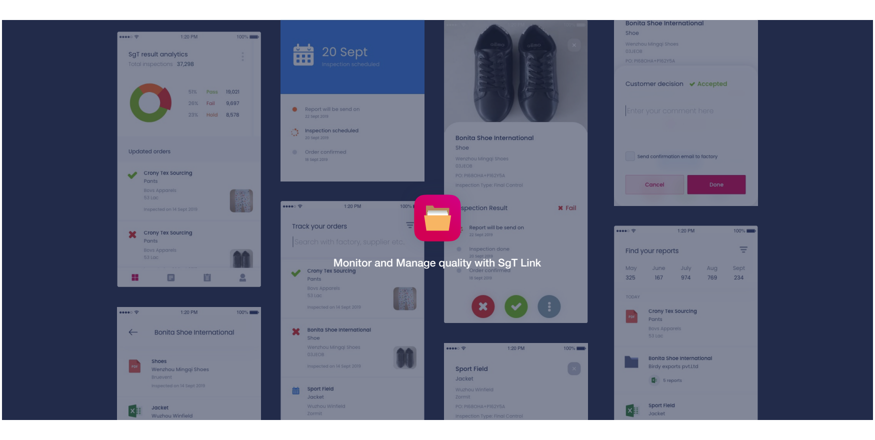
Designing Business Critical Application

It is a reporting tool that is used to monitor business and key performance indicators to help customers and suppliers to understand what is working well and what needs attention.

2019 - Product Design - B2B

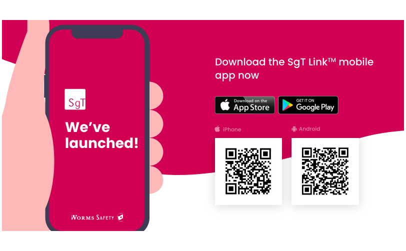
Responsible for researching and evaluating user requirements, and deliver product to customers and making intuitive design.



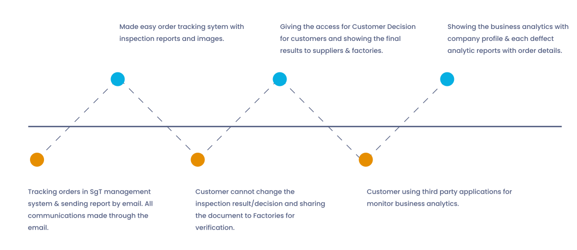
Recently designed SgT textile quality management solutions to improve product quality, safety, and compliance for producers and importers is another one in the line. The operational management system is for customers to track the information on audit and inspection.

It is a Daily Web Overview Dashboard that tracks hourly web performance against predetermined objectives for a quality management team. Main purpose of the product is easy handling and sharing of documents from customer to suppliers, suppliers/ factory to SgT.

Also, the system tracks, defects details, order updates and aids communication between SgT textile quality management team and customers.



Integrate the needs of customer,
the possibilities of technology and the requirements for business success.

