I’m Arjun - a UX designer based in London.

I deliver intuitive, inclusive, and *research-backed* designs for mobile and web products.

User Interviews | Heuristic Evaluation | Wireframes | User Flows | Information Architecture | Data Analysis | UI Design

Selected Projects

Background Screening Tool



Employee Benefits Website



Enterprise Mobile App



Background Screening Tool

Project Type

Revamp

Problem Statement

Users were having trouble in easily accessing important files from a centralised location, using the confusing navigation, and in making sense of a cluttered UI.

Use

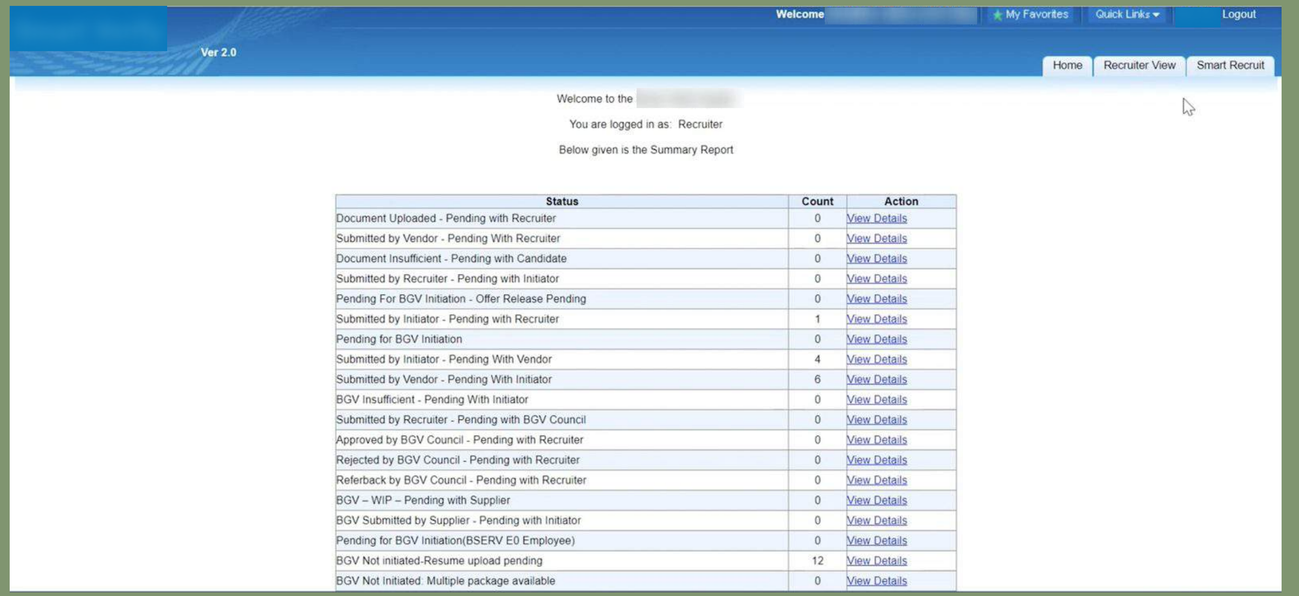
The HR department uses this portal to verify, and approve or reject candidates' applications by conducting a background check on their uploaded documents.

My Role

- Heuristic Evaluation
- User Interviews
- User flows
- Wireframes

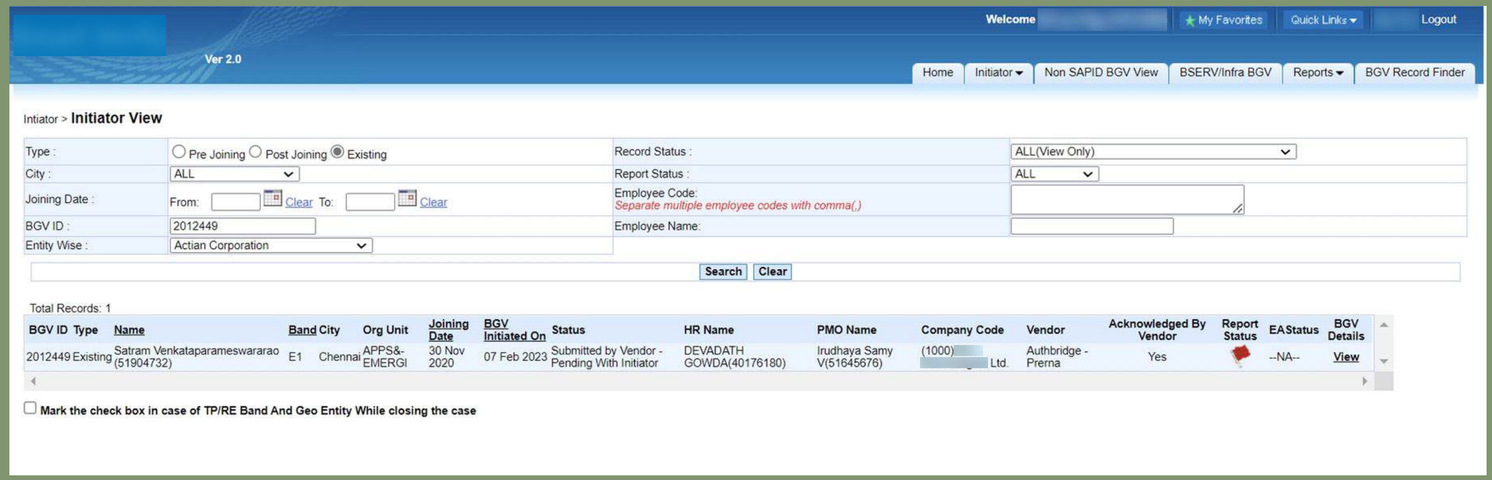
Old UI

Dull, outdated dashboard with no prioritisation of information to highlight urgent tasks.



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

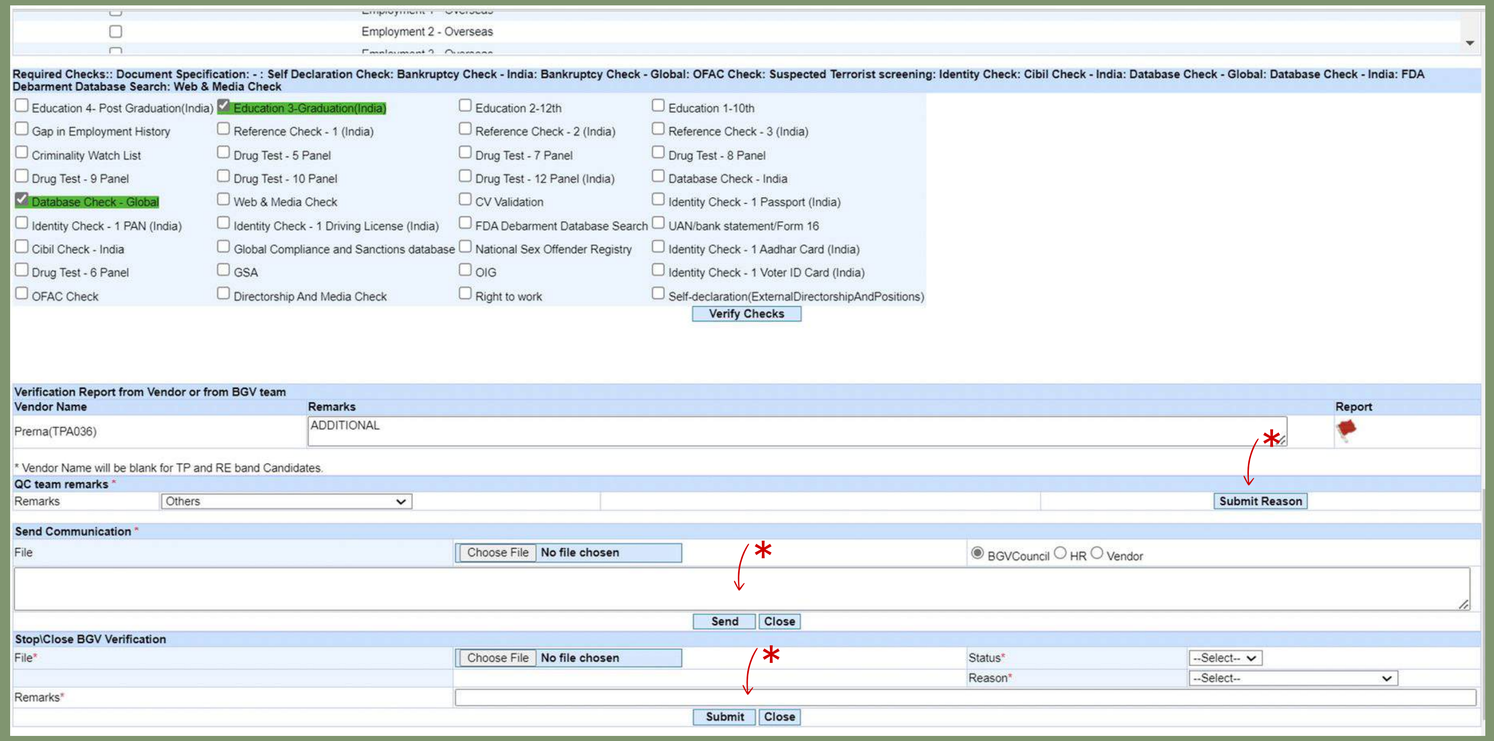
Cluttered UI with too many columns in the table causing the user to horizontal scroll.



