hello

I'm **Anamoul Rouf**

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Profile
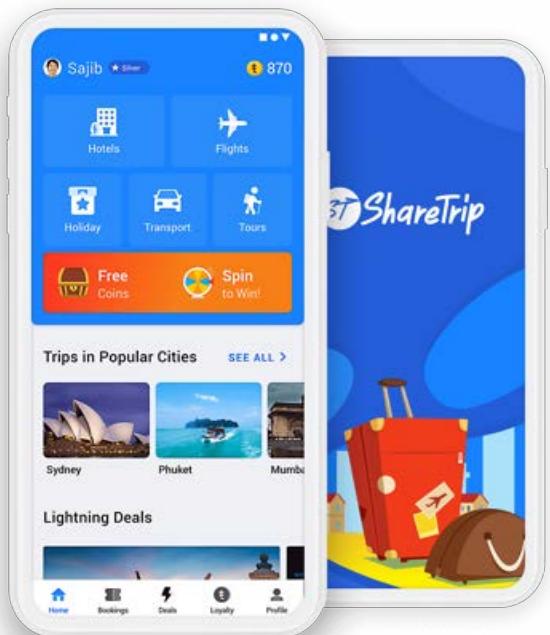
I'm a Product Designer with more than 7 years of working experience building bridges between business, technology, and human.

- I've helped startups and product-driven companies to build **7+ mobile apps, 10+ web applications**, and 25+ websites.
- I believe in design practice that is data-informed and driven by empathy.
- I'm passionate about balancing complex business requirements, and user needs through a user-centered design process.
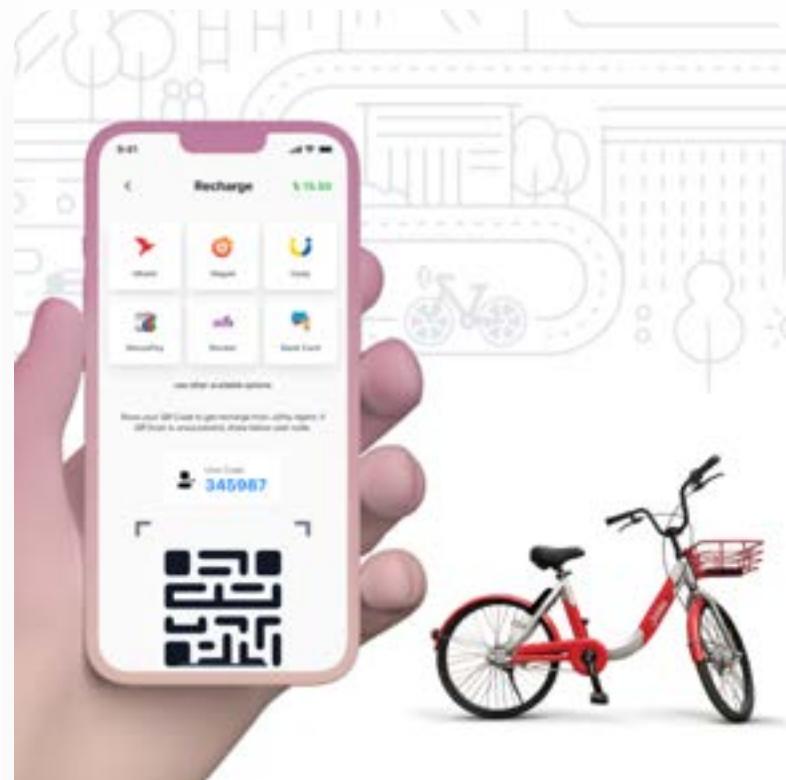
Let's share my best experience

ShareTrip

Designing Travel App Experience from Scratch

Jobike

Redefining Jo-Credit Recharge for Jobike Users

Truck Lagbe

KYS (Know Your Suppliers) ID Verification

Designing Travel App Experience from Scratch

Project
ShareTrip Mobile Application

Timeline
6 Month

My Role
UX Research, UI/UX Design

Tools
Miro, Adobe XD, Zeplin, Figma.

Platform
iOS and Android.

Team Collaboration
Product, Marketing, Sales, Customer Support, and Tech.

Background

ShareTrip is the pioneer online travel aggregator (OTA) in Bangladesh. Initially, ShareTrip was providing offline and only website-based flights, hotels, and holiday package booking services.

Design Challenge

Our challenge was to **design android and iOS mobile applications from scratch**. The newly designed and developed apps should be functional, simple, intuitive, innovative, easy to use, conversion-friendly, and frictionless booking experience.

Process

Design Thinking & Lean UX Design

As we needed development processes that are quick, sustainable, and flexible, also identifying where you might be going. I help the team to choose a mixed approach of Design Thinking and the Lean UX design process.

START   ITERATION   ITERATION   ...   NEXT

Understand

I have no ideas about the travel industry!

It is crucial to understand the end goal from users and business perspectives. So I started seeking answers to my questions.

- What does the product do? What are the business goals?
- Who is the audience? Where they live, what they think, like & do?
- Where / When / How / Why /How often do they use it?
- Do the business goals support the user goals? etc.

Understand

I asked questions to 30 people of different ages, occupations, categories.

Out of which 48.5% were males, and 51.5% were females. They are mainly from **20-55 years of age**. Collaboratively I worked with our product, engineering, marketing, sales, and customer support teams.

- How often do you travel for work and plan vacations with family and friends? How often you travel solo and FnF?
- What is important to you while booking a flight and hotel?
- What are your motivations and pain points when planning and managing a trip?
- Which website or app you prefer for booking and why?
- What are your preferences during booking?
- Would you like to pay for add-on services?

Findings

The insigths from the answers of those questions were interesting
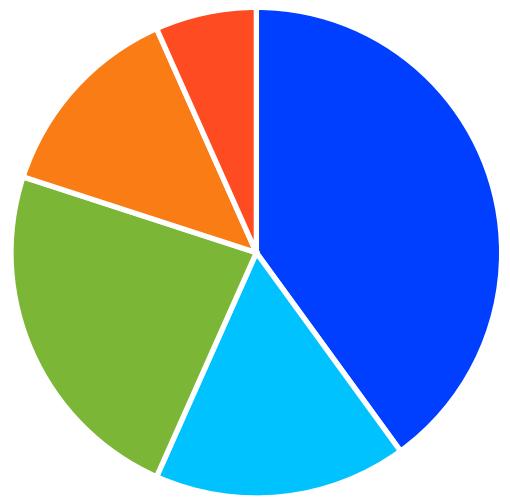
- 18 of 30 participants are between the age group of 28-36 years are the ones who prefer traveling and are the main decision maker while planning a trip.
- 21 of 30 participants plan vacation either once a year or 2–3 times in a year.
- 18 of 30 participants travel for work either single to multiple times in a year.
- More than 90% of the users prefer traveling with family and friends. 14 of 30 users prefer planning a trip 30 days before their final traveling dates.
- 27 of 30 participants are bothered in filling up every time a lot of information filed which are required during booking.
- 95.5% of the user prefer comparing prices online.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.

Findings
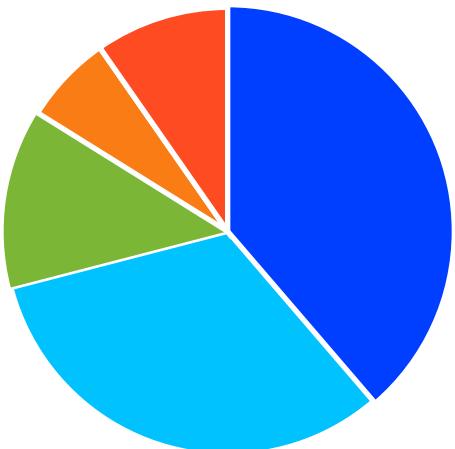
Age Groups

- 20-29 (40%)
- 30-39 (16,7%)
- 40-45 (23.3%)
- 46-59 (13.3%)
- 50-55 (6.7%)
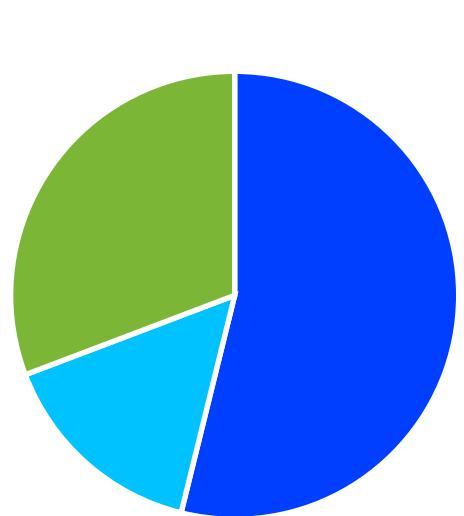
Participants varied in age which played a factore in some of the research results from the answers given

Main motivation for travelling

Age Group: 20-45
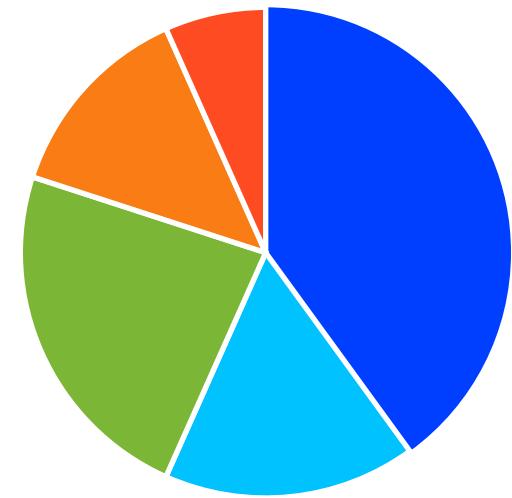
- Discovering New Places (38.7%)
- Business Trips (32.33%)
- To Get Away (12.9%)
- Rest & Relaxation (6.5%)
- Others (9.7%)

Age Group: 46-55

- Rest & Relaxation (30.8%)
- Discovering New Places (15.4%)
- Others (9.7%)

How often do you travel

- 1 time a year
- 2-3 times a year
- 4-5 times a year
- 5-6 times a year
- 6+ times a year

Storyboard
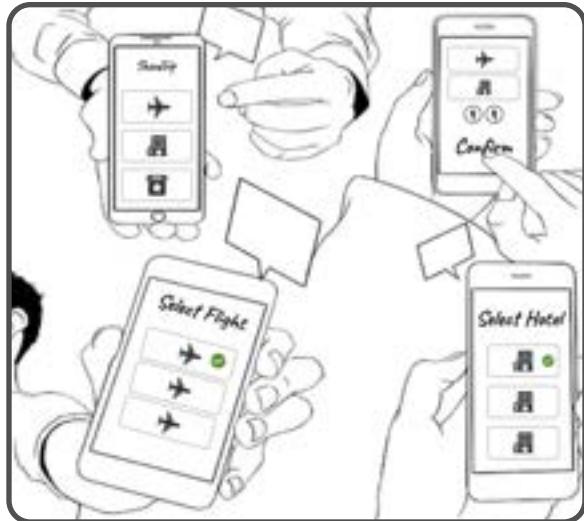
One crazy evening 3 friends meet in club party and makes a plan for a trip. They started to make a travel plan and research for available options for it.

"Where do we will go?"

Booking online isn't easy to use. It is confusing, inefficient and not budget friendly.

ShareTrip Travel App

comes to rescue.

By using Sharetrip Travel App, they easily booked their flights and hotels.

Booking Confirmed!

Also earns free **TripCoins** that can be used to redeem discounts.

Trips On!

They are so happy to start their trip.

Mehedee Hasan

Age: 28 Years
Profession: Software Engineer
Family: Wife
Travel in last year: 2 times

Bio

He is not a very frequent traveler, but he looks for relaxing trips with family. He prefers to choose cheapest flights as well as the nearest hotel from the destinations. Also, make a comparison between offers he gets.

How often do you book flight and hotel?

1-2 times in a year

What do to look for while planning a trip?

- Recommendations for lowest fares (85%)
- Save money (75%)
- Comfort (70%)
- Clearity in information (100%)

Goal

- Find cheapest filight in less time
- Recommendation about hotel and places
- Easy to communicate

Frustration

- Got stuck while adding personal info
- No clear communication on meal, extra luggage, seat selection, etc.

Doing

- Asks his friends for recommendations.
- Reads reviews from other travelers.

Seeing

- Look at his favorite blogger's Instagram page for inspiration.
- His Hopper app alerts him that now is a good time to buy airline tickets.

Thoughts & Feeling

- How many vacation days do I have saved up? How mucch will a trip cost me?
- Do travel agents still exist?

Pains

- It's hard to coordinate my schedule and it takes me too long to plan a trip.

Gains

- I feel so refreshed and energized after vacation. I'd like to collaborate with someone to plan a trip. There are so many travel resources online that are helpful.

Quazi Ashfaq ur Rahman

Age: 43 Years
Profession: Agile Coach
Family: wife and 1 child
Travel in last year: 7 times

Bio

He is a frequent traveler, looks for luxury trips with family. He prefers ease and comfort and doesn't want to spend much time comparing. So he books business seats mostly.

How often do you book flight and hotel?

6-8 times in a year

What do to look for while planning a trip?

- Recommendations for lowest fares (55%)
- Save money (45%)
- Comfort (95%)
- Clearity in information (100%)

Goal

- Less time in planning and booking trips
- Get best offers and hassel free booking

Frustration

- Got stuck while choosing return dates
- Confusion about cancellation policy
- Information clearity

Doing

- Search "best vacation destinations" online. Looks up for travel agency close nearby. Reads travelers' reviews.

Seeing

- Look at his favorite blogger's Instagram page for inspiration. A post on Reddit on how to travel around the world.

Thoughts & Feeling

- Is this website trustworthy? What if I don't like what the travel agent books for me?
- Is the travel agent worth my money?

Pains

- It's hard to find good deals with enough information and help.
- It takes me too long to plan a trip.

Gains
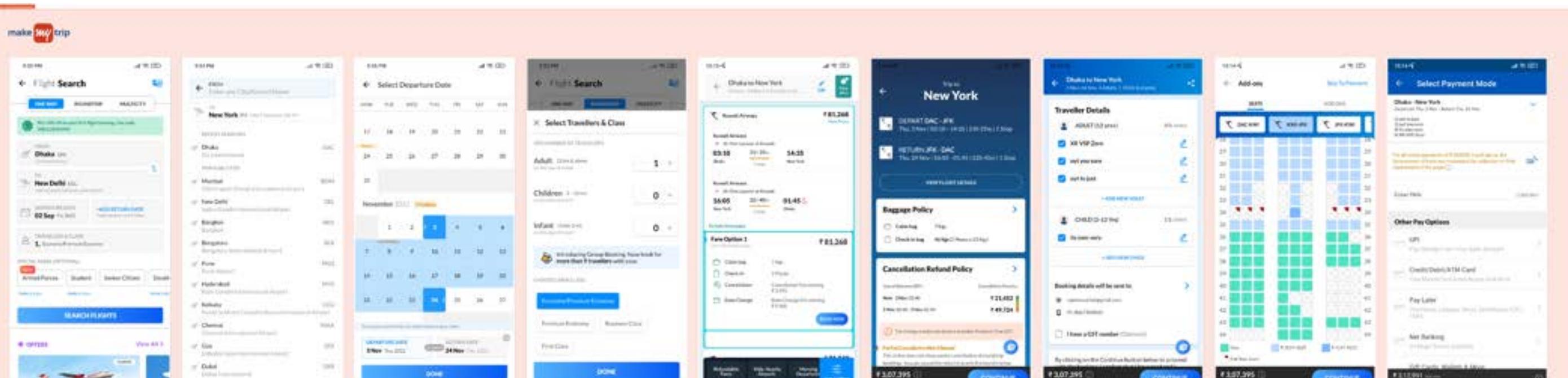
- Traveling gives me a different perspective of the world. There are so many travel resources online that are helpful.

Competitors Analysis

I analyzed the globally well recognised booking services providers. I explored their booking journey flow through platforms and visited Google Playstore, Appstore, and social media pages to know about their users.

I analyzed Make My Trip, Kayak, Agoda, Expedia, Booking.com, Rate Hawk, Hopper, Goibio, Airbnb, Skyscanner, and others popular travel apps. I mainly focused on what their people say in the social media platforms, and blogs. I also explored the booking flow and discussed it in team sessions. I prioritize design decessions on the basis of ease of use, clarity of information, and time required to use a particular feature.
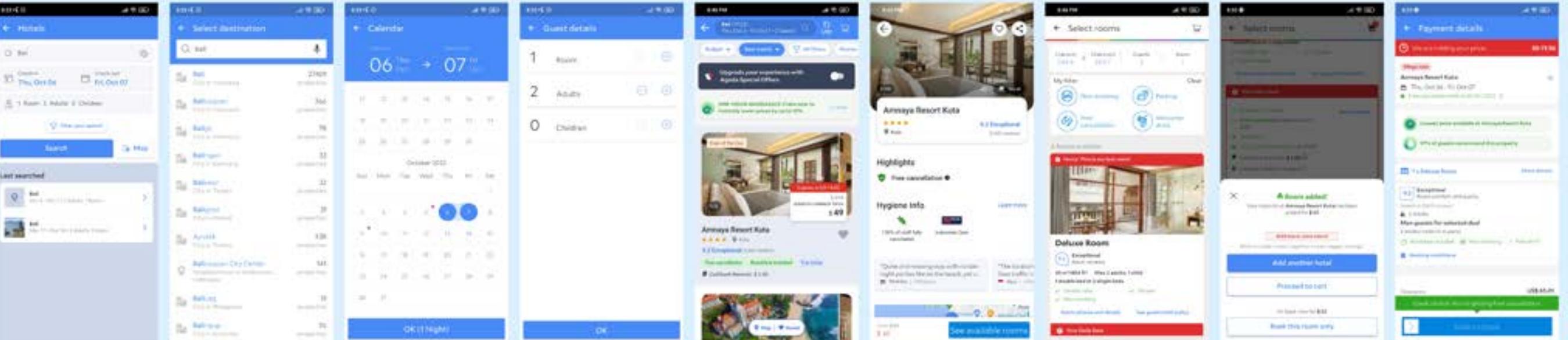
Flight Booking Journey
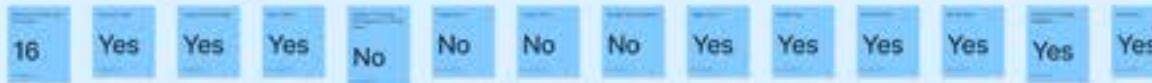
| 18 | 3 | Yes | Yes | No | No | No | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

Learn More

agoda

Hotel Booking Journey

| 16 | Yes | Yes | Yes | No | No | No | No | Yes | Yes | Yes | Yes | Yes | Yes |

Learn More

Gamification

To make the service more engaging to the users we build a Gamified Travel App system. We also introduced TripCoin, a virtual currency.

The users can earn it by taking service, play games, reaching milestones. They also can redeem the discount offers by using it. The game concept was built in such a way that helps to know about the users much. As well as let users earn free flight tickets, hotels, package offers, and TripCoins. It is designed to increase users' activities. We had used game elements and Point Badge Leaderboard (PBL) system for user engagement.

Define & Ideate

I defined the use-cases, information architecture and user flow map.
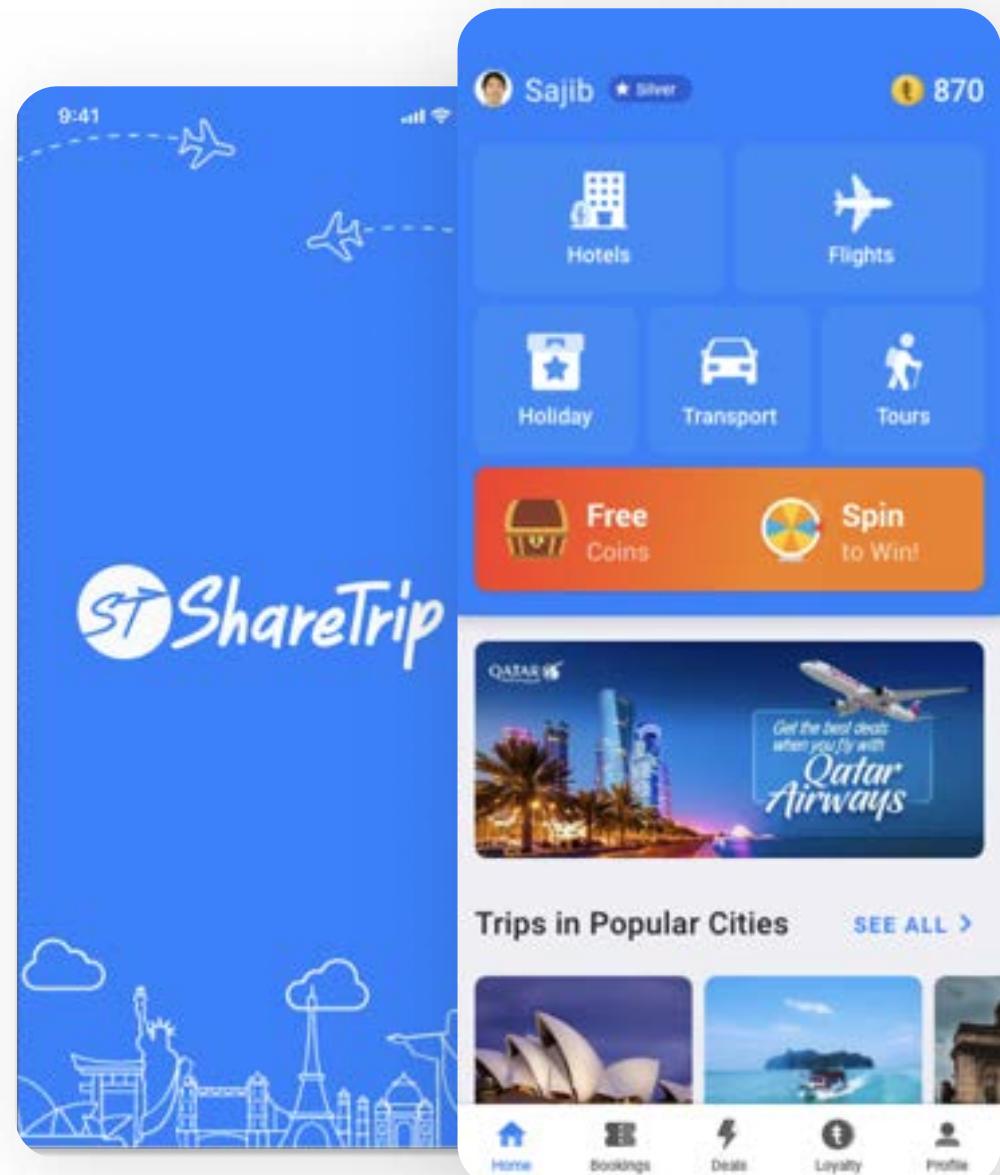
After analyzing the data collected from the primary and secondary research done earlier, I started to build out a list of the most important features the app should have. I put together a product feature roadmap of any features that might be needed in order for the app to work efficiently and meet the high-level goals and objectives of this project.
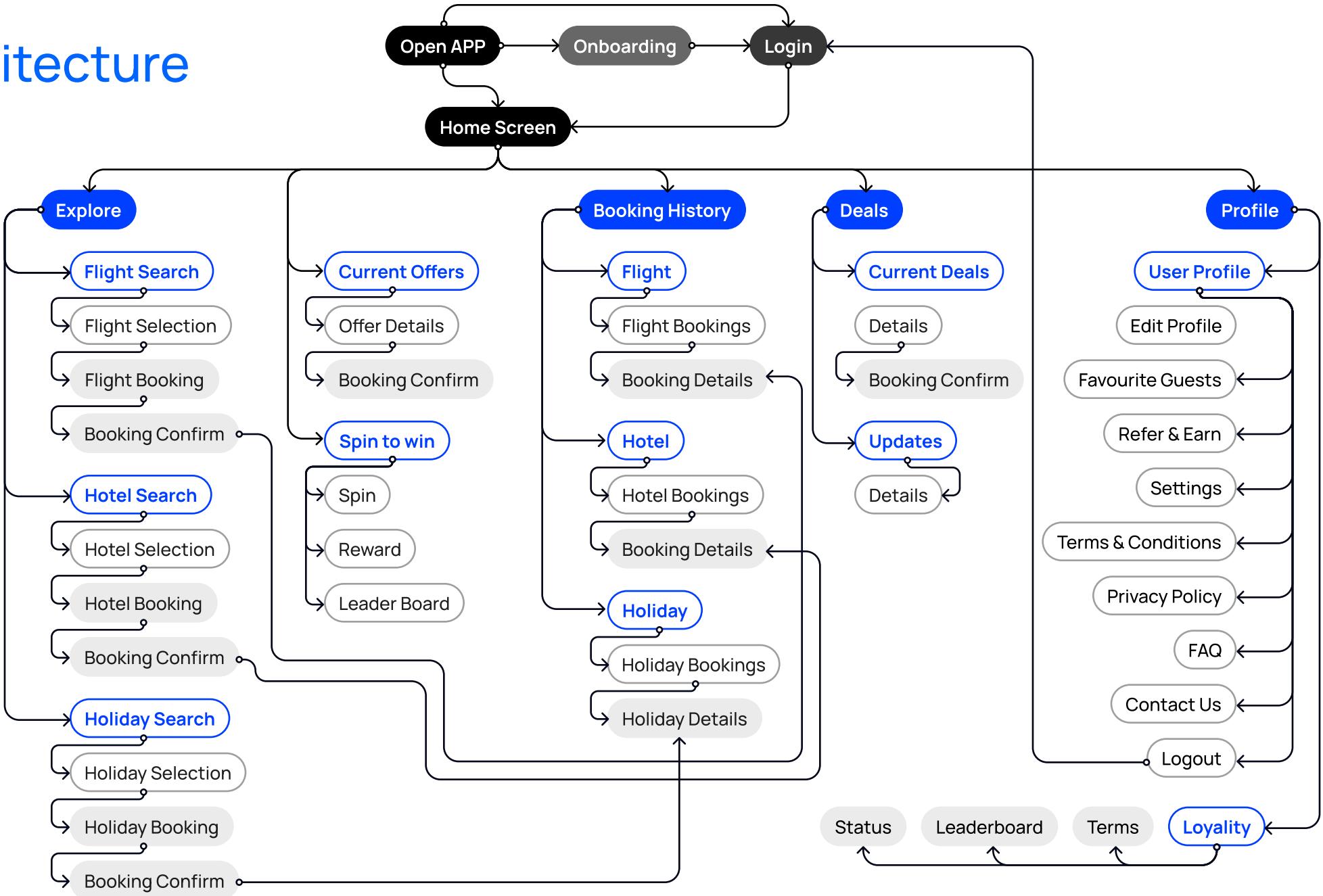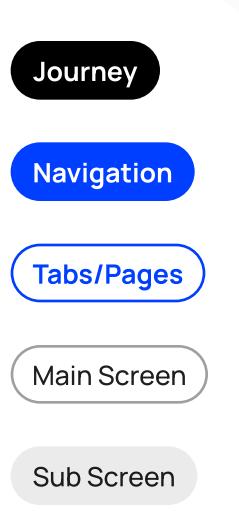
Use-Cases

