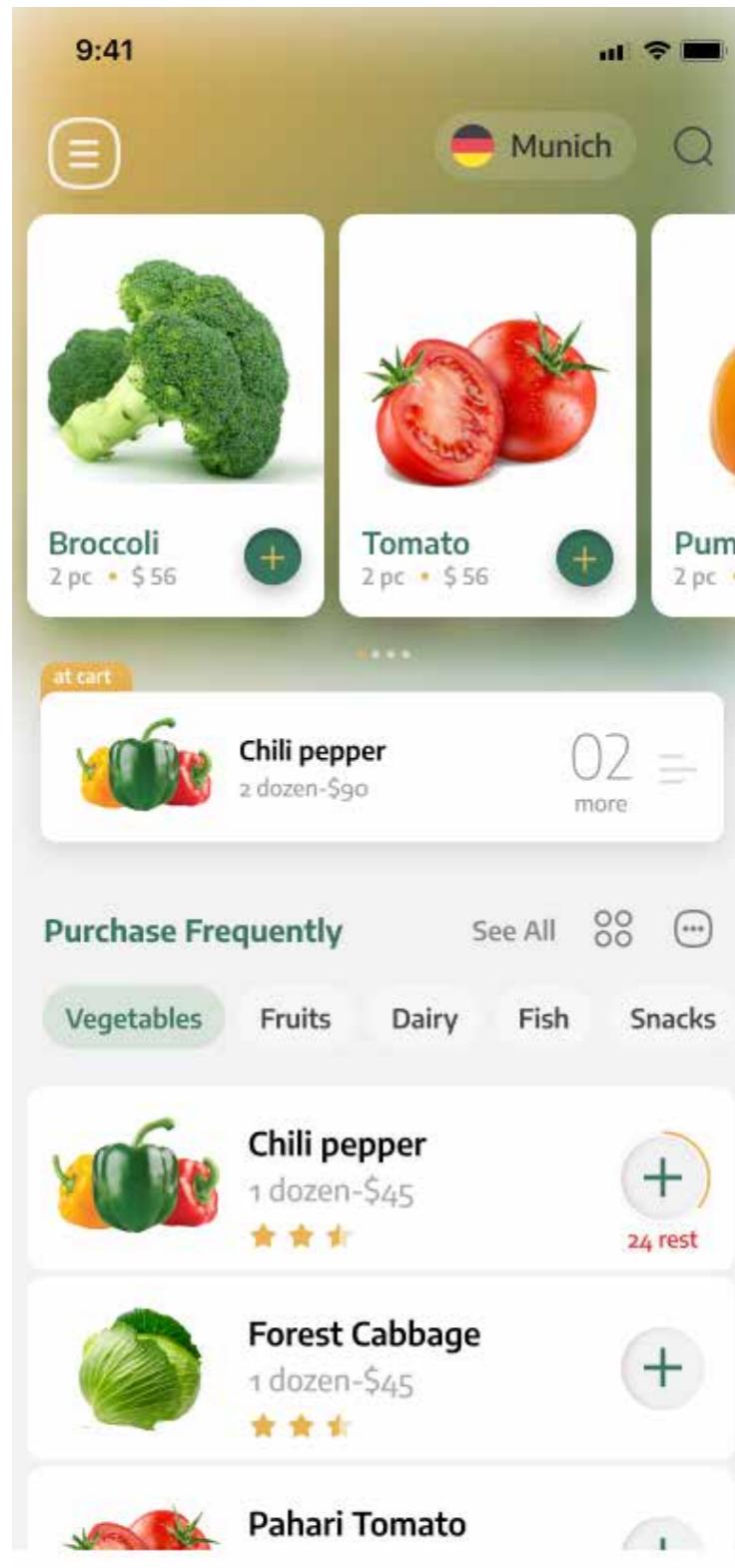


Each project starts with a detailed analysis of your needs and requirements and takes all the relevant details into account.

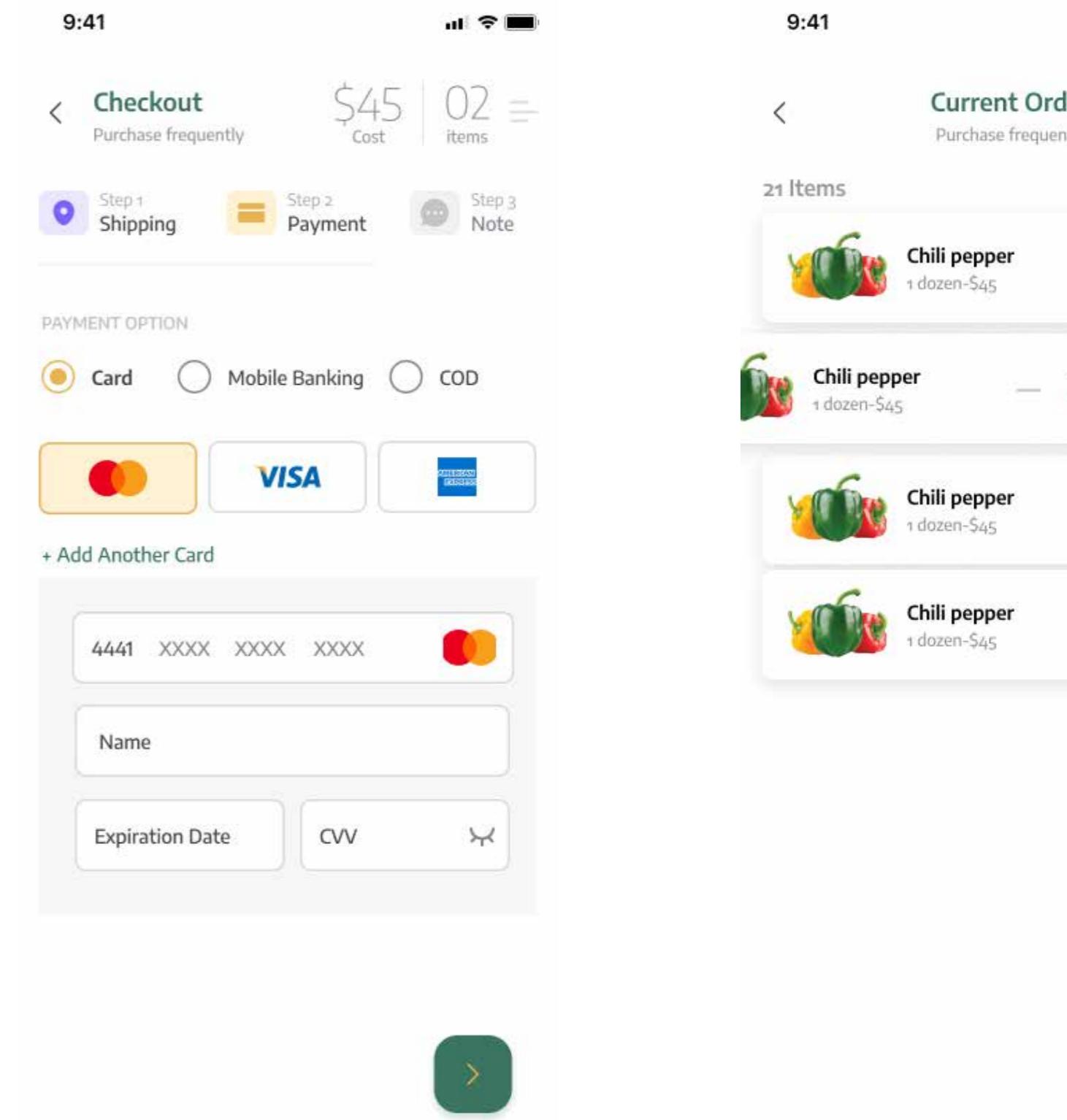
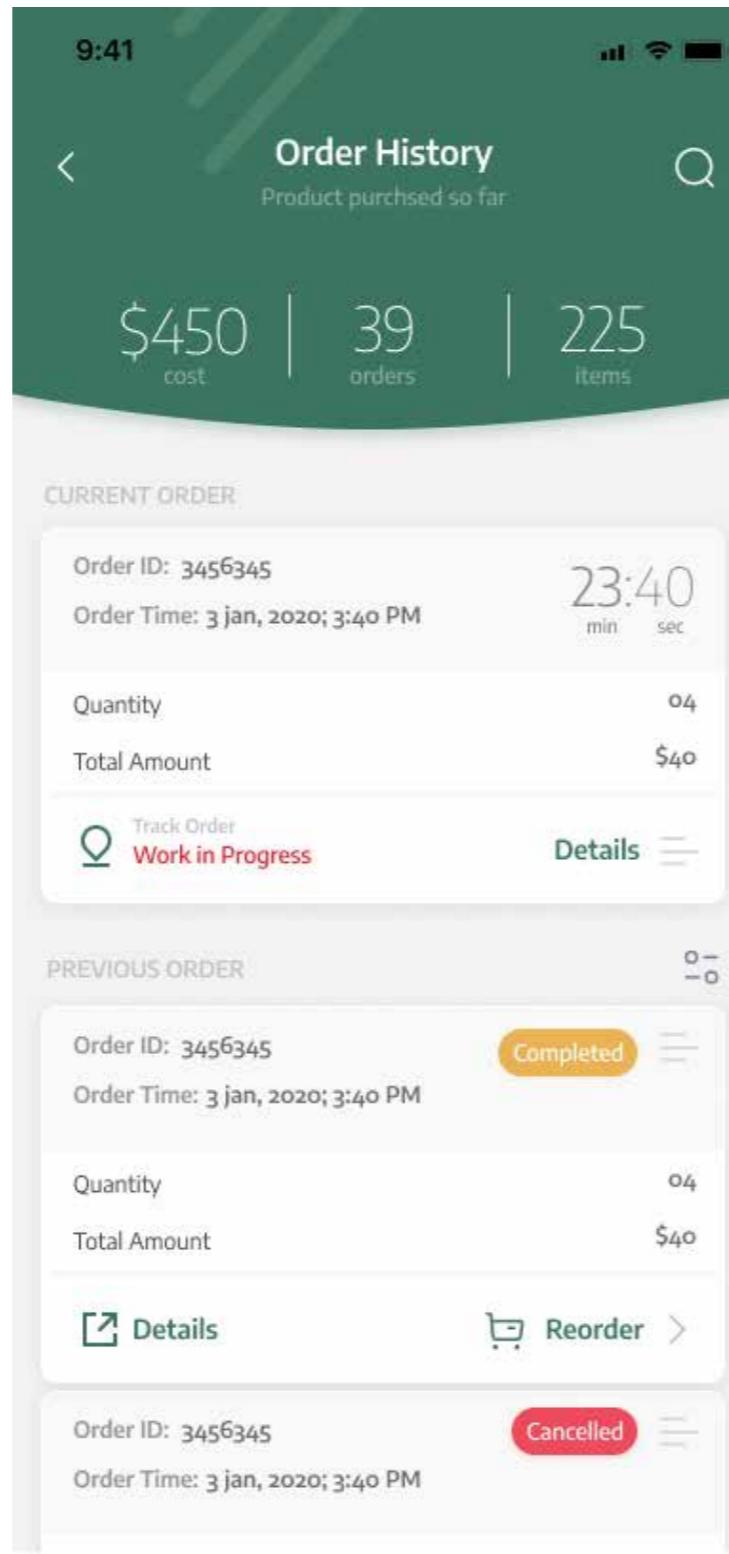
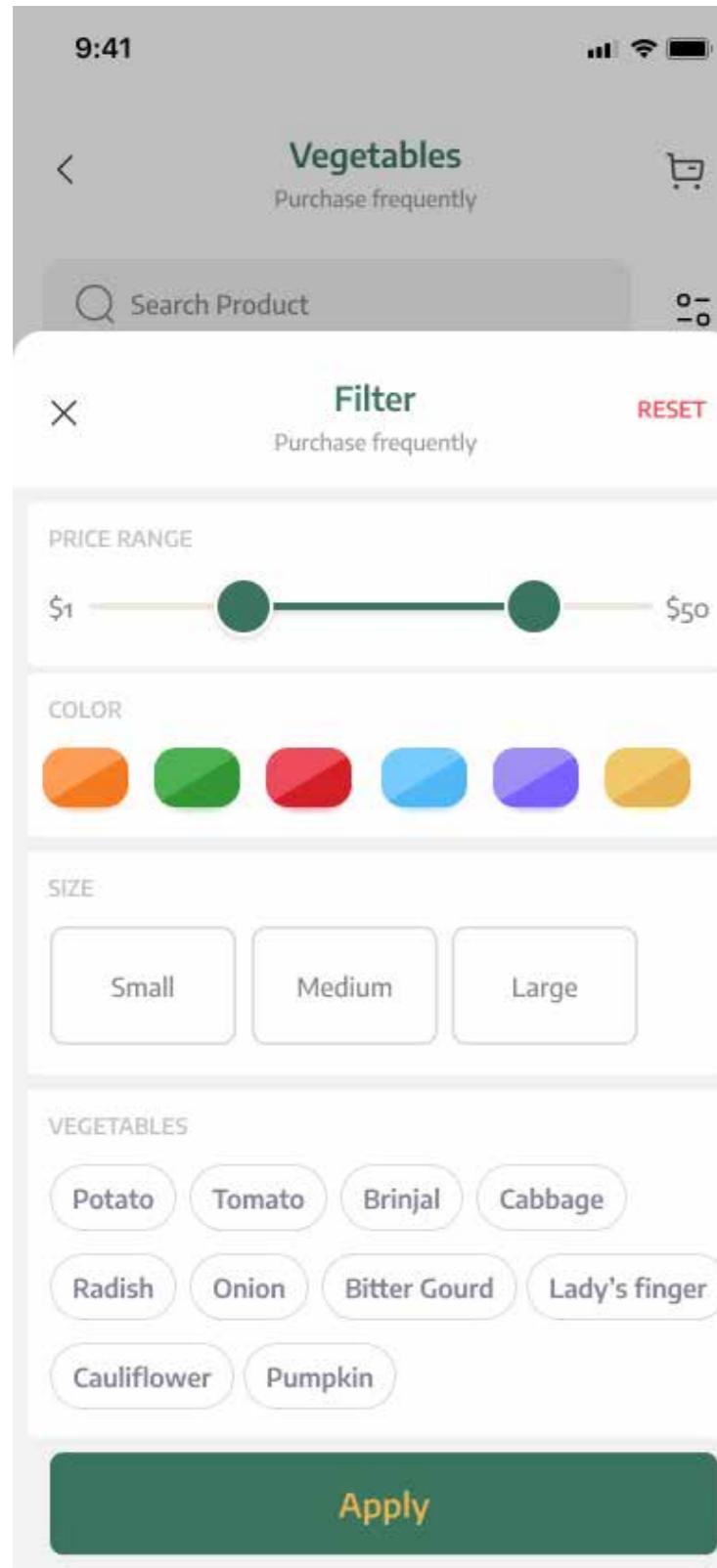
Vegetable Shop



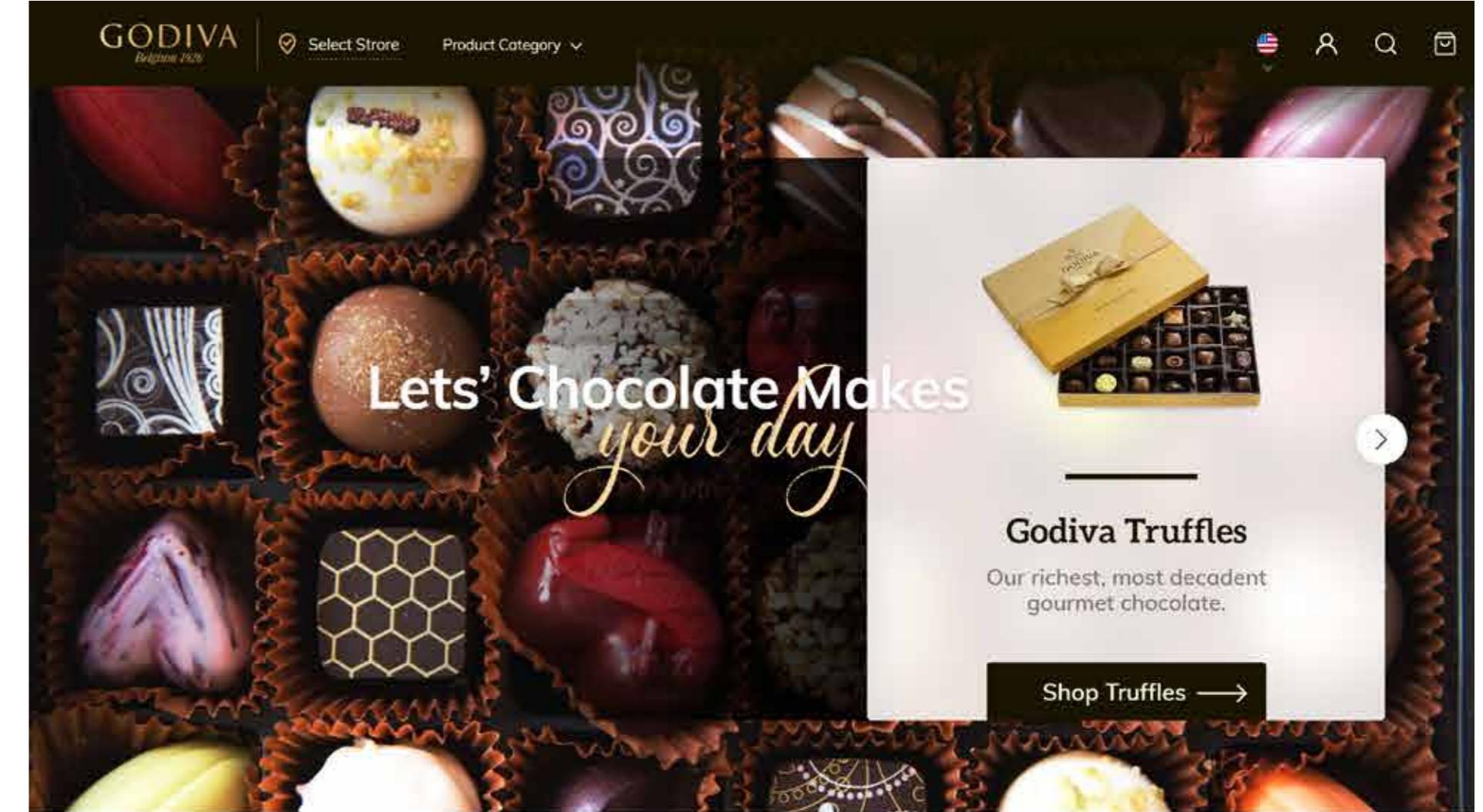
UI



UI



Godiva



For your childly craving

Assorted

Dark

Milk

White

Kosher

Truffle



Mint Dark Chocolate Bar,
Pack of 48
\$30.00



Mint Dark Chocolate Bar,
Pack of 48
\$20.00



Dark Chocolate Ganache
Heart Bar, 10 bars
\$20-30



Dark Chocolate Gift Box,
Gold Ribbon, 22 pc.
\$11.95



Dark Chocolate Covered
Pretzel Canister
\$11.95

Client: Selise

Godiva Chocolatier

Godiva Chocolatier, a Belgian chocolate company, was founded back in 1926 by the Draps family who opened their first shop in the Grand Place in Brussels under its present name in honour of the legend of Lady Godiva. Godiva currently owns and operates more than 600 shops in the United States, Canada, Europe and Asia and is available via over 10,000 speciality retailers. In 2016, Godiva had approximately 650 retail stores throughout the world.

[About Godiva →](#)[History →](#)[Timeline →](#)

Testimonials



I love that you can do so many different lessons. It's amazing! I also like connecting with other students studying the same subjects. I love Shikhefelo more than any other boring learning website.



Mark Elizabeth

General Customer

Contact
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Business Contact
(877) 267-7847

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letters@godiva.com

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- › Business Account Request
- › Business Email Order Form
- › Business Fax Order Form
- › Business Gifts

CUSTOMER SERVICE

- › Order Tracking
- › Shipping Info
- › Return Policy
- › FAQs
- › Gift Card Balance

NEWS AND UPDATES

- › GODIVA In The Aisle
- Update with us time to time**
Regular update on new products, discounts etc
-



GODIVA
Belgium 1926

Select Store

Product Category ▾

USA

BEST SELLERS

All

Godiva Biscuits

Chocolate Strawberries

Chocolate Covered Snacks

Treat Yourself

Godiva Picks

Price

\$25 and under

\$25-50

\$50-100

\$100 and up

Ribbon Color

black

white

green

Flavor

Dark

Milk

Assorted

Fruit

Nut

Special Feature

kosher



Dark Chocolate Ganache Heart Bar, 10 bars
~~\$20-30~~
20% OFF



Dark Chocolate Gift Box, Gold Ribbon, 22 pc.
\$11.95



Dark Chocolate Covered Pretzel Canister
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Dark Chocolate Ganache Heart Bar, 10 bars



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Dark Chocolate Covered Pretzel Canister

Grub Dealz App

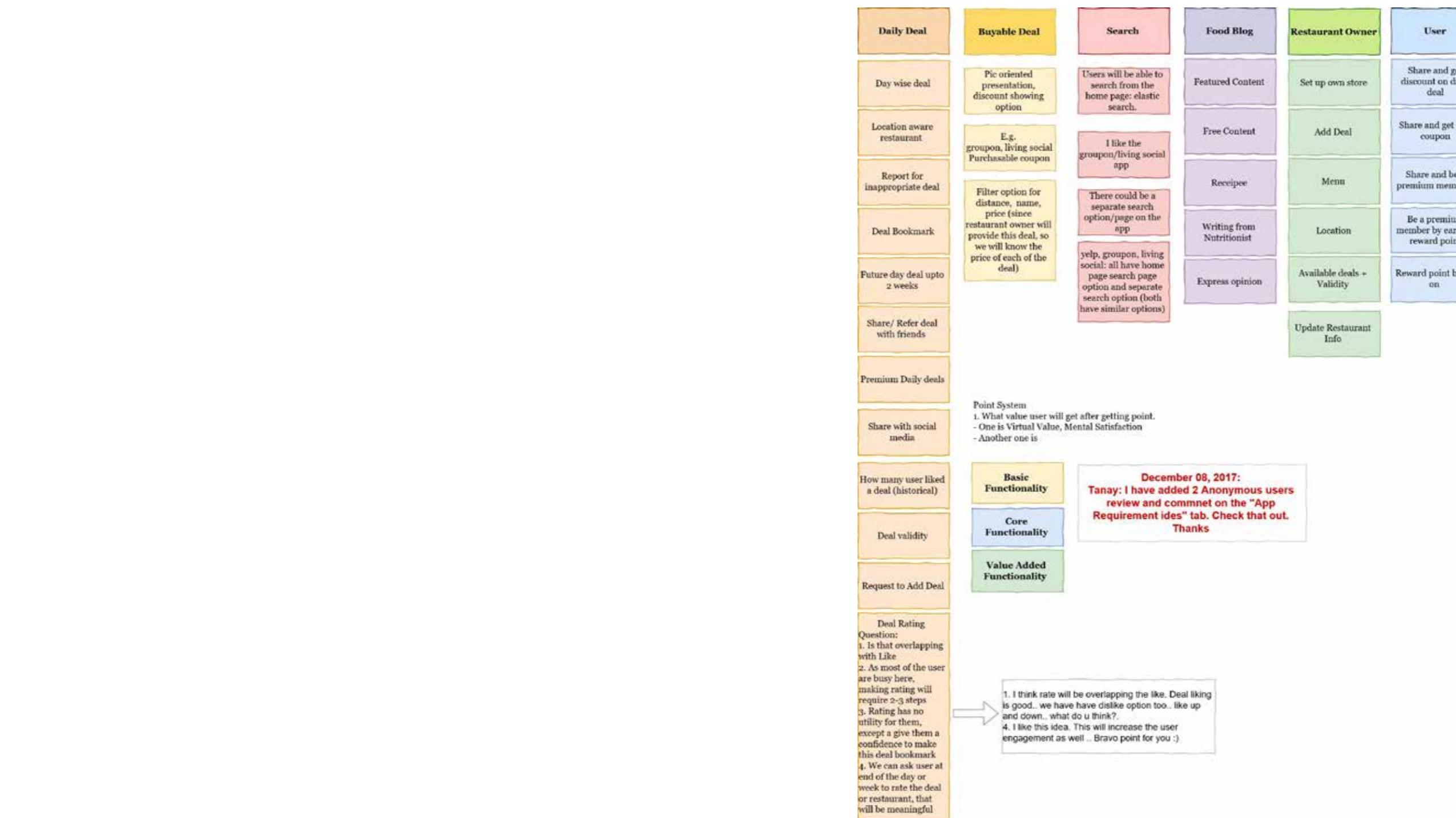
All deals in one place



Client: Grub Dealz Ltd

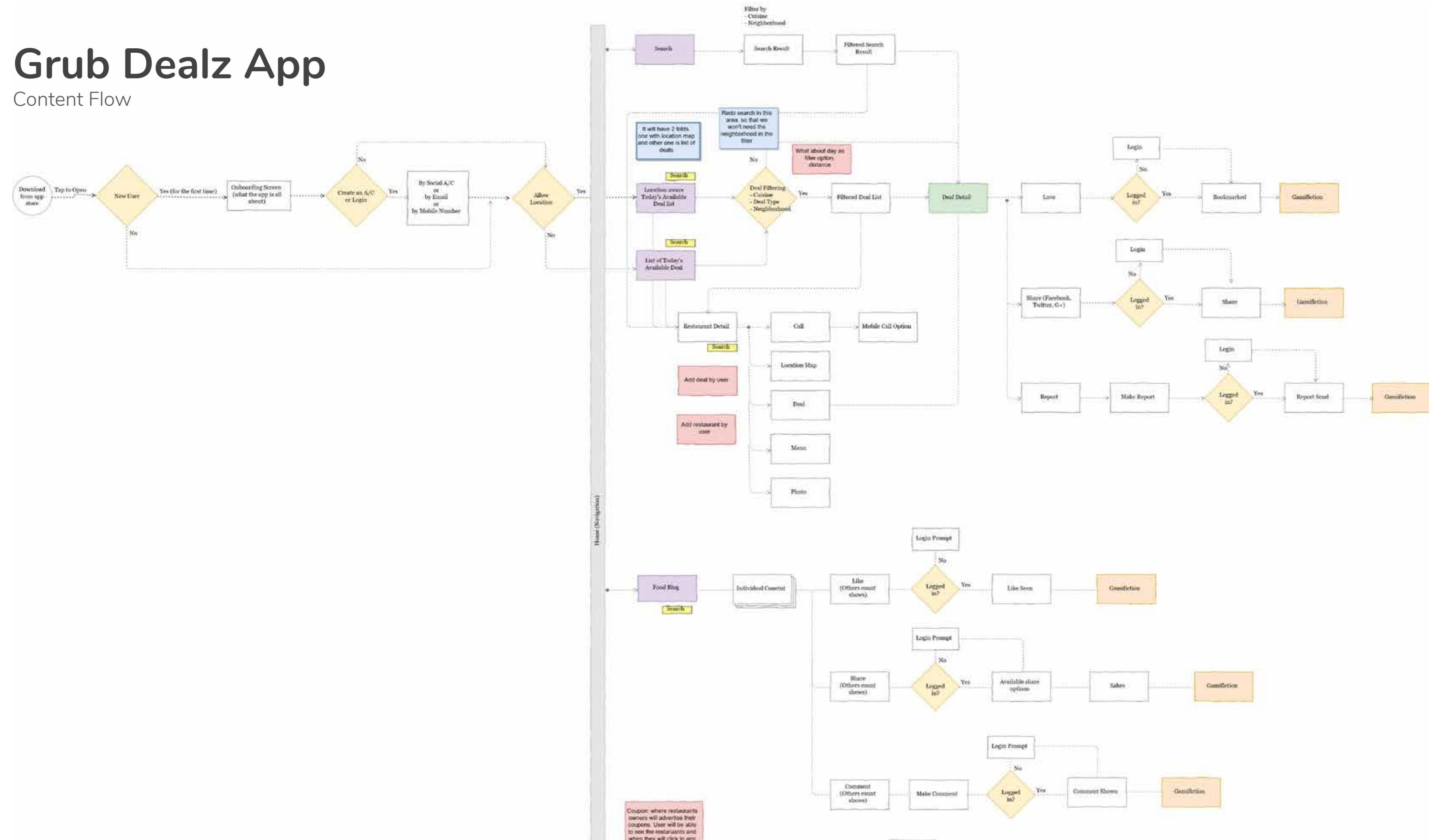
BR Analysis + Secondary Research + IA + Wireframe + UI

Affinity Diagram



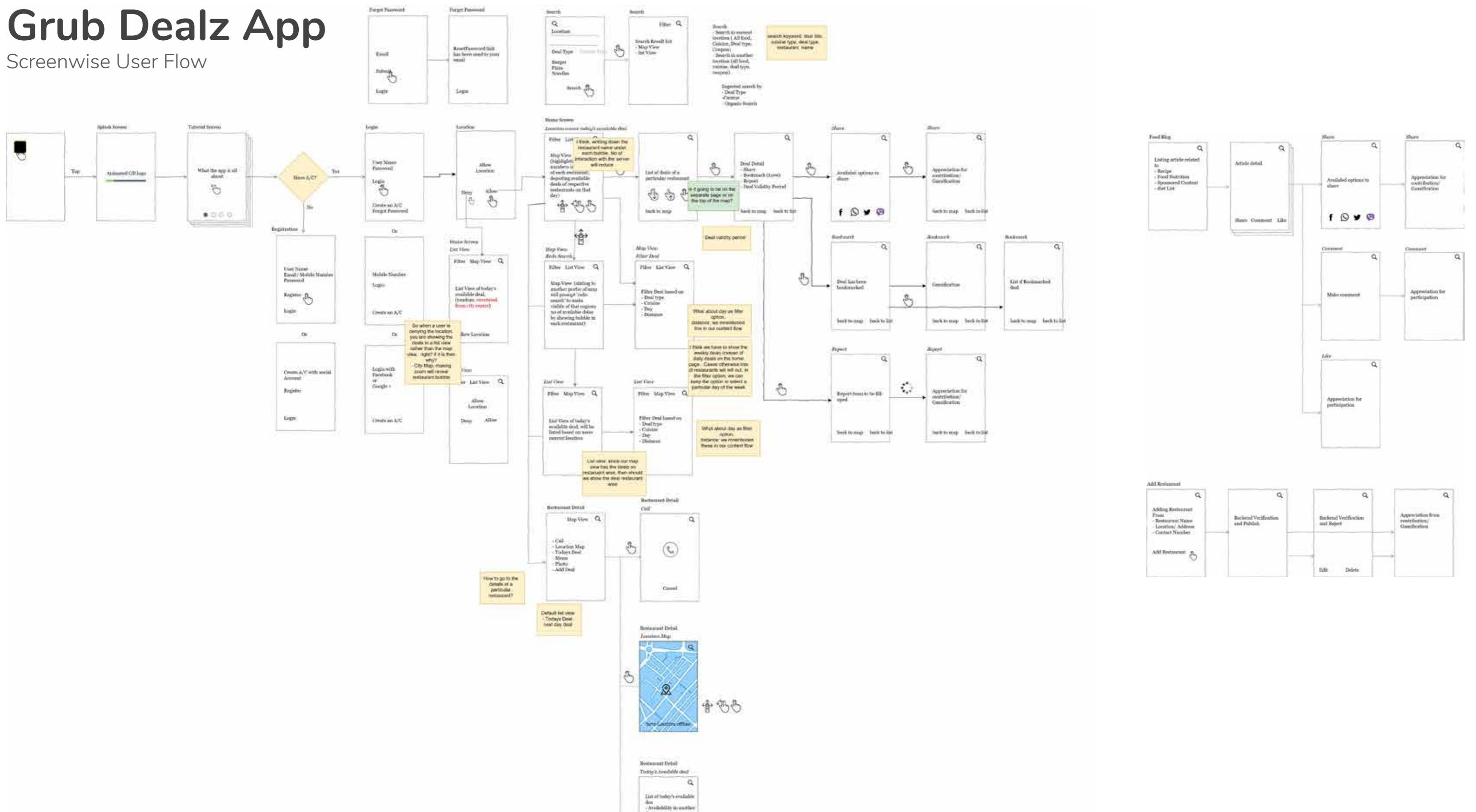
Grub Dealz App

Content Flow



Grub Dealz App

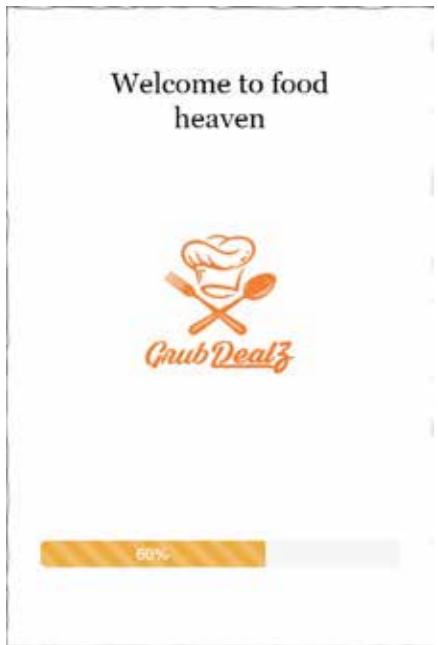
Screenwise User Flow



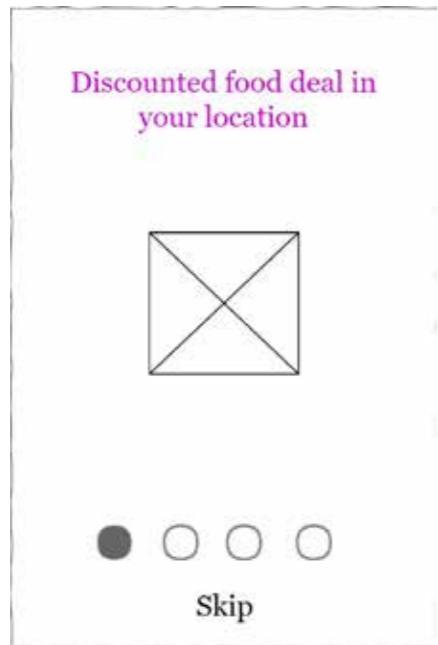
Grub Dealz

Mid-fi-Wireframe

Splash Screen



Tutorial Screen



Checking credential



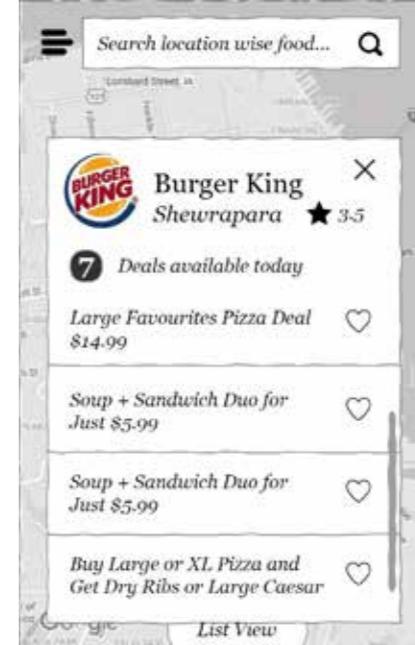
Create an Account- Correct input



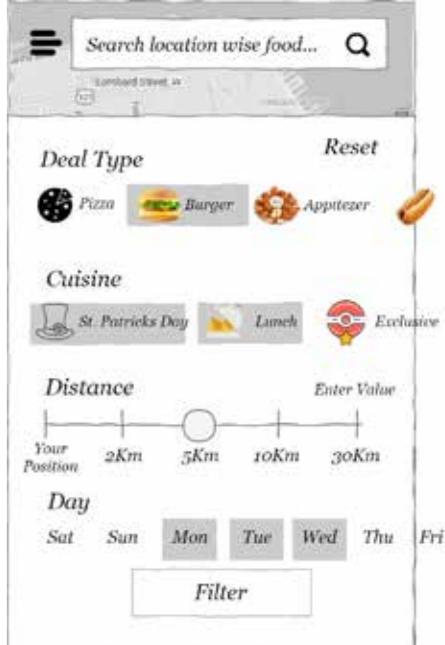
Onboarding Screen- Default



Onboarding Screen- List of Food



Choosing Options



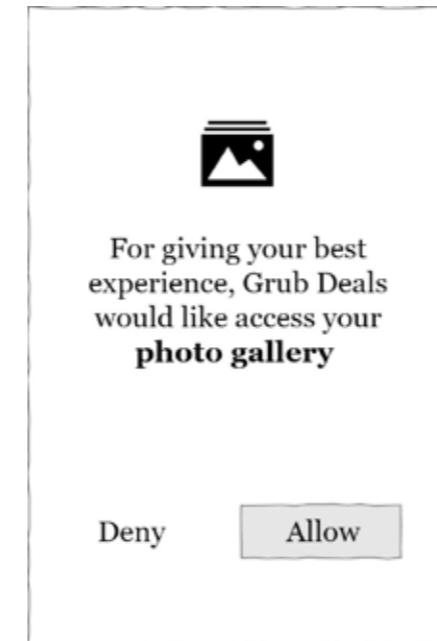
Login



Create an Account- Invalid Input



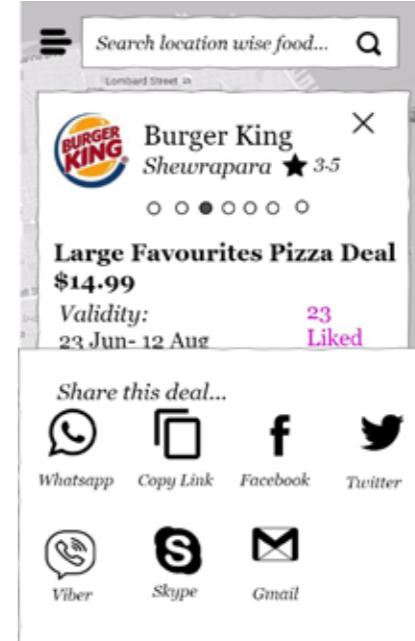
Gallery Access



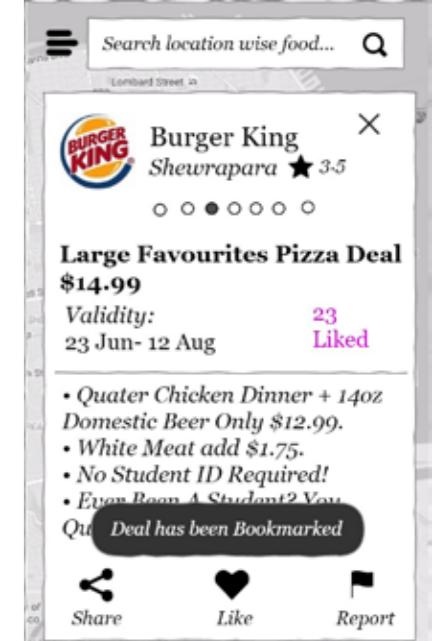
Onboarding Screen- zoom



Onboarding Screen- Share



List View_Deal Detail



Grub Dealz

Mid-fi-Wireframe

Restaurant Detail- Deals

This wireframe shows a restaurant detail page for Burger King. At the top, there's a search bar with placeholder text "Search location wise food..." and a magnifying glass icon. Below it is a circular rating indicator with five stars and a camera icon. The main content area features the Burger King logo, a 5-star rating, the name "Shewrapra", and a dropdown arrow. A prominent "Add Deal" button is located on the right. Below this, a navigation bar has tabs for "Deals" (selected), "Menu", "Call", and "About". The "Today's Deal" section lists four deals with small heart icons for favoriting. The "Tomorrow's Deal" section lists three deals with heart icons. At the bottom, a calendar shows events from Monday, 27 Mar to Saturday, 31 Mar, each marked with a red circle containing the number 4. A footer bar at the very bottom contains the text "12 Reviews" and a 5-star rating icon.

Menu

This wireframe shows the same restaurant detail page as the previous one, but the "Menu" tab is selected. It displays a "FAST FOOD MENU" card with various items like Large Favourites Pizza, Hamburgers, and French Fries, each with a price and a small heart icon. Below the menu is a "Deals" section with three deals and a "Photo Upload" section with "Gallery" and "Camera" buttons.

Photo Upload

This wireframe shows a photo upload interface. It includes a search bar, a circular rating indicator, and a camera icon. The main area shows a progress bar at 3/3 with a "Cancel" button. Below this is another "Photo Upload" section with "Gallery" and "Camera" buttons.

Comment

This wireframe shows a comment post screen. It has a back arrow, a "Make Comment" button, and a "Cancel" button. The main area contains a user profile picture, a timestamp "Few Moments Ago", and a text input field with placeholder text "Any of the cheeses would be my ultimate indulgence. Bringsback memories of walking the Dordogne with cheese". Below this is a "Address" section with a location pin and a "Location(s) in Map" button. Another comment by "Shwrapra Branch" is shown, followed by a "Report" button.

Restaurant Search- Suggested

This wireframe shows a search results page for "Mirpur o2". It includes a location pin, a "Done" button, and a list of suggested restaurants: "Mirpur o2, KFC", "Mirpur 10, KFC", "Dhanmondi, KFC", and "Gulshan, KFC". Below the list is a map showing the area around Mirpur o2 with several location pins.

Search

This wireframe shows a search interface for "Mirpur o2". It has a search bar with placeholder text "Burger" and "Chicken Biriyani", and a "Search" button. Below the search bar is a map of the area with location pins. A "Lunch" filter is also present.

Filter

This wireframe shows a filter interface. It includes a search bar with placeholder text "Diet list" and "Reciepe", and a "Reset" button. Below the search bar are two sections: "Sponsored" and "Nutrition", each with a "Filter" button. A large "Filter" button is located at the bottom right.

Default Search View

This wireframe shows a search view with a map and search filters. It includes a search bar with placeholder text "Write location, Restaurant", and filters for "Find Deal by Deal Type" and "Find Deal by Cuisine". Below the search bar is a map of an area with location pins.

Make Comment

This wireframe shows a comment post screen with a back arrow, a "Publish" button, and a text input field with placeholder text "Wild Green Paleo Pie – Foraging the wilderness for food".

Deal Type Search- selected

This wireframe shows a deal type search interface for "Mirpur". It includes a search bar with placeholder text "Pizza" and "Chicken Biriyani", and a "Search" button. Below the search bar is a list of selected categories: "Sharma", "Pizza", "Chicken Biriyani" (with a checked checkbox), "Kacchi", "Sharma", "Pizza", "Chicken Biriyani" (with a checked checkbox), and "Kacchi". A calendar for November 2015 is also visible.

Add Deal

This wireframe shows an add deal interface. It includes a search bar with placeholder text "Search location wise food...", a "Search" button, and a "Availability" section with a date picker for "from" and "to". Below the availability section is a calendar for November 2015. A "Post" button is located at the bottom right.

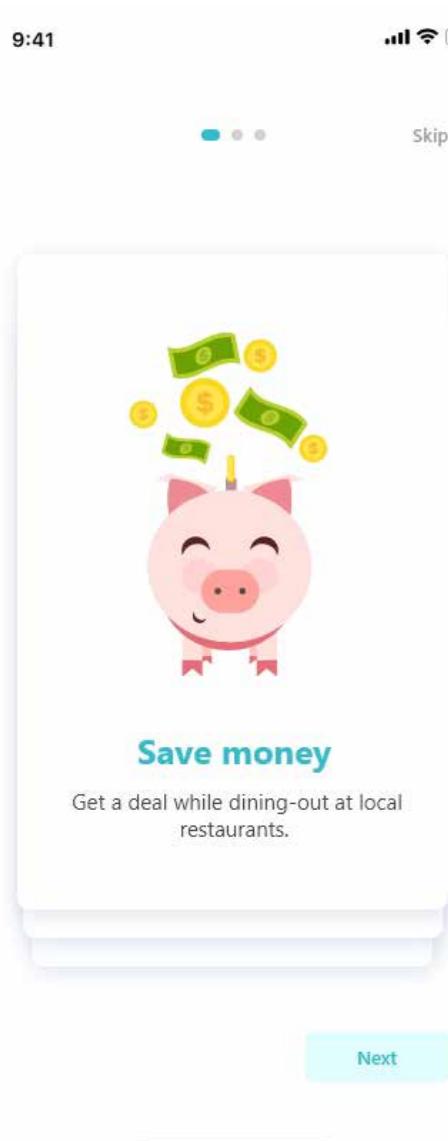
Post

This wireframe shows a post interface. It includes a search bar with placeholder text "Wild Green Paleo Pie – Foraging the wilderness for food", and a "Search" button. Below the search bar is a text input field with placeholder text "Did you know how easy it is to...". At the bottom are sharing and heart icons.

Grub Dealz

UI

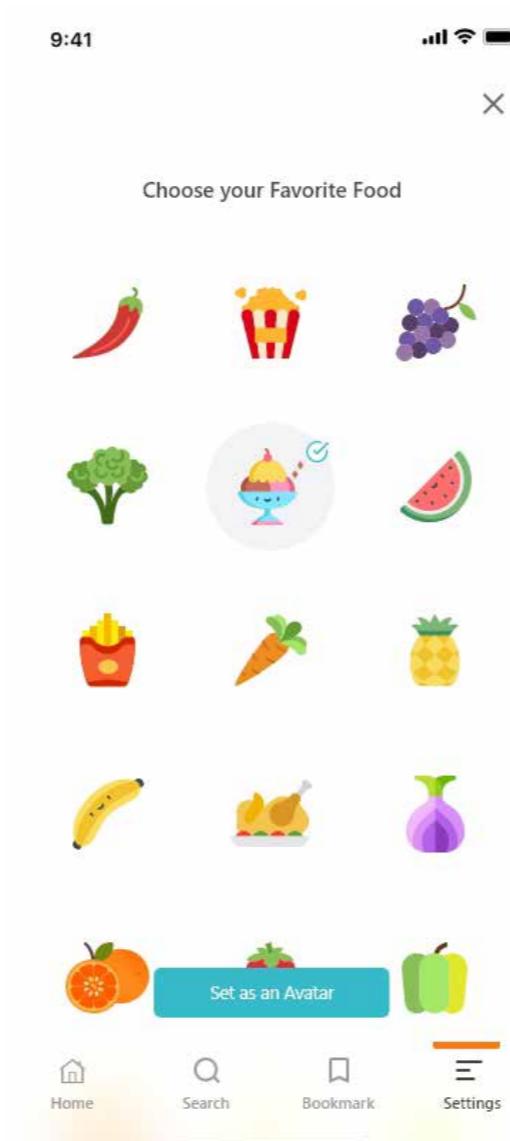
Walkthrough Screen



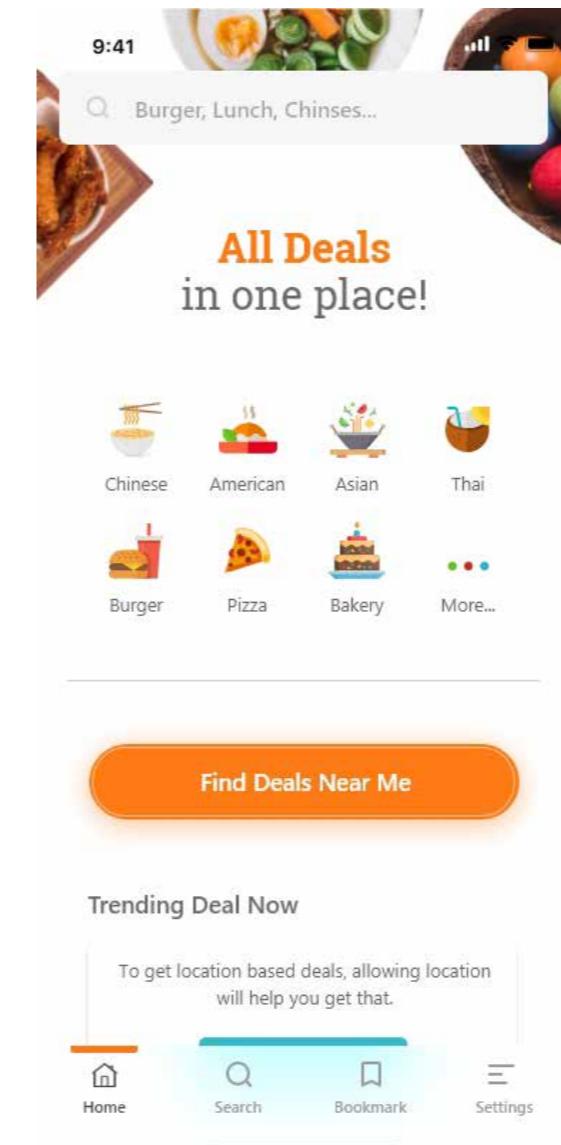
Permission



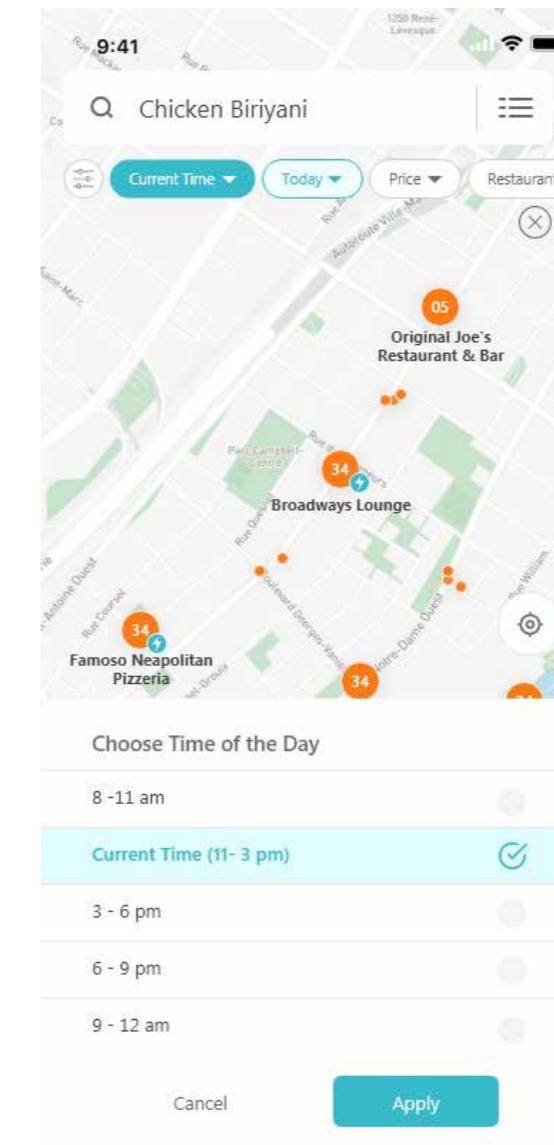
Choose Avatar



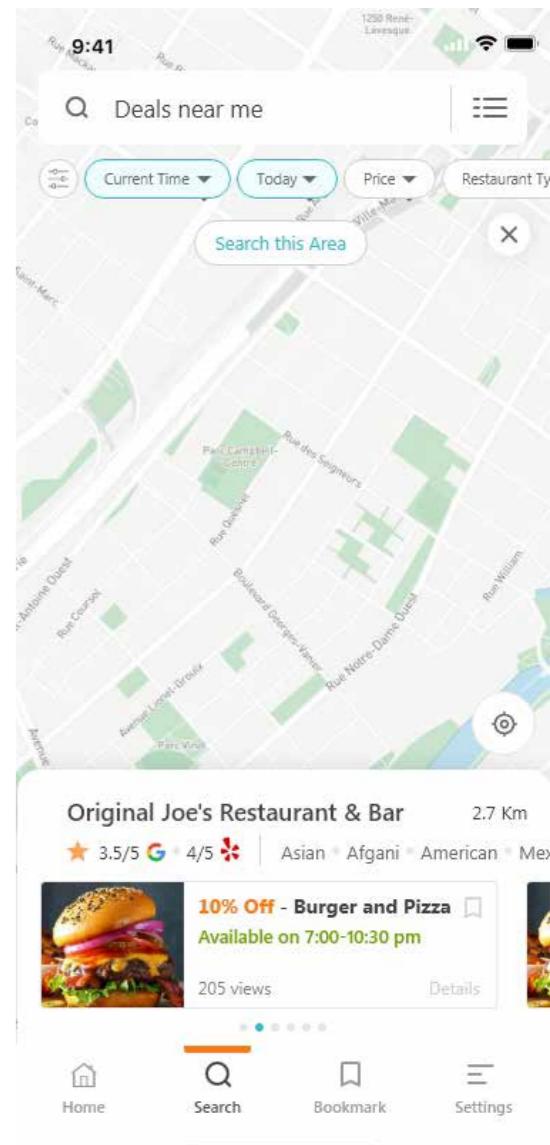
Home



Map Filter



Deals in Map



Grub Dealz

UI

Popular Cuisine

9:41

Popular Cuisine

African (3) Alcoholic Drinks (14) American (12)

Appetizers (34) Asian (34) Bakery (34)

Beverage (12) Burger (13) Chinese (23)

Coffee/ Tea (2) Desserts (23) Fish and Chips (23)

Indian (76)

Available on 4:00-6:00 pm

10% Off - Burger and Pizza
Memories Fine Dining Restaurant & Lounge
Available on 4:00-6:00 pm

Spend \$50 Get \$10 Off - Pizza Gift Card
Memories Fine Dining...
Available on 7:00-10:30 pm

Yesterday- Thursday, 09 May

10% Off - Burger and Pizza
Memories Fine Dining Restaurant & Lounge
Available (next Sat-Sun-Mon-Wed)

Home Search Bookmark Settings

Deals List View

9:41

Search: Chicken Biriyani

Current Time Today Price Restaurant Type

Original Joe's Restaurant & Bar 2.7 Km

3.5/5 G 4/5 Asian Afgani American Mexican

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

205 views Details

Broadways Lounge 2.7 Km

3.5/5 G 4/5 American

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

205 views Details

Famoso Neapolitan Pizzeria 2.7 Km

3.5/5 G 4/5 American

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

205 views Details

Home Search Bookmark Settings

Deal Detail

9:41

Original Joe's Restaurant 2.7 Km

3.5/5 G 4/5 Asian Afgani American Mexican

Deals Menu Review Photos

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

205 views Details

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

Validity Period: 24 June 205 views

Deal Details:
\$3 New Mini Raspberry Swirl Cheesecake. Just In Time For Summer. Our new cheesecake has arrived! With just the right amount of sweetness, tartness and richness, this delicious indulgence is the perfect size, too.

Today's Deal Future Deal

08-11 am

Current Time

10% Off - Burger and Pizza
205 views

Home Search Bookmark Settings

Restaurent Detail

9:41

Original Joe's Restaurant & Bar 2.7 Km

3.5/5 G 4/5 Asian Afgani American Mexican

Deals Menu Review Photos

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

205 views Details

Original Joe's Restaurant & Bar 2.7 Km

3.5/5 G 4/5 Asian Afgani American Mexican

Block: G/a, 05/12, Dhanmondi, Dhaka-1216

Hour of Operation: Close Now

f m t

Deals Menu Review Photos

Today's Deal Future Deal

08-11 am

Current Time

10% Off - Burger and Pizza
205 views

Home Search Bookmark Settings

Gallery

9:41

Original Joe's Restaurant & Bar 2.7 Km

3.5/5 G 4/5 Asian Afgani American Mexican

Deals Menu Review Photos

10% Off - Burger and Pizza
Available on 7:00-10:30 pm

205 views Details

Original Joe's Restaurant & Bar 2.7 Km

3.5/5 G 4/5 Asian Afgani American Mexican

Block: G/a, 05/12, Dhanmondi, Dhaka-1216

Hour of Operation: Close Now

Deals Menu Review Photos

Today's Deal Future Deal

08-11 am

Current Time

10% Off - Burger and Pizza
205 views

Home Search Bookmark Settings

Allow Location

9:41

Chicken Biriyani

To get location based deals, allowing location will help you get that.

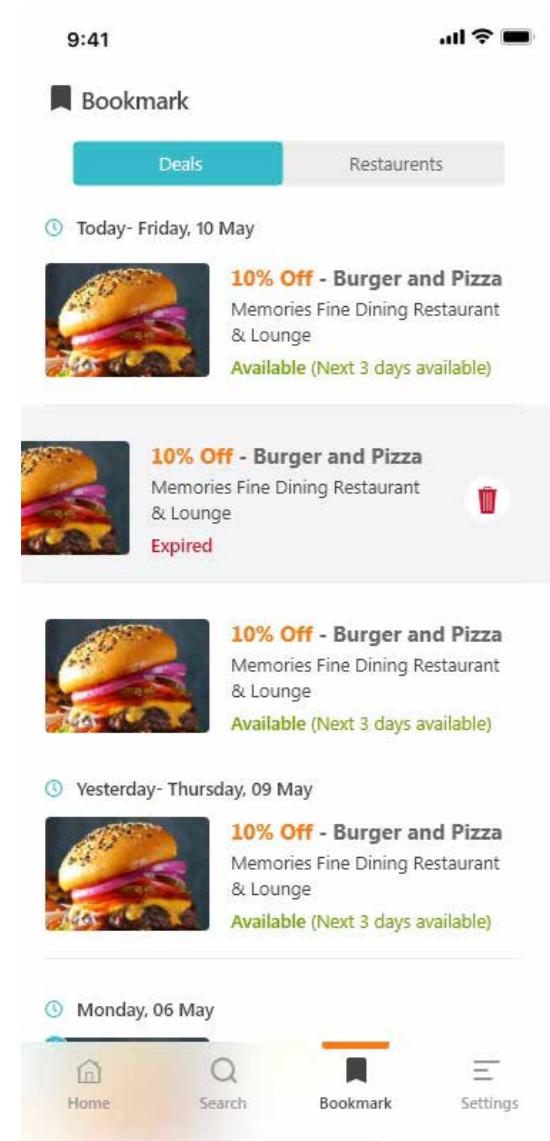
Allow Location

Home Search Bookmark Settings

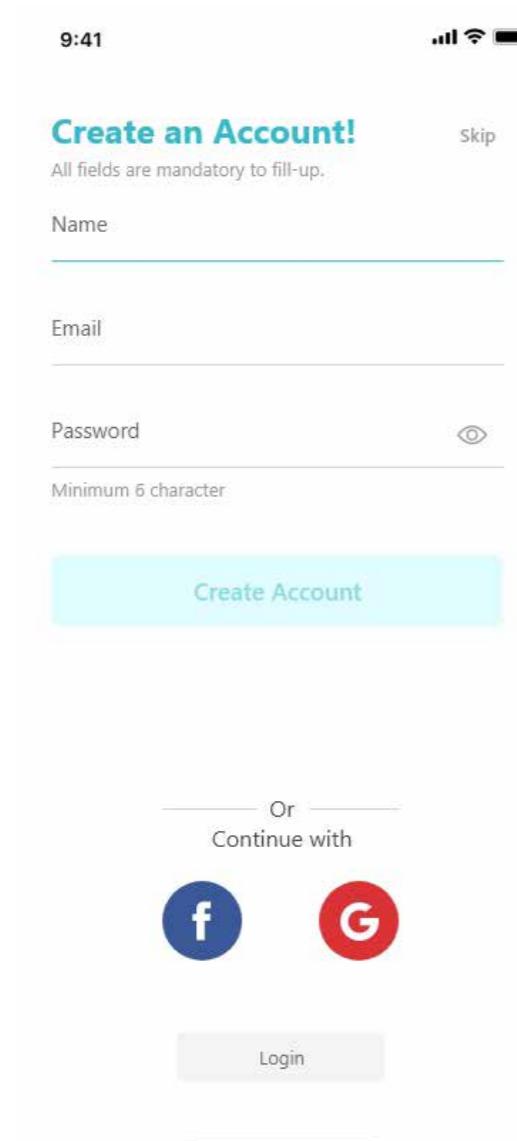
Grub Dealz

UI

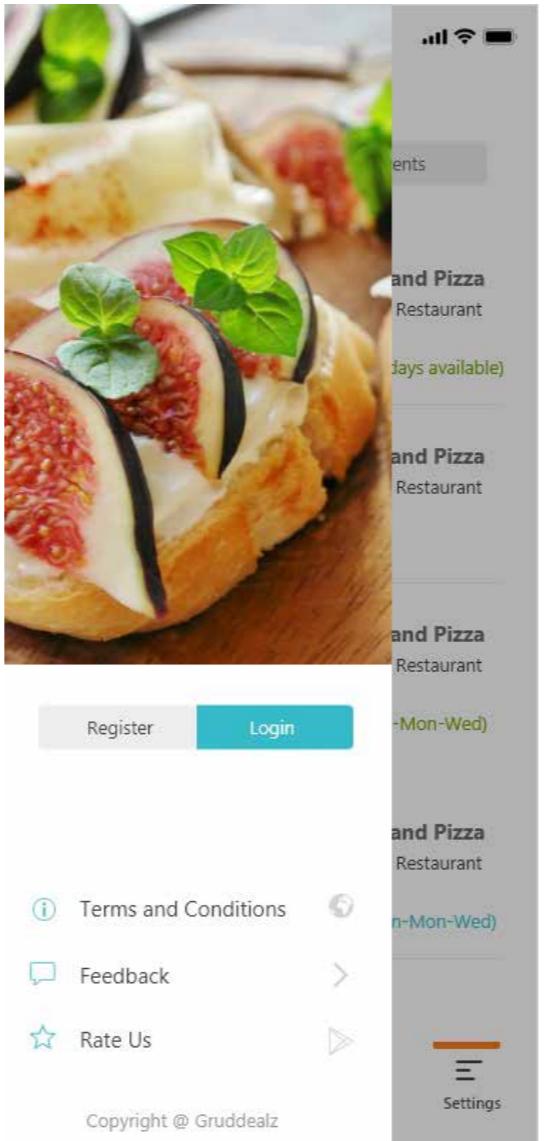
Bookmark



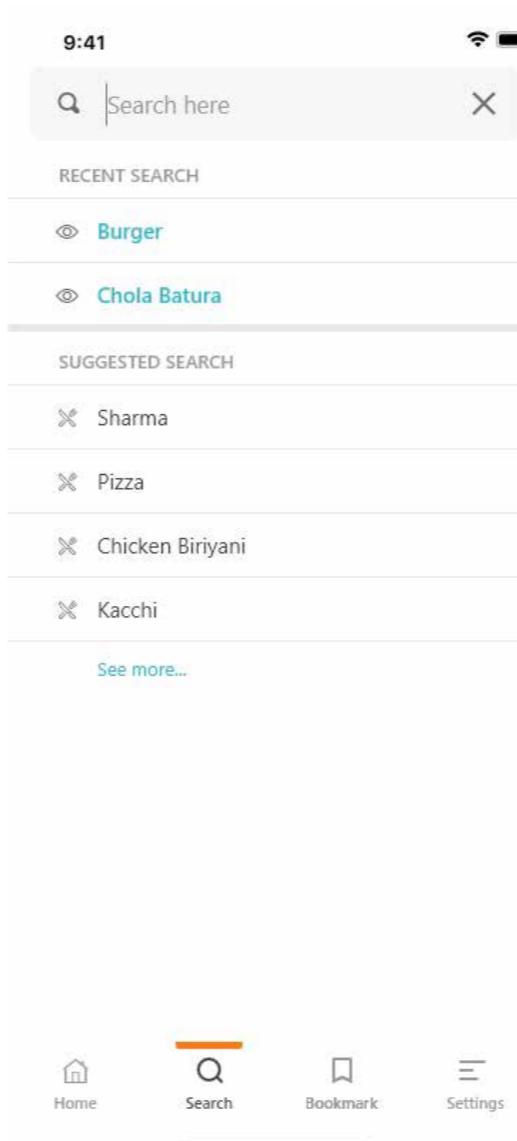
Create an Account



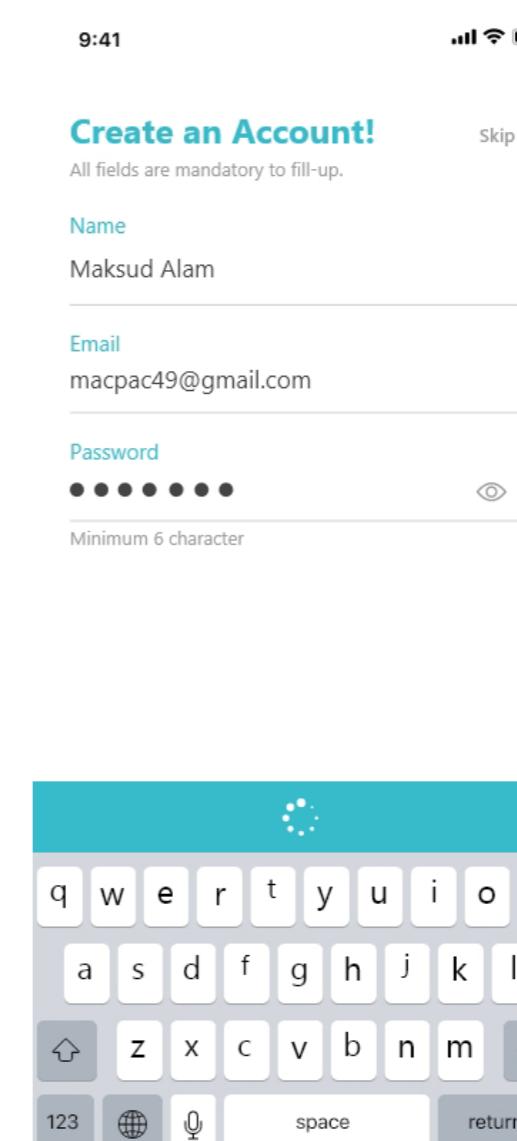
Left Drawer



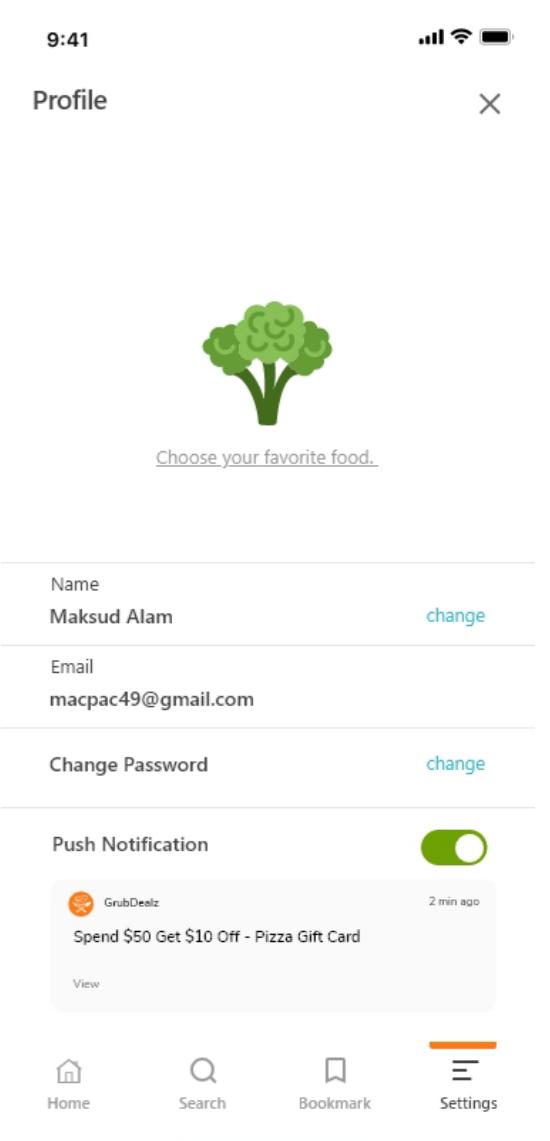
Search Suggestion



Create an Account



Profile



Priyojon



12:30

Create Account **Welcome!** **Create**

STEP 01 It's Free and always will be.

