

HUX.

Design Thinking

Sep 15, 2020

Prepared for



HashedIn

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

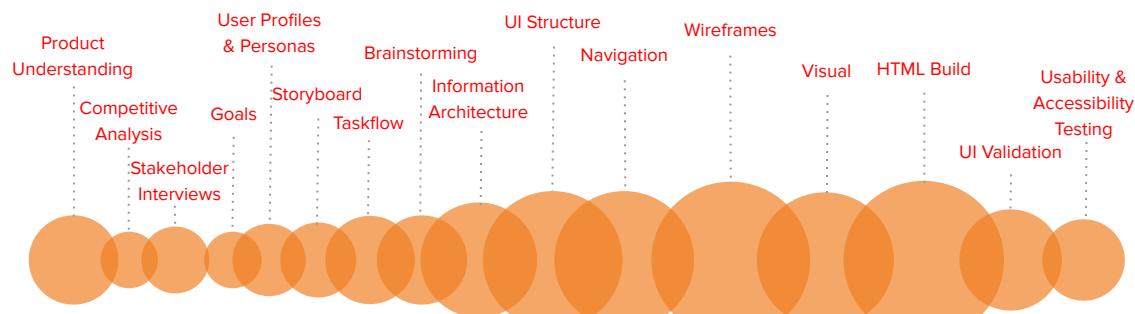


Content Strategy



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



IMI mobile



Adecco



Glyd



Agility

Engineering Design

&

Design Engineering

Engineering Design



Assemble well-defined parts
& solutionize

Design Engineering

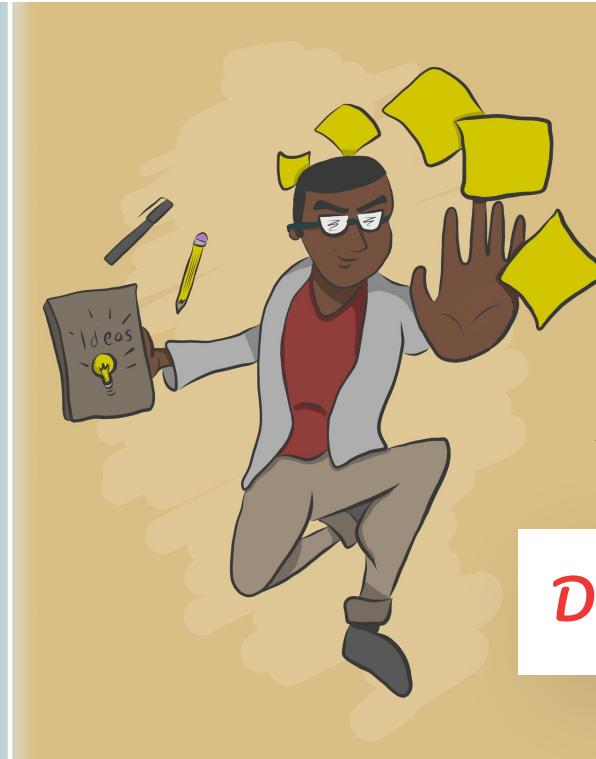


Develop ideas with intuition
& productize

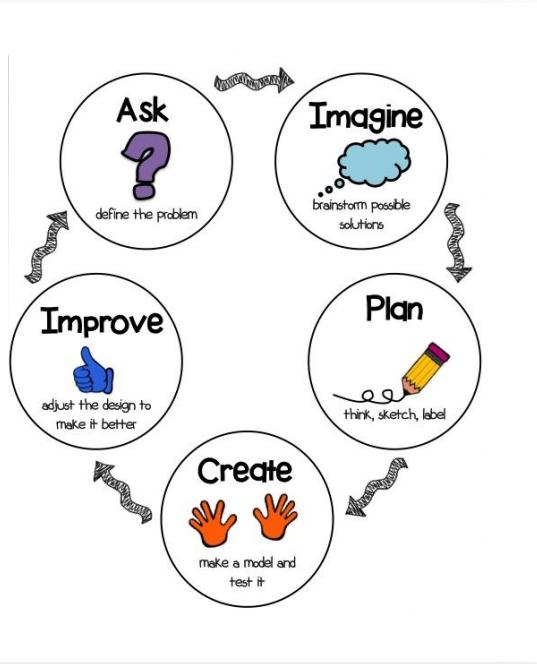
Problem Solving Techniques



Engineer



Designer



Engineering Thinking

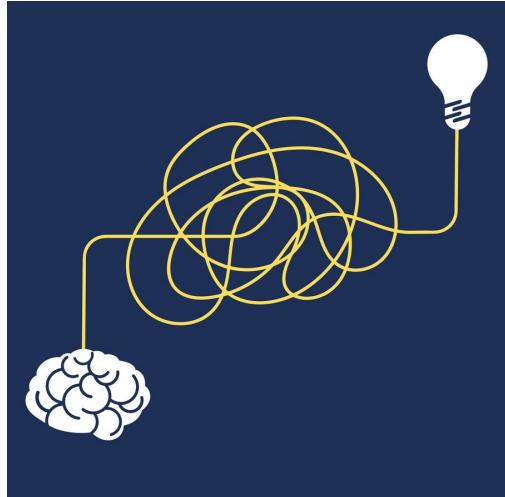
Problem-oriented

Mostly Linear Process

Known (or atleast planned) inputs

Predictable Outcome

Clean journey !



Design Thinking

Need-oriented

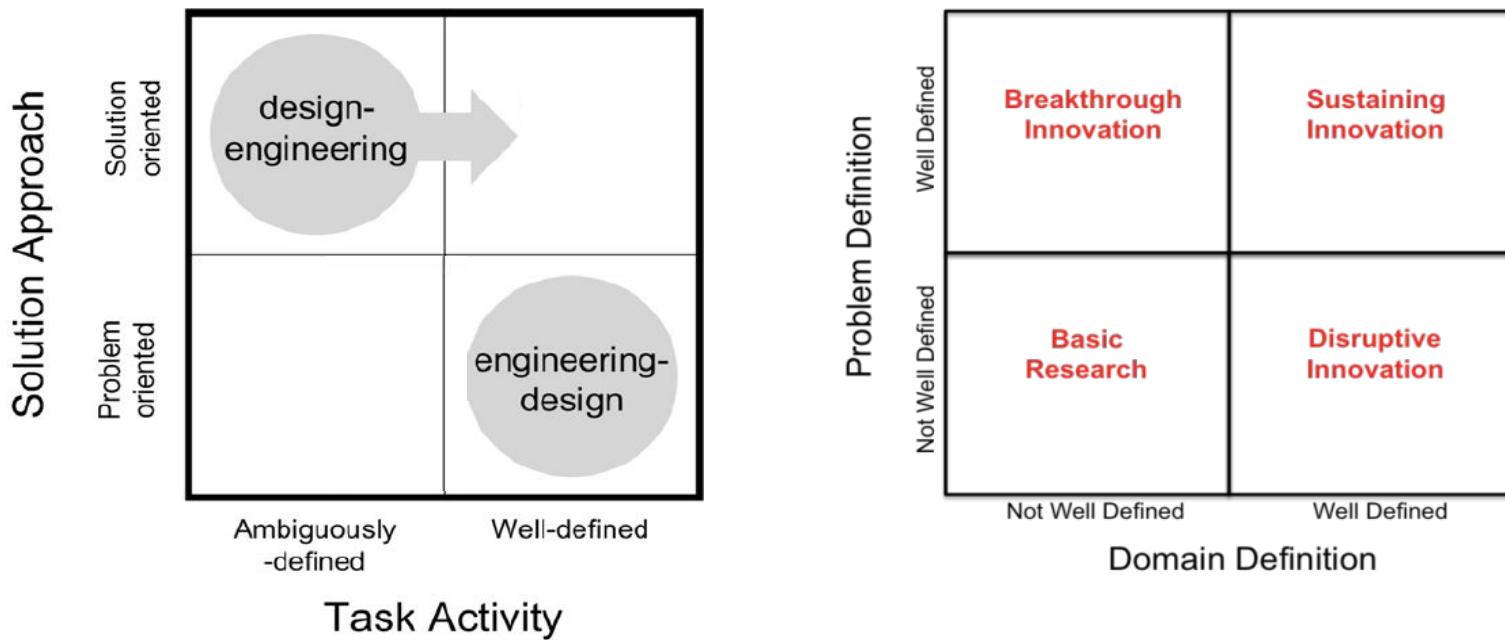
Difficult to define a process

Ambiguous inputs

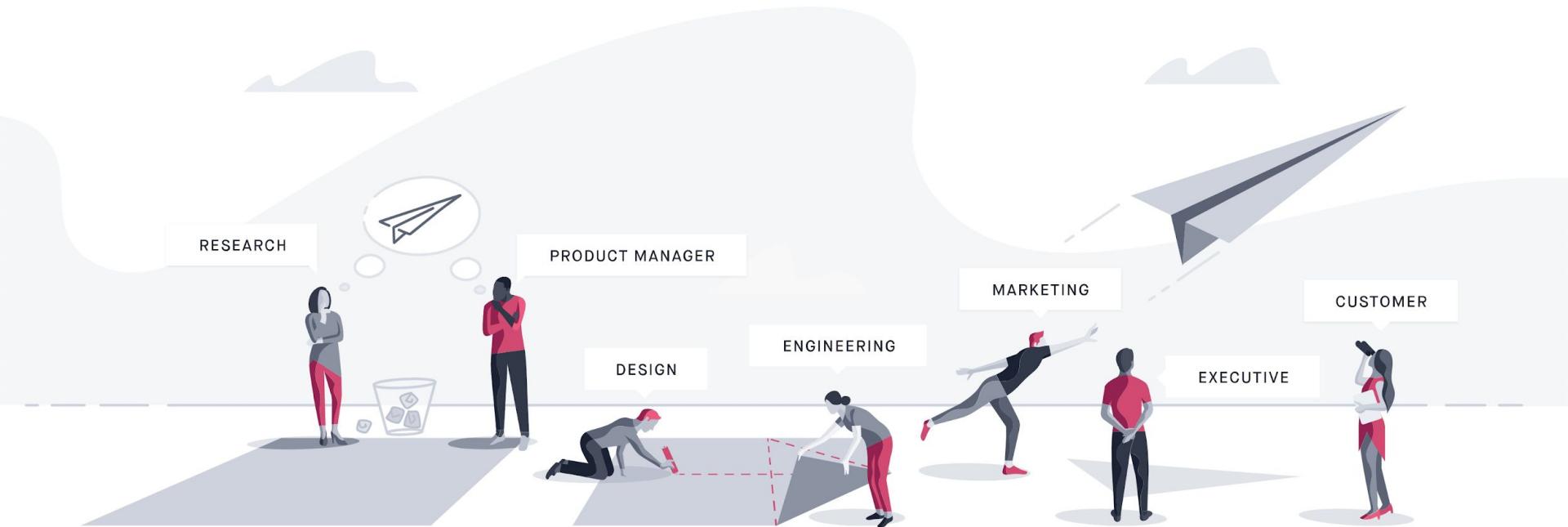
Unpredictable Outcome

Bumpy ride !

