

Jitendra Kumar

UX & Product Designer

Portfolio



# Who I am?

Since I graduated as a BFA, I have participated and worked on a range of projects of Web, Mobile, Desktop Application and Software Development. I grew up in these fields specializing myself in new technologies, Web site development, desktop & mobile application.

Over 13 years of experience, working as a Senior UX & Usability Analyst with an Agile Environment. I have been analyzing, learning, and designing both B2B and B2C products. My work is entirely based around user-centric design separated into three: discovery, design, and testing.

Business, human behavior and creativity are a wonderful combination. I'm grateful for the path I've chosen which gives me the opportunity to learn and develop from every challenge, to simplify digital products and most important, make users happy.

I work closely with your team, your customers and your stakeholders to make sure that we deliver exactly what they need, while keeping an eye on your business goals & objectives.

## General talents and abilities

- Advanced knowledge of software on PC and MAC environment
- 8 years of user experience specialist & Usability Analyst
- Over 13 years of user experience specialist

## Language

- English
- Hindi

## Personal skills

- Multiple skill, makes for ease of adaptability;
- High level of professional maturity and judgment;
- Excellent interpersonal skills to motivate people;
- Strong analytical skills;
- Results oriented;

## Soft Skills

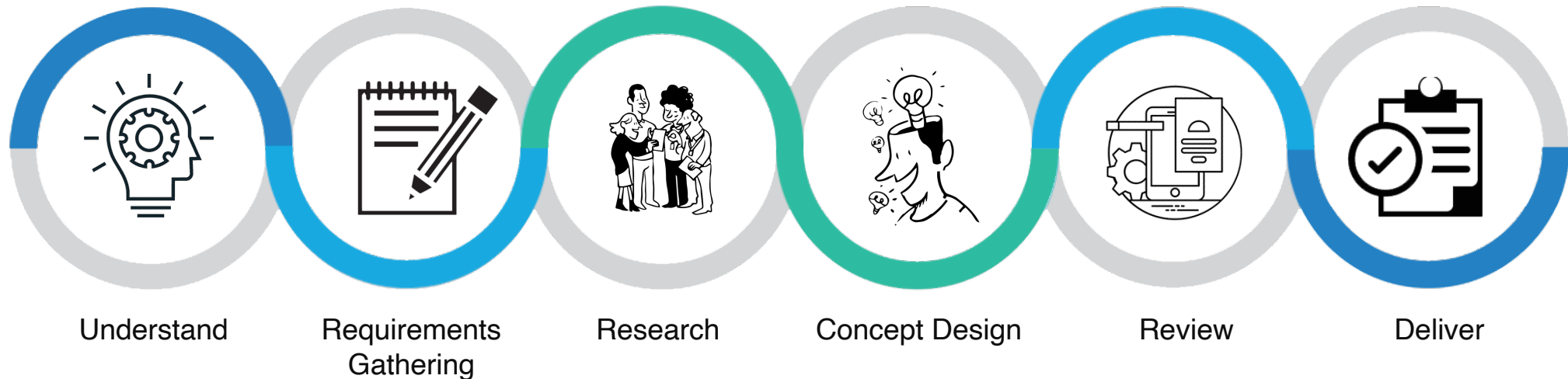


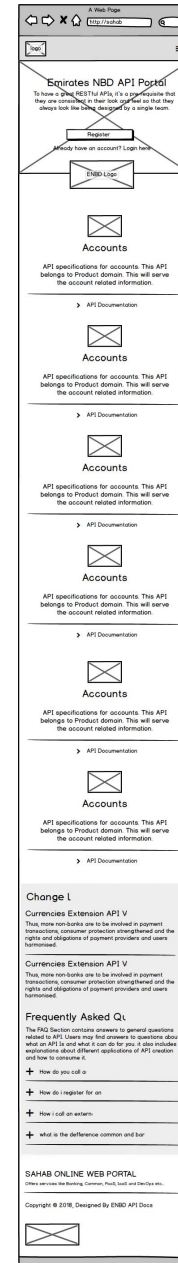
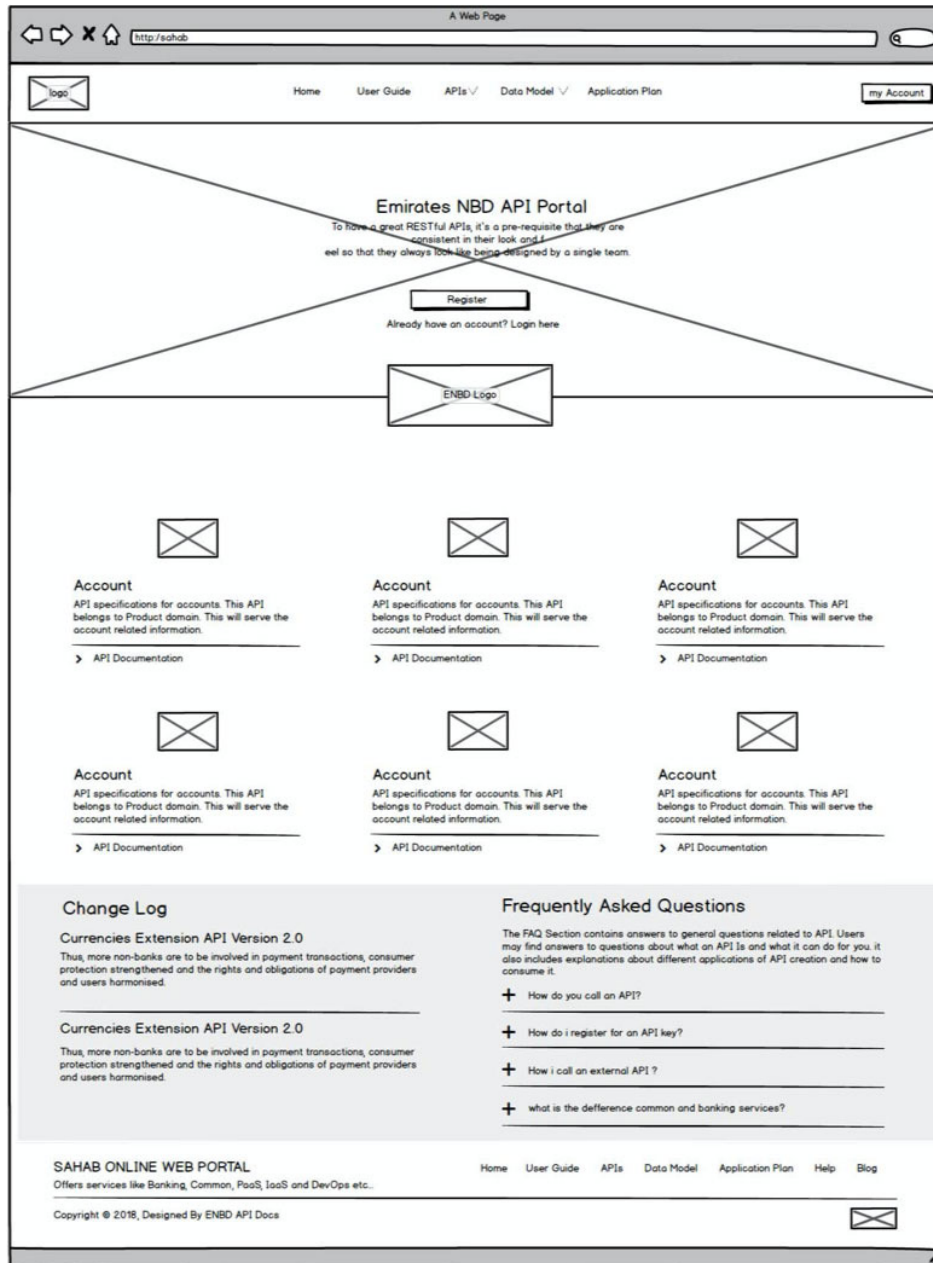
# Skills

I have a multidisciplinary skill set that integrates creative knowledge with technical and business expertise. I master the best and most current design tools in the industry alongside having a strong understanding of and ability to perceive human nature and human behavior. I'm a critical thinker with an open mind, a communicator and a facilitator.

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## UX Methodology





## Challenge

Support Emirates NBD in their digital transformation process with the best and most up-to-date UX practices, trends and UX research for all their digital assets

SAHAB Developer portal collects all exists documents & APIs available single point of access for Emirates NBD APIs consumers.

## What I did

- › Setting goals and objectives
- › Stakeholder & Developer interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Creating user journeys and stories
- › Creating site maps
- › Content audit and inventory
- › Creating experience maps
- › Conducting UX research
- › Conducting competitive research
- › Low-fidelity prototypes
- › High fidelity prototypes
- › Creating wireframes
- › High-fidelity design
- › Usability testing

# Setting Goals and Objectives

Site URL : sahab.EmiratesNBD.com

Site Owner : EmiratesNBD.com

## What's are the website and APIs about?

SAHAB developers portal to reduce the cost and risk associated with calling 3rd party APIs during testing, allow for concurrent testing and development to fast-track app development cycles and reduce time-to-market, simulate error scenarios with API, like latency in the API's response time, error conditions or simulating a non-responsive API completely.

## What are the Goals of the website of SAHAB developer portal?

The goal of the Emirates NBD, SAHAB developer portal is to provide better navigation and access APIs integrated solution for the Emirates NBD digital transition applying the latest trends, technologies and the optimal user experience.

## Who are the users and Emirates NBD SAHAB developer portal

Primary audience: Emirates NBD Internal Developer's and APP,s user

Secondary audience: Emirates NBD External Developer's

The stakeholder and ENBD developers has the best idea of what the project is all about, that's who I normally start asking the questions, It's better to put everything down on paper based on objective and goals, that will be the guiding line for the project's development

## Targeted Users in ENBD

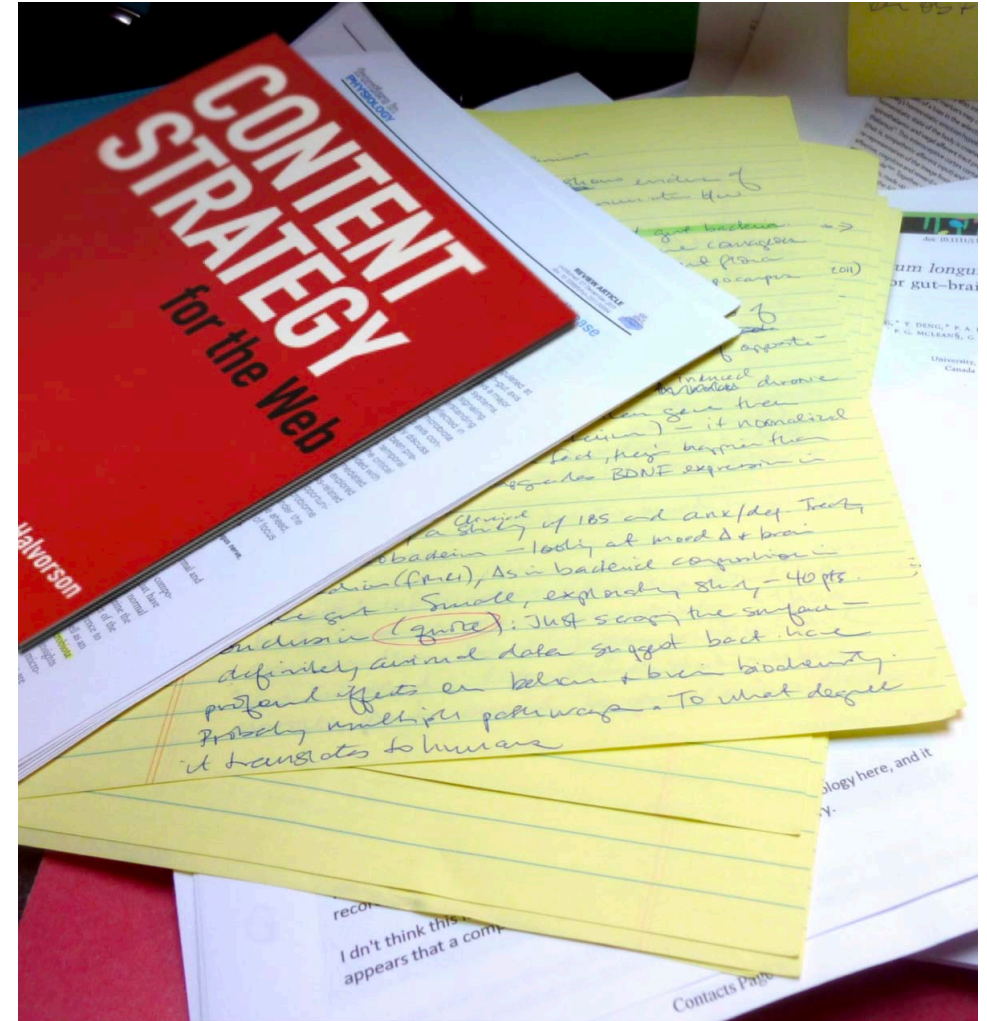
- › Services Development teams.
- › Dev Ops teams
- › Project managers and coordinators.
- › Bank employees or external authorized teams working with ENBD digital products.
- › External Users mostly other corporates integrating ENBD APIs through there services.
- › Well documented API content provides fast and easy understanding for consumers.

## API Documentation

Well documented API content provides fast and easy understanding for consumers.

# Conduction Interviews

Conducting API's consumer developers interviews is essential in gathering information, I have to understand and learned that the better you get at this the more useful the information will be. Knowing how to structure your questions, how to listen and how to be grateful is the key



# Building Personas

API's Consumer's ENBD Developer's

After figuring out who the projects audience is I normally build the personas, This is similar to shaping a piece of clay. By doing this I'm creating a clear image of who the user in our audience is.

## Who are they?

- › Emirates NBD Developer's (Internal and External)
- › Age: 18 - 60
- › Gender: Male and female

## How do they find API's Information?

- › On desktop/laptops - smartphones, mobile phone and email communication only  
internal APIs Emirates NBD developer

## Main goals / What do they want?

- › To easily set up a APIs Emirates NBD developer
- › Single point APIs access for consumers
- › Sahib portal developed to reduce cost & risk associated with calling 3rd party APIs during to testing.

## Pain Points

- › Hard to find APIs and APIs Endpoints
- › Therefore APIs provided to external and internal consumer should be enabled through a managed portal where API access are secured and open for consumers.
- › How can find access all APIs?
- › How can create application plan?

## Audience Needs

- › SAHAB portal that is exists to document all APIs available, act as single point of access for consumers.
- › How can ENBD developer test APIs and Swagger file

## Solution

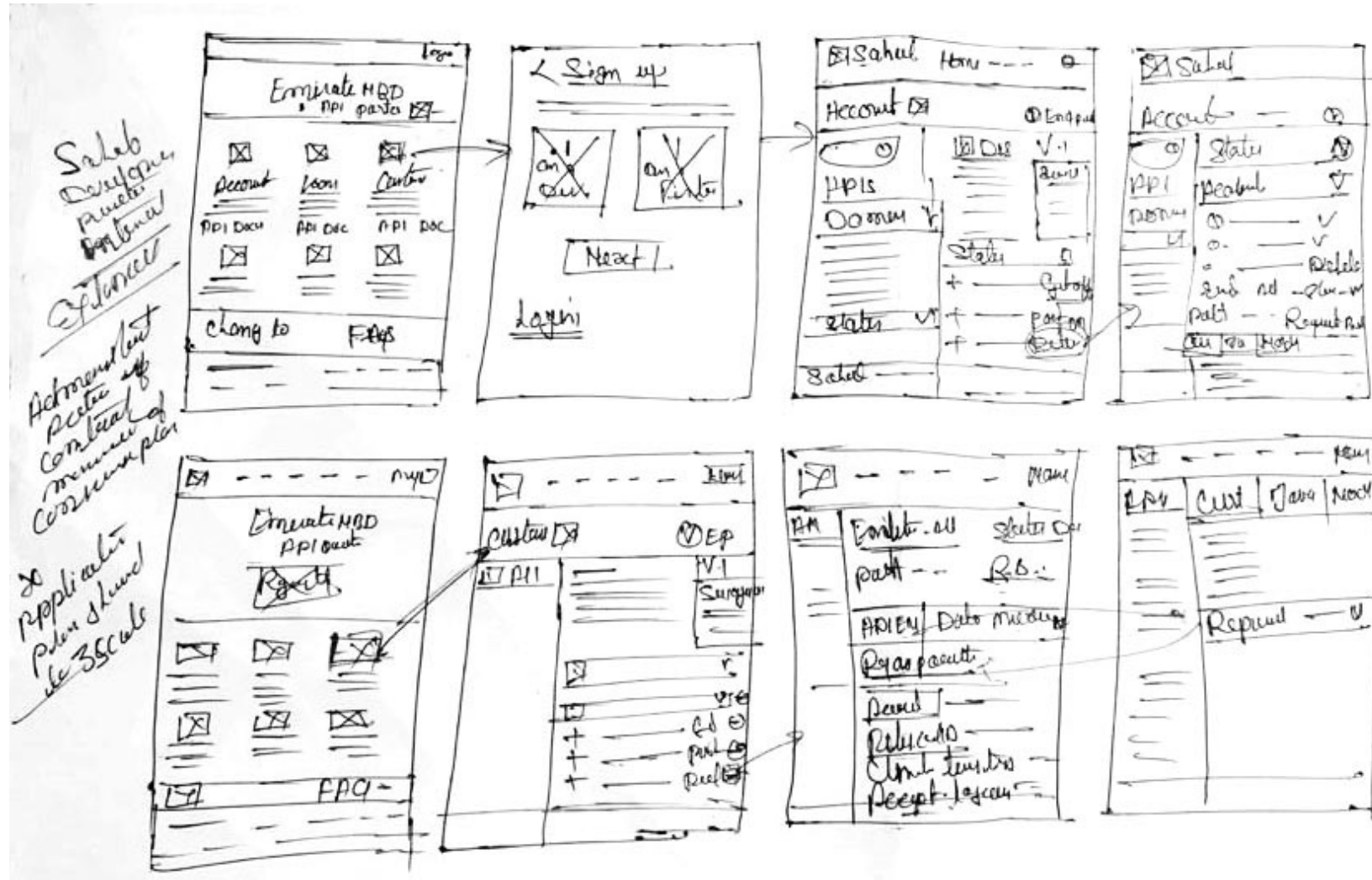
- › Interactive SAHAB developer portal
- › Accessibility UX and IA
- › SAHAB developed portal to reduce the cost and risk associated with calling 3rd party APIs during testing, allow for concurrent testing and development to fast-track app development cycles and reduce time-to-market, simulate error scenarios with API, like latency in the API's response time, error conditions or simulating a non-responsive API completely.
- › Well documented APIs contents and provides fast & easy understanding for consumers.

