Shujaat Iqbal

Portfolio

Shujaat Iqbal

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conflux

Research, Usability Testing, User Flow,
Wireframes, UI Design, Prototype,
Front-End Development

The opportunity to compete in social network fashion

FALLA

User Flow, Wireframes, UI Design, Prototype, Mockups

The Reckoner believes in delivering quality consulting.

The Reckoner

Research, Usability Testing, User Flow, Wireframes, UI Design, Prototype, Front-End Development

A premium provider of chiropractic and wellness services.

Dr Rahim Website

Research, User Flow, Wireframes, UI Design, Prototype, Mockups

A premium provider of chiropractic and wellness services.

Doctor / Patient Portal

Research, Usability Testing, User Flow, Wireframes, Mockups, UI Design, Prototype

Case Studies

Project Examples

dinCloud

UX process, Optimization and redesign of dinManage Tool

dinManage is a cloud orchestration platform which provides complete control in the user's hand to manage cloud infrastructure easily.

STRATEGY

INFORMATION ARCHITECTURE

INTERACTIVE PROTOTYPE

MOCKUPS

USER SCENARIOS

UI DESIGN

FRONT-END DEVELOPMENT

Bē | **VIEW PROJECT**

Business Goals

dinManage is an online application that allows users to configure secure virtual data centers in the cloud with complete control of their own environment – including desktops, servers and network security resources.

It is a cloud orchestration platform which provides complete control in the user's hand to manage cloud infrastructure easily.

With dinManage users can easily manage IT infrastructure including: desktops, servers, storage space and many applications to a virtual private data center.

Challenges

- Improve the User Experience and User Interface across all dinManage tool.

- Improve user interaction features.

- Optimize the existing code logic to give way for new possibilities.

- Improve performance and optimiztion of the tool to make it more efficient.

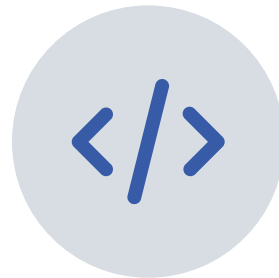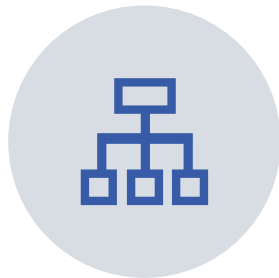- Bring dinManage tool to Mobile.

Contribution

UI Design

Mockups

Interactive Prototype

Frontend Development

Information Architecture

User Scenarios

Customer Experience

Design Rationales

- As Orange and Blue were the previous primary colors which did not sound corporate so it was decided that Blue was to be made the only primary color moving forward with this project.

- The tool had to go through intense user flow scenarios in order to understand user needs and requirements.

- Instead of Gradient we went with Flat color design to give it a fresh and clean look.

- Instead of pngs and jpegs it was decided to go with Font icons and SVG images to increase speed and performance.

- To make tool more interactive and user-friendly toastrs, tooltips, alerts and animations were added so that user doesn't lose his/her interest.

- Bootstrap was used as frontend framework to help us move forward with a stable supported components and solve our mobile responsive issue.

- Interactive prototypes were introduced during the project to help both developers and management on how the tool will work with significant changes.

conflux

UI/UX process in designing solutions for Conflux

Conflux is an automation tool that facilitates the Deployment of XenApp or XenDesktop and creates an operational Citrix environment on your cloud infrastructure.

STRATEGY

MOCKUPS

INTERACTIVE PROTOTYPE

INFORMATION ARCHITECTURE

USER SCENARIOS

UI DESIGN

FRONT-END DEVELOPMENT

Bē | **VIEW PROJECT**

Business Goals

To provide secure and reliable citrix virtual desktops and applications, the deployment of a fully functional citrix environment is a pre requisite. It is a complex and tedious task that requires advanced IT and cloud engineering skills.

To reduce the complexity associated with deploying and managing citrix environments, dinCloud envisioned a ground breaking solution that would automate and simplify the whole process.

Challenges

- Design a simple clean and concise user interface for the end-user with a limited color palette w.r.t. logo.

- Create an information architecture for the tool that later expand.

- Create Interactive prototypes of the portal that shows the entire working of the tool before development.

- Create a unique and easy to use user experience for existing citrix customers.
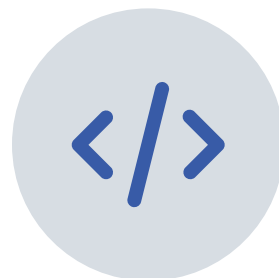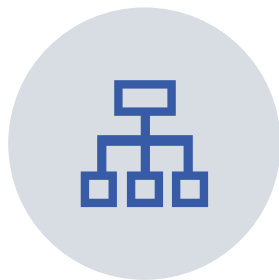
Contribution

UI Design

Mockups

Interactive Prototype

Frontend Development

Information Architecture

User Scenarios

Customer Experience

Design Rationales

- With lots of color variations and iterations the client selected maroon red as its primary color moving forward with this project.