Old UI

Poor choice of colour renders the text illegible.

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



Heuristic Evaluation

19 violations | **19** recommendations

#	Heuristic	Number of Violations
1	Visibility of System Status	1
2	Match Between System and the Real World	3
3	User Control and Freedom	2
4	Consistency and Standards	2
5	Error Prevention	2
6	Recognition Rather than Recall	2
7	Flexibility and Efficiency of Use	3
8	Aesthetic and Minimalist Design	3
9	Help users Recognise, Diagnose, and Recover from Errors	0
10	Help and Documentation	1

Heuristic Evaluation

Key Violations	Recommendations
The dashboard does not differentiate BGV cases in terms of importance or urgency - overdue cases and new cases are not segregated.	It should show cases grouped according to urgency, for example - “Pending Cases”, “New Cases” etc to help the user differentiate.
Most users’ 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.	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.
In some cases there are no confirmation popups. After clicking on CTAs like “Submit” or “Send to BGV”, the user has no chance to rethink their actions or avoid mistakes.	Ensure that for all critical actions there is a confirmation popup saying “Are you sure...?” “Yes” or “No”.
The portal has a heavy use of popup windows where further actions take place. This increases the steps a user has to take since the user must take actions on all windows.	Have all actionables on one page, thereby eliminating the use of popup windows.
Users avoid leaving remarks on the portal because of the restricted word limit, ban on special characters, and the lack of text styling options. This results in them relying on emails.	Increase the word limit, allow special characters, and introduce text formatting features to move communication back to the portal.
There aren’t enough filter options for the user to view exactly what they want to; data tables do not have sorting options.	Users should be able to easily add and remove applied filters, sort data, and save applied filters as templates for future use.

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

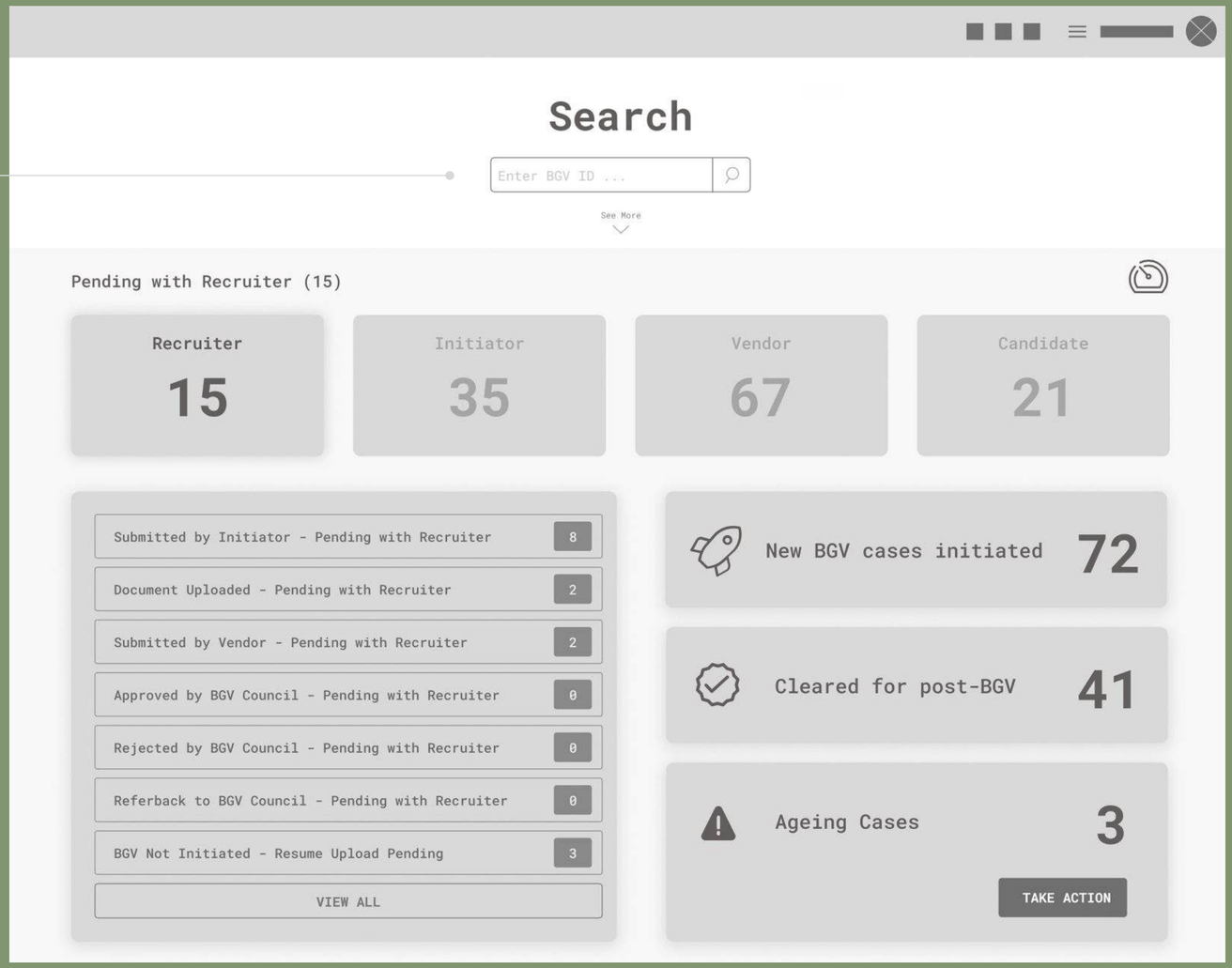
- The portal is **slow** and sessions time out very soon.
- **Cluttered**; many users complained about multiple redundant pages and links dotted all over the portal.
- The portal lacks some important documents that the HR team have to retrieve from the candidate **over email**.
- Cannot **access** important 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, with an advanced search available on-demand.

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

Key metrics/highlights section for user motivation and info.



Wireframes



All necessary documents to conduct the BGV placed on one page to create a one-stop-shop for all candidate information.

Action items placed in a separate section below to improve visual hierarchy and assist the user in viewing the content sequentially.

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

Selected Projects

Background Screening Tool



Employee Benefits Website



Enterprise Mobile App



Employee Benefits Website

Project Type

Revamp

Problem Statement

The site was outdated and had flaws with its navigation. The homepage was uninviting and did not make good use of its real estate.

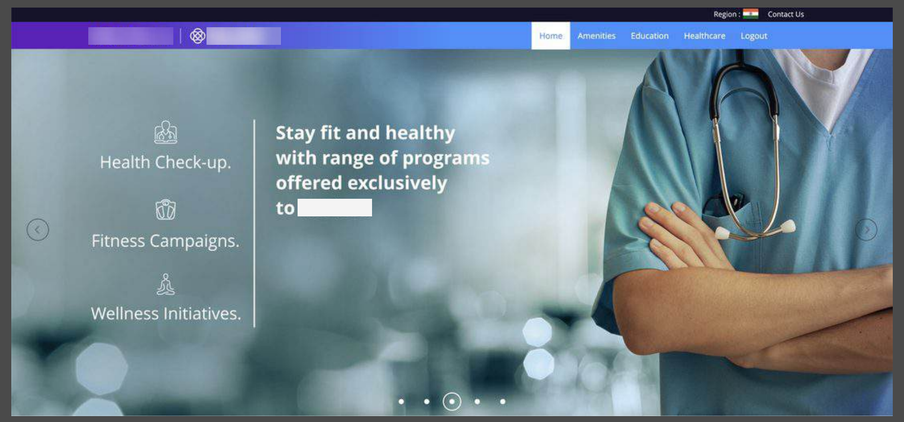
Use

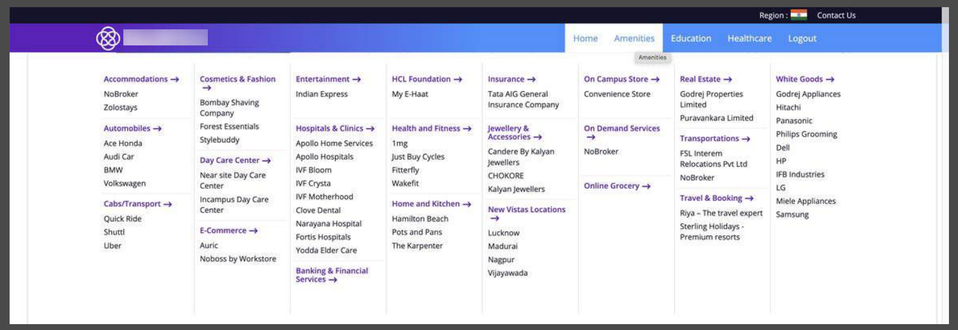
The site contains discounts and exclusive offers and deals on amenities, healthcare and education services for employees.

