



# NIZAM UDDIN

## UX DESIGN PORTFOLIO

### SELECTED SAMPLE

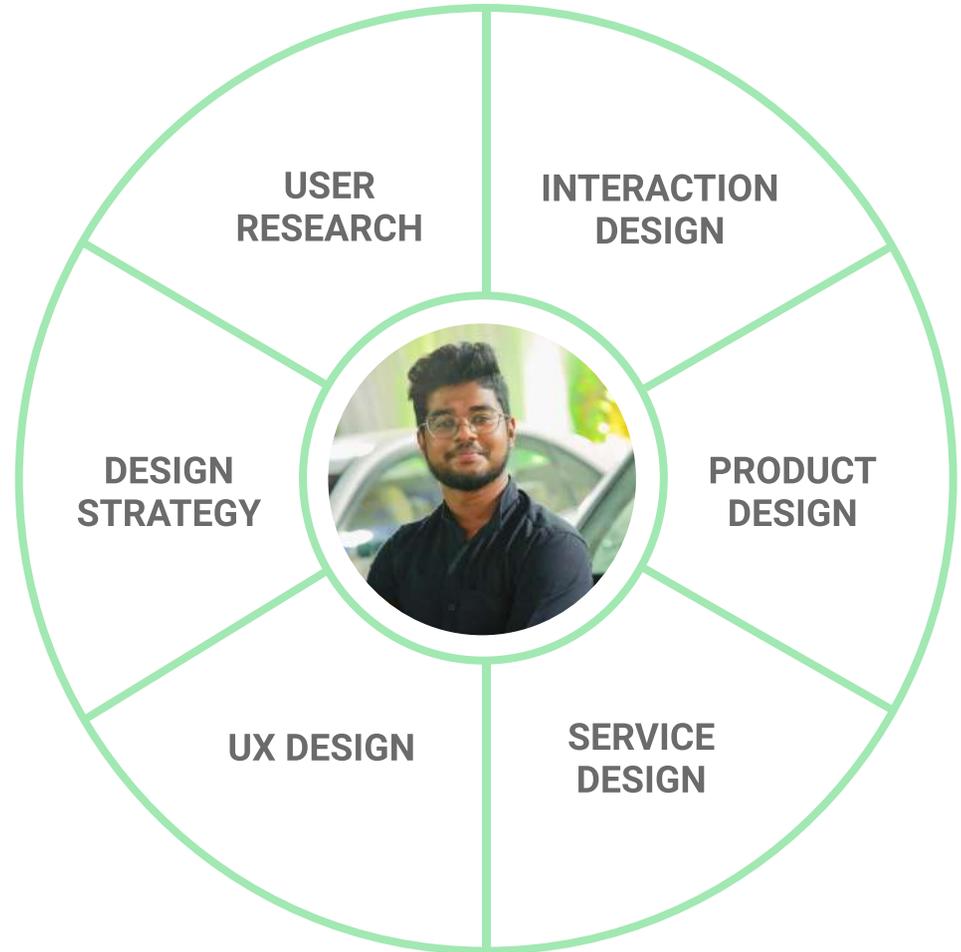
[uddin.mnu@gmail.com](mailto:uddin.mnu@gmail.com)

# ABOUT ME

I am a designer addicted to the craft. I ❤️ designing interactions that make technology feel effortless. Building engaging experiences is what drives me. I started my journey in computer engineering, but found solace in art.

# SKILLS

I leverage design thinking in my work to help shape the development of products and services based on user needs. I have over six months of experience designing user workflows, delivering delightful services, and crafting thoughtful interactions.



# EXPERIENCE



Sample of the clients and companies I have worked with and for:



ABOUT ME  
UX PORTFOLIO  
NIZAM UDDIN

# CASE STUDIES

In-depth case studies from product strategy and ideation to prototyping, user testing and the final product.

## 01 CHEESY BITES

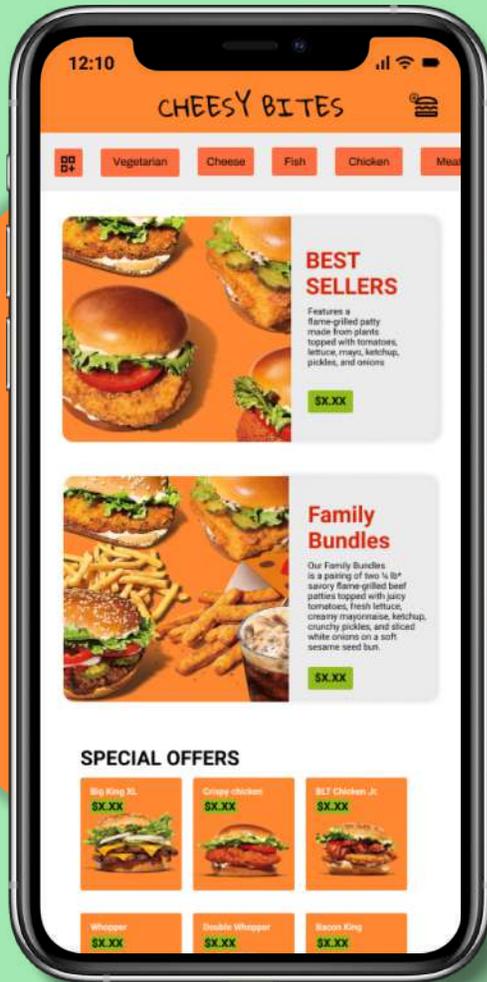
**The Goal:** Design an app for Cheesy Bites that allows users to easily order and pick up fresh, healthy dishes.

