Joseph Wachira

Senior UX/Product Designer

CHAPTER ONE

About Me

ABOUT ME

I Am An Experience Designer, an Agile Practitioner, a Problem-solver and a Visual Communicator.

I have 9 years of practical experience across UX, research, marketing, and digital products for enterprise and consumer products.

ABOUT ME

My Philosophy

Nothing great was ever achieved without enthusiasm

When tasked with a challenge I try to understand the core problem we're trying to solve. This helps me make informed decisions and build enthusiasm for creating the best experience.

Clear experiences over unpredictability

As designers, our goal is not to eliminate complexity or friction, but rather create a clear, intuitive and understandable product experience.

We must constantly challenge our own assumptions

It's easy to become over-confident in our ideas and opinions. Rigorous iteration and testing can help bring clarity and confidence to the work.

MY APPROACH

How I Work

STEP 1

Research

Understanding more about the problem, considering potential solutions and learning about the customer

STEP 2

Principles

Crafting design principles to help guide the project decisions and ensure alignment amongst the team.

STEP 3

User Journey

Diving deep into the user journey and exploring user stories, personas, channels, and user decision making.

STEP 4

Design Exploration

Diverging wide and exploring a range of possible solutions. Testing, iterating, brainstorming and working through the problem.

STEP 5

Design Refinement

Refining a chosen direction and polishing visual design, preparing designs for engineering handoff and documenting decisions made.

STEP 6

Handoff

Working closely with engineering and product to ensure a successful handoff and implementation.

STEP 7

Monitoring and Measuring

Having the project g live doesn't mean the work is done. We monitor and measure its performance to discover opportunities for improvement.

CHAPTER TWO

The Work

CASE STUDY #1

Rapid Prototyping to Deliver an Insights Dashboard in a Limited Timeframe

ROLE

Research, Wireframing, UX Design, Prototyping, Visual Design

DURATION

Aug 2022 - Sept 2022

OVERVIEW

Tasked to deliver a Dashboard UI within 2 weeks as a new hire.

This was the first project that I delivered from concept to execution for MTN.

The business required an Insights Dashboard for the Case Management platform, and with the project falling behind schedule due to previous lack of design resources, I was tasked with the challenge of delivering the interface design for the dashboard within a tight timeframe of just under 2 weeks as a new joiner in the team.

Despite the time constraints, I took on the project with optimism and was determined to find an efficient and user-centred design solution.

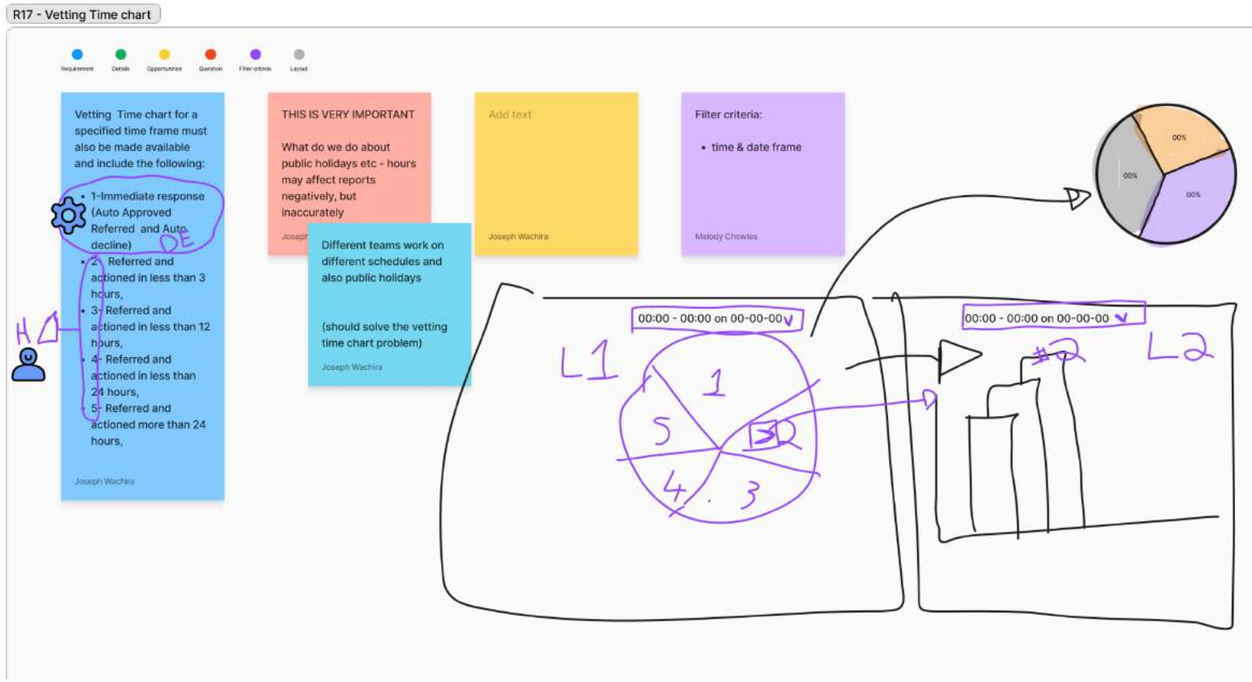
APPROACH

I proposed a Rapid Prototyping process to overcome the time constraints

To tackle the time constraints, I proposed a rapid prototyping process that would allow us to quickly brainstorm and visualise the dashboard interface.

This approach compressed what would have been a lengthy and complex project into a fast and result-oriented methodology.

I broke down the process into three phases, with the first two to be completed within the short timeline available and the third phase to be conducted once MVP 1 had gone live.



APPROACH

Broke down the process into 3 phases

PHASE 1 (1 Week)

Indulge and Learn

Immersed myself in the process and held daily technical meetings with the stakeholders. This deep dive allowed me to understand the requirements thoroughly and establish a strong foundation for the subsequent phases.

PHASE 2 (1 Week)

Design Exploration and Approvals

I focused on brainstorming and design exploration, collaborating with other designers from my team to expedite the process and gain valuable second opinions.

PHASE 3 (After MVP 1 Development Delivery)

Testing and Improving

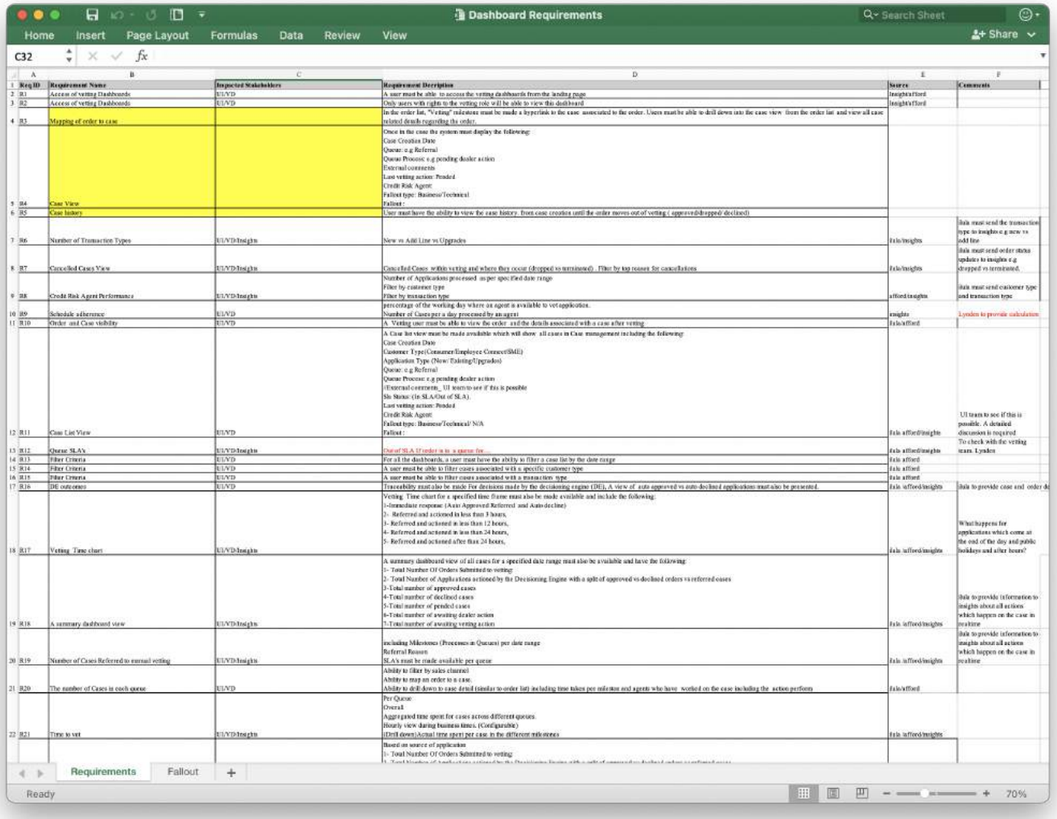
We planned to conduct user testing and gather feedback to refine and enhance the dashboard's usability once the first version had gone live.

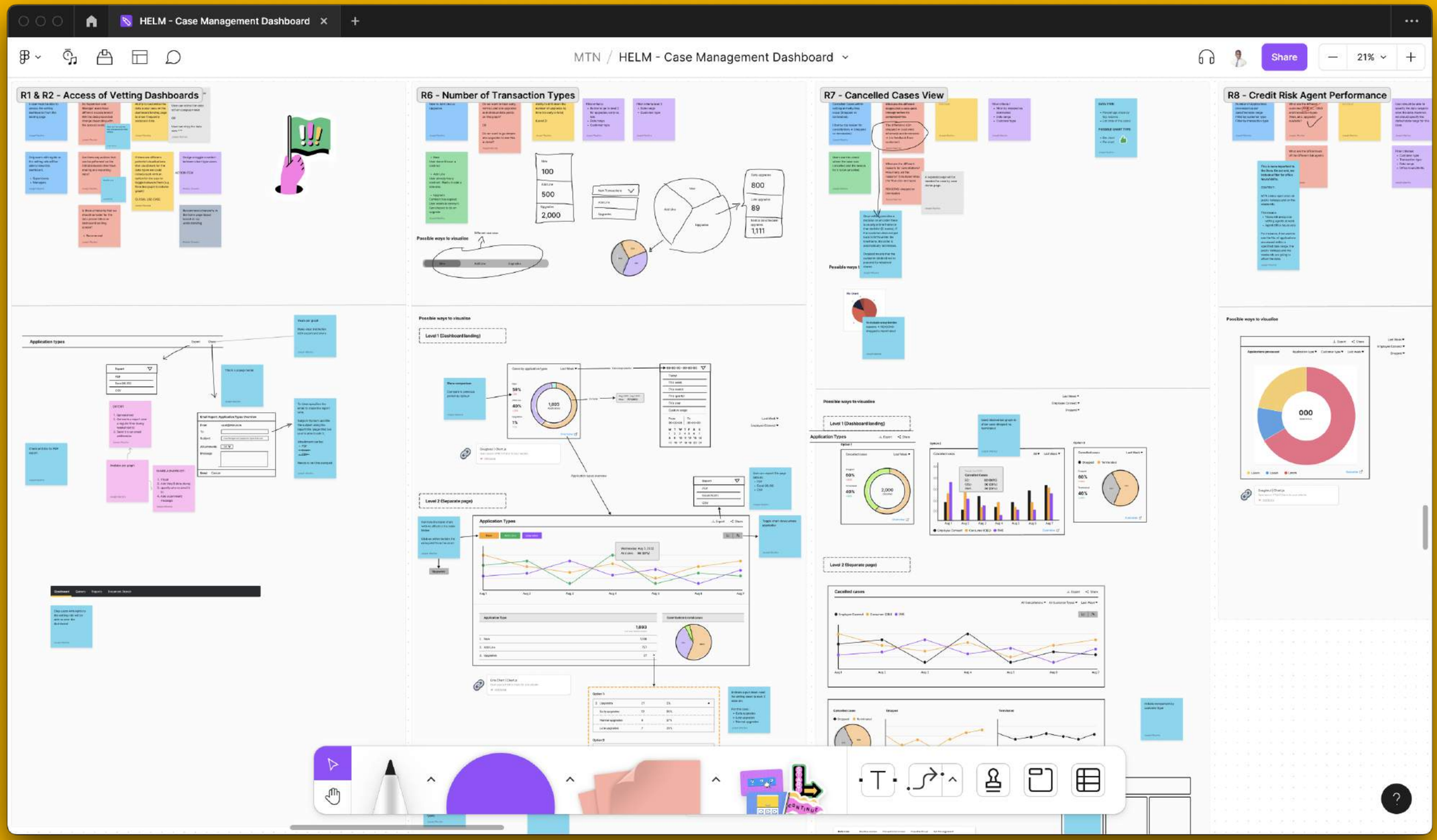
INDULGE AND LEARN

Identified opportunities and questions for each requirement

I leveraged FigJam, a collaborative white-boarding tool, to brainstorm and identify opportunities and questions for each requirement.

