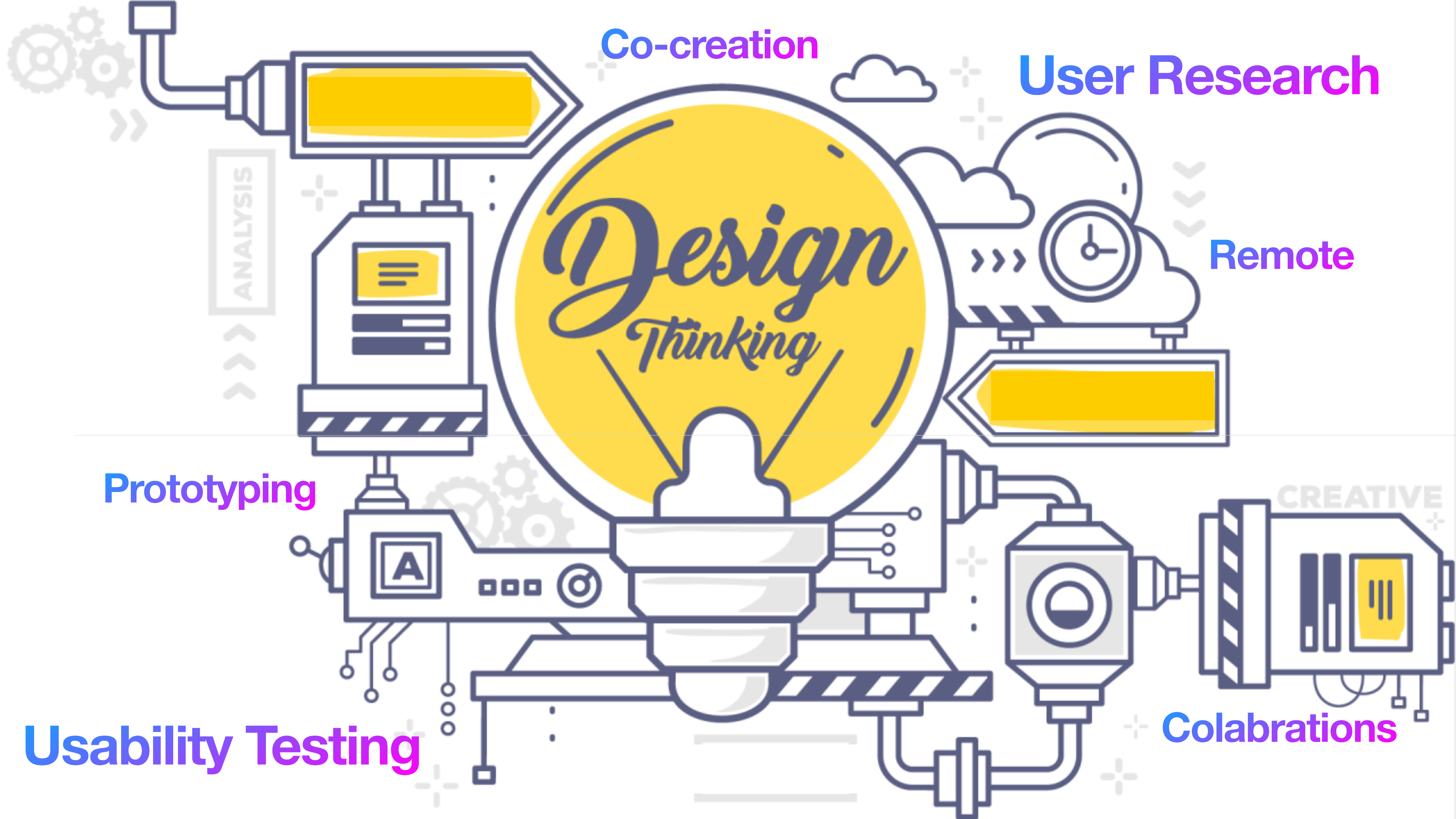




Agenda

- Let's get to Know each other
- Design Thinking
- Design Thinking for Digital Products
- Remote Digital Product Innovation Process

