



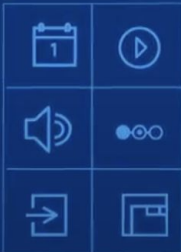
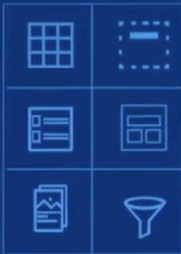
UX Strategy & Design | Noorul Ameen



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User Interface Design | Noorul Ameen



New  
**app development**



App  
**modernization**



Platform  
**builder**

## Traditional Team



UI Designer



UX expert



## With WaveMaker



UX expert

UI Developers



Backend Developers



Database Developers



Full Stack Developer

Mobile Developers

Native Device Programming,  
Mobile Integration

DevOps

Docker, Scripts,  
CI/CD



DevOps

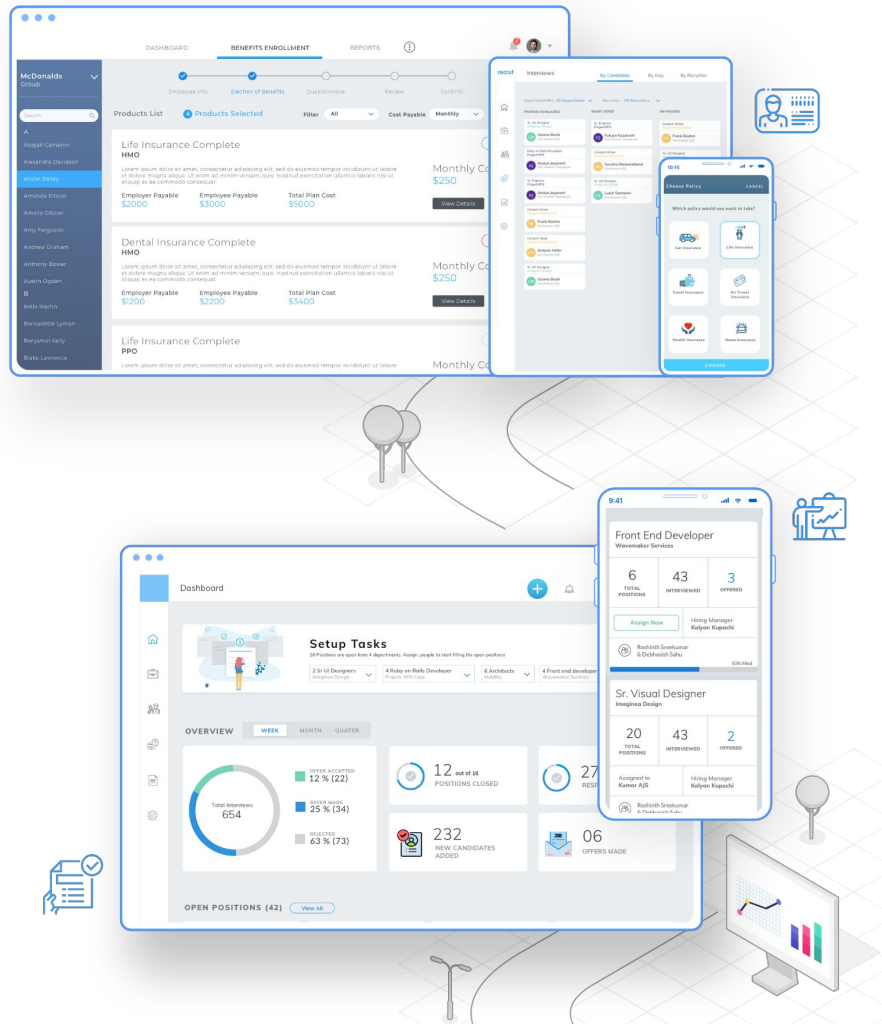
Drive Innovation

Reduce dependency  
on specialists

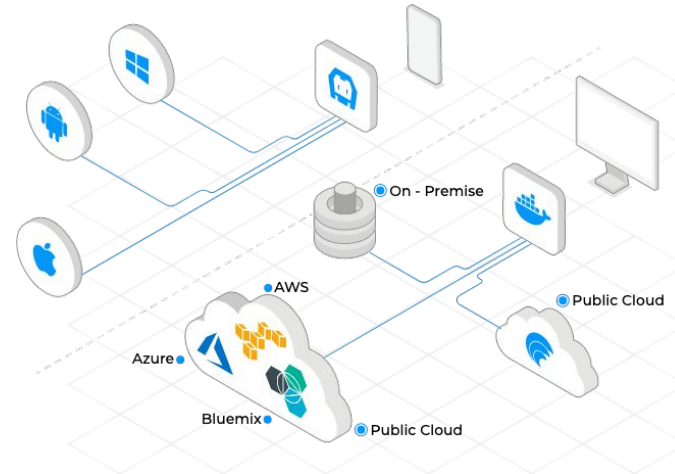
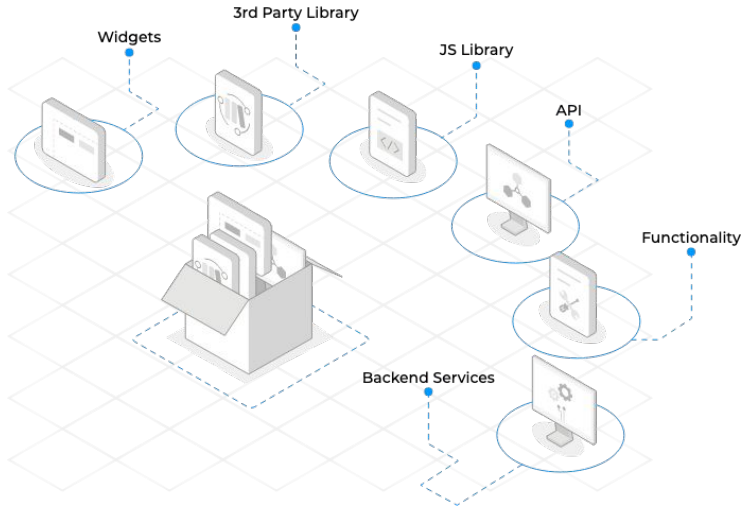
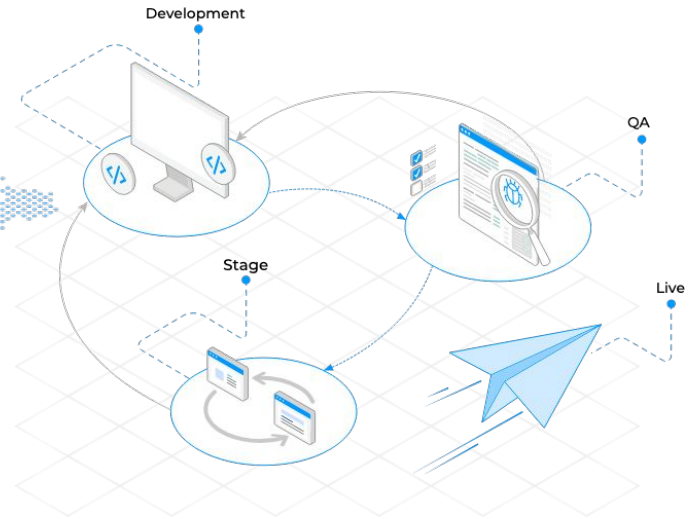
Encourage  
upskilling

Smaller Agile Teams

- Create UX
- Architect DB
- Build the App



- **I18N**
- **Plug & Play**
- **Continuous Innovation**
- **Deploy to any cloud**



