

Hello, I'm

Simran Mhatre

An engineer turned product designer who aims to design solutions which are efficient, delightful and impactful both to the people and the business.

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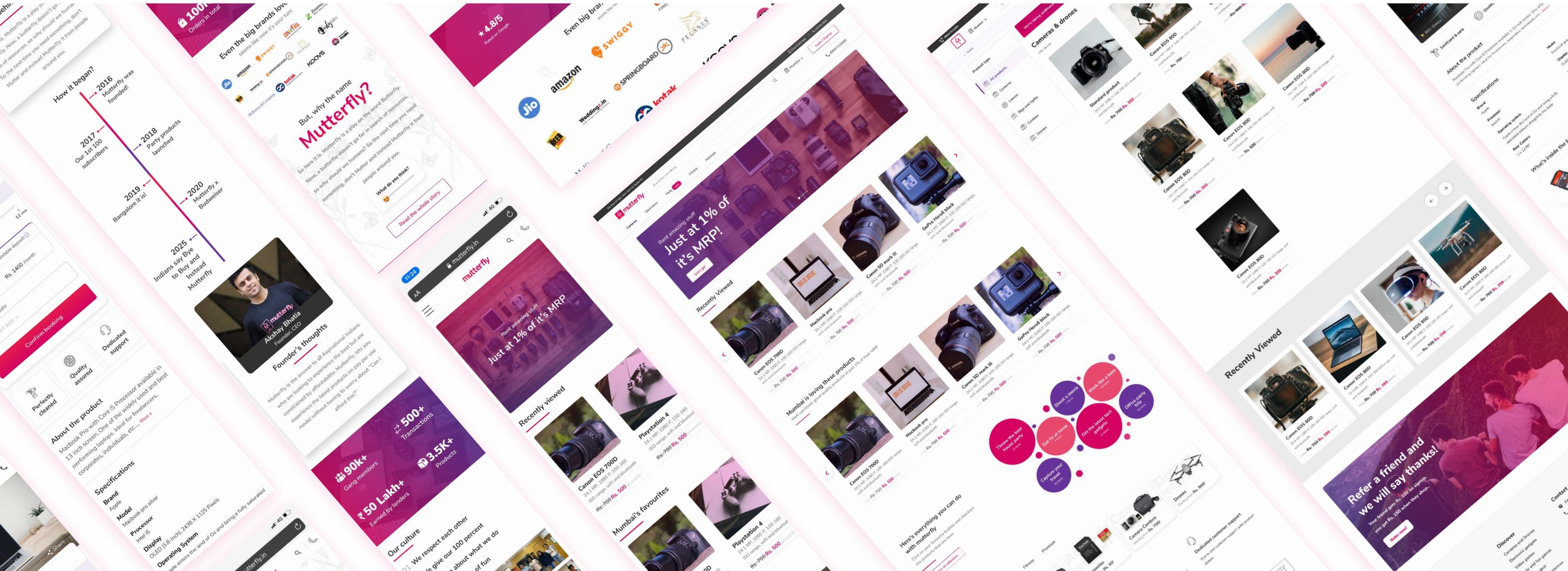


About me

I am a product designer based in Bloomington, Indiana pursuing a **Masters degree in Human-Computer Interaction** at Indiana University Bloomington. I secured a **Bachelor's of Engineering** degree in Information Technology in 2019. During this time, I learnt how to convert my ideas into tangible solutions but these solutions were missing the human touch. In search of humanizing my solutions, I discovered the field of Human-Centered design. In the past, I've worked as a **developer, QA, product designer & product manager**. In my design journey, I've had the chance to work on complex problems in education, healthcare, wellness and retail domains. My **multidisciplinary background** helps me design products which connect business goals, technical contraints and user satisfaction. Outside of work, I am a **travel junkie**, I've travelled to 9 countries and I am always looking forward to my next trip. I am also a **foodie**, I love cooking Indian food and trying out different cuisines.

Case study #1

Mutterfly Website - Redesign





Company Overview

Mutterfly is an **online rental marketplace** for premium products. You can rent laptops, cameras and accessories, Playstations, gaming consoles, and various other party products **starting at just 1% of its price**. **#saybyetobuy**

About the project

Timeline

June 2020 - December 2020

Project type

Industry - Team project

Team size

6 members

My Role

Lead UI/UX designer

Team members

Product Manager

Lead UI/UX designer

Front end developers

Operation Executives

Key skills

Stakeholder Interviews, Usability testing, Journey maps, Competitor Analysis, Ideation, Sketching, Wireframing, Prototyping, Cart sorting, Tree testing, Information Architecture, Design System

Finding out problems in the old website

Before starting, I needed to **understand the problems** with the existing website, the goals of the company and why was a redesign needed. I conducted some **preliminary research** to understand these factors.

Interviews with senior employees

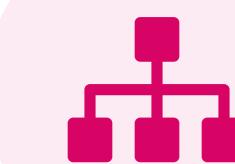
I had a conversation with 6 senior employees from the organization to get a deeper understanding of the organization and its business goals.



Understanding issues with old website

Tree testing

I conducted tree testing with 10 participants who belonged to the defined user group to identify navigation patterns which were not working for the users.



Usability test with users

I recruited 5 participants who belonged to the user group already defined by the organization and conducted a usability testing to observe their interaction with the old website.

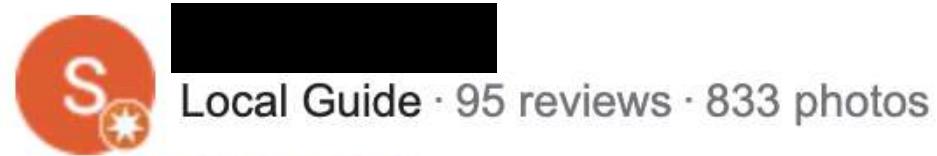


Heuristic Evaluation

I conducted a Heuristic evaluation to identify some more issues in the website. I followed Neilson's 10 Usability Heuristic for this method.

Analysing Customer reviews

I also looked at **reviews** given by past customers on google and tried to identify problems and issues which were faced by the users while interacting with the our platform.



★★★★★ a year ago

Borrowed a camera from here. The process was relatively smooth. They ask for your home address, work address proof. Had an issue with uploading a document which was promptly resolved by calling them. Overall happy about the service they provided. The only thing they might want to improve is the website, it is a little difficult to narrow down using the filters.

Difficulty in navigation



a year ago

Pathetic customer service. Dont order on them. They will bail on you at the last moment and all your plans to play with your friends over the weekend will go for a toss. They will call you to say that this game that you ordered is not available and will list out a pathetic list of games (games still listed on their website wont be in this list) and you will be asked to unapologetically choose from this. god forsaken list. NOT ORDERING AGAIN FROM HERE in future.

Unanswered questions on the website generated lack of trust



★★★★★

2 years ago

i wanted to add my action camera on rent. please help me to do this.

Actionables not visible

What was wrong with the old website?

The preliminary research which i conducted and the analysis of reviews from google, the following were the main issues with the old website which needed to be addressed in the redesign.

01 Inconsistent Designs

5/5 participants from usability test encountered some or the other break in their flow when they were performing an action on the old website. Due to huge number of inconsistencies in the design elements across the website, the users were confused at a lot of stages which impacted their overall experience

03 Difficulty navigating

None of the users from the tree testing passed all the tests. All 10 users had difficulty finding products under the party section and electronics sections. The categories had huge overlaps which made finding the products difficult. The actionables on the navigation were not prominent and did not encourage the user to click them.

02 Lack of trust

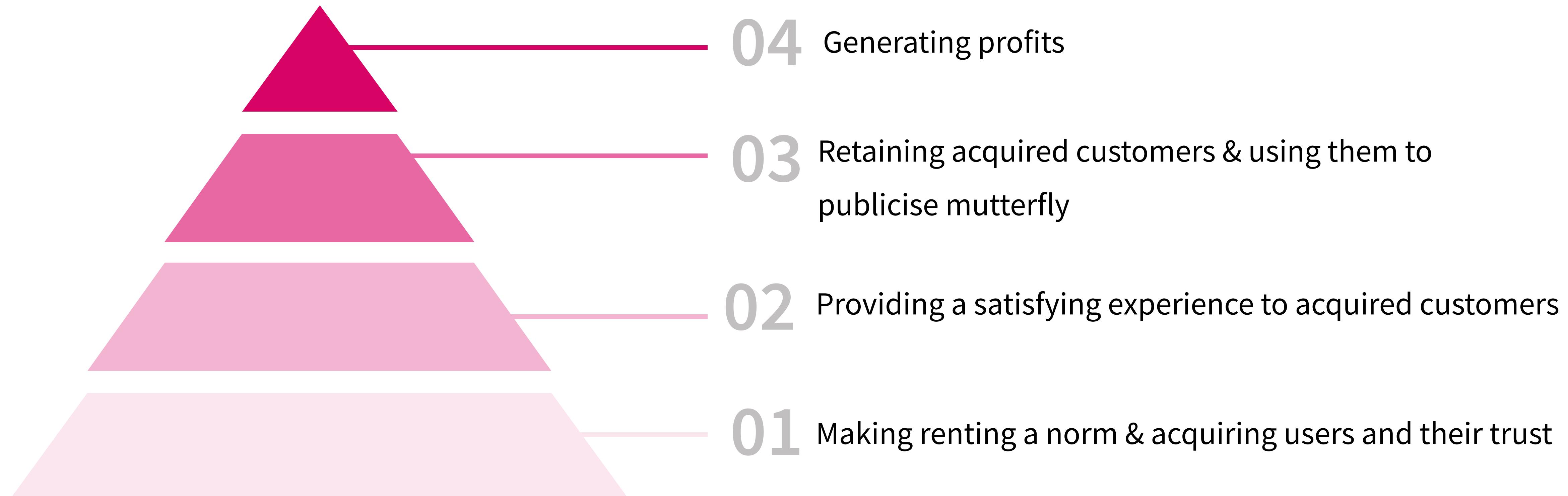
When asked, 4/5 participants from the usability test said that due to this and the overall experience, they were not sure if they could trust mutterfly. The reviews also indicated that people has unanswered questions. When renting a product, people needed to know what quality they were getting which was not shown in the website.

04 Website not optimized for mobile

Insights from google analytics revealed that almost 70% of the users used mobile while renting products from mutterfly. 5/5 participants from our usability test had difficulty navigating across mobile and using the website.

Mutterfly's **business** goals

Mutterfly's primary goal was to generate profit. To achieve this goal, we realised that there are smaller goals which needed to be achieved first.



The design challenge

How can we rebrand Muttterfly and its website to build trust amongst customers and help them find and discover the products they want to rent on the website easily? How can we also make the overall experience of the website more desirable and keep all the interactions honest?

Design principles

Before I started ideating features and styles for the redesign, I wanted to establish a set of foundational design principles for the website redesign so that every design decision made is tethered to the main goal of the website.

01

Be honest and transparent about process, price & products

02

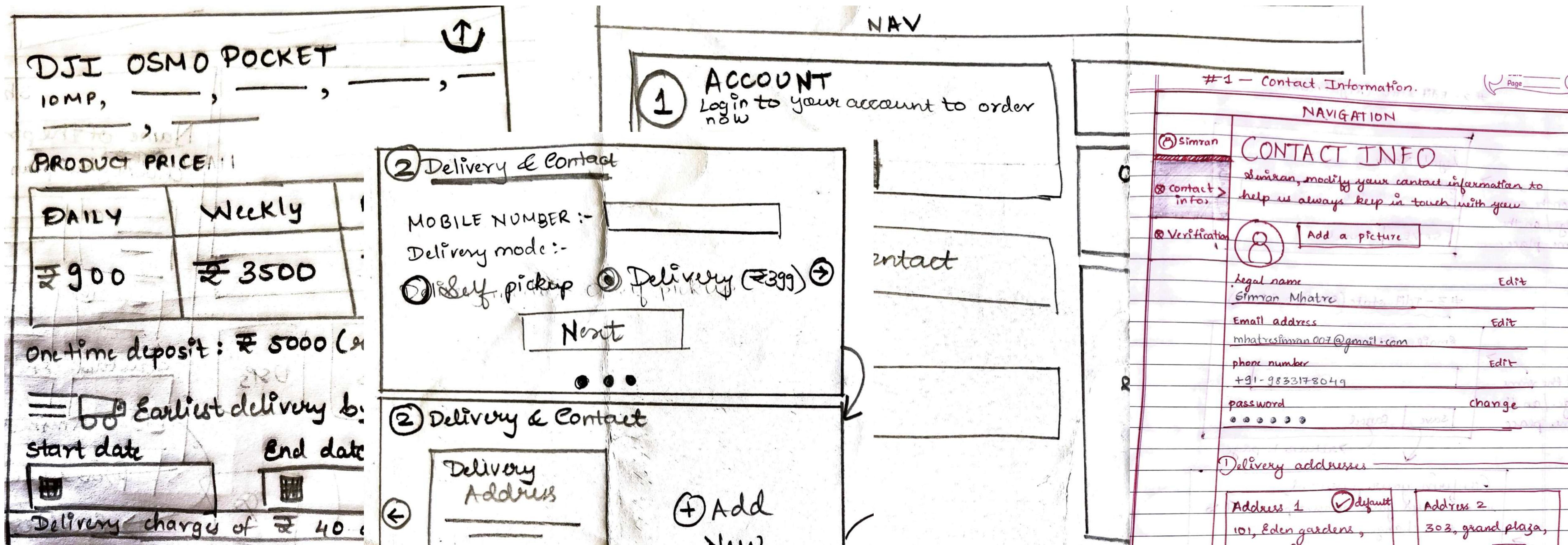
Facilitate easy navigation to find products and other actionables

03

Provide adequate information to answer all questions and easy access to support

Wireframes, Evaluate and Iterate

My design principles were in place. I then started sketching out ideas which i had in my head on paper and showed them to the team to get their views on the same. I collaborated the most with my CEO who was also the product manager and kept iterating until we had a minimum viable design to go ahead with.



