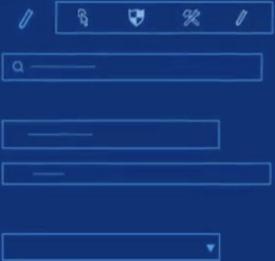


UX Strategy & Design | Noorul Ameen



wavemaker

User Interface Design | Noorul Ameen



\* Private Cloud

\* On-Premise

\* Public Cloud



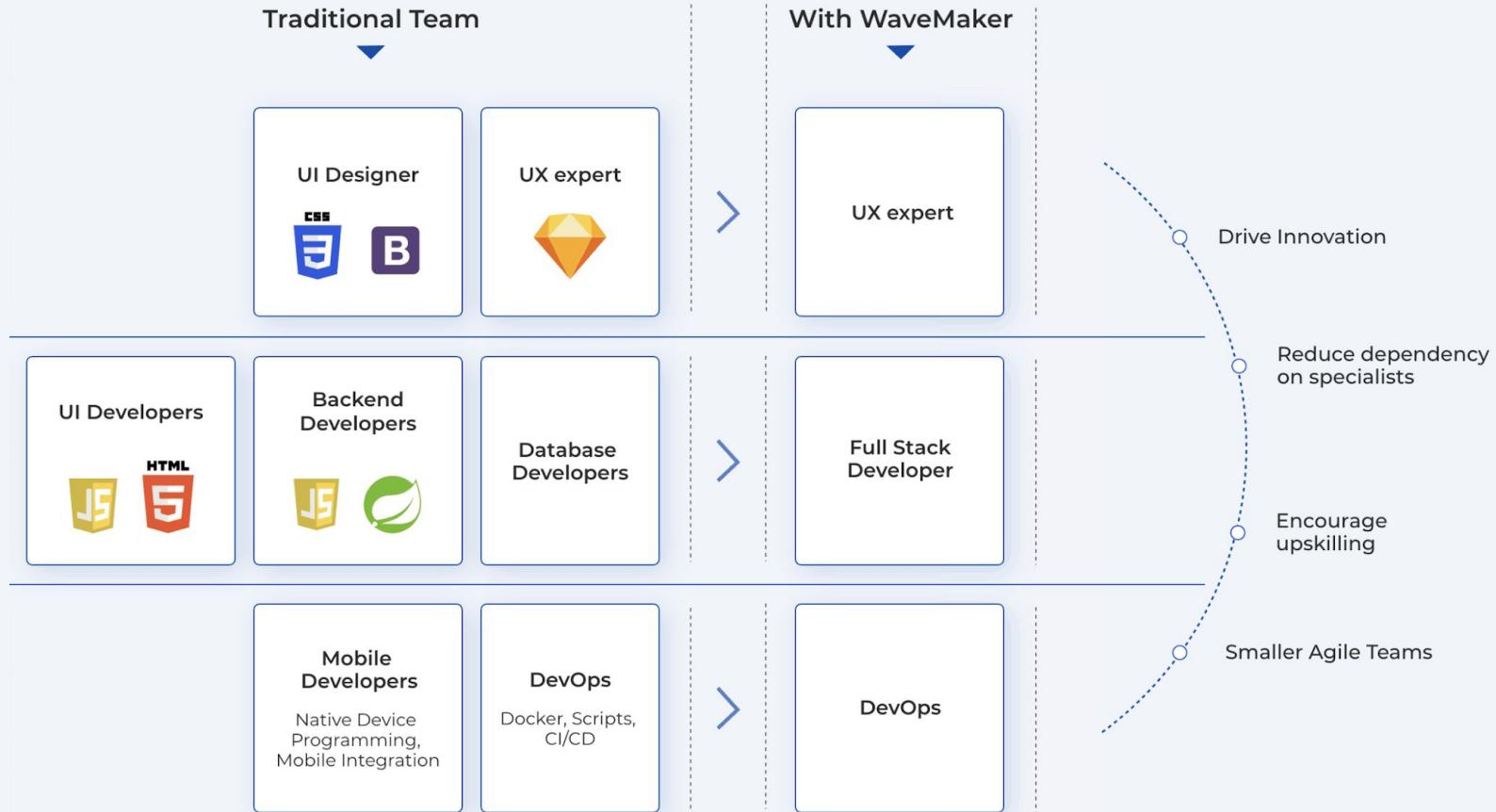
New  
**app development**



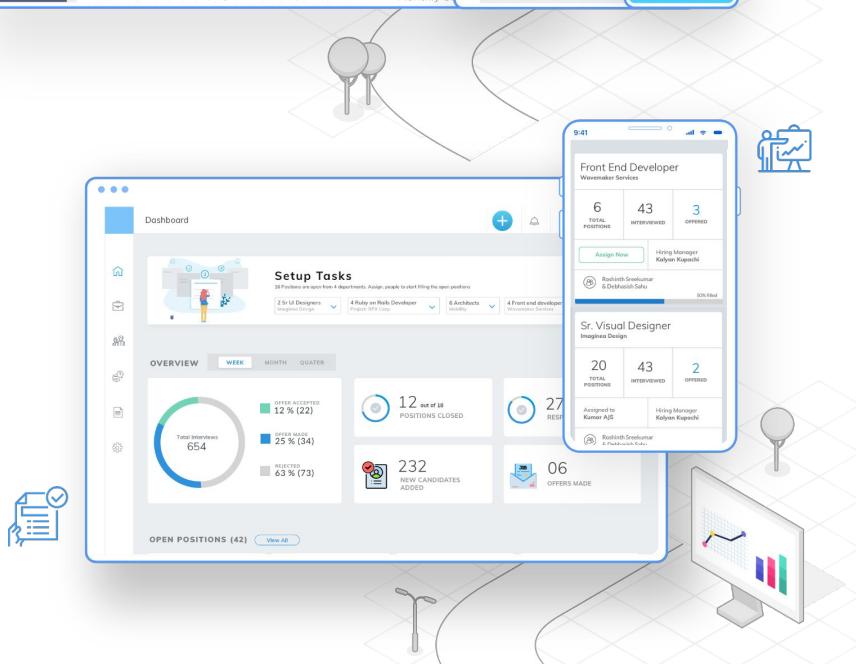
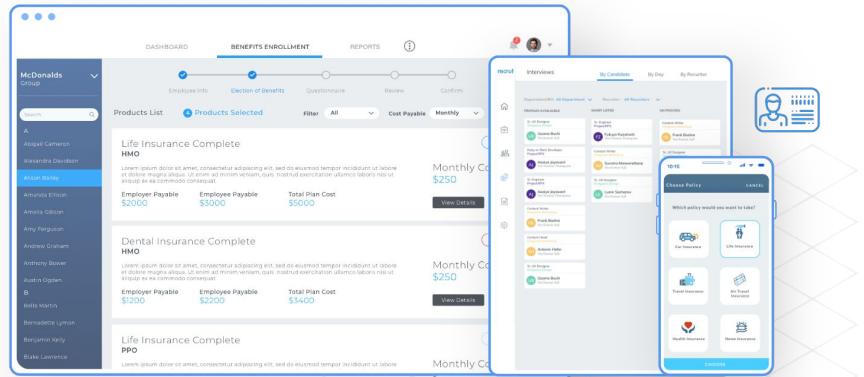
App  
**modernization**



