



# Portfolio



Dear Visitor, It's a pleasure to have you here.

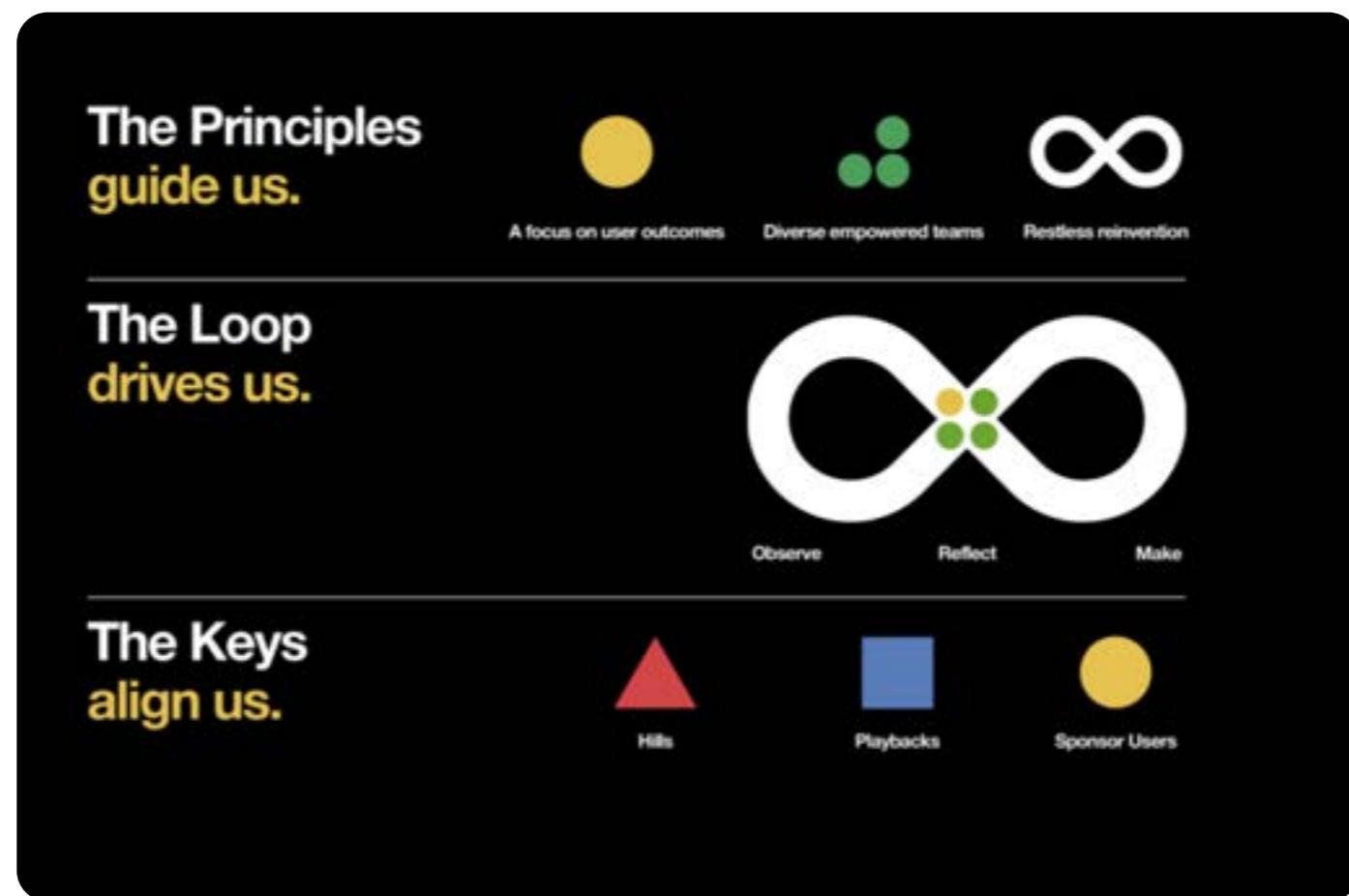
My name is Sameer Mishra, a highly curious generalist.

Over 10 years of experience within IT, focused on user experience, design thinking, interaction design, and design management.

In this Portfolio you will find some doodlings that I have done during the last couple of years.



# The process





# Interviews

There's just two things in any user interview.

"Ask all the questions.

Listen to all the answers."

Make good eye contact, smile,  
practice saying adequate

"Hmm.. ah.. ok.. yes..

*Tell me more.."*

other things associated are:

Why

How

Where

Notepad + paper + pen + recorder.



Have done so many interviews that have lost count of it.  
If you remember yours then please share your method to  
keeping track.



# Workshop

(I like all kind of workshops)

Good at gathering many people and making them write on tiny bits of paper,  
sometimes they are sticky! enabling us to stick em on the wall.

Can stare at them for a while and come up with Eureka!!



Conducted workshops with **50 people** and more.

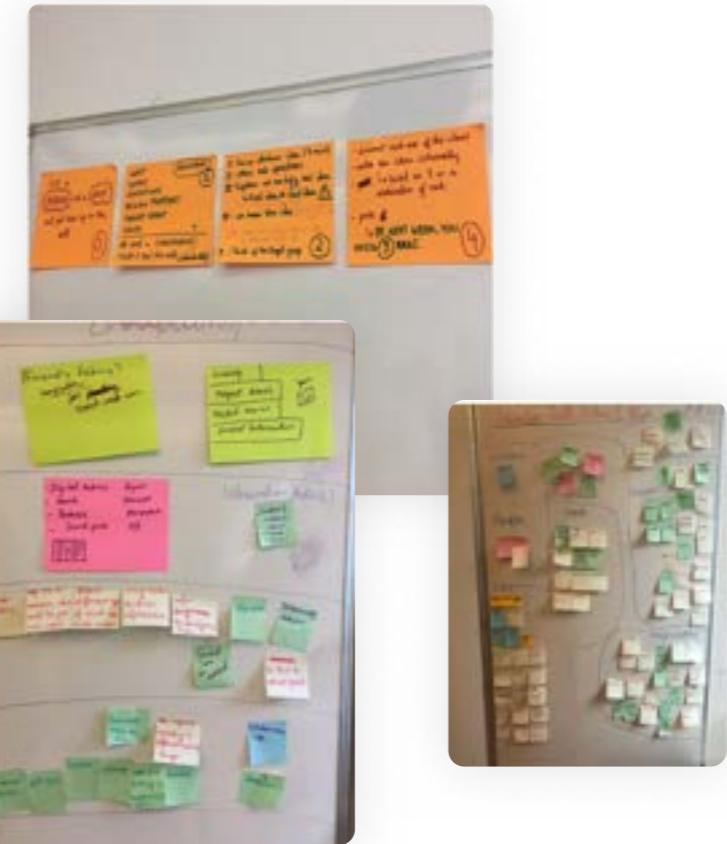
very task specific.

I have some personal drawbacks with this method,  
cannot work well if the notes are stuck up high on the wall.  
i'm just 5' 5" or 166cm if you count otherwise.

Digital method also works just fine.

Monthly Tech Retrospective (axq...  
25 Oct 2022

Monthly Tech Retrospective (axq...  
21 Jan 2023



Personal note: need to work better on taking pictures

- Discovery
- Empathy
- Design
- Prioritization
- Critique



# Research



An Exploratory Study: User Perception of Simulated Embodiment using YouTube

- 28 Interviews
- Open ended questions
- Bias - Zero
- Observations
- Surveys to verify



URN: urn:nbn:se:uu:diva-435243

OAI: oai:DiVA.org:uu-435243

DiVA, id: diva2:1530567

Understanding user perception has been always a point of interest for researchers and designers in the field of HCI. This study takes a qualitative approach into exploring user perception of 360° views provided by vision technology. With the help of mediator i.e. YouTube, the user gets a secondhand experience of vision technology. Receiving simulated embodiment experience, the findings from the interviews are categorized into themes such as understanding, feeling, opinion on usage and user perception. The study looked at user perception and tried to convey that such systems are comprehensible with the help of mediation. This paper focuses on simulated embodiment and its usefulness as perceived with the help of selected YouTube videos which showcase different "views".



# Compricer



Compricer is a comparison site for personal finance products. Currently leading the company as a consulting UX Specialist, I have led the design work changing the visual design language of the whole site, owning the full user journey throughout the product catalogue. Here are some examples of my designs for the homepage, 3-bar menu, navigation, click, car insurance, and private loan services along with improving SEO, site performance, dev-deliver span, and conversions using GA4.

Also, shortening tediously long journeys using automation.

# Click business at compricer



The marketing team wanted changes in the “click” business. It wasn’t performing as required.  
A fresh new look with old components from our library got us a new click widget.

Using Color theory is importation for a better visual story telling.

Inspired by Air Traffic Control (ATC) type of approach using Green as a base color.

Proved user engagement and results were shared with us by other click business watchers.

Many changes had to be made both visual and functional to pass wcag 2.2 on a better score.

All text were set to 16px so they are readable as compared to the previous of 14px and 12px.

New Design

Jämför sparkonton				
Visa fler				
Bolag	Rörlig %	3 M %	6 M %	
ecster	0,80	1,55	1,65	
compricer Bolån	0,80	1,55	1,65	
Swedbank	0,80	1,55	1,65	
Danske Bank	0,80	1,55	1,65	
ÅLANDSBANKEN	0,80	1,55	1,65	
Landshypotek Bank	0,80	1,55	1,65	
Bluestep.	0,80	1,55	1,65	
marginalen bank	0,80	1,55	1,65	

Presenteras av: compricer



Jämför sparkonton & bästa räntan					VISA FLER
Bolag	Rörlig %	3 mån %	6 mån %		
ecster	0,90	-	-		
ERIK PENNER BANK	0,80	1,55	1,65		
Froda	0,65	-	1,00		
compricer	0,70	-	-		
MARGINAL BANK	0,80	1,10	1,45		
Bigbank	-	-	1,10		
HolstSpar	0,50	-	-		
Landsbanken	0,95	-	-		

Presenteras av: compricer



# Car Insurance

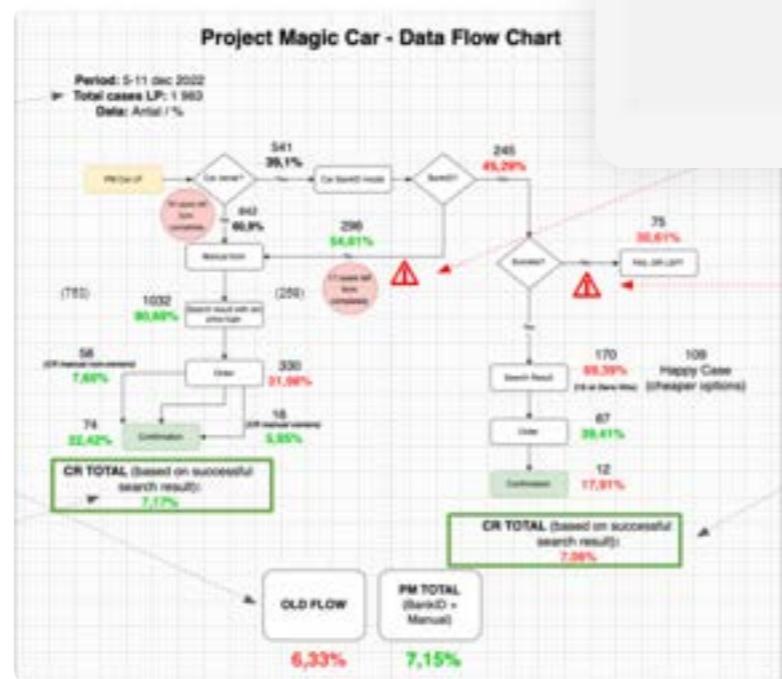


In order to shorten the user journey on the car insurance service, automation was introduced. Then the boring old 5 page journey was shorted to a 3-step Quick journey.

A stronger Call to Action was required along with shorter sprint cycle to the information architecture.

Before i had joined, the 14-day sprint took almost 10sprints to deliver as opposite to this took just 4 sprints.

The screenshot shows the Compricer car insurance service interface. The main window displays a quote from 'evoli' with a price of 370 kr/min and a savings of 2280 kr/yr. It includes fields for 'Din registrering' and 'Ditt telefonnummer' with a 'Ta bort 10 dagars inskrift' button. Below this is a section for 'Biläggar' with a photo of a woman and text: 'Vid 80 personer (inklusive tillförstånd hos Compricer) Affärssättet är ännu bättre!' and 'Biläggar' contact information. A sidebar on the left lists 'Hitta bilägg' and 'Bilägg'. A modal window on the right shows a quote from 'Bilägg' with a price of 402 kr/min and a savings of 2000 kr/yr. It includes sections for 'Biläggsläggare', 'Biläggsläggare', 'Biläggsläggare', and 'Biläggsläggare' with a 'Ta bort 10 dagars inskrift' button. A sidebar on the right lists 'Biläggsläggare' and 'Biläggsläggare'.

