RAVI
UX Portfolio

(Nothing fancy, just a problem solving showcase for enterprise applications)

Frito-Lay
Route Plan Assignment

Business Goals

- Design Route planning interface for Sales Rep

- iPad only

- Prioritise usability over aesthetics

- Key scenarios only

- Track task progress

- Make SR life easy

- Check-In / Check-Out feature

- Reduce stress with technology

UX Research

- Gathered requirements
- Studied competitive apps
- Interviewed merchandiser
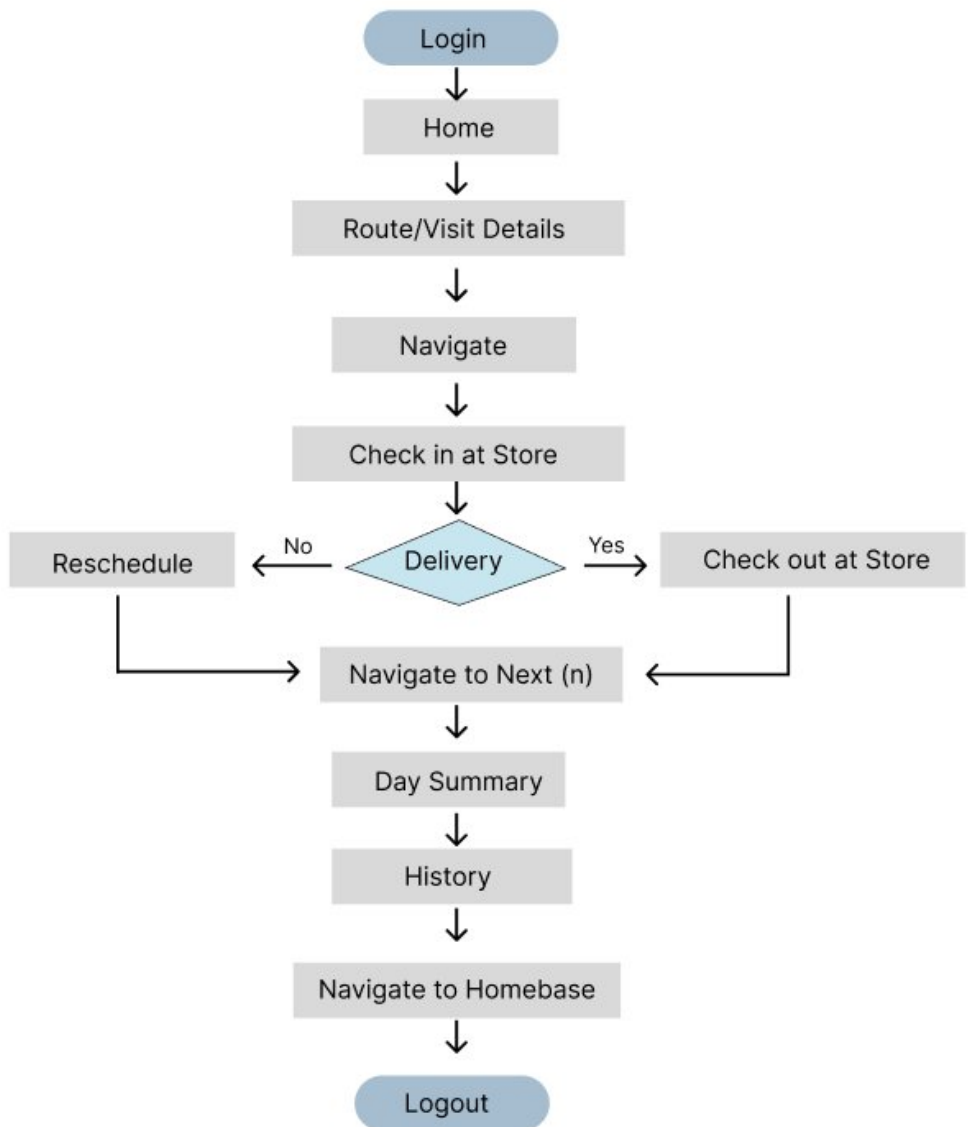- Analysed SR video interviews

UX Design

- Created lo-fi mock-ups
- Incorporated merchandiser feedback
- Figma and Mid-journey tools utilized
- Designs made for iPad only

My design thinking approach

Ravi

Understand Users ⇄ Define Problems ⇄ Explore Ideas ⇄ Prototype ⇄ Test and Implement

Mike's Happy Path

Mike C. Fox Persona
Sales Representative

Age 39
Job Sales Rep
Education BA.,
Status Married

Goals
Complete delivery route on time every day
Resolve any order issues quickly
Build strong relationships with retail store managers
Keep track of inventory and orders

Needs
Route optimization to reduce drive time
Easy order tracking and management
Intuitive app with little manual data entry
Reliable iPad/device to avoid disruptions

Frustrations
Traffic delays that throw off schedule
Returns/damages that create extra work
Technical issues with sales apps or devices
Early morning shifts

Environment
Spends days driving to retail locations
Works independently and interacts with various store managers
Routes can cover urban and rural locations
Needs to handle GPS, spotty connections, etc.

Bio
Mike has been a Sales Rep for 5 years, knows his sales territory very well. Drives a big truck for his work and knows how to park in tight spaces.
He is very organized and practical, likes planning out his day in advance.
He values working efficiently and keeping Frito-Lay customers satisfied

