

hey there!

My name is

**Faisal
Ali
Khan**



DESIGN STRATEGY
UX DESIGN
UX RESEARCH
UI DESIGN
INTERACTION DESIGN

00

The Design Process

A user centric approach for solving complex problems.

01

FoodBag

Transforming the way people order their favourite foods.

02

SOMA

Helping humans to stay healthy and keep track of their fitness.

03

Denaio

An app helping parents to reward their children for doing chores.

04

Organize Media

Connecting event planners & party goers in a comprehensive fashion.

05

MSC Direct

Helping companies order manufacturing supplies in a superfast way.

06

AutoCoinCars

Providing a platform to buy cars with crypto currencies.

The Design Process

User-centered design process helps to understand users needs and preferences regarding features of a product. It is implemented throughout the entire customer experience, no guessing, no personal opinion. The stages are not always sequential – they do not have to follow any specific order and they can often occur in parallel and be repeated iteratively.



Empathise

In this stage, the task is asking precise, yet open questions, which requires several iterations over challenging the concept and rephrasing the questions asked as preparation.

Starter Documentation

Stakeholder Interviews

Hypothesis

User Interviews

Focus Group

Surveys



Prototype

Produce a number of versions of the product or specific features found within the product, so they can investigate the problem solutions generated in the previous stage.

User Flows

Design System

Information Architecture

High Fidelity Designs

Sketching

Prototyping



Define

Understand the key expectations and needs of the user. Define the design challenge and create the first proposals of what values the product should have.

User Personas

Empathy Map

Competitive Analysis

User Stories

User Journey Map

Storyboarding



Test

Testing the product to improve upon the original product or site design and to see if the changes they made during the 'design' phase stand up to scrutiny.

A/B Testing

Session Recording

Lab Usability Testing

Observation

Guerilla Testing



Ideate

Creative process for generating ideas and gathering thoughts, no matter how crazy they seem and brainstorm potential solutions to answer the "How might we" question.

How Might We

Affinity Map

Crazy 8s

Task Analysis

Card Sorting

The Golden Circle

The Golden Circle emphasizes the importance of starting from the center of the circle by asking WHY, rather than from the outside, where WHAT resides. It helps us take a bottom up approach in our quest to design solutions to problems by adopting the concept of design thinking, as it will lead us in a structured way.

Why do we need to do this?

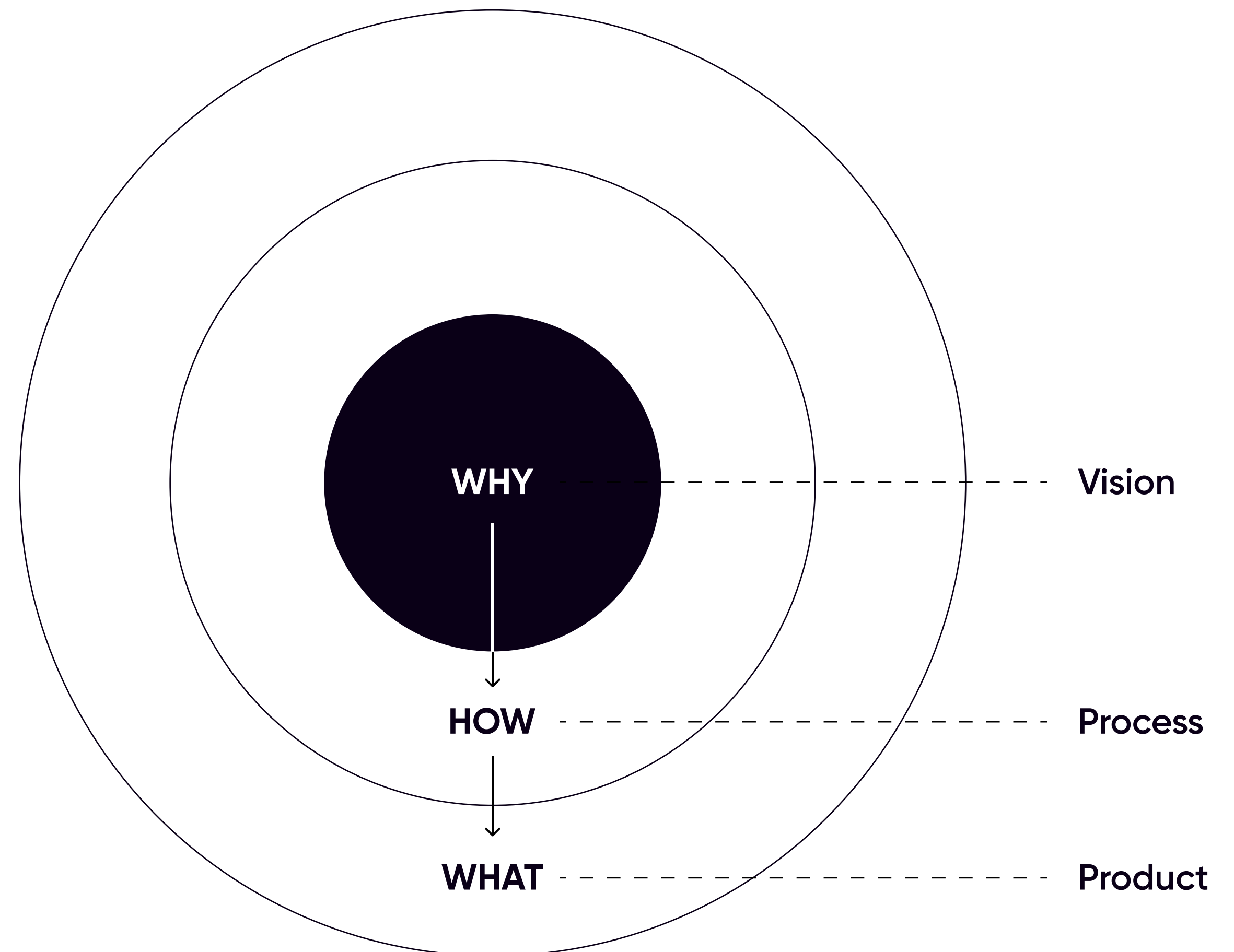
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or the very reason why they exist.

How do we do this?

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

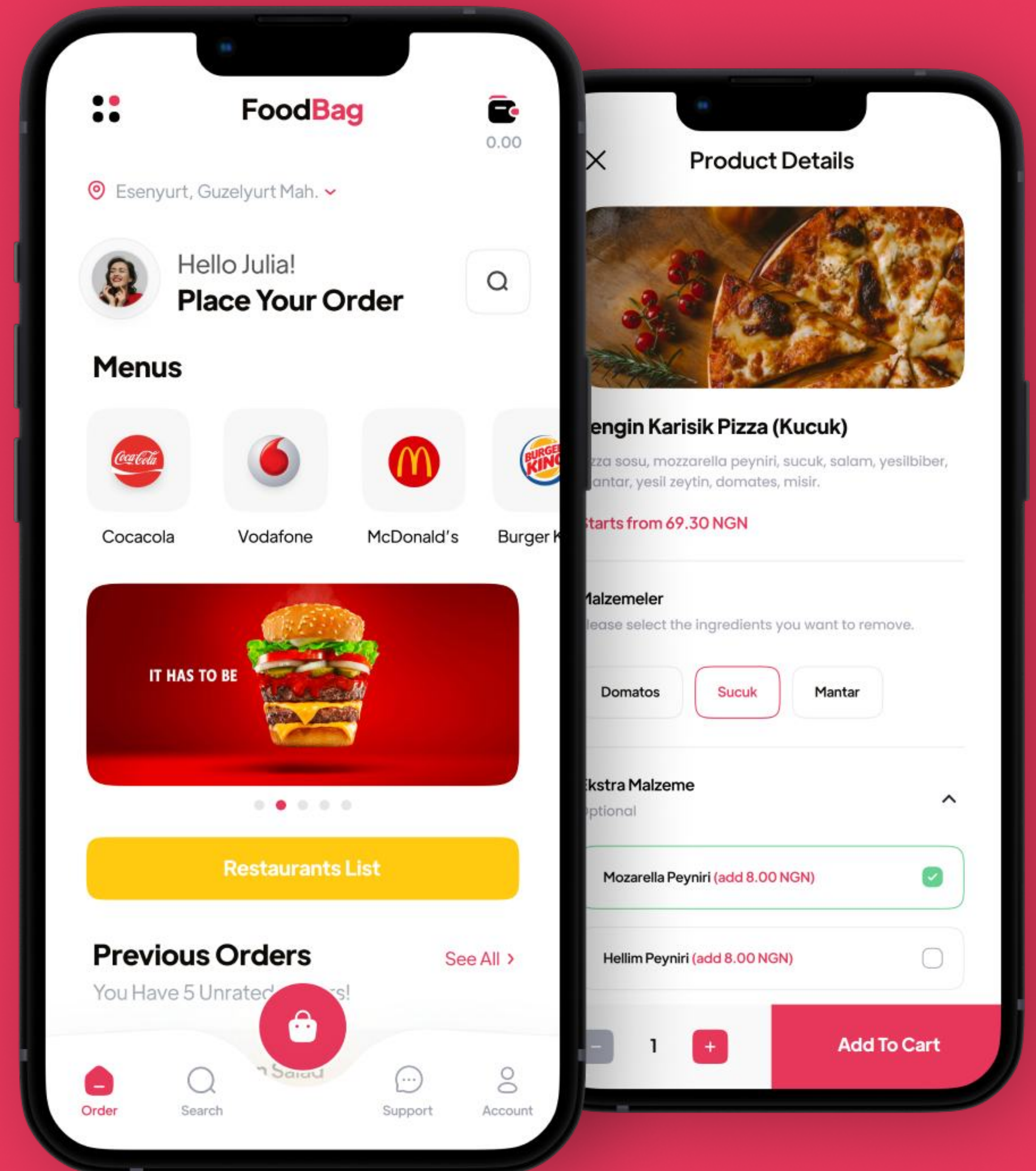
What do we do?

It's fairly easy for any organization to articulate 'WHAT' they do. Almost every organization knows what they do. These are products they sell or the services they offer.



01 FoodBag

FOOD ORDERING APP



MOBILE APP

Transforming the way people order their favourite foods.

PROJECT NAME

FoodBag

ABOUT THE PROJECT

The project was done for one of my Turkiye-based clients. The idea was to create a super simple app encapsulating extensive features, which eventually adds up to a great user experience. This app is a competitor to Yemeksepeti.

MY ROLE

UI/UX Designer

KEY CONTRIBUTIONS

User Research

User Journey Mapping

Surveys & Interviews

Information Architecture

Design Sprints

Low & High Fidelity Designs

Design System

Usability Testing

TOOLS USED

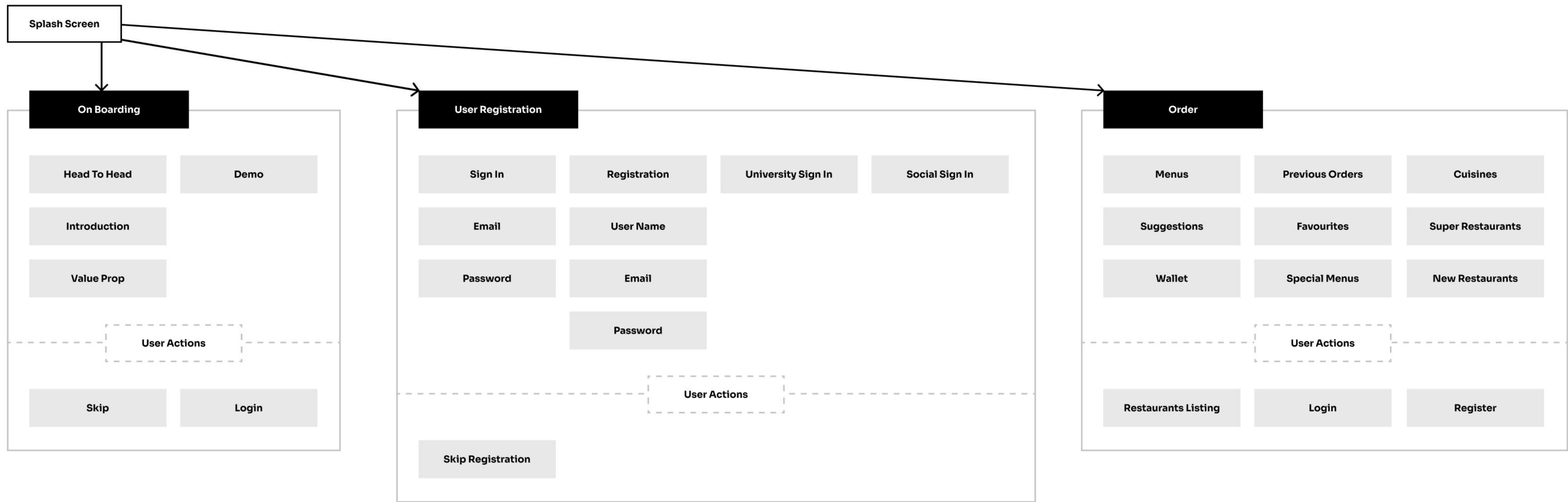


PROJECT LINK

<https://www.figma.com/file/CLW5V3N4WknSnRIQyBrOsx/FoodBag---Arbaz?node-id=0%3A1>

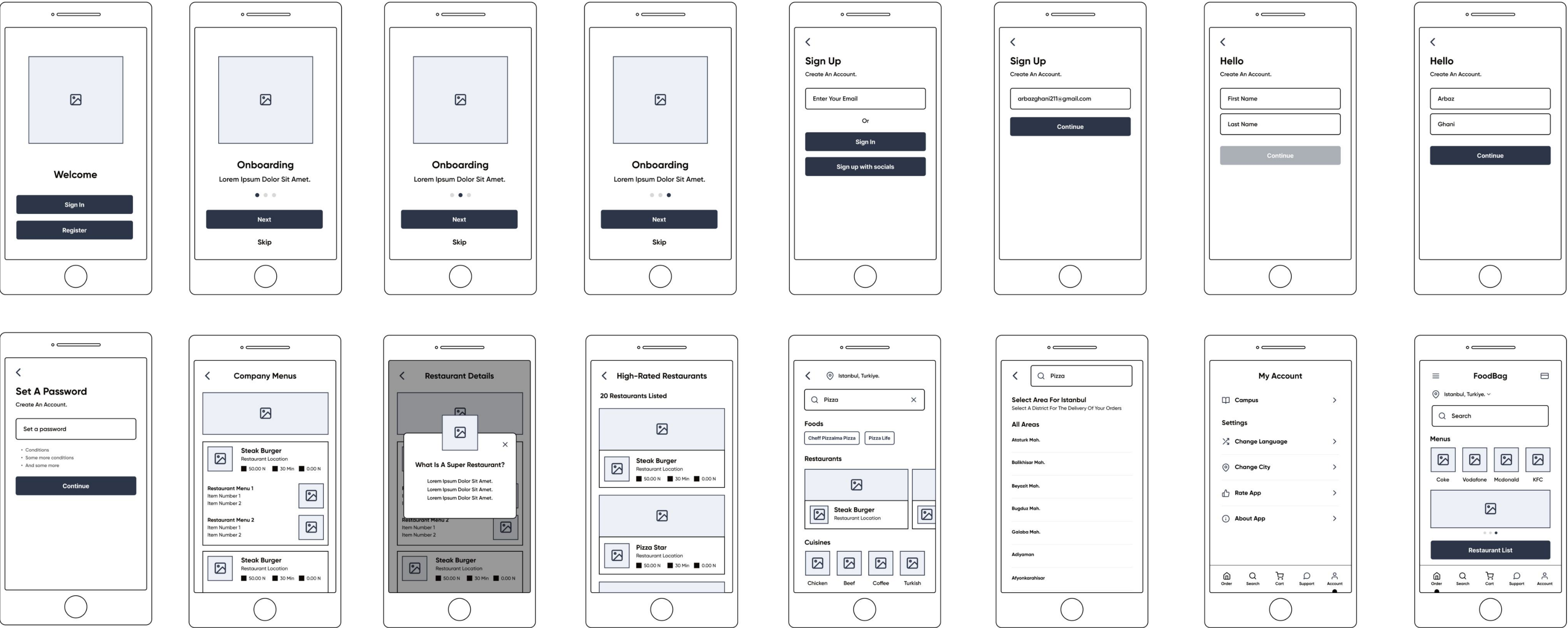
User Flows

Sitemaps were created to define taxonomy through the grouping of related content. They are an important step of the user-centered process as they ensure that the content is in places where users would expect to find it. They were also be used as a reference point for wireframes.



