



# Portfolio

---

Dear Visitor, It's a pleasure to have you here.

My name is Sameer Mishra, a highly curious generalist.

Over 10 years of experience within IT, focused on user experience, design thinking, interaction design, and design management.



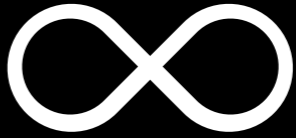
In this Portfolio you will find some doodlings that I have done during the last couple of years.




# My process - IBM Design thinking model



**My Guiding principles.**

-  Focus on User outcomes
-  Diverse empowered teams
-  Restless reinvention

**The Loop drives me.**



Observe      Reflect      Make

**The keys aligns me**

-  Hills
-  Playbacks
-  Sponsor Users

Certifications



Academics



My forte





# compricer

Jämför. Byt. Spara.

Compricer is one of the largest comparison site for personal finance products. Currently leading the company as a consulting UX Specialist, I have led the design work changing the visual design language of the whole site, owning the full user journey throughout the product catalogue. Here are some examples of my designs for the homepage, 3-bar menu, navigation, click, car insurance, and private loan services along with improving SEO, site performance, dev-deliver span, and conversions using GA4. Also, shortening tediously long journeys using automation.

a part of schibsted

**Schibsted**



**Se om vi kan sänka dina utgifter!**

Skenande räntor, höga elräkningar och dyra försäkringar. Jämför och betala mindre. Köp direkt!

– Christina Sahlberg, sparekonom

CURRENTLY

# Compricer

*My case study of working as a Lead UX/UI Specialist, and product owner for design in Stockholm.*

## BACKGROUND

I joined [Compricer](#) as a Consultant in 2022. Sweden's largest personal finances comparison service with a 1,4 million users to cater to and improve user experience along with simplifying user journeys.

## TEAM STRUCTURE

I worked as part of a small team consulting and mentoring the Product & Tech stack along with Marketing and Click business. I was mainly reporting to the CIO.



Understanding numbers with CEO

## MY RESPONSIBILITIES

Upgrade simplistically the old design language of the site and improve user experience by focusing on various funnels and shortening the user journeys probono.

## CONSULTATION

# Business research

*I started by understanding the business requirements.*

## KICK-OFF WORKSHOP

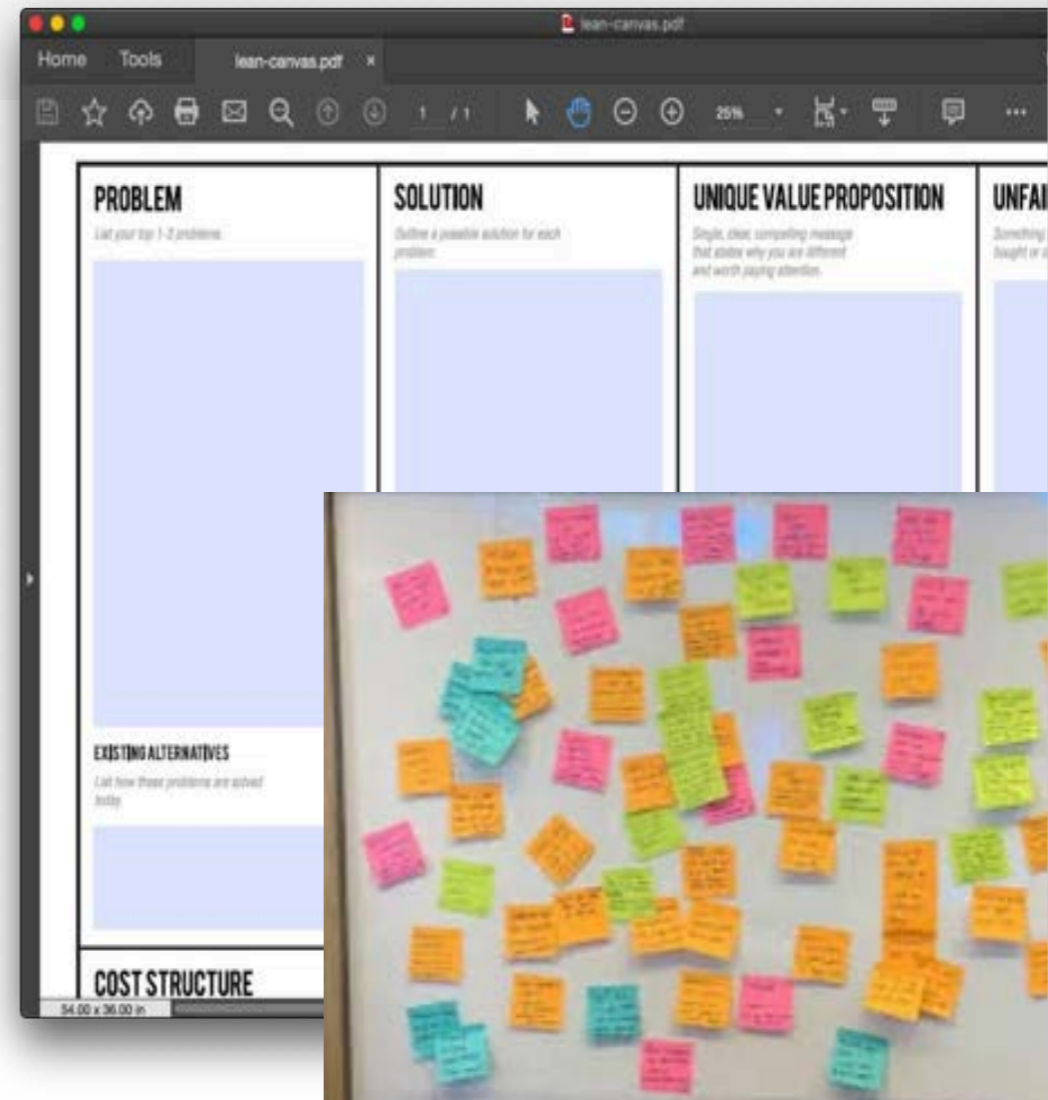
I've organized a session to meet all the stakeholders and understand what they're trying to achieve and any design assumptions they may have. To facilitate the workshop I've used Lean Canvas and sticky notes to help us quickly define the current problems, business goals, value propositions and metrics.

## BUSINESS GOAL

The company wants to expand their business by improving user flows and improving brand trust.

## PROBLEM DEFINITION Hypothesis 0

The company sees a challenge in prospective customers receiving a modern experience and establishing new digital connection with various services.



## CONSULTATION

# Design review

*I've reviewed the current website to evaluate what works and what doesn't – assumptions from my professional point of view.*

## WHAT WORKS

Hypothesis 1

- ✓ User journey is long and cumbersome with a bureaucratic approach.

Hypothesis 2

- ✓ Defining user goals and providing an easier sense of purpose.

Hypothesis 3

- ✓ The list of what's included with the product is visualized well.

Hypothesis 4

- ✓ Clear value propositions to differentiate the different products.

Hypothesis 5

- ✓ Review user copies and CTA's to understand conversions.

## WHAT COULD BE IMPROVED

Hypothesis 6

- ? Too much information on how the product can be visualized in an environment in order to make a decision

Hypothesis 7

- ? Too many user input fields may lead to checkout abandonment

Hypothesis 8

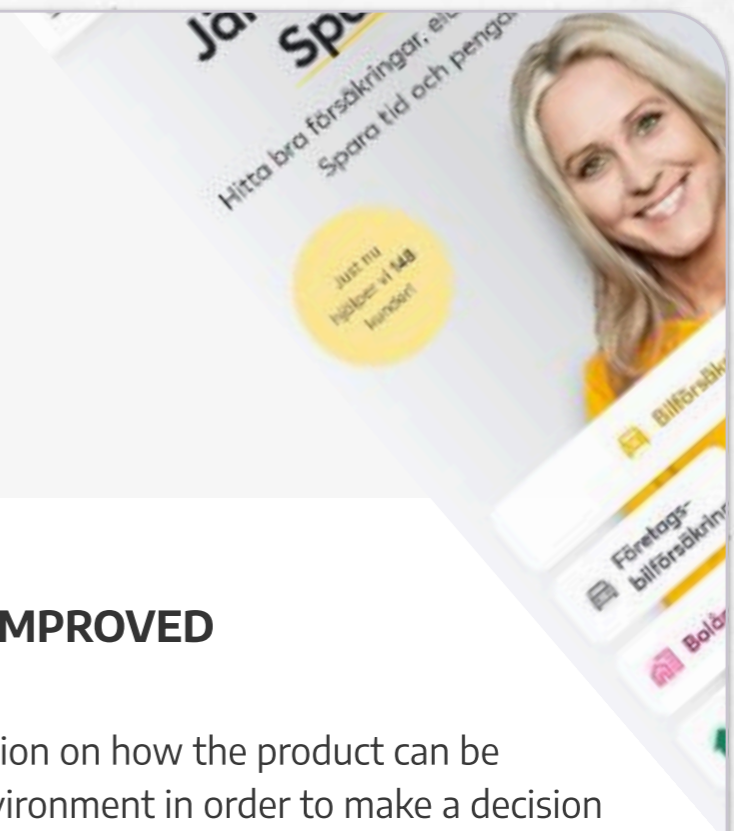
- ? Too many complex user funnels may lead to checkout abandonment.

Hypothesis 9

- ? BankID involvement could affect bounce rates as users might get too intimidated.

Hypothesis 10

- ? Multiple ongoing A/B tests will not affect the traffic and active time on main site.



## USER CASE

# Private loan

*Problem: Long boring forms with various steps mistracing from the company vision.*

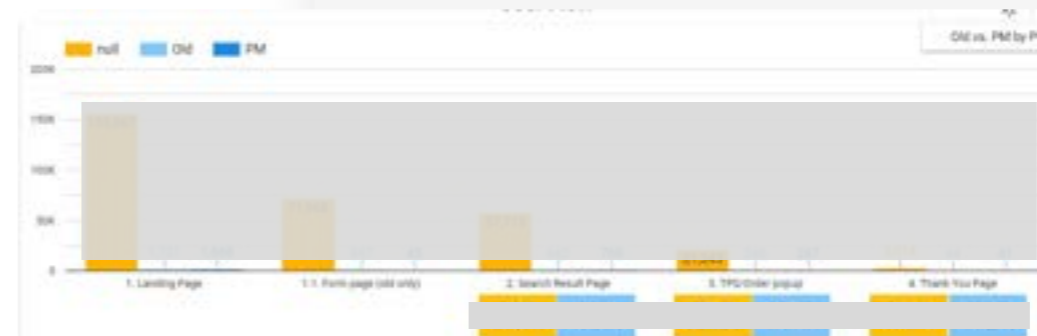
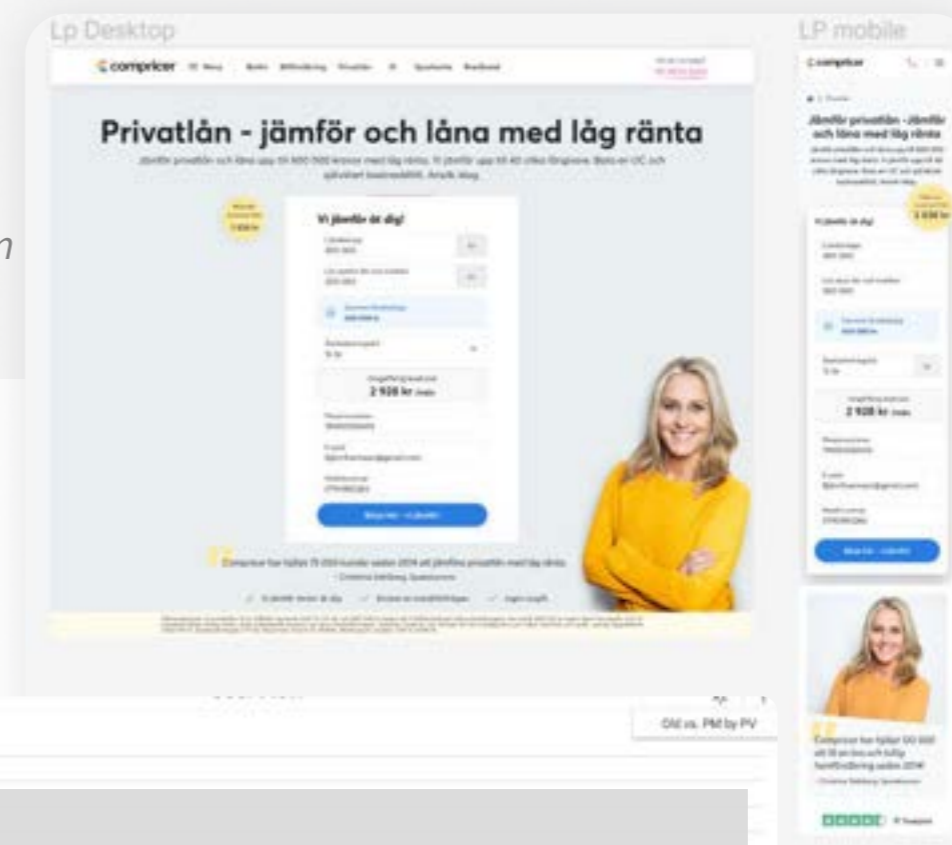
## SOLUTION

Users could use the landing page to initiate their loan application and get to the desired results much sooner.

Same solution was used for other 16 products throughout the service.

## ANALYSIS

I've calculated the conversion using [GA4](#). A five step journey shorted into a three step journey.



Hypothesis 1

User journey is long and cumbersome with a bureaucratic approach.



Pass

## USER CASE

# Project Magic (BankID)

Problem: Enabling users to use our services better with an existing solution called BankID + insurely.

## SOLUTION

User got a sense of direction to reach their goals in a simplified manner.

