

Maitri Shah

Creative Leadership & Strategic Operations

Personal

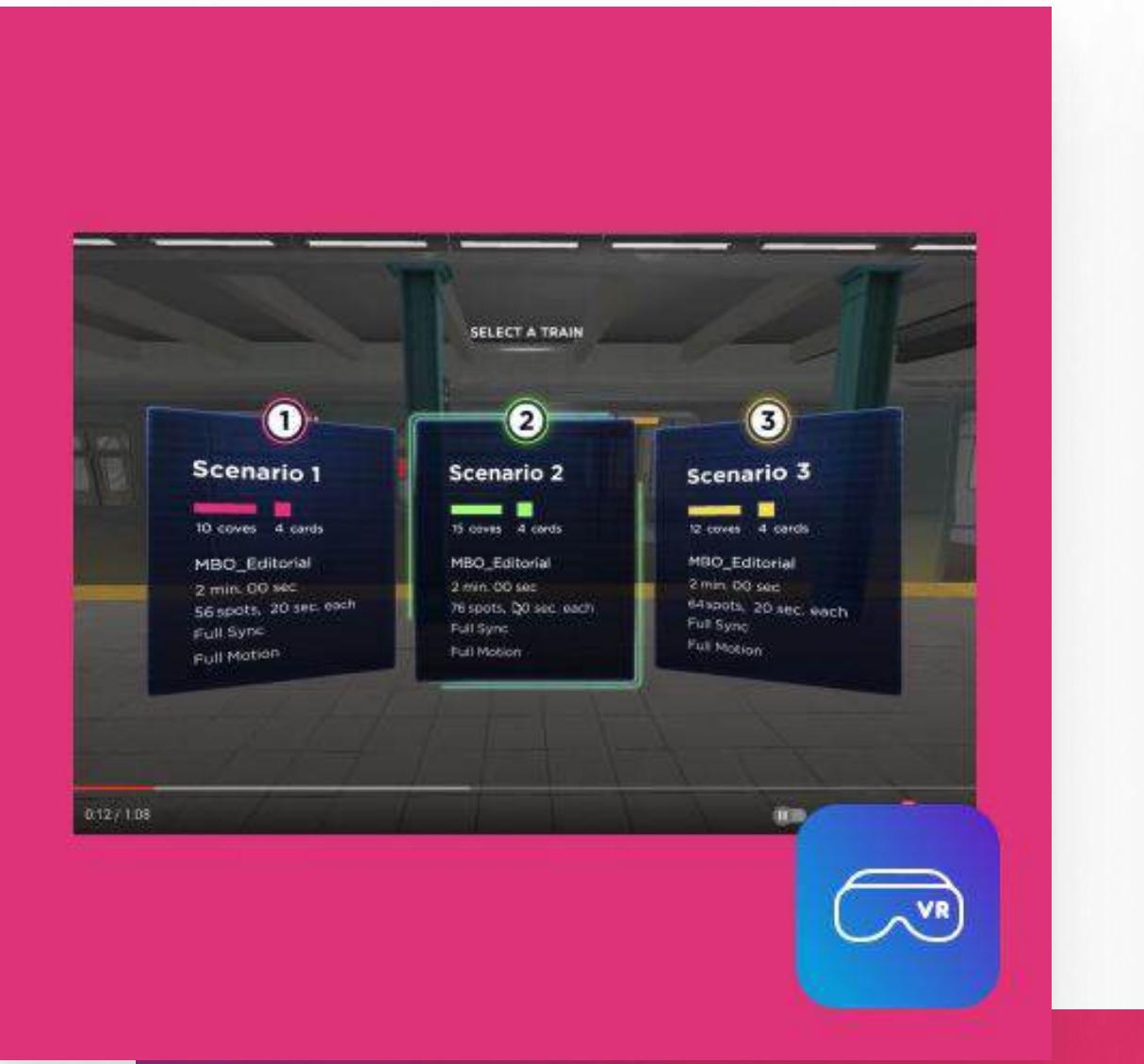
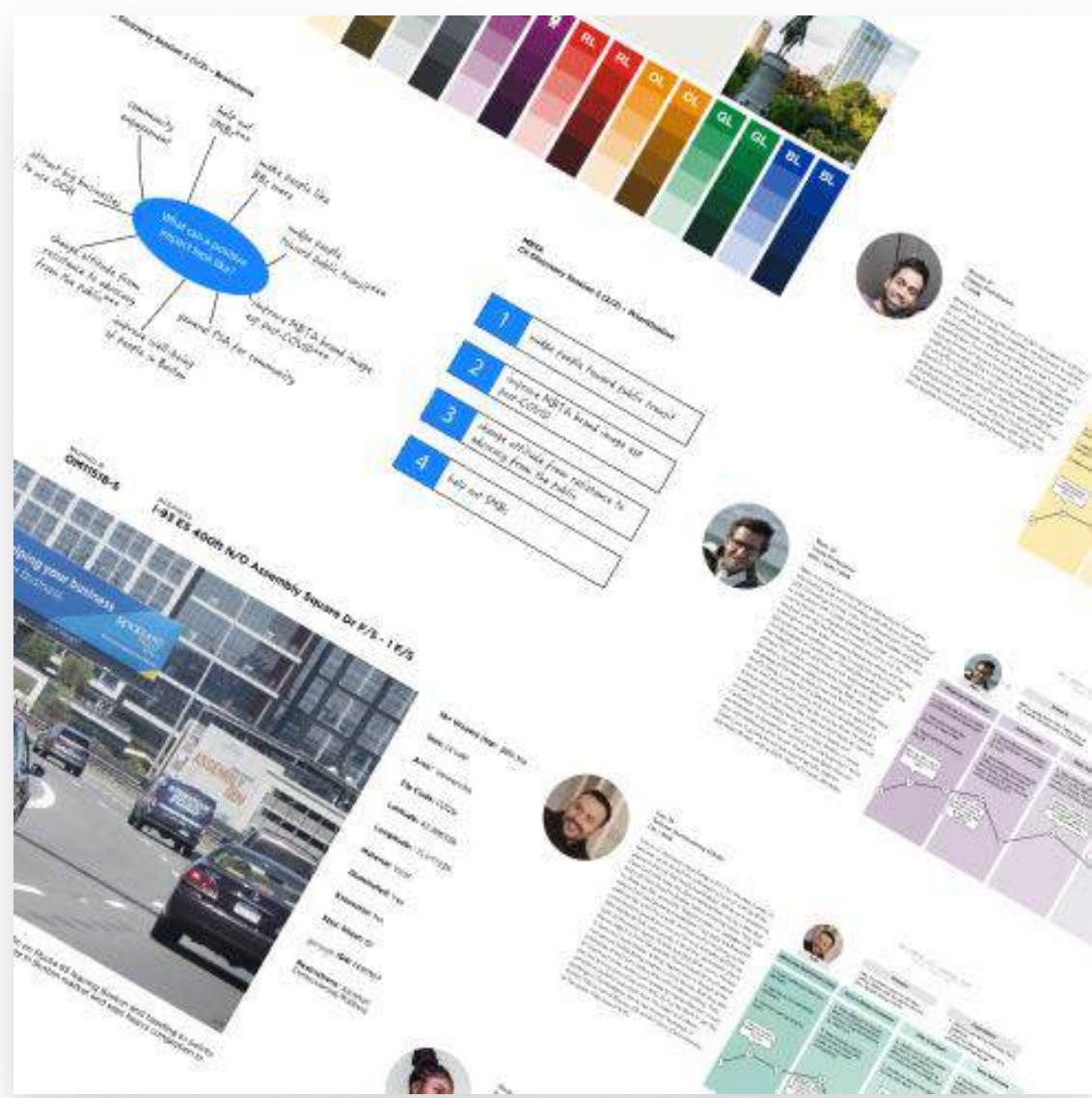
What Design Means To Me

Design is an artistic and creative endeavor where a clear vision is needed and must be executed at a high level every step of the way for the overall vision to come through.

Pictured on the right is a personal project, a dress that Mai designed and then created.

