

Sameer Rehman

UX Portfolio 2017



Project

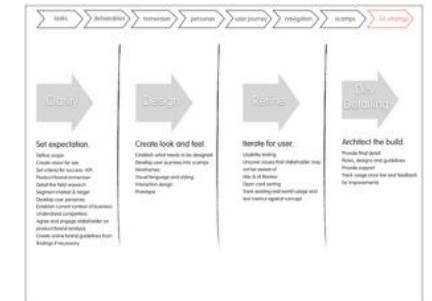
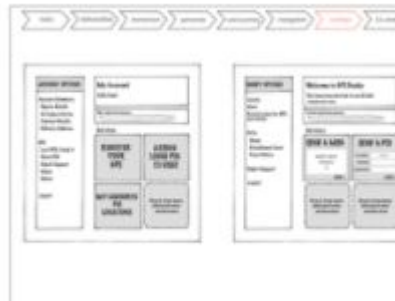
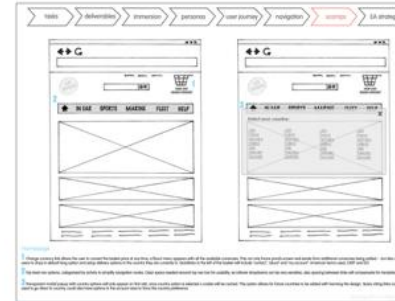
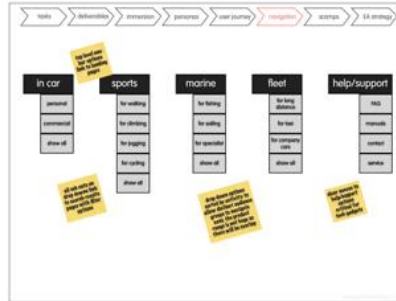
Self study project 2004
Investigate and improve how GPS
Map devices are sold online

Insight

Based my research on interviewing family and friends. Created empathy maps, personas and user flows based on their GPS purchasing and usage habits. Found that numerous specialised GPS devices are bought to suit lifestyle choices but the features are not known when purchasing, also found that people find the GPS device interfaces difficult to use but have no way to pre plan or access data remotely to the device.

Solution

Produced eCommerce site wireframes that aimed to solve the Information Architecture of GPS devices by lifestyle usage and features needed. Also created an idea of 'Apps' to be added to a My Account area that can send and receive data to the GPS, e.g Trip Planning or Fuel Consumption



Project

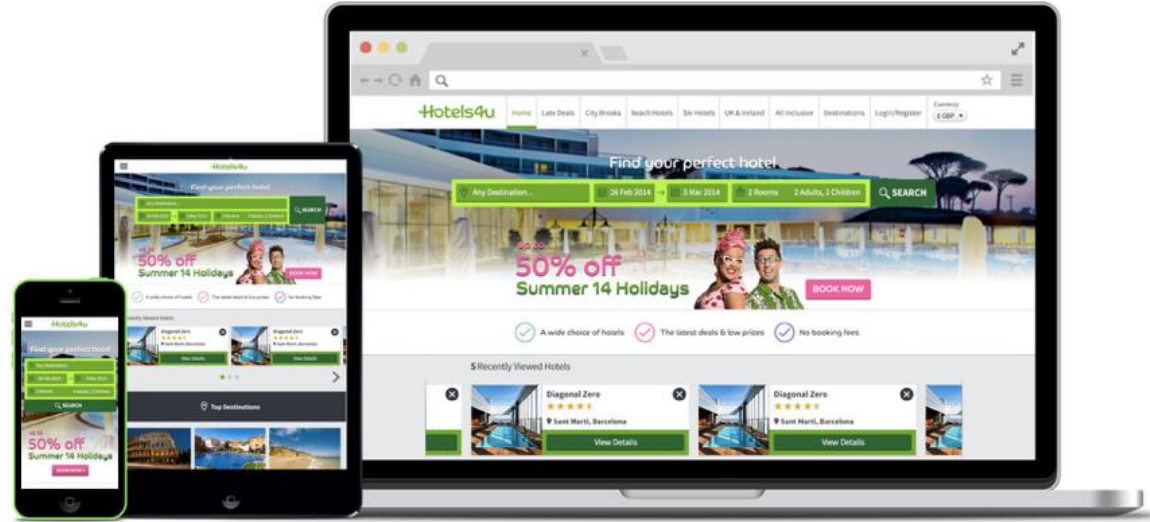
Hotels4U responsive re design -2014
As Design Manager, was tasked to overhaul the existing booking journey retaining the same booking steps, but retro fit a responsive design that could be rolled out page by page.

Insight

The main component designs for the search form panel, results card and checkout flow were ported from the Thomas Cook website, these were the outcome of extensive usability workshops conducted by Frog Design. As each page deployed we then AB Tested against the original design to ensure conversion was not harmed, booking conversion stayed flat but we did find more customers moving from search to hotel detail page.