Welcome
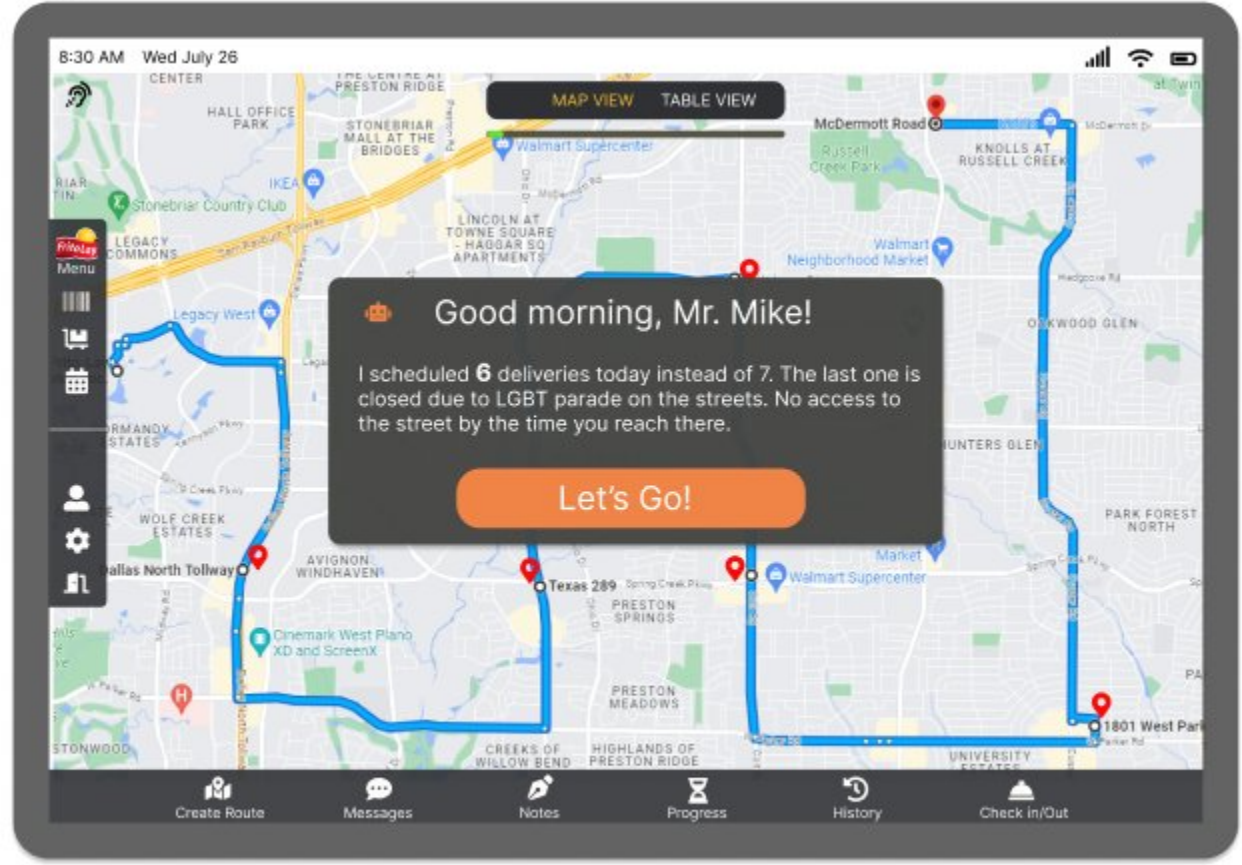
Presenting the Sales Rep's initial screen before commencing their route. This snapshot provides an overview of their starting point and relevant information to begin their sales journey.
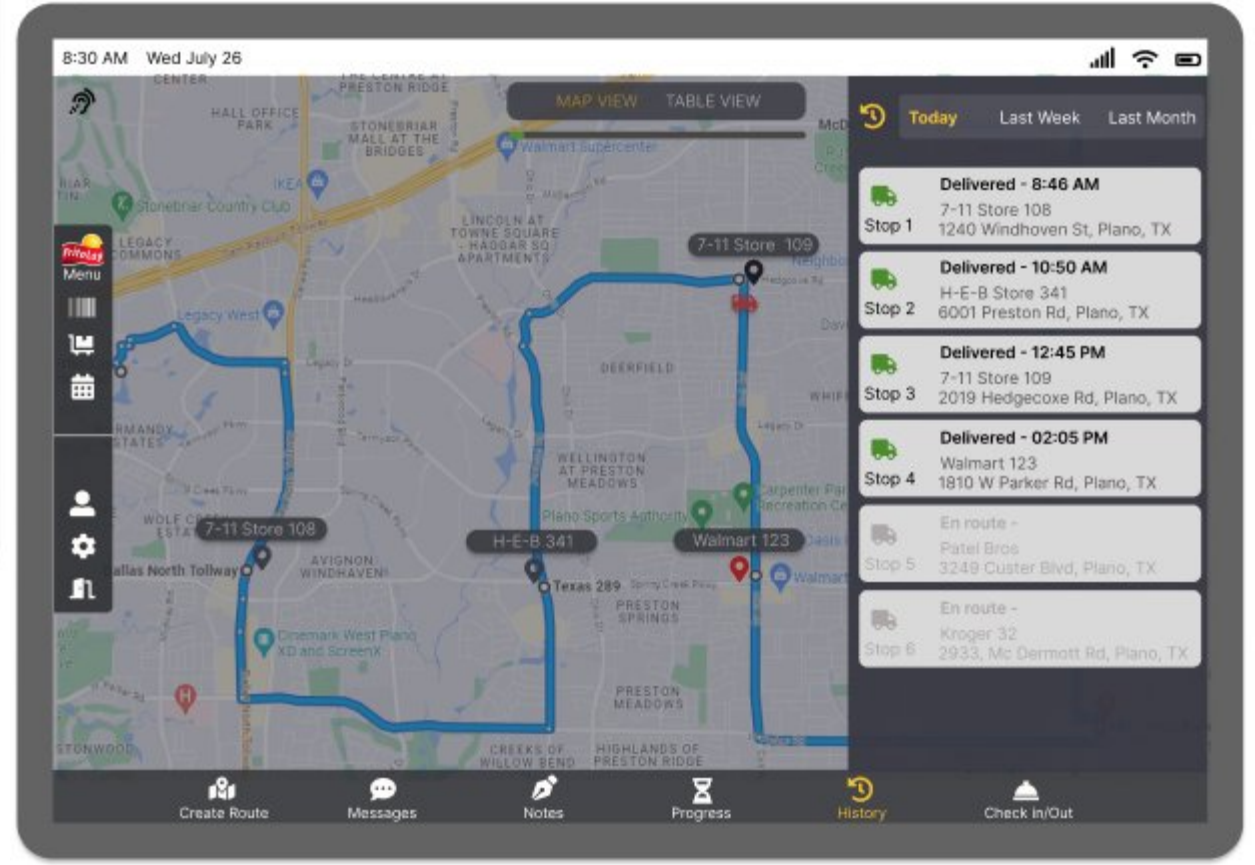
On the screen, you'll find the Sales Rep's performance history for the current session/day. Please note that the events displayed may not be in sequential order from the previous screen.
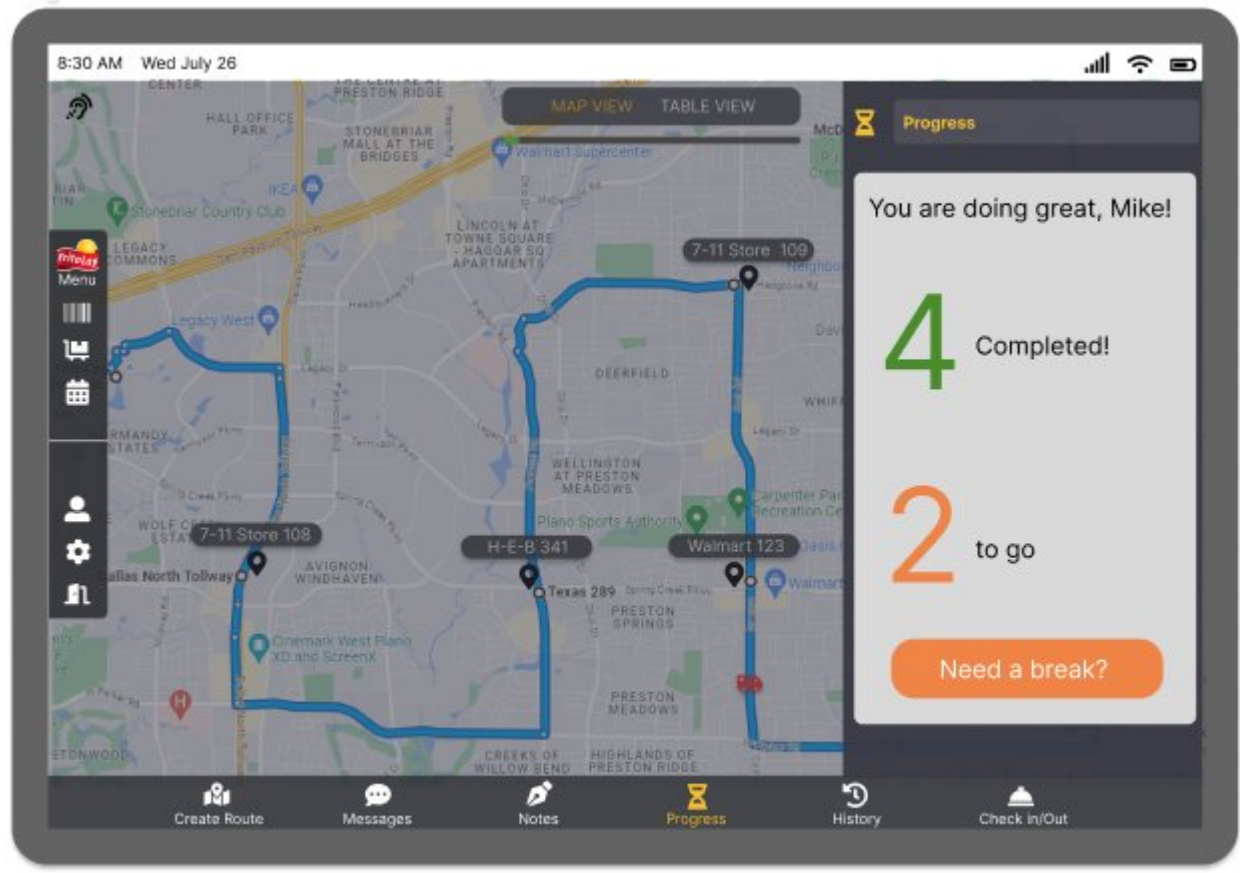
Displayed on the screen is the Sales Rep's progress report. This scenario showcases their advancements, achievements, and performance, irrespective of the order presented in the previous screen.
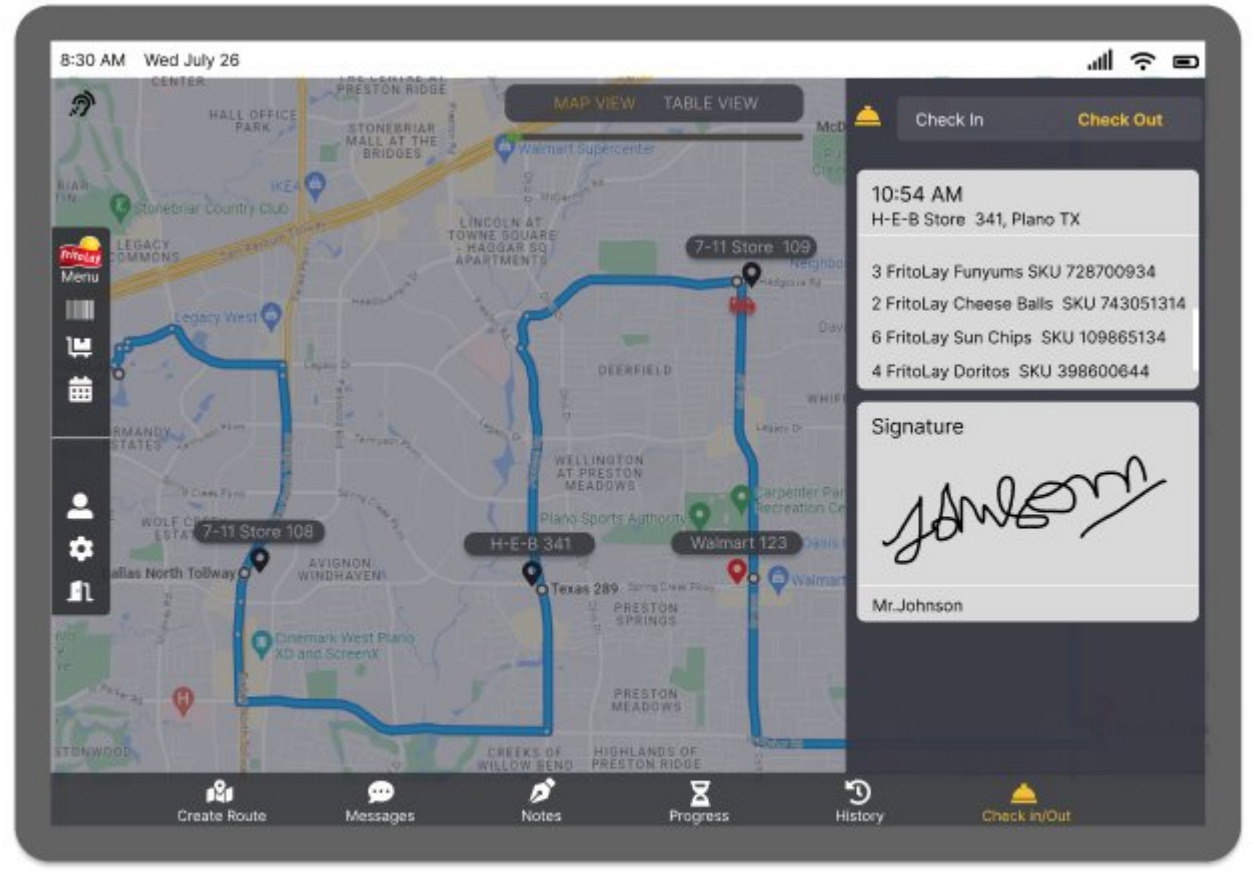
Displayed on the screen is the Sales Rep's Checkout at the store. Please note that the events displayed may not be in sequential order from the previous screen.