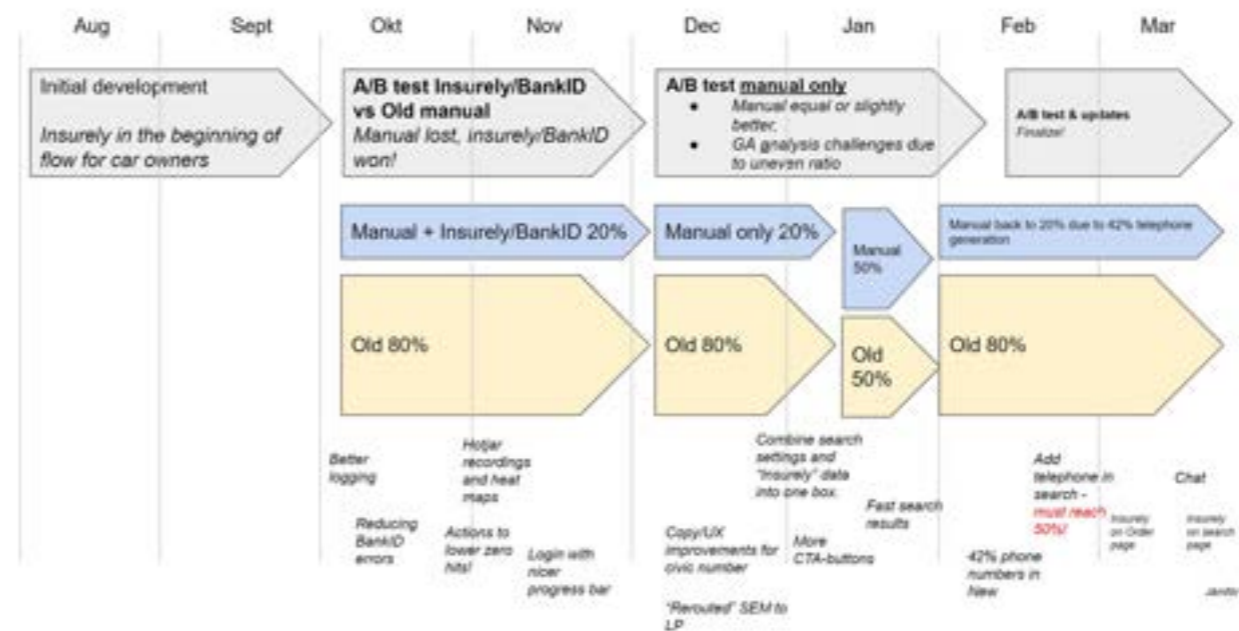
This road map shows planning and division of A/B/C test and making the sense of purpose clearer.

## ANALYSIS

Three experiments running simultaneously Old 80%, new design 20%(50% Manual and 50% with BankID)

New version converts better making hypothesis true.

### Project Magic project overview. Goal: +10% CR!



Hypothesis 2

Defining user goals and providing an easier sense of purpose.

✓  
Pass

## USER CASE

# What users want?

*Problem: Users couldn't see what they were looking for until the next step for the flow.*

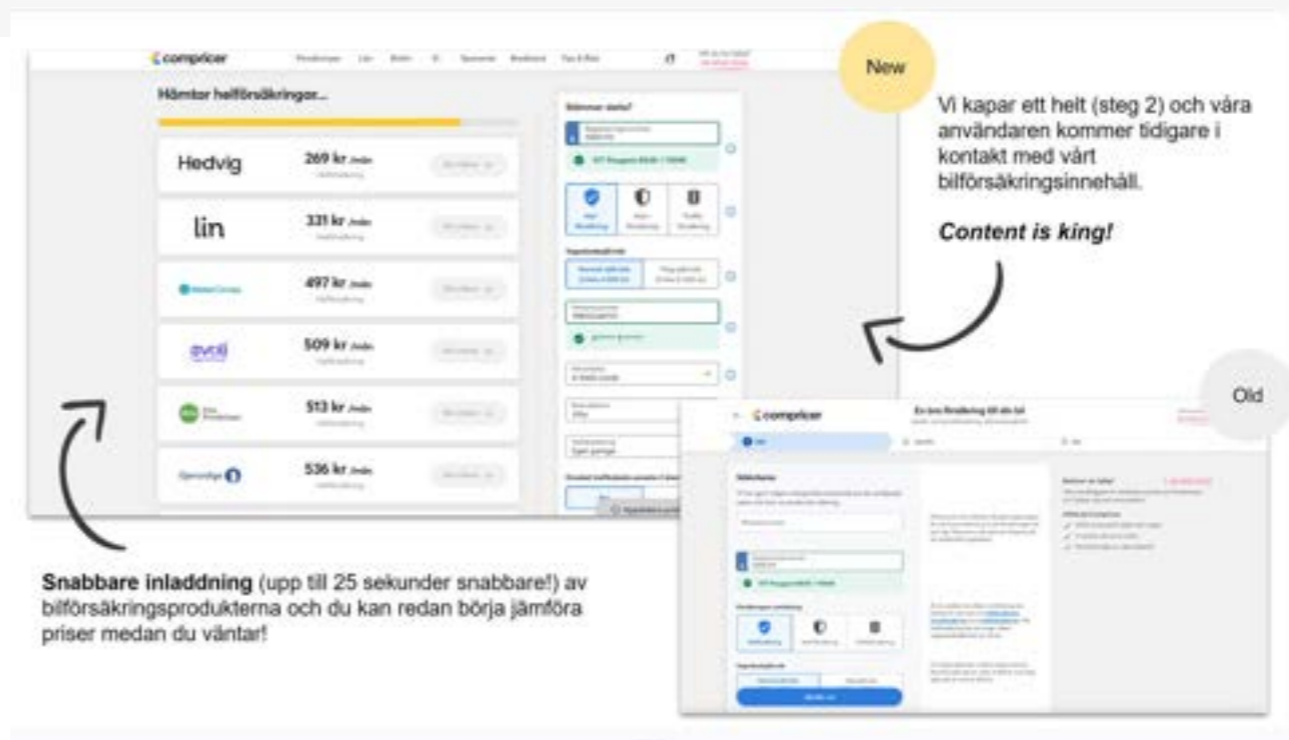
## SOLUTION

The product is visualized well with all the necessary data.

The presentation of the data is visually appealing with more friendly approach.

## ANALYSIS

GA4 showed us the bounce rate changed tremendously only on a small sample percentage of 80/20 experiments.



Hypothesis 3

The list of what's included with the product is visualized well.



Pass

## USER CASE

# Where should i go to?

*Problem: The previous navigation was asynchronous with the services offered.*

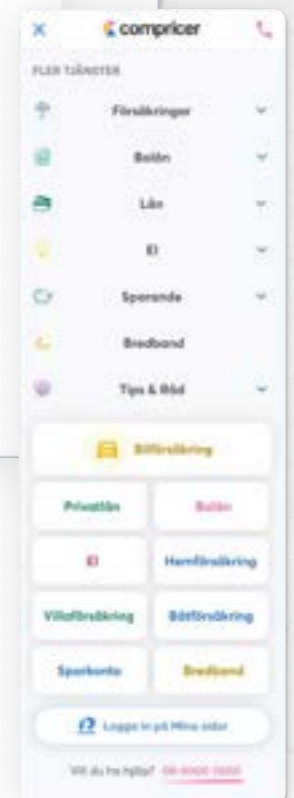
## SOLUTION

Grouping of the navigation menu

Expressing all the products in the menu itself along with individual submenus.

## ANALYSIS

Click rate date from navigation menu was improved with results verified on GA4



Hypothesis 4

Clear value propositions to differentiate the different products.



Pass

## USER CASE

# User research

*Problem: The user was missing out on the opportunity to get advice from our call center experts.*

## SOLUTION

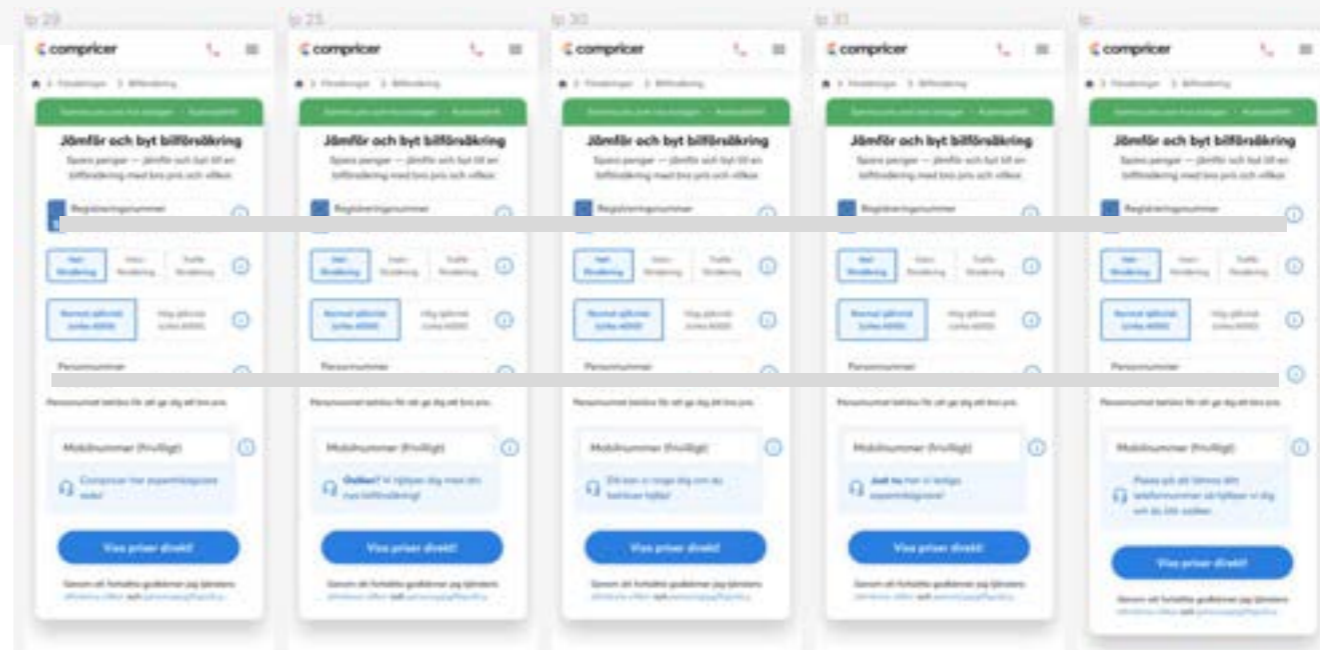
Trying out different copies to test theories so as to see different opinions from users.

Same was used to test CTA Buttons to see if users get comfortable or not.

## ANALYSIS

An A/B/C/D/E at 20% each was put to test.

Results were E>B>C>A>D



Hypothesis 5

Review user copies and CTA's to understand conversions.



Pass

## USER CASE

# Landing pages

*Problem: The homepage was scattered around as too many products available to choose from.*

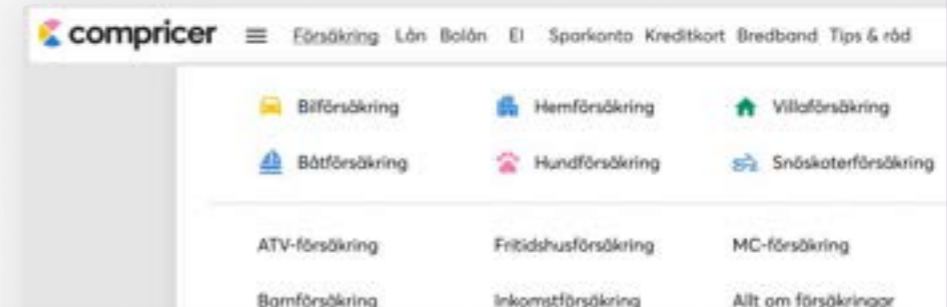
## SOLUTION

The Clutter of data was removed from them Hero to make users get a visualization.

Simplifying sub navigation entities to enable users do future actions and reach goals.

## ANALYSIS

Calculated the score using [SUS calculator](#) Further measured clicks using GA4



Hypothesis 6

Too much information on how the product can be visualized in an environment in order to make a decision

Pass

## USER CASE

# User research

*Problem: Too many user details were required to reach user end goals.*

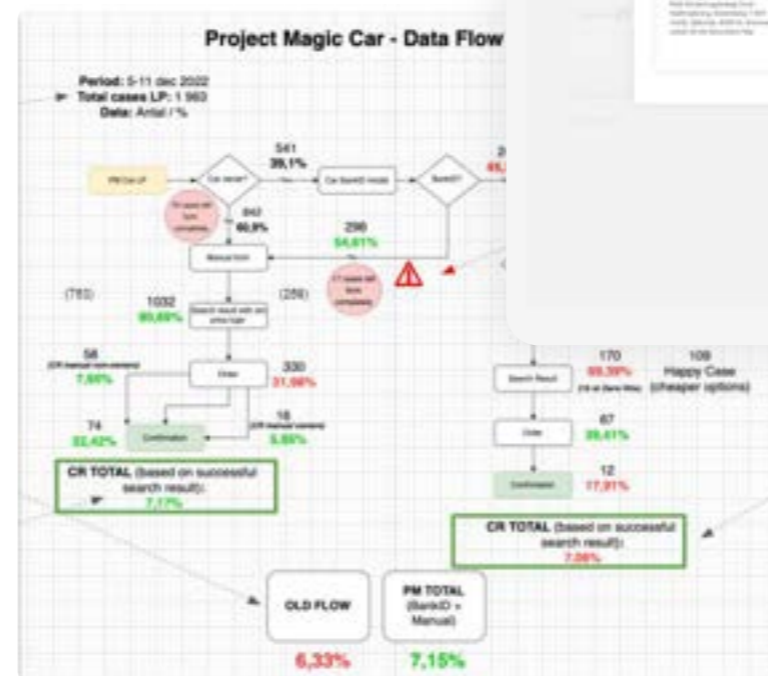
## SOLUTION

The introduction of BankID+insurely enabled the user to skip filling in complicated and tricky data.

Also, enabling auto-fill to save time of the user.

## ANALYSIS

The user journey was mapped using [Information Architecture](#) and resulting data is much better for overall experience.



