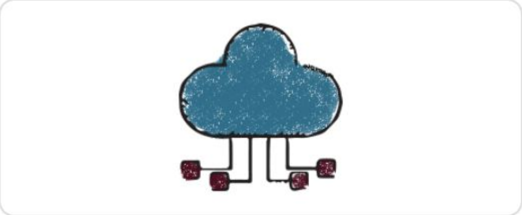
dbsync
get your apps **talking**

iPaaS Orchestrator (Cloud Workflow)

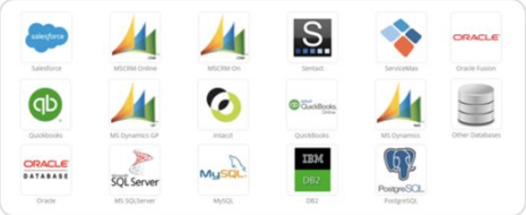
Noorul Ameen | UX Design

About Cloud Workflow

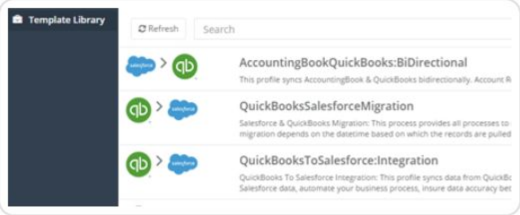
Integration Platform



Operate Any Device



Many Supported Connectors



Prebuilt Templates

Workflow Engine

Extend through APIcode

HUX.

UX DESIGNING

Product - Cloud Workflow

HUX.

- User Experience Design
- User Interface Design
- Responsive Web Design
- Dashboards & Analytics
- Inclusive Design (Accessibility)

Our Design Process

ECOSYSTEM RESEARCH
Define goals of the redesign, define users, motivations and business goals

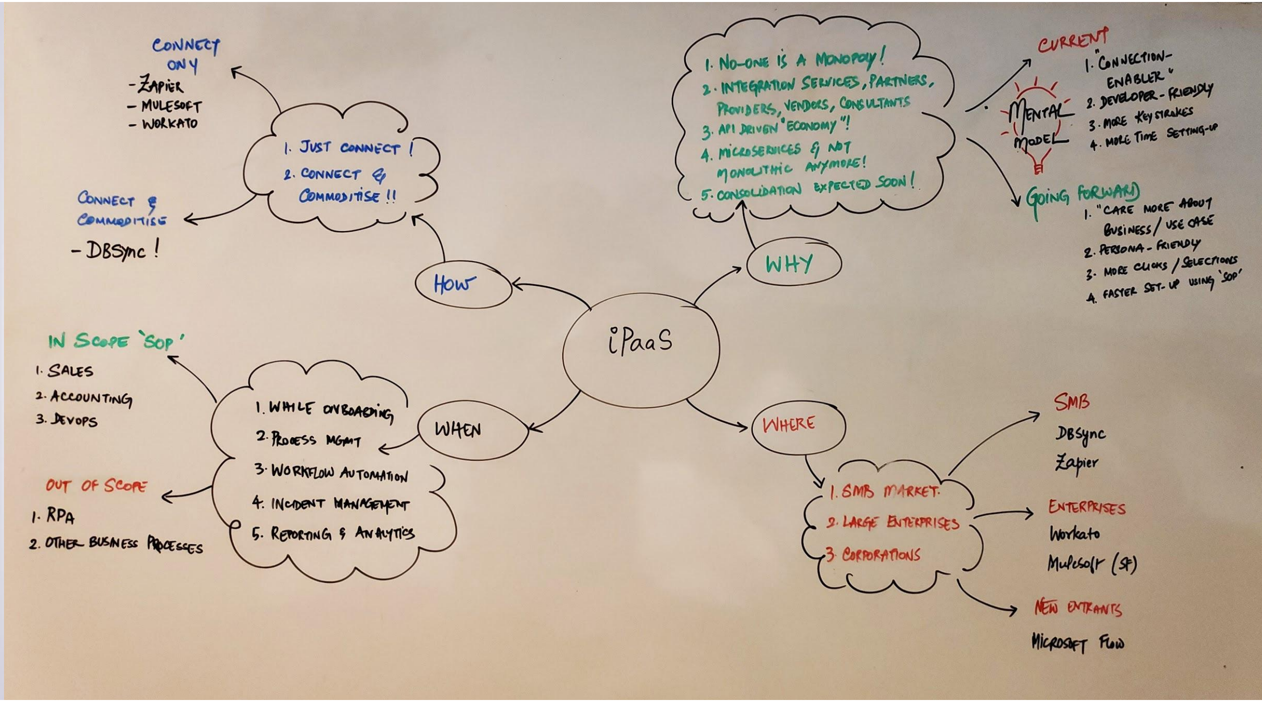
IDEATION
Analyze the content of the application, match that with the business goals and re-define the right user experience

DESIGNING
Explore design patterns and ways to visually represent the information. Sketching, wireframing, moodboards & style guides

USABILITY & EFFICIENCY
Validate the ideas, get feedback from users and or from stakeholders and quickly iterate to improve and align results

ACCESSIBILITY TESTING
Validate the UI against WCAG principles & Section 508/VPAT & render accessible UI

Problem Space



Competitor Analysis

Features	Zapier	Workato	Jitterbit	Dell Boomi	Informatica	Microsoft Flow
API	✓	✓	✓	✓	✓	✓
Accounting Integration	✓	✓	✓	✗	✗	✓
Activity Tracking	✗	✓	✓	✗	✗	✓
Ad Hoc Reporting	✗	✓	✗	✗	✗	✗
Application Integration	✓	✓	✓	✗	✗	✓
Automatic Backup	✗	✓	✗	✗	✗	✗
Balance Sheet	✗	✓	✗	✗	✗	✗
Bank Reconciliation	✗	✓	✓	✗	✗	✗
Batch Processing	✗	✓	✓	✗	✗	✓
Business Analysis	✗	✓	✗	✗	✗	✗
CRM Integration	✓	✓	✓	✗	✗	✓
Credit Card Processing	✗	✓	✗	✗	✗	✗
Data Connectors	✗	✓	✓	✗	✗	✓
Data Import	✗	✓	✗	✗	✓	✗
Data Import/Export	✗	✓	✓	✗	✗	✗
Data Mapping	✗	✓	✓	✗	✗	✓
Data Synchronization	✗	✓	✓	✗	✗	✓
Database Integration	✓	✓	✓	✗	✗	✓
Drag & Drop Interface	✗	✓	✓	✓	✗	✓
ERP Integration	✓	✓	✓	✗	✗	✓
E-mail Integration	✓	✓	✓	✓	✗	✓
Event Tracking	✗	✓	✓	✗	✗	✓
Help Desk Integration	✗	✓	✓	✗	✗	✓
Knowledge Base Management	✗	✓	✓	✗	✗	✗
Mobile Integration	✗	✓	✓	✓	✗	✓
Monitoring	✗	✓	✗	✗	✗	✓
POS Integration	✓	✓	✓	✗	✗	✗
Payroll Integration	✓	✓	✓	✗	✗	✗
QuickBooks Integration	✗	✓	✓	✗	✗	✗
Real Time Data	✗	✓	✓	✓	✗	✓
Real Time Reporting	✗	✗	✓	✓	✗	✗
Real Time Updates	✗	✓	✓	✗	✗	✓
SMS Integration	✓	✓	✓	✗	✗	✓
Sales Integration	✓	✓	✓	✗	✗	✓
Social Media Integration	✓	✓	✓	✗	✗	✓
Third Party Integration	✓	✓	✓	✓	✗	✓
User Management	✓	✗	✓	✗	✗	✓
Website Integration	✓	✓	✓	✗	✗	✓
eCommerce Integration	✓	✓	✓	✗	✗	✓

Features	Asana	Trello	MS Project Plan
@mentions	✓	✓	✗
API	✓	✓	✗
Access Control	✓	✓	✗
Activity Dashboard	✓	✓	✗
Activity Management	✗	✓	✓
Activity tracking	✓	✓	✓
Assignment Management	✓	✓	✗
Automatic backup	✓	✓	✗
Automatic Notifications	✓	✓	✗
Calendar Management	✓	✗	✗
Calendar Sync With Google	✓	✗	✗
Charting	✓	✗	✓
Chat	✓	✗	✗
Client Management	✓	✗	✗
Collaboration Tools	✓	✓	✓
Collaborative Review	✓	✓	✗
Collaborative Workspace	✓	✓	✗
Commenting	✓	✓	✗
Communication Management	✓	✗	✓
Configurable Workflow	✓	✓	✗
Custom Charts	✓	✗	✓
Custom Fields	✓	✓	✗
Customizable Templates	✗	✗	✓
Data Import/export	✓	✓	✗
Data Synchronization	✓	✓	✗
Data Visualization	✓	✗	✓
Deadline Management	✓	✓	✗
Document Management	✓	✗	✗
Document Storage	✓	✓	✗
Drag & Drop Interface	✓	✓	✗
E-mail Integration	✓	✓	✗
E-mail Notifications	✓	✓	✗
File Management	✓	✓	✗
Gantt Charts	✗	✗	✓
Goal Setting/Tracking	✓	✗	✗
Milestone Tracking	✓	✗	✓
Multiple Projects	✓	✓	✓
Permission Management	✓	✓	✗
Planning Tools	✓	✓	✗

Features	ActiveCampaign	MailChimp	PersistIQ
A/B Testing	✓	✓	✓
API	✓	✓	✓
Activity Dashboard	✓	✓	✗
Activity Tracking	✓	✓	✗
Assessment Management	✗	✓	✗
Automated Scheduling	✓	✓	✗
Automatic Notifications	✓	✓	✗
CRM Integration	✓	✗	✓
Campaign Analysis	✓	✓	✓
Campaign Management	✓	✓	✗
Campaign Planning	✓	✗	✗
Campaign Segmentation	✓	✓	✗
Chat	✓	✗	✗
Click Tracking	✓	✓	✗
Collaboration Tools	✗	✓	✗
Contact Database	✓	✗	✗
Contact History	✓	✗	✓
Contact Management	✓	✗	✗
Content Management	✓	✓	✗
Custom Fields	✓	✓	✗
Custom Database	✓	✓	✓
Customer Segmentation	✓	✓	✗
Customizable Templates	✓	✓	✗
Data Import	✓	✓	✗
Data Import/Export	✓		✗
Demographic Data	✓	✓	✗
Design Management	✓	✓	✗
Drag & Drop Interface	✓	✓	✗
Drip Marketing	✓	✓	✗
Email Distribution	✓	✓	✗
Email Integration	✓	✓	✓
Email Marketing Management	✓	✓	✗
Email Notifications	✓	✓	✗
Email Templates	✓	✓	✓
Email Tracking	✓	✓	✗
Engagement Analysis	✓	✓	✗
Event Tracking	✓	✗	✗
Event Triggered Actions	✓	✓	✗
Forms Management	✓	✗	✗

