

TouchCraft
Digital_____

Transforming ideas into
effortless digital experiences.

Dive into our UI/UX Projects



Avis Saudi

An app for corporate fleet management and end user vehicle management.

[Explore the work →](#)

Better Life

An enterprise solution for resource allocation and management in Nigeria.

[Explore the work →](#)

Other Works

Here are some random works that you may take a look at. *We'd love to show off some more, but unfortunately they fall under strict NDAs (Yeh, we do take those papers seriously!).* So just scroll through these for now.

[Explore →](#)

Spic Laundry

A laundry application with a flexible booking system in Saudi Arabia.

[Explore the work →](#)

PicMob

A utility app to share media for the public with added Social features in US.

[Explore the work →](#)

Project 01 UI/UX Design

Client
Avis Saudi

Year
2021

Location
Saudi Arabia

Type
Enterprise

Process
Rapid Prototyping

Services:

✓ UX Research

✓ Wireframing

✓ Design System

✓ UI Design

✓ Prototype

The Brief

Avis Car Rental and its subsidiaries operate one of the world's best-known car rental brands with approximately 5,500 locations in more than 165 countries. Avis has a long history of innovation in the car rental industry and is one of the world's top brands for customer loyalty.

Avis Saudi is building an integrated system for the management of their cars rented out to corporates. The system will include central management and an app for the end users.

The end user app allows the users within a corporate to manage the vehicles assigned to them as well as lease more vehicles. The app will include several value added features like chauffeur request, roadside assistance, self inspection, traffic violation payments etc.

Our Role

Our role was to figure out solutions to make this app work in such a way that it gives the proper control to the management team, while being user friendly to the end user. The app is a part of the the main Avis system that manages the entire fleet of vehicles leased out to coporates. The app has to include features that makes it convinient for them to manage their vehicles.

A custom dashboard design also has to be created for the management team.

Rapid Design Build

The idea of rapid prototyping was used for this project because of time constraints and to not go into a lengthy research process. Yes, the idea here is to develop a tangible form of the system for quick review. This was done with wireframes.

Once the wireframes were finalised after management and end user review, we went on to develop a design system and finally the prototype. Multiple iteration of usability testing was done on the prototype before handing over to the productions team.

01

Discovery Phase

Multiple sessions were conducted to gather knowledge from all stakeholders. This helped us craft a holistic approach for all requirements. Hi-Fi wireframes were developed to have a clear picture of the system.

02

Rapid Prototyping

Prototyping the final product and testing it in real time was done with inputs and reliable user feedback.

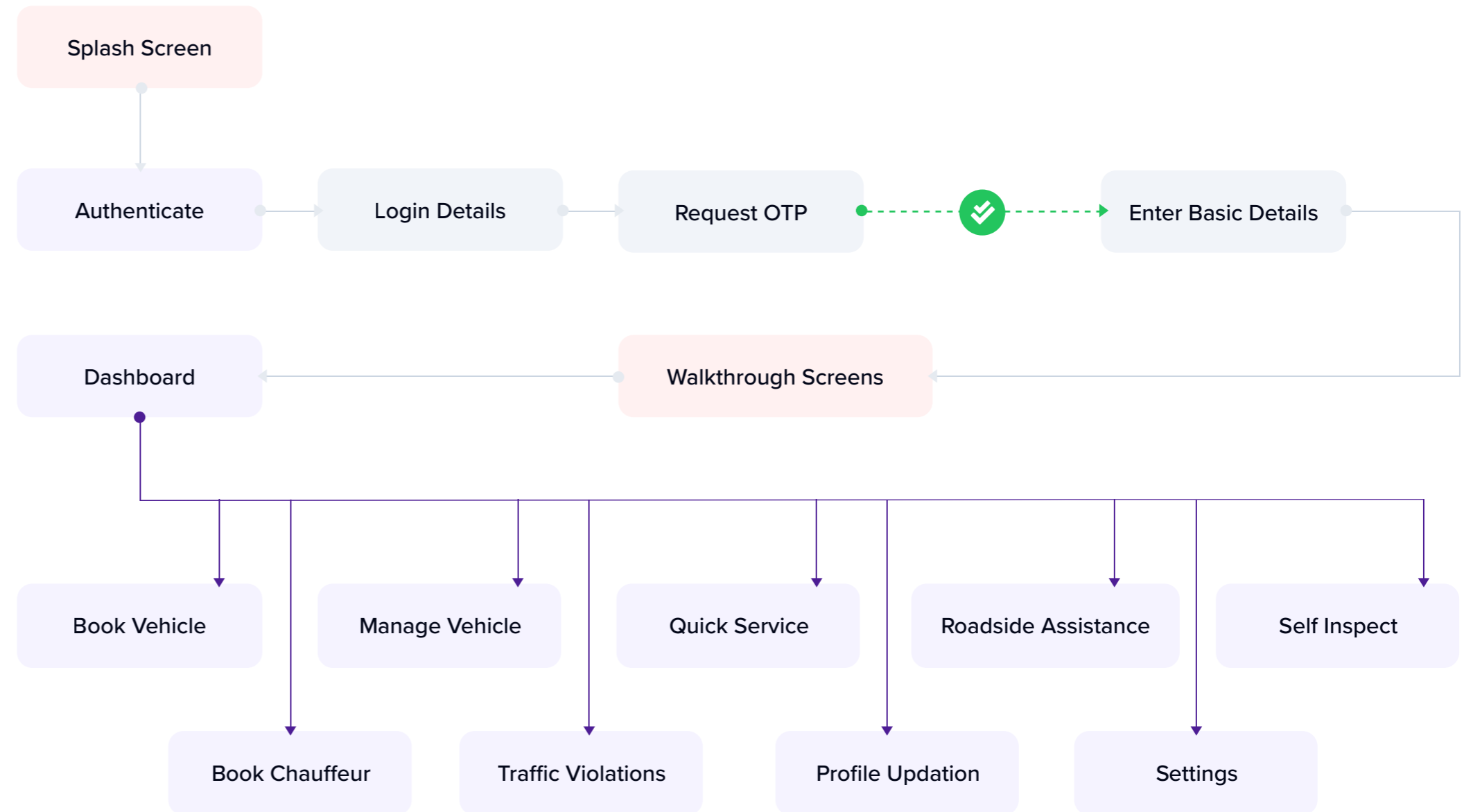
Discovery Phase

Since the whole idea was to rapidly prototype, we jump started the process by doing some quick user research. The user research for the initial part of the project was done by doing a thorough competitor analysis along with specific user interviews.

The project had 2 users to be using the system, the end customers and the admins at the end of Avis. An integrated flow for the system was decided for the final build.

Based on the research it was clear that the system, had to have enough onboarding support for all the types of the users. The admin dashboard in fact would require further features like quick insights.

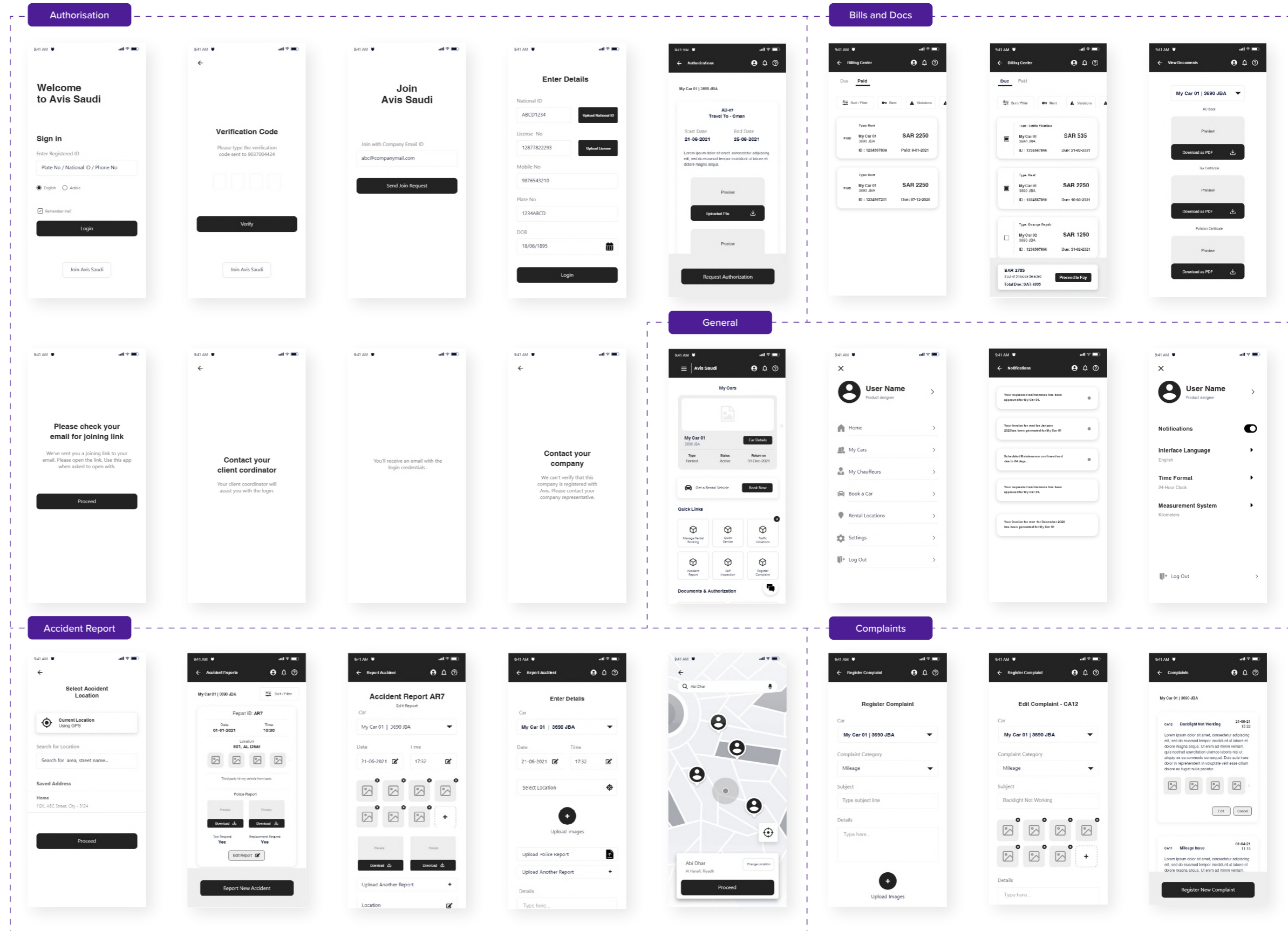
Information Architecture High Level



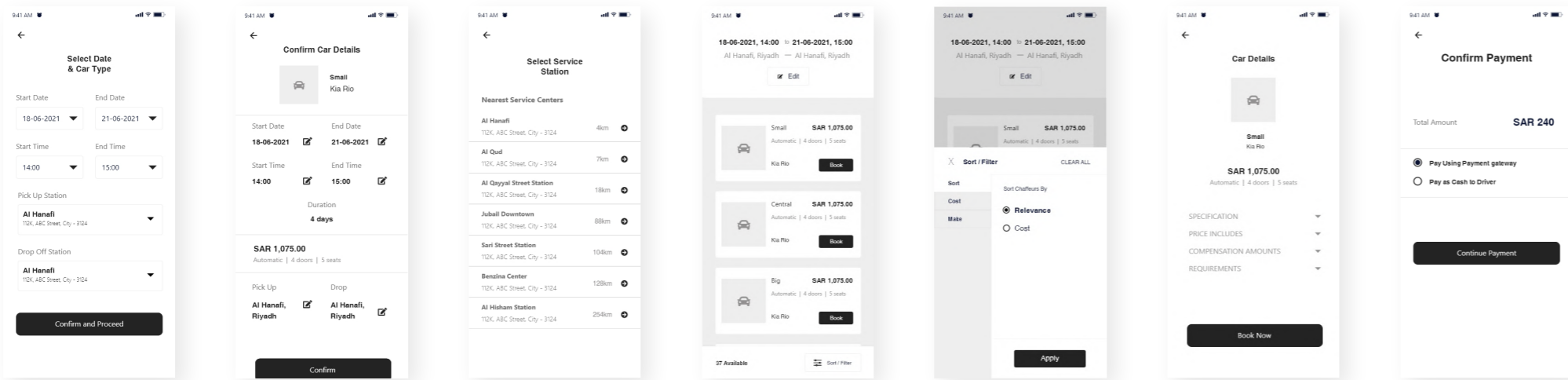
Wireframing

In order to reduce time for actual design build and defining the scope, we quickly went on to the wireframing process. High fidelity wireframes were created and multiple iterations of updates and adjustments were done to finalize the final flow.

