

RAHIMHAJI

UX Portfolio

A selection of some usecases showcasing my work & methods within UX, design and user interaction fields. My passion extends beyond UX and designing, I venture into other fields such as Artificial Intelligence and mind mapping and Information Architecture.

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I have put this portfolio together in order to not only showcase my skills as a UXer but also to show some insights into how I work, my methodology, passion and those who have worked with me.

I am proud of everything in this portfolio, not only of my work but also the dedication and support i have received from follow UXers, Development Teams and Managers who have make these projects a success.

About Me



What I do

I began my career as a front-end developer coding website and software applications using HTML, CSS and jQuery. My experience within a number of different industries such as Banking, Transport and New Media, has taught me to be detail, deadline driven and goal oriented individual. Having worked in various business models, I have understood the need to have a business hat on, as well as go against the norm and challenge how things are done and try to do them better.

How I got into UX

The fact that I used to be a coder in the past puts me in a unique position, knowing what is possible in terms of technology, helps me make valuable decisions and provide a consistent approach, furthermore I am able to articulate my UX and user flow designs to developers.

Over time, I was exposed to some great UXers and designers, who invariably imparted their knowledge and expertise onto me. They guided me to accumulate new skills and a greater passion for design and how a user thinks.

As time went on, I found myself engaging more and more within the UX and design teams on various projects. This engagement allowed me to fine tune my understanding as well as fully participate within the process and methodology of UX.

My purpose

I am a very passionate person, someone who cares about **what I do, why I do it** and what this would mean to **end user**.

I believe in challenging the 'status quo', to align business and user needs in harmony and create the best user experience possible. I do this by putting users at the forefront of everything that I do.

How I Work

Requirement gathering

Stakeholder engagement

Usually, I ask for stakeholders to meet individually, as this allows them to speak freely. Furthermore, it allows me to assert a 360 view of their needs. My focus is around the following questions:

- Their objectives/vision
- Target user groups
- How success is measured
- Their feelings around the project

I have a structure that I follow, I try to have a video if permitted. A colleague notes down all comments made for further UX team discussions. We note down how the person was feeling, their thoughts and their assumptions, their body language.

How I Work

Research & Surveys

User engagement

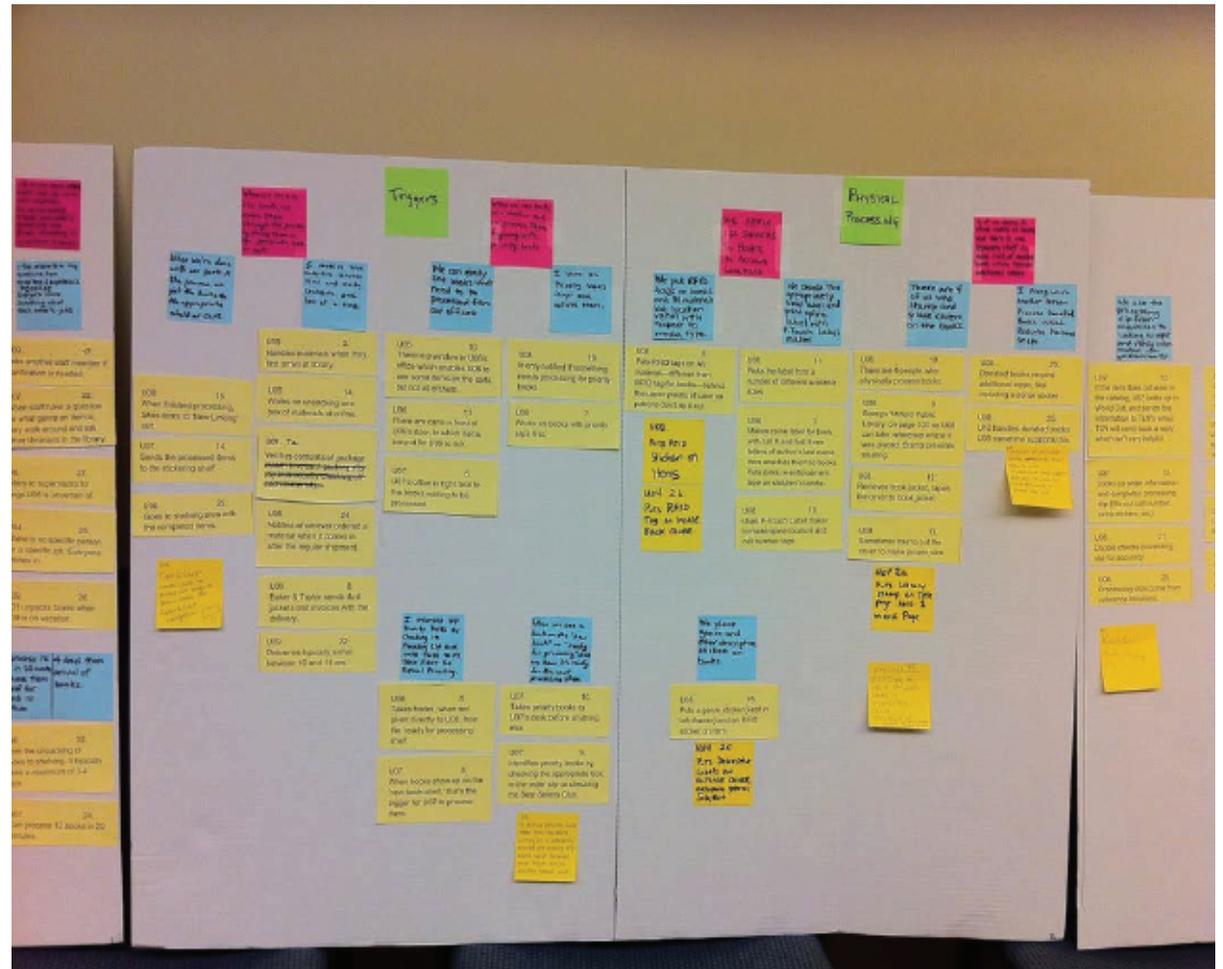
Normally I set up multiple user research sessions over time, the main aim is to ascertain the current systems pain points and to gather more info such as:

- Who they are
- What they use the system for
- When/Where they use the system
- Why/How they use the system

After this session, the UX team sit together and discuss the findings. All the user feedback are then put together into small groups. This is then put up on a large wall, for the UX team to analyse and discuss.

The UX team can now find the common ground between all users for formulate the UX.

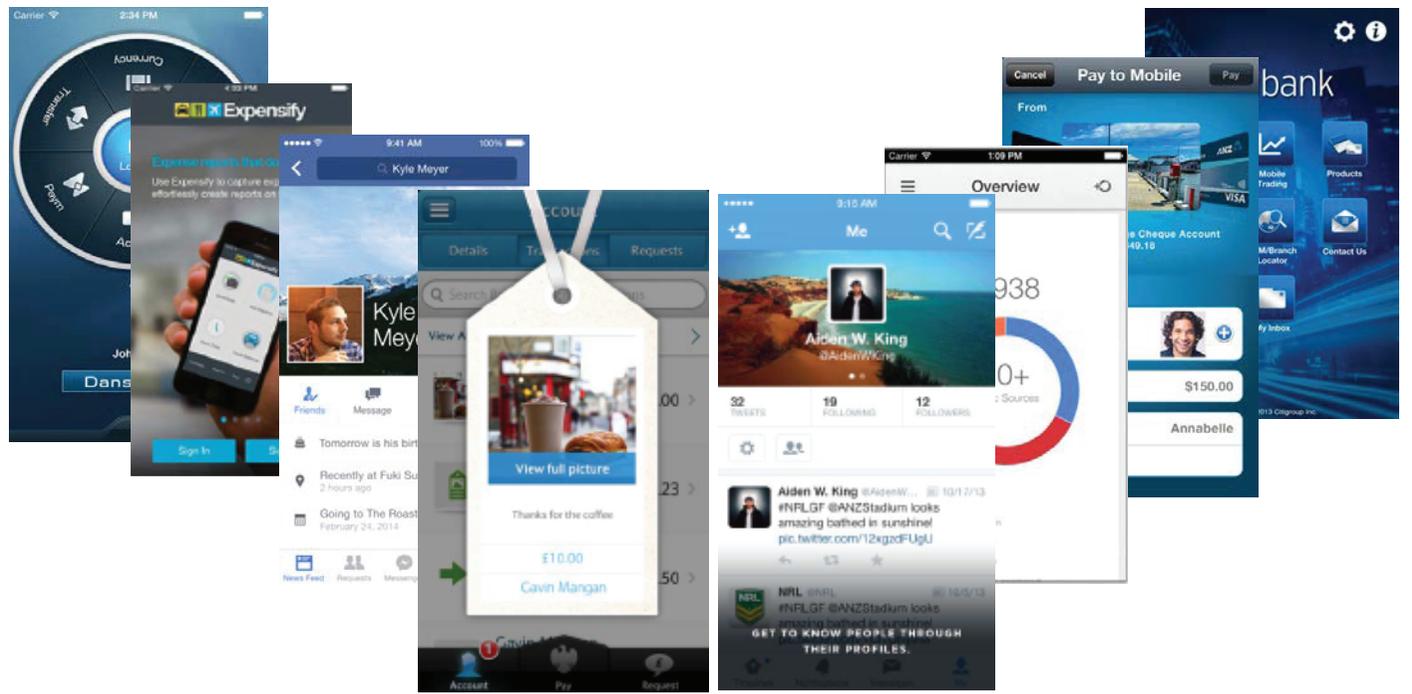
This technique has helped me a great deal when trying to understand users and their emotions.



How I Work

Best practices

As part of my research I collect screenshot, article and code snippets for apps & websites from competitors, this helps me get a more rounded understanding of the business globally. To supplement my understanding I always read Appple and Android human interactive guidelines to solidify my UX.



Quantitative analysis

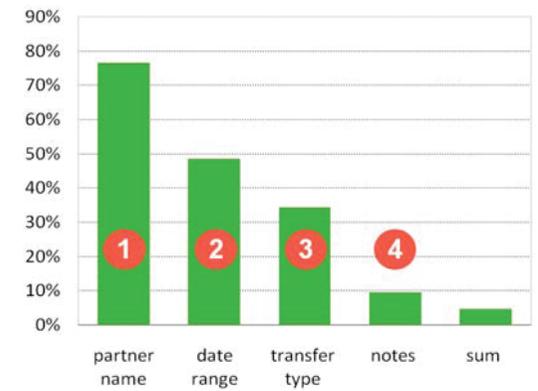
In the pursuit of best practises I use empirically best design solutions, but not just copy them but to enhance these so fully engage users.

As part of a bank redesign, I optimised the transaction history query form using the in-house user logs, discussed with call centre staff as well as interviewed customers to uncover segment specific user patterns. I was able to realise and simply the form to such as extent that the usage of it increased by 24%.

Account History

A screenshot of a transaction history query form. It includes a dropdown for 'Account' (USD Current account (143 500 USD)), a 'Saved history queries' dropdown, and a 'Date range' section with radio buttons for 'last 2 months' and 'from 2009.05.01 to 2009.07.01'. There are also checkboxes for 'Partner name', 'Transaction type' (debit/credit), and 'Save query'. A 'Submit' button is at the bottom. Red circles with numbers 1, 2, 3, and 4 are overlaid on the form to highlight specific elements.

Usage frequency of transaction history query parameters



User Stories & Personas

I create user stories from the user interviews and feedback we have collated. We as the UX team, group them into the tasks and features and create personal for each.

I believe user stories are one of the most important facet for a UXer, shifting focus from the business model to the user centric model allows us to fine tune what is needed and required from users.

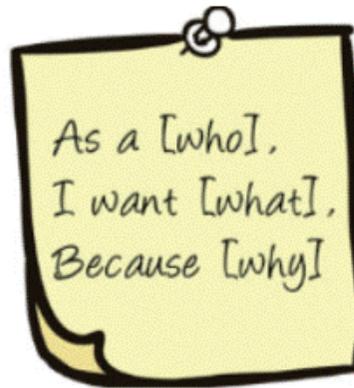
As UX we try to put ourselves into the 'users shoes'. Asking the same questions that were asked during the research phase, i.e. What am I doing, how can this be better/faster, what are the pain points, as I able to complete the task at hand.

Evaluating these questions again at this stage will ensure the stories and personas are fit for the purpose and enable the UX to be more finetuned and eradicate any misconceptions.



As a POWER USER, I WANT to be able to login to my user account and PERSONALISE the dashboard, to items that are more relevant to me.

This would make things easier for me, as I can see and action items from the dashboard that are important to me.



THE CASUAL USER	THE BUSINESS USER	THE POWER USER
		
<i>Pete</i>	<i>Jennifer</i>	<i>Brad</i>
Uses most phone features	Whats a simple phone, but functions as an integrated device	Will use almost all built-in mobile functionality
Uses phone to make, use contacts send texts and take pictures	Wants to easily read email and call back the sender	Will extend phone functionality with additional software
Always has mobile device with him	Needs "Popular" mail sever integration	Will look through and change change every menu option

How I Work



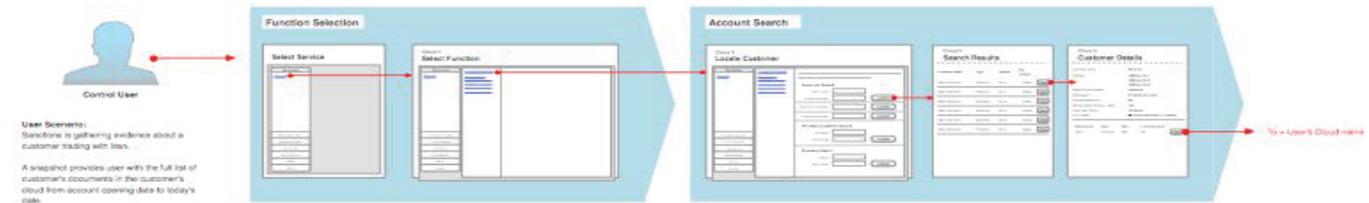
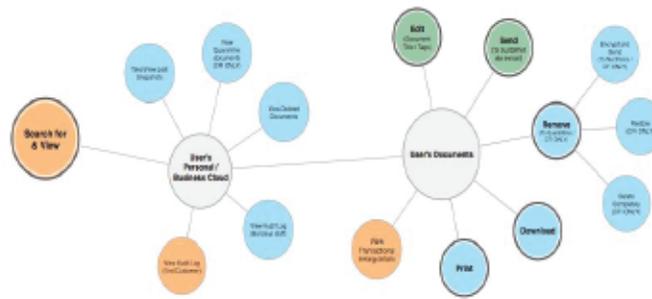
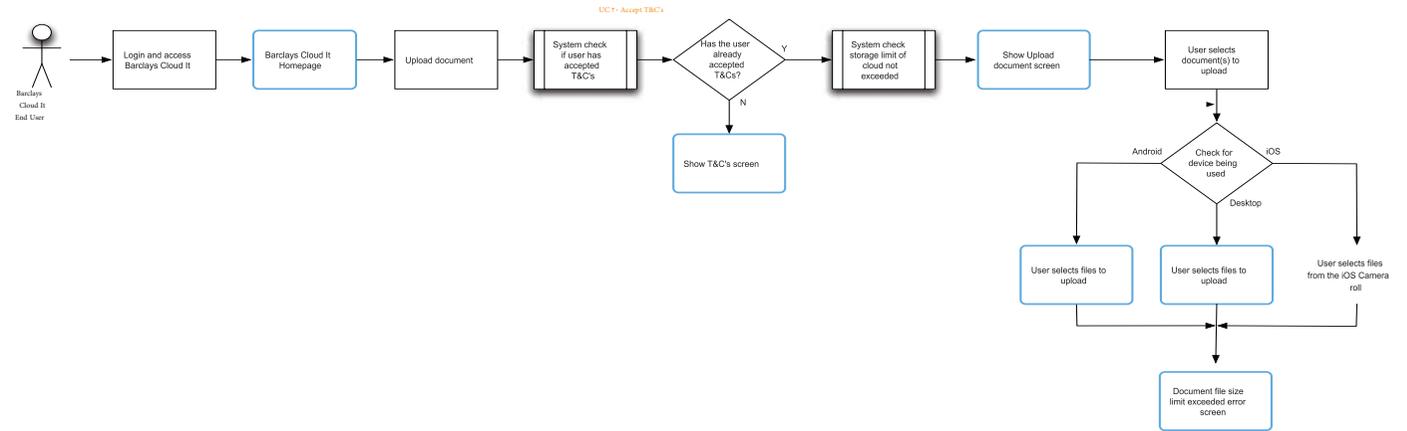
User journey/flows/maps

I try to use all usecases and fit them into user flow, ensuring that all pain points are addressed. This process allows the UXer to see where the user journey, and redefine and streamline as well as find any possible new pain points and pitfalls.

When working in a larger UX team, in the past I have found that the user flows allows the teams to focus on the core issues and also find better ways to solve problems.

I prefer to share the journeys and flows with stakeholder as early as possible, this allows us to get 'buy-in' as well as showing the progress we have made and also to discuss:

- Pain points from the user point of view
- How UX can solve them if possible
- System related changes that may be need to acheive the solution.



How I Work

Storyboards

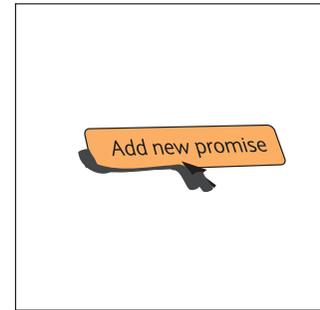
I like to put together storyboards with a more accomplished sketcher. This allows me to focus on persona creation, user behaviours, business/user needs.

I can then work out if the UX process needs to further thoughts or refinement. It also help me engage futher with stakeholders as they can visualise the user senario's and user flows witihn the system.

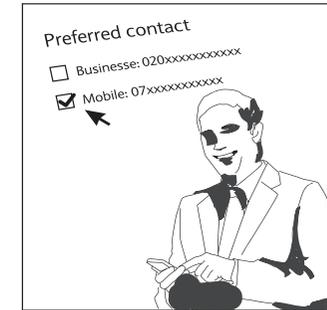
Mmy experience has showed me that where a system has many touch points, having a storyboard and persona often helps all teams and stakeholder to realise some gaps and steps that have been missed from the system point of view and how to refine the UX to help find a sustainable solution.