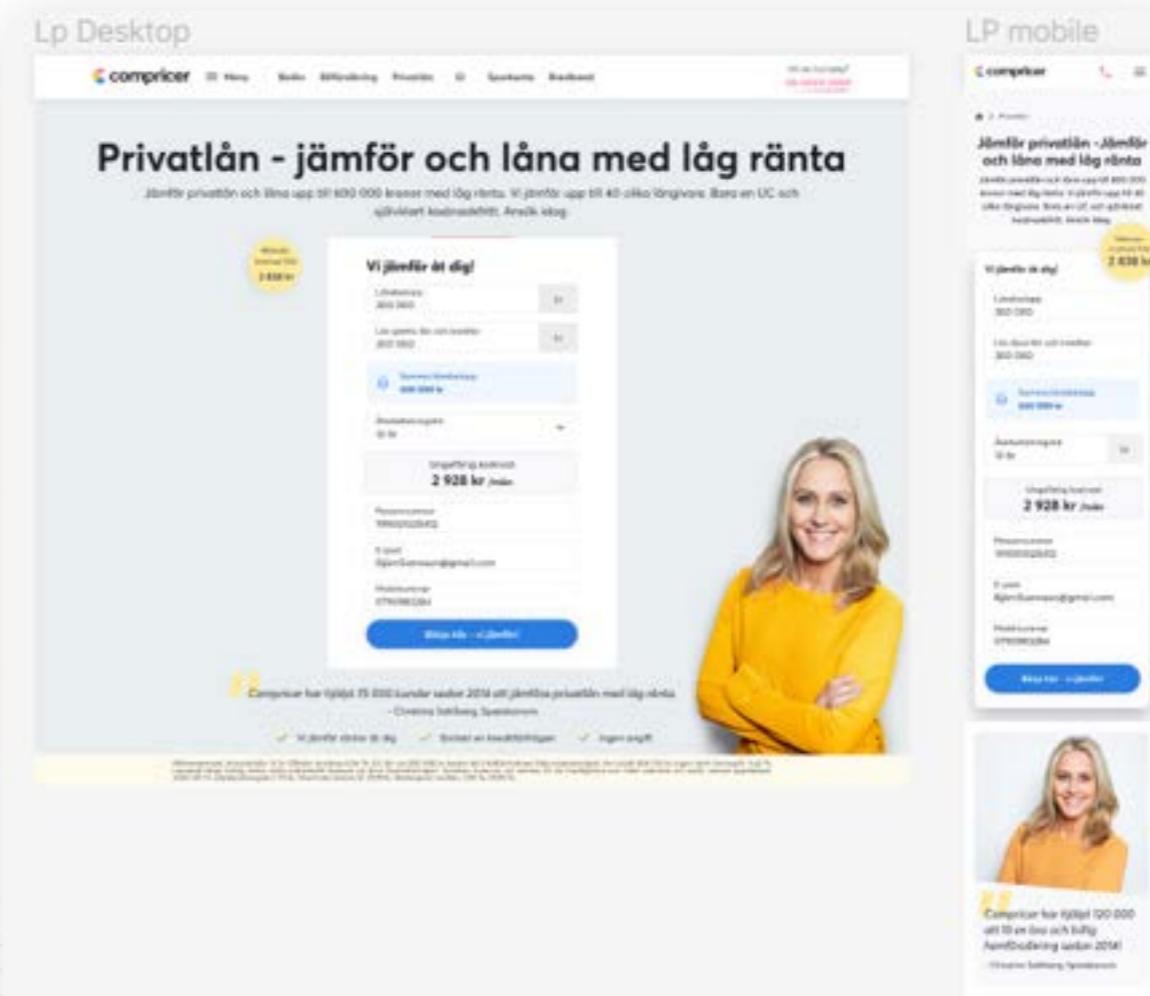


# Private Loan



Private loan service was very complicated with words and fields that were very confusing. My job was to fix the design in such a way that it brings a strong synergy and helps the user achieve what they are looking for.

Small features like “what’s the total amount” was introduced. The page was designed using golden ratio in mind and a natural user flow widget to complete the form.



Lp Desktop

Privatlån - jämför och låna med låg ränta

Jämför privatlån och låna upp till 600 000 kronor med låg ränta. Vi jämför upp till 40 olika långlivade lånen i UC och siffror från Kreditverket. Anslut kredit.

Vi jämför för dig!

Lånebelopp: 300 000 kr

Låne årsrunt: 300 000 kr

Låneperiod: 12 år

Uppräkning: 2 928 kr / mån

E-post: Agnetasvansar@gmail.com

Mobilnummer: 0700000000

Skicka

Compricer har öppnat 75 000 kunder sedan 2014 om jämföra privatlån med låg ränta.

Överensstämning: Sparsamhet

✓ Vi jämför direkt till dig ✓ Skickar en e-post till dig ✓ Ingen avgift

Lp mobile

Jämför privatlån - jämför och låna med låg ränta

Jämför privatlån och låna upp till 600 000 kronor med låg ränta. Vi jämför upp till 40 olika långlivade lånen i UC och siffror från Kreditverket. Anslut kredit.

Vi jämför för dig!

Lånebelopp: 300 000 kr

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# 🏠 Home page

The image shows two versions of the Compricer website's home page. Both versions feature a large banner at the top with the text "Jämför. Byt. Spara." and a subtext "Hitta bra försäkringar, elavtal och lån. Spara tid och pengar!". Below the banner is a yellow circular badge with the text "Just nu hjälper vi 276 kunder!". The main content area contains a grid of service icons:

Desktop Grid (4x3)	Mobile Grid (4x3)	
Bilförsäkring	El	Privatlån
Hemförsäkring	Olycksfallsförsäkring	Bolån
Villaförsäkring	Bredband	Sparkonto
		Tips & Råd

Both versions also include a testimonial at the bottom: "Varje år gör svenska hushåll över 1,4 miljoner jämförelser på Compricer!" followed by "-Caroline Sandberg, Sparankonst". The mobile version has a standard navigation bar with a menu icon, logo, and search bar.

The management wanted a stronger message to show the brand's presence. Highlighting premier services which before my joining was lost due to redundant components present on the site.

Color theory to improve a happy feeling for the consumer.  
Our decisions impact and we should be the one taking the risks for them.

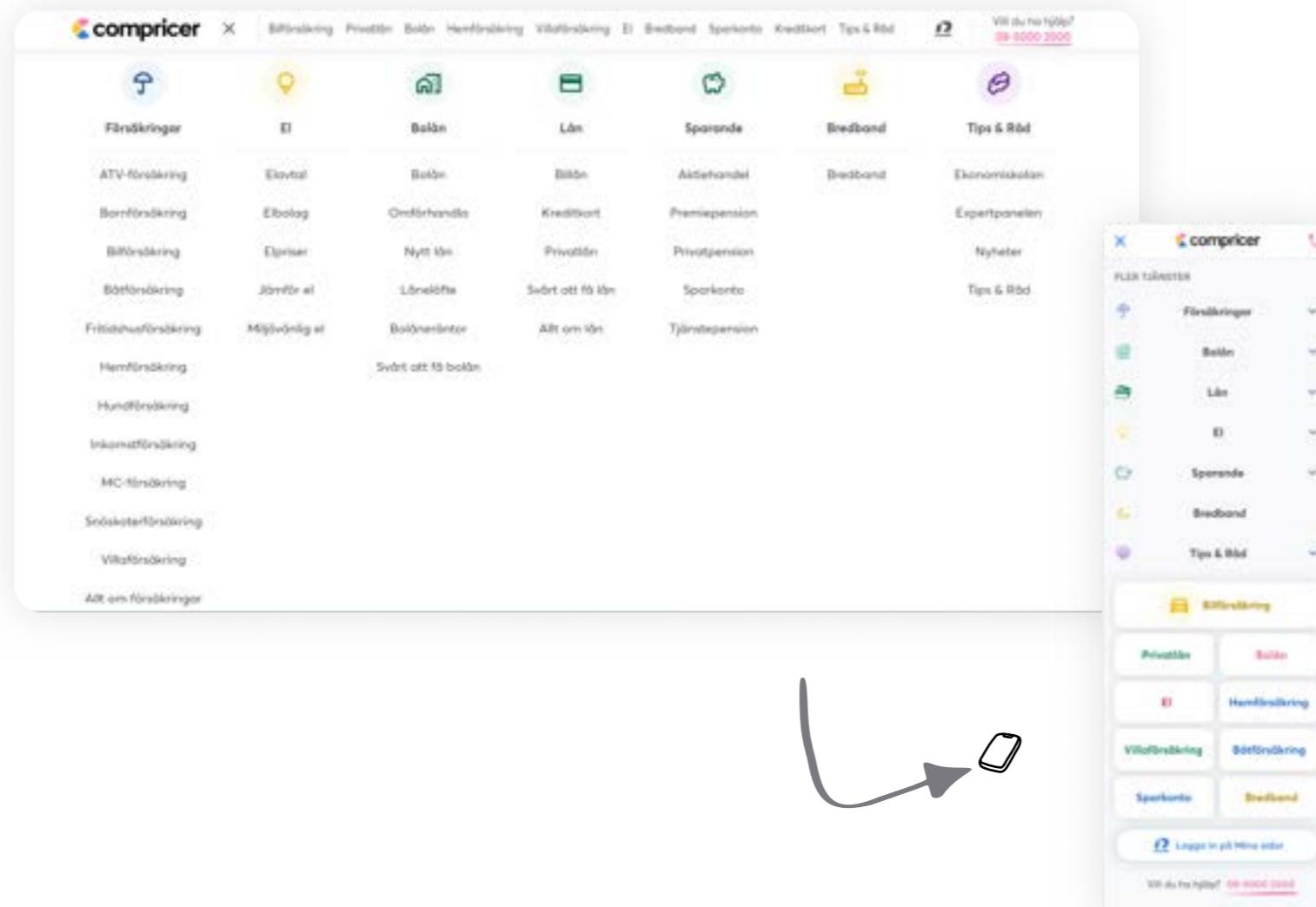


# Hamburger menu



Multiple services require multiple clicks to know about them. After understanding user behaviour, this Hamburger menu was redesigned and deployed. Users now could find all the services in one glance, grouped in order and the additions of icons kept user interact more as per heatmap. Before I started working on this service the user had to click on individual service to reach to the one they have been looking for.

Using Hotjar mappings and company vision the order was decided.



The image shows a comparison between the original website navigation and the redesigned Hamburger menu.

**Original Navigation Bar:**

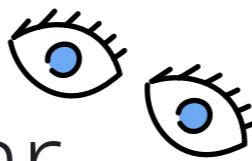
- Effektivit
- Priva
- Boln
- Hemf
- Vilaf
- Ei
- Bredband
- Sparkonto
- Kreditkort
- Tips & R

**Redesigned Hamburger Menu:**

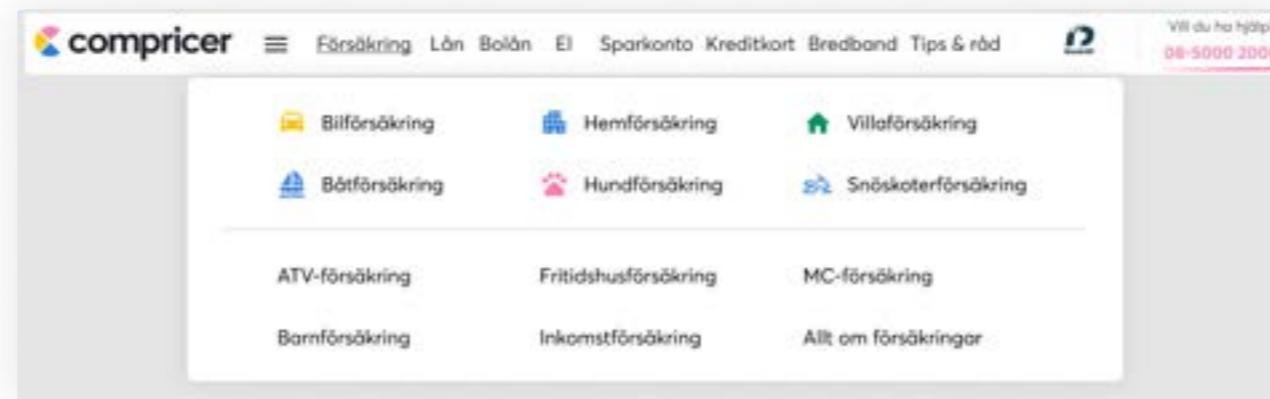
- F
- E
- B
- L
- S
- B
- T

F	E	B	L	S	B	T
F	E	B	L	S	B	T
ATV-f	E	B	L	S	B	T
Bornf	E	O	K	P	B	E
Bilf	E	N	P	P	B	N
Btthf	J	L	S	S	T	T
Fritidshusf	M	B	A	T		
Hemf		S				
Hundf						
Informatif						
MC-f						
Se						
Vilaf						

A hand-drawn arrow points from the original navigation bar towards the Hamburger menu icon on the right.



# Navigation bar

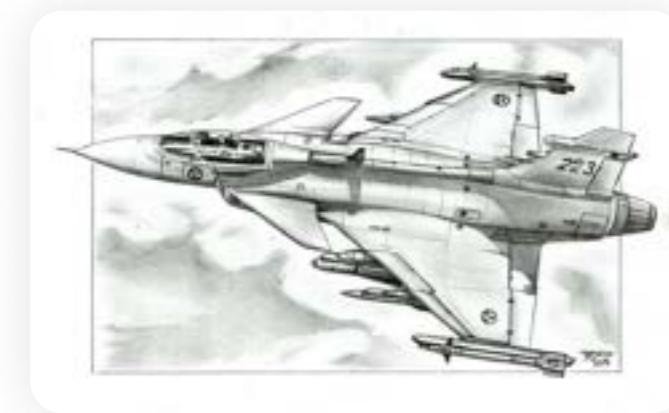


The management wanted 5 title header with logo, bankid, helpline to be redesigned into a slight larger one.