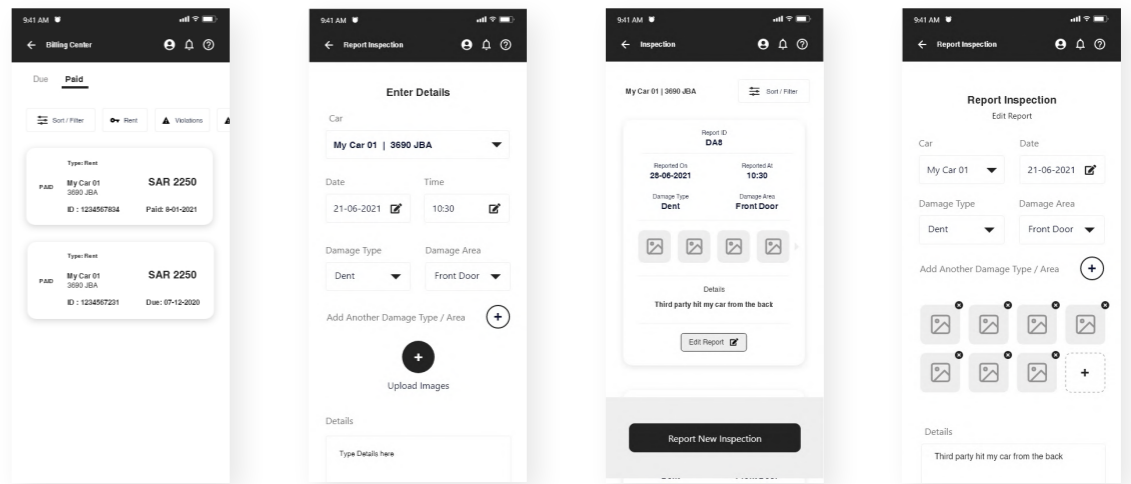
8 Iterations



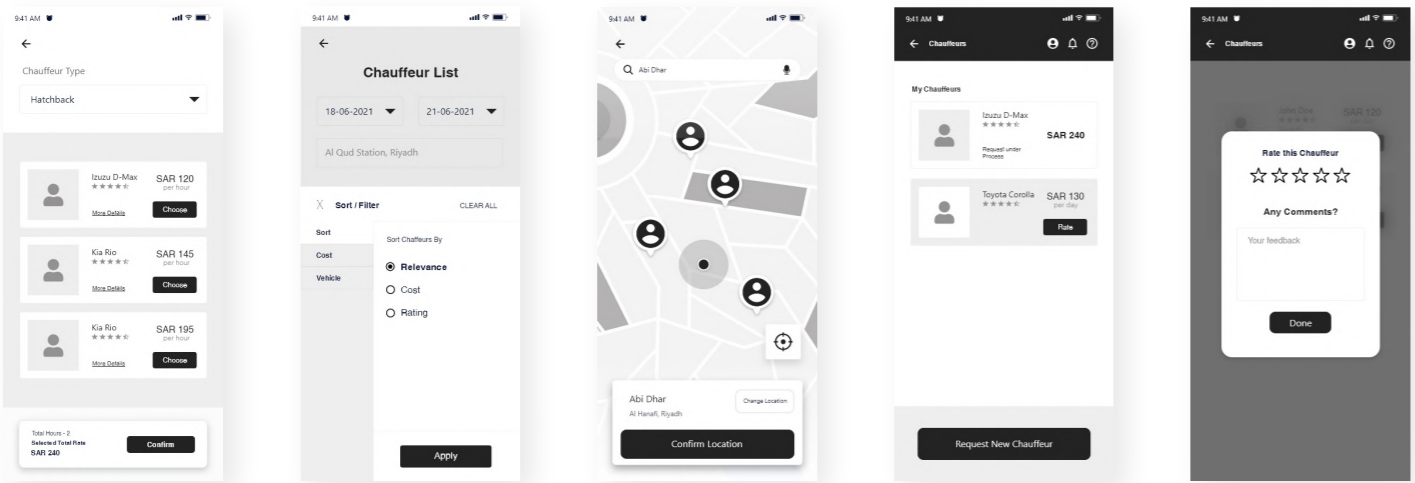
Book Vehicle



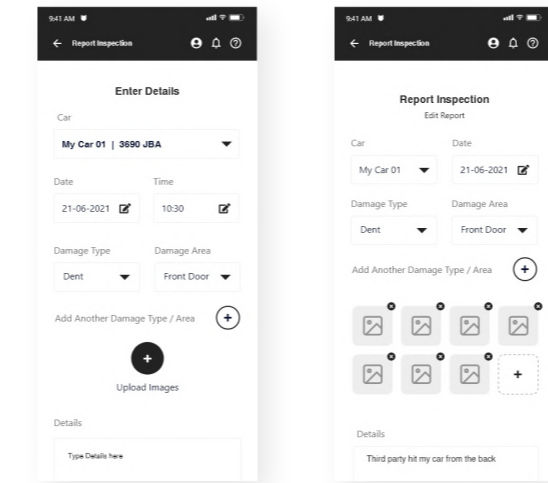
Self Inspect



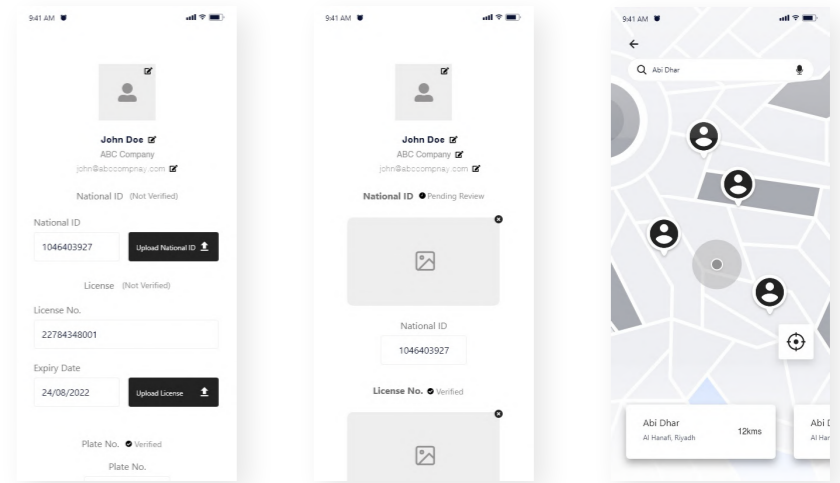
Book Chauffeur



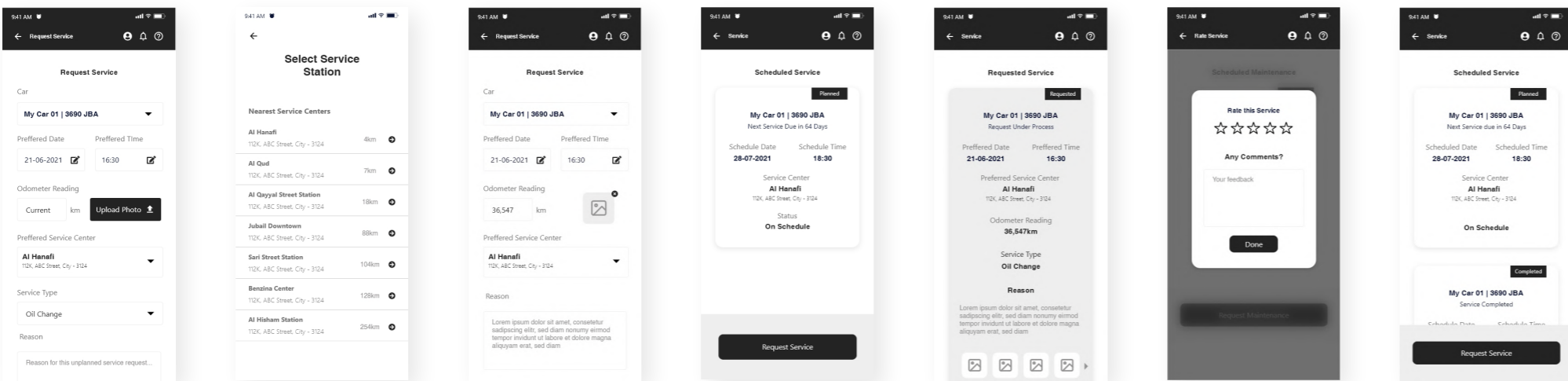
Report Damage



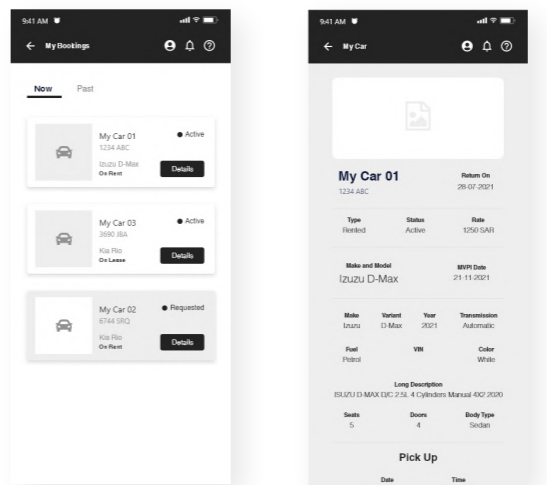
Update Profile



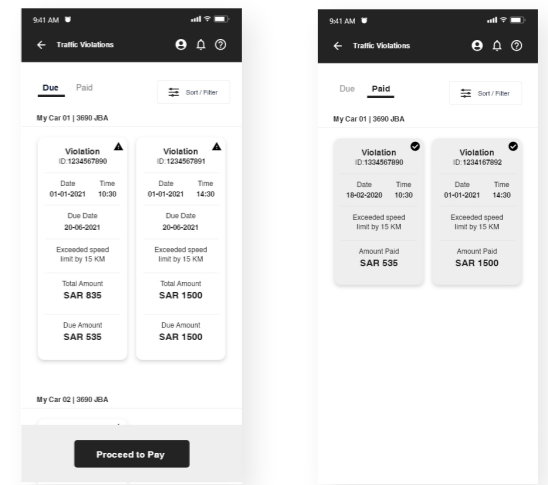
Request Service



Update Profile



Traffic Violation



Rapid Prototyping

Once the stakeholders were entirely satisfied with the flow and workings of the wireframe, we moved on the next steps. This step included 2 steps as follows.

01 Creating a Design System

In order to make a scalable application that can be used various environments, we created a design system that can be extended for multiple uses in line with their brand guidelines.

02 Designing the Prototype

The prototype gives the exact final look and feel of the end product. The prototype was built with Adobe XD with interactions so that it not only looks good but also gives a clear idea of the final functionalities and how they work.



Typography

Lato

Primary Heading 24pt Bold

Secondary Heading 17pt Bold

Section Header 13pt Bold

Input Label 17pt Bold

Placeholder 13pt Regular

Input Sub Label 12pt Regular

Paragraph 16pt Regular

Icon Set



Car Booking



Service



Accident



Traffic Violation



Doors



Damage



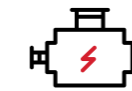
Complaint



Documents



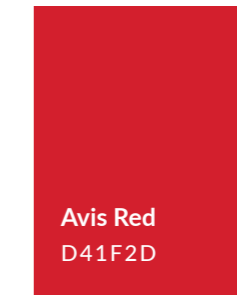
Authorization



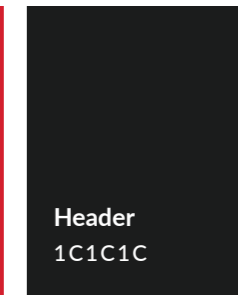
Engine

Colors

Primary Color



Avis Red
D41F2D



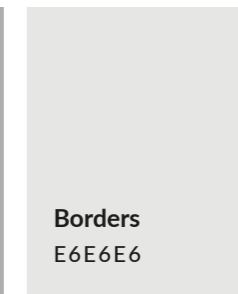
Header
1C1C1C



Paragraph
636363



Placeholder
AFAFAF

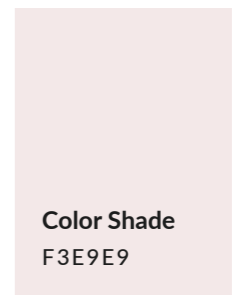


Borders
E6E6E6

Secondary



Grey Shade
F9F8F8



Color Shade
F3E9E9

Components

Primary Button Secondary Button

Button 01 Button 01

Filter by Rating

★★★★★ 5 stars ★★★★☆ 4+ stars

★★★☆☆ 3+ stars ★★☆☆☆ 2+ stars

★☆☆☆☆ 1+ stars

Plate No*

1234ABCD

Mobile No*

9876543210

Date of Birth*

18/06/1895

Wed, May 2021

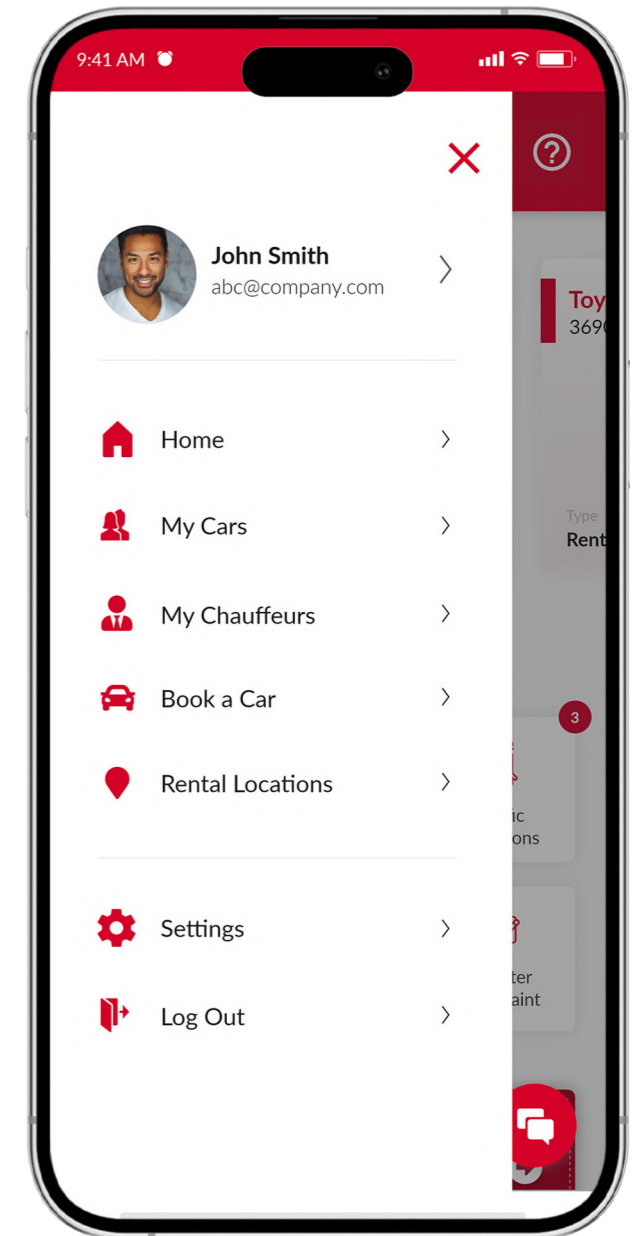
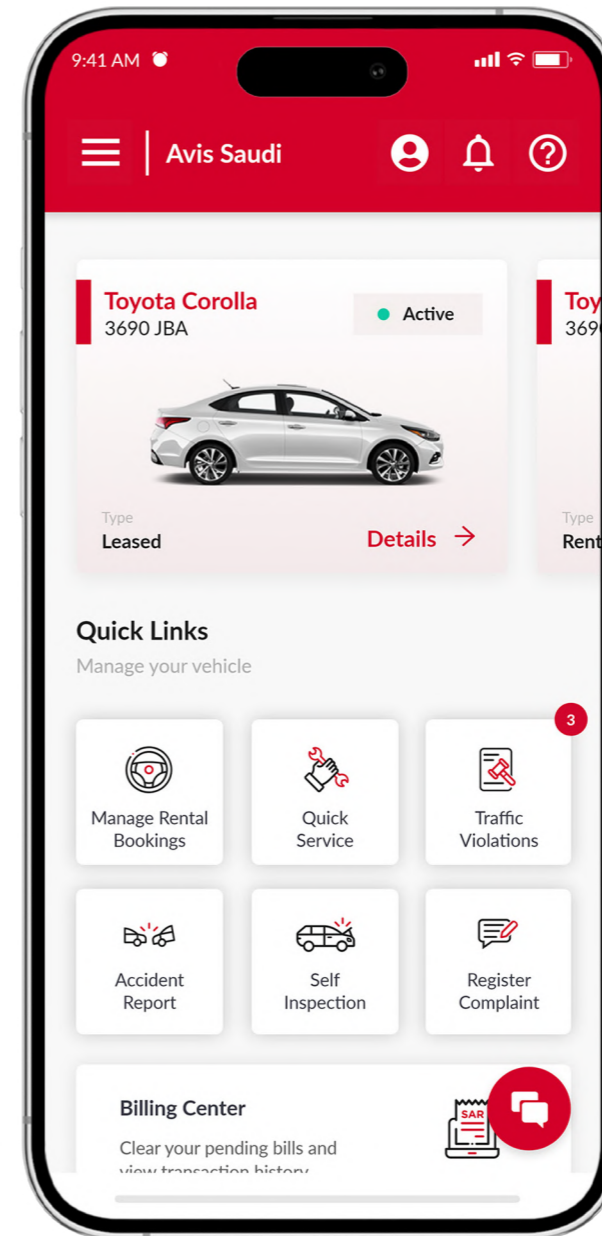
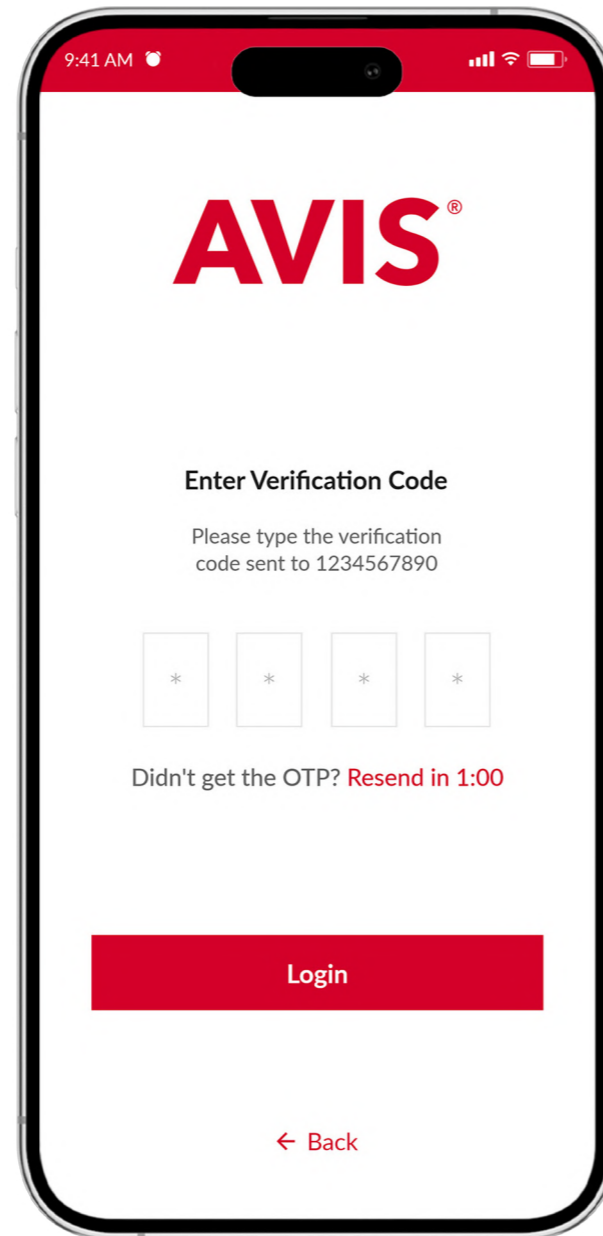
May 2021

