

# SALEEM MOHAMMED

## UX DESIGNER

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### ABOUT ME

My name is Saleem, and I'm a user experience designer from Hyderabad, INDIA.

I create digital products that are usable, enjoyable, and effective for users. I'm working with companies to develop innovative design solutions that meet user needs and business goals.

I have a passion for all things design. I have exposure to working with end-user focused customer applications as well as highly technical product interfaces, with expertise in designing consumer-grade applications.

### SKILLS

- Interaction Design**  
I can describe how things should behave.
- User Research**  
Understanding user behaviors, needs, and motivations through observation techniques.
- Information Architecture**  
I can do the strange and multidisciplinary work of an Information Architect.
- Prototyping**  
I can quickly create prototypes to demonstrate design concepts
- Visual Design**  
I can make things pretty.
- Usability Testing**  
I can evaluate a product or design by testing it on users.

### PROCESS

I follows a six-step Agile UX design process:

- 1 Define business goals**
- 2 Conduct research**
- 3 Explore concept design**
- 4 Document design plan**
- 5 Build**
- 6 Release product or feature**



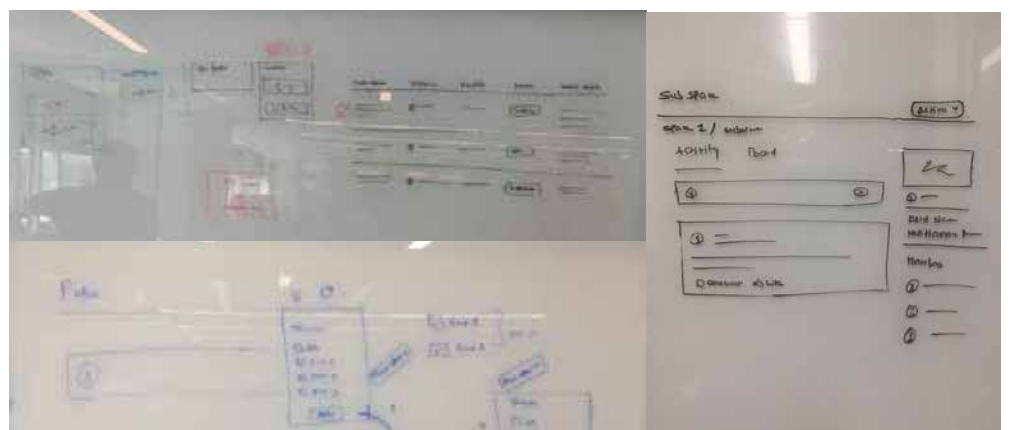
## Project 1

# PEGA CASE MANAGEMENT AND PEGA SOCIAL

<http://design.pega.com/examples/social-collaboration>

## Process

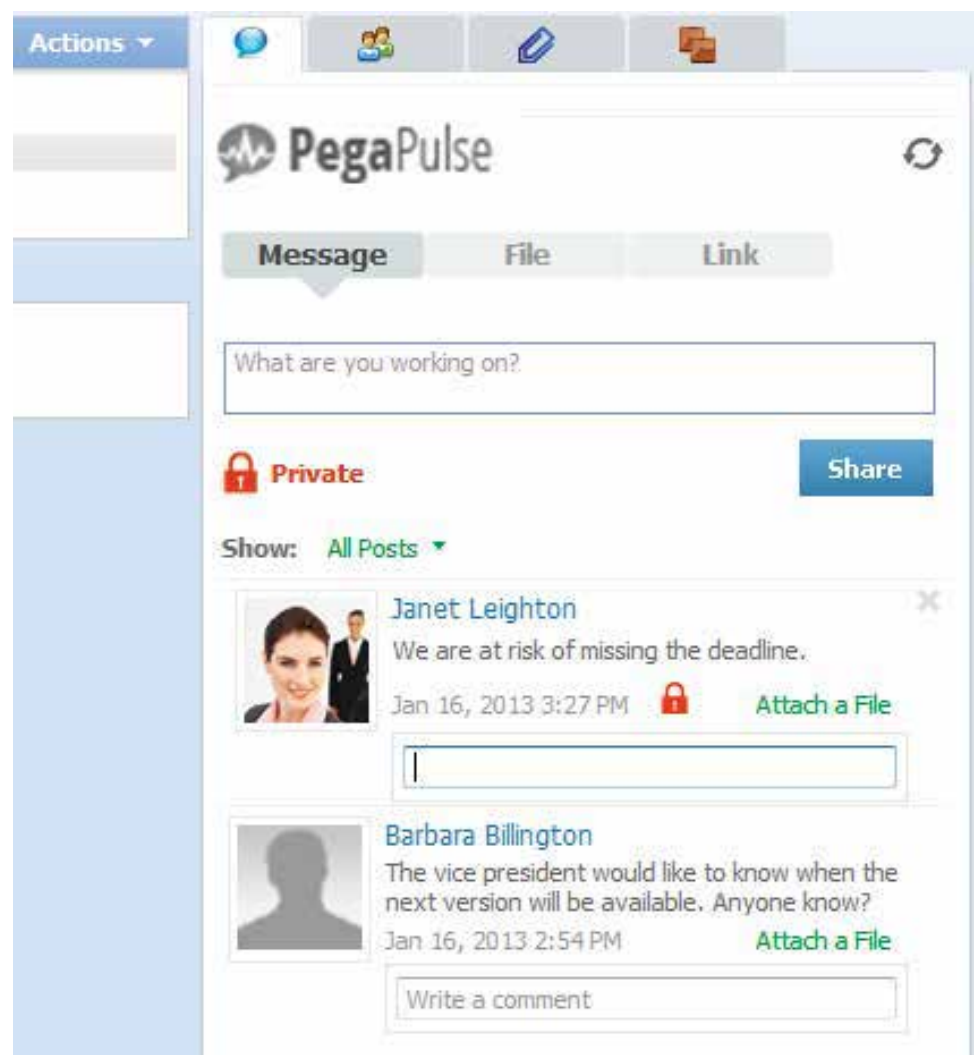
- ✦ Audited existing Pega Case Management to understand functionality and to identify which features need design thinking
- ✦ Conducted competitor analysis to analyze best practices