About Me



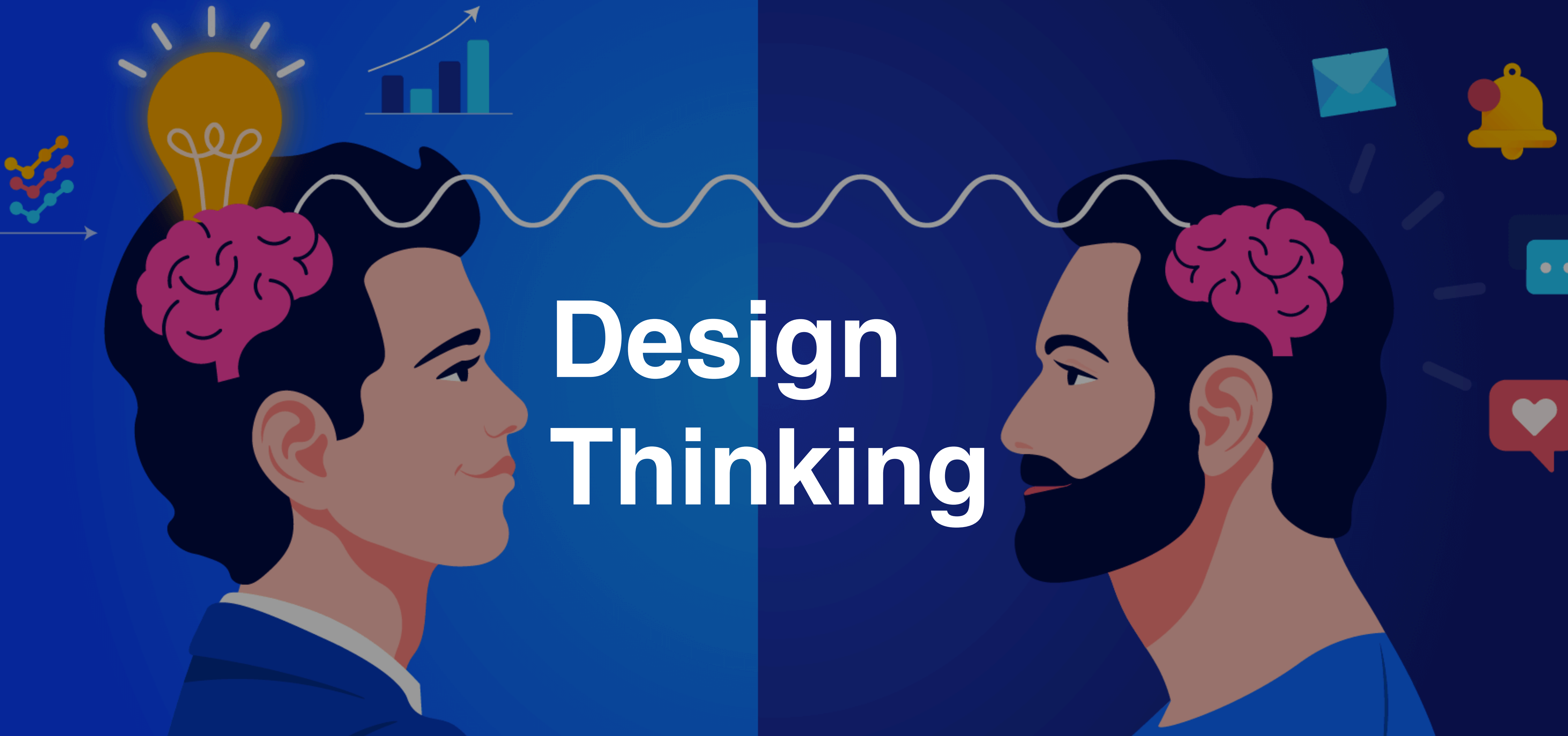
Design Thinker

Chaitrali Palande

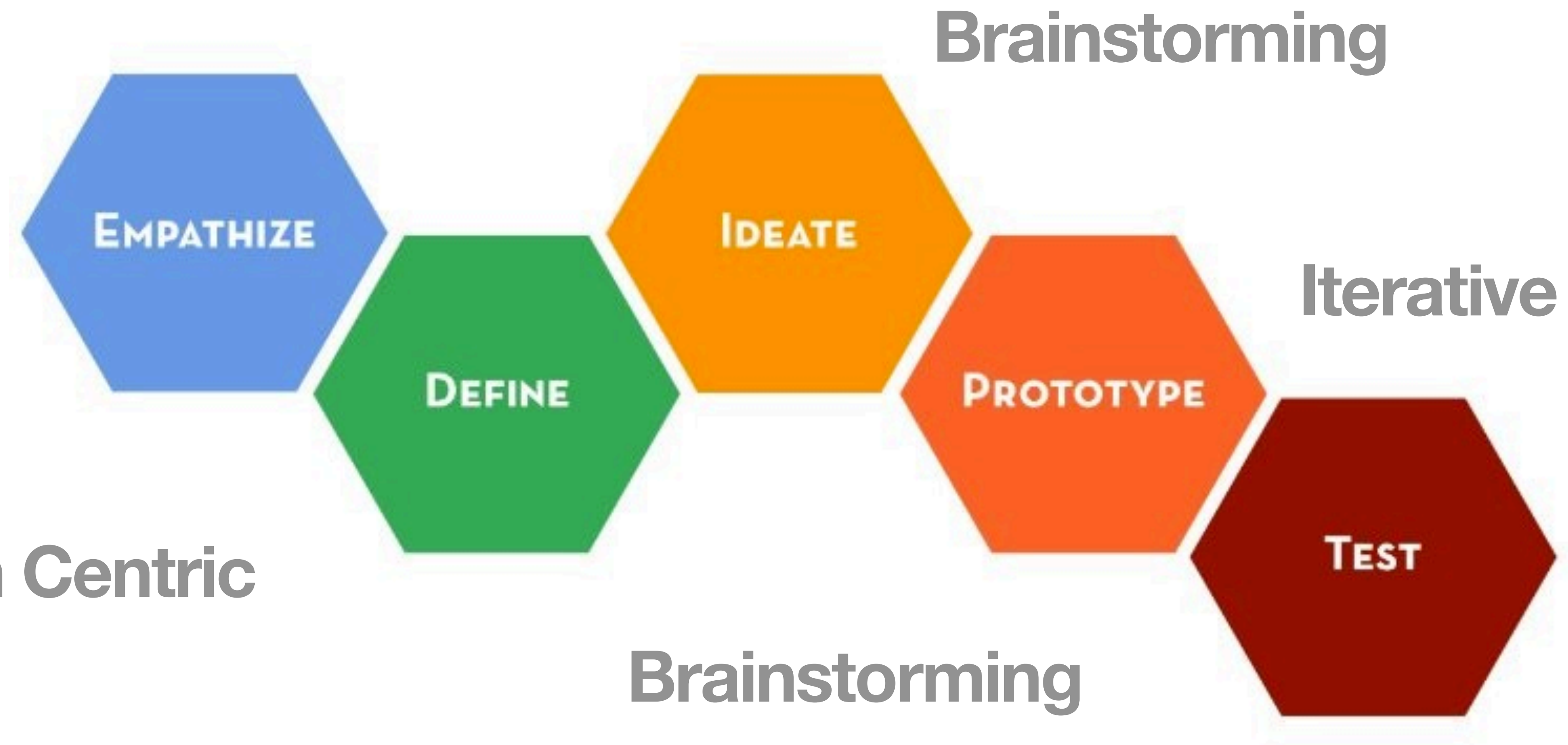
Sr. Digital Consultant at Robosoft Technologies

I am an experienced UX Researcher and Innovation Consultant, with around 7 years of experience conducting Design Thinking Projects, Design Sprints, and User experiences research for digital and physical products. I help companies tackle complex problems and innovate using Design Thinking methodology.

