TMSN
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Brand

Portfolio



www.timsondesign.com

My simple yet effective

Design process

01

Identify pain

Get to know the struggles of end users.

02

Create opportunities

Provide more delightful interaction alternatives.

03

Test concepts

Design ideas that users would appreciate.

04

Lock & Load

Provide absolute support during hand-off.

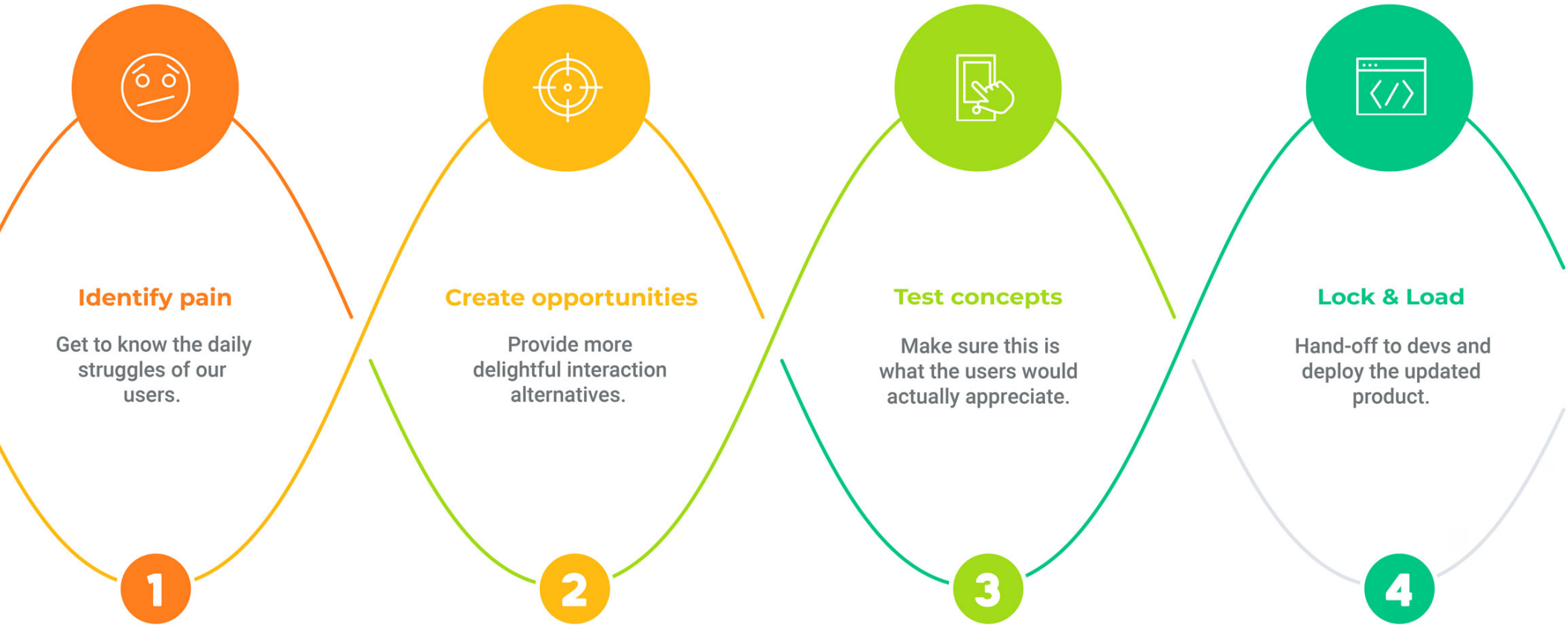
Rinse & Repeat

Timur Mutyshev
UX Lead



I like to validate design ideas as early as possible with the end users. Early feedback is crucial to delivering delightful experiences and optimizing business processes.

> Failing to achieve optimum results early leads to the necessary adjustments, and allows me to sharpen my skills and work.


Identify pain
Get to know the daily struggles of our users.
1
Create opportunities
Provide more delightful interaction alternatives.
2
Test concepts
Make sure this is what the users would actually appreciate.
3
Lock & Load
Hand-off to devs and deploy the updated product.
4

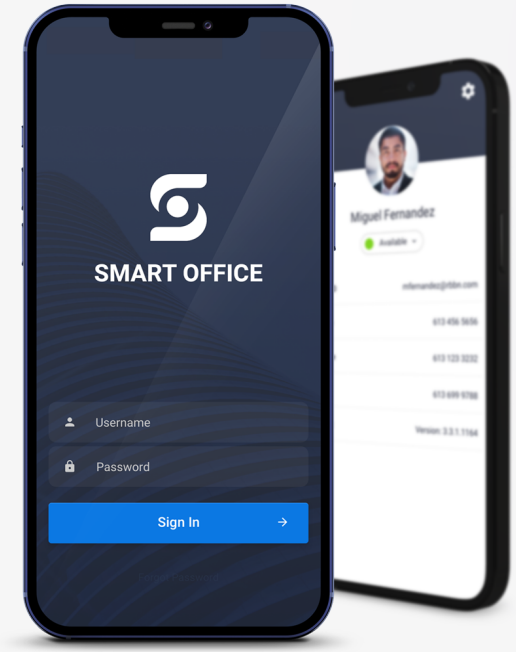
Smart Office

Case Study

How might we help provide in-the-office experience from virtually anywhere?

Project goal:
We were on the verge of losing a big customer because of the poor user experience. I had 3 months to fix the problem. The objective was to offer a better user experience, with a feature-set aimed at improved navigation, and quick actions.