Final designs

Before I began with my final design, I collaborated with my team to define a style guide for the brand. My wireframes were in place and thus I had an idea of what my final designs were going to look like. To maintain consistency across my designs. I started built a design system for Mutterfly. After the design system was built, I converted my wireframes into high fidelity prototypes.

The image displays four screenshots of the Mutterfly mobile and web application interface, illustrating the design system's implementation:

- Mobile Home Screen:** Shows the top navigation bar with "mutterfly.in", a search bar, and a "Login / Signup" button. The main hero section features the tagline "Helping you Say bye to buy" and a large image of various electronic devices. A sidebar on the left contains the "Recently viewed" section.
- Mobile Experience Category:** Shows a list of experience categories: All experiences, House party, Gaming, Virtual reality, and Therapy. Below this is a grid of three experience cards: "Sail in the Arabian sea", "Aerial tour of Mumbai", and "Host a casino night".
- Web Experience Category:** Shows a sidebar titled "Side navigation title" with links for Cameras, Lenses, Accessories, Combos, and Drones. The main content area displays a grid of experience cards: "Sail in the Arabian sea", "Aerial tour of Mumbai", "Host a casino night", "Host a movie night", "Host a mini-mart", and "Setup a game night booth".
- Web Product Category:** Shows a sidebar titled "Cameras & Drones" with links for Cameras, Lenses, Accessories, Combos, and Drones. The main content area displays a grid of product cards: "Canon EOS 700D", "Macbook pro", and "Canon 5D mark III".

Redesign highlights

The redesign provided a simpler, cleaner navigation with changed categories to find the products easily. We also added sub-categories to help the user find products easily.

The image shows a side-by-side comparison of the Mutterfly website's navigation. On the left, the 'Old navigation' is displayed, featuring a cluttered header with multiple links like 'CAMERAS', 'PARTY', 'ELECTRONICS', 'FITNESS NEW', and 'PREMIUM'. Below it, a dark banner contains the text 'Say Bye To Buy & Rent 300+ Premium Products' and links for 'Download App' and 'List My Item'. The main search bar is positioned above a navigation bar with categories like 'Cameras', 'Gaming', 'Entertainment', 'Computers', and 'Fitness New'. On the right, the 'New navigation' is shown, which is much cleaner. It features a prominent 'mutterfly' logo at the top center. The header includes a phone number '08047115000', a 'MUMBAI' location icon, a 'LIST MY ITEM' button, and download links for 'DOWNLOAD APP' (Android/iOS). A 'FILTER BY' sidebar on the right lists categories like 'Cameras', 'Fitness', and 'Party' with dropdown arrows. Under 'Cameras', there are sub-categories such as 'All products', 'Audio & Video', 'Indoor Fun', 'Kids Special', 'Outdoor Hits', 'Food Corner', and 'Sound & Lights'. The overall design is more organized and user-friendly.

Old navigation of Mutterfly - The labels were confusing, actionables were not prominent

New navigation of Mutterfly - New labels, clear actionables

FILTER BY

CATEGORIES

Cameras

- Entry Level
- Semi Professional
- Professional
- Camera Combos
- Rigs & Lights
- Waterproof Action
- Lenses
- Drones

Fitness

Party

Sub-Categories

- All products
- Audio & Video
- Indoor Fun
- Kids Special
- Outdoor Hits
- Food Corner
- Sound & Lights

We introduced sub categories instead of filters to help users find products they are looking for easily.

Old categories has filters inside them which did not do a good job of helping users find products.

Redesign highlights

Prominent search functionality on all pages which is faster, provides accurate results and does error handling.

🔍

Trending

- ↗ Playstation 4
- ↗ Windows Laptop (i5, 4 GB Ram, 256 GB HDD)
- ↗ GoPro Hero8 Black
- ↗ Canon EOS 800D
- ↗ PlayStation 5
- ↗ Canon 5D Mark IV

🔍

Top products

- Canon EOS 500D
- Canon EOS 800D
- Canon EOS 300D
- Micron Lens 500mm Canon

+10 more products to explore

Collections

- Canon Cameras 10 results
- Canon lenses 3 results

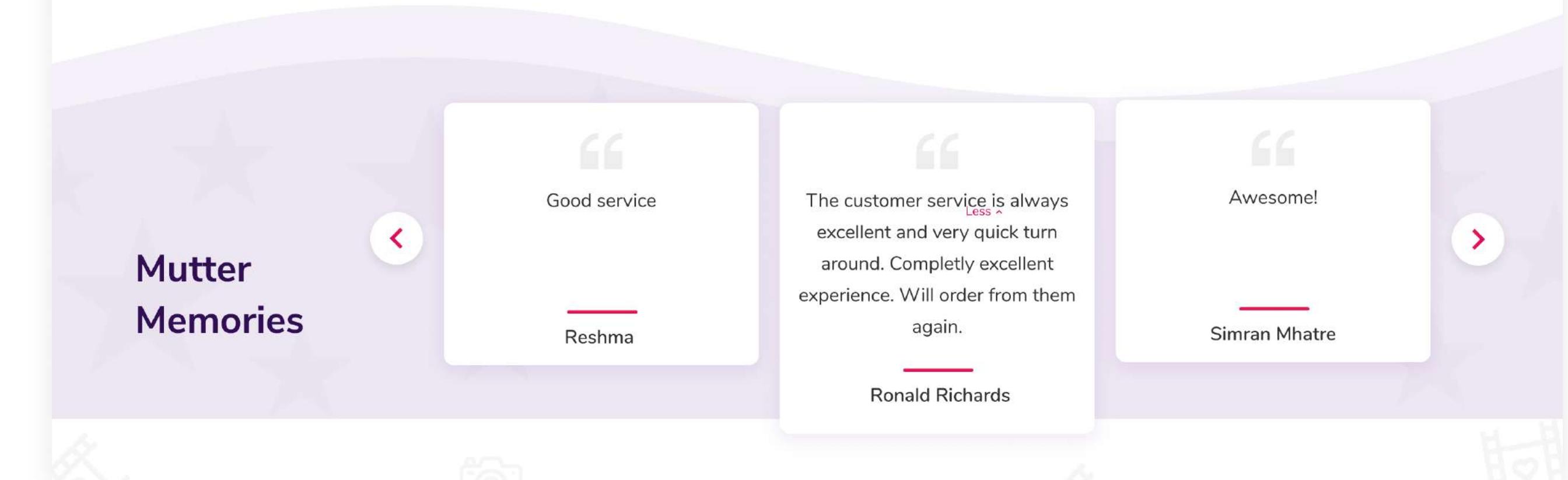
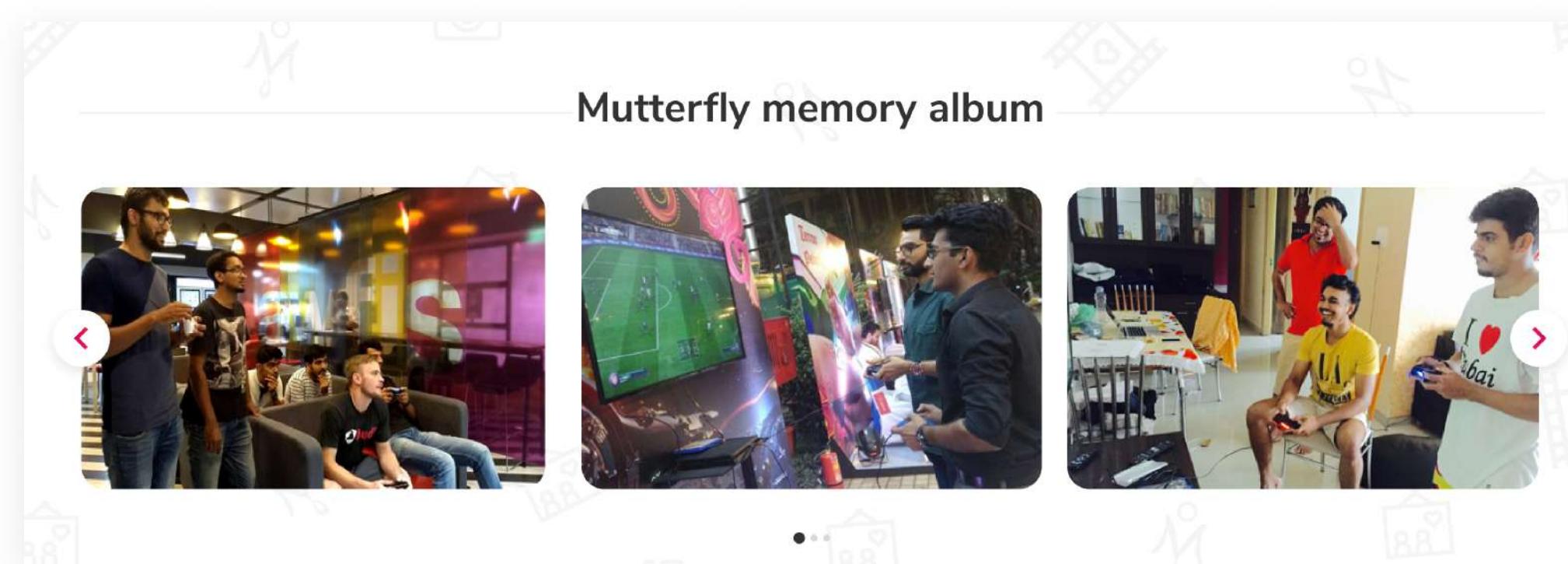
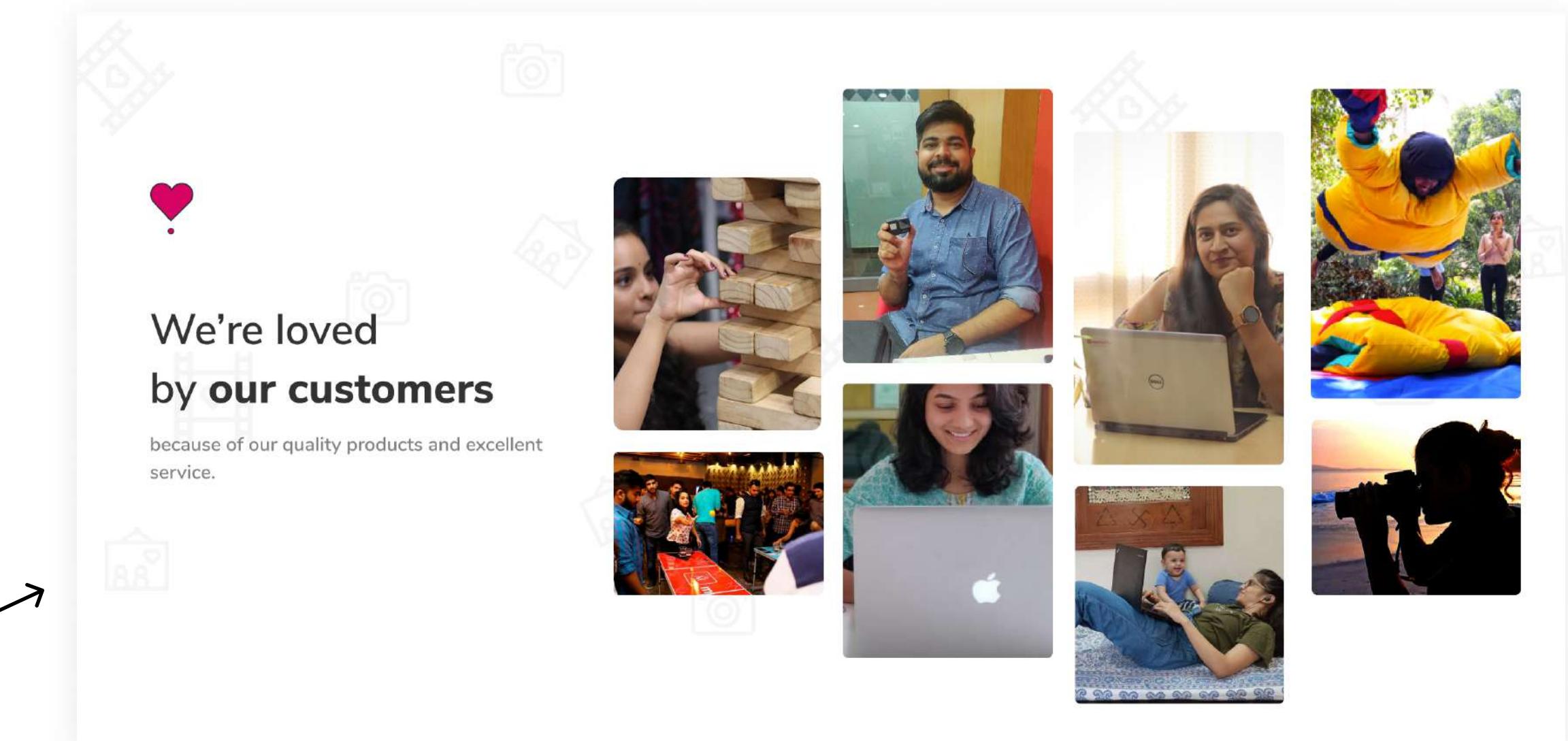
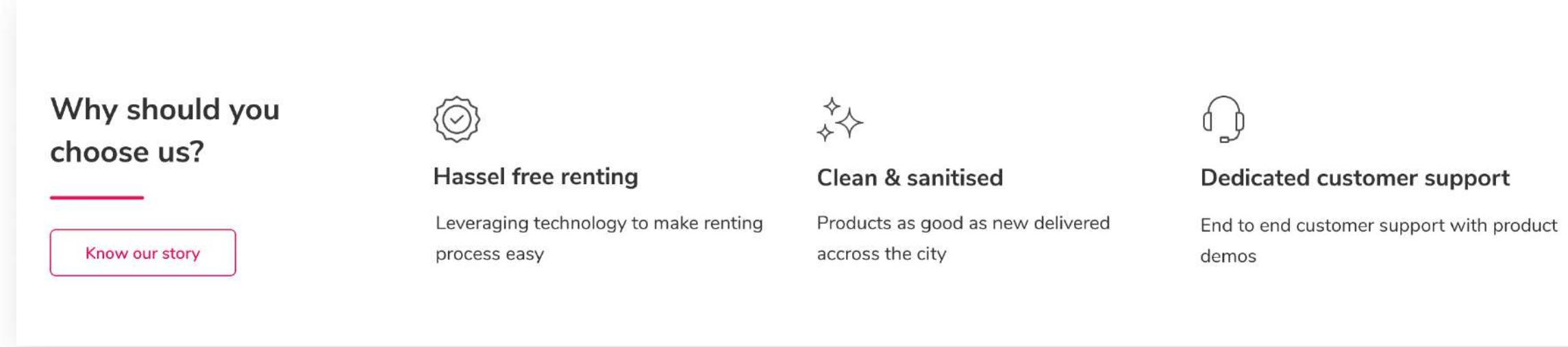
No matches found for “Canvas”