These insights were then discussed with the business analysis and development teams to seek further clarity and obtain necessary approvals from the business.



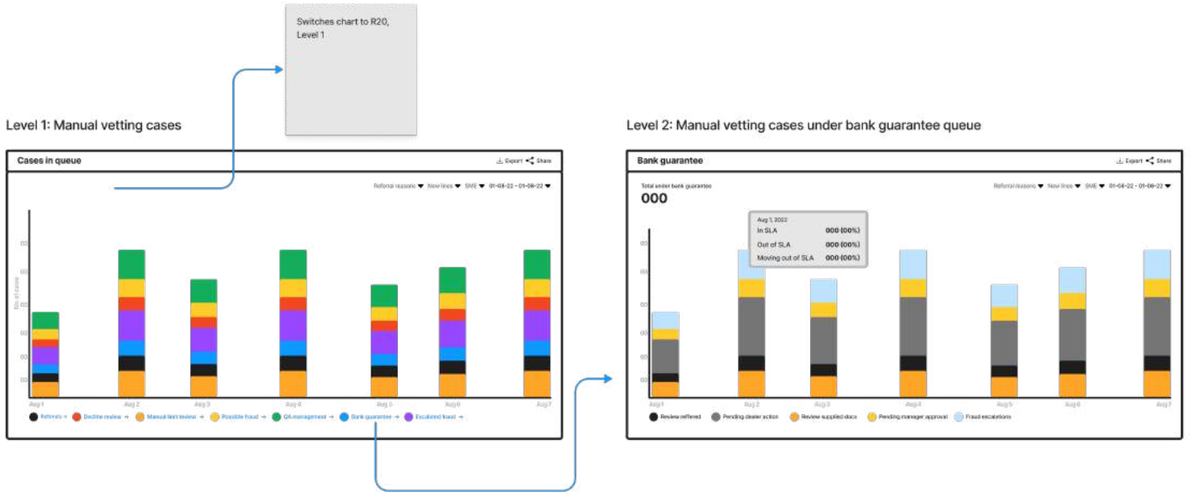

HELM - Case Management Dashboard
MTN / HELM - Case Management Dashboard
Share
21%
R1 & R2 - Access of Vetting Dashboards
R6 - Number of Transaction Types
R7 - Cancelled Cases View
R8 - Credit Risk Agent Performance
Possible ways to visualise
Level 1 (Dashboard landing)
Level 2 (Separate page)
Application Types
Cancelled cases

DESIGN EXPLORATION

Visualised each requirement to determine the optimal presentation for the data points

I sketched out visualisations for each requirement, determining the appropriate charts to use and showcasing how they would look.

Engaging the business team, we sought their approvals and refined the layouts based on their feedback.

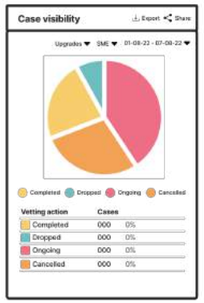


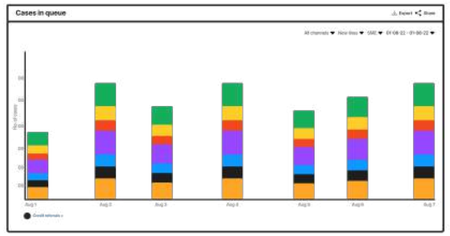
DESIGN EXPLORATION

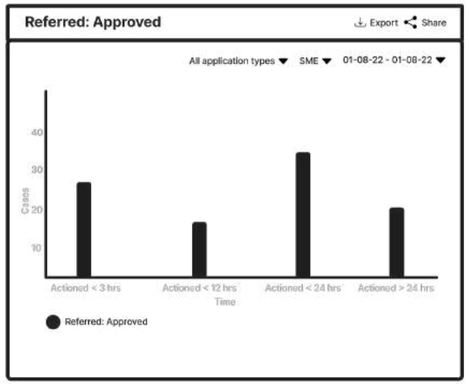
Leveraged developer technologies to enhance collaboration and move faster

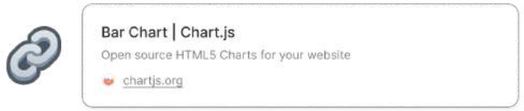
During one of the collaboration sessions with the development team, we learnt that they would be utilising ChartJS, an open-source JavaScript library for data visualisation, which supports a variety of chart types.

Recognising this as an opportunity to streamline the process, I recommended to the engineers which chart types to use for different data points on the dashboard.







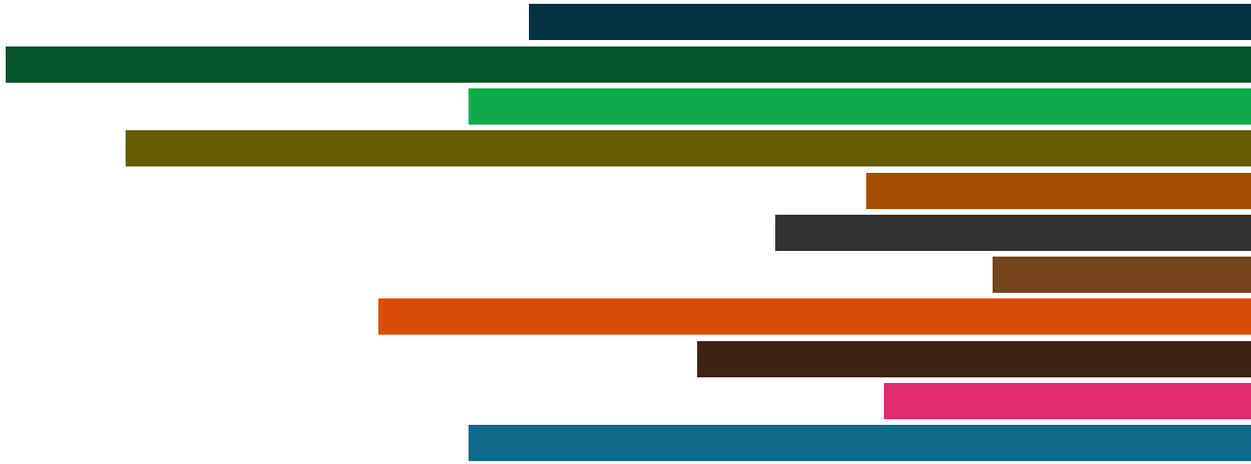


DESIGN EXPLORATION

Developed accessible colour palette for a cohesive visual experience

To ensure accessibility, I developed a WCAG 2 accessible colour palette specifically for the charts and provided guidelines on how to apply the colours consistently throughout the dashboard.

Additionally, I created styling guidelines for the different chart types, ensuring a cohesive and visually pleasing experience.



Color palettes

Latest updates

The data visualisation color palette is designed to maximize accessibility and harmony within the dashboard for easy consumption and interpretation of data.

Qualitative palettes

Qualitative palettes should be used when you want to distinguish discrete categories of data that do not have an inherent correlation.

The colors of this palette should be applied in sequence strictly as described below. The sequence is carefully curated to maximize contrast between neighboring colors to help with visual differentiation.

01. MTN Momo 0f6987	02. MTN Play e12d6e	03. Sambuca 3c2314
04. Hot Cinnamon da4d06	05. Jambalaya 75441b	06. Mine Shaft 323232
07. Ecstasy a64e00	08. Bronze Yellow 645e02	09. Malachite 0fcb49
10. Zuccini 05552d	11. Tarawera 053241	12. Maroon Flush be1e50
13. Plum 6c206c		

When the number of categories of data is under 5, you may choose to override the categorical sequence with one of the following alternatives.

1-color group

Option 1	Option 2	Option 3
MTN Momo 0f6987	MTN Play e12d6e	Loulou 370f37

Option 4

Zuccini 05552d

2-color group

Option 1	Option 2	Option 3
13. Tarawera 053241	Zuccini 05552d	Sambuca 3c2314
MTN Momo 0f6987	Malachite 0fcb49	Hot Cinnamon da4d06

Option 4	Option 5	Option 6
Plum 6c206c	Malachite 0fcb49	Sambuca 3c2314
Maroon Flush be1e50	Hot Cinnamon da4d06	Ecstasy a64e00

3-color group

Option 1	Option 2	Option 3
MTN Momo 0f6987	Jambalaya 75441b	Plum 6c206c
MTN Play e12d6e	Hot Cinnamon da4d06	Maroon Flush be1e50
Mine Shaft 323232	Tarawera 053241	Loulou 370f37

Option 4

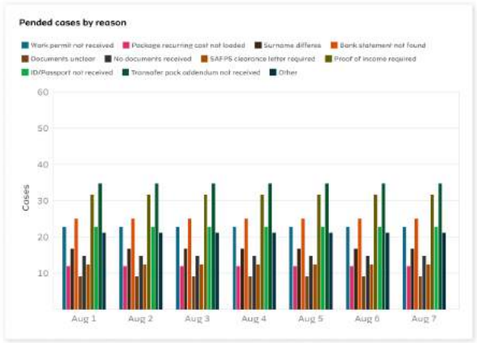
Zuccini 05552d

Sample color application

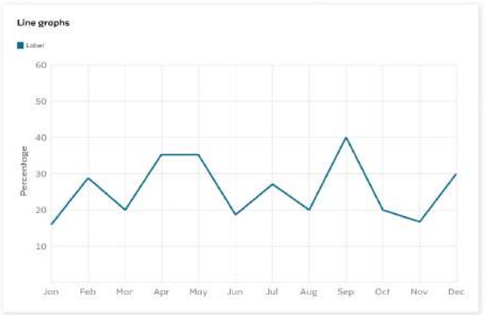
Latest updates

The colors palette guide should be followed for a well-balanced outcome.

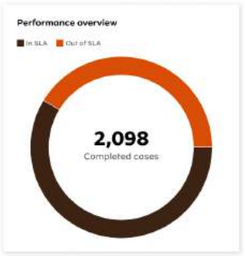
Qualitative palettes



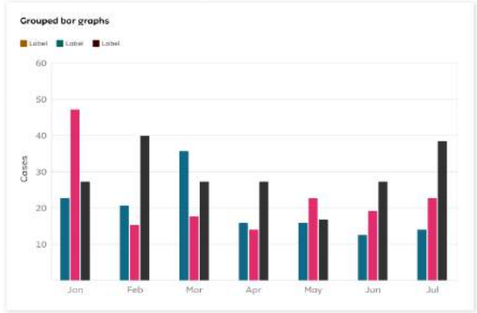
1-color group



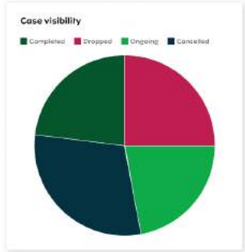
2-color group



3-color group



4-color group



Comparisons

Latest updates

Comparisons

Bar chart

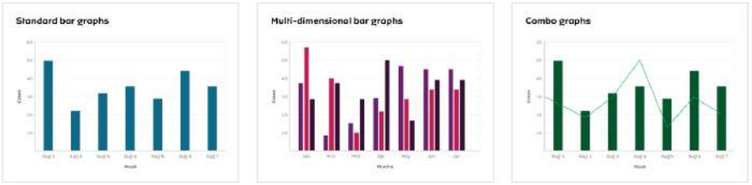
A bar chart provides a way of showing data values represented as vertical bars. It is sometimes used to show trend data, and the comparison of multiple data sets side by side.

Use bar graphs to compare different categories of data that are hierarchically equivalent.

Use one color when charting the sale type of metric.

Specs

Bar widths: 32px, 24px, 16px, 8px, 6px, 4px depending on the density of bars
Min gap between bars: 1px
Labels: Include labels on the chart



Trends

Line charts

A line chart is a way of plotting data points on a line. Often, it is used to show trend data, or the comparison of two data sets.

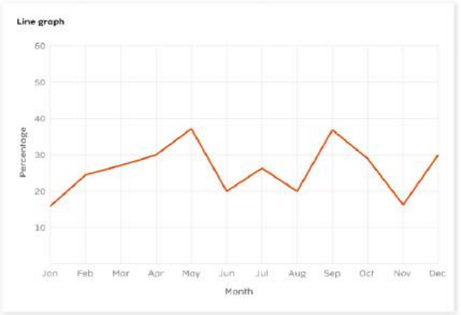
Line graphs are primarily used to show trends in time-based data (the x-axis is time based).

