Muhammad Wasay Ijaz

Xiaomi Mistore Pakistan
Mobile website and application UI/UX
STATUS: CURRENTLY UNDER DEVELOPMENT
Role: Lead UI/UX Designer   **May - July 2021**

Al-Fatah
Complete website UI/UX
STATUS: LAUNCHED
Role: Lead UI/UX Designer   **Nov - Dec 2020**

FOODONATE
Mobile application
STATUS: DESIGN APPROVED
Role: Sole UI/UX Designer   **July 2020**

University Assignment
Complete website UI
STATUS: LAUNCHED
Role: Sole UI Designer   **Mar - May 2020**

Dugout
Mobile application
STATUS: APPROVED, NOT PUBLISHED
Role: Junior UI/UX Designer   **Oct - Dec 2019**

Simati
Mobile application
STATUS: CURRENTLY IN FINAL STAGES OF DESIGN
Role: UX Researcher   **June - July 2020**

Xiaomi Mistore Pakistan
Mobile website and application UI/UX
STATUS: CURRENTLY UNDER DEVELOPMENT

Role: Lead UI/UX Designer

May - July 2021

Please copy and paste the link in a browser to view the app:

https://xd.adobe.com/view/36215c1c-8422-485e-98f1-ec68627c333e-6372/

You can start with the home page and go on till you checkout.

This is a project that is currently under development, for the company I work currently: Xiaomi Mistore Pakistan. They needed an overhaul of their old website that has been in use for about 4 years now.

Scope: Xiaomi presents it's customers with a lot bundles for their products, eg. buying a smartphone with a power bank for free. The client's requirement was to view bundles as 'free gifts', among other extra items that come with the purchase because their major market penetration is due to the prices and their 'Mi Fans'. The number of products listed on the website are about 400-450, the client also insisted that visiting the website the user should be exposed to a maximum number of products to display 'our range' so that he/she 'buys something, anything before leaving the website'.

Rationale: The challenge was definitely the volume of the products, but refining the current categorization worked. And then the decision was as to how to curate the products. The emphasis was on smartphones as they have higher value and more volume in terms of sale, and then exposing the user to the non-smartphone 'Eco Products'. The sale page was to be 'flashy and out there', what's more flashy than using brighter purples and shocking colors. This type of design was chosen as it specifically is popular amongst the consumer. On the product page, the information and bundling is neatly tucked in along with emphasis on the main product. The option to chose color and variant exists with various products and that had to be incorporate in the design a well. Another interesting design decision tha I took was the inclusion of a button to highlight and physically tap to activate the free gift. This was done because human beings want to be given control and hence it would be a satisfaction for claiming the free gift in question.
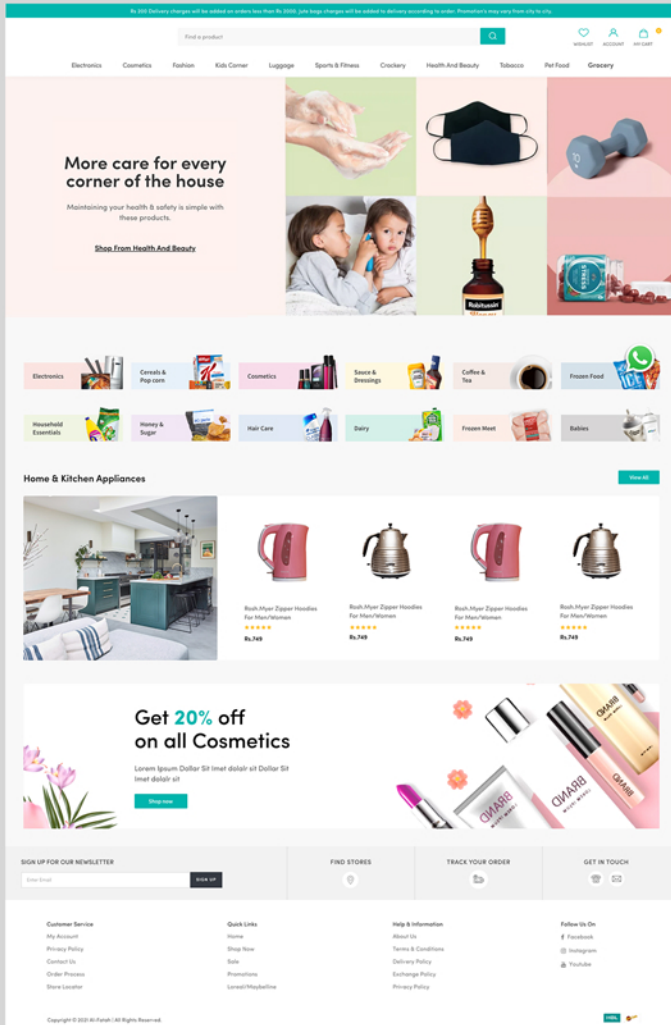
Al-Fatah
Complete website UI/UX
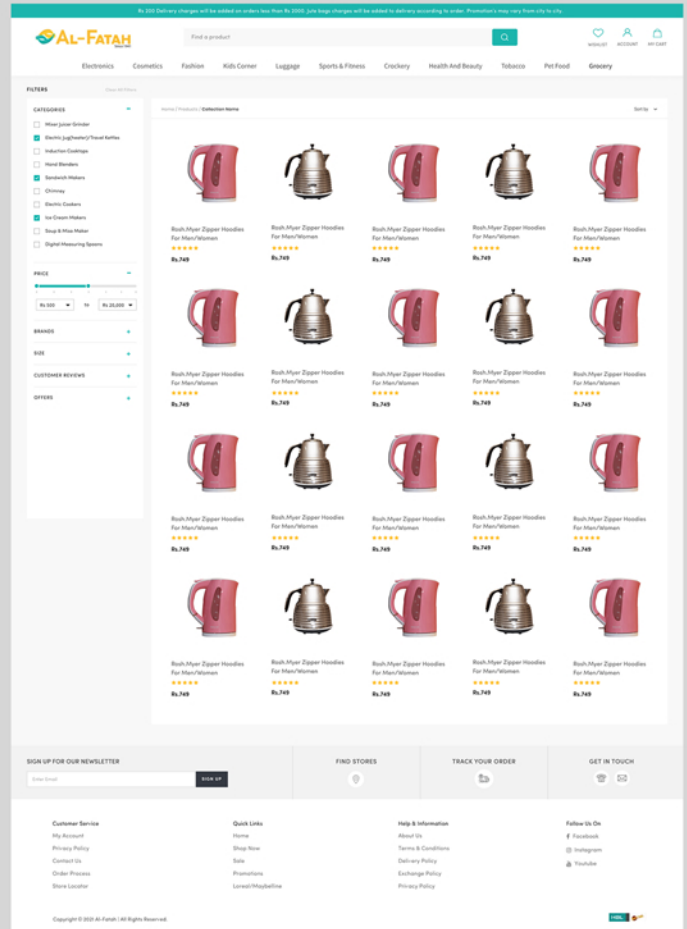
STATUS: LAUNCHED