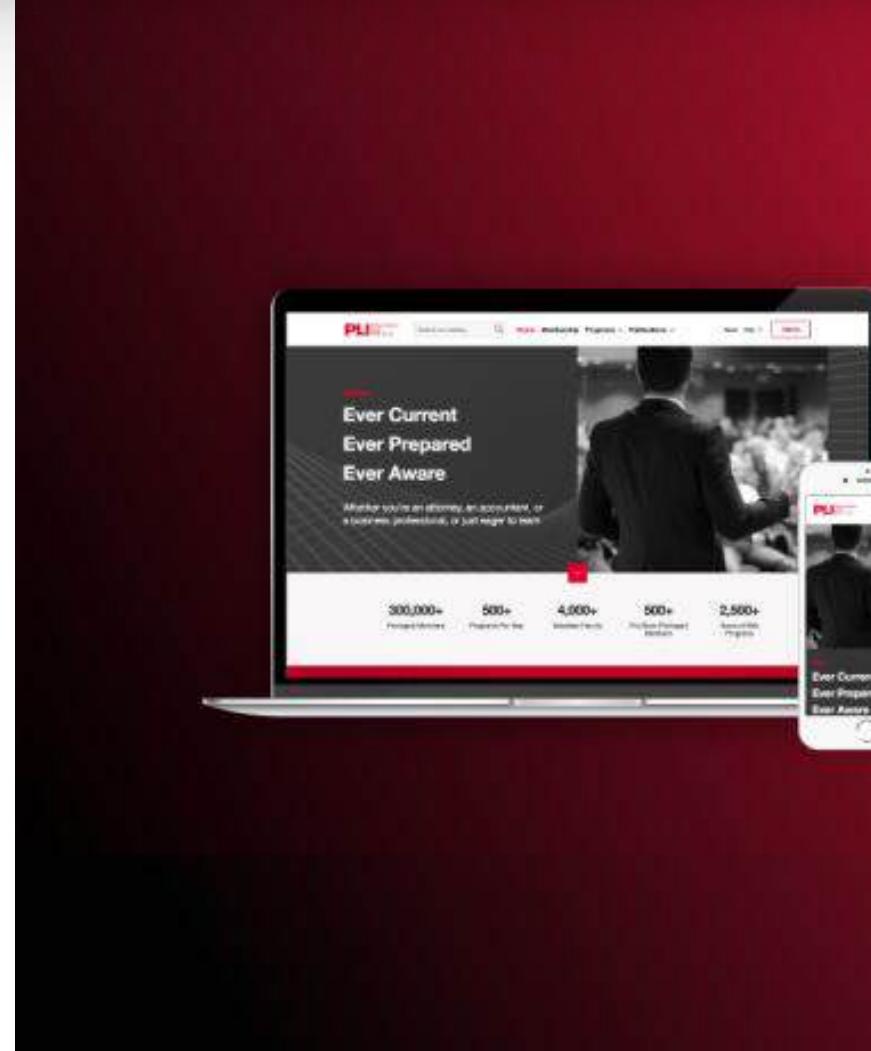
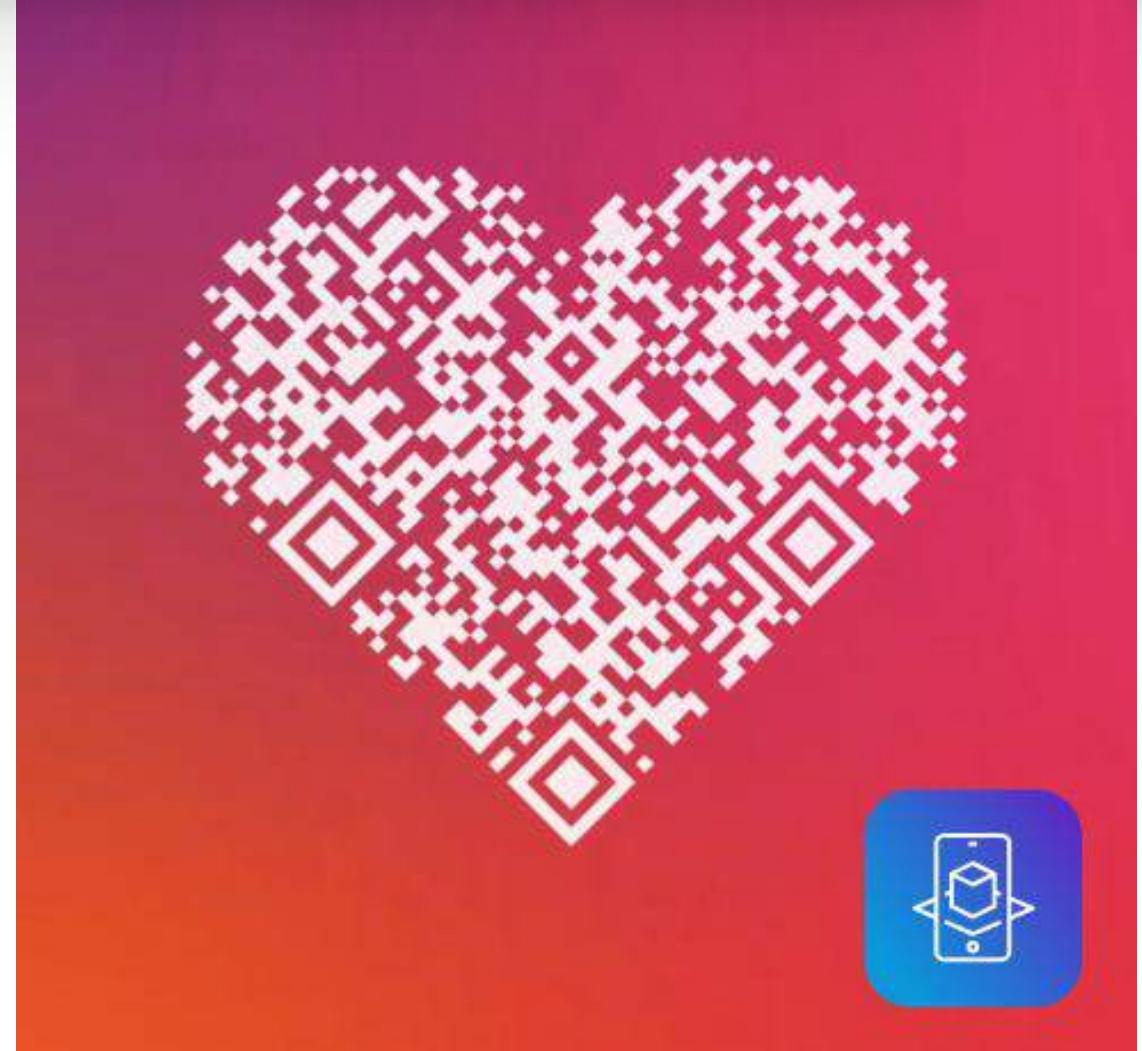


Professional Experience



<https://maitrishah25.github.io>

Product Design
Design Systems
User Experience Design
Visual Design & Illustration

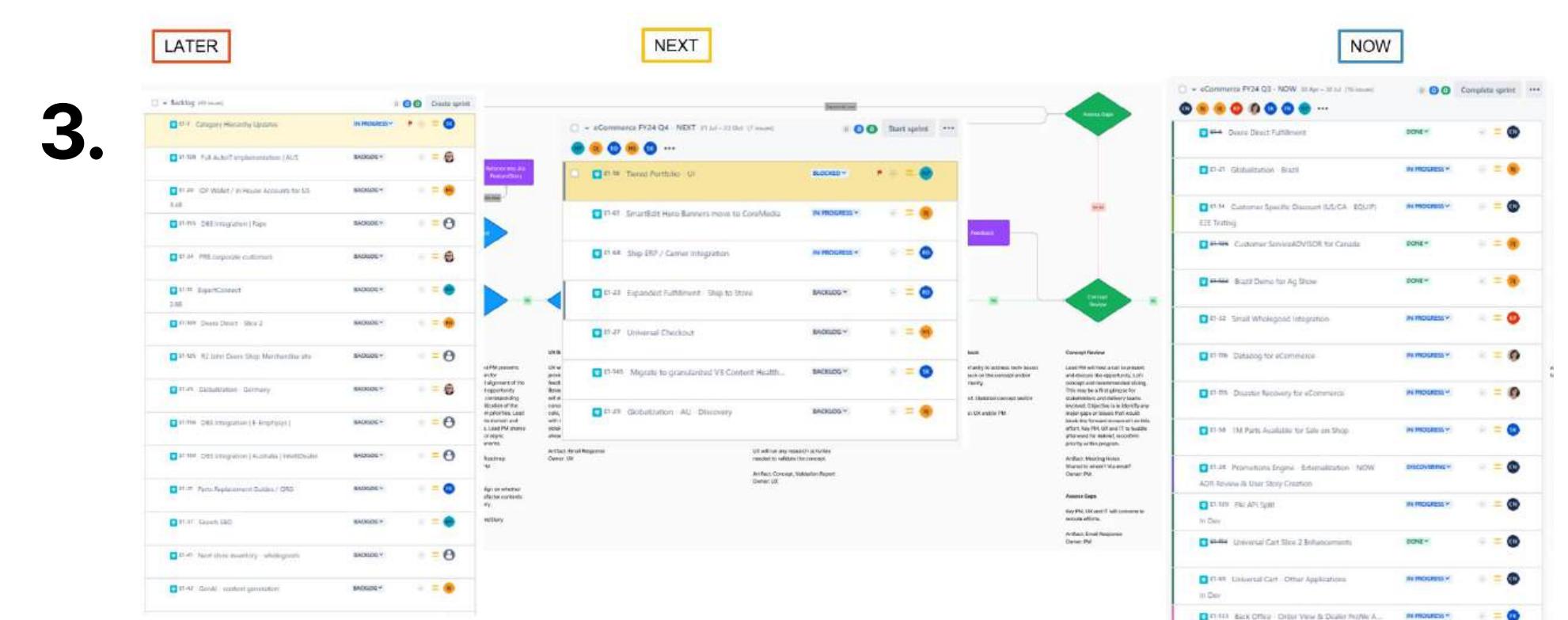
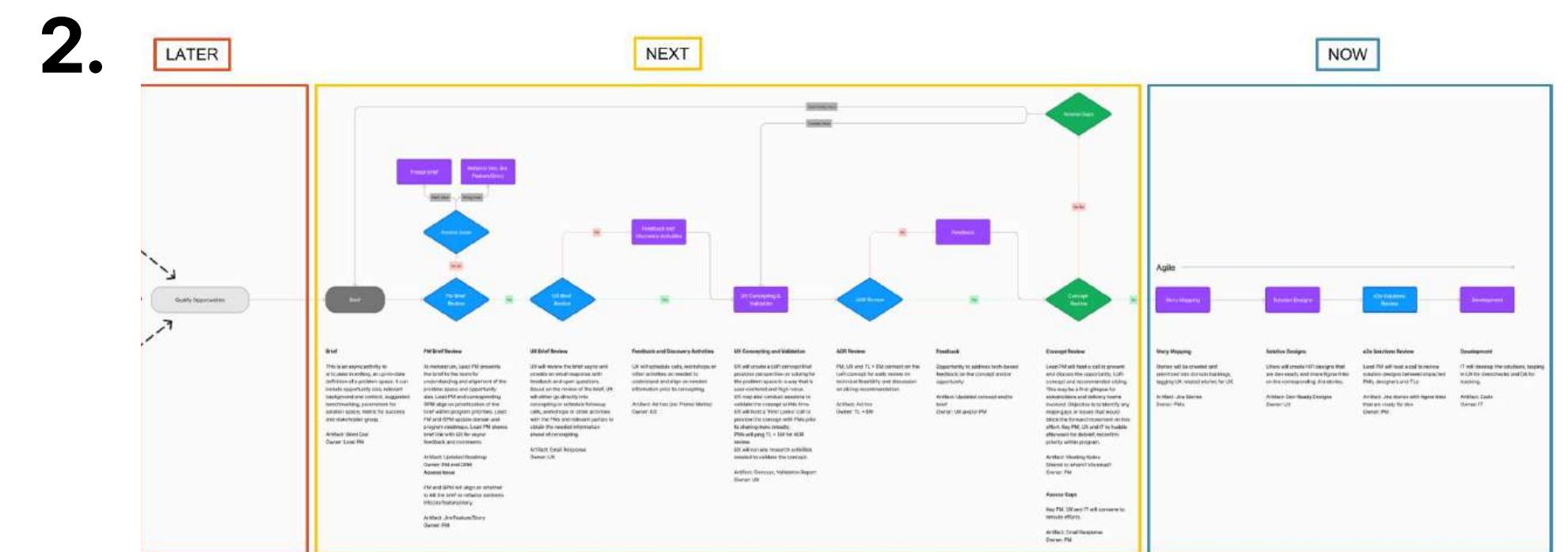
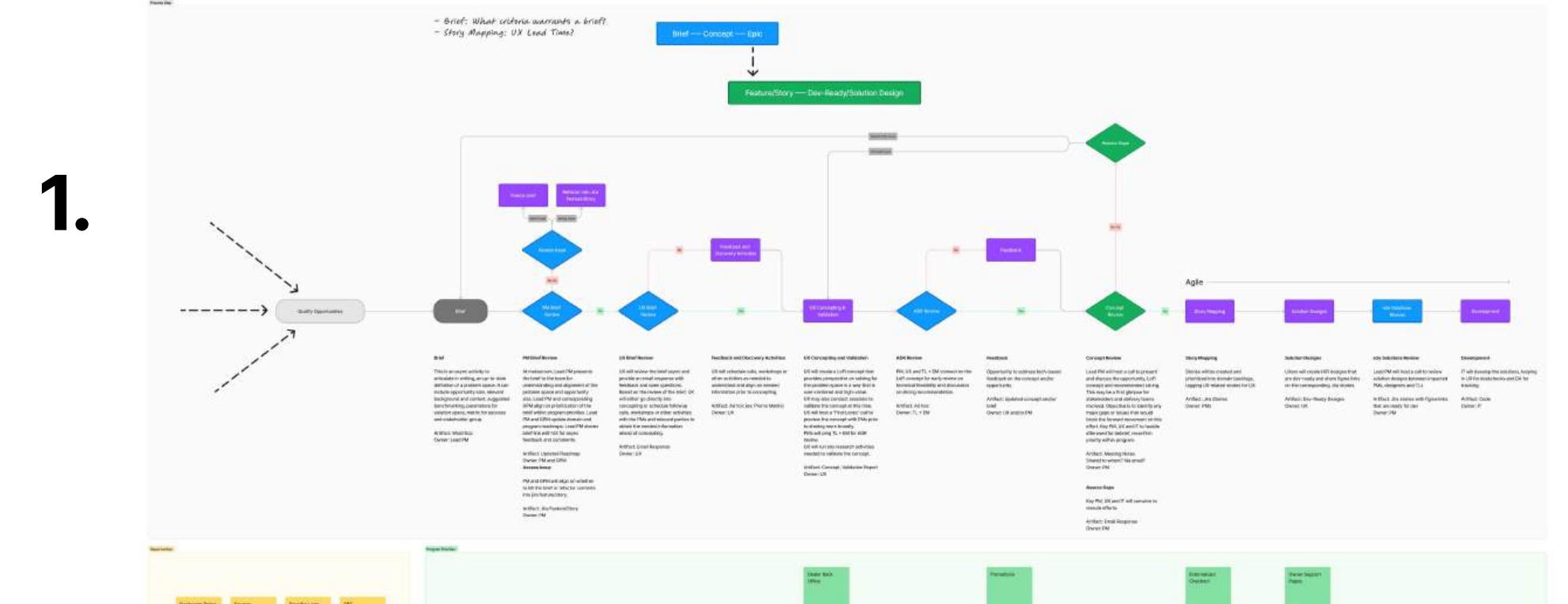