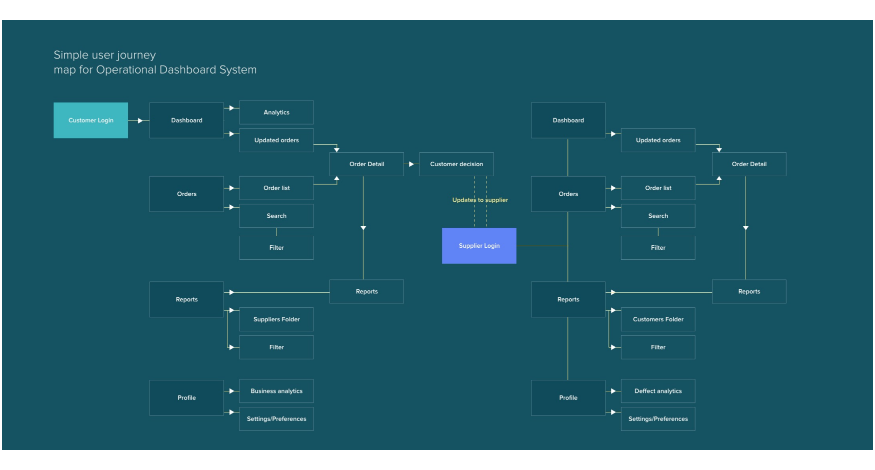


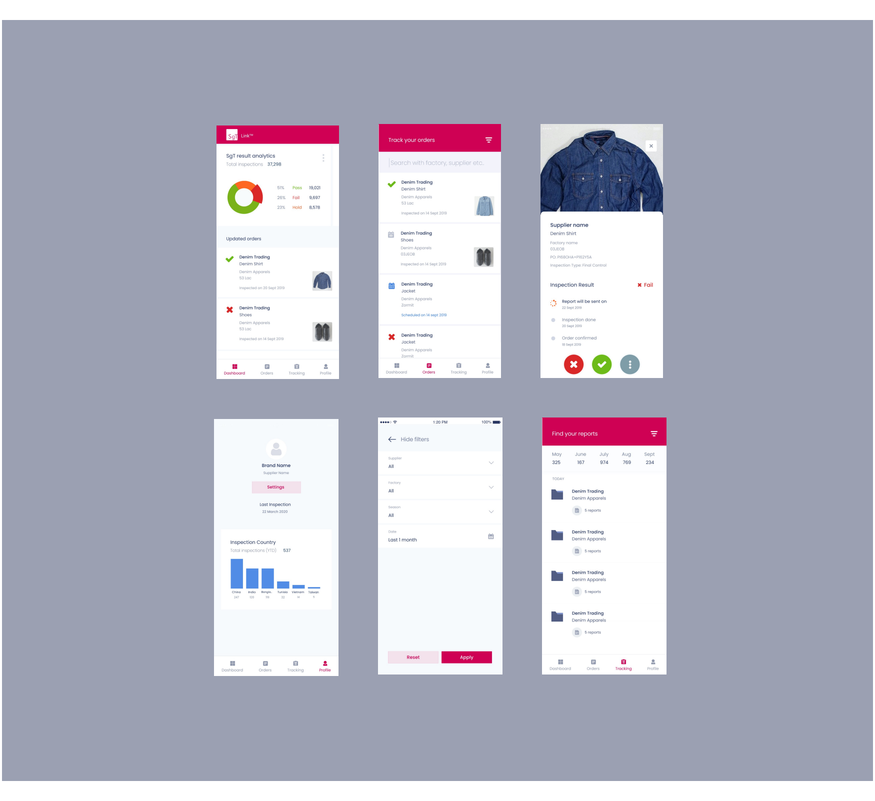
Product Vision And Strategy

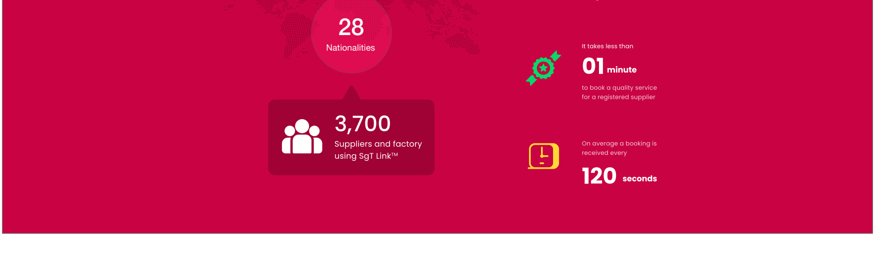
Based on the user research, discovered requirements and expectations; came up with the PRD - produced the best result within minimal timeframes and resources.

Product vision that has been set was guided to the development team and create a folder in a logical hierarchy. Finalized the PRD, detailed user journey and workable prototype after a stake holder and development team extensive review.

Vision captures the essence of the product — we are clear about the boundaries of solution.







