



Portfolio



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

My name is Sameer Mishra, a highly curious generalist, empathetic towards users. 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.

Scribblings



How i made this portfolio:



Follow "processes" and other "big words" and used common sense.

Listen



Think



Found patterns



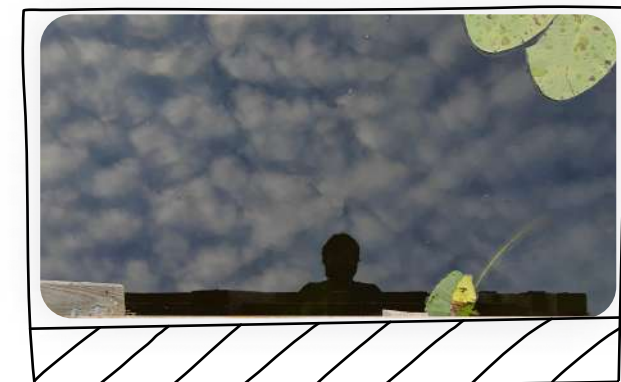
Stared at charts



Drew



Had fun!



Confluence



Compricer

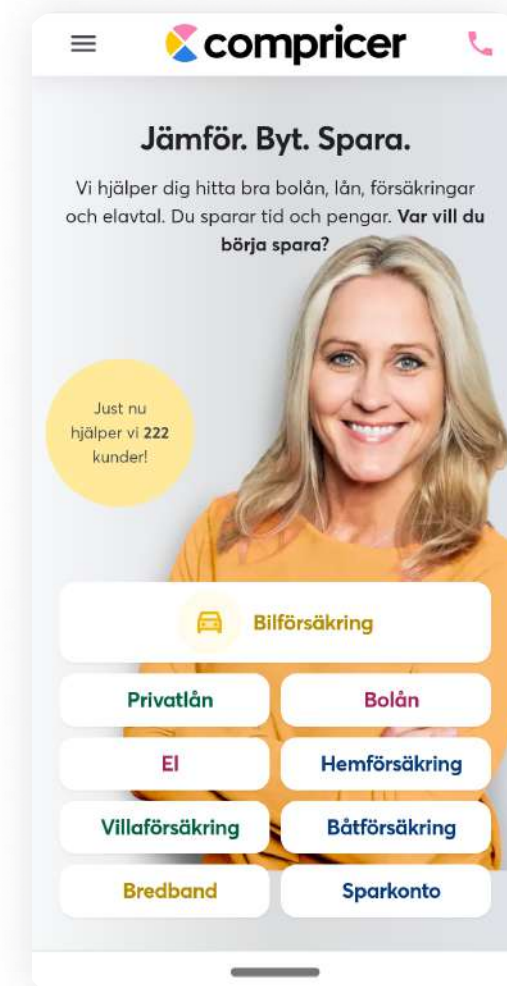
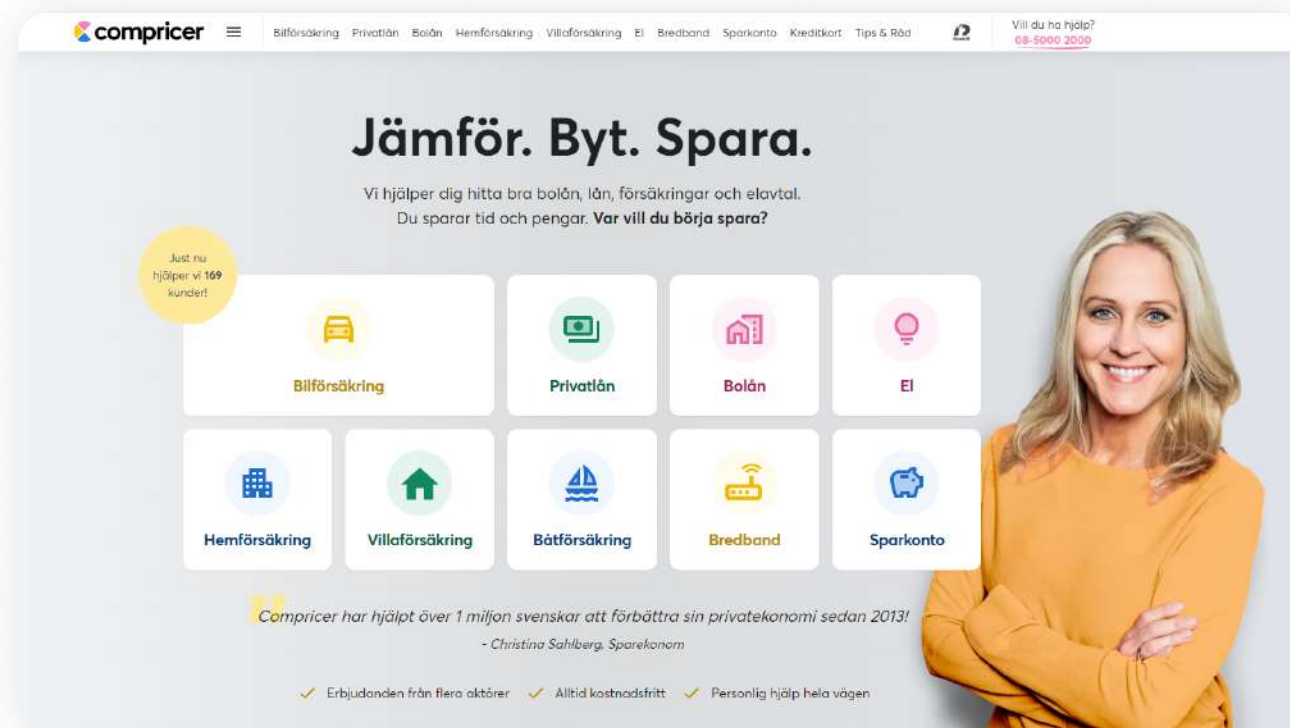