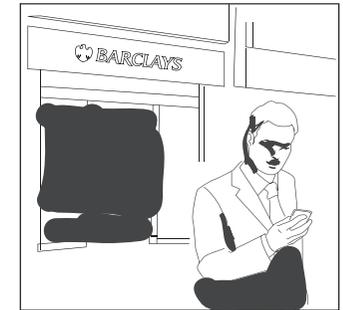
A1



B1



C1



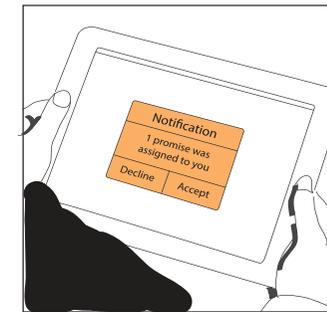
D1



A2



B2



C2



D2

How I Work

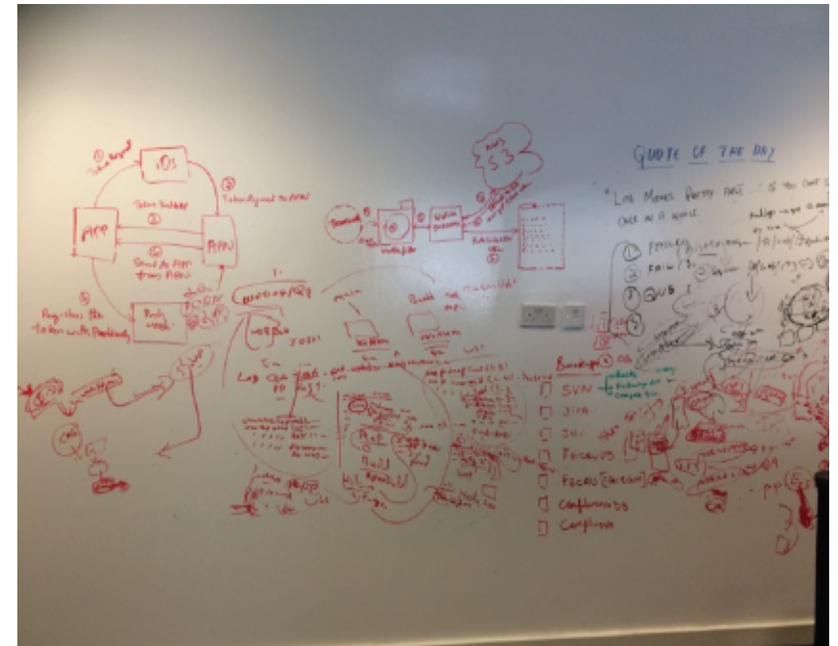
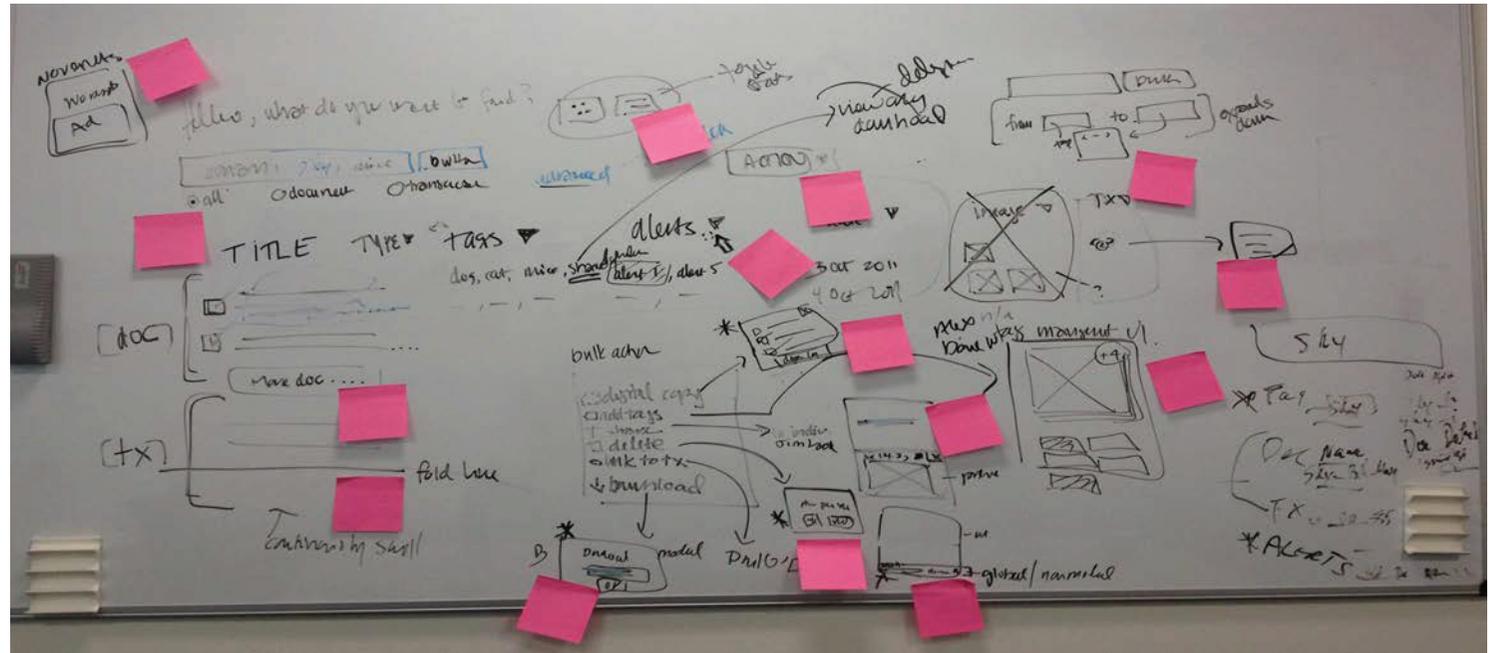
Conceptualisation

I prefer to begin by doing rough sketches using low-level concepts either on a whiteboard or on paper. The main reason is **speed**. The team can see what ideas I have and they can provide valuable feedback to the sketches as well as creating their own sketch ideas.

I also ask the team to use markers to highlight any change needed and then take the updated ideas into wireframes.

This exercise allows me to hear other points of view as well as be more flexible to 'rub' out concepts and create new ones without lose too much time.

Sometimes this exercise can become hectic, but that's a good thing as new ideas can help find better or improved solutions.



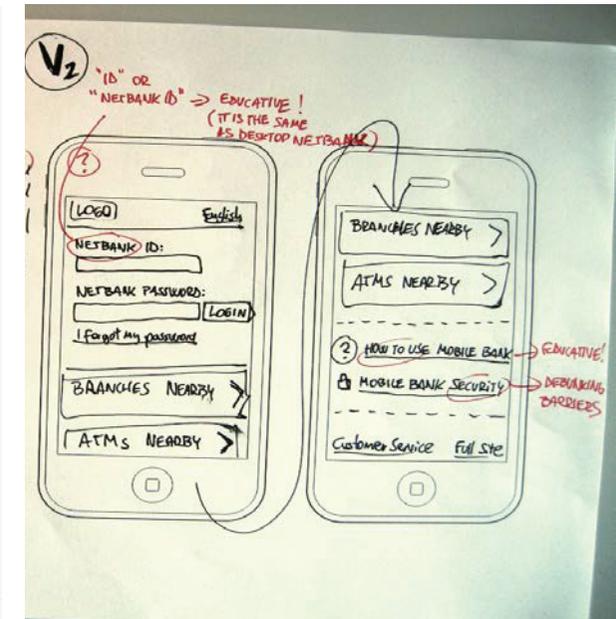
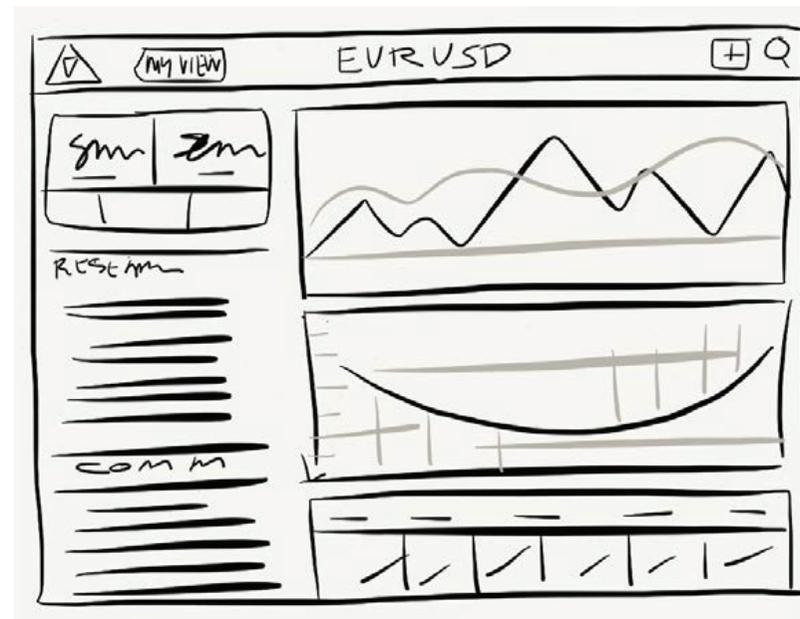
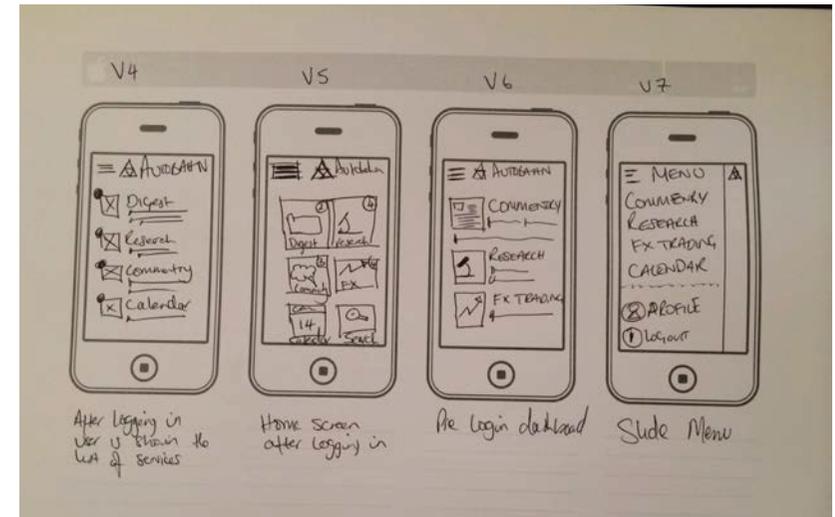
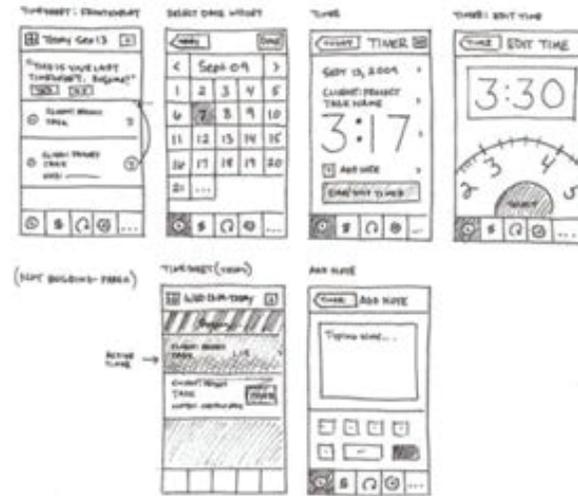
How I Work

Skeching

At times when the UX is complex, mid-level skeching on paper is needed and proves fruitful. The best way to generate many ideas as possible and takes the least amount of time.

I have been known to use an iPad to skech my ideas, either at home or on the train or even out with other UXers when discussing an idea. Using an iPad allows me to share them with different people electronically, allows for collaboration and new ideas are born.

Once we have trimmed down the concepts and ideas, we vote for the ideas, the 'winning ideas' are then used for user testing, after this we move onto wireframing using tools such as Adobe Xd or Skech toolkit.



How I Work

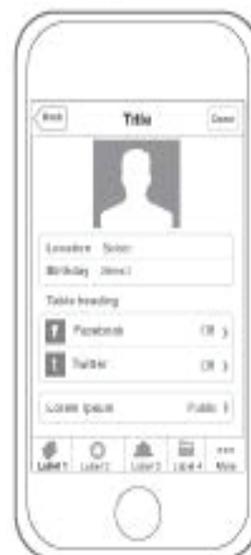
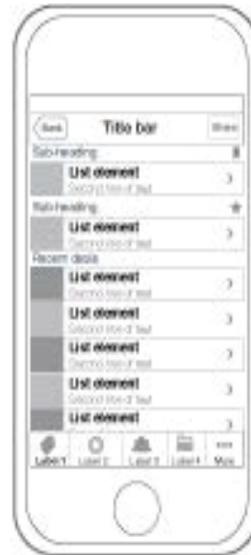
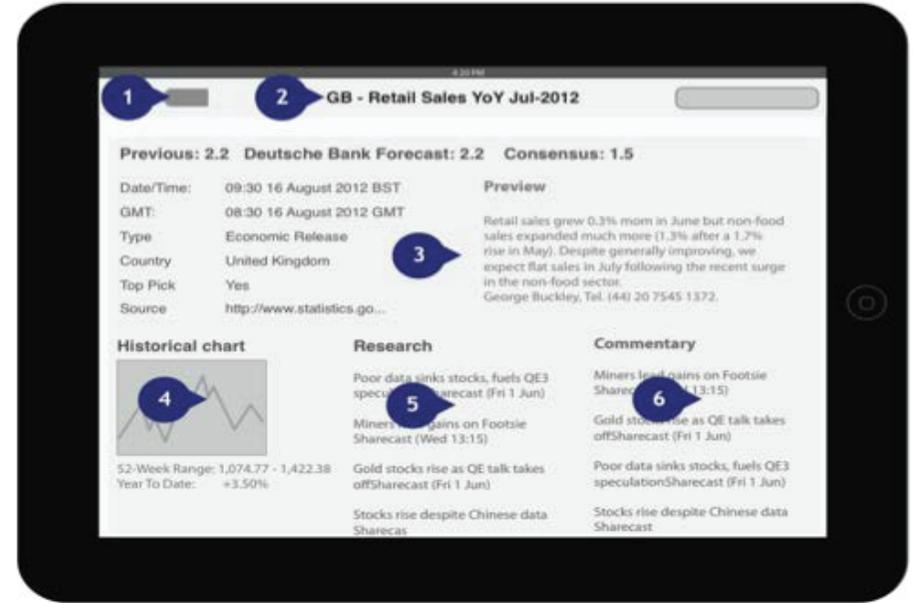
Wireframing

I really enjoy wireframing, as I finally get onto my mac and begin putting all the best sketches and ideas into a digital formant. Again i use this to share with UXers and get more feedback on the finer things such as the lanugage used, the location of copy etc.

As a team we put everything together on a board, whereby we can have a holistic view of the app and the features. This is the time where all team member have a chance to fine-tune the wireframes before we move to another session of user testing the ideas.

Once finalised, we conduct a session with the stakeholders showcase the wireframes, user feedback as well as the user flows to attained their feedback.

- 1 Back button to calendar service
- 2 Event title will be displayed at the top bar
- 3 Basic event related information will be displayed here, which includes - Date and time of the event, RIC information, email, and phone numbers etc.
- 4 If it is a company specific event, mini company price chart will be displayed, tapping on this will take users to the full view chart as illustrated in the document further
- 5 Event related research pieces will be displayed here, tapping on these will open full screen view of research piece, as illustrated in the document further
- 6 Event related news pieces will be displayed here, tapping on these will open full screen view of new piece, as illustrated in the document further



How I Work

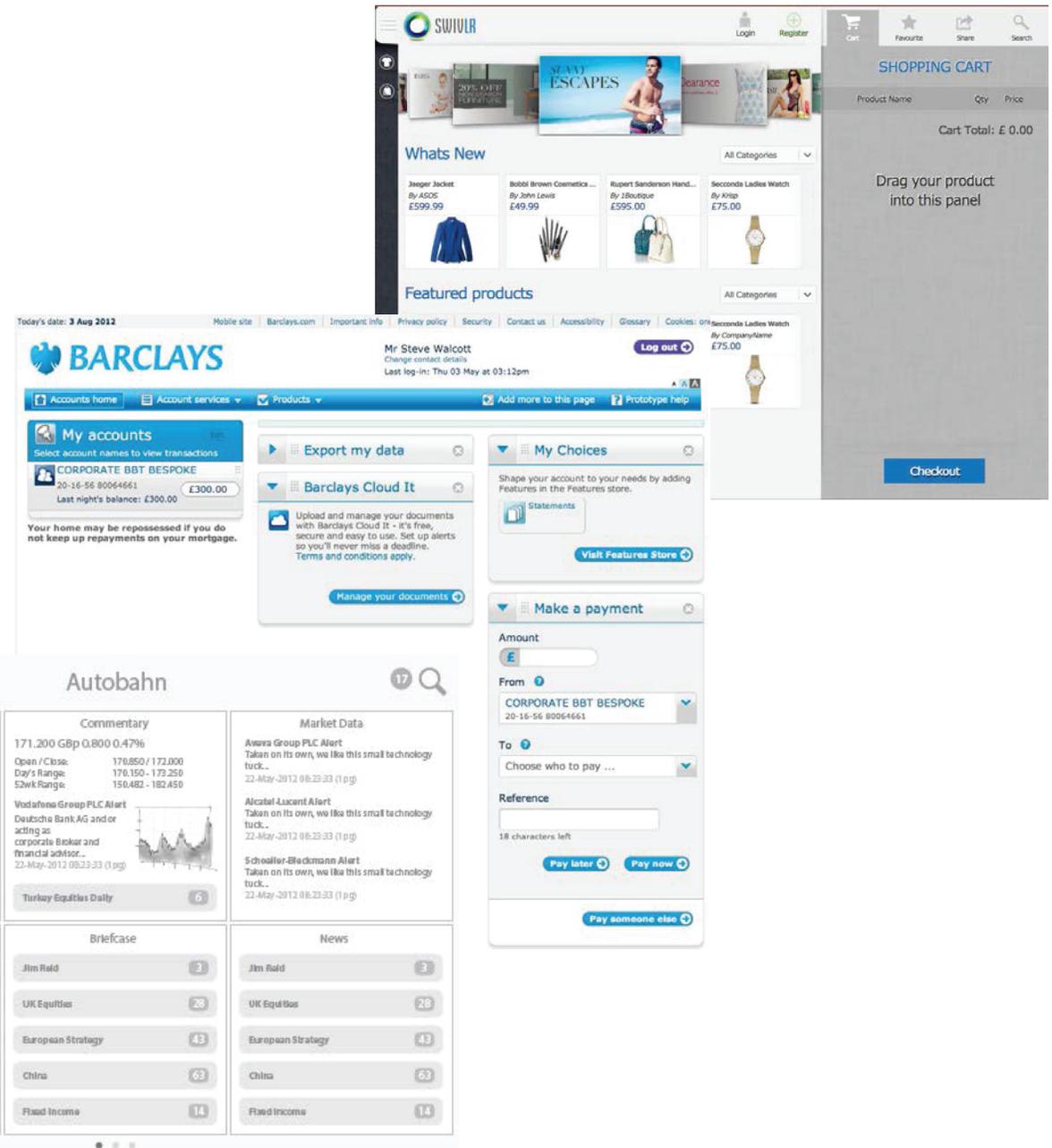
Prototype / Clickable wireframing

Having been a front-end developer in the past, I am able to convert the designs into clickable prototypes.

I am able to use various tools to create the prototypes, such as Adobe Xd, Marvel App and classic code such as using HTML/CSS & jQuery.

When stakeholders receive any high-definition prototype, the first thing I hear is, 'oh the app is ready?'. Ofcourse it is only a prototype not the app but it can be create in such a way that it feels like the full app.

User can use the prototype and give all comments on the prototype itself, where the UX can see comments added in realtime for great collaboration and rapid updates if needed.



How I Work

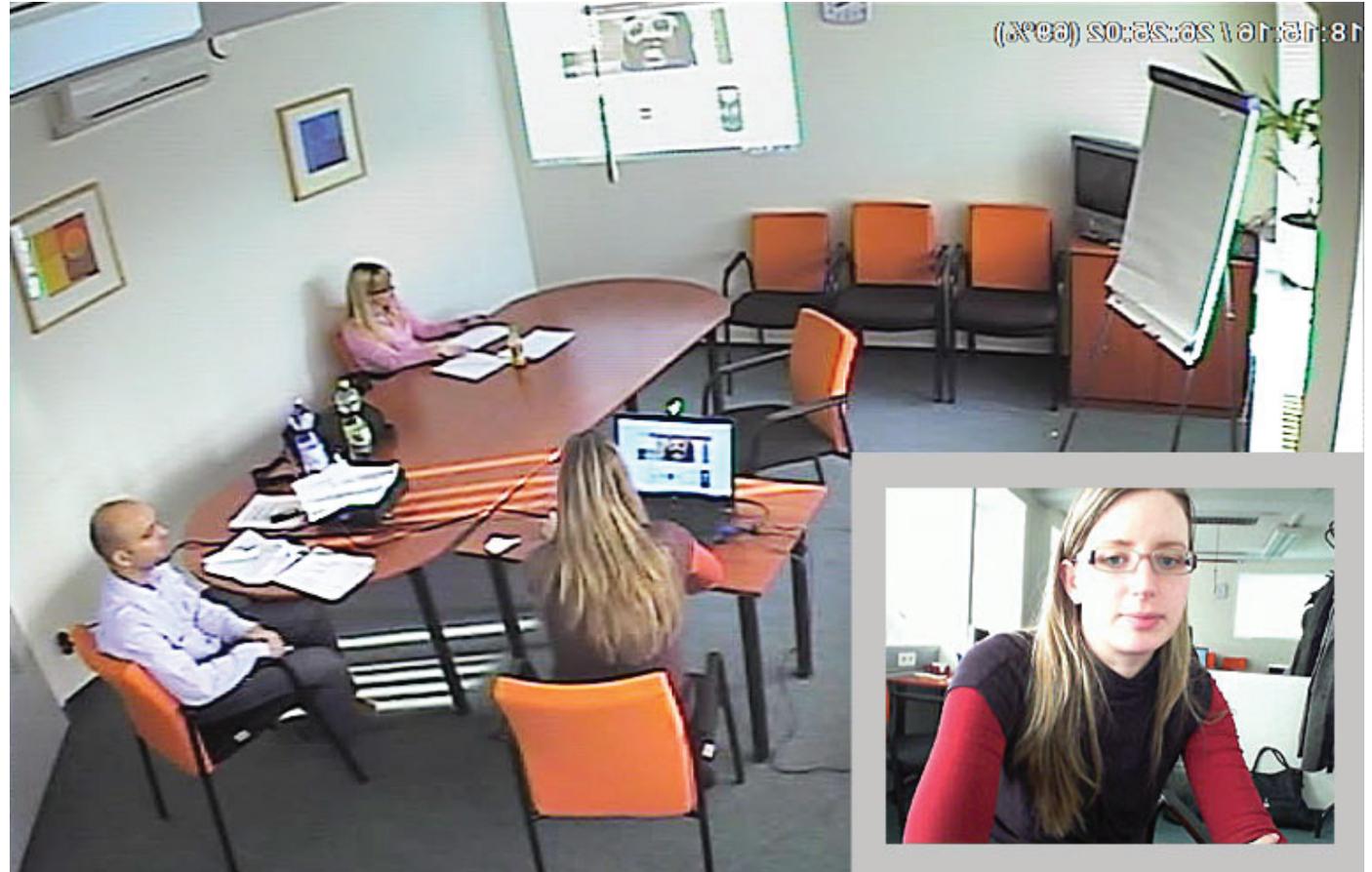
Usability testing

I encourage the user of usability testing as well as A/B testing throughout the UX and development process. Not only will this help in the long term but also in the short team.