I prepared the use-cases based on our user research information.
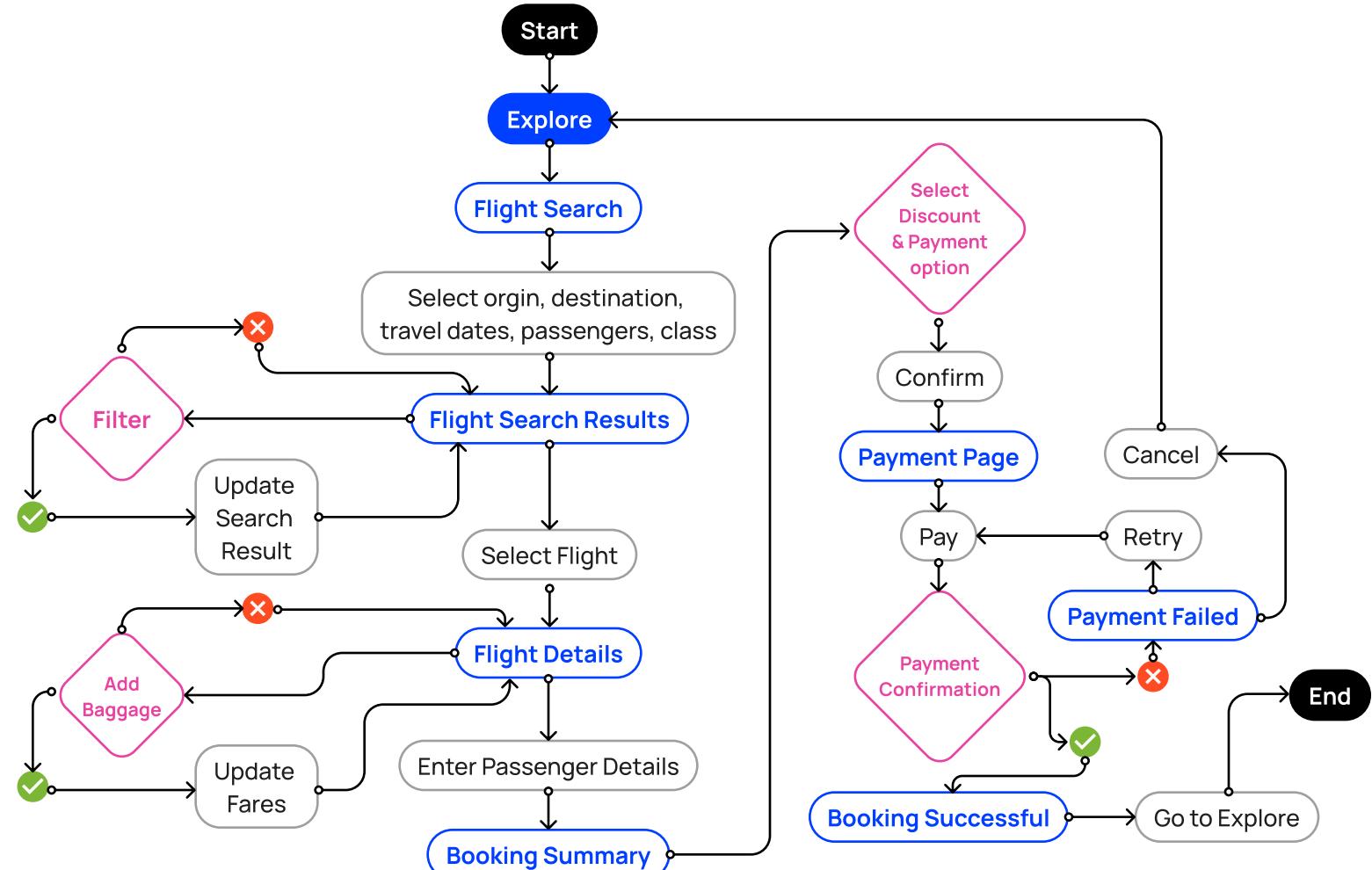
- Users should be able to view the lowest fare suggestions while searching for a flight and hotel.
- There should have suggestions during flight search.
- Users should be able to view no. of seats remain on the flight listing page.
- Users should be able to view information related to free/paid meal, and baggage with flight details.
- User should be able to add on services like a meal, and extra baggage before reviewing the itinerary.
- Users should be able to add details.
- Users should be able to make payments easily.
- Payment processes should be made faster.
- Users should be able to make payments as quickly as possible and then return to their various activities.

Information Architecture

Journey Open APP → Onboarding → Login → Home Screen

Legend

- **Journey**
- **Navigation**
- **Tabs/Pages**
- Main Screen
- Sub Screen

Explore

- **Flight Search**
  - Flight Selection
  - Flight Booking
  - Booking Confirm
- **Hotel Search**
  - Hotel Selection
  - Hotel Booking
  - Booking Confirm
- **Holiday Search**
  - Holiday Selection
  - Holiday Booking
  - Booking Confirm

Deals / Offers

- **Current Offers**
  - Offer Details
  - Booking Confirm
- **Spin to win**
  - Spin
  - Reward
  - Leader Board

Booking History

- **Flight**
  - Flight Bookings
  - Booking Details
- **Hotel**
  - Hotel Bookings
  - Booking Details
- **Holiday**
  - Holiday Bookings
  - Holiday Details

Deals

- **Current Deals**
  - Details
  - Booking Confirm
- **Updates**
  - Details

Profile

- **User Profile**
  - Edit Profile
  - Favourite Guests
  - Refer & Earn
  - Settings
  - Terms & Conditions
  - Privacy Policy
  - FAQ
  - Contact Us
  - Logout
- **Loyality**
  - Status
  - Leaderboard
  - Terms

UX Design | Ideate

User Flow Map

Hotel Booking User Flow

Legend:
- Start/End
- Navigation
- Screen
- Action
- Decession Point
- ✓ ✗
- Answer

Flow:
- Start
- Explore
- Hotle Search
- Select orgin, destination, travel dates, passengers, class
- Hotel Search Results
- Filter
- Update Search Result
- Select Hotel
- Hotel Details
- Select Room
- Apply Discount
- Enter Guests Details
- Room Requests
- Reserve
- Booking Summary
- Select Discount & Payment option
- Confirm
- Payment Page
- Pay
- Payment Confirmation
- Cancel
- Retry
- Payment Failed
- Booking Successful
- Go to Explore
- End

Sketchs

Wireframing & Prototyping

We created digital wireframes and built a low-fidelity prototype. Also, I conducted a series of sessions for usability testing.

We wanted to ensure that the wireframes we're creating align with the users' needs and the business. It helps us to get more valuable, valid, and actionable user inputs for the app to keep the process smooth.

Testing

We invited some focus group users for usability testing sessions.

Main Goals For Testing:

- Learn if participants can easily view and manage (accept, reject, and/or add a comment) a quote proposed.
- Learn if participants can easily view and modify a booked trip.
- Find out how satisfied participants are with the experience of the app.
- Does the user understand the functionality of all features and buttons of the app?

We set a list of task assigned for our participants & collect their feedback during those testing sessions.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.

UI Design

Design System
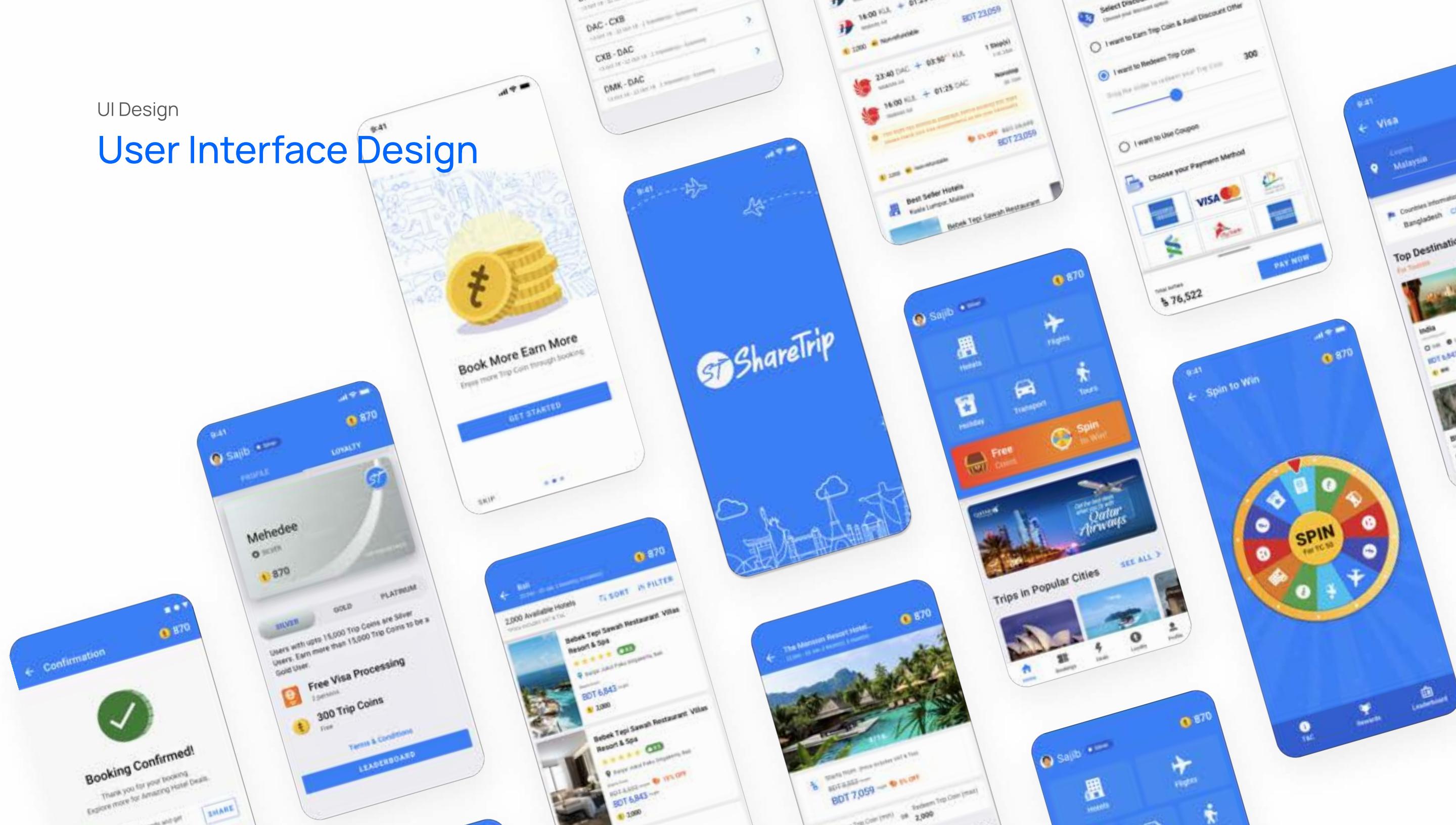
Before starting the UI design process we built clean, modern, and visual-focused brand style guidelines. We also built a highly customizable design system to create a design language through all the platforms. It helped us a lot in creating user-friendly, accessible, high fidelity designs.

User Interface Design

User Testing

We conducted three smaller in-person user testing sessions.

The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks.

The participants were given the same tasks done on the first round of testing and given a new task of requesting a new quote from their travel experience.

Due to the NDA issue, I've only shared the information authorized by ShareTrip Inc.

Refine & Deploy

We refined the design and created deliverables for development hand-off.

We prepared design documentations, write user stories, exported the UI screens to Zeplin and shared them with the developers. We maintained a close communication with the developers to reduces confutions and helped them.

When we got the demo version ready, we went through unit testing to ensure a functional and user friendly app.
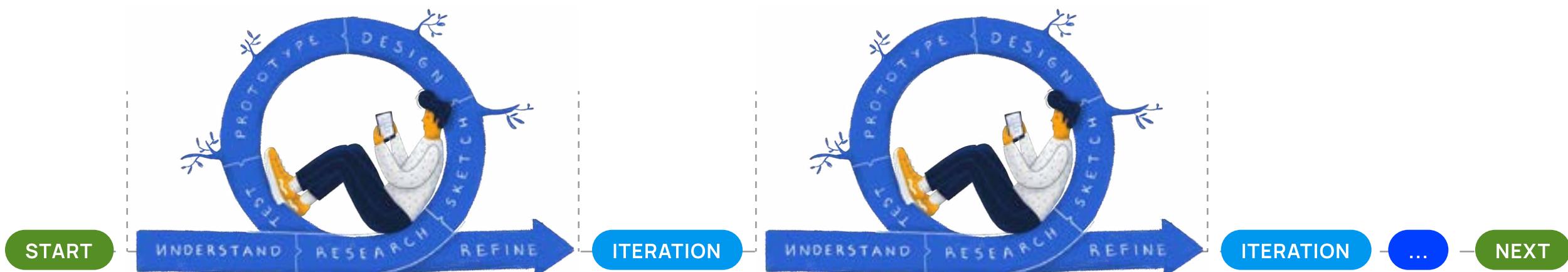
Results & Future Iteration

We've monitored and measured the results for the first 6 months.

- The booking experience was seamless and intuitive & the **success rate was 76%**.
- The gamification helps us to get more of our users revisit. It was **55% of the user**.
- Our online booking was increased by 25%.

I always prefer to follow the iterative process. And keep repeating the steps.

START · ITERATION · ITERATION · ... · NEXT
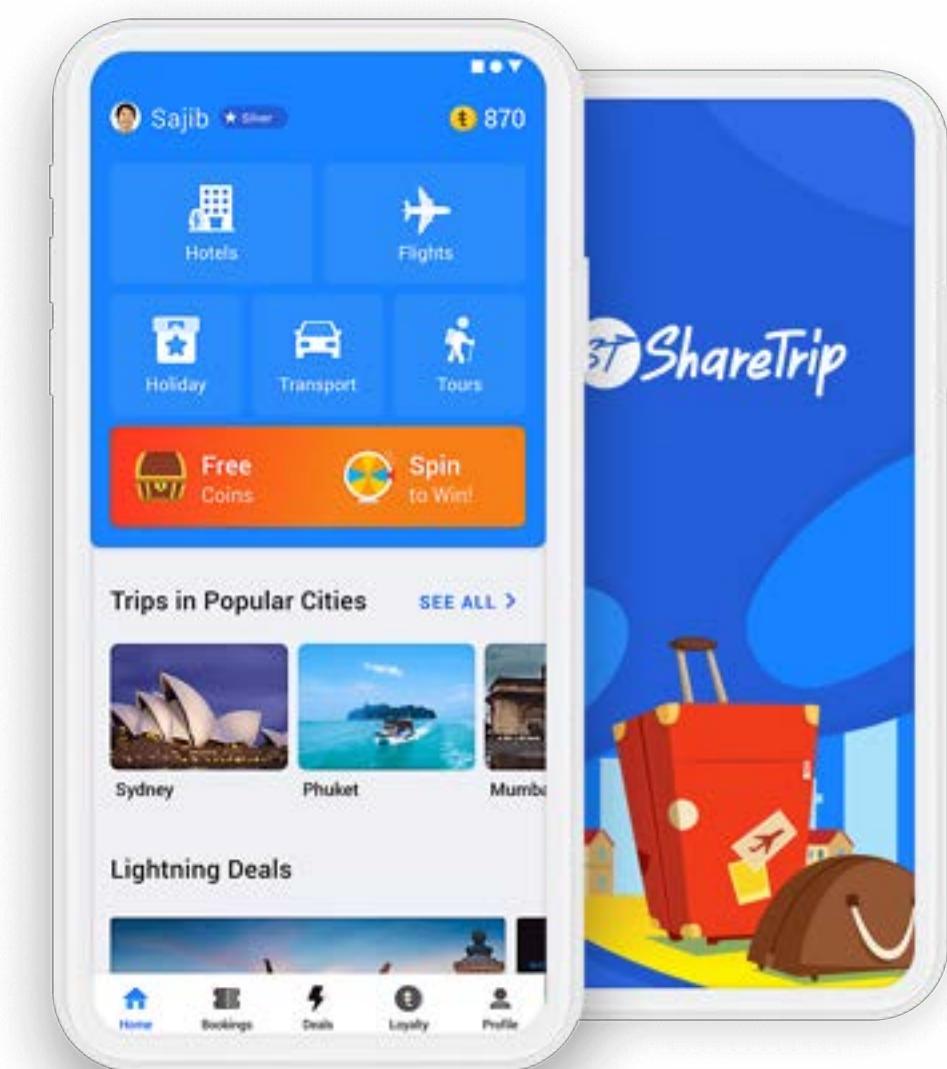
What I have learned

I've experienced how to design a product and its life cycle and creating a well-functioning app from scratch.

Information architecture and how to fit everything within one product smoothly and in a consistent way was a challenge. I've mastered digging into people's consumer minds. Acted with Feature Priority, Segmentation, Profiling, Communication and Product Test, etc.

- I learned quickly that inviting the right participants is crucial for getting valuable results from the usability testing.
- I would try to take the time and location of my sessions as convenient as possible for my potential participants.

Thank you

Feel free to reach me

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Jobike

Redefining Jo-Credit Recharge

On the phone screen:

9:41

< **Recharge** ৳ 15.50

bKash | Nagad | Upay

NexusPay | Rocket | Bank Card

use other available options

Show your QR Code to get recharge from JoPay Agent. If QR Scan is unsuccessful, share below user code.

User Code
345987

About Jobike

In 2018, Jobike started its journey to provide an eco-friendly solution for personal mobility and active & healthy lifestyles, an app-based station less bicycle-sharing services to people of all ages and gender.

The users can enjoy their ride by using Jo-Credit Balance. The users can top up their Jo-Credit Balance from only the nearest JoPoints.

So it is consistently challenging to fulfill the needs of all users.

My Role

As I joined Jobike as UX Consultant (part-time) & I collaboratively worked closely with the cross-functional teams to improve the app experience and make it more efficient and functional.

I have helped by discovering UX problems and finding the best achievable solutions for them. I restructured the UX architecture and redefined the user journey for successful conversion. I also helped to redefine the Jo-Credit balance recharge process.

To comply with my NDA, I have omitted and appropriated confidential information. These designs are a reinterpretation of the original.

The Challenge

The existing Jo-Credit recharge process is manual. Also, the Jobike users need to visit JoPoints physically to get their recharge. It is very hassle for them.

Our main challenge is to implement the **Online Recharge process**. It will help our user to get their Jo-Credit Balance recharge from home.