Since the majority of line charts can be incredibly complex, data points are optional and default line chart does not use them.

Use the color guidance to determine appropriate color pairings.

Configurable specs

Line weight: 3px

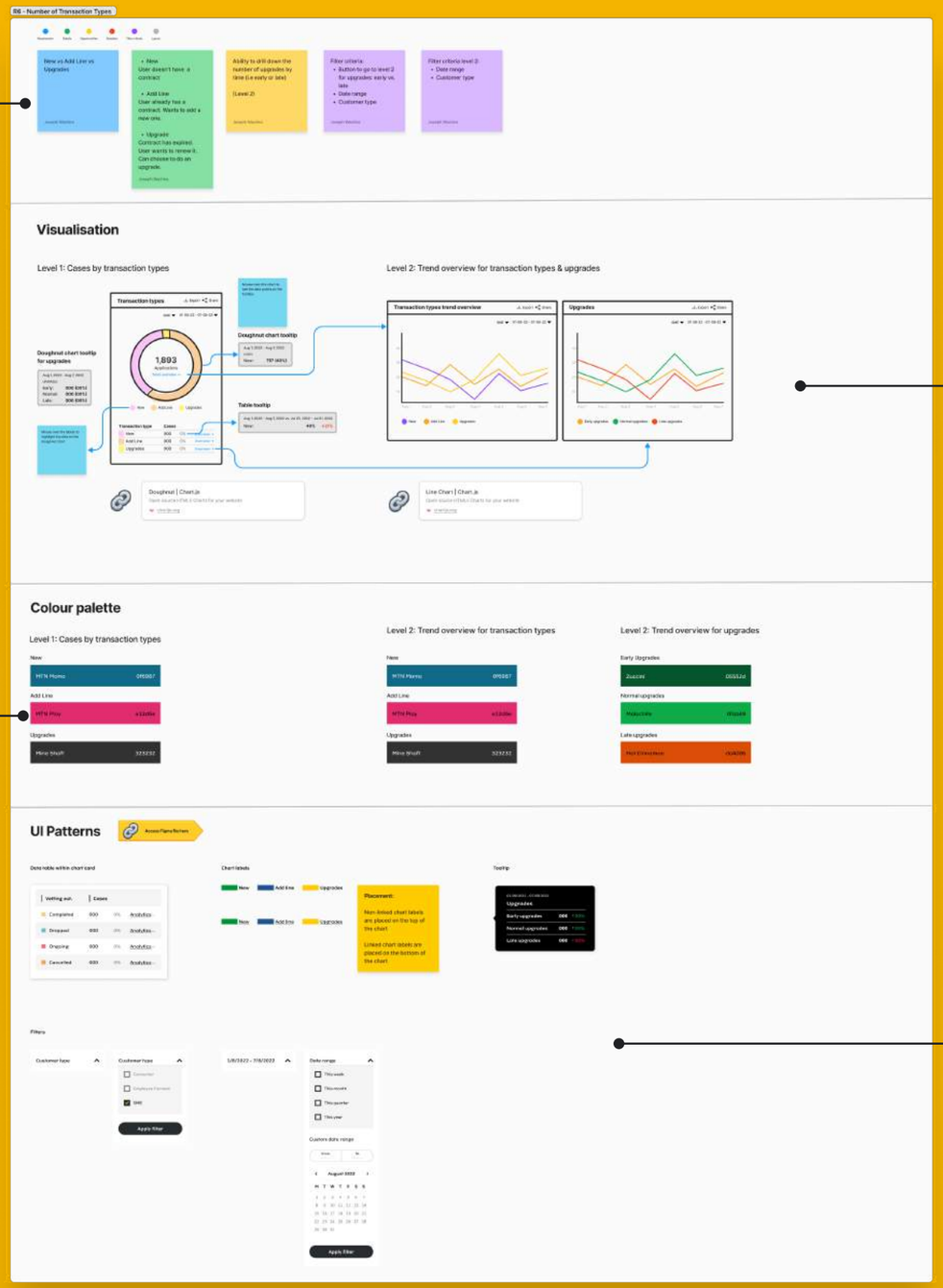


Doughnut & Pie Charts

Pie and doughnut charts are divided into segments, the arc of each segment shows the proportional value of each piece of data.

They are excellent at showing the relational proportions between data.

Broke down requirements, identified opportunities and sort clarity.



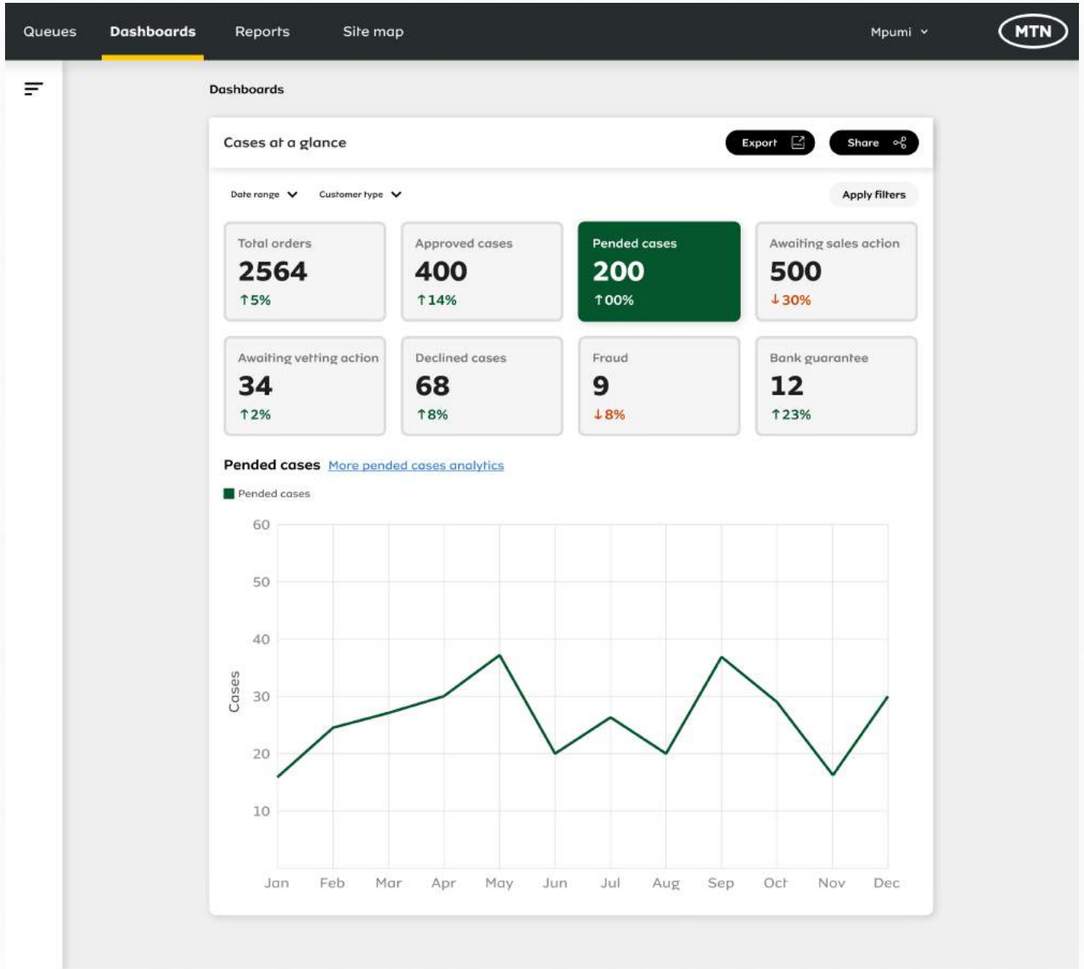
Visualised the data and provided recommendations for ChartJS for easy and fast implementation.

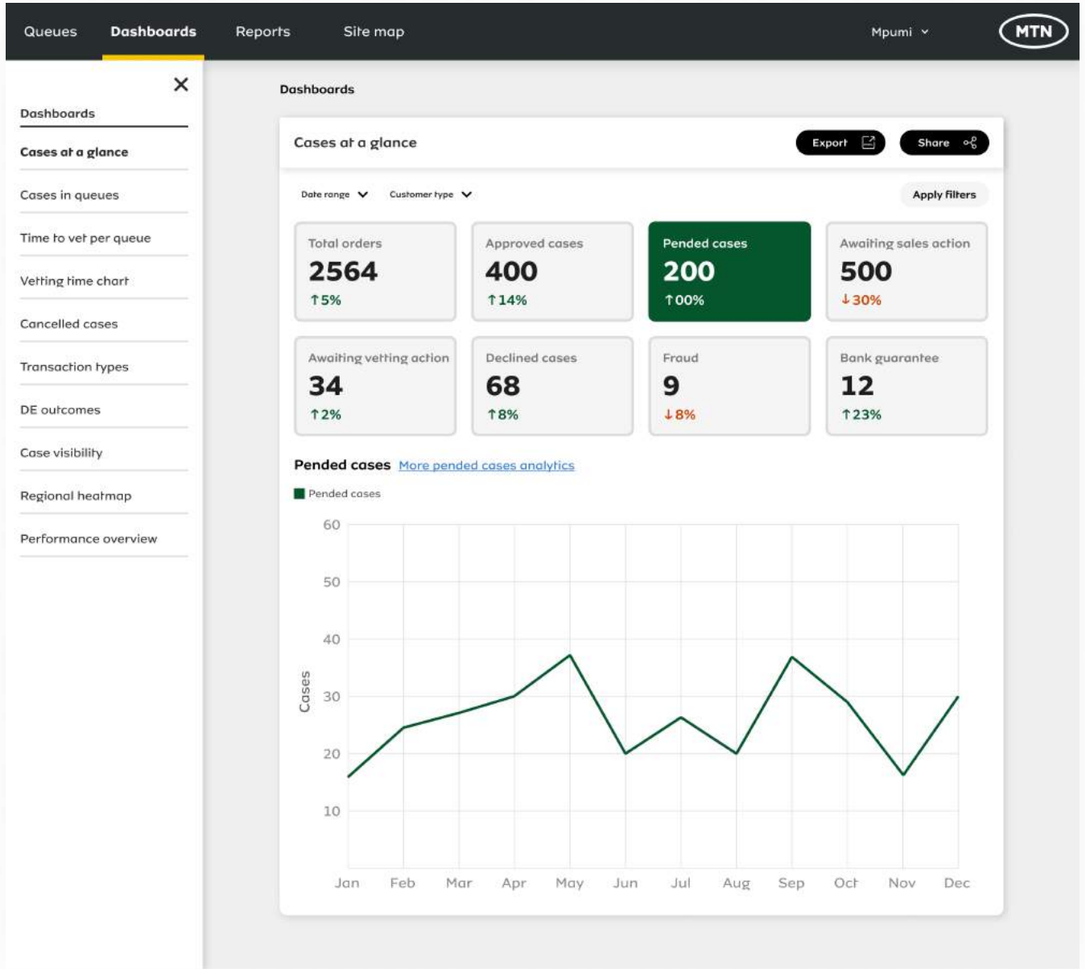
Identified ideal colour palette to represent the data points while keeping accessibility in mind.

Laid out the recommended UI patterns to be used from the design system and designed the patterns that didn't exist.