We're sorry to find no matches to your query. Try searching again or suggest us an item you would like to see on mutterfly.

Submit

Redesign highlights

Using design elements to build to establish renting as a norm and build trust amongst users of the website.



Redesign highlights

Rebranding the website and fixing inconsistent UI and experience breaks

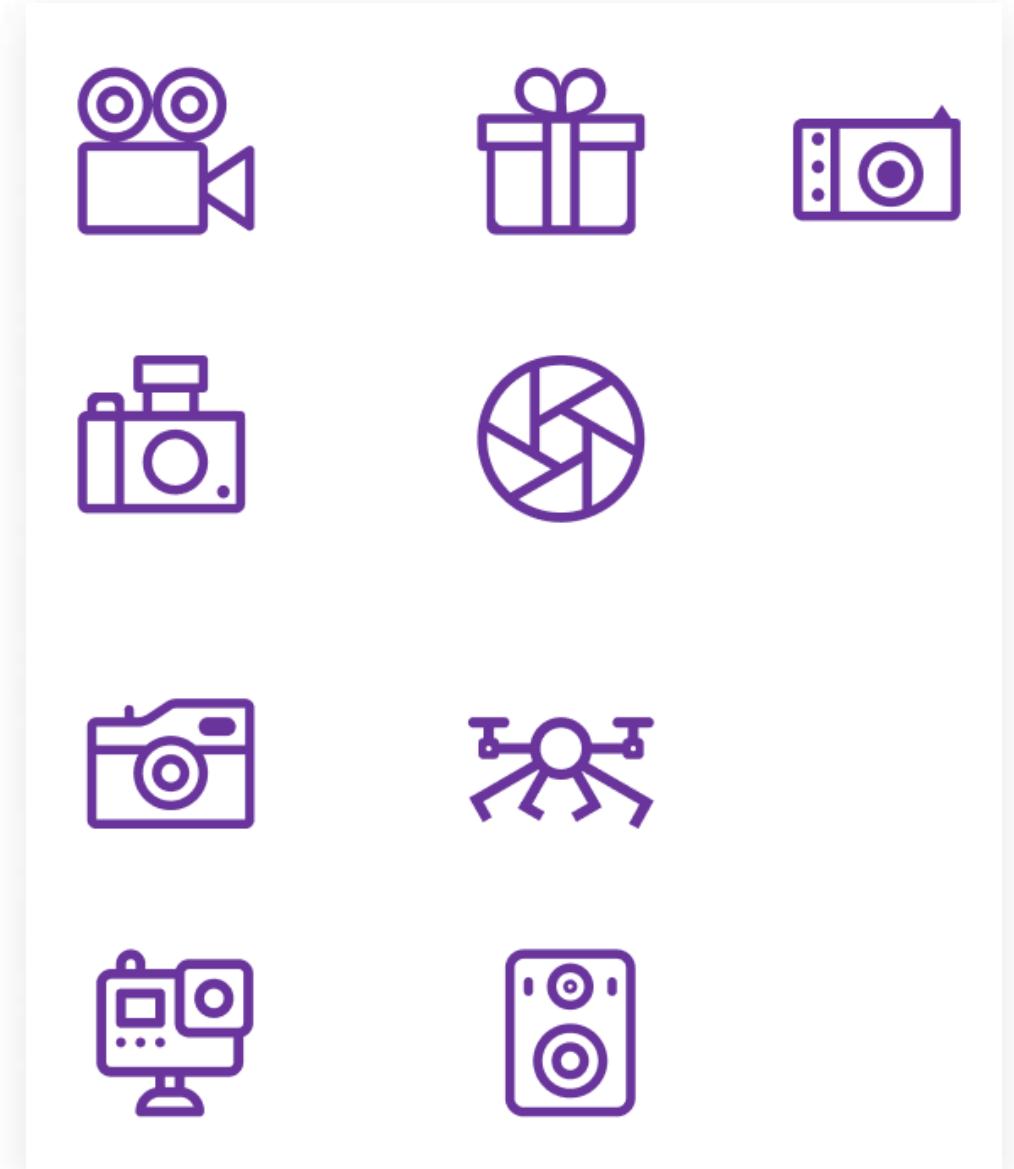
The screenshot shows the Mutterfly Style Guide interface. It includes:

- Colours:** A palette with six colors: Amaranth (#E61E4D), Razzmatazz (#D70466), Purple heart (#69359C), Mine shaft (#333333), Emperor (#4F4F4F), Gray (#BDBDBD), and Wild Sand (#F5F5F5).
- Typography:** Examples of Nunito Sans used for headings and subheadings, with font sizes H1 (44px), H2 (36px), H3 (30px), and p (24px).
- Buttons:** Examples of primary and secondary buttons.
- Filters:** Examples of checkboxes and radio buttons with a slider for values 3+, 12+, 18+, and 24+.
- Note:** A callout at the bottom encourages users to take actual product photos instead of internet ones.

← Establishing brand identity by defining initial style guide

Creating a design system of →
reusable components to
ensure consistency in the UI