## Develop



Build rich user experience customer apps using the out-of-the-box features

## Integrate



Build rich user experience customer apps using the out-of-the-box features

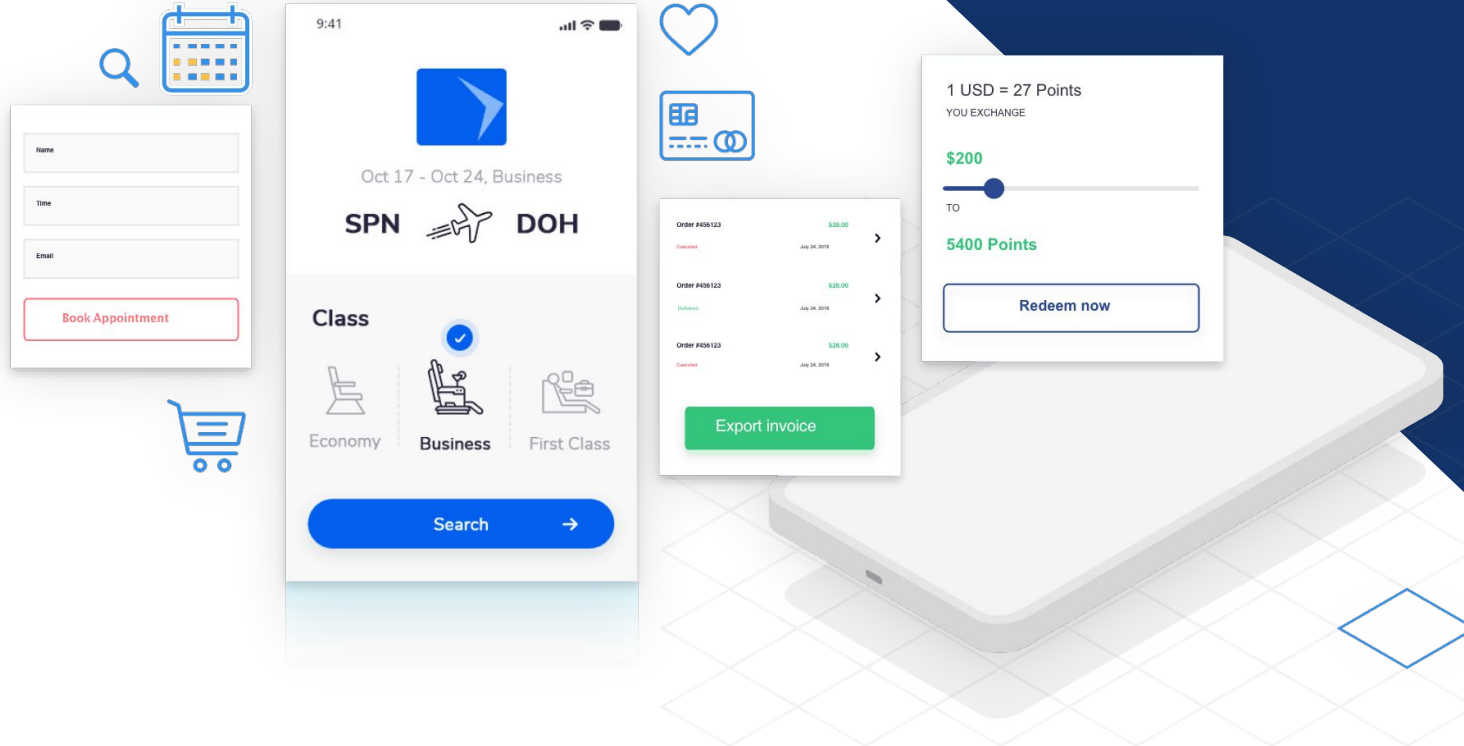
## Deliver



Build rich user experience customer apps using the out-of-the-box features

# Customer Facing Apps

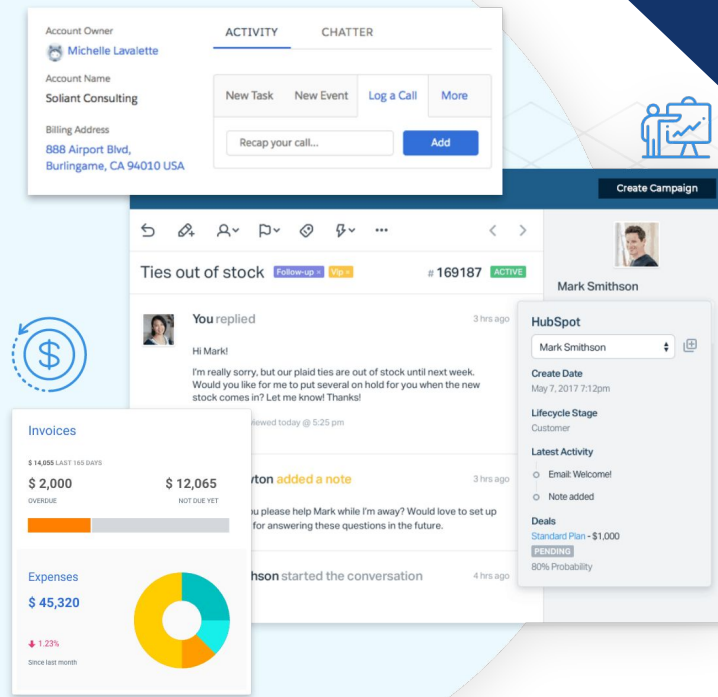
Build rich user experience customer apps using the out-of-the-box features





# Core Business Apps

Build scalable enterprise-grade, core business applications that integrate and seamlessly extends existing systems.