After i joined the navigation bar was redesigned twice due to managerial descisions but both of them followed NN/g guidelines.

All text were set to 16px so they are readable as compared to the previous of 14px following wcag 2.2

# Svenska Aeroplan Aktiebolaget (SAAB AB)

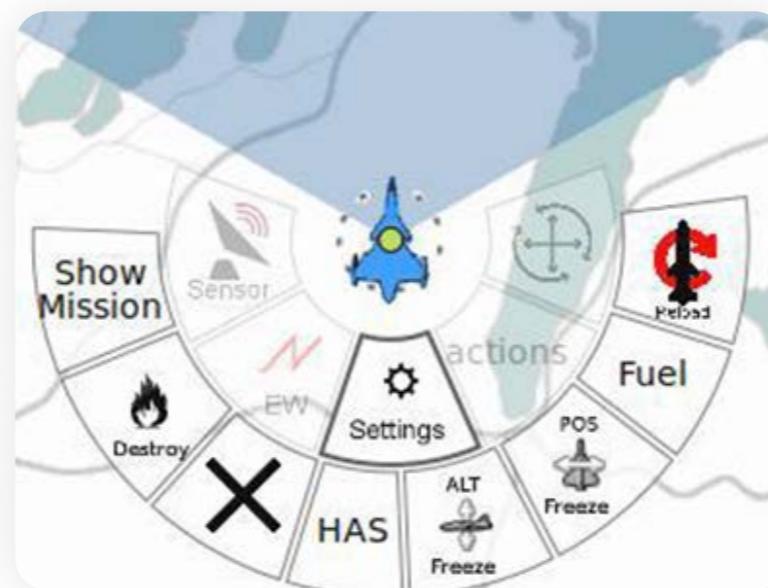


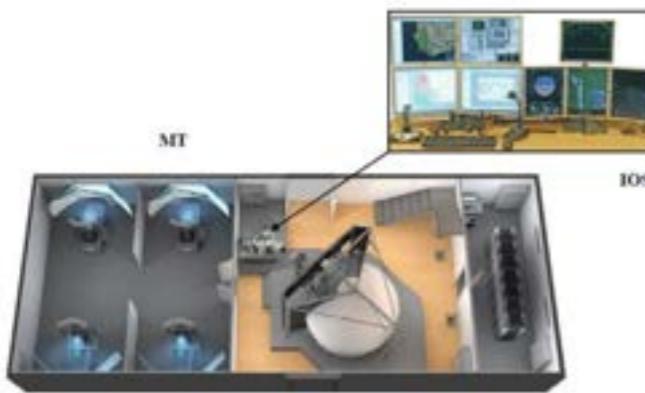
Saab "It's a human right to feel safe"

Having a world class machine over the head to rule the sky requires training of pilots.

Designing interactions for pilots is a cool thing, had the first hand experience of the simulator.

Bringing the concepts of gaming and muscle memory for pilots into the system.





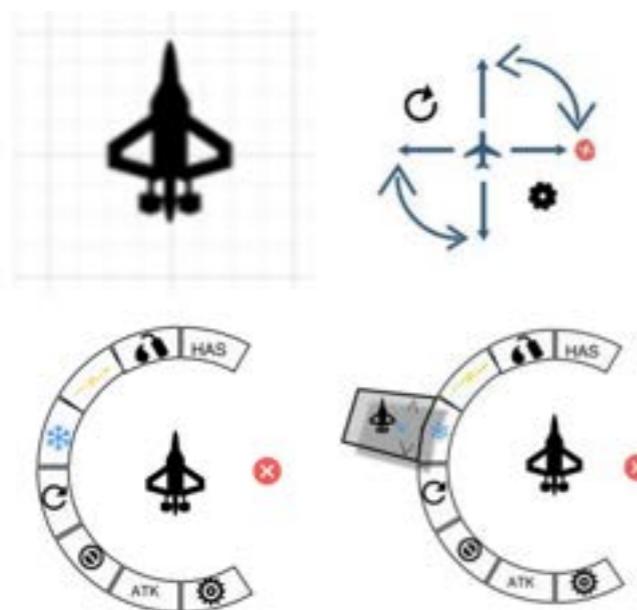
## Ideation

Designing for the elite pilots of försvarsmakten sounded like a challenge. We wanted to keep the design as close to their everyday action-packed life with controls embedded in their muscle memory and mental models. Our initial research showed that the pilots struggled with lot of mis-clicks and found the screen very clustered while engaged in action. So, considering all the factors, the overall objective of our design is to help instructors pilots perform their training exercises efficiently and effectively.

**Tools Used:** ▪ Interview ▪ Comparative Analysis ▪ Stakeholder interviews, ▪ Requirement's elicitation, ▪ Research the old system.

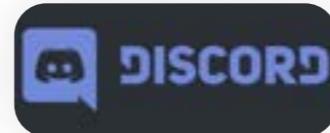
## Define & Execute

▪ Information Structure. ▪ Pen-Paper and Lo-Fi Prototype. ▪ Review and comment UCS ▪ Design actions and corresponding feedback: Select, Navigate, Success, Failure, Undo, and Revert 0.





VS



While working in the gaming industry, it makes sense to use Discord as the main channel for conversation. However, Slack is the better means of communication.

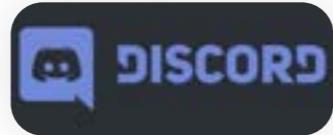
Well, my job as a UX researcher kicks in to find if there is any difference among them. As there is "never a right or wrong" just a matter of preference or the gut feeling.

Levene's test for equality of variances for task completion.

	Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
S_MEAN	Equal variances assumed	,654	,445	-,885	,7	,405	-13.381830	15.119482	-49.133724	22.370063
				-,903	6,941	,397	-13.381830	14.813106	-48.469957	21.706296
D_MEAN	Equal variances assumed	1,304	,291	,240	,7	,817	2,38381	9,92053	-21,07452	25,84214
				,248	7,000	,811	2,38381	9,61428	-20,35036	25,11798



VS



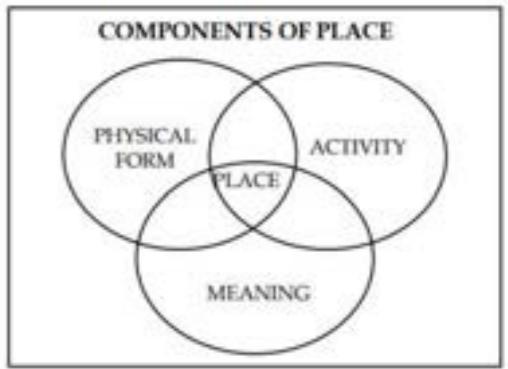
**Tools used:** SPSS, Google Survey, MS word

- 9 User interviews ■ Usability testing lab ■ Two-way screen ■ Activity tracker

**Results:** No significant difference in the time taken to complete the same tasks across Discord and Slack (with varying levels of experiences in those applications).

The data gathered from the tests do indicate to a falsity to the null hypothesis and a trend behind the data point to a possible rejection of the null hypothesis, this can be seen in the Q-Q plots to some variables as some of them meet the prerequisite assumptions of a T-test, that is to say, that normality is observed in some of the gathered data of task completion time and somewhat close to 0.05 p-values for certain variables such as the D-Mean. Ultimately, however, the null hypothesis at this point of time in the study cannot be rejected due to the high two-tailed significance values of the independent samples test, and the high p-values of the data gathered for each of the TCT variables for Slack and Discord. Therefore, a conclusion cannot be reached to if there is a significant difference in the time taken to complete the same tasks across both applications. This does not necessarily mean that the UTP test has been a pointless pursuit, but that following the recommendations proposed in later sections of this document may lead to a definitive answer to the null hypothesis.

# Design in a “place”



Using Embodied interaction inheriting parts of phenomenological theories from Merleau Ponty who “reconciled Husserl’s ‘philosophy of essences’ with Heidegger’s ‘philosophy of being’”

## Naturalistic observations:

7 interviews, 7 questions, age 20-50. Daytime on location.

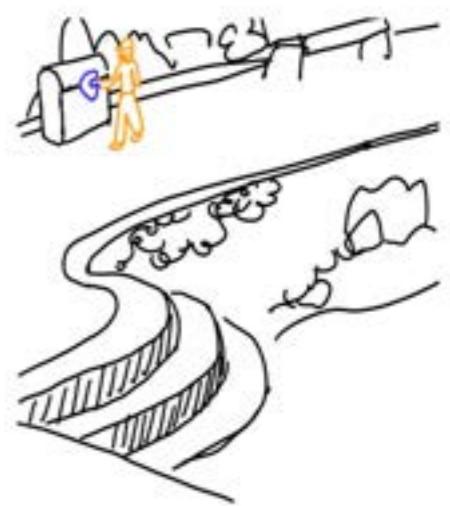
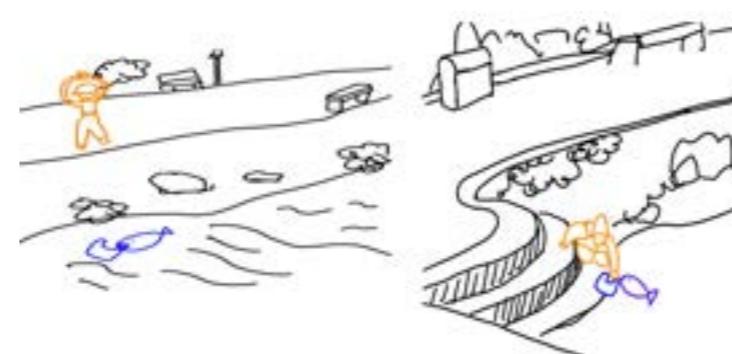
Result: its tricky to design interactions in a public space but its fun.



Figure 1. Enacting a scenario of a family



Figure 2: Interacting with the river



# PlotBot: a story spoiling robot

## **Assumptions made:**

- Some people are biased against spoilers.
- Spoilers can make it more enjoyable.
- People will be less negative towards spoilers if they are not told that it is one.
- People come to the library to get book recommendations.
- Spoiled books are rated as more joyful.
- People have an inner will/challenge to read a book despite having a hard time with it.
- The person would rather let the robot pick out books randomly than putting effort into finding one themselves.
- People would rather let a robot spoil for them than a librarian.
- Other people actually read the last chapter of the book before reading the rest of the book.
- The counter-intuitive idea of a robot that spoils books raises curiosity.

## **Interaction flow**

The user wave to the robot to activate it. The user chooses a category and chooses spoiler level the robot spoils a book for the given category and spoils it. The user is then brought to the book. The user chooses whether to get the book or not.



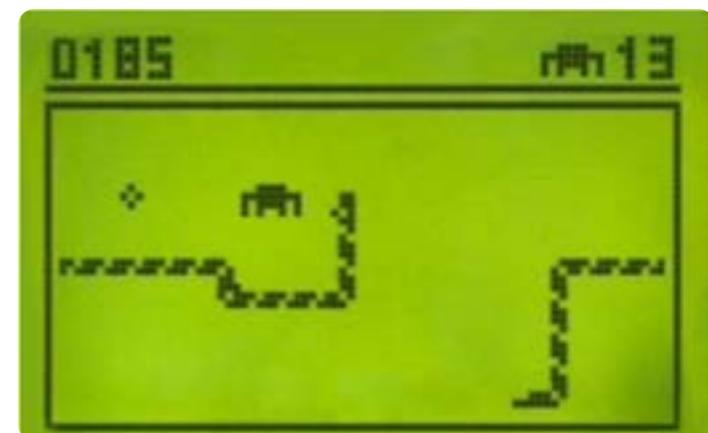
# Evolution in the Interface of “Snake” game in 3 gens

## Evaluation:

Likert scale 0-10 where 0 being highly unlikely and 10 being highly likely.

**Tools Used:** ■ Google Surveys ■ Comparative Analysis Requirements gathering and Research ■ User Interviews ■ Research the emulator for the metrics.

**Result:** User Satisfaction or Apdex Score for the snake classic was 0.85 in a range of 0-1, being the highest followed by 0.60 for the color version and lastly snake 3D with a score of just 0.40



## Data:

For the snake classic version the average rating for the mentioned

Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
5.75	6.35	9.1	7.95	6.35	5.6	9.1	7.45

For the snake color version the average rating for the mentioned

Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
4.3	4.45	5.4	5.05	5.3	4.75	5.45	5.3

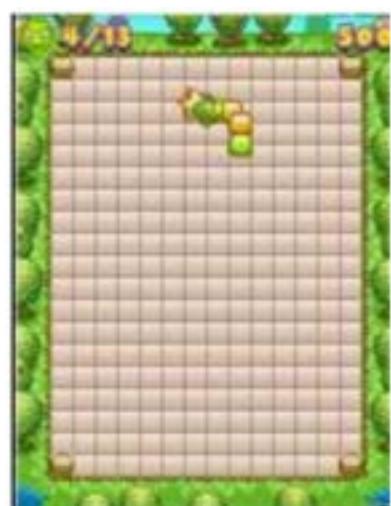
For the snake 3D version the average rating for the mentioned

Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
2.75	2.45	2.45	2.85	2.7	2.25	2.6	2.7

After calculating the average of all the 3 version of the game.