Role: Lead UI/UX Designer
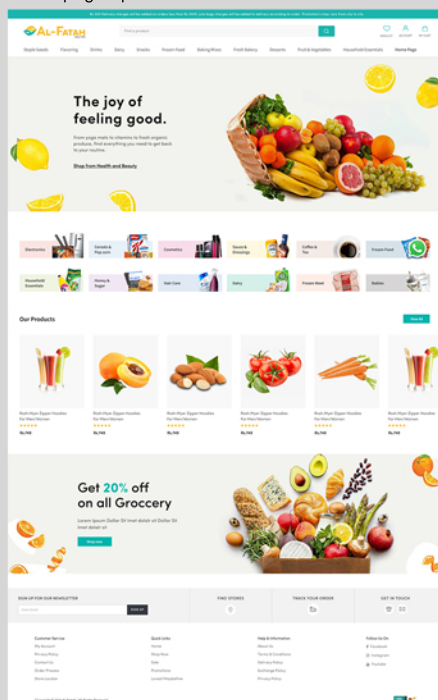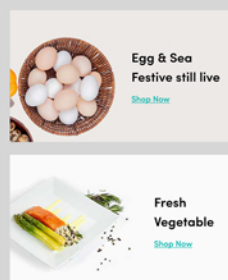
Nov - Dec 2020

Home page

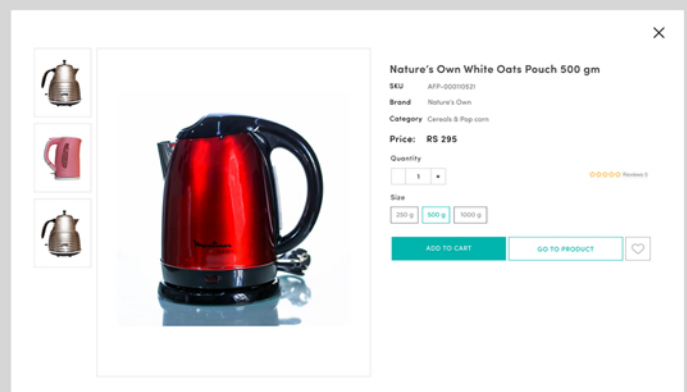

Collection page

Home page option #2

Collection card

Product card

The client brief was very clear and straightforward. They envisioned an e-commerce website containing 1200-1500 products ranging from grocery to lifesyle and technology, that would essentially push the user to check out within 3 to 4 steps, while altogether maintainting an aesthetic and language that Al Fatah in the past has established. The experience was meant to simulate that of a super store due to the physical stores being shut down during the ongoing pandemic.
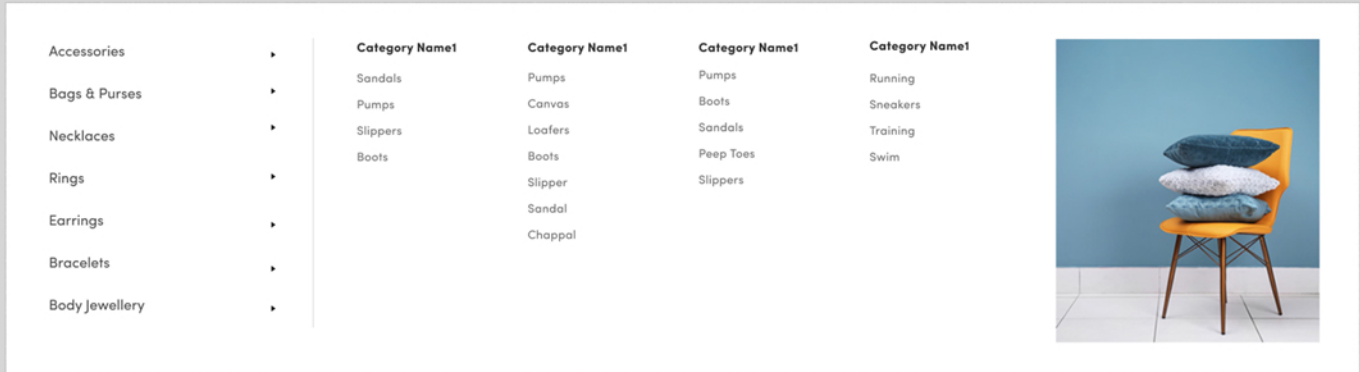
Al-Fatah
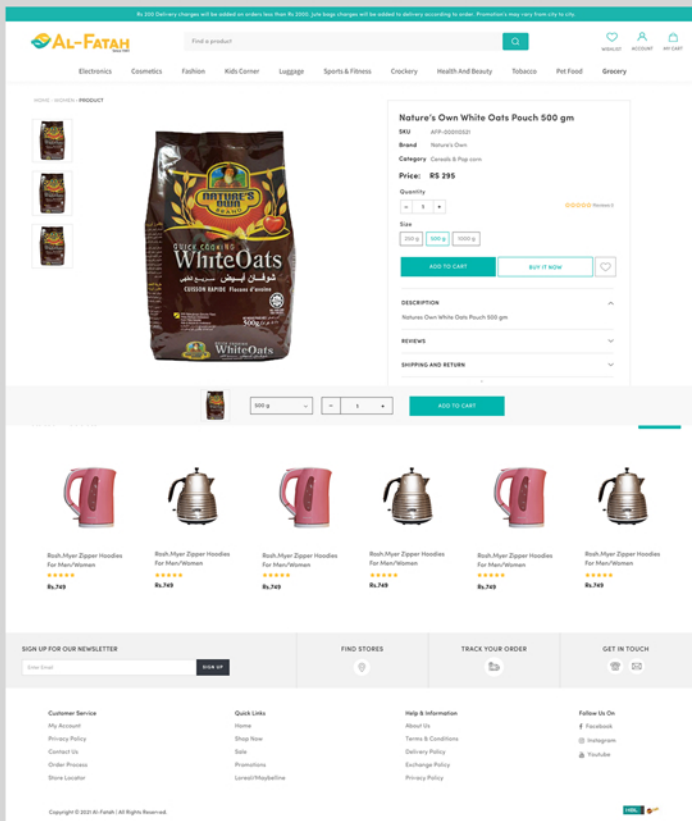## Complete website UI/UX