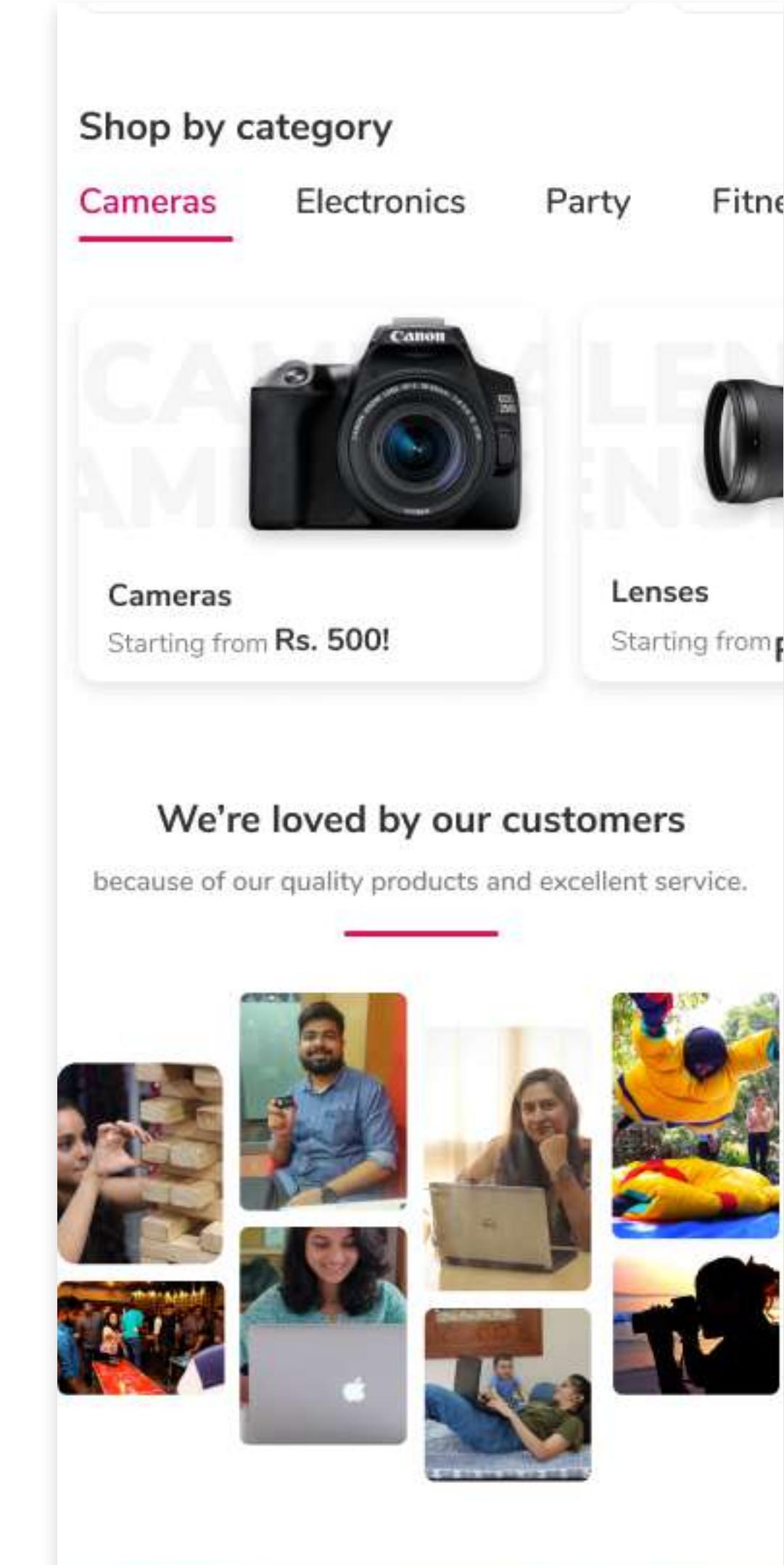
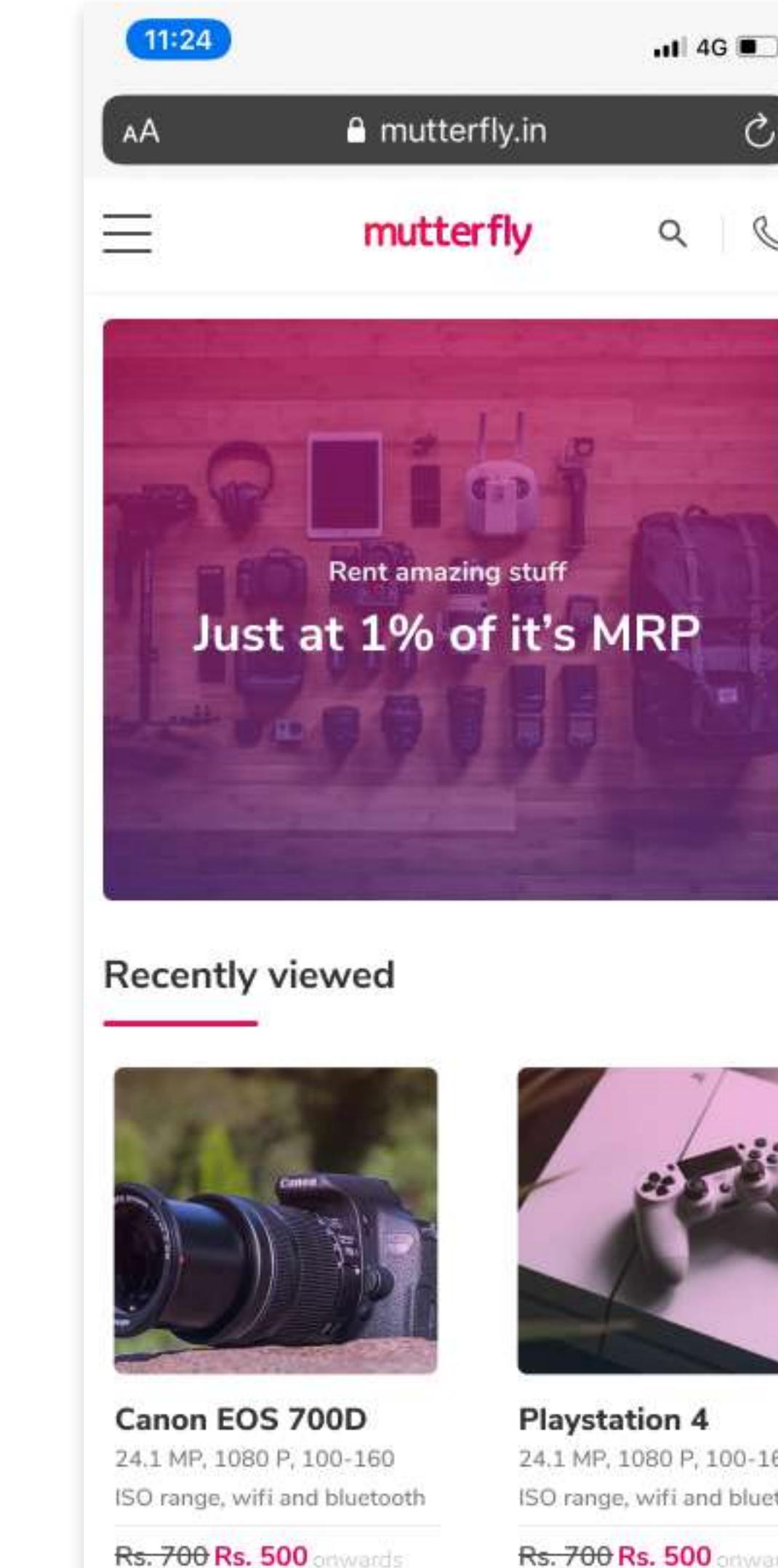
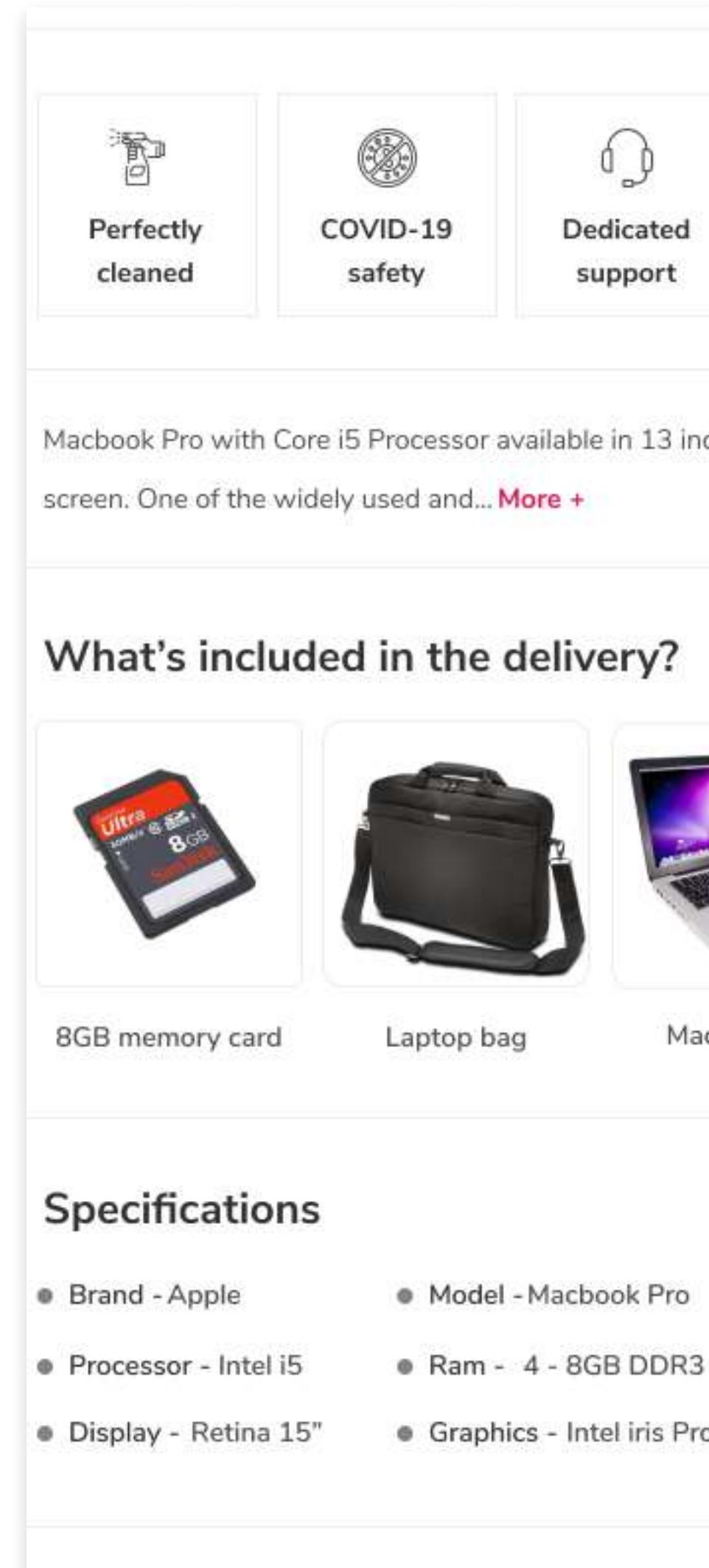
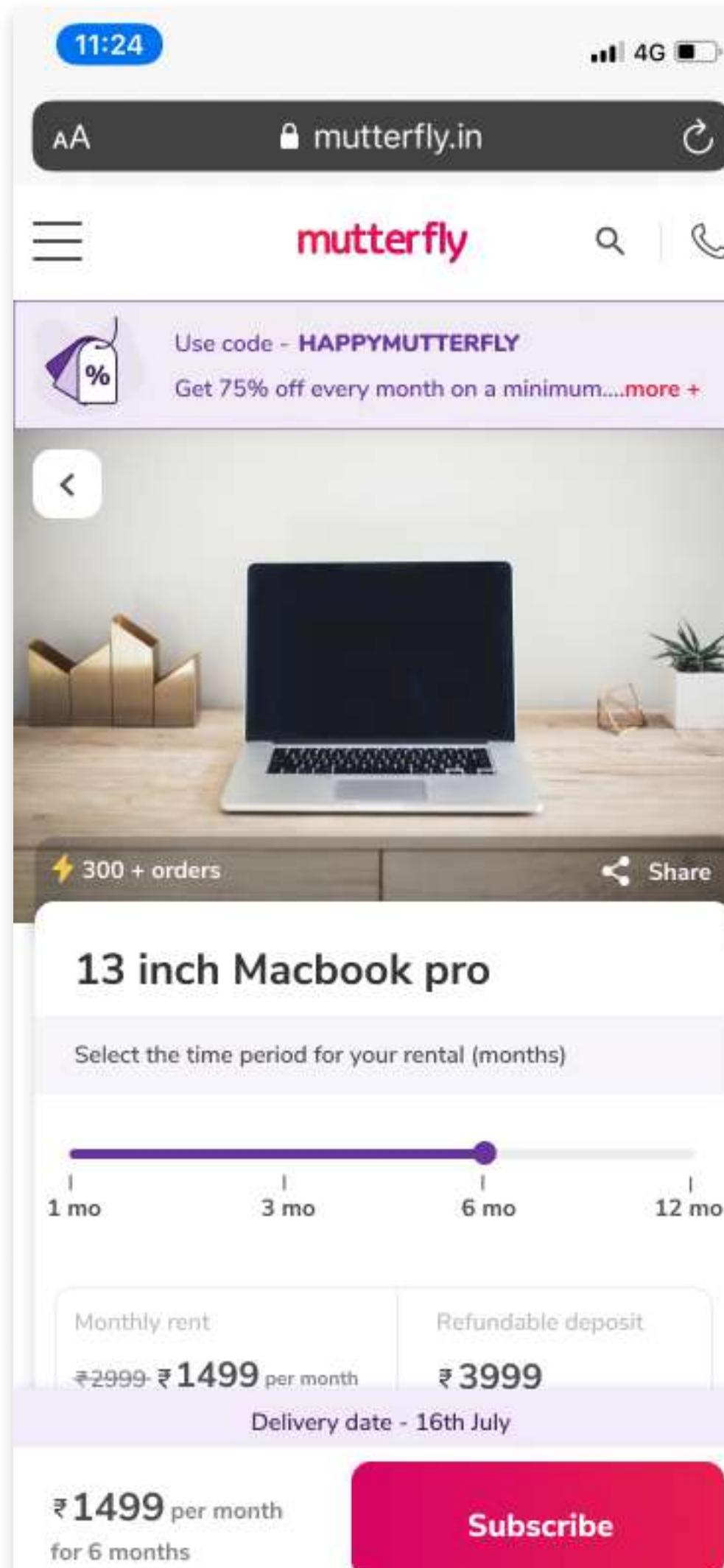
- # Overlays
 - # Sliders
 - # Tables
 - # Tables
 - # Empty records pages
 - # Accordians
 - # Cards
 - # Alerts messages / notices
 - # Tool tips
 - # Side navigation
 - # Date picker
 - # Sliders
 - # Selection controls
 - # Dropdowns
 - # Text fields
 - # Typography
- ▶ # Navigation - Cover
 - ▶ # Information displays
 - ▶ # Navigation - Cover
 - ▶ # Input Controls - cover
 - ▶ # Cover
 - ▶ # Icons
 - ▶ # Colours
 - ▶ # Drag and drop



↑
Created icons from scratch to ensure consistency on the website

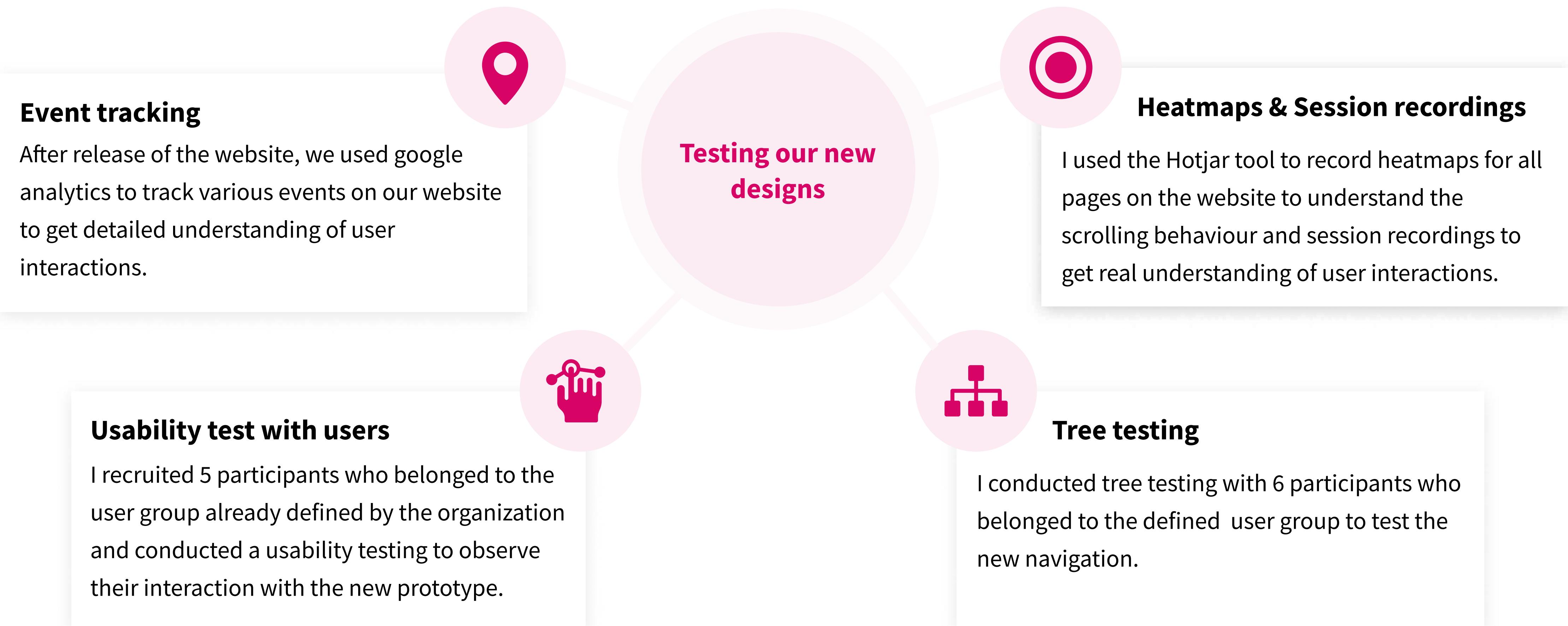
Redesign highlights

Designing webpages for mobile and making sure that all the pages are correctly optimised for mobile layout.

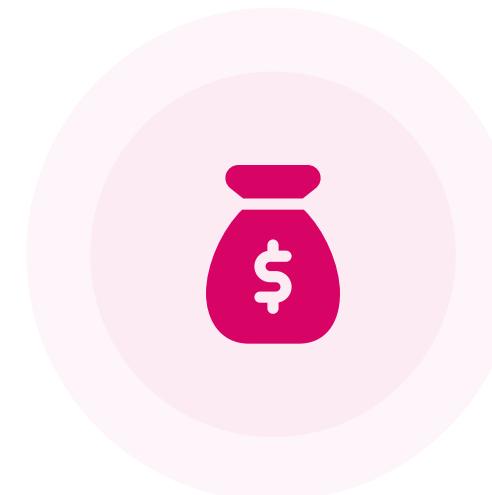


Testing the new designs

When the high fidelity prototypes of the designs were released, we conducted tree testing and usability testing to get feedback from users. After releasing the website on production server, we used google analytics and hotjar to measure our performance.