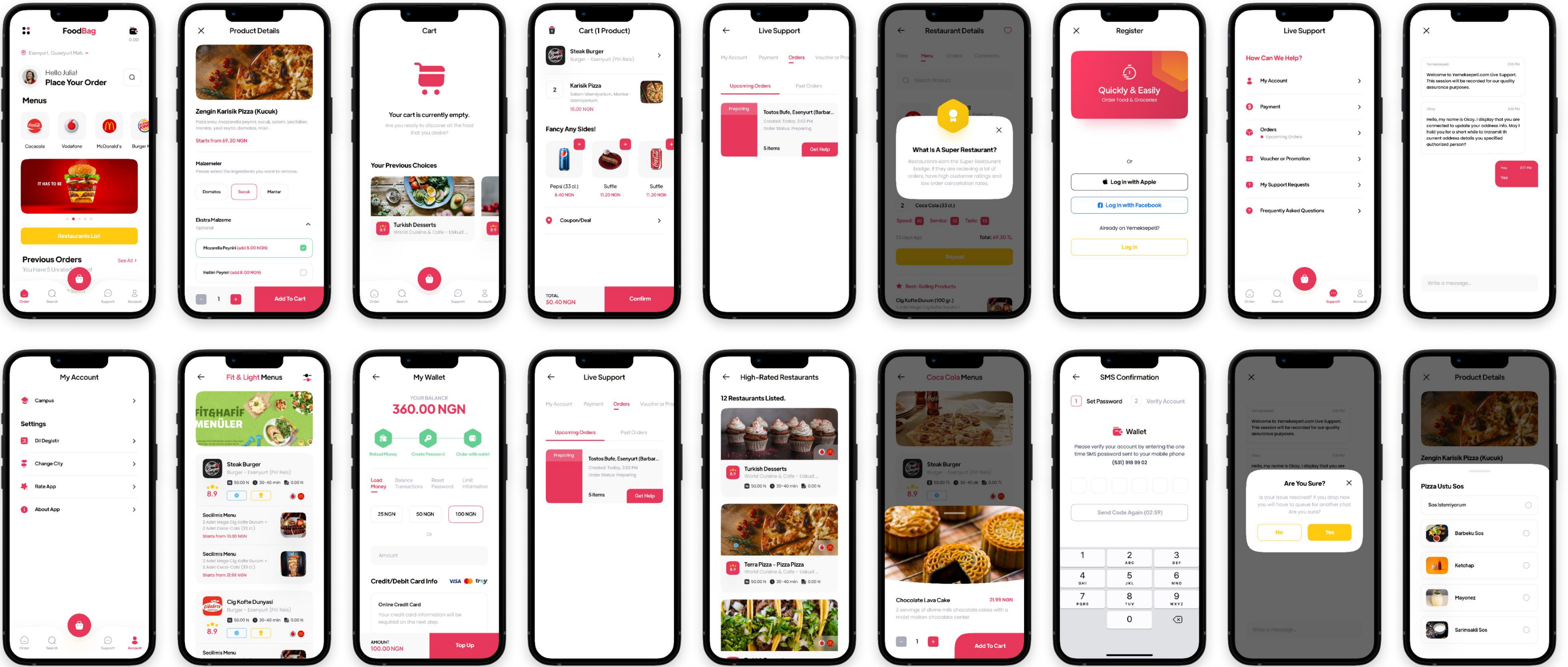
Low Fidelity Designs

Low Fidelity Designs were generated to help initiate communication with the stakeholders and then ultimately arrive at a final decision about the exact pieces and parts and text that will be included in the sites pages.



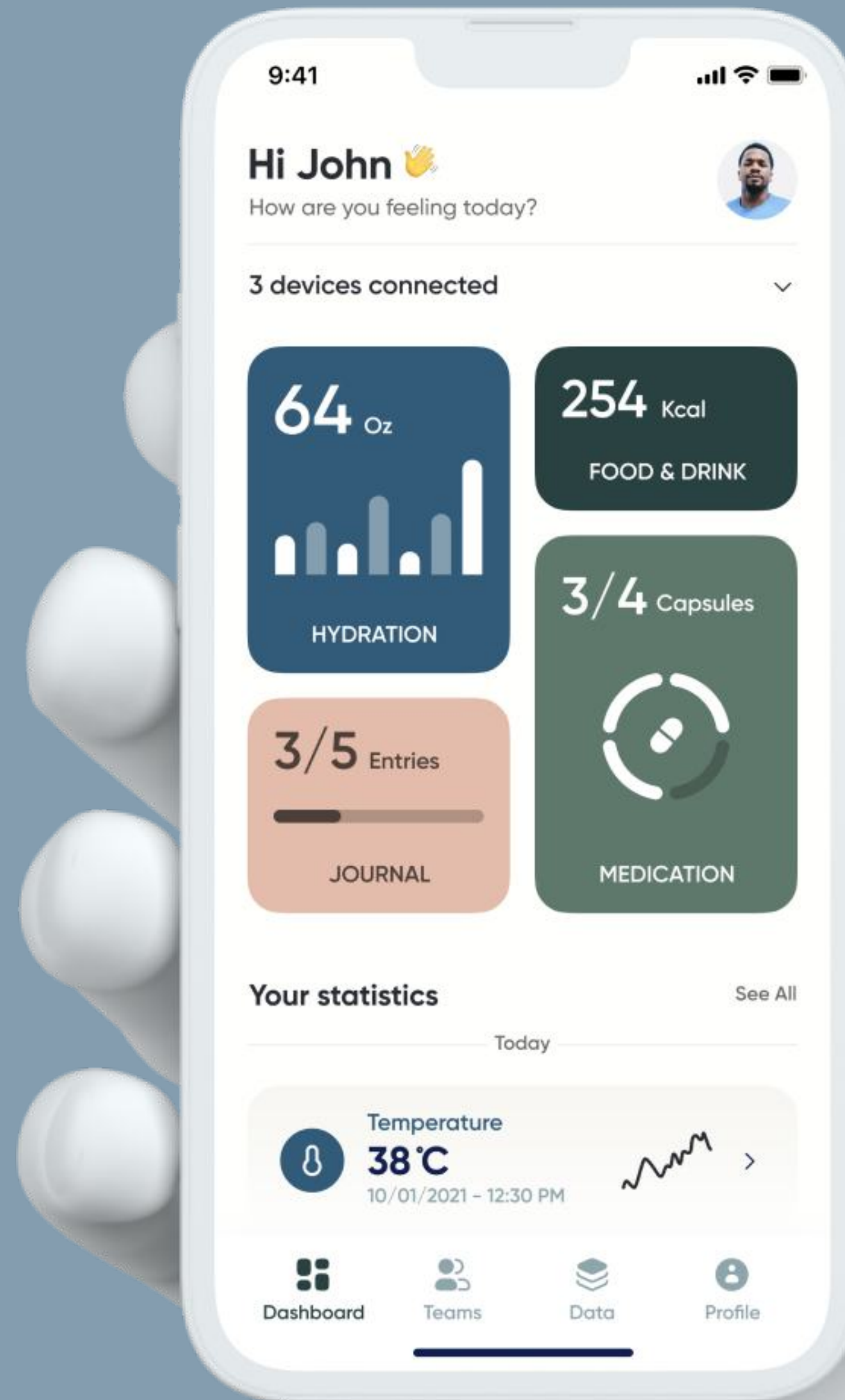
High Fidelity Designs

Upon approval, the low fidelity designs were worked on to create high fidelity designs with reference to the style guide. It took some iterations and usability testing to reach to a final UI for the app. The full UI can be viewed on the resource file link.



02 SOMA

HEALTH & FITNESS APP



MOBILE APP

Helping humans to
stay healthy and
keep track of their
fitness.

PROJECT NAME

SOMA

ABOUT THE PROJECT

The project was done for one of FACE44's American clients. The idea was to create an app for SOMA's physical products. In this app you can keep a track of your bodily functions and the information is shown in a very detailed yet simple manner as provided.

MY ROLE

Product Designer

KEY CONTRIBUTIONS

User Research

Low & High Fidelity Designs

User Flows

Usability Testing

Design Sprints

Design System

TOOLS USED



PROJECT LINK

<https://www.figma.com/file/A57UfRFlx5bnDzqXWcF4pF/SOMA?node-id=0%3A1>

Design System

Colors

Setting up a digital color system is a core practice which helps in maintaining consistency and applying colors harmoniously across a UI. All colors used follow WCAG contrast guidelines and no color in the UI outside of the design system will be used.

PRIMARY

AA

#325B7A
\$color-primary-1

It will be the most dominating color in the app and will be used for CTA and other centric UI Elements.

AAA

#1D3547
\$color-primary-2

AAA

#537C9B
\$color-primary-3

AAA

#86A5BC
\$color-primary-4

A lighter shade of the color can be used for placing darker text over it.

SECONDARY

AA

#E4BCAB
\$color-secondary-1

The secondary colors will be used in contrast with the primary to create a visual hierarchy.

AAA

#4C3F39
\$color-secondary-2

AAA

#997F73
\$color-secondary-3

A lighter shade of the color can be used for placing darker text over it.

TEXT / NEUTRALS

AAA

#325B7A
\$color-neutral-1

The blacks will be used for text colors as well as for the neutral borders and backgrounds for UI elements

AAA

#1D3547
\$color-neutral-2

AA

#537C9B
\$color-neutral-3

AAA

#86A5BC
\$color-neutral-4

AAA

#86A5BC
\$color-neutral-5

Typography

Typography starts by setting a foundation of font families and weights along with fallbacks in the design system. It will help to set how many weights or variations you'll need to create concise hierarchies in the most complex of screens.

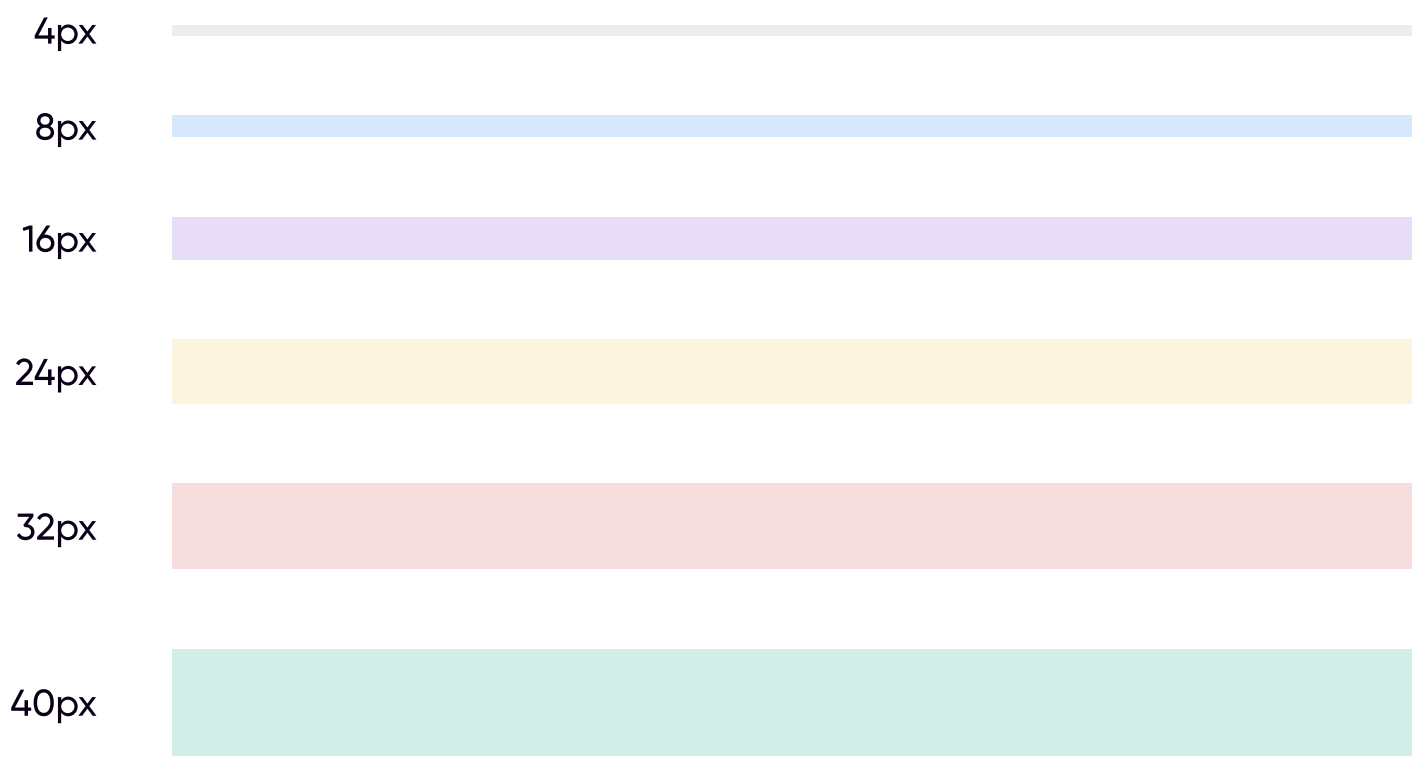
TEXT STYLES

Style Name	Font Size	Line Height	Sample
Regular / 8px 12px	8px	12px	Look, I was gonna go easy on you not to hurt your feelings.
Regular / 10px 16px	10px	16px	Look, I was gonna go easy on you not to hurt your feelings.
Regular / 16px 24px	16px	24px	Look, I was gonna go easy on you not to hurt your feelings.
Regular / 20px 28px	20px	28px	Look, I was gonna go easy on you not to hurt your feelings.
Regular / 24px 32px	24px	32px	Look, I was gonna go easy on you not to hurt your feelings.
Regular / 30px 38px	30px	38px	Look, I was gonna go easy on you not to hurt your feelings.

Design System

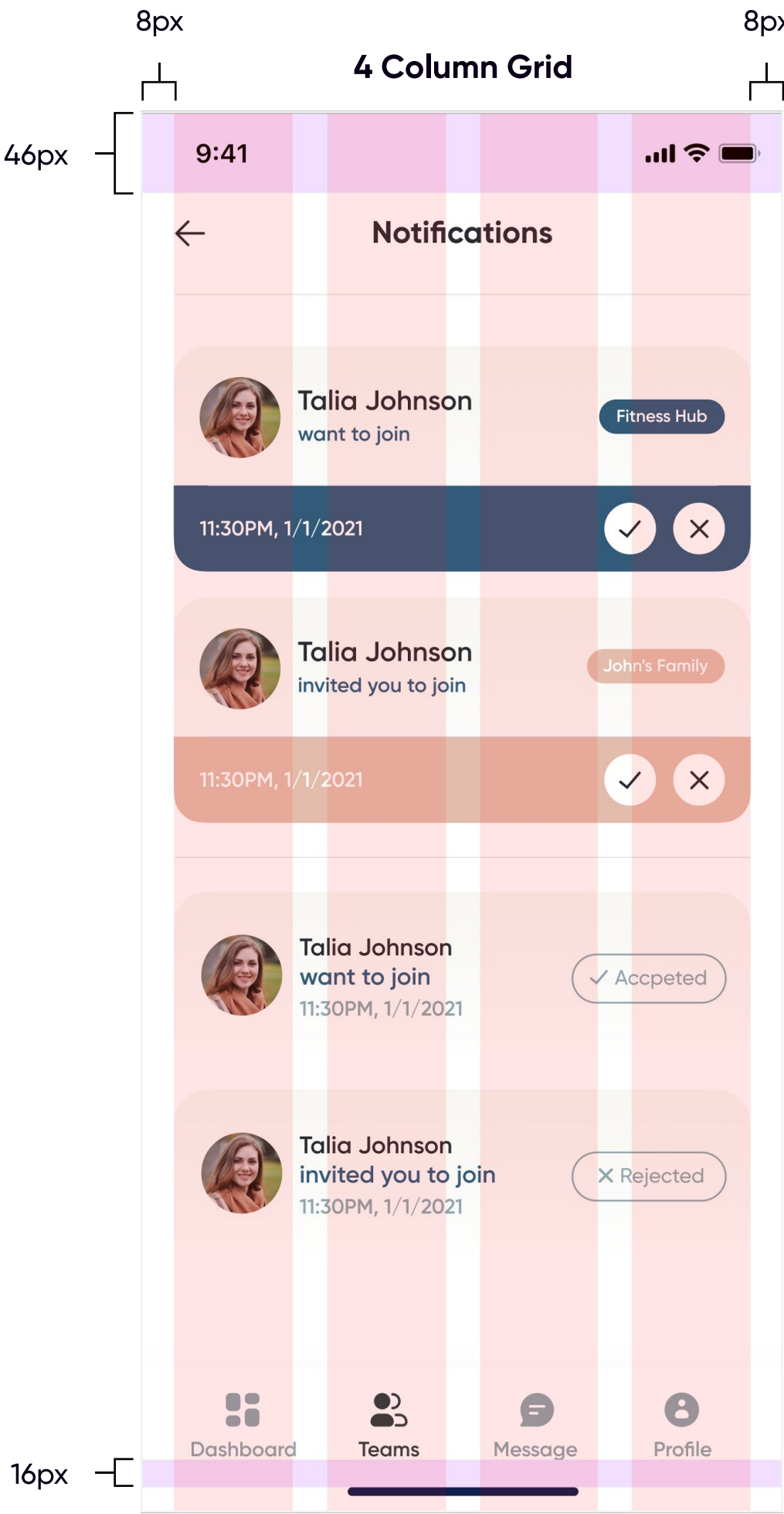
Spacing

Based on material design principles, divisions of 8: 8px / 16px / 24px / 32px / 40px are used for building a base for spacing consistency.