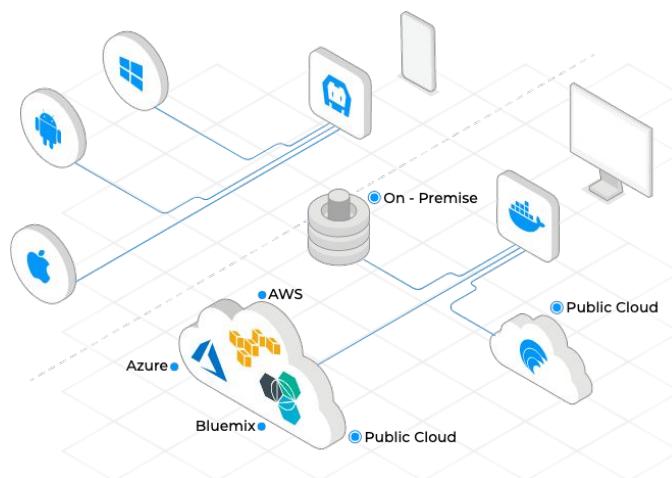
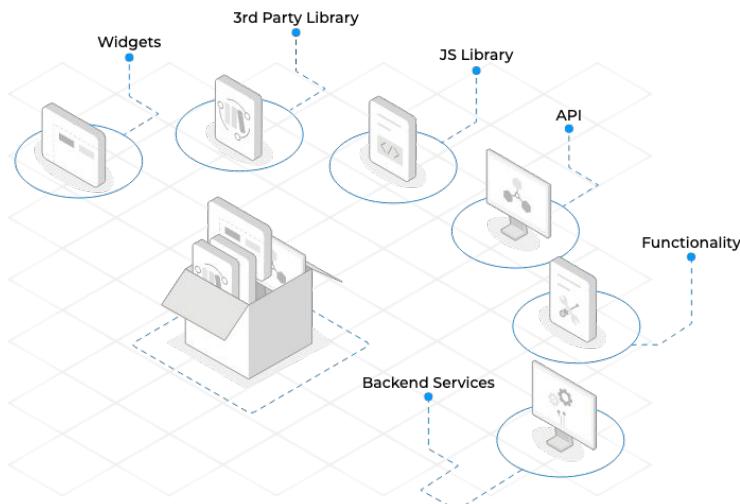
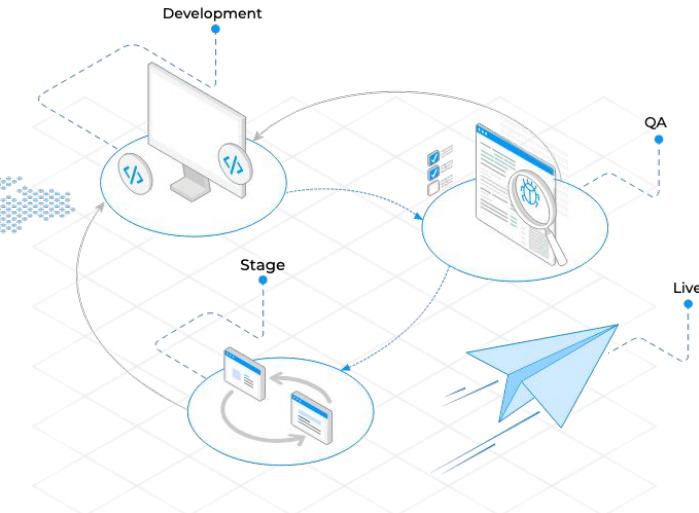
Platform  
**builder**



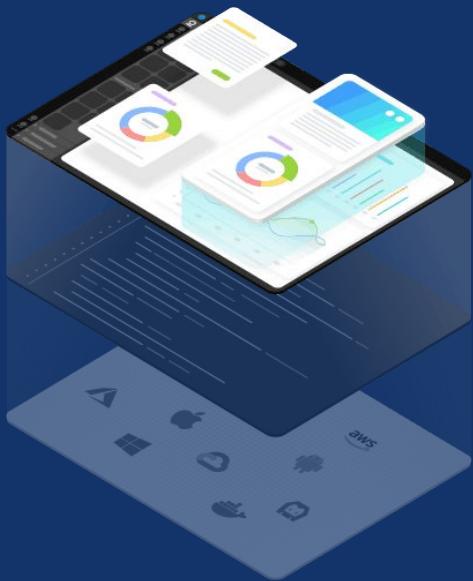
- Create UX
- Architect DB
- Build the App



