Joseph Wachira

PRODUCT DESIGNER & USER RESEARCHER

Hi, I'm Joseph!

I am a Product Design consultant responsible for aligning a vast array of user experiences for multiple clients' products and services.

Since 2013 I've had the privilege of strategizing, designing, and shipping customer-centric user experiences for web, mobile, and other digital platforms. I've led teams ranging in size from 1 to 15 (including remote employees and contractors) at businesses across product and service-based sectors.

Previously, I lead the design team at Cytonn, an Investments and Real Estate firm.

UX & Product Design

Great design is where user needs and business goals meet. I seek to understand both to design **user-centered**, **inclusive** and **accessible** products and services.

I'm an advocate of User Experience in all its forms. When we focus on the experience that people have with our products, we prioritize responsiveness over perfection, feedback over features, and people over process. When this happens, the result is meaningful, purposeful, and incredibly rewarding.

Expertise & Process

1

Planning & Defining Needs

UNDERSTANDING STAKEHOLDERS AND BUSINESS REQUIREMENTS.

I work closely with the product team to understand and **gather stakeholder requirements.**

I run workshops with clients to help them build a better **product strategy**.

FOCUSING ON USER NEEDS

I conduct **User Research** through face to face or remote user interviews, focus groups, workshops and surveys to better **understand their needs** and expectations.

I prepare detailed **User Flows** and **User Journeys** to build a consistent information architecture across all platforms.

2

Exploration, Ideation & Iteration

DESIGN THINKING AND CO-CREATION

You can't design a great product alone. I involve users and stakeholders in collaborative activities like **Design Sprint** or **co-creation workshops**.

I also involve engineers in the co-creation activities. This brings **different ideas to the table** and avoids falling in love with the first solution we find by also thinking about its technical functionality.
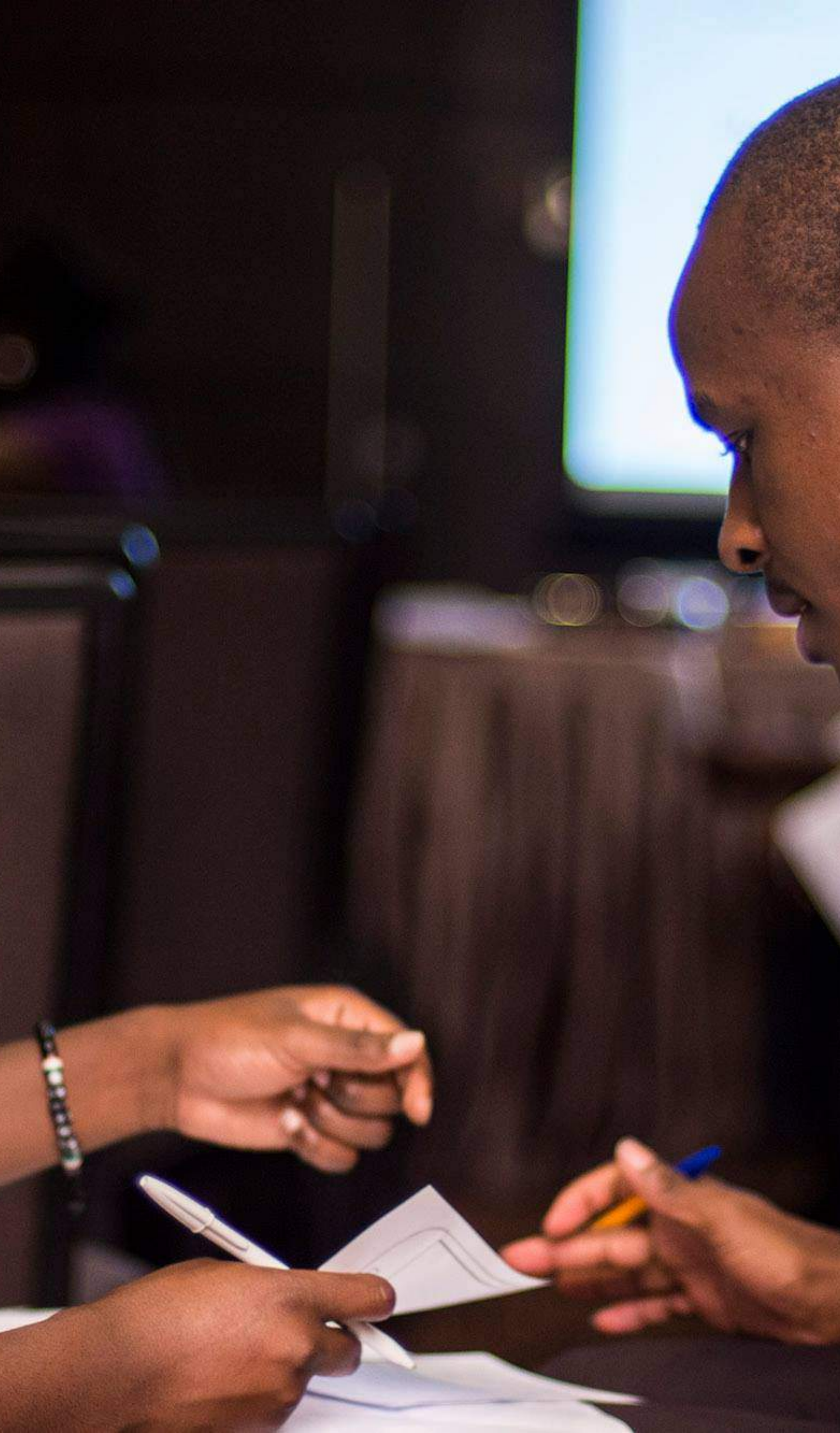
PROTOTYPING AND EARLY TESTING

I have the opportunity to work in agile environments where we can **iterate and test early**, even before the development phase.

I build **interactive Figma, XD, Invision, or ProtoPie prototypes** and work closely with the team to test our ideas with users.

3

Design Documentation & Team Collaboration

A CONSISTENT EXPERIENCE WITH REUSABLE COMPONENTS

To deliver a **consistent and delightful experience**, we need to support multiple channels, platforms, or devices that form the gateway for accessing our product or services.

I help **design systems**, **pattern libraries** and **style guides** that help maintain consistency as the product grows.

RESPONSIVE, PERFORMANCE AND ACCESSIBILITY

I provide **adaptive components** and **responsive guidelines** to the development team so that they can build products that will adapt to user's devices.

Where necessary, I am able to also **document guidelines** for animations, micro-interactions, perceived performance and accessibility.