- The Logo was designed keeping in mind a simple and minimilistic approach of the design.

- Instead of Gradient we went with Flat color design to give it a fresh and clean look.

- Created an interactive prototype of the whole portal from start to finish keeping in mind the user-centered design.

- Instead of pngs and jpegs it was decided to go with Font icons and SVG images to increase speed and performance.

- To make tool more interactive and user-friendly toastrs, tooltips, alerts and animations were added so that user doesn't lose his/her interest.

- Angular Bootstrap was used as frontend framework to help us move forward with a stable supported components.

FALLA

Website design for FALLA mobile App

Falla app gives you the opportunity to compete in a social network fashion.

MOCKUPS   INTERACTIVE PROTOTYPE   UI DESIGN   INFORMATION ARCHITECTURE

Bē | VIEW PROJECT

Business Goals

For the first time in the world, Falla app gives you the opportunity to compete in a social network fashion.

Most of us are tired from the usual iterative social apps which made us fat and loosing time for nothing, we give you the opportunity of making new real friends and doing real activities with real people.

The idea of Falla app is to connect the people which have the same interests and help them to compete by a very simple way and share their fun moments with their friends.

Challenges

- Design a simple clean and concise web design for a mobile app that currently does not exist.

- Create an information architecture for the website.

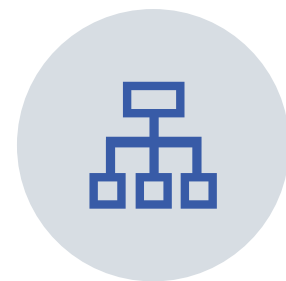- Create a social network gathering website with modern design.

Contribution
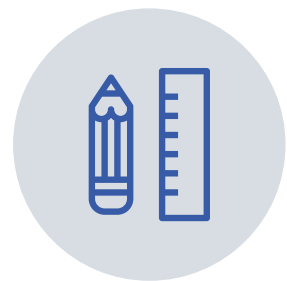
UI Design

Mockups

Information
Architecture

Design Rationales

● When creating the design concept of
FALLA App, the focus was on
simplicity, limited color palette and
guiding elements referring to logo.

● Instead of solid background sky
scrappers image was used.

● Every section consists of vibrant
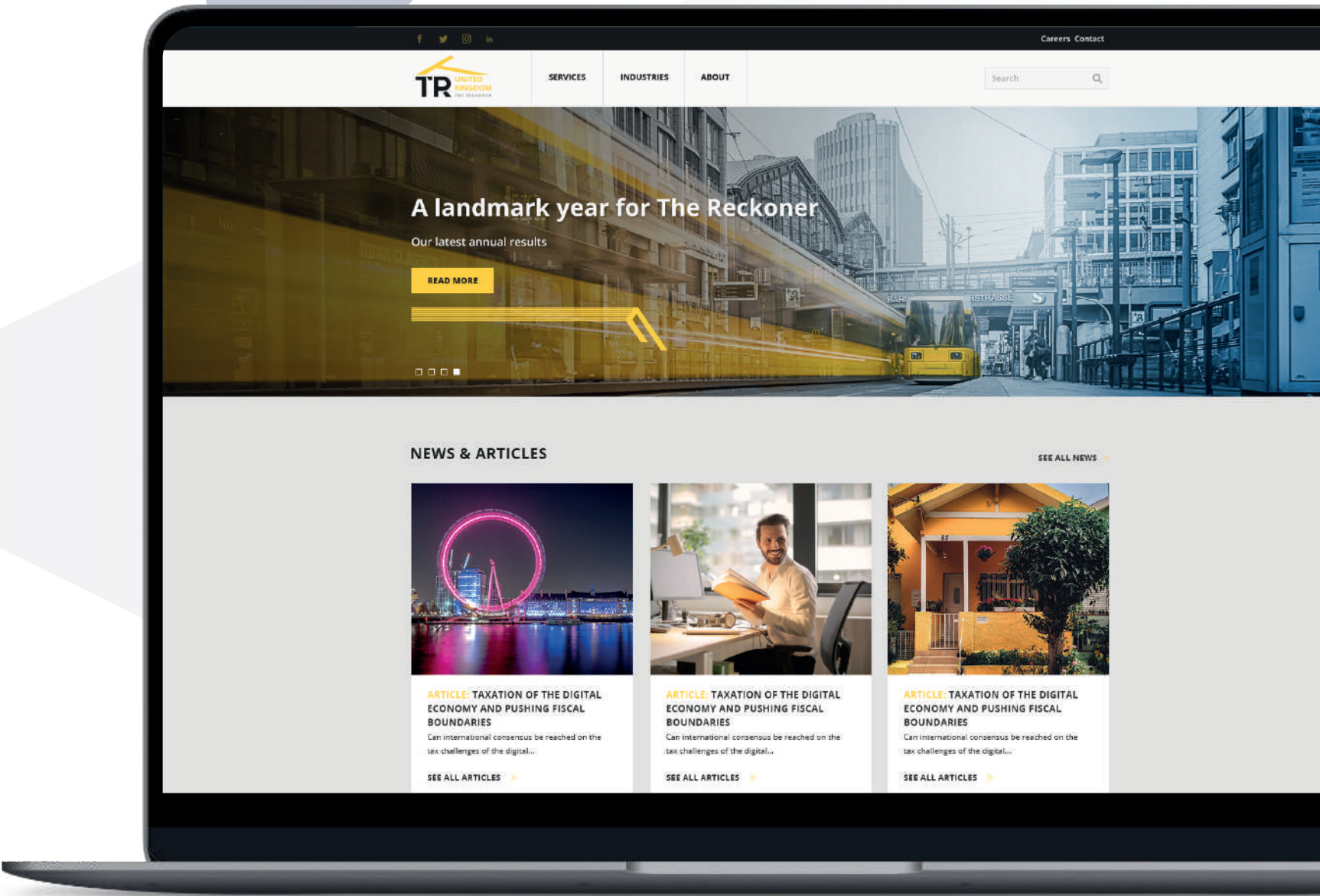images that visually clearly describes
the content.