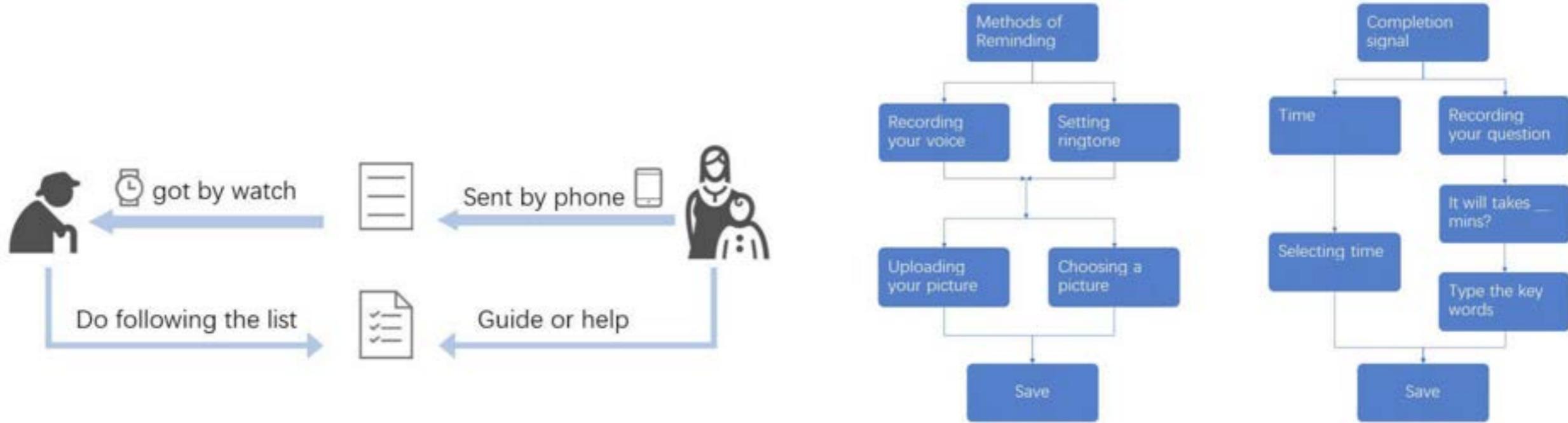
Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
4.266666 667	4.416666 667	5.65	5.2833333333	4.7833333333	4.2	7	5.15

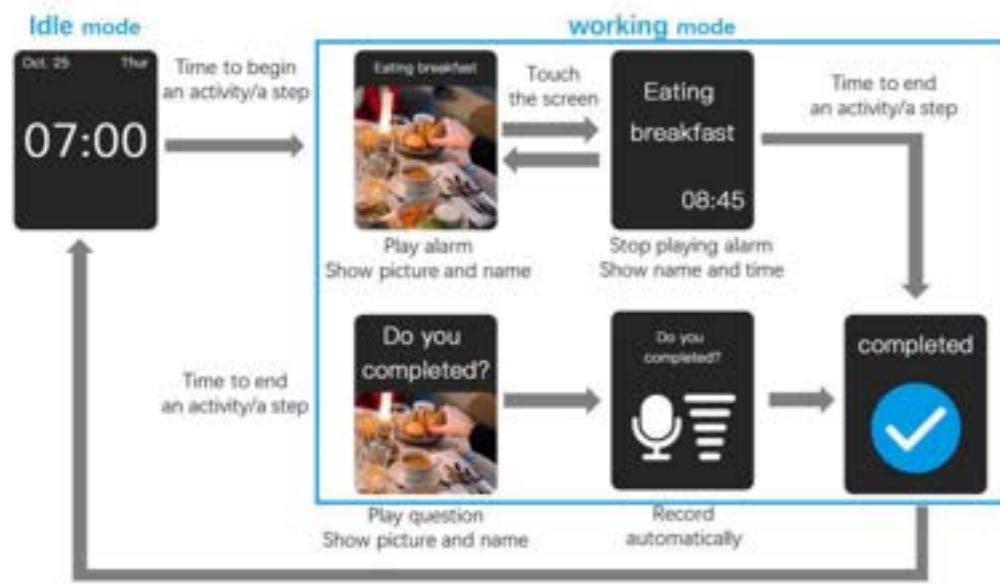
Note: The max-min values are added to the appendix with rest of the charts



# Application: Reminder for people with Dementia.

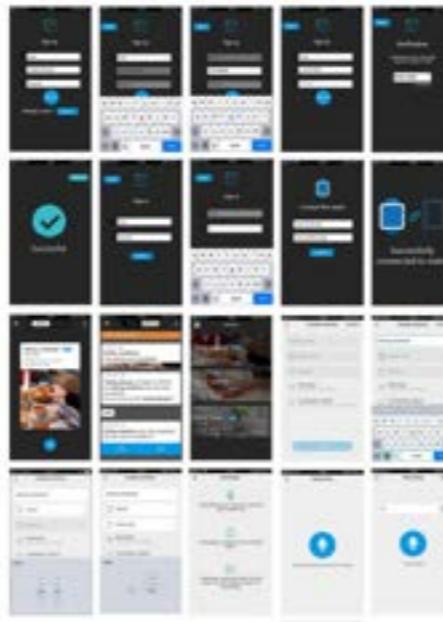
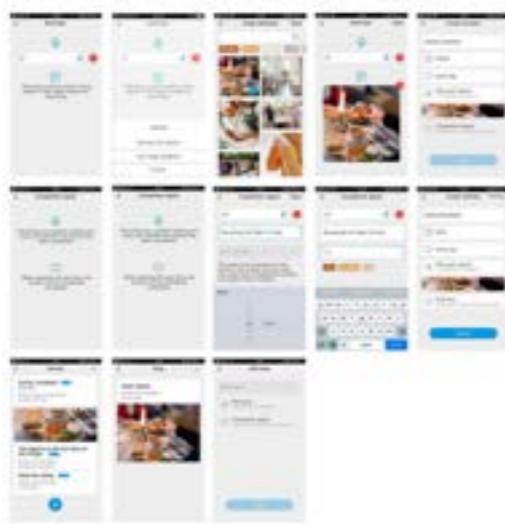
**Problem:** A need for a system to assist people with Dementia in everyday care, enabling their dear ones to be able to monitor daily progress and have a little less to worry.





## Design highlights

The UI design was made to make it interesting and attractive for the caregiver as well as the PwD. With the primary focus being on functionality and efficiency of the system co-dependant of a condition, we included voice and images to enhance the PwD's experience.





In the amidst of the pandemic, an opportunity to create a whole new product arose.

Users wanted to buy more but couldn't find the means to do so,,

Introduced the users with a whole new webshop to make their life easy and do some development for a small business.

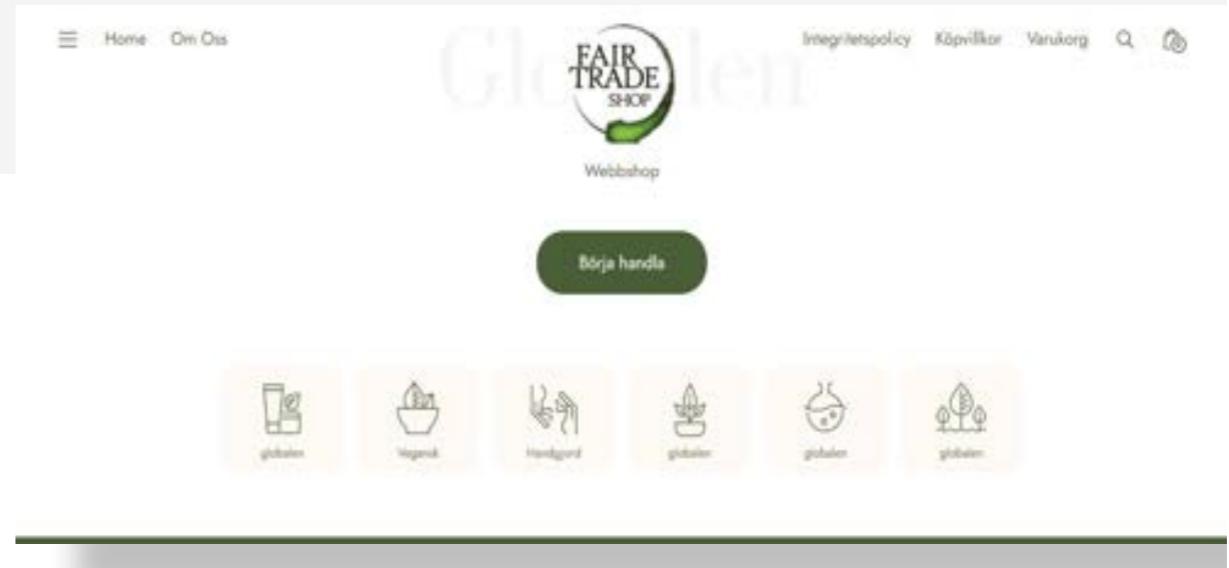
Before i joined, the users would call and try to book the articles then swish or use invoicing method to pay it off.

Now it's simple and hasselfree with the possibility to checkout the things as they pleased.

**CONSULTATION**

# Globalen

*My case study of working as a UX/UI designer, Front-end Dev and product owner in Uppsala.*



## BACKGROUND

I joined [Globalen](#) as a Consultant in 2021. They are a Fair trade business trying to provide a short and accessible User Experience and User Interface to their customers with the help of an e-commerce platform.

## TEAM STRUCTURE

I worked as part of a small team consulting and mentoring the ecomm platform. I was mainly reporting to the Members of the Board.

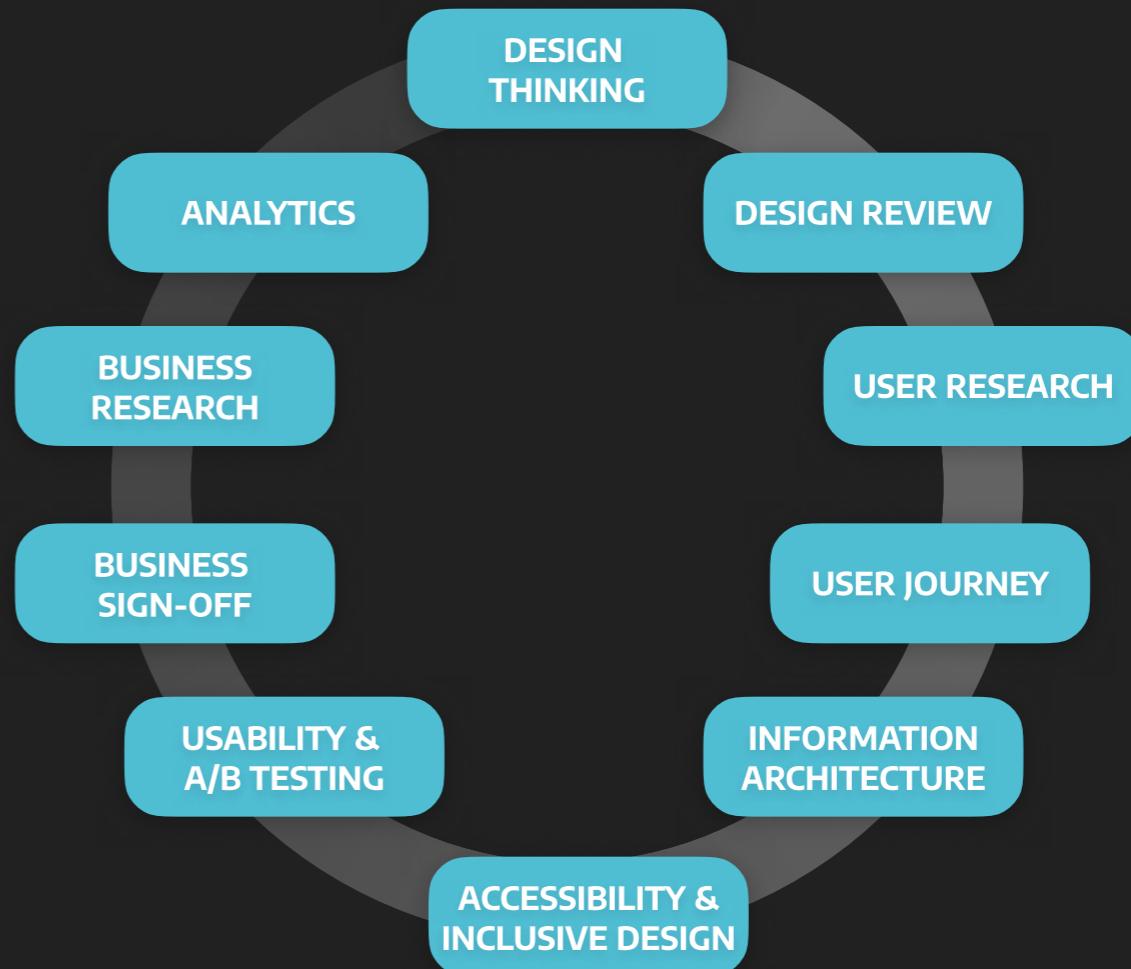
## MY RESPONSIBILITIES

My task was to look into ways of improving market reach and better sales figures with the power of the internet.

