



HUX.

Design Thinking

Sep 15, 2020

Prepared for

NUTANIX[™]

HUX. | OUR OFFERINGS



User Experience Design



User Interface Design



Responsive Web Design



Dashboards & Analytics



Inclusive Design (Accessibility)

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



Info. Architecture



Functionality



Interaction & Visual

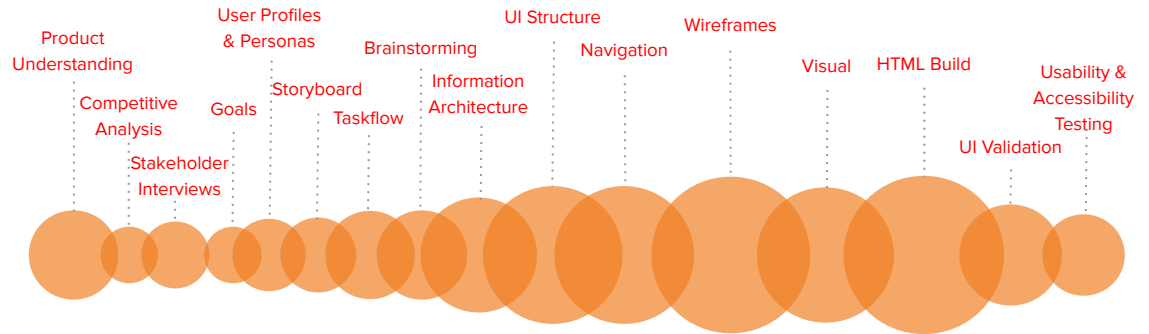


Content Strategy



Typography

Design Breadth





Noorul Ameen

Sr UX Design Manager, HashedIn

UX Design Strategist

Electronics & Communication Engineering (B.Tech)

Post Graduate Diploma in General Management (NMIMS)

Certified in Usability, Accessibility & UX Design Management (IDF)

Designing since 2004 for enterprises and startups



BNY MELLON

COHESITY

flydubai

aruba



GroupNexus



PathSpot™

Davita

wavemaker

IMImobile

Adecco

Glyd

Agility

Engineering **Design**

&

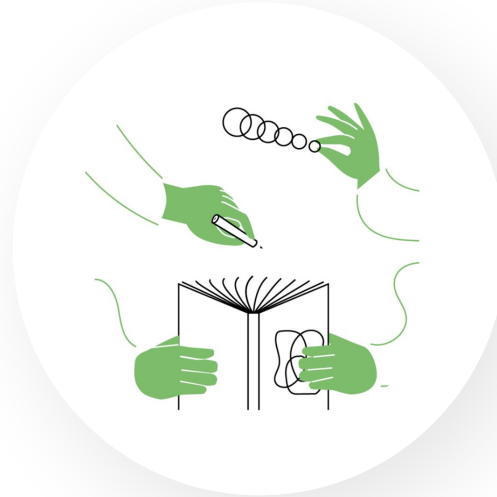
Design Engineering

Engineering Design



Assemble well-defined parts
& solutionize

Design Engineering



Develop ideas with intuition
& productize

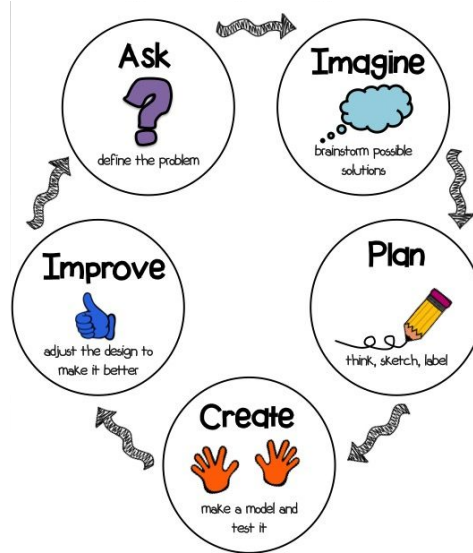
Problem Solving Techniques



Engineer



Designer



Engineering Thinking

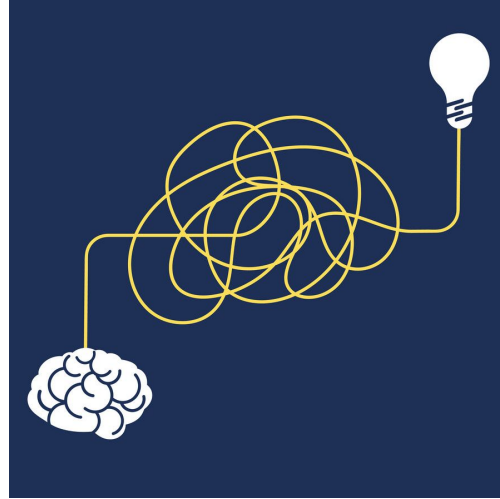
Problem-oriented

Mostly Linear Process

Known (or atleast planned) inputs

Predictable Outcome

Clean journey !



Design Thinking

Need-oriented

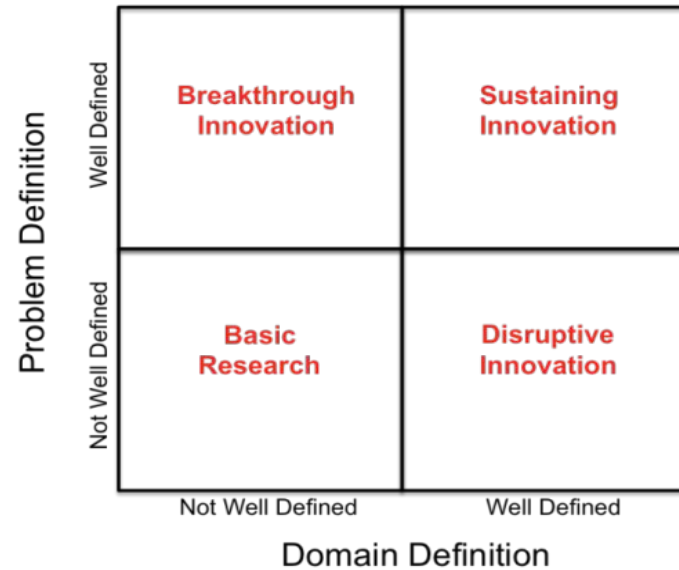
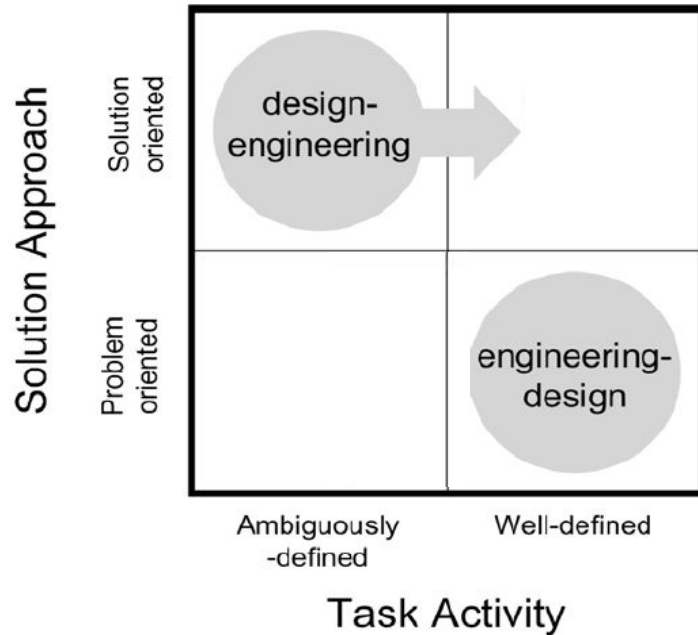
Difficult to define a process

Ambiguous inputs

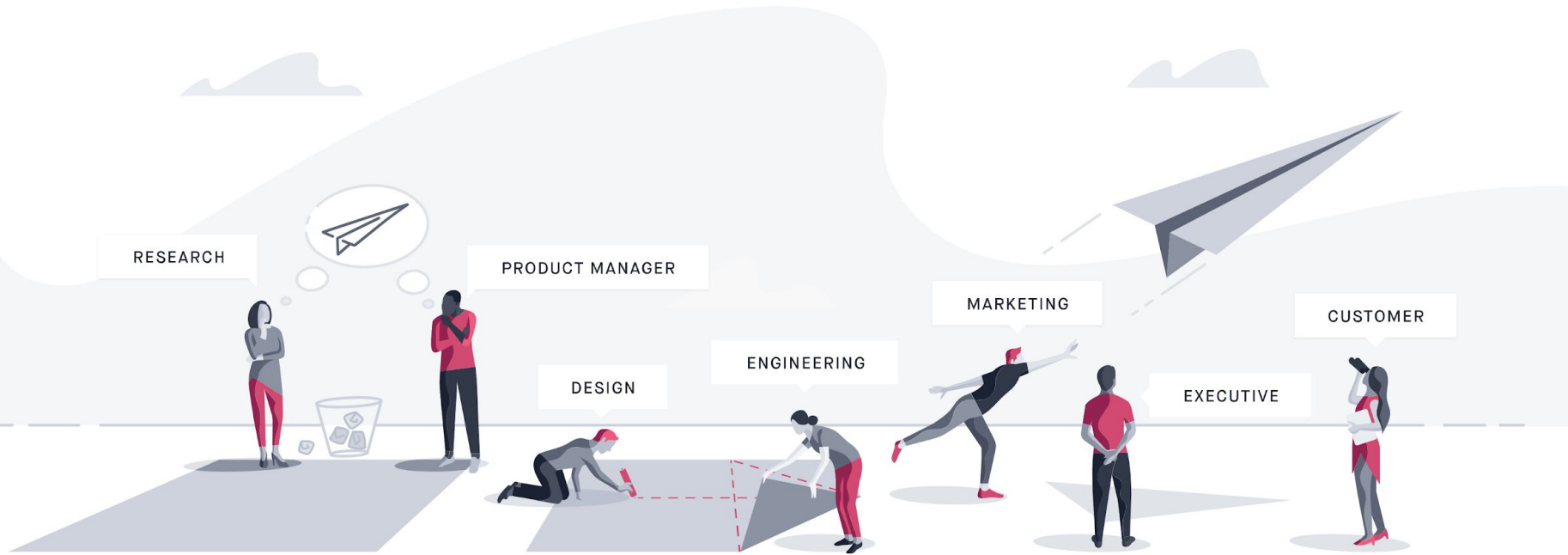
Unpredictable Outcome

Bumpy ride !

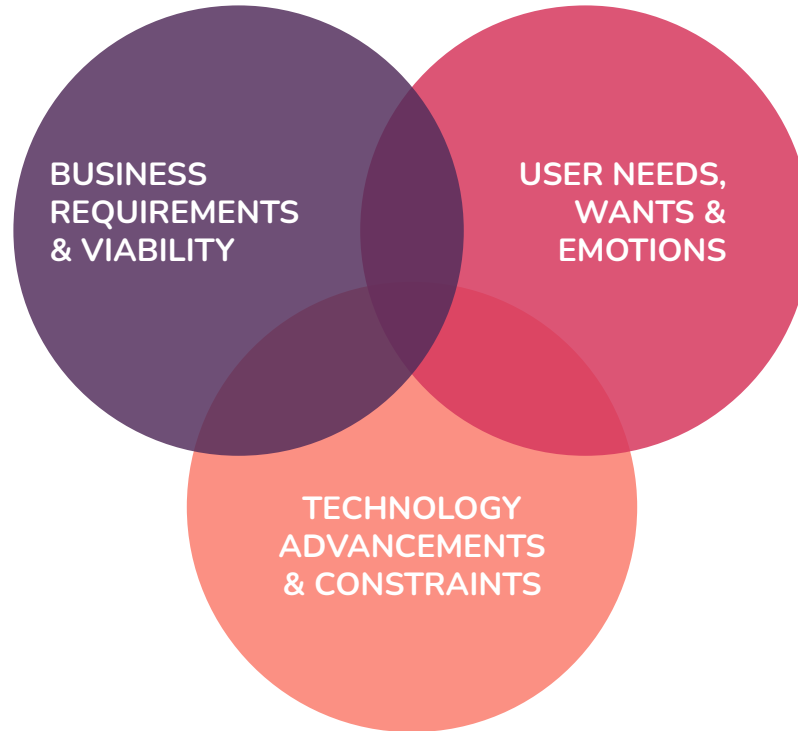
Problem Solving → Disrupting → Innovating



Product Development Cycle

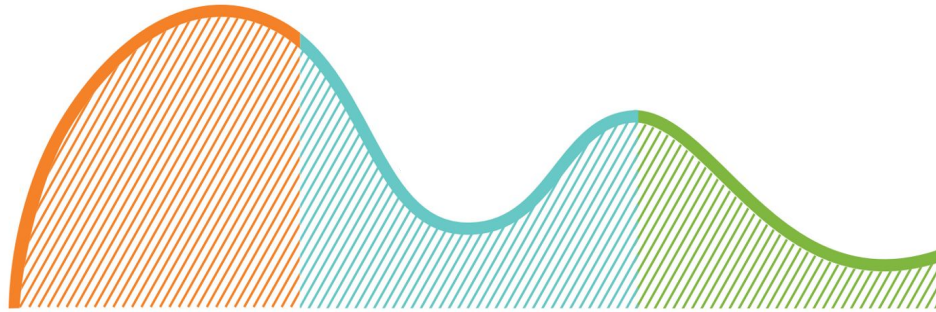


Product Development Triad



Human Centered Design

From IDEO.org



INSPIRATION

I have a design challenge.

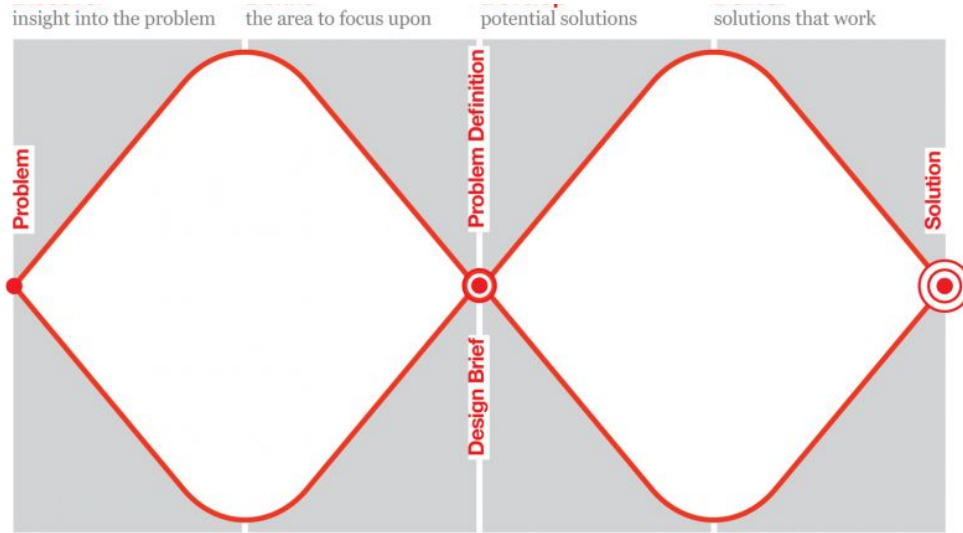
IDEATION

I have an opportunity for design.

IMPLEMENTATION

I have an innovative solution.

- Where do I start?
- How do I conduct research?
- How to interpret the results?
- How to turn them into insights?
- How do I realize my concept?
- How will I know it is working?