Deloitte
TCEQ: CCEDS/STARS Applications

Business Goals

- Redesign aging legacy applications
- Minimize application screen count
- Reduce interaction cost
- Research user pain points
- Leverage framework

- Limit number of pop-ups
- Improve overall usability
- Leverage new tools
- Reuse components
- No new business rules
- Establish design standards across applications

TCEQ (Texas Commission on Environmental Quality)
CCEDS (Consolidated Compliance Enforcement Data System)
STARS (State of Texas Air Reporting System)

UX Research

- Performed dozens of user interviews
- Performed contextual inquiry
- Created user surveys
- Analyzed survey data

My design thinking approach

Ravi | Understand Users | Define Problems | Explore Ideas | Prototype | Test and Implement

UX Design

- Created lo-fi wireframes
- Incorporated user feedback into mockups
- Validated feasibility with Dev team
- Reiterated designs
- Presented to larger user group
- Defined UX strategy
- Checked for final production design consistency

300+ Similar wireframes

Production Version

Projects
Beyond work

**Drone Delivery
Mobile App**

Business Goals

- Create first of its kind mobile app concept

- Research new possibilities on consumer end

- Incorporate game changing features

- Make clickable prototype

- Make UBER like experience

UX Research

- Researched for existing similar apps
- Interviewed drone pilots (Drone Drop app)
- Interviewed EV drivers (Nissan app)
- Competitive analysis (Austin Telco Credit Union app)
- Feasibility analysis

UX Design

- Created paper sketches
- Created hi-fi mockup in Xara app
- Developed interactions in InVision app
- Incorporated feedback into mockups
- Reiterated designs

