

beDigital

A business digital card

UI/UX CASE STUDY

Don't Just Share
Your vCard. Create
The Great First
Impression

Add Contact

Import

+ Add to Group
Save to Phone
Share Contacts
Remove Contact

A Abu Bilal
UI/UX Designer

Mohammad Azad
UI Developer

Md Shamsuddin
DBA

21-07-2022
Business

03-05-2022
Personal

12-03-2022
Family

My Card

Contact

Search

Scan

Settings

View QR

Handshake

B Business
74 Contacts

F Family
12 Contacts

F Friends
31 Contacts

My Card



Abu Bilal
UI/UX Designer
Amssofteh

Complete your profile details

50%



Abu Bilal
UI/UX Designer, AMS SOFTECH
+91 0000000000



example@gmail.com



amssoftech.com



Add Reminder



WHAT WAS OUR ROLE?

They asked us to build their brand identity and design product to become number one in India.

- Created a **user persona** and its **empathy map**
- Made the **user journey map**
- Designed **information architecture** and created a **flow chart**
- Executed **brainstorming** to generate ideation
- Designed **user interface** of an **APP**
- Developed **user interface** of an **APP**

TOOLS USED



ABOUT APP

beDigital is a platform managing and creating digital business visiting cards. User can share the visiting card through scanning the QR Code without carrying physical business card.

The aim was to manage visiting card from one place and find the visiting cards when they actually need them.

PROBLEM STATEMENT

Thousand of physical visiting cards getting from market through different business every month. Unfortunately, there is no proper visiting card management to keep track of cards that have to addressed. Also, many professionals and top managers find it hard to track these visiting card and accessing contact details as soon as possible.

THE SOLUTION

beDigital allows users to create business vCard and manage their customer / clients contact details from one place. Also get some other benefits of having beDigital app like schedule calls, setting reminders, creating notes, adding call to action buttons, sharing business vCard through phone handshake or QR code, etc.

beDigital helps users to focus on his / her customers or clients without taking burden of managing contact details. Its also helps to collaborate on vCards with your team to access contact details of customers / clients with your permissions. Having a business vCard without limitations!

PROJECT GOALS

Convenience

Find the visiting cards when they actually need them.

Saving time

Maintain and accessing large number of visiting cards easily.

Flexibility

Accessing and managing his / her customers or clients contact details anytime anywhere.

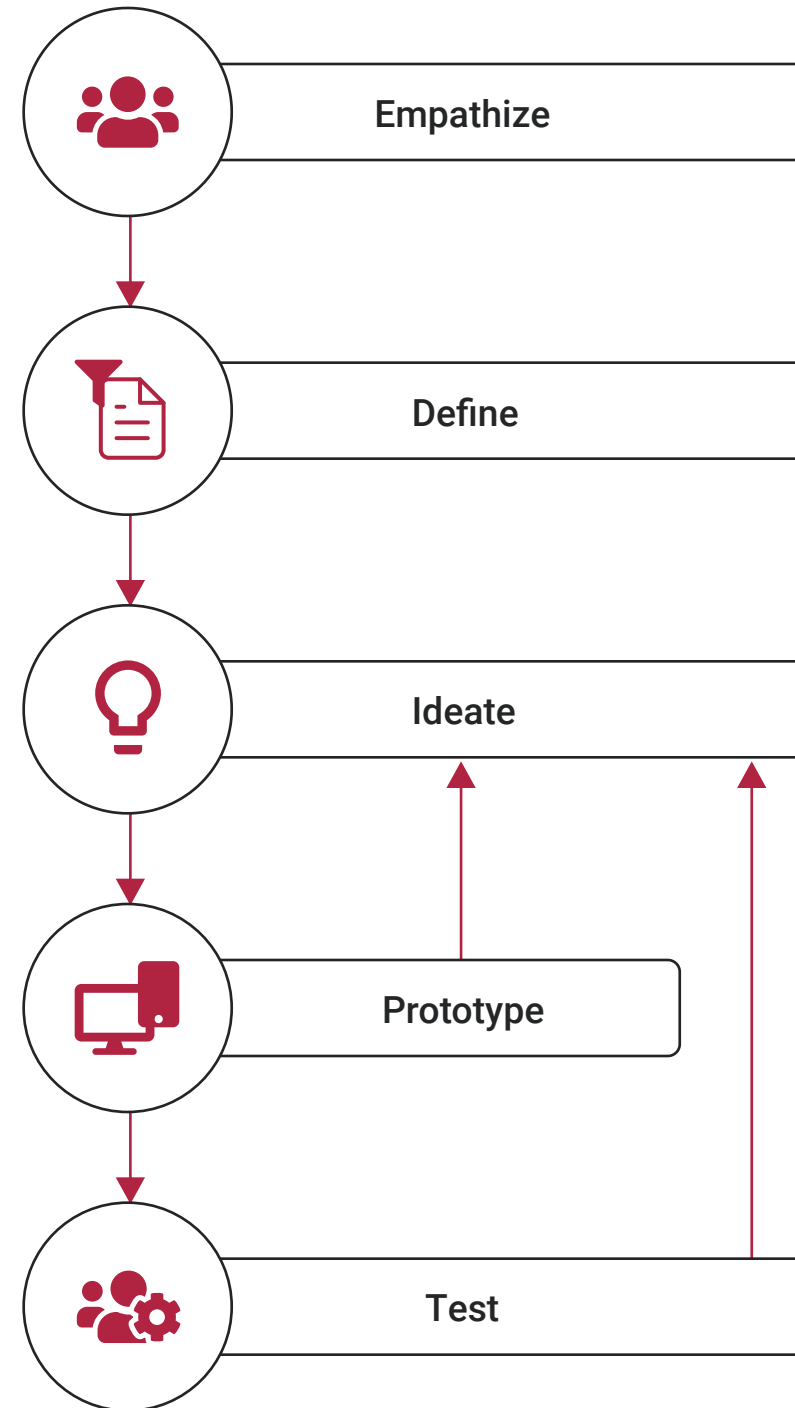
Safety

Storing and managing data on highly secured server, so that user can easy access and store data without any risk.

Affordable

Creating digital vCard is very cheap as compare to the physical visiting card.

THE JOURNEY



USER INSIGHTS

88%

88% of the printed visiting cards go to the dustbin after 1st week

80%

Almost 80% of people never save contact number from the visiting cards

9/10

Customers can't find the visiting cards when they actually need it, 9 out of 10 times

KEY METRICS

70%

Do you prefer digital vCard instead of physical visiting card?

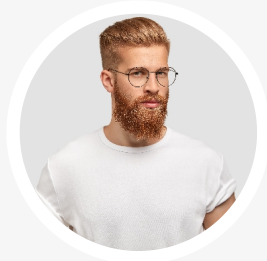
92%

How often do you use digital vCard?

55%

Post pandemic related restrictions, do you think there will be any change in sharing your physical visiting card?

PERSONA CHART



Name:
Abu Bilal

Age:
29

Status:
Married

Occupation:
Sales Executive

Location:
New Delhi

BIO

Abu Bila is a full time sales executive professional, who wants to increase his or company presence in the market and also want to manage the contact details of his customers / clients. Due to large number of having his customer / client visiting card, He is getting lots problem to maintain the physical card and also carrying the physical card is quit tough. So he want some kind of solution which manage his customer / clients details easily.

FRUSTRATIONS

- > Difficult to carry all visiting card
- > I never find the visiting cards when they actually need them.
- > Most of the time I never save contact numbers from the visiting cards.
- > I can't find a full list of offering products/ services in printed visiting cards.
- > I get difficult to manage a large number of visiting cards, so I through most of the visiting cards to the dustbin after 1st week
- > Limitation of contents to put on visiting card
- > Making cost of visiting card is expensive.

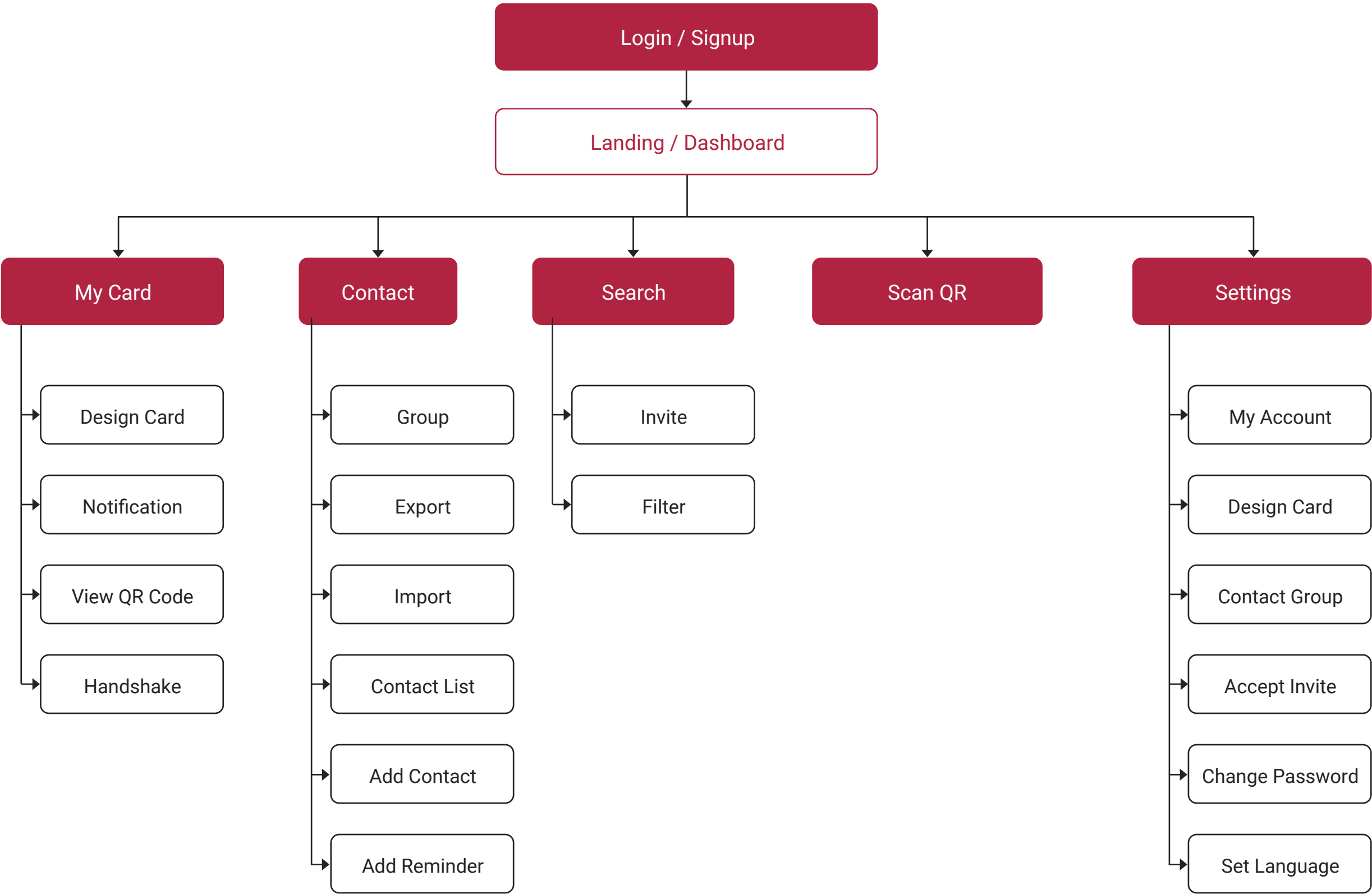
KEY GOALS

- > Can carry card easliy
- > Find the visiting cards when they actually need them.
- > Maintain large number of cards easily.
- > Easily contact to the users
- > Make affordable
- > Find a full list of offering products/services.
- > Make the easiest way to share the contact details

