

# **Maitri Shah**

Creative Leadership & Strategic Operations

**Personal**

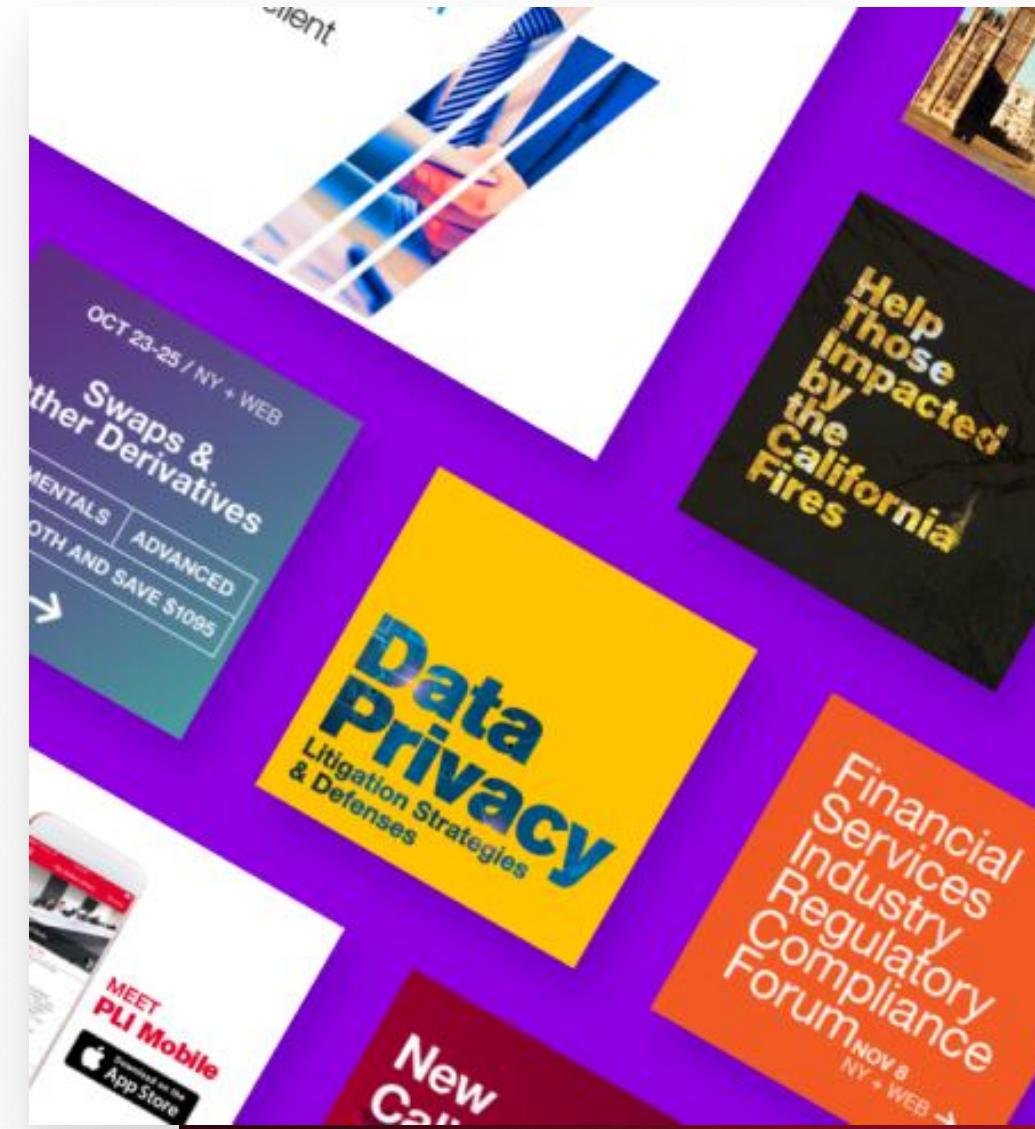
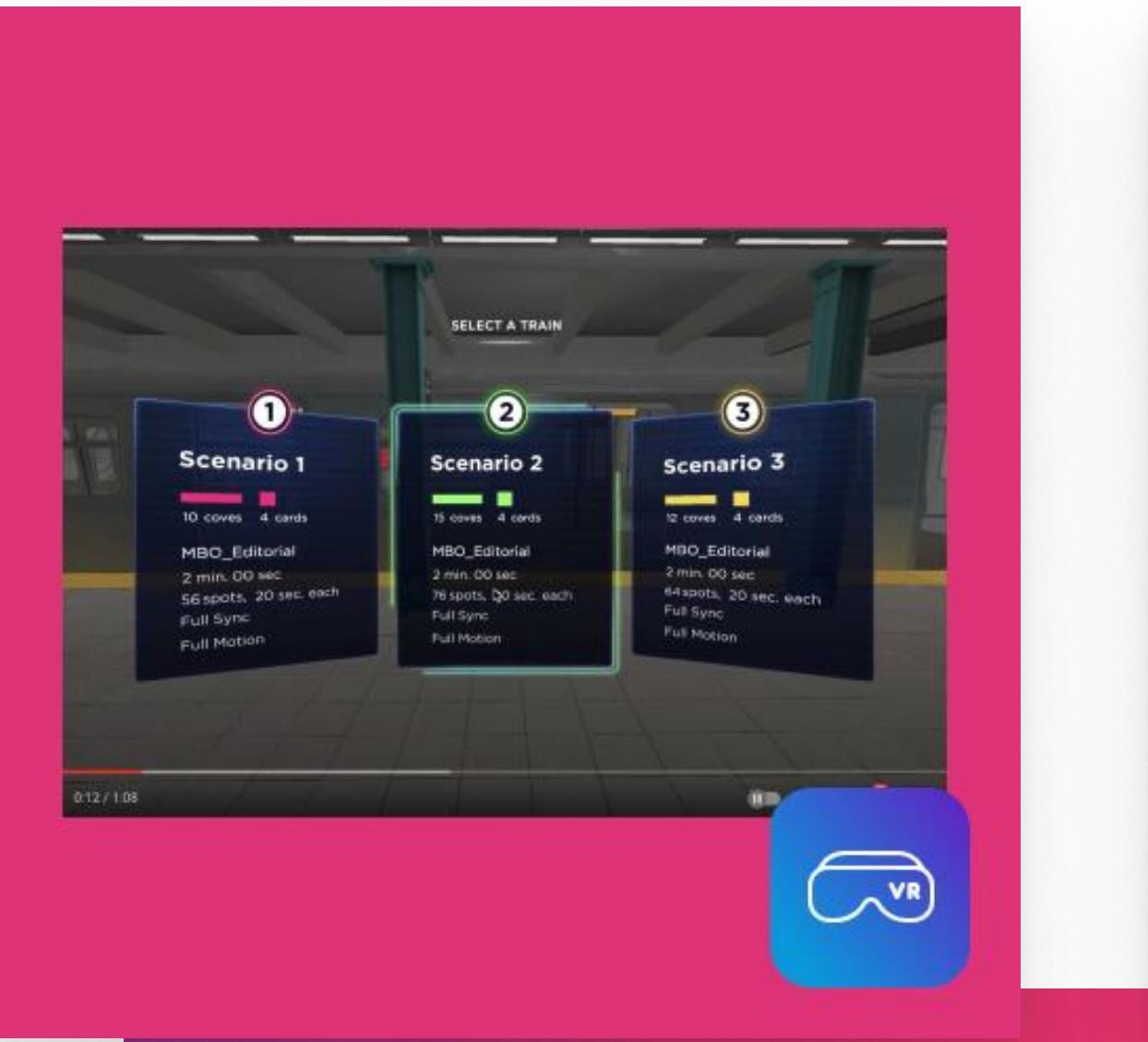
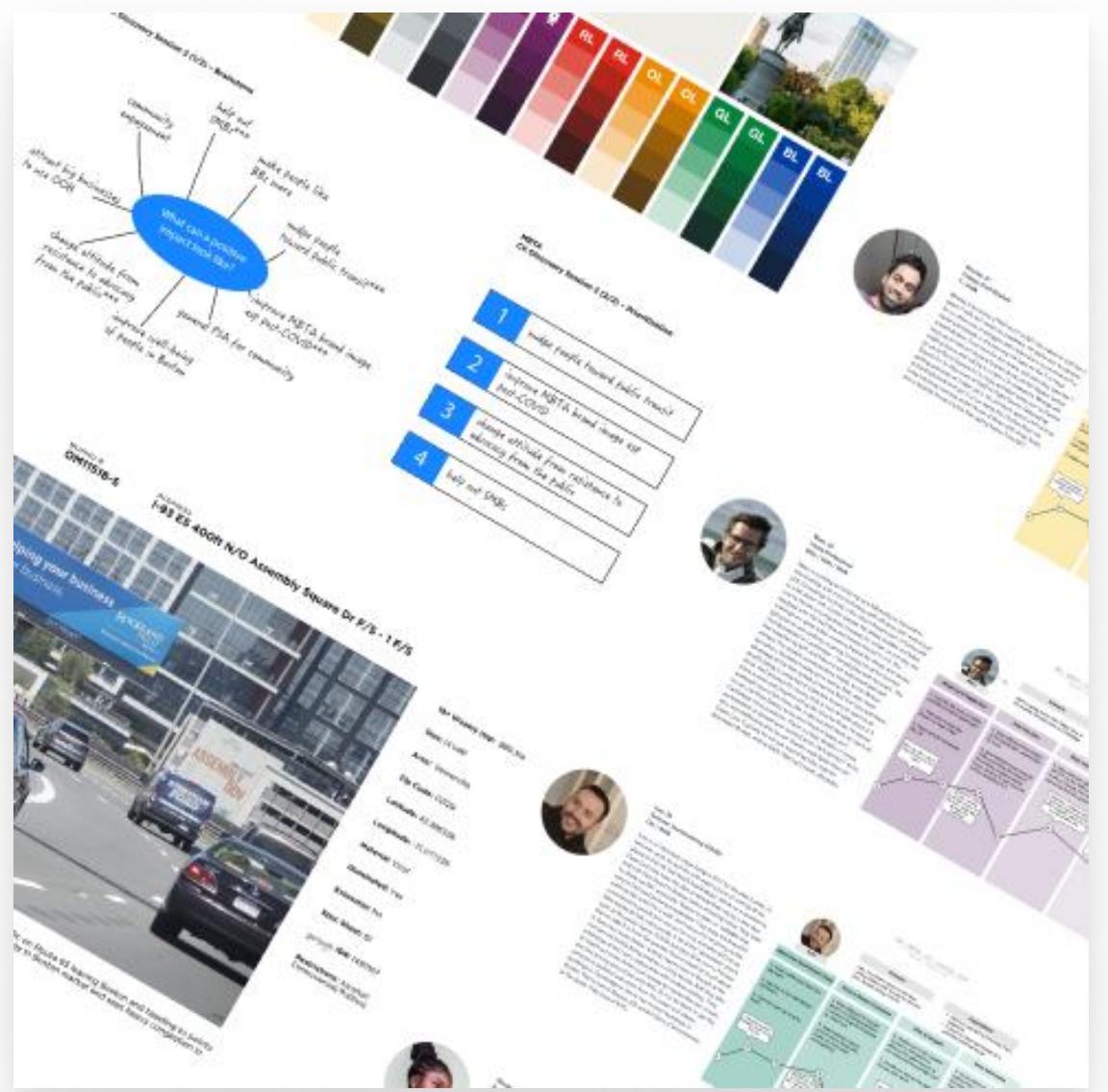
# **What Design Means To Me**