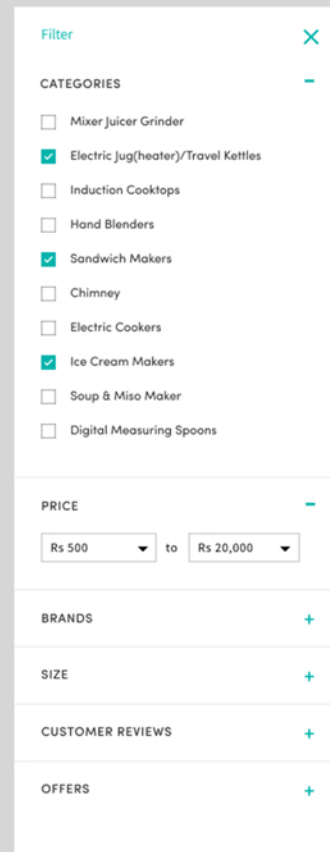**STATUS: LAUNCHED**

Role: Lead UI/UX Designer

Nov - Dec 2020

Categories card

Product page

Filter - Mobile View

Collection List - Mobile View

This is Pakistan's leading chain of departmental stores and I was fortunate enough to lead the project. The project was executed and developed.

Scope: The client envisioned an e-commerce website similar to Tesco but with more character, functional but with a massive aesthetic appeal. While designs in the country sprouted in a more commercial direction, Al Fatah was to contain "class and elegance, while at the same time selling ordinary household items…"

Rationale: The approach that I took with this was to present the ordinary and banal in a clean and minimal way to inspire and tempt the user to stay on the website to keep exploring, as they would land on some page and eventually checkout. The need for this kind of a website to be extremely easy to use was imminent as it would target a wider audience that is reluctant to shop online (or lack the awareness) and prefers the physcial experience.

For the complete functional website: https://www.alfatah.pk/

FOODONATE
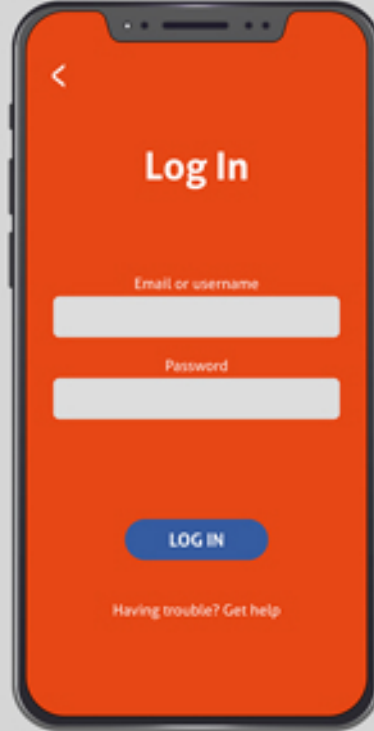## Mobile application
STATUS: DESIGN APPROVED
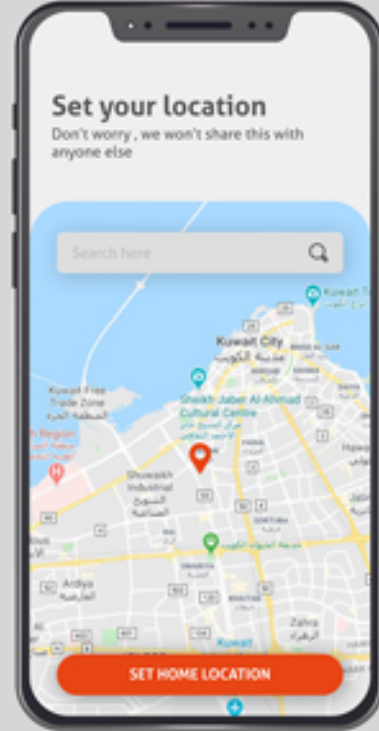Role: Sole UI/UX Designer

