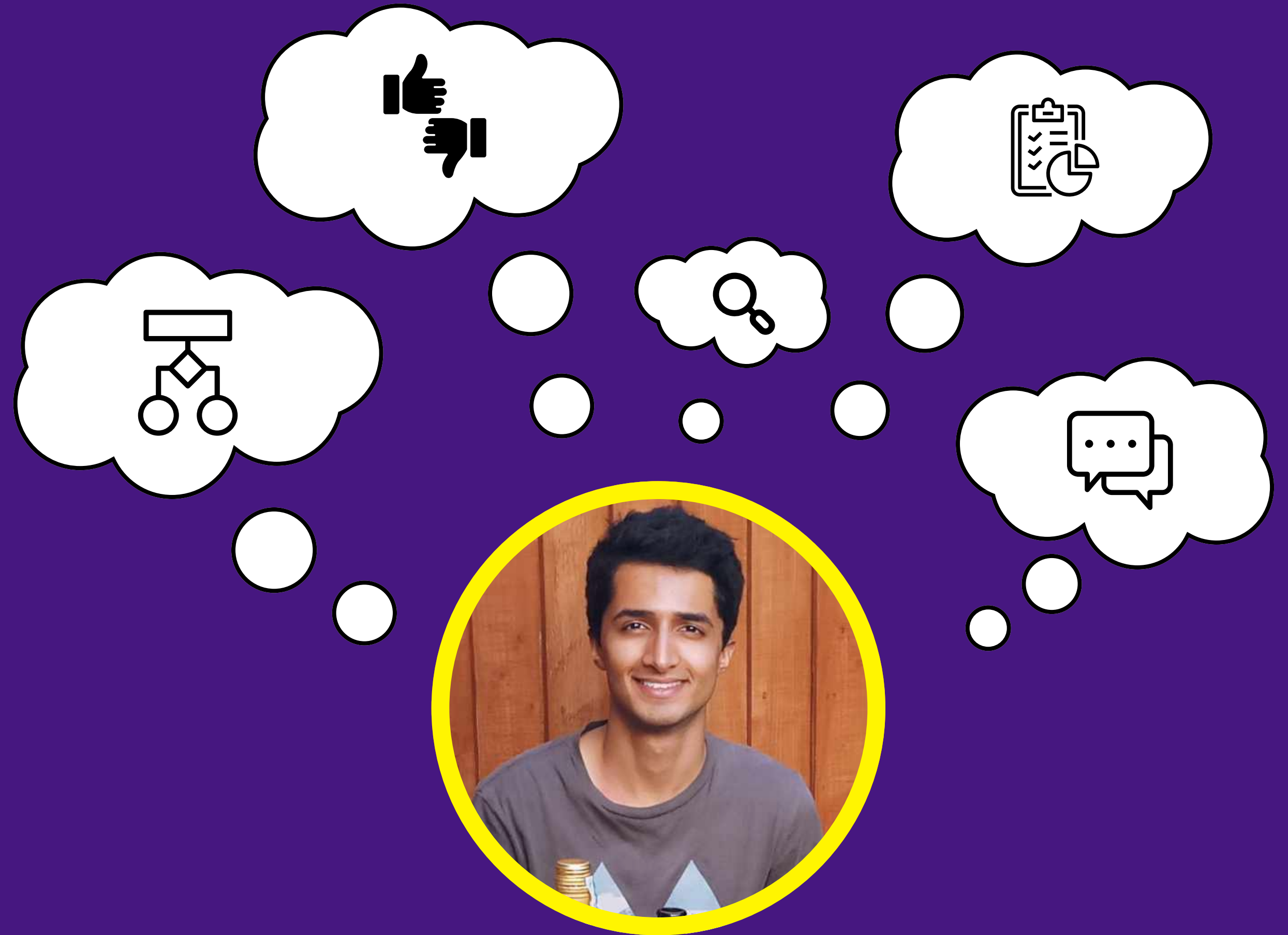


My Portfolio

Hi! I'm Arjun and here are some of the projects I have worked on over the past few months...

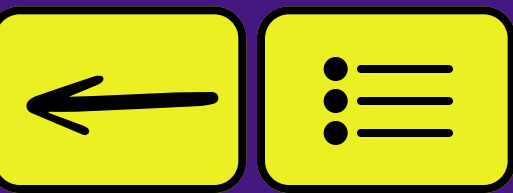
These projects are from my time working on enterprise applications as an associate UX designer at a major Indian multinational IT company*.



Next →

* Name of company cannot be disclosed due to confidentiality reasons; company name, application names and logos have been blurred or renamed.

Background Verification Tool*



Project Details

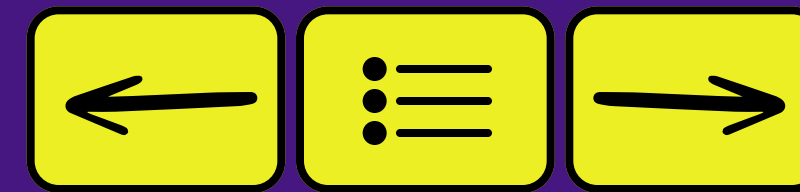
- ② **Project Type** - Revamp
- ② **Application type** - Web app
- ② **Department** - Human Resources
- ② **Users** ~ 350 users/day
- ② **Use** - The HR department uses this portal to verify, and approve/reject candidates' applications by conducting a background check on their uploaded documents.

UX Research

- ✓ Heuristic Evaluation
- ✓ User flow charts (Scenario-based)
- ✓ User Interviews
- ✓ Wireframes

Next →

Existing Portal



Ver 2.0

Welcome

My Favorites

Quick Links

Logout

Home

Recruiter View

Smart Recruit

Welcome to the Smart Verify System

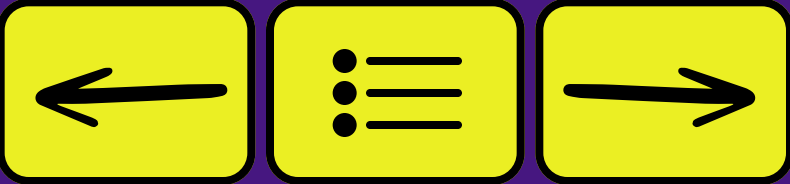
You are logged in as: Recruiter

Below given is the Summary Report

Status	Count	Action
Document Uploaded - Pending with Recruiter	0	View Details
Submitted by Vendor - Pending With Recruiter	0	View Details
Document Insufficient - Pending with Candidate	0	View Details
Submitted by Recruiter - Pending with Initiator	0	View Details
Pending For BGV Initiation - Offer Release Pending	0	View Details
Submitted by Initiator - Pending with Recruiter	1	View Details
Pending for BGV Initiation	0	View Details
Submitted by Initiator - Pending With Vendor	4	View Details
Submitted by Vendor - Pending With Initiator	6	View Details
BGV Insufficient - Pending With Initiator	0	View Details
Submitted by Recruiter - Pending with BGV Council	0	View Details
Approved by BGV Council - Pending with Recruiter	0	View Details
Rejected by BGV Council - Pending with Recruiter	0	View Details
Referback by BGV Council - Pending with Recruiter	0	View Details
BGV – WIP – Pending with Supplier	0	View Details
BGV Submitted by Supplier - Pending with Initiator	0	View Details
Pending for BGV Initiation(BSERV E0 Employee)	0	View Details
BGV Not initiated-Resume upload pending	12	View Details
BGV Not Initiated: Multiple package available	0	View Details

Boring, outdated dashboard with no prioritisation of information to highlight urgent tasks.

Existing Portal



Ver 2.0

Welcome Initiator View My Favorites Quick Links Logout

Home Initiator Non SAPID BGV View BSERV/Infra BGV Reports BGV Record Finder

Initiator > Initiator View

Type :
City :
Joining Date :
BGV ID :
Entity Wise :

☐ Pre Joining ☐ Post Joining ☒ Existing

ALL

From: Clear To: Clear

2012449

Action Corporation

Record Status :
Report Status :
Employee Code:
Employee Name:

ALL(View Only)

ALL

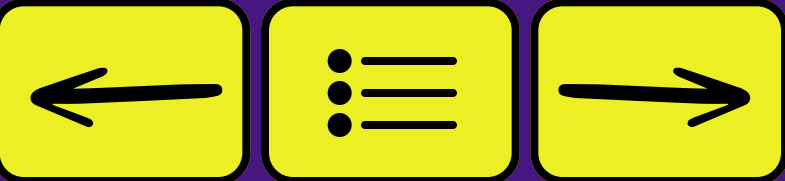
Total Records: 1

BGV ID	Type	Name	Band	City	Org Unit	Joining Date	BGV Initiated On	Status	HR Name	PMO Name	Company Code	Vendor	Acknowledged By Vendor	Report Status	EAStatus	BGV Details
2012449	Existing	Satram Venkataparameswararao (51904732)	E1	Chennai	APPS&-EMERGI	30 Nov 2020	07 Feb 2023	Submitted by Vendor - Pending With Initiator	DEVADATH GOWDA(40176180)	Irudhaya Samy V(51645676)	(1000) Ltd.	Authbridge - Prerna	Yes		--NA--	View

☐ Mark the check box in case of TP/RE Band And Geo Entity While closing the case

Cluttered UI with too many columns in the table causing the user to horizontal scroll.

Existing Portal



Poor choice of colour resulting in difficulty in reading text.

Employment 1 - Overseas

Employment 2 - Overseas

Employment 3 - Overseas

Required Checks:: Document Specification: - : Self Declaration Check: Bankruptcy Check - India: Bankruptcy Check - Global: OFAC Check: Suspected Terrorist screening: Identity Check: Cibil Check - India: Database Check - Global: Database Check - India: FDA Debarment Database Search: Web & Media Check

☐ Education 4- Post Graduation(India)

☐ Gap in Employment History

☐ Criminality Watch List

☐ Drug Test - 9 Panel

☒ Database Check - Global

☐ Identity Check - 1 PAN (India)

☐ Cibil Check - India

☐ Drug Test - 6 Panel

☐ OFAC Check

☒ Education 3-Graduation(India)

☐ Reference Check - 1 (India)

☐ Drug Test - 5 Panel

☐ Drug Test - 10 Panel

☐ Web & Media Check

☐ Identity Check - 1 Driving License (India)

☐ Global Compliance and Sanctions database

☐ GSA

☐ Directorship And Media Check

☐ Education 2-12th

☐ Reference Check - 2 (India)

☐ Drug Test - 7 Panel

☐ Drug Test - 12 Panel (India)

☐ CV Validation

☐ FDA Debarment Database Search

☐ National Sex Offender Registry

☐ OIG

☐ Right to work

☐ Education 1-10th

☐ Reference Check - 3 (India)

☐ Drug Test - 8 Panel

☐ Database Check - India

☐ Identity Check - 1 Passport (India)

☐ UAN/bank statement/Form 16

☐ Identity Check - 1 Aadhar Card (India)

☐ Identity Check - 1 Voter ID Card (India)

☐ Self-declaration(ExternalDirectorshipAndPositions)

Verify Checks

Verification Report from Vendor or from BGV team

Vendor Name

Remarks

Report

Prerna(TPA036)

ADDITIONAL

*

* Vendor Name will be blank for TP and RE band Candidates.