Griding

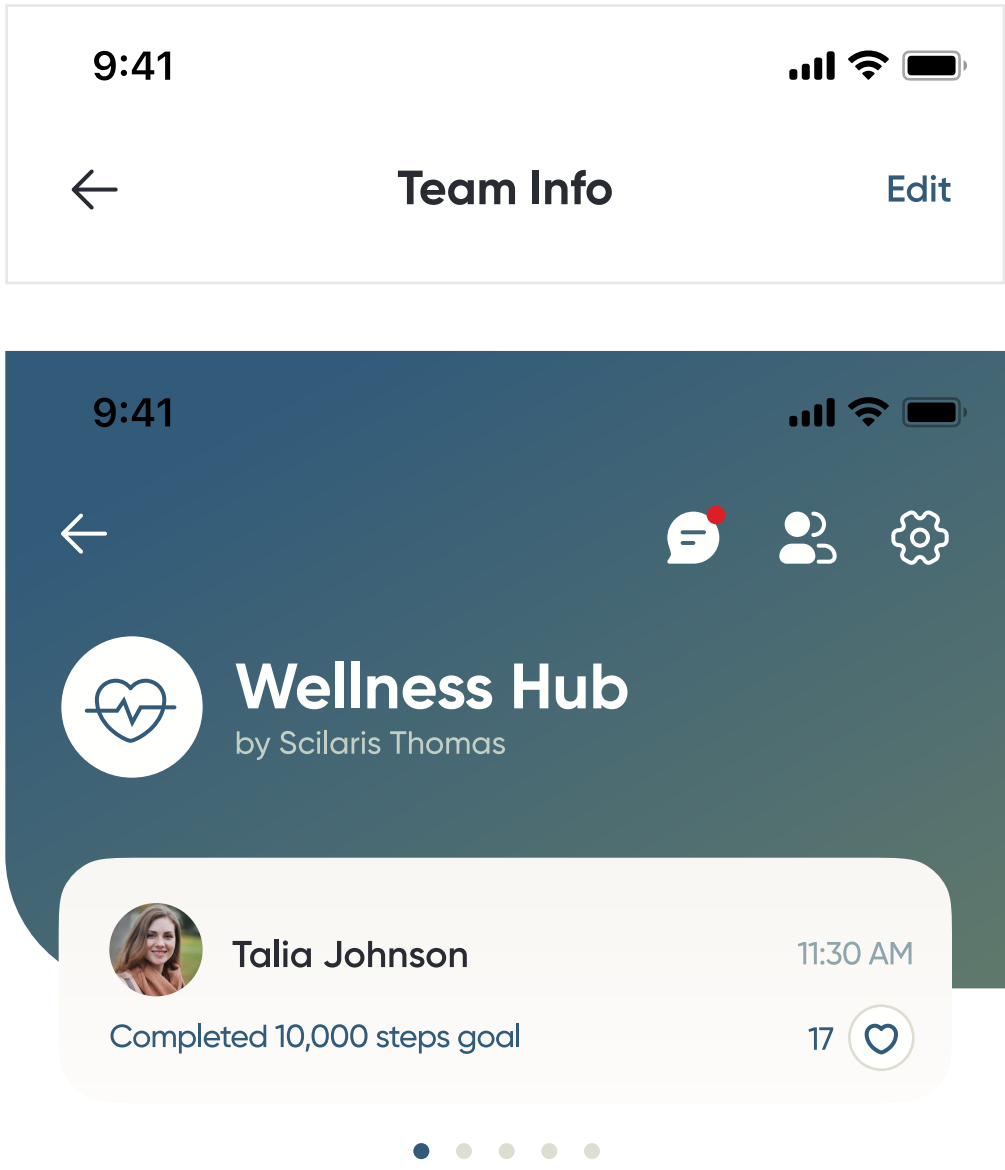
Grids help to arrange the content into structured propositions. They are utilized to organize text blocks and images into pleasing visual hierarchies that aid readability.



Components

Android/IOS provides a variety of pre-built UI components such as structured layout objects and UI controls that allow us to build the user interface for the app. They can be customized as per needs and reused throughout the design to maintain a consistent look and feel.

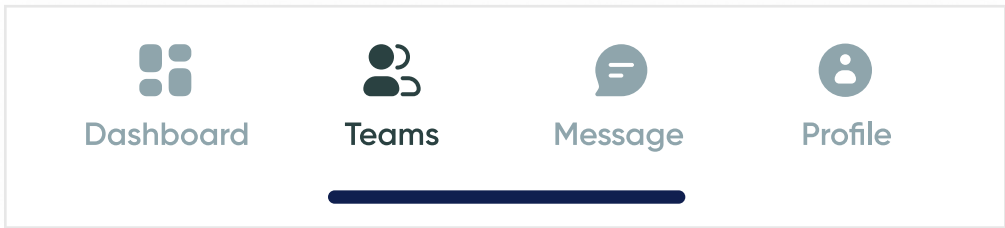
HEADERS



TABS



BOTTOM NAVIGATION



BUTTONS



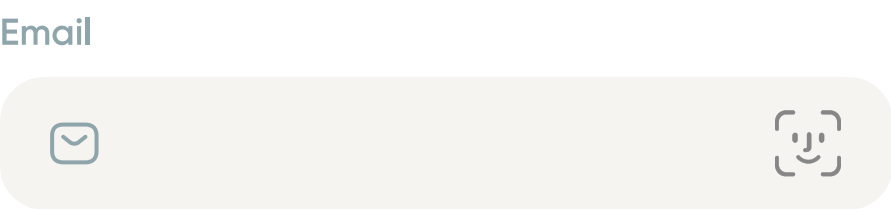
Secondary



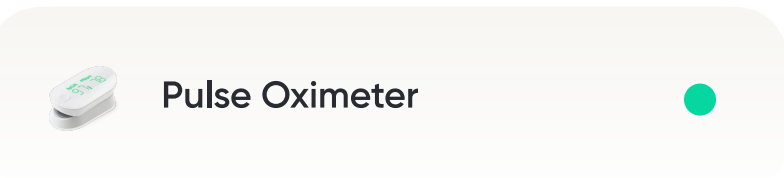
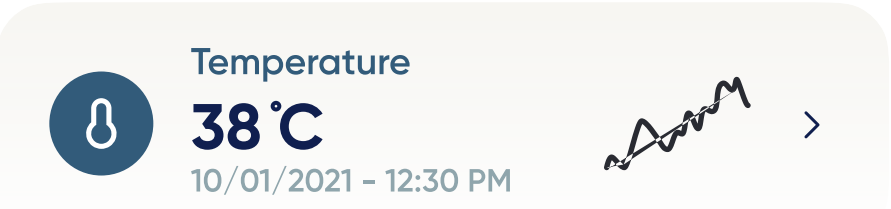
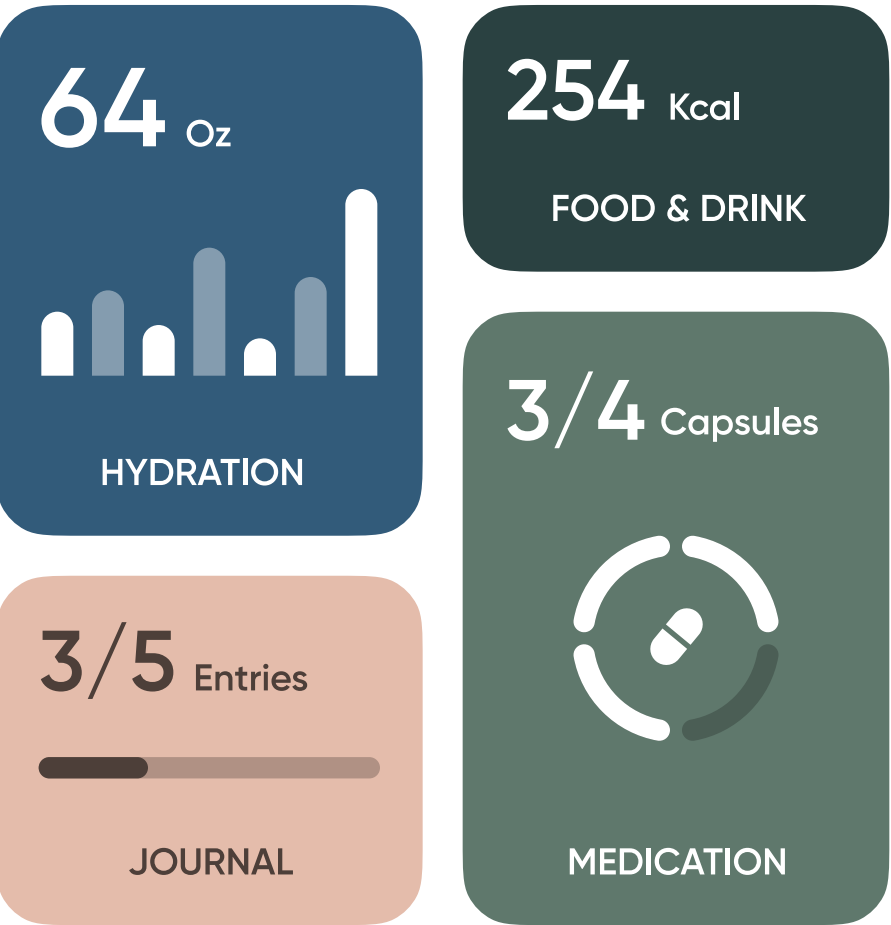
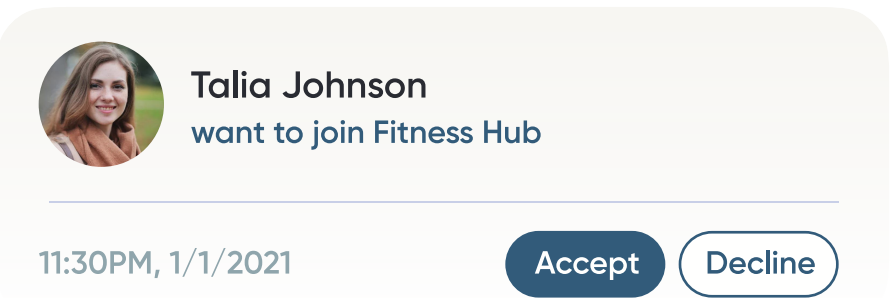
TAGS



INPUTS



CARDS



03 DeNaio

TASKS REWARDS APP



MOBILE APP

An app helping
parents to reward
their children for
doing chores.

PROJECT NAME

DeNaio

ABOUT THE PROJECT

I designed this app for one my Italian clients, this app demanded some sort of gamification in it, considering that children are supposed to complete certain chores in return for some money, which can be later tranferred by the parents after approval.

MY ROLE

UI/UX Designer

KEY CONTRIBUTIONS

User Research

User Journey Mapping

Task Analysis

Information Architecture

Interactive Prototyping

Low & High Fidility Designs

Card Sorting

Usability Testing

TOOLS USED

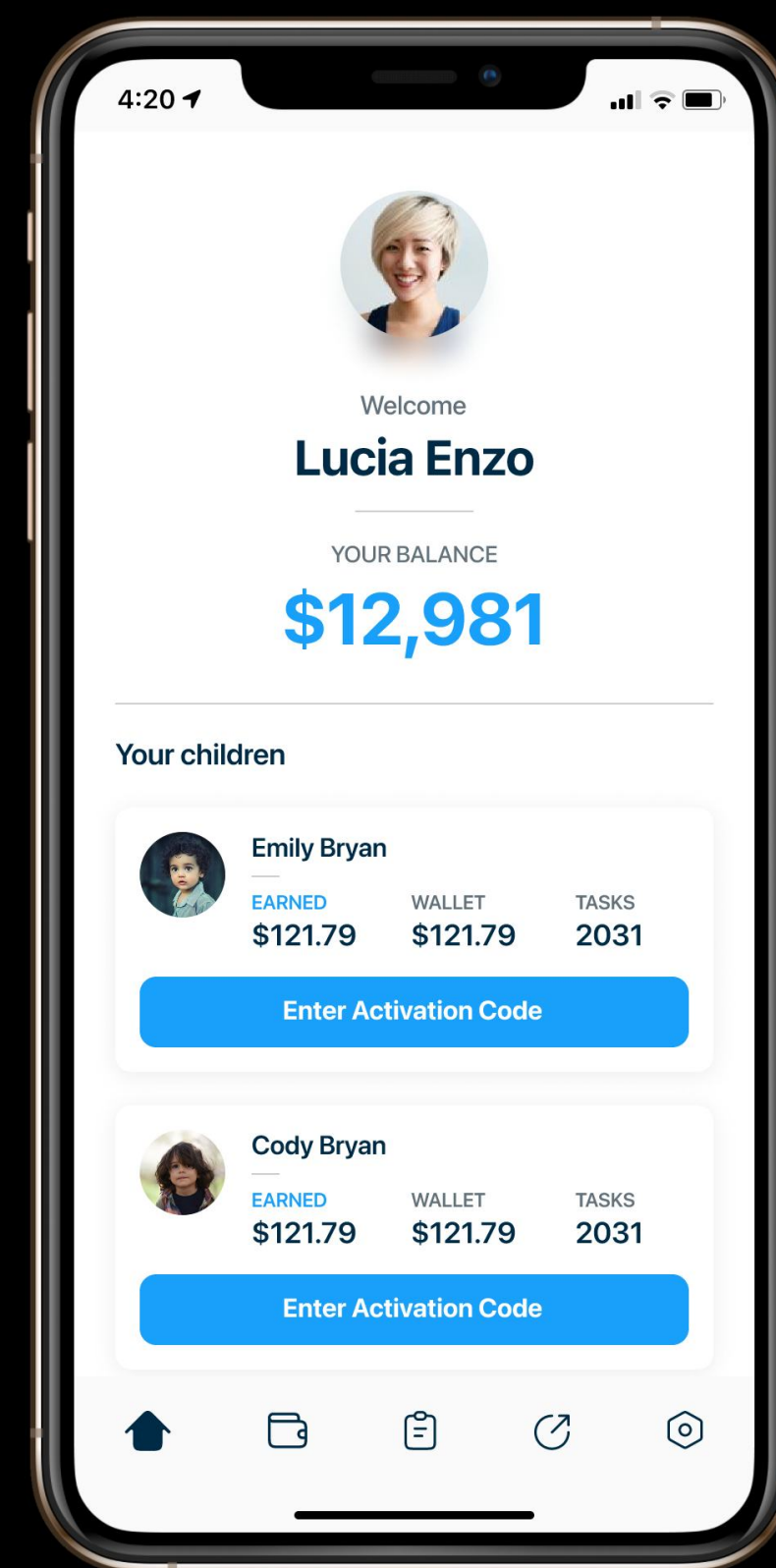


PROJECT LINK

[https://www.figma.com/file/
N0QU7pUZapO9ok1louhUml/DeNaio?node-
id=0%3A1](https://www.figma.com/file/N0QU7pUZapO9ok1louhUml/DeNaio?node-id=0%3A1)

Interactive Prototyping

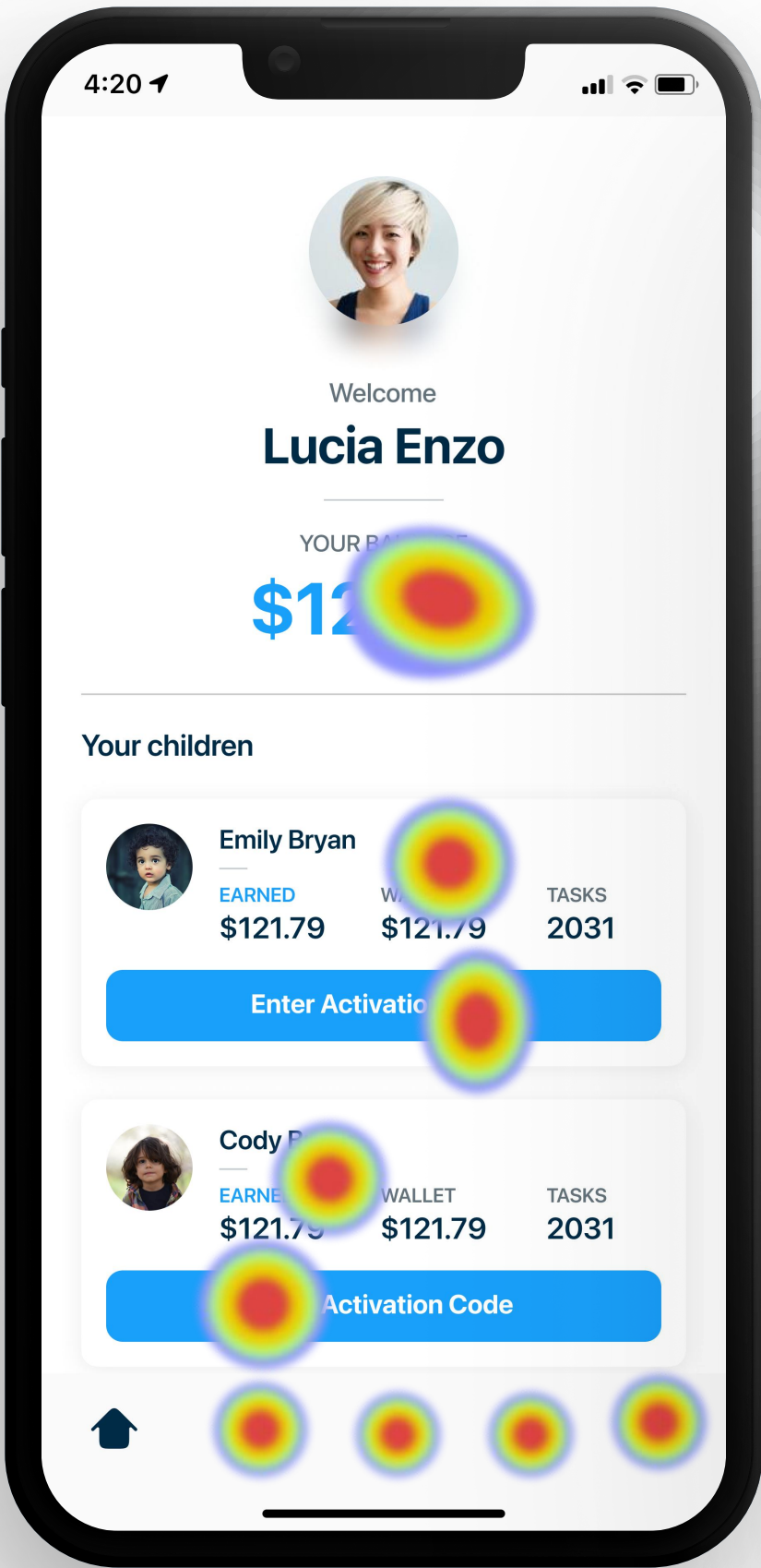
This simulation of interactivity makes interactive prototyping uniquely useful for understanding task flow and context of use by asking a user to directly interact with the prototype as though it were functioning software.