My Role

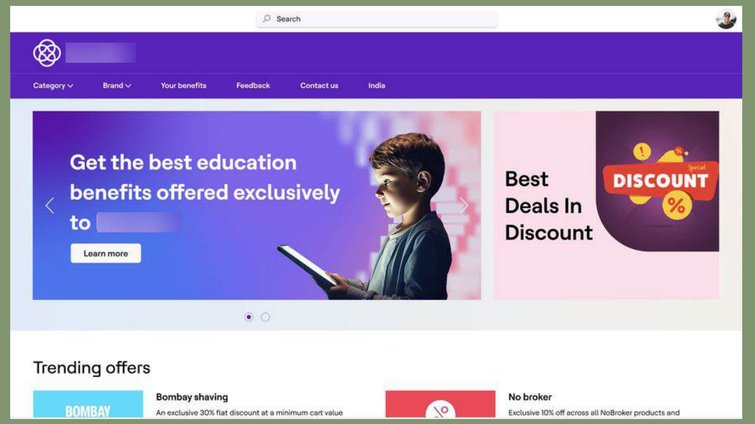
- User Interviews
- Information Architecture
- Data Analysis
- Wireframes
- UI Design

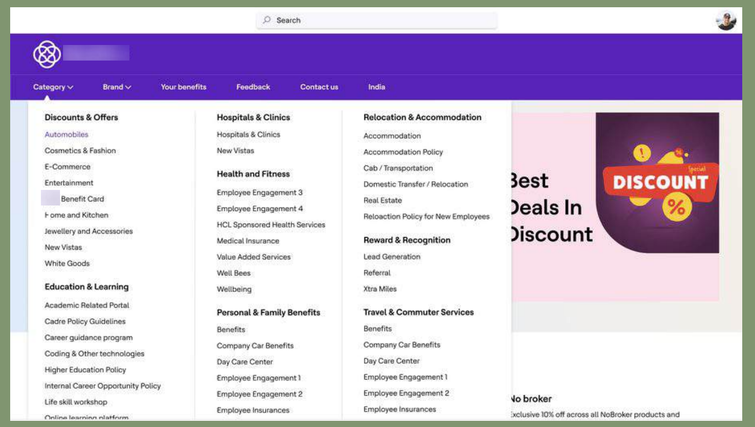
Before



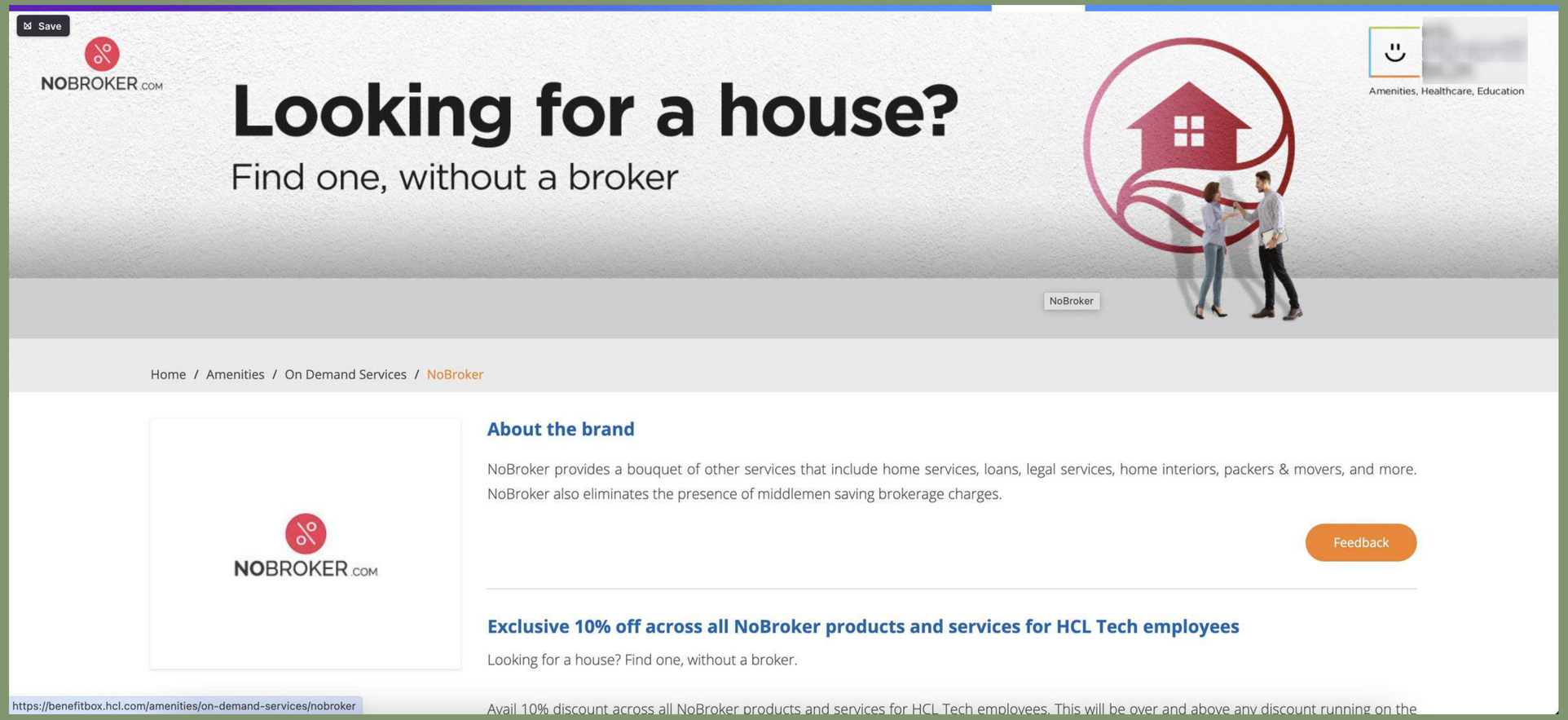


After

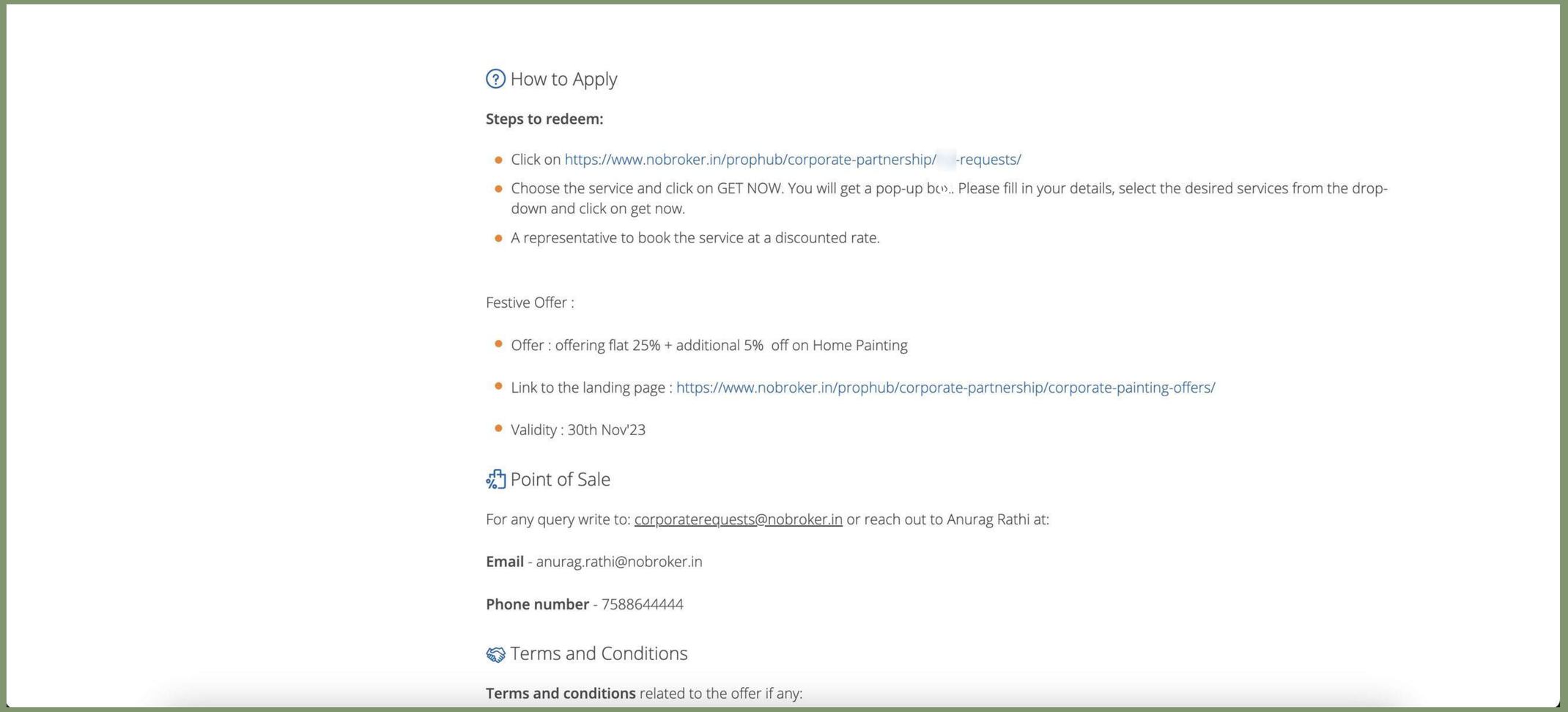




Existing Site



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 bo.. 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