Design for
The Reckoner UK

The Reckoner believes in delivering quality consulting. It is regarded by organization as a global partner in tax, accounting, audit and IT consulting.

MOCKUPS   **INTERACTIVE PROTOTYPE**   **UI DESIGN**   **INFORMATION ARCHITECTURE**

Bē | VIEW PROJECT

Business Goals

The Reckoner believes in delivering quality consulting. It is regarded by organization as a global partner in tax, accounting, audit and IT consulting.

17 years of Experience in Taxation Consulting, a Team of professionals guided by Commitment.

Challenges

- Design a corporate style, simple clean and concise web design for a Tax consulting group.

- In need of Corporate bradning such as Logo, Web design, business cards etc.

- Design should be conspired by whats happening in the field of Taxation.
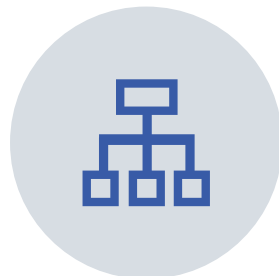
Contribution

UI Design

Mockups

Information Architecture

Customer Experience

Frontend Development

Design Rationales

- When creating the design concept of The Reckoner, the focus was on simplicity, limited color palette and guiding elements referring to logo.

- Yellow was selected as the primary color and black as the secondary in color palette.

- The frontend development of the website was done on wordpress as it was a company cmarketing website.

- The Visual design was intended more of a uk based corporate designs with a large banner and boxy content.

DR RAHIM

Rebranding Dr Rahim
web solutions

A premium provider of chiropractic and wellness services.
His mission to educate, adjust and empower individuals and
families to a better quality of life with conservative natural
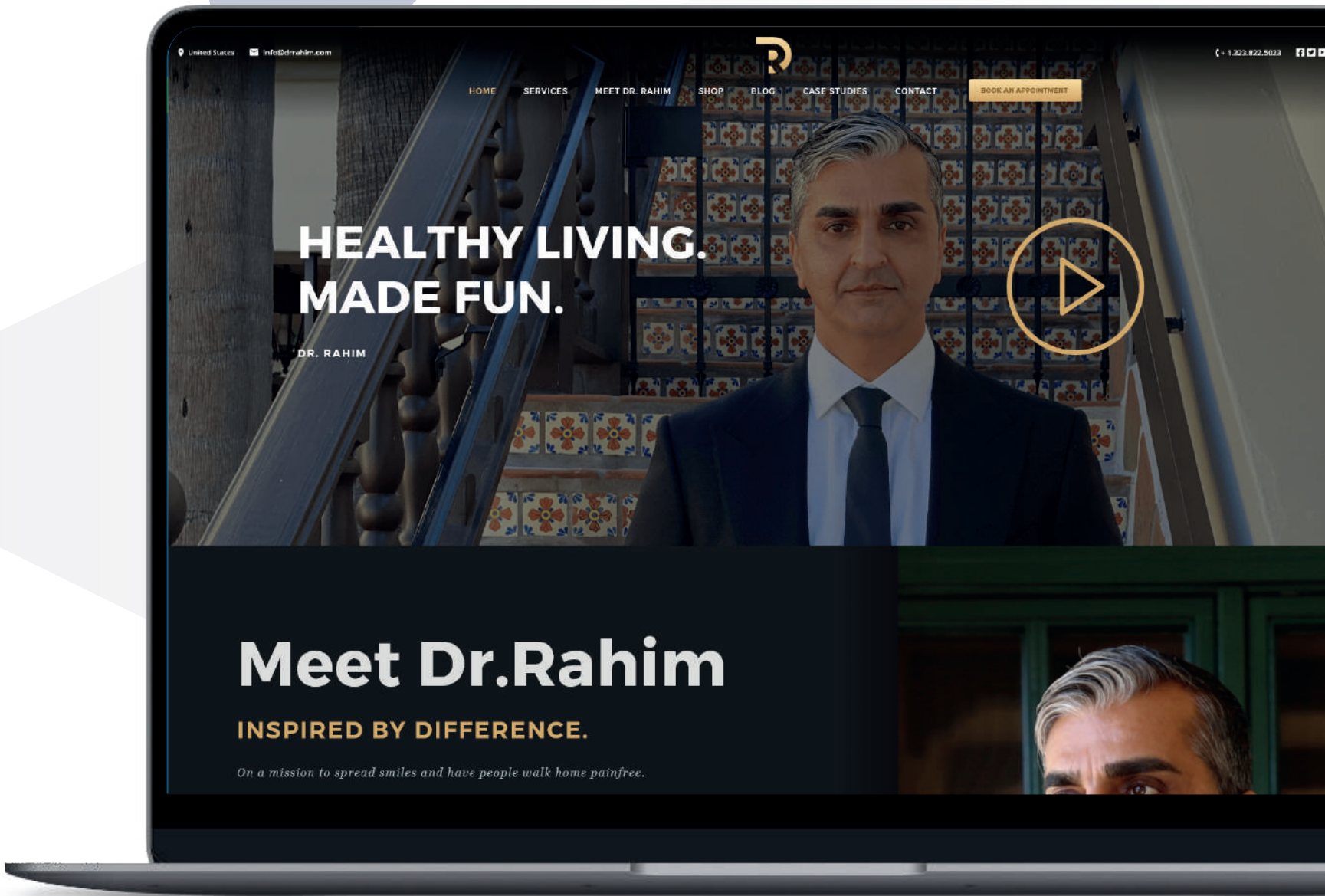methods.

