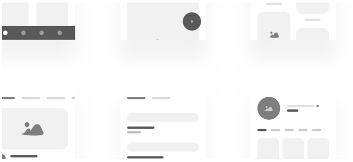
Portfolio

Hello, I’m Arjun.

I’m a detail-oriented User Experience design enthusiast with a focus on human-centric design methodologies. An Electronics and Telecommunications Engineer by formal education, I find inspiration for interaction design in everyday things and actively mentor those excited by the world of design.

Capabilities

I speak design and business.



Throughout my personal and professional experiences, I’ve been passionate about:

User Research

Design Strategy

Interface Design

Wireframing

Information Architecture

Data Analysis

Capabilities

Let’s talk about experience

UI Designer
NanTech
April 2017

UI Designer
Picostone
June 2017

UX Designer
eYantra, IIT Bombay
September 2019

UX Designer
Lollypop Design Studio
July 2020

Asso. Sr. UX Designer
Lollypop Design Studio
Present

Clients and companies I have worked with:

Awards & honours

Achievements

Along my career path, I have worked with amazing professionals on projects that have garnered global recognition.

PARIS DESIGN AWARDS 2020

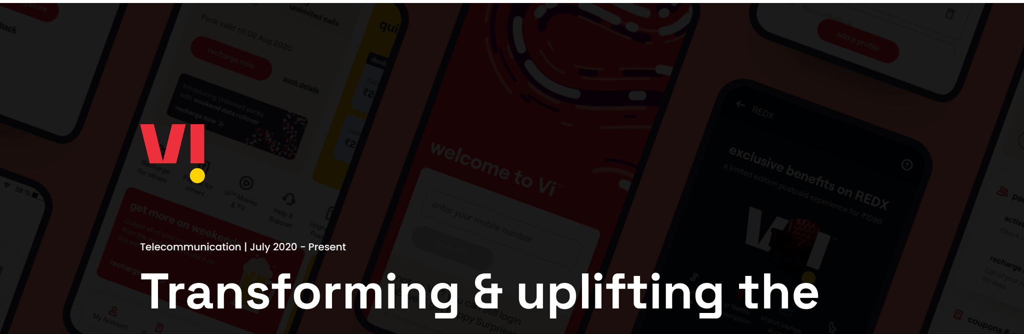
reddot design award

Work

Case Studies

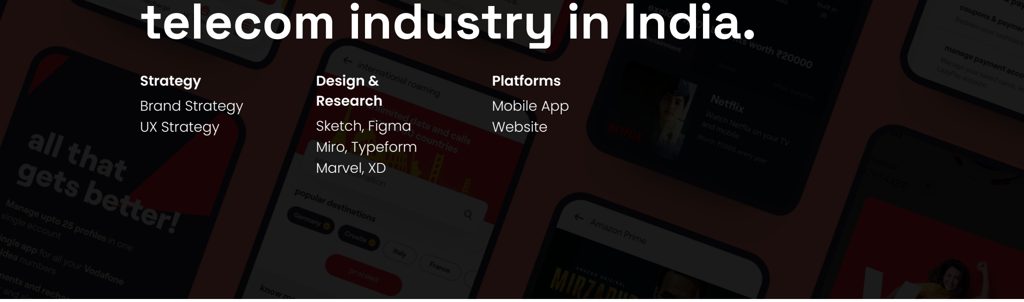
I have worked with a multitude of clients and for a variety of companies. This is a selection of my most recent and relevant user experience design projects.

01- **Vi** 02- **mission bio** 03- **HDFC mutual funds**



Telecommunication | July 2020 - Present

Transforming & uplifting the



telecom industry in India.

Strategy
Brand Strategy
UX Strategy

Design & Research
Sketch, Figma
Miro, Typeform
Marvel, XD

Platforms
Mobile App
Website

Challenge

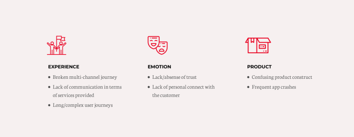
Defining the ‘WHY’

Biggest challenge was to understand the uncertain & volatile telecom market and its unique complexities, simplifying user's digital experience being a major one. A bad experience at any touch-point can cause customer attrition and thus loss of business.

Our task was to overhaul the entire digital branding while glorifying the merger of the two global brands Vodafone & Idea. It was imperative to craft a seamless digital experience through a mobile app that would enable a seamless transition of users from the existing apps of the two brands.

Difficulties

Problems faced by users across Indian telecom providers



EXPERIENCE
- Broken multi-channel journey
- Lack of communication in terms of services provided
- Long/complex user journeys

EMOTION
- Lack/absense of trust
- Lack of personal connect with the customer

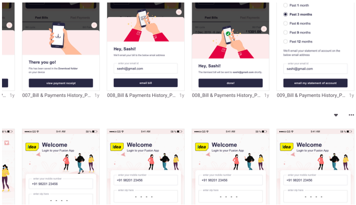
PRODUCT
- Confusing product construct
- Frequent app crashes

Experience:
- Broken multi-channel journey
- Lack of communication in terms of services
- Long/complex user journeys
- Delayed and/or failed responses from CRM service
- Lack of trust
- Poor network

Product:
- Confusing product construct
- App crashes frequently
- Payment failures with certain payment methods
- Too many app updates

Difficulties

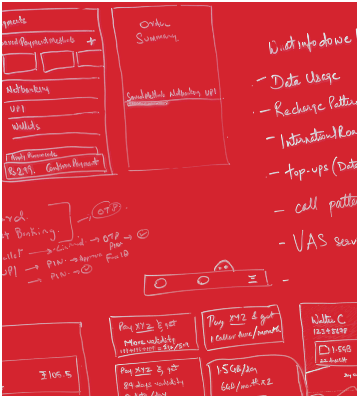
Problems with previous Vodafone & Idea App


There you go!
File has been saved in the Download folder on your device
view payment receipt
007_Bill & Payments History_P... 1y
Hey, Sashi!
We'll email your bill to the below email address
enter your email id
sashi@gmail.com
email bill
008_Bill & Payments History_P... 1y
Hey, Sashi!
The itemised bill will be sent to sashi@gmail.com shortly.
done!
008_Bill & Payments History_P... 1y
Past 1 month
Past 3 months
Past 6 months
Past 9 months
Past 12 months
We'll email your statement of account on the below email address
enter your email id
sashi@gmail.com
email my statement of account
009_Bill & Payments History_P... 1y
Welcome
Login to your Fusion App
enter your mobile number
+91 98201 23456
enter otp here

- Low user engagement in the first-time recharge.**[4877 per day]**
- A great fall in the retention rate of any customer over 3 weeks. **[Week 1 - 52811, Week 2 - 48939, Week 3 - 42661]**
- An average of **74% drop-off** till a user places an order on the app.
- No good use of search ability for users to find what they were looking for.
- The verbal communication and tone of voice used were not standard.
- It was very generic & nothing stood out well.

Kickoff

Starting the drill


Saved Payment Methods
Netbanking
UPI
Wallets
Apply Promocode
₹299. Confirm Payment
Order Summary
What info do we
- Data Usage
- Recharge Patte
- International Roa
- top-ups (Data
- call patte
- VAS serv
OTP
Pay XYZ ₹ get More validity
Pay XYZ & get 1 caller tune/month
1.5GB/day
Walter C
1234 5678
₹105.5
84 days validity

Vodafone & Idea were two entirely different apps we dealt with, thus our team of UX researchers started workshops with clients to understand :

- The pain points, user needs, users' expectations & motivations to arrive at a usability score.
- The discussions & workshops helped us to cultivate an understanding of the existing products & their related issues.
- This allowed us to be in complete accord to the vision & direction.

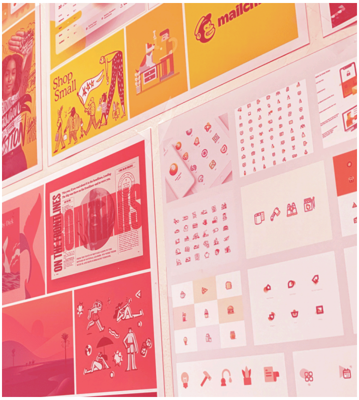
After understanding the pain points of the users - we defined our role as below:

- To think of the redesign as a whole system & not just a mere logo uphaul.
- To convert user pain points & challenges into opportunities.
- To ensure that with the merger of 2 legacy brands, representation of both should be equal, neither one should stand out more than the other.

Research

Garage sessions for research

We conducted workshops with clients to understand users' pain points, expectations and motivations in


Shop Small
mailc

order to arrive at the usability scores of both the existing apps. The obsolete design language and the user journey required a facelift. Focused group discussion combined with thorough research on user's feedback on the market places, we framed our strategy around not disrupting the experience severely for the users, and make them feel home through the new app.