Customer Journey Mapping

Devops

	INVOLVE	UNDERSTAND	PLAN	EXECUTE	DELIVER	MAINTAIN
GOAL	Collaborate with presales team to understand Client's requirement	Connect with the Client and understand the holistic requirement	Prepare scope document and propose the solution	Brainstorm & implement the solution through iterative process	Successfully deliver the solution committed based on updated SOW	Continuous improvement cycle
STEPS	Understand > Relate > Share	Interview > Understand > Discuss	Research > Document > Propose Solution	Assign > Provide access > Follow Lean Dev/Testing Process	Deliver > Take Client Feedback > Improve	Get Client Req. > Find Loopholes > Modify Process
DOING	1. Accept the meeting 2. Join the meeting 3. Pre-sales gives brief of the client and their requirement 4. Dev-Ops try to relate through past experience 5. Shows some relavant work or example 6. If could not relate 6.1.Take it as challenge and buy some time for research on the same	1. Pre prepare set of questions to understand from Client 2. Get into the discussion with client over call /through physical meeting depending on demography 3. Listen to the client and try to understand the problem 4. Asks relavant questions to the client 5. Debrief the discussion back to client for clear understanding 6. If both are on same page 6.1. Receives confirmation on understanding If there would have been gap in understanding 7. If there would have been gap in understanding 7.1. Try to discuss more and get the problem statement right 8. Draft a mail of MOM, share across the team and client 9. Get sign of on that and proceed to the next stage of planning solution	1. Do a basic research on best fitted solution 2. Start documenting as SOW for client. SOW doc will have 3. Problem addressed 4. Prospective solution 5. Delivarable timeline 6. Cost structure 7. Relavant past example of similar solutioning 8. Share document with client 9. If client disapproves due to costing /timeline 9.1. Re-research on alternative solution 9.2. Redo the SOW and share back 10. If client do not have idea of solution type 10.1. Take a call, explain the convenience client on the capability 11. If client have idea 11.1. Sign off the scope 11.2.Client approves 11.3. Sign off the scope	1. Delegate the team with proper role and responsibility 2. Start with the developement, start writing the script 3. Send the code to git or any softwareware checkin tool 4. Make a Build 5. If the build is <Successfully> made 5.1. Push the code for test 5.2. Decide on what type of testing is needed (Load test etc) 6. If test <Fails> 6.1. Report the issue 6.2. Send back to development 7. If test is <Successful> 7.1. Get into the next stage that is moving the code to production server 7.2. Code running <Successfully> in production 8. Start deployment 9. <Successfully> deployed 9.1. Deliver the solution 10. Deployment <Failed> 10.1. Back to development 11. Code running <Failed> in production 11.1.Back to development 12. If the build is <Failed> 12.1. Rewrite the code and scripts and push new code again to git or any software chechin tool	1. Give official mail to the client on Delivery 2. Client Review the system 3. If he is <satisfied > 4. Acknowldge with sign off 5. If he is <Not satisfied > 5.1. Identify the loophole and fix the issue 6. After succesfully fixing take delivery sign off	1. Identify the bottleneck/Loophole 2. Assign among the team 3. Fix the bottleneck 4. Plan to automate the system
THINKING	1. The new opportunity sounds interesting? 2. Do we have the expertisation needed for this project? 3. Do we get enogh time to execute it? 4. Do we have enough resource on this? 5. Do we need to procure any new tool/software for this?	1. Do the client understand the solution? 2. Hope we are not blowing his budget 3. Are we on same page understanding the problem?	1. Can we convince the client on this solution? 2. Can we convince him on the timeline? 3. Hope client adhere to the signed SOW 4. Hope our solution seems a value for investment	1. Hope the requirement do not drift much as it is affecting the proposed solution 2. Can the process be done in any more efficient way 3. Hope our stack is modern enough with strong infrastructure? 4. Are we adhering to all security compliances ? 5. Are we providing credential to the right person ?	1. Hope the security on the clients end has been build strong 2. Hope they do understand the value of the solution	1. What are the improvement area of this system 2. Can it be optimized more? Are the client facing any issue?
FEELING	Overwhelmed Confident	Anxious Feel of inadequet information Need of more research	Ensure on what to trust Disappointment Optimistic Energetic	Ensure trust Frustration, Feeling to give up Self boosting Feeling to call for help	Excited Inquisitve Happy Feel of achievement	Satisfied Feeling of sharing same emotion with client
PAIN POINTS	To get the holistic understanding of the requirement	Sharing the same emapthy with the client considering the infrastructue ,budget etc	Continuous changing of the requirement delayed the sign off process and thus delayed the execution and the team needs to replan to customize the present proposed solution	Meeting the deadline with continuos change request	–	–
EMOTIONS						

Finance Controller

GOAL	Daily					Monthly			
	Bank reconciliation for inbound payments			Solve accounting queries		Top-sided entries		Inter-company transactions	Employee salary, bonus,etc
STEPS	Check Receipts >	Close opportunities in salesforce >	Sync In Quickbooks >	Find out the stakeholder	Look for the problems and solutions	Vendor Bills/Payment	Customer Bills/Payment	Clearing of Dues	Co-ordinate With HR
DOING	1. Open the portal of the current a/c 2. Filter by date/month 3. Retrieve bank statement	1. Open salesforce.com - <with Dbsync account> 2. Search for <customer_name> 3. If match found 3.1. Scans the customer details 3.2. Verifies if the customer is an opportunity 4. If the opportunity is valid 4.1 Through predefined connector, he is able to sync the values to <quickbook> 5. If the opportunity is invalid 5.1. He contacts the corresponding sales executive 6. If the sales rep is unreachable 6.1. He waits for him to get back <system goes to pending state> 6.2. Figure out based on the transaction amount or by time 6.3. Finds out the source 6.4. Updates the opportunity 7. If match not found	1. Open quickbooks - with DBSync acc 2. Filter/search <transaction_ID> 3. Ensure the transaction is synced-up 4. if synced already? 4.1. Job done 5. If not synced already? 5.1. Intervene 6. if not syncable? 6.1 Manually edit/update the data	1. Check mailbox 2. Look at the query 3. Understand why and when the query originated	1. If solution found 2. Solve the query 3. Mark it as solved 4. If recurrable 4.1. Find out the root caue 4.2. Solve it 5. If not recurrable 5.1 Move to the next query 6. If solution not found 6.1 Contact the person associated 7. If the contacted stakeholder 8. Knows the fix 8.1. Communicate and solve the issue 8.2. If he doesn't know the fix 8.3. Find out other ways to solve the problem	1.If payment is due 1.1. "Pament has to be done" 2. "If payment done but invoice not generated," 2.1. "Follow-up the vendor and request notice"	1. If payment not received 1.2. Notice the customer to pay 2. If AMC or any other charges 2.1. "Send a mail to acknowledge the customer" 2.2. Contact and get it done		1. Talk to HR 2. "Get the employee payroll sheet" 3. "Release payments accordingly"
THINKING	1. How many transactions today? 2. What kind of a transaction it is?	1. If the transaction is in-line with policies? 2. I hope to get the customer information easily this time 3. If match isn't found, let me move onto the next transaction	1. Where can I find the <transaction_id>? 2. Can I get the good order data to my MIS report? 3. Will the manual sync take a lot of time?	1. "What is this new type of query?" 2. "How can i solve this query?"	1.Whom should i contact now?	1. Is there enough balance to pay? 2. Should I contact the CEO about this?	1. This customer never pays on time 2. Should i send them a termination warning?	1. Are there any dues left this month? 2. Is there any balance to clear out dues?	1. Should i recheck all the data? 2. Its the fist week of the month already
FEELING	1. Overwhelmed 2. Responsible	Self motivated	Urgency	Confused	Need help	Frustration	Anger	Satisfaction	Proud
PAIN POINTS	Login issues should be fixed	Co-ordinating with the sales team to find unknown sources	Lack of time	Inadequate resources and tools to understand the query	Lack of assistance	Inadequate bank balance	Bad Customer	Inadequate bank balance	Any kind of delay from the HR dept.
EMOTIONS									