Cytonn CRIMS
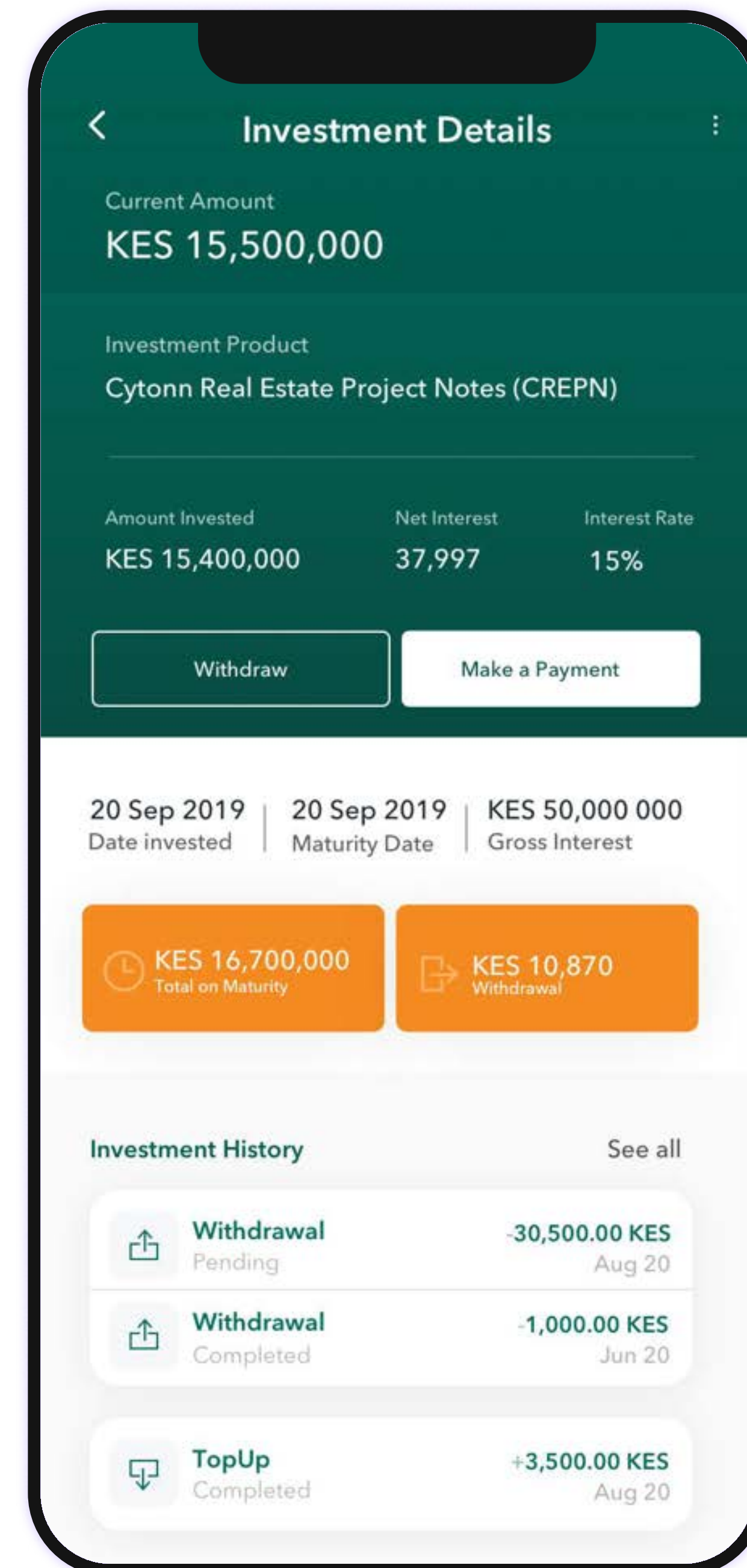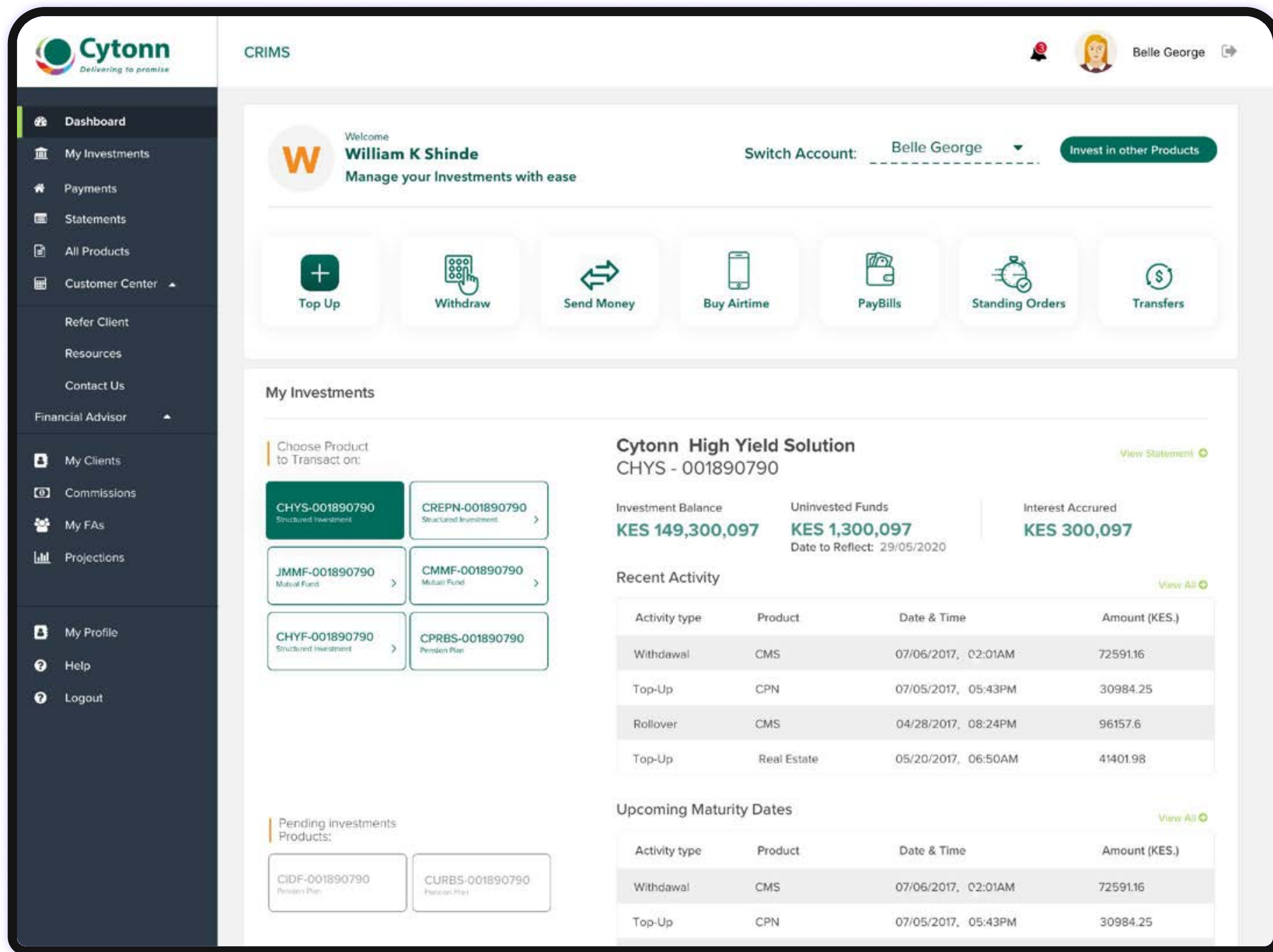
A little bit of context

Client Relationship and Investments Management System (CRIMS) is an internally built platform for Cytonn Investments, an investment management firm in Nairobi, Kenya.

The platform provides the firm with rich, end-to-end functionality and the desired capability to streamline its investment management operations while offering superior services to their clients.

The platform consists:

1. An operations back office web application
2. A client web application
3. A client mobile application (Android & iOS)

The CRIMS clients application offers the clients a gateway to monitor their investments, perform transactions as well as keep in touch with the organisation.

