

# Shanthi Acharya

## UX Portfolio

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# About me

## What I do

I am a Senior UX & Interaction Designer at **GE Global Research** working on Enterprise applications for Industrial Internet. Prior to that I worked as Senior Designer in **Western Digital** designing consumer media products on web, mobile and TV. I also worked as UX consultant in startup **Kno Inc.** for education tablet market and UX Designer at **IBM** Enterprise Mashup Product. Before I moved into a UX career I worked at **Intel** as a SW Engineer.

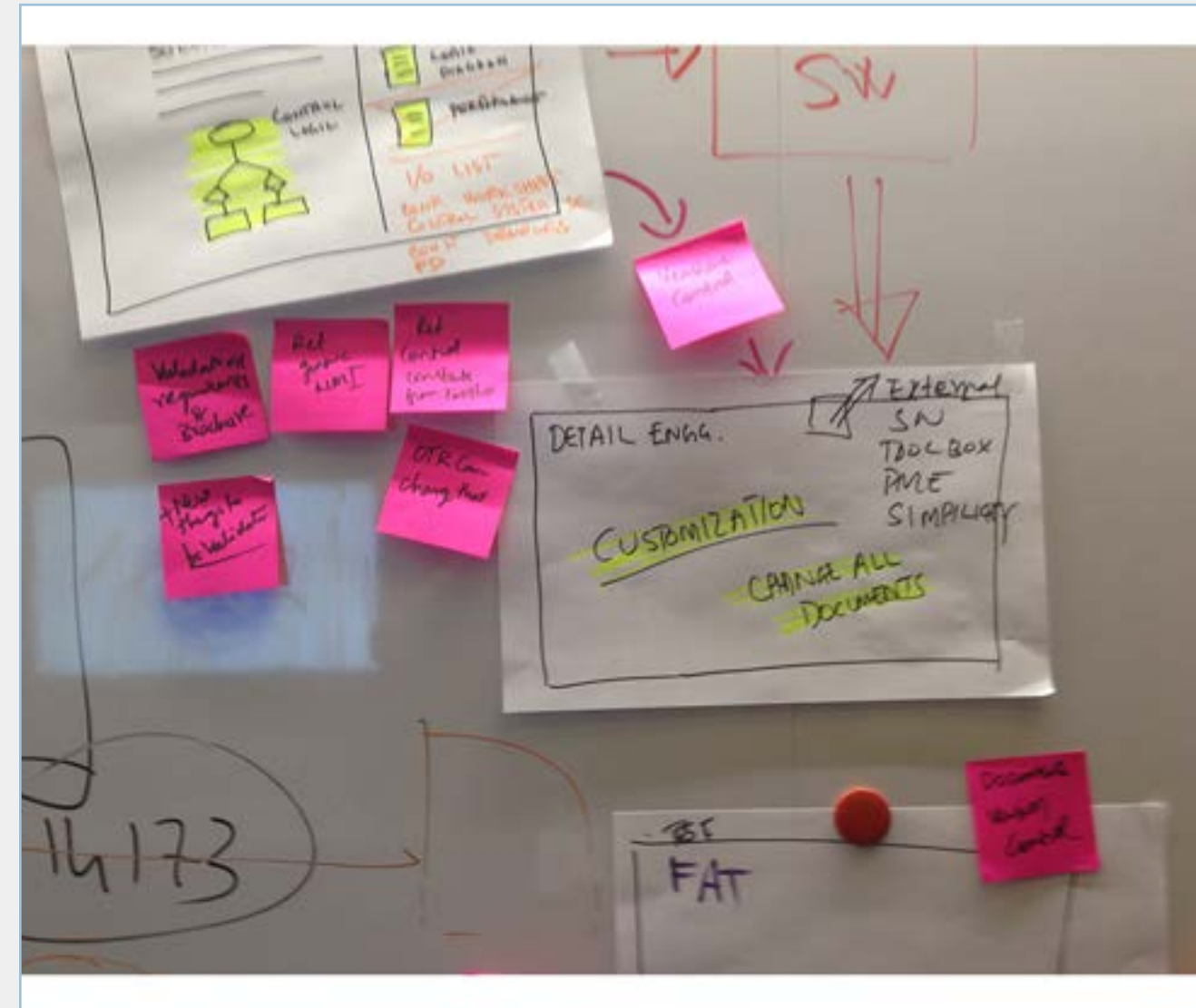
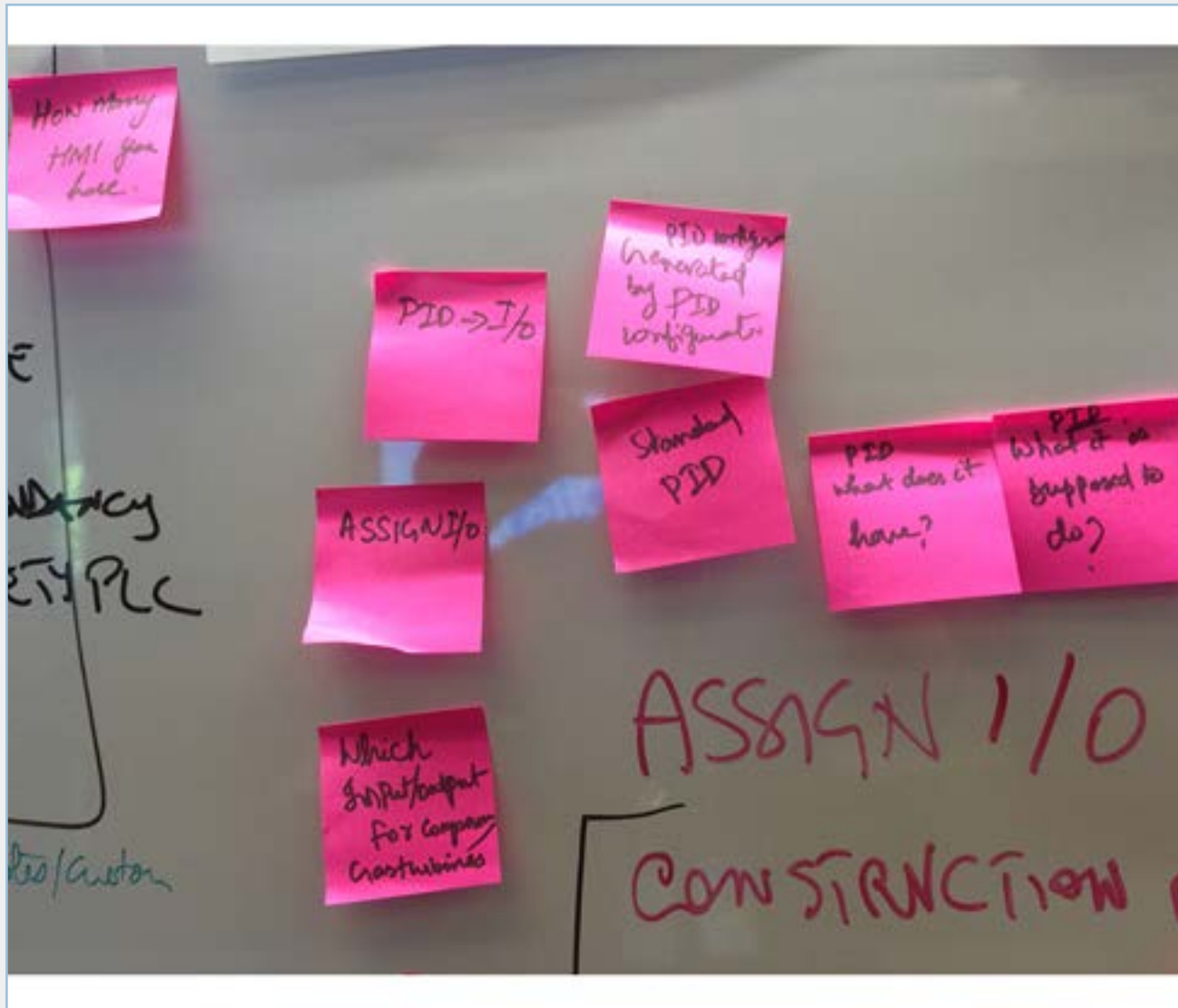
## How I got to UX

I started my career as a software engineer in Intel performance group. My work involved doing performance analysis and user experience assessment of rich media and Internet applications and researching user tasks and modelling to create use cases. Over the course of time, I developed a passion for UX and pursued human factors degree. Having sharpened my design skills and with deep technical background, I have since gained experience in interviewing stakeholders, quantitative and qualitative research, usability testing, interaction design, wireframing and agile methodologies.