## Description

- › As a member of the UX design teams at Emirates NBD, I have participated in and often lead the planning and conducting of design research projects. The projects have included developing or updating target user personas, research into the context of use for products, focus groups, and usability testing of products-sites. As a designer having the opportunity to speak with target users and experience where and how products are used has proven to be extremely beneficial to the product development process. I believe it is essential to embrace and maintain a user-centred design focus and methodology.

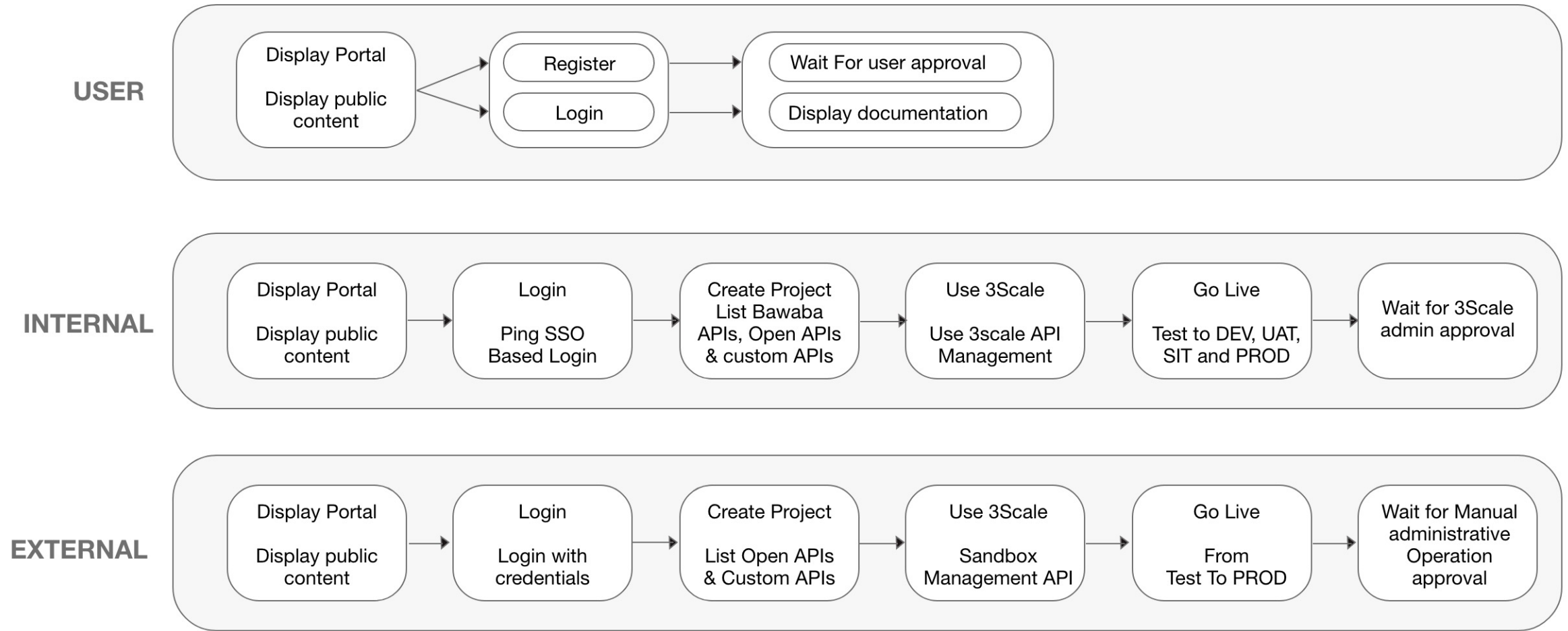
# Creating Scenarios

It's vital in project's development to have a well-defined audience, that will ensure that all of the design, functionality and content decisions are targeting the right people, there are many business examples that have failed because of not understanding their audience



# Creating user journeys and stories

A site map describes the different content pieces on the site and the relationship between them. It is an important step of the user centred process as it ensure content is in places users would expect to find it.



# Concept Development: Requirements, Use Cases, & Workflows

A site map describes the different content pieces on the site and the relationship between them. It is an important step of the user centered process as it ensure content is in places users would expect to find it.

Establishing the high level objectives SAHAB portal . Gather business requirement and research and understand customers' requirements, (target audience/users, business, developers, etc.). Developing brief or "fully dressed" use cases and workflows describing the interactions ENBD internet developer and stakeholders

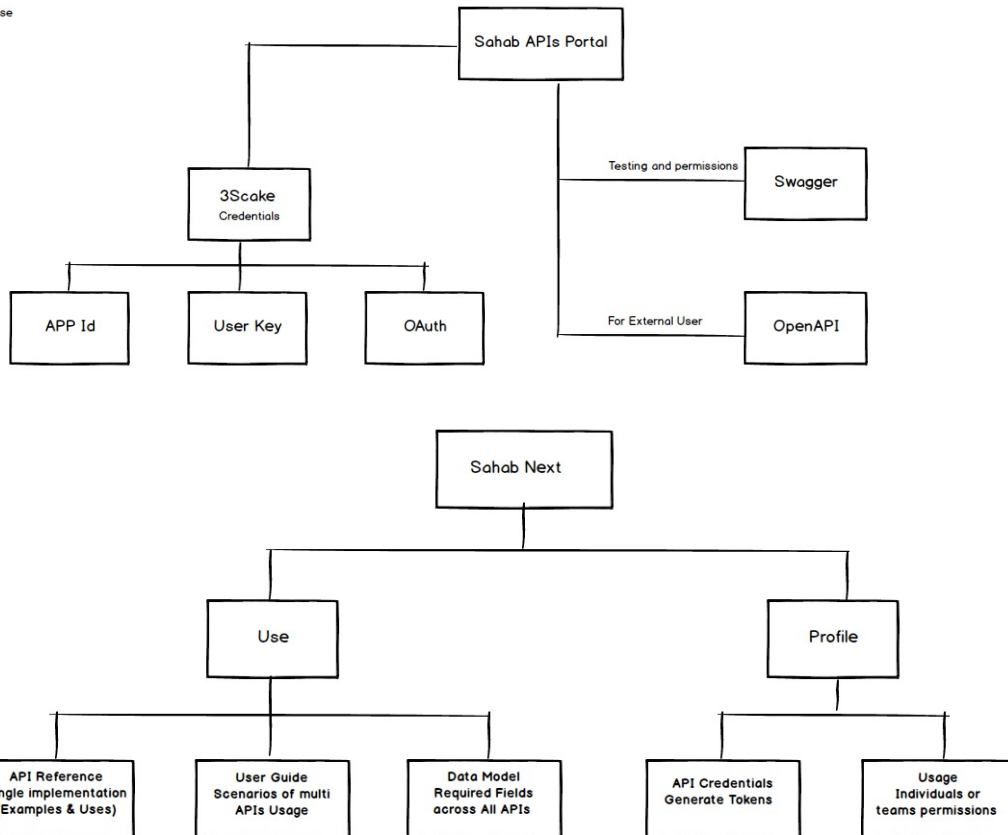
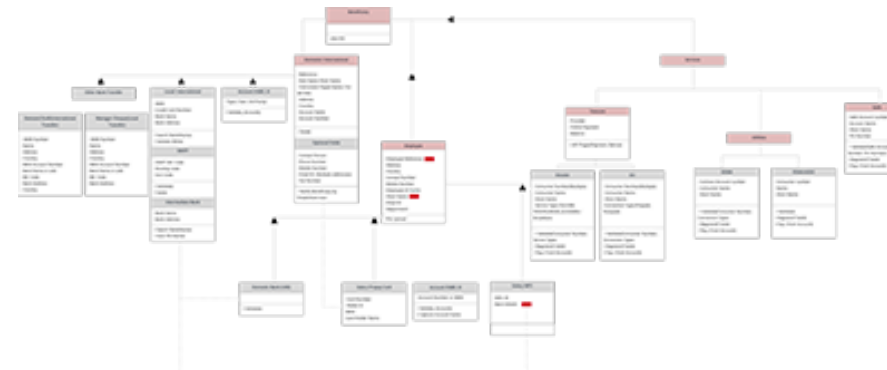
## Interaction Design

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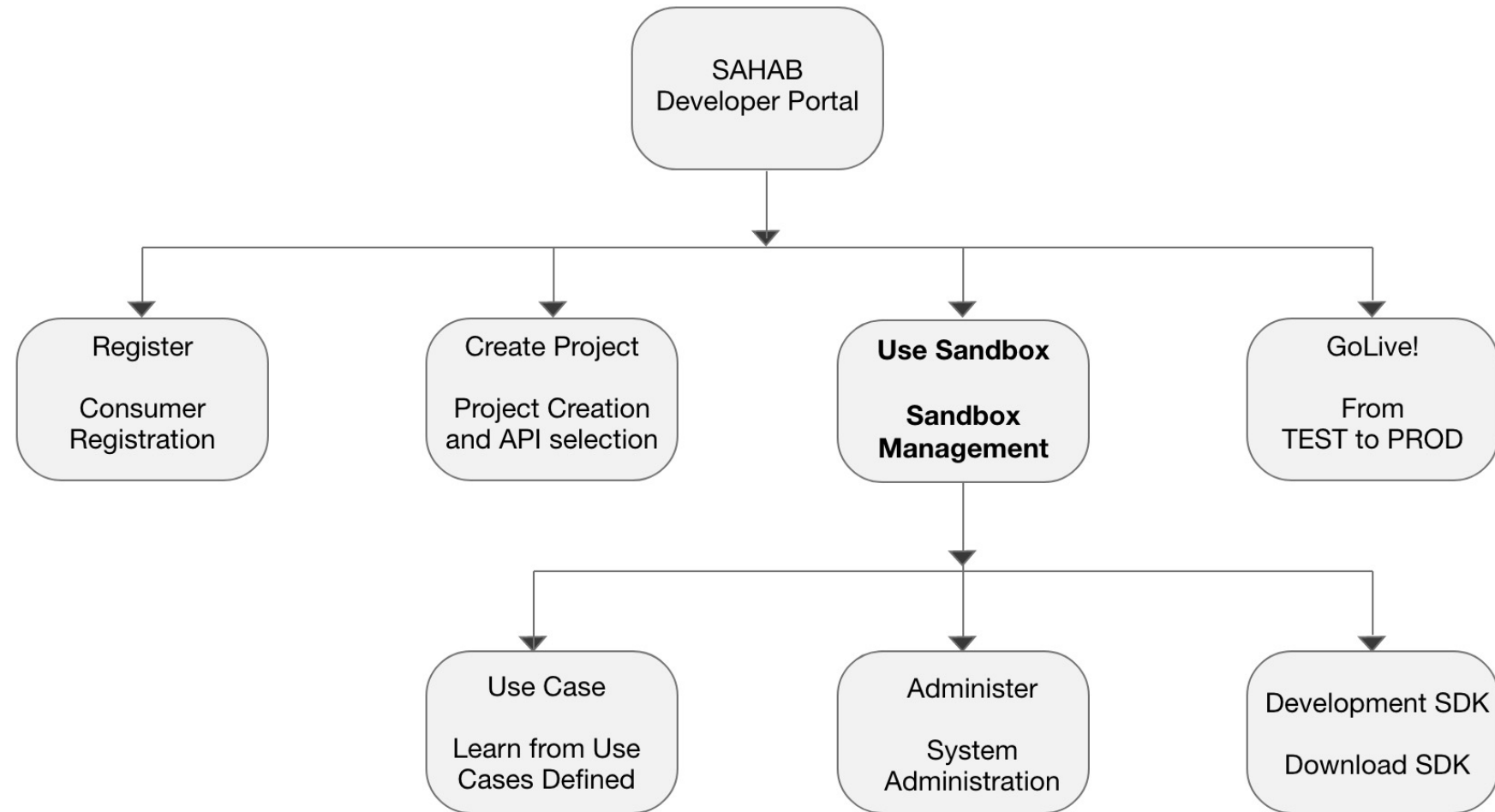
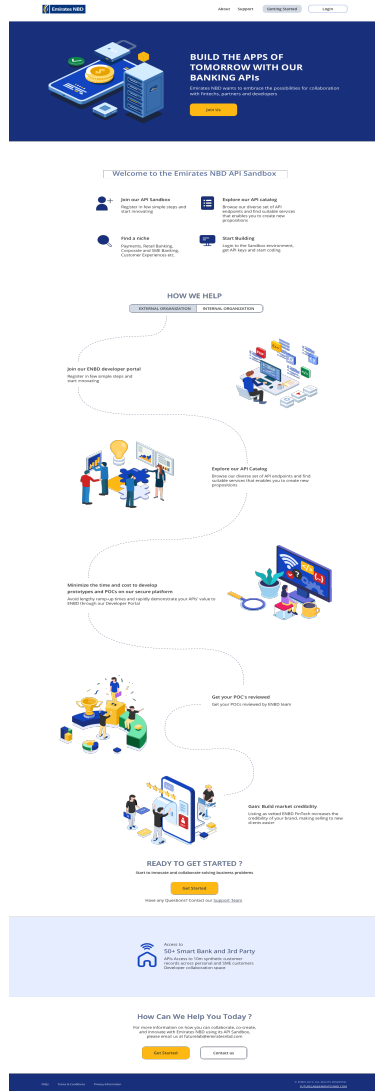
## Information Architecture

Developing the conceptual organization or structure for Emirates NBD, Sahab developer portal user interface. Laying out the screen groupings and pathways/links for navigating through the Sahab user interface screens.



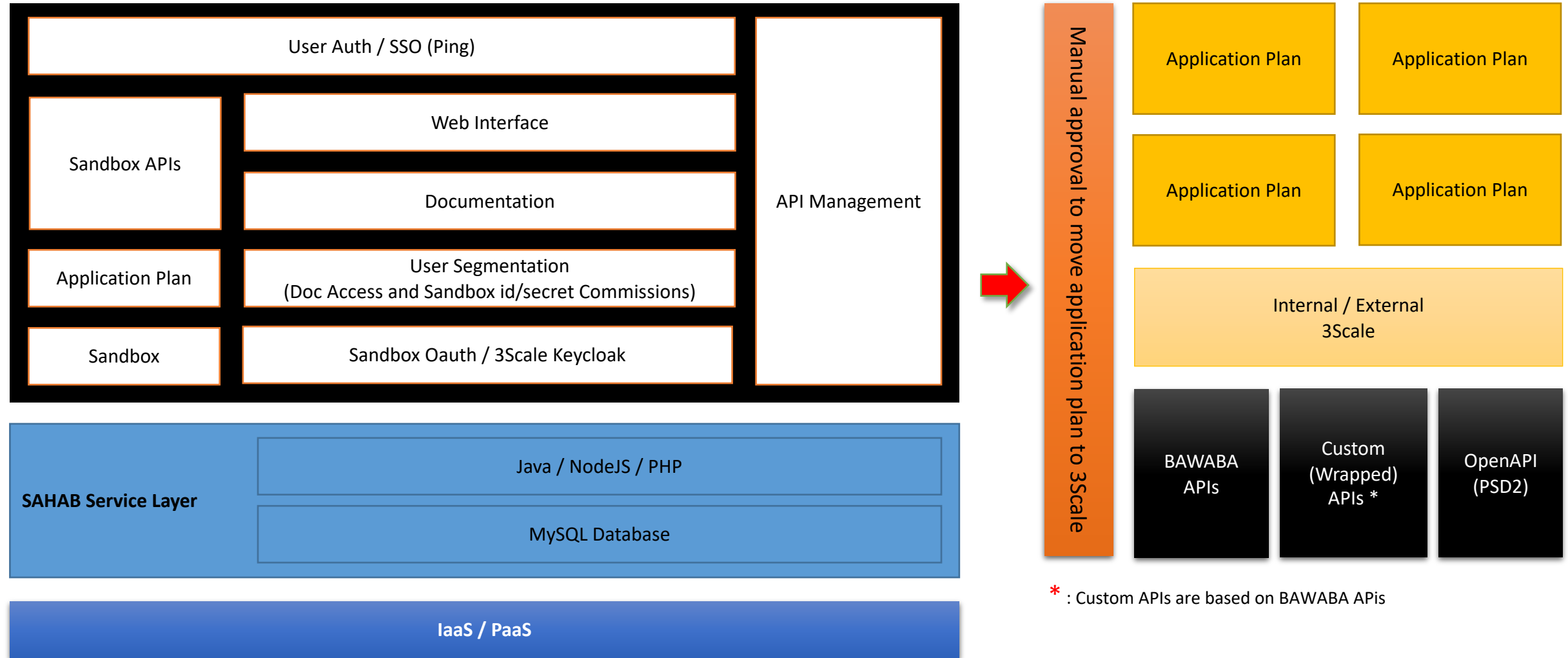
# SAHAB Developer Portal – User Segmentation (for Sandbox and Documentation)