Compricer is a comparison site for personal finance products. Currently leading the company as a consulting UX generalist, I have led the design work changing the visual design language of the whole site, owning the full user journey throughout the product catalogue. Here are some examples of my designs 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.



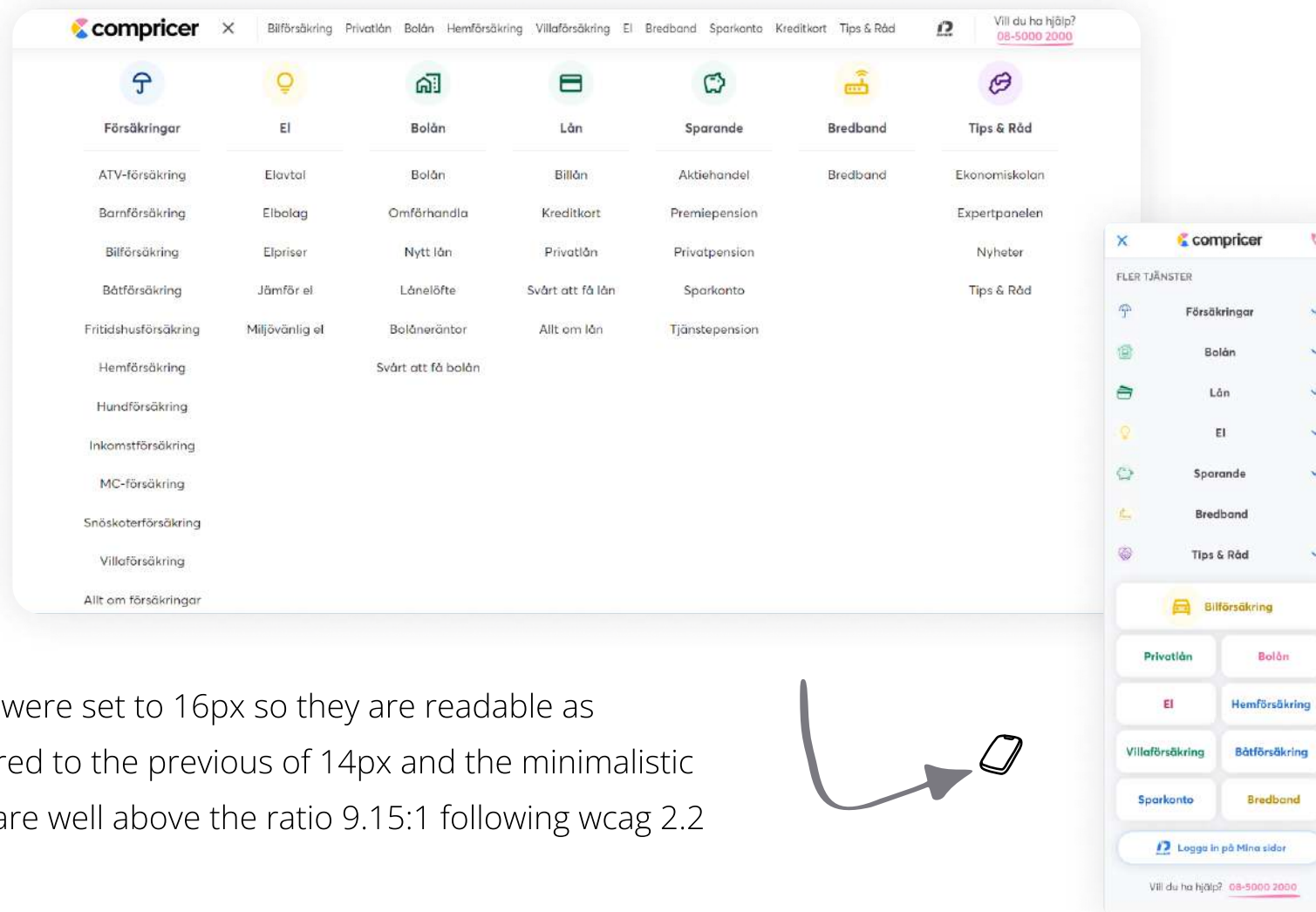
Home page



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.