Besides, the existing recharge process was creating some crucial problems.
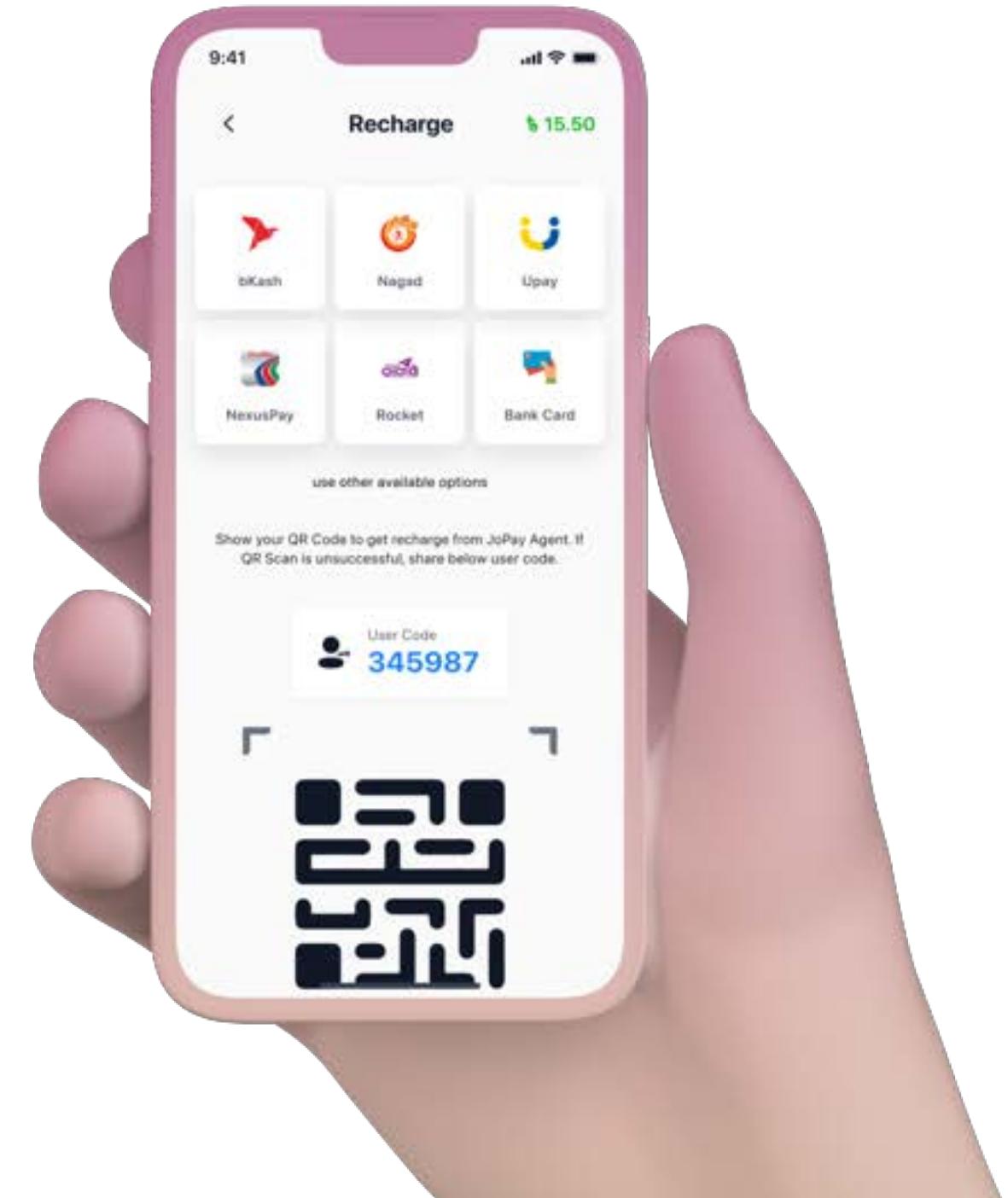
- JoPoints Agent uses a USSD service to recharge.
- The current process exposes users' phone numbers and makes their privacy vulnerable. Some users complained that they were receiving spam calls from unknown sources. It seems like their phone numbers are exposed from JoPoints.

The Approach

Thinking to the future, we wanted to create a system that simple, easy to use, functional and scalable solution to address the problems.

- We introduce the **online Jo-Credit recharge options**.
- We also redesigned the recharge process at Jopoints

The online recharge process is to be implemented by using 3rd party applications. Jobike tech team uses a hybrid mobile app development platform. So it is important to keep it into consideration during designing the solutions.
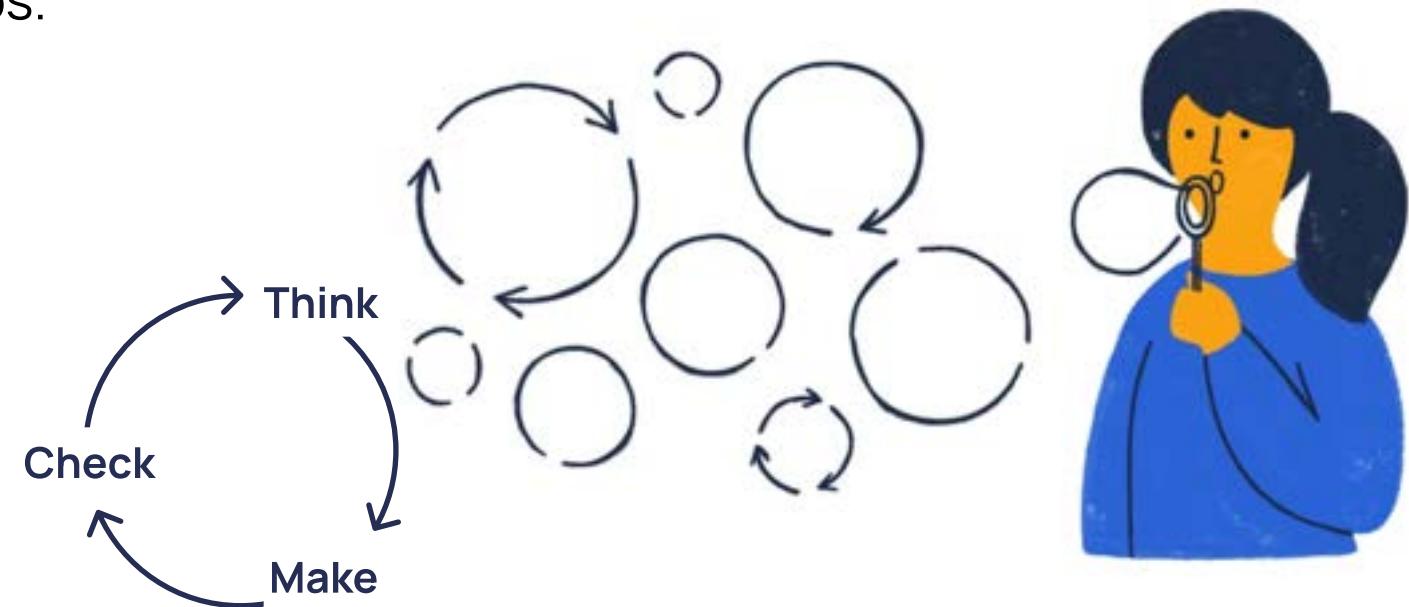
The UX Process

It is always challenging to select an efficient, sustainable, and flexible design process when we had very limited time and resources. I had selected the approach to the Lean UX process. It is an iterative process with three simple steps.

- **Think**
- **Make**
- **Check**

and keep repeating the steaps.

Focusing on the goals, I also pay attention to 4 principles.

1. **A collaborative culture with Lean UX:** We opted for a lean approach that emphasized rapid sketching, prototyping, user feedback, and design mockups.
2. **Building trust through transparency:** Sharing our methods and thinking from the outset helped to build a strong client relationship.
3. **Starting on the same page:** Together we identified risks and aligned on expectations and constructed a shared vision for the app.
4. **Build early test early:** This helped us to define the problems in the early stage and solve them instantly.

The Discovery

The discovery phase was a quick, high-intensity effort that allowed us to -

- Define project goals and milestones
- Audit the existing process faults
- Review the existing solutions by other products
- Understand business visions
- Empathize the users' needs, behaviors, and pain-points
- Understand technological feasibility and constraints.

Here are three considerations that help me to understand and prioritize the issues.

- **Value for the user** — How satisfying the solution is for users.
- **Potential Revenue** — How well this solution is for users and also good for business.
- **Implementation Effort** — How challenging it would be to build.

Our discoveries were mind-blowing.
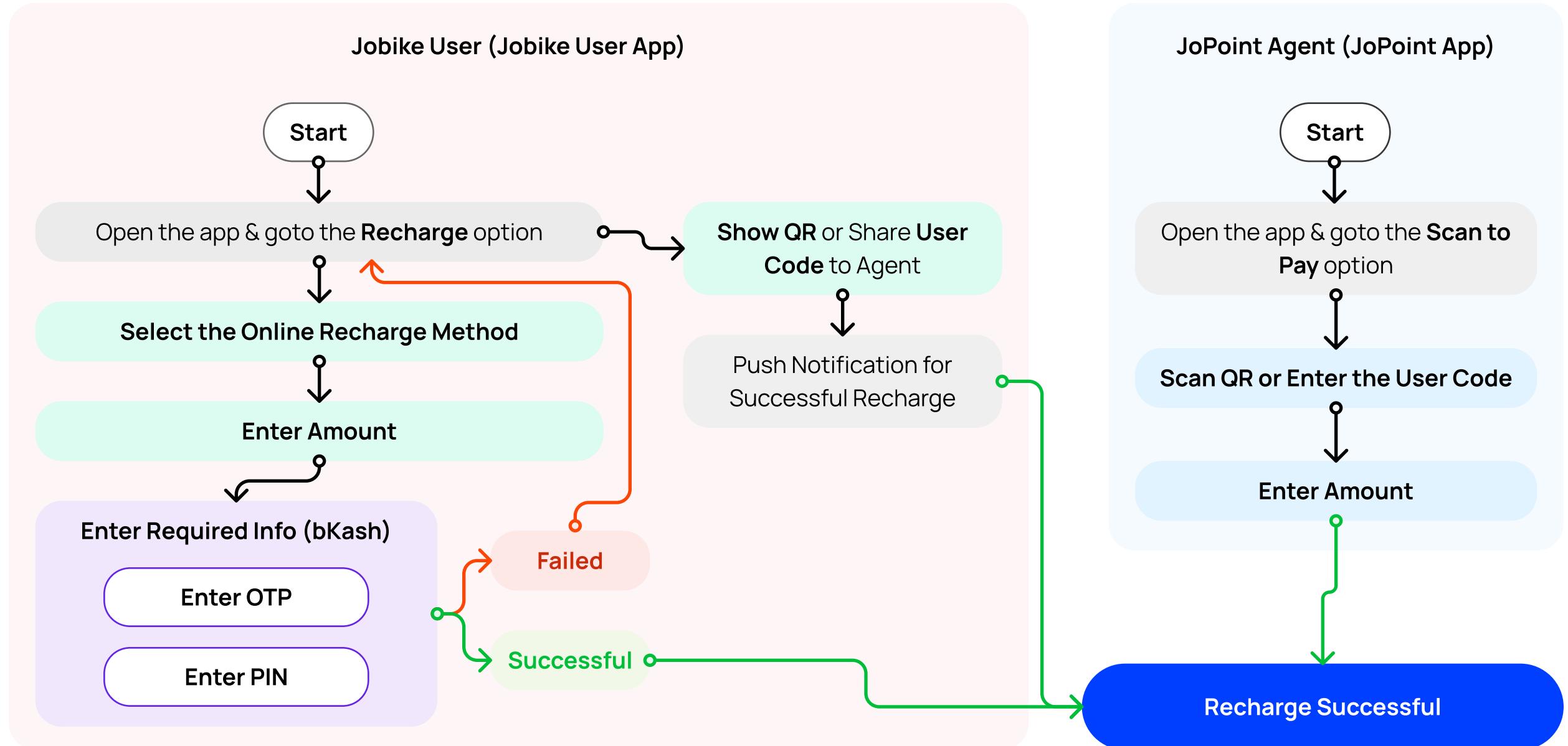
The Findings

We had visited **3 JoPoints** and discussed with the agents. We also discussed with the **20 Jobike users**.
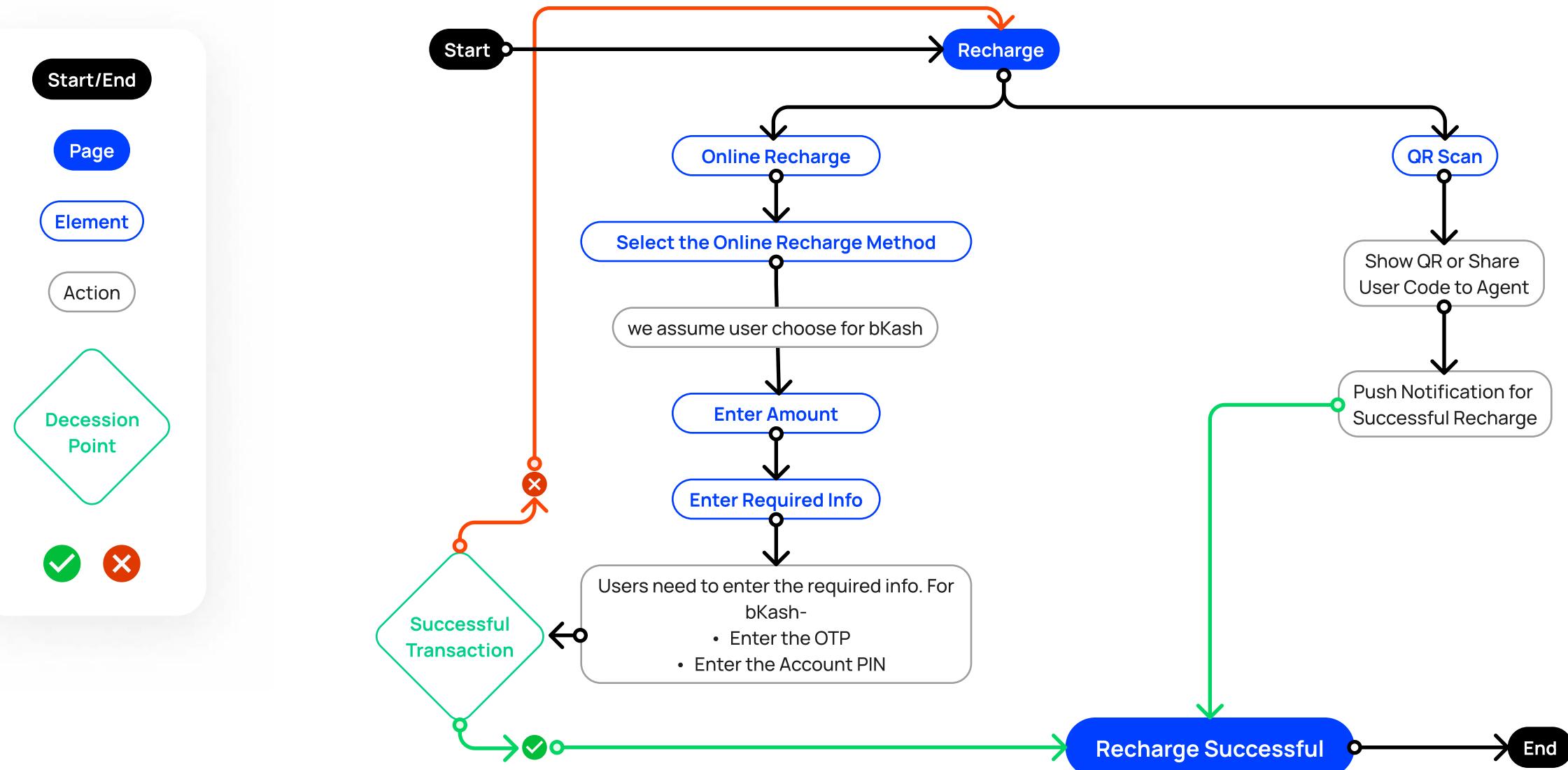
- 16 Jobike users want the online recharge system. It is a hassle to visit JoPoints.
- 14 users doubt the JoPoints are exposing their phone number and, it causes getting more spam calls.
- All the JoPoints agents are unhappy with the USSD recharge system. Also, had complained about their account top-up system. It is hard to keep records of all the transactions.

Next, I develop a flow chat of the process.

The Process

Jobike User (Jobike User App)

Start

Open the app & goto the **Recharge** option

Select the Online Recharge Method

Enter Amount

Enter Required Info (bKash)
- **Enter OTP**
- **Enter PIN**

Failed

Successful

Show QR or Share **User Code** to Agent

Push Notification for Successful Recharge

JoPoint Agent (JoPoint App)

Start

Open the app & goto the **Scan to Pay** option

Scan QR or Enter the User Code

Enter Amount

Recharge Successful

User Flow (Jobike User App)

Legend:
- Start/End
- Page
- Element
- Action
- Decession Point
- ✓ ✗

Flow:

Start → Recharge

Recharge → Online Recharge

Recharge → QR Scan

Online Recharge → Select the Online Recharge Method

Select the Online Recharge Method → we assume user choose for bKash

we assume user choose for bKash → Enter Amount

Enter Amount → Enter Required Info

Enter Required Info → Users need to enter the required info. For bKash-
- Enter the OTP
- Enter the Account PIN

→ Successful Transaction

Successful Transaction → ✗ → Recharge

Successful Transaction → ✓ → Recharge Successful

QR Scan → Show QR or Share User Code to Agent

Show QR or Share User Code to Agent → Push Notification for Successful Recharge

Push Notification for Successful Recharge → Recharge Successful

Recharge Successful → End

User Flow (JoPoint App)

Sketchs & Wireframing
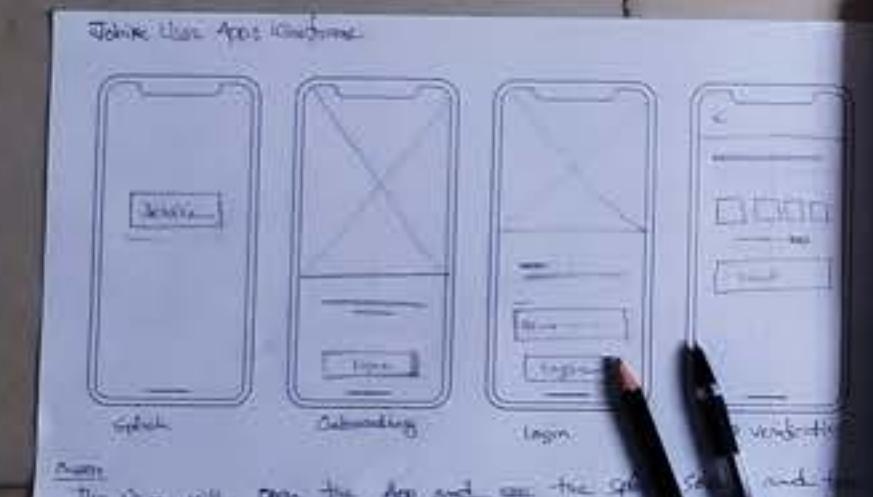
The next steps were to sketch wireframes based on the user flow maps.

- Creating wireframes helped me to visualize the ideas, and gave us the basic structure for how users would use the app.
- When creating these wireframes, we made sure to keep the user needs from the earlier findings and research in mind.
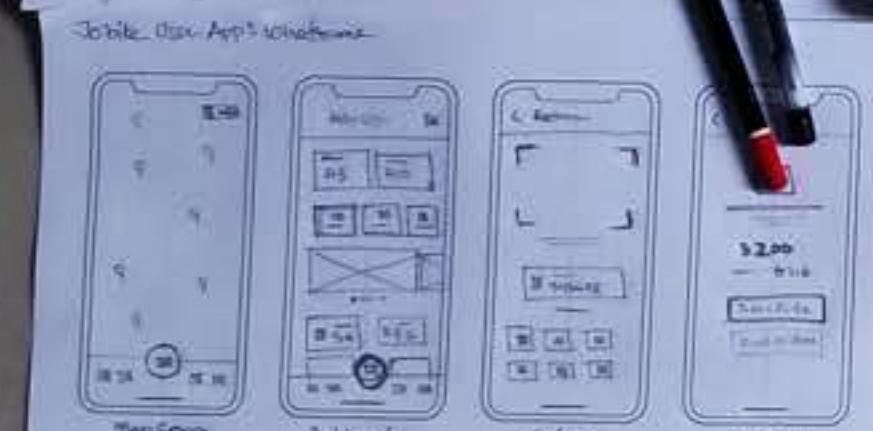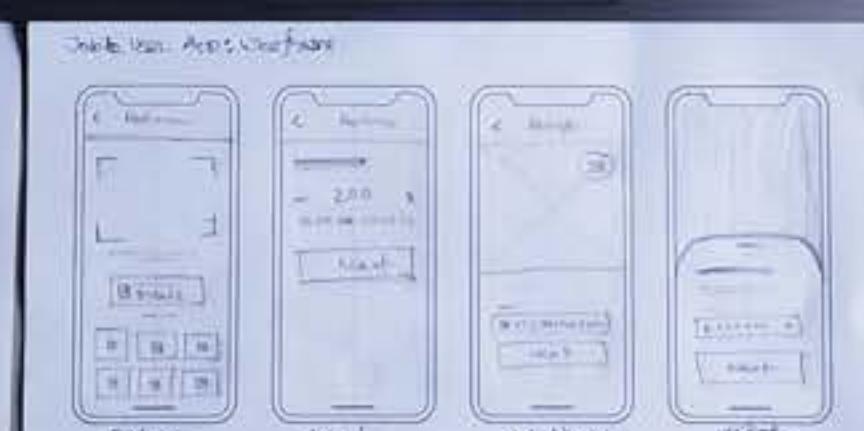
Wireframe (Jobike User App)

Wireframe (JoPoint App)

Prototyping & Testing

While creating the wireframes, I always build the flow and low fidelity prototype and continuously conducted a series of sessions for usability testing.

- I have done several testing sessions with a close group of users.

