

Jahnavee Chitte

User Experience Designer | Interaction Designer | Product Designer

PORTFOLIO



Objective

Redesign of the existing iPad application to make it more scalable, consistent and inline with the business and marketing goals.

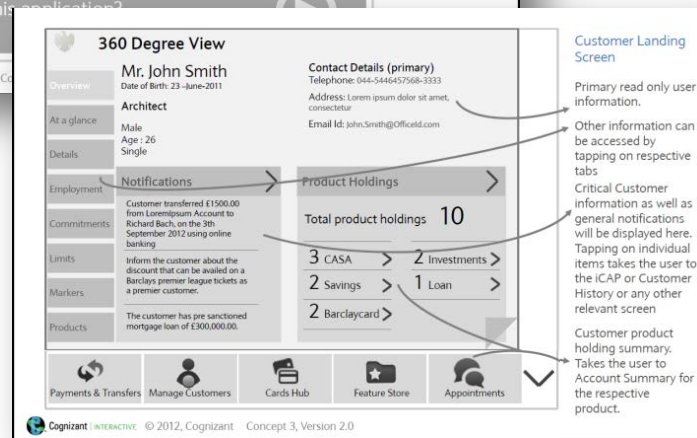
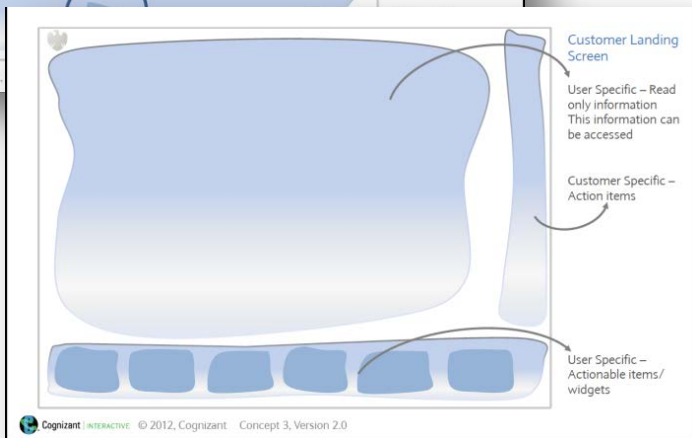
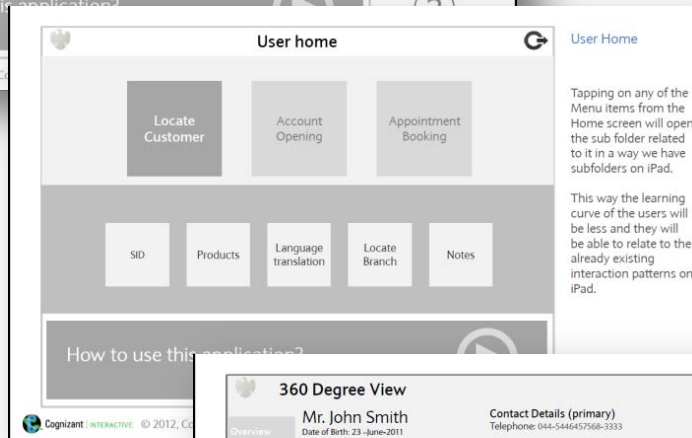
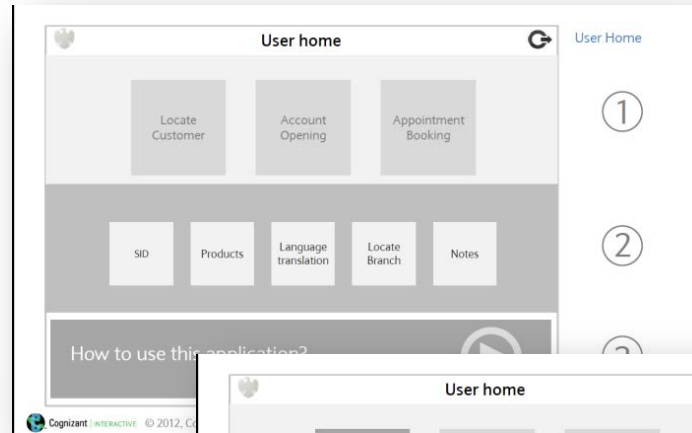
Activities

- Understanding the business goal and translating it into a UI solution
- Gathering user insights by interacting with end users.
- Using existing domain knowledge to revamp and reiterate the concept and framework.
- Create templates and brand guidelines

Responsibilities:

- Lead UX designer
- Create a UI Proposal and proof of concept
- Present and communicate the concept to the client

Sample wireframes illustrating content chunking and page layout



More Visual Designs

CUSTOMER OVERVIEW

Overview **Mr. John Smith**

At a glance	Profession Architect Status Single Age 26	Product Holdings Total product holdings 10
Details	Contact Details (primary) 044-5446457568-3333	03 CASA
Employment	2 Churchill Place, Canary Wharf, London E14 5RB, United Kingdom	Lorem savings account £ 34556.00 Lorem ipsum dolor savings account £ 34556.00 Dolor savings account £ 34556.00
Commitments	John.Smith@Officeld.com	02 INVESTMENTS
Limits	Notifications Customer transferred £1500.00 from Loremipsum Account to Richard Bach, on the 3th September 2012 using online banking	02 SAVINGS
Markers		01 LOANS
Products	Inform the customer about the discount that can be availed on a Barclays premier league tickets as a pre-	02 BARCLAYCARD

Payments & Transfers | Manage Customers | Cards Hub | Feature Store | Appointments

Screens illustrating landing screen layout

HOME

Locate Customer

Find Customer

Sort Code + Account Number | Sort Code

Bank Card Number | Account Number

Surname + Initials + Postcode | **Find**

Screens illustrating a task flow

Appointment Booking

1. Where

Select a location from the map or search by City, Town or Postcode.

2. What

Reason for appointment and Attendee Details

3. When

Setting appointment date and time. Share the calendar with the group.

Appointment Booking

3. When

Setting appointment date and time. Share the calendar with the group.

September 2012

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4				8
9	10	11				15
16	17	18				22
23	24	25				29
30	31					

Select Time

- 10:30 - 10:45 am
- 10:45 - 11:00 am
- 11:00 - 11:15 am
- 11:30 - 11:45 am
- 11:45 - 12:00 pm

BARCLAYS

Login

USERNAME

PASSWORD

COUNTRY

LOGIN

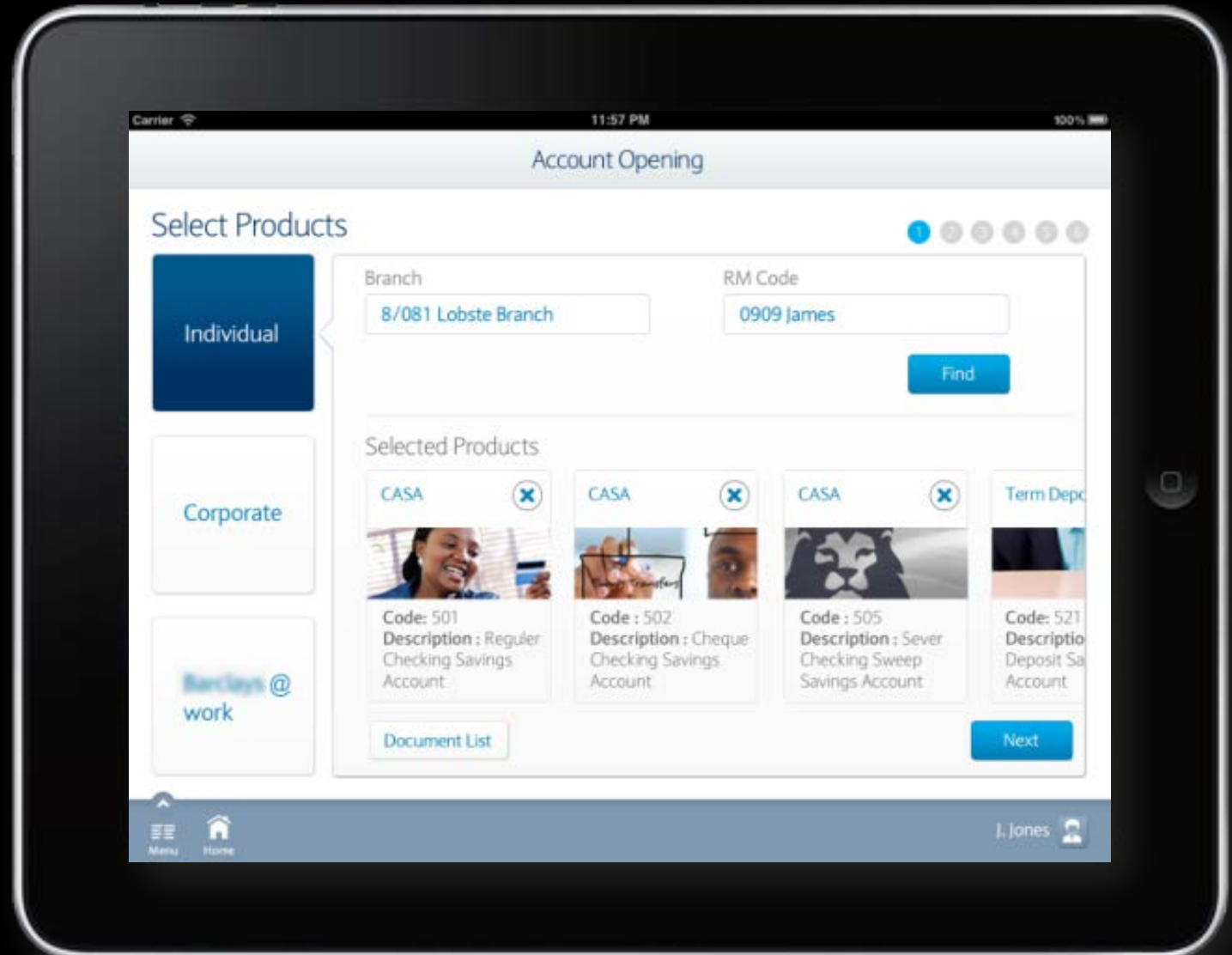
The application provides the ability to serve the customers of the bank not only inside the branch but also at other remote location. This helps the relationship managers to serve the customers to open accounts and cross sell products to them while on the go.