July 2020

Startup application
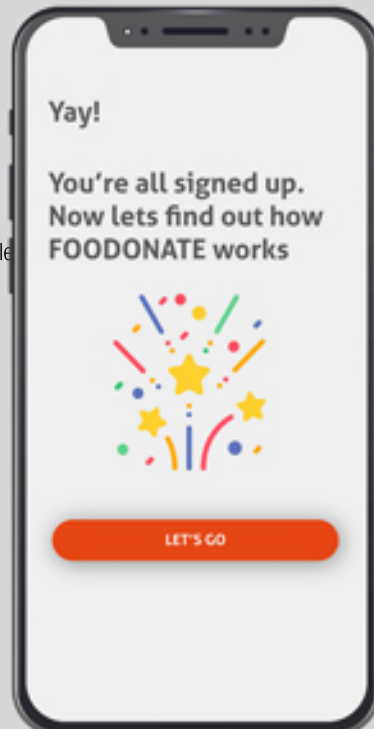
Login Page

Chose location

People near you

Learning #1

Learning #2

FOODONATE was essentially a project that was pitched to investors upon their idea of an application aiming to exchange goods, either give away or take from trusted users with a profile and rating system. Good that we have around the house that we do not need can be put on the app for sale essentially.
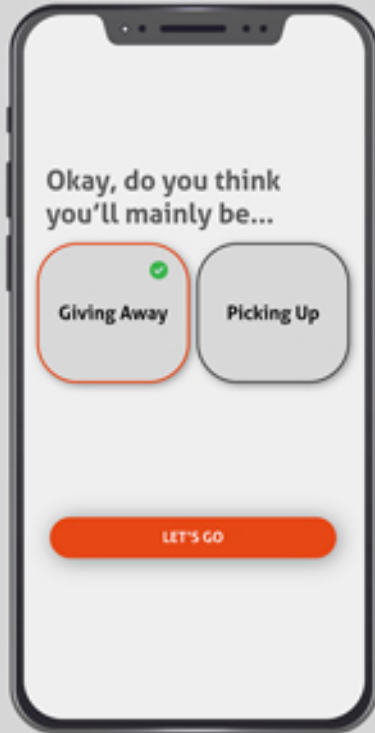
FOODONATE
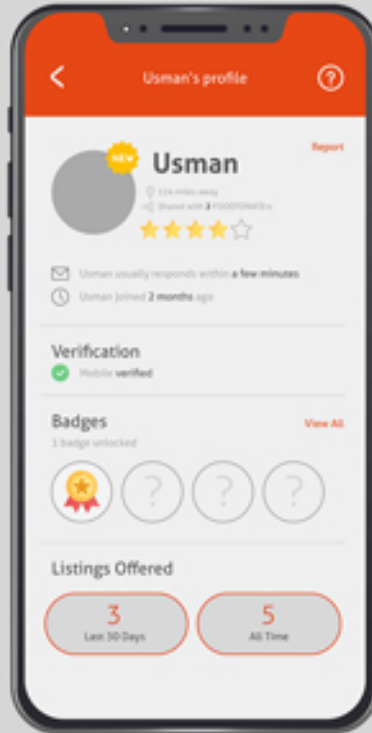## Mobile application
STATUS: DESIGN APPROVED
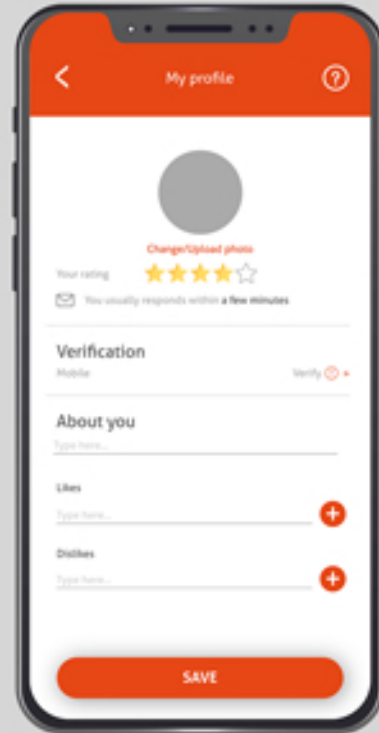
Role: Sole UI/UX Designer

July 2020

Setting up #3

Other user profile

My profile

This was a design pitch that was successful, but the investor after a few weeks decided not to go through with the development.

Scope: Community building was a large aspect for the conceptualization of the project, starting for the immediate neighbourhood and then then after a span of 6 months to spread to all parts of the city . The target area was Kuwait City, Kuwait.

Rationale: Major focus of the project was directed towards the building of trust and a robust rating system for current and potential users, hence the use of verifications, badges and the little information about response time and joining time. The product were evenualy to expand to anything and everything so that part was to be detailed in the later stages (which did not occur). The decision of the red was due to invoke the rapid nature of fast food, faster decisions, faster through processes. The idea was to rapidly make a decision of putting up an extra pair of new socks for example up for sale so as to benefit the buyer and the seller. Effortless and quicker decision making.
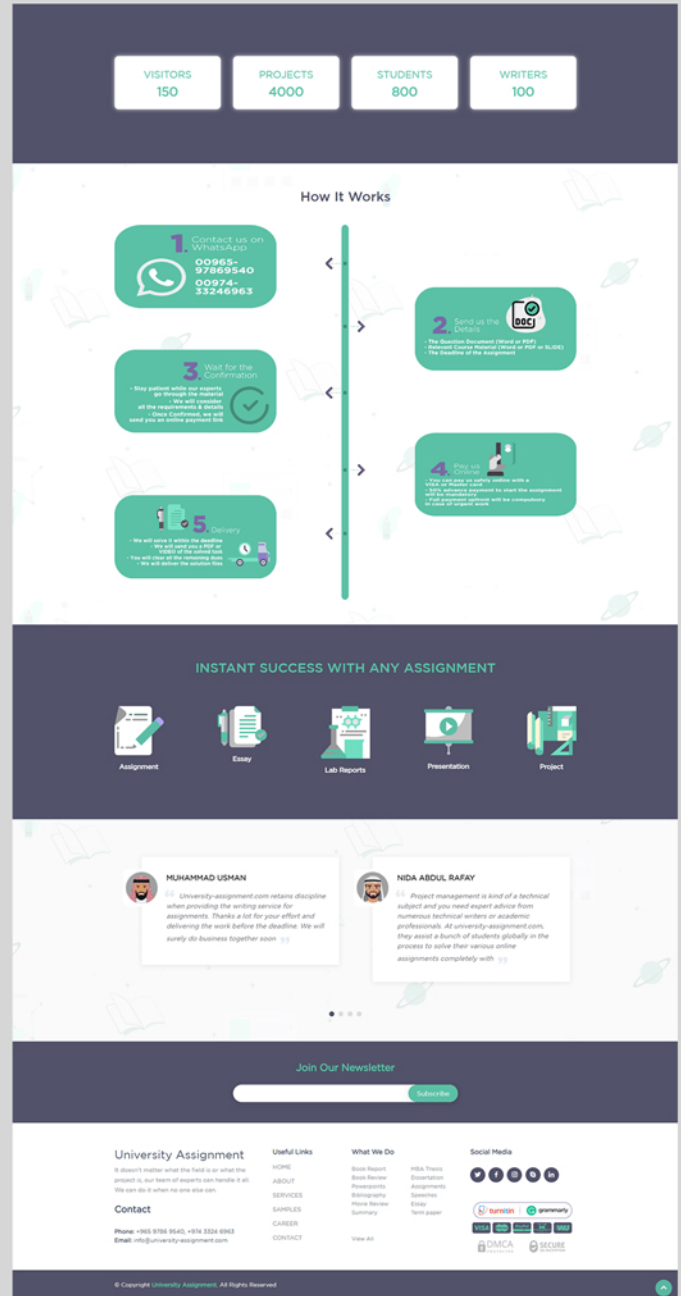
University Assignment
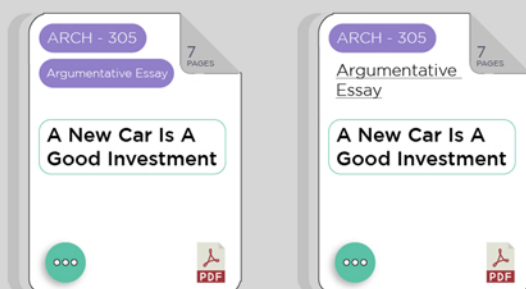## Complete website UI