The **research-first approach** helped us obtain detailed & multifaceted insights about the target audiences & sequentially it helped to address and comprehend their hindrances, gratifications & their *sine qua non*. Thus, we embarked on a research quest & we identified the three paramount divisions which influenced the users the most -

- In-store experience
- Payments
- International Roaming

Research

In-store experience research

AWARENESS	VODAFONE	IDEA	AIRTEL	JIO	AT&T	VERIZON
Clear Navigation and Orientation	7	5	8	4	7	8
Richness Content	6	4	8	6	8	8
Minimum Mental Burden	7	6	7	9	6	6
Flexibility of Use	7	6	7	8	7	6
Familiar Tone of Voice	5	4	5	5	6	7
Clear Visual Hierarchy	6	4	7	6	7	8
	6.3	4.8	7.0	6.3	6.8	7.1

MNP		
Drop link		61895
Order Creation	69%	19618
Delivery	77%	4944
Activation		3071

NEW CONNECTION		
Drop link		138210
Order Creation	82%	25204
Delivery	75%	6468
Activation		5212

PREPAID TO POSTPAID		
Drop link		44530
Order Creation	72%	12598
Delivery	77%	2931
Activation		2513

74% average drop off till a user creates his order

75% average drop off till the delivery documents are submitted by the user to our collection agents.

Findings:

- Most walk-ins to stores are for Sim replacement & transferring from postpaid to prepaid.
- Very few walk-ins for MNP.
- A major shift from postpaid to prepaid because users feel prepaid is more value for money.
- More users opt in for family plans because of its benefits as compared to postpaid.
- Getting a new connection can be completely digitized. No signatures required to get a new plan.
- So, only KYC verification requires Vi Customer Executives for now.
- Only OTP requirement to get the alternate number.

Key Insights:

- **Content clarity** is the key for onboarding journeys. The customer needs to be told about the plans & their free benefits.
- Allow the customer to **personalize** their number based on their birthdates, a lucky number or a random sequence.
- Ask for **customer feedback** right after they have completed a journey to understand drop-off points and improve our services.

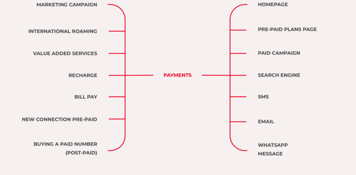
Research

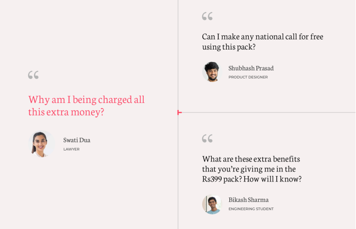
Payments research

POSSIBLE USER INTENT FOR PAYMENTS
ALL POSSIBLE ENTRY POINTS

Findings:

- 74% of recharges are done through retailers
- 24% of recharges are done through 3rd party apps
- 4% recharges are done through Vi portals


MARKETING CAMPAIGN
INTERNATIONAL ROAMING
VALUE ADDED SERVICES
RECHARGE
BILL PAY
NEW CONNECTION PRE-PAID
BUYING A PAID NUMBER (POST-PAID)
PAYMENTS
HOMEPAGE
PRE-PAID PLANS PAGE
PAID CAMPAIGN
SEARCH ENGINE
SMS
EMAIL
WHATSAPP MESSAGE



> Why am I being charged all this extra money?
>
> Swati Dua
> LAWYER

> Can I make any national call for free using this pack?
>
> Shubhash Prasad
> PRODUCT DESIGNER

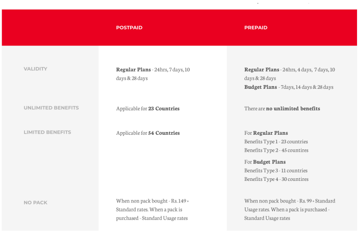
> What are these extra benefits that you're giving me in the Rs399 pack? How will I know?
>
> Bikash Sharma
> ENGINEERING STUDENT

Key Insights:

- **Capture** the intent of the customer while the payment is being made. This would save time, create fewer distractions & lead to a higher rate of conversion.
- **Upsell/Cross-sell** services to the customer to get more from the customer every time they come for recharge or payment. This will keep them engaged and would want to keep coming back to the Vi app.
- **Incentivize** the payment flow for the app. The customers should get more value for money as they recharge from the app. This would ensure that they come back for future recharge payments.

Research

International roaming research



	POSTPAID	PREPAID
VALIDITY	**Regular Plans** - 24hrs, 7 days, 10 days & 28 days	**Regular Plans** - 24hrs, 4 days, 7 days, 10 days & 28 days **Budget Plans** - 7days, 14 days & 28 days
UNLIMITED BENEFITS	Applicable for **23 Countries**	There are **no unlimited benefits**
LIMITED BENEFITS	Applicable for **54 Countries**	For **Regular Plans** Benefits Type 1 - 23 countries Benefits Type 2 - 45 countires For **Budget Plans** Benefits Type 3 - 11 countries Benefits Type 4 - 30 countires
NO PACK	When non pack bought - Rs. 149 + Standard rates. When a pack is purchased - Standard Usage rates	When non pack bought - Rs. 99 + Standard Usage rates. When a pack is purchased - Standard Usage rates

Findings:

- End of April to mid July is the biggest International Roaming season time on account of summer holidays. Also, mid-December to end Jan & A short peak of 10 days around Diwali.
- Top places for IR are UAE, US, UK, Thailand, & Singapore. Popular tourism groups are quite varied - Central & Eastern Europe, Australia & New Zealand, Singapore & Hong Kong, Singapore & Malaysia, Singapore & Thailand, Thailand & Hong Kong, UAE & Saudi Arabia.
- People mostly travel for 7-10 days & the longer trips last for 3 weeks. Thus, most sold packs are 7 Days followed by 28 Days.

Key Insights:

- As compared to the competition, Vi has the best roaming plan but users are **confused** about the product construct as it is not clear.
- The current digital journey is confusing and limited. There is an **overload of information** that can be avoided by providing contextual information.
- It is difficult to understand the **variation** in benefits based on the country the user is traveling to.

Define

Our plan of action

- Identified personas & created user journeys.
- The team of UX Designers arrived at wireframes that illustrated a **personalized journey** for every user persona.
- We defined **intuitive workflows** such as recharge, bills, and balance checks for the users.

- We pitched for various first-of-kind initiatives directed to boost **customer acquisition & engagement.**

Define

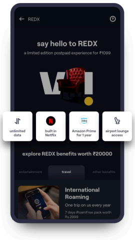
Prioritisation of features

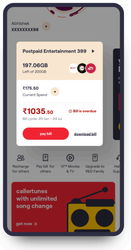
postpaid plan with premium benefits

Unlimited data

1 year free Netflix subscription

Amazon Prime benefits


REDX
say hello to REDX
a limited edition postpaid experience for ₹1099
unlimited data
built in Netflix
Amazon Prime for 1 year
airport lounge access
explore REDX benefits worth ₹20000
entertainment
travel
other benefits
International Roaming
One trip on us every year


Abhishek
XXXXXXXX98
Postpaid Entertainment 399
197.06GB
Left of 200GB
₹175.50
Current Spend
₹1035.50
Bill is overdue
pay bill
download bill
Recharge for others
Pay bill for others
Vi Movies & TV
Upgrade to RED Family
callertunes with unlimited song change
get now

dashboard with scrollable cards

Large cards for better focus

Better visual hierarchy of elements

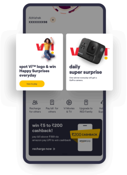
Clean design for enhanced readability

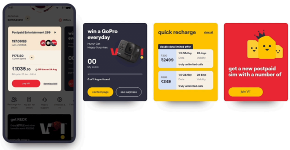
Interactive & engaging offers

1 year netflix free

Amazon Prime benefits

Airport lounge access


spot Vi logo & win Happy Surprises everyday
daily super surprise
win ₹5 to ₹200 cashback!
recharge now


Postpaid Entertainment 299
win a GoPro everyday
quick recharge
₹2499
₹249
get a new postpaid sim with a number of
join Vi
get REDX

- Our ultimate goal was to make Vi app, a one-stop destination for Vodafone & Idea users to make mobile recharges, bill payments, raise service queries & complaints.
- Also, to provide end-to-end solutions to manage accounts, organise contests/ campaigns for better retention & craft fun experiences to help users participate in Vi App offers & stand a chance to win exciting prizes.