DEFINE

Information Architecture

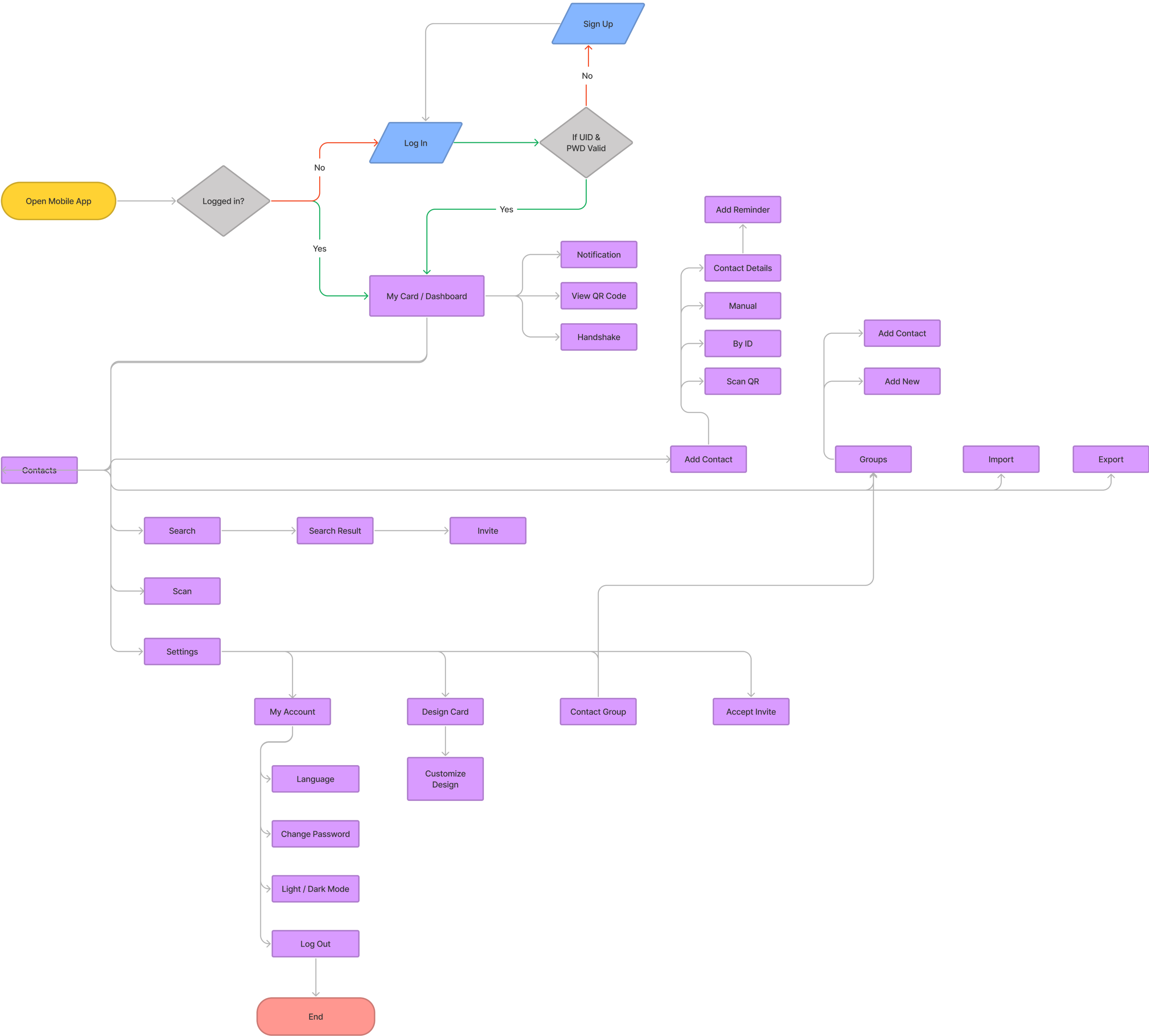
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I choose was designed to make things simple and easy.



DEFINE

User Flow

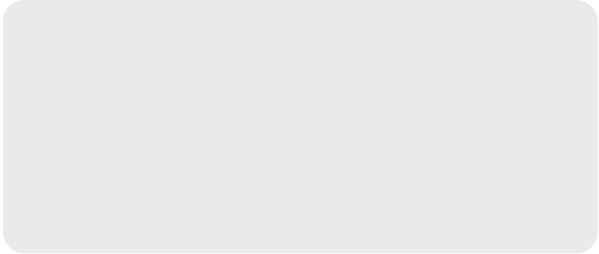
The user flow defines all navigation steps in the user journey in order to achieve their goal.



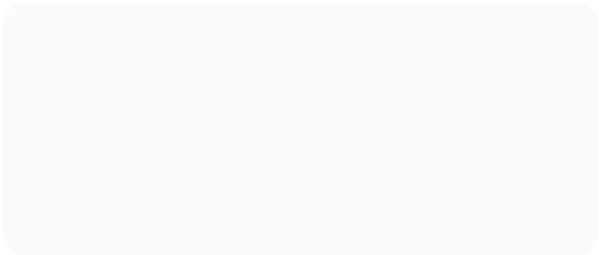
Color Palette



#B12441



#EAEAEA



#FAFAFA

Typefaces

Roboto: H1

Roboto: H2

Roboto: H3

Logo

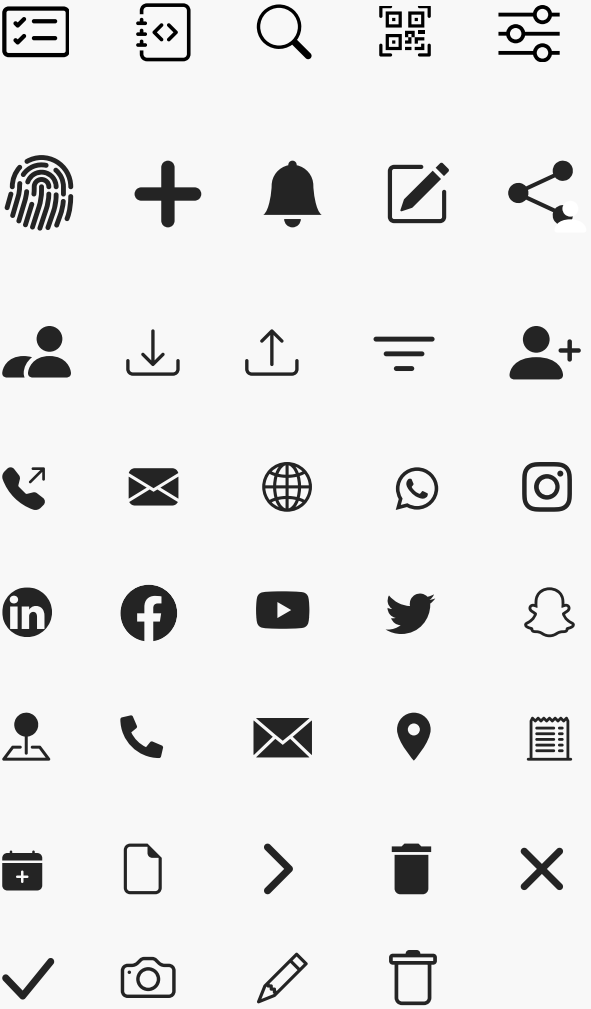
beDigital



Button



UI Icon

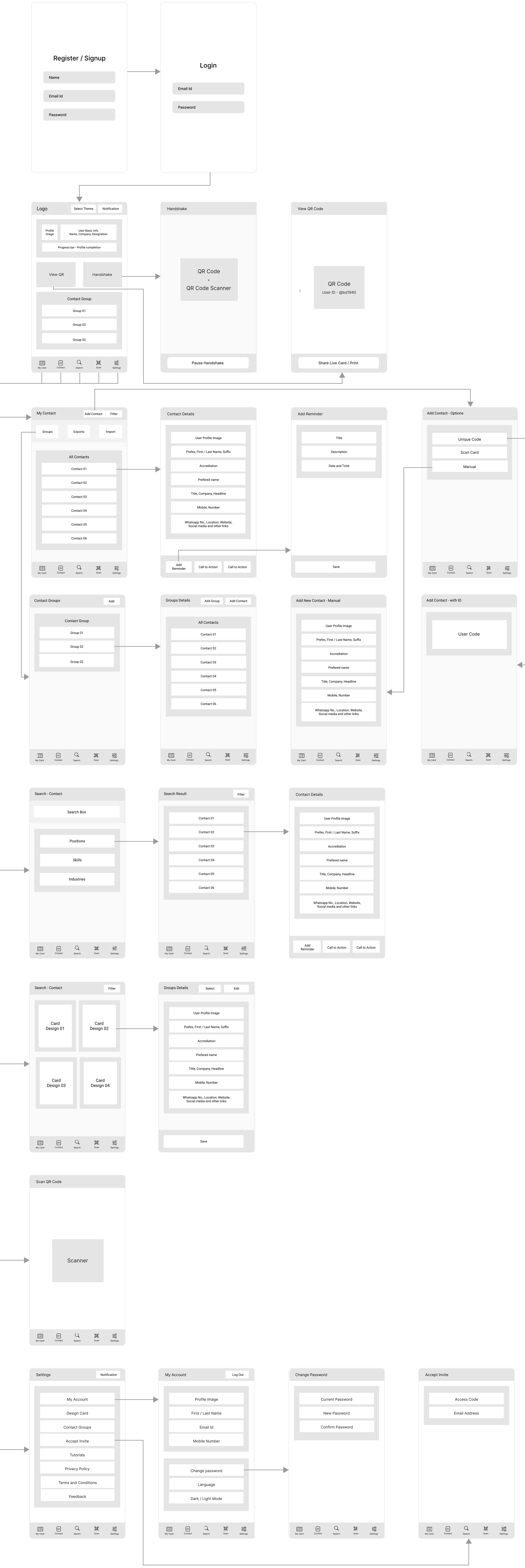


IDEATE

Following our customer interviews, we synthesized our findings and were able to create a customer journey and persona which were presented and discussed with the client.

These exercises formed a great foundation to move into feature ideation and prioritisation.

Logo



PROTOTYPE

Following our customer interviews, we synthesized our findings and were able to create a customer journey and persona which were presented and discussed with the client.

These exercises formed a great foundation to move into feature ideation and prioritisation.



Hey,
Login Now

If you are new [Create New](#)

Email Id

Password

Forgot Password? [Reset](#)

Login

Login with Passcode

Login,
with Passcode

Login with Touch ID

1

2

3

4

5

6

7

8

9

0

Login

Login with UID & PWD

Forgot Password? [Reset](#)

Login,
with Touch

Login with Passcode

Set,
Login Passcode

Login with Touch ID

1

2

3

4

5

6

7

8

9

0

Set Passcode

Hey,
Rigester Now

Create an account so you can access the beDigital

Name

Email Id

Password

Sign Up

Already existing user? [Log In](#)

Set
Security Question

Set security questions to recover your password when you forget.

Q1

Security question

Answer*

Q2

Security question

Answer*

Submit

Forgot Password?

Answer the following security questions to reset the password.

What was the name of your best friend at childhood?

Answer*

What was your childhood nickname?

Answer*

VERFIY

LANDING / DASHBOARD

beDigital

A business digital card

+

Abu Bilal

UI/UX Designer

Amssoftteh

Complete your profile details

50%

View QR

Handshake

B

Business

74 Contacts

F

Family

12 Contacts

F

Friends

31 Contacts

My Card

Contact

Search

Scan

Settings

< Mohammad Azad

@bd1940

Share Live Card

Share your LiveCard QR code scanned or Share/Print.
If scanning, turn screen brightness up for best results.

SHARE / PRINT CODE

<

Exchange Live Card

Hold LiveCard QR code 3-6 inches away from front-facing cameras. Turn screen brightness up for best results.