STATUS: LAUNCHED

Role: Sole UI Designer

Mar - May 2020

Home page

Assignment card options

University Assignment
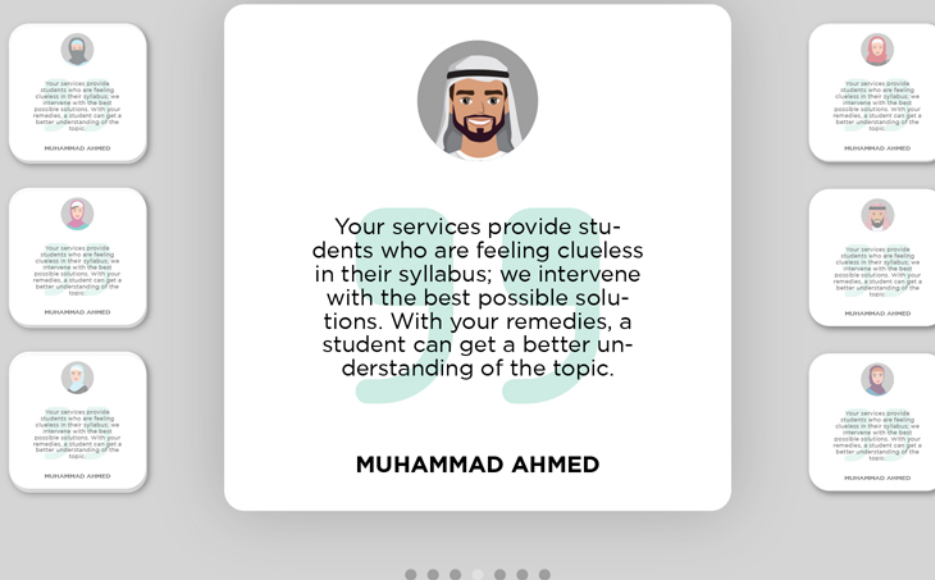## Complete website UI

STATUS: LAUNCHED
Role: Sole UI Designer

How it works

Portfolio

1. Contact us on WhatsApp

00965-97869540
00974-33246963

2. Send us the Details
- The Question Document (Word or PDF)
- Relevant Course Material (Word or PDF or SLIDE)
- The Deadline of the Assignment

3. Wait for the Confirmation
- Stay patient while our experts go through the material
- We will check if it's possible to complete within the given deadline
- Once Confirmed, we will send you an online payment link

4. Pay us Online
- You can pay with us safely online using a VISA or Master card
- You will pay half of the amount to start the task
- Full payment upfront will be required in case of urgent work

5. Delivery
- We will solve it within the deadline
- We will show you a PDF or VIDEO of the solved task
- You will make the remaining payment
- We will deliver the solved WORD file

Our Portfolio

Our Portfolio
WE ARE MULTIPLE GROUPS OF INDIVIDUALS IN VARIOUS COUNTRIES. WE HAVE COMPILED A FEW STUFF FROM OUR PROJECTS!

Start now

Assignment Category cards

Term Paper:

Term Paper:

Term Paper:

Business

Chemical Engineer

Electrical Engineer

Mechanical Engineer

Electrical Engineer

Chemical Engineer

English Literature

Business

Civil Engineer

Computer & Information Technology

English Literature

Civil Engineer

Computer & Information Technology

Mechanical Engineer

Testimonials

This was a freelance project that connected students from all over the world to connect to get university assignments done.

Scope: The scope of this projec included only the UI design of individual elements and as a whole. The flow and UX was provided from the client.
Rationale: The brief was to keep the design extremely simple. I managed to come up with a friendly direction and 'happier' elements to incorporate trust and reliability for the user that decides to avail these services. The purple and cyan was primarily part of the branding of the company University Assignments. The other colors used in the design were purely for aesthetic purposes to compliment the existing color pallete.
For the complete functional website: http://www.university-assignment.com/cgi-sys/defaultwebpage.cgi

Dugout
Mobile application
STATUS: APPROVED, NOT PUBLISHED
Role: Junior UI/UX Designer