FINAL DESIGN

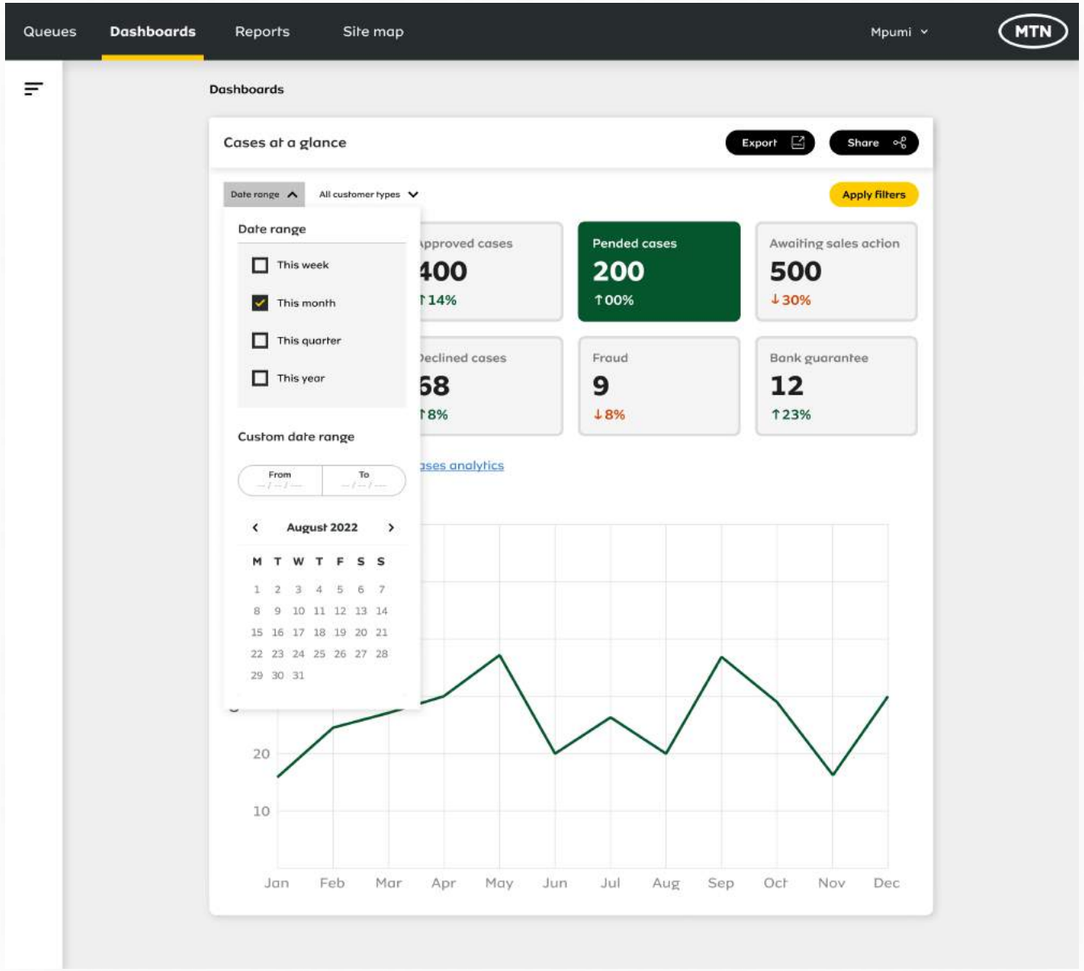
The Dashboard

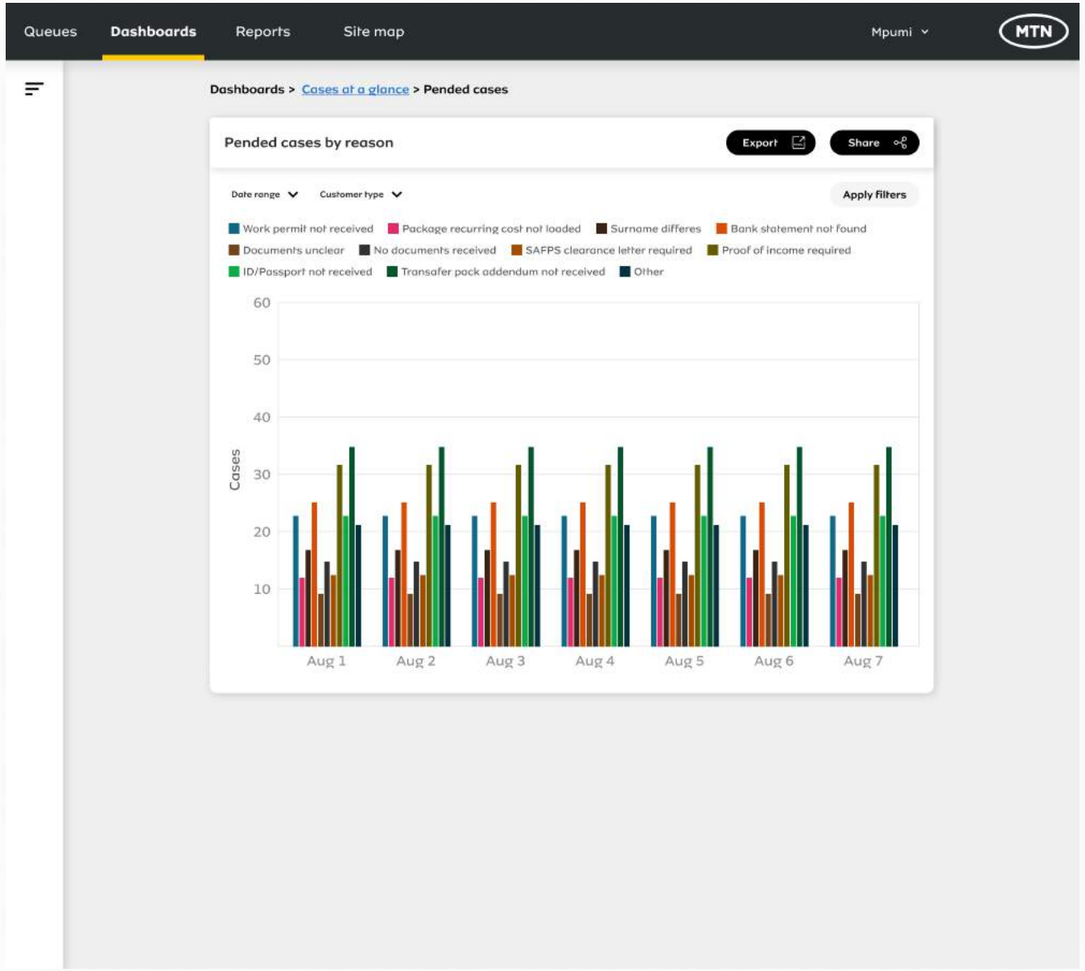




FINAL DESIGN

The Dashboard





COLLABORATION

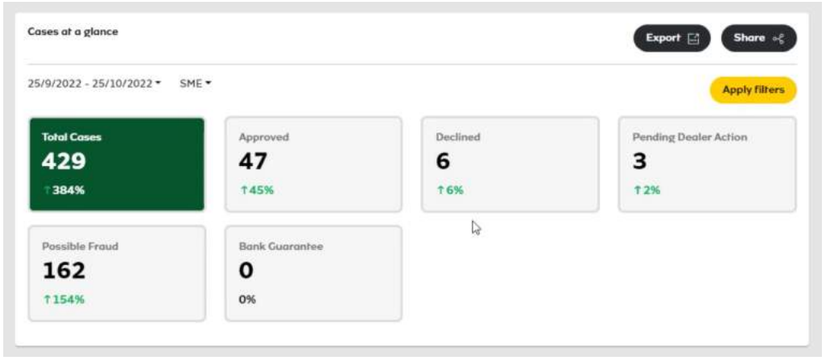
Design Handoff

The design documentation that we put together helped guide the engineers through the implementation process.

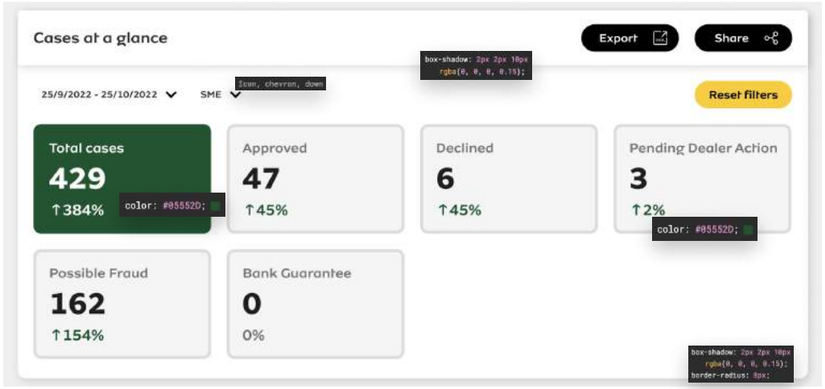
I worked closely with the engineers to ensure that the user interface design was implemented as intended.

The use of ChartJS ensured accurate data visualisation, while the accessible colour palette and style guidelines promoted a consistent and inclusive user experience.

Implementation



Handoff Review



RESULTS

Received recognition and praise for the approach and results

By prioritising user-centred design, breaking down the process into manageable phases, and leveraging existing technologies, we were able to meet the business requirements and exceed expectations in a limited timeframe.

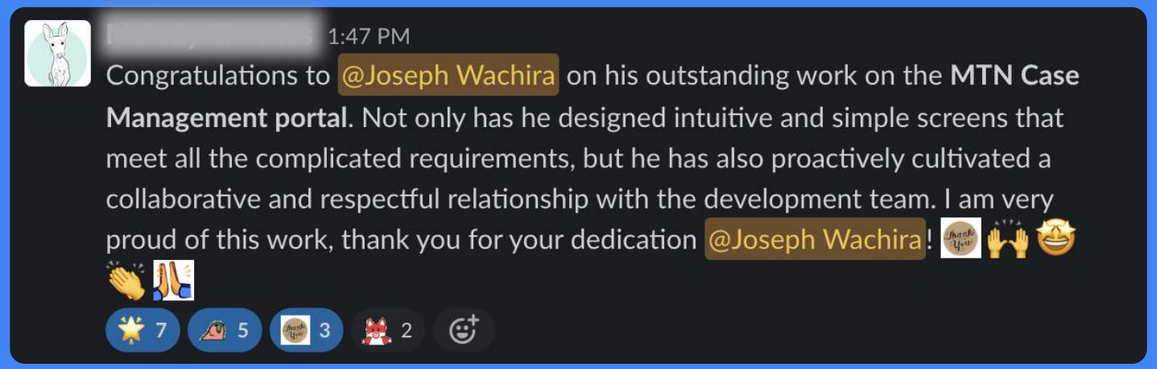
The business team commended the approach, and I received recognition and praise for fostering a strong relationship with the engineering team, which enabled a smooth and swift execution of the project.

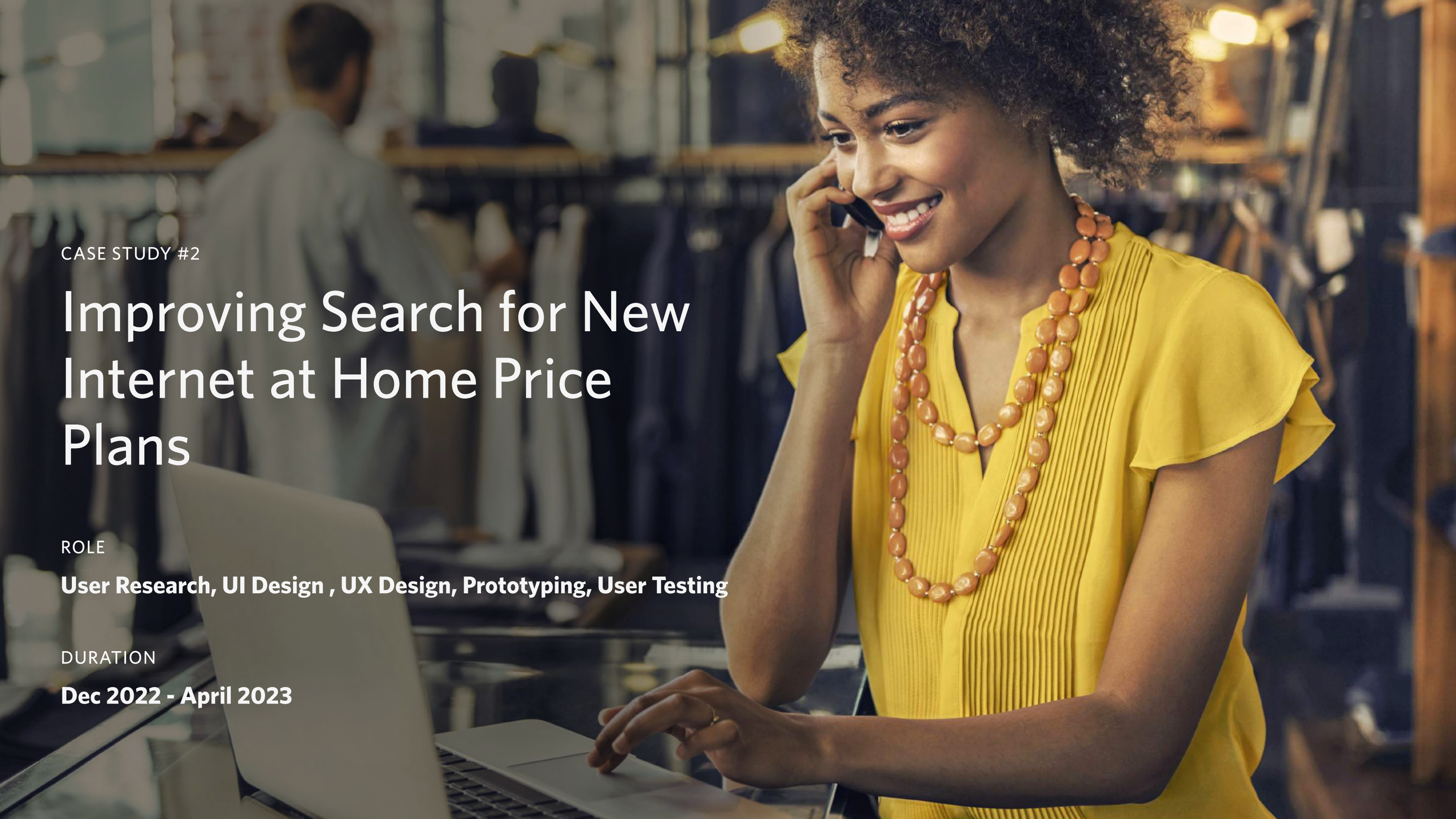
CONCLUSION

Ability to take on complex projects under tight deadlines and deliver exceptional results.