Desktop Dashboard

Cytonn — Delivering to promise

CRIMS

Belle George

Sidebar Navigation
- Dashboard
- My Investments
- Payments
- Statements
- All Products
- Customer Center
  - Refer Client
  - Resources
  - Contact Us
- Financial Advisor
  - My Clients
  - Commissions
  - My FAs
  - Projections
- My Profile
- Help
- Logout

Welcome
William K Shinde
Manage your Investments with ease

Switch Account: Belle George

Invest in other Products

Top Up | Withdraw | Send Money | Buy Airtime | PayBills | Standing Orders | Transfers

My Investments

Choose Product to Transact on:

- CHYS-001890790 — Structured Investment
- CREPN-001890790 — Structured Investment
- JMMF-001890790 — Mutual Fund
- CMMF-001890790 — Mutual Fund
- CHYF-001890790 — Structured Investment
- CPRBS-001890790 — Pension Plan

Cytonn High Yield Solution
CHYS - 001890790

View Statement

Investment Balance	Uninvested Funds	Interest Accrured
KES 149,300,097	KES 1,300,097	KES 300,097
	Date to Reflect: 29/05/2020	

Recent Activity

View All

Activity type	Product	Date & Time	Amount (KES.)
Withdawal	CMS	07/06/2017, 02:01AM	72591.16
Top-Up	CPN	07/05/2017, 05:43PM	30984.25
Rollover	CMS	04/28/2017, 08:24PM	96157.6
Top-Up	Real Estate	05/20/2017, 06:50AM	41401.98

Pending investments Products:

- CIDF-001890790 — Pension Plan
- CURBS-001890790 — Pension Plan

Upcoming Maturity Dates

View All

Activity type	Product	Date & Time	Amount (KES.)
Withdawal	CMS	07/06/2017, 02:01AM	72591.16
Top-Up	CPN	07/05/2017, 05:43PM	30984.25

Mobile — Investment Details

Investment Details

Current Amount
KES 15,500,000

Investment Product
Cytonn Real Estate Project Notes (CREPN)

Amount Invested	Net Interest	Interest Rate
KES 15,400,000	37,997	15%

Withdraw | **Make a Payment**

20 Sep 2019 Date invested	20 Sep 2019 Maturity Date	KES 50,000 000 Gross Interest

KES 16,700,000 Total on Maturity | KES 10,870 Withdrawal

Investment History

See all

Withdrawal Pending	-30,500.00 KES Aug 20
Withdrawal Completed	-1,000.00 KES Jun 20
TopUp Completed	+3,500.00 KES Aug 20

My Role

My involvement in this project was pretty much hands-on since the initial conception. I wasresponsible for the interface and the user experience. As the platform scaled and the team grew, my role grew to leading the team of designers responsible for the innovation and growth of the platform.

The product development team involved several software engineers, business system analysts, and designers who all collaborated to ensure a successful product.

Planning & Defining Needs

We worked closely with the operation and sales departments to understand and gather product requirements as well as to understand the investments and sales processes.

We also ran workshops with clients and client success team to help up us further build a better product strategy.

We collaborated with the business systems analysis team to document the product requirements and create detailed userflows and user journeys.

Product Exploration

We held various collaborative workshops with the engineering team and product stakeholders to brainstorm different solutions to the problems and feedback we had collected from the clients. We also layed out the different forms these solutions would take. To speed up the process, we opted to focus on the mobile solution first and I designed high fidelity interactive prototypes to test with users.
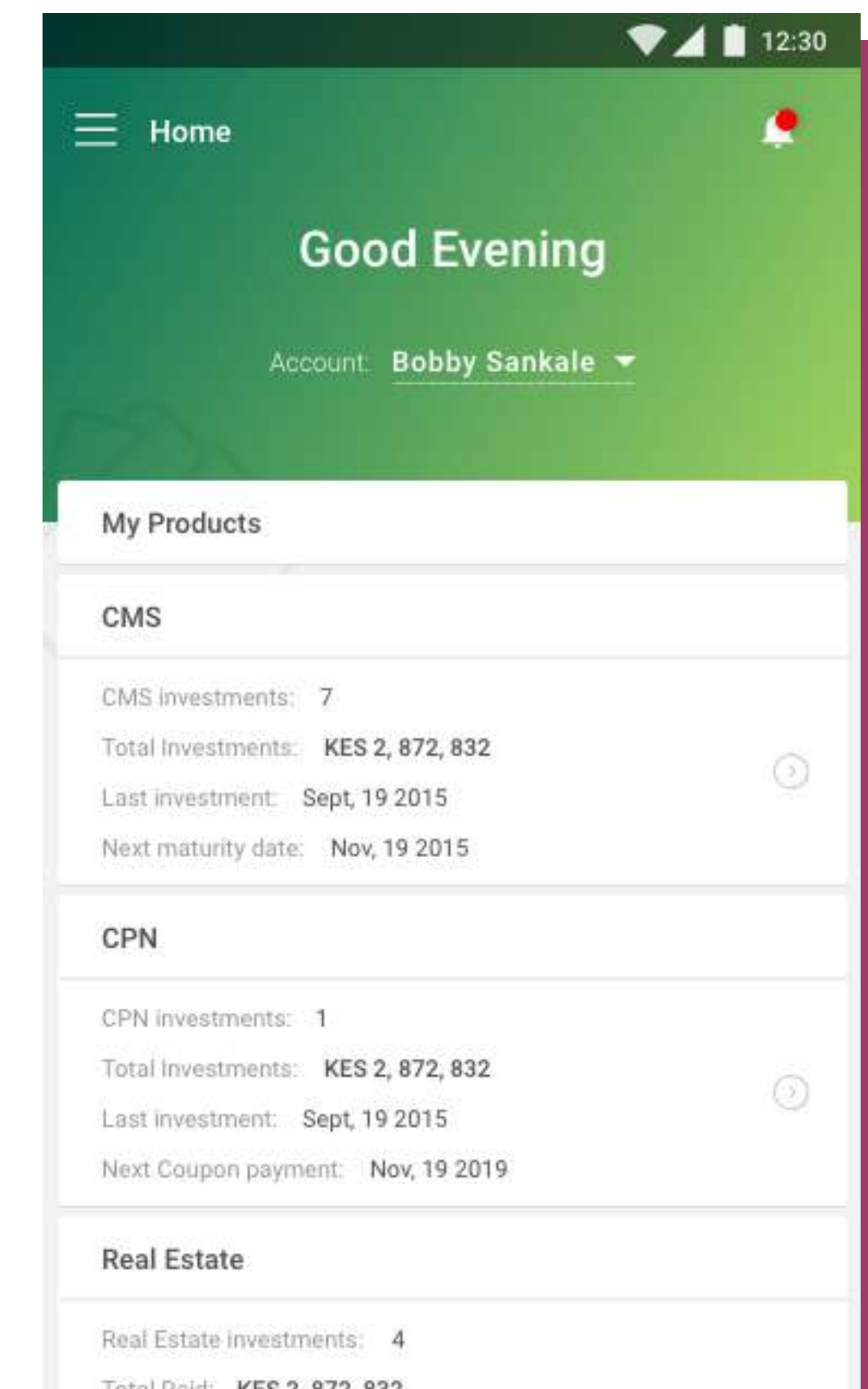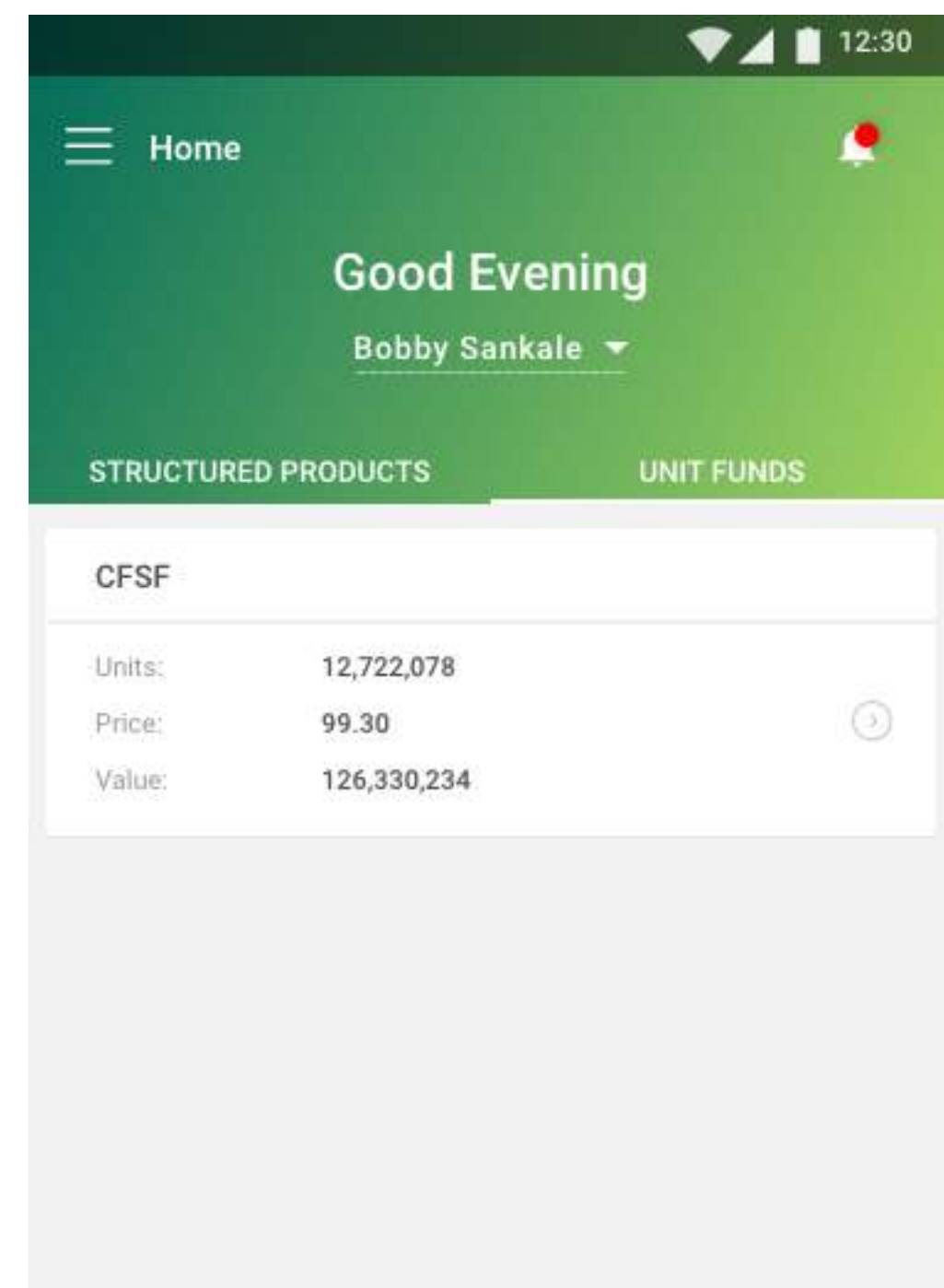
Backoffice Operations App