Oct - Dec 2019
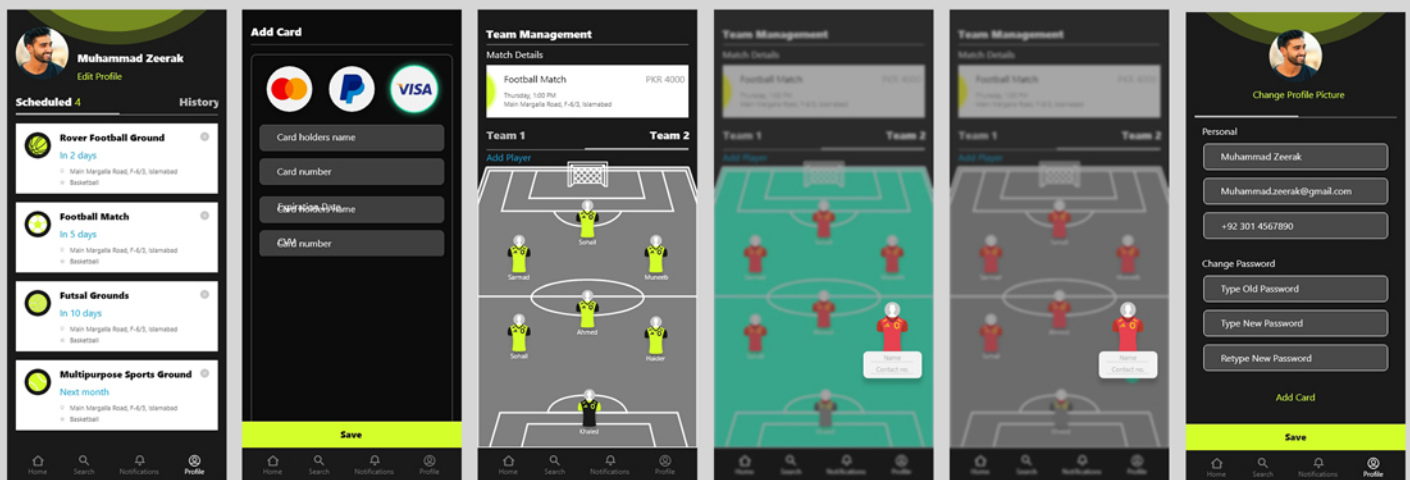
Steps to recovering an account
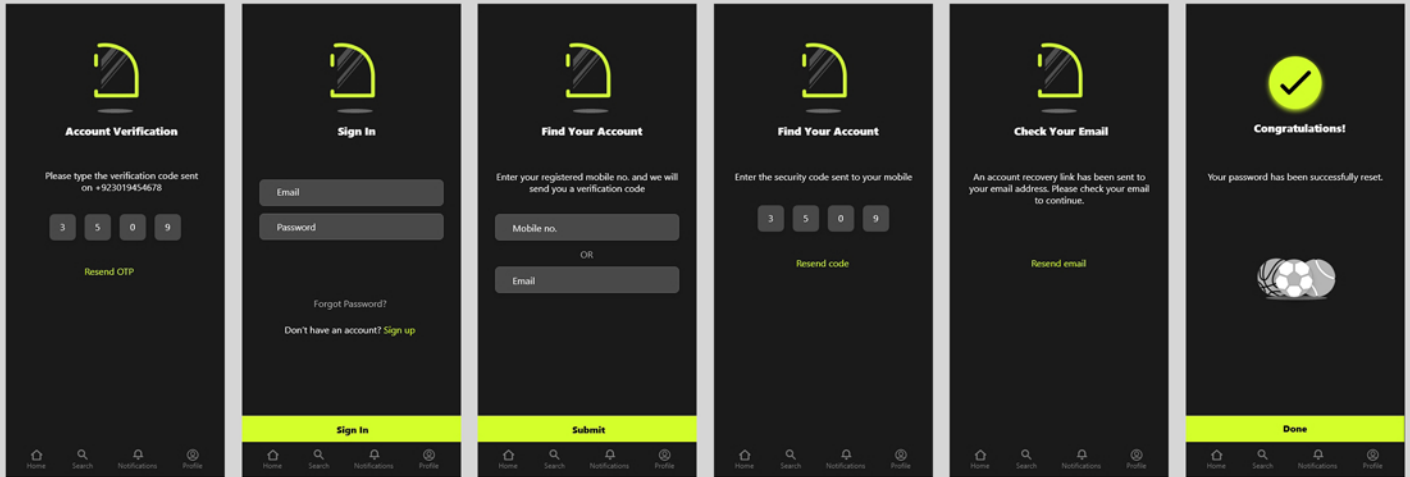
Searching for a booking
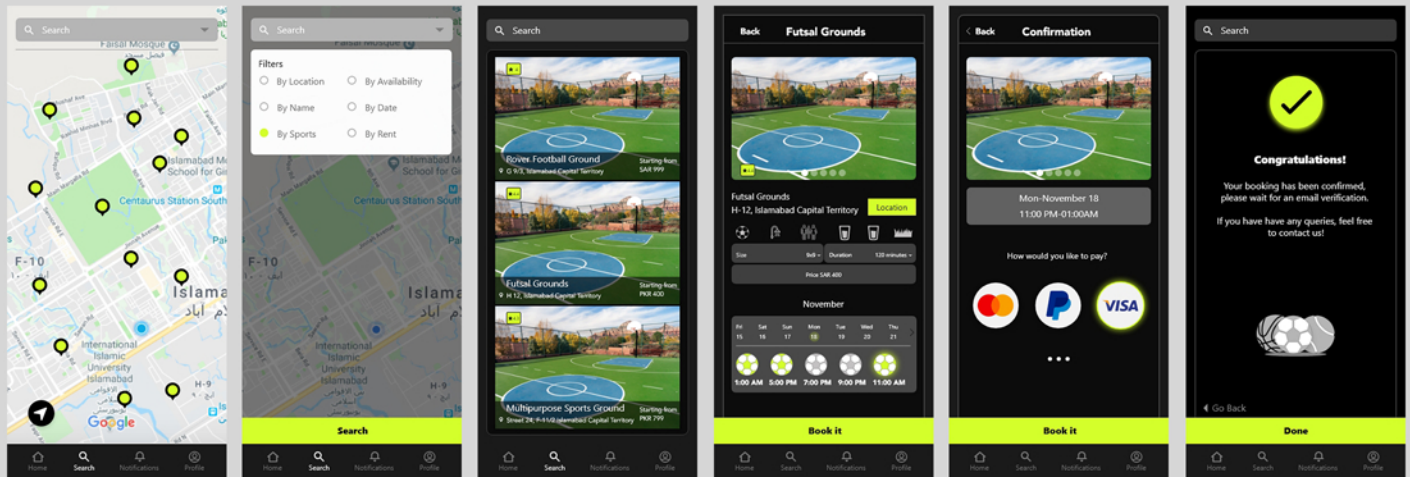
Profile and Team Management