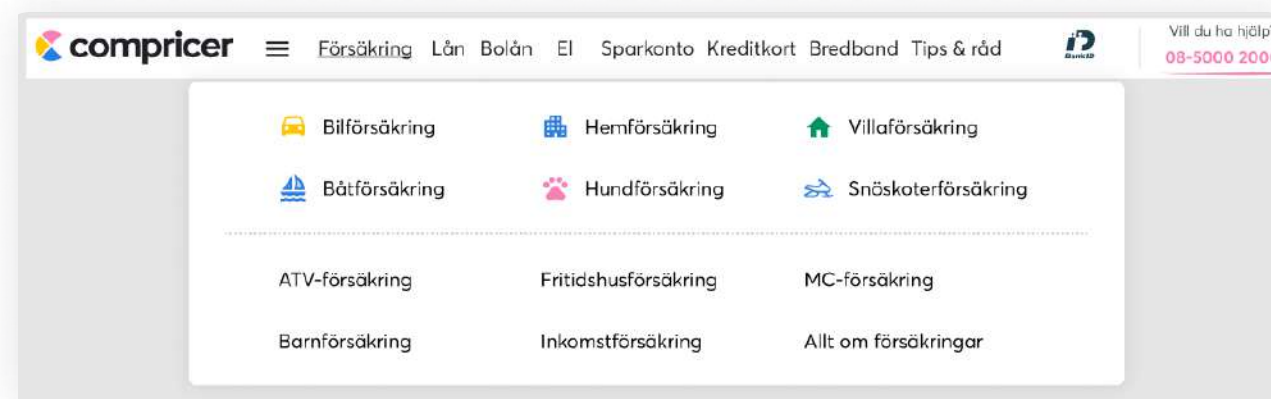
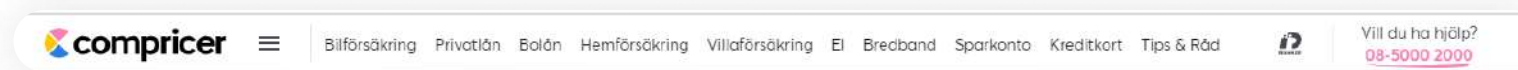
Hamburger menu

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.



All text were set to 16px so they are readable as compared to the previous of 14px and the minimalistic colors are well above the ratio 9.15:1 following wcag 2.2

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

Click

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.