QC team remarks *

Remarks

Others

Submit Reason

Send Communication *

File

Choose File

No file chosen

BGVCouncil

HR

Vendor

Send

Close

Stop/Close BGV Verification

File*

Choose File

No file chosen

Status*

--Select--

Reason*

--Select--

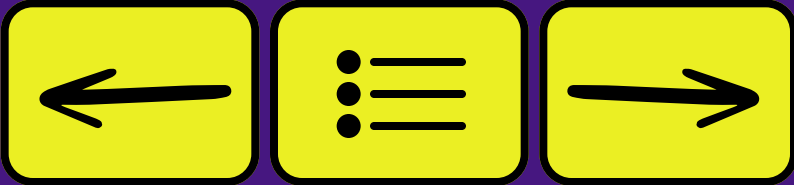
Remarks*

Submit

Close

* Multiple CTA buttons confuse novice users as to what the order of actions should be (see arrows).

Heuristic Evaluation



Visibility of System Status

The system should always keep users informed about what's going on through appropriate feedback within a reasonable time frame.

Issues

1. The dashboard does not differentiate BGV cases in terms of importance or urgency - overdue cases and new cases are not segregated.

Recommendations

1. It should show cases grouped according to urgency, for example - "Pending Cases", "New Cases", "Ageing Cases" to help the user differentiate.

Match Between System and the Real World

The system should speak the user's language with words, phrases, and concepts familiar to the user, rather than system-oriented terms. Follow real world conventions making information appear in a natural and logical order.

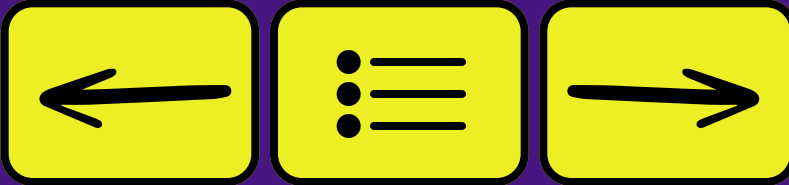
Issues

1. CTA buttons all have the same design. For example, the button to "Accept" and "Reject" are styled the same way same colour, size, etc).
2. There is the option of sending a communication to the "BGV Council" even though currently there is no such role on the portal.
3. Mischaracterised menu items: "View Report" should be under the "Reports" menu item, not some other item.

Recommendations

1. Depending on the action (Primary, secondary, accept/reject etc), button styles should vary in accordance with industry best practices to avoid user errors.
2. Only include actions that are possible on the portal in order to not waste the user's time.
3. Links should be placed where users expect to find them.

Heuristic Evaluation



User Control and Freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

Issues

1. Most users' first action is to login and visit the "view" page in order to enter BGV IDs in the BGV ID filter to conduct their tasks. This page is a click away (in some cases two clicks) instead of being up-front.
2. There is no "undo" feature.

Recommendations

1. Since the "view" page is the first place users always go to, place the BGV ID search bar and filters on the dashboard to reduce clicks and page loading time for the user.
2. An "undo" option should be enabled for up to 1-2 minutes after taking an action since mistakes on this portal have serious consequences.

Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

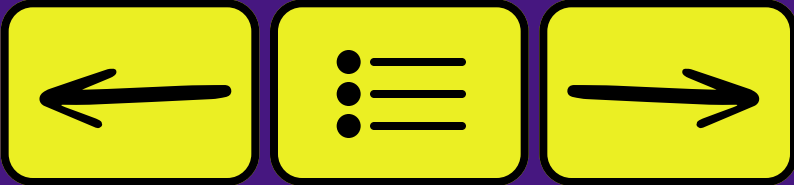
Issues

1. Some buttons have the same actions but have different names (for ex - "**Submit** to Vendor" and "**Send** to Recruiter").
2. Some CTAs are entirely misleading - On one page for the "Screener" role, the button named "Submit to Vendor" actually sends the case to the Initiator.

Recommendations

1. Standardise names of CTA buttons.
2. Correct and accurate terminology should be used that inform the user exactly what action the button will perform.

Heuristic Evaluation



Error Prevention

Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

Issues

1. For some actions it is unclear if clicking on a button will be the last step before the action is taken or if there will be a confirmation popup after.
2. For many roles there are actionable sections which they never use but are still shown on the page. The buttons in these sections are also active, which can cause confusion for novice users and lead to unintended actions.

Recommendations

1. Ensure that for all critical actions there is a confirmation popup saying “Are you sure...?” “Yes” or “No”.
2. Only actions that are relevant to the user’s tasks must be shown in their active state.

Recognition Rather than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

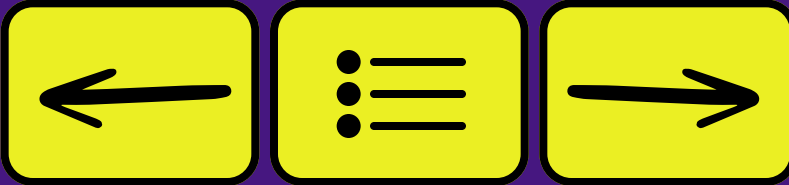
Issues

1. All communication is effectively done over email since the portal’s “remarks” features have too many bugs. This forces users to constantly to-and-fro between their emails and the portal to proceed with their tasks.

Recommendations

1. The “remarks” feature should be improved to allow users to communicate over the portal, thereby enabling users to easily view all correspondence on the same page as the one on which they will be taking actions on.

Heuristic Evaluation



Recognition Rather than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

Issues

2. All communication is done over email since the portal's "remarks" feature is too limiting. This forces users to constantly to-and-fro between their emails and the portal to proceed with their tasks.
3. In the case of one role, users have to log in as an Initiator to view the information they need to complete their tasks. This bac and forth between windows takes up a lot of a user's time.

Recommendations

2. The "remarks" feature should be improved to allow users to communication over the portal, thereby enabling users to easily view all correspondence on the same page as their actionables.
3. Users of that particular role should have access to all relevant information in their login without having to constantly switch roles.

Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

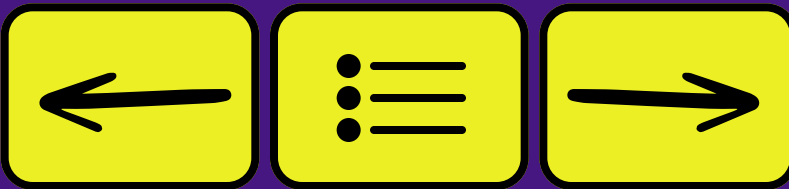
Issues

1. The portal has a heavy use of popup windows where further actions take place (attaching documents, submitting applications etc). This increases the steps a user has to take since the user must take actions on all windows.
2. There aren't enough filter options for the user to view exactly what they want to; data tables do not have sorting options.

Recommendations

1. Have all actionables on one page, eliminating the use of popup windows.
2. Users should be able to easily add and remove applied filters, sort data, and save applied filters as templates for future use.

Heuristic Evaluation



Flexibility and Efficiency of Use

Shortcuts may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Issues

3. Users avoid leaving remarks on the portal because of the restricted word limit, no special characters allowed, and the lack of text styling options.

Recommendations

3. Increase the word limit, allow special characters and introduce text formatting features (Bold, italic, highlighter, etc) to improve the quality of communication.

Aesthetic and Minimalist Design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

Issues

1. The dashboards are data heavy and show a lot of information at once.
2. Data tables have too many columns causing horizontal scroll.
3. The Filters take up too much space on the first fold.

Recommendations

1. Only show relevant data up-front and introduce data visualisation to make data consumption easier.
2. Remove unimportant columns or hide them in an ellipsis to view on demand.
3. Split the search into “basic” and “advanced” but also give the user the flexibility to apply more filters.

Help and Documentation

It may be necessary to provide documentation to help users understand how to complete their tasks.

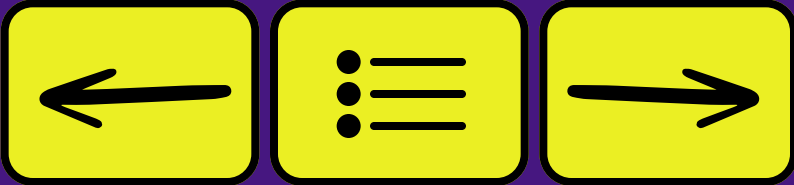
Issues

1. There is no help or documentation on the portal.

Recommendations

1. Include a user manual, FAQ, a chatbot, and contact details for the point of contact that can assist them.

User Interviews



21 users



14 roles



Remote interviews

Key Metrics

- > 90 pain points identified.
- > 19 user suggestions recorded.
- ☹️ 95% of users had something **negative** to say about the platform.
- 😊 28% of users had something **positive** to say about the platform.

Ratings

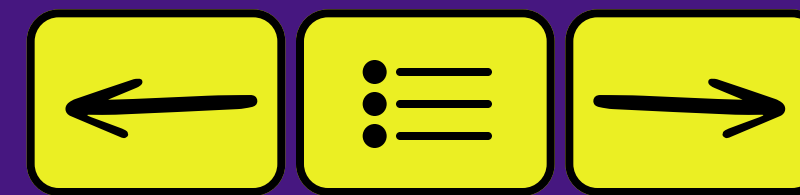
	(1-5)
Ease of performing tasks on the portal	3.3
Speed of the portal	3.2
Look and feel of the portal	2.8

Key Pain Points

- ⊗ The portal is **slow** and sessions time out very soon.
- ⊗ **Cluttered**; many users complained about multiple redundant pages and links dotted over the portal.
- ⊗ The portal lacks some important documents that the HR team have to retrieve from the candidate over email.
- ⊗ Cannot access important BGV reports while connected to a VPN.
- ⊗ **Outdated UI** - not pleasing to the eye.
- ⊗ Keeping track of correspondences over mail for multiple candidates and their attached documents is cumbersome.

Wireframes

Clean and simple basic search
with just one input - BGV ID.