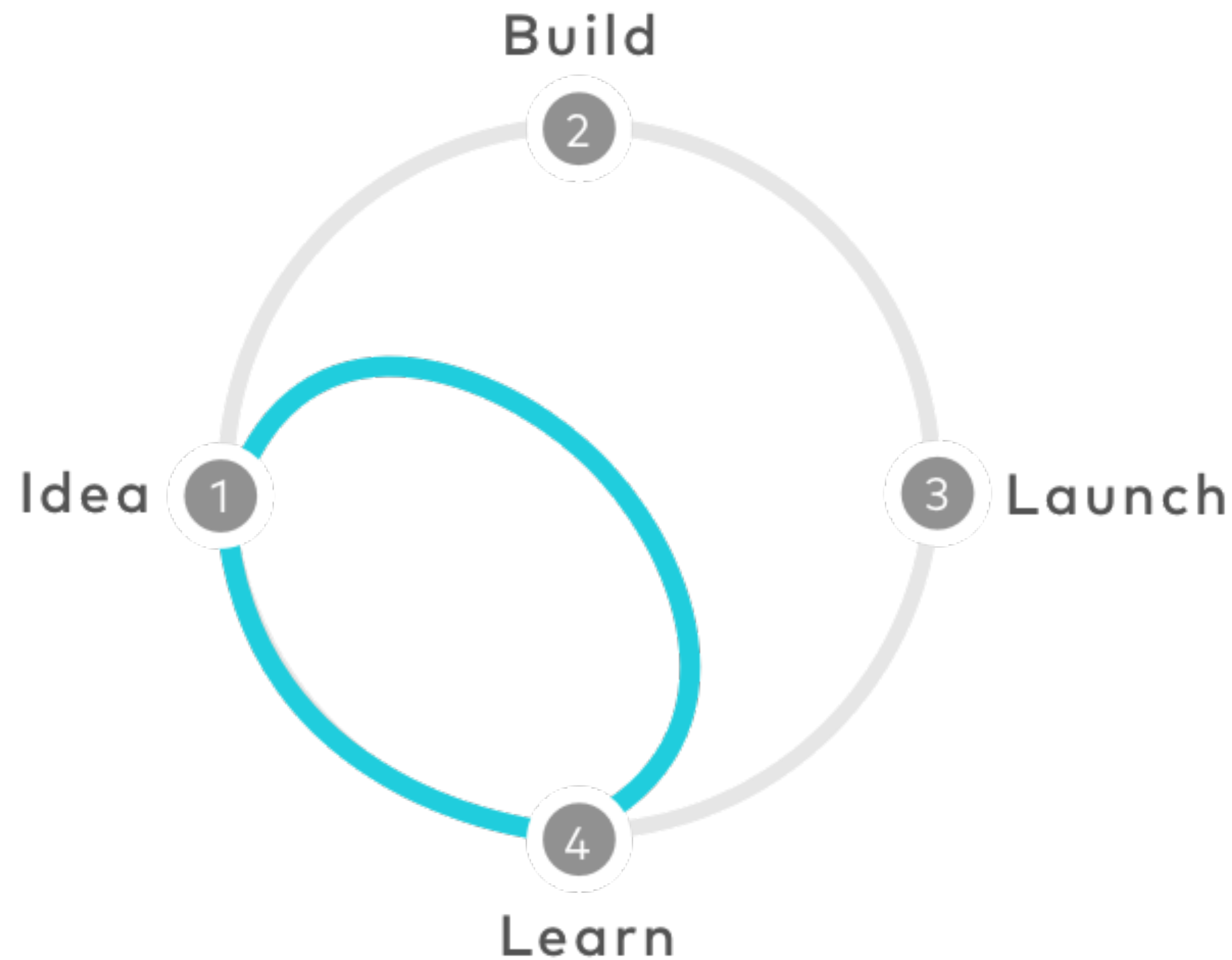
Design Thinking



Design Thinking



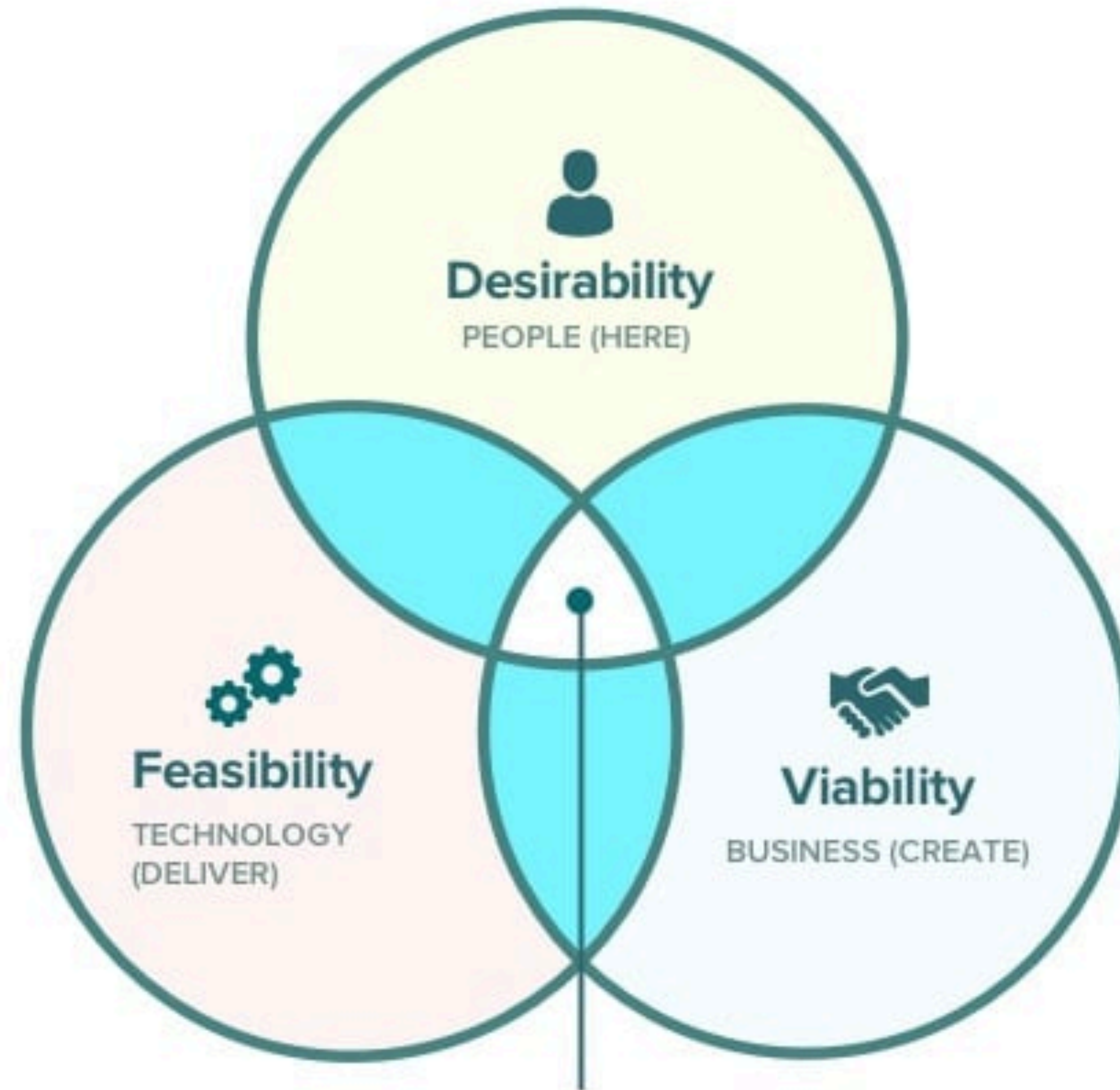
Design Sprint



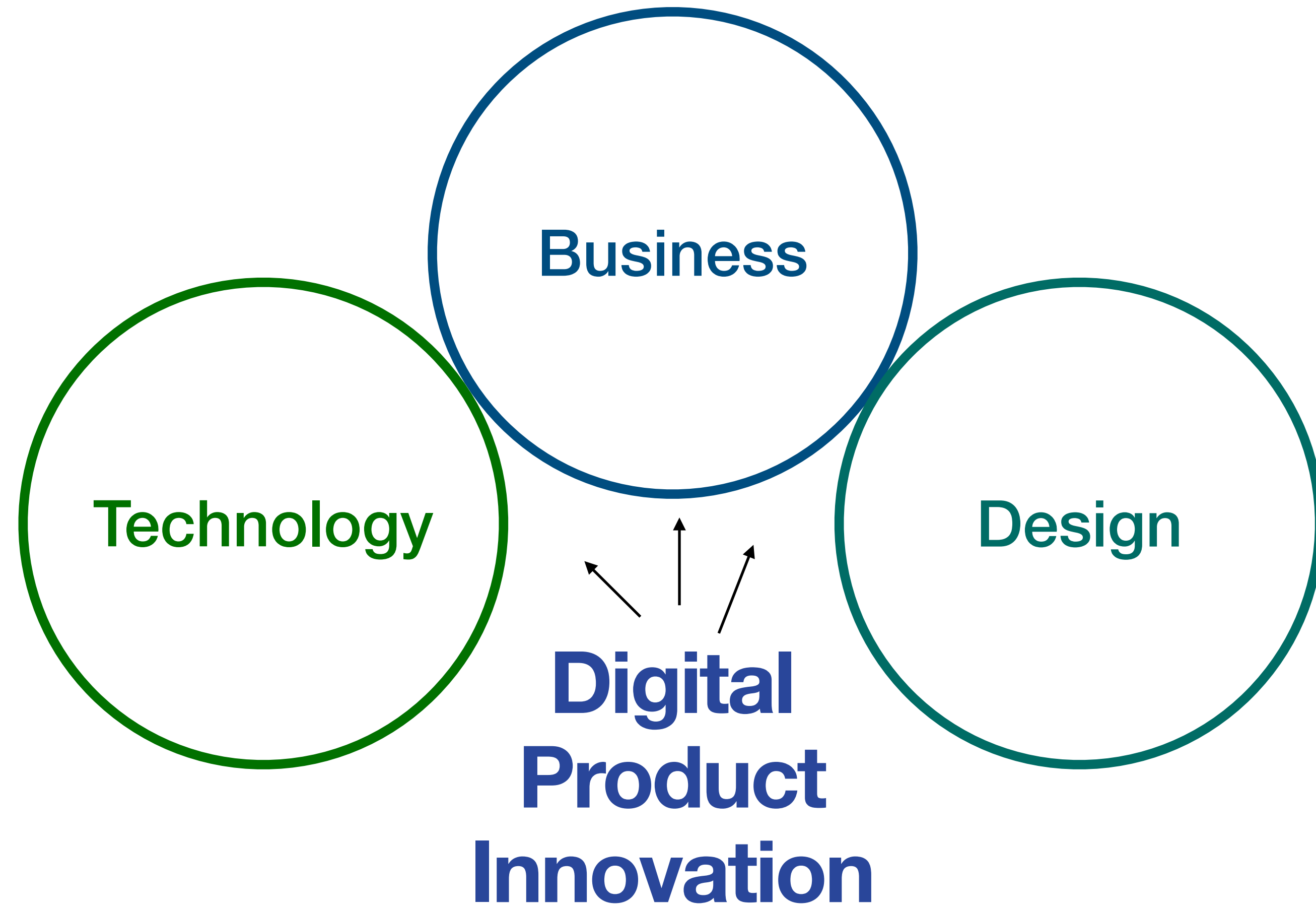
- The sprint gives teams a shortcut to learning without building and launching
- Five-day process for answering critical business questions through design, prototyping, and testing ideas with customers

An isometric illustration on a dark blue background depicting various stages of a design thinking process. In the top left, two men in suits shake hands on a platform. In the center, a woman in a pink top and blue skirt stands on a platform, looking at a large screen displaying user profiles and a magnifying glass. To her right, a pink office chair sits on a platform with a 'VACANT' sign. In the bottom right, two men in suits sit at a table, discussing documents. In the top right, a person sits at a desk with a computer monitor. The entire scene is composed of several isometric platforms and steps, suggesting a workflow or process.

Design Thinking for Digital Products



Human Center Design



Commencement



Foundation of the Project is built by understanding expectations, Problems and Market from key stakeholders.

Co-creation

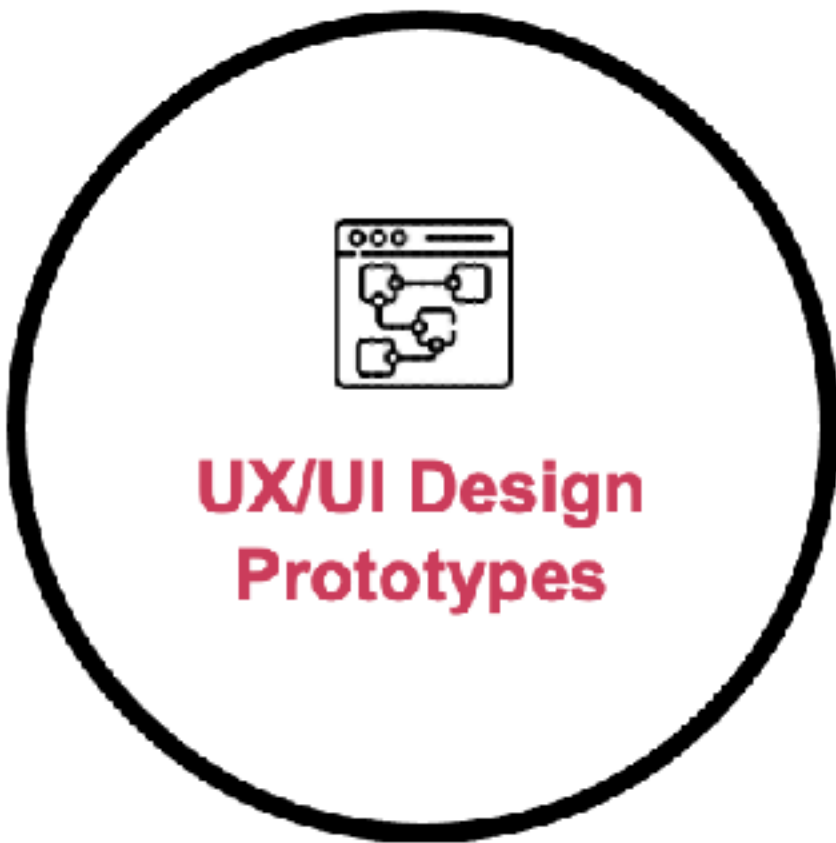


Discovery stage is about Research and learning from users, competitors and Product/Technologies



Collaborate with key business stakeholders to define our Vision as well as Ideate & Validate solutions to bring it alive