# **The Way I Work**

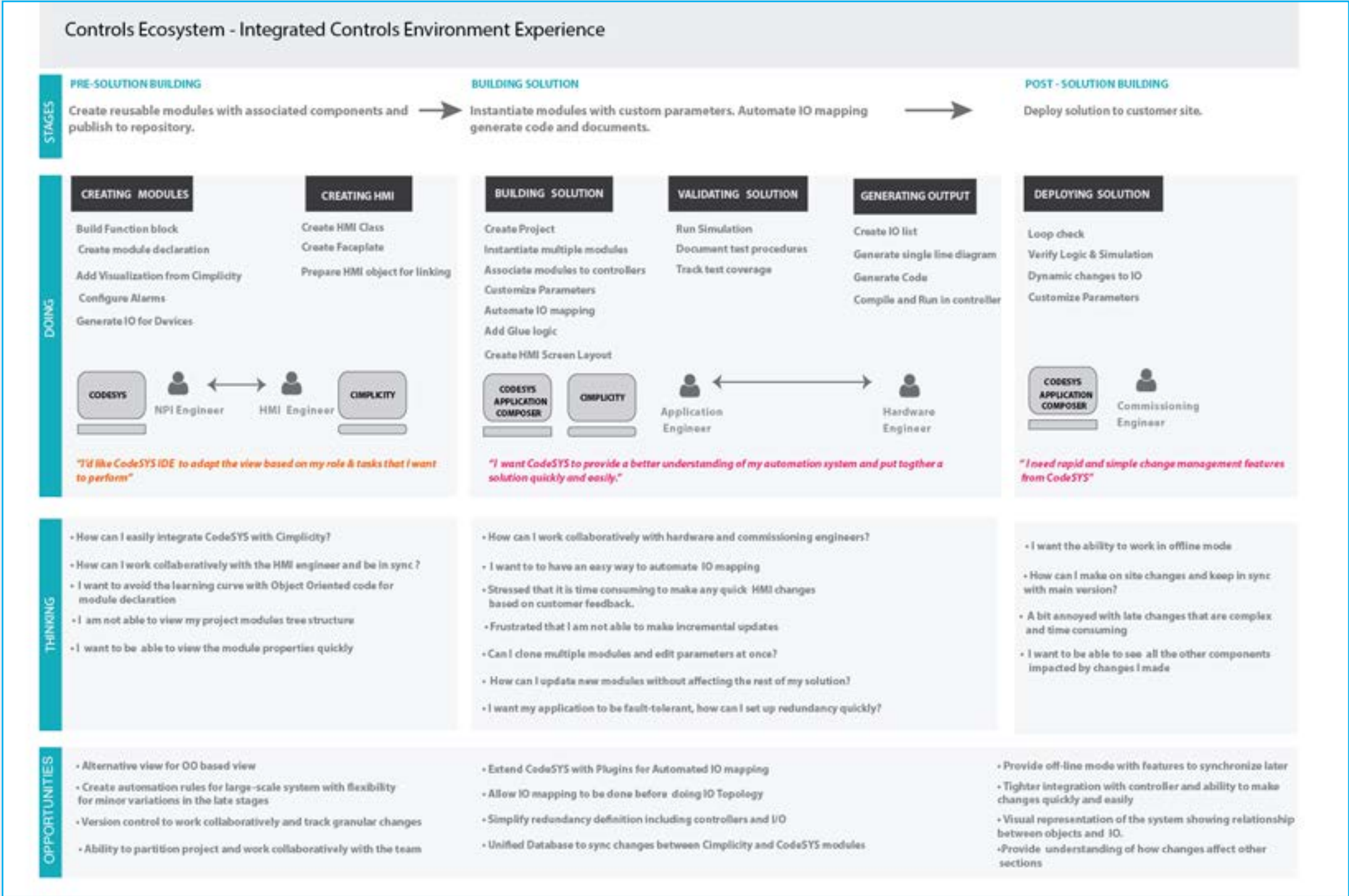
## Stakeholder Research:

At the beginning of the project I conduct 1:1 interviews and workshops with stakeholders to understand the users, business goals and project scope.



# Journey Maps:

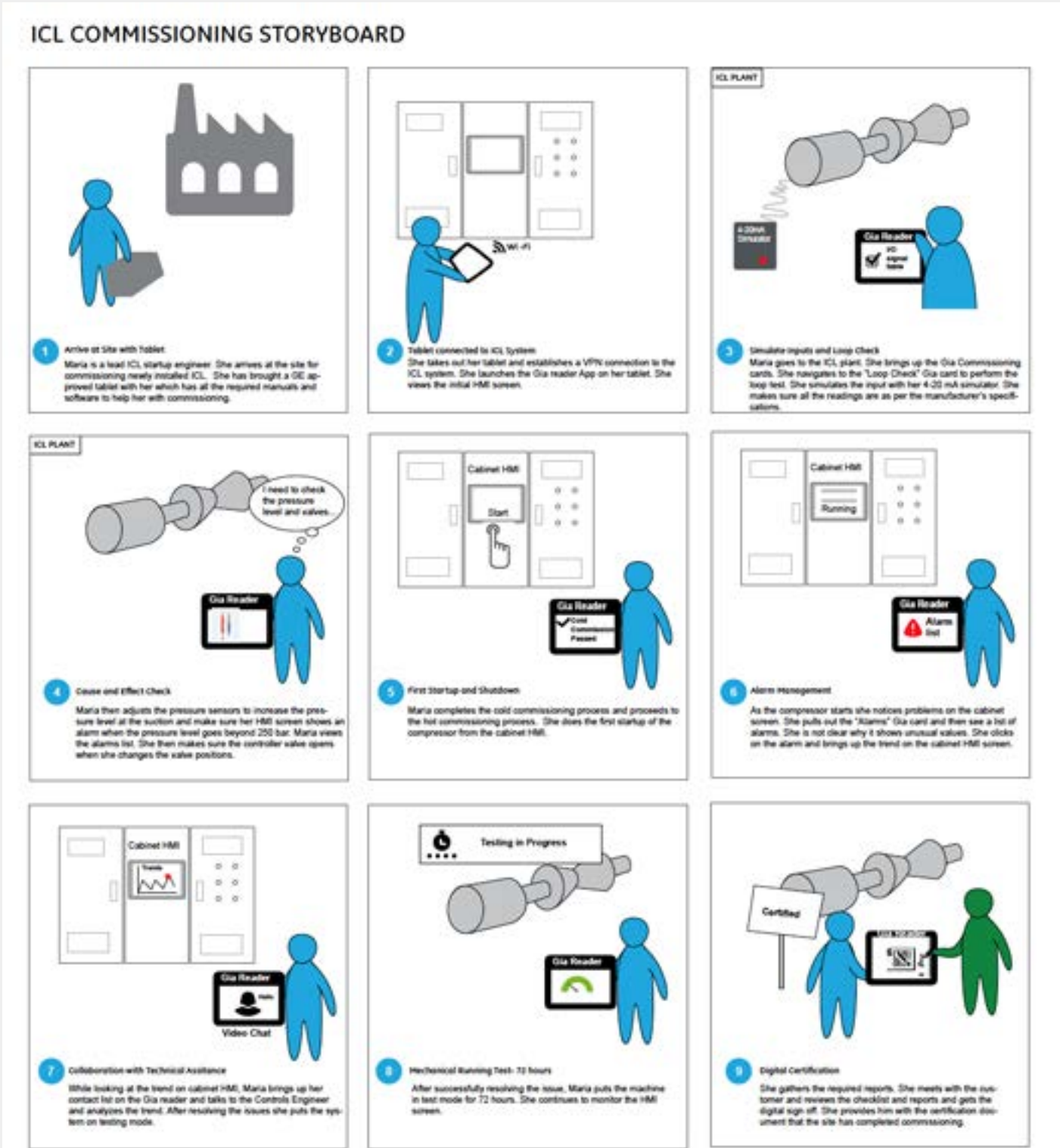
I love to create customer journey maps to gain user empathy and understand the domain and various touchpoints.