HEALTHY LIVING.
MADE FUN.

DR. RAHIM

Meet Dr.Rahim

INSPIRED BY DIFFERENCE.

On a mission to spread smiles and have people walk home painfree.

STRATEGY   MOCKUPS   INFORMATION ARCHITECTURE

UI DESIGN   INTERACTIVE PROTOTYPE

Bē | VIEW PROJECT

Shujaat Iqbal

Business Goals

Dr Rahim has over 12 years of experience in the chiropractic and wellness industry. He has over a 90% successful tract record of identifying the cause of clients health issues, where they were unable to obtain results by other methods.

His extensive knowledge of the human frame and physiology has helped prevent over 500 surgeries for satisfied clients. He cares for people of all ages and walks of life; from pregnant and expecting mothers, to newborns, infants, children and the elderly. He has served thousands of people through chiropractic missions in Central America and Africa.

Challenges

- Need to design a premium Logo, color palette, Business Cards, merchandise and website that can lift the brand.

- Design a simple clean and concise web design for the end-user.

- Create an information architecture for the tool that later expand.

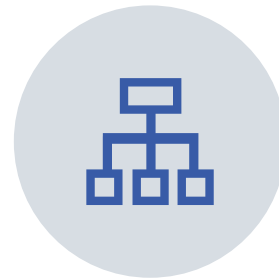- Create Interactive prototypes of the web design.

Contribution

UI Design

Mockups

Interactive Prototype

Information Architecture

Design Rationales

- With lots of color variations and iterations the client selected gold as its primary color moving forward because it gave the brand a more premium.

- Instead of a flat design we went with Gradient color variation to give it a premium and clean look.

- Black and Dark colors are used as background color palette to make gold come out more as a premium look.

- Created an interactive prototype of the whole portal from start to finish keeping in mind the user-centered design.

- For content text White for Heading color, Gold for sub-title and light grey for content text.

- Outline Icons are used with Expertise and Services categories to visually describe that category.

Shujaat Iqbal

DR RAHIM

UI/UX process in Dr Rahim Doctor-Patient portal

A premium provider of chiropractic and wellness services. A web app that helps patients in making appointment with Dr Rahim and helping dr Rahim get a record of his patients onlione.