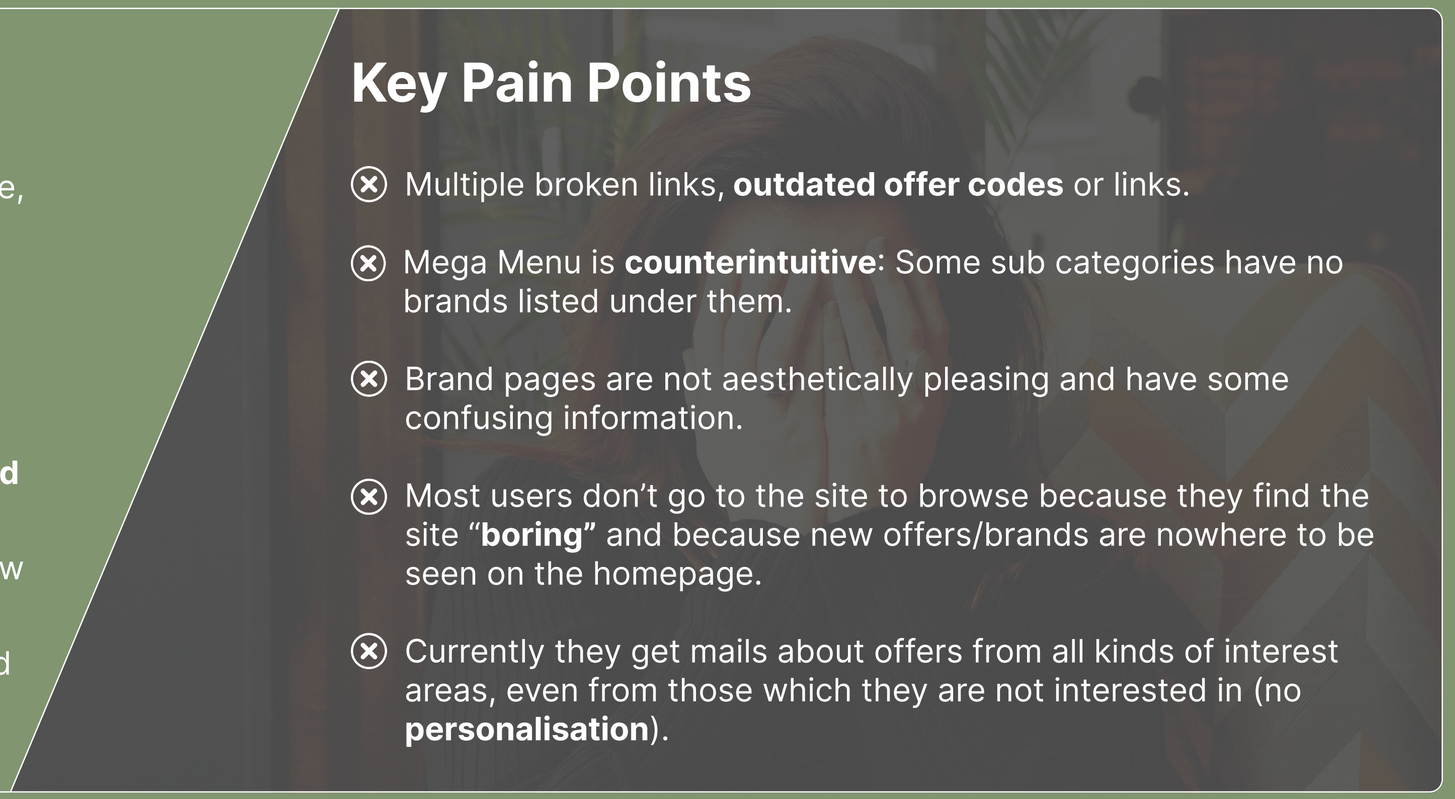
7 users | **Remote** interviews

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. Users that do not receive the newsletter don't know about new offers as they are not highlighted on the site.
3. On other e-commerce sites users like using **global search** and the **brand repository**. They also find the **trending offers**/ featured offers shown on homepages as useful.

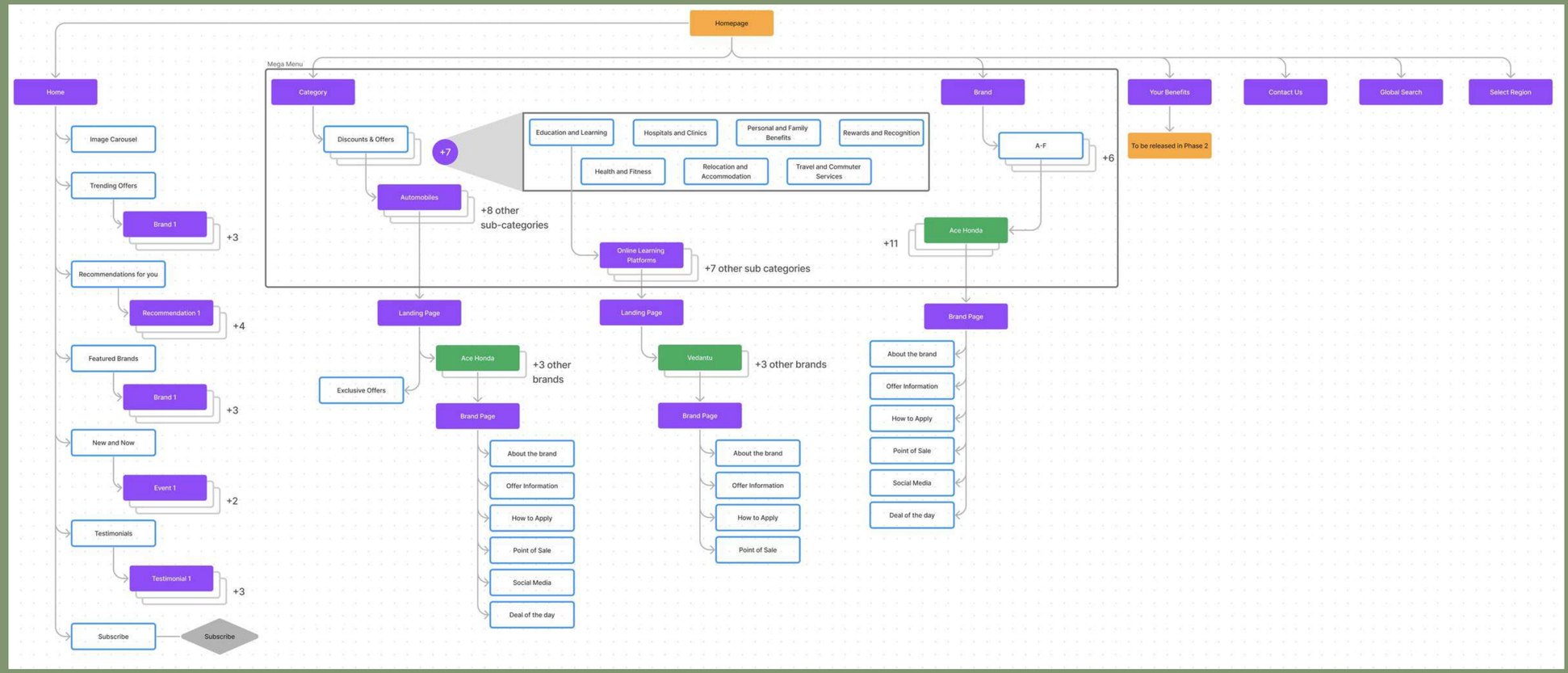


Key Pain Points

- Multiple broken links, **outdated offer codes** or links.
- Mega Menu is **counterintuitive**: Some sub categories have no brands listed under them.
- Brand pages are not aesthetically pleasing and have some confusing information.
- Most users don't go to the site to browse because they find the site "**boring**" and because new offers/brands are nowhere to be seen on the homepage.
- 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 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%
Mediclaim policy	21	15%
Other	31	22%

Problems

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.