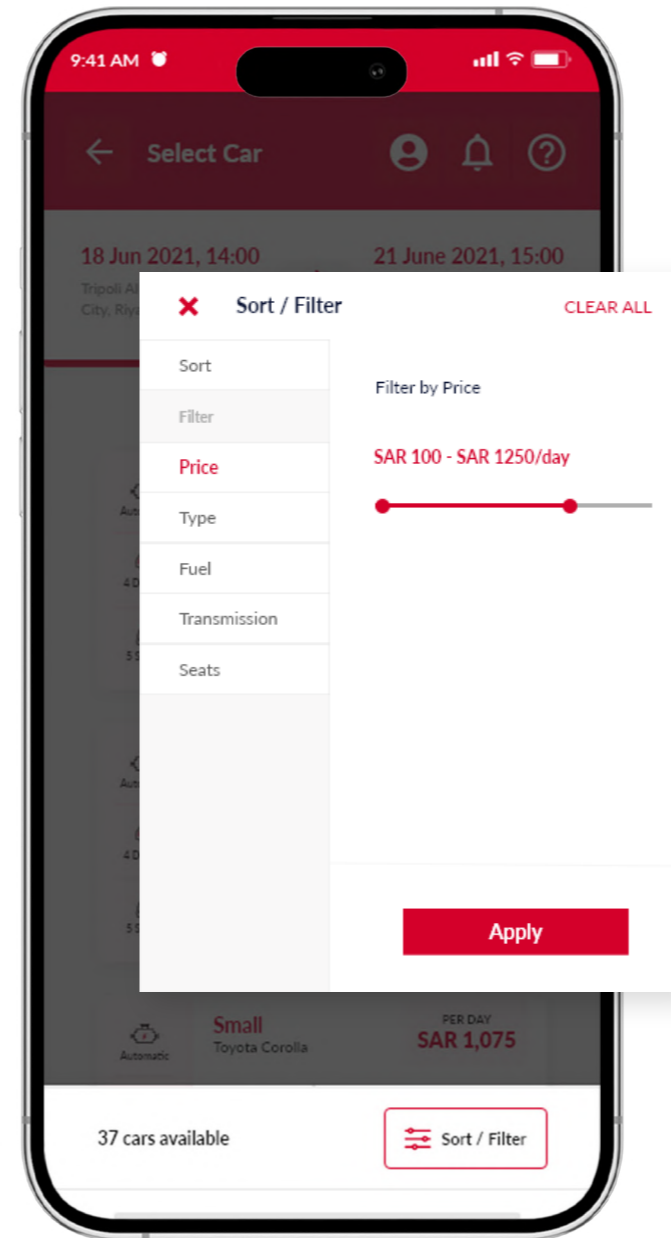
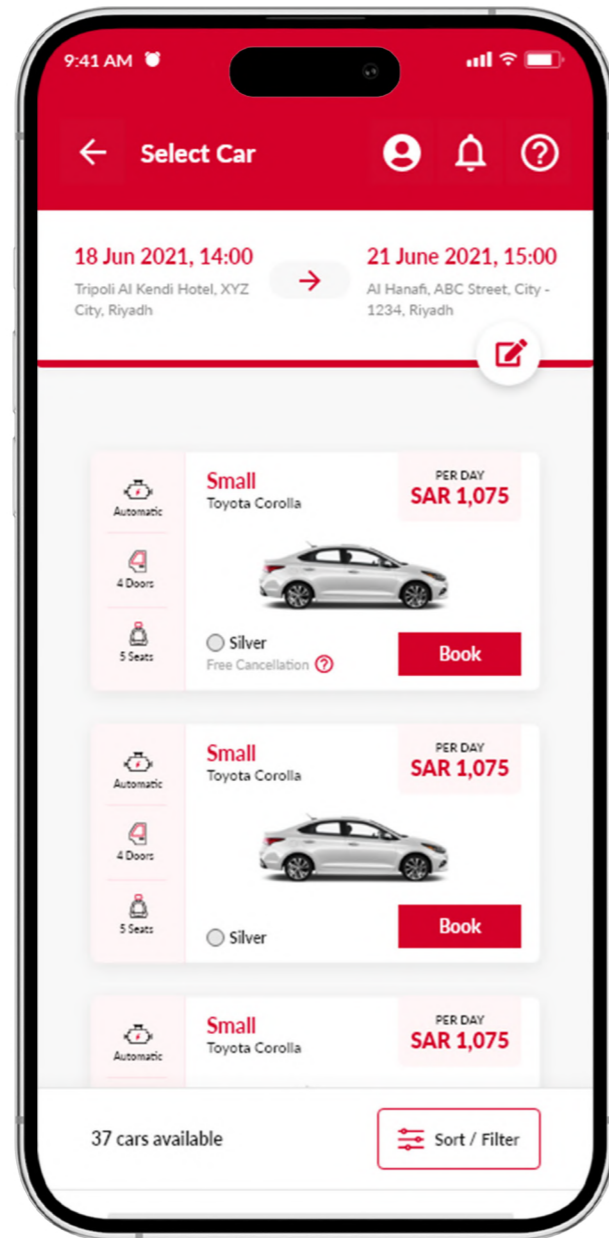
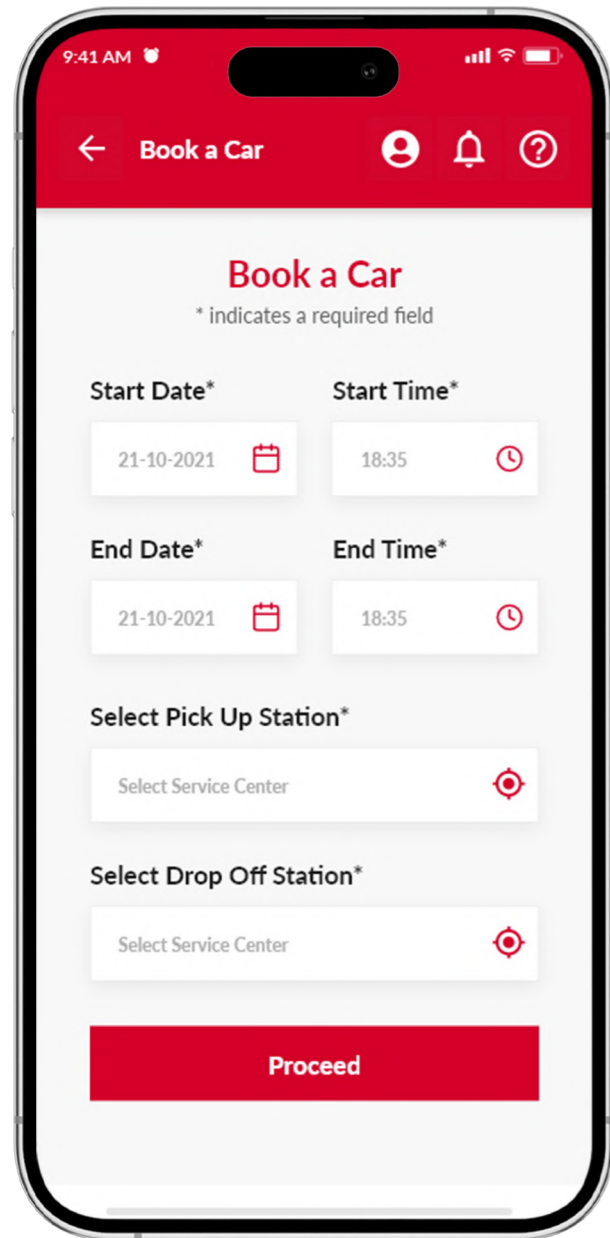
S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

CANCEL OK

Main Screens

The main screens for Avis including the authentication, dashboard, menu and onboarding screens. The dashboard brings together all the features of the app.



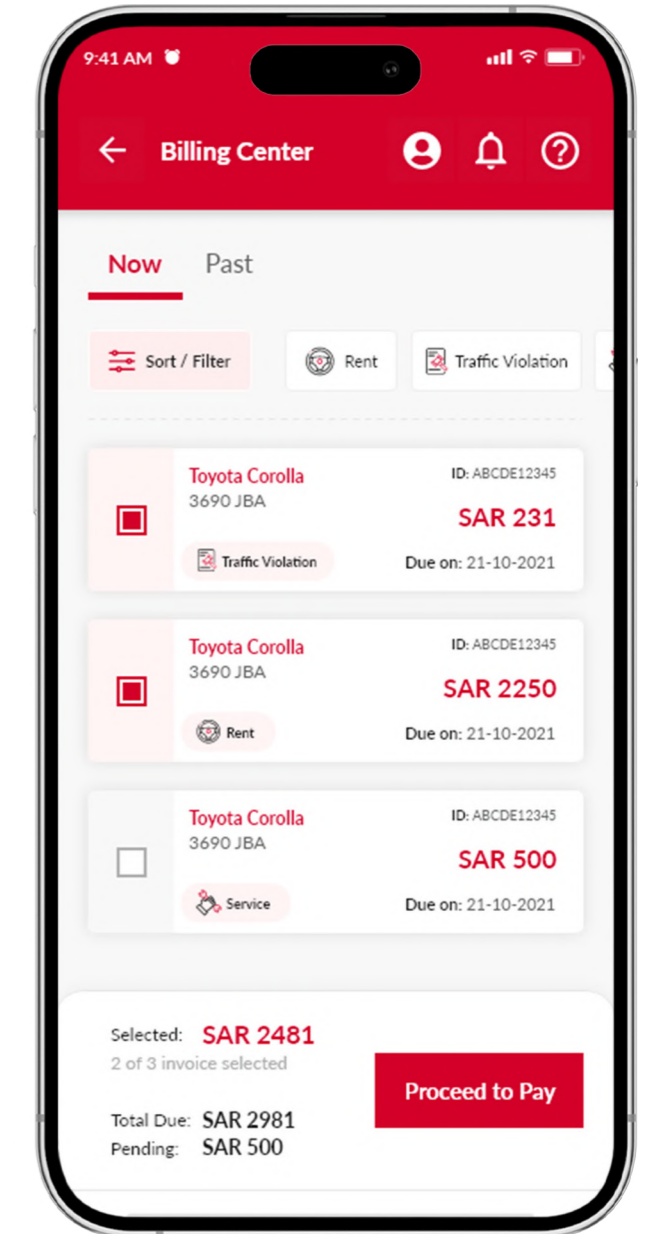
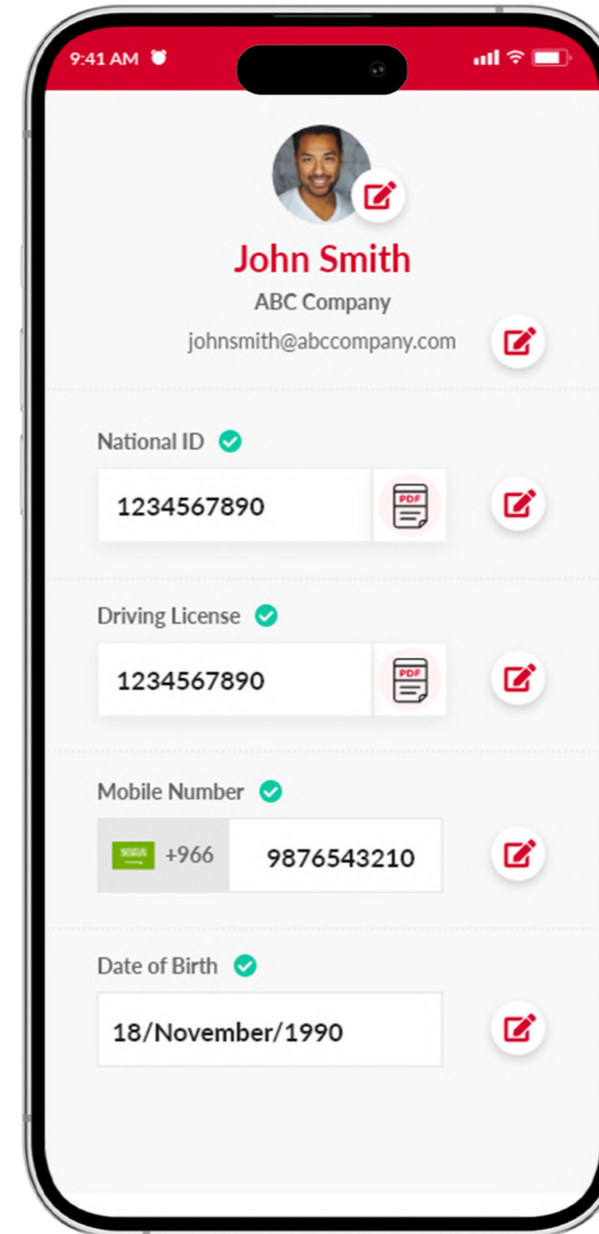
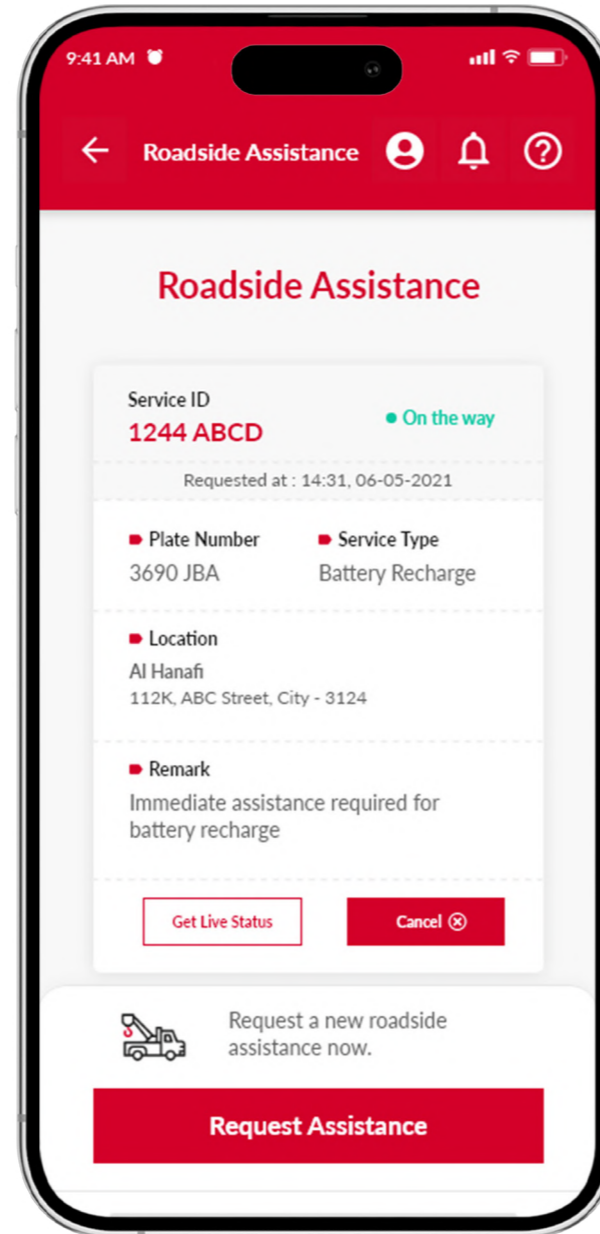