Activities

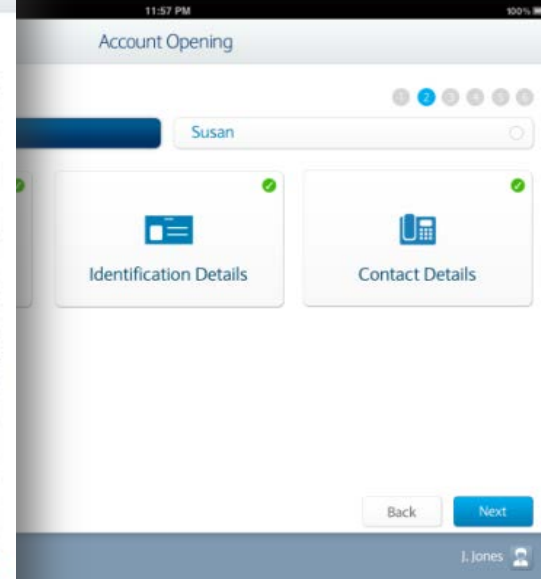
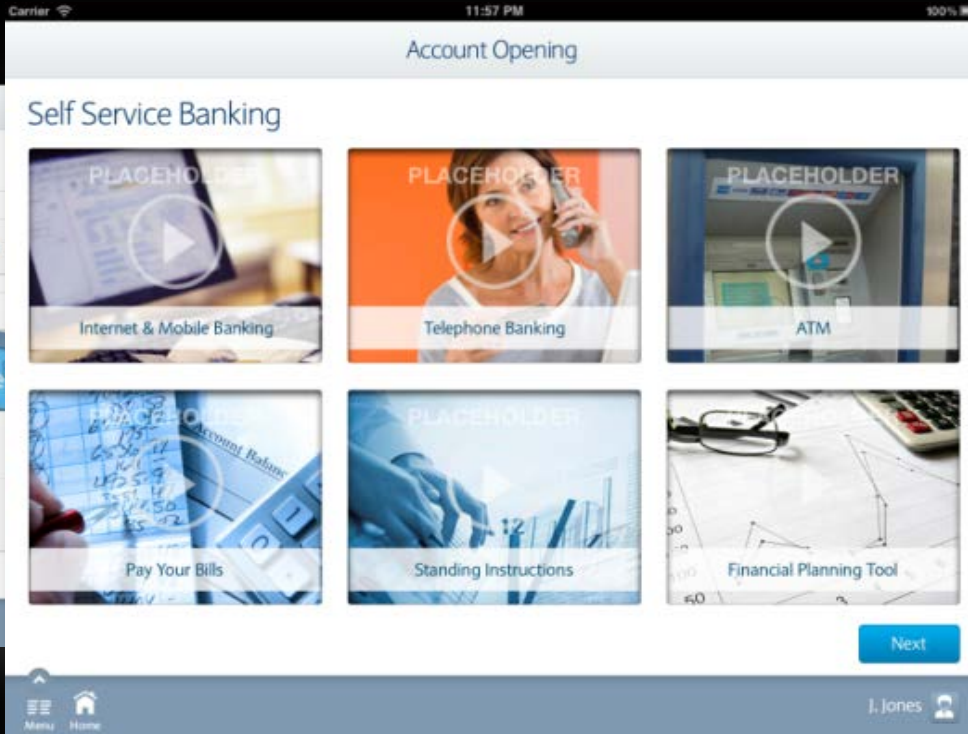
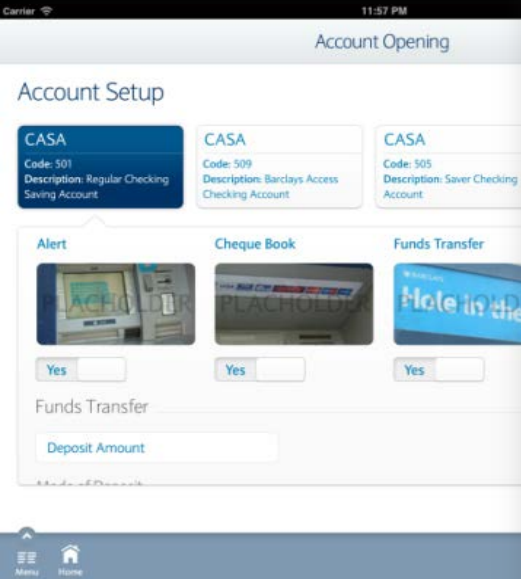
Working with the business to finalize the task flow for the entire process. Analyzing the required information to be captured and optimizing the content for the iPad scenario. Ideation of wireframes and conceptualization of look and feel.

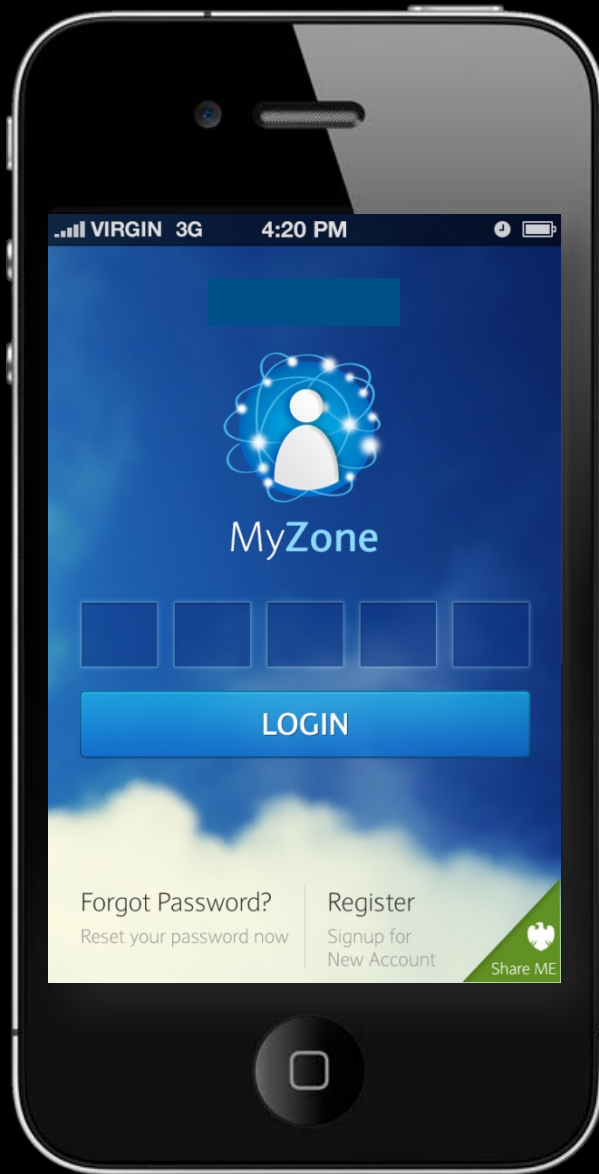
Responsibilities:

UX Lead



Sample screens showing different layouts in the task flow





This app was proposed as a concept for a employee facing application for a organization.

The app aided employees to access company news, latest events, peer group connect and interaction, company tweets, personal, HR and financial information and other company magazines.

Activities

Quick understanding of the scope and business goal of the application. Provide a concept and frame work of mock up app

Responsibilities:

UX lead
Create task flows and wireframes
Supervise the Visual Design

Wireframes translated into VD

VD Status - Done

Grid -

Tapable content

1.5x

x

x

x

Can chose to have this content scrollable to show more snippets from different sections of the Zones

Get App



Search app or web (can be integrated with google)

Tapping on an active icon takes the user to a screen which gives details of the last login, account setting, change pin, change display name etc.

Icon shows whether a user is online/ offline

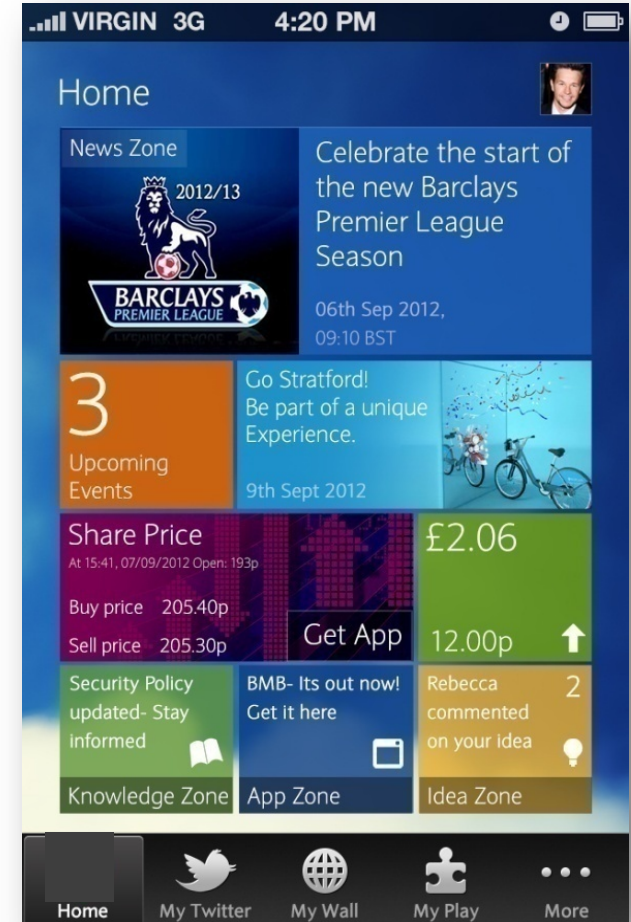
Auto swiping (horizontally) content with top news from each section. Link to Globe will be one of the banner upfront (download globe app will be an option on the banner) Tapping on the banner takes the user to the News Zone

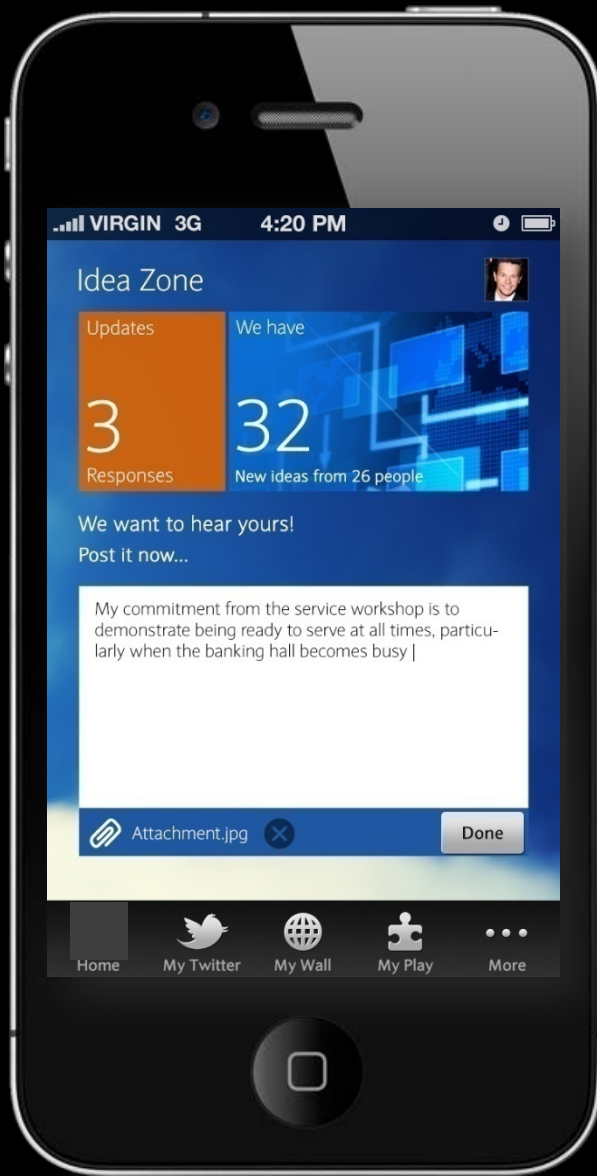
Tapping on the number takes user to the Local Zone