PASUE HANDSHAKE

Notification

You have one new request

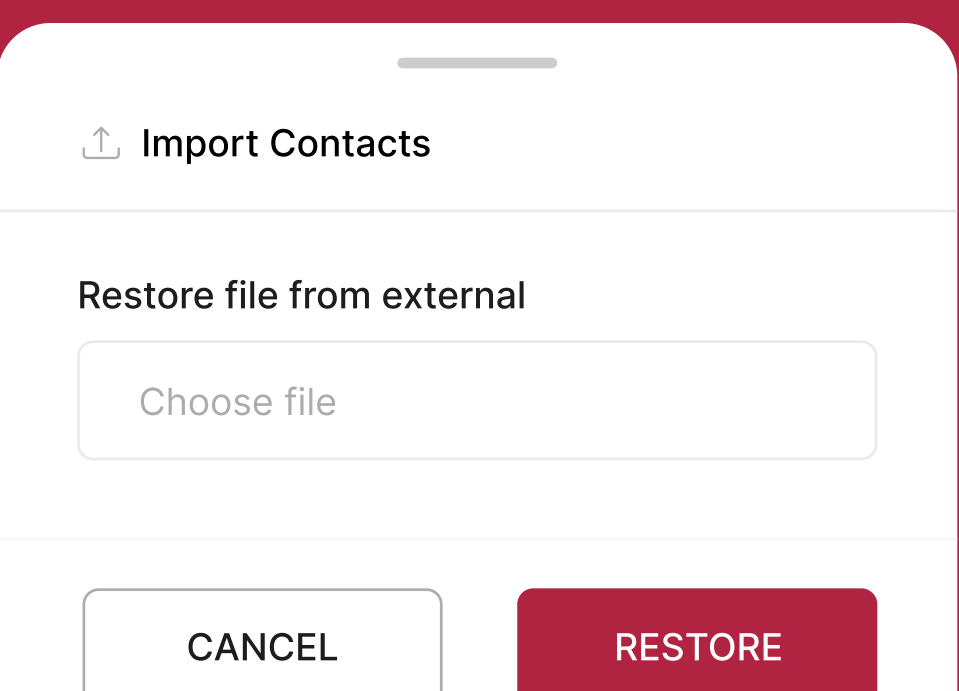
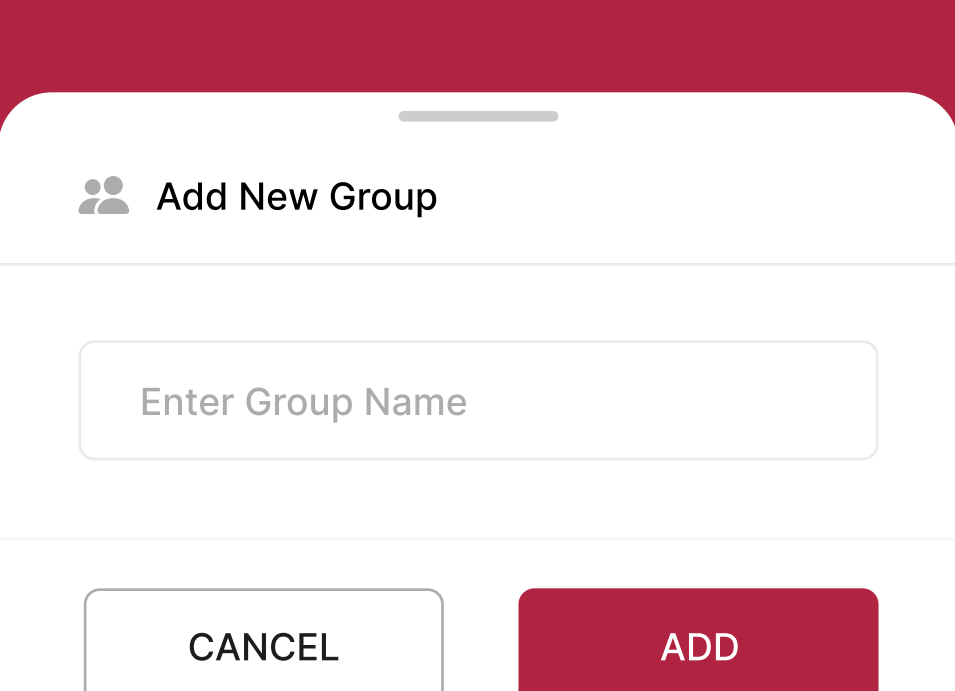
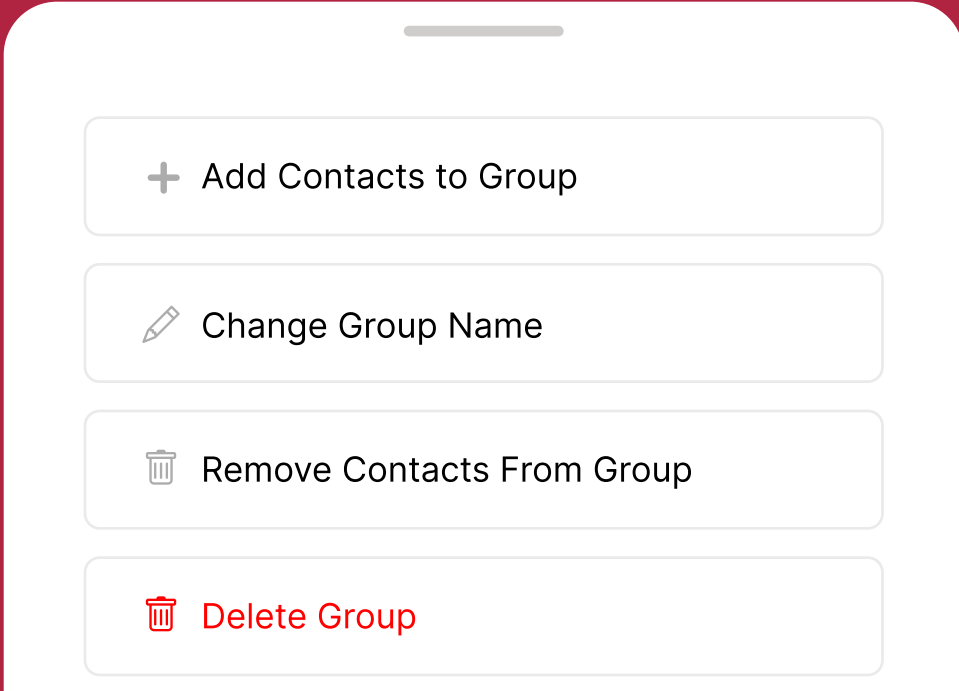
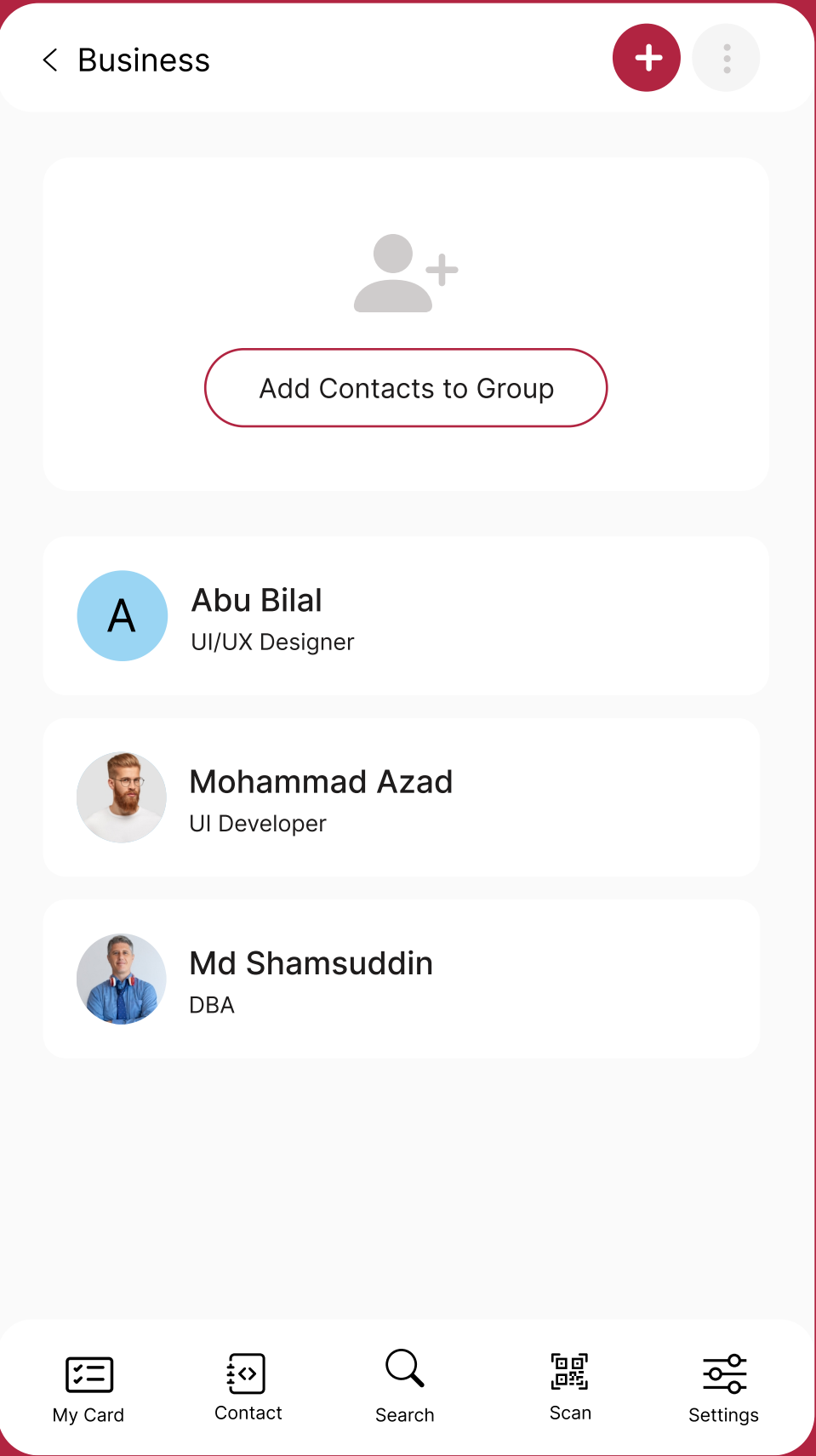