We are able to record a video as to how the user is using the system, appraise the user and their emotions whilst using the system.

I am well versed in planning, conducting and observing usability tests, from small scale internal tests to sessions that take place in a professional usability test lab with representative samples of users.

I try to analyse the user, the speed of task completion, user emotion, using tracking software and any issues that were noticed or communicated.



Some of my work

Barclays Bank.....18

I worked at Barclays as a lead UX & prototyper. As part of a large UX team, we were tasked with creating an innovative approach to banking and document storage.

Deutsche Bank.....28

I worked at Deutsche as a lead UX & UI. I was tasked to lead a small but talented team in creating a ground breaking app to be used for FX within the Bank called Autoban.

RTA.....36

I was hired by Roads and Transport Authority as the UX lead to create the UX strategy for their smart apps and change their business model to be more user centric.



Some of my work



Project Focus

Barclays desire was to offer customer a secure storage facility for users to add their documents, receipts and all other bank communication. This facility would also allow users to use this documentation when opening a bank account, requesting a mortgage or another other service.

Solution

To create a service for all Barclays customers, regardless of platform being used. The customer could use the banks infrastructure to store their documents on the cloud, and furthermore, these documents should be attested allows users to share these with 3rd parties.

These documents can be used to authenticate the customers identity.

Barclays Cloud It helps you
handle paperwork faster

Some of my work



Project Focus

We researched what “Cloud” and “Document Management” services were available in the market. We also conducted numerous user interviews to gather information on:

- Type of documents shared/used
- How often & who docs are shared with
- How they track the doc versions
- Have they lost docs in the past
- Would they use Cloud Services
- Would they use Cloud Services from the bank.

We were able to collate and group all information together onto our wall for further discussion and highlight all painpoints that we as UX need to overcome.



Some of my work

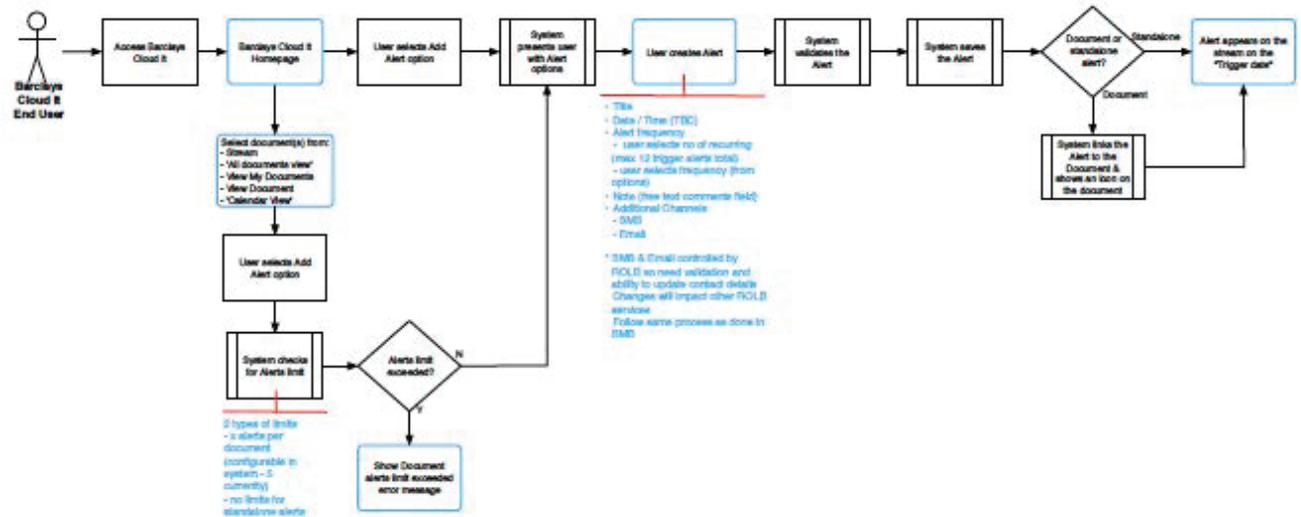
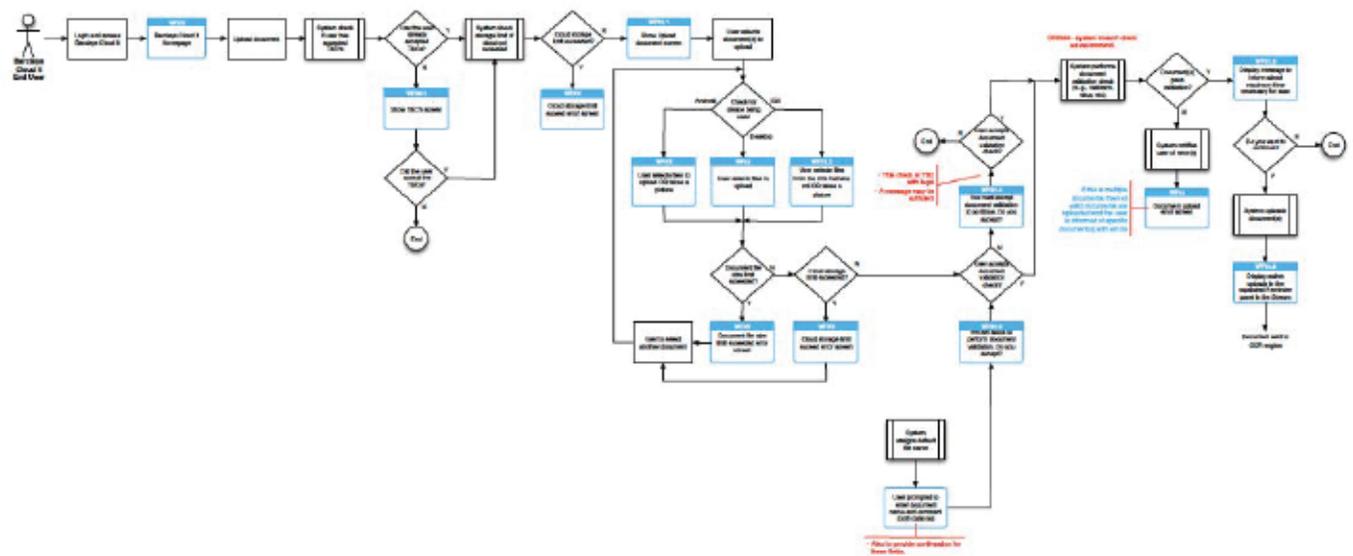


User flows

As the lead, my task was to create the user flows, and oversee the remaining team who were working on the user journeys. Together we ensured the user was able to do their tasks with a minimum number of screens and actions.

As the UX team, we wanted to allow the user to be able to access the core/ information from many locations such as the "Document Stream", using search facility and tags.

We went through numerous iterations due to the complex nature of the functionality, before finalising on the final UX.



Some of my work



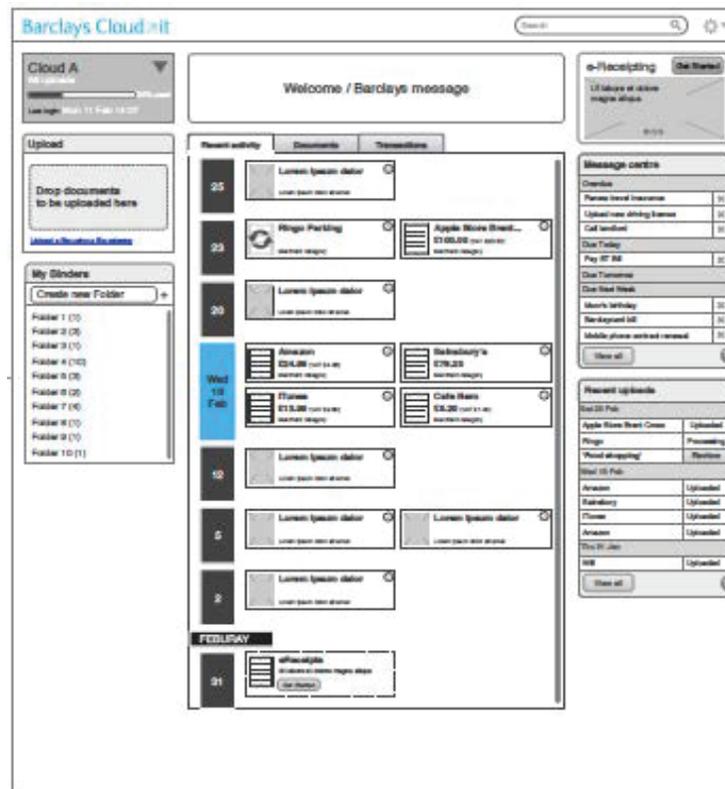
Desktop wireframes

I worked on the main site navigation to incorporate the new service as well as add more visibility to promotional banners on the homepage.

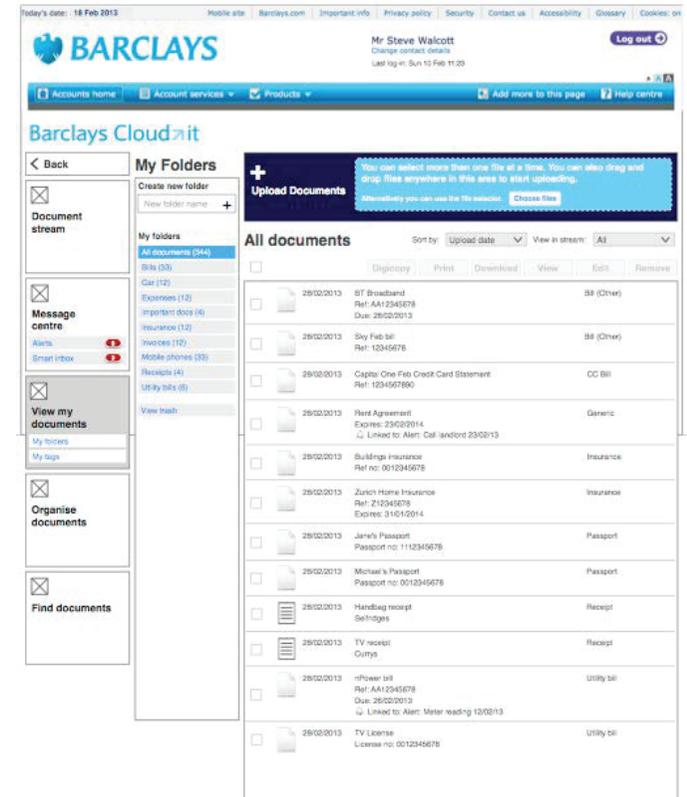
My task for this phase was to create a concept that would allow the user to view all the info/documentation ingested by the system and relay them in an orderly fashion.

I worked on a number of concepts, finally resting on the idea of the timeline. This would show the user the most recent document ingested closer to the top and as the user scrolls down, showing other documents.

I also wanted to add more valuable data such as appointments with the bank or other meetings associated with documents in the document stream.



Iteration 1



Iteration 2

Some of my work



Desktop design

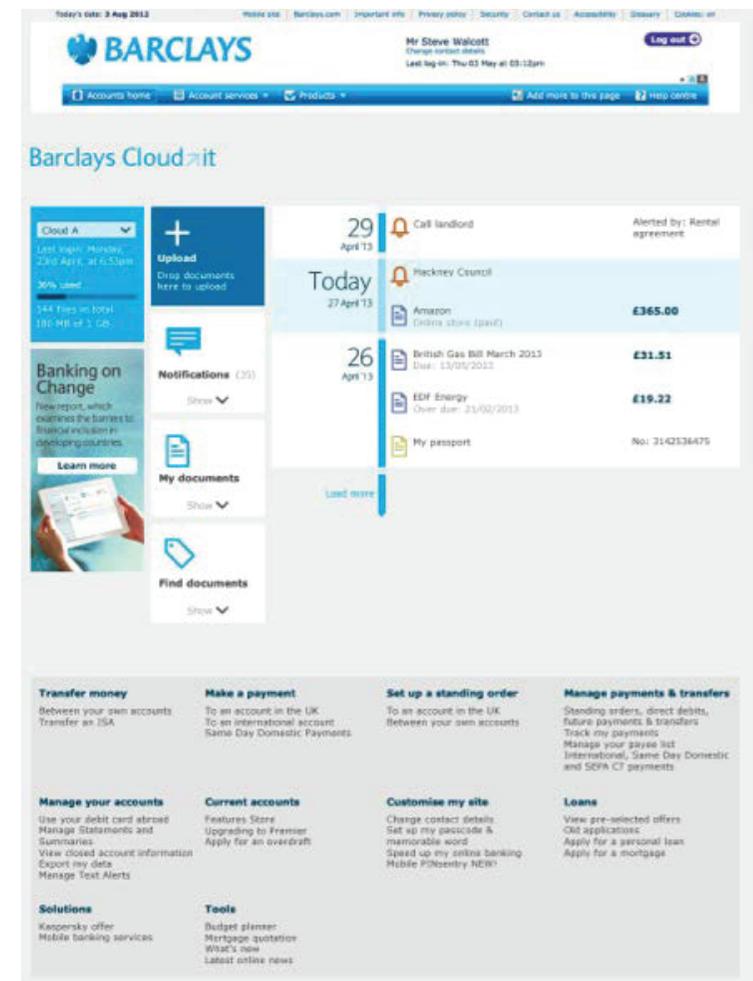
I worked with the design team on the document stream. Due to the timelines, we needed a fast solution for the first iteration inline with the current website.

As a team, we knew that the first iteration was not the best of our work. We were determined to add more flare, flow and innovation. With this in mind, the team and I came up with a few branding concepts, this is took to the management and after some 'soul searching' they were convinced.

By iteration 5, I worked with the branding team to capture the new ethos of being 'user centric' and inclusive design. We created a number of design concept that would not only look great but also was sustainable for the future.



Iteration 1



Iteration 5

Some of my work



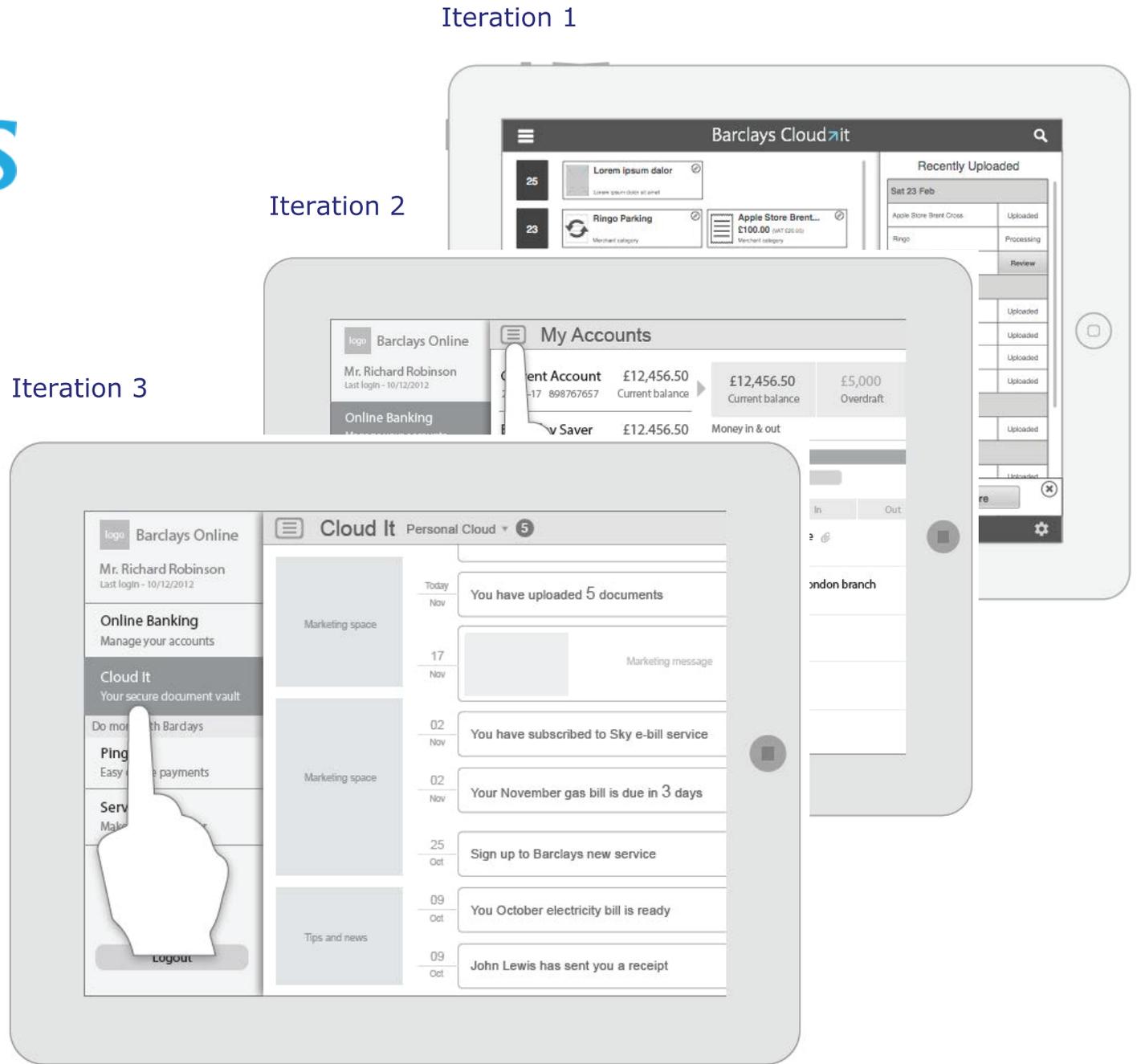
iPad wireframing

Due to the timeline for Phase 1, we needed to start wireframing the iPad and desktop simultaneously, where the iPad version was developed 2 weeks after the desktop wireframes were signed off.

As the lead, I had to create and ensure the whole team were able to follow the wireframing patterns. My first task was to adopt the desktop 'Document Stream' ideology onto the iPad.

As a team we split into 2 teams, one team would focus on forms whilst the other would focus on user flow screens.

I dedicated time on the 'Document Stream' and user interaction.



Some of my work



iPad design

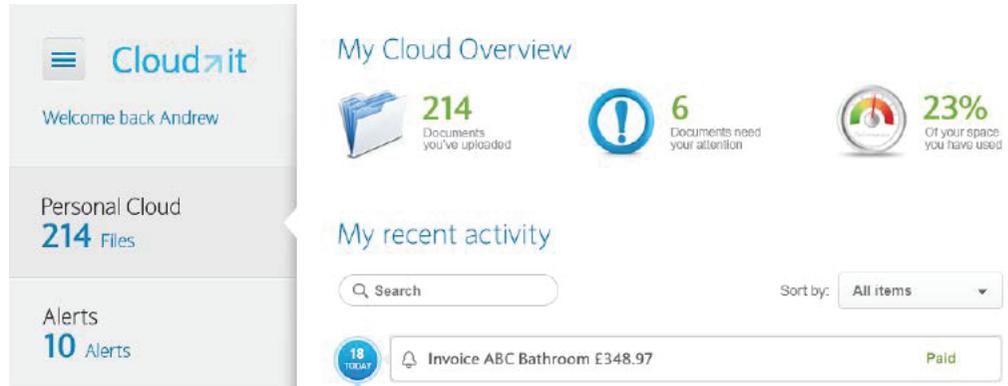
I started working with the design team to ensure the UX we designed was followed, as well as helping make design decisions.

One of the challenges we faced, was revolving around the use of the camera and OCR functionality, when adding a receipt to the document stream.