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 PENSER BANK	0,80	1,55	1,65	
 Froda	0,65	-	1,00	
 Carnegie	0,70	-	-	
 MARGINAL BANK	0,80	1,10	1,45	
 Bigbank	-	-	1,10	
 HoistSpar	0,50	-	-	
 Landshypotek Bank	0,95	-	-	

Presenteras av:  **compricer**



Car Insurance

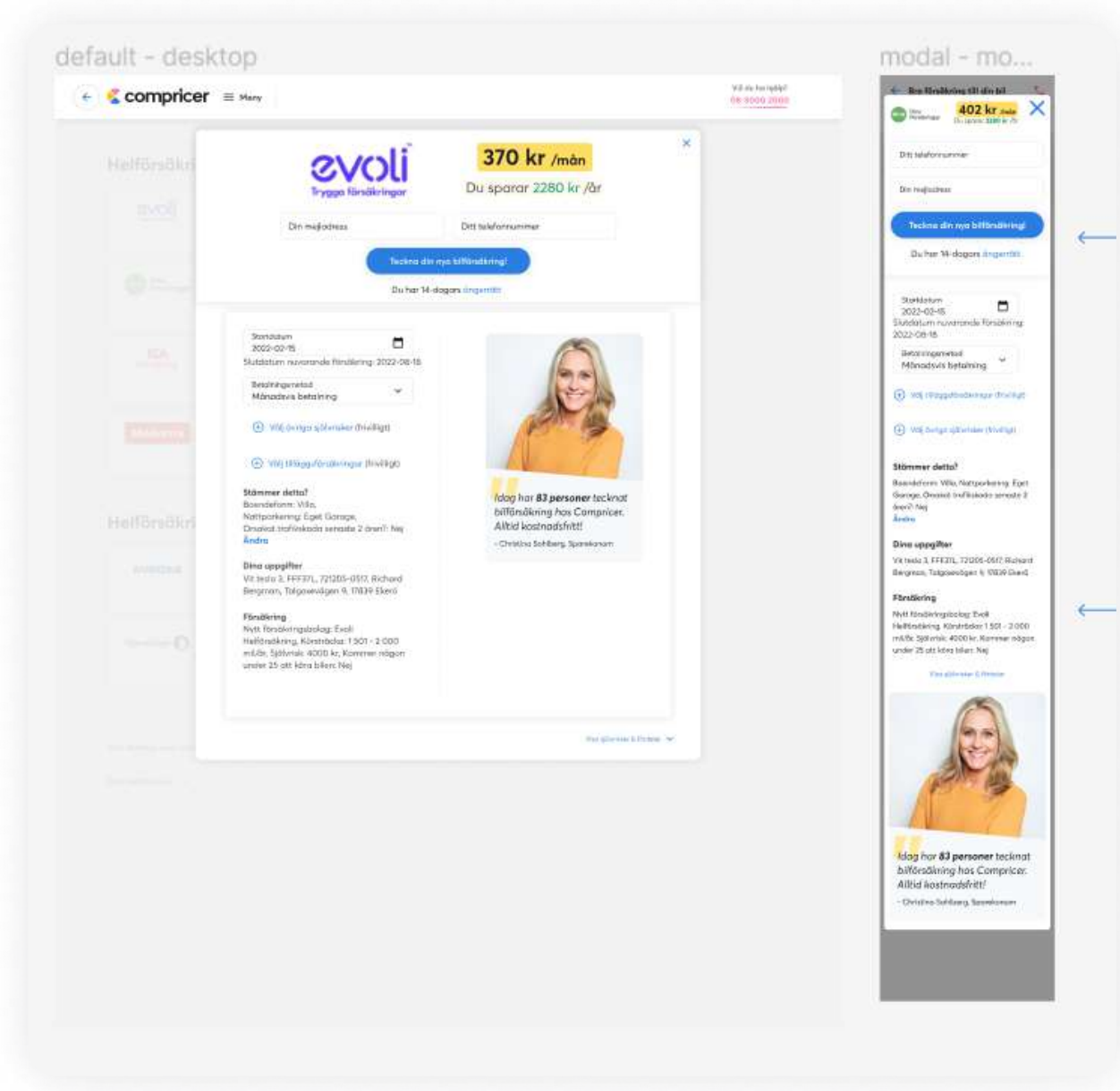


In order to shorten the user journey on the car insurance service, automation was introduced.