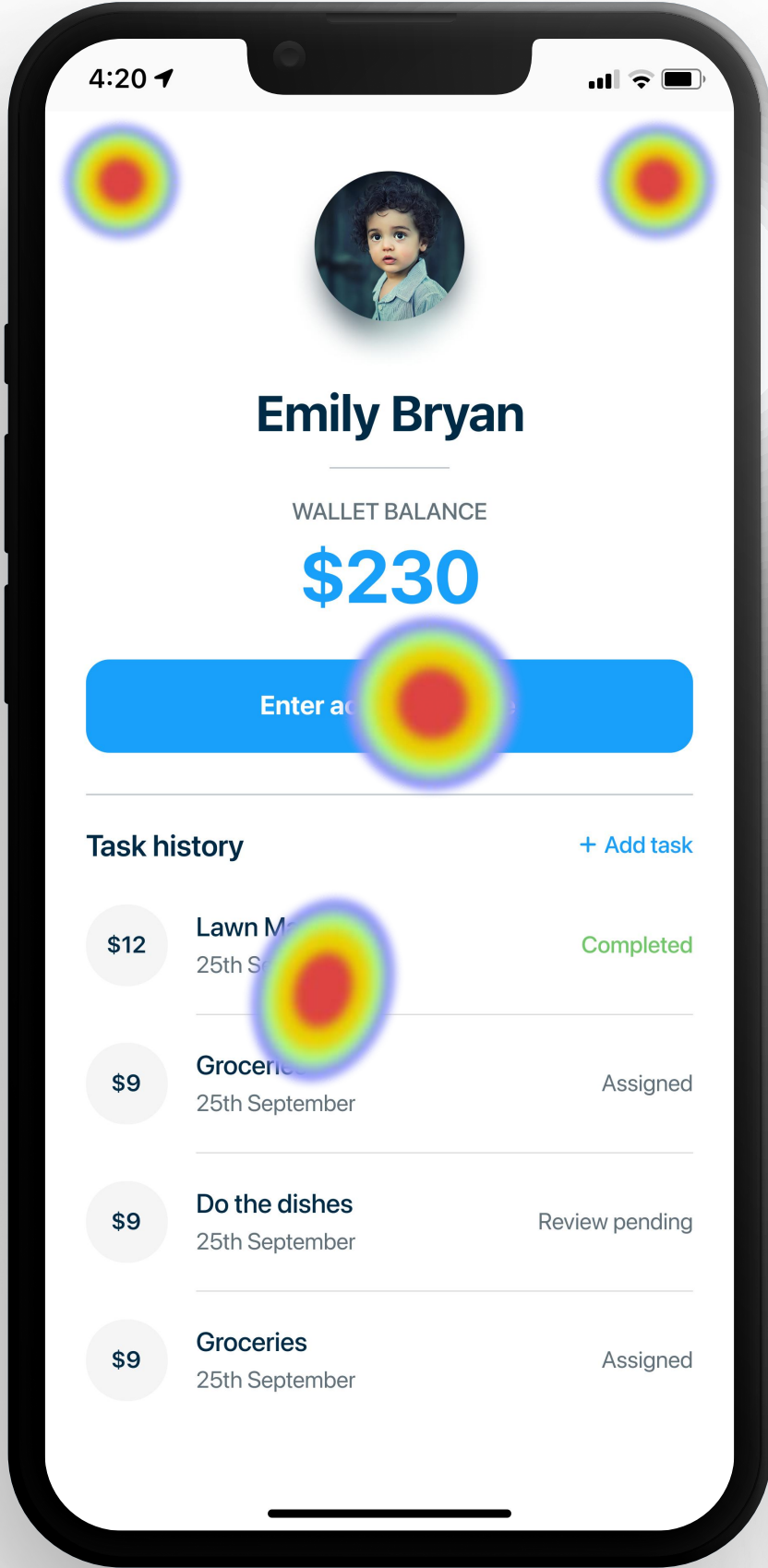
Video link: <https://vimeo.com/751197235>

Usability Testing

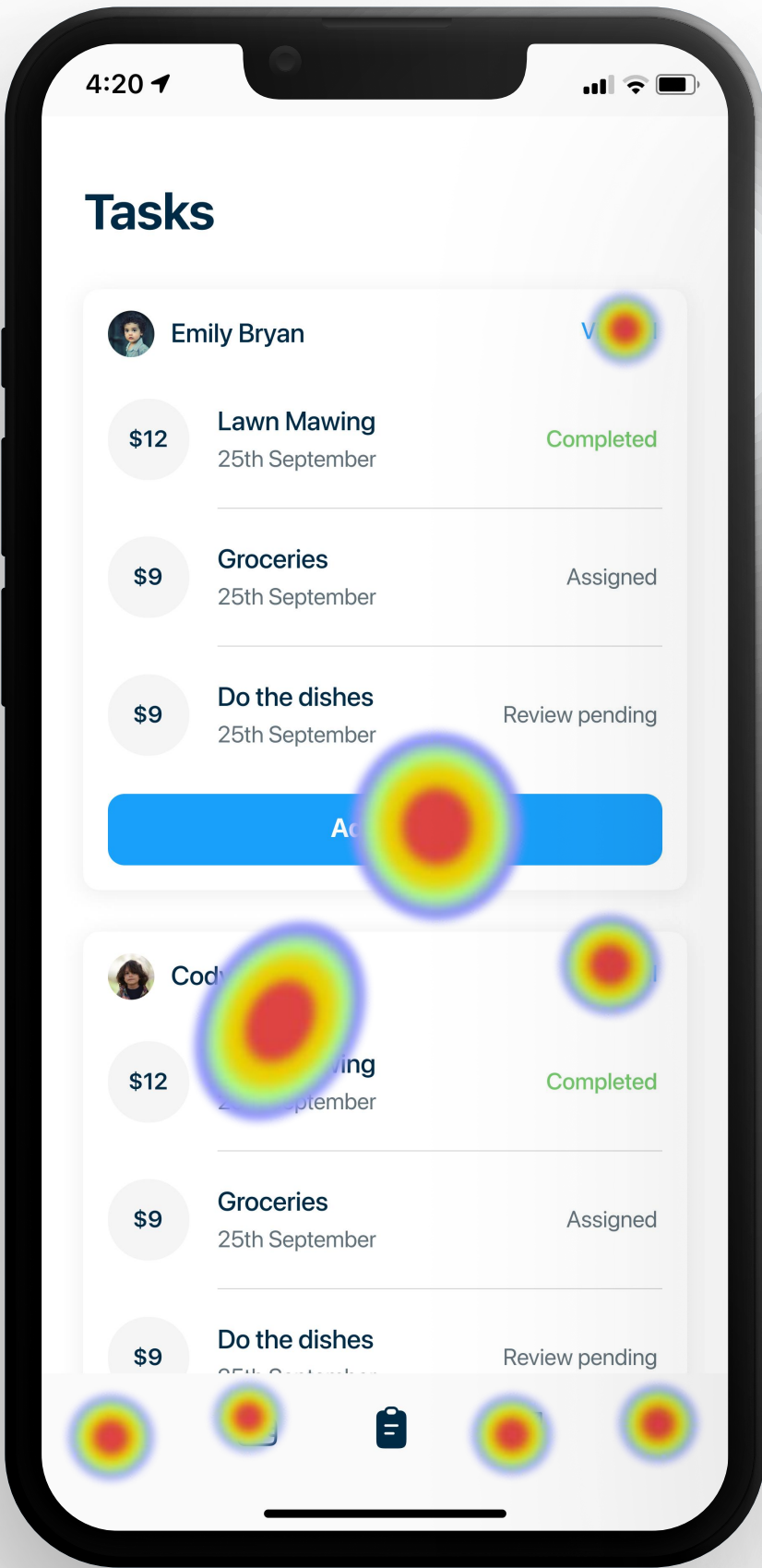
Usability testing is used as a way to see how easy to use the app is by testing it with real users. The testing for the app was conducted using a dedicated online-remote testing tool, Maze. Users were asked to complete tasks, while they were being observed by Maze, to see where they encounter problems and experience confusion. If more people encounter similar problems, changes were made to overcome these issues.



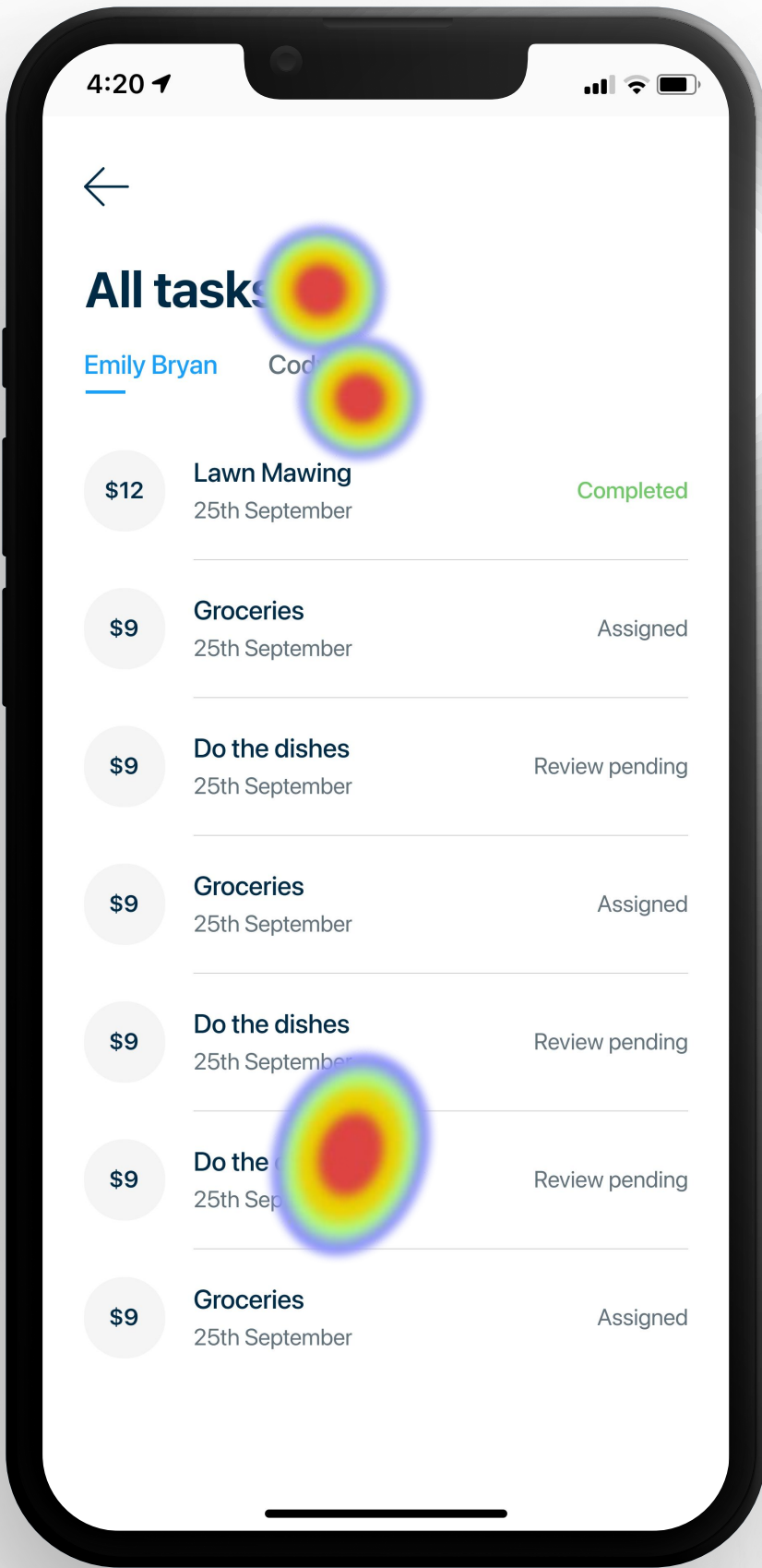
TIME SPENT
5.67s



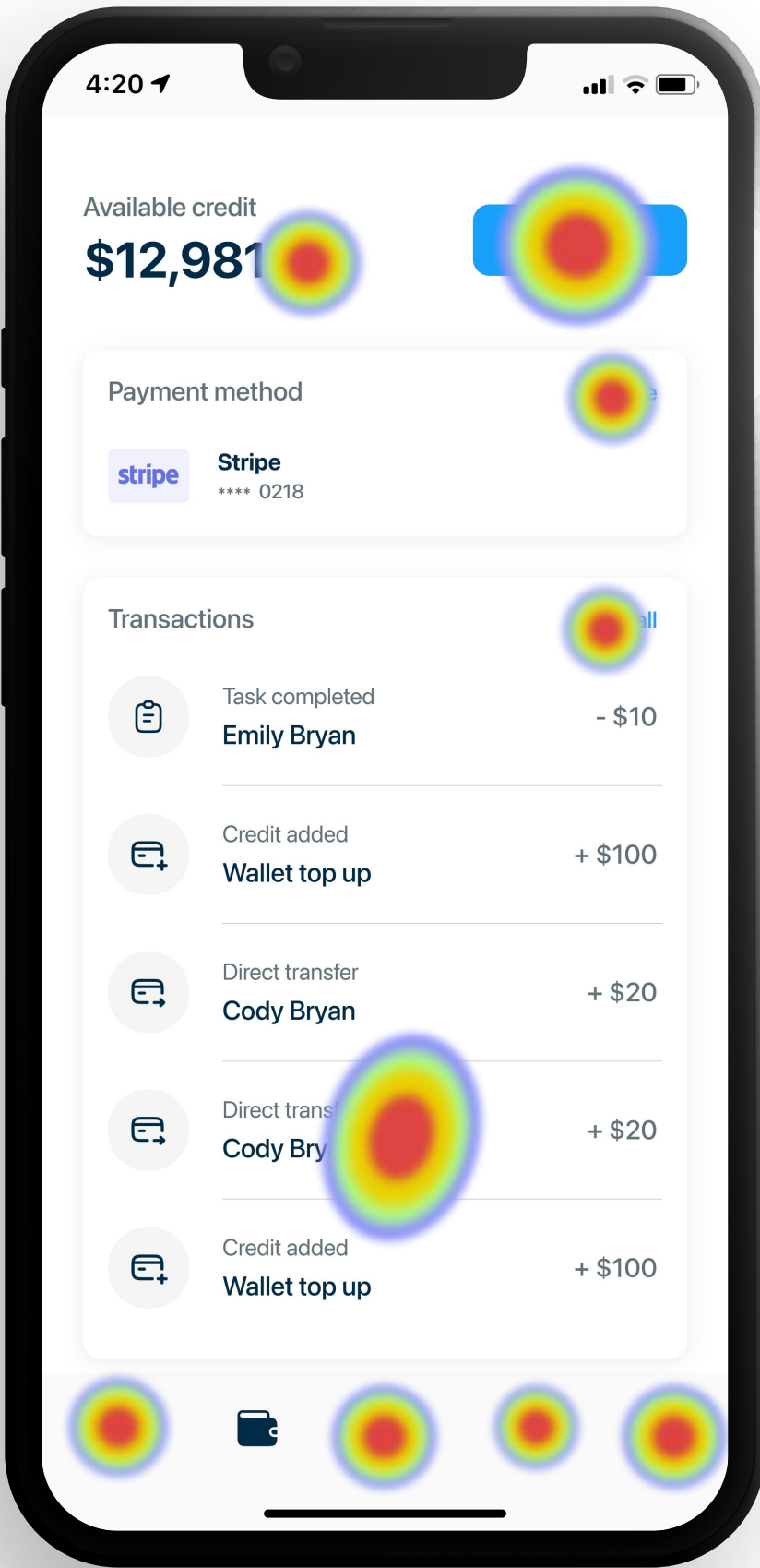
TIME SPENT
3.43s



TIME SPENT
3.12s



TIME SPENT
2.98s



TIME SPENT
5.68s

Usability Report by Maze

Create a chore

76

The users were asked to create a chore using the prototype. It was checked whether the users followed an expected path to complete the task. Different metrics were measured and reported by maze, while the test was being conducted.

