

ABOUT

ME

I am a UX and UI designer with great business and design background. I have experience with startups, financial firm, ad-tech companies. I specialise in product design, UI design, interactive design, graphic design, and user research

- Nandhagopal

UX Design Portfolio

Selected works from 2014 -16'

VIDEO AD AUTHORIZING TOOL

Authoring tool that helps users create and test video-ads before launching it.

User Goal

Goal of the app is to help users-App Developers create assets required to launch ad campaign. The self serve portal will facilitate users to quickly upload assets, preview and launch campaign easily and quickly.

My Role

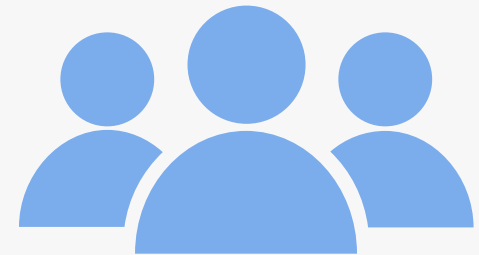
Owning the entire project from Conceptualizing, identifying tasks flows, building wire frames and visual design.

Wireframing

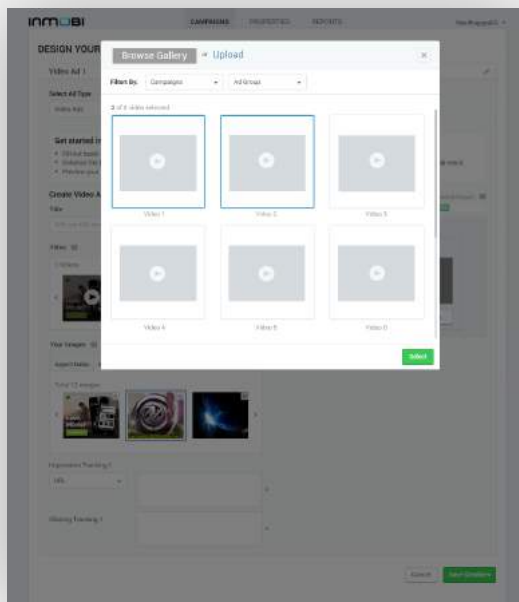
Since the users goal in the portal was primarily focussed on 'getting the job done', the design principles, layout, interactions patterns and flows had to support the goal.

Visual Design

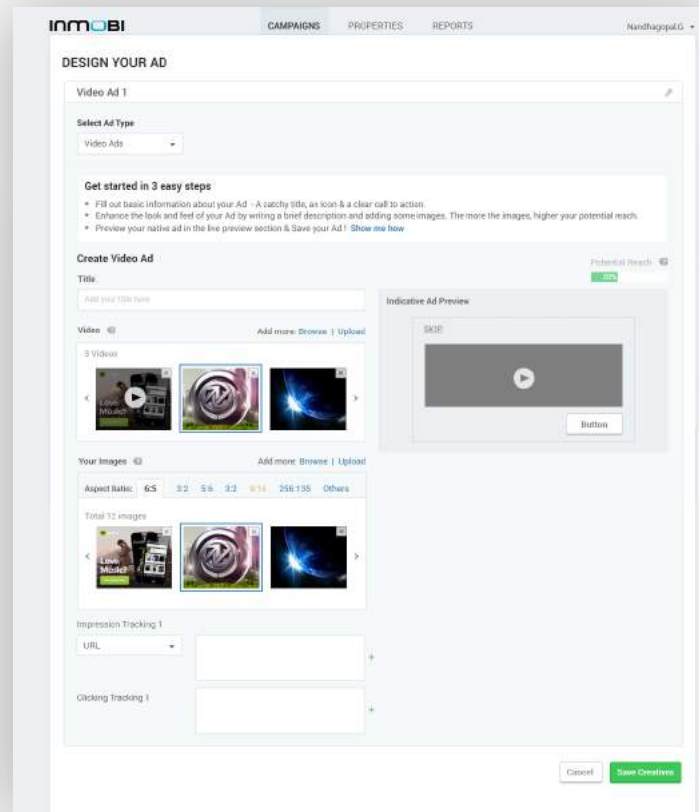
Once we finalised on the wireframes and flows, I was involved in the visual design of the products. The design principle was to make sure designs were functional and without any distraction users should be able go through it. Hence the visual has to be aiding user achieve the same.