UX Ops/Process

Drawing on experience ranging from startups to global companies, Mai helped strengthen cross-functional collaboration across E-Commerce as UX Lead at John Deere.

Process Map for E-Commerce Team (150+)

1. UX Research and Design as integrated partner to Product and Engineering
– created by Mai
2. Overlay with Product's "Now, Next and Later" continuous planning approach
– created by scrum master team
3. Overlay with Engineering's epics in JIRA
– created by scrum master team

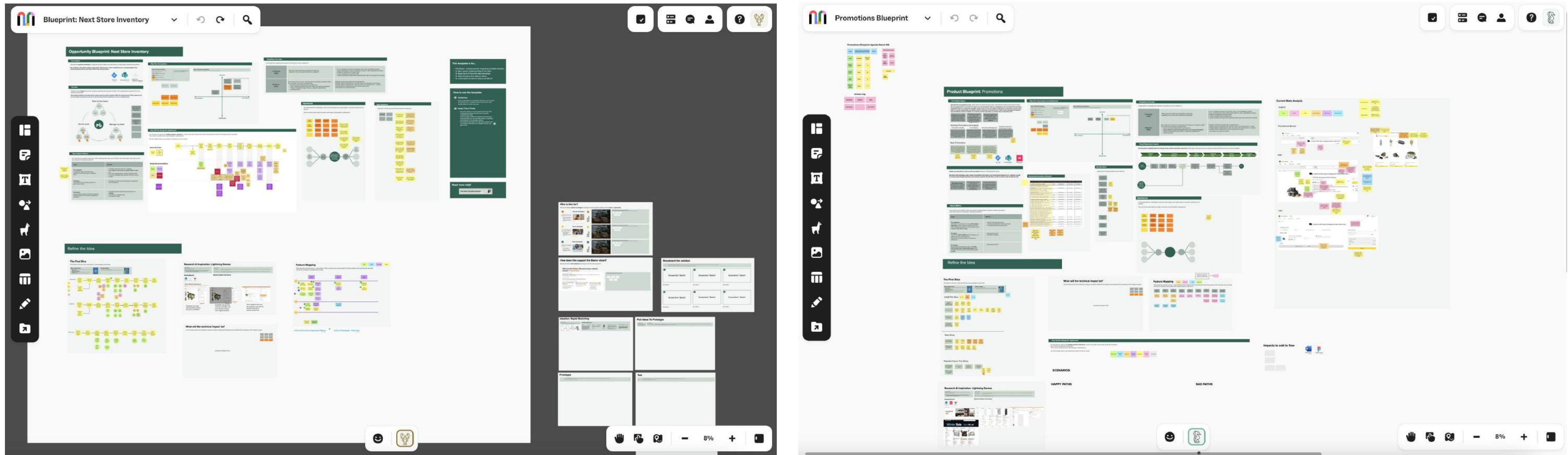


UX Strategy

For major initiatives at John Deere, Mai contributed user journeys and early concept designs as part of blueprinting, which also included strategic perspective from product and engineering. At Outfront Media, she has conducted research activities and created personas and journeys that have helped secure contracts as part of the business development process.

Blueprints – UX Strategy Samples for Next Store Inventory and Promotions

John Deere E-Commerce



The Next Store Inventory concept included impacts of fulfillment activities on the user experience and solving for it in a usable way. Deere Direct improved the UX by allowing John Deere's fulfillment centers to fulfill orders placed on the Shop with non-onboarded dealers selected.

The Promotions concept included a workshop Mai hosted to create a framework for categorizing all use cases as a basis for organizing them onto the order summary and across the user experience in a clearer and more logical fashion.

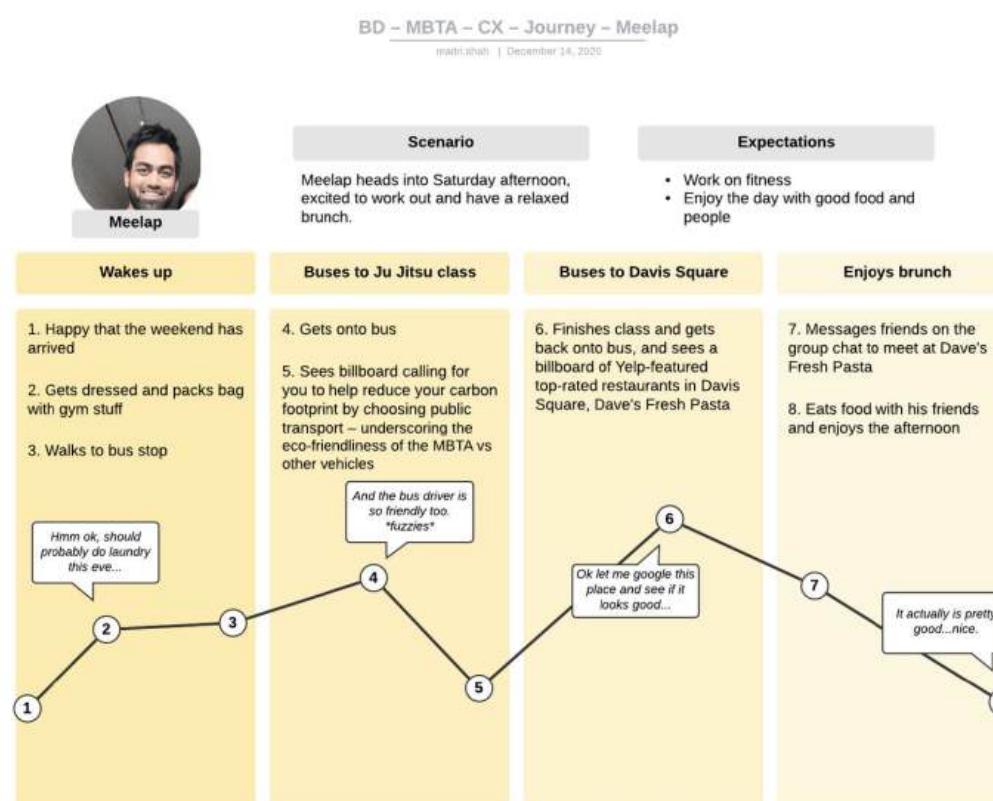
Personas – CX Strategy Sample for MBTA RFP Response (Multimillion-Dollar Deal Secured)

