TMSN
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Brand

Portfolio



www.timsondesign.com

My simple yet effective

Design process

01

Identify pain

Get to know the struggles of end users.

02

Create opportunities

Provide more delightful interaction alternatives.

03

Test concepts

Design ideas that users would appreciate.

04

Lock & Load

Provide absolute support during hand-off.

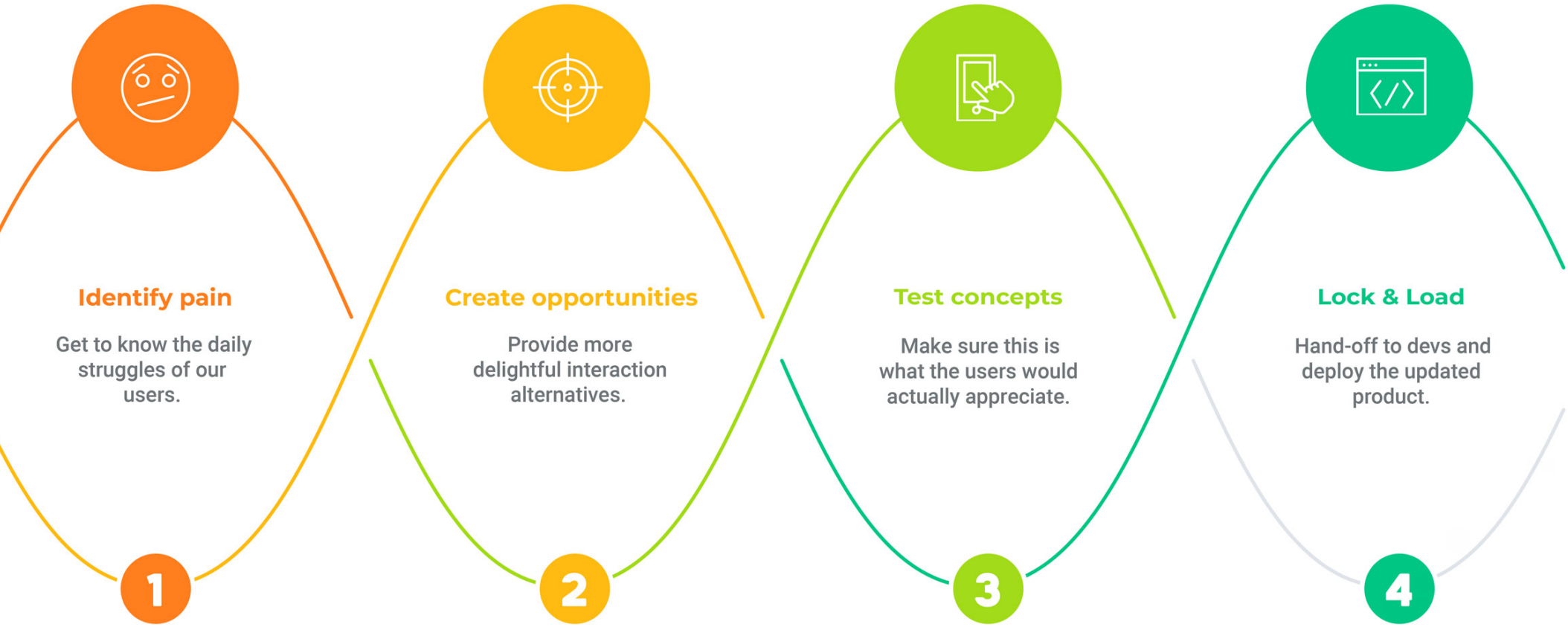
Rinse & Repeat

Timur Mutyshev
UX Lead



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

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


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

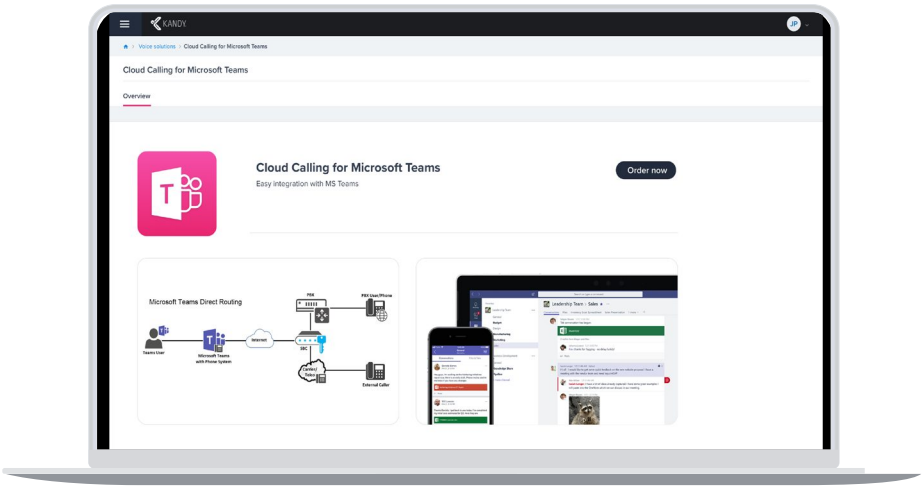
Cloud Calling for Microsoft Teams

Case Study

How might we help businesses take their communications to the next level?

Project goal:
Create a system that can simultaneously manage multi-layered complexity across a variety of region-al markets, including cloud-based voice services, worldwide PSTN management, SIP Trunking, and controlled premise gateways.

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





Project

Overview

Utilizing cutting-edge, **effective digital communications** and **collaboration solutions** is the top priority for many businesses.

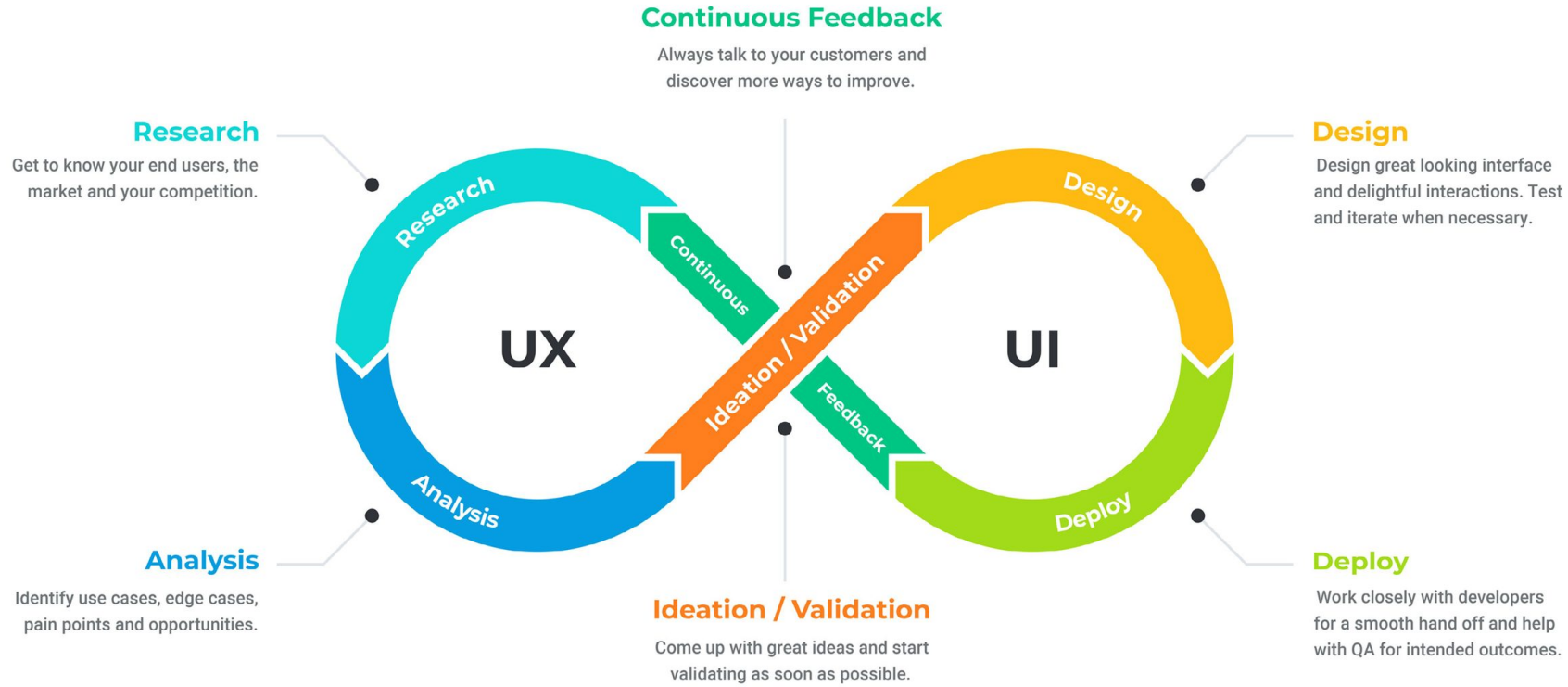
These tools are crucial to a company's ability to succeed given the growing usage of technology and remote employment.

A strategic recalibration of this magnitude is complicated for large businesses, though, as they have to deal with extra issues, such as multi-national, multi-site, and multi-regulatory dynamics, which further add to the complexity.