- ✦ Conducted a card sort exercise to improve information architecture in navigation
- ✦ Developed proto-personas to understand and empathize with users
- ✦ Surveyed users to understand what was working and what wasn't
- ✦ Lead workshops to brainstorm and ideate
- ✦ Wireframed and prototyped solutions using whiteboards, Sketch.
- ✦ Collected feedback and tested hypotheses with internal stakeholders and external users
- ✦ Developed a cohesive design solutions
- ✦ Documented styles and components



## Pega Social empowers customers and employees to do more by connect- collaborate-conclude.

### This is Pega Social not very long back

- ✦ Not a one-stop-shop for whats going on @ work
- ✦ Separate URL / Apps / Systems, etc.
- ✦ Tribal knowledge of where to do what
- ✦ No sharing of information/collaboration/linkage across apps



The screenshot displays the PegaPulse social interface. At the top, there is a navigation bar with icons for a globe, a group of people, a pencil, and a folder. Below this is the PegaPulse logo and a refresh icon. The main content area features a message input field with the placeholder text "What are you working on?". Below the input field, there is a "Private" status indicator with a red lock icon and a "Share" button. A "Show: All Posts" dropdown menu is visible. The message thread includes two posts:

- Janet Leighton**: "We are at risk of missing the deadline." (Jan 16, 2013 3:27 PM) with a red lock icon and an "Attach a File" link.
- Barbara Billington**: "The vice president would like to know when the next version will be available. Anyone know?" (Jan 16, 2013 2:54 PM) with a red lock icon and an "Attach a File" link.

A "Write a comment" input field is located at the bottom of the thread.