API Sandbox, Self-Contained virtual testing environment that mimics the live Emirates NBD production environment



# Sahab UX Architecture

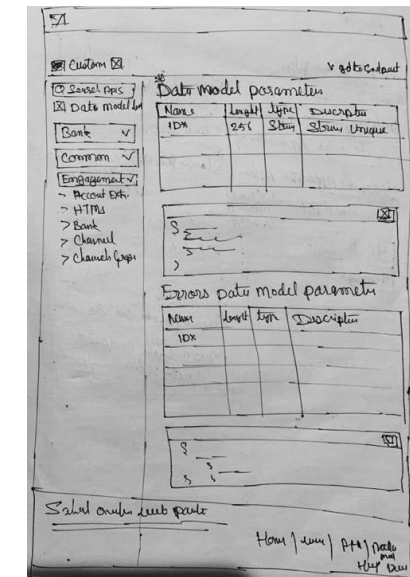
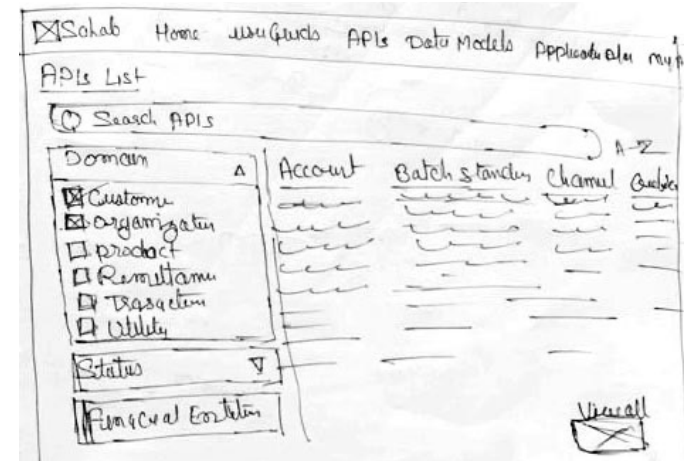
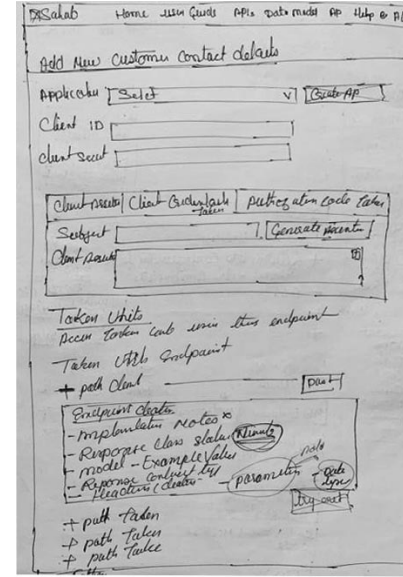
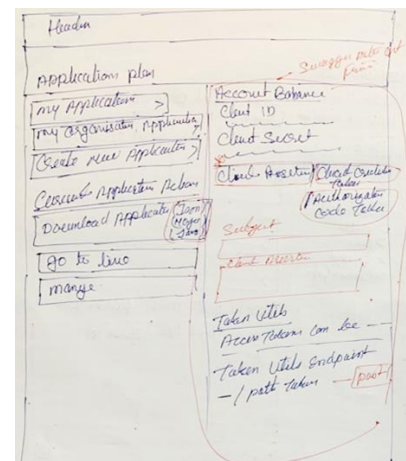
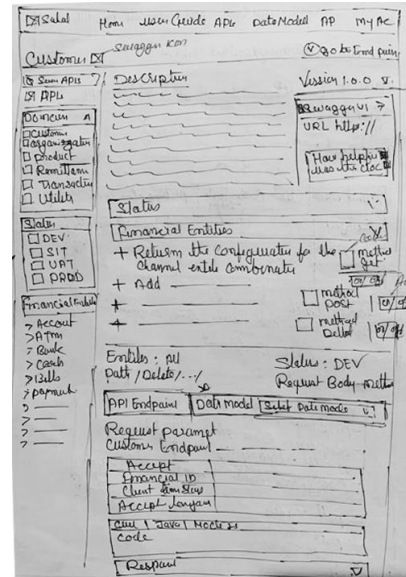
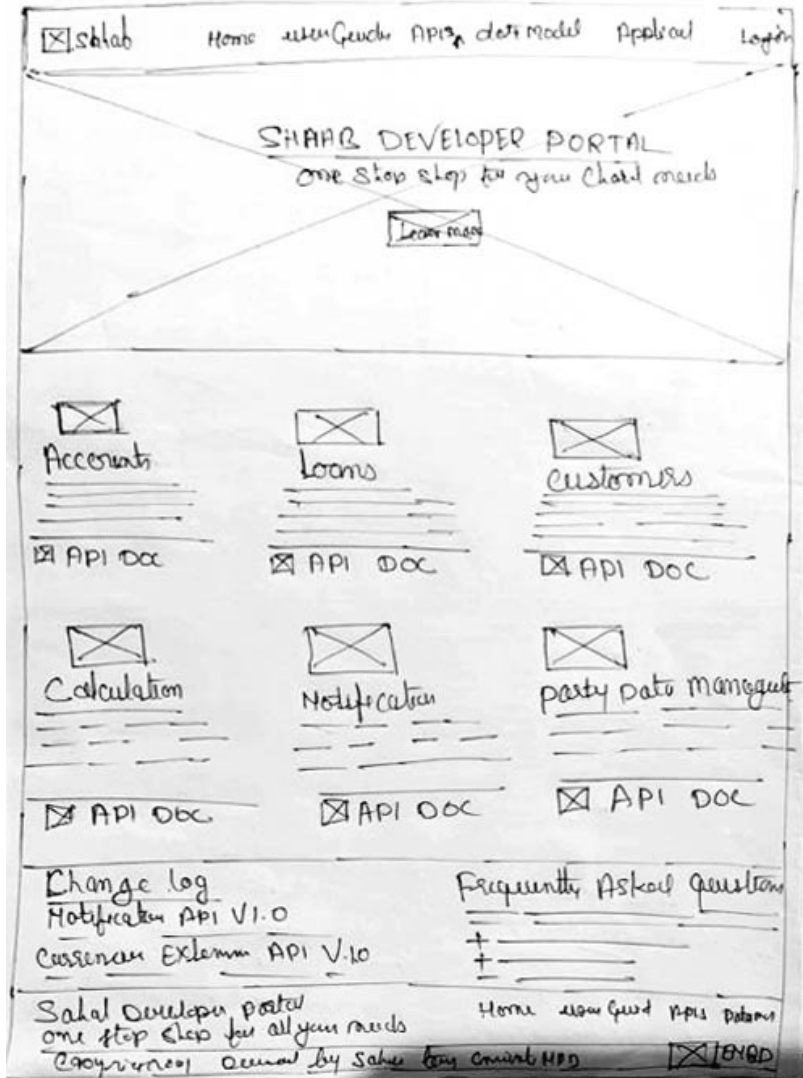
User Experience Map is an important design tool to understand product and service interactions from users' points of view. One experience map is basically a visual representation that illustrates users' flow, their needs, wants, expectations and the overall experience for a particular goal. SAHAB Developer Portal – High Level Architecture



\* : Custom APIs are based on BAWABA APIs

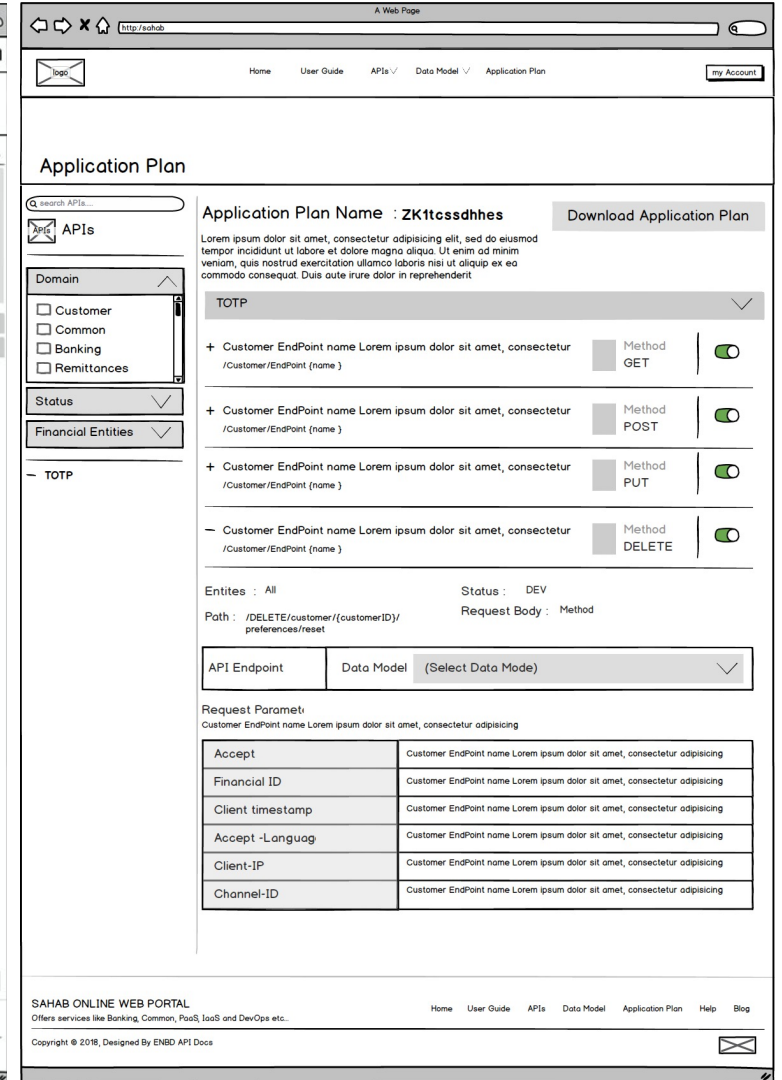
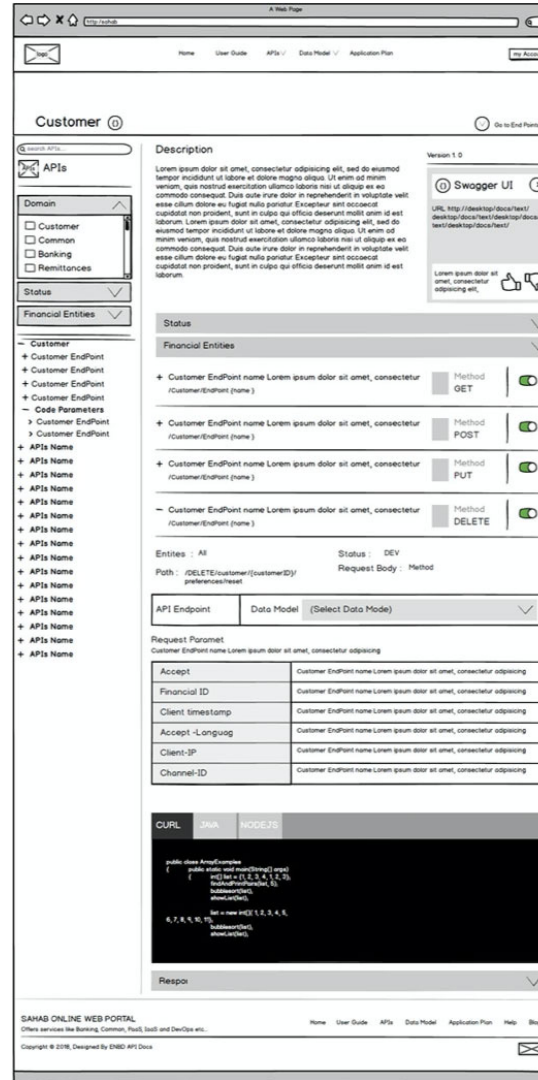
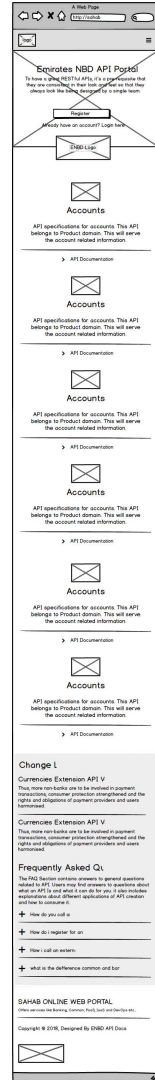
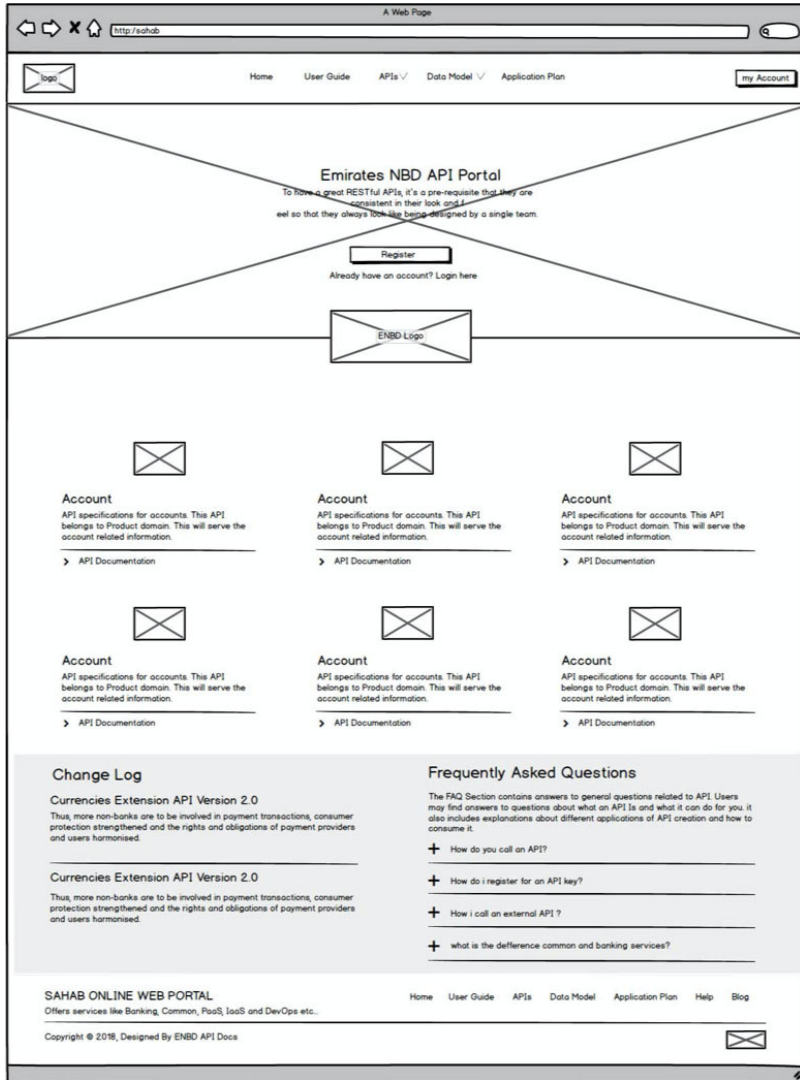
# Low-Fidelity Prototypes

A prototype that is sketchy and incomplete, that has some characteristics of the target product but is otherwise simple, usually in order to quickly produce the prototype and test broad concepts.



# Creating Wireframes

A wireframe specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors, it allows you to determine the information hierarchy of the design while making it easier to plan out the content and user experience.