My role:
User research and competitive analysis
Lead interaction and visual designer
Prototyping and user testing





Project

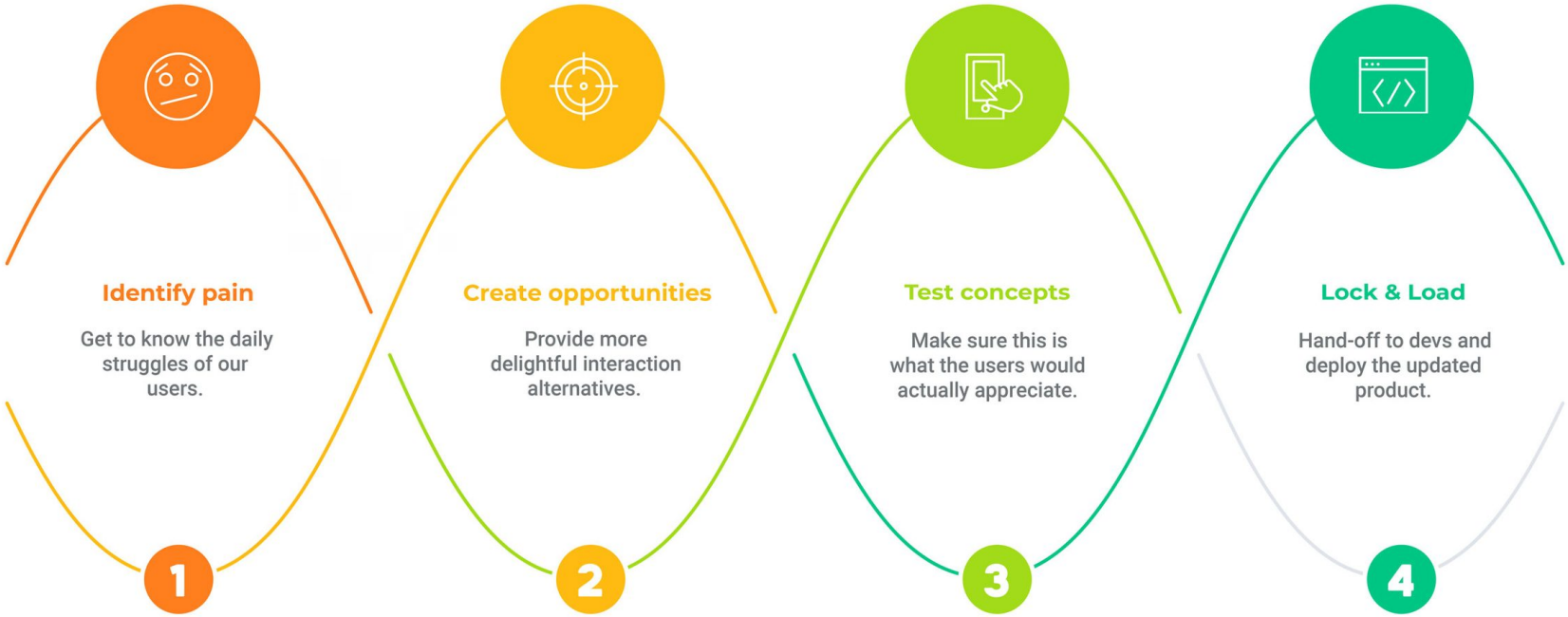
Overview

Ideal for road warriors using hotel Wi-Fi or 5G mobile data, Smart Office serves users wherever they are.

Smart Office was originally built to:

- **Make and receive audio and/or video calls**, send instant messages, and collaborate with video and screen sharing directly from a desktop or mobile devices.
- **Seamlessly move calls** between clients, desktop phones, and mobile devices.
- **Deliver PBX calling services**, unified company directory, user presence, instant messaging, conversation logs, voice and video conferencing, and screen sharing.

I closely collaborated with the product owner, front and back end engineers, SDETs, and a business analyst. The re-design involved user research, competitive analysis, prototyping and testing.



Pain

I did a **UX audit of the app** to identify critical, serious, medium and low priority usability issues, and later presented the findings to key stakeholders.

I sent out **surveys and held a series of interviews** with our customers, who shared their pain points within the interface, including poor navigation, clunky layouts, and unintuitive interactions which led them to feel confusion and frustration.

Opportunity

The original design started to look dated and needed a refresh. The new design had to achieve the following goals:

- Provide a **stylish modern look and feel** - establish trust with users.
- Provide a **more delightful** user experience.



Key areas of concern

01 — Poor navigation

The navigation of this mobile application lacked proper hierarchy and didn't provide the experience that one would expect from a modern day messenger. The most common and popular features were buried within the interface without having a single tap access.

02 — Lack of intuitivenes

The user flows were poorly planned resulting in redundant taps and swipes which led to extreme frustration. Users didn't know how to get back and what to expect from the next screen. Rules of locality were misused and had obvious signs of accessibility negligence.

03 — Workflow interruptions

Since the exclusive features like Signal Boost were hard to find, they were barely used, resulting in a negative impact on the service of the app. Missed or dropped calls and messages, inability to find the right contacts, poor Bluetooth connection, notifications, etc. - led to a high level of frustration.

04 — Non-engaging visuals

The app looked dated instead of looking slick and professional. Users didn't feel confident using the app. It was very important to users (especially for the users on sales teams) to have a great looking app that they could use in front of their potential clients.