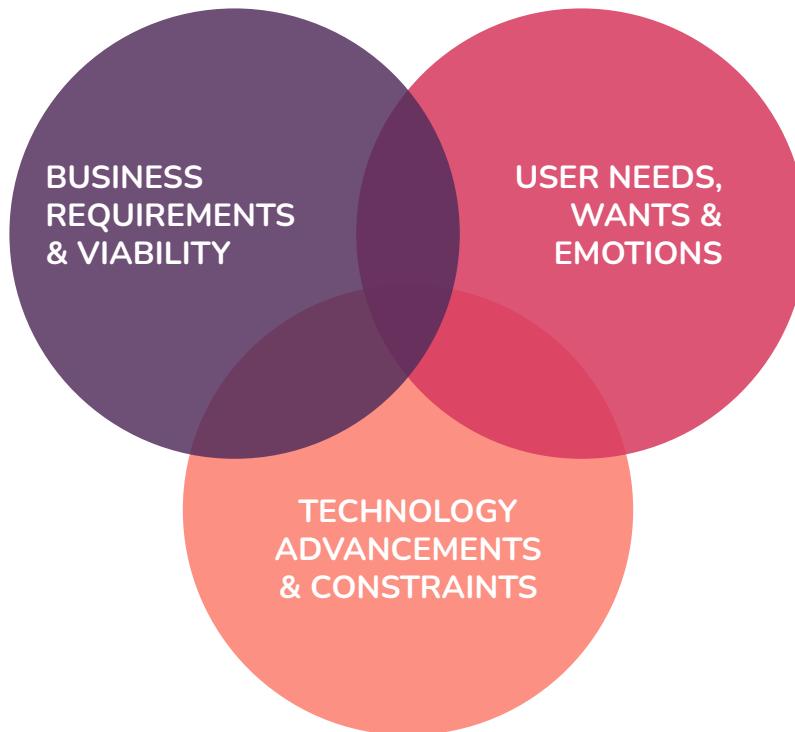
Problem Solving → Disrupting → Innovating

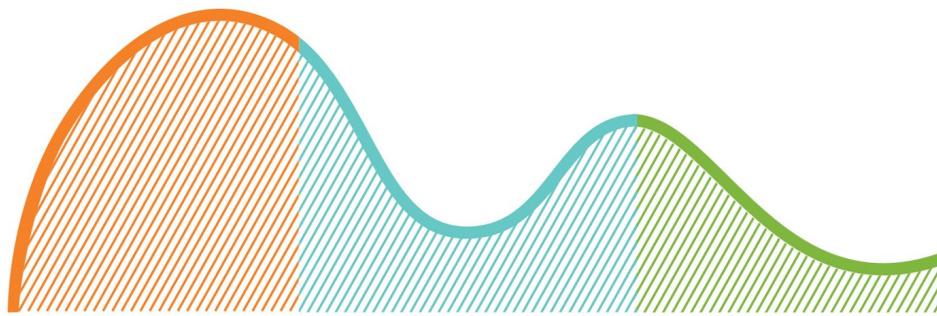


Product Development Cycle



Product Development Triad

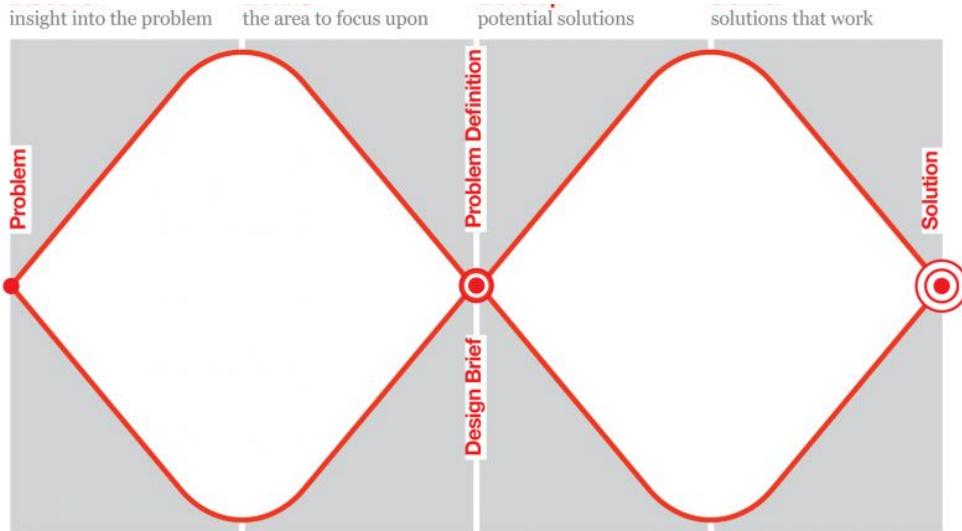




Human Centered Design

From IDEO.org

- 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

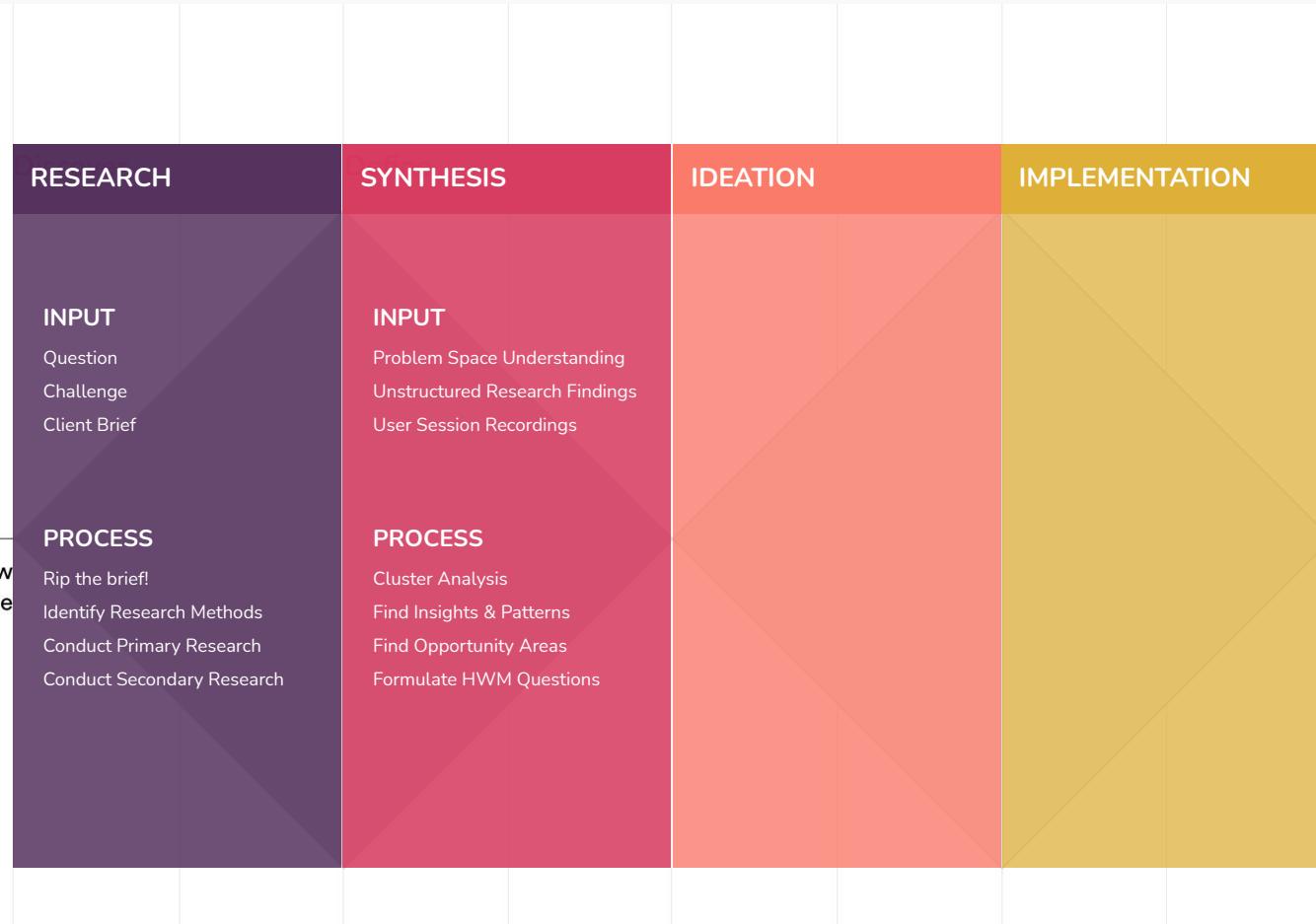
Effective Problem Solving

Innovation-focused

Alternate “Divergence & Convergence”

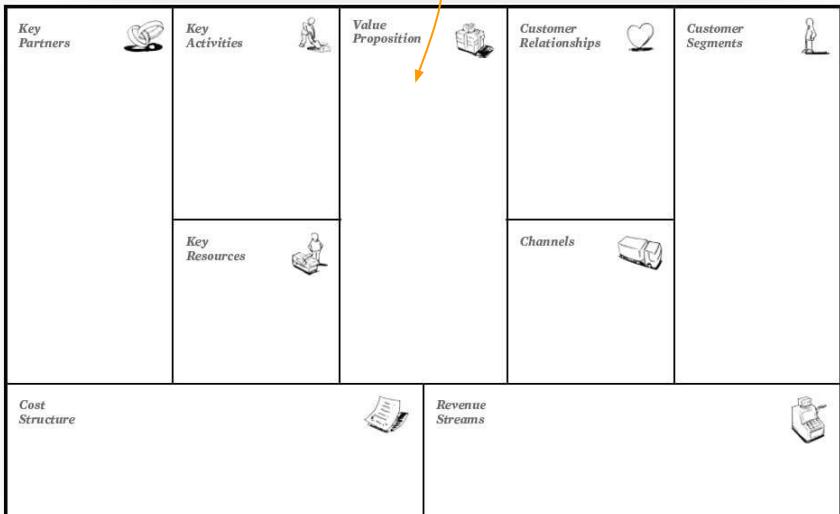
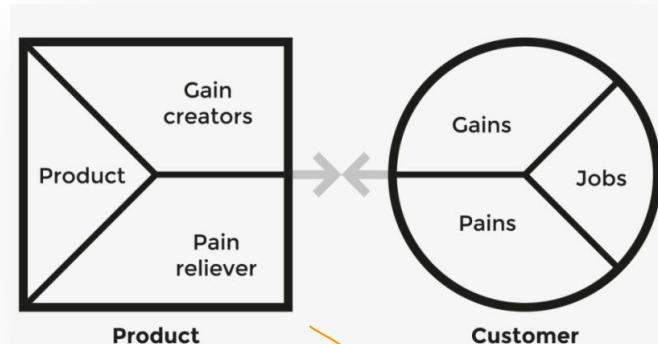
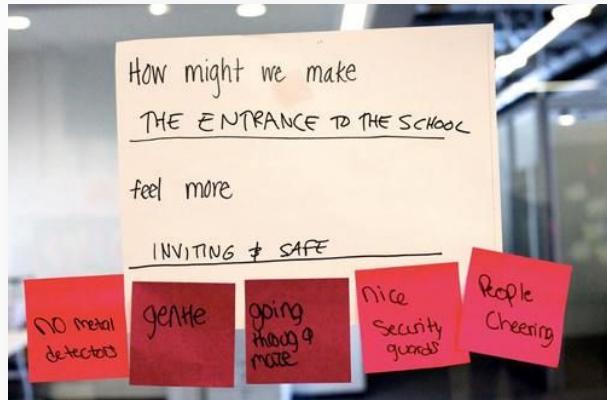
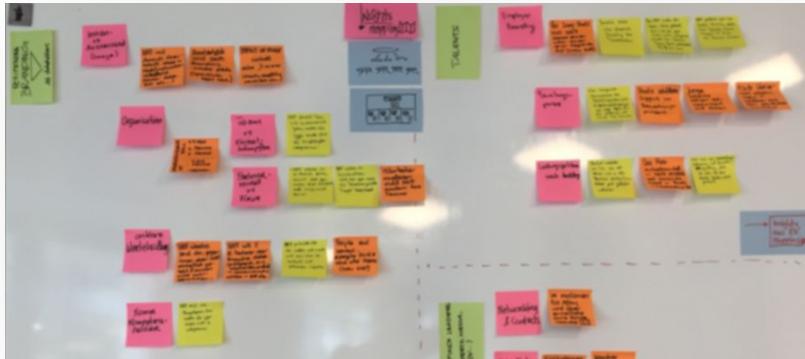






Hinderling Volkart, Dan Nessler, 2017
hinderlingvolkart.com, dannessler.com

Do know
Should be



	RESEARCH	SYNTHESIS	IDEATION	IMPLEMENTATION			
A Don't know Could be	INPUT	INPUT	INPUT	INPUT			
	Question Challenge Client Brief	Problem Space Understanding Unstructured Research Findings User Session Recordings	Final Brief HMW Questions/Answers Business Model Canvas				
	PROCESS	PROCESS	PROCESS	PROCESS			
	Rip the brief! Identify Research Methods Conduct Primary Research Conduct Secondary Research	Cluster Analysis Find Insights & Patterns Find Opportunity Areas Formulate HWM Questions	Experience Strategy Design Goals Develop & Collaborate on Ideas Evaluate the 1st Idea				

Do know |
Should be

B

	RESEARCH	SYNTHESIS	IDEATION	IMPLEMENTATION			
A Don't know Could be	INPUT	INPUT	INPUT	INPUT			
	Question Challenge Client Brief	Problem Space Understanding Unstructured Research Findings User Session Recordings	Final Brief HMW Questions/Answers Design Strategy	Design Rationale 1st Idea Potential solution(s)			
	PROCESS	PROCESS	PROCESS	PROCESS			
	Rip the brief! Identify Research Methods Conduct Primary Research Conduct Secondary Research	Cluster Analysis Find Insights & Patterns Find Opportunity Areas Formulate HWM Questions	Design Vision & Goals Design Hypotheses Develop & Collaborate on Ideas Evaluate the 1st Idea	Prototype and Test Learn and Iterate Build and Iterate Release the product			
B					Do know Should be		