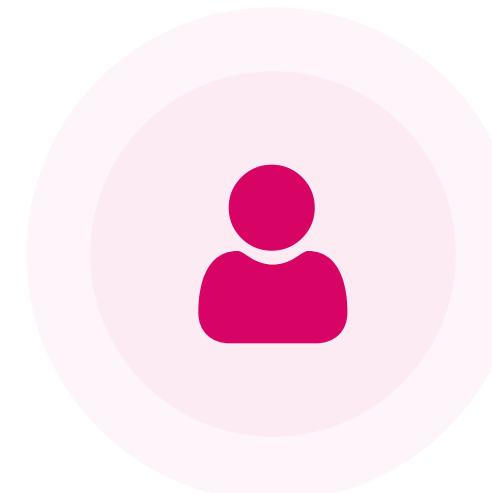
How is it going?



Total revenue - The revenue after 6 months of launch showed a **75% increase** as compared to the last 6 months of using old design. The new website also has already generated **89.6% of the total revenue** from last year (2020) in the first 5 months of launch in 2021.



Bounce rate - The launch of new website **reduced the bounce rate** of the overall website from **46.61%** to **27.5%**.



Number of users - The new website also managed to get around **5000 new users**.

What are the customers saying?

The website also got some good reviews from customers on google.



Nijal Shah
1 review

★★★★★ a week ago **NEW**

Hi,
This is Nijal here, got to know about Mutterfly through a dear friend of mine. As he had already rent the camera lens twice or thrice. Earlier, I was little hesitant to rent the camera. But I did it and totally loved the service of Mutterfly. They have a good app which give you all the details about the products which you want to rent out. The app makes it very easy to understand. They deliver and pickup which is the best part of this service. One can definitely rely on Mutterfly for renting.



Purvi Mistry
6 reviews · 13 photos

★★★★★ 2 months ago

It was very efficient and simple to rent a camera for my trip at a reasonable cost. Its a great concept and idea to be able to experience a high end camera without too much of my own investment, the rates and service was good.

My only wish was to try a mirrorless camera which I could not find and I wish you had more number of zoom lens in stock that went with the camera I was looking to rent.



swetha ganne
Local Guide · 7 reviews · 35 photos

★★★★★ a month ago

Quite easy process and good response from the team for queries. Strongly recommended if you want to rent gadgets!!



Sagar Dakare
Local Guide · 4 reviews

★★★★★ 3 months ago

I rented a Canon EOS 800D DSLR for a week from Mutterfly Mumbai. The whole process of renting a DSLR from online booking and home delivery to return and refund of the security deposit was super smooth. The camera was in excellent condition and clicked some really nice photos. Thanks team Mutterfly!

What does the team say about me?



Akshay Bhatia

Founder & CEO at Mutterfly

May 15, 2021, Akshay managed Simran directly

Simran was our first UI / UX team member and played an instrumental role in taking Mutterfly Website to the next level. Simran's enthusiasm, strong work ethic and ability to take feedback constructively make her a star performer and it was always a delight brainstorming with her. Look forward to seeing what Simran builds next and there's no doubt that it will be beautiful. [See less](#)



Reshma Dhuldhule

Front End Web Developer

December 15, 2020, Simran worked with Reshma in the same group

I worked with Simran at Mutterfly, wherein Simran lead the whole redesign of Mutterfly's website.

I was impressed with her work ethic as well as her ability to solve design problems keeping technical constraints in mind which made our development cycle smoother.

She is very approachable and open to feedback and strives to find efficient solutions to any given problem.

Her communication and organizational skills made collaborating with her a breeze. I enjoyed working with her and can truly see her passion about delivering the best user experiences.

I highly recommend her and am sure she will be an asset to any organization. [See less](#)



Vani Rathod

Operations Manager at Ruggedian Lifestyle Pvt. Ltd.

January 6, 2021, Vani worked with Simran in different groups

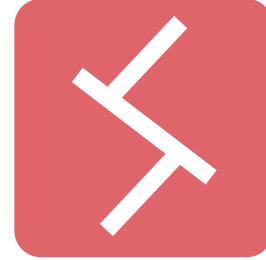
Loved the way how you changed, and redesigned the whole website. Definitely recommended for delivering the best user experiences. All the best for your future!!

Case study #2

Supportify - Making online education easier

The collage illustrates the features of the Supportify application:

- Configuration:** A screenshot showing a list of courses from various platforms (Udemy, Coursera) and a note-taking feature.
- Features:** A detailed view of the note-taking interface, showing a floating notepad with advanced functionalities like parallel notetaking and video exerts.
- Advanced Note taking:** A close-up of the note-taking interface, highlighting the "Advanced Note taking" section.
- Note suggestions:** A section showing "Note suggestions" with a thumbs-up icon.
- Instant notes access:** A section showing "Instant notes access" with a notepad icon.
- Note suggestions:** Another section showing "Note suggestions" with a thumbs-up icon.
- Floating button:** A section showing the "Floating button" feature with a circular icon.
- Parallel Notetaking:** A section showing "Parallel Notetaking" with a star icon.
- Share your notes:** A section showing "Share your notes" with a network icon.
- Quiz Me:** A section showing "Quiz Me" with a question mark icon.
- My notes:** A section showing "My notes" with a notepad icon.
- My courses:** A section showing "My courses" with a graduation cap icon.
- Document:** A section showing "Document" with a document icon.
- Arrange:** A section showing "Arrange" with a grid icon.
- Update:** A section showing "Update" with a refresh icon.
- Layout:** A section showing "Layout" with a screen icon.
- Calibration:** A section showing "Calibration" with a ruler icon.
- Regular:** A section showing "Regular" with a text icon.
- 24 pt:** A section showing "24 pt" with a font size icon.
- Font:** A section showing "Font" with a font icon.
- Color:** A section showing "Color" with a color palette icon.
- Background:** A section showing "Background" with a background color icon.
- Orientation:** A section showing "Orientation" with a rotation icon.
- Page:** A section showing "Page" with a page icon.
- Print:** A section showing "Print" with a printer icon.
- Save:** A section showing "Save" with a save icon.
- Cancel:** A section showing "Cancel" with a cancel icon.
- Help Us Translate:** A section showing "Help Us Translate" with a translate icon.
- Welcome to this course:** A section showing the course introduction with "Introduction to the course" and "Design-Led Strategy" by "The University of Sydney Business School".
- What do you want to learn?** A section showing the course introduction with "Introduction to the course" and "Design-Led Strategy" by "The University of Sydney Business School".
- Explore:** A section showing the course introduction with "Introduction to the course" and "Design-Led Strategy" by "The University of Sydney Business School".



Project Overview

Supportify is software designed to provide you the required support while you take an online course. Supportify notes provides you advanced digital note taking features for better retention and recalling content you learnt from online courses.

About the project

Timeline

Jan 2021 - May 2021

Project type

Academic - Team project

Team size

2 members

My Role

UI/UX designer, Team lead

Team members

Lead UI/UX designer

UI/UX designer

Key skills

Stakeholder Interviews, Contextual Inquiry, Literature review, Exemplar analysis, Affinity mapping, Journey maps, Rapid sketching, Wireframing, prototyping, Usability testing, Information Architecture, Design strategy

Finding out issues faced in online Education

Online education is becoming popular day by day. In the first phase of our user research, we decided to focus on online education & popular platforms, how users interact with these platforms and what issues they face while consuming content from these platforms. To understand this, we used the following research methods.



1. Literature Review

We searched and read some popular research papers and blogs which highlighted painpoints in online learning platforms, strategies to overcome these painpoints and some statistics for these online platforms.



2. User Interviews

We interviewed 4 participants and asked them details about problems encountered while taking an online course and how they used various features in popular platforms.



3. Contextual Inquiry

We observed two of our participants while they were taking online courses and encouraged them to perform all actions as they would normally do. We paid attention to the details and asked questions to understand why they did things in a certain way.



4. Exemplar analysis

Our interview data had given us a general idea about problems faced by users in online education. We conducted exemplar analysis and looked at how other popular online platforms handle these issues.

Key insights

We used affinity diagramming and journey maps to analyse the data gathered from our user research. The analysis of that data revealed following key insights -

#1 Difficulty retaining & recalling the content taught in online courses.

3/4 participants from our interviews and both the participants from the contextual inquiry did not remember the content taught in online course.

#2 Many courses failed to engage the users which lead to dropouts

2/4 participants from our interviews said that they have dropped out of courses because they loose interest in the online course which they were taking.

#3 Immediate support is not provided if assistance is needed

2/4 participants from our interviews said that they can get immediate support while attending an inperson course but the same is not provided in an online course. We also observed that both our participants in the contextual inquiry had queries during an online course which were left unanswered.

Finalizing the problem

The first key insight had more number of participants facing the issue as compared to other key insights so we decided to focus on this problem and explore possible design opportunities

#1 Difficulty retaining & recalling the content taught in online courses.



Handwritten notes makes it difficult to capture screenshots and visuals.
Thus, people do not refer to handwritten notes very often



How might we help people take better notes to capture important points from the lectures as well as the visuals?



Recalling content at the right time is difficult. People do not know where exactly do they search for information which they had learnt in the course.



How might we improve the experience of finding notes and content taught in online class?

Opportunity 1

How might we help people take better notes to capture important points from the lectures as well as the visuals?

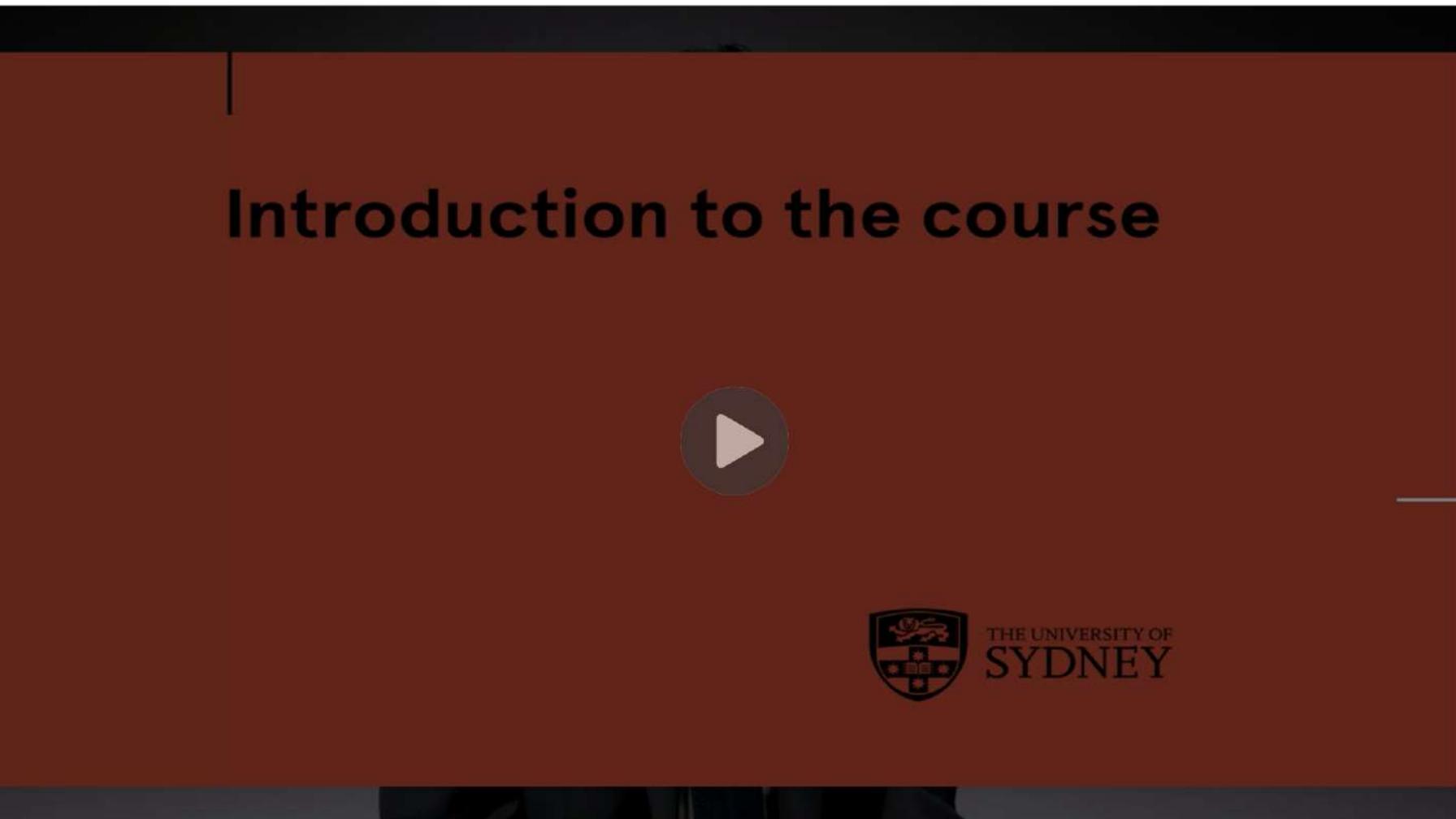
Supportify works on top of your favourite course platform. The software has a web extention which you can download and enable.