First and Last Name (required)

Male Female Others

Email

Password (required)

Min 6 digit, Alphabet and Digit

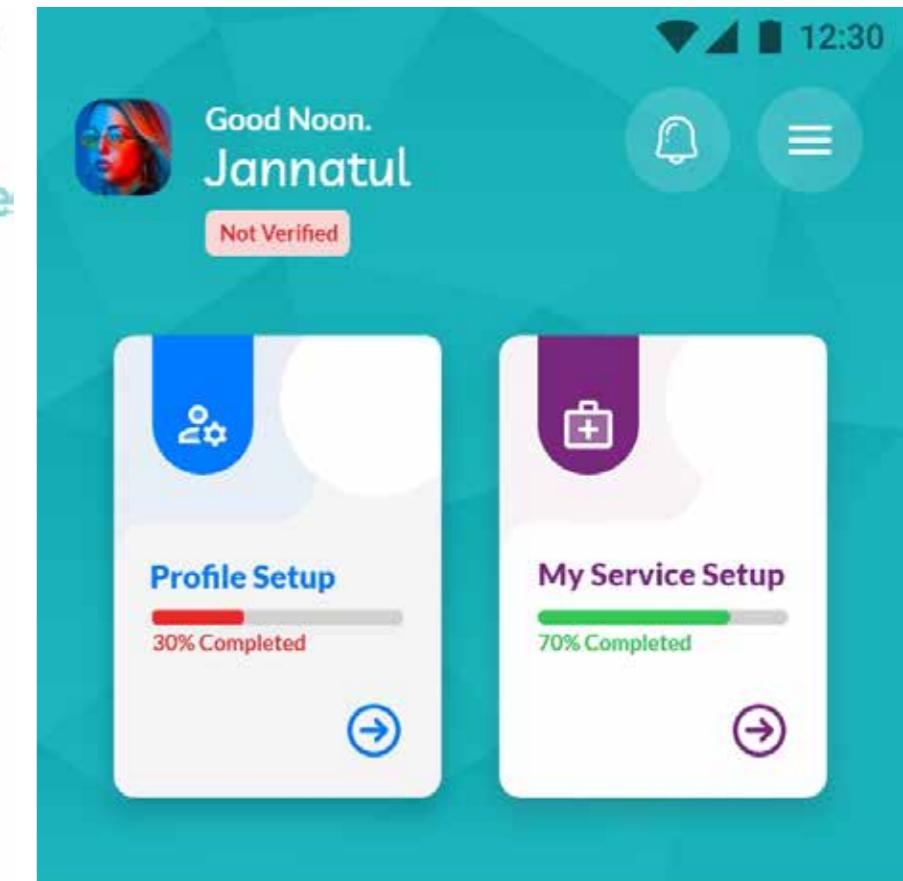
Great! Next →

Mobile Number (required)

Forgot Password? Reset

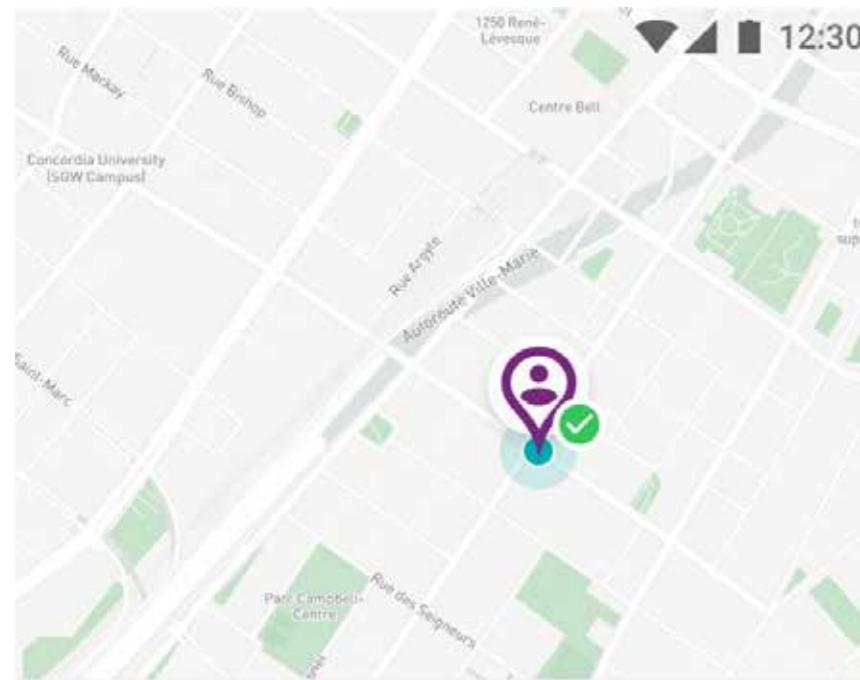
1 2 3 4 5 6 7 8 9 0
q w e r t y u i o p
a s d f g h j k l ñ
z x c v b n m ×
? ! , . →

12:30



Current Order

UI



On Demand
Scheduled

Attendant for Hospital Visit

Service Seeker

Leya Ajanta Mondol
Block: G/1, 05/12, Mohammadpur, mirpur-13,
Dhaka 1216
Reached

Reject Start

Profile

Leya Ajanta Mondol
Instrumental Activities of Daily Living (IADL)

Edit Profile

45% Completed

232 Patient Served 3.5 Rating out of 5

Gender Female Height 5ft- 7in Weight 75 Kg

Mobile Number: 0125458696

Email Address: Bangla, English

ACADEMIC EDIT

On Demand Details

Services

Attendant for Hospital Visit Blood Infusion

Service is getting

Leya Ajanta Mondol PROFILE

now serving

00:34:25

hour min sec

Finish

Profile Setup

Academic Professional

Award

Care Mother Award

Mother Teresa Award

Document Attachment*

License Document.jpeg 2.5
20 Sec

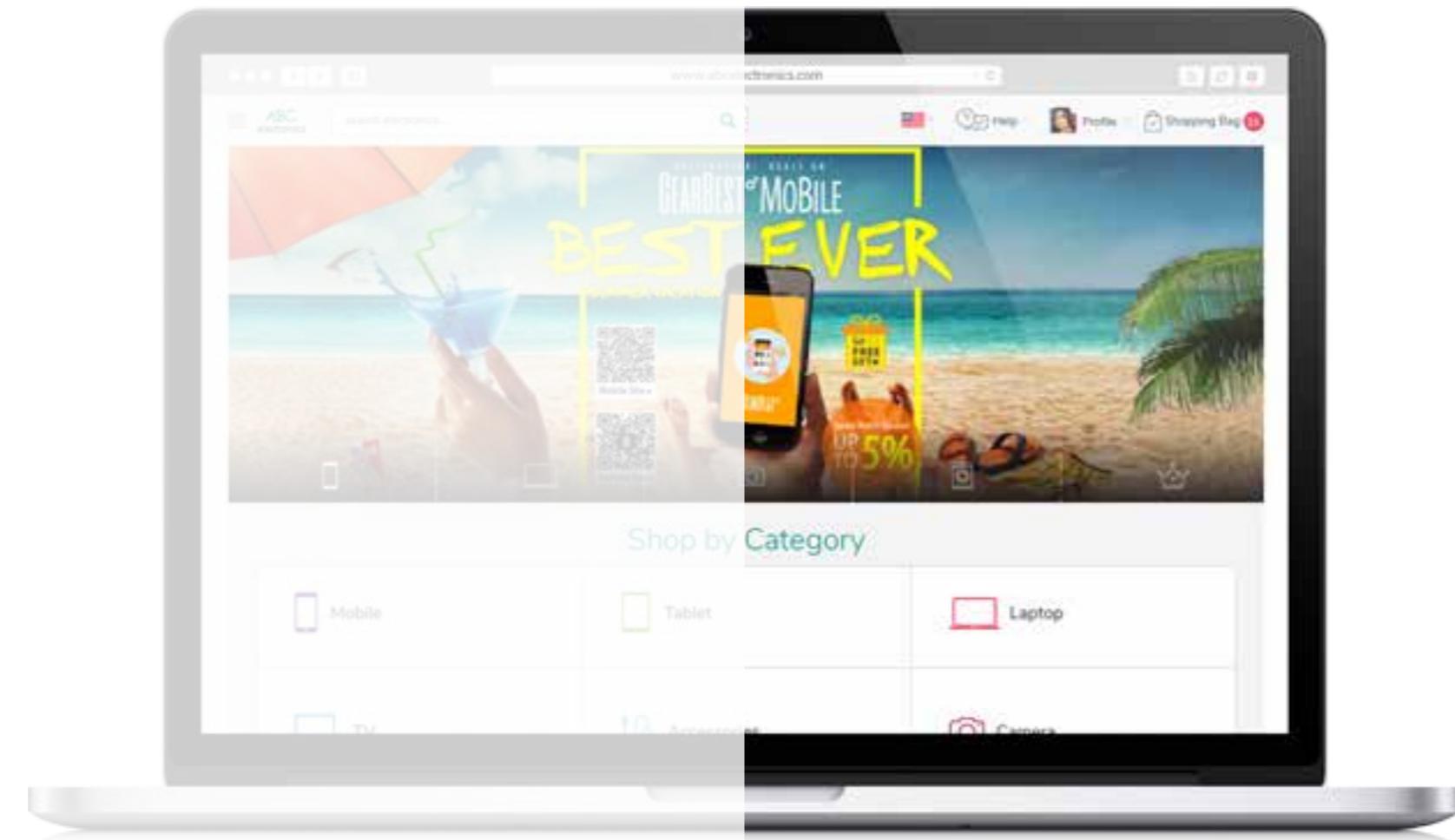
License Document

Gallery

5 images shown

ABC Electronics

All elctrnics in one place



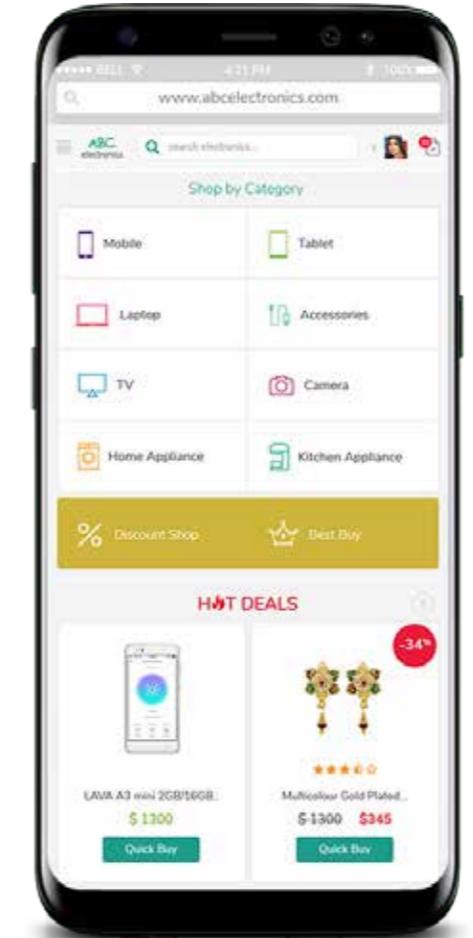
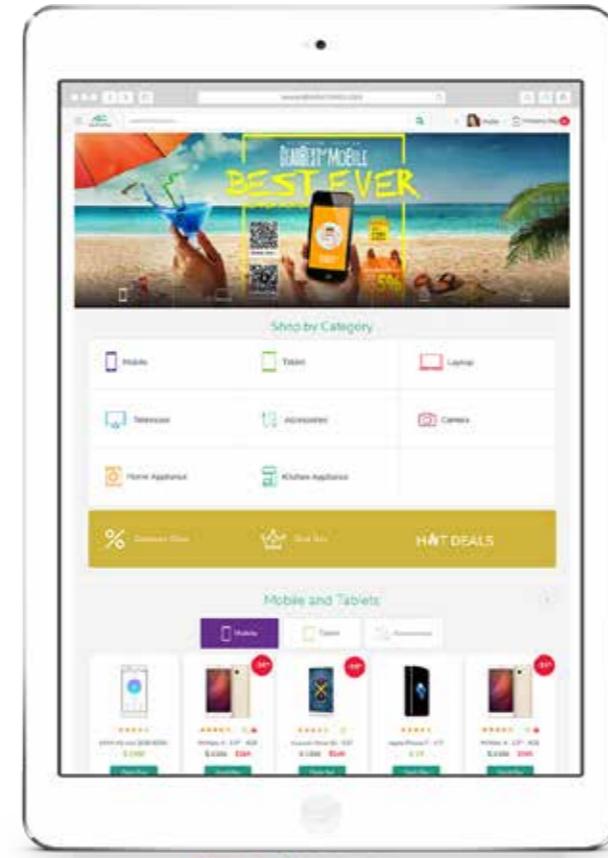
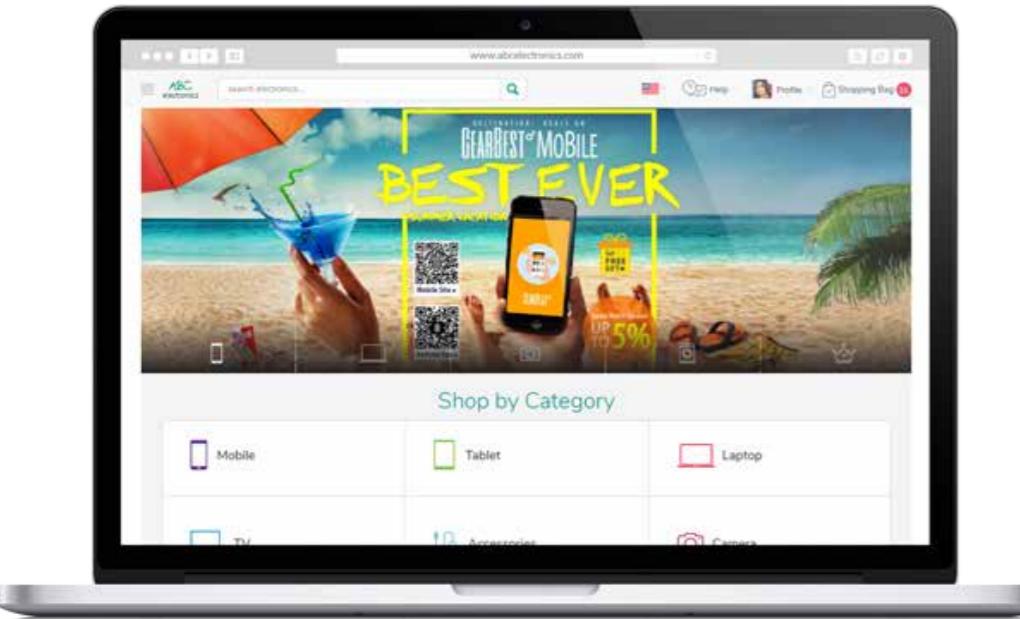
Client: ShorGoal

BR Analysis + Secondary Research + IA + Wireframe + UI

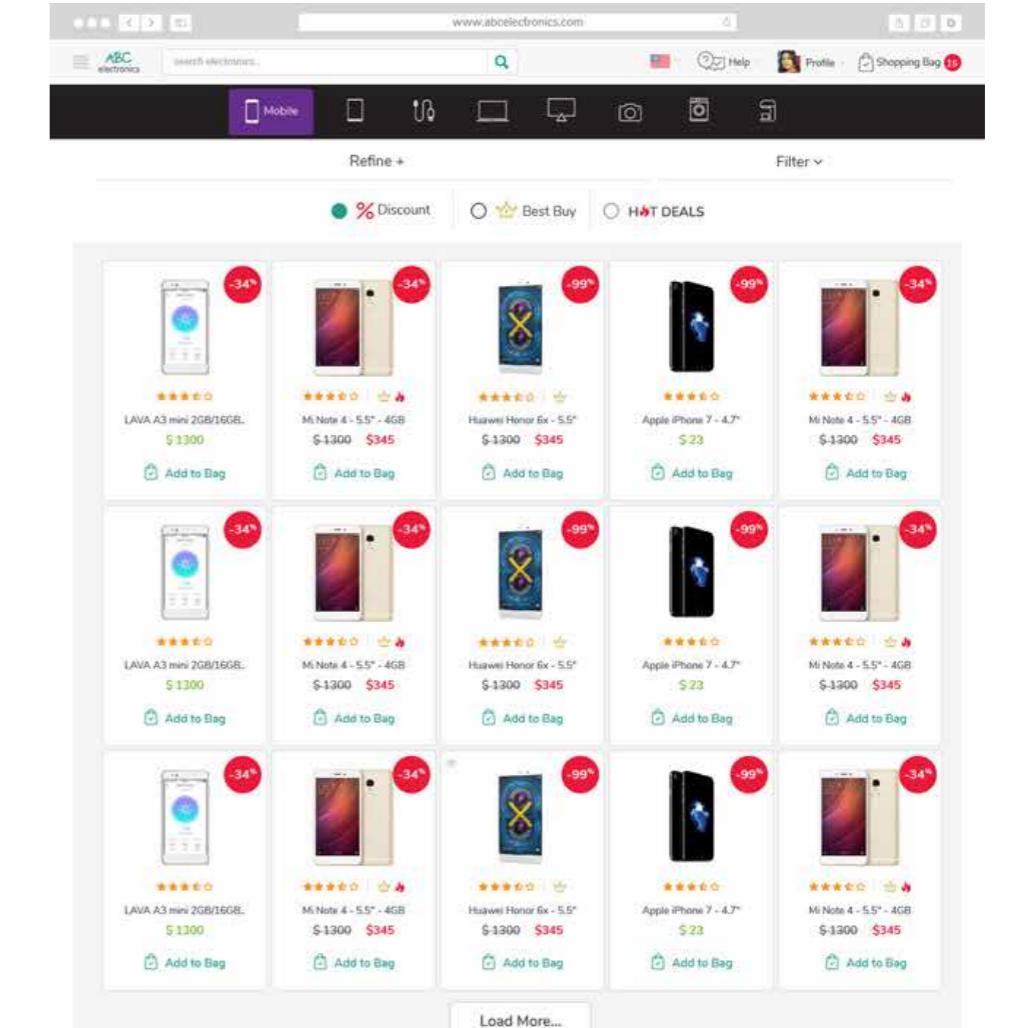
ABC Electronics

UI- Desktop, Tab and Mobile View- Desktop, Tab and Mobile View

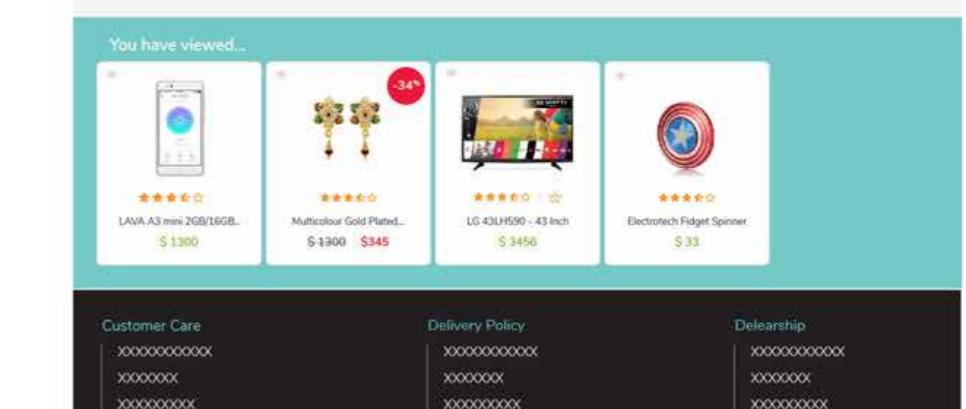
Home



Gallery of particular



Deaktop



ABC Electronics

UI- Desktop, Tab and Mobile View

Gallery of particular

The desktop view displays a grid of mobile phones from various brands like LAVA, MI, and Honor. Each phone is shown with its name, screen size, RAM, storage, price, and a red discount badge indicating a 34% discount. Below the grid, there's a section titled "You have viewed..." showing previous items. At the bottom, there are links for Customer Care, Payment Method, and Delivery Policy.

Tab

The mobile view is similar to the desktop one, displaying a grid of mobile phones with their details and discount badges. The interface is optimized for smaller screens, with the same layout and branding.

Mobile

Filter

A detailed view of the filter modal on a desktop browser. It allows users to refine their search by selecting brands (micromax, SAMSUNG, Microsoft, htc, helio, LAVA, infinix, apple, mi, huawei, oppo), processors, and colors. There are also "Clear All" and "Apply" buttons at the bottom.

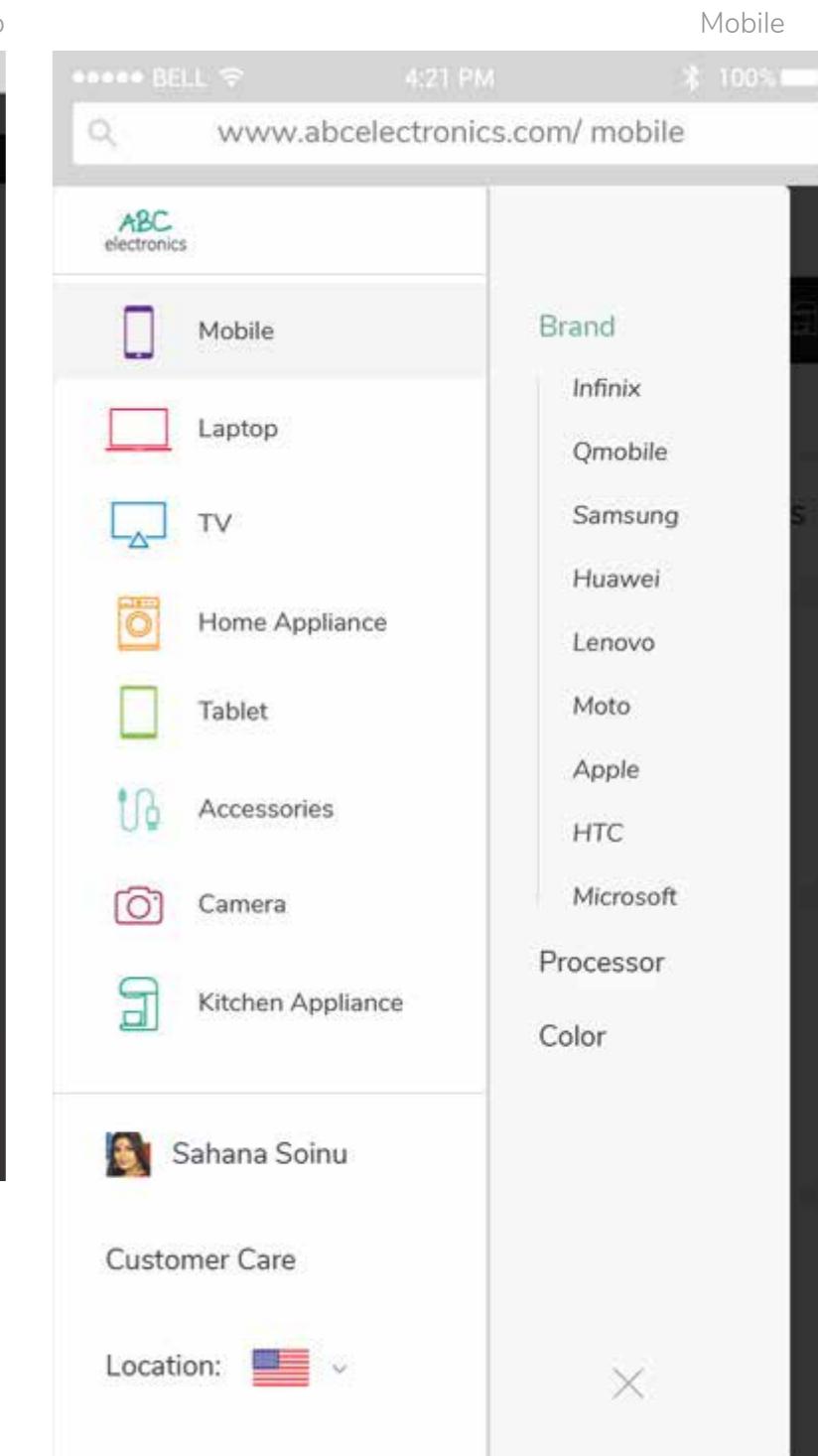
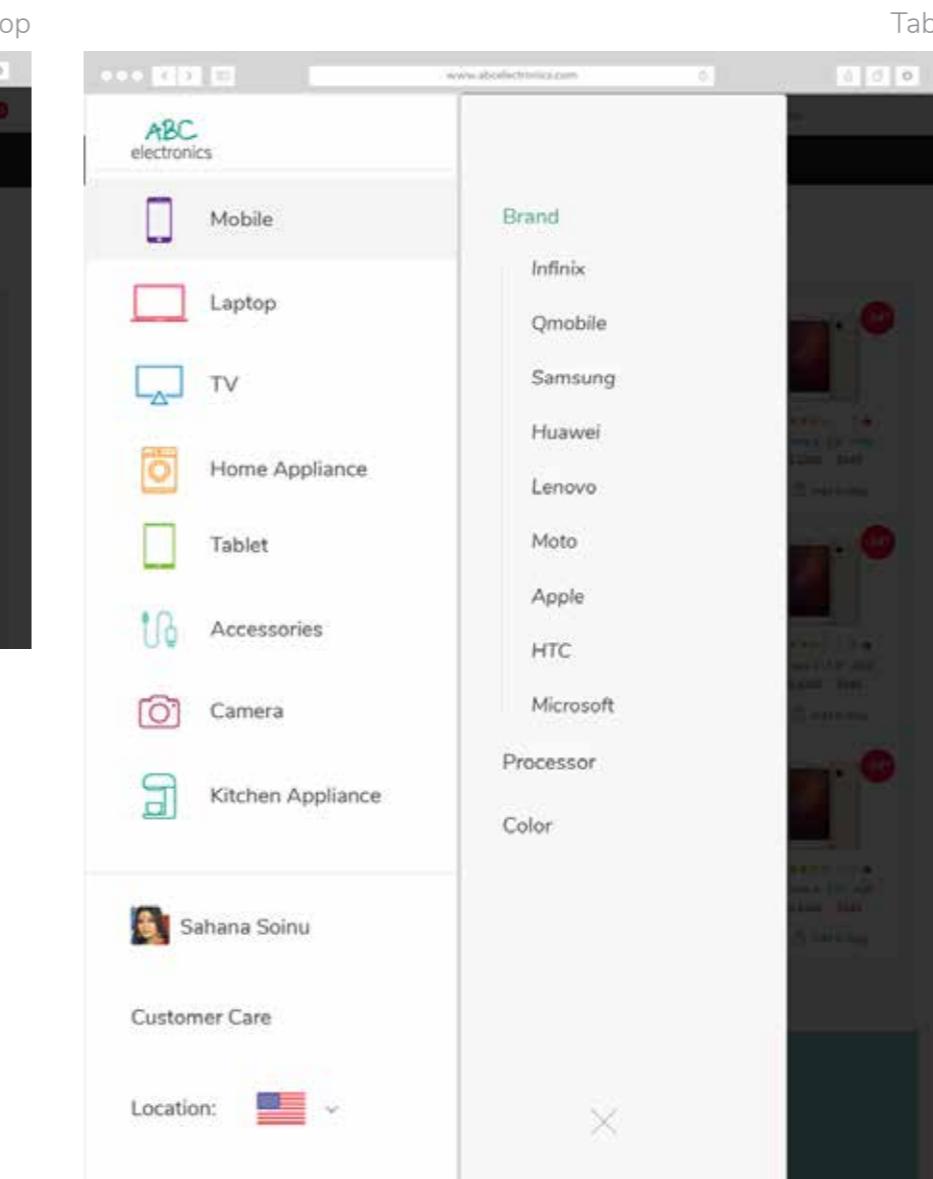
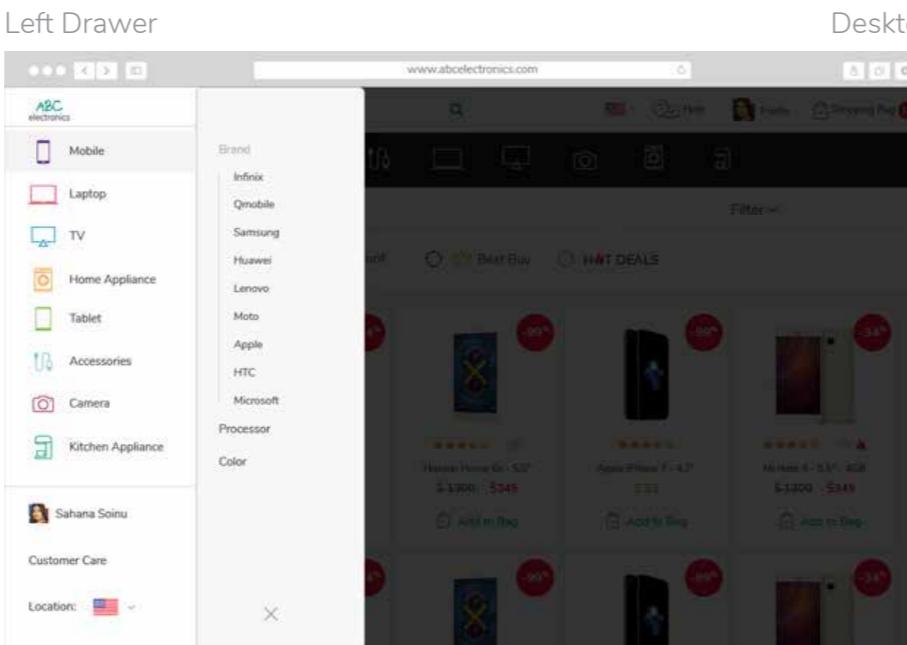
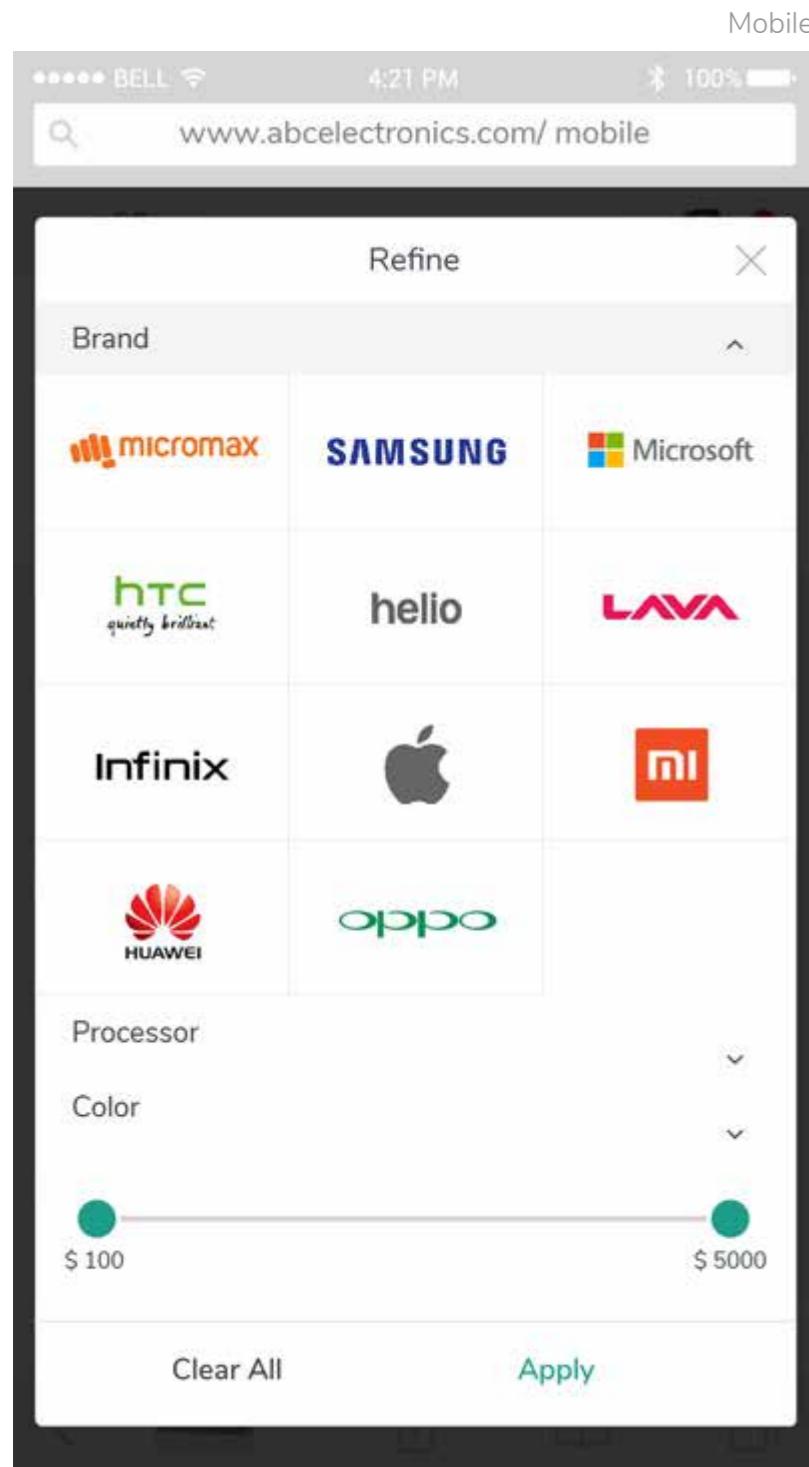
Desktop

A second desktop view of the filter modal, showing the same branding and filtering options as the first one. The modal is overlaid on a background of the product grid.

Tab

ABC Electronics

UI- Desktop, Tab and Mobile View



Mobile

ABC Electronics

UI- Desktop, Tab and Mobile View

Product detail and buy

Desktop

Product Code: 0098ght Availability: In Stock

Mi Note 4 - 5.5", 16GB, 2GB RAM - 13 MP Camera, 4G LTE, Silver

\$1300 **\$345** -34%

Add to Bag Buy

Review Description Specification Return Policy

★★★★★ (4.3) Write a Review

Product needed with this

LAVA A3 mini 2GB/16GB, \$1300 LAVA A3 mini 2GB/16GB, \$1300 LAVA A3 mini 2GB/16GB, \$1300

Customer Care Delivery Policy Dealership

xxxxxxxxxxxx
xxxxxx
xxxxxxxx
email:support@abcelectronics.com

Payment Method Order Tracking

xxxxxxxxxxxx
xxxxxx
xxxxxxxx

Follow us on: Subscribe for Newsletter email address...

Desktop

Tab

Product Code: 0098ght Availability: In Stock

LG SMART TV

\$1300 **\$345** -34%

Add to Bag Buy

Review Description Specification Return Policy

★★★★★ (4.3) Write a Review

Product needed with this

LAVA A3 mini 2GB/16GB, \$1300 LAVA A3 mini 2GB/16GB, \$1300 LAVA A3 mini 2GB/16GB, \$1300

Customer Care Delivery Policy Dealership

xxxxxxxxxxxx
xxxxxx
xxxxxxxx
email:support@abcelectronics.com

Payment Method Order Tracking

xxxxxxxxxxxx
xxxxxx
xxxxxxxx

Follow us on: Subscribe for Newsletter email address...

Tab

Mobile

Product Code: 0098ght Availability: In Stock

Mi Note 4 - 5.5", 16GB, 2GB RAM - 13 MP Camera, 4G LTE, Silver

\$1300 **\$345** -34%

Add to Bag Buy

Review Description Specification Return Policy

★★★★★ (4.3) Write a Review

Product needed with this

LAVA A3 mini 2GB/16GB, \$1300 LAVA A3 mini 2GB/16GB, \$1300 LAVA A3 mini 2GB/16GB, \$1300

Customer Care Delivery Policy Dealership

xxxxxxxxxxxx
xxxxxx
xxxxxxxx
email:support@abcelectronics.com

Payment Method Order Tracking

xxxxxxxxxxxx
xxxxxx
xxxxxxxx

Follow us on: Subscribe for Newsletter email address...

Mobile

Checkout

01 My Bag 02 Details 03 Delivery 04 Payment

Product

Apple iPhone 7 - 4.7" Color: Jet Black Quantity: 2 Unit Price: \$1300

LG 43LH590 - 43 Inch Size: 42" Quantity: 1 Unit Price: \$3456

Subtotal: \$3495 Vat (inclusive): \$123 Enter Promo Code

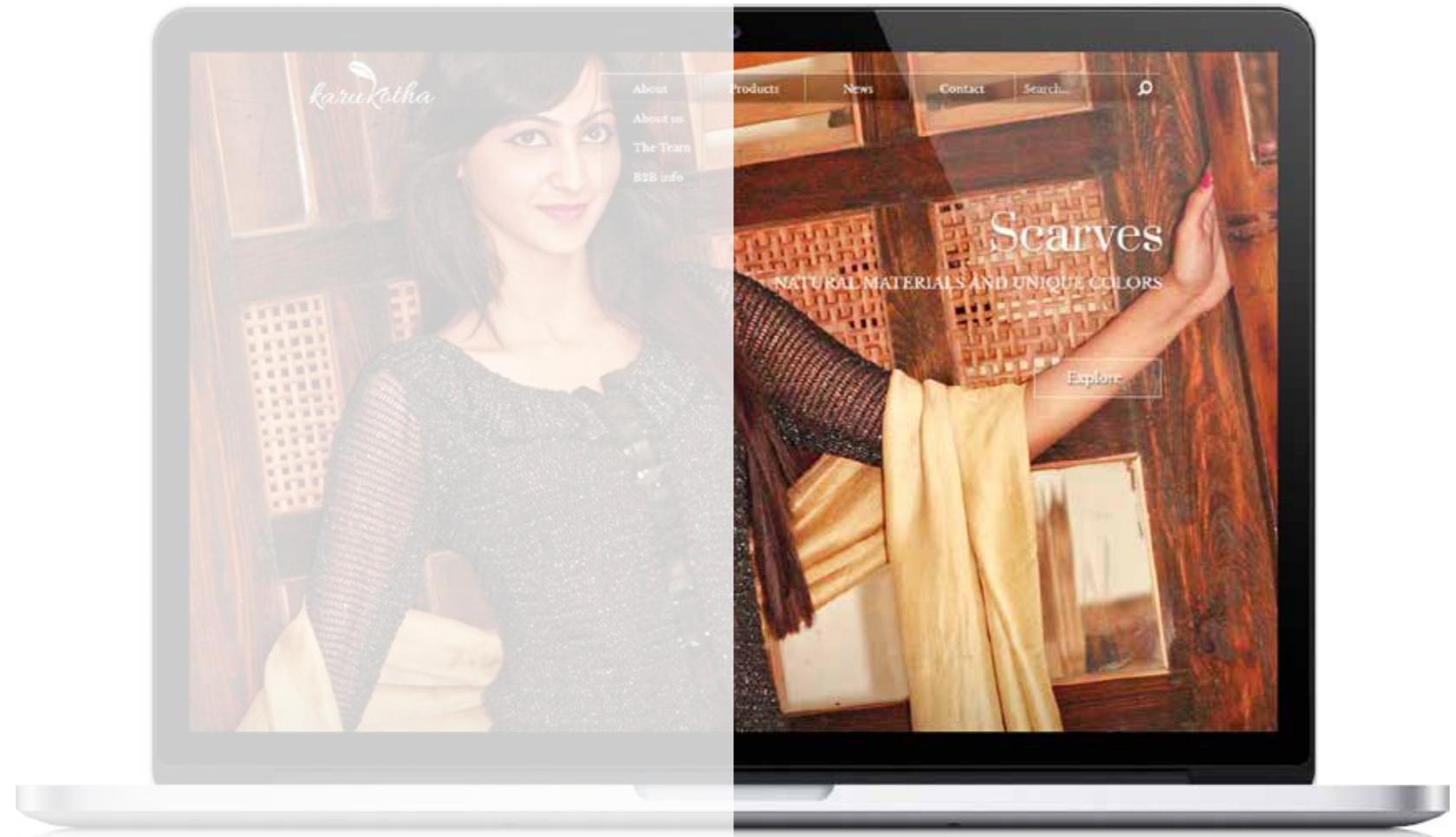
By proceeding to payment, you confirm that you have read, understood and accept our Terms & Conditions

Proceed to Checkout

Desktop

Karukotha

Business Startup

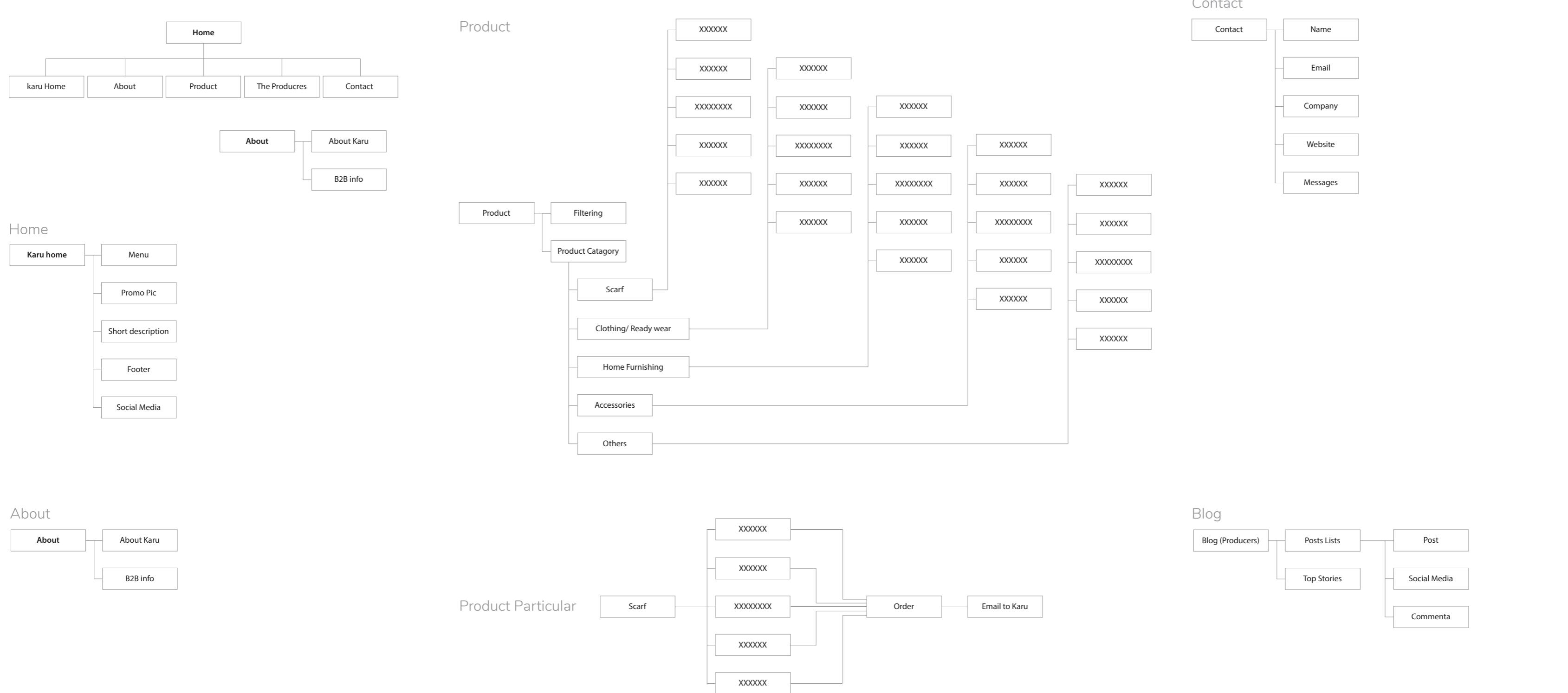


Client: Karukotha

BR Analysis + Secondary Research + IA + Wireframe + UI +
Hi-fi Prototype

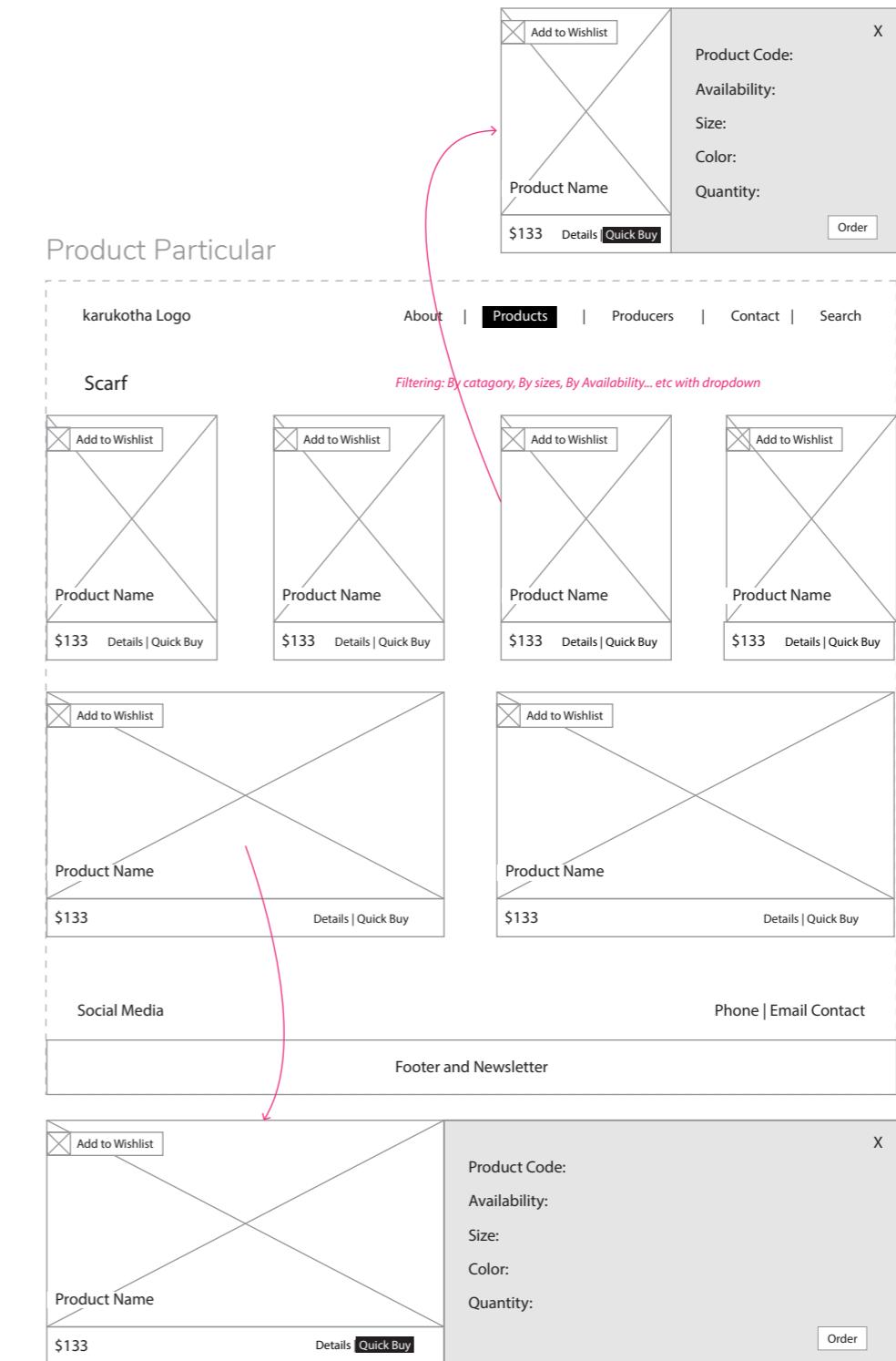
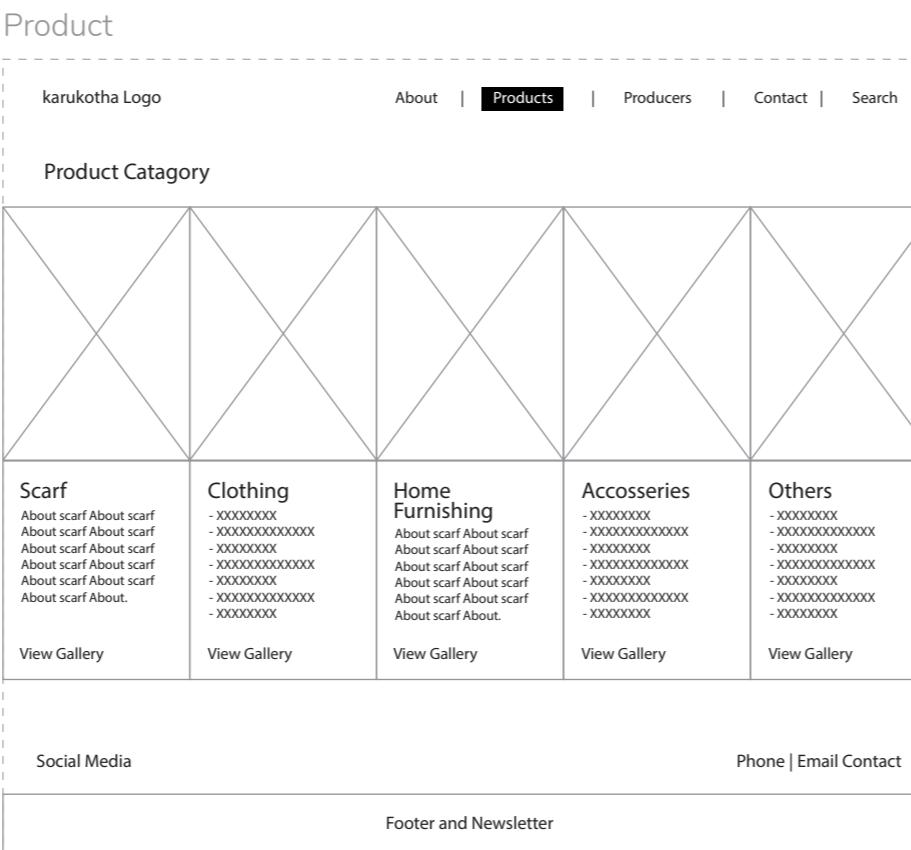
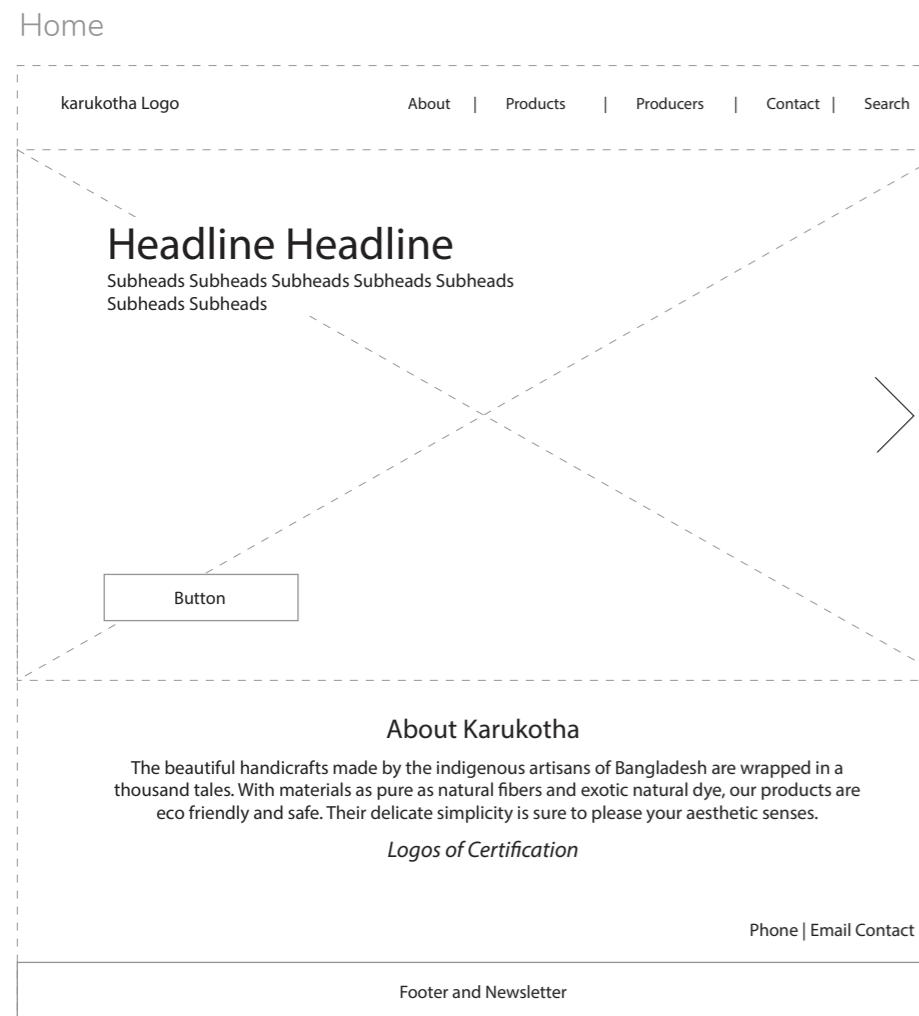
Karukotha

IA in Sitemap



Karukotha

Wireframe Low-fi



Karukotha

Wireframe Low-fi

Purchase

karukotha Logo

About | **Products** | Producers | Contact | Search

Product Name
Rating: **** | 4 Reviews | Write your review

Short description about this product Short description.

Product Code:
Availability:
Size:
Color:
Quantity:

Price

Order

Email to a friend | Share via social Meida

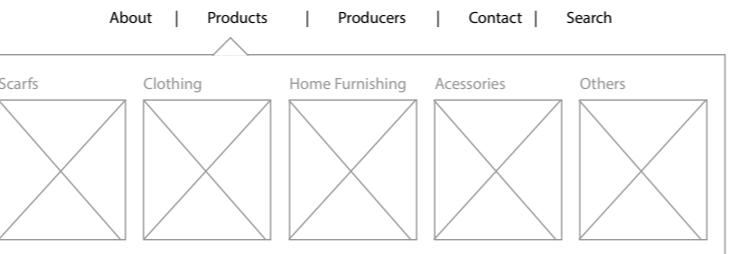
Similar Product

Social Media

Phone | Email Contact

Footer and Newsletter

Dropping menu



Karukotha

UI

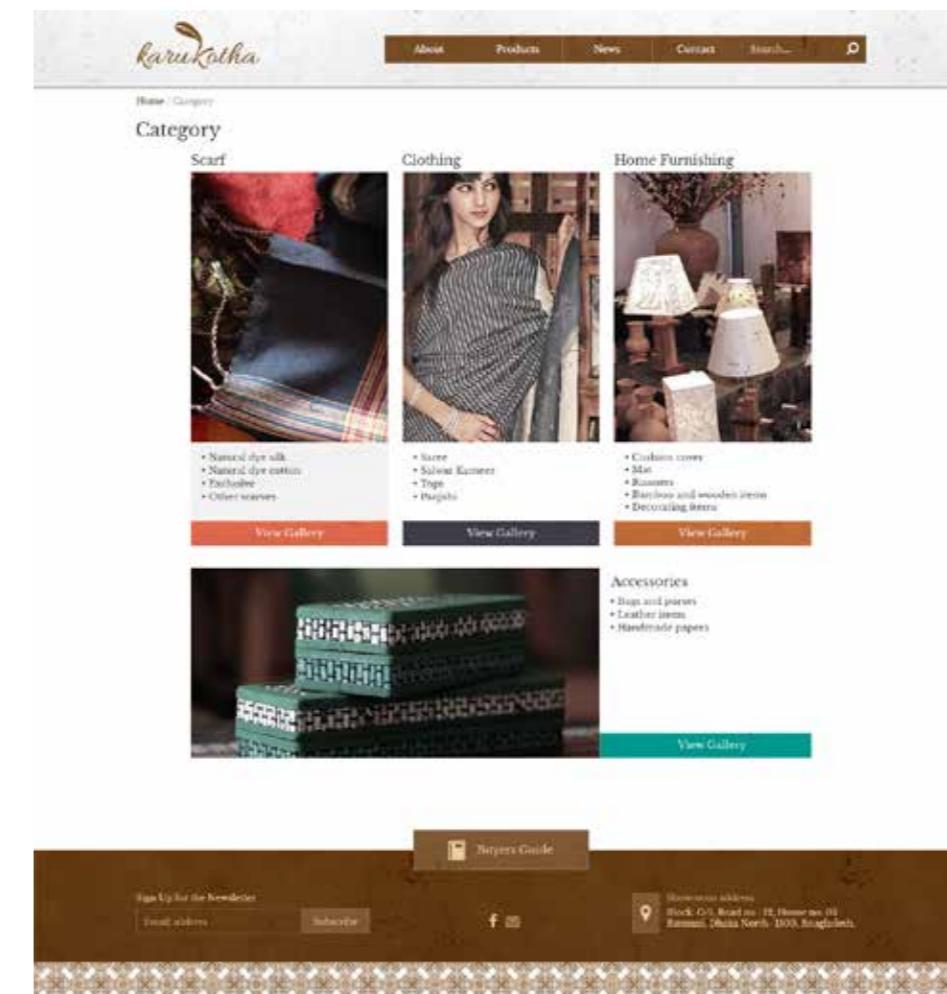
Home



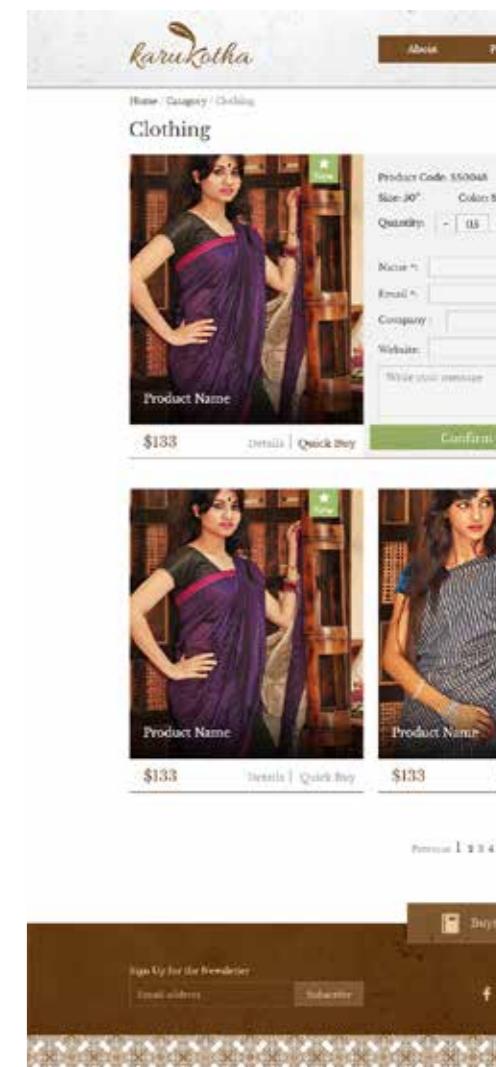
Home 02



Product



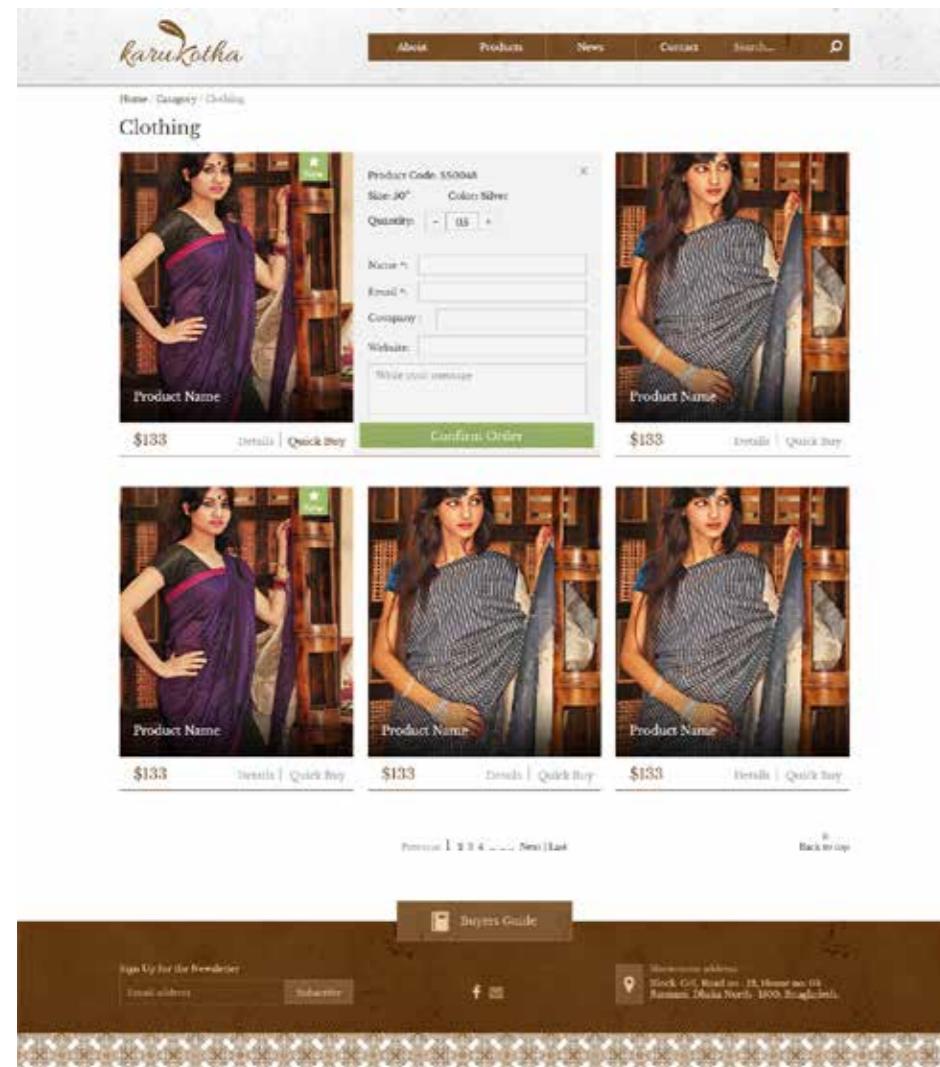
Product Particular



Karukotha

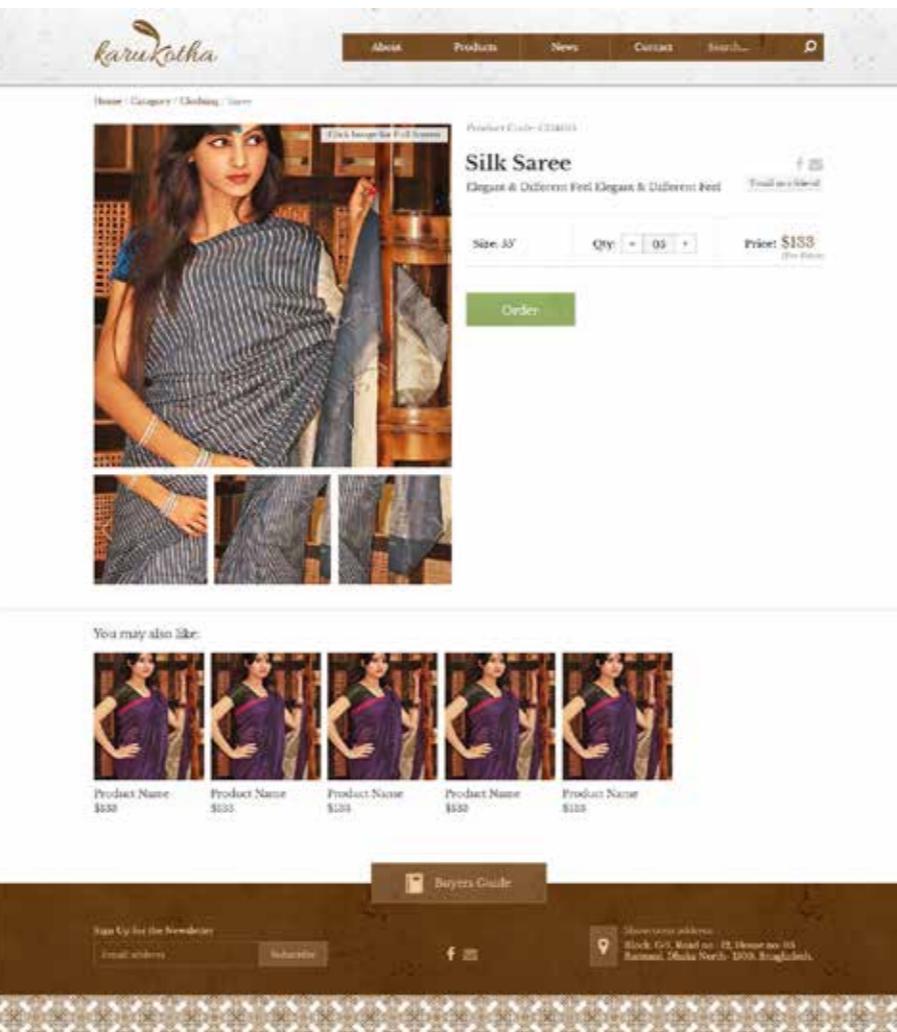
UI

Product Particular



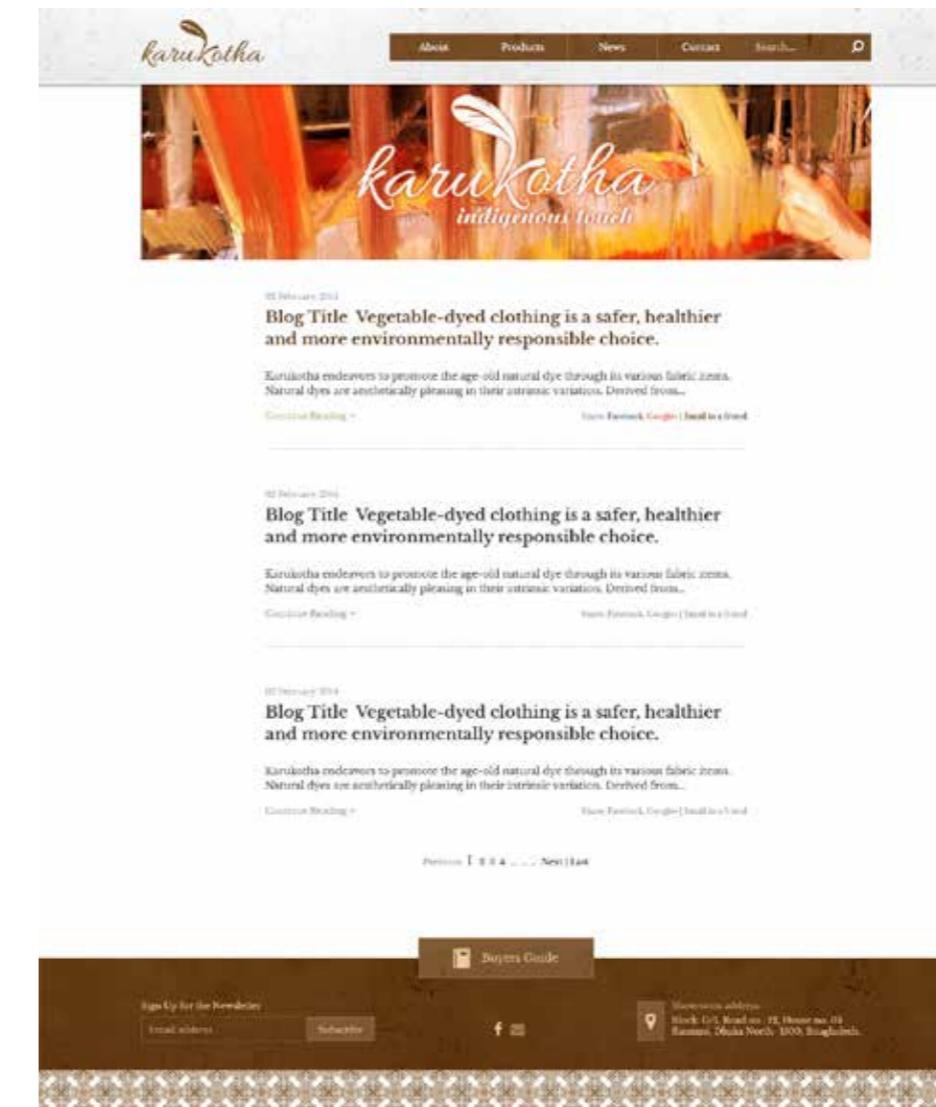
The screenshot shows a product detail page for a saree. At the top, there's a navigation bar with links for About, Product, News, Contact, and Search. Below the navigation is a breadcrumb trail: Home > Category > Clothing. The main content area features a large image of a woman wearing a purple and black saree. To the left of the image, there's a sidebar with product details: Product Code 550048, Size 30", Color Silver, Quantity 03. Below this are input fields for Name, Email, Company, and Website, followed by a message input field. At the bottom of the sidebar are buttons for '\$133' (Details), '\$133' (Quick Buy), and a green 'Confirm Order' button. Below the sidebar are three smaller images of the same saree from different angles. At the very bottom, there are pagination links: 'Previous 1 2 3 4 ... Next' and a 'Back to list' link.

Purchase



The screenshot shows a purchase page for a silk saree. The top navigation and breadcrumb are identical to the previous page. The main content features a large image of a woman in a blue and white striped saree. To the left, there's a sidebar with product details: Product Code 5510013, Size 30", Price \$133. Below the sidebar are buttons for '\$133' (Details), '\$133' (Quick Buy), and a green 'Order' button. Below the image are five smaller thumbnail images of the saree. A section titled 'You may also like:' shows five more saree thumbnails. At the bottom, there are pagination links: 'Previous 1 2 3 4 ... Next' and a 'Buyers Guide' button.

Blog



The screenshot shows a blog post. The top navigation and breadcrumb are identical. The main content features a large image of various colorful fabrics. Below the image, the title 'Silk Saree' is displayed with a subtitle 'Elegant & Different Fest Elegant & Different Fest'. To the right, there's a sidebar with a 'Read more' link and a small image of a person. Below the title, there are buttons for '\$133' (Details), '\$133' (Quick Buy), and a green 'Order' button. The post content discusses the benefits of vegetable-dyed clothing. There are two sections of blog posts, each with a title, date, and a snippet of text. At the bottom, there are pagination links: 'Previous 1 2 3 4 ... Next' and social media sharing buttons for Facebook and Google.

Karukotha

UI

Blog Detail



Blog Title: Vegetable-dyed clothing is a safer, healthier and more environmentally responsible choice.

Karakotha endeavours to promote the age-old natural dye through its various fabric items. Natural dyes are aesthetically pleasing in their intrinsic variation. Karakotha endeavours to promote the age-old natural dye through its various fabric items.

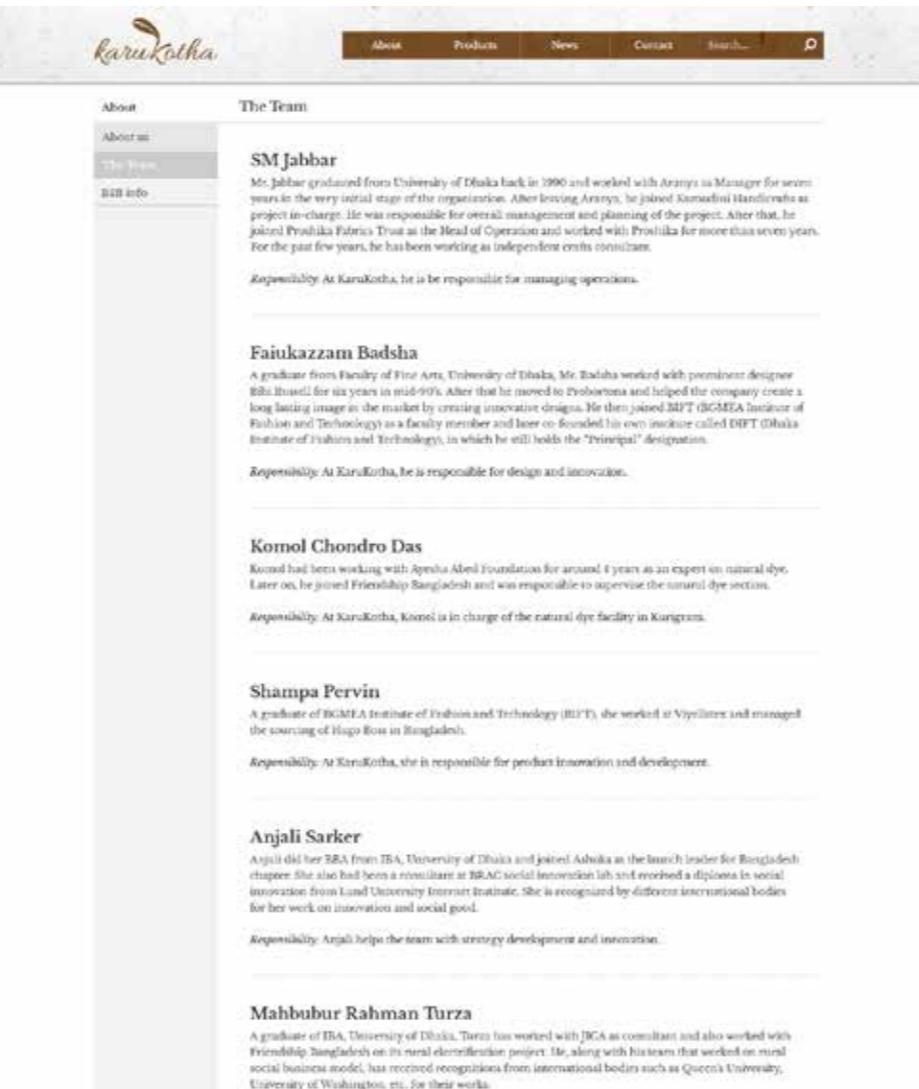
Natural dyes are aesthetically pleasing in their intrinsic variation. Derived from natural sources such as plants, roots, fungi and vegetables, it also takes on the same vegetable dye. Vegetable-dyed clothing is a safer, healthier and more environmentally responsible choice.

The use of natural dyes cuts down significantly on the amount of toxic effluent resulting from synthetic dye process. Natural dyes can provide the much needed alternative to the complex world of chemical dyes. These dyes are environmentally sound and can be grown by organic methods.

They are inherently carbon neutral, vibrant and eco-friendly, natural dyed fabrics are a

02 Joy Saha
improve your page load times. Paginated comments can also make it appear you have more comments than you do, as navigating to new pages almost counts.
01 November, 2014
Joy Saha
improve your page load times. Paginated comments can also make it appear you have more comments than you do, as navigating to new pages almost counts.
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01 November, 2014
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01 November, 2014
Joy Saha
improve your page load times. Paginated comments can also make it appear you have more comments than you do, as navigating to new pages almost counts.
01 November, 2014

About



The Team

SM Jabbar
Mr. Jabbar graduated from University of Dhaka back in 1990 and worked with Aranya as Manager for seven years in the very initial stage of the organization. After leaving Aranya, he joined Kamalini Handicrafts as project in-charge. He was responsible for overall management and planning of the project. After that, he joined Prothika Fabrics Trust as the Head of Operation and worked with Prothika for more than seven years. For the past few years, he has been working as independent crafts consultant.

Faiqazzam Badsha
A graduate from Faculty of Fine Arts, University of Dhaka, Mr. Badsha worked with prominent designer Bibi Iftikhar for six years in mid-90's. After that he moved to Prokothona and helped the company create a long lasting image in the market by creating innovative designs. He then joined BIFT (BICMEA Institute of Fashion and Technology) as a faculty member and later co-founded his own institute called DFT (Dhaka Institute of Fashion and Technology), in which he still holds the "Principal" designation.

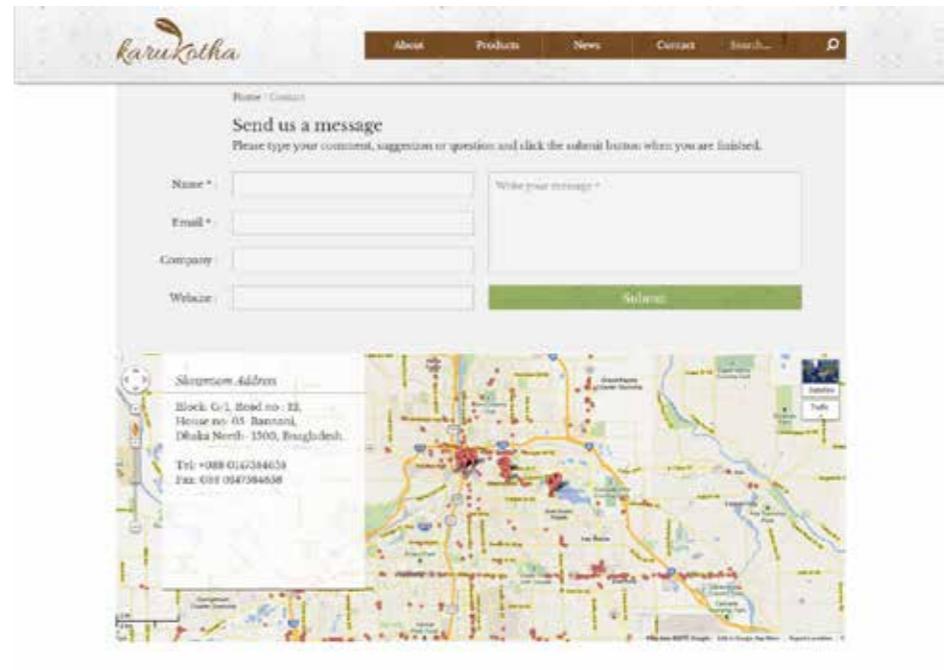
Komol Chondro Das
Komol had been working with Aponia Abadi Foundation for around 4 years as an expert on natural dye. Later on, he joined Friendship Bangladesh and was responsible to supervise the natural dye section.

Shampa Pervin
A graduate of BICMEA Institute of Fashion and Technology (BIFT), she worked at Vizibilites and managed the sourcing of Hugo Boss in Bangladesh.

Anjali Sarker
Anjali did her BBA from IBA, University of Dhaka and joined Adwita as the launch leader for Bangladesh chapter. She also had been a researcher at BRAC social innovation lab and received a diploma in social innovation from Lund University Internet Institute. She is recognized by different international bodies for her work on innovation and social good.

Mahbubur Rahman Turza
A graduate of IBA, University of Dhaka, Turza has worked with JGA as consultant and also worked with Friendship Bangladesh on its rural electrification project. He, along with his team that worked on rural social business model, has received recognition from international bodies such as Queen's University, University of Washington, etc. for their works.

Contact



Send us a message
Please type your comment, suggestion or question and click the submit button when you are finished.

Name * Write your message *

Email *

Company

Website

Sign Up for the Newsletter

Block 6/1, Road no: 12, House no: 03, Banani, Dhaka North 1200, Bangladesh.

Tel: +88 016344658
Fax: +88 016344658

Buyers Guide

Block 6/1, Road no: 12, House no: 03, Banani, Dhaka North 1200, Bangladesh.



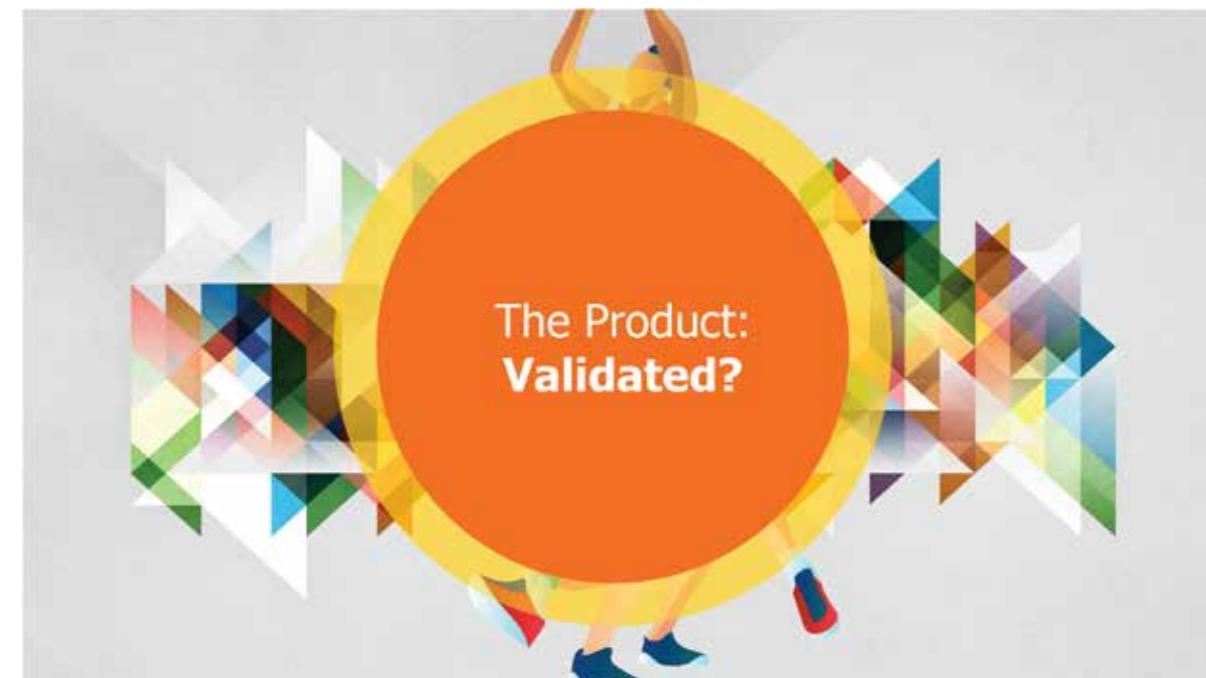
Banglalink- Game On



Requirement Analysis + Usability Testing+ Presentation

Banglalink- Game On

Usability Testing Report



Banglalink- Game On

Usability Testing Report

Methodology
Moderated and in-Person

Lab-like settings

Place of Testing
Workplaces of those being interviewed
The Banglalink Customer Journey Lab


The participants were asked to complete tasks on the mobile device and the moderator observed them and made notes.