- **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

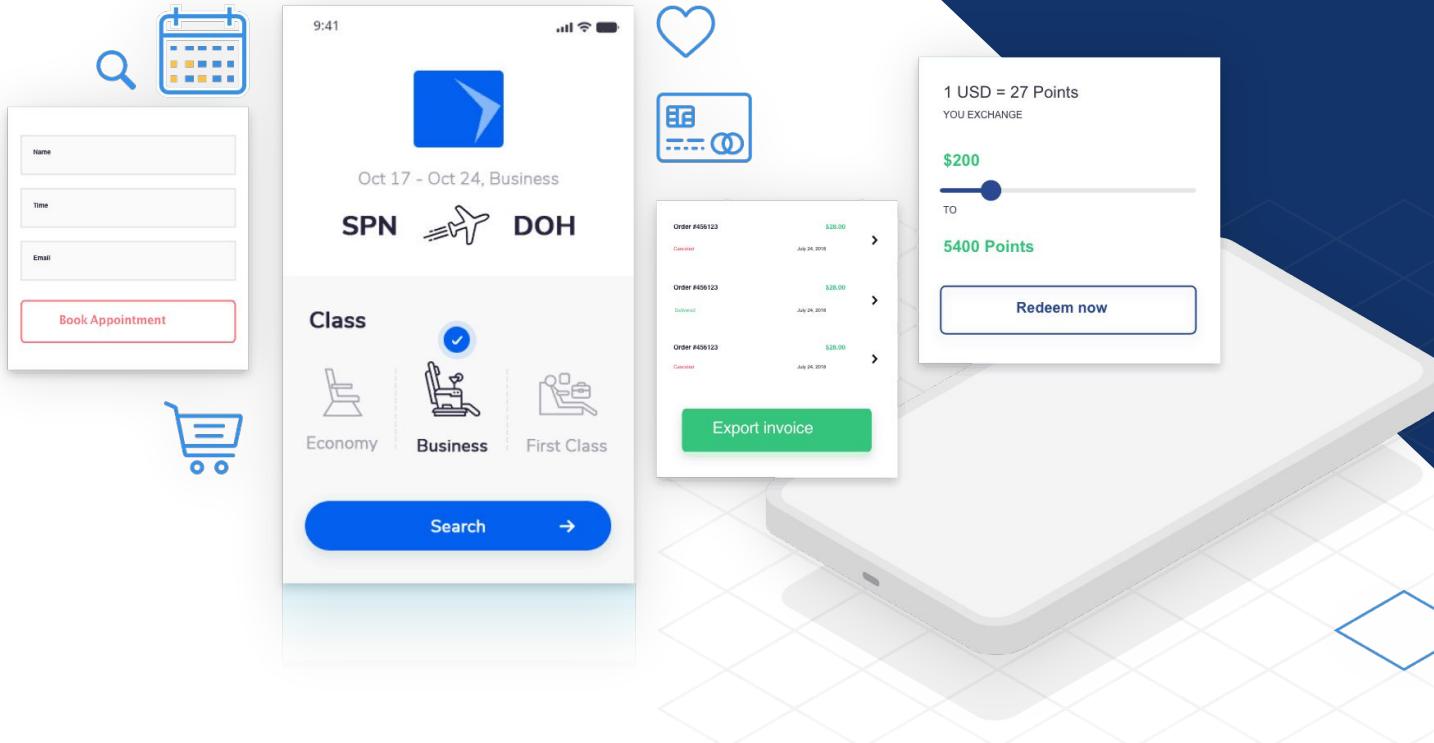
## Deliver



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

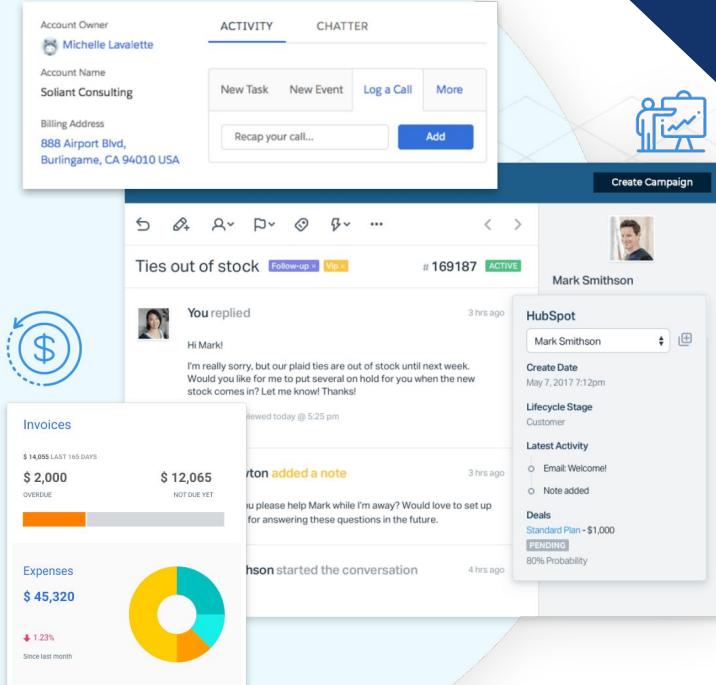
# Customer Facing Apps

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.