## The Result - Pega Social

### Introducing all new 'PEGA PULSE'

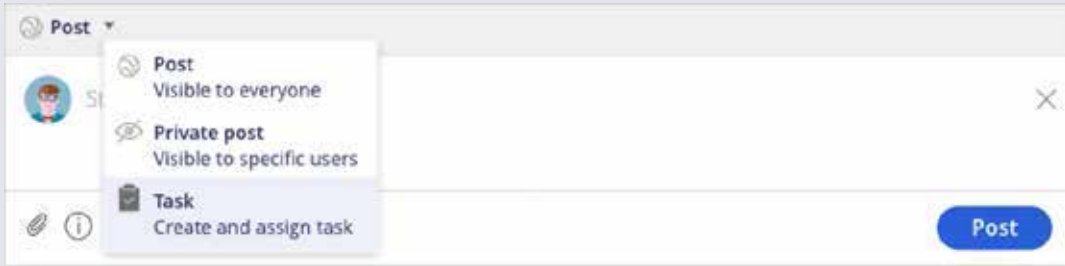
- ✦ Richer collaboration capabilities in Pulse so that it is more easy to use it to share and post new feeds to other users.
- ✦ Ability to filter feed of choice and follow users
- ✦ Real time updates to Pulse Feed viewers when there are new posts available in that context!
- ✦ Like, bookmark and tag posts
- ✦ Present data from more than one specific source to support single view of various events-discussions happening in the application.

### SPACES's and curated content

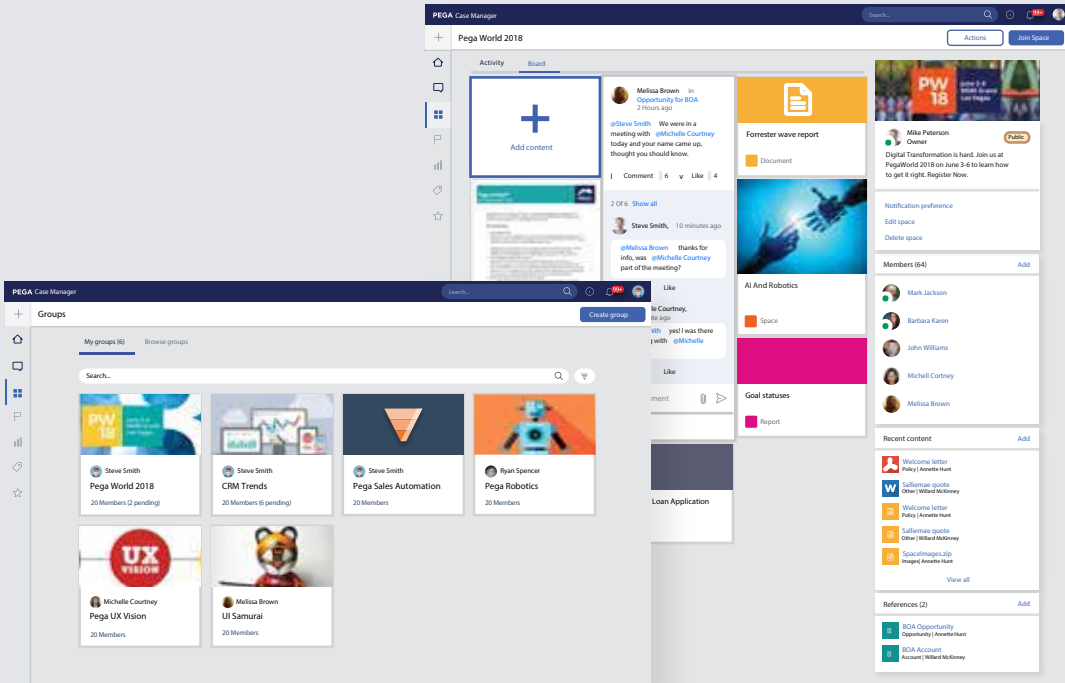
- ✦ Create an ad-hoc space/group around a particular topic and collaborate with the members in that Group.
- ✦ Admin to add/delete users to the Group
- ✦ Create a PIN referring to Cases, Reports, Documents, pulse posts etc