Pros: This kind of lab testing provided control over the tests and would provide a great base for comparisons.
Cons: The feedback by the participant is controlled since there is a prior acquaintance.

13 Participants

Methodology
Moderated and in-Person

Guerilla Setting

Place of Testing
We approached people randomly at a public place, like a coffee-shop, a university campus etc and offered them a cash incentive for participating in the usability testing.


12 Participants

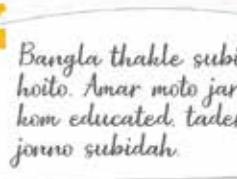
Pros: Test the app with people who may have had no history of using the Game On app and in 'real-life' settings.
Cons: The time with the participant cannot exceed 15-20 minutes and the feedback is on limited aspects/features.

Goals
Product Concept

The Bad

The app did not seem to provide any live streaming of football matches.


The experience is slightly unpolished. Say if BL would be the one who made this app, I would expect a better caliber app from a company like BL. For a company their size and the R&D they do, it seems that they have not done any R&D.


Bangla thakle subho hoito. Amar moto jarhom educated, tade jonna subidah.

The Who 25

Profession	Count
Service	12
Service (Shopkeeper)	03
Business	02
Student (University)	05
Student (Undergraduate)	03
Total	25

Age	Count
18-30	14
31-35	05
36-40	04
41-45	02
Total	25

SIM	Count
Banglalink	11
BL and Non BL	08
Non BL	07

Voice and Data (BDT)	Count
Up to 3000	01
300-1000	05
100-300	09
Up to 100	05

Household income (BDT)	Count
Upto 50k	05
50k to 1lac	10
1 lac to 1.5 lac	05
Above 1.5 lac	05
Total	25

Sports Enthusiasm	Count
Low	07
Medium	08
High	10
Total	25

Task 03
Can you watch news related to football?

11/12



Observation
Observed two route to get the news video

- Route 1 : 'Home' > 'Latest Football Update' > Video Box
- Route 2: 'Watch' > Choose a video whose title or thumbnail is relevant to football

Revisit

- On the 'Watch' page, the playlist can be identified separately for each game type.
- Alternatively tag the existing playlist with different game types.

Eta e to bollam, ami je kichu dekhbo, search e to dite pacchi na.

Subscription Rationale

The Business of Subscription (Amount)

Yes! 

Jokhon final tournament cholteche- amar khelar news ta janar khub e agroho hocche- kintu amar wifi nai- tokhon amar ei price ta kono matter na.

- Regular Sports Follower

Users were willing to pay a minimum of Tk 20 to a max of Tk 50 for LIVE STREAMING of big and important matches.

No! 

App e ekhon je p content ache, tar mone hoy na keu raji hobe. Because onnano jaygay pi

Tk 50

Tk 20



Client: Sharmin Sultana

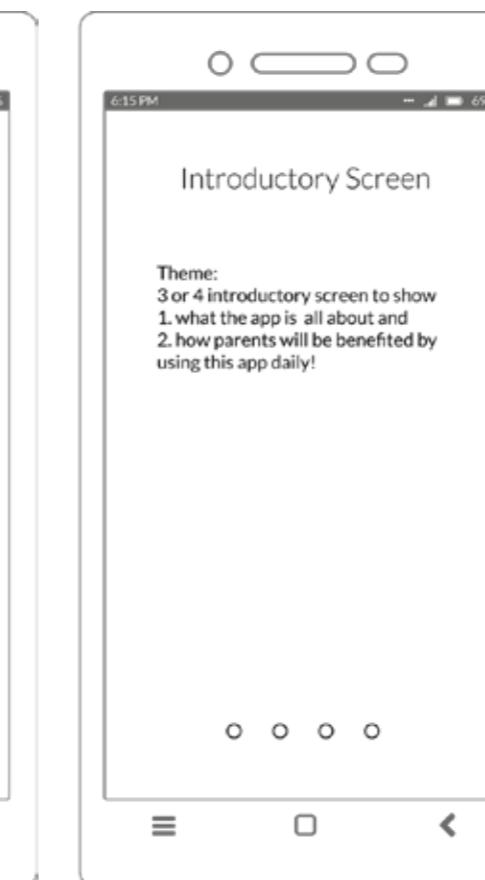
Babus' Dairy

Amar Babur Album

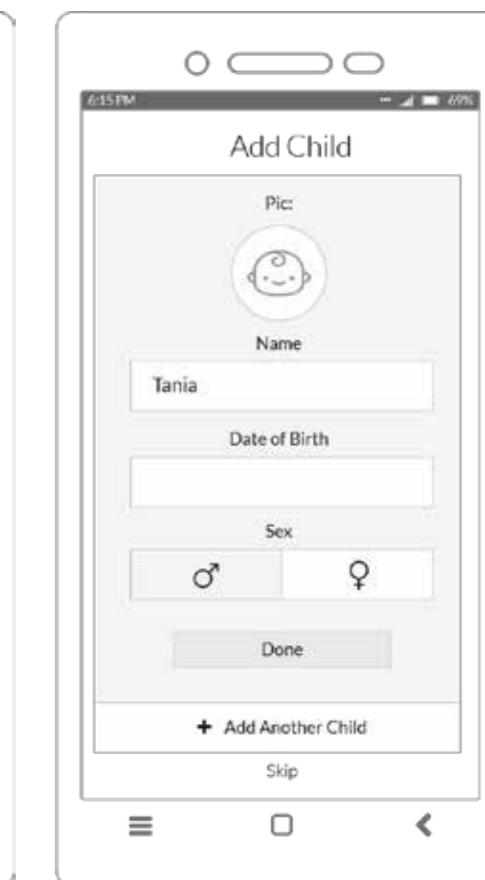
Welcome



Introductory Screen



Enrolling Child



Today's activity

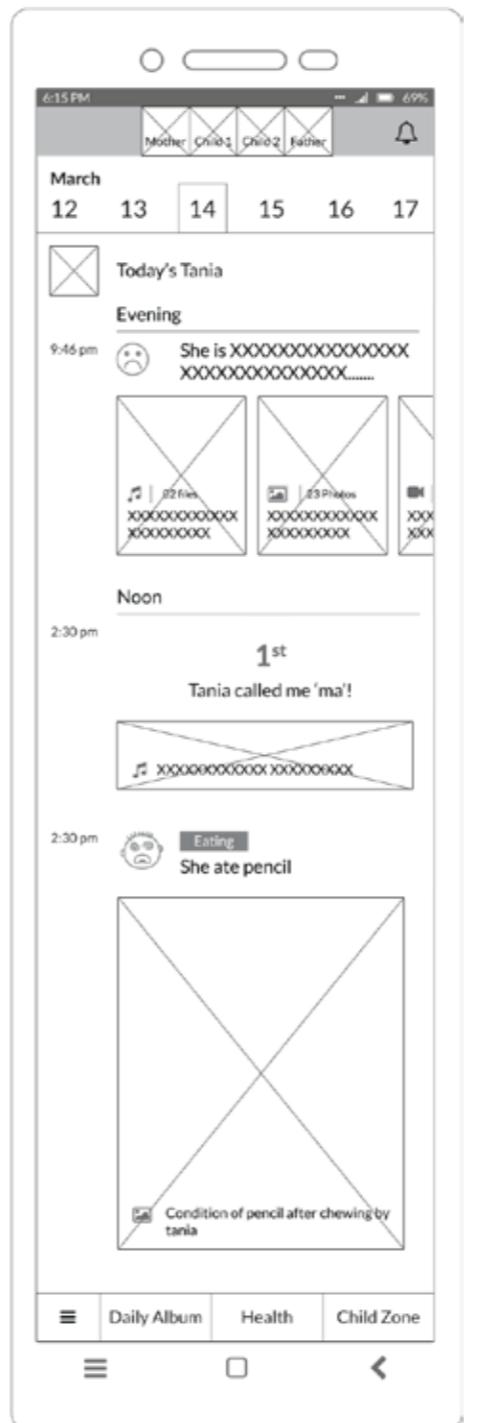
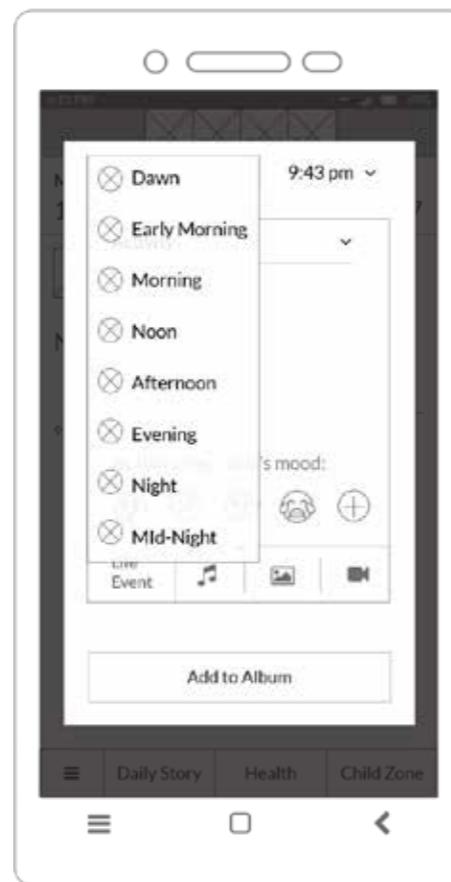


BR Analysis + Information Architecture (IA) +Wireframe + UI

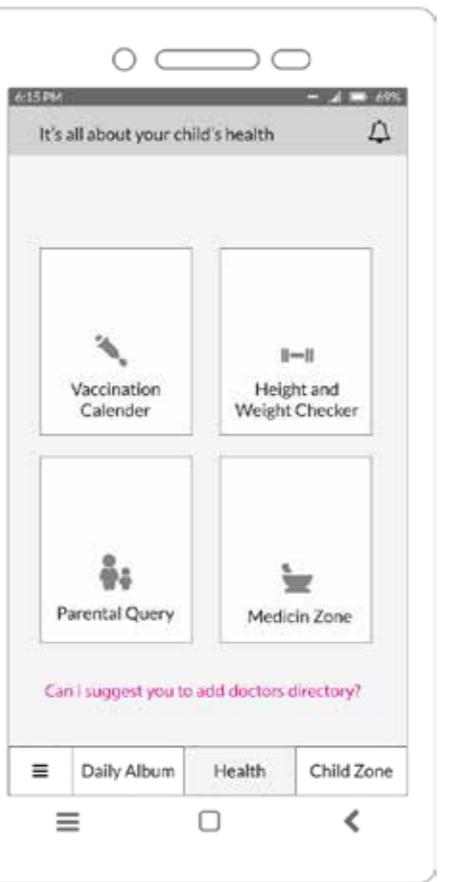
Babus' Dairy

Wireframe Mid-fi

Today's activity



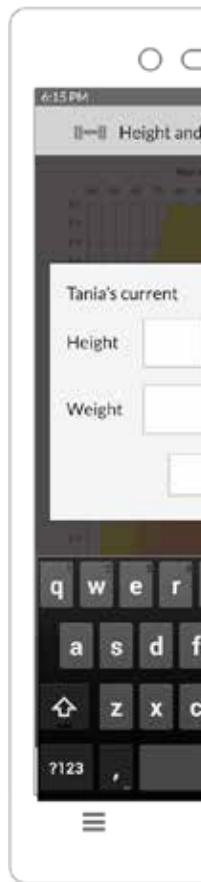
Health Zone



Vaccination Calender



Weight Tracker



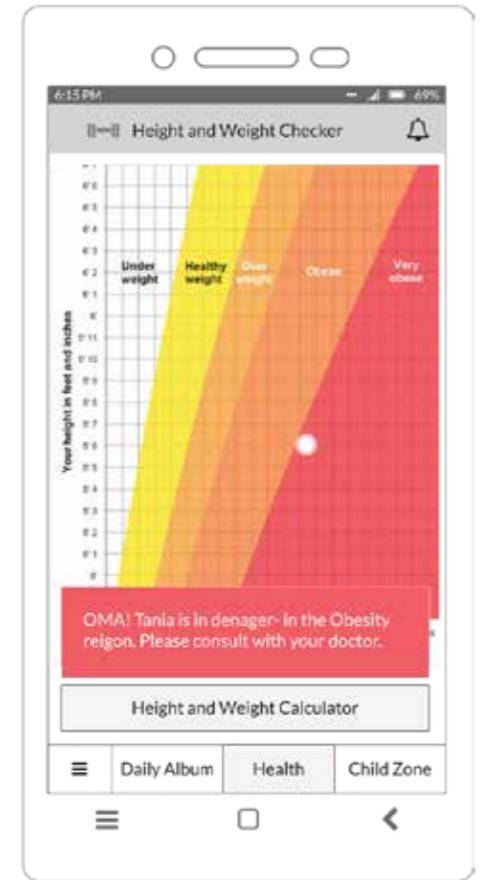
Babus' Dairy

Wireframe Mid-fi

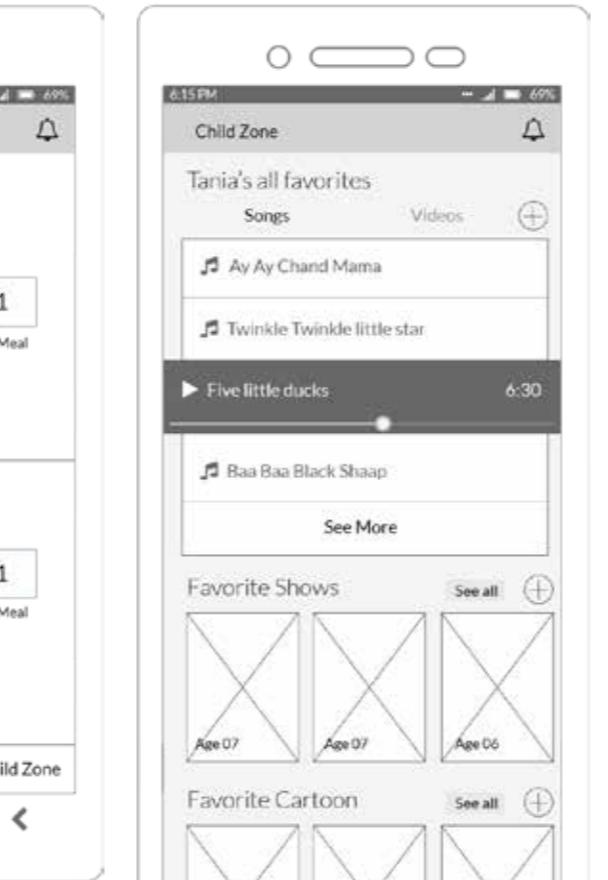
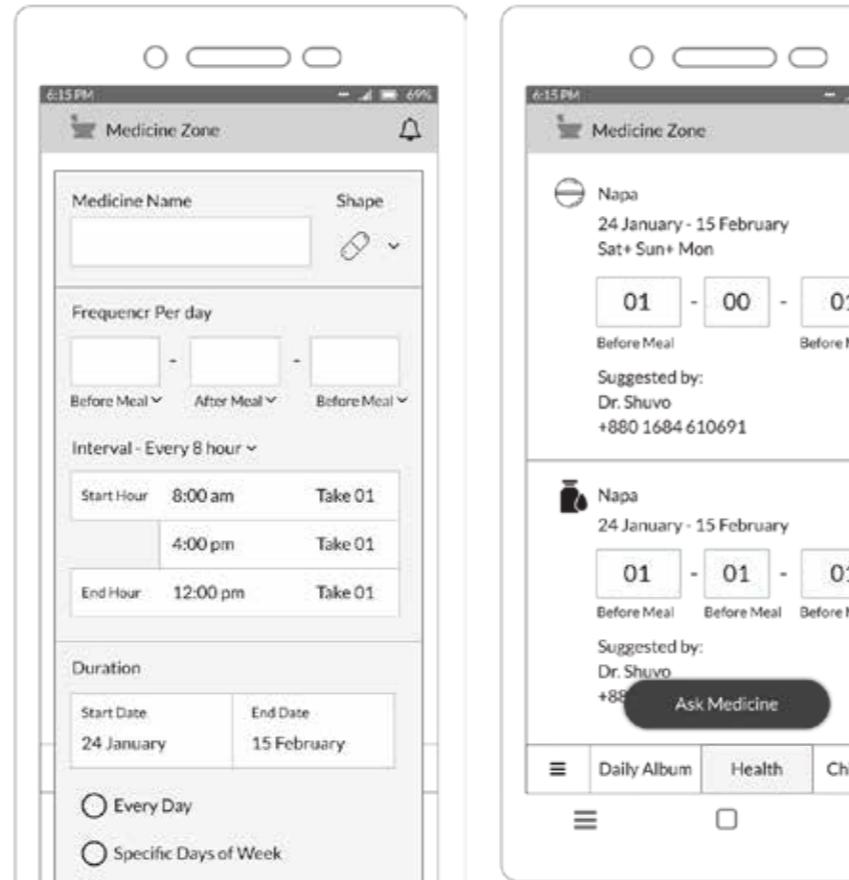
Weight Tracker



Add Medicine



Child Zone



Babus' Dairy

UI

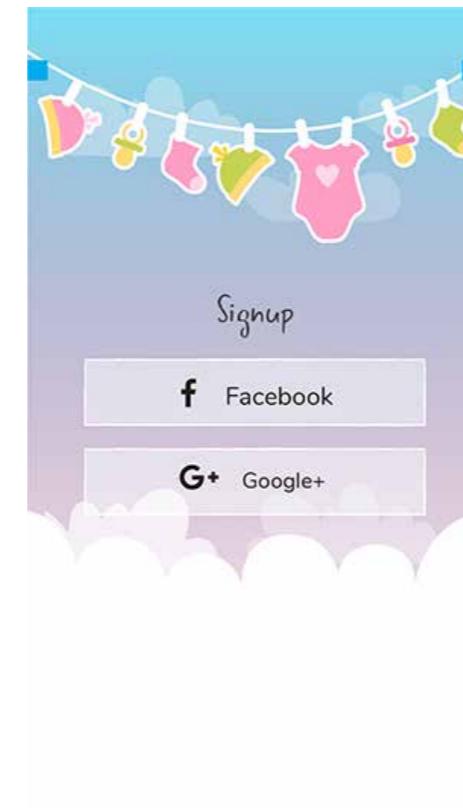
Home



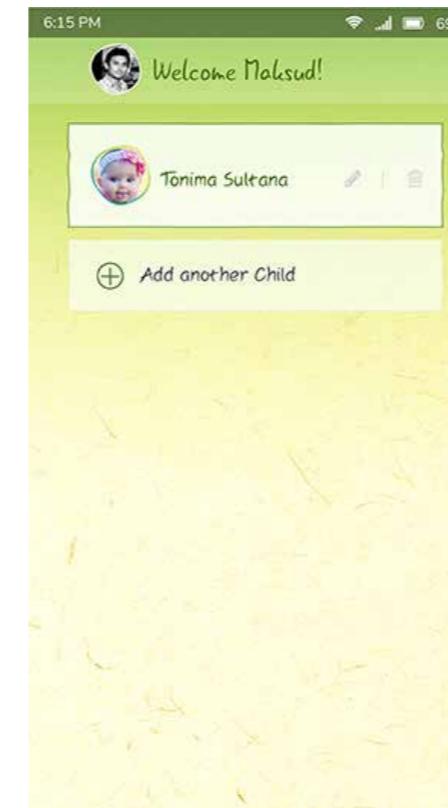
Introductory Screen



Socila Login



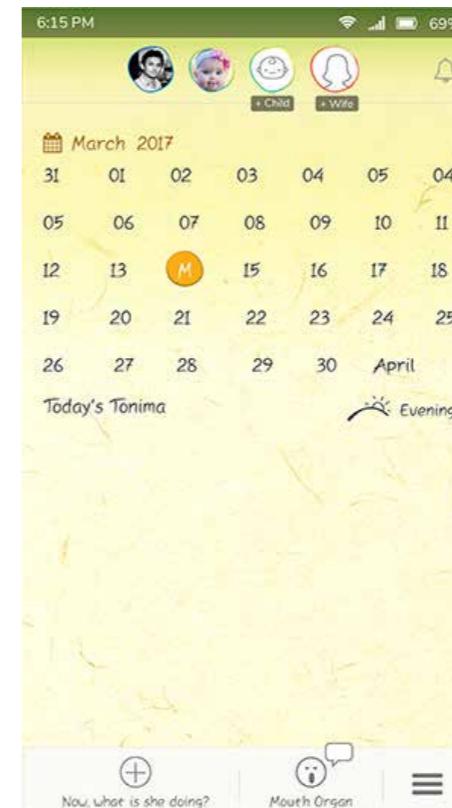
My Childs



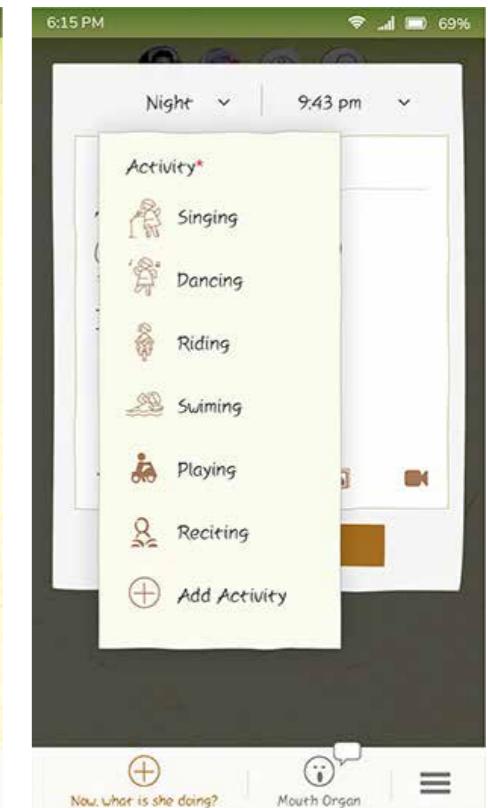
Unlock Album



Redefining Calender



Pointing Activity



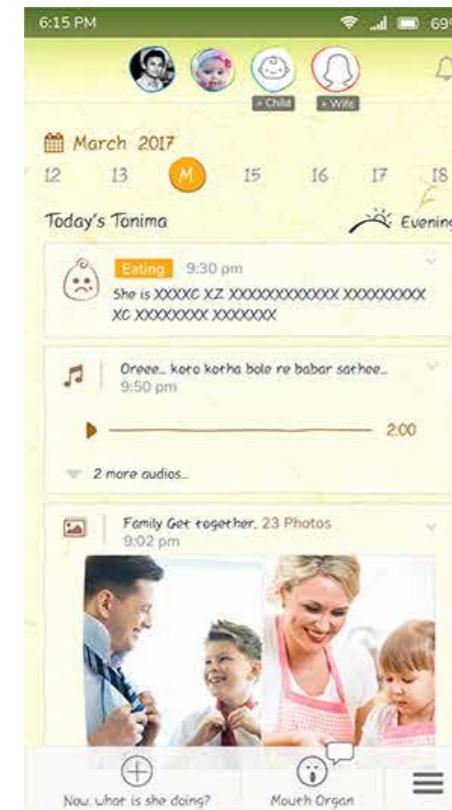
Babus' Dairy

UI

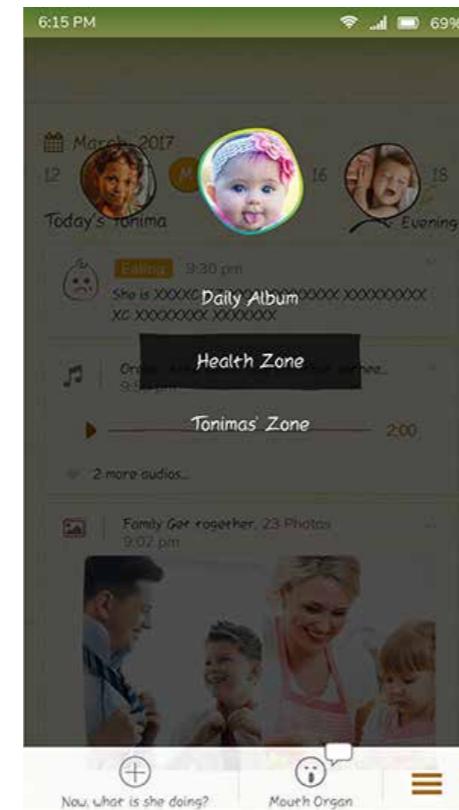
What is she doing now?



Album Timeline



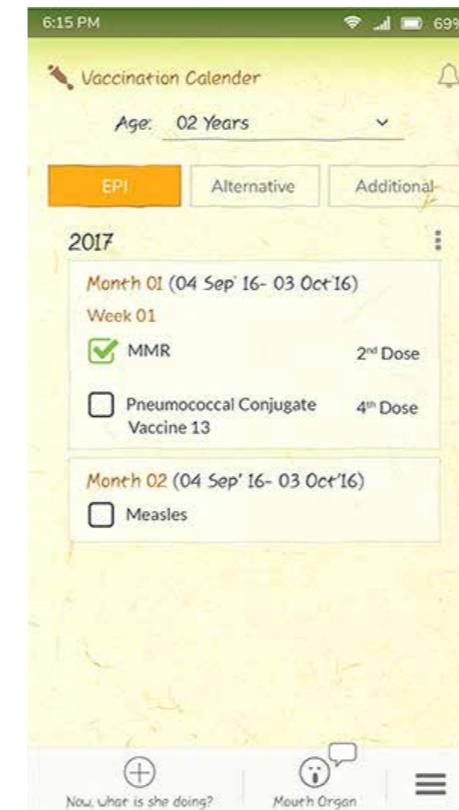
Burger



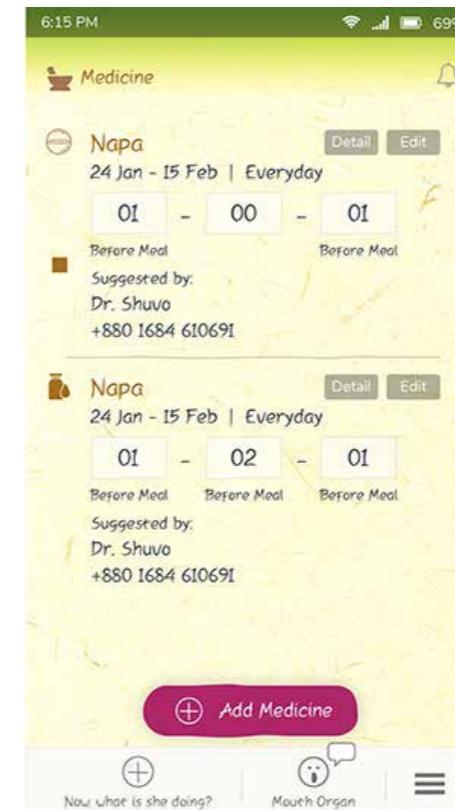
Saving today's mouth organ



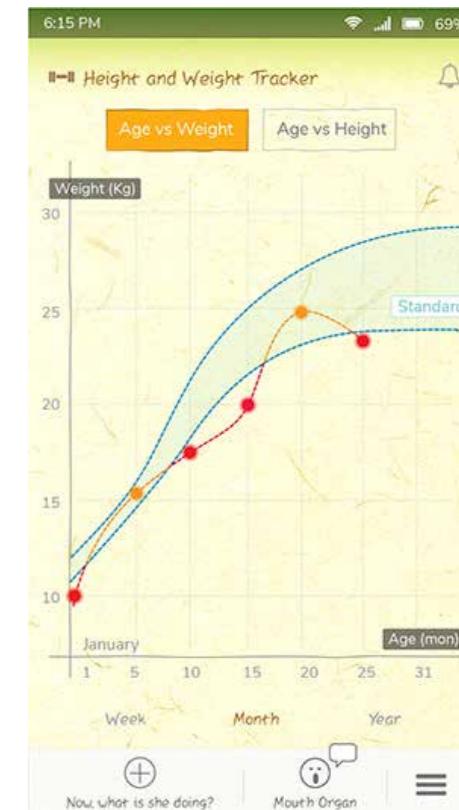
Vaccination Calender



Medicine Listing



Height and Weight Tracker

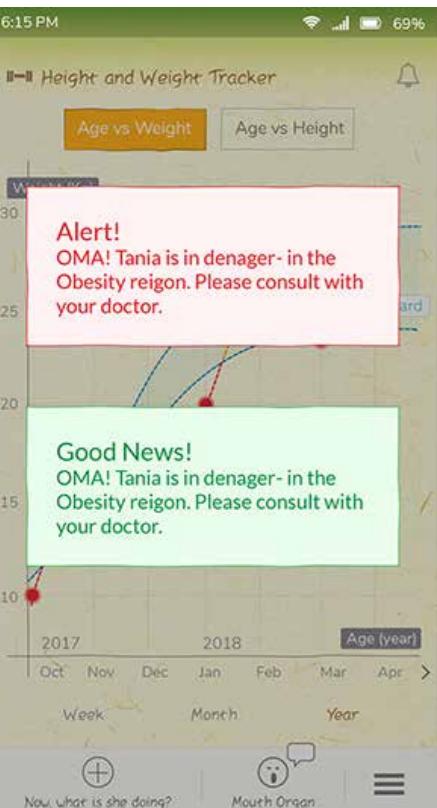


Babus' Dairy

UI

IA

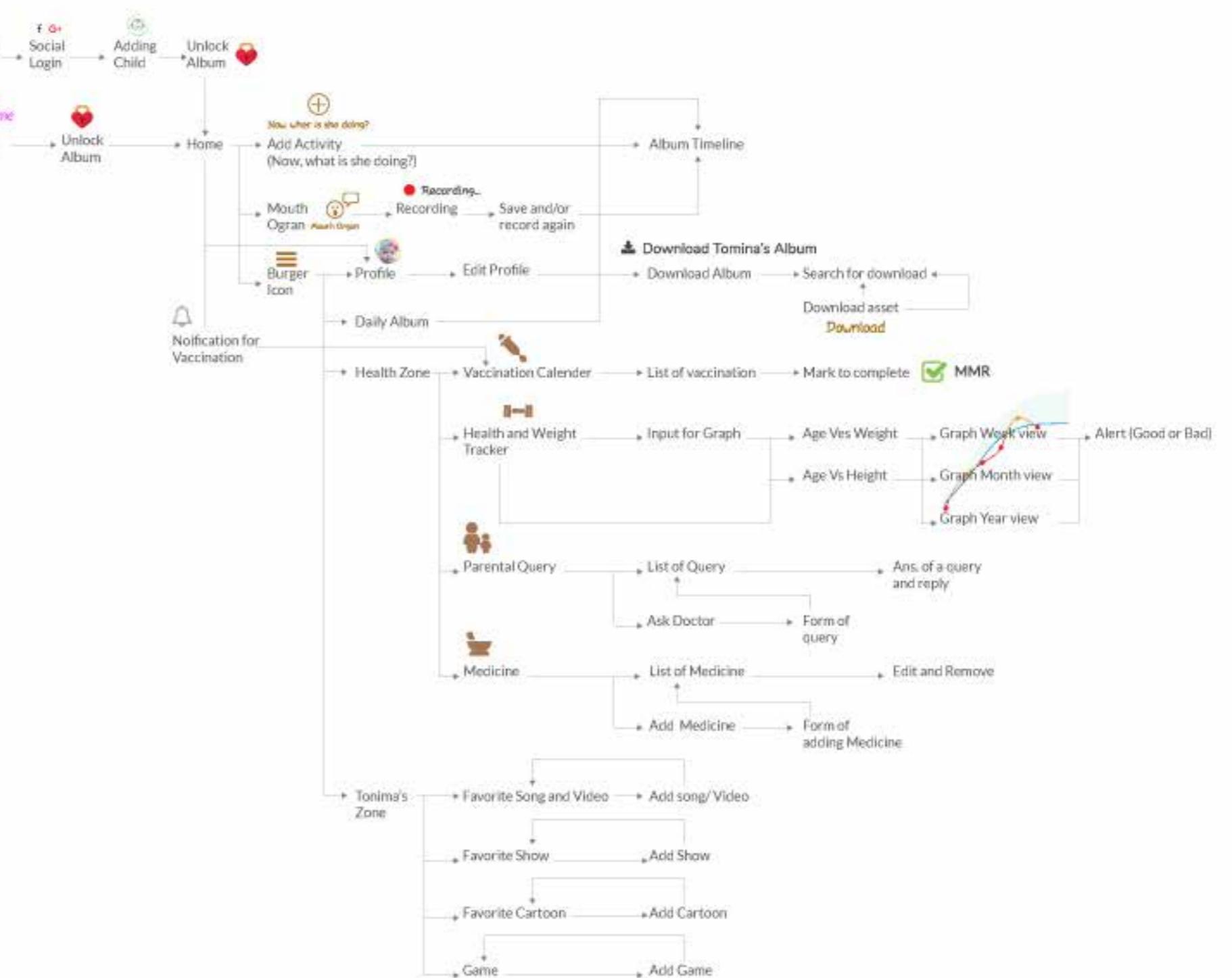
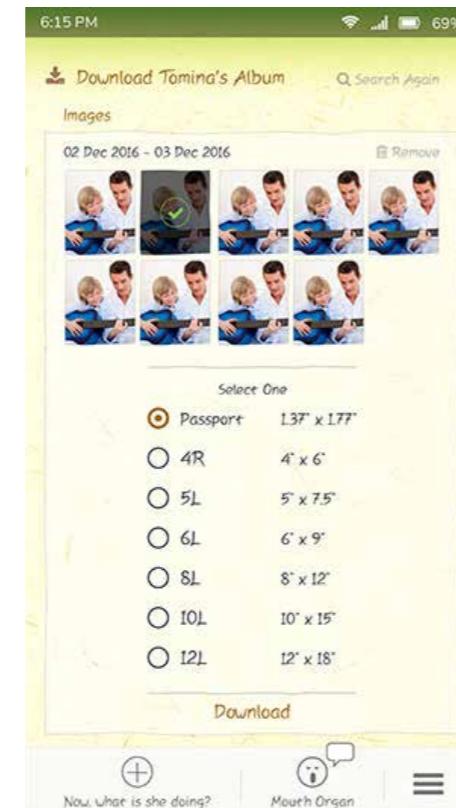
Alert



Her all favorite



Download Album



Travel in Event

Event Facilitator

Persona Card

 <p>Culturally Conscious city dwellers</p> <p>Role within the product: Primary Customer Students, Family, Yuppy Population (New jobholder, Young parents, newly Married)</p> <p>Pain Points</p> <ul style="list-style-type: none"> - City traffic makes them quite frustrated and sometimes make them not to attend the event. - Event info is scattered - Event info is not accessible in real time and on demand - Last minute schedule changes (Organizers ra venue/ timing bodlaya fele or ajker Jonno postponed) - Ticker Sold out or over booked events - Physical ticket purchase - Have no centralized point to get aware about upcoming events. - Have no efficient reminder functionality/ tool about event 	<p>Motivation:</p> <ol style="list-style-type: none"> 1. Student: Saving money (free events) + Hangout with friends + Passing Quality time 2. Job holder: Ruchisommoto jaygaj giea gaan suna 3. Family: Passing Quality time with family, cause we have got family friendly environment here 4. Ticket purchasing will be easier <p>Behaviors</p> <p><i>How they let know about any event opening?</i></p> <ul style="list-style-type: none"> - Facebook events - Newspapers, Magazine - From friends or other persons <p><i>How they purchase ticket?</i></p> <ul style="list-style-type: none"> - Visiting the venue in person - Upper class- Office Assistant ticket kete niea ashe. - Make a phone call to ticket Seller or event organizer to get update about the ticket availability after seeing ad form the newspaper <p>Needs</p> <p>Art and culture focused recreational needs</p> <p>Technology Usages</p> <ul style="list-style-type: none"> - Wide and immersive technology usage in this population - Whats app, Viber, Messenger, data pack, Data plan on mobile, mobile internet, Facebook – We have think the level of usages age and profession wise
<p>Demographics:</p> <ul style="list-style-type: none"> • Middle class to Upper middle Class City Dwellers - Those have disposable time and income • Age Group: Late 20's to Early 40's • Education Level: HSC to PhD • Income Bracket: Middle class- at least household income one lac taka <p>Goals:</p> <p>Task:</p> <ol style="list-style-type: none"> 1. Setting event preference (e.g Sports, Music, Theater, Visual Arts, Social Group, Volunteering events) 2. Event Bookmark. 3. Event Registration: They can register a particular event 4. Event Ticketing: They can buy ticket of an event 5. Can purchase ticket from DH platform. 6. Can do Event Review after event, during event. 7. Rating, commenting will happen for month long event by this user group <p>Benefit:</p> <ol style="list-style-type: none"> 1. List of Events based on their preference 2. Filtered Event notification based on their preference 3. Notification from bookmarked before event 4. Will get Event location/ Venue direction 5. Will get Real time event updated (Seat availability, ticket availability, Last minute cancellation update etc) 6. Recommendation - User will get list of events those are recommended by DH. 7. Geo-specific event recommendation considering traffic conditions 	<p>Motivation:</p> <ol style="list-style-type: none"> 1. Student: Saving money (free events) + Hangout with friends + Passing Quality time 2. Job holder: Ruchisommoto jaygaj giea gaan suna 3. Family: Passing Quality time with family, cause we have got family friendly environment here 4. Ticket purchasing will be easier <p>Behaviors</p> <p><i>How they let know about any event opening?</i></p> <ul style="list-style-type: none"> - Facebook events - Newspapers, Magazine - From friends or other persons <p><i>How they purchase ticket?</i></p> <ul style="list-style-type: none"> - Visiting the venue in person - Upper class- Office Assistant ticket kete niea ashe. - Make a phone call to ticket Seller or event organizer to get update about the ticket availability after seeing ad form the newspaper <p>Needs</p> <p>Art and culture focused recreational needs</p> <p>Technology Usages</p> <ul style="list-style-type: none"> - Wide and immersive technology usage in this population - Whats app, Viber, Messenger, data pack, Data plan on mobile, mobile internet, Facebook – We have think the level of usages age and profession wise
 <p>Cultural Event Organizers</p> <p>Role within the product: Primary Customer Shilpkola Academy, Mohila Somiti</p> <p>Pain Points</p> <ul style="list-style-type: none"> - Lack of marketing visibility channel - Lack of alternate sales channel - Boosting Facebook event is expensive and sometimes logically not possible 	<p>Goals:</p> <ul style="list-style-type: none"> - They can get promotion service from DH (The events they will organize, can do promotion of their upcoming event through this platform. Therefore, DH will give them our Promotion service. We will list the events and will promote those events on behalf of organizers) - Anyone can purchase ticket from DH platform. Therefore, ticket selling is getting easier. - Can place advertisement in this platform - Can circular changed/ updated event schedule and will reach to the subscriber in a very short amount of time <p>Behaviors</p> <ol style="list-style-type: none"> 1. Event advertisement by opening a facebook events, sometimes they boost it 2. Event Advertisement in print media (Newspaper) 3. Circulate Event info via word of mouth 4. Sometimes recruit audience (e.g Tokai) to make the hall housefull <p>Needs</p> <ul style="list-style-type: none"> - Art and culture promote hocche - Promoting their organization <p>Motivation:</p> <ul style="list-style-type: none"> - More profit - More visibility, easing marketing - Easing ticket sell, and eventually more audience - Pricing the ticket will be more rational - Selling more ticket and getting more viewer/ Visitors/ Audiences <p>Technology Usages</p> <p>Very conservative and limited usage</p>
 <p>Individual to small ventures</p> <p>Role within the product: Primary Customer Big event management firm</p> <p>Pain Points</p> <ol style="list-style-type: none"> 1. Lack of transparency in information and resulting cost inflation - event management company unnecessary necessity create kore tader kach theke onek taka ber kore ney. Ekta gaan er concert korte giea bole dilo je apnar 7500 watt er speaker system lage. Ora hoyto oivabe sophisticatedly Jane na audio system er requirement. Seikhane big event management firm ra small client der ghol khaway. Lighting e ghol khawa. So egula hocche DH er value add er jaya. 2. Cost inflation 3. Lack of visibility around the actual need 	<p>Demography:</p> <p>Individual to small venture, who are interested in organizing an event like art, culture like event etc</p> <ol style="list-style-type: none"> 1. Individual 2. Group of Friends (e.g three friends collaboratively ekta food fair koreche.) 3. Small startup 4. Small venture 5. Mostly culturally aware middle aged city dweller <p>Behaviors</p> <p>They go to an event management organization right now</p> <p>Motivation:</p> <p>As this is going to be a real life automated system, jekhane tader physical involvement dorkar hocche na kothao giea giea ie event management organization dhora.</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. When they will reach the event management checklist for the particular event, every checklist item will populate a directory of service like Sound Service, Catering Service, Transport Service, Printing Service etc 2. Will face some interview questionnaire to understand the need 3. They will get a list of vendors- these will come back based on user rating and review, Price Point/ Cost, Capacity, Experience, customer location preference etc 4. They can compare vendors <p>Technology Usages</p> <p>Pretty diverse and immersive technology users. Bangladesh er khub kom manush ekhon ei dhoroner event organize korbar plan kore jaraged and not educated, jader financial ability ta upper middle class er kom e- tara kew kohono kintu meena bazar, food fair, gaan er concert korte jai na. Jara kore ekta motamuti boroloker polapain, tara e kore. Tader technology usages er dhoron ta motamuti valo e.</p>

TE- User Journey

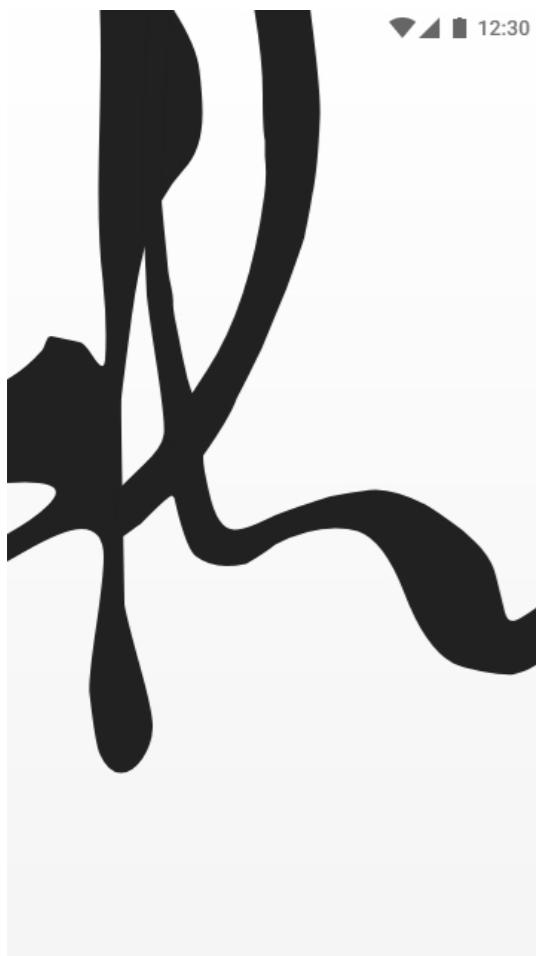
User Segment:	Culturally Conscious city dwellers												
Pesona:	Students, Family, Yuppy Population												
User Activities	Awareness (Getting Awareness about an event or App) • Online ad. • Friends' recommendations. • Newspaper ad.	Analyze/ Research and Evaluate • Analyze marketing content of travel app or Event. • Explore Options. • Compare & evaluate alternatives	Decision/ Find Out • Download app (Android and iOS)	Discovery • User can access his/her preference based list of events (e.g Sports, Movie, Art etc).	Filter/ Sorting • Guest and Registered user can filter and/or sort/ prioritize and search events.	Within app Ticketing • Just tap a button "I am in"-That's all to get a event ticket. No need to be registered or login.	Buy Tickets • Guest or Registered user can get hot facilitation, getting suggestion of preference based event to go.	Event Update • Ticket will get event update notifications. • Event cancellation • Event update regarding date and/or time change • Venue change • Ticket Alert: Audi online e ticket sell as buy or purchase option as ticket.	While on the go • Other vehicles recommendation to access like ride-hailing, bus, private car etc.	Check-in into event (While standing at queue) • Tix and TLC: For QR code based ticket, user will be needed to show the QR code from app at the queue to verify. A guest can just have a event ticket kiosk badge to gain Conventional way.	Enjoying Event • SKA or VIP customers will consume refreshments	Review and Share • After the event, user will get a notification to provide his experience about feedback. • User will be in the gamification so that they will provide feedback proactively.	Loyalty • Loyalty Testing: User will get Quarterly loyalty survey form. • User will get experiential loyalty program. • Friend recommended kiosk friend discount. • Point based discount could be an option. • Most popular reviewer will be graded and get reward. • EL: negotiate a ticket or event a friend kiosk discount. • App recommendation to friends and their registration to app will incur discount.
User Goal	• If I recommend, then I will get discount from DH app.	• Find the best solution to get into event.	• Download effectively	• Browsing control • Getting preferred event								Case Study: Trip Advisor: several grade school trip like other discipline or sport have been rewarded with space & seats.	
Touchpoints	• Word of Mouth • Social Media • Traditional Media	• Word of Mouth • Social Media • Digital Channel	Presence and availability • App Marketplace (Play Store, App Store, iOS) • Social Media (Facebook, Instagram, Twitter, Pinterest, LinkedIn) • Website • Mobile Devices	• Mobile Device, Desktop • App, Website	• Mobile Device, Desktop • App, Website	• Mobile Device, Desktop • App, Website	• Mobile Device, Desktop • App, Website	• Mobile Device, Desktop • App, Website	• Mobile Device • App • Customer Care • Ride share, Local transport	Phase 01 • User can advance for a event prebooking. Case Study: Amazon	Phase 02 • User will get advance update for a event participation.	Phase 03 • User will get advance update for a event participation.	Phase 04 • User will get advance update for a event participation.
Organizational Activities	• Digital Marketing • Online ad. • FB Advertisements (Event, Boosted) • Instagram ad • AdWords Marketing • Newsletters and Magazine ads. • Email and SMS Marketing. • Partnership with organizers (e.g. sportsbody, University Campaign, BTI, Vehicle stickers)	• Create marketing campaigns and content with offline and online. • Preparing research friendly artifacts (Ad, Email, Blog, PPT post etc) intended to have conversion. • Creating a landing page is giving weightage of them. • Analytics and market research analysis at a very short cycle. • Marketing tool usage & strategy of marketing tool used/ strategy of purchased.	Phase 01 • Purchase Website domain and hosting. • Registering in App Marketplace (Play Store, iOS) • Creating Social Media Channels (Facebook, Instagram, Twitter, LinkedIn etc.) • For stakeholder pitching, a MVP version of the android is needed to be purchased.	Phase 02 • To boost the registration number, Announce Premium Year where Premium service will be free for one year. Case Study: BlipJob	Phase 01 • Convincing partner (Venue, Event organizer) to allocate some ticket for DH.	Phase 02 • Partnership with Payment Gateway: Prepurchase event ticket for example: Shopekular, soft partnership like kiosk, app like ticket kiosk hole.	Phase 01 • Minimum comprehension • Ensure comprehensive tracking (zero possible solo logins to the event etc.) • Information Quality • Deployment update immediately and deploy to DH. • A person needed to confirm the presence of visitors.	Phase 02 • Employ a live attendant will remedy visitors • Partnership with Event Organizer: Prepurchase event ticket for example: Shopekular, soft partnership like kiosk, app like ticket kiosk hole.	Phase 01 • Purchase and displaying visitor phone for Event organizer for ticket check-in or verify to check the QR code of the visitors.	Phase 02 • Arranging entertainment for VIPs (e.g. Popcorn, Food Stations in a wolf bag).	Phase 03 • Identify user feedback/kiosk feedback • It also will be important for participating kiosks. Today let's store data to all kiosk public.	Phase 04 • Note: Discount can be on: - ticket price - accessing number of events - number of tickets • To increase user interaction, app recommendation to friends will create a discount for him.	
Business Goal	Lead generation, Increase number of viewers, Increase awareness and interest • New visitors • Increase repeat visitors	• Increase visitor • Increase download		• Boosting registration number or subscription to make it attractive to investors • Revenue from subscription base will be secondary issue in first phase.						Phase 02 Scenarios: Introducing VIP services will create a buzz among others in the event. This will increase the user interaction, user acquisition, create that need, the energy to ask-ots kiosk line. Will increase subscription.			
Technology System and implementation	Use Case • Bookie had a algorithm like: Your friend is playing Candy Crush, why not you? • Due to delhi's false-positive peak? • Increase the peer pressure within social network	Creating channels to analyze the traffic channels and evaluate the artifacts. For example: - Google Analytics - XXXXX	Phase 01: - Website - Android app (Hybrid) Phase 02: • App is mandatory to develop because Service workers cannot possible to deploy over website. • Hybrid development will not go side by side. 1. Native elements are different. • Will go for native android-native developers have hard to get, salary is high. Will go for Hybrid. Case Study: - Shazam, BlipJob, HungryNaki (Hybrid) - User: Facebook do not use of the shelf framework. They have build their own.	Phase 01 • System (Website and App) will show a list of events based on their input preferences and sorting the events with some filter parameter (place, XXXX, XXXX etc.)	Phase 02 • User will experience Progressive Optimization. • Tracking user location and event location, user preference. • Use Camera to track a visitor to my website, I don't have a way to track your preference and activity. • Event List, Search, Filter and Sort- will be available in App and website	Phase 01 • To issue a ticket, whatever user data will be needed will be extracted from user data. • Building whole infrastructure of ticketing (issuing ticket). • For Event Organizers : Ticket Scanning, Verification, Rating, Verification will be happen from DH server. • Listing (After verification week's issue many more ticket for the event). • Organizer will manage the total access protocol from the DH app with separate login credential.	Phase 01 • Integrating payment gateway in DH system • Event update will be deployed via notification through app and website • Any update in Facebook event will be reflected in DH app.	Phase 01 • Google map will be fully integrated in DH app. • Side scrolling, All integration and both part (app and website) will sync together to track activity of the user like viewing a movie in ticketing side streaming services, make movie etc or a movie ticket purchase.	Phase 01 • Event Management • Build the infrastructure of Barcode scanning, Cast management and/or verify from DH server. • DH app (Event/Organizer: Barcode scanning app from organizer side- within the same app with different login)	Phase 02 • Feedback will take from app and website about the event. • Feedback notification can also be sent to users email. • DH critic will receive review from user who has weighted average so that DH can analyze most popular and most rated event within this week.	Phase 03 • Tracking and analyzing the review so that user can be awarded by a discount.		

TE- Affinity Diagram

Registration	Login	Event List	Buy Ticket	Event Update	On event day/ On the go	After Event	User Profile
Registration with Social Media profile (google, facebook, twitter)	Login with email/ cell number and password	<p>Guest User</p> <p>Will get all events with all categories</p> <p>Registered User</p> <p>Choosing preference (e.g sports, music, art) or none.</p>	<p>Guest User</p> <p>Will prompt registration/ login link</p> <p>Registered User</p> <p>Choosing preference (e.g sports, music, art) or none.</p>	Will get event update: Event cancellation, Venue change, Event schedule update,	Google map feature to locate event venue without any search	Review about the event one experienced	Personal Information (add, edit)
Registration with Email and Cell number	Forget password	<p>Filter and Sorting of event list</p> <p>Will get event list based on preference</p>		Will get event list based on preference	Will get notification about ticket availability or sold out	Notification about today's event	History of event experienced
Generate Password	New password generation link will be send to email	<p>Bookmarking a event prompt registration link</p> <p>Modification of event preference</p>		Can book sit from app, ticket purchase will happen at any physical place (e.g venue)			Points highlighted and accumulated point
Verification user through cell number		<p>Allowing location will help them to get events around will happen or happening</p> <p>Allowing location will help them to get location aware events while on the go</p> <p>Share a event (Whatsapp, Messenger, Viber, Skype, Social media etc)</p>	<p>Event bookamrk</p> <p>Allowing location will help them to get events around will happen or happening</p> <p>Allowing location will help them to get location aware events while on the go</p> <p>Share a event (Whatsapp, Messenger, Viber, Skype, Social media etc)</p>	<p>Can purchase ticket from app</p> <p>a QR code or registration code will be generate for any booking</p> <p>a QR code or reference ID will be generate for any booking</p> <p>Ticket format: QR code or PDF (in app or email)</p>	<p>Bookmarked event will generate notification to purchase event ticket</p>		
		Event Details	Event Details				

TE- UI

Walkthrough Screen



Register with Mobile Number

Continue with Profile Information

Mobile Number* +8801684610691 11 | 11

By continuing you will receive a SMS for verification.

>

Continue as a Guest

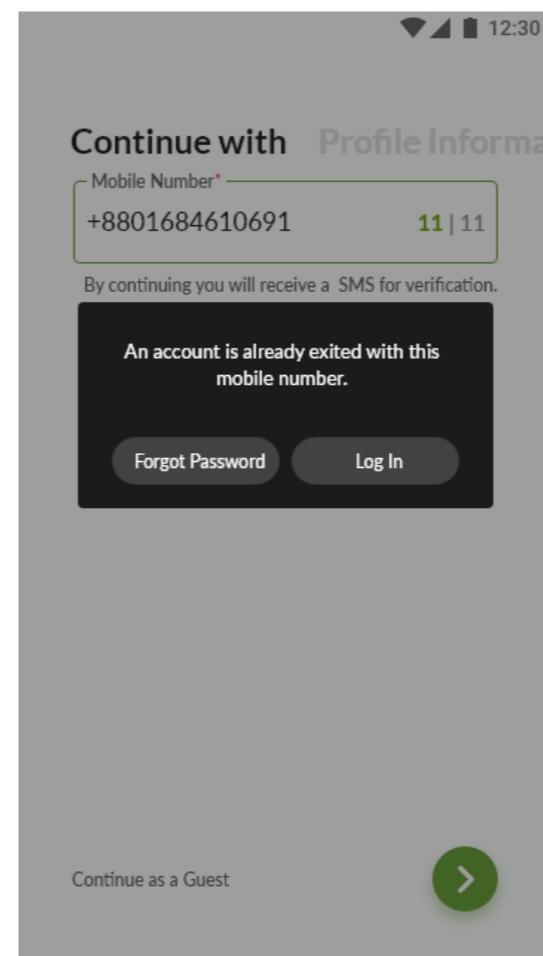
Mobile OTP

Enter 5 Digit Code that has been sent you in +8801684610691

5 8 5 8 0

1 2 3 -
4 5 6 ,
7 8 9 ✕
. 0 __ ✓

Alert



Profile Information

Profile Information

First Name* Last Name

Male Female Other

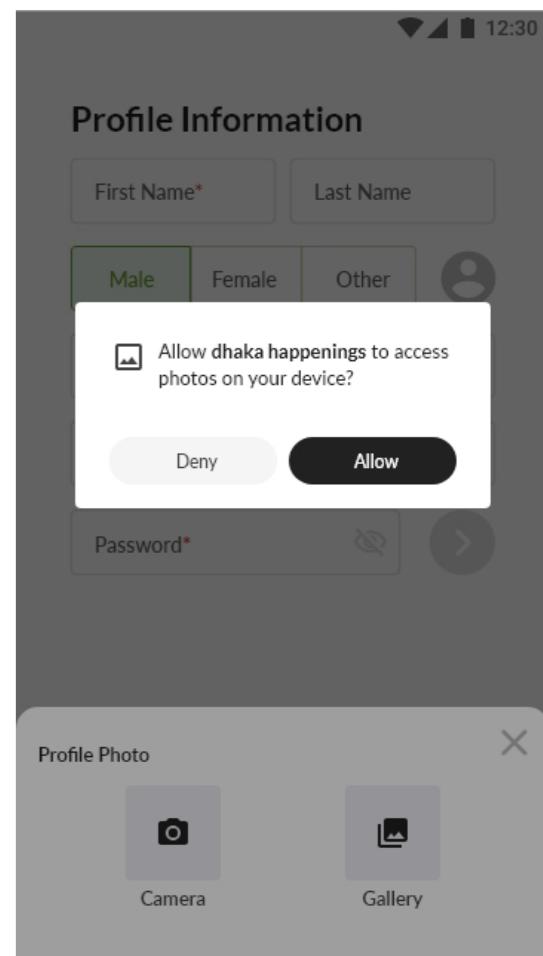
Date of Birth*

Email*

Password*

1 2 3 4 5 6 7 8 9 0
q w e r t y u i o p
a s d f g h j k l ñ
z x c v b n m ✕
?! , . →

Media Access



TE- UI

Log In

Log In

Email/ Mobile Number*

Password*  



[Forgot Password?](#)

1 2 3 4 5 6 7 8 9 0

q w e r t y u i o p

a s d f g h j k l ñ

z x c v b n m 

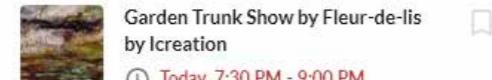
?! , .  

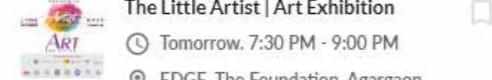
Home

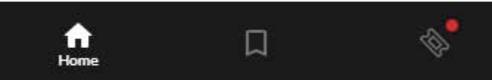
Home

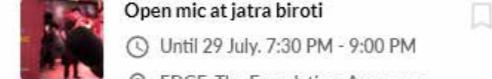
Nearby Free Preferred Weekend This W


Garden Trunk Show by Fleur-de-lis by Icreation
Today, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon


Garden Trunk Show by Fleur-de-lis by Icreation
Today, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon


The Little Artist | Art Exhibition
Tomorrow, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon


Illusion- Inter University Art Exhibition
Friday, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon


Open mic at jatra biroti
Until 29 July, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon


Open mic at jatra biroti
Until 29 July, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon

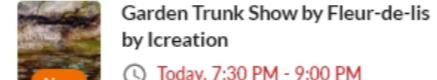
  

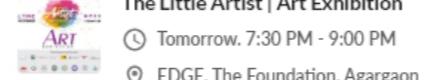
Friday, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon

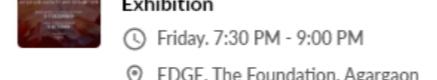
Home 01

12:30

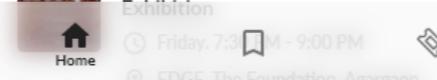
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Garden Trunk Show by Fleur-de-lis by Icreation
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EDGE, The Foundation, Agargaon

Event Details

12:30


THE TRAVELLER'S SONG
Garden Trunk Show by Fleur-de-lis by Icreation
by Kanak Champa Chakma
9 November - 30 November
by Goethe-Institut Bangladesh

 Today- 25 July, 3:00 PM - 8:00 PM Sat
Tomorrow- 26 July, 3:00 PM - 8:00 PM Sun
27 July, 3:00 PM - 8:00 PM Mon

 Shilpkola Academy
Moulana Bhasani Road, Dhaka- 1000, Bangladesh


 Free
First come first entry.

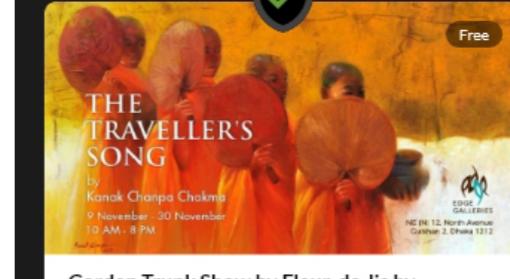
 About this Event
 Register and Get Ticket
Art Exhibition, The Traveller's Song, Saturday, 9 November, 6:30 pm at Edge Gallery, Bay's Edgewater, NE(N) 12, North Avenue, ... more.

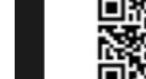
 About Goethe-Institute Bangladesh
A 300-word paper abstract, along with a short biography of 200 words, should be submitted by April 30, 2019. Abstracts should be written in... more

Event Registration

12:30

Congratulations!
You are successfully registered.


THE TRAVELLER'S SONG
by Kanak Champa Chakma
9 November - 30 November
by Goethe-Institut Bangladesh

 FREE
No Outside Food
No Tobacco, No Baggage
Gate Open: 6:30 PM


Ticket has also been sent to your email id.

Ticket List

12:30

Ticket


Garden Trunk Show by Fleur-de-lis by Icreation
Friday, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon



Illusion- Inter University Art Exhibition
Friday, 7:30 PM - 9:00 PM
EDGE, The Foundation, Agargaon

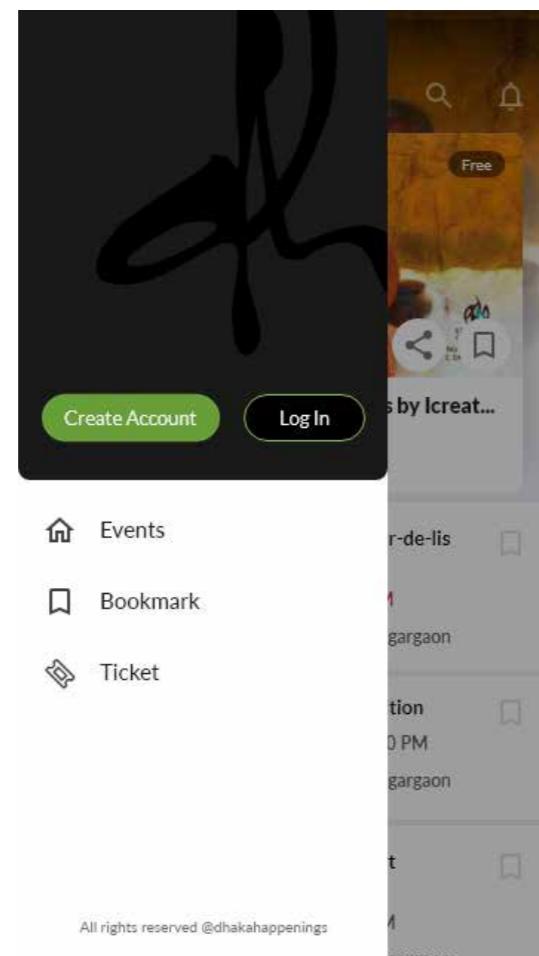
TE- UI

QR



12:30

Left Drawer



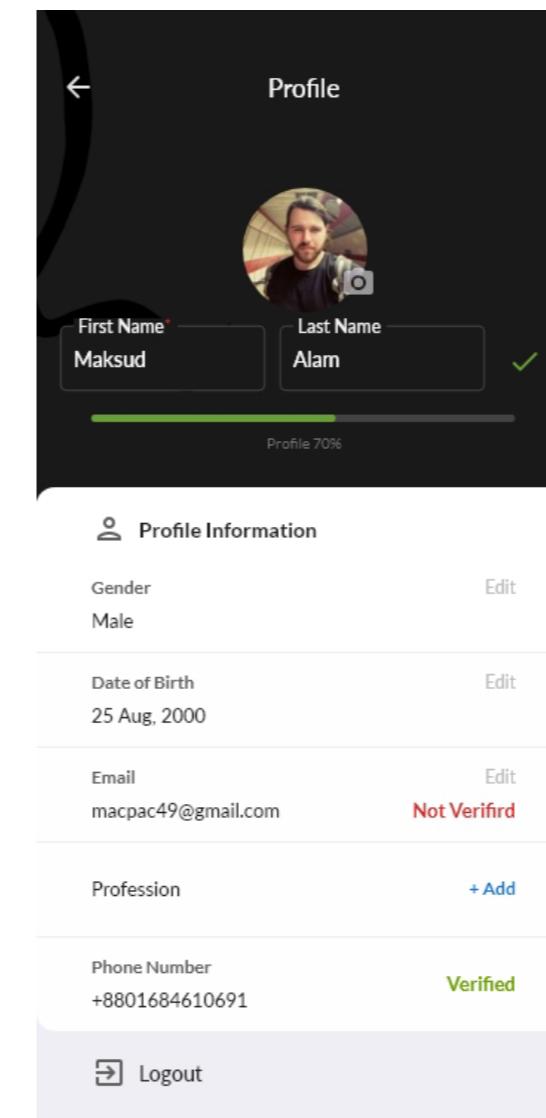
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OK



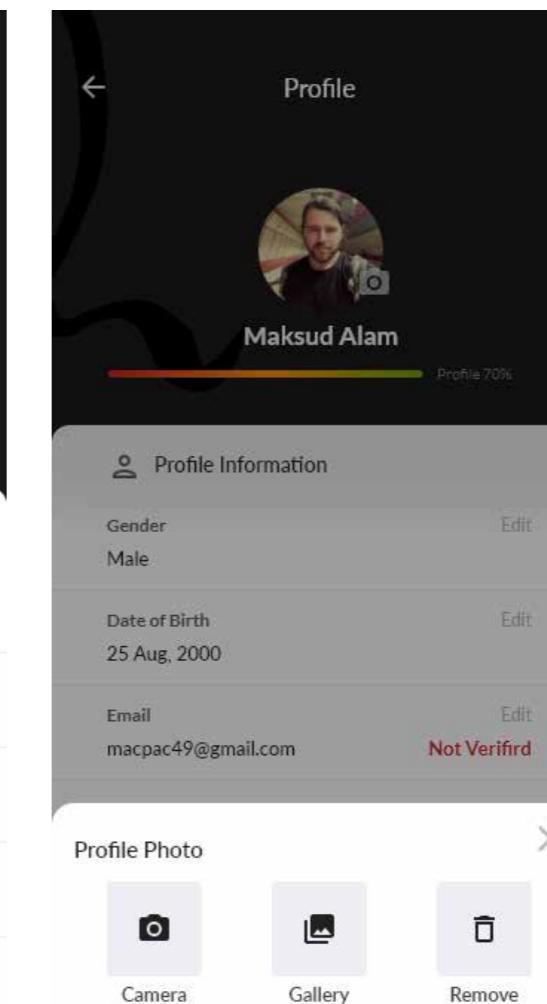
12:30

Profile



Logout

Image Upload

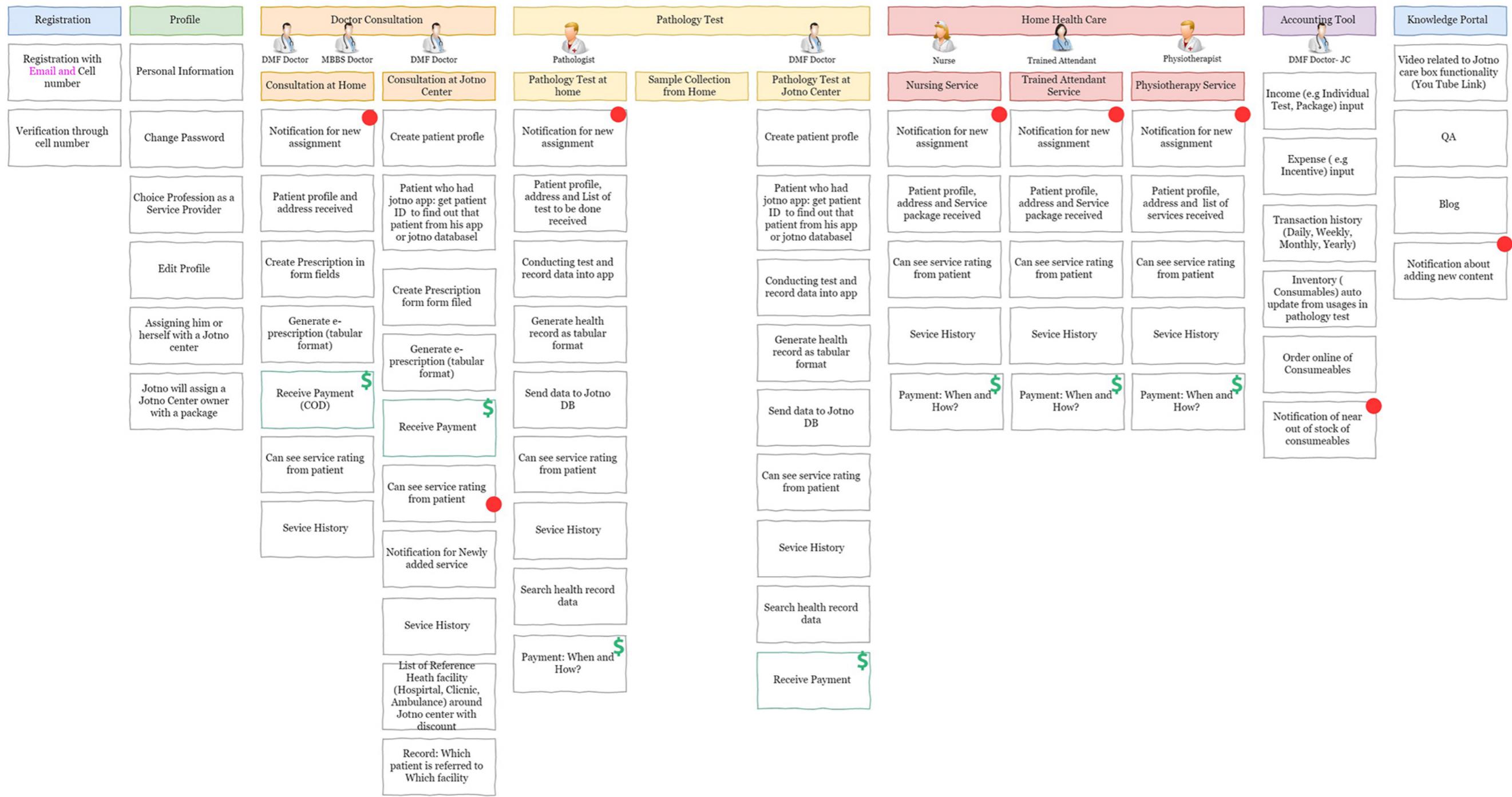


Jotno

On Demand Health Service

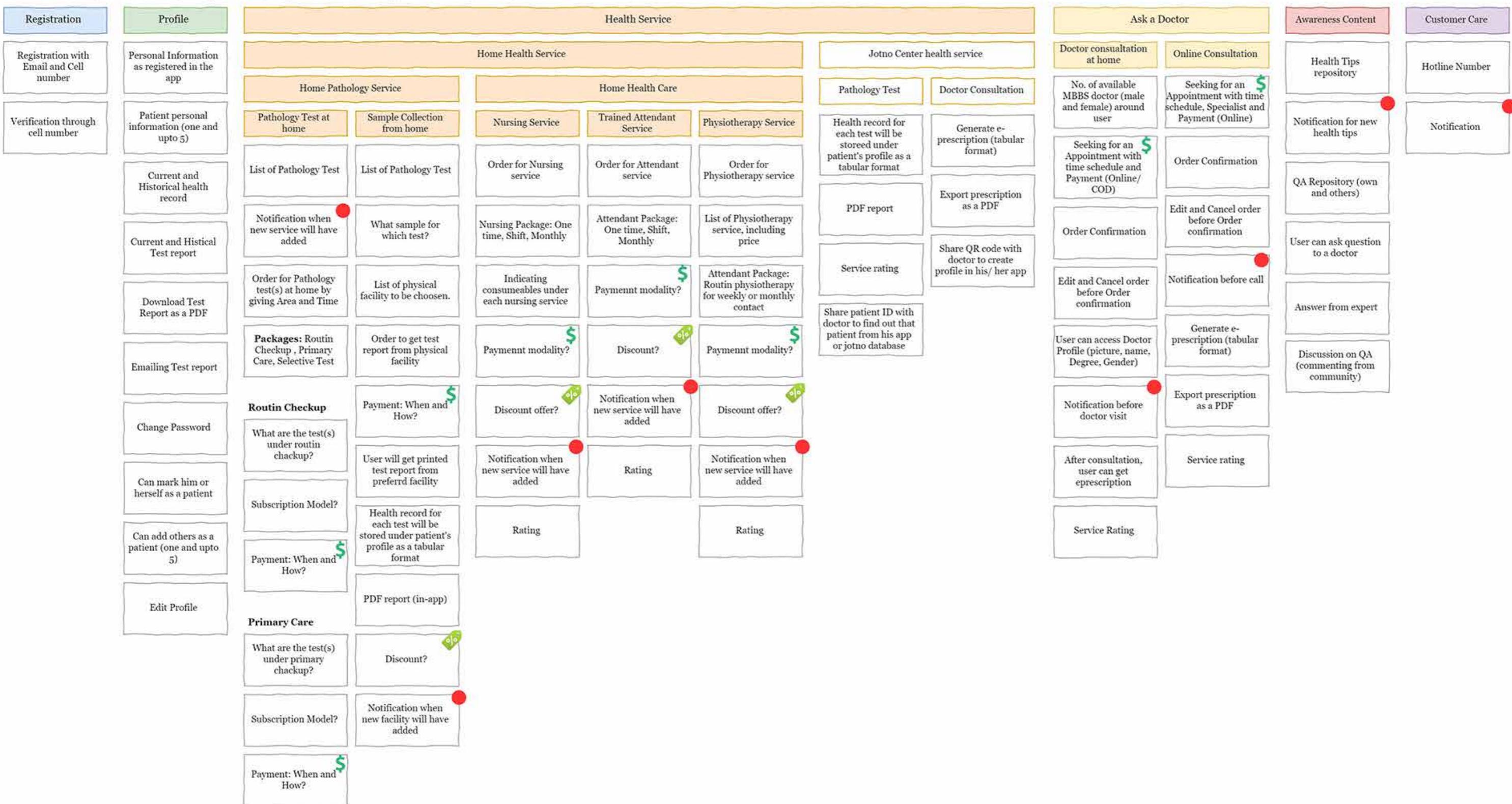
Affinity Diagram- Service Provider

Service Provider (DMF, Pathologist, Nurse, Trained Attendant, Physiotherapist)