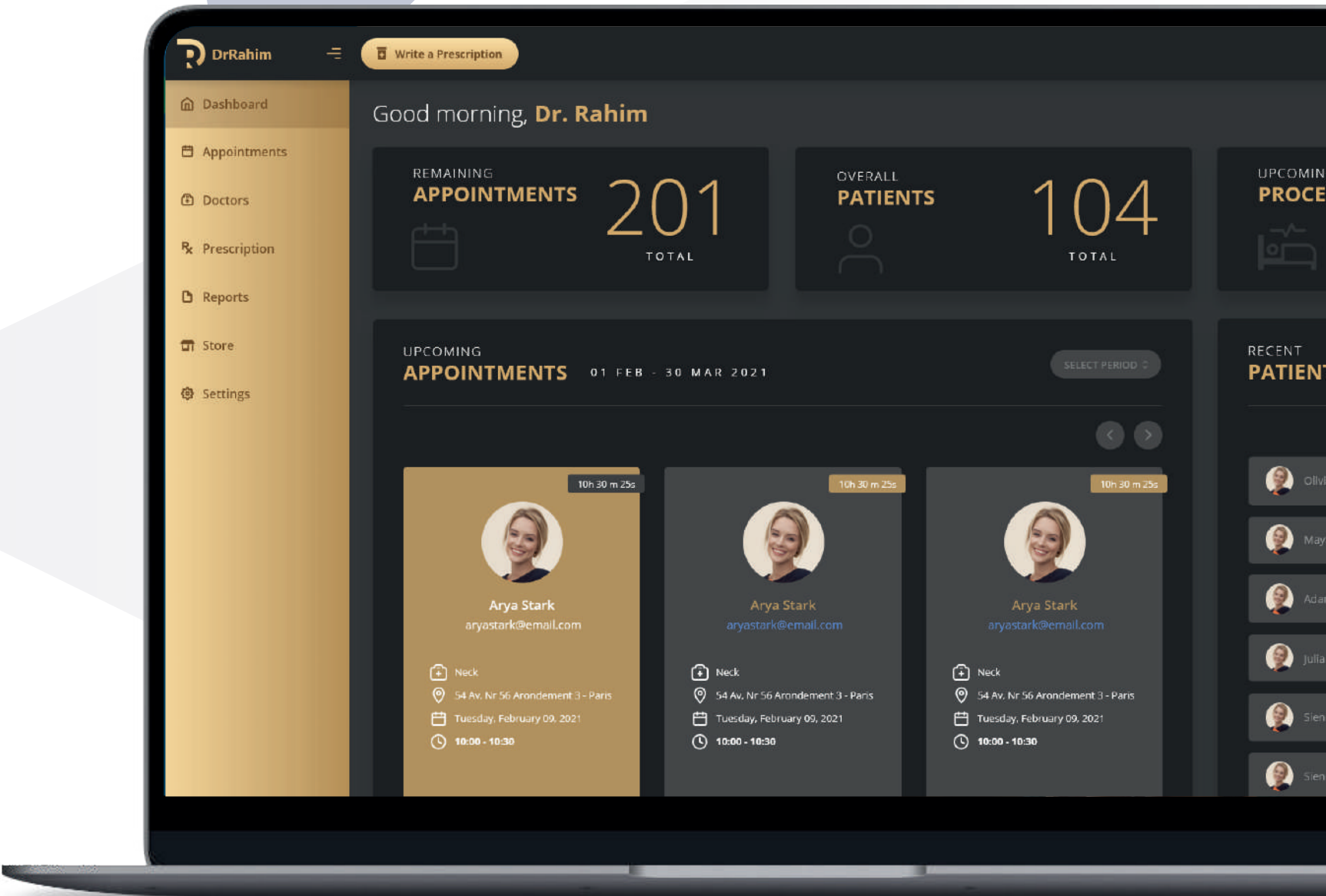**STRATEGY**

MOCKUPS

INFORMATION ARCHITECTURE

UI DESIGN

INTERACTIVE PROTOTYPE

Bē | VIEW PROJECT

Business Goals

A premium provider of chiropractic and wellness services. His mission to educate, adjust and empower individuals and families to a better quality of life with conservative natural methods.

This purpose this portal serves is that it helps patients to make appointments on the go and share there medical documents with the doctor before visit.

This portal helps Dr Rahim in providing patients reports and medical records before meeting the patient, this helps him save time and quickly move to his treatment.

Challenges

- Design a simple clean and concise user interface for the end-user with a premium color palette used w.r.t. logo and in the marketing website.

- Create an information architecture for the tool that covers both Dr Rahim and his patients.

- Create Interactive prototypes of the portal that shows the entire working of the tool before development.

- Create an easy to use user experience for existing citrix customers.
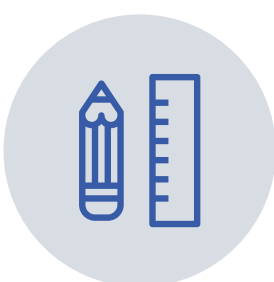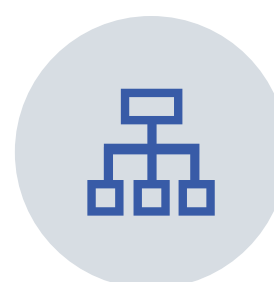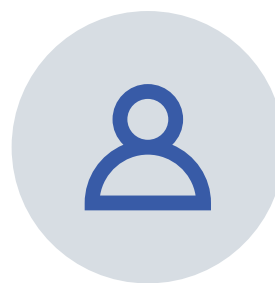
Contribution

UI Design

Mockups

Interactive Prototype

Information Architecture

User Scenarios

Customer Experience

Design Rationales

- The primary and base colors used here are the same that are being used for the marketing website so that it looks a part of the website.

- The font used here is the same font used in the marketing website to make it more consistent.

- The user flow for doctor and patient was different and was according to desire needs.

- The interface content consists of a card based UI to clearly identify individual elements.

- The UI is designed to support the user experience in this portal in such a way that it looks more premium.