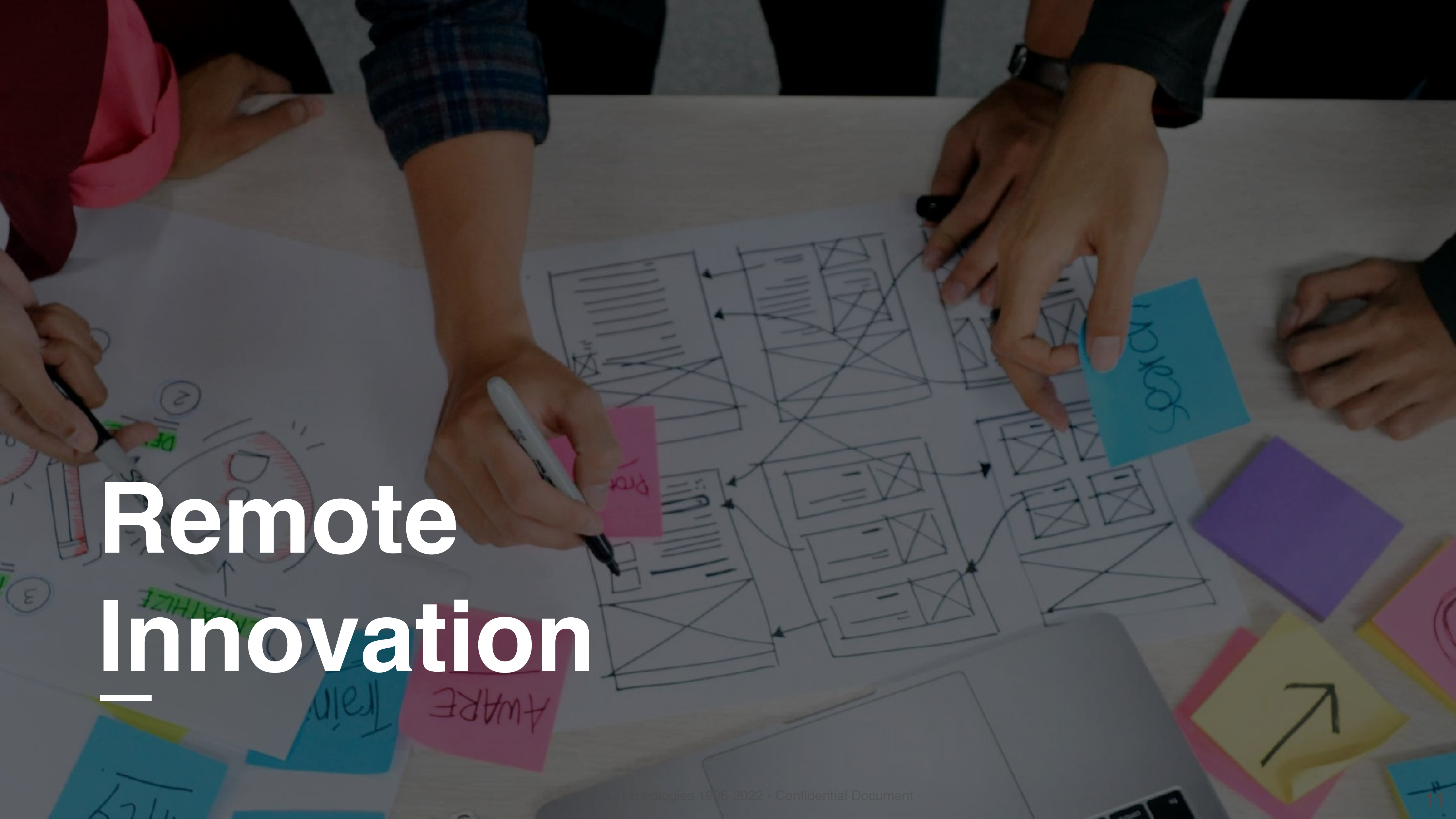
Consolidation



Design Prototype of selected concept/solution and Strategy to develop it..



Test if Prototype achieves our vision. Collect feedback & update. Create Proposal to understand Design + Dev efforts required.



Remote Innovation

Who needs it

- Bringing a concept of new product to life
- For an existing product, exploring and planning future steps
- For an existing product, Solving Key problems

Why Remote

- Innovating Beyond Boundaries
- Less Time and Cost investment for individuals
- Availability of Tools
- Acceptance of remote working and communication



Stage One

Planning

- Discussion with Key stakeholders and relevant departments/teams
- Understand Business Objectives, Priorities and Product vision
- Define the Target market & User personas
- Define key problem statements for Research

Discussion with Key stakeholders and relevant departments/teams

Stakeholder Meeting

Agenda : Current State and Key Problems
Attending :
1. Matt, Customer Engagement
2. Jenny, Analytics

Questions : Target market

- Initial target Market : Country and Industry
- What kind of users will be our initial customer base? (Target market)
- Current State key issues you have observed

Identify Key Stakeholders

Stakeholder Meetings and Interview

Scope Buy_in

Understanding & Defining clear scope

 Vision Help teams create great, UX-rich products			
 Target Group Users: Product managers and product owners Customers: Mid-size to large enterprises	 Needs Easily integrate UX artefacts into a product backlog	 Product Tablet app; data is held in GreenHopper Looks like a physical canvas; intuitive to use Provides guidance and templates	 Business Goals Open up a new revenue stream Develop our main brand

Identify the core purpose for creating this Solution.

Key business objectives

Our value proposition for end-users.

Who is our right end-user

Stage Two

Discovery

- Research Planning
- Hire end-users and schedule interviews
- Design Interview Questionnaire
- Conduct empathy interviews
- Analyse the data
- Competitive analysis & benchmarking
- Design audit and Tech Audit : review current websites and identify problem areas