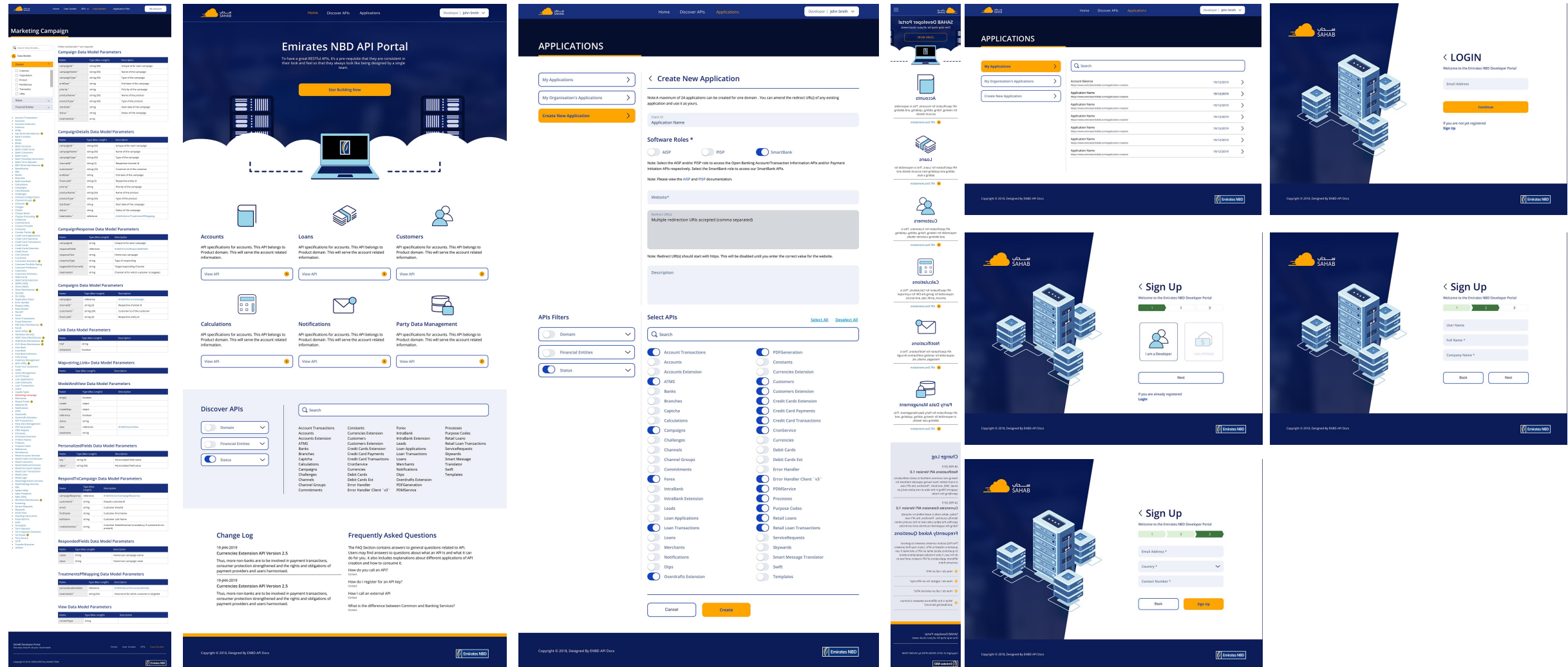


## High-Fidelity Detailed Design's

UX research serves many purposes throughout the design process. It helps us identify and prove our assumptions, find commonalities across our target audience members, and recognize their needs, goals, and mental models. High-fidelity prototypes take you as close as possible to a true representation of the user interface

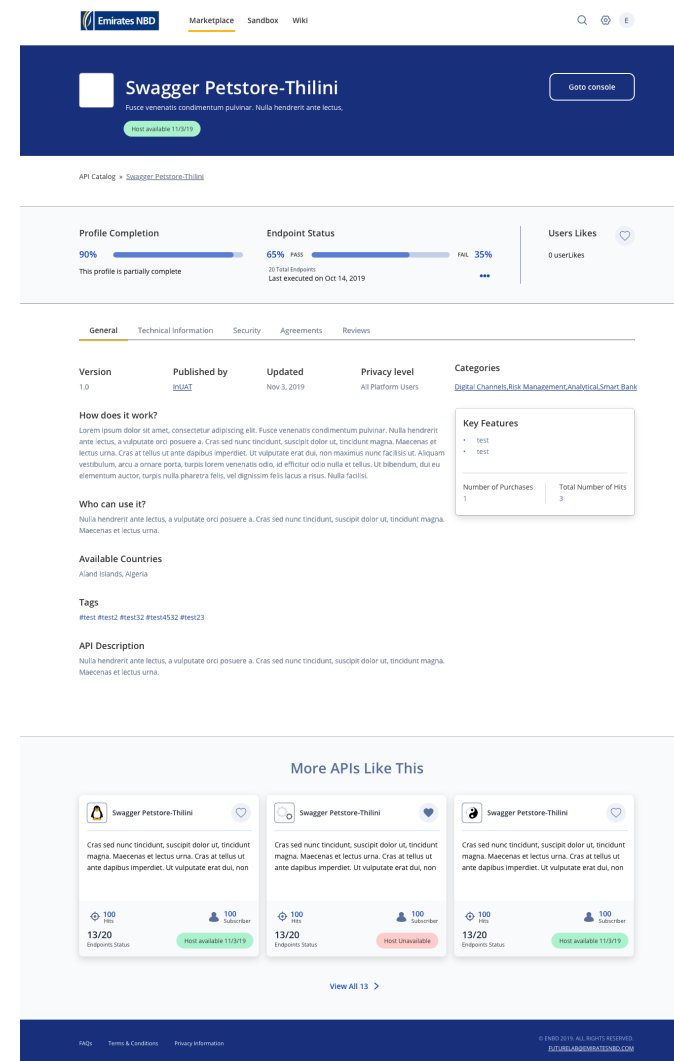
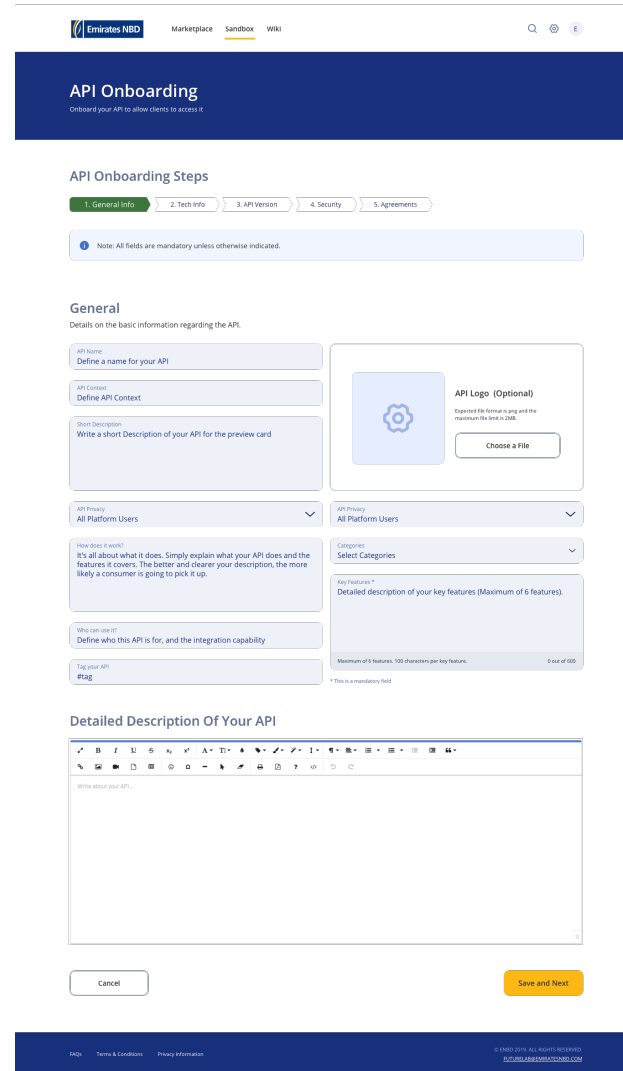
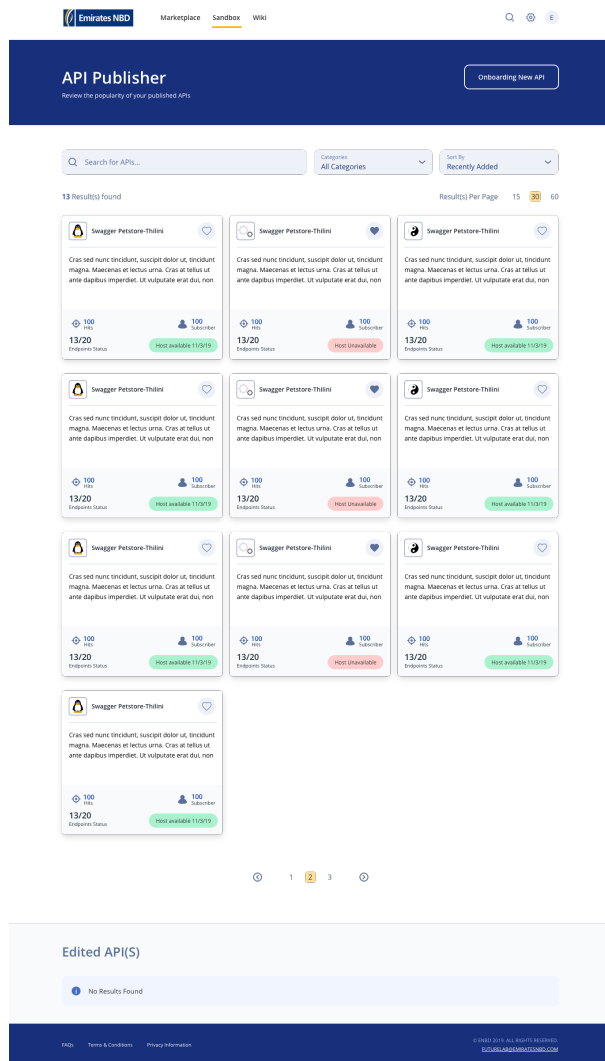
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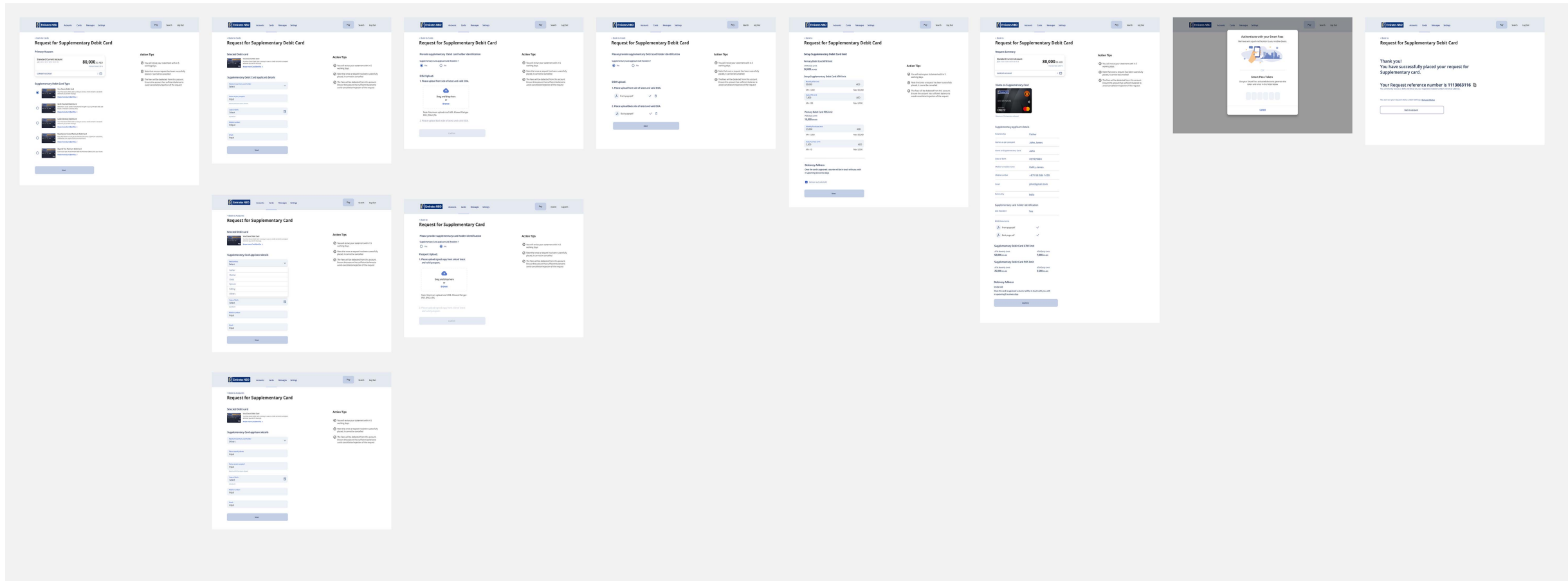


## High-Fidelity Detailed Design's

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## Request for Supplementary card



# Apply for a replacement card / Lost / stolen / Damaged

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Request for Replacement Credit Card

Select the reason for Blocking

- My Card is damaged
- My card is lost or stolen

Do you want to permanently block your damaged card?

No! I will receive the new card

Block damaged card now

Delivery Address

Next

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Request for Replacement Credit Card

Add location and Personal details for the International delivery

Country: Select

City: Select

Region: Select

Street Name: Input

Building Name/Flat Number: Input

PO Box Number: Input

PO Box: Input

Customer Number: Input

Next

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Request for Replacement Credit Card

Request Summary

Blocking card

Reason for Blocking

Permanently block your damaged card?

Delivery Address

Country: UK

City: London

Region: North

Street Name: T23, South block

Building Name: Villa no. 8800

PO Box: 11478

Flat Name: 20th, Justice

Contact Number: (+44) 7XXXXXXXXXX

Next

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Authenticate with your Smart Pass

Smart Pass Token

Cancel

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Request for Supplementary Card

Thank you!

Your Request reference number is 1113663116

Back to Cards

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Request for Replacement Card

Select the reason for Blocking

- My Card is damaged
- My card is lost or stolen

Delivery Address

Next

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

Authenticate with your Smart Pass

Smart Pass Token

Cancel

Emirates NBD Accounts Cards Messages Settings Pay Search Log Out

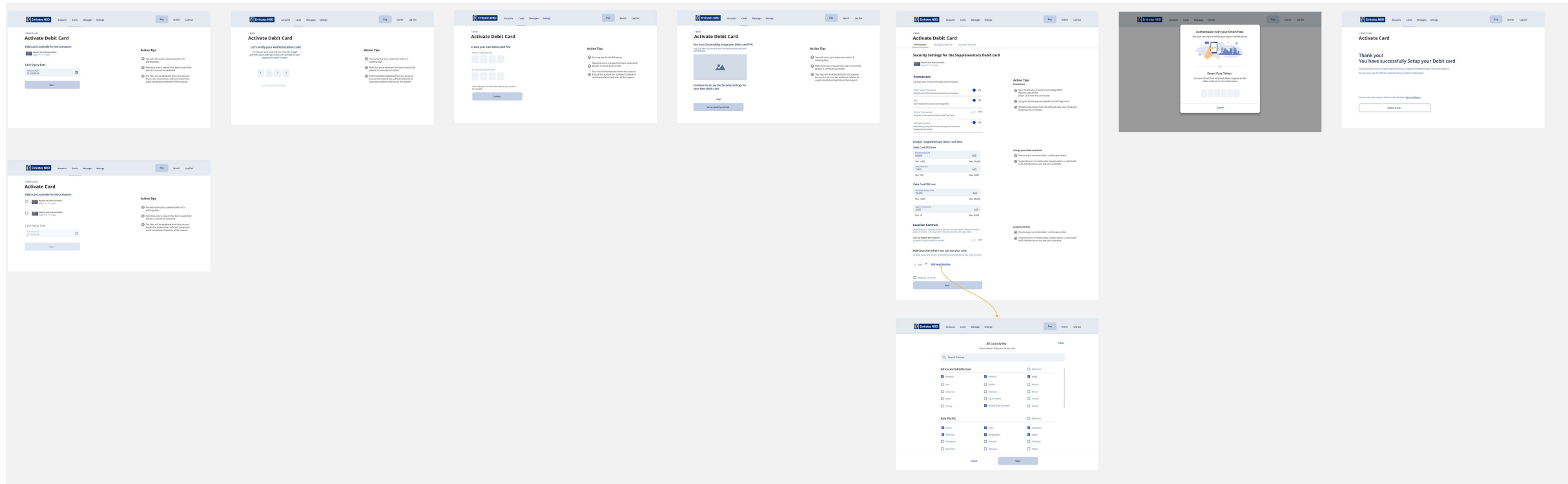
Request for Supplementary Card

Thank you!

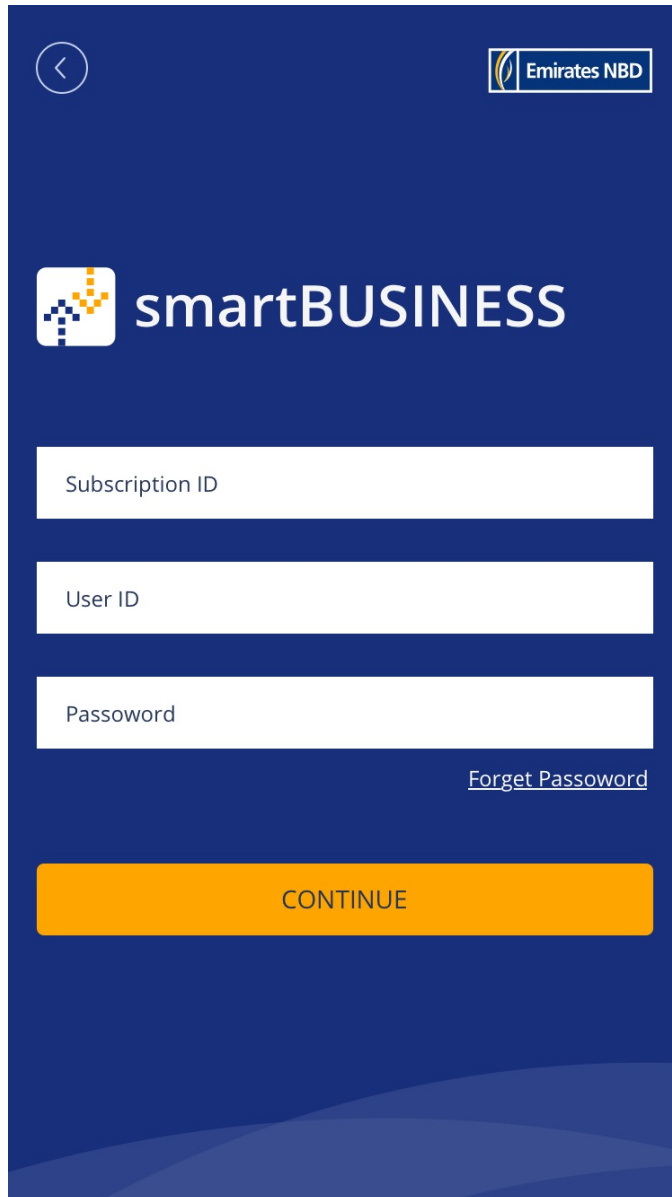
Your Request reference number is 1113663116

Back to Cards

## EmiratesNBD Activate Debit Card



# smartBusiness





Jinefer Stone  
Corporat XYZ



Dashboard
Account Services
Payments
Admin Application
Information Report
Canvas
...