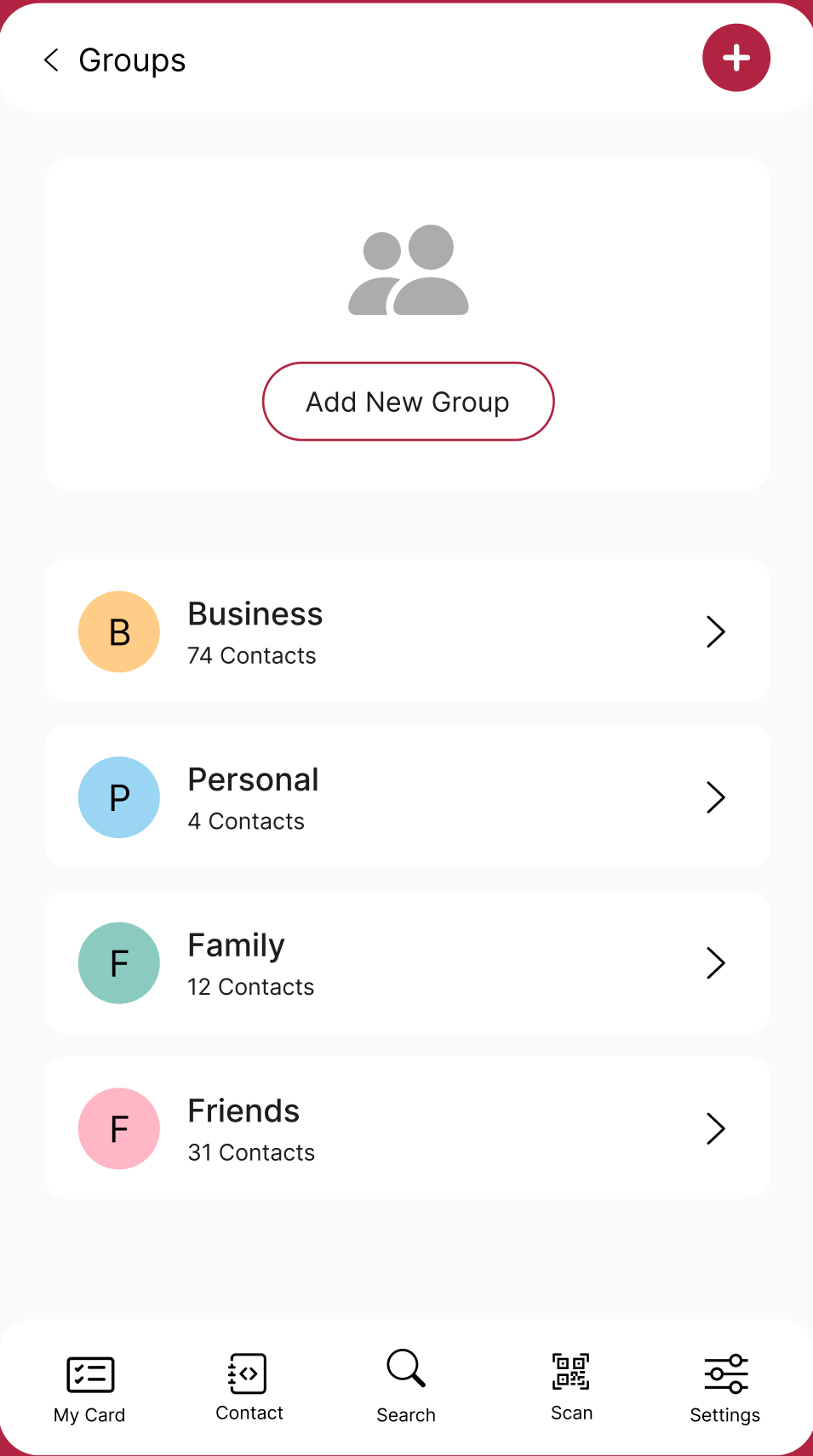
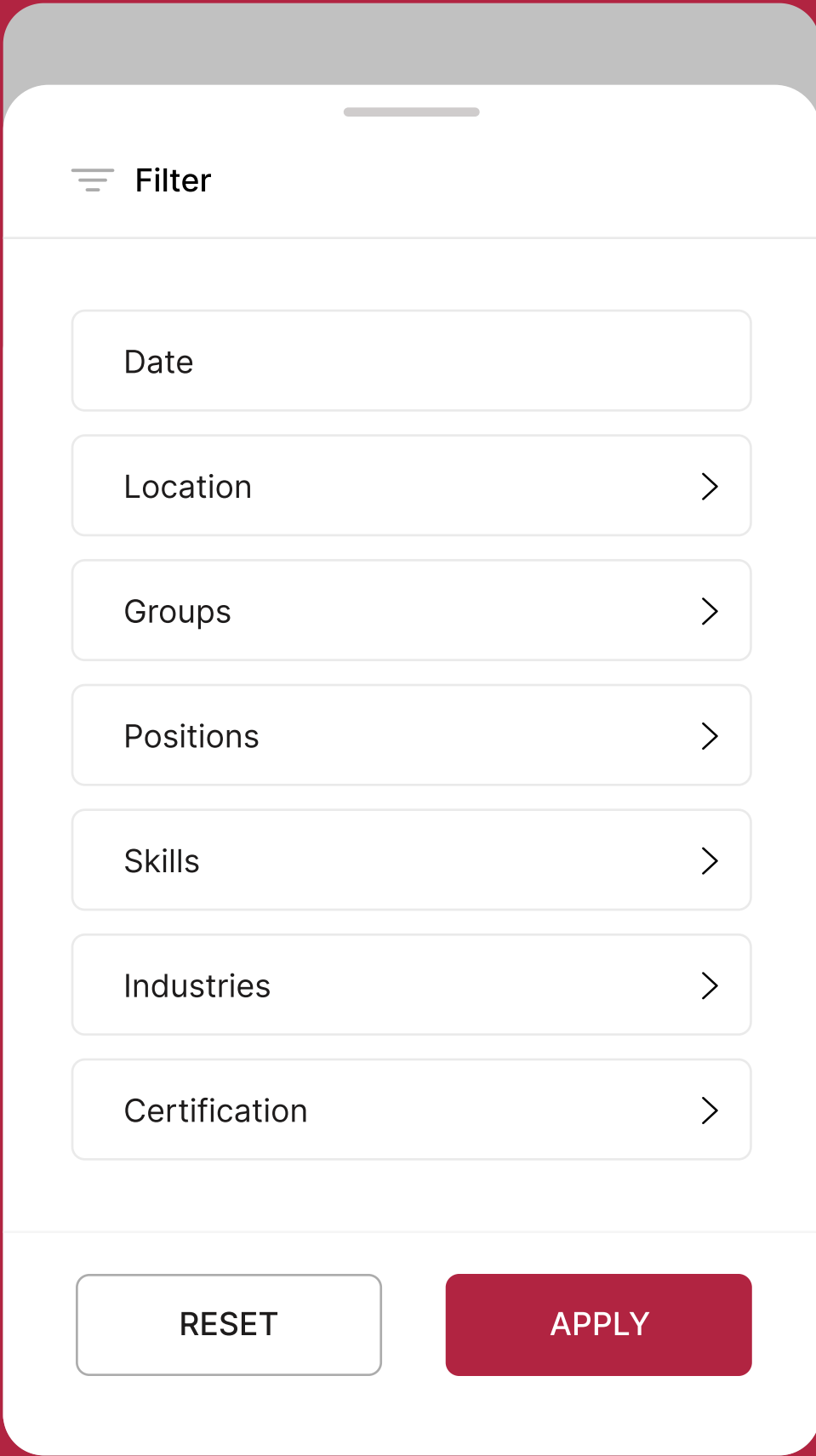
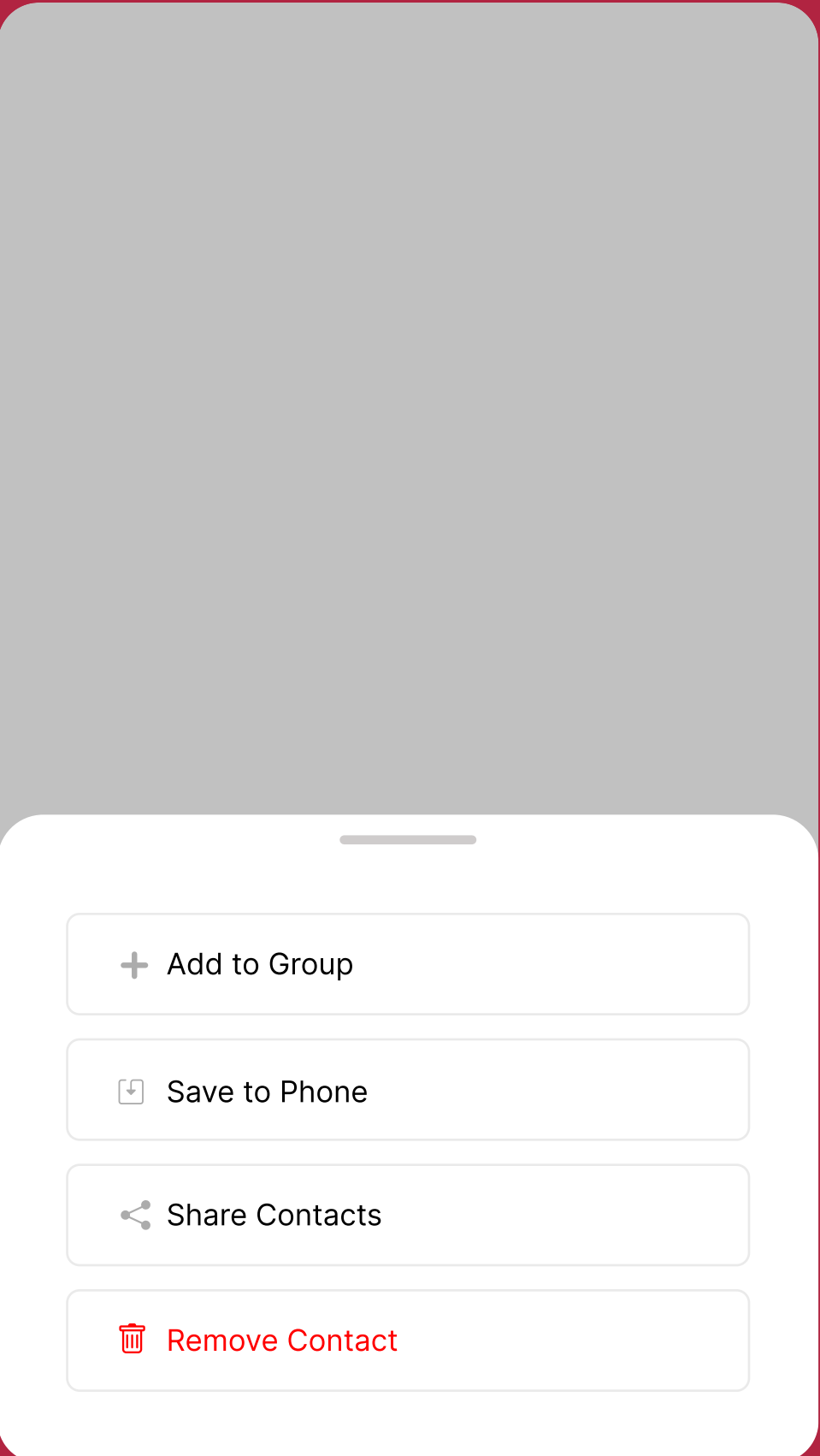
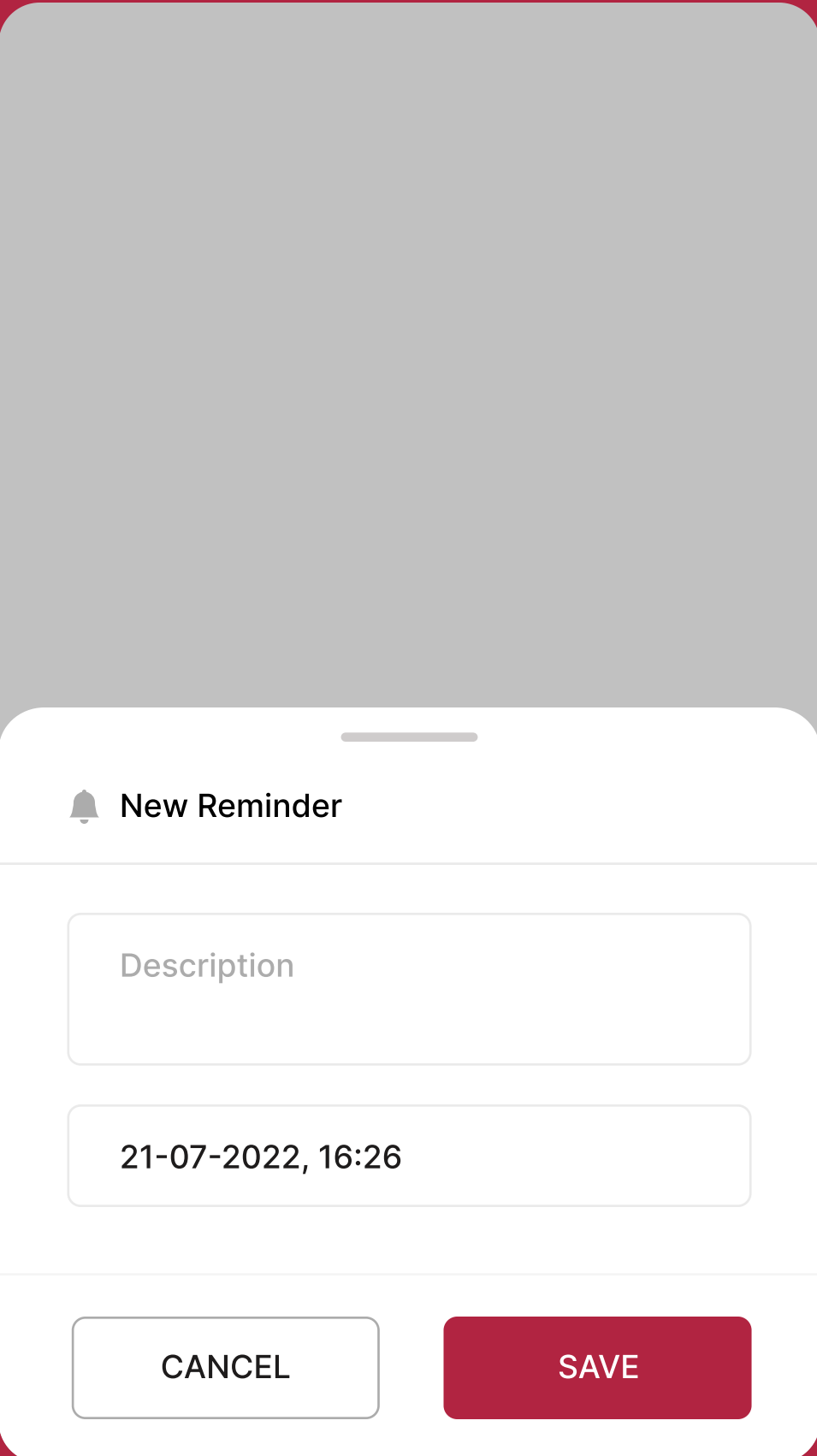
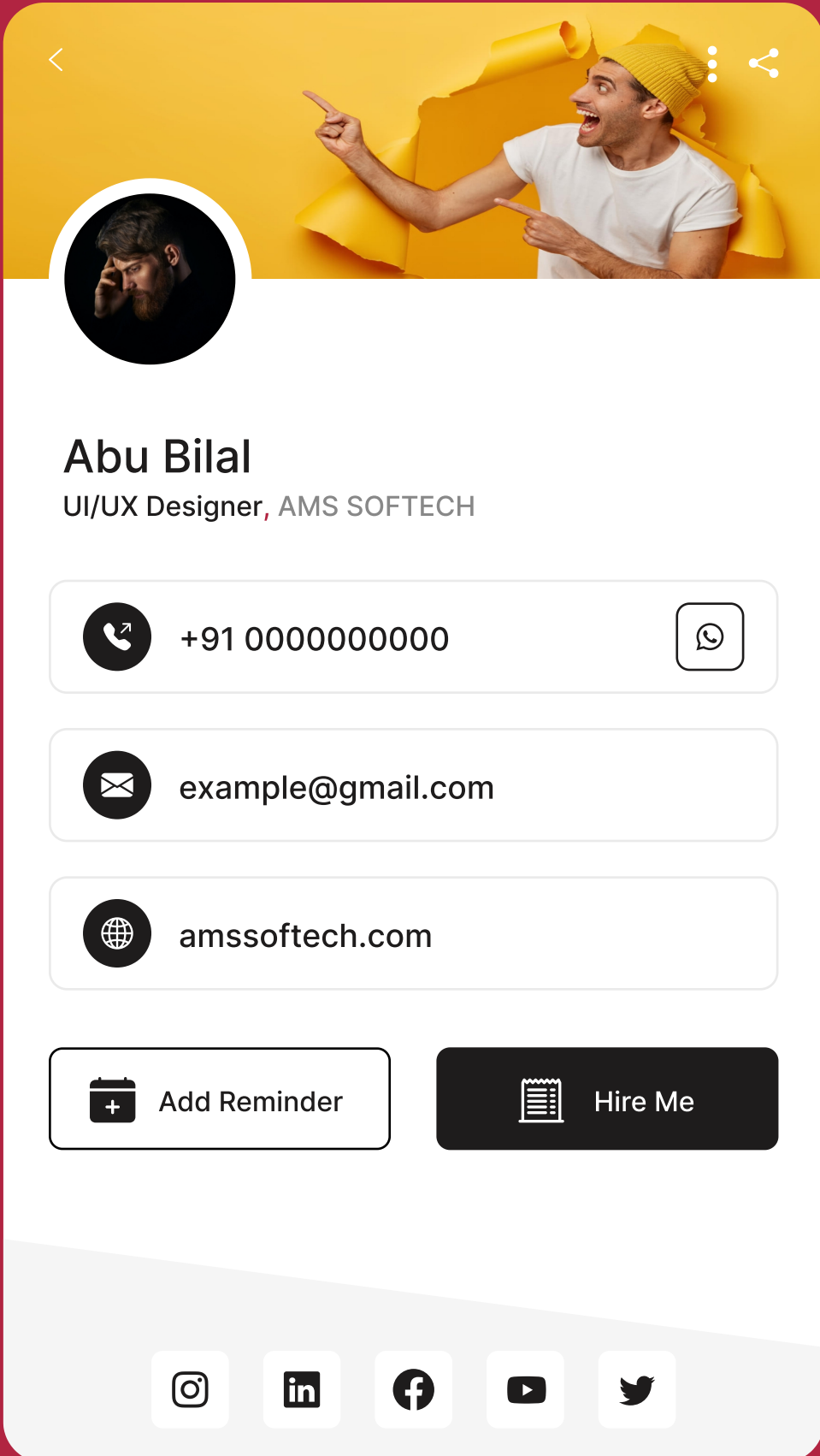
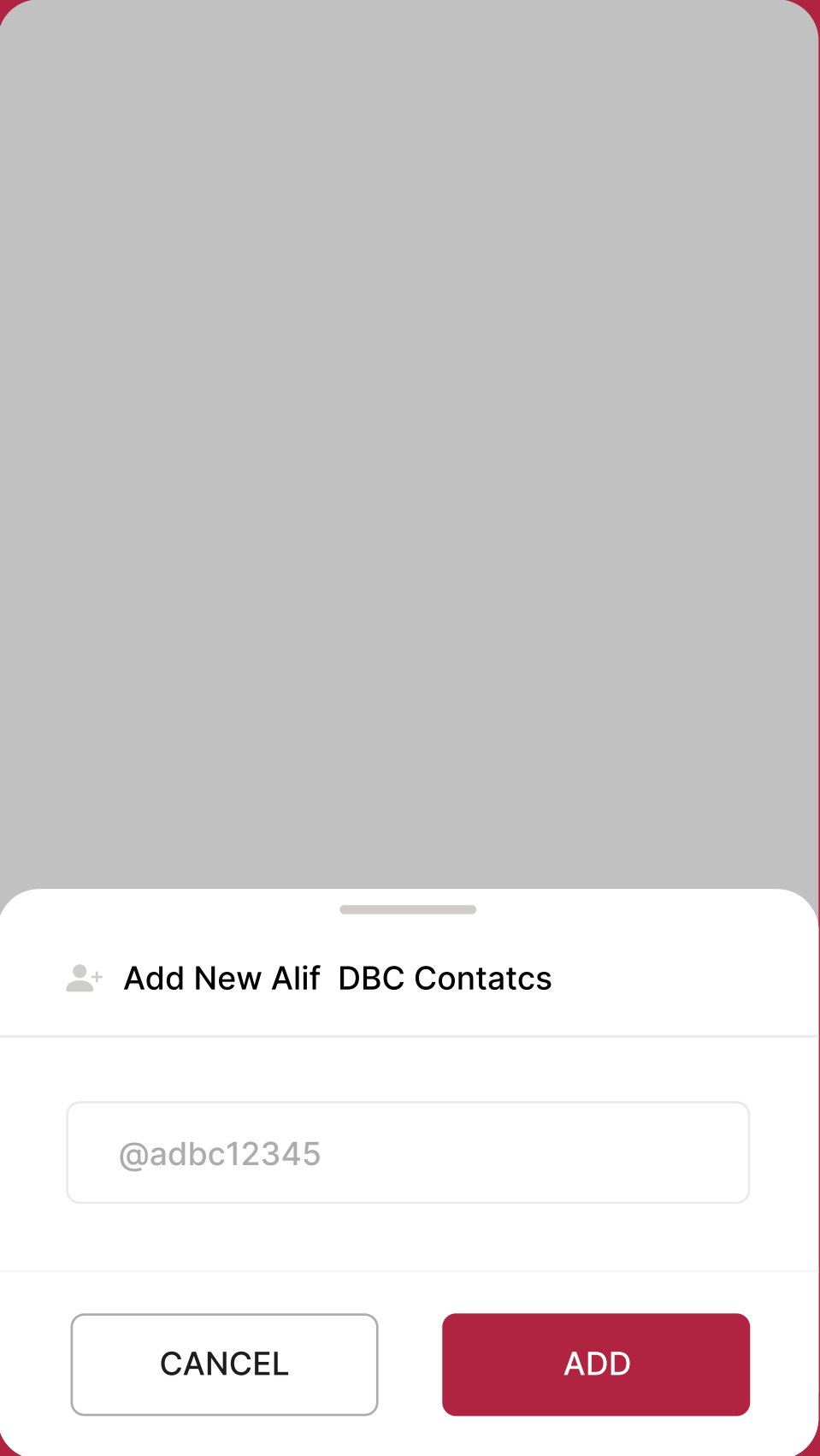