Outfront Media



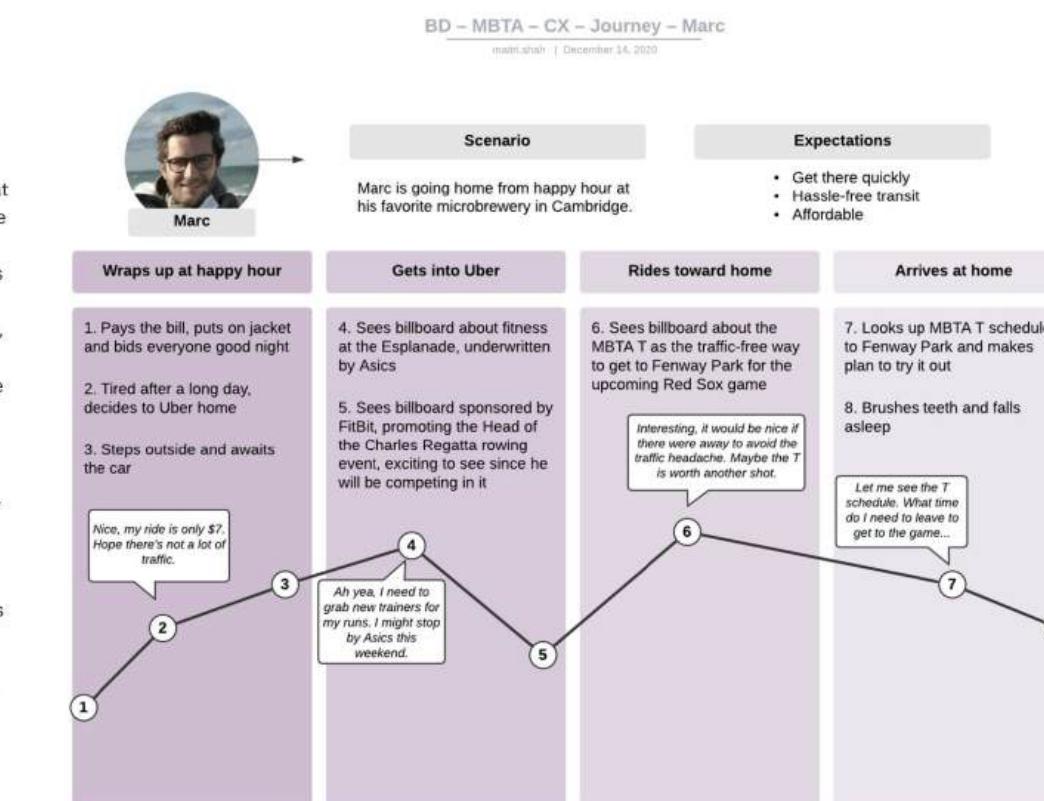
Meelap, 27
College Grad Student
T / Walk

Meelap is pursuing a PhD in CS at MIT. He wakes up and has a bowl of milk and cereal for breakfast. He walks over to campus for an afternoon of struggle, and makes plans to unwind with a movie and friends in the evening. He hops on the T to head toward Boston Commons for the movie, and then they take the T back up to Harvard Square to grab drinks at the Asgard, before walking home and calling it a night. On weekends, Meelap will go up to Davis Square for a crepe, and then head over to Central Square for Ju Jitsu class at Redline Fight Sports, followed by getting groceries at Trader Joe's. He will likely spend a bit of time at the Esplanade and get in a run along the Charles River. He loves catching concerts at the House of Blues and Great Scott, and is looking forward to his free sailing lesson from MIT.



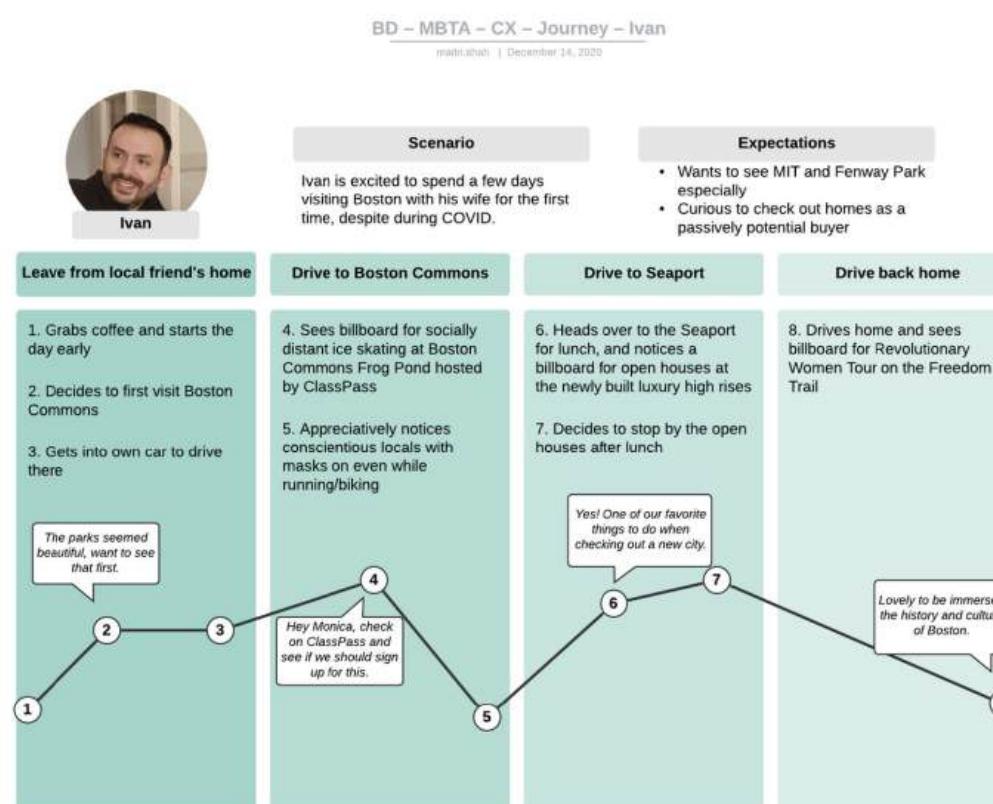
Marc, 33
Young Professional
Bike / Uber / Walk

Marc is working on finishing up a fellowship at Harvard in microbiology and immunobiology, and will soon start working at LEK Consulting. He lives in the Union Square part of Somerville in a flat share with 3 other people. He wakes at 8AM and bikes over to the lab in Longwood, stopping for coffee on the way. His day goes with the fruit flies and leaves around 7 or 8. The evenings are spent either meeting friends for dinner and drinks, going home and cooking, or going to hang out at his favorite microbreweries in Cambridge – Lamplighter and Aeronaut. The free activities by MIT and Harvard are welcomed and well utilized. The weekly complimentary tickets to the Boston Symphony Orchestra rarely go to waste. Marc also takes advantage of the free tickets to see the Red Sox here and there, quietly trying to understand what this American sport is all about. And practice for rowing club is from 6-8AM about 2-3 times a week and happens along the Charles River. He enjoys weekend trips to the Cape, like to get out and about as much as he can. He finds Boston to be more finance heavy, and Cambridge more academic. There is a high density of young professionals in biotech and medical work. He finds the T to be slow and ineffective, that he can literally walk faster than the Green Line. Typically he will get around by bike, train for downtown Boston, and he finds Uber/Lyft super affordable.



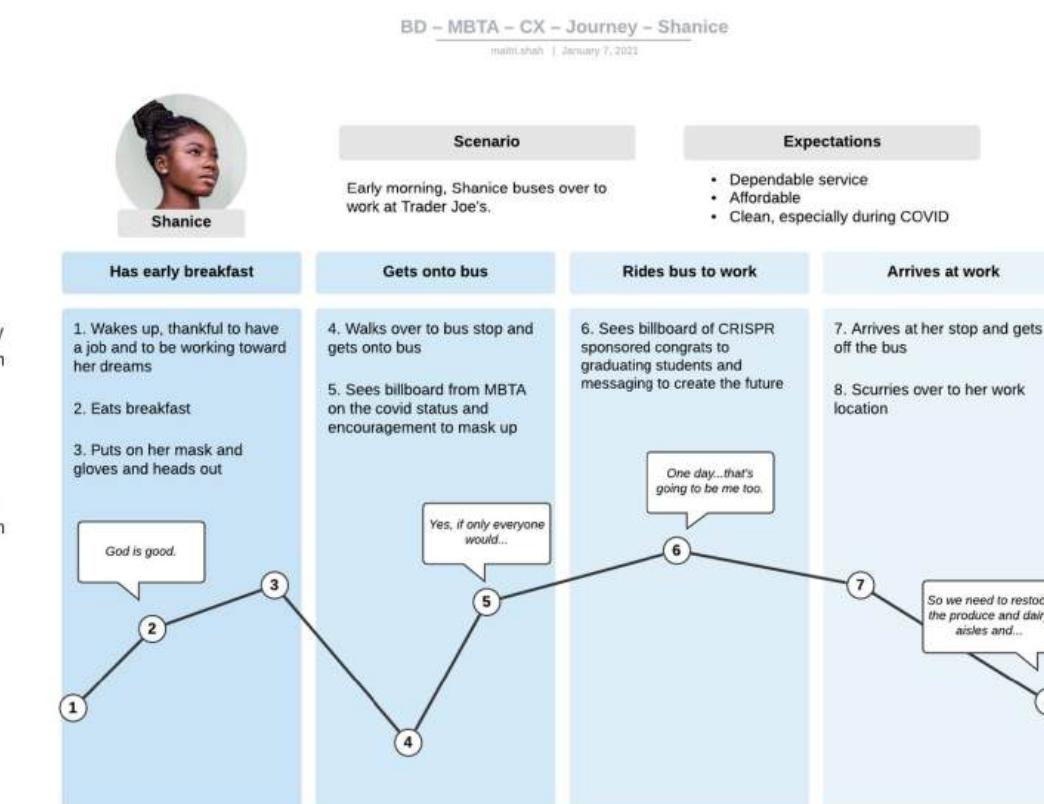
Ivan, 35
Summer Tourist (during COVID)
Car / Walk

Ivan is a Colombian expat living in NYC for the past 5 years. In between work, he and his wife make a point of visiting all the places in the US that they'd heard about. While on a vacation to Cape Cod, they have the idea to extend their trip by a few days and visit their friend in Boston before returning home. They want to check out MIT especially. Boston is clean, so walkable and easy to find paid parking everywhere. They enjoy the beautiful parks by the water for a walk, and notice a lot of young, active, conscientious people who are out for runs and who will put up their masks as they pass you by. A lot of the "attractions" aren't open to the public due to COVID, but they drive over to Fenway Park to take it in from the outside; they've heard so much about it, they can't leave Boston without having seen it though at the moment it's mostly being used as a voting facility. And they take advantage of the many restaurants with outdoor seating. They do check out some of the open houses for homes that are on sale and find pricing around par with NYC. It's fun for them to see the contrast in architectural styles from the quaint and classic buildings in Cambridge to the hi-rise modern buildings in Boston. The homes in Beacon Hill remind them of brownstones in the Upper West Side of NYC.