### DOCUMENTS

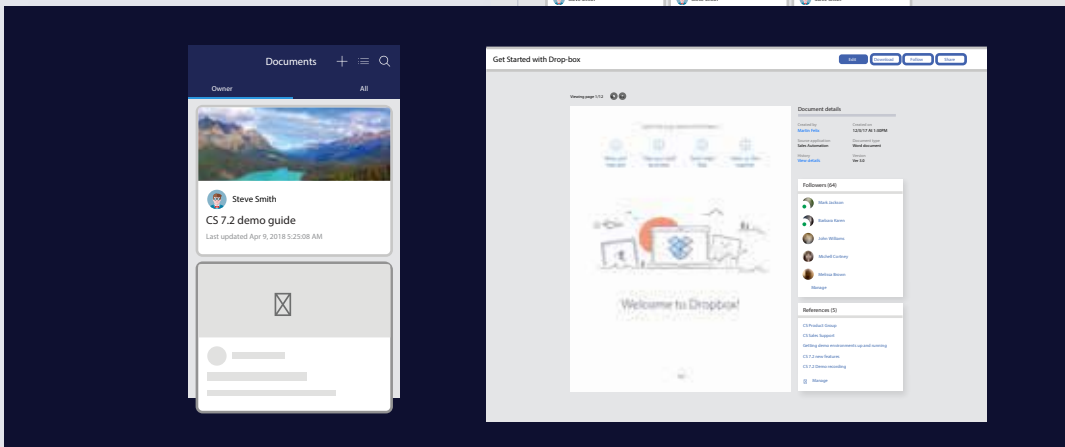
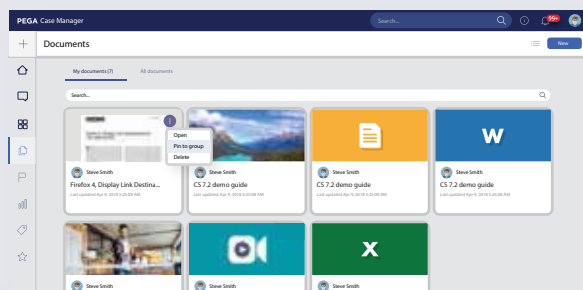
- ✦ Ability create and view new document in the application
- ✦ Sharing a Document across multiple contexts



Pulse



Space's and PIN's



Documents

# Pega's dynamic case management maximizes efficiency and consistency

The strength of the legacy Pega Case Management is its comprehensiveness; options abound thanks to years of adding features to accommodate customers' individual and very specific needs. But the interface was cluttered and unintuitive, and many features were not even used anymore.

## Recent features I worked in Case Management

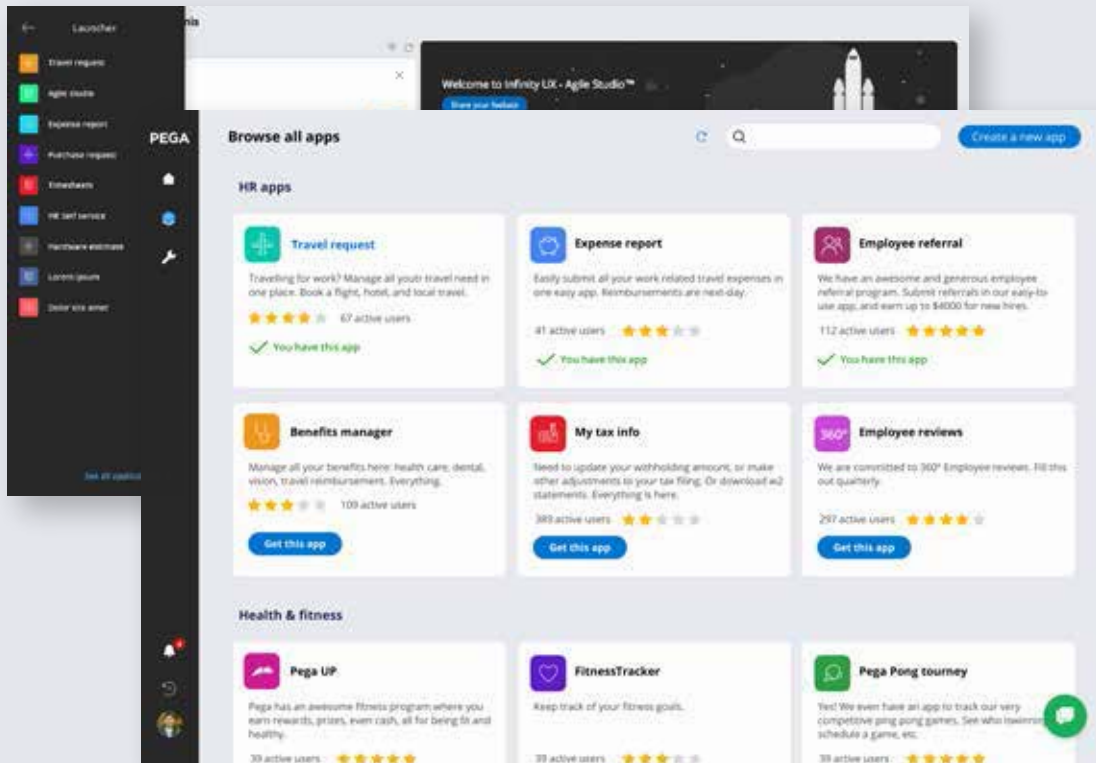
- ✦ Simple case auditing
- ✦ Easy collaboration configurations in a Case type
- ✦ 'My Apps' for quicker navigation across apps