Hypothesis 7

Too many user input fields may lead to checkout abandonment



Pass

## USER CASE

# User research

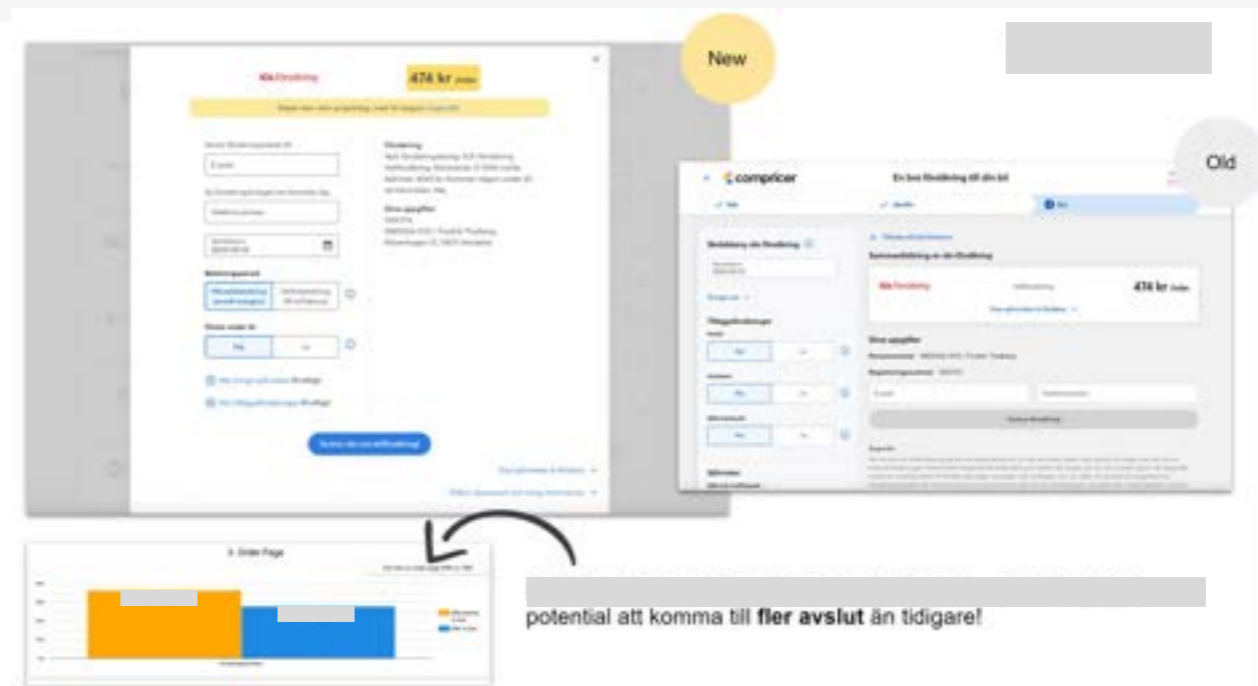
*Problem: Users were being put into multiple confusing steps making it further to reach user end goals.*

## SOLUTION

Dividing user actions into 3 steps  
making it easier for them to  
commit to the desired actions  
converting them into happy users.

## ANALYSIS

Calculated using [A/B test](#) on the complete flow showed much fewer bounce rates.



Hypothesis 8

Too many complex user funnels may lead to checkout abandonment.



Pass

## USER CASE

# Users behavioral research

*Problem: Users were wasting time on forms and getting confused on various fields to get desired results.*

## SOLUTION

Users could benefit by saving time and getting accurate data to get their desired result by using BankID+insurely flows.

## ANALYSIS

GA4 results showed that serious users were more interested in using bankid however other users faced problems for not being an owner of certain assets.

### Välj helförsäkring

Äger du bilen?

RAT 643

Hämta biluppgifterna från ditt försäkringsbolag.

Se vad du kan spara!

Hämta uppgifter

Jag samtycker till Compricers personuppgiftspolicy.

Hypothesis 9

BankID involvement could affect bounce rates as users might get too intimidated.

Pass

## USER CASE

# Users behavioral research

*Problem: The users were having troubles in reading the click tables in mobile and getting issues with the color scheme.*



## SOLUTION

Redesigning the click widget into a very simplistic user friendly manner as it includes too much data and to avoid overwhelming the user.

## ANALYSIS

Calculated using [A/B test](#) on the complete flow showed Users staying active and improved the affiliate traffic.

New Design

Jämför sparkonton				
Visa fler				
Bolag ↓	Rörlig %	3 M %	6 M %	
ecster	0,80	1,55	1,65	>
compricer	0,80	1,55	1,65	>
Svebank	0,80	1,55	1,65	>
DnSpar	0,80	1,55	1,65	>
ALANBANKEN	0,80	1,55	1,65	>
Lindhysens Bank	0,80	1,55	1,65	>
Bluestep.	0,80	1,55	1,65	>
Marginal Bank	0,80	1,55	1,65	>

Presenteras av: compricer

jämför sparkonton & bästa räntan				
VISA FLER				
Bolag	Rörlig %	3 mån %	6 mån %	
ecster	0,90	-	-	→
MARGINAL BANK	0,80	1,55	1,65	→
Froda	0,65	-	1,00	→
Comrap	0,70	-	-	→
MARGINAL BANK	0,80	1,10	1,45	→
Bigbank	-	-	1,10	→
Holt Spar	0,50	-	-	→
Marginal Bank	0,95	-	-	→

Presenteras av: compricer

Hypothesis 10

Multiple ongoing A/B tests will not affect the traffic and active time on main site.

Fail

## CONSULTATION

# Design sign-off

To get approval from the business of our design changes for me to start implementing these



## PROVING THE VALUE OF DESIGN

It's essential for me to demonstrate what value each design solution will bring to the service, backed up by user research and usability testing. To get a buy-in from the business, I've been inviting the stakeholders to observe usability testing for them to see feedback directly from end-users, and validating all our assumptions together using facts-based approach rather than gut-feeling.

## ESTIMATING WORK

Now I've run feasibility assessment and I'm confident to estimate the time it'll take to complete each stage of the project. I've presented the executive summary of the final version of user research findings along with my recommendations for the management to priorities.

### Sprint 1

✓  
! Hypothesis 6  
10 pts

✓  
Hypothesis 7  
9 pts

✓  
Hypothesis 8  
1 pts

20 / 20 pts

### Sprint 2

✓  
Hypothesis 6  
7 pts

✓  
Hypothesis 4  
3 pts

✓  
Hypothesis 9  
9 pts

19 / 20 pts

### Sprint 3

✓  
Hypothesis 9  
6 pts

?  
Hypothesis 3  
9 pts

✗  
Hypothesis 10  
5 pts

15 / 20 pts

We've all used internal points-system to measure complexity of and time it'll take to complete a task. We've planned future sprints, working in agile methodology.

## CONSULTATION

# Design Handover & QA

*To make sure design is implemented to the best standard possible by liaising regularly with the development team*

## WORKING TOGETHER

I've been working closely with Conversion manager who was executing data driven hypotheses. We've prepared handover of all the design assets for our Front End team to begin implementing these changes in code. These includes user journeys, sitemap, content (copy, documents, images in all necessary resolutions and formats), font files, icons font, wireframes and style guide update using Figma and zeplin.

## DESIGN QA

I have arranged regular catchups with the development team, to see if they need anything else from me, what could be improved or compromised, and run quality assurance on their latest implementation to make sure nothing is missed out and of the best possible quality.





In the midst of the pandemic, an opportunity to create a whole new product arosed.  
Users wanted to buy more but couldn't find the means to do so,,

Introduced the users with a whole new webshop to make their life easy and do some development for a small business.

Before i joined, the users would call and try to book the articles then swish or use invoicing method to pay it off.  
Now it's simple and hasselfree with the possibility to checkout the things as they pleased.

## CONSULTATION

# Globalen

*My case study of working as a UX/UI designer, Front-end Dev and product owner in Uppsala.*

## BACKGROUND

I joined [Globalen](#) as a Consultant in 2021. They are a Fair trade business trying to provide a short and accessible User Experience and User Interface to their customers with the help of an e-commerce platform.

## TEAM STRUCTURE

I worked as part of a small team consulting and mentoring the ecomm platform. I was mainly reporting to the Members of the Board.



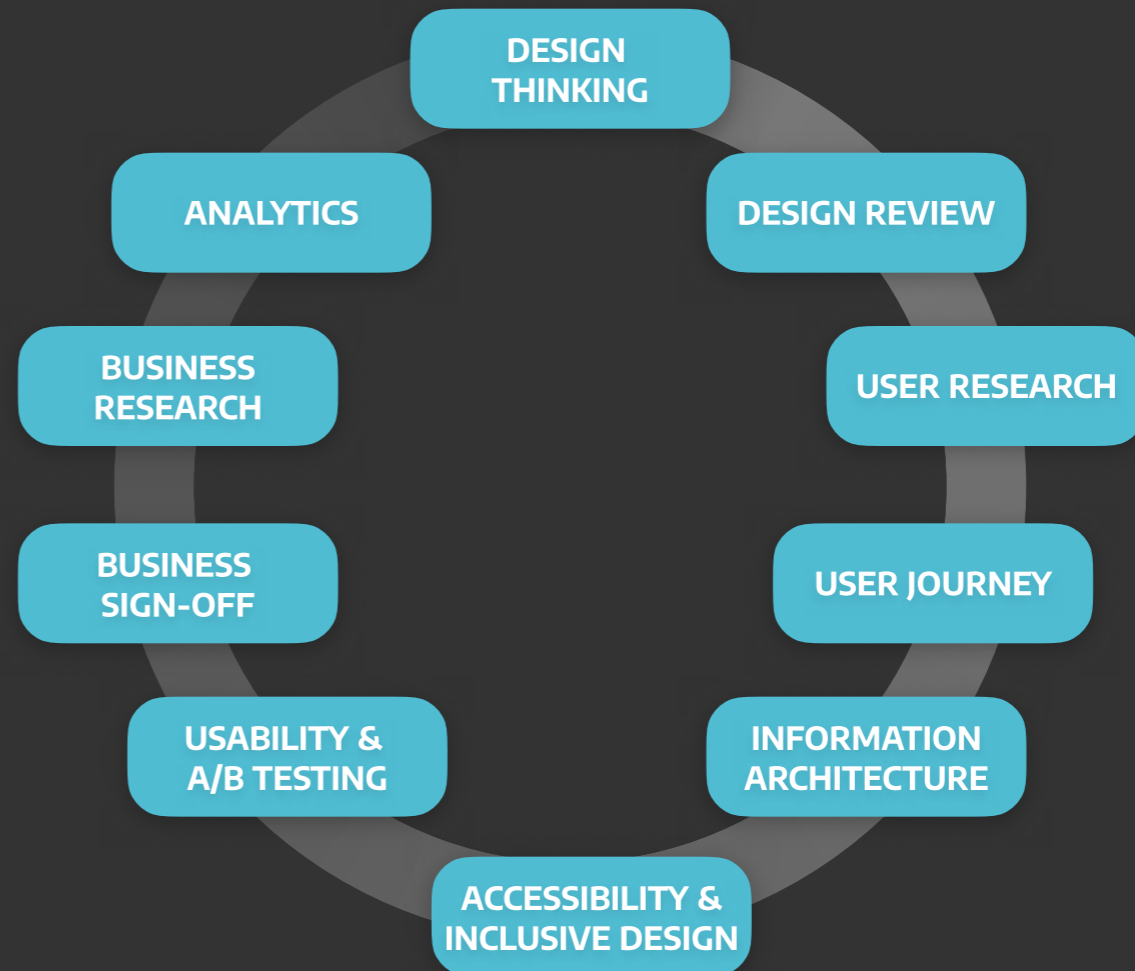
## MY RESPONSIBILITIES

My task was to look into ways of improving market reach and better sales figures with the power of the internet.

# Design process

I've created a process to have a solid foundation for my work as a designer within different organisations.

I'm following the same flow when I'm walking through my case studies in this portfolio.



## CONSULTATION

# Business research

*I started by understanding the business requirements.*

## KICK-OFF WORKSHOP

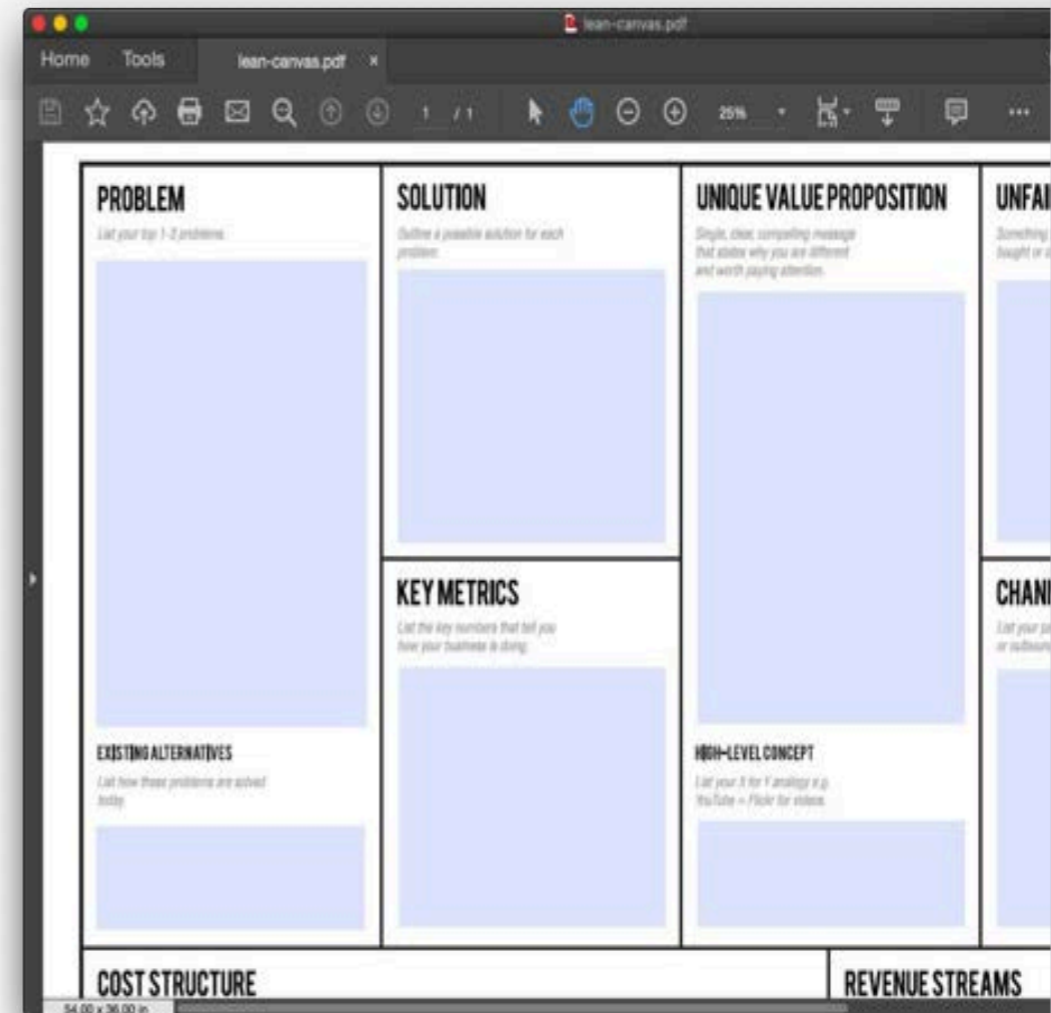
I've organised a session to meet all the stakeholders and understand what they're trying to achieve and any design assumptions they may have. To facilitate the workshop I've used Lean Canvas to help us quickly define the current problems, business goals, value propositions and metrics.