Quick Launch >



FX

### Consolidated summary

View Balances in AED

Cash & Deposits AED 1,100,000.00	Contingent Liability AED -50,000.00	Liabilities AED -50,000.00
Operative accounts (4)		Available balance AED 500,000.00
Deposits (10)		Current value AED 100,000.00
External accounts (2)		Balance as of: 01-01-19, 23:59:59 AED 500,000.00
Loans and Cards (1)		Total outstanding due AED - 50,000.00
Trade facilities (1)		Facility utilized AED - 50,000.00

### Account balances

Available balances
Net balances

View nickname instead of name	Balance in Account currency	Balance in AED
Account name 1234567890123	Current account AED 1,000,000	Current account AED 1,000,000
Account name 1234567890123	Current account AED 1,000,000	Current account AED 1,000,000
Account name 1234567890123	Current account USD 1,000,000	Current account AED 1,000,000
Account name 1234567890123	Current account AED 1,000,000	Current account AED 1,000,000
Account name 1234567890123	Current account AED 1,000,000	Current account AED 1,000,000
<b>Total in base/preferred currency for all (10) accounts</b>		<b>AED 7,700,000</b>

### Account statement

Account number

Yesterday	Today	Last 7 days
Month till date	Last 30 days	Custom

Generate

Check if this is required given CBA in accounts

### Download centre

[View all](#)

Report xxxxxxxxxxxxxxxxxxxxxx	Jan' 2019	<a href="#">Request in progress</a>
Report xxxxxxxxxxxxxxxxxxxxxx	Jan' 2019	<a href="#">Download now - New</a>
Report xxxxxxxxxxxxxxxxxxxxxx	Jan' 2019	<a href="#">Downloaded</a>
Report xxxxxxxxxxxxxxxxxxxxxx	Jan' 2019	<a href="#">Downloaded</a>

### Bulletin Board

[View all](#)

- Domestic Transfer cut-off extended till 6pm today
- Higher interest rate on deposits till 28<sup>th</sup> Feb 2019
- Holiday notification for 1<sup>st</sup> Mar 2019
- New! You can now request for VAT statements on smartBUSINESS



# EmiratesNBD New Icons



Account Services



Investment



Liquidity



Collection and Receivables



Payments



Canvas



Information Report



Treasury



Trade



Account Aggregation



MTR/SSo/Trade



Custom Workspace



Dashboard



Cash Flow Forecasting



Account Summary



Card Summary



Loan Summary



Account Nickname Summary



Sweep Structure Amendment



Sweep Structure Summary



Sweep Structure List



Sweep Execution Summary



Deposit Summary



External Account Summary



Post Dated Cheque Inquiry



Cheque Status Inquiry



Consolidated Balance



MT Statment Reports



Multi Account Statement Export



Other Request Summary



Service Request Summary



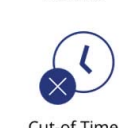
Transactions Summary



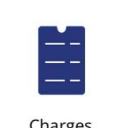
Standing Instructions



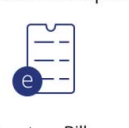
Templates



Cut-of Time



Charges



Efawateer Billers



Deal Rate



Beneficiaries



Billor Inquiry



Holiday Calendar



Currency wise transactions



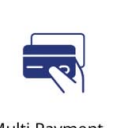
Account Statment



Bulk Upload



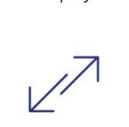
Customer Cheque



Multi Payment Export



Faild Transactions



Initiated Transactions



Top 5 Accounts By Balance



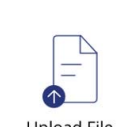
Sweep Structure Initiation



Quick Pay



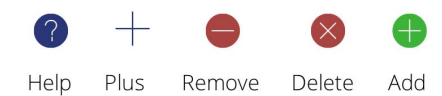
Beneficiary Upload



Upload File



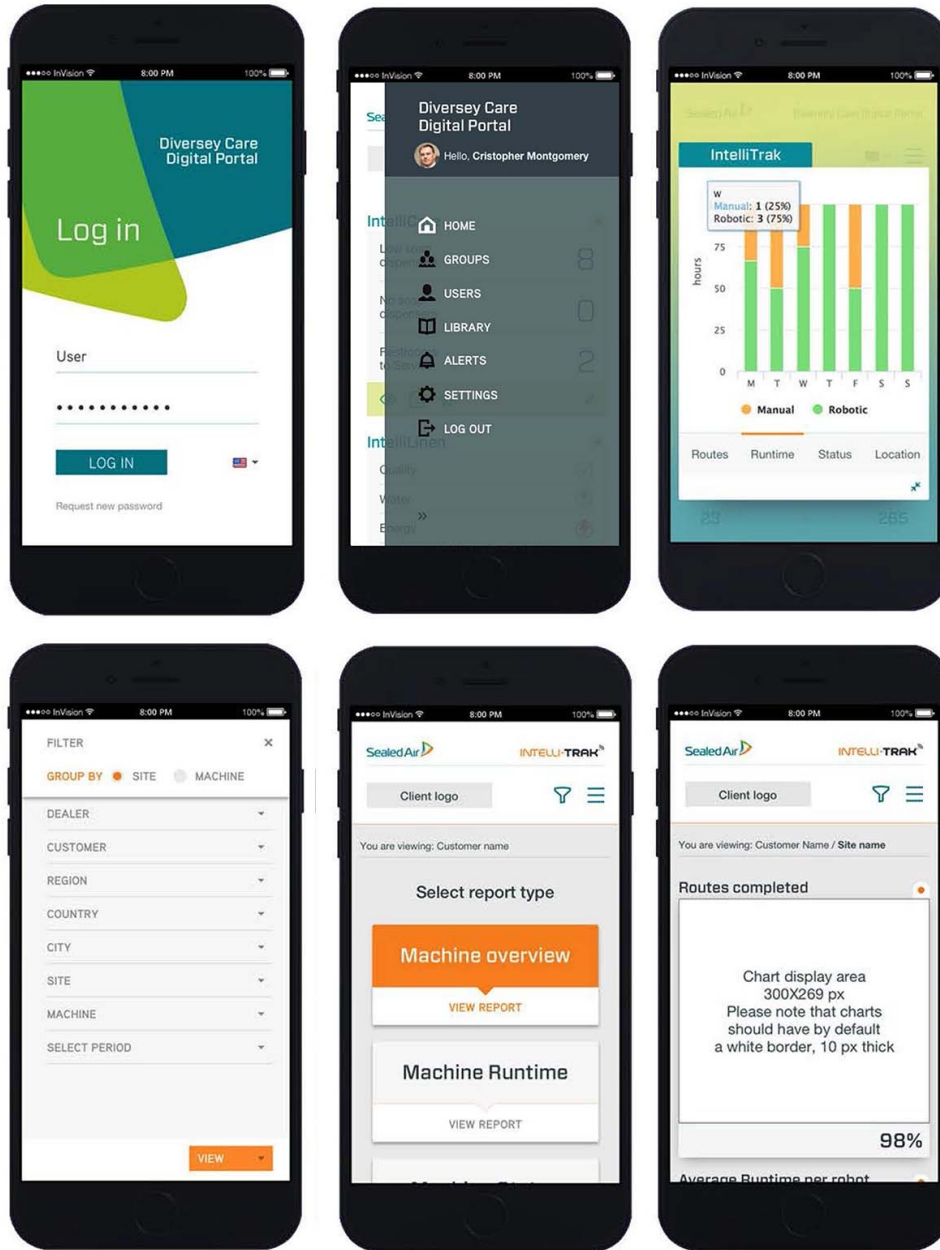
Down Left Right Up Move



Help Plus Remove Delete Add



2 Column 3 column Stack



## Challenge

Identified opportunities from UX practices and research that balanced the needs of users with need of the client created interactive medium fidelity wireframes and prototypes and was responsible for the visual design of the final product mockups for the client

## What I did

- › Setting goals and objectives
- › Stakeholder interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Creating user journeys and stories
- › Creating site maps
- › Creating experience maps
- › Conducting UX research
- › Conducting competitive research
- › Low-fidelity prototypes
- › High fidelity prototypes
- › Creating wireframes
- › High-fidelity design
- › Usability testing

# Setting Goals and Objectives

Site Owner : [sealedair.com](http://sealedair.com)

## What's are the website about?

SealedAir Diversey Care Digital is a provider of cleaning and hygiene products serving customers in the food and beverage, food service, hospitality, healthcare, retail and facility management sectors. It integrates chemicals, floor care machines, tools and equipment, with a wide range of technology based value-added services, food safety services and water and energy management

## What are the Goals of the website?

The project involved a complete overhaul of the User Experience for Diversey Care division and the food hygiene and cleaning. This required a clear understanding of the complex nature of this business with care and monitor on the system with different division to perform a wide range of activities ranging from machines and systems. I went even further and embedded few of our UX analysts in their team to observe the process to understand and solve their current process digitally Diversey Care.

## Who are the users of the site

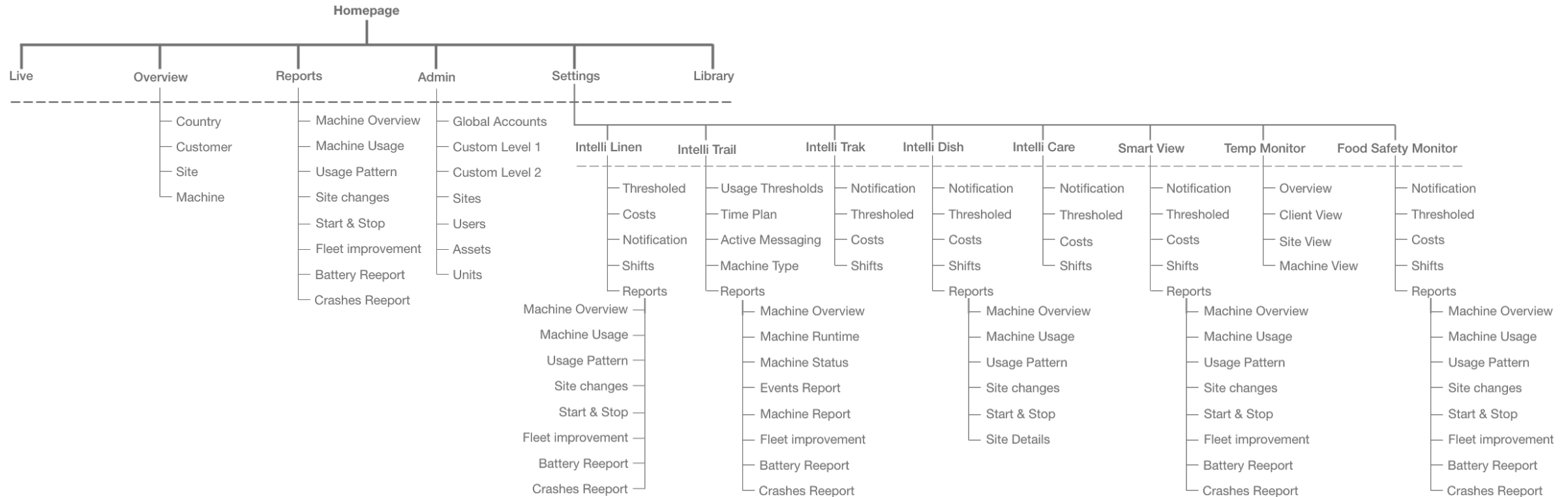
Preserving food, or healthcare solutions, products in protecting everything that's important

## Targeted Users in SEALED AIR

- › Food service, hospitality, healthcare, retail and facility management sectors
- › Food Packaging, Monitor food safety industry

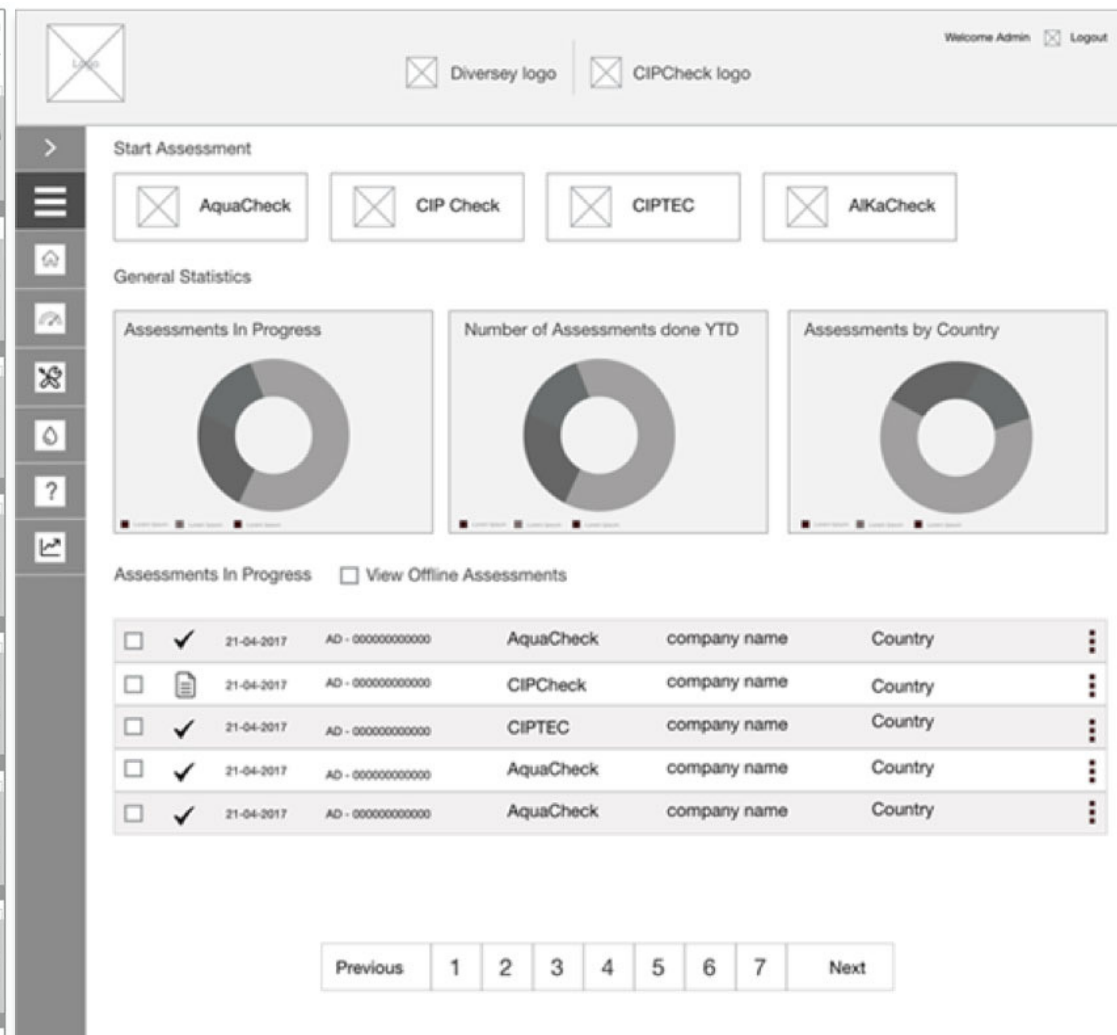
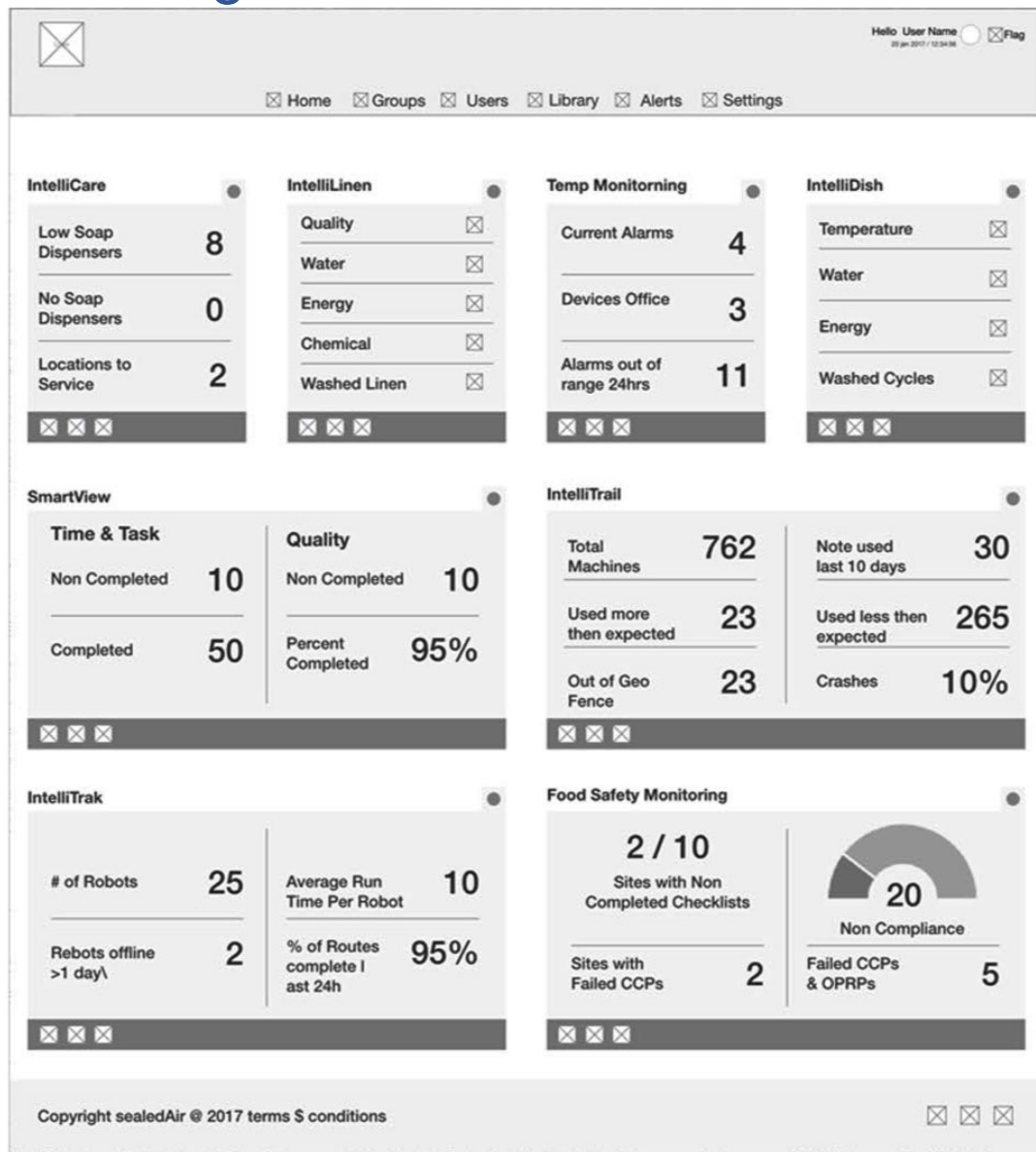
# Creating Sitemap

