



@rewritablehere



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Sometimes you stumble upon cool stuff in your project like e.g., if you were to ask your client to showcase your application as if he/she has built it, you have a gold mine of information waiting for you. Every place they err or fumble is a user research point for you!



# Assortment Planning Tool

## for CPG industry

A cloud platform which will take all the inputs from sales hierarchy & speaks back to them seamlessly, helping book perfect orders at every store!



The screenshot displays the iSTORE Assortment Planning Tool interface. At the top, there's a header with a back arrow, the title 'iSTORE', a date range selector set to '1 AUG - 1 SEPT 2015', and a menu icon. On the left, there are three icons: a map of India, a person icon, and a cube icon. The main area is divided into sections:

- National Performance:** Shows a progress bar for 'Achievement in Sales Value' (INR 1100,123,40 / 3600,000,00) and a status '164 days left'. A button labeled 'Year to Date' is highlighted with a cursor.
- Regional performance:** A table showing KPIs for different regions. The table has columns for Regions, iStore KPIs (Red Stores, SL, YL, RL, OL), Total Lines sold per Store, Ru/Ec, and Month to Date Achievement in Sales Value. The 'North' region is selected, showing values: 15, 87, 15, 87, 15, 87, 131, 3758. Below the table are growth percentages: +15%, +26%, +26%.
- Product Line Performance:** A pie chart showing the distribution of product lines. The legend indicates:
  - Star Line in %: 35 ↑
  - Yellow Line in %: 22 ↓
  - Red Line in %: 15 ↓
  - Orange Line in %: 7 ↓

# Demand Planner

Mr.Johnson can choose to filter the entire assortment for a particular geography, product category all the way to the SKU and tweak the quantity of stock needed to be released for the next operating cycle accurately..

Only the item to be tweaked, can be done so inline, allowing the UI to be cleaner than an excel sheet without really having all those borders and still communicate its need and order.



The screenshot shows the Demand Planning application on an iPad. The top bar displays the device as an iPad, the time as 12:58 PM, and a battery level of 100%. The main header reads "DEMAND PLANNING" with a back arrow, and below it are filters for "2171 all 0 revised" and a date range "2 Feb 2020 - 1 Mar 2020".

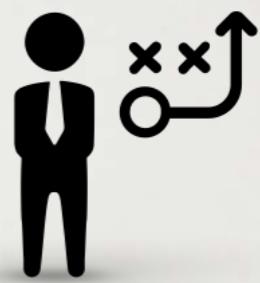
The central view is titled "india" and shows a search bar with "Search in 25560 SKUs" and a magnifying glass icon. There are also icons for a globe and a cube.

The data is presented in a table format:

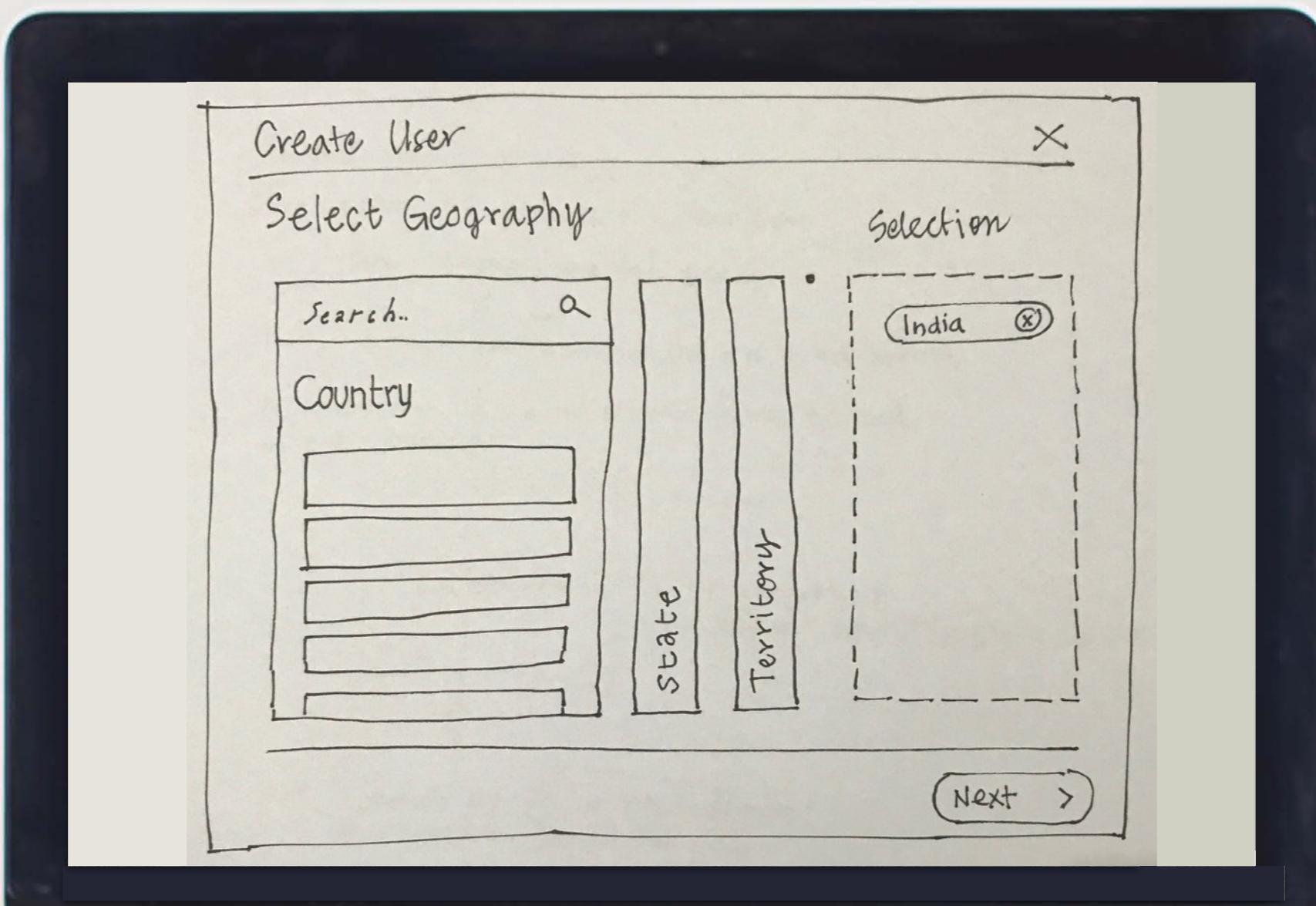
Assortment	Cross Sell (in units)	Must Sell (in units)	Target (in '000)
Processed Foods	223	600	
Beverages	223	600	
Dry Foods	223	223	
	Total (MS + CS) in '000 .....	300	600
Prepared Meals	223	600	
Cosmetics	223	600	
Toiletries	223	600	
Over-the-counter Medications	223	600	
Candy	223	600	

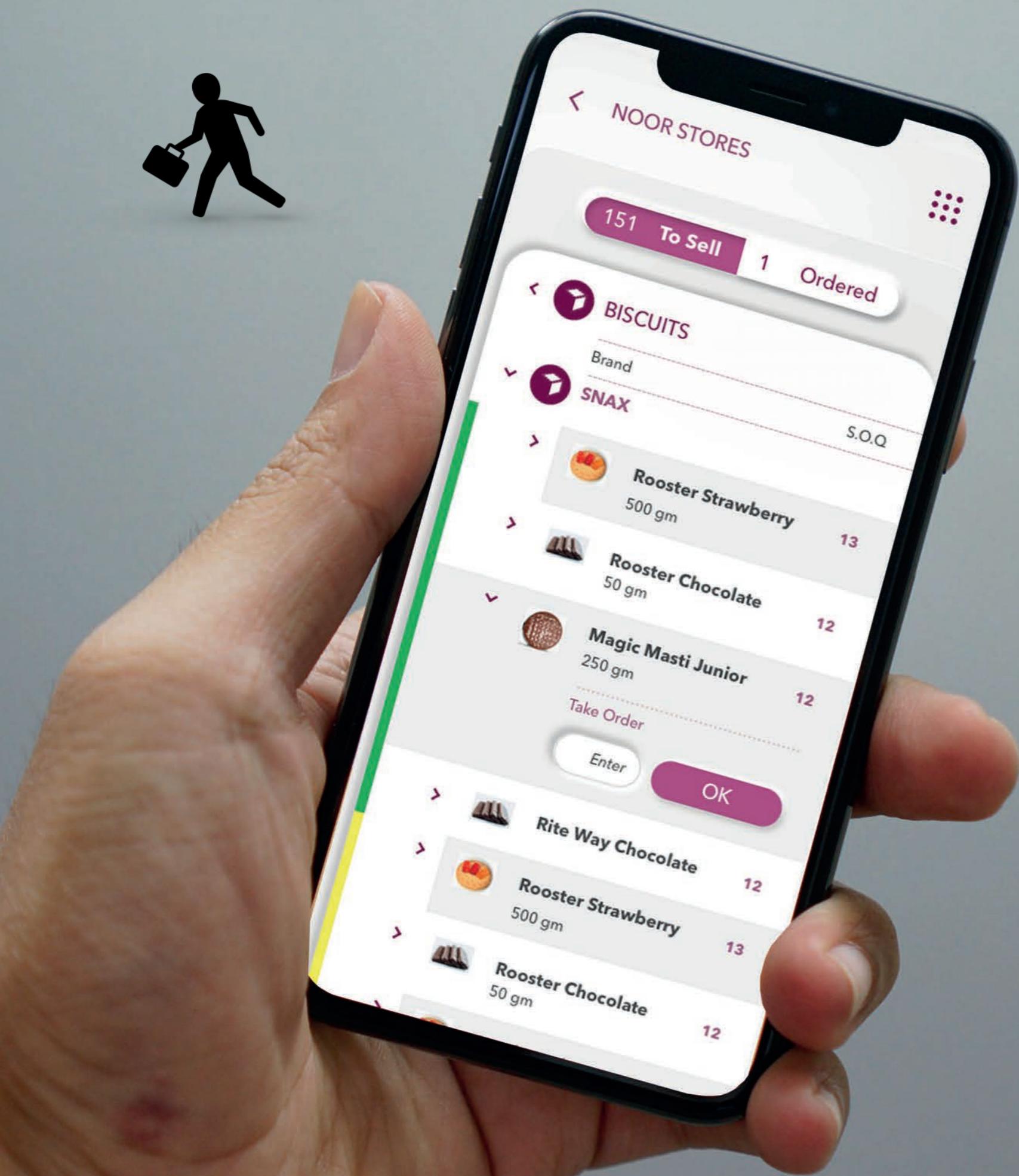
# Demand Planner

While configuring data access to a sales user, we have multiple set of data like countries, regions, cities, etc. that run into long lists but we don't need all of them open at the same time. Based on the selection from the first, gives us a filtered list of the second and so on.