After conducting tests with actual clients and iterating to the point we were comfortable with a minimum acceptable product, we started exploring and designing the back office application for the operations team using a similar collaborative process.
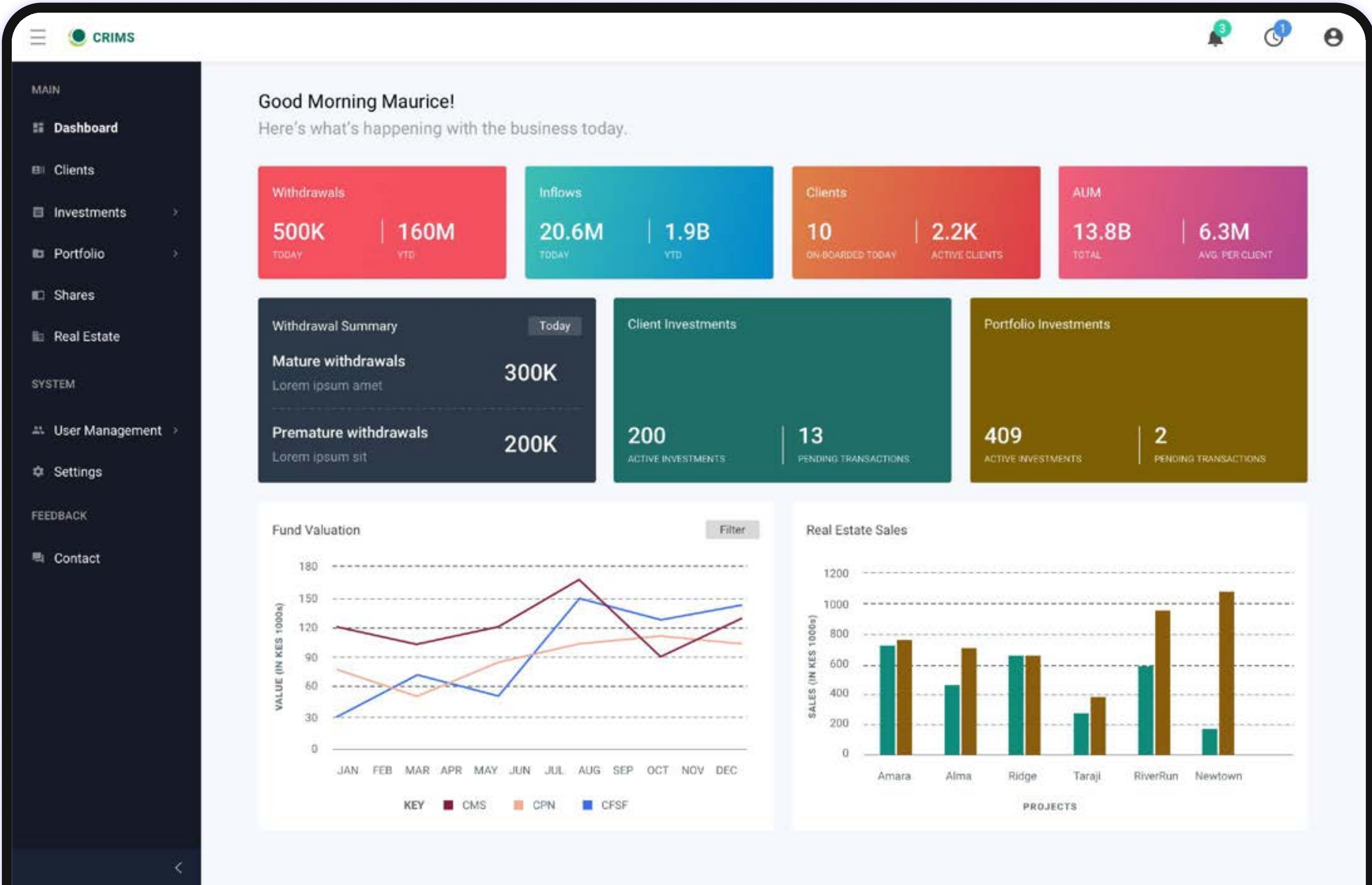
To facilitate design implementation by the engineering team, we documented the designs and used avocode and Invision for seamless designer-to-developer hand off. We also created a single point of truth design system to ehance consistency and build a good foundation for future scalability.