This case study demonstrates my ability to take on complex projects under tight deadlines and deliver exceptional results.

The insights dashboard serves as a testament to my expertise in UX design, rapid prototyping, and successful collaboration with cross-functional teams.





CASE STUDY #2

Improving Search for New Internet at Home Price Plans

ROLE

User Research, UI Design , UX Design, Prototyping, User Testing

DURATION

Dec 2022 - April 2023

OVERVIEW

Introduction of new price plans

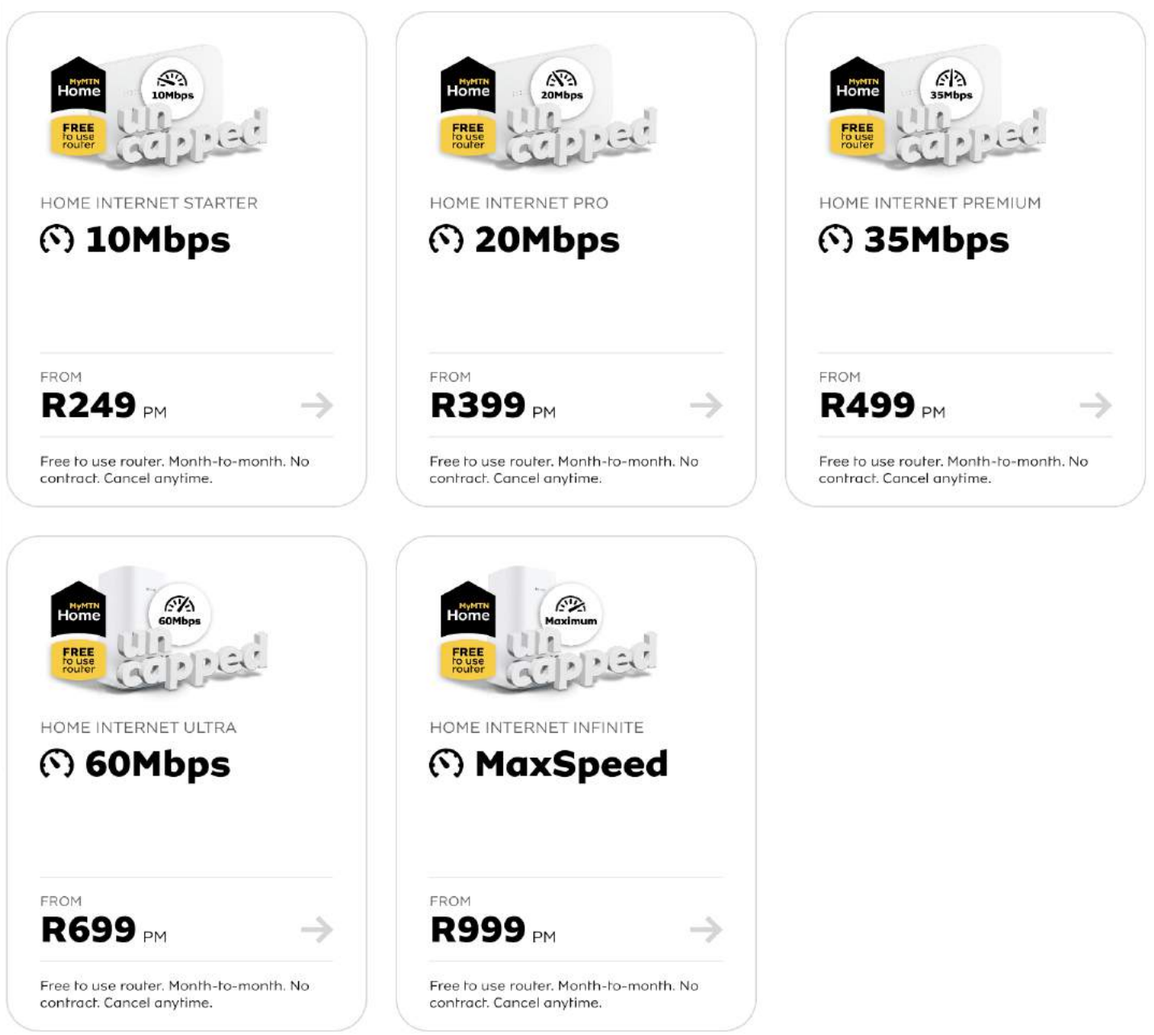
In 2019, MTN introduced the Residential Segment with the strategic intent to win the Home Broadband market and by doing so, diversify MTN’s mix of products and services.

As the market evolved with increased competitor activity and tough economic conditions resulting from COVID19 pandemic, MTN introduced new Residential price plans to stay competitive and offer better value aiming to entice consumers to consider MTN's Home offerings during their buying process.

OPPORTUNITY

Make the new network-agnostic uncapped plans easy to understand and sell to customers

The challenge and opportunity for this project was to introduce uncapped plans that are network agnostic, easy to understand and sell on a month-to-month basis by improving the deal search and selection process.



GOALS

What do we want to achieve?

Increase sales

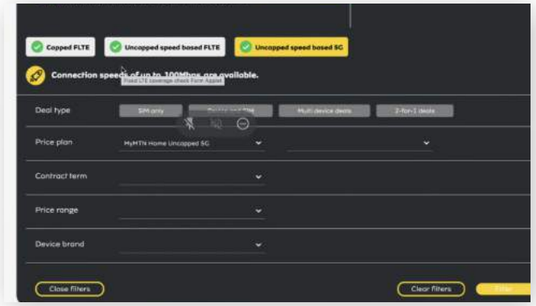
Increase uptake of the new uncapped home internet plans and grow sales across MTN Branded Retail Channels.

Serve customers faster

Empower the store agents to serve customers faster while offering the right data plans that suites the customer needs.

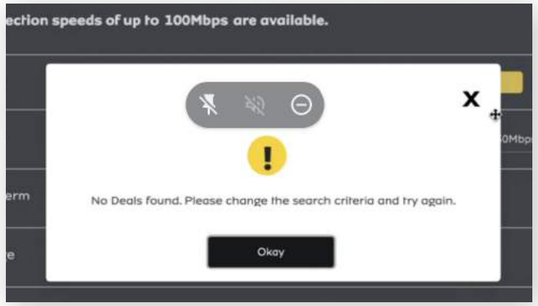
RESEARCH

How do agents feel about the search filter for deals?



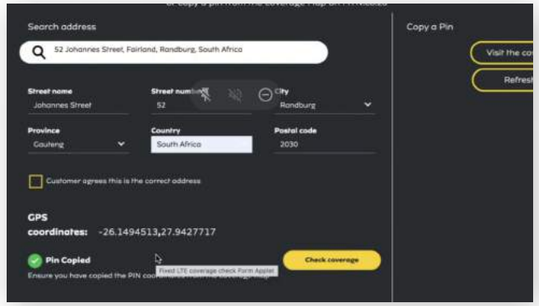
Long and Tedious

Agents have a hard time inputing all the variables needed to display the deals.



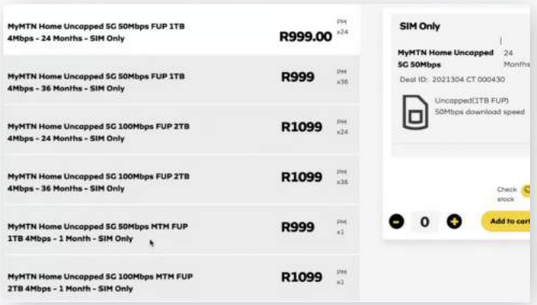
Learning Curve

Agents levels of understanding about how the search filter works varied across board.



Unclear

It was not clear how searching for address worked as they had to manually input the address on the form below the search field.



Fair Use Policy

It is not easy to remember the deals Fair Use Policy (FUP) so as to communicate to customer before filtering.

RESEARCH

Proposed Solution

Introduce a new, improved search filter for our owned and branded retail channels that empowers the agents to sell the new simplified MyMTN Home plans and easily upsell other available coverage options to the customers.

Before

1. How does the customer prefer to be connected?
2. Fixed Connection
3. Where does the customer want to be connected?
4. Has the customer confirmed the address?
5. Verify the address
6. Check available coverage
7. What deal type does the customer prefer?
8. How long does the customer want the contract to be?
9. The customer's budget is within which the price range?
10. What type of device does the customer want?

After

1. How does the customer prefer to be connected?
2. Fixed Connection
3. Where does the customer want to be connected?
4. Check available coverage
5. What connection speed does the customer want?

NOTE: The steps indicate the process through which the agent undertakes before they are presented with the available deal plans to sell to the customer.

PRINCIPLES

Design Principles

Educate at the right moment

We need to ensure that product education is done in a timely and effective manner.

Agents should have very clear information to help customers make informed decisions.

Transparency builds trust

It's imperative that we are empathetic and understanding of our agents.

It's our responsibility to be clear and transparent about the data retrieval process, consent, and data security.

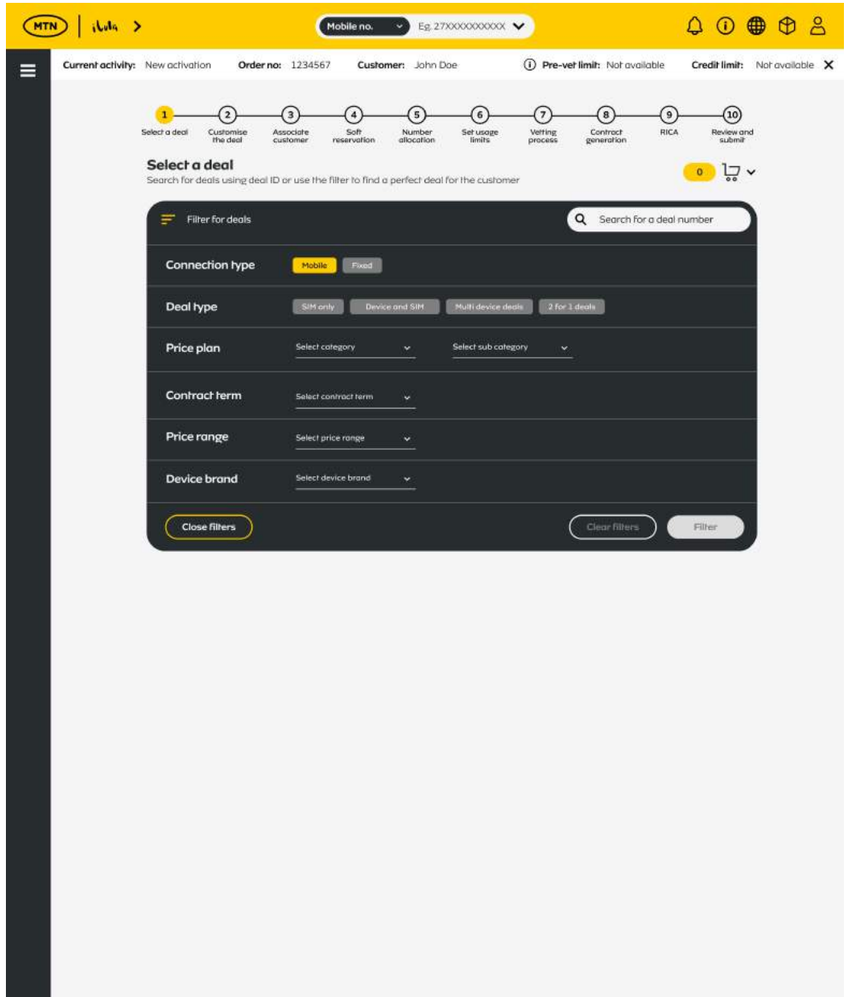
Empowering

Drivers need to be confident on how and when to pay. Payment options should be convenient and informative.

