



PRODUCT DESIGN (ENTERPRISE UX)

**Passionate about delivering delightful user experiences, products, and ideas through human-centered design.**

[consultux@dotnikstudio.com](mailto:consultux@dotnikstudio.com)

UX4WEB ~ VISION

# **Providing holistic evaluation and auditing of one's digital product to Enhance UX.**

Helping individuals, startups, and enterprises in UX Audit, Research and Design  
Consultancy along with Full-Stack Design and Development Solutions.



**Growth-driven**

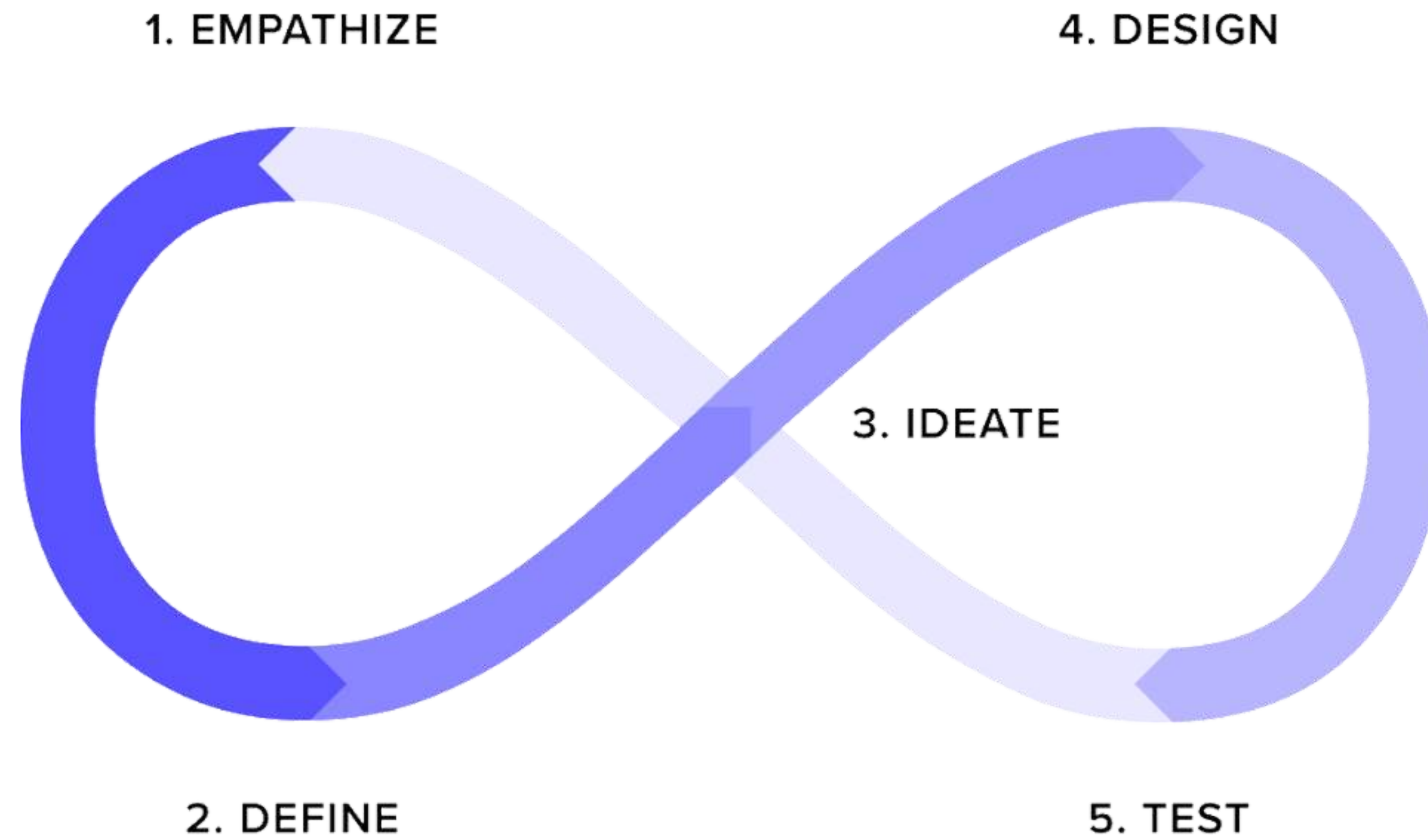


**Data-driven**



**User-centered**

# Effective & Valuable UX Process

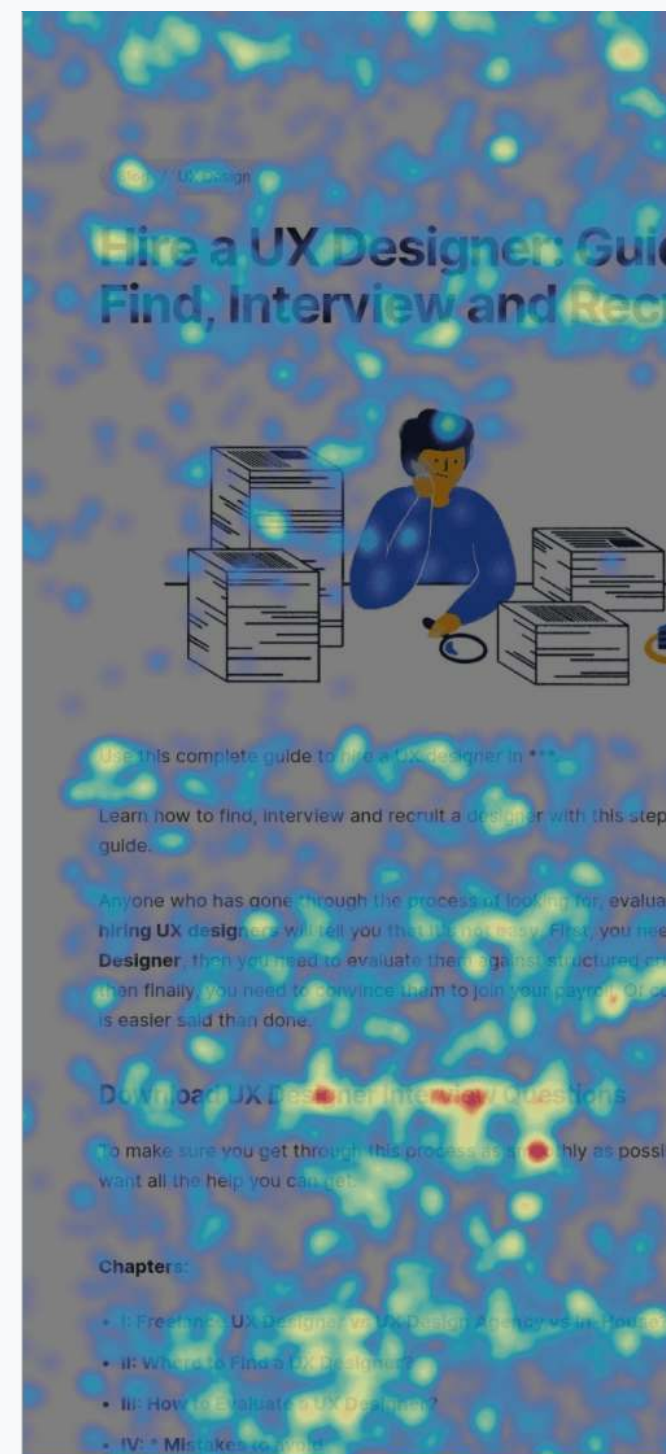


UX VALUE LIFECYCLE IS AN ITERATIVE PROCESS

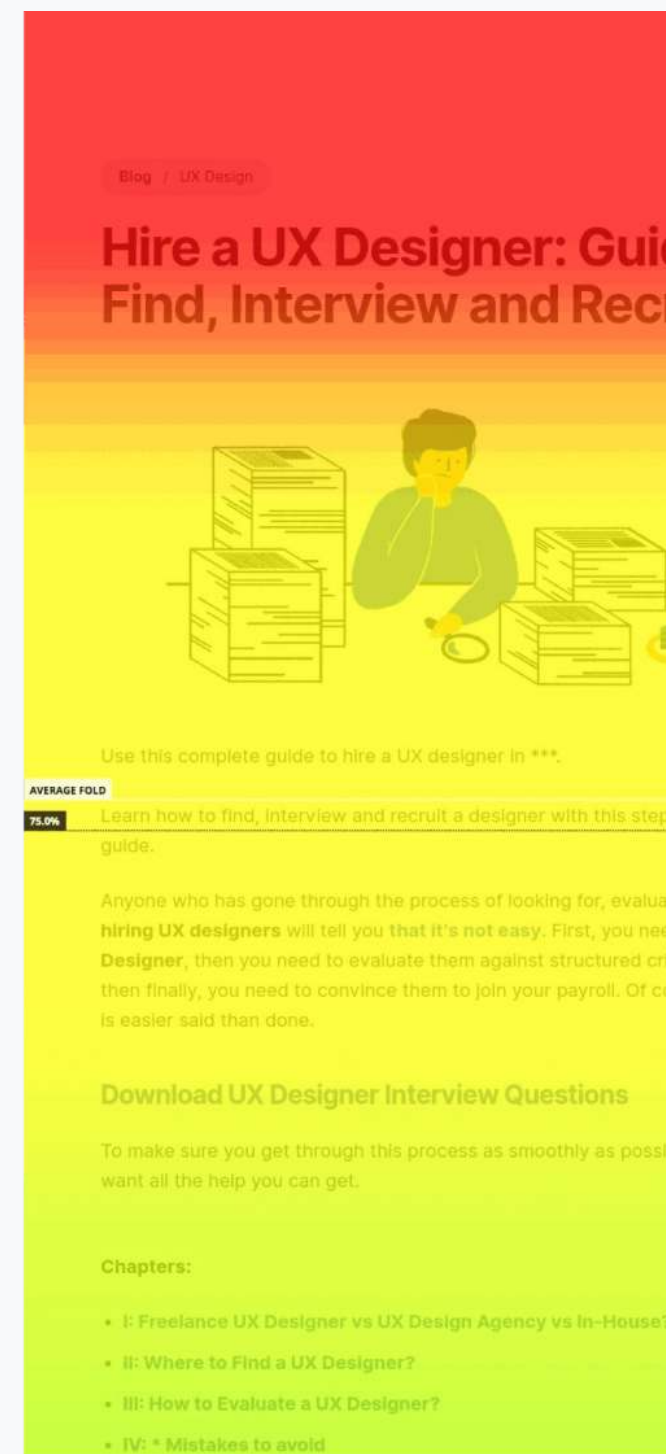
# Snapshot of few Deliverables



Click Heatmap



Movement Heatmap



Scroll Heatmap

## 1. High priority

Information Architecture

Overwhelming complexity - too many sections, subsections. Improved classification and naming required.