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.

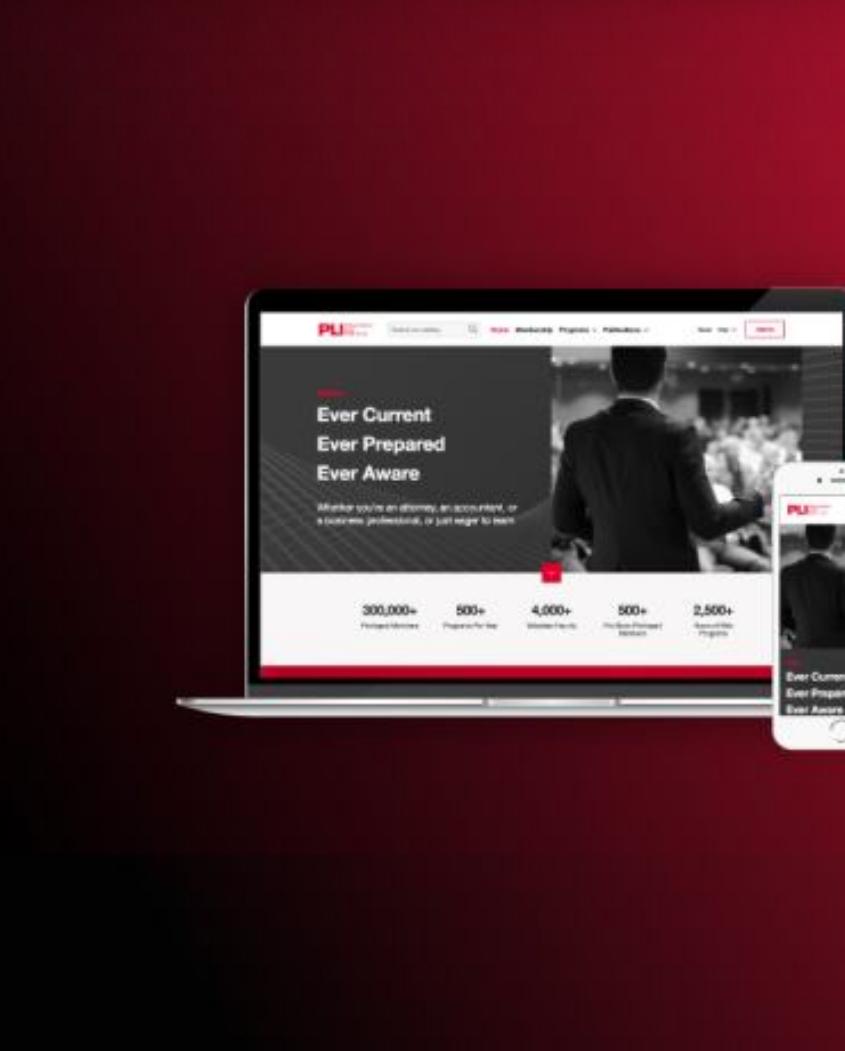
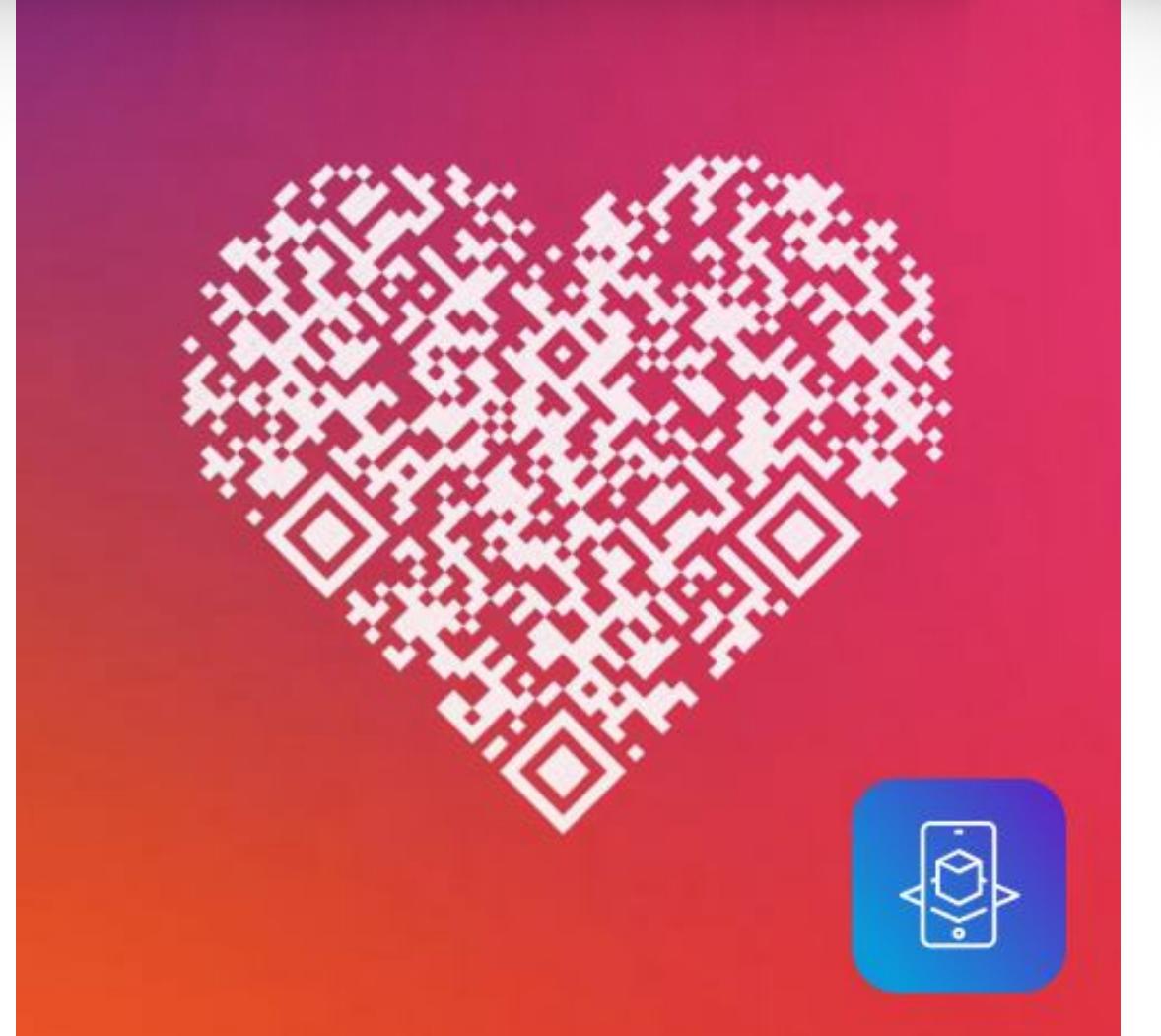