Users

Remote

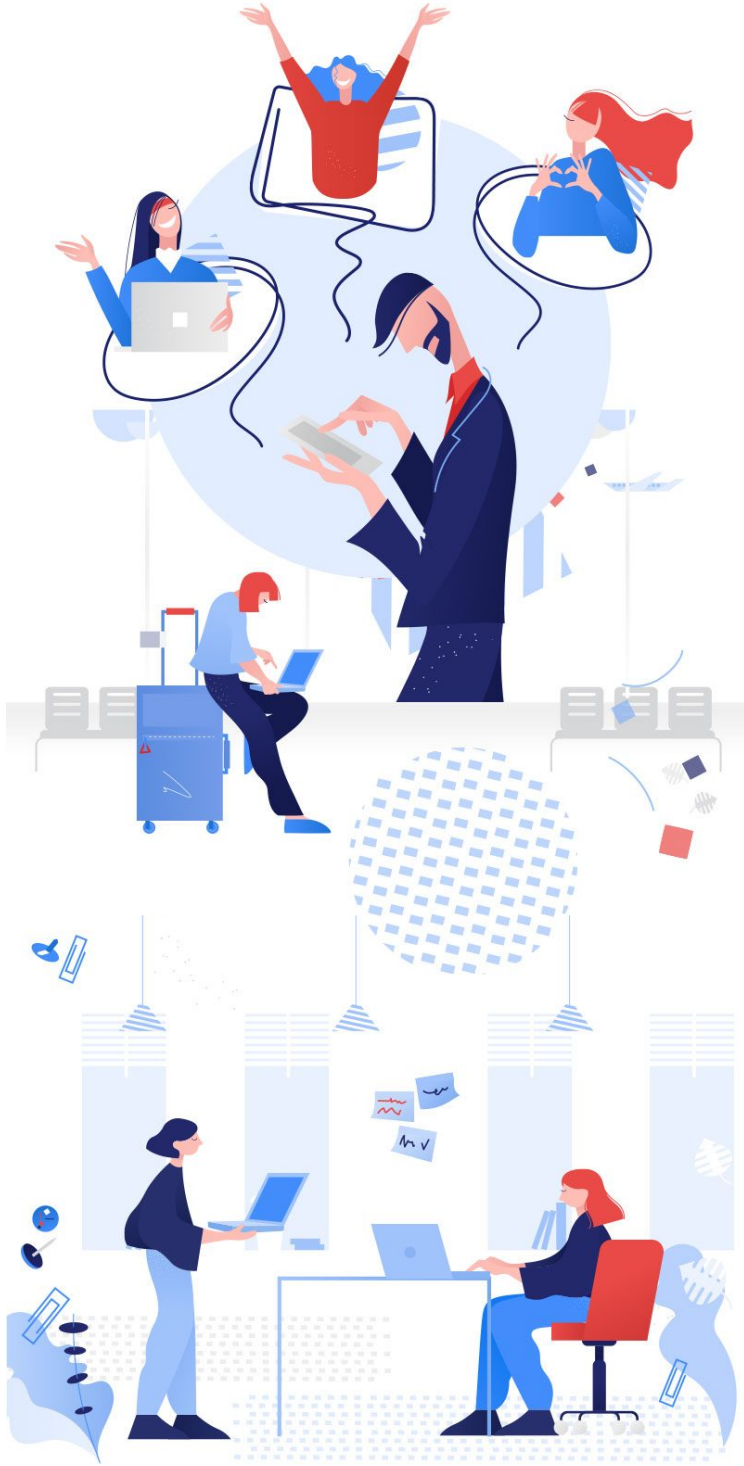
First, we have **remote workers** who spend the majority of their time working outside of the office.

They need a **responsive product that works**. When they're traveling, they need an interface that is intuitive to understand and quick to use especially in time-pressed situations.

Office

Then we have **local office employees** who utilize Smart Office on both desktop and mobile.

They need an easy way to switch between the platforms without losing quality of the call or having to restart the application.





Usability improvements

01 — Navigation

I did a lot of research on messenger apps navigation, including native products from iOS and Android, and applied my findings towards the new design:

- **Screen sizes** are naturally getting bigger every year, the importance of utilizing the thumb area is critical, that's why I put main sections of the app within a single tap of the thumb.

- **Clarity provides confidence** in using the app, I provided the familiar expected interations for users who are used to seeing similar interactions in other apps.

02 — Intuitiveness

Using the app without having to learn how to use it was my goal. I based interaction design on the rules of familiarity and locality to provide an intuitive delightful experience for the users.

Keeping in mind the powerful features of the app like Signal Boost, Call Transfer, 3 Way Calling, Search, I made sure they're available to the user at any point in the journey within a single tap or a gesture.