# Storyboard:

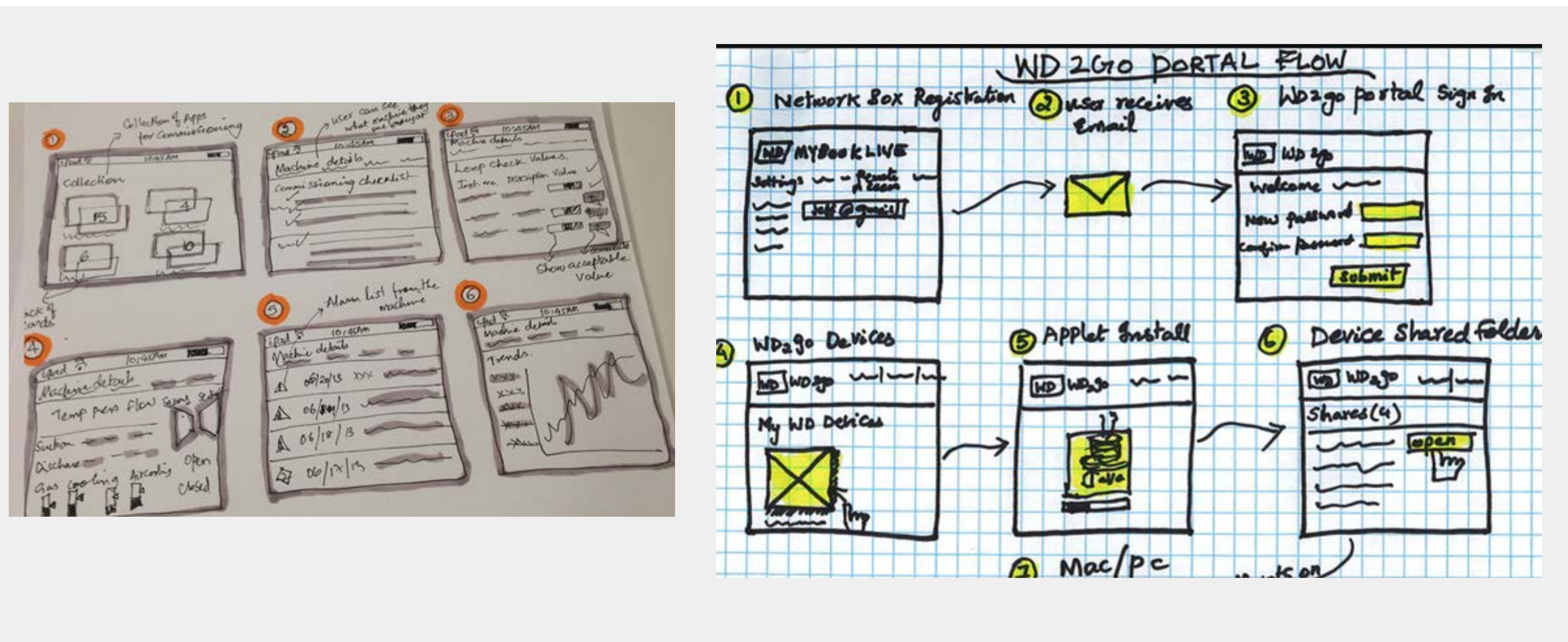
I use storyboards to convey the vision for design solutions by casting personas in the stories along with their behavior and requirements.





# Sketching:

Sketching high level concepts on a paper and rapidly generate multiple ideas helps me to share and get feedback quickly from UX colleagues and stakeholders.