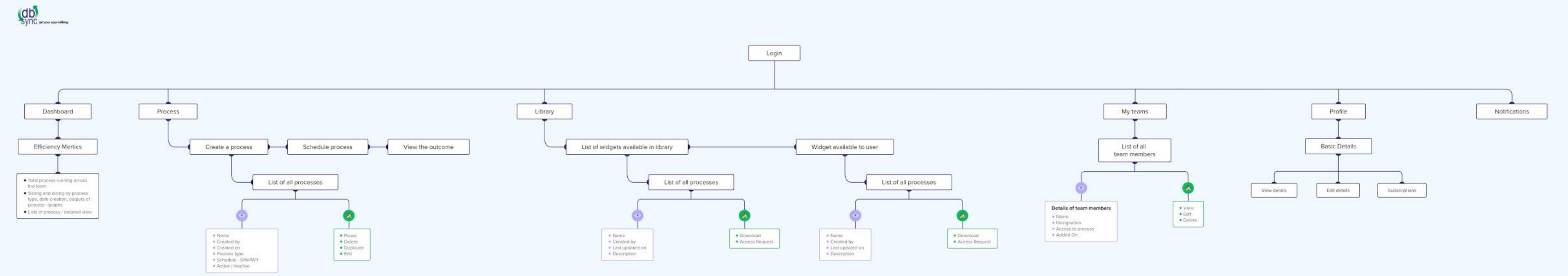
Operations

GOAL	**LEAD ANALYSIS** Analyse the leads on daily basis from the mail box		**QUERY DISTRIBUTION** Distribute queries to different people	**REPORT SUBMISSION** Submit reports to the CEO
STEPS	Check > Analyse > Delegate		Check > Co-ordinate > Connect	Collect > Curate > Submit
SUB STEPS	If New Lead	For not assigned existing leads		
DOING	1. Get notification 2. Directs to the mail box 3. Check duplicate lead If yes -Is the lead assigned to anyone If yes -Check if the assigned person is right person -Check if the assigned person has availability -Check if the assigned person is working If the Lead is duplicate (Lead from same company) -Check which sales person had been working previously on past lead of this company -Is he still working with the company -Is he available -If all verification is positive assign the lead to him If the Person not available -Delegate to new person with availability and bandwidth	1. Search for unassigned leads from the mail box 2. Directs to the mail box 3. Check duplicate lead If yes -Is the lead assigned to anyone If yes -Check if the assigned person is right person -Check if the assigned person has availability -Check if the assigned person is working If the Lead is duplicate (Lead from same company) -Check which sales person had been working previously on past lead of this compnay -Is he still working with the company -Is he available -If all verification is positive assign the lead to him If the Person not available -Delegate to new person with availability and bandwidth	1. Check the mailbox 2. Look for client invites 3. See the timings 4. Go to the company Calendar 5. Filter <sales> team 6. Check for the specific time If any sales rep available - Set up a meeting - Send him/her a mail about the meeting - Mark the query as <resolved> - Move onto the next query If no sales rep available - Contact the sales team head - Find out an alternative - Fix the meeting - Mark the query as <resolved> - Move onto the next query	1. Collect the number of leads 2. Collect the number of opportunities 3. Collect the number of opportunities closed 4. Input these data into a report 5. Submit the report
THINKING	Is anyone available?	Who was working on this company before?	Nobody is available at this time	The target has been achieved for this month
	Is he/she the right person for this task?	I should assign someone new	Should i contact the sales team head?	
		Is anyone available?		
		Is he/she the right person for this task?		
FEELING	Joy of Leadership	Self-confident	Urgency	Overwhelmed
PAIN POINTS	Unavailibility of a sales rep	Last-minute denial from a sales rep	Lack of co-ordination	Time wasted
EMOTIONS				

Marketing

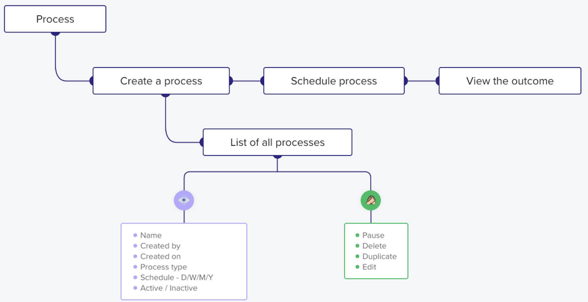
GOAL	**ON-PAGE SEO** Optimize the website content				**OFF-PAGE SEO** Promote the website on other channels		**PAID ADS** Promote ads on social media			**E-MAIL CAMPAIGNS** Run Mailchimp campaigns	
STEPS	Website Audit	Sitemaps		Keyword Research	Marketplace Listings	Webinars	Create content	Promote content	Test	Create E-mail	Deliver
SUB STEPS	Conduct > Detect > Rectify	If sitemaps present	If sitemaps not present	Research > Find > Improve	Posting	Plan > Promote > Conduct	Plan > Co-orinate > Prepare	Collect > Post > Promote	Find > Analyze > Rectify	Plan > Create	Send > Track
DOING	1. Find a website audit tool online 2. Conduct a website audit 3. Find out the weak points If the site speed is <low> - Monitor the contents - Optimize their size If links are <broken> - Create webpages for them If any technical errors <found> - Contact development team - Get it sorted	1. Analyze if it is clear enough to navigate the user If no - Edit or update the sitemap - Provide metadata to webpages	1. Build a sitemap 2. Provide metadata to webpages	1. Conduct a competitor analysis 2. Find out the keywords in your niche 3. Filter them according to your product 4. Use them in your webpages 5. Track them daily 6. Build more backlinks for them 7. Check title, url, header tags	1. Create a list of marketplaces suting your niche 2. List your product/service in every marketplace possible	1. Plan a webinar well in advance 2. Schedule it 3. Post the link in website 4. Share it on groups related to your niche	1. Check the monthly or quarterly target 2. Sit with the team 3. Brainstorm ideas 4. Plan a strategy 5. Explain the idea to the designer and copywriter 6. Give them the deadline to deliver the content 7. Get the content in two, three versions to test	1. Plan the timings to post 2. Plan the platforms to post 3. Post one of the content 4. Manage the campaign activities If more budget required - Request the finance controller for it If no - Run ads with the current balance	1. Post the other content 2. Track both the ads 3. Analye the responses 4. Gather insights out of them	1. Plan a strategy to understand what the users want 2. Create e-mails as per the strategy If graphics required -Contact the designer - Get it done If copywiting required - Contact the content writer - Get it done	1. Create an audience set to target 2. Send the mails 3. Track the responses 4. Analyze the campaign 5. Collect data 6. Gather insights out of it
THINKING	Why is the website slow? Should i replace any content? Is this a backend issue?	Is the sitemap clear? I should build a better one	I should use a sitemap builder	These keywords are gradually increasing	Is this marketplace legit? Are our competitors here?	I should plan well Is there enough time?	How can we achieve the target? Can we achieve something new?	When should i post the ads? I should post more images I should increase the ad budget	This one is performing good I expected this Which one engages people better?	Should i try something out of the box? My first two lines should be rock solid	This is going to be a hit Leads are going to pour in
FEELING	Disappointed	Motivated	Annoyance	Hope	Confident	Urgency	Excited	Self-confident	Understanding	Motivated	Confident
PAIN POINTS											
EMOTIONS											