Account Owner  
Michelle Lavalette  
Account Name  
Soliant Consulting  
Billing Address  
888 Airport Blvd,  
Burlingame, CA 94010 USA

ACTIVITY CHATTER

New Task New Event Log a Call More

Recap your call... Add

Ties out of stock Follow-up # 169187 ACTIVE

You replied 3 hrs ago

Hi Mark!

I'm really sorry, but our plaid ties are out of stock until next week. Would you like for me to put several on hold for you when the new stock comes in? Let me know! Thanks!

Mark Smithson

HubSpot

Mark Smithson Create Date May 7, 2017 7:12pm Lifecycle Stage Customer Latest Activity o Email Welcome! o Note added Deals Standard Plan - \$1,000 PENDING 80% Probability

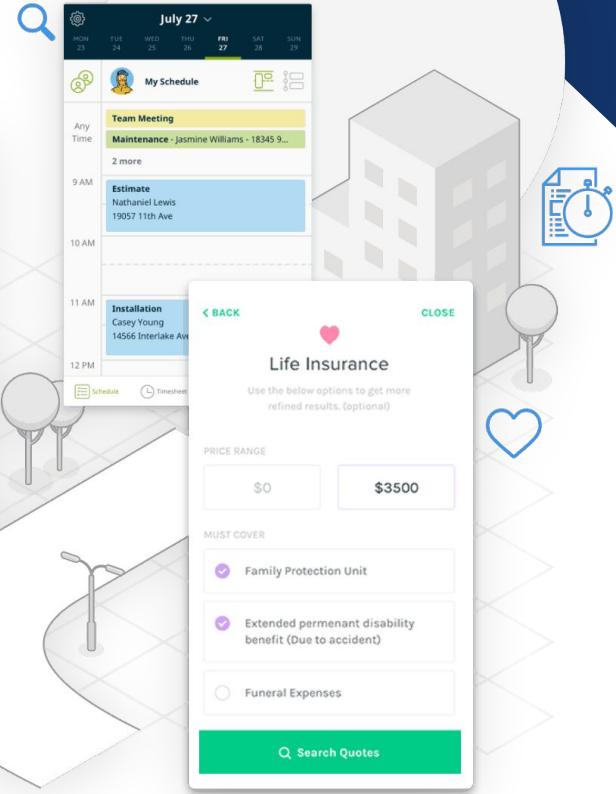
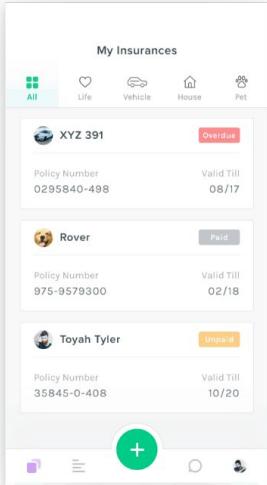
Invoices \$ 14,055 LAST 180 DAYS \$ 2,000 OVERTIME \$ 12,065 NOT DUE YET

Expenses \$ 45,320 ↓ 1.23% Since last month



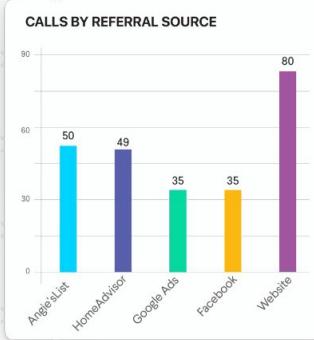
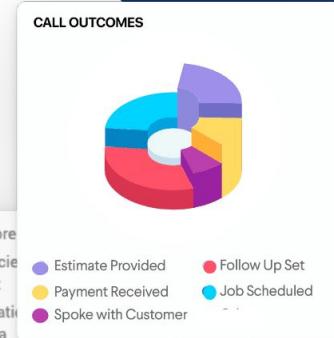
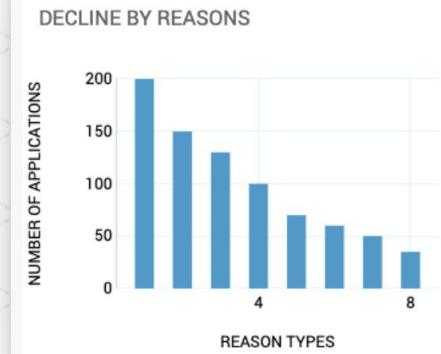
# Field Service Apps