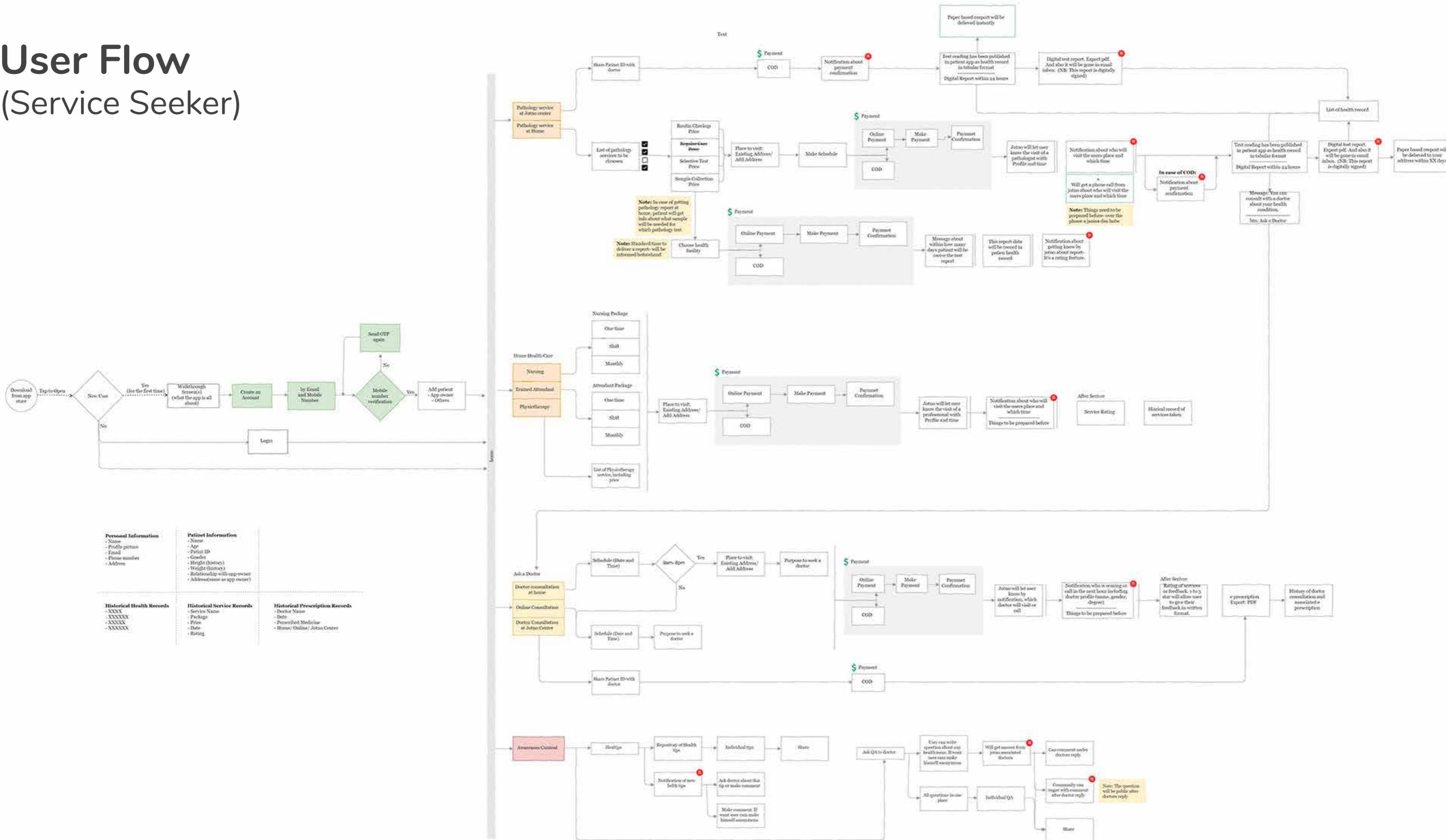


Affinity Diagram (Service Provider)

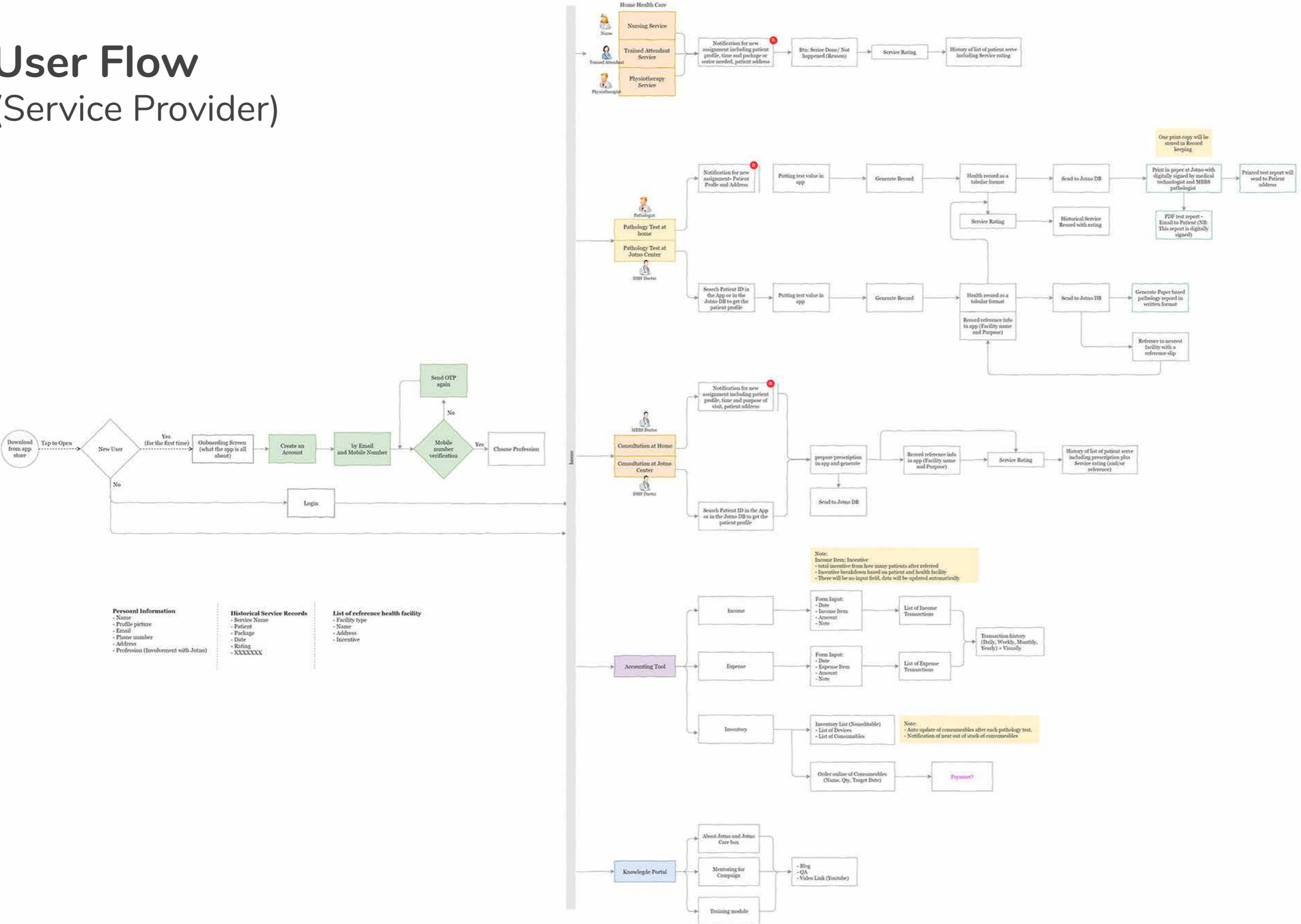
Service Seeker (General Patient, Old aged Patient, Pregnant Mother, Post Operative Patient, Disable)



User Flow (Service Seeker)



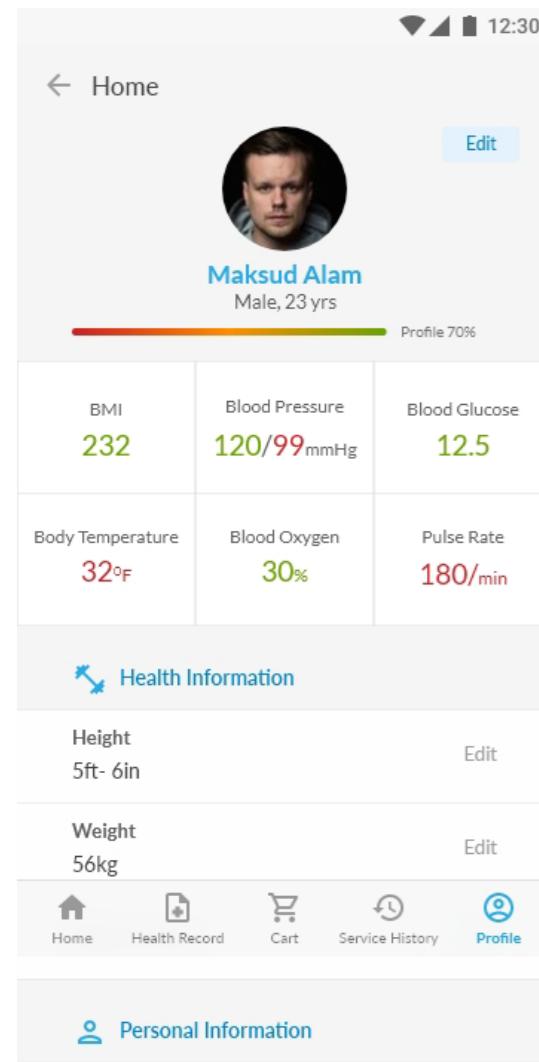
User Flow (Service Provider)



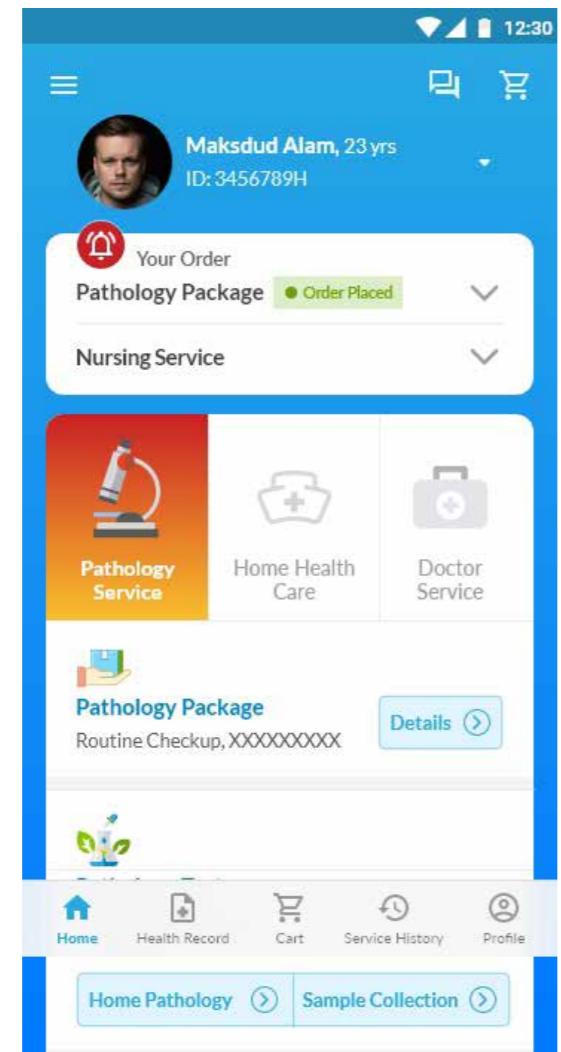
Jotno- Service Provider

UI

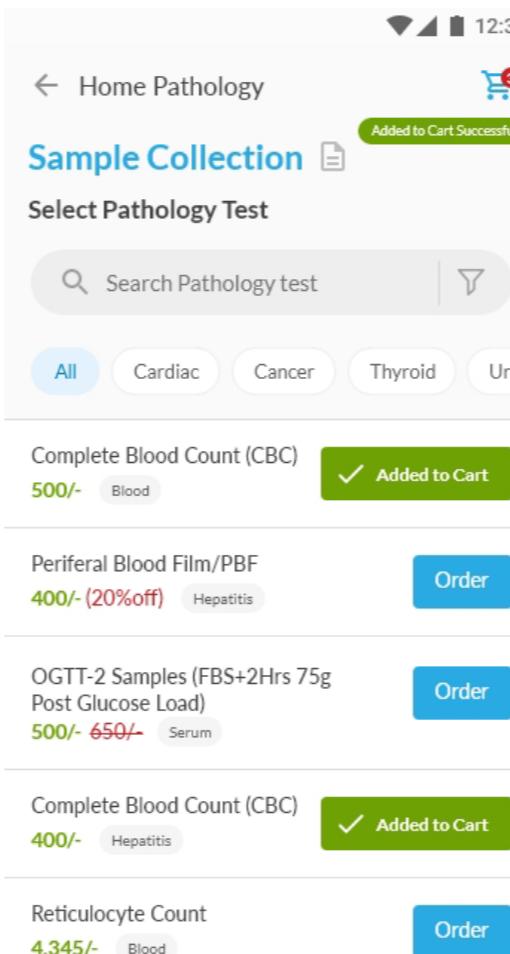
Profile



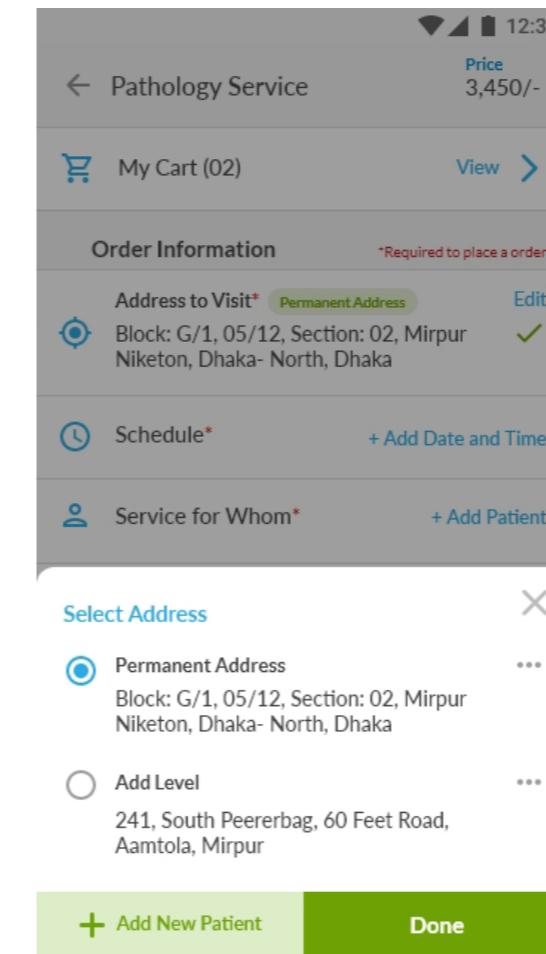
Home



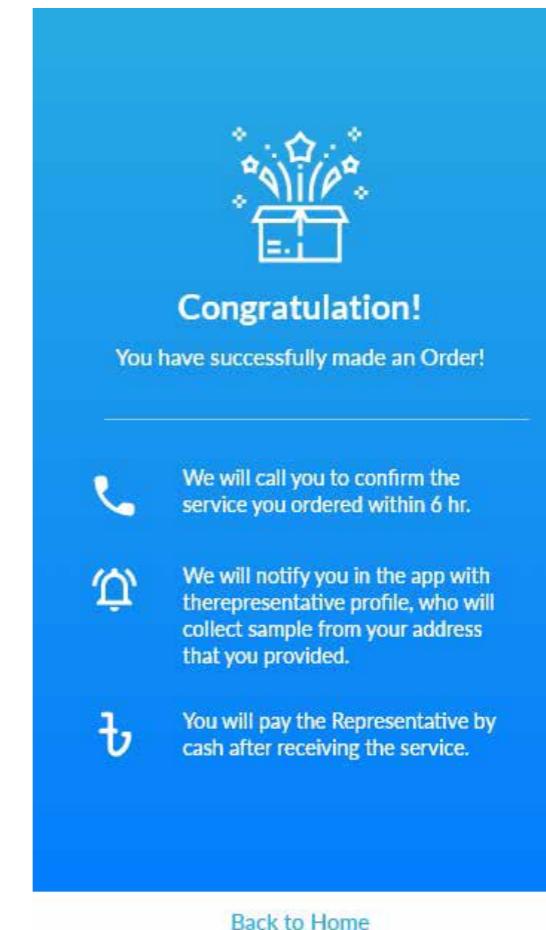
Service List



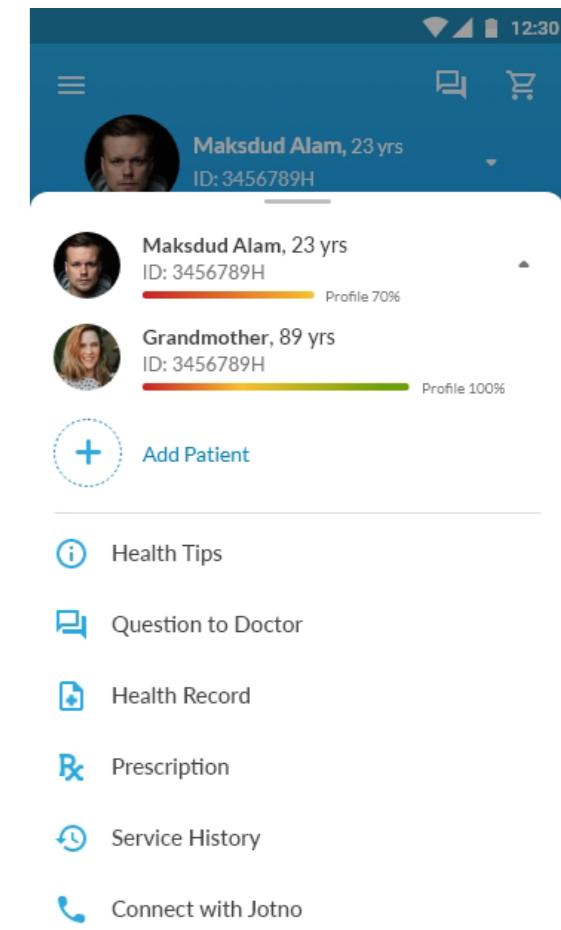
Address Switch



Service Confirmation



Bottom Drawer



Jotno- Service Provider

UI

Health Tips

This screenshot shows the 'Health Tips' section of the app. It displays a list of new health tips in Bengali, each with a title and a brief description. At the bottom, there are tabs for 'All', 'Dengue', 'Basic', 'Prenancy', and 'Heart'. Below the tips is a scrollable list of more tips, with one item highlighted in yellow. At the very bottom are navigation icons for Home, Health Record, Cart, Service History, and Profile.

Question to Doctor

This screenshot shows the 'Question to Doctor' section. It lists several unanswered questions from users, each with a title, a snippet of the question, and a timestamp. At the bottom is a large blue button labeled 'Ask Question'.

Service History

This screenshot shows the 'Service History' section, specifically a 'Doctor Consultation at Home' entry. It details the service ID, visit time, provider, payment method, and a review from the user. The review states: 'He was a good doctor. Reached home on time. Overall service was good. Price ta ektu kom hole valo hotot. But doctor somoy niea patient ke treatment korieache.'

Order Details

This screenshot shows the 'Order Details' section for a 'Pathology Package'. It includes information about the patient (Maksud Alam), the order status (Active), visit details, and a timeline of events. The timeline shows the first visit on 13 Sep, 2019, at 11:20 AM; the second visit on 14 Sep, 2019, at 11:20 AM; the third visit on 15 Sep, 2019, at 11:20 AM; and the service completion on 25 Mar, 2019, at 10:30 AM. A note at the bottom indicates that a test reading record has been published. There are buttons for 'Order Again' and 'Dismiss'.

Medicine Details

This screenshot shows the 'Medicine Details' section for a prescription. It includes a prescription for 'Napa, 25 mg' with a frequency interval of 8:00 AM, 4:00 PM, and 12:00 PM. The duration is listed as 12-20 April. There are buttons for 'Details' and 'Order'.

Pathology Packages

This screenshot shows the 'Pathology Packages' section. It lists several packages with their names, prices, and descriptions. Each package has a 'Details' button and an 'Added to Cart' button. The packages include:

- Diabetes Checkup (1,600/-) - Described as a basic health checkup up to help rule out prevalent disorders.
- Basic Checkup (1,600/- (40% Off)) - Described as a basic health checkup up to help rule out prevalent disorders.
- Pre-pregnancy Advanced Health Checkup (1,600/- (40% Off)) - Described as a basic health checkup up to help rule out prevalent disorders.
- Cardiac Screening Basic (1,600/-) - Described as a basic health checkup up to help rule out prevalent disorders.



MROS

Marin Resource Observatory System

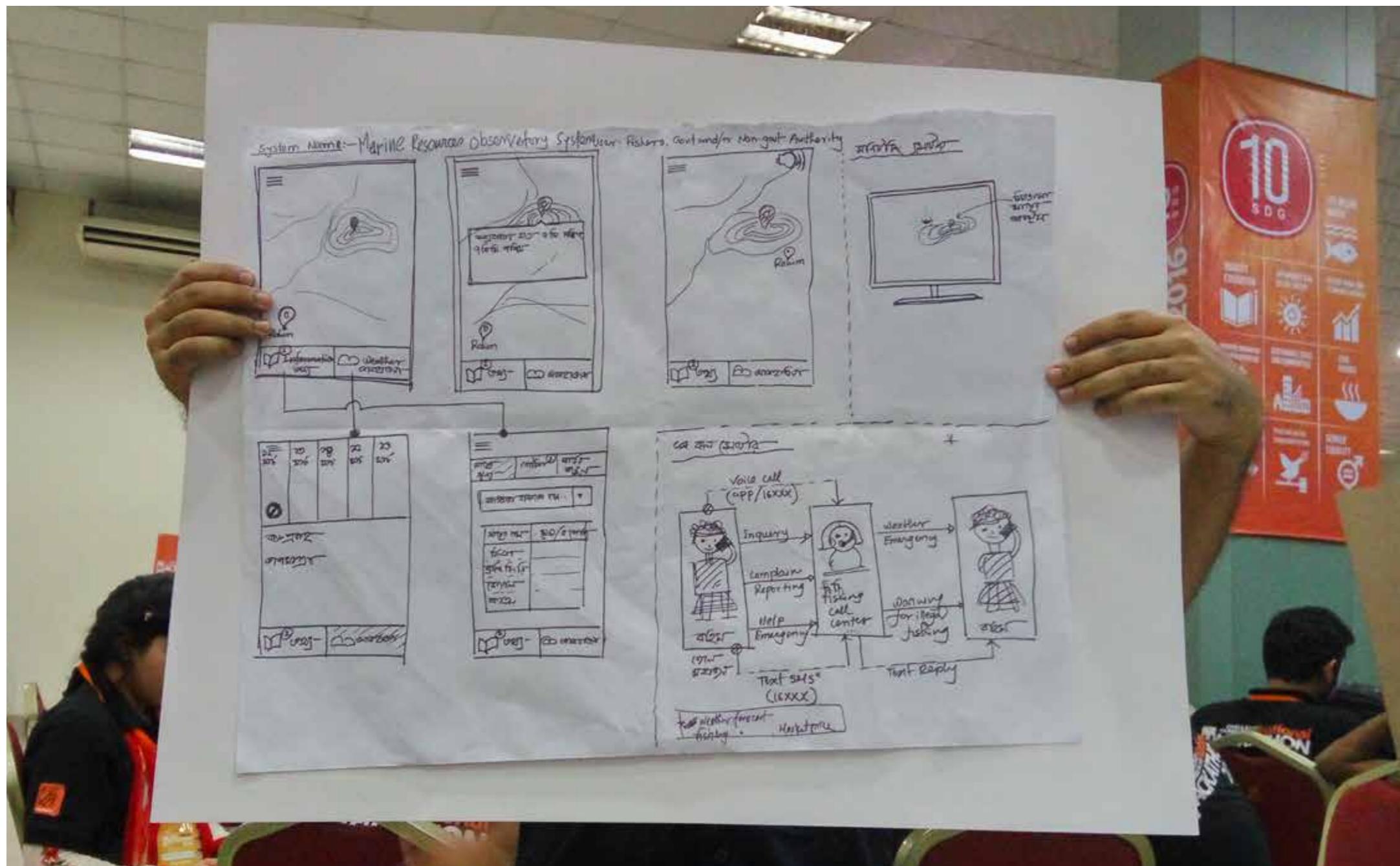
Client: Self



Secondary Research + Storyboard + IA +Wireframe + UI

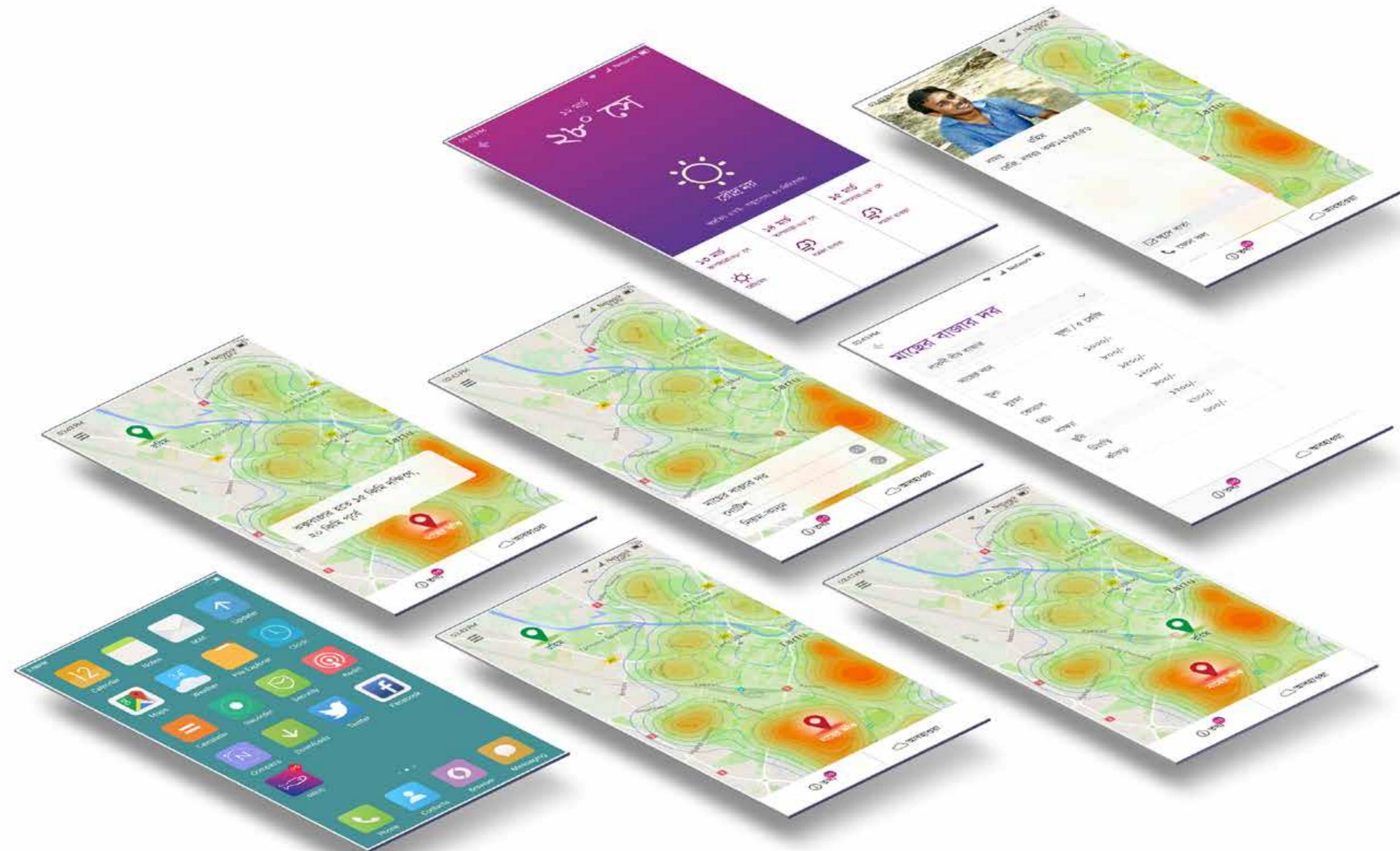
MROS

Storyboard



MROS

UI





Client: LifeChord

Koishor

App revamping- Breaking taboo

Welcome

Koishor
Sign Up

Mobile Number*

Date of Birth*

Day Month Year

Kishor Kishori Ovibabok

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
?123 , .

Chat Call

Nijeke Jano

Resources Feedback Other Apps

• Update

Bondhutto and paribarik Relation

Jante Chai

Doctor Appointment

Chat Call

Nijeke Jano

Nijeke Jano

Boyosondhikal Maslik or Ritusrab

Saririk Poribortion Bron

Bondhutto and paribarik Relation Lingo Boisommo Jouno Nipiron

Sobar ek e sathe hoy na keno?

Chat Call

Nijeke Jano

Boyosondhikal Maslik or Ritusrab

Saririk Poribortion Bron

Sobar ek e sathe hoy na keno?

Aro Jiggas

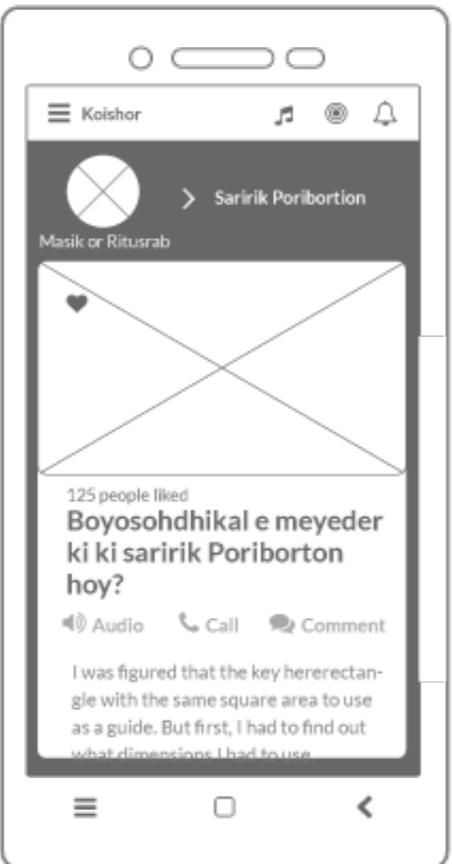
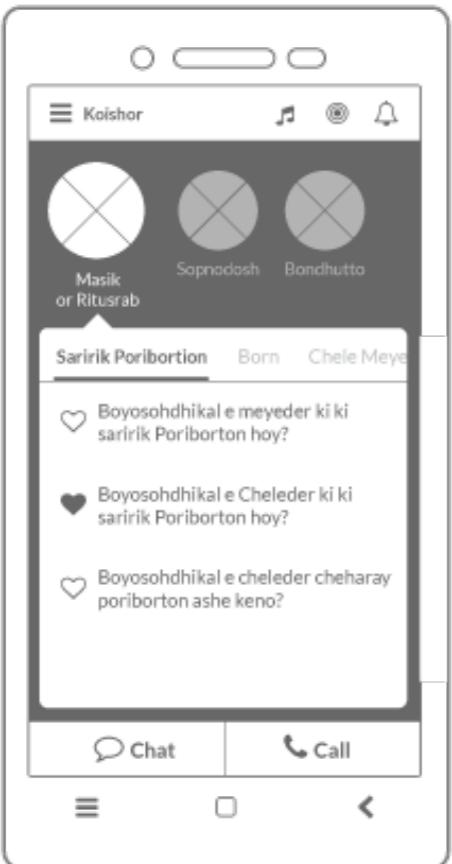
Chat Call

BRS + Information Architecture (IA) +Wireframe

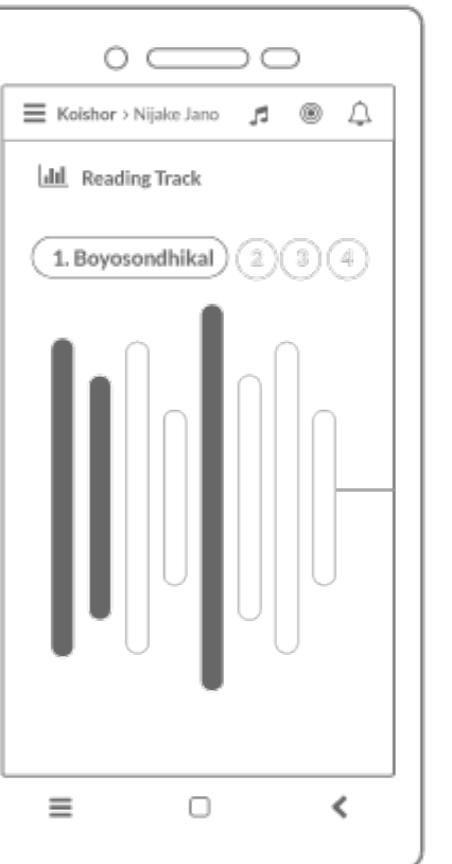
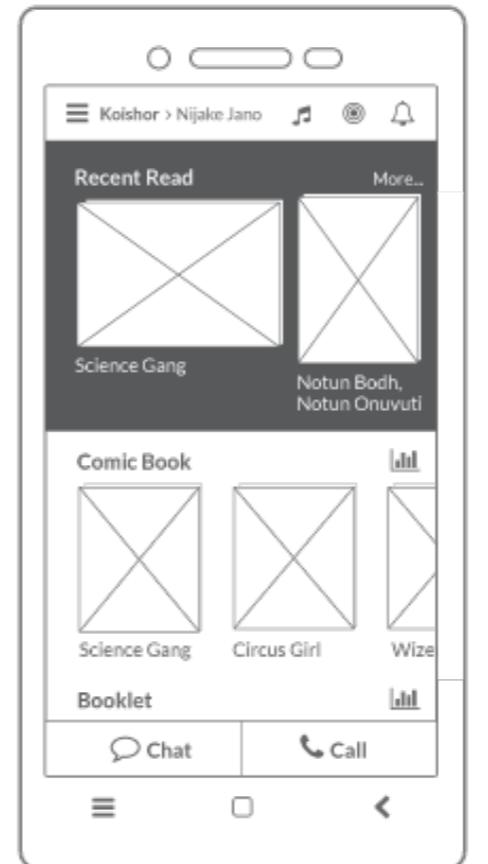
Koishor

Wireframe Low-fi

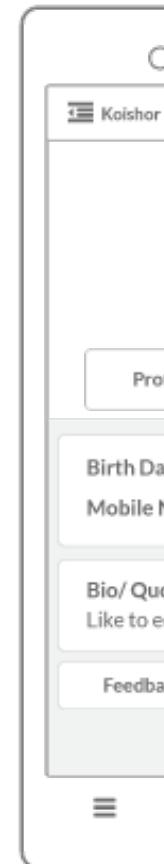
Nijke Jano



Booklet



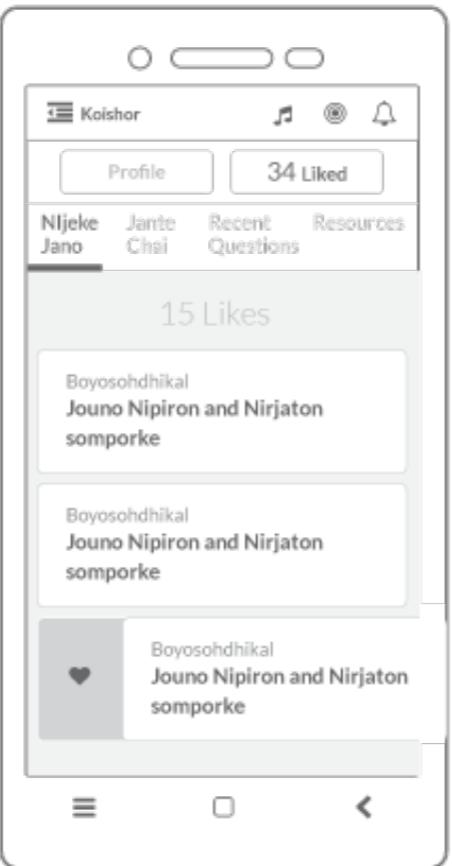
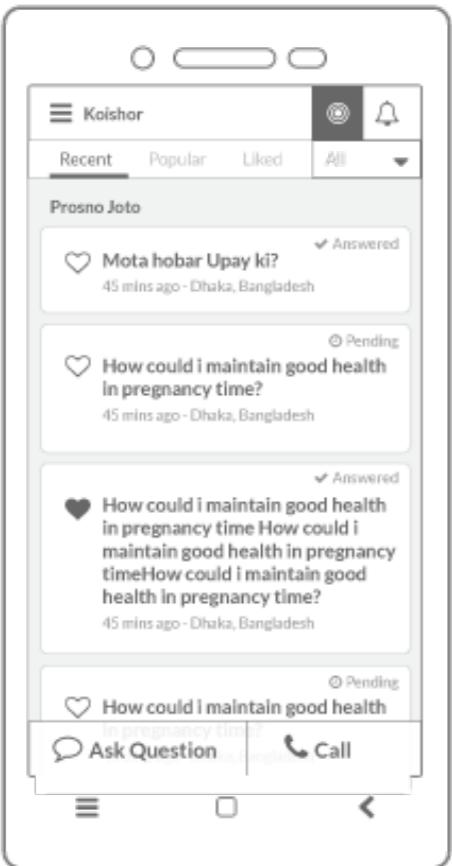
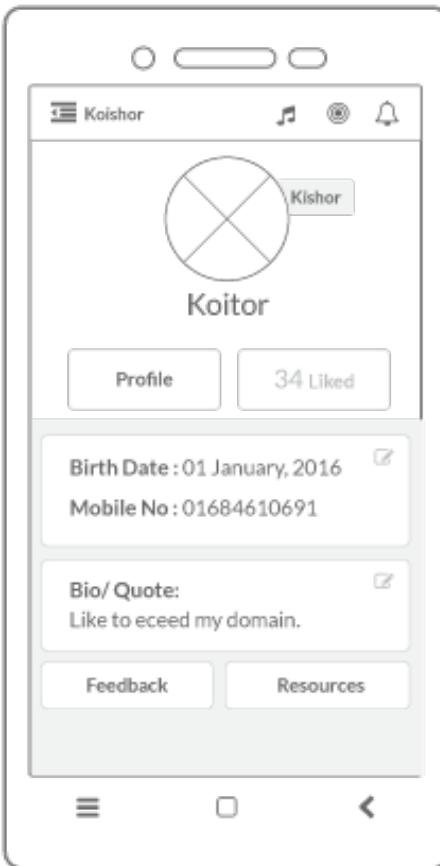
Profile



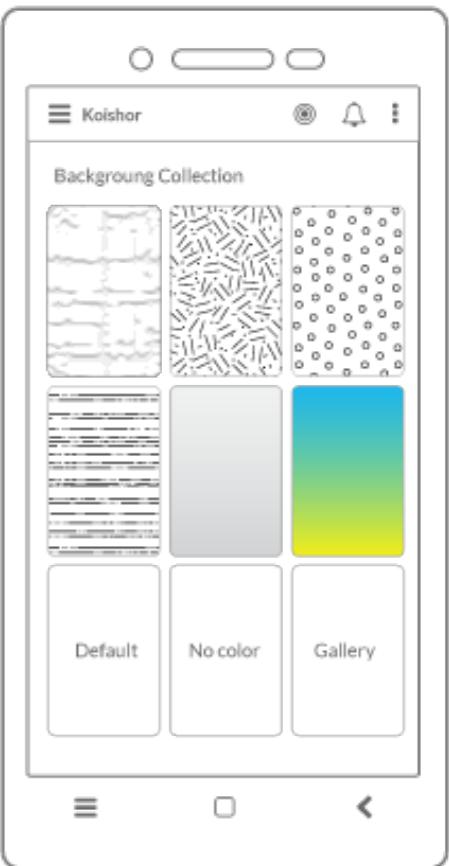
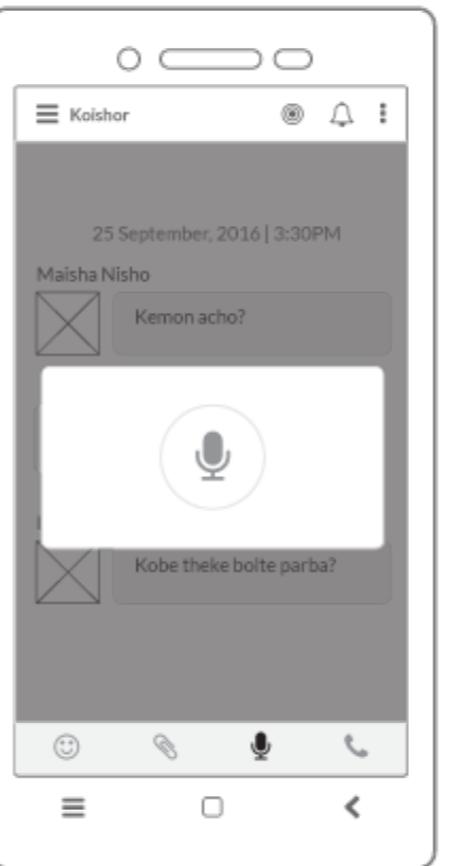
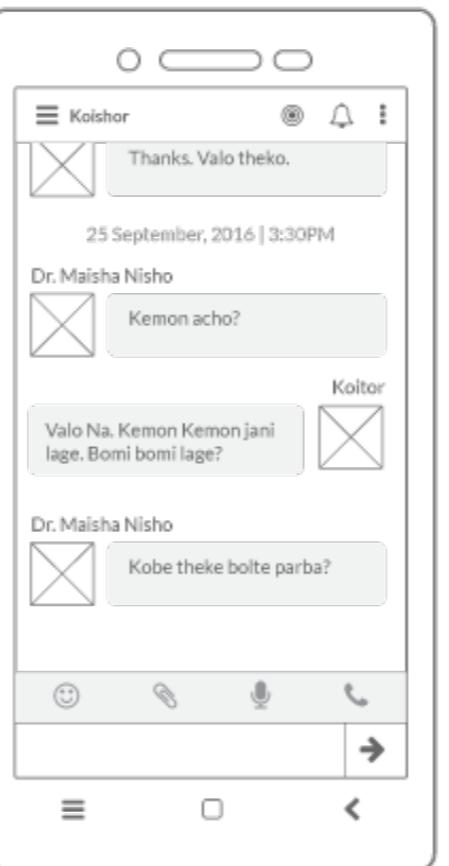
Koishor

Wireframe Low-fi

Profile



Live Chat



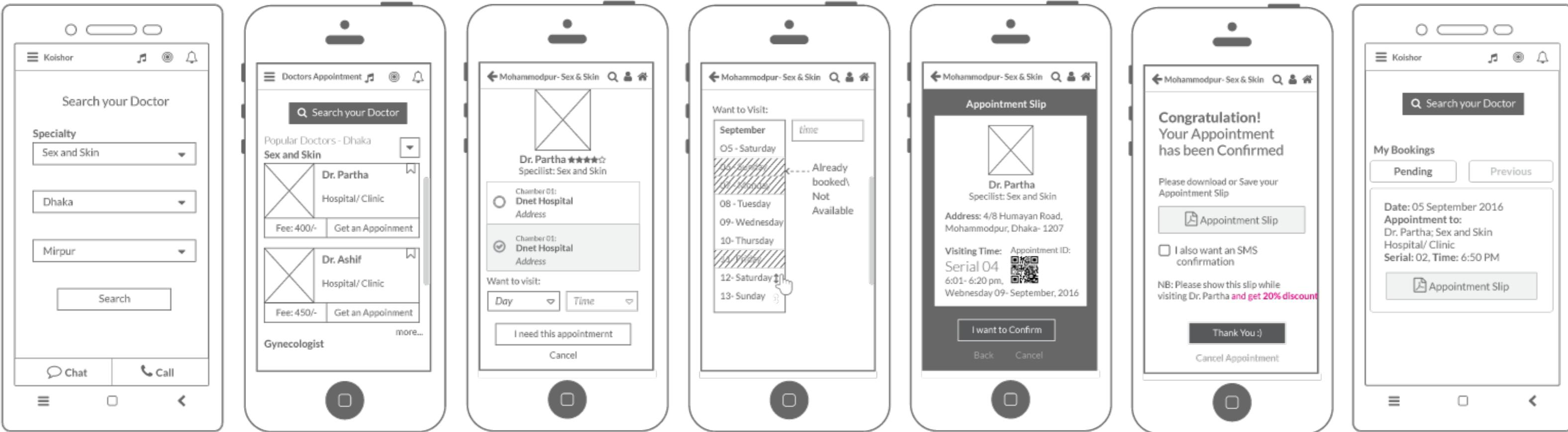
Doctors' Appo



Koishor

Wireframe Low-fi

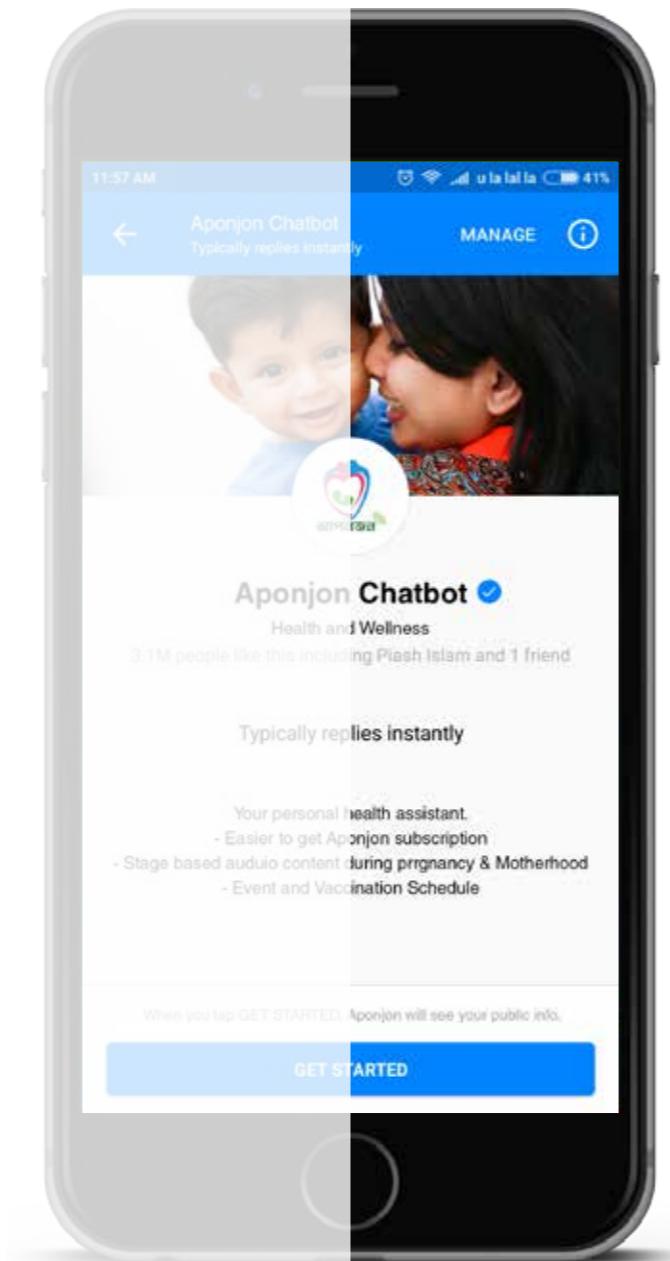
Doctors' Appointment





Aponjon Chatbot

Placing product for sale. More Active, more responded



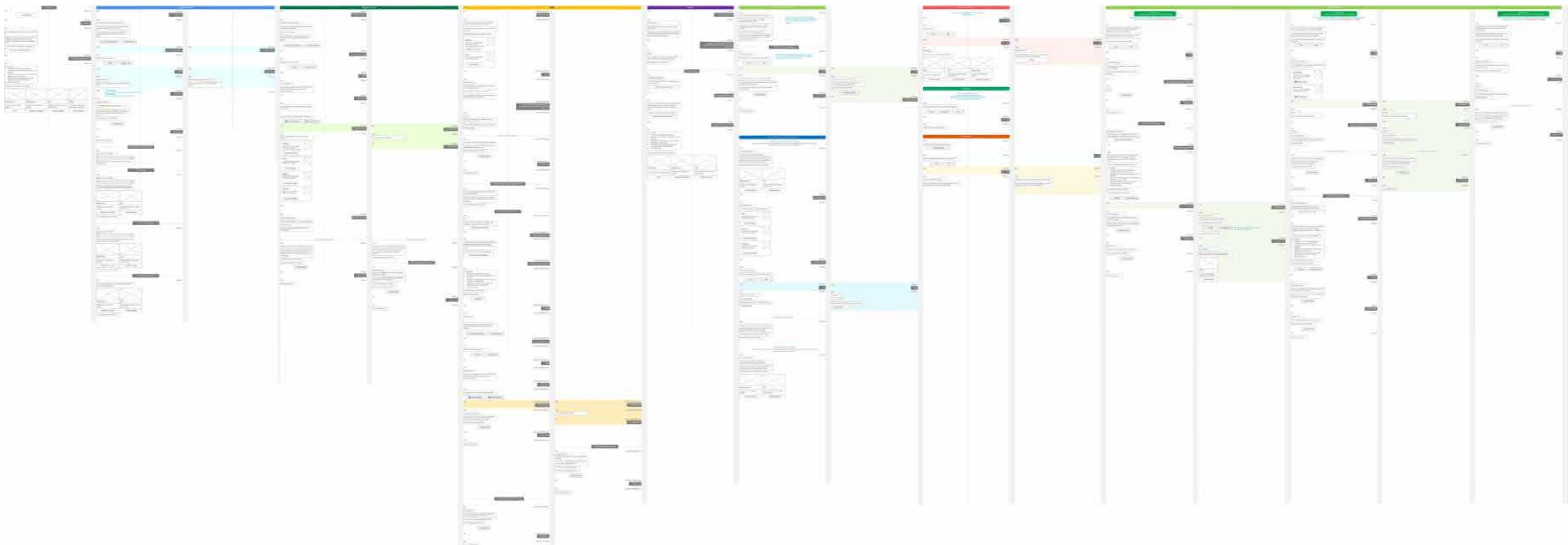
Client: LifeChord

Stakeholder Research + Competitor Research +
Business Requirement + Decision Tree + Conversation Script



Aponjon Chatbot

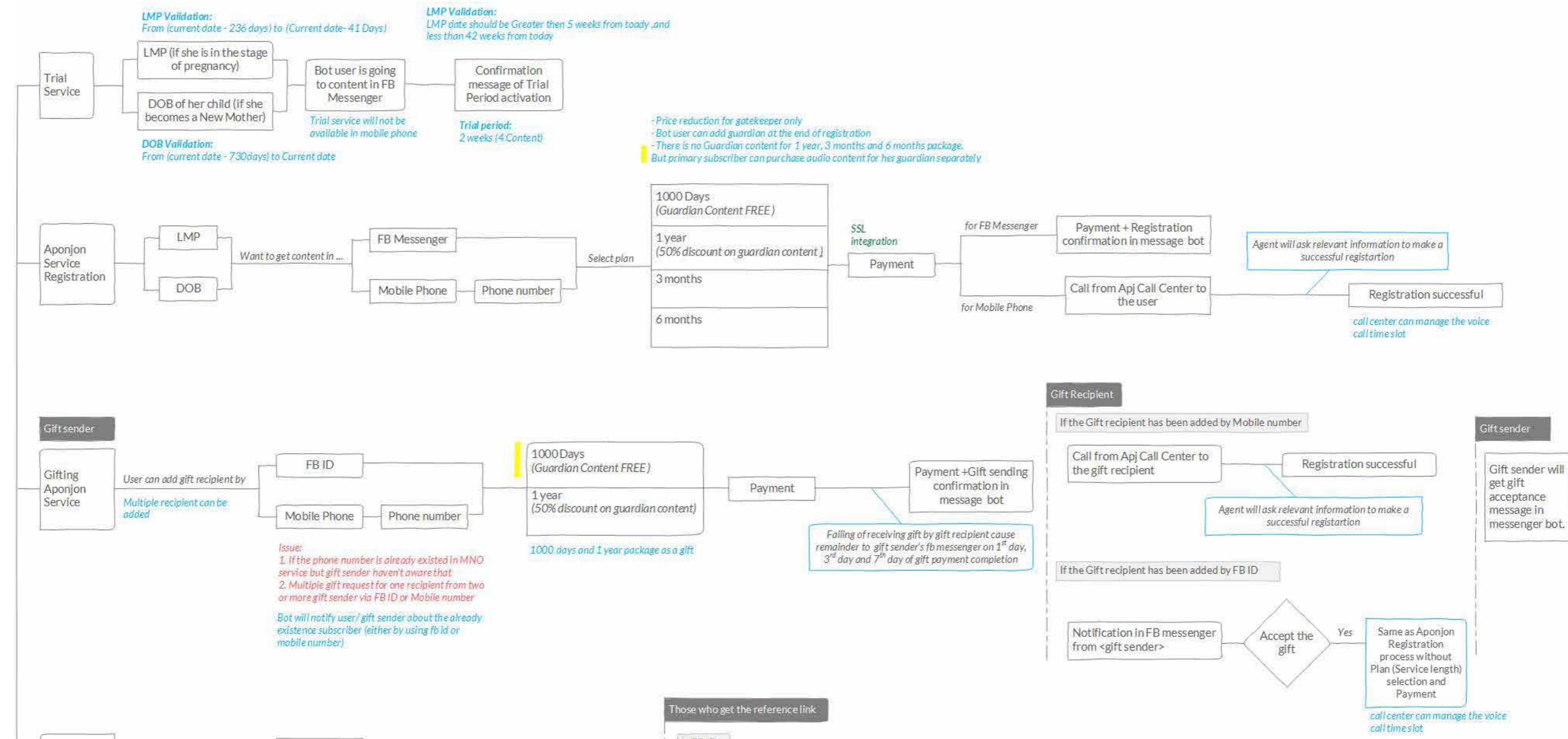
Conversation Script





Aponjon Chatbot

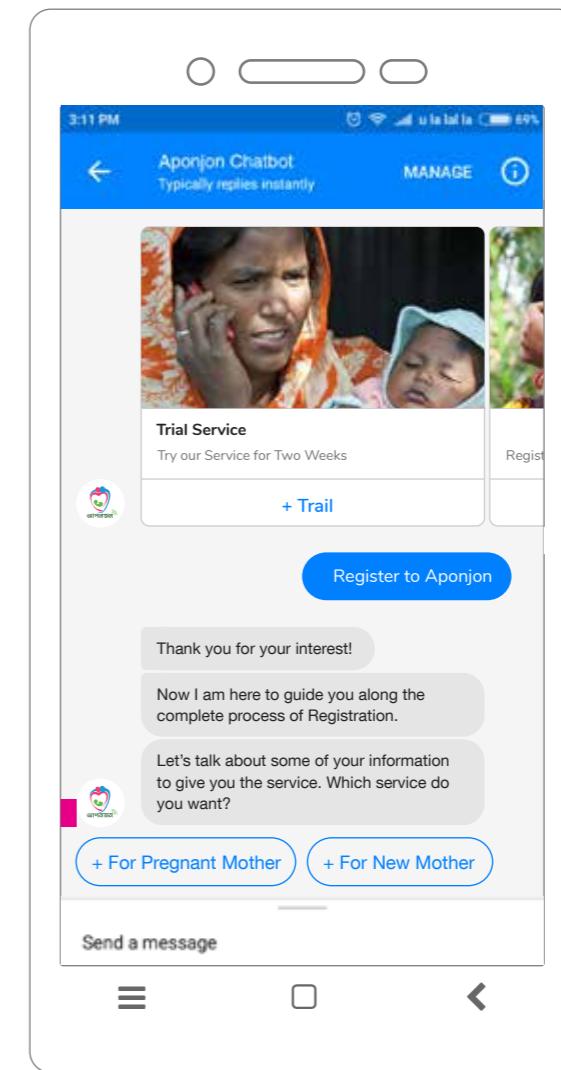
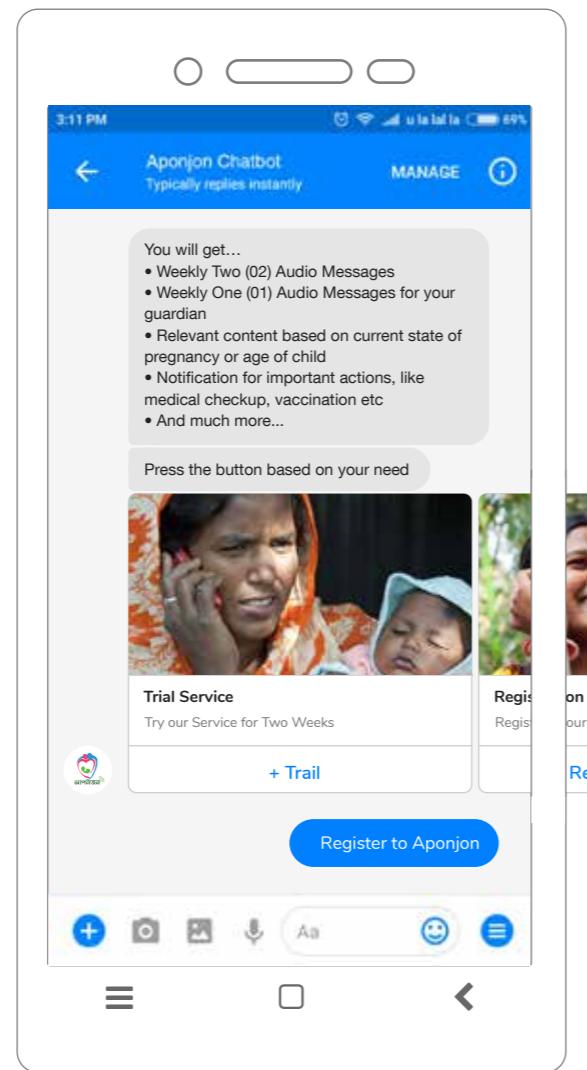
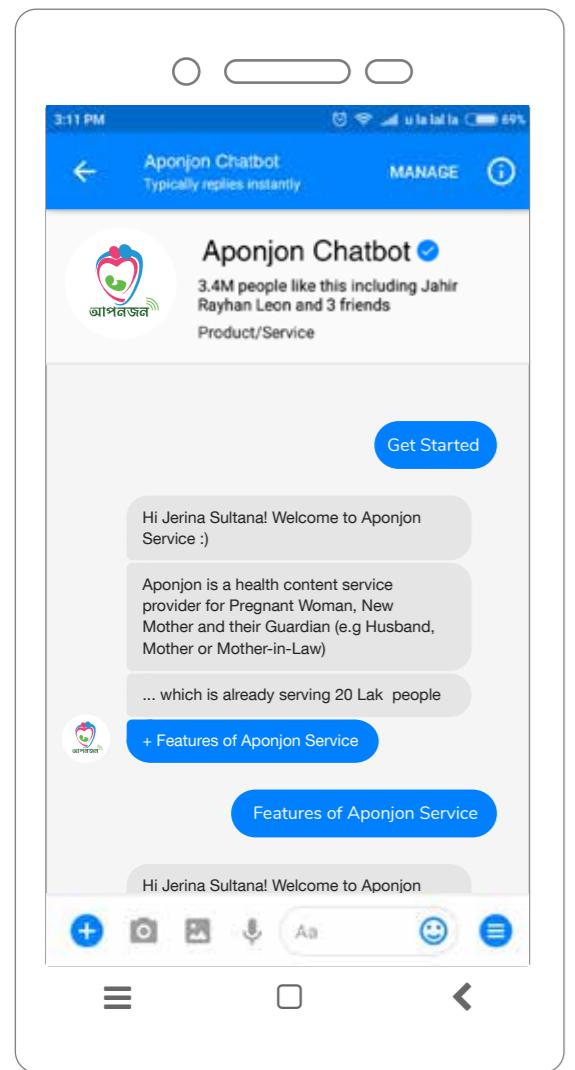
Decision Tree





Aponjon Chatbot

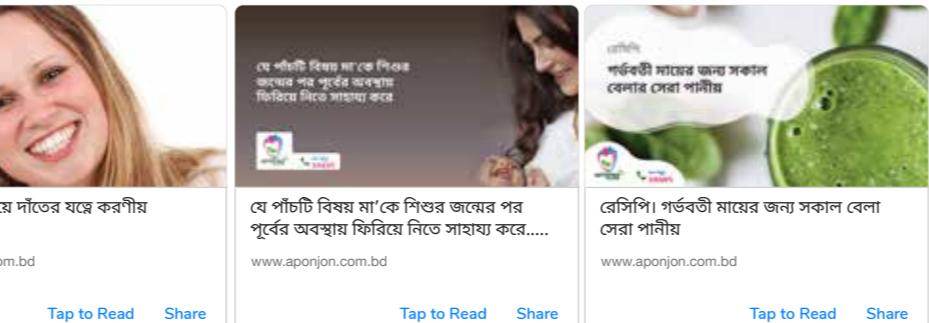
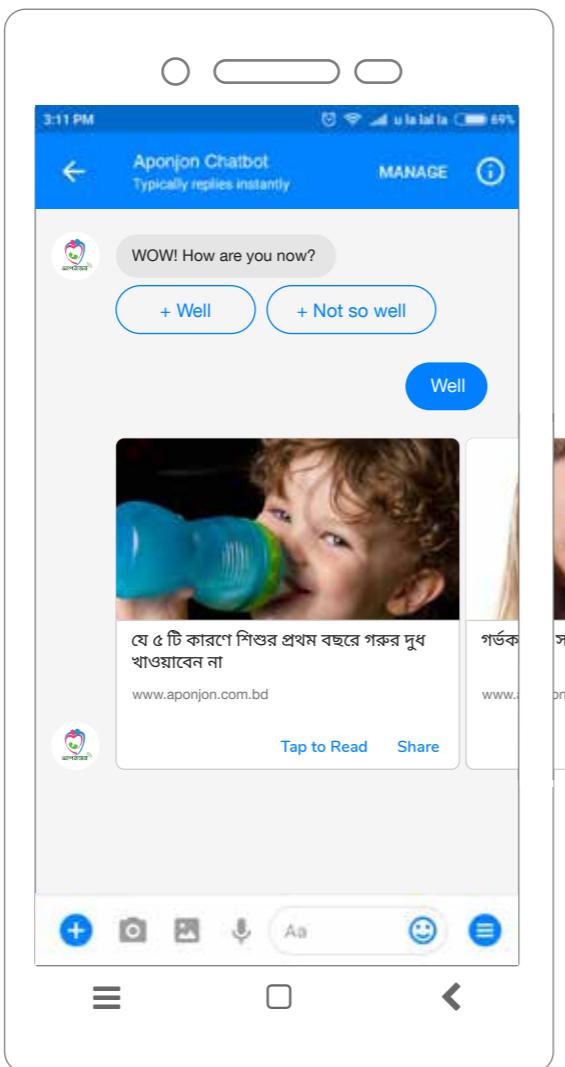
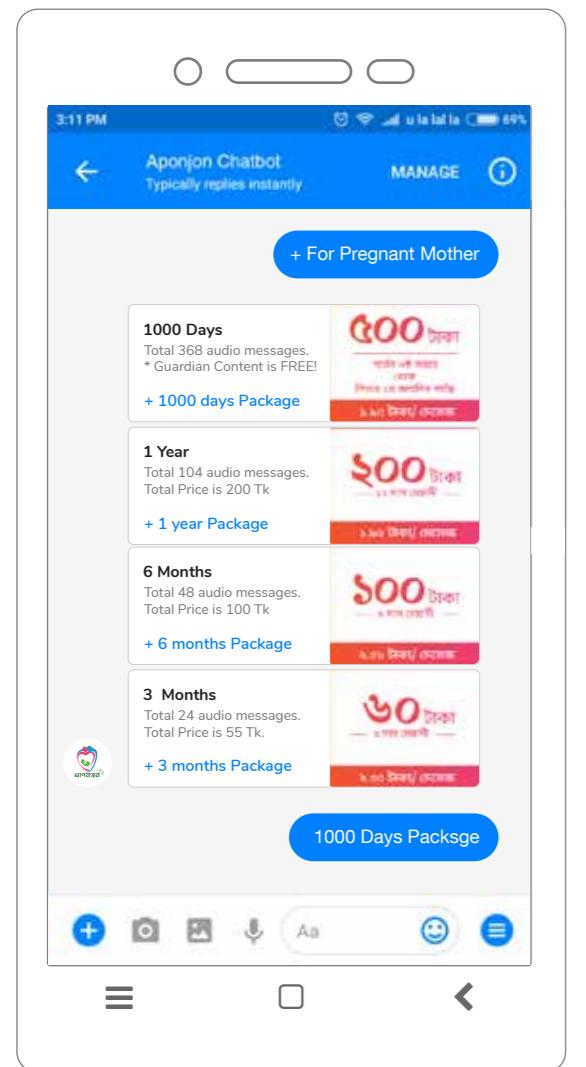
Chabot interface with real conversation





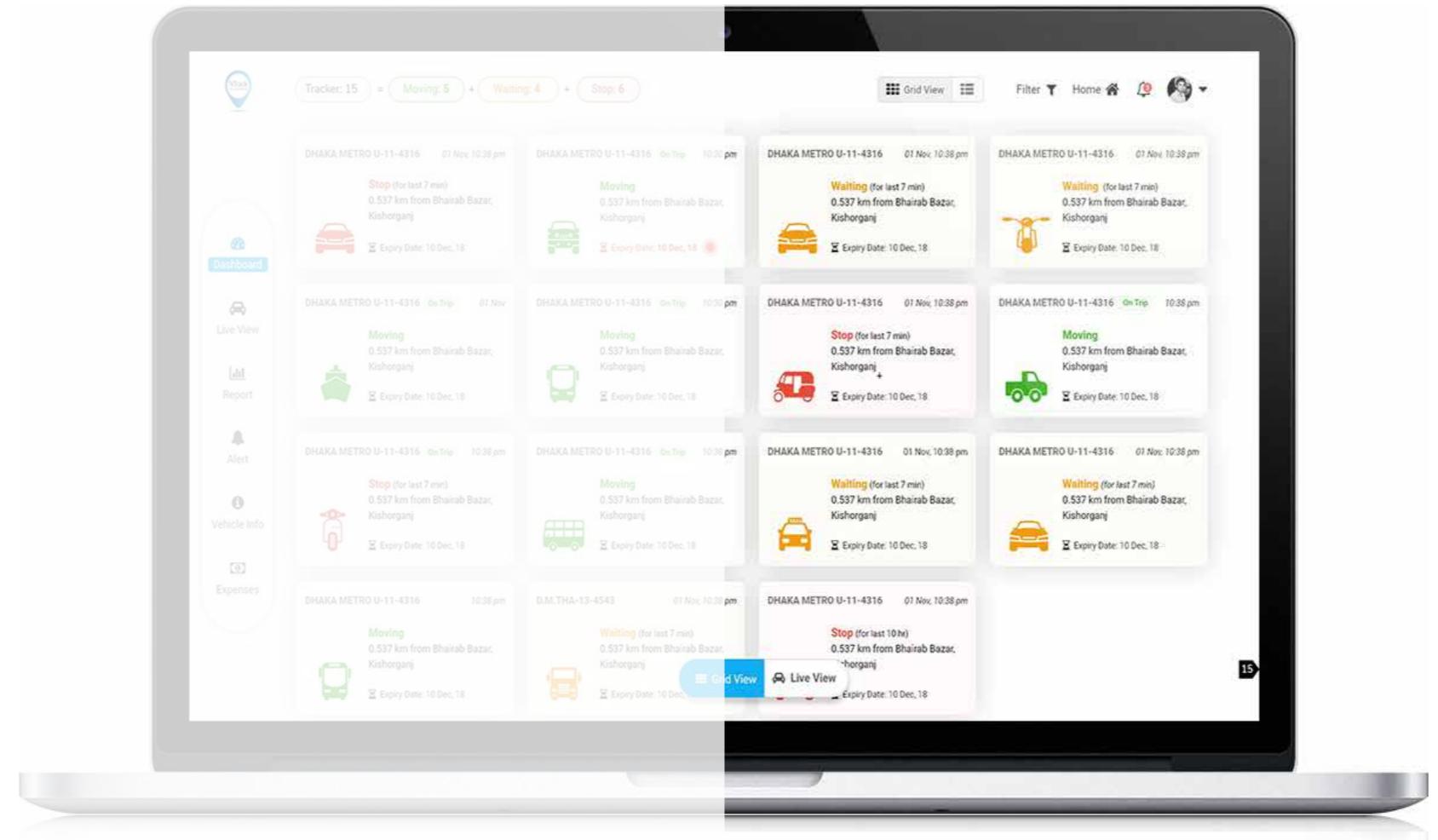
Aponjon Chatbot

Chatbot interface with real conversation



NTrack

Always updated about my vechile



Client: Nitol Niloy Group

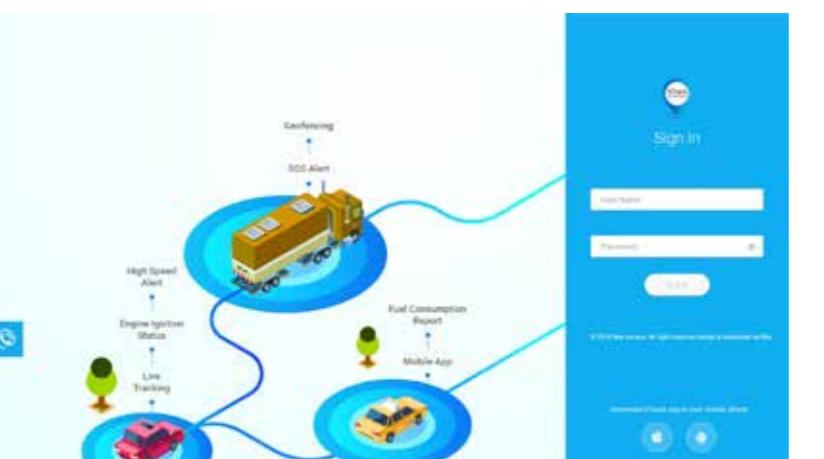
BR Analysis + Secondary Research + IA + Wirefarme + UI + Prototype

NTrack

Home- Grid View

Tracker: 15				Moving: 5	Waiting: 4	Stop: 6	Grid View	Filter	Home	Logout									
	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Stop (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	On Trip	10:30 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.		
	DHAKA METRO U-11-4316	On Trip	01 Nov		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	On Trip	10:30 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Stop (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	On Trip	10:38 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.
	DHAKA METRO U-11-4316	On Trip	10:38 pm		Stop (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	On Trip	7:03 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	
	DHAKA METRO U-11-4316	On Trip	10:38 pm		Stop (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	On Trip	7:03 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	
	DHAKA METRO U-11-4316	10:38 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	D.M.THA-13-4543	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Stop (for last 10 hr) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Live View <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.			
	DHAKA METRO U-11-4316	10:38 pm		Moving 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	D.M.THA-13-4543	01 Nov, 10:38 pm		Waiting (for last 7 min) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	 Grid View	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Stop (for last 10 hr) 0.537 km from Bhairob Bazar, Kishorganj <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.	DHAKA METRO U-11-4316	01 Nov, 10:38 pm		Live View <input checked="" type="checkbox"/> Expiry Date: 10 Dec, 18.		

Home



Home- Moving

Traktor 25	Mowing 8	Mowing 4	Drop 5	Filter	Home	Help	Logout
Mowing 8.007 ha from Overall Basis. Estimated							
Mowing 8.007 ha from Overall Basis. Estimated Every Day 10am-10pm							
Mowing 8.007 ha from Overall Basis. Estimated Every Day 10am-10pm							
Mowing 8.007 ha from Overall Basis. Estimated Every Day 10am-10pm							

Notification View

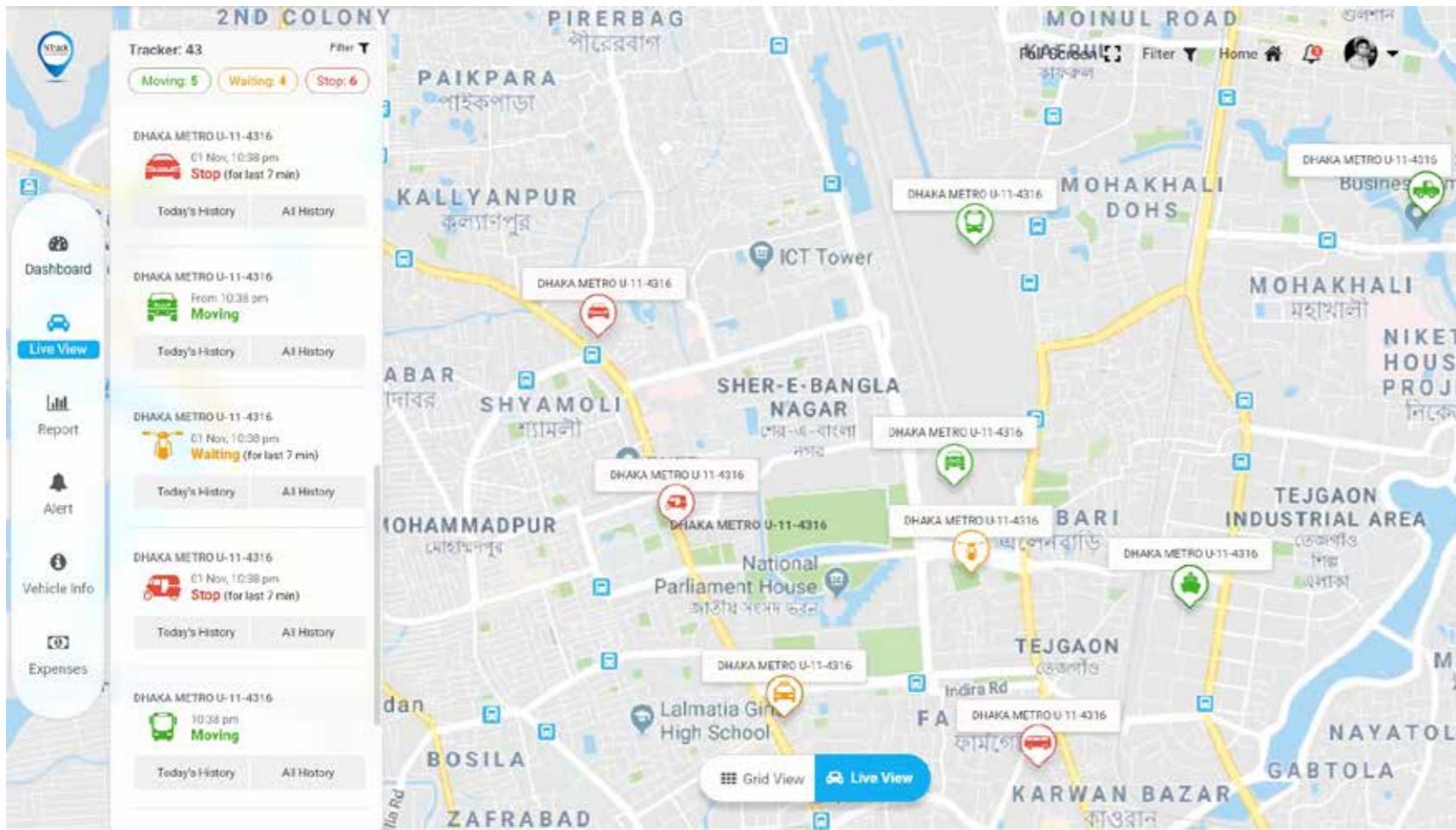
A screenshot of the DriverX mobile application interface. The top navigation bar includes tabs for 'Driver', 'Booking', 'Driver ID', and 'Logout'. On the right side of the header are icons for location, search, and account settings. Below the header, there's a 'Notification (03)' section with three items. Each notification card contains a small profile picture, the driver's name, the booking ID, the date, the time, the service type (e.g., 'Shuttle'), the vehicle type (e.g., 'SUV'), and the pickup/drop-off address. At the bottom of each card is a green button labeled 'Accept' with a checkmark icon. A 'Live View' button is also present at the bottom of the notifications.