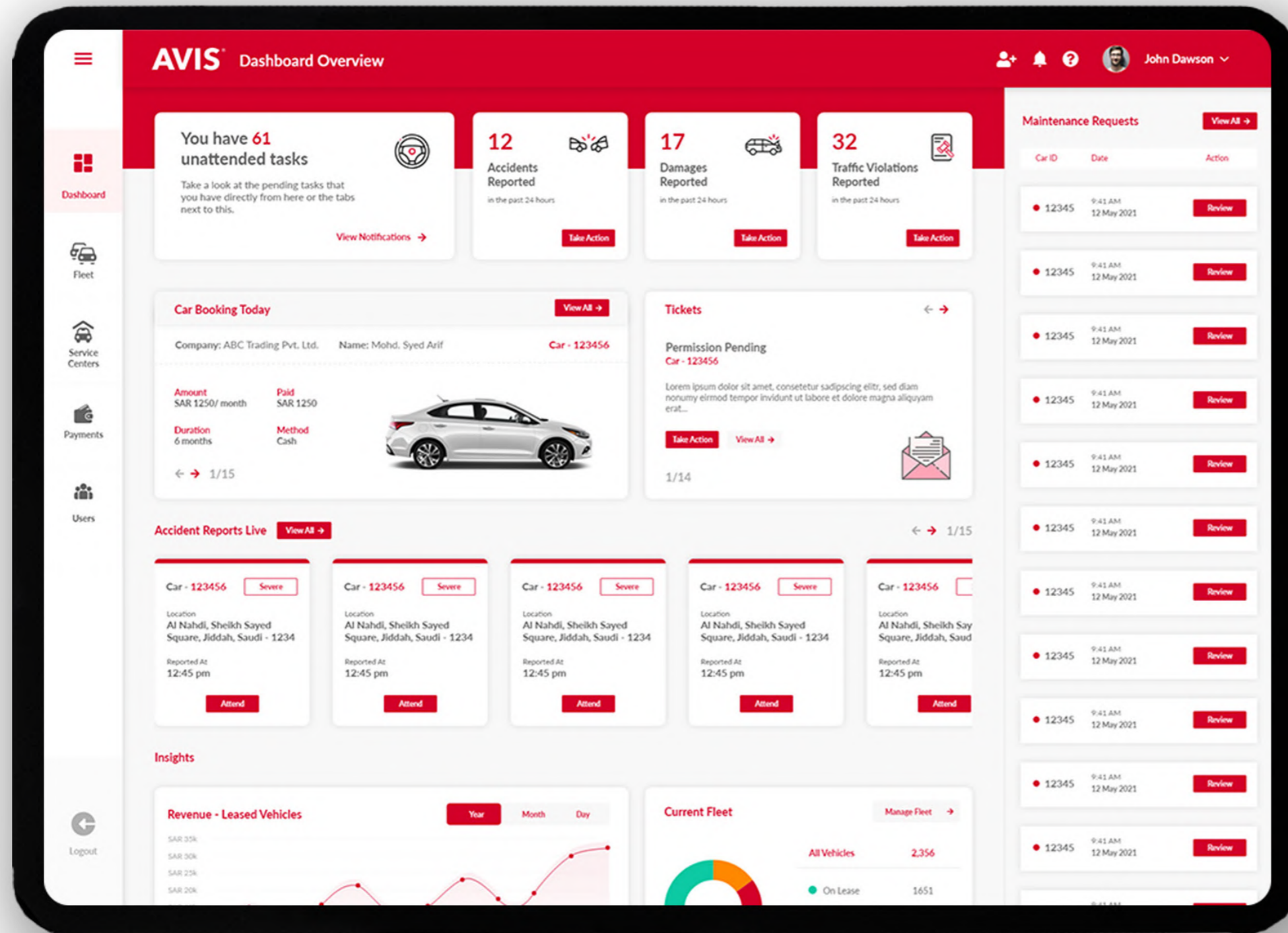
Booking System

The booking system allows the end user to book new vehicles based on their preferences. The design gives the user option to pin point their exact requirements and take action.

Other Features

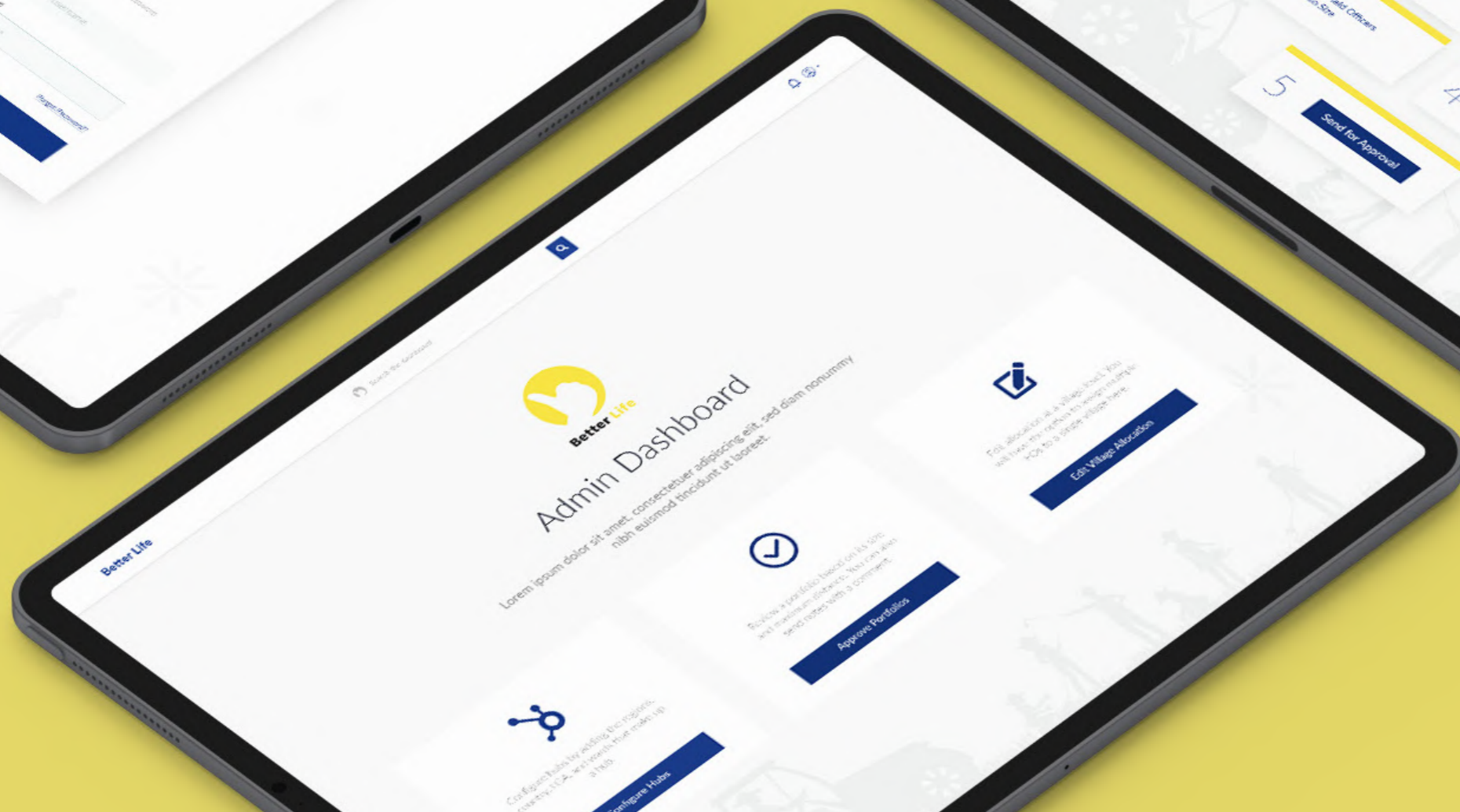
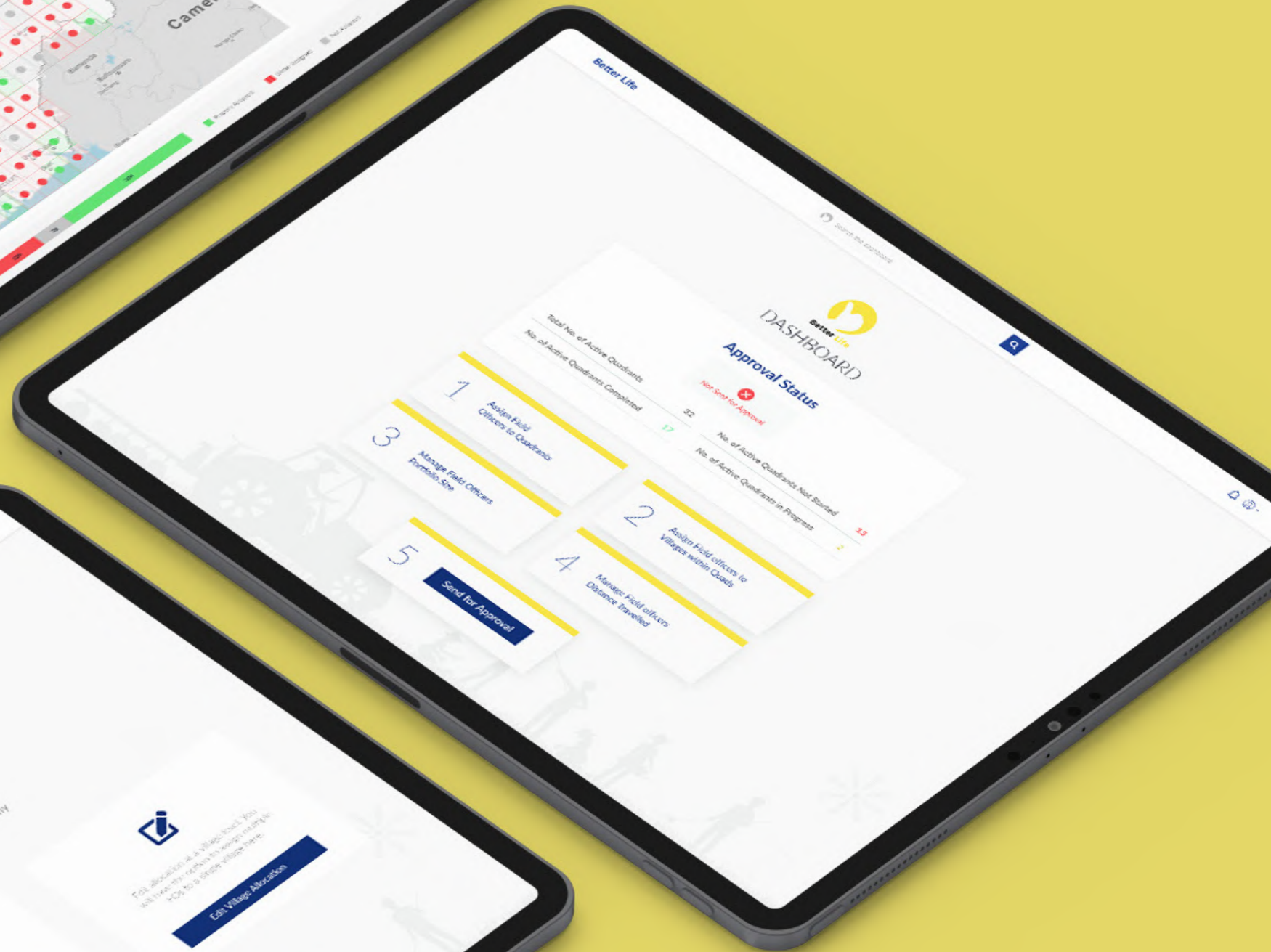
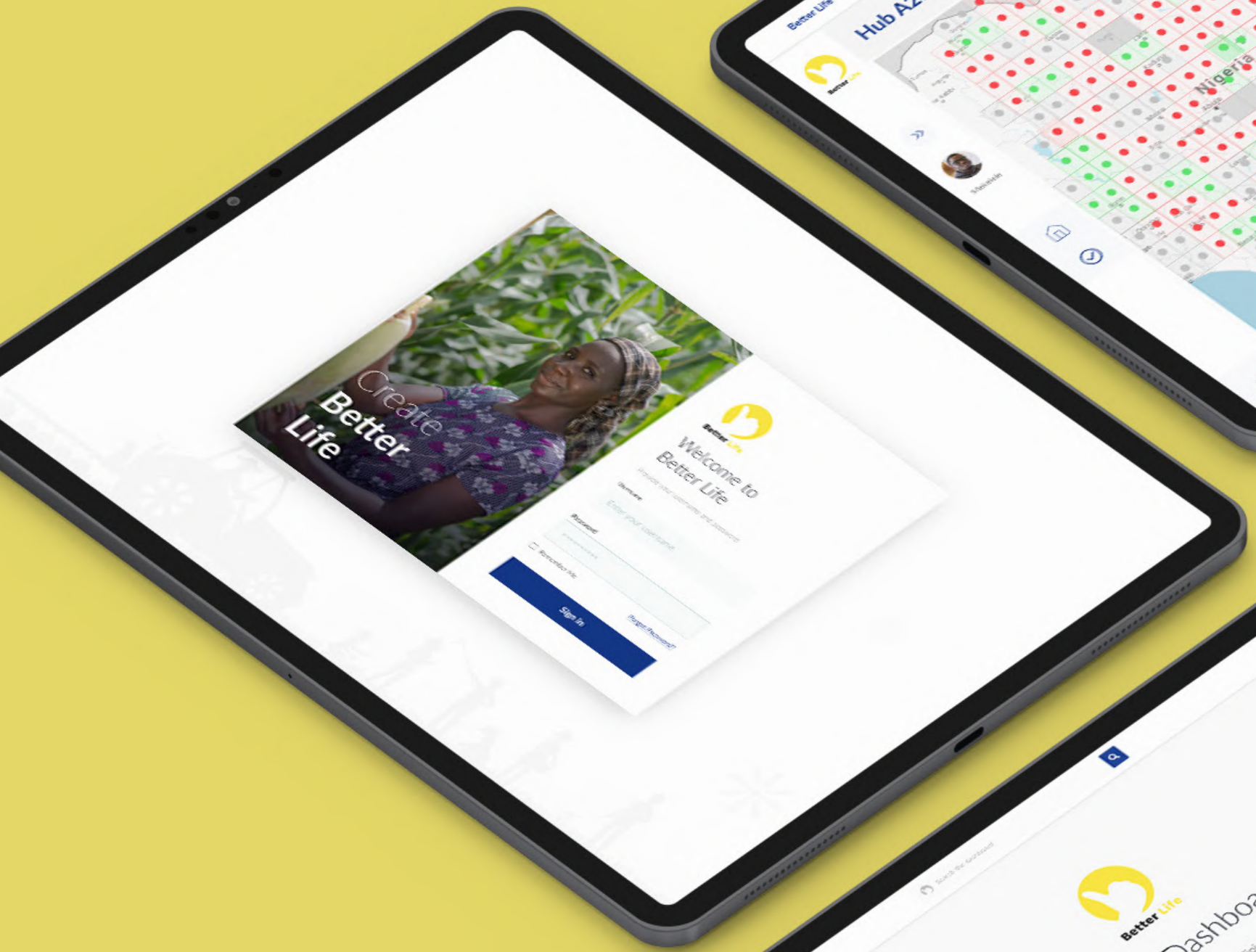
The app itself has plenty of features like roadside assistance, consolidated billing center, traffic violation payments, service request, booking chauffeurs, managing vehicles and lot more.





