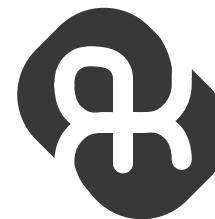




Hi! My name is Rithika – a UX designer with a creative eye and technical understanding.

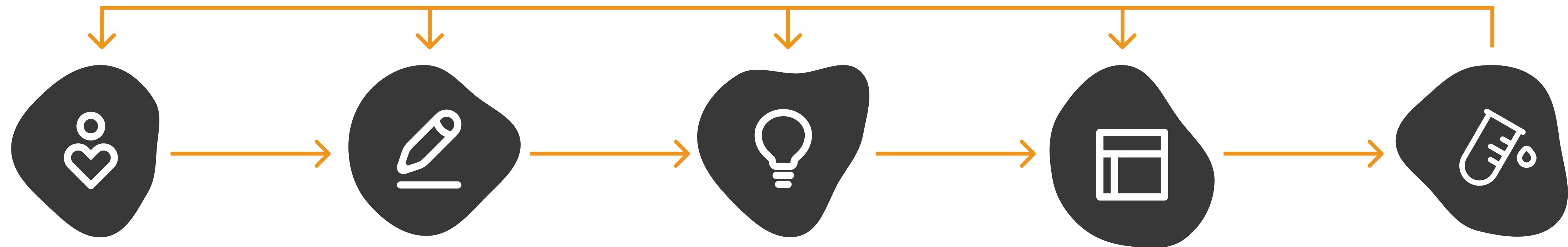
With a background in both computer science and interaction design, I create user experiences with the whole picture in mind – from smart code logic to beautiful interfaces. I love making the complex simple, and designing solutions that delight both users and developers.





Design Thinking Process

This is the design process I typically follow. The Design Thinking Process framework is an agile and iterative framework that allows me to gain a deeper understanding of the customer's perspective, needs, and pain points before delving into finding design solutions. Sometimes some of the steps go together, other times I incorporate this into the Scrum framework when working in larger development teams.



Empathize

Understand the user's needs, feelings and behaviors by listening, observing and putting yourself in their perspective.

- User Interviews
- Stakeholder Interviews
- Benchmarking
- Focus Groups
- Observation
- Customer Journey Mapping
- Clustering Insights
- Surveys
- Data Analysis

Define

Summarize the insights from the empathy phase and formulate a clear problem definition that focuses on the user's real challenges.

- Personas
- Affinity Diagrams
- User Journeys
- User Stories
- Storyboarding
- Task Analysis
- Information Architecture
- MoSCoW Method

Ideation

Explore creative solutions through brainstorming and other techniques – there are no bad ideas here!

- Brainstorming
- Mind Maps
- Storyboarding
- Affinity Diagrams
- User Flows
- User Journeys
- Crazy 8's
- Service Blueprints
- Information Architecture

Prototype

Make simple and quick prototypes to visualize ideas and start shaping concrete solutions.

- Paper prototypes
- Low-fidelity prototypes
- High-fidelity prototypes
- Mockups
- Wireframes
- Design Documentation