Solution

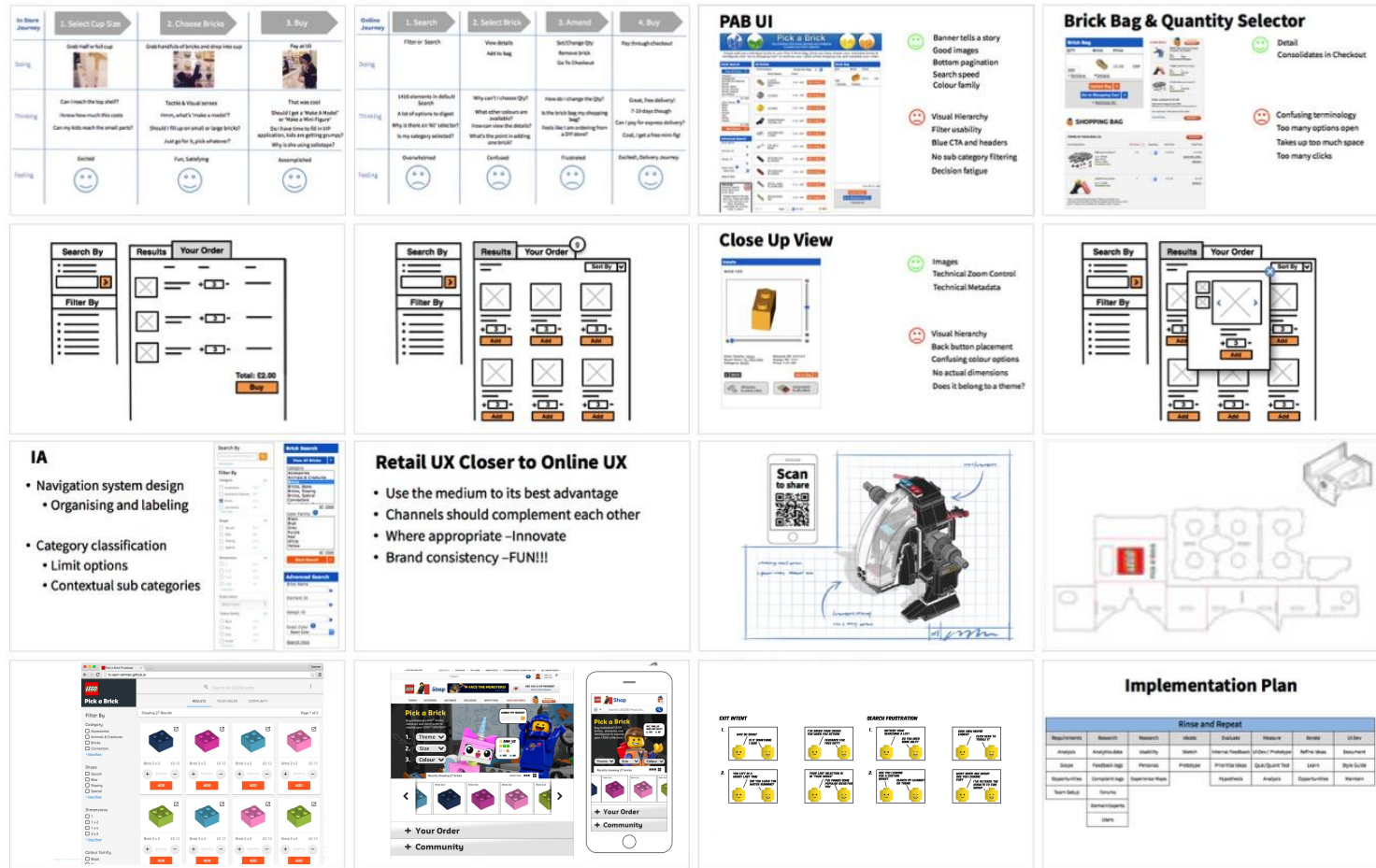
Provided component and style guides along with Azure prototypes for each journey step over the course of 5 months



Lego Interview brief -2016
The online Pick A Brick experience allows users to purchase individual bricks but the interface is very outdated with usability issues around adding to bag. Can the design be improved and brought more inline with the in-store PAB system.

Auditing instore and online UX created experience maps based on interviews with parents and AFOLS (Adult Fans of Lego). Pain points were around filter categories and UI patterns.


Generated concepts around discoverability and interactions using QR codes and VR. Refined UI design into commonly used simple UI patterns. Refined a further concept around assistive UI to inject some fun.