Once I have completed the personas and user journeys, I will create the sitemap. It visualizes what I have learned about how users navigate the site, what sort of content they will need to support them in their goals and what sort of language they use to identify things



# SEALED AIR Diversey Care

## Creating Wireframes



# High-Fidelity Detailed Design's

UX research serves many purposes throughout the design process. It helps us identify and prove or disprove our assumptions, find commonalities across our target audience members, and recognize their needs, goals, and mental models. High-fidelity prototypes take you as close as possible to a true representation of the user interface

# High-Fidelity Detailed Design's

Sealed Air Re-imagine Client logo Hello, Christopher Montgomery 07 Feb 2017 / 12:34:57

HOME OVERVIEW REPORTS ADMIN SETTINGS LIBRARY

GLOBAL ACCOUNTS ACCOUNTS CUSTOMERS SITES USERS **ASSETS** DEVICES UNITS

IntelliLinen

Users + ADD ASSET

TYPE	SERIAL NO.	MANUFACTURER	MODEL	BRAND	CAPACITY	REGISTRATION	LAST CHANGE	FIRMWARE	
Dispenser	1234-5678-9012	Manufacturer	W575N	Samsung	123 L	07-24-2017, 09:01PM	07-24-2017, 09:01PM	2.32.1	
Washer	1234-5678-9012	Manufacturer	W555H	Zanussi	123 L	02-01-2017, 12:41PM	02-01-2017, 12:41PM	2.32.1	Tool tip + color on mouse over
Washer	1234-5678-9012	Manufacturer	W575S	Electrolux	123 L	02-22-2017, 00:32PM	02-22-2017, 00:32PM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W575N	Zanussi	123 L	03-10-2017, 04:12AM	03-10-2017, 04:12AM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W555H	Zanussi	123 L	02-04-2017, 11:21AM	02-04-2017, 11:21AM	2.32.1	
Washer	1234-5678-9012	Manufacturer	W555H	Electrolux	123 L	02-07-2017, 11:29PM	02-07-2017, 11:29PM	2.32.1	
Washer	1234-5678-9012	Manufacturer	W575S	Samsung	123 L	04-07-2017, 04:44AM	04-07-2017, 04:44AM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W575S	Samsung	123 L	03-28-2017, 11:36PM	03-28-2017, 11:36PM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W575N	Electrolux	123 L	03-14-2017, 09:01PM	03-14-2017, 09:01PM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W575N	Zanussi	123 L	04-14-2017, 06:39PM	04-14-2017, 06:39PM	2.32.1	
Washer	1234-5678-9012	Manufacturer	W555H	Samsung	123 L	05-17-2017, 11:21AM	05-17-2017, 11:21AM	2.32.1	
Washer	1234-5678-9012	Manufacturer	W555H	Electrolux	123 L	11-08-2017, 11:21AM	11-08-2017, 11:21AM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W575S	Electrolux	123 L	02-24-2017, 11:21AM	02-24-2017, 11:21AM	2.32.1	
Dispenser	1234-5678-9012	Manufacturer	W575S	Samsung	123 L	06-18-2017, 11:21AM	06-18-2017, 11:21AM	2.32.1	

Showing 1 to 14 of 24

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HOME LIVE OVERVIEW REPORTS ADMIN SETTINGS LIBRARY

- IntelliLinen**
  - THRESHOLDS
  - COSTS
  - NOTIFICATIONS
  - SHIFTS
  - REPORTS
- IntelliTrail**
  - USAGE THRESHOLDS
  - TIME PLAN
  - ACTIVE MESSAGING
  - MACHINE TYPES
- IntelliTrak**
  - NOTIFICATIONS
  - THRESHOLDS
  - COSTS
  - SHIFTS
  - SHIFTS
- IntelliDish**
  - NOTIFICATIONS
  - THRESHOLDS
  - COSTS
  - SHIFTS
  - REPORTS
- IntelliCare**
  - NOTIFICATIONS
  - THRESHOLDS
  - COSTS
  - SHIFTS
- SmartView**
  - NOTIFICATIONS
  - THRESHOLDS
  - COSTS
  - SHIFTS
  - REPORTS
- Temp.Monitor**
  - NOTIFICATIONS
  - THRESHOLDS
  - COSTS
  - SHIFTS
- FoodSafetyMonitor**
  - NOTIFICATIONS
  - THRESHOLDS
  - COSTS
  - SHIFTS
  - REPORTS

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IntelliLinen HOME LIVE OVERVIEW REPORTS ADMIN SETTINGS LIBRARY

VIEW COST SETTINGS

THRESHOLDS COSTS **NOTIFICATIONS** SHIFTS REPORTS

Active Sistem unique ID: 1234 QW54 8k3r 2F45

Global Account Level 1 Level 2 Site and/or device Currency is: € [EUR]

Water & energy costs

Water Cost/m<sup>3</sup>  Energy Cost/kWh

Chemicals costs

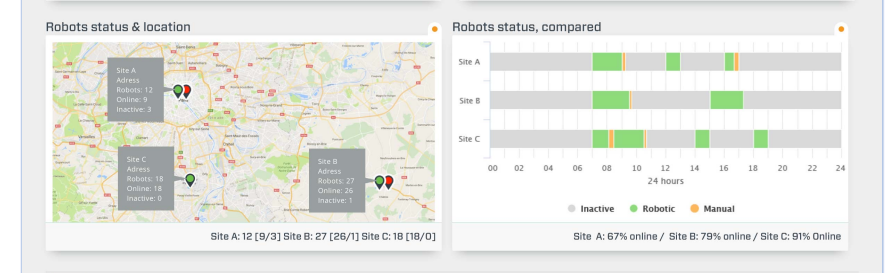
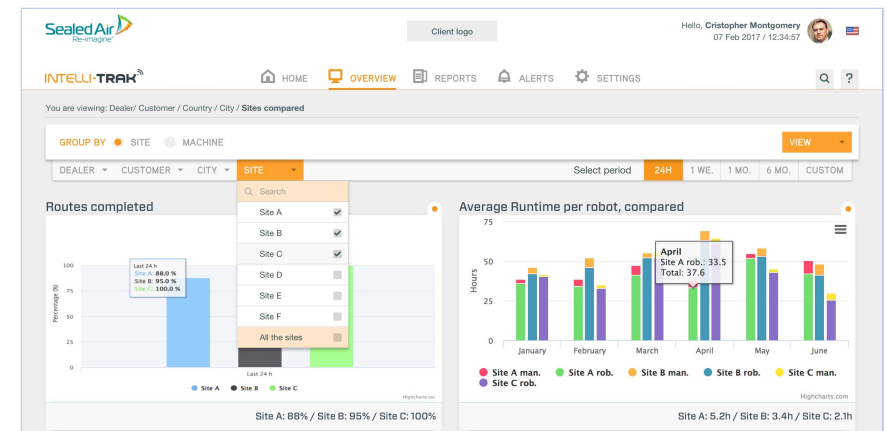
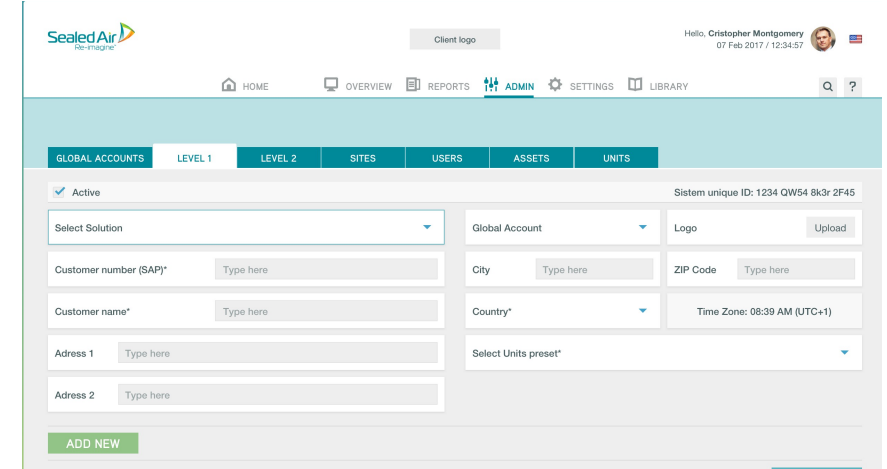
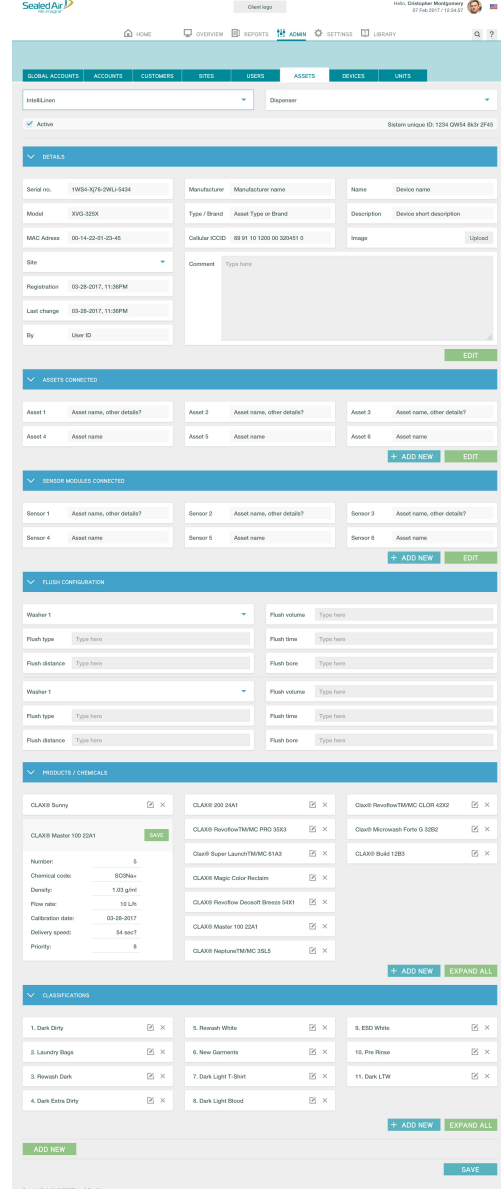
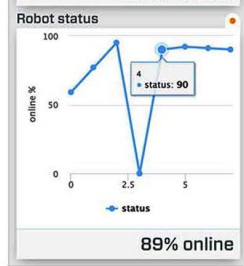
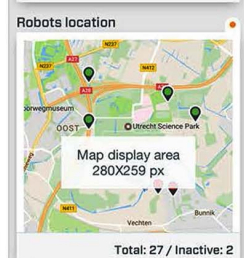
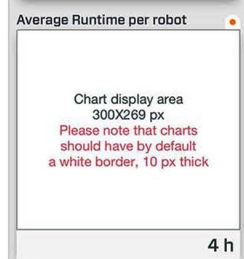
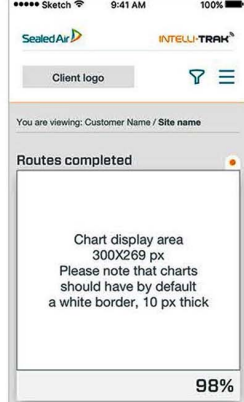
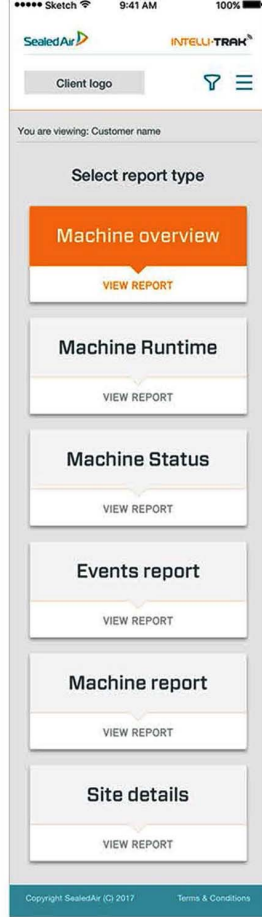
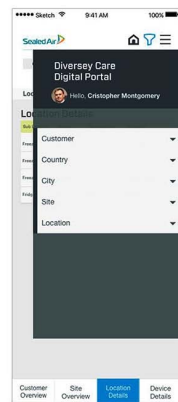
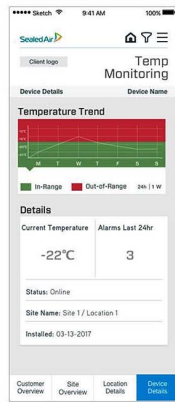
Average Cost/L

- Clax Sonil concentrate Cost/L
- Clax Desoof concentrate Cost/L
- Clax Build Cost/L
- Clax Hypo concentrate Cost/L
- Clax Mild Cost/L
- Clax Neutrapur Cost/L
- Clax Extra Cost/L
- Clax Super Cost/L

Last change: Date / Time By: User ID SAVE

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# High-Fidelity Detailed Design's



# Gauged Oil & Gas Creating Wireframes & Low-Fidelity Prototypes

## Gauged Oil and Gas App

UX research creating low fidelity wireframes and high fidelity wireframes This project used for oil and gas app



23098 ACTIVE VISITORS 78% Desktop 16% Mobile 6% Tablet

FILE A STORY Welcome Manoj

SOCIAL REFFERALS 3256 2654 1454 765

ANNOUNCEMENTS: Team India for WT20, Asia Cup: Yuvraj, Bhajji retained, Shami recalled

ACTIVITY FEED: Five reasons why Delhi air will never be clean Five

MY NEWS LIST: 34 (Pending 15, Completed 19)

TASK LIST: 40 (Pending 18, Completed 22)

GOOGLE NEWS TRENDS: Top National International

ALL NEWS 196 PUBLISHED 89 DRAFT 56 PENDING APPROVAL 47

SORT BY: DATE POPULARITY STATUS

News items list:

- Draft | 05 Feb, 2016 10:25AM | Team India for Asia Cup, World T20: Negi, Shami surprise inclusions
- Draft | 05 Feb, 2016 10:25AM | Team India for Asia Cup, World T20: Negi, Shami surprise inclusions
- Published | 05 Feb, 2016 10:25AM | Team India for Asia Cup, World T20: Negi, Shami surprise inclusions (5.5k Views, 1567 Likes, 1567 Tweets)
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TOP ACTIVE PAGES:

ACTIVE PAGES	ACTIVE VISITORS
1. /pages/business/	37% 145
2. /pages/business/	08% 67
3. /pages/business/	12% 145
4. /pages/business/	21% 145
5. /pages/business/	16% 145
6. /pages/business/	16% 145
7. /pages/business/	16% 145
8. /pages/business/	16% 145

## Challenge

**LiveHindustan** is India's largest Hindi Language newspaper owned and operated by Hindustan Times. They wanted to build a news publishing platform that seamlessly integrates their news-filing process. This also meant that the system should be easy for their editors and reporters -- who usually work on Print medium -- to use, easy for the social media team to manage the social reach of each article, and the business units to get a detailed report of the performance of news and different sections.