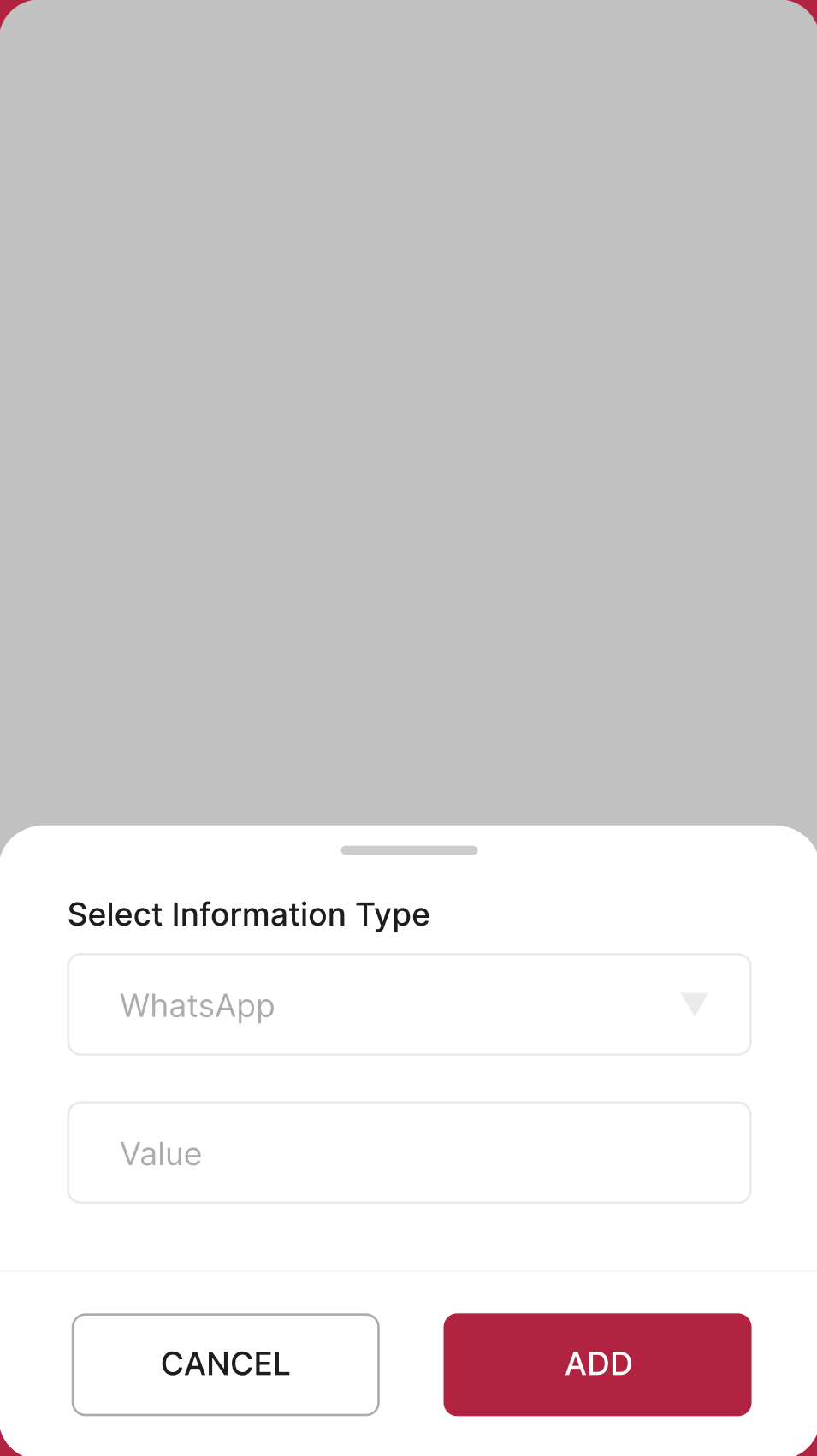
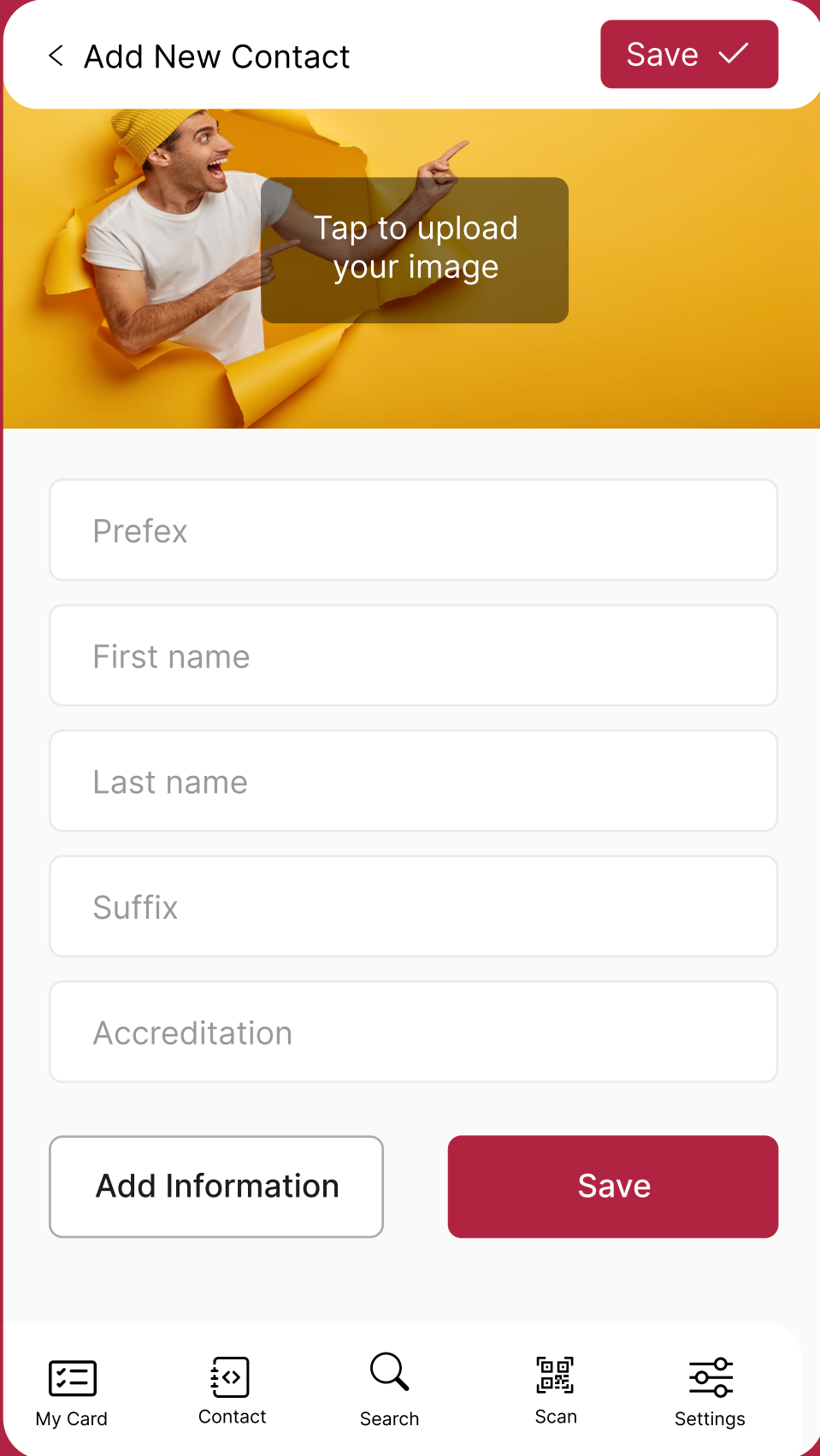
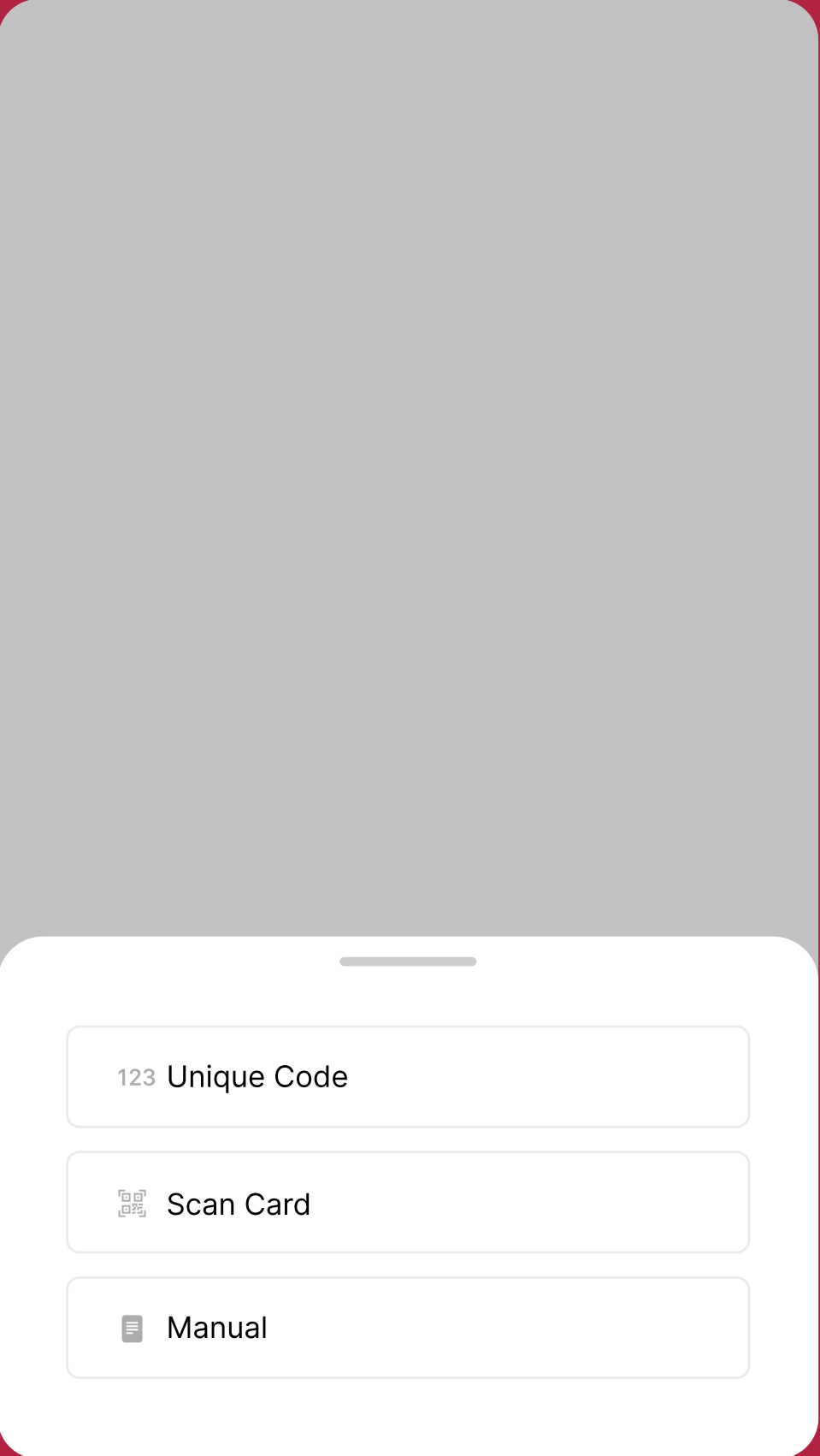
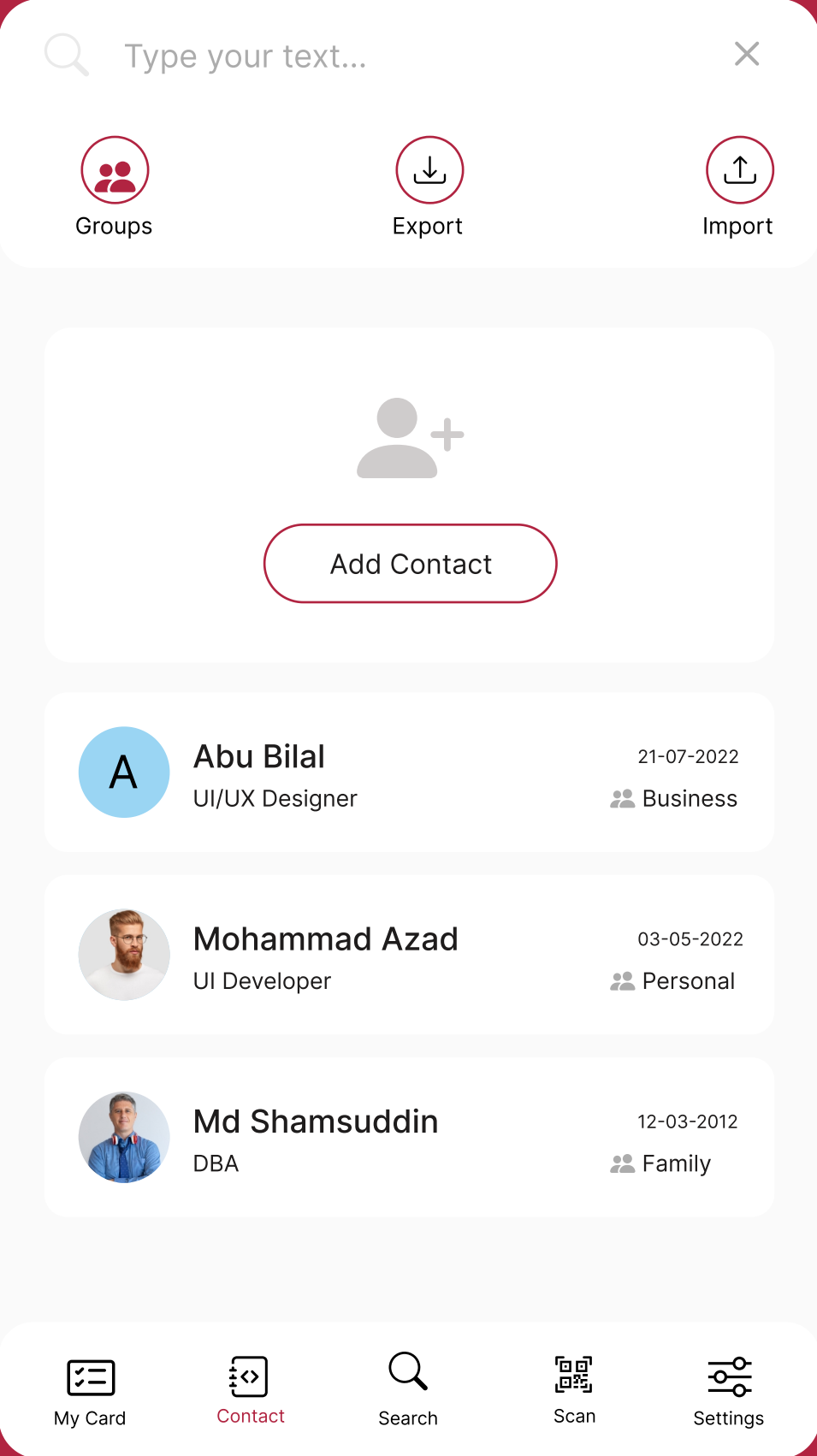
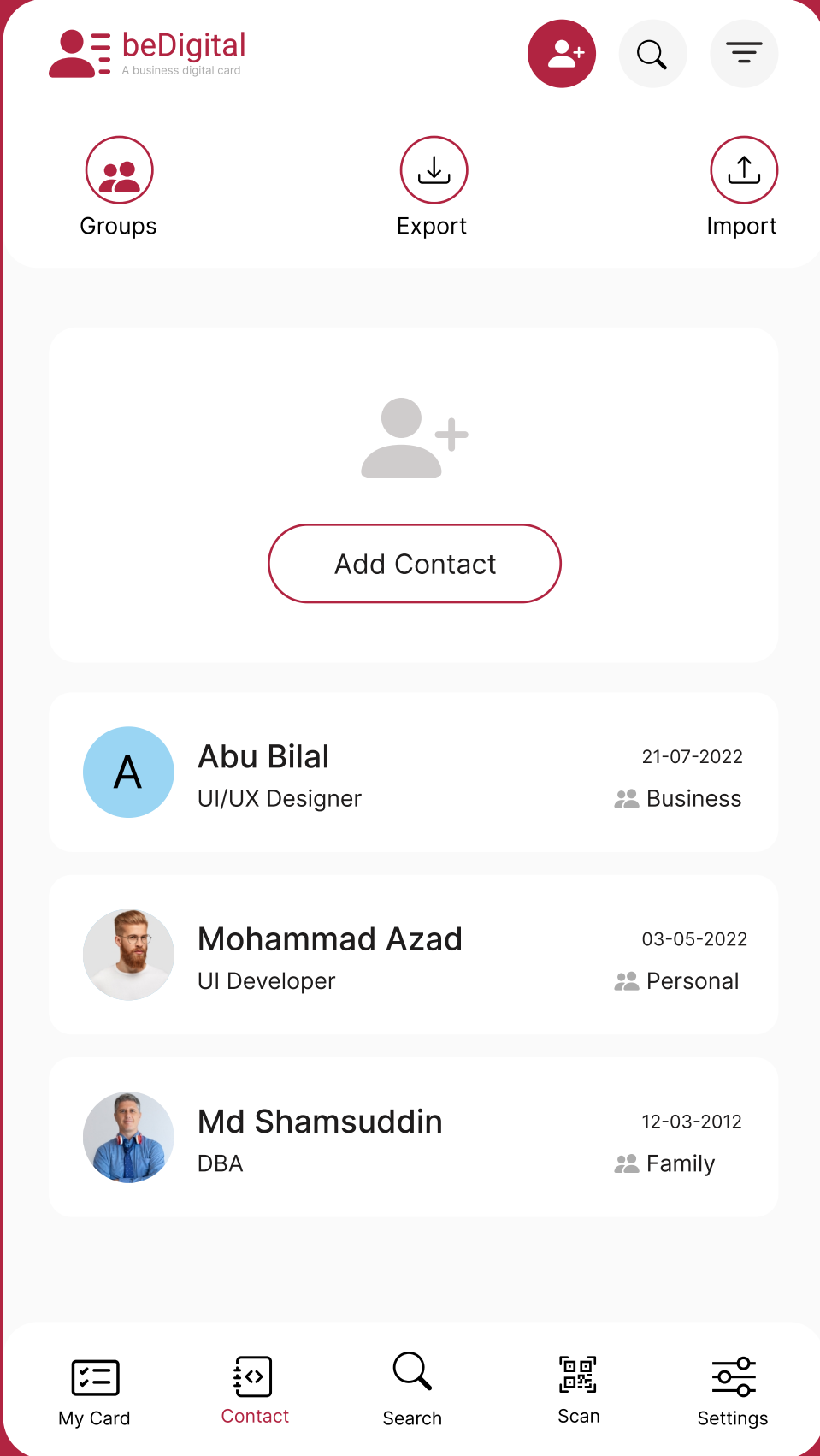
3 hours