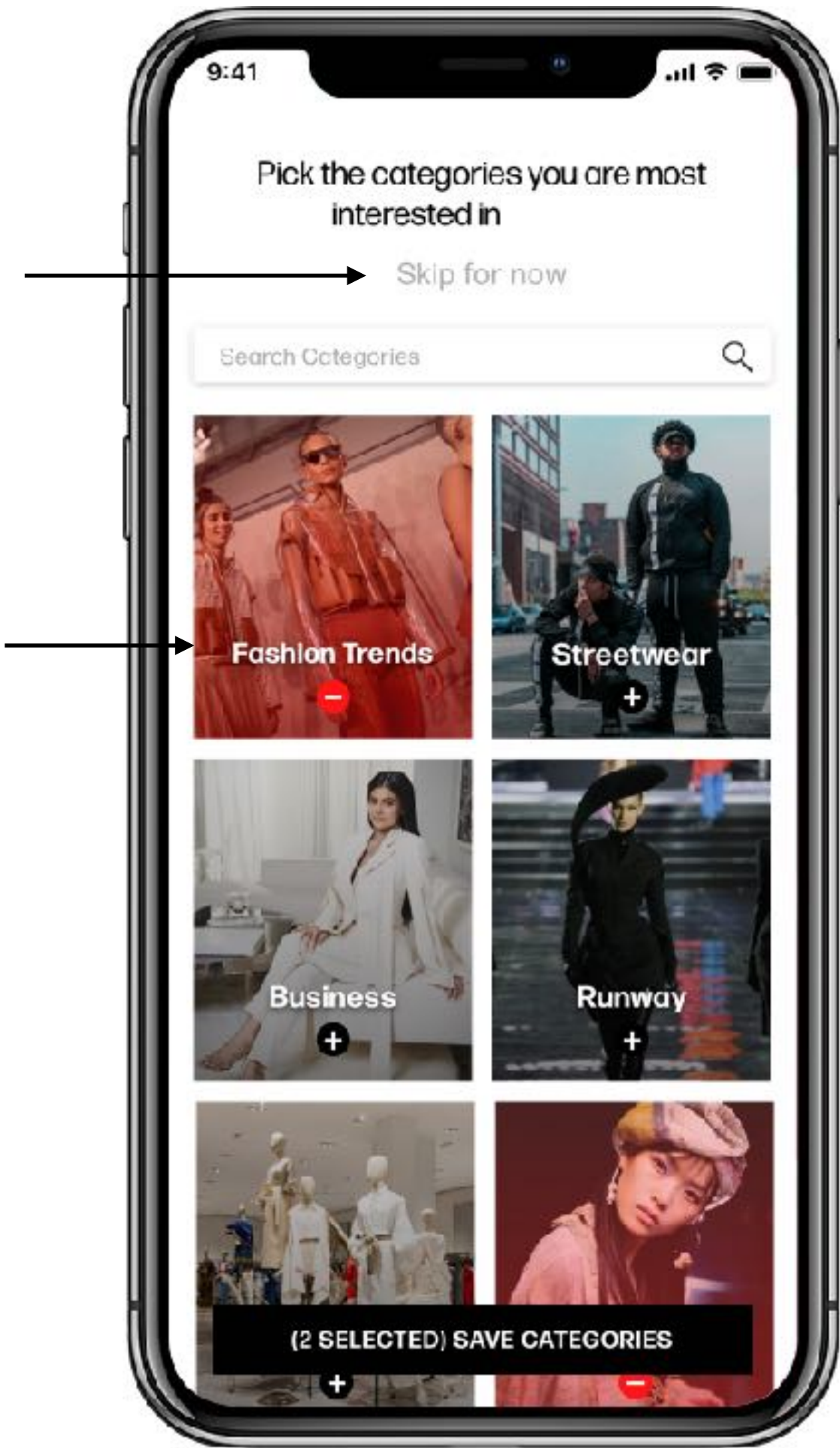
UX Design Audit

Movement &

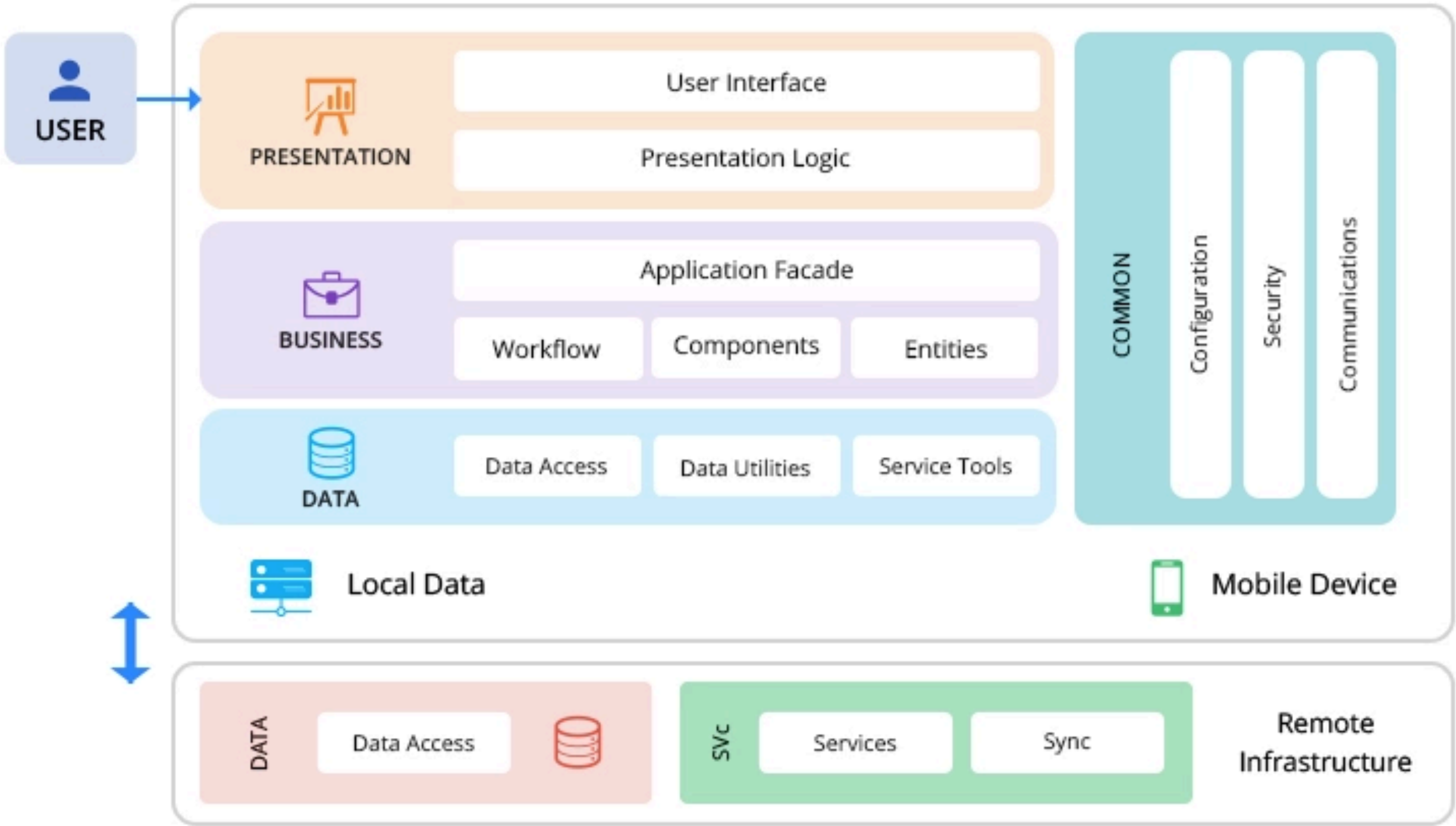
Skip in between the content flow is a negative push and prompts user to skip. Allow user to pick categories and then skip the screen. Position skip on top right.

Visual Hierarchy &

Category title font need to be bigger and legible.
+ and - icons are not required. Use the thumbnail to select/unselect.



Tech Audit



Understanding our end users

Build the connect through empathy

Identify the right persona's and elicit emotional responses / insights from their individual stories their feelings, needs interests, lifestyle and analyse pain points across the journey.



Hiring Right users for Interview

1 on 1 interviews

Build a questionnaire as topics of conversation

User Research : Research Session



Have a conversation

Listen more

Screen sharing is your secret weapon

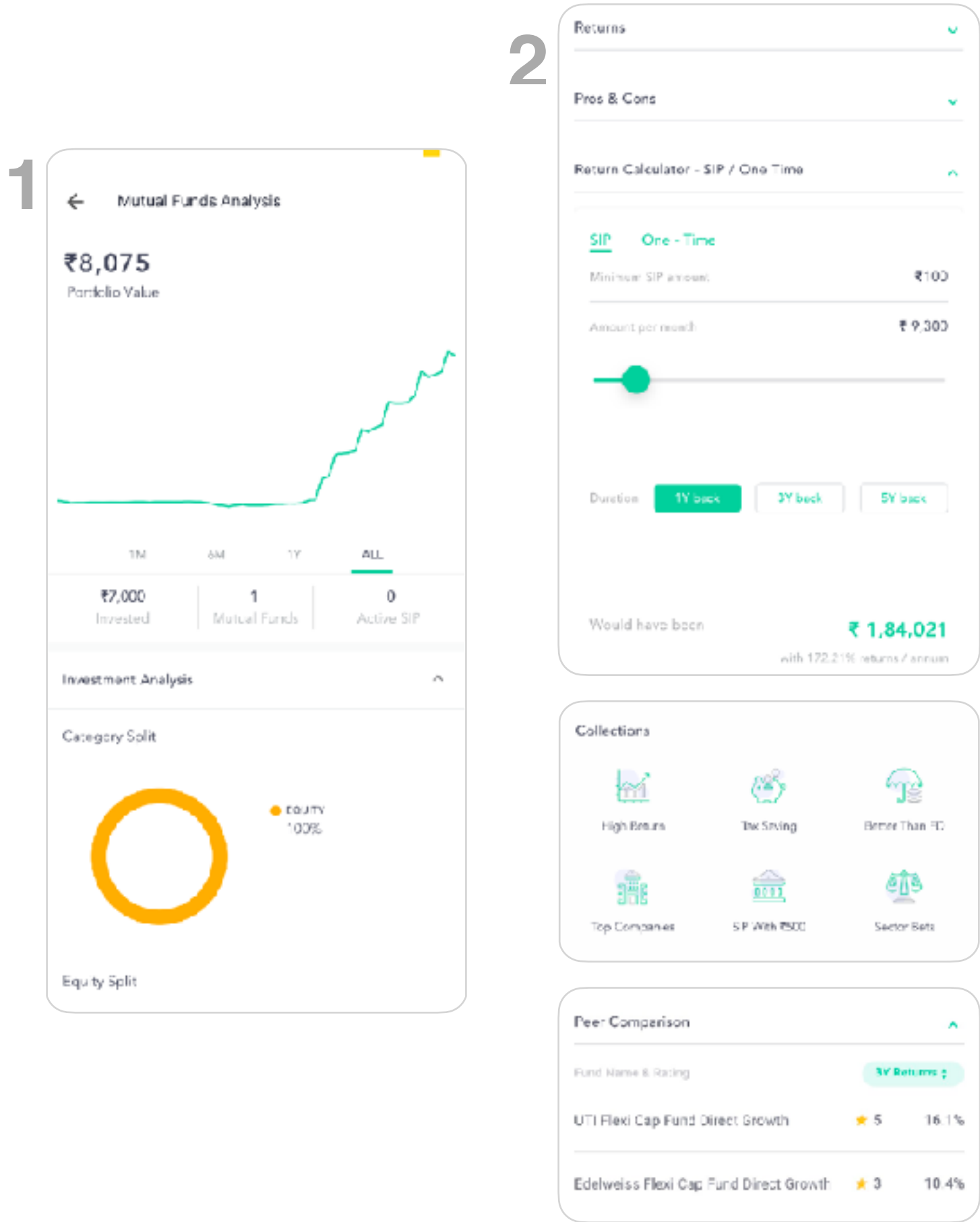
Limit number of people on call

Competitor Benchmarking

Assessment of feature highlights that add value

Study competitor products (UX/ Design) and compare features of strategic fit

- 1. Clean and simplistic design interface when it comes to analyzing the investments.



- 3. With just 3 steps and minimum user input it caters effortless and convenient investment journeys.