Admin Panel

A custom admin panel for integrating all of the backend data. This also extends into features like smart insights for seamless management of the large fleets by the admin.



Project 02 UI/UX Design

Client

Better Life

Year

2021

Location

Nigeria

Type

Government

Process

Rapid Prototyping

Services:

✓ UX Research

✓ Wireframing

✓ UI Design

✓ Prototype

The Brief

Better Life is a non-profit organisation aimed to create an emergence of a well-informed community participating effectively in the process of farming development and the promotion of family values, and as a result, living better.

To achieve this, they run several programmes aimed at empowering farmers within Nigeria as well as extending to parts of the African Continent.

They plan to implement a central system to manage the various programmes for the farmers at multiple levels supported by a management team. To do so, Better Life requires a management system where they can allocate resources in a very efficient manner. The system had to assign programmes to Field Officer through their management team.

Our Role

The web based application planned for Better Life was a complex concept with multiple resources to manage. The parameters for managing the same was also very extensive. In order to achieve this system, we had to breakdown the project from its initial scope and work out ways to implement a seamless experience to the management team. Our role was to design and improve upon the existing concept making it easy for the management team to operate with a web based approach. We also had to make sure that the project is also scalable so that it can include the entire Continent if required.

Rapid Design Build

The project began with some limited sketches of the system running. We needed to get up and running very quickly so as to make sense of the concept. We did so with an extended discovery phase followed up by quickly building wireframes in an interactive manner.

This enabled us to figure out a working flow for the entire system. The system was so complex it took a couple of months to get there. Once a solution was arrived, we moved on to the prototyping phase with the final product coming into light after further calibrations.

01

Discovery Phase

Multiple sessions were conducted to gather knowledge from all stakeholders. This helped us craft a holistic approach for all requirements. Hi-Fi wireframes were developed to have a clear picture of the system.

02

Rapid Prototyping

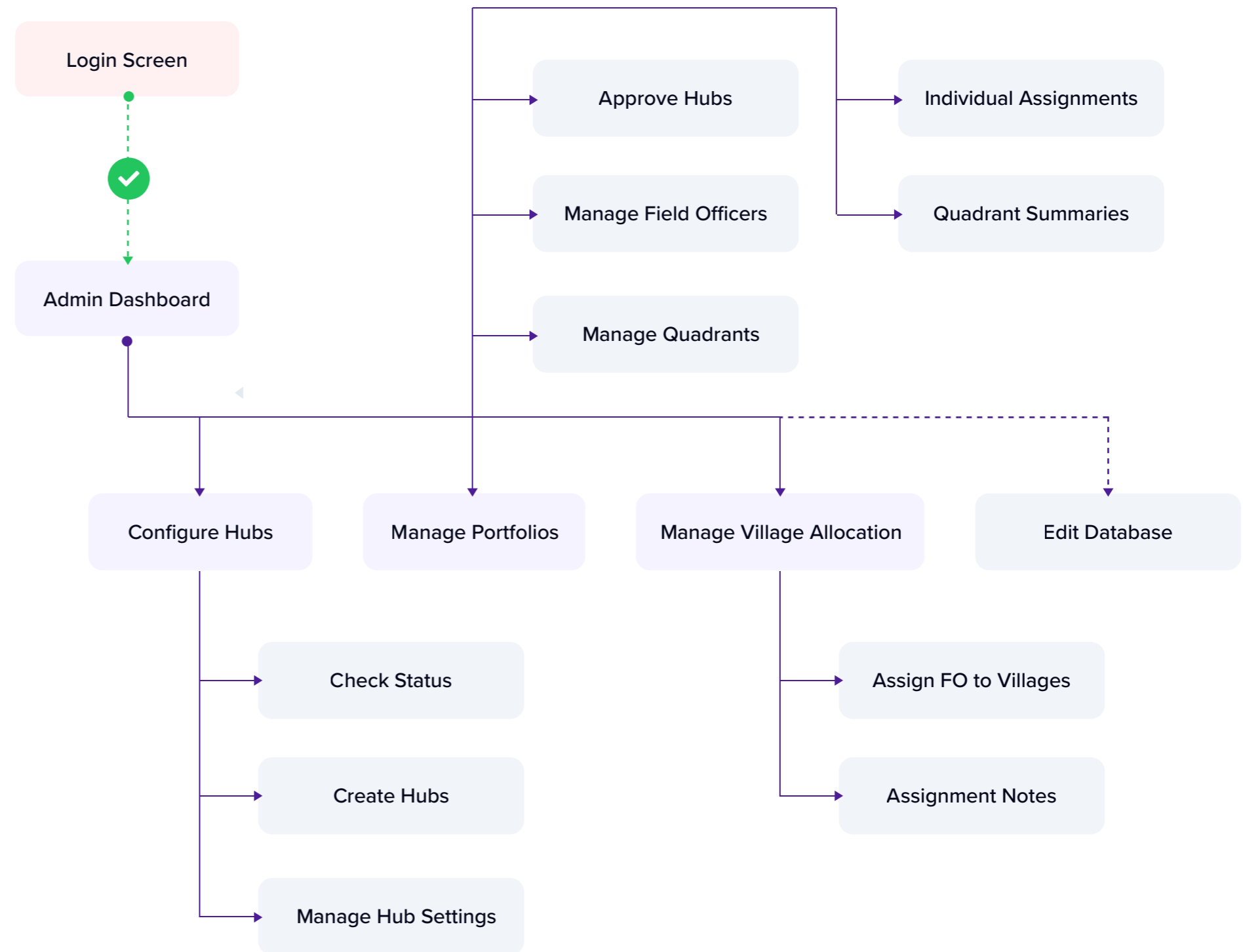
Prototyping the final product and testing it in real time was done with inputs and reliable user feedback.

Information Architecture

High Level

The information architecture gave further simplicity to the entire process. Now the system split Africa into grids. Each grid had a specific dimension based on the resources within. Hubs and villages were defined within this grid.

The architecture allows multiple users with different types of authorization to interact with the system. Actions can be made for allocating Field Officers, defining hubs and villages, approving allocations, custom editing allocations and much more.



User Personas





A user persona is a fictional representation of a specific user or user group that is created to understand and empathize with the needs, goals, behaviors, and preferences of the target audience. It helps in designing our application by considering the users' perspectives and tailoring the experience to meet their expectations.

We created multiple user personas for the project.



Makelele is an experienced administrator working for the Nigerian Ministry of Agriculture. He aims to improve farmer allocation and training in Nigeria through the Better Life application.

Demographics

-  Age: 43
-  Gender: Male
-  Location: Lagos, Nigeria
-  Job: System Admin

Goals

1. **Efficient Farmer Allocation:** Mekelele wants to streamline resource allocation to farmers, ensuring they receive necessary resources promptly.
2. **Effective Training Programs:** Amina aims to organize and track training sessions, monitor farmers' progress, and ensure the effectiveness of training programs.
3. **Data-Driven Decision Making:** Amina seeks to gather and analyze data to make informed decisions about resource allocation and training strategies.

Tech



Challenges

1. **Limited Resources:** Mekelele must manage scarce resources effectively.
2. **Communication and Connectivity:** Amina operates in areas with limited internet connectivity, necessitating offline functionality for data synchronization.
3. **Stakeholder Coordination:** Amina collaborates with various stakeholders and needs effective communication among them.

User Personas





There were multiple user personas created as per the requirement of the project. There were multiple types of users with different goals. Hence we created these to align our project in the right direction.

A couple of samples only shown here.



Musa is a dedicated field officer working for the Better Life application in Nigeria. He holds a degree in Agricultural Engineering and has a passion for working directly with farmers to improve their livelihoods.

Demographics

-  Age: 28
-  Gender: Male
-  Location: Abuja, Nigeria
-  Job: Field Supervisor

Goals

1. **Farmer Engagement:** Musa is motivated to engage with farmers on the ground, build relationships, and understand their specific needs and challenges.
2. **Training Implementation:** He aims to effectively implement training programs designed by the admin team.
3. **Data Collection:** He recognizes the importance of accurate data collection for decision-making and program evaluation.

Tech

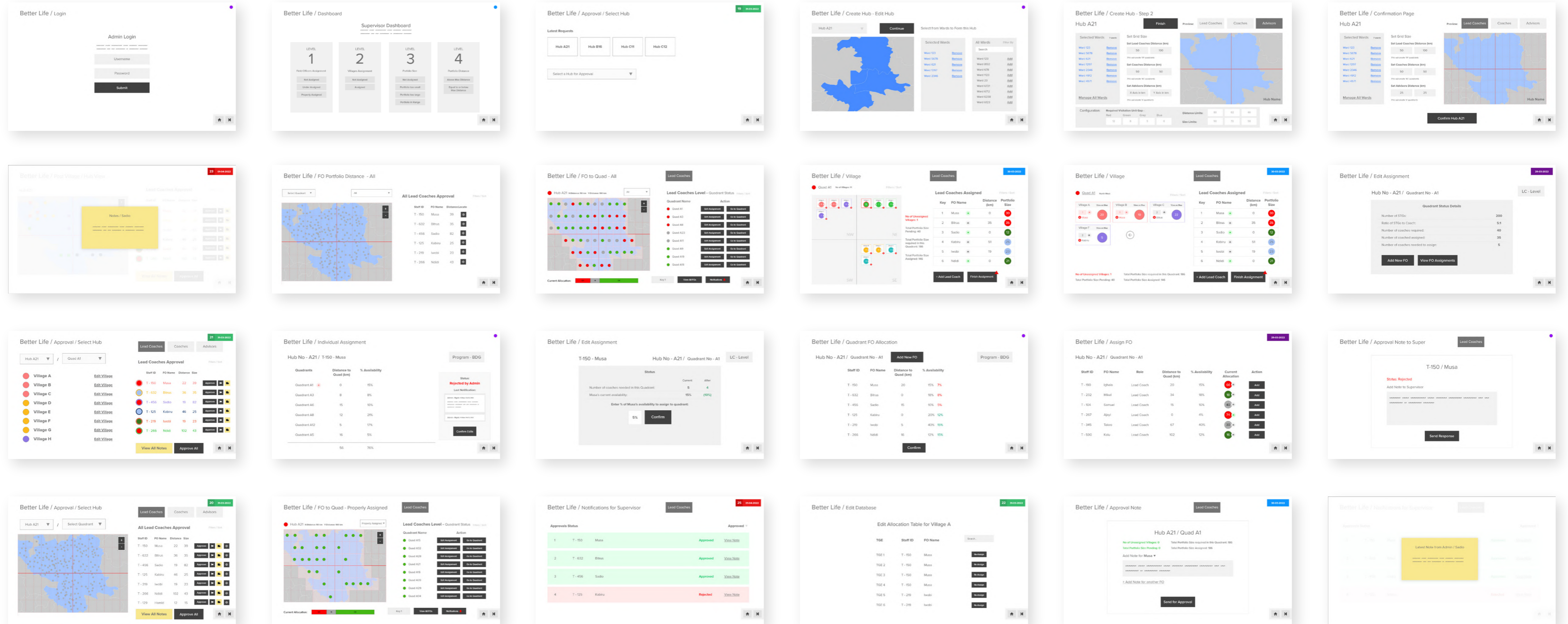


Challenges

1. **Limited Resources:** Musa faces the challenge of limited resources in rural areas, such as access to quality seeds, fertilizers, and machinery.
2. **Language and Cultural Barriers:** He often interacts with farmers who speak different local languages and have diverse cultural practices.
3. **Technical Support:** He may encounter technical challenges related to the Better Life application or the use of agricultural technologies.