Features that we introduced:

- A new, minimal yet bold dashboard for better management of accounts.
- Efficient and easy recharge & bill payment processes & incentivised payment flow.
- Payment offers pertaining to cashback & rewards to be surfaced and promoted for better adoption.
- Facilitate the Vi app in 6+ languages to ensure utmost accessibility.
- Increase awareness of non telecom benefits like Hotstar, Netflix, Prime to ensure that the users do claim them and make the most of their plans/packs.
- Digitizing a few customer care related requests, which formerly placed by users only via calls & thereby reduced the turn around time to just 30 mins, such as-
    - International roaming
    - Network troubleshooting
    - Bill charges waiver
    - Payment related issues

- Hosting new campaigns, to upholster user's retention on the app, such as

Happy surprises

- For fostering the new brand in users mind, by Spotting the Vi logo across all the Vi digital platforms, to win mega prizes, gifts, and vouchers.

IPL quiz

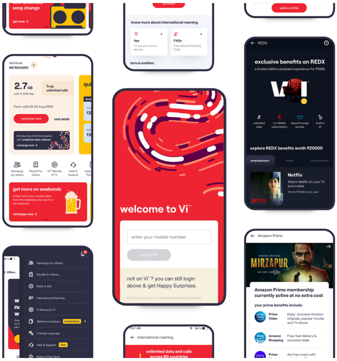
- Crafted a live quiz experience for active players to passive viewers, with a bundle of exciting prizes and offers.

Vi Tuesdays

- In addition to the daily surprises, user's can also unlock special offers on the Vi app every Tuesday.

Impact

Redesign Impact

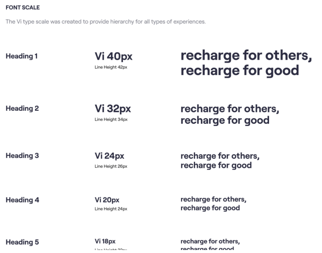


1. **1.5 Cr+** unique users
2. **7.5 Cr+** total visitors
3. **20 Cr+** pages views
4. **15 Lakhs+** bill payment
5. **35 Lakhs** recharges
6. **39+** TNPS score
7. **99.5%** crash free sessions
8. **<= 5 sec** responsiveness
9. **>99.5%** system availability
10. **300M** customers served
11. **60M+** App downloads
12. **4.3/5** App rating

Design

Interface elements

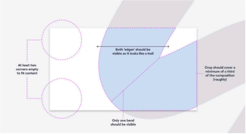
While revamping the UI, we gave a completely fresh look to the app by updating the design system to match the new brand guidelines. We brought the boldness of Vodafone and the playfulness of Idea, intending to keep the traits of two old brands unabridged. Every screen prompts us to take an action, thus leading to another screen and hence higher engagement. Elements including the icons and the artwork are in sync throughout and right balance of colours red and yellow highlights the brand integration of both Idea and Vodafone.



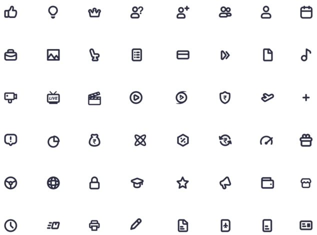
FONT SCALE

The Vi type scale was created to provide hierarchy for all types of experiences.

Heading 1	Vi 40px Line Height 42px	recharge for others, recharge for good
Heading 2	Vi 32px Line Height 34px	recharge for others, recharge for good
Heading 3	Vi 24px Line Height 26px	recharge for others, recharge for good
Heading 4	Vi 20px Line Height 24px	recharge for others, recharge for good
Heading 5	Vi 18px	recharge for others, recharge for good

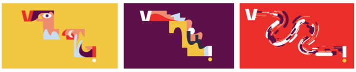

At least two corners empty to fit content
Both 'edges' should be visible so it looks like a trail
Crop should cover a minimum of a third of the composition (roughly)
Only one bend should be visible

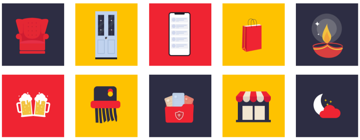
Other

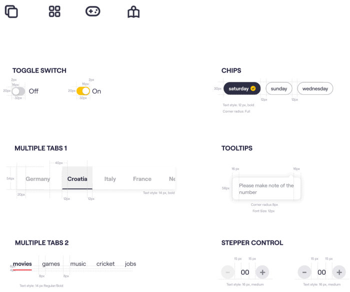


ILLUSTRATIVE TRAILS

Trail illustrations are our most expressive and abstract form and a great way to bring the brand personality to the layouts.






TOGGLE SWITCH
Off
On
CHIPS
saturday
sunday
wednesday
MULTIPLE TABS 1
Germany
Croatia
Italy
France
TOOLTIPS
Please make note of the number
MULTIPLE TABS 2
movies
games
music
cricket
jobs
STEPPER CONTROL
00
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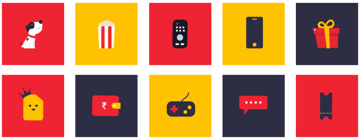
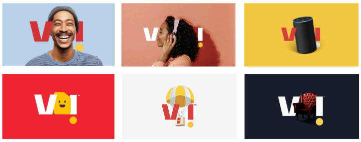
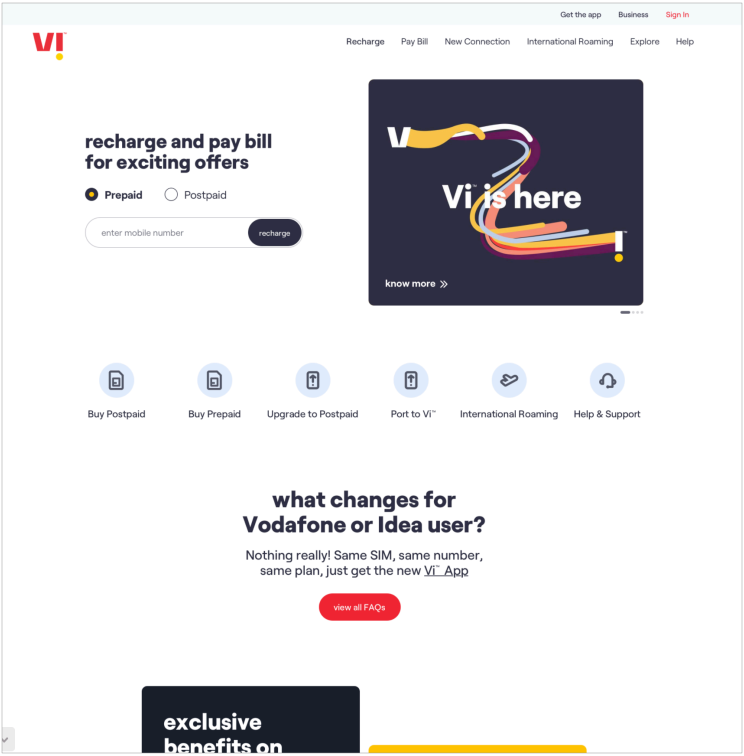




Design

Website shots



Get the app Business Sign In

Recharge Pay Bill New Connection International Roaming Explore Help

recharge and pay bill for exciting offers

● Prepaid ○ Postpaid

enter mobile number recharge

Vi is here

know more »

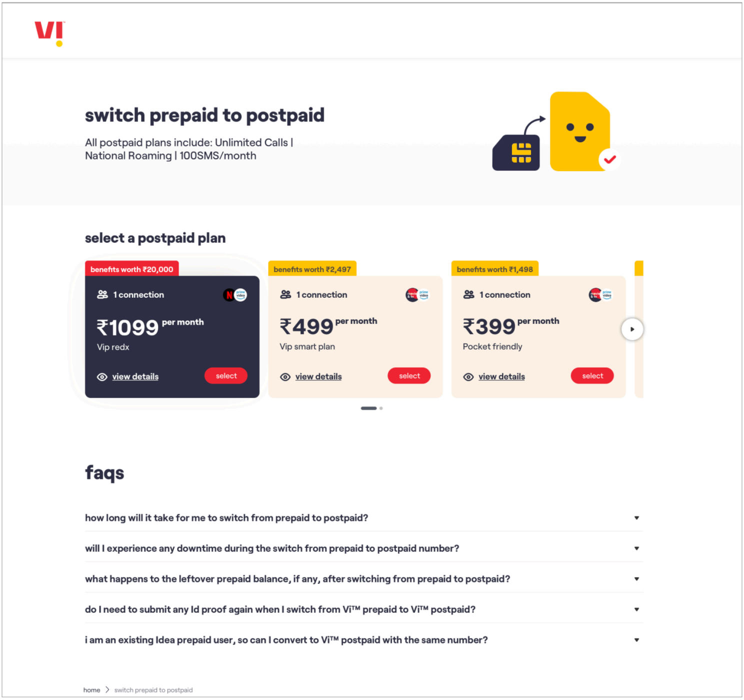
Buy Postpaid Buy Prepaid Upgrade to Postpaid Port to Vi™ International Roaming Help & Support

what changes for Vodafone or Idea user?