In this case, I am taking a course on coursera, supportify notes appears on my screen and provides advanced options for note taking

coursera Explore ▾ What do you want to learn? Search

Design-Led Strategy: Design thinking for business... > Week 1 > Introduction to the course

Introduction to the course



Save Note Download Share

English Help Us Translate

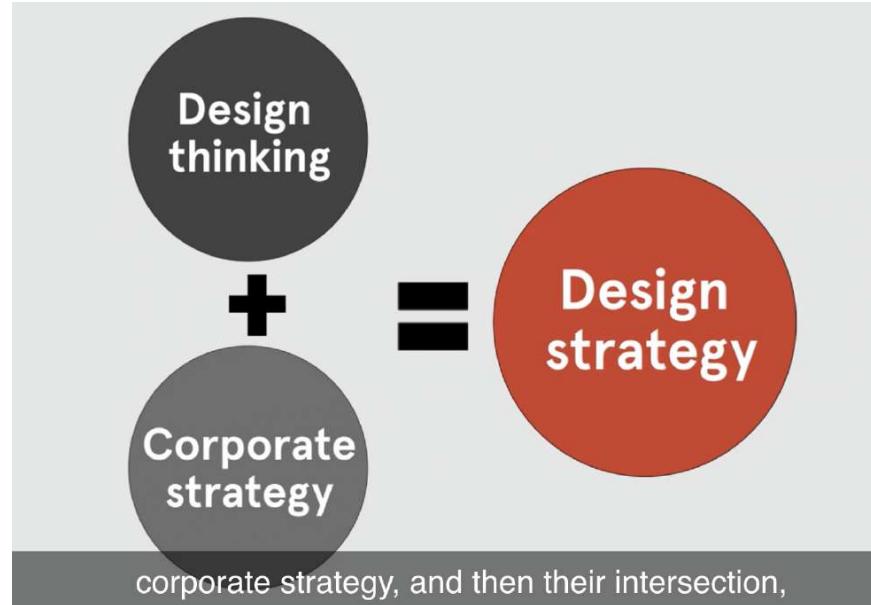
0:05 Welcome to this course, Design Strategy. My name is Eric Knight and I'm a strategy professor at the University of Sydney Business School. One of the most exciting things in my job is to see what my students do after they leave. And so, I welcome you to this particular journey in design strategy, and hope that you find through this course something that allows you to realize your potential and interest in business. This course has been created and administered by the University of Sydney Business School. And it explores the foundations of our particular approach to corporate strategy and design thinking which we call Design Strategy. Over the next few weeks you'll learn about the design strategy framework and complete a series of practical exercises that can show you how to apply the principles of design strategy to your own organizations. Now, those organizations might be a startup, it may be a small business, it may even be a large organization that you are either working or go onto work in. In each of these cases, design strategy can be relevant to you. This course is comprised of five modules of study. Module one will give you an overview of the whole concept of design strategy and design thinking. Module two will introduce you to the concepts of primary market research and how you craft a meaningful problem statement in the context of a company strategy. Module three will introduce you to the concept of prototyping and how you iterate a prototype to eventually get to product market fit. Module four will provide two practical case studies and demonstrate how two leading companies are using design strategy to innovate and solve problems in their everyday business. In module five we will explore what this course has meant for you and how you can use Design Strategy to realize your own vision for your business or for that which you work in. This course will be led by my close colleague Dr. Carla Harris. She will help you learn about design strategy and its

Supportify Notes Simran Share

< My notes

Design Strategy - An Introduction

Sometimes however, depending on how and what you apply it to, it also identifies gaps that exist within an organization's corporate strategy. Design strategy can be used as a way to fill those gaps and generate solutions to achieve the corporate strategy.



corporate strategy, and then their intersection,

Desgnthinking+strategy_research paper.pdf 128 MB

And importantly, we've looked at some situations where design thinking is a really effective tool to problem solve and innovate across a range of scenarios. In the next module, we're going |

T [grid icon] [square icon] [dashed square icon] [pencil icon] [video camera icon] [microphone icon]

Generate auto notes Next page >

Advanced notetaking features include text formattings, layouts, templates, screenshots, video excerpts, hand drawing, shapes, pen tool.

We also have a “auto notes” feature which can pull out important points from the presentation and make notes for you.

coursera

Explore ▾

What do you want to learn?

Design-Led Strategy: Design thinking for business... > Week 1 > Introduction to the course

The image shows a screenshot of a video player on the Coursera platform. The main content is a 'The Business Model Canvas' diagram, which is a 3x5 grid of boxes. The columns are labeled: Key Partners (with a gear icon), Key Activities (with a checkmark icon), Value Propositions (with a gift icon), Customer Relationships (with a heart icon), and Customer Segments (with a person icon). The rows are labeled: Key Resources (under Key Activities), Channels (under Customer Relationships), Cost Structure (under Value Propositions), and Revenue Streams (under Customer Segments). Each box contains a small icon representing its category. At the bottom of the canvas, there is a note: 'This work is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License. To view a copy of this license, visit http://creativecommons.org/licenses/by-sa/3.0/ or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94107.' Below the canvas, the text 'DESIGNED BY: Strategyzer AG' and 'The Makers of Business Model Generation and Strategyzer' is visible. On the right side of the video player, there is a 'Strategyzer' logo with the website 'strategyzer.com'. The video player interface includes standard controls like play/pause, volume, and progress bar at the top, and 'Save Note', 'Download', and 'Share' buttons at the bottom.

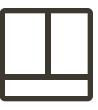
English

Help Us Translate

0:05 Welcome to this course, Design Strategy. My name is Eric Knight and I'm a strategy professor at the University of Sydney Business School. One of the most exciting things in my job is to see what my students do after they leave. And so, I welcome you to this particular journey in design strategy, and hope that you find through this course something that allows you to realize your potential and interest in business. This course has been created and administered by the University of Sydney Business School. And it explores the foundations of our particular approach to corporate strategy and design thinking which we call Design Strategy. Over the next few weeks you'll learn about the design strategy framework and complete a series of practical exercises that can show you how to apply the principles of design strategy to your own organizations. Now, those organizations might be a startup, it may be a small business, it may even be a large organization that you are either working or go onto work in. In each of these cases, design strategy can be relevant to you. This course is comprised of five modules of study. Module one will give you an overview of the whole concept of design strategy and design thinking. Module two will introduce you to the concepts of primary market research and how you craft a meaningful problem statement in the context of a company strategy. Module three will introduce you to the concept of prototyping and how you iterate a prototype to eventually get to product market fit. Module four will provide two practical case studies and demonstrate how two leading companies are using design strategy to innovate and solve problems in their everyday business. In module five we will explore what this course has meant for you and how you can use Design Strategy to realize your own vision for your business or for that which you work in. This course will be led by

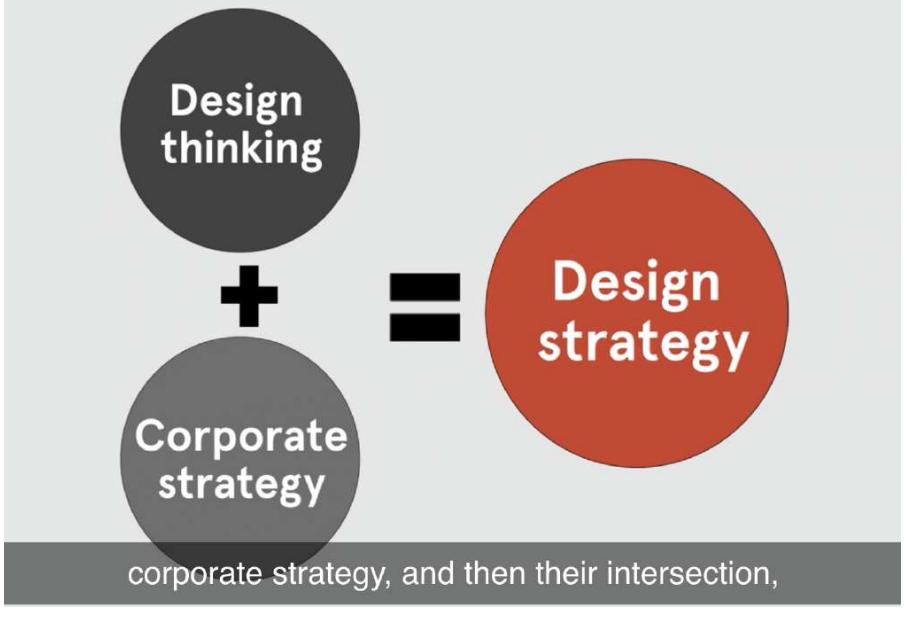
 Supportify Notes

Simran

< My notes Share 

Design Strategy - An Introduction

Sometimes however, depending on how and what you apply it to, it also identifies gaps that exist within an organization's corporate strategy. Design strategy can be used as a way to fill those gaps and generate solutions to achieve the corporate strategy.

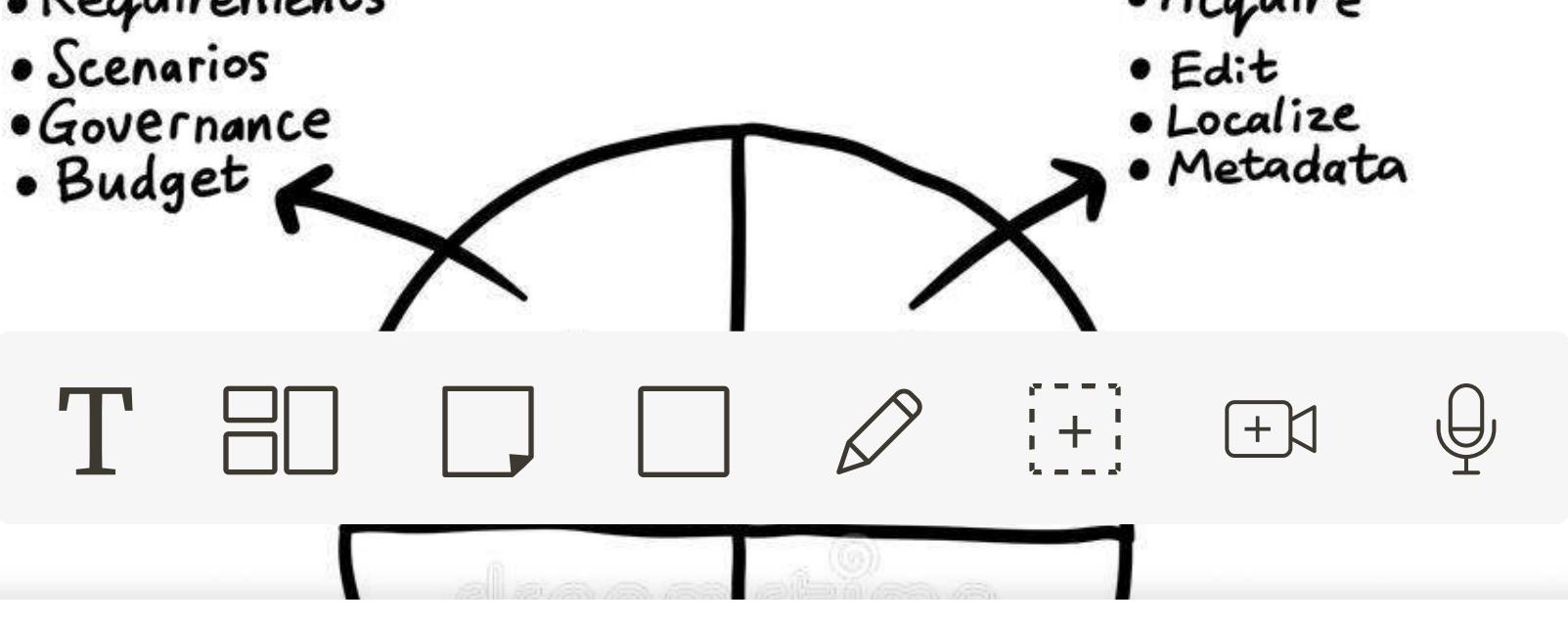


The diagram illustrates the concept of Design strategy. It features two dark grey circles at the top left, one labeled "Design thinking" and the other "Corporate strategy". A black plus sign is positioned between them, followed by a black equals sign. To the right of the equals sign is a large red circle labeled "Design strategy". Below the circles, a dark grey horizontal bar contains the text "corporate strategy, and then their intersection,".

 Designtinking+strategy_research paper.pdf 128 MB

B / U | 1 2 3 | ≡ | + | ↲

And importantly, we've looked at some situations where design thinking is a really effective tool to problem solve and innovate across a range of scenarios. In the next module.



• Requirements
• Scenarios
• Governance
• Budget

• Acquire
• Edit
• Localize
• Metadata

T       

Generate auto notes Next page >

The tool also points out important concepts from the video and suggests you to make notes so that you do not miss anything.

coursera

Explore ▾

What do you want to learn?