Inconsistency and unoptimized navigation patterns.

Onboarding and system discovery

Lack of onboarding - users should be given a short tour on the most important aspects of the software so they know how to start using it. This could also include eg. customization of the dashboard.

Lack of features' explanation and clear CTAs (especially for empty states). This includes also tooltips.

## 2. Medium priority

No progressive disclosure - users should be introduced to more advanced features as they get more advanced.

Inefficient/inappropriate UX patterns - eg. filling in the forms.

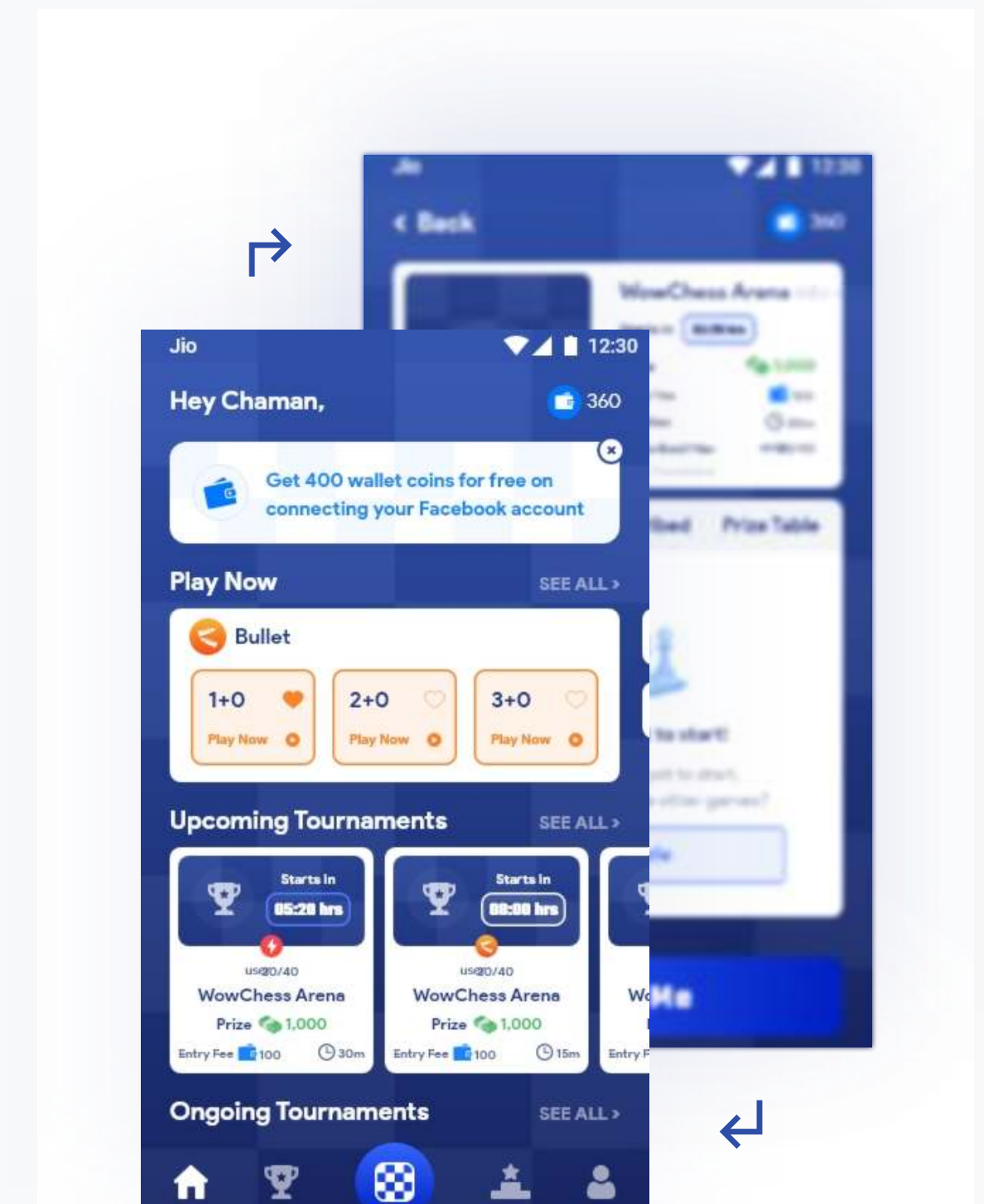
Visual hierarchy - components order, priority, eg. primary, secondary buttons.

Lack of customization - users should be allowed to tailor the interface to their needs. This will help them to use system more efficiently.

## 3. Low priority

UI components - make the interface more attractive, adjust size of elements such as text fields to their purpose, improve iconography.