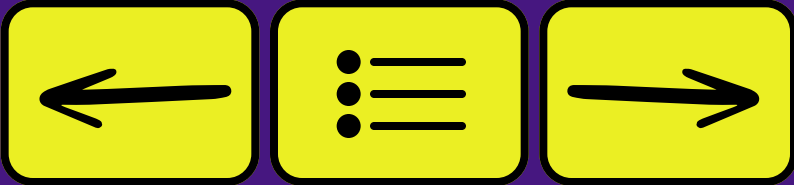
Clear categorisation of cases
along with the number of cases
pending with the various BGV
Teams

The wireframe shows a web application interface. At the top, there's a search bar with the placeholder text "Enter BGV ID ..." and a magnifying glass icon. Below the search bar is a "See More" link with a downward arrow. The main content area is divided into sections. The first section is titled "Search" and contains the search bar. Below this, there's a section titled "Pending with Initiator (65)" with a clock icon. This section contains four cards representing different teams: "Green Team" with 25 cases, "Amber Team" with 15 cases, "Red Team" with 10 cases, and "Insuf Team" with 15 cases. Below these cards, there's a section with three tabs: "Pre Joining", "Post Joining", and "Existing". The "Pre Joining" tab is selected. Below the tabs, there's a summary bar that says "Submitted by Vendor - Pending with Initiator" with a count of 37. To the right of this section is a large placeholder box with a diagonal cross and the text "[Insert graph]".

Team	Count
Green Team	25
Amber Team	15
Red Team	10
Insuf Team	15

Category	Count
Submitted by Vendor - Pending with Initiator	37

Wireframes



Search

BGV ID
Employee Code
Employee Name

Type
☒ Pre-Joining ☐ Post-Joining ☐ Existing

Record Status
All

SEARCH

RESET

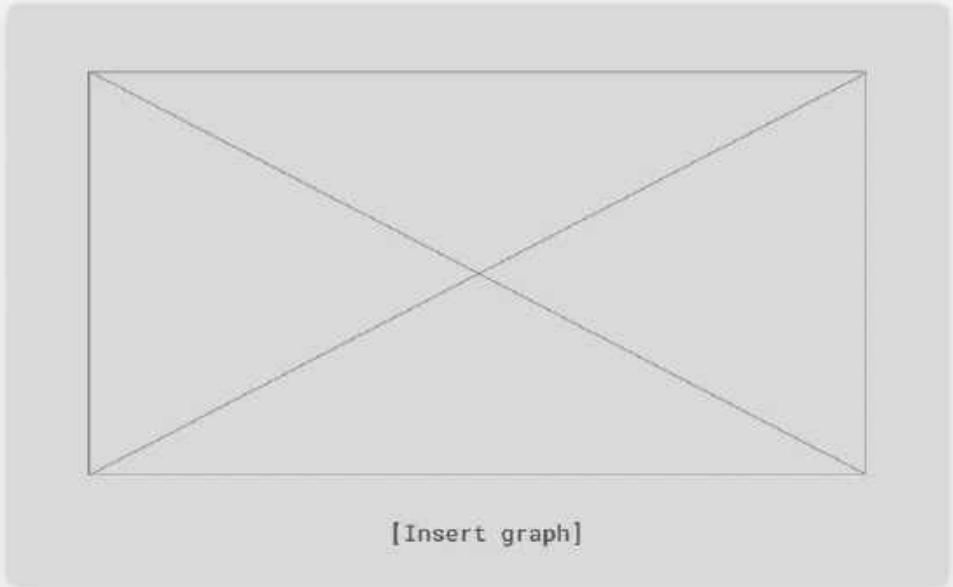
See Less

Initiator

Vendor

Recruiter

Pending with Initiator (65)



Advanced search with more filter options on demand.

Search

Enter BGV ID ...

See More

Pending with Recruiter (15)

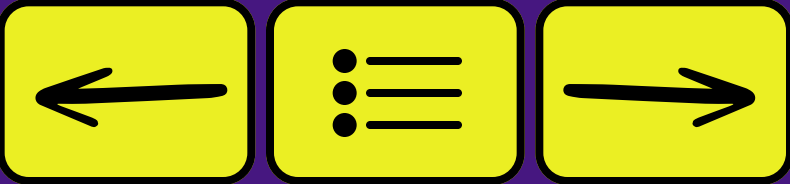


Submitted by Initiator - Pending with Recruiter	8
Document Uploaded - Pending with Recruiter	2
Submitted by Vendor - Pending with Recruiter	2
Approved by BGV Council - Pending with Recruiter	0
Rejected by BGV Council - Pending with Recruiter	0
Referback to BGV Council - Pending with Recruiter	0
BGV Not Initiated - Resume Upload Pending	3
VIEW ALL	



Key metrics/ highlights section for user motivation and info

Wireframes



Multi search allows user to search for more than one ID at a time

⌵ / Initiator View

BGV ID

Employee Code

SEARCH

RESET

Your Selections

BGV ID 265845 × 265846 × 265847 × Clear

Total Records: 3

BGV ID	Candidate Name	Verification Type	Package Name	Band	City	Joining Date	BGV Initiated On	Report	Vendor
265845	Shantanu Bhatia (1653856)	Pre-Joining	Authbridge	E1	Noida	03-Mar-2023	12-Feb-2023		Authbridge-Anish View Case History
265846	Bhavya Singh (1209523)	Post-Joining	Authbridge	E1	Noida	03-Mar-2023	08-Feb-2023		Authbridge-Anish
265847	Rohan Sethi (1042978)	Pre-Joining	Authbridge	E1	Noida	03-Mar-2023	10-Feb-2023		Authbridge-Anish

User can find a BGV's case history which has all past communication and transactions just one click away.

Wireframes

A one-stop-shop for all candidate related information. No more having to have 3 windows open - Joining form, Do Not Hire list, and MRL list all fetched from different portals and data repositories on one page.

Initiator View / Details

265845|Shantanu Bhatia (1653856)

Customer

Package

Company

Country

City

Download

Standard

India

Noida

Reports

BGV_Form

Joining_Form

CV

Candidate Information

Joining Form

Do Not Hire List

Mandatory Requirement List

Case History

Personal Details

Title	First Name	Last Name	Date of Birth	Contact Number
Mr	Vignesh	K	28 Jan 1999	8518959813

ID Proof

ID Type	Document ID Number	Attachment
PAN Card	GTBPK7698	Download

Address Details - Last 7 Years

Address	Period	Residence Type	Respondent Details
House/Flat number: 11 Area/Location/Apartment/Street: VR NAGAR, KORATTUR City: CHENNAI District: CHENNAI Country & State: India, Tamil Nadu Postal Code: 600088	02 Feb 2022 - 25 Feb 2023	Rented	Mobile No : 6361191768 Relation: Neighbour

SOF Remarks

From (dd/mm/yyyy)	To (dd/mm/yyyy)	Activity
03/04/2020	03/05/2020	Searching for a job

Employment Details

Employer & Industry	Address	Designation	Period	Employee Code	Manager/HR Details	Current Company
Concentrix Pvt Ltd Industry:	Fortune Towers, 152, 288 Ft Radial Road, Ganapathy Nagar, Chennai, Tamil Nadu	Joining: Support Executive Present: Support Specialist	04 May 2020 - 09 Feb 2023	NA	Name: Anand Title: Contact Number: 8122615519 Email ID: AnandPradsp@Concentri x.COM	Yes

Education Details

Type	Course Details	Roll Number	Period	Highest Qualification
Type: Undergraduate Sub Type: BE/B.Tech (Hons) Discipline: Mechanical	University: Anna University Institute: Sriam Engineering College Location: Chennai Country: India	13454823	01 Aug 2016 - 02 Apr 2020	Yes

Reference Details

Name	Position Held	Company	Contact Number	Relationship	Category
Prakash Raj	Team Leader	Concentrix	9833485763	Colleague	Professional

Refer back Joining Form to Candidate?

Yes

No

Initiator View / Candidate Details

265845|Shantanu Bhatia (1653856)

Customer

Package

Company

Country

City

Download

Standard

India

Noida

Reports

BGV_Form

Joining_Form

CV

Candidate Information

Joining Form

Do Not Hire List

Mandatory Requirement List

Case History

BGV Documents (10)

Download All

Education

Document Type	Check Required	Document Code	Uploaded On	Attachment
Graduation	Y	EDU-TEN	29 Jun 2023	Download
Post Graduation	Y	EDU-MKS	29 Jun 2023	Download
12th Standard	Y	EDU-DD	29 Jun 2023	Download

Professional

Document Type	Check Required	Document Code	Uploaded On	Attachment
Relieving Letter	Y	EMP-SS	29 Jun 2023	Download
Offer Letter	Y	EMP-AL	29 Jun 2023	Download

Duration for Criminal Court, Address, & Employment

Check Type	Country	Code	Status
Database	India	--	
Identity - PAN	India	--	
Criminal Court - 1	India	--	

Reports

Download All

Report Type	Report Status	Submitted On	Comments	Attachment
Pre-Joining		03 Jul 2023	Lorem ipsum dolor...see more	Download

Action Items

Allow Joining? (Pre-BGV Report)

Enter Consents

ACCEPT

REFER BACK

QC Team Remarks

Select Reason for Refer Back

SUBMIT TO REWRITER

SUBMIT TO REVIEW

Stop or Close BGV Verification?

Communication History

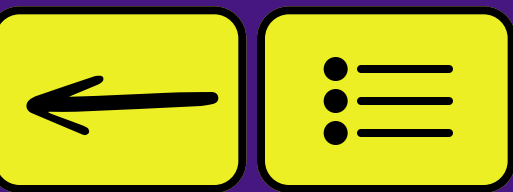
From	To	Remarks	Sent On
Vendor	Initiator	PFA the Pre-Joining report	03 Jul 2023 1:03 PM
Recruiter	Initiator	Discrepancy in un...see more	03 Jul 2023 1:03 PM

All necessary documents to conduct the BGV placed in one spot for easy access.

Action items placed into a seperate section to clearly demarcate the documents section (top) and the CTAs (bottom)

Non essential sections put into accordions and closed by default to avoid overwhelming the user with buttons and action items.