Dugout
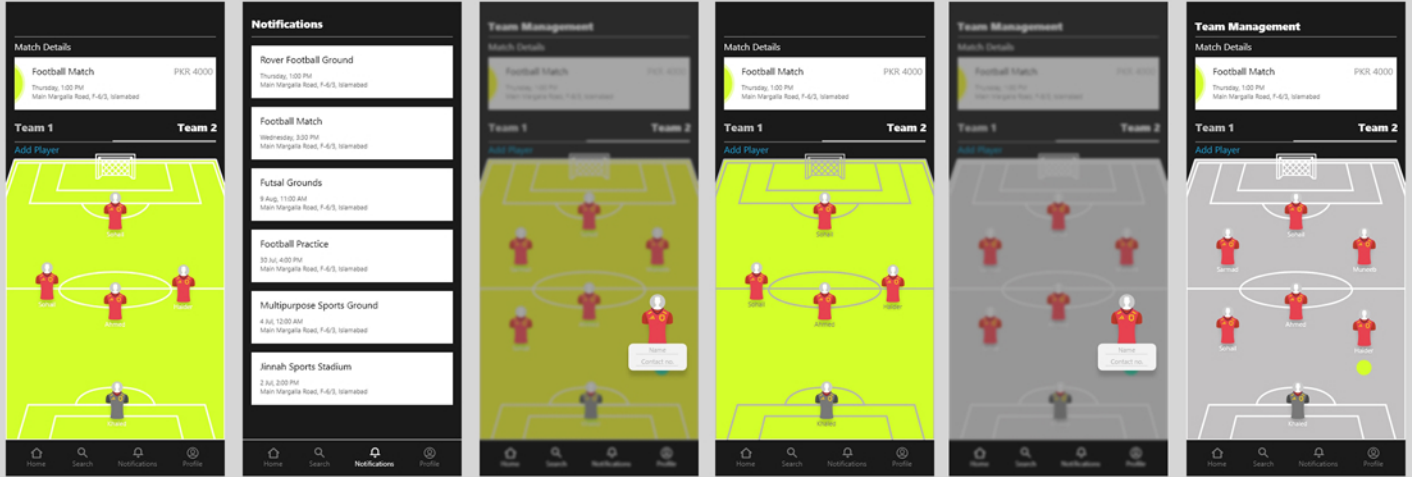## Mobile application

STATUS: APPROVED, NOT PUBLISHED

Role: Junior UI/UX Designer

Other option screens

This was one of my earlier projects where I was not in the lead. This was an application that essentially booked grounds in the city for a selection of sports. Ground bookings are a real dillema amongst the youth of Islamabad, Pakistan and this was an effort to manage this.

Scope: The scope of this was very functional due to the task under question. A major requirement was the payment gateway to be clear and simple.
Rationale: There was an effort to empower each individual user by maintaining a profile, then rankings for user/players themselves and for grounds too. These decisions were taken so that the user feels that the grounds were part of their custody too, an effort to intice responsibility and develop the idea of community.
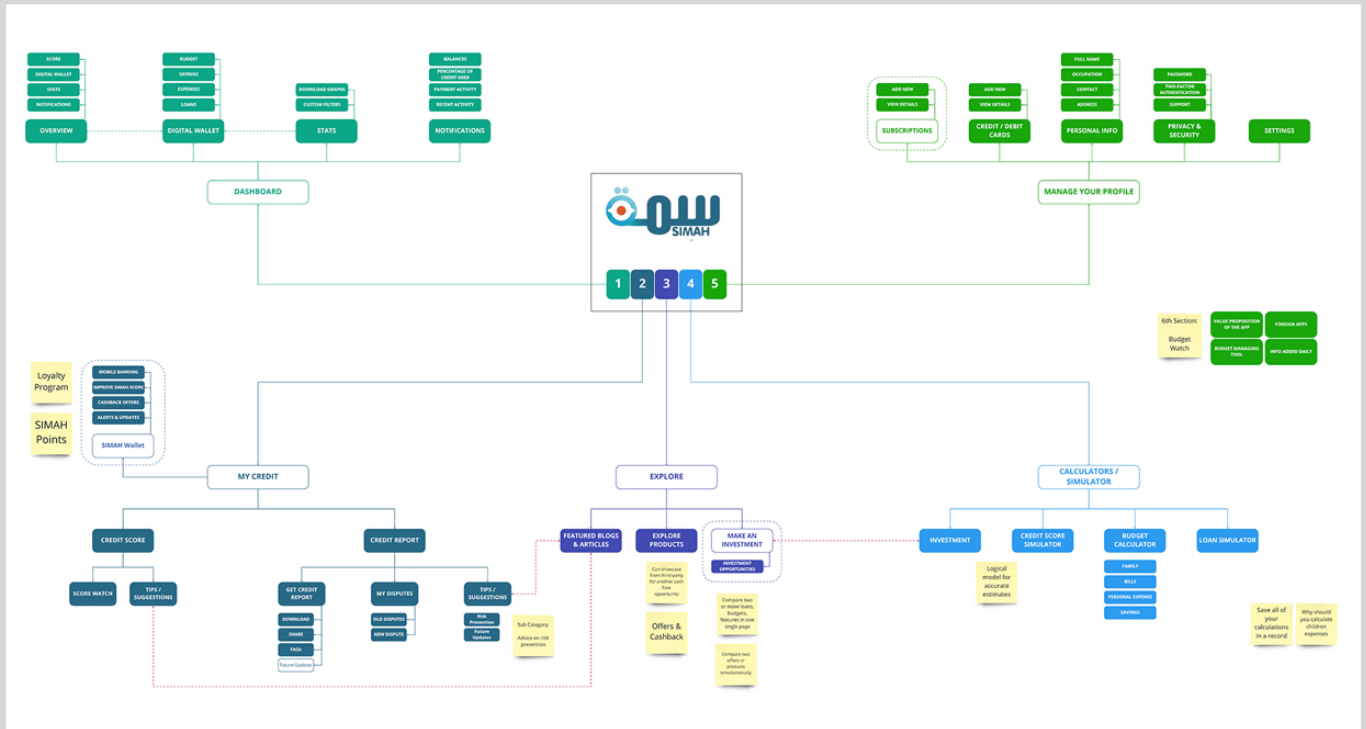
Simati
Mobile application
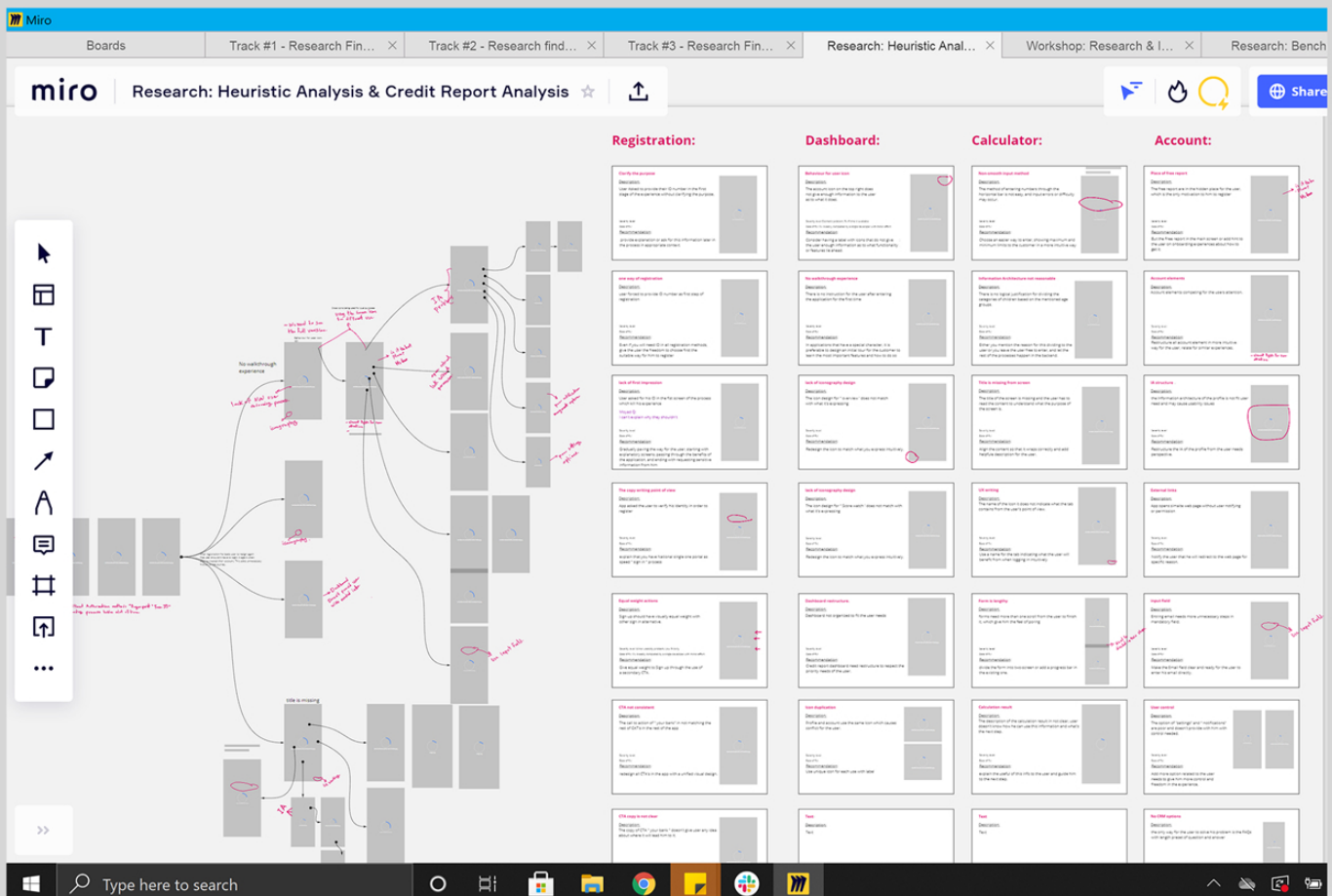**STATUS: CURRENTLY IN FINAL STAGES OF DESIGN**
Role: UX Researcher