## 02 APPLE HEALTH

**The Goal:** Apple Health is design to take an array of information and analyses it to personalised weekly goals.

## 03 Bookit

**The Goal:** Identify the pain points target users encounter while searching for events of interest and explore feasible ideas that best solves these user needs.



# CHEESY BITES



**Project Duration:** April 2021 to May 2021.

**Platform:** Mobile

**Role:** UX design from conception to delivery.

**Responsibilities:** Planning, conducting interviews, paper and digital wire framing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

**The Product:** Cheesy Bites is a local burger maker located in Hyderabad. Cheesy Bites strives to deliver healthy, specialty burgers and side dishes. They offer a wide spectrum of competitive pricing. Cheesy Bites targets customers like commuters and workers who lack the time or ability to prepare a family dinner.

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was university students who don't have time to cook meals.

This user group confirmed initial assumptions about Cheesy Bites customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

## USER RESEARCH: PAIN POINTS

### TIME

University students are too busy with research to spend time on meal preparation

### ACCESSIBILITY

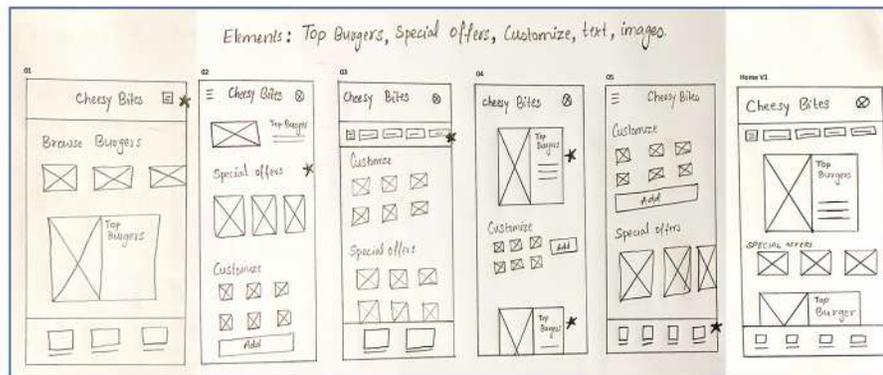
Platforms for ordering food are not equipped with assistive technologies

### IA

Text-heavy menus in apps are often difficult to read and order from

### COSTING

Platforms for ordering food suggests meal of high prices.



## PAPER WIREFRAMES

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.

## DIGITAL WIREFRAMES

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

## LOW-FIDELITY PROTOTYPES

The low-fidelity prototype connected the primary user flow of building and ordering a burger, so the prototype could be used in a usability study with users.



## USABILITY STUDY: PARAMETERS

<b>STUDY TYPE</b>	Unmoderated Usability Study
<b>LOCATION</b>	India; remote
<b>PARTICIPANTS</b>	4 Participants
<b>LENGTH</b>	30-40 minutes

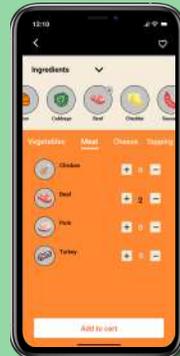
## MOCKUPS

There were a few actionable insights I came up with from the usability studies. One of these was adding a price option within the app's home screen to help users save even more time. And the early designs allowed for some customization, but after the usability study, I added the options to also choose type of burgers. This gives users the ability to order according to their dietary and health needs.

## USABILITY STUDY: FINDINGS

<b>BUDGET</b>	People want to know the pricing of each customization layer
<b>CONVENIENCE</b>	People want more customization options
<b>PARTICIPANTS</b>	People want a delivery option