# Design process

I've created a process to have a solid foundation for my work as a designer within different organisations.

I'm following the same flow when I'm walking through my case studies in this portfolio.



## CONSULTATION

# Business research

*I started by understanding the business requirements.*

## KICK-OFF WORKSHOP

I've organised a session to meet all the stakeholders and understand what they're trying to achieve and any design assumptions they may have. To facilitate the workshop I've used Lean Canvas to help us quickly define the current problems, business goals, value propositions and metrics.

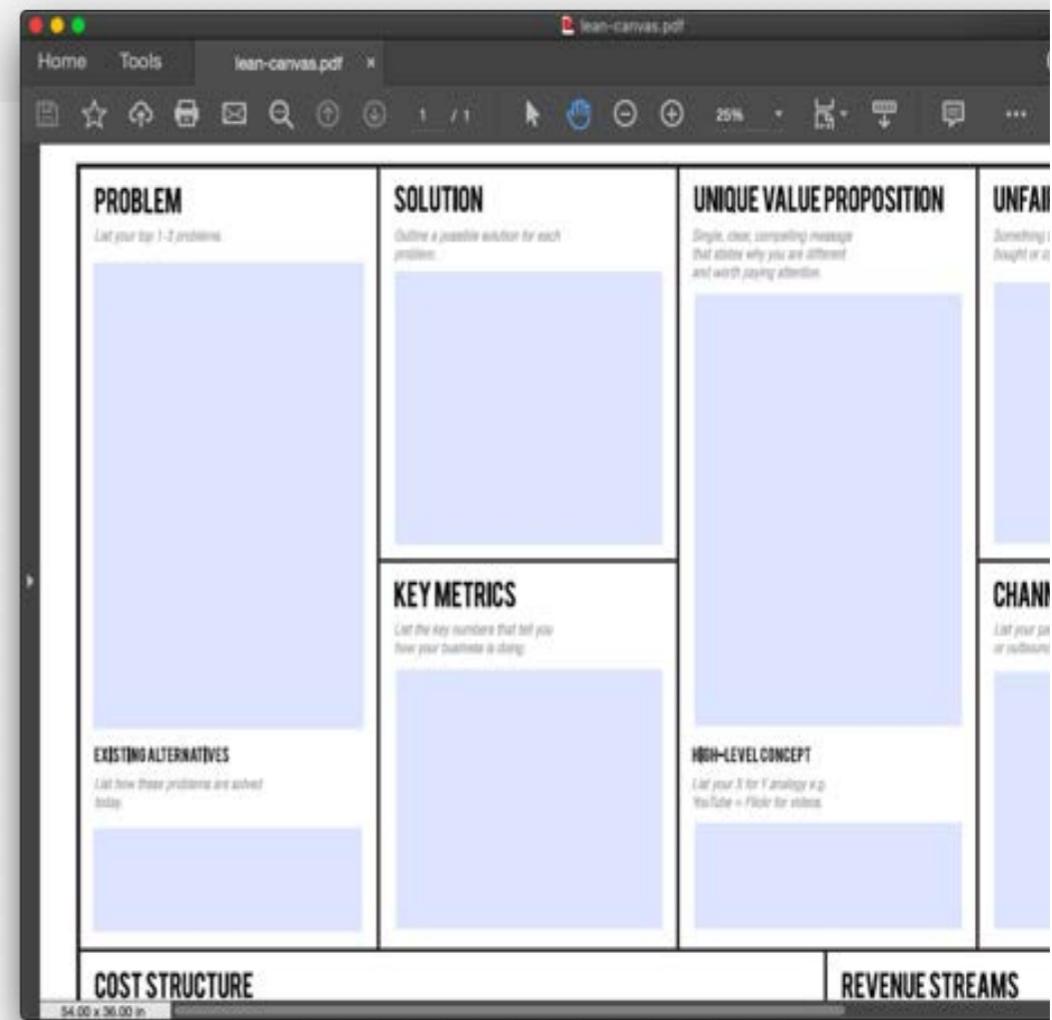
## BUSINESS GOAL

The company wants to expand their business by offering E-commerce option for customers.

## PROBLEM DEFINITION

Hypothesis 0

The company sees a challenge in prospective customers receiving a modern experience and establishing a digital connection with the business.



## CONSULTATION

# Design review

I've reviewed the current website to evaluate what works and what doesn't – assumptions from my professional point of view.

## WHAT WORKS

Hypothesis 1

- ✓ Shopping journey is relatively quick and has informative post-purchase communication

Hypothesis 2

- ✓ Information about products is descriptive and pricing was clear

Hypothesis 3

- ✓ The list of what's included with the product is visualised well

Hypothesis 4

- ✓ Clear value propositions to differentiate the company from its competitors

Hypothesis 5

- ✓ Review articles are easy to discover, well categorised and provide useful information

## WHAT COULD BE IMPROVED

Hypothesis 6

- ✗ Not enough information on how the product can be visualised in an environment in order to make a decision

Hypothesis 7

- ✗ A popular Klarna payment option not being supported may lead to checkout abandonment

Hypothesis 8

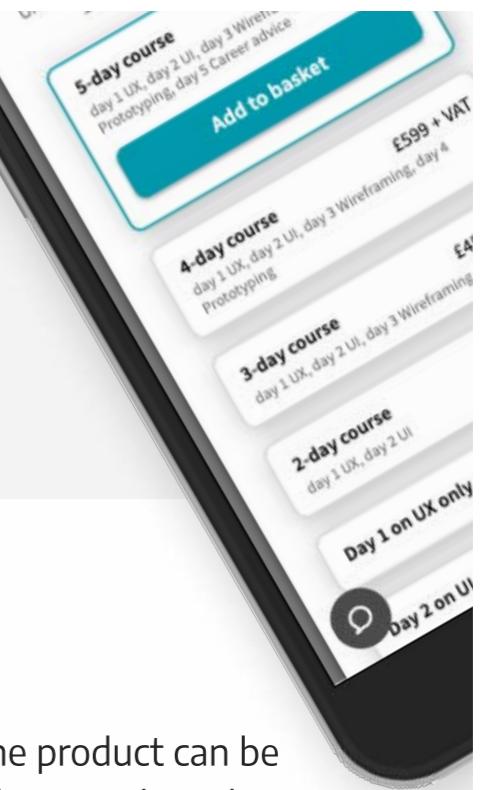
- ✗ Background photo on the landing page doesn't reflect that the products can be purchased simultaneously.

Hypothesis 9

- ✗ Product details page loading time is quite slow, which could affect bounce rates

Hypothesis 10

- ✗ Having Alt Link to old page will not affect the traffic and active time on main site.



## CONSULTATION

# User research

I want to understand the average user's profile based on the current customer base, and prove my & business' hypotheses.

### AVERAGE USER PROFILE

- Young Adults- Pensioner shoppers
- 18-70 years old | mixed gender
- Uppsala-based
- interested in shopping from distance
- can't travel due to time constraints or returning customers



### USER INTERVIEWS

I've arranged 10 sessions with previous customers to understand what influenced their decision to keep shopping at Globalen:

9 out of 10 said it's to do with the quality of products and the novel cause of paying fair value in supply chain.

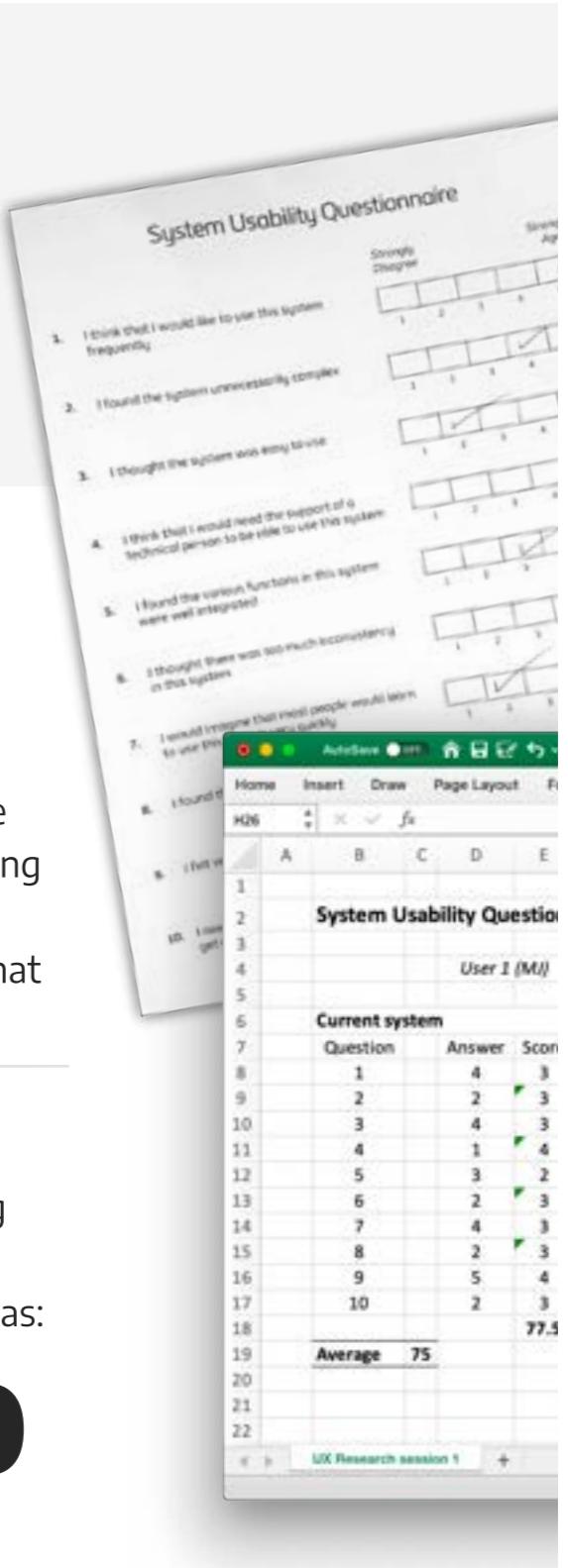
### QUANTITATIVE STUDY

I wanted to quantify the feedback on the current experience. At the end of my user interviews I've asked the attendees to assess the existing design of the website by completing a questionnaire that uses System Usability Scale (SUS).

### SUS SCORE

I've calculated the score using [SUS calculator in Excel](#) I've created using relevant formulas:

 **75** out of **100**



System Usability Questionnaire				
Strongly Disagree			Strongly Agree	
1	2	3	4	
5	6	7	8	
9	10	11	12	
13	14	15	16	
17	18	19	20	
21	22	23	24	
25	26	27	28	
29	30	31	32	
33	34	35	36	
37	38	39	40	
41	42	43	44	
45	46	47	48	
49	50	51	52	
53	54	55	56	
57	58	59	60	
61	62	63	64	
65	66	67	68	
69	70	71	72	
73	74	75	76	
77	78	79	80	
81	82	83	84	
85	86	87	88	
89	90	91	92	
93	94	95	96	
97	98	99	100	
Home Insert Draw Page Layout			File	
H26	X	V	fx	
A	B	C	D	E
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55
56	57	58	59	60
61	62	63	64	65
66	67	68	69	70
71	72	73	74	75
76	77	78	79	80
81	82	83	84	85
86	87	88	89	90
91	92	93	94	95
96	97	98	99	100
System Usability Questionnaire			User 1 (MJ)	
Current system				
Question	Answer	Score		
1	4	3		
2	2	3		
3	4	3		
4	1	4		
5	3	2		
6	2	3		
7	4	3		
8	2	3		
9	5	4		
10	2	3		
11	1	4		
12	3	2		
13	2	3		
14	4	3		
15	2	3		
16	5	4		
17	2	3		
18			75	
Average	75			
UX Research session 1				

## CONSULTATION

# Accessibility

I want to ensure our design is universal and works for everyone.

## WCAG VALIDATION

I'm working on the website to fully comply with industry's [Web Content Accessibility Guidelines 2.2](#).

- ✓ Text size is legible & can be easily changed
- ✓ Content is not cropped
- ✓ Optimal colour contrast ratio
- ✓ System is accessible on different of screen sizes
- ✓ Interface is navigable using keyboard
- ✓ System is responsive & doesn't take long to load



## INCLUSIVE DESIGN

To get a buy-in from the business I've arranged activities from [Microsoft's Inclusive Design Toolkit](#) to introduce empathetic problem solving.