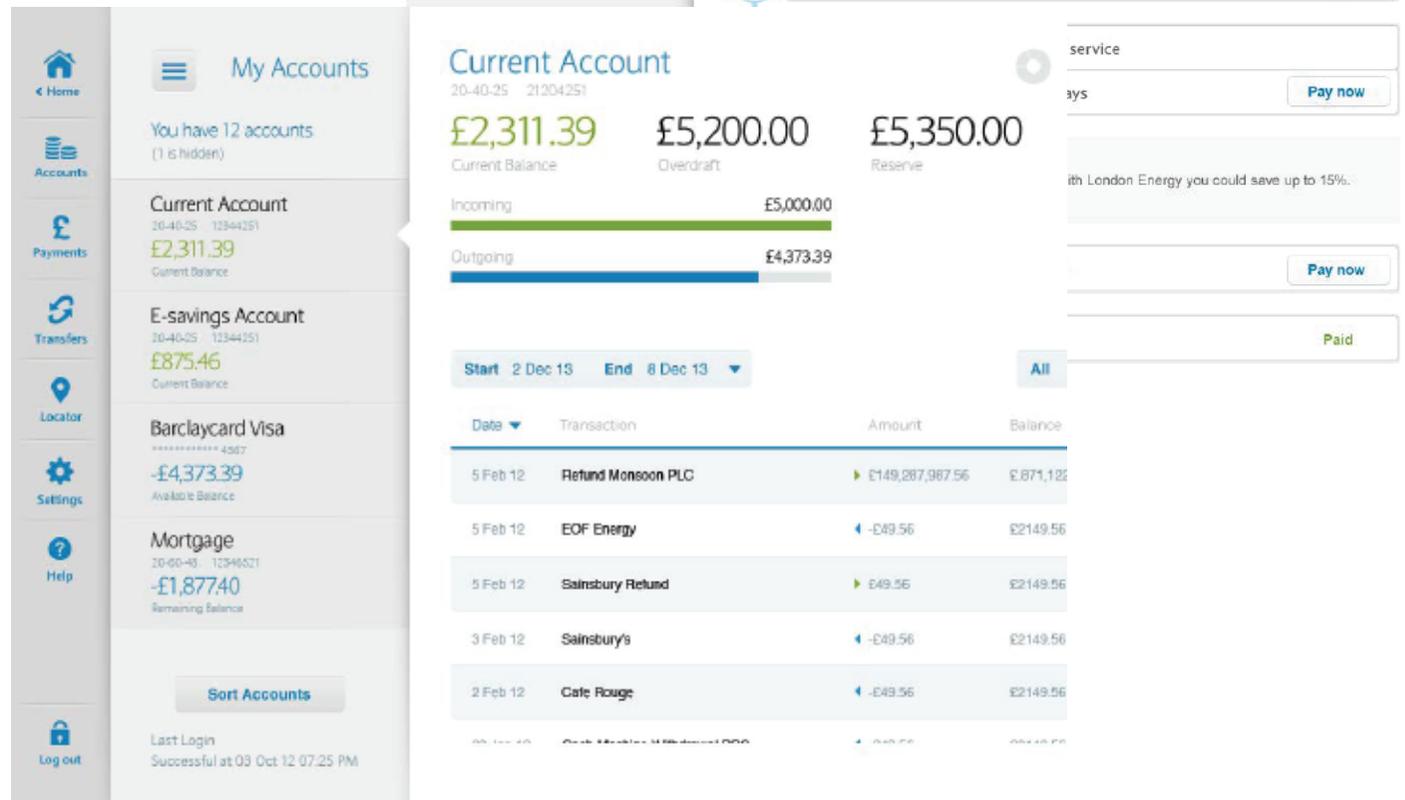
As space was at a premium, I had to find an innovative way to add this functionality. I started to sketch ideas and ways to make this functionality seamless.

Finally, I came up with the idea of 'Sliding context panel', where once a user selected to add an item, a side panel would reveal itself and the user would be able to add their receipt.

Iteration 2



Iteration 6



Some of my work

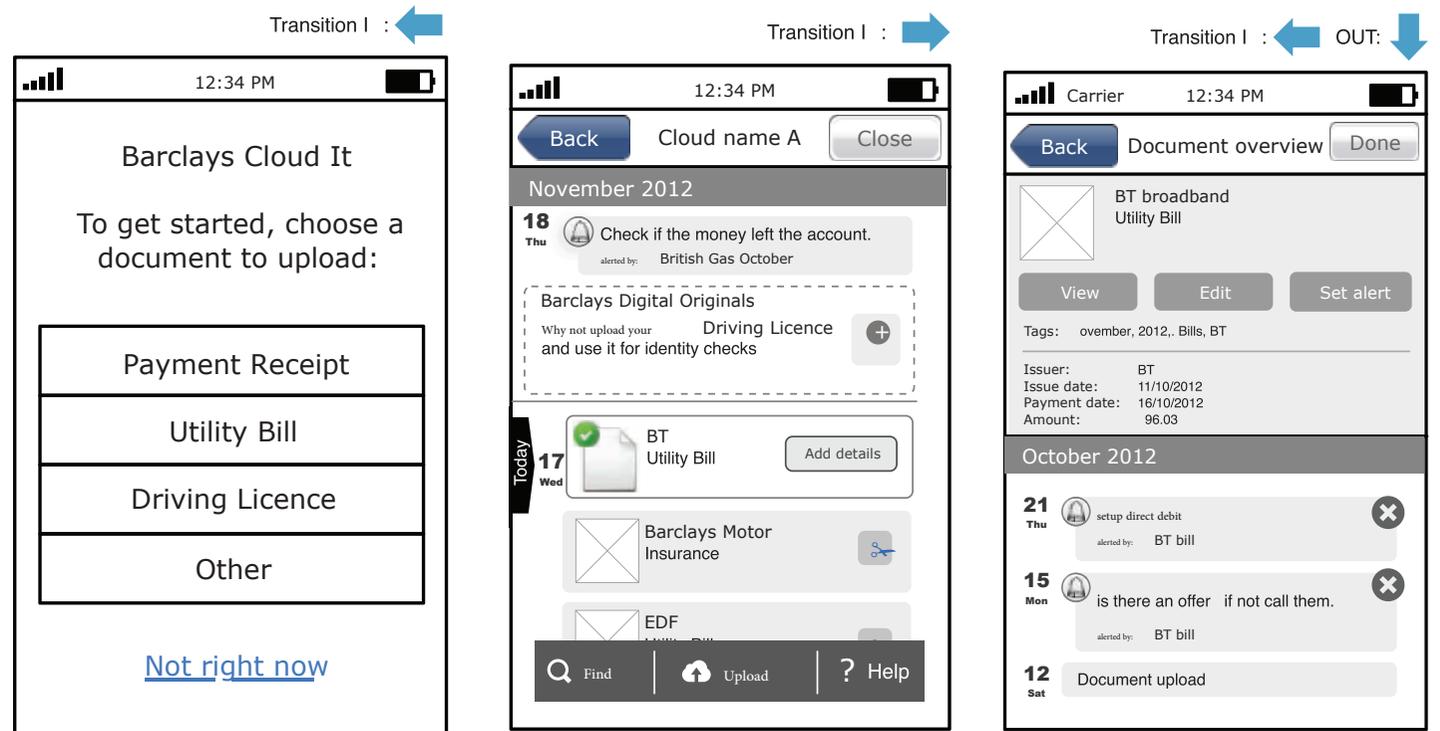


iPhone wireframes

The iPhone wireframes were a little more tricky to complete, not only due to time constraints but also due to the complexity of the features, services and screen real estate.

My task was similar to that I undertook for Desktop and iPad, where I worked on the “Document Stream”. I conducted user A/B testing sessions on the various concepts, trying to fine tune the layout and the use of intuitive gestures.

Taking the the user for granted really can backfire, this lesson I learn rather early and quickly. Thinking that something is easy or ‘common sense’ is the wrong attitude to have, its much better to use A/B testing and let data help you find solutions.



Some of my work

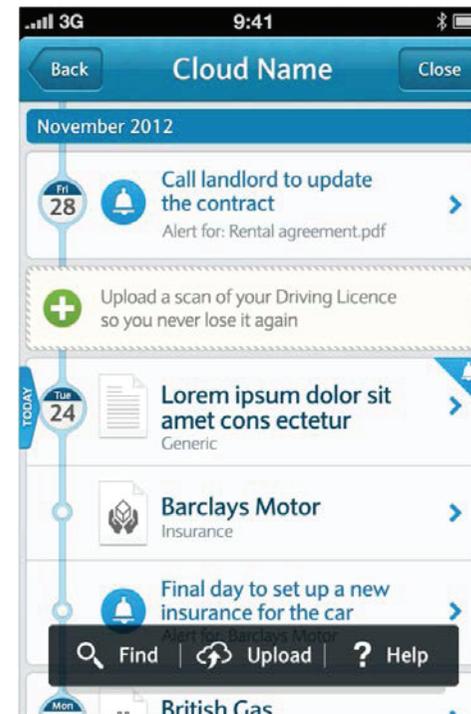
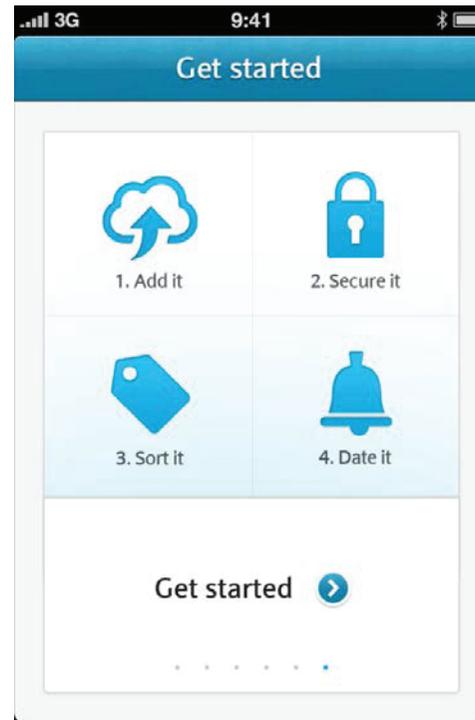


iPhone design

I worked with the design team to construct a number of screen variations, so we could conduct more A/B teasing to match and fulfill the user/business requirements.

Although it was a tedious task, we were able to have some fun too. We toyed around with the branding colours and try to invent something new.

We were able to ensure that the prototypes and designs were rigorously tested, throughout the process. As the UX team we always to ensure that any changes/decisions that are made, have data to support those decisions.



Some of my work



Project outcome

Phase 1 (Desktop) & Phase 2 (Mobile) went live in January & March 2013, with huge success. Over **500k** user signups within the first month alone, which is a great indication of how well it has been received by Barclays customers.

There were also cost savings within Barclays, an estimated saving of 90% to IT budgets over the coming few years, which made the stakeholders very happy.

Due to the success of the new services, the management at Barclays decided to offer users to go "Paperless", with all banking communication destined into the "Document Stream", saving Barclays on postage, paper, letterheads, envelopes enforcing the Barclays agenda of going Green.

Barclays Cloud It lets you securely store a digital back-up that you can easily retrieve

Some of my work

Deutsche Bank



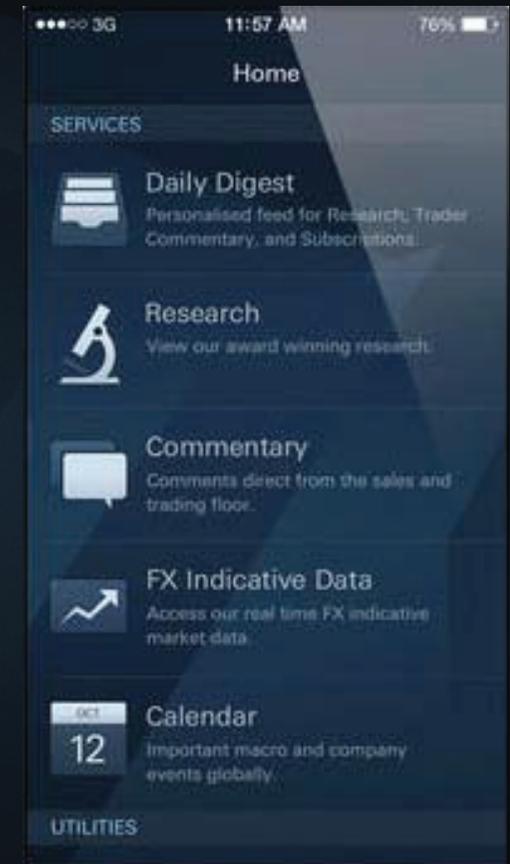
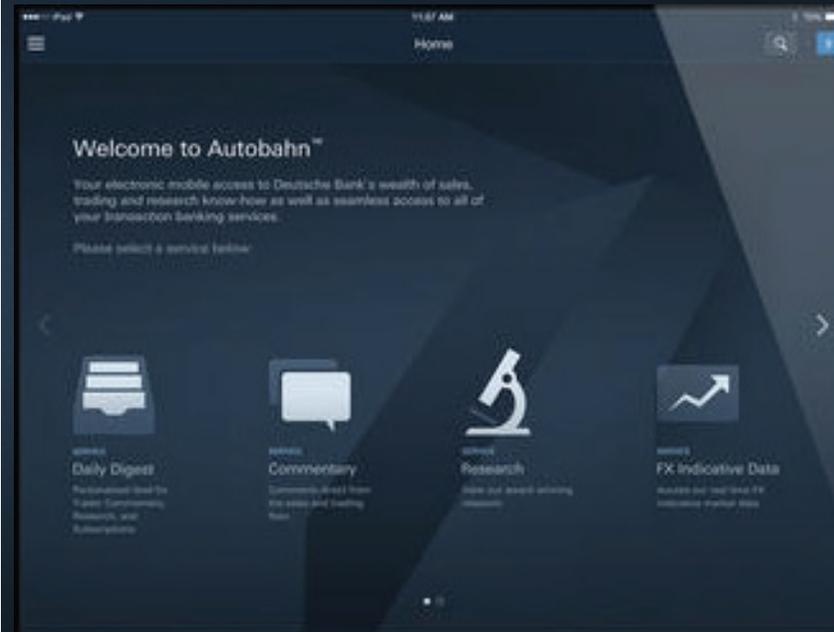
Autobahn app requirements

We were approached by Deutsche Bank to help create and enhance a mobile and create tablet versions of their FX platform.

The idea was to transmute the daily lives of traders, from using smart technologies and fully incorporate UX whereby enhancing and making traders more efficient.

As part of our research, we wanted to understand the daily routine such as, what time they wake up, when they begin their work schedule, do they read any documentation with their morning coffee etc.

We were able to approach the app design in an innovative fashion, trying to break ground and help shape the future of FX trading.



Some of my work

Deutsche Bank



Research

We conducted numerous interviews both with stakeholders as well as traders who would be our end users.

For the stakeholders, we focused on:

- What they wanted from the app
- How the app could help traders
- What are their objectives
- How success is measured

For the traders, we focused on:

- Their routine from the moment they woke up
- Their pains, what they need help with to achieve their tasks
- What apps they use and when
- What type of websites they use
- What information they need and when



Some of my work

Deutsche Bank



Persona's

We constructed 3 types of user persona which catered for the type of users would use the FX platform.

We were able to extract from research the following trader habits:

- Their main daily tasks
- What do they need to fulfill their tasks
- What apps/website they visit regularly
- Their likes/dislikes form the app/websites
- What frustrated them the most

Once we completed the persona's, we went back to the users we interviewed and discussed with our findings and asked if were able to indentify themselves with the persona's. This was done to ensure we did not miss anything and also to update the persona's if needed.



BACKGROUND

- Financial Director with 2 staff for 28 years
- Uses Office Net (ON) 5% & RP (Home grown system) 80%
- Two times a year visited by CRM manager from bank to discuss plans and solutions
- Secure keys sit on desk to share the dedicated computer for Office Net.

COMPANY INFO

- Bookshop and office supplies with branches in The Hague and web store. This particular store also held a cafe (80% cash handling) and post office
- 7 million Euros cash turnover, 10-12 million Euros overall with only 1/2 million by credit card per year. Business 70% cash driven
- 100 employees with 60 full-time
- 60% consumer / 40% B2B - 1200 suppliers
- Cross-border payments; furniture from Italy

APPLICATIONS USED

- RP - Self made system for ~~Company~~ by Robert; not integrated with Office Net. 1200 suppliers in the system with 30 used on a monthly basis. Some, however, are only once or twice a year.
- Used Office Net for last 10 years with 3-4000 debtors already in the system - mostly single use exceptions.
- Separate salary system



BACKGROUND

- Financial Dept (Accountant Intern)
- At KOW for 11 months/3-4 days per week
- Uses Office Net (ON) 30% of day, 60% if busy/urgent
- Was trained by a colleague; no formal ON training

COMPANY INFO

- Architecture firm located in The Hague with three branches in the Netherlands and one in Shanghai
- Turnover was in the good times 15 million euro's with about 66 employees. Now turnover is decreased to about 5 million euro with about 30-35 employees. Victor, "we are driven by situation"
- Managed by 3 directors and chaired by 2 shareholders

APPLICATIONS USED

- Dynamic 8x Bookkeeping software for architects
- Office Net (installed on a stand-alone computer)
- Excel
- Outlook Email/Calendar



BACKGROUND

- Owner & Notary

COMPANY INFO

- Completes preparation & payments for mortgage escrow, inheritance etc
- Highly time sensitive business
- Turnover about 93 million euro's with 20 employees

APPLICATIONS USED

- Office Net since 1997
- ABN AMRO internet Banking for 4 years
- ~~Bank~~ internet Banking; she prefers ABN AMRO but she allows payments to ~~Bank~~ for her customers
- ~~Bank~~ Bookkeeping software

Some of my work

Deutsche Bank

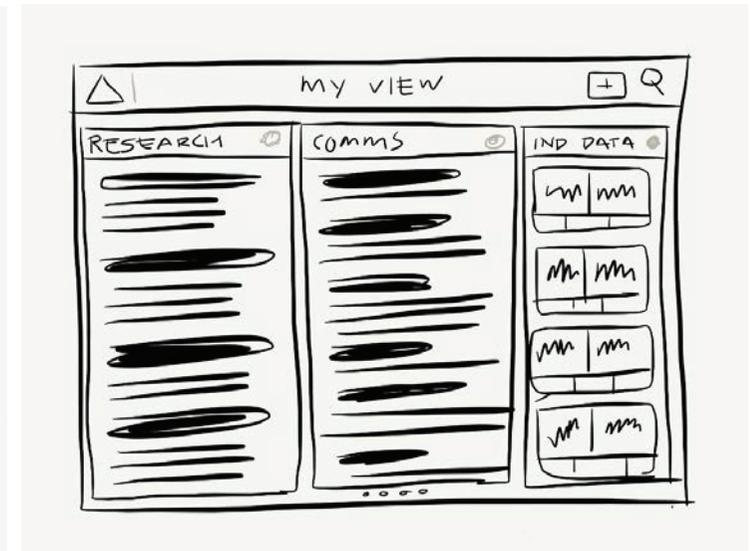
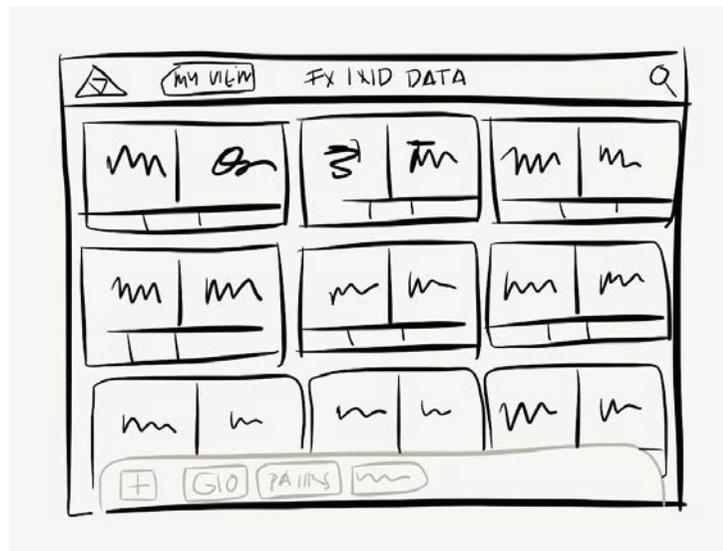
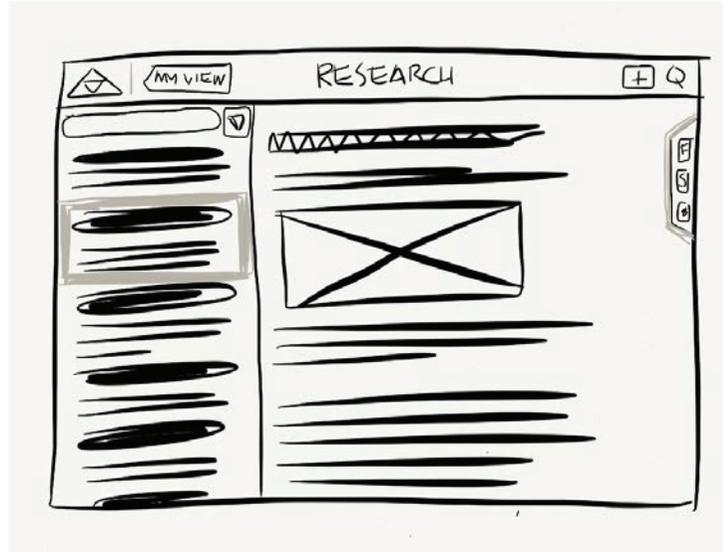


iPad sketches

From research with users and from within the market, we were able to ascertain a number of issues:

- The lack of an app that gives traders all their research materials related to their traders
- the need for a dashboard that summarises what has occurred around the globe when trading markets opened
- The movements within the FX index data at any given moment in time
- any emails that have come in that they must read before any client/team meetings

We decided, there was a need to create a “morning Digest” giving a summary on their dashboard with full details on tap.