# Professional Experience



<https://maitrishah25.github.io>

Product Design  
Design Systems  
User Experience Design  
Visual Design & Illustration

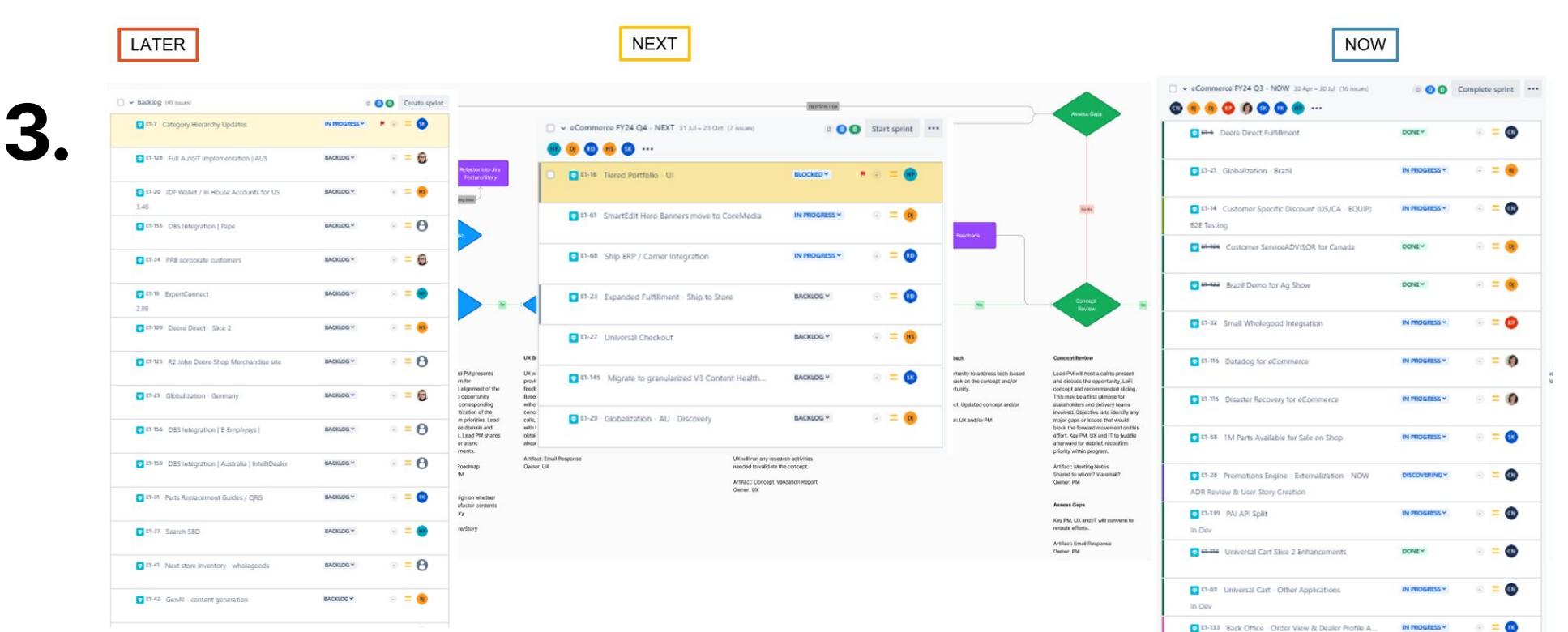
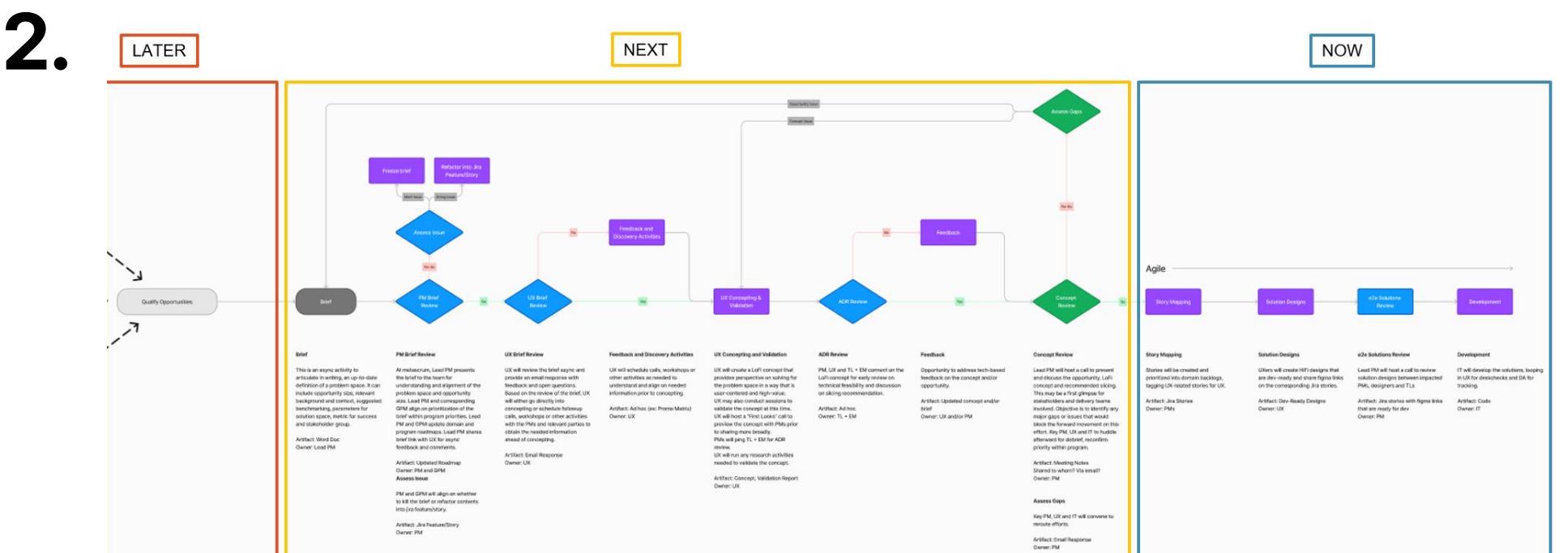
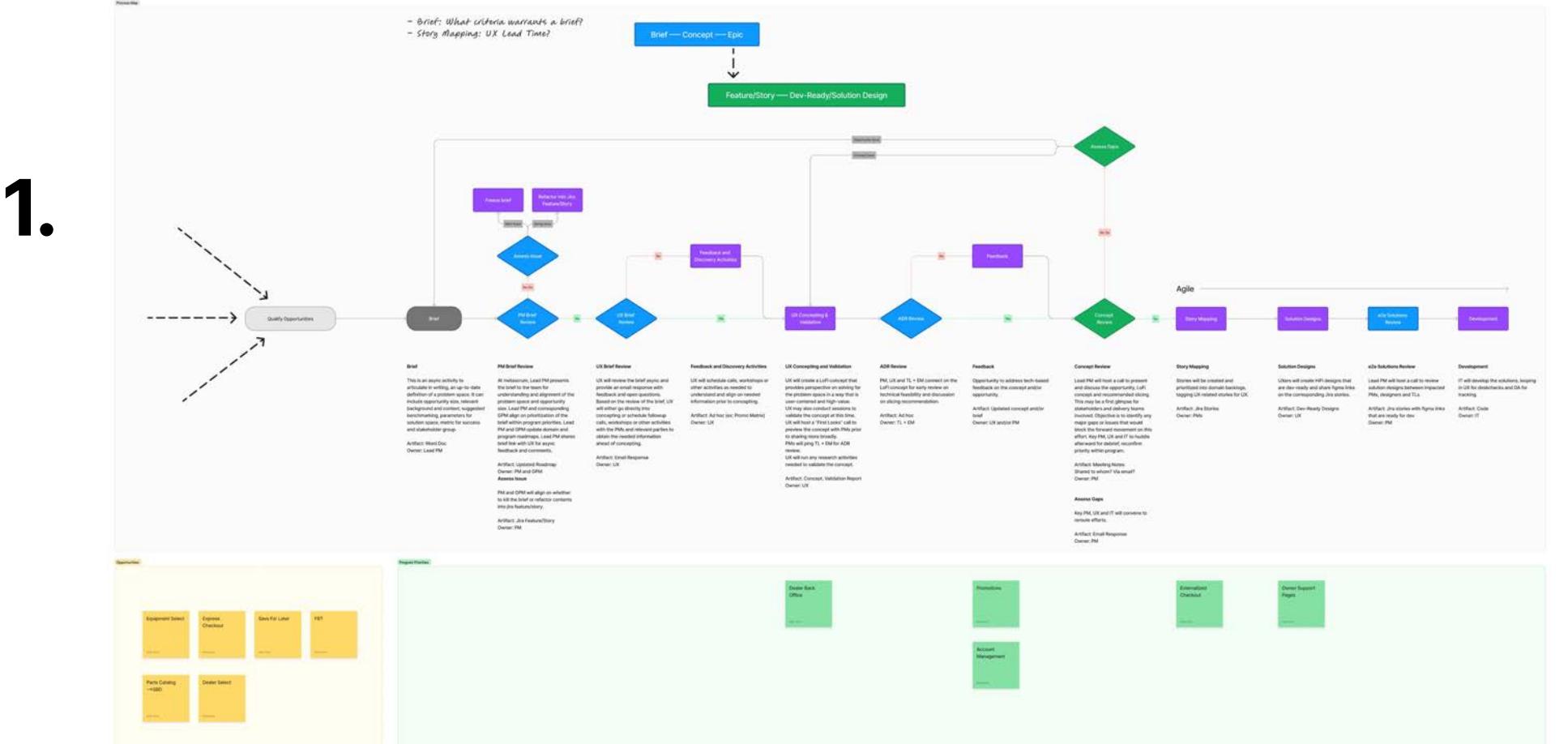