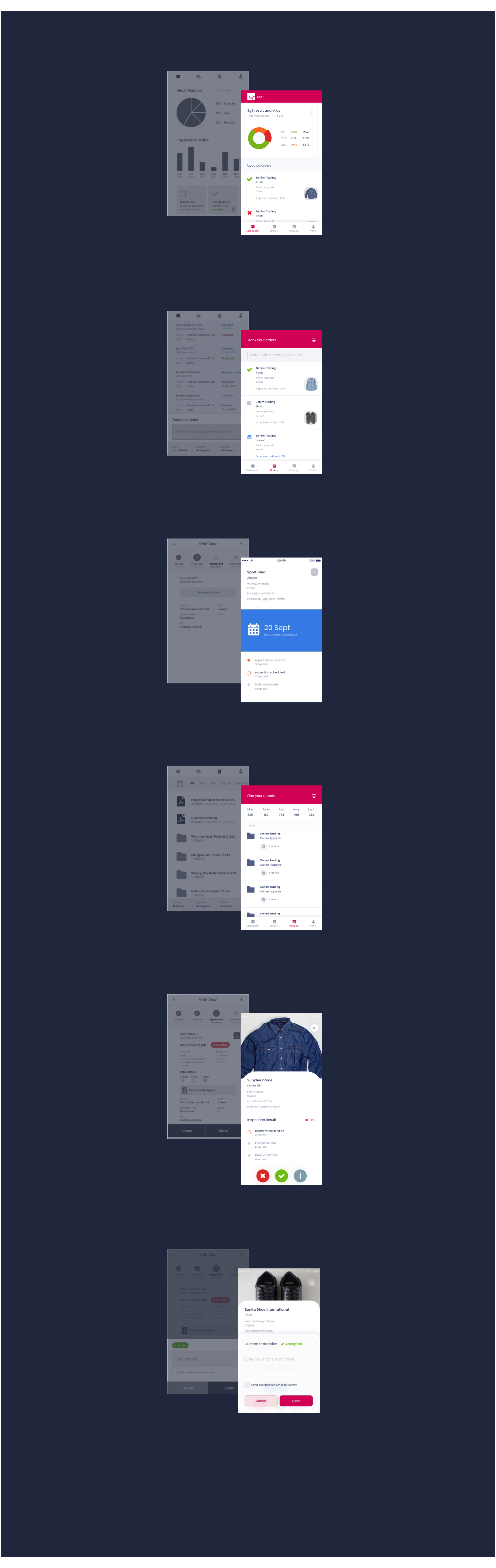
Empathize, Define and Ideate

Practiced empathy while user research. Set aside ego and assumptions and immerse ourselves in research. Qualitative methods, such as user interviews, cognitive mapping, and diary studies, allow us to dig into user behaviours, motivations, and concerns. This enables the innovation of creative solutions.

Generate a range of potential solutions and build a prototype (series of prototypes) to test hypothesis.

However, the true goal of design is not to be nice to users, but to empower them. For example, showing directly (all contents are personalised) what they want, and taking them where they want to go, instead of showing lengthy navigations and hidden data.

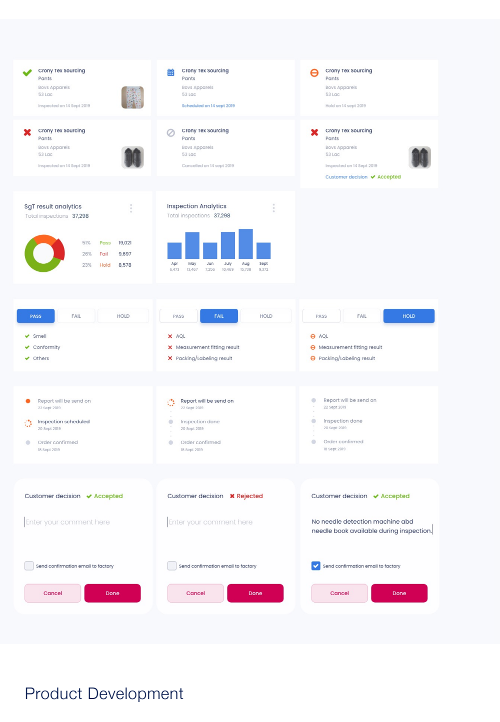
It allows us to dig deep into our understanding of the user and create solutions that will not only solve a need, but effectively improve our users' lives by removing unnecessary pain or friction.



Iterative Design

The first study with five users showed 45% of the usability problems. Fix these problems in a redesign.