Usability Heuristics Report



Interaction Prototypes



SELECTED & FINISHED END-USER PRODUCTS

**View a holistic showcase of some  
Digital Products that were designed in the labs**



DESIGNING DELIGHTFUL USER EXPERIENCES & MOST HUMAN CENTERED DESIGNS

# INCUBATOR ON CLOUD

Project Base

**1K - 25K Users**

Done For

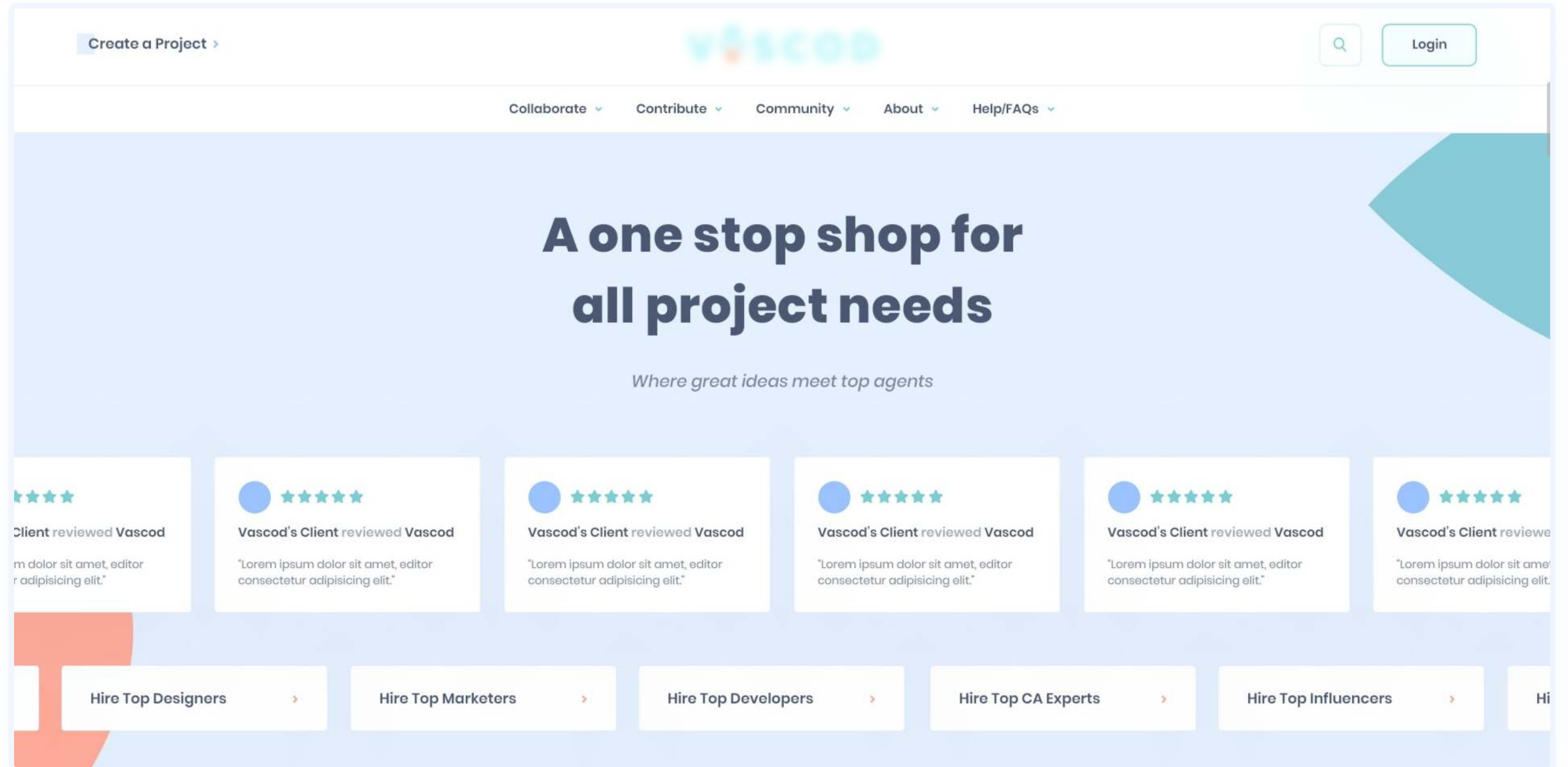
**VA\_\_D (NDA Signed)**

Category

**Enterprise UX - SaaS**

Responsibility

**Product Design (UX/UI)**



Dashboard Overview

Home | My Projects | My Agents | Calendar | Chat | Account | Billing | Settings

Get Projects Done by Top Agents at Vascod

Monthly Projects: 02 (Count of Projects) - 65%

Yearly Projects: 15 (Count of Projects) - 75%

Total Projects: 21 (Count of Projects)

Create a New Project: 05 (Ongoing Projects)

Unread Messages: 02 (Count of Messages) - 65%

Number of Drafts: 15 (Count of Drafts) - 75%

Amount Spent on Projects: 15,00,000 (Since Joining)

Quick Overview

- Ongoing Projects: 5
- Messages: 2
- Activity: 10
- Notifications: 10

Project Status Overview

Home | My Projects | My Agents | Calendar | Chat | Account | Billing | Settings

Get Projects Done by Top Agents at Vascod

Drafts (6)

In Progress (3)

Completed (4)

Project List: New website for Vascod (Draft Pending, 1 day left, 5 days left, 2 days delays, Completed!)

My Agents (04)

Sort By: Recents

Agent Name	Project Name	Chat	Rating	Hire
John Doe (UX Designer)	Project Name	Chat Now	★★★★☆	Hire Agent
John Doe (UX Designer)	Project Name	Chat Now	★★★★★	Hire Agent
John Doe (UX Designer)	Project Name	Chat Now	★★★★☆	Hire Agent
John Doe (UX Designer)	Project Name	Chat Now	★★★★☆	Hire Agent

Chat Window: John Doe (Online Now)

Messages: "What would you like to chat about? The project? Quick chat with Agent", "Hello James, how can I help you?", "Hello Agent, I need UX of a..."

Footer: Stay Connected, © Copyright 2019 Printmaker Media Private Limited. All Rights Reserved.

My Events

Home | My Projects | My Agents | Calendar | Chat | Account | Billing | Settings

Get Projects Done by Top Agents at Vascod

< January 2019 > View: Month

MON	TUE	WED	THU	FRI	SAT	SUN
DEC 28	DEC 29	DEC 30	DEC 31	1	2	3
	Meeting with Agent				Meeting with Agent	
4	5			8	9	10
				Meeting with Agent		
11	12			15	16	17
				Meeting with Agent		
18	19	20	21	22	23	24
					Meeting with Agent	

Event Details: Meeting with Agent (Vascod Client, Company Owner, 3:00 pm - 5:00 pm, Vascod HQ)

# CHESS APP GAME DESIGN

Project Base

5K - 100K+ Users 🔥

Done For

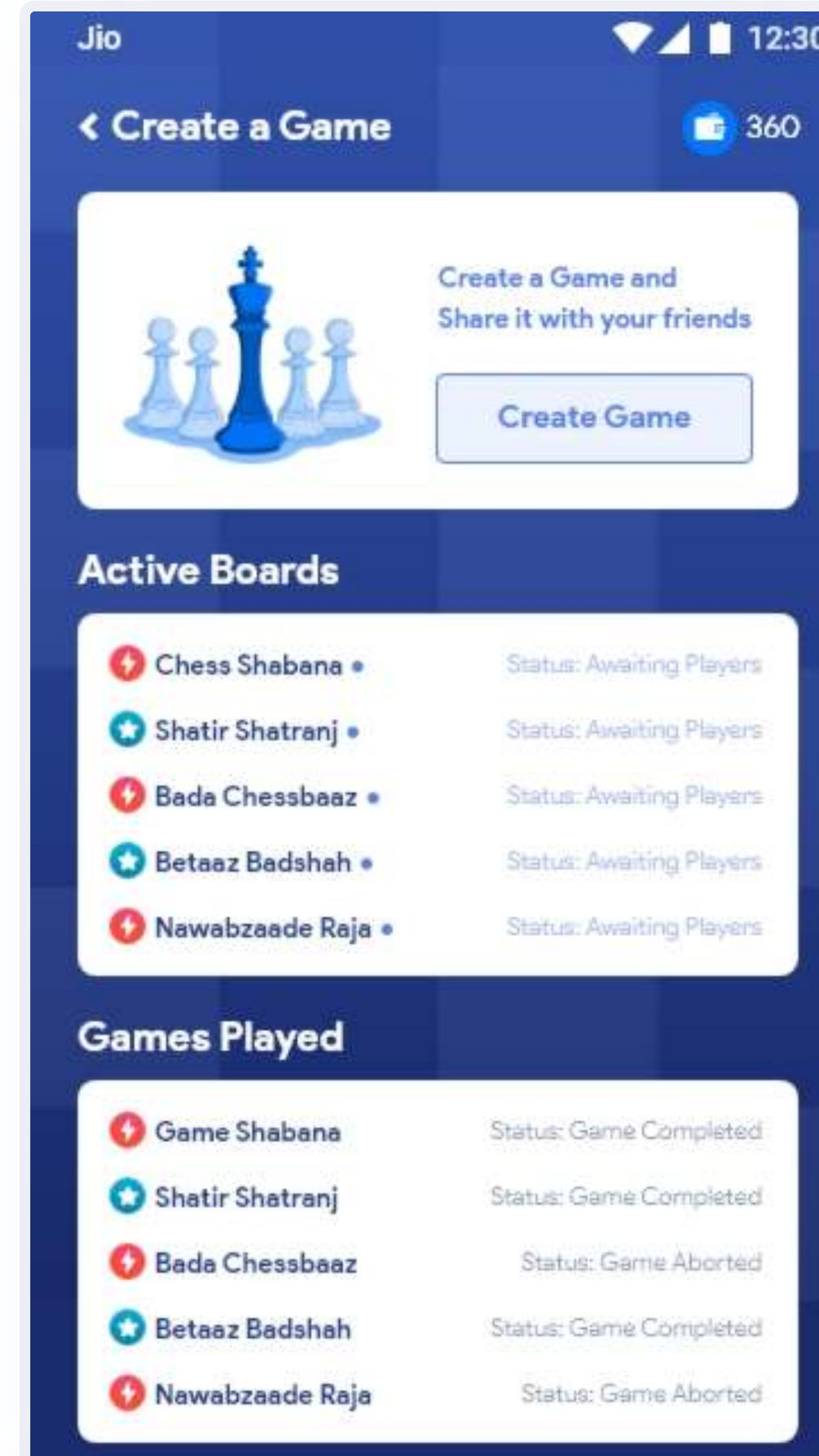
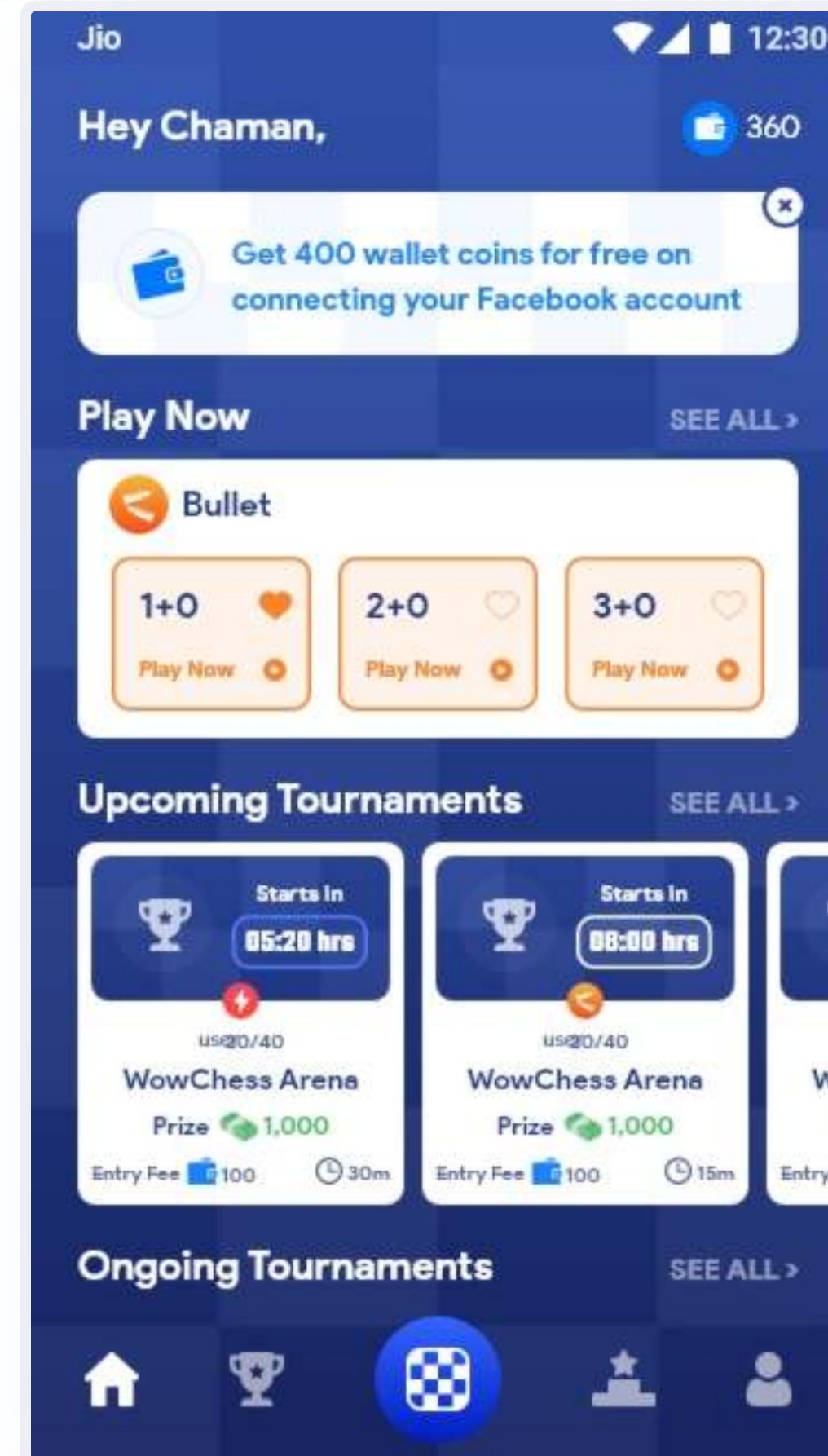
WowChess Games