Wireframing

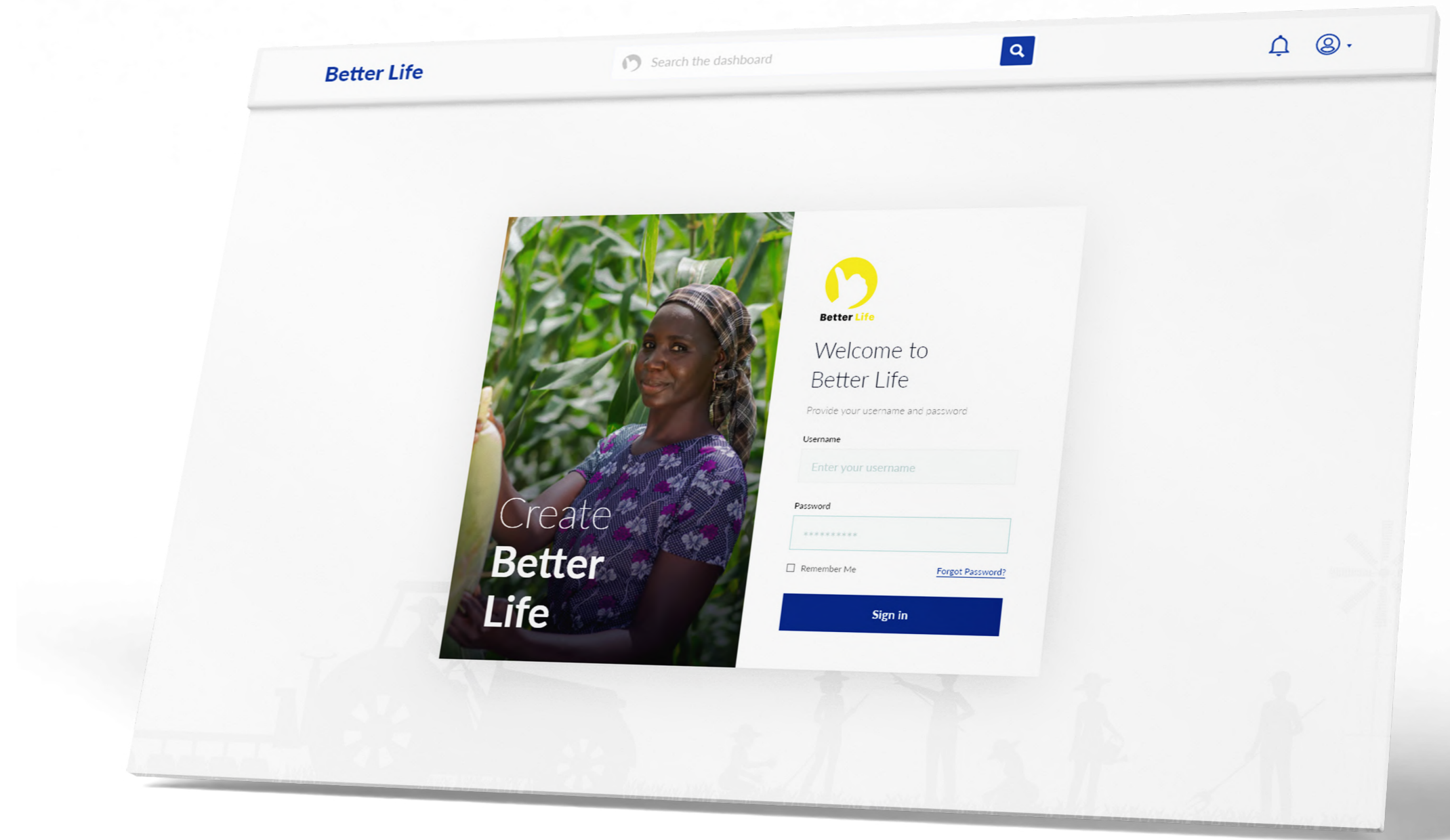
8 Iterations



Rapid Prototyping

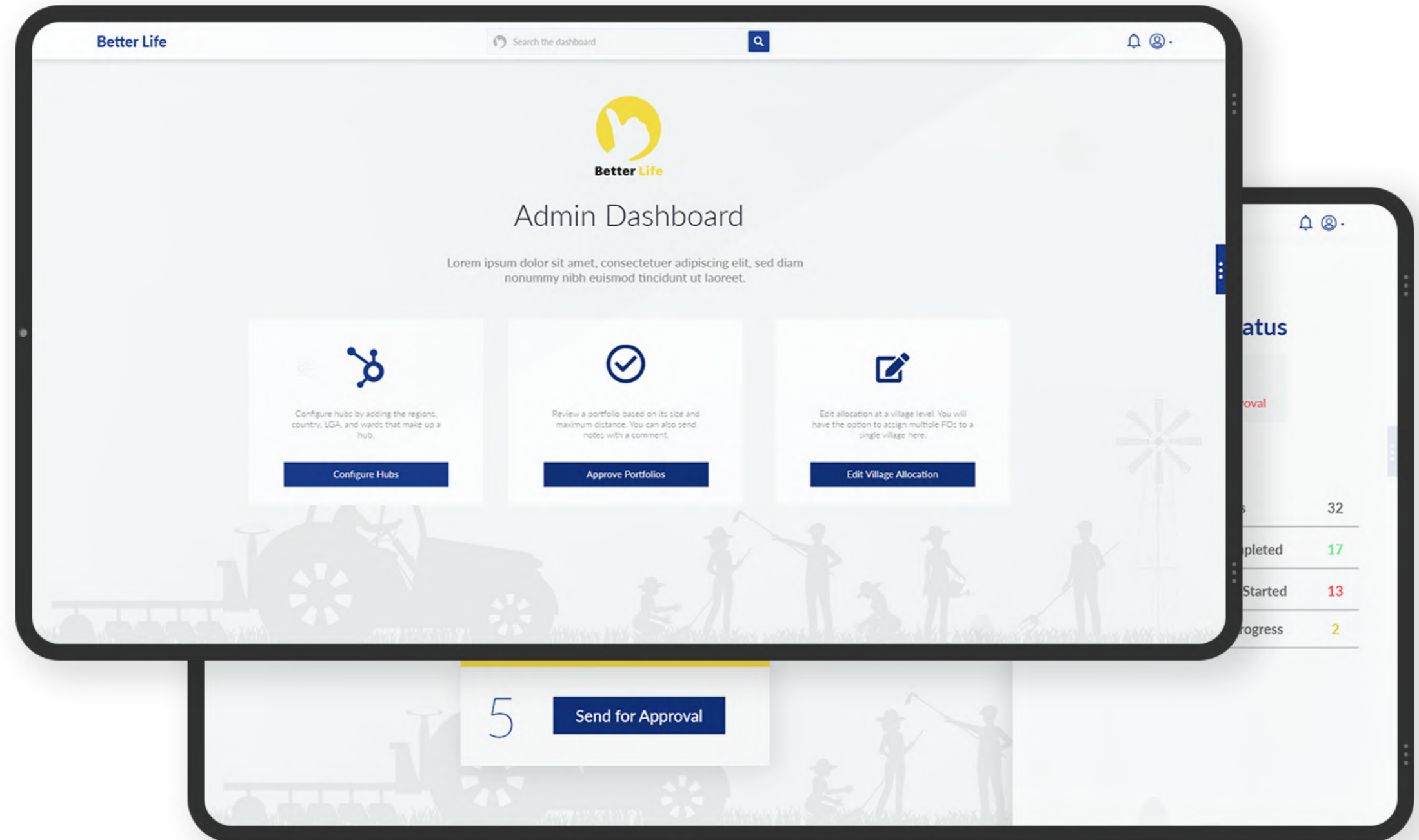
Once the stakeholders were entirely satisfied with the flow and workings of the wireframe, we moved on to building the prototype for the application.

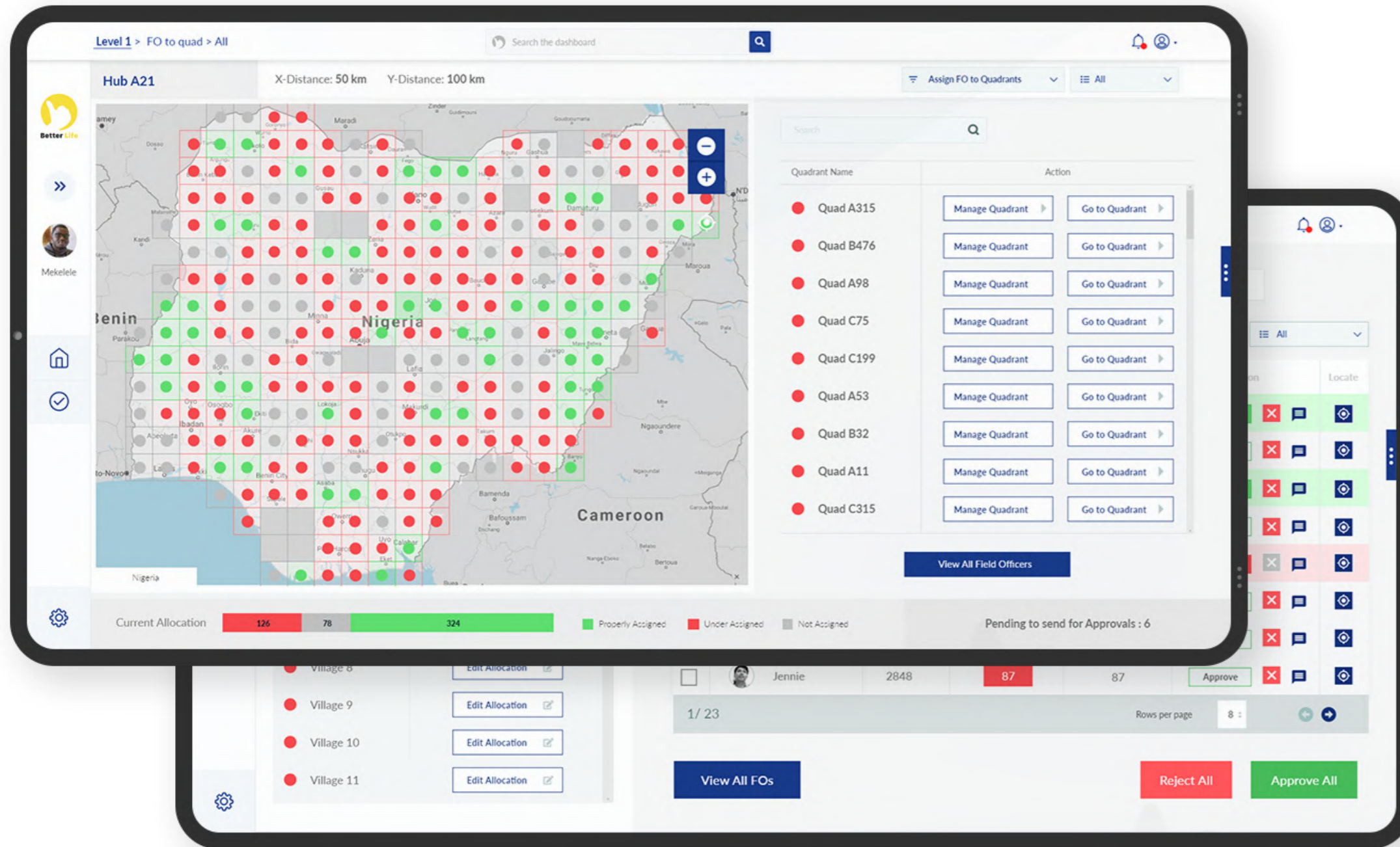
We used the existing brand guidelines to implement the system. We used Adobe XD to make the whole process interactive and to help with collaborations and live reviews.



Multi Level Authentication

Since the application had to be used by different people, a multi level authentication was designed for the system with custom authentication to various users.