Nothing really! Same SIM, same number, same plan, just get the new Vi™ App

view all FAQs

exclusive benefits on



switch prepaid to postpaid

All postpaid plans include: Unlimited Calls | National Roaming | 100SMS/month

select a postpaid plan

benefits worth ₹20,000	benefits worth ₹2,497	benefits worth ₹1,498
1 connection	1 connection	1 connection
₹1099 per month	₹499 per month	₹399 per month
Vip redx	Vip smart plan	Pocket friendly
view details · select	view details · select	view details · select

faqs

how long will it take for me to switch from prepaid to postpaid? ▾

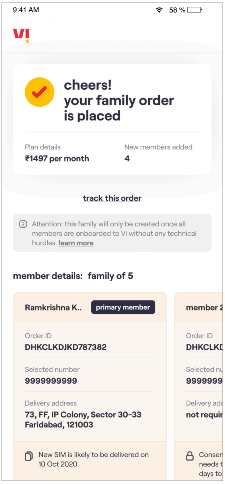
will I experience any downtime during the switch from prepaid to postpaid number? ▾

what happens to the leftover prepaid balance, if any, after switching from prepaid to postpaid? ▾

do I need to submit any Id proof again when I switch from Vi™ prepaid to Vi™ postpaid? ▾

i am an existing Idea prepaid user, so can I convert to Vi™ postpaid with the same number? ▾

home > switch prepaid to postpaid



9:41 AM 58 %

cheers!
your family order
is placed

Plan details	New members added
₹1497 per month	4

track this order

Attention: this family will only be created once all members are onboarded to Vi without any technical hurdles. learn more

member details: family of 5

Ramkrishna K.. primary member

Order ID
DHKCLKDJKD787382

Selected number
9999999999

Delivery address
73, FF, IP Colony, Sector 30-33
Faridabad, 121003

New SIM is likely to be delivered on 10 Oct 2020

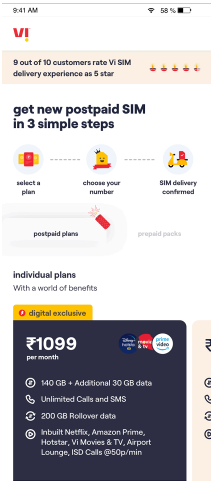
member 2

Order ID
DHKCLKD

Selected nu
9999999

Delivery ad
not requir

Consen
needs t
days to



9:41 AM 58 %

9 out of 10 customers rate Vi SIM delivery experience as 5 star

get new postpaid SIM in 3 simple steps

select a plan - - - choose your number - - - SIM delivery confirmed

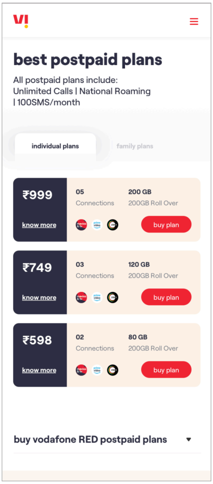
postpaid plans | prepaid packs

individual plans
With a world of benefits

digital exclusive

₹1099
per month

- 140 GB + Additional 30 GB data
- Unlimited Calls and SMS
- 200 GB Rollover data
- Inbuilt Netflix, Amazon Prime, Hotstar, Vi Movies & TV, Airport Lounge, ISD Calls @50p/min



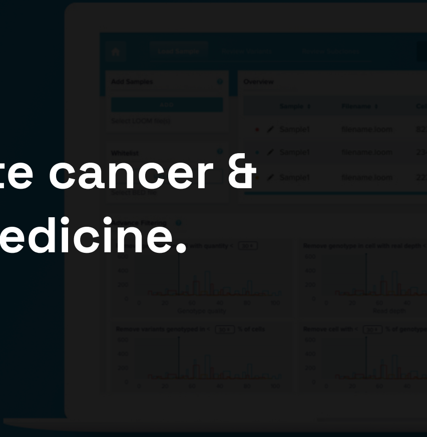
best postpaid plans

All postpaid plans include:
Unlimited Calls | National Roaming
| 100SMS/month

individual plans | family plans

₹999 know more	05 Connections	200 GB 200GB Roll Over	buy plan
₹749 know more	03 Connections	120 GB 200GB Roll Over	buy plan
₹598 know more	02 Connections	80 GB 200GB Roll Over	buy plan

buy vodafone RED postpaid plans ▾



Healthcare | December 2020

Mission to eradicate cancer & deliver precision medicine.

Strategy
UX Strategy

Design & Research
Sketch, Figma
Miro, XD

Platform
Website

Brief

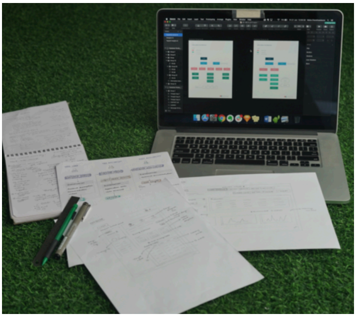
The challenge for us

The biggest challenge for us was to understand the subtleties of the niche segment within Bio-Technology that Mission Bio practised in. Secondly, we had to heavily rely on the inputs received from our clients, as we didn't get direct access to the actual users.

Another challenge for us was to keep the data visualization interfaces extremely intuitive and devoid of clutter to empower the end-users for making quick and informed decisions.

Discover

Defining the 'WHY'



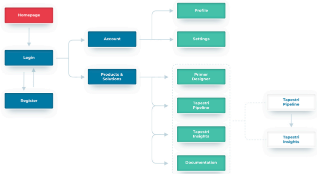
Mission Bio is a leading biotechnology company that empowers researchers and clinicians to unlock single-cell biology to enable the discovery, development, and delivery of precision medicine.

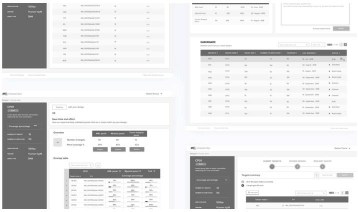
Mission Bio wanted **to enhance the experience of its end users by offering digital, intuitive and state-of-art applications**. They engaged team Lollypop to design and develop a customer portal for engaging clients seamlessly by providing **a single point of access for all the transactional and profile information**. On top of that, Mission Bio wanted us to design a one-of-a-kind **cloud-based Designer platform** that could aid biotech practitioners in cancer research.

Additionally, they wanted to **overhaul their data visualisation desktop application** 'Tapestri', to enhance the intuitiveness, usability and functionality of the application.

Define

Our plan of action


Homepage
Login
Register
Account
Products & Solutions
Profile
Settings
Primer Designer
Tapestri Pipeline
Tapestri Insights
Documentation
Tapestri Pipeline
Tapestri Insights



Before proceeding with the design, we conducted a comprehensive research on business and user objectives. Mission Bio team assisted us in gaining an in-depth understanding of their application and provided relevant documentation that helped us understand their business model, customer journey, marketing and sales funnel etc.

To comprehend their data visualisation desktop application 'Tapestri', Mission Bio engaged us with a Bioinformatics Consultant. This helped to decipher the application, domain and the users precisely.

Our researchers visited several healthcare centres to analyse and understand domain-specific processes and applications & instruments available to researchers/ bioinformaticians for cancer research.

Define

Customer Journey Mapping

Bob

MISSION BIO - DEVELOPMENT TEAM

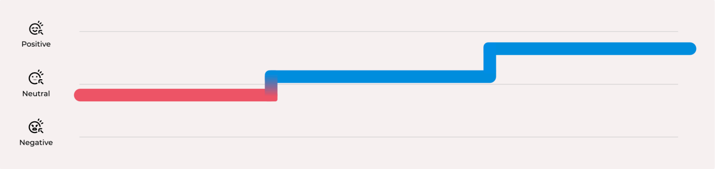
Bob's day-to-day responsibilities include data analysis, experimental design and execution

Scenario

Bob is currently involved in a data analysis activity using the DNA pipeline on Slackbot/ Optimus. The project file on Basespace has around 20 sample files.

Goals & Expectations

- Analyse sequence data on Slackbot/ Optimus using DNA pipeline
- Review the report and output files

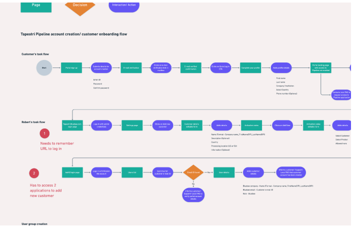


GOALS	UPLOAD SAMPLES	RUN ANALYSIS	REVIEW RESULT
	• Logs into Basespace to check if the run has completed • Views the sample files once the sequencer automatically uploads them to Basespace • Logs into Slackbot/Optimus	• Checks the progress of ongoing run by executing a command • Checks the run status on his mobile phone since he has downloaded the app. Considers this is a big plus point. • Encounters an error and reaches out to the	• Logs into S3 console to view the output files • The folders are arranged as per teams. But he is unsure who within the team performed the run. He is able to identify the team runs looking at the sample name and timestamp • He digs through the folders and files to view

Define

Designing user flows

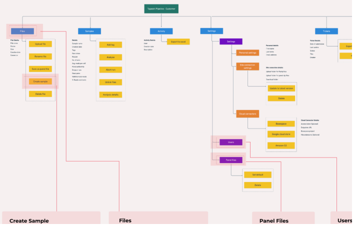
We then decided to map out the existing Information architecture and user flows which will be used as reference at a later stage to propose a new Information architecture and user flows. The purpose of this exercise was to understand the current structure, steps users take to achieve their intended goals and identify the challenges that make completing tasks difficult.