The screenshot displays the Pega Case Management interface for a case titled "Loan - Framework (A-4)". The interface includes a header with the user name "Richard Kimble" and the application name "NewBusinessFW". The case details section shows the Case ID as "A-4", created by "Richard Kimble", and a status of "Pending-Approval". A notification states, "Your Loan has been submitted to Underwriting." Below this, there is a "Case Contents" section with a table listing assignments. The "Assigned To" column shows "Underwriting@myco.com". An "Actions" menu is open over the table, showing options like "Approve this selection" and "Reject". The "Customer Details" section is expanded, showing fields for First Name (Gail), Last Name (Ramondo), Street (101 Main Street), City (Cambridge), Email (gail@gmail.com), Customer ID (123456789), Total Current Balance (\$0.00), State (MA), and Phone (617 555-1212).

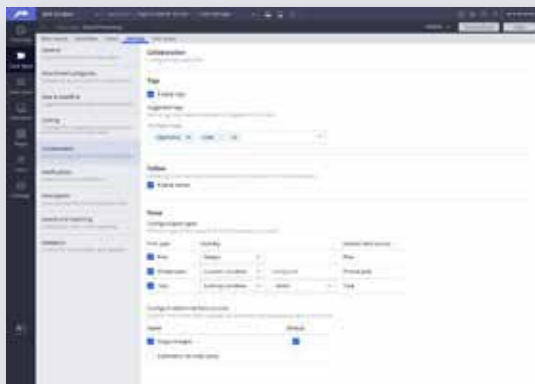
Name	Assigned To	Deadline
Underwrite this loan	Underwriting@myco.com	

Customer Details		Loan Details		Loan Terms	
First Name	Gail	Customer ID	123456789		
Last Name	Ramondo	Total Current Balance	\$0.00		
Street	101 Main Street				
City	Cambridge	State	MA		
Email	gail@gmail.com	Phone	617 555-1212		

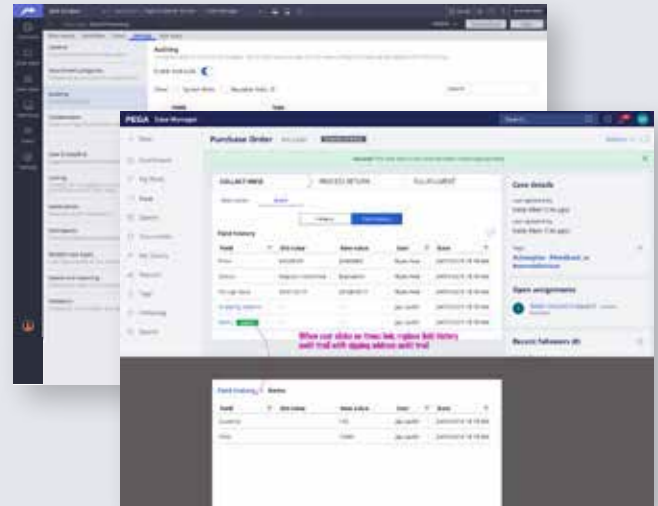
# The Result - Pega Case Management



My Apps



App Studio settings for collaboration



Simple Case Auditing



## **Project 2**

### **PEGA CPQ**

Pega Configure Price Quote (CPQ) for Communications makes it simple to configure, price, and quote digital proposals for the opportunity to order process. It allows CSPs to beat sales targets, move faster than the competition, and increase sales effectiveness. It supports multi-site subscription services, enables an omni-channel experience, and defines offers in an integrated product catalog.