UX objectives

As a design lead my aim was to align the solution to real-life use cases of our customers and achieve the following objectives within the planned sprints schedule:

- Identify and map most common use cases
- Identify and resolve the biggest pain points
- Make the workflows intuitive for the users
- Evolve Kandy design system to scale the product



Research

I leveraged research studies that were performed by Microsoft, Zoom and other similar companies to find out more about the business challenges of cloud communications.

In addition, I **performed ongoing competitor analysis** on Twilio, RingCentral, 8×8 and others to identity the competitive advantage of our offering.

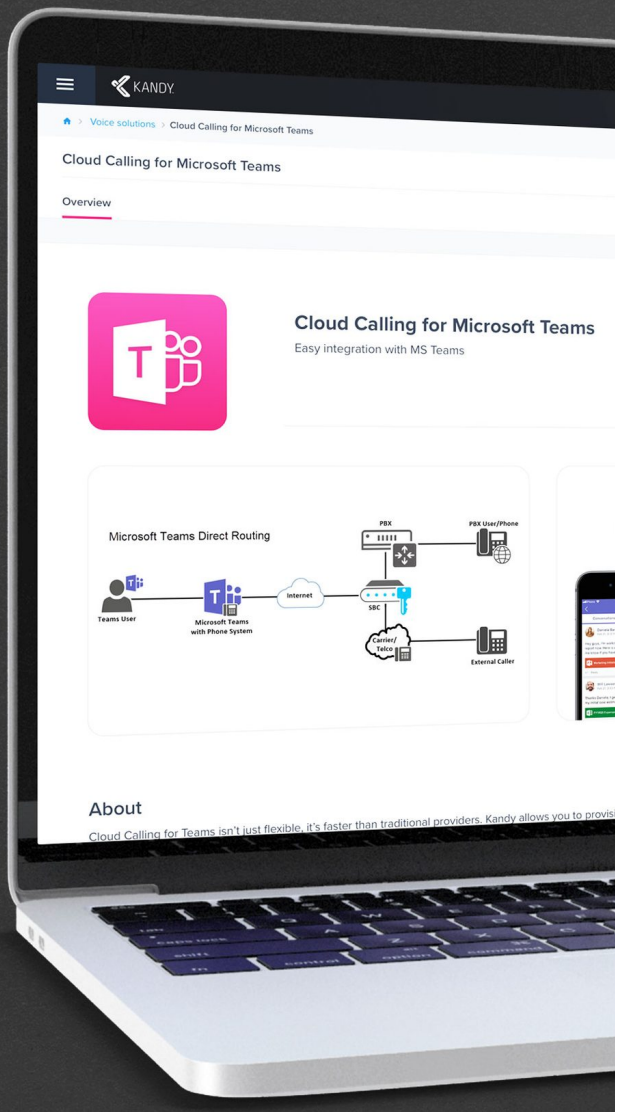
I held series of interviews with our customers across multiple industries to understand their process, concerns and see how they would leverage our tool in their day-to-day.

Analysis

My research **helped me to understand** the users and the nature of their needs from the system, as well as helped me to establish user expectations, concerns and challenges.

In parallel, **I established accurate user journeys** for most common use cases, edge cases, as well as address technical limitations that came up in the process.

I was able to **document the findings and share them with the team** to begin the ideation process and come up with initial concept ideas.



Key business challenges

01 — Customer onboarding and automated tenant setup

Our customers wanted to make sure that the onboarding process won't slow them down and will allow to proceed with business as usual with minimum interruptions and setbacks. Security and flexibility of their tenant setup was their top priority.

02 — Transfer of existing users and phone numbers

Over the years companies have accumulated a lot of users in their directories and assigned phone numbers from various carriers. They wanted to make sure they had the ability to smoothly transfer everything to the new system.

03 — Azure Active Directory integration and management

Most customers already had their Azure Active Directories and were managing their existing and new users there. They needed a reliable way to reflect their current directory structure and perform bulk operations directly within the integrated Active Directory.

04 — Robust analytics, billing and reporting features

All of the customers wanted to accurately track usage, identify system misuse, pinpoint dropped calls, create custom reports and have it all available within a few mouse clicks. As well as distributed monthly over email if necessary.

Users

Tech savvy admins

First, we have **IT professionals** who oversee the functionality and suitability of an organization's computer systems.

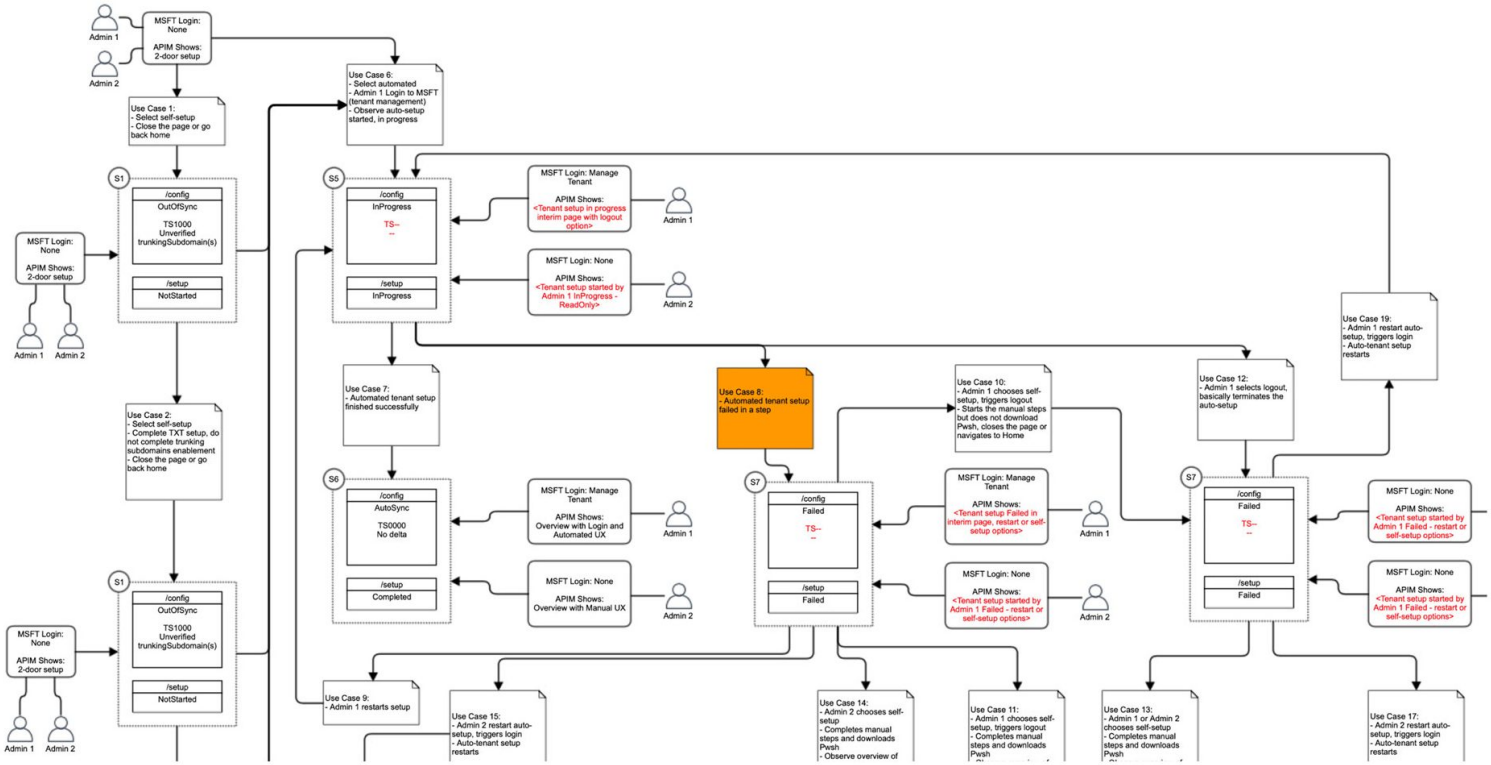
They are comfortable with using APIs, custom programming and are looking to benefit from power features that the new system can offer. What's more important is they are expecting to see those features available when evaluating new products.

Small business owners

Then, we have **business people** who only use technology for bare essentials such as email and calendar.

They appreciate when the system guides them step by step providing the right amount of information to achieve their goals. They also evaluate new products by the amount of customer support available to them in case of troubleshooting.





Ideation

Having a good grasp on the **product objectives** and the challenges that we were faced with, I was able to start designing initial UI drafts.

Initial drafts were produced as **interactive prototypes** in Sketch and shared with customers via InVision.

To better **align the team** I used the flow chart logic to link individual prototypes to **reduce any confusion between use cases** and provide a clean way to build and test the designs.

Validation

I got the **necessary feedback to iterate the UI designs** and improve the main user flows to address the concerns of our users. **Quick design turnarounds** allowed me to facilitate multiple rounds of revisions before handing off the design to the developers.

During user testing, the tech savvy users appreciated the level of **control within onboarding**, user and phone number management flows. While small business owners reflected on the **accuracy of support** that was provided throughout the product.