Home - List View

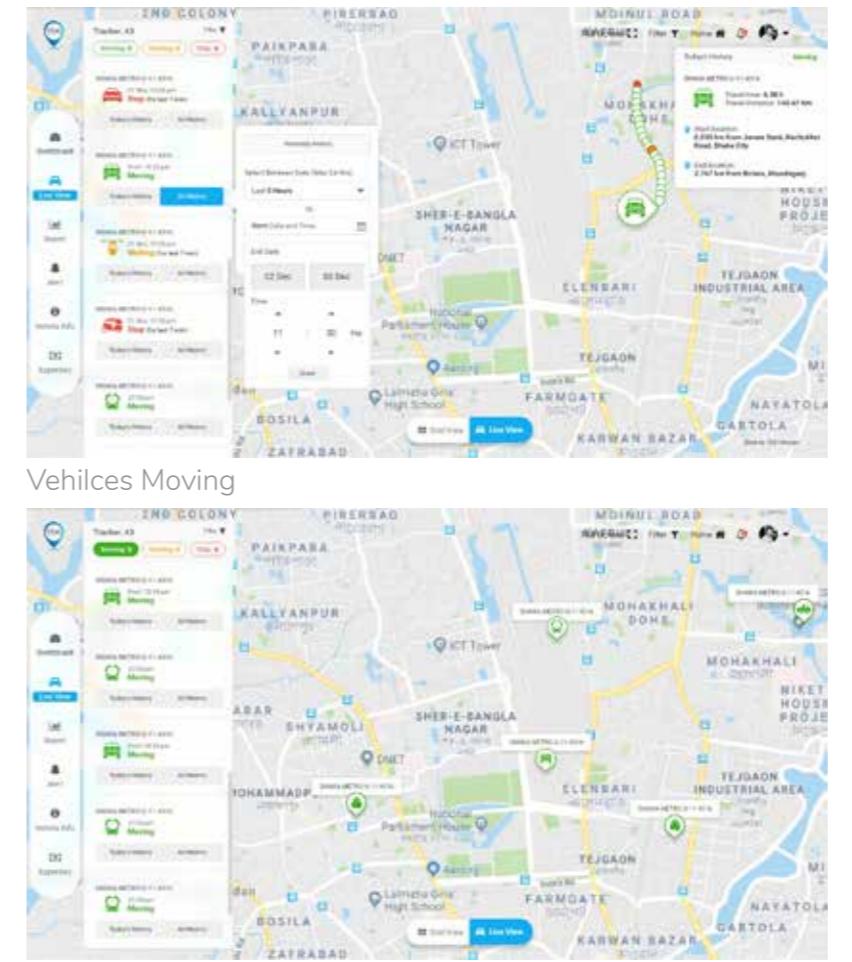
NTrack

UI

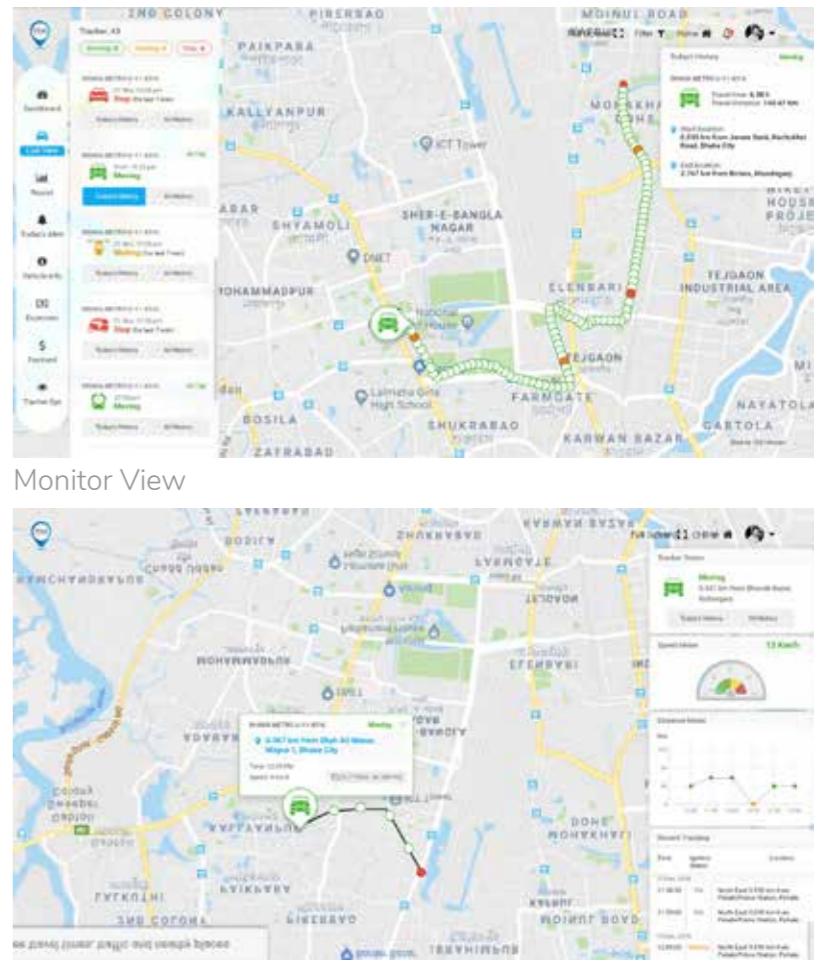
Live View



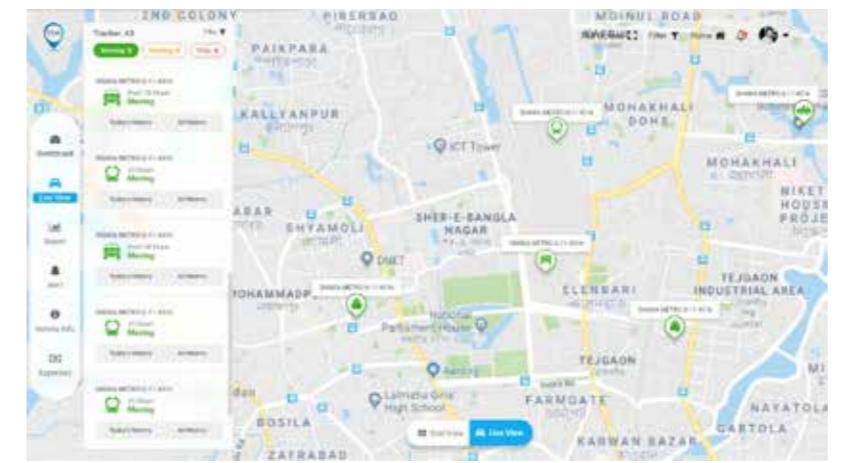
Search History



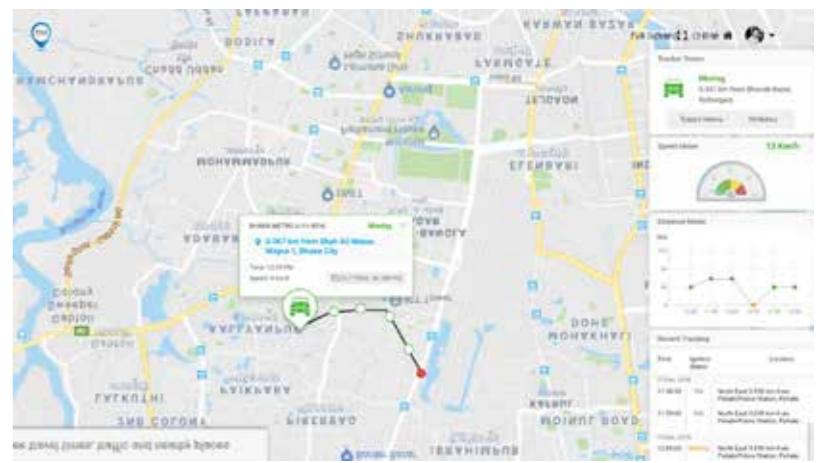
Today Search



Vehicles Moving



Monitor View



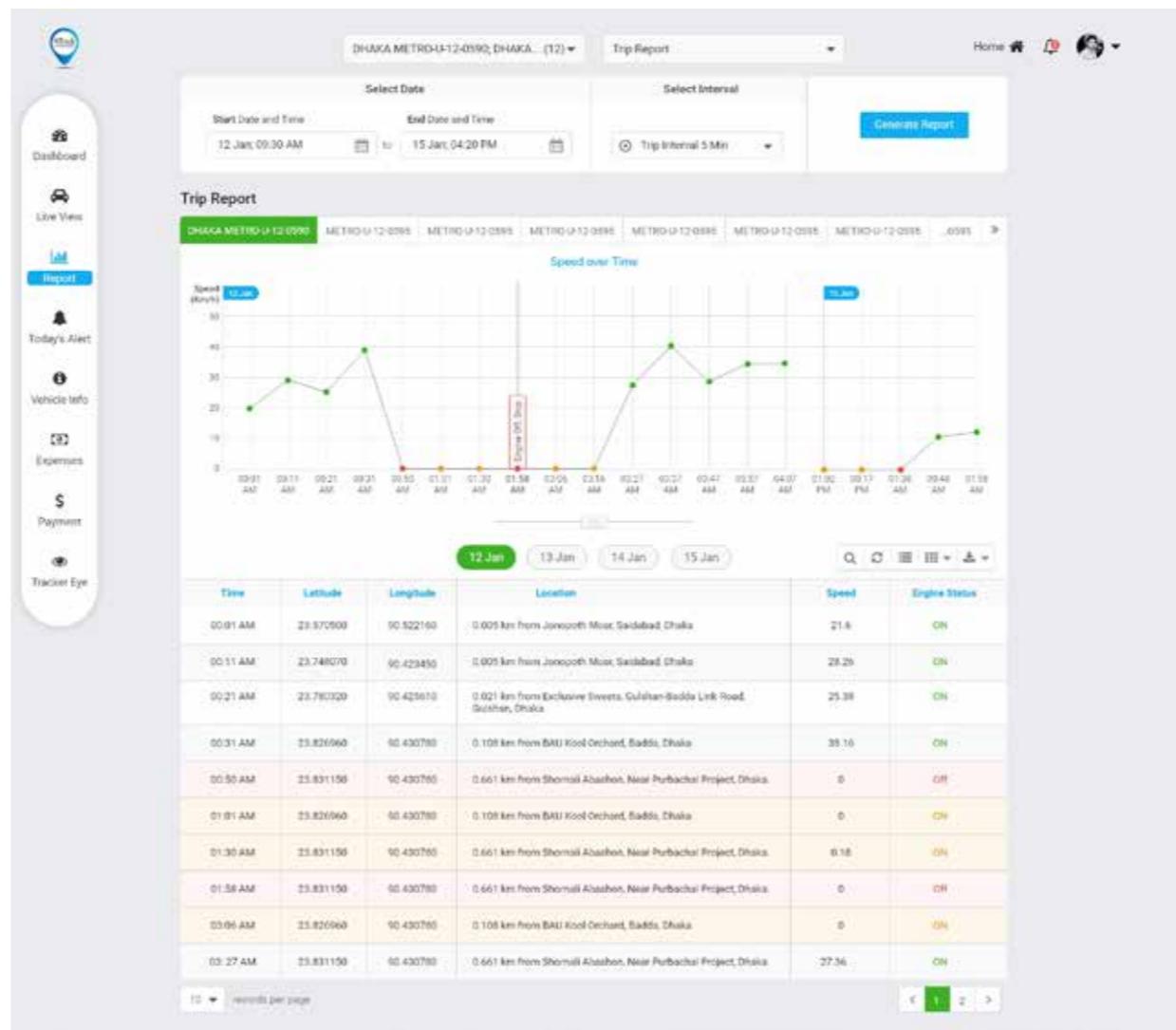
NTrack

UI

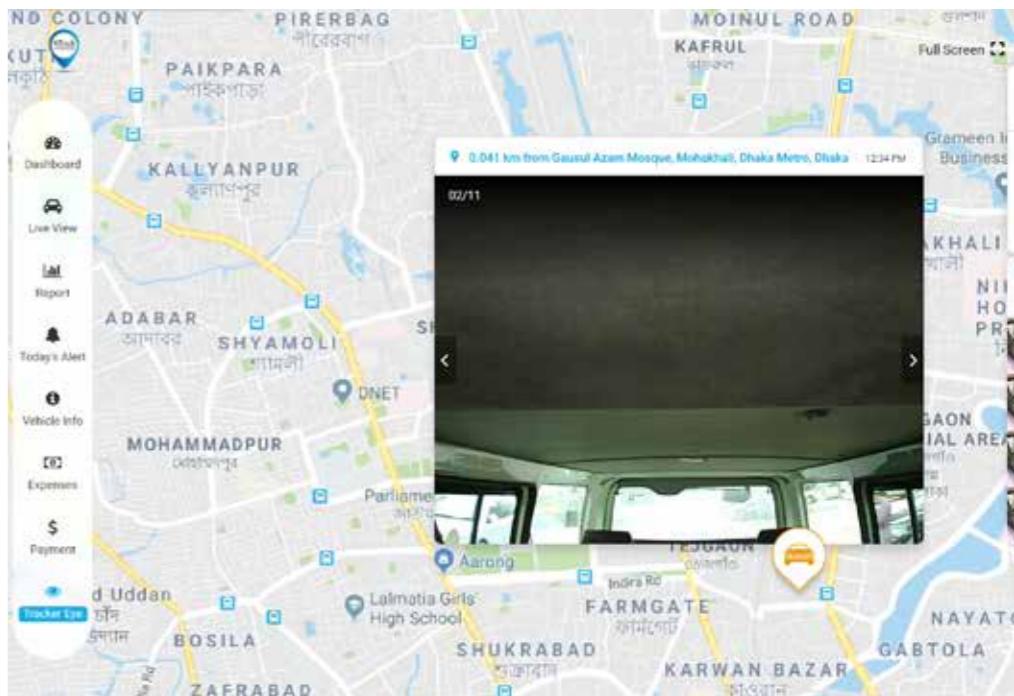
Report Home



Report

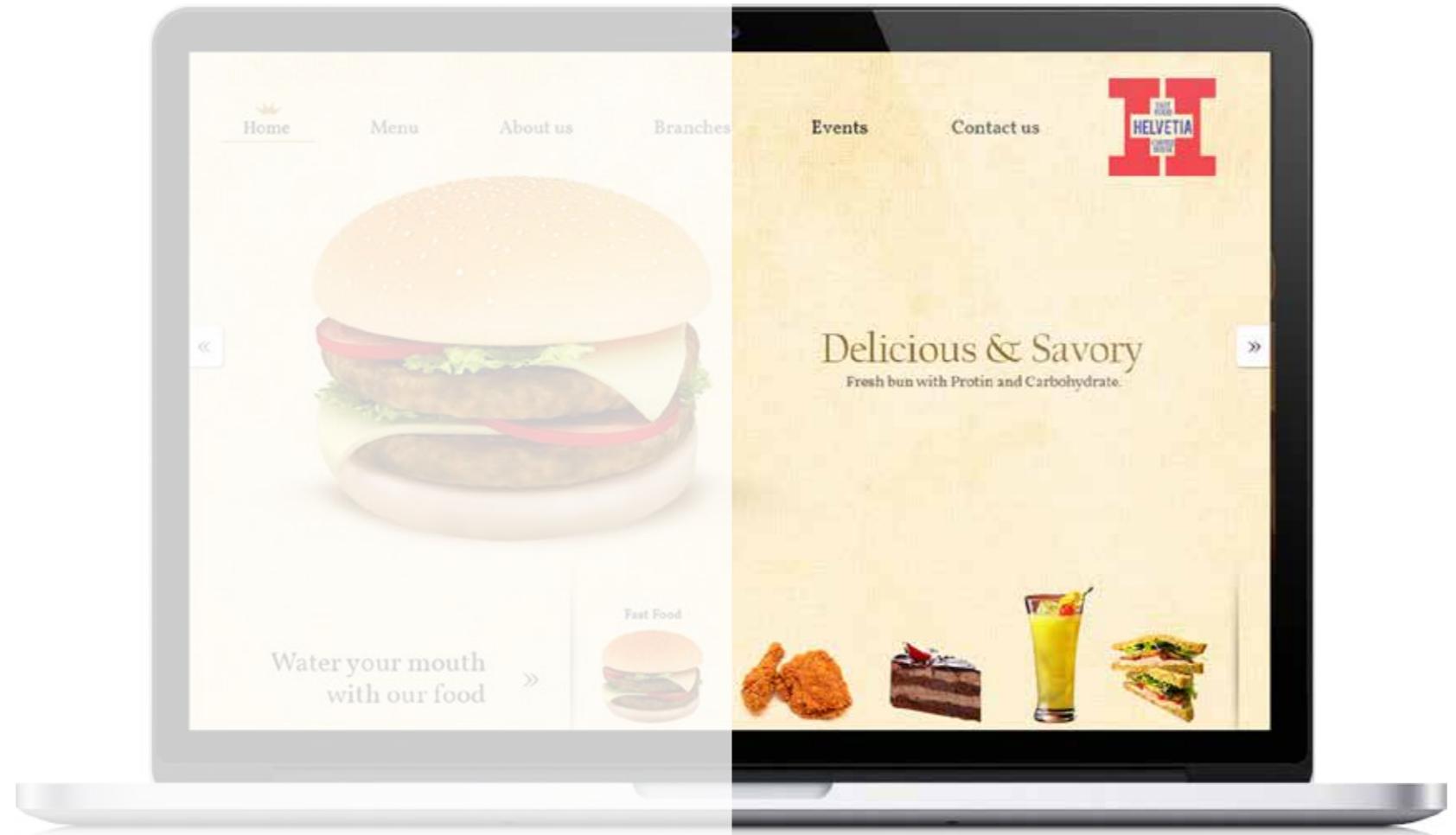


Tracker Eye



Helvetica

Consumer site revamp



Client: Helvetica

BR Analysis + Stakeholder Research + Information Architecture (IA)
+ Sketch + Wireframe + UI + Usability Testion (b4 dev)

Helvetica

Wireframe Low-fi

Home

A wireframe of the homepage. At the top right is the logo "H HELVETIA". Below it is a large image of a burger. To the right of the burger are two sections: "Delicious & Savory" with a horizontal line of "XXXXXX" characters, and another "Delicious & Savory" section with a horizontal line of "XXXXXXXXXXXXXXXXXXXX" characters. At the bottom left is a "Special Ofers" section with a horizontal line of "XXXXXXXXXXXX" characters and three small images of food. In the center is a "Catering Services" section with a horizontal line of "XXXXXXXXXXXX" characters and three small images of food. To the right is a "Fresh Breads" section with a horizontal line of "XXXXXXXXXXXX" characters and three small images of bread. Navigation arrows "«" and "»" are on either side of the main content area.

Menu

A wireframe of the menu page. At the top right is the logo "H HELVETIA". Below it is a large image of a sandwich. To the left is a section titled "Delicious & Savory" with a horizontal line of "XXXXXXXXXXXXXXXXXXXX" characters. Below the large image are four smaller images of sandwiches with labels: "Set Menu", "Gril & Kabab", "Beverage", and "Bread". Navigation arrows "«" and "»" are on either side of the main content area.

Food detail

A wireframe of the food detail page. At the top right is the logo "H HELVETIA". Below it is a large image of a sandwich. To the left is a section titled "Delicious & Savory" with a horizontal line of "XXXXXXXXXXXXXXXXXXXX" characters. Below the large image is a grid of four boxes. The first box contains a bottle and a glass with the label "Fast Food" and "XXXXXXXXXXXX XXXXXXXXXX". The second box contains a sandwich with the label "Fast Food" and "XXXXXXXXXXXX XXXXXXXXXX". The third box contains a sandwich with the label "Fast Food" and "XXXXXXXXXXXX XXXXXXXXXX". The fourth box contains a sandwich with the label "Fast Food" and "XXXXXXXXXXXX XXXXXXXXXX". Navigation arrows "«" and "»" are on either side of the main content area.

Helvetia

UI

Home



Menu

A screenshot of the menu page. The main heading is 'Delicious & Savory' with a sub-note 'Fresh bun with Protein and Carbohydrate'. Below this is a large image of a burger. The page is divided into several sections with food images: 'Fast Food' (chicken wings, fries), 'Set Menu' (chicken drumsticks, fries), 'Beverage' (drinks), 'Grill & Kabab' (chicken drumsticks, fries), 'Pastry' (pastries), 'Spaghetti' (spaghetti), 'Bread' (bread), and 'Salad' (salads). At the bottom, there are sections for 'Head Office' with address and phone number, 'Hours of Operation' (Saturday to Thursday 10:00 AM - 11:00 PM, Friday 02:00 AM - 10:00 PM), and 'Keep in touch with us!' with social media icons and contact email.

Food detail

A screenshot of a food detail page for 'Chicken Broast'. It shows a large image of a chicken drumstick with garnish. Below it are smaller images of other dishes: a salad, a sandwich, and a dessert. The page includes sections for 'Fast Food' (chicken drumsticks, fries), 'Pastry' (pastries), 'Spaghetti' (spaghetti), 'Bread' (bread), and 'Salad' (salads). At the bottom, there are sections for 'Head Office' with address and phone number, 'Hours of Operation' (Saturday to Thursday 10:00 AM - 11:00 PM, Friday 02:00 AM - 10:00 PM), and 'Keep in touch with us!' with social media icons and contact email.

Branches

A screenshot of the branches page. It features a large photograph of the interior of a Helvetia restaurant. Below the photo, there is a section for the 'Head Office' with address 'Alta Plaza, 10 Mirpur Road (Opposite side of Kalbagan, Bus Stand) Dhannondi, Dhaka-1005' and phone number '+880 2 9131699'. There is also a 'Hours of Operation' section and a 'Keep in touch with us!' section with social media icons and contact email.

Helvetica

UI

Branches

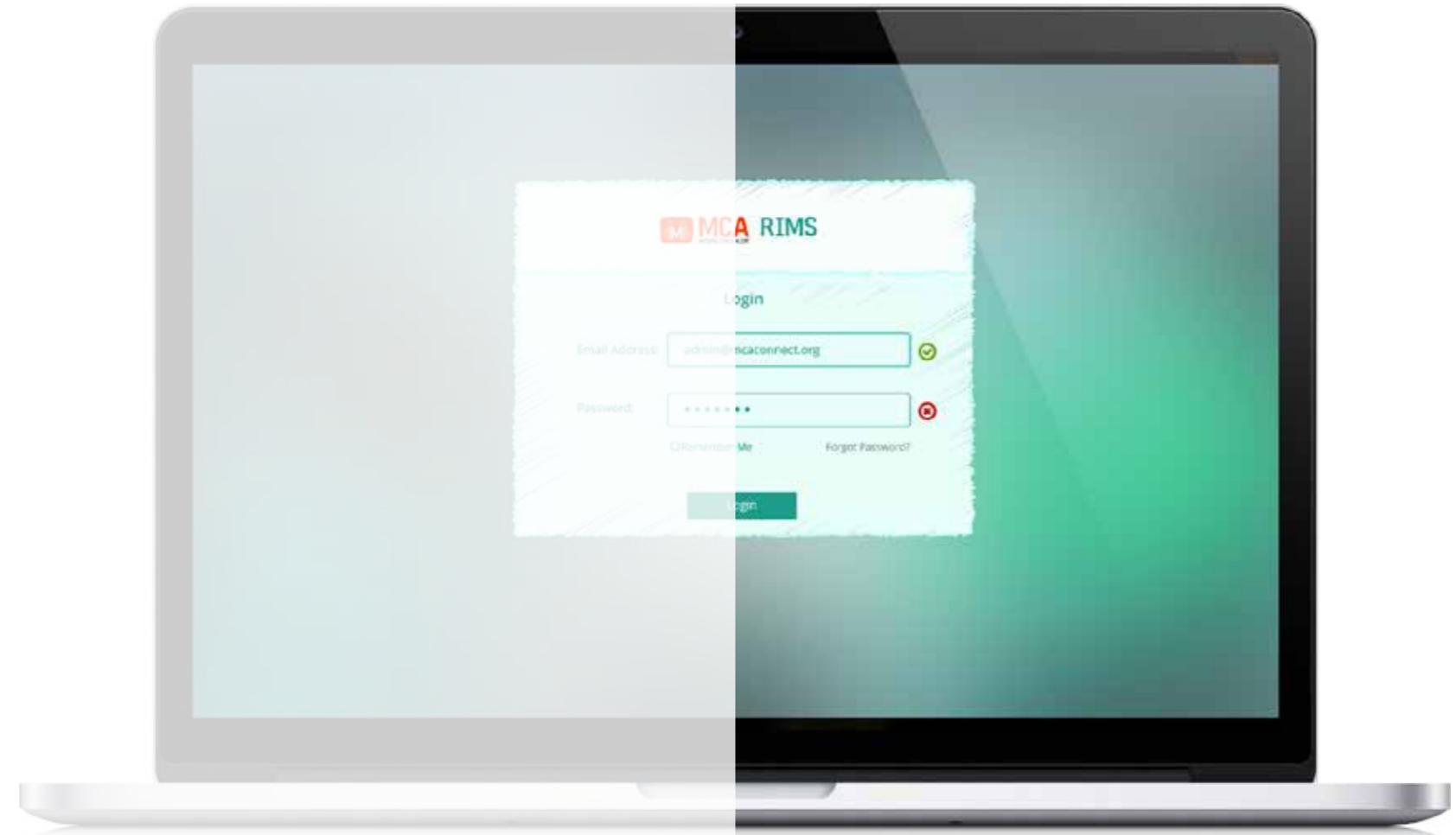
The screenshot shows the 'Branches' section of the website. At the top, there's a navigation bar with links for Home, Menu, About us, Branches (which is highlighted), Events, and Contact us. Below the navigation is a large red logo for 'HELVETIA'. A sub-header '10 Branches over Bangladesh' is followed by a photograph of the interior of a branch, showing a modern lobby with a reception desk and staff. To the right is a map of Dhaka city center, specifically the Mirpur area, with the location of the Alta Plaza branch marked. At the bottom, there are two columns: 'Head Office' details and 'Hours of Operation' for Saturday to Thursday (10:00 AM - 11:00 PM) and Friday (02:00 AM - 10:00 PM). There are also social media icons for Facebook, Twitter, RSS, and LinkedIn, along with an email link for comments.

Contact

The screenshot shows the 'Contact' section of the website. The navigation bar at the top includes Home (highlighted), Menu, About us, Branches, Events, and Contact us. Below the navigation is another large red 'HELVETIA' logo. A sub-header 'Hey, please tell us what do you want to know?' is followed by a contact form. The form fields include 'Subject' (with a QR code icon), 'To' (set to 'Helvetica'), 'Dear Helvetica' (with a placeholder for a message), 'From' (with fields for 'Name' (Maksud Alam), 'Email', and 'Phone'), and a 'Send' button. At the bottom, there are sections for 'Head Office' and 'Hours of Operation' (same as the branches section), social media links, and an email link for comments.

RIMS

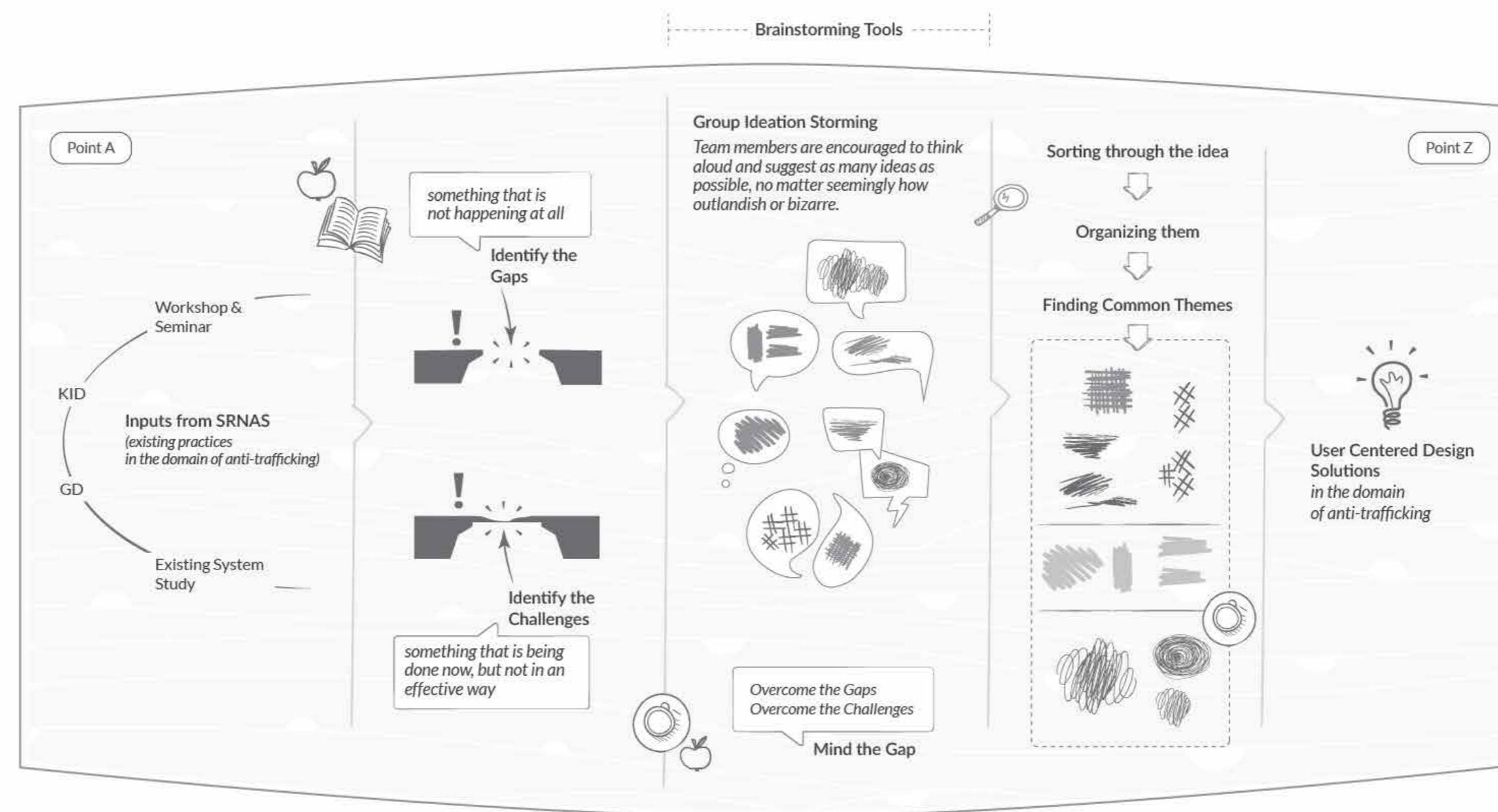
Repatriation Information Management System



Client: Plan International

Stakeholder Research + Information Architecture (IA)
+Wireframe + Hi-fi Prototype+ UI+ Usability Testing+ Usability Report

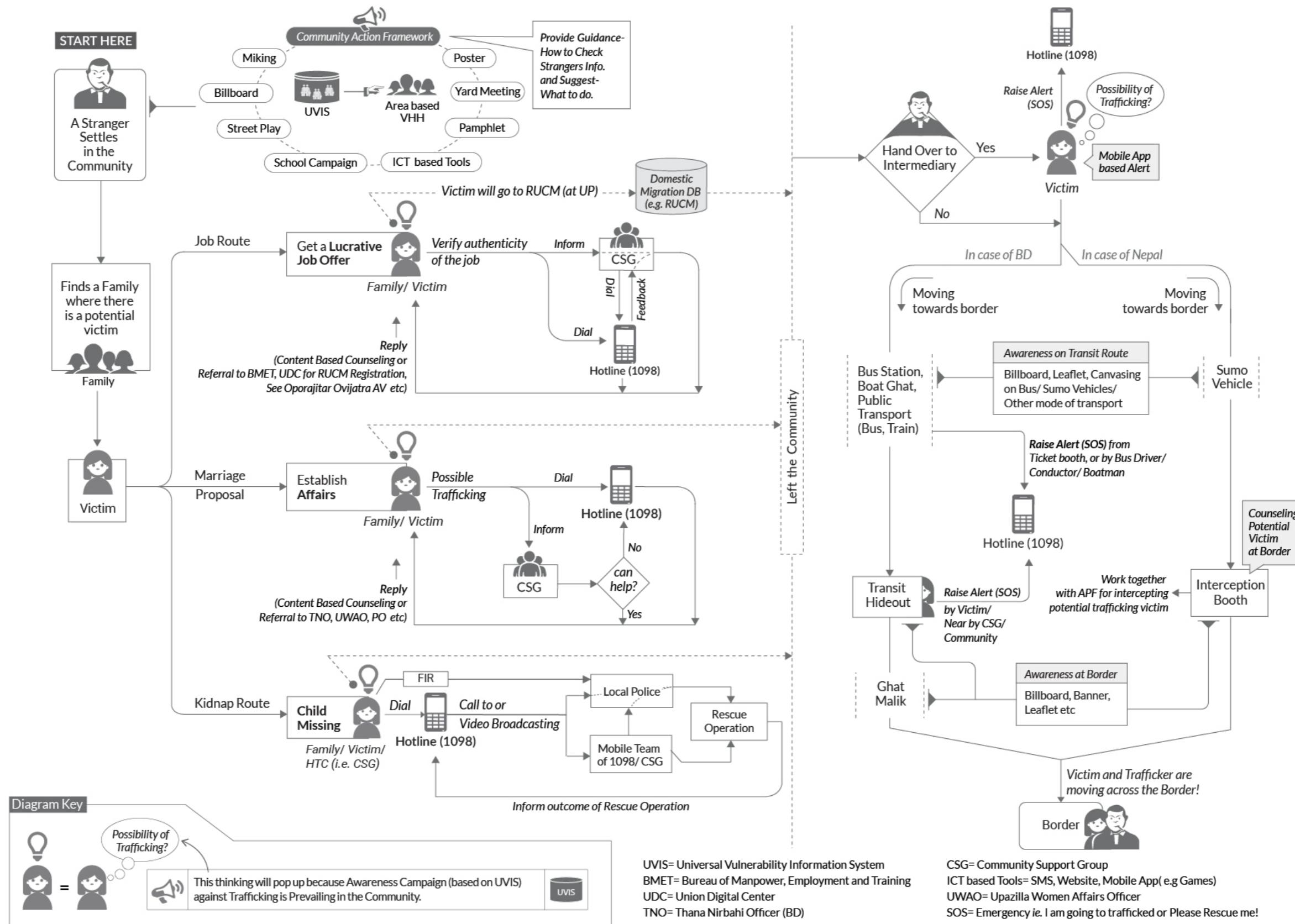
Devising the Ideation to Solution



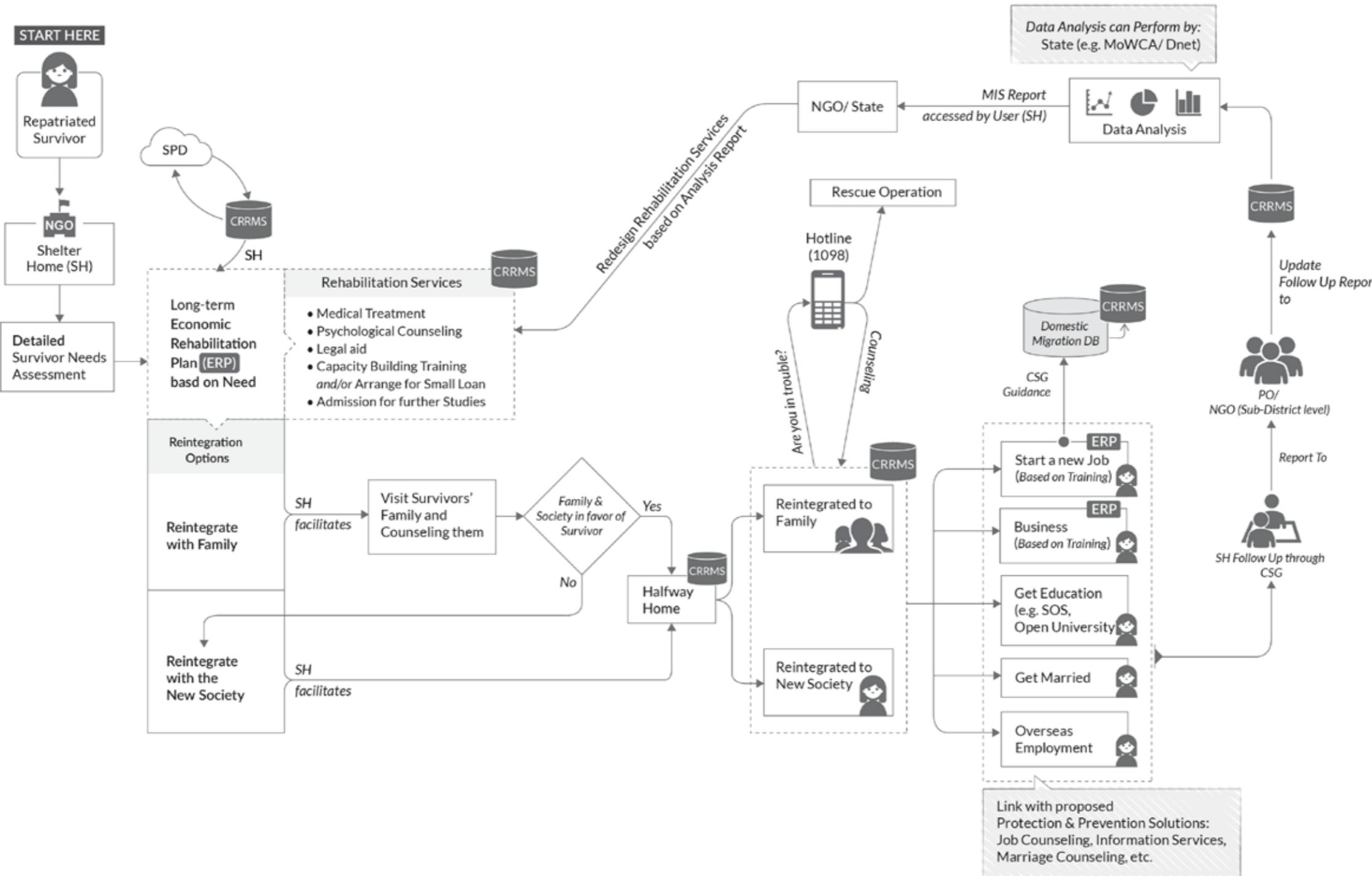
KID= Key Informant Debriefing
GD= Group Discussion



Prevention and Protection- Solution on Existing Practice



Rehab and Reintegration- Solution on Exiting Practice



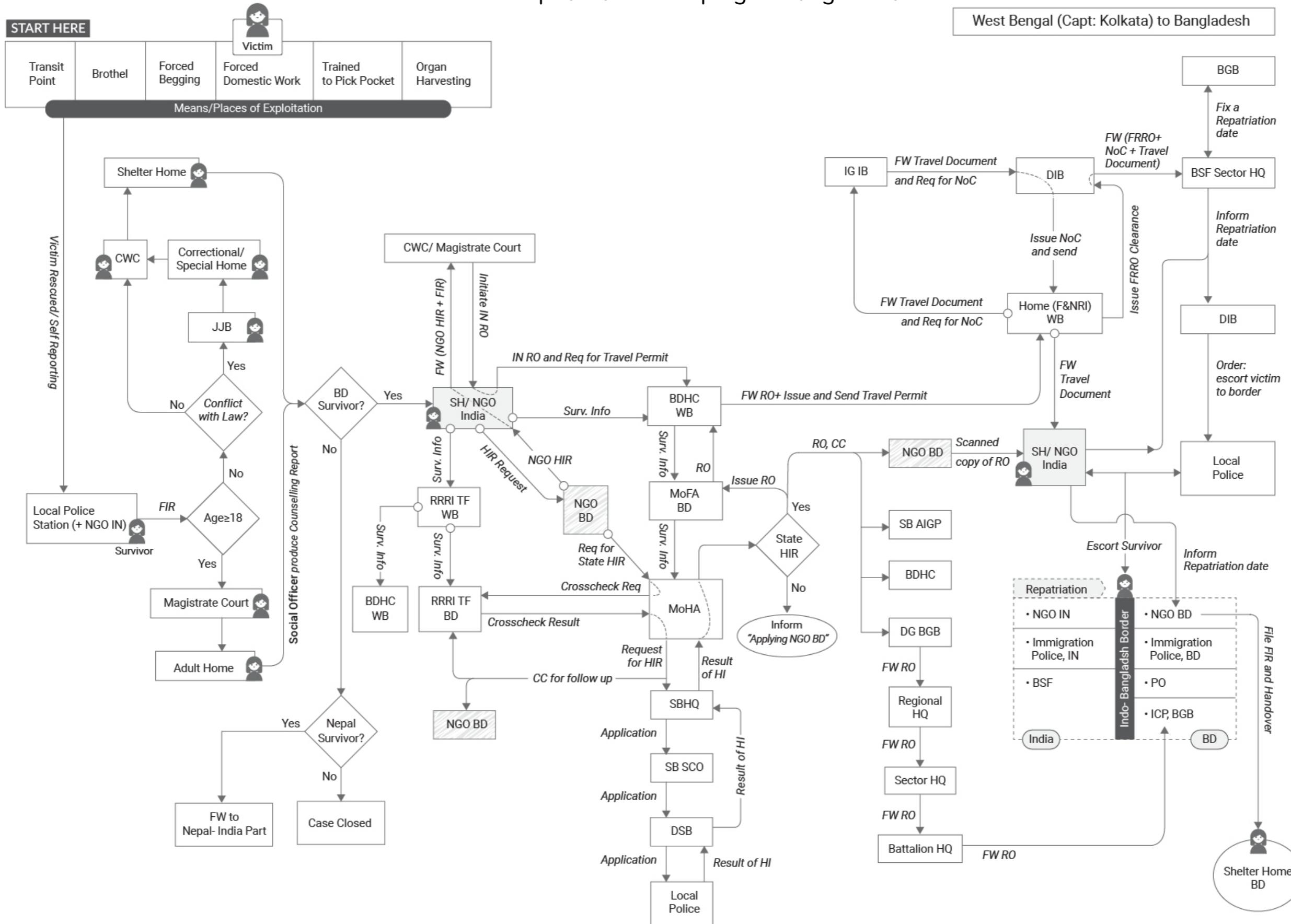
System	Owner	Hosting
CRRMS	MoSW (BD)	BCC Data Center (B)
SPD	MoCWB (NP)	NIC (Nepal)

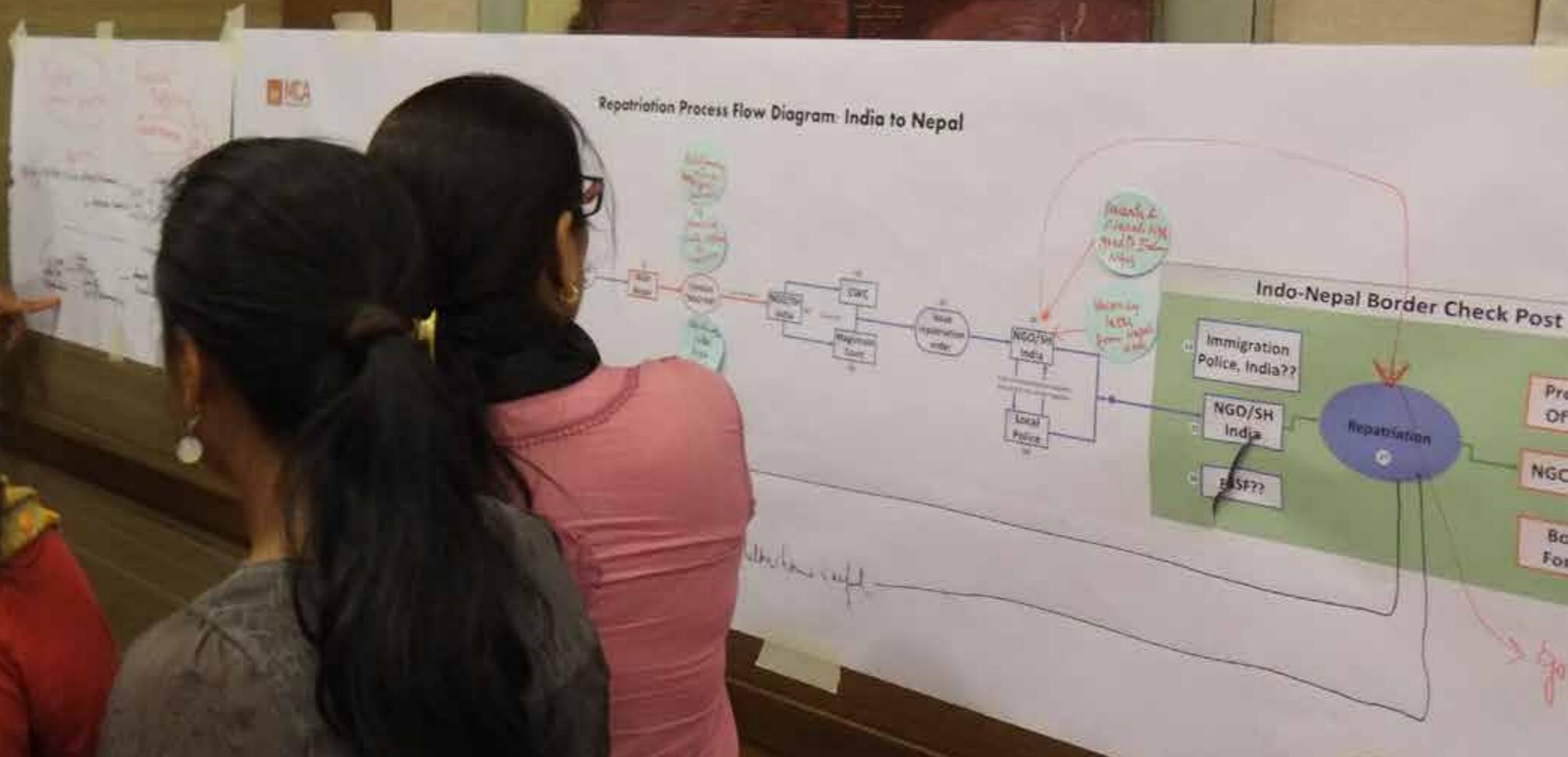
SPD= Service Providers' Database
CRRMS = Cross-border Rehabilitation and Reintegration Management System
CSG= Community Support Group
VDC= Village Development Committee
SOS= SOS Children's Village
PO= Probation Officer

MoWCA= Ministry of Women and Child Affairs
MoSW = Ministry of Social Welfare
MoWCSW = Ministry of Women, Child and Social Welfare
BCC= Bangladesh Computer Council
NIC= National Information Commission (Nepal)

	Bangladesh	Nepal
CSG (Sub-District Level):	CTC	VDC

Rescue and Repatriation- Mapping existing Practice





RIMS

Wireframe Low-fi

Ongoing Cases

This wireframe shows the 'List of Ongoing Cases' section. It displays three cases, each with a summary card and a detailed status bar below it.

Case 1: Bilkis Devi Mahajai (Rajbanhi), Case ID: 523308345, Bangladesh. Status bar: 29 Aug.'15 Intake, 29 Aug.'15 Court Jurisdiction, 29 Aug.'15 State HIR, 29 Aug.'15 Court Jurisdiction Three line, 29 Aug.'15 Intake, 29 Aug.'15 Intake. Buttons: Filter, Create an Intake Form, Search, Logout.

Case 2: Anisha Devi Mahajai (Rajbanhi), Case ID: 523308345, Bangladesh. Status bar: 29 Aug.'15 Intake, 29 Aug.'15 Court Jurisdiction, 29 Aug.'15 State HIR, 29 Aug.'15 Intake. Buttons: Filter, Create an Intake Form, Search, Logout.

Case 3: Anisha Devi Mahajai (Rajbanhi), Case ID: 523308345, Bangladesh. Status bar: 29 Aug.'15 Intake, 29 Aug.'15 Court Jurisdiction, 29 Aug.'15 State HIR, 29 Aug.'15 Intake. Buttons: Filter, Create an Intake Form, Search, Logout.

Survivor Case Tasks

This wireframe shows the 'III Menu' section for a survivor named Bilkis Devi Mahajai (Rajbanhi). It lists various tasks with their current status (In Progress or Complete) and options to skip or mark as complete.

Tasks:

- NGO HIR: In Progress, Skip, Complete, Details...
- State HIR: In Progress, Skip, Complete, Details... (highlighted)
- Repatriation Order at Source Country: In Progress, Skip, Complete, Details...
- NOC: In Progress, Skip, Complete, Details...
- Repatriation Letter at Destination Country: In Progress, Skip, Complete, Details...
- Repatriation at Border: In Progress, Skip, Complete, Details...
- GD after Repatriation: In Progress, Skip, Complete, Details...
- Task 09: In Progress, Skip, Complete, Details...

HR Report

This wireframe shows the 'HR Report' section for the same survivor. It includes fields for Name, Permanent Address, Nationality, Date of Birth (Day, Month, Year), Task Task (checkboxes for Intake, Court Jurisdiction, HIR Report), Checklist (checkboxes for Checklist 01, Checklist 02, Checklist 03), Task (checkbox), Dropdown (Select Item), and a note 'Started HIR, Get Informed'. There are 'Save' and 'Complete' buttons at the bottom.

Survivor Info: Bilkis Devi Mahajai (Rajbanhi), Case ID: IN201505-###.BD201507-###, Office File Reference Number: #####, Sex: Girl, Age: 13 year.

Task Task: Intake, Court Jurisdiction, HIR Report (selected).

Checklist: Checklist 01, Checklist 02, Checklist 03 (checkboxes).

Task: Task (checkbox).

Dropdown: Select Item.

Note: Started HIR, Get Informed.

Buttons: Save, Complete.

RIMS

Wireframe Low-fi

Survivor Profile + Notification

This wireframe shows a survivor profile for 'Bilkis Devi Mahajai (Rajbanshi)' with Case ID 523308345. The profile includes basic information: Nationality: Bangladeshi, Age: 13 yr, Address: Block:diun, 76e PO Dhikhung, Dhaka, Bangladesh, and Country: Bangladesh. A sidebar displays a timeline of notifications:

- 15 Aug' 14: HIR Request from JIB, India
- 21 Sep' 14: FRRO Clearance has been done.
- 21 Sep' 14: FRRO Clearance has been done, (with a note from Jonathan Smith)
- 15 Aug' 14: HIR Request from JIB, India

A message bar at the top right indicates a new notification for Prabha Bhattacharya.

Survivor Location Log

This wireframe shows the 'Case Contributor Management | Multiple Case Upload' section. It displays a case summary for 'Bilkis Devi Mahajai (Rajbanshi)' with Case ID 523308345, Sex: Girl, Age: 13 year. The 'Case Detail' tab is selected. A dropdown menu for 'Destination Type' lists 'Shelter Home', 'Correctional Home' (highlighted in pink), 'Jail', 'Hospital', 'Runway', and 'Others'. Other tabs include 'Case Study' and 'Care Plan'. On the left, there's a sidebar with 'III Menu' and various repatriation categories like 'NGO HIR', 'State HIR', 'NOC', etc.

Admin Dashboard

This wireframe displays various administrative dashboards. At the top, a notice states: 'Notice/Message: Please be informed that RIMS Server will be off-line from 2:00PM to 5:00 PM'. The main dashboard includes:

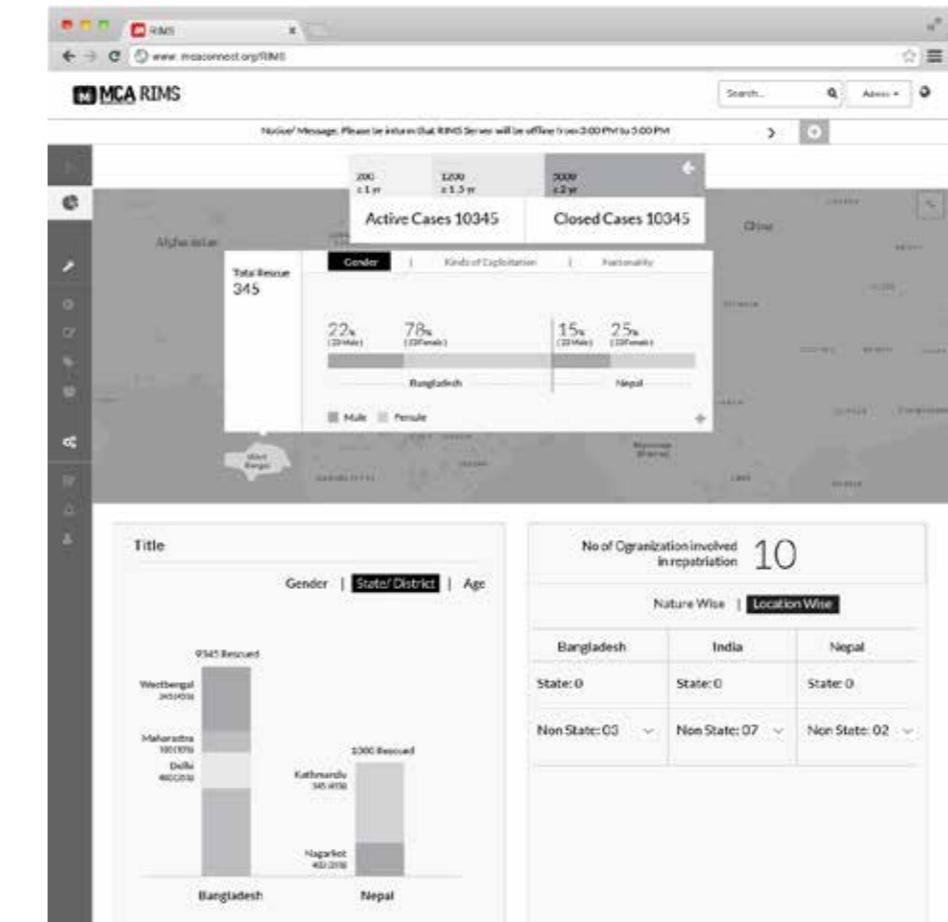
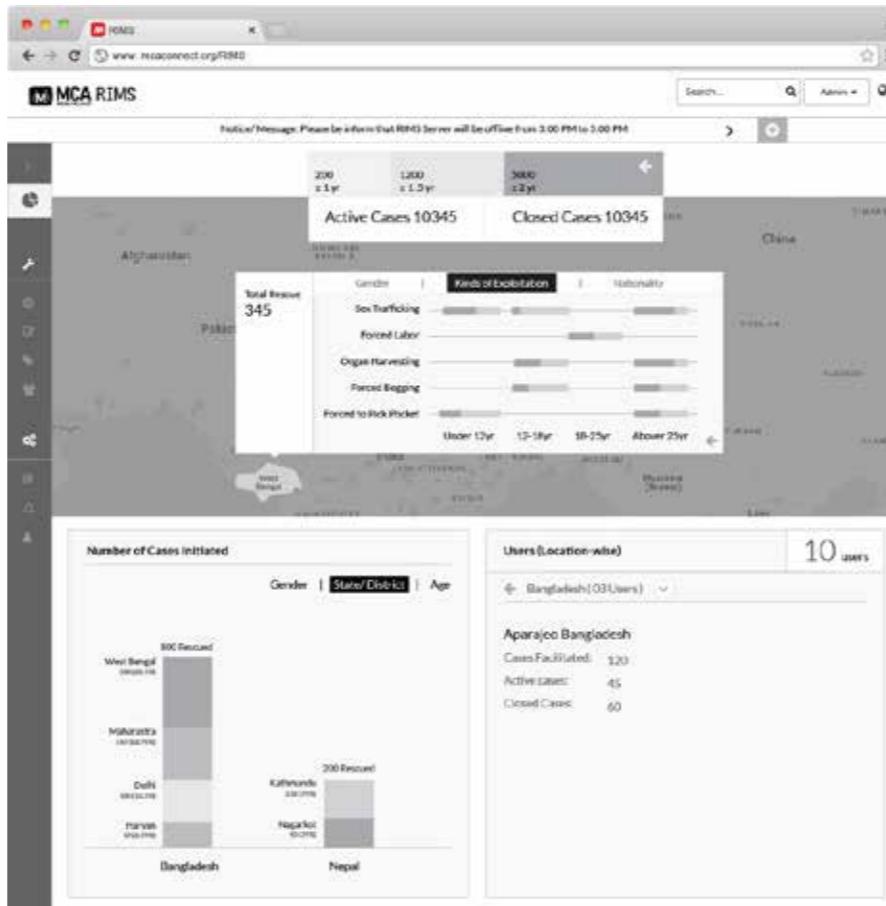
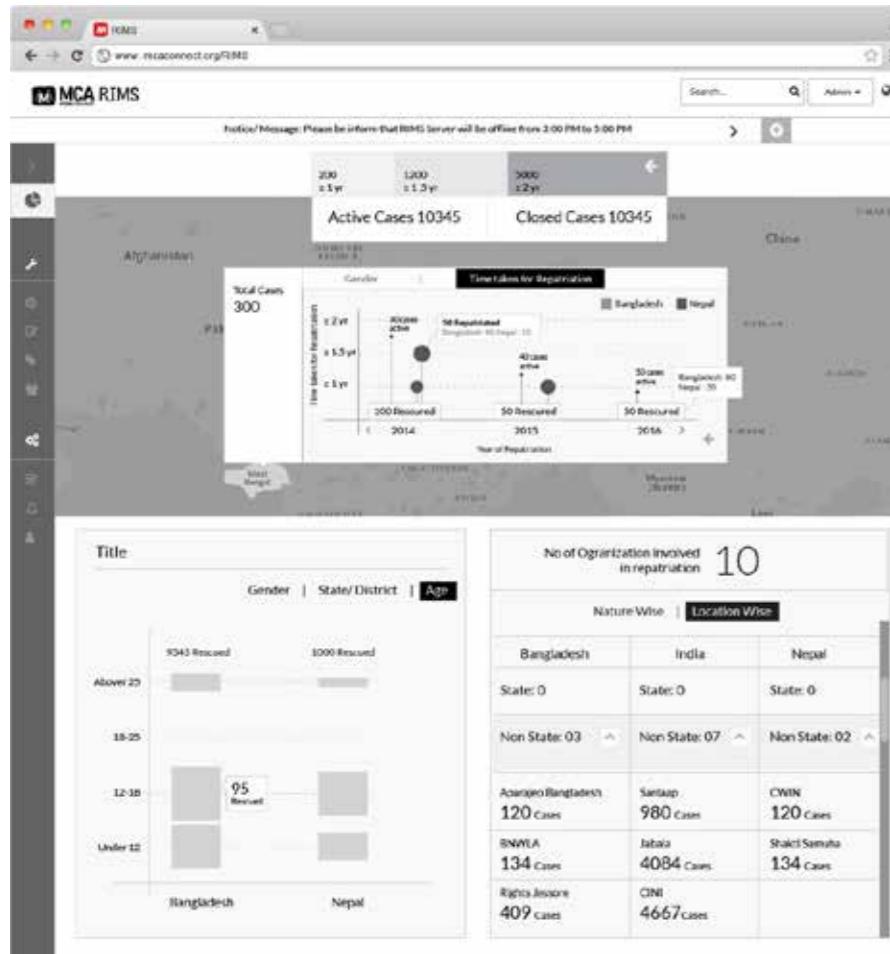
- Total Cases: 10345**
- Active Cases: 10345** and **Closed Cases: 10345**
- A map showing repatriation routes from India and Nepal to Bangladesh.
- Users (Location-wise): 10 users** (with a table for Bangladesh, India, and Nepal).
- No. of Repatriation Done** (with a chart showing 9043 Rescued).
- Time Taken for Repatriation** (with a chart for 2015, 2016, and 2017).
- Kinds of Exploitation** (with a chart for Sex Trafficking and Forced Labor).

This block contains two side-by-side wireframes of the Admin Dashboard, likely representing different design iterations or configurations. Both show the same core components: total cases, active cases, user location, repatriation counts, time taken, kinds of exploitation, and a notice about server downtime.

RIMS

Wireframe Low-fi

Admin Dashboard



RIMS

UI

Ongoing Cases

Survivor Case Tasks

MCA RIMS

Search Victim's Name, Case ID etc.

Bilkis Khatun @ Suhana, Bangladesh | Case ID: IN201509-0230 | Gender: Female, Age: 17 Years

Contributor List

Survivor's Personal Data

Name of Interviewer: Tariq Anam and Organization: Resque Foundation

Case ID: IN201509-0230.BD-###

Full Name: Bilkis Khatun

Nick Name:

Father's Name: Al Amin Hossain

Mother's Name: Rahima Khatun

Age Information: Date of Birth: 17 Years 0 Months

Mother Tongue: Bengali Other Language: Hindi

Education: Class 3

Address(s) at Bangladesh (Source Country)

Permanent Address

C/O: Al Amin Relation with Survivor: Father

Country: Bangladesh State/Division: Khulna District: JESSORE Postal Code:

Address Line 1: Badarganj, Jhikargacha, Jessore

Address Line 2:

Contact Number:

Present Address

C/O: Al Amin Relation with Survivor: Father

Country: Bangladesh State/Division: Khulna District: JESSORE Postal Code:

Address Line 1: Badarganj, Jhikargacha, Jessore

Address Line 2:

Contact Number:

Gender: Male Female Other

Marital Status: Single Married Divorced Widower

Spouse's Name: Rahman

In case of multiple spouses, write spouse name separated by commas (,). Latest one come as first.

Pregnant: Yes No

Child: Add New

Family Info

SN	Name	Relationship	Age	Occupation
03.	Tohid	Brother	19 yrs	Day Laborer
02.	Al Amin Hossain	Father	45 yrs	Bananna Seller
01.	Rahima Khatun	Mother	40 yrs	Housewife

Save Cancel Return to Top

Contributor Management

MCA RIMS

Search Victim's Name, Case ID etc.

Bilkis Khatun @ Suhana, Bangladesh | Case ID: IN201509-0230 | Gender: Female, Age: 17 Years

Contributor List

Add New Contributor

Organization Name: BNWA, Bangladesh

Rights Jessor, Bangladesh

Sarlaap, India

CINI, India

Jabala, India

Shakti Vahini, India

Rescue Foundation, India

RIMS

UI

Contributor Management

MCA RIMS

Search Victim's Name, Case ID etc

Contributor List

Bilkis Khatun @ Suhana, Bangladesh | Case ID: IN201509-0230 | Gender: Female, Age: 17 Years

Case Information

- NGO HIR
- State HIR
- Reparation Order at Source Country
- Travel Permit
- NOC and FRRO Clearance
- Reparation Letter at Destination Country
- Reparation at Border

Contributor List

Add New Contributor

Organization Name:

BNWLA, Bangladesh	
Rights Jessor, Bangladesh	✓ Select
Sarlaap, India	
CINI, India	
Jabala, India	
Shakti Vahini, India	
Rescue Foundation, India	

Case Profile

Bilkis Khatun @ Suhana
Case ID: IN201509-0230

Case Timeline

Full Profile

Survivor Takenover

Document Archive

Update Log

Case Task Menu

Add Cancel

Timeline

MCA RIMS

Search Victim's Name, Case ID etc

Case Profile

Bilkis Khatun @ Suhana
Case ID: IN201509-0230

Case Timeline

Full Profile

Survivor Takenover

Document Archive

Update Log

Case Task Menu

Case Created on 17 Sep'15, Thursday

Close this Case

23 Dec'15 Repatriation at Border: Fixation of Repatriation Date has been completed on 20 Oct '15. Updated by Rescue Foundation.

10:30 AM

23 Dec'15 Repatriation at Border: A document has been uploaded in Fixation of Repatriation Date. Updated by Rescue Foundation.

10:30 AM

23 Dec'15 Repatriation Order at Destination Country: Home F&NRI Issue and Forward the Repatriation Letter to DIB has been completed on 20 Oct '15. Updated by Rescue Foundation.

10:30 AM

23 Dec'15 Repatriation Order at Destination Country: A document has been uploaded in Home F&NRI Issue and Forward the Repatriation Letter to DIB. Updated by Rescue Foundation.

10:30 AM

10 Nov'15 Repatriation Order at Destination Country: NGO IN sends Repatriation Letter to NGO has been completed on 20 Oct '15. Updated by Rescue Foundation.

10:30 AM

30 Oct'15 Repatriation Order at Destination Country: A document has been uploaded in NGO IN sends Repatriation Letter to NGO. Updated by Rescue Foundation.

10:30 AM

30 Oct'15 Repatriation Order at Source Country: MoHA forward Repatriation Order to MoFA has been completed on 20 Oct '15. Updated by Rescue Foundation.

10:30 AM

30 Oct'15 Repatriation Order at Source Country: A document has been uploaded in MoHA forward Repatriation Order to MoFA. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 Repatriation Order at Source Country: MoFA forward RO to NGO BD has been completed on 20 Oct '15. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 Repatriation Order at Source Country: A document has been uploaded in MoFA forward RO to NGO BD. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 NOC: Request for FRRO Clearance from BDHC to Home F&NIR has been completed on 20 Oct' 15. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 NOC: A document has been uploaded in Request for FRRO Clearance from BDHC to Home F&NIR. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 State HIR: NGO BD apply for Repatriation to MoHA has been completed on 20 Oct' 15. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 State HIR: A document has been uploaded in NGO BD apply for Repatriation to MoHA. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 NGO HIR: Passport has been uploaded. Updated by Rescue Foundation.