Category

Mobile Gaming Sector

Responsibility


Product Design (UX/UI)





Jio 12:30

< Back 360



**WowChess Arena** info

Starts in **05:20 hrs**

Prize **1,000**

Entry Fee **100**

Duration **30m**

Subscribed/Max **us\$20/40**


Blitz Tournament

Ongoing Games **Subscribed** Prize Table

# Sanjay Kumar (245)	Challenge
# Manish Nautiyal (124)	Challenge
# Sanjay Kumar (110)	Challenge
# Manish Nautiyal (75)	Challenge
# Kailash Rawat (64)	Challenge
# Vivek Sheikh (54)	Challenge
# Kailash Rawat (64)	Challenge
# Vivek Sheikh (54)	Challenge
# Kailash Rawat (64)	Challenge
# Vivek Sheikh (54)	Challenge
# Kailash Rawat (64)	Challenge
# Vivek Sheikh (54)	Challenge

Jio 12:30

< Back 360



**WowChess Arena** info

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Prize **1,000**


Entry Fee **100**

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Subscribed/Max **us\$20/40**

Blitz Tournament

Ongoing Games **Subscribed** Prize Table



**Tournament yet to start!**

This tournament is yet to start, why not till then explore other games?

[Try a Puzzle](#)

**Notify Me**

Jio 12:30

**Leaderboard**

Score **Money** Friends

Top Scorers Today

# Rank 02 <b>Sharad Mishra</b> (198 Points)	# Rank 01 <b>Sanjeev Singh</b> (201 Points)	# Rank 03 <b>Anil Singh</b> (156 Points)
#04 <b>Chaman Sharma</b> (141 Points)		
#05 <b>Rajat Mishra</b> (132 Points)		
#06 <b>Shamila Shekawat</b> (126 Points)		
#07 <b>Kailash Shankar</b> (120 Points)		
#08 <b>Shamila Shekawat</b> (118 Points)		
#09 <b>Kailash Shankar</b> (114 Points)		

Home Trophy **Chess** Star Profile

# PROJECT DELIVERY TRACKER

Project Base

2K (Super Admin Users)