Design Documentation
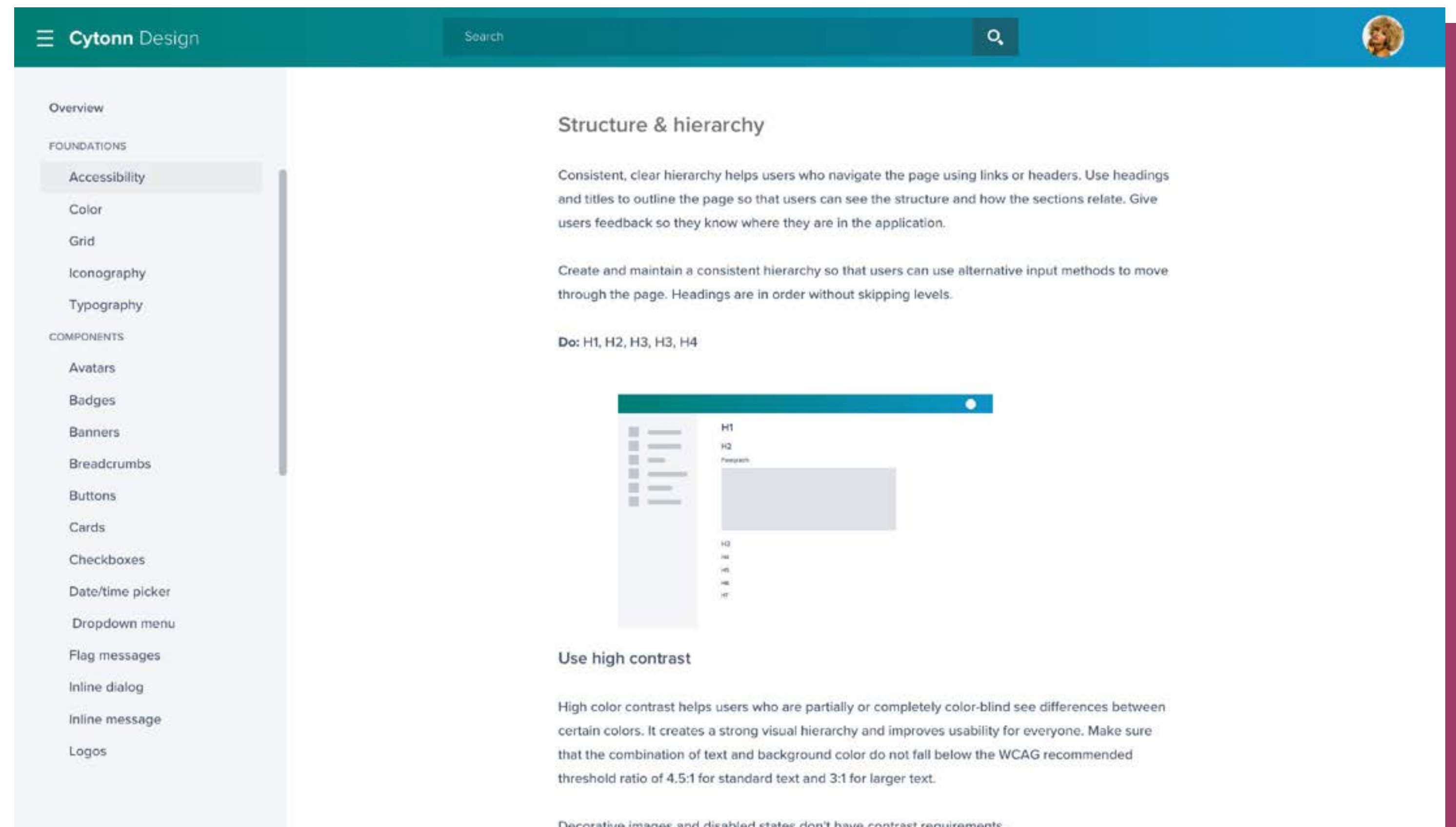
Did We Win Something?

The apps received lots of praise from clients and notable players in the market including the commisioners from Capital Markets Authority (CMA) and Revenue Benefits Authority (RBA).

25%

Increase in Funds Re-investments within the first 3 months of launch

$100M+

Funds under management

4.6/5

User app rating during first month of launch

50%

Cut by half the time used by operations team to process transcations

Collaboration Is Key

I really enjoyed working on this project. It showed me how collaboration is an essential tool when crafting experiences. It allows you to connect with your users and all the stakeholders involved and, in turn, it allows you to come up with diverse, well informed solutions in a short time.

However, it is important to make sure that these collaboration workshops are well planned and structured and aren't just there for the sake of collaborating.

I look for opportunities to align and collaborate in every project now. Collaboration enables us designers to expand their horizons by simply hearing out other people's ideas.

OE Commerce

OE's Ecommerce Platform

OE Commerce is an ecosystem of an ecommerce mobile application, 2 web platforms (ecommerce site & a seller web app), and an internal web dashboard to help facilitate a seamless ecommerce transcation by buters and sellers.

As the sole product designer, I worked directly with the development and leadership team on the usability, user experience and UI of the product.

Product Design   **User Testing**   **User Research**

oe

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TV & Home Theatre Computing Mobile Phones & Tablets Cameras Networking Deals

Electronics > TV & Home Theatre > Home Theatres & Audio Systems

Brand

Acer Aspire 5 Slim Laptop, 15.6 inches Full HD IPS Display, AMD Ryzen 3 3200U, Vega 3 Graphics, 4GB DDR4, 128GB SSD, Backlit Keyboard, Windows 10 in S Mode, A515-43-R19L, Silver

★★★★★ 3 | Write a review

Sold by Omaar Electronics and Fulfilled by OE

Color: **Black**

Black | Wood | Silver

CPU: **AMD Ryzen 3 3000-Series**

AMD Ryzen 3 3000-Series | AMD Ryzen 5 3000-Series | AMD Ryzen 7 3000-Series

Capacity: **4GB/128GB**

4GB/128GB | 8GB/256GB

KSh 33,499.00 KSh 42,995.00

22% off

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FREE delivery by **Sat, Sep 21** when you order in 8 hrs 27 mins oe express

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TV & Home Theatre Computing Mobile Phones & Tablets

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Sort by **Relevance** ▾

Sony 1000W 2 Tall Boy Home Cinema System, DZ-650
★★★★★ (2)
KSh 33,499.00 KSh 42,995.00

Von Hotpoint HWF-708S/ VALW-07FXS Front Lo...
★★★★★ (2)
KSh 49,995.00 KSh 51,995.00

The Project Brief

The team at Omaar Electronics (OE) wanted to redesign their ecommerce web app to enhance the visitors experience as well as form a solid base for scaling their app to accomodate a new seller center portal through which sellers would manage their sales and deliveries on the platform.

The team also wanted to roll out a mobile app alongside the new redesign.

Quatitative User Research

I prepared online survey with the marketing and business development teams to understand users expectations for the web and mobile app.