Finally, the second study is to probe deeper into the usability of the fundamental structure of the product, assessing issues like ilA, content structure, and match with user needs. These important issues are often obscured in initial studies where the users are stumped by silly surface-level usability problems that prevent them from really diving into the product

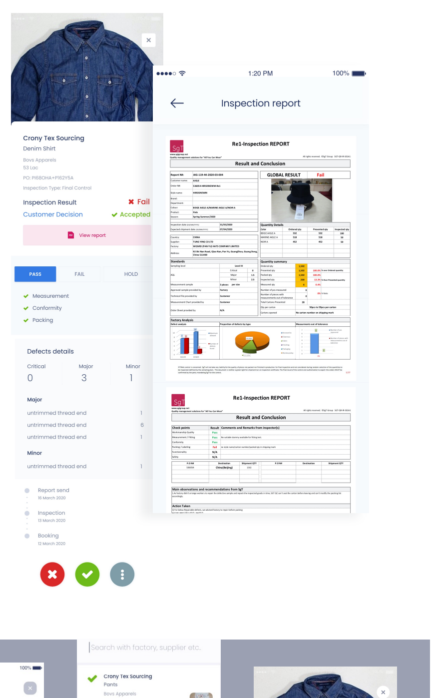


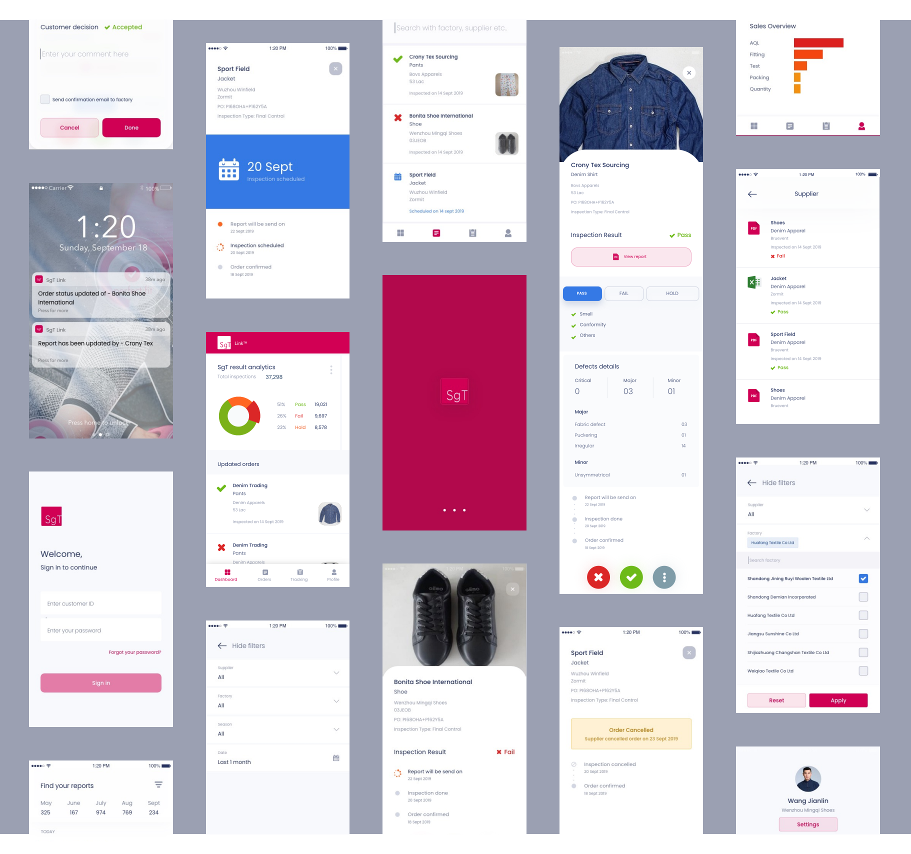
Product Development

In order to analyse a design and whether it meets its goals, there must be an agreement on the problem that needs to be solved. This likely means a clear understanding of users and their needs. Without these, any feedback is subjective and baseless.

For example, developers could build more extensible code throughout the current release if they have an understanding about future designs. In the same way, they could question technical feasibility when the designs are still in progress and can be changed without throwing time and money away.

After user testing and iterate we have planned different phases for next level updates and product scope





Final Design

We've tested, reworked and launched! Now, working on the phase2 :)

SGT - Final visual designs and wireframes