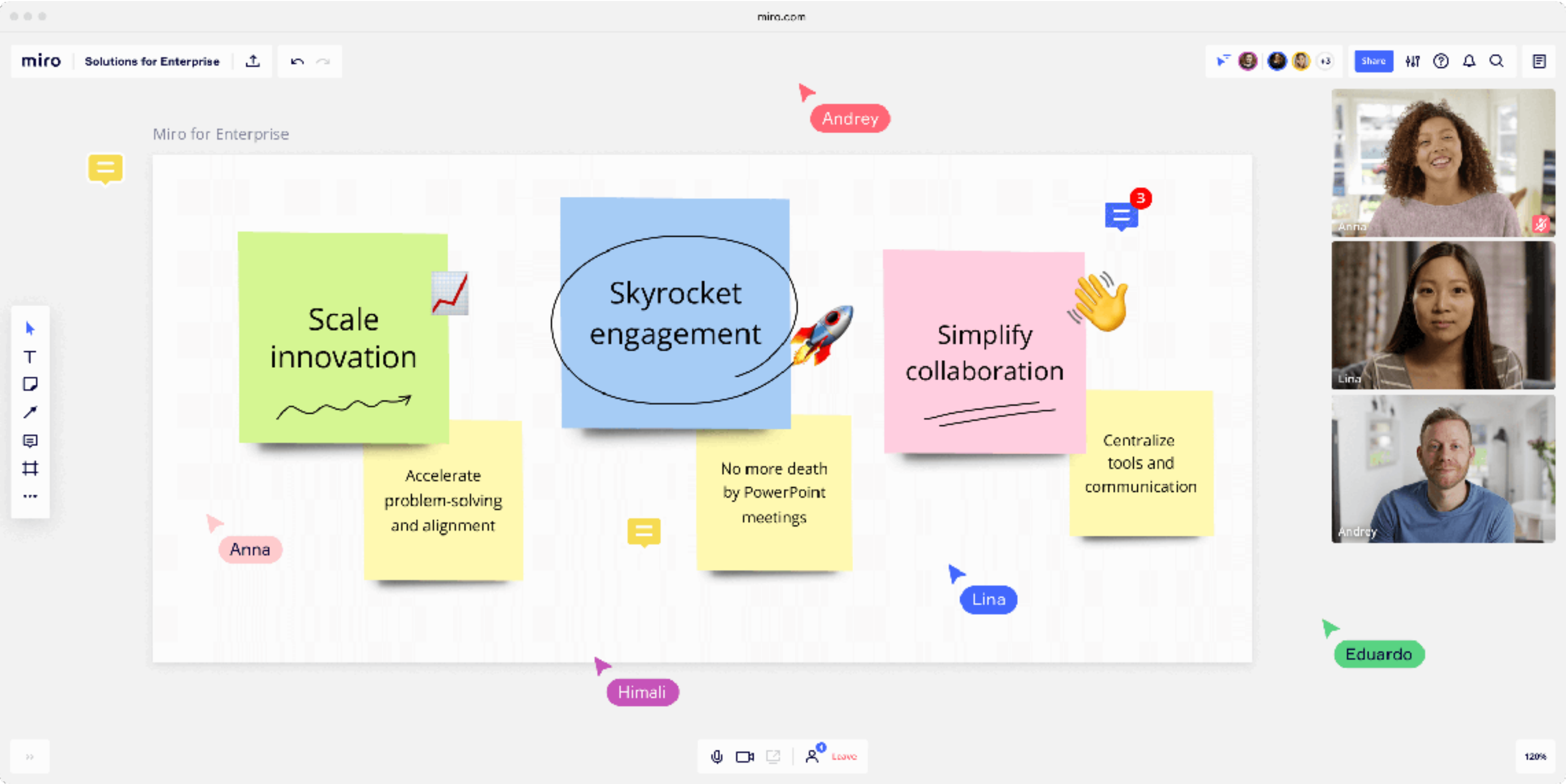
- 2. New users, can pick up funds from the objective driven collections, whereas, in the same journey an expert can evaluate the fund using comparison parameters and calculators providing similar yet different experiences to both.

Stage Three

Immersive Workshop

- Define Product Vision and Roadmap
- Ideation and Solution designing
- Validating journeys and features
- Feature Prioritisation
- Consolidation of workshop

Remote Workshop

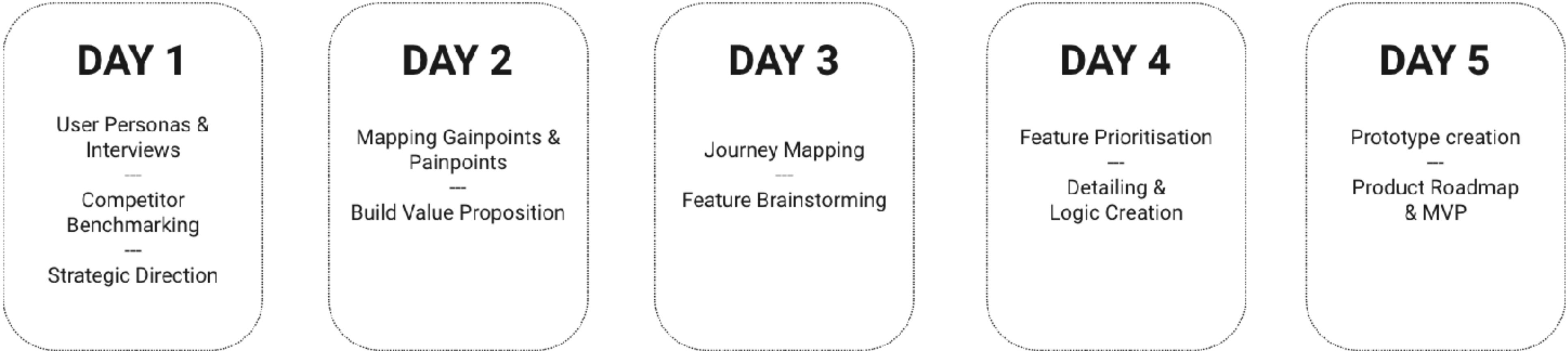


Build and Maintain creative environment

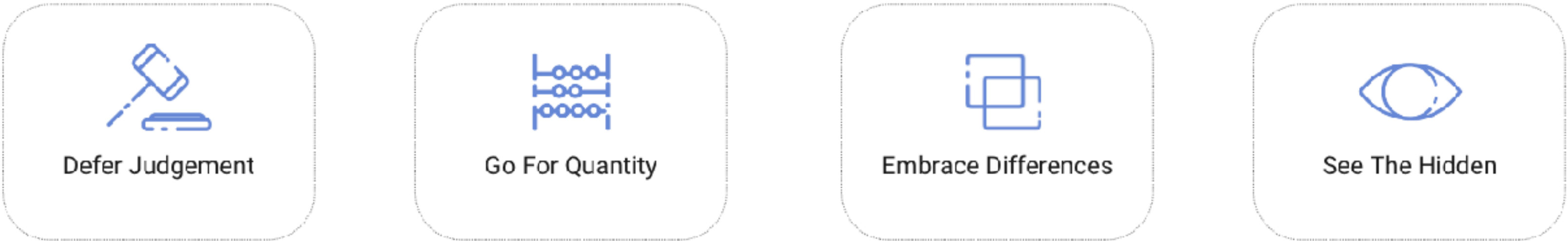
Provide tool walkthrough

Template and Instructions for each Activity

Remote Workshop



WORKSHOP PRINCIPLES



Stage Four

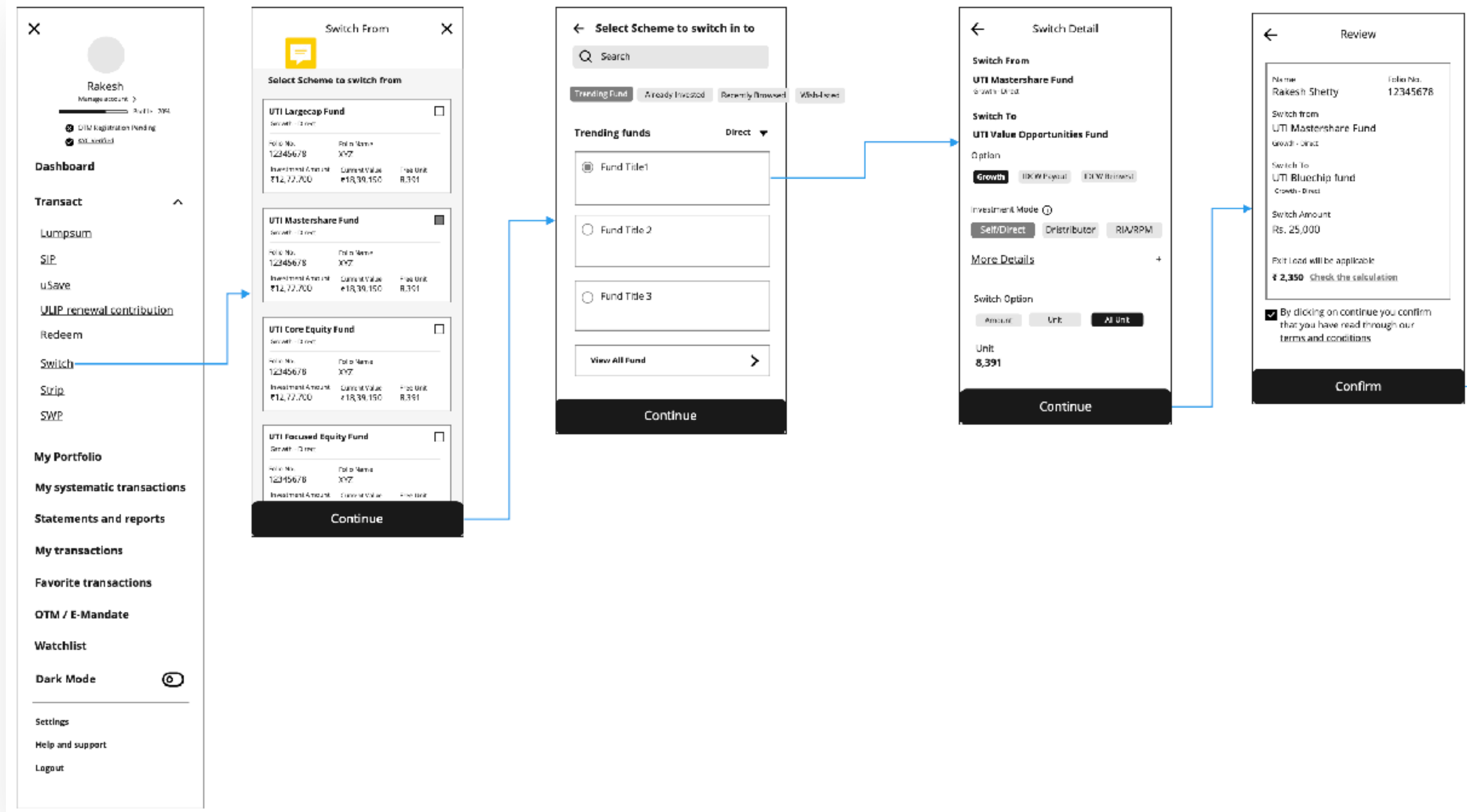
Prototype Design

- Design Wireframes for key Journeys
- Creative Vision
- Prototype Design

UX Wireframes

The blue print

Mapping the features into B/W structured screen layouts. Create workflows based on user goals, scenarios/use cases, user interactions & build interactive prototypes.