You have one new contact

3 hours

There are no new notifications

CONTACT



SEARCH CONTACT

Type your text...

Positions

App Developer

UI / UX Designer

Accounting Manager

Skills

Project Management

Design Skill

Career Development

Industries

Information Technology

Financial Services

Human Resources

My Card

Contact

Search

Scan

Settings

< UI / UX Designer

No Data Found
Try with other keywords

A

Abu Bilal

Skymet Weather

+ Invite

Mohammad Azad

AMS SOFTECH

+ Invite

Md Shamsuddin

HCL

+ Invite

My Card

Contact

Search

Scan

Settings

<

Abu Bilal

UI/UX Designer, AMS SOFTECH

+91 0000000000

example@gmail.com

amssoftech.com

Add Reminder

Book an Appointment

Save Contact

Share Contacts

Remove Contact

Filter

Company

City >

State >

Country >

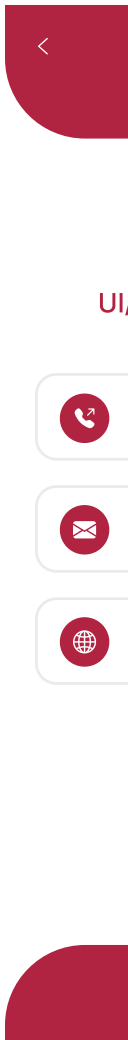
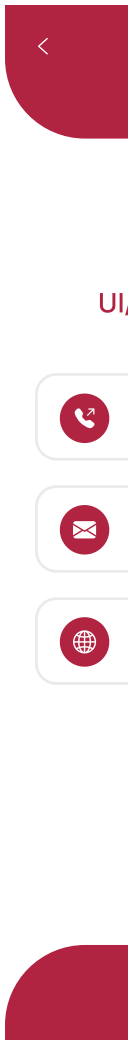
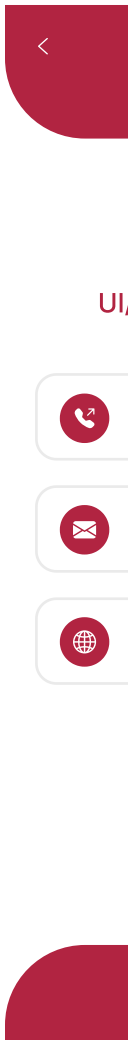
Positions >