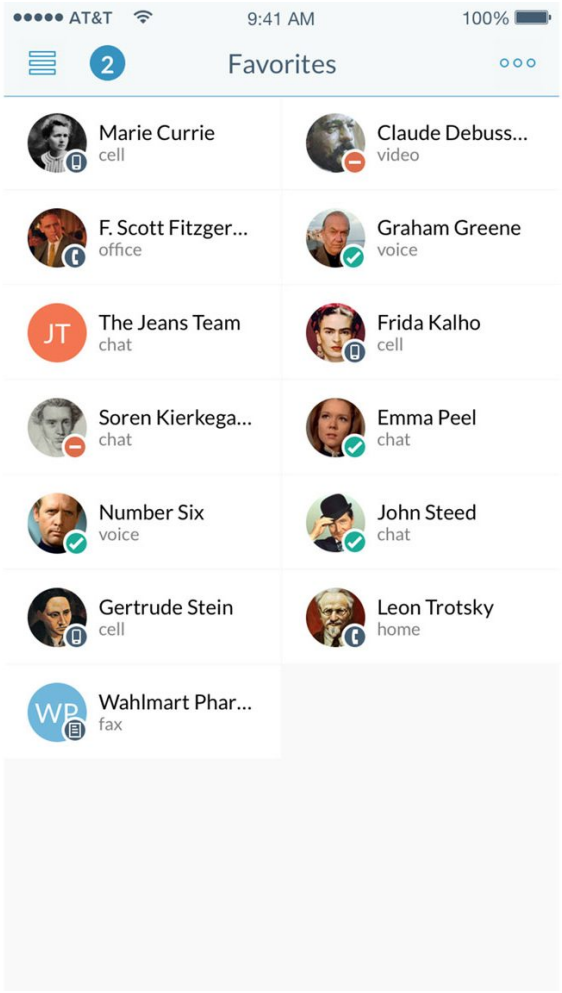
Pain points

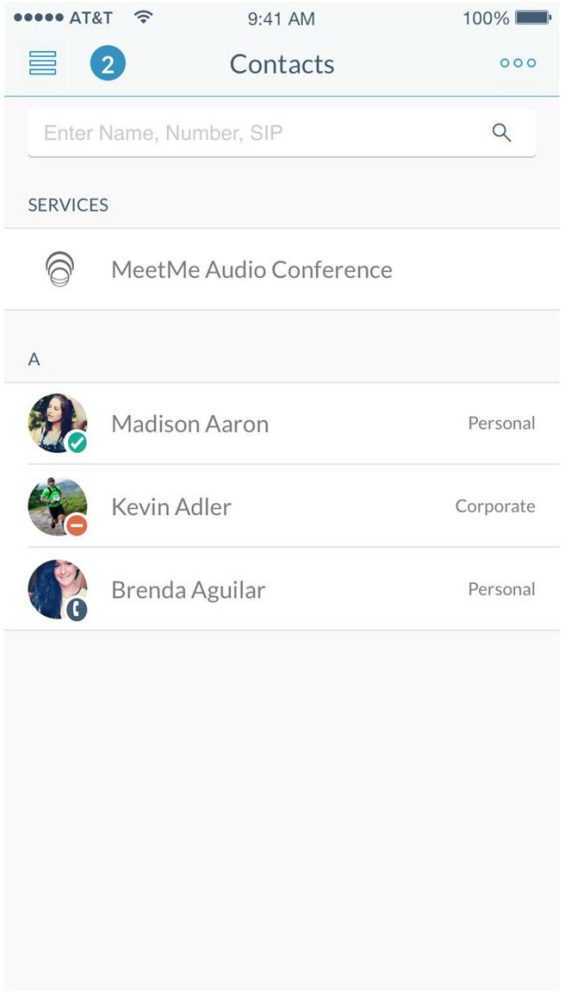
Pain points

Most popular used features of the app were buried.

Unnecessary taps and screens.

Lack of visual hierarchy of the app sections, and relative actions.