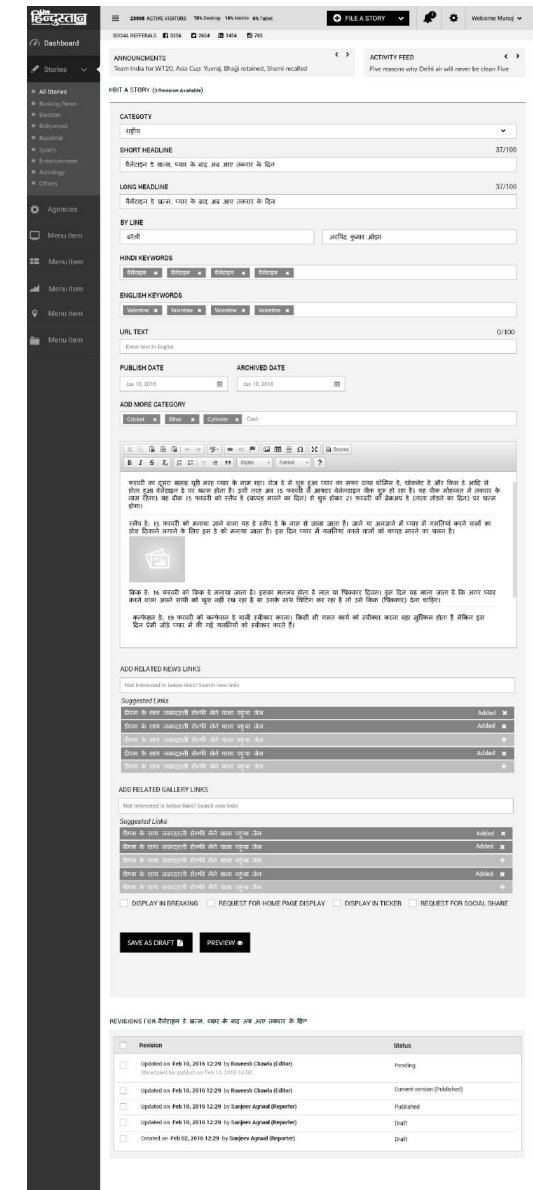
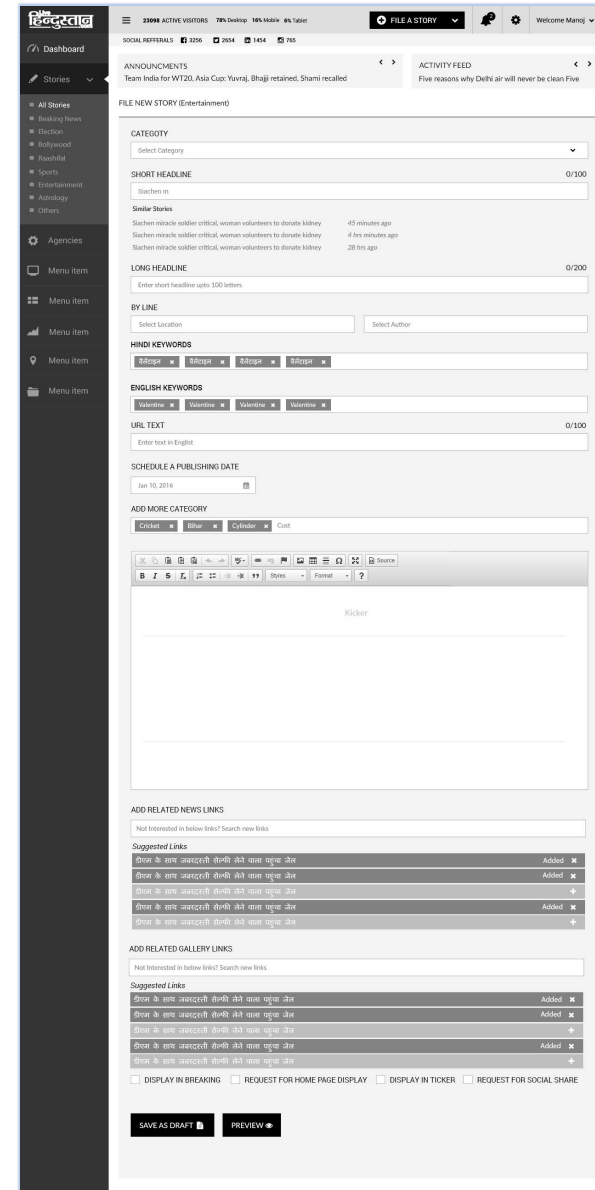
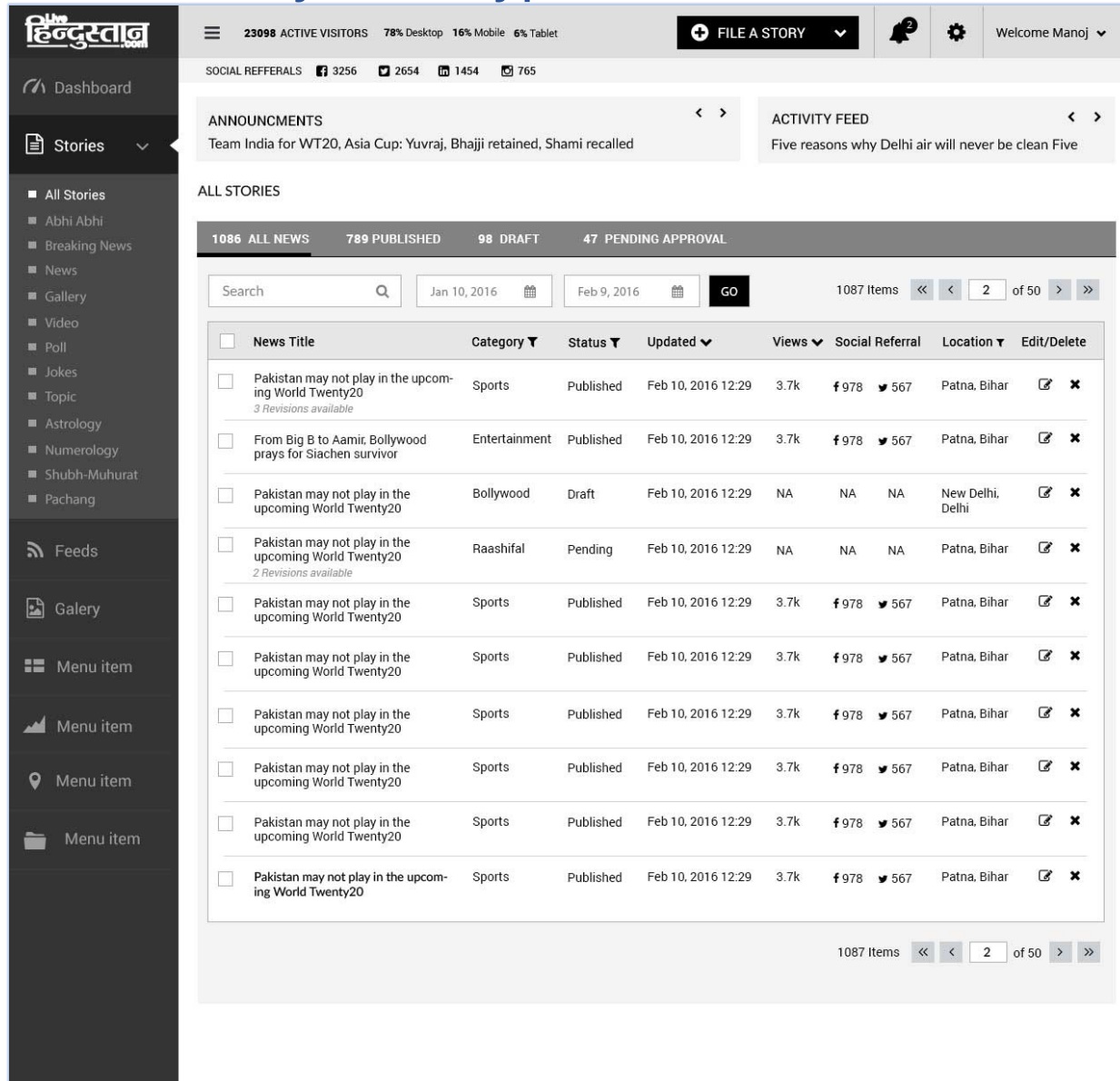
The project also involved conducting full-day workshops with stakeholders, editors and users to understand how the news-filing process currently works. I went even further and embedded a few of our UX analysts in their team to observe the process to understand and solve their current process digitally.

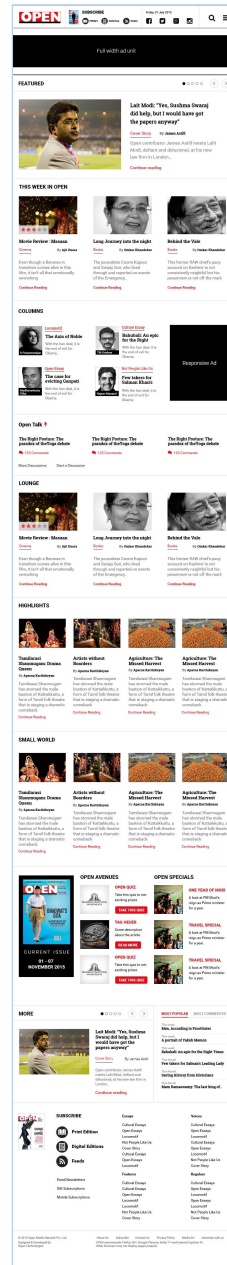
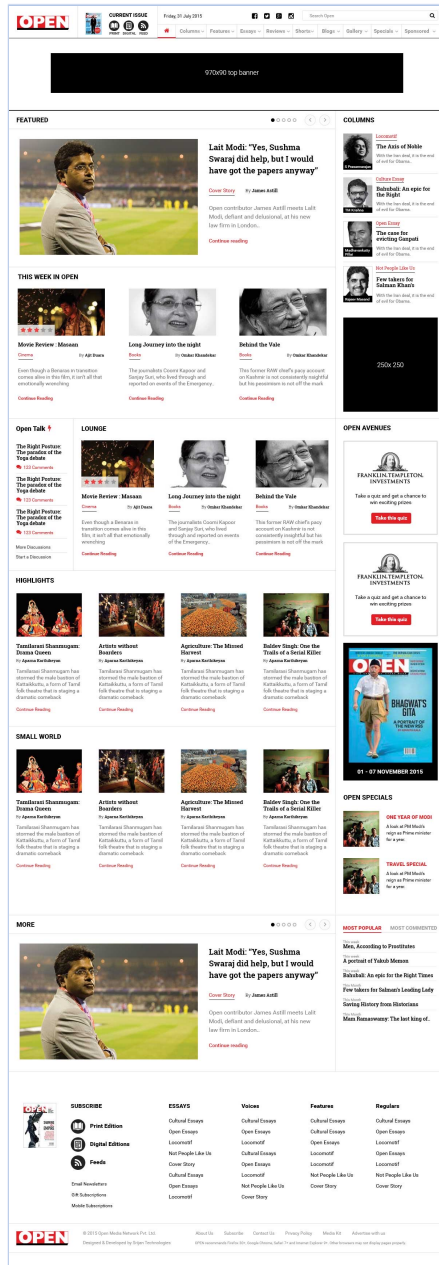
## What I did

- › Setting goals and objectives
- › Stakeholder interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Conducting competitive research
- › Low-fidelity prototypes
- › Creating wireframes
- › High-fidelity design & guideline

# Live Hindustain

## Low-Fidelity Prototypes





## Challenge

Open Magazine is a popular Indian Current Affairs magazine. They pride themselves in the quality of articles and not serving piecemeal articles and listicles. The magazine itself -- released once every two weeks -- boasts beautiful covers, minimal design, and bold imagery.

Their online presence, however, has been abysmal. With a design that was a decade old and the user experience made for early 2000s sensibilities, it was both a challenge as well as a learning experience to do a complete overhaul of the UX and UI of their website.

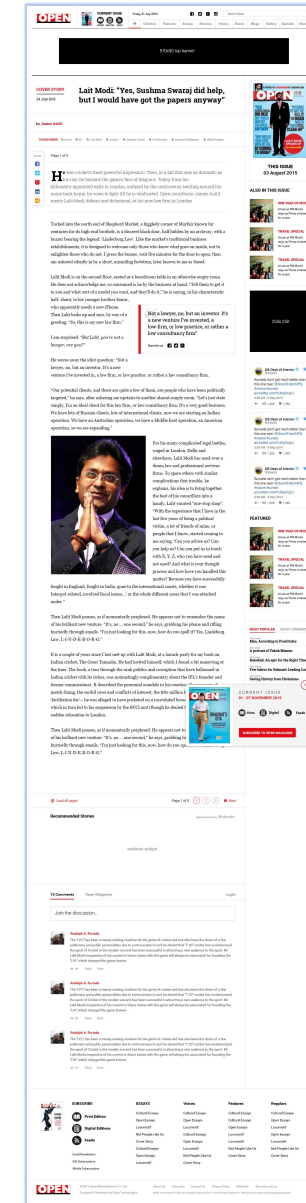
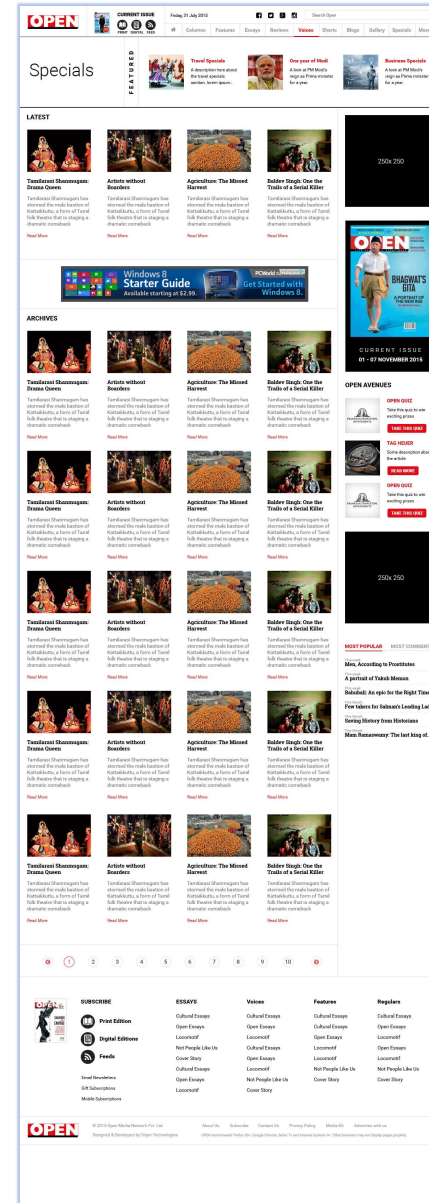
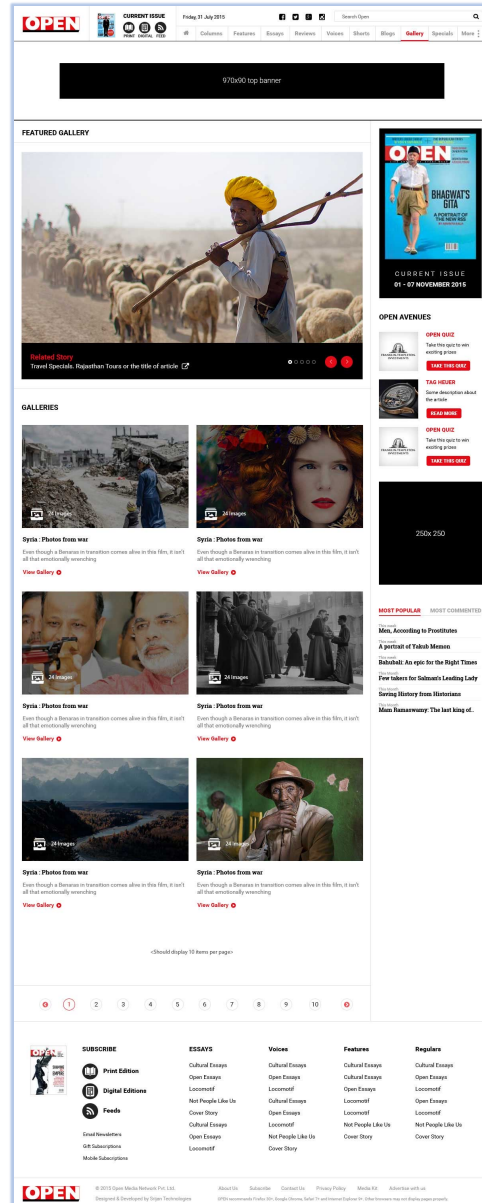
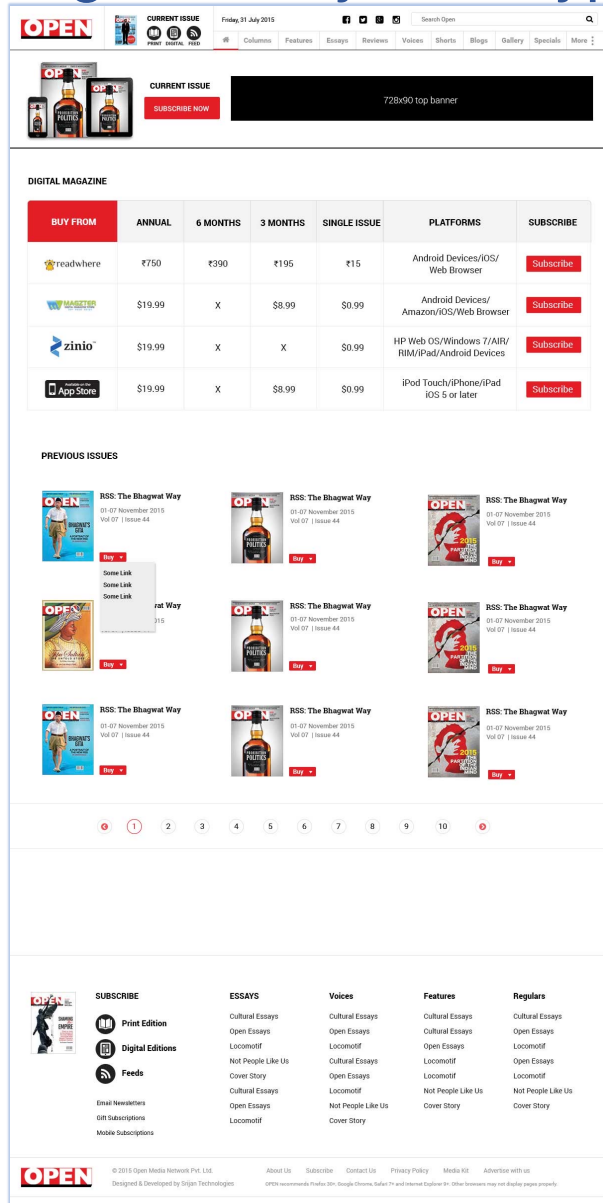
The project also required a great level of understanding of their readers, figuring out how to serve quality articles in a minimal design without compromising on quality yet still serving monetizable ads on every page that doesn't intrude the reading experience.