Using a vertical accordion worked like magic here for a Assortment Planning tool. Breaking the pattern of accordions being only vertical or horizontal and crafting something that marries the two!





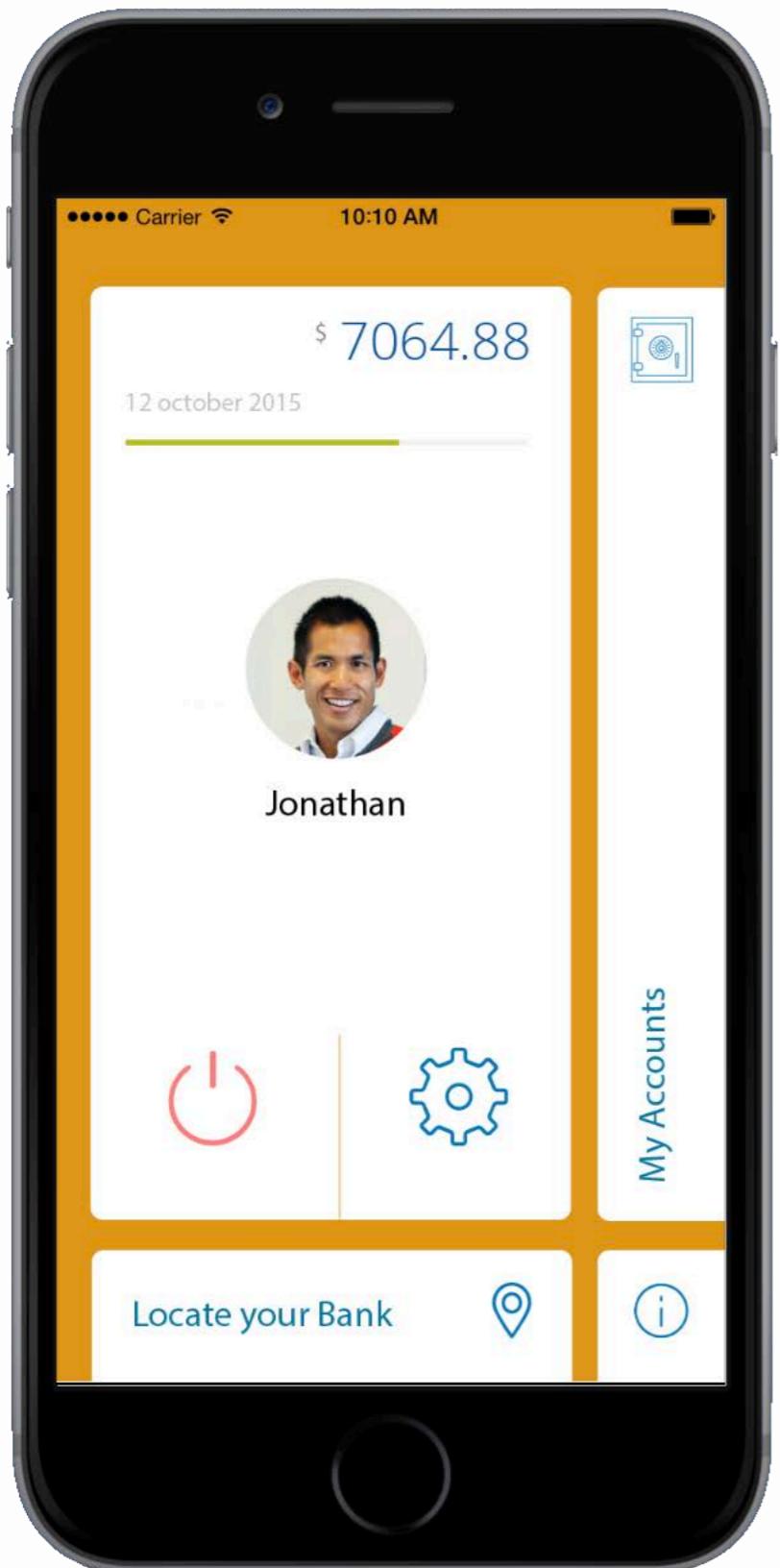
## Sales Personnel

They go around their beat for the day visiting shops to book orders. We made an app that would predict out of order, capture it on fly and look and also feel like a notebook - additionally using the perks of technology like colour coding, real-time figure updates, etc.

- WHAT TO SELL
- HOW MUCH TO SELL
- WHEN TO SELL

Very Contextual.  
Very now.





## Bank slips/cards

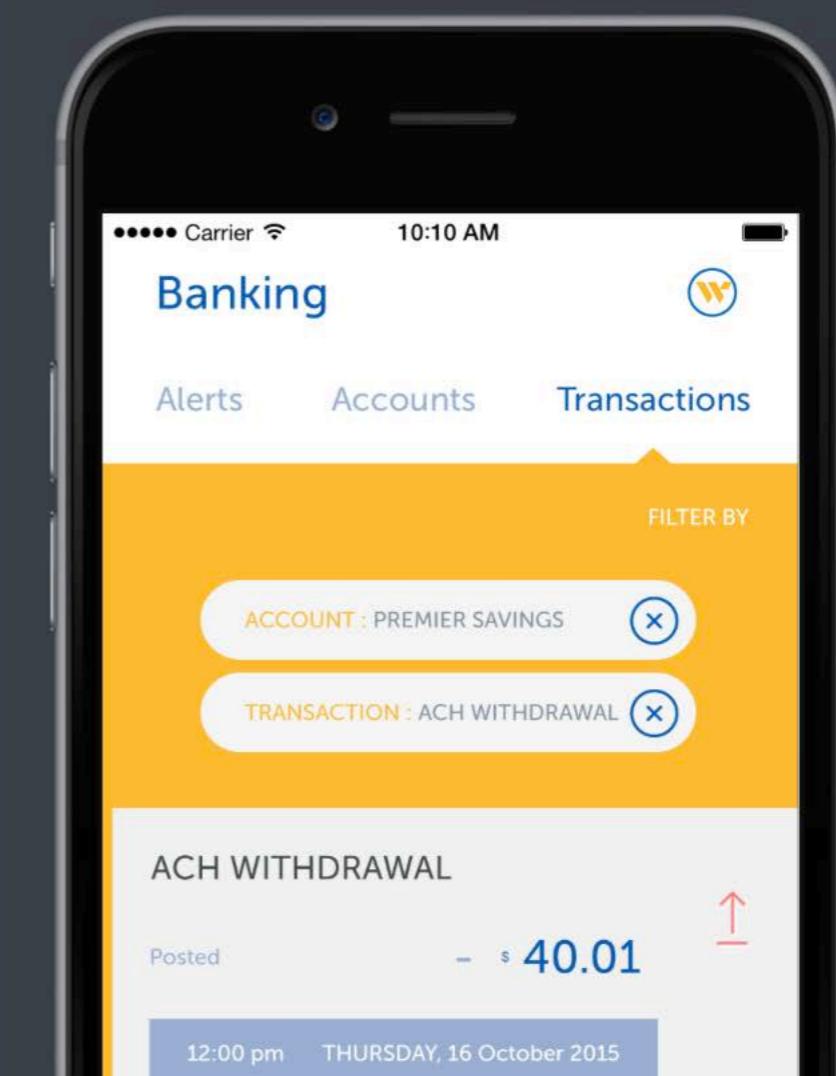
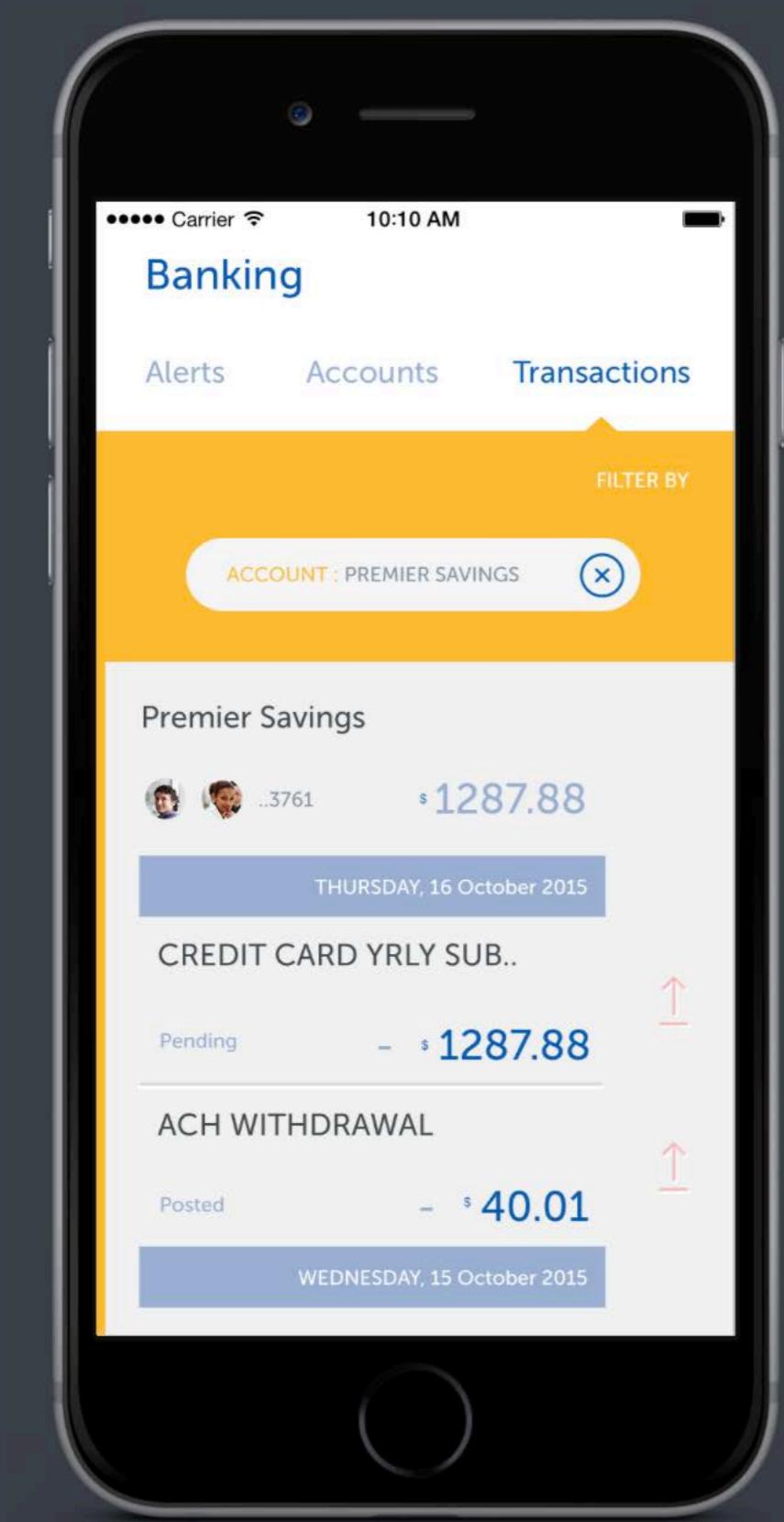
Since a lot of artefacts we find at the bank are paper slips and cards, carrying the affordance in the digital platform made obvious sense for me for a design proposal.