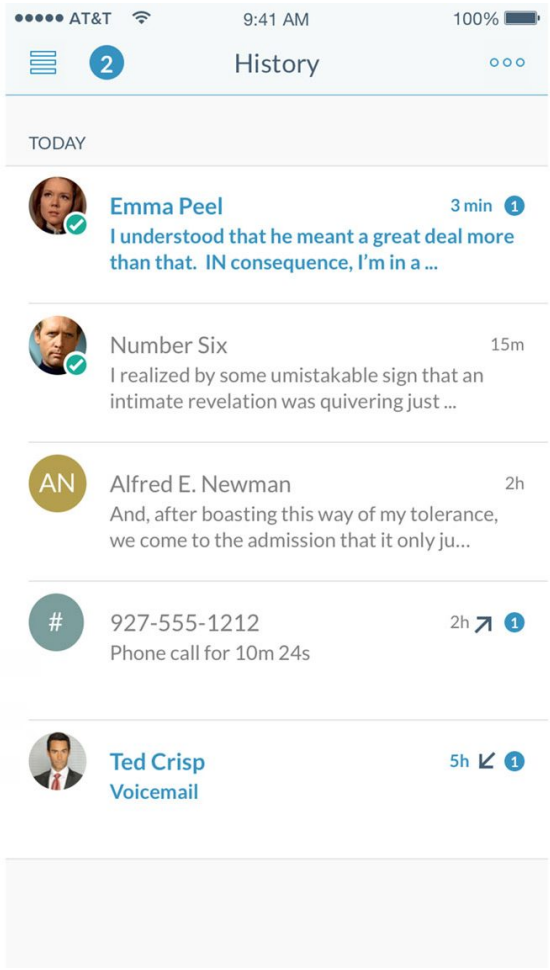


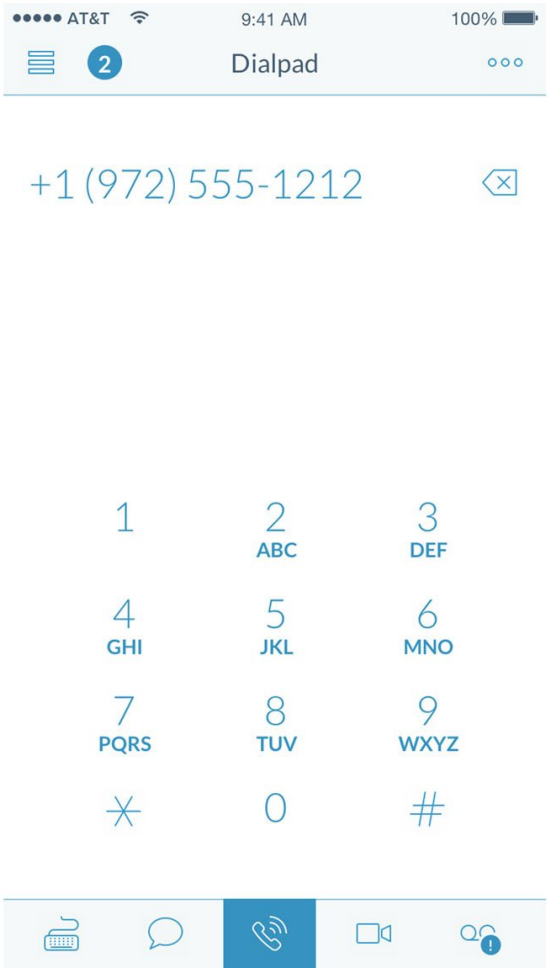


Pain points

Pain points

The visuals were lame for a professional mobile app. Users didn't feel confident using it at all.

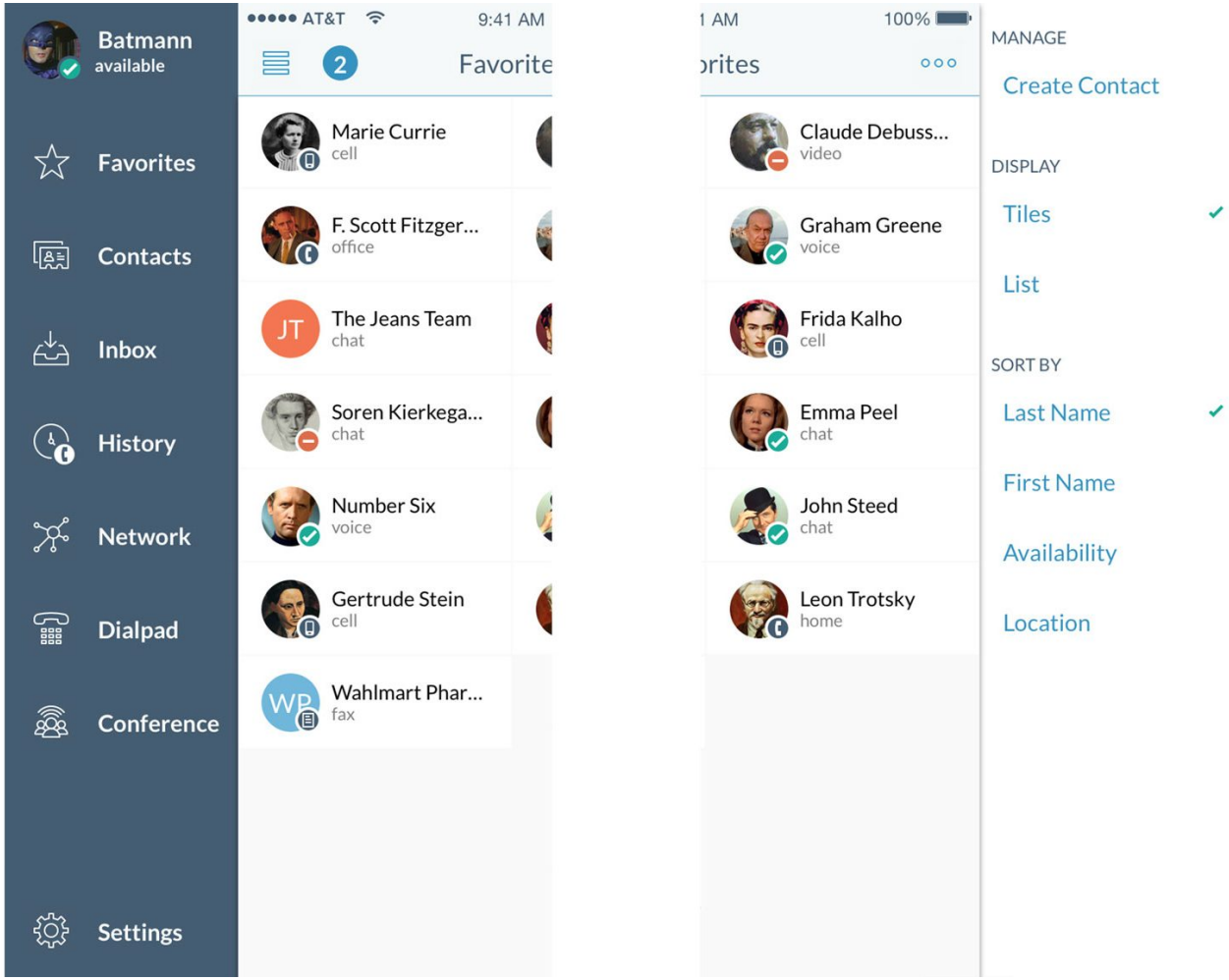




Pain points

Pain points

Lacked consistency in the behaviour and had a steep learning curve.