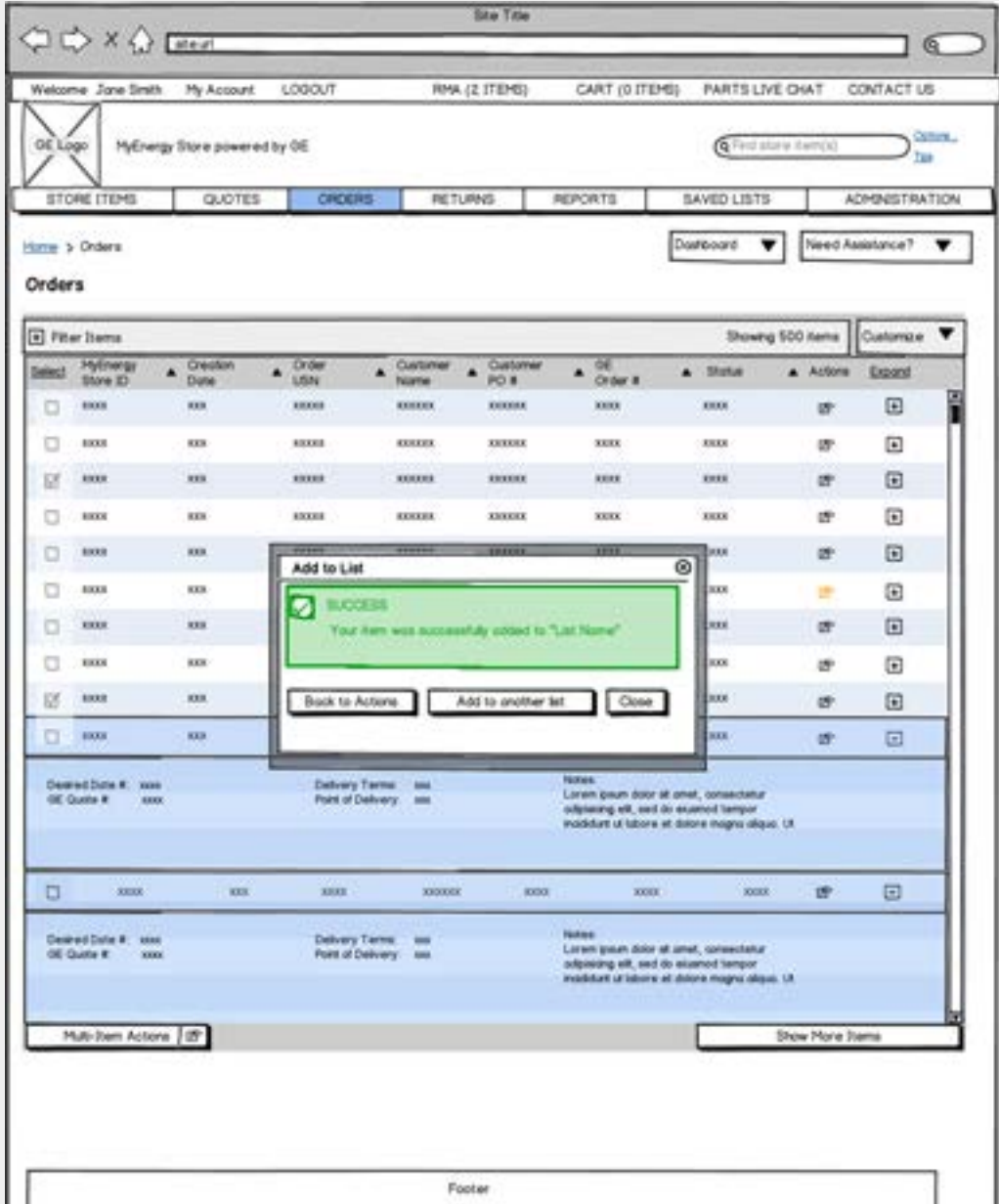
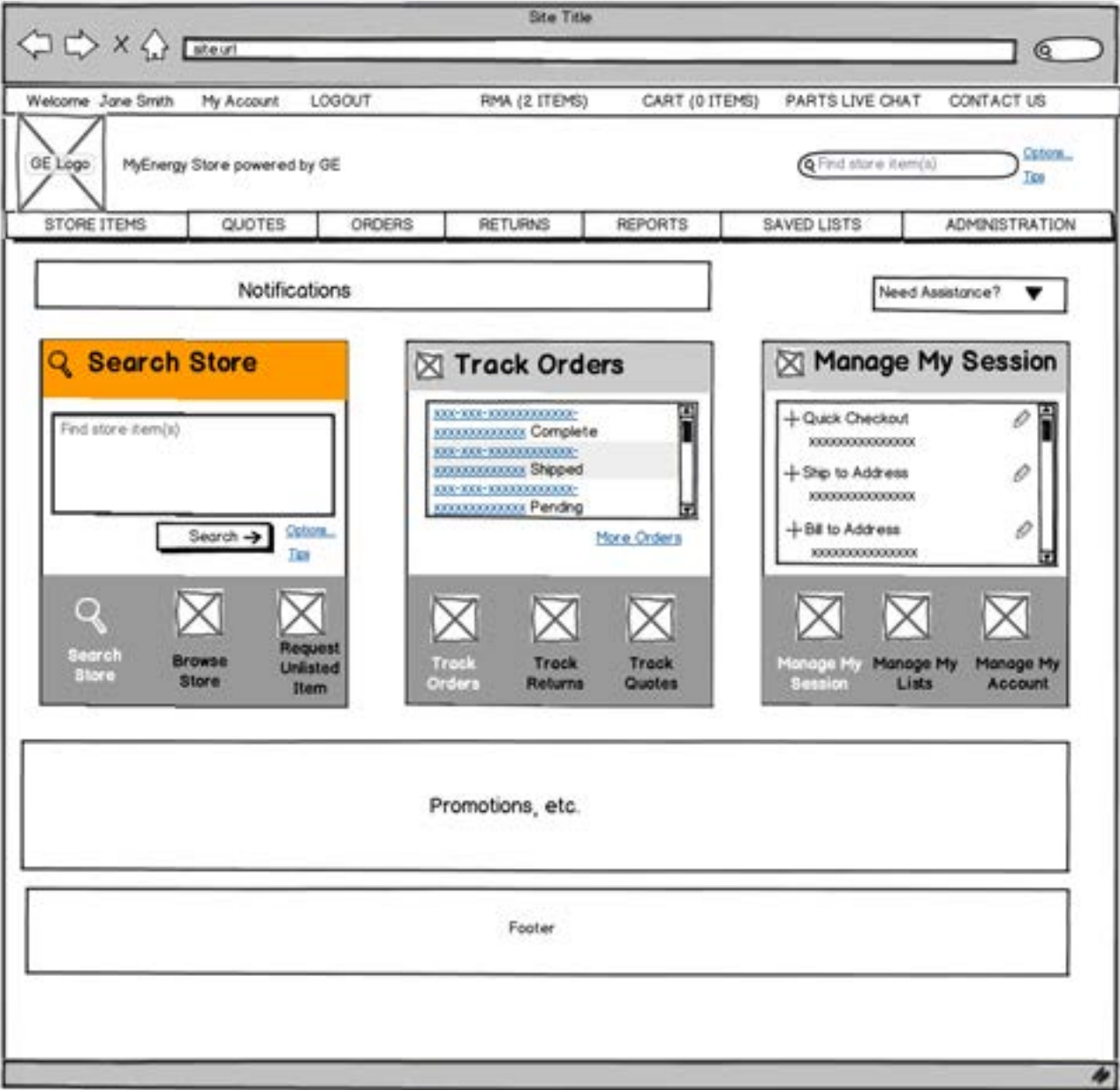




# Wireframing:

Using tools such as Balsamiq, Axure and Indesign I create wireframes to show the information architecture, flow, layout and content of the UI with specifications. I work with the development team to take this to production.

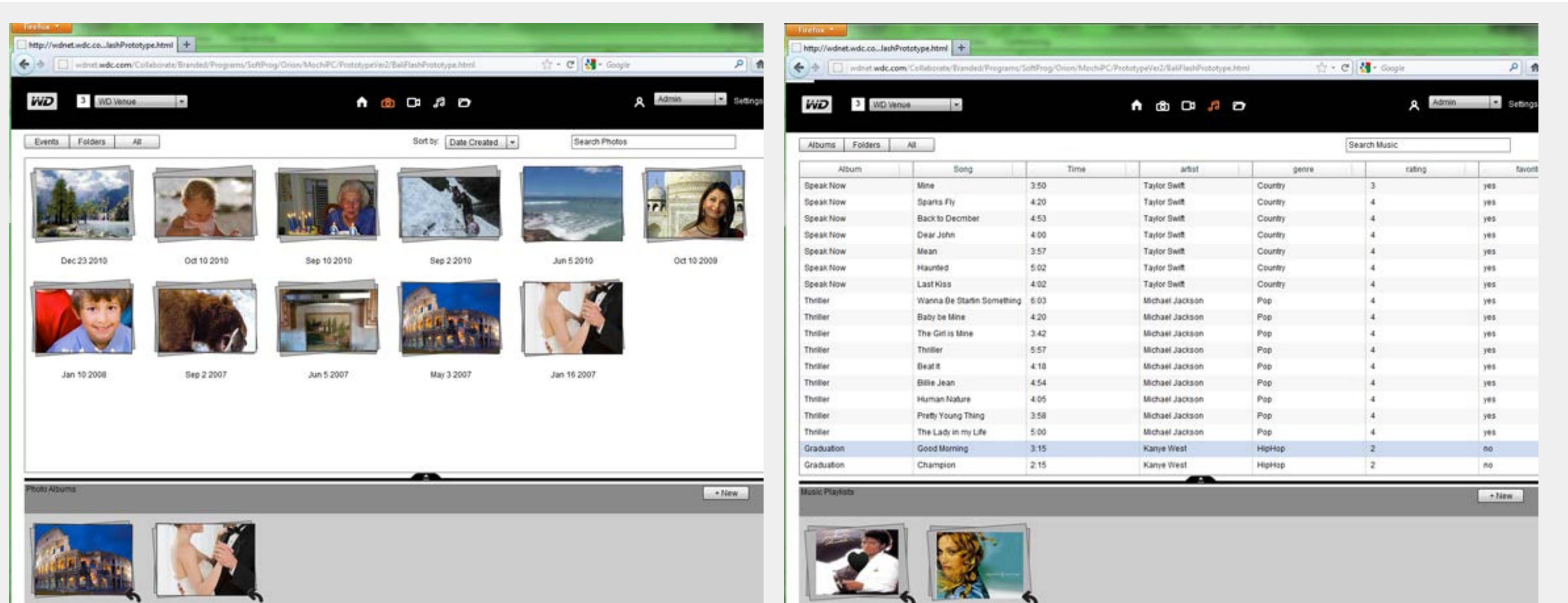
- Widget header gets highlighted on rollover and when the widget is actively used.
- Active button on bottom panel gets highlighted on click.
- Clicking on options opens popup to do Advanced search (multiple items and upload files)
- Clicking on Search takes to a new page.
- For multiple notifications auto rotates between messages.
- Manage My Session shows Quick Checkout, Ship to Address, Bill to address, Currency. Depending on the user profile more fields will be displayed.