We discovered that there was not a lot of desirability for a fast, responsive web and mobile app. We also discovered that the logistics team required a seamless platform that would cater to their network of delivery riders. This helped us reprioritise our product strategy.
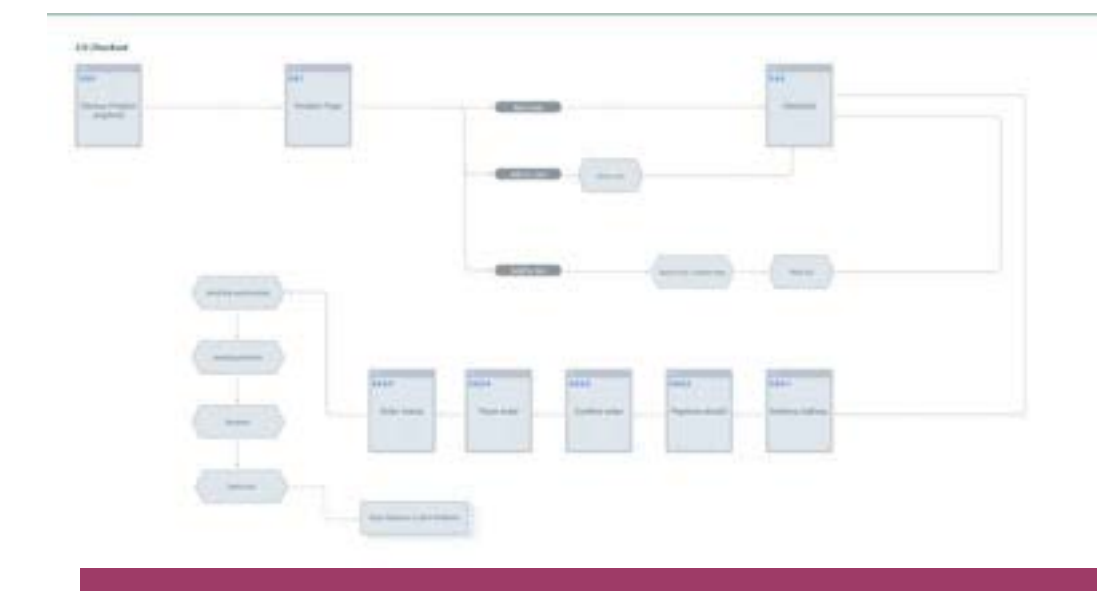
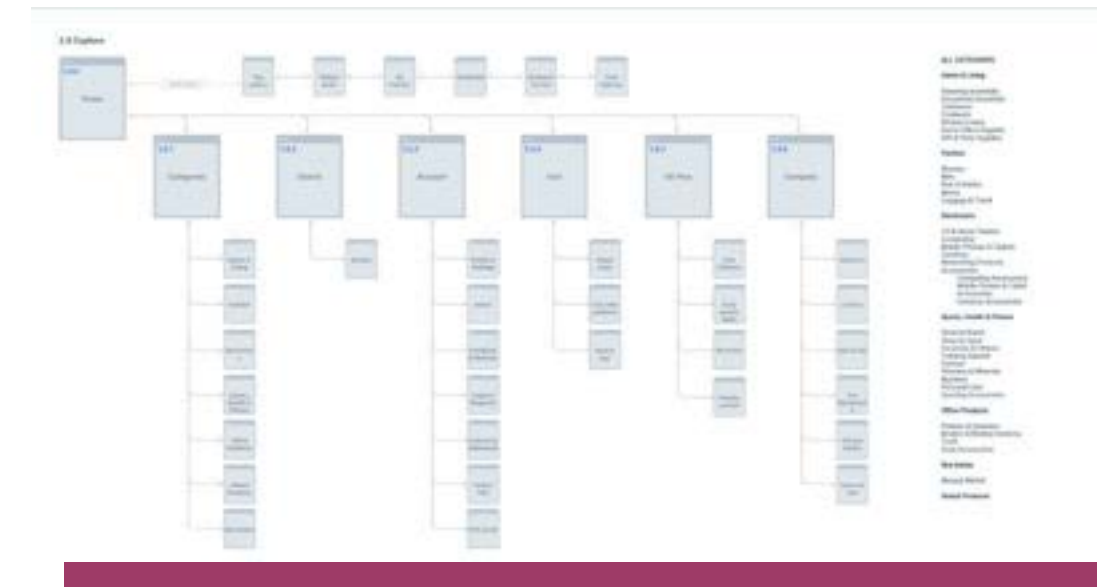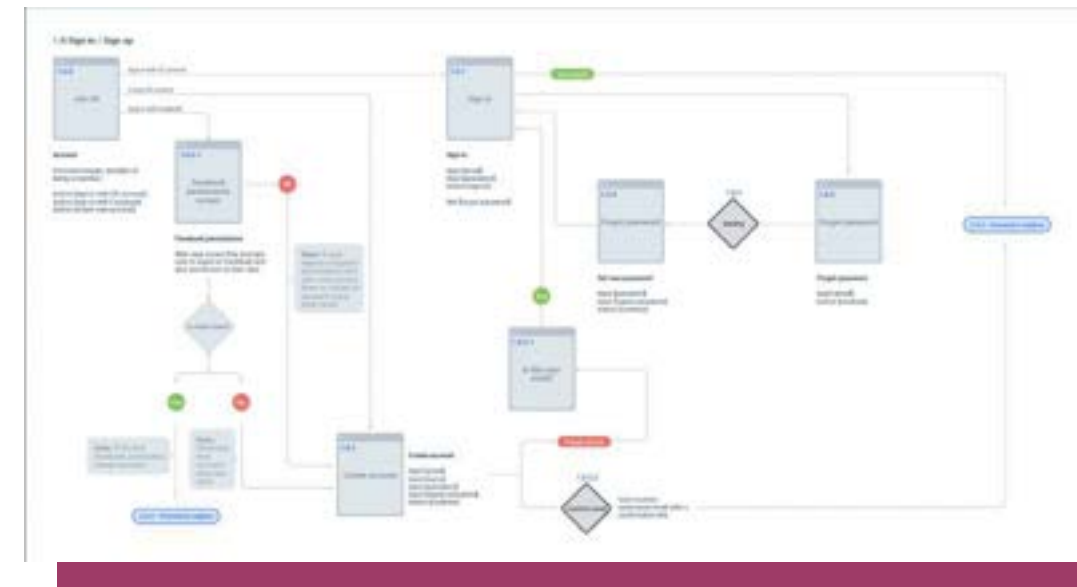# Involving Developers in User Testing

We ran some usability testing session on the ecommerce seller web app to make sure that users not familiar with the platform were able to navigate the app.

I involved the developers to help me with tests which was a great experience for them. Together we prioritised what was going to be worked on and when.

User Flows & Customer Journeys

The entire OE Commerce suite of applications needed to work together to provide the best eccommerce experience possible.