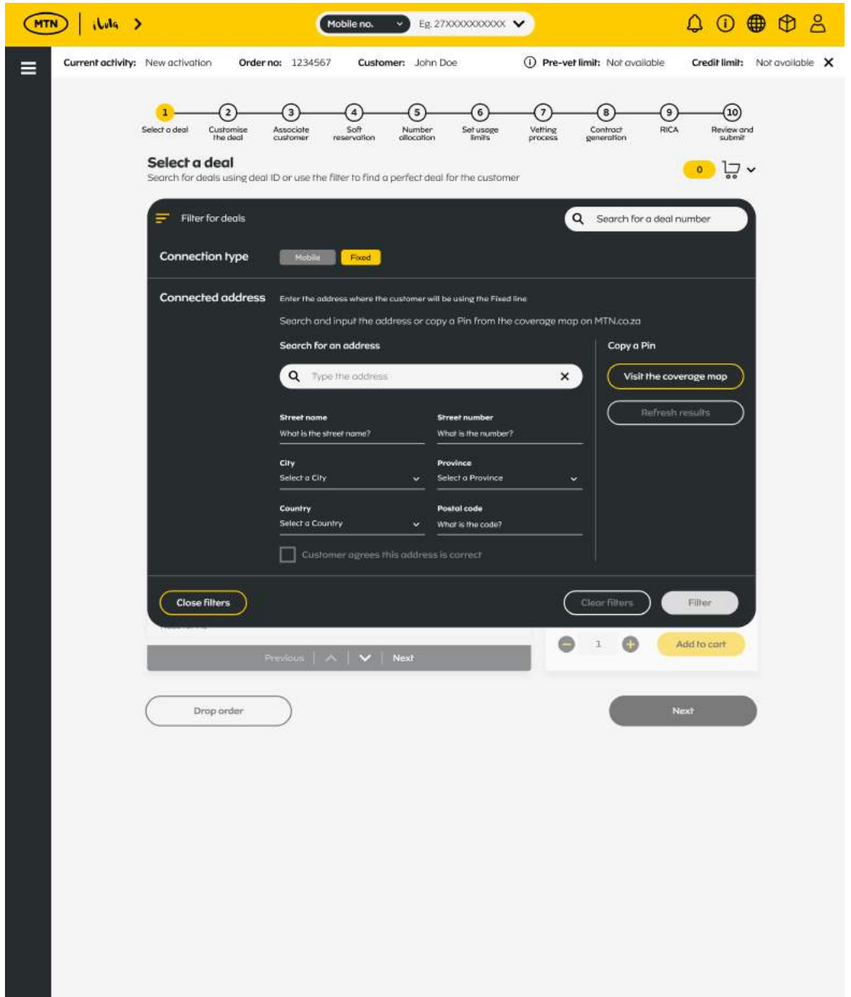
We should accommodate different customer types and payment methods, allowing for manual entry of banking details when necessary.

How does the deal search filter look like?