## BUSINESS GOAL

The company wants to expand their business by offering E-commerce option for customers.

## PROBLEM DEFINITION Hypothesis 0

The company sees a challenge in prospective customers receiving a modern experience and establishing a digital connection with the business.



## CONSULTATION

# Design review

*I've reviewed the current website to evaluate what works and what doesn't – assumptions from my professional point of view.*

## WHAT WORKS

Hypothesis 1

- ✓ Shopping journey is relatively quick and has informative post-purchase communication

Hypothesis 2

- ✓ Information about products is descriptive and pricing was clear

Hypothesis 3

- ✓ The list of what's included with the product is visualised well

Hypothesis 4

- ✓ Clear value propositions to differentiate the company from its competitors

Hypothesis 5

- ✓ Review articles are easy to discover, well categorised and provide useful information

## WHAT COULD BE IMPROVED

Hypothesis 6

- ⊛ Not enough information on how the product can be visualised in an environment in order to make a decision

Hypothesis 7

- ⊛ A popular Klarna payment option not being supported may lead to checkout abandonment

Hypothesis 8

- ⊛ Background photo on the landing page doesn't reflect that the products can be purchased simultaneously.

Hypothesis 9

- ⊛ Product details page loading time is quite slow, which could affect bounce rates

Hypothesis 10

- ⊛ Having Alt Link to old page will not affect the traffic and active time on main site.



## CONSULTATION

# User research

*I want to understand the average user's profile based on the current customer base, and prove my & business' hypotheses.*

## AVERAGE USER PROFILE

- Young Adults- Pensioner shoppers
- 18-70 years old | mixed gender
- Uppsala-based
- interested in shopping from distance
- can't travel due to time constraints or returning customers



## USER INTERVIEWS

I've arranged 10 sessions with previous customers to understand what influenced their decision to keep shopping at Globalen:

9 out of 10 said it's to do with the quality of products and the novel cause of paying fair value in supply chain.

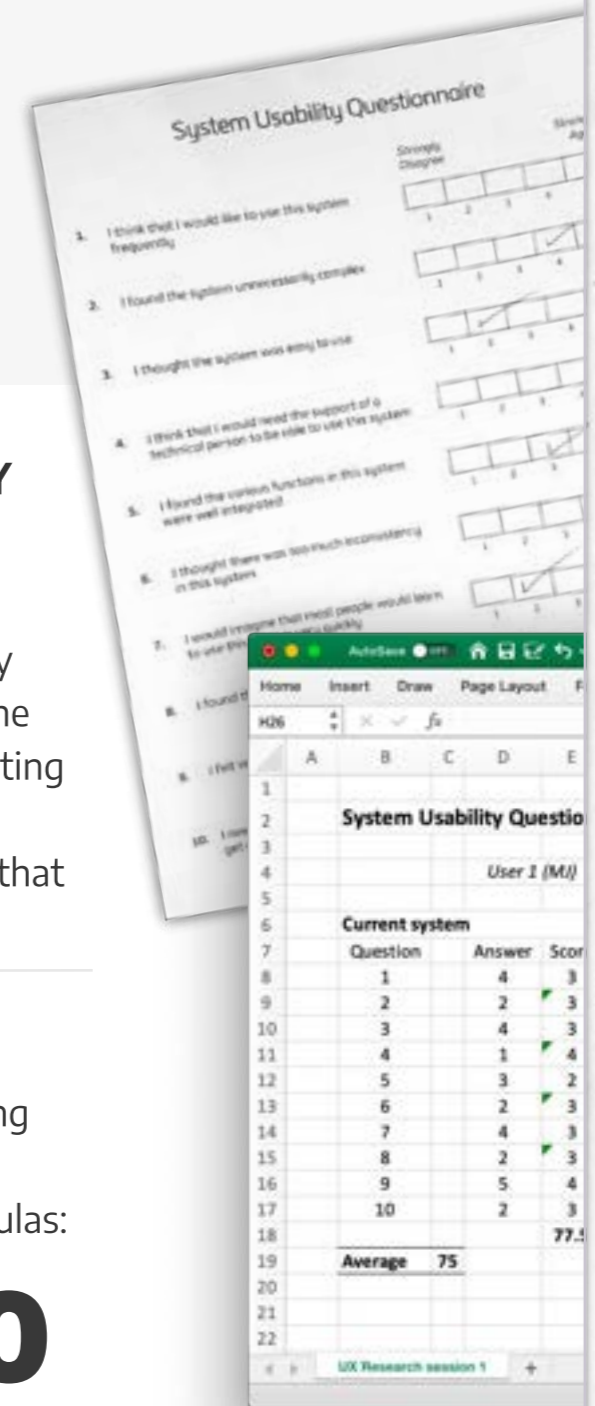
## QUANTITATIVE STUDY

I wanted to quantify the feedback on the current experience. At the end of my user interviews I've asked the attendees to assess the existing design of the website by completing a questionnaire that uses System Usability Scale (SUS).

## SUS SCORE

I've calculated the score using [SUS calculator in Excel](#) I've created using relevant formulas:

**75** out of **100**



## CONSULTATION

# Accessibility

*I want to ensure our design is universal and works for everyone.*

## WCAG VALIDATION

I'm working on the website to fully comply with industry's [Web Content Accessibility Guidelines 2.2](#).

- ✓ Text size is legible & can be easily changed
- ✓ Content is not cropped
- ✓ Optimal colour contrast ratio
- ✓ System is accessible on different of screen sizes
- ✓ Interface is navigable using keyboard
- ✓ System is responsive & doesn't take long to load



## INCLUSIVE DESIGN

To get a buy-in from the business I've arranged activities from [Microsoft's Inclusive Design Toolkit](#) to introduce empathetic problem solving.

## PERFORMANCE

I've analysed the website using PageSpeed service for any performance issues, which are likely to affect accessibility and conversion rates. *I've started with optimising hi-res images that should improve loading times by 20%.*

Hypothesis 9

Product details page loading time is quite slow, which could affect bounce rates

✓  
Pass



## CONSULTATION

# User research

*I want to understand the average user's profile based on the current customer base, and prove my & business' hypotheses.*

## SURVEYS

I've run a single-answer survey among 100 representatives of the target audience using [Google Surveys](#) to see which payment method they prefer for online transactions:

**i** 43.9% — prefer using Bank Cards and 42.7% — Klarna

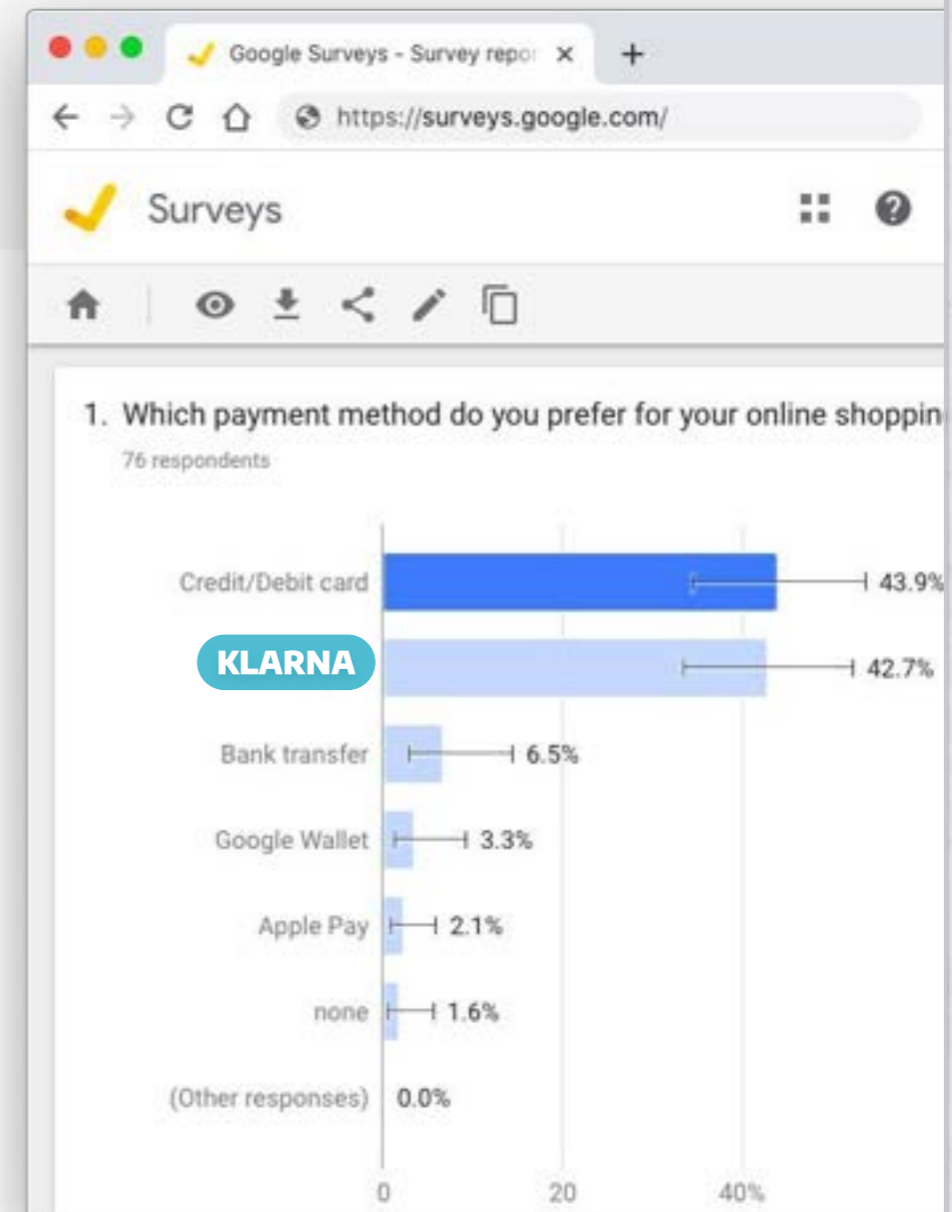
Hypothesis 7

A popular Klarna payment option not being supported may lead to checkout abandonment

✓  
Pass

## REPORTING FINDINGS

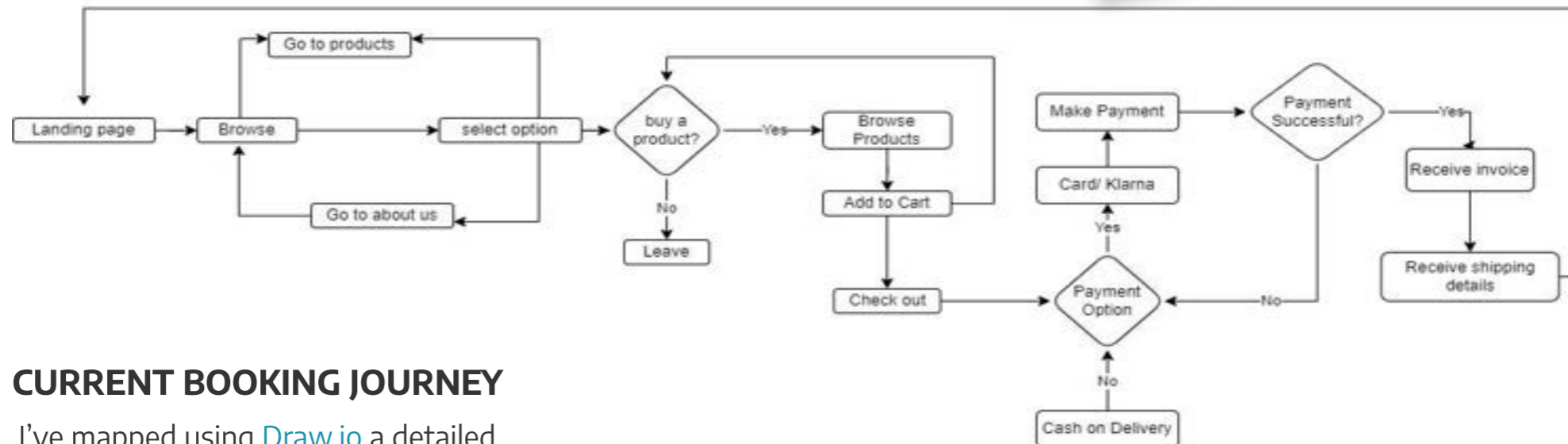
I've prepared an executive summary for the management with my recommendations for them to prioritise as well as organised the platform.



## CONSULTATION

# User journey

I'd like understand how many steps does it take for users to complete a purchase of a product and if it could be optimised.



## CURRENT BOOKING JOURNEY

I've mapped using [Draw.io](#) a detailed flow of booking for a course:

Hypothesis 1

Shopping journey is relatively quick and has informative post-purchase communication



Pass

## UNHAPPY PATHS AND ERROR STATES

It's important not to neglect those scenarios when things go wrong – that's when users get frustrated most and drop off. I've mapped using [Draw.io](#) those unhappy scenario such as when payment got declined or lack of cash on delivery option.