Shanice, 19
Essential Worker (during COVID)
Bus / Walk

Shanice is pursuing undergraduate studies part time at [Tufts] and works at Trader Joe's on the side. During COVID, public facing grocery store workers such as herself are deemed essential. She begins her day around 4:30AM and walks to her bus stop. She likes to arrive early so she can help the team to stock up the store for the day. Doors open 8AM for seniors and 9AM for everyone else. She feels relief that Trader Joe's diligently adheres to the safety guidelines, and she feels thankful to remain employed. On days Shanice isn't working, she dedicates to her coursework and group activities. She sometimes finishes her homework while eating dinner so she can be ready by 8:30PM, so she can get a full night's rest before rising early. Upon graduating, she hopes to apply for the nursing program, and one day would like to move down south where she and her fiancé can begin the life they dream of. They want to get married, have children, and own a home to fill with memories.



Mai conducted interviews and a survey and created these personas and journeys as a basis for her creative recommendations, which helped to secure this multimillion-dollar contract with the MBTA and another with the CTA.

Product Design

At John Deere, Mai helped conceptualize a “back office” for Dealer to host tools for managing their orders, creating promotions, setting pricing, generating shipping labels, managing profile data, and creating support tickets.

Dealer Back Office

Single destination for dealer-facing activities

John Deere

Dealer User Experience

Business Goals

- Increase Dealer Utilization
- Expand Dealer Network

Dealer Pain Point

- Unnecessary overhead performing administrative activities located disparately across the John Deere ecosystem

Opportunity

- Create a unified and streamlined experience

Design Concepts to Illustrate Vision

After partnering with the product team to scope the project into a progressive UX brief, UX concepted a low fidelity order viewer design considering the suggested technical architecture.

Scoping Considerations:

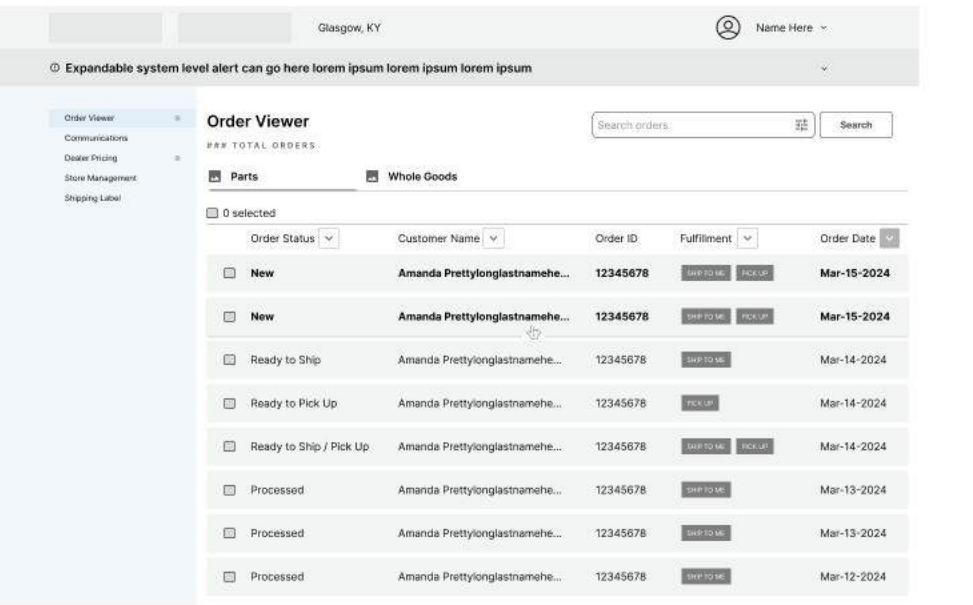
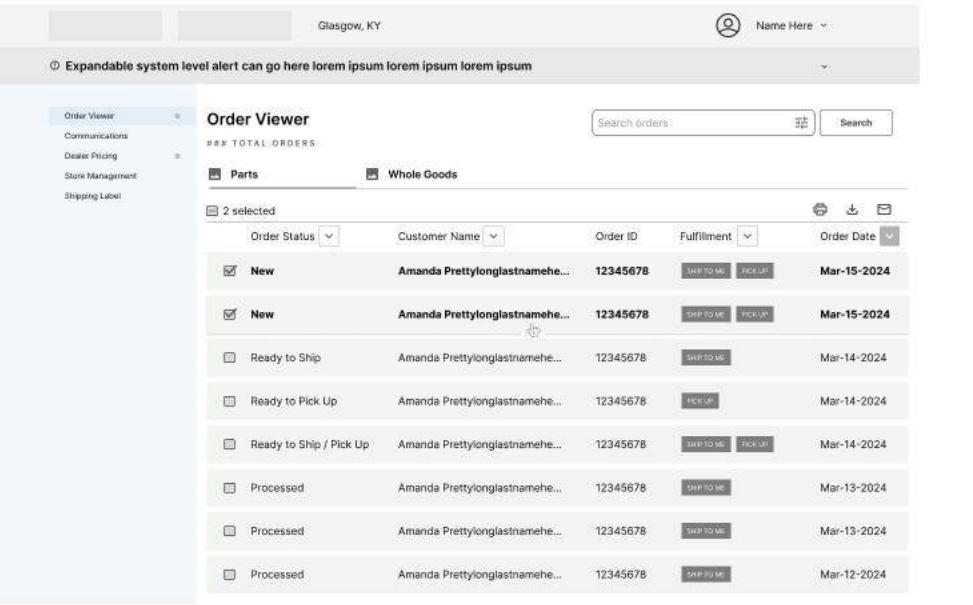
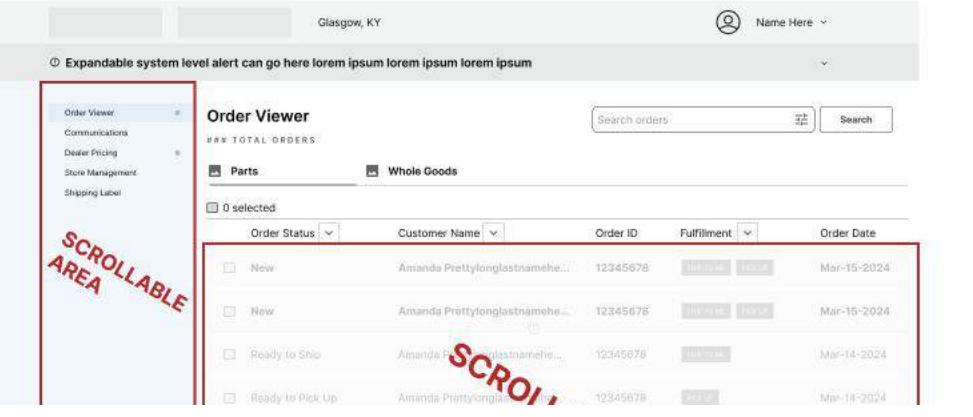
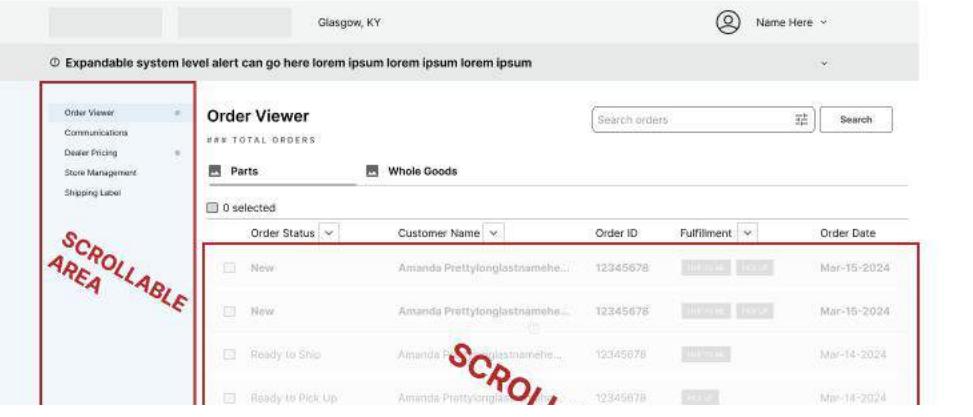
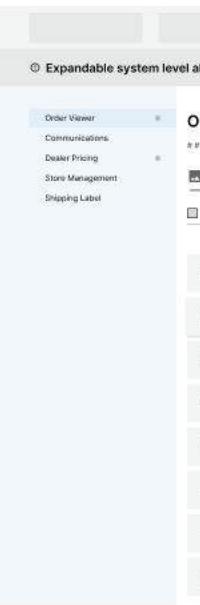
- Parts vs Whole Equipment Goods
- Dealership Group vs Location
- Admin vs Staff Roles
- Order Manager vs Viewer