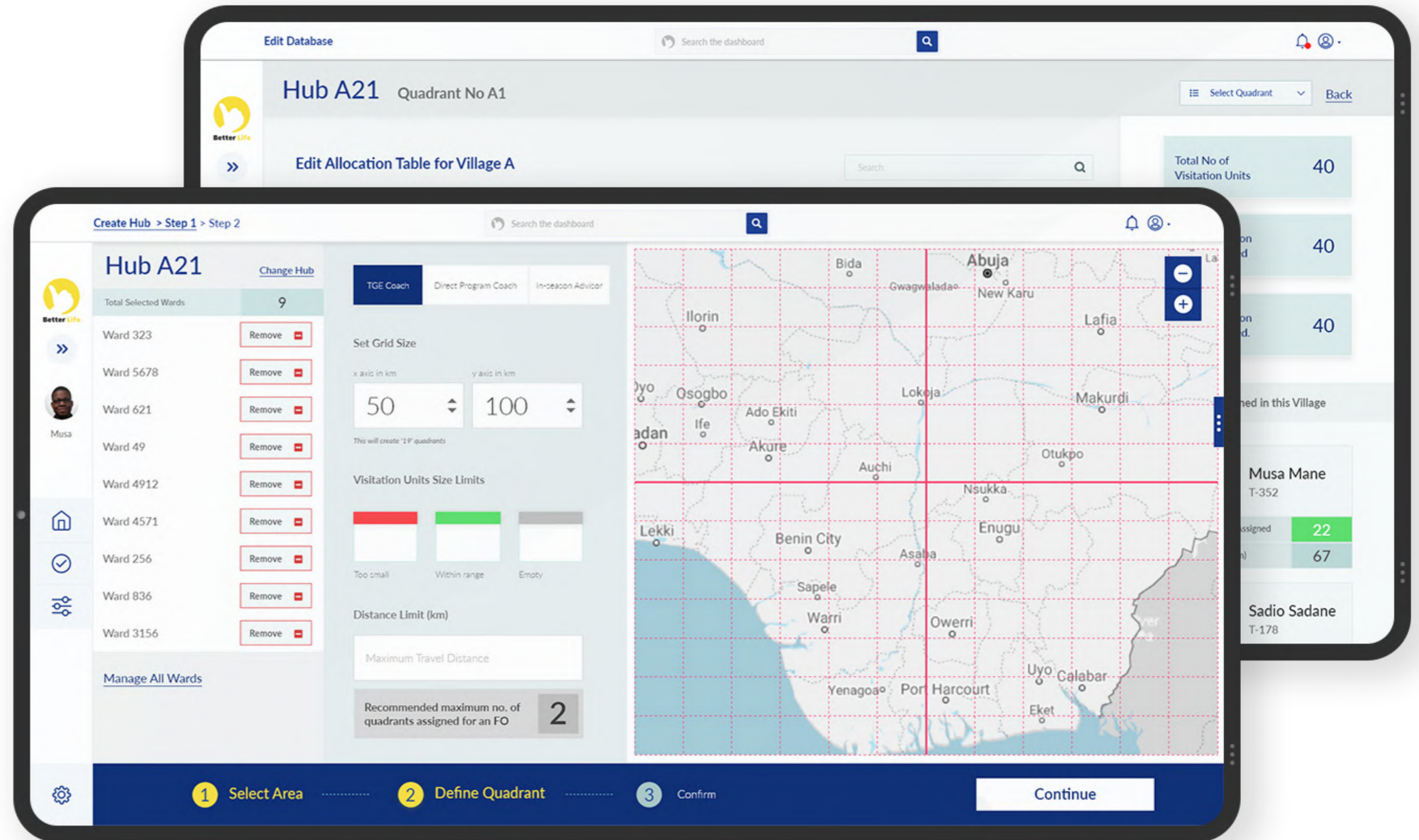


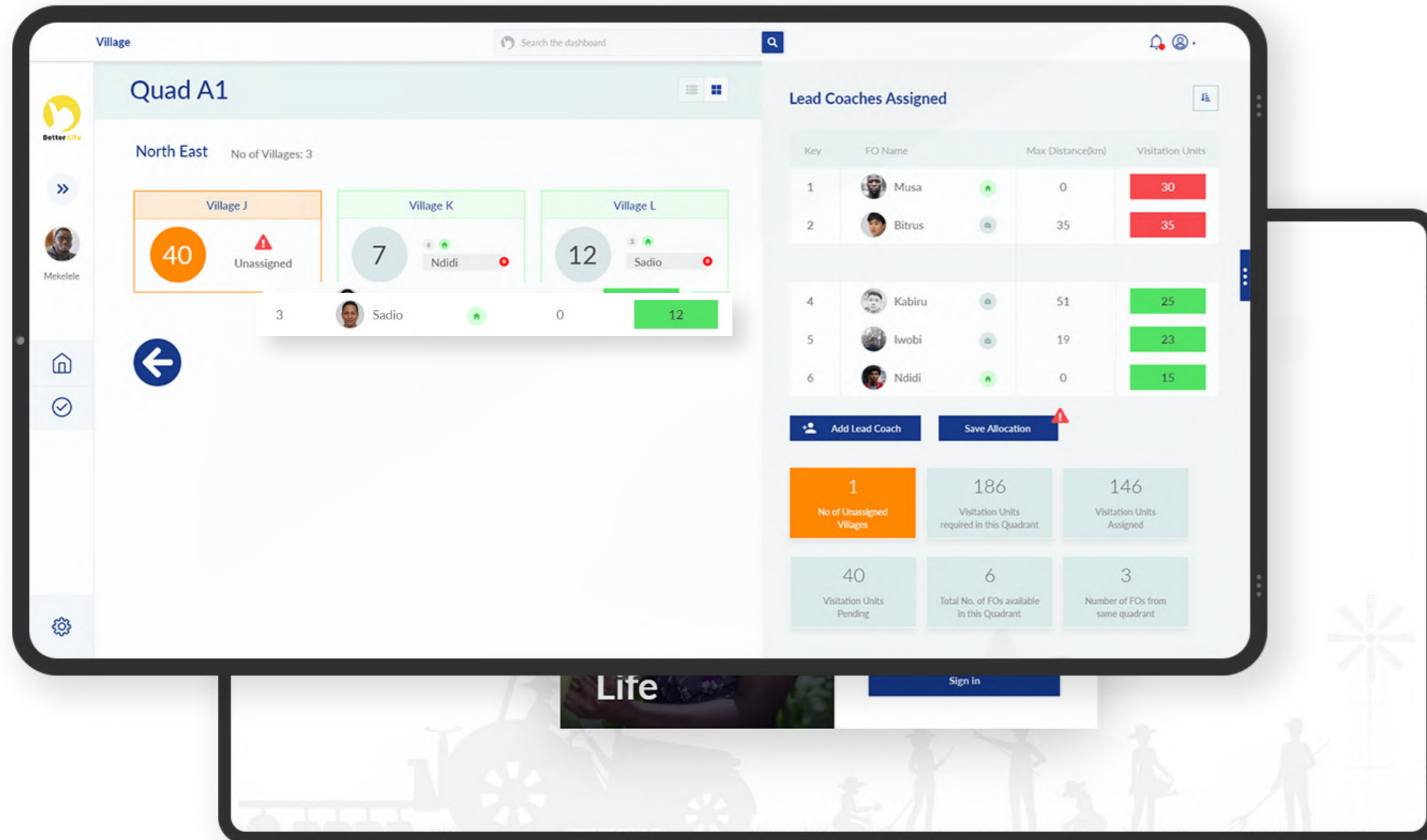
Manage Hubs

Essentially the project implements it's management on Hubs. Each Hubs had 4 Quadrants. The Quadrants are further divided into villages. The management can be done at any level.

Customize Areas

The areas such as hubs and quadrants can be customized at multiple levels. Each customization will automatically re-adjust the remaining parts so as to ensure accurate data flow.





Manage Resources

We can not only manage and allocate resources at any of the levels mentioned but based on the type of the resource and their proximity to the areas.



Welcome to Spic Laundry

Now wear your clothes with confidence as we help you with all your laundry, dry-clean tailoring and ironing needs

Sign Up

Already a member? [Log In](#)

English Arabic

9:41 AM

Create New Account

Email

Phone

Sign Up

OR

Sign Up with Google

Sign Up with Apple



Placeholder

Services

See All →

- Laundry
- Dry Clean
- Press
- Tailor

Be Spotless Be Bright

Schedule Now

Recent Orders

See All →

- Home
- Orders
- Schedule
- Alerts
- Settings

9:41 AM

SPIC سبك

Update Profile Details

Full Name *

Phone *

Additional Security

Enable Additional Security

Configure

Add additional security with biometric or OTP for accessing app.

- Home
- Orders
- Schedule
- Alerts
- Settings

9:41 AM

Schedule Wash

1 Details — 2 Estimate — 3 Payment

Mode of Service

<p>Regular Service</p> <p>Expected Delivery</p> <p>6-8 Working Days</p> <p>Normal Rates Apply</p> <p>Selected</p>	<p>Xpress Service</p> <p>Expected Delivery</p> <p>2-3 Working Days</p> <p>* Will incur an additional charge of 50% on total Bill</p> <p>Select</p>
---	--

Pickup Date

October, 2022

9:41 AM

Schedule Wash

1 Details — 2 Estimate — 3 Payment

Quick Checkout

Estimate

Search for an item

Men 2 Women 6 Kids Home

Sweaters 1 selected

Sweater Half Sleeves SAR 18

Project 03 UI/UX Design

Client
Spic Laundry

Year
2022

Location
Saudi Arabia

Type
Service

Process
Rapid Prototyping

Services:

✓ UX Research

✓ Wireframing

✓ Design System

✓ UI Design

✓ Prototype

The Brief

Spic is the 1st company in Saudi that provides hazardous-free services through the use of specialty chemicals that are much gentler on the clothes and on the body when worn.

Spic requires an app for the customers to schedule laundry and avail their various services. It needs to have a booking system where the customers can select the type of service and schedule their washes. The orders can be prepaid or postpaid.

They also require an extended app for managing the agents for pickups and dropoffs.

Our Role

Our scope for this project was simple and pretty straight forward. To come up with a working prototype for the main application for the customers and a supporting app design for the agents. This had to be integrated to their main laundry application engine (ERP). The design had to be inline with their existing branding but with a modern re-touch.

Rapid Design Build

The project began with some limited sketches of the system running. We needed to get up and running very quickly so as to make sense of the concept. We did so with an extended discovery phase followed up by quickly getting into the prototype phase.

for this particular project we did not design wireframes so that the project can be accelerated. A well defined system architecture built from the scope details helped us do this. All the user testing where done on the prototype instead of wireframes.

01

Discovery Phase

Multiple sessions were conducted to gather knowledge from all stakeholders. This helped us craft a holistic approach for all requirements.

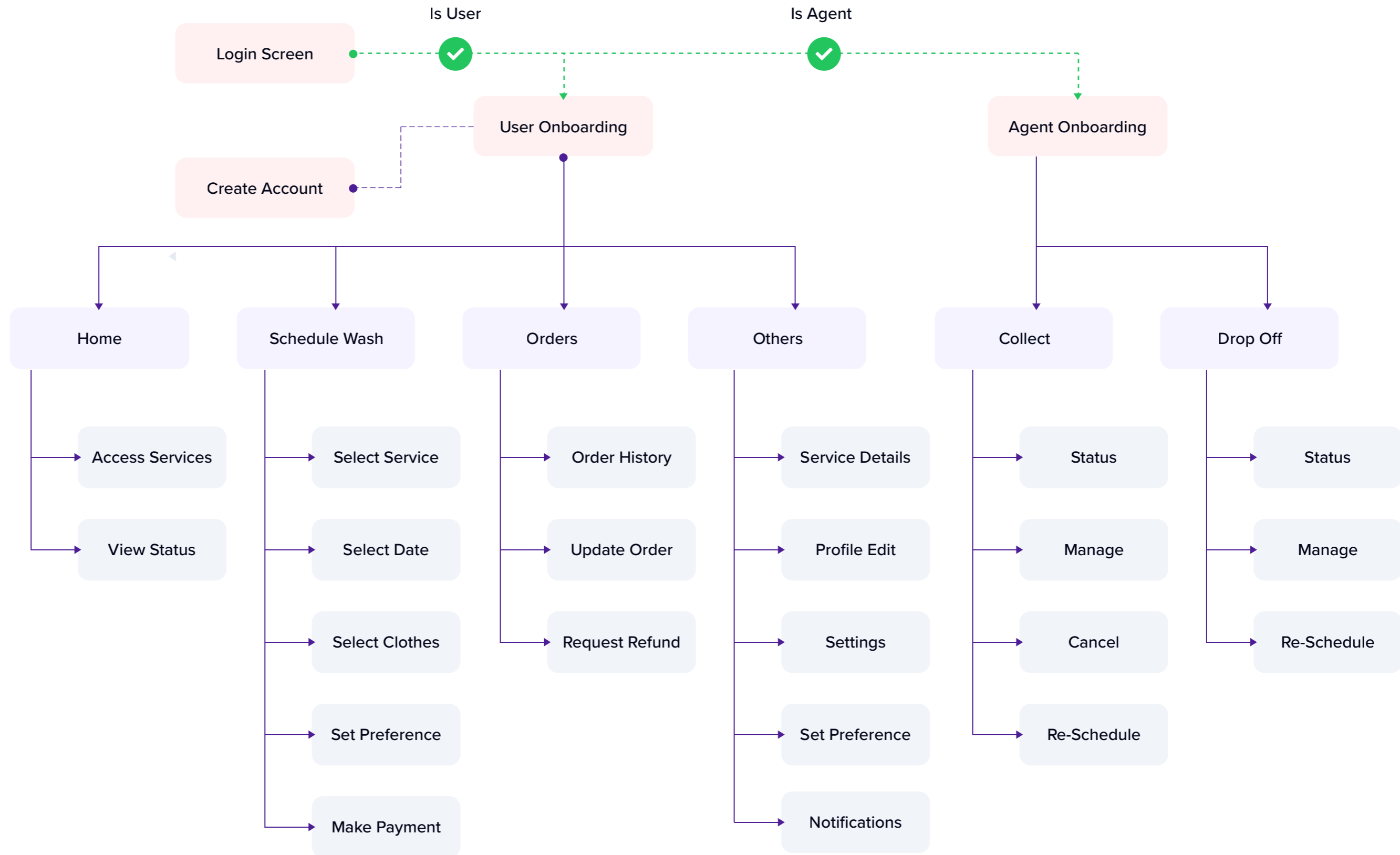
02

Rapid Prototyping

Prototyping the final product and testing it in real time was done with inputs and reliable user feedback.

Information Architecture

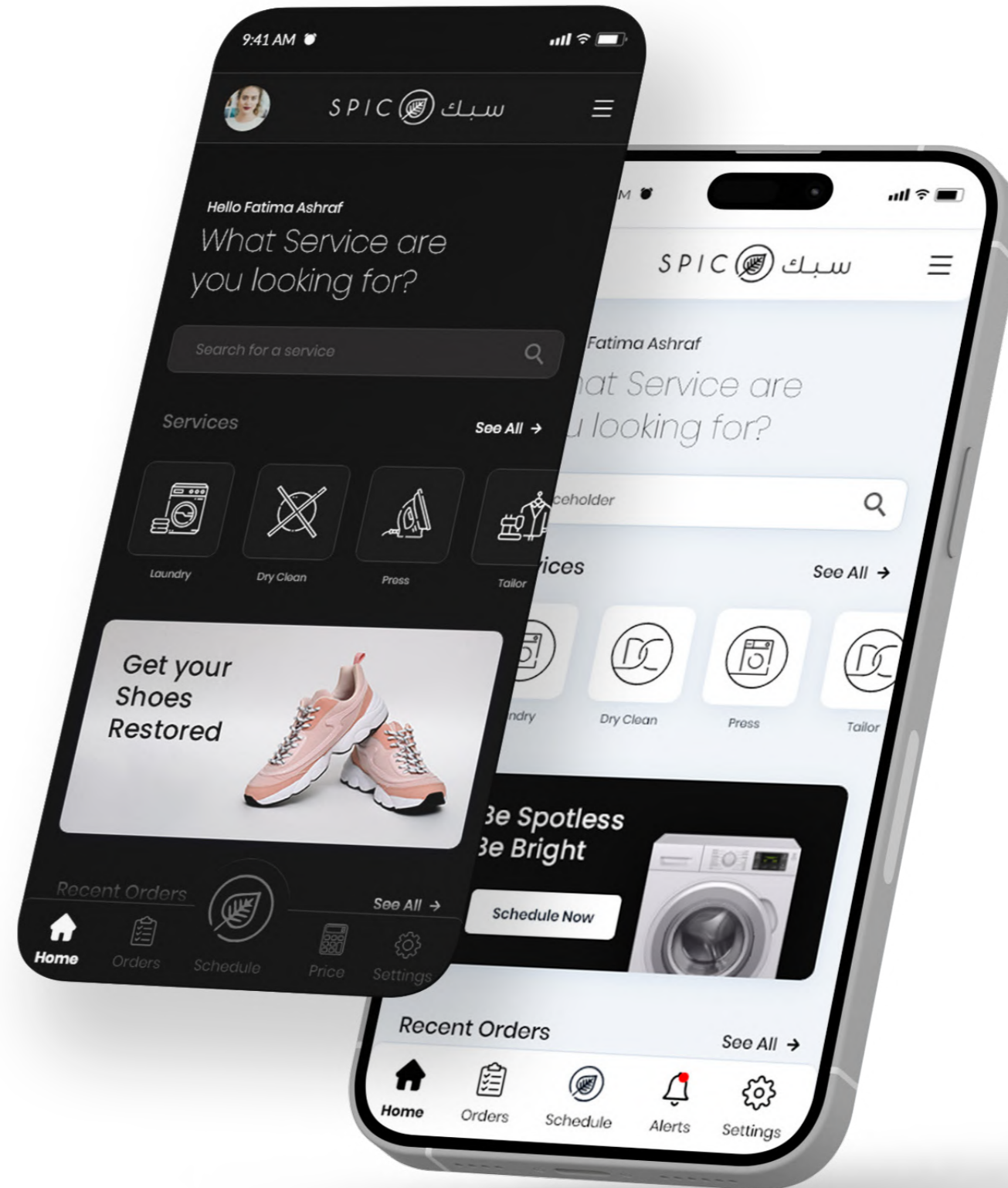
High Level



The Design System

Once the stakeholders were entirely satisfied with the information architecture we moved on to building the prototype for the application.

We created an extensive design system for the entire app side. We used Adobe XD to make the whole process interactive and to help with collaborations and live reviews.