## CONSULTATION

# Information architecture

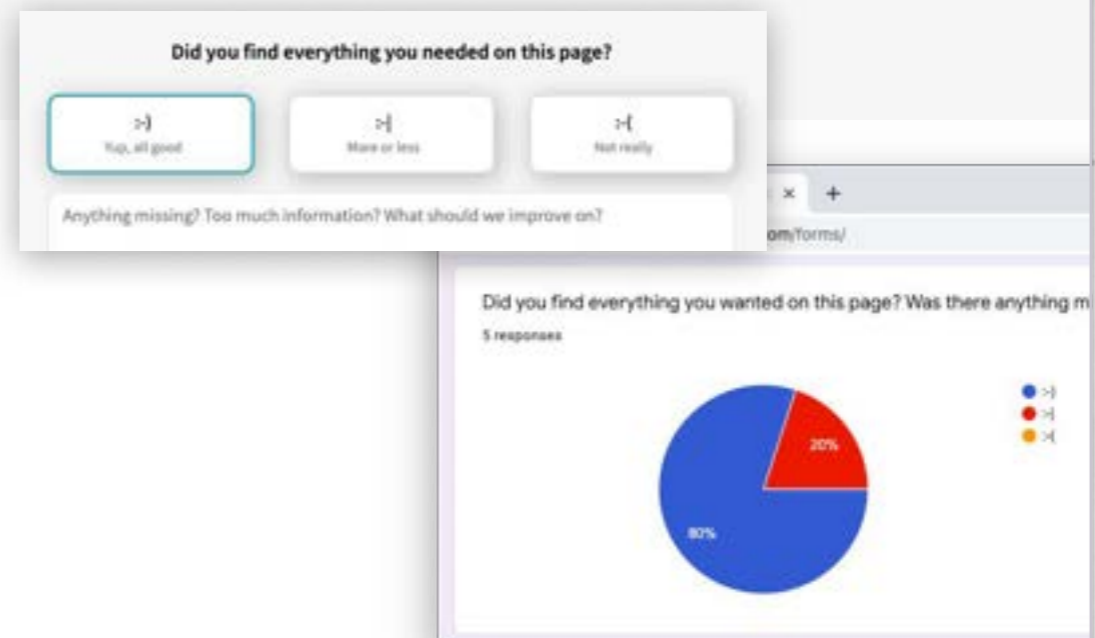
*I want to ensure the website's content is well organised to make it easy to discover and navigate through.*

## CARD SORTING

Review posts are an important part of content marketing helping drive organic traffic to the website and its SEO.

I've run card sorting in [OptimalSort](#) with past customers to validate the review content is well grouped and labelled:

**i** Over 67% of 382 respondents agreed on the existing grouping and labelling of review posts.



## CONTENT FEEDBACK FORM

I've placed a simple form at the bottom of each blog page of the website to get feedback on the content:

**i** 80% of 271 respondents said they've found everything they wanted on the page.

Hypothesis 5

Review articles are easy to discover, well categorised and provide useful information

**Pass**

## CONSULTATION

# Analytics

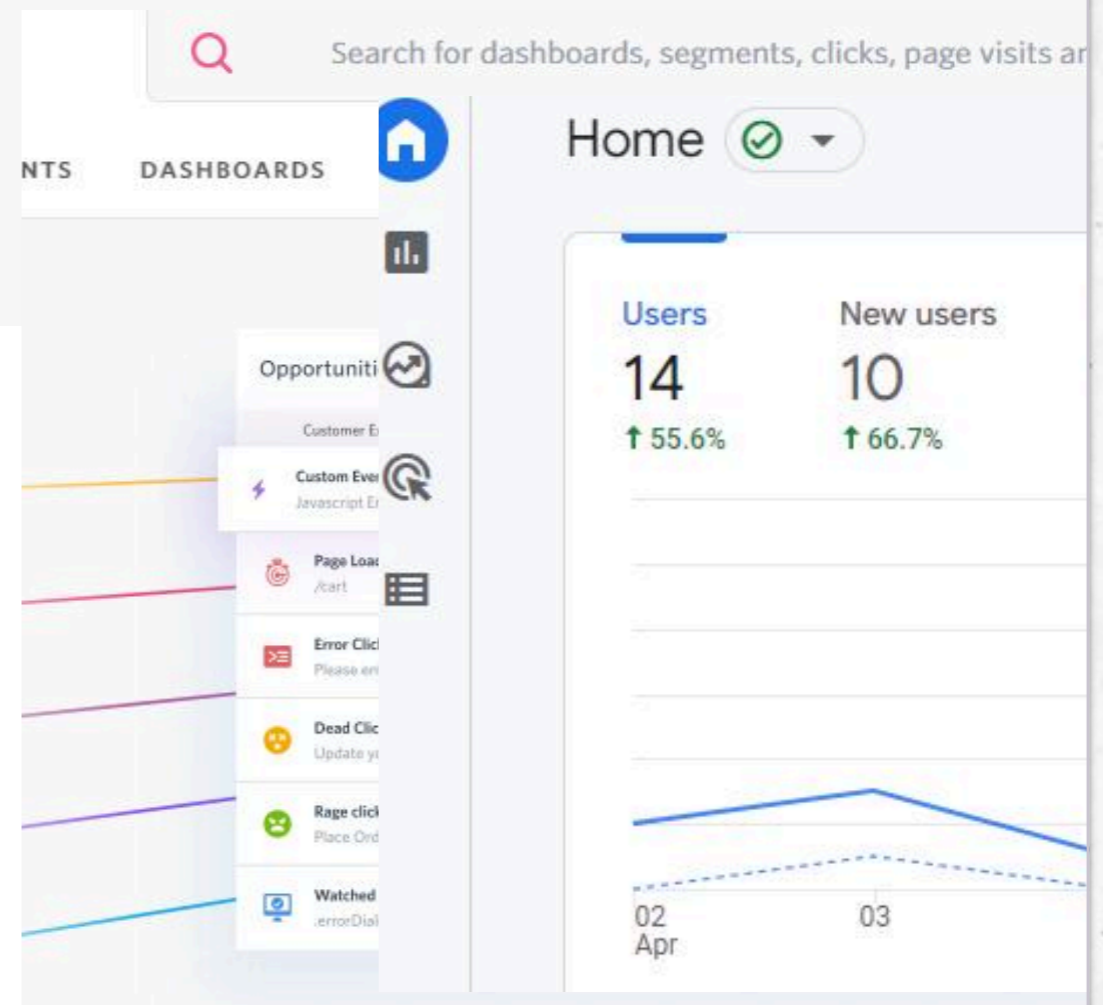
*I want measure performance by tracking conversions and observing users' behaviour in analytics systems.*

## SETTING UP GOALS

I've set up goals and tracking conversions in Google Analytics on different actions taken across the website: investigating why 14% of website visitors are dropping-off during checkout, optimising those conversions by applying various persuasive UX design techniques. I'm planning to integrate [Mixpanel](#) in the next months to allow for a more granular event tracking.

## SESSION REPLAY

I was observing replays of visitors' journeys in [FullStory](#) – getting behavioural insights that helped me to pinpoint issues, which otherwise would be difficult to notice.



**i** I've found out in Google Analytics event tracking that 66.7% of website visitors have clicked on about Globalen diverting my traffic.

Hypothesis 10

Having Alt Link to old page will not affect the traffic and active time on main site.

✗  
Fail

## CONSULTATION

# Usability testing

*I wanted to validate all the design assumptions from my design review and from business stakeholders.*



## SCENARIO WALKTHROUGH

I've set up a Guerilla usability test on audience completing a set of tasks on the website. I've received a lot of observations that provided lots of insights to test our hypotheses, in one of which I was wrong.

**i** *7 out of 10 people did not see how the delivering system differ from other competitors on the market.*

Hypothesis 4

Clear value propositions to differentiate the company from its competitors

**✘**  
**Fail**

I've proposed to create a section explaining how the delivery system would be better.



## CONSULTATION

# A/B testing

*My aim was to pick the best performing design variation based on facts rather than gut feeling.*

## LANDING PAGE BACKGROUND

One stakeholder insisted on using one header photo on the landing page, other stakeholder – a different one. It was essential to make informed decisions, rather than arguing.

I've set up an A/B test on a live website using [Google Optimize](#) with both variants of the backgrounds:



Variant 1



Variant 2

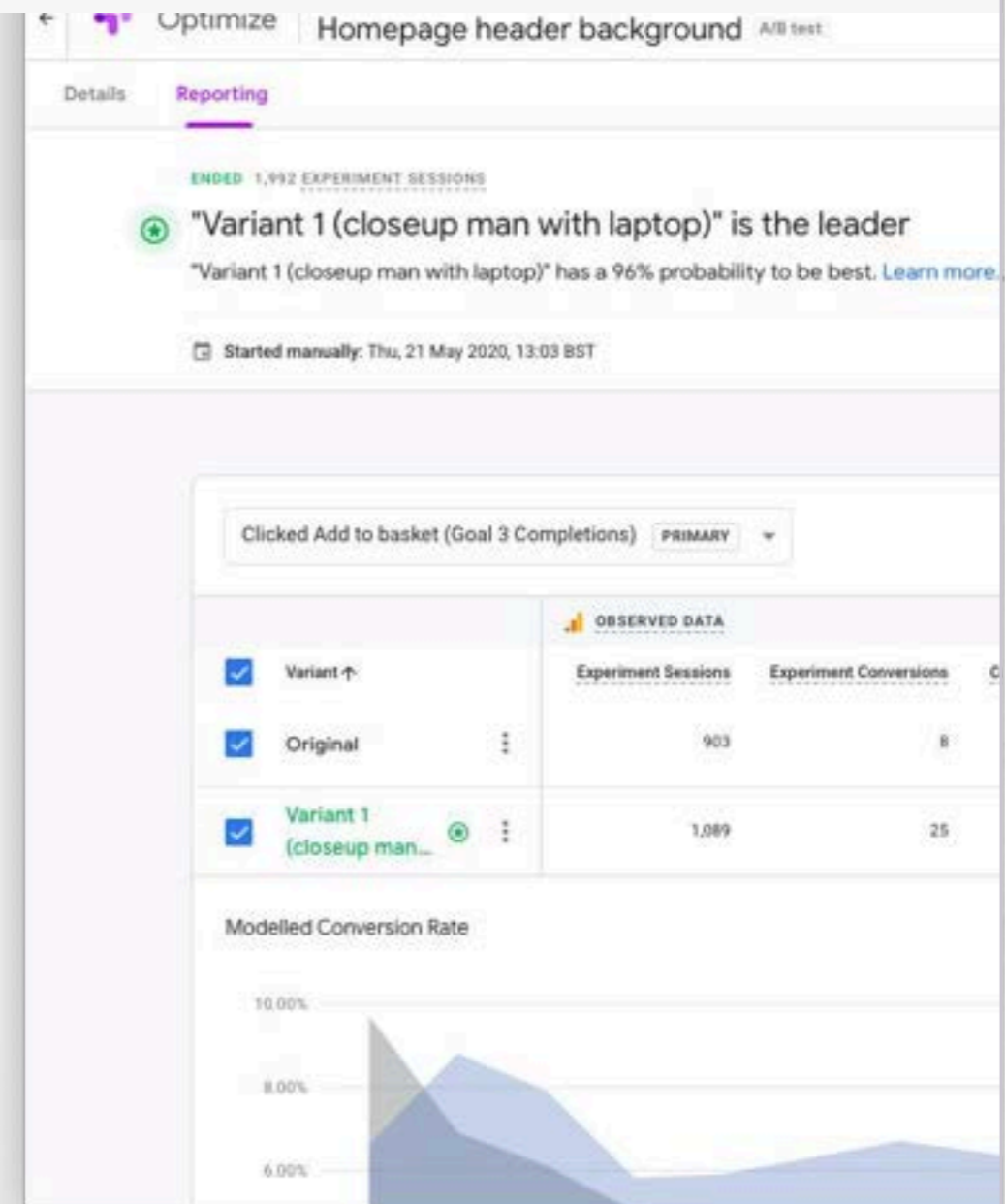
**i** *Variant 1 has a significant 96% probability to be the best based on the number of conversions for products within 2 weeks of running the test.*

Hypothesis 8

Background photo on the landing page doesn't reflect that the products can be purchased simultaneously.



Pass



## CONSULTATION

# Business sign-off

To get approval from the business of our design changes for me to start implementing these

## PROVING THE VALUE OF DESIGN

It's essential for me to demonstrate what value each design solution will bring to the business, backed up by user research and usability testing. To get a buy-in from the business, I've been inviting the stakeholders to observe usability testing for them to hear feedback directly from end-users, and validating all our assumptions together using facts-based approach rather than gut-feeling.

## ESTIMATING WORK

Now I've run feasibility assessment and I'm confident to estimate the time it'll take to complete each stage of the project. I've presented the executive summary of the final version of user research findings along with my recommendations for the management to prioritise.

### Sprint 1

- ✓ Hypothesis 6  
10 pts
- ✓ Hypothesis 7  
9 pts
- ✓ Hypothesis 8  
1 pts

20 / 20 pts

### Sprint 2

- ✓ Hypothesis 6  
7 pts
- ✓ Hypothesis 4  
3 pts
- ✓ Hypothesis 9  
9 pts

19 / 20 pts

### Sprint 3

- ✓ Hypothesis 9  
6 pts
- ? Hypothesis 1  
9 pts
- ✗ Hypothesis 3  
5 pts

15 / 20 pts

We've all used internal points-system to measure complexity of and time it'll take to complete a task. We've planned future sprints, working in agile methodology.

## CONSULTATION

# Design Handover & QA

*To make sure design is implemented to the best standard possible by liaising regularly with the development team*

## WORKING TOGETHER

I've been working closely with content writer who was executing UI design changes. We've prepared handover of all the design assets for ourself to begin implementing these changes in code. These includes user journeys, sitemap, content (copy, documents, images in all necessary resolutions and formats), font files, icons font, wireframes and style guide update. I've advised our web developer could use tools like [WPPageBuilder](#) to inspect our UI files.

## DESIGN QA

I have arranged regular catchups with the development team, to see if they need anything else from me, what could be improved or compromised, and run quality assurance on their latest implementation to make sure nothing is missed out and of the best possible quality.

+ Nytt Redigera sida one.com Maintenance Mode a

Om Globalen Fair Trade v



## Globalens Webb

The screenshot shows the WooCommerce admin dashboard. On the left is a sidebar menu with options like "Produkter", "Alla produkter", "Lägg till ny", "Kategorier", "Etiketter", "Attribut", "Analys", "Marknadsföring", "Utseende", "Tillägg", and "Användare". The main content area is titled "Produkter" and includes filters for "Massåtgärder" (set to "Verkstall"), "Alla SEO-poäng", "Alla läsbarhetspoäng", and "Välj en kategori". Below the filters is a table of products.

<input type="checkbox"/>	<input type="checkbox"/>	Namn	Artikelnr	Lagersaldo	Pris	Kategori
<input type="checkbox"/>	<input type="checkbox"/>	Rökelse mini palett i 21 blomdofter Indien — Utkast	339117	1 lager (5)	177,00 kr	Okategoriserad

# Interviews



There's just two things in any user interview.

**"Ask all the questions.**

**Listen to all the answers."**

Make good eye contact, smile,  
practice saying adequate

*"Hmm.. ah.. ok.. yes..*

*Tell me more.."*

other things associated are:

Why

How

Where

Notepad + paper + pen + recorder.



The things I enjoy.



Have done so many interviews that have lost count of it.  
If you remember yours then please share your method to  
keeping track.