Some of my work

Deutsche Bank



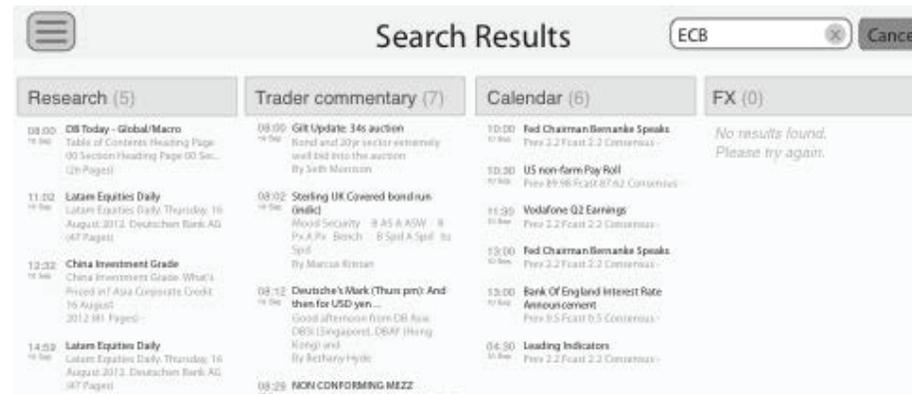
iPad wireframes

My wireframes were focused on creating the “Dashboard”. How to represent the information we needed to provide to a trader, how we would surface the said information in an efficient manner.

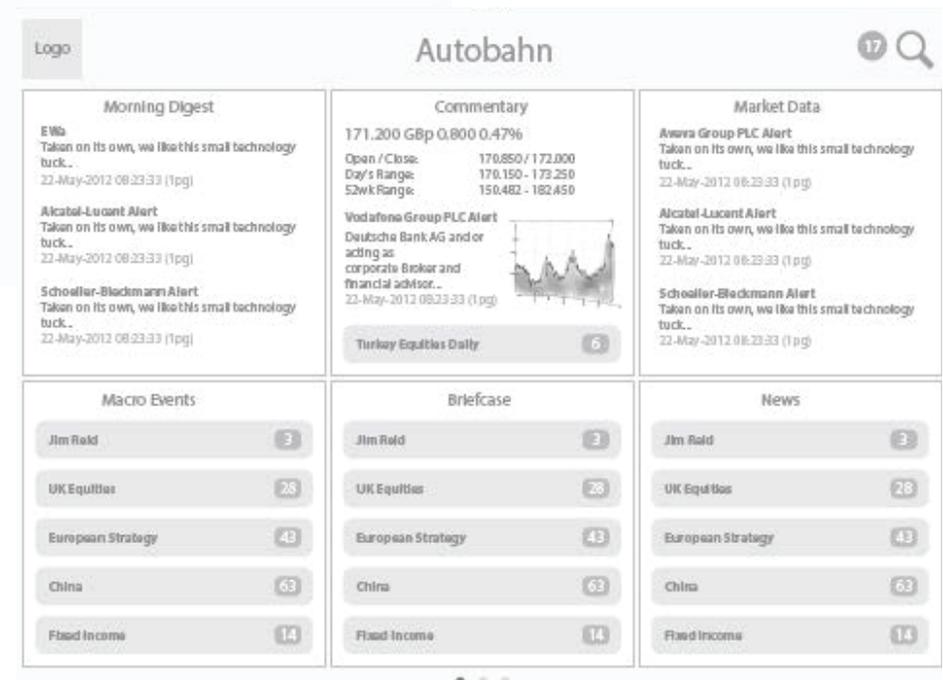
From my interviews with traders, I understood they wake up rather early, they needed to read a lot of content their breakfast, they needed at hand, any “Hot Topics” and “Trader News” prior to getting into the office.

I decided on a few test scenarios:
[1] using mini tiles with a carousel user can swipe between content types
[2] using “Swim Lanes” where info sits in a list type view with filters

Iteration 1



Iteration 4



Some of my work

Deutsche Bank



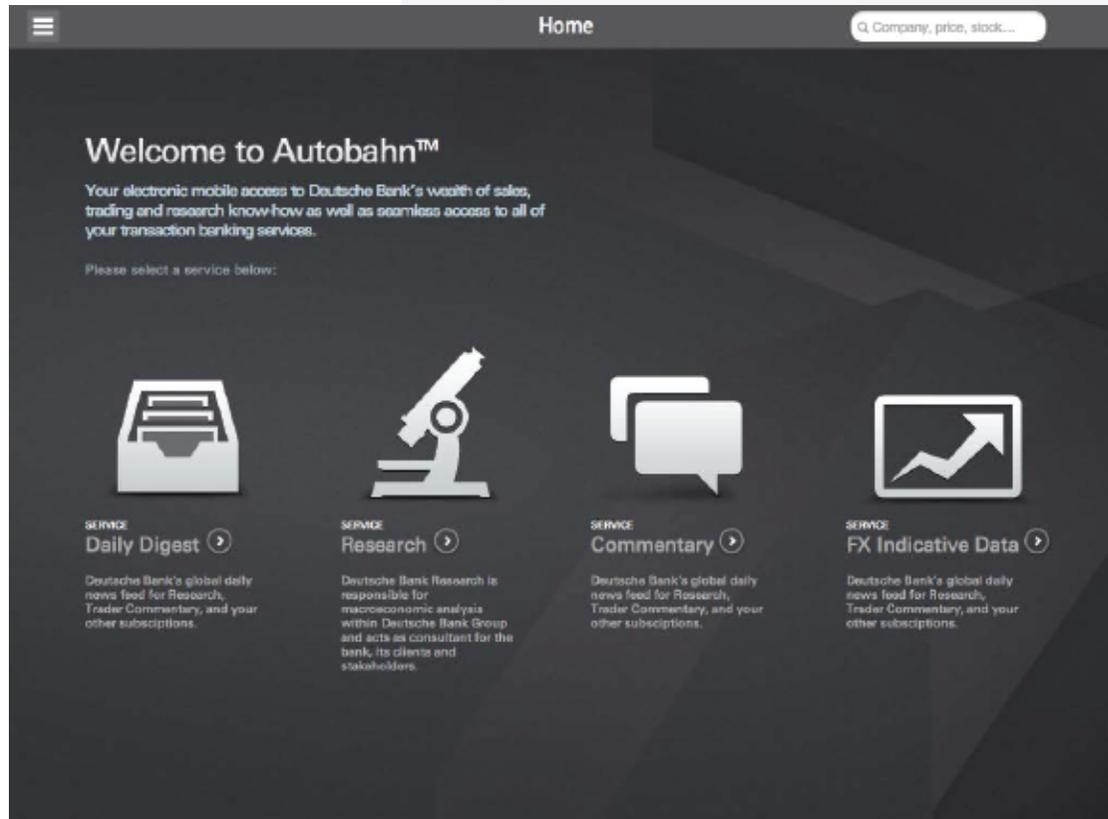
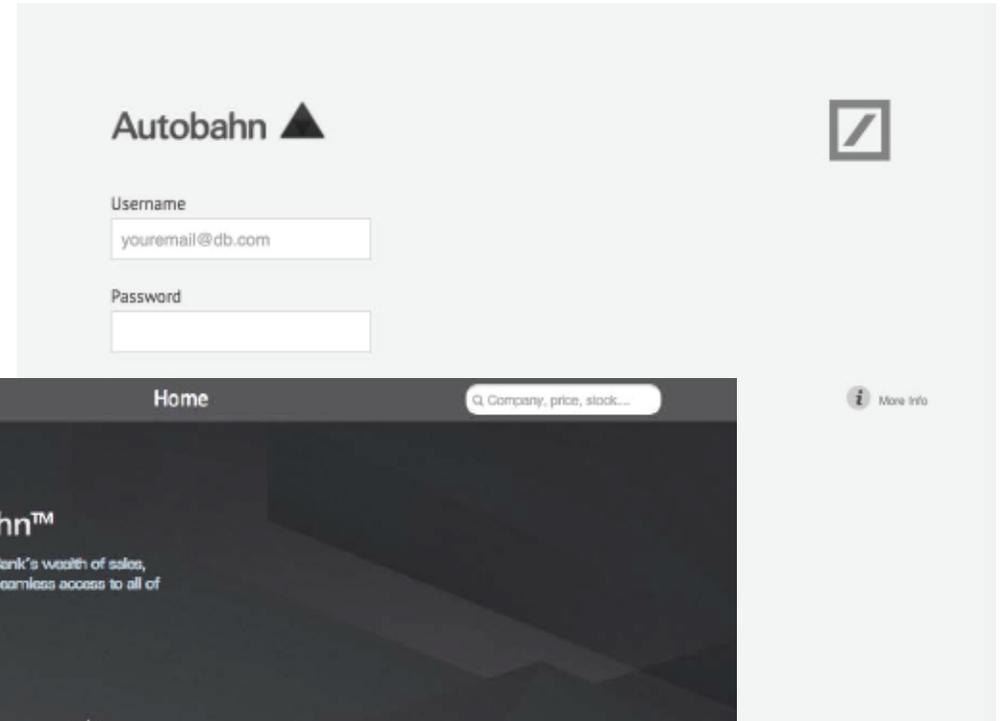
iPad prototype

Once the wireframes had been signed off, we conducted A/B testing on a number of concepts to ensure the best approach would be taken throughout the app.

I built hi-fidelity clickable prototypes to be used in a lab environment, to test user flows, app layout, information architecture as well as user interactions.

The screen shots present here are stills from the prototypes in action. We were able to utilise the findings from the testing phase to rework some of the app flows.

The prototypes were then used by the dev team to build the app in iOS and Android.



Some of my work

Deutsche Bank

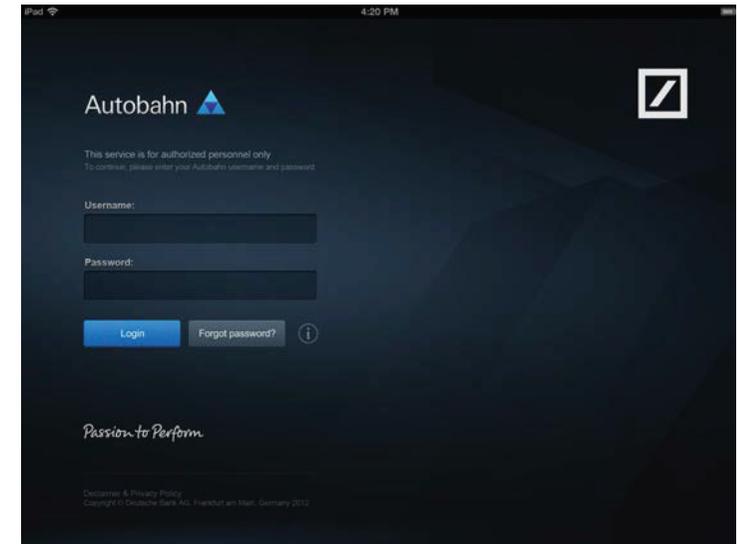
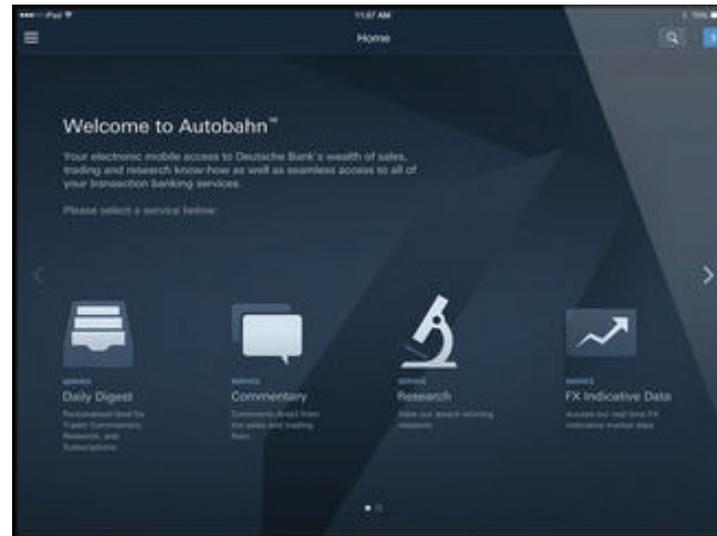


iPad design

I was able to sit with the design team to ensure not only the app flow were adhered to, ut also to ake sure they were able to take some user feedback into consideration.

I worked with the iOS & Android teams to enasure that userability issue were not introduced and to help test the app during all sprints.

I was asked from the QA team to help test the new application. To ensure the app had adhered to the UX user flows and interactions including gestures. I was able find some functionality and usability issues, which the team were able to fix to a pixel perfect app.



Pair	Rate	% Change
AUDNZD	1.2036	0.0002 0.0200%
AUDUSD	1.0166	-0.0078 -0.7700%
EURCHF	1.2307	0.0036 0.2900%
EURGBP	0.8454	0.0040 0.4700%
EURJPY	129.58	-0.31 -0.24%
EURNOK	7.6417	0.0109 0.1400%
EURSEK	8.5349	-0.0259 -0.3000%
EURUSD	1.3086	0.0014 0.1100%
GBPJPY	153.27	-1.12 -0.73%
GBPUSD	1.5479	-0.0058 -0.3700%
NZDUSD	0.8441	-0.0072 -0.8500%
USDCAD	1.0054	-0.0016 -0.1500%
USDCHF	0.9392	0.0005 0.0500%
USDJPY	99.02	-0.34 -0.34%
USDNOK	5.8241	-0.0132 -0.2300%
USDSEK	6.5219	-0.0269 -0.4100%

Some of my work

Deutsche Bank



iPhone design

We applied the same user stores and flows for the iPhone app however we were did optimise the screen real estate and make greater use of the “swipe and reveal” left navigation as well as the device orientation.

I was able to create wireframes both in portrait mode showing summary information and landscape mode, showing a detail as well as showing graphs.

Styling wise, we did have a few issues to overcome, but we managed to do so without negating the whole balance of design and functionality of the app.

As usual, we tested the full app ironing out some small usability issues.



Some of my work

Deutsche Bank



Project outcome

The Autobahn FX app has won numerous industry awards over the past few years. It has been received as a ground breaking app, which has revolutionised the way traders perform their daily tasks.

Deutsche Bank has recorded a marked increase on sales and trader performance due to the apps introduction.

Stakeholders and Traders are now able to customise the app to their needs, such as selecting the author commentary, data types as well as research and pricing related to the areas of expertise. The “value add” for traders is giving them invaluable data as well as more time for rest.

GO 25TH
The Next 25 Years

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EXCELLENCE
London 2014

Some of my work



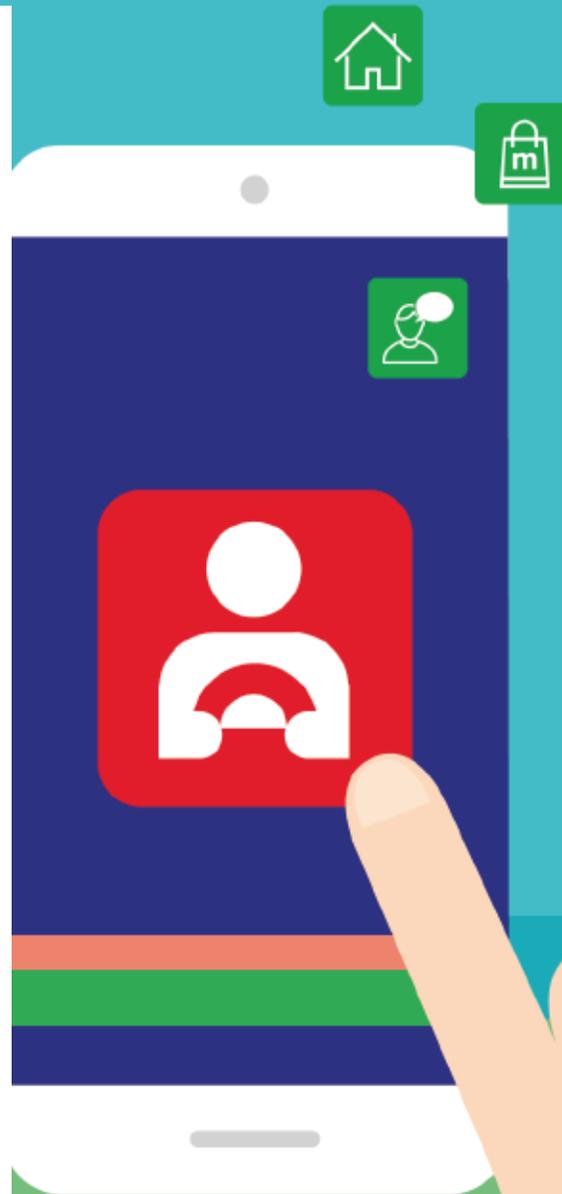
Project Focus

RTA would like to move to a more “User Centric” approach when designing smart applications. The new app called “Dubai Drive” will cater for all ‘Road Users’ showcasing almost 83 services ranging from Vehicle registration to Parking and Salik services.

Solution

The aim of Dubai Drive app to bring innovation and smart usage to the forefront by leveraging existing technology to define an all inclusive companion experience.

Providing users with notifications, alerts and help when they must need it. Create a companion app that aids users when undertaking their daily tasks such as parking and Salik recharge.



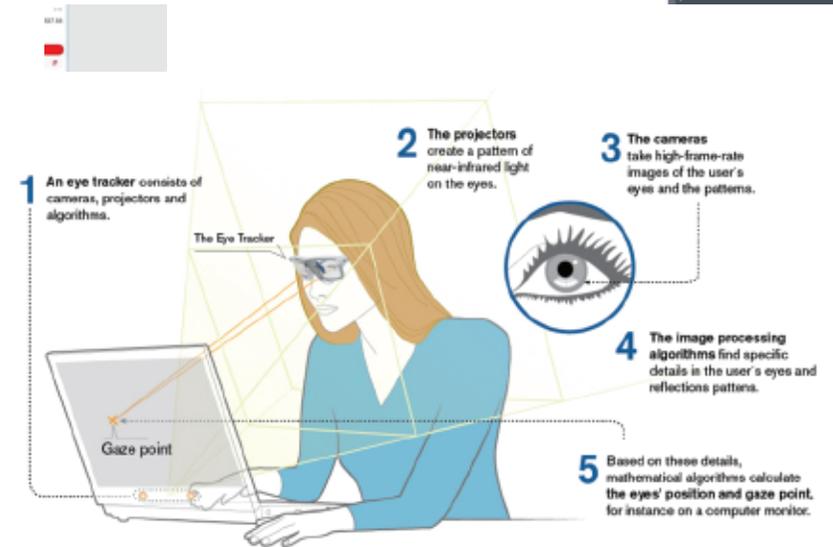
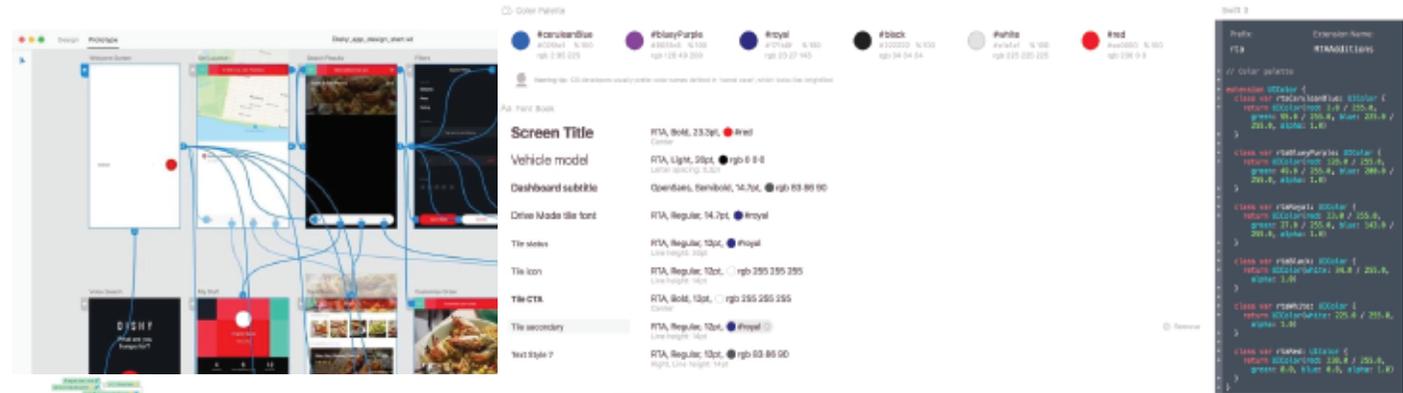
Some of my work



Some new UX tools

The following tools are used to help me complete my UX tasks.