Ravi

My design thinking approach

Understand Users Define Problems Explore Ideas Prototype Test and Implement
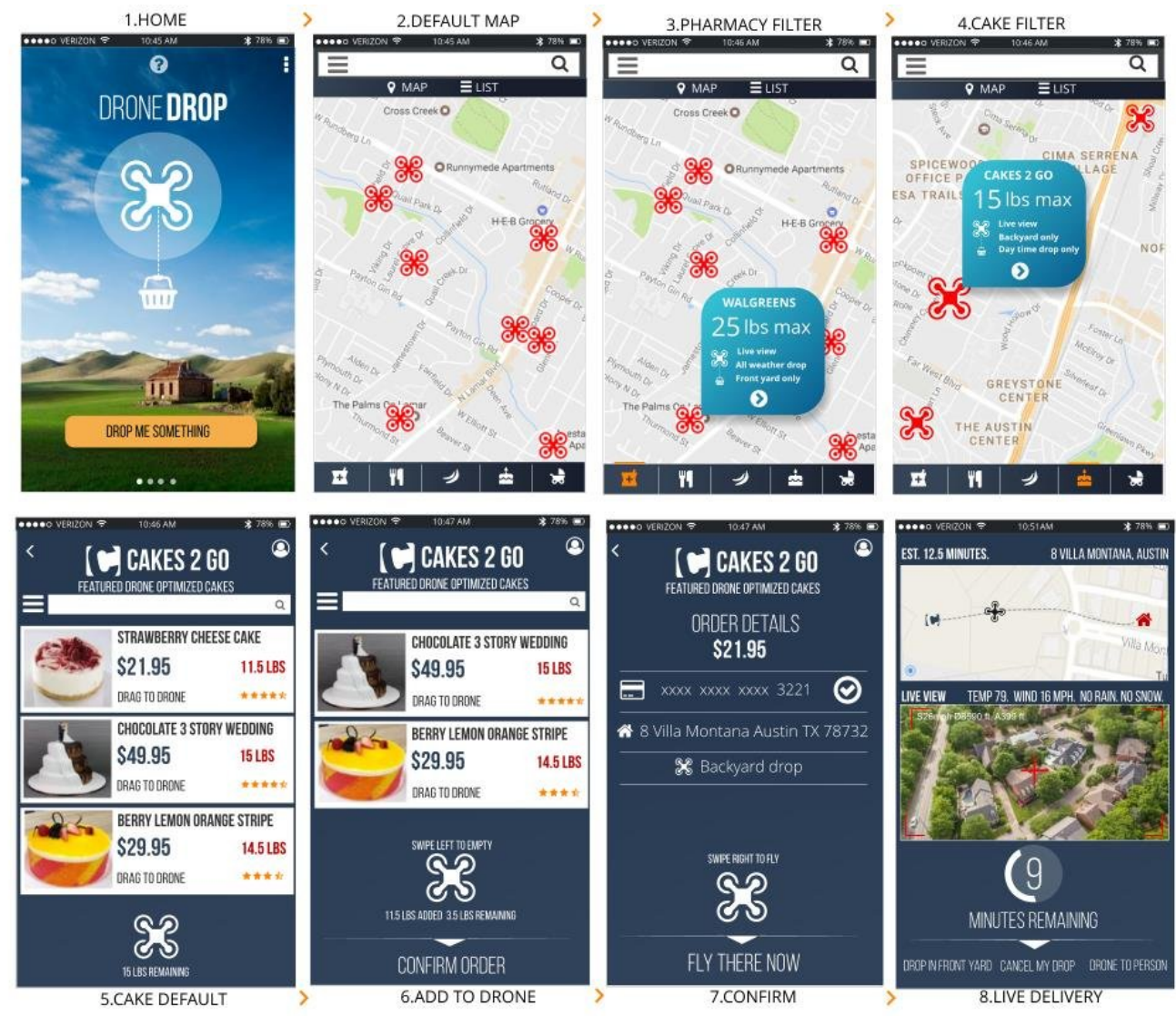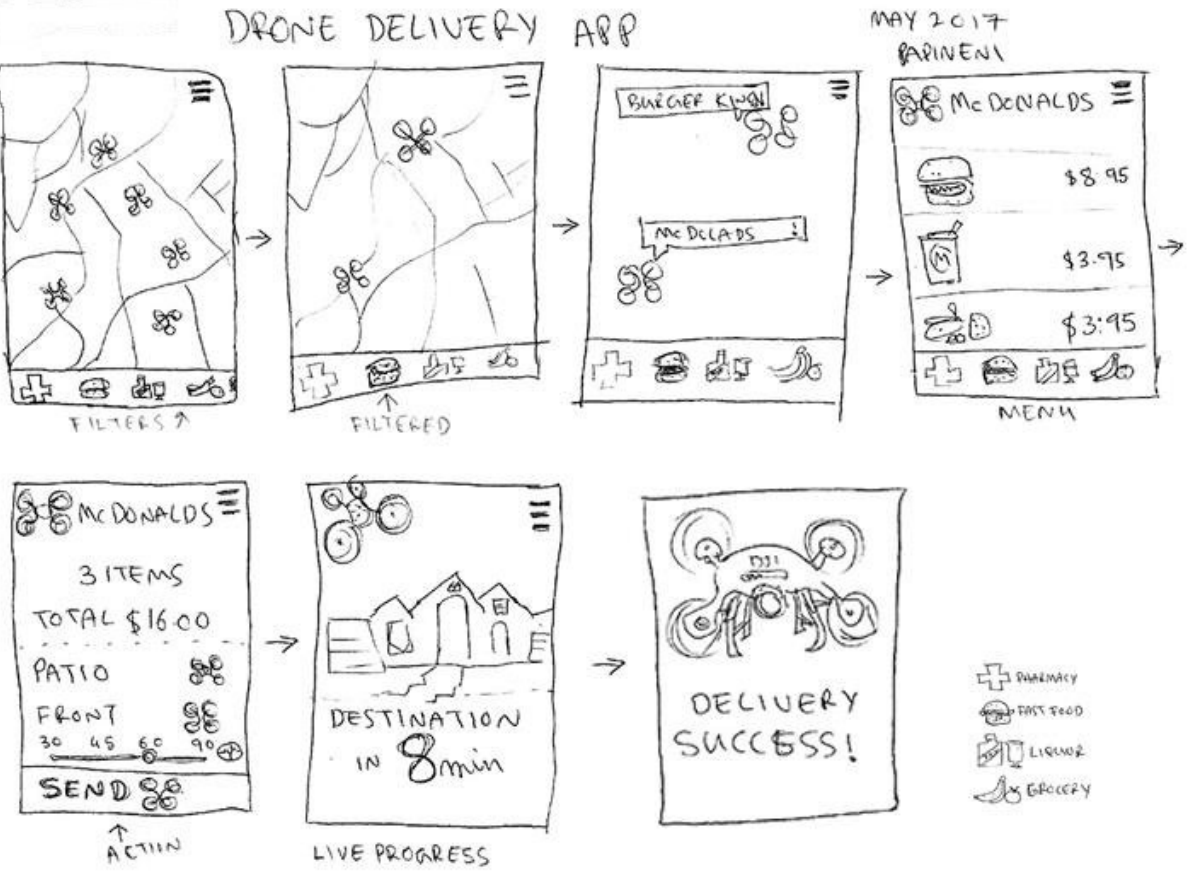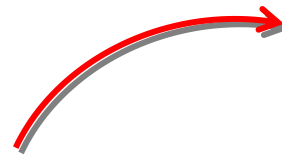
* This app has potential to address a $95 billion dollar merchandise returns problem, with cancel order in the mid-air feature!

1 2 3

Designed by Ravi

Designed by Nissan

Wasted space

Divided focus

Secondary Info

A good design shouldn't need icon legend

Wasted space
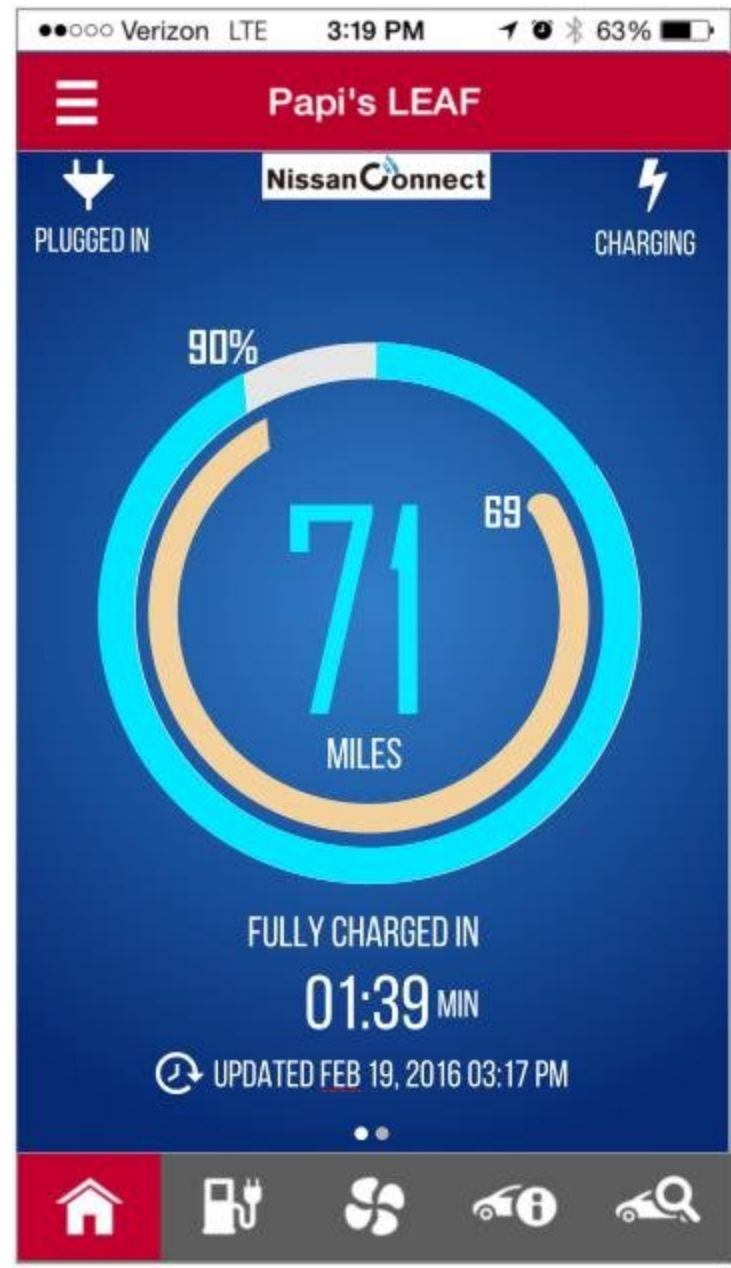
Redesigned with primary information on main screen, with big and bold numbers, reducing information overload.