Design Prototype
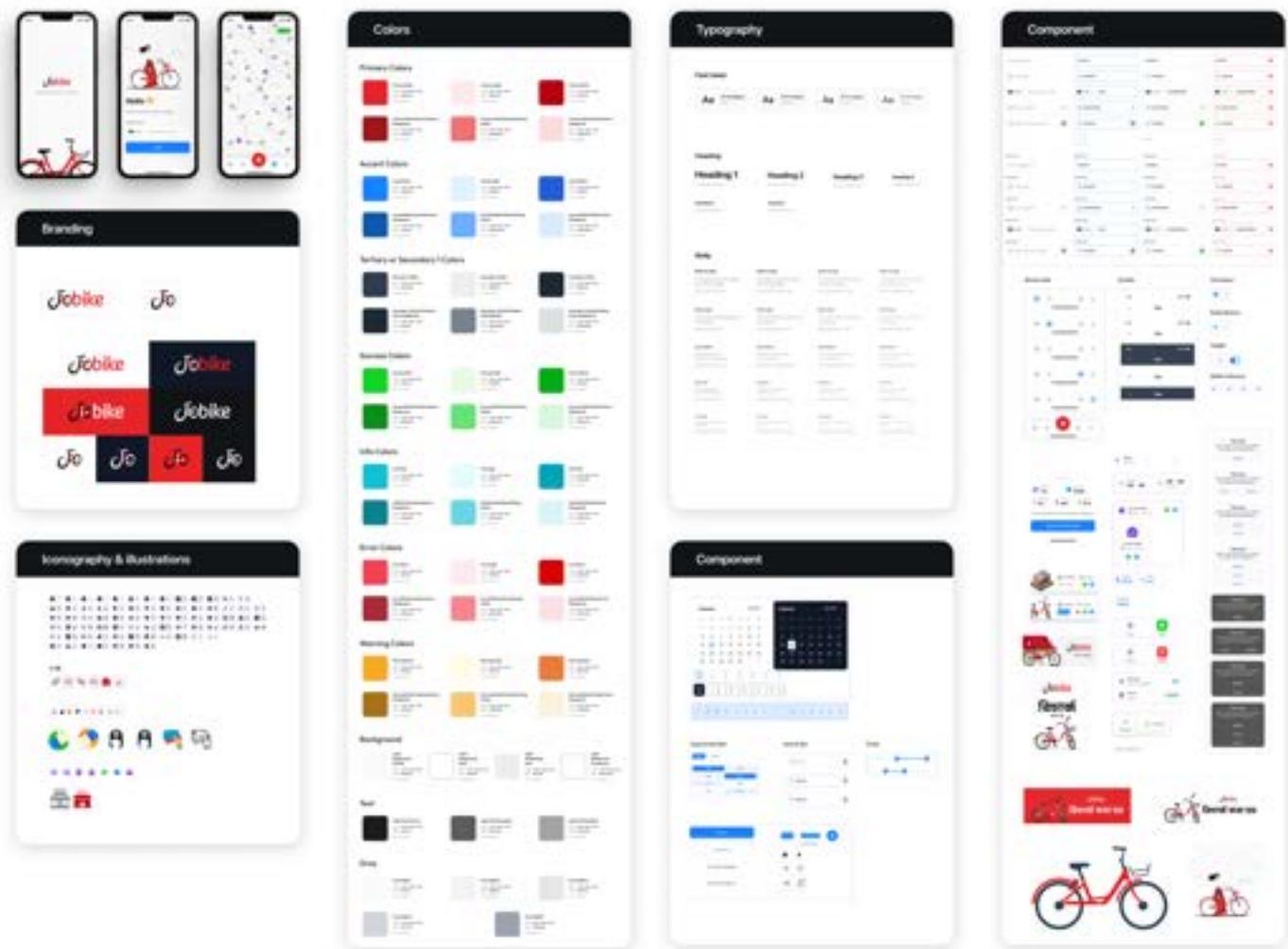
Jobike User App

JoPoint App
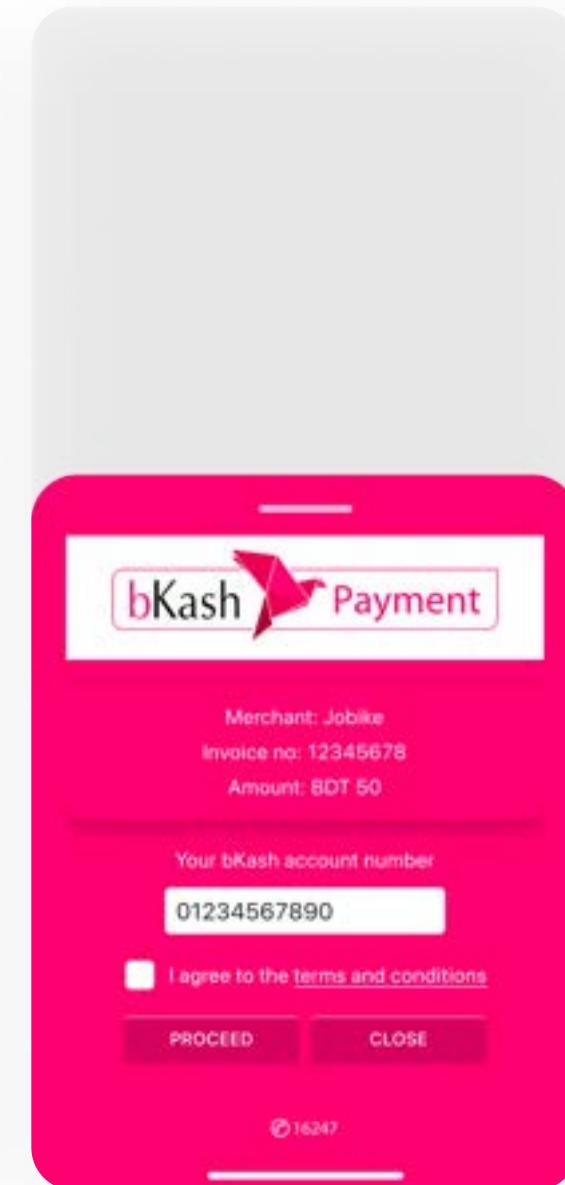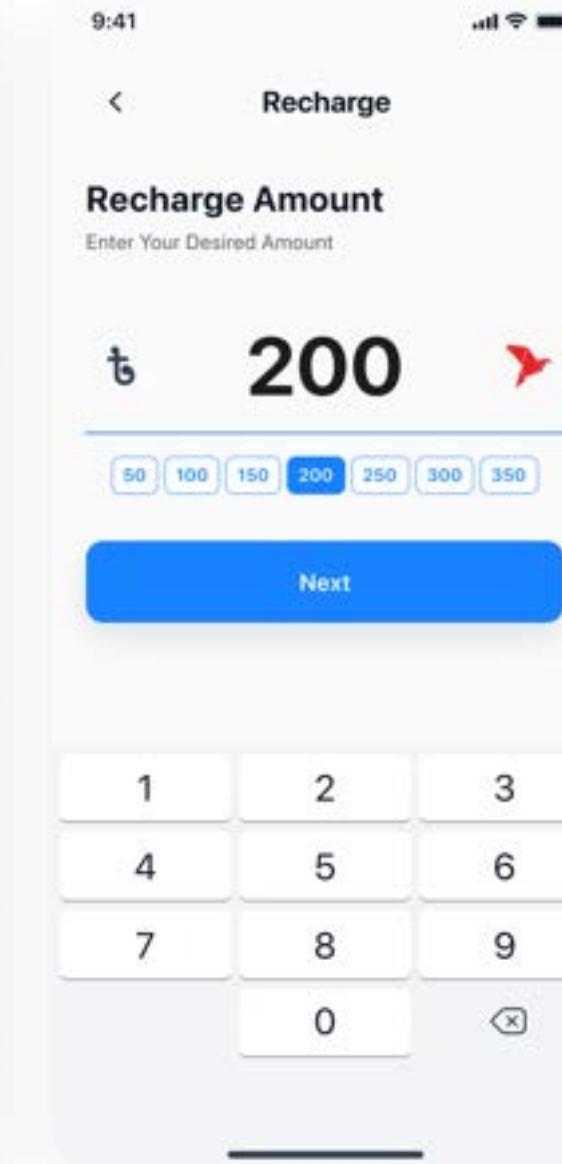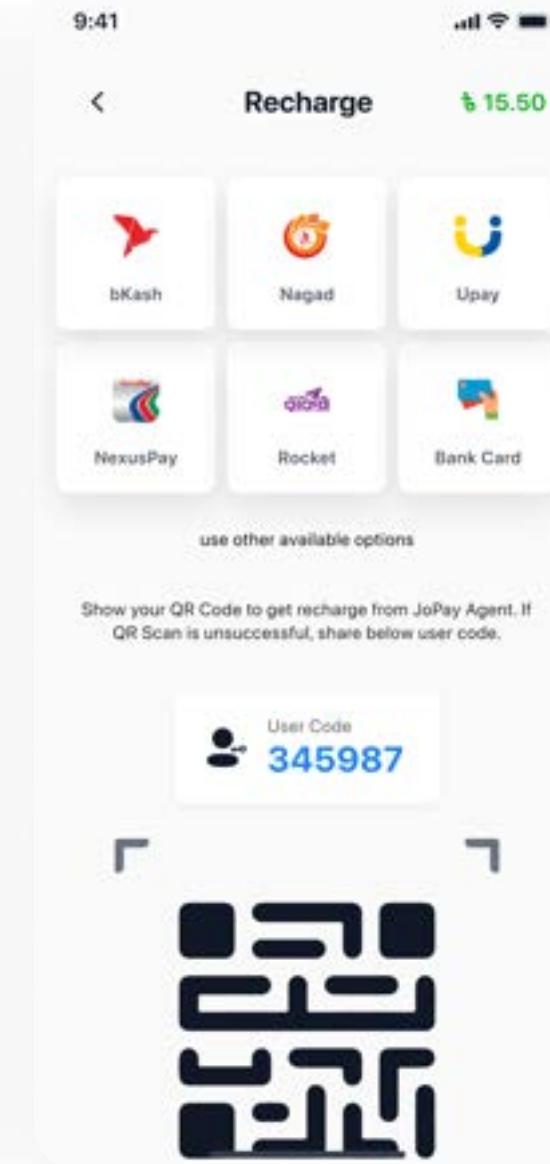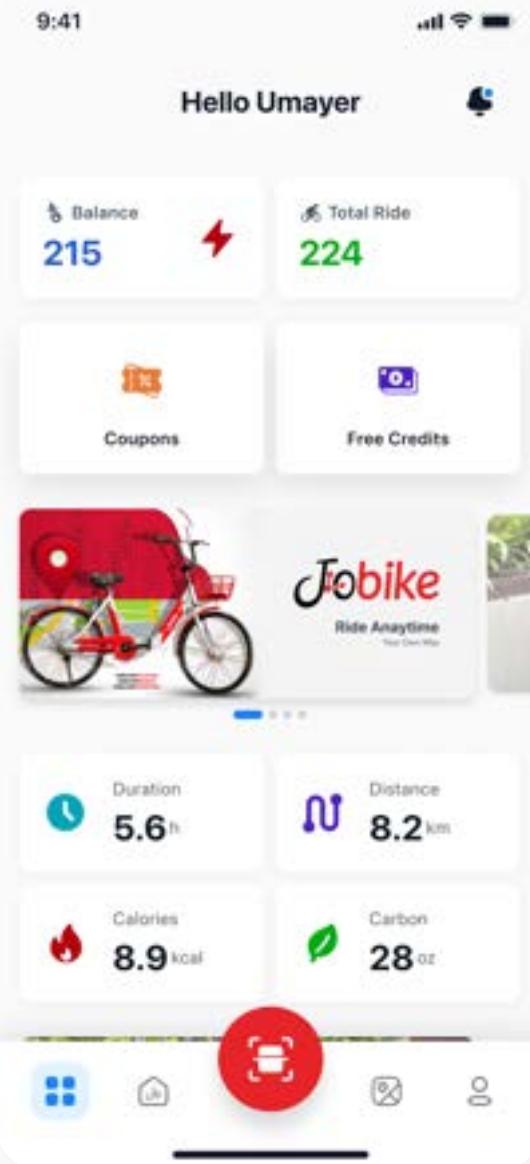
UI Design
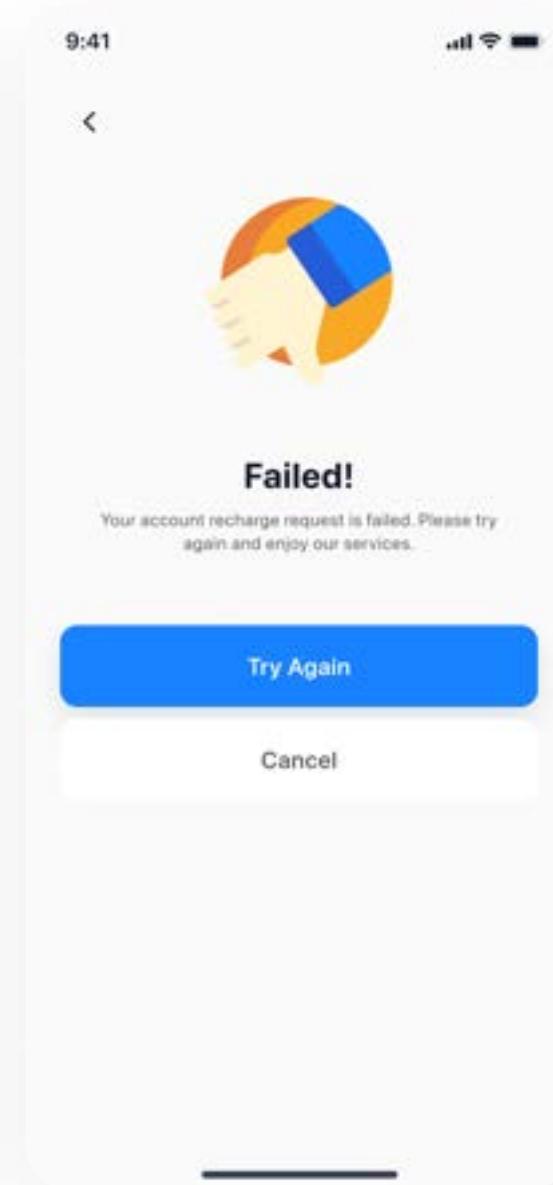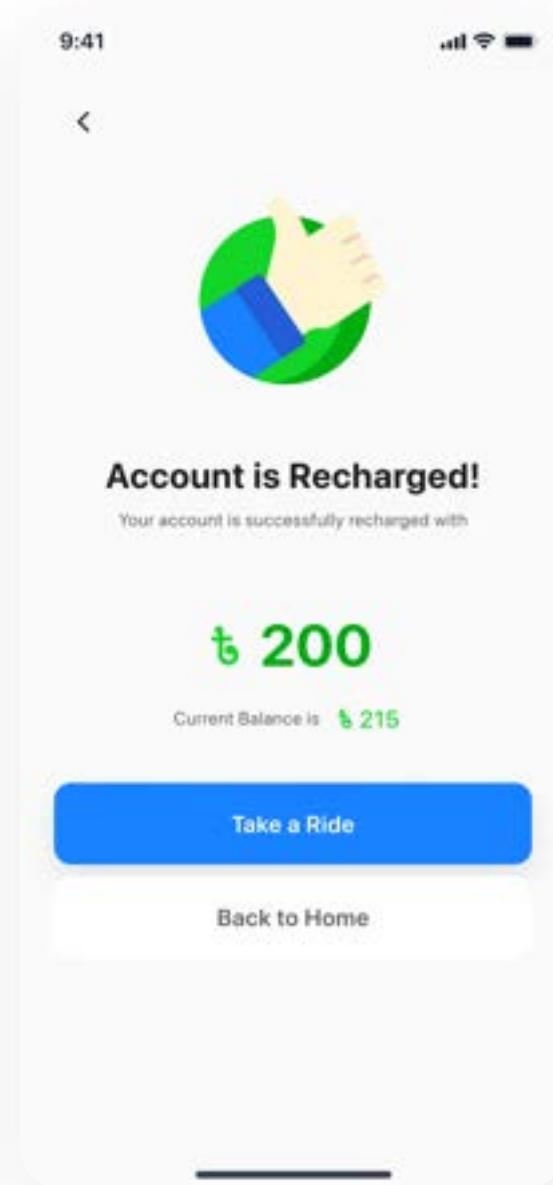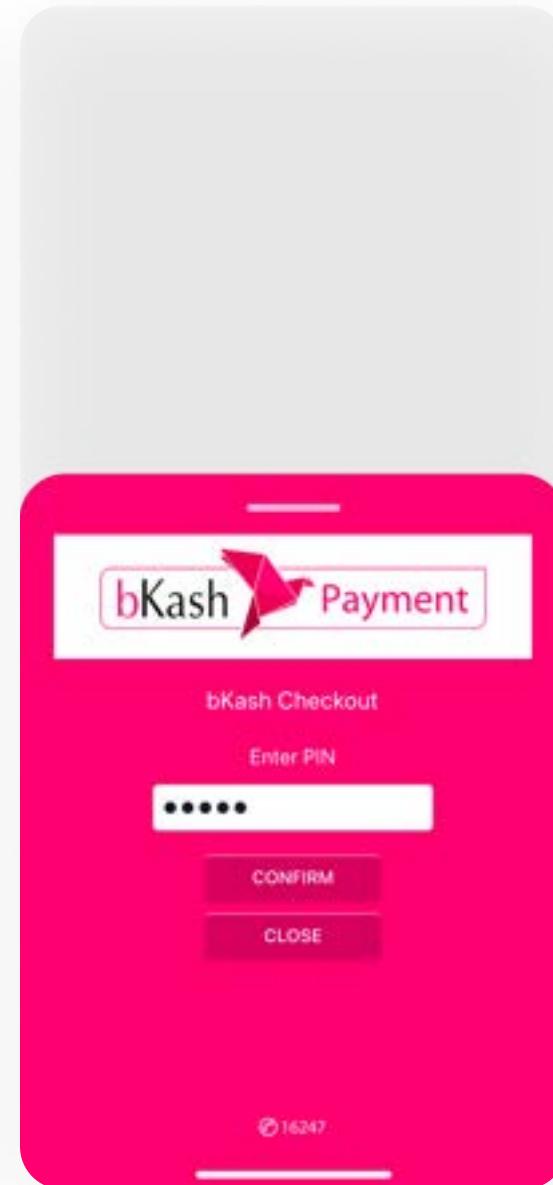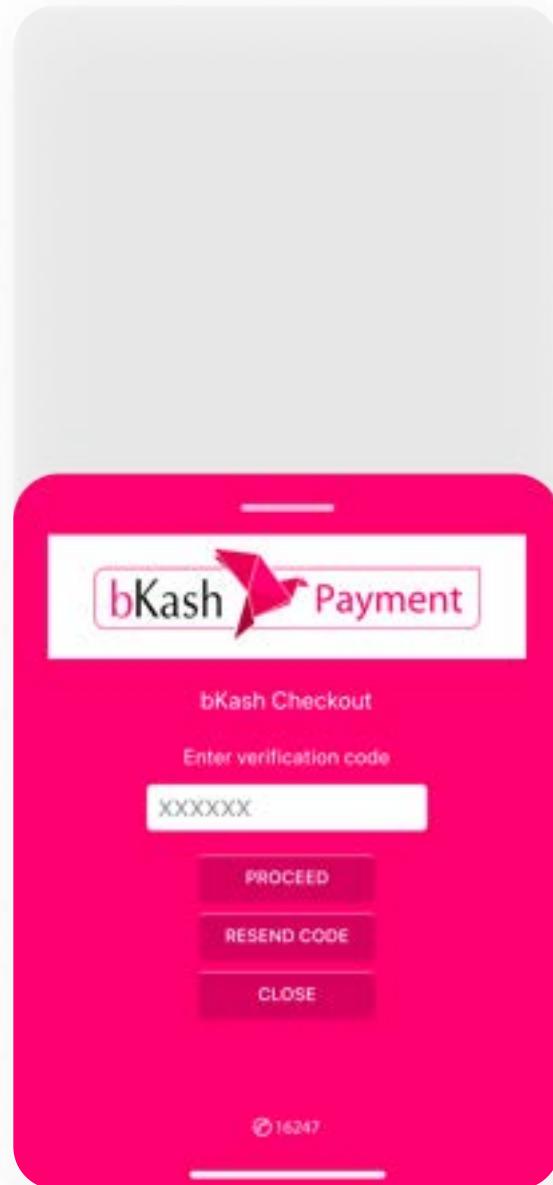
Before starting the UI design process I always built a highly customizable design system to create a design language. It helps us a lot in creating user-friendly, accessible, high-fidelity designs.

- I have designed a design style guideline and reusable components.
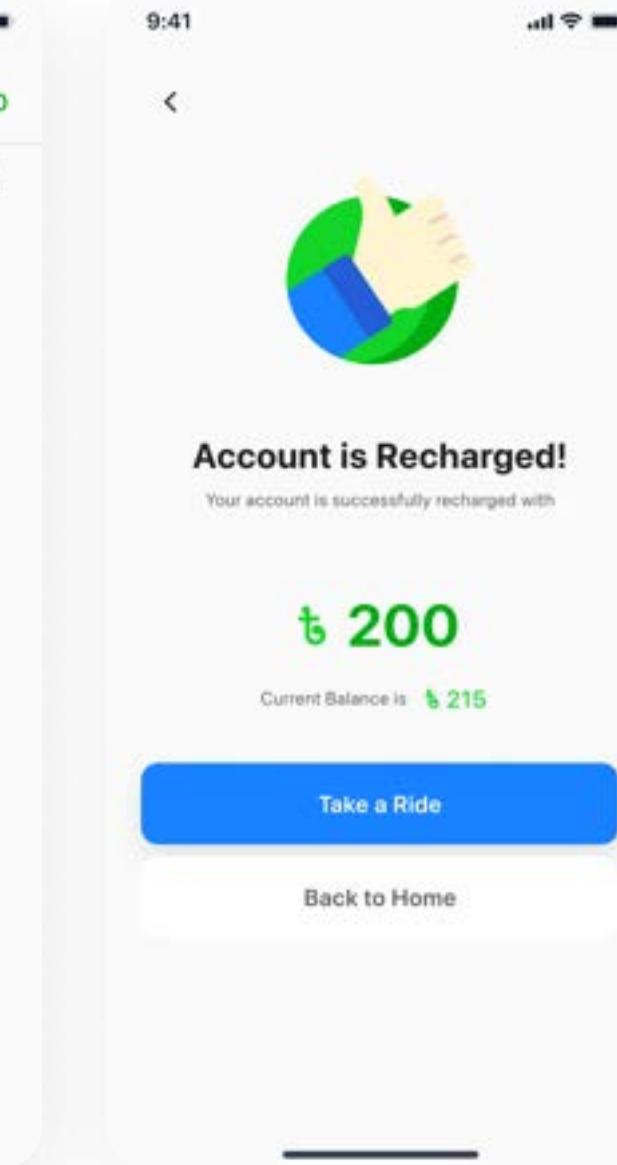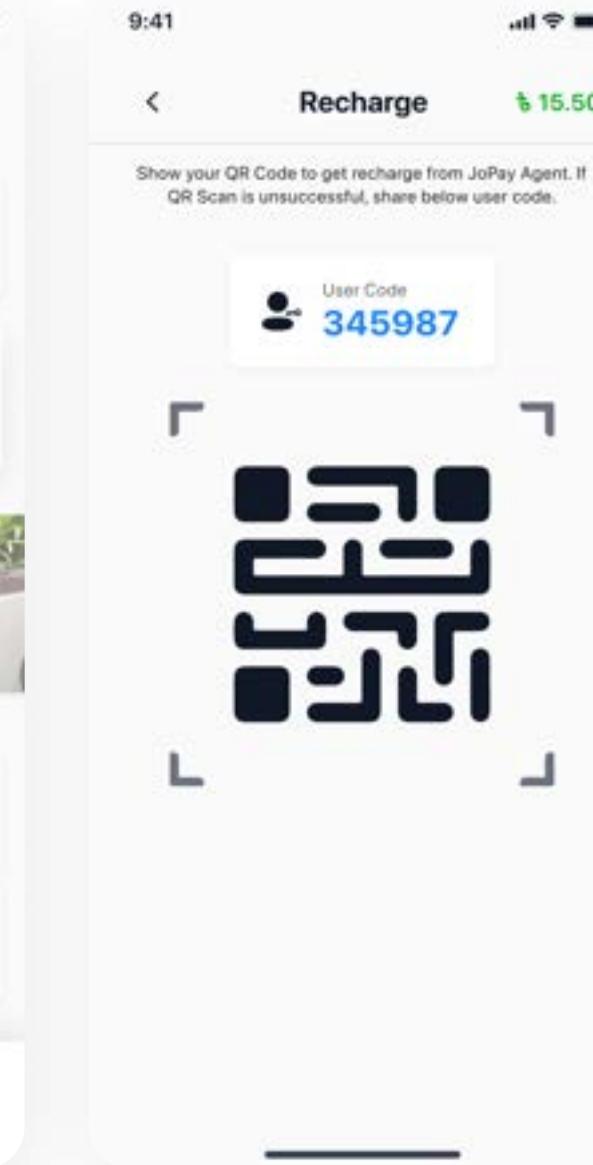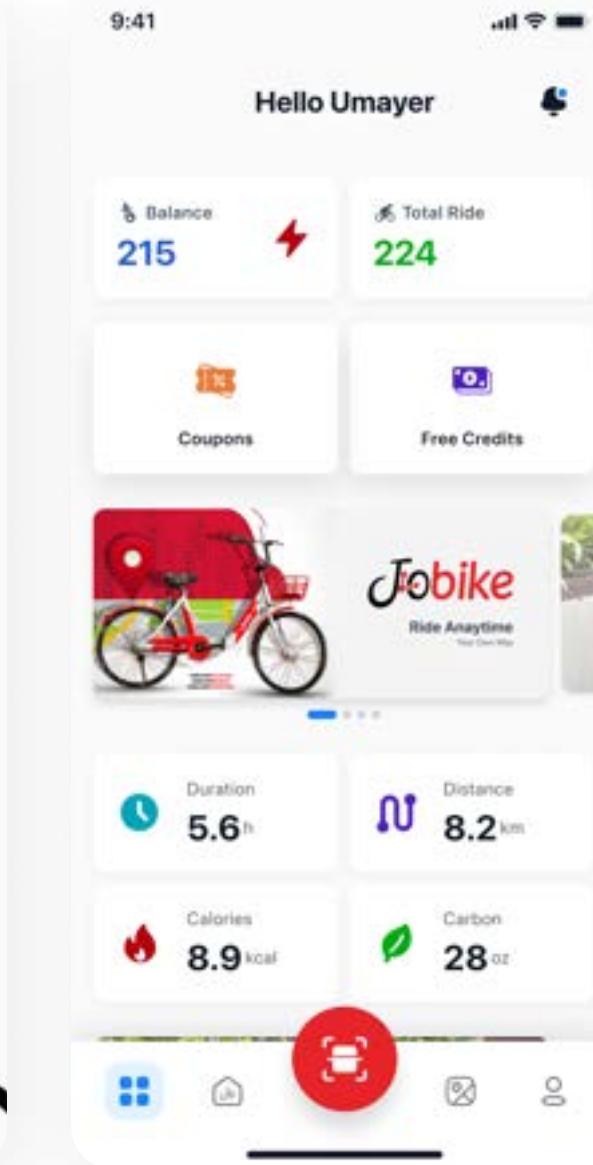
Jobike User App (Online Recharge)

bKash Payment

bKash Checkout

Enter verification code

XXXXXX

PROCEED

RESEND CODE

CLOSE

16247

bKash Payment

bKash Checkout

Enter PIN

●●●●●

CONFIRM

CLOSE

16247

Account is Recharged!