10:30 AM

25 Oct'15 NGO HIR: National ID has been uploaded. Updated by Rescue Foundation.

10:30 AM

Survivor Profile

MCA RIMS

Search Victim's Name, Case ID etc

Case Timeline

Full Profile

Document Archive

Update Log

Case Task Menu

Basic Information

Case ID: IN201509-0230.BD
Full Name: Bilkis Khatun @ Suhana
Picture:

Age: 17 yrs 04 m
Father's Name: Al Amin Hossain
Mother's Name: Rahima Khatun
Guardian's Name: Al Amin Hossain

Nationality: Bangladeshi
Religion: Islam
Educational Qualification: Class 3
Marital Status: Married
Spouse's Name: Rahman Uddin

Address

Present Address
C/O: Al Amin Hossain
Relationship with Survivor: Father
Address: Behind the Badarganj Dakhil Madrasa, Badarganj, Jhikgacha, Jessore
Postal Code: Contact Number: +88 044 3453 43445

Permanent Address
C/O: Al Amin Hossain
Relationship with Survivor: Father
Address: Behind the Badarganj Dakhil Madrasa, Badarganj, Jhikgacha, Jessore
Postal Code: Contact Number: +88 044 3453 43445

Physical Description

Height: 5 ft
Gender: Female
Pregnant: No
Accompanied by Child: No
Substance Abuse: No

Distinguished Features:
Birth Mark: Black spot on left face
Complexion: Light black

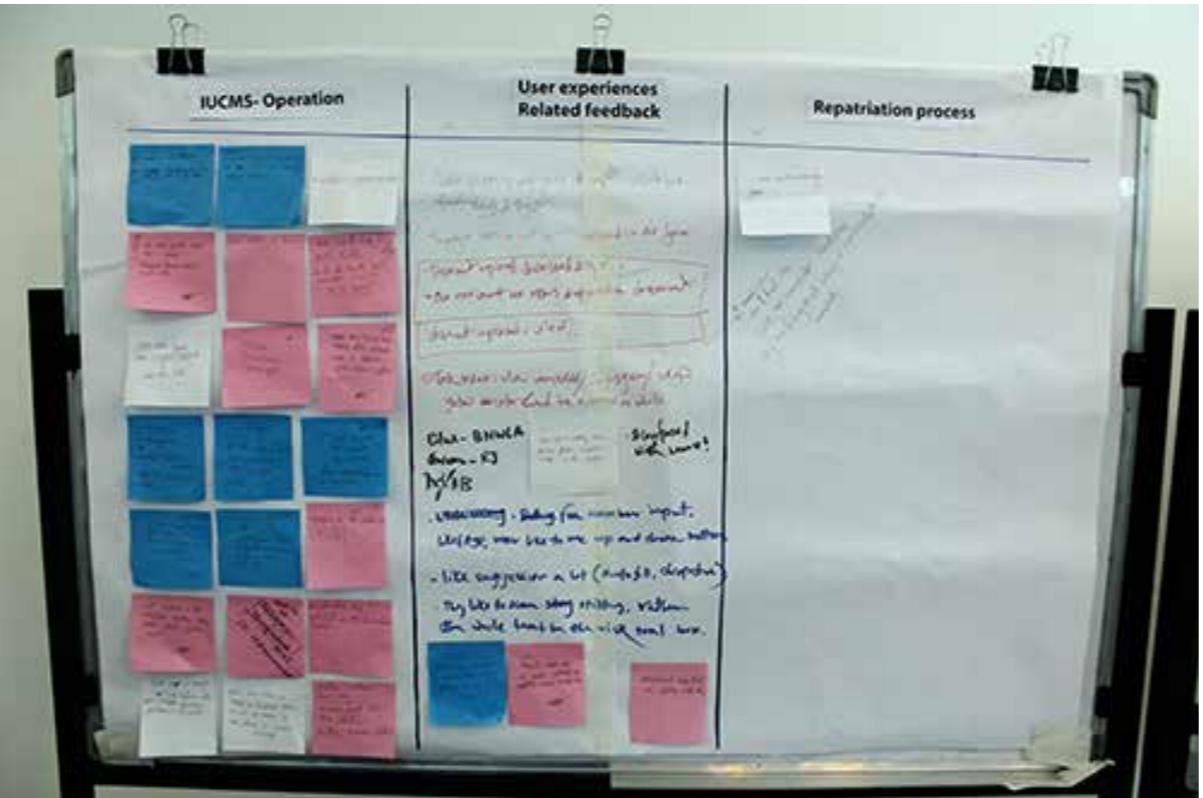
RIMS

Usability Testing

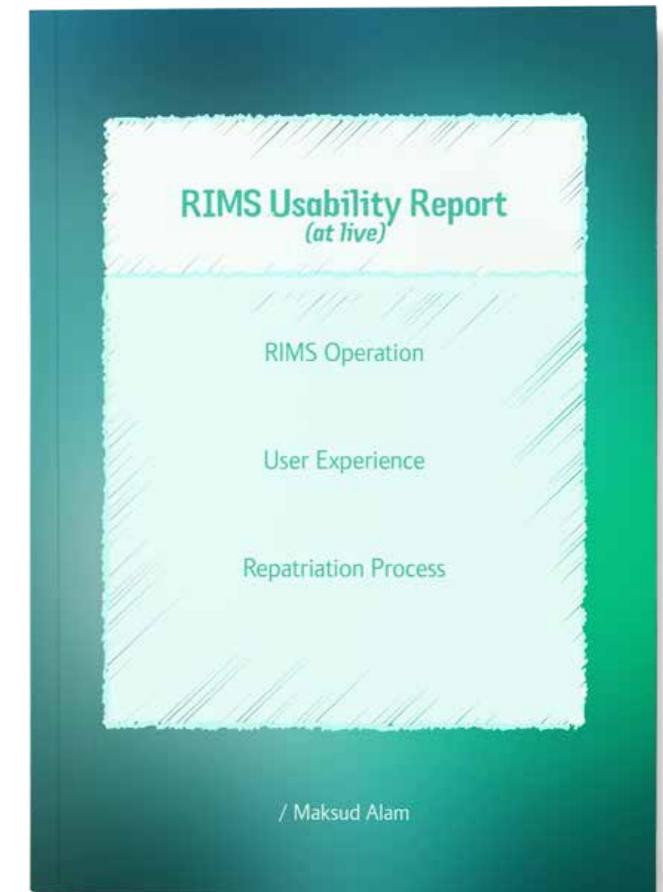
URUT



Feedback Compilation



Usability Report



Bilkis' Story

A tale of a survived girl, who trafficked from Bangladesh to India

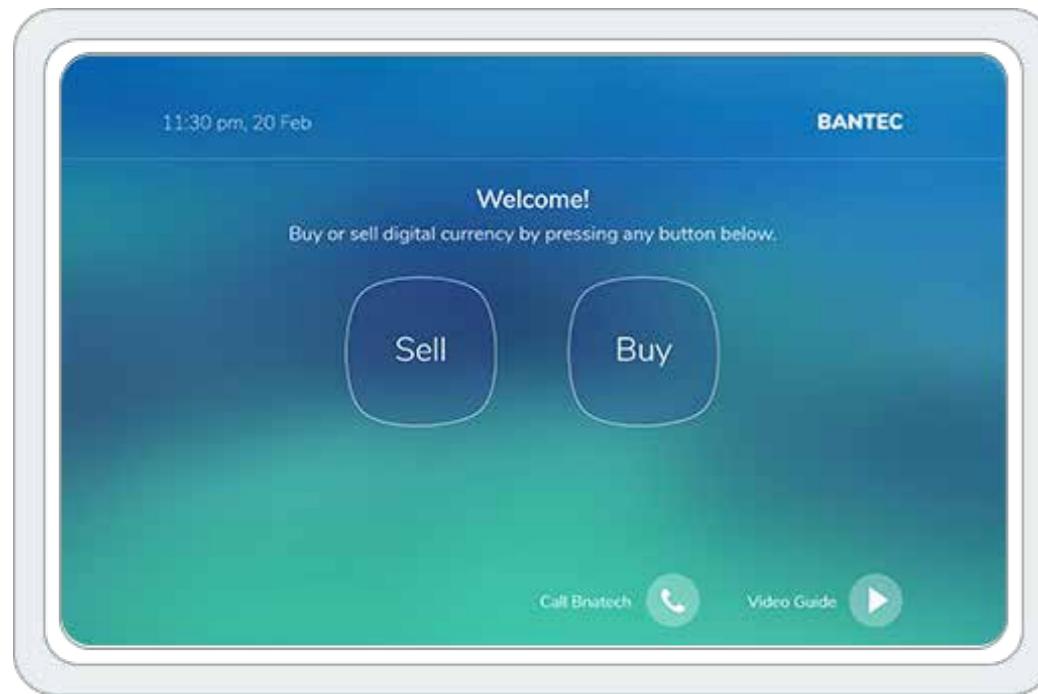


► **Youtube Link:** <https://www.youtube.com/watch?v=e5k2b12Y8x0>

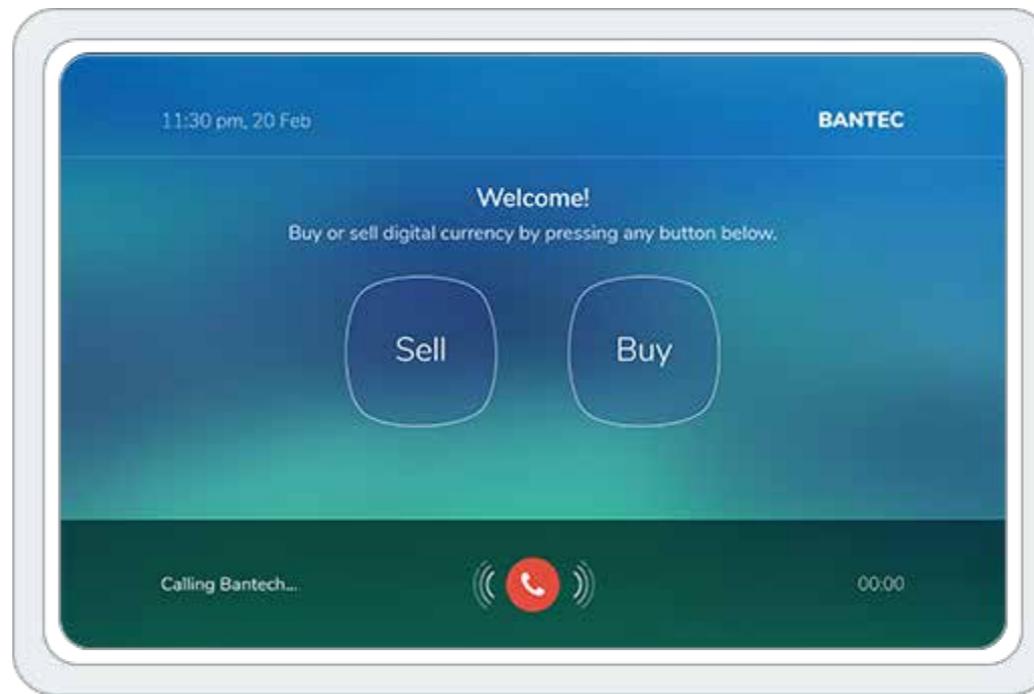
Crypto ATM

Self Service Kiosk

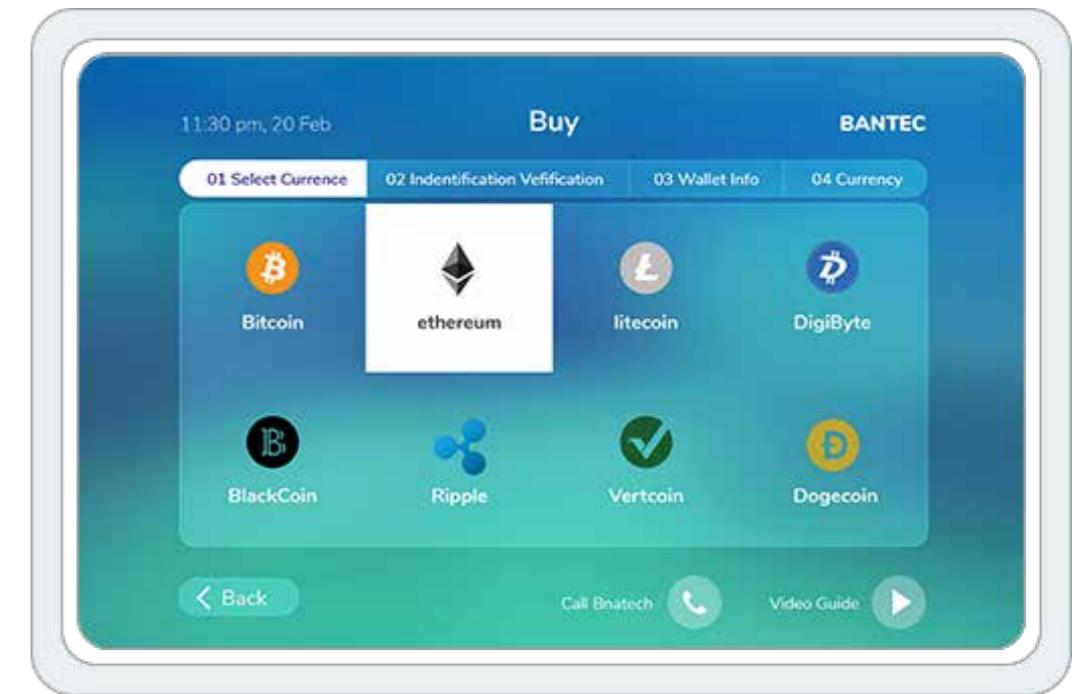
Welcome Screen



Call to CC



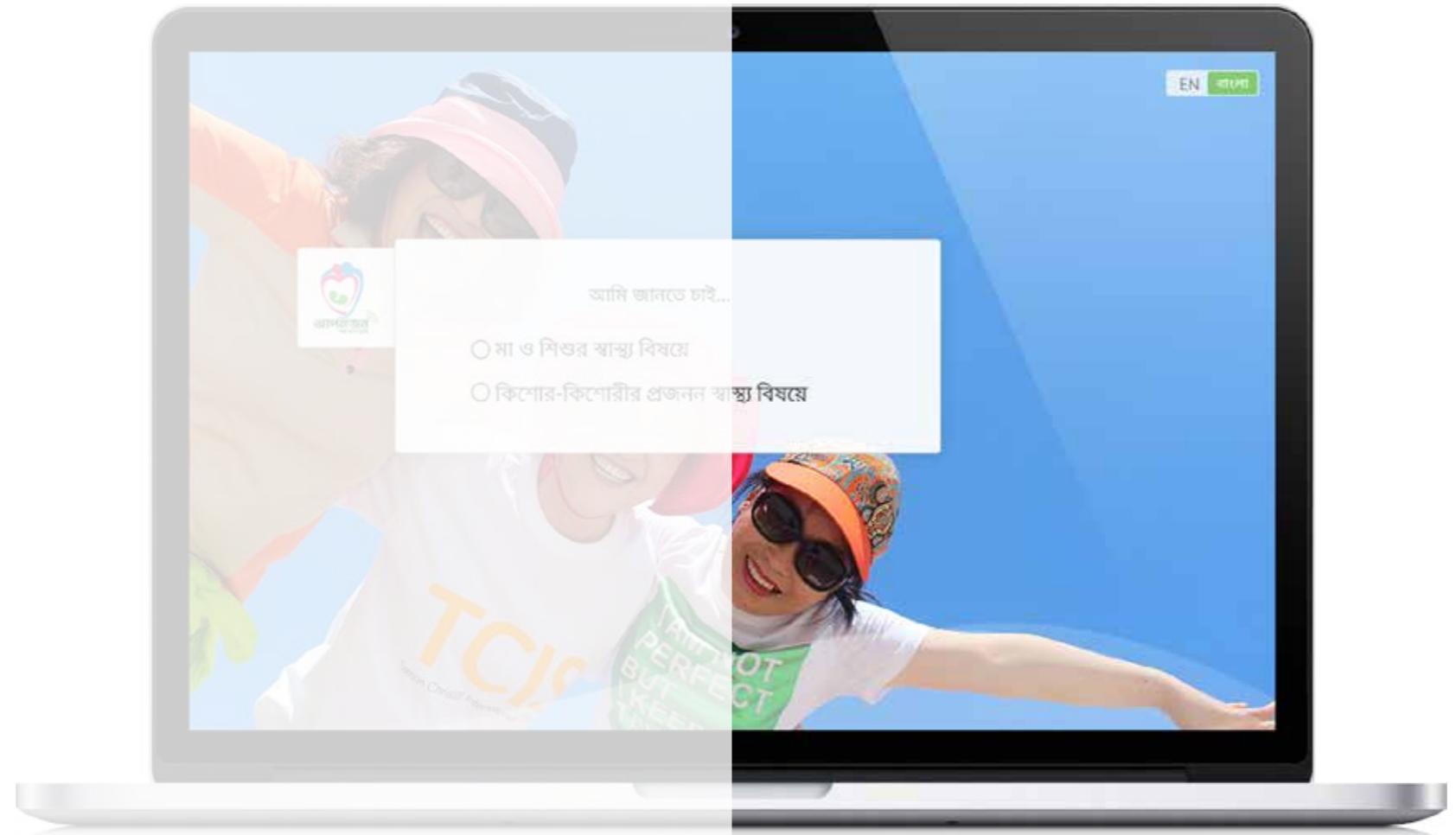
Choose Currency



NB: This project is work-in-progress

Aponjon

Thinking for revenue

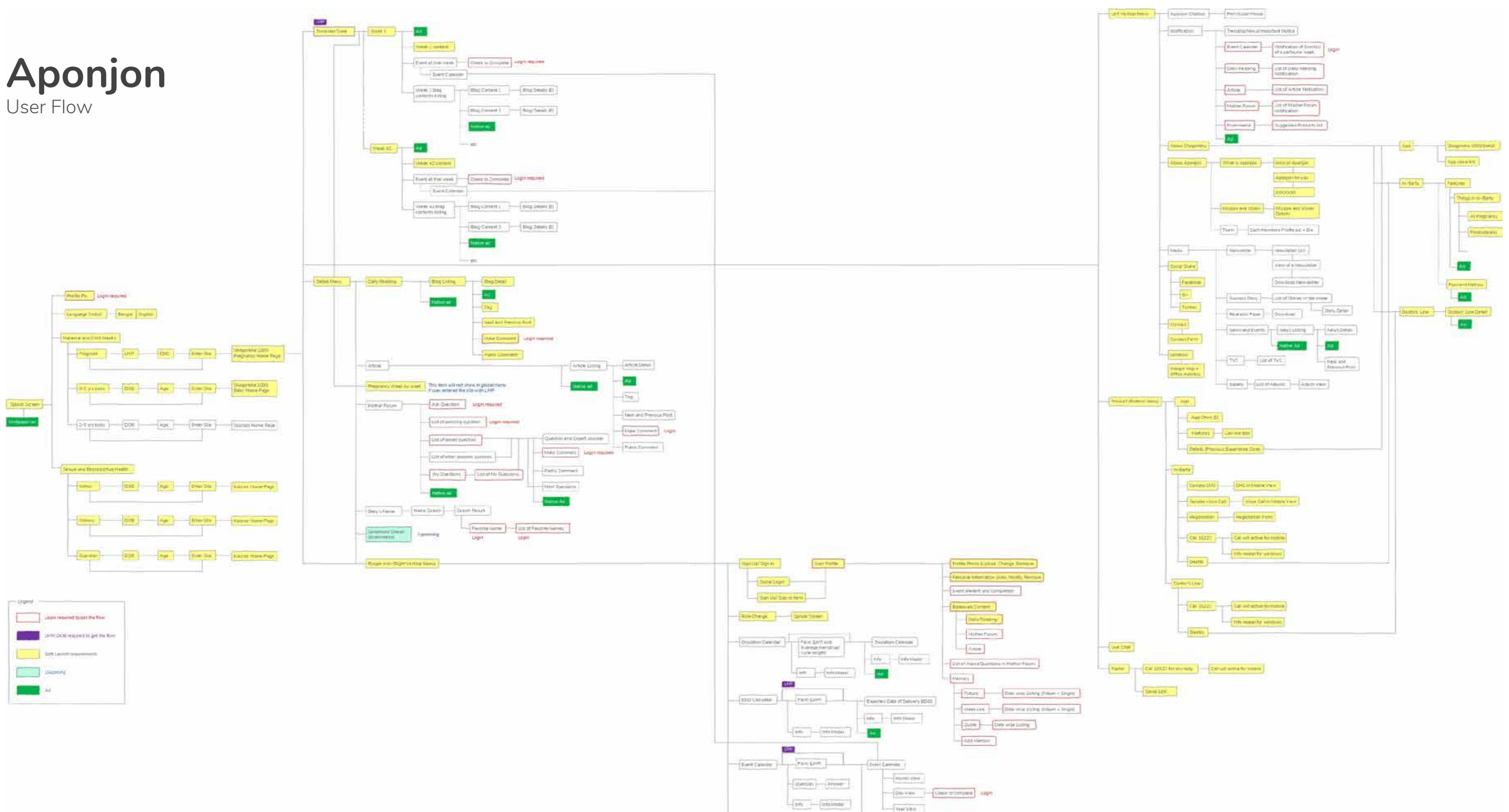


Client: Plan International

BRS + Information Architecture (IA) +Wireframe + Prototype +
Usability Testing + UI

Aponjon

User Flow



Aponjon

User Research and Usability Report

User Research and Usability Report
Aponjon Website_V2.0

/ Maksud Alam



Aponjon Site User Research

I Date: 5 Jan' 17

Objective:
Aponjon is a flagship product of LifeChord Ltd. As it move from funded project to social enterprise, some basic thoughts regarding is needed to be update in order to make it as a revenue generating component. The objective is to see the inclined habit to get health information and service over the website. And also to understand the getting premium health service using website.

Research Conductor: Maksud Alam

Research Method:

- 1:1 informal conversation
- Usability testing using Ajsite prototype

Respondent's demography and number:

- Pregnant woman, mother (having 0-4 yrs child): Service Holder, Businessman and house wife
- Husband: Service Holder and **Businessman**
- Elder person: Retired from work
- University** and college students (boy and **girl**)
- Parents/ GUardian having adolescent child

Note: The user has been chosen in a mixed format: those who knows Aponjon, those who don't.

Number of Participants: 23

- Pregnant women who is in Service: 03
- Pregnant woman who is in Business: 01
- Pregnant woman who is Housewife: 02
- Husband who is in service: 03
- Elder person (Male): 02
- College students (boy): 05
- Parents/ Guardian having adolescent: 07

Outcome

- Most users like to access website using mobile phone,
- If possible, app is the most preferable
- In any health case, nearby doctors and hospital directory is needed
- Can I chat/ contact with doctor over website to get any suggestion?
- In case of health content, user suggested to talk to govt. hospitals doctors to know what are the trendy health issue
- Small instructional video content- how to take care of new born baby like how to bath, feeding food, what are the meaning of child's body language etc



Aponjon Site User Research

I Date: 5 Jan' 17

Objective:
Aponjon is a flagship product of LifeChord Ltd. As it move from funded project to social enterprise, some basic thoughts regarding is needed to be update in order to make it as a revenue generating component. The objective is to see the inclined habit to get health information and service over the website. And also to understand the getting premium health service using website.

Research Conductor: Maksud Alam

Research Method:

- 1:1 informal conversation
- Usability testing using Ajsite prototype

Respondent's demography and number:

- Pregnant woman, mother (having 0-4 yrs child): Service Holder, Businessman and house wife
- Husband: Service Holder and **Businessman**
- Elder person: Retired from work
- University** and college students (boy and **girl**)
- Parents/ GUardian having adolescent child

Note: The user has been chosen in a mixed format: those who knows Aponjon, those who don't.

Number of Participants: 23

- Pregnant women who is in Service: 03
- Pregnant woman who is in Business: 01
- Pregnant woman who is Housewife: 02
- Husband who is in service: 03
- Elder person (Male): 02
- College students (boy): 05
- Parents/ Guardian having adolescent: 07

Outcome

- Most users like to access website using mobile phone,
- If possible, app is the most preferable
- In any health case, nearby doctors and hospital directory is needed
- Can I chat/ contact with doctor over website to get any suggestion?
- In case of health content, user suggested to talk to govt. hospitals doctors to know what are the trendy health issue
- Small instructional video content- how to take care of new born baby like how to bath, feeding food, what are the meaning of child's body language etc



Feedback for Aponjon Products from Digital World 2016

Sgorbha related

- Those who know about Sgorbha for the first time, appreciated our passion and development. Took adequate information (including 16227) about our operation, seemed like they are interested.
- Many of the visitors have already known about Aponjon service.
- Sgorbha service charge should be less in rural area.
- Can't you start any video service?
- Prepaid Card: If subscriber subscribe by prepaid card and do not receive content then is he/she get back money?
- At 24th day there was no communication material for Sgorbha.

Koishor related

- Knowing user practice:
 - I am worried about the possibility to talk with my child with my younger.
 - I need to talk with my boy, but I feel still there are some gaps still remaining.
 - My brother likes to solve his problem with their friends.
 - In our society, media has gone so far compared with our cultural/ social practice.
- Promotion and Marketing:
 - I am worried about the profitability, how exclusive monetization technique you have.
 - As you are now, I think it is needed extensive marketing- cause most of the Koishor still don't know about this I think.
 - You can try School Campaign
 - I haven't seen any TV ad! Is there any?
- Knowing about app:
 - As my girl don't feel comfortable to share her secret problem, if she will share this things with your doctor- how you could ensure that info will be secured from your end!
 - 80% of people appreciated our work verbally
 - Is there any lite version because in remote areas most of them use java/Symbian
 - Most of the people have attached screen, so after downloading the app, they didn't find the app icon.
 - NB icon should be catchy, visible, cheap in glossy screen.
 - Why the app is not working in my windows phone after registration. When I open it, it suddenly stops at that time.
 - After opening the app for the first time- practices have soon to fill up the Sign In form, rather than create an account.
 - Why the pin code is not coming- how much time I needed to wait.
 - Should I click on "Send Pin Code" or should I click on "Circular button"
 - When wi-fi got stuck, some students have share the app with others via Share-it.
 - Some people failed to see any "Junk Chai" content after pressing the Junc Chai icon.
 - Where is the chai?
 - Call cannot be sent- why? Why hotline is not working?
 - How could I send you the feedback?

Event related

- Observed 40% of Guardians have low end smart phone
- Some students of class 9 have theft our wrist band.
- Most of the students are using wi-fi in their home (1MB-2MB) instead mobile data.



Feedback for Aponjon Products from Digital World 2016

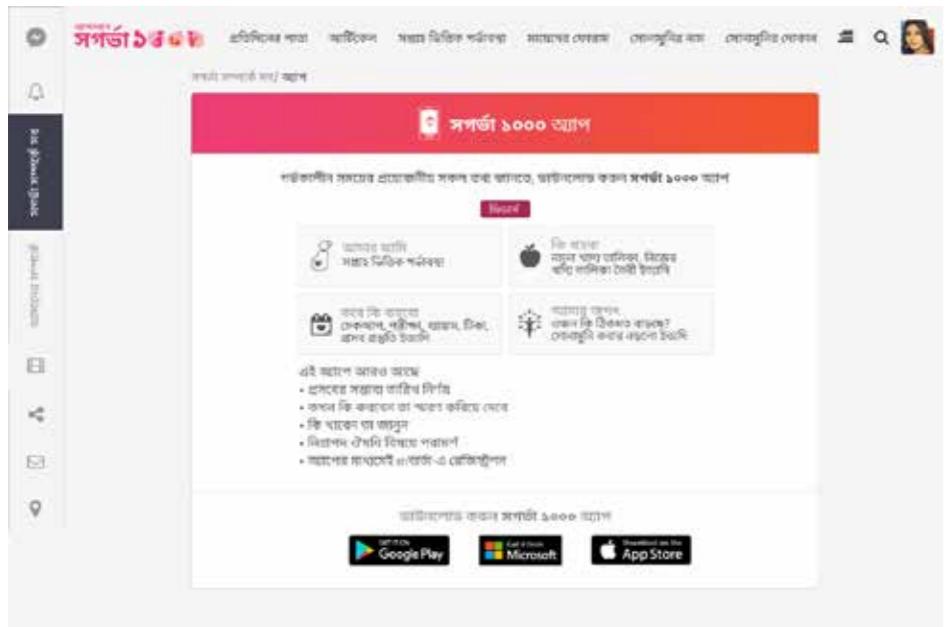
Sgorbha related

- Can I get Dnet smiley also?
- The Lifechord place at Dnet pavilion was not sufficient.
- Great initiative, Bangladesh has come a long way- one expatriate proudly said.
- Who is your boss?
 - Dr. Ananya Ralhan
 - Is he a doctor?
 - No, he is an Economist.
- Most of the students liked blue and violet color pen. And also wrist band.
- Is there any feedback facility in your stall?
- It would be convenient if you have a QR code for download link.

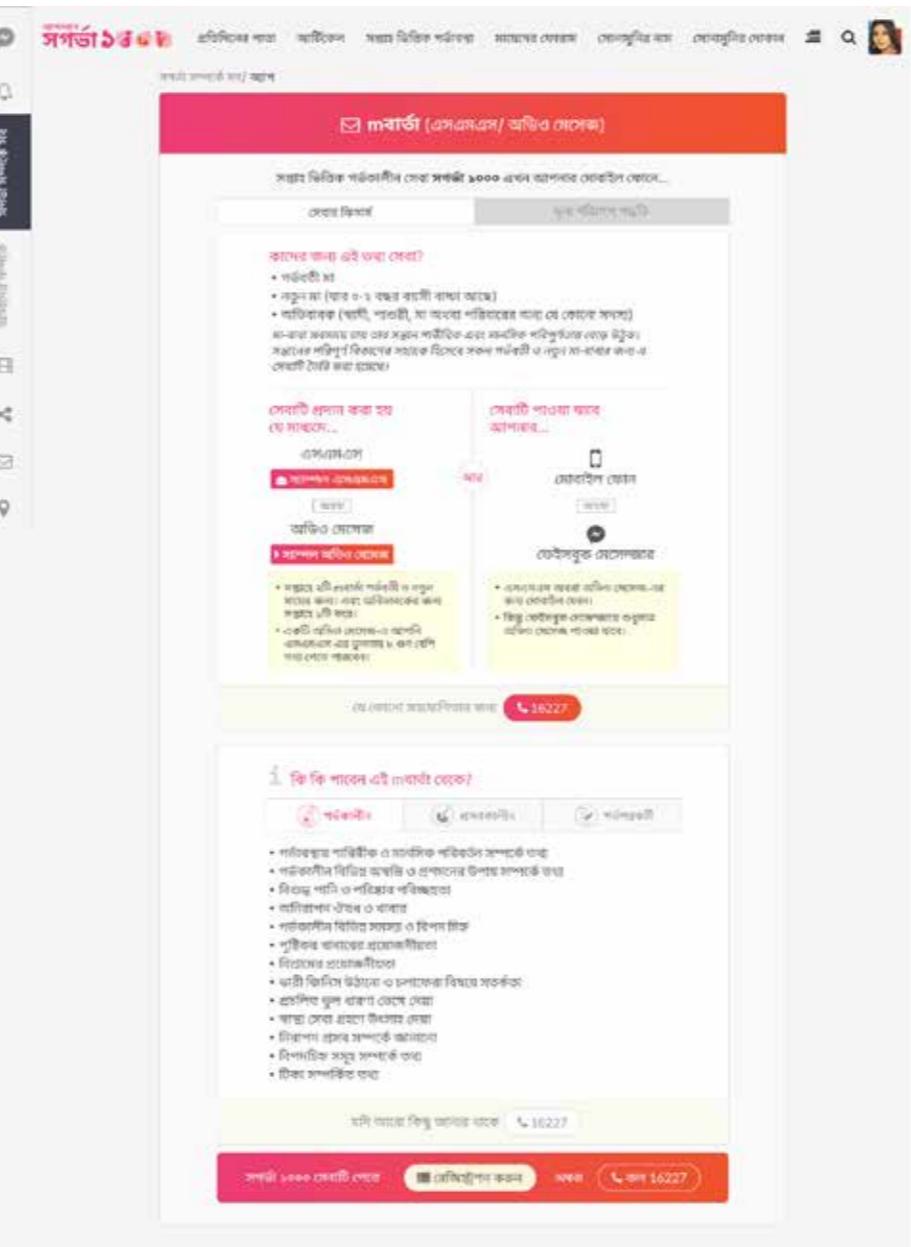
Aponjon

UI

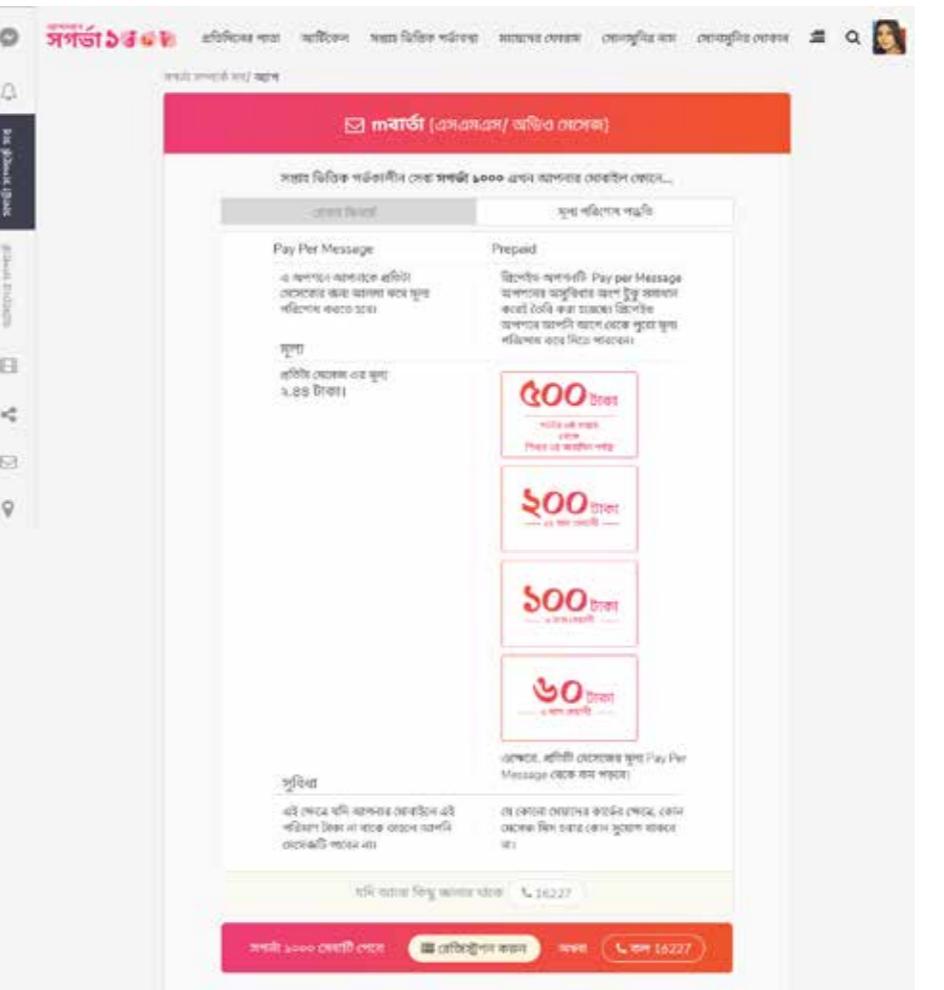
App particular



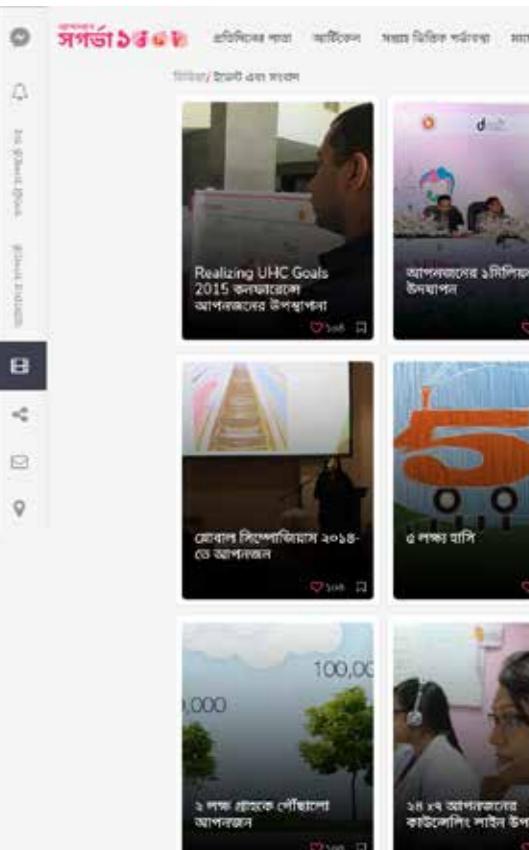
Aponjon Service Feature



Payment Mechanism



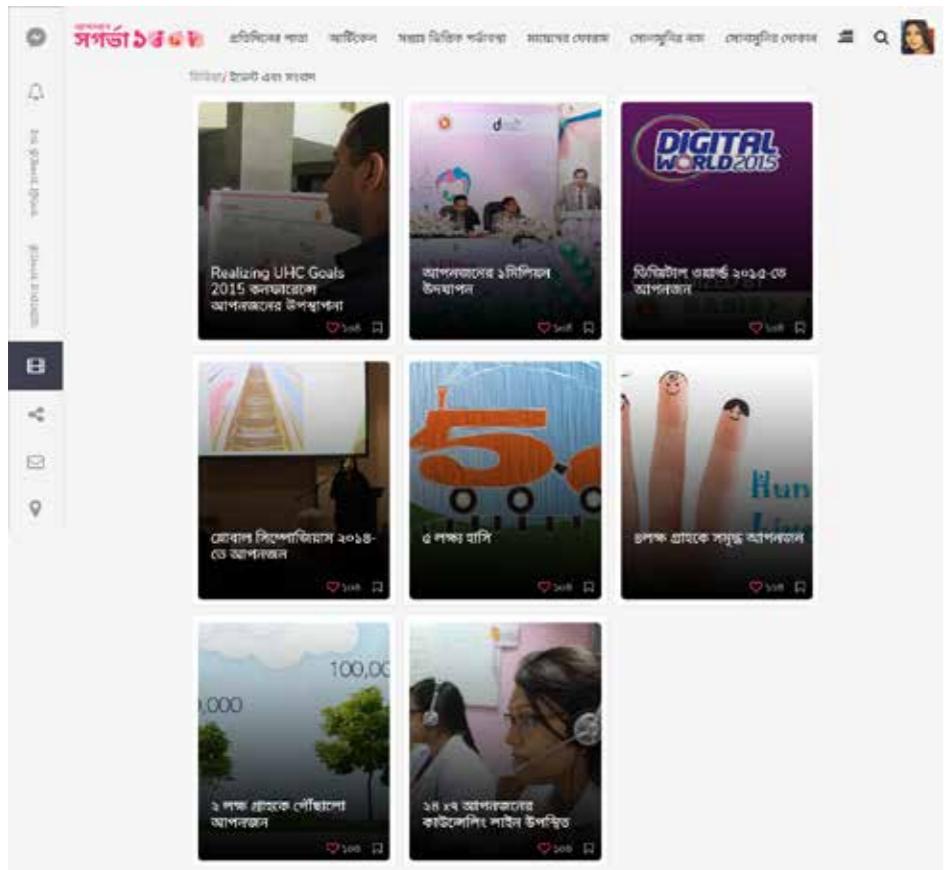
Event Listing



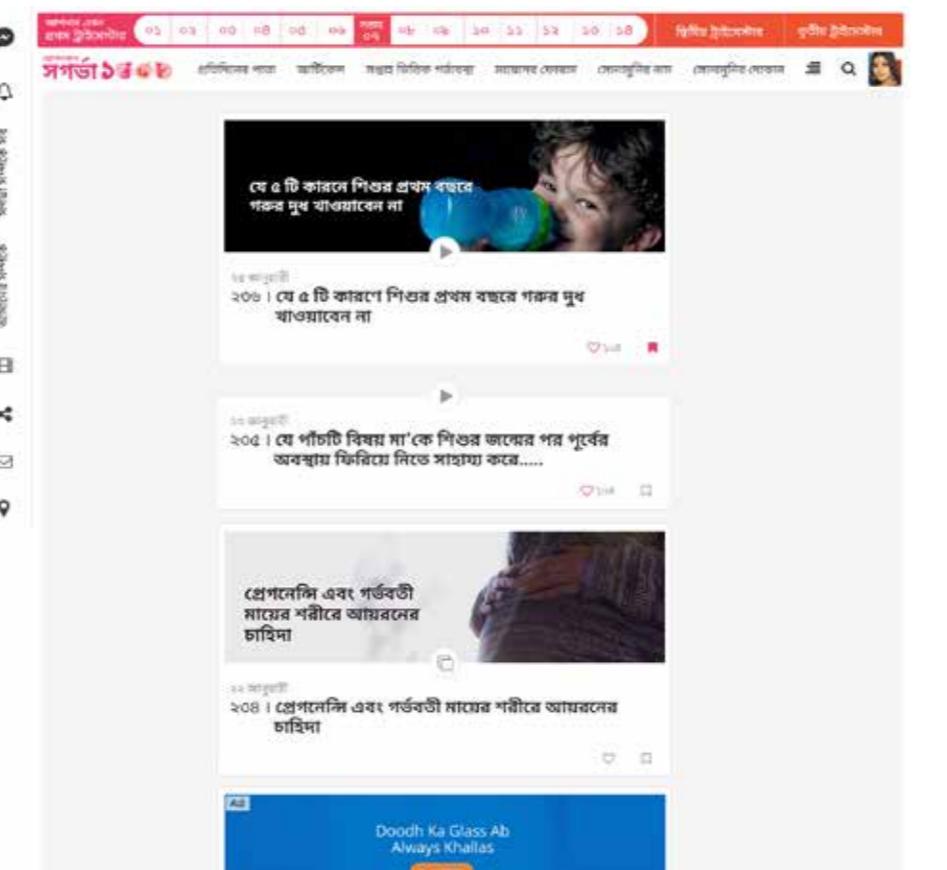
Aponjon

UI

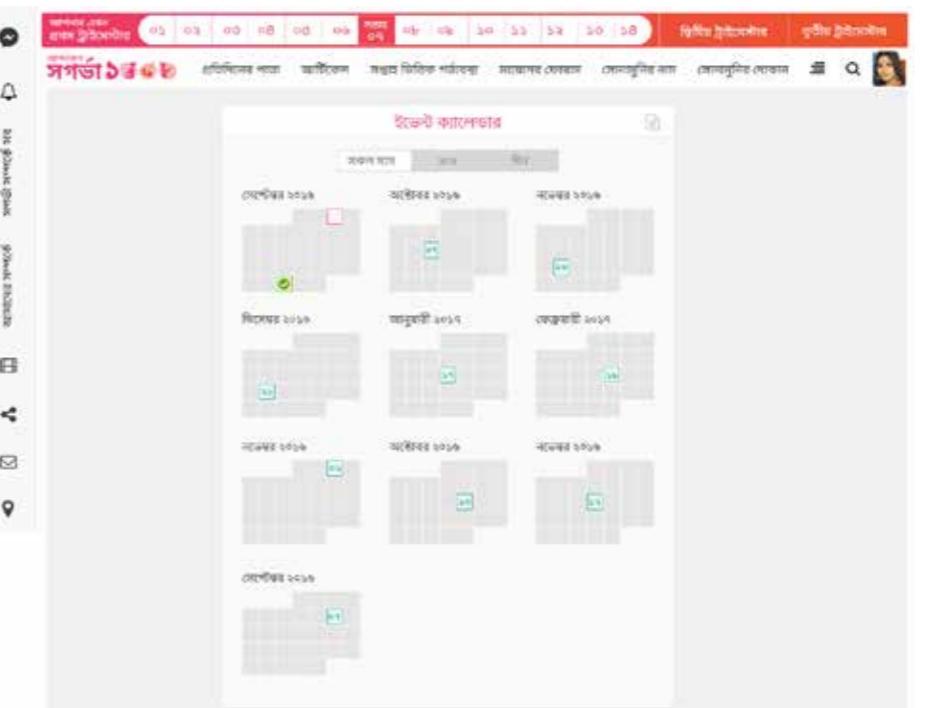
Event Listing



Daily Reading



Event Calender



Search



Aponjon

UI

Search

valuation Calender

সংগৰ্ভ প্ৰক্ৰিয়াকৰণ সেকেন্ডাৰি এজন্ট কোম্পানি

regnancy Week by Week

সংগতি ১৫ জন

সংগতির পদা আর্টিকেল সম্মত বিভিন্ন শর্তব্য সাময়িক দোষাব সেমান্তুর দায সেমান্তুর দোষা

০১ ০২ ০৩ ০৪ ০৫ ০৬ ০৭ ০৮ ০৯ ০১০ ০১১ ০১২ ০১৩ ০১৪ ০১৫ ০১৬ ০১৭ ০১৮

বিভিন্ন প্রতিবেদন দুটি প্রতিবেদন

সংগতির পদা আর্টিকেল সম্মত বিভিন্ন শর্তব্য সাময়িক দোষাব সেমান্তুর দায সেমান্তুর দোষা

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বিভিন্ন প্রতিবেদন দুটি প্রতিবেদন

১২ বিসেবা ১৪

পর্যবেক্ষণ ইকাউপ (করানো ভাব)

সাময়িক হাল ও সম্মতই আপনার প্রাথমিক পর্যবেক্ষণ ইকাউপ করিয়ে দিন।

আপনার পিতা > Title

বিভিন্নত মিস ইওয়ার পর হয়তো এক সন্তান পেরিয়ে গেছে এবং এর মধ্যে হয়তো আপনি জেনেন সেছন যে আপনি মা হতে যাচ্ছেন। আপনার মাতিক যদি নিয়মিত হয়ে থাকে এবং প্রেৰণাৰ নিরিয়া বা সামীক হয়ে পর দেখি শুনি সন্তানের ঘোন পুরুষ হয়ে থাকে, তাহলে হয়তো আপনি কন্তিত প্রতিবেদন করেছেন।

যদিও আপনাকে সেবে একেবাণি তা বোঝা যাবে না, কিন্তু খোট একটা মানুষ কিন্তু ঠিকই খুব ভাঙ্গাতাড়ি আপনার মধ্যে বেড়ে ফেলে। কজিপি, ফুসফুস, কিভনি আর মতিজ্ঞের মত তার সবচেয়ে অক্ষমপূর্ণ অসম্প্রত্যাশ্চল থীরে থীরে ফেলি হচ্ছে।

আপনি

এই সময় এবং সাময়িক সন্তান এলিমেন্ট ও আপনার একটু বিশ বিশ ভাব হচ্ছে পারে। যদি ভাবের কথারণ হয়তো আপনার নিপিটু হৈতে ইয়ে কথাবে না, বিশেষতও সকালের নিকে। যদি সেখেন যে আর্টিকেল আবাবে ঘেটে পরাহেন না, তাহলে আর একটু শুল্ক বা টোকট বিশিষ্টের মত ব্যক্তিৰ আবাবৰ ব্যায়া যেতে পারে। আবাবা একবাবে বেশি পরিমাণে না যেতে বৱ কিন্তু যাপন পর্যবেক্ষণ আৰু কথে ব্যাওয়া হৈতে কোৱে কোৱে সেখেতে পারেন। যদি ইনেও কিন্তু আপনাকে ঘেটে হচ্ছে, ন হলে দুলুল হচ্ছে লভকেন। তবে যদি সেখেন যে ব্যাবাবৰ বিশ হচ্ছে এবং পেটো কিন্তু ব্যাবাবৰে পারাহেন না, তেমন হচ্ছে ক্ষত ভাঙ্গাবের পৰামৰ্শ নিতে হচ্ছে এবং তাৰ নিলেক অনুযায়ী গুৰু সেবন কৰে হৈব। এ সময় যদি না হচ্ছে একটু দুর্বিলতা হচ্ছে পাবো। তাই যতো সত্ত্ব বিবাহ নিতে ঘোষ কৰন। মুৰব্বতাৰ সাবে সাবে এবং কিন্তু অথঙ্গি ও সময় হচ্ছে পাবে, যেমন – ব্যাবাবৰ প্ৰশ্নাৰে বেগ ইওয়া বা ভাসে ব্যাব অনুভব কৰা। সত্ত্ব হচ্ছে একজন ভাসে প্ৰস্তুতিৰেণ বিশেষজ্ঞের সম্মে আপনাটোকে কৰে দিন।

পরিষার পরিষেবা



କି ଘାରେ?



સાધુવાન એ ગાંધીજી



Vaccination Schedule

Aponjon

UI

Vaccination Schedule

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Success Story

ପାଶା ରାନୀ, ଆପଣଙ୍କିଳ ମୋବାଇଲ ସାମ୍ପ୍ରଦୟର ଏକଜାନ ସତ୍ତ୍ଵ ଗ୍ରହକ

ଆମଙ୍କୁ ଯେତେ କଥା ବନ୍ଦ ହେଉଥିଲା, ଯାମକାଙ୍କ ମୁକ୍ତର ଧ୍ୟା ଆସ୍ତରରେ ପାରେ କଥାକେ ମିଳିଲା ଆମର ବିଶେଷ ଉପରେ ରାଖାଯାଇଛି । ଯେତେ କଥା ଏହା ବନ୍ଦ କରିଯାଇଲା ଆମଙ୍କୁ ମୋବାଇଲ ଆମକେ ଅନ୍ତରେ କଥା କରିବା ଏହା ନିମ୍ନ କାହାର କାହାର କଥାକେ ଏହାର ପାଶାଲିମି ବ୍ୟାପର ଏବଂ ଆମର ପରୀକ୍ଷାର କଥାକେ ଏହାର କଥାକେ ଏହାର କଥାକେ ।

THE JOURNAL OF BUSINESS STRATEGY | 1

মামী, সৎসার আর দুই বাড়া নিয়ে ২৪ বছর বয়স্ক আশা রানী থাকেন ঢাকা শহরের সরচেয়ে
ত ও জানবলু বাটি সিংহপুরের তাবাসটকে। তিনি আর স্থামী, সংস্থান এবং ধণ্ডের শাপড়িসের

একটি আবাসগ্রহণের যা বাসসমূহের পরিবর্তনের ক্ষতিক্রিক পরিণয়। আবাস পরিবর্তনের আবাসগ্রহণ ও সমস্যার পরিপূর্ণ ক্ষেত্র সে ধরনের আর শপথ সমস্যার ক্ষেত্র ব্যবহৃত হয়ে থাকে। একটি আবাসের ক্ষেত্র সে আবাসের প্রতিক্রিয়া করে তুলে দেয় কি করবে হচ্ছে।

ধরনের আবাসের প্রতিক্রিয়াক্ষেত্রের প্রয়োজনিত সম্পর্কে, পুরীকৃত ধরণের আবাসগ্রহণের সম্পর্ক এবং ধরণের অনুসূম বিন্দুর ঘেরালো পাঠিতেই সমাজের সুষ্ঠু এবং লোকের মিথে তার আচার মুক্তাগার সন্তোষ।

বর্তমান দিন পুরুষের কাছা কাছি থাকার নাম সেবী। যখন আমি নিল গত একজন ধার্মিকদলী তাকে আপনাজন প্রক্রিয়ে করানো। এই বস্তু সেবাটির সময়ে সেবাইলে পরিষেব করকে আশ্চর্য হওয়া যায়। এটো সে এগুলি থেকে ঝুঁকড়িল। সে দেবল থেকে আপনাজন এসে একটা সেবাইল তিকিক করে থাকে যা গঙ্গাটি। এই সব মায়েসের এবং তাদের অভিযন্তার ঘোষ-কৃতি, পিতৃমাতা, এবং স্নানাভিযন্তের কাশু তথ্যে বাণো। এই সেবাটি আরুণ ও নিরাময় মাঝে নিষিদ্ধ করতে পারবারা এবং প্রসরণের সময় সঠিক অভ্যন্তর তৈরির জন্য পূর্বে খারাকুন্ত কঠকেল। এবং ক্ষমে পর্যবেক্ষণ পাওয়া। আপনাজন স্বল্পকৈ আমার পর এখন আশা রাখি আপনাজন সেবার একজন

ବାଚ ମେଳେ ଆୟା ସେ ନୁହି ତୁ ଯାଏ ଦେଖେ
ପରମାଣୁ ନିବାକରେ ପର ଆୟା ଏବଂ ପ୍ରତିଧିଷ୍ଠକରେ ସମୟଶୁଦ୍ଧୀ ସମ୍ପର୍କ ଭାଲଭାବେ
ଦେଇ ଏବଂ ଆୟା ଦେଖାଇଲେ ଯିବାକୁ ଟିକ ଦେଇ ଯାପାରେ ଦେଇ ଡେବାଟୀ ବାକୁରେ
ଦେଇ ଏବଂ ଯୁକ୍ତ ଦୂରେ ଦୂର ଯୁକ୍ତ ବାକୁରେ ପର କି କି ବାହାତି ବାବାର ଦେଖା ହେଲେ ପେଇ
ପାରେ ଅପରାଜିତ ଦେଖାଇ ତାକେ ଅନେକ କିନ୍ତୁ ଆରିଯେଇଁ ଏବଂ ଏକାତକ ତାର ଶାତତିଏ
ପାରେ ଏବଂ ପରମାଣୁ ନିବାକରେ ପର ଆୟା ଏବଂ ପ୍ରତିଧିଷ୍ଠକରେ ସମୟଶୁଦ୍ଧୀ ସମ୍ପର୍କ ଭାଲଭାବେ
ଦେଇ ଏବଂ ଆୟା ଦେଖାଇଲେ ଯିବାକୁ ଟିକ ଦେଇ ଯାପାରେ ଦେଇ ଡେବାଟୀ ବାକୁରେ
ଦେଇ ଏବଂ ଯୁକ୍ତ ଦୂରେ ଦୂର ଯୁକ୍ତ ବାକୁରେ ପର କି କି ବାହାତି ବାବାର ଦେଖା ହେଲେ ପେଇ
ପାରେ ଅପରାଜିତ ଦେଖାଇ ତାକେ ଅନେକ କିନ୍ତୁ ଆରିଯେଇଁ ଏବଂ ଏକାତକ ତାର ଶାତତିଏ

ପରେ ଏକ ଦିନ ତଥା ଏକ ବିଶ୍ଵାସରେ ଯାହା ହେଲା ତଥା କିମ୍ବା ଏକ ବିଶ୍ଵାସ

ପରମାନନ୍ଦରେ ଏକଟା ବାଜାର କାହାର କାହାର କାହାର କାହାର ସମୟେ
ର ତୋରେ ଦିଲେ ତଥାକିମ୍ବା ବାହା ବଳତେ ପରାମର୍ଶ ଦିଲେଥିବେ । ସେଇ ଅନୁଷ୍ଠାନେ ଆଶା ବାକାର ତୋରେ
ଦିଲେ ତଥାକିମ୍ବା କାହା ବଳେବେ । ତିମି ମନେ ଦିଲେ ବାକାର ଓ ମନେର ମଧ୍ୟେ ଦୂର୍ବଲ ବଳେ ତିରି କାରାର
ପାଶେ ଥାଯାଇ କରେ ବାକେ । ତିମି ଆର ବାକାର ଥାବେ କଥା ବଳେ ମନେ ଦୂର୍ବଲ
ମନ ଥାଏ କରେ ଆର ବାକାର ଓ ଦୂର୍ବଲ ବଳେ କଥା ବଳେ ।

বিবাহ এবং এলাকায় পরিবর্তন
 এগুলি এবং তার স্থানীয় একাই ফেল ব্যবহার করেন। প্রতি সপ্তাহে তার স্থানীয় দোষালী ফেলে
 দেখা যাতা গুরু পৃথু তার শীর জানে এবং একটি তার নিজের জনে। যদ্বা তিনি রাতে ব্যাসায়
 করেন তখন ফেল থেকে বার্তাগুলি আশাকে পড়ে পোলান। আশার স্থানীয় এবন তাদের
 ঘরের দ্বারা সংস্পর্শ অবেক বিষু জানেন। তিনি এখন বাচার পৃথু, প্রতিধ্বেকের সমস্যাটী
 পরে ভালভাবে আলোন এবং বার্তাগুলি থেকে সেবার ঢেকা করেন।
 এগুলি আপনজনের একজন অত্যন্ত পৃথক্ক শাহুক। তিনি শুধু যে এটা ব্যবহার করেন তা নয়
 নিজে আর এলাকার অনন্দের এবং স্মৃতি নিয়ে আর নাউ উৎসাহে সেন। তিনি মান করেন যে এই
 এককী সেবার সম্পর্ক সরাইক জানানো তার স্থানীয়।



আপনজন

Aponjon Service Usability Study

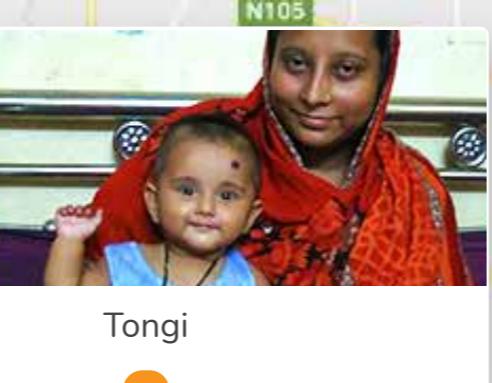
What was good, what was bad,
what is needed



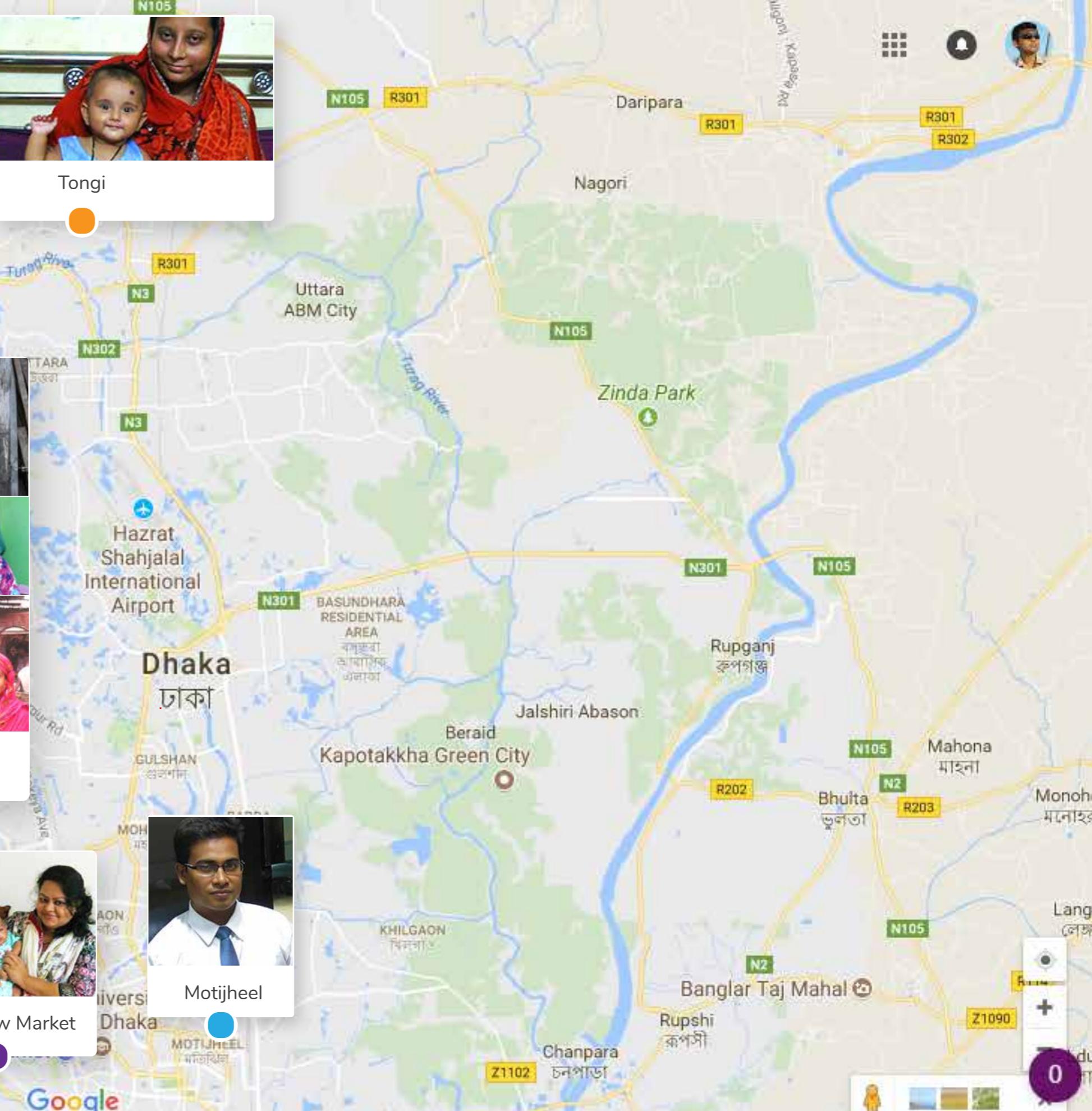
Mirpur, Gabtoli



Dhanmondi, Rayerbazar, New Market



Tongi

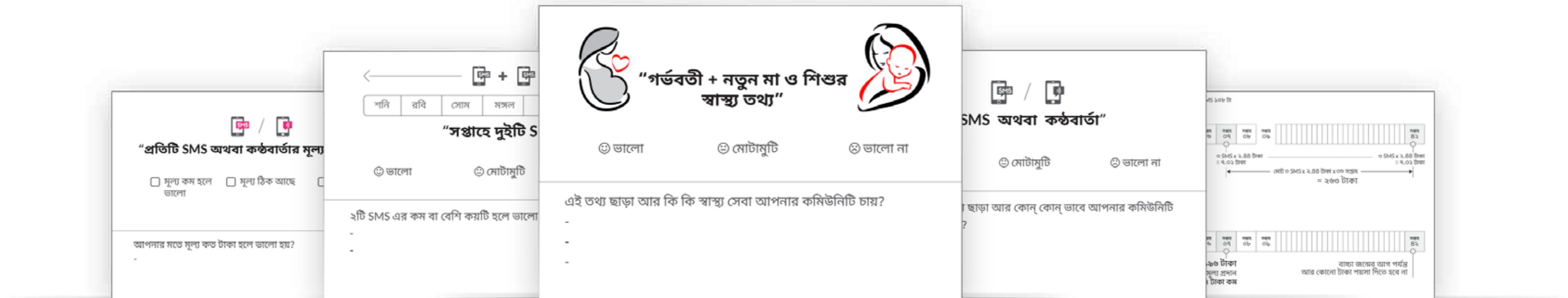


Motijheel



Aponjon Prepaid Card Usability Testing

What was good, what was bad,
what is needed



Usability Testing Cards

Prepaid Cards





Aponjon Prepaid Card Usability Testing

Usability Report

Prepaid Card Usability Report Nator 2017

Stakeholder and User Research Results on Aponjon Service Field Natore

Date: 11-12 Jan 2017
Abbreviation:
KAL = Kalpana

Why research was needed?
Aponjon has been reaching out to its subscriber base through outreach agents such as the BRAC health workers and the KALs (formerly known as Initiators). The KALs have been working as the outreach agents for the Aponjon service since 2012. Till date, the Aponjon service has received (number) of registrations from the KALs.

As outreach agents they are in constant touch with the community and have important insights to share regarding the needs of the Aponjon subscribers and the perception relating to the Aponjon service among the community. In short, their work places them in the position of a spokesperson for the community as far as the Aponjon service goes.

The Aponjon team travelled to Natore to speak to the KALs as well as to the community about the Aponjon service. The outcome expected from engagement with the KALs was:

- What is their understanding of the Aponjon service?
 - Are they conversant with all the features of the Aponjon service?
 - Is their understanding correct and complete about these features?
 - What is their acceptance relating to Aponjon and the way it operates?
- How do they communicate about the Aponjon service to the target community?
 - How do they identify the target audience?
 - How do they "sell" Aponjon?
 - The completeness of information that they provide to the community relating to the Aponjon service
 - What features and portions do they find difficult to explain?
- What would they change in the Aponjon service?
 - What are their suggestions regarding the changes they would like to see in the service?
 - What portions do they find difficult to explain?
 - What are their views regarding the switch from a Pay-As-You-Go Model to a Pre-Paid model?
 - Will they be willing to sell the new model?

Offered Services:
50 Tk
100 Tk
200 Tk
300 Tk
400 Tk

Stakeholder and User Research Results on Aponjon Service

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 - What are their views regarding the switch from a Pay-As-You-Go Model to a Pre-Paid model?
 - Will they be willing to sell the new model?

In order to understand how the KALs communicate about the Aponjon service to the community, we did two sessions of role plays, where we simulated the KAL selling the Aponjon service to a primary subscriber, i.e. a pregnant woman. The observing KALs then gave their inputs as to what they would do differently and/or what was missing in the pitch made by the KAL during the role play.

The detailed transcript can be found in Annexure A.

A summary of the observations from the two role plays is provided hereunder:

Role Play 1: The first KAL, who volunteered to play the role was invited to the centre of the room and Dr. Chanchala from Drent played the role of the pregnant mother or the potential subscriber. Once the role play was over, the moderator asked a few questions based on the role play to the other KALs.

Observation from the Moderator:

- The KAL's understanding of the Aponjon service had gaps and in some cases was very shallow. Regarding some features, their understanding was diametrically opposite to the actual features of the Aponjon service.
- The KAL's understanding was incorrect in many aspects:
 - She told the "potential subscriber" that when she would receive the call from Aponjon, she would be able to talk to all her problems to the doctor who would call her. She stressed on the fact that the person calling up would ask about any problems that the subscriber was facing during pregnancy and that the subscriber should respond with all the details.
 - As a result of an amount of Tk 241 that would be deducted at time of each Voice Call SMS, the KAL mentioned this instant as Tk 2.50.
 - She mentioned that the subscriber would receive a single Voice call/SMS per week as against the two calls/2SMS.
 - The KAL had never heard a voice call that was prompted by Aponjon or read an Aponjon SMS as part of the training. Only one KAL out of eight, who participated in the FGD had heard a voice call or read an SMS.
 - The same pitch was almost in many places, with no direct or clear responses being provided to the questions being raised by the person playing the role of the potential subscriber. For example, to the question "How long will the doctor ask talk to me on the phone?", the KAL responded with providing information on the time slots that can be selected by the subscriber.
 - The KAL was not able to respond convincingly to the question as to why should the subscriber take the Aponjon service when she has the KAL to respond to her queries on Health. When the subscriber expressed concern that the amount per call/times was very steep for her, the KAL responded abruptly that the service was for her own good and that she might be in danger if she did not take the service.
 - The KAL participating in the second role play was much better informed than the first one. She described a number of features, which the first one had not mentioned the most.

Good (37.5%)	Moderate (33.3%)	Not Good (33.3%)
<ul style="list-style-type: none"> 2 SMS is great because it costs Tk 0.00 One SMS can grab more customer because total price would be less 	<ul style="list-style-type: none"> Less than 2 SMS would be good 3 SMS is needed 	

Follow up question: Which one is preferable: SMS or Voice Call?

- Being able to call for the doctor is in demand and preferable
- Customer finds it difficult to read or is not capable to read due to less literacy that's why voice call is preferable

Inputs rePreferred method of SMS

FREQUENCY OF SMS @ WEEK

(More than 1 SMS) (1 SMS) (Less than 1 SMS) (No answer)



Good (87.5%)	Moderate (12.5%)	Not Good (0%)
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Follow up question: Except this SMS service, what are other services are expected by community?

- Pregnant women would like to have the option to being able to call a Doctor, so now they can get solutions over the phone.
- The community would prefer a lower rate while calling the counselling line.
- Service for new born baby is good but not available.
- Pregnant women need health check up service.
- Need Doctor's direct suggestion.
- Customers wants to have the facility of having access to a doctor during

- Re-Designing of the Training Sessions for KAL:**
 - Currently, the training of the KALs is done by the Social team members, based on the training PowerPoint provided by the Aponjon team. Going forward, the relevant Social team members must be provided ToT training.
 - Further, the training module that is imparted to the ToTs should be designed in a manner that makes it interactive, including elements of role play etc. This will ensure that the KALs are more engaged.
 - A monitoring system to ensure the quality of the training being imparted to the KALs by the Social ToTs should be put in place. This could be in the form of making calls to random number of KALs or asking the KALs to fill up an evaluation. We can even consult conducting quarterly FGDs among the KALs.

ii. Communications materials for the Aponjon Service

- We need to work on preparing some communication materials that can be easily used in the catchment areas KALs so that there is awareness among the community of the service and it could contribute to increase in the self-registration.
- The KALs suggested that they be provided with some stickers relating to the Aponjon service which they could stick on doors etc in markets so that the community becomes aware of the Aponjon service.

- The number of KALs could be mentioned on each communication materials so that those who want to enrol for the service can call her up and take assistance in the registration.
- An audio visual on the Aponjon service, giving complete information on the Aponjon service in simple language can be provided to the KALs on their tablets. They can show this AV to the potential subscribers.

iii. Evidence of Enrolment to the Aponjon Service

An infographic on the service can be prepared and printed so that the KALs can leave behind one with the subscriber to pass it on their door. There is usually a time gap of more than a month from the time that the KAL enrolls a person to the Aponjon service and such subscriber starts receiving the Aponjon service. It is natural that within this time, the subscriber may have forgotten all that he/she was told about the service and have no reference materials to look at when they want to enrol for the service once again. The service at a 24/7 counselling line was introduced with the intention of providing an additional benefit to the subscribers.

iv. Incentive for the Outreach Agents

The feedback from the KALs have been in the following domains:

- User Experience while calling the Counselling. Difficulty in navigating the IVR menu and getting access to a doctor.
- High call rates for calling the counselling line. In cases, money being deducted without even having the opportunity to speak to a doctor.
- The large number of questions being asked by the doctor.

In the event that the KALs receive any complaints, queries or comments from their subscribers, they call up Sesan in the Social team. However in many instances, as was gleaned from the comments of the KALs, the response from the Social team was not satisfactory.

- Suggestion:**
- Designate a person from the LifeCoach team for being available to answer and respond to the complaints received from the KALs by the Social representatives. This involves taking such steps as may be necessary to rectify the issue.
 - The KAL need to be told during the training that they can call up 16227 for any queries that they might have relating to the Aponjon service.

v. Pre-Paid Card

The pre-paid modality did not receive a positive response from the KALs and they voiced out a number of concerns regarding the same. Since the pre-paid model makes business sense for LifeCoach, the idea will need some tweaking both in the design as well as the manner in which it is presented to the KALs.

- Suggestion:**
- Both the mode Pay-As-You-Go as well as Pre-Paid to be kept active.
 - More efforts to be put in marketing of the Aponjon service since this would create visibility of the brand and give confidence to the subscribers that it is a legitimate service and can be trusted.
 - A monthly subscription mode to be considered and included in the pre-paid offering. Other shorter durations like a quarterly card may also be useful.
 - Offering a sign-up bonus in the form of a gift both the KALs as well as the subscribers to be considered.
 - More time to be spent on the KALs to orient them on the pre-paid modality and to convince them of how the pre-paid offering can be beneficial for both the KALs themselves as well as the community.

vi. Re-designing of User Experience of the Counselling Line, Including Pricing

The community was interested in getting access to doctors and values the feature of being able to call up and speak to a doctor to get information and advice during an emergency and even otherwise. The service at a 24/7 counselling line was introduced with the intention of providing an additional benefit to the subscribers.

- User Experience while calling the Counselling. Difficulty in navigating the IVR menu and getting access to a doctor.
- High call rates for calling the counselling line. In cases, money being deducted without even having the opportunity to speak to a doctor.
- The large number of questions being asked by the doctor.



Aponjon Koishor Empathy Mapping

Empathy Card- Behavioral Understanding

<p>মাসিক নিয়ে নিজের সাথে আর লুকোচুরী নয়!</p> <p>✓ কথা বল, কৈশোর কাউন্সিলরের সাথে</p> <p>কৈশোর</p> <p>'Aponjon Koishor' অ্যাপ- মনের সুস্থিতি সব প্রয়োর উত্তর... Get it from Google Play Get it from Microsoft Download on the App Store</p> <p></p>	<p>ষ একটি স্বাভাবিক ব্যাপার। ঘাবড়ানো কিছু নেই।</p> <p>✓ কথা বল, কৈশোর কাউন্সিলরের সাথে</p> <p>'Aponjon Koishor' অ্যাপ- মনের সুস্থিতি সব প্রয়োর উত্তর... Get it from Google Play Get it from Microsoft Download on the App Store</p> <p></p>	<p>শারিয়াক সম্পর্ক নিয়ে ভুল ধারনা...</p> <p>✓ কথা বল, কৈশোর কাউন্সিলরের সাথে</p> <p>'Aponjon Koishor' অ্যাপ- মনের সুস্থিতি সব প্রয়োর উত্তর... Get it from Google Play Get it from Microsoft Download on the App Store</p> <p></p>	<p>জিক যোগাযোগ সাহেট কিভাবে নিজেকে নিরাপদ রাখবে...</p> <p>✓ কথা বল, কৈশোর কাউন্সিলরের সাথে</p> <p>'Aponjon Koishor' অ্যাপ- মনের সুস্থিতি সব প্রয়োর উত্তর... Get it from Google Play Get it from Microsoft Download on the App Store</p> <p></p>	<p>বাবা/ মা'র সাথে বলতে না পারা কথাগুলো শেয়ার করো...</p> <p>✓ কথা বল, কৈশোর কাউন্সিলরের সাথে</p> <p>'Aponjon Koishor' অ্যাপ- মনের সুস্থিতি সব প্রয়োর উত্তর... Get it from Google Play Get it from Microsoft Download on the App Store</p> <p></p>	<p>প্রজনন স্বাস্থ্য নিয়ে...</p> <p>✓ কথা বল, কৈশোর কাউন্সিলরের সাথে</p> <p>'Aponjon Koishor' অ্যাপ- মনের সুস্থিতি সব প্রয়োর উত্তর... Get it from Google Play Get it from Microsoft Download on the App Store</p> <p></p>
<p>তুমি কি অস্বাভাবিক মাসিক নিয়ে চিন্তিত?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>মাসিক নিয়ে মা-বাবার সাথে কথা হয়?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>তোমার কি মাসিক জনিত কোনো শারিয়াক সমস্যা হয়?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>দাষ কত frequently/ কয়দিন পর পর হয়?</p> <p>ন <input type="checkbox"/> ১৫- ২০ দিন <input type="checkbox"/> ২০- ৩০ দিন</p> <p>য মা-বাবার সাথে কথা হয়?</p> <p><input type="checkbox"/> No</p> <p>তুমি ঘাবড়ে যাও?</p> <p><input type="checkbox"/> No</p>	<p>স্পর্ক সমক্ষে কতটুকু জানো?</p> <p>জানি <input type="checkbox"/> একেবারেই জানি না <input type="checkbox"/> সব জানি</p> <p>থাকো, তাহলে কোথা থেকে জানো?</p> <p><input type="checkbox"/> বক্স-বক্স <input type="checkbox"/> Online</p> <p>য কারু সাথে কথা হয়?</p> <p>জুব <input type="checkbox"/> শিক্ষক <input type="checkbox"/> মা-বাবা</p>	<p>ook এ কতটা সময় ব্যয় করো?</p> <p>০ ঘণ্টা <input type="checkbox"/> ০- ৫ ঘণ্টা <input type="checkbox"/> _____</p> <p>নাও কাদের?</p> <p>বিচিত <input type="checkbox"/> অপরিচিত <input type="checkbox"/> উভয়ই</p> <p>ook ছাড়া আর কোন App ব্যবহার করো?</p> <p>Instagram <input type="checkbox"/> Tinder <input type="checkbox"/> _____</p> <p>_____ <input type="checkbox"/> _____ <input type="checkbox"/> _____</p>	<p>মার সাথে বাবা/ মা কোন কোন বিষয় নিয়ে কথা বলে?</p> <p>পড়াশোনা <input type="checkbox"/> _____</p> <p>হস্তমৈয়ুন (Masterbaution) করো?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>বখুন বাস্ত্রের জন্য... <input type="checkbox"/> _____</p> <p>গলো <input type="checkbox"/> খারাপ <input type="checkbox"/> _____</p> <p>য প্রভাবিত হয়ে হস্তমৈয়ুন কর?</p> <p>Imagination <input type="checkbox"/> Porn Addiction <input type="checkbox"/> _____</p> <p>বছর বয়সে প্রথম হস্তমৈয়ুন করেছিলে?</p> <p>বছর বয়সে <input type="checkbox"/> _____</p>	<p>কি হস্তমৈয়ুন (Masterbaution) করো?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>বখুন বাস্ত্রের জন্য... <input type="checkbox"/> _____</p> <p>গলো <input type="checkbox"/> খারাপ <input type="checkbox"/> _____</p> <p>য প্রভাবিত হয়ে হস্তমৈয়ুন কর?</p> <p>Imagination <input type="checkbox"/> Porn Addiction <input type="checkbox"/> _____</p> <p>বছর বয়সে প্রথম হস্তমৈয়ুন করেছিলে?</p> <p>বছর বয়সে <input type="checkbox"/> _____</p>



Aponjon Live Chat

More closer to customers

Category of Question:

- 1. Pregnancy
- 2. New born
- 3. Other

This will allow users to find query from chat history, will be located in member profile a/c

Welcome message by a doctor with real Name and Pic

Tooltip
or
Call 16227 for query

Anonymous Profile pic

- Tool tip: Benefit of registration
- Storing chat history for future use
- Be a member of the forum
- Allow users to get Aponjon service. Sometimes, we can give reward as a free service. Will help this feature to get virality

After click 'Submit' for the first time, site will request user do "Register" (credential). But this is optional.

Submit

Anonymous Chatting

If the user left the site, the member will get the ans via email or mobile phone, or notification on a/c

We can push ad in this chat. Primarily mVAS Merchandise etc

Name*

Mobile No*

or

Email

Password

Registration

* For reply over cell phone, we can push text ad
 * For reply over email, we can push banner ad, text ad etc
 - Anonymous user: Email / Member of portal : in a/c

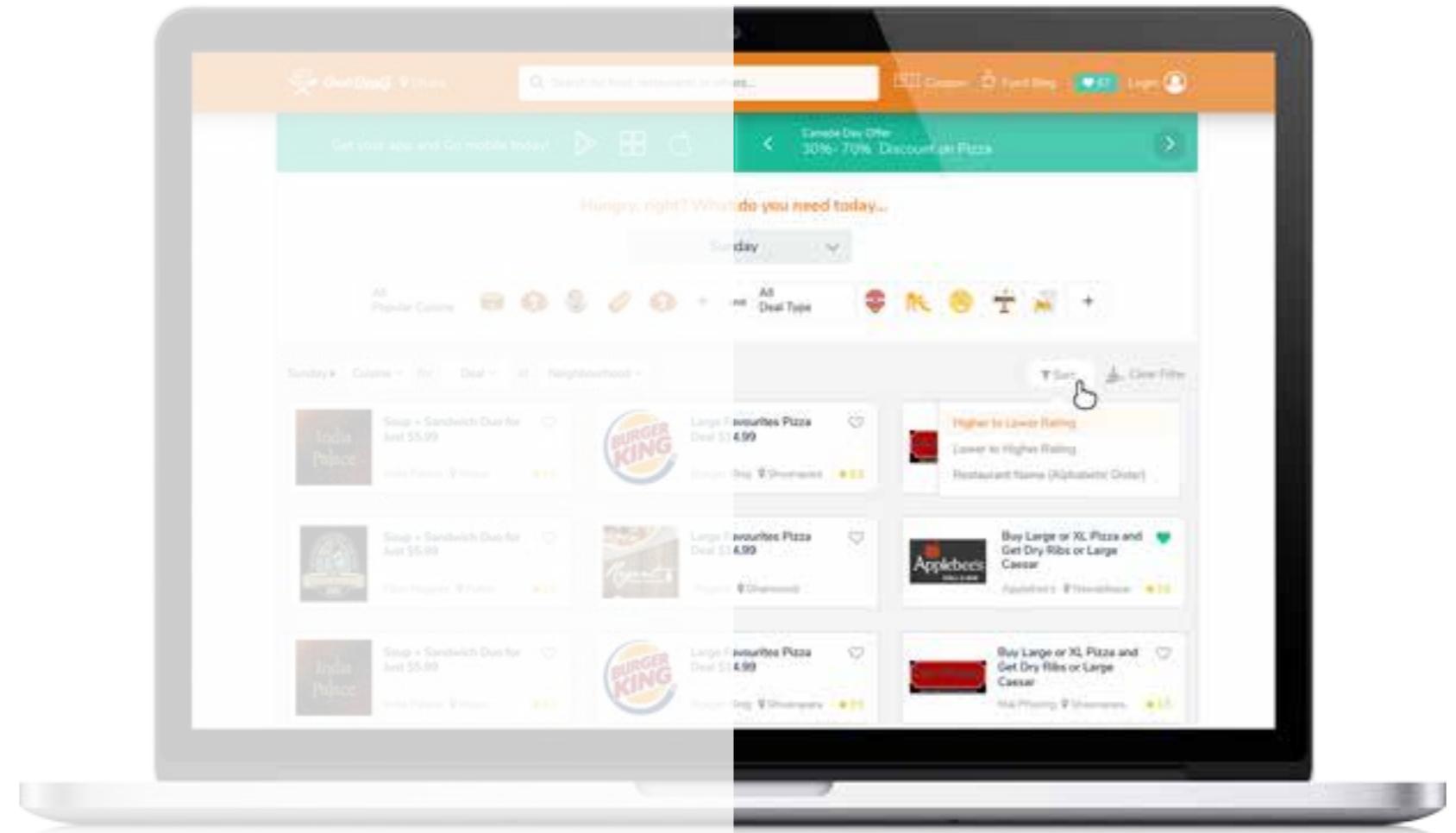


Aponjon Live Chat

UX Check

Grub Dealz

All food deals of your town in one place



Client: GrubDealz Restaurant Service Inc.