Validate

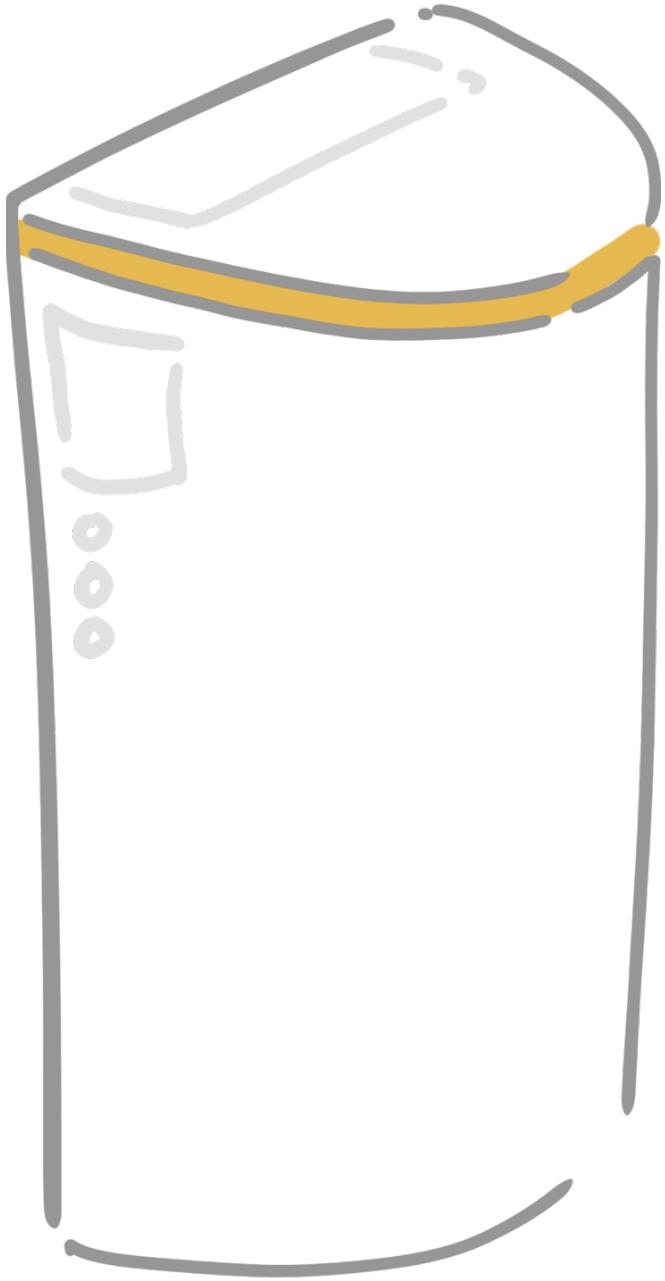
Test the prototypes with real users to get feedback, learn what works – and what can be improved.

- Usability Testing
- A/B Testing
- Heuristic Evaluation
- Desirability Evaluations
- MoSCoW Method
- Shadowing
- Observations
- Eye Tracking
- Think-Out-Loud Testing



Projects

Please note that no company names or sensitive details are presented due to confidentiality agreements.

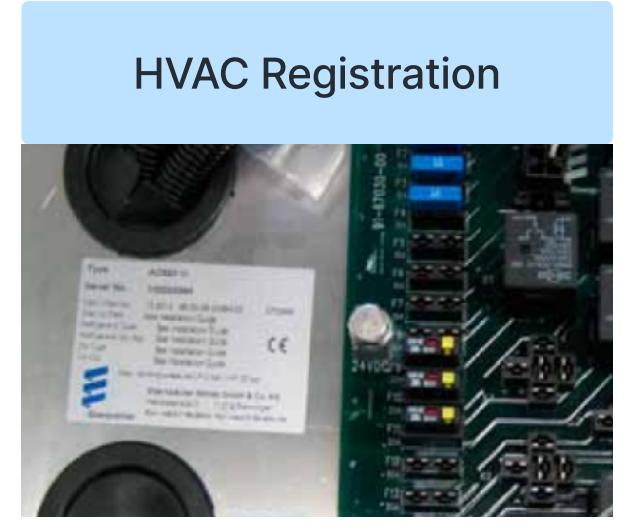


Smart Dispenser

From concept to physical and digital products
An idea that was born out of a drive for sustainability where one wants to reduce the transportation of water. An existing consumable that will be integrated with a new smart device and will be connected to an online portal.

Workforce Portal

From concept to digital product
Transforming the owner's long-standing passion project into a real product. An idea built on an existing shortage in the industry when it comes to managing diverse workforce and needs that could be addressed through a web portal.