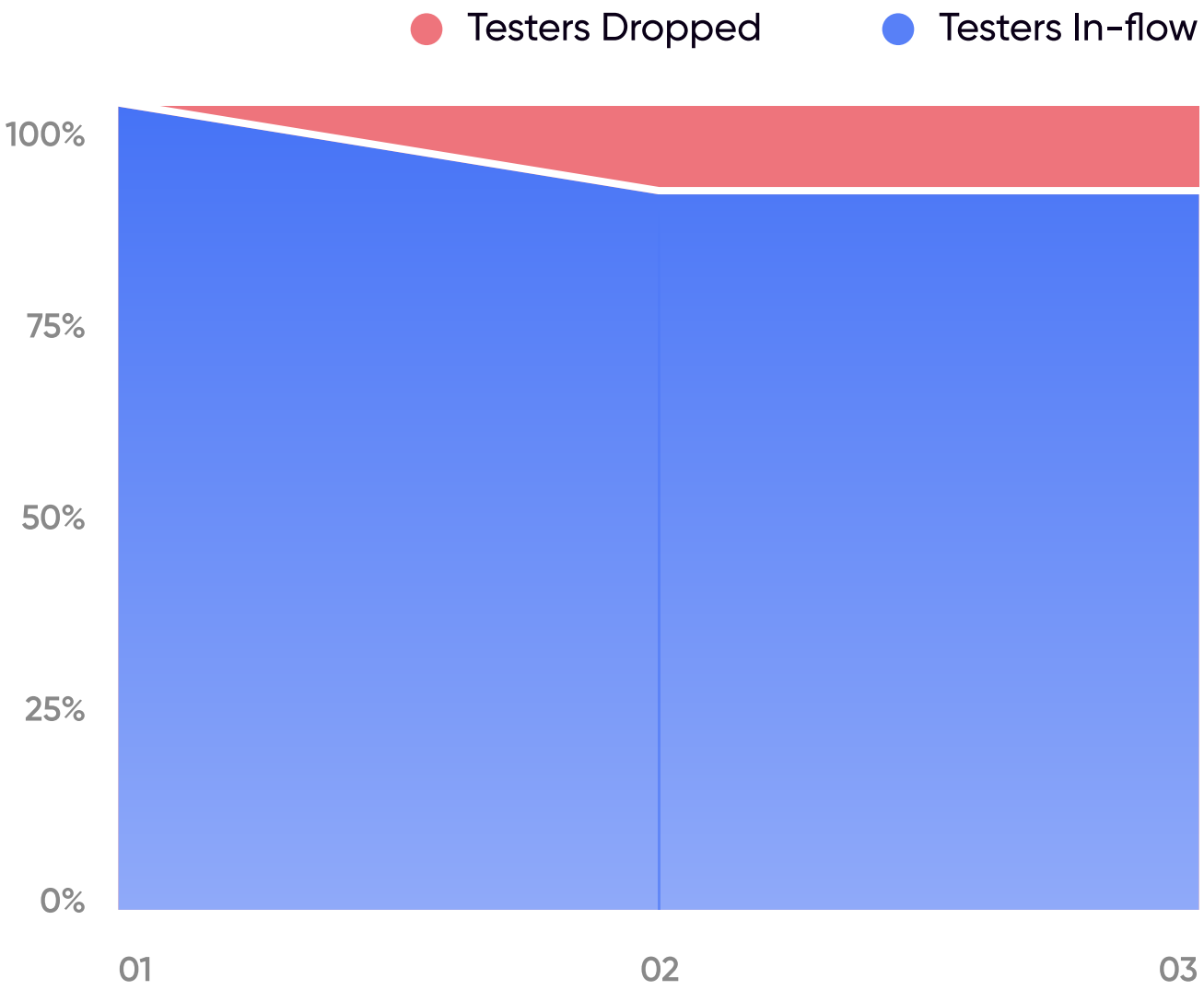
10	10.4%	4.4s	72.8%	2.9%
TOTAL TESTERS	MISCLICK	AVG DURATION	AVG SUCCESS	AVG BOUNCE

SUCCESS ANALYSIS

Success & Drop-off rates for all screens in the path.

92.3%

The majority of the testers completed the task via the expected path.



Send Reward

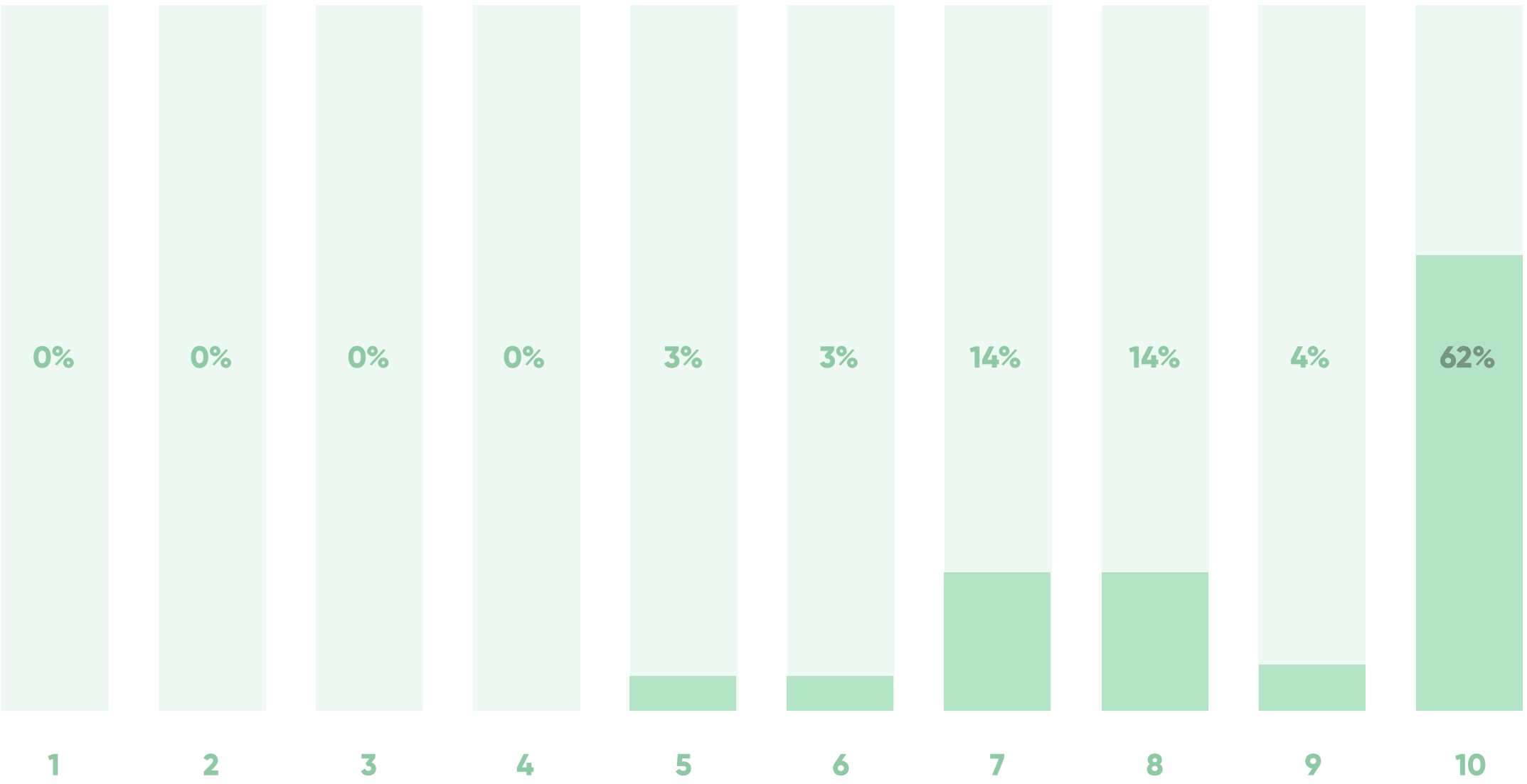
85

Some set of users were asked to send reward money to their kids in return for completing chores using the prototype. The users were then asked to rate out of a scale of 10 that how easy was it for them to complete the given task.

10	5.6%	3.4s	83.9%	1.4%
TOTAL TESTERS	MISCLICK	AVG DURATION	AVG SUCCESS	AVG BOUNCE

How easy was it to send reward money?

Opinion Scale



04 Organize Media

EVENT PLANNING & EXECUTION



WEB APP & MOBILE APP

Connecting event
planners & party goers
in a comprehensive
fashion.

PROJECT NAME

Organize Media

ABOUT THE PROJECT

I designed this huge project at Organize Events & Entertainment. It had a web app and a mobile app. The web app was designed for event creation & event management needs. The mobile app was designed for the people who like to go to those events.

MY ROLE

UI/UX Designer

KEY CONTRIBUTIONS

User Research	Wireframing
Online Surveys	UI Design
Interviews	Brand Identity
Empathy Mapping	

TOOLS USED



PROJECT LINK

<https://www.organize.com>

Hypothesis

Design hypothesis is a starting point before I go on to investigate further to understand whether or not your hypothesis was right or wrong. It's a supposition or an attempt at explaining something relating to the product with little to no evidence which can later be tested using qualitative and quantitative methods.

What are your company's goals & missions?

The company's goal is to create an easy link between event planners & people who are interested to go to those particular events by replicating the material experience of going to an event into a digital one and helping event planners to easily manage it.

What user problems do you need to solve?

Platforms like Eventbrite are only for event creation & management. There is no good enough experience of buying tickets and event searching in the market. We need to provide a seamless experience of ticket buying to the event goers.

Who are your target audience?

The company is looking forward to target generation Z (born between 1997 and 2012/15) as it's main user base considering they are tech savvy and the ones who look out for easier experiences of booking their tickets for events.

How does the company generate revenue?

Event planners need to buy specific packages to unlock features which can be billed monthly. The company will keep a certain amount per ticket purchased for a specific event. These both revenue streams won't effect event goers or event planners at all.

What are users' expectations for the platform?

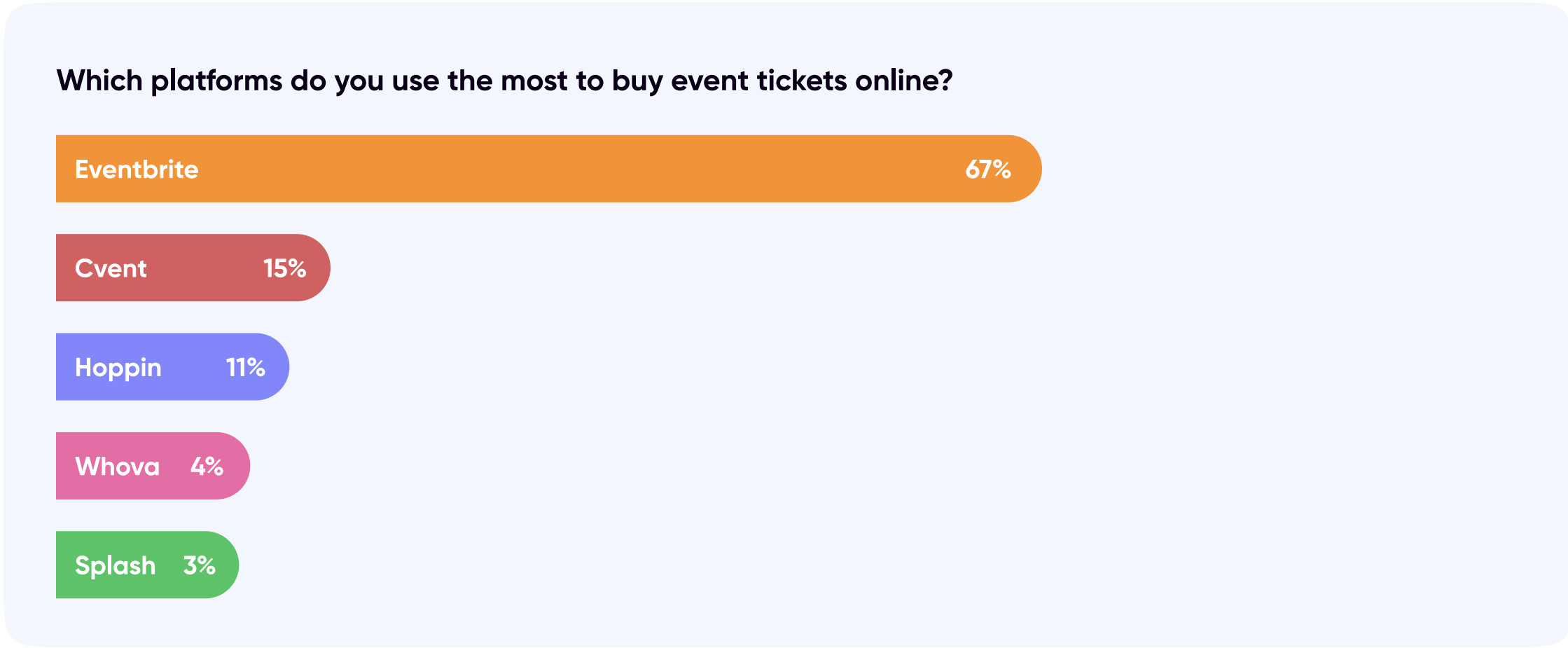
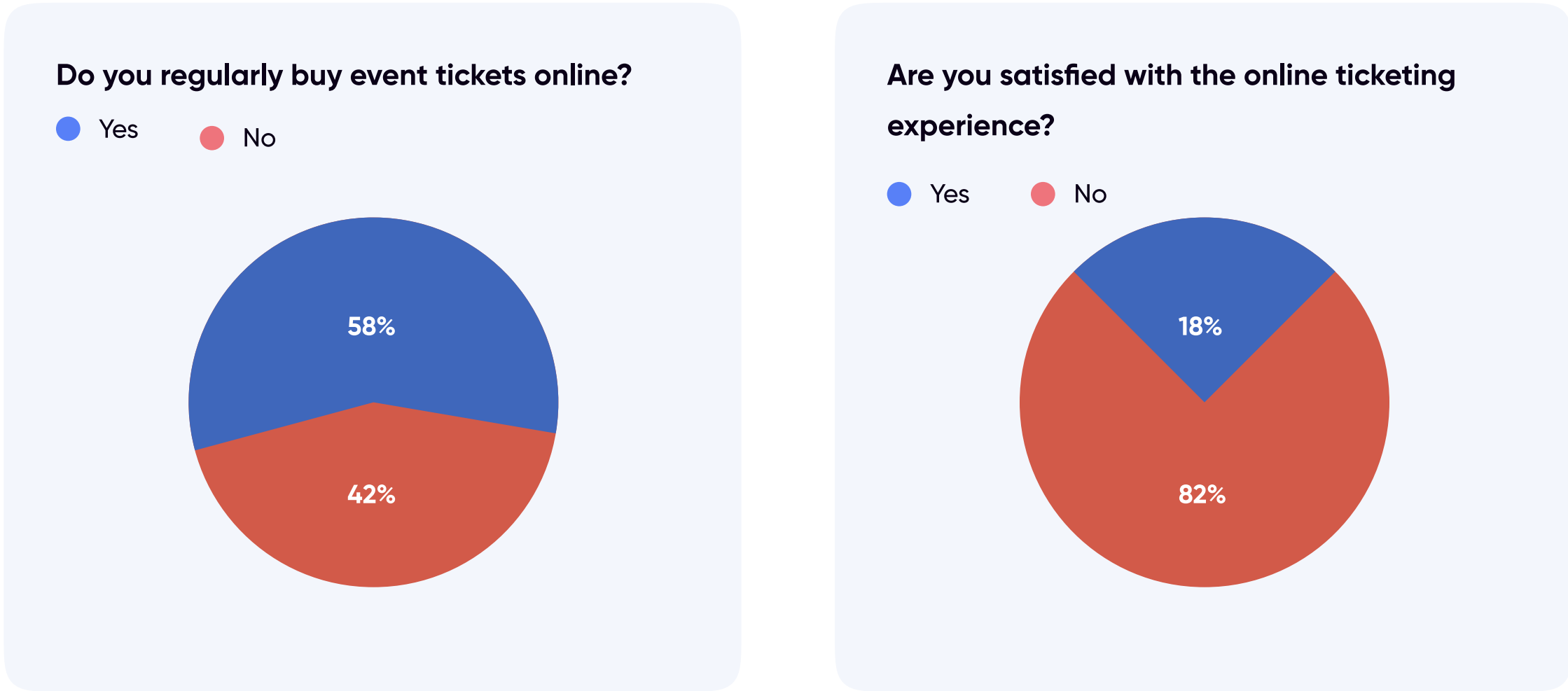
Event organizers will be expecting an experience that's better from competitor website like Eventbrite. Event goers will be expecting an all in one experience. The event search and ticketing experience should be engaging and fun.

What are the required features?

For the event planners, the company should provide a live stats experience which should be responsive for both laptop and tablet screens. Its important that event goers can easily find an interesting event and easily buy tickets for it.