- **Adobe Xd** used when creating app/website sketches
- **Adobe Photoshop** used to create final hi-fidelity designs
- **Marvel** used to create clickable prototypes, used for user testing
- **Morae** software used to capture the participant's interview feedback
- **Sketch** is used to create low/hi fidelity UX designs
- **tobii** used for 'eye-tracking' when trying to understand user behaviour
- **XMind** is a mind mapping and brainstorming software, can capture ideas, clarify thinking etc
- **Zeplin** software is used to extract all style and functionality requirements and handed-over to the development teams to use.



Some of my work



Stakeholder Research

Numerous stakeholder interviews with various RTA departments were conducted, to understand their requirements, pain points and their belief of what this app should offer.

Core objective “We want to give Dubai drivers the companion they need for their daily lives.” Understand and draw relevant & actionable conclusions; enabling development and growth of the brand’s User Experience.

Our discussions led us to believe:

- The app should be innovative
- Reduce the number of service screens
- Improve the user experience & interface
- Should feel more intuitive & rewarding
- The design should put the user first, so any changes needed on a service level should be recommended



Some of my work



Research methods

1-2-1 interviews

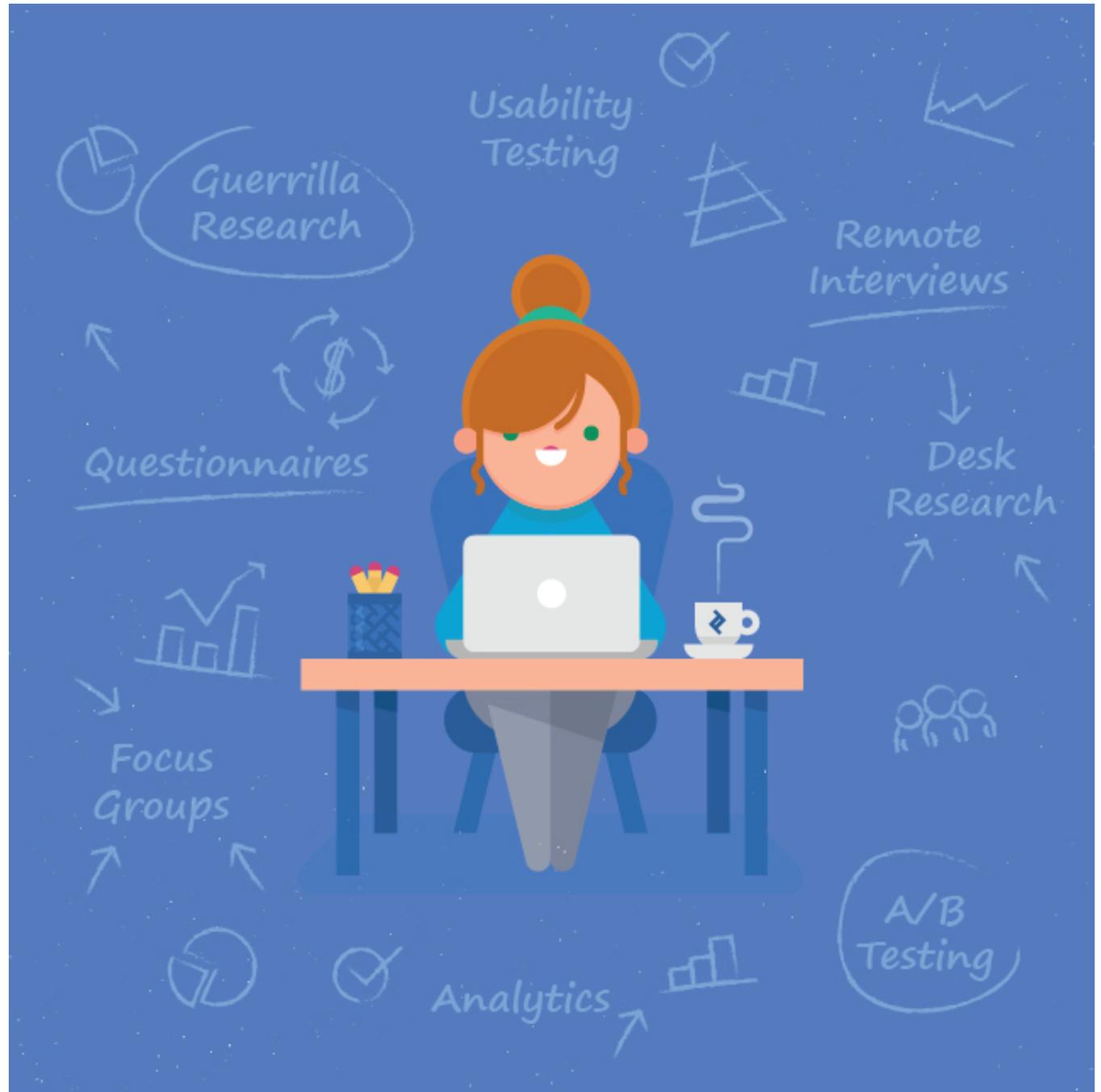
One-to-one interviews enable the moderator to understand certain user behaviours and to get accurate insights into various user profiles, past experiences, behavioural patterns, thought processes and expectations. The sessions were constructed through personas, ice breaker interviews, and first impression testing.

Ice-breaker Interviews

The Ice breaker interview helped us to get to know each user and to understand how they understand and use various aspects of the road.

Impression Testing

The impression test provided us with feedback on the current app look and feel as well as how easily users could find information.



Some of my work

RTA

User Research

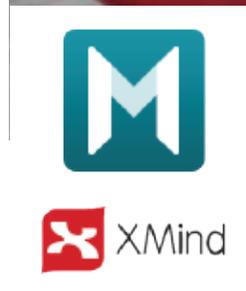
We conducted numerous user interviews and surveys to gauge user feelings about the app, if they have used it before and gather any pain points they found.

The main aim to to align the business needs with those of the users.

For user interviews, we focused on:

- What tasks users do on the app
- How the app could help users
- What are their objectives
- What users feel is a good app

As a summary, we grouped user needs, features together with the service on offer and orchestrated final interviews with the stakeholders to align user needs and business needs and provided a few recommendations which would help users.



Some of my work

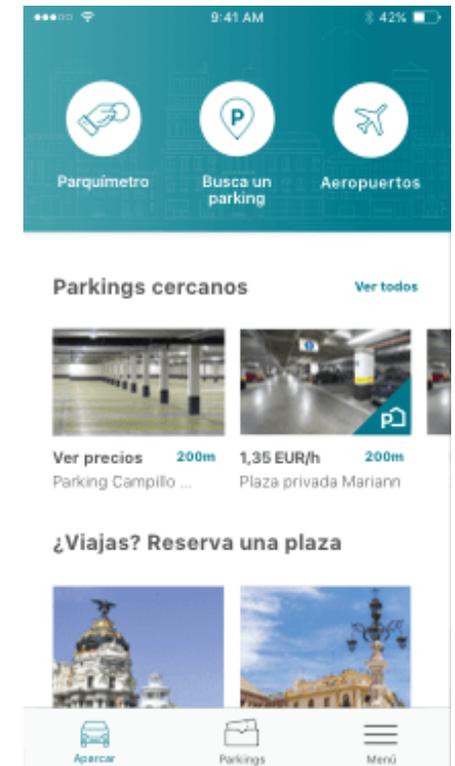
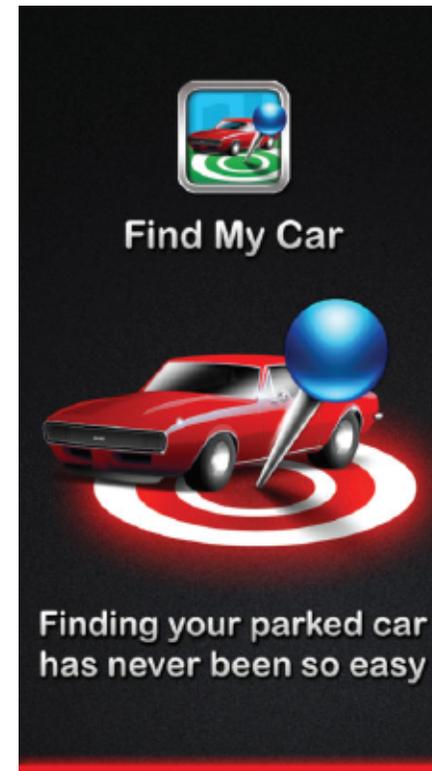


Benchmarking exercise

RTA has a one of a kind app for road users and the opportunity to build a world class product tailored to be a companion for drivers in Dubai.

To achieve a higher user satisfaction, we needed to conduct a benchmarking exercise to evaluate what other apps in the market are offering and to allow us to exceed and delight users.

We searched for the best apps in terms of user friendliness, app performance, user adoption as well as innovative features that we should adopt.



Some of my work

RTA

Research conclusion

Our findings pointed us to the following:

- Users love an app that helps them do things quickly with 'in time' notifications
- To be true to the objective of being 'relevant' to users and their needs
- To match users expectations and mind map based on their input, rather than, assuming on their behalf what they would like and pushing business goals and priorities on them
- The research outcome helps to map out user journey's and to implement the right structure/layout to accommodate the appropriate content and call to actions.



Timely advice

No more unprepared drivers. We can warn users about specific behaviors they should adopt on bad weather days.



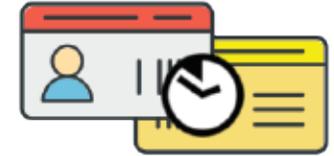
Auto-Renewal

No more expired parking. Or Salik. Or license. We can prompt them for time extension.



100% mEnabled experience

No need to go to RTA centers anymore, the Dubai Drivers' app got you covered.



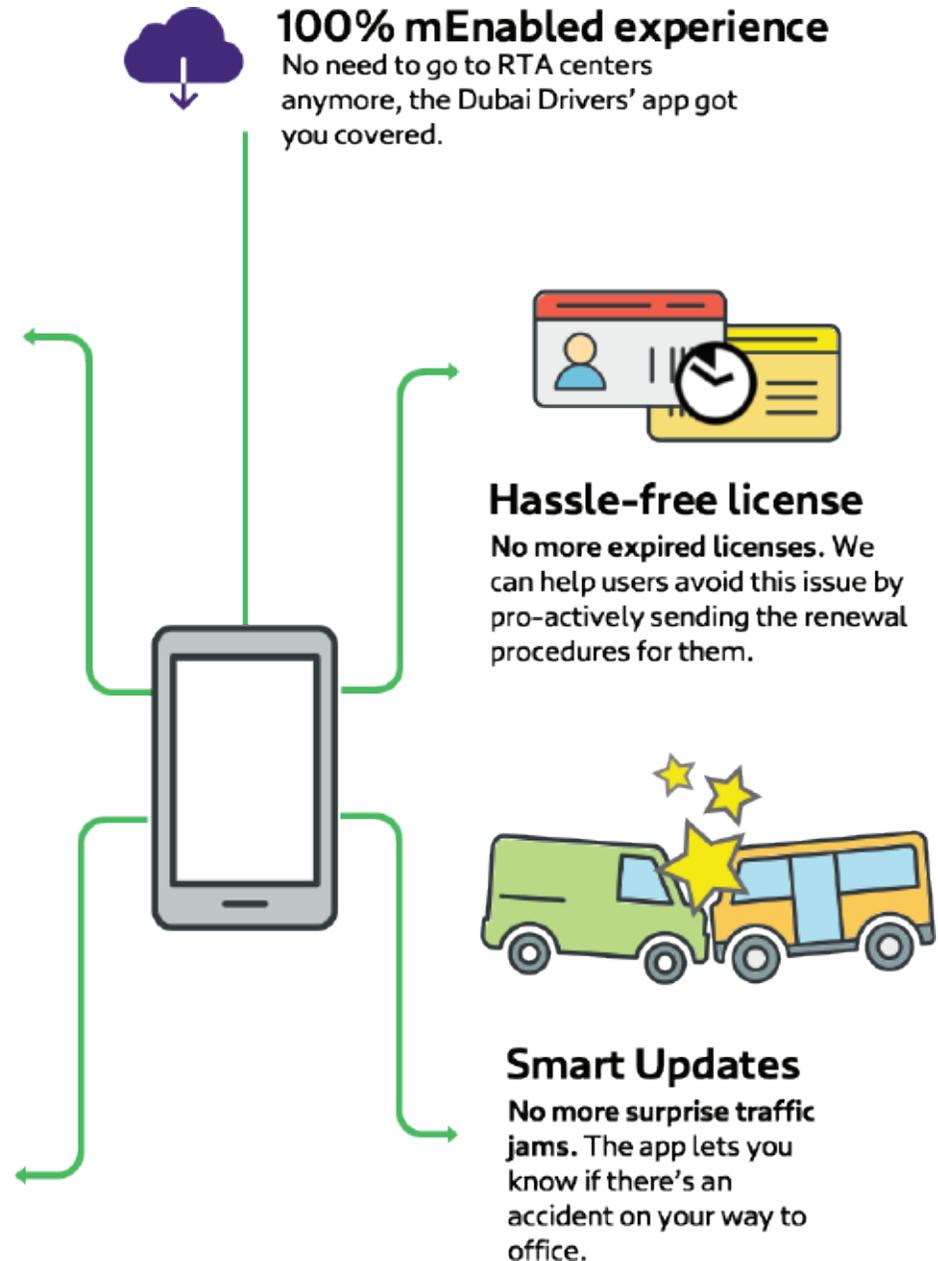
Hassle-free license

No more expired licenses. We can help users avoid this issue by pro-actively sending the renewal procedures for them.



Smart Updates

No more surprise traffic jams. The app lets you know if there's an accident on your way to office.



Some of my work



Persona's

From our research, we were able to constructed 3 types of user persona, which catere for the type of users who would use the app.

We were able to extract the following:

- Their daily tasks/services used
- What could help them durning the daily tasks
- Which apps they use regularly e.g for Salik/Parking
- Their likes/dislikes on the current app
- Their feelings when using the current app
- What frustrated them the most

We shared our thoughts with the users to gauge if we have addressed all their feedback and also to use as a barometer for future use. We discussed the persona's and asked if they can indentify themselves within one personal, the user feedback is then to finalise all persona's.

CAR OWNER



Ahmad Al Alali

Age: 36 years

Ahmad has his own business and owns 3 cars for him and his family's use. He likes to control all things related to these cars himself. As a head of the family he takes it as his responsibility



HIS CHALLENGES & PAIN POINTS

- ✓ A busy man, he loses track of the vehicle registration expiry and license renewal dates.
- ✓ All 3 cars are registered under his name and he has to manage all salik recharges and fines himself but with his schedule it becomes a challenge



GOALS/TASKS

- ✓ To check traffic updates on the regular routes.
- ✓ To manage and get reminders about vehicle registration renewal
- ✓ Top-up SALIK for himself and his family members
- ✓ Keep an eye on a distinguished plate numbers and buy it in the best price.
- ✓ Get alerts and find fines on all vehicles under his registration

CAR OWNER



Faisal Kareem

Age: 28 years

Faisal has his own business and works in Jumeirah. The family have 2 cars, 1 for him and 1 for his wife. As head of the family he takes it as his responsibility to make sure all the finances are up to date.



HIS CHALLENGES & PAIN POINTS

- ✓ Running a family as well a family business is not easy and its time consuming.
- ✓ Usually he is up-to-date with all 2 car registrations but sometimes he falls behind and gets fines. He can never remember his parking tickets or when they run out. He has the same issues with SALIK and gets fines for non payment.



GOALS/TASKS

- ✓ To check traffic updates on the regular routes.
- ✓ To manage and get reminders about vehicle registration renewal
- ✓ Top-up salik for himself and his family members
- ✓ Get alerts and find fines on all vehicles under his registration
- ✓ Get notifications on his parking tickets

CAR OWNER



Saba Khan

Age: 23 years

Saba works for a company in JLT, she owns her own car and uses it to get around Dubai and also for groceries and going out with friends and family.



HIS CHALLENGES & PAIN POINTS

- ✓ She is a busy person, she tries to keep her documents in order but always loses her car registration and her parking permit.
- ✓ She rushes around between work and the gym, and always forget where she has parked the car. Unfortunately she has quiet a few fines from parking and well as speeding and always forgets to pay them on time.



GOALS/TASKS

- ✓ To check traffic updates on the regular routes.
- ✓ Get reminders about vehicle registration renewal.
- ✓ Top-up SALIK for herself.
- ✓ Get alerts and notification about SALIK/Parking times.
- ✓ Check her fines and get them paid sooner.

Some of my work



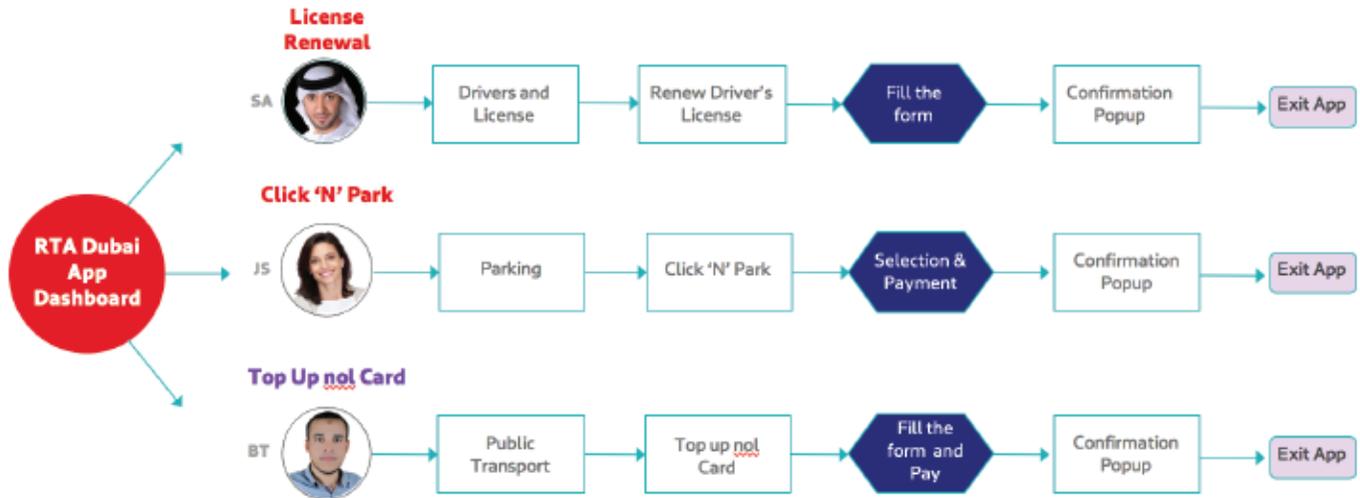
User stories/flows

I create all use-cases and fit them into the user flows, this step allows me to ensure that all situations have been addressed, if there are any pitfalls in the processes.