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



# 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.



## Plaintiff

- IP Edge LLC
- Acacia Research Corp
- Uniloc Corporation Pte 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 3

PTAB ( 9,568)

ITC ( 1,215)

Federal Circuit (10,298)

International: China (22,443)

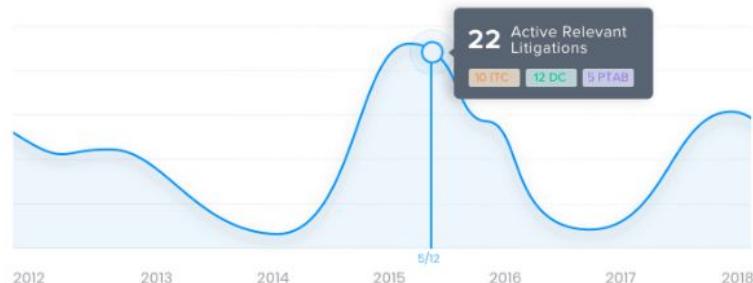
## Insights on Litigation with "nautilus"

## Litigations Through Time

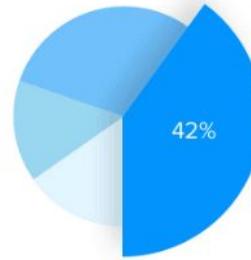
Year

Quarter

Month



## Most Appeared Law firms



Salter Gorden	323 Cases (42%)
John Day	212 Cases (22%)
Blakes	167 Cases (20%)
Kirkland & Ellis...	323 Cases (16%)

## 7 Campaigns Found

CAMPAIGN NAME	DATE	DEFENDANTS	CASES	STATUS	CAMPAIGN VIEW
<a href="#">Nautilus Hyosung America Incorporated</a>	11/06/2016	32 Defendants	127 Cases	Open	<a href="#">Plaintiff Details</a> <span>▼</span>
9,185,291	ITC PTAB DC				<span>13 Search Results</span>
<a href="#">Litigation (89)</a>	<a href="#">Defendant (32)</a>	<a href="#">Lawer (2)</a>	<a href="#">Law Firm (3)</a>	<a href="#">Patent (4)</a>	
DATE	LITIGATION NAME	COURT	STATUS		
30 May 2017	<a href="#">Jump Rope Systems, LLC v. Suzhou Everise Trading Co., Ltd.</a> 337-TA-1108 <span>NPE</span>	Southern District of Ohio	Pending Institution Decision		
12 January 2016	<a href="#">Jump Rope Systems, LLC v. Smith Ventures, Ltd.</a> 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

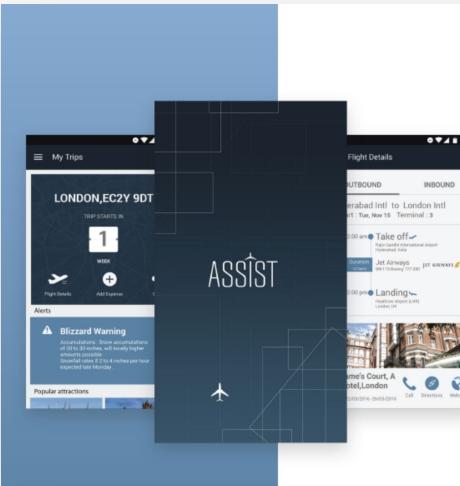


Experience Design



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 party 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 Mojio, 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

Experience Design

Engineering

Built on WaveMaker

- 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

User Research

Experience Design

Built on WaveMaker

- 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 upicks

## Analytics for Healthcare

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

Usability

Design

Engineering

- 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

- Ability to discover new trends and follow the users interests
- A distraction-free & image-only interface for an immersive experience
- 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