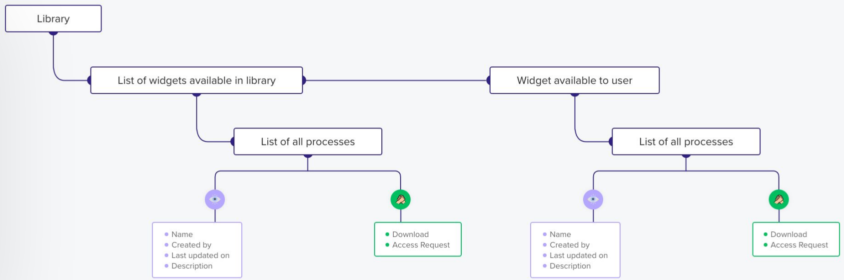
Information Architecture

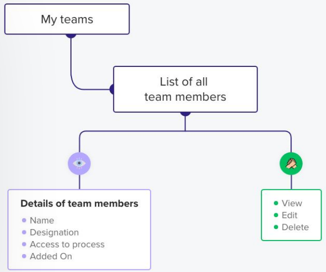


HUX

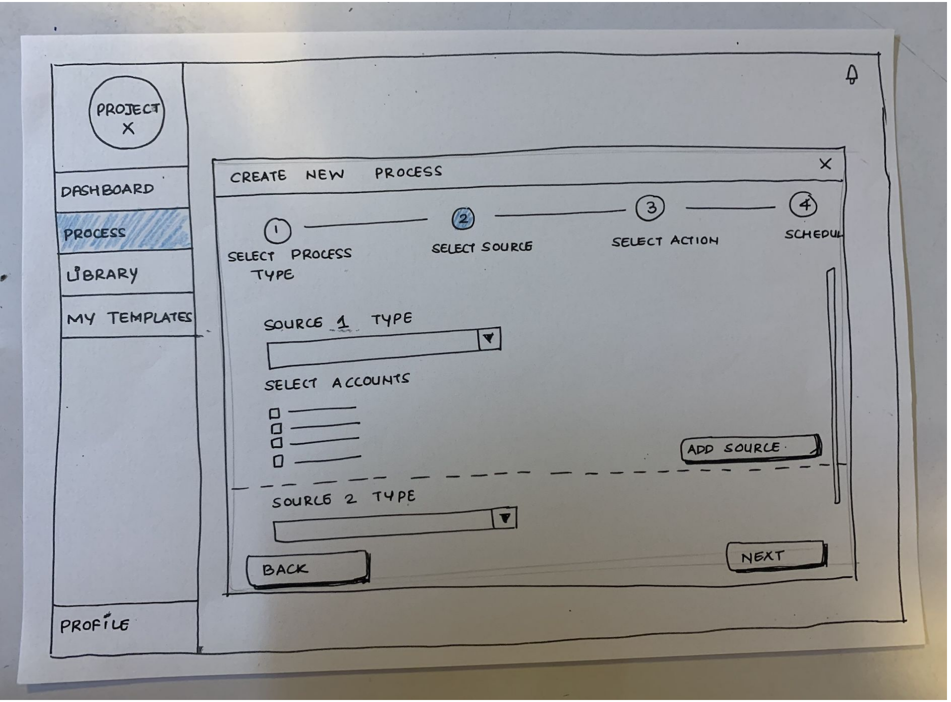
Hashedin

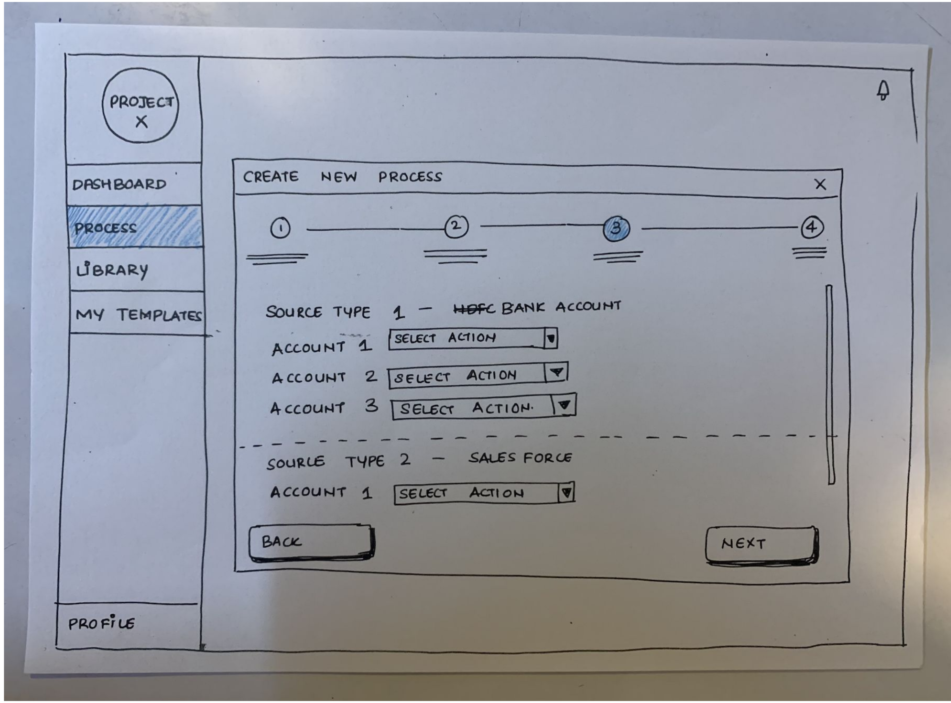




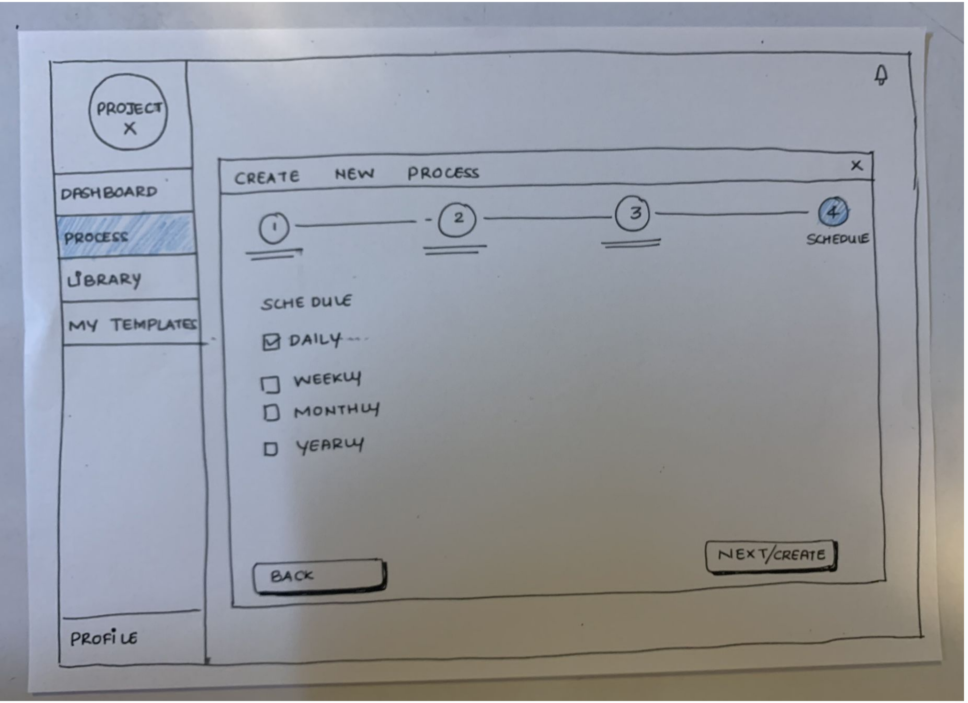


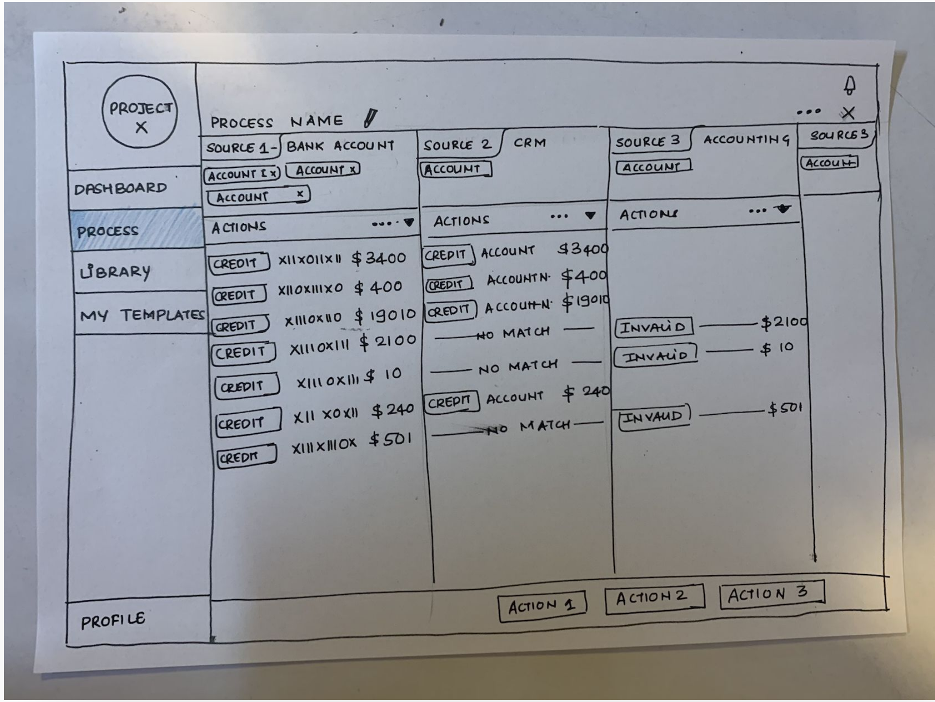
Wireframes


PROJECT X
DASHBOARD
PROCESS
LIBRARY
MY TEMPLATES
PROFILE
CREATE NEW PROCESS
SELECT PROCESS TYPE
SELECT SOURCE
SELECT ACTION
SOURCE 1 TYPE
SELECT ACCOUNTS
ADD SOURCE
SOURCE 2 TYPE
BACK
NEXT

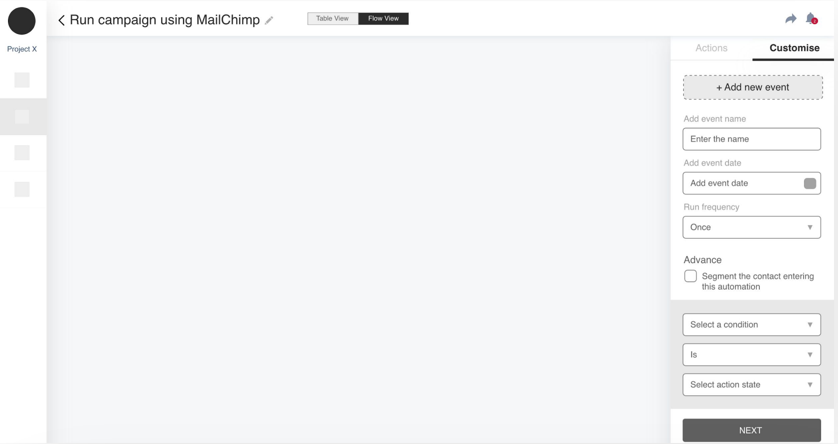

PROJECT X
DASHBOARD
PROCESS
LIBRARY
MY TEMPLATES
PROFILE
CREATE NEW PROCESS
SOURCE TYPE 1 – ~~HDFC~~ BANK ACCOUNT
ACCOUNT 1 SELECT ACTION
ACCOUNT 2 SELECT ACTION
ACCOUNT 3 SELECT ACTION
SOURCE TYPE 2 – SALES FORCE
ACCOUNT 1 SELECT ACTION
BACK
NEXT

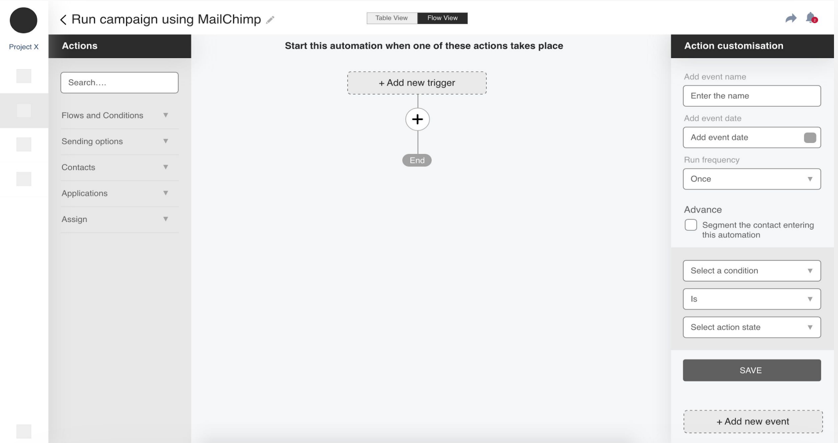
Wireframes

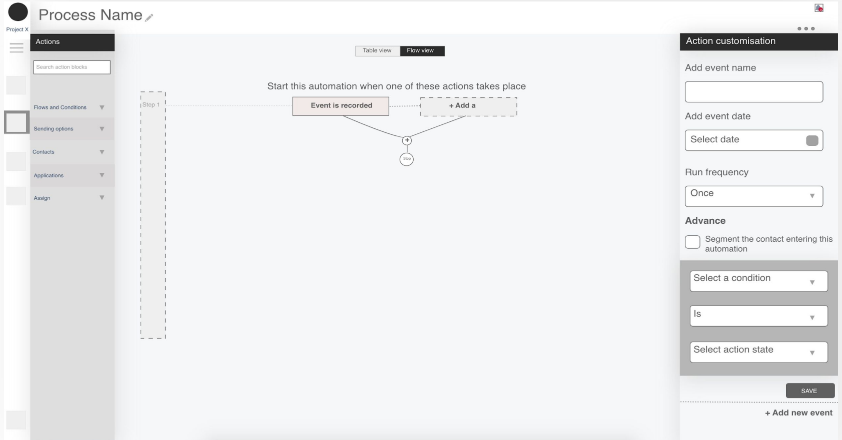

PROJECT X
DASHBOARD
PROCESS
LIBRARY
MY TEMPLATES
PROFILE
CREATE NEW PROCESS
SCHEDULE
SCHEDULE
DAILY
WEEKLY
MONTHLY
YEARLY
BACK
NEXT/CREATE