Page
Decision
Interaction/ Action
Tapestri Pipeline account creation/ customer onboarding flow
Customer's task flow
Start
Robert's task flow
1
Needs to remember URL to log in
2
Has to access 2 applications to add new customer
User group creation

Define

Designing Architecture

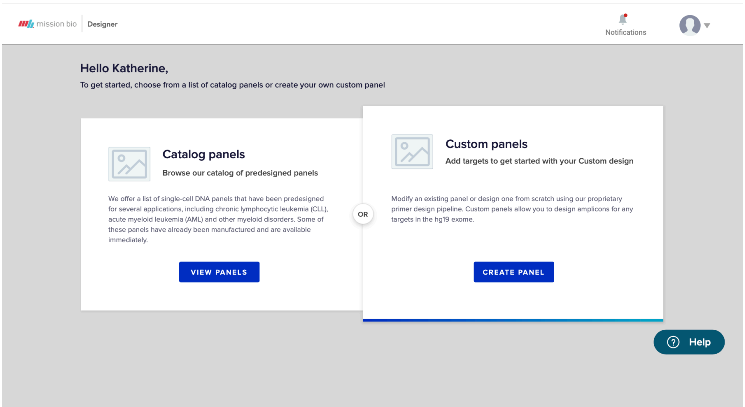
We then decided to map out the existing Information architecture and user flows which will be used as reference at a later stage to propose a new Information architecture and user flows. The purpose


Create Sample
Files
Panel Files
Users

of this exercise was to understand the current structure, steps users take to achieve their intended goals and identify the challenges that make completing tasks difficult.

Define

Wireframes


mission bio
Designer
Notifications
OR
VIEW PANELS
CREATE PANEL
Help

Hello Katherine,

To get started, choose from a list of catalog panels or create your own custom panel

Catalog panels

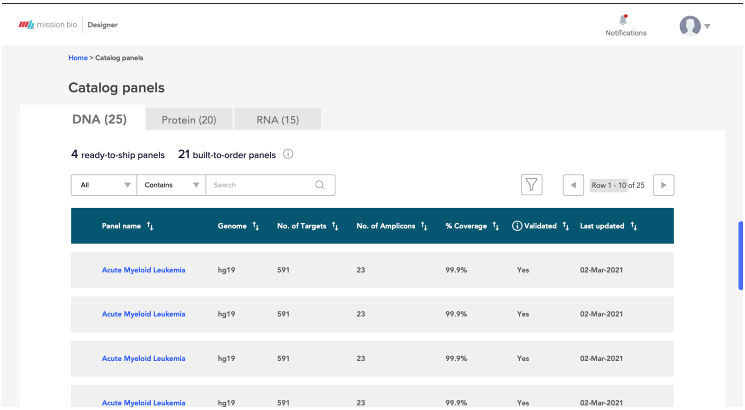
Browse our catalog of predesigned panels

We offer a list of single-cell DNA panels that have been predesigned for several applications, including chronic lymphocytic leukemia (CLL), acute myeloid leukemia (AML) and other myeloid disorders. Some of these panels have already been manufactured and are available immediately.

Custom panels

Add targets to get started with your Custom design

Modify an existing panel or design one from scratch using our proprietary primer design pipeline. Custom panels allow you to design amplicons for any targets in the hg19 exome.


mission bio
Designer
Notifications
Home > Catalog panels
DNA (25)
Protein (20)
RNA (15)
All
Contains
Search
Row 1 - 10 of 25

Catalog panels

4 ready-to-ship panels 21 built-to-order panels

Panel name	Genome	No. of Targets	No. of Amplicons	% Coverage	Validated	Last updated
Acute Myeloid Leukemia	hg19	591	23	99.9%	Yes	02-Mar-2021
Acute Myeloid Leukemia	hg19	591	23	99.9%	Yes	02-Mar-2021
Acute Myeloid Leukemia	hg19	591	23	99.9%	Yes	02-Mar-2021
Acute Myeloid Leukemia	hg19	591	23	99.9%	Yes	02-Mar-2021

Define

Designing for healthcare

The visual language is very simple and follows close design guidelines of its branding. Since the web app users are Data Scientists and Medical geniuses, the app has been designed with minimum distractions and is on the point; the idea is to have the users waste absolutely no time and get what they want.

The platform is extremely data and number heavy, hence, you will find a lot of white spaces and easy to understand tables and charts. The whole app has extremely simple iconography for increased relevance and a guided tour on the steps to be taken on the platform. For the Tapestri insights application, the data visualisation is made extremely simple; charts give a quick overview of the statistics that matter to the users within seconds.

Typography
Proxima Nova

The genius of this font is that it establishes deep emotional promise. It combines the strength of Helvetica with the feeling of Futura.

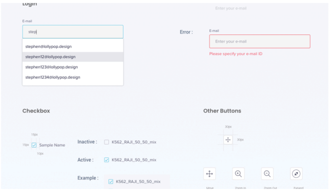
Ab

Simple.

Powerful.

Clean.

Light	Regular	**Semibold**	**Bold**
The quick brown fox jumps over the lazy dog	The quick brown fox jumps over the lazy dog	**The quick brown fox jumps over the lazy dog**	**The quick brown fox jumps over the lazy dog**



Login

E-mail

step

stephen@lollypop.design
stephen12@lollypop.design
stephen123@lollypop.design
stephen1234@lollypop.design

Error : E-mail

Enter your e-mail

Please specify your e-mail ID

Checkbox

☑ Sample Name

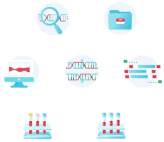
Inactive : ☐ K562_RAJI_50_50_mix

Active : ☑ K562_RAJI_50_50_mix

Example : ☑ K562_RAJI_50_50_mix

Other Buttons

15px
15px
10px
30px
30px
Move
Zoom In
Zoom Out
Expand

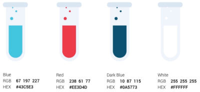


Flat Style
Illustrations

Our designs represents an extremely sensitive and niche industry; hence, to represent real world properties we have used skeuomorphism designs.

The Right
Color Palette

We have picked designs that stir trust, peace, passion, and determination. We wanted to establish that cure is possible.



Blue
RGB **67 197 227**
HEX **#43C5E3**

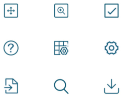
Red
RGB **238 61 77**
HEX **#EE3D4D**

Dark Blue
RGB **10 87 115**
HEX **#0A5773**

White
RGB **255 255 255**
HEX **#FFFFFF**

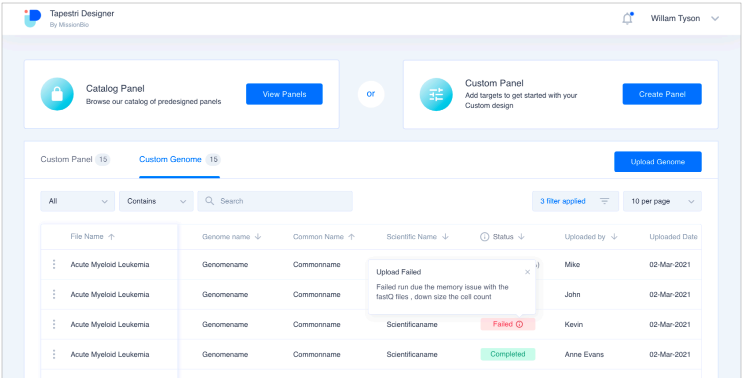
Minimalistic
Iconography

We have used the line icons for increased familiarity that connects with the users without overwhelming them.