# Workshop

(I like all kind of workshops)

- Discovery
- Empathy
- Design
- Prioritization
- Critique

Good at gathering many people and making them write on tiny bits of paper, sometimes they are sticky! enabling us to stick em on the wall.

Can stare at them for a while and come up with Eureka!!



Conducted workshops with **50 people** and more.

very task specific.

I have some personal drawbacks with this method, cannot work well if the notes are stuck up high on the wall.

i'm just 5' 5" or 166cm if you count otherwise.

Digital method also works just fine.



# PlotBot: a story spoiling robot

## **Assumptions made:**

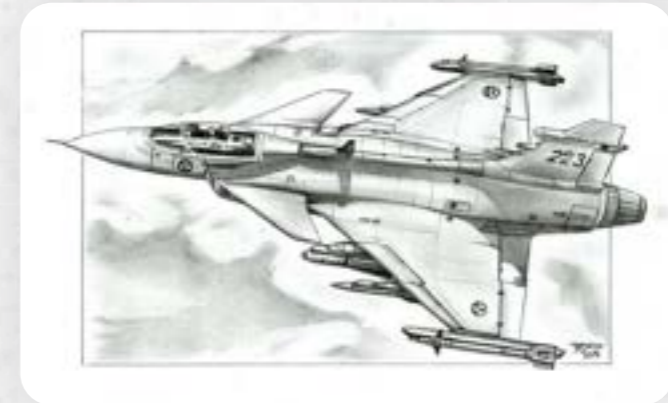
- Some people are biased against spoilers.
- Spoilers can make it more enjoyable.
- People will be less negative towards spoilers if they are not told that it is one.
- People come to the library to get book recommendations.
- Spoiled books are rated as more joyful.
- People have an inner will/challenge to read a book despite having a hard time with it.
- The person would rather let the robot pick out books randomly than putting effort into finding one themselves.
- People would rather let a robot spoil for them than a librarian.
- Other people actually read the last chapter of the book before reading the rest of the book.
- The counter-intuitive idea of a robot that spoils books raises curiosity.

## **Interaction flow**

The user waves to the robot to activate it. The user chooses a category and chooses spoiler level the robot spoils a book for the given category and spoils it. The user is then brought to the book. The user chooses whether to get the book or not.



# Svenska Aeroplan Aktiebolaget (SAAB AB)

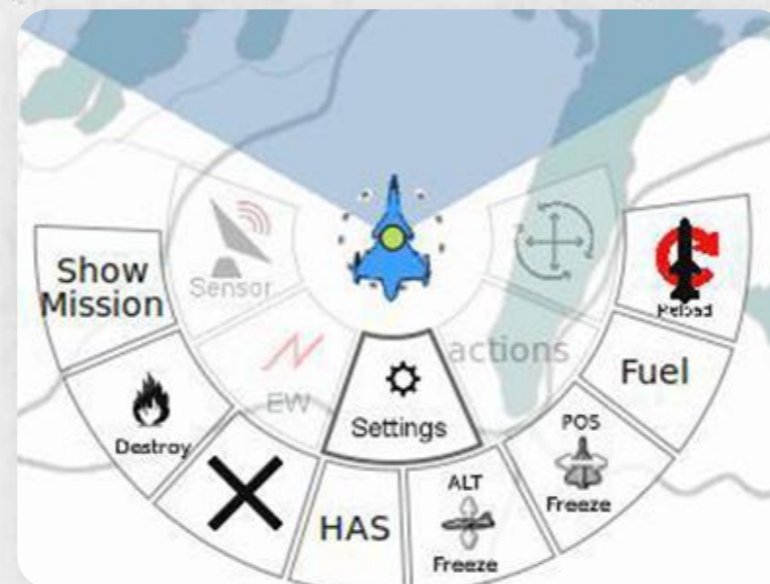


Saab *"It's a human right to feel safe"*

Having a world class machine over the head to rule the sky requires training of pilots.

Designing interactions for pilots is a cool thing, had the first hand experience of the simulator.

Bringing the concepts of gaming and muscle memory for pilots into the system.





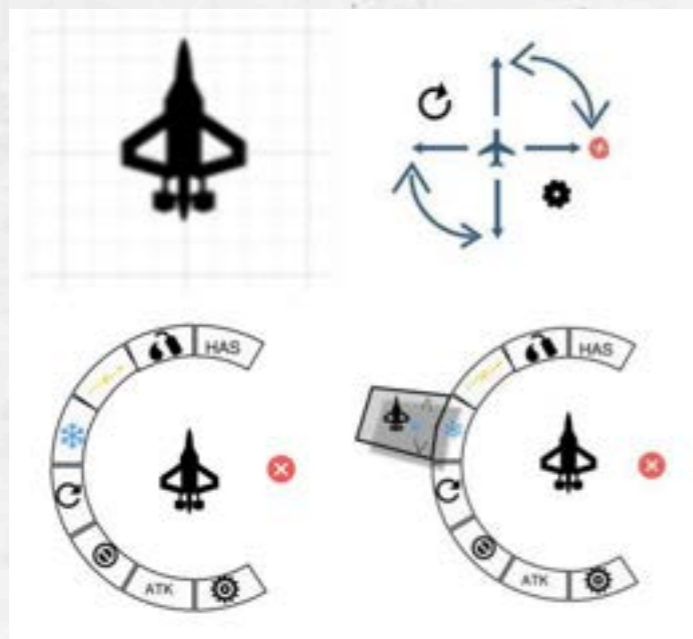
## Ideation

Designing for the elite pilots of försvarsmakten sounded like a challenge. We wanted to keep the design as close to their everyday action-packed life with controls embedded in their muscle memory and mental models. Our initial research showed that the pilots struggled with lot of mis-clicks and found the screen very clustered while engaged in action. So, considering all the factors, the overall objective of our design is to help instructors pilots perform their training exercises efficiently and effectively.

**Tools Used:** ▪ Interview ▪ Comparative Analysis ▪ Stakeholder interviews, ▪ Requirement's elicitation, ▪ Research the old system.

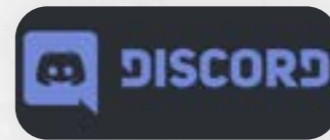
## Define & Execute

▪ Information Structure. ▪ Pen-Paper and Lo-Fi Prototype. ▪ Review and comment UCS ▪ Design actions and corresponding feedback: Select, Navigate, Success, Failure, Undo, and Revert 0.





VS



While working in the gaming industry, it makes sense to use Discord as the main channel for conversation. However, slack is the better means of communication.

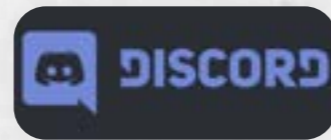
Well, my job as a UX researcher kicks in to find if there is any difference among them. As there is "never a right or wrong" just a matter of preference or the gut feeling.

Levene's test for equality of variances for task completion.

Independent Samples Test									
	Levene's Test for Equality of Variances		t-Test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
S_MEAN	.654	.445	-.885	7	.405	-13.381830	15.119482	-49.133724	22.370063
Equal variances not assumed			-.903	6,941	.397	-13.381830	14.813106	-48.469957	21.706296
D_MEAN	1,304	.291	.240	7	.817	2,38381	9,92053	-21,07452	25,84214
Equal variances not assumed			.248	7,000	.811	2,38381	9,61428	-20,35036	25,11798



VS 



**Tools used:** SPSS, Google Survey, MS word

- 9 User interviews
- Usability testing lab
- Two-way screen
- Activity tracker

**Results:** No significant difference in the time taken to complete the same tasks across Discord and Slack (with varying levels of experiences in those applications).

The data gathered from the tests do indicate to a falsity to the null hypothesis and a trend behind the data point to a possible rejection of the null hypothesis, this can be seen in the Q-Q plots to some variables as some of them meet the prerequisite assumptions of a T-test, that is to say, that normality is observed in some of the gathered data of task completion time and somewhat close to 0.05 p-values for certain variables such as the D-Mean. Ultimately, however, the null hypothesis at this point of time in the study cannot be rejected due to the high two-tailed significance values of the independent samples test, and the high p-values of the data gathered for each of the TCT variables for Slack and Discord. Therefore, a conclusion cannot be reached to if there is a significant difference in the time taken to complete the same tasks across both applications. This does not necessarily mean that the UTP test has been a pointless pursuit, but that following the recommendations proposed in later sections of this document may lead to a definitive answer to the null hypothesis.



# Research Paper

An Exploratory Study: User Perception of Simulated Embodiment using YouTube

28 Interviews

Open ended questions

Bias - Zero

Observations

Surveys to verify



URN: urn:nbn:se:uu:diva-435243

OAI: oai:DiVA.org:uu-435243

DiVA, id: diva2:1530567

Understanding user perception has been always a point of interest for researchers and designers in the field of HCI. This study takes a qualitative approach into exploring user perception of 360° views provided by vision technology. With the help of mediator i.e. YouTube, the user gets a secondhand experience of vision technology. Receiving simulated embodiment experience, the findings from the interviews are categorized into themes such as understanding, feeling, opinion on usage and user perception. The study looked at user perception and tried to convey that such systems are comprehensible with the help of mediation. This paper focuses on simulated embodiment and its usefulness as perceived with the help of selected YouTube videos which showcase different “views”.

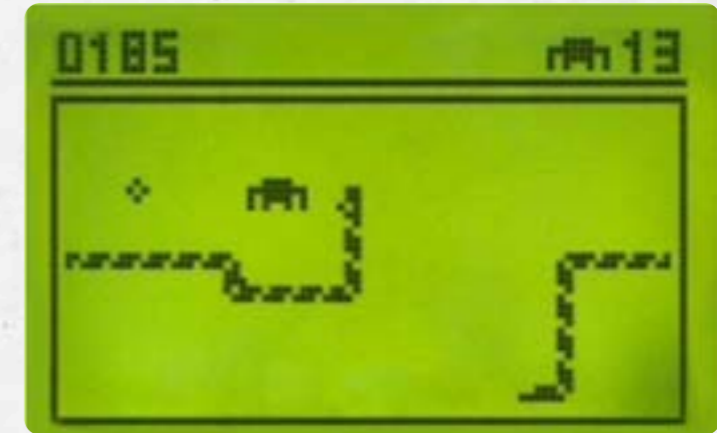
# Evolution in the Interface of "Snake" game in 3 gens

## Evaluation:

Likert scale 0-10 where 0 being highly unlikely and 10 being highly likely.

**Tools Used:** ■ Google Surveys ■ Comparative Analysis Requirements gathering and Research ■ User Interviews ■ Research the emulator for the metrics.

**Result:** User Satisfaction or Apdex Score for the snake classic was 0.85 in a range of 0-1, being the highest followed by 0.60 for the color version and lastly snake 3D with a score of just 0.40



## Data:

For the snake classic version the average rating for the mentioned

Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
5.75	6.35	9.1	7.95	6.35	5.6	9.1	7.45

For the snake color version the average rating for the mentioned

Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
4.3	4.45	5.4	5.05	5.3	4.75	5.45	5.3

For the snake 3D version the average rating for the mentioned

Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
2.75	2.45	2.45	2.85	2.7	2.25	2.6	2.7

After calculating the average of all the 3 version of the game.

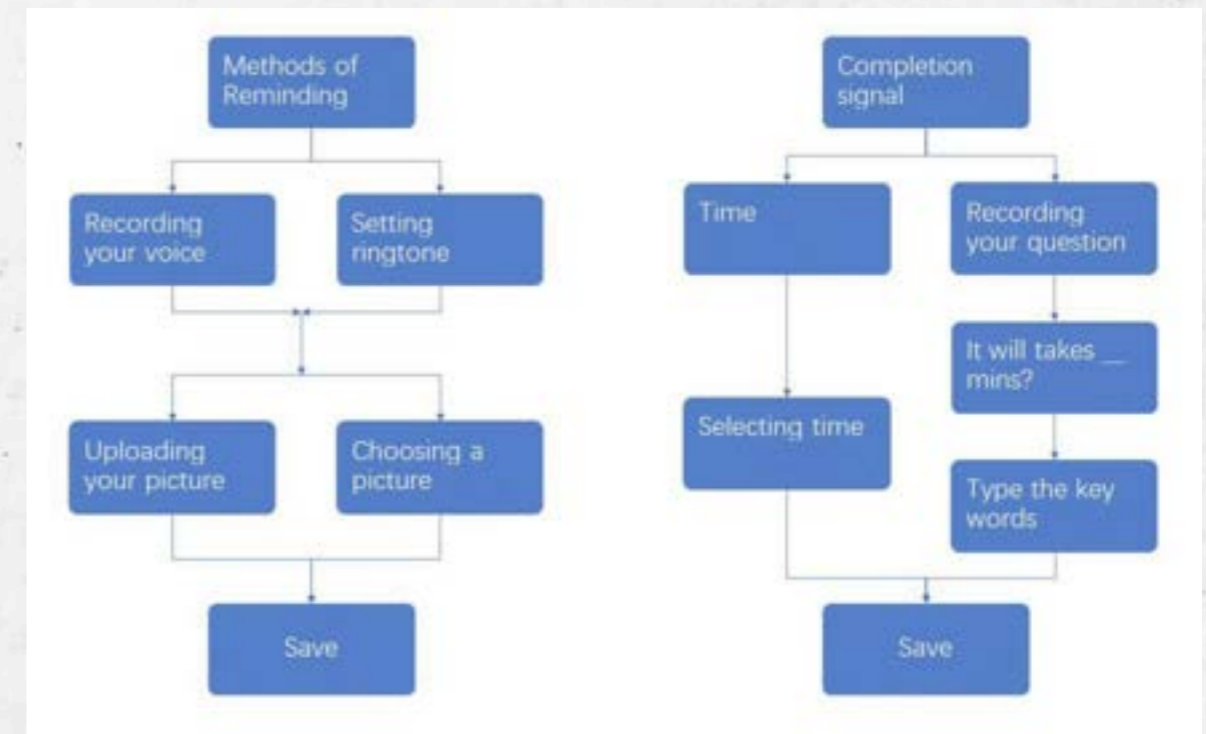
Color	Layout	Simplicity	Input Controls	Consistency	texture	Defaults	feedback
4.266666	4.416666					5.71666666	
667	667	5.65	5.283333333	4.783333333	4.2	7	5.15

Note: The max-min values are added to the appendix with rest of the charts



# Application: Reminder for people with Dementia.

**Problem:** A need for a system to assist people with Dementia in everyday care, enabling their dear ones to be able to monitor daily progress and have a little less to worry.