The cards are placed such that at any given point of time you are accessing one of those cards. So you only switch between these cards. Simplifying banking tasks to four groups, goes a long way in helping you stay grounded in context of task you are doing.

This may be especially useful for non-millennials switching to net or phone-banking as they would internalise that the first card is where I see my transactions. Done!

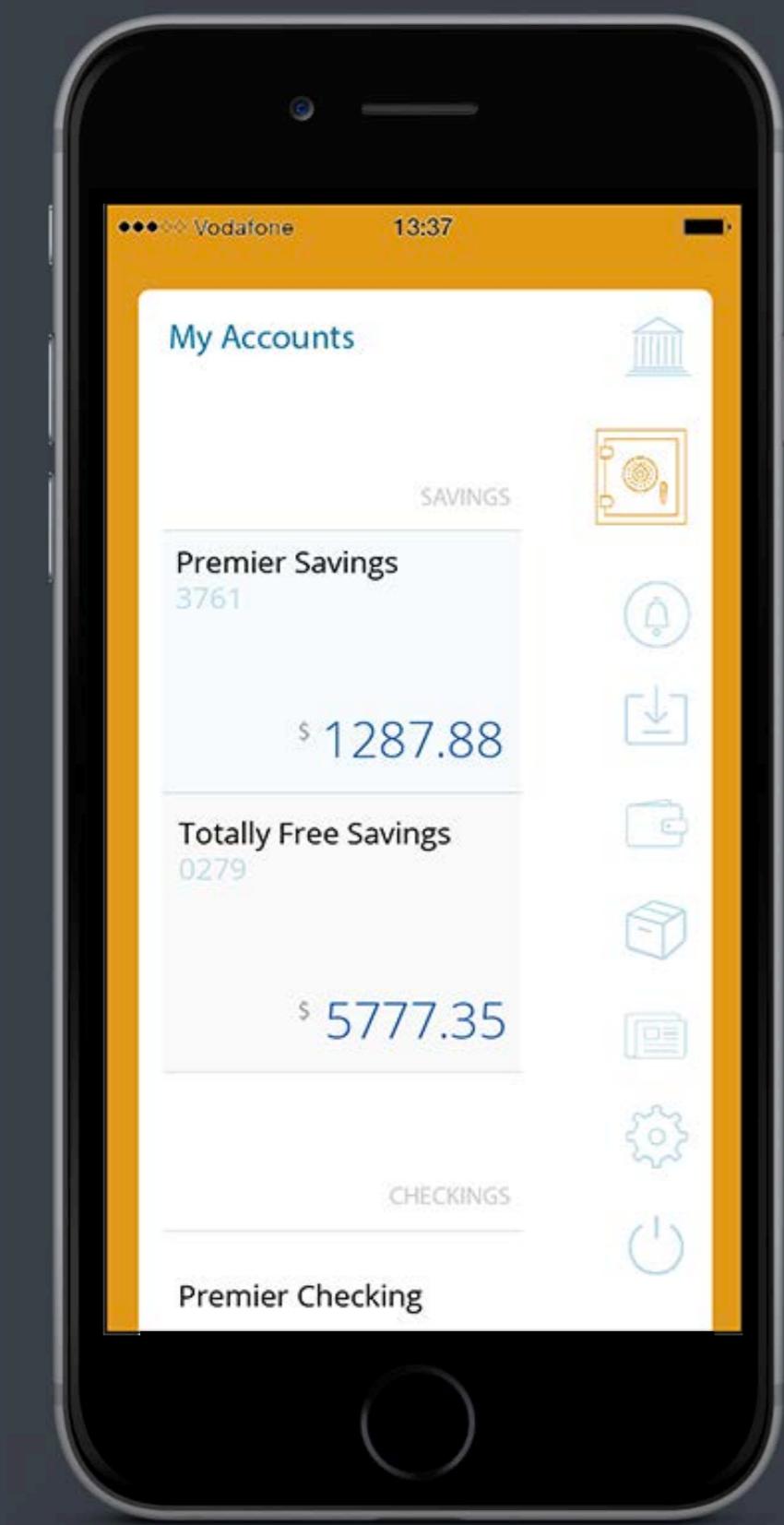
# Filters can do magic in mobile devices

It can help define the context crisply with giving user the power to remove/modify right up front. For a user with multiple accounts, he/she selects an account upon which the transactions are shown for the selection.

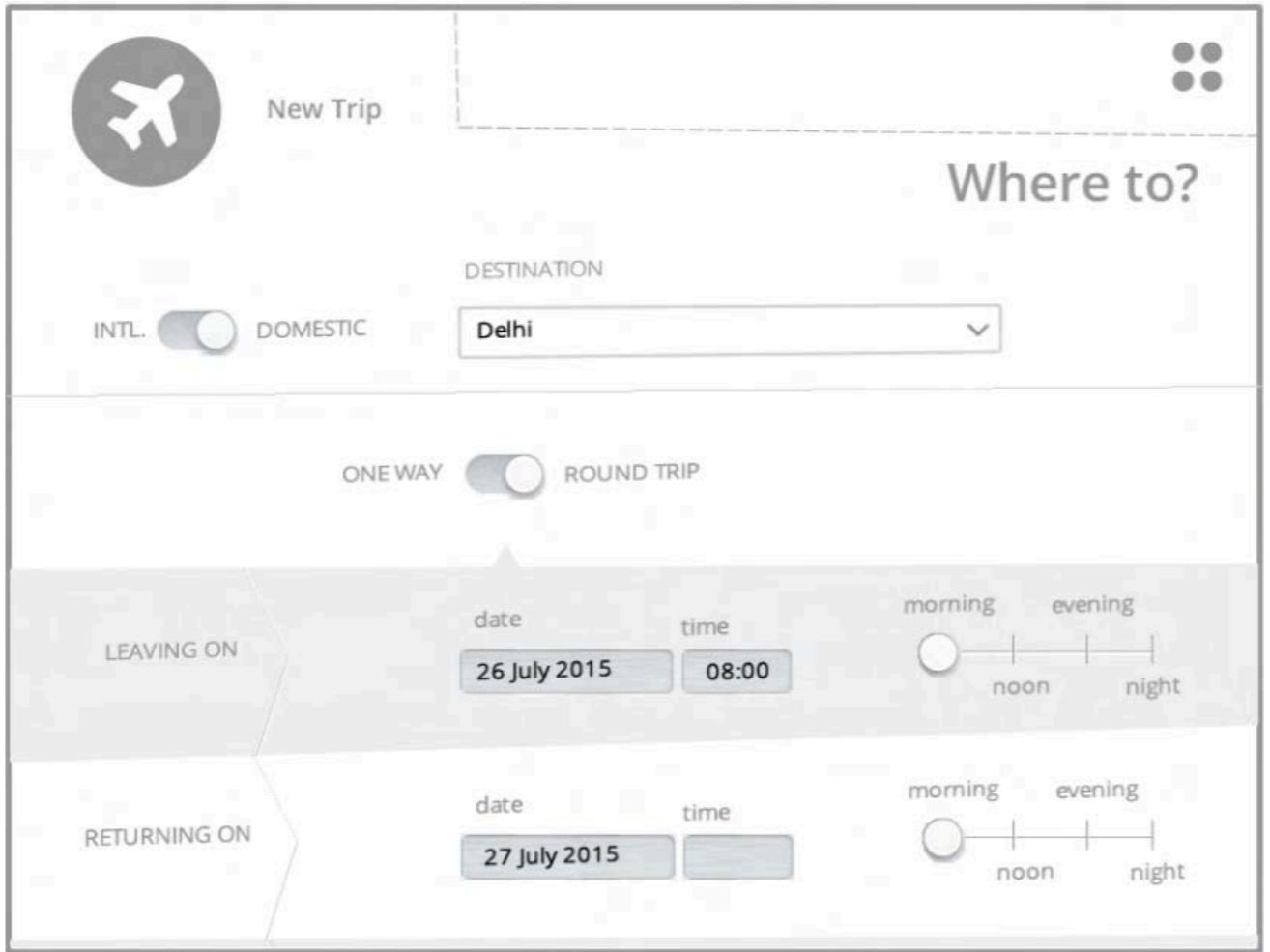


## Why menu needs to be hidden at all?

For a tool like banking, the more you inform the user where they are without having to show bread crumbs (if you are thinking from the Hansel and Gretel story, you are correct), the better users will feel while engaging with your application.







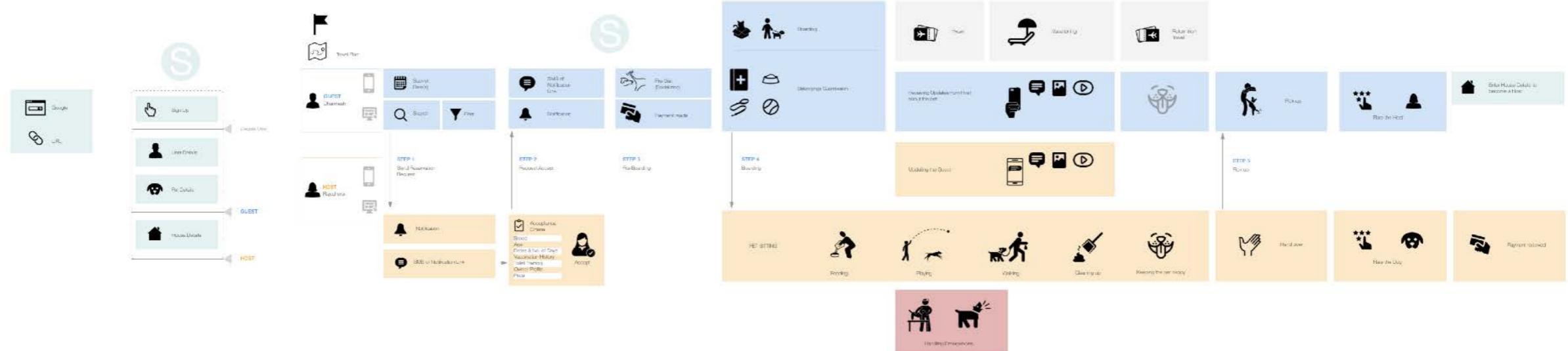
## Breaking the grid; can you consistently be inconsistent?