Double Diamond

From British Design Council

Effective Problem Solving

Innovation-focused

Alternate “Divergence & Convergence”

A
Don't know
Could be

RESEARCH

INPUT

Question
Challenge
Client Brief

PROCESS

Rip the brief!
Identify Research Methods
Conduct Primary Research
Conduct Secondary Research

SYNTHESIS

IDEATION

IMPLEMENTATION

Do know
Should be

B

Hinderling Volkart, Dan Nessler, 2017
hinderlingvolkart.com, dannessler.com



A
Don't know
Could be

RESEARCH

INPUT

Question
Challenge
Client Brief

PROCESS

Rip the brief!
Identify Research Methods
Conduct Primary Research
Conduct Secondary Research

SYNTHESIS

INPUT

Problem Space Understanding
Unstructured Research Findings
User Session Recordings

PROCESS

Cluster Analysis
Find Insights & Patterns
Find Opportunity Areas
Formulate HWM Questions

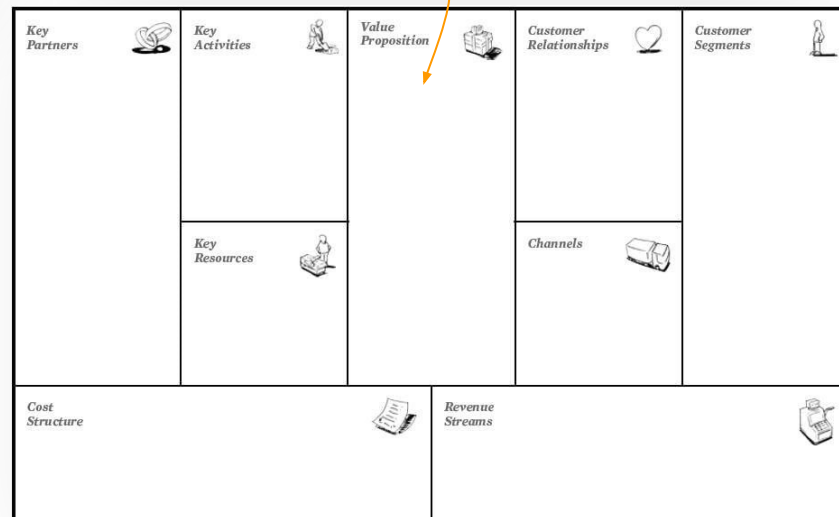
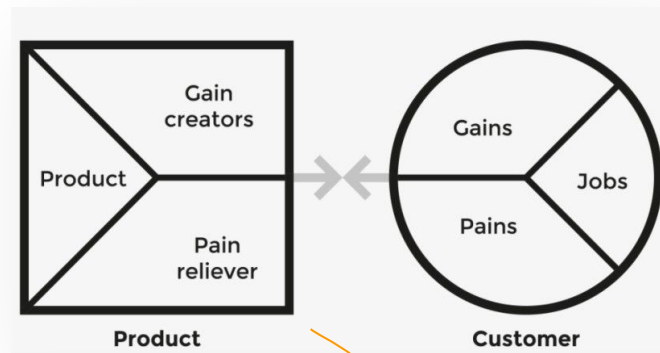
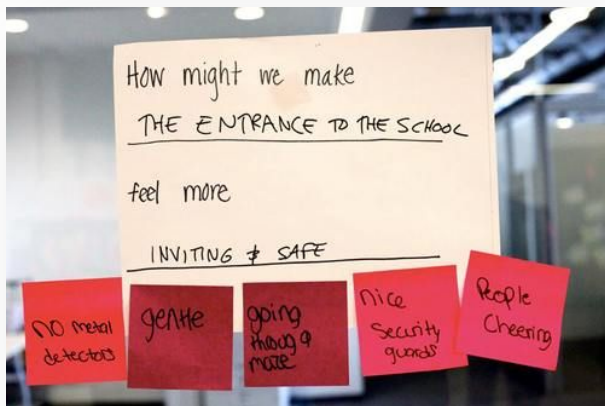
IDEATION

IMPLEMENTATION

Do know
Should be

B

Hinderling Volkart, Dan Nessler, 2017
hinderlingvolkart.com, dannessler.com



A
Don't know
Could be

RESEARCH

INPUT

Question
Challenge
Client Brief

PROCESS

Rip the brief!
Identify Research Methods
Conduct Primary Research
Conduct Secondary Research

SYNTHESIS

INPUT

Problem Space Understanding
Unstructured Research Findings
User Session Recordings

PROCESS

Cluster Analysis
Find Insights & Patterns
Find Opportunity Areas
Formulate HWM Questions

IDEATION

INPUT

Final Brief
HMW Questions/Answers
Business Model Canvas

PROCESS

Experience Strategy
Design Goals
Develop & Collaborate on Ideas
Evaluate the 1st Idea

IMPLEMENTATION

Do know
Should be

B

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hinderlingvolkart.com, dannessler.com

UWB App
NARC 3

H&D

Need: Tool decomposed, different than regular

Approach: Visual, interactive, network and feature, structure of a game

Benefits: Visual, single visualization of network, feature, structure, tool, bringing the user back to the app

Comparison

Visual & Interactive Tool

Visual & Interactive Tool

Visual Prototype



UWB App
NARC 4

H&D

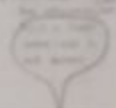
Need: Account info of a game when needed

Approach: Visual, interactive, network and feature, structure of a game

Benefits: Visual, single visualization of network, feature, structure, tool, bringing the user back to the app

Comparison

Visual & Interactive Tool



Visual Prototype



UWB App
NARC 1

H&D

Need: Holistic View over entire Journey

Approach: Visual, interactive, network and feature, structure of a game

Benefits: Visual, single visualization of network, feature, structure, tool, bringing the user back to the app

Comparison

Visual & Interactive Tool

Visual Prototype



UWB App
NARC 2

H&D

Need: Visual, interactive, network and feature, structure of a game

Approach: Visual, interactive, network and feature, structure of a game

Benefits: Visual, single visualization of network, feature, structure, tool, bringing the user back to the app

Comparison

Visual & Interactive Tool

Visual Prototype



A
Don't know
Could be

RESEARCH	SYNTHESIS	IDEATION	IMPLEMENTATION
INPUT Question Challenge Client Brief	INPUT Problem Space Understanding Unstructured Research Findings User Session Recordings	INPUT Final Brief HMW Questions/Answers Design Strategy	INPUT Design Rationale 1st Idea Potential solution(s)
PROCESS Rip the brief! Identify Research Methods Conduct Primary Research Conduct Secondary Research	PROCESS Cluster Analysis Find Insights & Patterns Find Opportunity Areas Formulate HWM Questions	PROCESS Design Vision & Goals Design Hypotheses Develop & Collaborate on Ideas Evaluate the 1st Idea	PROCESS Prototype and Test Learn and Iterate Build and Iterate Release the product

Do know
Should be
B

Hinderling Volkart, Dan Nessler, 2017
hinderlingvolkart.com, dannessler.com



A
Don't know
Could be

RESEARCH

GOAL

To find

- the right question to answer
- the right problem to solve

OUTCOME

To establish **Experience Strategy**

doing the right thing !

SYNTHESIS

IDEATION

GOAL

To find

- the right answer
- the right way to solve the problem

OUTCOME

To execute **Experience Design**

doing the thing right !

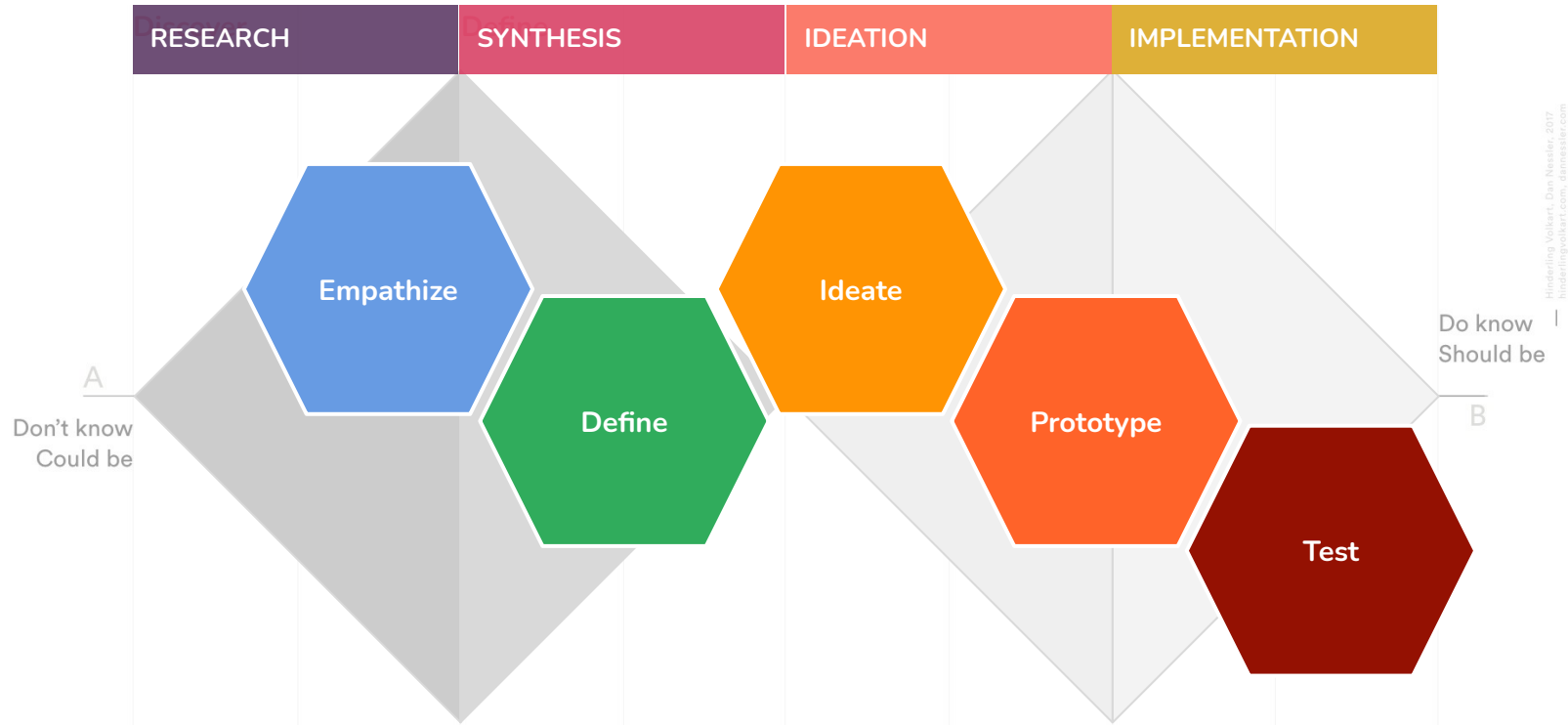
IMPLEMENTATION

Do know
Should be

B

Hinderling Volkart, Dan Nessler, 2017
hinderlingvolkart.com, dannessler.com

Stanford d.school Design Thinking process





The illustration depicts a business process flow. On the left, a person stands near a trash can with a thought bubble containing a paper airplane, labeled 'RESEARCH'. In the center, a large magnifying glass focuses on two people working on a large sheet of paper with red dashed lines, with the word 'HUX.' in red above them. To the right, a person stands labeled 'EXECUTIVE', and another person on the far right is labeled 'CUSTOMER' and is looking through binoculars. A large paper airplane is shown flying towards the right. The background features stylized clouds and a horizon line.

HUX.

Right from our cooking pot

Empathize

Rip the brief !



1 ABOUT THE PROGRAM (Naas')							
Naas SERVICE INSIGHTS	TODAY'S PROBLEMS	Why NAAS?	Naas GOALS	SUCCESS METRICS	FAILURE METRICS	Go TO MARKET (Aruba)	USERS
CUSTOMERS PREFER LOW COST SERVICES	TODAY \$1 - to monitor \$15 - to fix	TOMORROW \$5 - Full Naas support	Naas GOAL PROACTIVE & NOT REACTIVE	MONITOR OUTAGES (Aruba)	LOST UX IS A P.L ISSUE TO US!	INTELLIGENT & FEATURE-RICH	TECHNICAL (CUSTOMER) BUSINESS (MANAGEMENT)
CUSTOMERS UN-AWARE OF THE FUTURE	REMOTE INFRA MGMT - cost / saving - so always monitoring	WIRELESS IS COMPETITION HEAVY	Naas GOAL BE SMART & INTELLIGENT			How is .. ARUBA BETTER (PROACTIVE)	(TECHNICAL) EPS USER - monitor UX & END-USER
CUSTOMER - NO CAPEX - NO OPEX - 24x7x24x365		WIRELESS IS VERY NICHE	Naas GOAL MONITOR 24x7			JUSTIFICATION FOR PACKAGED PERVICES	MANAGEMENT BUSINESS USER - REPORTS - QoS
		BUT WIRELESS IMPACTS END-USERS	Naas GOAL AVOID PROBLEMS (EX - TAC HIT)				TECHNICAL USER (VENDOR) - FS, L4 SUPPORT
		IMPACTS END-USER EXPERIENCE	UX IS KEY! GOAL IMPROVE UX				CUSTOMERS - Starbucks - Service & Space providers
		Naas - HIGH PRIORITY PROGRAM FOR ARUBA!					END USER - who suffer when the Wi-Fi



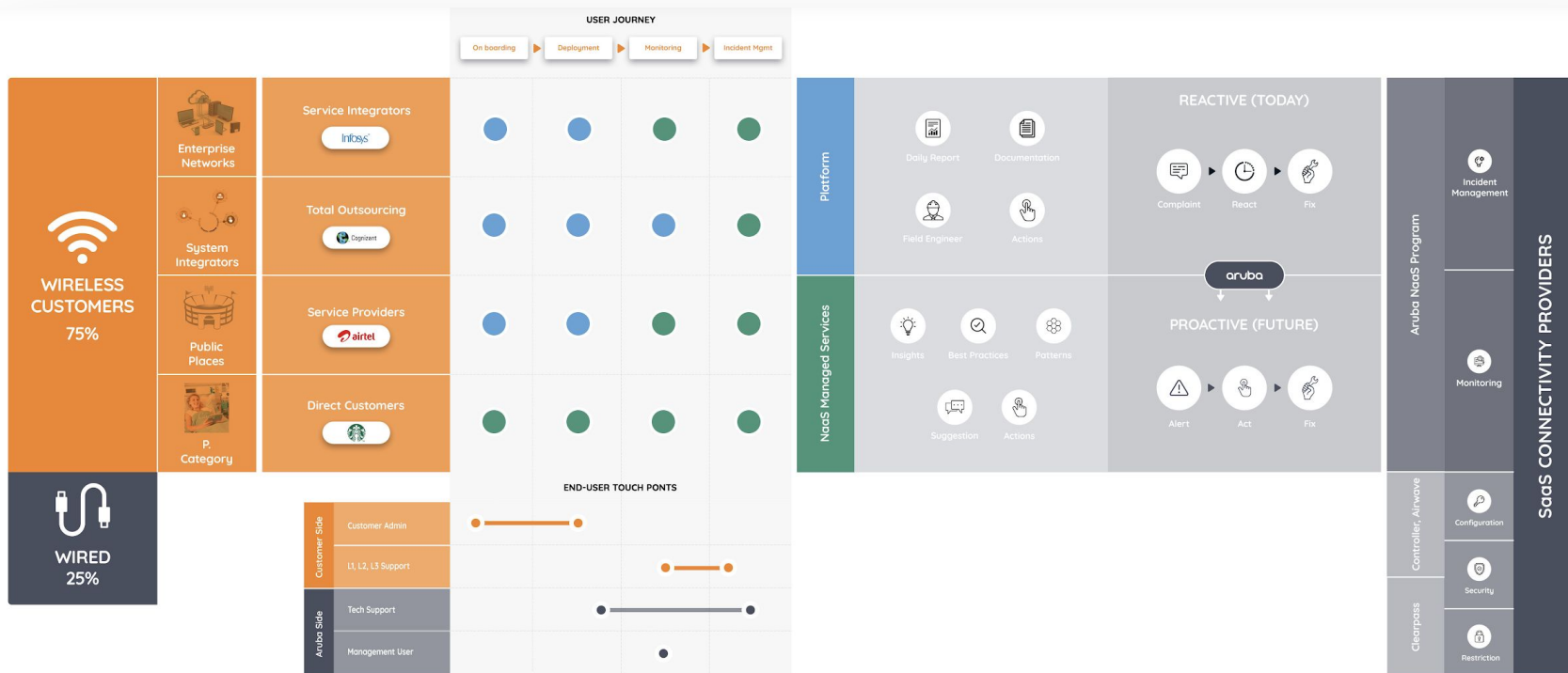
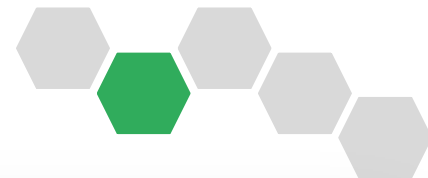
Empathize