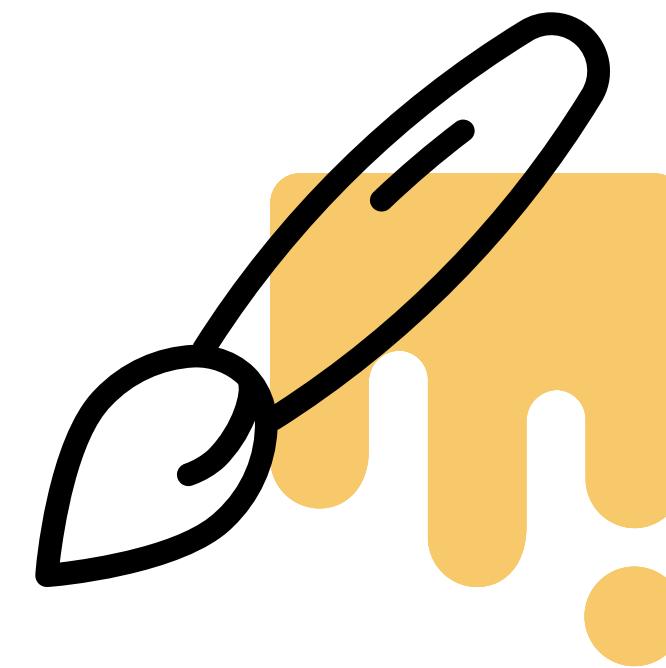


Creative Vision

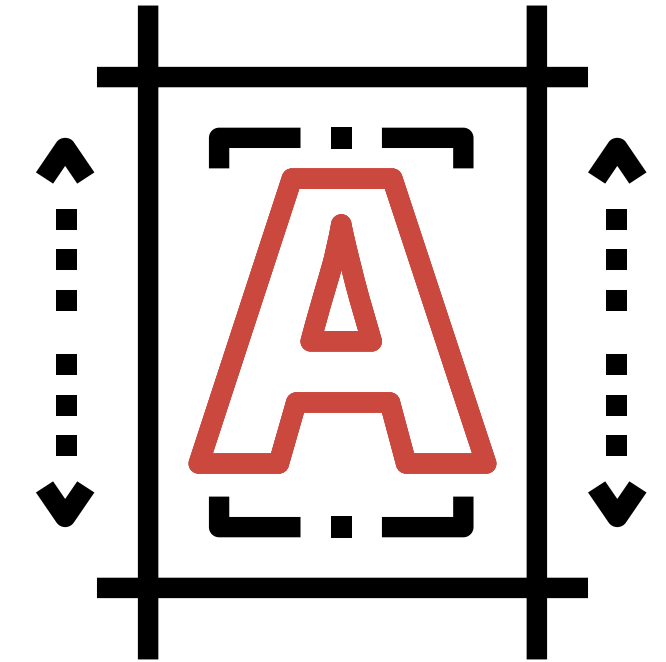
Design System : mapping the brand identity

Planning, designing, testing and coding are all streamlined to reduce overproduction of UI screens and increase efficiency.

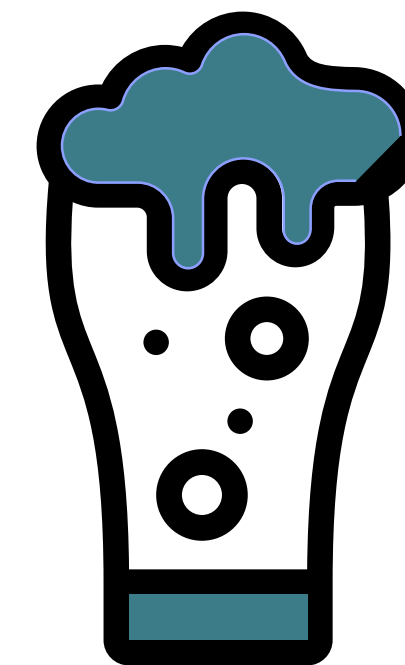
Creation of UI components and design templates: Typography, fonts, brand colours, icons and overall look & feel, Visual design, screen transitions animations.



COLOURS



TYPOGRAPHY



ICONS

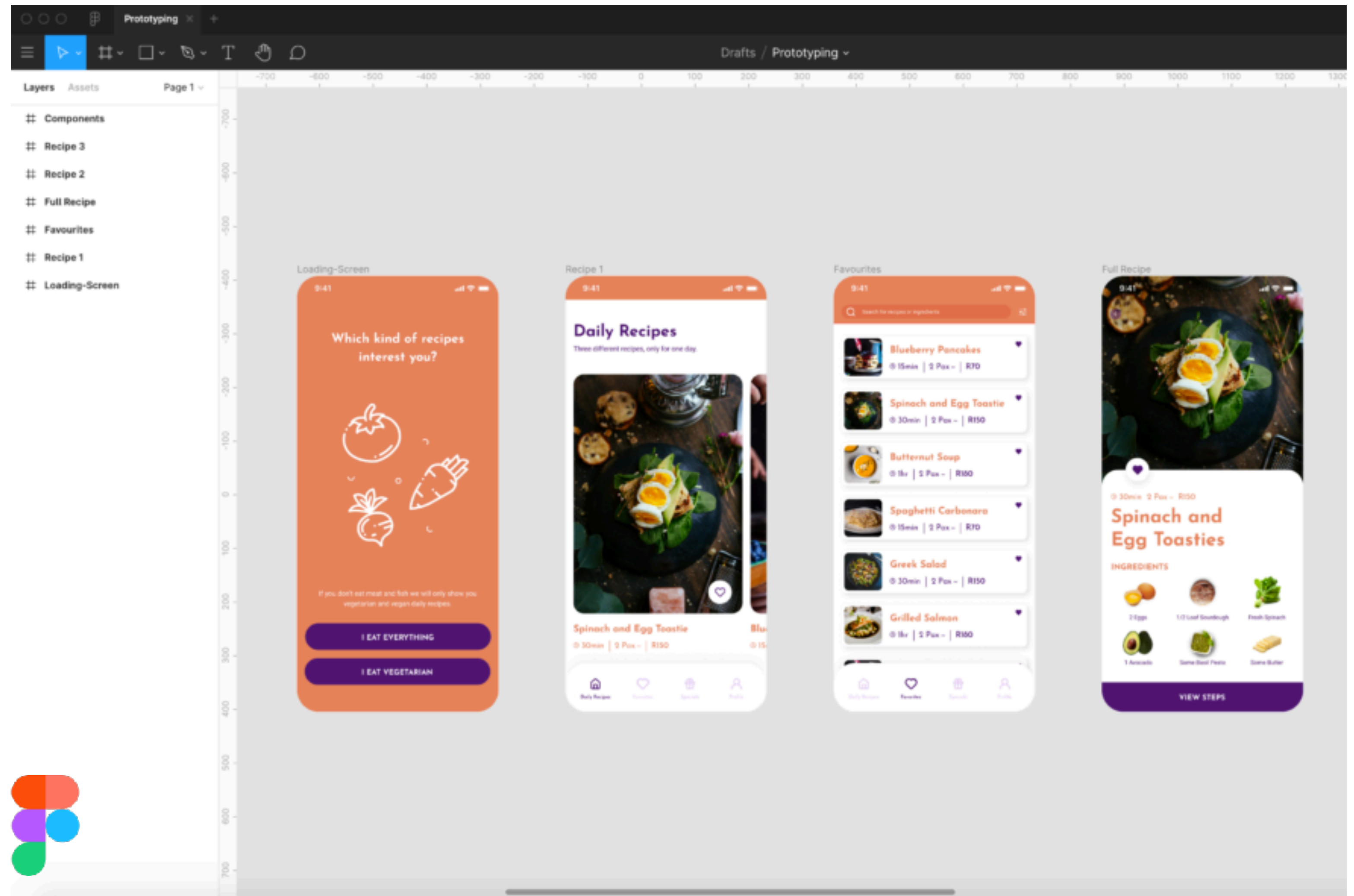
Product Roadmap

Design and Development through phases

Phase 1	Phase 2	Phase 3
Product usability improvements A 'go back' button will be added on each screen for additional user convenience Program toggles will be added to ease switching between content scrolling and module completion.	New Features Enable in-app avatar creation for profile with customizable features. Add newer, cooler features as unlockable achievement due to program progression. Completed modules can be emailed as PDF transcripts for future reference and studying materials. Users can choose meme themes for different modules, allowing for different humorous cartoons to accompany each module.	Administrator feedback feature A tool will be added for administrators to directly interact with users who run into problems during module use. Administrators will be taught how the new tool functions. How test its performance and report back to measure whether this has improved user experience or not.