# **UX Ops/Process**

**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

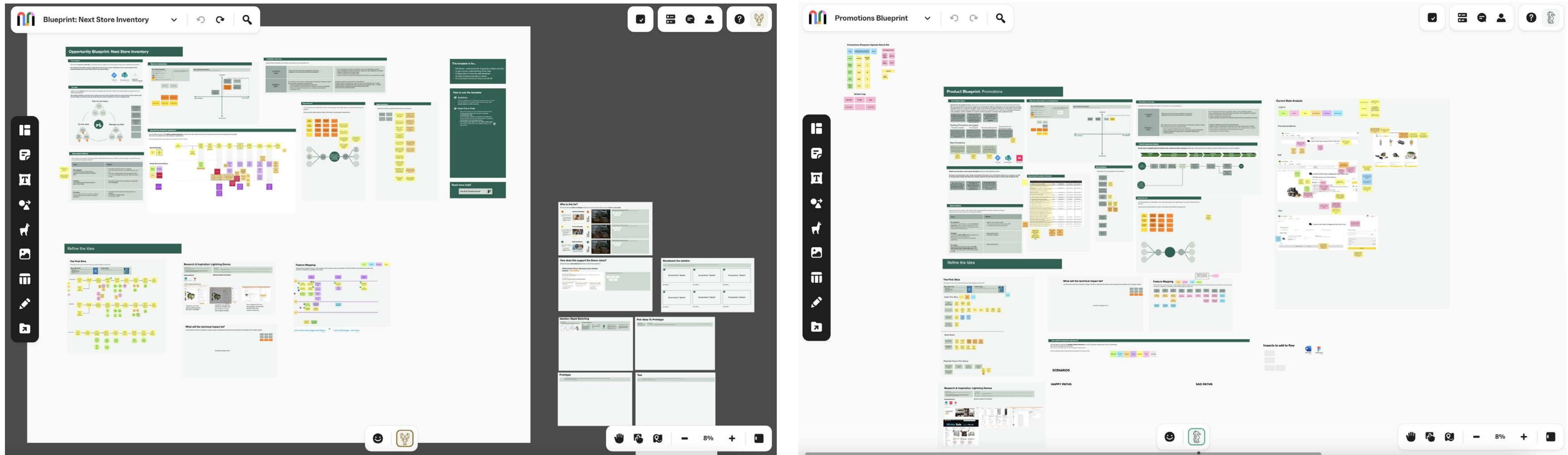


# **UX Strategy**

**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.

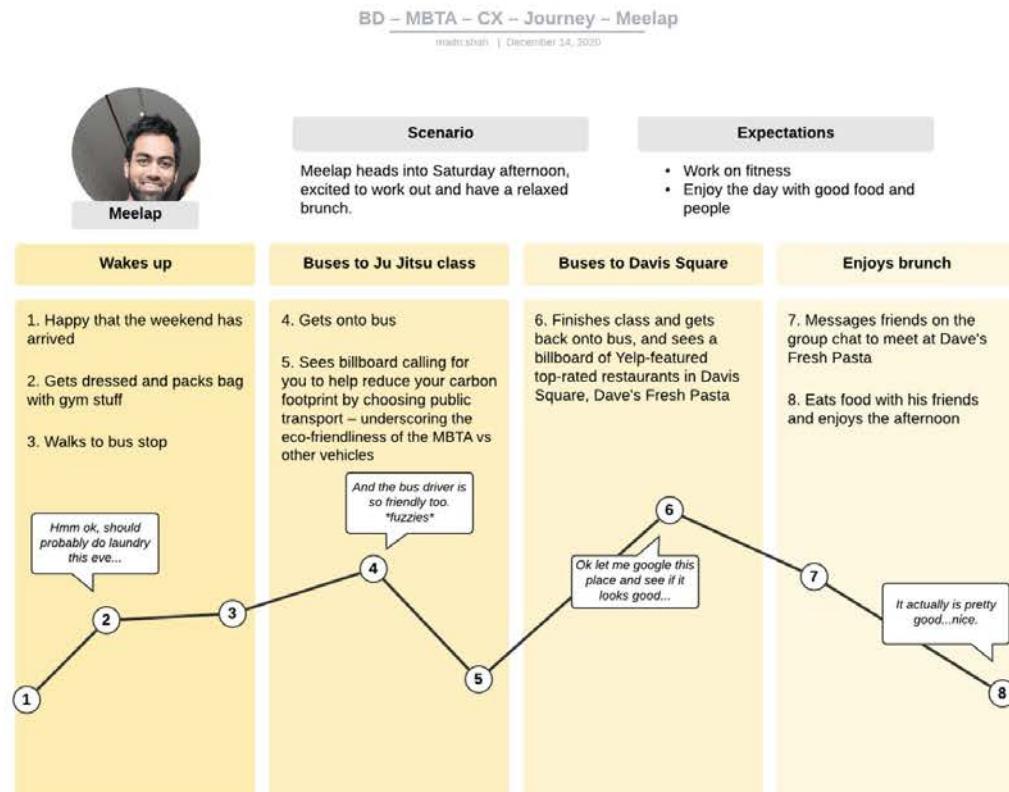
# Personas – CX Strategy Sample for MBTA RFP Response (Multimillion-Dollar Deal Secured)

## Outfront Media



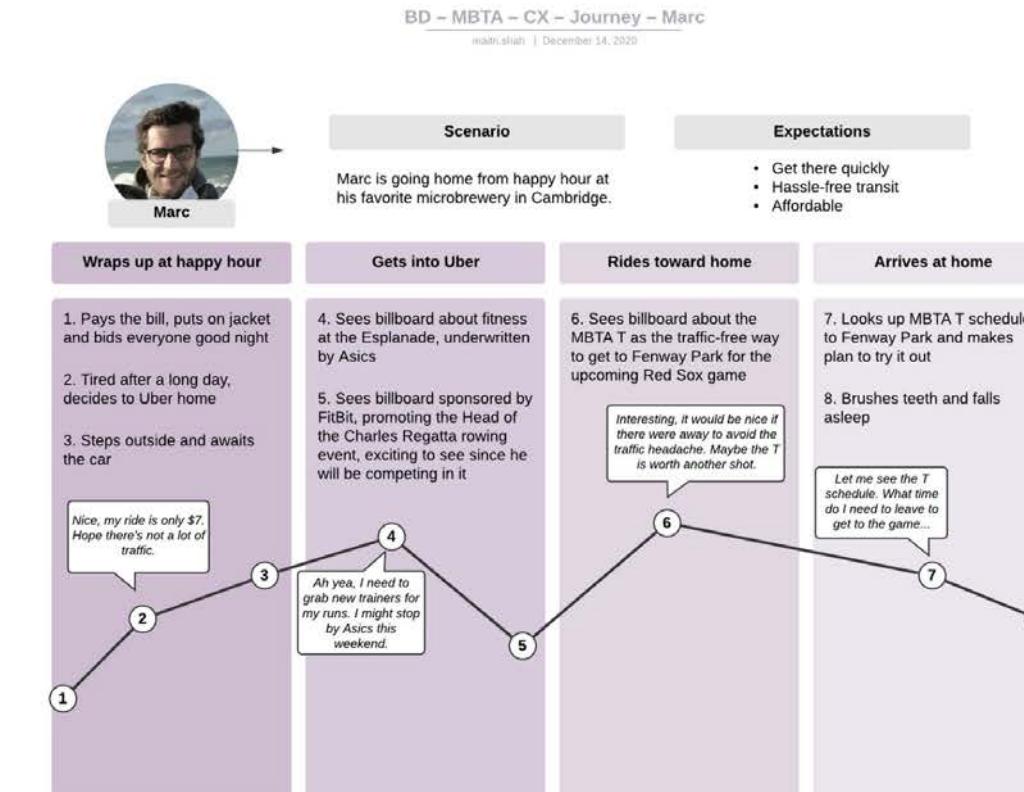
Meelap, 27  
College Grad Student  
T / Walk

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.