## PERFORMANCE

I've analysed the website using PageSpeed service for any performance issues, which are likely to affect accessibility and conversion rates. *I've started with optimising hi-res images that should improve loading times by 20%.*

Hypothesis 9

Product details page loading time is quite slow, which could affect bounce rates

Pass

## CONSULTATION

# User research

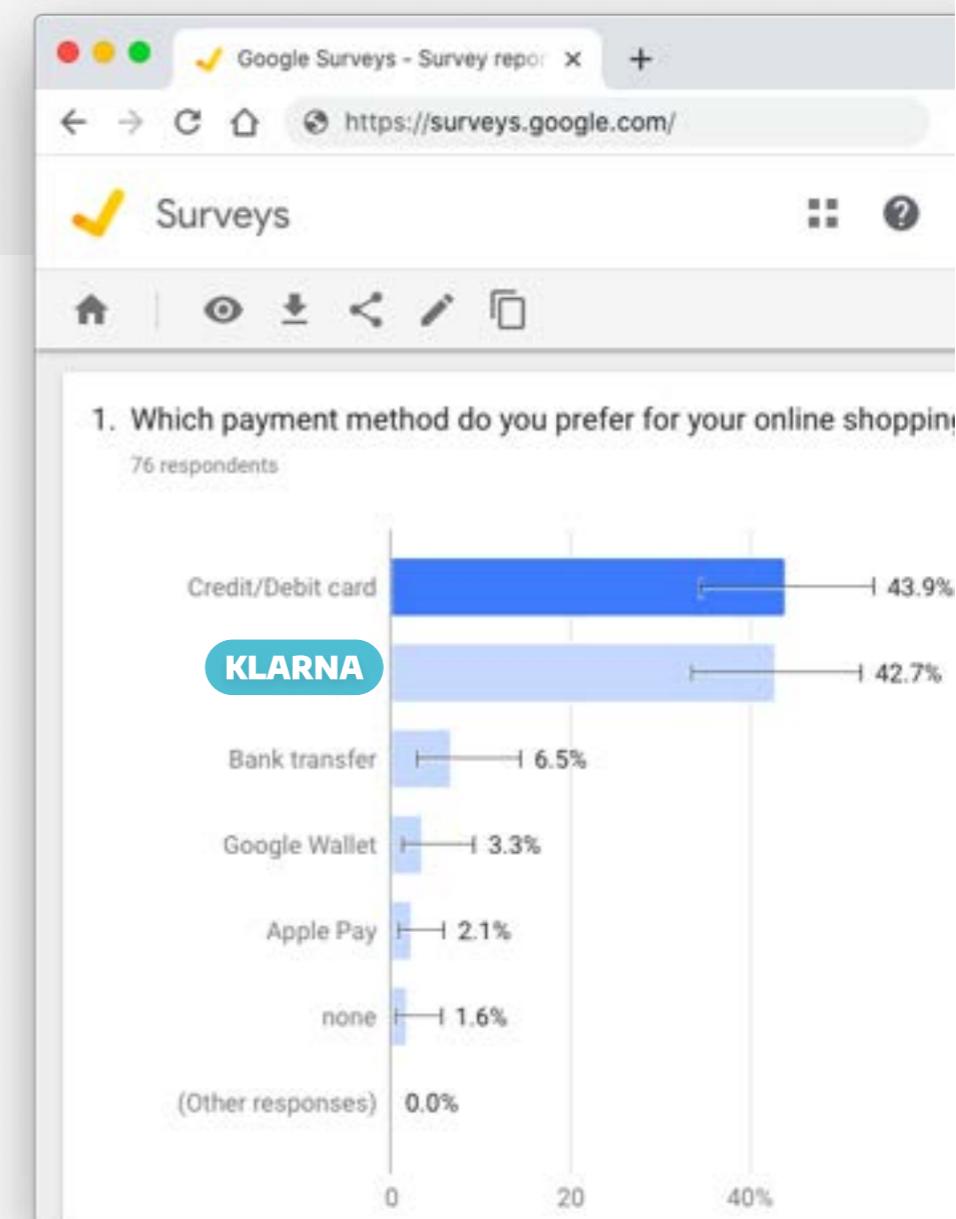
I want to understand the average user's profile based on the current customer base, and prove my & business' hypotheses.

## SURVEYS

I've run a single-answer survey among 100 representatives of the target audience using [Google Surveys](#) to see which payment method they prefer for online transactions:

- i 43.9% – prefer using Bank Cards and 42.7% – Klarna

Hypothesis 7  
A popular Klarna payment option not being supported may lead to checkout abandonment



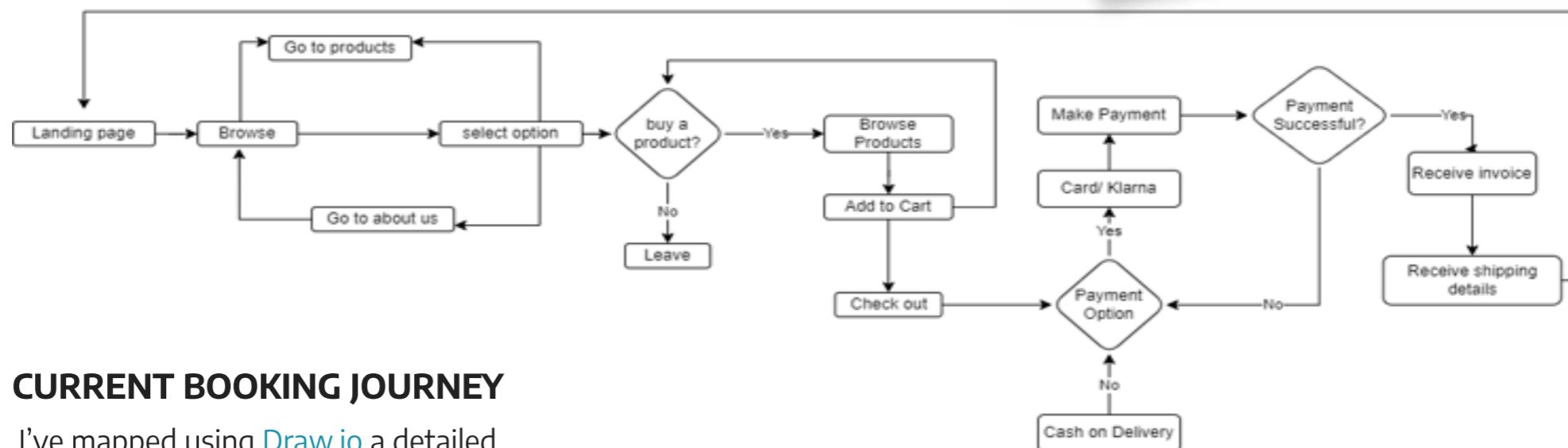
## REPORTING FINDINGS

I've prepared an executive summary for the management with my recommendations for them to prioritise as well as organised the platform.

CONSULTATION

# User journey

I'd like understand how many steps does it take for users to complete a purchase of a product and if it could be optimised.



## CURRENT BOOKING JOURNEY

I've mapped using [Draw.io](#) a detailed flow of booking for a course:

Hypothesis 1

Shopping journey is relatively quick and has informative post-purchase communication

Pass

## UNHAPPY PATHS AND ERROR STATES

It's important not to neglect those scenarios when things go wrong – that's when users get frustrated most and drop off. I've mapped using [Draw.io](#) those unhappy scenario such as when payment got declined or lack of cash on delivery option.

## CONSULTATION

# Information architecture

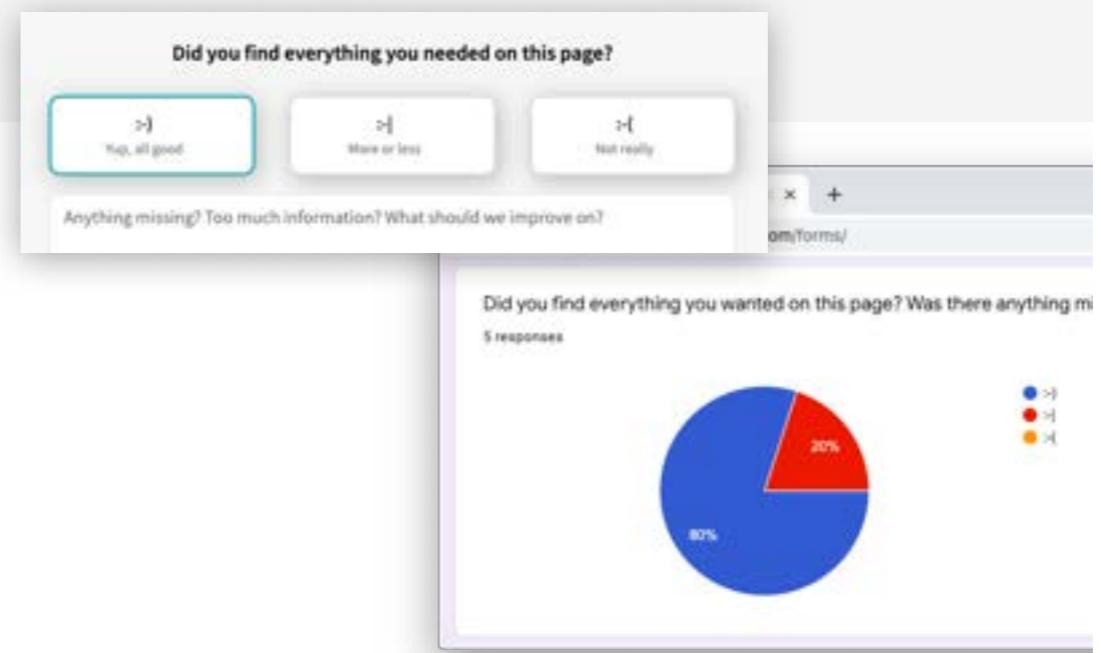
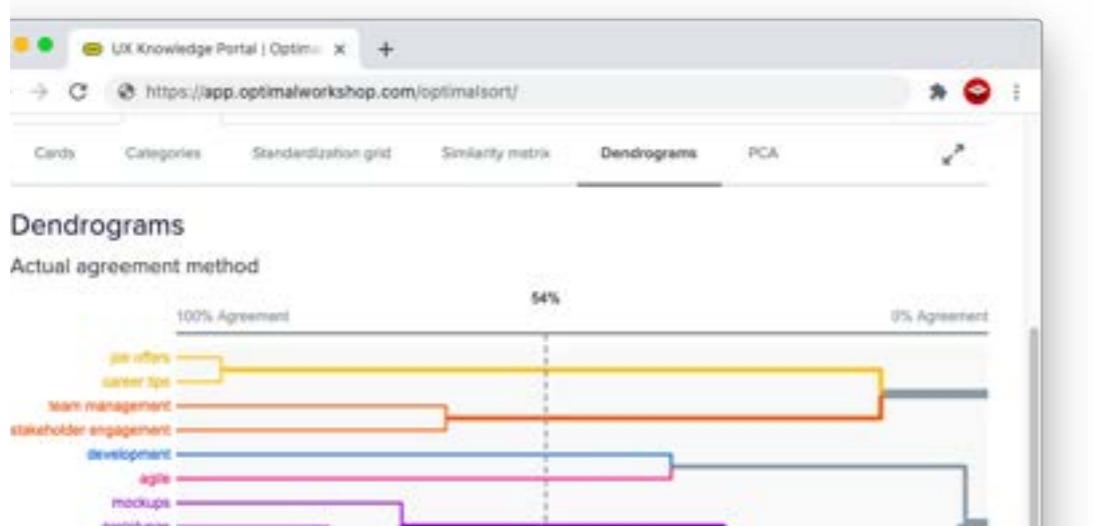
I want to ensure the website's content is well organised to make it easy to discover and navigate through.

## CARD SORTING

Review posts are an important part of content marketing helping drive organic traffic to the website and its SEO.

I've run card sorting in [OptimalSort](#) with past customers to validate the review content is well grouped and labelled:

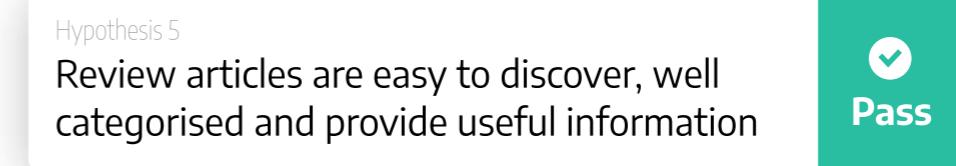
- i* Over 67% of 382 respondents agreed on the existing grouping and labelling of review posts.



## CONTENT FEEDBACK FORM

I've placed a simple form at the bottom of each blog page of the website to get feedback on the content:

- i* 80% of 271 respondents said they've found everything they wanted on the page.