Prototype

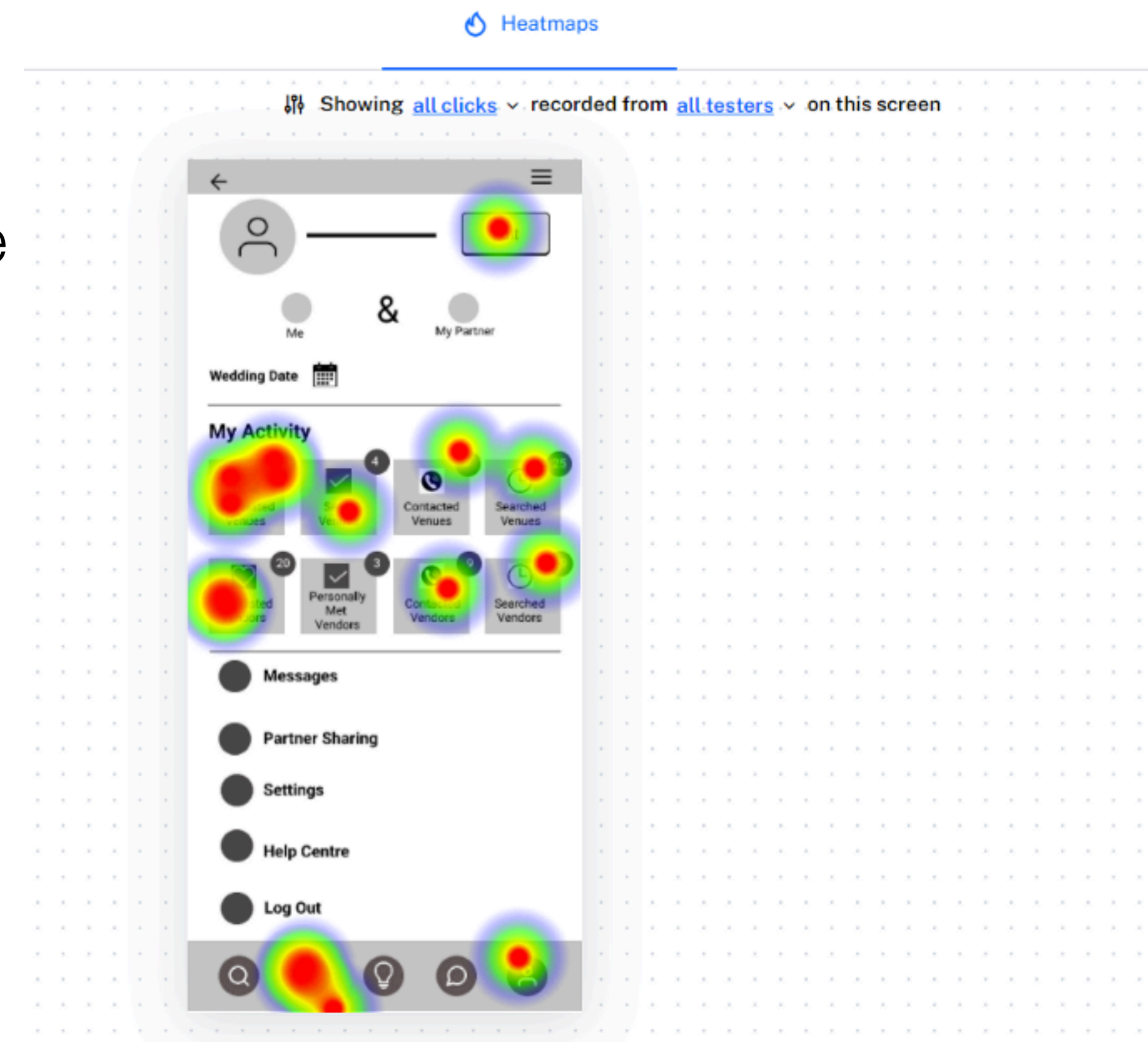
Clickable Prototype
to bring Product
vision to life



Usability/User Testing

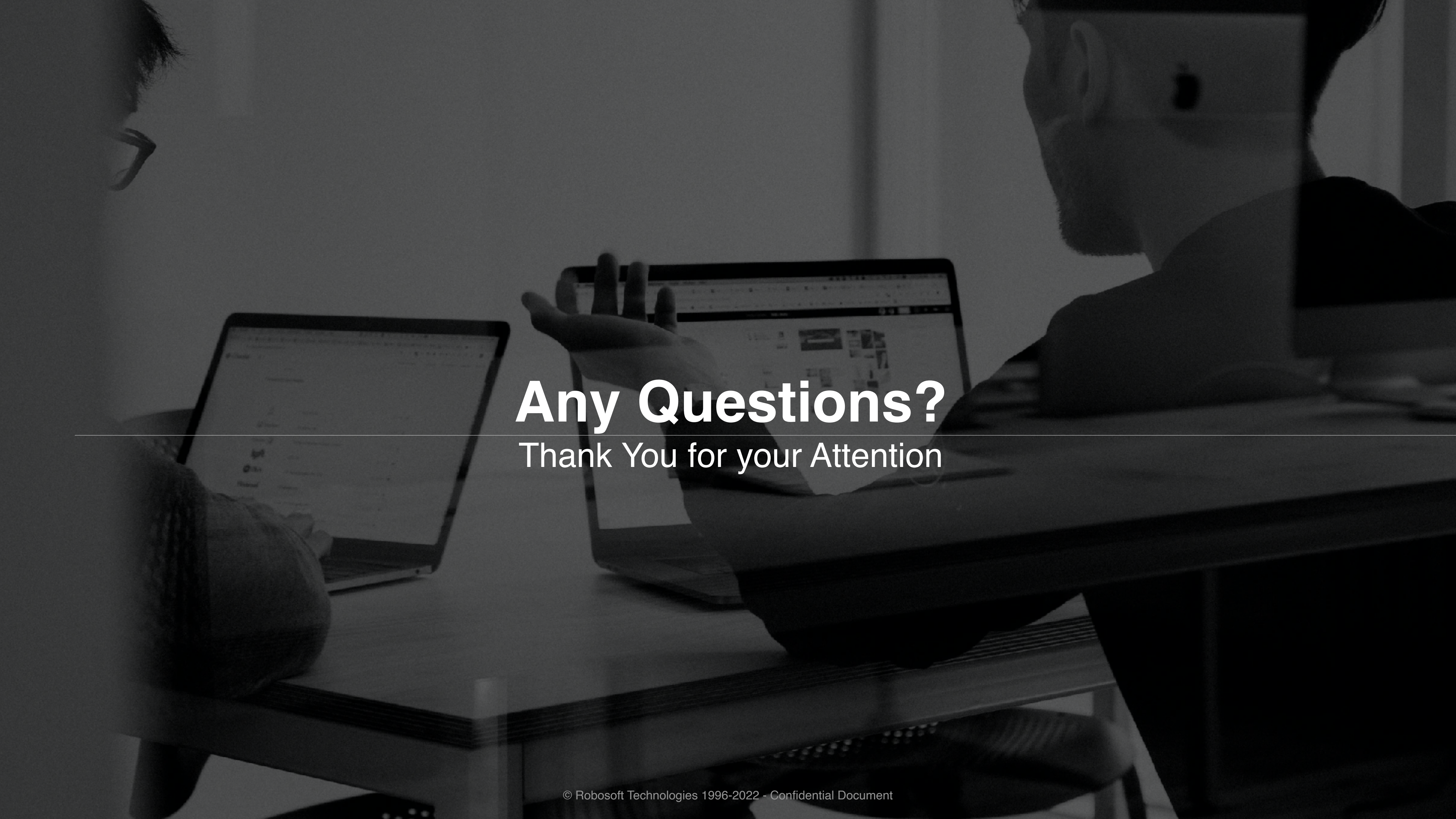
Conduct a Usability study to evaluate the new experience on the UI Design Prototype and reassess the features, Validate UX journeys and tasks against goals and pain points.

Remote testing





 Task Time	 Errors	 Completion Rate	 Usability	 Satisfaction
To provide a measure of average amount of time that a user took to complete a stage.	To provide an average count of deviations encountered by user before being able to reach correct option to accomplish a task	This gives an idea of how many user percentage were able to complete a task without support, or with minor support (like nudge), or had to be provided with major support in form of detailed instructions	This determines how much easy or difficult to use the tools/options were when trying to complete a particular task (higher score means easier to use)	This is satisfaction level with results obtained by user after having completed a particular task - higher score is better satisfaction levels



Any Questions?
Thank You for your Attention