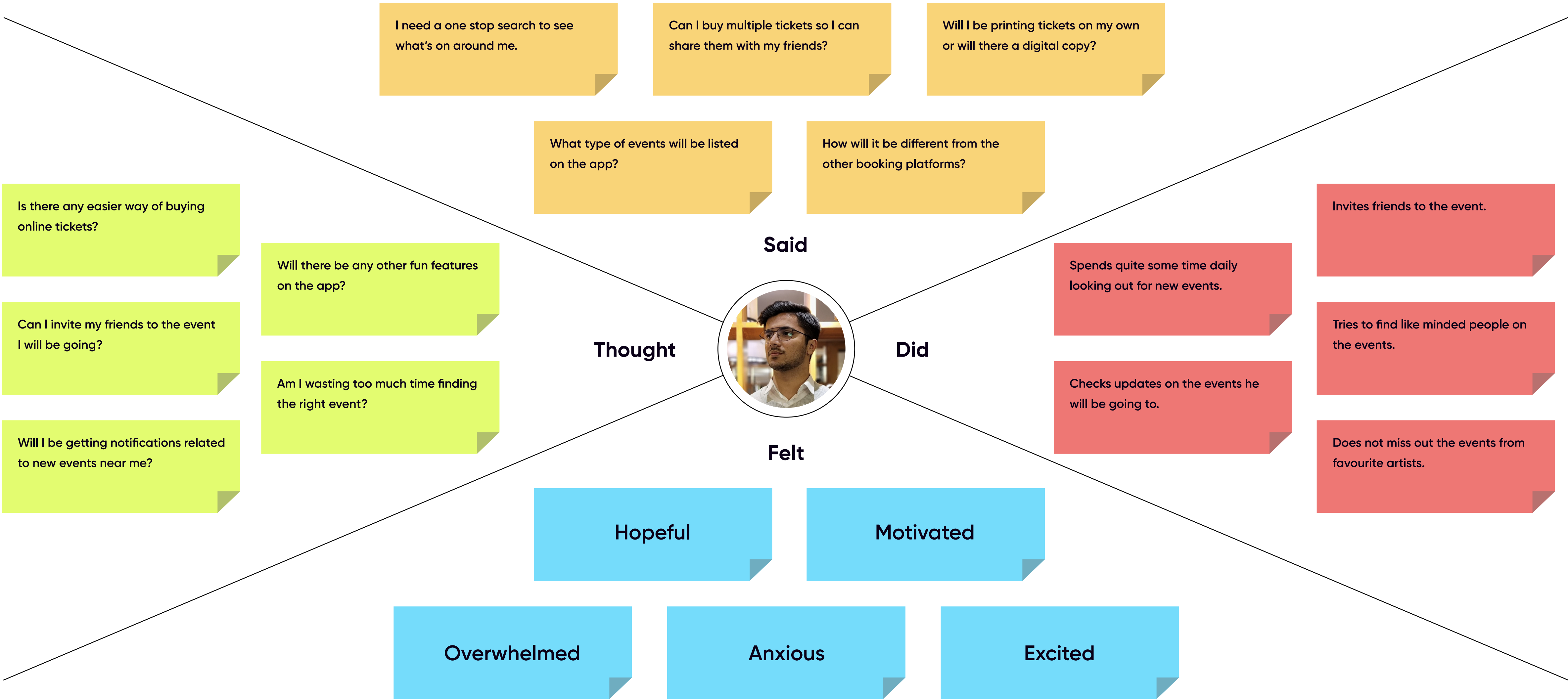
Surveys & Interviews

On ground & online survey and interviews were conducted with a fixed set of questions coupled with a few random questions for different users, to get a better understanding of their needs.



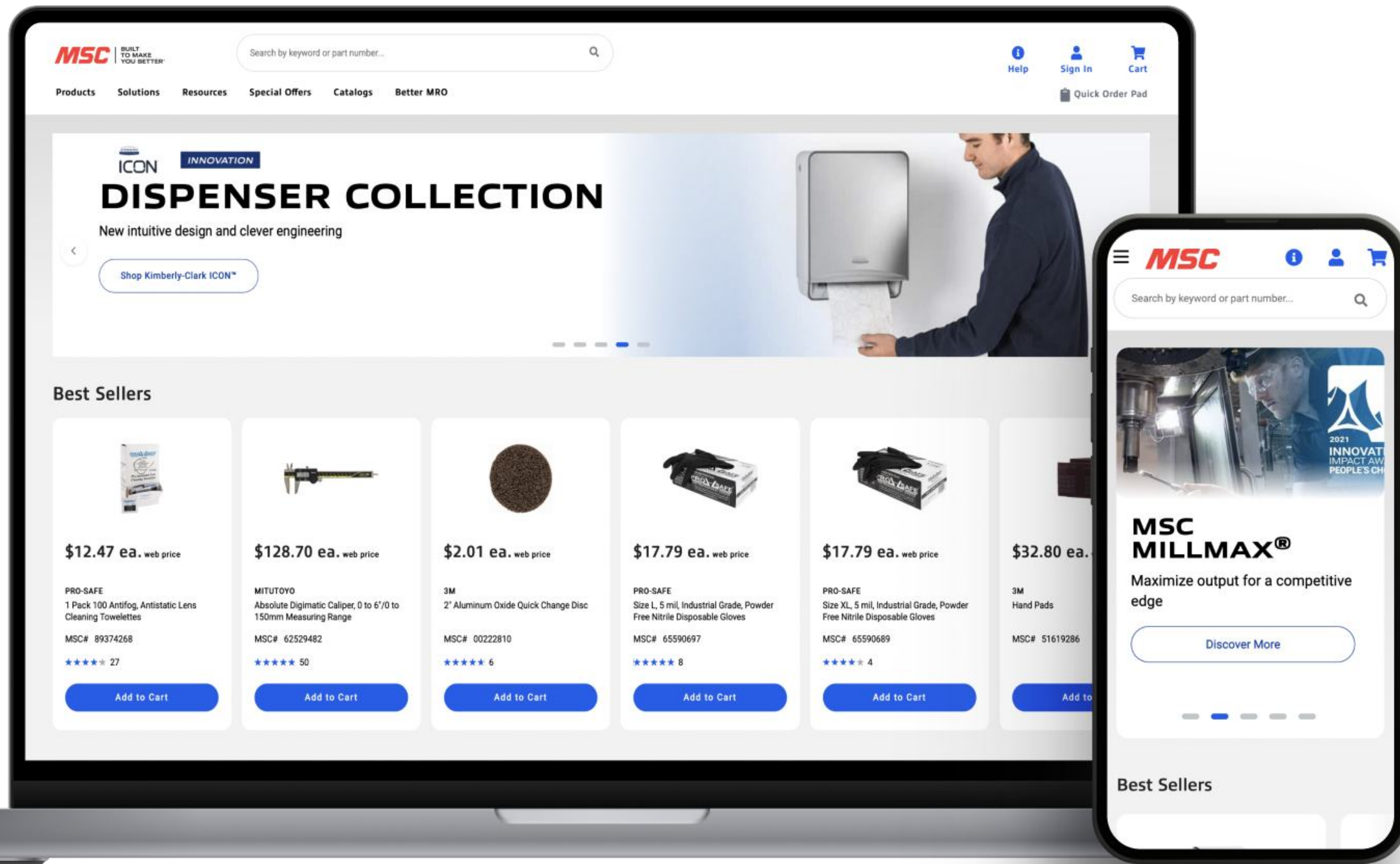
Empathy Mapping

An empathy map was used as a collaborative tool to gain a deeper insight into their users. It helped capturing behaviors after interviewing the users and elaborating on their personas. It also helped in building out the “user” in your user story.



05 MSC Direct

E-COMMERCE PLATFORM



RESPONSIVE WEBSITE DESIGN

Helping companies
order manufacturing
supplies in a
superfast way.

PROJECT NAME	MSC Direct	
ABOUT THE PROJECT	MSC Direct is the biggest B2B Industrail Supplies Store in North America. I created this project in a team of various UX designers and researchers. It is still under design and development. After many iterations and revisions MSC's website is now generating a huge revenue for the company.	
MY ROLE	UI/UX Designer	
KEY CONTRIBUTIONS	User Research	User Journey Mapping
	Surveys	Information Architecture
	Interviews	Low & High Fidility Designs
	Affinity Mapping	Usability Testing
TOOLS USED	   	
PROJECT LINK	https://www.mscdirect.com	

User Personas

User Personas were created keeping in mind product goals with a specific target audience rather than a generic one. It’s a representation of the real target audience data, gathered in previous researches such as user interview.



John Miller
MSC Requester - Large

Bio
John is a Project Manager at an energy company and an MSC requestor with a \$0 spend limit. He works both onsite and offsite locations. John handles 19-meter stations that are in remote locations. John works hard, managing floor operations and off-site locations, clearing tickets, attend the needs of floor employees get the work done while ordering materials.

- Goals & Ambitions**
- Hassel free product search
 - A database available with the list of commonly ordered products
 - Need for a single unified website with all the products required by his teams.
 - Do not have to work too much while ordering his regular products.

- Frustrations**
- Websites not good enough for product search
 - Ordering on call is outdated.
 - Time consuming order tracking
 - Limited information of order in emails
 - Buyer selects the wrong shipping address



Laura Jackman
MSC Buyer - Large

Bio
Kate is a ERP supply chain manager and MSC buyer. She focusing on operations and finances on site and offsite locations. She has been with the company for more than 15 years. Her daily activities includes purchasing, inventory, budgeting, shipping, receiving, invoicing any other needs at the facility. Attention to detail and staying with in budget is her top priority.

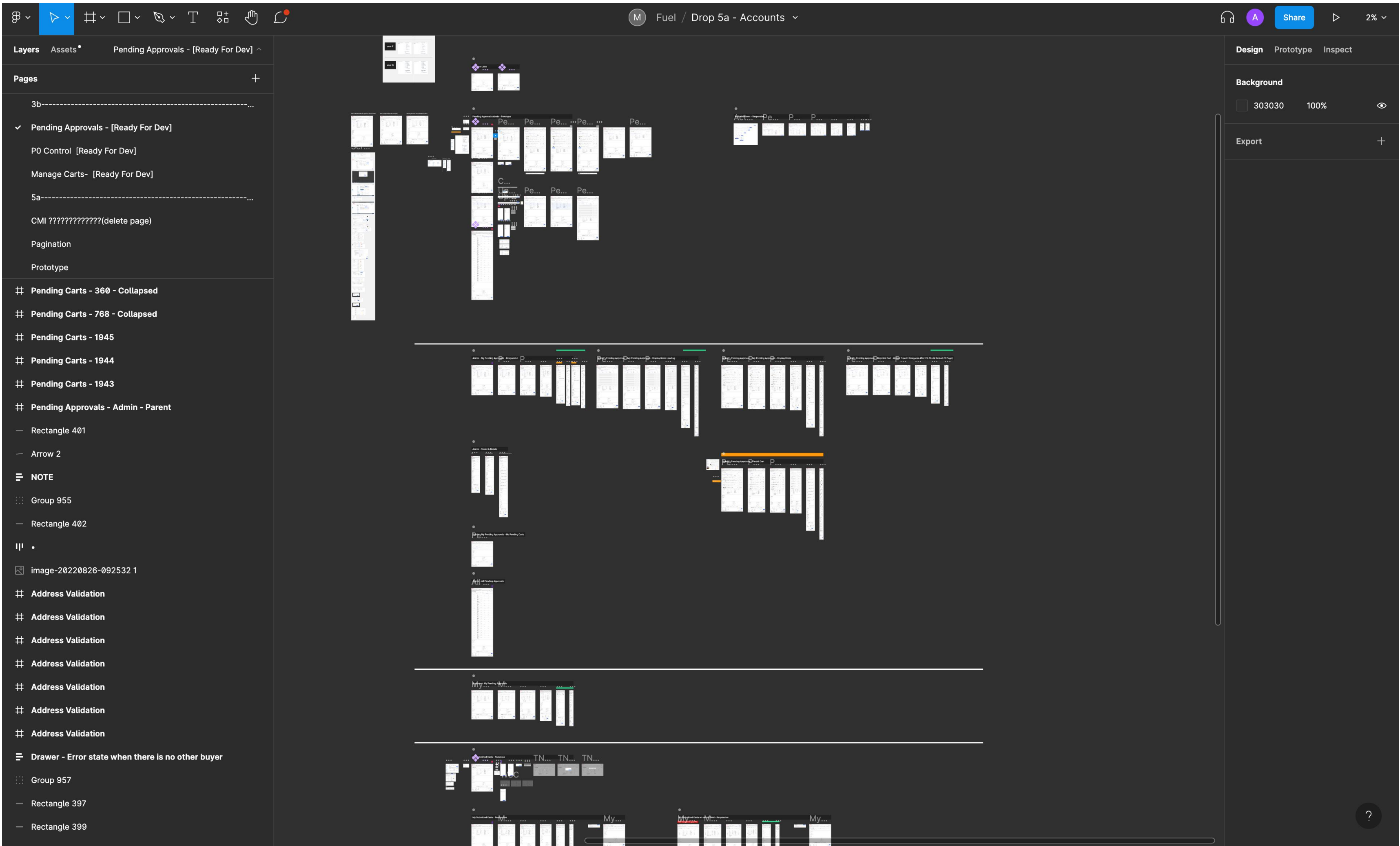
- Goals & Ambitions**
- Facilitate clear communication with stakeholders about the orders status within the company.
 - Manage and track monthly spend by PO to stay within budget.
 - Communicate updates about monthly budgets and trends to leadership.

- Frustrations**
- Time consuming order tracking
 - Seeking approvals for additional budget.
 - Lack of knowledge about MSC features
 - Supply chain issues
 - Increase in pricing.
 - Limited information about direct ship items

[illegible]

Behind The Screens

After a thorough user research and brainstorming sessions, I worked on creating the UI designs for the platform, starting with the landing page and then move further and designing screens for different modules. An organized workspace helped me in keeping track of my work progress and maintain the consistency in design



WEB APP

Providing a platform to buy cars with crypto currencies.

PROJECT NAME

AutoCoinCars

ABOUT THE PROJECT

The UX for this website was revamped after highlighting the pain points while I was working at Face44. The client wanted this website to have a modern and easy on eyes UI. Users can buy and sell cars online with cryptocurrencies using this website.