- To make a smooth user experience admin dashboard UI was kept in mind while designing this portal
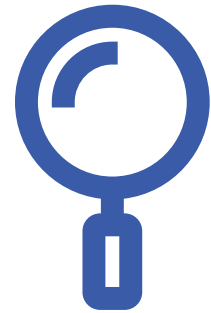
Design Process

Process Flow

Shujaat Iqbal

Design Process

The UI/UX design process I conduct - starts from gathering information about what users needs, through creating a coherent business strategy, and than finishing at the designing stage.
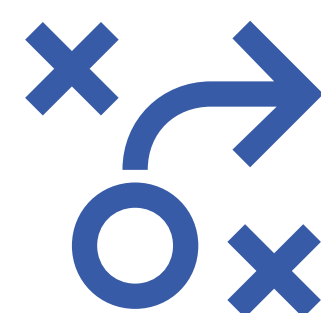
RESEARCH   STRATEGY   DESIGN   RESULT
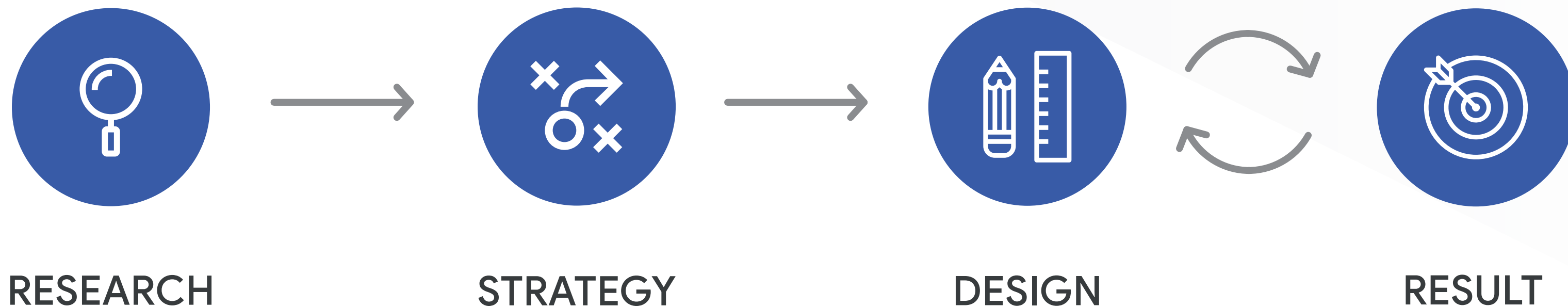
Research

The idea of gathering data by conducting surveys, having competetive Analysis, conduct in-depth interviews from users, having personas to specify them. To find the answers we had to go deeper and verify whether there are any pains about this process.

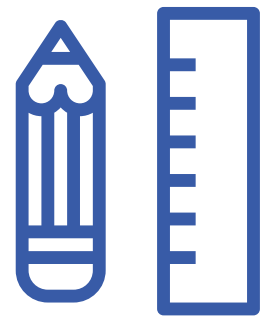**SURVEY** → **COMPETITIVE ANALYSIS** → **IN-DEPTH INTERVIEWS** → **PERSONAS**
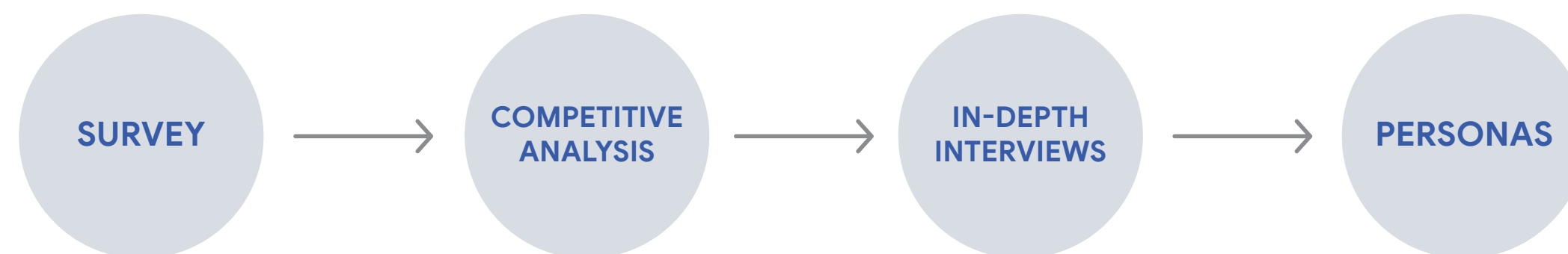
Strategy

Prioritized our requirements and problems that we want to solve by the application and come up with an idea on how to satisfy all of these needs.