Employee Benefits Website



Project Details

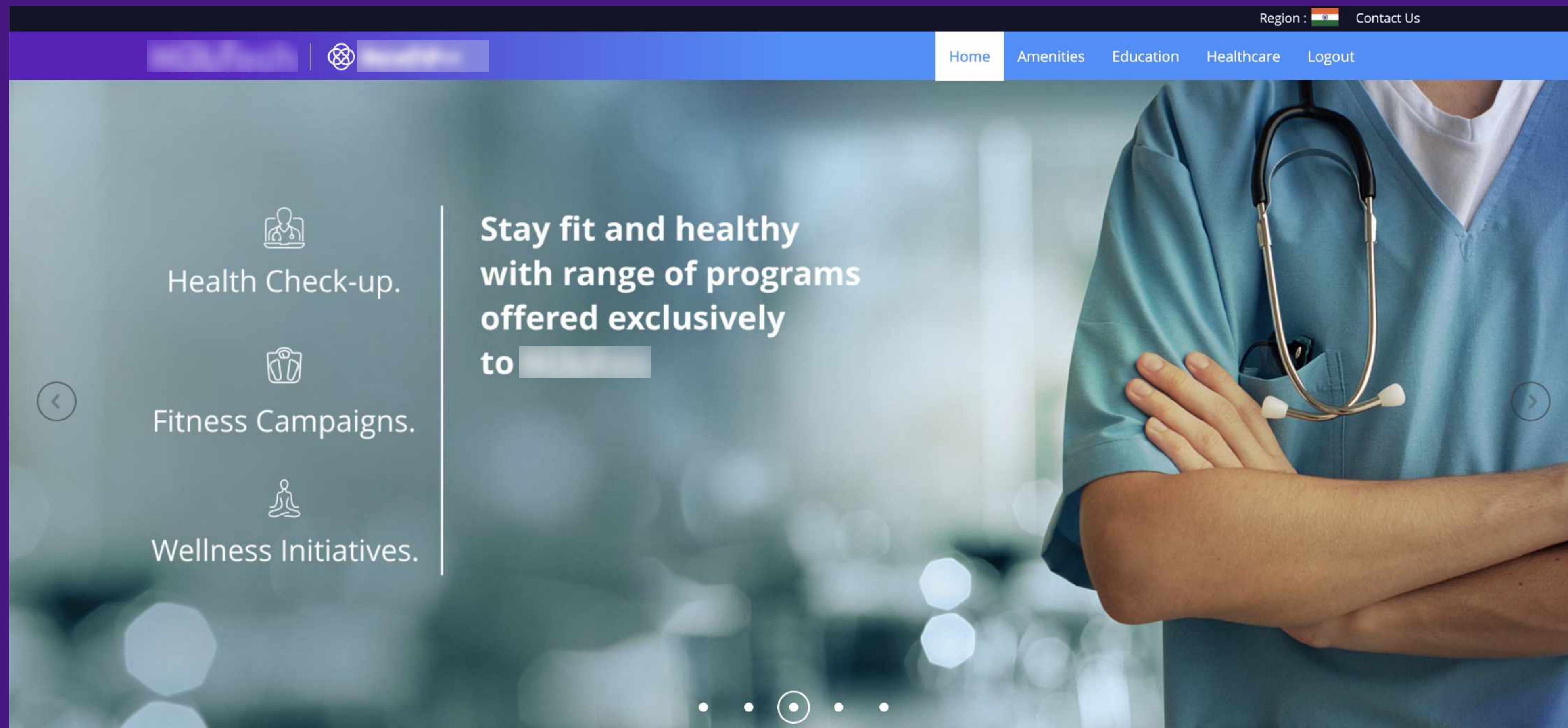
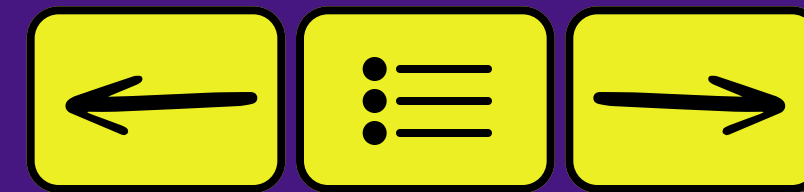
- ② **Project Type** - Revamp
- ② **Application type** - Website
- ② **Department** - Human Resources
- ② **Users** ~ 150,000 visits/year
- ② **Use** - The site contains discounts and exclusive offers and deals on amenities, healthcare and education services for employees.

UX Research

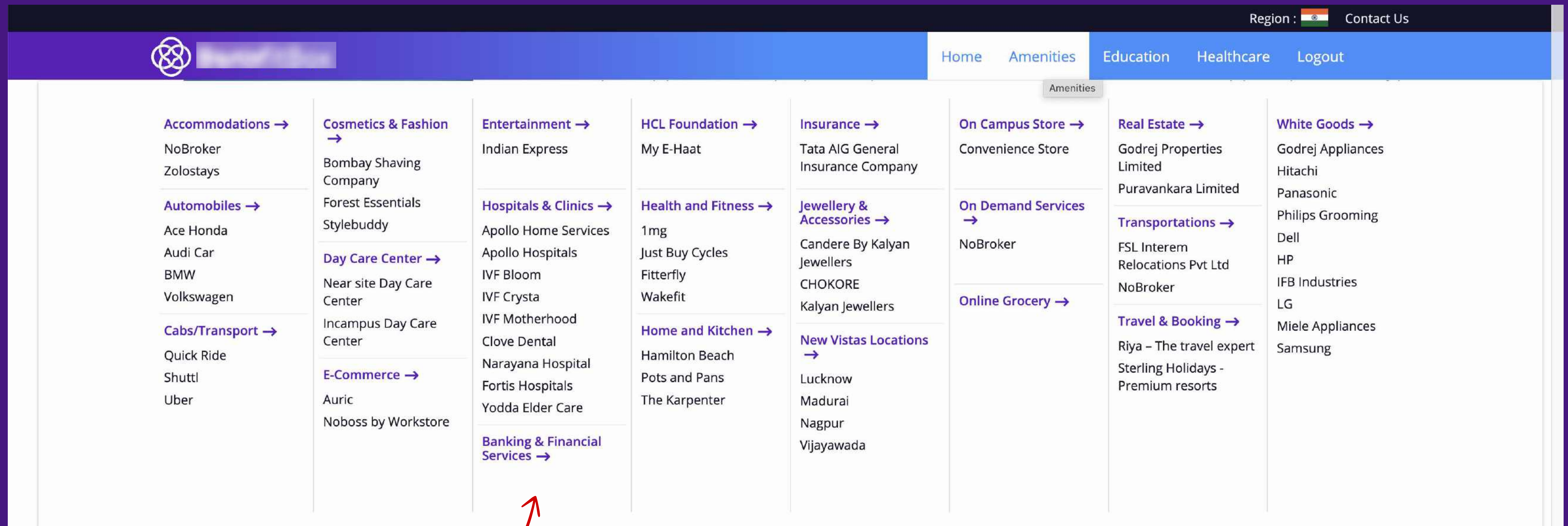
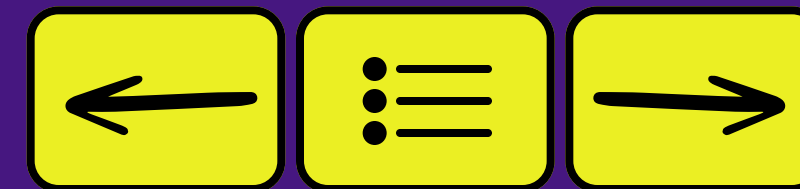
- ✓ User Interviews
- ✓ Information Architecture
- ✓ Data Analysis
- ✓ Mega Menu Wireframes

Next →

Existing Site

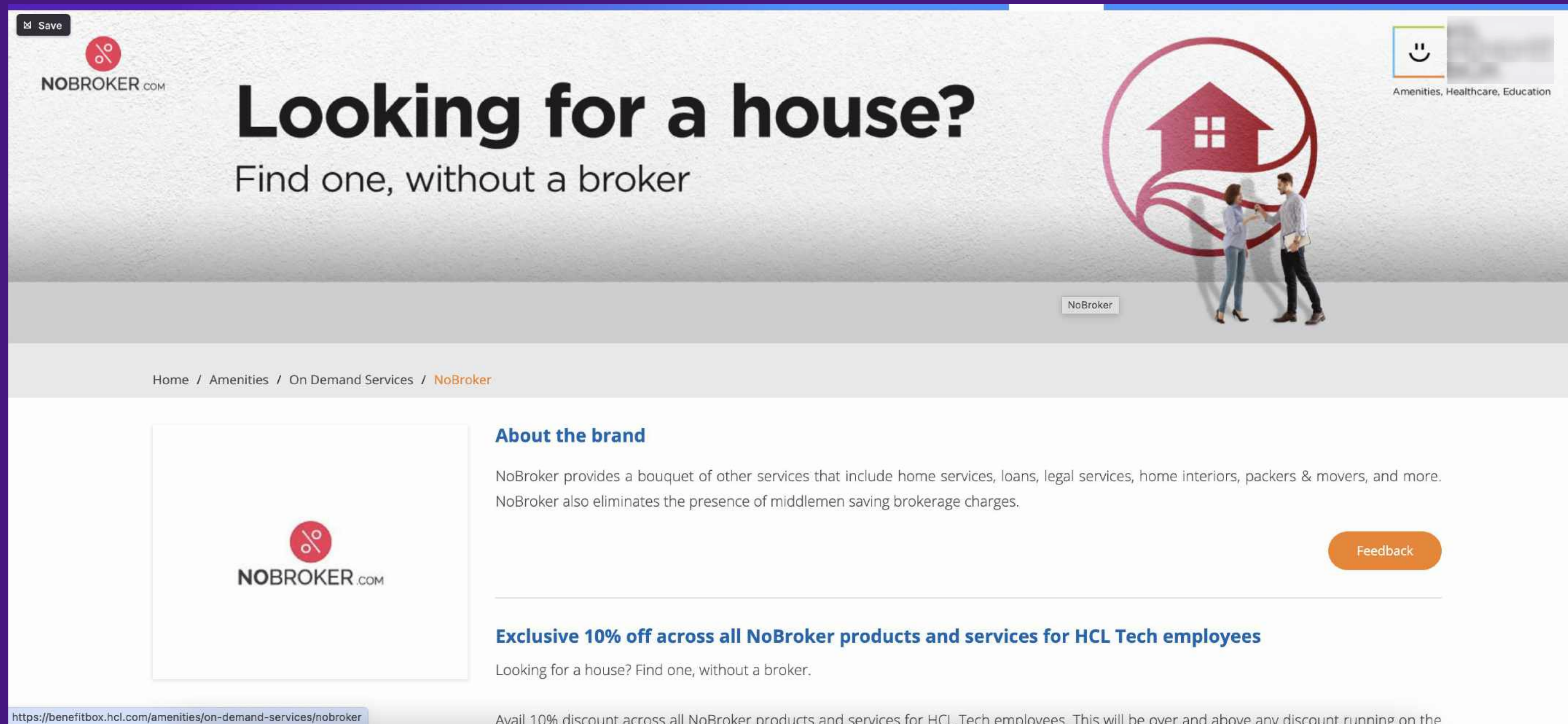
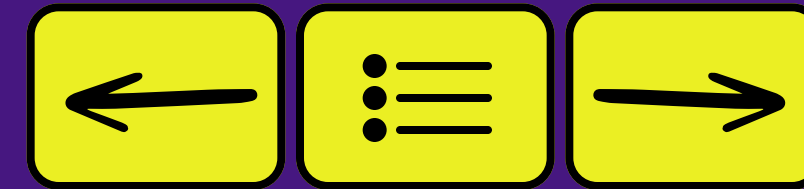


Existing Site



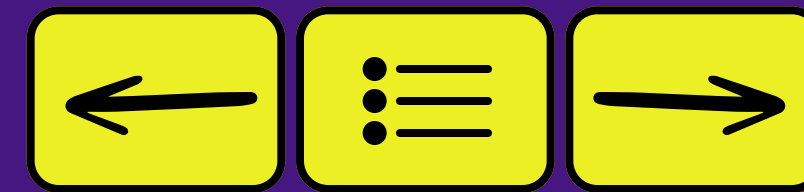
No landing page for sub categories, so sub categories with no brands under them do not function as links.