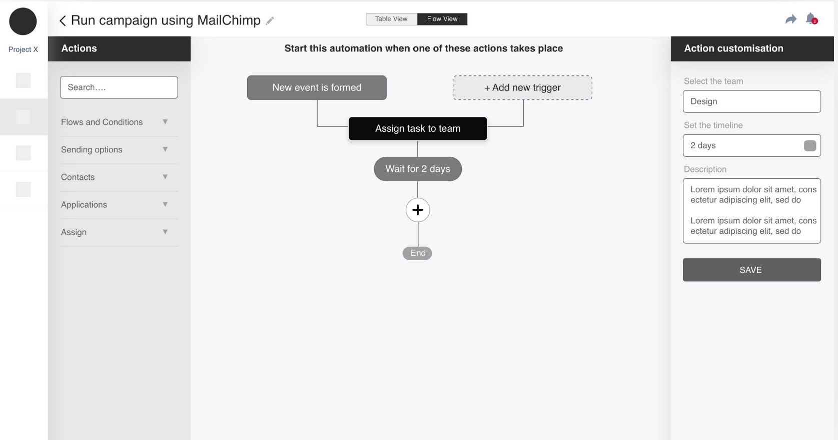

PROJECT X
DASHBOARD
PROCESS
LIBRARY
MY TEMPLATES
PROFILE
PROCESS NAME
SOURCE 1 - BANK ACCOUNT
SOURCE 2 CRM
SOURCE 3 ACCOUNTING
ACTIONS
ACTIONS
ACTIONS
NO MATCH
INVALID
ACTION 1
ACTION 2
ACTION 3

Prototype

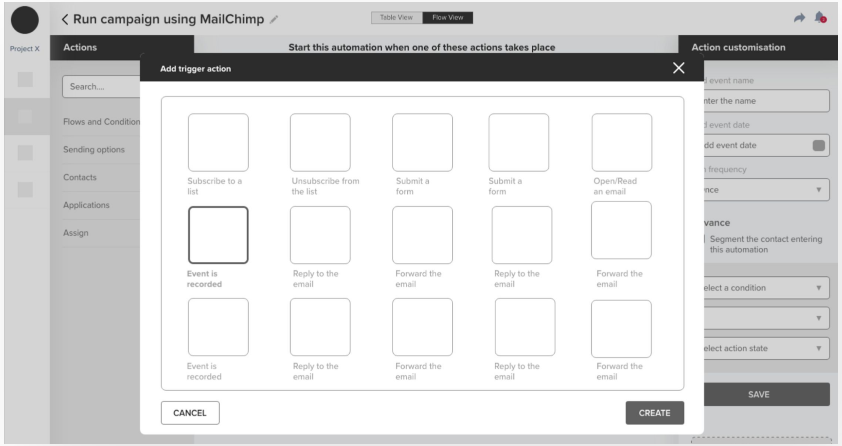

Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Customise
+ Add new event
Add event name
Enter the name
Add event date
Add event date
Run frequency
Once
Advance
Segment the contact entering this automation
Select a condition
Is
Select action state
NEXT


Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Search….
Flows and Conditions
Sending options
Contacts
Applications
Assign
Start this automation when one of these actions takes place
+ Add new trigger
End
Action customisation
Add event name
Enter the name
Add event date
Add event date
Run frequency
Once
Advance
Segment the contact entering this automation
Select a condition
Is
Select action state
SAVE
+ Add new event

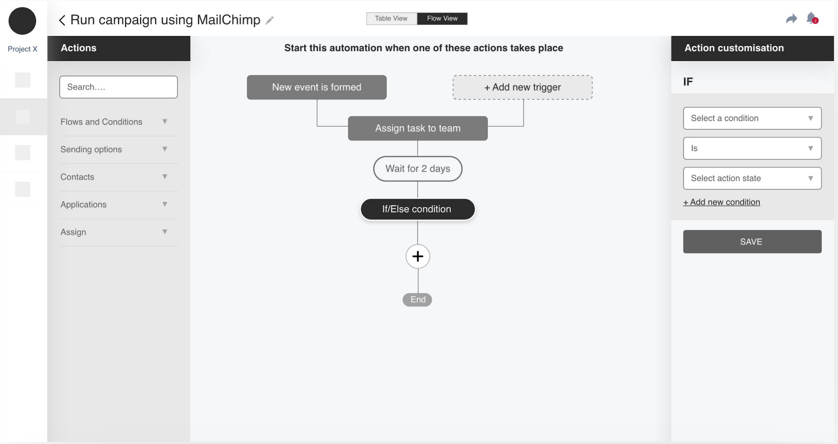

Process Name
Project X
Actions
Search action blocks
Flows and Conditions
Sending options
Contacts
Applications
Assign
Table view
Flow view
Start this automation when one of these actions takes place
Event is recorded
+ Add a
Action customisation
Add event name
Add event date
Select date
Run frequency
Once
Advance
Segment the contact entering this automation
Select a condition
Is
Select action state
SAVE
+ Add new event


Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Search….
Flows and Conditions
Sending options
Contacts
Applications
Assign
Start this automation when one of these actions takes place
New event is formed
+ Add new trigger
Assign task to team
Wait for 2 days
End
Action customisation
Select the team
Design
Set the timeline
2 days
Description
Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed do
Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed do
SAVE

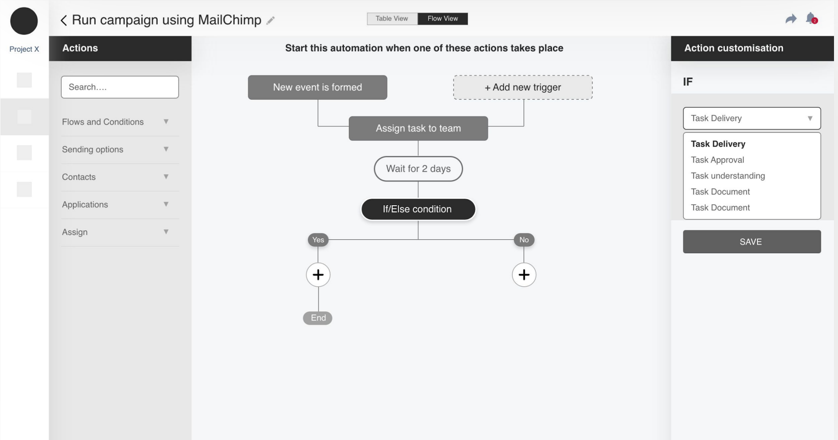
Prototype



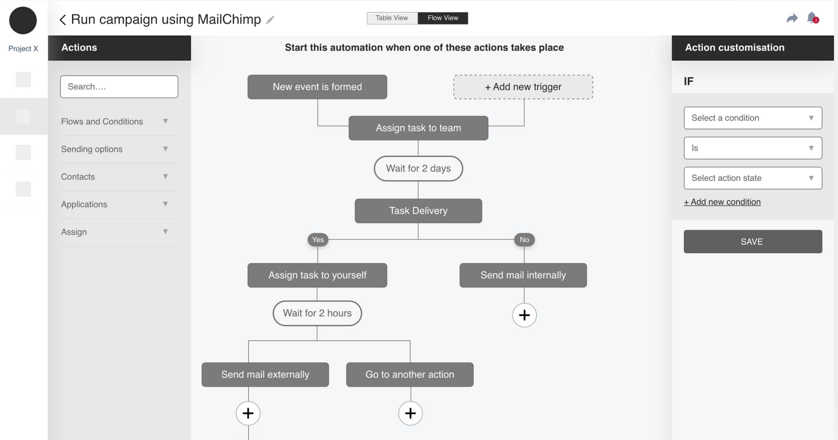
Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Start this automation when one of these actions takes place
Action customisation
Add trigger action
Subscribe to a list
Unsubscribe from the list
Submit a form
Submit a form
Open/Read an email
Event is recorded
Reply to the email
Forward the email
Reply to the email
Forward the email
Event is recorded
Reply to the email
Forward the email
Reply to the email
Forward the email
CANCEL
CREATE
SAVE



Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Search....
Flows and Conditions
Sending options
Contacts
Applications
Assign
Start this automation when one of these actions takes place
New event is formed
+ Add new trigger
Assign task to team
Wait for 2 days
If/Else condition
End
Action customisation
IF
Select a condition
Is
Select action state
+ Add new condition
SAVE