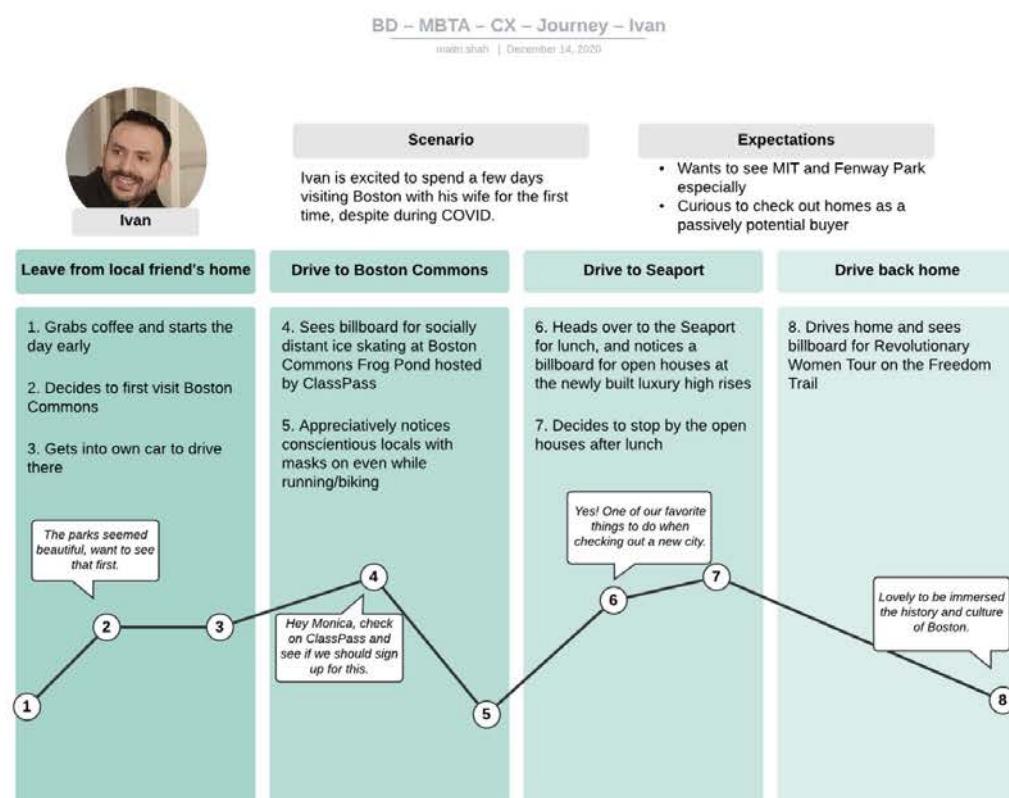
Marc, 33  
Young Professional  
Bike / Uber / Walk

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.



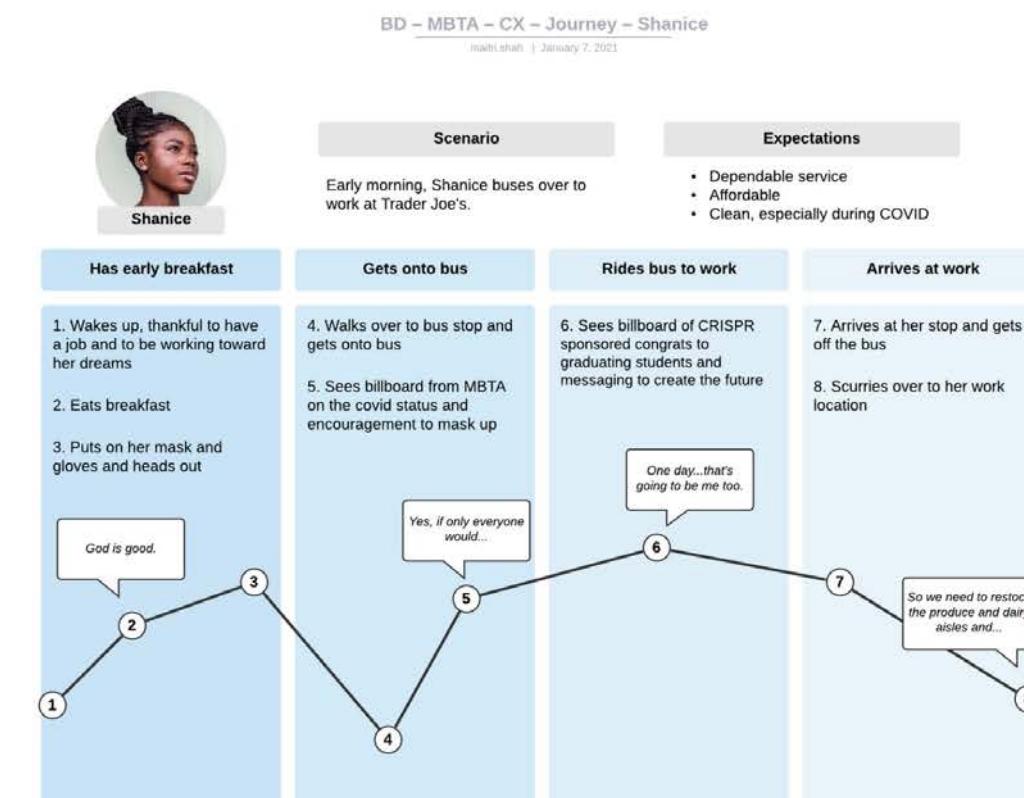
Ivan, 35  
Summer Tourist (during COVID)  
Car / Walk

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 go to bed 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

# Concept

Based on insights learned about our dealers, plus input from domain product and engineering leads, Mai created this lofi concept. Assumptions and questions were shared with the researcher to incorporate into validation testing to be done with dealers and a panel of customer support staff.

[Figma Link](#)

## CONTEXT FROM PMs



## CONCEPT FROM UX (LOFI)

### PARTS

The UX concept consists of three main components:

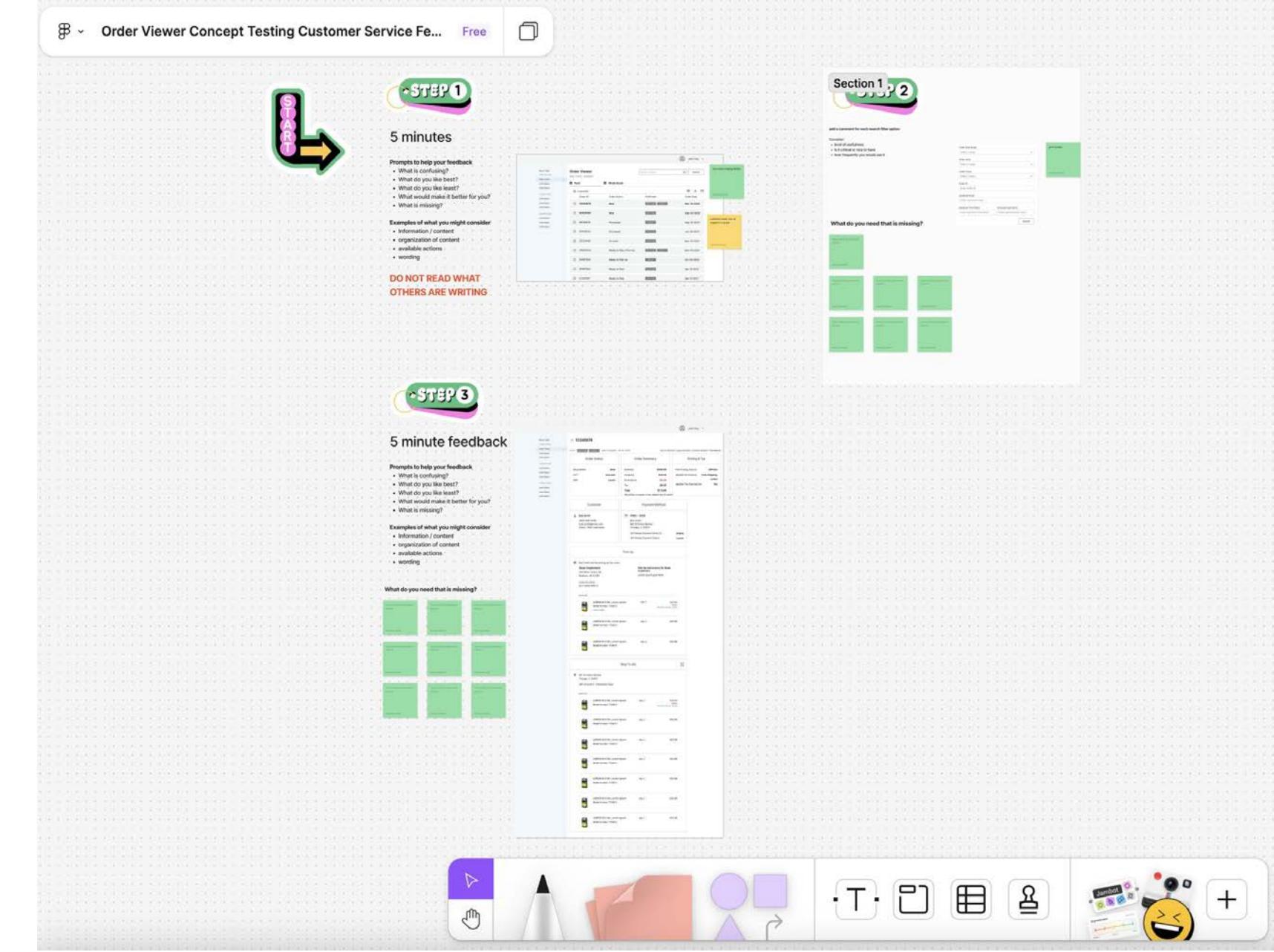
- Navigation and List View:** A screenshot of a dealer dashboard titled "Order Viewer" showing a list of orders. The interface includes filters for Order Status (New, Ready to Ship, Ready to Pick Up, Ready to Ship / Pick Up, Processed), Customer Name, Order ID, Fulfillment (Ship to Me, Pick Up), and Order Date. A search bar at the top right allows users to search for specific orders. The list displays 10 entries, each with a checkbox, customer name, order ID, fulfillment status, and date. A system-level alert at the top indicates "0 selected".
- Advanced Search:** A screenshot of the same dashboard showing an expanded search interface with more detailed filters and a larger search bar.
- SCROLLABLE AREA:** A screenshot of the Order Viewer showing a red box highlighting the list area, with the word "SCROLLABLE" written vertically next to it. A red arrow points to the bottom of the list, indicating it is scrollable.