### Care giver Oscar

**Goals**

- Taking care of his Uncle.
- Becoming a successful kindergarten teacher.
- Likes to do gardening and beer tasting.

**Frustrations**

- Having a loved one who forgets.
- Cannot be there, studying in different city.
- Physical presence is much appreciated over digital presence.

**Personality**

Innovative: [ ]      Extrovert: [ ]  
 Thinking: [ ]      Feeling: [ ]  
 Sensing: [ ]      Intuition: [ ]  
 Judging: [ ]      Perceiving: [ ]

**Story**

Oscar is a sweet guy who likes to take care of his uncle age 40. His uncle is having signs of dementia and Oscar wants to help him with all his heart but cannot as he is studying in a different city, he is using some applications like Facebook, whats app and Instagram but they aren't sufficient. sometimes his uncle doesn't like to message him over social media as he feels it's not secure but they are happy to use something secure and just task specific.

**Age:** 22  
**Work:** student  
**Family:** Single  
**Location:** Uppsala, Sweden  
**Character:** Positive

### Person suffering with dementia

**Goals**

- Keeping him to do daily activities independently.
- Help him to manage their daily tasks.
- Help him to remember his past times and his personal history.

**Frustrations**

- Forgetfulness of events or about events from personal history.
- An increased risk of wandering and becoming lost.
- Personality and behavioral changes.

**Methods of reminding**

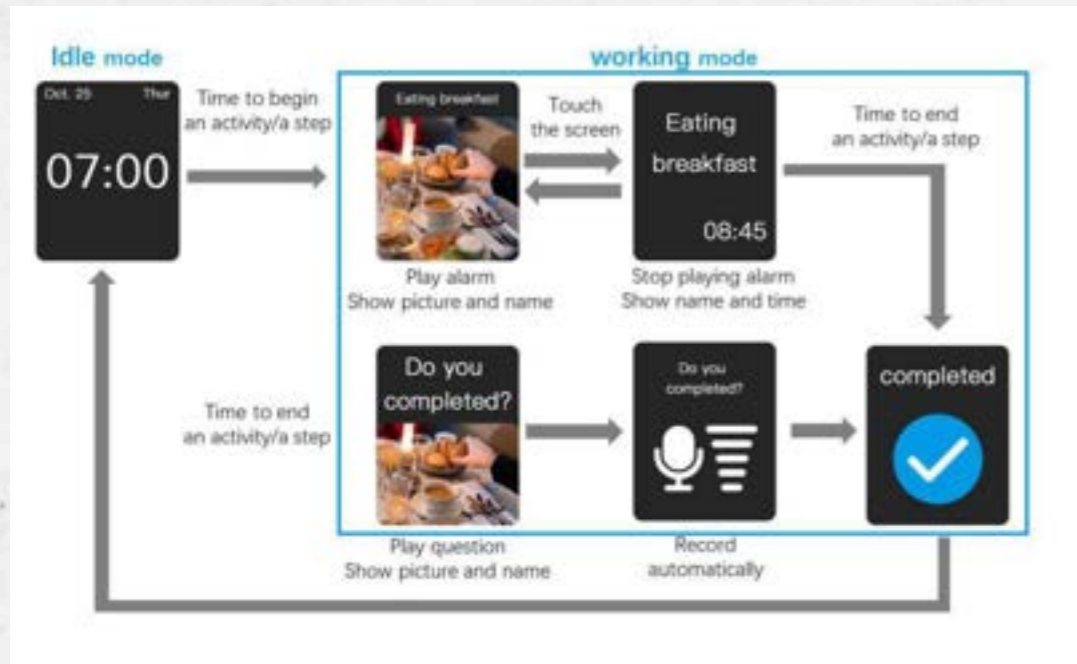
Time	Activity	Place
8:00 am	Brushing teeth and breakfast	House
10:00 am	Medication	House
12:00 pm	Working	at house or computer
2:00 pm	Lunch and medication	House or computer
3:00 pm	Reading	House
5:00 pm	Walking	House
8:00 pm	Call to work or going with children and friends	House or park
9:00 pm	Drinks and medication	House
10:00 pm	Sleep	House

**Degree of Difficulty**

- Being motivated: [ ]
- Choosing: [ ]
- Working: [ ]
- Remembering events: [ ]
- Being: [ ]

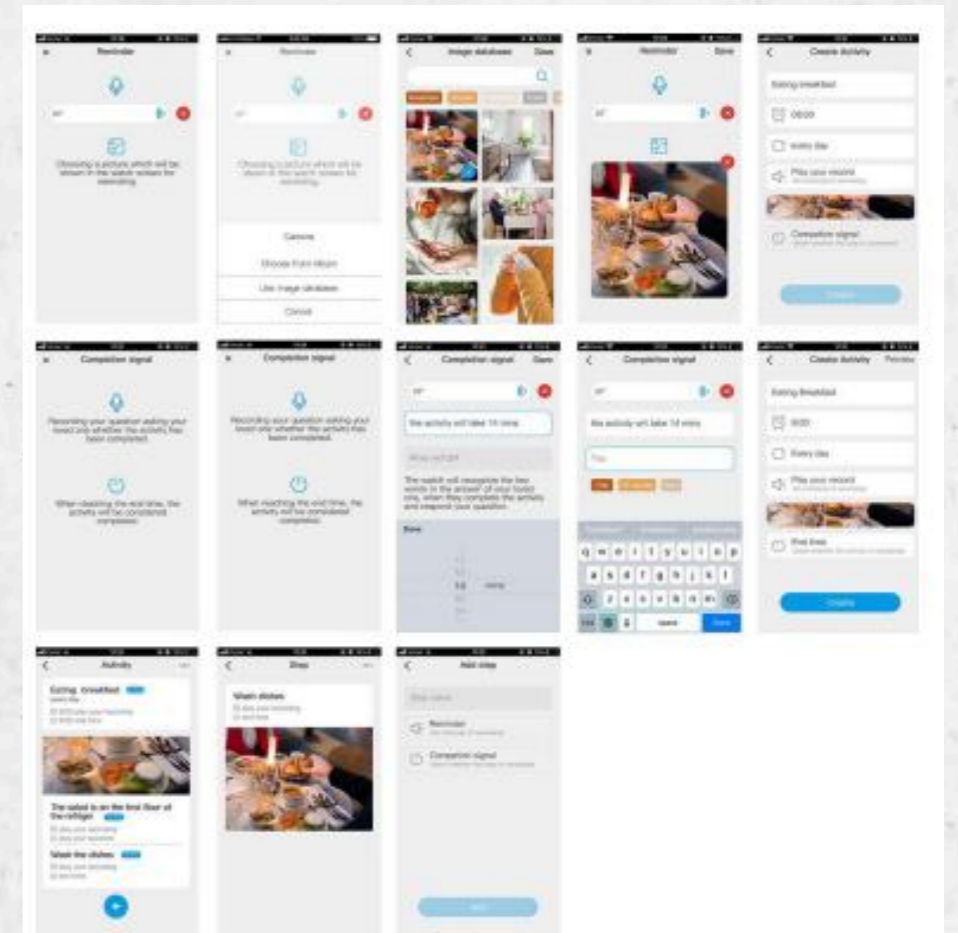
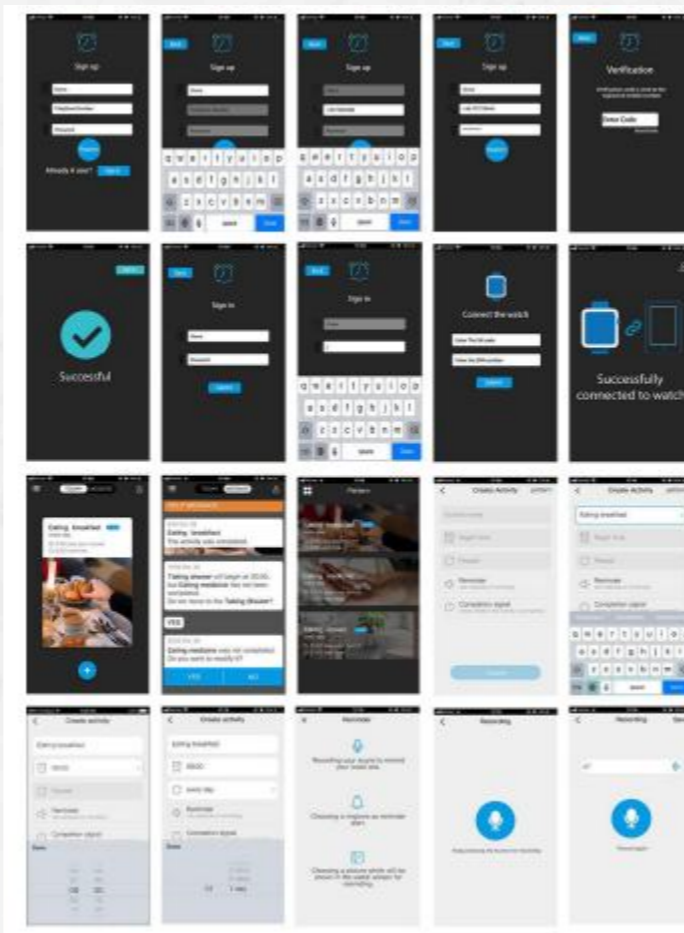
**Degree of those to forget**

- Remembering: [ ]
- Being motivated: [ ]
- Working: [ ]
- Being: [ ]



## Design highlights

The UI design was made to make it interesting and attractive for the caregiver as well as the PwD. With the primary focus being on functionality and efficiency of the system co-dependant of a condition, we included voice and images to enhance the PwD's experience.



# Philips Kitchen Aid Usability Evaluation

## First impressions



A total of 8 people used the product from age group 20 to 68

- 1 Needs some moving around due to wall mounted stuff under the cabinets, eg Knife sets, boards, towel holders, foil holders.
- 2 Cleanings gives some OCD as flour can be seen on the bottom plate and all around matte finish.
- 3 Loud on high speeds and scary!

## Overall



Missing certain features

- 1 Inbuilt Scale  
\*active when unlocked
- 2 Time increments +10s takes a while do set time to 4-8 mins for dough kneading recipes
- 3 Measurement on the bowl wall for measuring wet ingredients

## 45\* Opening



Didn't miss the swiveling sidebar to move the loading/mixing bowl.

- 1
  - Doesn't open and lock automatically.
- 2
  - Requires pushing the top in order to lock in position.
- 3
  - Too hard to push to open from locked position

# Philips Kitchen Aid Usability Evaluation

## Kneading Hook



Inefficient movement, not functional as it shows in the diagram with arrows

- 1 Inverse Figure 8 dough ball with bottom small sized and top size bigger.
- 2 Uneven kneading, spills flour around at start like mist
- 3 Risk of over kneading

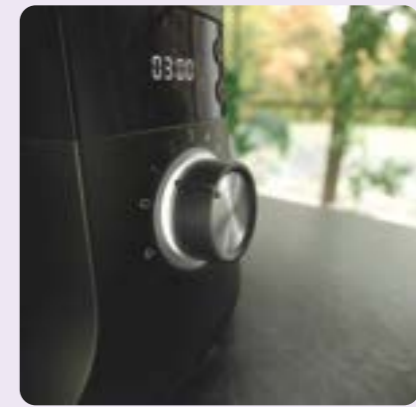
## Side button



Could be a bit bigger or different color

- 1 The push/pull error
- 2 Sometimes difficult to push/pull
- 3 Arrow markings could've been great, currently blends in

## Round dial

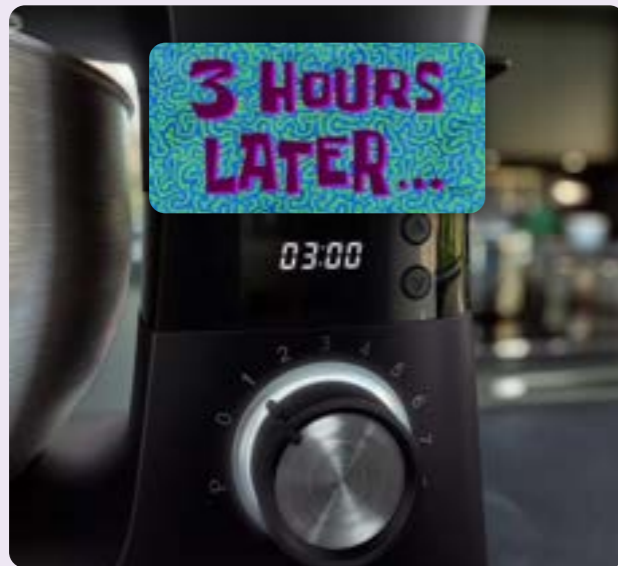


0 to 1 will kill me in anticipation

- 1 Transition ain't smooth with the motor
- 2 Silicon button feels slippery with flour hands
- 3 The button doesn't turn off at 0, it has a small very minor bug.
- 4 Could have quick off like cutting tool machines

# Philips Kitchen Aid Usability Evaluation

## Up Down or + -



Nice to have arrows

- 1 manual labourous work to increase timer
- 2 10s increments feels a lot
- 3 Confusing while adding time when the machine is turned on

## Let there be "Light"



Great addition to the rig

1

*"I can pay the electricity bill, either give a switch or keep the light ON". Its too dark to see in the bowl.*

## Flat whisk



spills tangentially

1

Vegan products get messy

2

Takes longer to get desired results than mentioned in recipies

3

feels like it might scratch the bowl

# Philips Kitchen Aid Usability Evaluation

## Lid



Protection can be improved

- 1 Lock the lid in a better way
- 2 The inlet spills small amounts
- 3 Mostly not used unless something very watery

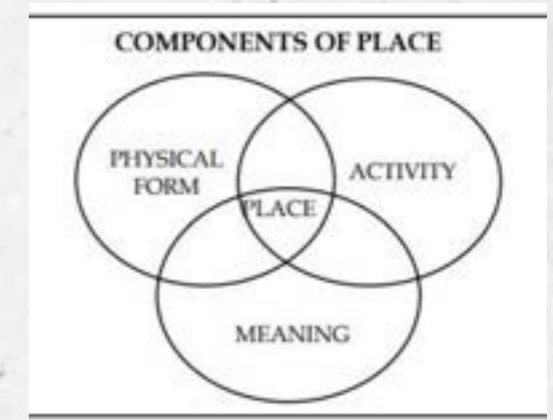
## Suction cups



Too much hard sucking, must say.