Existing Site



Confusing “Feedback” button placement - users believed this pertains to feedback about this particular brand, but it is a general website feedback button.

Existing Site



? How to Apply

Steps to redeem:

- Click on <https://www.nobroker.in/prophub/corporate-partnership/-requests/>
- Choose the service and click on GET NOW. You will get a pop-up box. Please fill in your details, select the desired services from the drop-down and click on get now.
- A representative to book the service at a discounted rate.

Festive Offer :

- Offer : offering flat 25% + additional 5% off on Home Painting
- Link to the landing page : <https://www.nobroker.in/prophub/corporate-partnership/corporate-painting-offers/>
- Validity : 30th Nov'23

📄 Point of Sale

For any query write to: corporaterequests@nobroker.in or reach out to Anurag Rathi at:

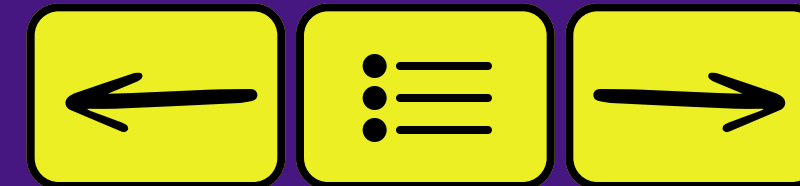
Email - anurag.rathi@nobroker.in

Phone number - 7588644444

🤝 Terms and Conditions

Terms and conditions related to the offer if any:

User Interviews



7 users



Remote interviews

Objectives

1. Understand users' goals and motivations when visiting the site, as well as their mental model when visiting similar sites.
2. Identify user's pain points and opportunities.

Key Observations

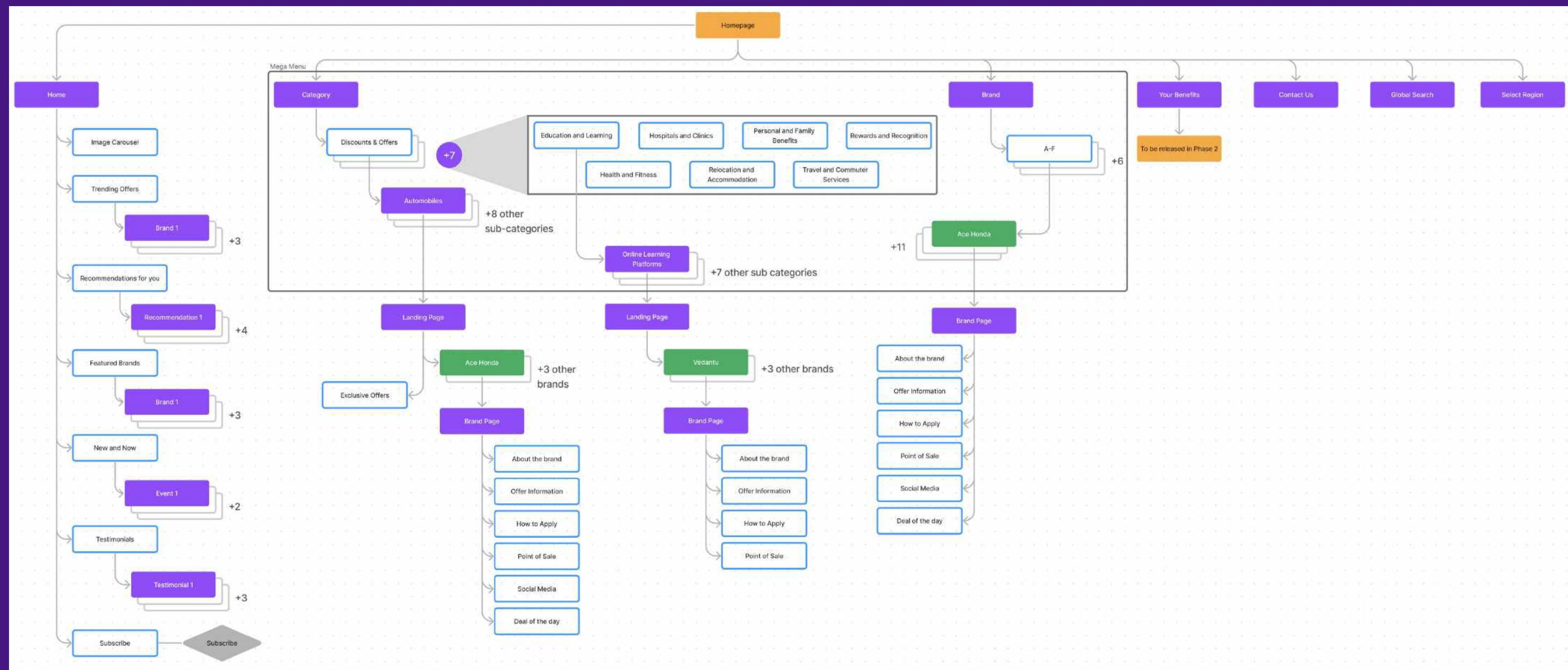
1. Most users' behavior on the site so far has been **goal-oriented** (ie. looking for something specific/not browsing).
2. Most users do not know about new offers since new offers/brands etc are mentioned in the weekly mailers, not highlighted on the site itself.
3. Most users frequently use **global search**, a well structured **menu**, and a **brand repository**. They also find **trending offers/featured offers** shown on e-commerce homepages as useful.

Key Pain Points

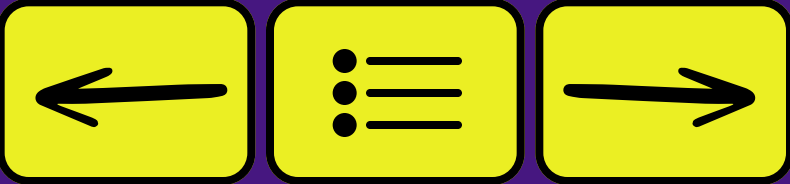
- ⊗ Multiple broken links, **outdated offer codes** or links.
- ⊗ Mega Menu is **not intuitive**: Some sub categories have no brands listed under them.
- ⊗ Brand pages are not aesthetically pleasing and have some confusing information.
- ⊗ Most users do not go to the site to browse because they find the site **boring** and because new offers/brands are not clearly shown.
- ⊗ Currently they get mails about offers from all kinds of interest areas, even from those which they are not interested in (**no personalisation**).

Information Architecture

Based on the insights gained in the user interviews and having done a heuristic evaluation of the current site, a site map for the soon to be revamped site was created since there was going to be a significant impact on the navigation and structure of the site.



Data Analysis



Objectives

- 1. To analyse the problem tickets that employees raised for this site ove the past 3 months.
- 2. To identify user’s pain points and UX opportunities.



140 tickets in total



Only 21% related to brands and products

Key Observations

Most queries were about **other benefits** that users thought they would find on the site such as education, insurance, Shuttle cabs etc.

Concern	Tickets	% of total
Editing dependent details for insurance purposes	32	23%
Brands/ products/ discounts	30	21%
How to book a Shuttle cab	26	19%
Mediclaime policy	21	15%
Other	31	22%

Insights

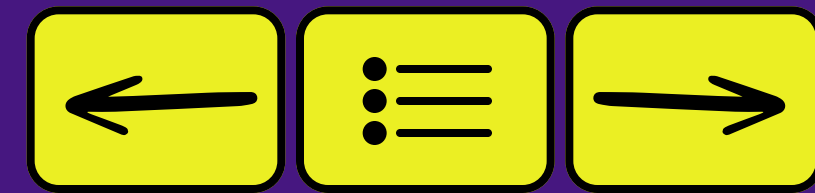
Due to a **lack of user awareness** many employees believed they’d be able to find information about other benefits offered by the company on this site.

Since there was no About Us page or FAQ section, users were not clear as to what the scope of the site was.

To avoid confusion post the revamp, we decided to address this gap in the following ways:

- ✔ Integrate our enterprise **chatbot** which would help in assessing the user’s query and directing them to the right application if the query is unrelated to the benefits site,
- ✔ A helpful message for those who search for benefits unrelated to those offered on the site.
- ✔ Introduce a “**Your Benefits**” page for information related to miscellaneous benefits offered on other platforms and channels including links to those platforms.

Wireframes



Designing the mega menu presented a challenge because of two reasons:

1. Strict business requirements of having a fixed number of categories, sub categories, and brands.
2. Following a consistent menu design as in other internal applications at the organisation.

After conducting market research on mega menu designs used in e-commerce sites, we came up with a few ideas...