User Research

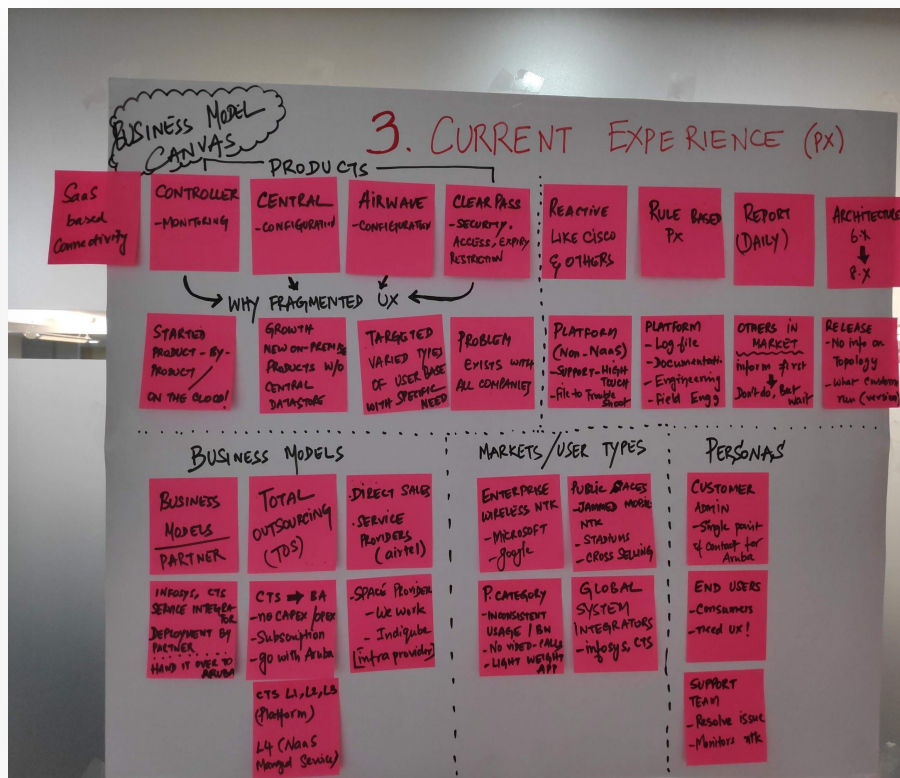


Define

Product Ecosystem & End-user Touch Points

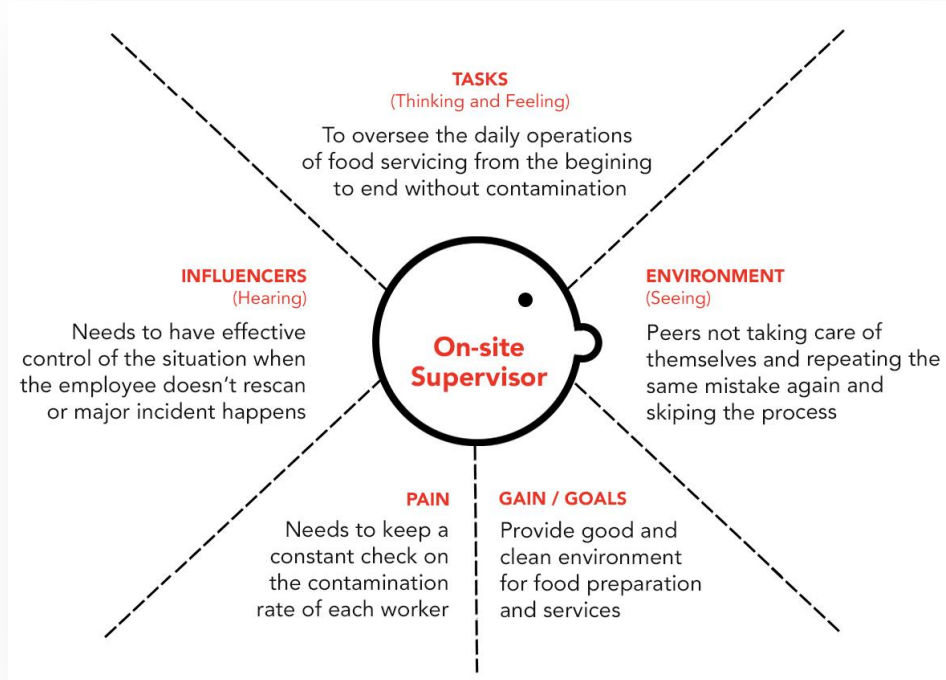


Affinity Diagram & Business Model Canvas



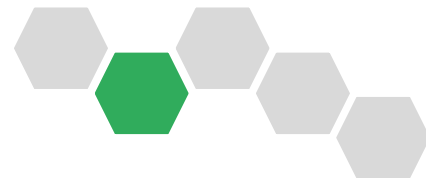
Define

Empathy Mapping



Define

User Personas



Network Operations Manager



Thomas Jacob

"Forecasting the issue and act up on it fix the problem soon and efficiently"

Age: **30 - 32 years**

User Type: **Operations Manager**

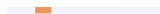
Family: **Married, 1 Kids**

Location: **New York**

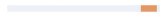
Language: **English, Regional**

Proficiency Meter

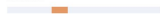
Introvert Extrovert



Multitasking



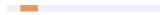
Intuition



Tech expertise



Collaboration



#focused

#administrative

#tenacity

Roles and Responsibilities

- Supervise and monitor the network
- Monitor the network
- Performance quality and optimisation reporting
- Maintain network
- Keep all configuration up to date
- Back up and storage
- Crash repoting and point of failure

Key Tasks

- Monitor everyday sanity
- Perform trouble shooting
- Incident response on the system
- Analyze problems
- Anomacy detection and preventive measure
- If alerted, analyse impact and fix
- Document learnings and share

Needs

- Operational tasks (PATCA install) Networking connection testing, Script
- Collecting and reviewing performance repots
- Countinues monitoring
- Providing timely response to all outage insights
- Categorizing issues for escalation
- Notifying customer and 3rd party service providers
- Documentation all actions according to policies
- Supporting multiple teams 24x7 with high uptime
- Work with teams and create knowledge base
- less to see more to complete

Frustrations

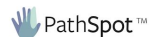
- Lack of collaboration
- No / less co-ordination across teams
- Many tools from different vendors
- Different technologies CLI, low level utilities
- Troubleshooting is time consuming
- Fast pace of tech less doc to debug
- problem spike and disappears before collecting all info

Hashedin

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HUX.

On-Site Supervisor



Doris Jones

"Having a clean environment for serving the best food to the customer"

Age: **27 - 38 years**

User Type: **Onsite Supervisor**

Family: **Married, 1 Kids**

Location: **New York**

Language: **English, Regional**

#administering

#motivating

#focused

Roles

- Usually the General Manager that works at the location and manages the employees
- Monitor store operations, including food safety, staffing, etc.
- Enforce company policy at the location level (ex: handwashing protocol)

Key Tasks and Responsibilities

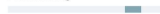
- Train employees to register, scan every time they wash their hands, and follow proper scanning instructions.
- Talk to or dismiss employees that have contamination and do not correct it within 2 minutes. Make sure that employee doesn't handle food until the contamination is corrected (rewash, rescan, and pass)

Needs

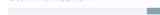
- Know when employees have contamination and do not rewash and rescan.
- Know who working today is scanning and who working today is not scanning ("Quick Glance"/"Checklist")
- Know who scanned this week and who did not
- Compare scan data to expected handwashing (should be at least one scan per expected handwash)

Proficiency Meter

Multitasking



Communication



Forecasting



Empathy



Dispute Management



Hashedin

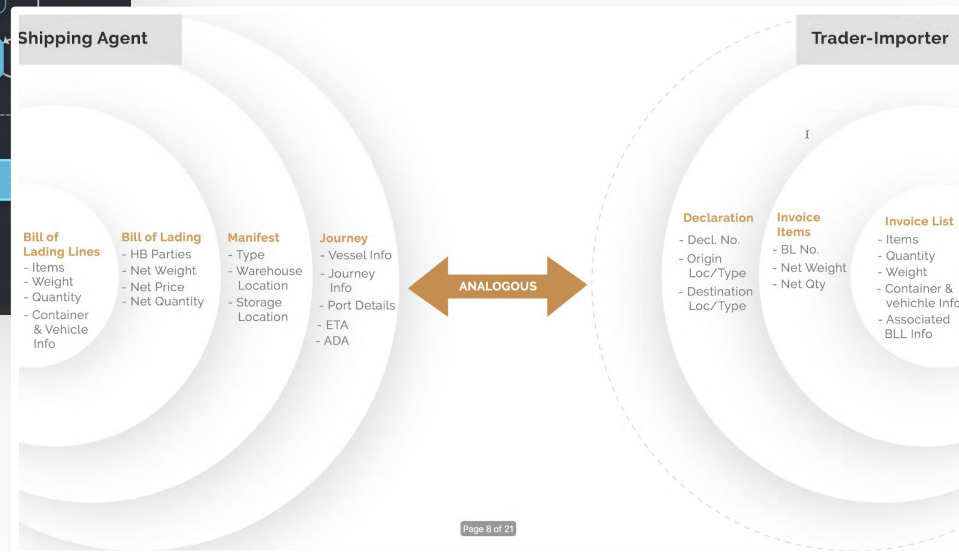
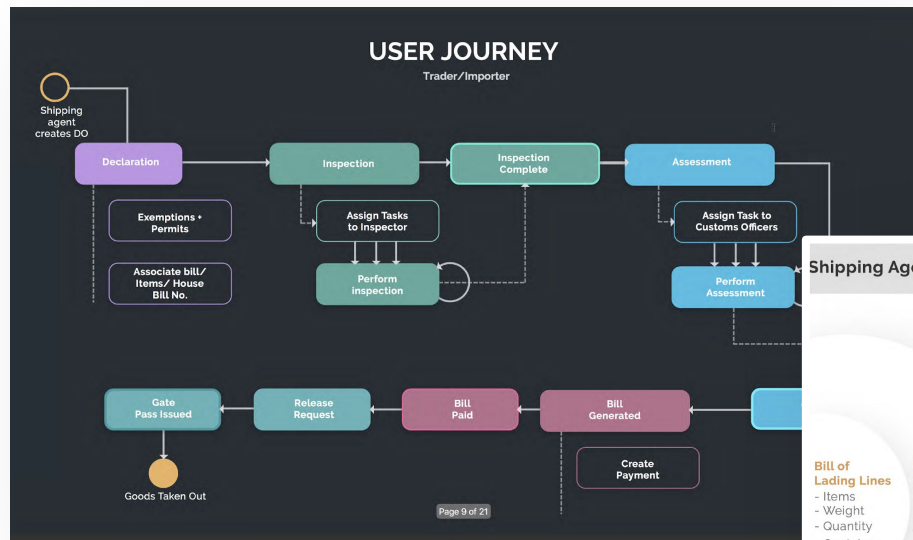
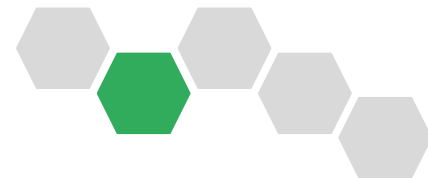
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HUX.