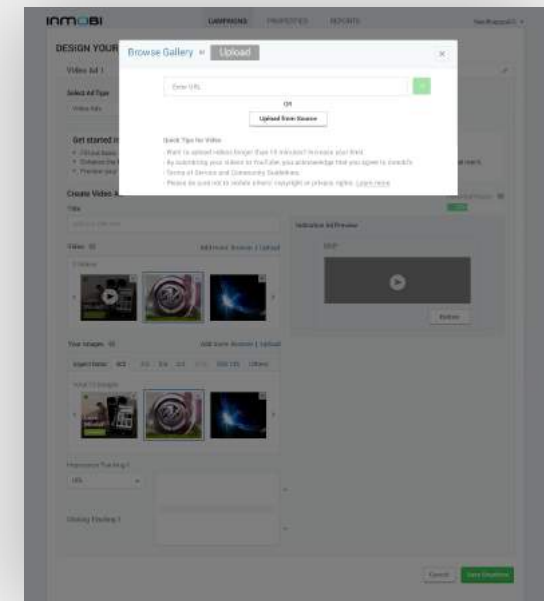
Visual Design



Browse Galley Page



Video upload Page



Uploading assets page

PayPal iOS App

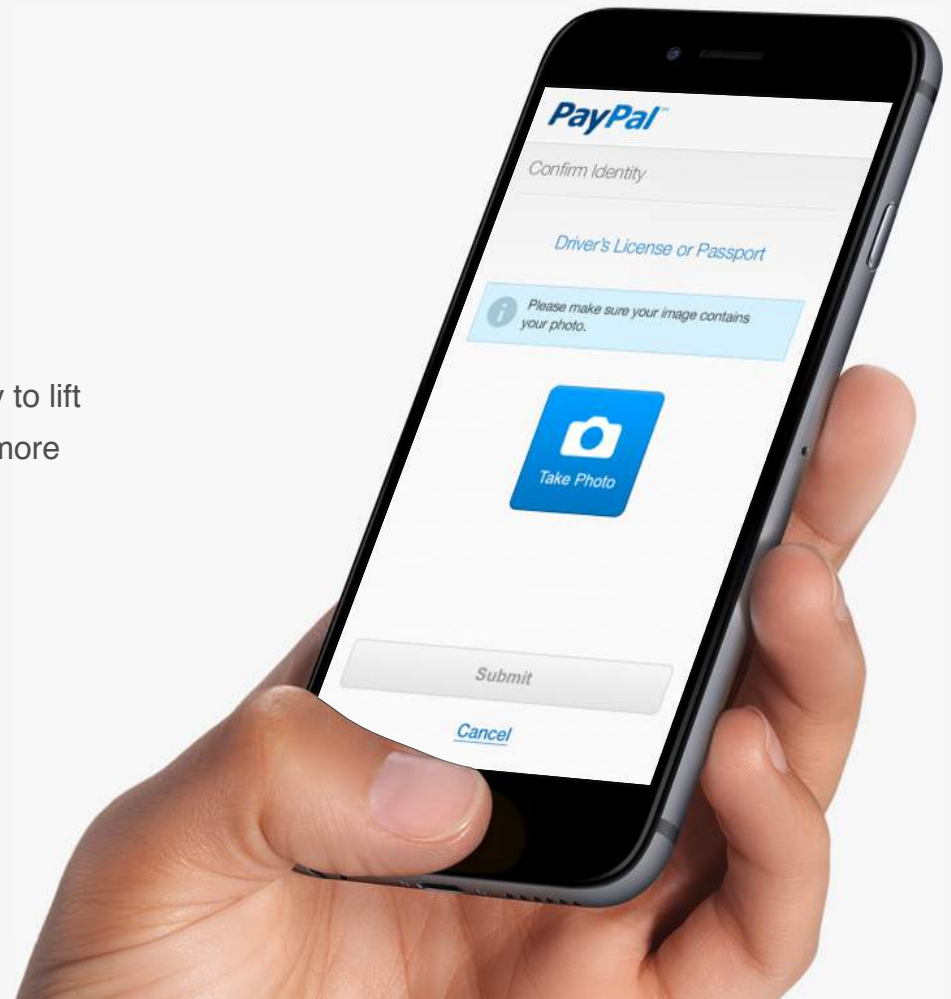
App aims at building capability, which focusses on customer's existing knowledge of using a smart phone/camera to provide documents and to comply with country specific KYC requirements.

User Goal

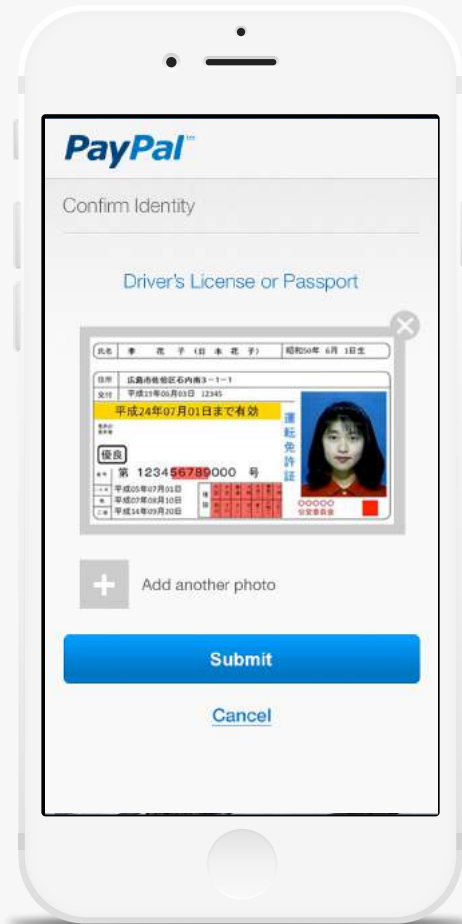
Streamline onboarding to make it far more elegant - use this capability to lift compliance and risk restrictions placed on a user's account - make it more convenient for our users.

My Role

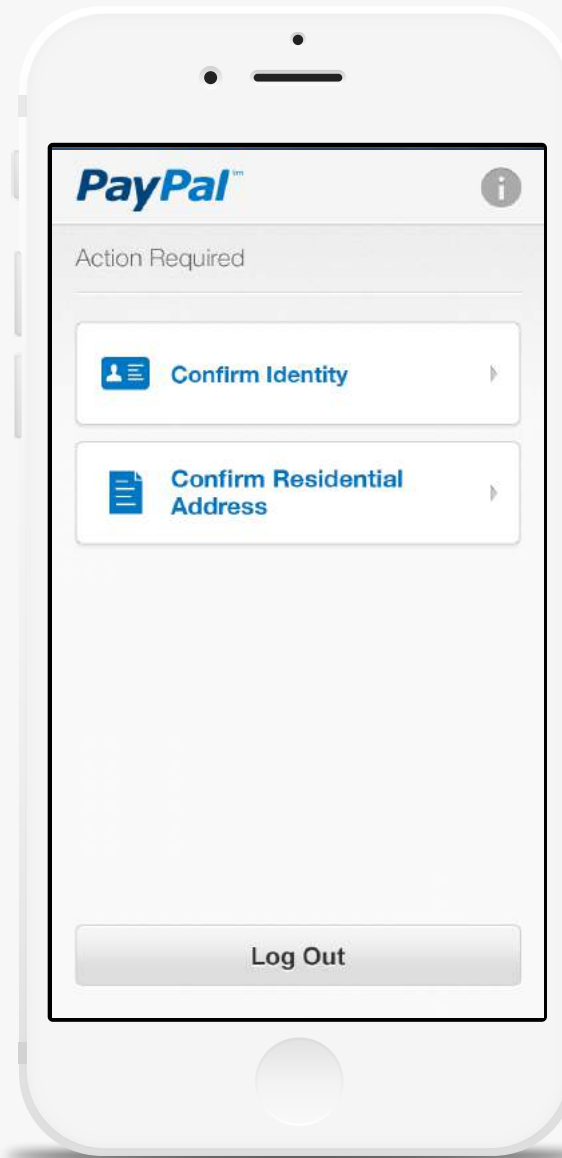
Owning the entire project from Conceptualizing, identifying tasks flows, building wire frames. visual design.



Design



Review screen



Landing screen

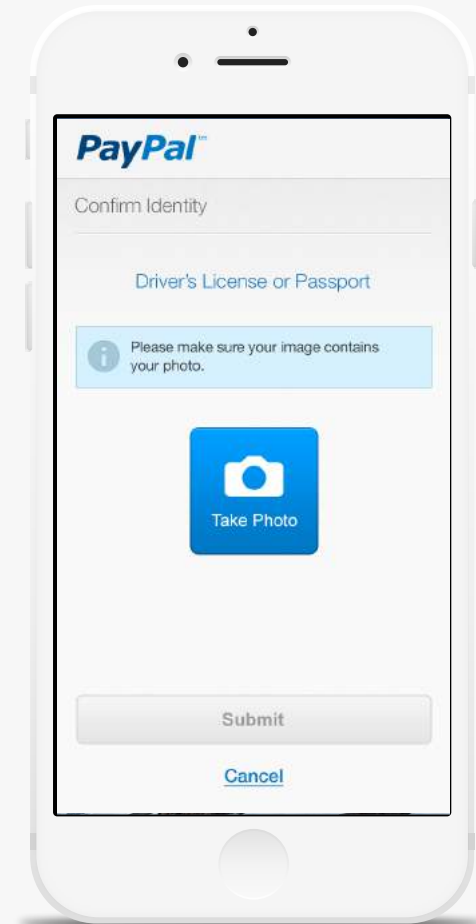


Photo Upload screen

App for Commerce Discovery

To introduce a powerful new way of commerce discovery system for millennials.