Solutions

- Integrate our AI-driven 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

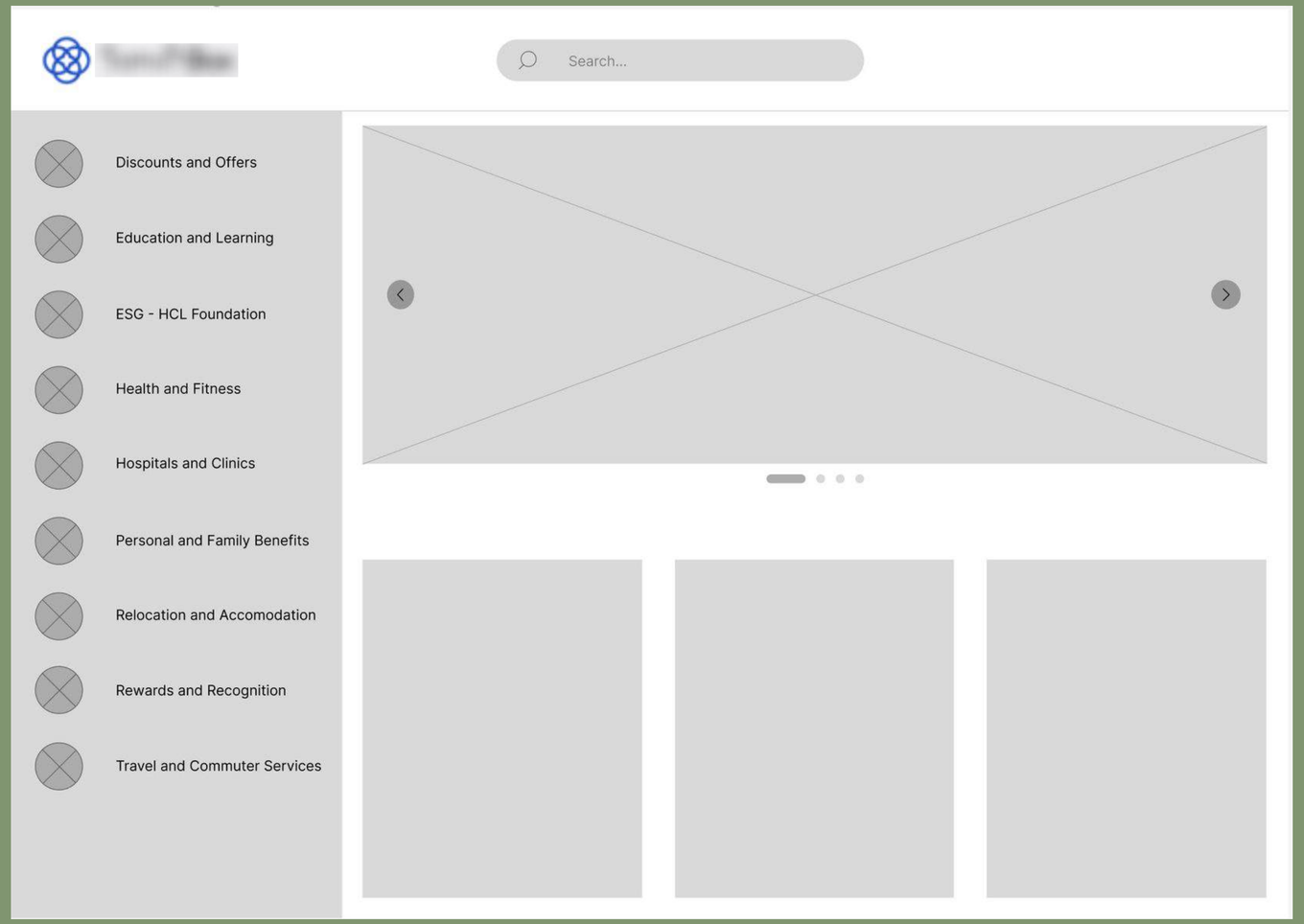
Based on UX research, the first concept was based on a **vertical left-side navigation**.

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.



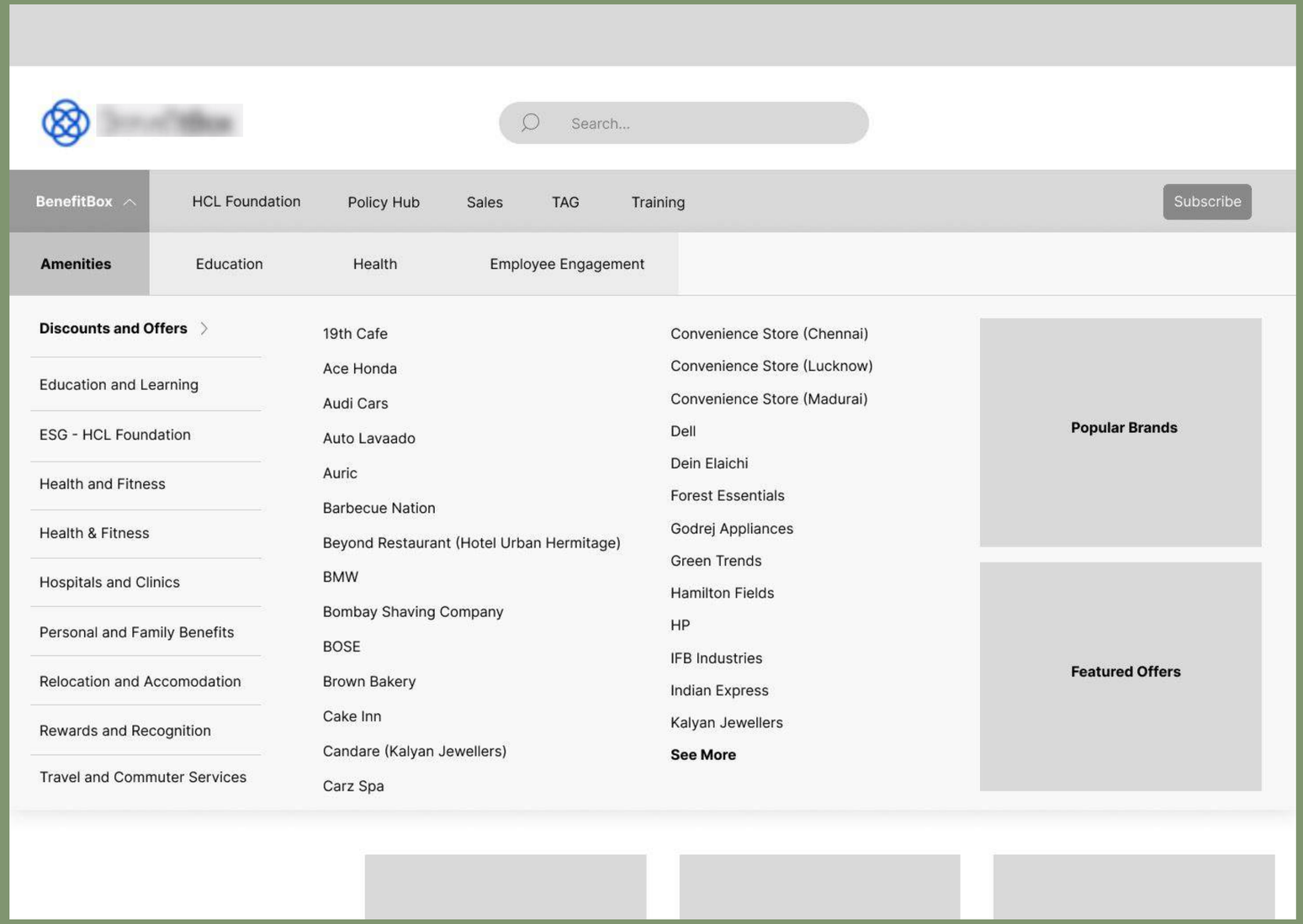
[1] *Laubheimer, Page. "Left-Side Vertical Navigation on Desktop: Scalable, Responsive, and Easy to Scan." Nielsen Norman Group, 12 May 2021, www.nngroup.com/articles/vertical-nav.*

Wireframes

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.