1 2 3
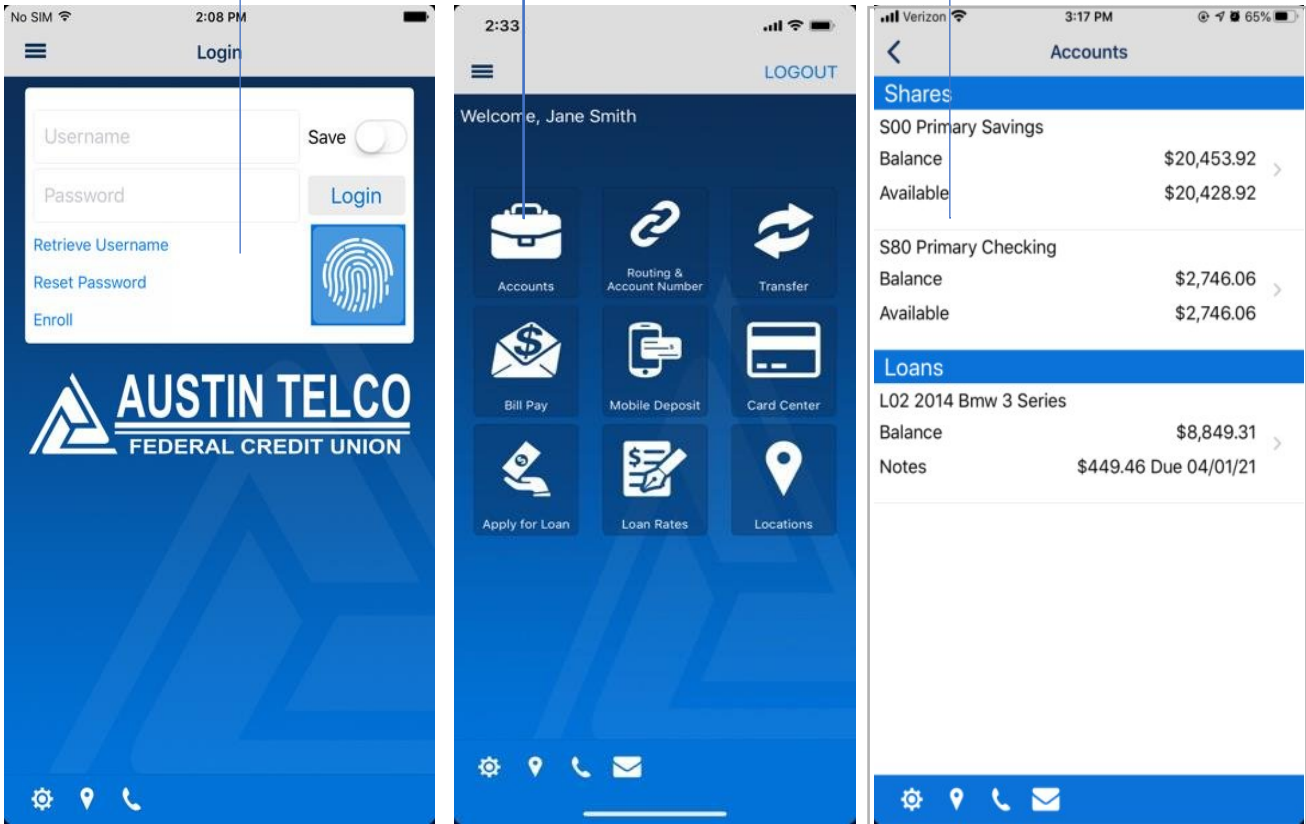
3 actions combined in one screen
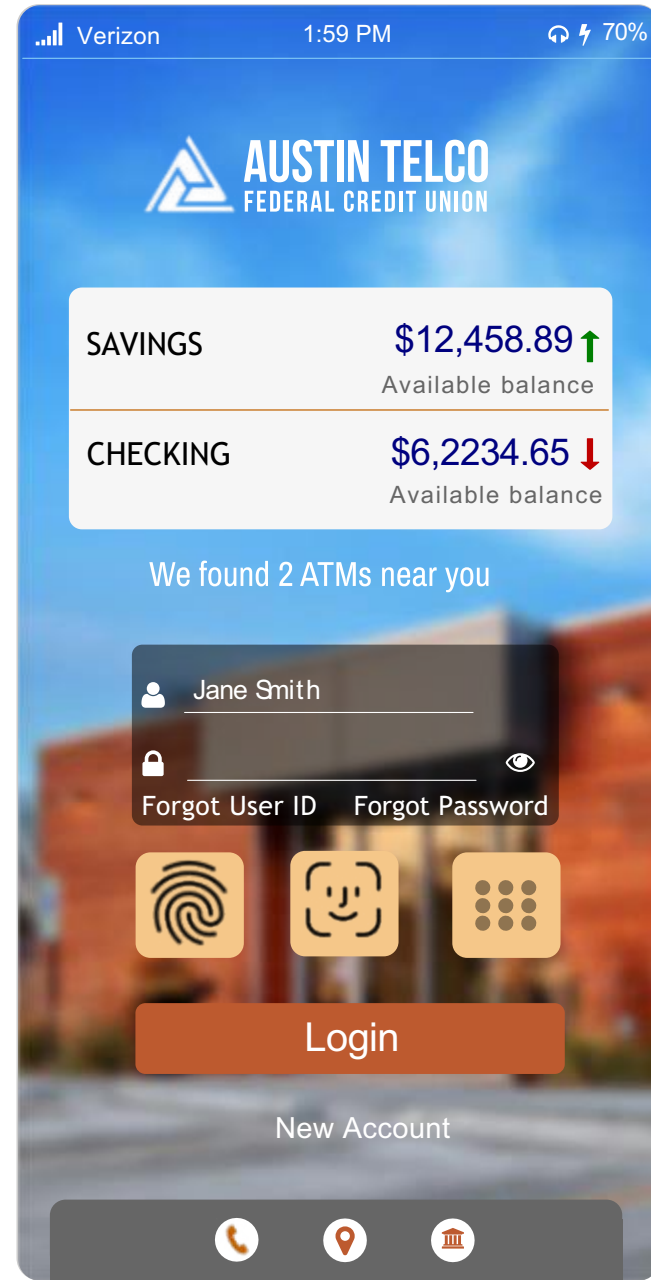
Account balances shown upfront before login process

Nearest ATM locations shown based on user location

Nearest branch building displayed dynamically in the background based on location