My Projects

9



99+

PROTOTYPES

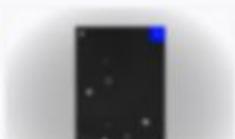
BLOCKS

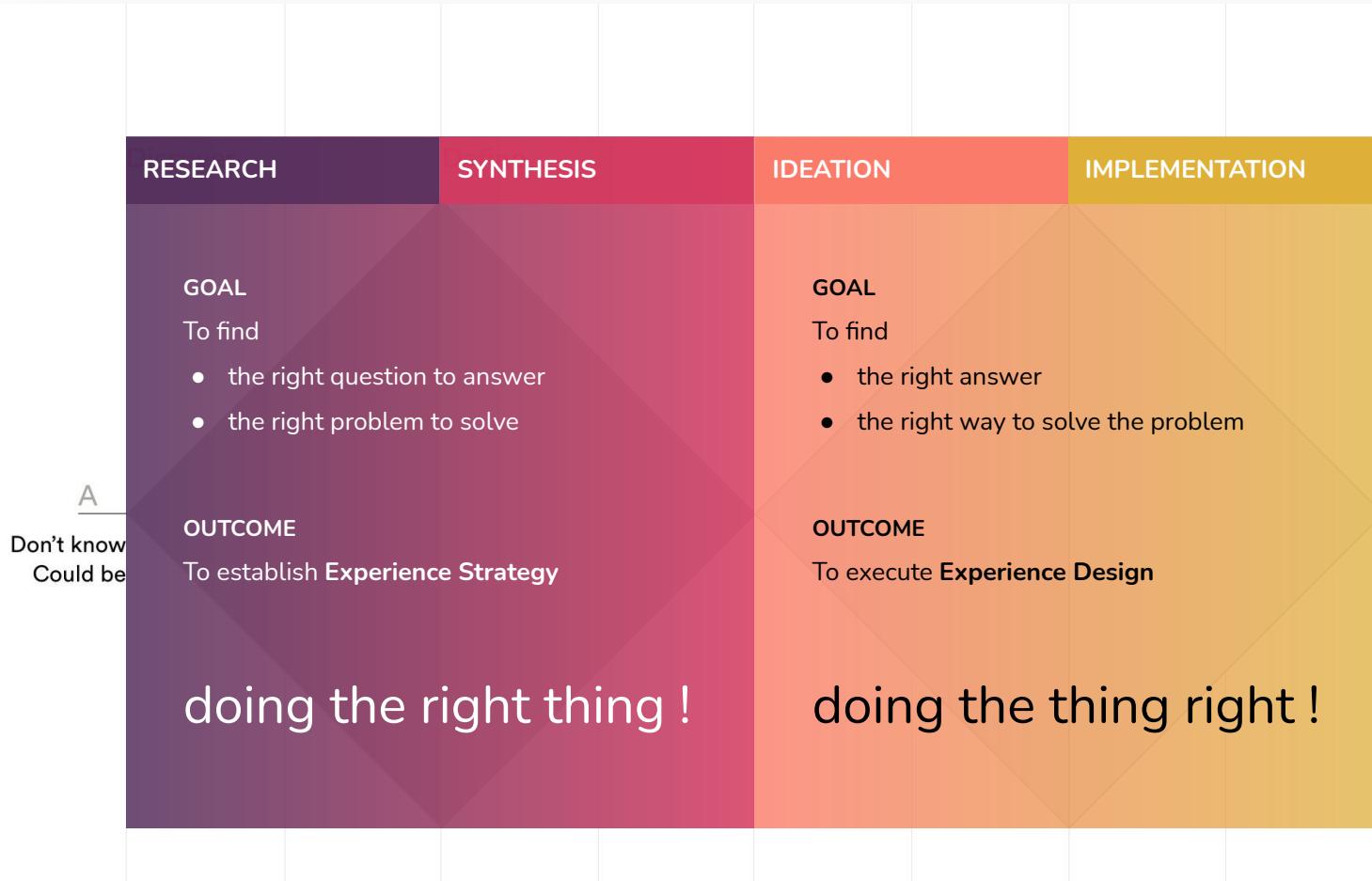
PREFERENCES

FAVORITES

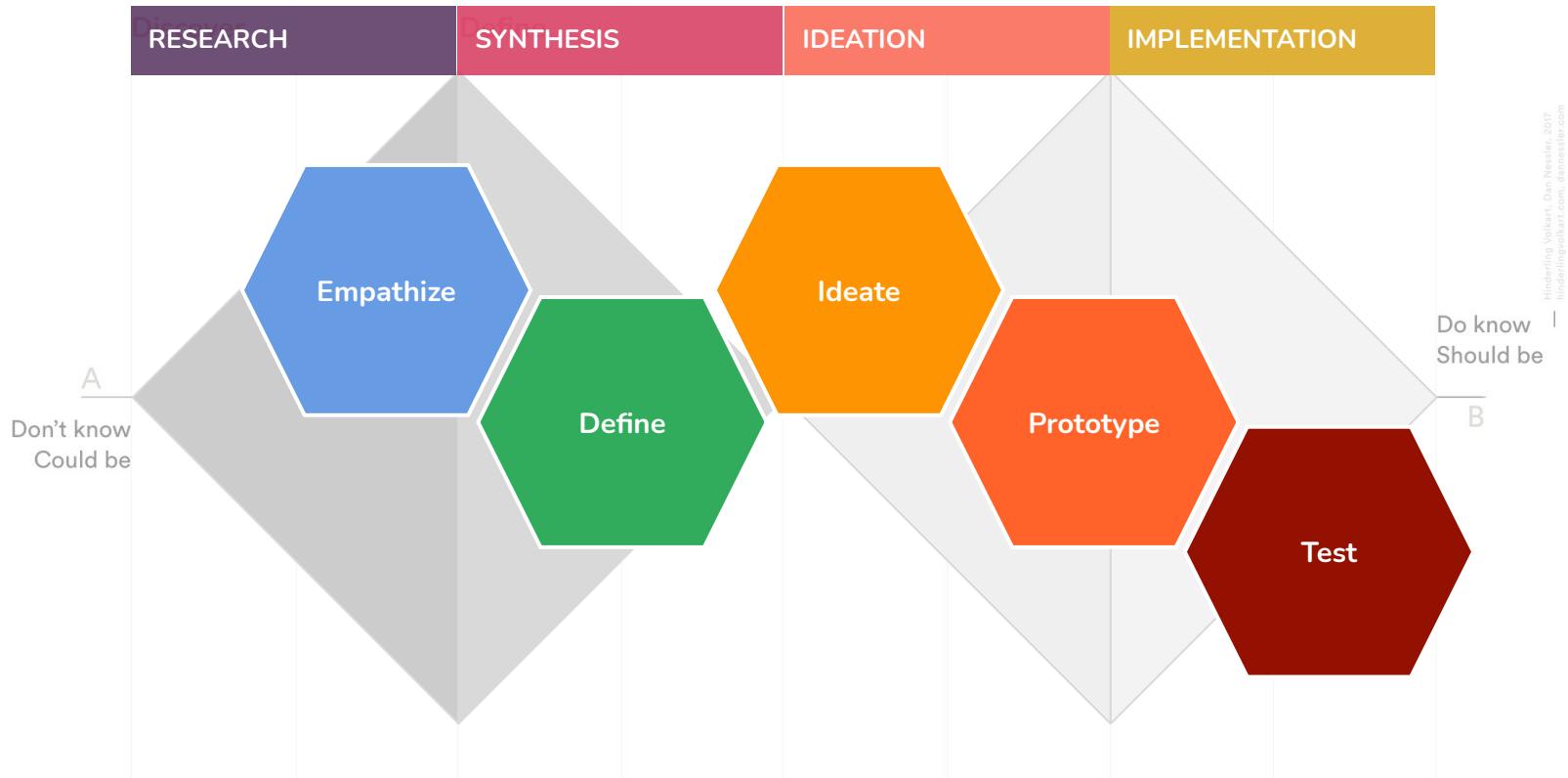
RECENT

ALL COLLABORATORS

CRM_v1_01_prototype_2
12/12/2019CRM_v1_01_prototype_2
12/12/2019CRM - Home Screen
12/12/2019CRM_v1_01_prototype_2
12/12/2019CRM - Top Navigation
12/12/2019Properties
12/12/2019Dashboard Design
12/12/2019Dashboard - mobile
12/12/2019CRM - Home
12/12/2019



Stanford d.school Design Thinking process





HUX.

RESEARCH



EXECUTIVE

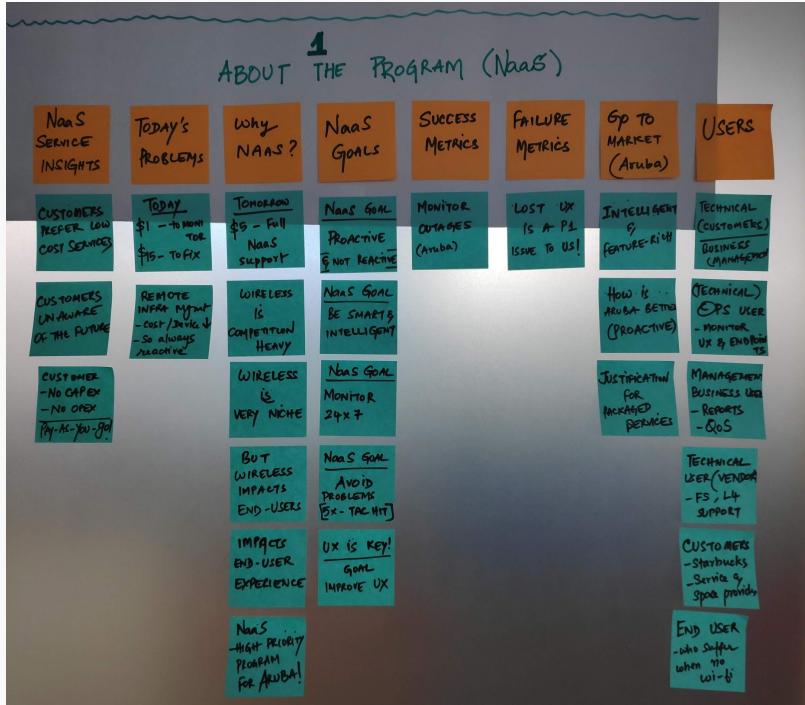


CUSTOMER

Right from our cooking pot

Empathize

Rip the brief !



Empathize

User Research



Define

Product Ecosystem & End-user Touch Points



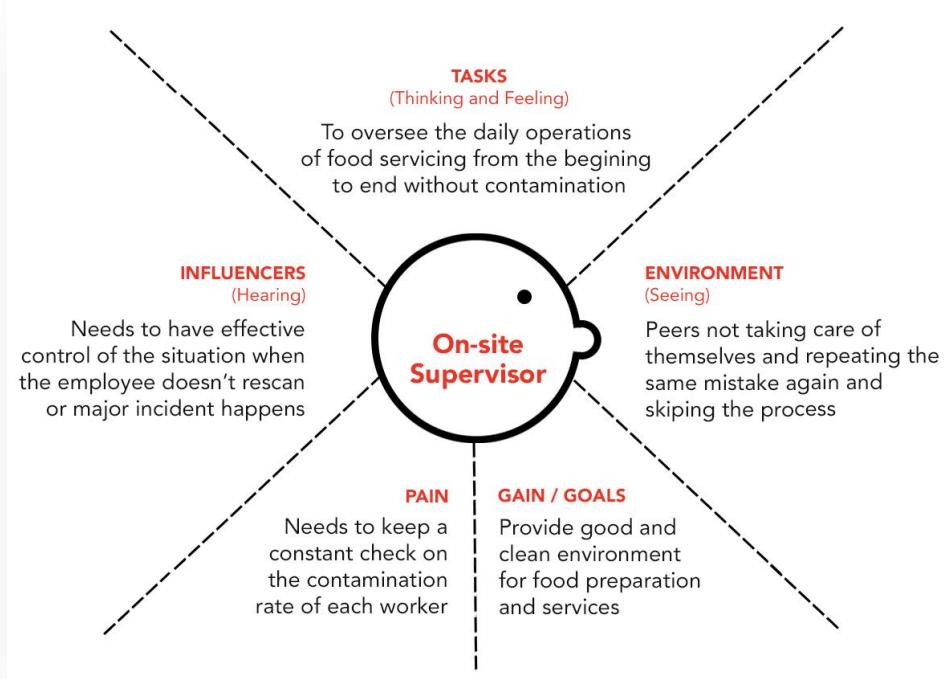
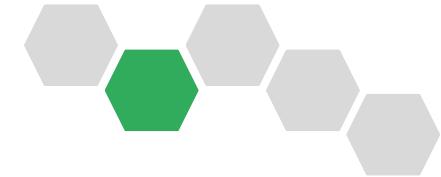
Define

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

#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
- Backup and storage
- Crash reporting and point of failure

Key Tasks

- Monitor everyday sanity
- Perform trouble shooting
- Incident response on the system
- Analyze problems
- Anomaly 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 reports
- Continuous 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

Proficiency Meter



On-Site Supervisor



Doris Jones

#administrating

#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, reread, and pass)