Figma Link

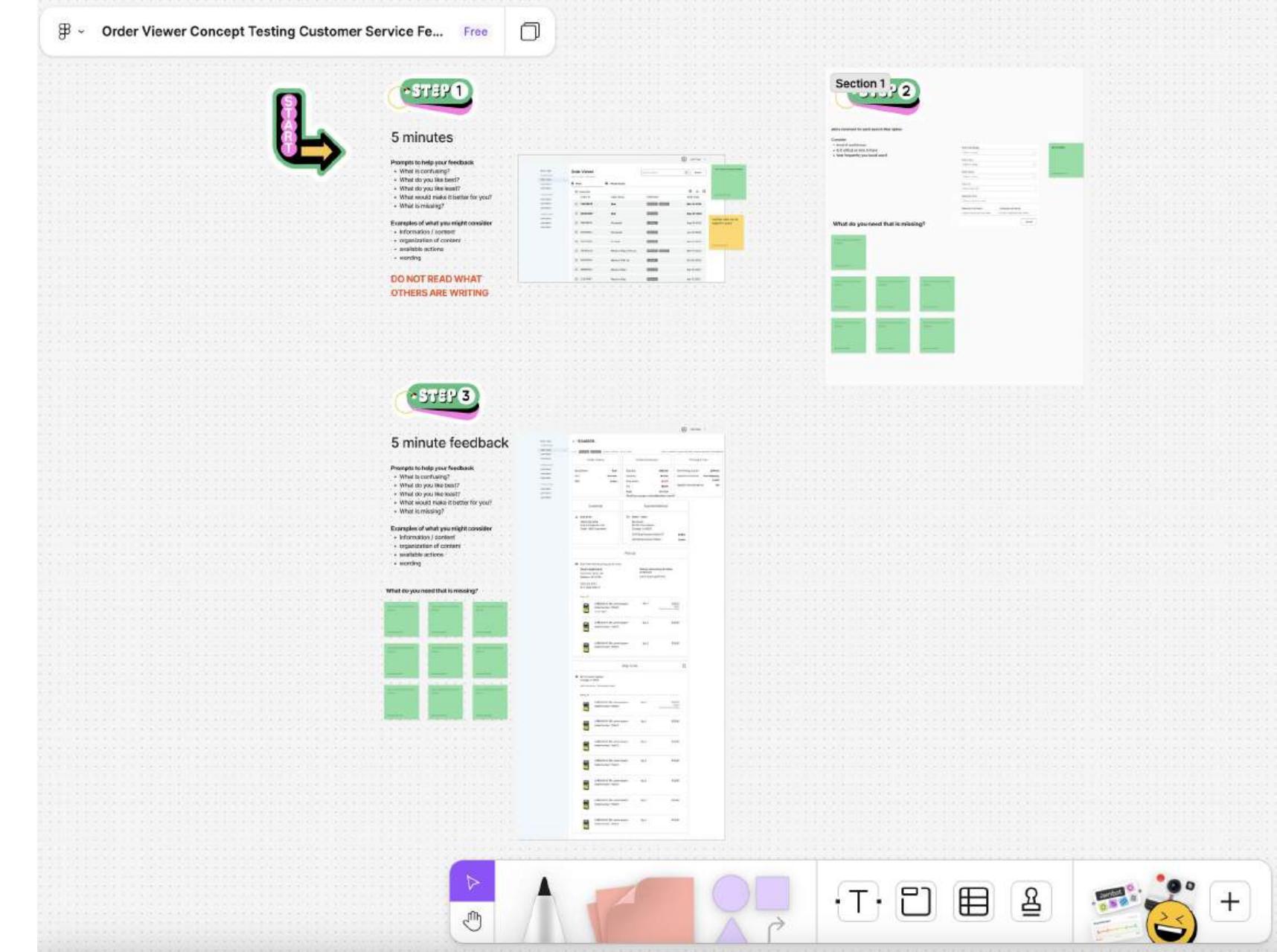
CONTEXT FROM PMs

CONCEPT FROM UX (LOFI)

PARTS

CONCEPT FROM UX (LOFI)	Navigation and List View	Advanced Search
		
		

User Research to Validate Concept



Insights from Interviews with Dealers

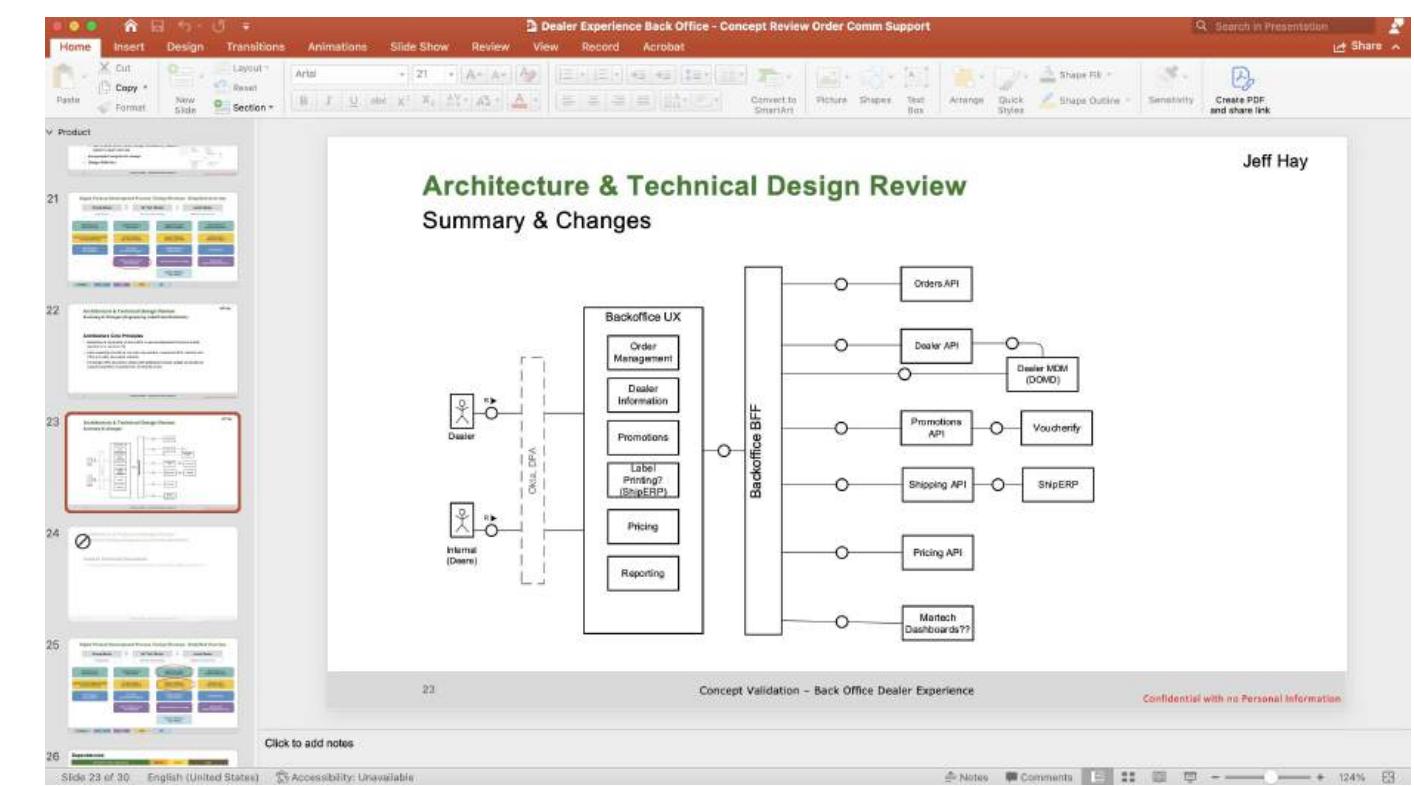
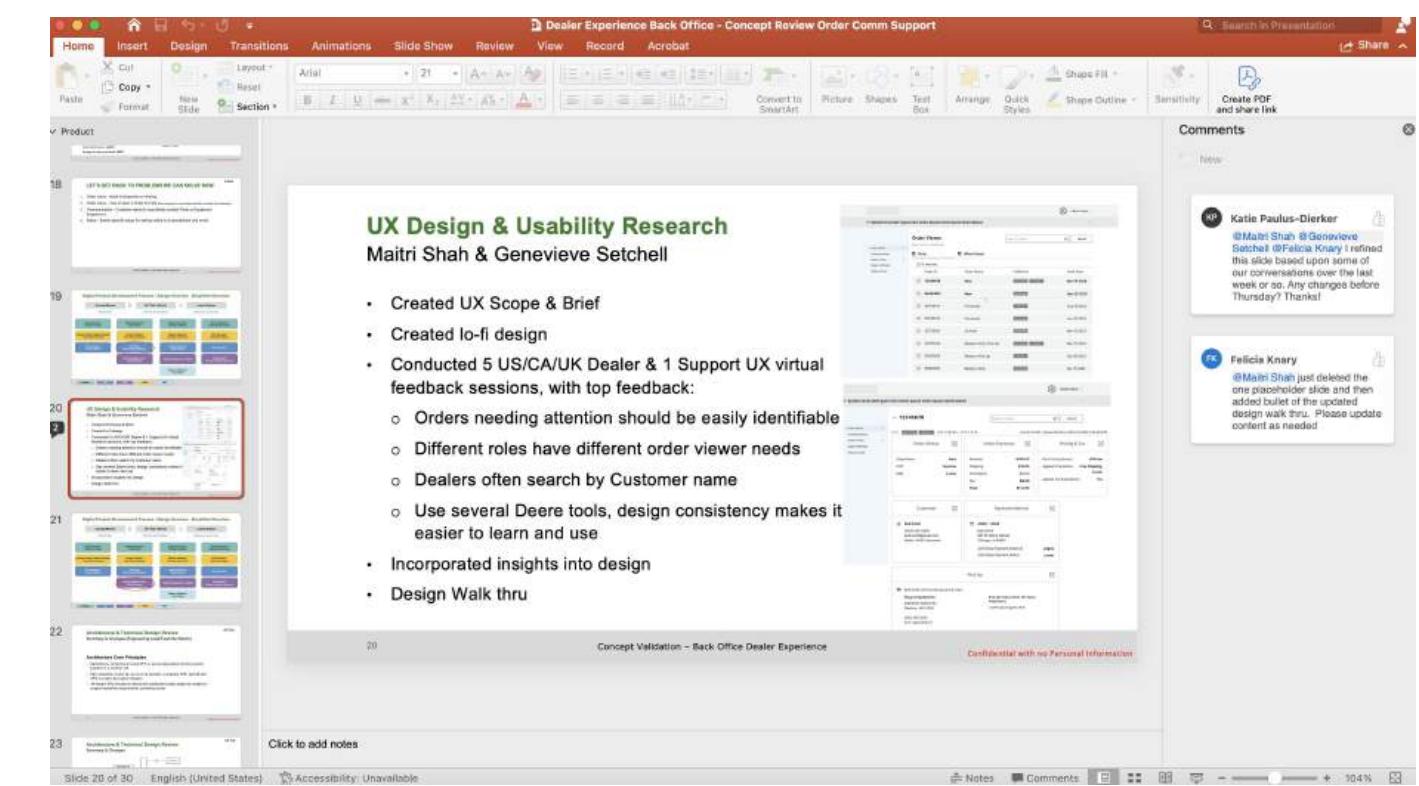
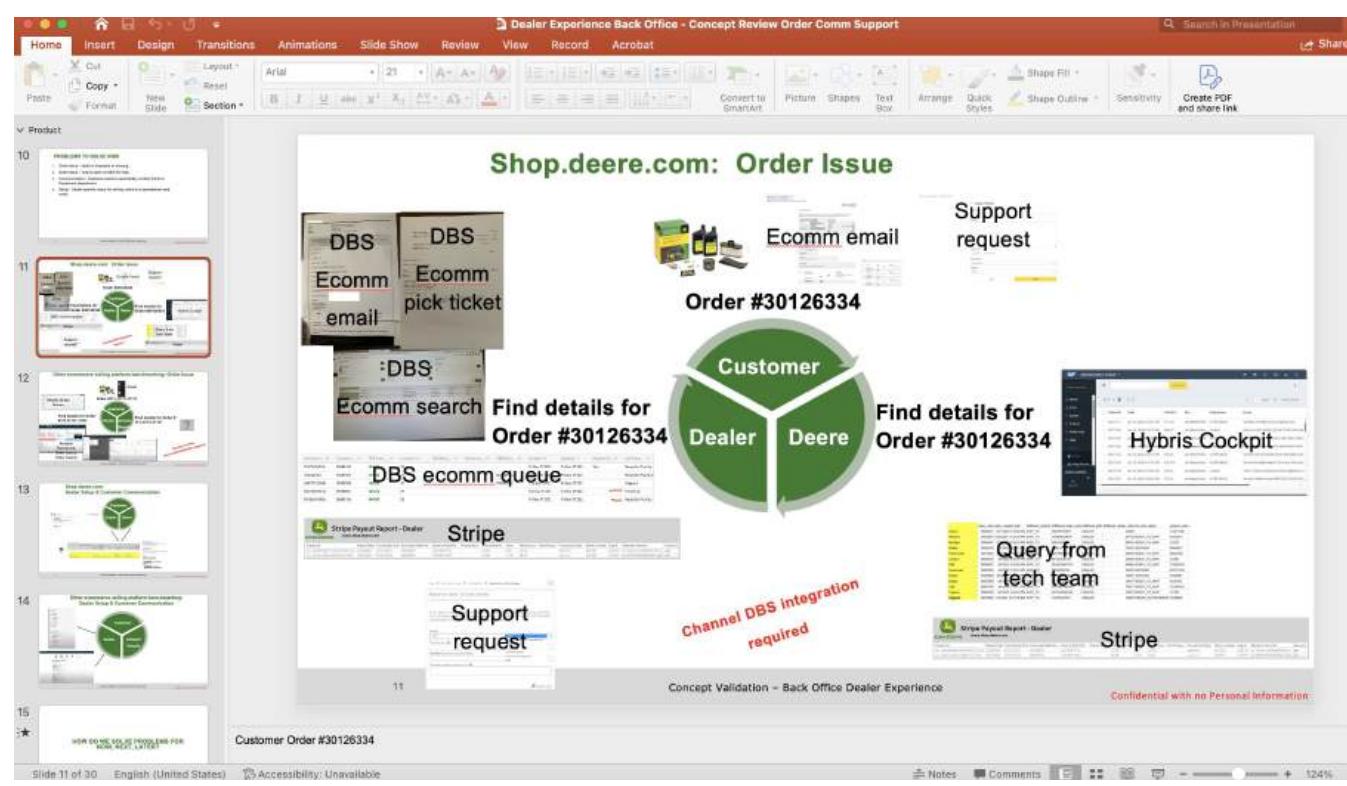
- product thumbnails were valuable in the order detail view as staff would print these out as reference when fulfilling orders
- customer name is an important data point for the order list view and sort/filter options