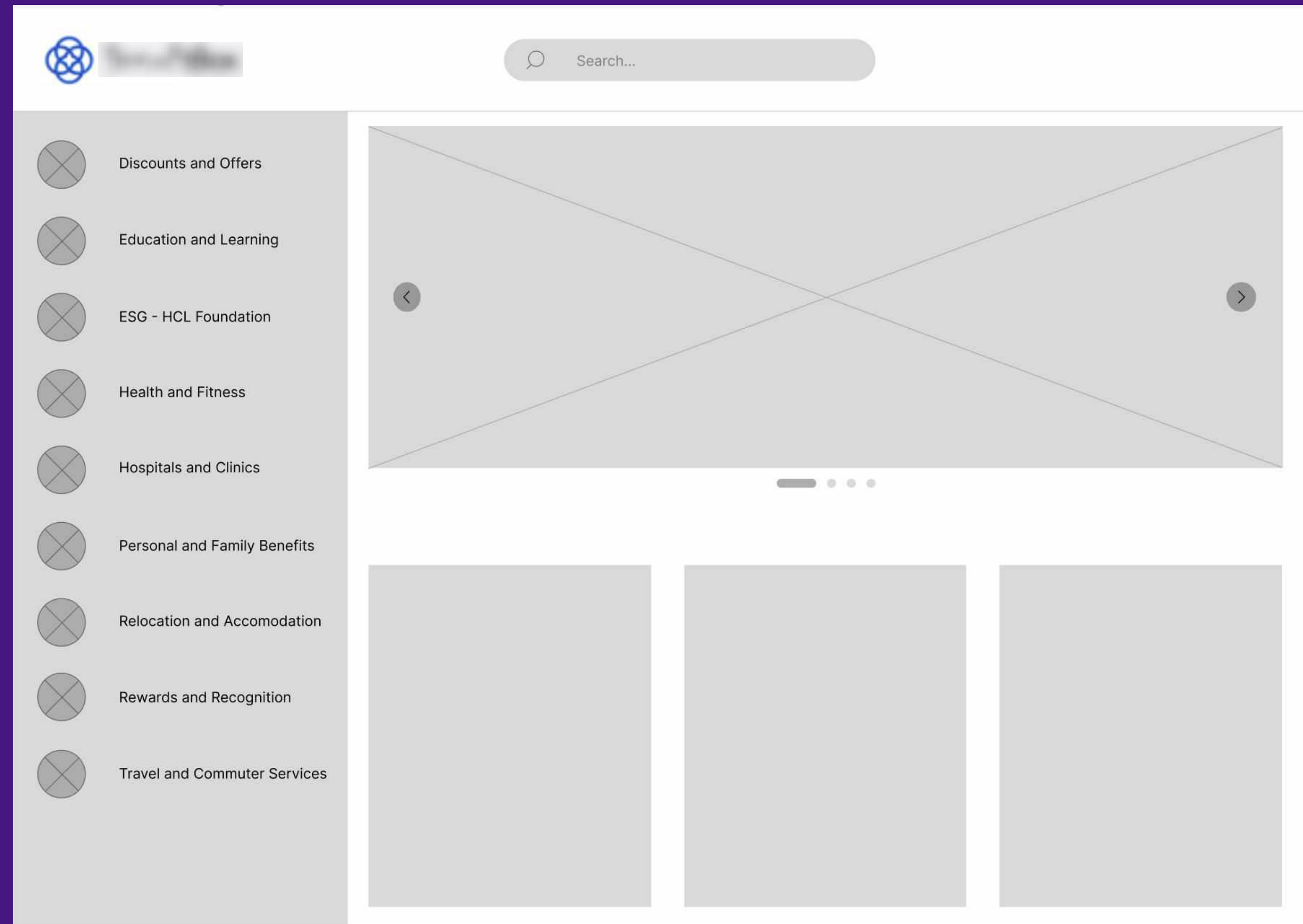
However, soon after a menu design was finalised, there was an abrupt decision by the leadership at the organisation to make the design of the site using SharePoint Out of the Box, not customised. This meant that our design was limited to the templates available on Out of the Box which did not have the menu design we had finalised on. Nonetheless, in order to show the full process the menu options are shown on the following slides.

Wireframes

Based on UX research, the first concept was based on a **vertical left-side navigation**.

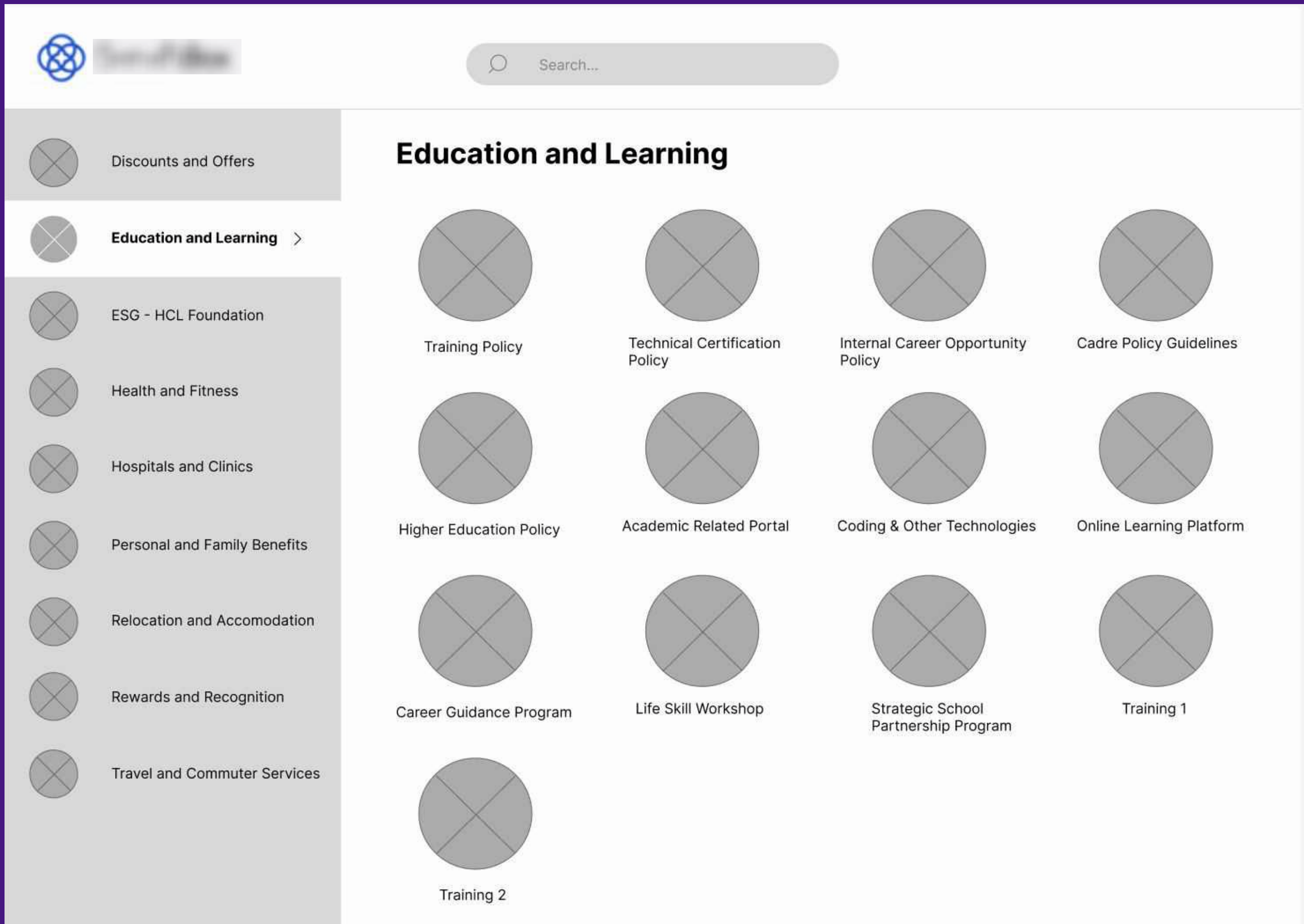
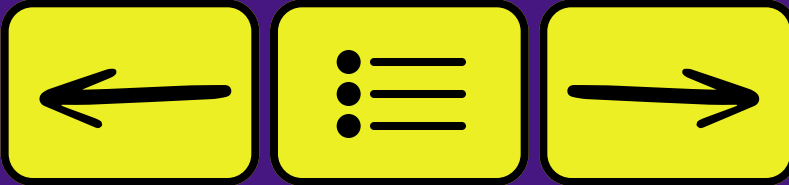
I believed vertical navigation would have been the best option from a UX perspective for the following reasons:¹

- ✓ **Efficient scanning:** Users look at the left half of the screen 80% of the time. Additionally, research suggests that the human eye has an easier time scanning items presented in a vertical list than in a horizontal list.
- ✓ **Longer list capacity:** Vertical navigation allows for a longer list of categories which increases findability since users can find what they want up-front rather than digging deep in secondary and tertiary level menus.
- ✓ **Familiarity:** Users are familiar with vertical navigation. Most commonly used apps like Gmail, Outlook, and many other dashboards tend to use this form of navigation which means the user faces no learning curve.



¹ Laubheimer, Page. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." Nielsen Norman Group, 12 May 2021, www.nngroup.com/articles/vertical-nav.