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Define

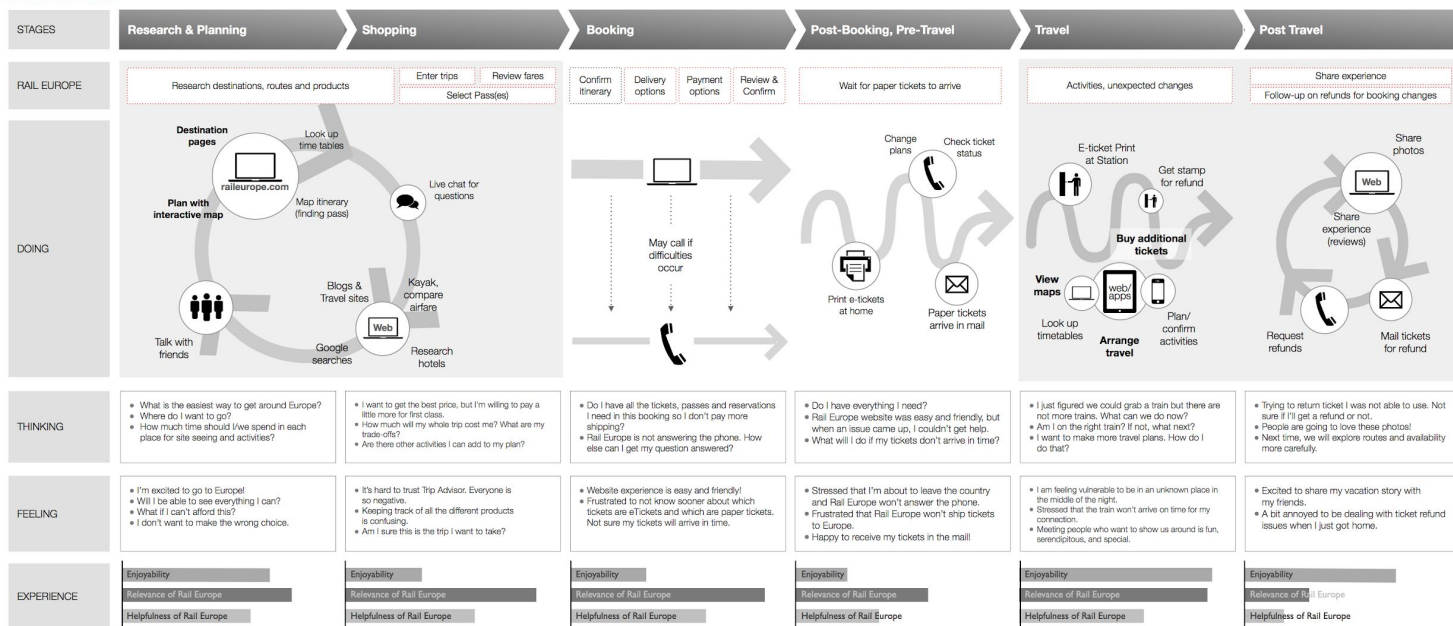
User Flows & Identify Analogies



Customer Journey Map



Rail Europe Experience Map by Adaptive Path

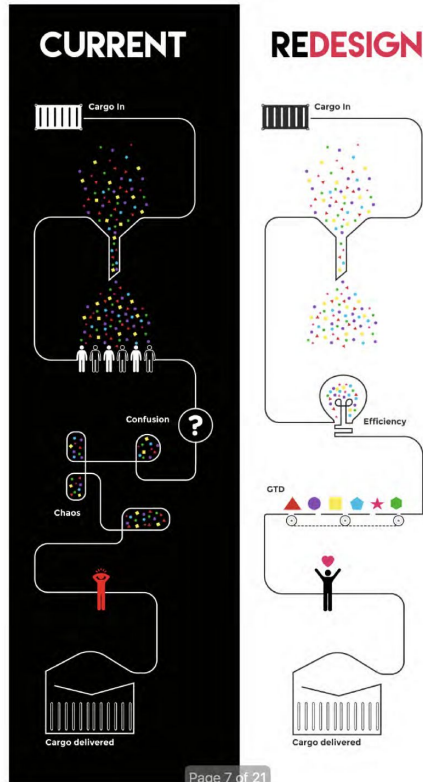


Opportunities

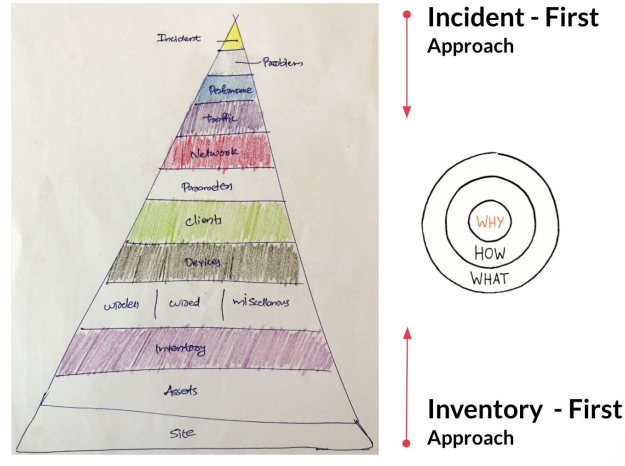
GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Enable people to plan over time.	Visualize the trip for planning and booking.	Arm customers with information for making decisions.	Improve the paper ticket experience.	Accommodate planning and booking in Europe too.
STAGE: Initial visit	STAGE: Global	STAGES: Global	STAGES: Planning, Shopping	STAGES: Planning, Shopping	STAGES: Shopping, Booking	STAGES: Post-Booking, Travel, Post-Travel	STAGE: Traveling
Make your customers into better, more savvy travelers.	Engage in social media with explicit purposes.		Connect planning, shopping and booking on the web.	Aggregate shipping with a reasonable timeline.		Proactively help people deal with change.	Communicate status clearly at all times.
STAGES: Global	STAGE: Global		STAGES: Planning, Shopping, Booking	STAGE: Booking		STAGES: Post-Booking, Traveling	STAGES: Post-Booking, Post Travel

Ideate

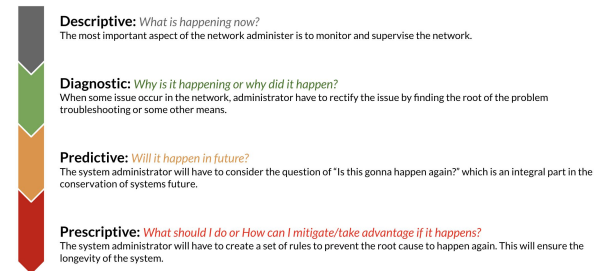
Strategize the UX



Page 7 of 21

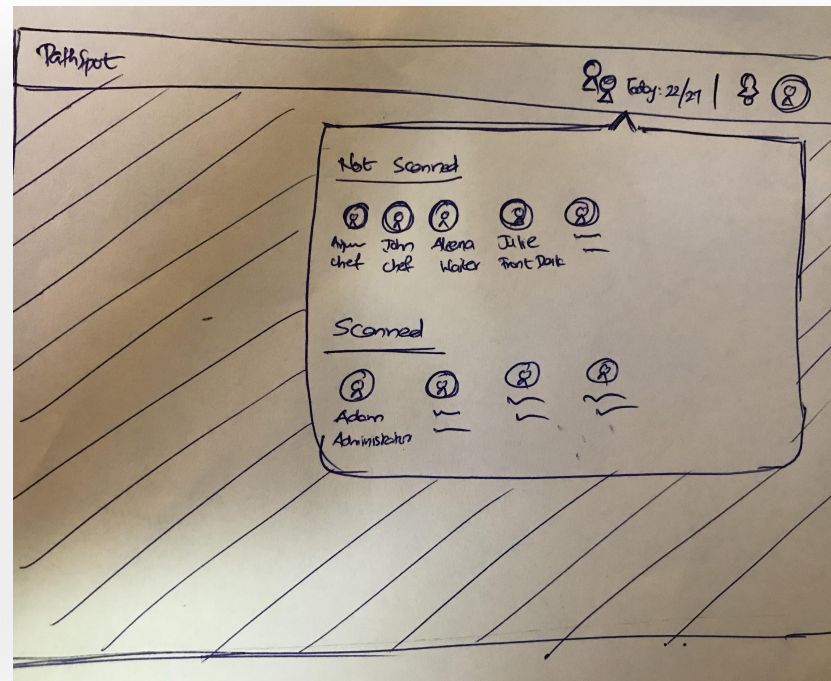
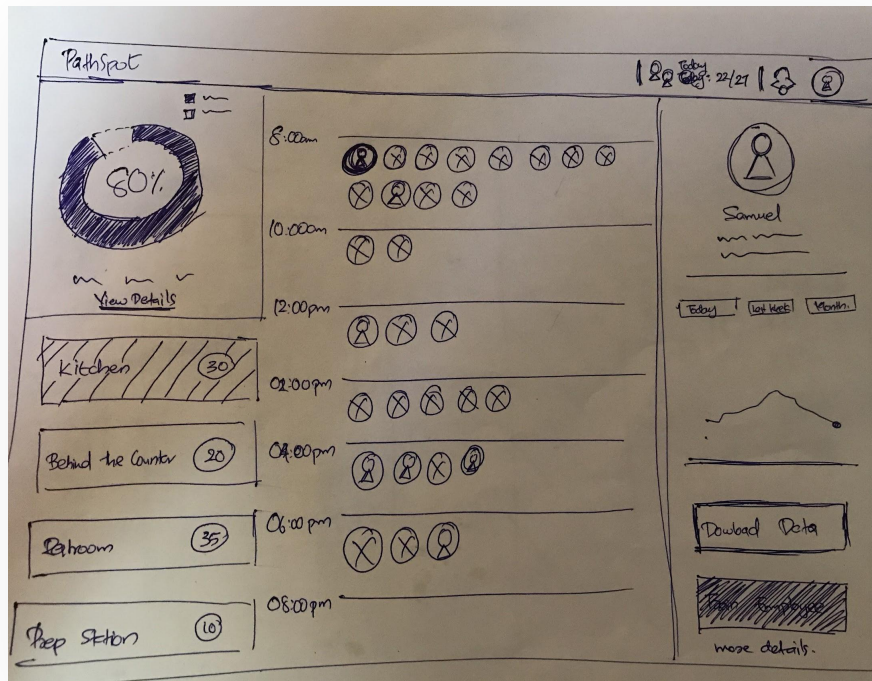


Information Revealing Mechanisms



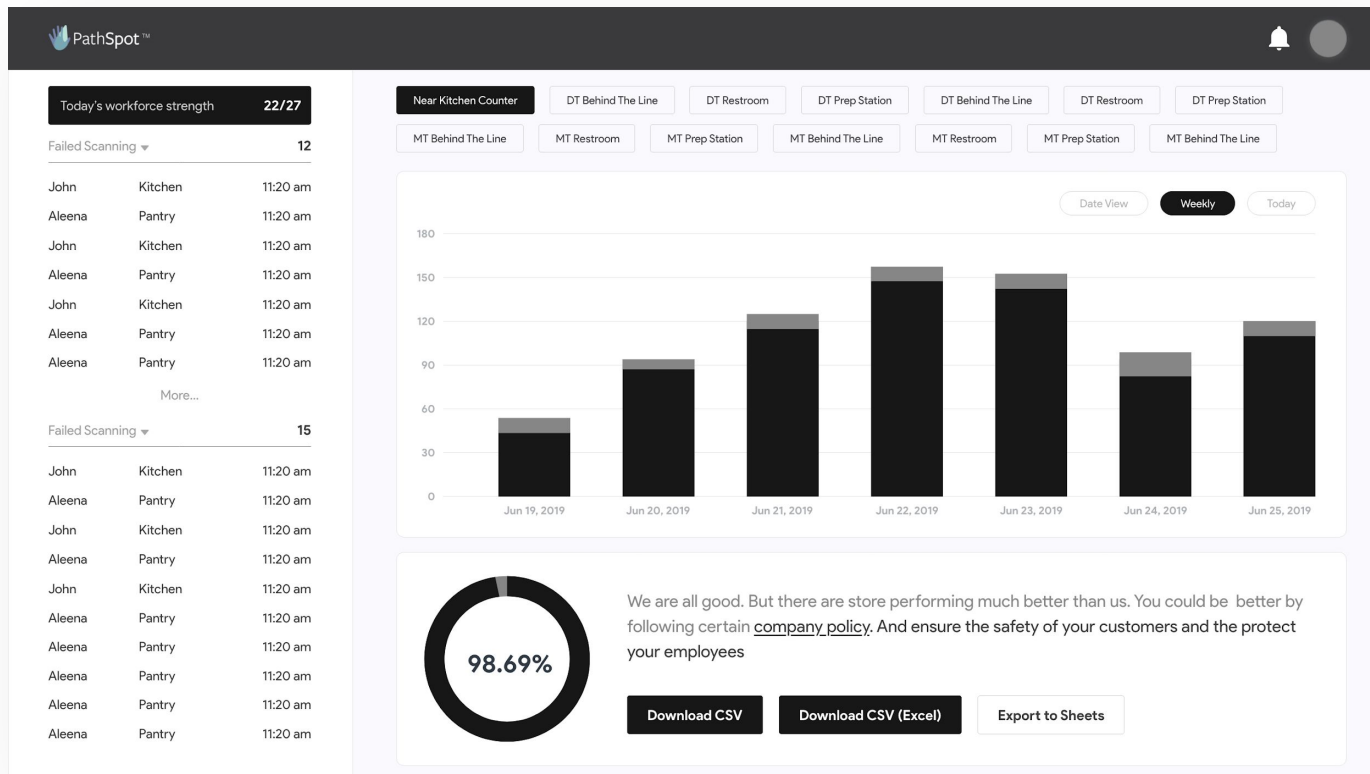
Prototype

Wireframing



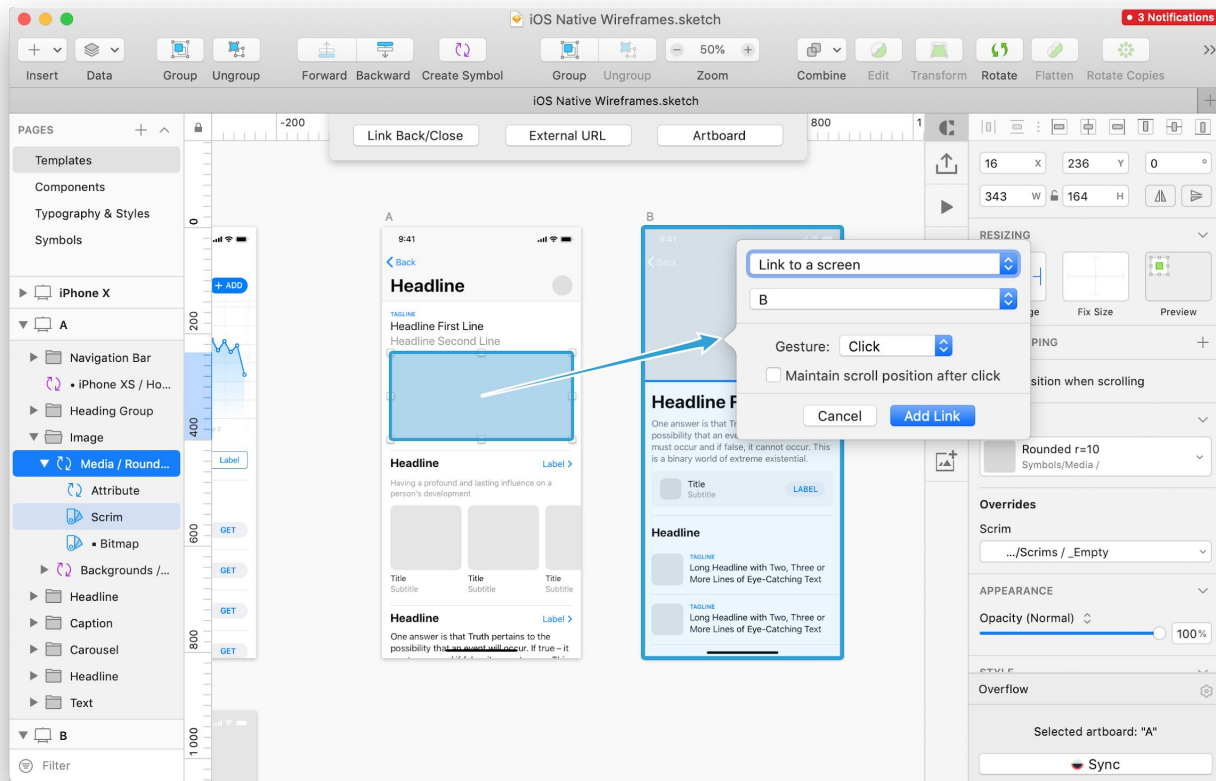
Prototype

Lo-fidelity Prototyping



Prototype

Hi-fidelity Prototyping



Prototype

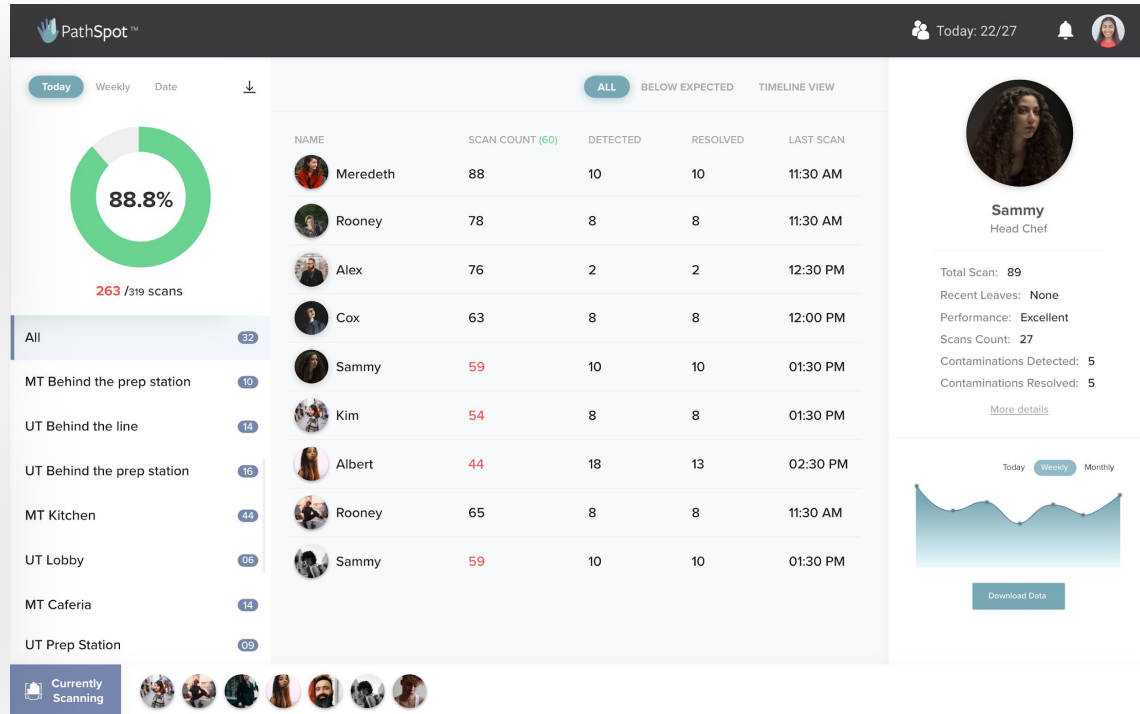
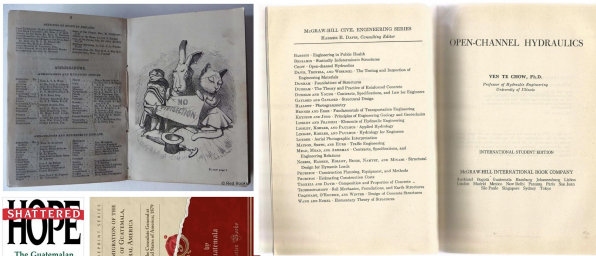
Moodboard & Visual Design Language