Register > HEATER

VIN: ABCD1234567

Electric Motor | Body# 1234566 | Volvo E44

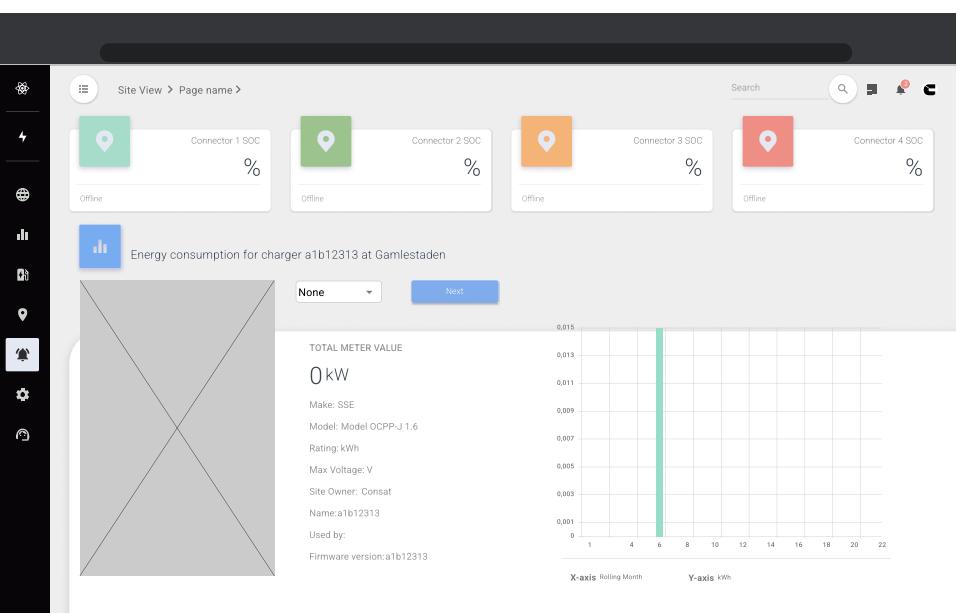
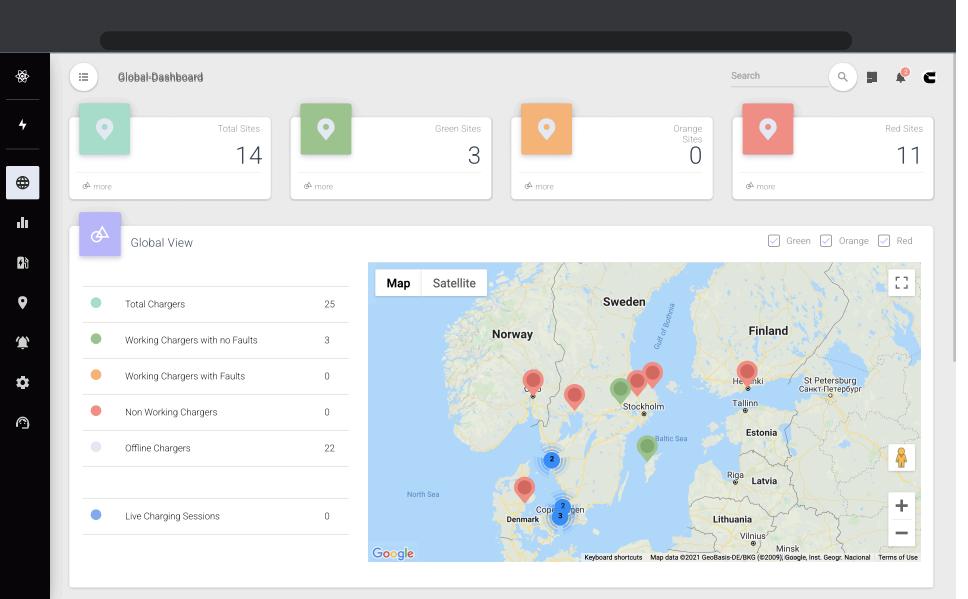
Company Not Company

Register HEATER Unit

Scan or Type Serial...

Typing KIOL...

HVAC Registration



Portal Improvement

Focus on the website's user-friendliness
An existing website that had a lot of redundancy that affected the flow of the website. There were elements that did not comply with the WCAG standard and some design choices that did not match the user's mental model.

Vehicle Overview

Design systems and data visualization
A dashboard portal where one can get an overview of different electric vehicles around the country, with a focus on their status and health. A specially designed design system and various data visualizations were used.



Smart dispenser

Project Briefing

A start-up with an existing consumable product in the hygiene industry wants to take its product to new levels. The product can be used as it is today, but now it will have a smart dispenser that both prepares the product and distributes it to users. In addition, it will also be connected to an online portal where you can get an overview of all units and get notifications when a refill is needed. In addition, the user will be able to get an insight into their carbon footprint and the sustainability of using the product, which will be shown with customized data visualizations.

My Roll

Lead UX Designer, Product Designer,
Project Manager

Tools



Figma Blender

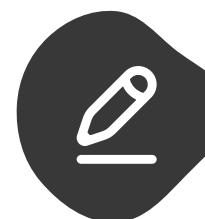
Work Process

Understanding and Research Phase

1. Understand the customer by gaining an understanding of the customer's values, ideas, vision and pain points.
2. Benchmarking: Research on existing and similar products.
3. Research on existing technology.