Goal

The idea is to explore if there is a better way we can help users discover product rather than conventional way of intent based discovery.

My Role

Concept building - Interaction Design - Visual Design - Prototyping - User Testing

The Journey

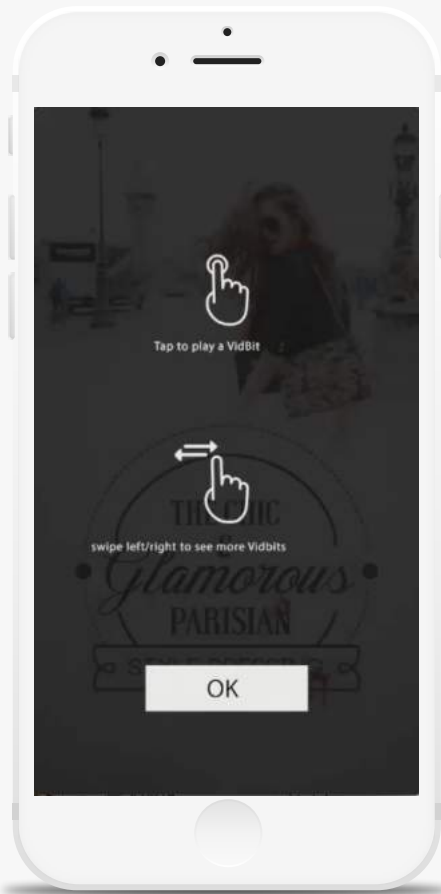
- More than 200 Wireframe and Visual Design
- Ten Apps built in a year
- Qualitative and Quantitative Testing

Users

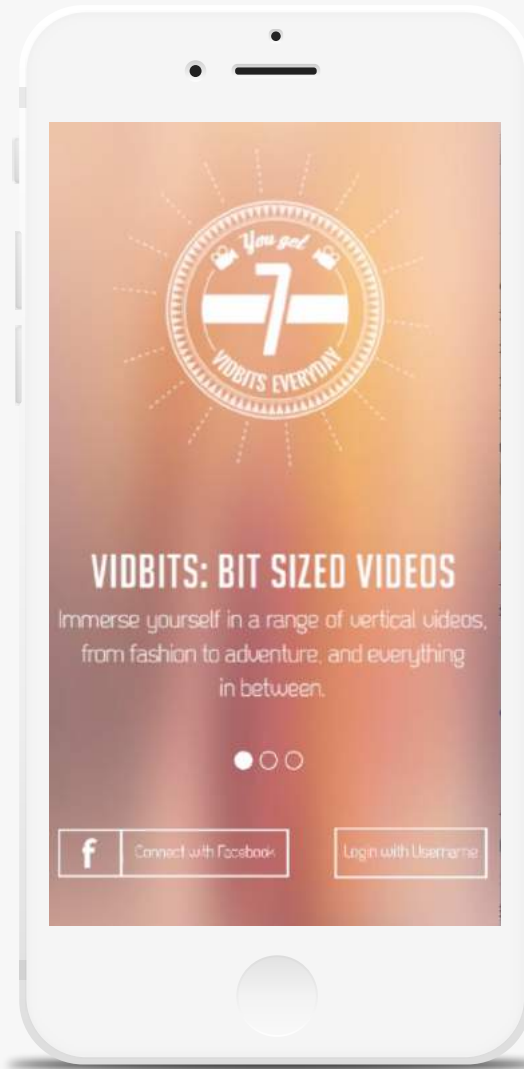
- Target User - Millennials
- Geography - Emerging Markets



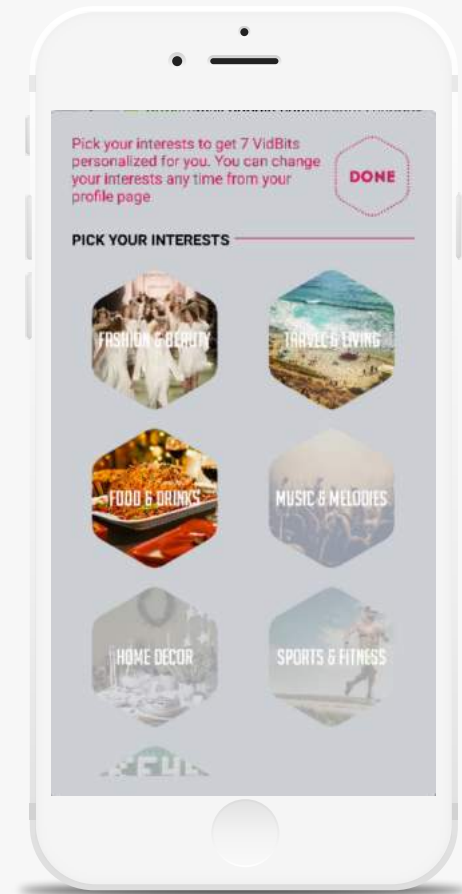
Design



User Walkthrough (Coachmarks)



Login Screen



Onboarding screen

Video Ad Re-design

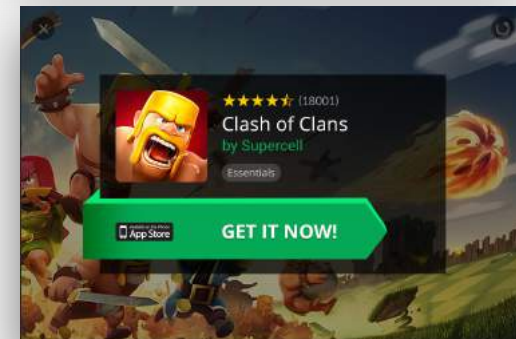
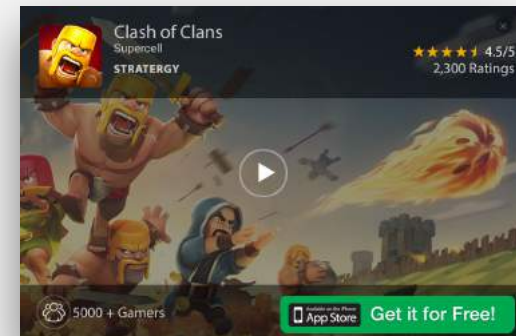
Experiment and come up with new ad format for videos. This new ad format had to produce a remarkably higher conversion once than the current ad format for rewarded videos.