Usability improvements

01 —

Tenant setup for tech savvy admins and small business owners

To better handle the difference between the two target groups we implemented a two-way approach where:

Tech savvy admins could manually control the setup process and adjust the settings based on their security protocols and user management.

Small business owners had the option of the automated tenant setup where the system would handle all of the heavy lifting for them, and provide enough guidance to successfully complete the setup.

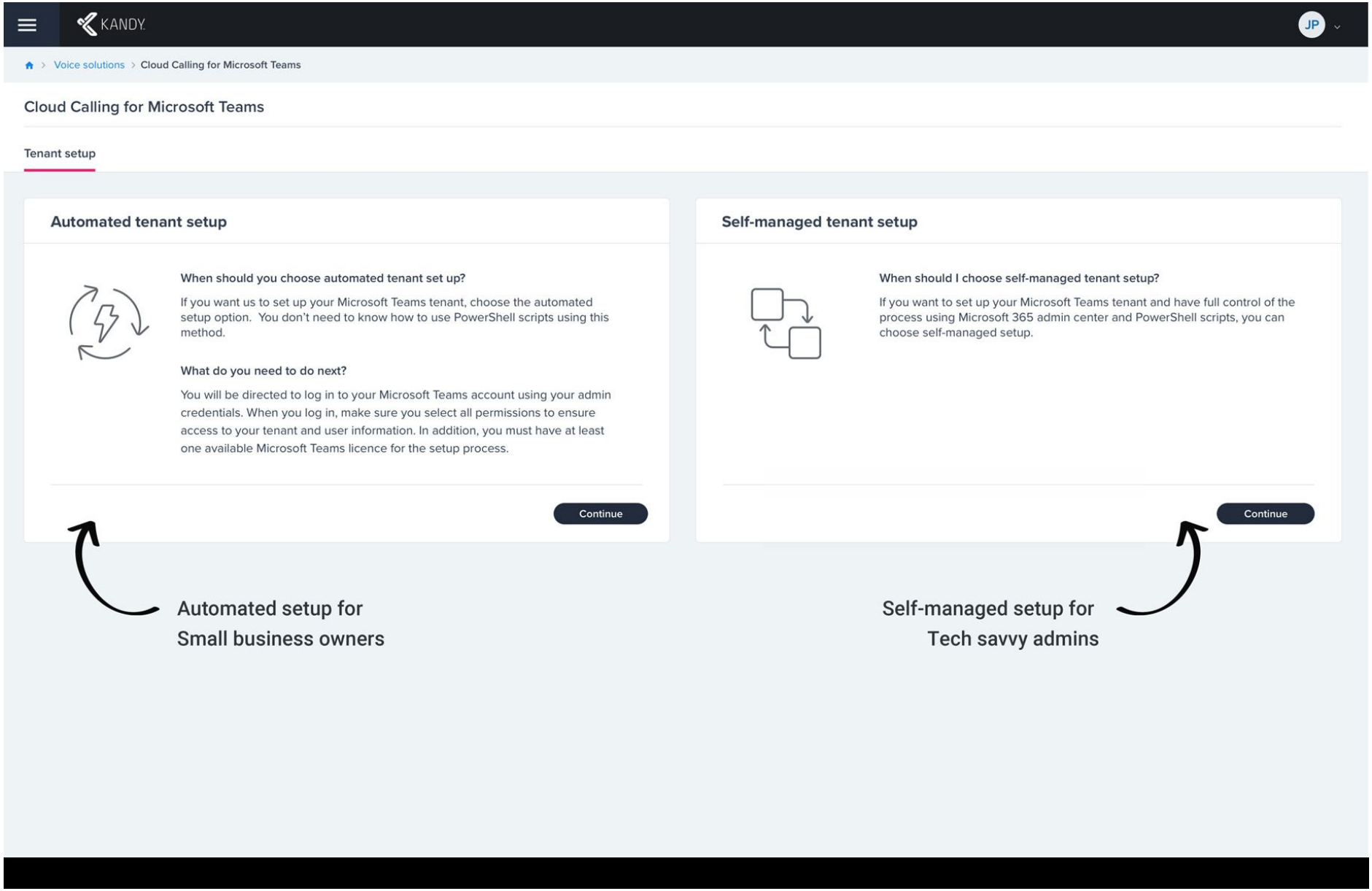
02 —

Data table layout and functionality improvements

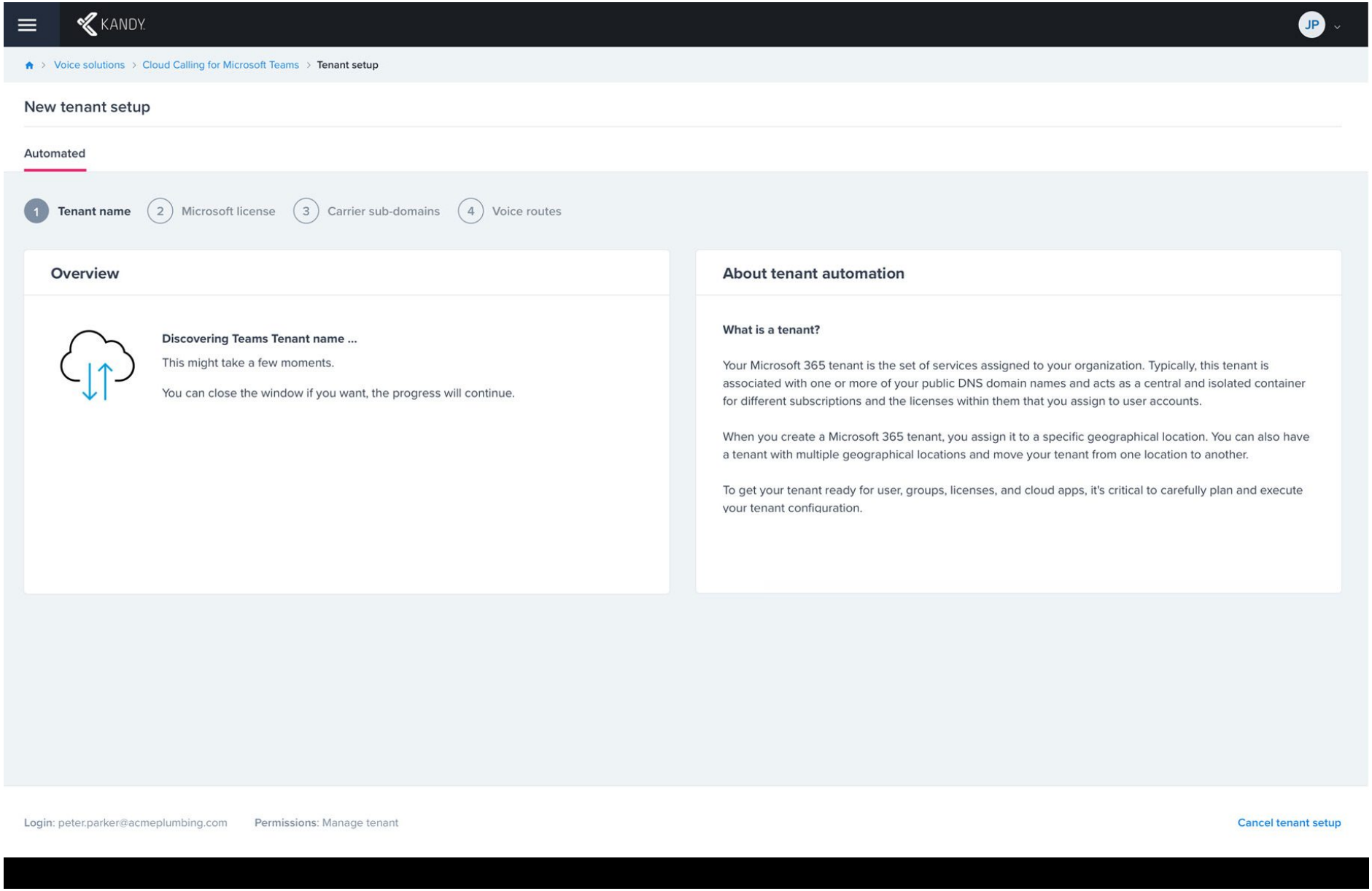
Early user testing revealed the flaws within the data table layouts when it comes to handling large amounts of data. I was able to adjust the designs and contribute ideas that would improve the usability of the tables and allow users to have a more delightful experience.

Adjusted UI patterns in the table layout and supporting components such as filters, pagination and table actions were incorporated in the Kandy Design System.