Tapping on the grey area takes the user to MyShare app

Tapping on the grey area takes the user to MyShare app

Persistent area on home page- will hide on internal pages





Native tablet application | BFS Domain Client iBOC- Customer Servicing App

Project Duration:
18 October 2011 – Till Date

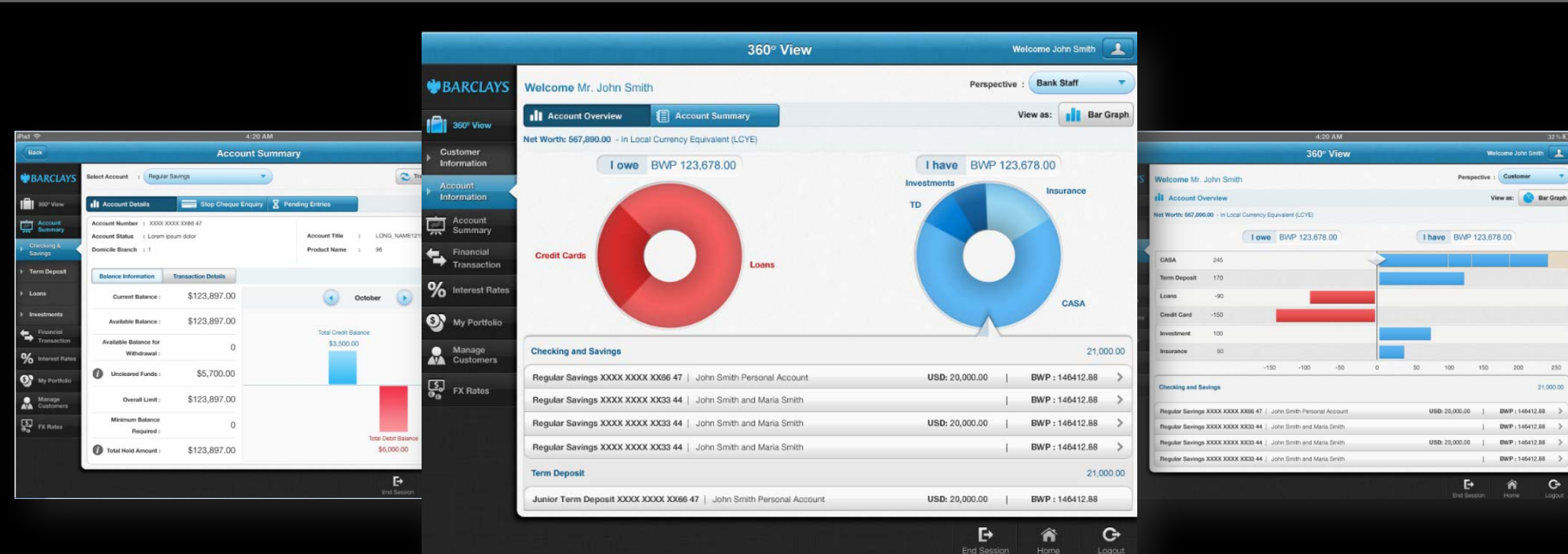
The objective of the project is to develop a native iPad application to be used for serving customers walking in bank branches. The application was targeted towards users in Africa ph1 and UK as ph2. The application developed on iPad can reach out to the customers walking in the branches instead of making them stand in a queue and wait for their turn. This provides a better servicing experience with sophistication of the latest technology.

Activities

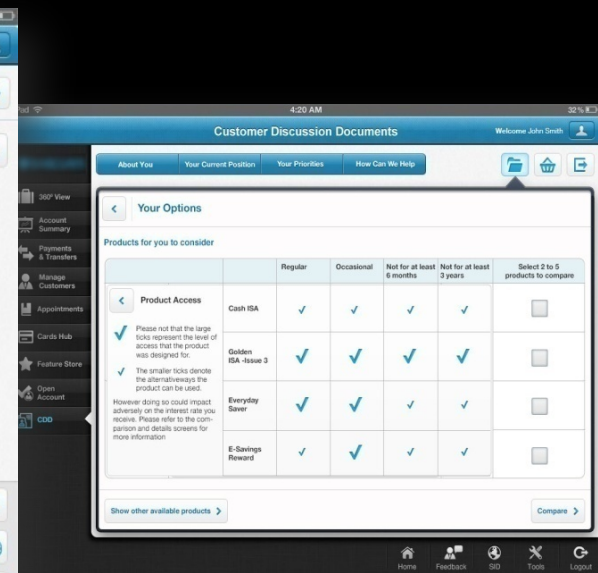
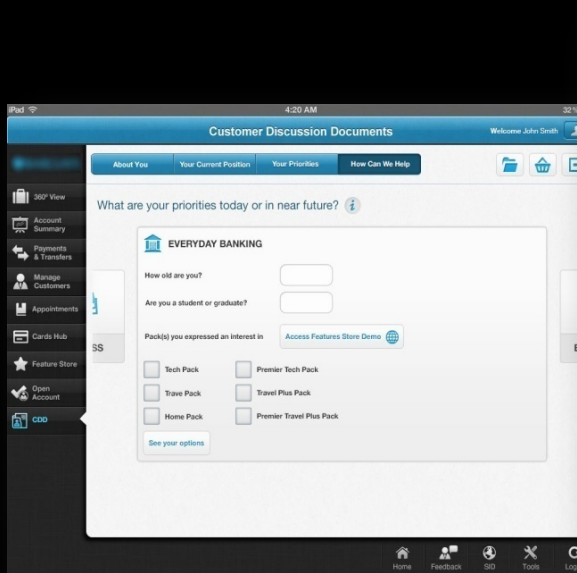
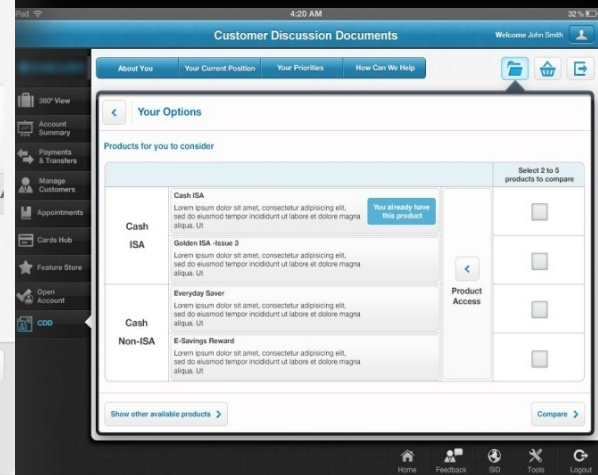
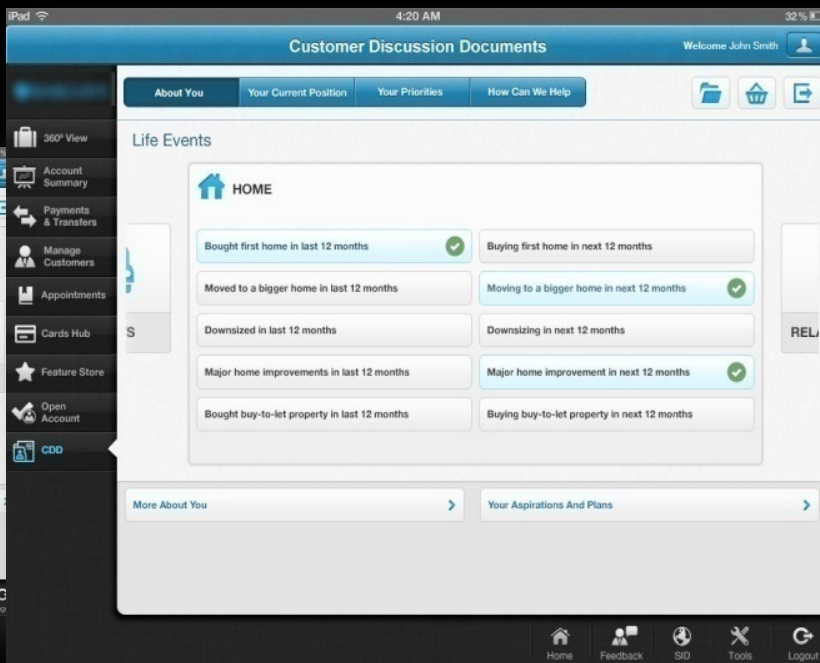
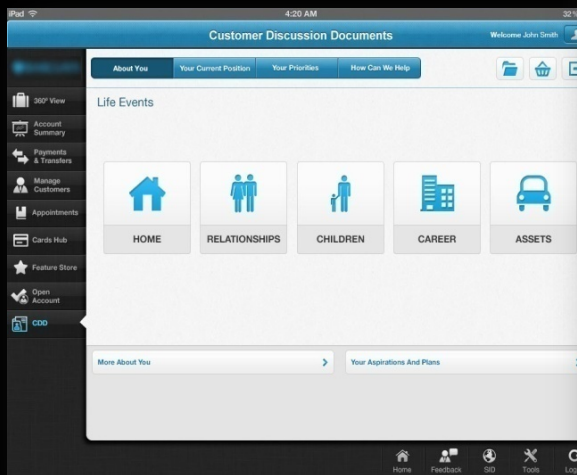
- Understanding the business goal and translating it into a UI solution
- Gathering user insights by interacting with end users.
- Translating requirements to the UI team and ideating design concepts to be presented to the client.

Responsibilities:

- Managing offshore teams. Estimation of timelines, efforts for new requirements and managing existing deliveries.
- Defining IA, Navigation structure and task flows and designing wireframes with the team.
- Translating client branding guidelines and generating visual design concepts.
- Providing Support to the client development team.



Screen samples: Customer discussion and data capture screens



Mobile website for | Insurance Domain Client

Customer facing mobile website

Project Duration:
01 April 2011- 07 June 2011

Winner of webby awards
2012

Design of a mobile website for an international insurance client, catering to various segments of users and different platforms in mobile (touch and keypad based mobiles).