BR Analysis + Secondary Research + IA + Wireframe + UI + Usability Testing

Grub Dealz

Wireframe- Desktop and Mobile

Home

The desktop home screen displays a grid of food deals. At the top, there's a banner for a Canada Day offer: "30%-70% Discount on Pizza". Below it, a section titled "Hungry, right? What do you need today..." shows deals for "Sunday". The deals are categorized by cuisine: "All Popular Cuisine" (Hot Dog, Burger), "Deal Type" (Dinner), and "Neighbourhood" (Mirpur, Shwarpura, Dhamondi). Each deal includes a restaurant logo, name, rating, and a brief description like "Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings". A "Load More..." button is at the bottom.

Choose a Cuisine

The mobile "Choose a Cuisine" screen shows a grid of food items: Burger, Fried Chicken, Donut, Hot Dog, Chicken Nugget, and another Hot Dog. Below this, a list of deals is shown for "Sunday". Each deal includes a restaurant logo, name, rating, and a brief description like "Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings". A "Load More..." button is at the bottom.

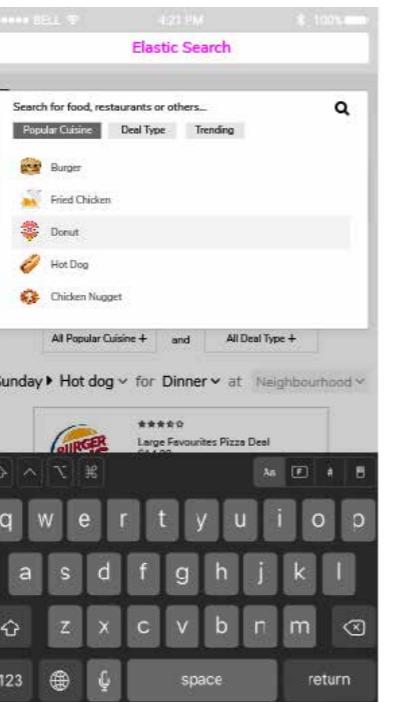
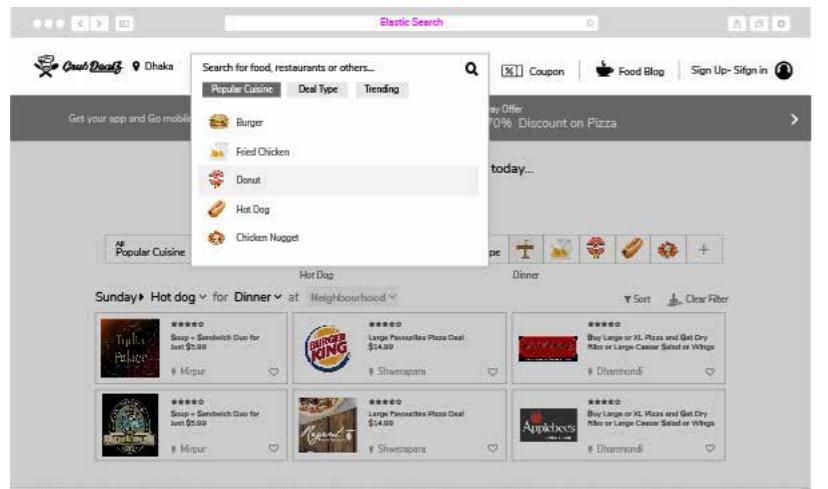
Deal Detail

The mobile "Deal Detail" screen shows a detailed view of a deal for "Regent". It includes a large image of the dish, the location "Dhanmondi", the deal title "Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings", a list of requirements (Quater Chicken Dinner + 14oz Domestic Beer Only \$12.99, White Meat add \$1.75, No Student ID Required!, Ever Been A Student? You Qualify!), and social sharing options. A "Cuisine" and "Deal" filter bar is at the bottom.

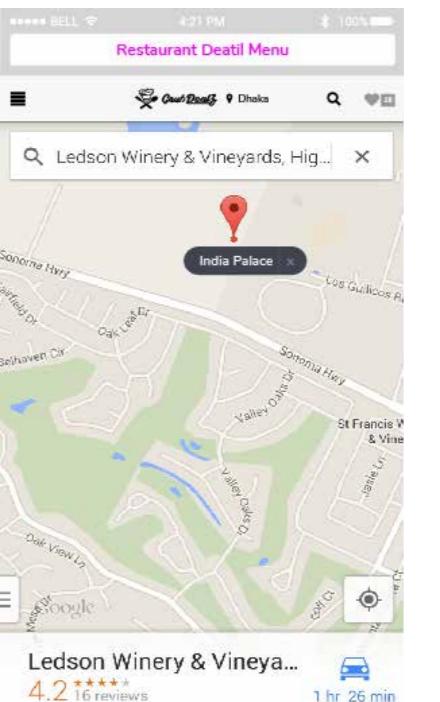
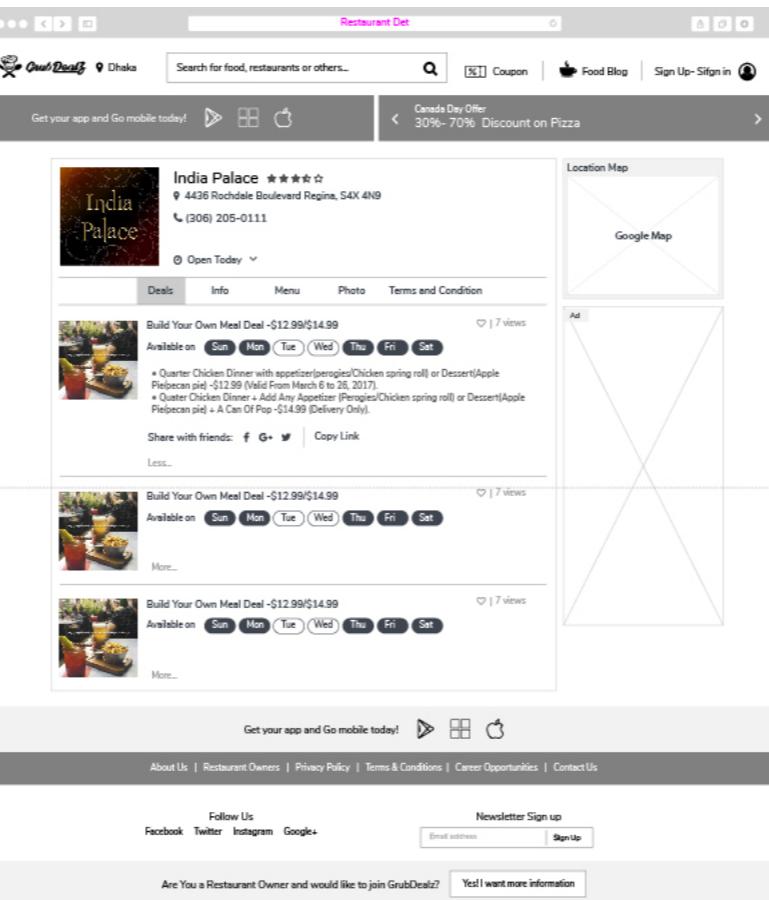
Grub Dealz

Wireframe- Desktop and Mobile

Search



Restaurant Detail



Screen Relations and Definition

User will see herself with her location

Get your app and Go mobile today!

Canada Day Offer 30%- 70% Discount on Pizza

Hungry, right? What do you need today...

Sunday

All Popular Cuisine and All Deal Type

Day cannot be changed from here

Filter Bar: Sunday ▶ Hot dog ▶ for Dinner ▶ at Neighbourhood ▶

Search: Search for food, restaurants or others...

Offer: 1. Trending 2. Paid deal

Day will be visible, in which day user is visiting Previous day(s) will be disabled

Food listing in default

1. Foods will be listed based on nearest location to far
2. Filter bar has four section: Day, Cuisine, Deal type and Neighbourhood only Day based foods will be shown in default.
3. Listing will be more contextual by using Filter bar

Load More... Infinite scrolling

About Us | Restaurant Owners | Privacy Policy | Terms & Conditions | Career Opportunities | Contact Us

Follow Us: Facebook Twitter Instagram Google+

Newsletter Sign up: Email address Sign Up

Are you a Restaurant Owner and would like to join GrubDealz? Yes! I want more information

Guided Search

Elastic Search

Search for food, restaurants or others... Popular Cuisine Deal Type Trending

Get your app and Go mobile

Canada Day Offer 30%- 70% Discount on Pizza

today...

Search box feature

1. Elastic Search
2. Popular cuisine and deal type list will be same as home page
3. Beside this, user can see suggestions while writing

- Search box will be vertically expanded after click on it

Popular Cuisines: Burger, Fried Chicken, Donut, Hot Dog, Chicken Nugget

Deal Types: All Popular Cuisine, Hot Dog, Dinner

Neighbourhood: Mirpur, Shwerapara, Dhanmondi

Sort: Higher to Lower Rating, Lower to Higher Rating, Restaurant Name (Alphabetic Order)

Clear Filter

Popular Cuisine Modal

Offer: 1. Trending 2. Paid deal

Day will be visible, in which day user is visiting Previous day(s) will be disabled

All Popular Cuisine

Sunday ▶

Food Card detail view

Share with friends: Copy Link

Restaurant Detail

Location Map

Popular Cuisile Modal

Choosed deal type will be visible at the end of the bar if that deal was not showcased before.

All Deal Type

Food Card

User rating

Restaurant logo

Food offer title Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Bookmark

Restaurant (branch)location where the listed food can be found Dhanmondi

Search Result

Search result

1. Same burger team of a particular restaurant will be listed, based on nearest place to far considering users location
2. User can further contextualize the result by using sort

Search Result 'Burger'

Neighbour

Higher to Lower Rating, Lower to Higher Rating, Restaurant Name (Alphabetic Order)

Sort: Higher to Lower Rating, Lower to Higher Rating, Restaurant Name (Alphabetic Order)

Clear Filter

Load More...

Grub Dealz

UI- Desktop and Mobile

Home

The desktop home screen displays a grid of food deals for Sunday. Each deal card includes the restaurant logo, name, and a promotional offer like "Buy Large or XL Pizza and Get Dry Ribs or Large Caesar" for \$14.99. A sidebar on the left shows more deals and filter options. At the bottom, there's a newsletter sign-up form.

The mobile home screen shows a similar grid of deals for Sunday. The interface is designed for touch, with large cards and clear text. The deals are presented in a clean, modern style with vibrant colors.

Choose a Cuisine

A modal window titled "All Popular Cuisine" is open, displaying a grid of icons representing different cuisines: Burger, Appetizers, Pizza, American, Coffee/Tea, and Chinese. Below the grid are buttons for "Load More" and "Close".

The mobile version of the cuisine selection screen. It shows a sidebar with filter options like "Cuisine", "Deal Type", and "Neighbour". The main area lists cuisines with small icons: Pizza, Burger, Appetizer, American, Coffee/Tea, and Chinese. Buttons for "Filter" and "Sort" are at the bottom.

Deal Detail

A detailed view of a deal for India Palace. It shows a large image of a meal, the deal title "Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings", the price "\$14.99", and a brief description. Below the deal are social sharing buttons and a "Copy Link" button.

The mobile deal detail screen for India Palace. It shows the same deal information in a smaller, more compact format. The deal image, title, price, and description are visible, along with social sharing and a "Copy Link" option.

Grub Dealz

UI- Desktop and Mobile

Search

Popular Cuisine: Pizza, Burger, Appetizer, American, Coffee/Tea, Chinese
Deal Type: All, Popular Cuisine, Sandwich, Deal, Neighbourhood

Discount on Pizza

Higher to Lower Rating: Large Favourites Pizza Deal \$14.99

Burger King: Large Favourites Pizza Deal \$14.99

Applebee's: Buy Large or XL Pizza and Get Dry Ribs or Large Caesar

Popular Cuisine: Pizza, Burger, Appetizer, American, Coffee/Tea, Chinese
Deal Type: All, Popular Cuisine, Sandwich, Deal, Neighbourhood

Discount on Pizza

Higher to Lower Rating: Large Favourites Pizza Deal \$14.99

Burger King: Large Favourites Pizza Deal \$14.99

Applebee's: Buy Large or XL Pizza and Get Dry Ribs or Large Caesar

Restaurant Detail

India Palace ★★★
4436 Rochdale Boulevard Regina, S4X 4N9
(306) 205-0111

Open Today | Sun: 6:00 AM - 12:00 AM

Location Map

Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Available on Sun, Mon, Tue, Wed, Thu, Fri, Sat

Quater Chicken Dinner + 14oz Domestic Beer Only \$12.99.
White Meat add \$1.75.
No Student ID Required!
Ever Been A Student? You Qualify!

Share with friends: [f](#) [G+](#) [t](#) [Copy Link](#)

Less...

Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Available on Sun, Mon, Tue, Wed, Thu, Fri, Sat

Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Available on Sun, Mon, Tue, Wed, Thu, Fri, Sat

Load More...

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Are You a Restaurant Owner and would like to join GrubDealz?

[Yes! I want more information](#)

Newsletter Sign up

✓ Receive daily deal/special list for food/drinks.
✓ Exclusive offers and others in your city.

Email address

Sign Up

By signing up, you agree to our [Terms & Conditions](#) and [Privacy Policy](#)

India Palace ★★★
4436 Rochdale Boulevard Regina, S4X 4N9
(306) 205-0111

Open Today | Sun: 6:00 AM - 12:00 AM

Location Map

Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Available on Sun, Mon, Tue, Wed, Thu, Fri, Sat

Quater Chicken Dinner + 14oz Domestic Beer Only \$12.99.
White Meat add \$1.75.
No Student ID Required!
Ever Been A Student? You Qualify!

Share with friends: [f](#) [G+](#) [t](#) [Copy Link](#)

Less...

Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Available on Sun, Mon, Tue, Wed, Thu, Fri, Sat

Buy Large or XL Pizza and Get Dry Ribs or Large Caesar Salad or Wings

Available on Sun, Mon, Tue, Wed, Thu, Fri, Sat

Load More...

About Us | Restaurant Owners | Privacy Policy | Terms & Conditions | Career Opportunities | Contact Us

Newsletter Sign up

✓ Receive daily deal/special list for food/drinks.
✓ Exclusive offers and others in your city.

Email address

Sign Up

By signing up, you agree to our [Terms & Conditions](#) and [Privacy Policy](#)

Follow Us: [f](#) [t](#) [G+](#) [in](#) [i](#)

Are You a Restaurant Owner and would like to join GrubDealz?

[Yes! I want more information](#)

Bank Intranet Portal

Redefining Productivity



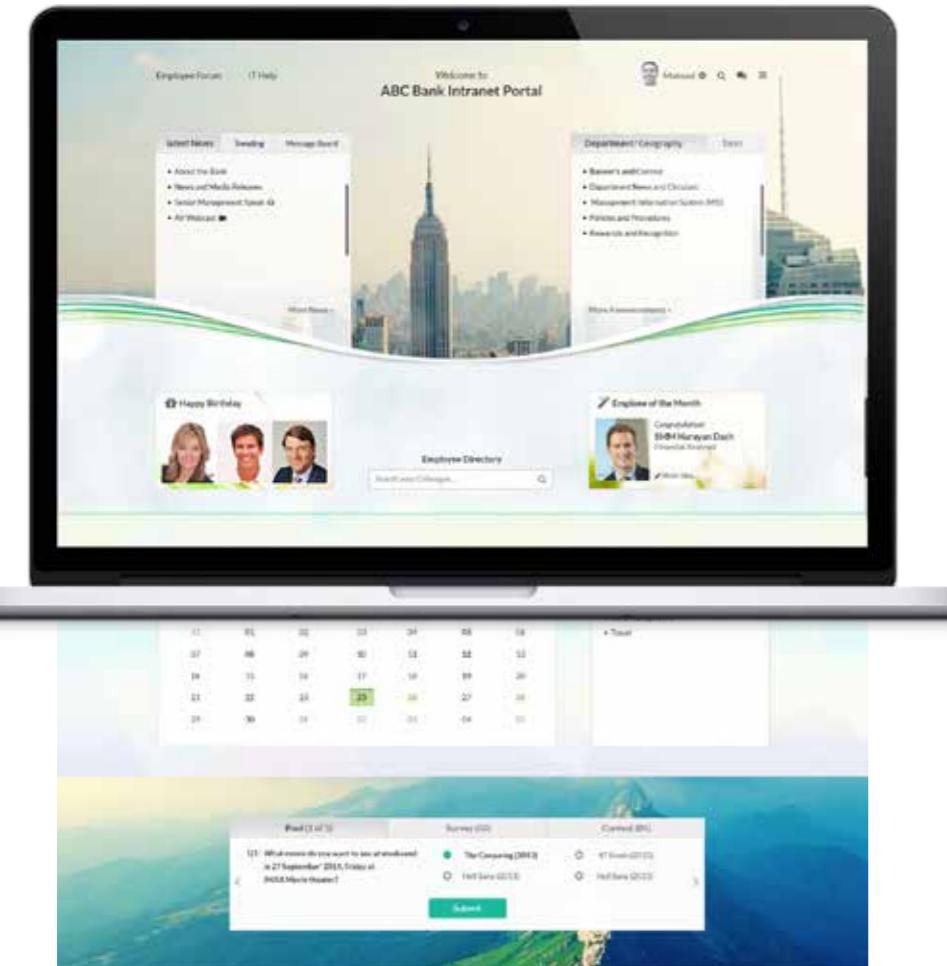
Client: 99 Design

BR Analysis + Secondary Research +
IA + Wireframe + UI

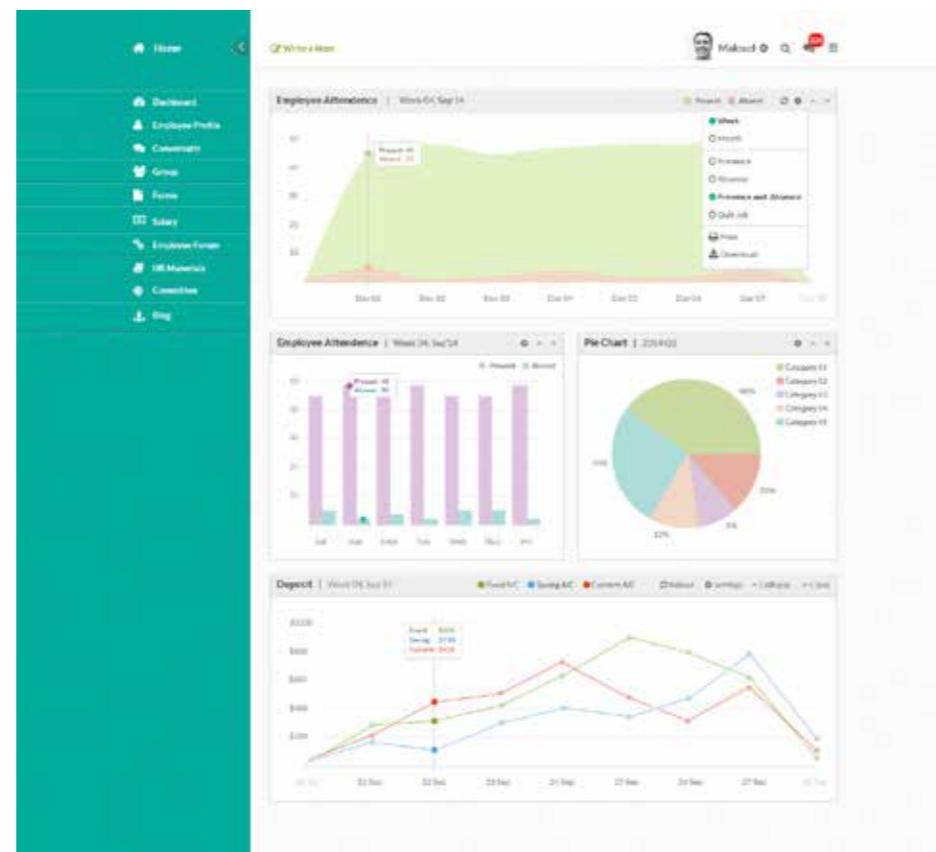
Bank Intranet Portal

UI

Home



Analytics



Chatting

A screenshot of the employee directory and messaging interface. It shows a list of employees (e.g., Ara Sheavel, Director of Operations) with their profiles and contact information. There are two active conversations: one with 'Predig' and another with 'Ara Sheavel'. Each conversation includes a message input field and a file attachment icon. The sidebar on the left is identical to the other screenshots.

Employee Portal

A screenshot of the employee directory and messaging interface, similar to the one above but with a different set of employees listed. It includes a sidebar with links for 'Dashboard', 'Employee Profile', 'Calendar', 'Forms', 'Salary', 'Employee Forum', 'HR Materials', 'Committee', and 'Blog'.

Bank Intranet Portal

UI

Employee Portal

The Employee Directory page displays a grid of employee profiles. Each profile includes a small photo, the employee's name, and their role. The sidebar on the left contains navigation links for Home, Dashboard, Employee Profile, Careers, Group, Form, Salary, Employee Forum, HR Modules, Committee, and Site.

Widgets

This section shows three different widgets:

- Create:** A survey creation tool with fields for Title, Survey, and Content. It includes a question about weekend plans and a "Create" button.
- Result:** A poll result chart titled "Poll (1 of 1)" showing the distribution of responses for a question about weekend plans. The results are: "The Cinema (20%)", "Home (20%)", "Gardening (20%)", and "Work (40%)".
- Message Board:** A list of messages from users like "Alice Howell" and "Bob Johnson". Each message includes a subject, date, and a "Read More" link.

Email

The Email section features a news feed with articles like "Latest News" and "About the Bank". Below it is an "Event Calendar" for September 2024, highlighting specific dates. The bottom section is titled "Employee of the Month" and features a photo of "Employee of the Month" and a "Happy Birthday" message.

Capacity Building

This section is titled "Capacity Building" and includes a "Training Modules" section with three items: "Market Risk Management", "Banking Sector Overview & Regulation", and "OTC Counterparty Risk". Below it is an "Event Calendar" for September 2024, showing various scheduled events.

Bank Intranet Portal

UI

Capacity Building

Welcome to ABC Bank Intranet Portal

Training Modules

- 01 Market Risk Management
- 02 Existing Banks - Scenario Planning and Case Activities
- 03 OTC Counterparty Credit Risk
- 04 Existing Product Training Slides
- 05 Understanding Pricing Techniques

SERIES 01: Market Risk Management

- Module 1: Market Risk Measurement
- Module 2: Risk Analysis of Financial Products
- Module 3: Value at Risk
- Module 4: Historical & Monte Carlo Simulation

Event Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
01	02	03	04	05	06	07

Management Handbook | Corporate Policies | Services | Role of Thru | Employee Handbook

Head Office: 1-4-25, Kafferde Road, 46194 Japan | View Branch: 1-4-25, Kafferde Road, 46194 Japan

Entertainment

Welcome to ABC Bank Intranet Portal

Latest News

- About the Bank
- Press and Media Releases
- Senior Management Speeches
- Management Information Systems (MIS)
- Research and Publications

Department/Geography

- Banner's Land Contact
- Department News and Circulars
- Business Management Issues
- Research and Publications

Connect

Pool (1 of 3)

Q1: What movie do you want to see at weekend ie 27 September 2014, Friday at IMAX Movie theater?

The Conjuring (2013) | Transformers Age of Extinction (2014) | This Is Us (2014) | The Rover (2014)

Submitted

Event Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
01	02	03	04	05	06	07

Management Handbook | Corporate Policies | Services | Role of Thru | Employee Handbook

Head Office: 1-4-25, Kafferde Road, 46194 Japan | View Branch: 1-4-25, Kafferde Road, 46194 Japan

Employee Benefit Group

Welcome to ABC Bank Intranet Portal

This platform helps you to connect all of your colleagues. Including interact with all departments.

This one is a place of sharing & learn- will be conducive for your career journey.

Message Board

- Topic
- Thread
- Post
- Survey
- Comment
- Status Report

Committee

- Birthday Committee
- Fire Drill Committee
- Food Committee
- Myself
- Transact

Department/Geography

- Banner's Land Contact
- Department News and Circulars
- Management Information Systems (MIS)
- Research and Publications

Employee Forum

Happy Birthday

Employee of the Month

Management Handbook | Corporate Policies | Services | Role of Thru | Employee Handbook

Head Office: 1-4-25, Kafferde Road, 46194 Japan | View Branch: 1-4-25, Kafferde Road, 46194 Japan

Business Group

Welcome to ABC Bank Intranet Portal

Business groups with highest level of organization and the best group Human resources includes coordinated organization named the tool of this predefined business group rather than defining committee.

Business Groups

- Group Name 01
- Group Name 02

Event Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
10:30	02:45	05:00	07:30			

Event Name: Meeting with Loan Executive Policy Workout

Time: 02:45 PM - 03:45 PM

Location: Conference Room R-204

Details: Our existing loan officer has strategy has some weak point, and low level take up coverage of these loans. Let's make more open discussion about these loans and make some preventable avoidance to these loans.

Management Handbook | Corporate Policies | Services | Role of Thru | Employee Handbook

Head Office: 1-4-25, Kafferde Road, 46194 Japan | View Branch: 1-4-25, Kafferde Road, 46194 Japan

Bank Intranet Portal

UI

Event Calender

This image shows a screenshot of the ABC Bank Intranet Portal. The top navigation bar includes links for Home, Training, HR, News, and Support. A search bar and a user profile icon are also present. The main content area features a 'Business Groups' section with four circular icons representing different groups: Group Name 01 (a diverse group of people), Group Name 02 (two penguins), Group Name 03 (two hands giving thumbs up), and Group Name 04 (a diverse group of people). Below this is an 'Event Calendar' for Sunday, September 25, 2016. It lists events from 10:30 AM to 07:30 PM, each with a 'Create an Event' button. One event at 10:30 AM is titled 'Meeting with Loan Disbursement Policy Working Group'. Another event at 02:45 PM is for a 'Happy Birthday' celebration. The bottom of the page features a decorative footer with colored circles and links for Management Handbook, Corporate Toolkit, Services, Role of Thums, and Employee Handbook.

Microsite

[Home](#) [Members](#) [Case Study](#) [Ongoing Proposals](#) [Completed Projects](#) [Document & Collection](#) [Contact](#) [Q.](#)

Loan Group

A Bank's major profit area is spread from interest, which can increased by engaging our professional and intuitive intelligence.

Giving loan or credit for different sector vary greatly in which area the bank's branch is doing operating their operations.

Connect & Share
A Bank's major profit area is spread from interest, which can increased by engaging our professional and intuitive.

Perception & Action
A Bank's major profit area is spread from interest, which can increased by engaging our professional and intuitive.

Latest Case Study

Case Study 01	Case Study 02	Case Study 03	Case Study 04	Case Study 05	Case Study 06	
---------------	---------------	---------------	---------------	---------------	---------------	--

Featured Case Study

Case Study 01	Case Study 02	Case Study 03	Case Study 04	Case Study 05	
---------------	---------------	---------------	---------------	---------------	--

[Home](#) [Members](#) [Case Study](#) [Ongoing Proposals](#) [Completed Projects](#) [Document & Collection](#) [Contact](#)

Chat Widget

The screenshot shows a company's intranet homepage with a dark teal sidebar on the left containing a navigation menu:

- Home
- Dashboard
- Edit Profile
- Comments
- Group
- News
- Salary
- Employee Forum
- HR Materials
- Committee
- Log Out

The main content area features several sections:

About Bank

- Discover our History
- Vision, Mission and Values
- Senior Shareholders
- Management Team
- SGD
- Communication and Branding
- Information Technology
- Risk Management Division
- Strategy
- Global Trade Services

Discover our History

 50 Trade Secrets of Giga Packaging-Blochhoff, 14
22 December, 2014 [View](#)

 50 Trade Secrets of Giga Packaging-Blochhoff, 14
22 December, 2014 [View](#)

 50 Trade Secrets of Giga Packaging-Blochhoff, 14
22 December, 2014 [View](#)

[More Articles >](#)

Value, Mission and Value

 Vision 2050 - % achievement
22 December, 2014 [View](#)

 Mission
22 December, 2014 [View](#)

 Value Delivered to Client and Supplier
22 December, 2014 [View](#)

[More Articles >](#)

Groups (5) Employee (21)

Groups (5) Employee (21) [View](#)

Groups (5) Employee (21) [View](#)

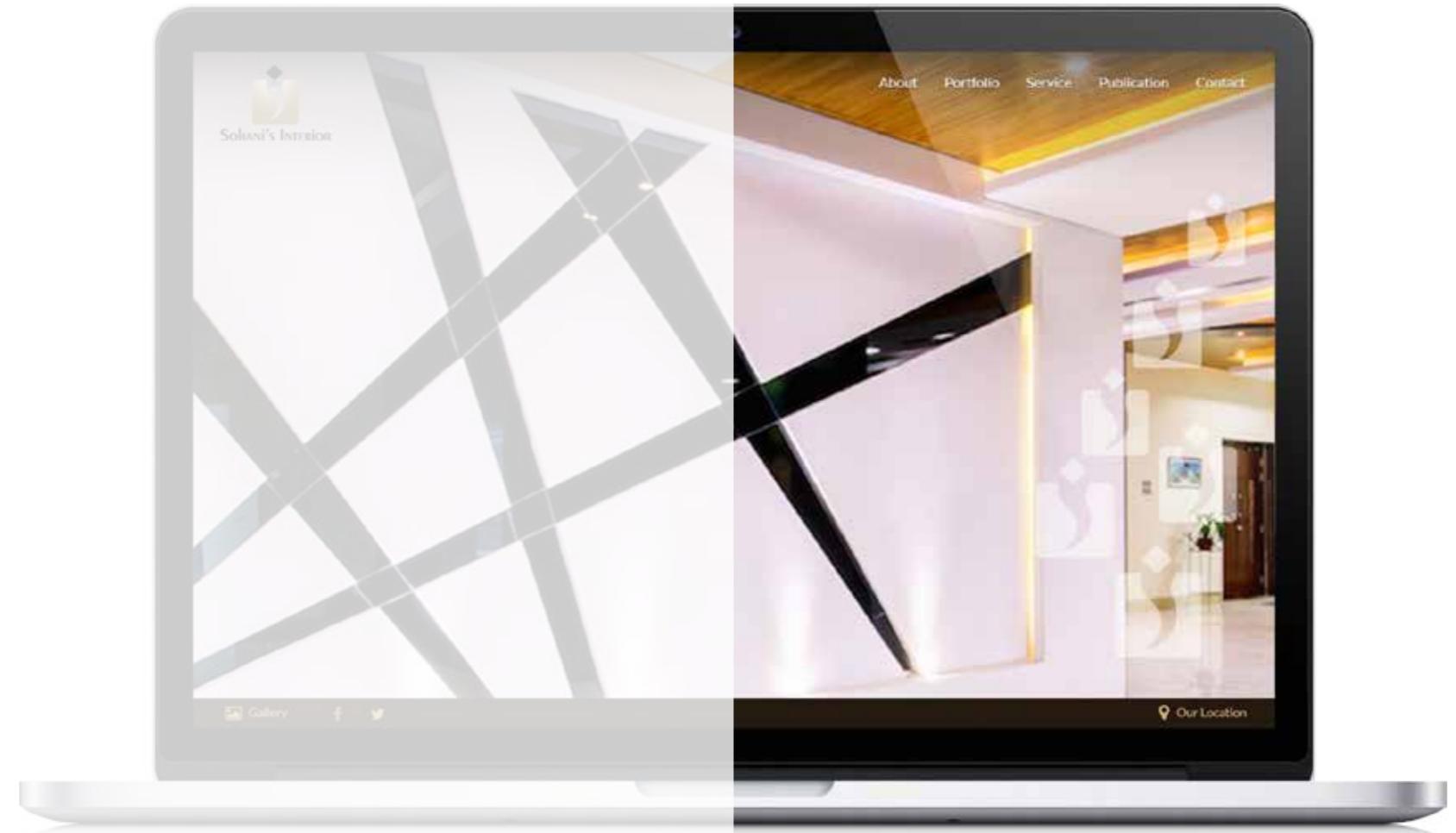
 Monica Becker, 30, User
Hey, how is going? What about my inter... What we discussed yesterday?? [View](#)

 Monika Juhelka, 30, User
I am also working... [View](#)

 Sandra Böhlke, 30, User
Hello! Charles Marcell, there will be great Monika what about... [View](#)

Sohani's Interior

Art and reality intrgrated



Client: Sohani's Interior

BR Analysis + Information Architecture (IA) +Wireframe + UI

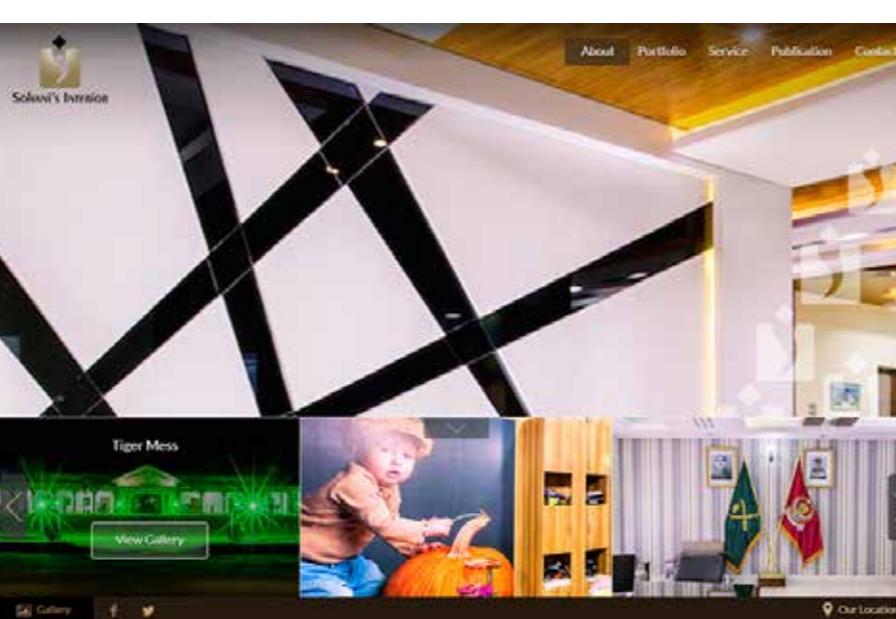
Sohani's Interior

UI

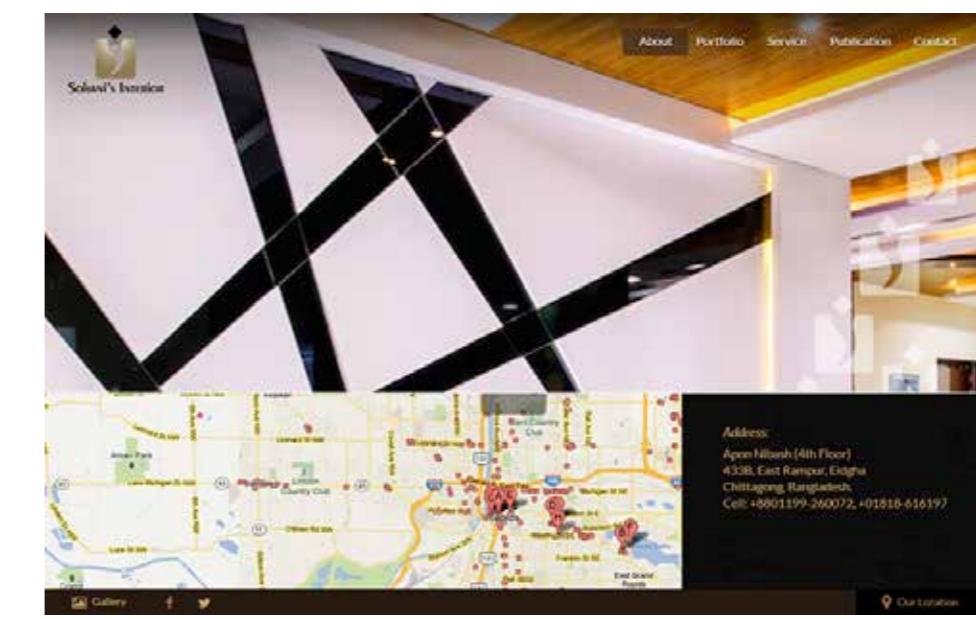
Home



Partners



Donation



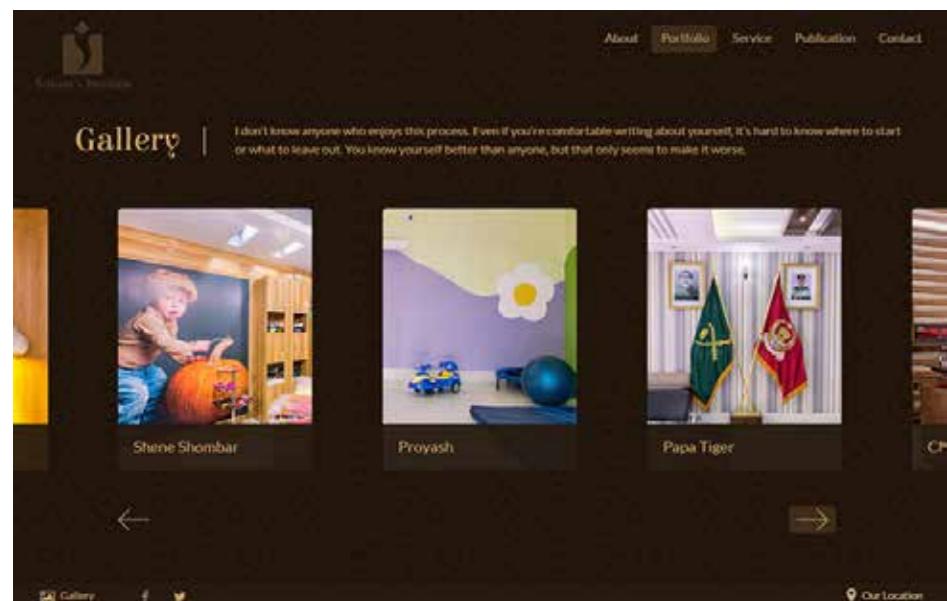
News and Events



Sohani's Interior

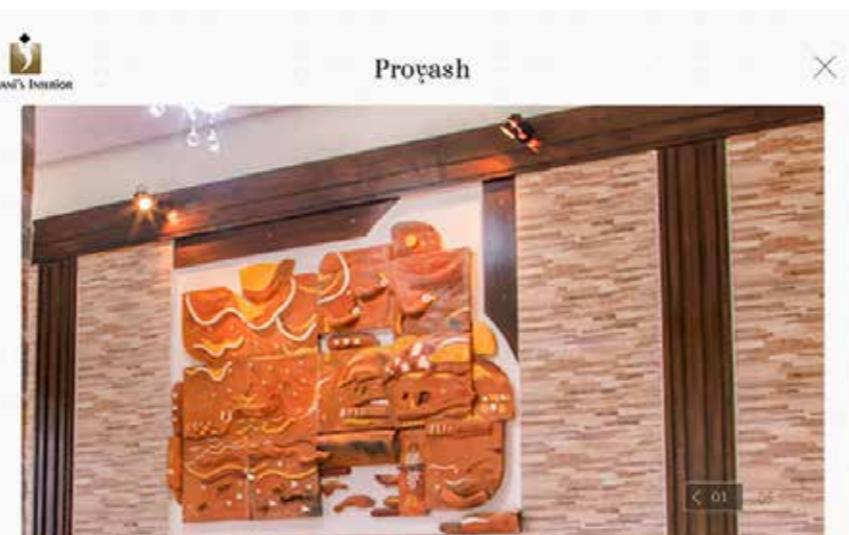
UI

News and Events



A screenshot of a website's news and events section. The header includes a logo and navigation links for About, Portfolio, Service, Publication, and Contact. Below the header, there is a title "Gallery" and a sub-section title "I don't know anyone who enjoys this process. Even if you're comfortable writing about yourself, it's hard to know where to start or what to leave out. You know yourself better than anyone, but that only seems to make it worse." Three project thumbnails are displayed: "Shene Shombar" (a child sitting at a desk), "Proyash" (a room with purple walls and a blue car), and "Papa Tiger" (a room with flags). At the bottom, there are social media icons for Facebook and Twitter, and a "Our Location" button.

Portfolio



A screenshot of a website's portfolio section. The title "Portfolio" is at the top. Below it is a project thumbnail for "Proyash" showing a large, colorful mural of a tiger on a wall. To the right of the image is a "Project Description" box containing a long, repetitive quote. Below the quote is a smaller text block and a quote from Ahmed Rizvi. At the bottom is a "Client Name" box with placeholder text. At the very bottom are "Gallery", "Our Location", and social media icons.

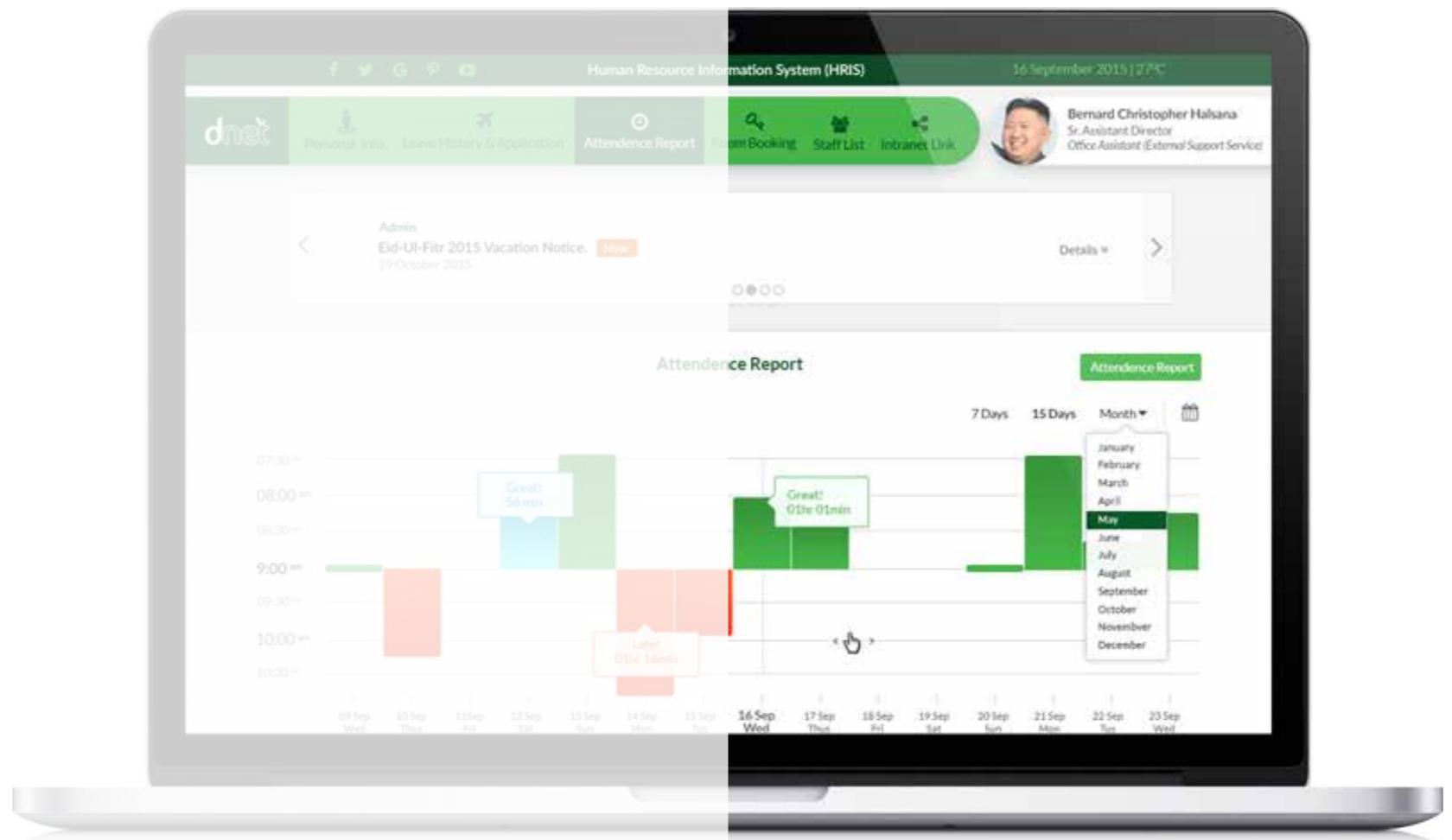
Contact Widget



A screenshot of a website's contact widget. It features a portrait of a woman named Sohani. To the left of the portrait is a "I'm Sohani." heading and a quote. Below the quote is a "Corporate Contact Number" field with the number 01199-260071, 0199944222. At the bottom are "Gallery", "Our Location", and social media icons.

HRIS

Bringing Discipline and Increasing Productivity



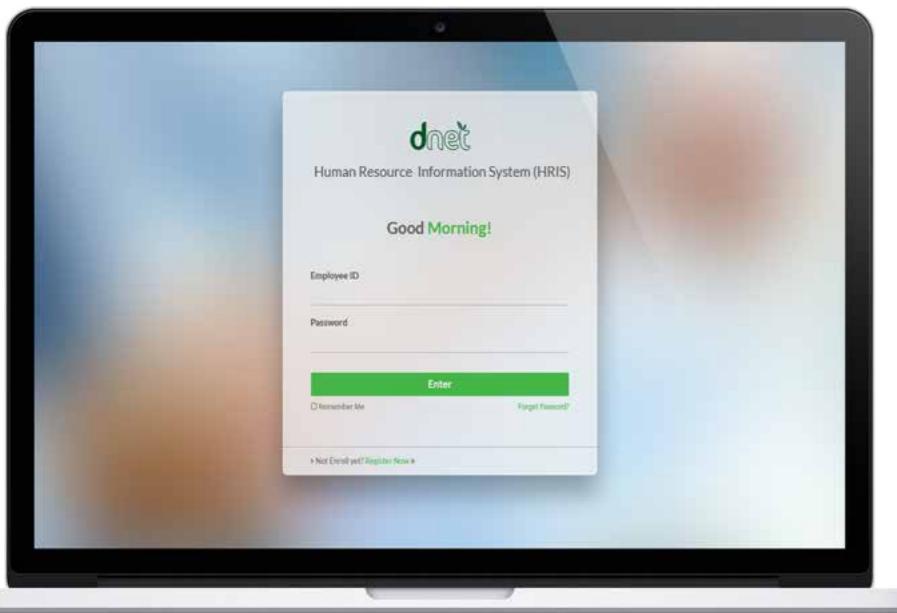
Client: Dnet- People & Culture
Sep 15

Stakeholder Research + Sketch + Wireframe + UI

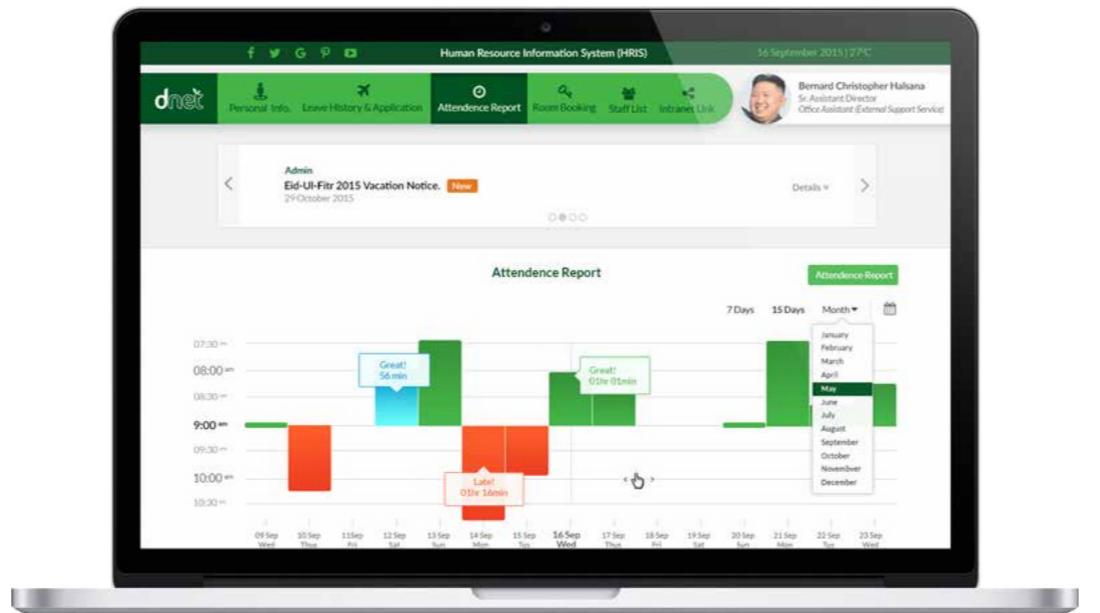
HRIS- Human Resource Information System

UI

Login



Partners



Notice



Typography

Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Color

#45b649

#005423

#ff5e2d

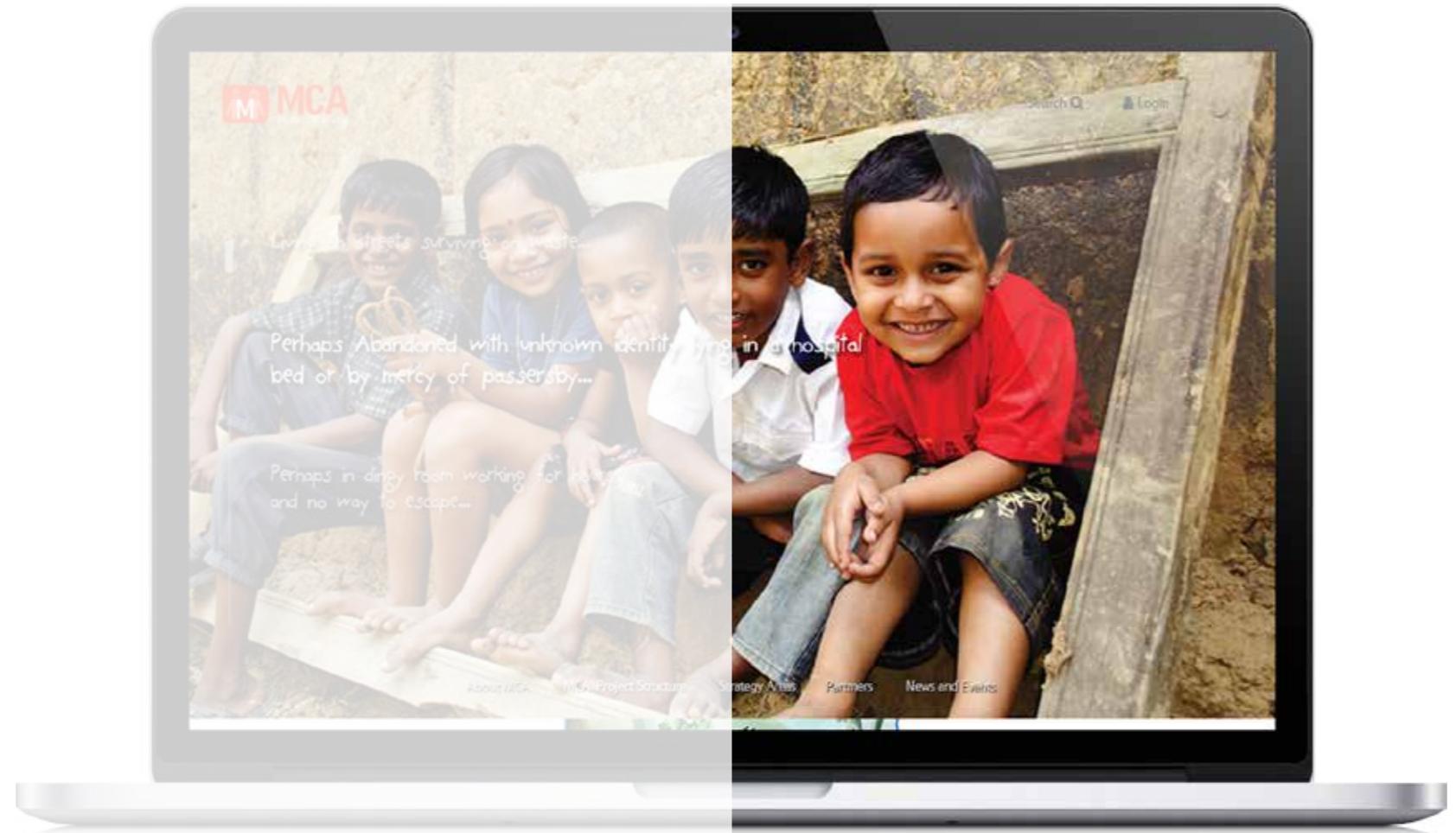
#333333

#dod1d4

#f1f1f1

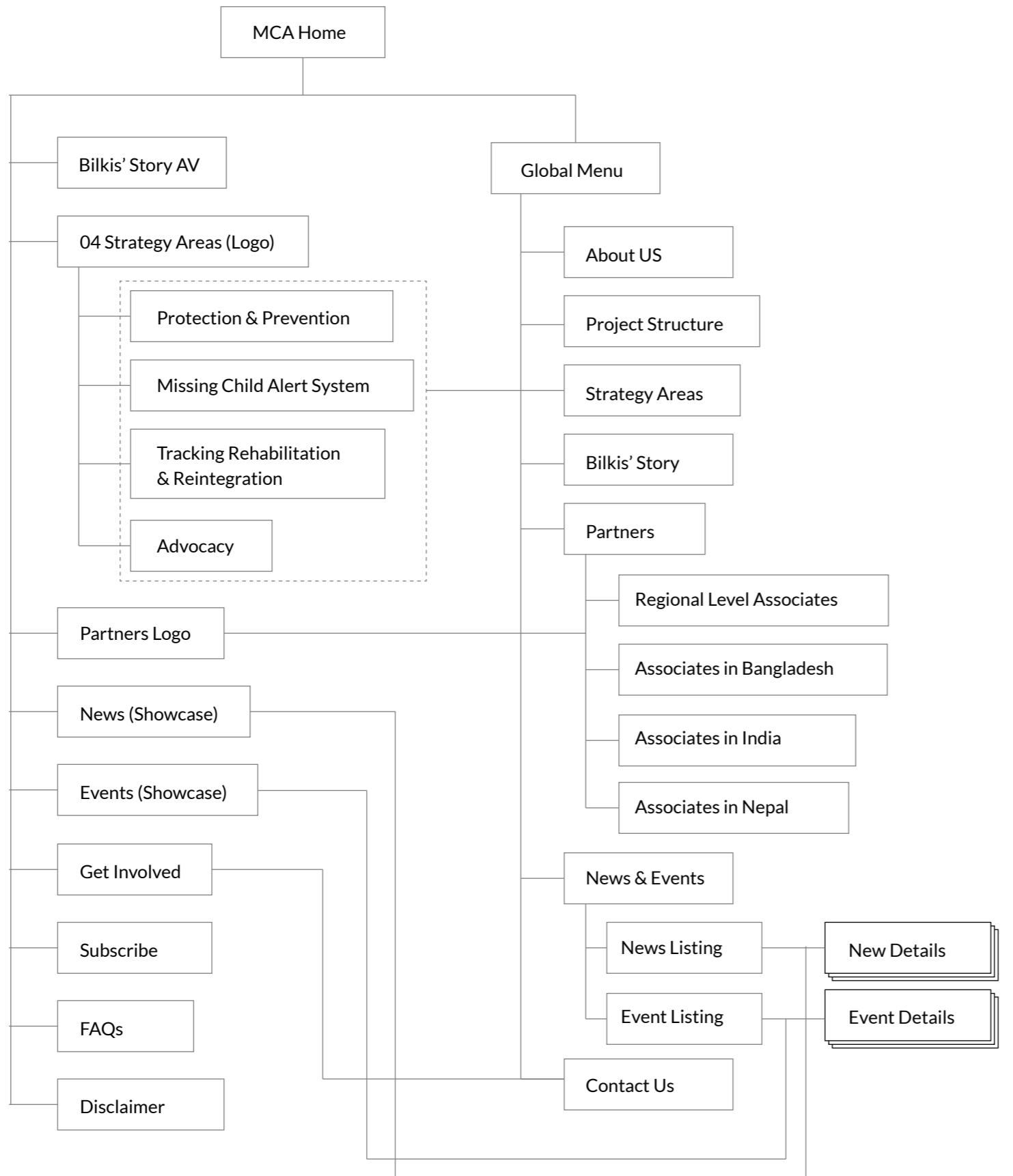
MCA

Combatting against Trafficking



Client: Plan International

Stakeholder Research + Information Architecture (IA)
+Wireframe + Clickable Prototype+ UI



MCA

UI

Home



Events

News

Partners

A screenshot of the "Partners" section of the MCA website. The top navigation bar includes links for "About MCA", "Project Structure", "Strategy Areas", "Partners", "News and Events", "Q. Search", and "SAIEVAC". Below the navigation bar, there are links for "Regional Level Associates", "Associates in Bangladesh", "Associates in India", and "Associates in Nepal".

Regional Level Associates

Post Code Lottery Post Code Lottery is a Dutch Lottery from the Netherlands, that is providing the financial support for MCA Project. The PCL has supported the MCA project with a generous grant worth of 404 million through Plan in the Netherlands.	Plan International MCA is initiated by Plan International under the auspices of SAIEVAC. The PCL has supported the MCA project with a generous grant worth of 404 million through Plan in the Netherlands.	SAIEVAC SAIEVAC (South Asia Initiative to End Violence Against Children) is the partner on the regional strategic action.	
dnet DNet is the System Integrator.	ChangeMantras MCA is Initiated by Plan International under the auspices of SAIEVAC.		
International Solution Group Post Code Lottery is a Dutch Lottery from the Netherlands, that is providing the financial support for MCA Project. The PCL has supported the MCA project with a generous grant worth of 604 million through Plan in the Netherlands.	SAARCLAW SAIEVAC (South Asia Initiative to End Violence Against Children) is the partner on the regional strategic action.		

Donation

A screenshot of the "Donation" section. The top half features a photograph of a young child playing in a lush green field. The text "You can support Thousands of Lives." is overlaid. Below the photo, there is a form for specifying the purpose/activity of the contribution. The bottom half contains a "Your Contribution" section with checkboxes for amounts: \$50, \$100, \$100, \$250, \$500, and "Other: \$ [input field]". A green "Donate" button is located at the bottom right. The footer includes copyright information and social media links.

News and Events

A screenshot of the "News and Events" section. On the left, there is a "Featured News" sidebar with three news items. The main area shows a grid of news cards. Each card has a thumbnail image, a title, and a date. The first card in the grid is titled "Child Trafficking in Asia: Unreported and Undiscovered" dated 10 January 2015. The footer includes links for "Events", "News", and "Logout".

MCA

UI

News and Events

The screenshot shows the MCA website's news section. At the top, there's a navigation bar with links for About MCA, Project Services, Strategy Area, Partners, News and Events, and a search bar. Below the navigation is a banner for 'Regional Level Activities' with links to Southeast Asia, South Asia, and Africa. The main content area features a 'Featured News' sidebar with three news items and a 'Latest Events' sidebar with three event items. The main grid displays four news items, each with a thumbnail, title ('Child Trafficking in Asia: Unreported and Undiscovered'), date ('05 January 2015'), and a 'Read More' button. Each news item also has a 'Share' button and social media sharing icons.

News Particular

This screenshot shows a specific news article from the MCA website. The title is 'Child Trafficking in ASIA: Unreported or Undiscovered'. The article features a large photo of several children sitting together. Below the photo is a quote from a Medium post: "So today I finished excerpting my entire book Dear Hannah on Medium. After 3 months and 82 posts—8 of which did well on social media—I can say I'm very happy with the results." The article continues with a description of the book and its strategy. A sidebar on the right contains a 'Notes from Head of Program' section with a waveform graphic and a link to 'Notes from Head of Program'.

Thank You

This screenshot shows a 'Thank You' page after a donation. It features a green heart icon and the text 'Thank You!'. Below it says 'Your contribution has been gratefully received.' There's a photo of a child playing in a field, a 'Donate' button, and social media sharing options. The footer includes copyright information and links to various MCA pages.

Brand and Communications Development

LifeChord BrandBook

Health • Wellbeing • Connected



1.00 Brand Evaluation

2.00 Brand Development

3.00 Brand Realization

4.00 Brand Implementation

Client: LifeChord Ltd
Apr 17

Lifechord, an ICT based innovation that optimizes the available healthcare resources and infrastructures to bring together a wide-ranging/ an all-inclusive, affordable, quality healthcare for both the individual as well as the community.

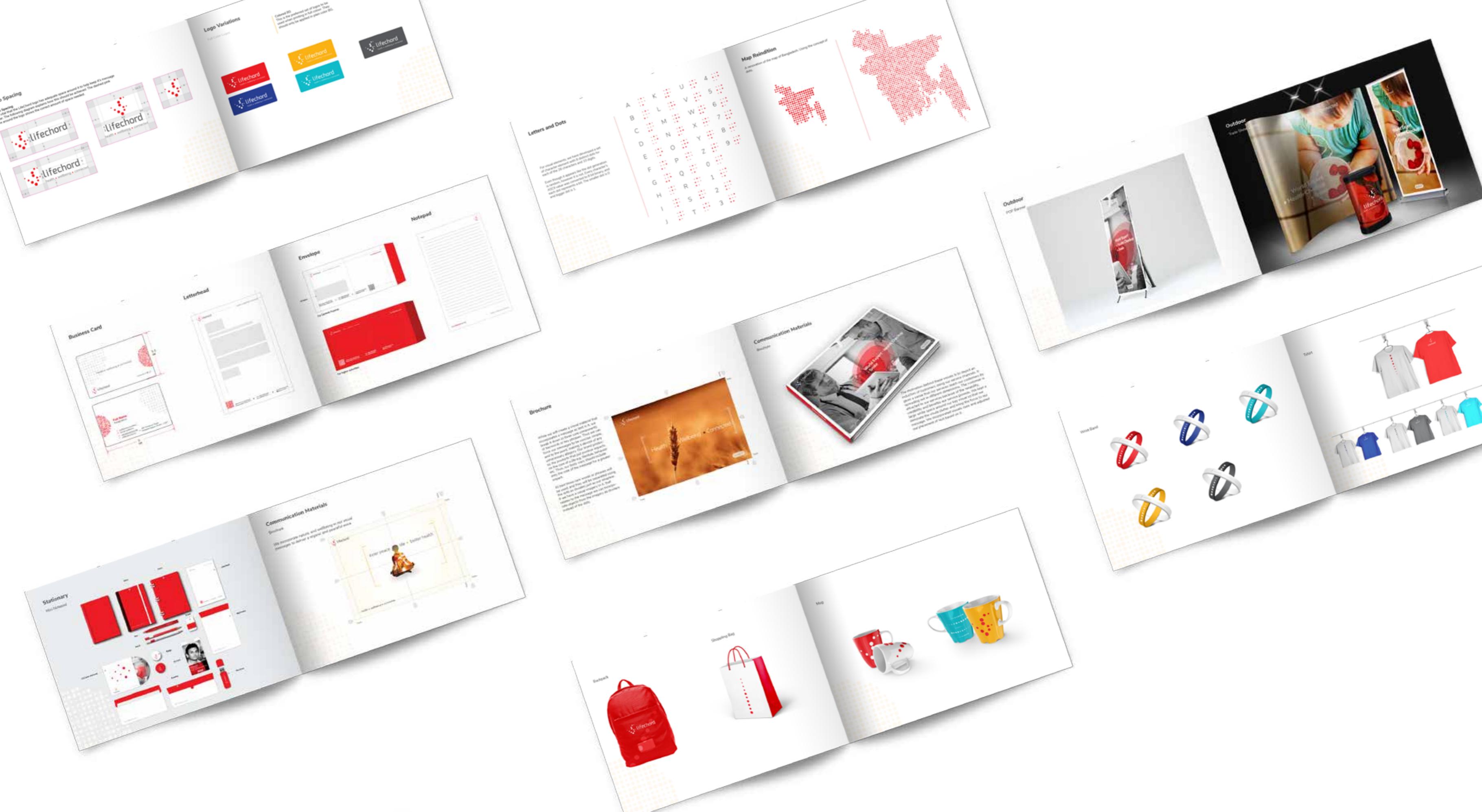


LifeChord BrandBook

Brand Evaluation- Business Objective+ Marketing Objective+ Brand Positioning | Brand Development- Emblem, Strapline, Logo Lockup and variants, Visual Objects, Colors- Shade+ Accent+ Background Tint, Typography, Stationary, Marketing Collateral, Merchandise | Brand Realization | Brand Implementation

The image displays a collection of pages from the LifeChord BrandBook, showcasing its design and content. The pages are arranged in a non-linear, overlapping manner.

- Brand Evaluation:** This section includes a "Business Objective" page with a blue header and a "Brand Development" page with an orange header. Both pages feature a grid pattern in the background.
- Permissions:** There are two "Permissions" pages: one for "Internal Personnel" and one for "External Personnel". The internal personnel page includes sections for "Designers", "Product Brand Developers", and "Marketing Managers". The external personnel page includes sections for "Agencies" and "Specific partners and agents".
- Visual Objects:** A page titled "Letters and Dots" shows a grid of letters (A-Z) and numbers (0-9) composed of red dots. Another page titled "Map Reindition" shows a map of Bangladesh composed of red dots.
- Emblem:** A page titled "Emblem" features a quote: "Our work as an entity impacts lives of people. And lives are what these dots do in the official LifeChord emblem. We call it Dots of Life." It also includes a small graphic of a heart made of dots.
- Color Swatches:** A page titled "Identity Color + Secondary Color" provides color swatches for "Life Red", "Life Grey", and "Background Tint".
- Branding Guidelines:** A page titled "Using Emblems" contains guidelines for using the LifeChord logo, including a note about using the logo on white backgrounds.



Logo



OCEANIC



ease

dNews

Next Version of Dnet



Client: Dnet Core
Feb 16

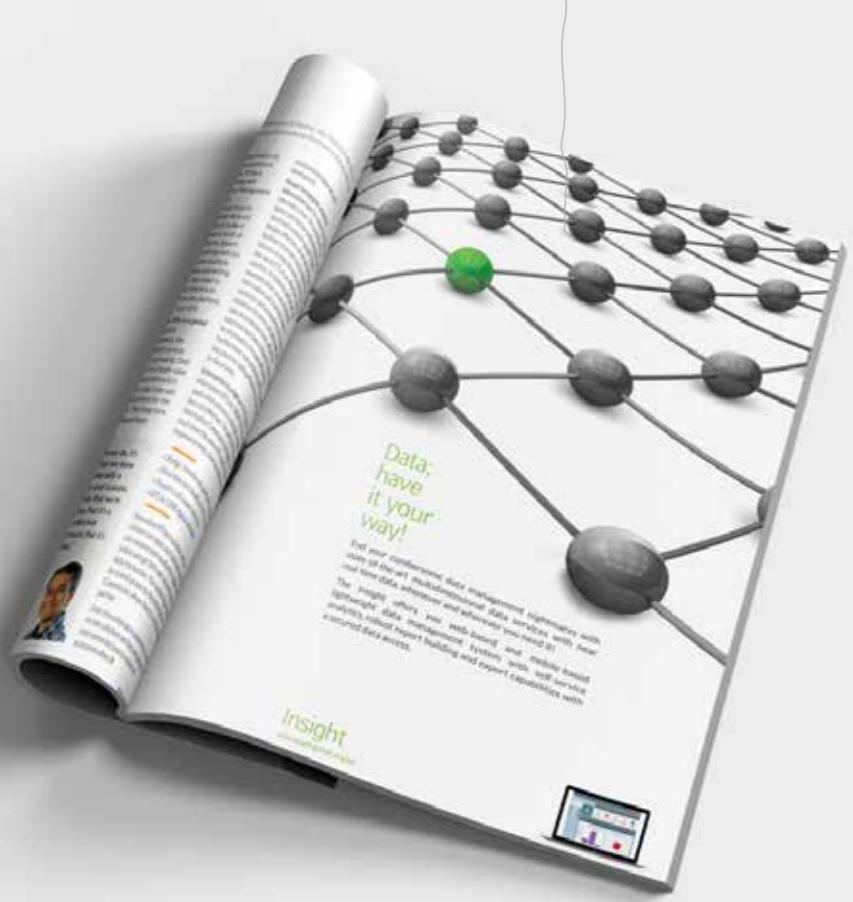




Press Ad (Newspaper and Magazine)







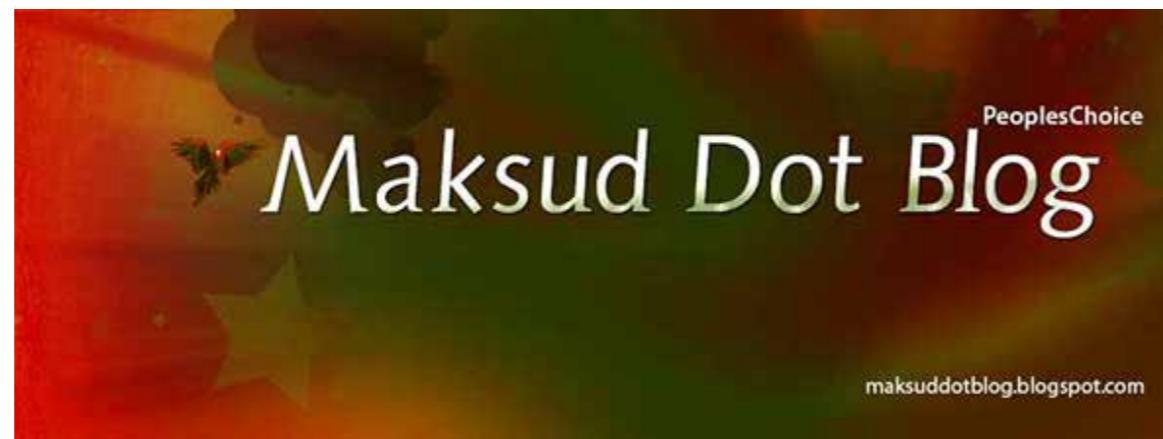
Dnet Business Intelligence



Dnet- Innovative Solution



Facebook Cover Photo

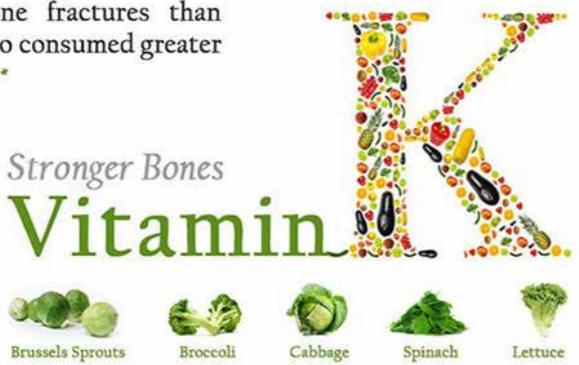


Flash Card

Reader's Digest

Studied by
THE AMERICAN JOURNAL OF CLINICAL NUTRITION | MASSACHUSETTS MEDICAL SOCIETY

*Among more than 72,000 female nurses followed for 10 years.
Those who consumed less than 109 µg of vitamin K per day - the equivalent of one cup of raw spinach - had more bone fractures than those who consumed greater amounts.*



Stronger Bones

Vitamin

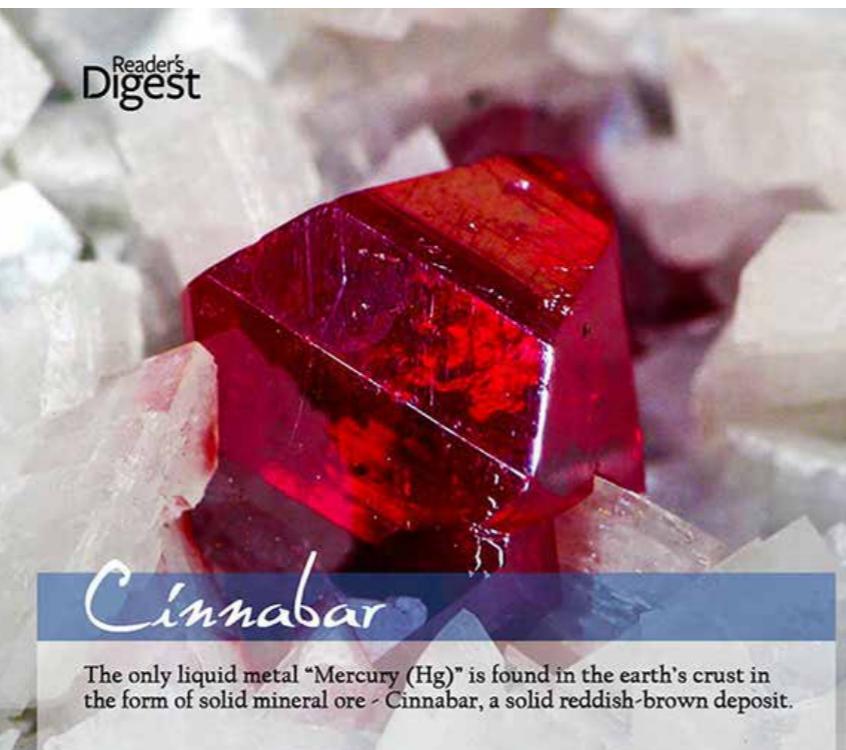
Brussels Sprouts

Broccoli

Cabbage

Spinach

Lettuce



The only liquid metal "Mercury (Hg)" is found in the earth's crust in the form of solid mineral ore - Cinnabar, a solid reddish-brown deposit.

Reader's Digest

"Coffee is truly a life-saving miracle drug."