Design

Tapestri Insights



Tapestri Designer
By MissionBio
Willam Tyson
or

Catalog Panel
Browse our catalog of predesigned panels
View Panels

Custom Panel
Add targets to get started with your Custom design
Create Panel

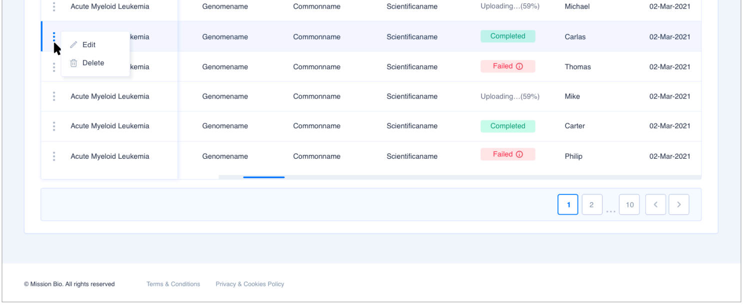
Custom Panel 15 | Custom Genome 15 | Upload Genome

All | Contains | Search | 3 filter applied | 10 per page

	File Name	Genome name	Common Name	Scientific Name	Status	Uploaded by	Uploaded Date
⋮	Acute Myeloid Leukemia	Genomename	Commonname		)	Mike	02-Mar-2021
⋮	Acute Myeloid Leukemia	Genomename	Commonname			John	02-Mar-2021
⋮	Acute Myeloid Leukemia	Genomename	Commonname	Scientificaname	Failed ⓘ	Kevin	02-Mar-2021
⋮	Acute Myeloid Leukemia	Genomename	Commonname	Scientificaname	Completed	Anne Evans	02-Mar-2021

Upload Failed

Failed run due the memory issue with the fastQ files , down size the cell count



Acute Myeloid Leukemia	Genomename	Commonname	Scientificaname	Uploading…(59%)	Michael	02-Mar-2021
kemia	Genomename	Commonname	Scientificaname	Completed	Carlas	02-Mar-2021
kemia	Genomename	Commonname	Scientificaname	Failed ⓘ	Thomas	02-Mar-2021
Acute Myeloid Leukemia	Genomename	Commonname	Scientificaname	Uploading…(59%)	Mike	02-Mar-2021
Acute Myeloid Leukemia	Genomename	Commonname	Scientificaname	Completed	Carter	02-Mar-2021
Acute Myeloid Leukemia	Genomename	Commonname	Scientificaname	Failed ⓘ	Philip	02-Mar-2021

Edit
Delete
1
2
…
10

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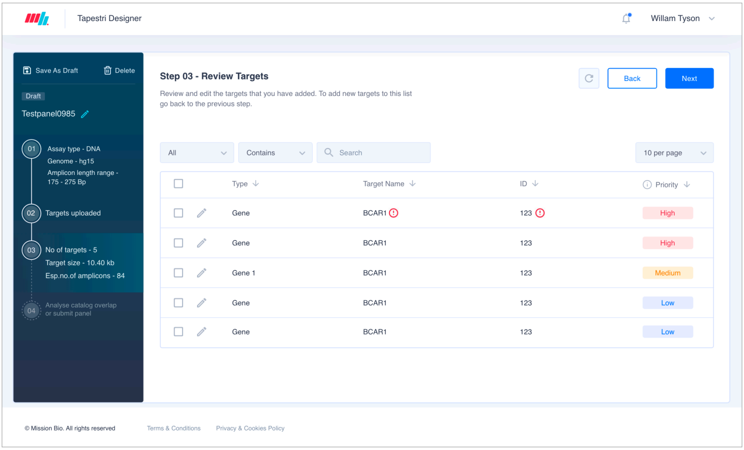
Privacy & Cookies Policy



Tapestri Designer
Willam Tyson
Save As Draft
Delete
Draft

Testpanel0985

01 Assay type - DNA
Genome - hg15
Amplicon length range - 175 - 275 Bp

02 Targets uploaded

03 No of targets - 5
Target size - 10.40 kb
Esp.no.of amplicons - 84

04 Analyse catalog overlap or submit panel

Step 03 - Review Targets

Review and edit the targets that you have added. To add new targets to this list go back to the previous step.

Back
Next
All
Contains
Search
10 per page

☐		Type	Target Name	ID	ⓘ Priority
☐		Gene	BCAR1 ⓘ	123 ⓘ	High
☐		Gene	BCAR1	123	High
☐		Gene 1	BCAR1	123	Medium
☐		Gene	BCAR1	123	Low
☐		Gene	BCAR1	123	Low

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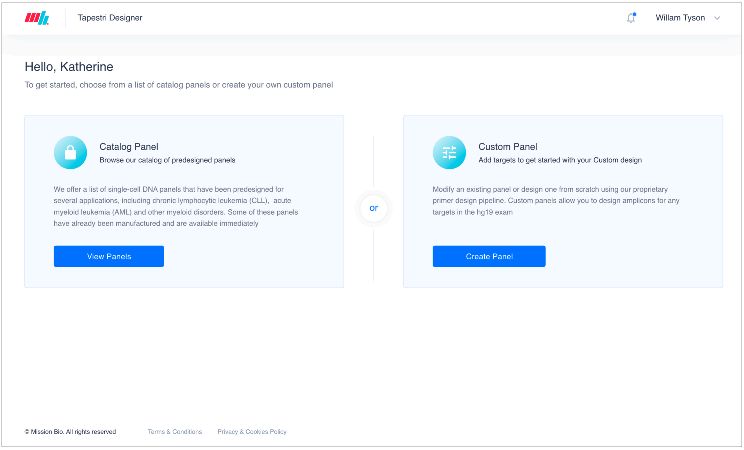

Tapestri Designer
Willam Tyson

Hello, Katherine

To get started, choose from a list of catalog panels or create your own custom panel

Catalog Panel

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View Panels
or

Custom Panel

Add targets to get started with your Custom design

Modify an existing panel or design one from scratch using our proprietary primer design pipeline. Custom panels allow you to design amplicons for any targets in the hg19 exam

Create Panel

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HDFC BANK

Banking | August 2021

Designing mutual fund journey for millenials.

Strategy
UX Strategy

Design & Research
Sketch

Platform
Website

Challenge

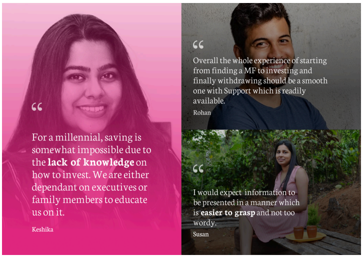
Who are we building for?

Having grown up in the liberalized economy millenials have strong financial aspirations. Millennials are expected to constitute nearly 75% of the overall population. According to CAMS, 47% of new mutual fund investors in 2018 were millennial. They are characterized by their strong preference for transacting online. Additionally, Middle income households with no prior investment knowledge and restrained spending capacity and people residing in cities that are sparsely penetrated by agents will constitute a large share of next wave of users. **A dedicated effort was needed to create an innovative and simple products that fulfill the needs of this segment.**

Research

The changing face of Indian investors

Having grown up in the liberalised economy, millenials have strong financial aspirations.



"For a millennial, saving is somewhat impossible due to the **lack of knowledge** on how to invest. We are either dependant on executives or family members to educate us on it.

Keshika

"Overall the whole experience of starting from finding a MF to investing and finally withdrawing should be a smooth one with Support which is readily available.

Rohan

"I would expect information to be presented in a manner which is **easier to grasp** and not too wordy.

Susan

Expectations:

- Intuitive Interfaces, fast approvals and answers
- Robo advisors, having lesser fees and lower minimum investments.
- A simplified way of learning to make informed financial decisions
- No surprises when it comes to hidden charges & money, transparency is important
- They are attracted to referrals and rewards to make use of their social captial

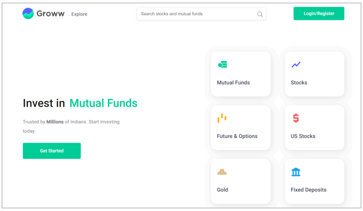
Pain points:

- Lengthy processes and cumbersome onboarding to an app they're not yet sure to use
- No personal guidance to help them answer their needs
- Inhibitons that Mutual Funds are complex and difficult to understand

Research

How can we enhance the digital experience?

We took a look at platforms that are catering well to our target audience to derive what could be the way forward to craft an experience valuable to Millenials



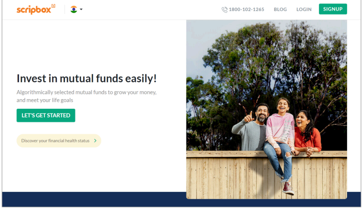
Invest in Mutual Funds

Trusted by Millions of Indians. Start investing today.

Groww
Explore
Search stocks and mutual funds
Login/Register
Get Started
Mutual Funds
Stocks
Future & Options
US Stocks
Gold
Fixed Deposits

Groww:

- The value propositions and product offerings are clear, well categorised & easy to understand and take action upon with a clutter free design
- Microinteractions that make the experience unique and memorable
- Conversational, comforting UX writing that instills trust



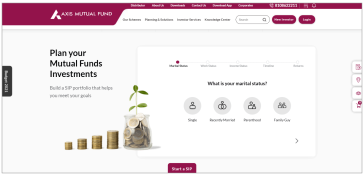
Invest in mutual funds easily!