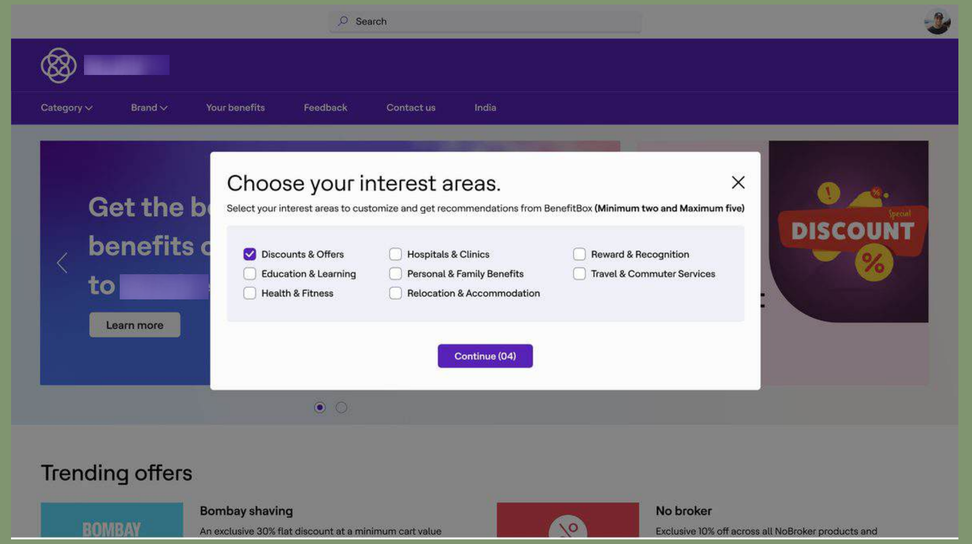
Although this option is more overwhelming and places a larger cognitive load on the user, this kind of mega menu offers some useful benefits:

- **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.

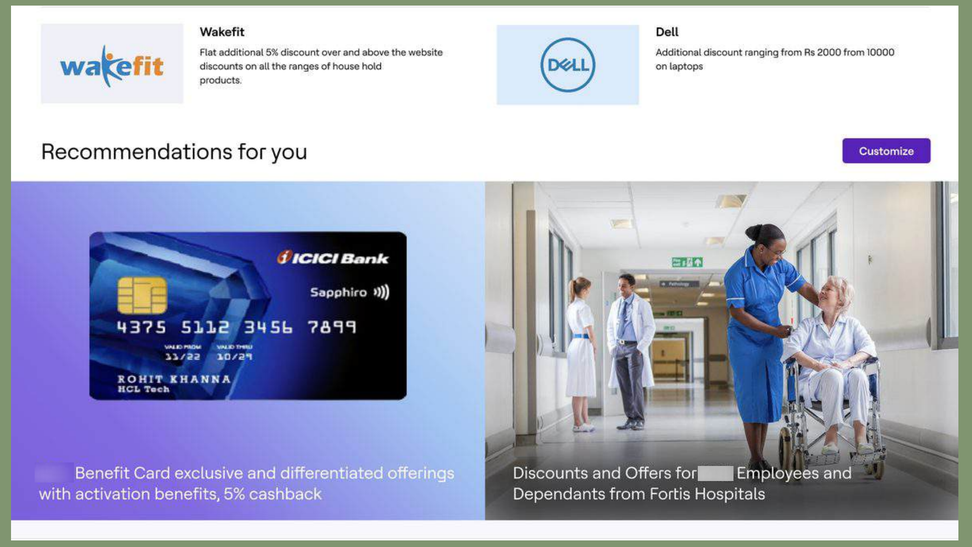


Revamped UI

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



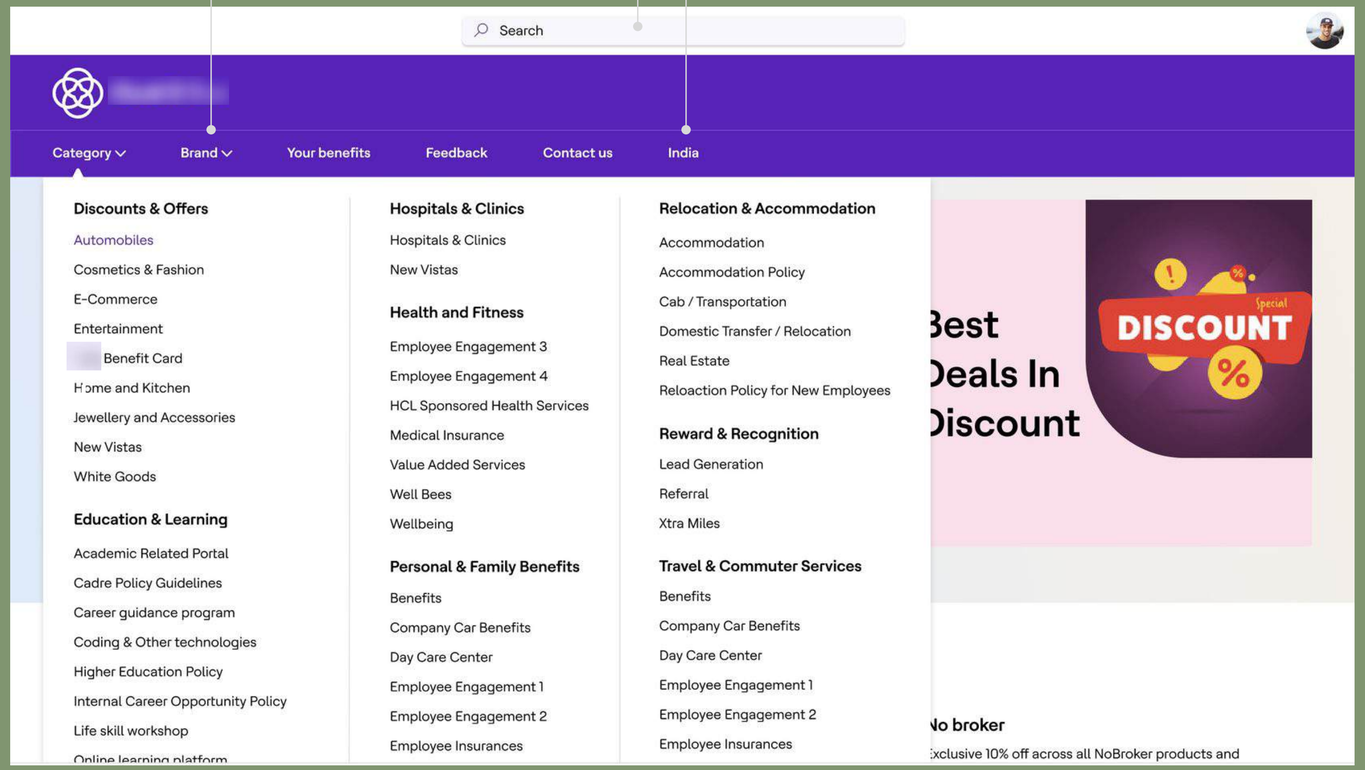
Offers/brands aligned with the user's selected interest areas are shown here. The user can easily customise their selections if needed



Revamped UI

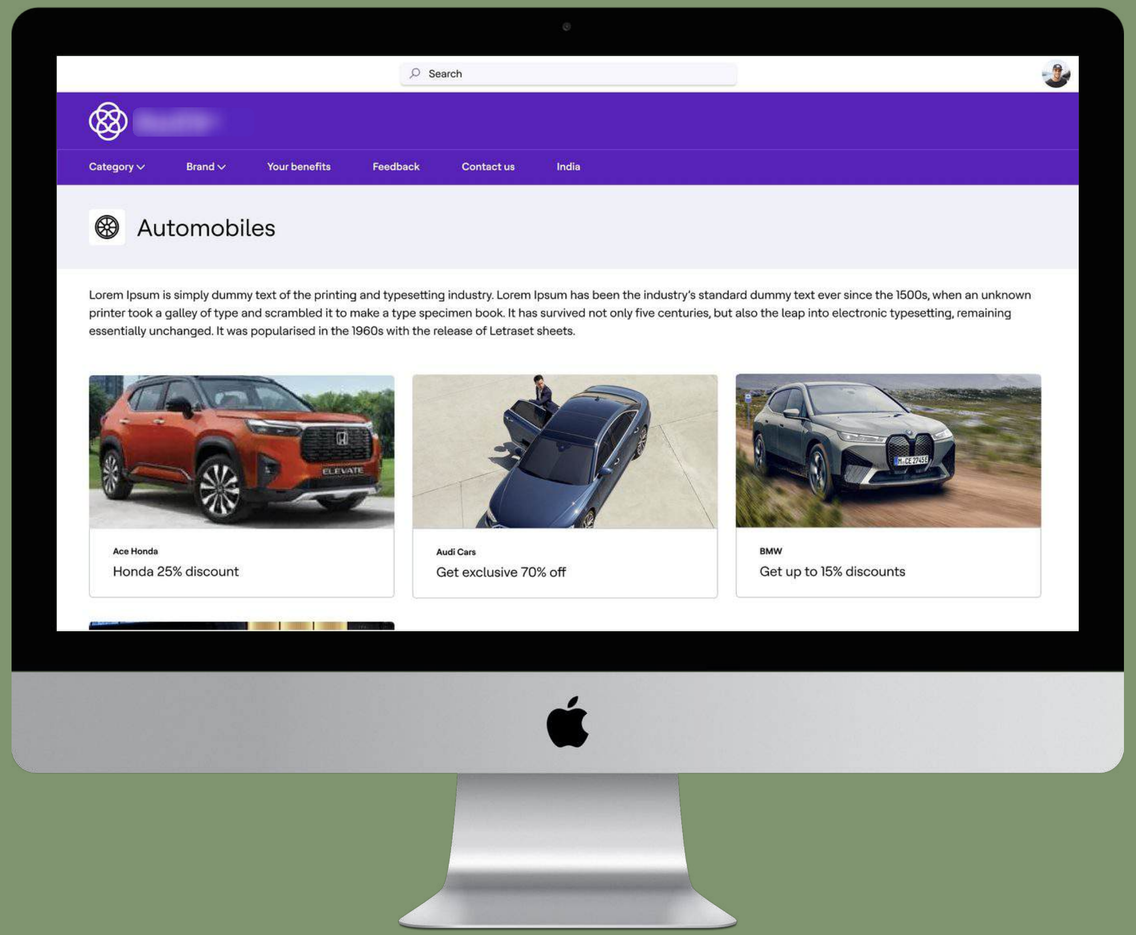
Brand index added for users who prefer browsing through a list of brands