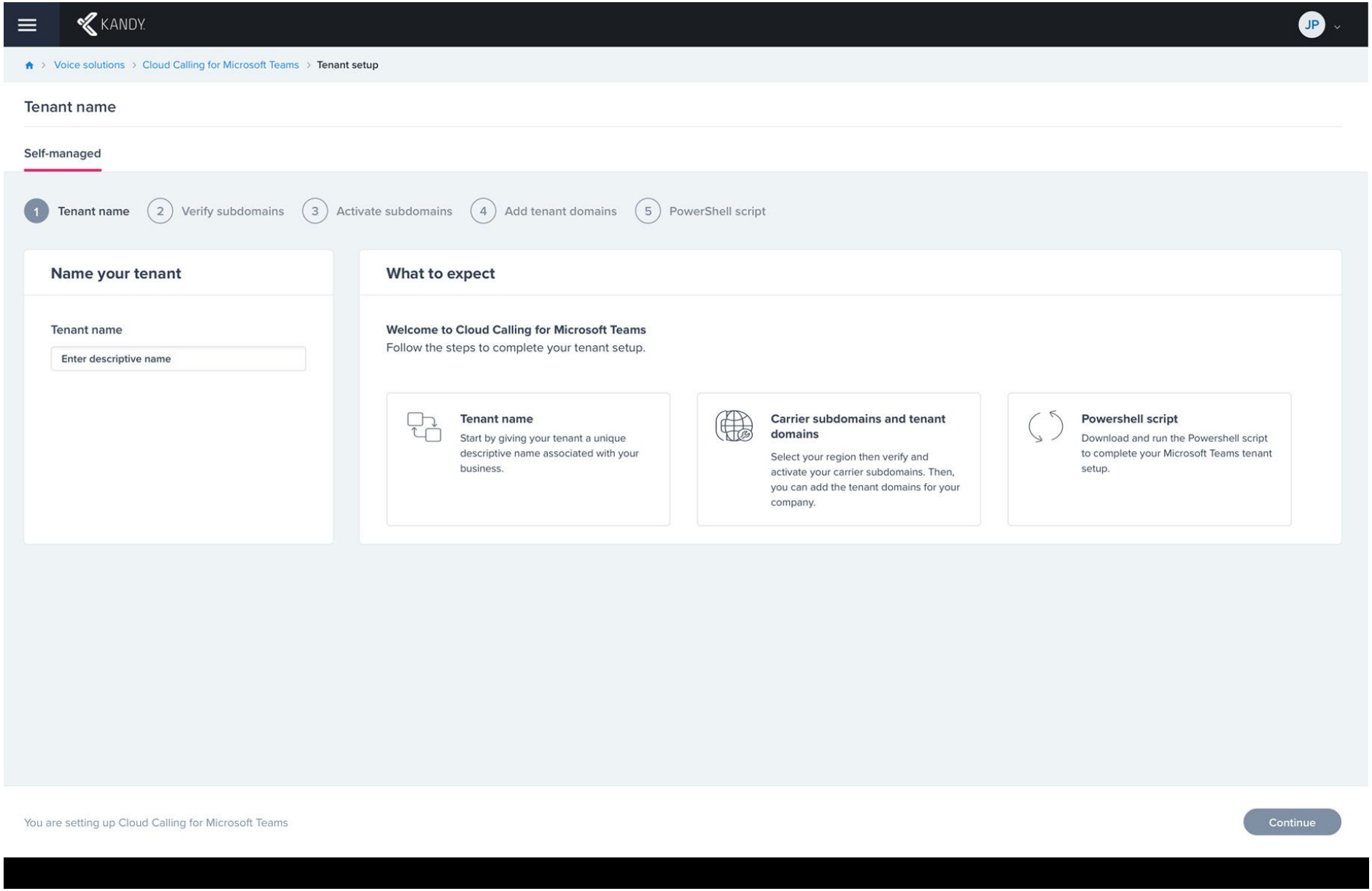
Automated and Self-managed tenant setup



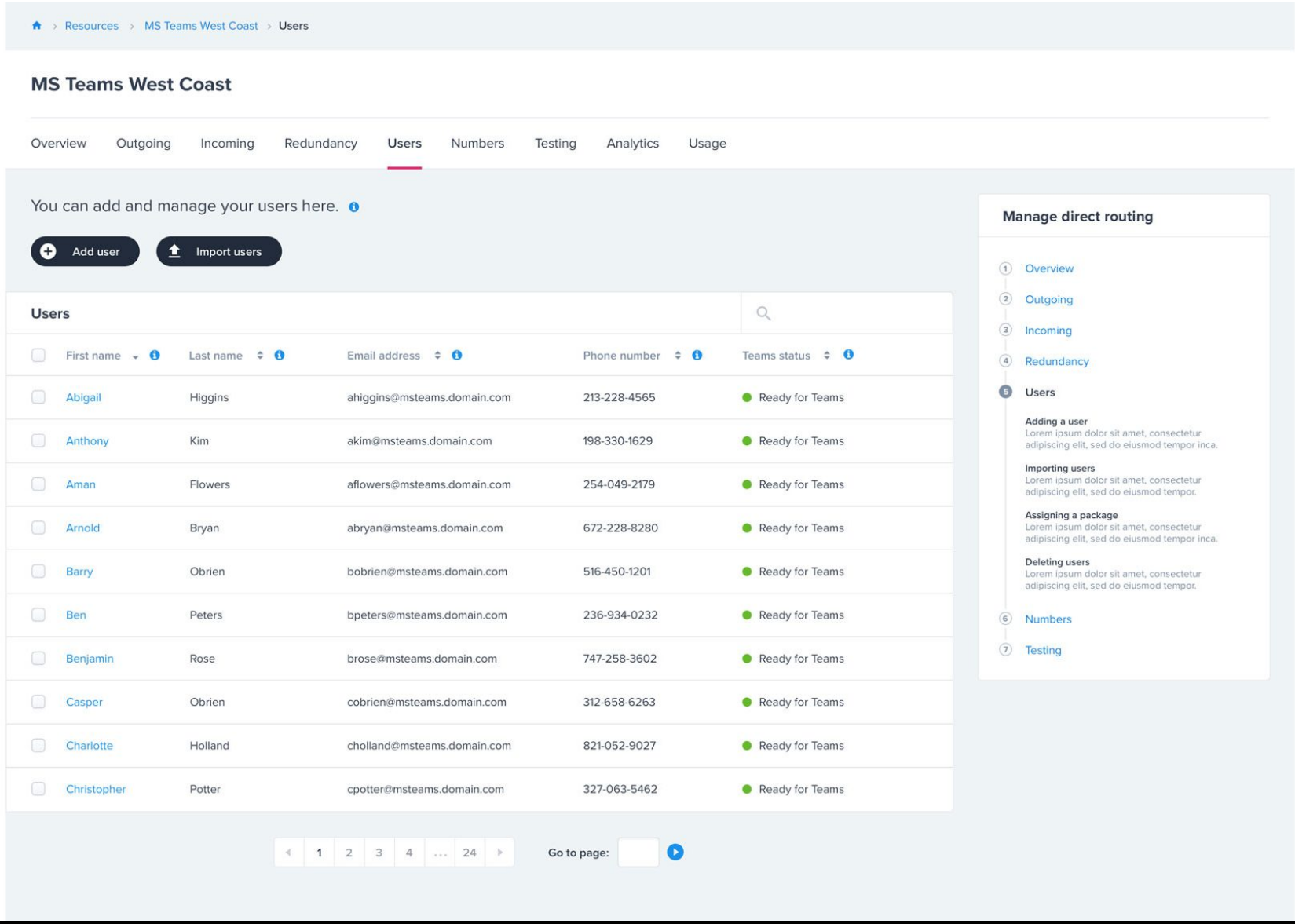
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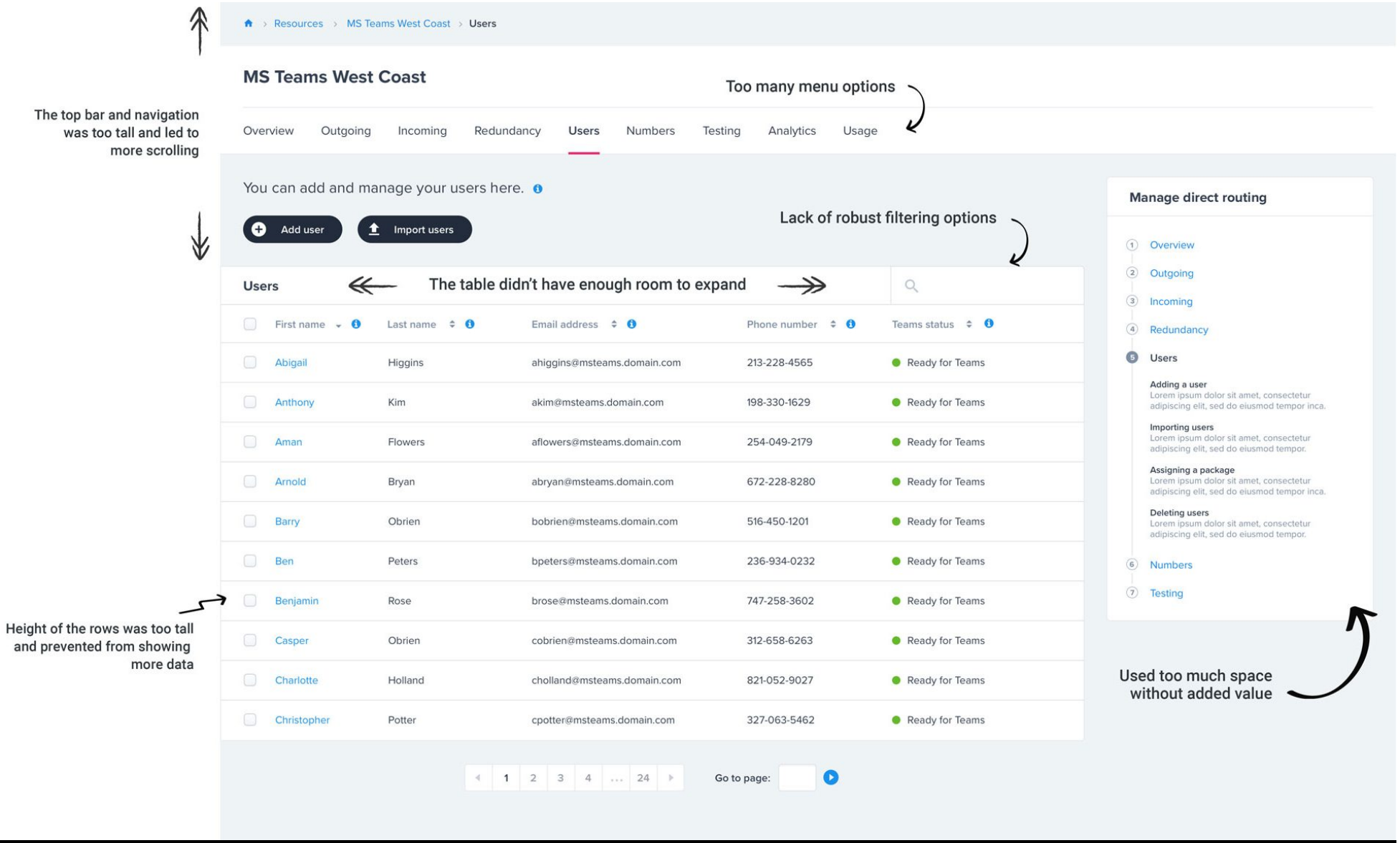
Automated and Self-managed tenant setup