More secure login options

Existing design 2021

① ② ③

Existing design 2021
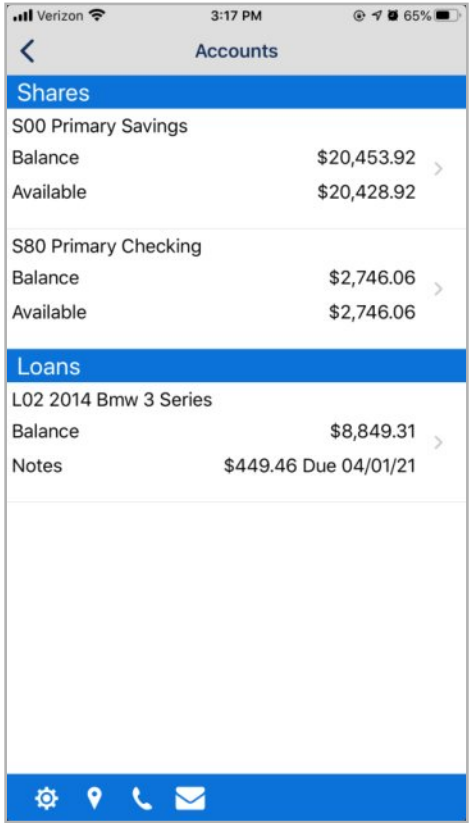
Accounts information and Transfers are combined in one screen to reduce interaction cost

Beyond Work- Austin Telco Partial Redesign

1 2 3
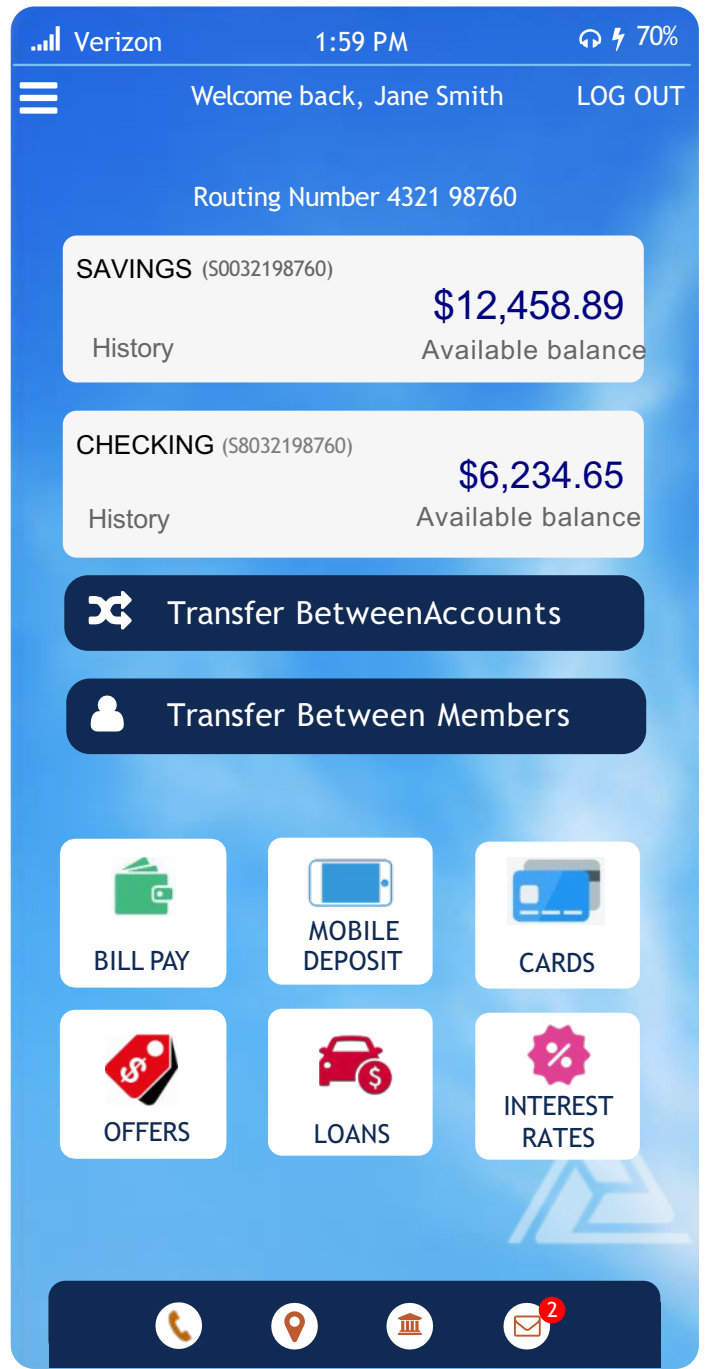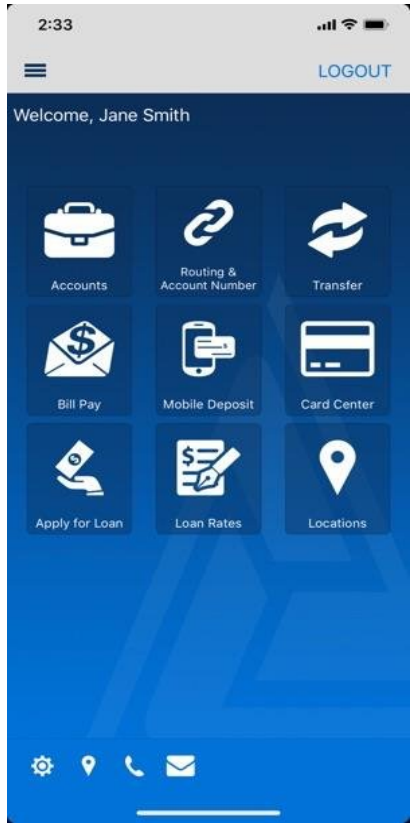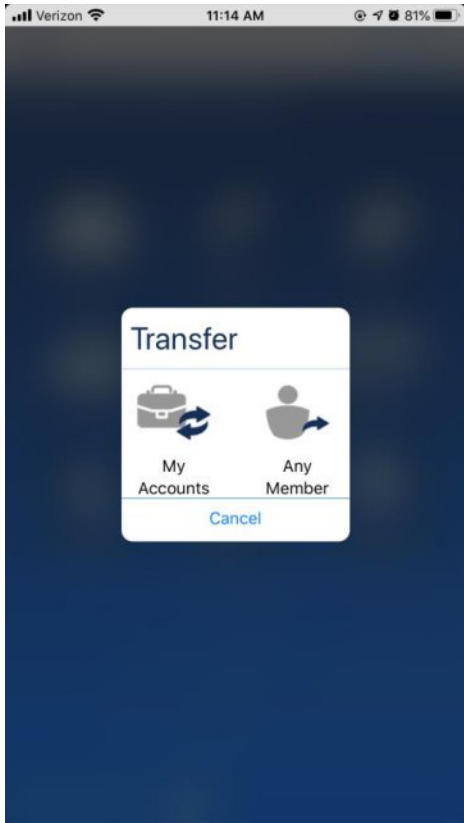
Easily swipe between 2 activities without going to main screen

Redesigned transfers screen for easy input

Upfront information on allowed transfers reduces customer calls

Existing design 2021

Verizon — 1:59 PM — 70%

Welcome back, Jane Smith   LOG OUT

BETWEEN ACCOUNTS   BETWEEN MEMBERS

From
SAVINGS $12,458.89
                                               Available

To
CHECKING $6,234.65
                                               Available

Amount $500.00

Memo   To pay for overpriced university text books.