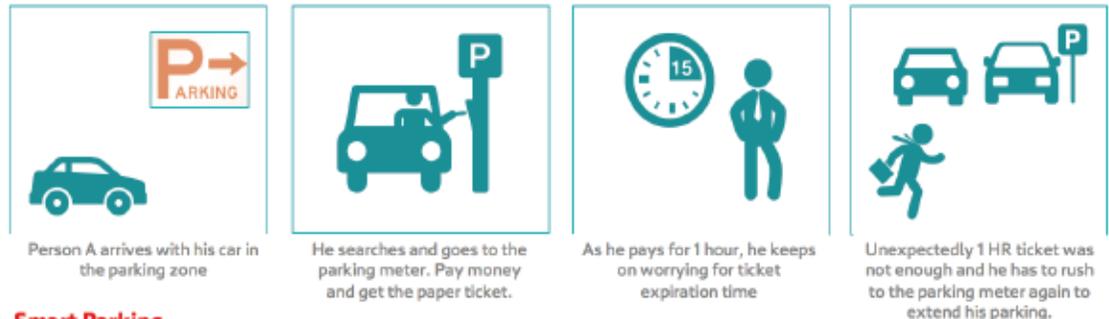
The user flows allow us to focus and safeguard that we are solving issues in a consistent manner.

The journeys and flows are shared with stakeholders as early as possible, so we can discuss with them;

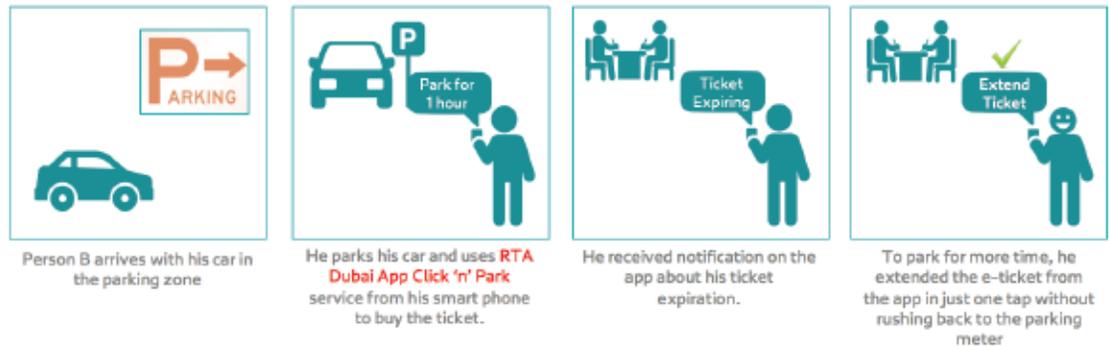
- What the issues were from a users perspective,
- How we aim to solve them,
- What system changes may need to be made to achieve the best solution.



Manual Parking



Smart Parking



Some of my work



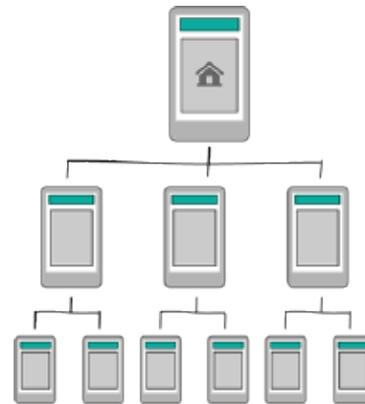
Information Architecture

Mobile devices have their own set of Information Architecture patterns. Our scope was to be innovative and my experience has shown me there are navigation patterns we can use, such as Hierarchy, Hub & spoke, Nested doll, Tabbed view, Bento box and Filtered view.

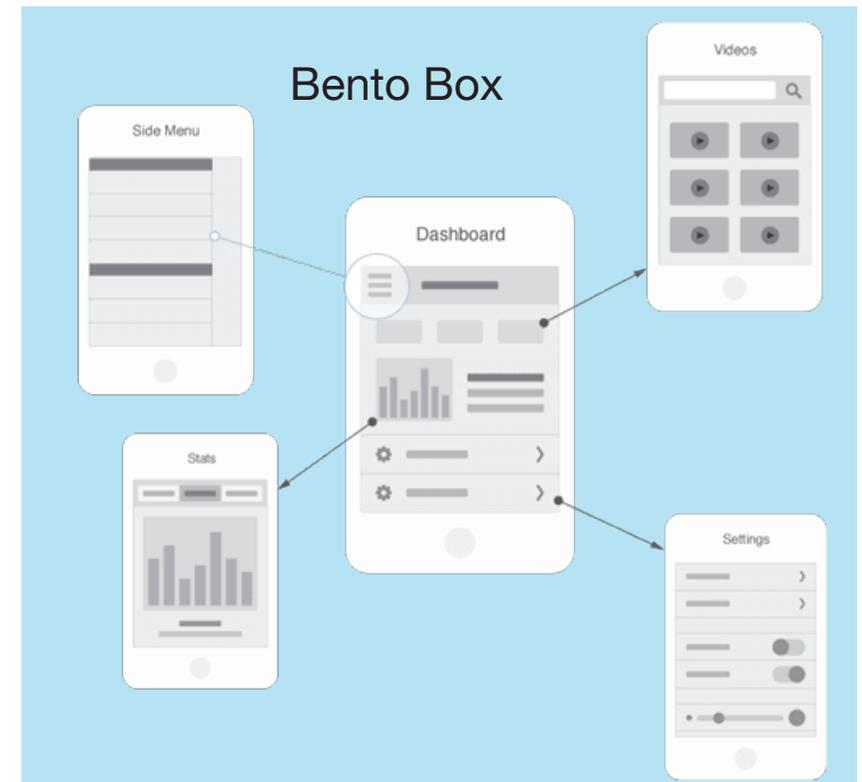
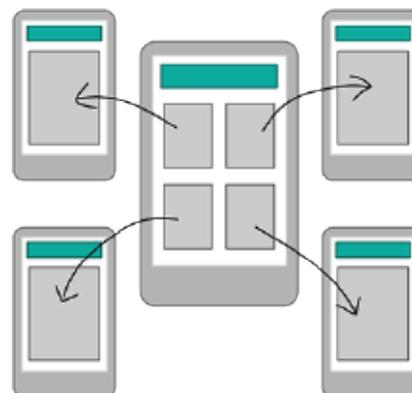
I tested a few popular app's trying to gauge which pattern would best for our case-case. For me the best one that suited our needs was the "Bento Box". This pattern brings more detailed content directly to the homescreen by using components to display portions of related tools or content. It can be really powerful as it allows the user to comprehend key information at a glance, but does heavily rely on having a well-designed interface with information presented clearly.



Hierarchy



Hub & Spoke



Some of my work

RTA

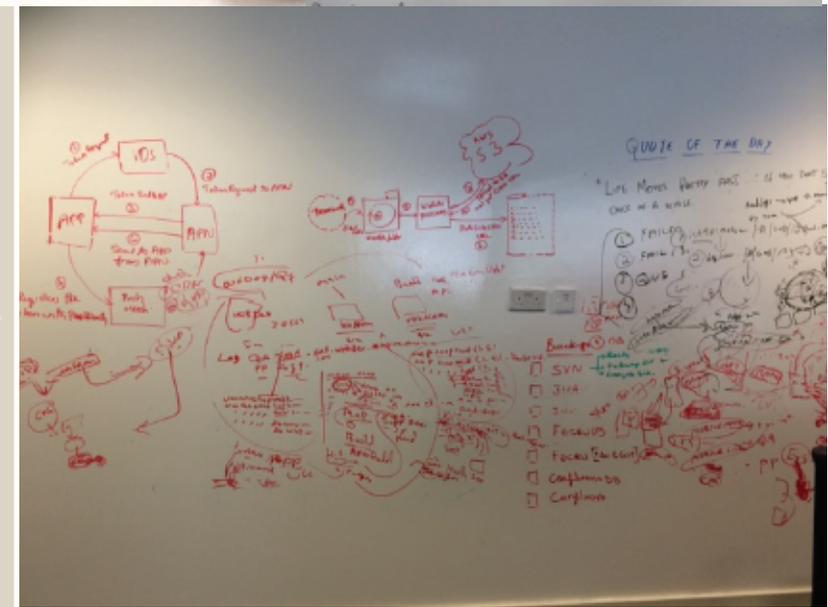
Conceptualise

By drawing and sketching low-level concepts on cards or whiteboard. I do this for a number of reasons, mainly as it allows the rest of the team to join in and provide swift feedback as I can continue the sketching and planning the flows out.

I like the team to pick up markers and join in, make alterations, edits and improvements.

The exercise allows me more flexibility to rub out concepts and add new ones, as more feedback and interaction takes place between the Users, designers and developers.

Sometimes, this exercise can get a little hectic, but it helps the team focus and engage with the process.



Some of my work

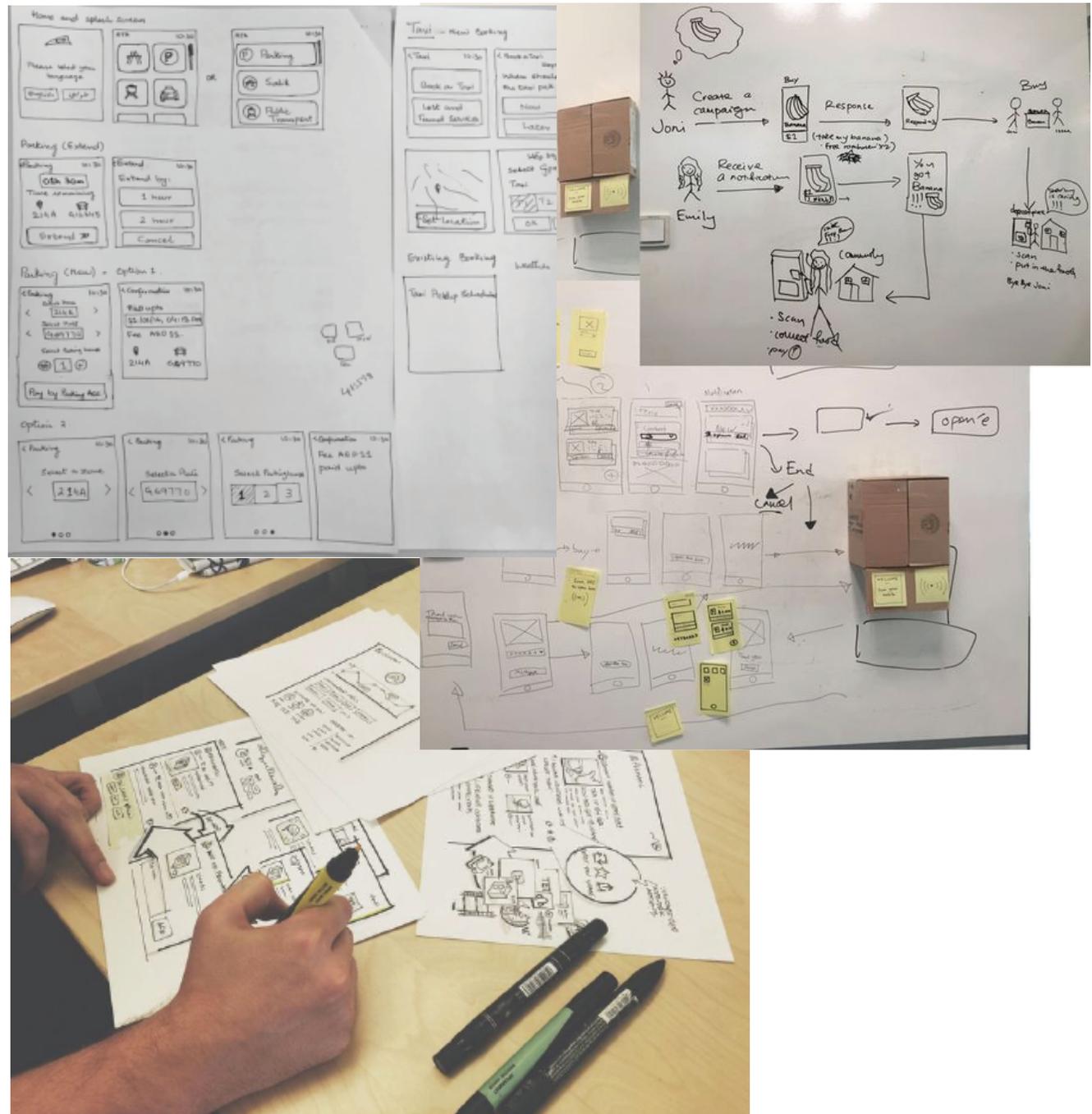
RTA

Conceptualise

I try to create a few different ideas when sketching, this allows me to work 'out of the box' and go crazy.

I find sketching fun as I can draw in pencil as it allows me to 'rub' out any mistakes. As this is rather low cost in terms of time and effort, so i can tryout different ideas.

Wearable are new area for me, it takes more a little more time to 'hash' out ideas that could work so sometimes i jump straight to using UX tools like Adobe Xd and Marvel.



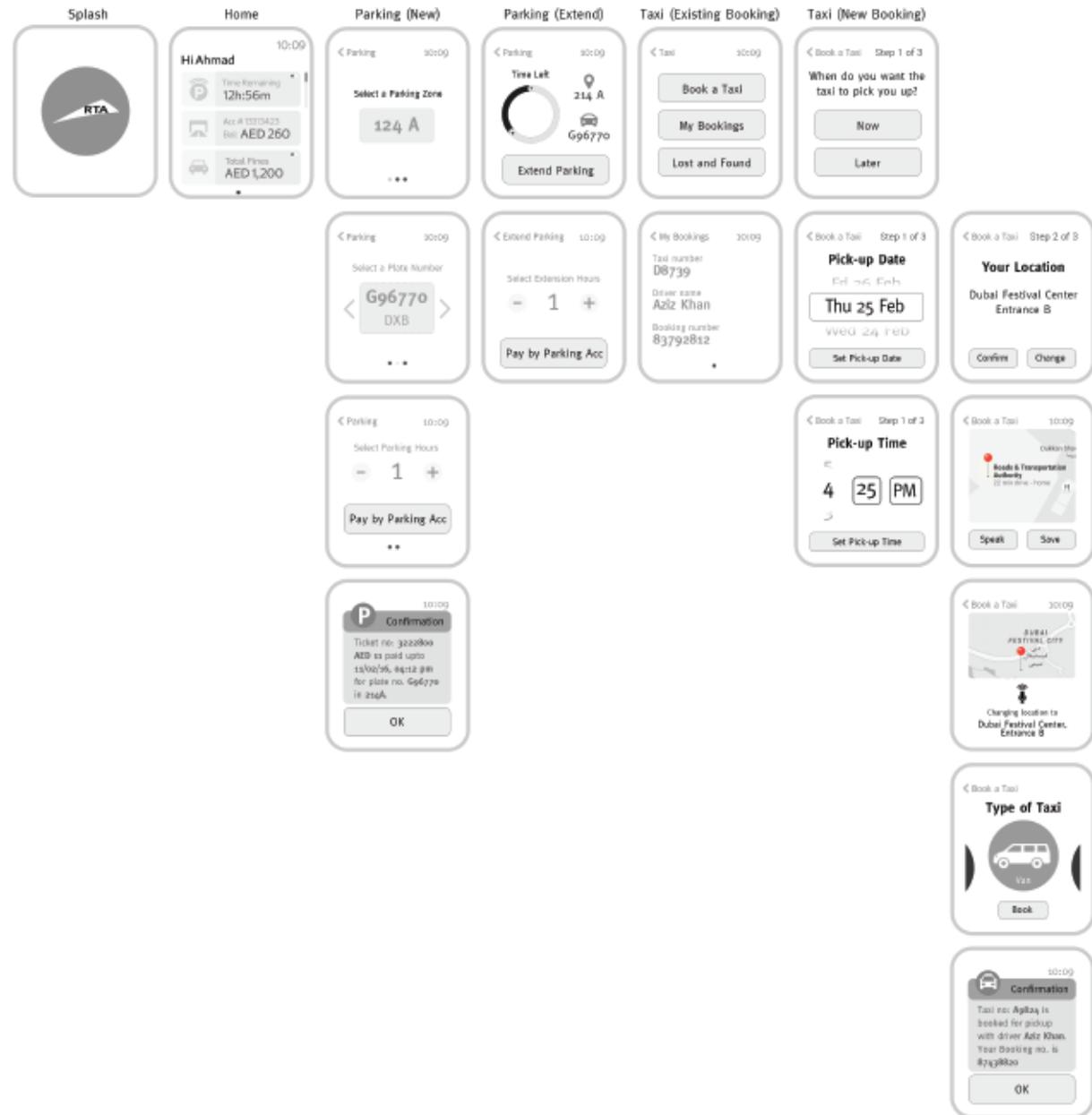
Some of my work



Wearable Wireframes

Once I knew the navigational style of the app, it was simpler for me to begin working on the wearable app. I know that I needed to be precise as to the info and 'call to action' for the watch.

RTA wearable app design



Some of my work



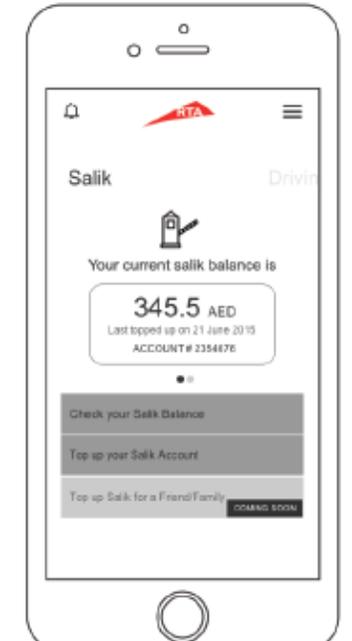
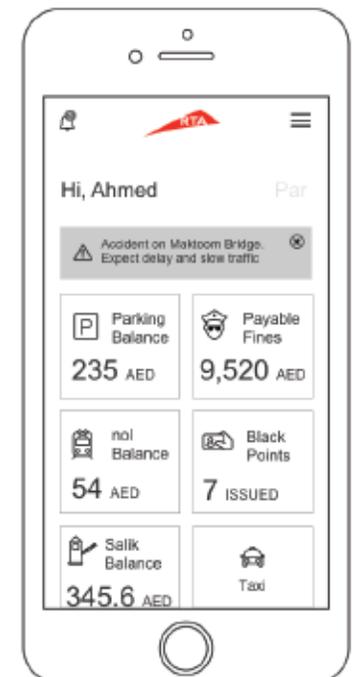
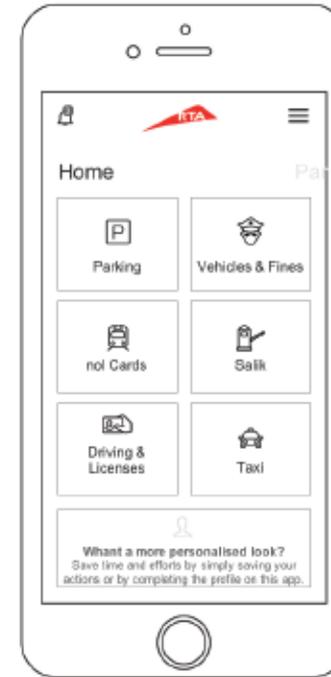
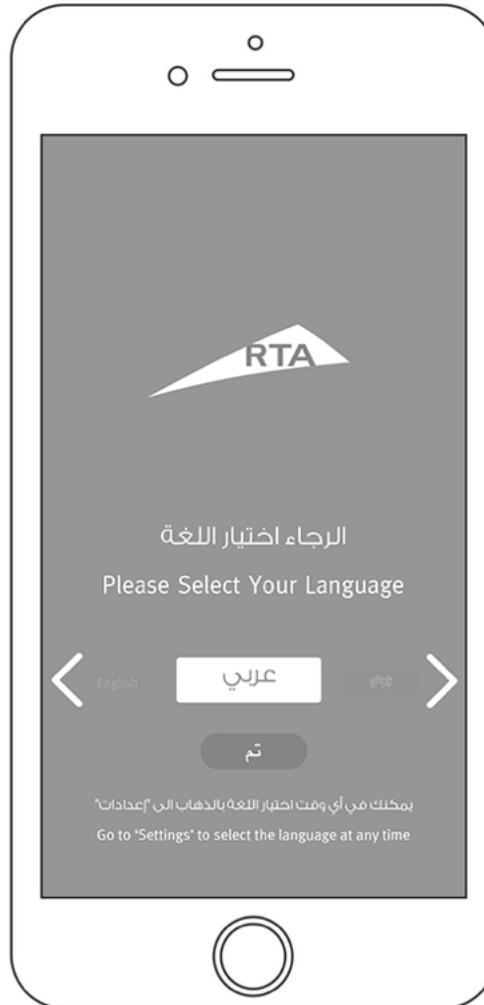
iPhone Wireframes

I started working on the wireframes once the sketch ideas were voted on.

Using Adobe Xd and Skeach I put the wires together focusing on the user journeys.

My first task was to work on the 'Dashboard', using the 'bento-box' navigation model. I wanted to allow the user to have a 360 view of them within RTA services.

I also wanted to offer the user options to personalise the app, remove tiles/info as well as move info around so what ever the user would do regularly was shown at the top.