#### **My role, key responsibilities and process followed**

- ◆ To engage with Product Owner to define scope of the project
- ◆ Requirement analysis and gathering
- ◆ User research and define persona for the proposed applications
- ◆ White-board sessions, paper prototyping, wire framing and prototype development
- ◆ Help development teams to convert design to UI
- ◆ Use case scenario creation and usability testing

#### **Challenges**

- ◆ To come-up with creative design which is achievable with product guidelines
- ◆ Had to cut down the huge scope at initial stage to come-up better user experience
- ◆ To design responsive UI which works in any device

#### **Final deliverables**

- ◆ Persona, Design pattern, wire-frame, Visual design, Usability testing



## Persona Research and documentation

- ✦ Conducting one-on-one interviews with a wide demographic of the targeted audience(s)
- ✦ Conduct analysis on the research data
- ✦ Define the customer life-cycle and understand all of the corresponding touch points.

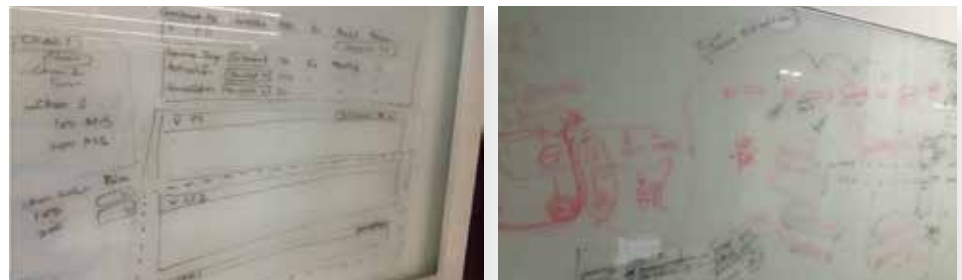


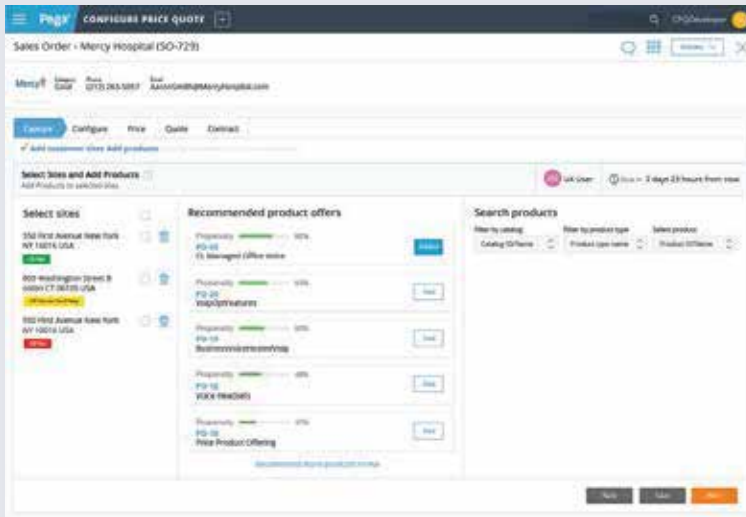
## White-board, paper-prototypes & wire frames

I use white boarding sessions and paper prototypes for sketch out my ideas. Lower fidelity reviews will result in more severe critiques.

For designs used in concept testing and usability evaluation, I use adobe illustrator and marvellapp to create high fidelity rapid prototypes.

I remotely operate with in an agile UX environment with product owners and stake holders between Hyderabad, Boston and Amsterdam. Skype for business allowed us to collaborate design work, modernizing our approach from traditional static reviews.





Design for web application



Design for I phone, I pad and Apple watch application

## Usability Study and Recommendations

Watching users try to accomplish tasks on your application is the most effective and efficient way to uncover usability problems.



### CPQ Mobile Usability Test Results May 26, 2016

#### Introduction

The goals of the CPQ mobile usability tests were to determine how intuitive the designs are and discover where there may be room for improvement. Four Pega employees varying in technical/Pega experience participated in this study in India and the US. All four participants found this experience to be generally intuitive, but there were some important usability issues discovered.

#### Prototype

<https://marvelapp.com/9hd8d3>

#### Scenario

This application is used by sales engineers to create sales quotes for customers. Sales engineers have access to customer information. You will be acting as a sales engineer today and you will be creating a sales quote (also known as a sales order).