Done For

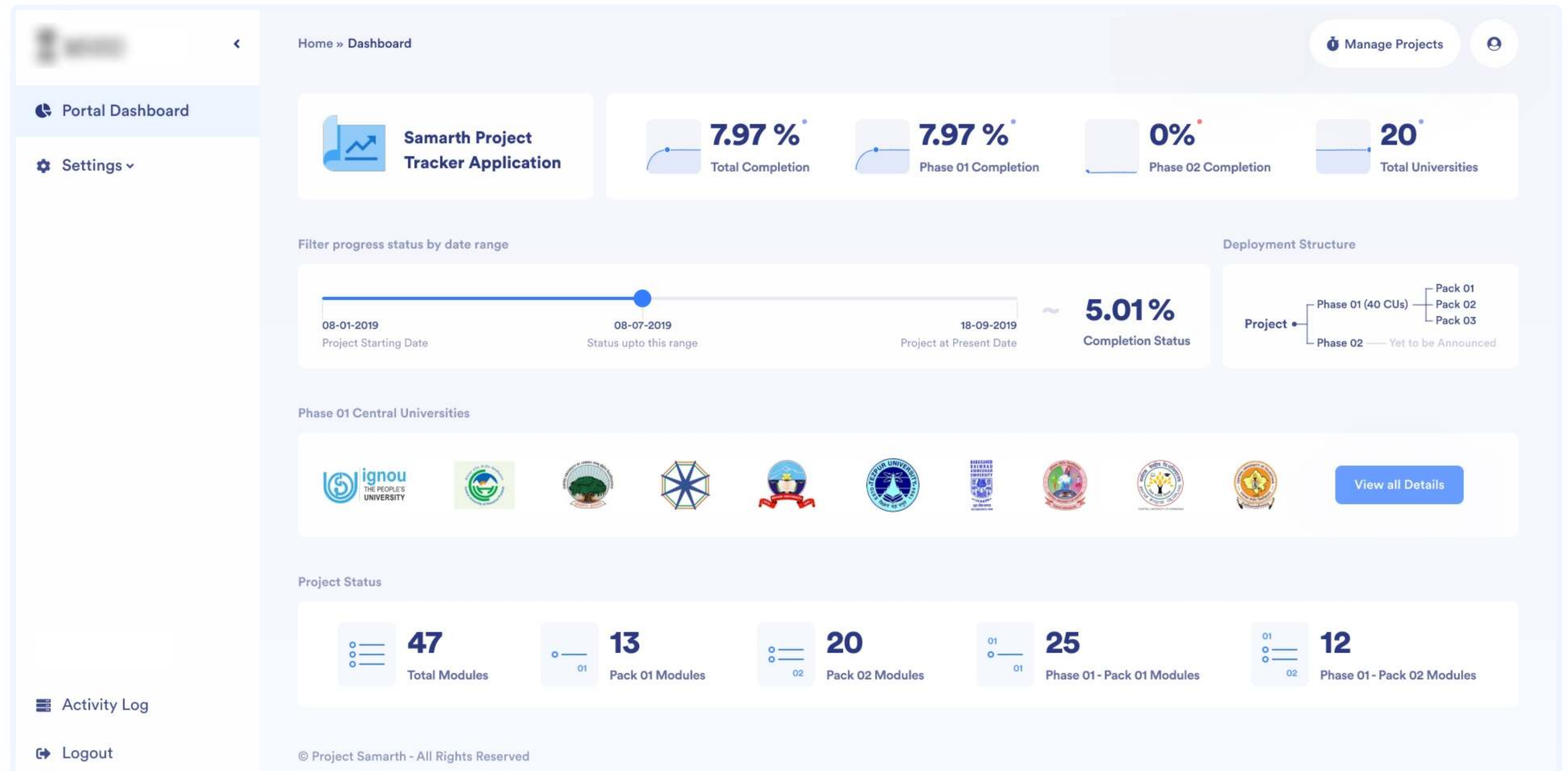
A Government Project

Category

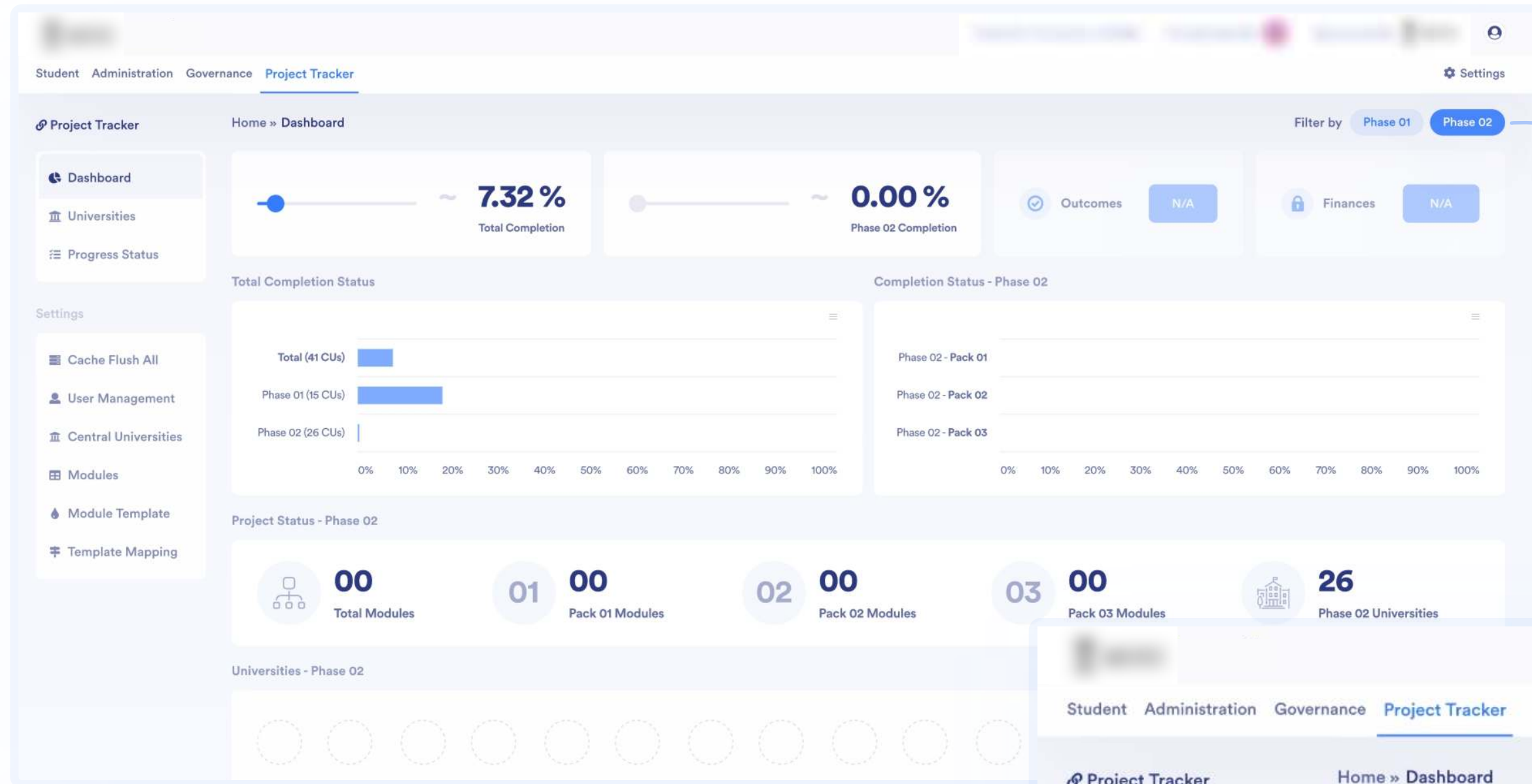
Enterprise Web App

Responsibility

Product Design (UX/UI)