# Field Service Apps

Design cross-platform, field-ready apps to enable technicians to work offline and improve productivity.



**My Insurances**

Grid icons: All, Life, Vehicle, House, Pet

- XYZ 391** Overdue  
Policy Number: 0295840-498 | Valid Till: 08/17
- Rover** Paid  
Policy Number: 975-9579300 | Valid Till: 02/18
- Toyah Tyler** Upaid  
Policy Number: 35845-0-408 | Valid Till: 10/20

+ (Add button)



**July 27**

**My Schedule**

- Team Meeting**
- Maintenance** - Jasmine Williams - 18345 9...
- 2 more
- Estimate** - Nathaniel Lewis - 19057 11th Ave
- Installation** - Casey Young - 14566 Interlake Ave

Buttons: Schedule, TimeSheet



**Life Insurance**

Use the below options to get more refined results. (optional)

PRICE RANGE

\$0 \$3500

MUST COVER

- ☒ Family Protection Unit
- ☒ Extended permanent disability benefit (Due to accident)
- ☐ Funeral Expenses

**Search Quotes**



# Data Driven Dashboards

Bring data alive with powerful grids, forms, and interactive charts that stitch together information from multiple sources with just a few clicks.

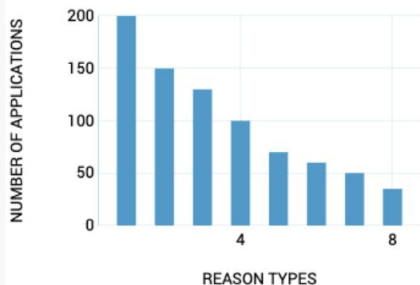


CALL OUTCOMES



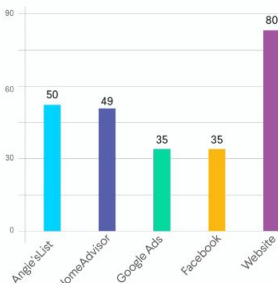
Estimate Provided  
Follow Up Set  
Payment Received  
Job Scheduled

DECLINE BY REASONS



1. DTI More  
2. Insufficie  
3. Applicati  
4. Pre-burea  
5. Risk score  
6. Employment  
7. Fraud Dcore  
8. Applicant age

CALLS BY REFERRAL SOURCE



## Plaintiff

- ☐ IP Edge LLC
- ☐ Acacia Research Corp
- ☐ Uniloc Corporation Pti Ltd
- ☐ Brian Yates
- ☐ Leigh M. Rothschild

## Defendant

## Market Sector

## Patents-In-Suit

## Case Suit

## Case Status

## Case Type

## Jurisdiction

- ☒ District Courts ( 66,220)
- [Filter By state](#) 5
- ☐ PTAB ( 9,568)
- ☐ ITC ( 1, 215)
- ☐ Federal Circuit (10,298)
- ☐ International: China (22,443)

## Date Filed

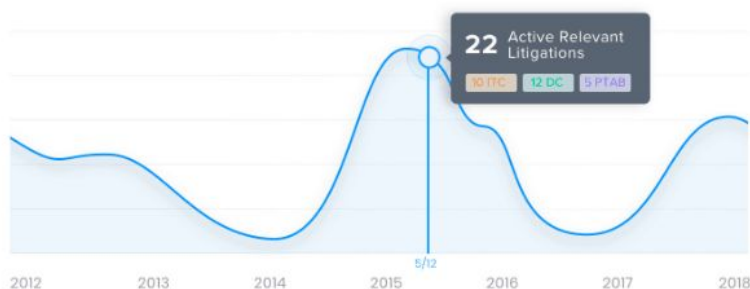
## Insights on Litigation with “nautilus”

### Litigations Through Time

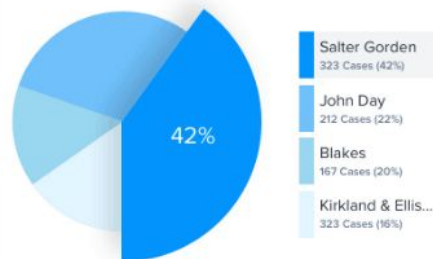
Year

Quarter

Month



### Most Appeared Law firms



## 7 Campaigns Found

CAMPAIGN NAME

DATE

DEFENFANTS

CASES

STATUS



CAMPAIGN VIEW

[Nautilus Hyosung America Incorporated](#)