MY ROLE

UI/UX Designer

KEY CONTRIBUTIONS

User Research

Low & High Fidelity Designs

User Flows

Usability Testing

Design Sprints

Design System

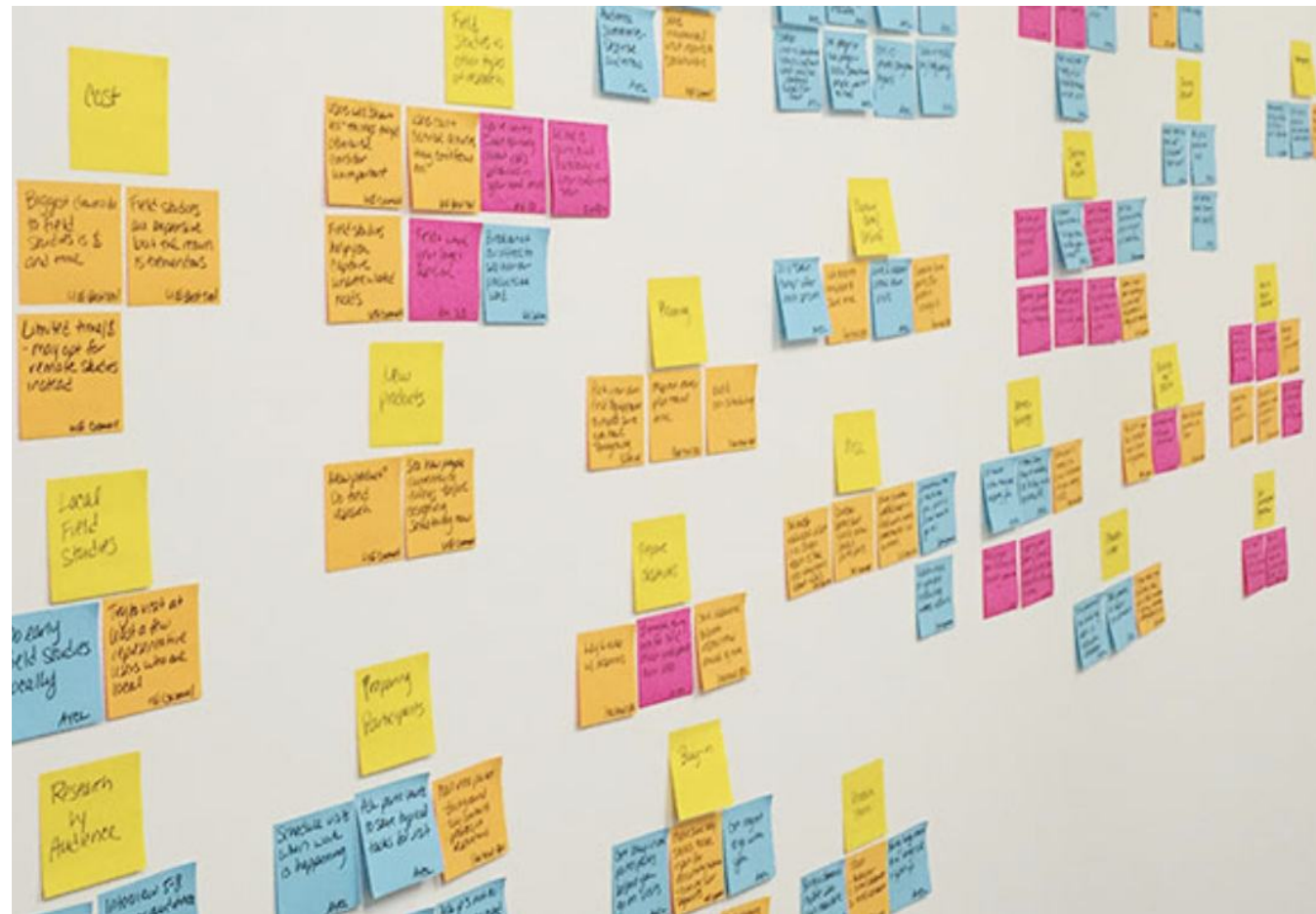
TOOLS USED



PROJECT LINK

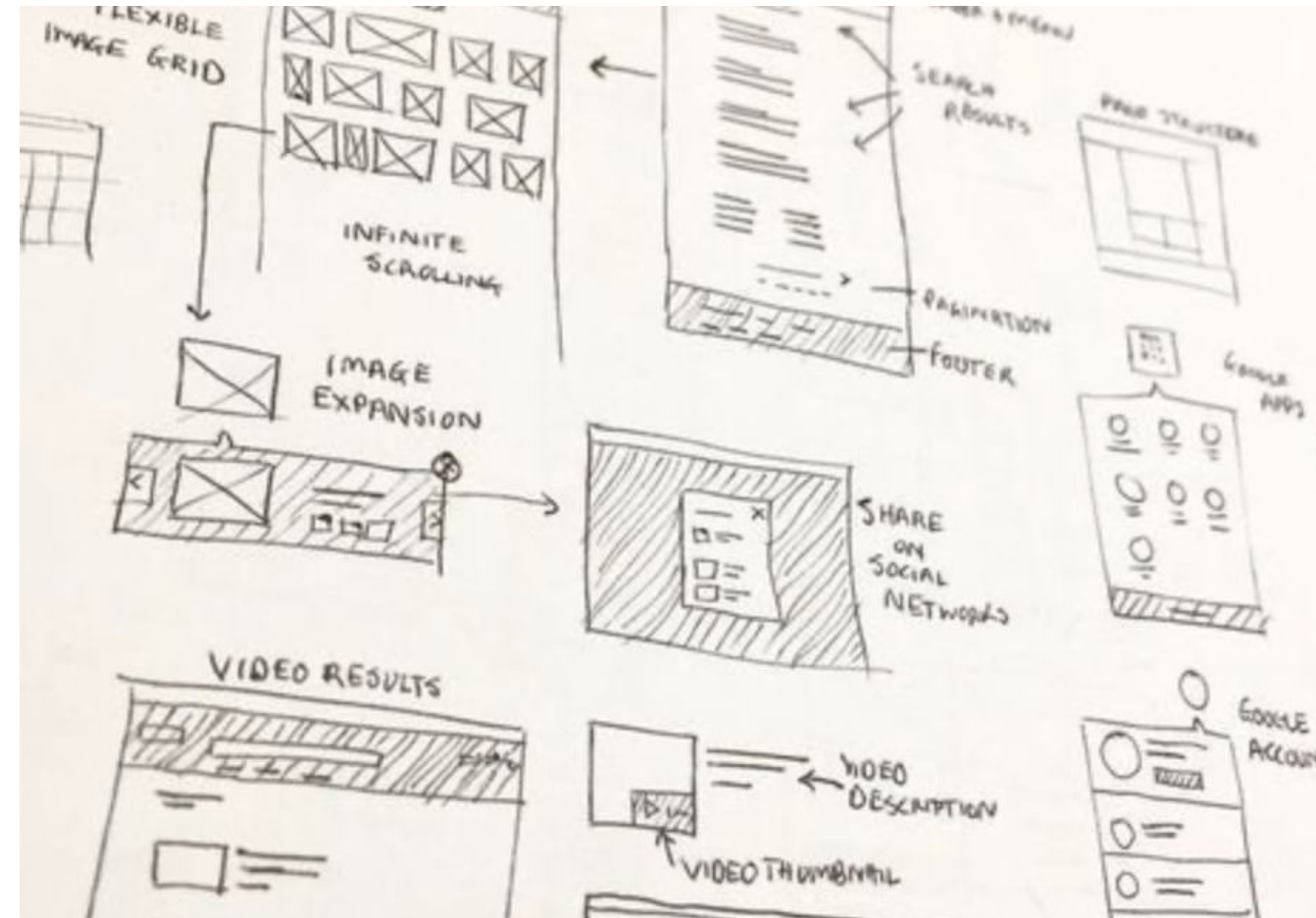
<https://www.figma.com/file/gvtY86XnR1nbl2KkR7f5Rr/AutoCoinCars?node-id=0%3A1>

Design Sprints



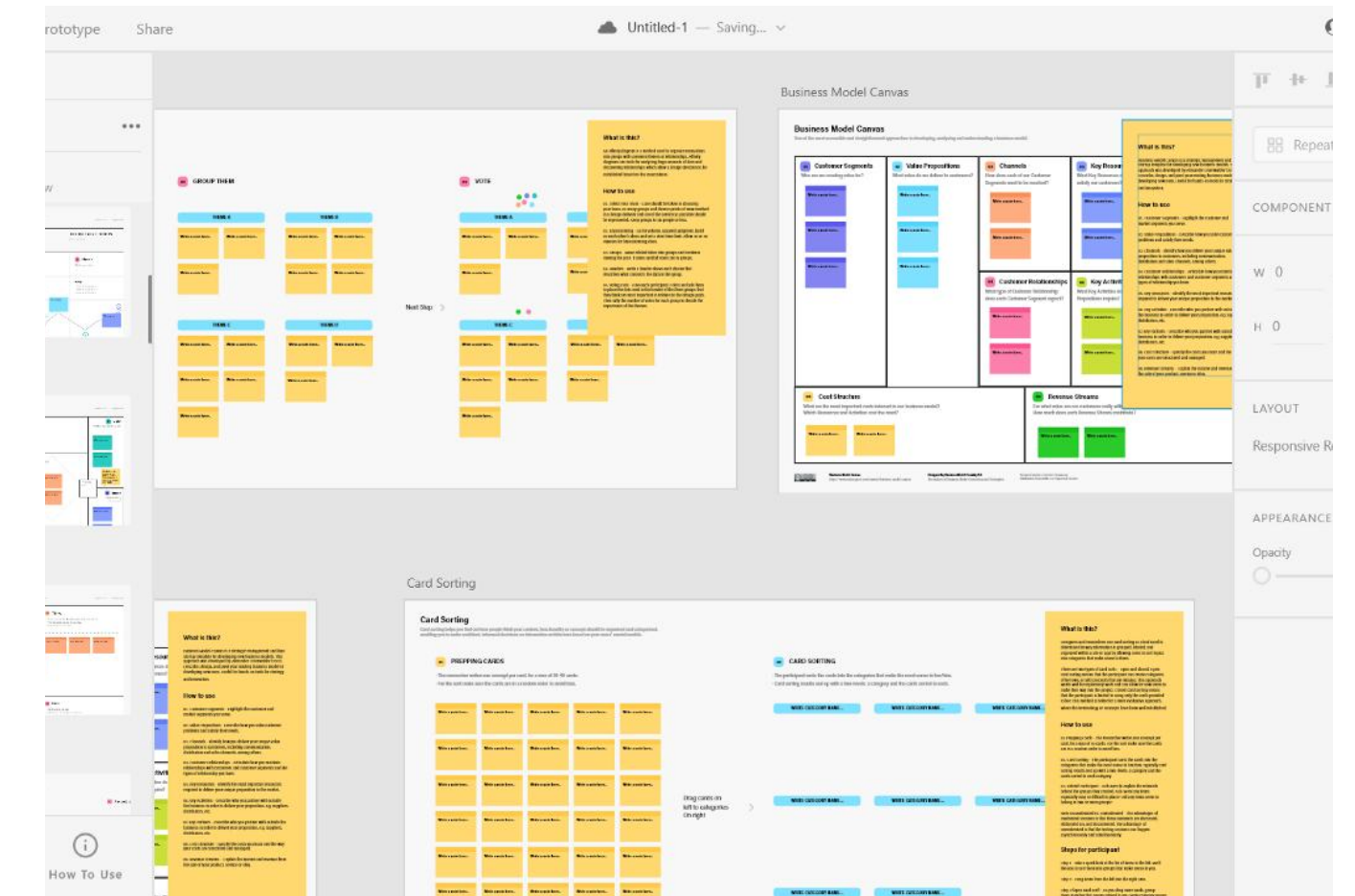
BRAINSTORM

A brainstorming session was organized by the product team to generate ideas to solve clearly defined design problems. It took place in a controlled conditions and a free-thinking environment to help the team approach a problem by such means as “How Might We” questions. They produced a vast array of ideas and draw links between them to find potential solutions.



SKETCH

To further refine the ideas from the brainstorming session, sketches were made to quickly explore more workable concepts. Putting ideas quickly on paper is quick way to evaluate them to see if they are worth exploring further. For me, it is the best way to quickly generate, iterate, and communicate design ideas to myself and to others.



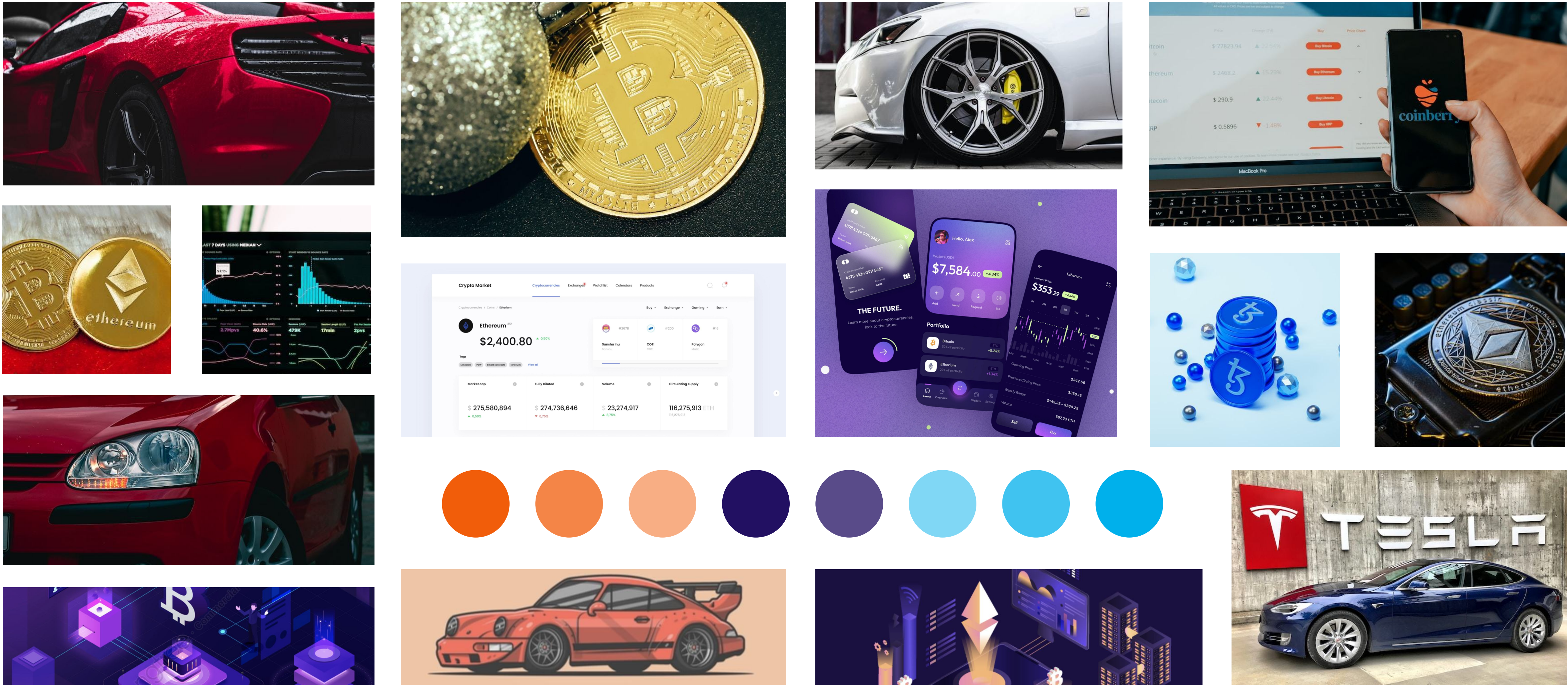
ORGANIZE

Different methodologies eg. affinity mapping, card sorting, task analysis, user journey mapping etc. were used to organize the data from the focused sprints and take informed descisions about the product. These UX research methods can help shape a product’s design and can come up with a product that serve both customers and businesses more effectively.

IDEATE

Moodboard

Moodboards are an essential part of my brainstorming process. Once the initial project has been set in motion, creating a mood board helps in developing the ideas and establishing the basics of what the end result could ideally look like.