Then the boring old 4/5 page journey was shorted to a 3-step Quick journey.

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

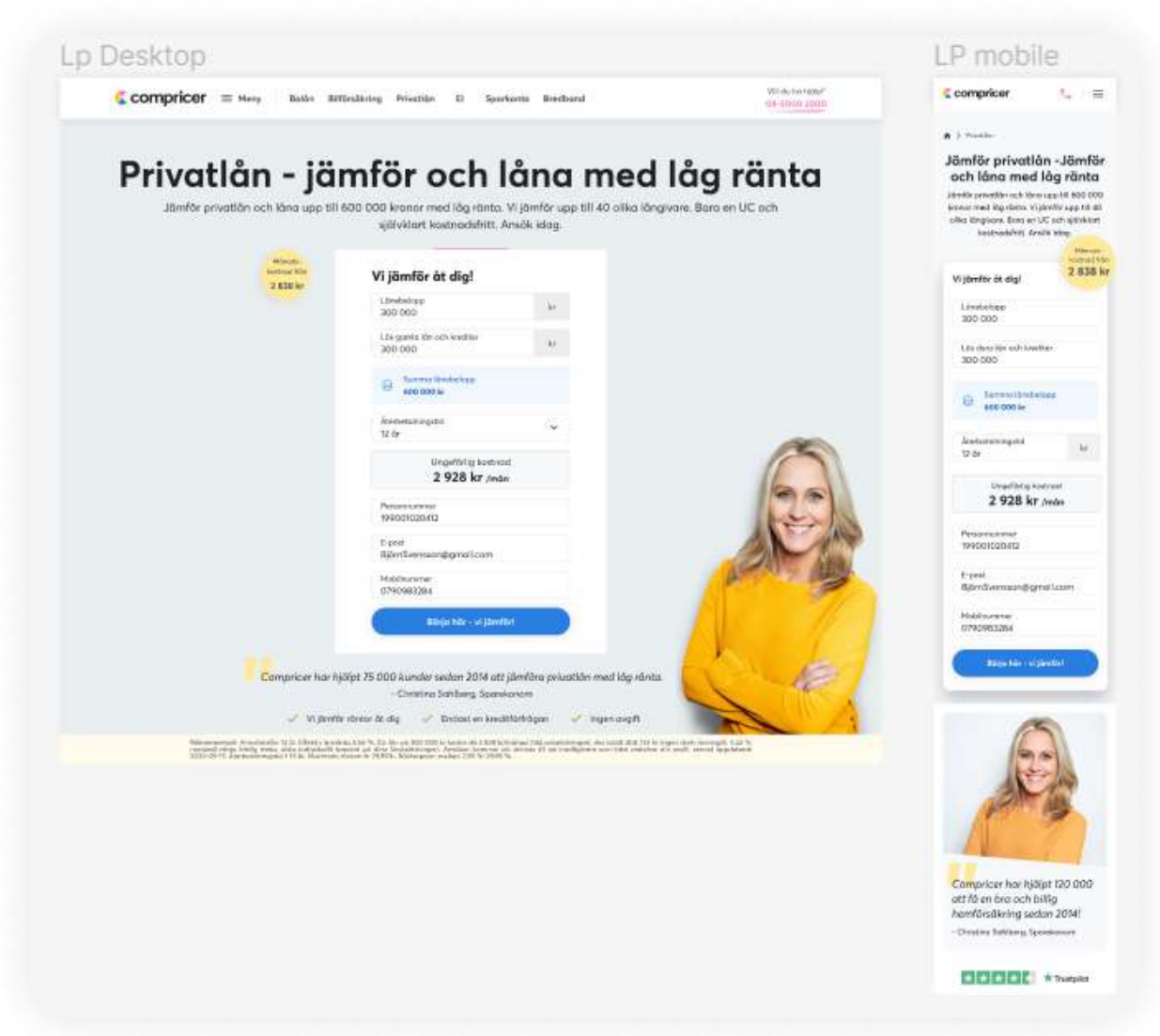
Before i had joined, the 14-day sprint took almost 10sprints to deliver as opposite to this sprint took just 4 sprints.



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.