The Project catered to defining a web strategy and to design a website showcasing products and features of an international insurance client. Phase 2 required for designing the web strategy for mobile. The scope consisted of providing a complete front end solution with respect to device capability, navigation flow, IA optimization, content optimization, overall look and feel, HTML development and integration with client CMS.

Activities

Understand the targeted users and user mental model to develop scenarios, user journeys and user ecosystem.

Make a competitive analysis of mobile website in the similar domain and carry out rating with respect to Navigation, Content, Presentation, Interaction and Features and functionality.

Study and analyze the existing website IA and map it to the mobile strategy.

Develop wireframes, visual designs and html prototype.

Responsibilities:

Carry out desk research for competitive bench marking.

Work with onsite lead designer to develop strategy for mobile website and requirements gathering phase .

Define structure of the touch phones and key pad phones and design separate set of wireframes for each. Generating low and high fidelity wireframes which cater to user needs and usability issues.

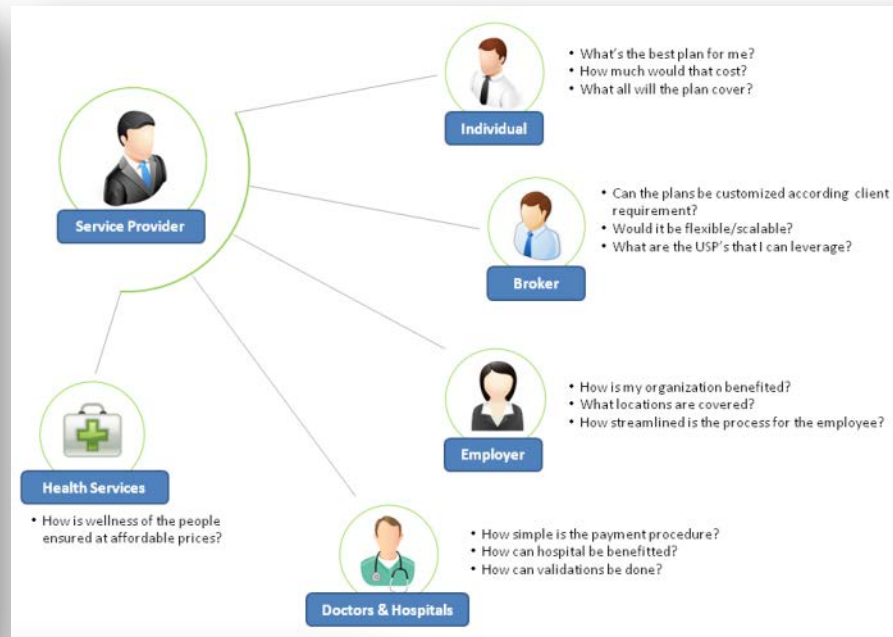
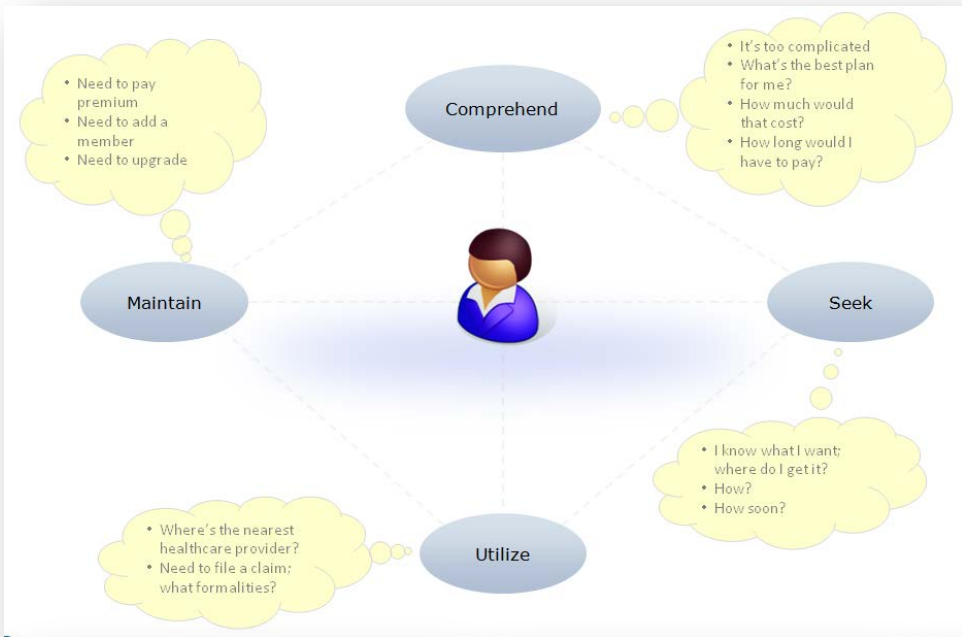
Coordinate with the offshore and onsite team to generate visual designs and get validations.

Interact with the onsite Client CMS team to give walk through of designs.

Documenting and delivering the final set of presentations, reports and screens.



Understanding the user – mental model, needs, goals and developing a eco system for key components



Kenneth Lawson - Architect



"I'm looking forward to a long term assignment in Argentina. But before I take it up, need to ensure safety and security for family."

Influencers

- Feel Secure
- Plan for emergencies
- Stress free relocation
- Benefits
- Value Additions

Enablers

- Quick quote calculators
- Purchase product online
- Offers and deals
- Claiming options

Richard Dailey - Broker



"My Client is travelling overseas for a business assignment. I want to get the best deals and benefits for him by tomorrow, to ensure he has a hassle free stay"

Influencers

- Long term relationships with clients
- Retaining clients' trust and confidence
- Moving up the value chain

Enablers

- Value added services
- Quick tools and calculators
- Broker benefits

Cathy Brown - HR Associate



"I'm looking for a insurance service provider for our new locations in APAC. We might grow our presence substantially in that geography"

Influencers

- Enhance organization's brand value
- Employee convenience and satisfaction
- Stress free employee travel and relocation

Enablers

- Corporate Packages
- Flexibility and customization offered by providers
- Benefits offered by providers

Creating personas and developing scenarios . Mapping the user needs and aspirations to form a strategy for the mobile website.

Attract

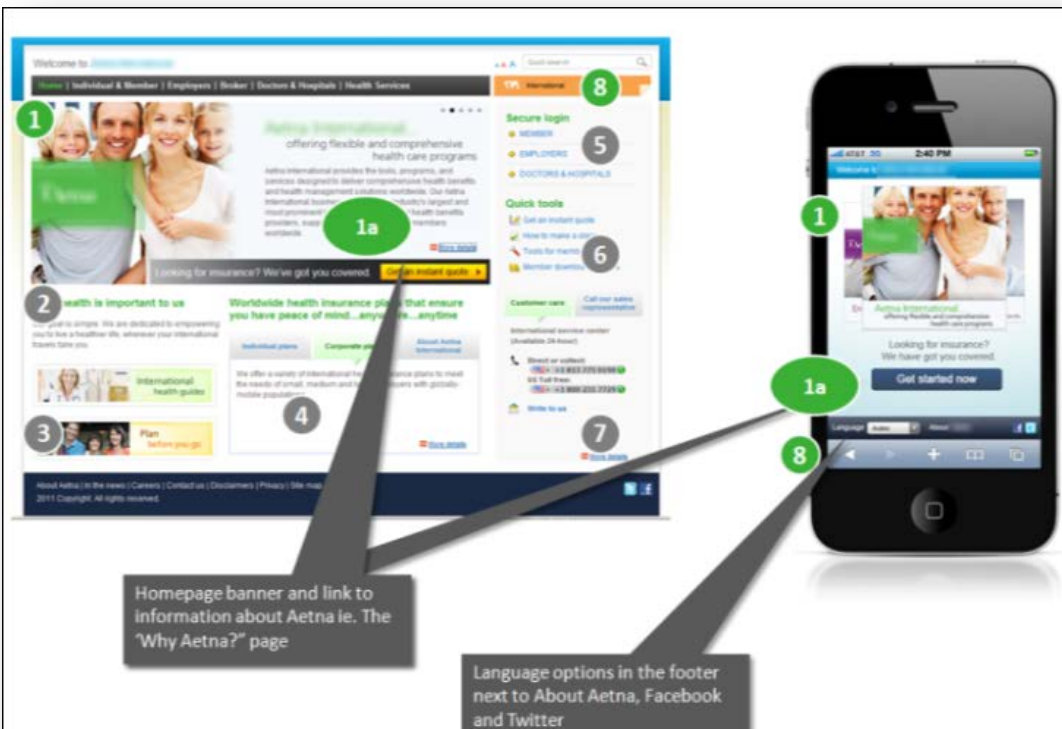
- Quick Quote
- Facilities Finder
- Broker Finder
- Help/Support

Engage

- Record Management
- Claims Processing/tracking
- 24 hrs support
- Multilingual support

Retain

- Alerts
- Policy renewal
- Profile maintenance

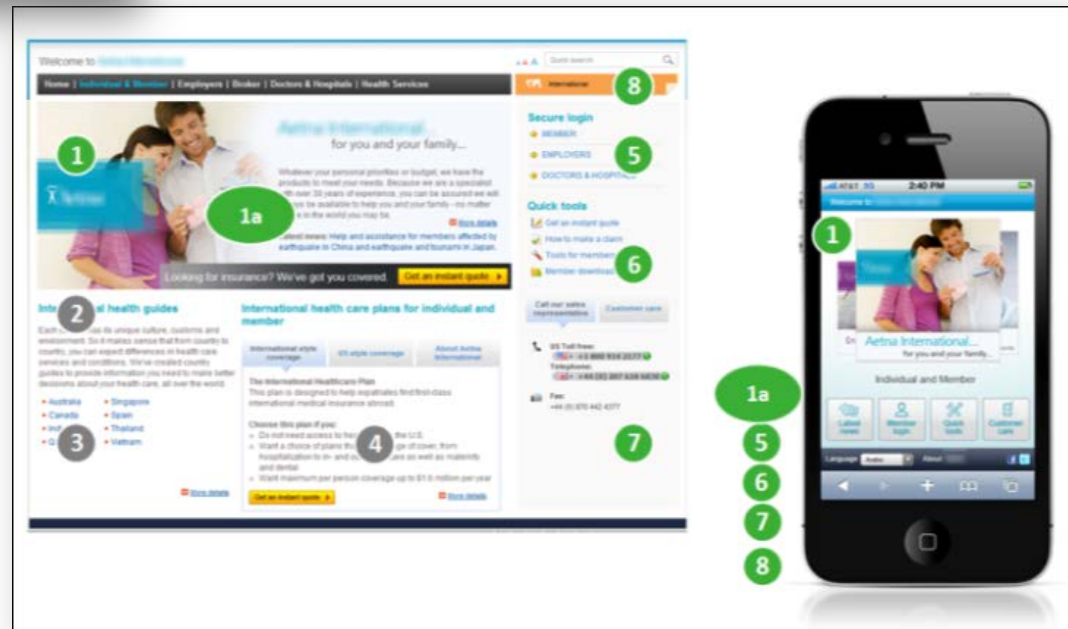


Homepage banner and link to information about Aetna i.e. the "Why Aetna?" page

Language options in the footer next to About Aetna, Facebook and Twitter

Studying the existing designed desktop website and taking the content from the same to fit the strategy defined for mobile website.