# Prototyping:

To illustrate complex flows and interactions I prototype low to medium fidelity prototypes using Axure or frameworks such as Bootstrap or Flex builder.



# Case Studies



PartSnap - iOS App



WD Media Storage Hub

# 1. Case Study: PartSnap iOS App



## Objective:

GE Power Conversion business wanted to enable their field engineers, sales engineer and external customers with a solution that will allow them to quickly identify the machine parts and order it.

Parts identification took long cycle time due to several constraints. They contacted us to design a mobile solution to improve the customer experience and reduce the cycle time.

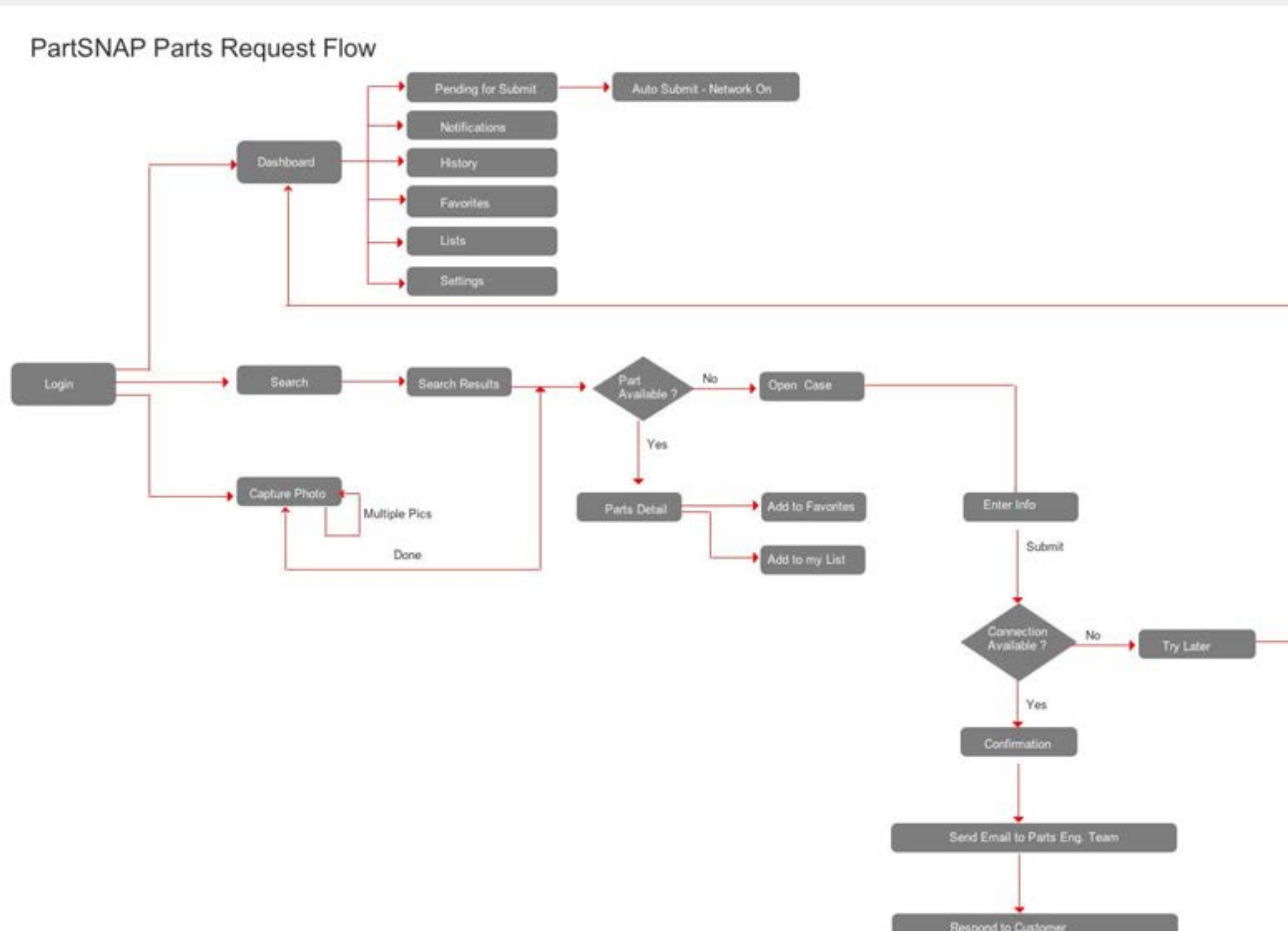
## What I did:

- Stakeholder interviews
- Competitive analysis
- Task flows
- Wireframing
- Prototyping
- Usability testing & Iteration



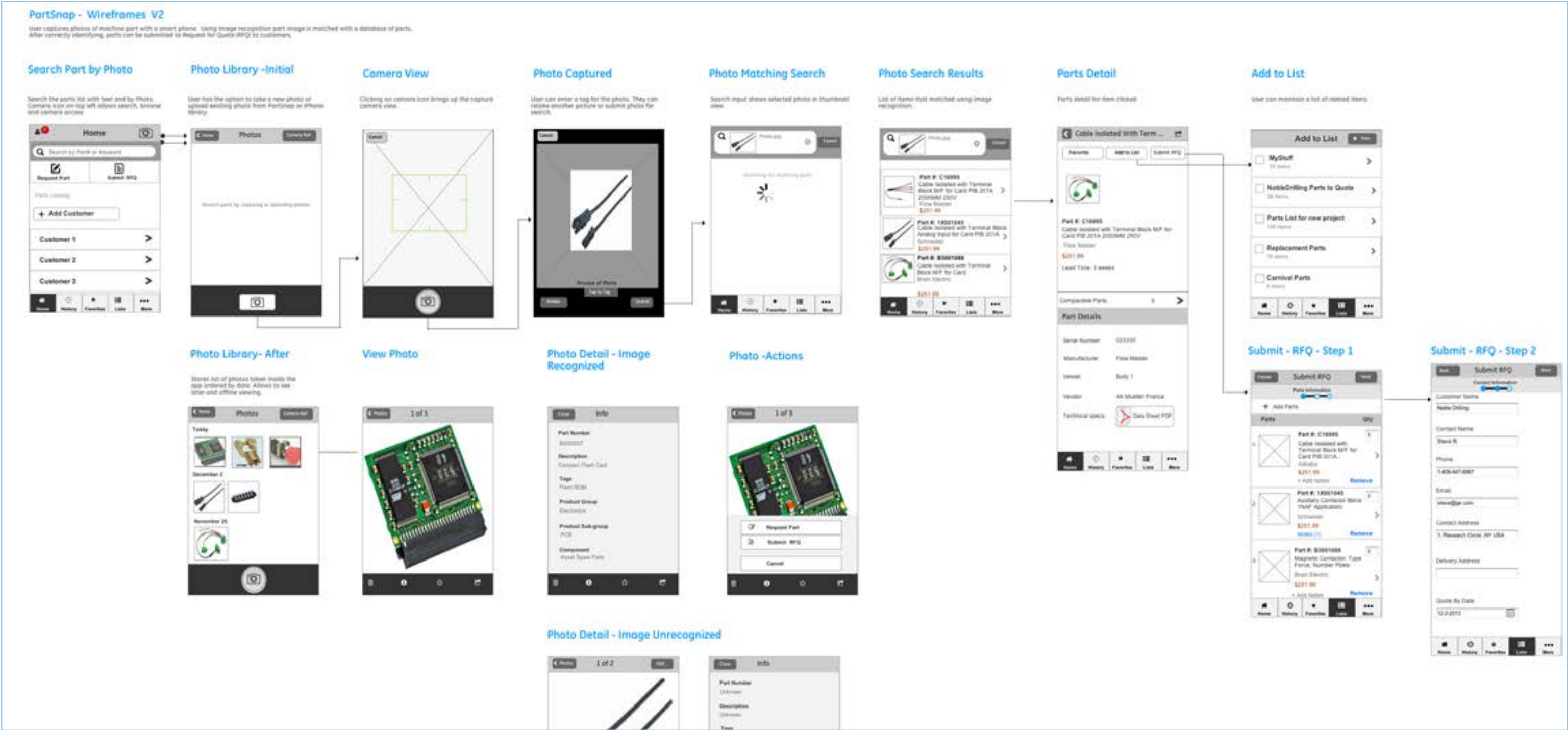
## Task Flow:

Task flow of user login, dashboard and parts search with cases when parts were not available and offline mode when network connectivity becomes unavailable.



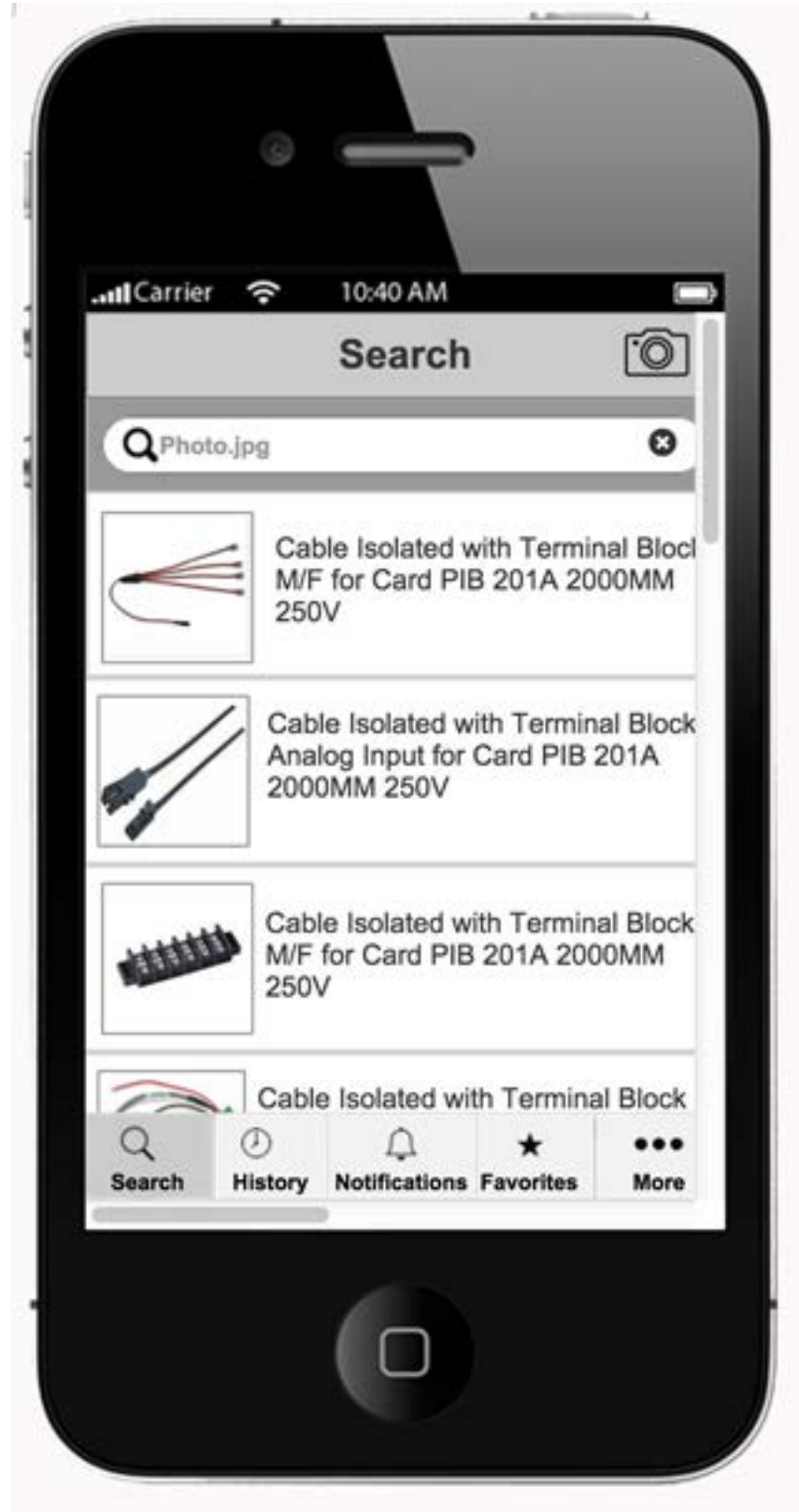
Wireframes:

User captures a photo in their smart phone and using image recognition it is matched against a database of parts which can be further requested.



# Clickable Prototype

Conducted user testing with an Axure clickable prototype with several users.