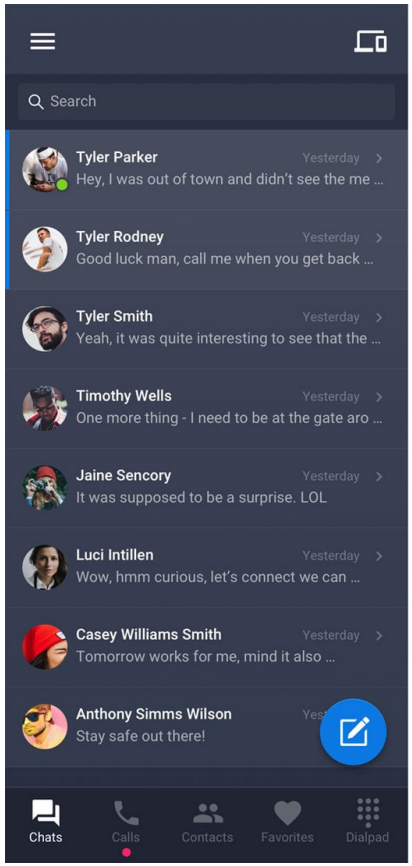


NEW LOOK

Clean and simple

Logical UI hierarchy
Bold colour palette

Re-design improvements

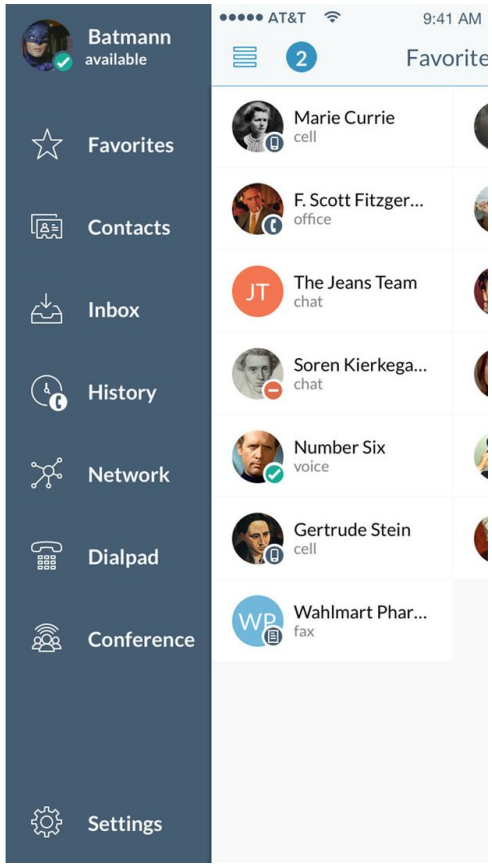


Re-design improvements

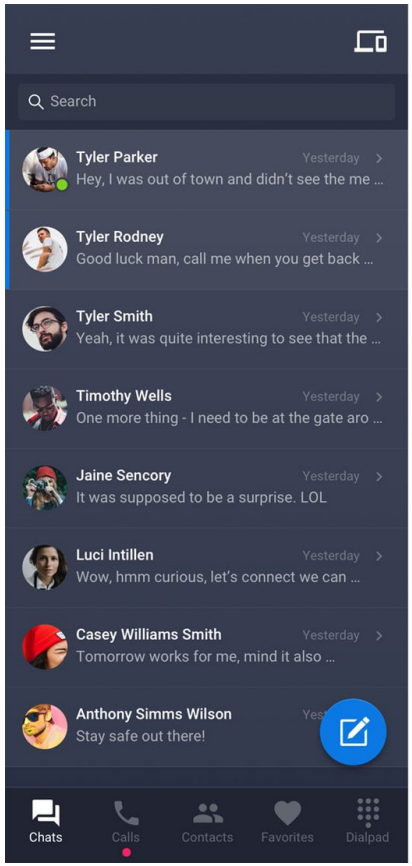
Most popular used features of the app are now front and centre and easily accessible with a thumb.

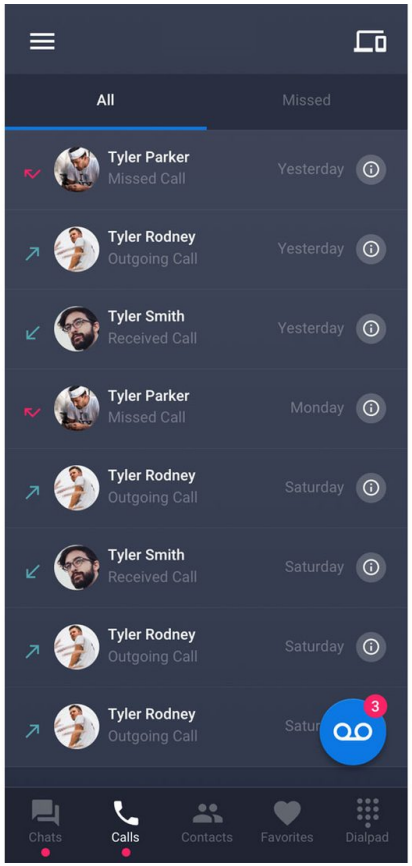
Minimized the number of taps to do a certain action (example: “Send new message”)

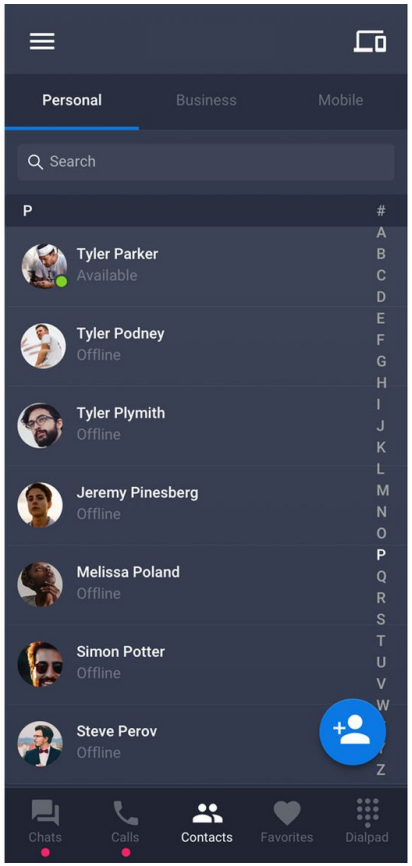
Clear visual UI hierarchy and friendlier navigation .