# HIGH FIDELITY PROTOTYPES



## ACCESSIBILITY CONSIDERATION

01 Used detailed imagery for burgers and ingredients to help all users better understand the designs.

02 Used icons to help make navigation easier.

03 Provided access to users who are vision impaired through adding alt text to images for screen readers.

## TAKEAWAYS

### IMPACT

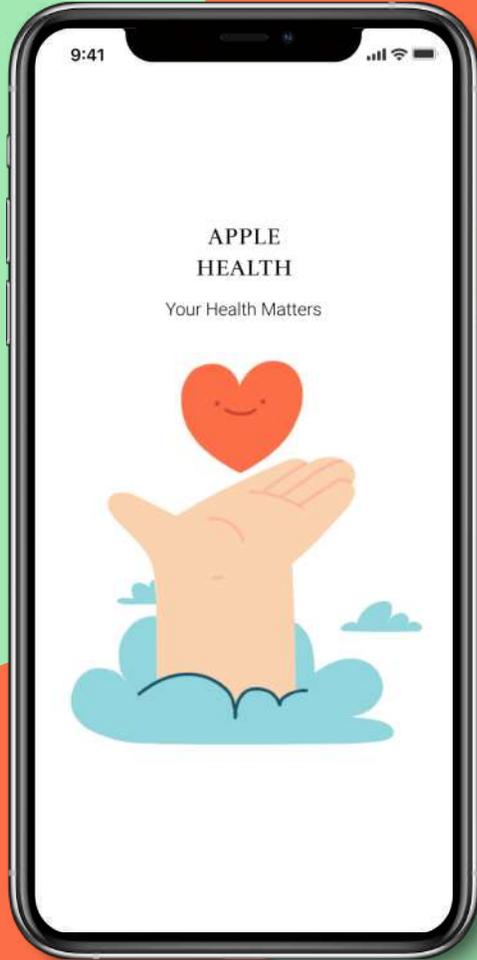
The app makes users feel like Cheesy Bites really thinks about how to meet their needs.

#### One quote from peer feedback:

“The app made me more attractive towards burgers and it's so easy and fun to build my own burgers! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal.”

### WHAT I LEARNED

While designing the Cheesy Bites app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.



# APPLE HEALTH APP UX DESIGN



Empower people to develop long-lasting healthy nutrition habits.

**Project Duration:** May 2021 - June 2021

**Platform:** Mobile

**Role:** Solo Project. I conducted user research, developed insights and created High-Fidelity Solutions.

## Responsibilities:

- Conducted interviews for foundational research
- Created Paper and Digital Wireframes
- Making Low-Fidelity Prototypes
- Conducting Usability Studies
- Making High-Fidelity Prototypes

**The Product:** Apple health is a 8 week personalised nutrition coaching programme that help people to develop long-lasting health nutrition habits tailored to their health goals, whether it be losing weight, improve your energy or wanting to improve the quality of your diet.

My research goal is to better understand the problems from users perspective while searching for areas of interest

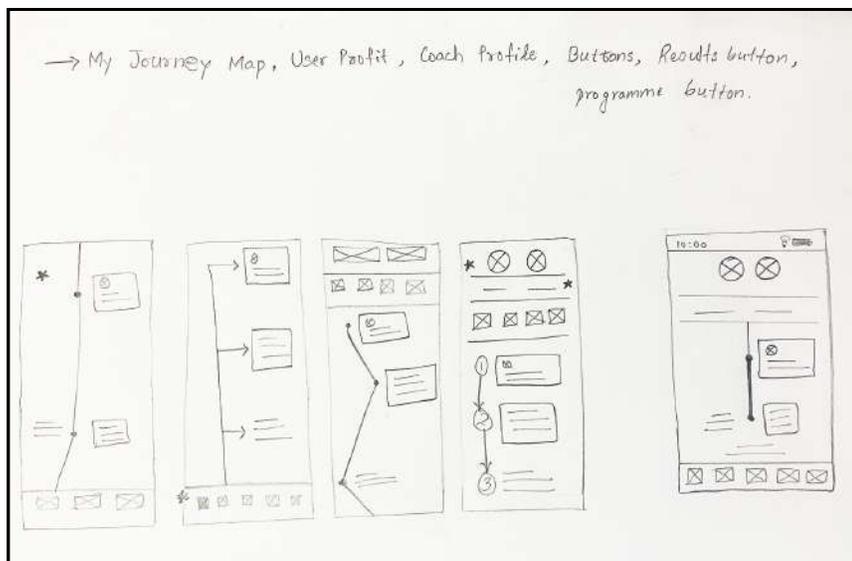
I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. The primary user group identified through research was homemaker and single mother who works as a software engineer.