First Draft of the Design

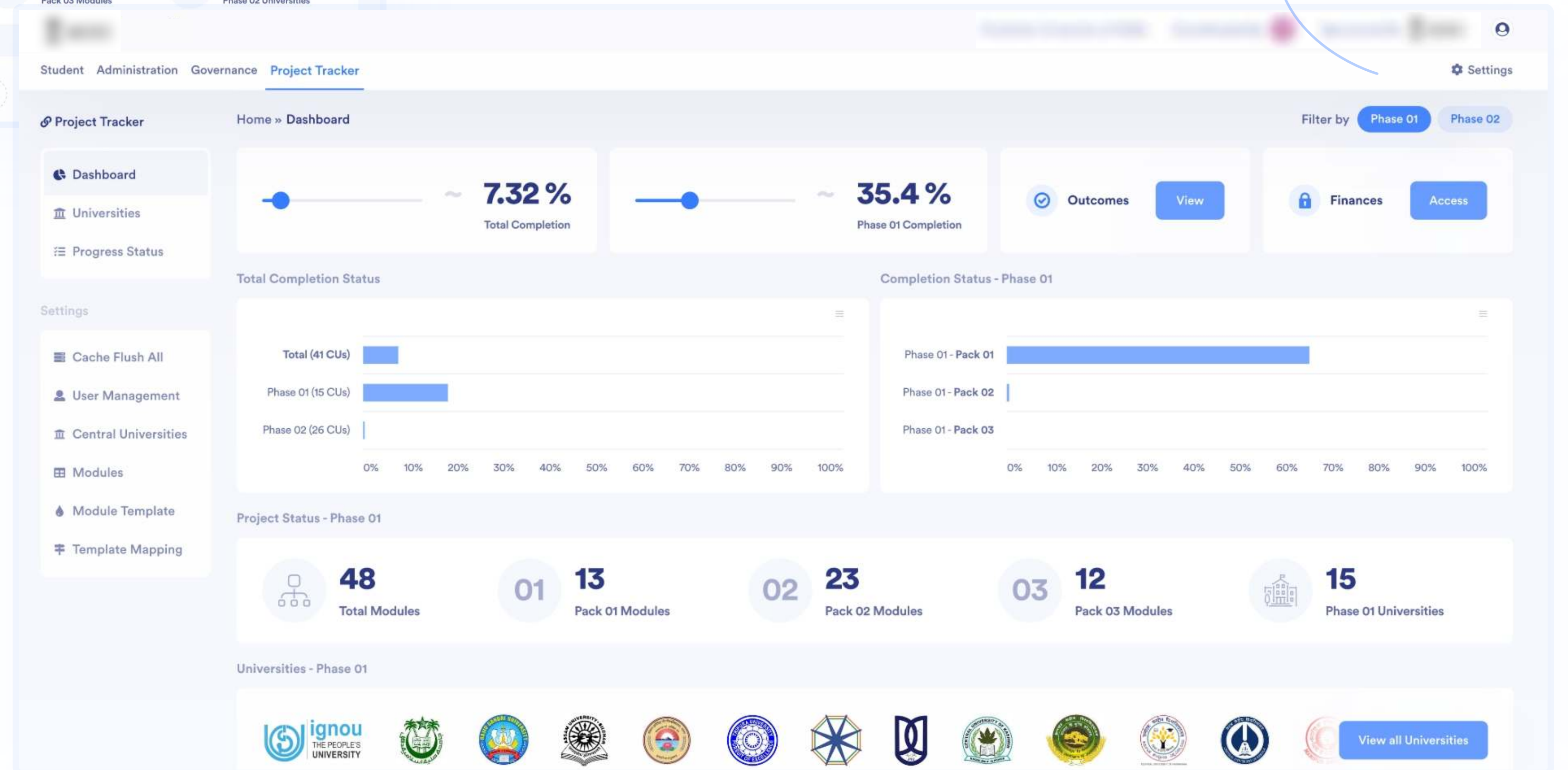


Upcoming Roadmap

Empty State Phase 02

Rolling Out Roadmap

Planned State Phase 01



Iterated Design

To incorporate more data and phase wise real life system data

# EGOV 2.0 APP FOR UNIVERSITIES

Project Base

100K - 20M+ Users 🔥