Needs

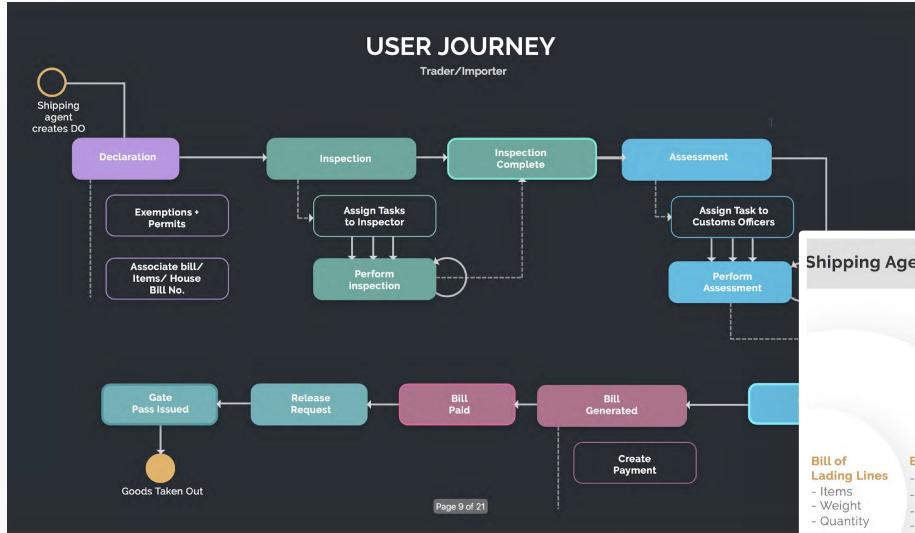
- Know when employees have contamination and do not rewash and reread.
- Know who working today is scanning and who working today is not scanning ("Quick Glance"/"Checklist")
- Know who scanned this week and who did not
- Compare scan data to expected handwashing (should be at least one scan per expected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

Proficiency Meter



Define

User Flows & Identify Analogies



Shipping Agent

Bill of Lading Lines

- Items
- Weight
- Quantity
- Container & Vehicle Info

Bill of Lading

- HB Parties
- Net Weight
- Net Price
- Net Quantity

Manifest

- Type
- Warehouse Location
- Storage Location

Journey

- Vessel Info
- Journey Info
- Port Details
- ETA
- ADA

ANALOGOUS

Trader-Importer

Declaration

- Decl. No.
- Origin Loc/Type
- Net Weight
- Net Qty

Invoice Items

- Items
- Quantity
- Weight
- Container & vehicle Info
- Associated BLL Info

Invoice List

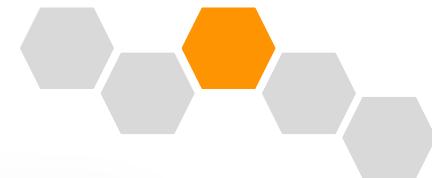
Ideate



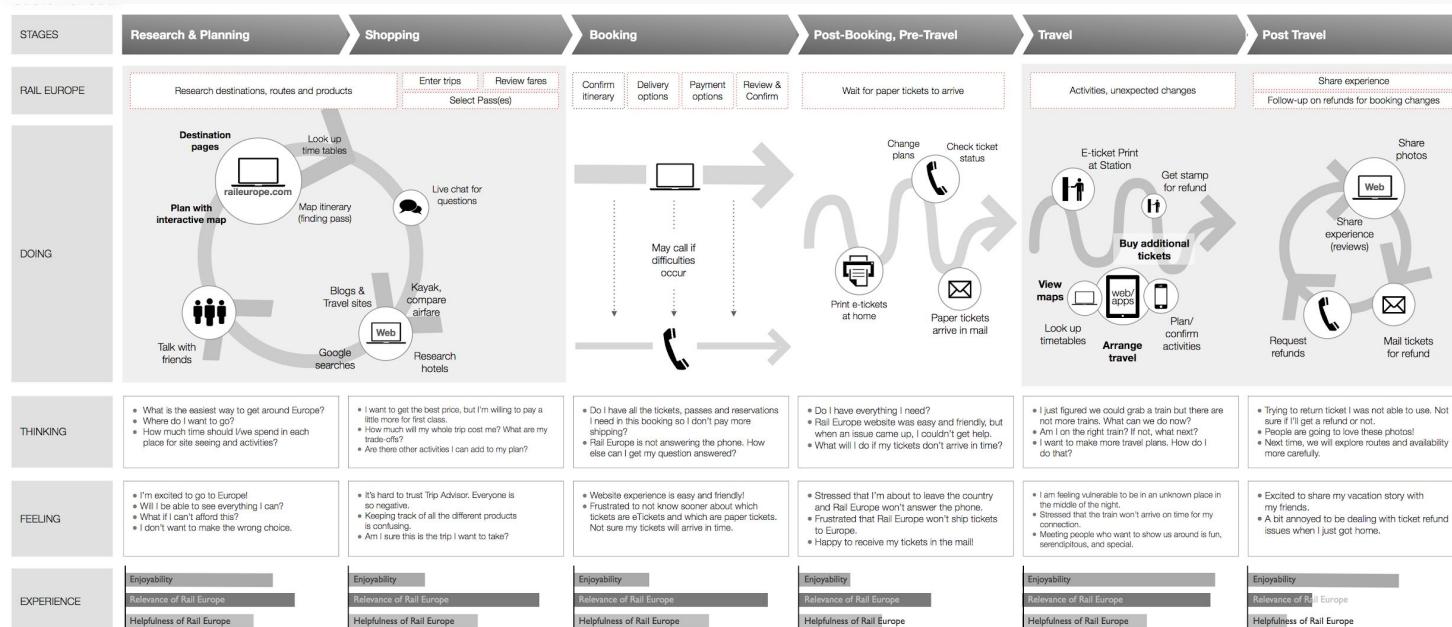
Customer Journey Map



Ideate



Rail Europe Experience Map by Adaptive Path



Opportunities

GLOBAL

<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Engage in social media with explicit purposes.</p> <p>STAGES: Global</p>	

PLANNING, SHOPPING, BOOKING

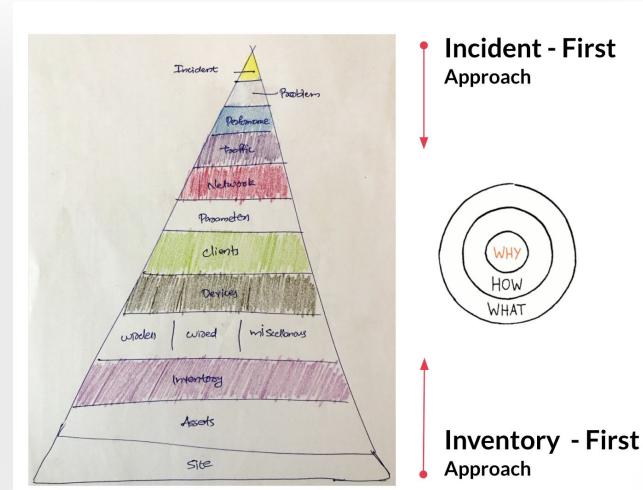
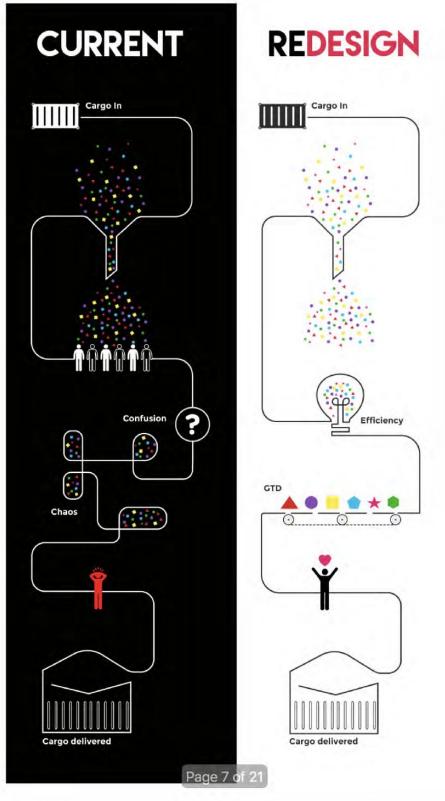
- Enable people to plan over time.
STAGES: Planning, Shopping
- Connect planning, shopping and booking on the web.
STAGES: Planning, Shopping, Booking

POST-BOOK TRAVEL - POST-TBA

<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post Travel</p>

Ideate

Strategize the UX

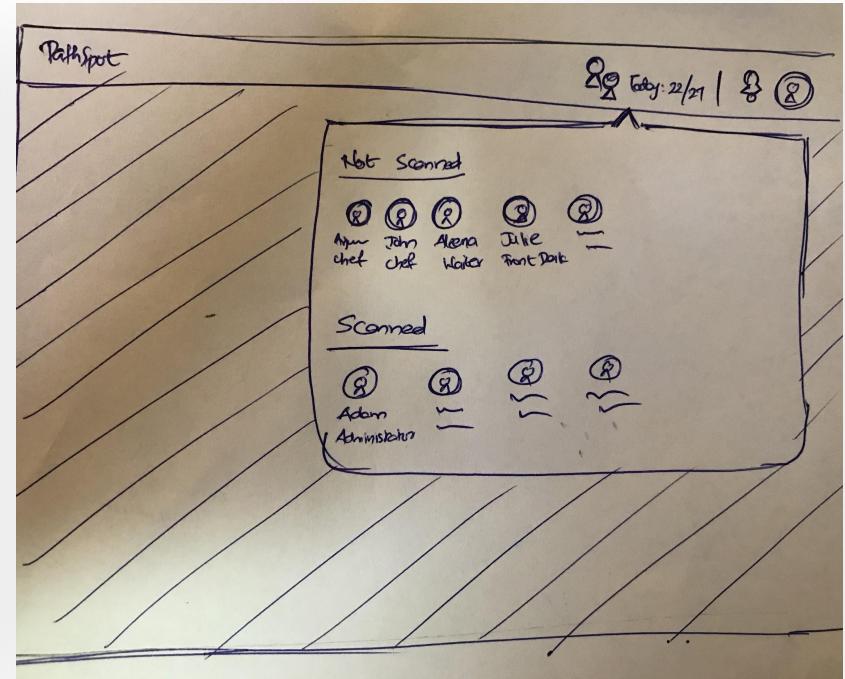
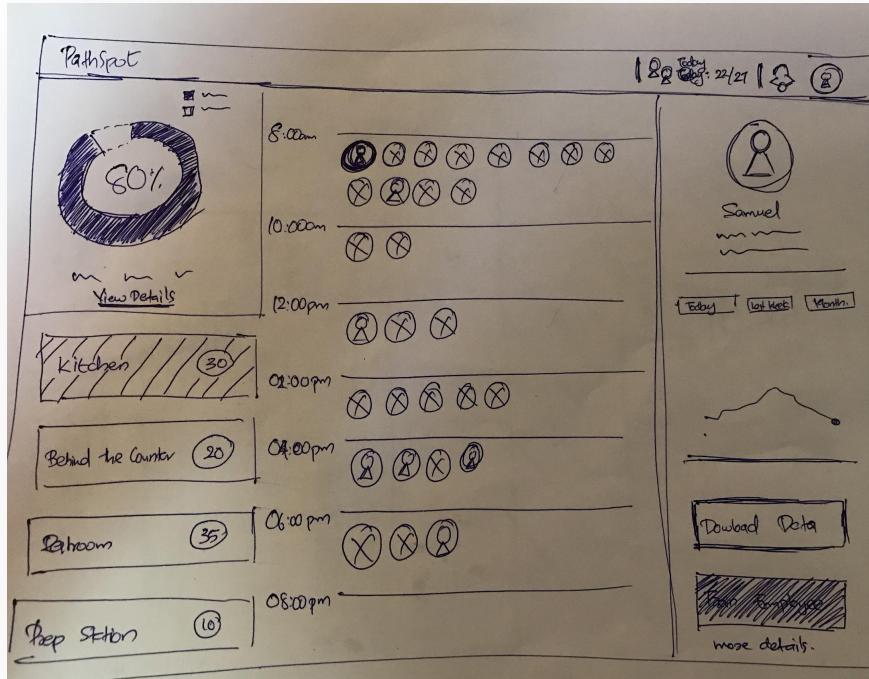


Information Revealing Mechanisms

- Descriptive:** *What is happening now?*
The most important aspect of the network administrator is to monitor and supervise the network.
- Diagnostic:** *Why is it happening or why did it happen?*
When some issue occur in the network, administrator have to rectify the issue by finding the root of the problem troubleshooting or some other means.
- Predictive:** *Will it happen in future?*
The system administrator will have to consider the question of "Is this gonna happen again?" which is an integral part in the conservation of systems future.
- Prescriptive:** *What should I do or How can I mitigate/take advantage if it happens?*
The system administrator will have to create a set of rules to prevent the root cause to happen again. This will ensure the longevity of the system.

Prototype

Wireframing



Prototype

Lo-fidelity Prototyping



PathSpot™

Today's workforce strength 22/27

Failed Scanning ▾ 12

Employee	Location	Time
John	Kitchen	11:20 am
Aleena	Pantry	11:20 am
John	Kitchen	11:20 am
Aleena	Pantry	11:20 am
John	Kitchen	11:20 am
Aleena	Pantry	11:20 am
Aleena	Pantry	11:20 am

More...