## USER RESEARCH: PAIN POINTS

1. User wants reminder for taking meals

2. User finds a lot of goals

3. User finds food log hard to use

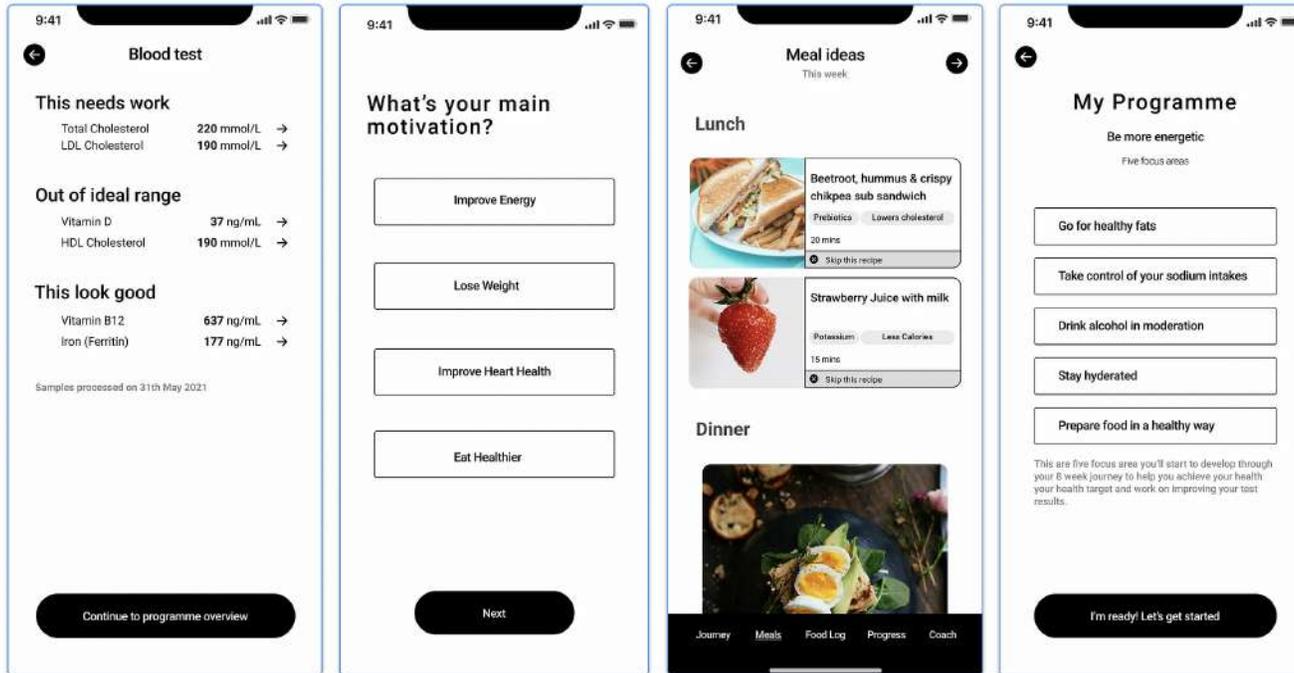


## PAPER WIREFRAMES

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen

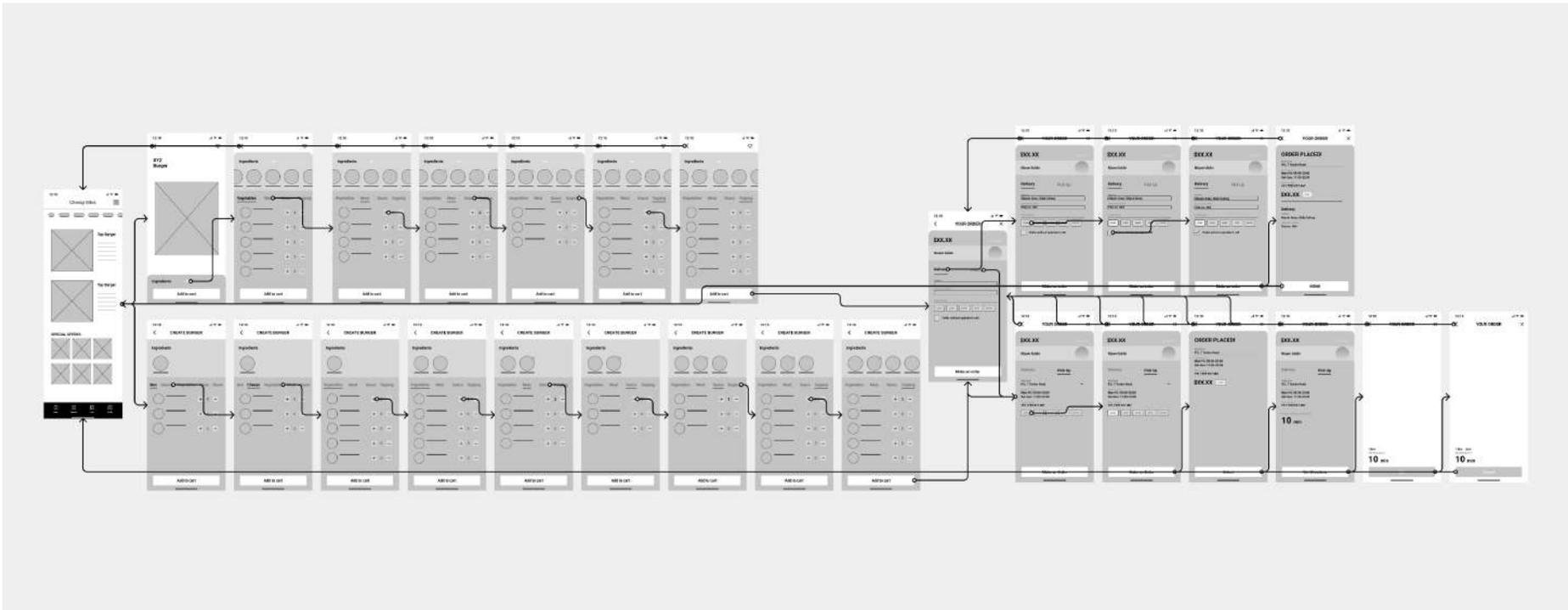
## DIGITAL WIREFRAMES

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research. Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



## LOW-FIDELITY PROTOTYPES

The low-fidelity prototype connected the primary user flow of building and ordering a flow, so the prototype could be used in a usability study with users.