Design - Portrait and Landscape



Portrait Designs



Landscape Designs

The designs above gave a considerable increase in the conversion and click through rates of the ad units.

Native-Ad Creative Tool

Authoring tool that helps users create and test video ads before launching it.

User Goal

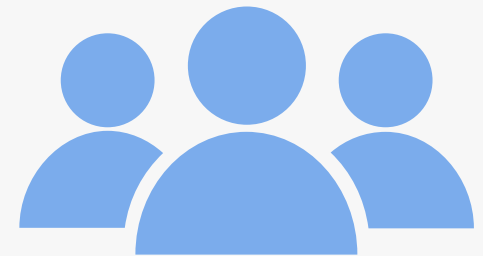
Self serve portal that enables users (developer) to upload assets and create native ads in the self serve platform.

Business Goal

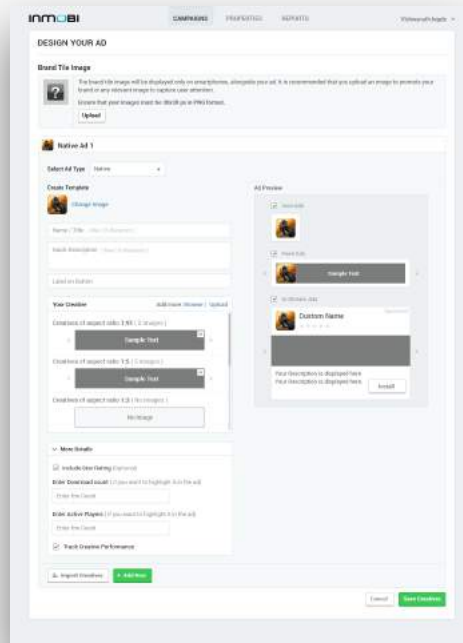
Native Interstitials are full page ads, customized with elements of the app to deliver a unique in-app ad experience. As a developer you can choose from our rich gallery of frames and animations or build your own unique design. This tool helps users provide asstes that will be stitched into beautiful and functional ad units.

My Role

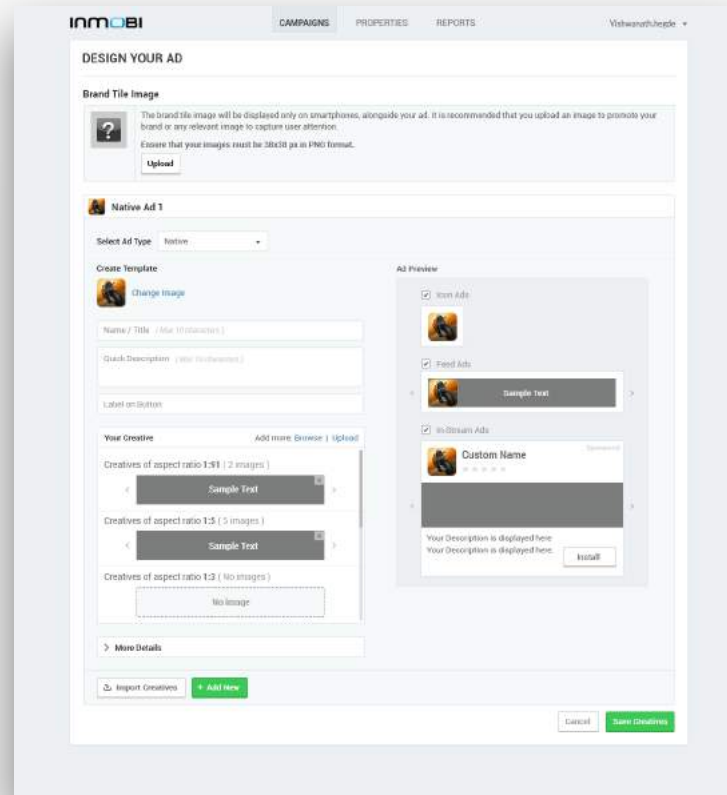
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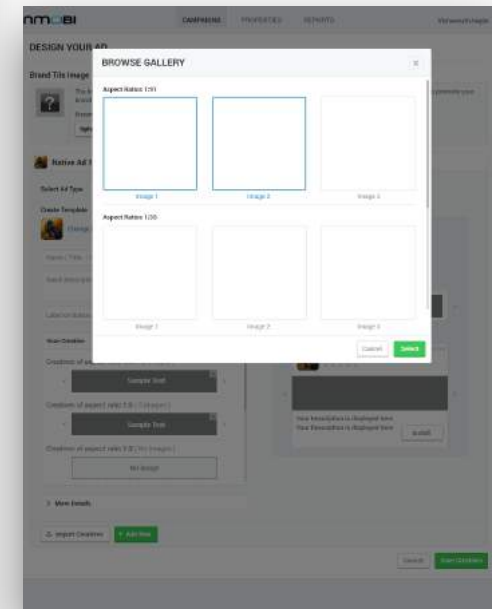
Design



Asstes upload Additional Info.



Asstes Upload Screen



Uploading assets screen

VID BITS

To introduce a powerful new way of commerce discovery system for millennials.



HOW WE STARTED

Inmobi is a B-to-C firm focused on mobile ad-tech platform that connects app developers and advertisers, which meant we did not have a product of our own. Given how Facebook and Google were eating on to our customers, we decided to build a product of our own.

The belief was, if we can build a product of our own we need not go behind developer for ad slots too and atleast one part of the business will be taken care of. Early 2016, our CEO Naveen, brought a small team together to start looking at what can be done in the consumer space. I was super excited to be a part of it because of the scale of the project and an opportunity to work directly under my CEO, which gave me a lot of exposure.

GROUNDWORK

We looked hard and wide to understand where we can add value. I was very clear that we really need to understand the consumer market in India to solve for it. We could have built some thing fancy without really answering the “why?” part, in which case we could have run into the trap of not being able to scale. What early experiments taught me was that anything fancy would catch the users attention but unless they solve a need it is going to take a miracle to scale. Before we could finalise on where to focus, I spent most of my time ideating with different stake holders in the market and company to really understand what the user base was looking like and how we could add value.

After a series of discussion, over a period of 30 days we realised there was a huge potential with the next generation of e-commerce. Partly because, this way we held to the companies business and there was a huge gaps in how users shopped today.