- 1 Difficult to move on glass or epoxy tables
- 1.b Didn't test on professional stainless steel kitchen tops
- 2 Unknown behaviour if water, oil, flour on the surface before putting the machine down
- 3 Still wobbles on high speeds

# Design in a "place"



Using Embodied interaction inheriting parts of phenomenological theories from Merleau Ponty who "reconciled Husserl's 'philosophy of essences' with Heidegger's 'philosophy of being'"

Naturalistic observations:

7 interviews, 7 questions, age 20-50. Daytime on location.

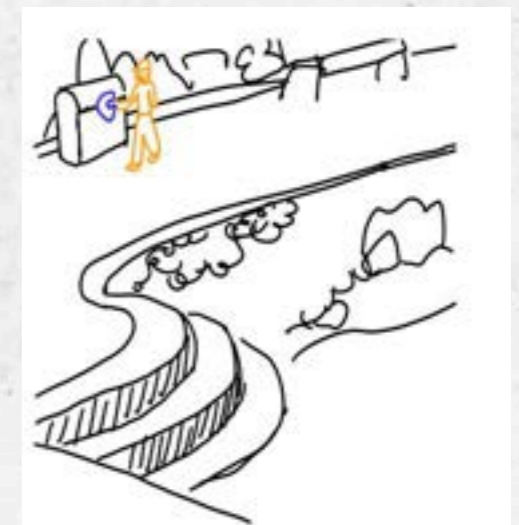
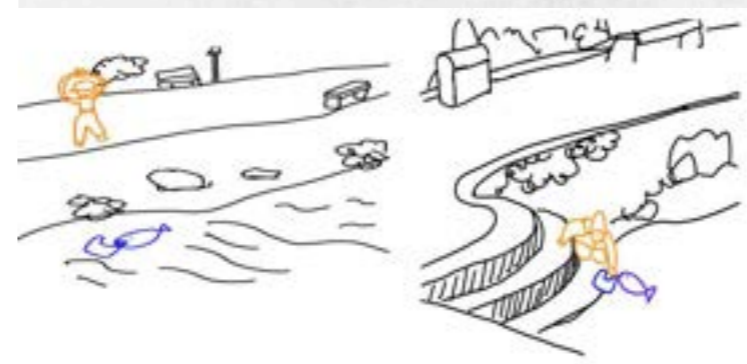
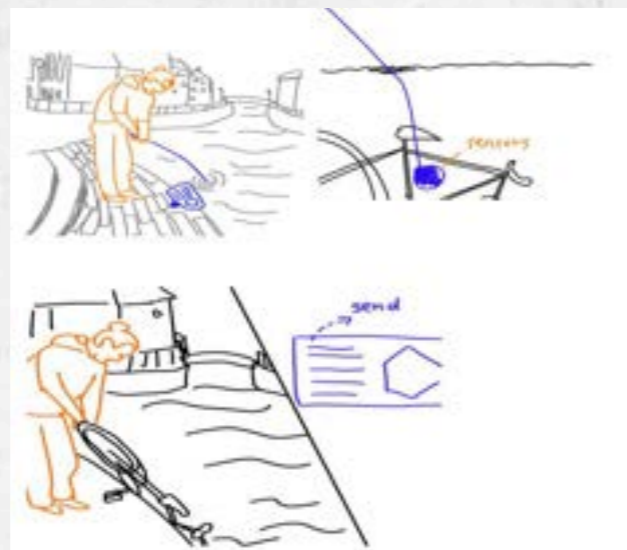
Result: its tricky to design interactions in a public space but its fun.



Figure 1: Enacting a scenario of a family



Figure 2: Interacting with the river

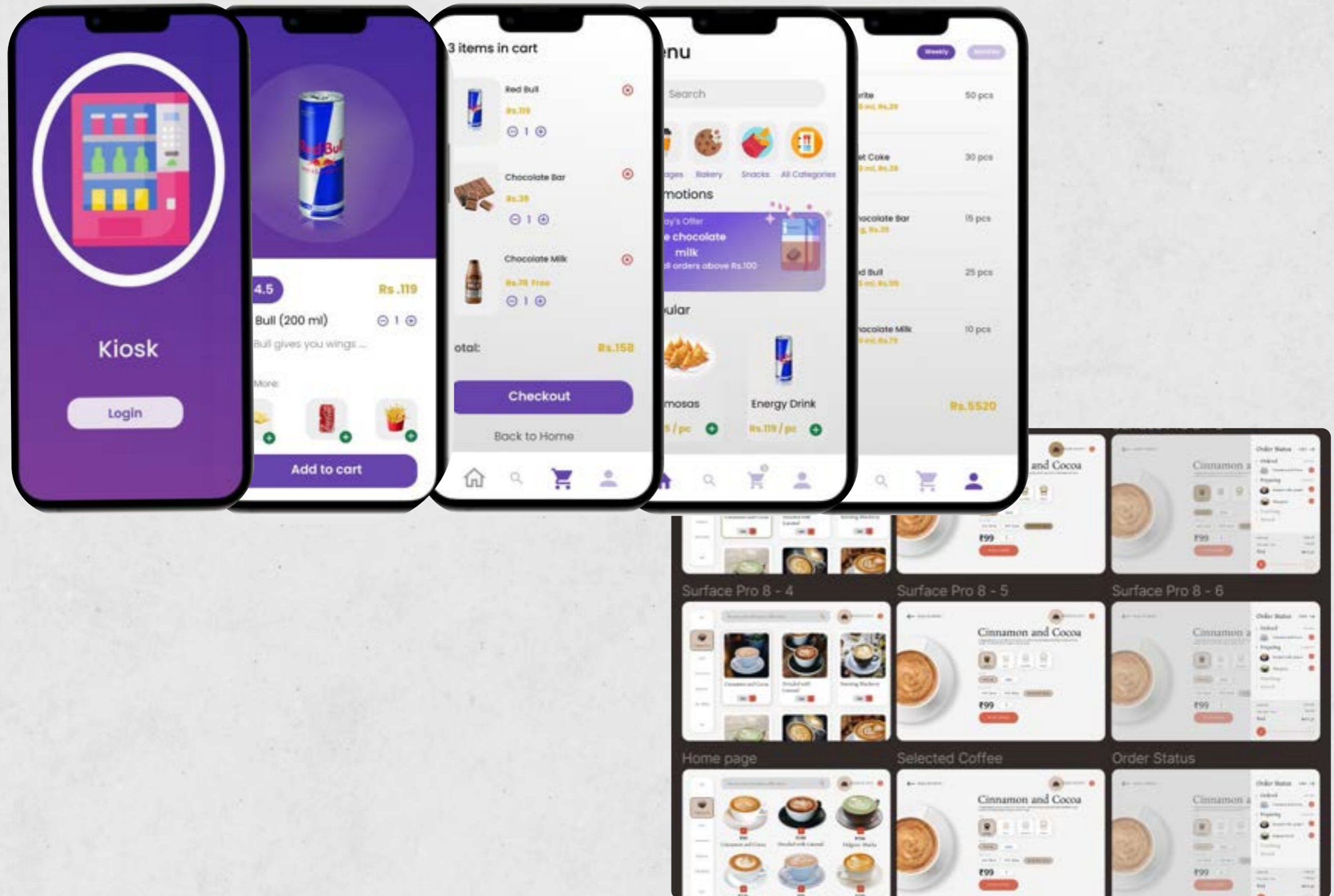


# Kiosk (universal design) 🖱️

Working with kiosks is always fun!  
Creating solutions for all kind of products and services.  
Getting hands on various interfaces from Paper to screens.  
Lots of interactions.  
Various use cases.  
Universal designs  
non-excluding designs.  
After i started working on kiosks projects, I had never heard any  
dissatisfied user.

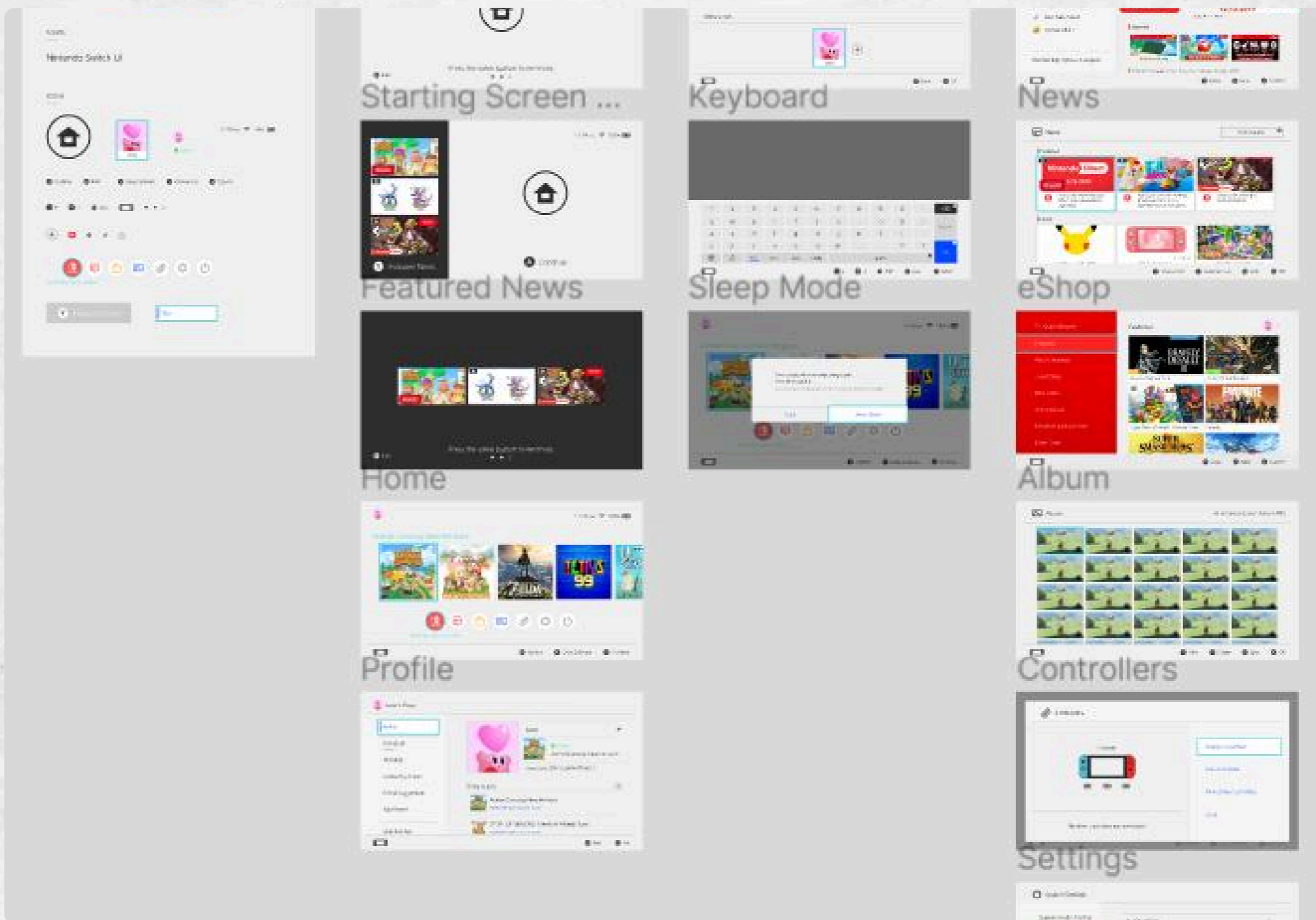


# Kiosk (app)



# Gaming

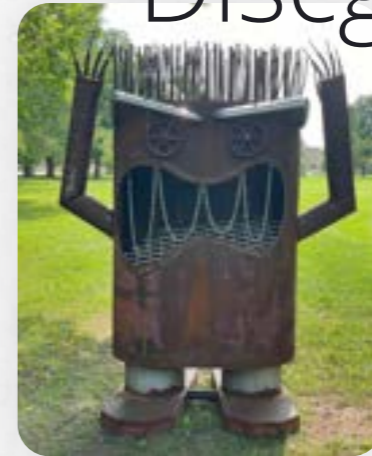
Best part about my job is to game, human behavior could be understood very well.



Other stuff

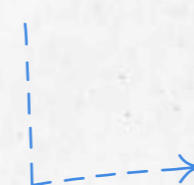


The User Experience i'm looking for  
vs The User Experience I get.



Discgolf

The human brain is a very fascinating thing,  
understanding and making things easy for all is my goal.  
This example shows that *"my perception should not interfere with what I want to achieve."*




**I'M JUST  
HERE TO  
HIT TREES**



The logo consists of a silhouette of a tree with a disc golf target hanging from its branches. A disc is shown flying towards the target.

I refer these

Books to read. 

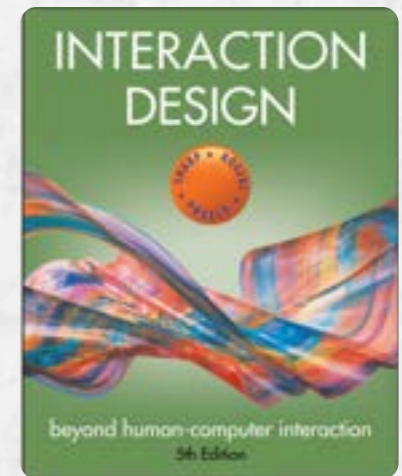
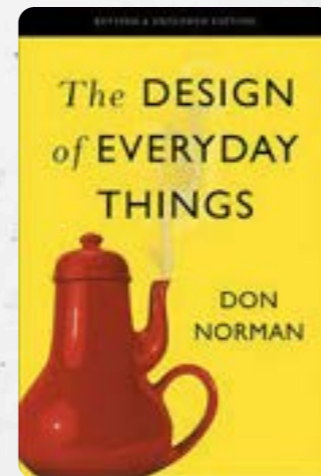
Books are good to read but The only way to knowledge is by practical knowledge.

Travel

Meet People

Talk & Listen

Smile and wave.



**Just Enough Resesarch** by Erika Hall

**Designing Interactions** by Bill Moggridge

**The UX Team of One** by Leah Buley

**Interviewing Users** by Steve Portigal


**Predictably Irrational** by Dan Ariely



Thank you for checking out my work!

You can reach out to me at:

[sameermishra7693@gmail.com](mailto:sameermishra7693@gmail.com)

 +46 760674925

<https://www.linkedin.com/in/sameer-mishra-8378b431>



Do you write "Hello World" too?

<https://samdimmortal.github.io/sameermishra/>



UPPSALA  
UNIVERSITET



 **IEEE**  
Advancing Technology  
for Humanity