11/06/2016

32  
Defendants

127  
Cases

Open

Plaintiff Details

13 Search Results

Litigation (89)

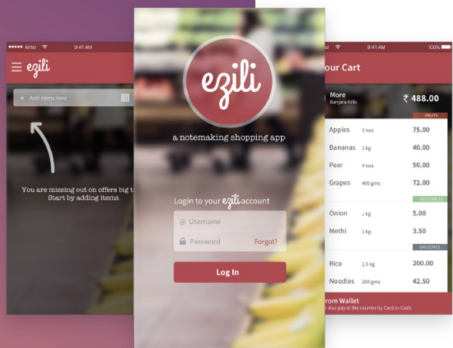
Defendant (32)

Lawer (2)

Law Firm (3)

Patent (4)

DATE	LITIGATION NAME	COURT	STATUS
30 May 2017	Jump Rope Systems, LLC v. Suzhou Everise Trading Co., Ltd. 337-TA-1108 NPE	Southern District of Ohio	Pending Institution Decision
12 January 2016	Jump Rope Systems, LLC v. Smith Ventures, Ltd. 337-TA-1108	PTAB Tech center 1200	Pending Institution Decision



## Ezili



A fresh take on the consumer experience of buying and selling at supermarkets



User Research

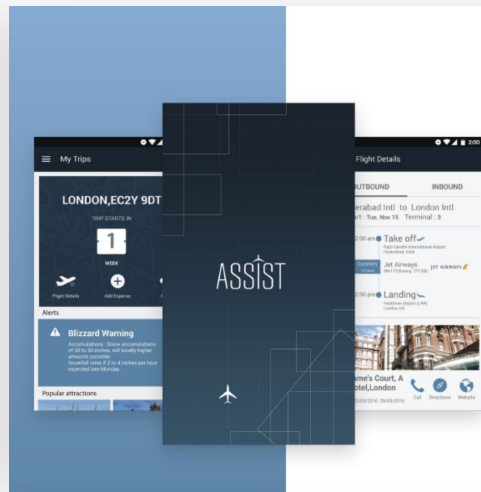


Experience Design



Go To Market

- 01 One mobile app for all retail stores
- 02 Seamless online and offline shopping experience. User shops for things cheaper and faster
- 03 Conducted detailed user survey across major retail outlets in Hyderabad



## Travel Assist



An enterprise-focused mobile app to plan for itineraries, track expenses, manage reimbursements and more



Experience Design

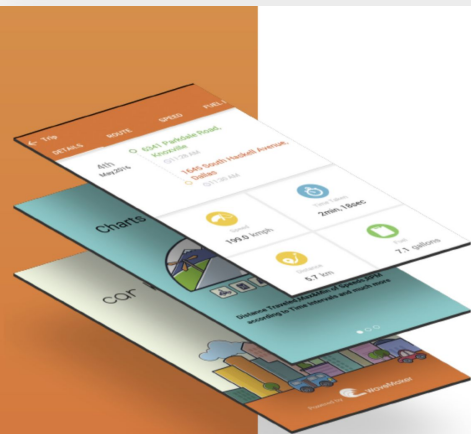


Engineering



Built on WaveMaker

- 01 An integrated booking, travelling and reimbursing experience with lot of user experience perks added
- 02 With the help of Customer Journey map, we were challenged with new design opportunities
- 03 Seamless integration to 3rd part services like Walnut, ExpenseTracker etc



## Car Konnect



An Internet of Things (IoT) hybrid mobile app that displays variety of metrics about your car and trips



Experience Design

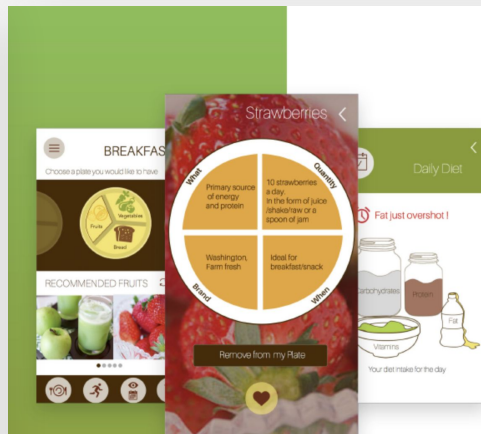


Engineering



Built on WaveMaker

- 01 Uses connected cars APIs published by Mojo, a device to track car's location, speed, fuel status etc
- 02 Simple and clean design for distraction-free driving experience
- 03 Experience to include mobile interoperability features and omnichannel design elements