Done For

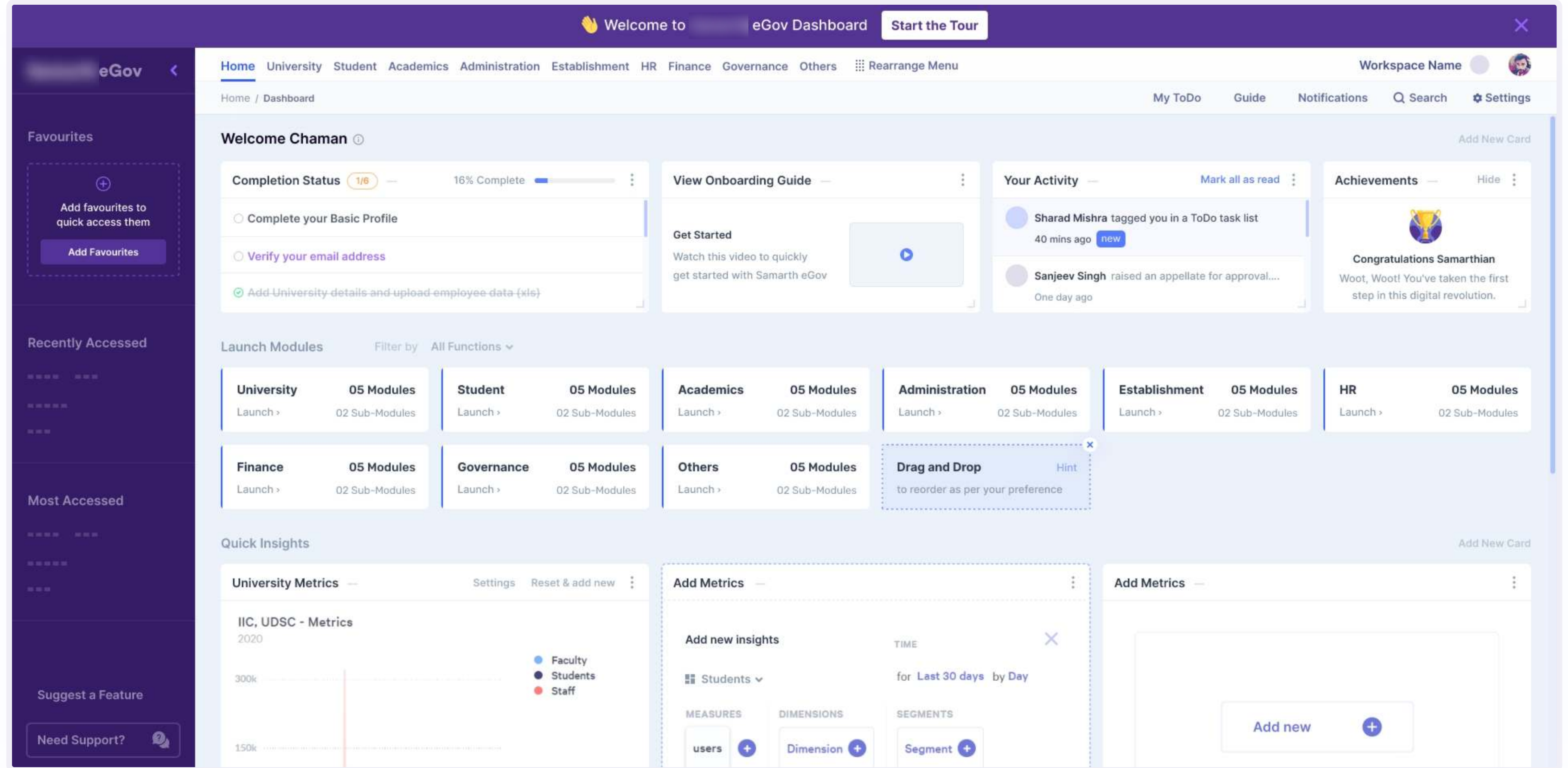
Higher-Ed Universities

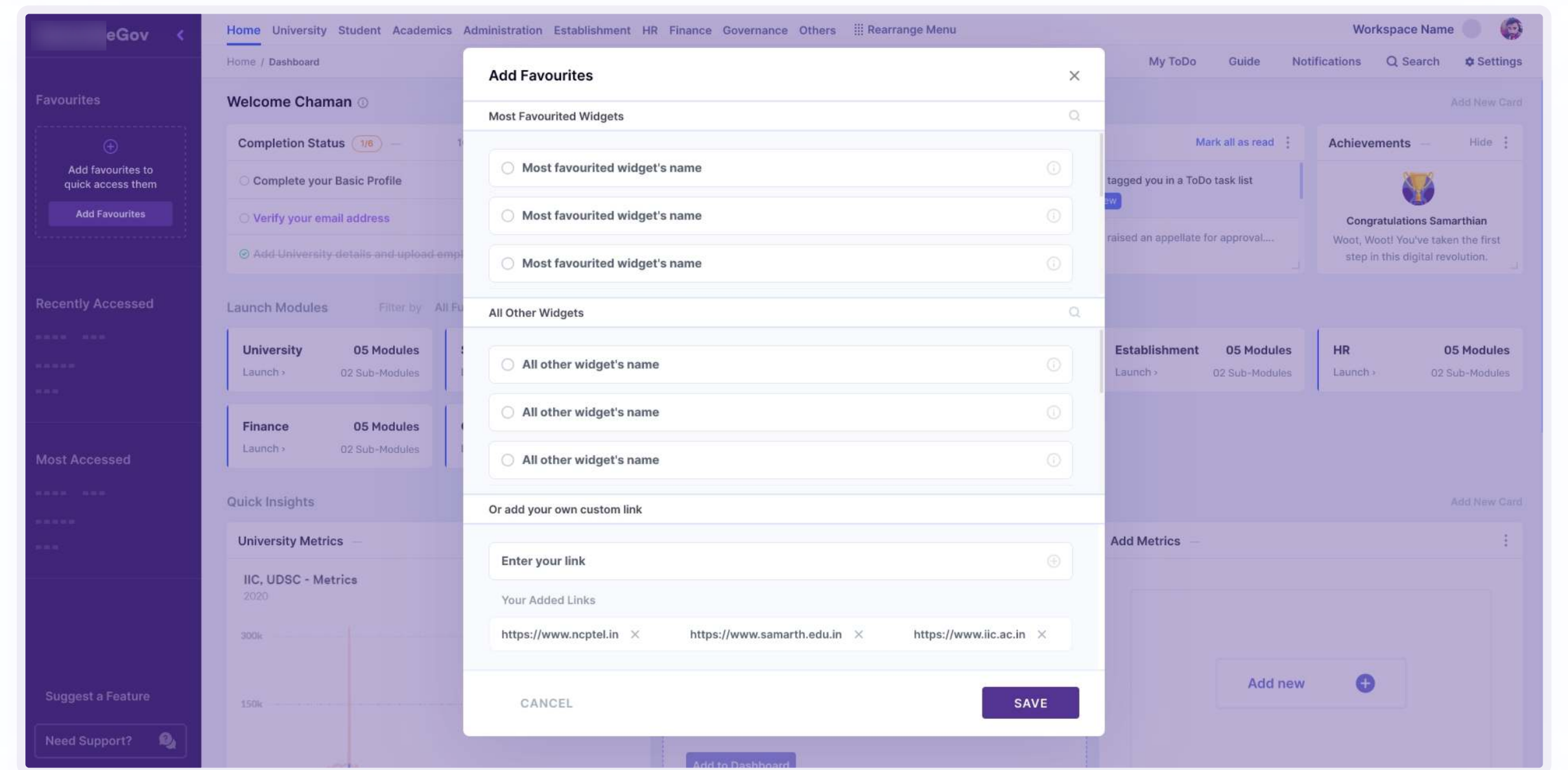
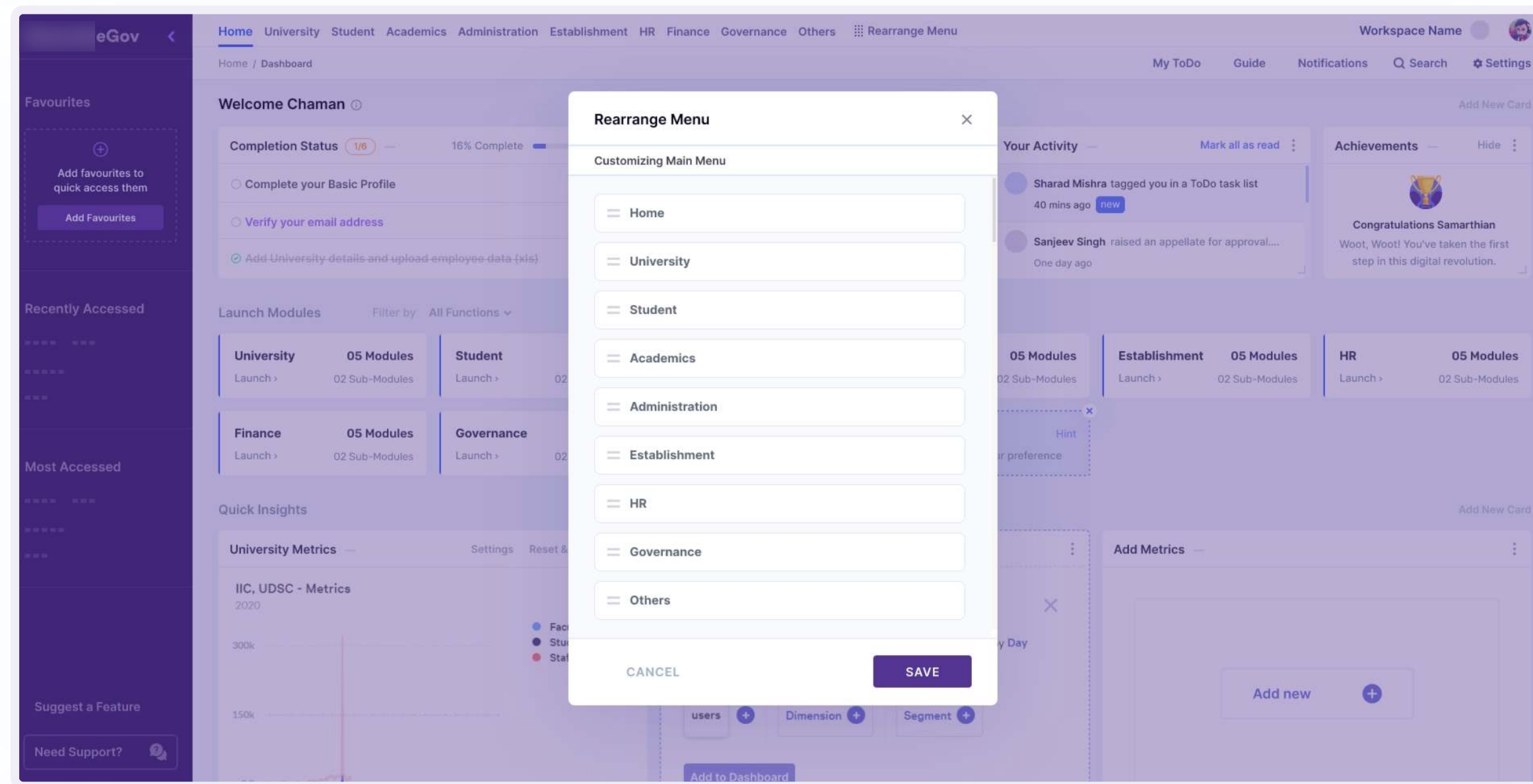
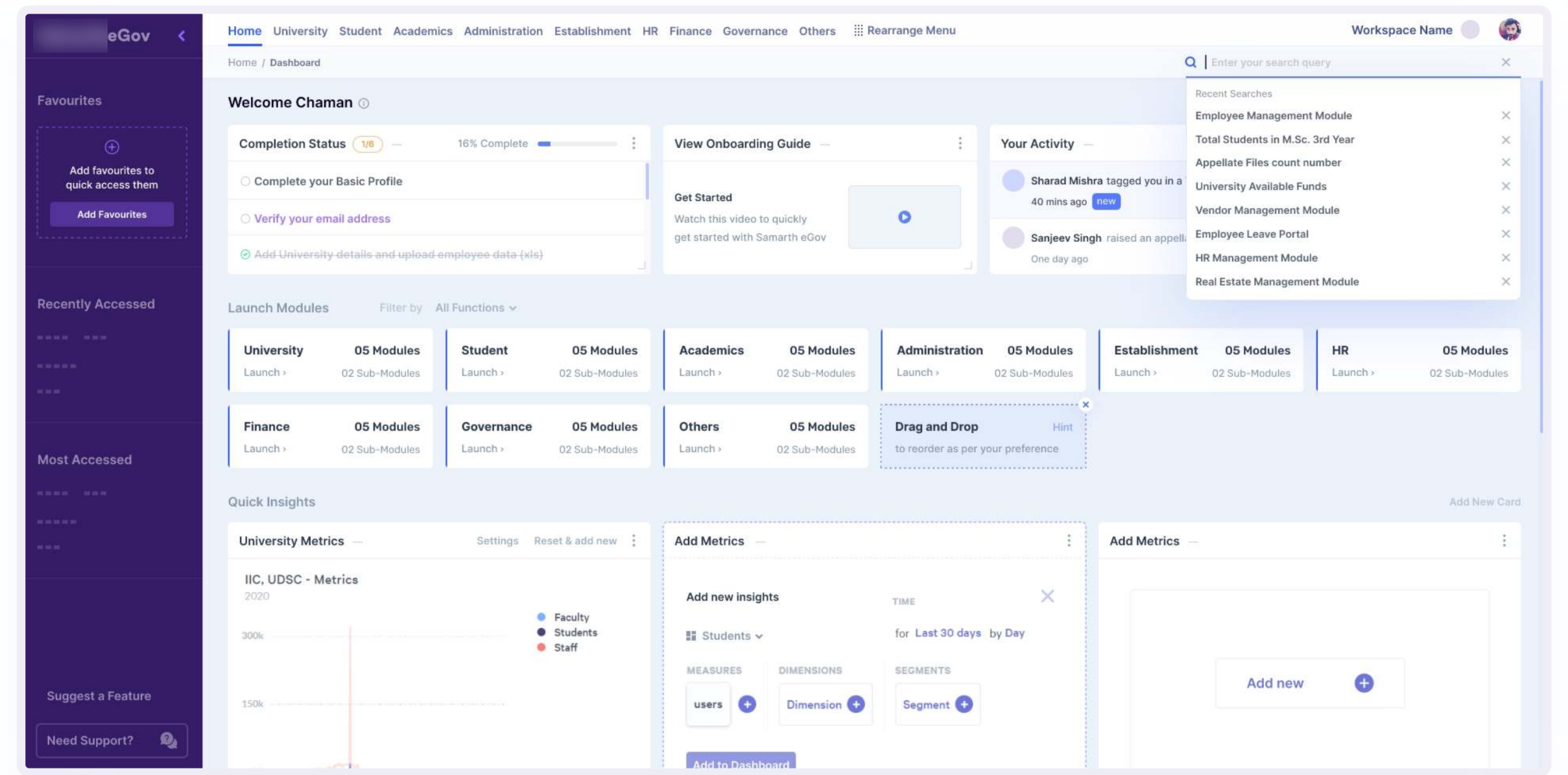
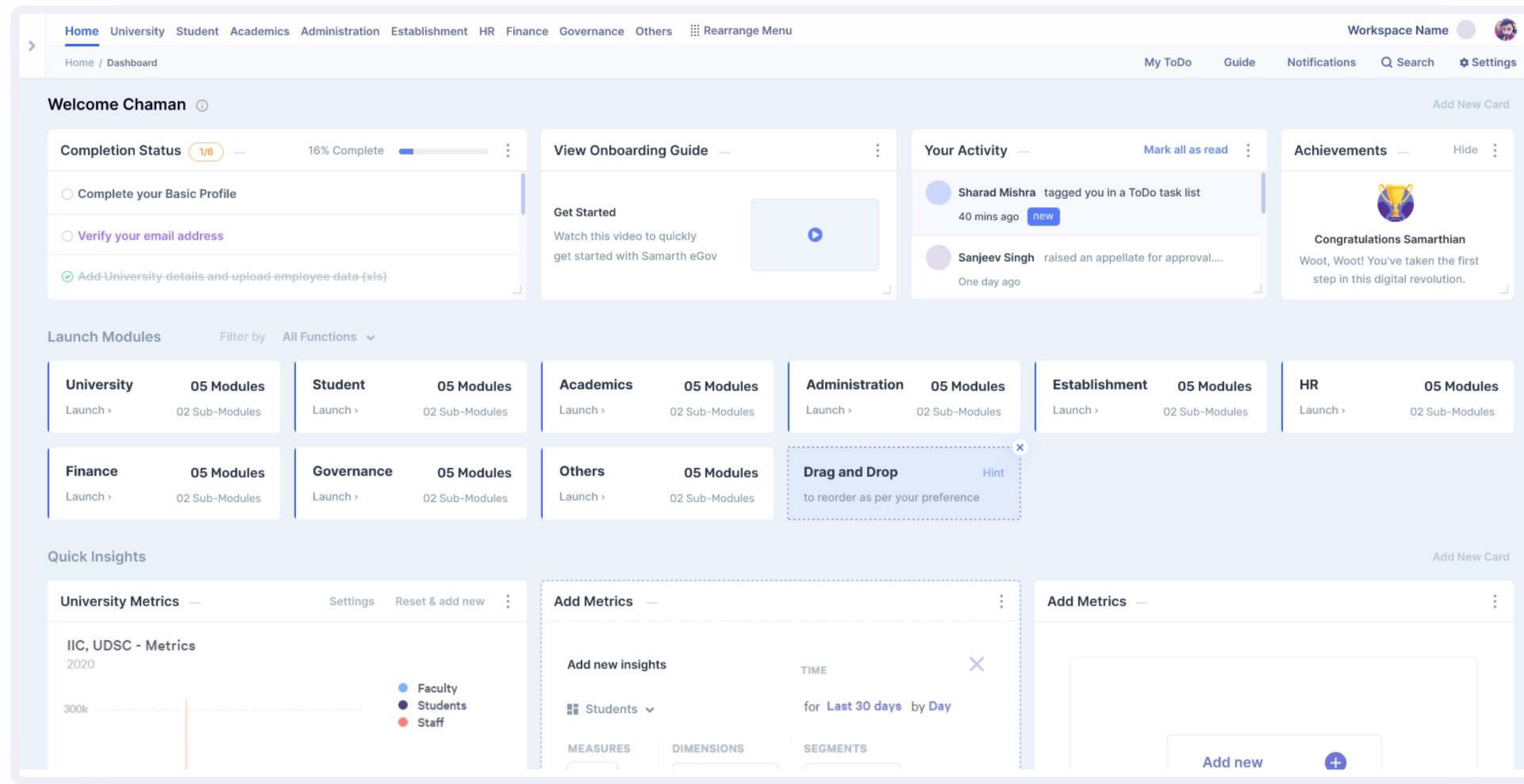
Category

eGovernance Software

Responsibility

Product Design (UX/UI)