Wireframes

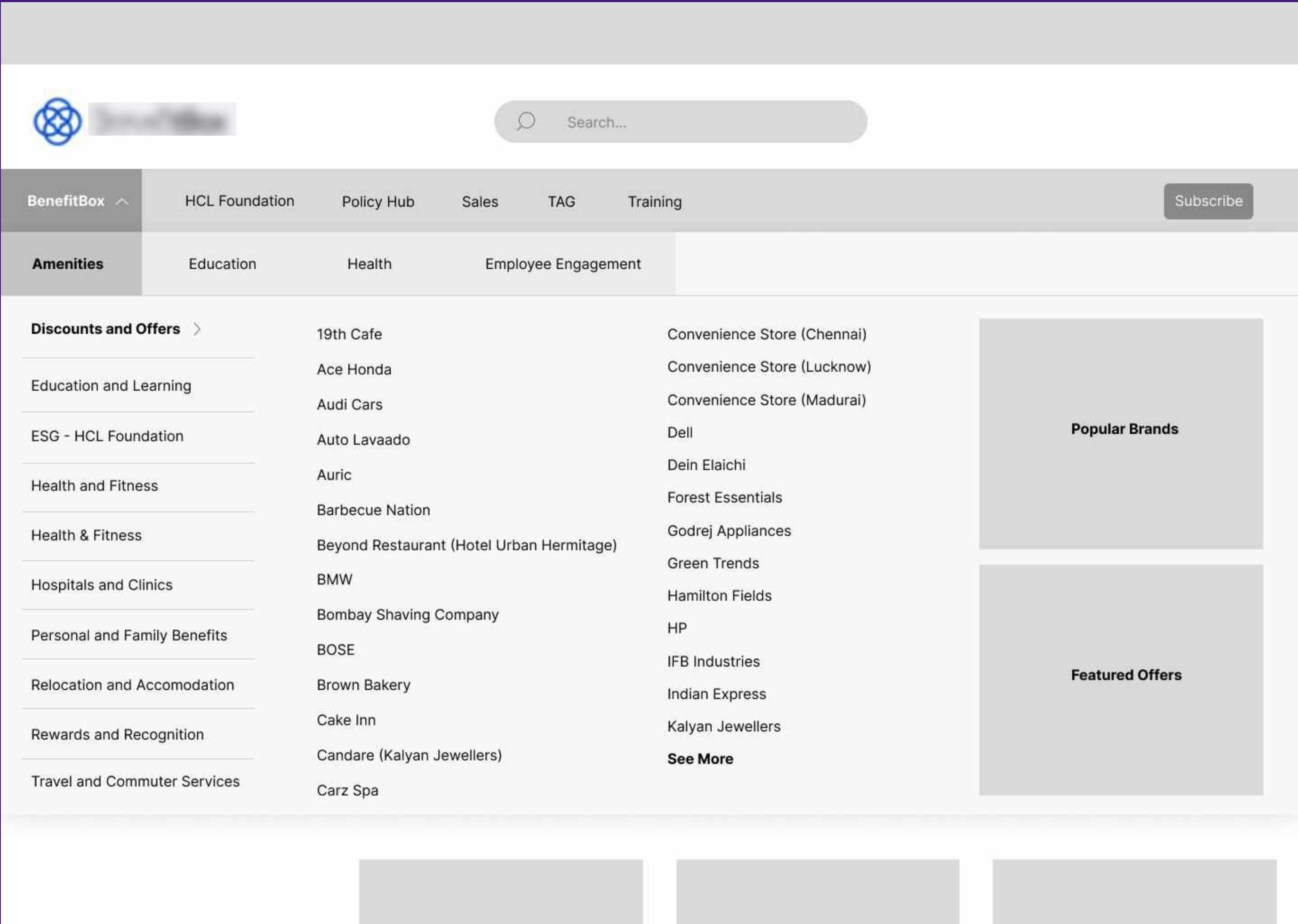


Wireframes

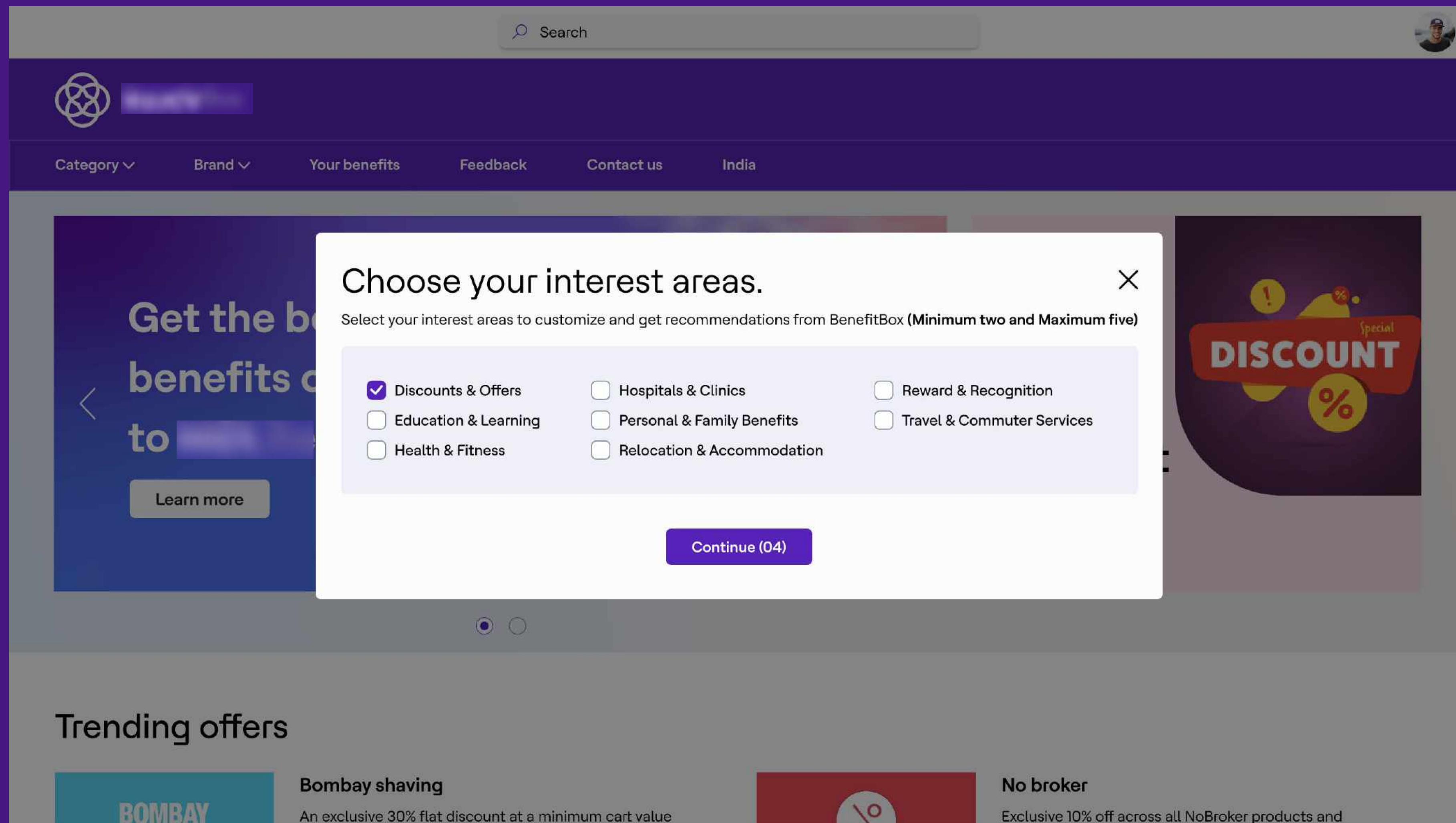
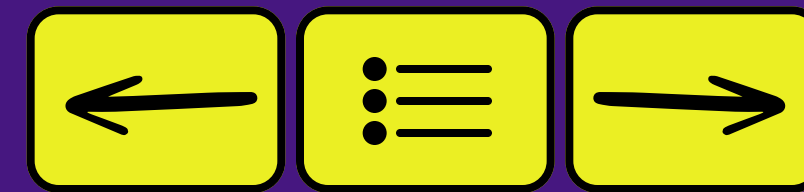
The second option that I proposed was a **three-tiered mega menu**. This option was created to offer a completely different perspective to the vertical navigation option to allow the business to decide which option they preferred.

Although this option is more overwhelming and places a larger cognitive load on the user, this kind of mega menu offers some useful benefits:

- ✔ **Brands** can be shown up front instead of going to another page.
- ✔ The space on the right provides an opportunity to **highlight** featured offers with background images that help break the monotony of text.

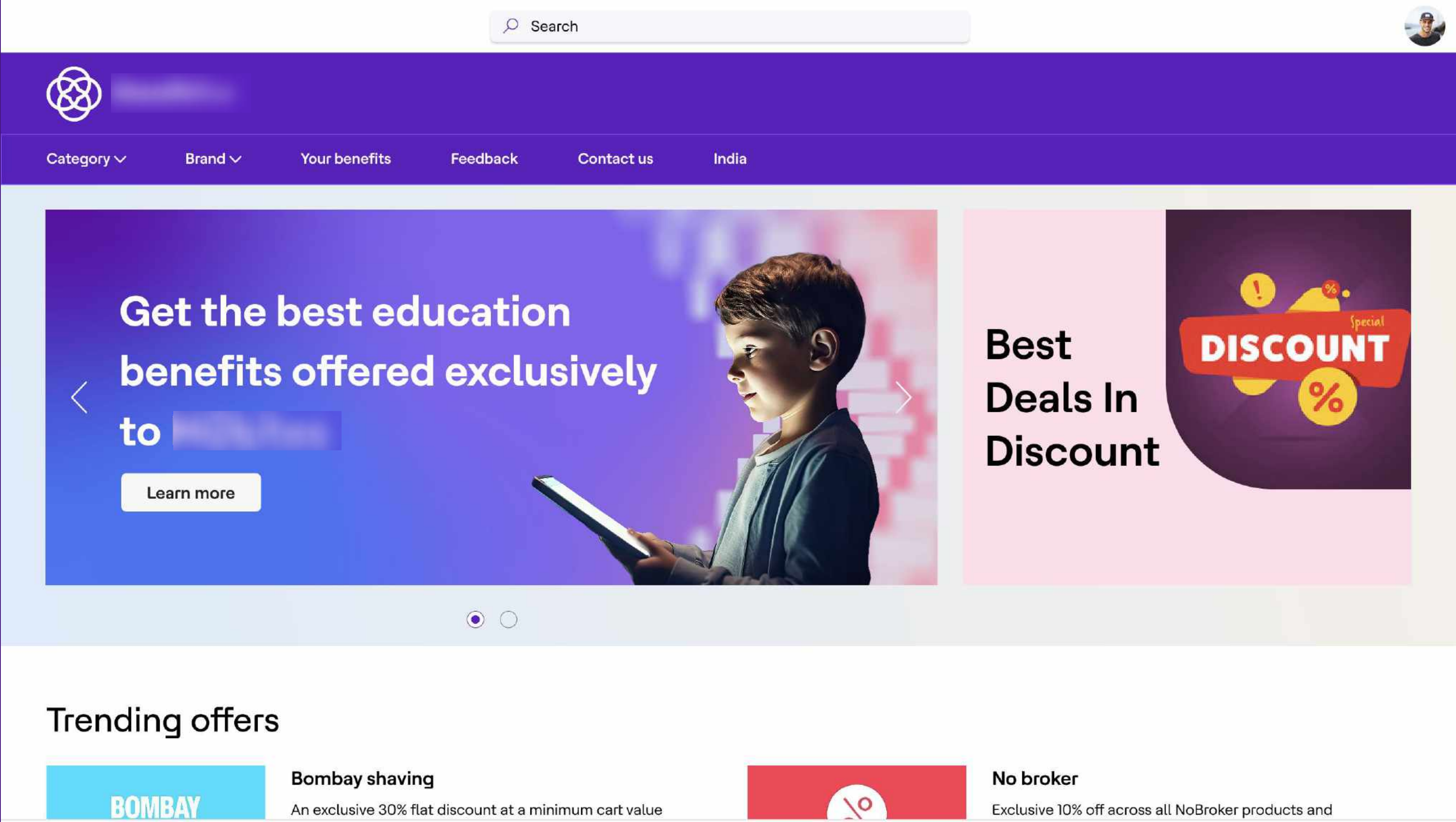
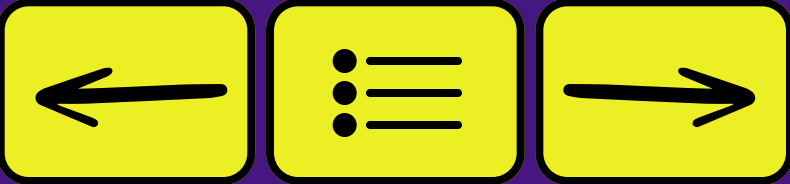


Final Design



Customisation introduced: First time users must choose their interest areas (can be edited later).