Algorithmically selected mutual funds to grow your money, and meet your life goals

scripbox
1800-102-1265
BLOG
LOGIN
SIGNUP
LET'S GET STARTED
Discover your financial health status

Scripbox:

- Provides the user with a personalised experience that helps then make better financial decisions and feel in control and not lost
- Minimal, clean designs that make the user journey easier, pleasurable and reduce cognitive load and confusion



Plan your Mutual Funds Investments

Build a SIP portfolio that helps you meet your goals

What is your marital status?

Distributor
About Us
Downloads
Contact Us
Download App
Corporates
8108622211
AXIS MUTUAL FUND
Our Schemes
Planning & Solutions
Investor Services
Knowledge Center
Search
New Investor
Login
Budget 2021
Marital Status
Work Status
Income Status
Timeline
Returns
Single
Recently Married
Parenthood
Family Guy
Start a SIP

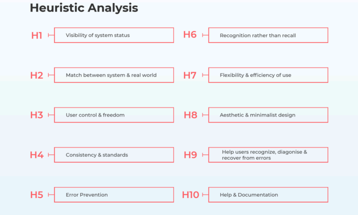
Axis bank MF:

- Provides the user with a personalised experience that helps then make better financial decisions and feel in control and not lost
- Well structured and easily navigable information presented in bite sized formats reduces cognitive load

Research

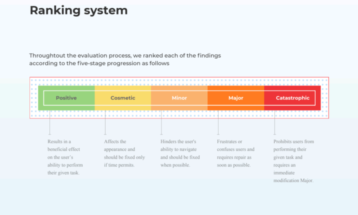
Audit to understand the current platform

The aim of this audit was to educate and promote good usability standards and solutions across HDFC mutual fund platforms.



Heuristic Analysis

- H1 Visibility of system status
- H2 Match between system & real world
- H3 User control & freedom
- H4 Consistency & standards
- H5 Error Prevention
- H6 Recognition rather than recall
- H7 Flexibility & efficiency of use
- H8 Aesthetic & minimalist design
- H9 Help users recognize, diagonise & recover from errors
- H10 Help & Documentation

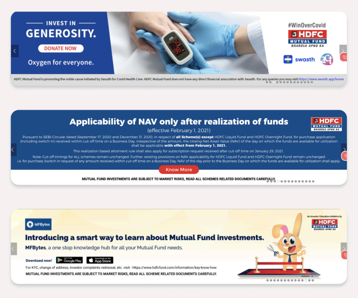


Ranking system

Throughtout the evaluation process, we ranked each of the findings according to the five-stage progression as follows

Positive
Cosmetic
Minor
Major
Catastrophic
Results in a beneficial effect on the user's ability to perform their given task.
Affects the appearance and should be fixed only if time permits.
Hinders the user's ability to navigate and should be fixed when possible.
Frustrates or confuses users and requires repair as soon as possible.
Prohibits users from performing their given task and requires an immediate modification Major.

Hero section



INVEST IN
GENEROSITY.
DONATE NOW
Oxygen for everyone.
#WinOverCovid
HDFC MUTUAL FUND BHAROSA APNO KA
swasth

HDFC Mutual Fund is promoting the noble cause initiated by Swasth for Covid Health Care. HDFC Mutual Fund does not have any direct financial association with Swasth. For any queries you may visit https://www.swasth.app/home

Applicability of NAV only after realization of funds
(effective February 1, 2021)

Pursuant to SEBI Circular dated September 17, 2020 and December 31, 2020, in respect of **all Scheme(s) except** HDFC Liquid Fund and HDFC Overnight Fund, for purchase application (including switch-in) received within cut-off time on a Business Day, irrespective of the amount, the closing Net Asset Value (NAV) of the day on which the funds are available for utilization shall be applicable **with effect from February 1, 2021.**

This realization based allotment rule shall also apply for subscription request received after cut-off time on January 29, 2021.

Note: Cut-off timings for ALL schemes remain unchanged. Further, existing provisions on NAV applicability for HDFC Liquid Fund and HDFC Overnight Fund remain unchanged i.e. for purchase /switch-in request of any amount received within cut-off time on a Business Day, NAV of the day prior to the Business Day on which the funds are available for utilization shall apply.

Know More

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEMES RELATED DOCUMENTS CAREFULLY.

MFBytes

An Investor Education Initiative by HDFC MUTUAL FUND

Introducing a smart way to learn about Mutual Fund investments.

MFBytes, a one stop knowledge hub for all your Mutual Fund needs.

Download now! Google Play App Store

For KYC, change of address, investor complaints redressal, etc. visit - https://www.hdfcfund.com/information/key-know-how

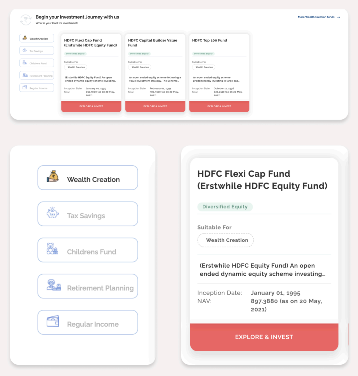
MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

Heuristic violation: H1, H2, and H8

Ranking: Major

- There are too many things going on in the first fold of the page. This will not let user to focus at one thing and can cause cognitive load.
- **Recommendation:** Well structured and easily navigable information presented in bite sized format will reduce cognitive load

Mutual fund selection



Begin your Investment Journey with us
What is your Goal for investment?

More Wealth Creation funds →

Wealth Creation
Tax Savings
Childrens Fund
Retirement Planning
Regular Income

HDFC Flexi Cap Fund (Erstwhile HDFC Equity Fund)
Diversified Equity
Suitable For
Wealth Creation
(Erstwhile HDFC Equity Fund) An open ended dynamic equity scheme investing...
Inception Date: January 01, 1995
NAV: 897.3880 (as on 20 May, 2021)
EXPLORE & INVEST

HDFC Capital Builder Value Fund
Diversified Equity
Suitable For
Wealth Creation
An open ended equity scheme following a value investment strategy. The Scheme...
Inception Date: February 01, 1994
NAV: 388.3320 (as on 20 May, 2021)
EXPLORE & INVEST

HDFC Top 100 Fund
Diversified Equity
Suitable For
Wealth Creation
An open ended equity scheme predominantly investing in large cap...
Inception Date: October 11, 1996
NAV: 626.2510 (as on 20 May, 2021)
EXPLORE & INVEST

Heuristic violation: H2, and H8

Ranking: Major

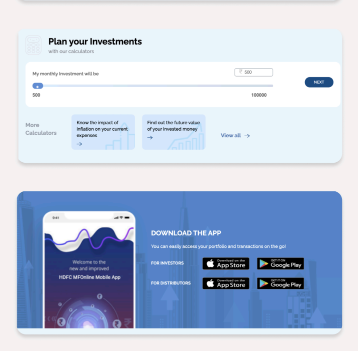
- Conent does not make sense. Information hierarchy needs to be improved for important elements like, fund type, suitable for, NAV, minimum SIP to start.
- **Recommendation:** There should be a help section saying ‘don’t know what mutual fund to select?’ option for newbies.

Investment calculator

Plan your Investments
DOWNLOAD THE APP

Heuristic violation: H4, and H8

Ranking: Minor


Plan your Investments
with our calculators
My monthly Investment will be
₹ 500
NEXT
500
100000
More Calculators
View all →
DOWNLOAD THE APP
FOR INVESTORS
FOR DISTRIBUTORS
Download on the App Store
GET IT ON Google Play
9:41
Welcome to the new and improved HDFC MFOnline Mobile App

Know the impact of inflation on your current expenses →

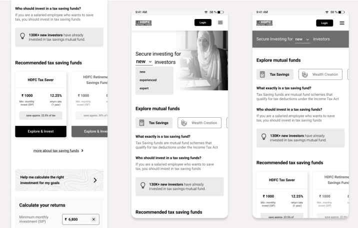
Find out the future value of your invested money →

You can easily access your portfolio and transactions on the go!

- Information should be properly laid out. After we add a pre-defined SIP here, the next action should be here itself.
- The download app banner should be separate and in focus.

Design

The road to success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58 %
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Secure investing for new investors
new
experienced
expert
Explore mutual funds
Tax Savings
Wealth Creation
Recommended tax saving funds
HDFC Tax Saver
HDFC Retireme Savings Fund
₹ 1000
12.25%
Min. monthly invest (SIP)
return rate (1 year)
save approx. 22.5% of tax
save approx. 30% of
Explore & Invest
more about tax saving funds ›
Help me calculate the right investment for my goals
Calculate your returns
Minimum monthly investment (SIP)
₹ 6,800

What exactly is a tax saving fund?