Your account is successfully recharged with

৳ **200**

Current Balance is ৳ 215

Take a Ride

Back to Home

Failed!

Your account recharge request is failed. Please try again and enjoy our services.

Try Again

Cancel

Jobike User App (Scan to Pay)

JoPoint App (Scan to Pay)

Screen 1 — Amount

Scan to Pay

Amount
Enter the Payable Amount

BDT.   **50**   ৳

50 100 150 200 250 300 350

Next

1 2 3
4 5 6
7 8 9
   0 ⌫

Screen 2 — Verify

Scan to Pay
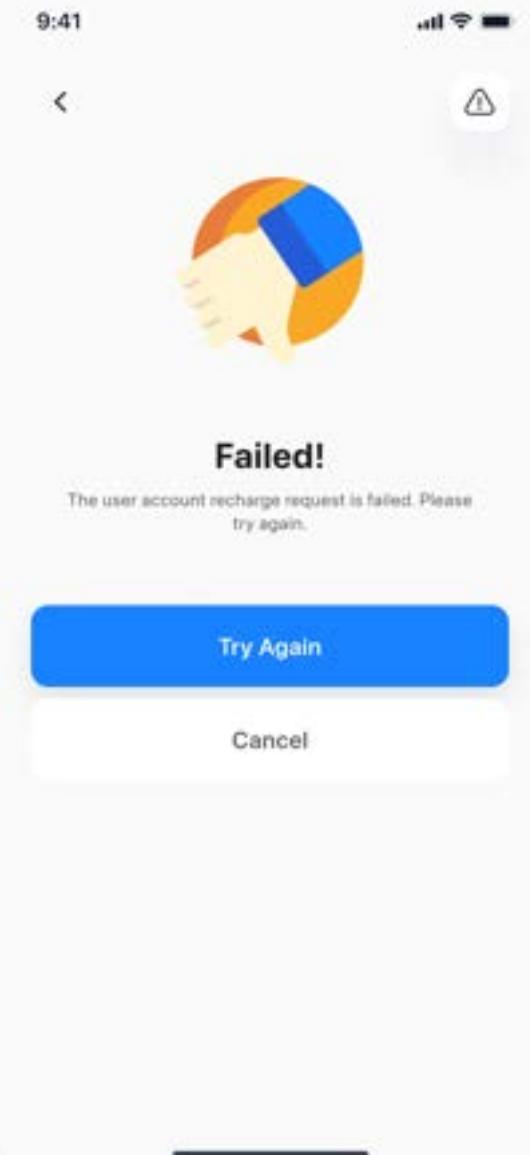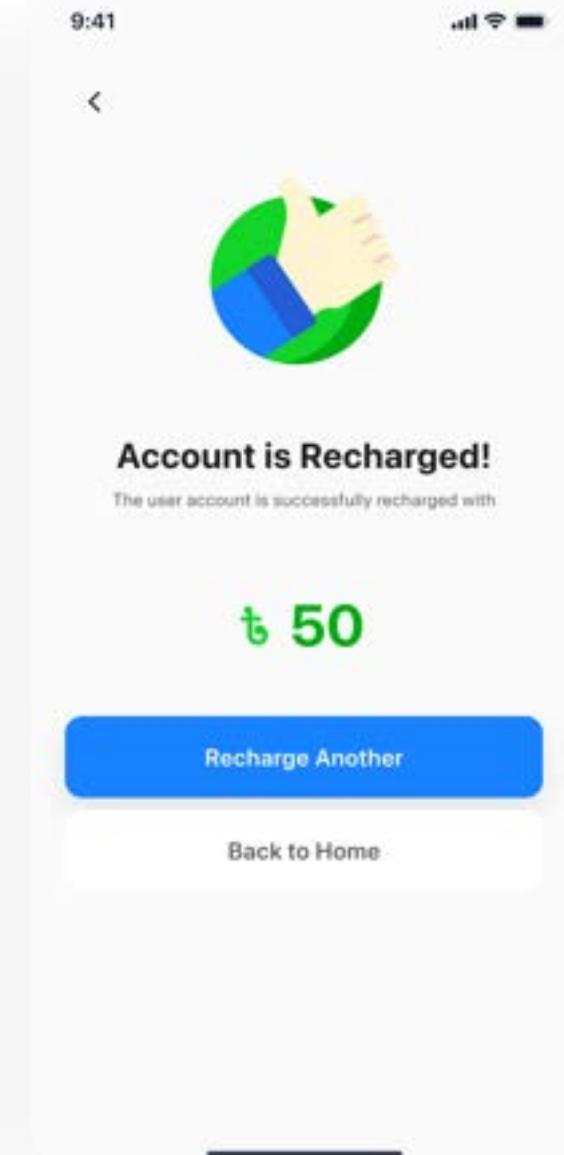
Verify
Enter your account PIN

••••••   👁

Next

1 2 3
4 5 6
7 8 9
   0 ⌫

Screen 3 — Success

Account is Recharged!
The user account is successfully recharged with

৳ 50

Recharge Another

Back to Home

Screen 4 — Failed

Failed!
The user account recharge request is failed. Please try again.

Try Again

Cancel
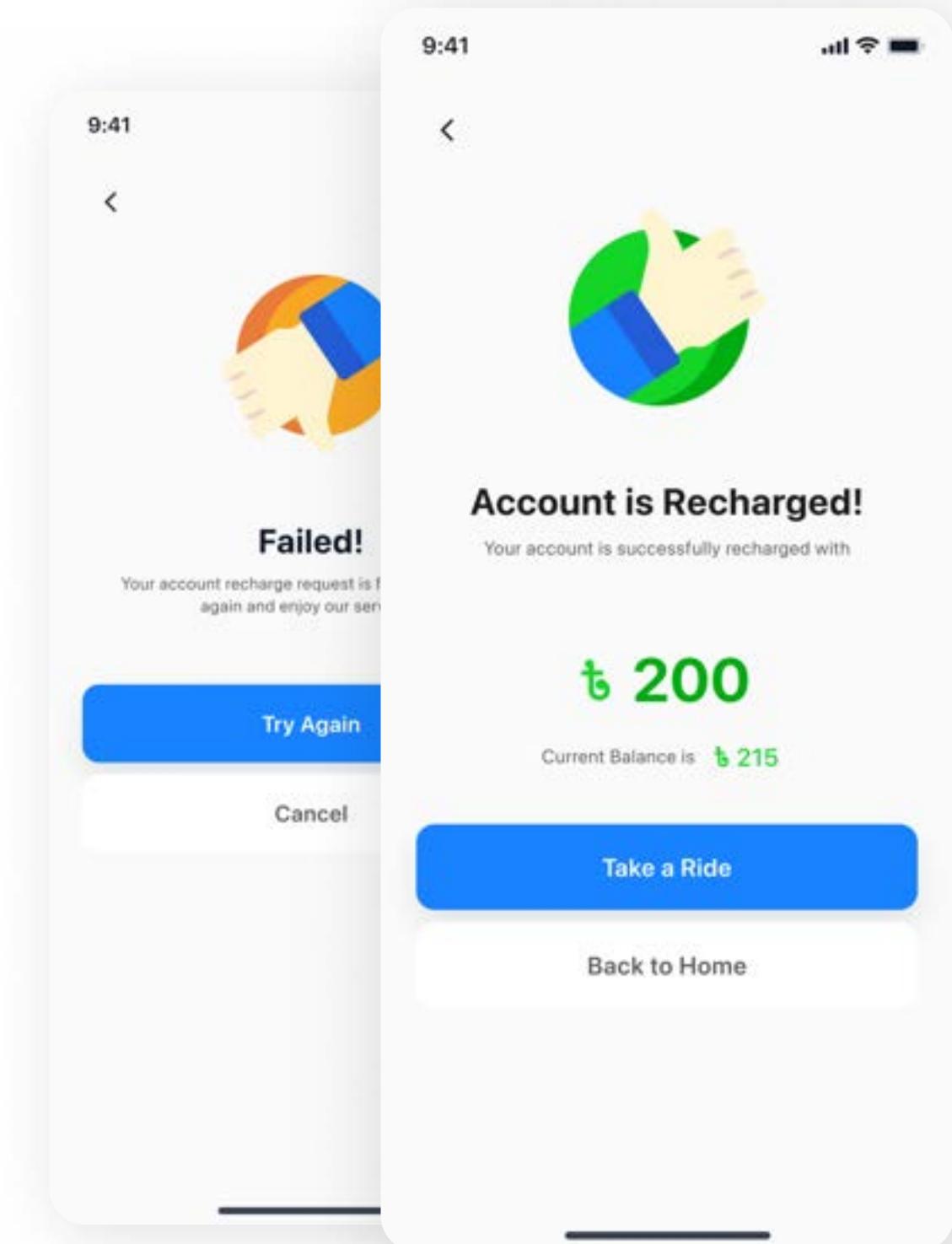
Usability Testing

After applying UI elements to our wireframes, we created a high-fidelity prototype.

We conducted three smaller in-person usability testing sessions.

The goal was to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks. The participants were given the same tasks done.
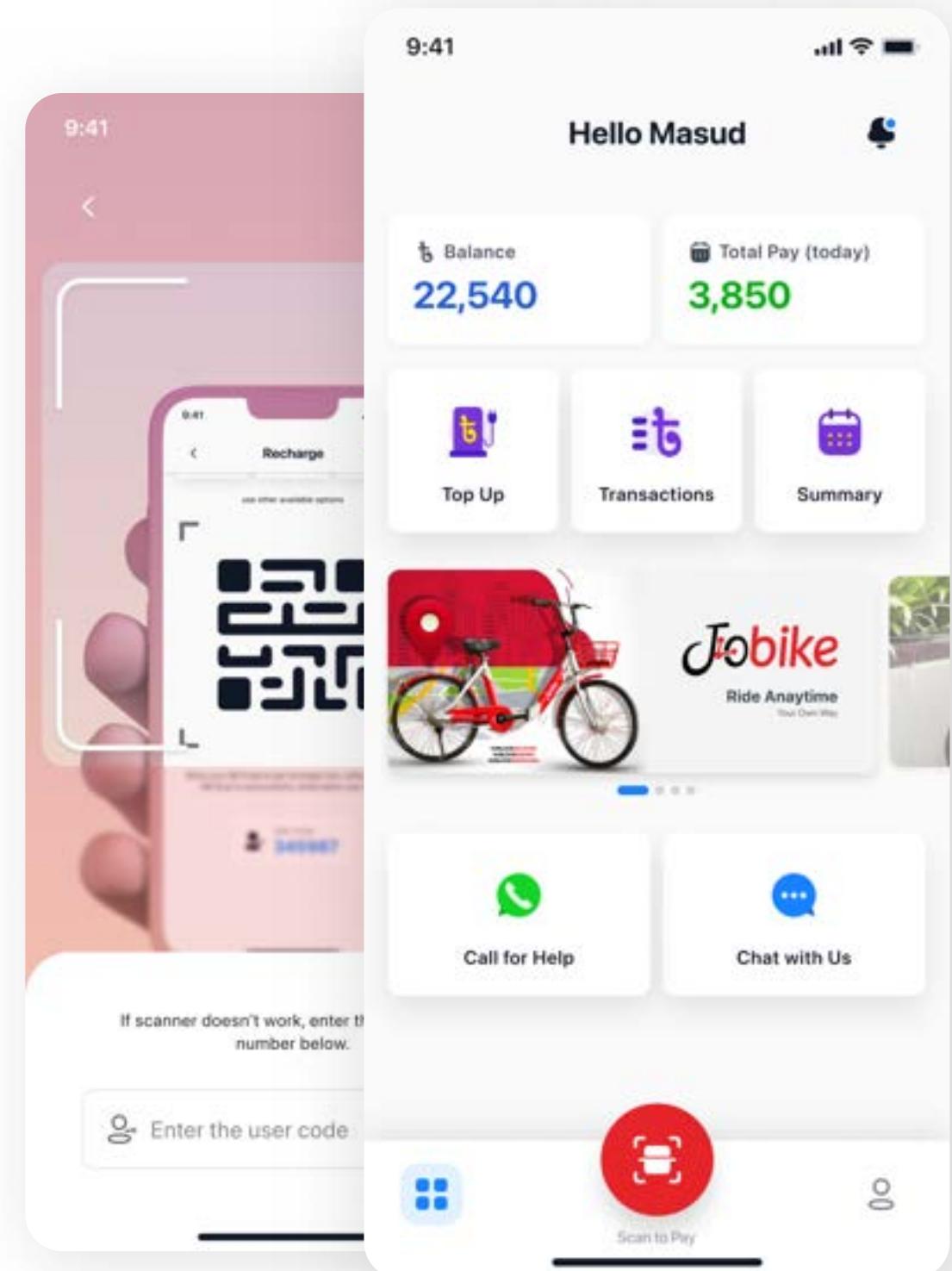
Due to the NDA issue, I've only shared the information authorized by Jobike authority.

Refine & Deploy

Based on the usability testing sessions, we refined and updated the design. Then, we created deliverables for development handover. I maintained continuous communication with the developers during the development period.

After the successful deployment, it is time to collect feedback from the user.
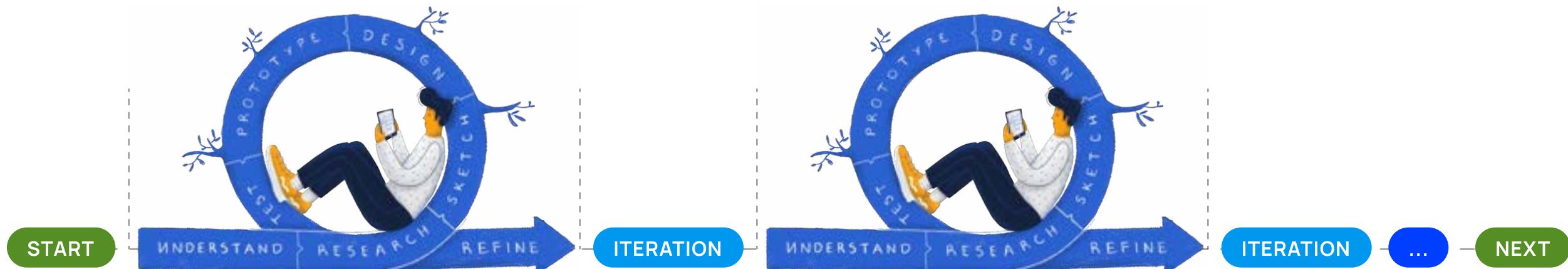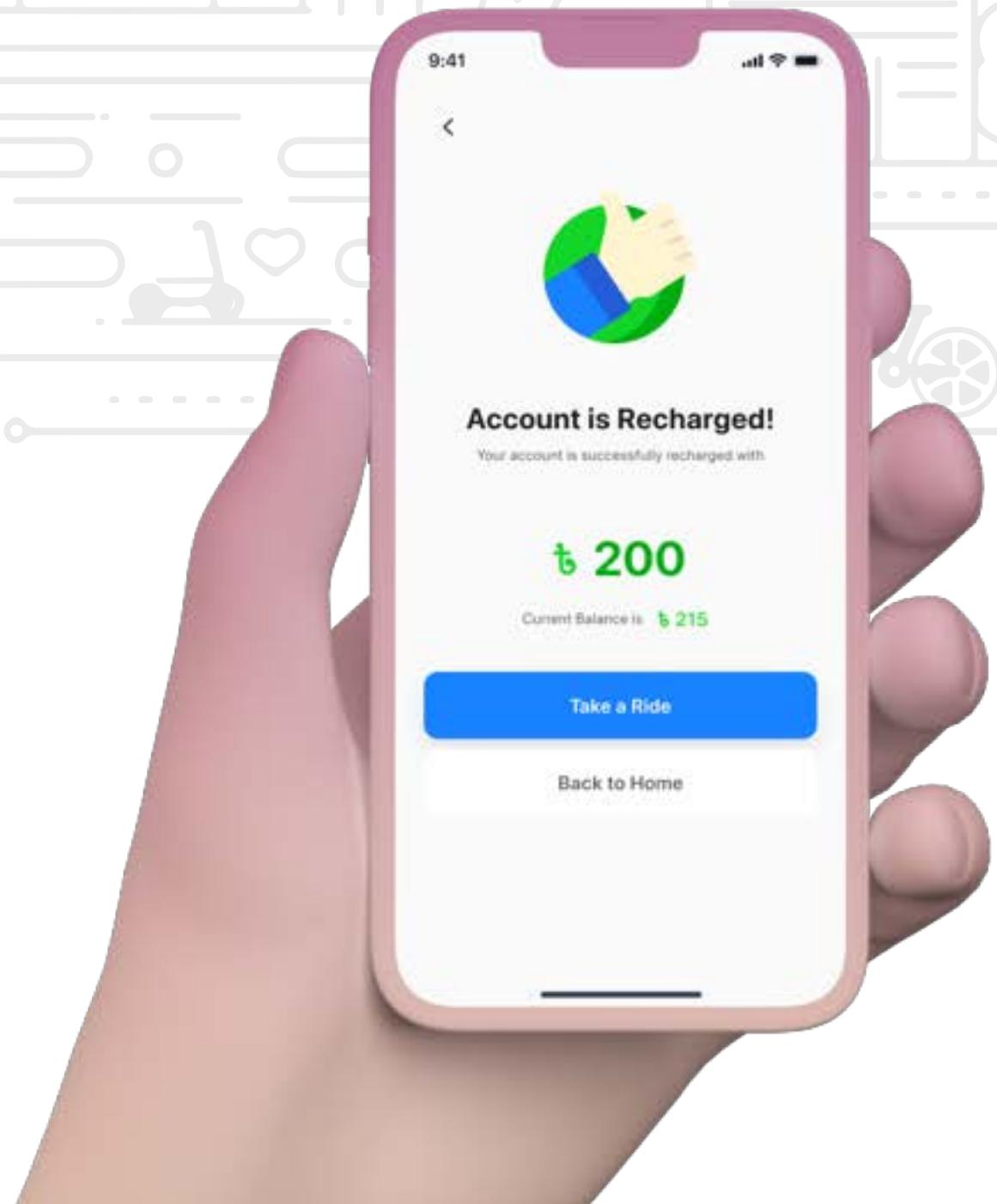
Results & Future Iteration

After the successful deployment, we collected feedback from user interview sessions. The newly developed features helped us rebuild our users' trust, and make our service more efficient. We've monitored and measured the results and with in the first 6 month -

- **Online recharge increased by 65%**. Users don't need to visit JoPoints.
- Although JoPoint recharge decreased, the process is now more efficient. We've **secured the users' privacy**.

I always prefer to follow the iterative process. And keep repeating the steps.