Workshop with Customer Support Staff Takeaways

- all system ID numbers listed in the order detail were crucial to customer support staff because they are still working across those systems, so we organized this data on the screen for them to best support dealers

Broad Cross-Functional Stakeholder Alignment

Our core team presented the business opportunity, initial concepts and architecture approach to a broad stakeholder group from across John Deere for feedback and alignment. UX walked the group through the insights gained from user research and the updated designs.



Product

UX

Engineering

From Concept to Dev-Ready

Concepts were mapped to epics and broken out into user stories in JIRA. The team worked to develop production level designs in the following sprints.

UX reviews were held twice weekly.

The image displays a 4x3 grid of screenshots illustrating the development process of a user interface. The columns represent different stages or components of the application, and the rows show the progression from initial concept to final dev-ready design.

- Color #1:** Shows the initial concept for 'ORDER STATES' with a legend for NEW, PROCESSED, READY TO SHIP / PICK UP, and ON HOLD. It also includes sections for 'READ VS UNREAD' and 'Filtering Logic' with a 'Logic Breakdown' table.
- Color #2:** Shows the 'Order Viewer' component with a table of 200 Total Orders. The table includes columns for Customer Name, Order ID, Fulfillment, and Order Date. It features filters for Order Status (On Hold, New, Ready to Ship/Pick Up, Ready to Ship/Pick Up, Processed, Hold), Customer Name, and Order Date.
- Color #3:** Shows the 'Order Viewer' component with a table of 200 Total Orders. This version appears nearly identical to Color #2 but is labeled 'Color #3'.
- Advanced Search Filters:** Shows the 'Order Viewer: Detail View' with an 'Advanced Search Filter' dialog. This dialog allows filtering by Customer First Name, Customer Last Name, Order Date Range (Starts On, Ends On), Order Status, Order ID, Part/Model #, and Customer Email. A 'Filter' button is at the bottom right.
- Order Viewer: Detail View:** Shows the 'Order Viewer' component with a table of 200 Total Orders. It includes filters for Customer First Name, Customer Last Name, Order Status, Order Date Range (Starts On, Ends On), Order ID, Part/Model #, and Customer Email. A 'Filter' button is at the bottom right.
- Items:** Shows a detailed view of items in a shopping cart. It lists three items: 'LOREM-50 II OIL' (Model Number: TY26672, Qty: 1), 'LOREM-50 II OIL' (Model Number: TY26673, Qty: 1), and 'LOREM-50 II OIL' (Model Number: TY26673, Qty: 1). The total quantity is 3.
- Detail View:** Shows the 'Detail View' component with a table of 200 Total Orders. It includes filters for Customer First Name, Customer Last Name, Order Status, Order Date Range (Starts On, Ends On), Order ID, Part/Model #, and Customer Email. A 'Filter' button is at the bottom right.
- Detail View: Re-Order View:** Shows the 'Detail View' component with a table of 200 Total Orders. It includes filters for Customer First Name, Customer Last Name, Order Status, Order Date Range (Starts On, Ends On), Order ID, Part/Model #, and Customer Email. A 'Filter' button is at the bottom right.
- Ship To Me:** Shows the 'Ship To Me' component with a table of 200 Total Orders. It includes filters for Customer First Name, Customer Last Name, Order Status, Order Date Range (Starts On, Ends On), Order ID, Part/Model #, and Customer Email. A 'Filter' button is at the bottom right.

Low Fidelity

- Navigation
- Information Architecture
- Functionality, Interactions and Flows

A low-fidelity wireframe of the Order Viewer interface. It features a header with a user profile icon and a placeholder 'Name Here'. Below the header is a system-level alert bar with the text 'System level alert goes here lorem ipsum lorem ipsum lorem ipsum'. The main area is titled 'Order Viewer' with a sub-section 'Parts'. A search bar with placeholder 'Search orders' and a date range selector are present. A table lists ten order items with columns: Order ID, Order Status, Fulfillment, and Order Date. Each row includes a checkbox, the order ID, status (e.g., New, On Hold), fulfillment options ('SHIP TO ME', 'PICK UP'), and the order date.

Order ID	Order Status	Fulfillment	Order Date
12345678	New	SHIP TO ME PICK UP	Mar-15-2024
65434567	New	SHIP TO ME	Sep-22-2023
98765678	Processed	PICK UP	Aug-19-2023
67876543	Processed	SHIP TO ME	Jun-20-2023
32123456	On Hold	SHIP TO ME	Mar-15-2023
34565432	Ready to Ship / Pick Up	SHIP TO ME PICK UP	Mar-15-2023
54567654	Ready to Pick Up	PICK UP	Oct-05-2022
90987654	Ready to Ship	SHIP TO ME	Apr-15-2022

High Fidelity

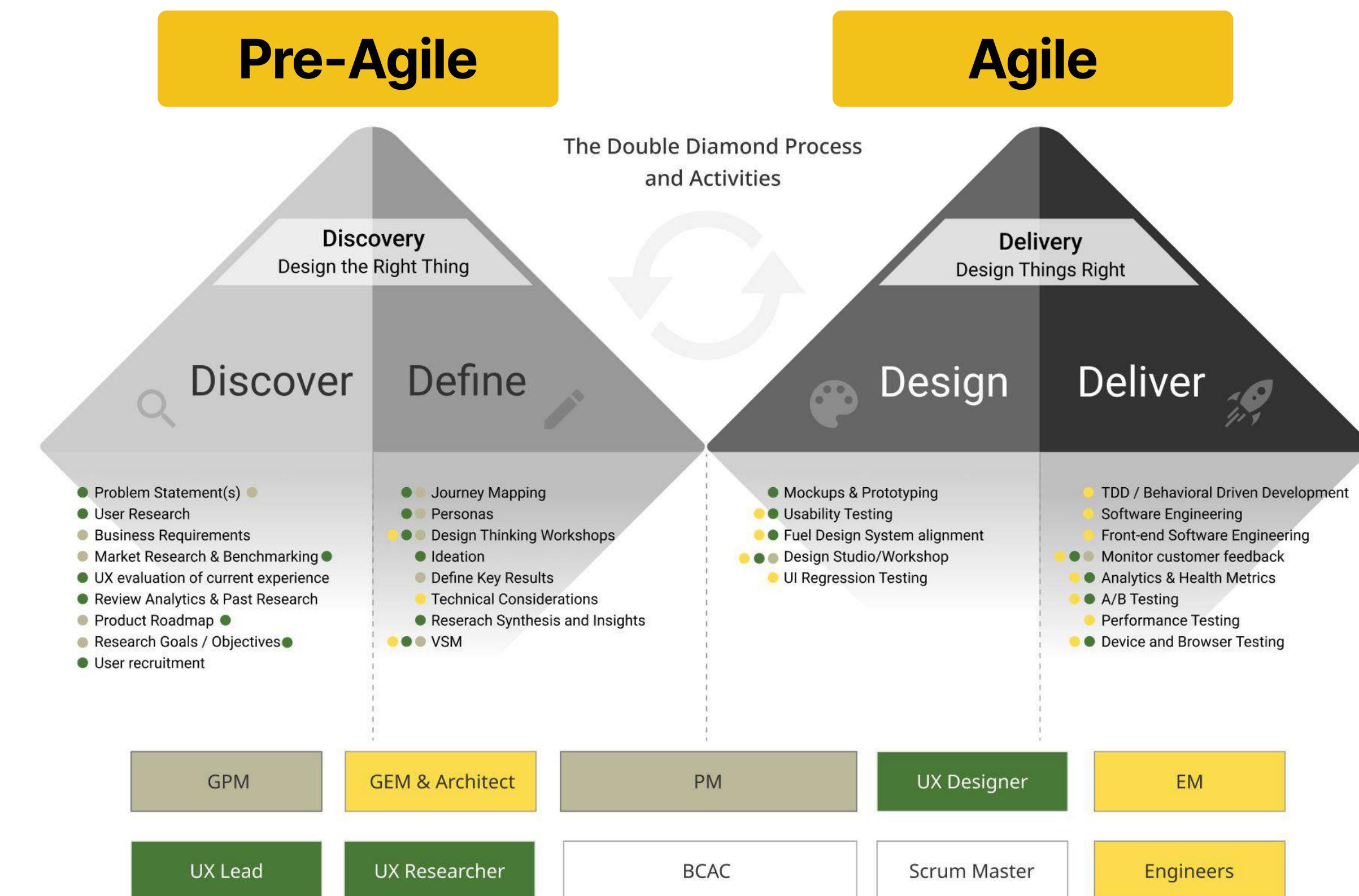
- Visual Interface
- Fuel Component Library
- Supported Use Cases and Screen Sizes