With the help of the marketing and dev team, I analysed stakeholder requirements and built a detailed application flow with user flows and customer journeys that highlights the connections and dependabcies between the different channels
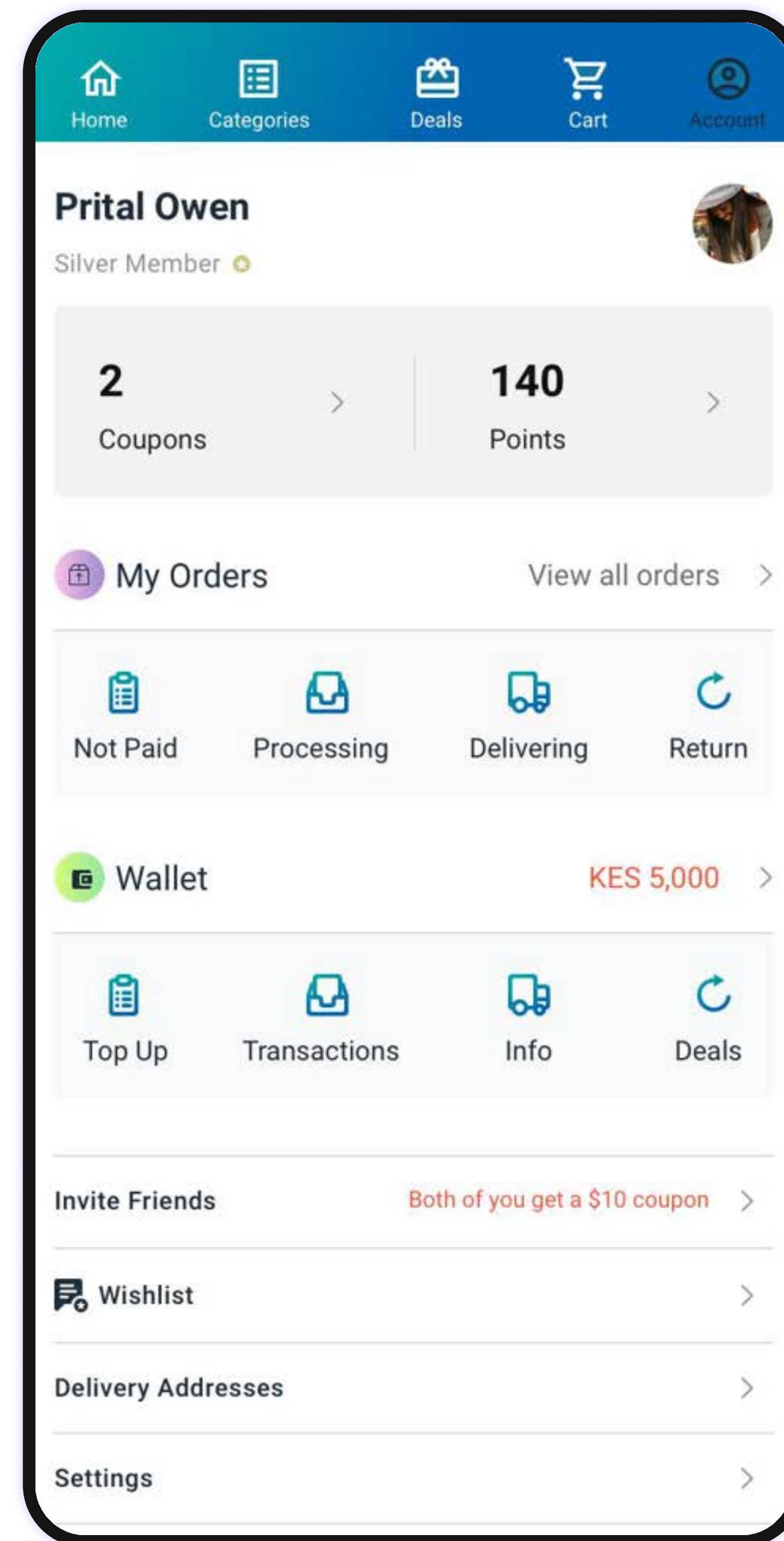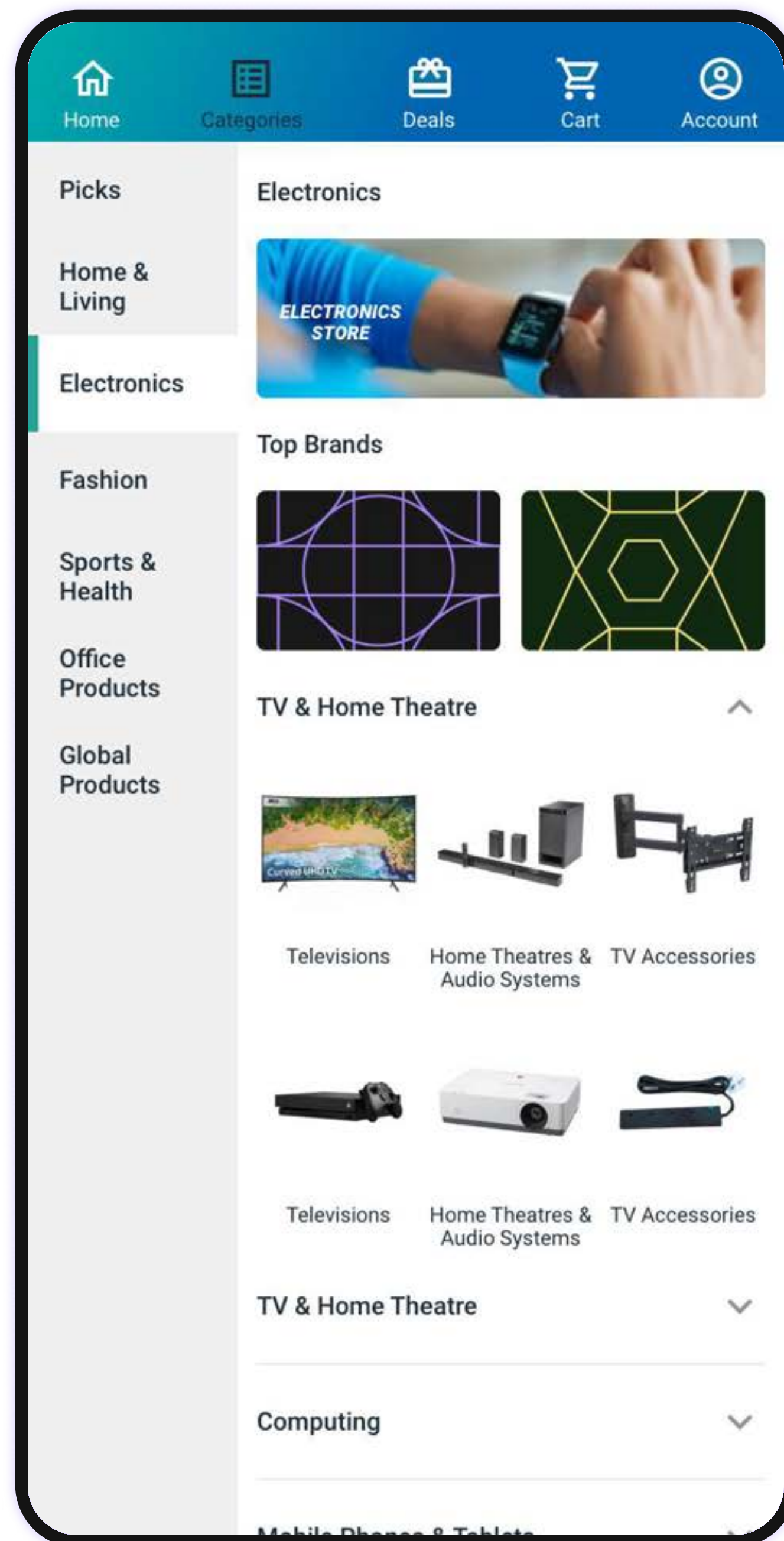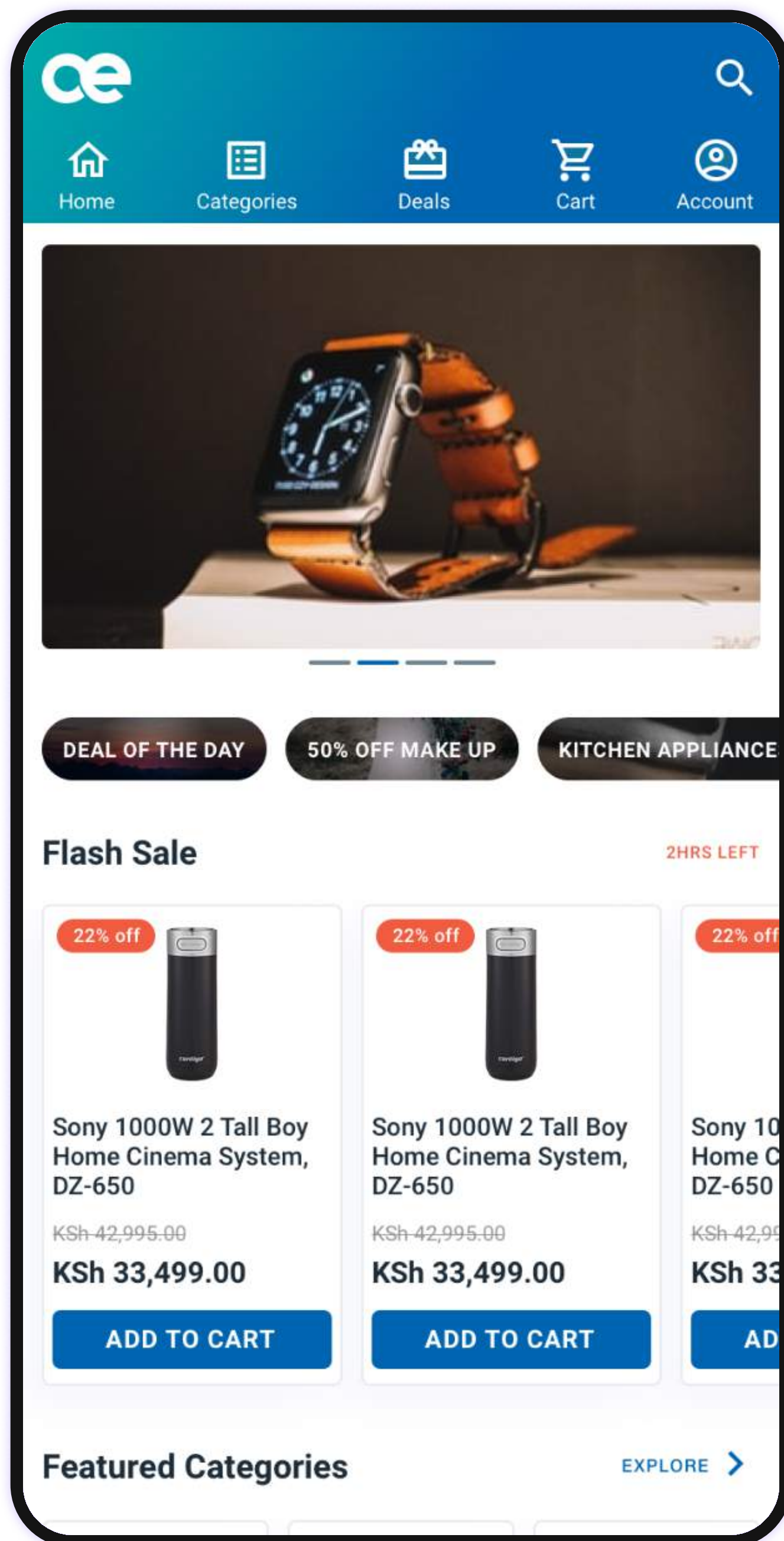
Implementation & Team Collaboration