# Research to Validate Concept



## Interviews with Dealers

Here we were able to confirm that the product thumbnails were valuable in the order detail view as staff would print these out as reference when fulfilling orders. We also learned that they often searched orders by customer name, so we made sure to include this parameter in the list view and advanced search options.



## Workshop with Customer Support Staff

Here we learned that customer support staff relied on all of the ID numbers listed in the order detail because they are still working across those systems, so we made sure to keep this data on the screen for them to be able to best support our dealers.

# Concept Review

This slide illustrates the 'Order Issue' process across different channels. It features a central circular diagram with 'Customer' at the top, 'Dealer' at the bottom left, and 'Deere' at the bottom right. Surrounding the circle are various interface snippets: 'Ecomm email' (DBS), 'Ecomm pick ticket', 'Find details for Order #30126334' (DBS), 'DBS ecomm queue', 'Stripe', 'Support request', 'Query from tech team', and 'Hybris Cockpit'. A red callout box states 'Channel DBS integration required'.

This slide focuses on UX design and usability research. It includes a bulleted list of findings: 'Created UX Scope & Brief', 'Created lo-fi design', 'Conducted 5 US/CA/UK Dealer & 1 Support UX virtual feedback sessions, with top feedback: Orders needing attention should be easily identifiable, Different roles have different order viewer needs, Dealers often search by Customer name, Use several Deere tools, design consistency makes it easier to learn and use', 'Incorporated insights into design', and 'Design Walk thru'. To the right are two wireframe prototypes of a dealer interface.

This slide presents the 'Architecture & Technical Design Review Summary & Changes'. It features a central vertical box labeled 'Backoffice BFF' connected to various external APIs: 'Orders API', 'Dealer API', 'Dealer MDM (DMD)', 'Promotions API', 'Shipping API', 'Pricing API', and 'Martech Dashboards?'. On the left, there's a 'Dealer' section with 'Data CPA' and 'Internal (Deere)' sections. A note from 'Jeff Hay' says: '@Maitri Shah @Genevieve Setchell @Felicia Knary I refined this slide based upon some of our comments over the last week or so. Any changes before Thursday? Thanks!'.

## Product

Product managers outline the opportunity space to broad stakeholder group.

## UX

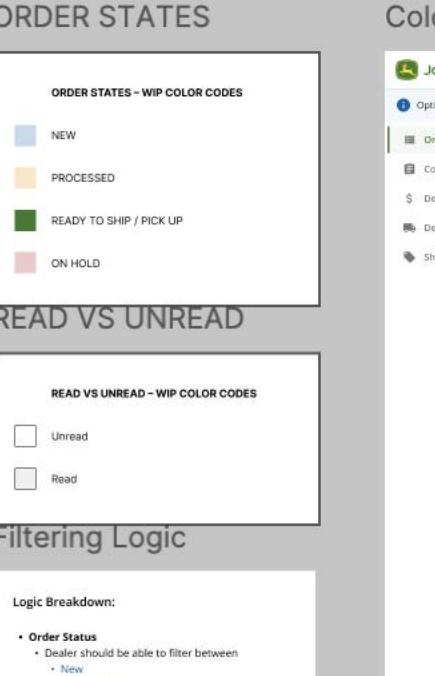
Here Mai and researcher shared insights from research and walk through the validated design concept.

## Engineering

This is a high level architecture plan.

# Next Steps

Domain teams reflected concept as epic in jira and break down into features and stories. Mai worked with design team to create hifi dev-ready designs.



**ORDER STATES**

WIP COLOR CODES

- NEW
- PROCESSED
- READY TO SHIP / PICK UP
- ON HOLD

READ VS UNREAD

WIP COLOR CODES

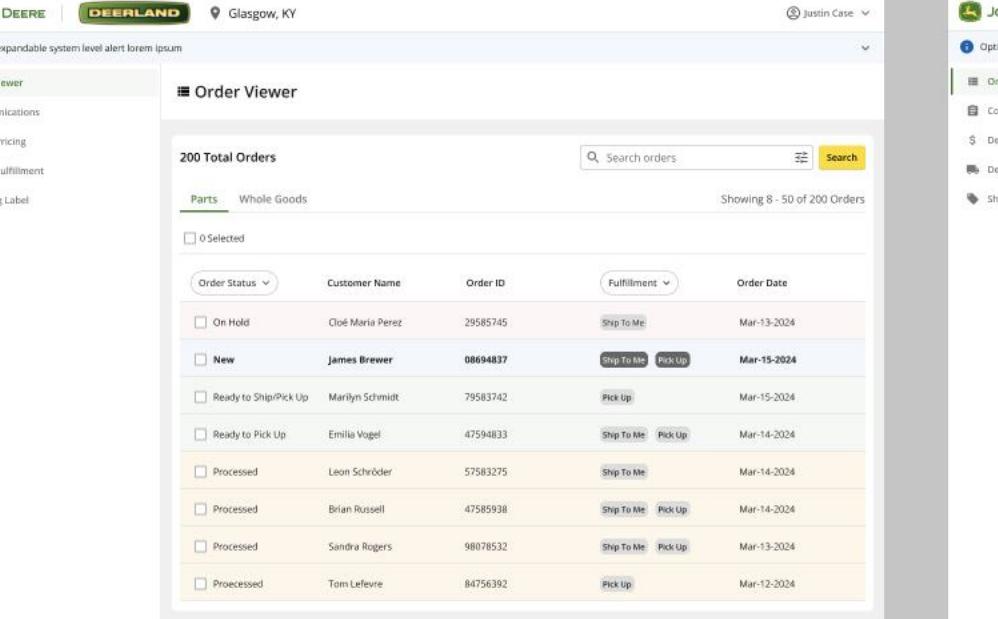
- Unread
- Read

Filtering Logic

Logic Breakdown:

- Order Status
  - Dealer should be able to filter between:
    - New
    - Processed
    - Ready to Ship/Pick Up
    - On Hold
- Customer Name
  - Unread name needs to be filtered... need to check in research on filtering
  - From research: "Customer name is critical to have upfront and center, it will customer name to be the top priority (overall view), also benefit of bringing up all orders a customer has made"
  - RESULT: Will not add filter of alphabetical for customer name except for search
- Order ID
  - No filter
- Fulfillment
  - Be able to filter and select "Ship To Me" and/or "Pick Up"
- Order Date
  - No filter needed here except in advanced search for the dealer to look up dates in-between (this comes from research)