Designing the content, layout and navigation inline with the user needs.



Wireframes Defining content, flow, navigation and interaction for the UI of all subsequent inner pages.

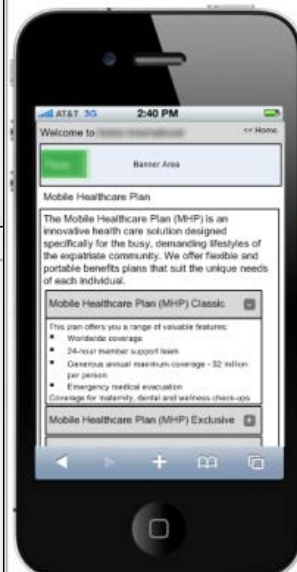


- Design Notes
- 1 Carousel. User can slide these images to show the different user specific sections on the mobile website.
 - 2 Links to language selection and corporate information about "Aetna"
 - 3 Link for posting on social media.
 - 4 Get Started now...?

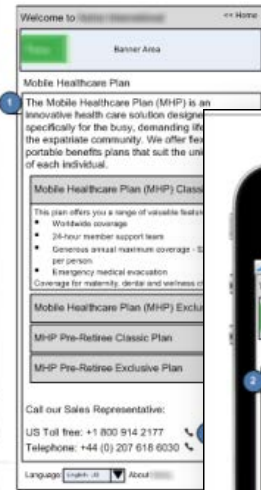


- Design Notes
- 1 The image of the carousel is "spable" which leads to the landing page for that particular user group
 - 2 Quick upfront menus related to Individual and Member user group.

Project Name:
AI Web Strategy for Mobile
Authors:
Ishia Chaudhuri (223359)
Jahnavee Chittr (226081)



- Design Notes
- 1 Gives information about the different plans.
 - 2 Plans displayed in expandable tabs. First tab expanded by default. At one time only 1 tab is expanded. When the other one is opened, previous one is collapsed.
 - 3 Phone number is a link. Tapping on the phone number triggers a call from device.

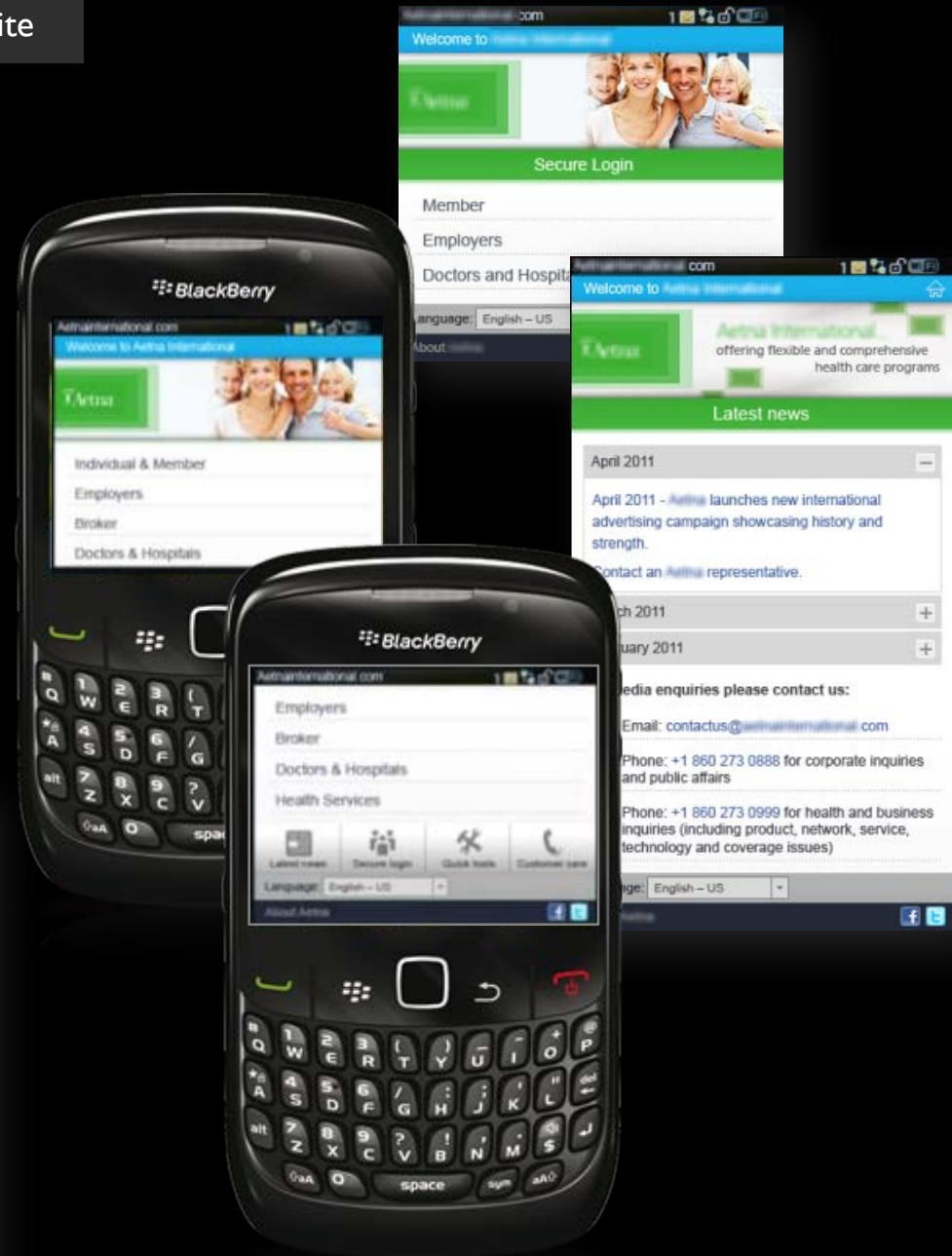
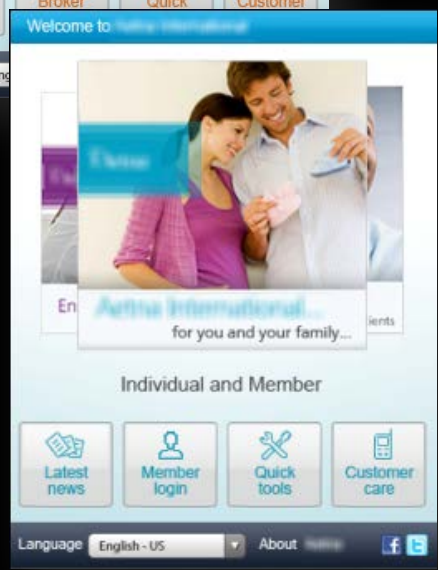
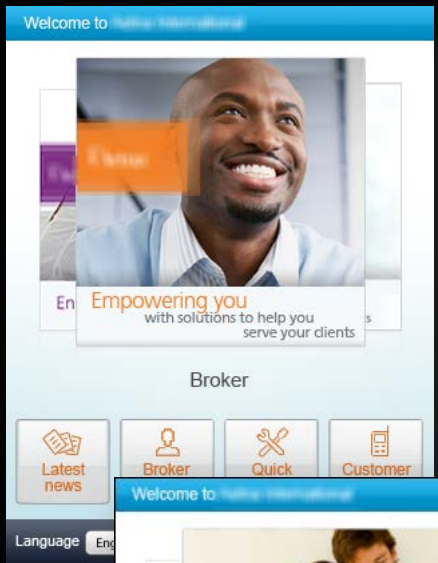
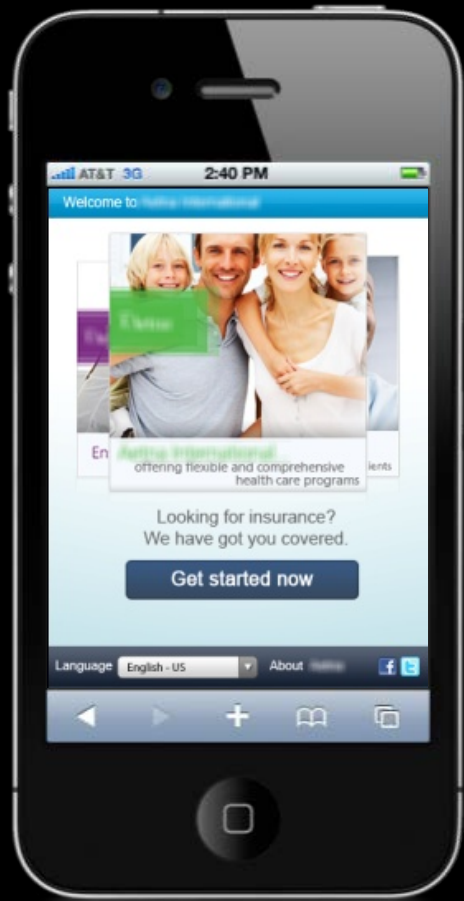


- Design Notes
- 1 Banner changes according to the theme color of the specific user group
 - 2 Links to different sections/ information for the Individual and Member. Tapping on a link directs the user to the internal pages.
 - 3 Link to go back to the home page (carousel images)

Project Name:
AI Web Strategy for Mobile
Authors:
Ishia Chaudhuri (223359)
Jahnavee Chittr (226081)