## CONSULTATION

# Analytics

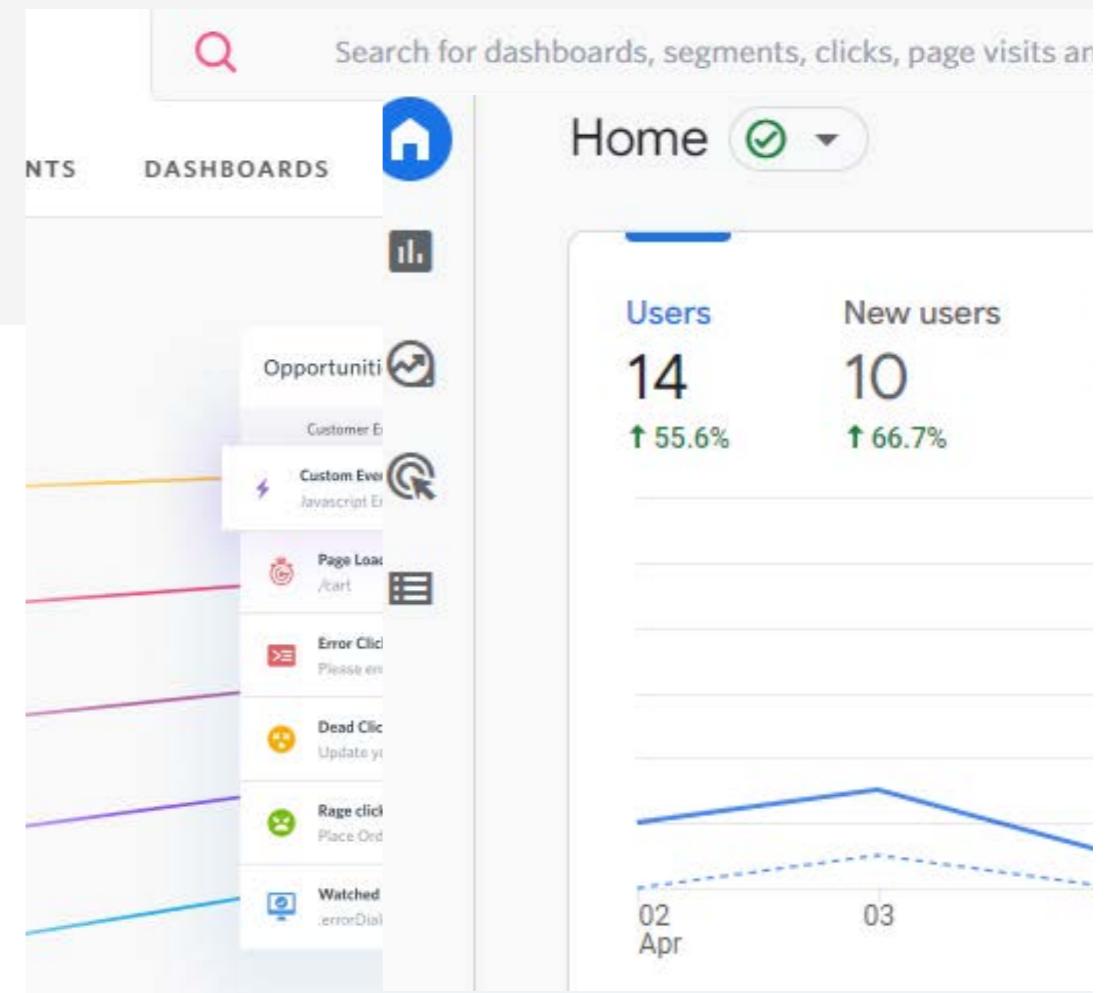
I want measure performance by tracking conversions and observing users' behaviour in analytics systems.

## SETTING UP GOALS

I've set up goals and tracking conversions in Google Analytics on different actions taken across the website: investigating why 14% of website visitors are dropping-off during checkout, optimising those conversions by applying various persuasive UX design techniques. I'm planning to integrate [Mixpanel](#) in the next months to allow for a more granular event tracking.

## SESSION REPLAY

I was observing replays of visitors' journeys in [FullStory](#) – getting behavioural insights that helped me to pinpoint issues, which otherwise would be difficult to notice.



*i* I've found out in Google Analytics event tracking that 66.7% of website visitors have clicked on about Globalen diverting my traffic.

Hypothesis 10

Having Alt Link to old page will not affect the traffic and active time on main site.

×  
Fail

CONSULTATION

# Usability testing

*I wanted to validate all the design assumptions from my design review and from business stakeholders.*

## SCENARIO WALKTHROUGH

I've set up a Guerilla usability test on audience completing a set of tasks on the website. I've received a lot of observations that provided lots of insights to test our hypotheses, in one of which I was wrong.

- i* 7 out of 10 people did not see how the delivery system differ from other competitors on the market.

Hypothesis 4

Clear value propositions to differentiate the company from its competitors



Fail

I've proposed to create a section explaining how the delivery system would be better.



## CONSULTATION

# A/B testing

*My aim was to pick the best performing design variation based on facts rather than gut feeling.*

## LANDING PAGE BACKGROUND

One stakeholder insisted on using one header photo on the landing page, other stakeholder – a different one. It was essential to make informed decisions, rather than arguing.

I've set up an A/B test on a live website using [Google Optimize](#) with both variants of the backgrounds:



Variant 1



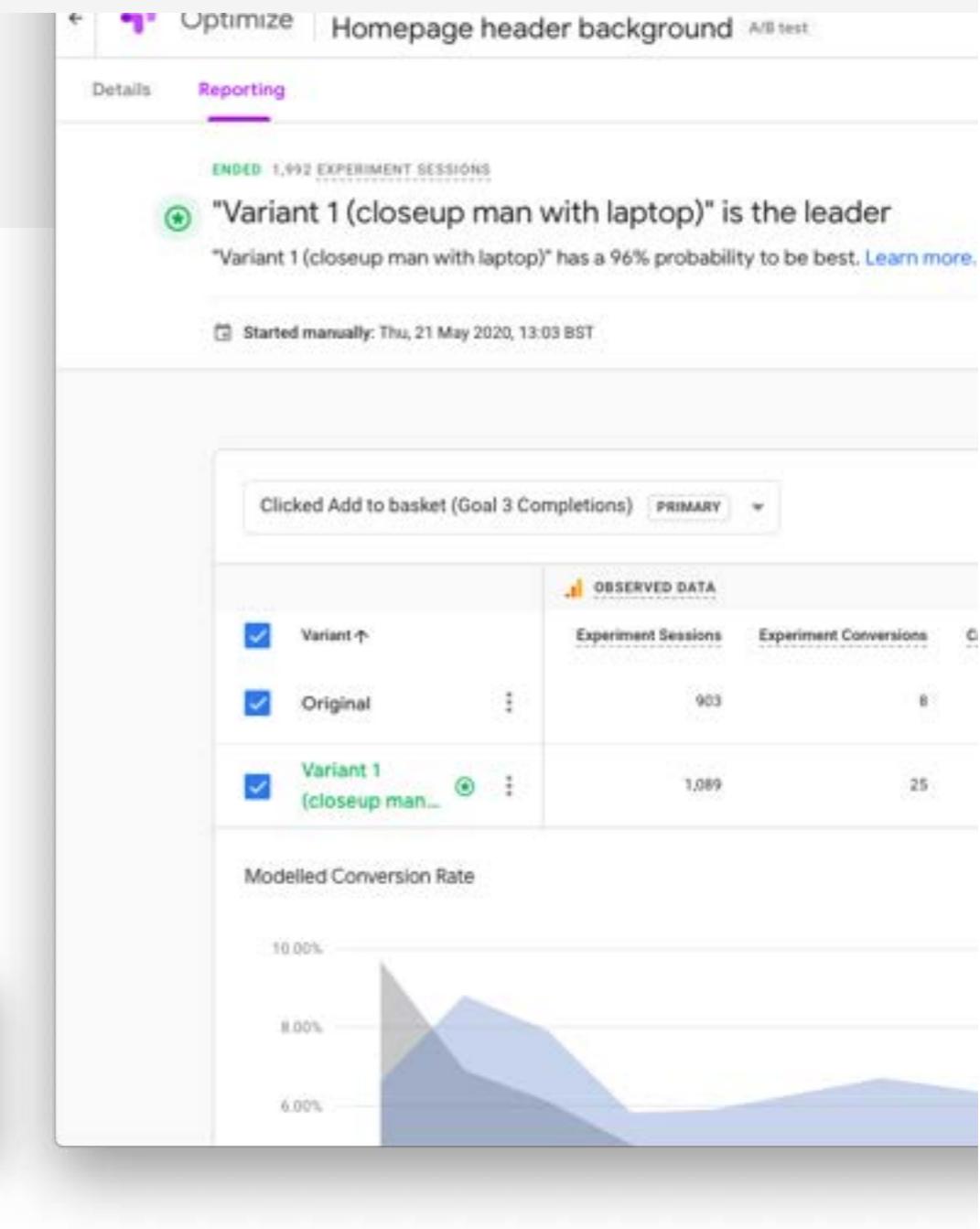
Variant 2

- i Variant 1 has a significant 96% probability to be the best based on the number of conversions for products within 2 weeks of running the test.*

Hypothesis 8

Background photo on the landing page doesn't reflect that the products can be purchased simultaneously.

Pass



## CONSULTATION

# Business sign-off

*To get approval from the business of our design changes  
for me to start implementing these*

## PROVING THE VALUE OF DESIGN

It's essential for me to demonstrate what value each design solution will bring to the business, backed up by user research and usability testing. To get a buy-in from the business, I've been inviting the stakeholders to observe usability testing for them to hear feedback directly from end-users, and validating all our assumptions together using facts-based approach rather than gut-feeling.

## ESTIMATING WORK

Now I've run feasibility assessment and I'm confident to estimate the time it'll take to complete each stage of the project. I've presented the executive summary of the final version of user research findings along with my recommendations for the management to prioritise.

### Sprint 1

- ✓ Hypothesis 6 10 pts
- ✓ Hypothesis 7 9 pts
- ✓ Hypothesis 8 1 pts

20 / 20 pts

### Sprint 2

- ✓ Hypothesis 6 7 pts
- ✓ Hypothesis 4 3 pts
- ✓ Hypothesis 9 9 pts

19 / 20 pts

### Sprint 3

- ✓ Hypothesis 9 6 pts
- ✗ Hypothesis 1 9 pts
- ✗ Hypothesis 3 1 pts

15 / 20 pts

We've all used internal points-system to measure complexity of and time it'll take to complete a task. We've planned future sprints, working in agile methodology.

CONSULTATION

# Design Handover & QA

To make sure design is implemented to the best standard possible by liaising regularly with the development team

+ Nytt Redigera sida one.com Maintenance Mode ä

Om Globalen Fair Trade ▾



## WORKING TOGETHER

I've been working closely with content writer who was executing UI design changes. We've prepared handover of all the design assets for ourself to begin implementing these changes in code. These includes user journeys, sitemap, content (copy, documents, images in all necessary resolutions and formats), font files, icons font, wireframes and style guide update. I've advised our web developer could use tools like [WPPageBuilder](#) to inspect our UI files.

## DESIGN QA

I have arranged regular catchups with the development team, to see if they need anything else from me, what could be improved or compromised, and run quality assurance on their latest implementation to make sure nothing is missed out and of the best possible quality.

A screenshot of a WooCommerce product management interface. On the left, there's a sidebar with various menu items: "Produkter" (selected), "Alla produkter", "Lägg till ny", "Kategorier", "Etiketter", "Attribut", "Analys", "Marknadsföring", "Utseende", "Tillägg", "Användare", and "Verktøy". The main area is titled "Produkter" and shows a list of products. The first product listed is "Rökelse mini palett i 21 blomdoftar Indien — Utkast". The list includes columns for "Namn", "Artikelnr", "Lagersaldo", and "Pris". There are filters at the top right for "Massåtgärder", "Välj en kategori", and "Filtrera".

## Globalens Webb

# Philips Kitchen Aid Usability Evaluation

## First Look



A total of 8 people used the product from age group 20 to 68

1      Needs some moving around due to wall mounted stuff under the cabinets, eg Knife sets, lamps, towel holders, foil holders.

2      Cleanings gives some OCD as flour can be seen on the bottom plate.

3      A bit loud on high speeds.

## Overall



Missing certain features

1      Inbuilt Scale  
\*active when unlocked

2      Time increments +10s takes a while do set time to 8mins for dough kneading recipies

3      Measurement on the wall

## 45° Opening



Didn't miss the swiveling sidebar to move the loading/mixing bowl.

1      Doesn't open and lock automatically.

2      Requires pushing the top in order to lock in position.

3      A bit loud on high speeds.

# Philips Kitchen Aid Usability Evaluation

## Kneading Hook



Trashy design, not functional as it shows in the diagram with arrows

- 1 Figure 8 dough ball with bottom small sized and top bigger.
- 2 Uneven kneading
- 3 Risk of over kneading

## Side button



Could be a bit bigger or different color

- 1 The push/pull error
- 2 Sometimes difficult to push/pull
- 3 Arrow markings could've been great

## Round dial

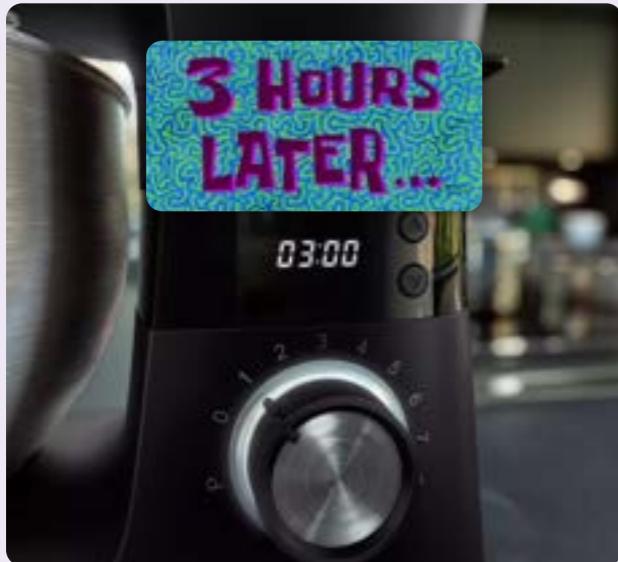


0 to 1 will kill me in anticipation

- 1 Transition ain't smooth with the motor
- 2 Silicon button feels slippery with flour hands
- 3 The button doesn't turn off at 0, it has a small very minor bug.
- 4 Could have quick off like cutting tool machines

# Philips Kitchen Aid Usability Evaluation

## Up Down or +-



Nice to have arrows

1 manual labourous work

2 10s increments feels a lot

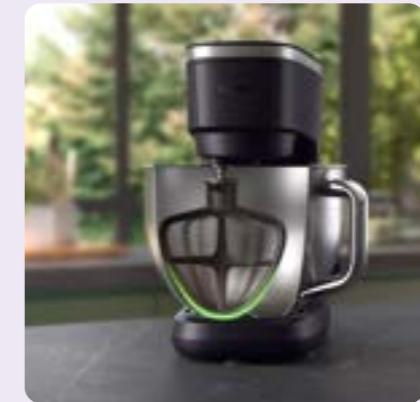
3 Confusing while adding time  
when the machine is turned on

## Let there be “Light”



Great addition to the rig

1 I can pay the electricity bill, either  
give a switch or keep the light ON



spills tangentially

1 Vegan products get messy

2 Takes longer to get desired  
results than mentioned in  
recipies

3 feels like it might scratch the  
bowl

# Philips Kitchen Aid Usability Evaluation

## Lid



Protection can be improved

1 Lock the lid in a better way

2 The inlet spills small amounts

3 Mostly not used unless something very watery

## Suction cups



Too much hard sucking, must say.