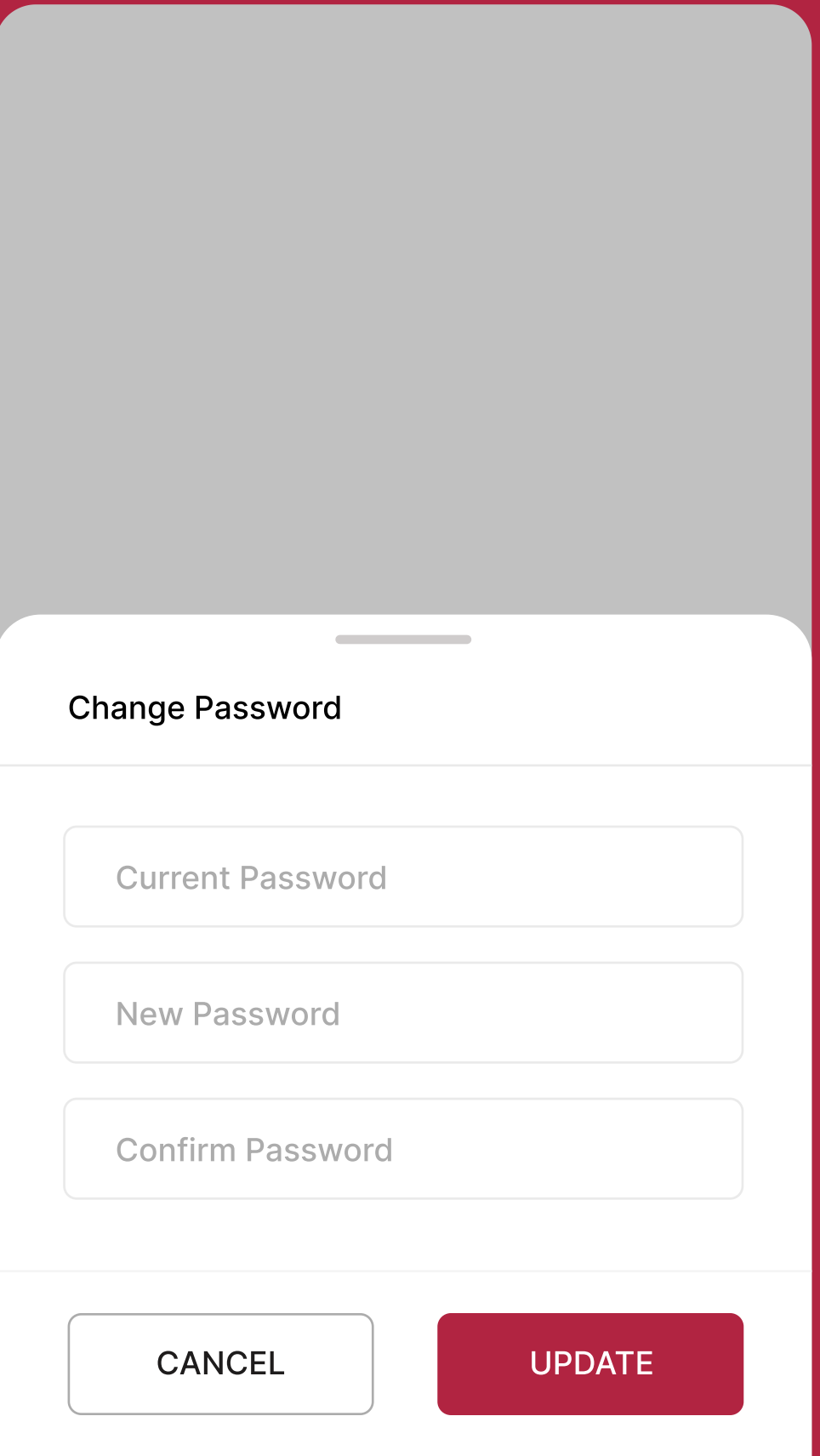
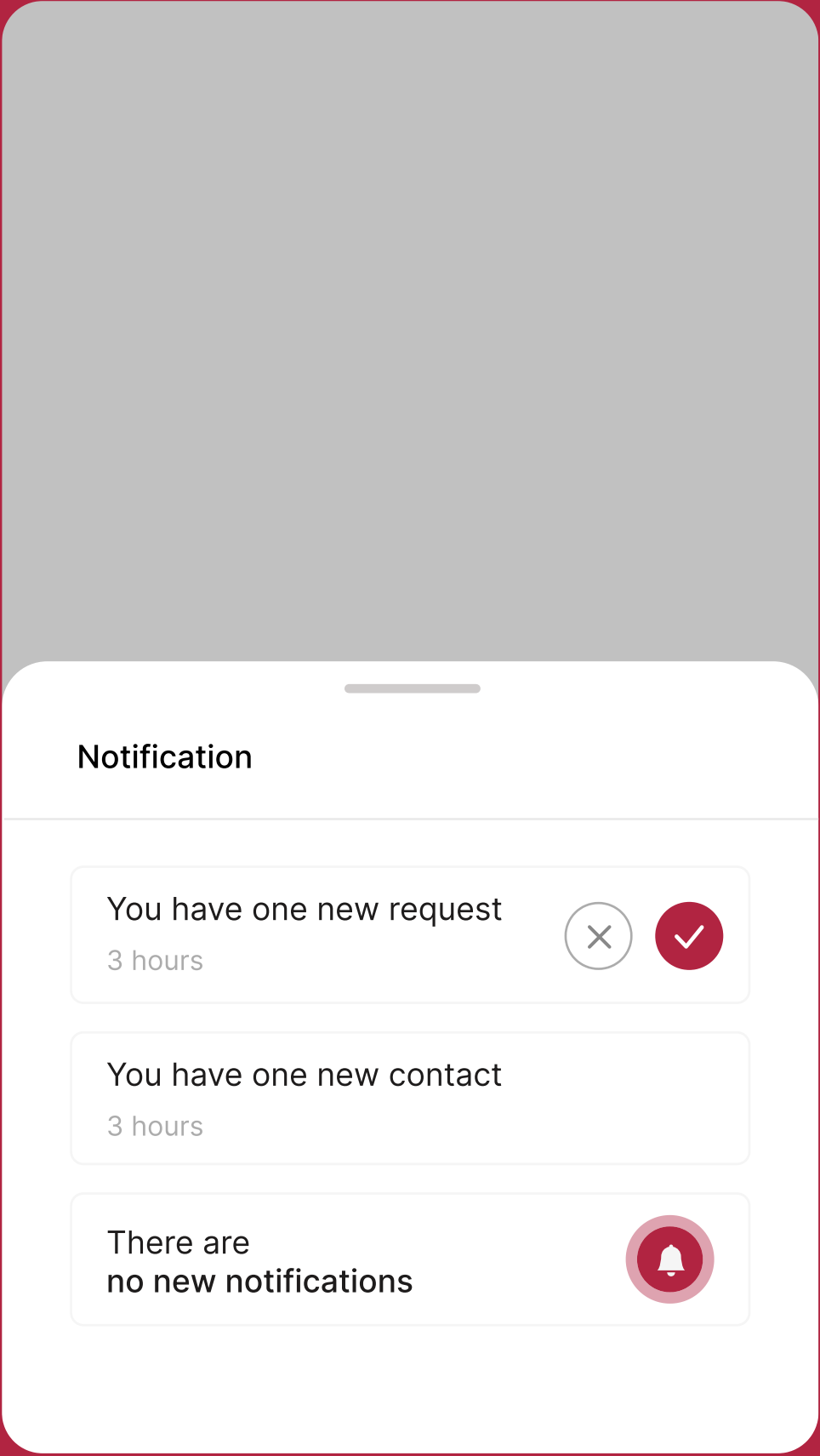
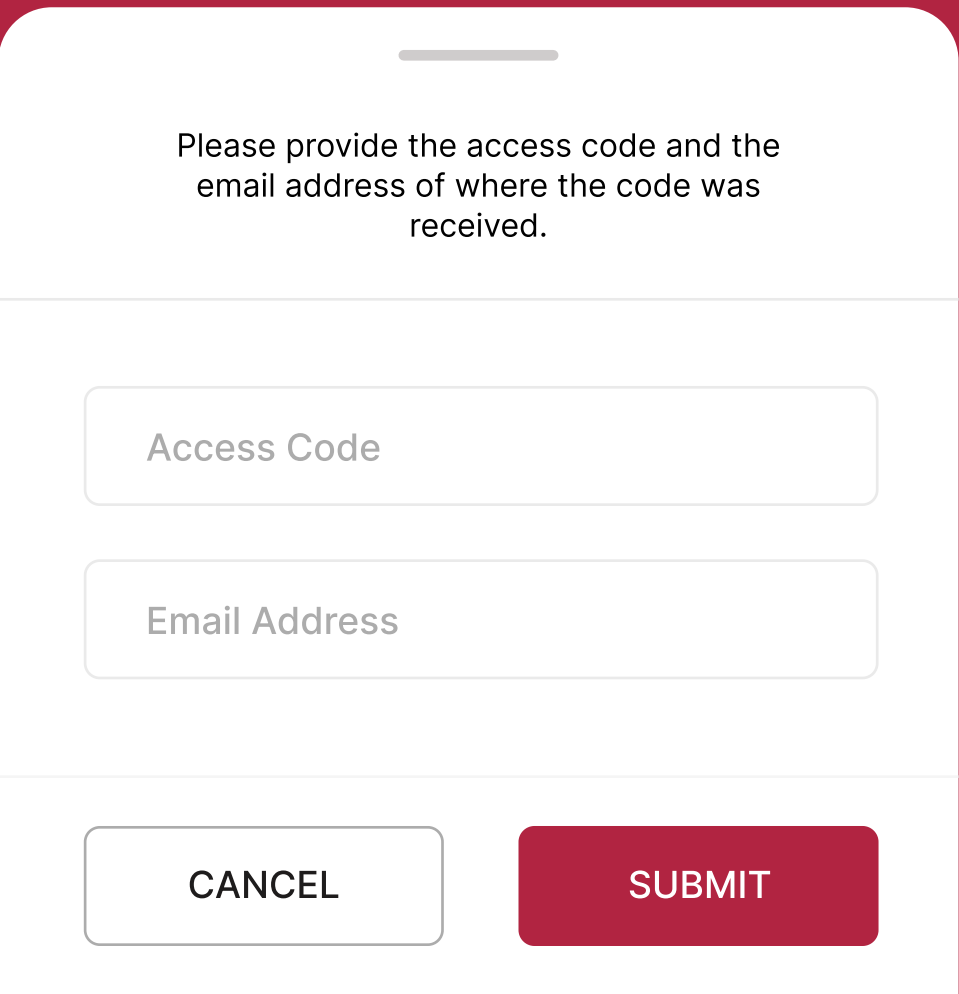
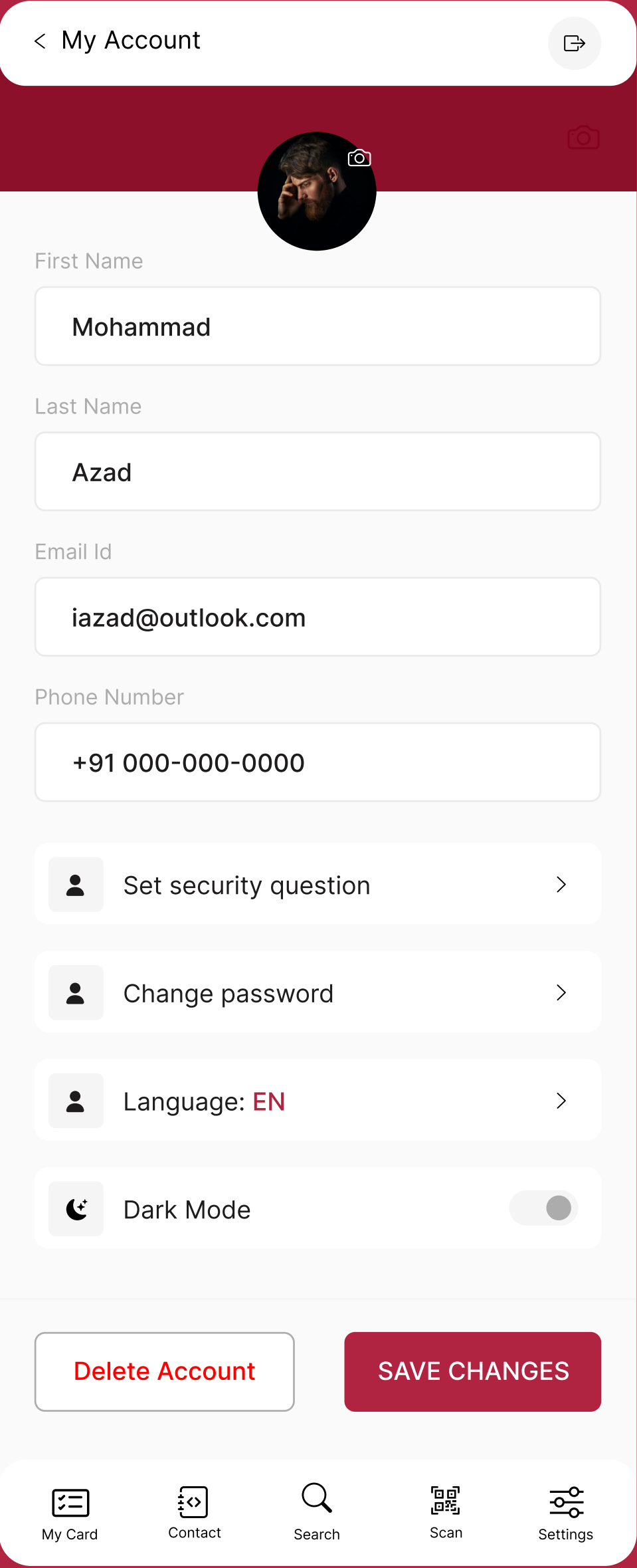
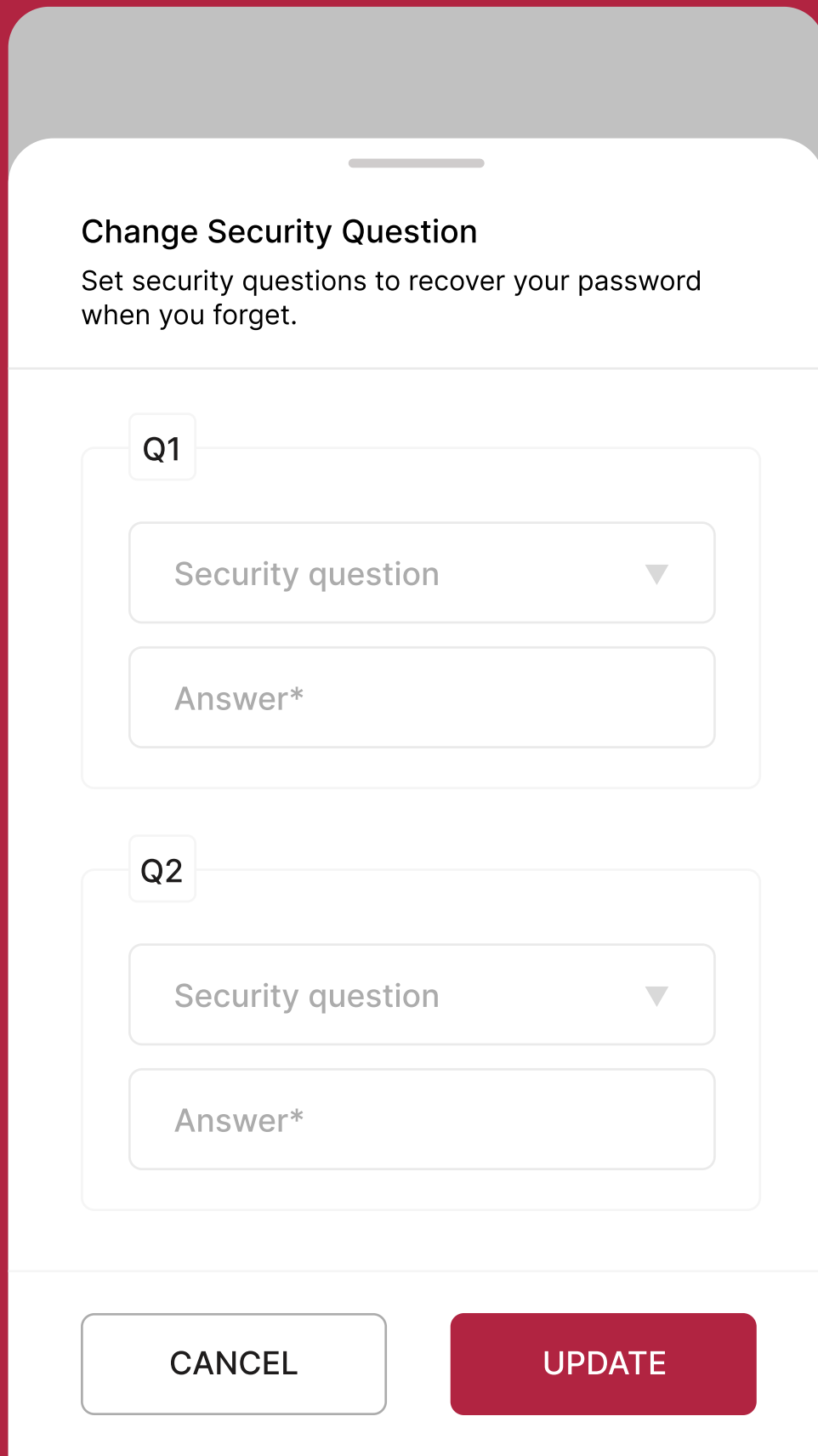
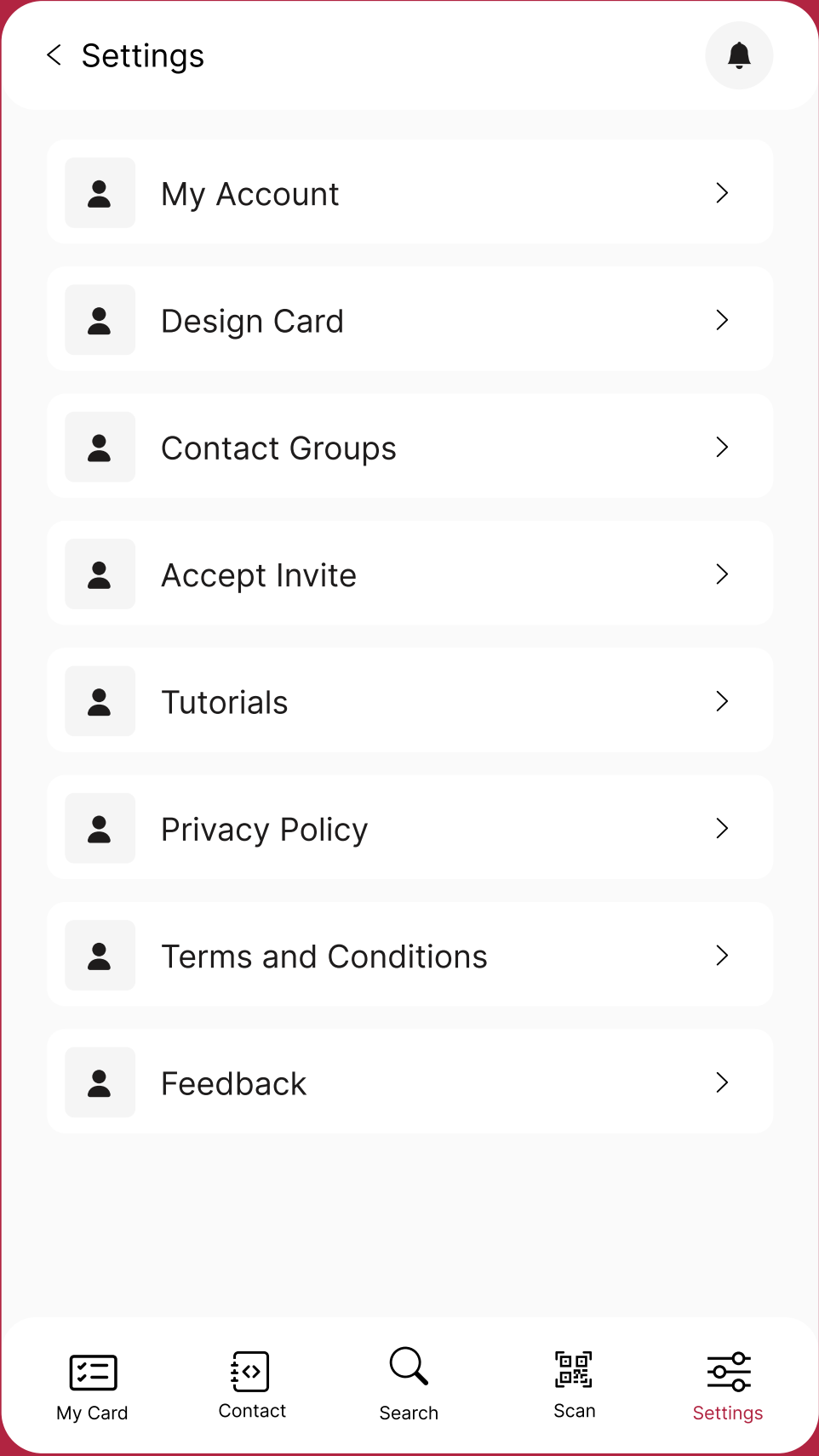
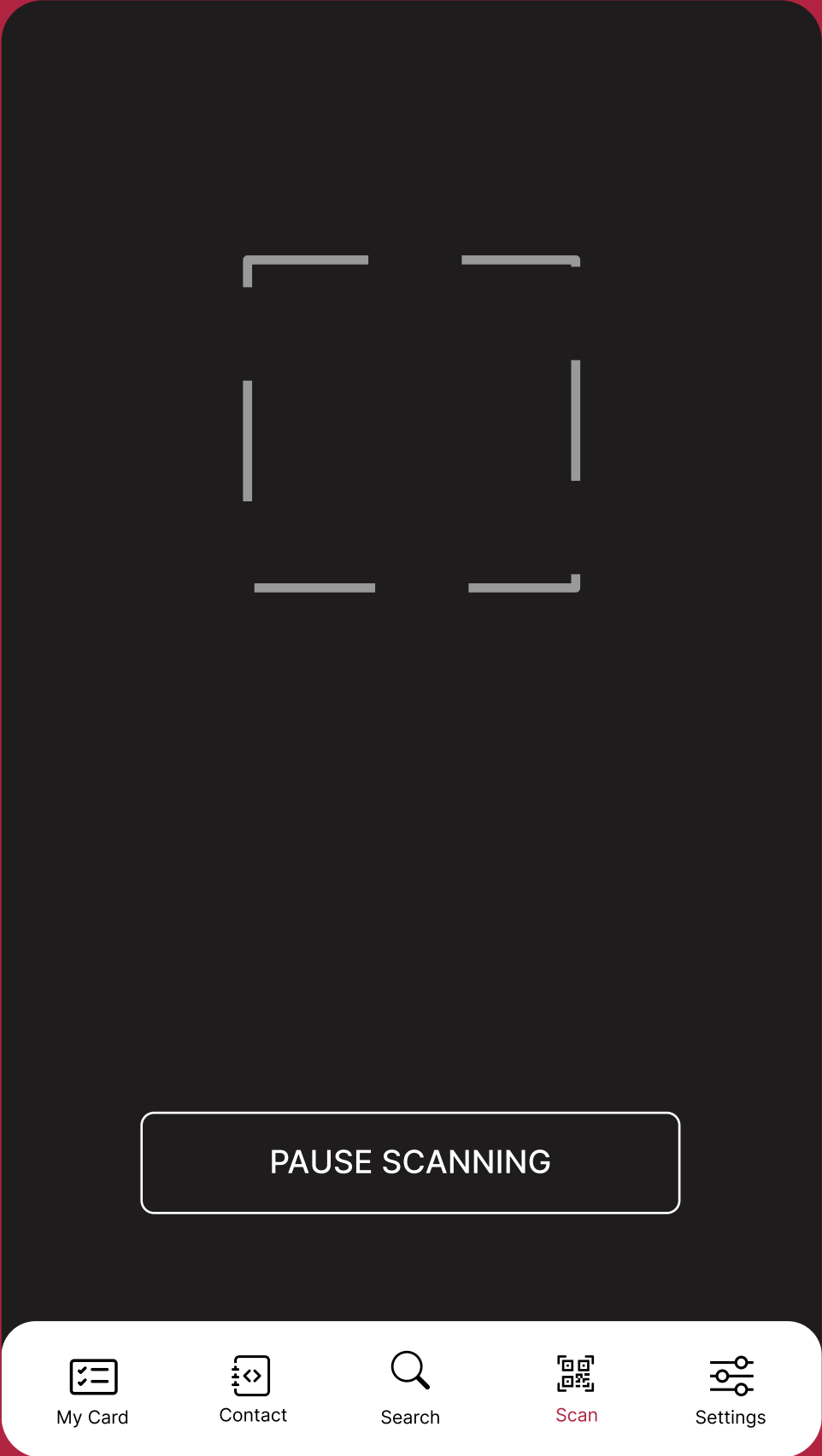
Skills >

Industries >

RESET

APPLY





LEARNINGS

FINDING WHAT'S RIGHT FOR ME

With the pressure of a tight budget and deadlines, it was difficult to redirect the clients focus from the next feature and onto the customer. We were able to get regular updates from customer support and analytics, but weren't able to gather important qualitative feedback. This made it difficult to help our client make evidence based decisions with ongoing features. This isn't an uncommon issue, and wasn't solved from simply raising these issues in meetings. Running small workshops to discuss feature desirability of customers could have been an effective way to expose important unknowns and encourage directional research.

OUT OF SIGHT AND OUT OF MIND

The introduction of design systems within our agency's workflow was a relatively new aspect of our process and I had underestimated the success of it's adoption. A design system needs constant reference, particularly when operating within teams that see regular change in personnel. A design system's success relies on a dedicated advocate.

THANK YOU FOR YOUR TIME

Design By mohammadazad.com

Have a project in mind?

Contact at iazad@outlook.com

I am ready to create a perfect
APP or Website for your business