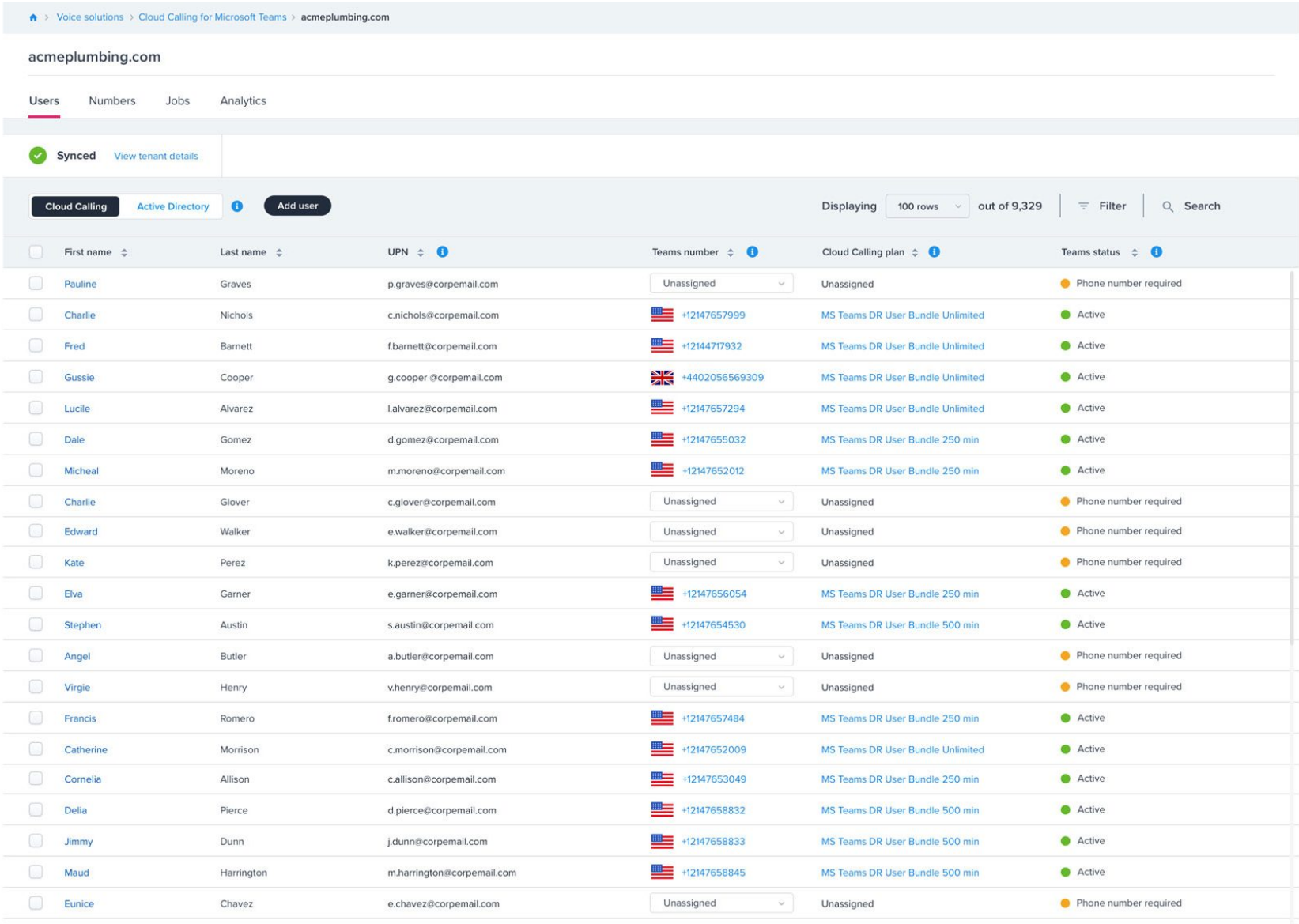
Improved data tables layout and functionality



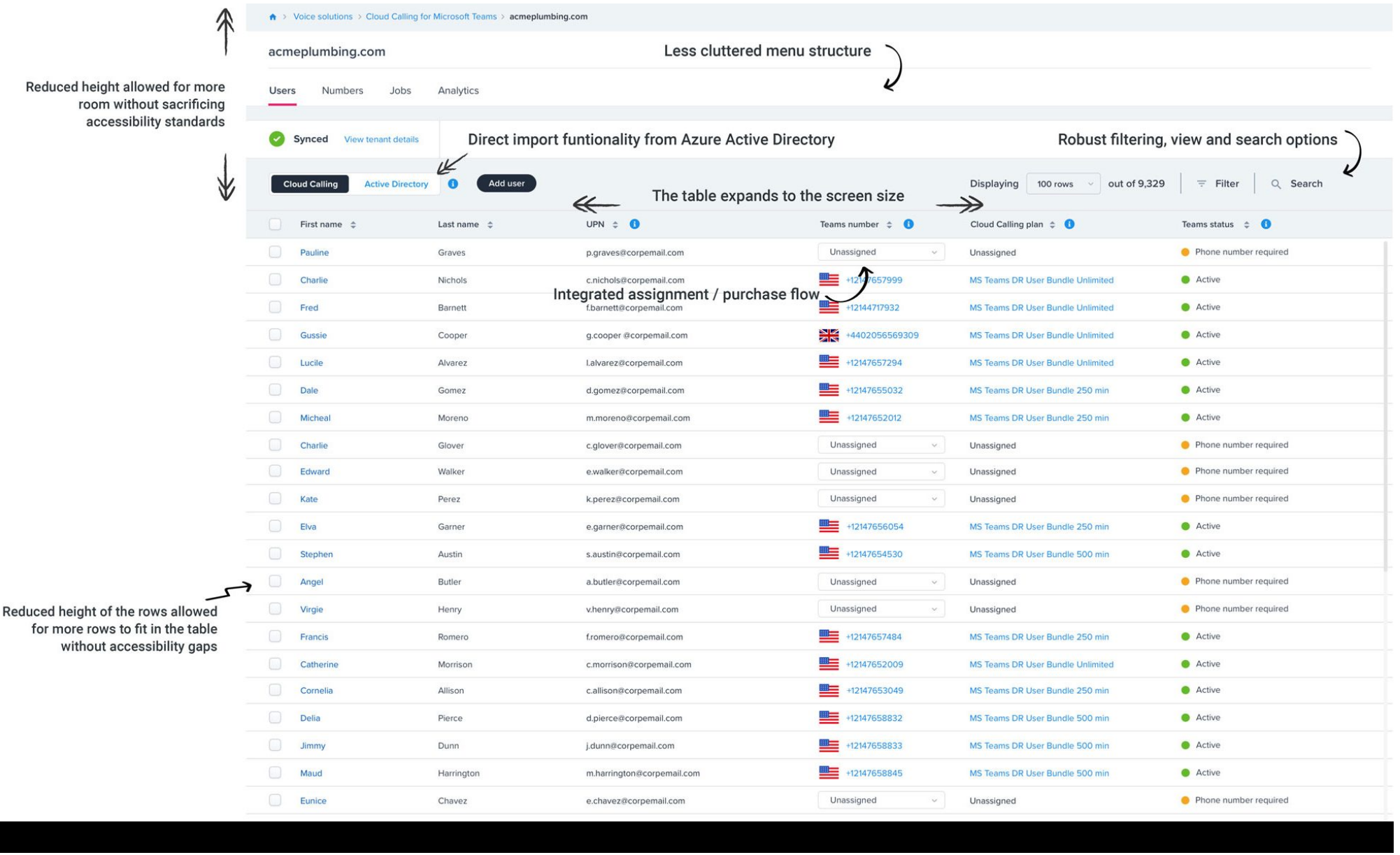
Improved data tables layout and functionality



Improved data tables layout and functionality



Improved data tables layout and functionality





Usability improvements

03 — Consolidation of the assignment and purchase flows

Originally the Kandy CPaaS platform was designed to have dedicated sections for users and phone numbers that would have the built in functionality of importing users, assigning packages and purchasing phone numbers.