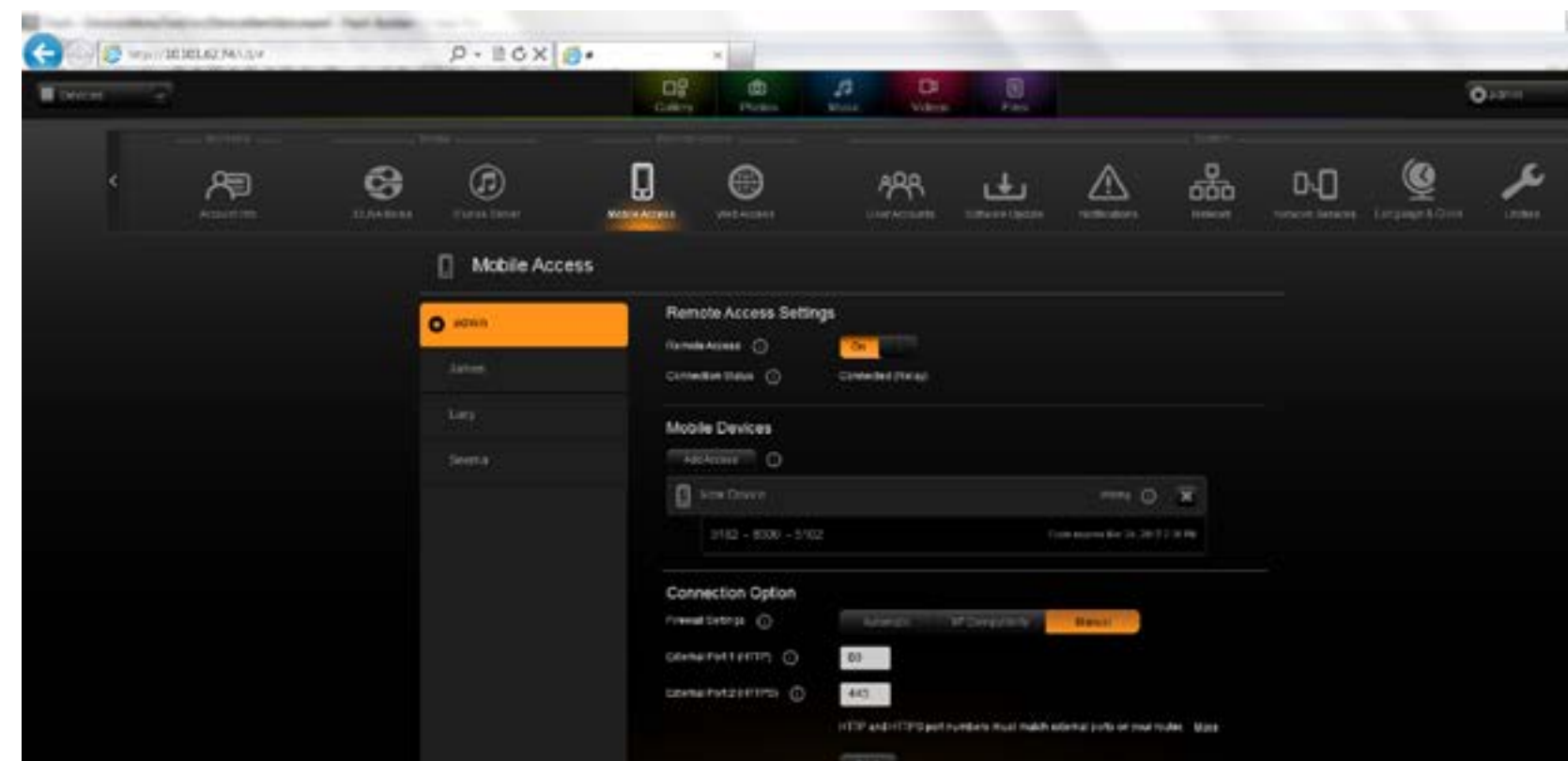
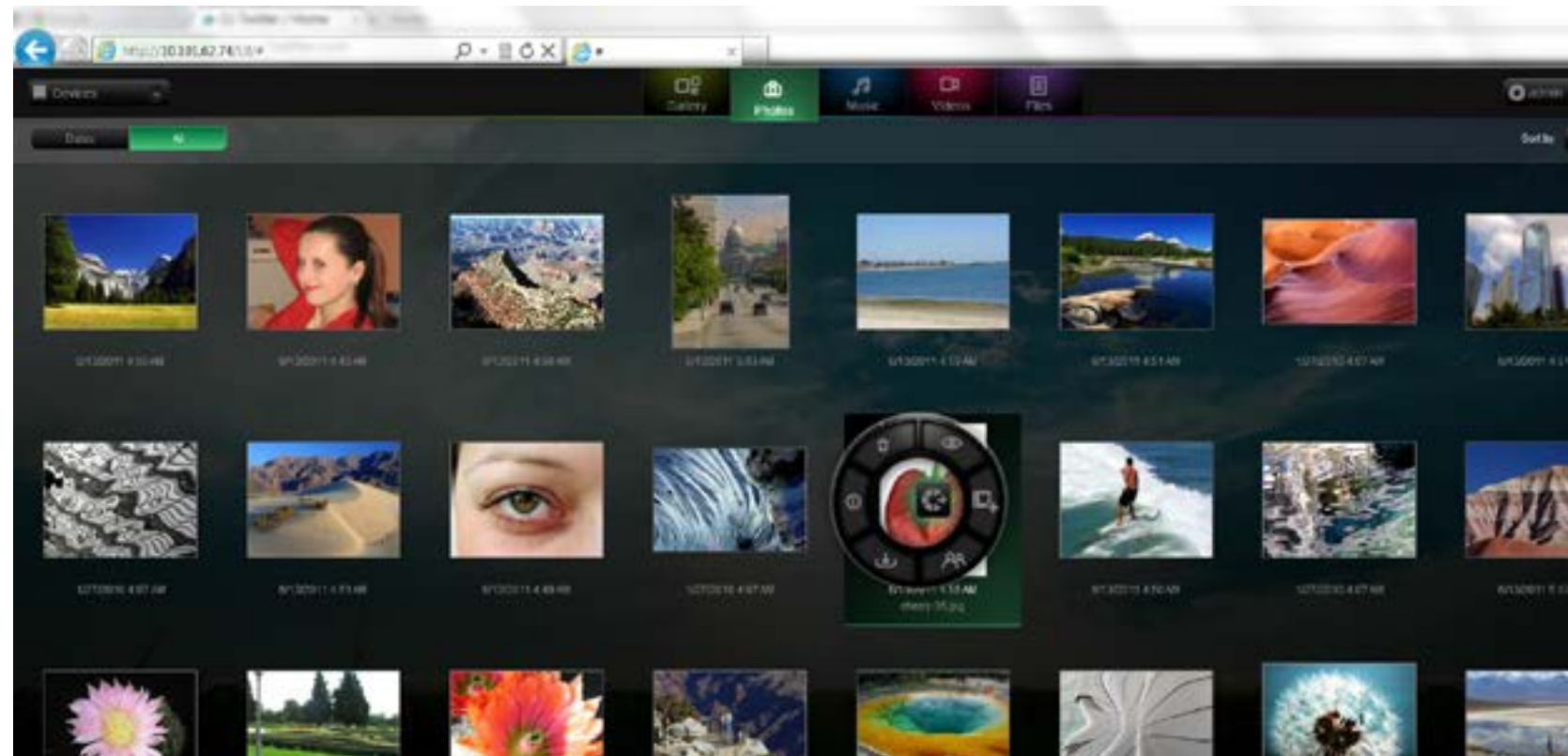


## Outcome:

- Customer delight with simplified Parts ordering process
- Project delivered on time and budget
- Stakeholders satisfaction and confidence in UX process



## 2. Case Study: WD Media Storage Hub



## Objective:

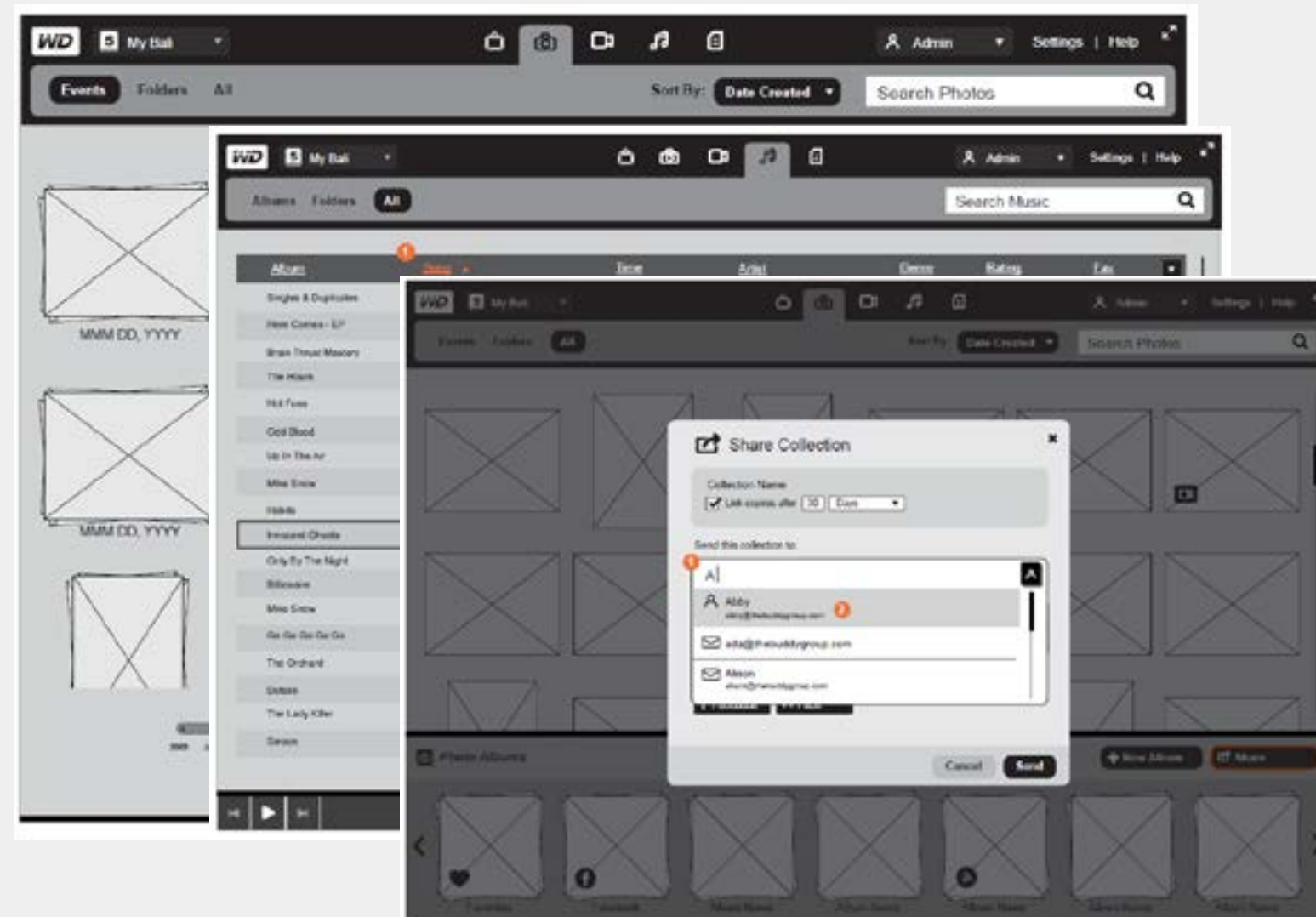
WD Consumer products group wanted to design a media library that can organize user photos, music, videos and documents from removable media devices that can be connected to a hub. User should be able to share it across the home and Internet.