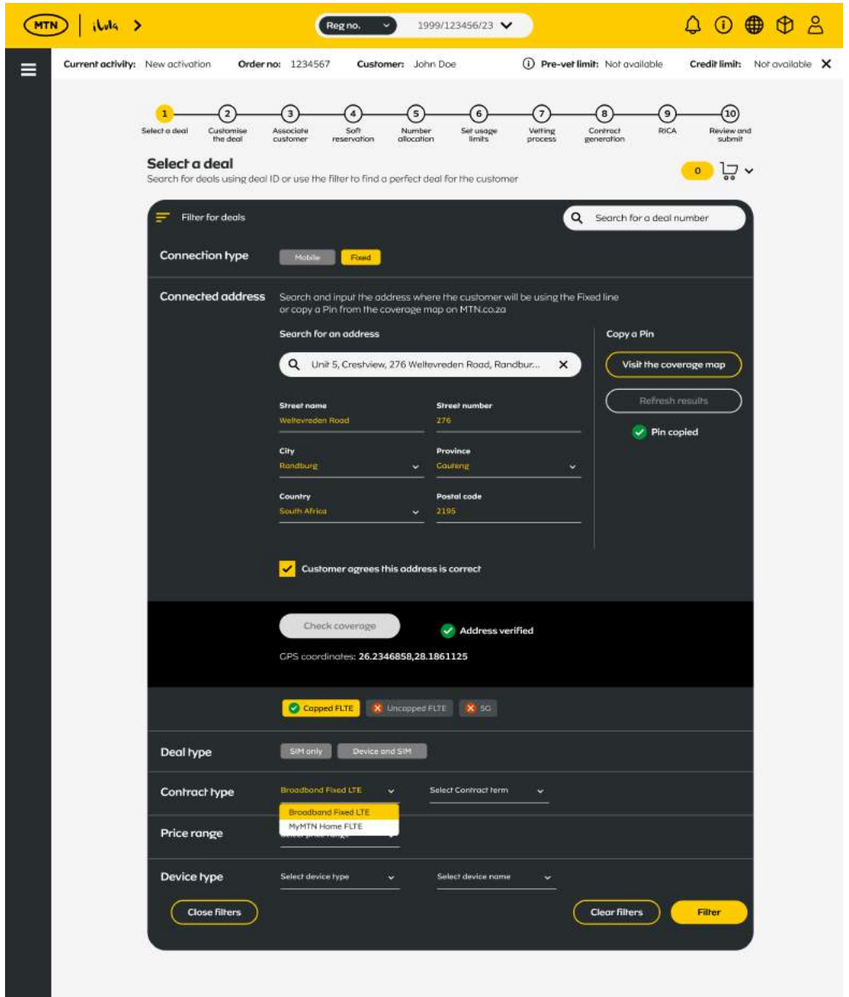
FILTERING MOBILE DEALS



FILTERING FIXED DEALS

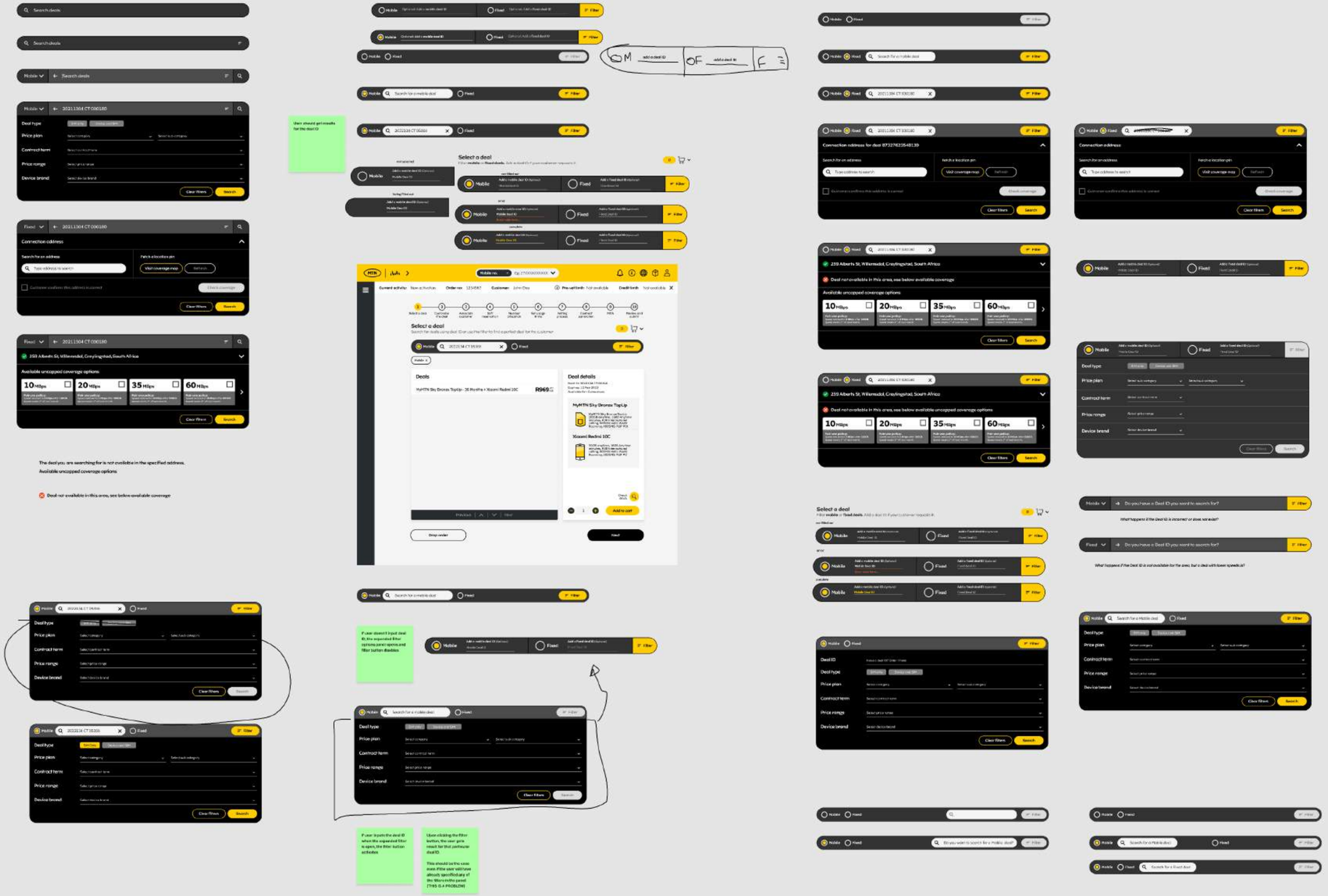


FILTERING FIXED DEALS

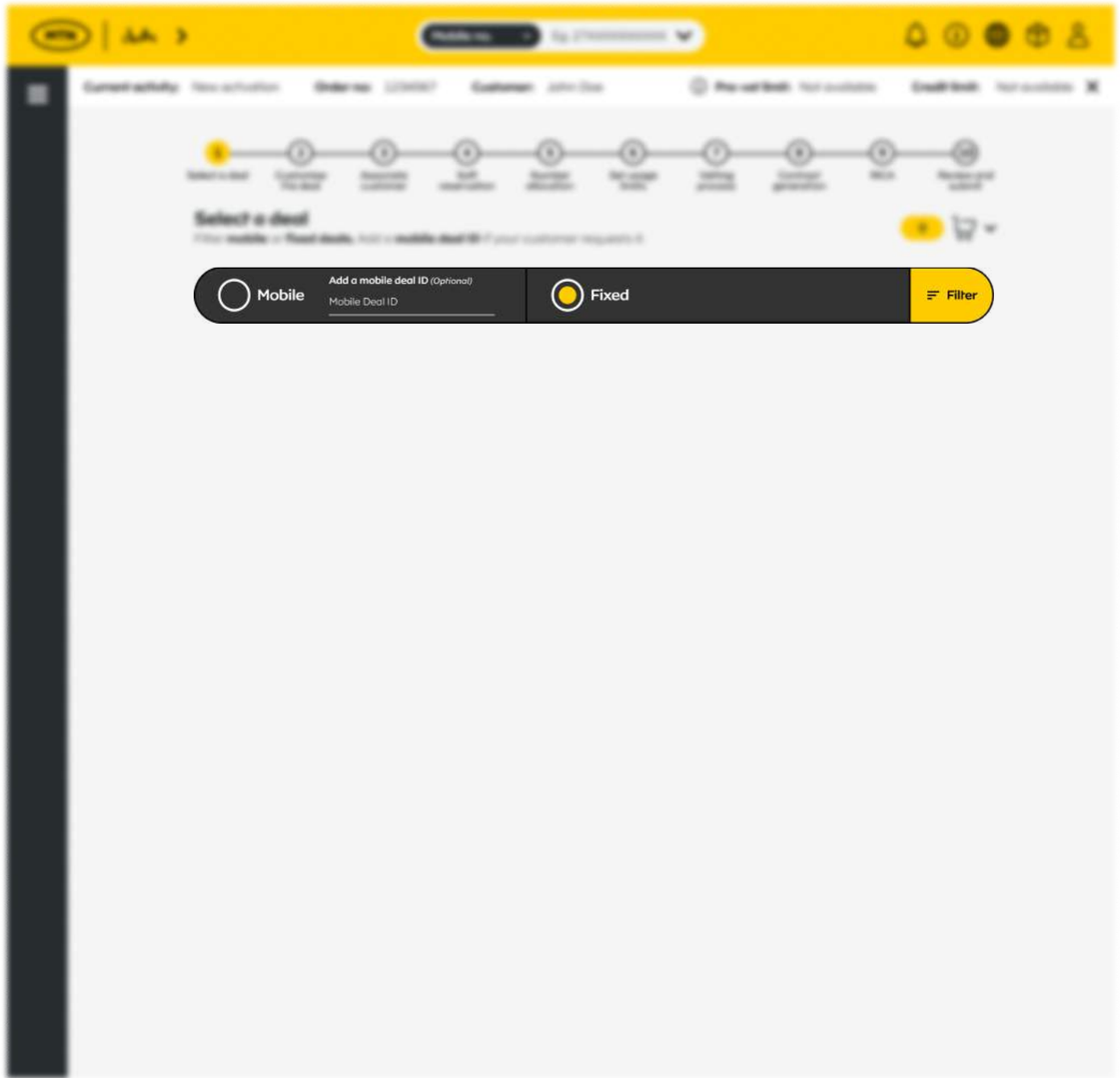


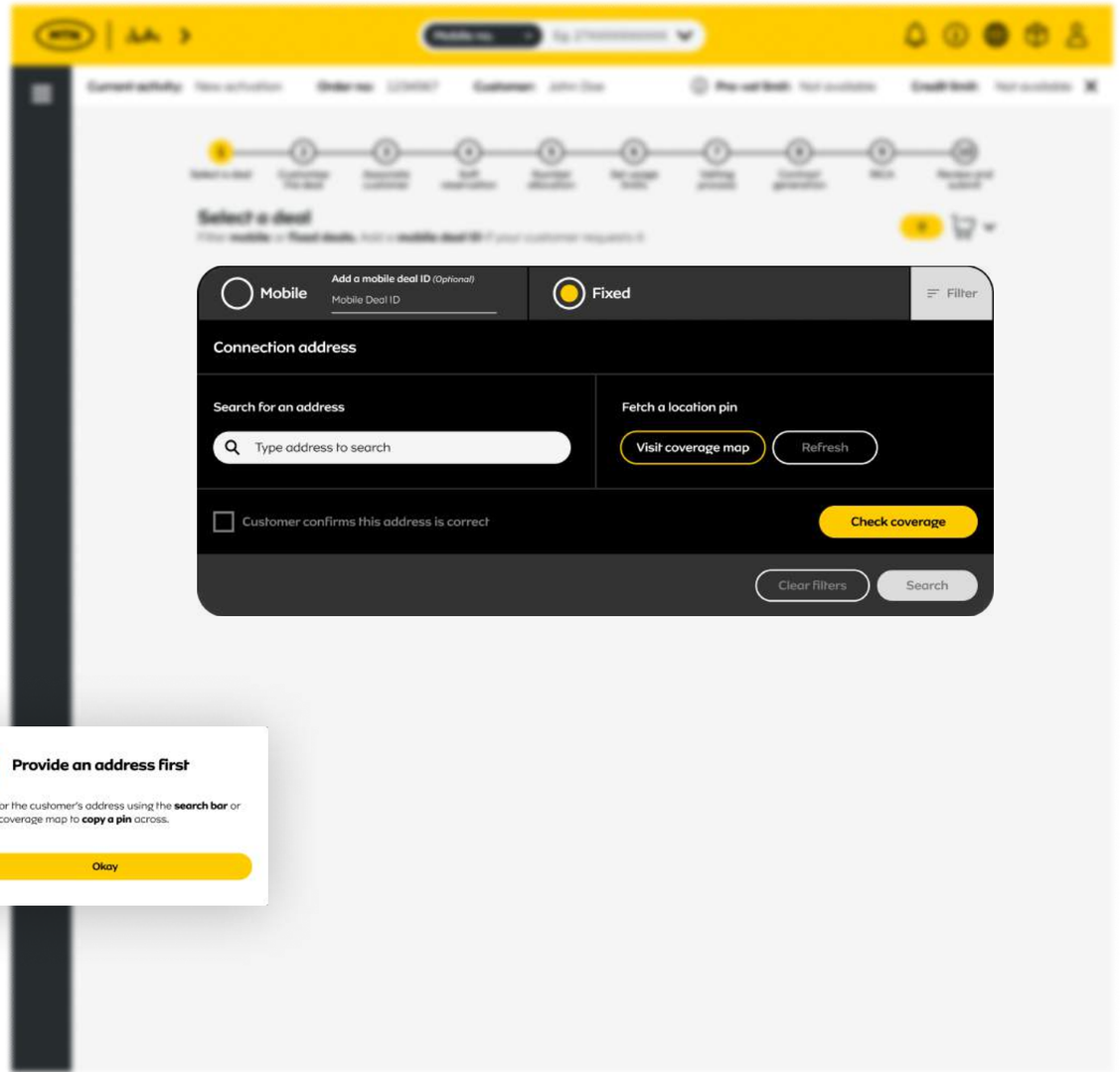
DESIGN EXPLORATION

Exploring the visual design for the deal search component

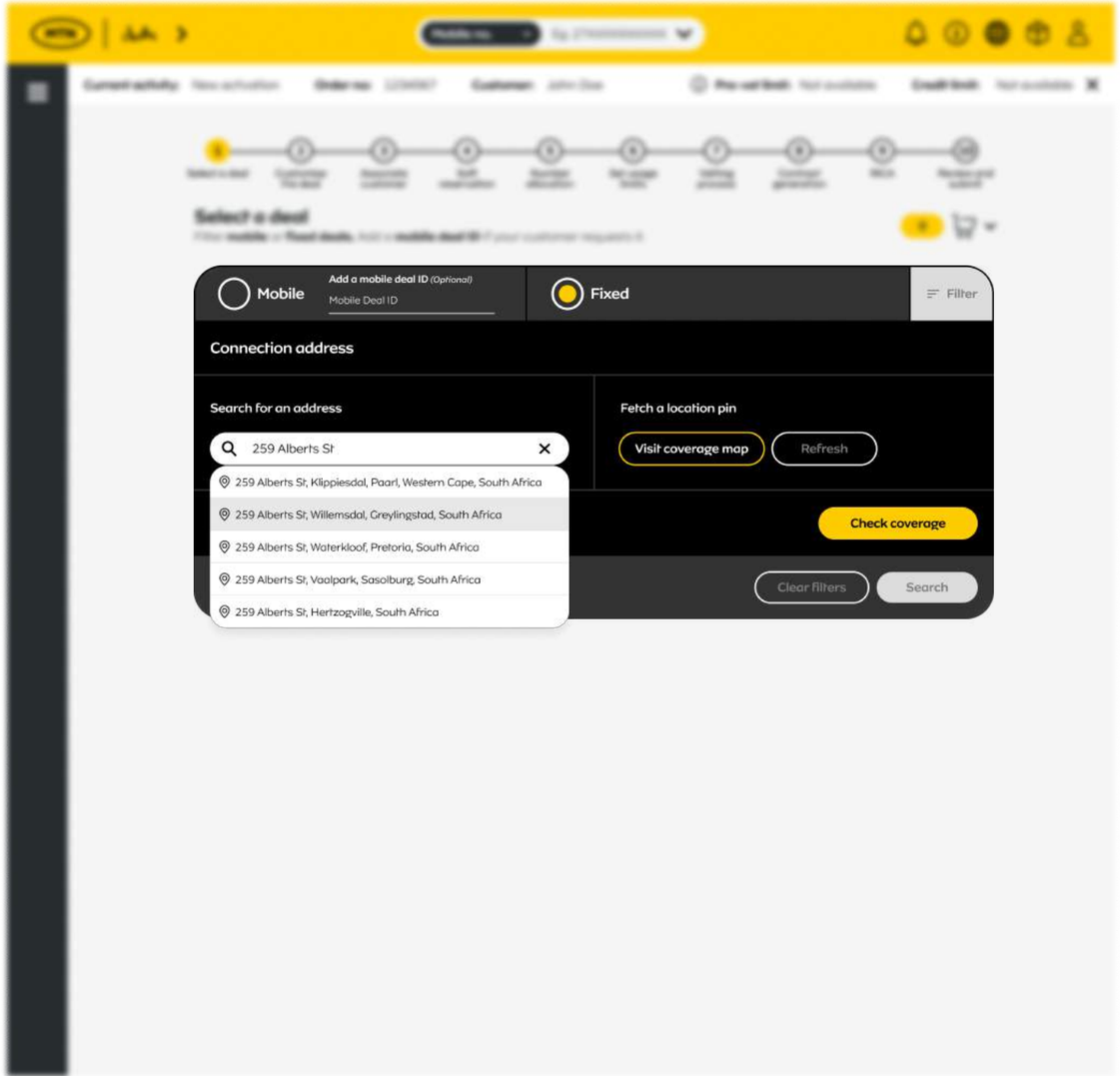


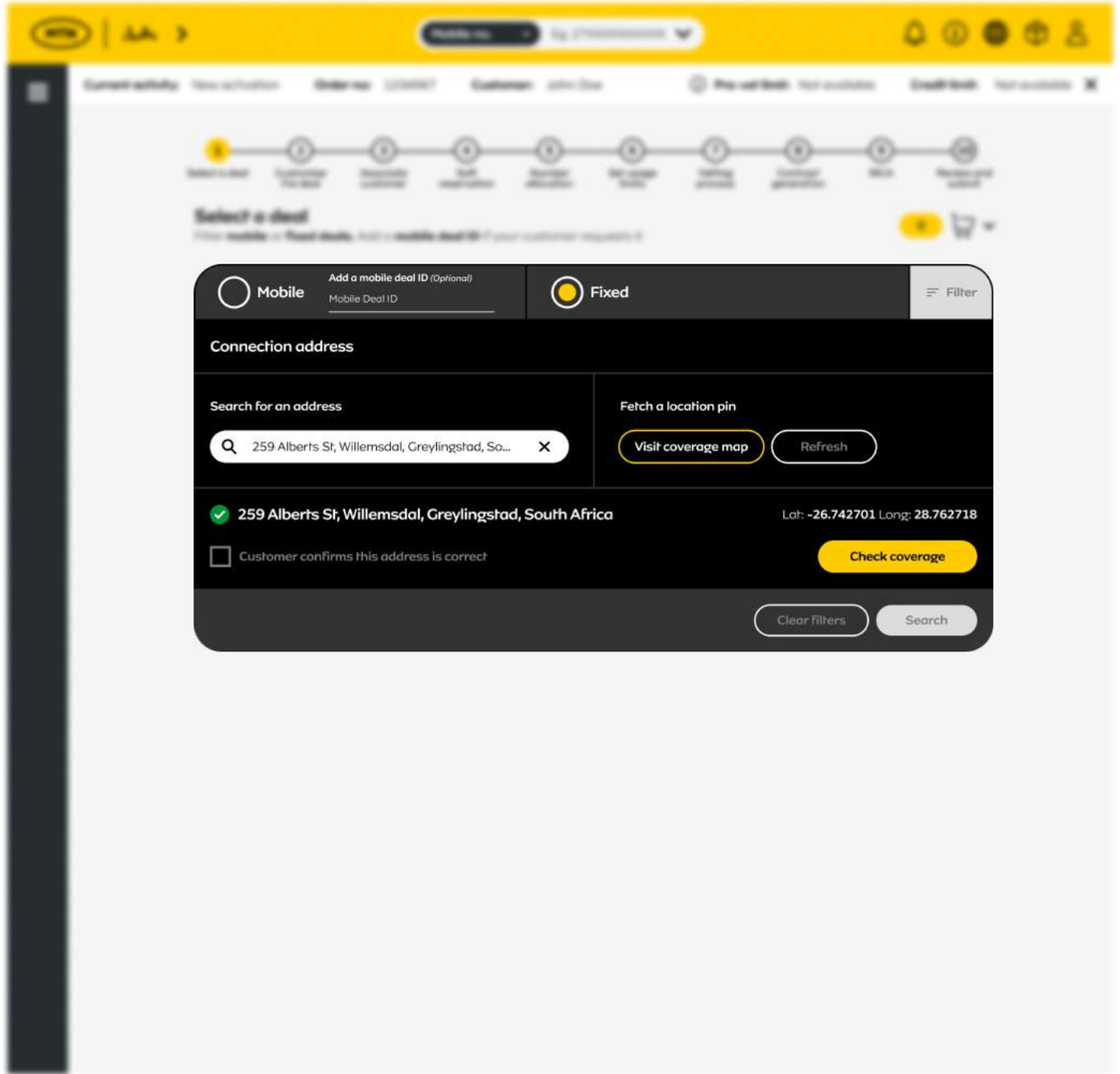
Fixed deal search filter 1/3



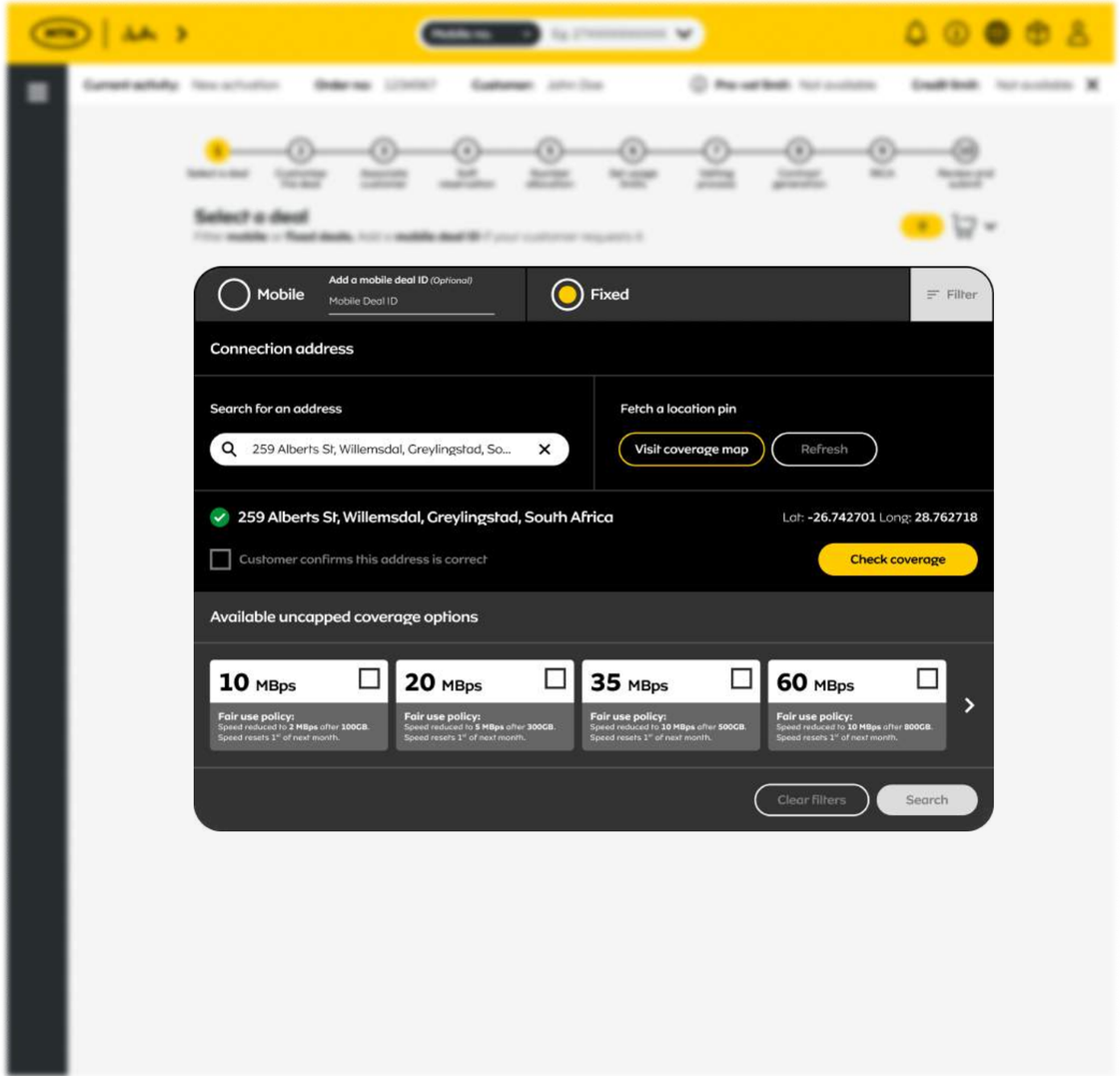


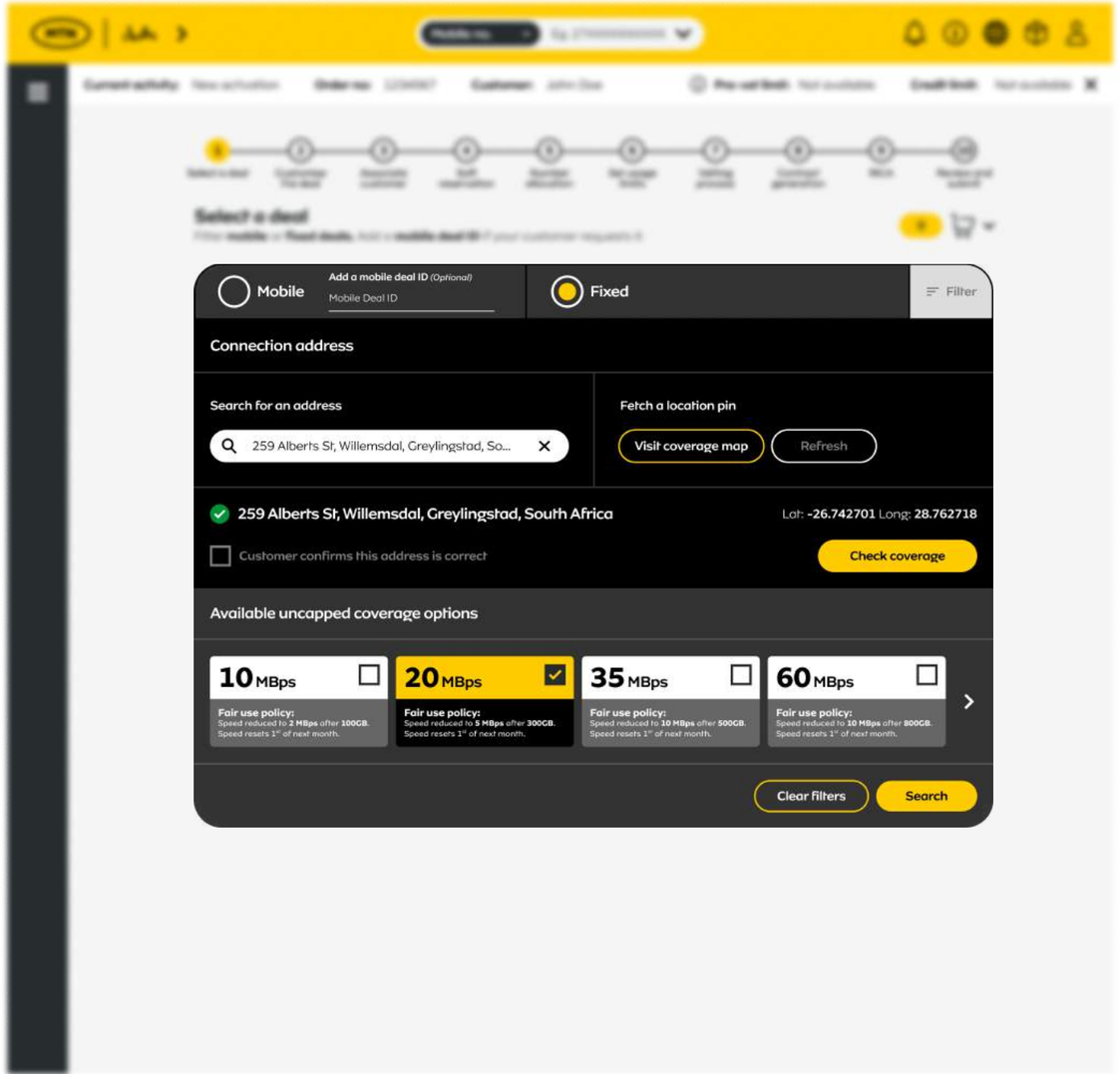
Fixed deal search filter 2/3



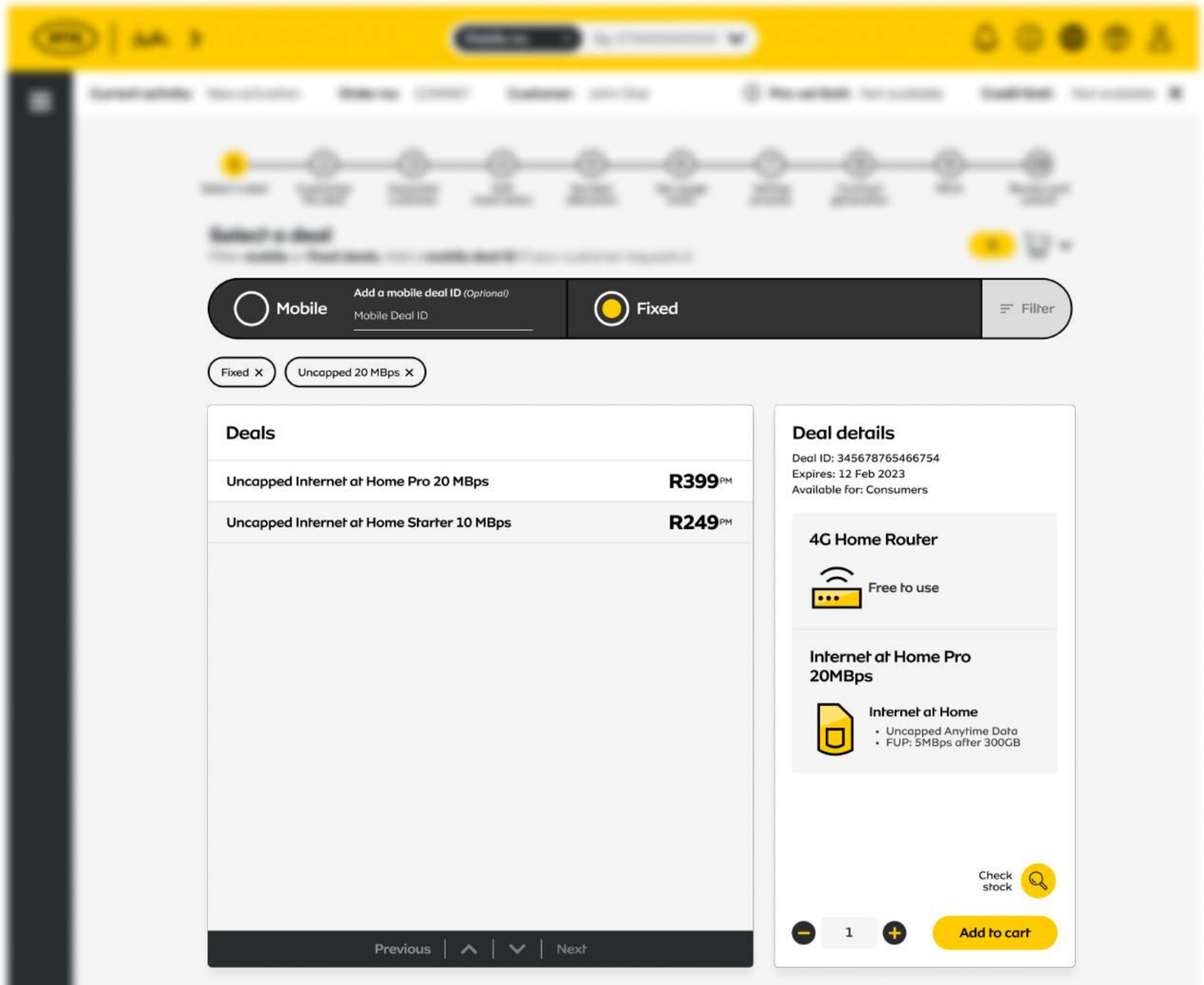


Fixed deal search filter 3/3





Fixed deal search results



RESULTS

Business impact

29%

INCREASE IN SALES

Branded stores recorded an increase in the uptake of new home plans

53%

FASTER

Agents served customers faster using the new improved search filter.

96%

AGENT SATISFACTION

Agents were happy about the new solution.

NOTE: Data within the first month of beta launch compared to previous month

CHAPTER THREE

Final Pitch

ABOUT ME

What sets me apart

I care about the end-to-end experience

I think about the whole journey. You'll often find me collaborating with other disciplines to uncover opportunities or strategic initiatives.

My background helps me build empathy

Having started as a frontend developer, designed for emerging markets, and worked with global teams, I am able to build empathy and craft relevant experiences across the product lifecycle.

I'm committed and able to think in the long term

Creating durable, sustainable solutions often requires thinking in the long term and betting on many unknown paths. This perspective helps inform my decision making.

Asante!

JOSEPH WACHIRA

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