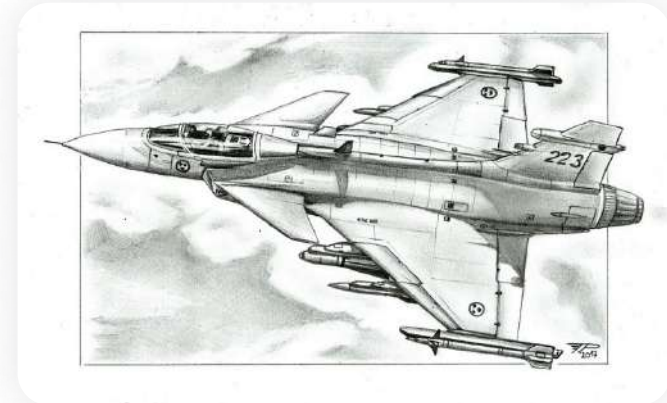


In the midst of the pandemic, an opportunity to create a whole new product arose.
Users wanted to buy more but couldn't find the means to do so,,

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 hasslefree with the possibility to checkout the things as they pleased.

Svenska Aeroplan Aktiebolaget (SAAB AB)

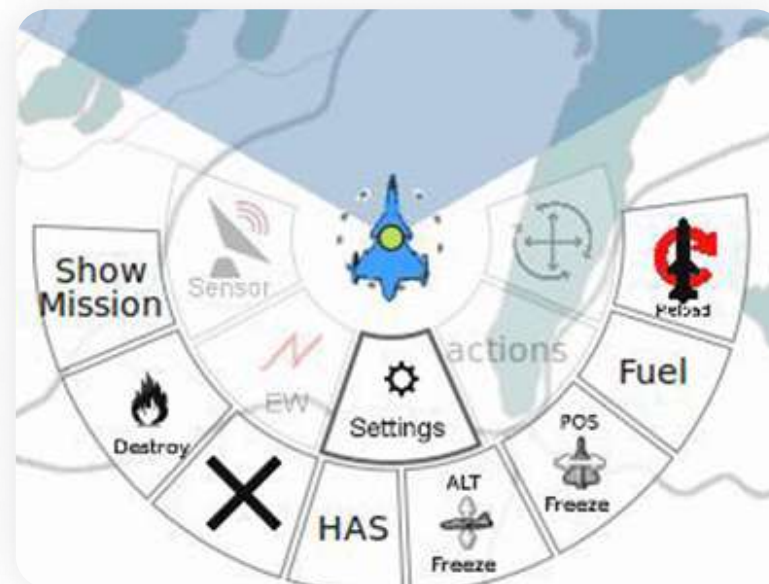


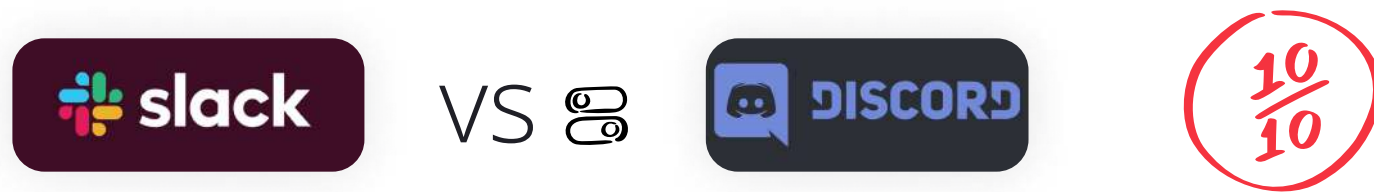
Saab *"It's a human right to feel safe"*

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.





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	
								Lower	Upper
S_MEAN	.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	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

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.