Design-Led Strategy: Design thinking for business... > Week 1 > Introduction to the course

The screenshot shows a video player interface for a Coursera course. At the top, there's a navigation bar with the Coursera logo, an 'Explore' button, and a search bar asking 'What do you want to learn?'. Below the navigation is the course title 'Design-Led Strategy: Design thinking for business...' followed by 'Week 1' and 'Introduction to the course'. The main content area displays a 'The Business Model Canvas' diagram. This canvas is a grid divided into nine boxes: 'Key Partners' (top-left), 'Key Activities' (top-middle), 'Value Propositions' (top-right), 'Customer Relationships' (middle-right), 'Customer Segments' (far-right), 'Key Resources' (bottom-left), 'Channels' (bottom-middle), and 'Cost Structure' (bottom-right). Each box contains a small icon representing its function. A large blue callout bubble is overlaid on the bottom-left portion of the canvas, containing the text: 'This seems like useful knowledge. You should probably make a note of this.' Below this text is a 'Make a note' button. In the bottom right corner of the canvas, there's a 'Strategyzer' logo with the website 'strategyzer.com'. At the very bottom of the screen, there's a dark footer bar with various control icons (play, volume, etc.) and a timestamp '1:21 / 3:40'.

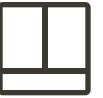
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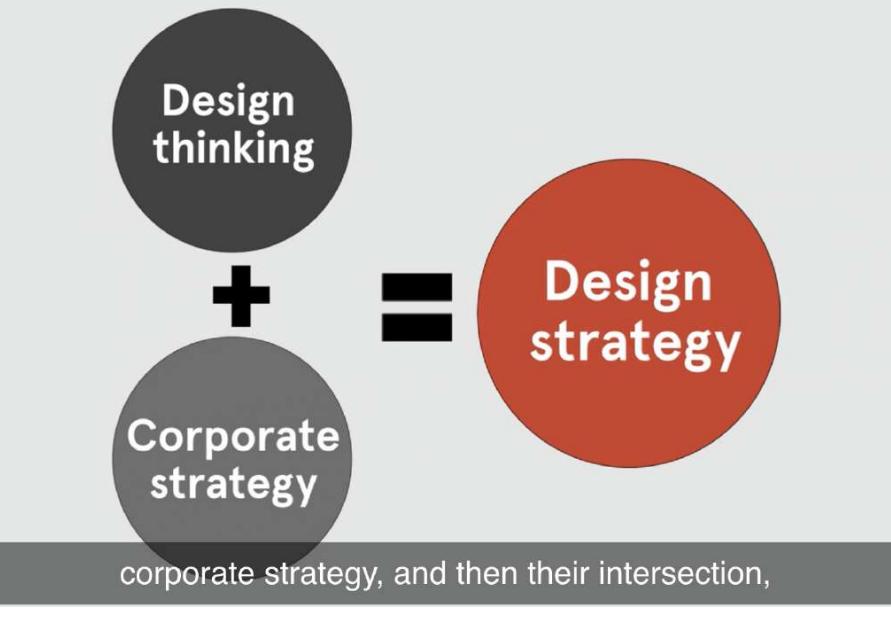
 Supportify Notes

Simran

< My notes Share 

Design Strategy - An Introduction

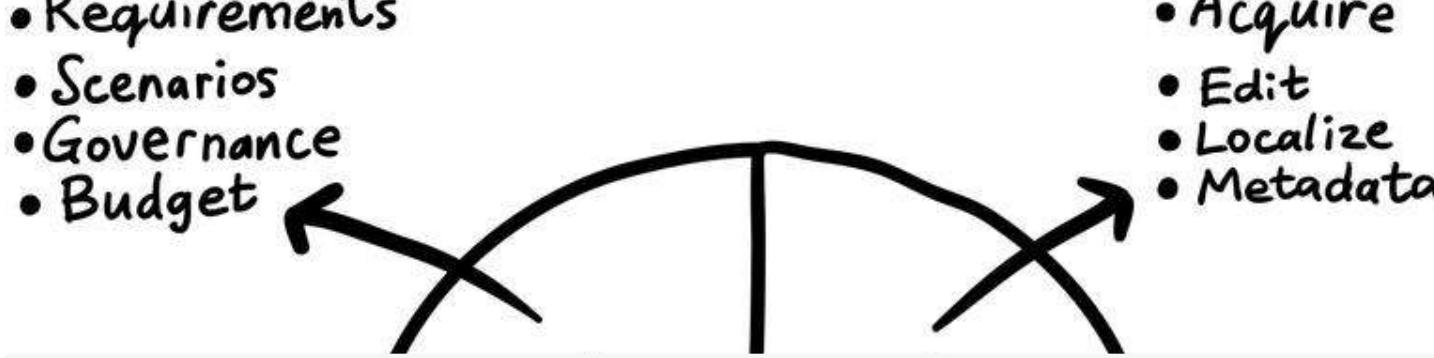
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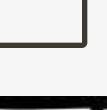
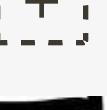
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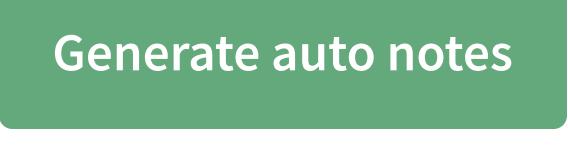
 Designthinking+strategy_research paper.pdf 128 MB

And importantly, we've looked at some situations where design thinking is a really effective tool to problem solve and innovate across a range of scenarios. In the next module.



The diagram shows two lists of items connected by curved arrows. On the left, under the heading "• Requirements", there are four bullet points: "• Scenarios", "• Governance", "• Budget". On the right, under the heading "• Acquire", there are four bullet points: "• Edit", "• Localize", "• Metadata". Curved arrows point from each item in the left list to its corresponding item in the right list.

T       

 Generate auto notes

 Next page >

Opportunity 2

How might we improve the experience of finding notes and content taught in online class?

You can go to supportify webapp to checkout various notes you made for online courses you took. Every notebook is separated by course name, you can select a course and browse notes.

Supportify

Supporting better online learning

- My courses
- My notes
- Quiz Me
- Get help
- Settings

Simran >

My notes

Search for keywords, courses, sentences, categories

Filters

Last modified ▾

Courses	Notebooks	Shared
Design-Led Strategy: Design thinking for...	3	
Human centered computing and Design	5	
Information Design and best practices	1	
Social Informatics	1	
Learning adobe XD from scratch	4	

The screenshot displays the Supportify web application interface. At the top left is the logo and tagline "Supportify Supporting better online learning". On the left sidebar, there are links for "My courses", "My notes", "Quiz Me", "Get help", and "Settings". A user profile section shows "Simran" with a green circular icon. The main content area is titled "My notes" and features a search bar. Below the search bar are three filter buttons: "Courses" (highlighted), "Notebooks", and "Shared". To the right of the filters is a dropdown menu for "Last modified". The main content area lists five notebooks, each with a thumbnail, title, last edited date, number of notebooks, and tags. The notebooks are:

- Design-Led Strategy: Design thinking for... (UCSANDIEGO, 3 notebooks, Business, Design)
- Human centered computing and Design (UCSANDIEGO, 5 notebooks, Design)
- Information Design and best practices (UCSANDIEGO, 1 notebook, Design)
- Social Informatics (UCSANDIEGO, 1 notebook, Design, Informatics)
- Learning adobe XD from scratch (XD logo, 4 notebooks, Design, Graphics)

A course contains a notebook, you can thus segregate different chapters from the course in different notebooks.

Supportify

Supporting better online learning

- My courses
- My notes
- Quiz Me
- Get help
- Settings

Simran >

My notes

Search for keywords, sentences, categories

Courses 5 Notebooks Shared

 Design-Led Strategy: Design thinking for...
THE UNIVERSITY OF SYDNEY

Last Edited 3rd March 2021 Notebooks 3

Business Design

 Human centered computing and Design
UCSanDiego

Last Edited 24th Feb 2021 Notebooks 5

Design

 Information Design and best practices
UC San Diego

Last Edited 9th Feb 2021 Notebooks 1

Design

 Social Informatics
UCSanDiego

Last Edited 9th Feb 2021 Notebooks 1

Design Informatics

 Learning adobe XD from scratch

Advanced Figma Crash course

X Design-Led Strategy: Design thinking... Notebooks

Search for keywords, sentences, categories

Created 13th March 2021 Design Strategy Introduction

Design thinking + Corporate strategy = Design strategy

Created 20th March 2021 Design Strategy framework

So we have used design thinking and design strategy from inception with UBank, ...

Created 20th March 2021 Design thinking for business

So we've grown up in this modern world of understanding that there is no point...

Click on a notebook and you can access notes which you made during the online lecture. You can read/edit notes from here.

Design-Led Strategy: Design thinking... Notebooks

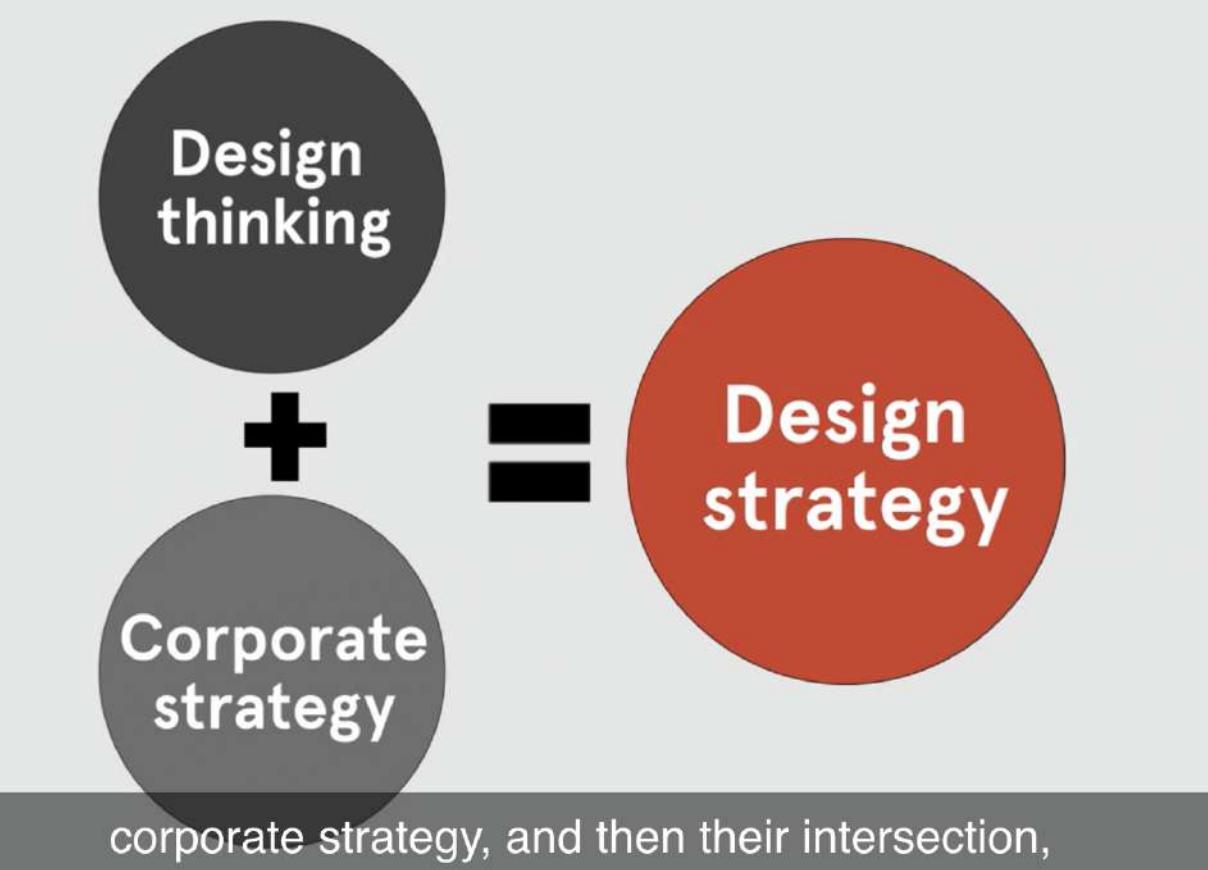
Search for keywords, sentences,



My notes / Design-Led Strategy: Design thinking for business / Design Strategy Introduction

Design Strategy - An Introduction

Sometimes however, depending on how and what you apply it to, it also identifies gaps that exist within an organization's corporate strategy. Design strategy can be used as a way to fill those gaps and generate solutions to achieve the corporate strategy.



Designtinking+strategy_research paper.pdf

128 MB

T 80 □ □ [+] + video microphone

< Previous page

Next page >

The supportify floating button will always appear on your screen, no matter wherever you go (only if you've switched on the plugin).

It's always with you, you need not worry.

Click on the floating button and you see your notes.

Here, I am working on my design thinking presentation. I need to refer some notes. I just click on the supportify floating button

The screenshot shows a presentation slide titled "Design Thinking" in red text. Below the title is a bulleted list of five items, each with a red highlighted word or phrase:

- **Empathize** with people's needs,
- **Collaborate** with others across disciplines, skill sets, and perspectives,
- **Include every idea** in visible form for evaluation, and
- **Repeat, iterating and testing** solutions to perfect them, always with human needs at the **center**.

On the left side of the slide, there is a vertical sidebar showing a list of 13 slides from the presentation, numbered 1 to 13. The first slide is titled "DESIGN THINKING" and features a brain icon. The other slides show various stages of the design thinking process, such as "Four Pillars", "Empathy", "Collaboration", "Inclusion", "Repeat/Hone", "Design Thinking Quiz", "Design Thinking Process", "Design Thinking Briefing", "Design Thinking Boarding", and "Design Thinking Methods & Tools".