June - July 2020

Service Walkthrough

Heuristic Analysis

Simati
Mobile application
STATUS: CURRENTLY IN FINAL STAGES OF DESIGN
Role: UX Researcher

Synthesis wall

KEY:

- 193 Total Ideas
- Blue post-it represents the theme
- Each post-it is one idea
- Red Box represents conceptual ideas consisting of many ideas to formulate the concept
- The blue post-it is the theme of a concept
- The yellow post-its are ideas that make up that concept but can also be considered as constructive ideas
- AI Solutions 'Use AI to/for'

Voting Stickers:

- ● Phase 1
- ○ Phase 2
- ○ Phase 3

Idea

Set a target score and the app helps the user achieve it

Why download PDFs?

Set up goals - feedback of progress and result

CREDIT SCORE — Guides users into achieving a high credit score

RISK

HOME PAGE (Dashboard) — Make it clear that changes can be made and to what in the dashboard; Smooth and easy dashboard interaction

CREDIT REPORT — Educate users about their credit health and credit report and what impacts their credit report.; Educate the user about the contents of their acquired credit report.; NO CREDIT REPORT!

MY FINANCIAL PORTFOLIO — Doesn't require user to leave or change their context to edit information; APP SHOULD BE INFORMATIVE IN ALL WAYS

CUSTOMER EXPERIENCE — Customer support always there to guide users - via help center chat or ChatBot; Give users feedback and confidence about what is saved and new updates; Redesign the packages to be more attractive and useful for the user.

PROCESSES — 24/7 Support ChatBots; redesign the notification of the App

Make free webinar; SIMATI Academy ✕

User Awareness

User doesn't have to input their data manually all the time

Educate users to make more risk-free financial decisions on and off the app

Offer products and services that guarantee a higher credit score

Provide fruitful investment opportunities to SIMATI users

User hook / Engagement — Give users access to information and advice they need to complete their task; notifications; Ads

General Idea — Offers & Cashback; SIMAH Points; SIMAH Loyalty Program; Loyalty Program; Travel Points; Dining Offers; Cashback offers

Simati
Mobile application
STATUS: CURRENTLY IN FINAL STAGES OF DESIGN
Role: UX Researcher

June - July 2020

Service Walkthrough

Please copy and paste the link in a browser to view the following documents prepare for this project:

Acceptance Criteria:
https://drive.google.com/file/d/19R0dLsFECXXXfMX77EcVVm2Jx97WJ3Uc/view?usp=sharing

Governance Model:
https://drive.google.com/file/d/17Gp8bAmargRsILC3-jYDjju3NRx13E0G/view?usp=sharing

This was a UX Research oppertunity that i was fornunate to be a part of. The application is a core system in Saudi Arabia which provides detailed credit reports of individuals indicating their financial stability, including positive and negative credit information enabling members to make informed credit decisions.

Scope: This application is to be a bridge of interaction between the user's finances and the storage of their finances ie. the bank, hence the need for a more detailed and presentable interface was required as this application can be considered a direct competitor with conventional banks. Trust as transparency especially was a very strong requirement from the client, and the detail with which finances are to be broken down.

Rationale: The need for tracking of users' finances, positives or negatives, credits and debits, these number are to be seriously taken and to be represented with complete honesty. In the case of balances in the positive the design was to reflect optimism, and in the case of negative balance the design was to represent slight caution, but not to an alarming level to induce anxiety. The