**Color #1**

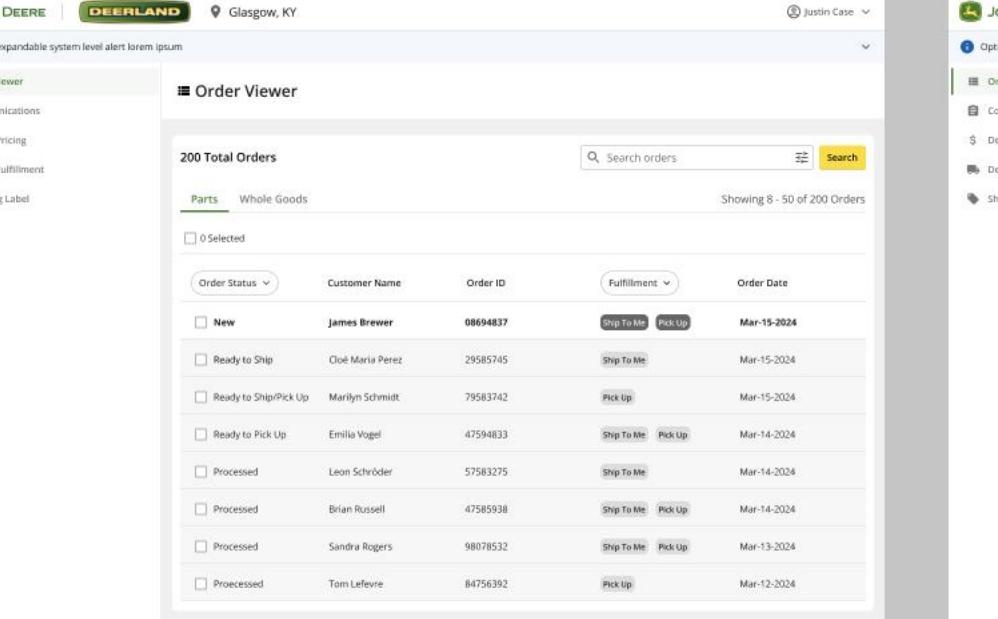


Order Viewer

200 Total Orders

Order Status	Customer Name	Order ID	Fulfillment	Order Date
On Hold	Cloe Maria Perez	2958745	Ship To Me	Mar-13-2024
New	James Brewer	08694837	Ship To Me	Mar-15-2024
Ready to Ship/Pick Up	Marilyn Schmidt	79583742	Pick Up	Mar-15-2024
Ready to Pick Up	Emilia Vogel	47594833	Ship To Me	Mar-14-2024
Processed	Leon Schröder	57583275	Ship To Me	Mar-14-2024
Processed	Brian Russell	47585938	Ship To Me	Mar-14-2024
Processed	Sandra Rogers	98078532	Ship To Me	Mar-13-2024
Processed	Tom Lefevre	84756392	Pick Up	Mar-12-2024

**Color #2**

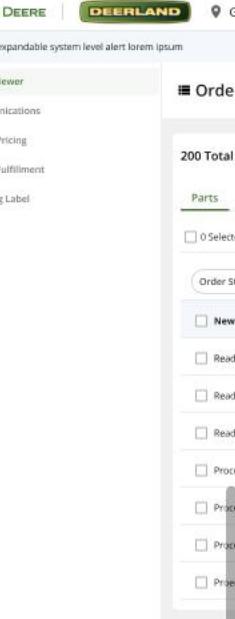


Order Viewer

200 Total Orders

Order Status	Customer Name	Order ID	Fulfillment	Order Date
New	James Brewer	08694837	Ship To Me	Mar-15-2024
Ready to Ship	Cloe Maria Perez	2958745	Ship To Me	Mar-15-2024
Ready to Ship/Pick Up	Marilyn Schmidt	79583742	Pick Up	Mar-15-2024
Ready to Pick Up	Emilia Vogel	47594833	Ship To Me	Mar-14-2024
Processed	Leon Schröder	57583275	Ship To Me	Mar-14-2024
Processed	Brian Russell	47585938	Ship To Me	Mar-14-2024
Processed	Sandra Rogers	98078532	Ship To Me	Mar-13-2024
Processed	Tom Lefevre	84756392	Pick Up	Mar-12-2024

**Color #3**



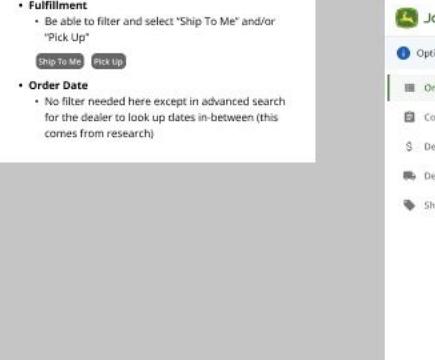
Order Viewer

200 Total Orders

Order Status	Customer Name	Order ID	Fulfillment	Order Date
New	James Brewer	08694837	Ship To Me	Mar-15-2024
Ready	Cloe Maria Perez	2958745	Ship To Me	Mar-15-2024
Ready	Marilyn Schmidt	79583742	Pick Up	Mar-15-2024
Ready	Emilia Vogel	47594833	Ship To Me	Mar-14-2024
Processed	Leon Schröder	57583275	Ship To Me	Mar-14-2024
Processed	Brian Russell	47585938	Ship To Me	Mar-14-2024
Processed	Sandra Rogers	98078532	Ship To Me	Mar-13-2024
Processed	Tom Lefevre	84756392	Pick Up	Mar-12-2024

**Advanced Search Filters**

Order Viewer: Detail View



Order Viewer

200 Total Orders

Advanced Search Filter

Customer First Name: Enter Customer First Name

Customer Last Name: Enter Customer Last Name

Order Date Range: Starts On: Select Date, Ends On: Select Date

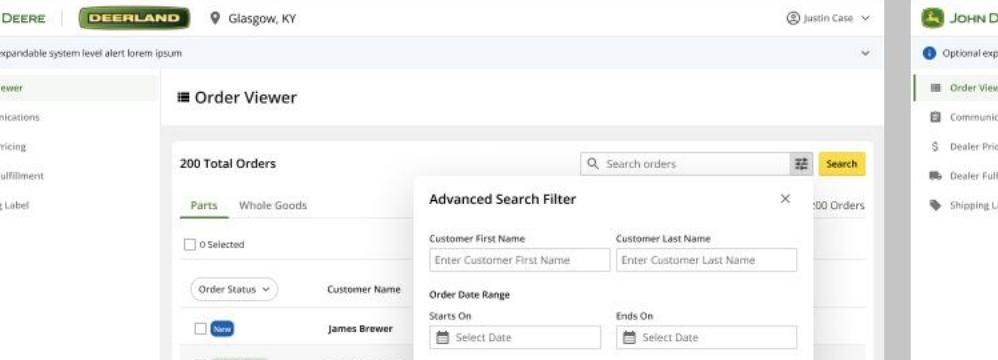
Order Status: Select status

Order ID: PO #: Enter Order ID, Enter PO #

Part/Model #: Enter Part/Model #

Customer Email: Enter Customer Email

**Order Viewer: Detail View**



Order Viewer

200 Total Orders

Customer First Name: Enter Customer First Name

Customer Last Name: Enter Customer Last Name

Order Date Range: Starts On: Select Date, Ends On: Select Date

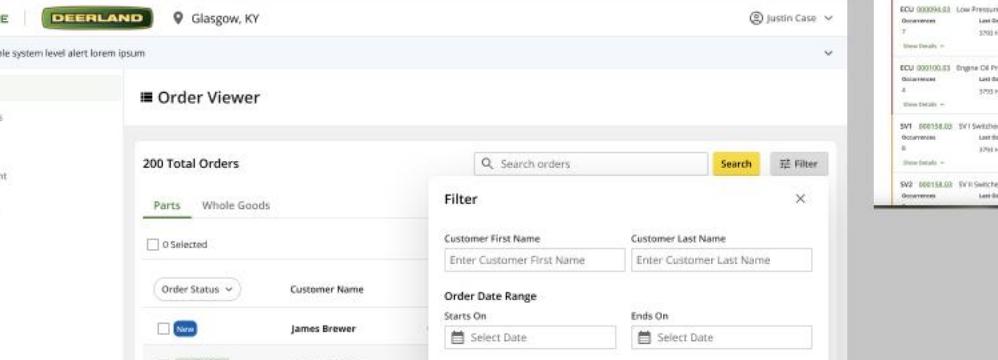
Order Status: Select status

Order ID: PO #: Enter Order ID, Enter PO #

Part/Model #: Enter Part/Model #

Customer Email: Enter Customer Email

**Order Viewer: Detail View**



Order Viewer

200 Total Orders

Customer First Name: Enter Customer First Name

Customer Last Name: Enter Customer Last Name

Order Date Range: Starts On: Select Date, Ends On: Select Date

Order Status: Select status

Order ID: PO #: Enter Order ID, Enter PO #

Part/Model #: Enter Part/Model #

Customer Email: Enter Customer Email

**Items**

Items (3)

Item Description	Model Number	Qty
LOREM-50 II OIL	TY26672	QTY: 1
LOREM-50 II OIL	TY26673	QTY: 1
LOREM-50 II OIL	TY26673	QTY: 1