The design applications development is currently ongoing. We work in a remote, agile environment.

We have regular meetings with the product owner and get involved in sprint demos.

Our close collaboration with the dev team let's us conduct design reviews on what was developed to insure product quality.

OE | Seller Central

Messages   Account

Dashboard   Inventory   Orders   Advertising   Reports   Payouts & Taxes   Settings   Help & FAQs   View Shop

Manage Inventory   Add a Product   Import Products   OE Express

Inventory Overview

pending approval	1
unlisted	1
live	30

OE Express Inventory

in last day	0
in last week	0
in last month	0

OE Express Inventory

in last day	0
in last week	0
in last month	0

Product catalog   **Add Products**

Export | Unlist | Edit | Delete   Refresh   Filter products ▾   Search products

Product	Date added	Price	Sale Price	Stock	Status	Listing
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Unlisted	Off ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	In Review	On ✎ 👁
LG SK8Y Sound bar system for home theater SKU: LG2367	15 Aug 2019	50,000	49,000	100	Live	On ✎ 👁
LG SK8Y Sound bar system for home theater						

Search

Dennis ▾

Analytics

- ▦ Dashboard
- ▮ Reports

Platform

- ▭ Content ⌄
- ⊞ Inventory ›
- ▤ Orders ›
  - Orders
  - Logistics
  - FBO
- ☰ Directory ›

Finance

- ▭ Payments ›
- ▣ Wallet

Account

- ⌃ Notifications
- ⚇ Users ›
- ⊡ Settings

‹ Back to orders

Orders details for order no. xxxxxx

Order total	**1,000**	Order commision	**100**

Customer Information

Date	20 Jul 2019
Customer	John Doe
Phone	0700 000 000
Payment method	iPay

Delivery Address

P. O. Box 10100
Block E, Utalii Lane, Ngumba Estate
Nairobi, Nairobi, Kenya, 00100

Delivery Address

Date	20 Jul 2019
Customer	John Doe
Phone	0700 000 000
Payment method	iPay

Order items

☑ Product	Shipment Type	Seller	Pricing	Delivery Fee	Status	
☑ LG SK8Y Sound bar system for home theater SKU: LG2367	FBO	Lorem	1,500.00	50	Pending	👁
☑ LG SK8Y Sound bar system for home theater SKU: LG2367	Dropshipping	Lorem	1,500.00	50	Pending	👁
☑ LG SK8Y Sound bar system for home theater SKU: LG2367	FBO	Lorem	1,500.00	50	Pending	👁

Order History

☑ Product	Note	Time stamp	Editor
☑ LG SK8Y Sound bar system for home theater SKU: LG2367	Lorem ipsum dolor sit amet...	20 Jul 2019 10:09	dgh@ghhj.com

Order Comments

REFLECTIONS & LEARNINGS

Define Features for Launch

This is one of the largest projects that I have handled as a solo designer in the team. Though I enjoyed working on project, it came with its own challenges, from a lack of a well experienced dev team to a misalignment of the product owners who were blinded by building a perfect suite of products but with less focus on the users. It showed me how digressing from set product goals with a new concrete strategy can lead to failure of shipping a product.

Though through a couple of design thinking sessions, I was able to bring back a clear focus and foster alignment of the team, I learnt that failure to define your minimum acceptable product can lead to a cycle of creation that never sees the light of the day.

What Others Say

"

Joseph is a solution oriented designer who always delivers over and beyond. He has done his market research and he understands what the user needs and what will best attract the consumer. He is well versed with the different design softwares and this allows him to channel his ideas into appealing images/ creation. Anyone would be lucky to have him help their brand."

— Alice Thogori, Finance Manager, StratoStaff

"

He helped to identify exactly what I wanted my brand to reflect even though I didn't have the words to describe what I wanted. The entire process was so smooth that I didn't even realize how much work goes on his end. If you're looking for someone to help you breathe new life into your brand or figure out what it should be in the first place, I cannot recommend Joseph highly enough."

— Elizabeth Nkukuu, Former CIO, Cytonn Investments & CEO, Liz Consulting

Thank You!

JSPWACHIRA@GMAIL.COM