Visual Designs | Branding and style guide according to parent website



Native iPad application for Information Media and Entertainment Domain Client

Project Duration:
16 Aug 2011 - 09 Sept 2011

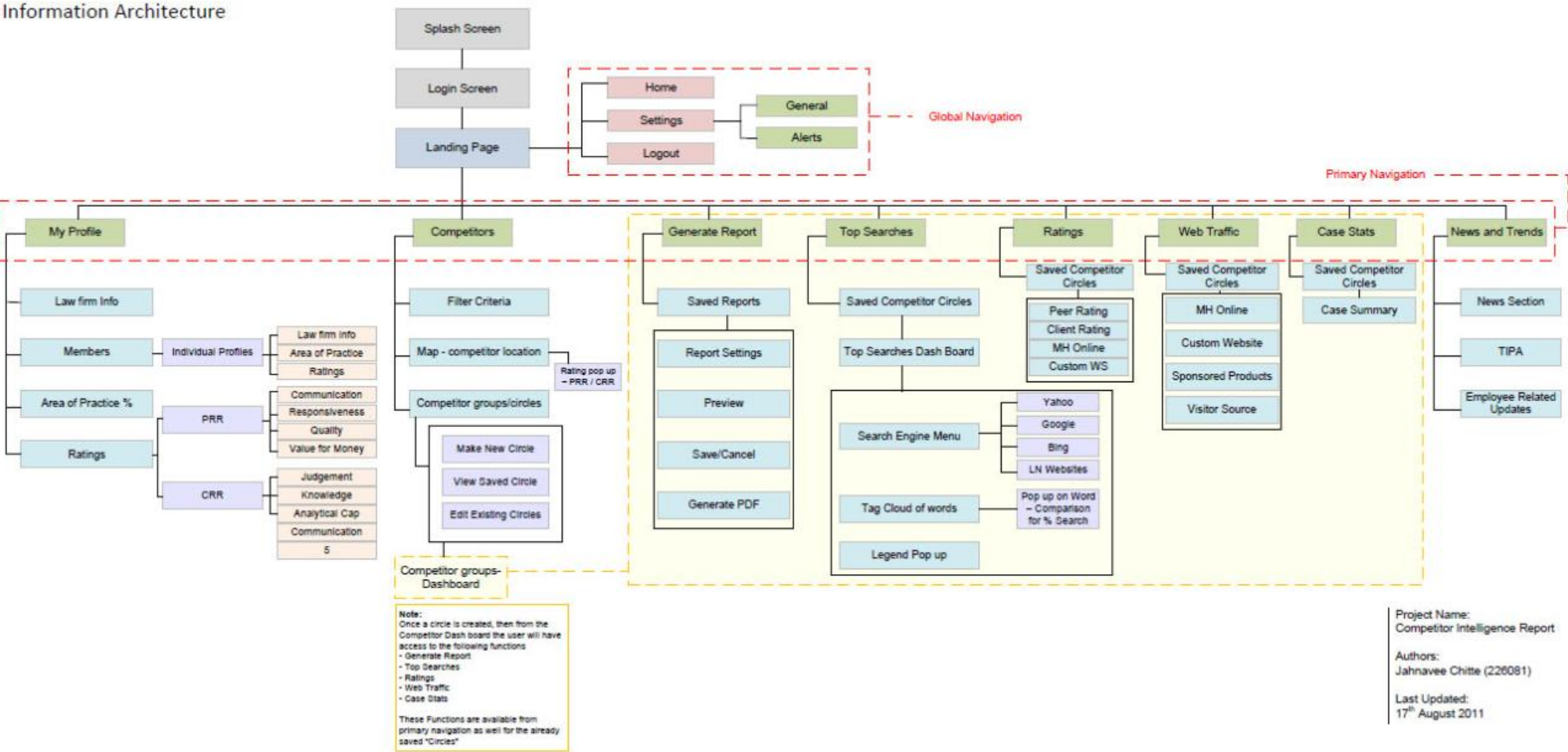


The design of this iPad Native application was to generate a Competitive Intelligence report for law firms. This had various components like profile of the Law firm against which the comparisons are made, forming peer groups for comparison, analytical data in form of info graphics, generating reports for various comparisons made, saving, exporting and mailing data to various recipients etc.

Responsibilities:

Working with analysts to understand the requirements.
Designing the IA and task flows for all screens and multiple scenarios.
Design Wireframes for all use cases.
Brainstorm with Visual Design team to generate concept for the look and feel of the application.
Co-ordinate with the team for generating screens, screen assets and timely delivery of the project in a crunch time situation.

Information Architecture

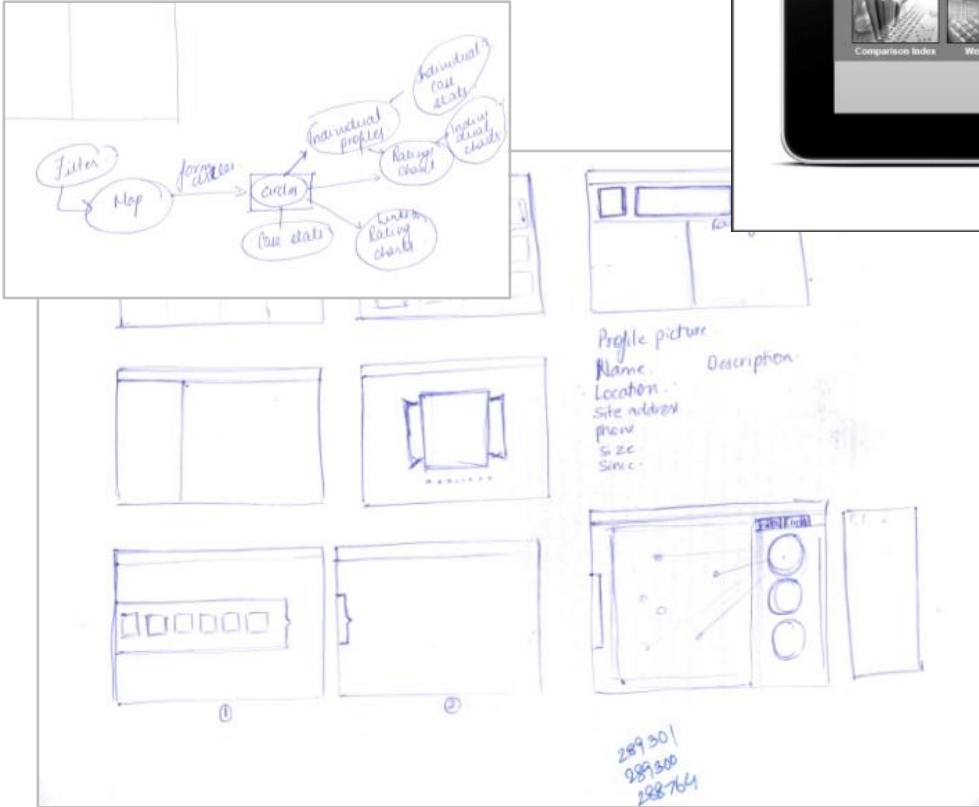


Project Name:
Competitor Intelligence Report

Authors:
Jahnavee Chitte (226081)

Last Updated:
17th August 2011

Quick paper concepts before wire framing.



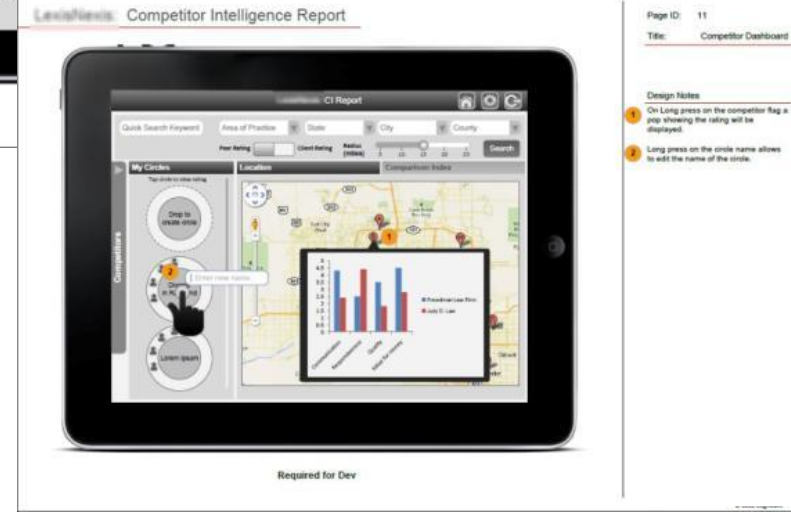
Page ID: 6
Title: Home Screen

- Design Notes
- Once credentials are verified the Home Screen is displayed.
 - The Panel is a constant panel which can slide in or be pulled out for a quick access at any point in the application.
 - Tapping on any of the icons/images takes the user to that section of the app.
 - Icons are provided settings and signout



Page ID: 7
Title: My Profile

- Design Notes
- Tapping on My Profile section navigates the user to this screen.
 - The Home Panel slides and can be accessed in the left side section. Heading is shown as 'My Profile' since the user is in that particular section.
 - My profile shows 4 sections.
 - Website address is tappable which opens the website of the Law firm in a browser.
 - Tapping on the more shows a pop up for members section and ratings section to be viewed bigger in location.
 - Tapping on one particular profile opens a pop up which gives details of that particular profile.
 - Ratings section gives two types of ratings for the Law firm. User can toggle to view rating according to Geography or Area of

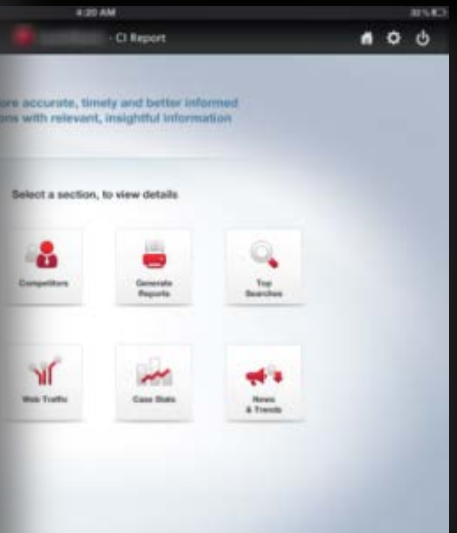
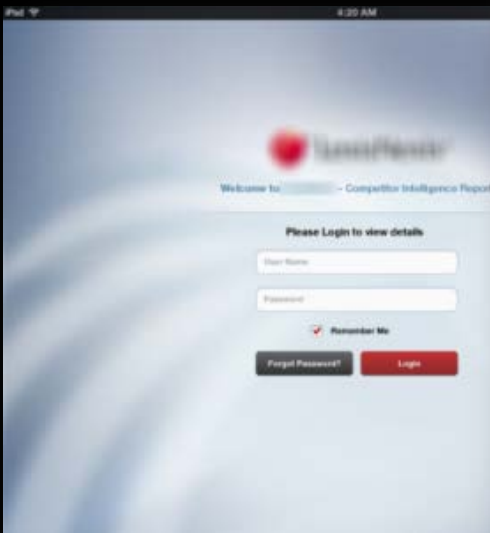


Page ID: 11
Title: Competitor Dashboard

- Design Notes
- On Long press on the competitor flag a pop showing the rating will be displayed.
 - Long press on the circle name allows to add the name of the circle.