## USABILITY STUDY: PARAMETERS

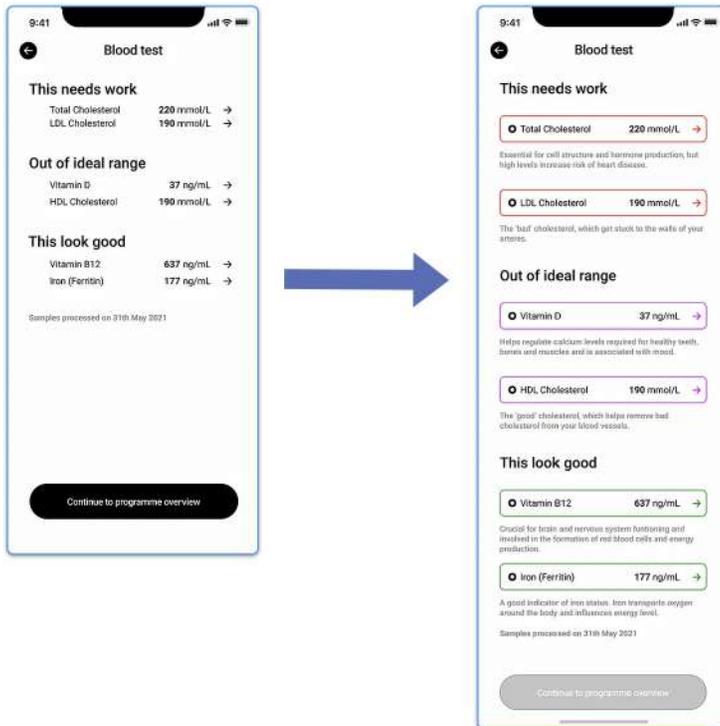
- 1.STUDY TYPE** Unmoderated Usability Study
- 2.LOCATION** India; remote
- 3.PARTICIPANTS** 2 Participants
- 4.LENGTH** 30-40 minutes

## USABILITY STUDY: FINDINGS

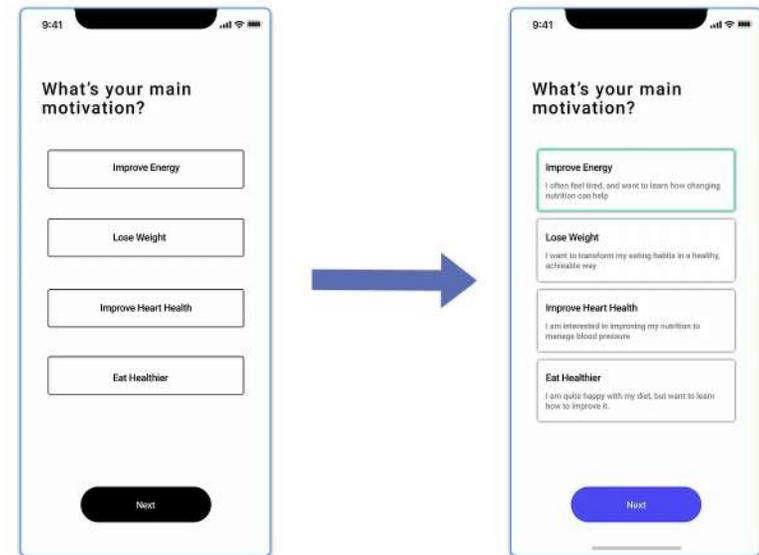
- 1.LOCATION** Blood test is scary to look at
- 2.PARTICIPANTS** More information needs to be added