Failed Scanning ▾ 15

Employee	Location	Time
John	Kitchen	11:20 am
Aleena	Pantry	11:20 am
John	Kitchen	11:20 am
Aleena	Pantry	11:20 am
John	Kitchen	11:20 am
Aleena	Pantry	11:20 am
Aleena	Pantry	11:20 am

Near Kitchen Counter DT Behind The Line DT Restroom DT Prep Station DT Behind The Line DT Restroom DT Prep Station

MT Behind The Line MT Restroom MT Prep Station MT Behind The Line MT Restroom MT Prep Station MT Behind The Line

Date View Weekly Today

Date	Workforce Strength
Jun 19, 2019	55
Jun 20, 2019	90
Jun 21, 2019	115
Jun 22, 2019	155
Jun 23, 2019	145
Jun 24, 2019	90
Jun 25, 2019	115

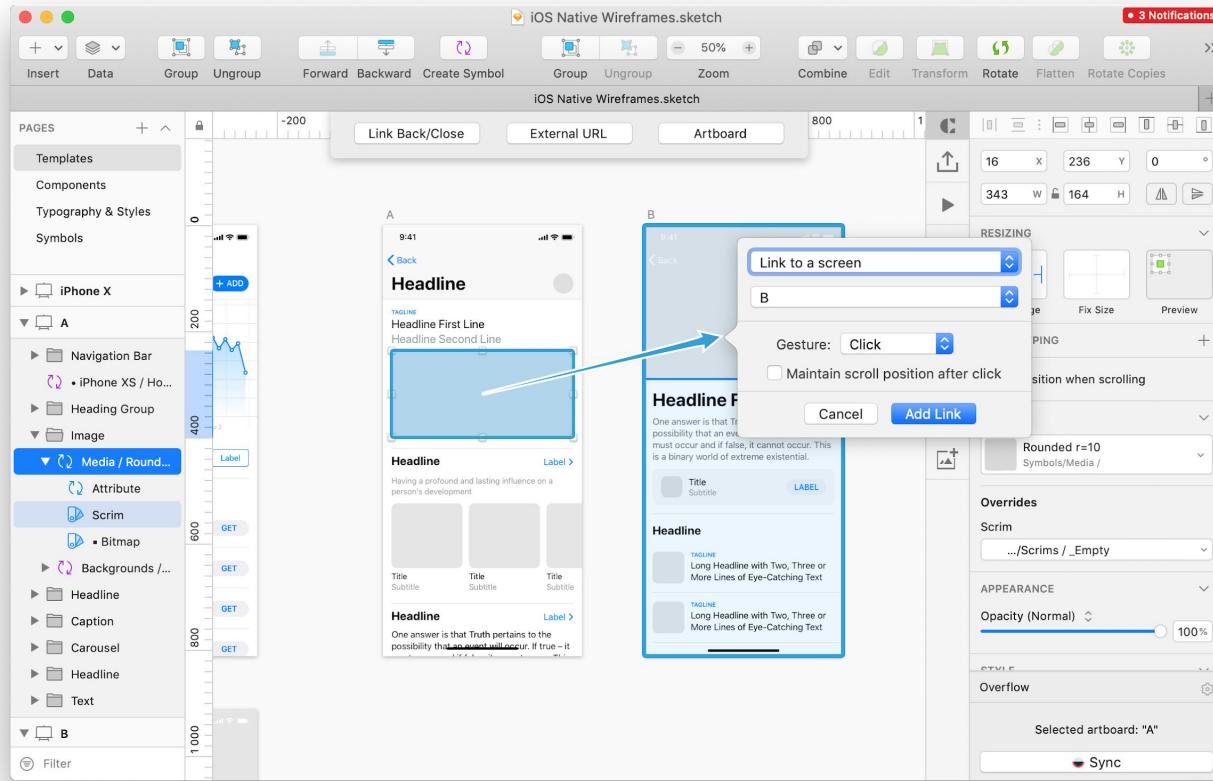
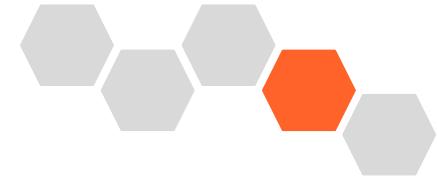
98.69%

We are all good. But there are store performing much better than us. You could be better by following certain [company policy](#). And ensure the safety of your customers and the protect your employees

Download CSV Download CSV (Excel) Export to Sheets

Prototype

Hi-fidelity Prototyping



Prototype

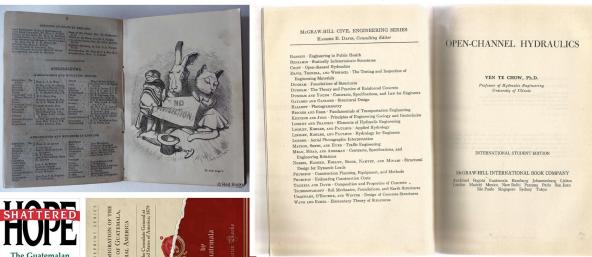
Moodboard & Visual Design Language



Inspirations



Explorations



PathSpot™

Today Weekly Date ALL BELOW EXPECTED TIMELINE VIEW

88.8% 263 / 319 scans

NAME	SCAN COUNT (60)	DETECTED	RESOLVED	LAST SCAN
Meredeth	88	10	10	11:30 AM
Rooney	78	8	8	11:30 AM
Alex	76	2	2	12:30 PM
Cox	63	8	8	12:00 PM
Sammy	59	10	10	01:30 PM
Kim	54	8	8	01:30 PM
Albert	44	18	13	02:30 PM
Rooney	65	8	8	11:30 AM
Sammy	59	10	10	01:30 PM
MT Cafeteria	14			
UT Prep Station	09			

All 32

MT Behind the prep station 10

UT Behind the line 14

UT Behind the prep station 16

MT Kitchen 44

UT Lobby 06

MT Cafeteria 14

UT Prep Station 09

Currently Scanning

Sammy Head Chef

Total Scan: 89
Recent Leaves: None
Performance: Excellent
Scans Count: 27
Contaminations Detected: 5
Contaminations Resolved: 5

More details

Today Weekly Monthly

Download Data

Test

Usability Testing, User Feedback & Design Iteration



Logo

QUICK FILTERS

Cargo 106 Assessment 53

Payment 6 Release 2

Customer

Filter BY

Logo

Declaration Processing

Invoices (3)

> Invoice 1

Invoice 2

Invoice 3

Detailed Specifications

DECLARATIONS

FROM: Panship Shipping Corp. DATE: 08/23/2016 STATUS: Assessment | Open

Panship Shipping Corp. 08/23/2016 Cargo | NA- [dropdown]

Bill of Lading: BL 00 890 567 899

Information: [View All Details](#)

Return: [Private & Confidential Documentation](#)

Logo

Cargo Declaration Inspection Assessment Payment Release

Open

Invoice 1 Number

Invoice Type

Invoice Item Details (5)

+ New Invoice Item

Item Code	Description
2014.11.0902	Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium. <input checked="" type="checkbox"/> <input type="checkbox"/>
100	Quantity 100 Unit Price Each - UOM
2014.11.0902	Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium. <input checked="" type="checkbox"/> <input type="checkbox"/>
100	Quantity 100 Unit Price Each - UOM

Information: 3 Exemptions 2 Permits 10 Bill Line Items

Actions: Delete Edit

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

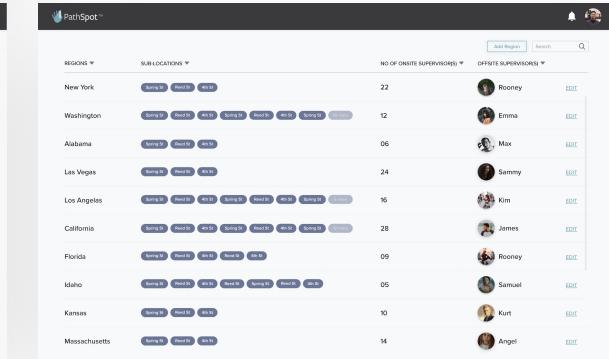
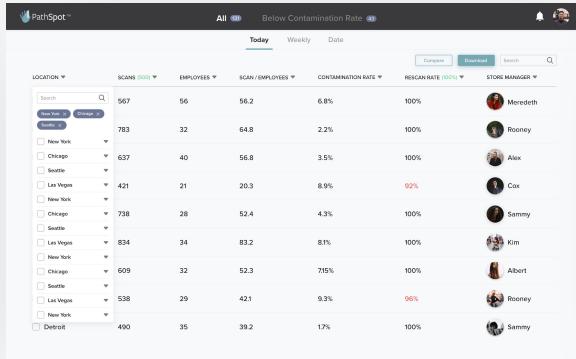
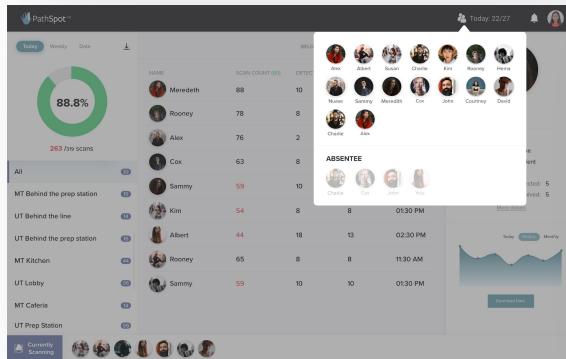
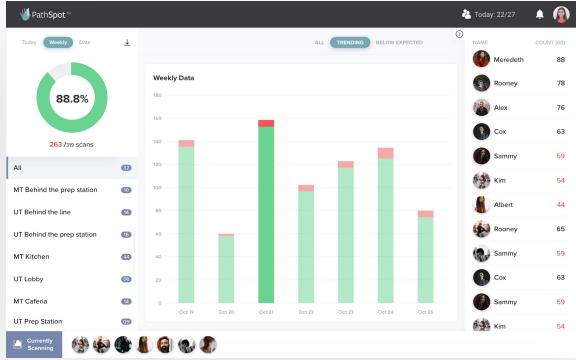
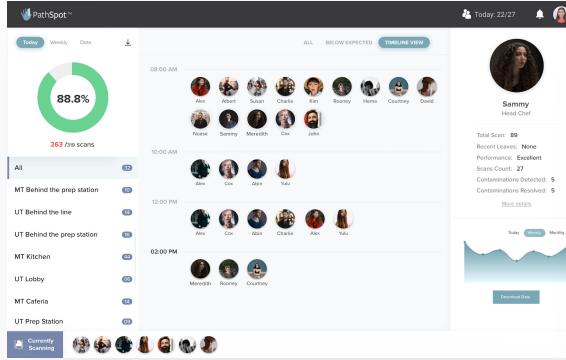
User Interface