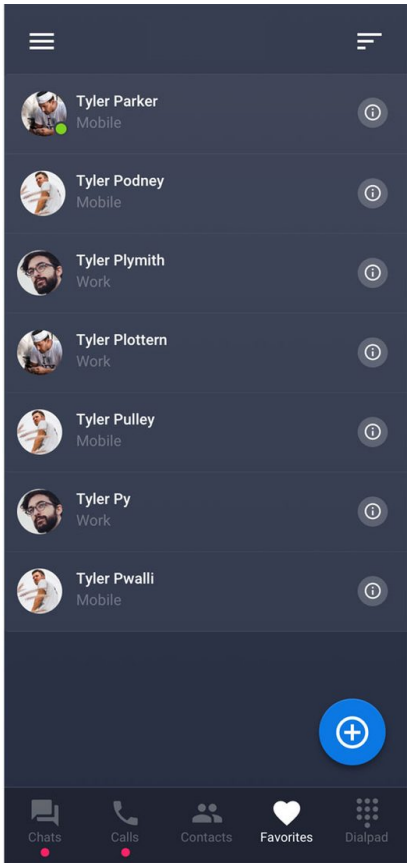


Re-design improvements

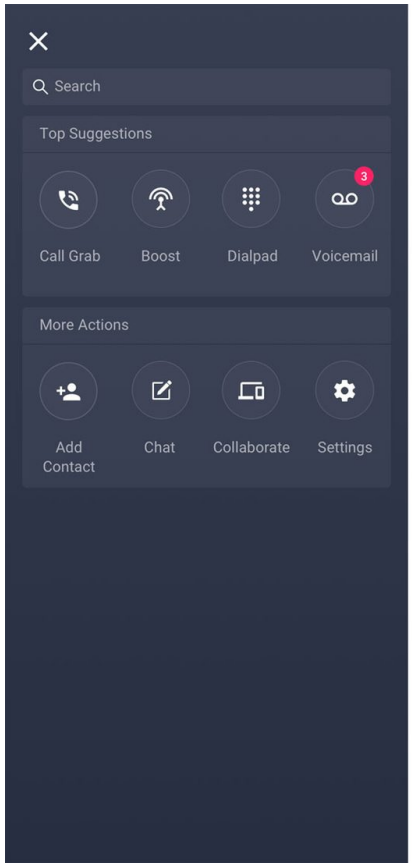


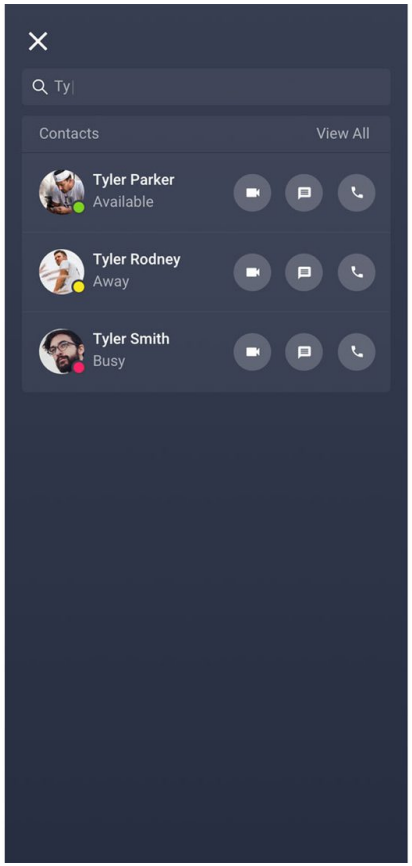


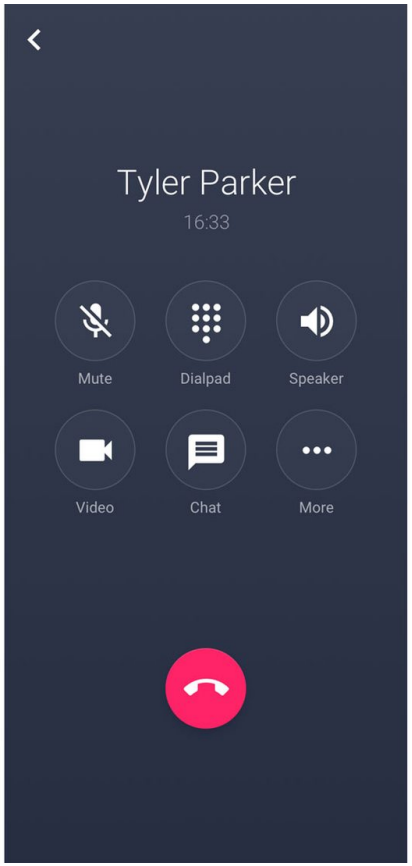


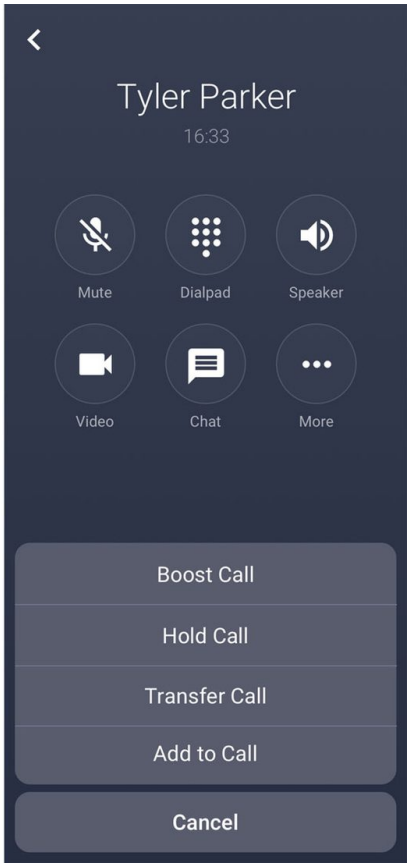


Re-design improvements











Usability improvements

03 — Workflows

With the improved navigation and app interactions, workflows became less complex and more apparent to the user.