## What I did:

- Best Practice analysis
- Task flows
- Wireframing
- Prototyping
- Usability testing & Iteration

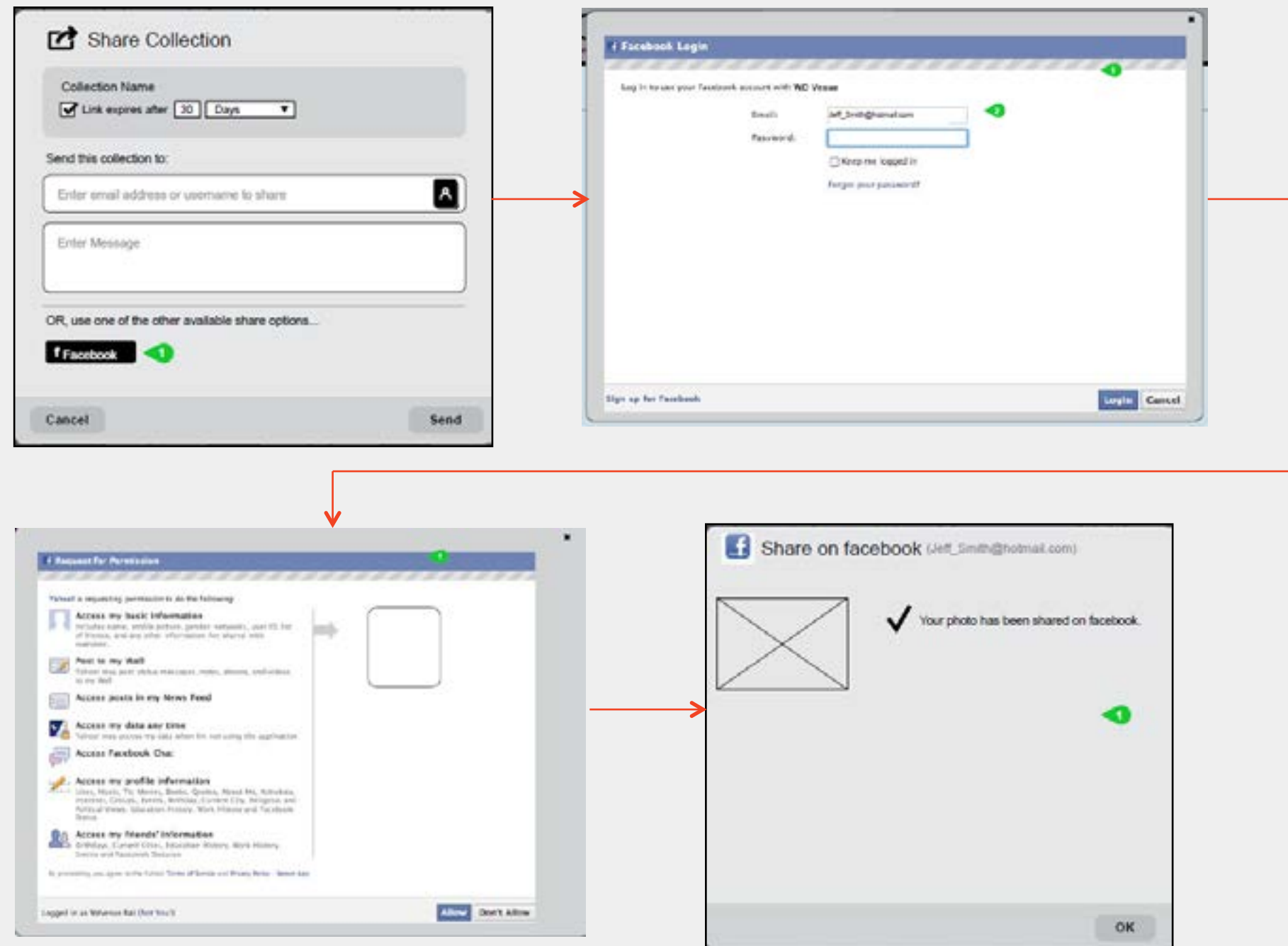
## Wireframing:

Performed initial card sorting to decide on the information architecture and then created wireframes to show the content, layout and interactions.



## Task Flow:

I created task flow for several sections of the UI. Example of a flow showing user sharing an album from the media hub to facebook.





# Usability Testing:

I worked with the user researcher to conduct 2 rounds of usability testing and incorporate changes to the design.

## What We Did

Conducted Usability testing against an Adobe Flex based prototype of the WD Venue Media Library and Settings view. The prototype ran on an MacBook Pro Laptop with Silverback software for screen capture and video recording.

We Spoke With:

### 9 participants

including:

- “Tech Positives” (2 Women and 4 Men)
- “Tech Experts” (3 Men) with a mix of Mac and PC users.

We wanted to **answer the following big questions:**

1. Do people understand the concept of storage hub and external USB drives?
2. Do people understand how to use the media library ?
3. What are the general impressions of the Rich Media Web app?
4. What features were hardest to use?
5. What features were the most valuable?

## What We Found

### What Worked

1. Everyone understood the concept and appreciated the value that their USB drives when connected to the hub can work as network server.
2. Everyone understood how to navigate to the main media categories and access their content.
3. Most users thought the “Action Ring” (Pie shaped Context Menu) was elegant and cutting edge and preferred it over the linear menu.
4. Most users appreciated the organization of the photo albums, music playlist and video collections.
5. Most users liked the sharing feature.

Severity



High








Moderate



Low

### What Didn't Work

-  1. Settings area was confusing and most participants commented that scroll bars did not work as per their expectation.
-  2. Most users did not understand how to initiate the “Action Ring” menu and thought it was hard to find without the right click.
-  3. Most people thought the “Action Ring” required too many clicks.
-  4. Most users commented that they do not want to create an album to share a single photo.
-  5. A few users commented that there were repetitive UI elements.

# **Thanks for reading.**

**Please get in touch if you like to learn more.**

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