Thank you

Feel free to reach me

✉ anamoulrouf.bd@gmail.com 🌐 https://anamoulrouf.com

Truck Lagbe

KYS (Know Your Suppliers) ID Verification

Introduction

Truck Lagbe is the largest and pioneer in truck & pickup rental service provider in Bangladesh. It ensures seamless supply as competition increases in this vertical, which is inevitable as the industry grows and digitization accelerates.
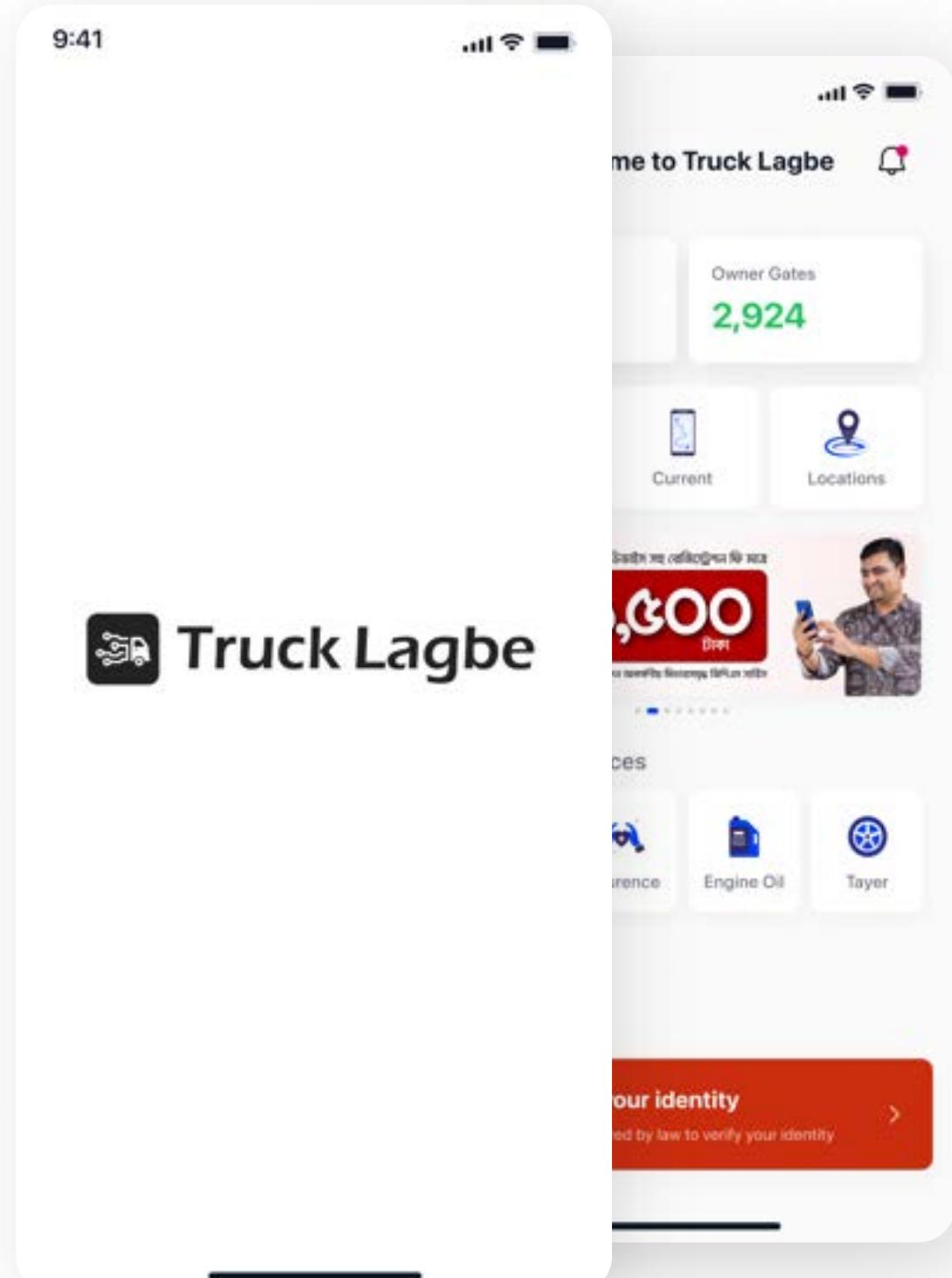
Truck Lagbe is a technology platform optimising how Bangladesh books truck. It connects businesses and customers to the right drivers and fleet owners for their hauling needs.
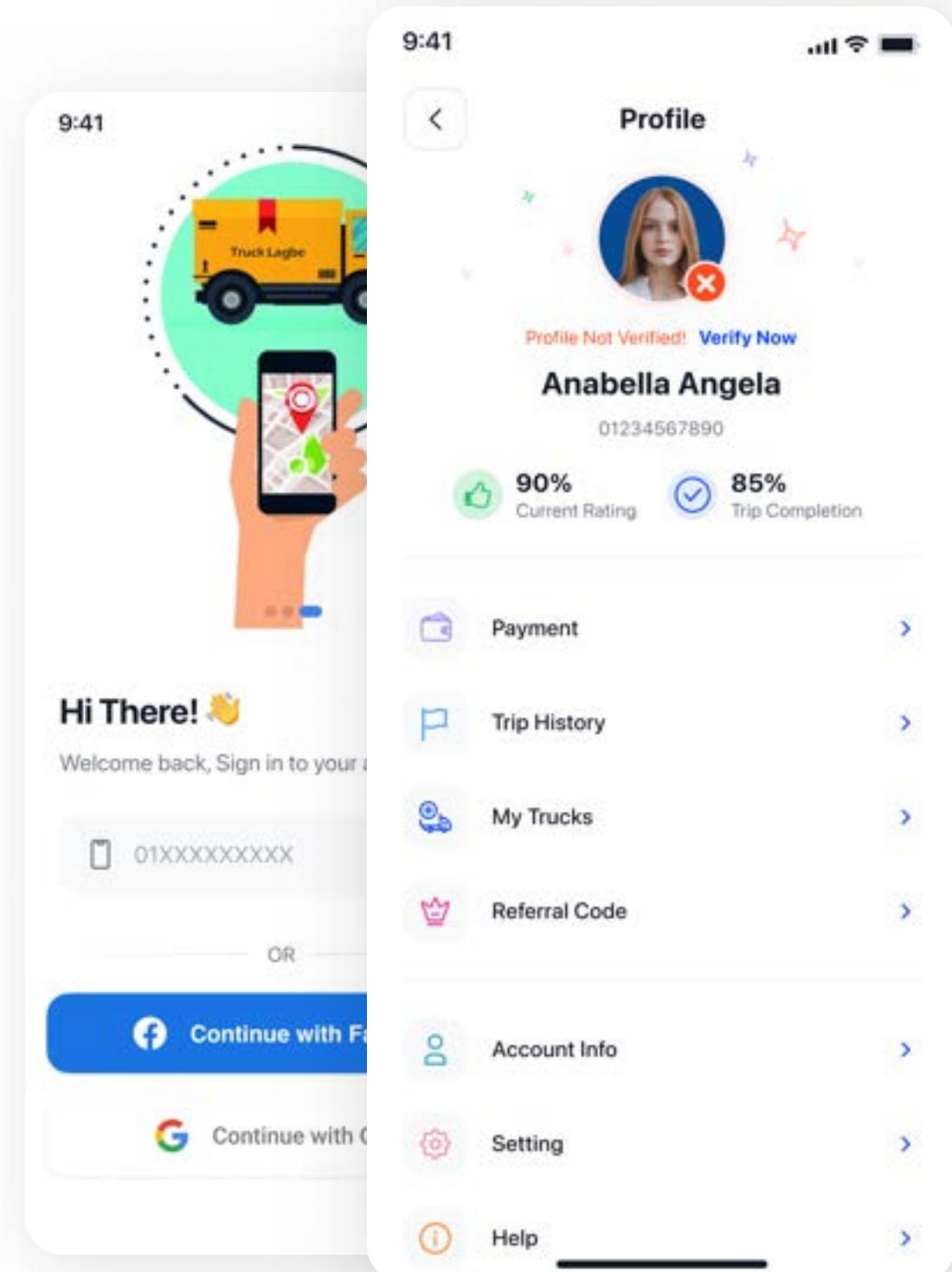
Problem

Truck Lagbe is always concerned about its customers. To gain their trust and be their moving partner, We have faced some difficulties.

- As we were facing some operational difficulties verifying our delivery partners (truck owners, truck drivers, collaborators, transport agencies).
- It's very common in trucking industry that truck drivers spend most of their time in trips, moving and busy.
- It is very challenging to get them in optimum placess.
- Also asking user to come at TL Services Points can't be a feasible solution and our wild guess we'll only get 5-8% users' information.

- It is also hard for TL employees to reach them personally. It is not efficient and also time consuming.
- Sometimes we get documents from users through courrier delivery service. But in that case we're failling to verify the user in person.
- In some cases users don't have the required document with them.
- The trip Completion Rate (CR) is getting more challenging to control and the fraudulent cases are restricting our growth.
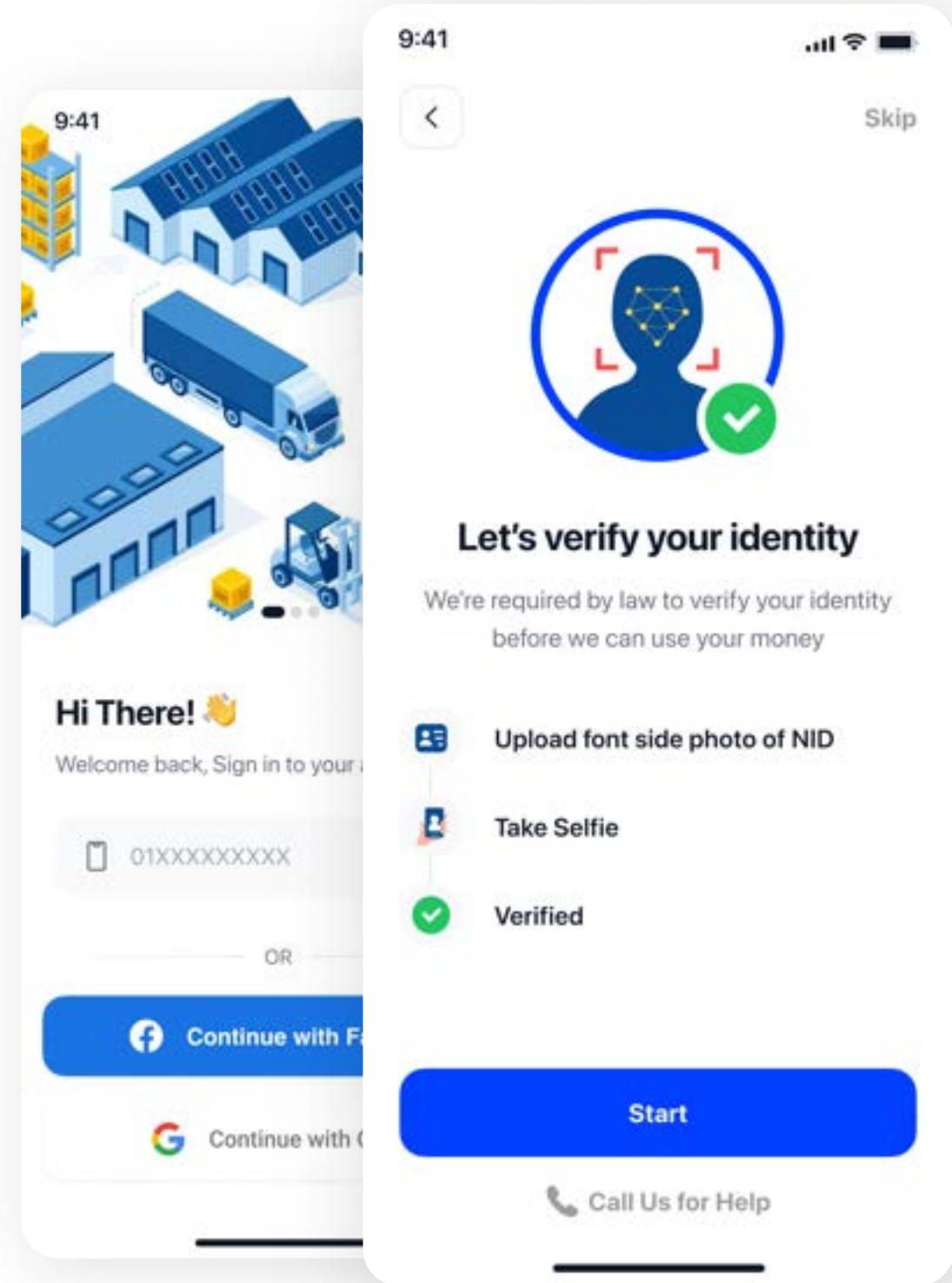
Approach
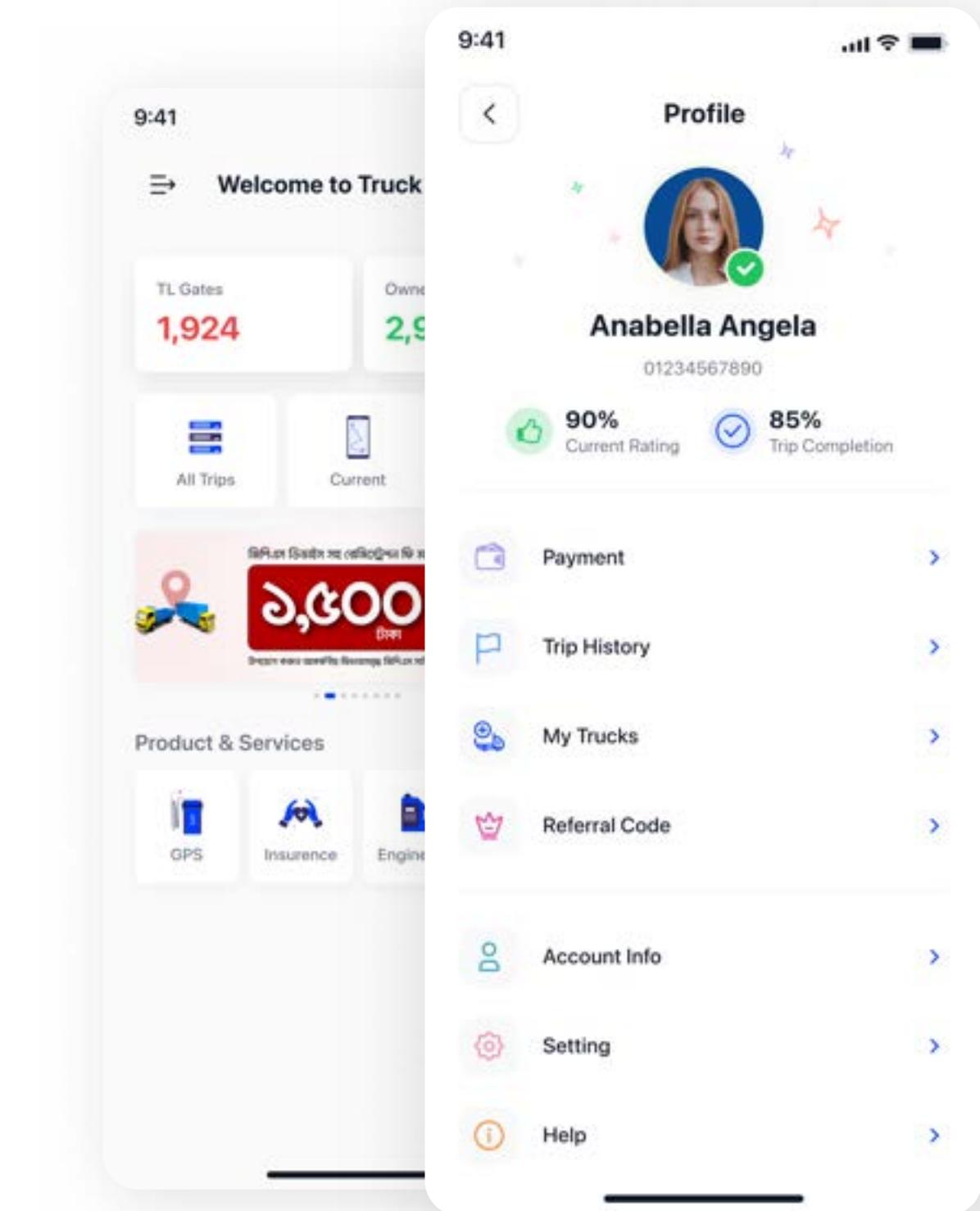
Thinking to the future, we wanted to create a system that simple, easy to use, functional and scalable solution to address the problems.

Our goal was to seamlessly display the experience if necessary, then guide the user back into the flow they originally were in. By collaborating closely as a team we were able to provide fallback solutions to our users.

- Truck Lagbe introduced KYS (Know Your Suppliers) programme. In this programme Truck Lagbe will comply with their supply partners.
- Ensuring the in person verification process we have to implement OCR (Optical character recognition) and WebRTC (real-time communications).
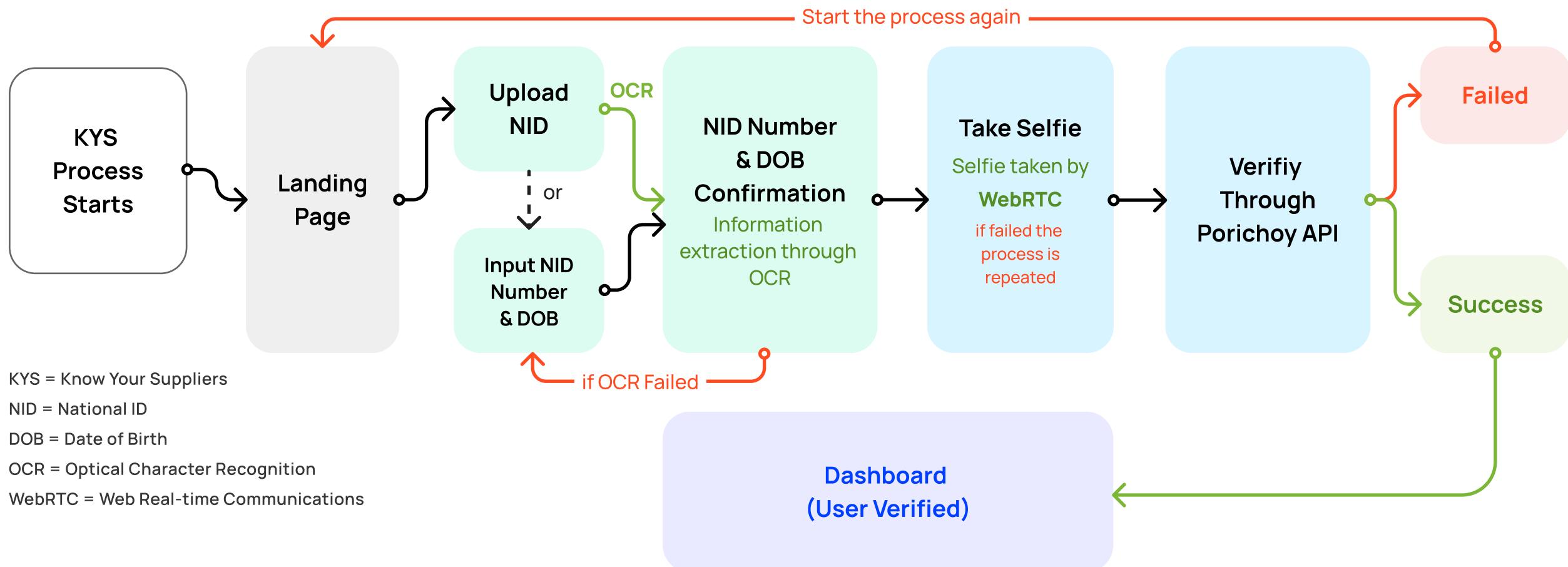
- OCR is implemented to collect the data from image
- Web RTC is a tool to develop video liveness ID verification SDK (software development kit)
- To verifiy the supply partners we'll use an API service from Porichoy.com (a goverment service to verify National ID).
- It is our concern to keep our customer happy.
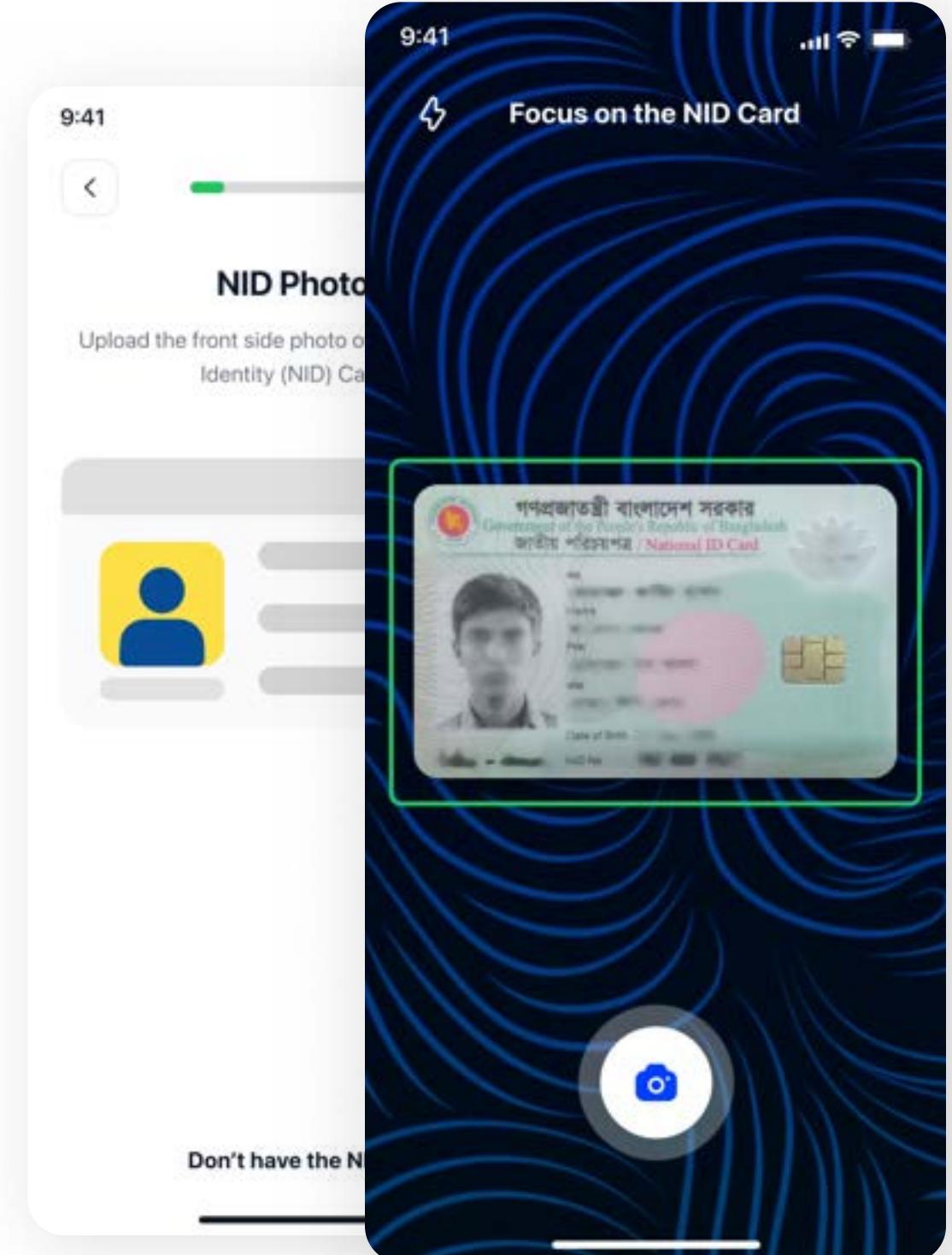
The KYS Process

We'll use a 3rd party Bangladesh Goverment authorised service through out the process.

KYS = Know Your Suppliers

NID = National ID

DOB = Date of Birth

OCR = Optical Character Recognition

WebRTC = Web Real-time Communications

KYS Process Starts → Landing Page → Upload NID **or** Input NID Number & DOB → **OCR** → NID Number & DOB Confirmation (Information extraction through OCR) → Take Selfie (Selfie taken by **WebRTC**, if failed the process is repeated) → Verifiy Through Porichoy API → **Failed** / **Success**

Start the process again

if OCR Failed

Dashboard (User Verified)

Method 1:
Document Scan

The process of collecting and validating a National ID, we asked our driver to upload a photo of NID Front side. We provided an interface for taking a photo, OCR will helps us to collect necessery data from it. Then WebRTC will helps us to capture the selfie and validate the information from Porichoy API. If if the document is valid user gets verified instantly.

Method 2:
Document Information Entry

Sometimes the users don't have the National ID physically. We provided an interface for entering National ID information and then WebRTC will help them to take the selfie and validate the information from Porichoy API. If if the document is valid user gets verified instantly.
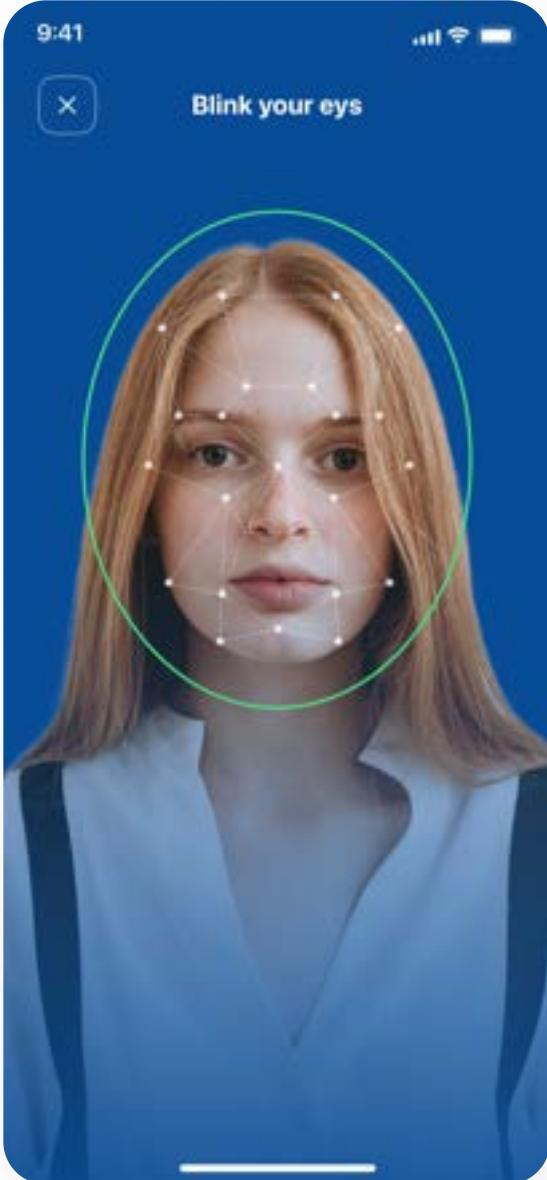
WebRTC for Taking Selfie

Our first use of WebRTC was designing for a Real-time selfie capturing feature.