1. Open the Pega CPQ application.
2. Log in.
3. Access the customers list.
4. Create a sales quote for Sterling Draper Cooper Pryce.
5. Add all customer sites to this sales quote.
6. Add products to 535 East 70<sup>th</sup> Street NY 1002.
7. Add all recently quoted products.
8. View details for the Ethernet Access product.
9. Submit the sales quote.



## Project 3 INFOSYS I-TRADE

Lead redesign of largest Asset Manager in the Kingdom of Saudi Arabia NCB Capital trading applications, web, desktop and mobile interfaces. Re factored taxonomy, and implemented design best practices.

### My role, key responsibilities and process followed

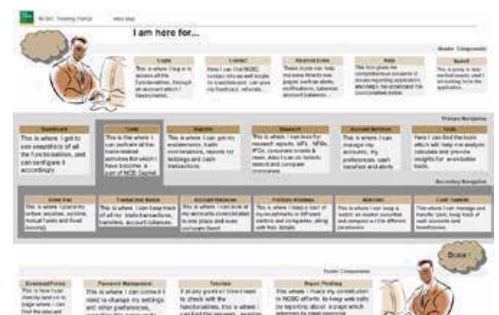
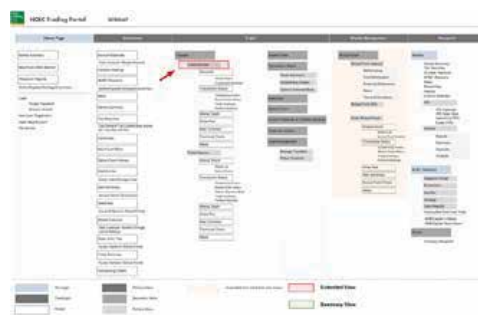
- ✦ Partnered with three project managers and one other lead designer to uncover insights and translate concepts into features that address customer behaviors and motivations
- ✦ Defined the product with my project manager partners. I evangelized customer goals and balanced business goals. I prioritized and negotiated features for launch and beyond

### Challenges

- ✦ Unhappy customer with previous design deliverables
- ✦ Multi-language support

### Final deliverables

- ✦ Persona, Site map, Mind map, Card sorting metrics, Design pattern, wire-frame, Visual design, Usability testing metrics



Wireframe:

The screenshot shows a wireframe for the Etihad Atheeb Telecommunication Company (Atheeb Telecom) page on the NCBC Capital website. The page layout includes a header with navigation links (Dashboard, Portfolio & Cash, Investing & Trading, Trading Tools, Research & Guidance, Personalization, Products & Services, NCBC.com), a search bar, and a main content area. The main content area features a large header for the company name, followed by a summary of key data points: Last Traded Price (SAR) at 7.13, Price Change (+0.35 +5.30%), Open at 7.18, Bid Price at 7.12, Day's High at 7.40, 52 Week High at 11.08, Volume at 100, Previous Close at 7.08, Ask Price at 7.13, Day's Low at 7.20, and 52 Week Low at 6.45. Below this is a section for Order Entry with fields for Quantity, Order Type, Price, Time in Force, and Order Expiry Date. A Market Depth table is also visible, showing Bid and Ask prices and quantities. The page footer contains a Privacy Policy, Terms & Conditions, Security Tips, Report Printing, SiteMap, Download Forms, and Disclaimer.

Visual Design:

The screenshot shows the final visual design for the Etihad Atheeb Telecommunication Company (Atheeb Telecom) page on the NCBC Capital website. The page layout is clean and professional, featuring a green and white color scheme. The main content area includes a large header for the company name, followed by a summary of key data points: Last Traded Price (SAR) at 100,000.00, Price Change (-0.09 -0.77%), Open at 7.55, Bid Price at N/A, Day's High at 8.31, 52 Week High at 11.05, Volume at 100, Previous Close at 7.08, Ask Price at N/A, Day's Low at 6.98, and 52 Week Low at 6.45. Below this is a section for Order Entry with fields for Quantity, Order Type, Price, Trigger Price, Time in Force, Order Expiry Date, Order Expiry Date, Fill Option, Minimum Quantity, and Disclosed Quantity. A Market Depth table is also visible, showing Bid and Ask prices and quantities. The page footer contains a Privacy Policy, Terms & Conditions, Security Tips, Report Printing, SiteMap, Download Forms, and Disclaimer.



# Design for Desktop and Mobile application



## **THANK YOU**

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