## MOCKUPS

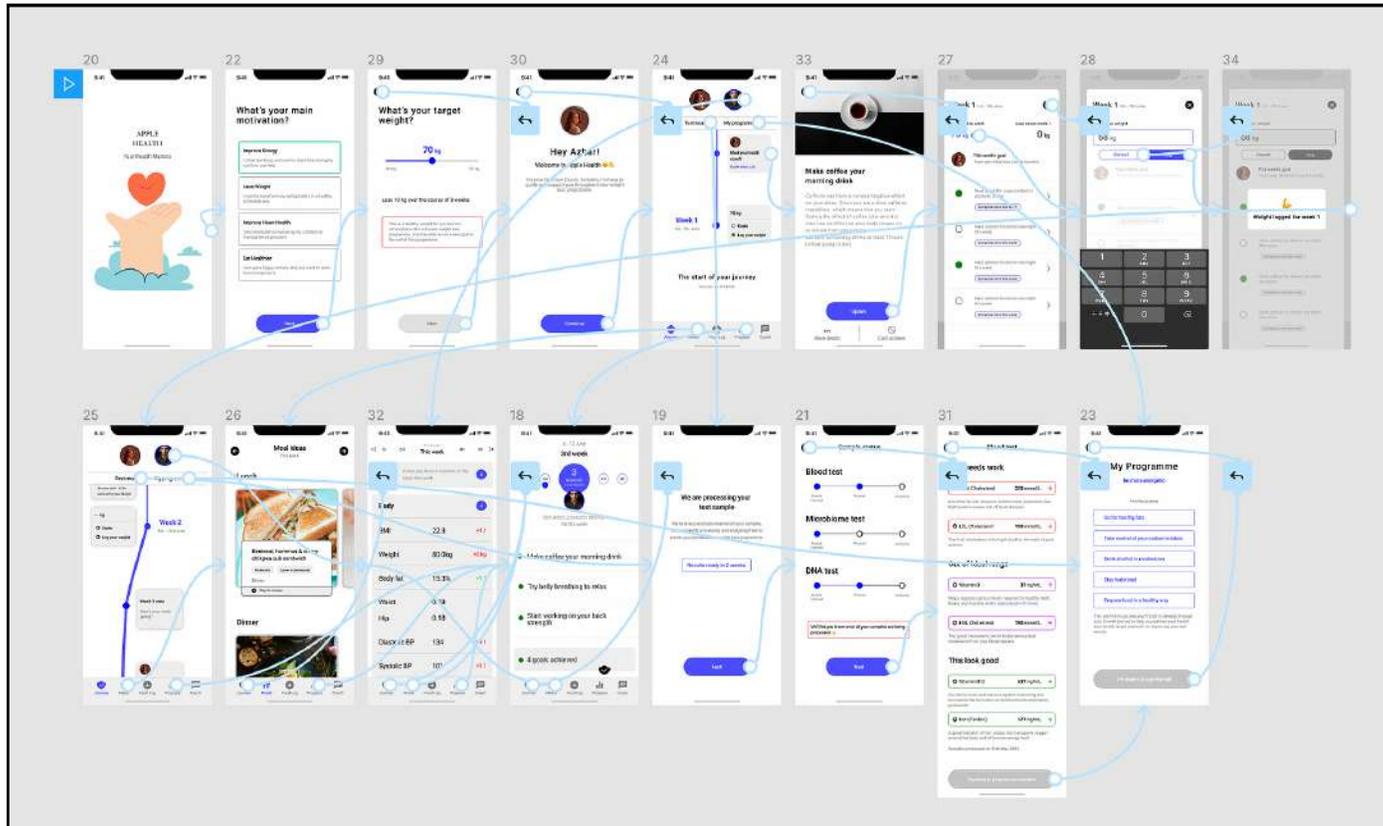
There were a few actionable insights I came up with from the usability studies. One of these was **redesigning blood test reports** within the app's home screen to help users save even more time.

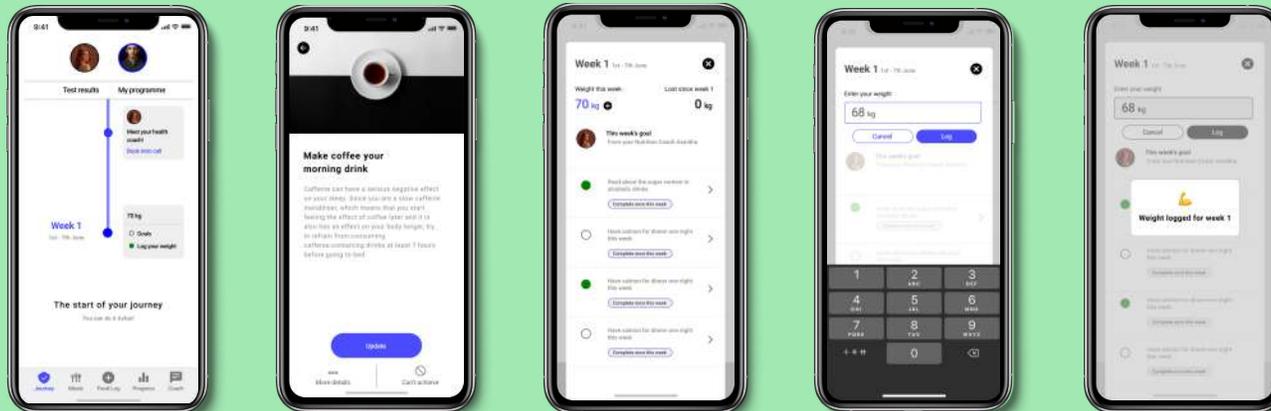
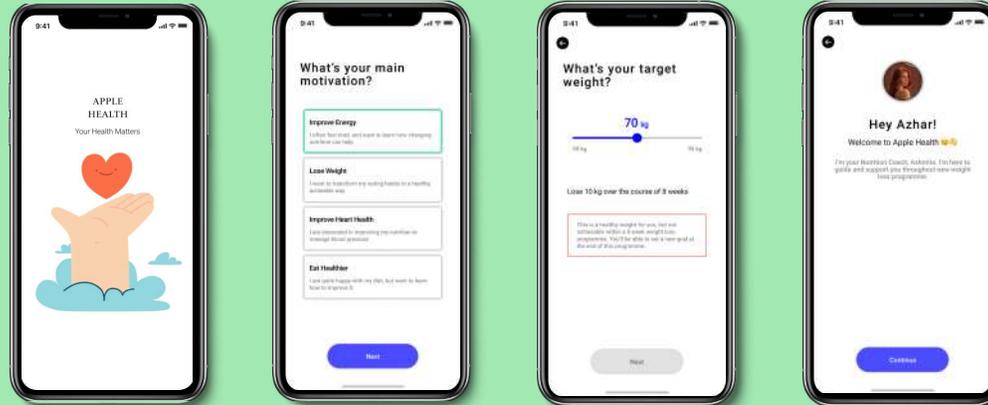