Some of my work



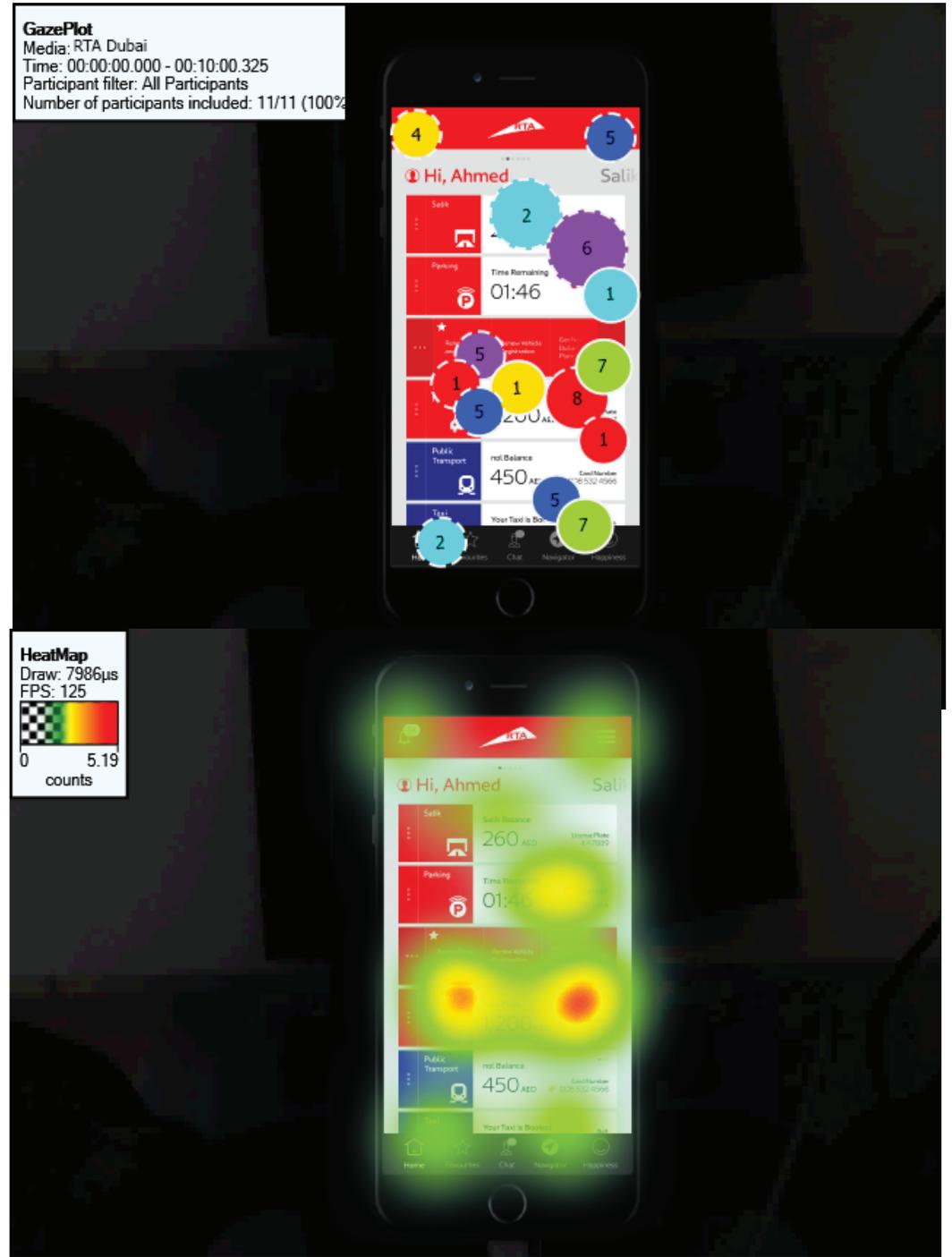
User Testing

We normally use Tobii to fully understand what pain points the user has found, accordingly we updated our new design to satisfy user.

We would ask the user to complete a task, the 'Combined Gaze' plots for 10 seconds, and confirms the observation that most users notices/focus on the new features or designs.

We also use the 'Combined heat map' e.g. the homescreen (First 5.20 seconds) which shows that most users spend time on the profile link, notifications, footer menu and the information shown in tiles.

Using this data we can update the new design and 'Call to Action'.

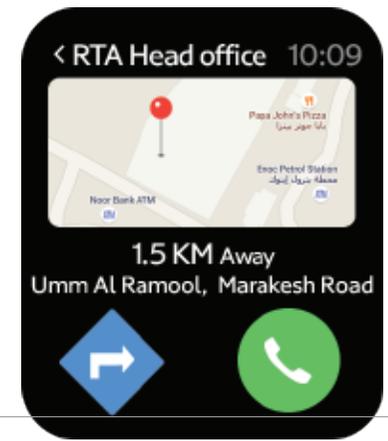
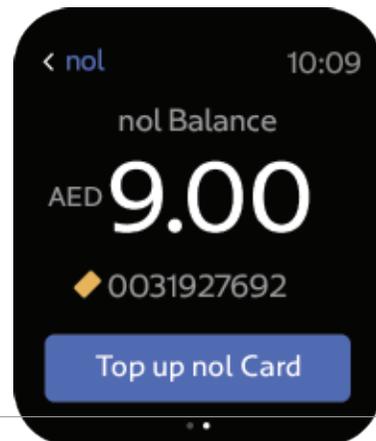
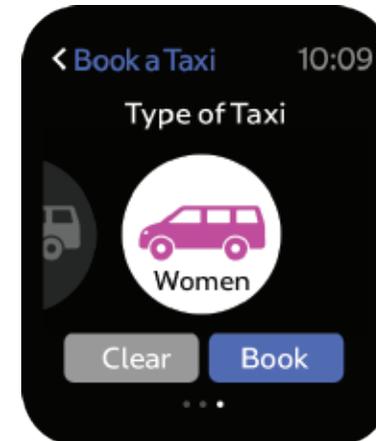
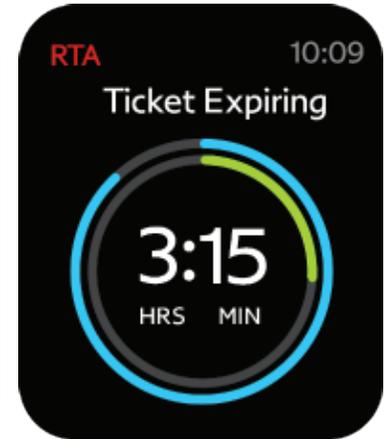
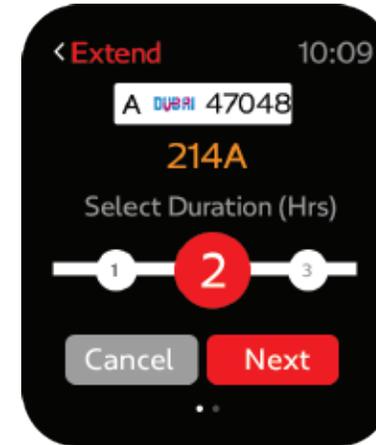


Some of my work



Wearable design

RTA would like to move to a more “User Centric” approach when designing smart applications. The new app called “Dubai Drive” will cater for all ‘Road Users’ showcasing almost 83 services ranging from Vehicle registration to Parking and Salik services.



Some of my work



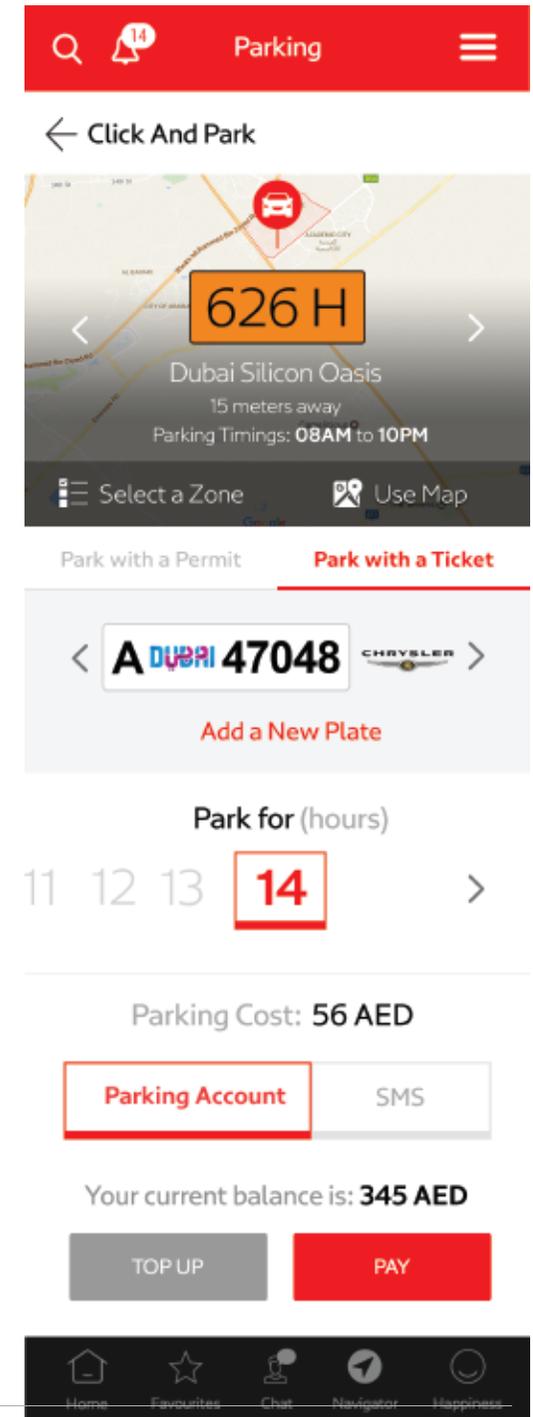
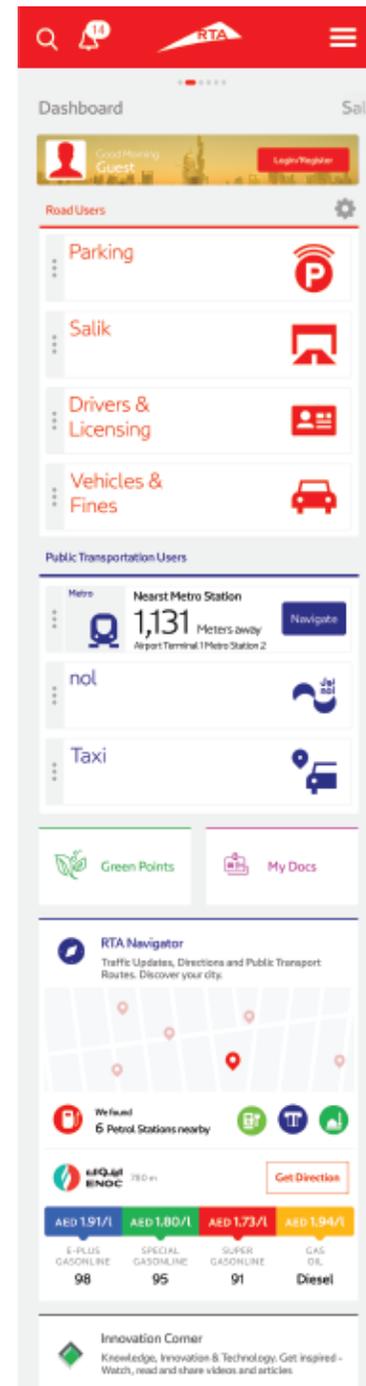
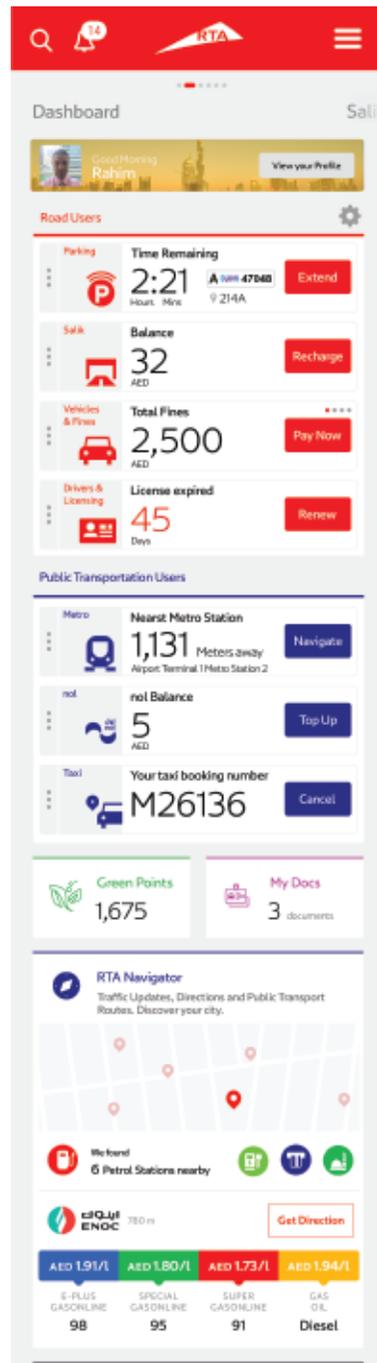
Mobile design

We conducted numerous stakeholder interviews with various RTA departments as well as user interviews and surveys to gauge user feelings about RTA smart apps. The main aim to to aline the business needs with those of the users.

For user interviews, we focused on:

- What tasks users do on the app
- How the app could help users
- What are their objectives
- What users feel is a good app

As a summary, we grouped user needs, features together with the service on offer and orchestrated final interviews with the stakeholders to align user needs and business needs and provided a few recommendations which would help users.



Some of my work



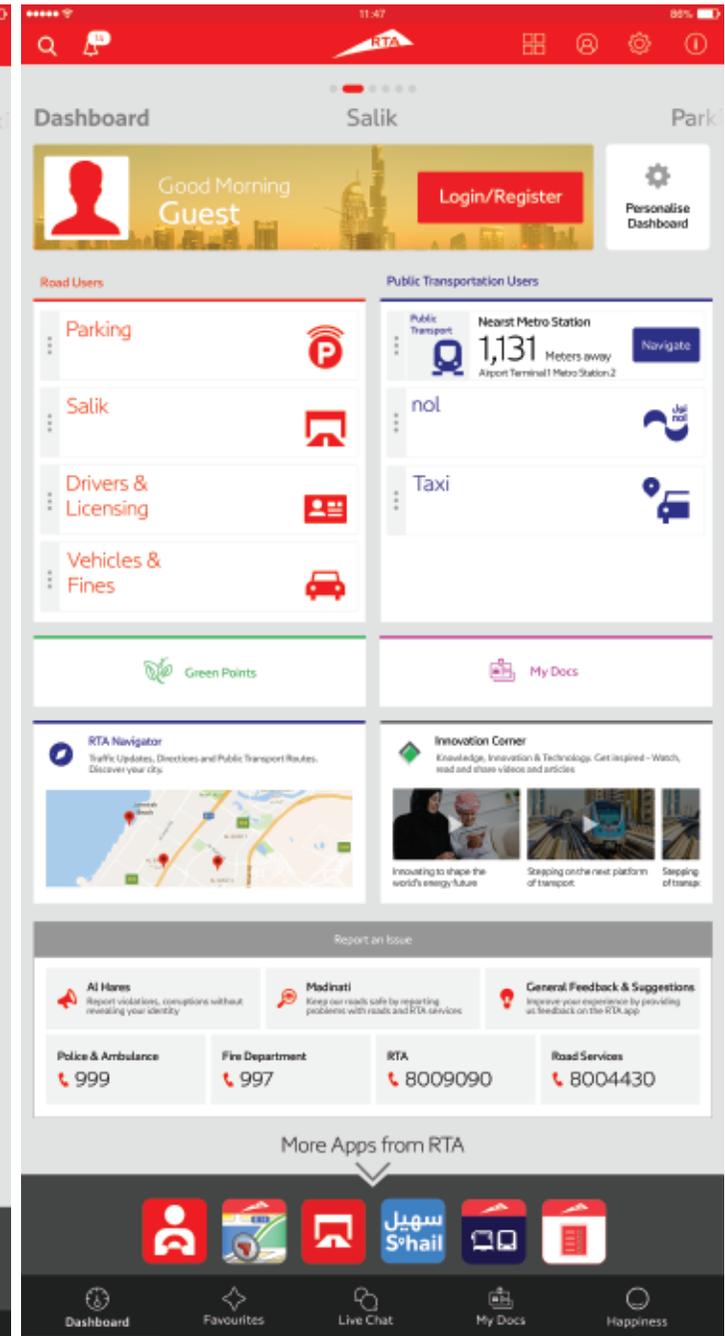
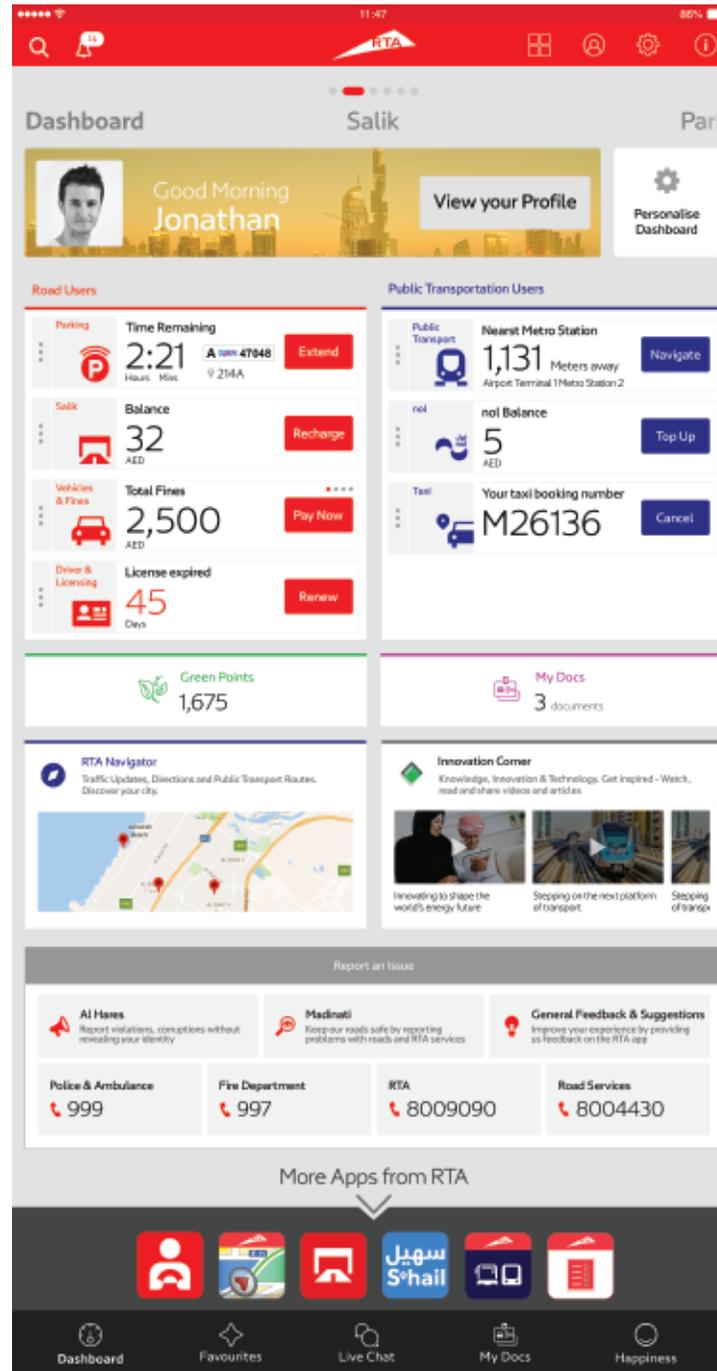
Tablet Design

From our research, we were able to construct 3 types of user persona, which cater for the type of users who would use the app.

We were able to extract the following:

- Their daily tasks/services used
- What could help them during the daily tasks
- Which apps they use regularly e.g for Salik/Parking
- Their likes/dislikes on the current app
- Their feelings when using the current app
- What frustrated them the most

We shared our thoughts with the users to gauge if we have addressed all their feedback and also to use as a barometer for future use. We discussed



Some of my work



Project outcome

The RTA Dubai app was a huge success both for RTA, stakeholders and our users. One of the ways in which we measure success are by the:

- Number of downloads
- Number of repeat users
- User feedback from app stores & ratings
- Number of complaints on our CRM
- Positive/negative comments via social media
- Winning awards voted by users and consumers

I really take great value from these types of feedback, as it has a humbling effect on me. Knowing users and peers like what we have accomplished and are positive makes me work harder to aim for more success.



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