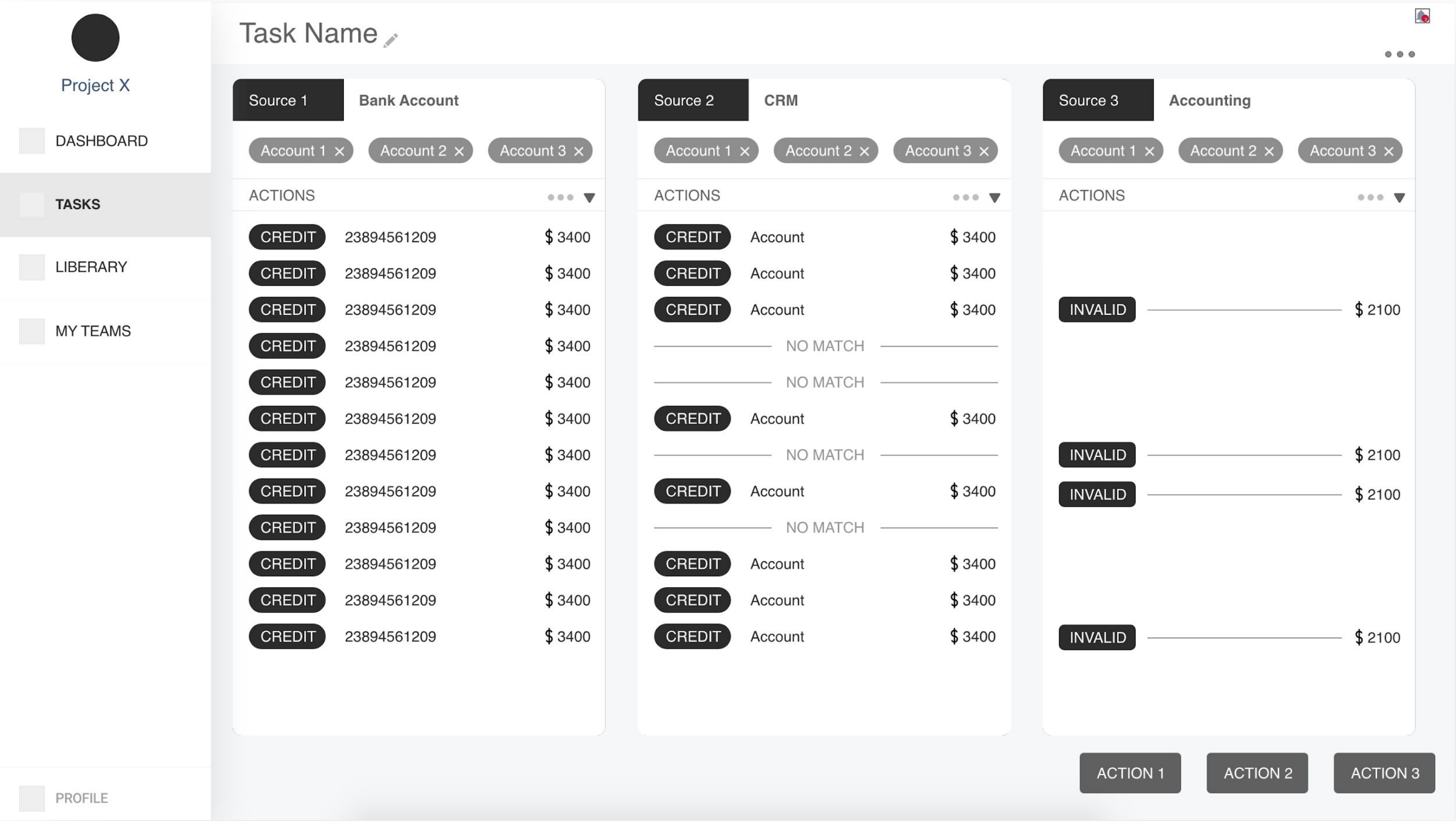


Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Search....
Flows and Conditions
Sending options
Contacts
Applications
Assign
Start this automation when one of these actions takes place
New event is formed
+ Add new trigger
Assign task to team
Wait for 2 days
If/Else condition
Yes
No
End
Action customisation
IF
Task Delivery
Task Delivery
Task Approval
Task understanding
Task Document
Task Document
SAVE



Run campaign using MailChimp
Table View
Flow View
Project X
Actions
Search....
Flows and Conditions
Sending options
Contacts
Applications
Assign
Start this automation when one of these actions takes place
New event is formed
+ Add new trigger
Assign task to team
Wait for 2 days
Task Delivery
Yes
No
Assign task to yourself
Send mail internally
Wait for 2 hours
Send mail externally
Go to another action
Action customisation
IF
Select a condition
Is
Select action state
+ Add new condition
SAVE

Prototype


Project X
DASHBOARD
TASKS
LIBERARY
MY TEAMS
PROFILE
Task Name
Source 1
Bank Account
Account 1
Account 2
Account 3
ACTIONS
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
CREDIT 23894561209 $ 3400
Source 2
CRM
Account 1
Account 2
Account 3
ACTIONS
CREDIT Account $ 3400
CREDIT Account $ 3400
CREDIT Account $ 3400
NO MATCH
NO MATCH
CREDIT Account $ 3400
NO MATCH
CREDIT Account $ 3400
NO MATCH
CREDIT Account $ 3400
CREDIT Account $ 3400
CREDIT Account $ 3400
Source 3
Accounting
Account 1
Account 2
Account 3
ACTIONS
INVALID $ 2100
INVALID $ 2100
INVALID $ 2100
INVALID $ 2100
ACTION 1
ACTION 2
ACTION 3

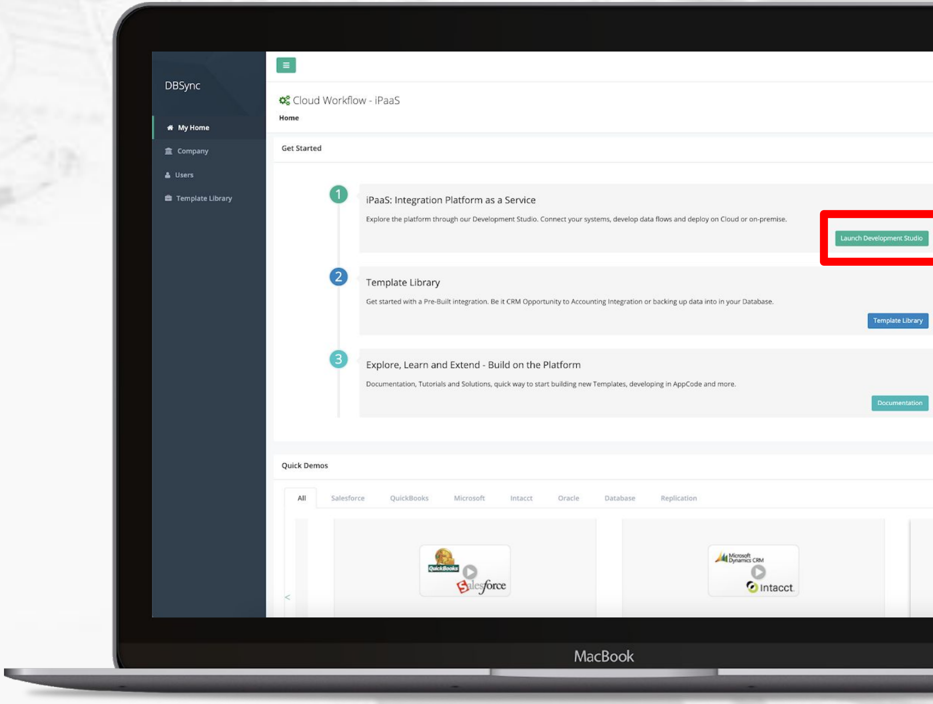
HUX. | CLOUD WORKFLOW

Get Started Page

The application onboarding is around getting a project done first and it is the first option out there.

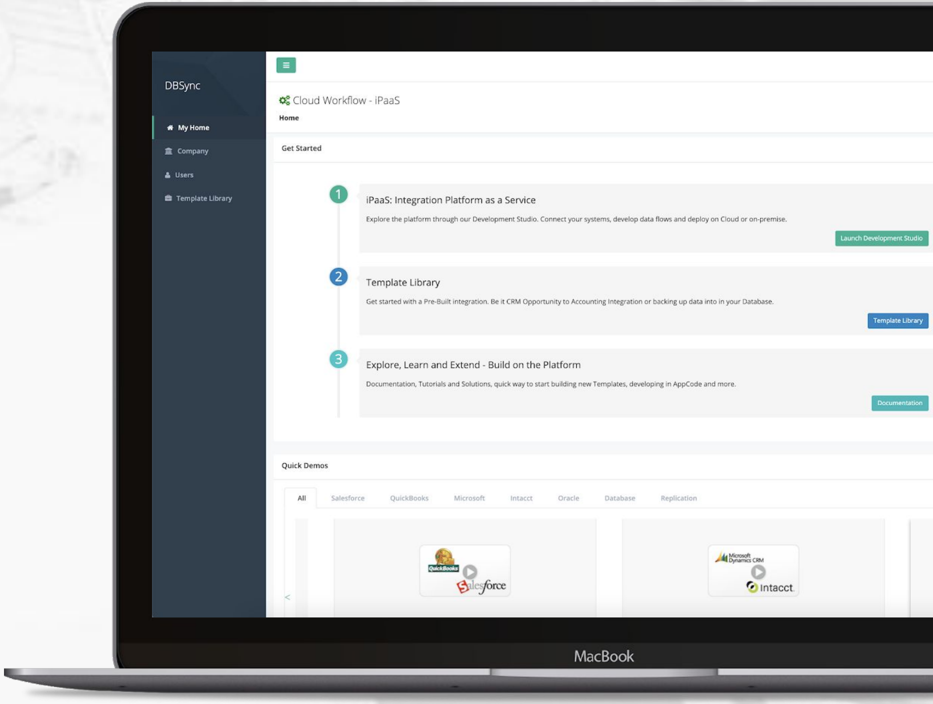
Our recommendation:

If the UX is around “creating a project” right away, the easiest option is to start with a demo project itself. Organise the page such that the demos are easily accessible and upfront to start with.



Color Contrast (WCAG 2.0 Accessibility)

The color tones used for buttons and guides fail the Color Contrast Test.



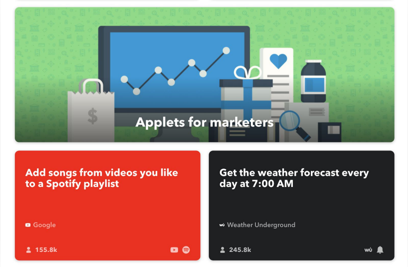
HUX. | CLOUD WORKFLOW

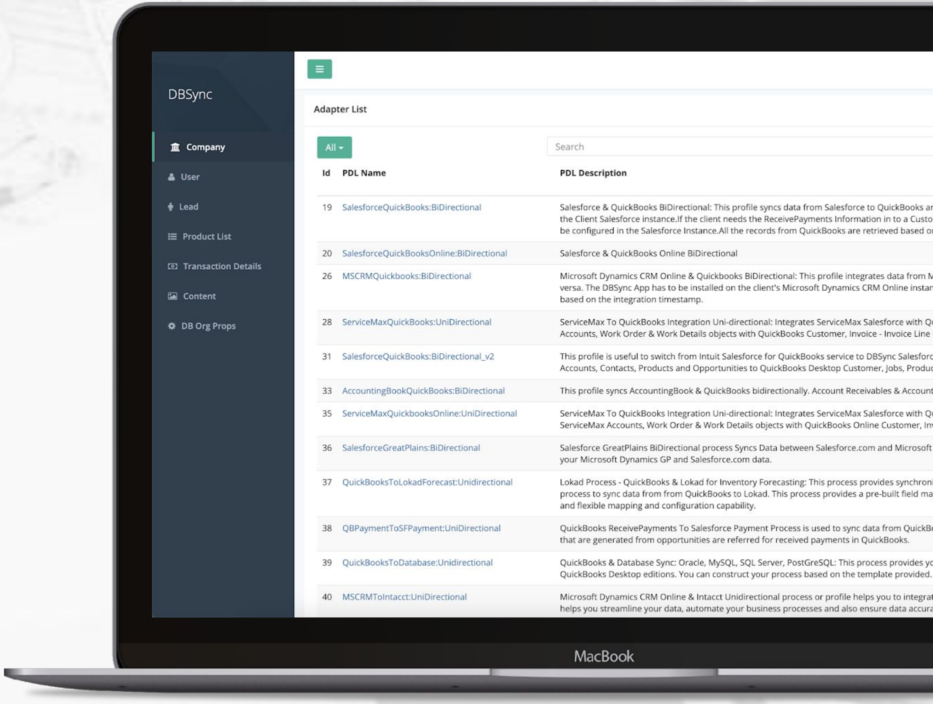
Adapter List

This list looks un-consumable and less user-friendly. Also the information is not presented by its own essence. Also the navigation (on the left) is incorrect.