Inspirations

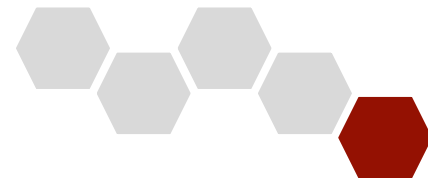


Explorations



Test

Usability Testing, User Feedback & Design Iteration



The top wireframe shows a 'DECLARATIONS' page. It has a header with a logo, user name 'John Doe', and role 'Organization | Role'. Below the header is a 'QUICK FILTERS' section with buttons for 'Cargo 106', 'Assessment 53', 'Payment 6', and 'Release 2'. There is also a 'CUSTOMIZE' button. The main content area is a table with columns 'FROM', 'DATE', and 'STATUS'. It lists two declarations from 'Parship Shipping Corp.' on '08/23/2016'. The first declaration has a status of 'Assessment | Open' and a 'Bill of Lading: BL 00 890 567 899'. The second declaration has a status of 'Cargo | NA-' and the same 'Bill of Lading'. Below the table are sections for 'Information' and 'Actions'.

The bottom wireframe shows a 'Declaration Processing' page. It has a header with a logo, user name 'Name', and role 'Organization | Role'. Below the header is a progress bar with steps: 'Cargo', 'Declaration', 'Inspection', 'Assessment', 'Payment', and 'Release'. The 'Declaration' step is currently active. Below the progress bar is a sidebar with 'Declaration Processing' and 'Invoices (3)'. The 'Invoices (3)' section is expanded, showing 'Invoice 1', 'Invoice 2', and 'Invoice 3'. The main content area is titled 'Invoice 1 Number' and 'Invoice Type'. Below this is a section for 'Invoice Item Details (5)' with a '+ New Invoice Item' button. It contains a table with columns 'Item Code' and 'Description'. The table lists two items with '2014.11.0902' as the item code. The first item has a description 'Nam dapibus nisi vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium' and a status of '100 Quantity 100 Unit Price Each - UOM'. The second item has the same description and status. Below the table are sections for 'Information', 'Actions', and 'Page 13 of 21'.

Wireframes

Is a UI schematic or blueprint.

User Happiness Index

- Task Oriented
- Clarity of information
- Progressive Disclosure

“flow is too good...! - Team Agility

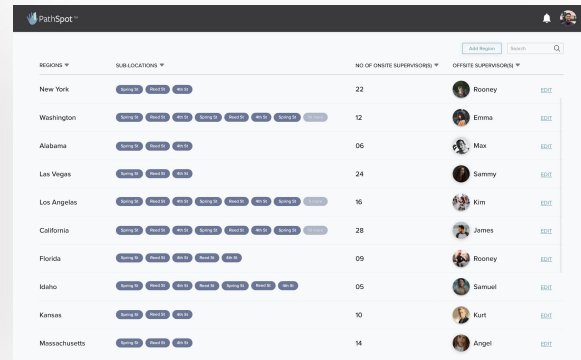
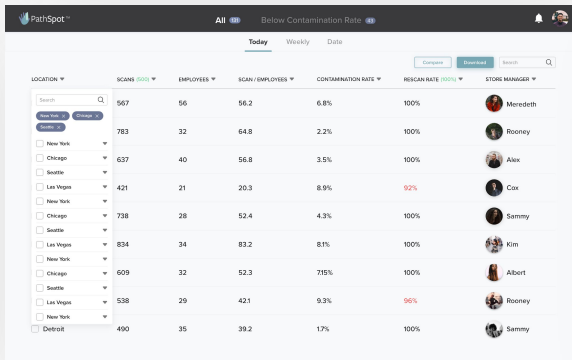
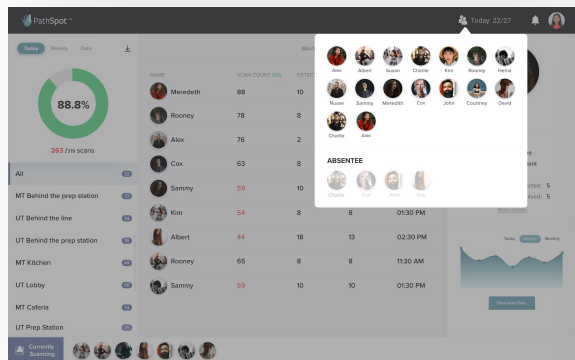
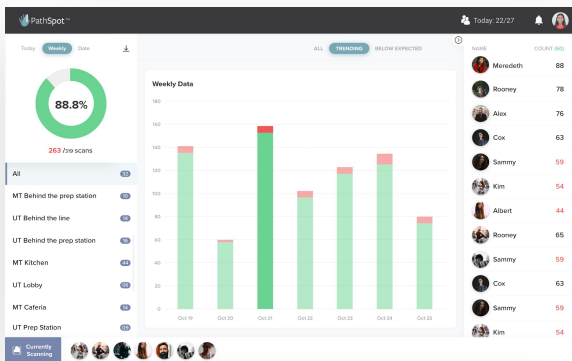
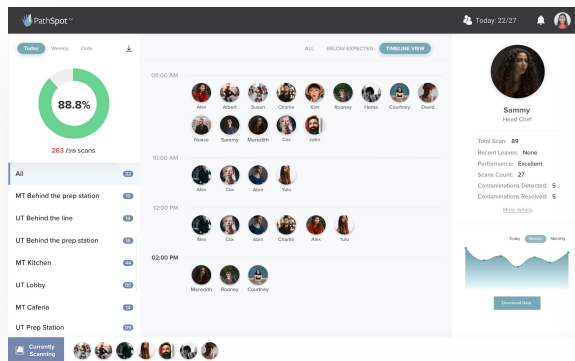
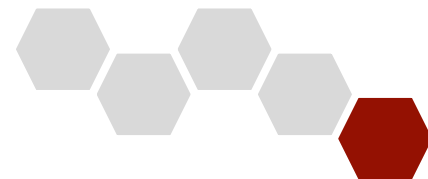
User Interface

- Intuitive and Usable
- Fluid Layout
- Future Readiness

“saving 7 clicks a transaction can free up a user by 2 hours a day!