Required for Dev

Visual Designs



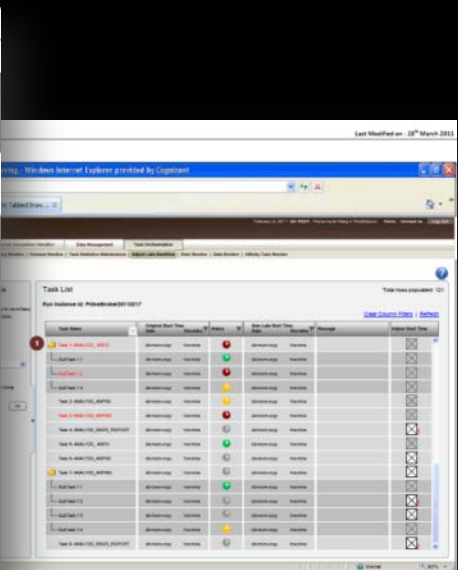
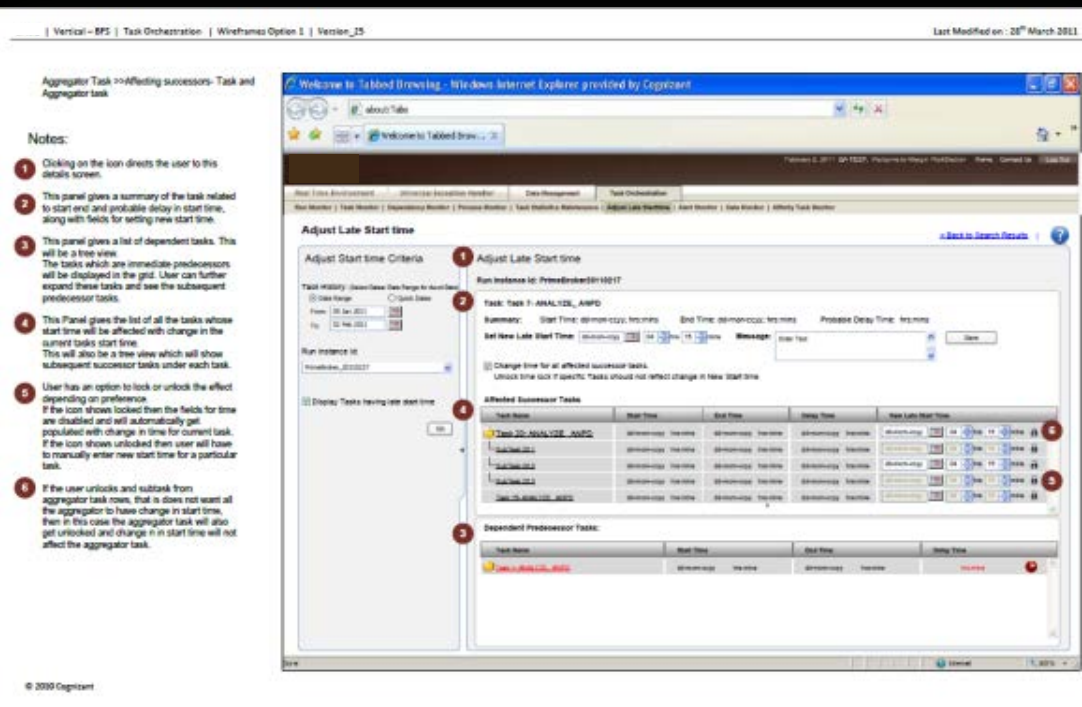
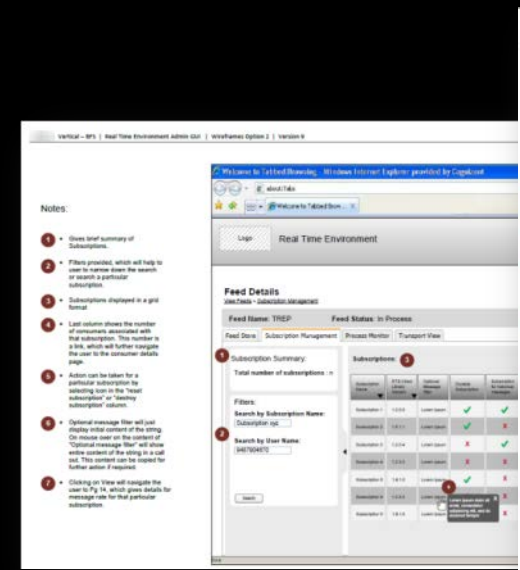
Internal real-time data monitoring Web Application for Banking and Financial Services Client

Project Duration:
16 Aug 2010- 31 March 2011

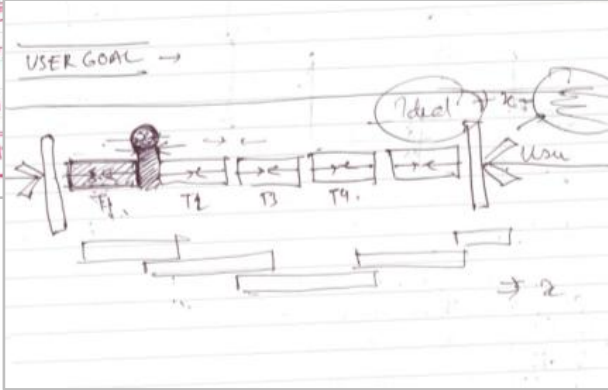
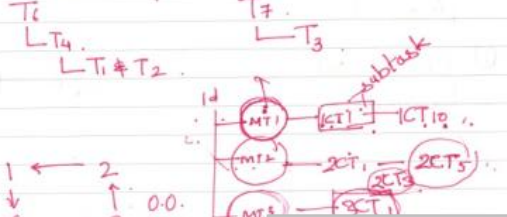
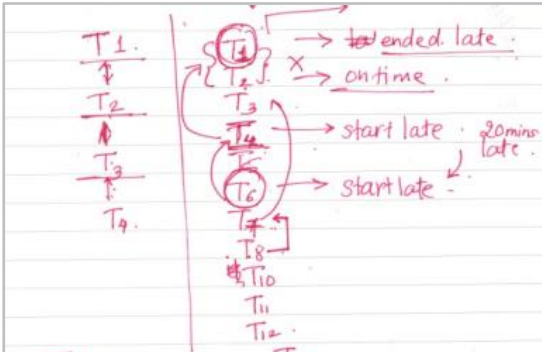
Application developed to combine various applications, which currently exist in different frameworks, to one single framework, ensuring the design of the new web applications is intuitive and catering to user's existing mental model of using the application. Application consisted of multiple modules which cater to feed, reports, exceptions, data and tasks monitoring.

Responsibilities:

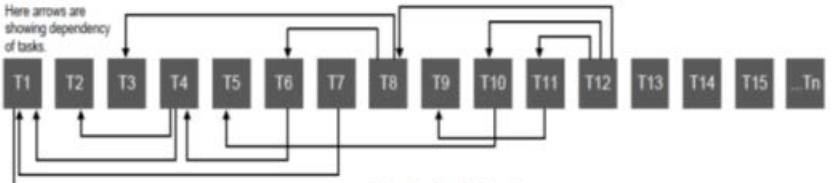
- Interact with the onsite BA and Client team on a daily basis to understand the requirements and existing application and translating the same into wireframes.
- Create and incorporate changes in requirements and functions on a everyday basis in a iterative process.
- Map the existing navigation structure to the new IA of the framework.
- Working along with the development team to translate the wireframes into prototypes in an iterative model.
- Creating the documentation for Use Cases



Understanding complex task flows and creating scenario based info graphics



Understanding and Assumptions: Here we have tasks under a particular Run Instance Id, which are from T1 to Tn

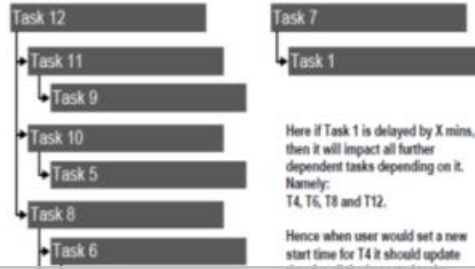


Here arrows are showing dependency of tasks.

Understanding:
Child Tasks (Subtasks) fall under a particular Parent Task (say T1). Hence completion of T1 will be dependent on completion of ICT1 to ICTn.

Assumption:
There will be no dependency between subtask of 1 parent task and another parent task. Eg. T2 will not be dependent on ICT1

Illustration for task dependency:



Understanding and Assumptions: Here we have tasks under a particular Run Instance Id, which are from T1 to Tn

Assumption:

Say tasks have a defined time slot for start and end.

Scenario 1 :

Now, when T1 gets delayed by 30 mins

Task 1	9:00	9:30
Task 2	9:00	10:30
Task 3	9:30	11:00
Task 4	10:30	13:00
Task 5	9:00	11:00
Task 6	13:00	14:00
Task 7	9:30	12:00
Task 8	14:00	14:30
Task 9	13:30	14:30
Task 10	11:00	12:30
Task 11	11:00	15:30
Task 12	15:30	16:30

Since 4 is dependent on 1 & 2 it cannot be started before 10:30 (even if 1 ends by 9:30)

Since 8 is dependent on 4 it cannot be started before 13:00

Task 1	9:00	9:30	Hence T1 ends at 10:30
Task 2	9:00	10:30	
Task 3	9:30	11:00	
Task 4	10:30	13:00	+ 30 mins = 11:00 13:30
Task 5	9:00	11:00	
Task 6	13:00	14:00	+ 30 mins = 13:30 14:30
Task 7	9:30	12:00	+ 30 mins = 10:00 12:30
Task 8	14:00	14:30	+ 30 mins = 14:30 15:00
Task 9	13:30	14:30	
Task 10	11:00	12:30	
Task 11	11:00	15:30	
Task 12	15:30	16:30	No change as T12 is dependent on T11 also which is ending at 15:30.

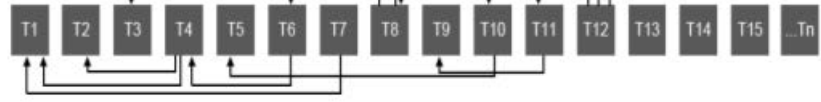
Scenario 2 :

Now, when T1 get delayed by 30 mins and T3 gets delayed by 60 mins

Task 1	9:00	9:30	Hence T1 ends at 10:30
Task 2	9:00	10:30	
Task 3	9:30	11:00	Hence T3 ends at 12:00
Task 4	10:30	13:00	
Task 5	9:00	11:00	
Task 6	13:00	14:00	+ 30 mins = 13:30 14:30
Task 7	9:30	12:00	+ 30 mins = 10:00 12:30
Task 8	14:00	14:30	+ 30 mins = 14:30 15:00
Task 9	13:30	14:30	
Task 10	11:00	12:30	
Task 11	11:00	15:30	
Task 12	15:30	16:30	No change as T12 is dependent on T11 also which is ending at 15:30.

Note:
Similarly T8 is delayed by 30 mins the tasks which will be affected will be T8 by 30 mins (starting at 15:30 ending at 16:00) and T12 by 30 mins (starting at 16:30 ending at 17:00)

Here arrows are showing dependency of tasks.