**Detail View**

Detail View



Order Viewer

200 Total Orders

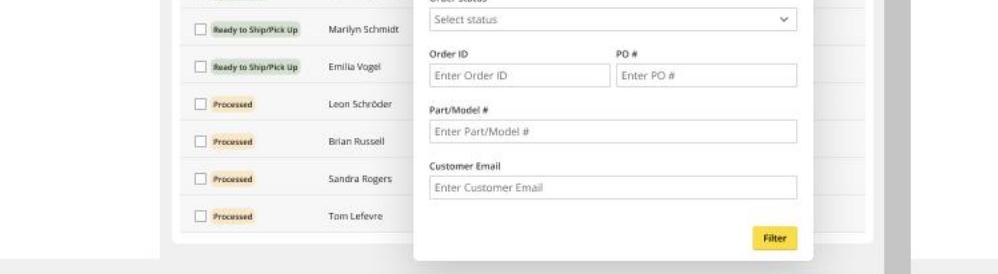
Order ID: 08694837

Customer Name: James Brewer

Order Date: 04/11/2024, 14:27 UTC

Cart ID: #12345 | Hybris #23456 | JDPoint #34567 | OM #45678

**Detail View: Re-Order View**



Order Viewer

200 Total Orders

Order ID: 08694837

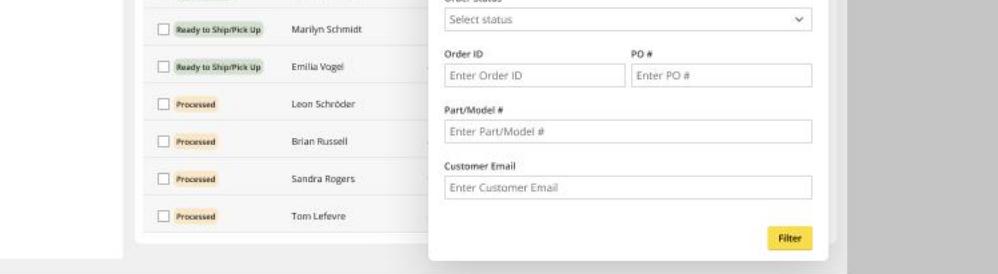
Customer Name: James Brewer

Order Date: 04/11/2024, 14:27 UTC

Cart ID: #12345 | Hybris #23456 | JDPoint #34567 | OM #45678

**Ship To Me**

Ship To Me



Ship To Me

801 W Fulton Market Chicago, IL 60607

UPS Ground 1 - Business Days

# **Design Systems**

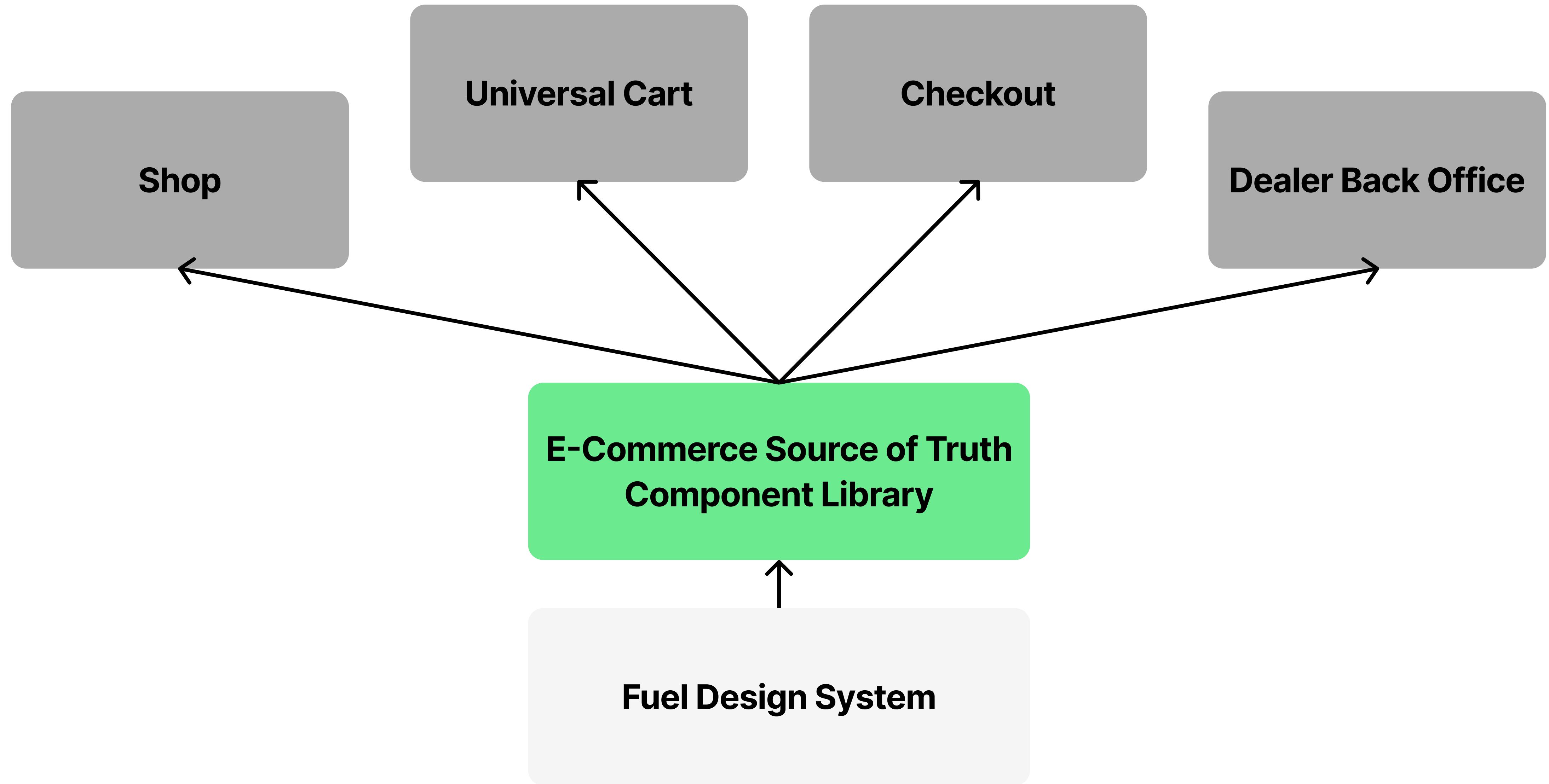
**At John Deere, Mai concepted a componentized source of truth as a bridge between the Fuel design system and E-Commerce product design. This resulted in increased utilization of Fuel and more consistency in patterns across E-Commerce.**

# **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

The screenshot shows a Figma interface with a sidebar on the left containing a tree view of files and components. The main area displays a complex component named 'Cart' which is further broken down into sub-components like 'Cart ID Header', 'Cart', and 'Order Summary'. Each sub-component has its own detailed view showing its internal structure and components.

## 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.

The screenshot shows a Figma interface with a sidebar on the left containing a tree view of files and components. The main area displays a table titled 'Decisions and reasons' with columns for Topic, Description, Why, Status, Date Approved, and Logged By. The table lists various design decisions with their rationale and details about who approved them and when.

Topic	Description	Why	Status	Date Approved	Logged By
Alert	Alert messages will live on the top for mini-cart.	To mirror what we currently have in production for Cart today.	Approved	5.7.24	Elena Seo
Quantity Stepper	Anna-Dawn created shop quantity stepper instead of using one from Fuel design team.	A couple years ago, UX Designers from the consultancy talked to Delivery when the DS team. At that time the DS team did not have a component. I believe that is why we built our own.	Approved	5.7.24	Elena Seo
Added To Cart List	When a customer goes from guest to logged in, everything in their cart merges and there is an alert with a list to let the customer know what items were added to the cart. We had to make a decision whether the list will follow the "removed from cart" design.	Although the "Removed from cart" design shows an image of the item, for "Added to cart", we removed the image due to it taking a lot of real estate.	Approved	5.30.24	Elena Seo
Added To Cart Quantity in List	The # of items shown before it is pushed under the "View More" is 3.	To save space, we limited it to 3 items.	Approved	5.30.24	Elena Seo
Cart ID Tooltip Icon	The Cart ID info icon was removed. It originally would open up a popup with text saying "Need Help?". This provided information to the customer service.	The info icon did not make sense to hold the customer service information. The info icon looks like the info icon in the footer, so I just left it there. Additionally, customer service number lives in the footer and the customer can type on google for John Deere's customer service number.	Approved	5.30.24	Elena Seo
Alert Functionality	Description	Reason	Pending	xxx.x	Elena Seo
Toast Functionality	Description	Reason	Pending	xxx.x	Elena Seo
Externalized Checkout Icon Mobile	In the desktop design for the externalized checkout, there is an icon in each section. Mobile will not have the design.	In order to optimize space, we opted to remove the icon only in mobile.	Approved	6.7.24	Elena Seo

## 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.

# **Thank You!**