Our recommendation:

Follow basic rules for information display like hierarchy, grouping, differentiation, progressive disclosure, filtering, etc.



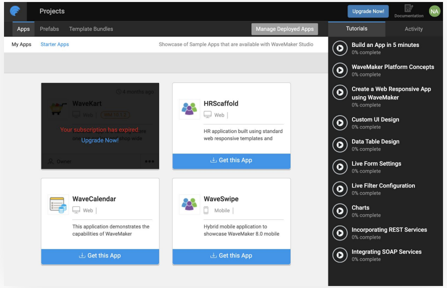


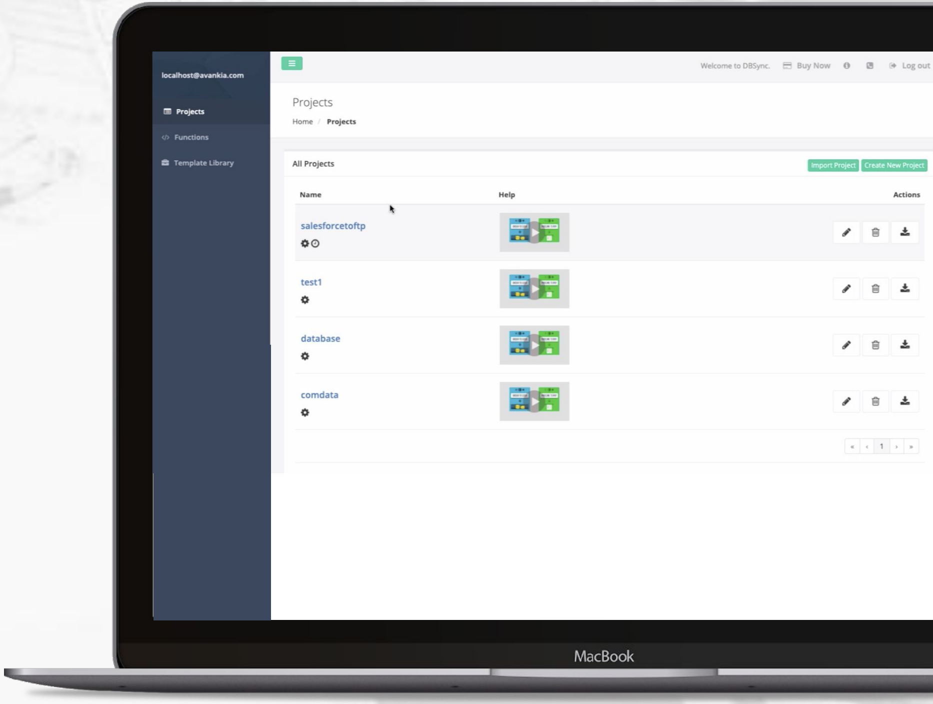
My Projects

The information on this page is minimal and the design does not support it well.

Our recommendation:

Use the card metaphor and pack the project list as a grid of 4x4. Also the Help tutorial should be made context-sensitive (example: WaveMaker RAD & aPaaS)





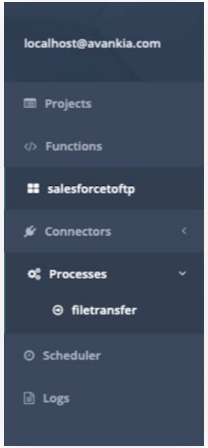
HUX. | CLOUD WORKFLOW

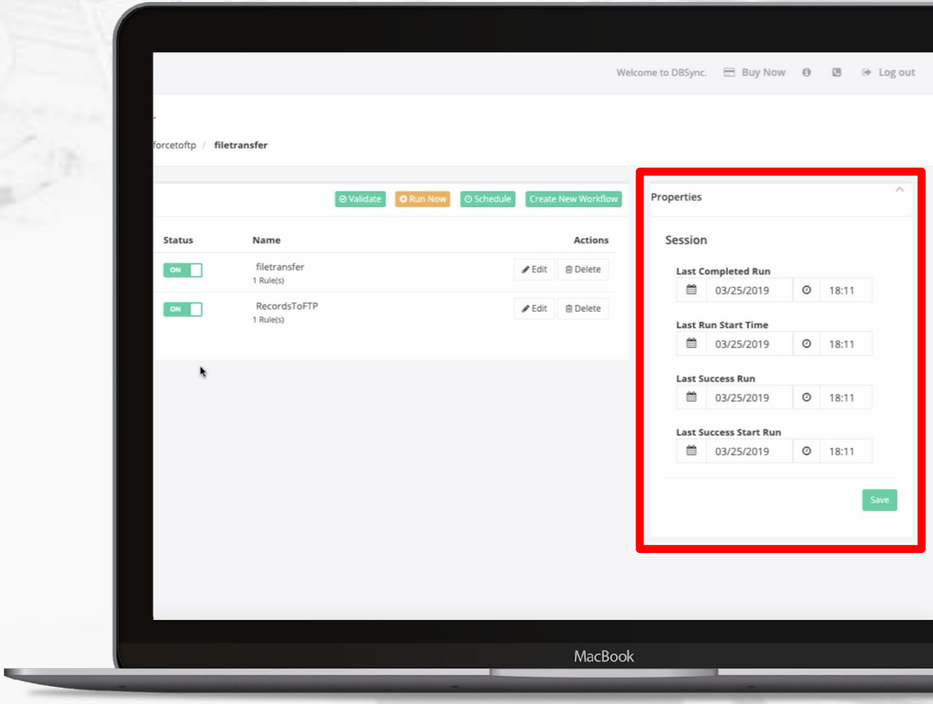
Processes - Detail View

Our recommendation:

The section marked red can be presented as a timeline/chronological order since it is time-bound information.

Also the navigation hierarchy is not followed as shown in the image. Opening a project should open the section "Projects" in the nav-bar and display all its sub-sections under it.



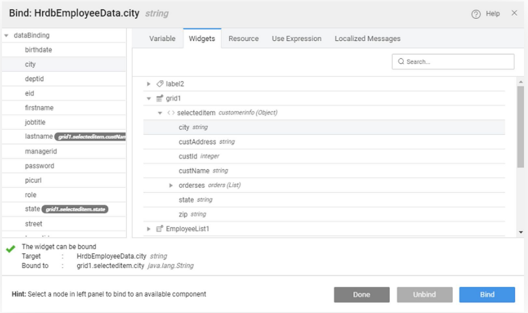


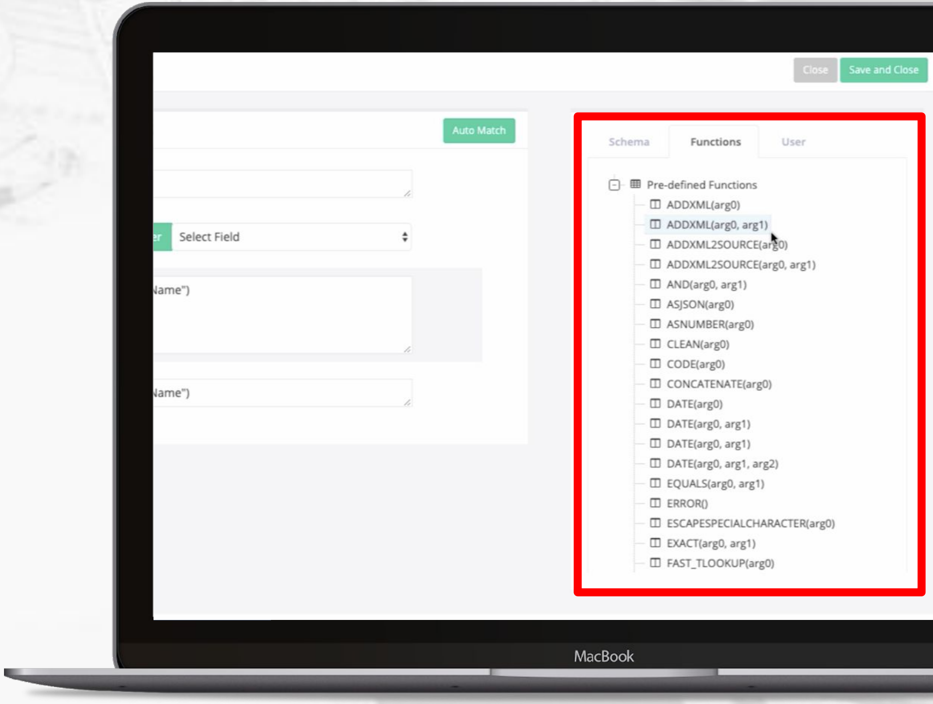
Mapping Page

The user cannot distinguish the functions easily.