Design of a mobile application for a health insurance client to help the client track claims, get updates, find providers, etc. Project included understanding the existing web application and translating the same on a native android device. Design catered to enhancement of device capabilities, native interactions, look and feel and development for native android application.

Responsibilities:

Understanding existing task flows.

Provide with a project plan to the account team and overlook the deliverables of the project.

Define structure and IA for native android app, design set of wireframes. Generating low and high fidelity wireframes which cater to user needs and usability issues.

Coordinate with the visual designer to design screens and assets with native look and feel in line with Android design guidelines.

Documenting and delivering the final set of screens and assets for development.

POC for a iPhone Web application Manufacturing and Logistics Domain Client

Project Duration:
2 Weeks POC

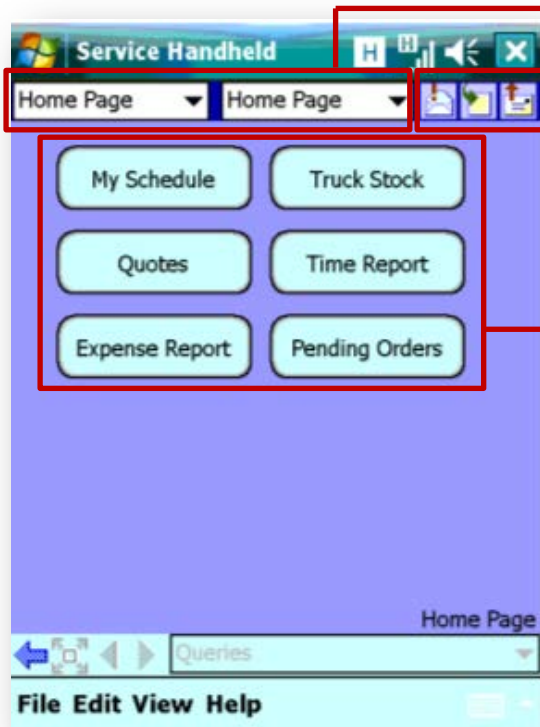


This was a POC done for a equipments servicing and maintaining application. The requirement of the application was to automate the entire process of documenting a maintenance and servicing site visit. This would help in reducing the time involved in digitizing the various field notes, product logs, service documentation, etc. and provide real-time notification and updates for site personals. Also cater to provision for offline and online tracking and documentation of information.

Responsibilities:

- Understanding the existing process.
- Provide with estimations for the project.
- Designing the IA, task flow and initial screens for a Proof of concept.
- Working with the business and account team to propose a solution.

Heuristic Analysis

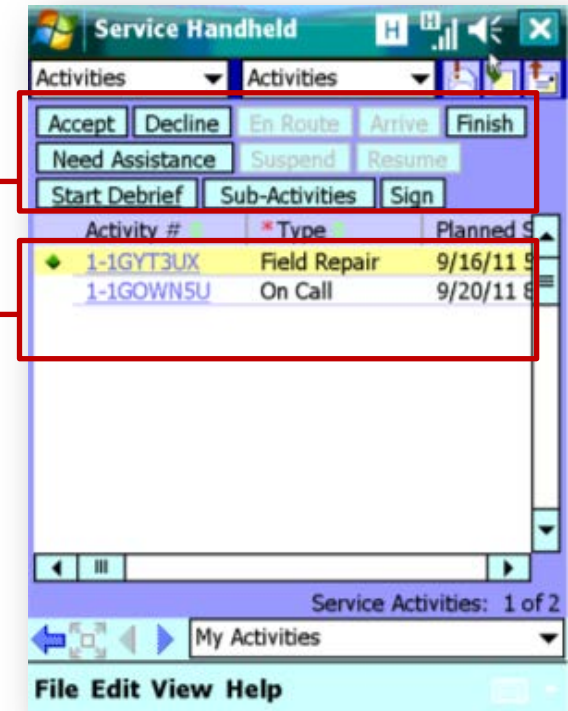


Drop down in header showing repetitive information is confusing for the user.

Notification icons can be shown in a prominent way.

Icons used for primary navigation can be represented in a more intuitive way. Colors used for the Visual Language should be inline with JCI branding strategy.

- Home Page does not indicate if the Handheld is in sync with the server.
- It does not give indication to the user if there are new requests for the user on which action is pending.



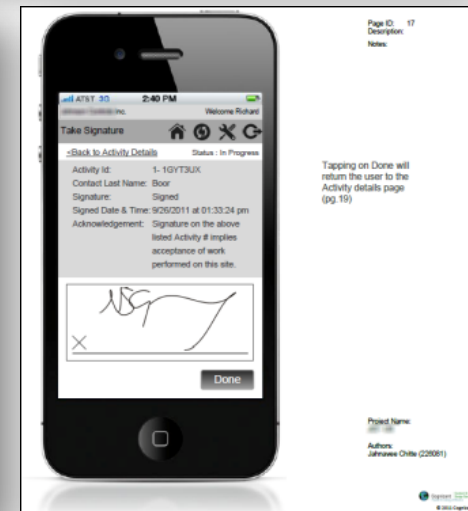
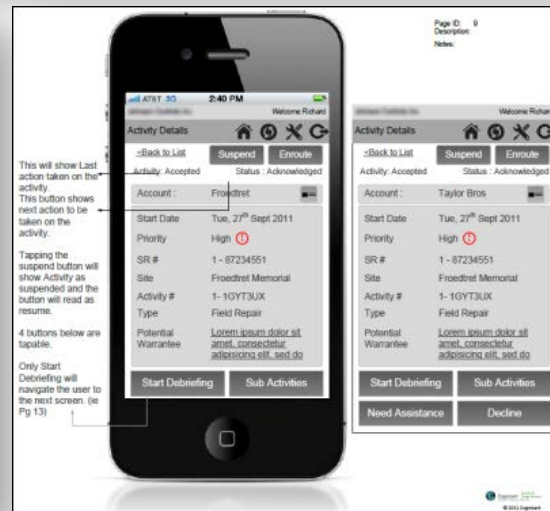
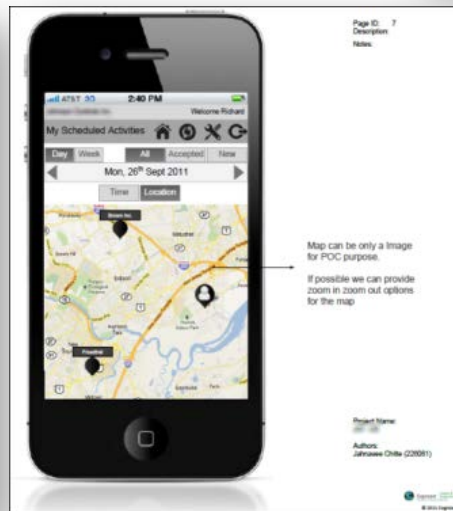
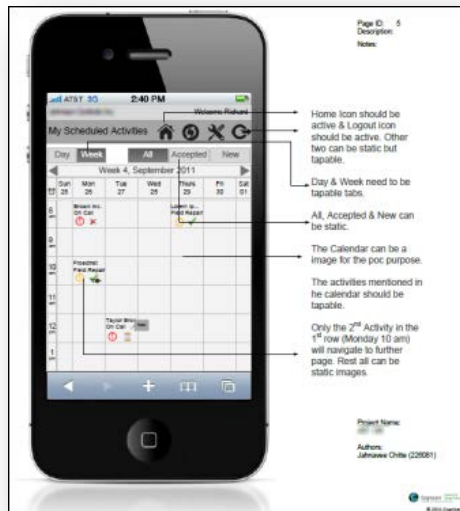
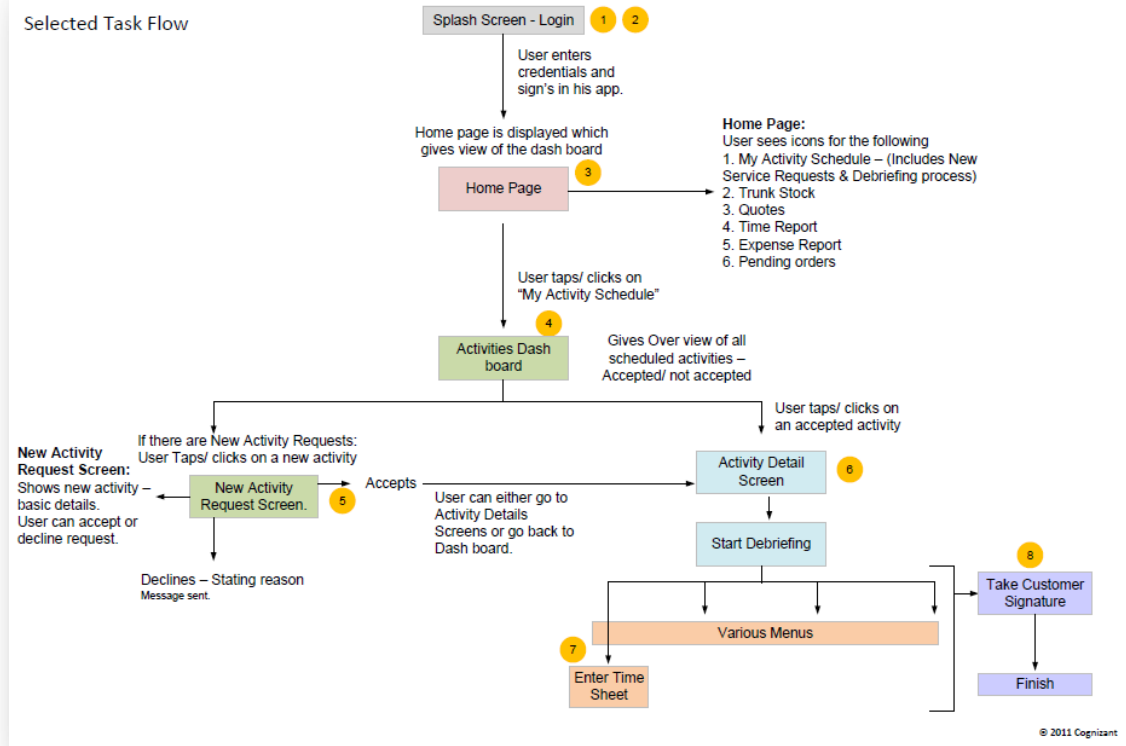
Action items for the user can be grouped according to task and priority

Activities can be represented in a better view so user sees the important and relevant things related to activities at a glance.

- There is repetitive information on the activities page which can be avoided.
- Each activity can be represented as a flow since the process is a linear one.
- Activity details can be shown in a vertical scroll instead of a horizontal which is much usable in a touch phone scenario.

Information Architecture and Wire framing

Selected Task Flow



Academic Projects

Please access below link to view academic projects

http://www.coroflot.com/jahnavee_c