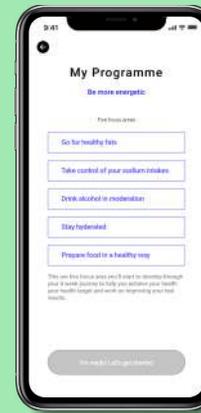
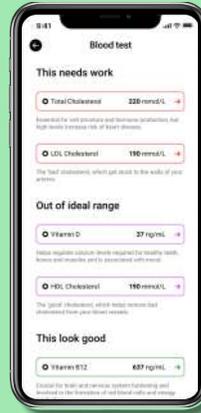
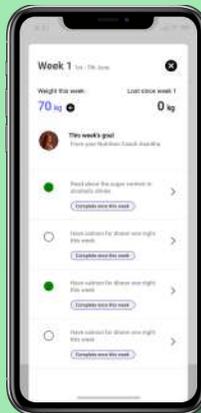
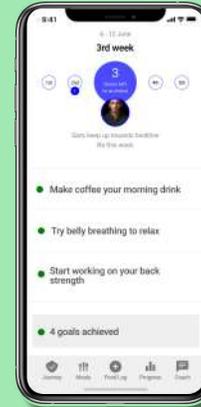
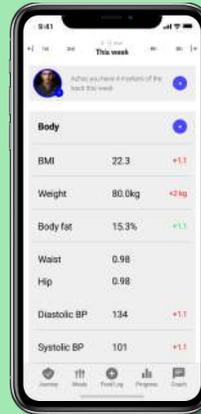
The early designs allowed for some customization, but after the usability study, I added **More details so that user can choose easily**. This gives users the ability to select according to their dietary and health needs.



## HIGH FIDELITY PROTOTYPES







## ACCESSIBILITY CONSIDERATION

01 Used detailed images for burgers and ingredients to help all users better understand the designs.

02 Used icons to help make navigation easier.

03 Provided access to users who are vision impaired through adding alt text to images for screen readers.

## TAKEAWAYS

### WHAT I LEARNED

I've learnt more about the positive and negatives of behavioural design and how it can be used as a tool for good or a tool used for negative persuasion and addiction, as we see in many mainstream tech products today. This work has inspired me to create a resource centre to help other product people learn about what behavioural design entails, how we can utilise tools and techniques in our thinking process and design with an ethical lens that prioritises the long-term goal of empowering people to become better versions of themselves.

### IMPACT

When possible, strategically surprise people with positive affirmations for when they achieve their goals or certain journey milestones so that we can help them stay on track to make progress.



# Bookit App UX Design

**Project Duration:** April 2021- May 2021

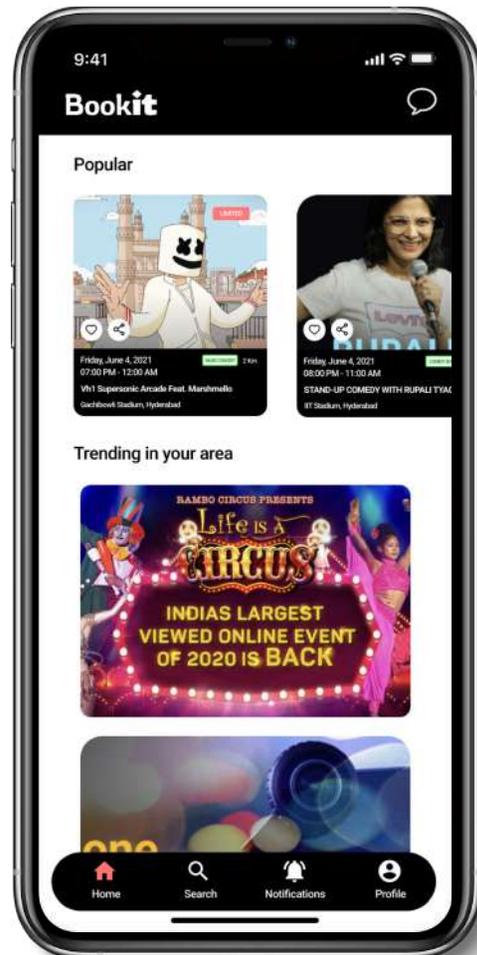
**Platform:** Mobile

**Role:** Solo project. Design an event ticket booking app from the formation of ideas to end the design process

**Responsibilities:**

- Conducted interviews for foundational research
- Created Paper and Digital Wireframes
- Making Low-Fidelity Prototypes
- Conducting Usability Studies
- Making High-Fidelity Prototypes

**The Product:** Bookit is an app designed with a user centred approach. Event Listings are customised around the user's Location and Interests. The user does not have to navigate through numerous events before they find events happening around them. Furthermore, everything the user needs to know is provided within the app including payment for tickets and in-app chat feature to enjoy peer-to-peer communication with other attendees sharing similar interests.