Our recommendation:

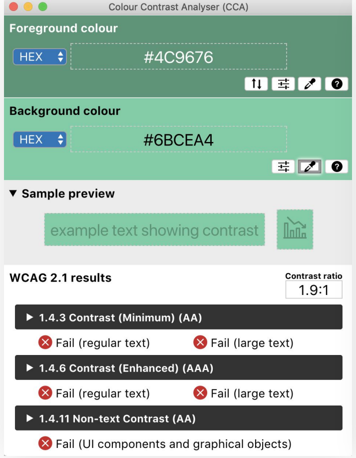
Follow a different visual treatment for the different sections of functions using colors, italics, indentation, nested trees, etc (example: [WaveMaker RAD & aPaaS](#))

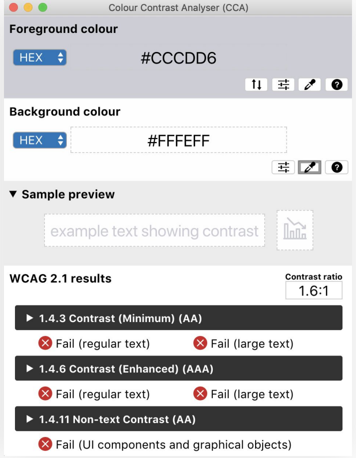


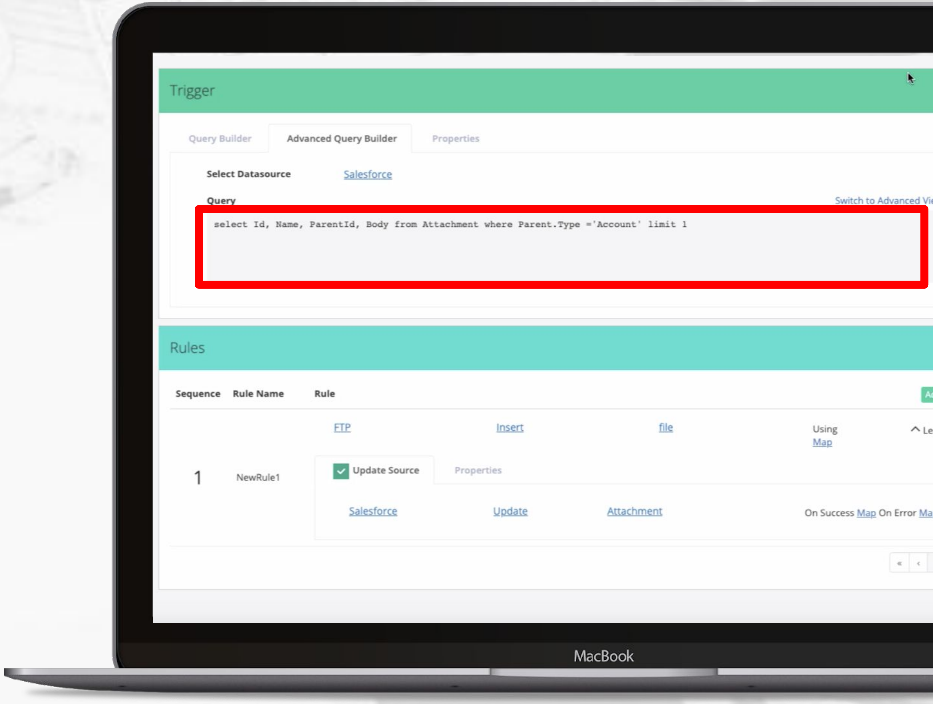


Processes Details Page

The color tones used for action buttons fail the Color Contrast Test. Also the code section can be color-coded which Developers generally see in apps like IntelliJ Idea.

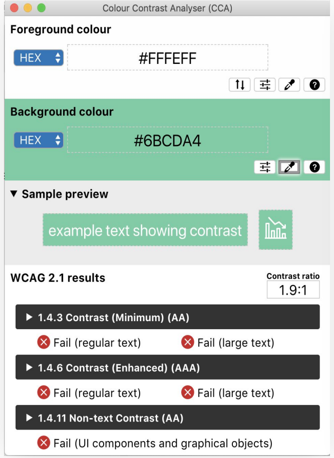


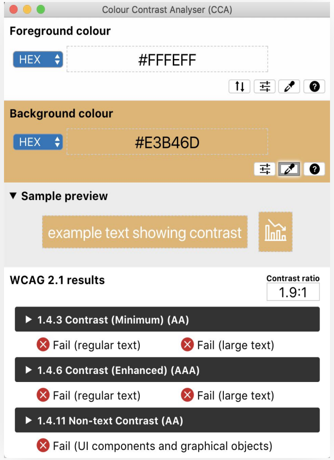


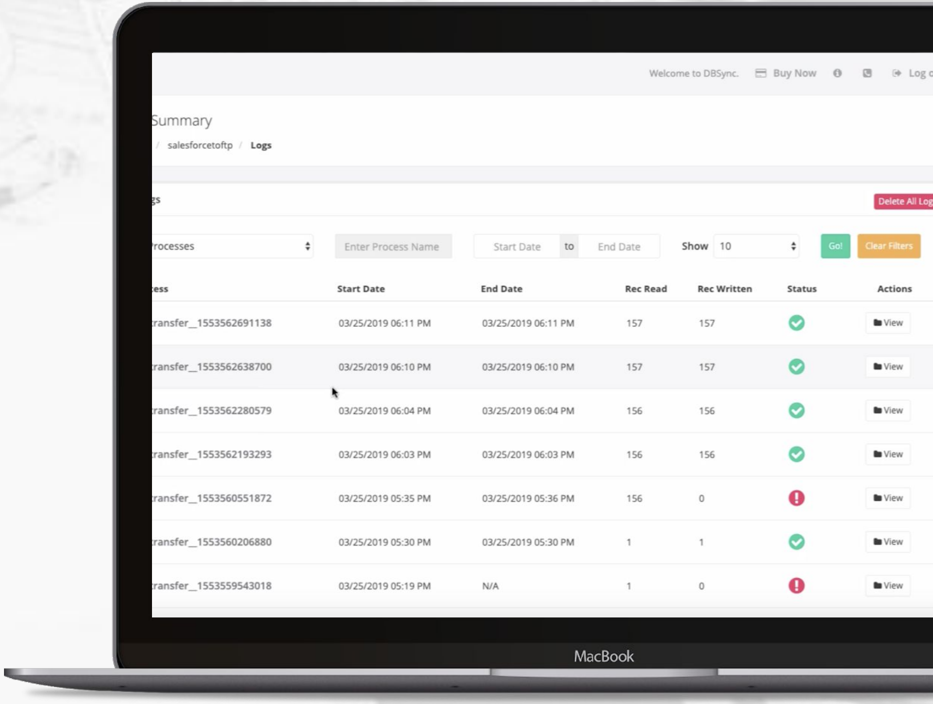


Color Contrast for Details - Table View

The color tones used for action buttons fail the Color Contrast Test.





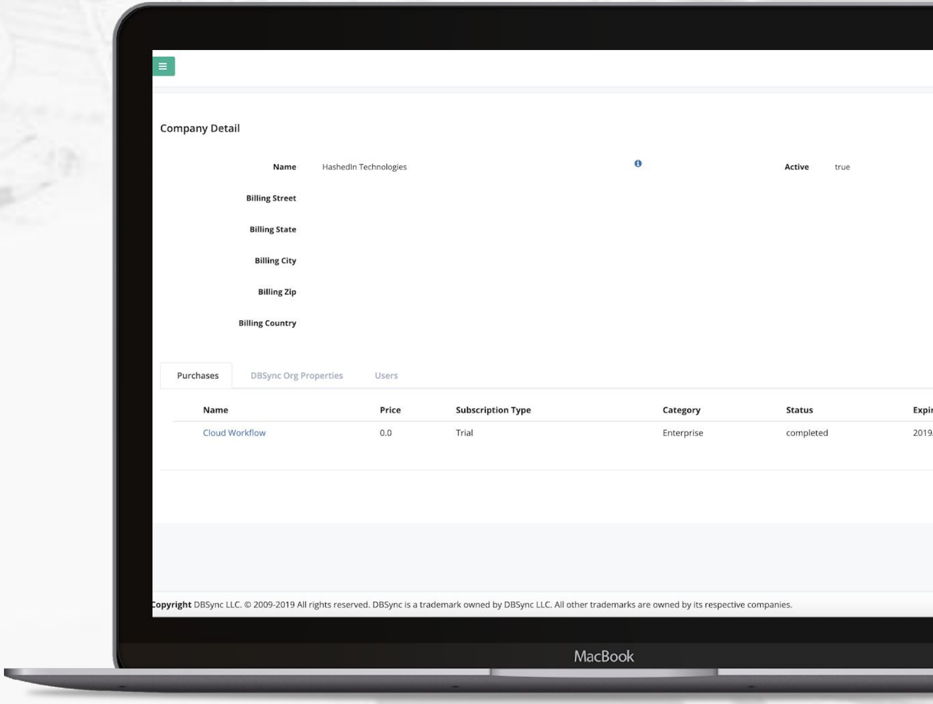


Details Page

The application is designed without any flexibility in displaying the information on the screen. This is applicable for all details screens.

Our recommendation:

Use fluid layouts. Design for zero-data scenarios as well.

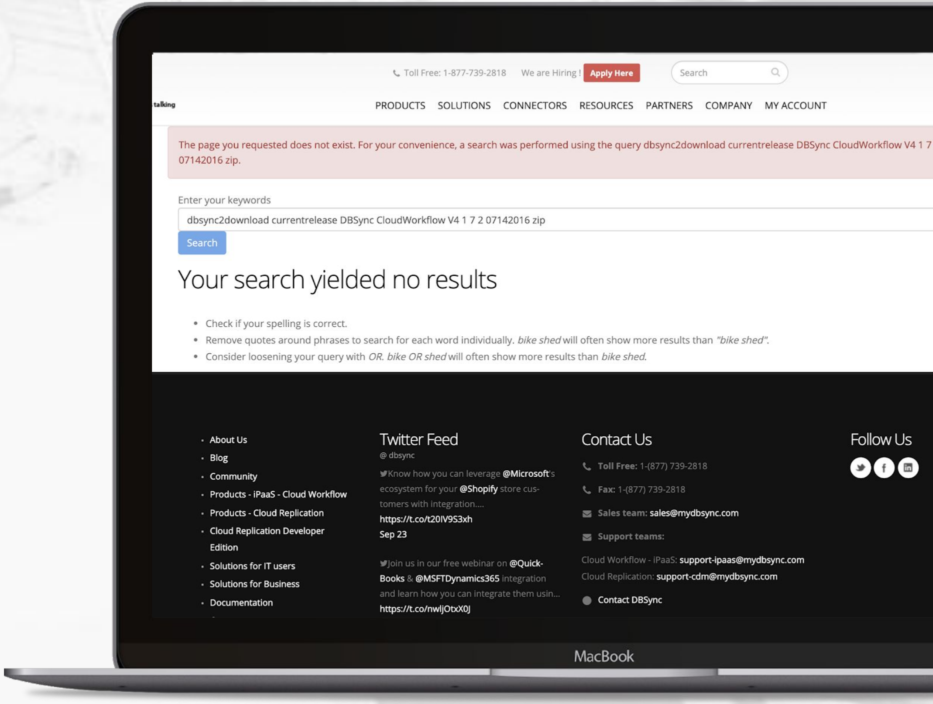


Error Page

Clicking on the “Windows Linux Download” on Get Started page throws an error page.

Our recommendation:

Handle all errors graciously. Try to prevent an error in the first place.



Thank you