The title being the joke that it is, does prove to be possible. All UI design currently in the market/industry follows grid. There are websites with lines and backgrounds flying all around but this is not that. We can just for concept of such a sake, choose to break the grid and still keep the interest titillating for the customer.

We are used to hamburger menus in mobile devices that have three lines to indicate the layers which sandwich others. We can have a different menu form that brings up a tray of circular options. Totally works if it doesn't confuse the user (what you can see on the right top corner) as to what it is.



## CUSTOMER JOURNEY MAP



# Customer Journey Map

While building a customer journey map with an associate for a startup in Bangalore (who are in the space of Pet Sitting), a remarkable thing happened! We saw that usually folks who want leave their pet(s) with hosts, prefer it over kennel, always end up running late to their flight or doing extra chores in the last moment before they leave for their travel trying to drop off the pet.

This was possible because we laid out the information out there to visualise. This gave us an opportunity to tweak the software to give suggestions for hosts who fall on the way to the airport or railway station so that you can kill two birds with one stone.





**Fly with us.**

Welcome to the world  
of safe elevating.

Two decades of delivering quality Elevator Systems

Superior  
Training

5 Min

0.5 Min

Up to 30°

Up to 30°

**Quality products  
come with a vision.**

Total customer satisfaction has been the driving factor in Acme's journey.

Elevators

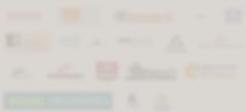
Escalators

Moving Pathways



#### Our Partners

We have executed over **several hundred** projects till date and counting.  
Come partner with us.



See our testimonials >

#### Product Profiles & expertise

We believe in continuous training & education of our workers to keep them updated with changing technology & innovative working techniques. Most of your questions will get answered here.

We are committed about your safety.



General Safety Guidelines	Doors, Ducts, Future options
After Sales Services	Decorations of Drive & Control
Ramco Monitoring	Elevators Product Profile
Access Security Devices	Escalators & Moving Walk Layout

#### Find us here

CORPORATE OFFICE

Acme Services Inc., Gulf Petro Galleria  
Customer Service Center  
Mumbai - 400 071

CALL US

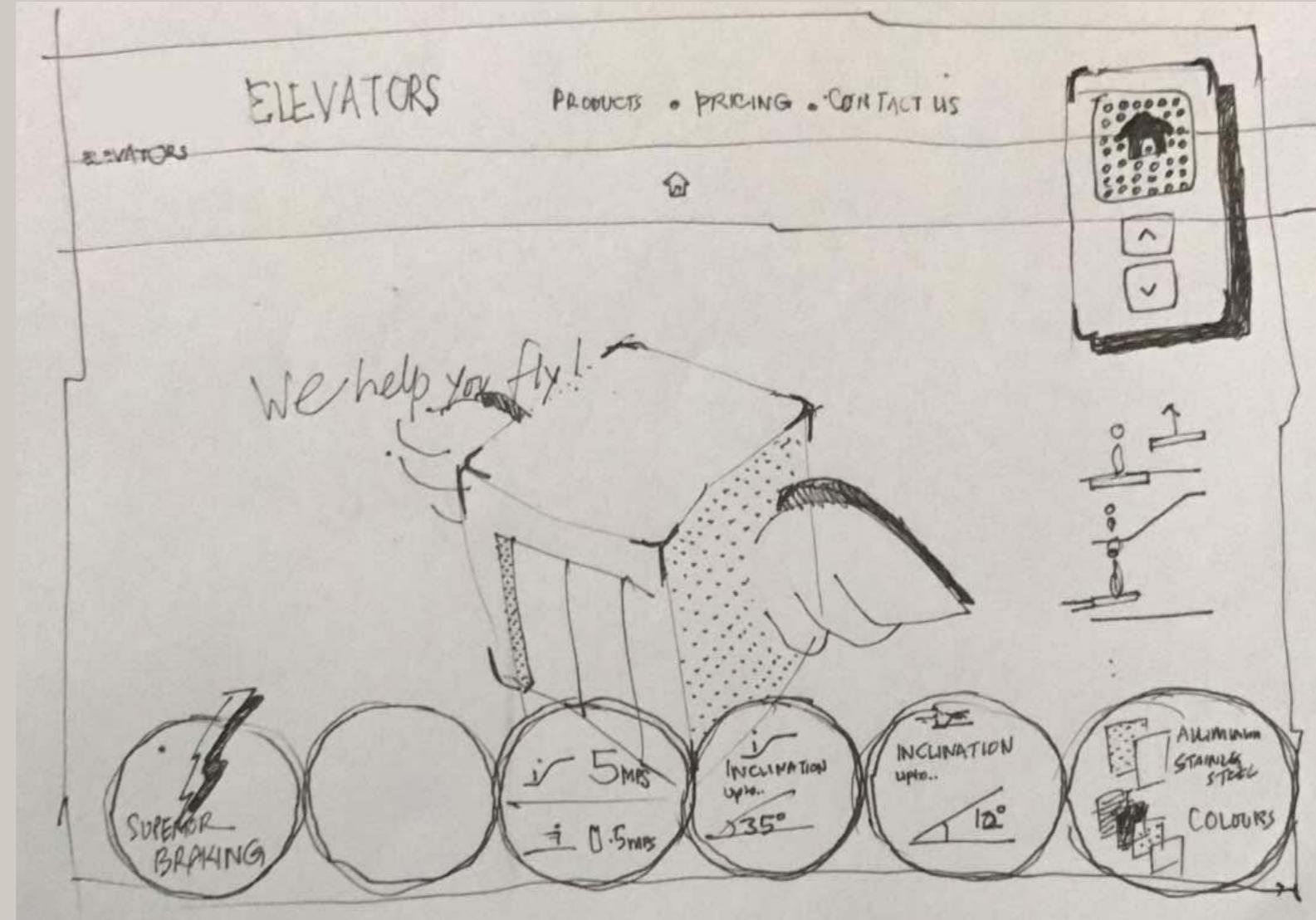
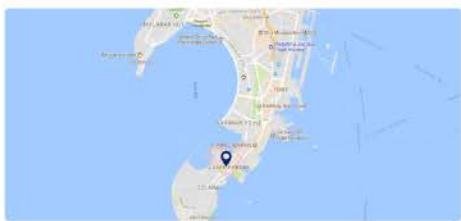
91-22-1234 5678  
(011) 1234 5678

91-22-1234 5679

WRITE TO US


Send



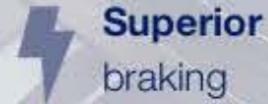
ACME



# Fly with us.

## Welcome to the world of safe elevating.

Two decades of delivering quality Elevator Systems



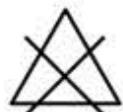
- Gallery
- Products
- Partners
- Contact

Quality products

# Product Profiles & expertise

We believe in continuous training & education of our workers to keep them updated with **changing technology & innovative working techniques**. Most of your questions will get answered here.

We are serious about your safety.



## General Safety Guidelines

### You SHOULD:

- Watch your step when entering or exiting an elevator.
- Stand aside and allow exiting passengers to get off before entering.
- Push and hold the DOOR OPEN button if doors need to be held open for someone approaching to get on, don't hold open using your arms or feet.
- Use the stairs if there is a fire in the building or other situation that could lead to a disruption in electrical service. Elevator shafts are often not sealed and act as a chimney when fire is present.
- Check the posted capacity of elevators and not get onto an elevator that is already at capacity. Wait for the next elevator if the car is full or if there is not enough room to stand comfortably in the elevator cabin.
- Discourage unsafe behavior by others in and around elevators.
- Report elevator vandalism promptly to the Department of Public Safety; reports may be submitted anonymously.
- Report any elevator problems to the University for the Dissemination of Public Safety.
- Push the alarm button if you are in an elevator and you are being harassed or threatened. If you are attacked so that the elevator will move, push the alarm button again to stop the movement. Call 911 and tell the operator who makes you feel unsafe.



[View PDF](#)



## General Safety Guidelines



## Cabins, Doors, Fixture options



## After Sales Service



## Descriptions of Drives & Controls



## Remote Monitoring



## Elevators Product Profile



## Access Security Devices



## Escalators & Moving Walk Layout



# Ideation Tool

for an Insurance Company

Monday morning as he is entering in office, notices the banner “Inspire & involve your employees in creative problem solving!”

He is curious, goes to the kiosk..



Ideation Platform

DASHBOARD • CHALLENGES • IDEAS • CHALLENGES

Sophie Schneider

• New York • @sophieschn

Insurance Analyst  
Loves Music, Food Photography, Exploring Places

IDEAS SUBMITTED IDEA SHARES FOLLOWED BY

4 12 35

Messages Notifications

Lorum ipsum dolor sit amet, ei vis dicant officia, te vis fader.

Singulis indoctum, no altera bulent sed. Veri melius salu.