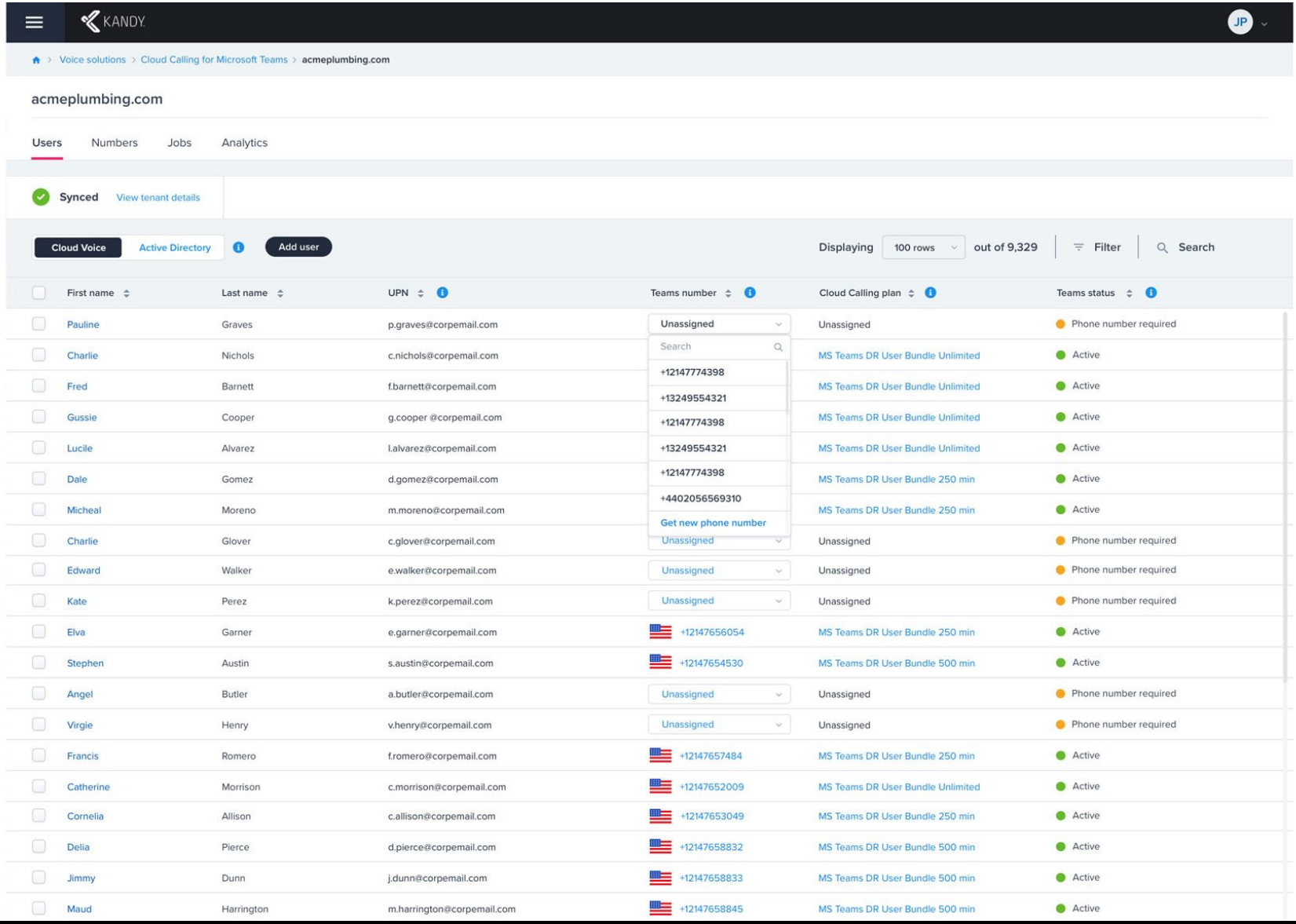
However, with the introduction of Cloud Calling it became clear that the user doesn't want to jump around different system sections when importing users, assigning packages or purchasing new phone numbers. Instead they prefer to stay within the context of the product and perform global actions that affect the whole system.

04 — Optimizing user experience for bulk operations

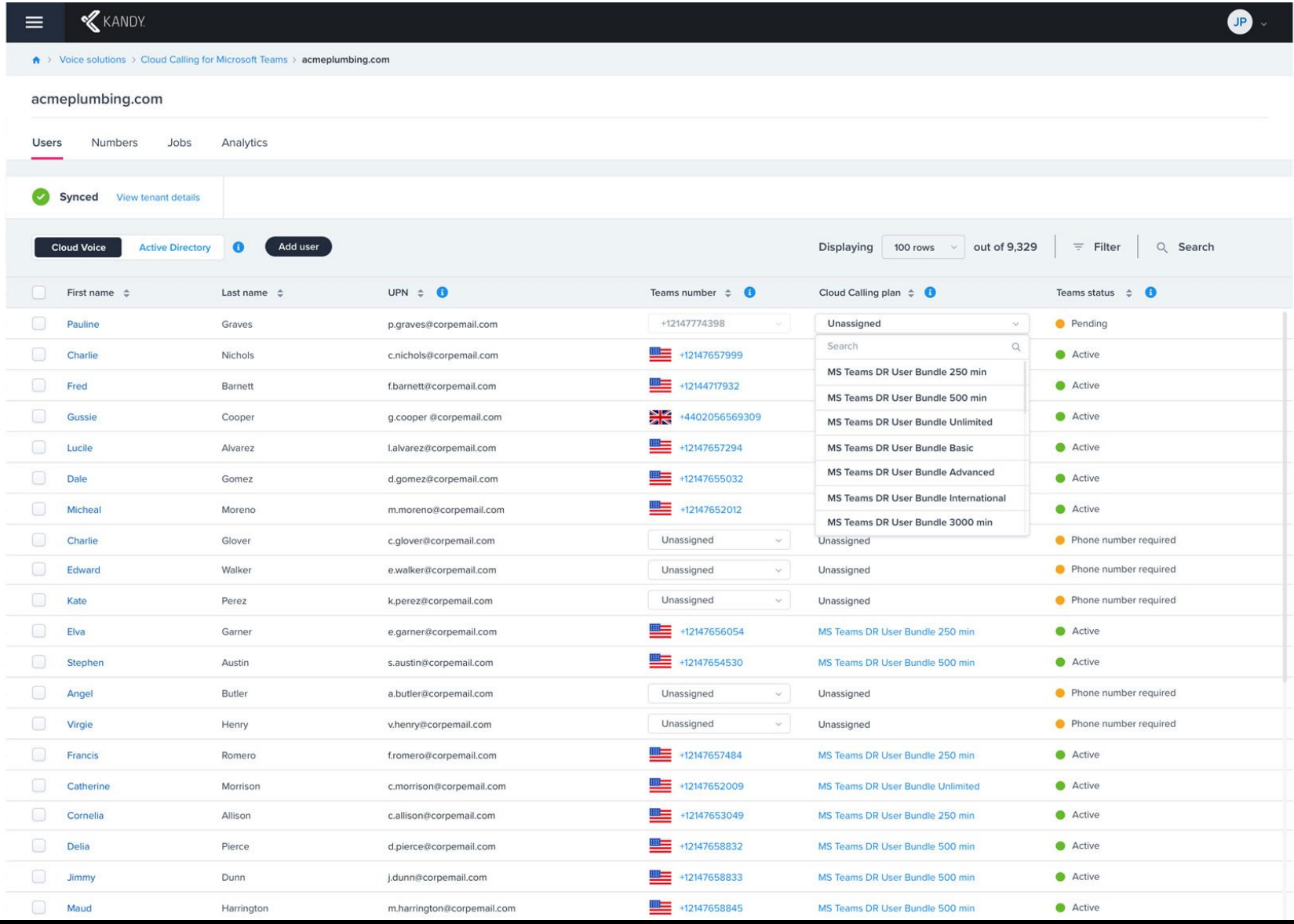
Bulk operations are paramount to the system administrators who work with big amounts of data. Our concierge team also utilizes these functions to help onboard customers.

I had to make sure this process was integrated within the UI in the most user friendly way. After several attempts I created a dedicated Jobs page that would allow to monitor all bulk operations when it comes to importing and assigning users, phone numbers and packages.