## What I did

- › Setting goals and objectives
- › Stakeholder interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Conducting competitive research
- › Low-fidelity prototypes
- › Creating wireframes
- › High-fidelity design & guidelines

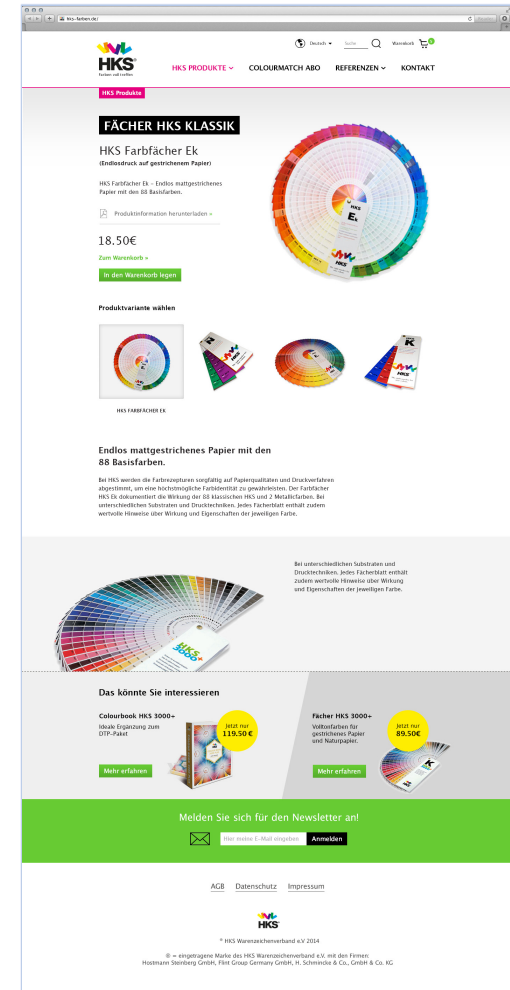
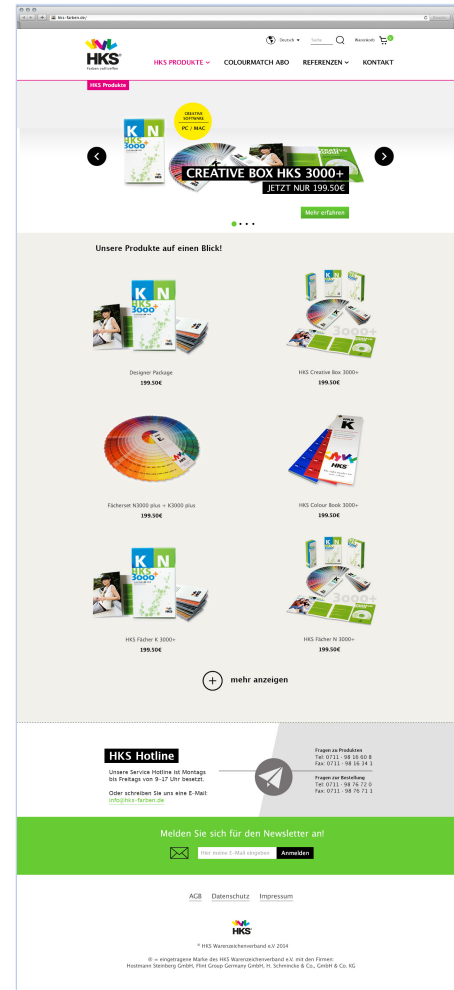
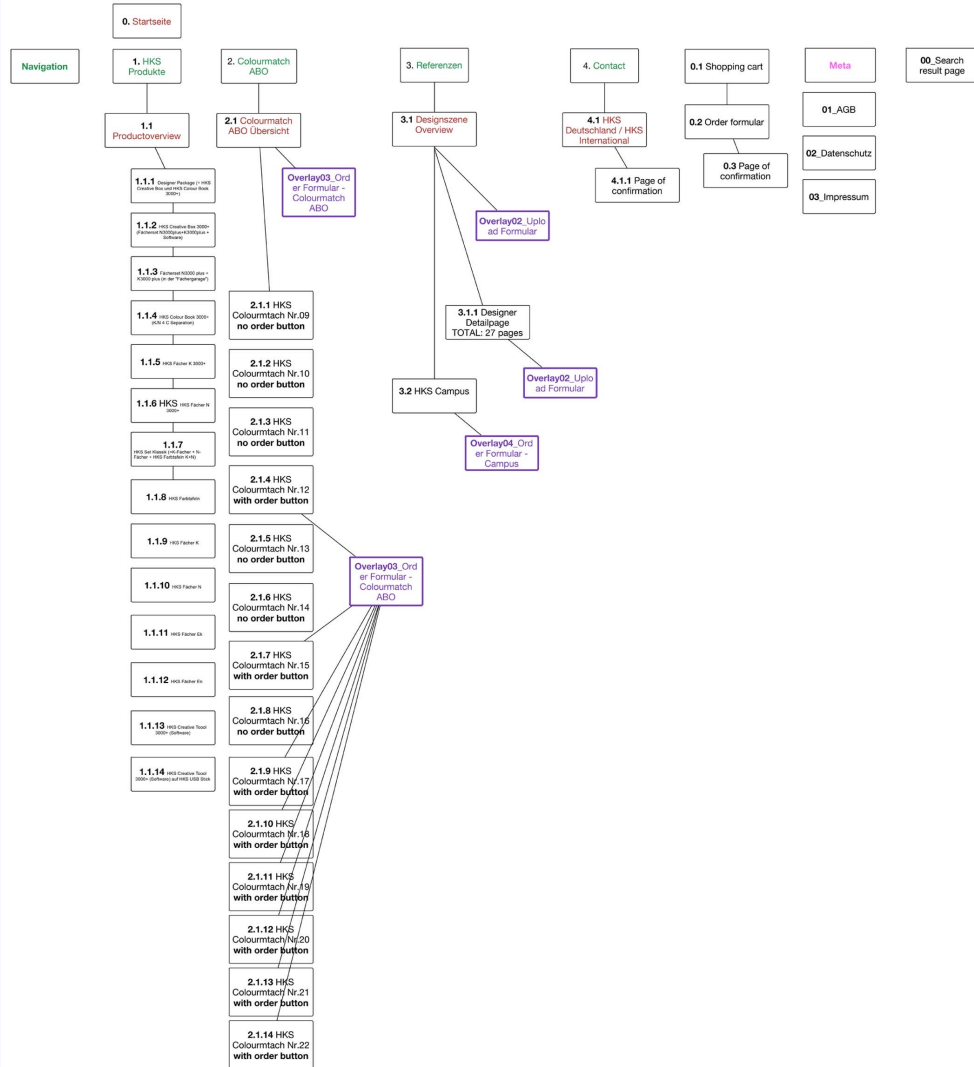
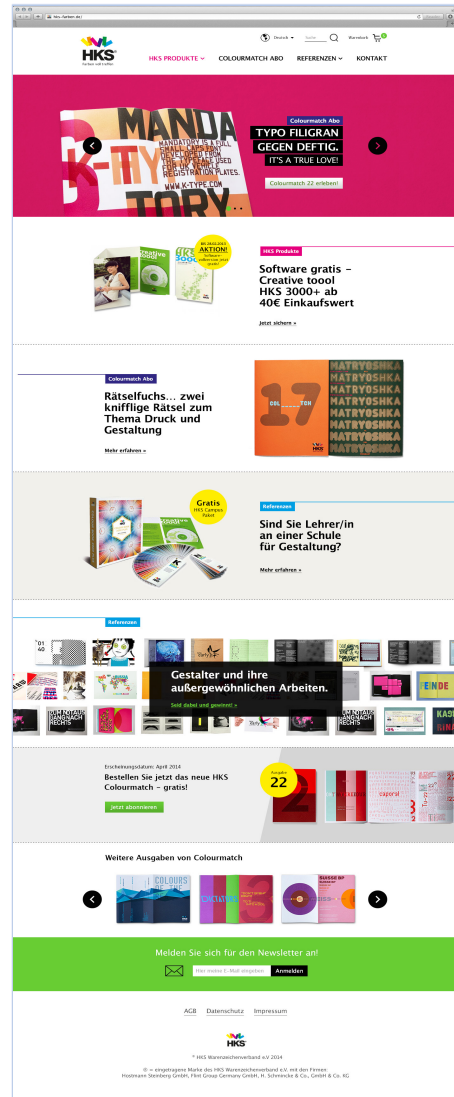
# Open Magazine

## High-Fidelity Prototypes

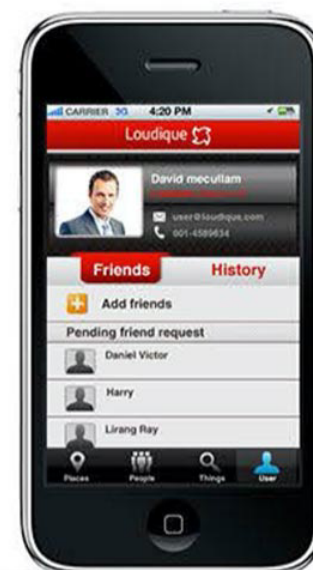
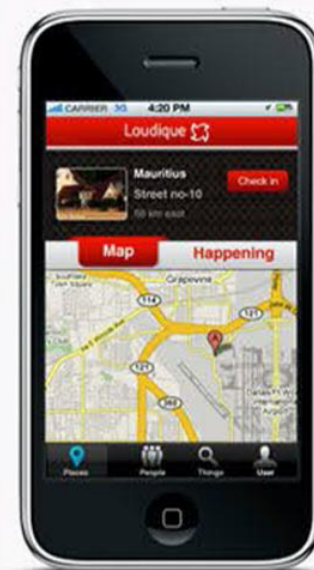
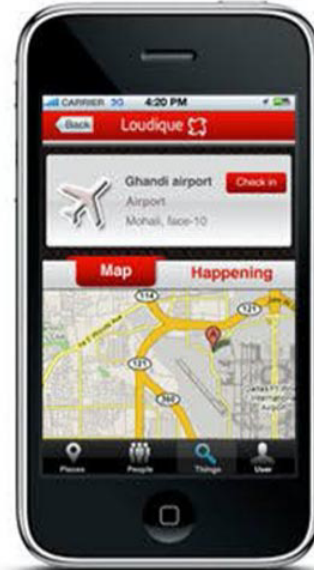
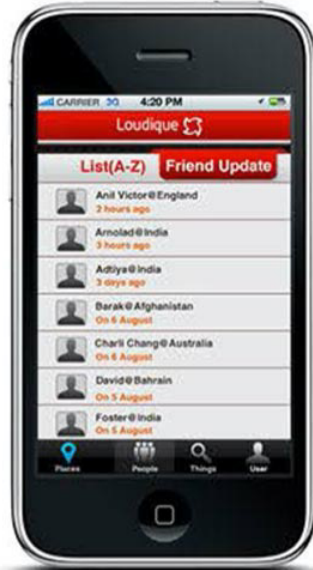
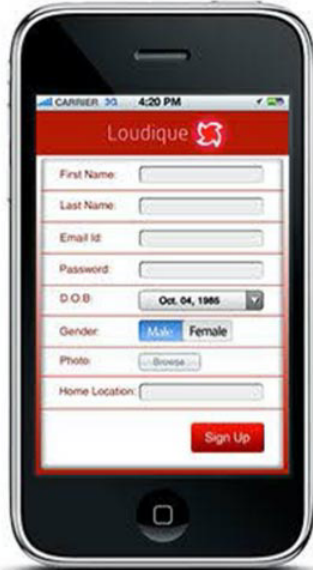
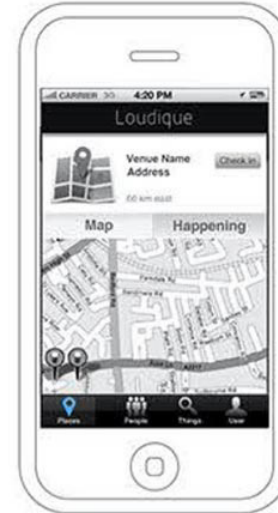


# Low-Fidelity Prototypes

UX strategy includes the why, what, how, who, and when of the project, the details that will provide its structure and demonstrate its progress and evolution. First, I identify business goals; then I identify usability goals that allows me to develop the UX vision and strategy

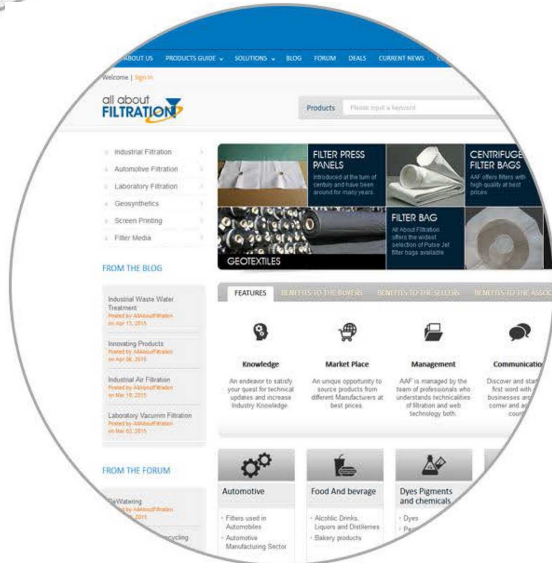


# Loudique

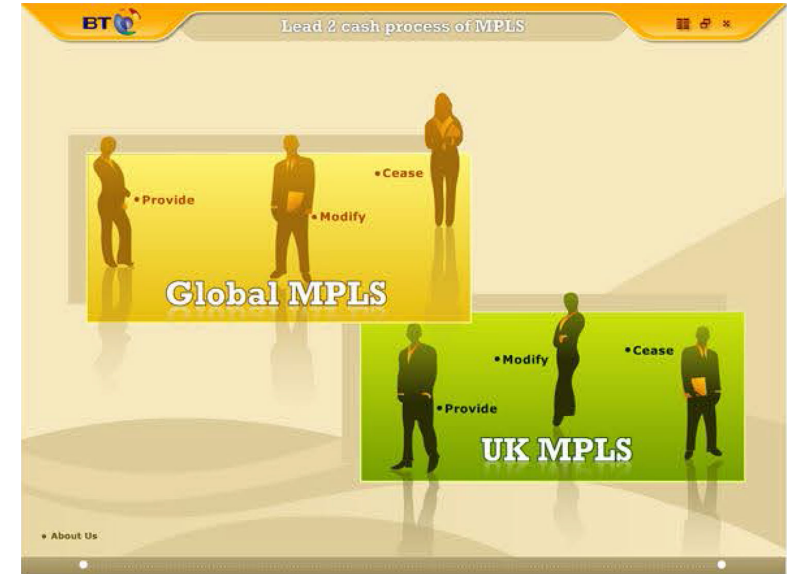
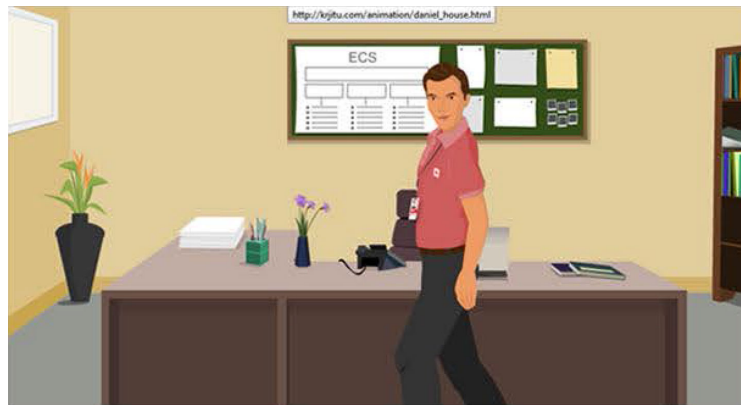


# WEBSITE

## UI / UX Design - website



# UI/ UX Flash and visual Design ( Story boarding Illustration. Animation)



THANK YOU!

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+91 981 078 7502

kumarjitendra@msn.com

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View more projects at [www.krijitu.com](http://www.krijitu.com)