MORE

Challenge

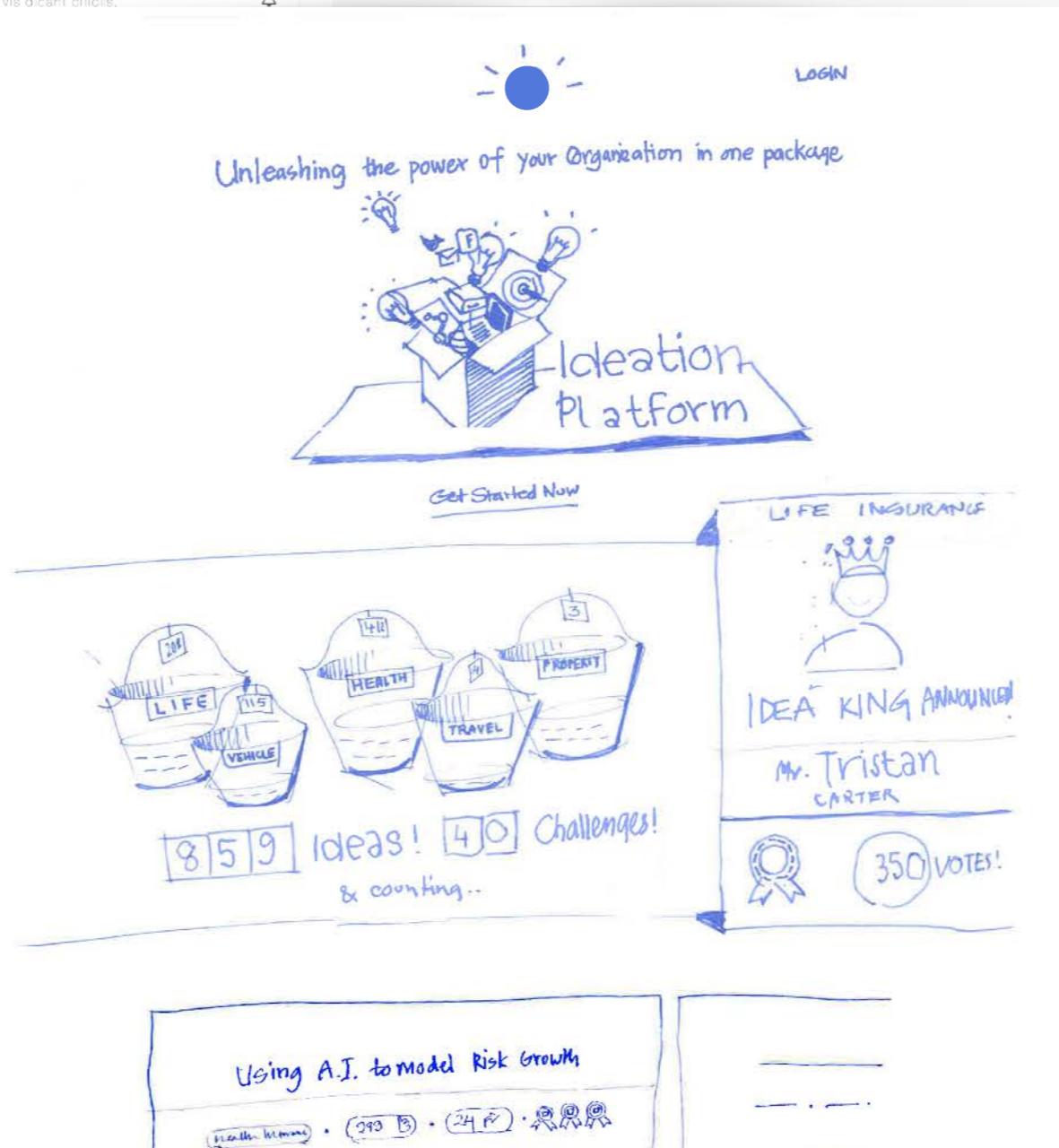
25 FOLLOWING 2 ASSIGNED TO ME

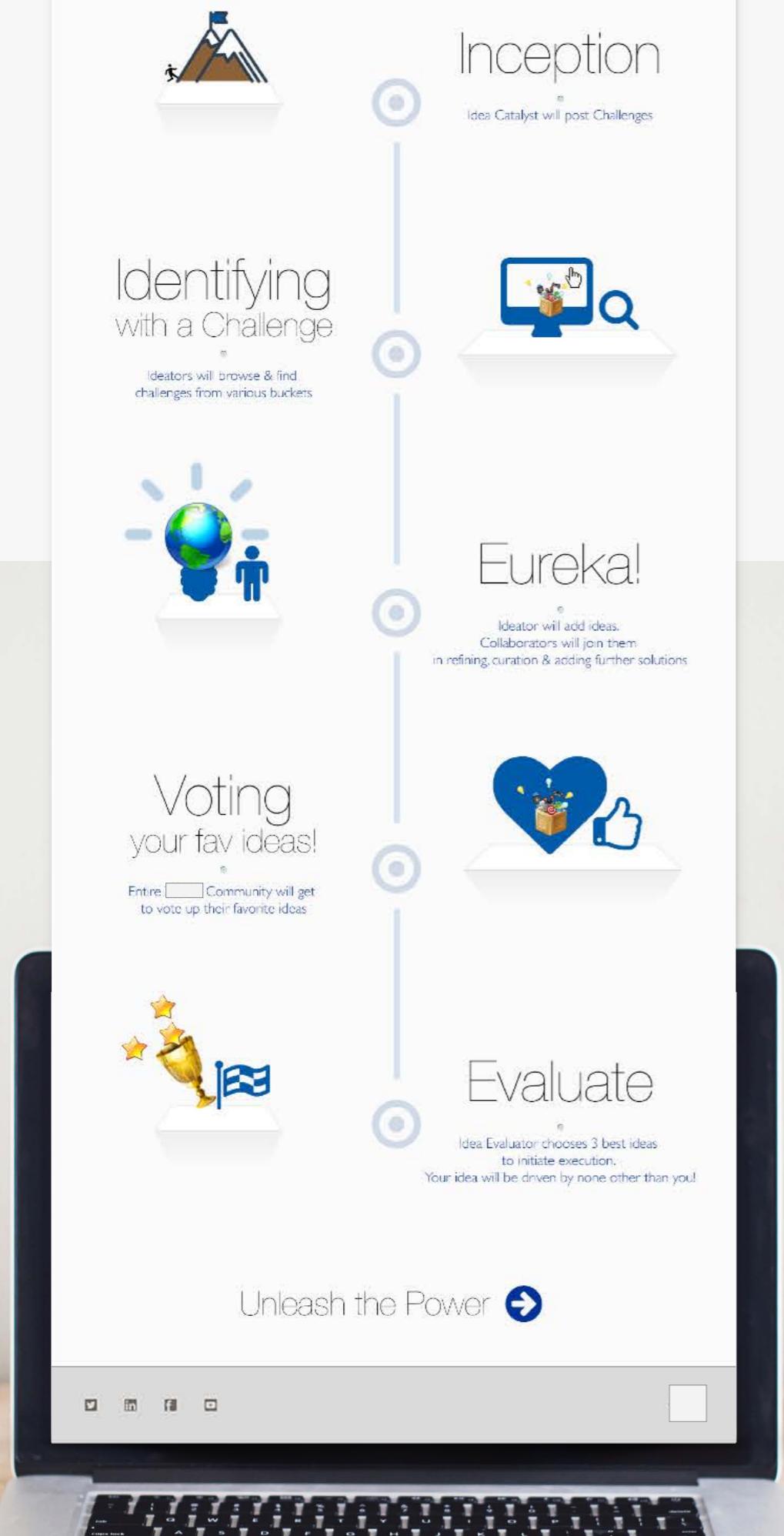
GOTO ALL CHALL

f t i g

# Employee

Buckets for categorizing insurance ideas







## Employee

Hall of fame; showing ideas bubbling up with the highest activity..

Dashboard • **Challenges** • Ideas • Evaluate • Messages • Notifications

### Bird's Eye View

**Screen Share**

It's not always possible to get an in-person appointment. Using easy-to-use screenshare technology such as Join.me is a good way to share a presentation, or go through your website while you've got the prospect or client on t..

**DATA INSURANCE**

63 14 299

**IDEAS**

IDEA MINE COOLEST IDEA right now!

**IDEA ROCKET**

HOTTEST CHALLENGE right now!

**Data Goldmine**

For more than 20 years, agencies have had the most lucrative gold mine locked up in customer data. You may have 20 valuable nuggets of information about every client..

**IDEA BOMB**

COOLEST IDEA of all time!

**IDEA FORTRESS**

HOTTEST CHALLENGE of all time!

**KNOW YOUR CLIENT**

Be alert to details that matter to the client and recognize what makes every encounter with ea..

**BIGGER FOOTPRINT**

You have a license to sell insurance throughout your state, or more. Then do it. One of my clients shot from 95 contractors to..

**HEALTH INSURANCE**

63 14 299

**IDEAS**

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HOTTEST CHALLENGE right now!

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**HEALTH INSURANCE**

63 14 299

# Inventory System for a Mass Media Company

For marketers who deal with that kind of daily feed, a little less chaos..



Showing Obligations (233)

ID	Version	Description	Activ. Date	End Date	Product Type	SS
122	1.0	Lorem ipsum dolor sit amet,	1-1-17	1-2-17	Print Sub	23
123	1.0	Te sea eripuit interpretaris, nec ex	12-1-16	-	Digital Sub	21
124	1.0	ad purto aperiri dissentias quo	11-1-16	11-1-16	Print Sub	19
156	1.4	ad purto aperiri dissentias quo	11-1-16	11-1-16	Print Sub	19
155	1.3	ad purto aperiri dissentias quo	11-1-16	11-1-16	Print Sub	19
154	1.2	ad purto aperiri dissentias quo	11-1-16	11-1-16	Digital Sub	19

# Inventory System for a Mass Media Company



For marketers who deal with that kind of daily feed, a little less chaos..

Notifications • Obligations • Bundles Log Out

Showing All Obligations

Add to Drawer Create New

Obligation Name	ID	Version	Description	Activation Date	End Date	Product Type	SSP	Currency	Status
Print Sub 1 Year DM	123	1.0	Lorem ipsum dolor sit	1-1-17	1-1-17	Print Sub	2.99	USD	ACTIVE
Obligation 1234	123	1.0	-	1-1-17	1-1-17	Digital Sub	2.99	USD	ACTIVE
Lorem	123	1.0	Dummy text dummy text	1-1-17	1-1-17	Print Sub	2.99	USD	DRAFT
Ipsum	123	1.0	lorem ipsum dolor sit	1-1-17	1-1-17	Print Sub	2.99	USD	PENDING

<< < 1 2 > >>

Copyright 2017

# Marketing Executive

A marketer can bundle up a couple of offers of his/her selection by dragging them into the 'Drawer'



The screenshot shows a software interface for managing obligations. At the top right, there is a notifications bar with a blue circle containing the number '1'. Below it, there are two icons: a standard envelope and an envelope with a diagonal line through it, followed by a dropdown arrow. To the right of these is a section titled 'Obligations'.

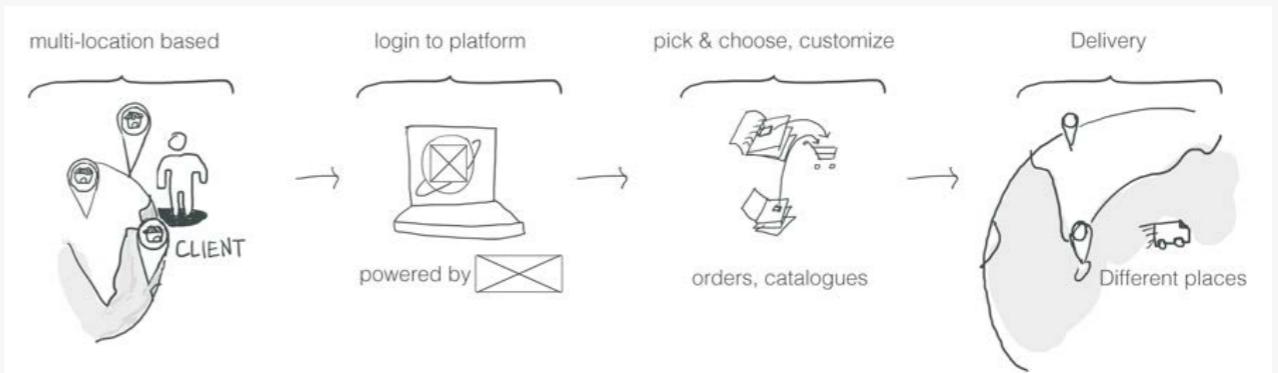
The 'Obligations' section contains a table with the following data:

ID	Version	Obligation Name
123	1.0	<b>Print Sub 1 Year DM</b>
123	1.0	<b>Obligation 1234</b>
123	1.0	<b>Lorem</b>
123	1.0	<b>Ipsum</b>
123	1.0	<b>Ipsum</b>

On the left side of the interface, there is a large, semi-transparent blue overlay. It features a dashed rectangular outline labeled 'Drag drop Active Obligations here'. Inside this area, there is a small blue arrow pointing left and a white cursor icon. At the bottom of this overlay is a blue button with the text 'Create Bundle'.