## Nutrition Inc



A nutrition guide which helps users to track their food intake in terms of portions



User Research

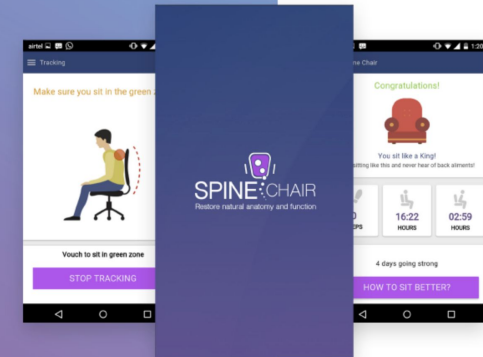


Experience Design



Engineering

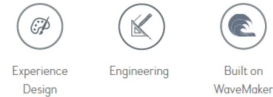
- 01 Suggesting the right amount of food based on his/her lifestyle by knowing user's profile, fitness and cuisine preferences
- 02 UX inspired by the restaurant buffet where user is offered multiple food options in each category
- 03 Shoot the Food - taking a live pic of the food he is eating and know how much he is consuming



## SpineChair



A large scale, PaaS powered, IoT enabled mobile app to sense users' posture and make sense of this information



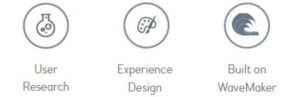
- 01 Conceptualized, identified market viability and vapour prototyped the device
- 02 Mobile app to elevate SpineChair experience through user guidance and posture-correct notifications
- 03 Set "go to market" strategies to make it a platform & service-based offering



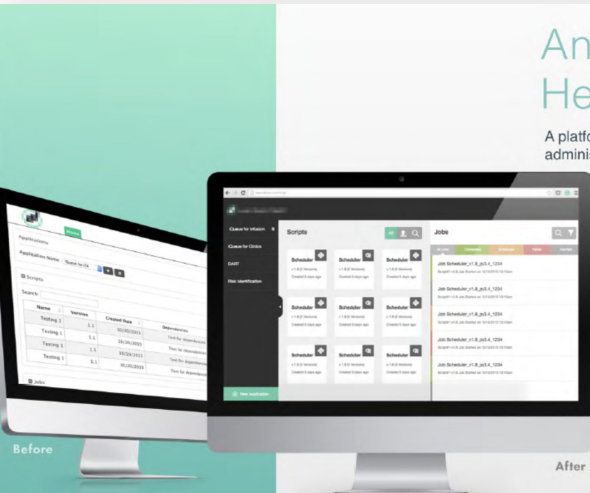
## Stox



Mobile app to track & compare stocks, create wishlist and manage portfolio



- 01 Compare and analyse your portfolio performance with the help of graphical interpretations
- 02 Conducted extensive user research on stock brokers' needs from data-heavy applications
- 03 Clean information architecture, subtle micro-interactions and gracious onboarding experience are the design upticks



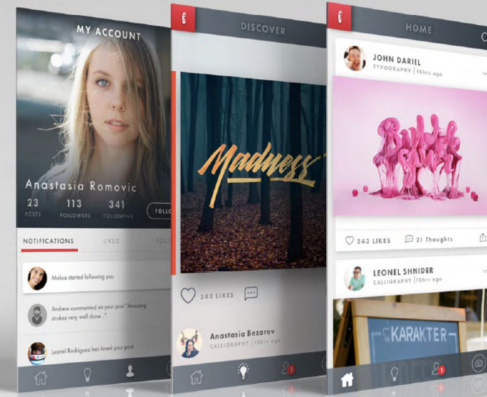
## Analytics for Healthcare

A platform for medical practitioners and administrative assistants to predict patient inflow



- 01 An easy-to-use & proactive user interface for Data Scientists
- 02 Clear & hierarchical navigation structure so the user can trace back without much difficulty
- 03 Design has reduced cognitive load on the user by 60%

## Discover your type



- o Ability to discover new trends and follow the users interests
- o A distraction-free & image-only interface for an immersive experience
- o Inbuilt type library to tag fonts



## Reducing screen clutter with a purpose



- UX to match mental model of business developer
- Reduced navigational complexity
- Future proof and flexible layout

## Operational efficiency data beautifully



- Enhanced Gantt chart to represent insurance renewal progress
- Scalable architecture to show application suggested information



Thank you