Transfer

2 of 5 transfers allowed for this month
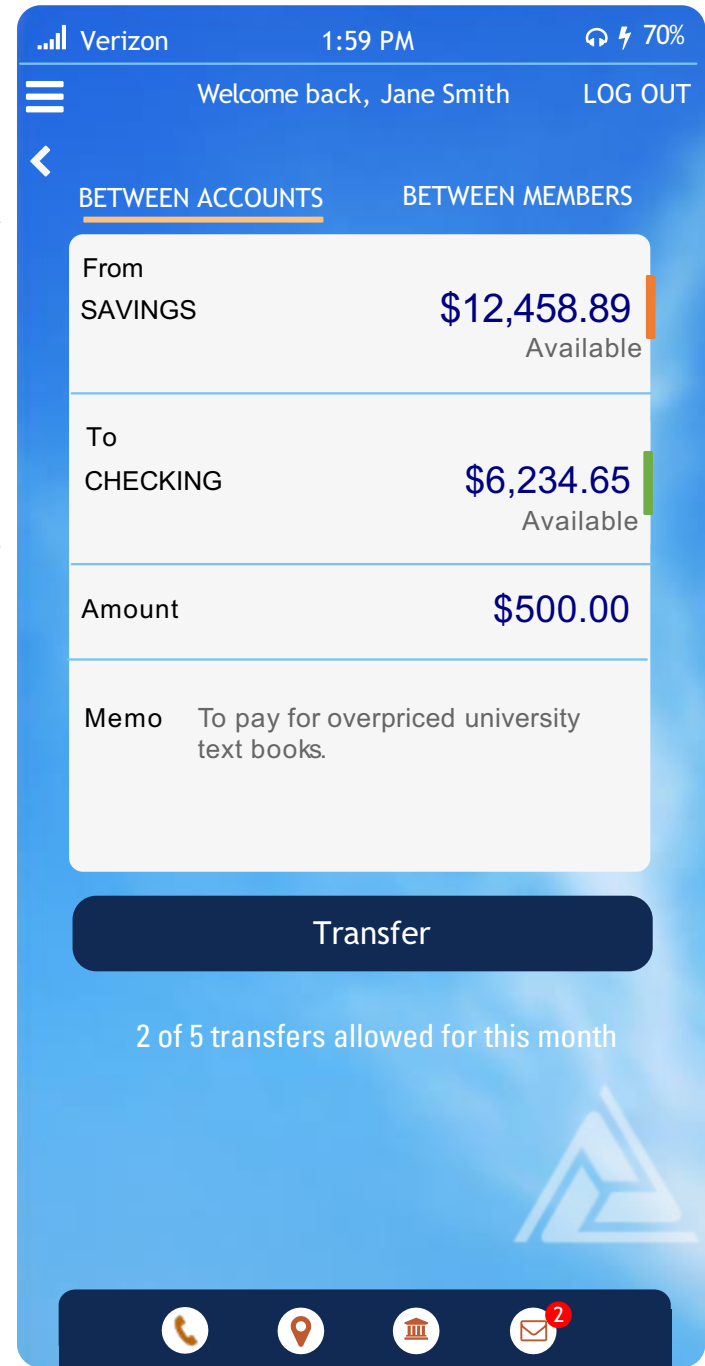
HHSC, State of TX
Community Partner Program

Business Goals

- Redesign old web presence
- Increase conversion from partners
- Make it easy to understand
- Uplift the look and feel

- Eliminate excess pages
- Focus on partner message
- Increase usability
- Must pass ADA compliance

UX Research

- Interviewed stake holders and partners
- Evaluated other agency web existences
- Determined the problem areas
- Design review

Ravi

My design thinking approach

Understand Users ⇄ Define Problems ⇄ Explore Ideas ⇄ Prototype ⇄ Test and Implement

UX Design

- Axure design tool
- Improved call to action persistency
- Presented to smaller user group
- Incorporated user feedback into mockups
- Reiterated designs
- ADA compliant

Engaging visuals

Persistent call to action on all pages

Hierarchical text explaining core value

Trust building facts at a glance

HHSC, State of TX
Document Center

Business Goals

- Redesign internal application

- Reduce support calls

- Improve usability

- Leverage new portal technology

- Minimize pop-ups

- Minimize no. of screens

- Make it sleek from existing design

HHSC (Health and Human Services)

UX Research

- Interviewed end users
- Evaluated existing design
- Recorded pain points

My design thinking approach

Ravi

Understand Users   Define Problems   Explore Ideas   Prototype   Test and Implement

UX Design

- Axure and Adobe design tools
- Created hi-fi mockups
- Validated feasibility with Dev team
- Presented to user group
- Incorporated user feedback into mockups
- Reiterated designs
- Defined UX strategy
- ADA compliant

DOCCENTER

SUPERVISOR JOHN DOE LOGGED IN
FEBRUARY 21, 1:10 PM

MENU

DASHBOARD

TASK COUNTS: | OPEN 12,594 | COMPLETED 43,1410 | AS 2856 O / 1092 C | RS 1466 O / 1001 C | QC 1989 O / 1901 C

TASK STATS

	Completed	Forwarded	Claimed	Unclaimed
AS	8500	1001	2856	1989
Index	3000	1250	2856	1092
App	4000	2516	1020	999
Redet	1500	987	560	620
RS	6500	2516	1466	1001
Third Party	6500	1466	620	1466
QC	12000	2856	1989	1901

DOCUMENT BY CHANNEL

FAX	PHONE	FACE2FACE	INTERNAL
1567	5214	2698	6214

IMAGE INGESTION OUTCOME

Received Date	03-17-17
Auto Linked	1500
Auto Routed	1234
Auto Complete	4561
Regular	1237

Total 9562

STAFF PRODUCTIVITY

Status: All   All Supervisors   ⟳ Refresh

Name	Staff Status	Login	Logout	Completed	Forwarded	Claimed
AS						
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500
John Doe	Active	8:30 am	4:30 pm	1500	1500	1500
John Doe	Inactive	8:30 am	4:30 pm	1500	1500	1500

DOCCENTER

SUPERVISOR JOHN DOE LOGGED IN
FEBRUARY 21, 1:10 PM

MENU

TASK MANAGEMENT SEARCH

Tabs: [1] Pre Def [2] Search [3] DCN/User

AS Index   Search

TASK COUNTS

All Open Tasks	(477) 100%

- 3rd Party Document (13) 2.73%
  - ThirdParty Document (13) 2.73%   Assign
- Application (116) 24.32%
- Contingency Change (3) 0.63%
- Coversheet Document (119) 24.95%
- Duplicate Application (1) 0.21%

RESULTS

👁 Show ▾

Show more rows 10 —●— 50   Assign   Unassign

	DCN	Workflow	Doc Type	Claimed By	Initial Task Created
☐	150608002060678	Index	IVR Change	Rangel, David	10-20-2015 02:01:52 PM
☑	150608002060678	Client Center Level2AS	Internal Doc	Rangel, David	10-20-2015 02:01:52 PM
☐	150608002060678	HEART Assignment	Application (In Progress)	Rangel, David	10-20-2015 02:01:52 PM
☐	150608002060678	Multi Case	Application	Rangel, David	10-20-2015 02:01:52 PM
☐	150608002060678	State Review	Internal Doc	Rangel, David	10-20-2015 02:01:52 PM
☐	150608002060678	Multi Case	IVR Change	Rangel, David	10-20-2015 02:01:52 PM

Showing 1 to 6 of 32

TASK ASSIGNMENT

◉ Staff Hierarchy ○ Staff by Role | Status: ◉ All ○ Active ○ Inactive

MANAGER	AVAILABLE STAFF LIST	SELECTED STAFF
∨ 👤 Manager	☑ 👤 UserAA6, DPUAT	☑ 👤 UserHP14, DPSIT
👤 UserAA11, DPUAT		
👤 UserAA6, DPUAT		
∨ UserBB6, DPUAT		
👤 UserBB6, DPUAT		

Distribute Tasks

State of TX
Self Service Portal

Business Goals

- Find out usability issues in online benefits forms for TX users

- Redesign Your Texas Benefits portal

- Create a persona

- Develop a storyboard

- Use best practices

- ADA compliant

Hector, the Head of Household
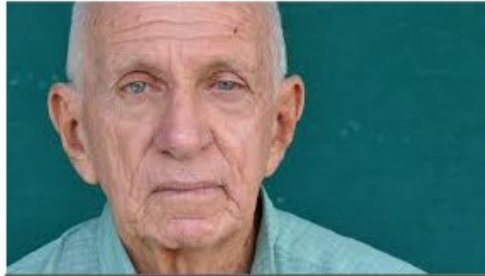
> " I want to spend as less time as possible on the computer for applying for benefits"

Age: 55
Work: Roofer
Family: 4 Children
Location: San Antonio,TX
Archetype: Manual labor

Limited tech skills

Poor English

Doesn't own smart phone

Bio

Hector is a roofer that works overtime and lives with many family members under one roof.