# Self Service Portal

for a Marketing & Communication Services Company



The screenshot shows the user interface of the Self Service Portal:

- Header:** Welcome back, Jonathan! (Logout icon), search icon, orders (highlighted), shop, create, shopping cart icon, Jonathan ABC Global.
- Section 1: Your Orders**
  - Icons for Edit, Document, Credit Card, Dropbox, Telegram, and Delivery.
  - Buttons: Today, This Week, This Month.
- Section 2: Order History**
  - Count: 220 All, 2 Pending, 4 Overdue, 1 Today, 12 Upcoming.
  - Buttons: Create New (+), Print, Digital.
- Table View:** A grid of order details.

Tracking No.	Item	Due	Qty	Amt(\$)	Status
13002	Panel Printing	40 JUL Americas	40	299.01	DELIVERY
13001	Leaflet	2000 JUL APAC EMEA	2000	300.00	DELIVERED
12999	Promotion Clip	12 JUL	1	900.00	Dropbox

# Self Service Portal

We know your process so things are more streamlined for you than you need to ask..

The image shows a tablet and a smartphone demonstrating a self-service portal and its mobile application.

**Tablet Screen (Self-Service Portal):**

- Header:** Includes a logo (a stylized 'X' or 'V' shape), a search icon, navigation links for "shop", "create custom", and "login/signup".
- Middle Section:** A large banner with the text "All your Print & Media needs.." and three yellow circular icons representing different service packages:
  - 1000x \$40/- (Icon: House)
  - 100x \$80/- (Icon: T-shirt)
  - 1x \$200/- (Icon: Monitor)
- Bottom Section:** Text "Get delivery in a day!\*" and a row of small circular icons representing various services like editing, documents, files, etc.
- Footer:** Text "Business Collaterals" and three images of printed materials: a smartphone with a UI overlay, a booklet with a woman's face, and a badge print.

**Smartphone Screen (Mobile App):**

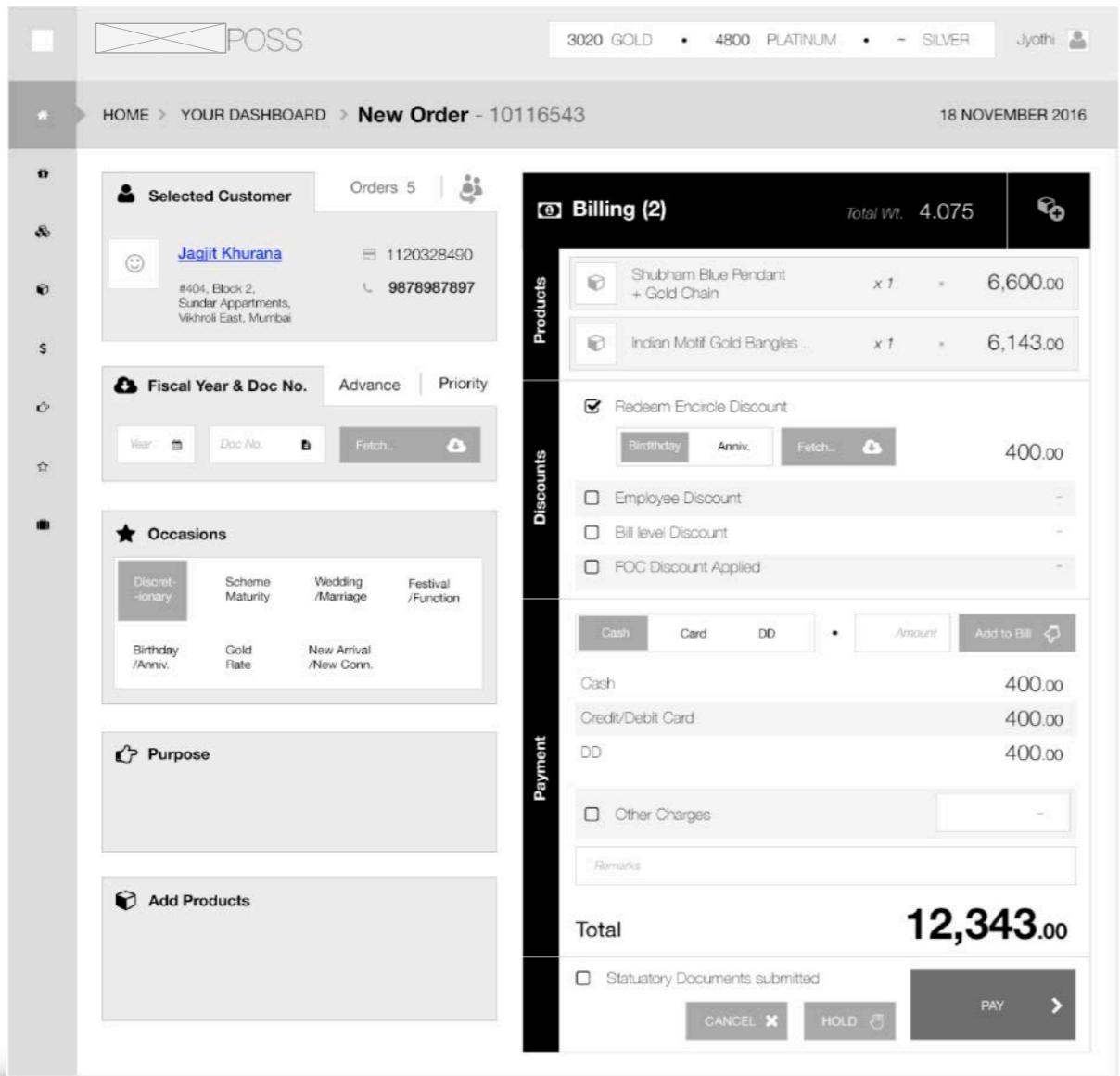
- Header:** Notifications section with "Approvals 1" and "Overdue 2".
- Content:** Approval details for "ORDER #12001":
  - BROCHURE 8.5"x11" 1x
  - BADGE PRINT 1x
  - ORDER DATE: All SHIP DATE: All
  - €25.50
- Bottom:** "Approve" button.

# Sales Team

Joanna has all the collaterals templates she needs for her company's upcoming Event. A bit of customisation and she is ready to go!



The screenshot shows a digital platform interface for creating and managing corporate collateral. At the top, there is a navigation bar with a search icon, a 'shop' button, a 'create custom' button, a shopping cart icon, and a user profile for Joanna. Below the navigation bar, a message says 'Welcome back, Joanna!'. The main area is titled 'Shop from Templates' and features a category 'Corporate Collaterals'. On the left, there is a sidebar with icons for different template types: a folder (selected), a document, a coffee cup, and a keyboard. Below the sidebar, there are two rows of template preview cards. The first row includes a card for a 'Business Cards' template (1000x \$250), a card for a 'Letter Heads' template (1000x \$250), a card for a 'Brochures' template (1000x \$250), and a card for an 'Envelopes' template (1000x \$250). The second row includes a card for a 'Business Cards' template (1000x \$250) and a card for a 'Letter Heads' template (1000x \$250). At the bottom of the page, there are several small, partially visible preview cards.



## Point-Of-Sale UI for a Jewellery Chain

To enable quick tapping on POS machine to add discounts effortlessly without holding the queue up for long. also dark grey colour because white becomes too much of a contrast if user at the counter would need to be seeing this throughout the day.

Notice how the total appears twice. It is always present at he top if no action needs to be taken and hence user doesn't need to scroll in the POS machine at counter

The image shows a POS system interface on the left and a handheld device on the right.

**POS Terminal Screen:**

- Header:** POSS, 3020 GOLD • 4800 PLATINUM • - SILVER, 18 NOV 2016 • Jyothi [Profile Picture]
- Order Details:** Order - 10116543
- Search Bar:** Search by name, mobile number or loyalty ID..
- Items (1):** Akshya Tritiya Special Discount Earrings (Plain Gold)

  - Total Wt. 4.050
  - Variant Code: 512515PVYAAA00
  - Lot#: 2JA000097
  - Bin: STN
  - SO Name: Asha Shetty
  - Unit Wt. 4.075
  - Price per Unit: 6600.07

- Discounts (0):** Employee Discount (APPLY Rs. 150), Bill Level Discount, FOC Discount, Encircle Discount (FETCH).
- Other Charges (0):** Enter.., ADD, 0.00.

**Handheld Device Screen:**

- Amount:** 12,343.00
- Paid:** Paid, Advance, Priority
- Customer Info:** Kumar S., 1120328490, 9878987897, Sold by Asha Shetty
- Summary (1):** 1x Akshaya Tritiya Special Discount Earrings 6,600.00
- Discounts (1):** Employee Discount - 200.00
- Tax (1):** VAT (12.5 %) 690.00
- Amount:** 12,343.00
- Buttons:** RETURN, Hold.



# Products Benchmarking Tool

for a CPG Company



Working with constraints

The screenshot shows a web-based application running on a laptop screen. The top navigation bar includes links for Home, Dashboard, Cross Category Matrix, 3x3 Matrix, Guidance Documents, and KPI Progress, along with a Log Out button. A user profile for "John Doe" is displayed, showing he is a Senior Product Researcher based in the United Kingdom, member since Jan 2016. The main content area features a welcome message, a list of permitted product categories (Beverages), and location filters (EMEA). A prominent "Get Started!" button is at the bottom, followed by five menu items: Dashboard, Cross Category KPIs, 3x3 Matrix, KPI Progress, and Guidance Documents. The application is branded with the Salesforce logo in the top right corner.

Log Out

Home ▾ Dashboard ▾ Cross Category Matrix ▾ 3x3 Matrix ▾ Guidance Documents ▾ KPI Progress ▾

Benchmarking Application

Welcome John!

You are currently permitted to view the following Product Categories

Beverages

Ask for more Permission

Your default location filter is

EMEA

Change Location

Settings

John Doe

Senior Product Researcher  
United Kingdom

Member Since 24 Jan 2016

You have 0 Notifications.

Get Started!