Test

UI Mockup & Design Iteration





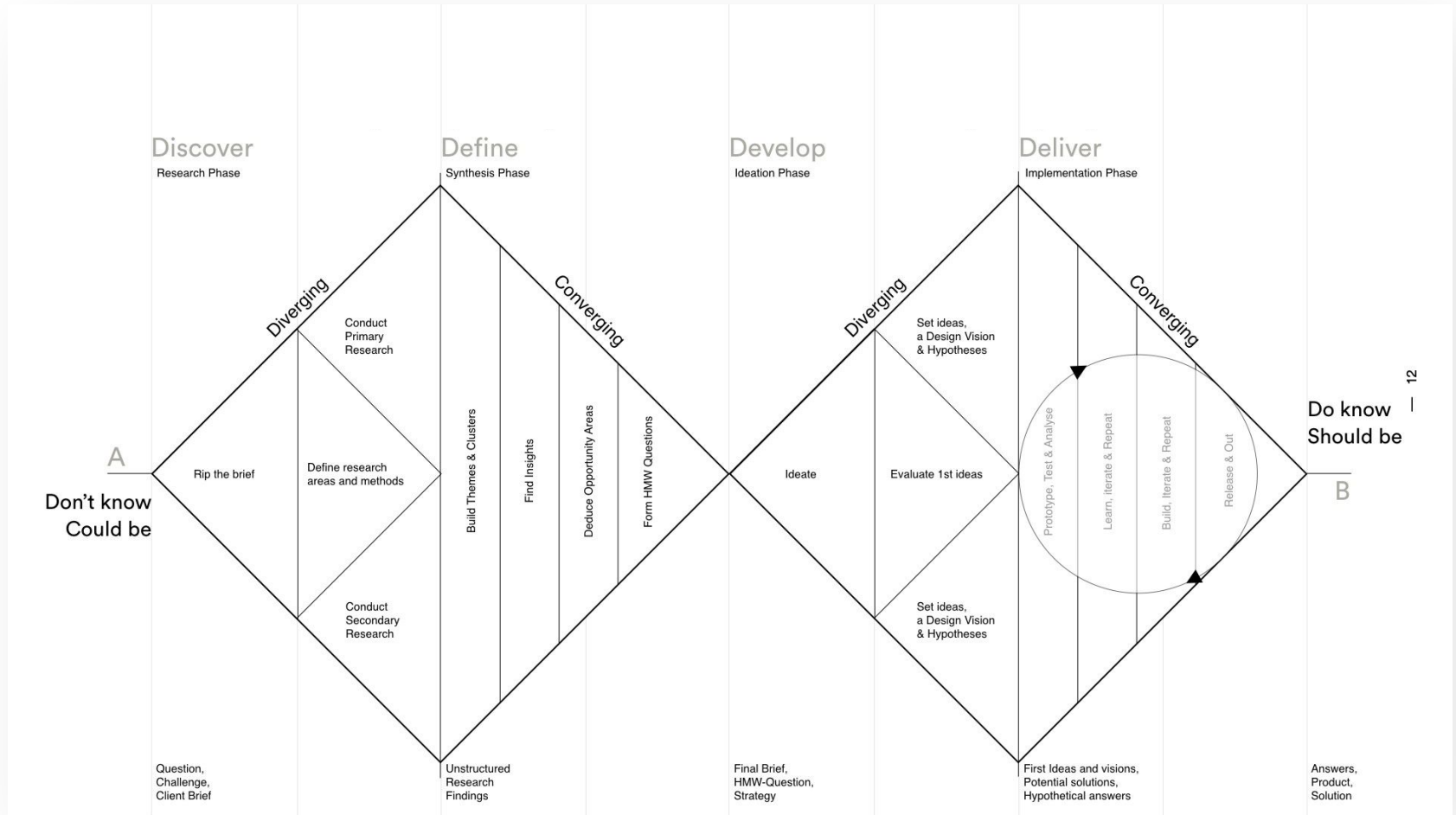
Collaborative Wayfinding

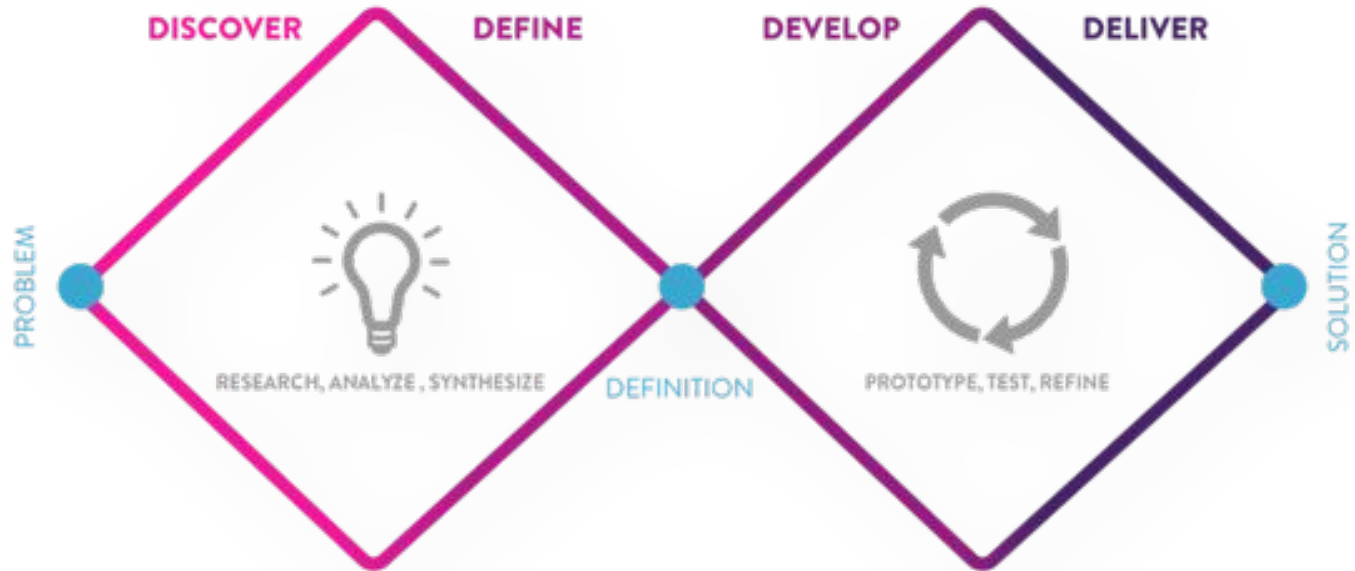
Effective problem solving toolset

Innovation / Change focused

User / human centric

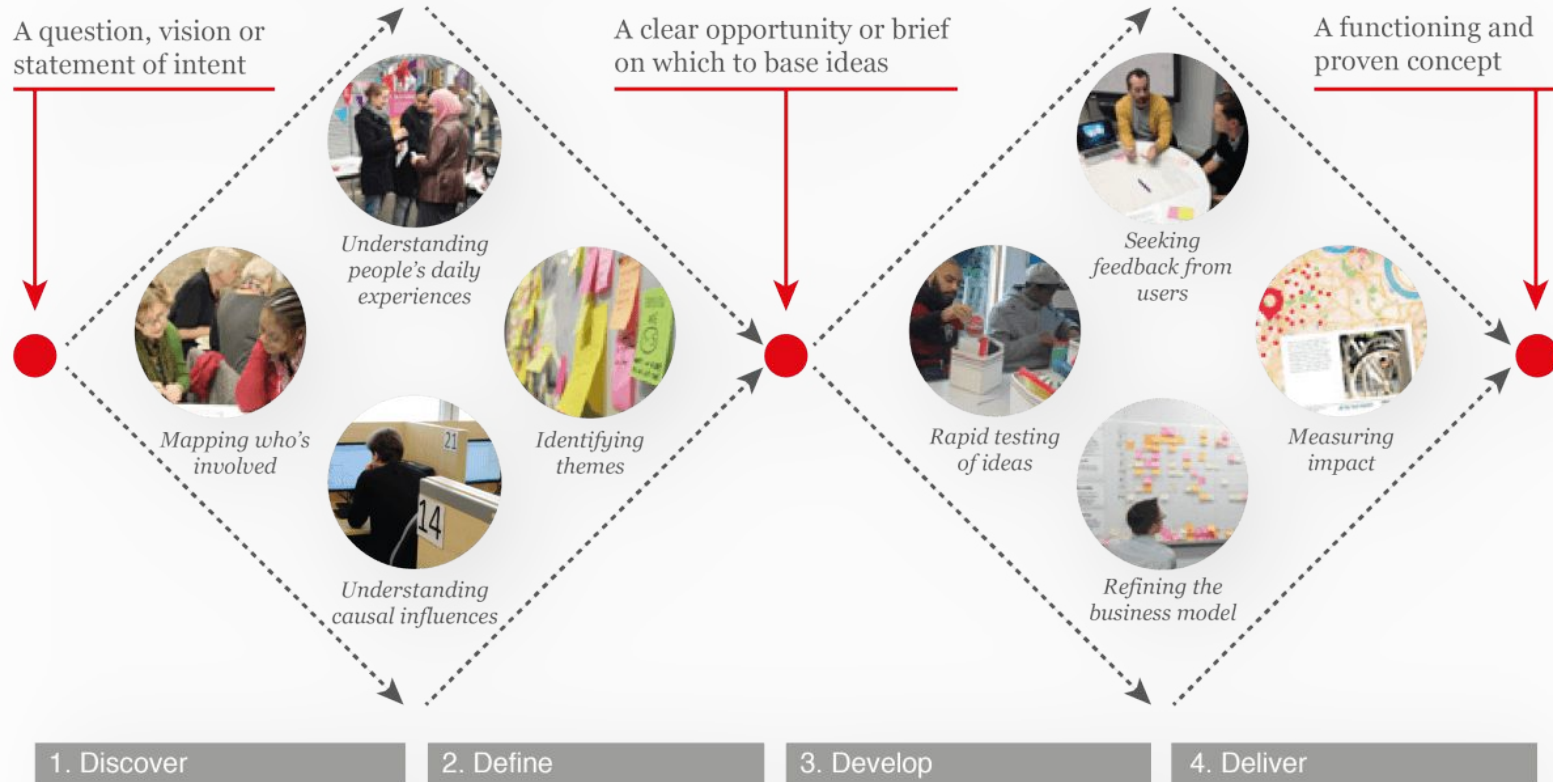
Attain organisation's product UX maturity





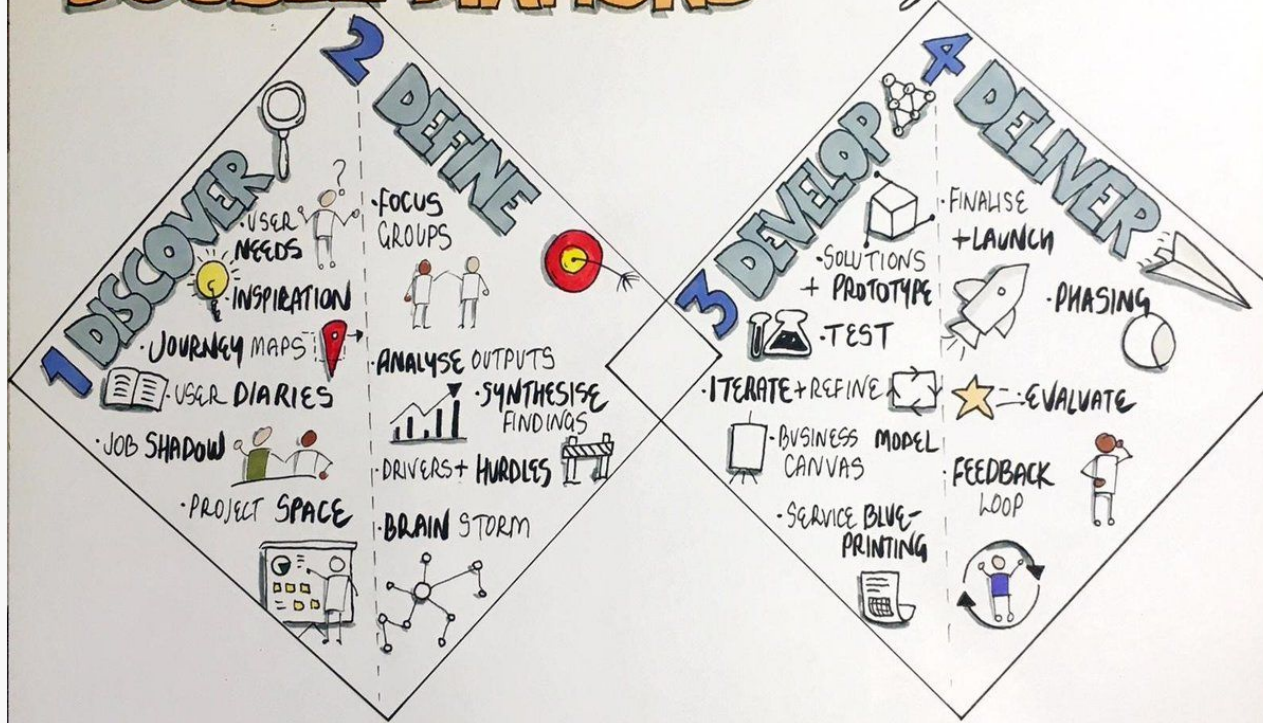
What and Why

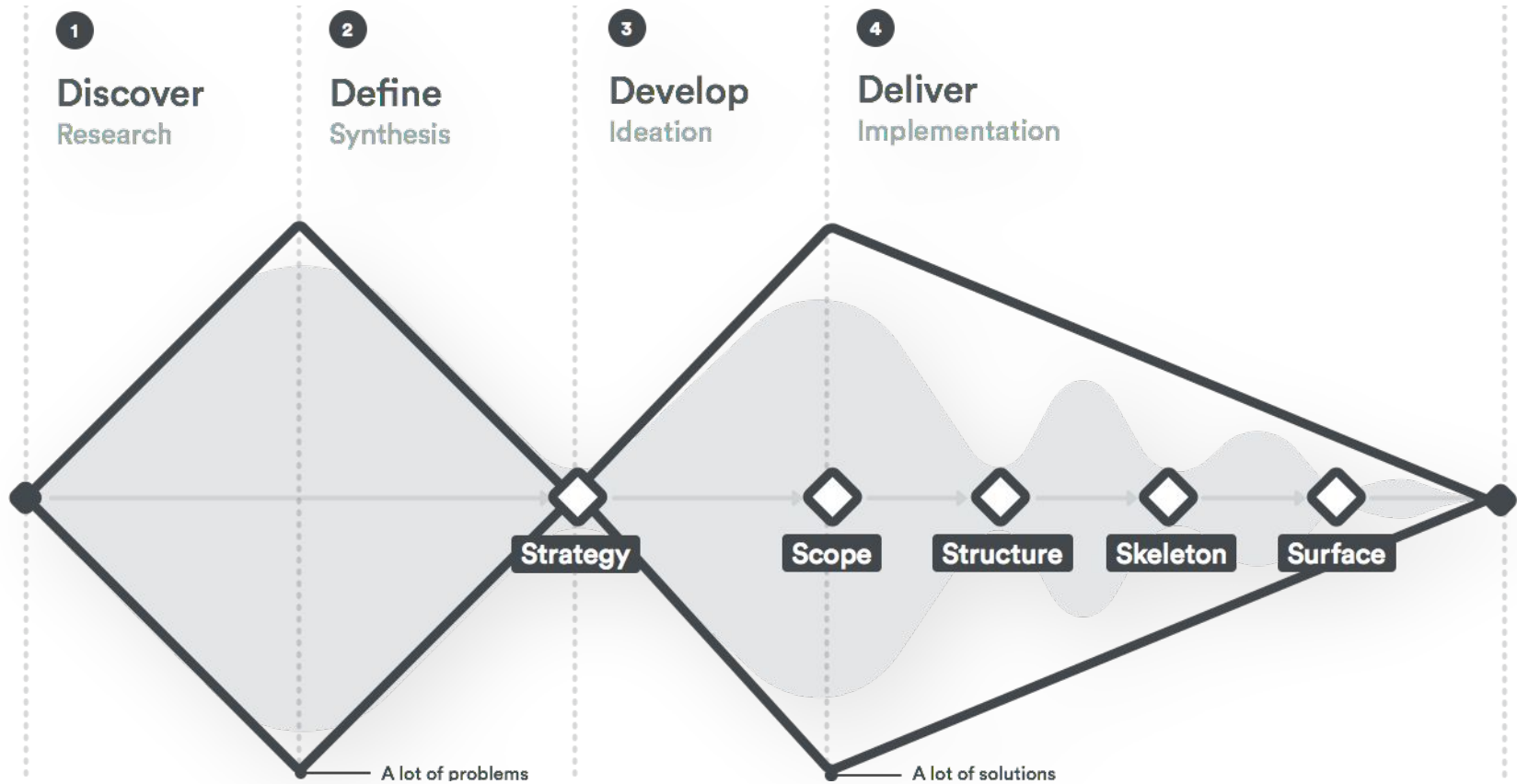
How

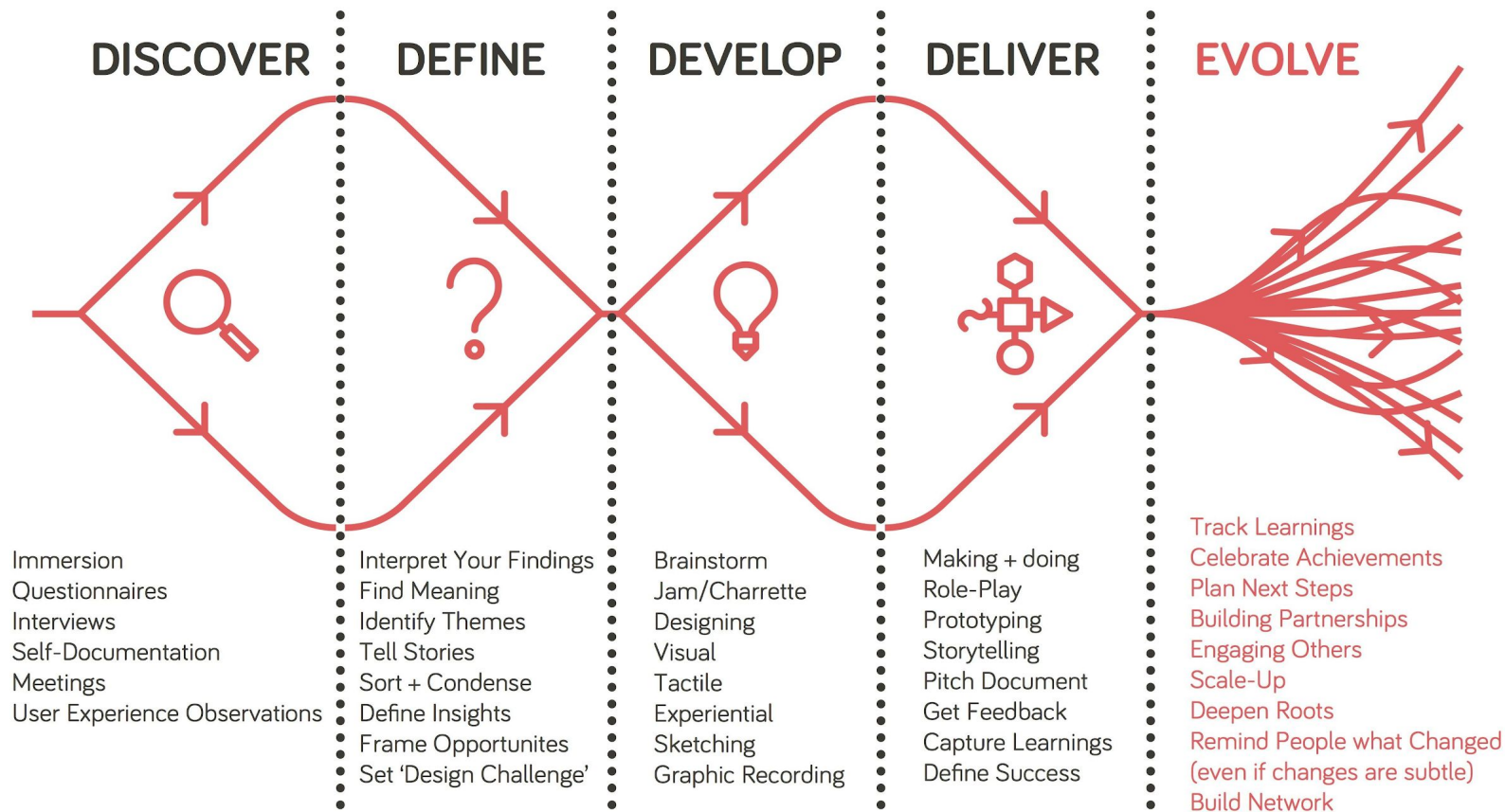


DOUBLE DIAMOND

design method







HUX. I The 5D Approach for Product Design

DECIPHER	DESIGN	DIG	DELIVER	DERIVE
STEPS <ul style="list-style-type: none"> Design Thinking Workshop MVP vs MLP analysis 	STEPS <ul style="list-style-type: none"> Design Goals Interaction Design (ID) Visual design (VD) 	STEPS <ul style="list-style-type: none"> Usability-test the prototype Debriefing with SMEs 	STEPS <ul style="list-style-type: none"> UI design handoff to Dev Style guide vs design system Dev support, as needed 	STEPS <ul style="list-style-type: none"> Insights from the field User behavior analytics Adoption vs Churn rate
WHY <ul style="list-style-type: none"> Real Problem vs distractors User needs analysis 	WHY <ul style="list-style-type: none"> Prototype for U-Testing Designing all user touch points 	WHY <ul style="list-style-type: none"> Early identification of issues Faster course-correction 	WHY <ul style="list-style-type: none"> Fall-in-line with product development cycle 	WHY <ul style="list-style-type: none"> Iterative design approach Better decision making
HOW <ul style="list-style-type: none"> Intensive 1~2 Wk with SMEs, stakeholders and decision-makers 	HOW <ul style="list-style-type: none"> 2 Days ID for every use-case 2 Days VD for moodboarding 2 Days VD for every 3 unique screens 	HOW <ul style="list-style-type: none"> Remote U-testing with target participants 1 Wk exercise with 3 participants 	HOW <ul style="list-style-type: none"> 2 Wk design sprints w.r.t UI development Design to lead UI dev by at-least 1 Wk 	HOW <ul style="list-style-type: none"> Plugin simple-to-use, but robust tools like HotJar Analyse the stats and take corrective measures
OUTCOME <ul style="list-style-type: none"> Customer Journeys Experience Design Strategy 	OUTCOME <ul style="list-style-type: none"> Wireframes, hi-fi prototype Visual mockups 	OUTCOME <ul style="list-style-type: none"> Test Findings Report Changes in product strategy 	OUTCOME <ul style="list-style-type: none"> Invision + Zeplin UI Handoff Alternate flows, if needed 	OUTCOME <ul style="list-style-type: none"> Behavior Heatmaps User interaction recordings

HUX.

Hashedin

HUX.

From
Design
To Culture

PORTFOLIO

ARUBA - NaaS

Aruba have small to gigantic clients to serve. In such scenario monitoring minute issues with a device in the plethora is a cumbersome task. Solving it is easy but the loss incurred by the clients during this phase is enormous since some of the clients are hospitals. The engineers needs a highly accurate platform that could proactively shows the problems to get it fixed.