FORMING THE TEAM

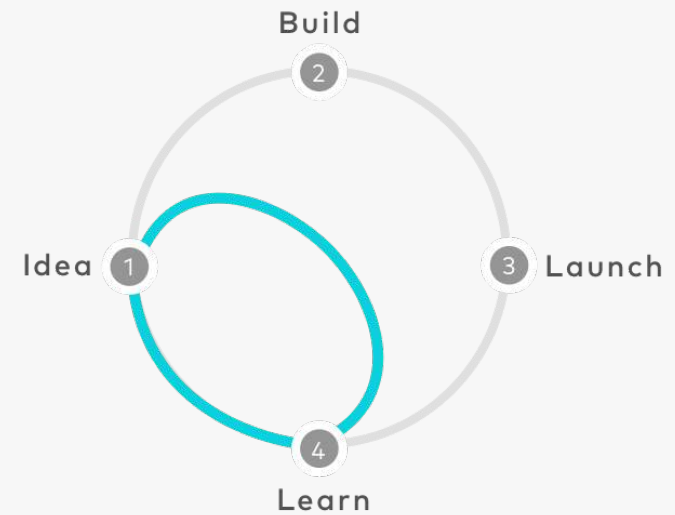
Before I could start thinking about the product and what to design and build, I wanted to make sure we had the right team for this task. I had to give extra importance to this aspect because I knew at break neck speed we wanted the right group which can look at this project beyond the 9 to 5 job. So, I personally made sure there were developers and designers who were able to do “What ever it takes”. This was not a conventional project and we did not know what the end product was. I had to make sure that the team we hired was ok with accepting ambiguity and ready to scrap things and start from scratch any time.

In terms of the team’s skillset, I made sure we hired people who were experts in one field and at the same time had the ability to dabble with other verticals. In short, we hired people who were more of a “T” shaped individual. Also, I kept the team very small, to a size of 4 which was more than enough for us to get going. So our teams composition was 2 developer (front and back end), a project manager and a product designer (myslef) handing everything to do with design from designing the product to marketing and more.



PROCESS

I'm a strong believer in user centered design process(UCD), especially the ones that helps teams to grow and not contain them. I also wanted to establish a basic design framework and let it grow organically. So the best one's to suit my need was Google Design Sprint. It was a perfect one that emphasised on speed and quality. I made a few modifications to it. But largely, I followed the design sprint. In the sprint we would ideate, design and test concepts in a weeks time. Not only did we make large strides but we were also able to make them faster. In the ideation phase, I introduced techniques like "Edward De-bono" techniques and "how might we" techniques to make sure the team is able to generate ideas that were new and innovative. Often I found the team getting stuck with existing ideas, so these techniques were essential to take a step forward in-terms of thinking wide and deep. As far as testing was concerned, I followed iterative testing with 5 users. For the initial phase of the project, I went with qualitative testing and once we had a product in place, we used both qualitative and quantitative testing to get better results.



Our Process, Courtesy Google Sprints



Mapping flows and Brainstorming

DESIGN AND TESTING

Pivoting on a problem.

The first problem was where do we start? I decided that let's start with gaps that we had identified during user research, so we decided to pivot on the three findings.

- Improve product discovery in e-commerce
- The increase in millennials and change in shopping patterns
- Increase in mobile phones, reaching 700 million handsets.

We realised that, at the intersection of these three circles there is a potential disruption waiting to be discovered.

PHASE I

The objective of the first phase was to design and build as many ideas as possible and test them with potential users. I was very particular with testing the ideas because it might give a better clarity on what we are building and if it really solves the problem.

Operationalising testing was a huge challenge. We could not get enough new users to test and with existing users the output was becoming biased. So I came up with the idea of forming tie-ups with colleges which could bring us a fresh set of users each time. The students were more than excited to come and give us feedback. I had scheduled 5 users every week to come and give us feedback and sometimes I also used to go to public spaces and test the ideas with mixed genders to make sure the ideas were not biased.



Entire Studio Dedicated for the Product

PLAIN VANILLA

This was the first design I came up post our ideation sessions. My first attempt was just mix product discovery with few tags and see how it shaped out. During the initial phase of the project, I relied on best interaction and visual design practices. I did not want to focus on factors like micro interaction and animation during initial phase of the project, mainly because without knowing what we were going to build it wasn't proving to be efficient to spend more time on these details. So, the main focus of phase 1 was making sure the product was usable and the idea was conveyed. Following the best practise helped in two ways, one was making sure that I do not commit obvious mistakes and secondly the products had minimum distractions which meant we only had what was essential to take the right call.

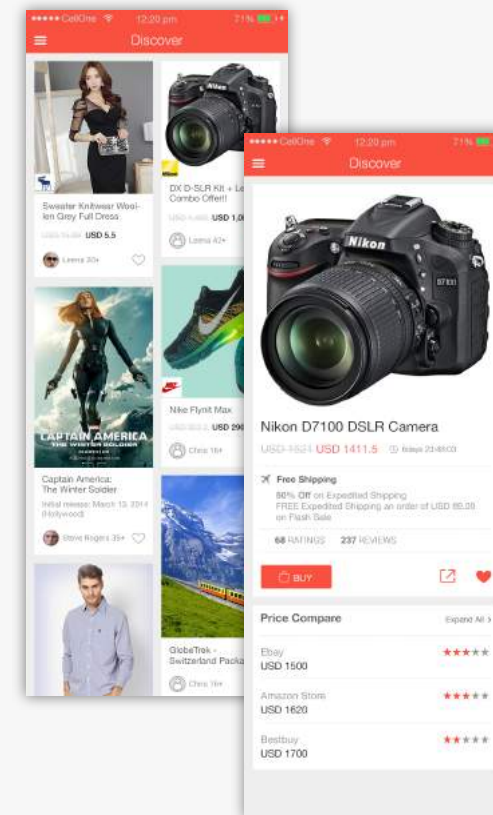
Key Feature

- The vanilla was about products that could surface on users feed based on his/her interest.
- The products will have social proofing that can add weight to a product's credibility.
- Users will be able to 'like' and 'buy' a product.

Design Decision

Flat colours and use of existing typography.

Vanila was more of an exercise to get the 'ball rolling'. We never liked what we saw and did not make sense. So we discarded the first version. Personally I knew the first few iterations could never be the best and I used them to learn what the users felt about the product and it was important to understand their mindset if we are solving for them at the end of the day.