- 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





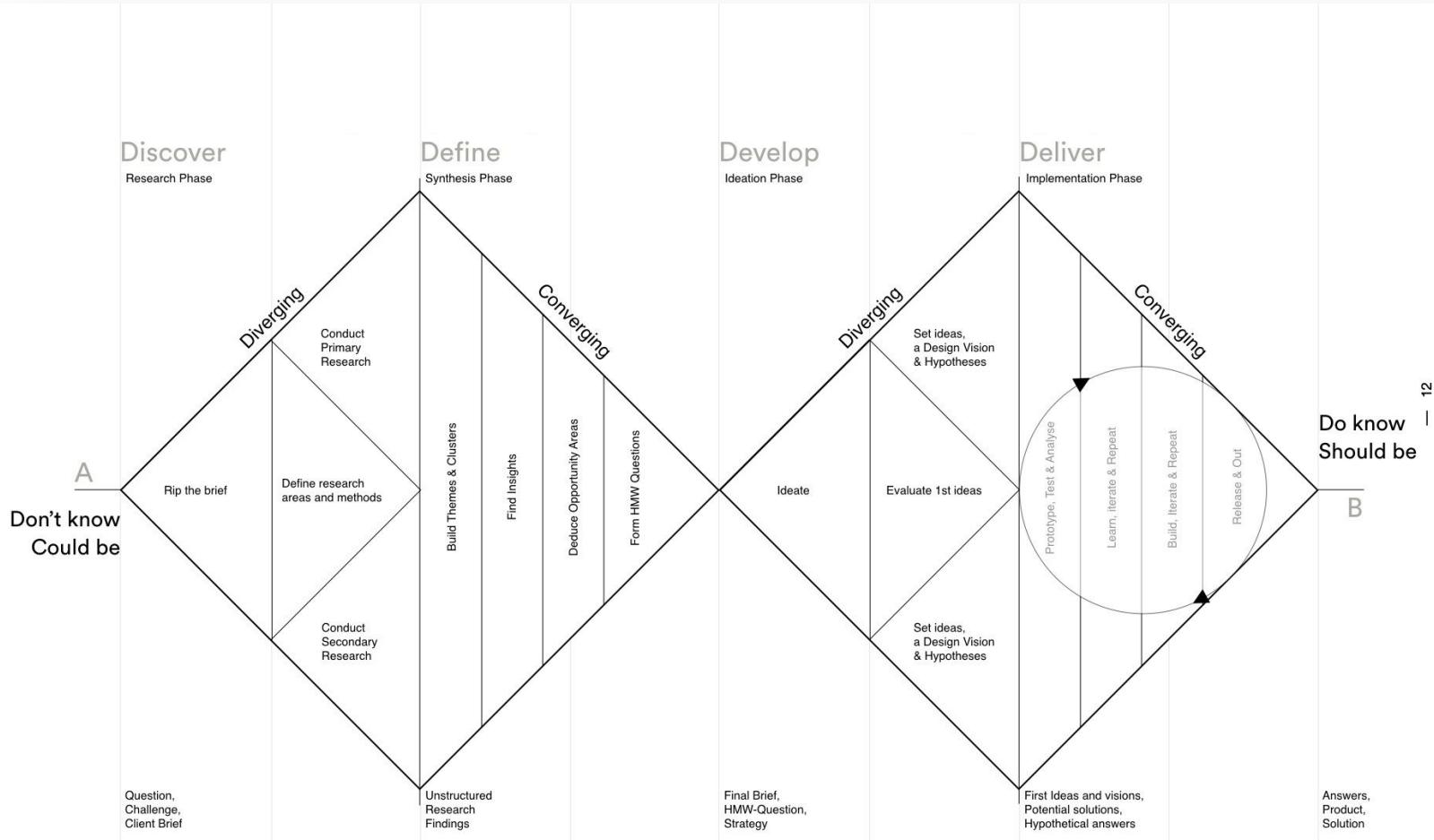
Collaborative Wayfinding

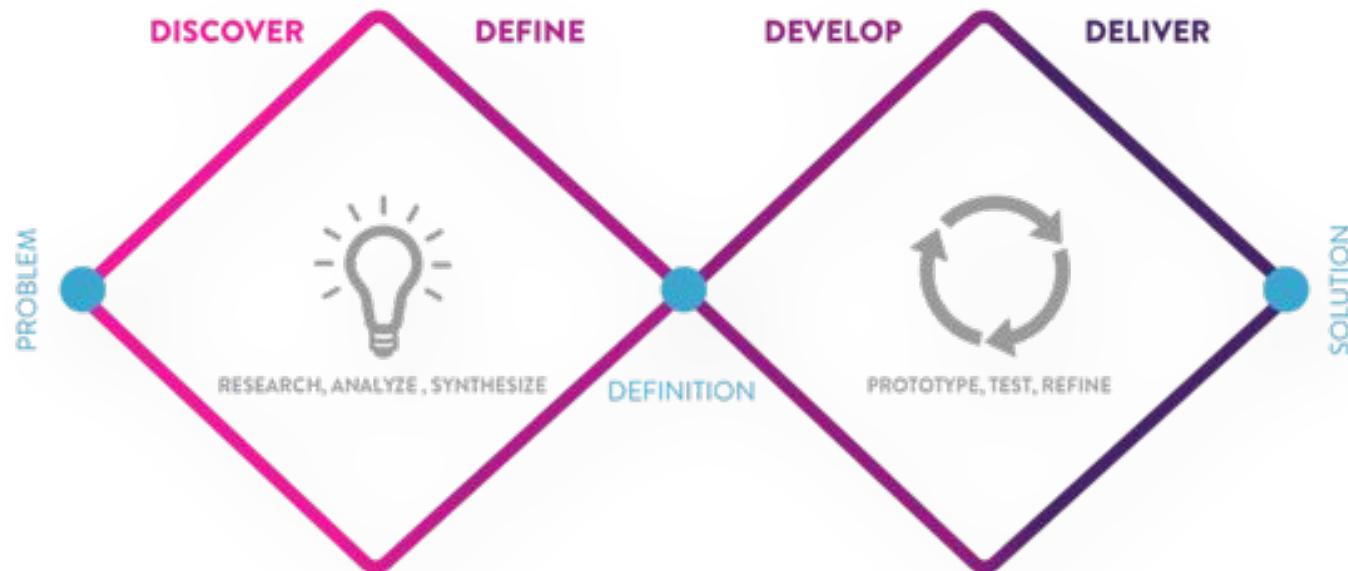
Effective problem solving toolset

Innovation / Change focused

User / human centric

Attain organisation's product UX maturity





What and Why

How

A question, vision or statement of intent

A clear opportunity or brief on which to base ideas

A functioning and proven concept



Mapping who's involved



Understanding people's daily experiences



Understanding causal influences



Identifying themes



Rapid testing of ideas



Seeking feedback from users



Refining the business model



Measuring impact

1. Discover

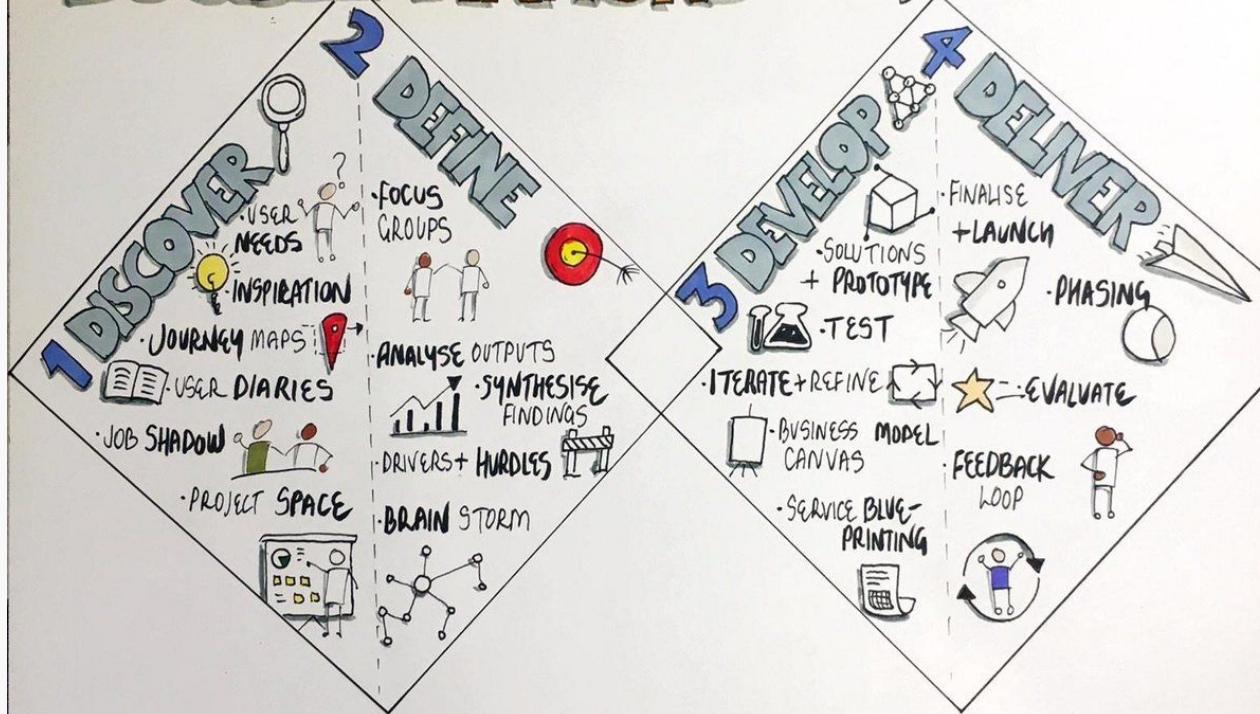
2. Define

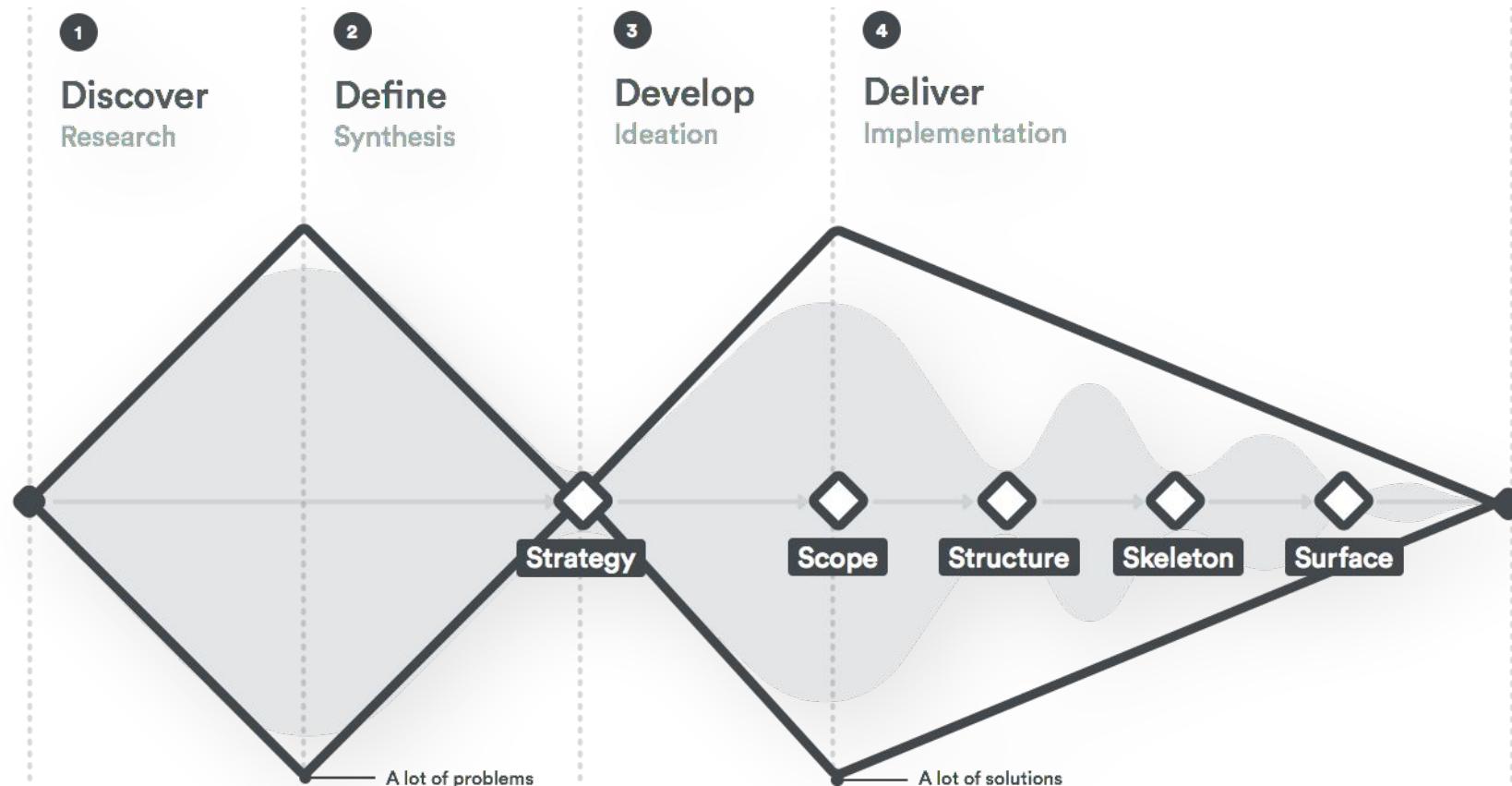
3. Develop

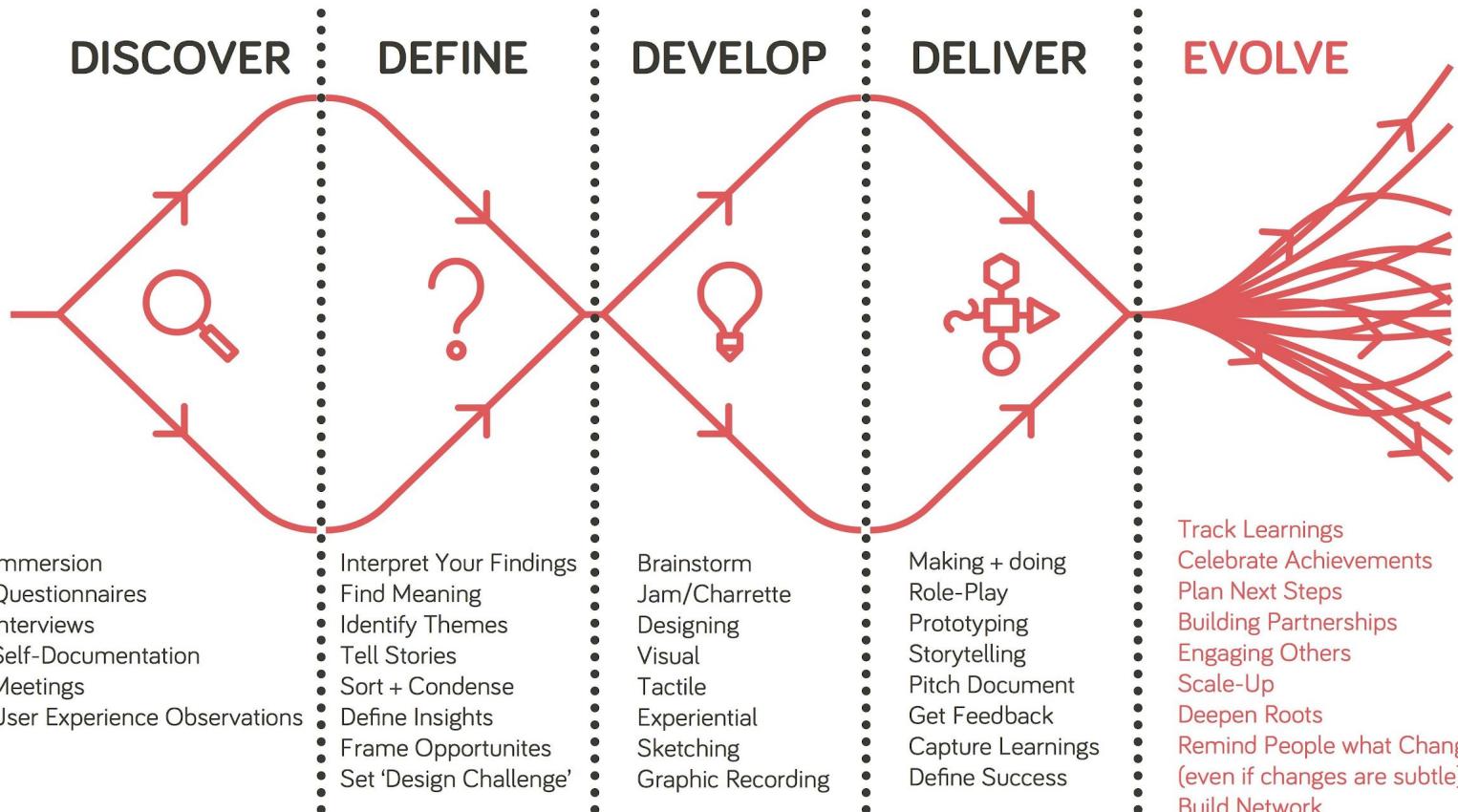
4. Deliver

DOUBLE DIAMOND

design method