Users can search for specific items or brands as well as view offers in other company locations in case they are travelling for work



Revamped UI

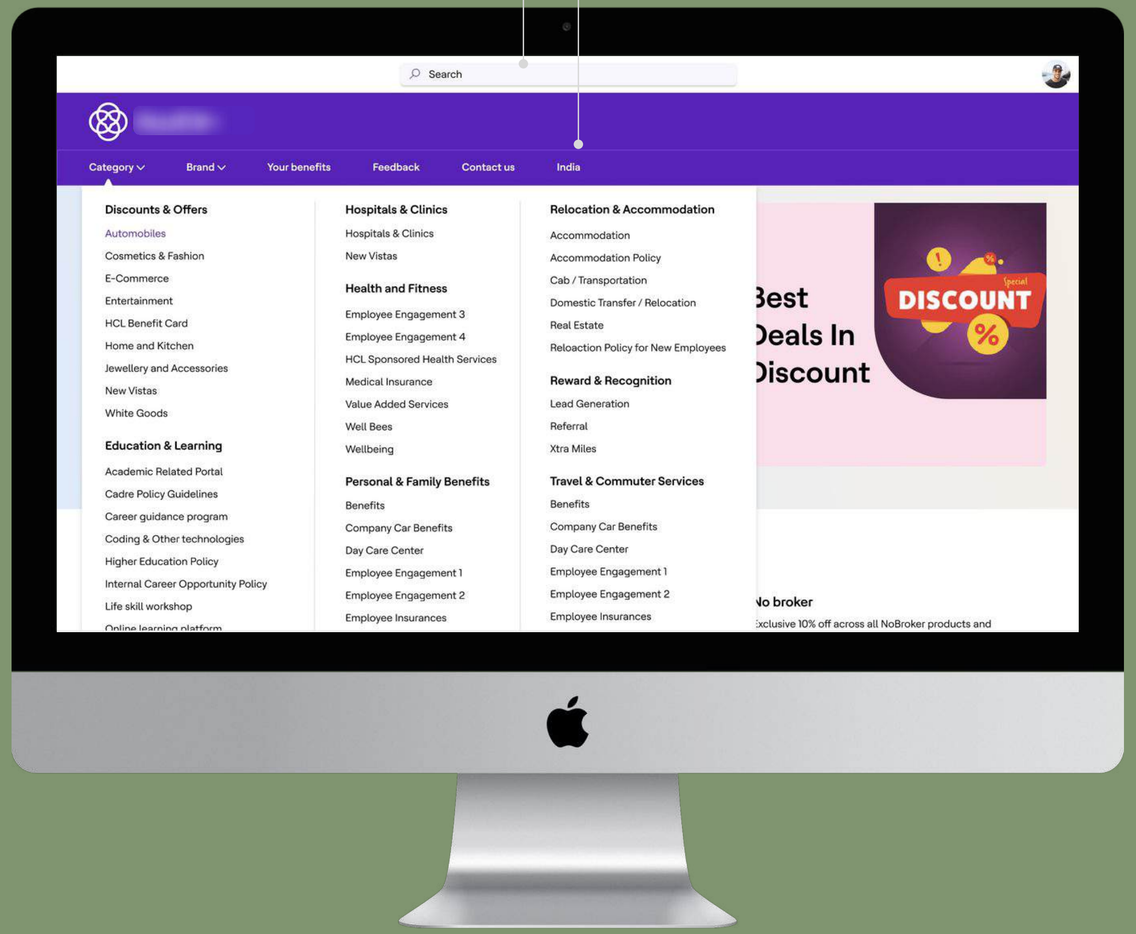
Landing pages designed for sub categories for a well rounded user experience



Revamped UI

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

Users can search for specific items or brands as well as view offers in other company locations (in case they are travelling for work)



Selected Projects

Background Screening Tool



Employee Benefits Website



Enterprise Mobile App



Enterprise Mobile App

Project Type

Ongoing UX enhancements

Users

Approximately 210,000 employees globally.

Use

The app provides users with a unified experience across important enterprise applications at their fingertips.

My Role

- Widget design
- Menu wireframes
- Data Analysis
- UI Design

Widget Design

2 Roles | **4** Scenarios

Objective

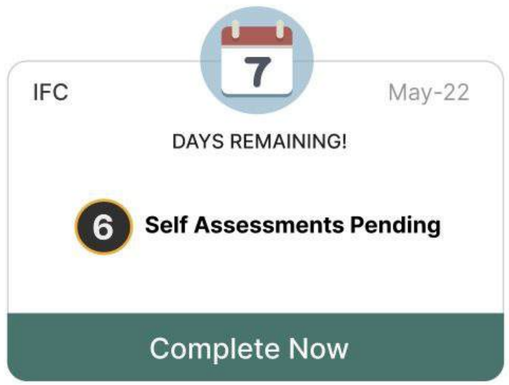
To come up with trending widget concepts and designs for a mandatory assessment that Department Heads (DUHs) and Service Delivery Managers (SDMs) have to take action on once a month.