Sanjiv Chopra, Liver specialist
Professor of Medicine
Harvard Medical School

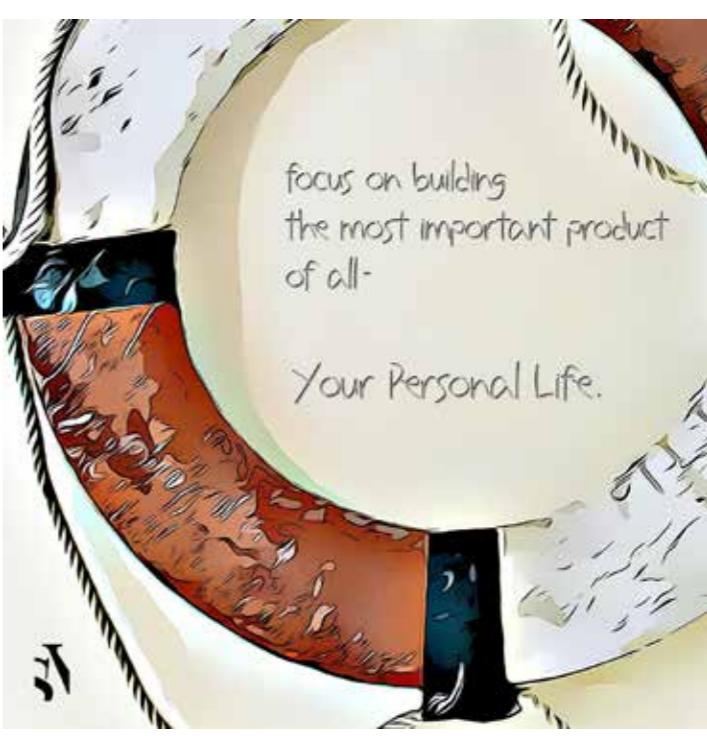
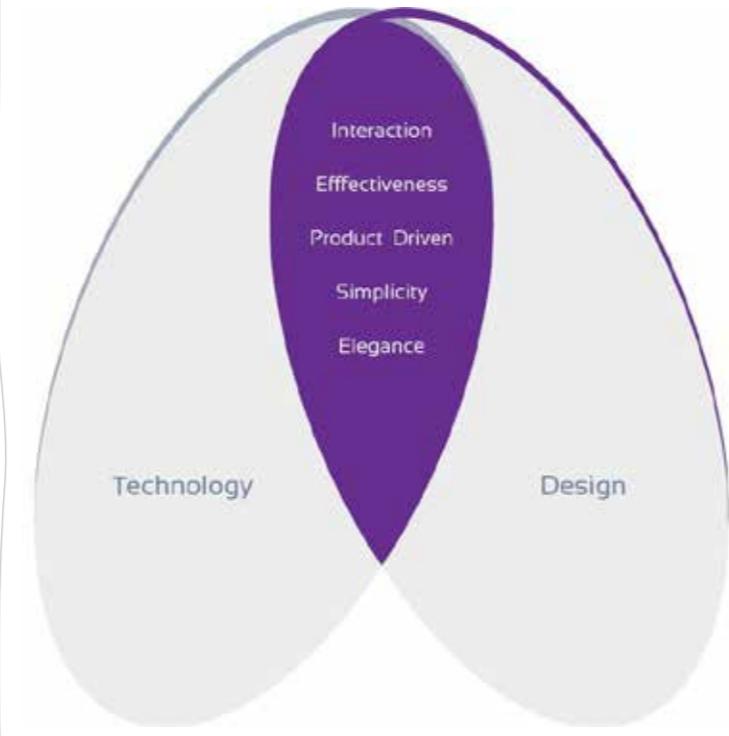


- 20% More than 3 cups a day lowers women's risk of developing the most common skin cancer by 20%
- 60% More than 6 cups a day cuts men's risk of dying from prostate cancer by 60%
- 25% Drinking at least 1 cup of coffee per day lowers the risk of stroke for women by up to 25%
- 20% Drinking at least 2 cups everyday reduces a woman's chance of becoming depressed by up to 20%

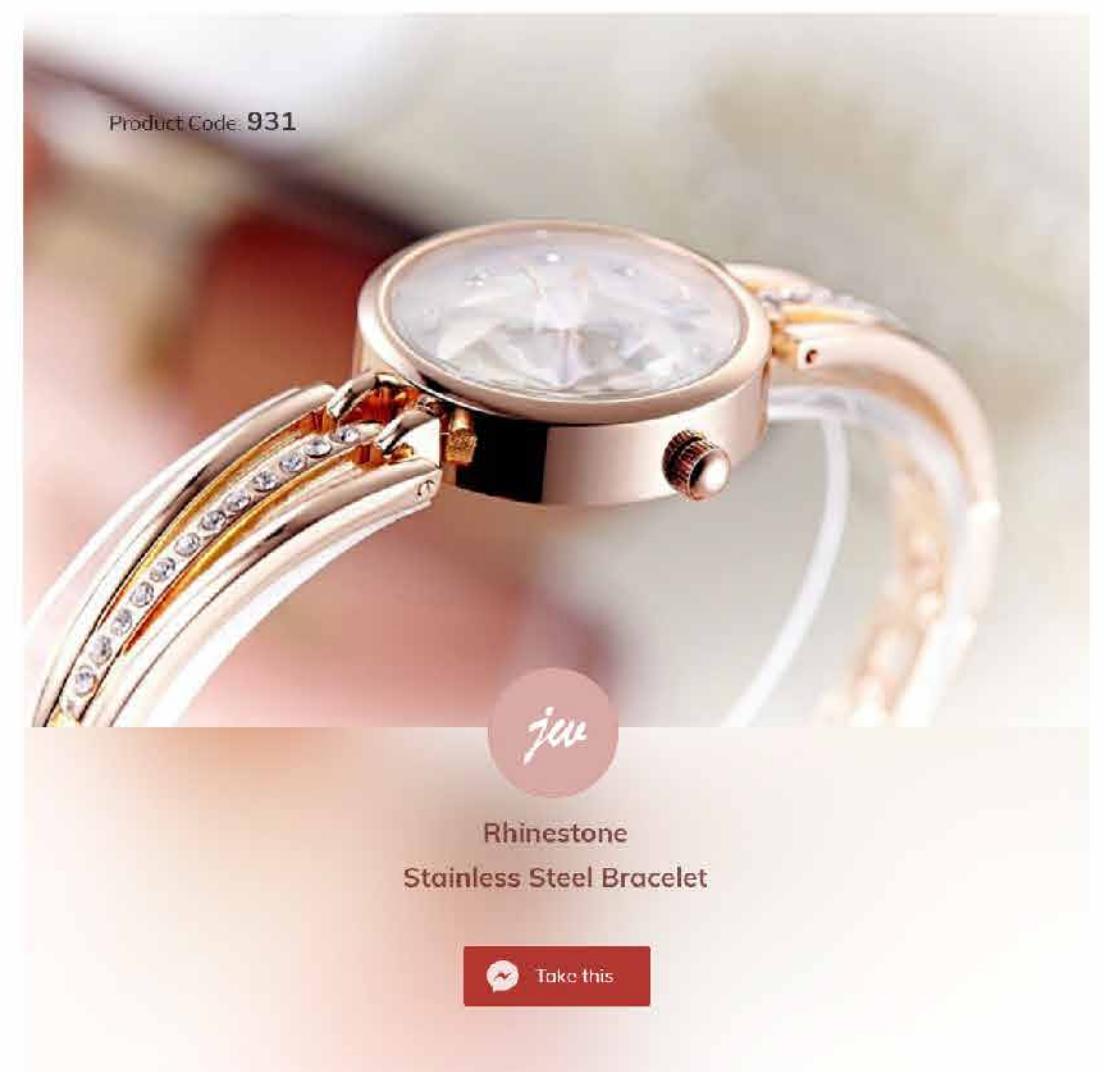
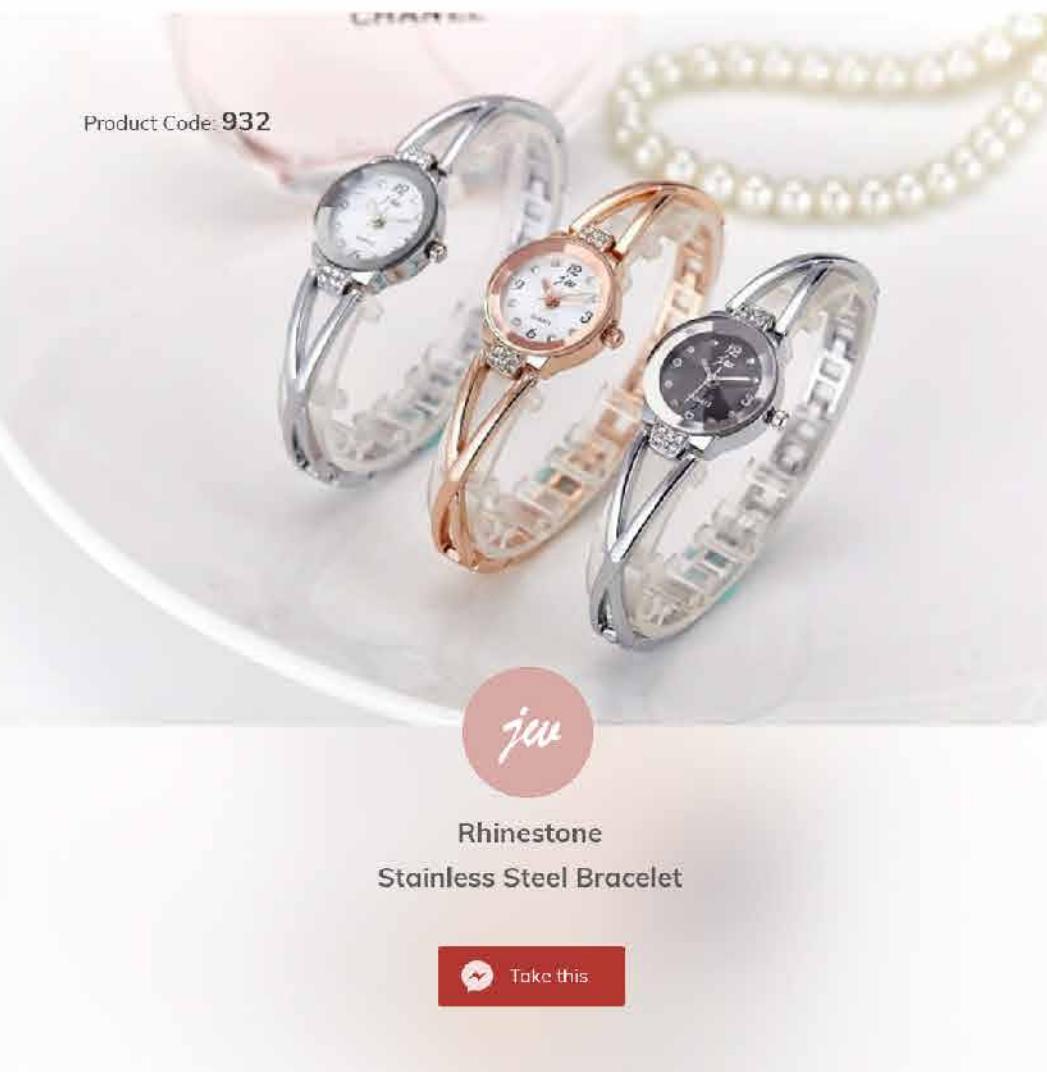
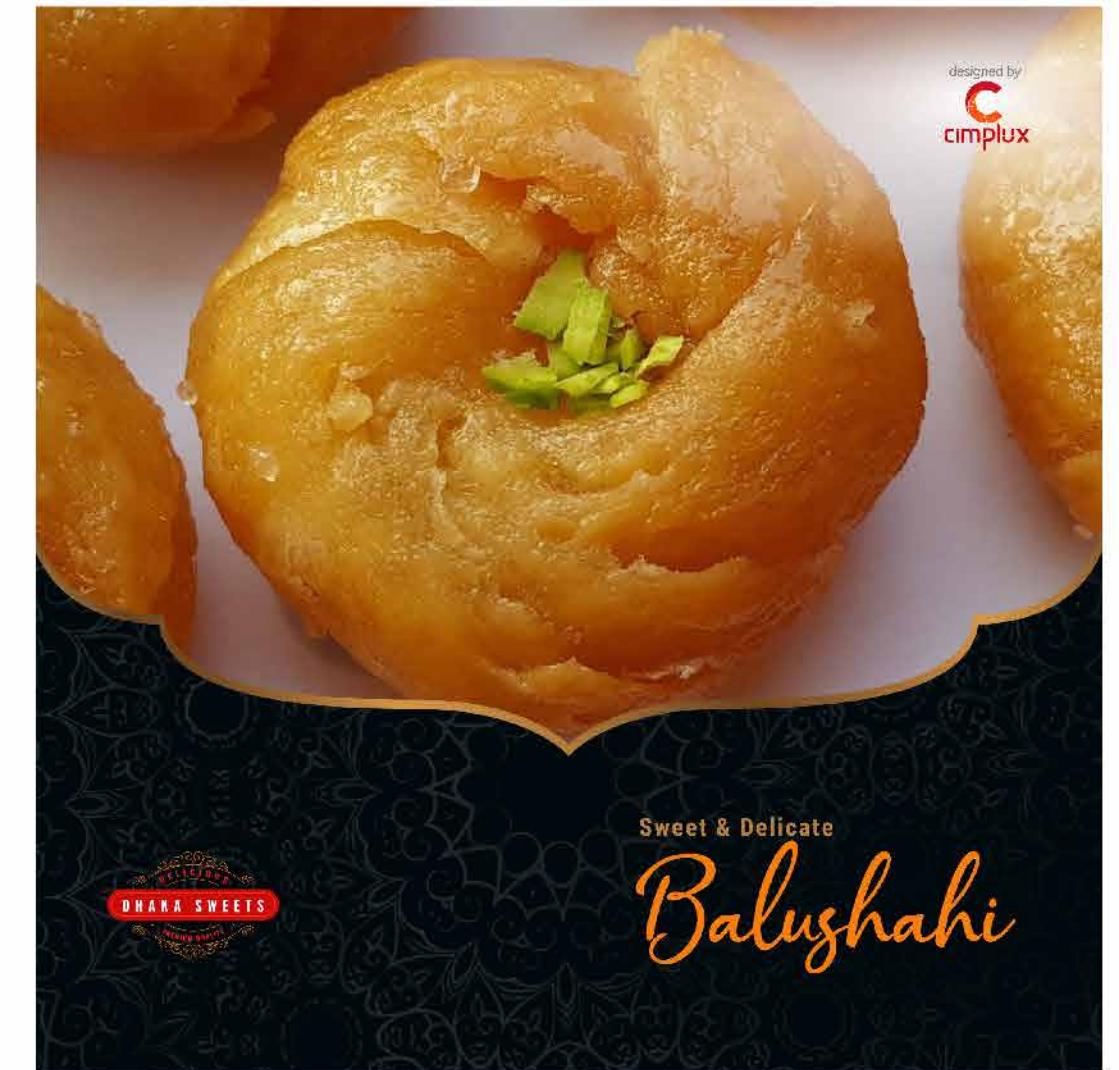
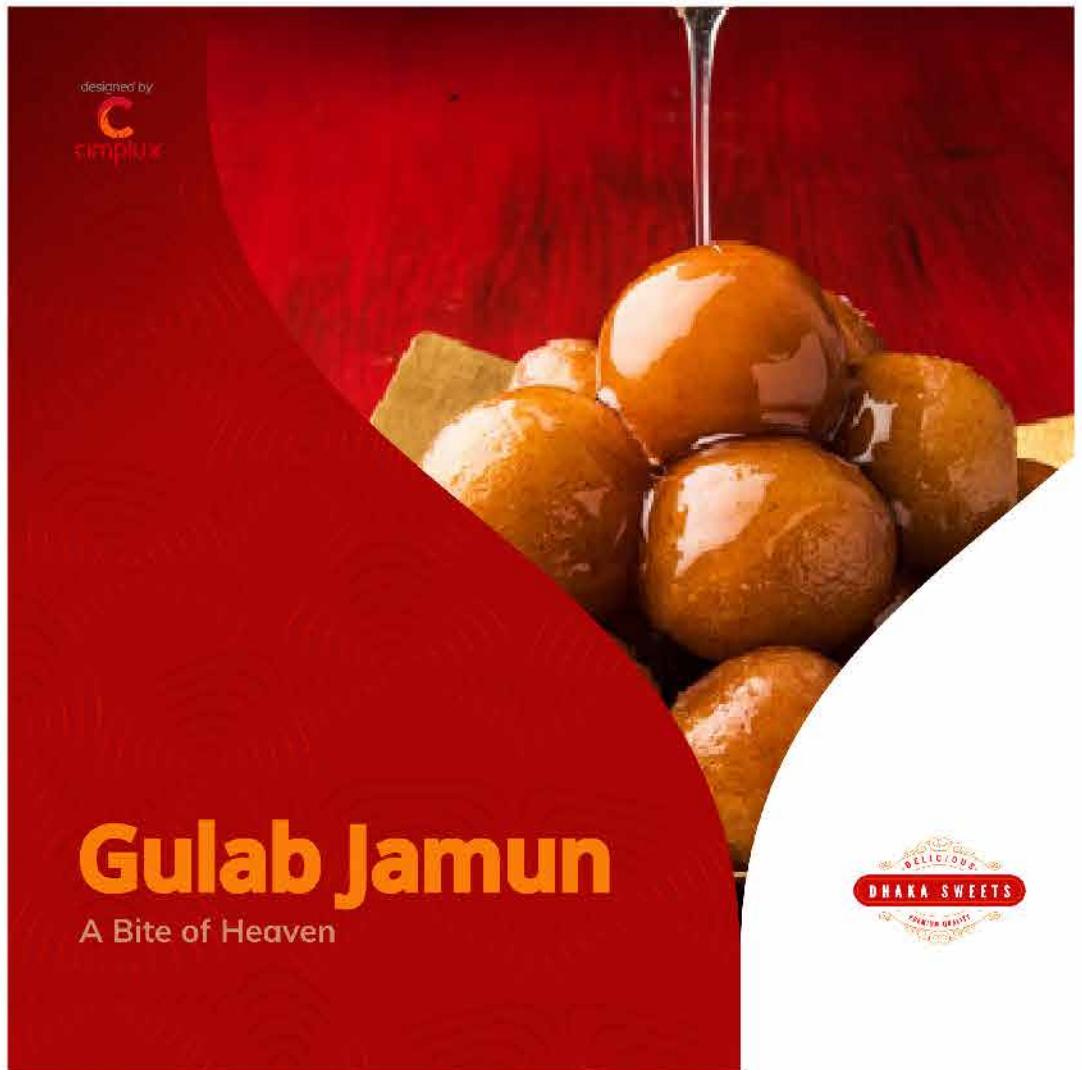


Other restaurants make better-tasting hamburgers.
But people are flocking to a system, not a hamburger.





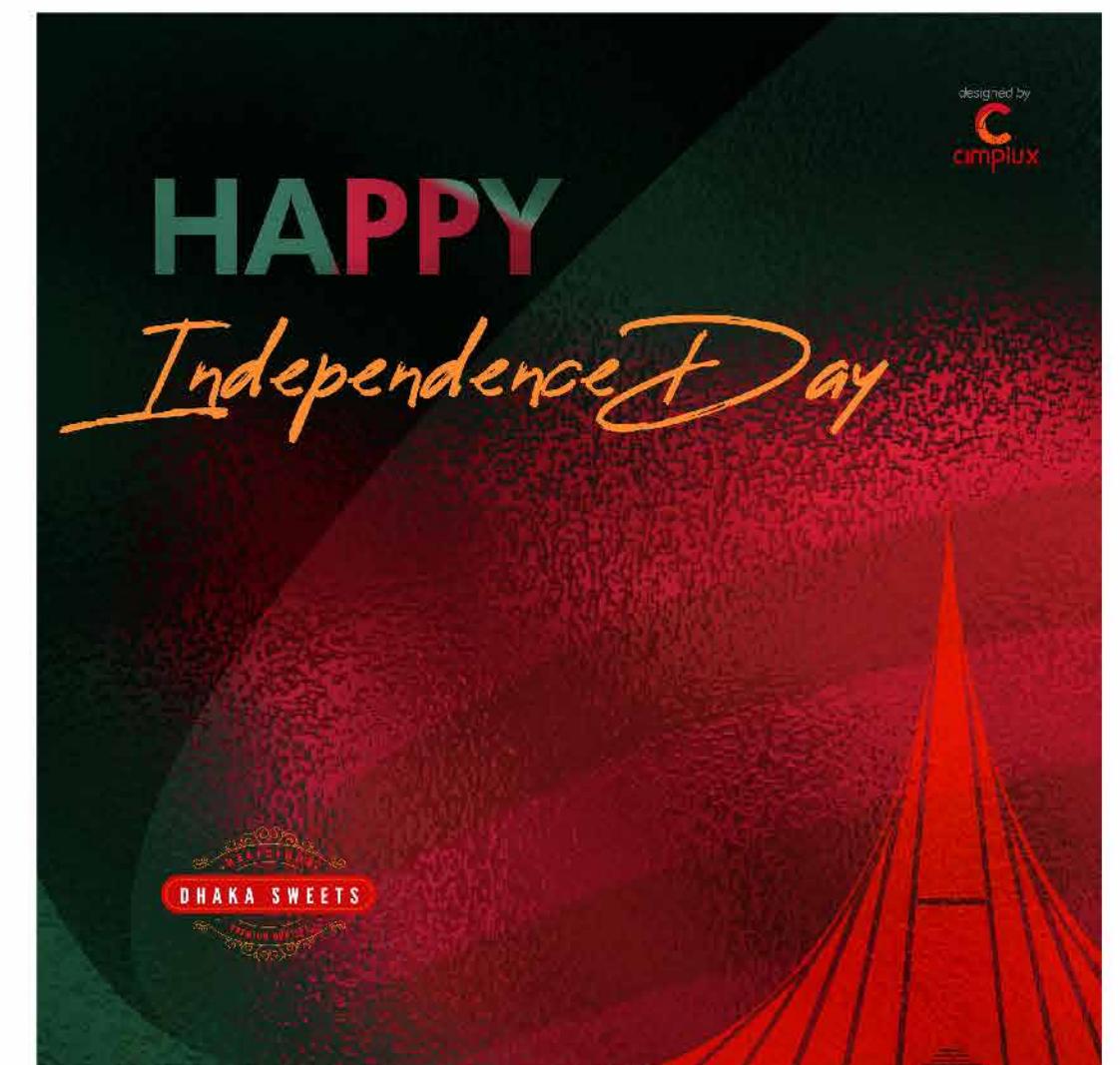
Social Media Post



Social Media Post



Social Media Post



Social Media Post

Product Code: 918

NAVIFORCE



Reader's Digest

Studied by

The AMERICAN JOURNAL OF
CLINICAL NUTRITION



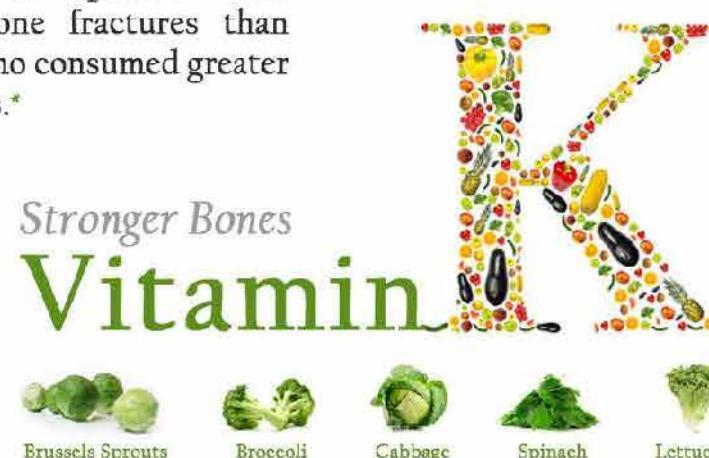
Product Code: 919

NAVIFORCE



*Among more than 72,000 female nurses followed for 10 years

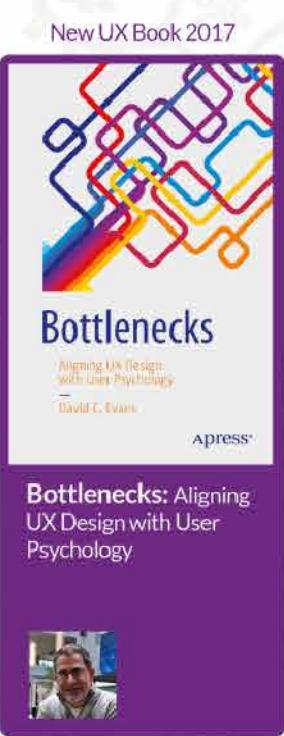
Those who consumed less than 109 µg of vitamin K per day - the equivalent of one cup of raw spinach - had more bone fractures than those who consumed greater amounts.*



Stronger Bones

Vitamin

Brussels Sprouts Broccoli Cabbage Spinach Lettuce



David C. Evans

Reader's Digest



"Coffee is truly a life-saving miracle drug."



Sanjiv Chopra, Liver specialist
Professor of Medicine
Harvard Medical School

- **20%** More than 3 cups a day lowers women's risk of developing the most common skin cancer by 20%
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- **20%** Drinking at least 2 cups everyday reduces a woman's chance of becoming depressed by up to 20%



Richard Banfield
Martin Eriksson
Nate Walkingshaw

Social Media Post

Course of
Advanced Graphic Design
Design

03 months | 15 modules

The course is offered by Varshik Alayam, learn for freedom.

Course of
Website Development in WordPress
Development

02 months | 11 modules

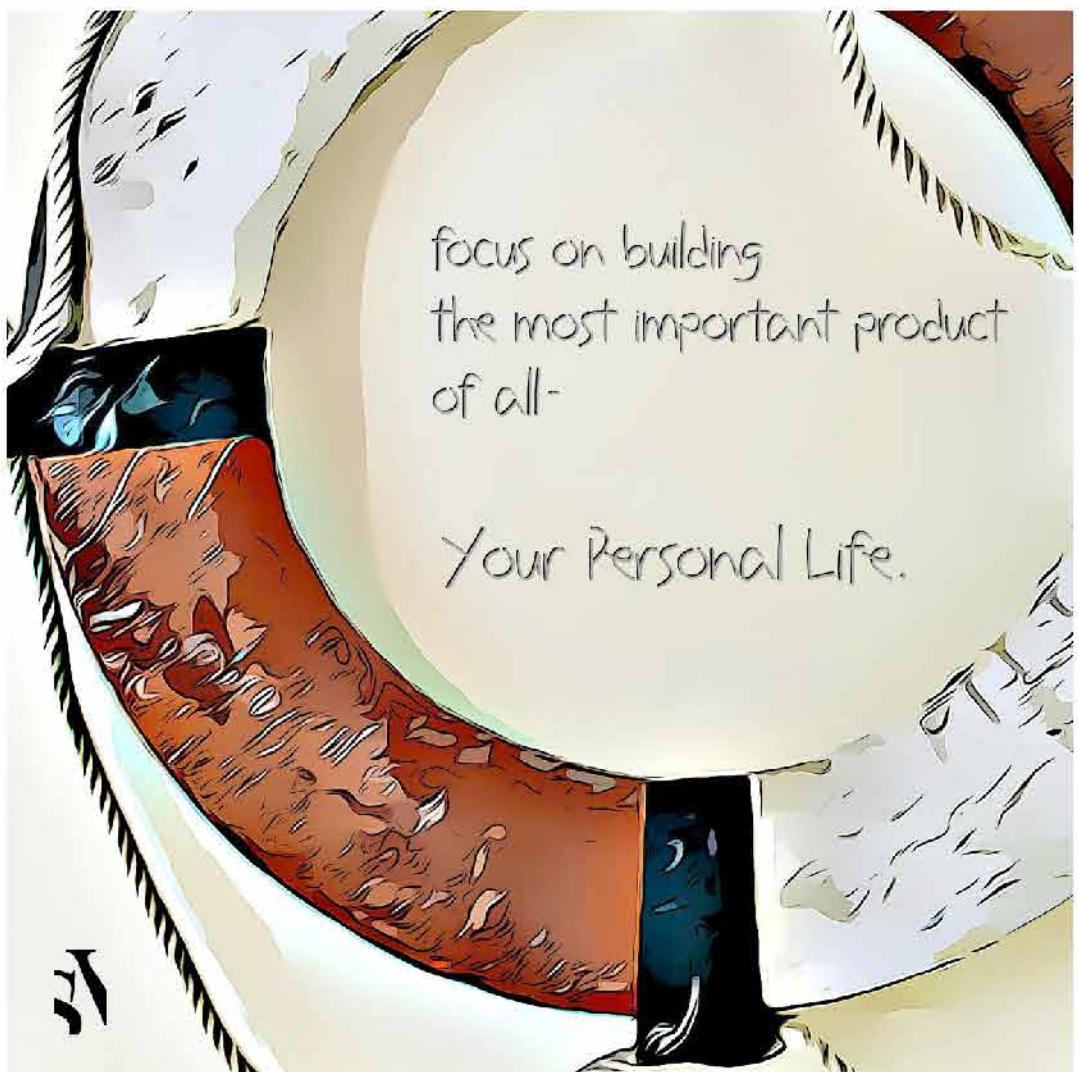
The course is offered by Varshik Alayam, learn for freedom.

UX MASTERY

Diary Study Research

Asking users to record their experiences and thoughts about a product or task in a journal over a set period of time.

 Technique



Volunteering Opportunity at Identity Inclusion!

We are offering opportunities for young, enthusiastic people to work alongside specialists and people with psycho-social disability to create a positive change in the country. To learn more, visit fb.me/identityinclusion

Deadline:
Saturday, 29th July 2017
How to apply:
bit.ly/IdIncVolunteer



8 Billion Devices

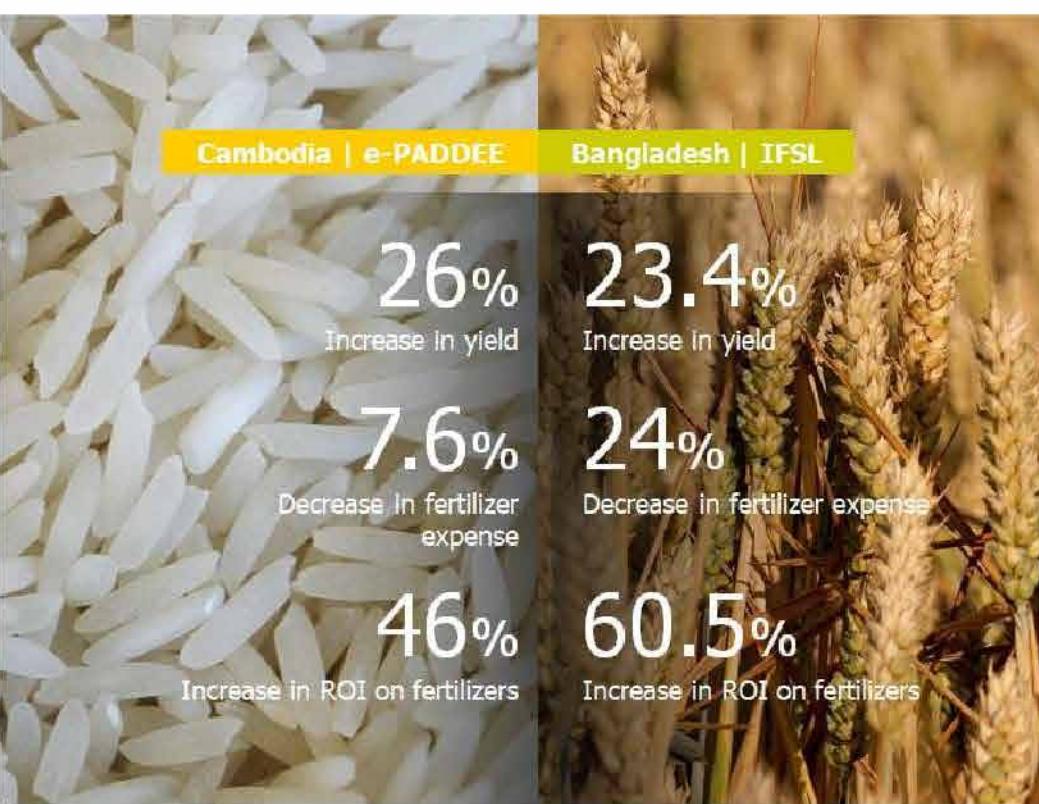
will be connected to the internet by 2020.

How are you upgrading your business?

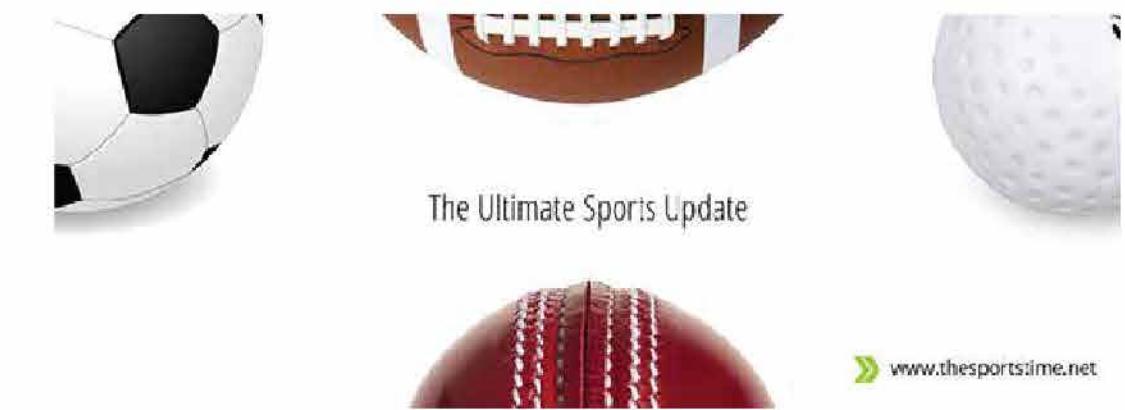
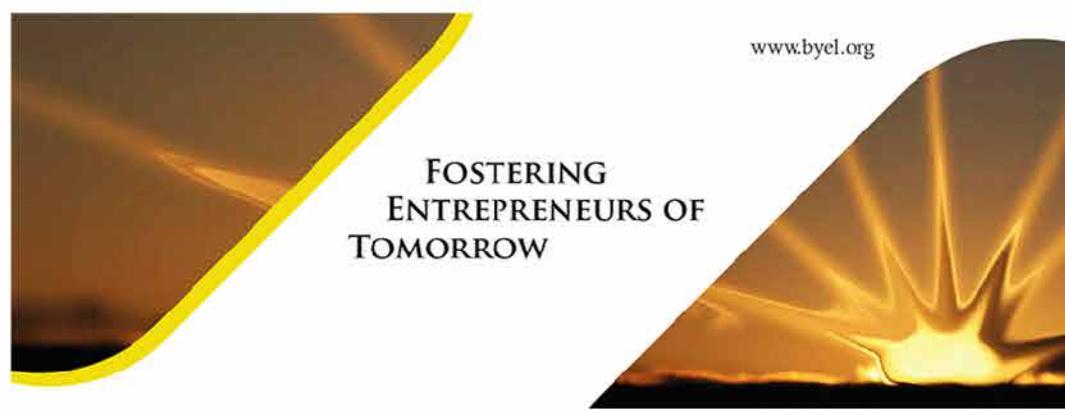


cimplux
Simplistic Innovation

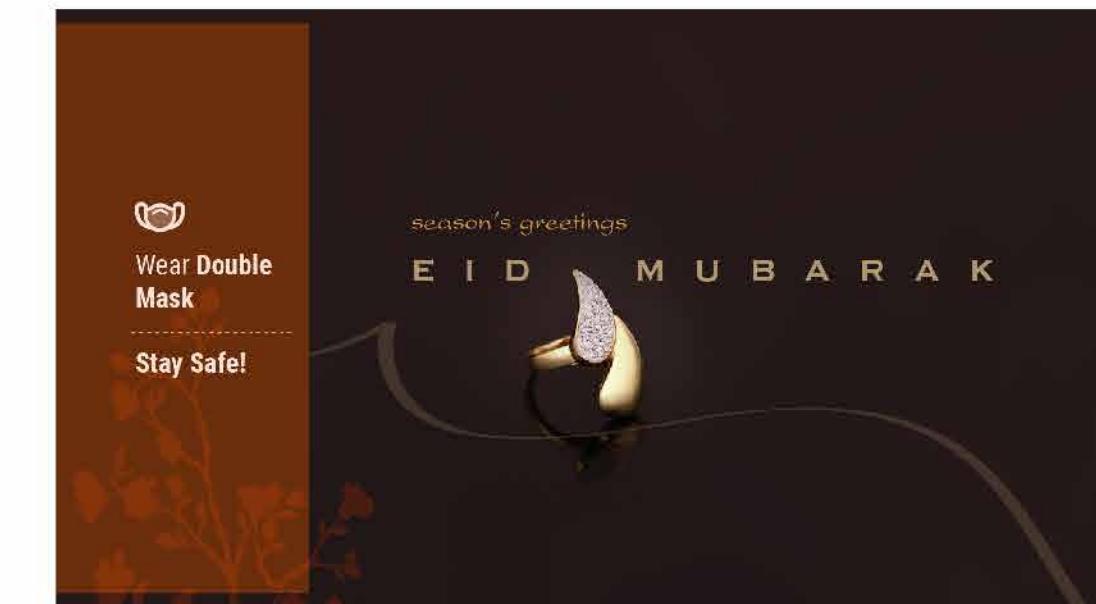
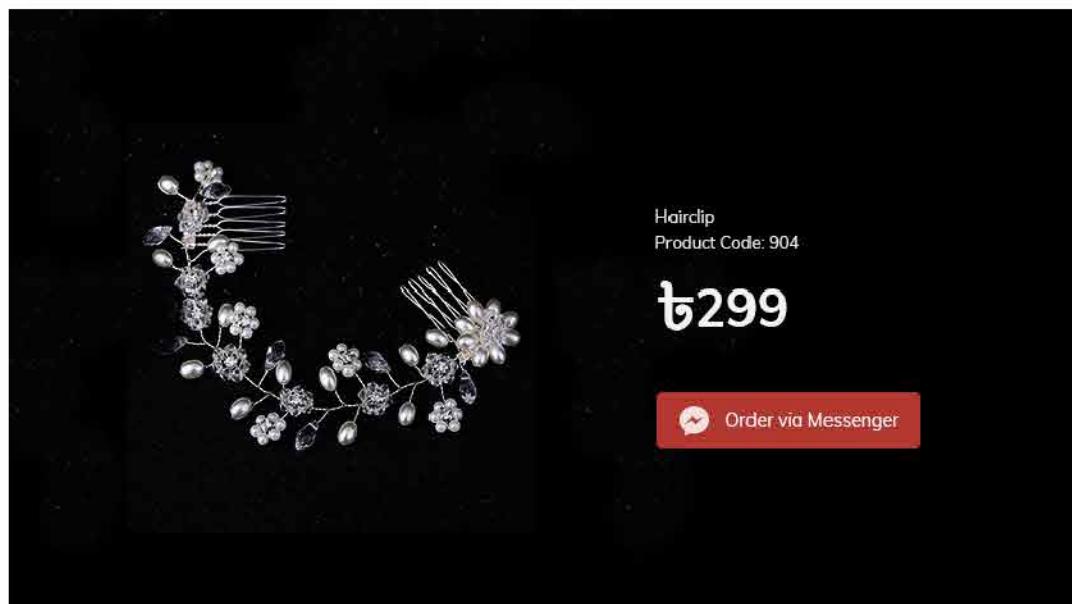
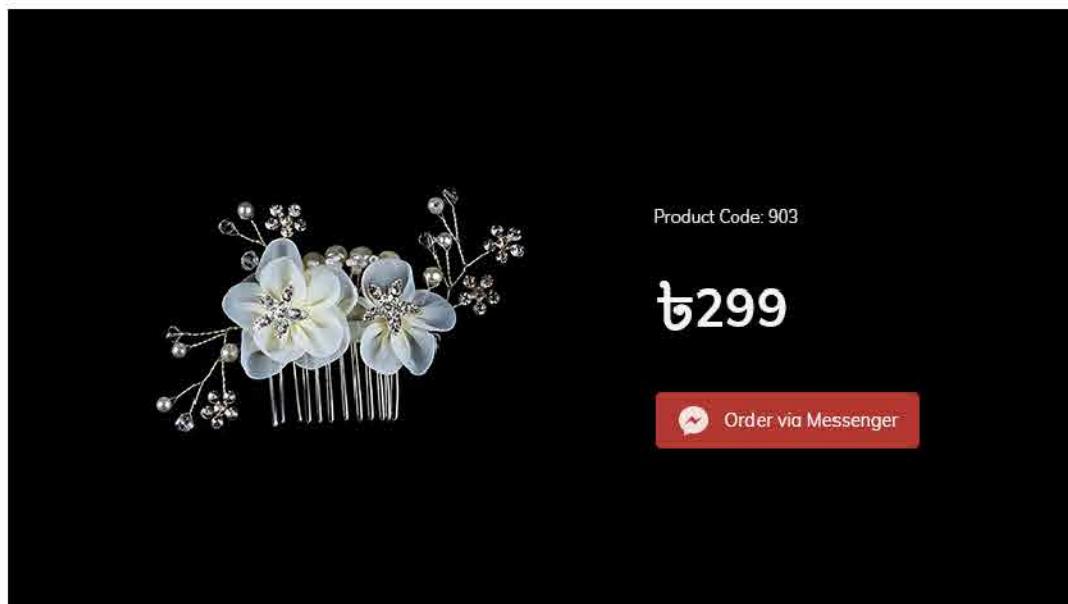
Social Media Post



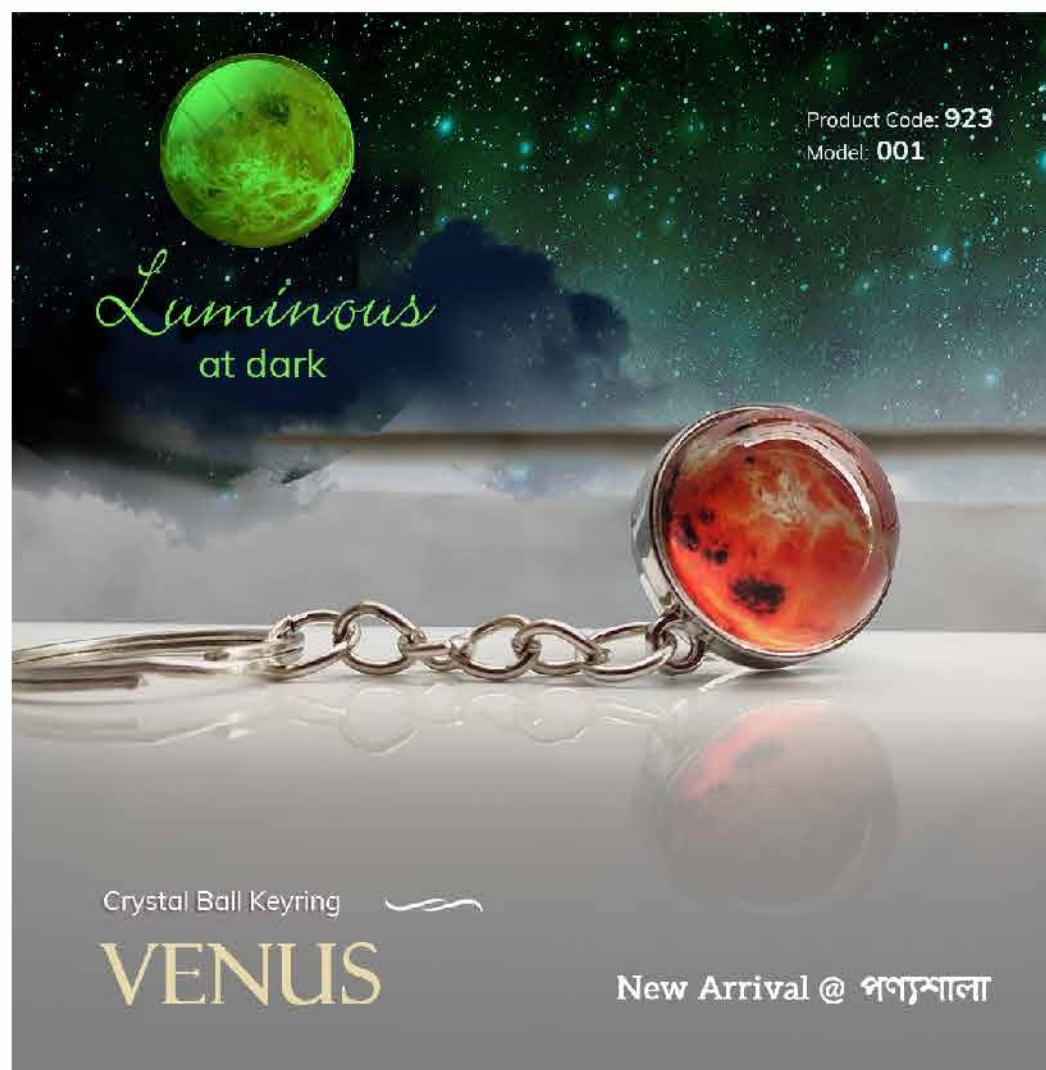
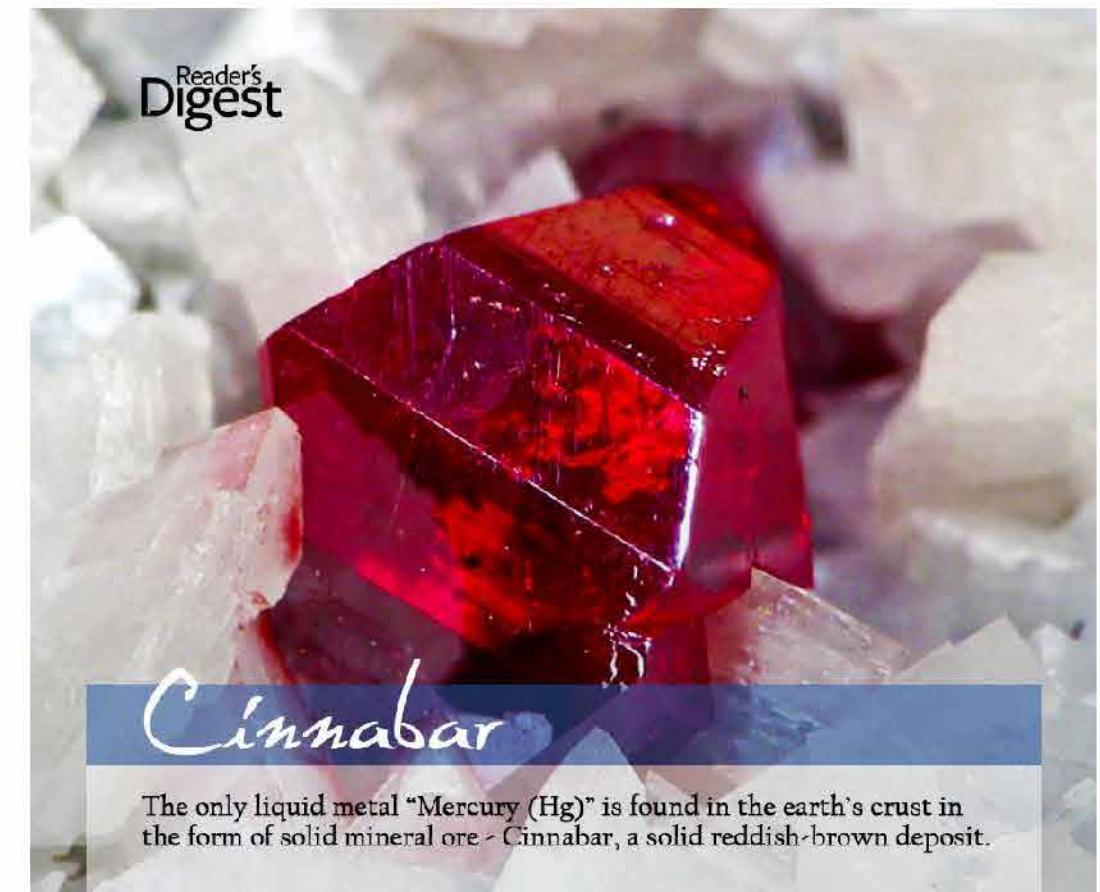
Social Media Post



Social Media Post



Social Media Post



Adaptation

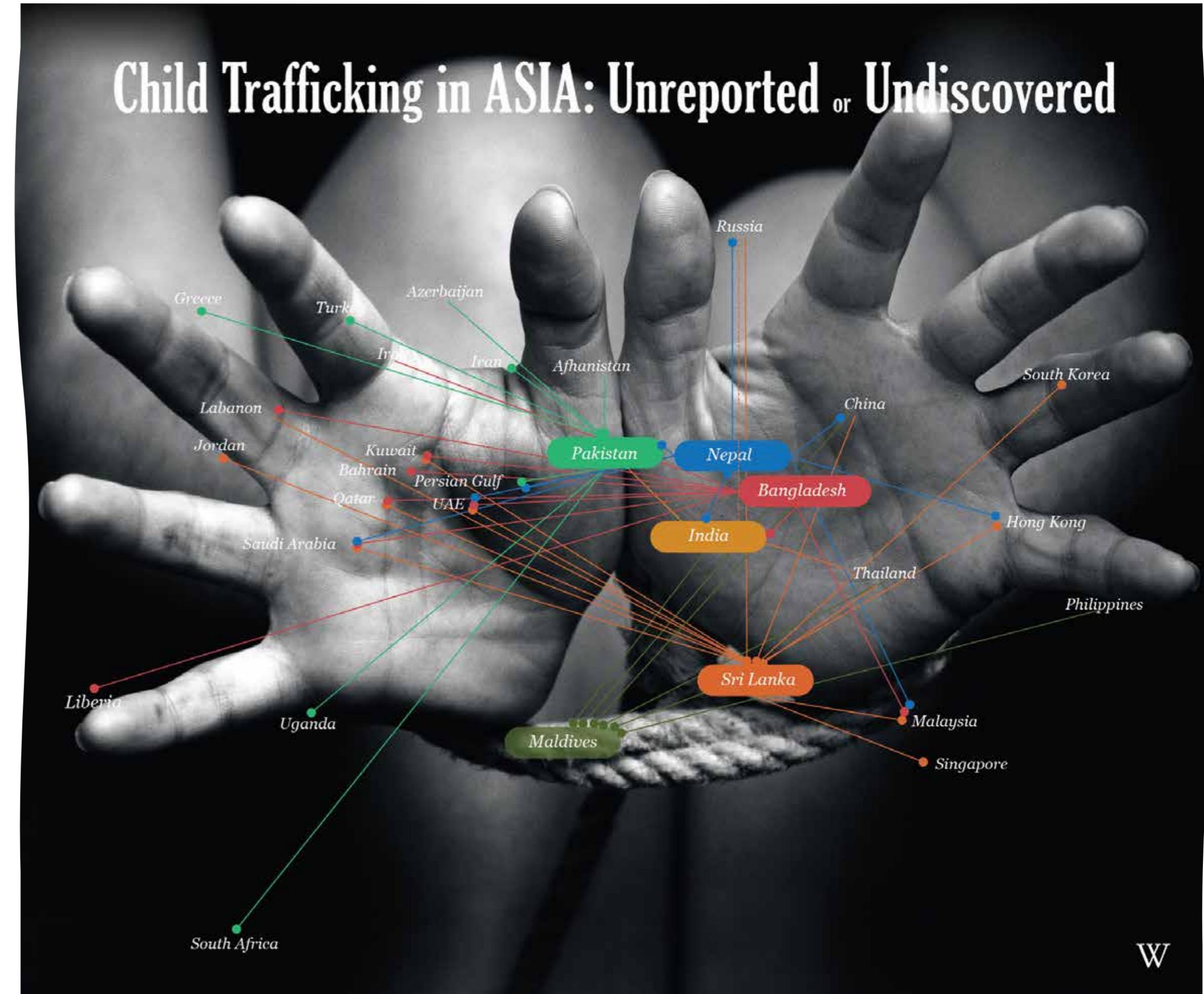
DELL UK Marketing Material



Photo Manipulation



Infographics/ Data Visualization





Each Year
5,000- 10,000
women and girls trafficked
from Nepal to India!

Routes, Methods, Activities

are becoming increasingly
MORE ORGANIZED!!

43%

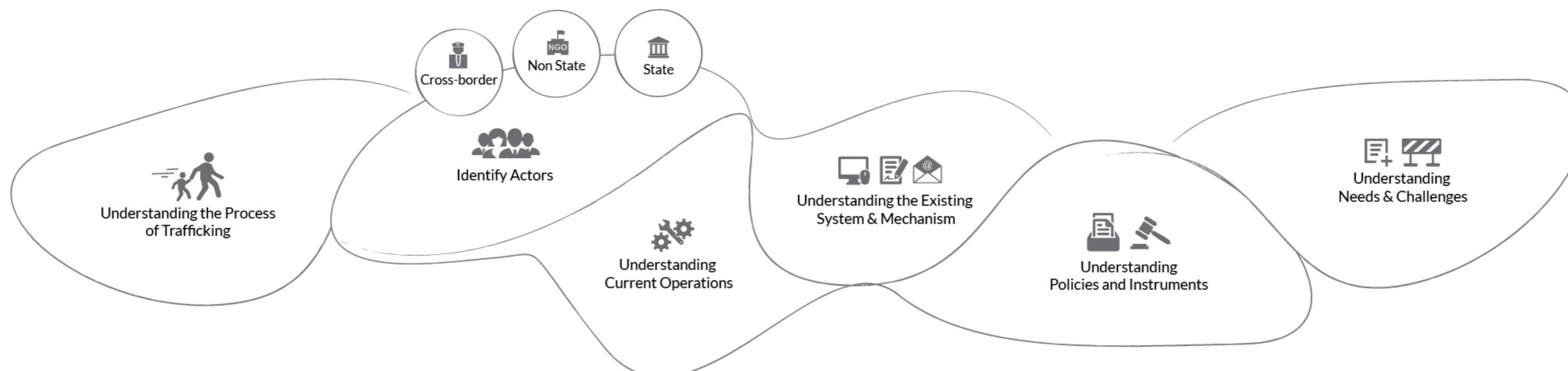
Prostitution

32%

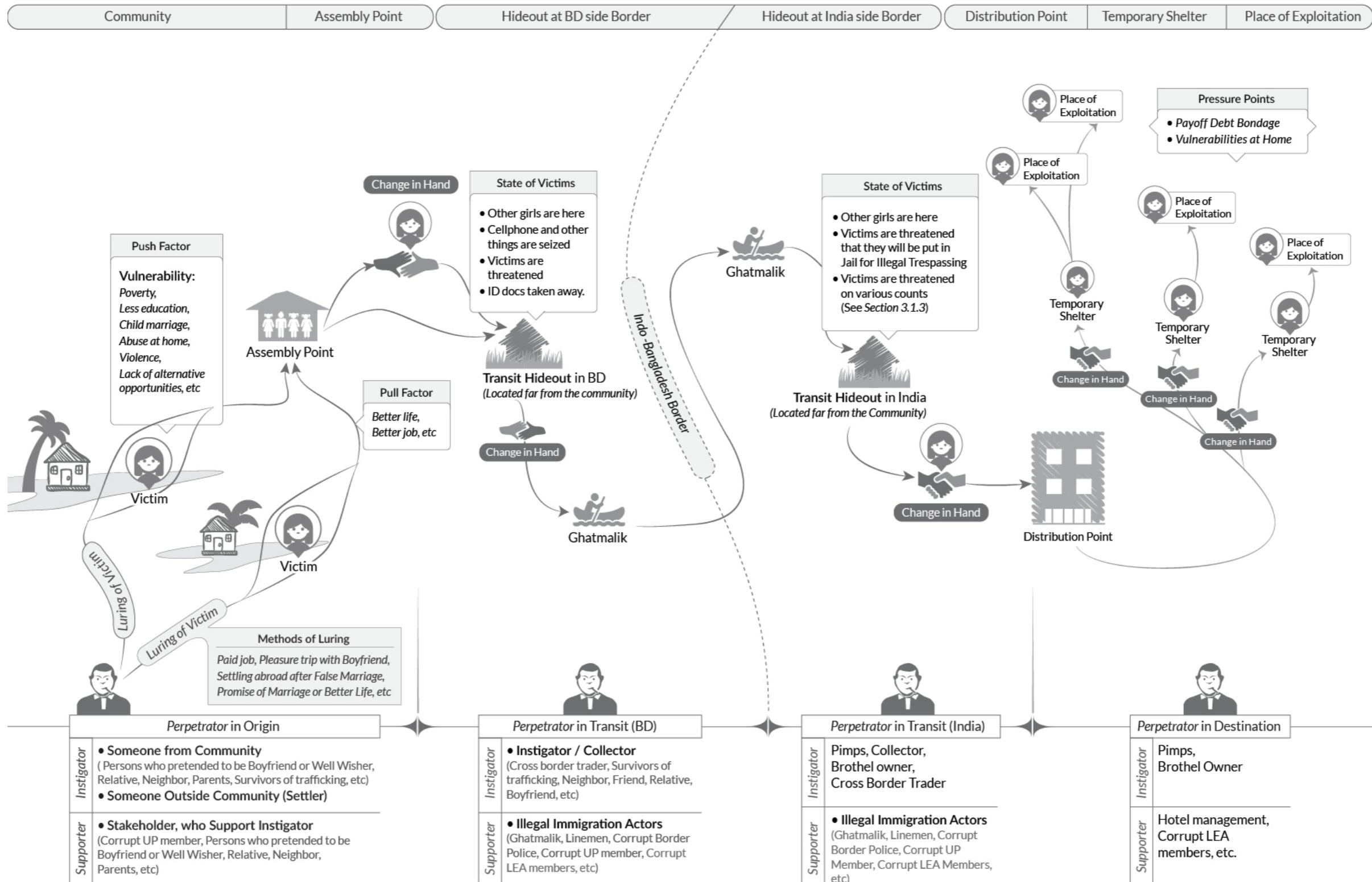
Involuntary Servitude



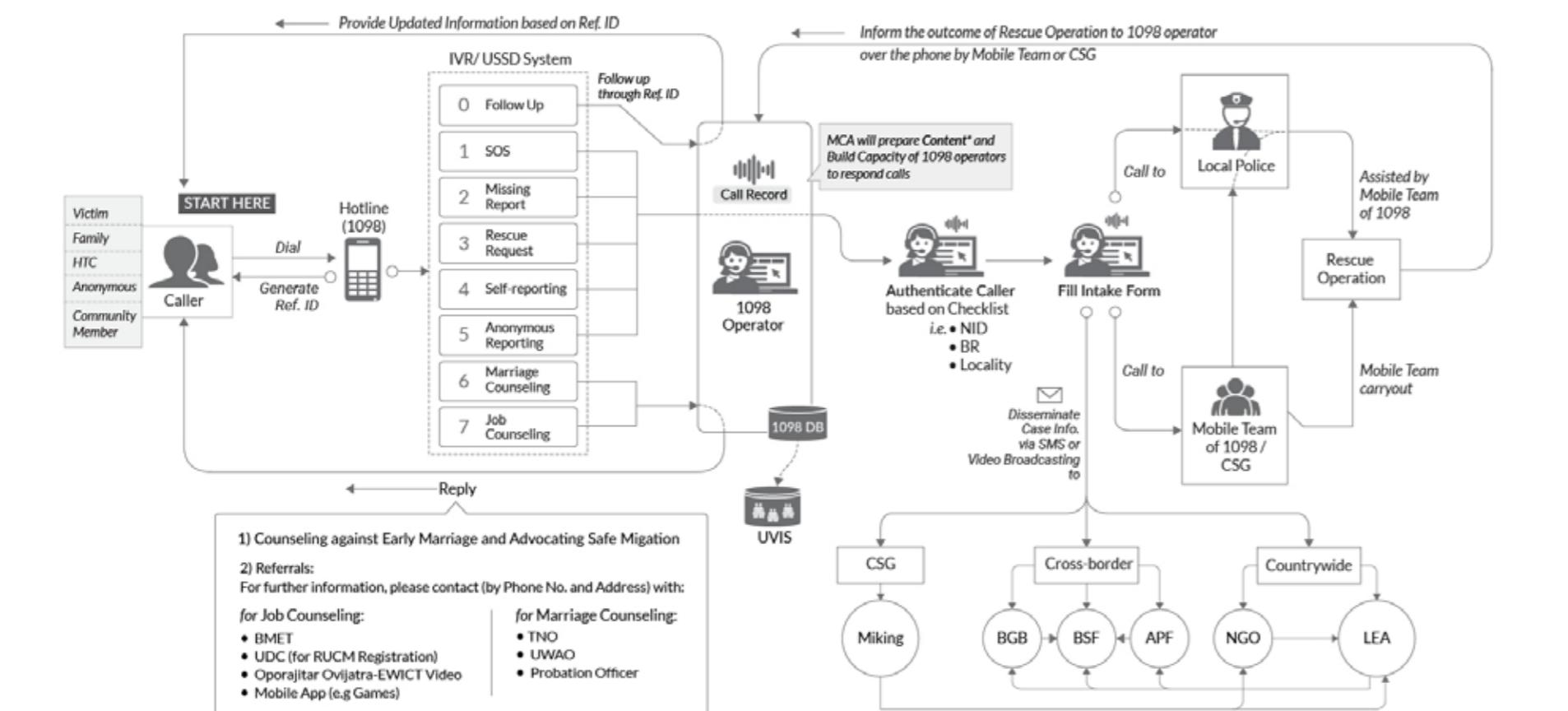
SRNAS approach



How traffickers work- whole continuum



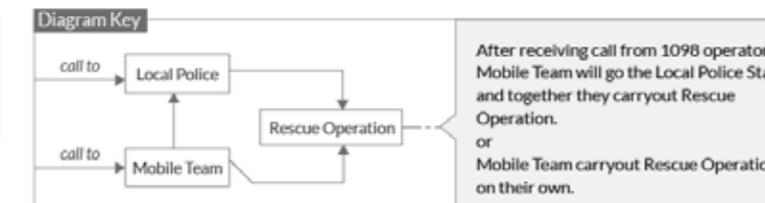
How helpline will function



System	Owner	Hosting
Hotline (1098)	MoSW (BD) MoWCSW (NP)	BCC Data Center (BD) NIC (Nepal)

*Content Creator and Provider:
State (e.g. MoHA, MoWCA), Specialized Org. (e.g. MCA), Dnet etc

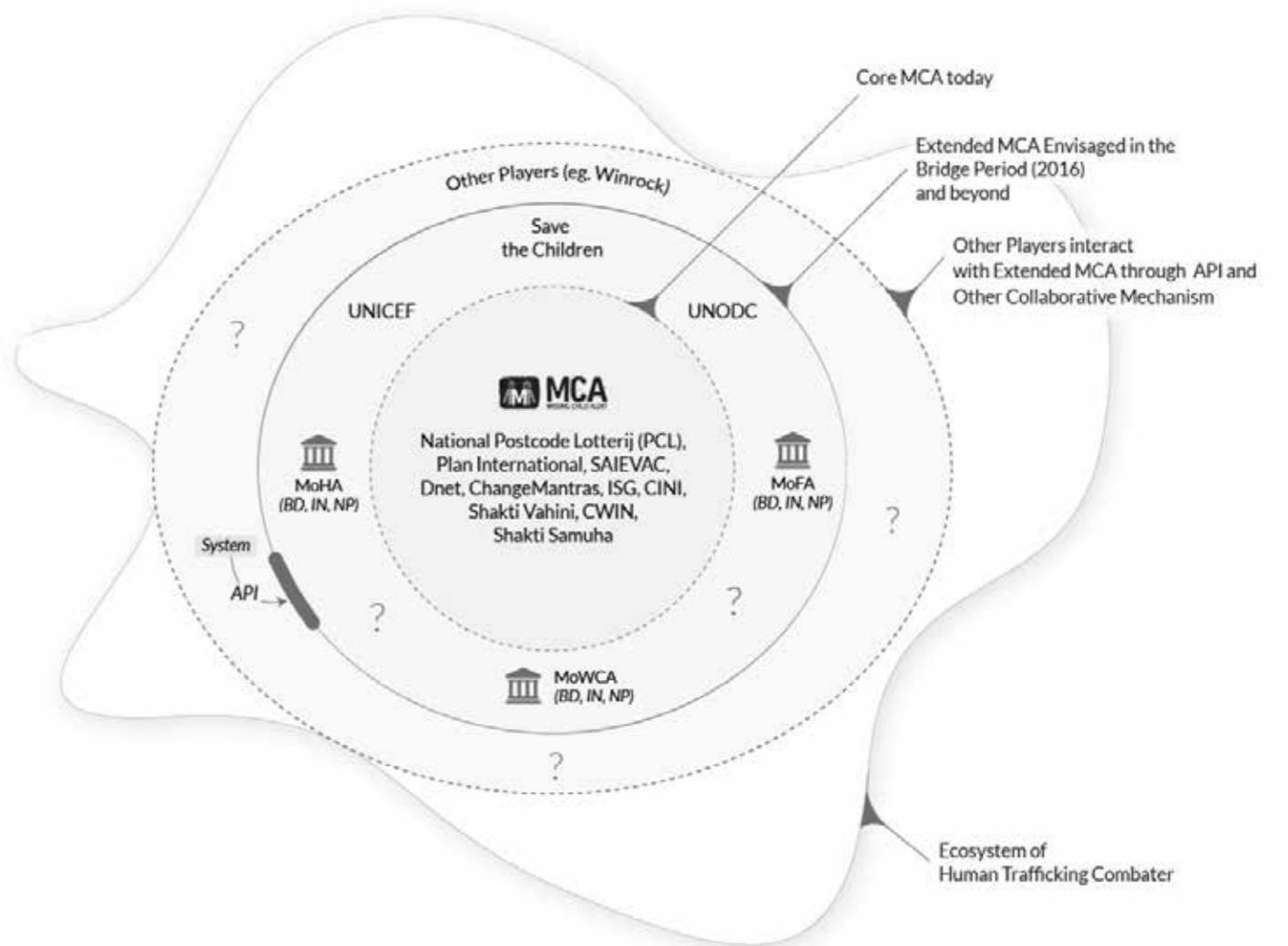
Mobile Team: Mobile Team is proposed by the 1098 that consists of Social Workers, Paramedics, Child Rights Officer, Ward level volunteers- facilitating rescue operation and act as a Pressure Group.



TNO= Thana Nirbahi Officer (BD)
 UWAO= Upazilla Women Affairs Officer
 MoSW= Ministry of Social Welfare
 MoWCSW= Ministry of Women, Child and Social Welfare
 UVIS= Universal Vulnerability Information System

BCC= Bangladesh Computer Council
 NIC= National Information Commission (Nepal)
 MoHA= Ministry of Home Affairs
 MoWCA= Ministry of Women and Child Affairs
 1098 DB= Hotline (1098) Database

Proposed MCA Digital Collaborative Platform

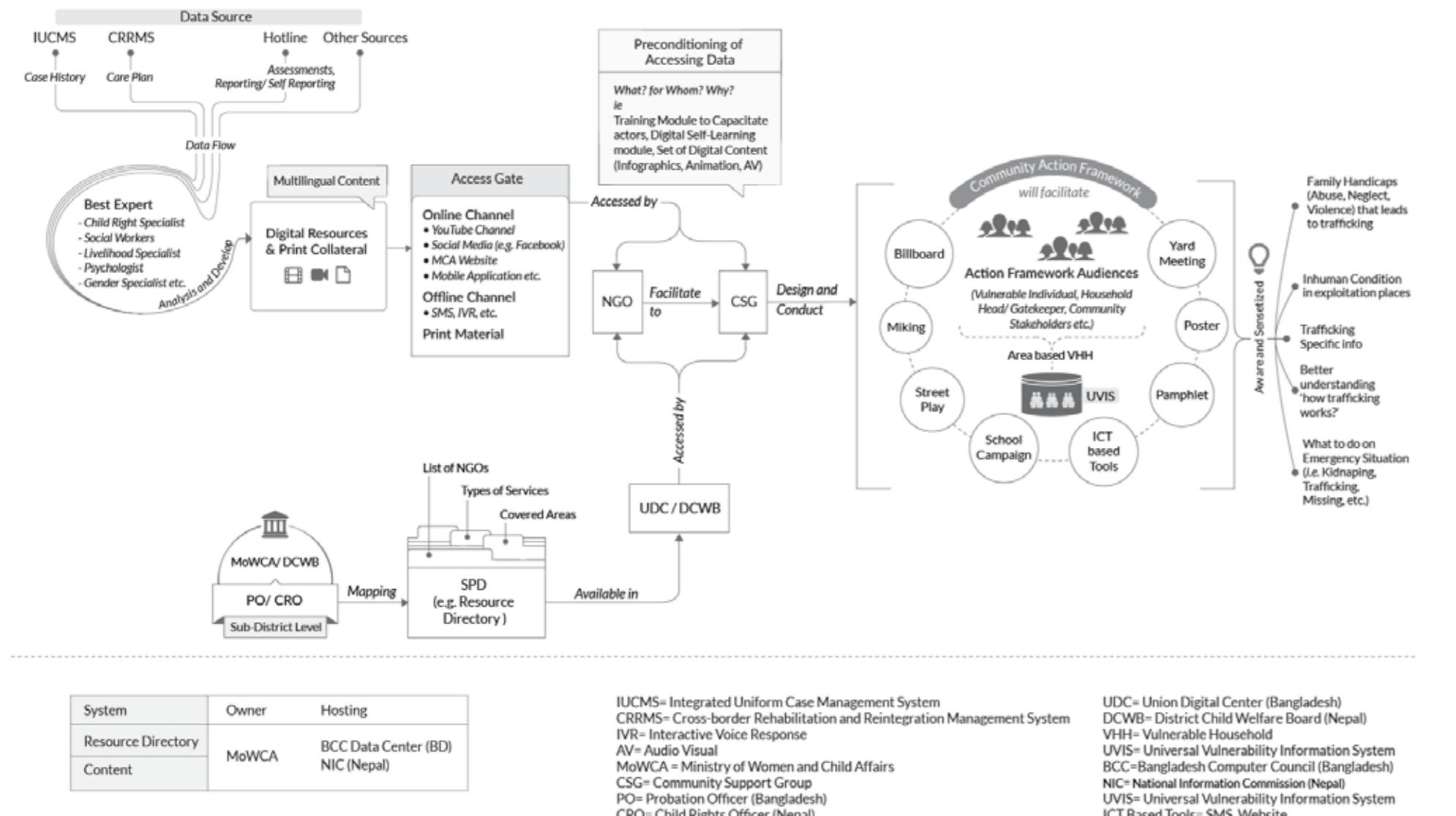


? = Other Organizations working in Anti-trafficking Domain

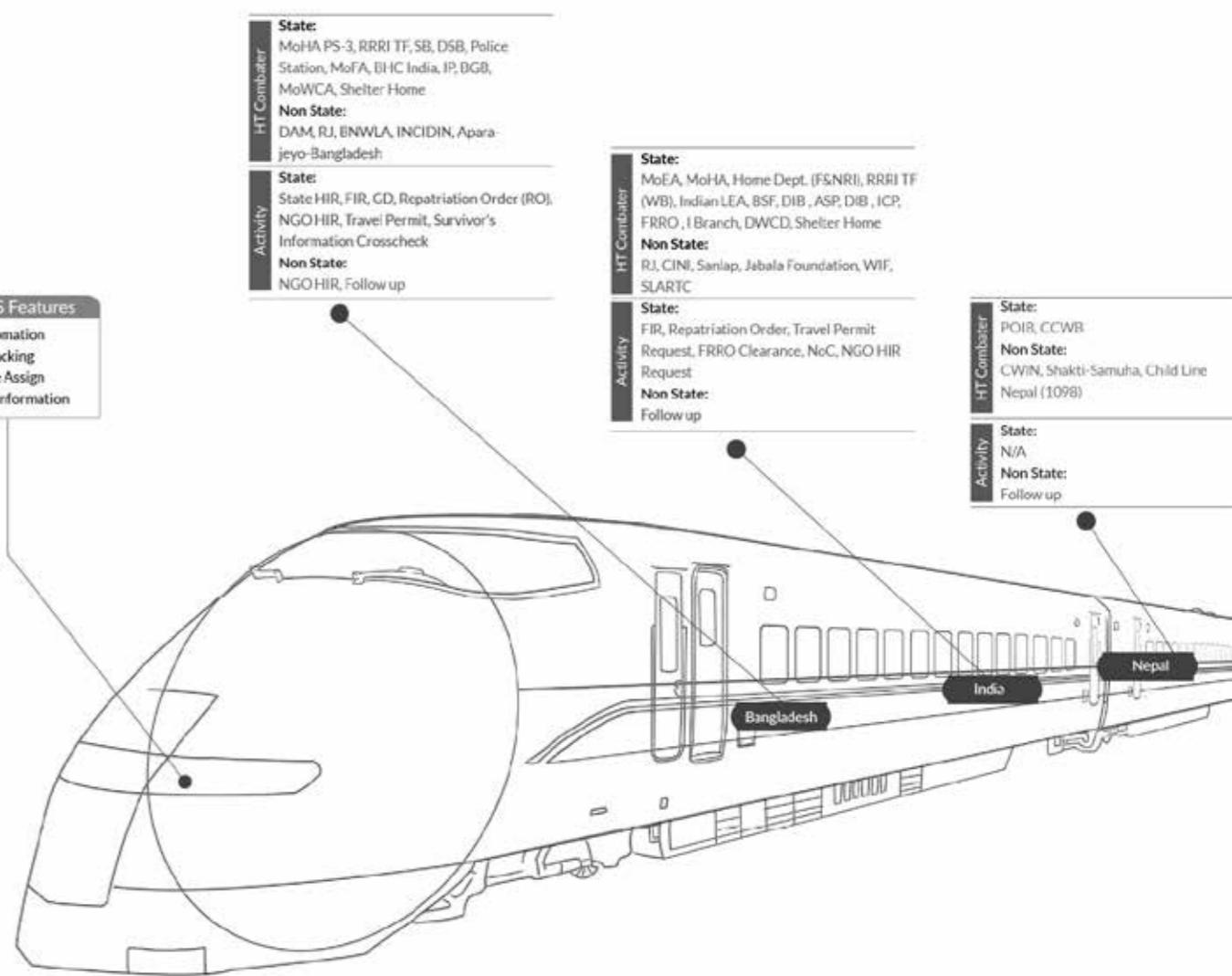
SAIVAC= South Asia Initiative to End Violence Against Children
 ISG= International Solution Group
 CINI= Child In Need Institute
 CWIN= Child Workers in Nepal

MoHA= Ministry of Home Affairs
 MoFA= Ministry of Foreign Affairs
 MoWCA= Ministry of Women and Child Affairs
 BD= Bangladesh, IN= Bragladesh, NP= Nepal

Awareness campaign



MS train



What's Next...

Thank You!