# UNIVERSITY OF DELHI REDESIGN

Alexa Rank

**259 (IN), 2K (Global)** ↗

Done For

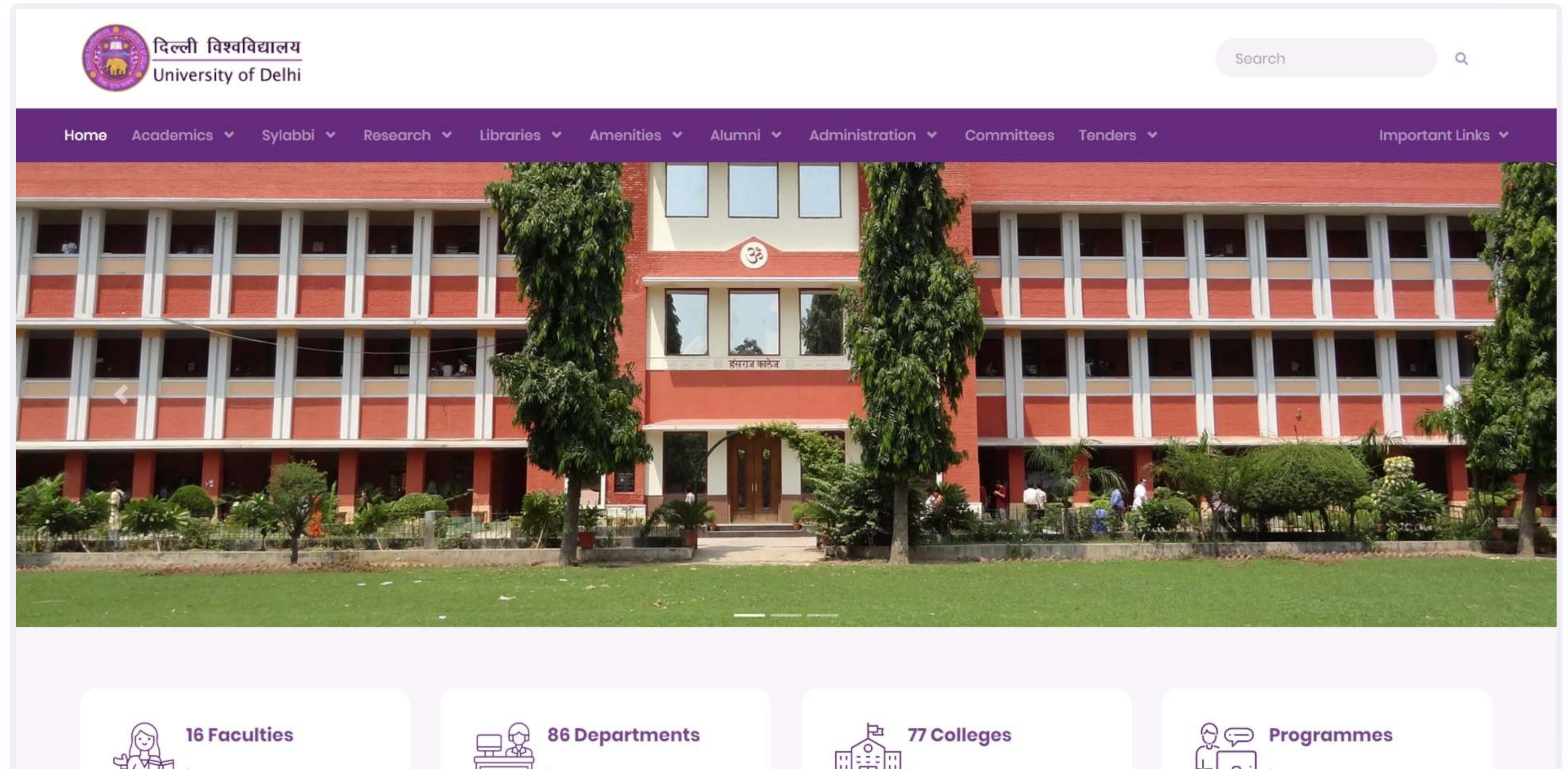
**University of Delhi**

Category

**Education Sector**

Responsibility

**Product Design (UX/UI)**



दिल्ली विश्वविद्यालय  
University of Delhi

Home Academics Syllabi Research Libraries Amenities Alumni Administration Committees Tenders Important Links

Home / Academics / Departments

### List of Departments of Faculties (15 Departments of Faculties found)

Arts Applied Social ... Commerce & ... Education Interdisciplinary ... Law

Management ... Mathematical ... Medical Sciences Music Open Learning Science

Social Sciences Technology Affiliated Faculty

### Faculty of Arts (15 Departments found)

Viewing 04 of 15 - Expand all

Department of Arabic

Department of Buddhist Studies

Department of English

Department of Germanic & Romance Studies

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University of Delhi

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Home / Departments / Business Economics

### Department of Business Economics (01 Result found)

Post Graduate > Business Economics

#### Master of Business Administration (MBA - Business Economics)

Duration : 3 yrs ★★★★★ Rated : 4.5

Learn more Download Syllabus

Navigation Helper

Want to navigate back to Departments List?

Or just do a Search for the Courses?

Search Courses Goto Departments

Scroll down to view more info

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University of Delhi

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Home / Dashboard / Programmes

### Programmes Directory (40 Results found)

Filters All Post-Graduate Search

Post Graduate > Computers

#### Human Computer Interaction and User Experience Design

Duration : 3 yrs ★★★★★ Rated : 4.5

More Info Download Prospectus

Post Graduate > Computers

#### Computer Security and Ethical Hacking Course

Duration : 2 yrs ★★★★★ Rated : 4.5

More Info Download Prospectus

Post Graduate > Computers

#### Information Technology and Cloud Computing

Duration : 2 yrs ★★★★★ Rated : 4.5

More Info Download Prospectus

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More Info Download Prospectus

Post Graduate > Computers

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More Info Download Prospectus

Perfect Courses for you (04 Results found) Filters Computers Post-Graduate Viewing 03 of 04 - Expand all



Post Graduate > Computers

### Human Computer Interaction and User Experience Design

Duration: 3 yrs ★★★★★ Rated: 4.5

Learn more

Download Syllabus



Post Graduate > Computers

### Computer Security and Ethical Hacking Course

Duration: 2 yrs ★★★★★ Rated: 4.5



Post Graduate > Computers

### Information Technology and Cloud Computing

Duration: 2 yrs ★★★★★ Rated: 4.5

Faculties in Computers Department

## Master of Business Administration (MBA)



Post Graduate > Business Economics > MBA

### School of Computer & Information Sciences (SOCIS)

Duration: 3-6 Yrs Medium: English

#### → Course Summary

The broad objective of the MCA is to prepare graduate students for productive careers in software industry academia by providing an outstanding environment for teaching and research in the core and emerging areas of the discipline. [More Info →](#)

Eligibility: Any Bachelor's degree of minimum 03 year duration

Fees: Rs. 72,000/- for full programme

Programme Coordinator: Mr. Akshay Kumar, mca@ignou.ac.in

Important Info Dates Admissions Help FAQs



# Your Learning Journey Starts here!

Admissions to 2020 session are now open for Bachelors, Masters and Ph.D Programmes.

This is to notify to all candidates that for admission to Ph.D. Programmes for the Academic Year 2019-2020 registration has been extended to June 22nd 2020.

Admission Committee  
June 17th 2019

Registered User Login

New User Register



Search for a course...

Search



# Why just me?

# If awards counts!

One cannot be judged by awards and recognitions but just to name a few.

**1.**

Project featured on  
Behance (Interaction  
Publication)

**2.**

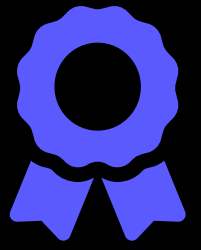
Project featured on  
Behance (Adobe XD  
Publication)

**3.**

Project featured on  
Behance (Stock  
Publication)

**4.**

Project featured on  
Indiefolio Spotlight



**5.**

Behance Portfolio  
Reviews Award  
Winner

**6.**

Adobe Live  
Challenge Winner  
- ux4web

**7.**

Nominated for CEO  
Insights magazine  
- ux4web

**8.**

Nominated for  
India 500 Startup  
Award 2019

**9.**

Ranked Under Top 100  
Designer Worldwide  
on Uplabs - ux4web

**10.**

Project Featured on  
Behance (Graphic  
Design Gallery)

**11.**

Featured on multiple  
best websites platforms  
- Design Nominee Sites

**12.**

And multiple other  
honorable mentions,  
awards, and recognitions

# Bad UX Design is costing you a lot of money

Look below at some of the statistics from the Consequences of Bad UX and Benefits of Good UX



## CONSEQUENCES OF BAD UX

**50%** of developers' salary is wasted on fixing errors

**50%+** of users never use the platform again

**MORE** capital is spent on customer support



## BENEFITS OF GOOD UX

**10X** more effective than fixing bugs after launch

**BOOST** growth with organic recommendations

**100X ROI** for every dollar spent on UX due to increased customer retention

[Hurry, Book a UX Audit Now!](#)

# Yes, you can Book me as your Conference Speaker

~ Also available for Corporate UX Trainings & One-on-one Mentoring

SEND BOOKING ENQUIRY



Adobe

Campus Leader



Adobe

EdEx Influencer

# Certified to Provide Excellence

Passed high set of standards and certified to provide excellent value and knowledge proposition



**Growth Driven  
Design Certified**



**Accredited  
Adobe Educator**



**Inbound  
Marketing Certified**

**No fluff.  
No bullshit.**

**UX Design / UX Audit Consultant**

**≈ Happy Product Users + Monetary Value**



Bonus:

Purchase Whitepaper

CLICK TO PAY & GET IT

~ Lifetime free updates

# Demystifying UX

## Fundamentals

2020 ★ ★ ★

A to Z



**Chaman Sharma**

Experience awaits →

Clear your concepts on what Really 'UX' is!!

Plus all the other "X's" in the Product Design Industry

**We're just the magical wand  
you need and that you must  
have been waiting for.**

↳ Getting started is simple:

**⚡ Just Say Hello**

Requires email to send

**Let's work together**



*Chaman Sharma*

[consultux@dotnikstudio.com](mailto:consultux@dotnikstudio.com)

Behance

Uplabs

LinkedIn

Instagram