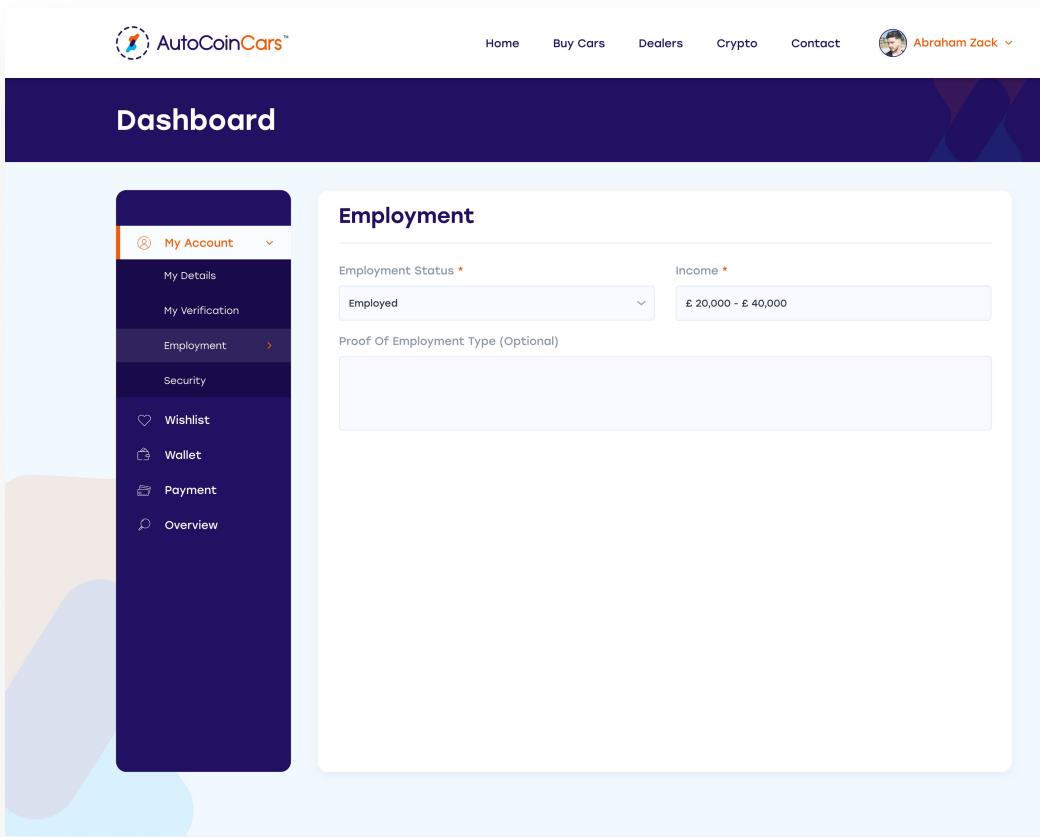
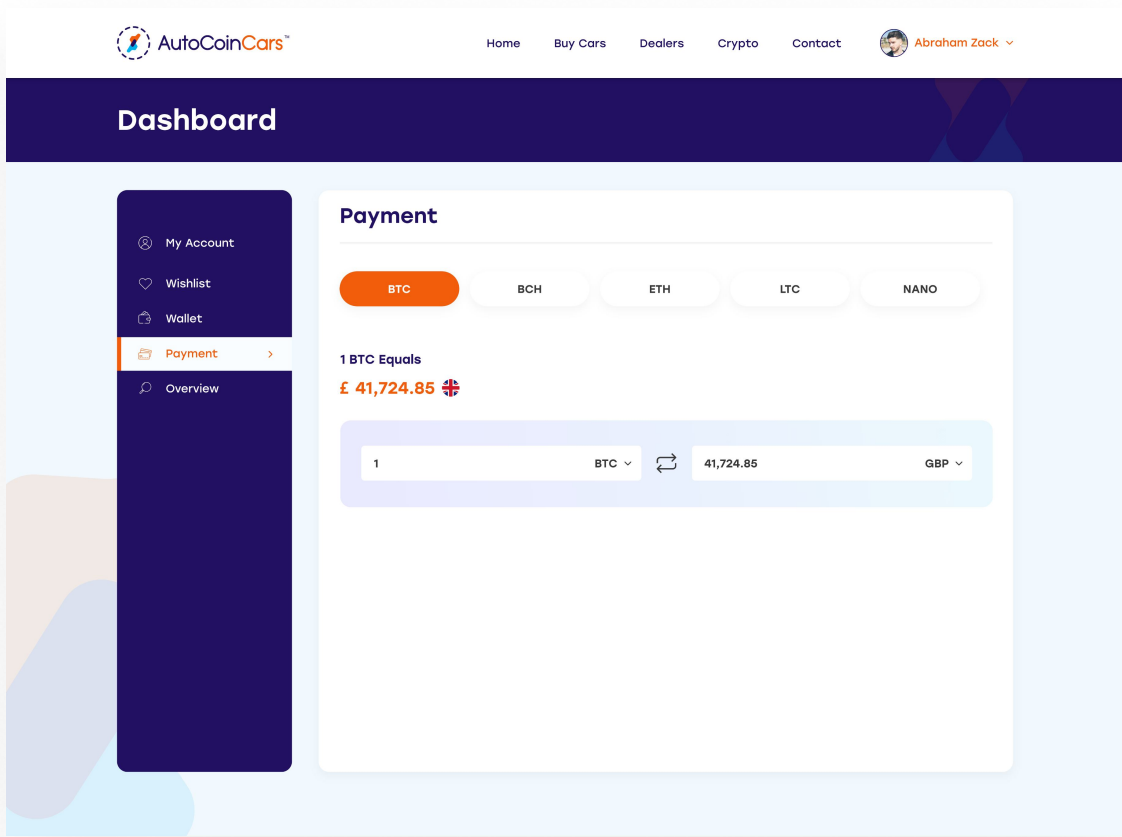
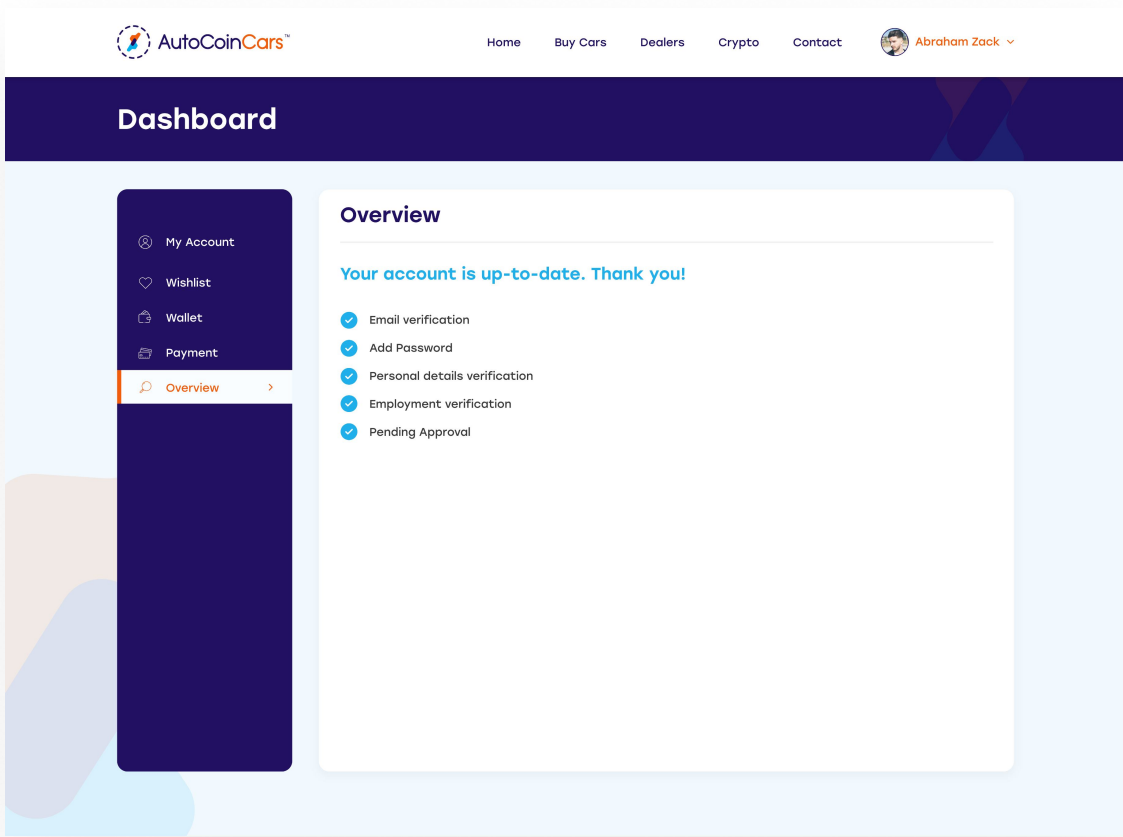
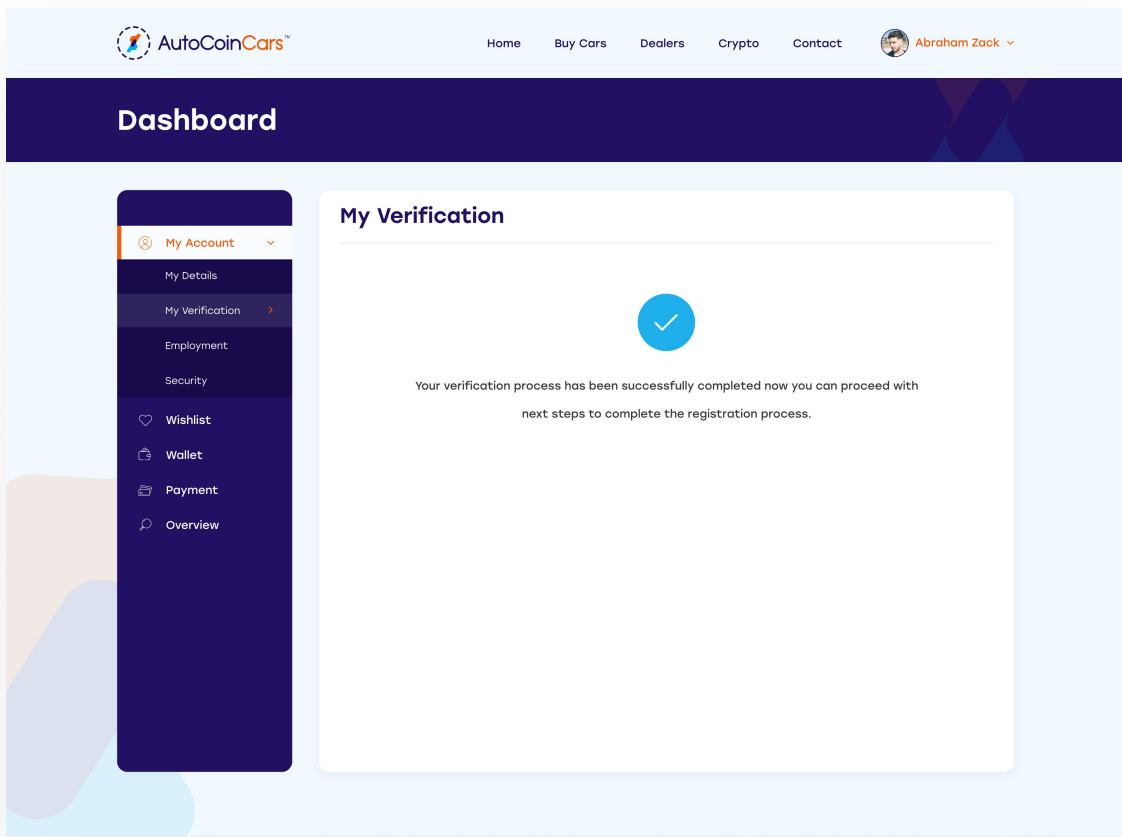


DESIGN

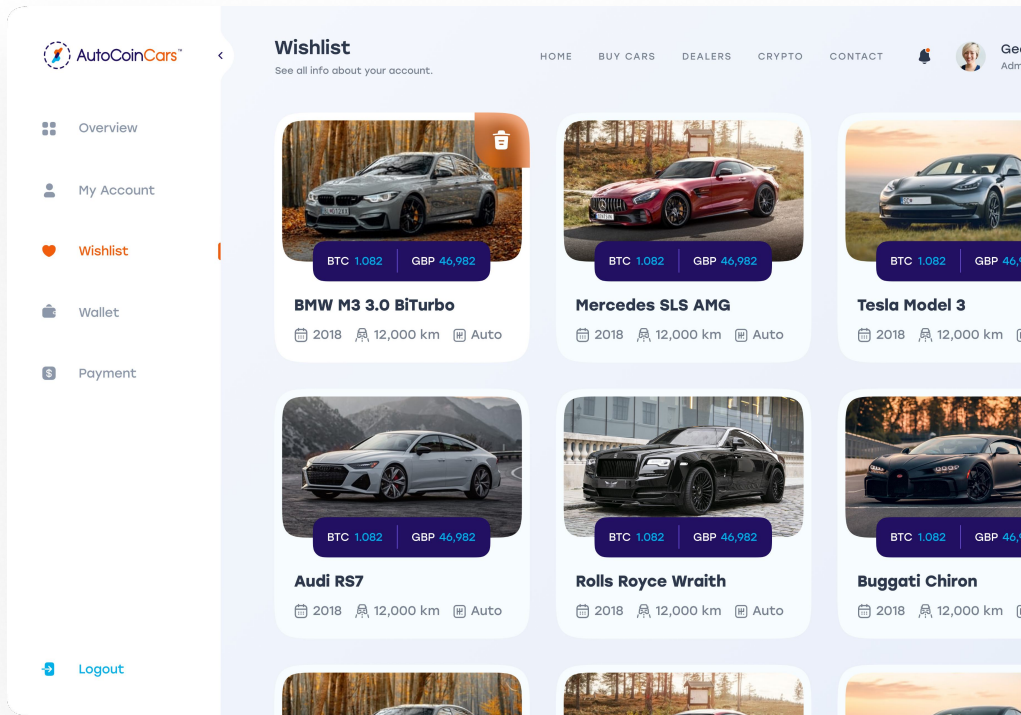
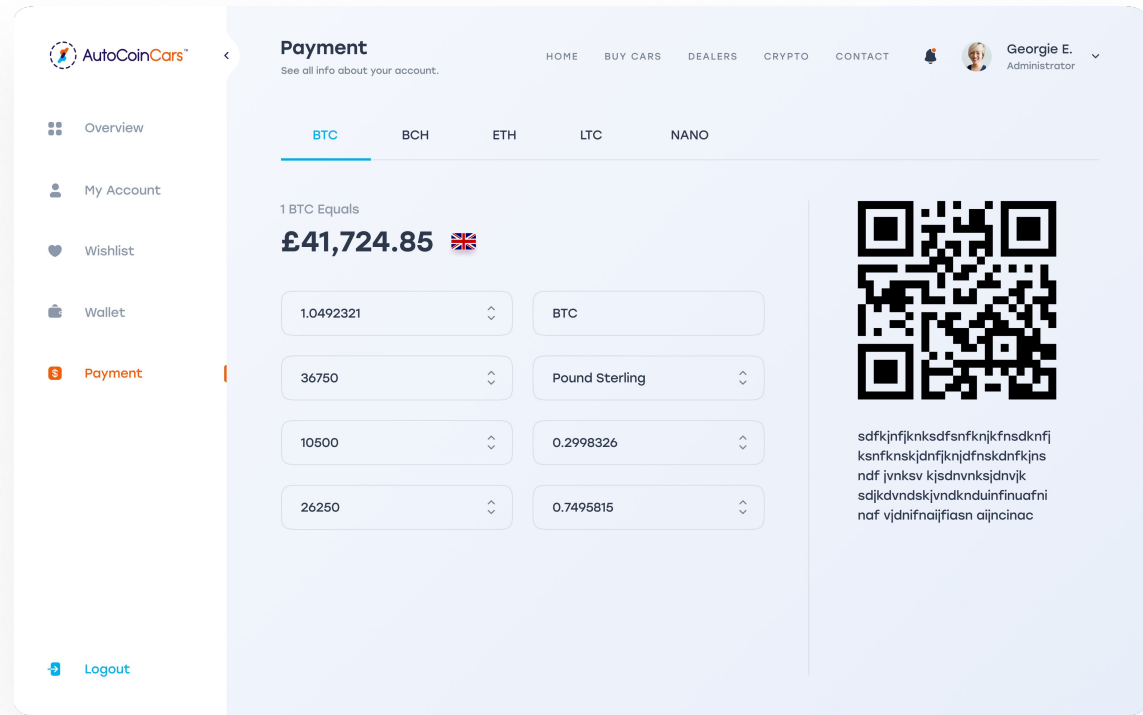
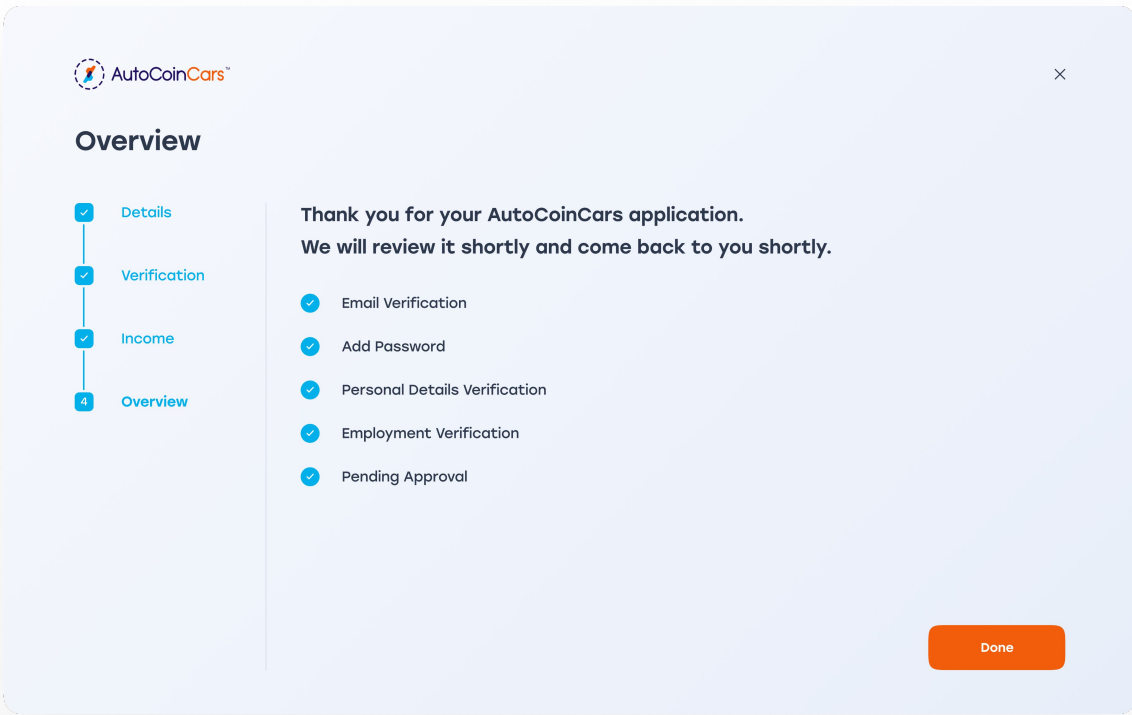
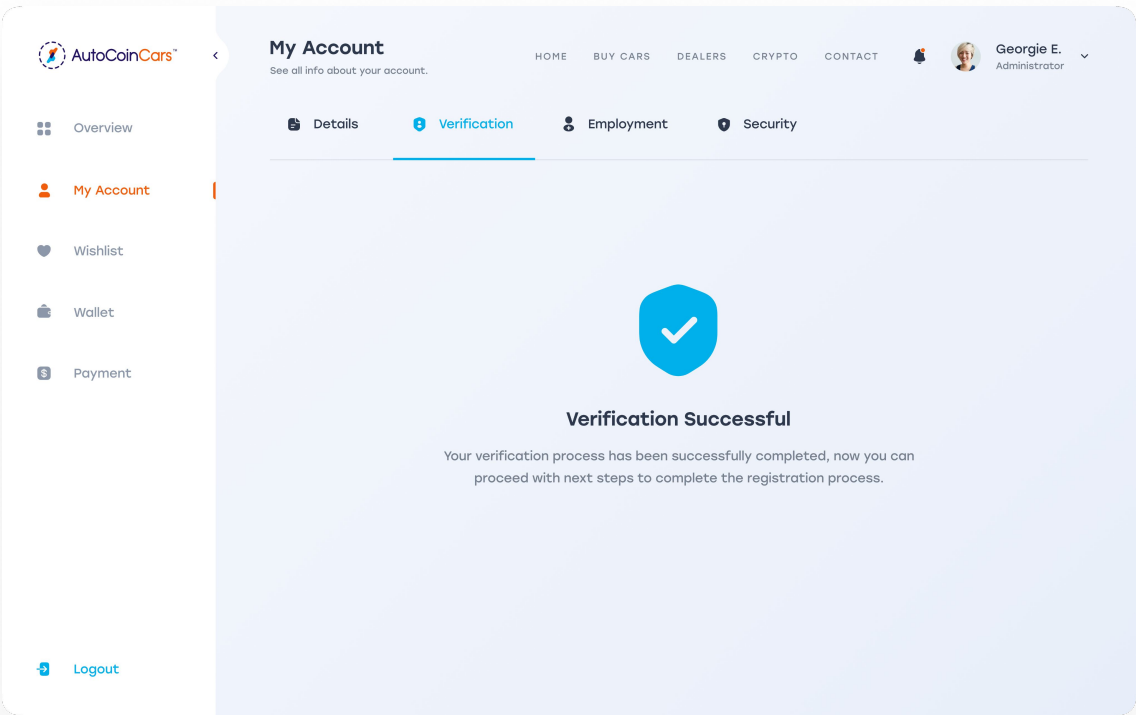
Revamp

The process to design took numerous iterations, brainstorming sessions and design sprints to completely revamp the old design. It consisted on 50+ screens with each module taking a deep user centric approach followed by usability testing to make changes and improvements as required.

OLD



NEW



Thank You!

Looking forward to add value in your venture

Faisal Ali Khan

<https://www.linkedin.com/in/faisal%C3%A1likhan/>

+92 300 8637620

faisalalikhand@gmail.com