A floating notes overlay titled "My notes" is visible on the right side of the slide. It says "Select a course" and lists four courses with counts: "Design led Strategy..." (3), "Human Centered Com..." (1), "Information Design and..." (4), and "Social Informatics" (1). A green circular floating button with a white "X" icon is located in the bottom right corner of the slide area.

Do you forget to refer
to your notes? No
worries, supportify also
suggests you places
where you could refer
your notes.

I'm sure my design
thinking presentation
would now be
awesome because of
supportify.

The screenshot shows a presentation slide in a dark-themed application. The slide title is "Design Thinking". A callout bubble from the top right corner contains the text: "You've made notes about this. Would you like to refer them?" with options "Yes, please!" and "No, dismiss". The main content of the slide includes a bullet list:

- **Collaborate** with others across disciplines, skill sets, and perspectives,
- **Include every idea** in visible form for evaluation, and
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The sidebar on the left lists 13 slides, each with a thumbnail and a title:

- 1: DESIGN THINKING
- 2: Design Thinking
- 3: Design Thinking
- 4: Design Thinking & Collaboration
- 5: Design Thinking
- 6: Design Thinking
- 7: Design Thinking
- 8: Design Thinking Quiz
- 9: Design Thinking
- 10: Design Thinking
- 11: Design Thinking Process
- 12: Design Thinking
- 13: Design Thinking Boarding
- 14: Design Thinking Methods & Tools

The top bar includes standard presentation controls: View, Zoom, Add Slide, Play, Table, Chart, Text, Shape, Media, Comment, Collaborate, Format, Animate, Document, and a search bar. The right side features a "Text" tab in the toolbar, and a panel for "Caption*", "Style", "Layout", "Font" (set to Calibri, Regular, 24 pt), "Character Styles" (None*), "Text Colour" (black), "Bullets & Lists" (None*), and a "X" button.

Evaluation - Usability testing

After creating final designs, we decided to conduct usability testing with 4 participants to observe their interactions with our prototype.

#1 Notetaking Features were distracting

#2 Suggestions are loud and aggressive

#3 Note-taking behaviours vary

#4 Visibility and inconsistency issues

Given the time constraints, we decided to prioritize first 2 issues as they were faced by more number of participants.

Analysing handwritten notes

From our insights we realized that we need to first understand how participants take notes normallyy on pen and paper. That's why we asked a few friends and colleagues to send us pictures of the notes which they had taken during an online lecture. We analysed these notes and tried identifying patterns in them.

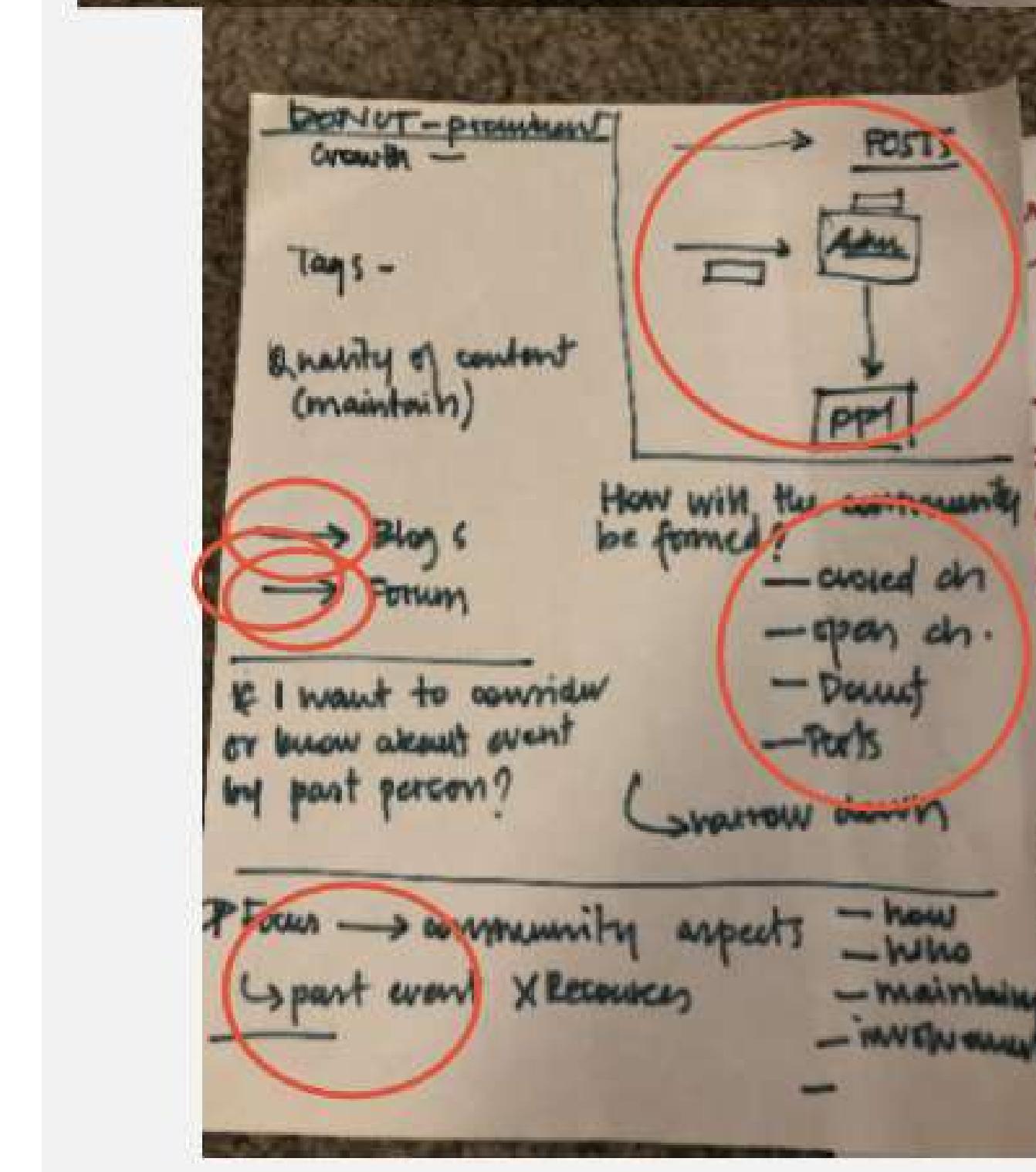
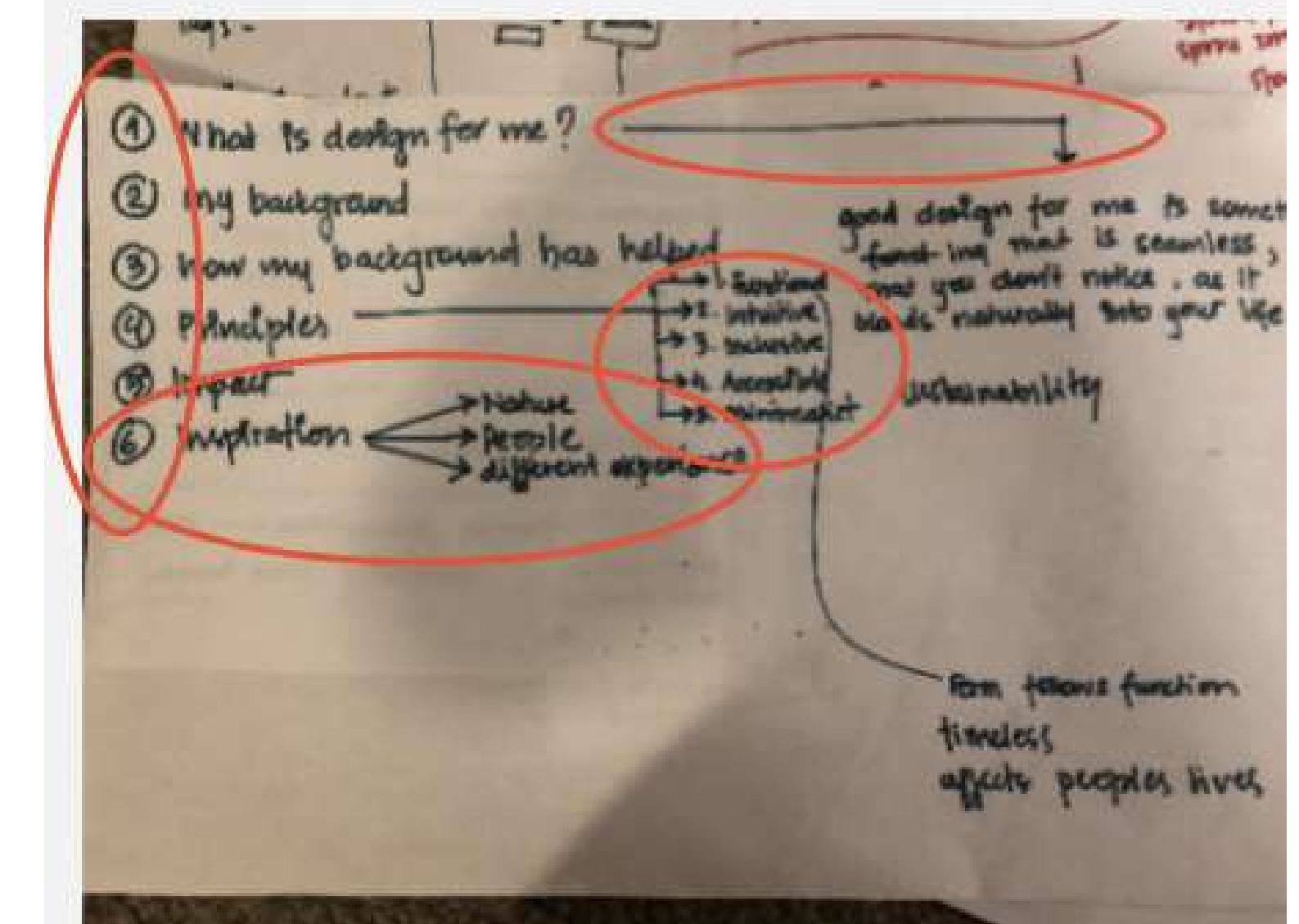
#1 Usage of arrows

#2 Bullet points

#3 Flow charts

#4 Unstructured layout

From this, we realised that participants need a whiteboard/white paper instead of a structured document to make notes freely. We also realised that text, arrows, bullet points and flowcharts are the most used features and we should prioritize those.





Notetaking Features were distracting

All 3/4 Participants felt that the notetaking features were distracting them from the actual course. They were spending too much time organizing their notes and choosing from various features which increased the course consumption time.



How might we help people focus more on their course and make the digital note-taking feature less distracting?

This is the screen where you watch a course and simultaneously take notes side by side.

Because notetaking features were distracting, we have limited features available now on our parallel note-taking platform.

We also have a focused mode which limits the features so that the user does not spend a lot of time getting lost in organizing his notes.

coursera Explore What do you want to learn?

Design-Led Strategy: Design thinking for business... > Week 1 > Introduction to the course

Introduction to the course

Introduction to the course

THE UNIVERSITY OF SYDNEY

Save Note Download Share

English Help Us Translate

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Supportify My Notes Design Strategy Notes

Last edited 02 mins ago

Normal text Arial 14 B I U A Focused mode

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< 1 > + Add page



Suggestions are loud and aggressive

All 4 users felt that the suggestions were very loud and taking too much attention. They felt that these suggestions could be more distracting as they interrupt the task which the user is performing.



How might we make notetaking suggestions subtle and less loud & aggressive?

Now, if supportify is suggesting you notes, it will do so by giving a small location icon. The video of the course will keep playing. If one needs to take notes during that section, one can hover over the icon and click on make a note (as shown besides). If not, one can simply ignore and move ahead.

The screenshots illustrate the Supportify feature for taking notes while watching a video. In the first screenshot, a location pin icon on the video frame is highlighted. In the second screenshot, a tooltip appears over a 'Business Model Canvas' diagram, suggesting the user make a note. The third screenshot shows the video frame again with the tooltip still present.

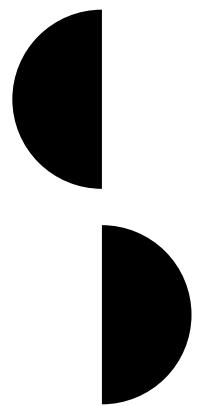
For example, the word collaboration in design is included in your notes somewhere. Supportify will just underline it (with our brand colour) and if the user wants to refer, he can hover over that underline. Clicking on “yes, please” will directly take him to his notes. If the user does not want this, he can simply ignore and go ahead.

The screenshot shows a presentation slide titled "Design Thinking" with the following bullet points:

- Empathize with people's needs,
- Collaborate with others across disciplines, skill sets, and perspectives,
- Include every idea in visible form for evaluation, and
- Repeat, iterating and testing solutions to perfect them, always with human needs at the center.

A red circle highlights the underlined word "Collaborate". A red arrow points from this circle to a red callout bubble. The callout bubble contains the text: "You've made notes about this. Would you like to refer them?" with two buttons: "Yes, please!" and "No, dismiss".

The slide is part of a larger presentation with a sidebar showing thumbnails of other slides. The interface is a dark-themed presentation software.



Thank you for watching!

Let's talk. Connect with me on -

 shmhatre@iu.edu

 linkedin.com/in/simran-mhatre/

 <https://dribbble.com/simran2797>