Hector do not carry a mobile device, and depends on elder children for computer related tasks. He generally prefers to go to benefits offices to apply for benefits.

Only recently he started using computer for status changes. Some times he calls 2-1-1 for assistance in filling application and speaks in Spanish.

Goals

- To learn English better
- To use computer without help from children
- To spend less time applying on line

Frustrations

- Benefits forms ask too many questions
- Spanish translation is not good enough on benefits site
- It takes forever to enter whole family members

Technology

Internet
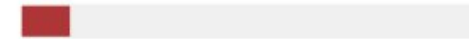
Mobile
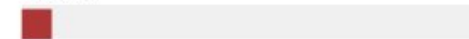
Social Network
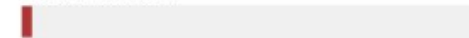
Partial storyboard shown here from a story board series

Project
Beyond work

Educational UX Posters

Business Goals

- Educate Dev team

- Peer review

- Share with UX community

- Educate product team on UX

- Explain feature creep

- Explain why usability matters
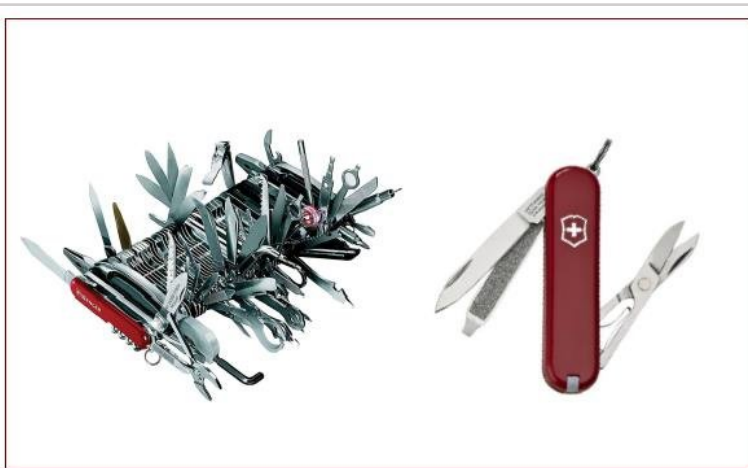
FLEXIBILITY vs. USABILITY
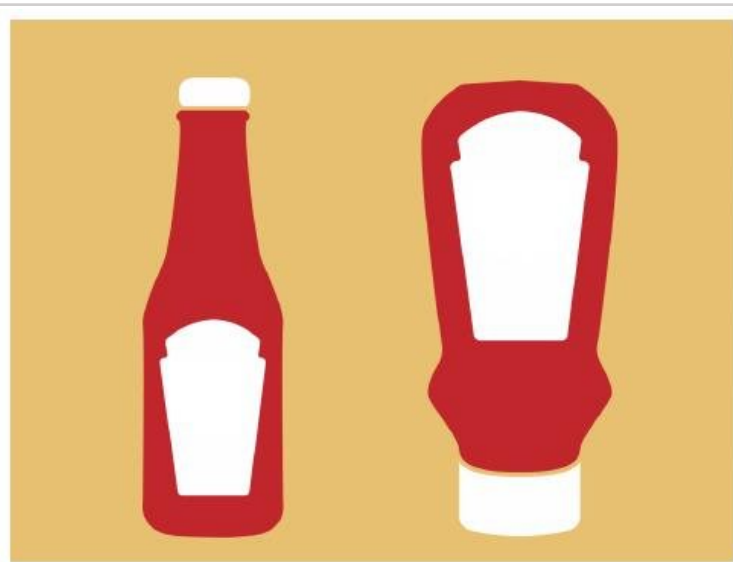
UI Vs. UX

USABILITY MATTERS

Project
Beyond work

World Black Monitor Day

Business Goals

- Set up World Black Monitor Day
- Educate designers
- Share with UX community

- Empathise blind users
- Educate Dev team
- Encourage participation world wide

Showing only partial slide show here.

Introduction

39 million are legally blind

295 million are visually impaired

73.8% encounters accessibility barriers

33.3% of websites only met minimum accessibility standards

Assistive technology equipment like refreshable braille displays are expensive to most blind users

Sources: WHO, Web AIM, Journal of Visual Impairment and Blindness

The problem

Sighted users do not understand blind user problems

- Blind users rely on assistive technology to access digital content, but many websites and applications have accessibility barriers that make it difficult or impossible for them to navigate and perform tasks.

- These barriers can include missing or inadequate alternative text for images, unlabeled form fields, and poorly designed navigation menus.

- Touchscreen devices can also pose challenges for blind users, as they require precise gestures and coordination.

- Additionally, blind users may face social and cultural barriers that limit their participation in digital society, such as inaccessible online content and a lack of reasonable accommodations in the workplace.

The Proposal

- Making designers/developers empathize with blind users

- Set user participation day for World Black Monitor Day

- Encourage sighted participants to blindfold themselves, turn off or cover the monitors for a set period of time (10 or 15 minutes) and try to navigate websites or perform other tasks using only keyboard commands or a screen reader.

- Provide resources and guidance for participants, such as a list of keyboard shortcuts, tips for using a screen reader, or a list of accessible websites to try.

- Encourage participants to share their experiences on social media using a designated hashtag, to help raise awareness and foster a sense of community around the event.

- Reach out to technology companies or advocacy groups to support the event and help promote accessibility and inclusion for blind users.

- Emphasize the importance of accessibility and encourage participants to continue learning about accessibility and taking steps to make their own websites and digital content more accessible.

The Benefits

- <mark>Increased awareness:</mark> The exercise can help to raise awareness about the challenges faced by blind and visually impaired users when accessing digital content, which can lead to increased empathy and understanding.

- <mark>Improved accessibility:</mark> The exercise can help designers and developers to identify potential accessibility issues with their content or interfaces and make necessary improvements to ensure that the content is more accessible.

- <mark>User-centered design:</mark> By taking the perspective of a blind or visually impaired user, designers and developers can gain a deeper understanding of the user's needs and preferences, which can inform user-centered design decisions.

- <mark>Inclusive design:</mark> By designing for users with disabilities, designers and developers can create more inclusive digital content and technology that can be used by a wider range of users.

- <mark>Compliance with accessibility standards:</mark> The exercise can help designers and developers to ensure that their digital content and technology meets accessibility standards and guidelines, such as the Web Content Accessibility Guidelines (WCAG) or the Americans with Disabilities Act (ADA).

Conclusion

- Designate a "World Black Monitor Day" to encourage sighted users to experience navigating a website or application without visual cues for a set amount of time.

- Share educational resources about the challenges faced by blind users and ways to promote accessibility and inclusion.

- Offer sensitivity training to staff and other stakeholders about the experiences and needs of blind and visually impaired individuals.

- Host events or workshops that promote awareness and understanding of blindness and visual impairments.

- Encourage employees to participate in volunteer opportunities that support blind and visually impaired individuals and organizations.

- Highlight success stories and achievements of blind and visually impaired individuals to help dispel myths and stereotypes.

- Foster a culture of inclusion and accessibility, where all individuals are valued and supported regardless of ability status.

Let's Talk

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- planetpapi@yahoo.com

- Linkedin.com/in/planetpapi

- Usabilitytimes.design

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