Dashboard

Cross Category KPIs

3x3 Matrix

KPI Progress

Guidance Documents

© [redacted] 2016

# Products Benchmarking Tool

for a CPG Company



Working with constraints

Benchmarking Application John Doe ▾

Dashboard 3 x 3 Matrix Cross Cat. Matrix Cross Cat. KPIs Guidance Docs Export to Excel Print Preview

BIG CATEGORY Personal Care Home Care ✓ Refreshments Food

SMALL CATEGORY ✓ Beverages Ice Cream

**3 x 3 Matrix** Filter by: Beverages Add Filter Search

Overall: YTD 2016 Overall Opinion

0 Products Tested		
Superior	0	0
Parity	0	0
Inferior	0	0
Inferior	0	0
Parity	0	0
Superior	0	0

Key Attributes

Beverages: YTD 2016 Overall Opinion

0 Products Tested		
Superior	0	0
Parity	0	0
Inferior	0	0
Inferior	0	0
Parity	0	0
Superior	0	0

Key Attributes

2016

# Products Benchmarking Tool

## for a CPG Company



**John Doe**

Sr. Product Researcher

He works out of UK Office of a multinational fast moving consumer goods company. He regularly attends various conferences and keeps himself updated on the consumer products in emerging markets like India and Indonesia

Energetic

Tech Geek

One Man Show

### Work style



He works alone but reports to Marketing and R&D Teams. He is out on the street during gathering Panel Data but otherwise works mostly at his desk on his laptop.

### Goals & Challenges

John crunches large amount of data and spends most of his work day making sense of it. The product insights he comes up with is shared with other teams and is actionable and resourceful.

### Values & Fears

He believes in providing unsurpassed service to his team, giving them actionable data. He objects poor value propositions put forth by companies and also dislikes premature killing of products from shelves due to the ever increasing taxes and uncertain inflation.

#### On being asked about the tool he uses..

John believes the tool should allow him to clearly see and compare how a Product Category is doing in multiple locations. He wants a fast Support UI where any troubleshooting can happen in a gifly.

Personas help us NOT put in our biases into the UI..



## Jane Jacob

Vice President, Operations

She works out of India Office of a multinational fast moving consumer goods company. She oversees the development in South East Asia. Is usually on the move, managing delivery for multiple teams.

Articulate

Disruptive

Quick-witted

### Work style



She assesses reports, plans for growth of market share and advises the Marketing and R&D Teams. She mostly works on her notebook PC. She gets most of her work on Excel and email.

### Goals & Challenges

Jane is mostly busy in the day attending meetings. She gets her work done mostly during this time. She faces the challenge of double checking on figures with her team for various tracks in her goals for the year.

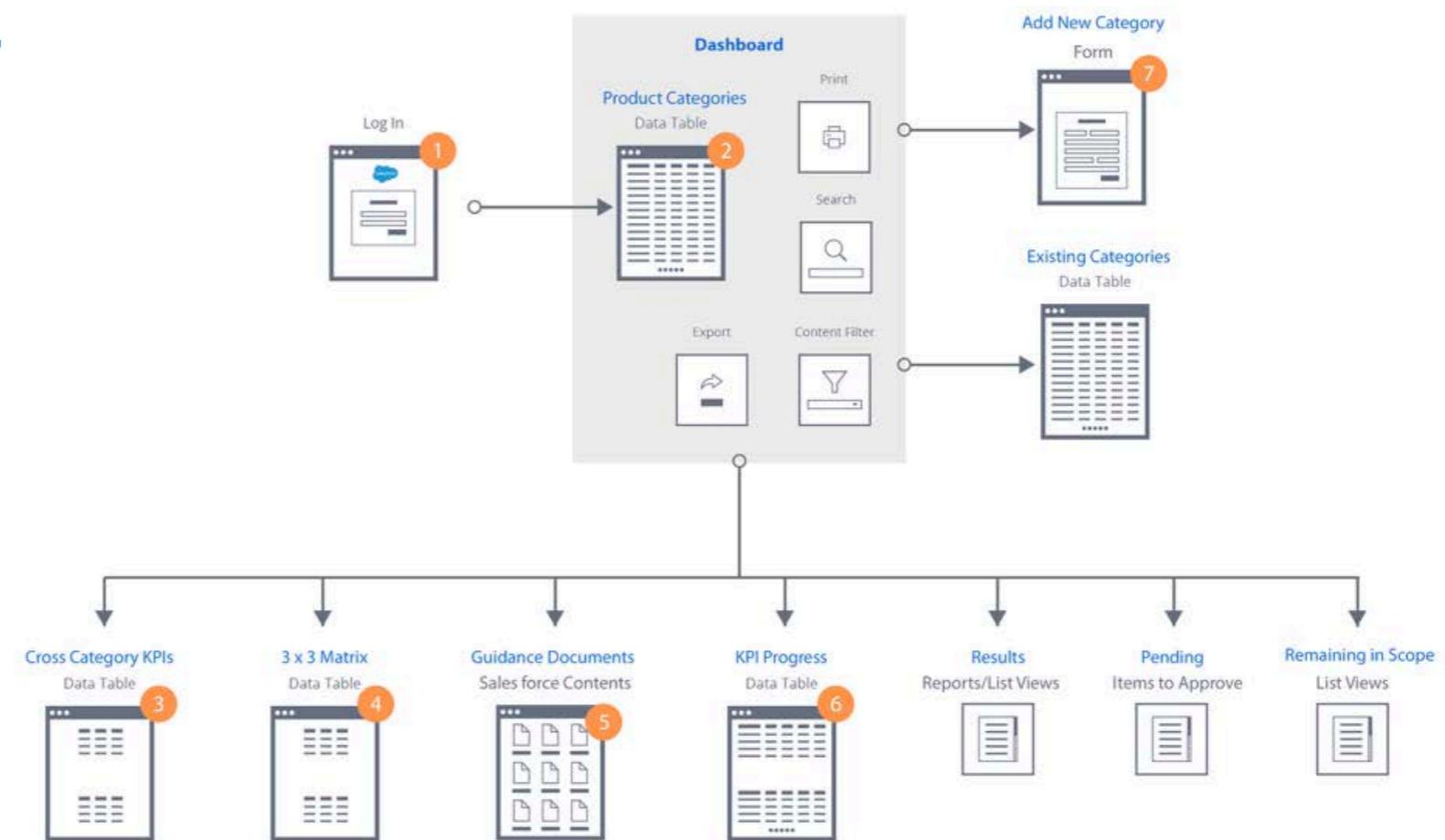
### Values & Fears

She believes in completing things well in advance, whether it is an internal meeting or prospective customers, being over-prepared is her modus operandi. Jane stocks up inputs from various channels that guide her in her successful leadership engagements.

#### On being asked about the tool she uses..

Jane wants UI that speaks of the trends of the day. She wants a tool that doesn't bring up errors, makes updates to the team delayed or stuff that doesn't help them act on it right away. She takes communication very seriously. If something gets delayed by a day, she is getting her schedule cleared to fly there herself and get things moving. Jane believes if you are not there today, you may as well not waste your time trying to get there a later time.

Sitemap allows us to combine different nodes, different features, remove redundancy if any.. Just helps get it out there on to the whiteboard or paper or screen so that it is not just in our head only..

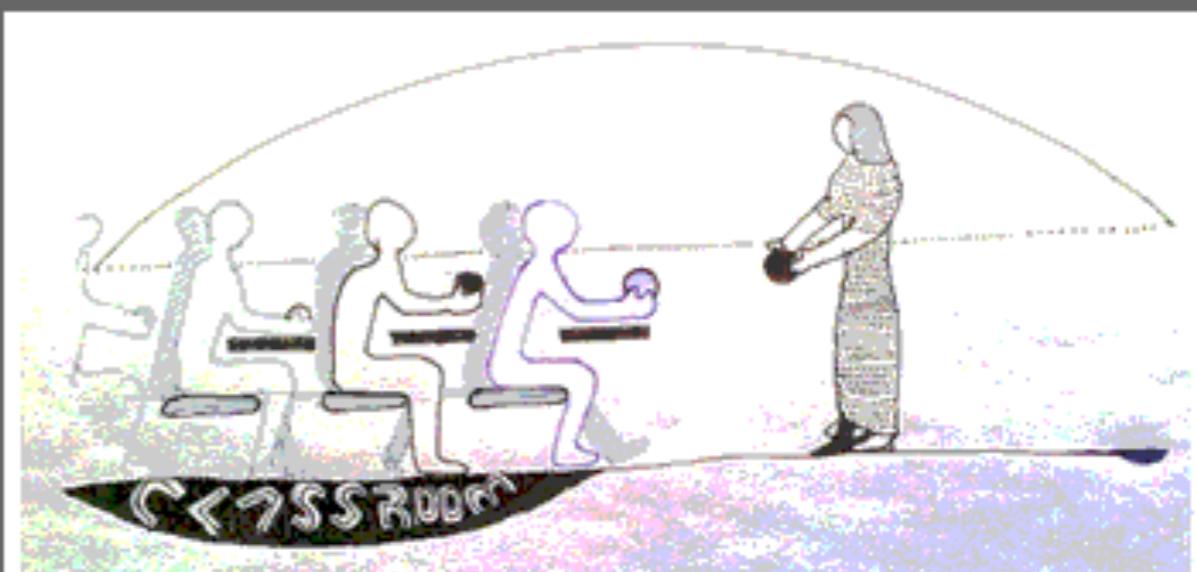
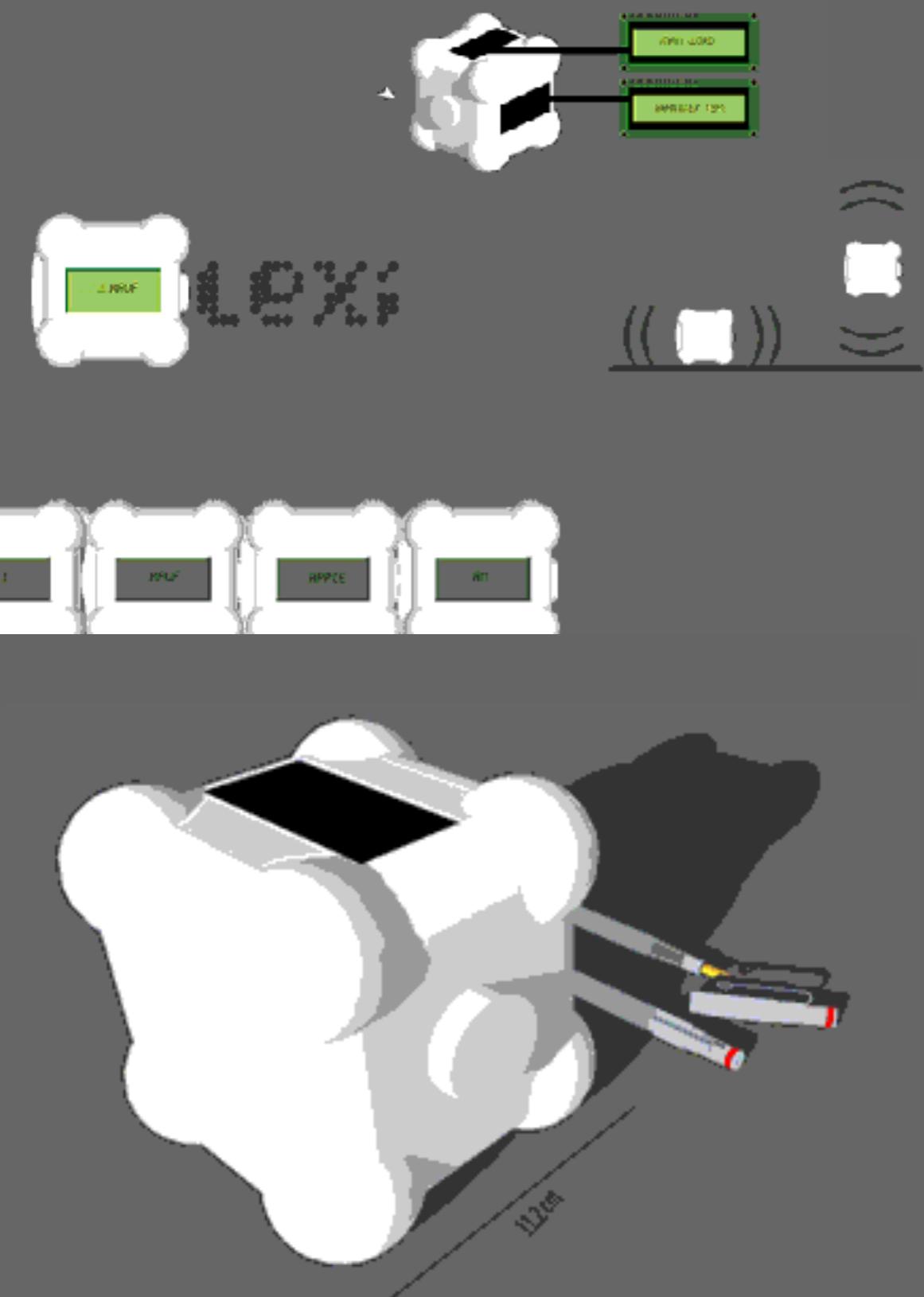