IN-DEPTH
INTERVIEWS

COMPETITIVE
ANALYSIS

PERSONAS
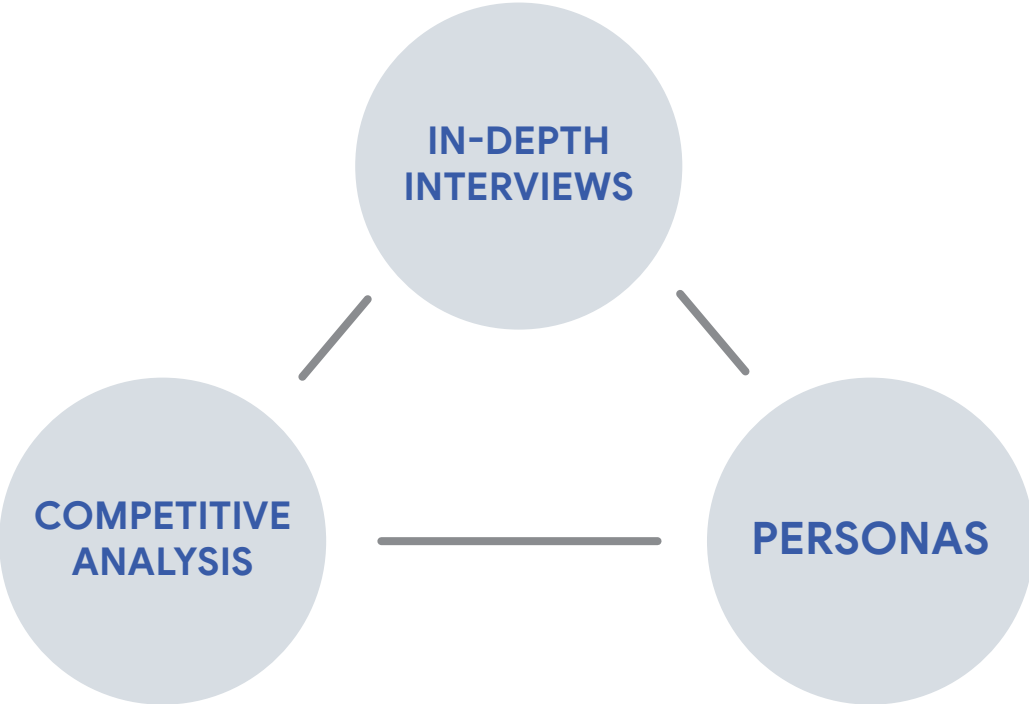
Mockups, Design, Interactions

Once figured out which solutions we want to test, we design the entire system - think about all the logic of the application