KEY FEATURES

MONITORING

Overall key details are presented under a single page to take a decisive decision. Further main information are shown under various categories.

SOLVING CASES

We defined an approach that would help them to find and resolve the cases proactively before it even exists in the system for a better efficient network



DESIGN ROLE
UI & UX

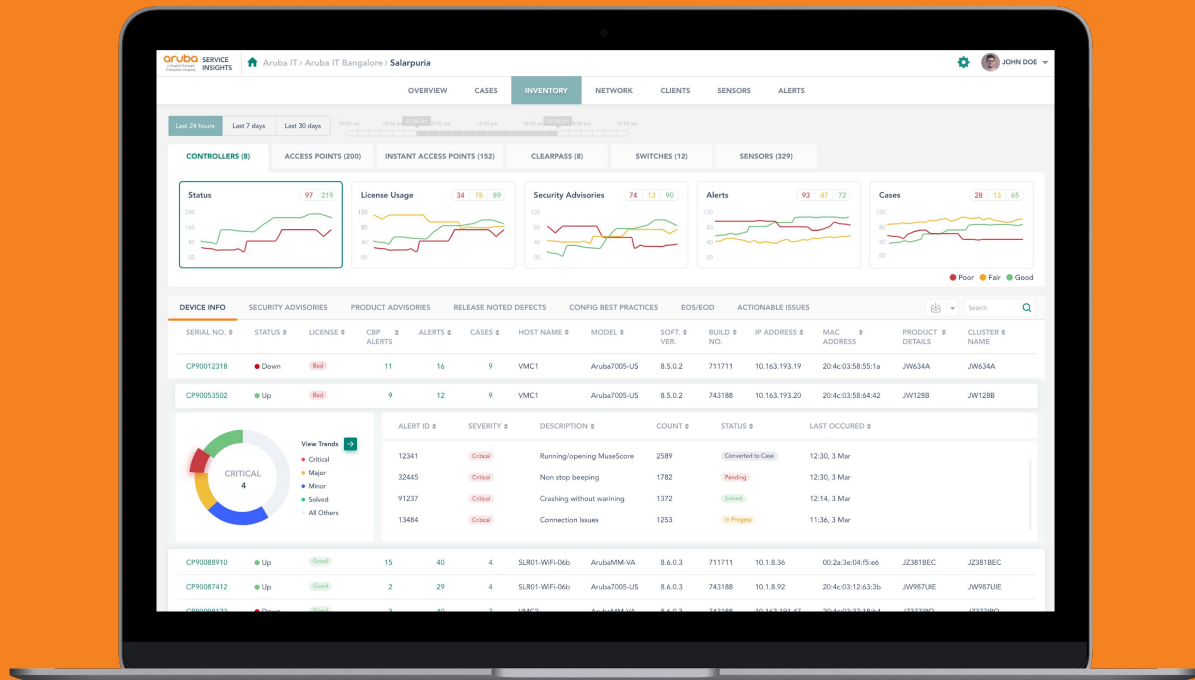


PLATFORM
WEB APPLICATION



DOMAIN
NETWORK MANAGEMENT

HUX.



SMART CITIES - HONEYWELL

Honeywell powers smart city solutions for the wellness of citizens. The project includes a traffic management system, environmental sensors, solar panels, multi-service digital kiosks, solid waste management system etc.

HUX dedicated the effort to build the Admin/CEO dashboards that provides detailed information on Incidents/activities under selected city.

KEY FEATURES

CEO DASHBOARD

Analytics dashboard and reports for top level management team to understand the activities, incidents, hotspots across the selected city.

SMART CITIES ADMIN PORTAL

Provides detailed reports and several admin access for traffic management system, environmental sensors, solar panels, multi-service digital kiosks, solid waste management system etc.



DESIGN ROLE
UI & UX



PLATFORM
WEB APPLICATION



DOMAIN
CITY ADMINISTRATION

HUX.



SMART CITIES - HONEYWELL

Honeywell powers smart city solutions for the wellness of citizens. The project includes a traffic management system, environmental sensors, solar panels, multi-service digital kiosks, solid waste management system etc.

HUX dedicated the effort to build Alert & Incident Management system from scratch for 6 govt proposed smart cities in India.

KEY FEATURES

ALERT & INCIDENT MANAGEMENT

System generates alerts from sensor that operator can acknowledge on this system and further can create incident to work on them.

MAPS & DISPATCH WORKFORCE

System also provide secondary map functionality, to acknowledge alerts and see asset details. Also, operator can dispatch workforce like Police Car, Ambulance to incident location with an option to track on map.



DESIGN ROLE
UI & UX

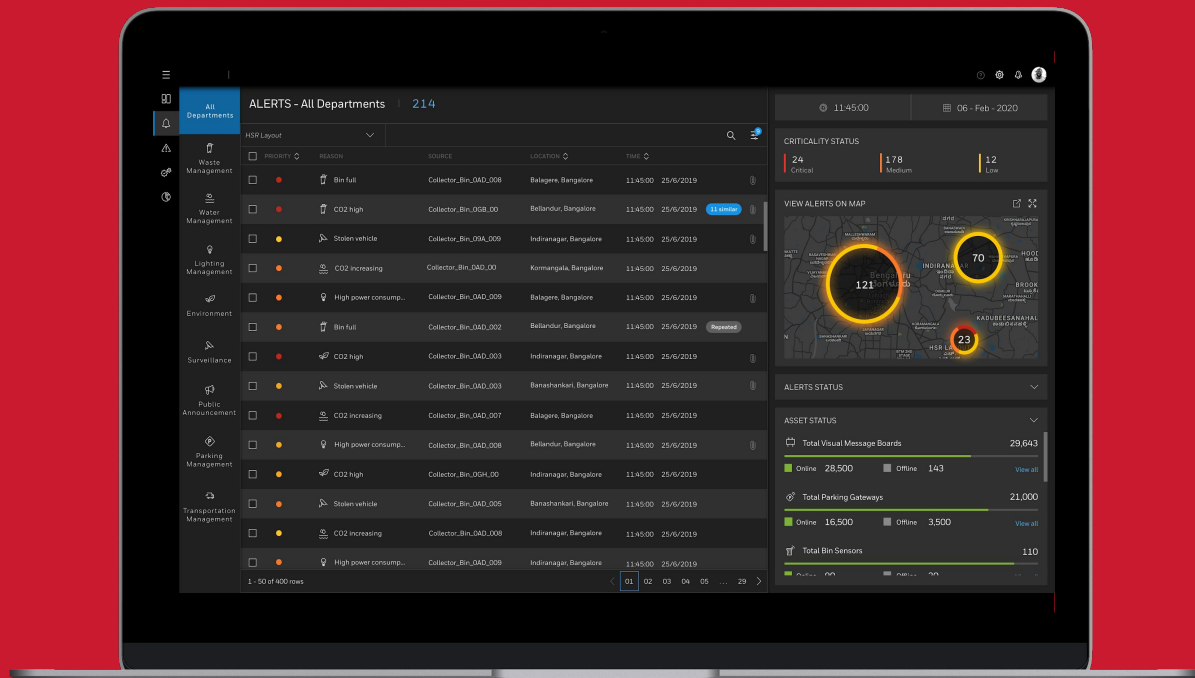


PLATFORM
WEB APPLICATION



DOMAIN
ALERT & INCIDENT MGMT.

HUX.



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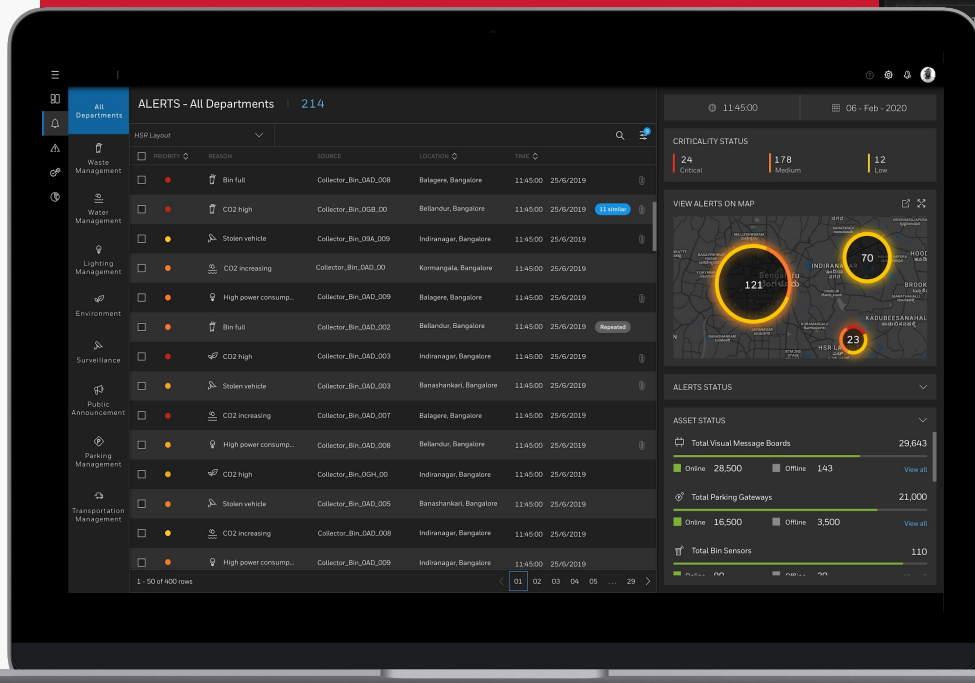
DESIGN ROLE
UI & UX



PLATFORM
WEB APPLICATION



DOMAIN
ALERT & INCIDENT MGMT.



UTOPIUS INSIGHTS

Utopus is into orchestrating the non-renewable energy. Our task was to design a breakthrough software at the intersection of energy, data, and weather to help unleash affordable innovation that delivers results. To help the farm to attain its full potential we need a system that will efficiently predict the future and will give effective data to set the parameters in the farm.

KEY FEATURES

FORECASTING

To delivers 10- minute interval weather predictions with the help of trend charting which make user to understand the firsthand information regarding the forecting of solar and wind farms.

ANALYZE

Defines the historical data of the power generation and which show a reporting through charting library

AVAILABILITY PLANNER

Helps user to plan the future maintenance of the assets which helps them get better predictions



DESIGN ROLE
UI & UX

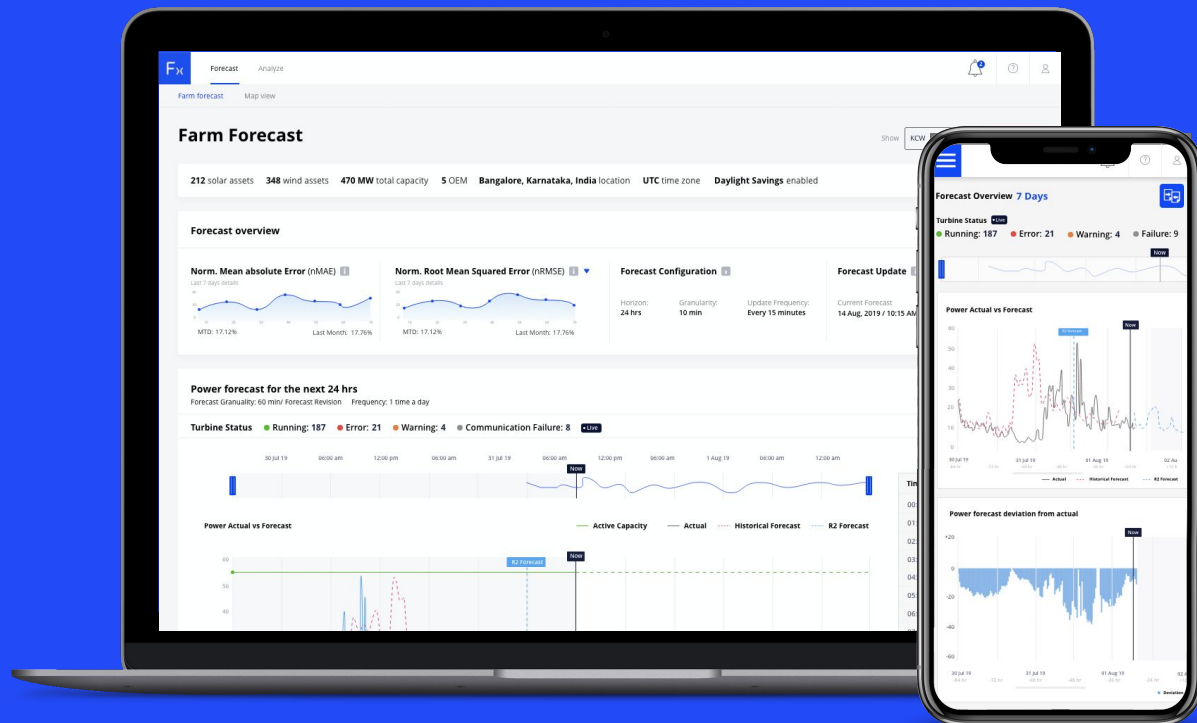


PLATFORM
WEB APP RESPONSIVE



DOMAIN
IOT - SOLAR AND WIND POWER

HUX.



ADECCO

The Adecco Group is the world's largest Human Resources provider and temporary staffing firm. The Adecco Group India works to get people into work. They work closely with employers too. Understanding their needs. Then helping them to devise and deliver short and long-term hiring strategies. Then bringing job seekers and employers together to achieve maximum impact.

KEY FEATURES

EMPLOYEE ENGAGEMENT

HR and Reporting Manager can manage engagements, invoices, transfers, services, compliance and operational tasks.

WEBSITE

Adecco website describes staffing services hire talent and to create opportunities and communicate the business enquiries.



DESIGN ROLE
UI & UX

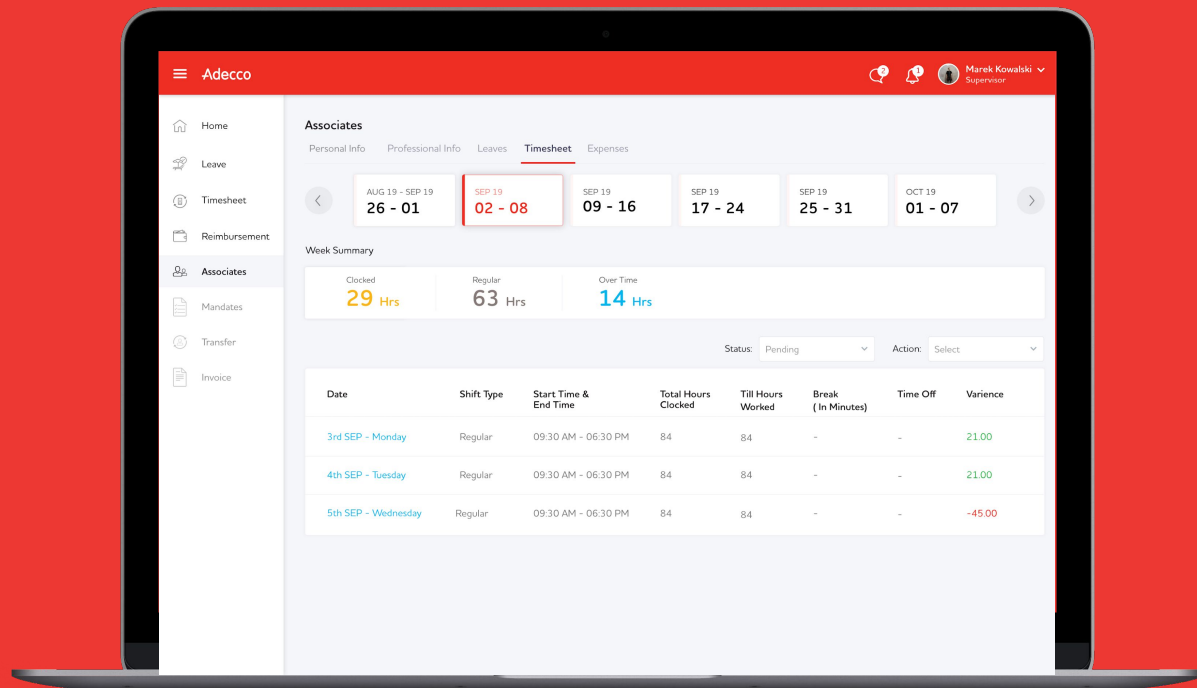


PLATFORM
WEB AND MOBILE
APPLICATION



DOMAIN
HRMS

HUX.