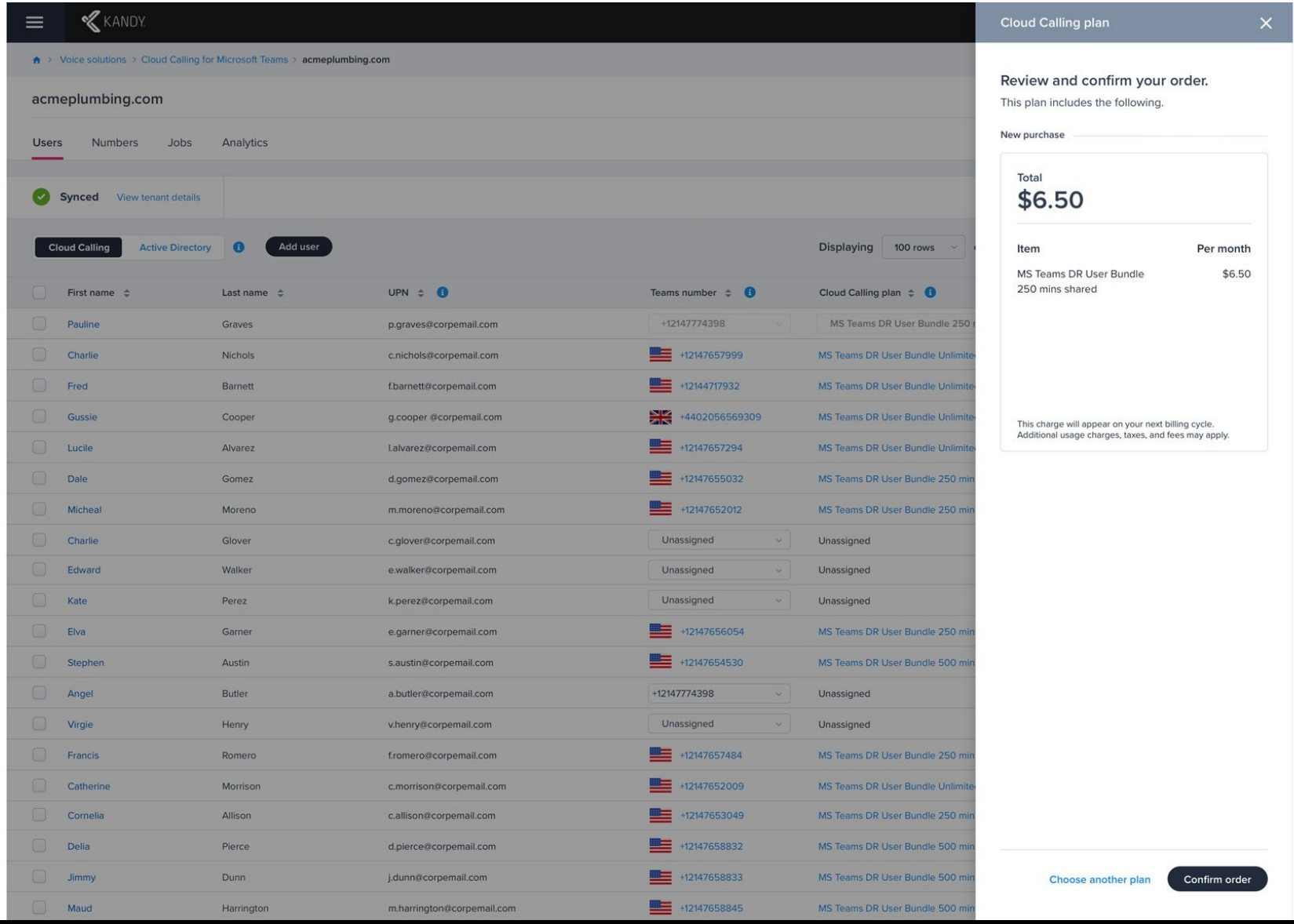
Assignment, purchasing and bulk job flows



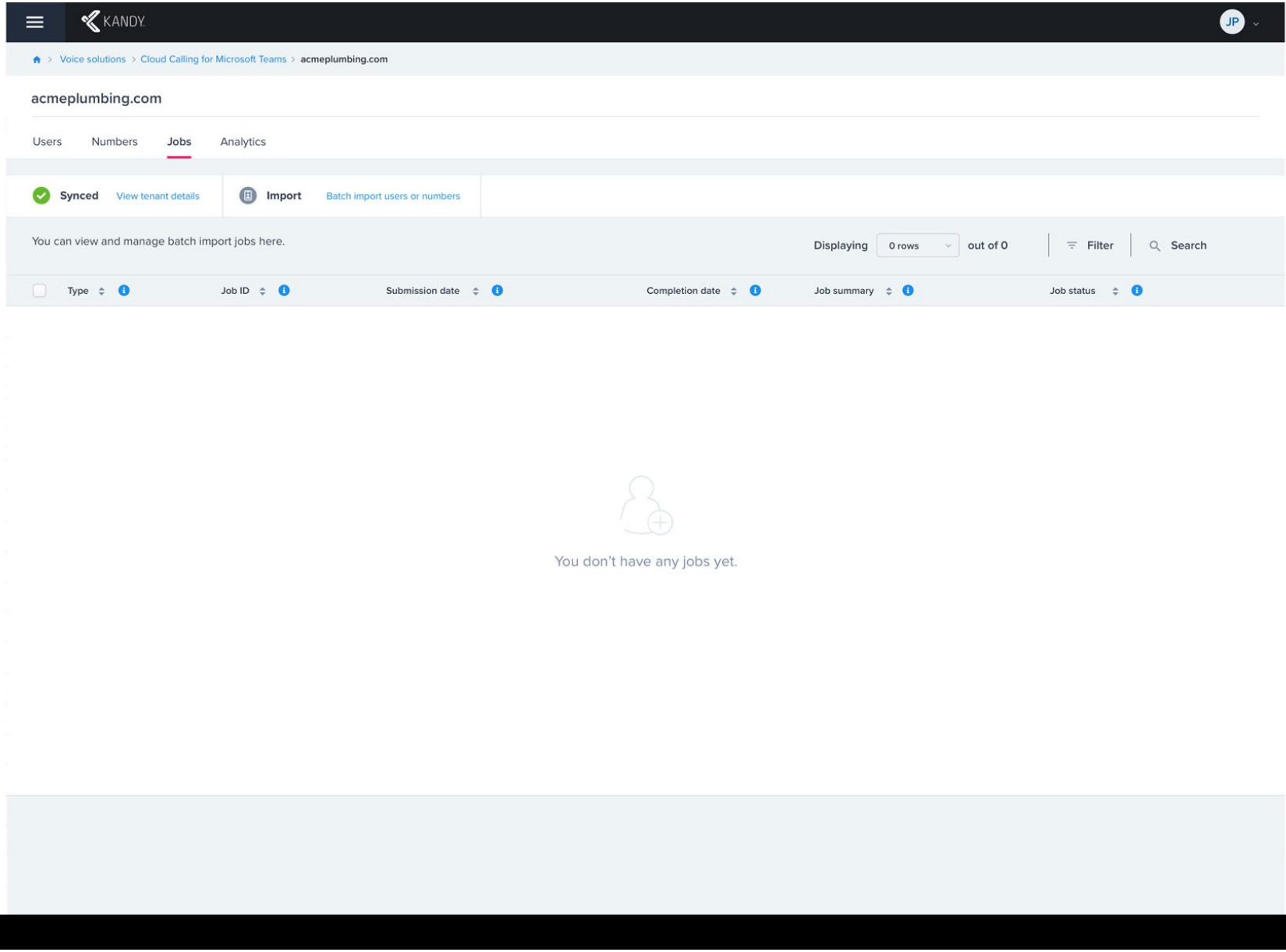
Assignment, purchasing and bulk job flows