PAPER PROTOTYPING

INFORMATION ARCHITECTURE

LOW-FIDELITY MOCKUPS

FLOW

DIAGRAMS
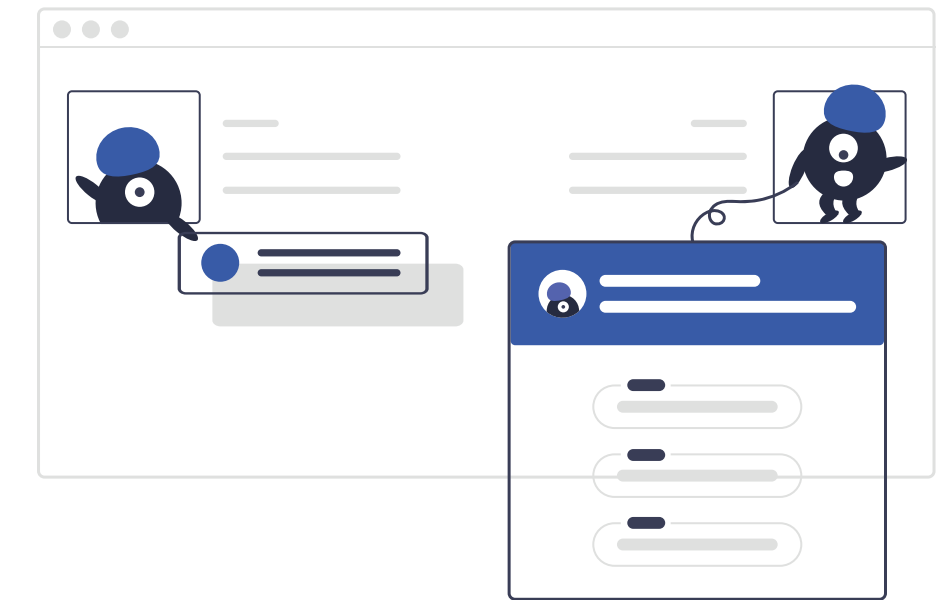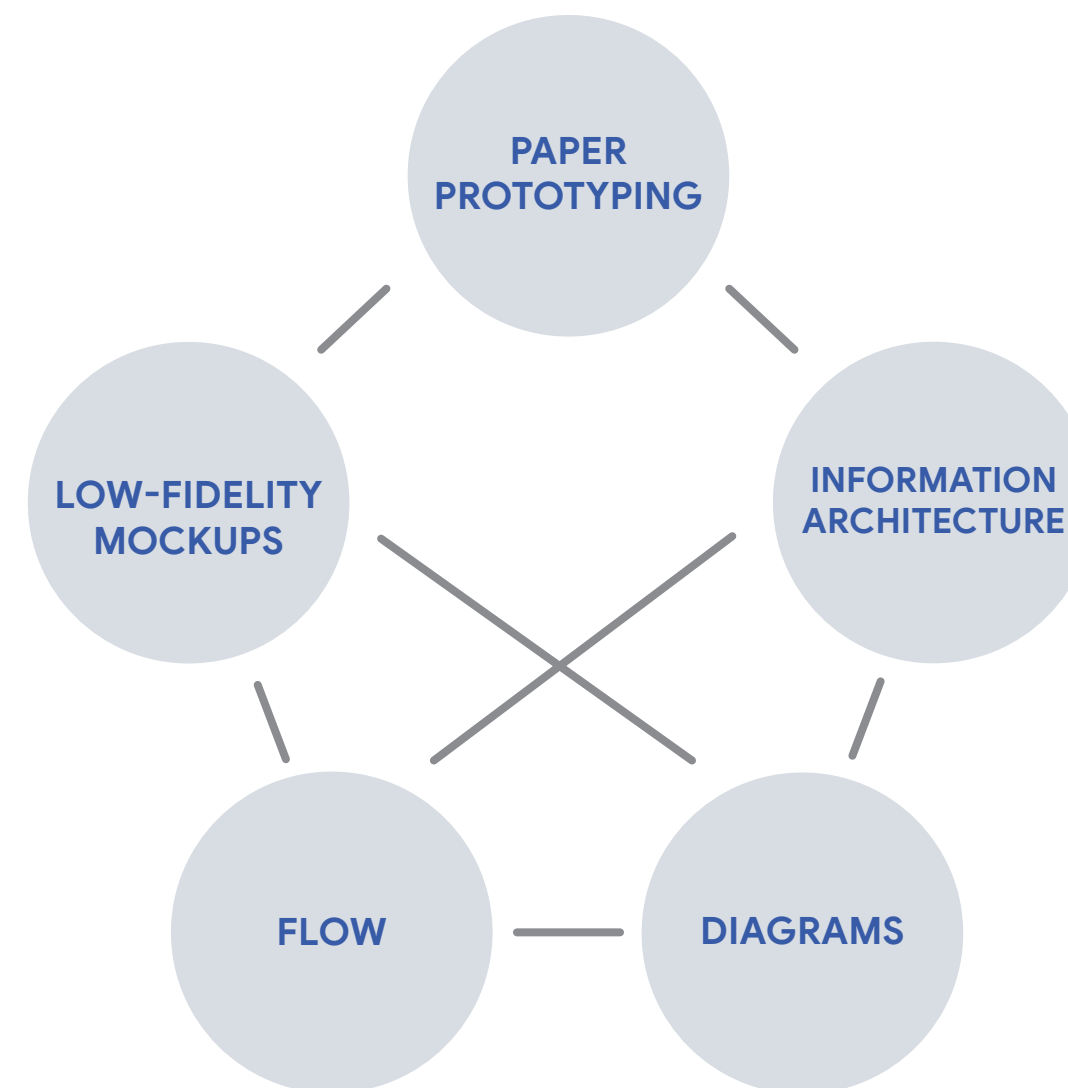
Results

With couple of iterations I ended up with the complete idea of a product - high fidelity mockups and the logic of the system behind it. Then I turn them into beautiful interfaces and combined with delightful interactions.
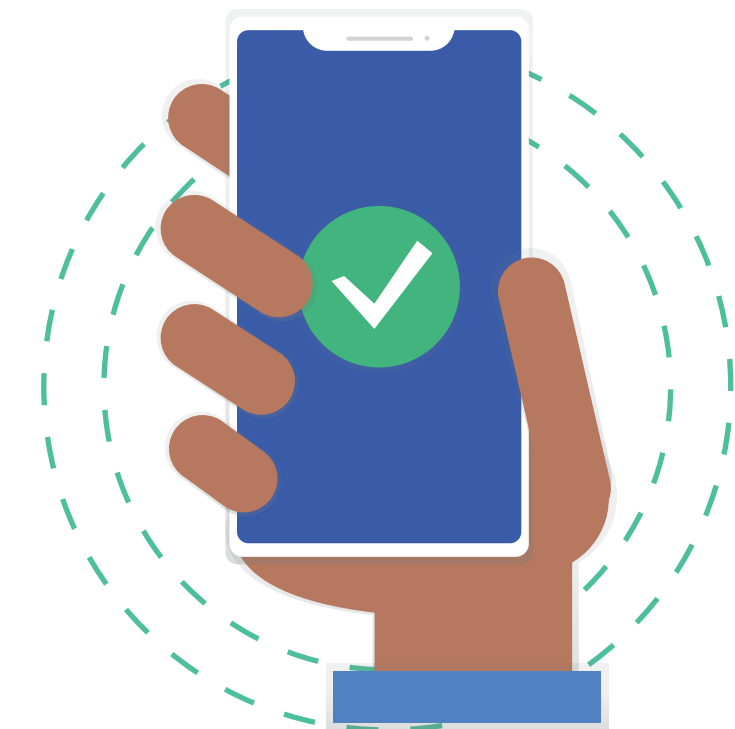
Shujaat Iqbal

Contact me...

✉ **shujaat.iqbal@gmail.com**