ATTACK TOOLS

Attack tool is an application that provides an ecosystem for cyber security and ethical hacking community. Cyber security enthusiasts who want to explore and learn about the different tools for cyber security are the primary users. The tool aims to help beginners to browse by tools, test live tools before downloading.

It is a platform for tool authors to upload their tools and share their knowledge.

KEY FEATURES

TOOL SEARCH

Search had been designed in such a way that user can search the tool with minimalistic the knowledge of cybersecurity tools such as options of keyword, tags category etc

LIVE TESTING

The feature of live testing the tool gives user a perceptive see how it work in the ecosystem without downloading



DESIGN ROLE
UI & UX

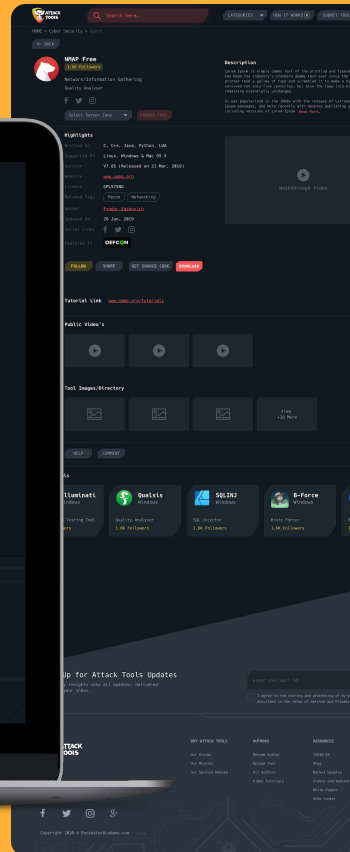
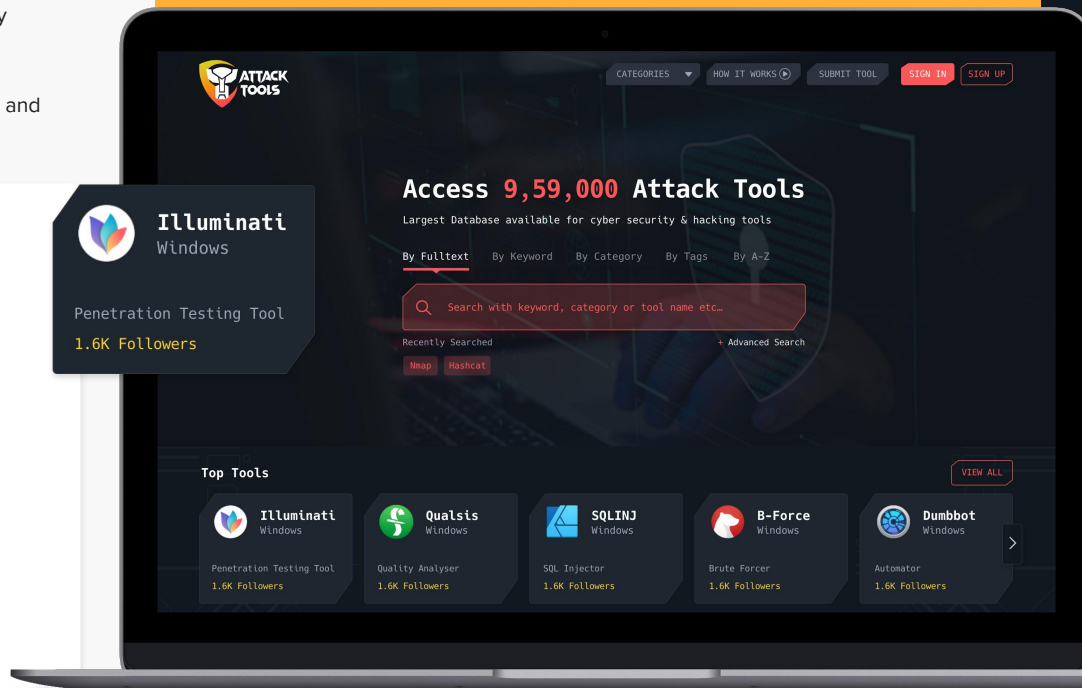


PLATFORM
MOBILE APPLICATION



DOMAIN
TRANSIT, JOURNEY PLANNER

Illuminati
Windows
Penetration Testing Tool
1.6K Followers



A11Y TESTING - COHESITY

Accessibility Testing is defined as a type of Software Testing performed to ensure that the application being usable by people with disabilities like hearing, color blindness, old age and other impairment groups. It's also important to ensure legal compliance and we have reported for WCAG 2.0 Compliances under US Government for Cohesity IRIS 6.5 Version

KEY FEATURES

AUTOMATION TESTING

We used HTML Code sniffer, Wave, Accessibility Insights tools for testing and reporting.

MANUAL TESTING

Guidelines checklists for ARIAS, Keyboard traps, Headings, Landmarks, Screen Readers, Tab Stops.

VPAT DOCUMENTATION

VPAT is a document which evaluates how accessible a particular product is according to the Section 508 Standards.



DESIGN ROLE
ACCESSIBILITY



PLATFORM
WEB APPLICATION



DOMAIN
TECHNOLOGY

HUX.



TRAVEL PLANNER - AXIS

Plan your trip, set reminders, get notifications about disruptions. Public transit not cooperating? Easily book metro, bus, auto or uber and get online ticket for your journey. Schedule alarms and get reminders before your bus or train arrives.

KEY FEATURES

JOURNEY PLANNER

Plan trips, view schedules, buy tickets and see route itineraries.

TICKETING

With ease of ticketing system now user can buy tickets online and present ticket at station or bus-stop.

HUX DELIVERABLES



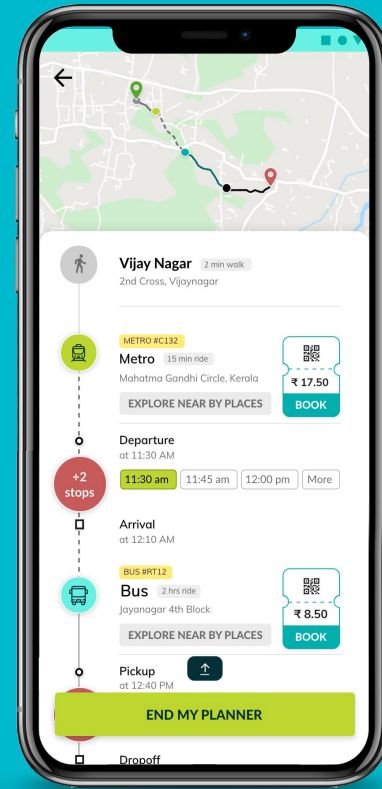
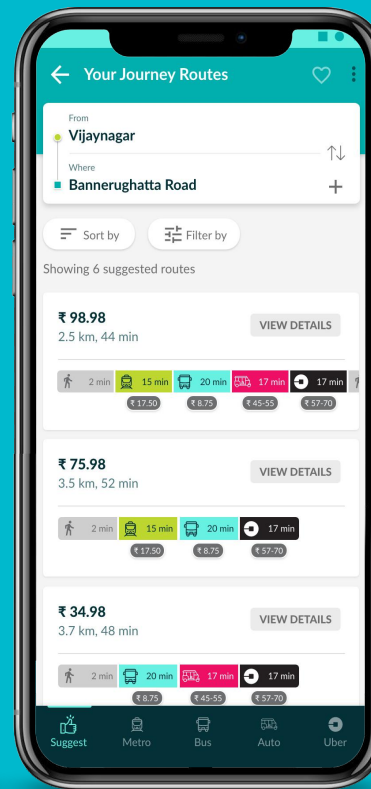
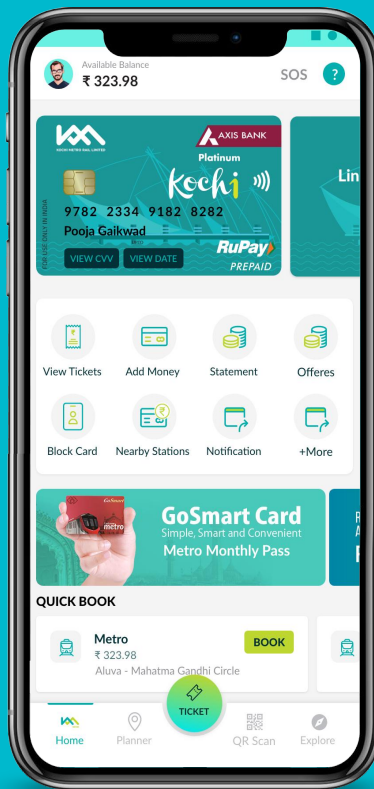
DESIGN ROLE
UI & UX



PLATFORM
MOBILE APPLICATION



DOMAIN
TRANSIT, JOURNEY PLANNER



City Rewards

City Rewards can be used to collect reward points when purchasing merchandise at all City Mart Supermarkets, marketplace by City Mart, Ocean Supercenters, City Care Health & Beauty Stores, Seasons Bakery & Café, City Books & Music, Safari Bookstores, City Baby Club outlets and other participating outlets.

KEY FEATURES

EARN & REDEEM POINTS

City Rewards can be used to collect reward points when purchasing merchandise at all City Mart Supermarkets, marketplace by City Mart, Ocean Supercenters, City Care Health & Beauty Stores,

PROMOTIONS & DISCOUNTS

City Rewards physical card or City Rewards app when you make a purchase at participating stores to earn points, enjoy exclusive promotions or member discount.



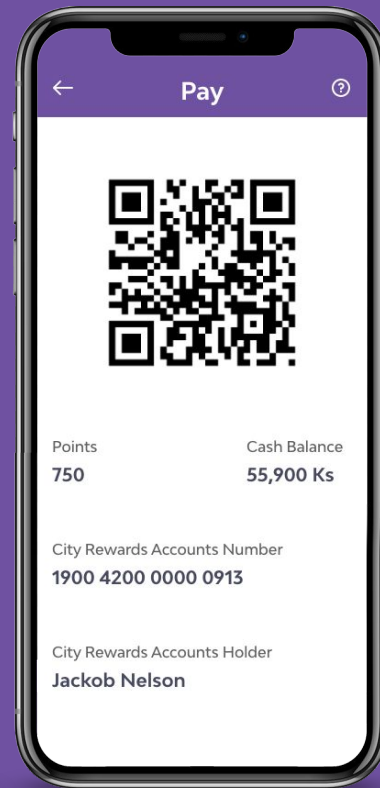
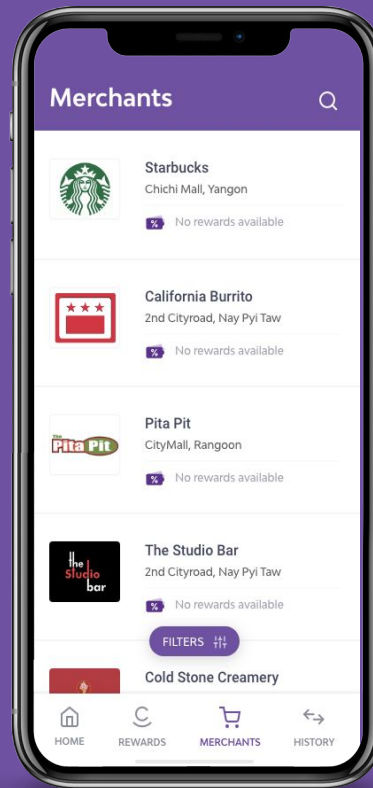
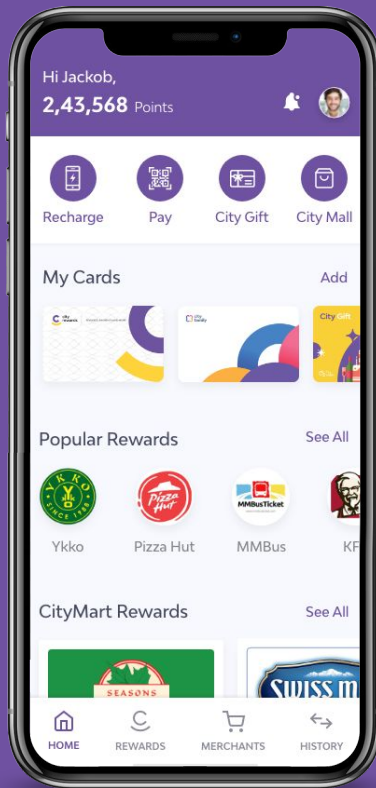
DESIGN ROLE
UX/ UI



PLATFORM
MOBILE APPLICATION



DOMAIN
E-COMMERCE



HUX.

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AUSTRALIA

74, Lovegrove Drive, Quakers Hill, NSW, Australia, 2763

Appendix

HUX. I Resourcing Plan

DECIPHER	DESIGN	DIG	DELIVER	DERIVE
UX ARCHITECT <ul style="list-style-type: none"> Allocation - 100% Design Thinking Workshop Strategizing UX Postulating Design Goals 	UX ARCHITECT <ul style="list-style-type: none"> Not required ⚡ 	UX ARCHITECT <ul style="list-style-type: none"> Not required ⚡ 	UX ARCHITECT <ul style="list-style-type: none"> Not required ⚡ 	UX ARCHITECT <ul style="list-style-type: none"> Not required ⚡
INTERACTION DESIGNER <ul style="list-style-type: none"> Allocation - 100% Design Thinking Workshop Create Persona, Empathy and CJM 	INTERACTION DESIGNER <ul style="list-style-type: none"> Allocation - 100% Wireframing use-cases/stories Create Interaction patterns & UI designs (prototype) 	INTERACTION DESIGNER <ul style="list-style-type: none"> Allocation - 100% Conduct Usability testing Record, observe & find insights 	INTERACTION DESIGNER <ul style="list-style-type: none"> Allocation - on demand Incase alternate solutions are needed 	INTERACTION DESIGNER <ul style="list-style-type: none"> Allocation - 100% Use software tools (like HotJar) and understand usage insights
VISUAL DESIGNER <ul style="list-style-type: none"> Allocation - 25% Visually depict the deliverables from design thinking workshop 	VISUAL DESIGNER <ul style="list-style-type: none"> Allocation - 100% Moodboards, Design Inspirations, Visual Language Visual designs / UI mockups 	VISUAL DESIGNER <ul style="list-style-type: none"> Not required 	VISUAL DESIGNER <ul style="list-style-type: none"> Allocation - 100% Full support to Dev team in order to deliver visual assets 	VISUAL DESIGNER <ul style="list-style-type: none"> Allocation - on demand To make some user flows obvious basis the usage report/insights

PROJECT MANAGER

Allocation - 25%, Manage project end-2-end, Resource Allocation, Escalation Mgmt and Course Correction, etc