Pick a Brick Prototype

tc-sam-rehman.github.io

Sameer



Pick a Brick

Search for LEGO® parts

RESULTSYOUR ORDERCOMMUNITY

Filter By

Category

- ☐ Accessories
- ☐ Animals & Creatures
- ☐ Bricks
- ☐ Connectors

+ View More

Shape

- ☐ Square
- ☐ Bow
- ☐ Sloping
- ☐ Special

+ View More

Dimensions

- ☐ 1
- ☐ 1 x 2
- ☐ 1 x 4
- ☐ 2 x 2


+ View More

Colour family

- ☐ Black
- ☐

Showing 27 Results


Page 1 of 2



Brick 2 x 2£0.12

+Quantity-

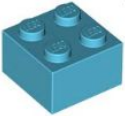
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Brick 2 x 2£0.12

+Quantity-


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Brick 2 x 2£0.12

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Brick 2 x 2£0.12

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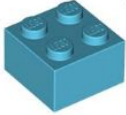
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Brick 2 x 2£0.12

+Quantity-


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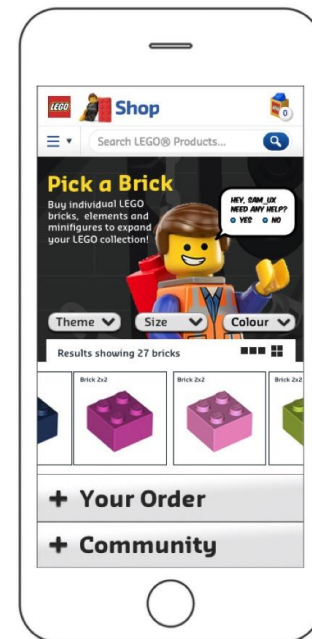
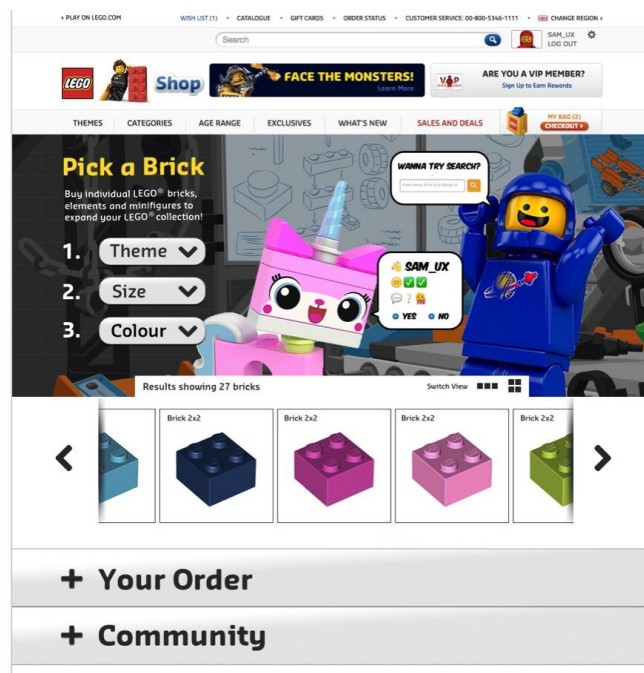
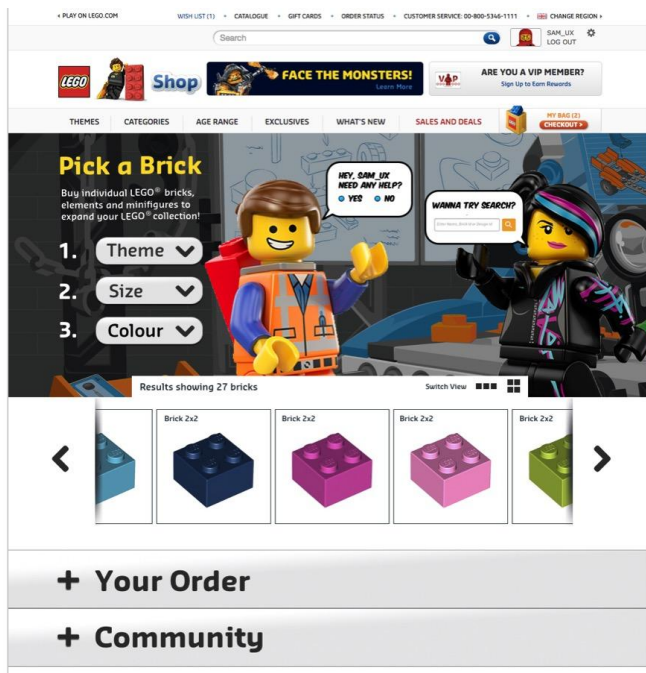
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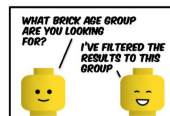
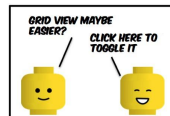
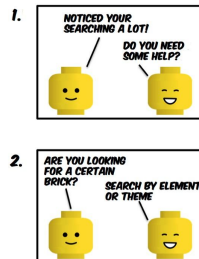
Brick 2 x 2£0.12

+Quantity-

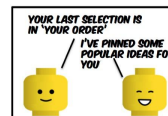
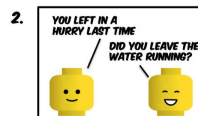
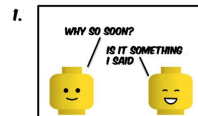
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SEARCH FRUSTRATION



EXIT INTENT



BUYING ASSISTANT