HUX. | 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



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



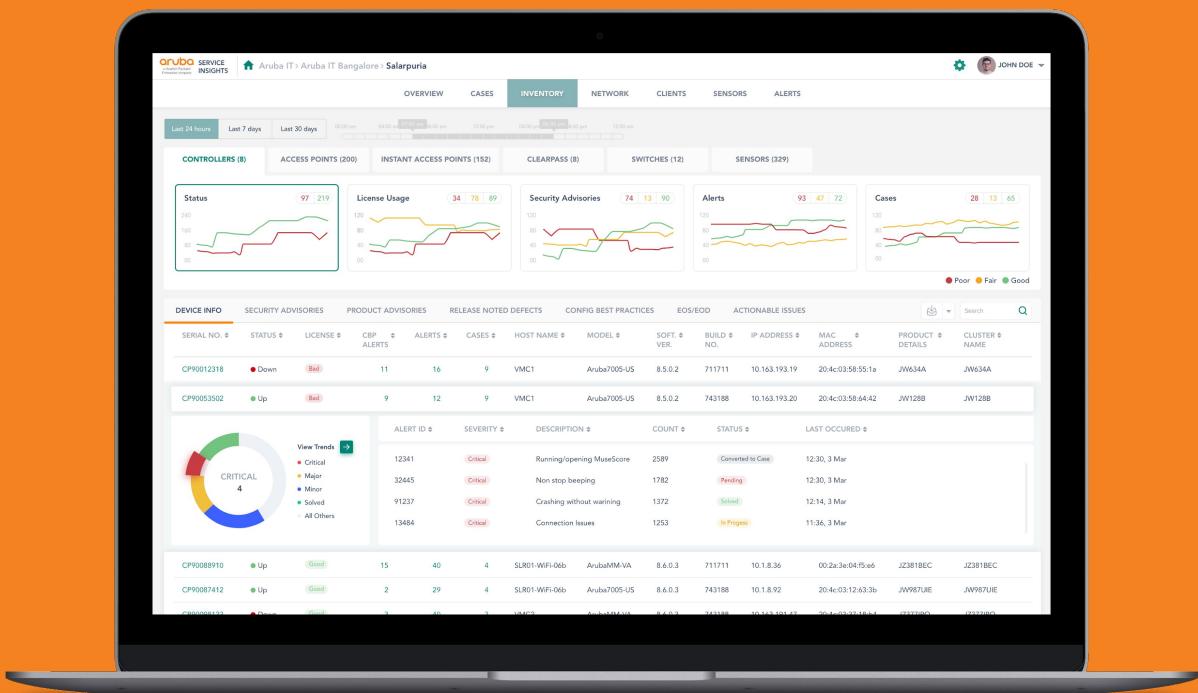
DESIGN ROLE
UI & UX



PLATFORM
WEB APPLICATION



DOMAIN
NETWORK MANAGEMENT



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



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.



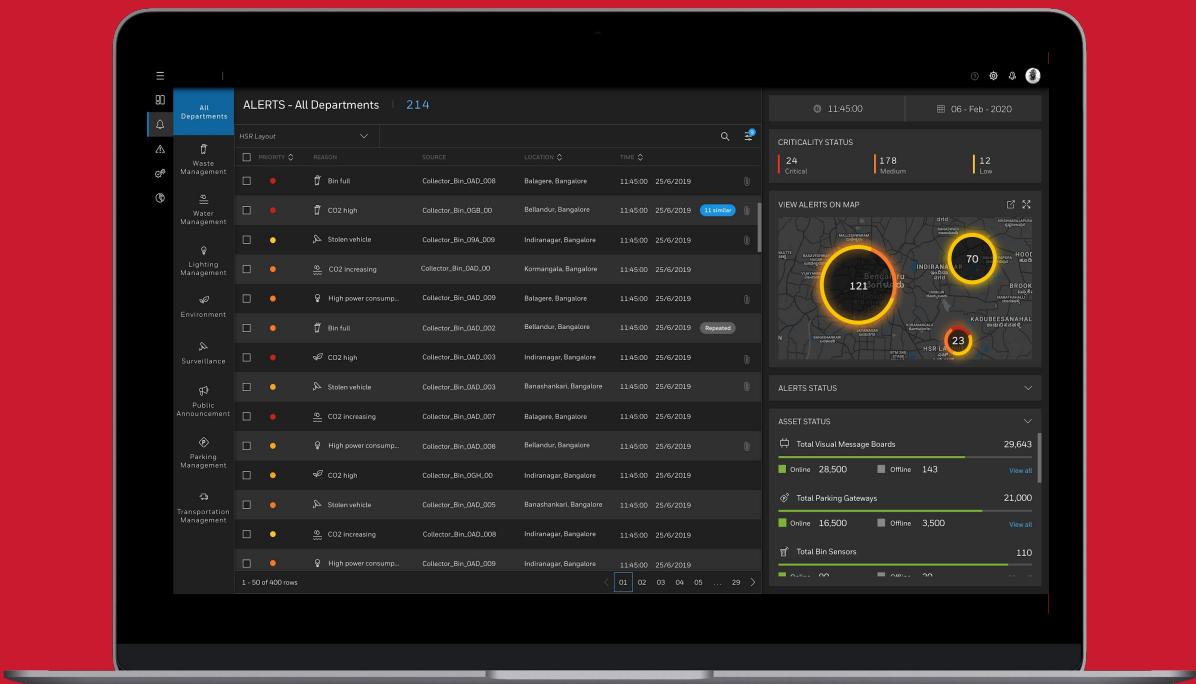
DESIGN ROLE
UI & UX



PLATFORM
WEB APPLICATION



DOMAIN
ALERT & INCIDENT MGMT.



SMART CITIES - HONEYWELL

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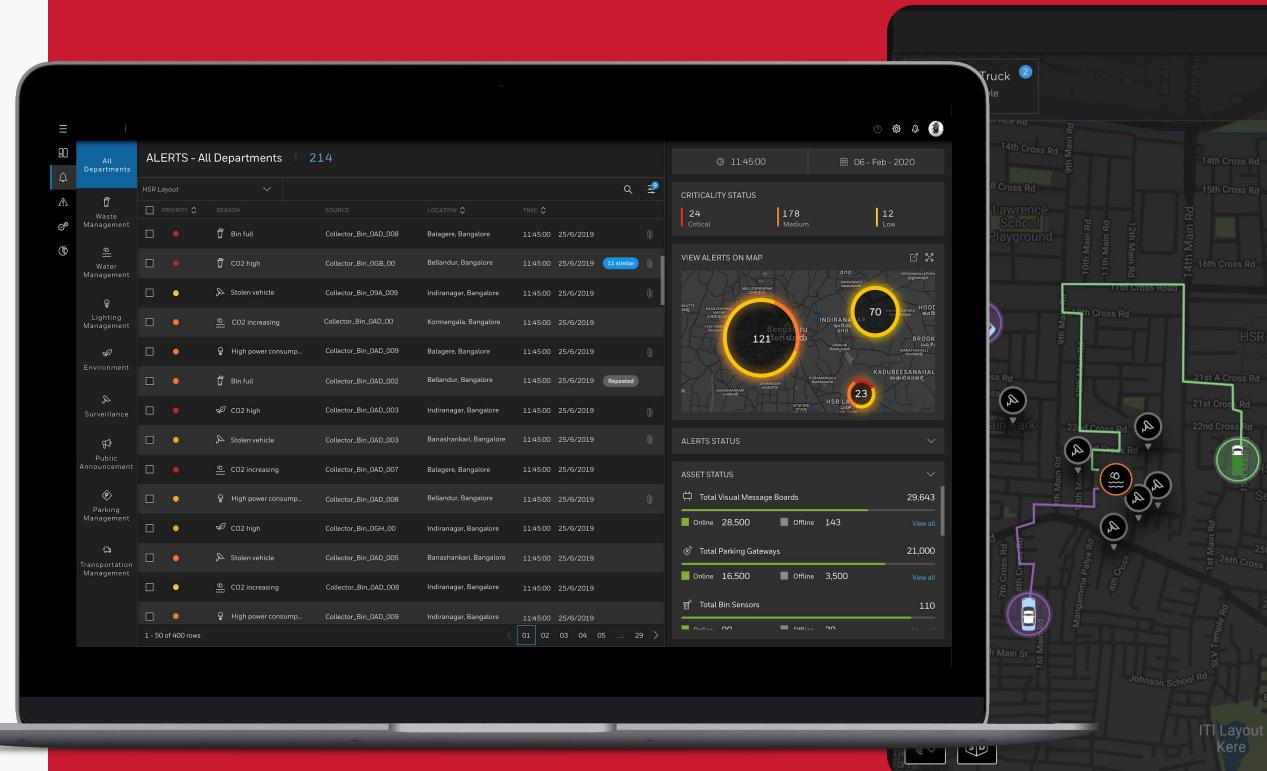
DESIGN ROLE
UI & UX



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 foreceting 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



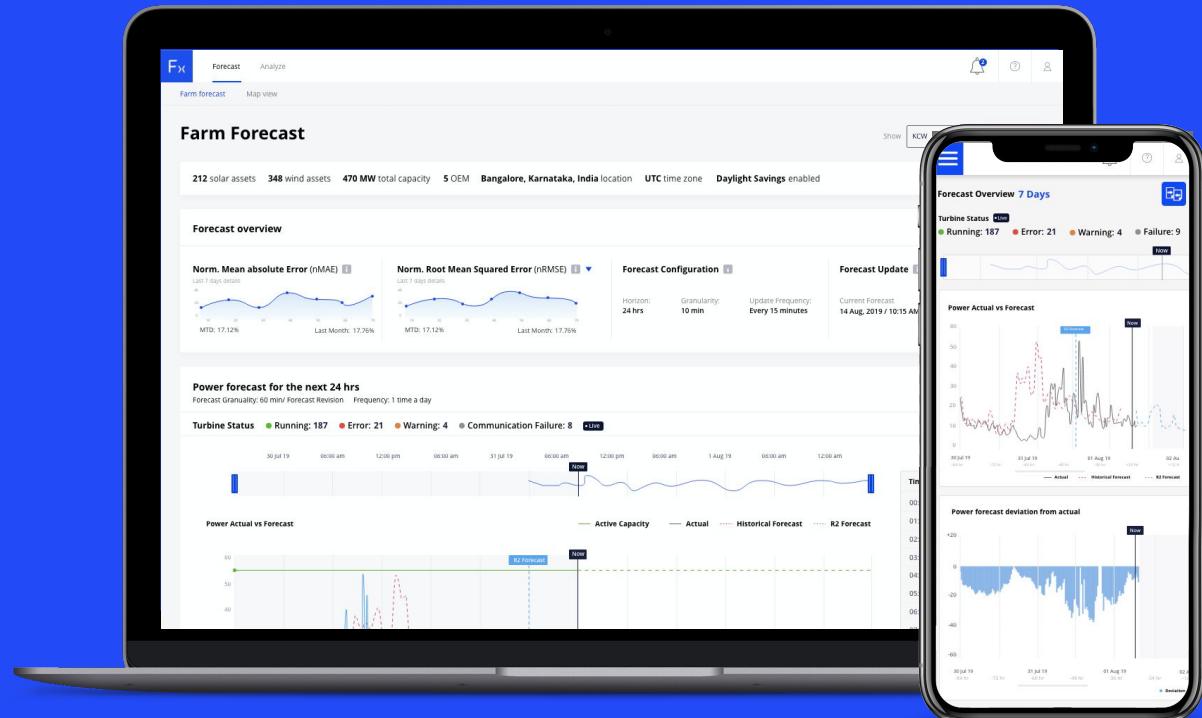
DESIGN ROLE
UI & UX



PLATFORM
WEB APP RESPONSIVE



DOMAIN
IOT - SOLAR AND WIND POWER



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.