Designs

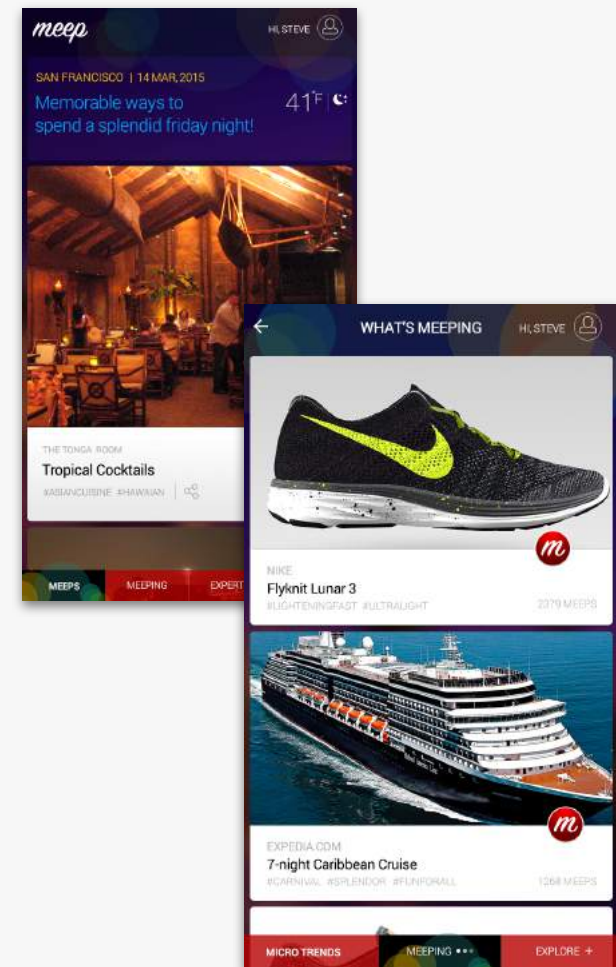
MICROTREND

Our next iteration was about micro trend. I thought this would help users identify products through whats happening around a geographically defined community. The hypothesis was if we could help users discover products within a geographically defined community it would be a new way to discover products. In terms of design, I wanted to approach this from a vibrant perspective to convey movement and fun. I sketched a few iterations before jumping into designing the actual app. I continued to experiment with card structure and relied on photos to tell the story. What I realised was photos tend to keep the users very engaging and users did not prefer reading much. The Information architecture was rather simple because the product had not matured much so we stuck to tab structure to convey simple and easy navigation.

Design Feedback

The overall feedback was good. I was able to convey what I intended to convey.

- The colour palette was a little glaring and content did not come out.
- The visual was too distracting for user to discover the content.
- Learning for me was to try out more subtle tones and make the content stand out.



Designs

Chromosome

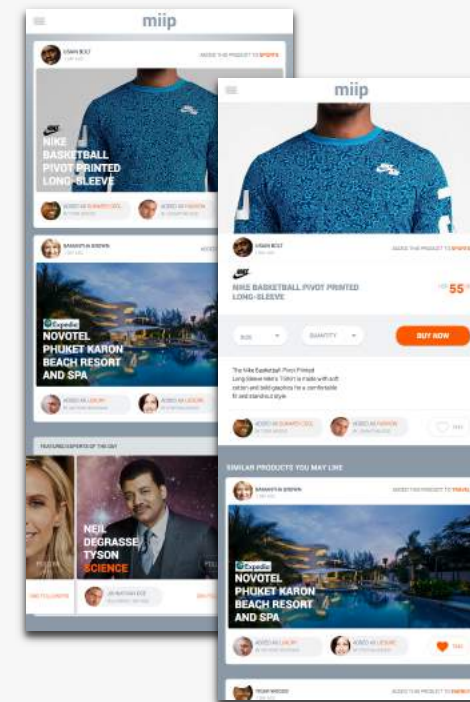
The next iteration was a bit more complicated in the sense on how to visualise them. The premise of this idea was to utilize the newly initiated Product Genome categorization that is oriented to offer users an individualized platform for discovering products that are uniquely appealing to their lifestyle and characteristics

The human brain is always making connections, drawing comparisons and forming linkages to process information. For instance, the driver of a Volkswagen car may associate with Safety, Design, European, Long-drives, High-maintenance etc. These links, structure an identity for the driver through his car. Every second, there are millions of connections being made, and no two brains are the same. Thus, there are a large number of associations that different people create that inform their identity through different things. Similarly, a holiday in Hyatt, SanFrancisco is categorized and showcased as Travel, Hotels, Premium, etc. However, more immediate and relevant connections for individuals could be romantic, RoomsWithAView, PoolSideBrunch, GreatLocation. InMobi could attempt to do for commerce what players such as Pandora & Artsy have done in the world of music & Art (Music Genome & Art Genome).

Design Decisions:

- To start with the idea itself was a complex one to visualise and it was difficult to imagine how this will look. So we started with having a feed that would offer users an array of products that have new connections.
- The way I imagined, users could create connections in the form of tags.
- Visually I wanted to keep the design simple.

- The colour palette was thought in such a way that the interface takes a back seat and the content stands out.
- I also used image heavy design since the premise of our design was e-commerce and we had to make sure we had good quality photos.
- My long term plan was to build a photo studio to take good photos but for a start we used stock images to makes sure the standard does not go down.



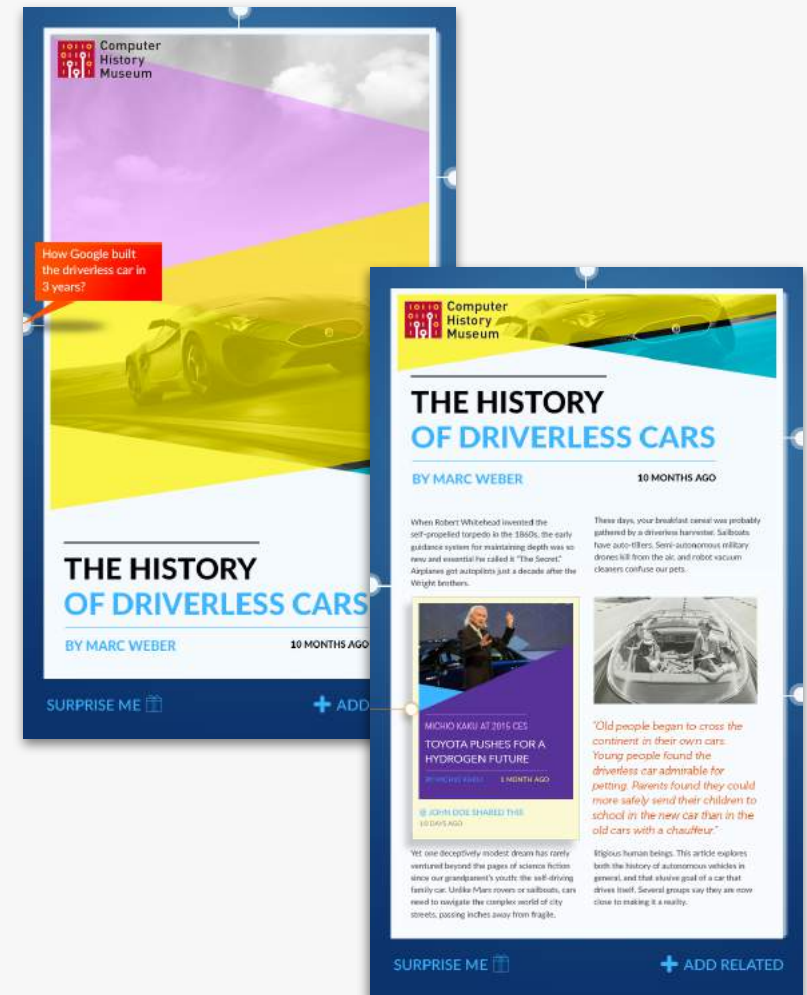
Designs

Connecting Dots:

The Idea behind that was what if we could have a growing network of content that are linked. This lets users explore articles based on connections. Think of it like how we “think”, one thought leads to the other. Based on the articles users read, the app would let users discover products also. In other words it can also be articulated as product discovery by reading articles. This was idea was an opportunity to think really out of the box. The way I envisioned the design was as if one article is tied to the other article by a common idea and users can keep exploring all the articles in any random order. This version of the product was very challenging to visualise because there was no real reference and the design had to grow as we explored different manifestations. There were lots of questions about why full screen images and why the connections look the way they do and how and who decides the flow.

Design decisions:

- Since there were no reference for the app I imagined each article as a node in a complicated web.
- As a user, one could navigate to any near by article (nodes) but cannot jump to random articles.
- There is only one connection from one node to the other.
- I also took few inspiration in the way “Medium” app was designed. This version was especially interesting because of the way it organically took shape and nothing was set in stone.



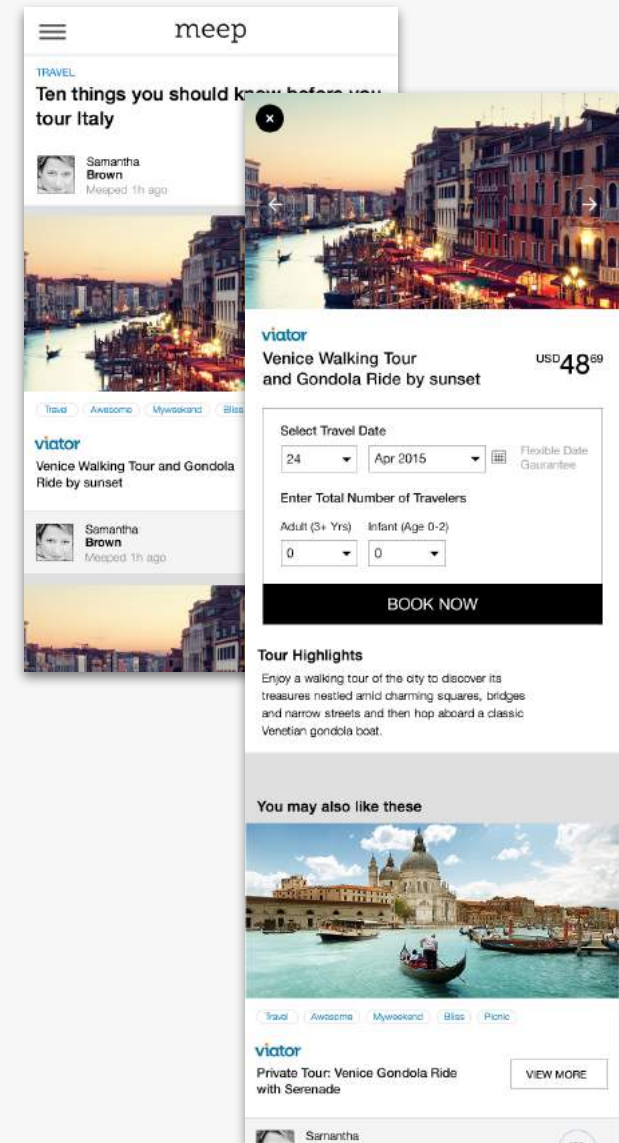
Designs

Stories

By the time we reached this version we had almost completed 7 versions of the app and we got a feeling that we were getting no where in terms of the product we wanted to build. I realised we were learning a lot as we moved on but there was also the pressure to build the product we were proud about. The next version was the seed to our final version. We went back to the drawing board to think hard and deep about how the trends in the market were and what can we capitalise on. We landed up with “Stories”. The premise of the product idea was “every product has a story” and the app will help bring them out. Additionally I realised, we also need some pull for users to signup or create the magic, so we decided to have celebrities in the system as early as possible. The other reason was handholding becomes easy in this way. We also wanted to capture the excitement that we got when we took a peak into a celebrities life.

Design Decisions:

- This time I made sure the app was 100% free of distractions.
- I made a version with a white background and the challenge was to make sure the screen does not look empty, because white has this inherent character to look empty.
- Images and mug shots helped a lot in getting the content forward.
- In order to have an engaging factor I also introduced a feed to keep the users engaged.
- We also designed a notification system for this version to improve on the re-engagement factor.



Designs

Phase II - Finalising and Building the MVP

After stories version, we were convinced that we were on to something. I did extensive user testing on what worked and what did not work to understand how we can use our learning for the upcoming iterations.

“OPINIONS”

Now that we were broadly sure we want to pivot on some form of stories, we wanted to position it in a better way. So we named the app “**Opinion**”. Opinions could be the way people looked or felt about the product. Post our user testing and talking to few business stakeholders we felt the medium of expression can be improved. The way I designed the product was to think in lines of “Pinterest” where users can give their options and save product. The social circle and celebrity interest will help users discover new product and additionally users can also express their own opinions.