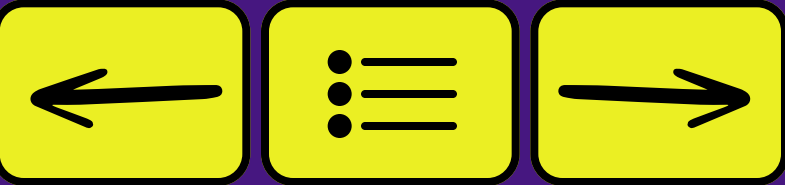
Final Design



New design conforms to latest brand guidelines, and the homepage is more engaging.

Note: The final designs were done by the UI designer aligned to the respective project with my support and feedback. The UX research as well as the wireframes were done by me.

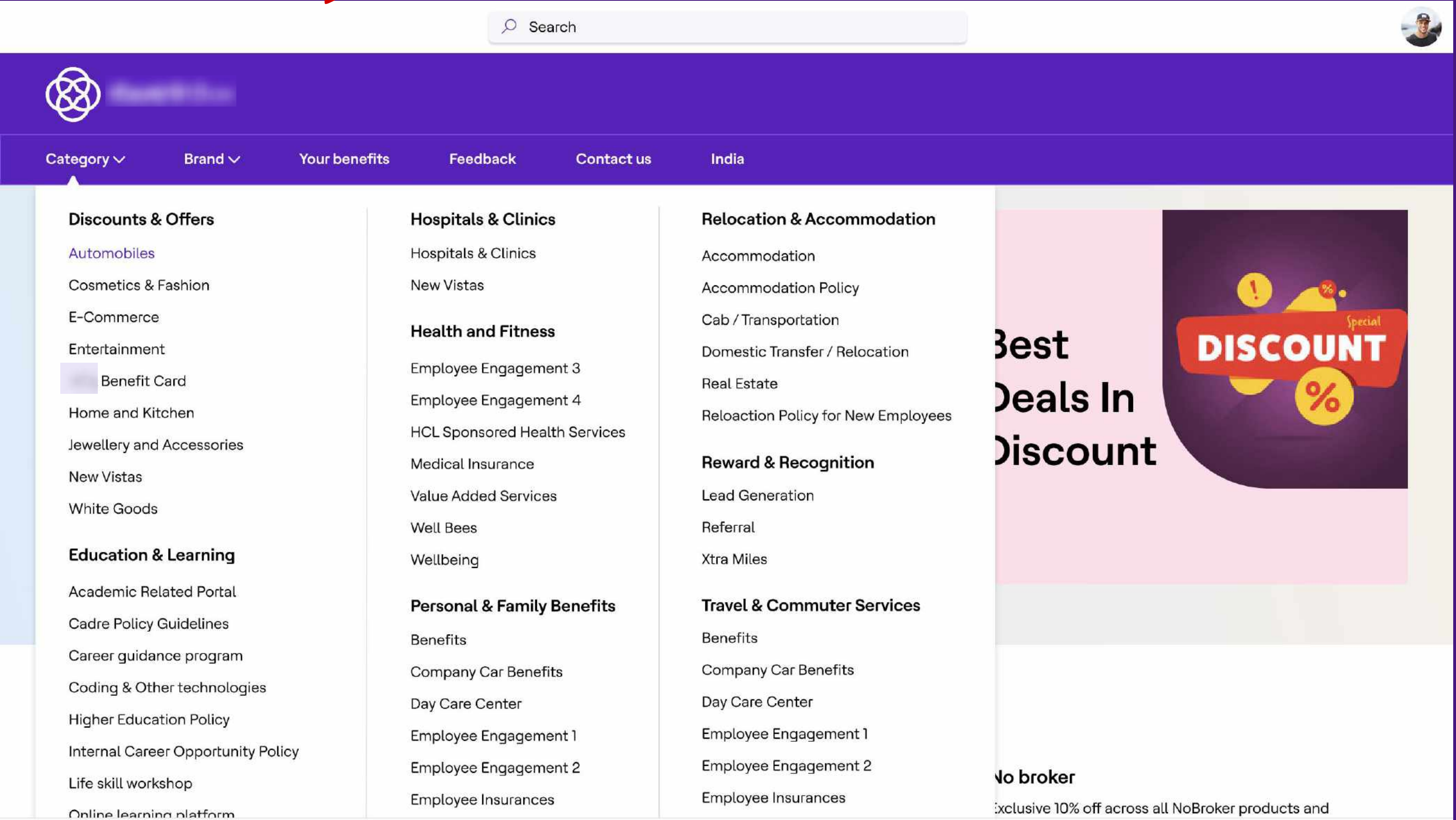
Final Design



Brand index added for users who prefer browsing through a list of brands.

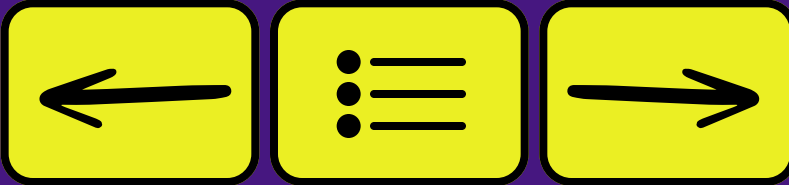
Users can search for specific brands and categories, as well as view offers in other company locations.

As a result of the last minute decision to design the site using SharePoint - Out of the Box, the final design for the menu looked like this.



Note: The final designs were done by the UI designer aligned to the respective project with my support and feedback. The UX research as well as the wireframes were done by me.

Final Design



Wakefit

Flat additional 5% discount over and above the website discounts on all the ranges of house hold products.



Dell

Additional discount ranging from Rs 2000 from 10000 on laptops

Recommendations for you

Customize



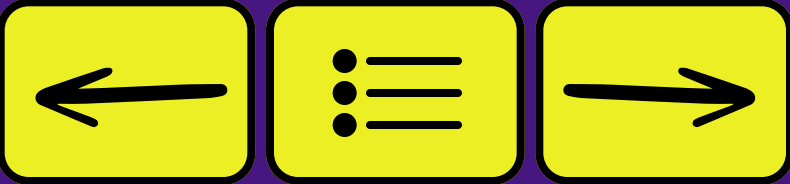
Benefit Card exclusive and differentiated offerings with activation benefits, 5% cashback



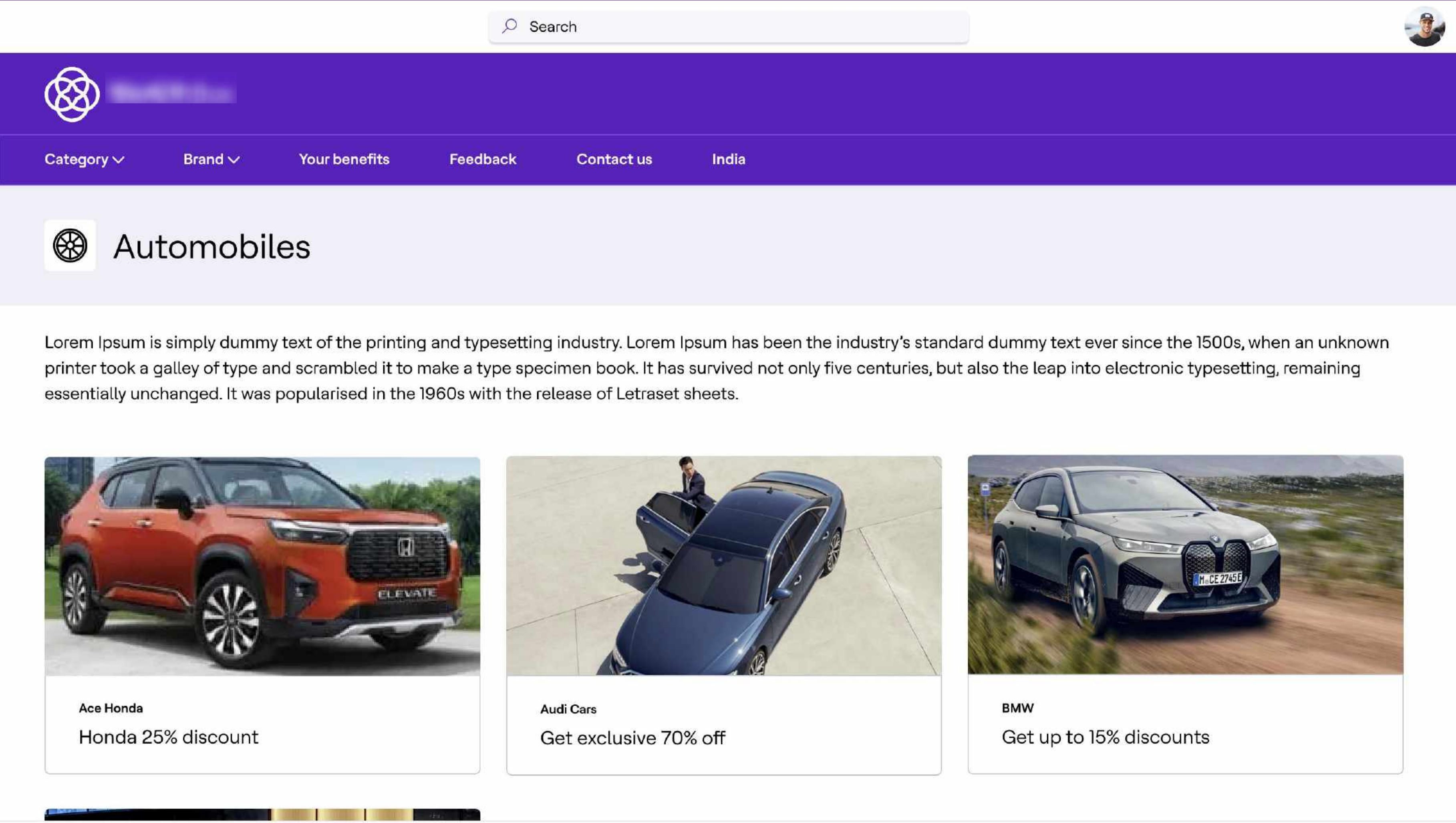
Discounts and Offers for Employees and Dependants from Fortis Hospitals

Offers/brands aligned with the user's selected interest areas are shown here. The user can easily customise their selections if needed.

Final Design



Landing pages designed for sub categories for a well rounded user experience.



Final Design