Both user groups enjoyed the simplicity of the new design and the accessibility of the most commonly used app features.

04 — Look and feel

The distorted graphics of the original app design made the app feel mediocre at best. My goal was to create a slick and professional looking app that users could show off and feel confident using it.

The bold color palette was chosen to reflect the business nature of the app along with the versatility of the exclusive and powerful Smart Office features.

New look - better experience



New look - better experience



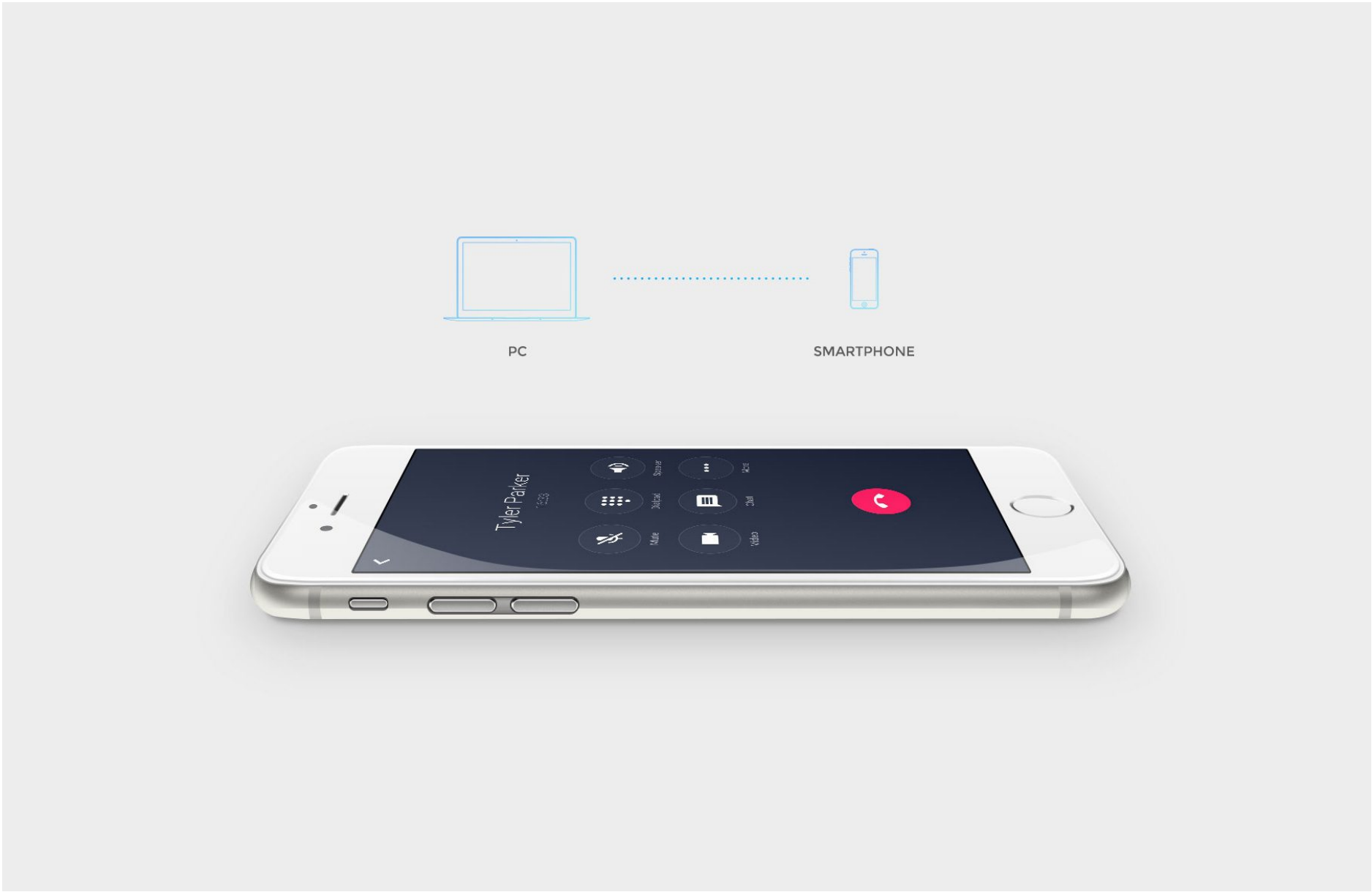
New look - better experience



New look - better experience



New look - better experience



Reflection

It was a great project to reflect on my capability to deliver under tight deadlines. I just joined the company and was handed this project.

Not that I was nervous, on the contrary, I was excited and grateful for the trust given to me to improve an existing product, impress the key stakeholders and delight the customers.

Bottom line

I based my design decisions on my **research and user testing**. Gaining users' trust and confidence in the app was one of the primary objectives, and as a result of the re-design I got a lot of positive feedback from the customers, and the internal team who use Smart Office.

It was great to see such a **massive turnaround** of the product, not only did we not lose the customer but were able to continue and expand our relationship with other offerings from our UCaaS and CPaaS product lines.