Value Proposition

Brands

- Drive affiliate sales and showcase great products
- Provide meaningful genes and help them develop a deeper understanding of what users truly like (a user may have an affinity to a product due to a certain product gene, however the brands may have attributed the affinity to the Brand name or category)

Users

- A new way of Discovery that is powerful as ‘genes’ operate at a deeper level
- A platform to express their opinion of what they believe best represent a product
- A platform where they can (eventually) add genes, creates stories and build a follower base

-Experts

- A platform to showcase their work and build a follower base. We will (eventually) enable Brands to reach out to Experts to create Stories

At the core, the App would have personalized feeds for each user. Feeds could contain products across fashion, electronics, music, movies or accessories. Feeds could also contain services around food, movies, events etc. Any product that features in the Story feed or Product feed would have genes that represent them

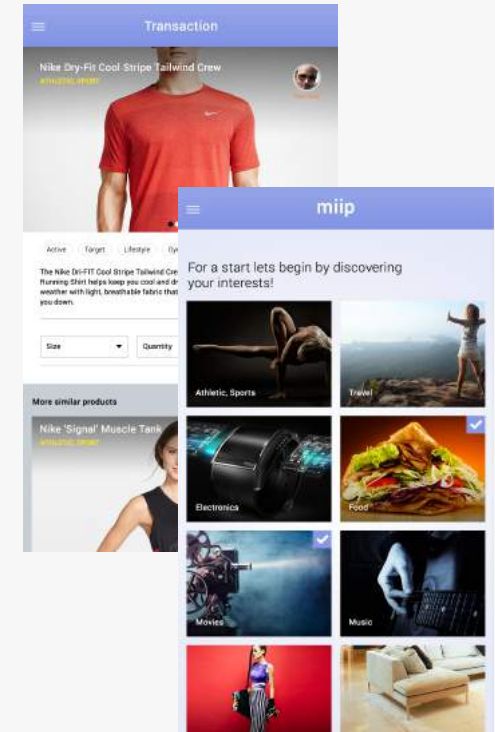
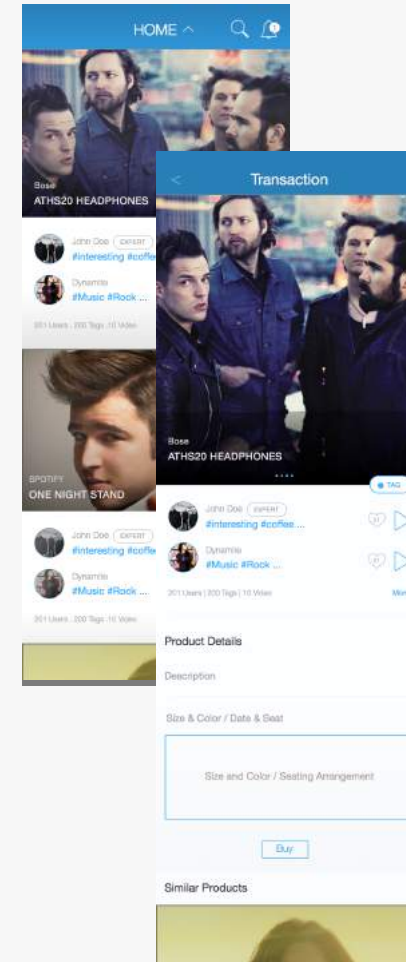
ITERATION I

Concept of giving Opinions through 'Videos, Tags and Comments'

The idea behind this variant is, what if users can discover product based on opinion that was given by social and experts. The attempt was try and understand if this would excite user to discover products , in a new and engaging way. The opinions were represented in terms of tags and mug shots. User could express in a couple of ways - like, tag, gif and comments. Every product woud have a celebrity opinion and social circle opinion. I was aware that for initial days we might not have social proofing on products and this was something that can come to life on steady state.

ITERATION II

Tags, Gifs, comments - everything seemed too complex and the core was not clearly coming out. From our research we realised video usage was picking up in products like vine, youtube etc. We decided to build a variant that was purely video driven.



Designs

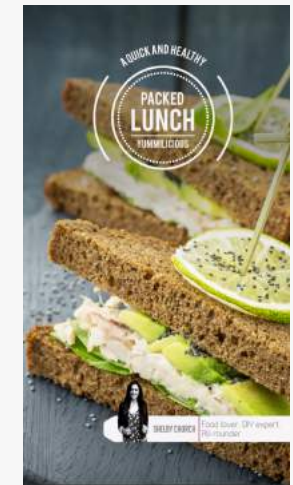
Final Verison - Birth of VIDBITS

After user testing, users were not able to articulate or understand the core of the app. So we decided to strip down all the features and really focus on the core of the app and make it fun to use.

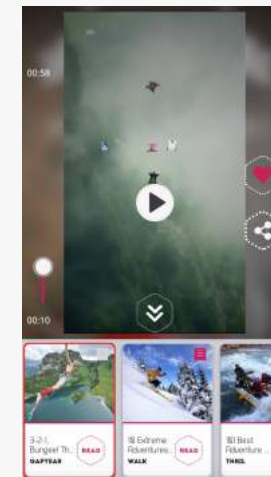
- Help Users Discover Expert Video Content and products.
- New set of videos would be available at a particular time everyday
- Based on the videos, users will see related high quality content
- Users will be able to save and share a video.
- There would be a profile to access these sections.



Landing Page



Feed Card



Video Card with suggestions



User Profile

Designs

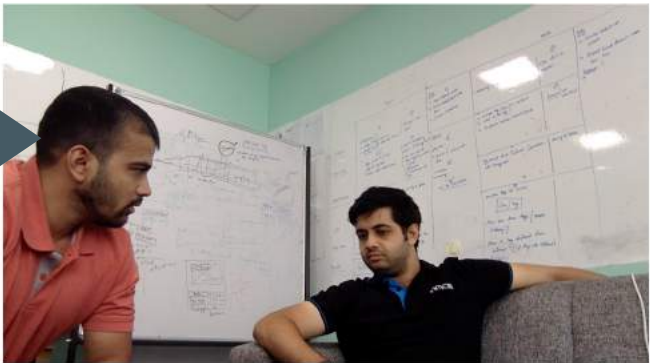
Road Ahead

We are now in the Beta testing phase where we have launched the app to a certain group of users. Everyday we are making progress in terms of design and development changes. What we are uncertain about is how this app will be received over a large audience. But we do know that the way to reduce the chance of failure is to trust the process and make quick decisions. We are hopeful that the product will be a success and my designs will be well received.

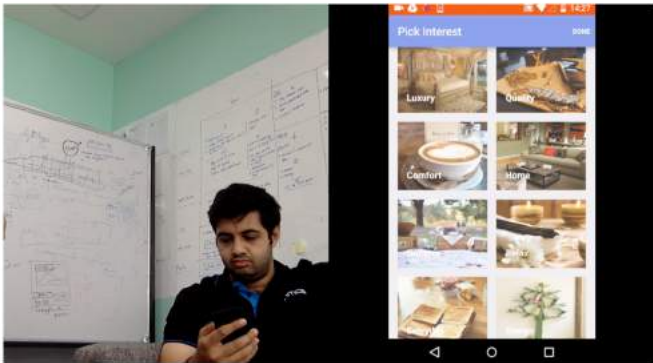


My Sketches

Thats me :)



User Interview



Screen Recording Session

User Testing Session

DETAILS

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Portfolio: nandhagopal.com

Thankyou!

A series of overlapping triangles in shades of blue and pink at the bottom of the slide.