Tax Saving funds are mutual fund schemes that qualify for tax deductions under the Income Tax Act

Who should invest in a tax saving funds?

If you are a salaried employee who wants to save tax, you should invest in tax saving funds

130K+ new investors have already invested in tax savings mutual fund.

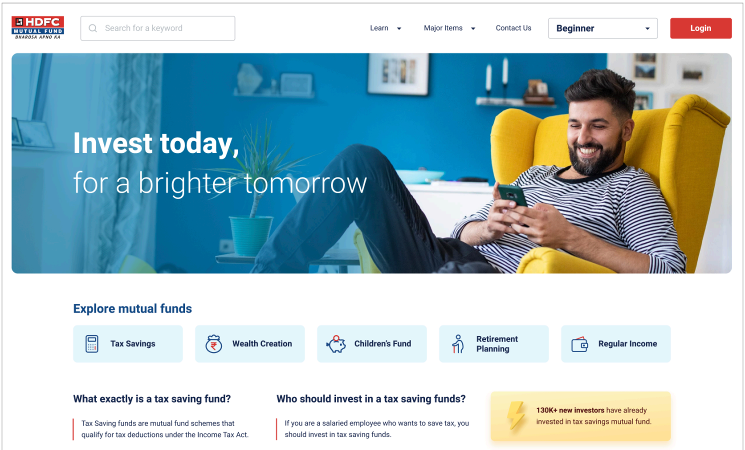
In order to make the experience for each user cater to their understanding of, and needs from, Mutual Funds, we took an approach where the entire home page can be viewed based on the investor's proficiency level in dealing with Mutual Funds.

Any journey from the home page into the inner pages can be standard but will have to have detailed information supported by proper help and cues for beginners as well.

Having a role-based starting point ensures that beginner's are taken care of and explanation of Mutual Funds and how they help them can be done in a flow into the inner pages.

Design

Website shots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Login
Invest today,
for a brighter tomorrow
Explore mutual funds
Tax Savings
Wealth Creation
Children's Fund
Retirement Planning
Regular Income

What exactly is a tax saving fund?

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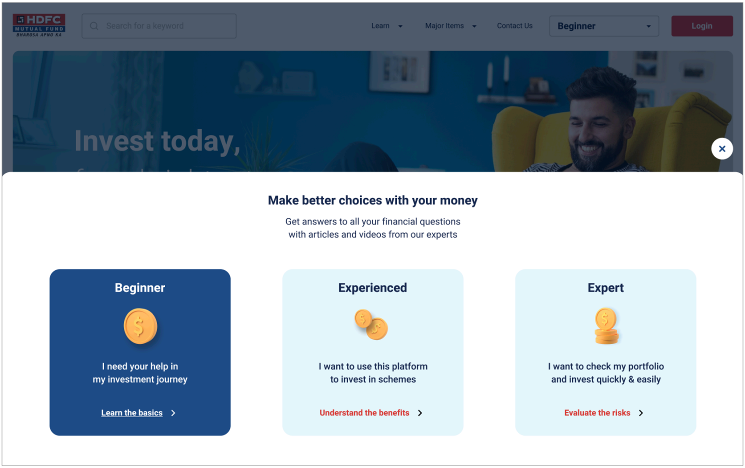
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Invest today,

Make better choices with your money

Get answers to all your financial questions
with articles and videos from our experts

Beginner

I need your help in
my investment journey

Learn the basics

Experienced

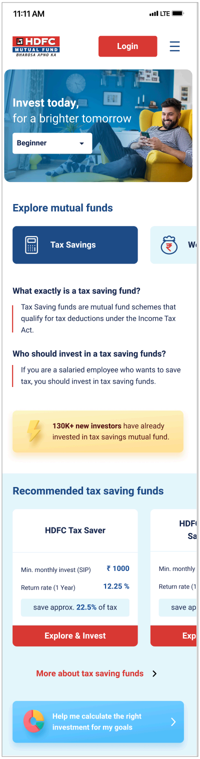
I want to use this platform
to invest in schemes

Understand the benefits

Expert

I want to check my portfolio
and invest quickly & easily

Evaluate the risks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Tax Savings
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Invest today,
for a brighter tomorrow

Explore mutual funds

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Recommended tax saving funds

HDFC Tax Saver

Min. monthly invest (SIP)	₹ 1000
Return rate (1 Year)	12.25 %

save approx. **22.5%** of tax

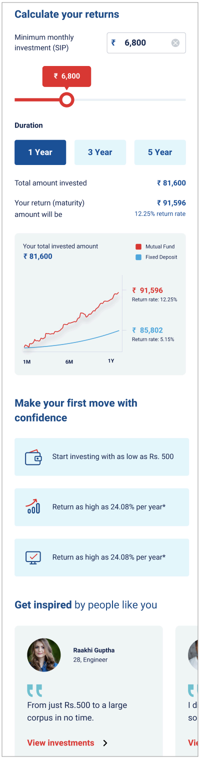
Explore & Invest

HDF Sa

Min. monthly
Return rate (1
save ap
Exp

More about tax saving funds

Help me calculate the right investment for my goals


₹ 6,800
1M
6M
1Y
₹ 91,596
Return rate: 12.25%
₹ 85,802
Return rate: 5.15%
🟥 Mutual Fund
🟦 Fixed Deposit

Calculate your returns

Minimum monthly investment (SIP): ₹ 6,800

Duration

1 Year | 3 Year | 5 Year

Total amount invested	₹ 81,600
Your return (maturity) amount will be	₹ 91,596 12.25% return rate

Your total invested amount
₹ 81,600

Make your first move with confidence

Start investing with as low as Rs. 500

Return as high as 24.08% per year*

Return as high as 24.08% per year*

Get inspired by people like you

Raakhi Guptha
28, Engineer

From just Rs.500 to a large corpus in no time.

View investments

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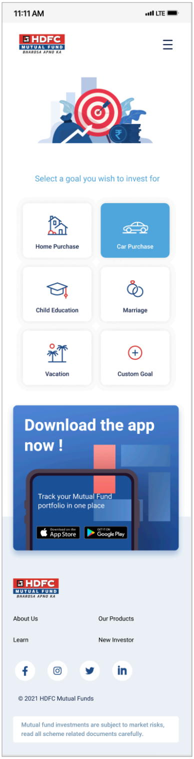
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Select a goal you wish to invest for

Home Purchase	Car Purchase
Child Education	Marriage
Vacation	Custom Goal

Download the app now !

Track your Mutual Fund portfolio in one place

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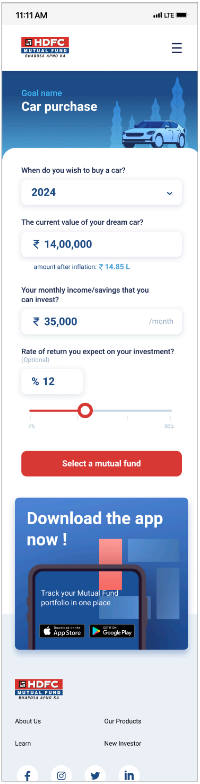
Mutual fund investments are subject to market risks, read all scheme related documents carefully.



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Goal name

Car purchase

When do you wish to buy a car?

2024

The current value of your dream car?

₹ 14,00,000

amount after inflation: ₹ 14.85 L

Your monthly income/savings that you can invest?

₹ 35,000 /month

Rate of return you expect on your investment?
(Optional)

% 12

1% 30%

Select a mutual fund

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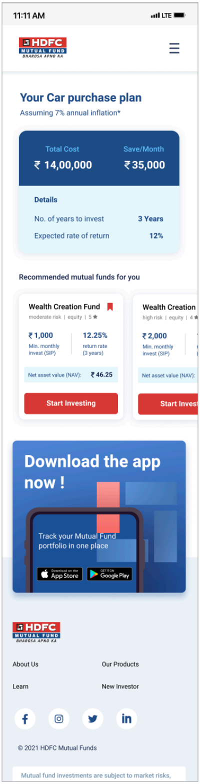

11:11 AM

Your Car purchase plan

Assuming 7% annual inflation*

Total Cost	Save/Month
₹ 14,00,000	₹ 35,000

Details

No. of years to invest	3 Years
Expected rate of return	12%

Recommended mutual funds for you

Wealth Creation Fund
moderate risk | equity | 5 ★
₹ 1,000 Min. monthly invest (SIP)
12.25% return rate (3 years)
Net asset value (NAV): ₹ 46.25
Start Investing

Wealth Creation
high risk | equity | 4
₹ 2,000 Min. monthly invest (SIP)
Net asset value (NAV):
Start Invest

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Mutual fund investments are subject to market risks,

Golden word

Thank You

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www.lollypop.design/about/arjun-patel