A high-fidelity screenshot of the Order Viewer interface. The top navigation bar includes the 'JOHN DEERE' logo, 'DEERLAND' dealer name, location 'Glasgow, KY', and user 'Justin Case'. A message indicates system maintenance from 3am - 5am CST on Monday April 15, 2024. The main area is titled 'Order Viewer' with a sub-section 'Parts'. A search bar with placeholder 'Search orders' and a date range selector are present. A table lists 200 total orders with columns: STATUS, CUSTOMER NAME, ORDER ID, FULFILLMENT, and ORDER DATE. The first two rows are highlighted in red, indicating they require urgent attention. A message at the bottom left states '2 parts orders need urgent attention. They've been moved to the top of the list for your review.'

STATUS ↑	CUSTOMER NAME ↑	ORDER ID	FULFILLMENT ↑	ORDER DATE ↑
New	Emilia Vogel	47594833	Ship To Me Pick Up	Mar-13-2024
On Hold	Emilia Vogel	47594833	Ship To Me Pick Up	Mar-13-2024
New	James Brewer	08694837	Ship To Me Pick Up	Mar-15-2024
Ready to Ship/Pick Up	Cloé Maria Perez	29585745	Ship To Me	Mar-15-2024
Ready to Ship/Pick Up	Marilyn Schmidt	79583742	Pick Up	Mar-15-2024
Processed	Leon Schröder	57583275	Ship To Me	Mar-14-2024

Outcome and Methodology

Once in production, the team would track impact to success metrics including dealer utilization.



Design Systems

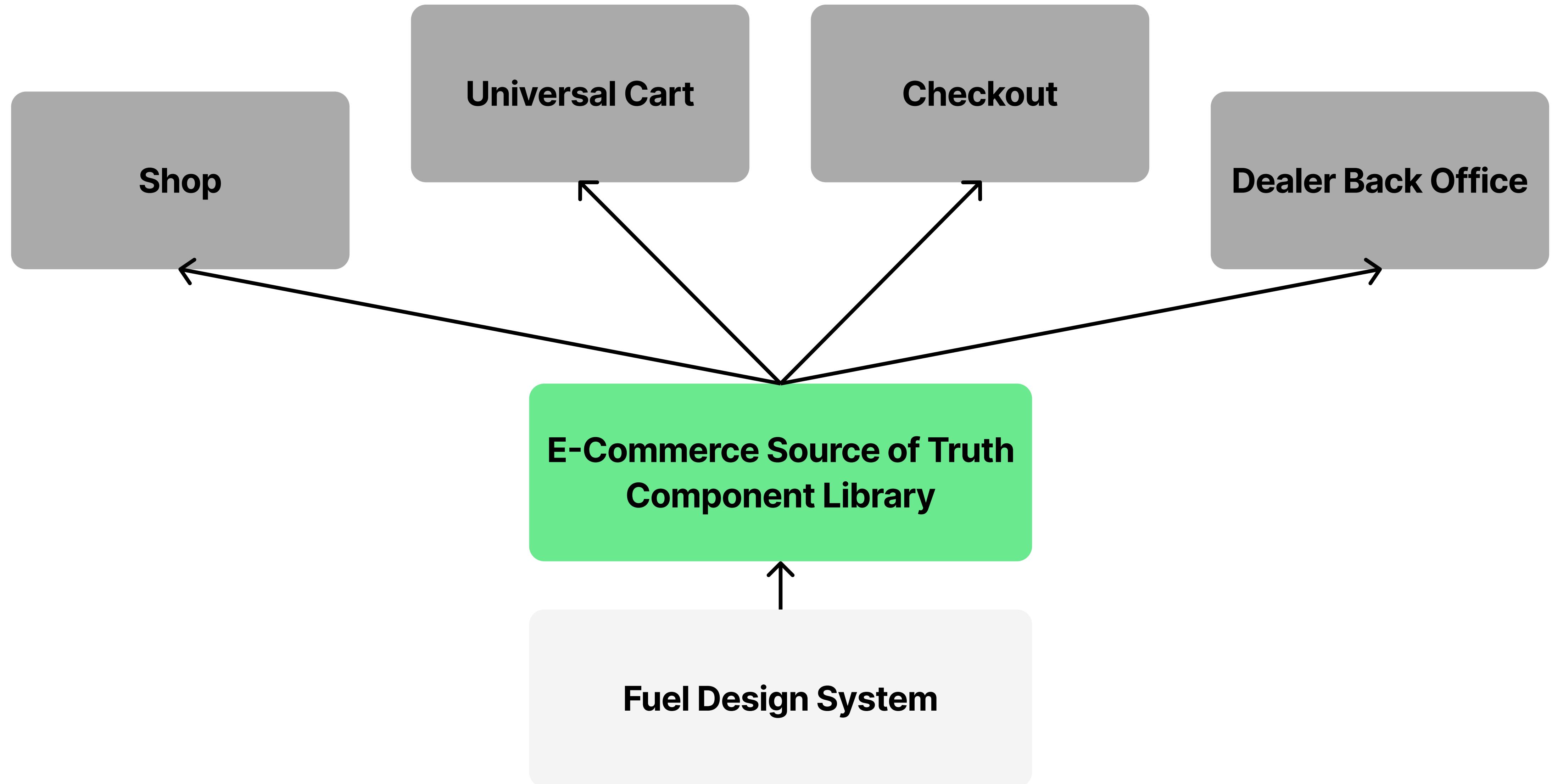
At John Deere, Mai concepted a componentized source of truth as a bridge between the Fuel design system and E-Commerce product design. This resulted in increased utilization of Fuel and more consistency in patterns across E-Commerce.

Source of Truth

E-Commerce Design Operations

John Deere

Setting a Vision



Establishing a Process

Planning

Mai created a spreadsheet and collaboratively mapped out components needed for each screen, plus config options for each.

Prioritization

Ranked components where we could immediately benefit from componentization first.

Execution

Team set out learning about Fuel and building components on branches.

Testing

With every “batch”, Mai conducted testing sessions to identify bugs and create alignment across team.

Publish

Mai merged approved branches into library, which pushed to all instances into the product design files. Made any notes in version and decision log.

Usage

Intended to use feedback from product designs to inform backlog for any future improvements or enhancements.

File Structure

This screenshot shows a Figma interface with a sidebar on the left containing a 'Source of Truth' dropdown set to 'Free', a 'Pages' section with various components listed, and a 'Layers' section at the bottom. The main canvas displays a 'Cart' screen. On the left, there's a 'Cart ID Header' component. The central area contains a 'Product List' component with several items and a 'Fulfillment' component below it. At the bottom, there's an 'Order Summary' component with sections for 'Coupon', 'Sales and Promotion/Dealer', and 'Fr...'. The sidebar lists components such as Cover, Design Decision Log, Nav Bar, Home, PDP, PLP/SRP, Category, SBD, Cart, Mini-Cart, Checkout, Dealership Logos, and historical reference and file organization information.

File Structure

Mai set up the Figma pages to correspond to key E-Commerce screens. Page content is structured in table format, with the idea being to display the screen on the left (ie. the “cart” screen), and then scroll right to see how the screen breaks down into components.

This screenshot shows a 'Decision Log' page in Figma. It features a 'Decisions and reasons' table with columns for Topic, Description, Why, Status, Date Approved, and Logged By. The table includes rows for various decisions such as 'Alert' (to mirror what we currently have in production), 'Quantity Stepper' (Anna-Dawn created shop quantity stepper instead of using one from Fuel design team), 'Added To Cart List' (removing an image from the 'Added to cart' list), 'Added To Cart Quantity in List' (saving space by limiting items to 3), 'Cart ID Tooltip Icon' (removing an info icon that didn't make sense), 'Alert Functionality' (adding reason for alert functionality), 'Toast Functionality' (adding reason for toast functionality), and 'Externalized Checkout Icon Mobile' (removing icons from mobile checkout). A note on the right side states: 'One category to provide additional information without clutter around your decisions.'

Decision Log

Mai created this as a reference for why agreements were made, so that reasons could be revisited in the future as needed.

Defining Success

In terms of metrics:

- increasing instances
- decreasing ratio of detaches:instances

are two indicators to Mai that the components are working well for the consumer teams.

Because a design system should make product design workflows more efficient, and it should make product design output more consistent.

UX Mentorship

Outside of work, Mai spent time mentoring designers formally at Avocademy and informally upon request by new and aspiring designers.

Original Design

UX Mentorship

Outside of work, Mai spent time mentoring new and aspiring designers at UX school Avocademy. Shown on the right is a design Mai created as part of testing to become a mentor.

Mai's Redesign

Thank You!