- We removed the ability to upload a selfie and replaced it with a video stream of a devices camera view, we could now get people to capture a selfie from the video stream.
- This feature was starting to get us closer to the native SDK experience, but we still knew we needed to be able to video record the stream to make fraud attempts harder.
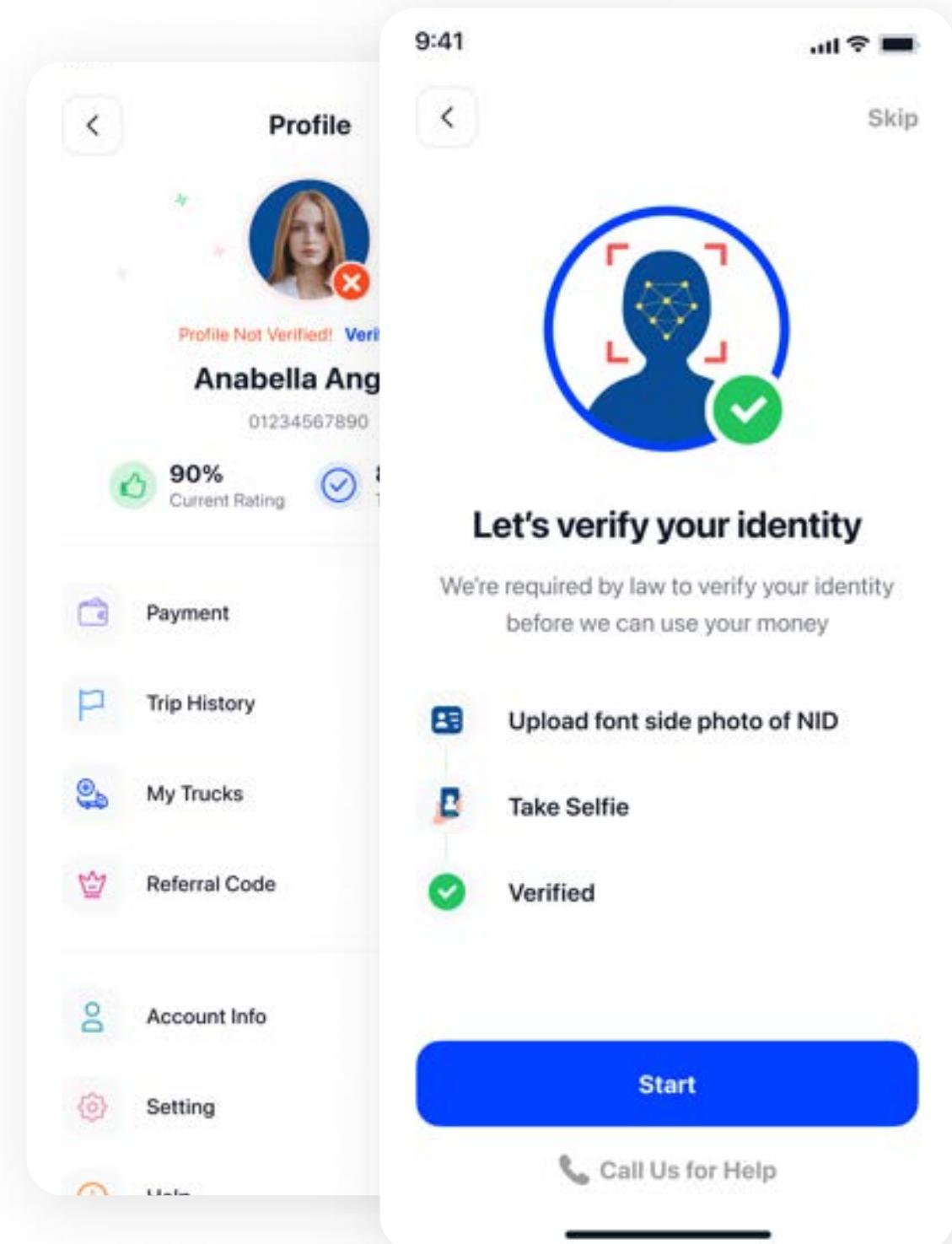
WebRTC for Taking Selfie

Method 3:
Contact with Support
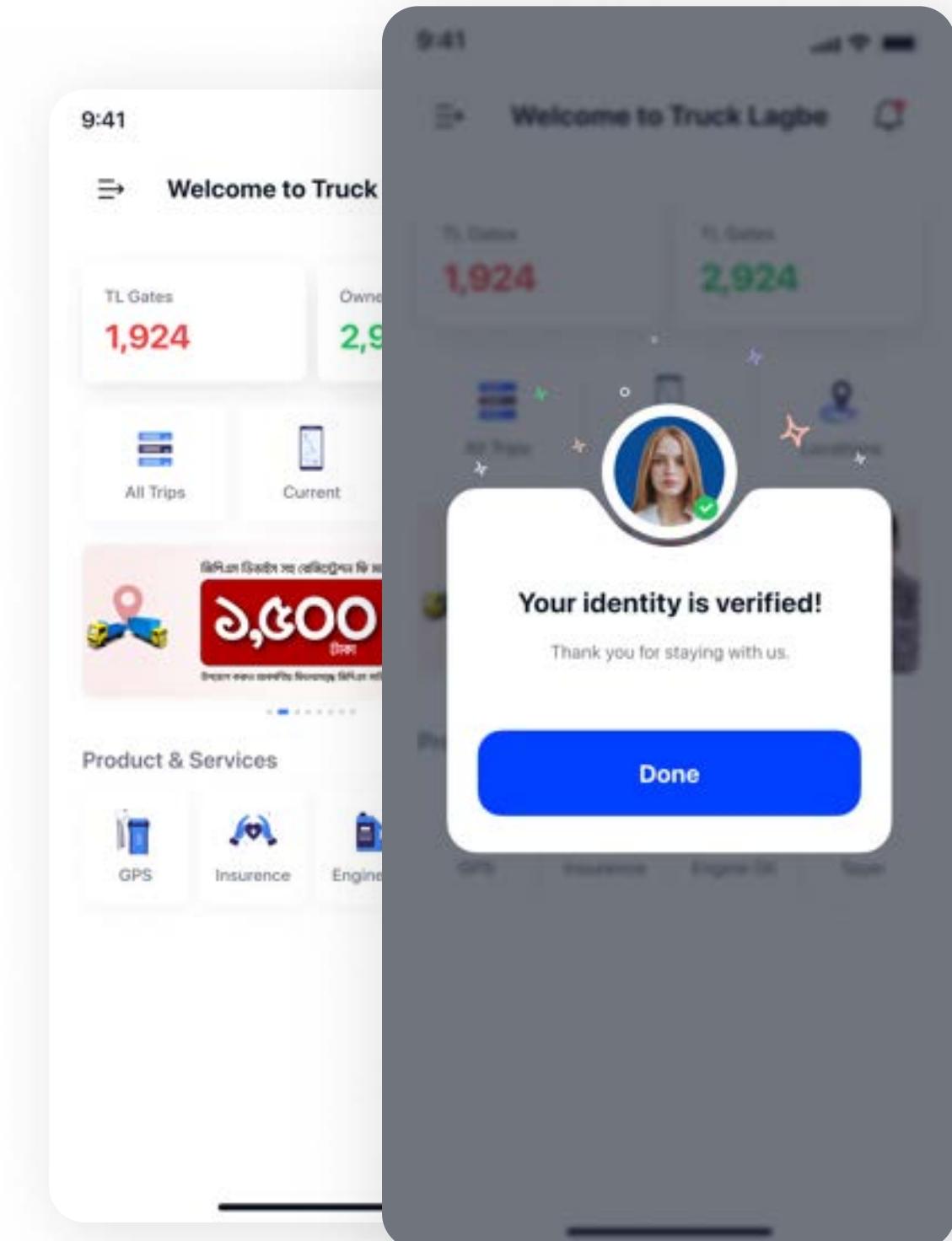
If the users don't have NID or access to internet, they can visit TL Points to verifiy them manually. They can also call our TL Helpline personalise help.
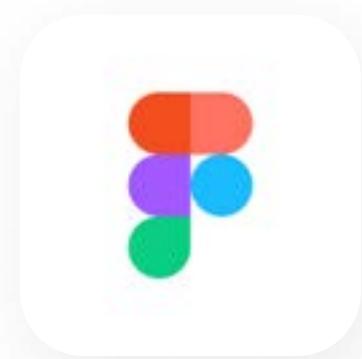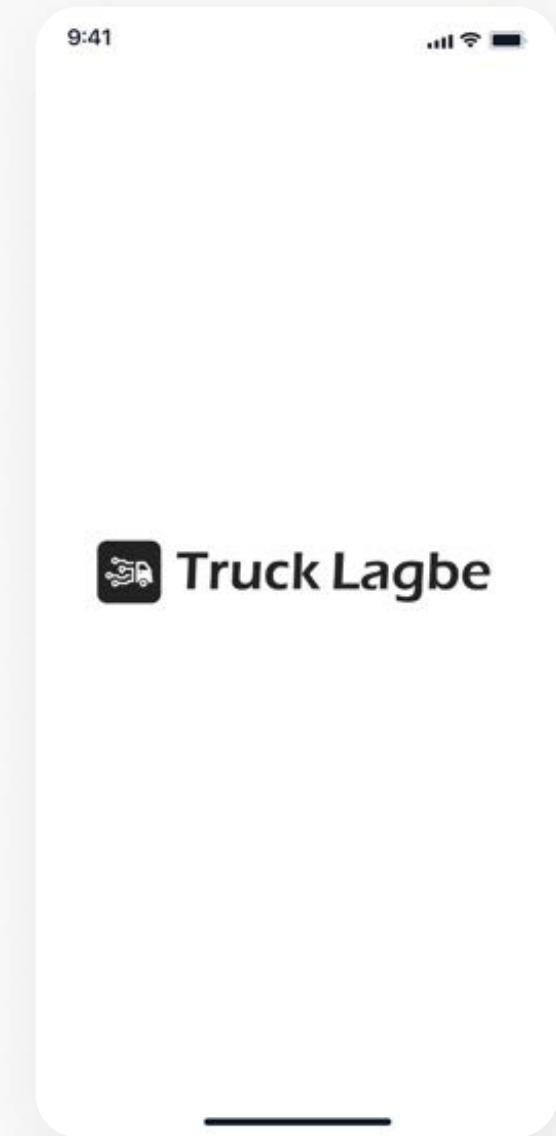
Identity Verified!

After following the KYS process, we have verified our valued supply partners. We followed the complience rules of Bangladesh Goverment. It helps to gain not only our curstomers trust, as well as make our service more complient. It also attract more investors.

- KYS Programme helps us to **automate the verification process** and make more **efficient our operations**.
- We've automatically re-verified around **70% of our existing suppliy partners**.
- The fraudulent cases **reduced to around 30%**.
- The trip Completion Rate (CR) **increased by 35%** .
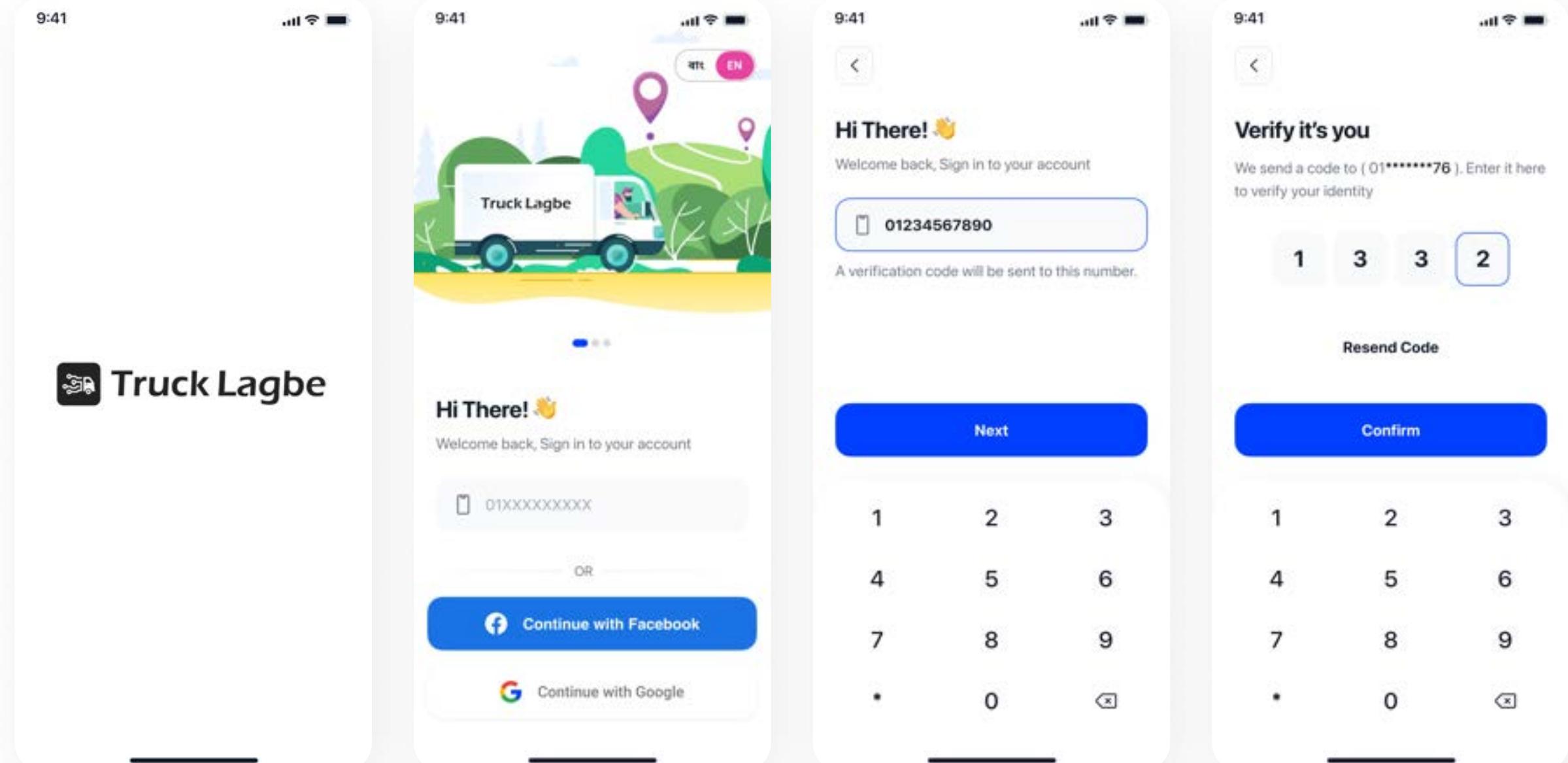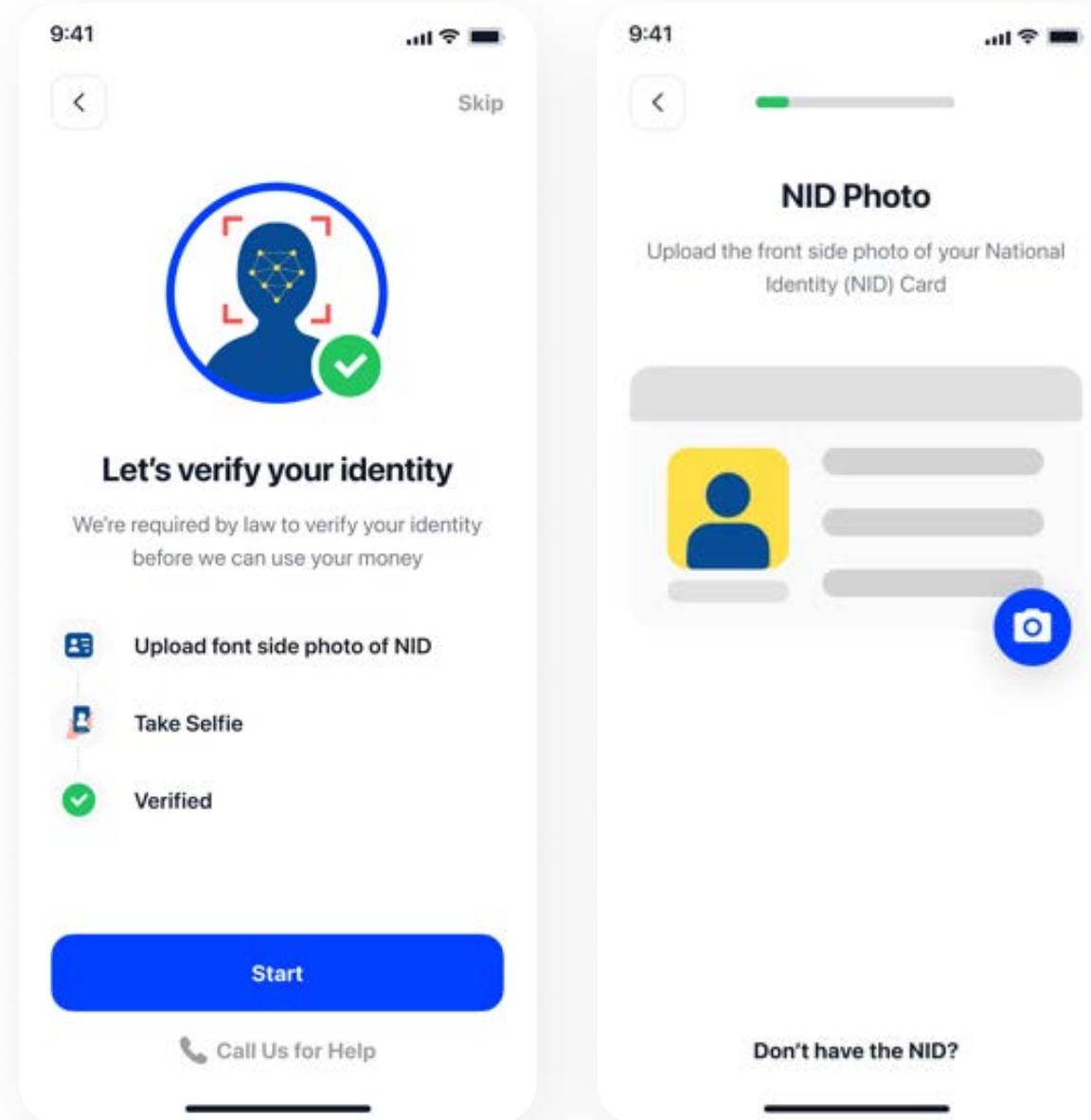
# Design Prototype