Proposal is a handheld toy for each student that the teacher can control. The Lexis connect to each other. Metaphorically a bubble that holds a word. Using this a lot of activities can be designed for teaching sentence formations, tenses, synonyms, antonyms, etc.

Exploring interaction pain points that exist in a language classroom showed that discourses were monotonous and also that blackboard was over used. The design was to bring the language concepts out into the hands of children to play with. This would also fall in line with human beings being innately tactile and experiential learning being far more rewarding than textbook modes for school children.

A software prototype was created but needs to be tested in schools.



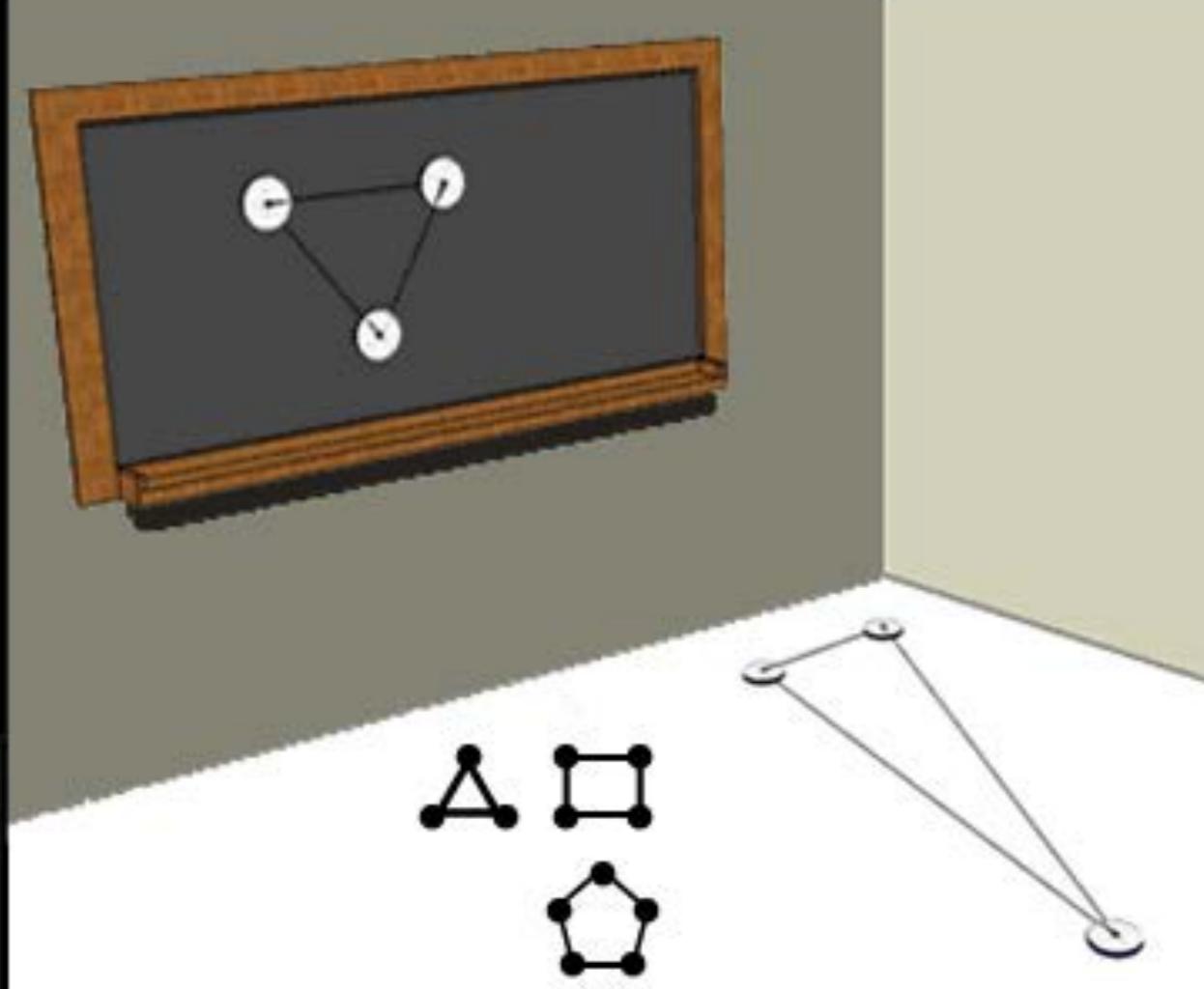
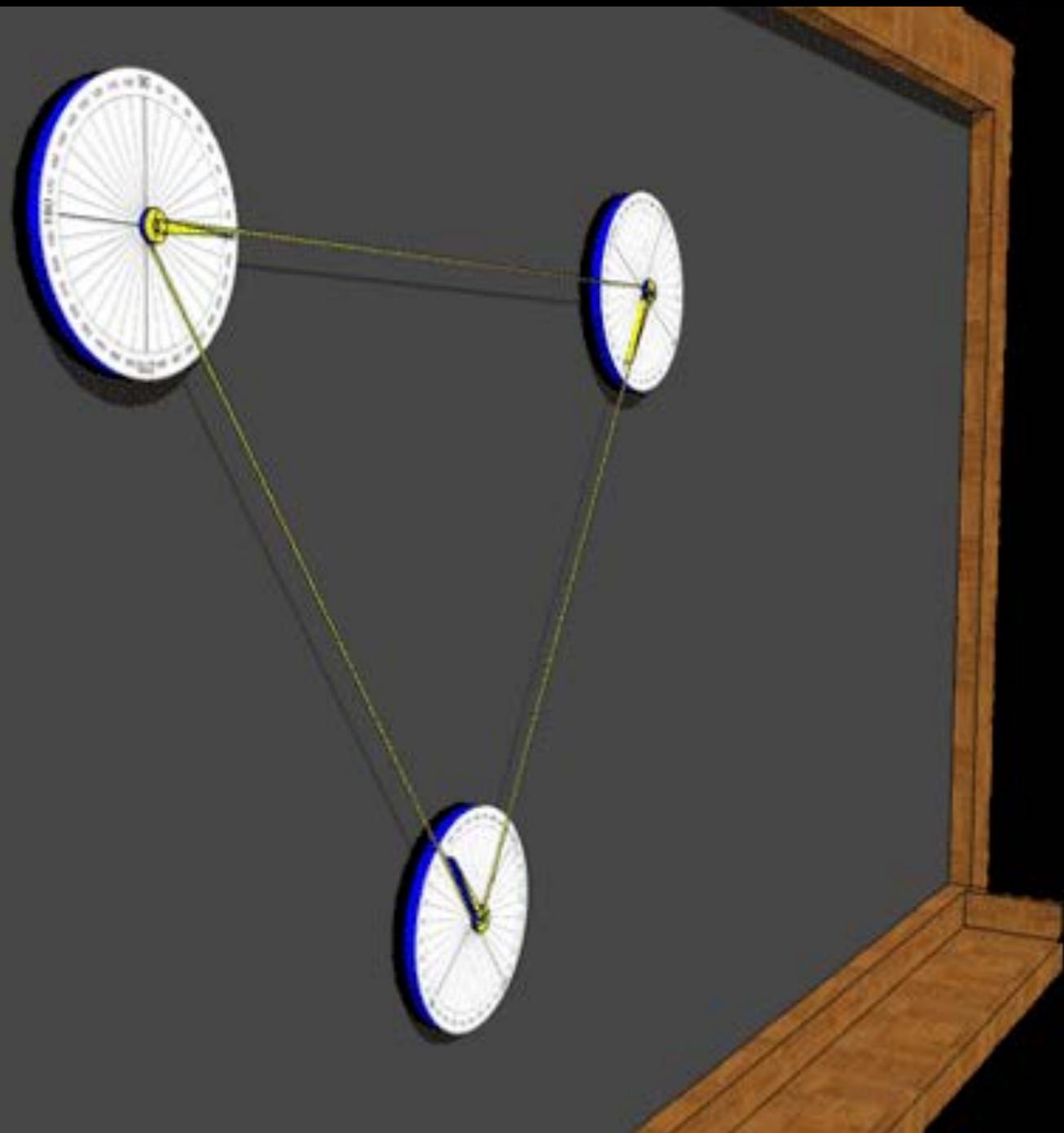
# Math Learning Tool

## for Primary School Children

Bringing the topic out of the blackboard into an experiential dimension was attempted for math topics. Learning tools have been made dynamic, interactive and which gives immediate response and feedback (need not be digital).

A magnetic blackboard, Protractors with fixed needles and a thread or a rubber band to highlight the readings allows children to place as many of these nodes and define shapes, identify angles.

This needs to be prototyped and tested in school.



Thank you for your time!