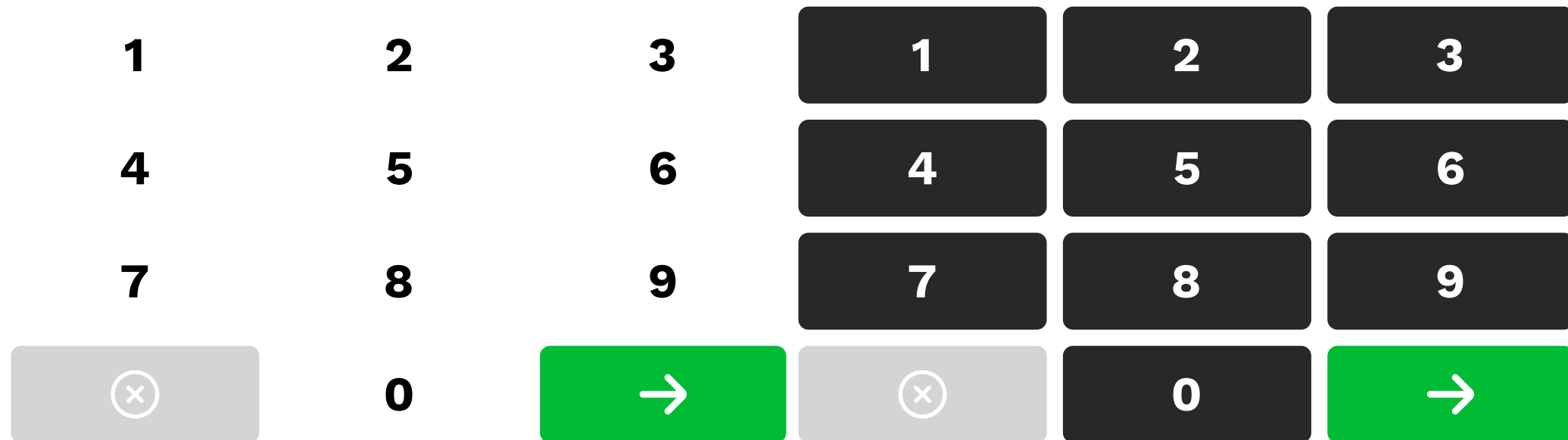
Universal designs

non-excluding designs.

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



Kiosk (Numpad)



The Dimensions are the key.

Some people argue about the choice of sides on the buttons.

there's nothing right or wrong, its all about the perspective and strong synergy with the product and it's users.

Minimum touch target area



minimum
48x48 px

Spacing between targets



minimum
8 px

Research

An Exploratory Study: User Perception of Simulated Embodiment using YouTube

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”.



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OAI: oai:DiVA.org:uu-435243

DiVA, id: diva2:1530567



Interviews

There's just two things in any user interview.

"Ask all the questions.

Listen to 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.

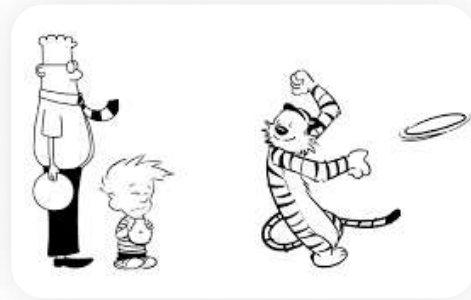
very task specific.

I have some perosnal 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.

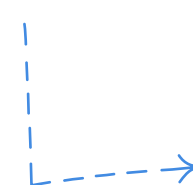
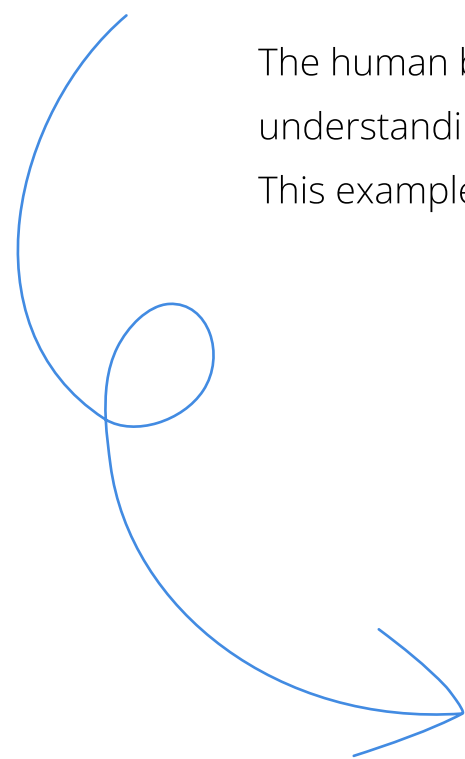




The User Experience i'm looking for
vs The User Experience I get.



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."*





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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