Click Here
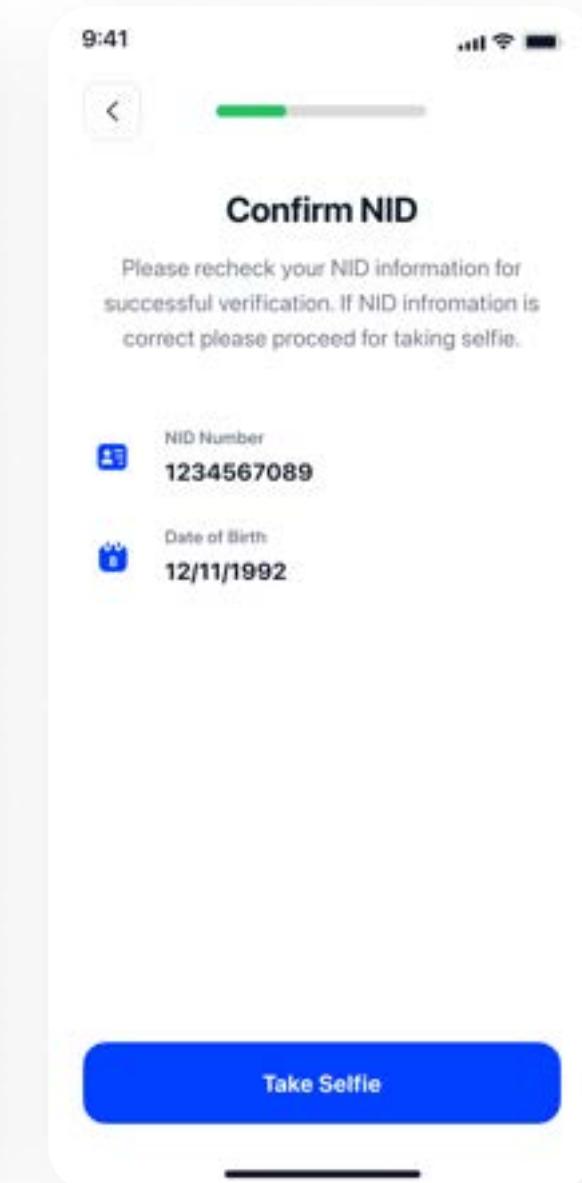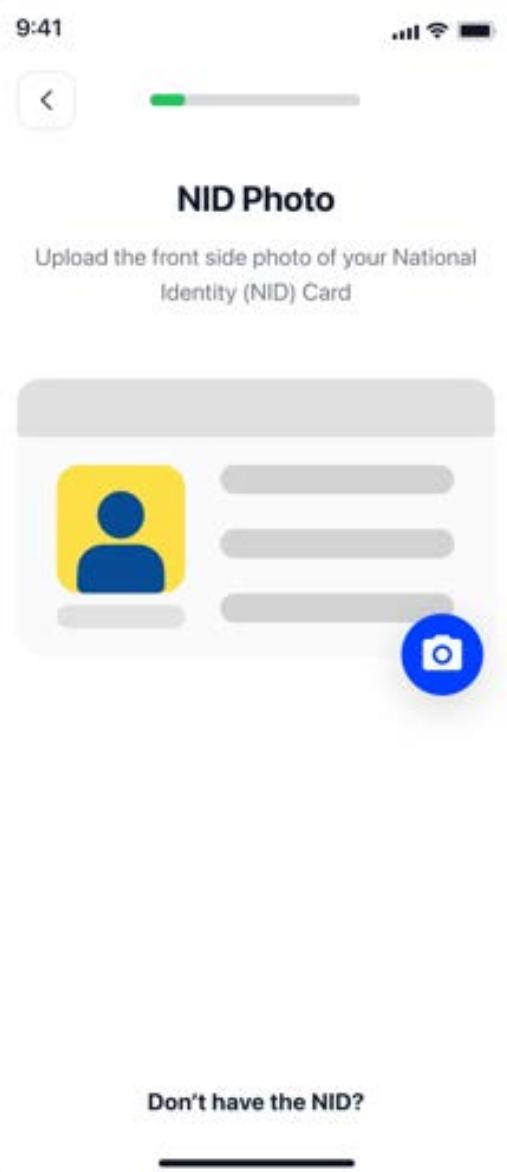
User Interface (login)
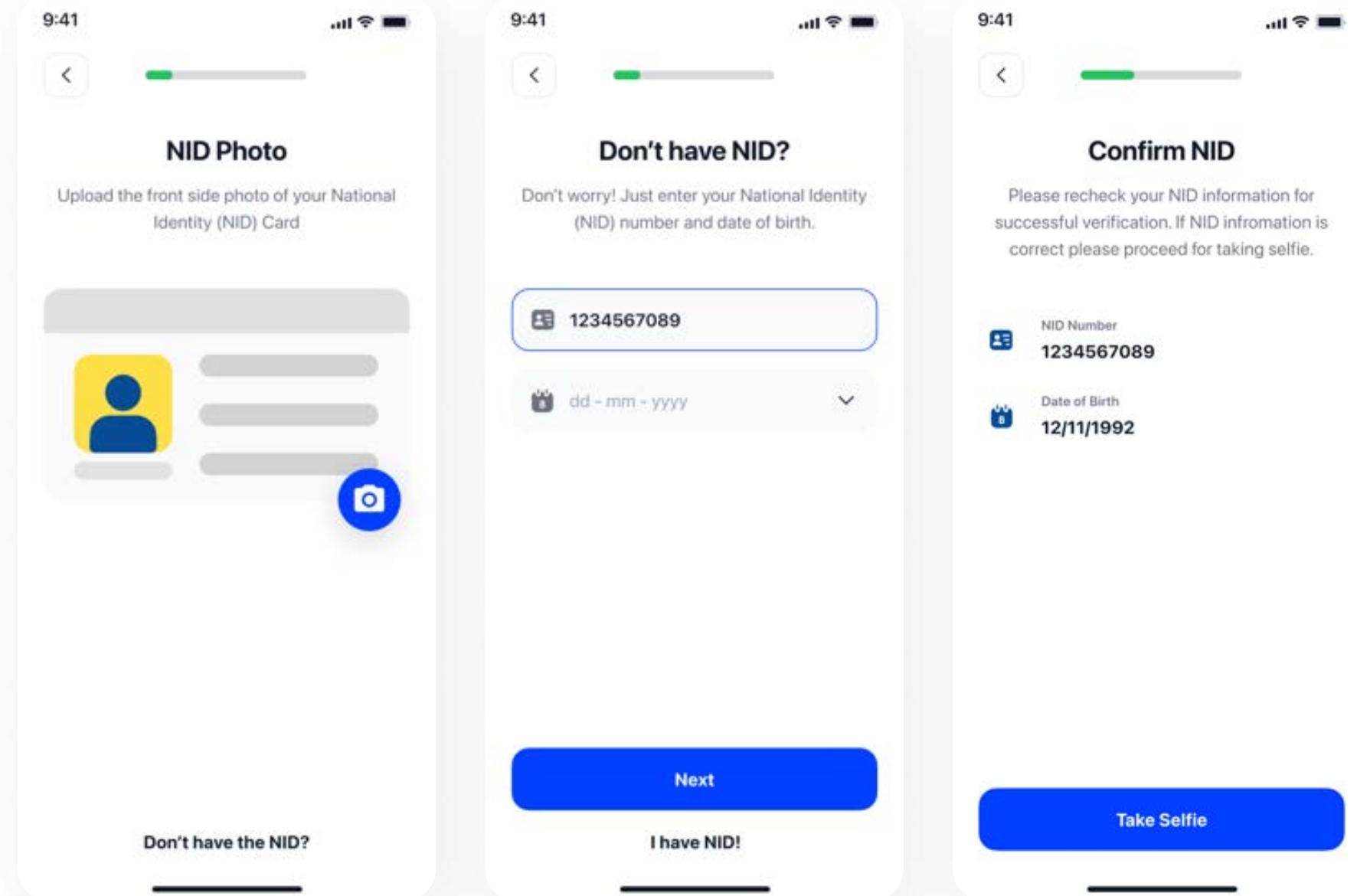
User Interface (Verification Process)
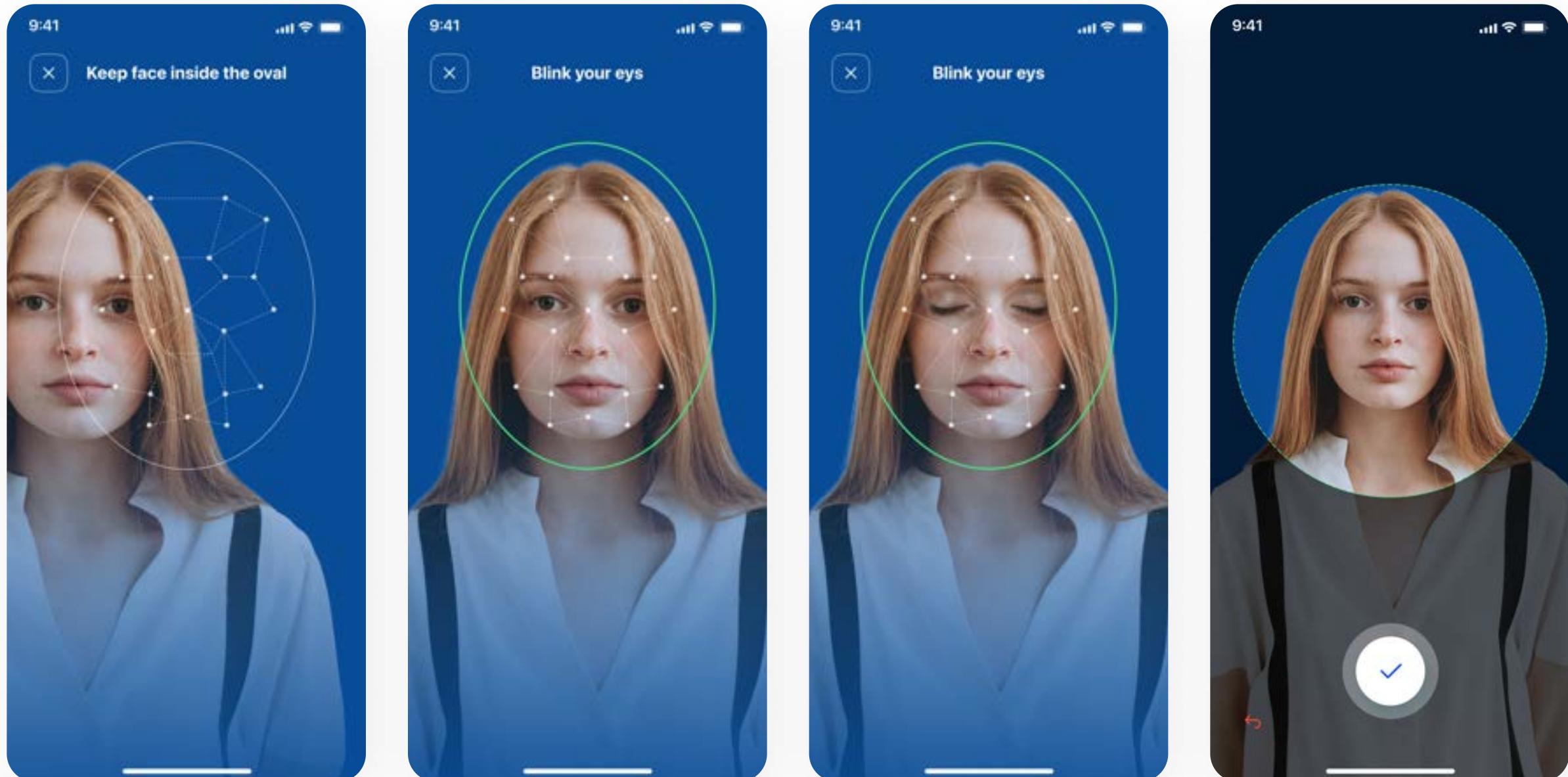
# User Interface (Verification: Upload NID)

Screen 1 — NID Photo

9:41

NID Photo

Upload the front side photo of your National Identity (NID) Card

Don't have the NID?

Screen 2 — Focus on the NID Card

9:41

Focus on the NID Card

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
Government of the People's Republic of Bangladesh
জাতীয় পরিচয়পত্র / National ID Card

Screen 3

9:41

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
Government of the People's Republic of Bangladesh
জাতীয় পরিচয়পত্র / National ID Card

Screen 4 — Confirm NID

9:41

Confirm NID

Please recheck your NID information for successful verification. If NID infromation is correct please proceed for taking selfie.

NID Number
1234567089

Date of Birth
12/11/1992

Take Selfie

# User Interface (Verification: Entry NID Info)
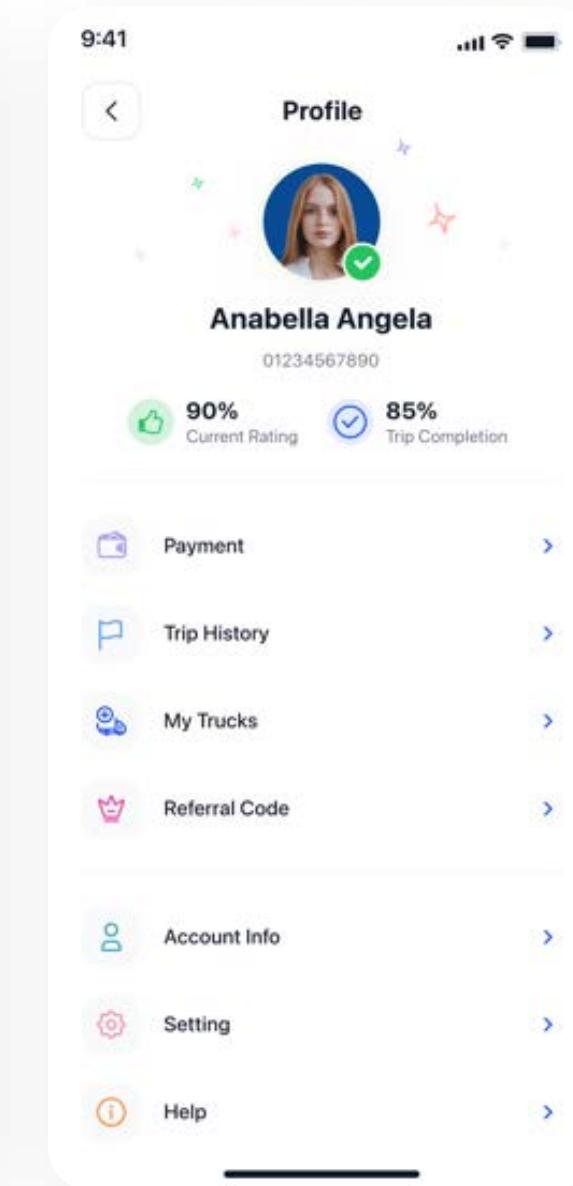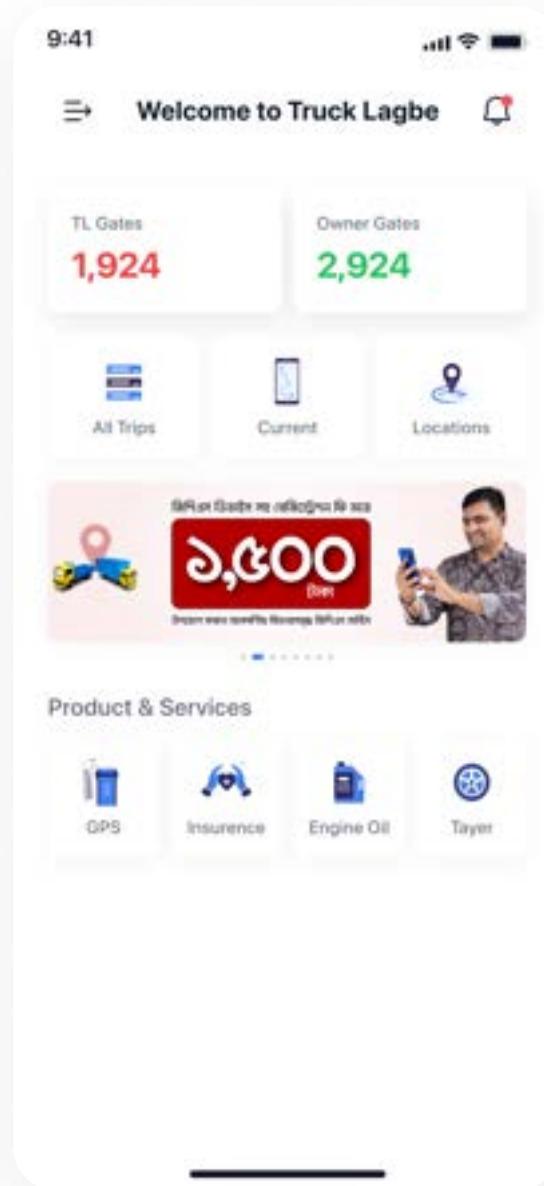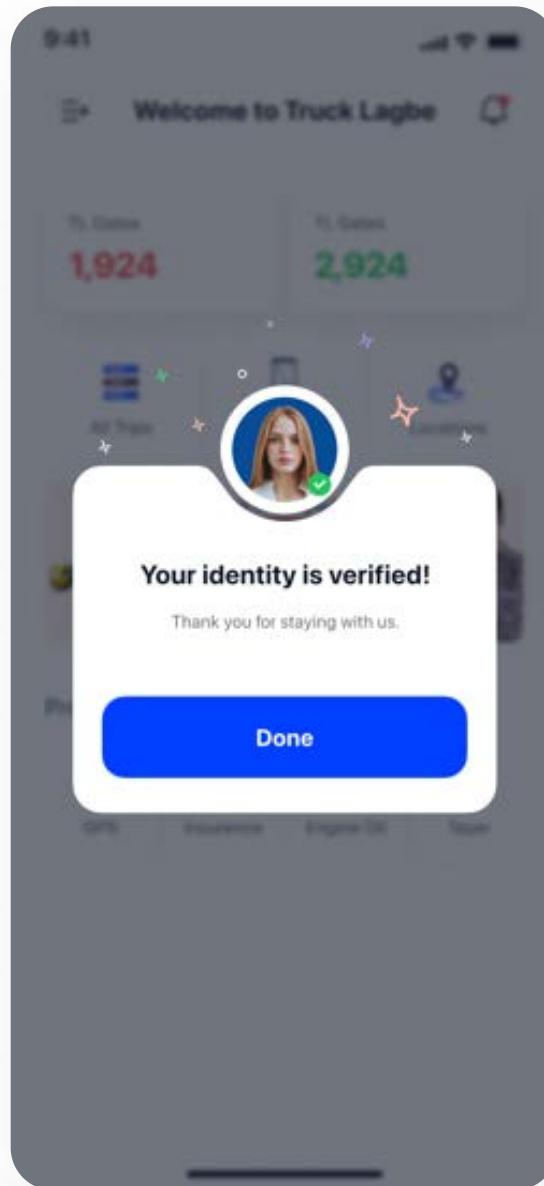
User Interface (Verification: Taking Selfie)
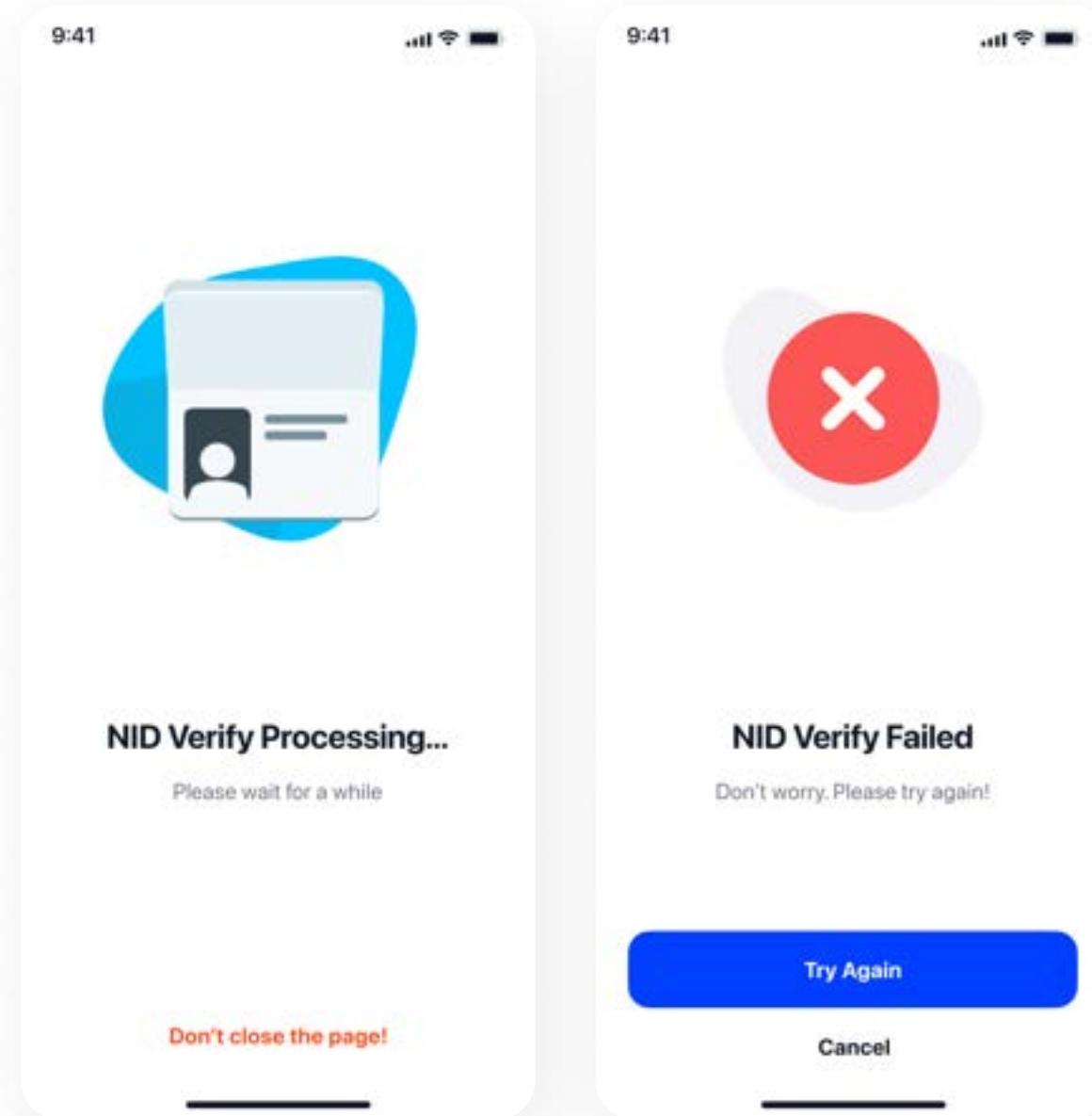
User Interface (Verification: Matching Info)
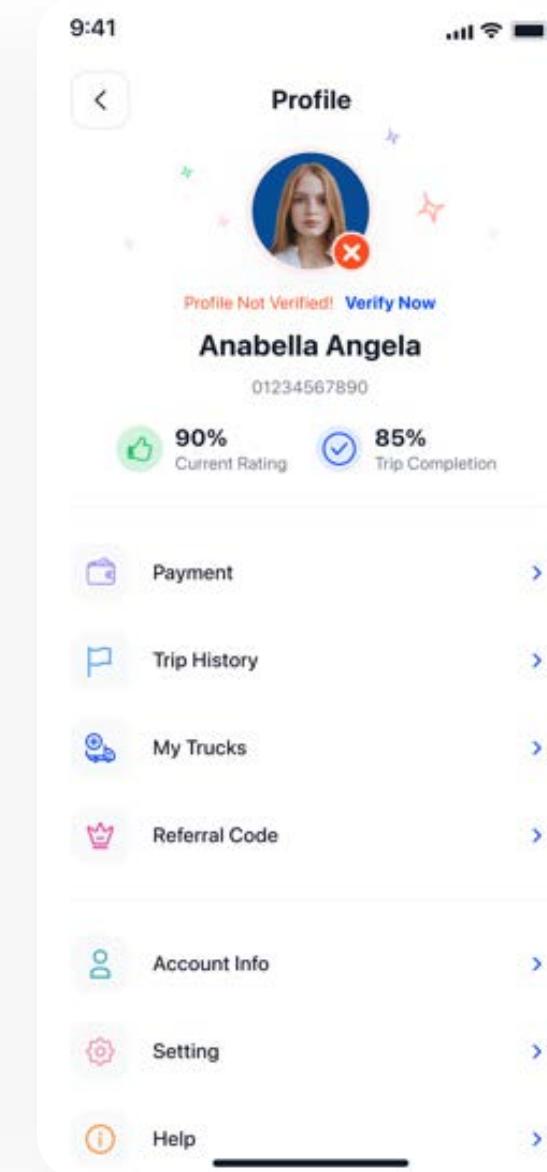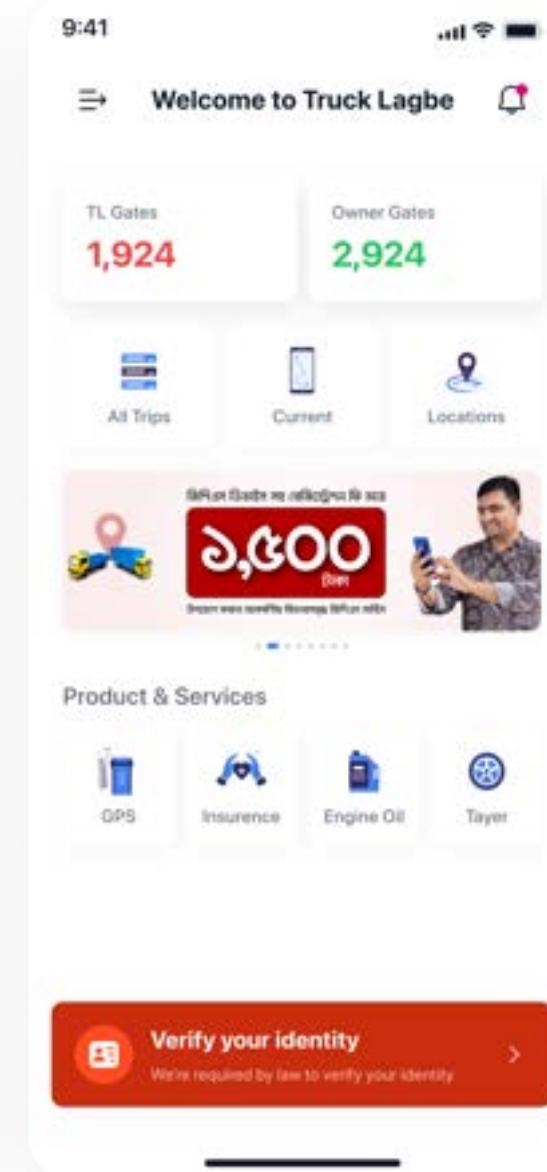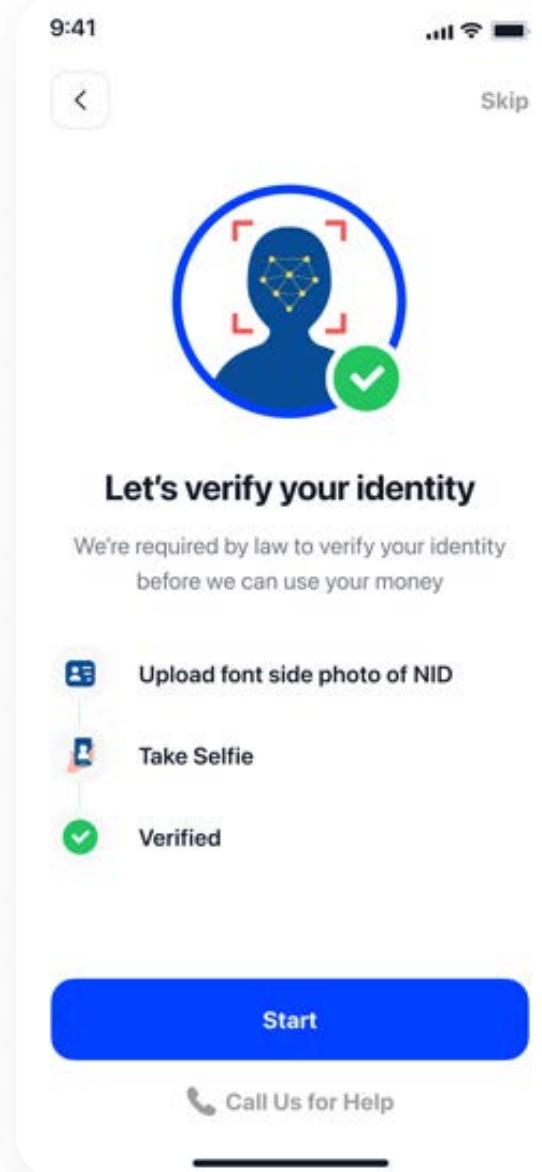
User Interface (Verification: Successful)

User Interface (Verification: Failed)

NID Verify Processing...

Please wait for a while

Don't close the page!

NID Verify Failed

Don't worry. Please try again!

Try Again

Cancel

User Interface (skiped/ existing user)

Thank you

Feel free to reach me

✉ anamoulrouf.bd@gmail.com   🌐 https://anamoulrouf.com