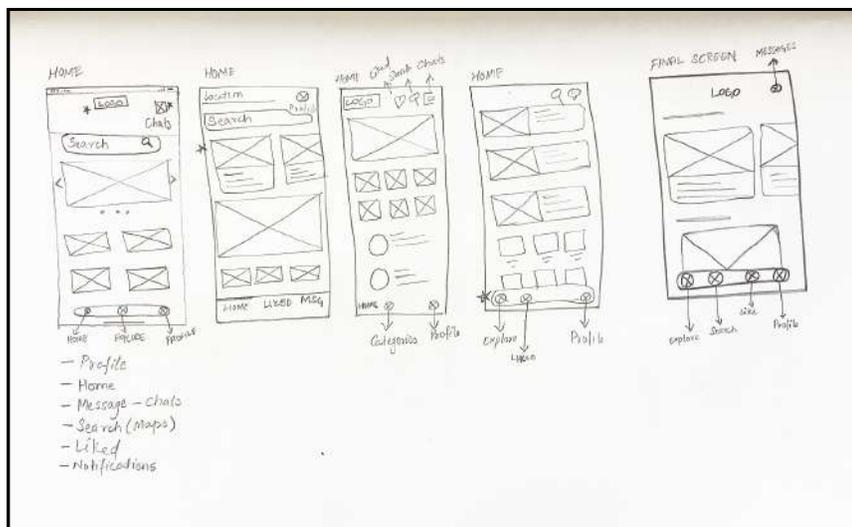


My research goal is to better understand the problems from the users' perspectives while searching for events of interest

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. The primary user group identified through research was university students and youngsters of all genders and backgrounds who want to attend various events in their city.

## USER RESEARCH: PAIN POINTS

1. Users have difficulty deciding what events to attend as there are many events to pick from, especially in a new environment
2. Users have to visit too many websites and apps to find all required details such as; address, date and time, etc.
3. Many users have a hard time getting directions to the event venue.
4. Users want a link to pay for tickets easily from the events page.
5. Sometimes, because of any reason, users forget or miss the event they have planned to attend



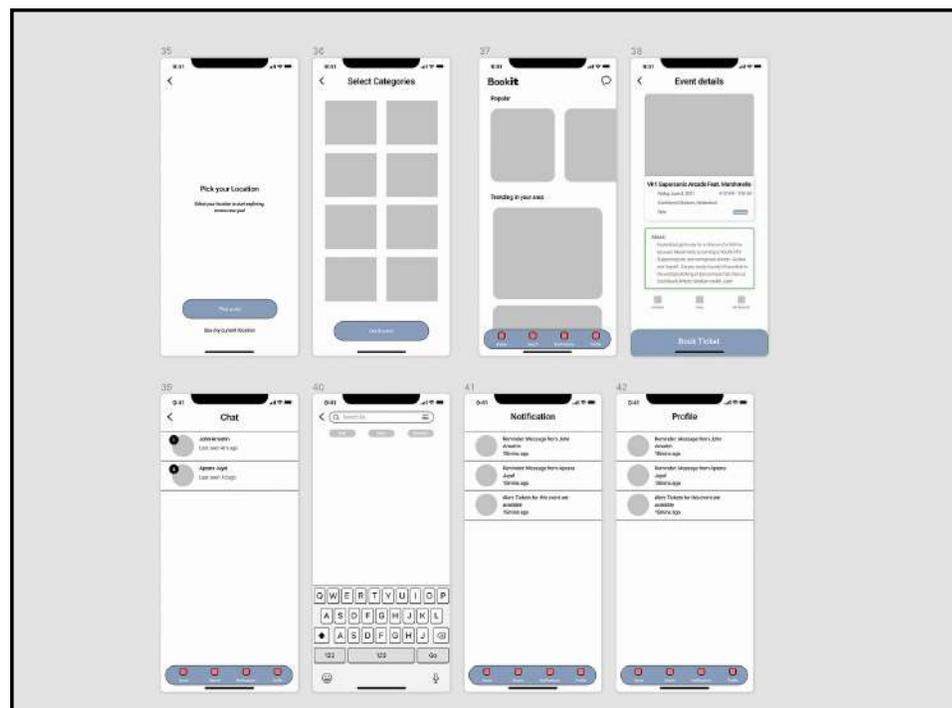
## PAPER WIREFRAMES

Using pencil and paper, I fleshed out ideas on the layout and elements of each screen. Throughout this process, I put in mind the pain points uncovered during the research, as well as, insights from the competitor analysis.

Doing this helped with quickly iterating several sketches, without committing too much time and energy into one idea.

## DIGITAL WIREFRAMES

After several sketches and iterations, I proceeded to figma to create the low-fidelity prototypes of the app screens with some actual information to make room for usability testing with users.



## USABILITY STUDY: PARAMETERS

After several sketches and iterations, I proceeded to figma to create the low-fidelity prototypes of the app screens with some actual information to make room for usability testing with users.



### STUDY TYPE

Unmoderated Usability Study



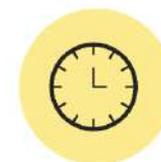
### LOCATION

India; remote



### PARTICIPANTS

4 Participants



### LENGTH

30-40 minutes

## USABILITY STUDY: FINDINGS



### LOCATION

Most important details to see were: Distance to the venue, followed by the date and time of the event



### PARTICIPANTS

Users search and attend events based on their interests.

# HIGH FIDELITY PROTOTYPES