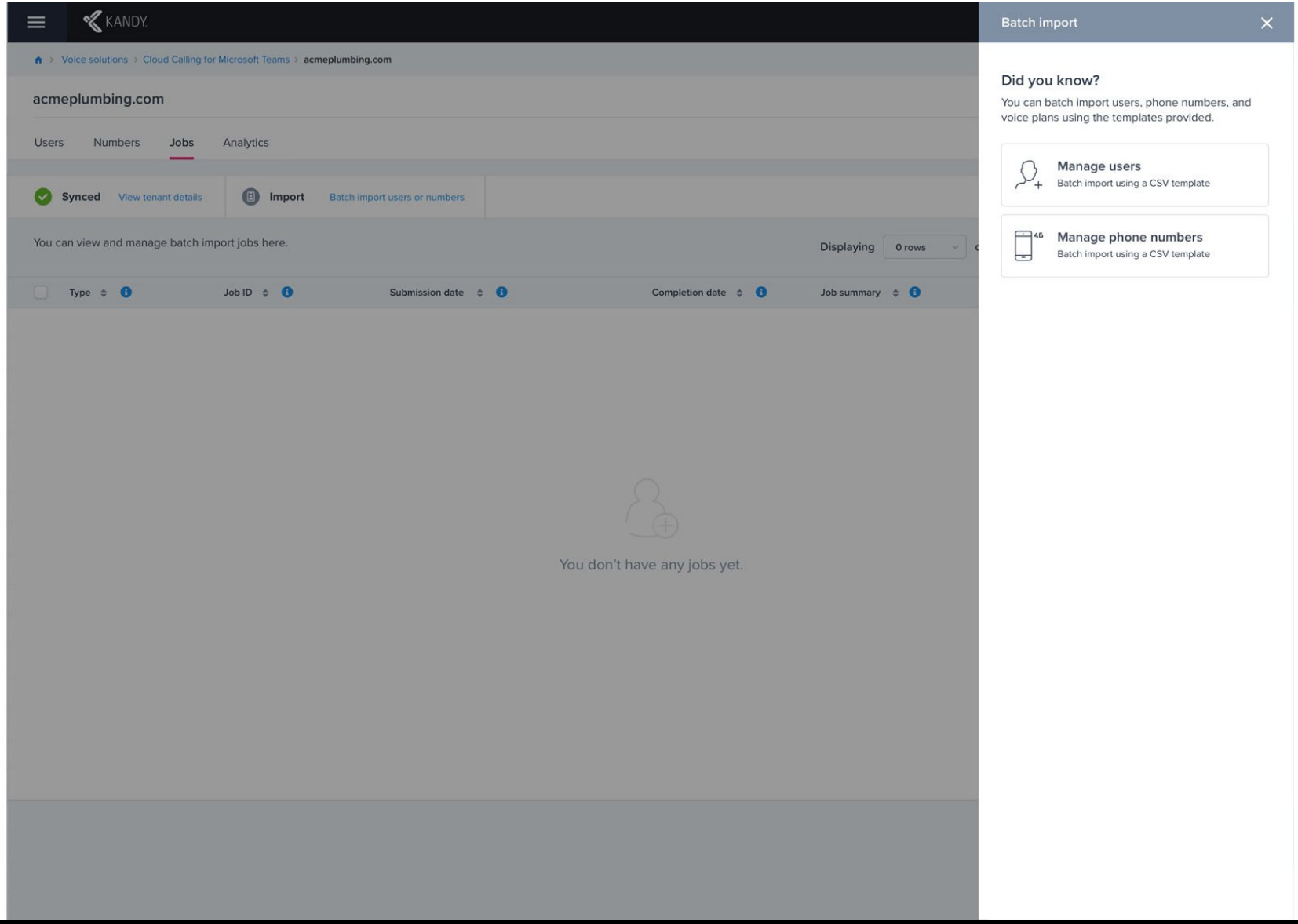
Assignment, purchasing and bulk job flows



Assignment, purchasing and bulk job flows



Assignment, purchasing and bulk job flows



Reflection

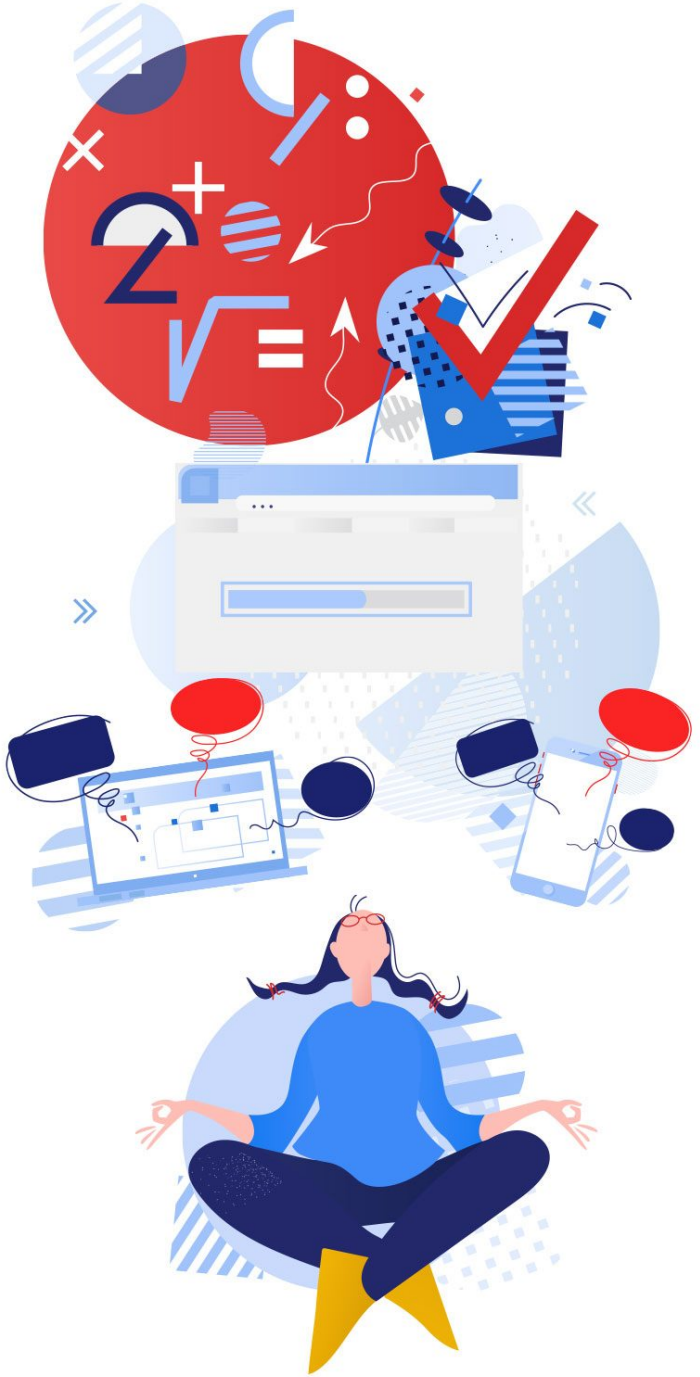
After countless hours of discussions with the team, researching the topic of cloud communications, taking hundreds of screenshots from competitive products, learning about API development and aligning it with UI components, creating hundreds of new UI screens, testing and re-designing, I can honestly say this was one of the most complex products that I have worked on.

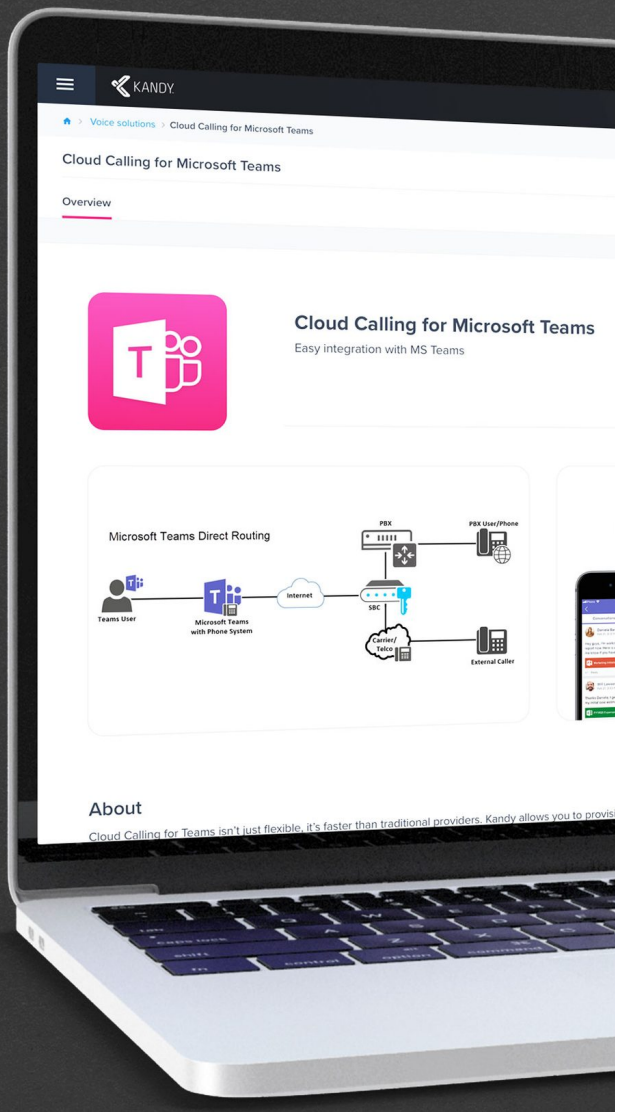
With so many factors at play, great design comes from understanding the big picture and how all the pieces come together. This was a great opportunity for me to learn about complex business processes, real-life scenarios of big data management, and executing at a higher level.

Design decisions

I based my design decisions on my research and user testing. I had quite a few moments of realization where common UI patterns and flows had to be customized in order to provide a more usable solution in the world of SaaS.

Feature planning made me a more efficient designer, by providing quick turnarounds on design iterations, planning phases of full feature releases, and working closely with the team to guarantee the expected outcomes.





Bottom line: Delivering great results

01 —

Customer onboarding and automated tenant setup

Onboarding process could to take weeks to complete, involving the concierge team to help the customers. With the introduction of the new self-serve onboarding workflows it was reduced to hours.

02 —

Transfer of existing users and phone numbers

Transfer of existing assets was always considered a big pain. With the improved functionality of bulk job operations we were able to provide our users with a straightforward method to handle large volumes of users and phone numbers.

03 —

Azure Active Directory integration and management

Importing users directly from the Azure Active Directory gave our users the flexibility that they were looking for. By carefully, examining customers' needs I was able to craft simplistic flows that helped to achieve their goals.

04 —

Robust analytics, billing and reporting features

We are now at this phase and working towards providing a robust dashboard, with reporting capabilities to handle billing and customer support requests.