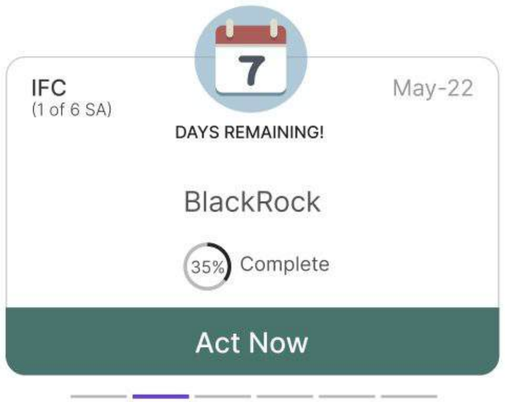
Workflow

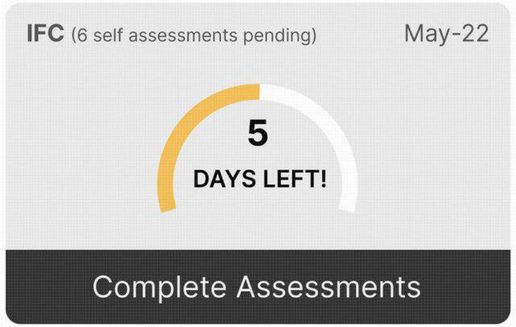


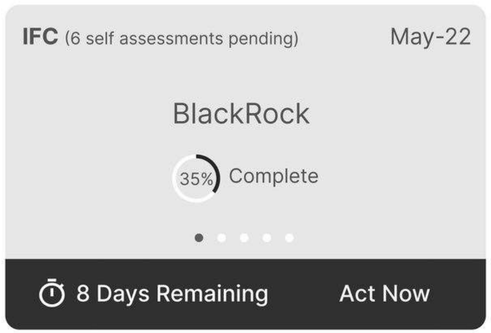
Widget Wireframes

SDM: Before 10th View

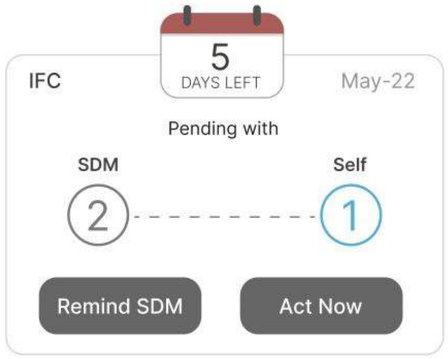


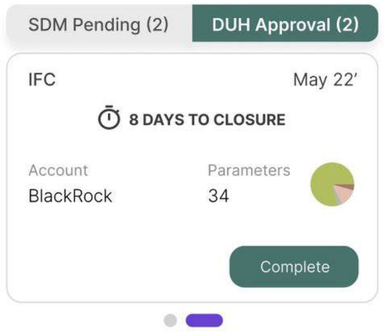


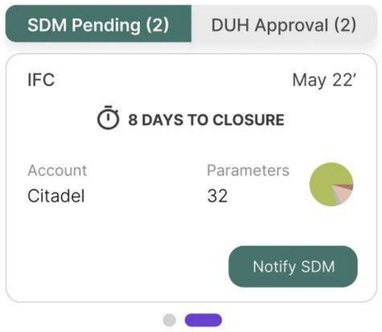


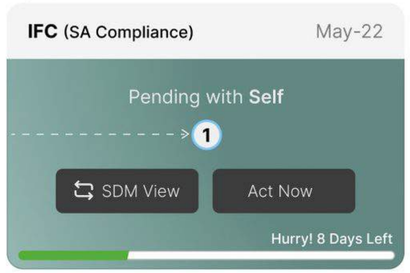


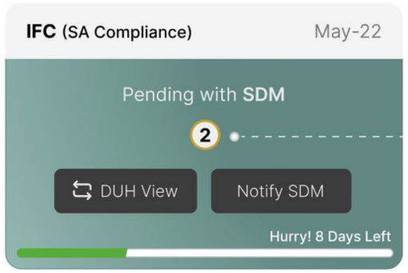
DUH: Before 10th View





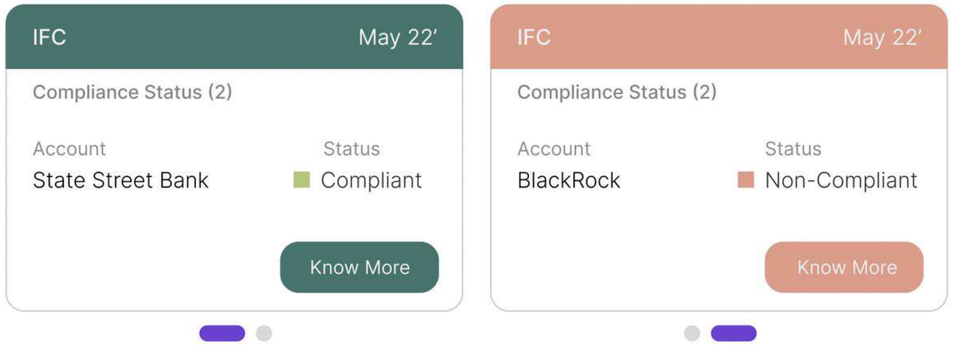


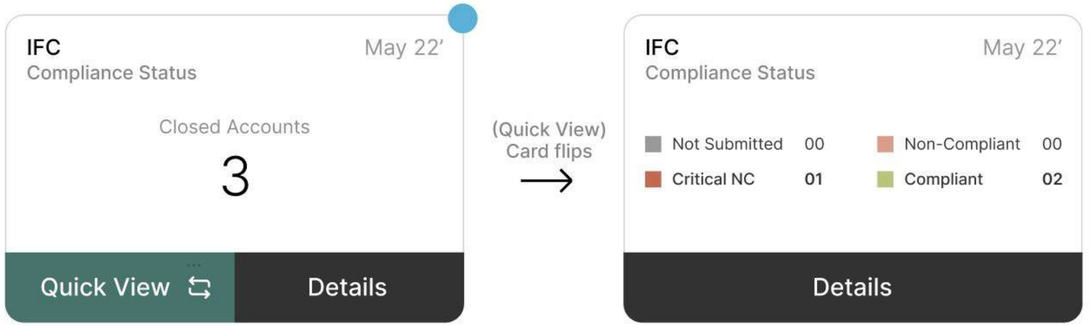




Widget: Wireframes

SDM: After 10th View





DUH: After 10th View



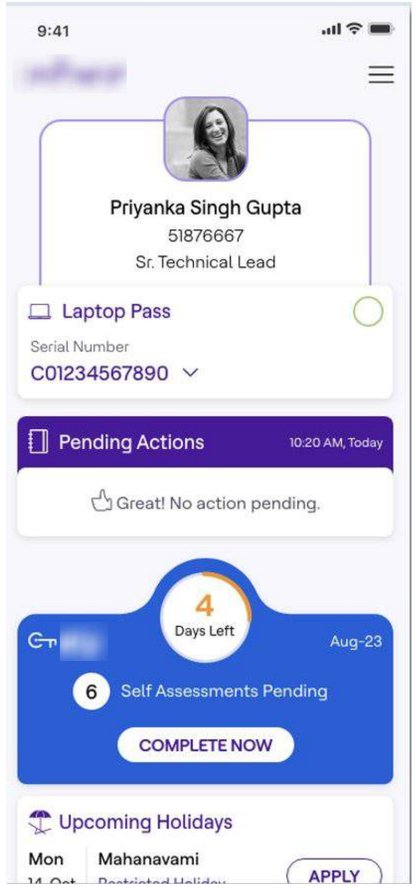
Final Widget Designs

Conclusion

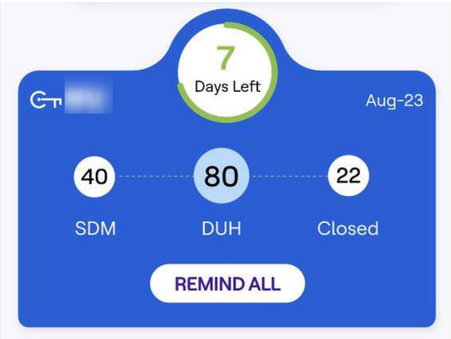
The final, approved, widget design took inspiration from the various options that were shown in the previous slides.

The background colour aligns with the module's colour palette and is also in harmony with the mobile app's homepage background colour for **optimal colour contrast** and **visibility**.

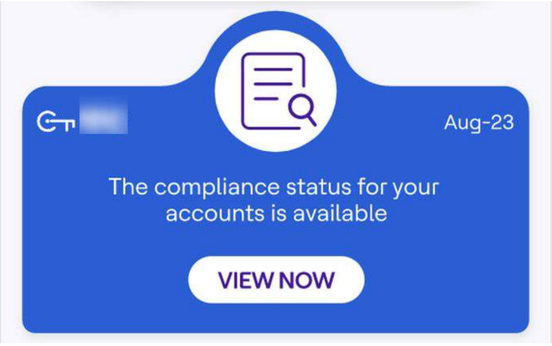
SDM: Before 10th View



DUH: Before 10th View



Both: After 10th View

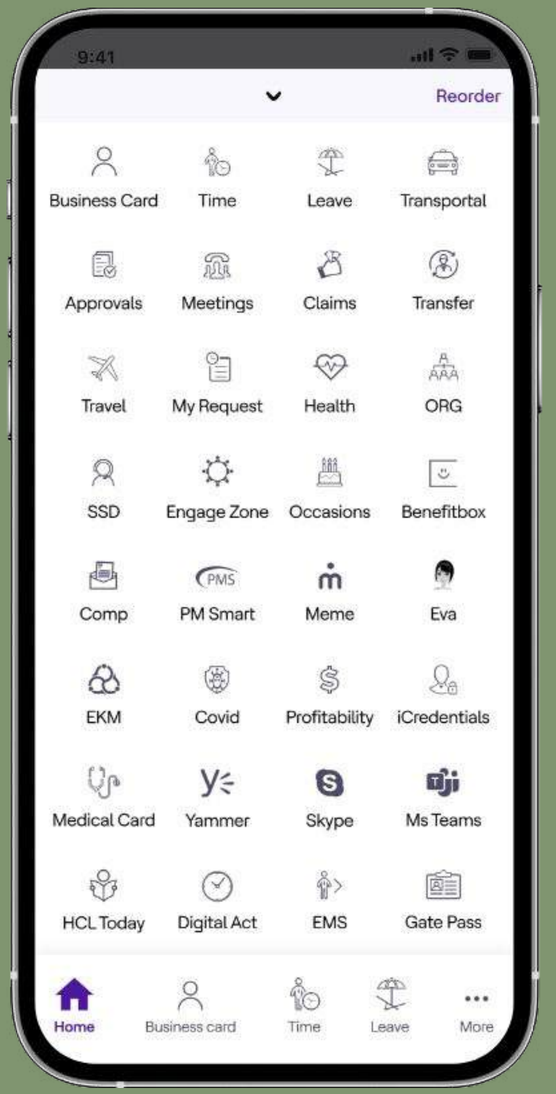


Current Menu

Not enough breathing space between elements

Cognitive Overload: Too many options

No grouping or categorisation to break the monotony



Menu Options

Summary

The following options were created based on market research on other apps that have used different ways to categorise and group items in their menu.

- **Option 1**: The inspiration for this was Playstation's menu. I categorised the tabs based on the type of action the app does. For ex - if they are related to "raising a request" of some kind, they will fall under that tab.

- **Option 2**: This option was based on the iOS "App Library" screen which groups similar apps into containers which expand on a click.

- **Option 3 & 4**: This option was a simple design where frequently used apps are separated by a tab and is the first screen that appears when the used clicks on the menu.

Menu options