1 Difficult to move on glass or epoxy tables

1.b Didn't test on professional stainless steel kitchen tops

2 Unknown behaviour if water, oil, flour on the surface before putting the machine down

3 Still wobbles on high speeds

# Kiosk (universal design)

Working with kiosks is always fun!

Creating solutions for all kind of products and services.

Getting hands on various interfaces from Paper to screens.

Lots of interactions.

Various use cases.

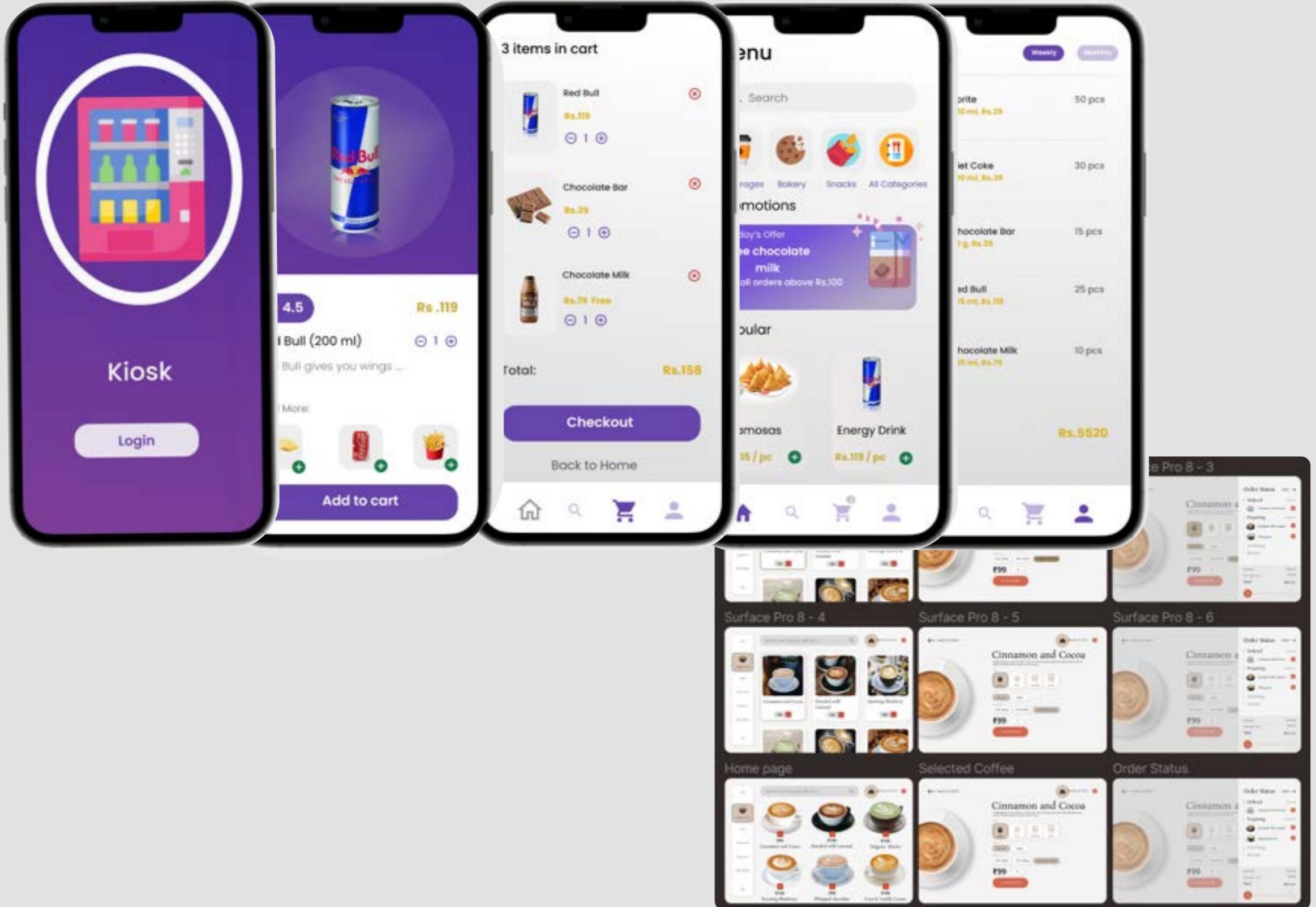
Universal designs

non-excluding designs.

After i started working on kiosks projects, I had never heard any dissatisfied user.

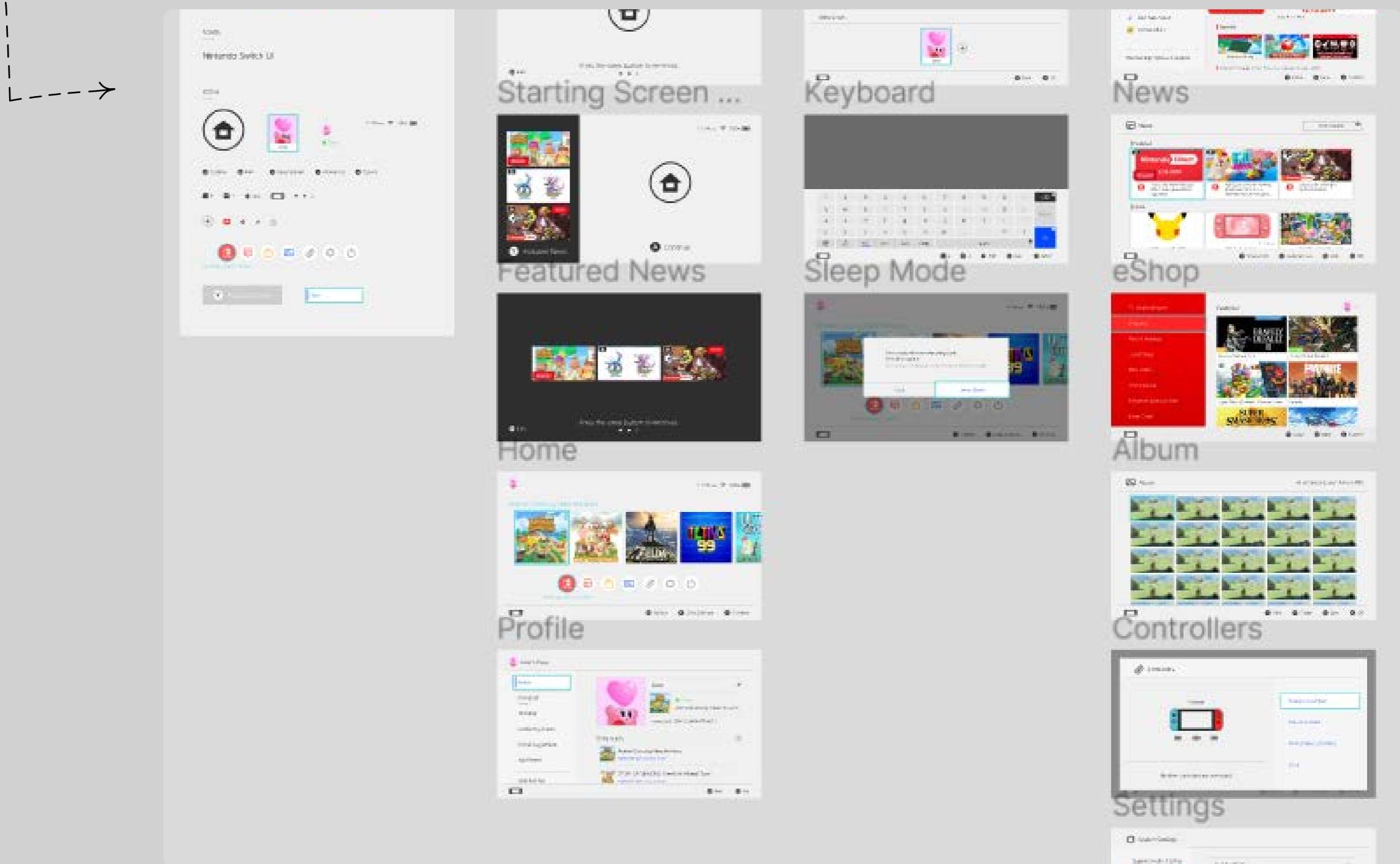


# Kiosk (app)



# Gaming

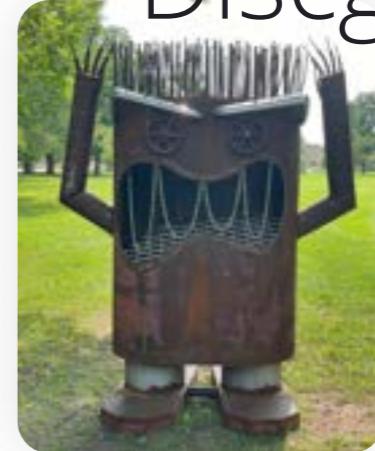
Best part about my job is to game, human behavior could be understood very well.



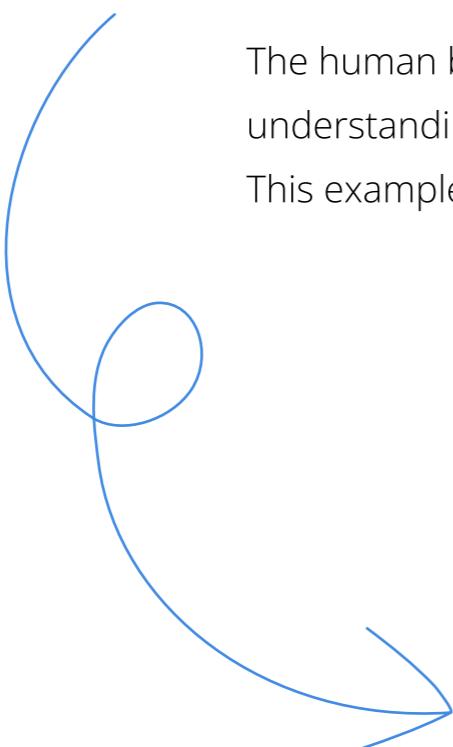
# Discgolf



The User Experience i'm looking for  
vs The User Experience I get.



The human brain is a very fascinating thing,  
understanding and making things easy for all is my goal.  
This example shows that "*my perception should not interfere with what I want to achieve.*"



Books to read. 

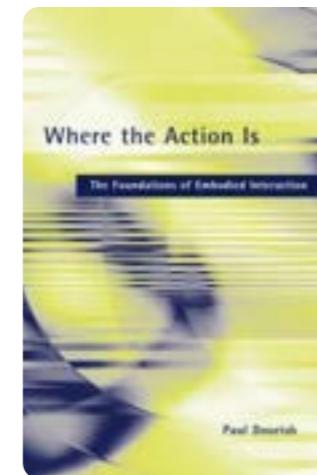
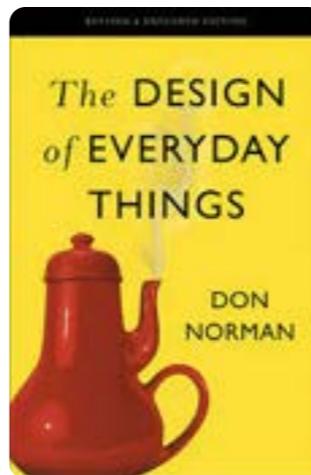
Books are good to read but The only way to knowledge is by practical knowledge.

Travel

Meet People

Talk & Listen

Smile and wave.



**Just Enough Research** by Erika Hall

**Designing Interactions** by Bill Moggridge

**The UX Team of One** by Leah Buley

**Interviewing Users** by Steve Portigal

**Predictably Irrational** by Dan Ariely



Thank you for checking out my work!

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Do you write "Hello World" too?

<https://samdimmortal.github.io/sameermishra/>



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