Stakeholder Interview Benchmarking
User Interview



MoSCoW Method Benchmarking
Storyboarding Affinity Diagrams



Brainstorming Benchmarking
User Journey Affinity Diagrams



Wireframing Prototyping



Interview Usability Testing
Mechanical Testing

Ideation and Requirements Phase

1. Open brainstorming of ideas and concept selection.
2. Explore different design concepts by generating ideas via 3D CAD sketches, 3D animations and website sketches.
3. Set scope and MVP (Minimum Viable Product).

Proof of Concept Phase

1. Research on technical and mechanical solutions, together with a mechanical engineer and a software and sensor engineer.
2. Purchasing of mechanical parts and testing.



Workforce Portal

Project Briefing

An idea to create a platform that addresses an existing gap in the construction industry. I am helping with the development of taking the idea to product. This project requires a lot of data visualization of accessibility and personal information that contributes to the user's decision on whether to give a quote or not.

My Roll

Lead UX Designer

Tools



Figma

Work Process

Understanding and Research Phase

1. Understand the customer by gaining an understanding of the customer's values, ideas, vision and pain points.
2. Benchmarking: Research on existing and similar products.

Ideation and Requirements Phase

1. Create Personas to define our target groups.
2. Brainstorm and define the desired flow on the portal.
3. Sketch simple wireframes of the idea and check with the customer.
4. Create a few different prototypes and see which ones the customer likes.

Prototyping Phase

1. Wireframes, prototypes and interactable mockups.



Stakeholder Interview

Benchmarking



Flow Diagram

Benchmarking

Storyboarding

Clustering

User Journey

Mind Map



Brainstorming

Personas

User Journey

Affinity Diagrams



Wireframing

Low-Fidelity Prototyping



Usability Testing



Portal Improvement

Project Briefing

An existing dashboard portal that had some redundancy and missing design components that needed to be addressed. By first mapping the flow of the homepage and how the data is displayed, I was able to simplify the flow to remove the redundancy. The data visualization was refined so that it was clearer and easier to understand, and the filtering system was improved. Then it was just a matter of going through page by page and making improvements to the design elements so that they followed the user's mental model and the WCAG standard.

My Roll

UX Designer

Tools



Figma

Work Process

Understanding Phase

1. Get a review of the portal from different users to capture their views on what works and what they feel is lacking.
2. Go through the portal and observe the design and layout.



Stakeholder Interview

Interview



MoSCoW Method

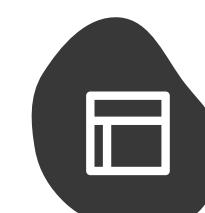
Affinity Diagrams



Brainstorming

Clustering

Flow Diagram



Mockups

Custom UI Components

Design Documentation



Usability Testing

Improvements Phase

1. Create mockups of areas for improvement.
2. Create and provide a design document to the development team so they know what applies to the portal's various design elements (and what they should adhere to in order to comply with the WCAG standard).
3. Provide suggestions for improved data visualization, filtering, and layout.



Vehicle Overview

Project Briefing

A dashboard portal where you can get an overview of different electric vehicles around the country, with a focus on their status and health. I was involved in designing a custom design system for the client that reflected the theme. The portal also used many data visualizations that I was also involved in designing.

My Roll

UX Designer

Tools



Figma

Work Process

Understanding and Research Phase

1. Gain an understanding of the client's vision.
2. Look at existing products and designs that are similar to what the client wants.
3. Research and analyze various data visualizations, graphs, and charts.



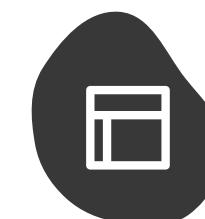
Stakeholder Interview Benchmarking
User Interview



MoSCoW Method Benchmarking
Storyboarding Affinity Diagrams



Brainstorming Benchmarking
User Journey Affinity Diagrams



Wireframing Low-Fidelity Prototyping
Mockups Design Documentation
Custom UI Components



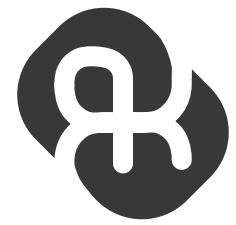
Interview Usability Testing

Prototyping Phase

1. Wireframes, prototypes and interactable mockups.

Validation Phase

1. Test with users in different roles.
2. Get feedback from the customer.



**Thank you for taking the time to look through my portfolio
– please get in touch if you would like to know more!**

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Mobile: +46 706824569