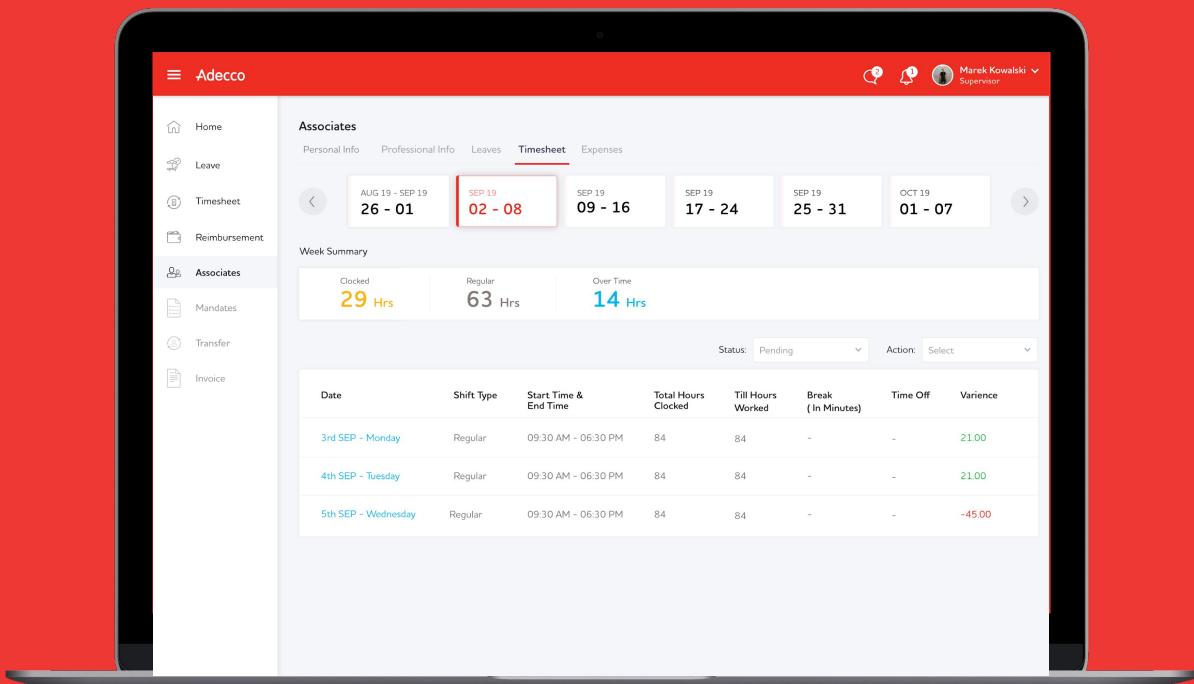
DESIGN ROLE
UI & UX



PLATFORM
WEB AND MOBILE
APPLICATION



DOMAIN
HRMS



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

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.



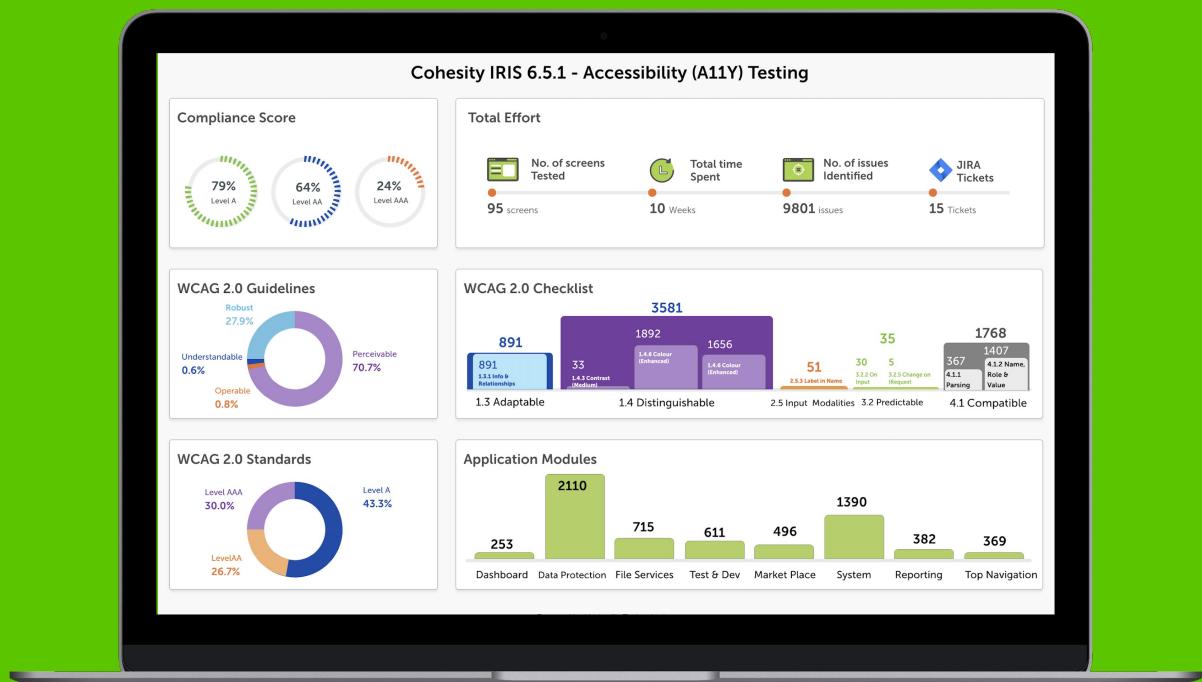
DESIGN ROLE
ACCESSIBILITY



PLATFORM
WEB APPLICATION



DOMAIN
TECHNOLOGY



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



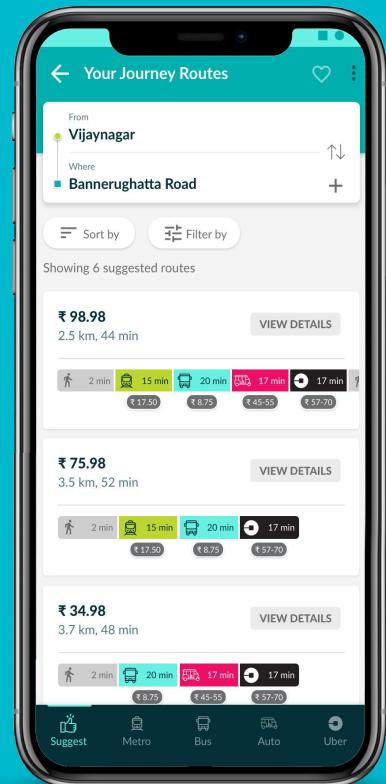
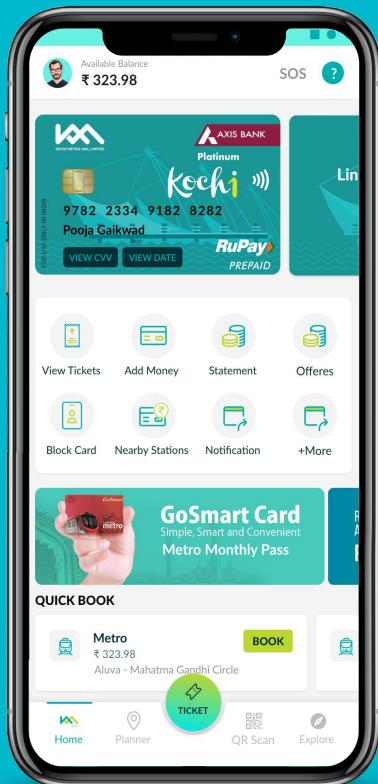
DESIGN ROLE
UI & UX



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.



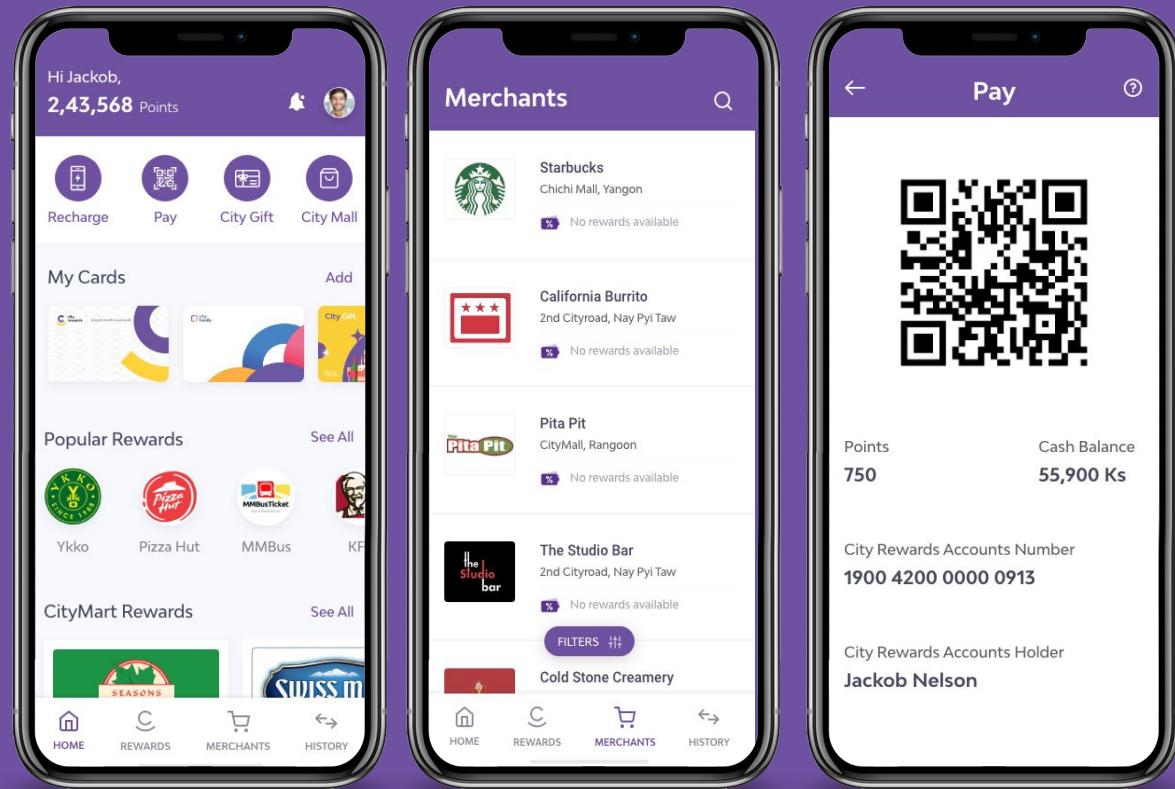
DESIGN ROLE
UX/UI



PLATFORM
MOBILE APPLICATION



DOMAIN
E-COMMERCE



CONTACT US

HUX.

[ux\[hashedin\].com](http://ux[hashedin].com)

[www.behance.net\[hashedin\]](http://www.behance.net[hashedin])



REACH US @

[contact\[hashedin\].com](mailto:contact[hashedin].com)

[www\[hashedin\].com](http://www[hashedin].com)



OUR PHONES

+1 669-253-9011

+91 937-994-8294

+60 12 330 0607

+61 468341515



UNITED STATES

2445, Augustine Drive, Suite 150, Santa Clara, CA 95054, USA

INDIA

#459, 17th Cross, HSR Layout, Bangalore, KA, 560102, INDIA

MALAYSIA

Cube 1, 3-16-M, Jalan 14/155B, Aked Esplanad, Bukit, Jalil, 57000 Kuala Lumpur, Malaysia

AUSTRALIA

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

Appendix

HUX. | 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