English
Poppins

Typography

Arabic
GE SS

Text Style

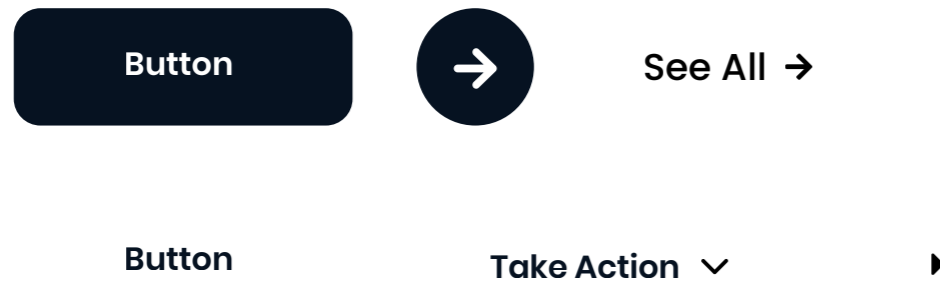
Name	Typeface	Size	Weight	Line Height	Letter Spacing	Example
Title	Poppins	28px	Medium	36px	21px	This is a Title
Lead	Poppins	28px	Thin	36px	21px	This is a Lead
Headline	Poppins	18px	Medium	24px	21px	This is a Hedline
Sub Headline	Poppins	14px	Regular	21px	21px	This is a Sub Headline
Paragraph	Poppins	14px	Medium	24px	21px	This is a paragraph
Subtext	Poppins	12px	Regular	16px	21px	This is a sub text
Caption	Poppins	10px	Thin	38px	21px	This is a Title

Color System

Light Mode					Dark Mode			
Primary White #FFFFFF	Primary Black #0D0D0D	Primary Black #000000	Primary Black #0D0D0D	Primary White #000000				
Darker Blue Accent #D1DEE9	Light Blue Accent #DBE4EE	Lighter Blue Accent #F2F9FF	Blue Grey Accent #8B9EAF	Blue Interaction #1E5AF4	Black Accent #393939	Light Blue Accent #DBE4EE	Background #0D0D0D	Blue Interaction #1E5AF4
Pink Accent #F4D4D7	Turquoise Accent #CDE2D9	Yellow Accent #EEE6B3	Orange Accent #FBD299	Pink Accent #F4D4D7	Turquoise Accent #CDE2D9	Yellow Accent #EEE6B3	Orange Accent #FBD299	
Red Contrast #E42436	Green Contrast #3FA77A	Yellow Contrast #F3D304	Orange Contrast #FF9400	Red Contrast #E42436	Green Contrast #3FA77A	Yellow Contrast #F3D304	Orange Contrast #FF9400	

UI Components

Buttons



Checks and Radios



Date Selection



Tabs

Limited



Extended

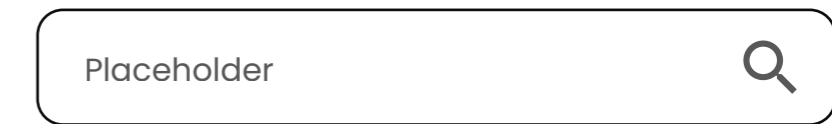


Input Field

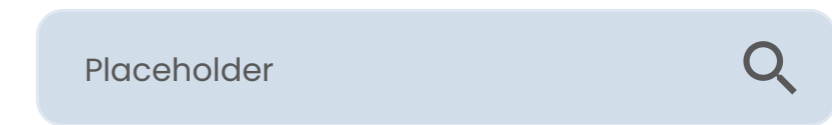
Search



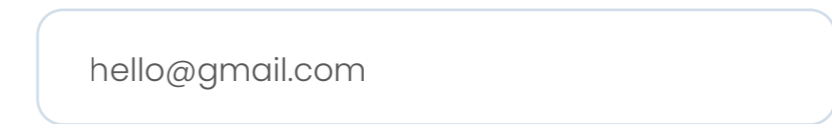
Selected



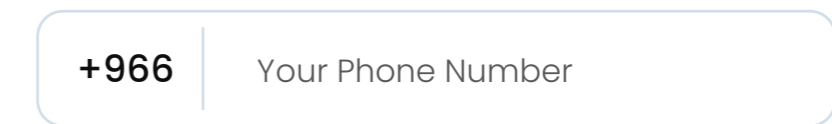
Disabled



Text Input

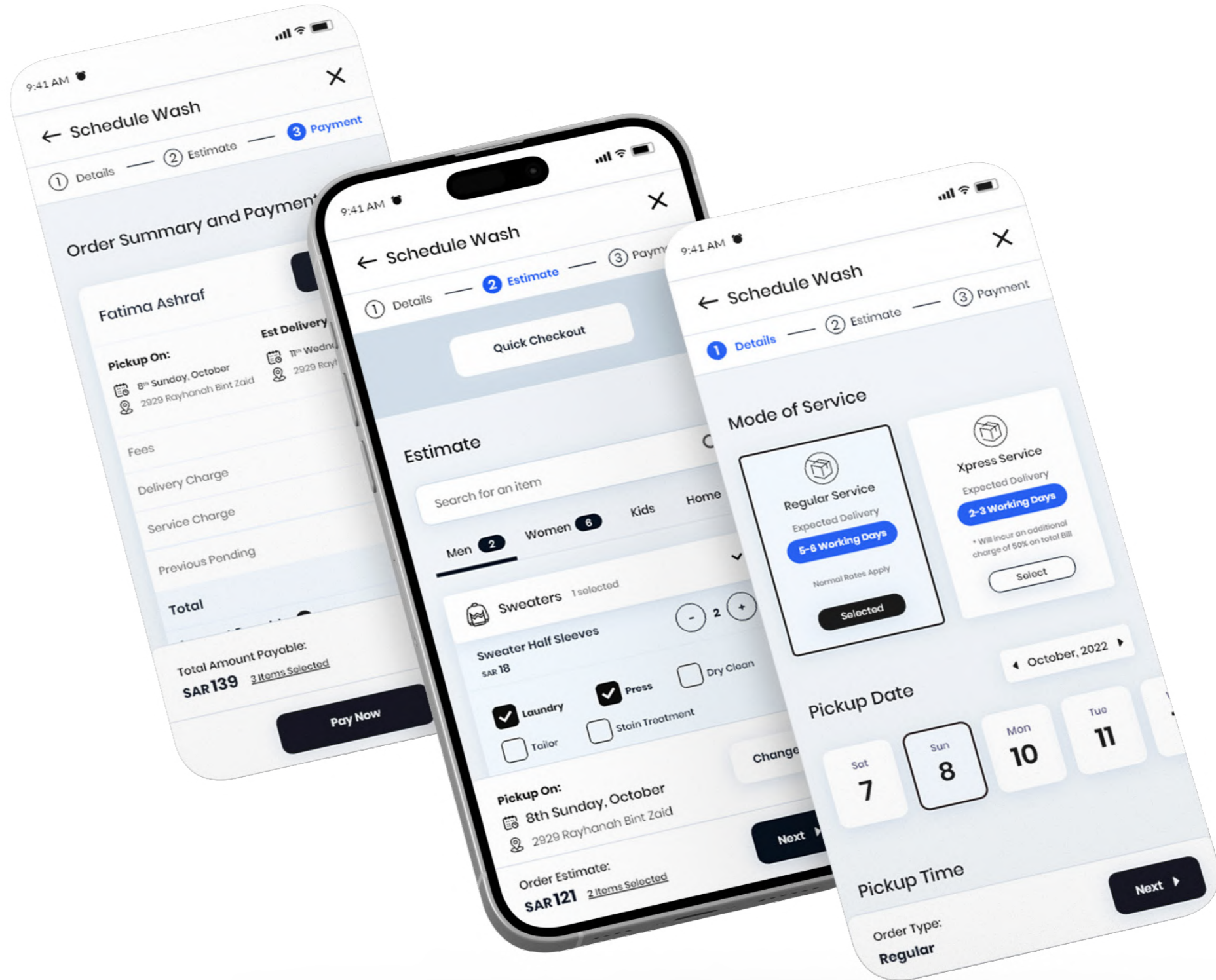


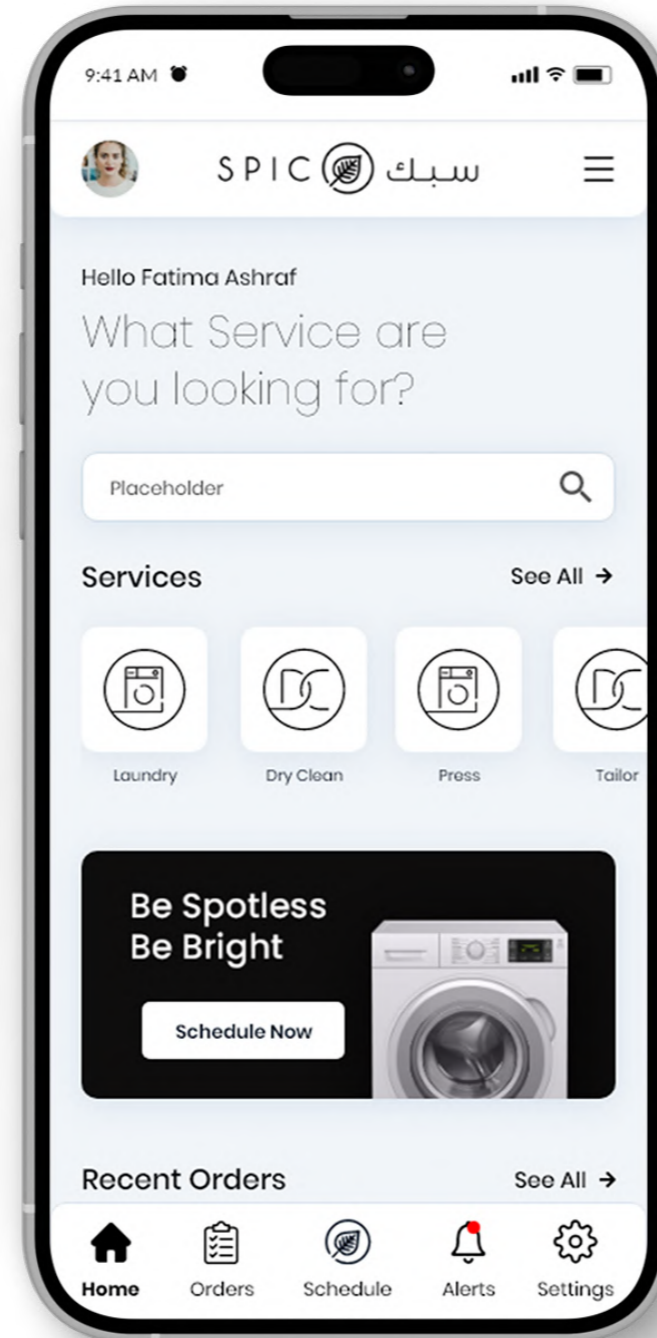
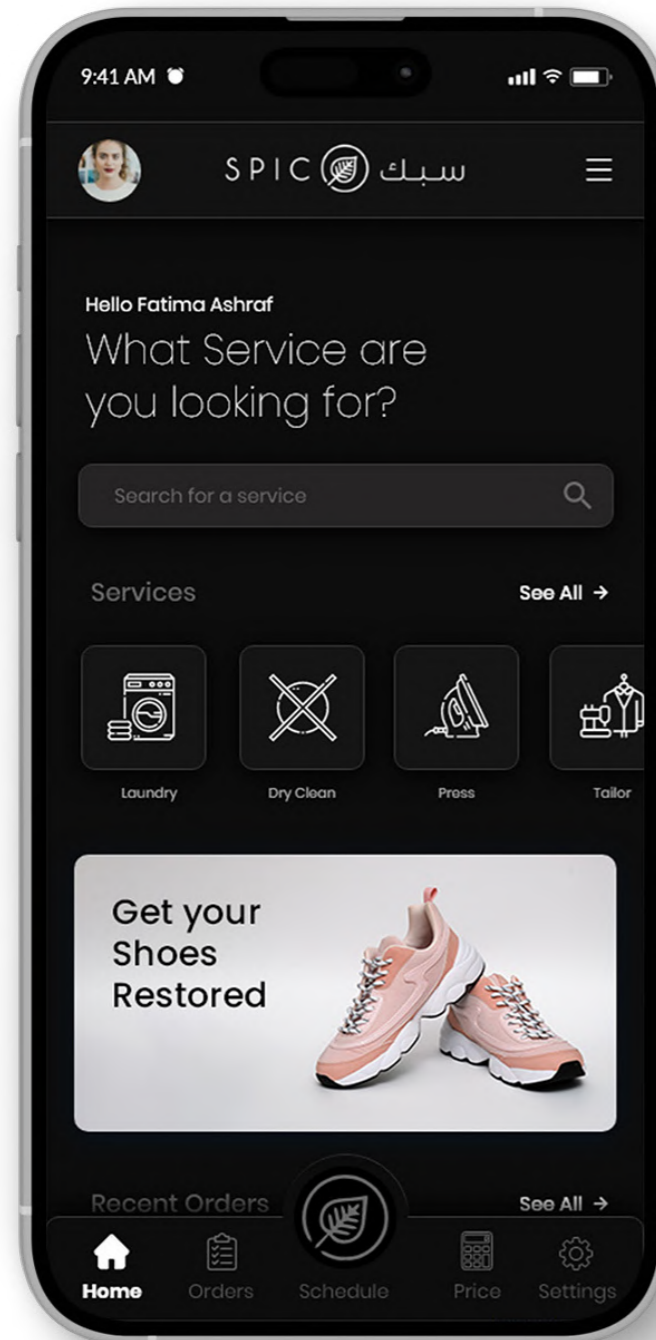
Phone Input



3-Step Scheduling

The application has a seamless laundry scheduling interface so that users can be as detailed as they want or simply go on and quickly schedule a wash.



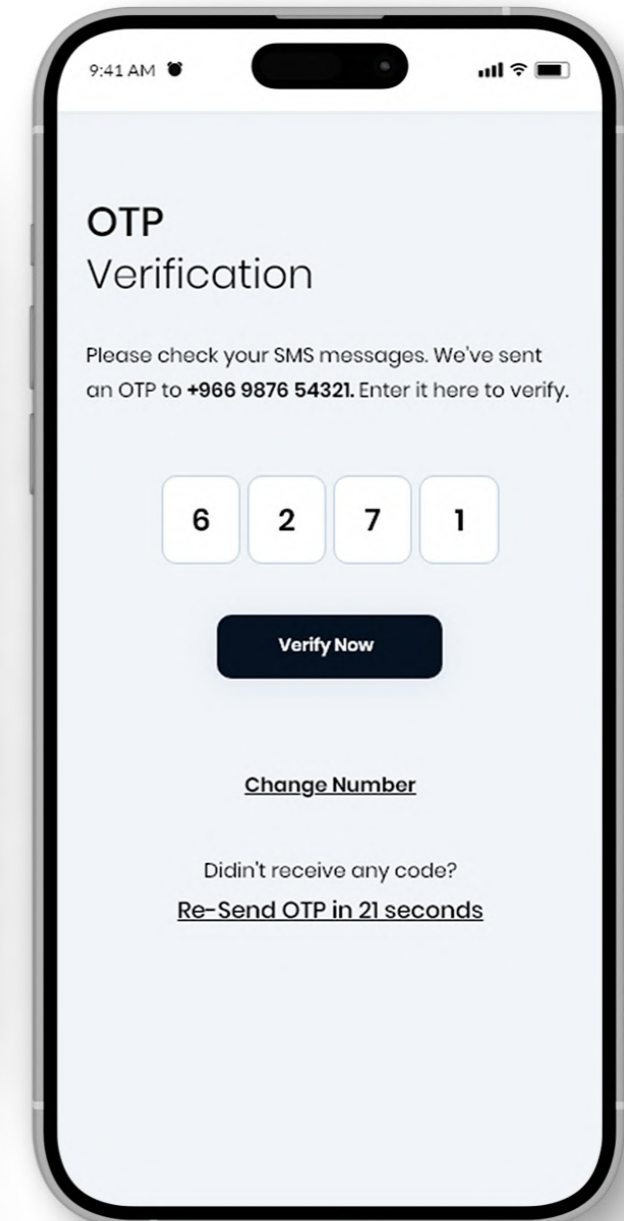
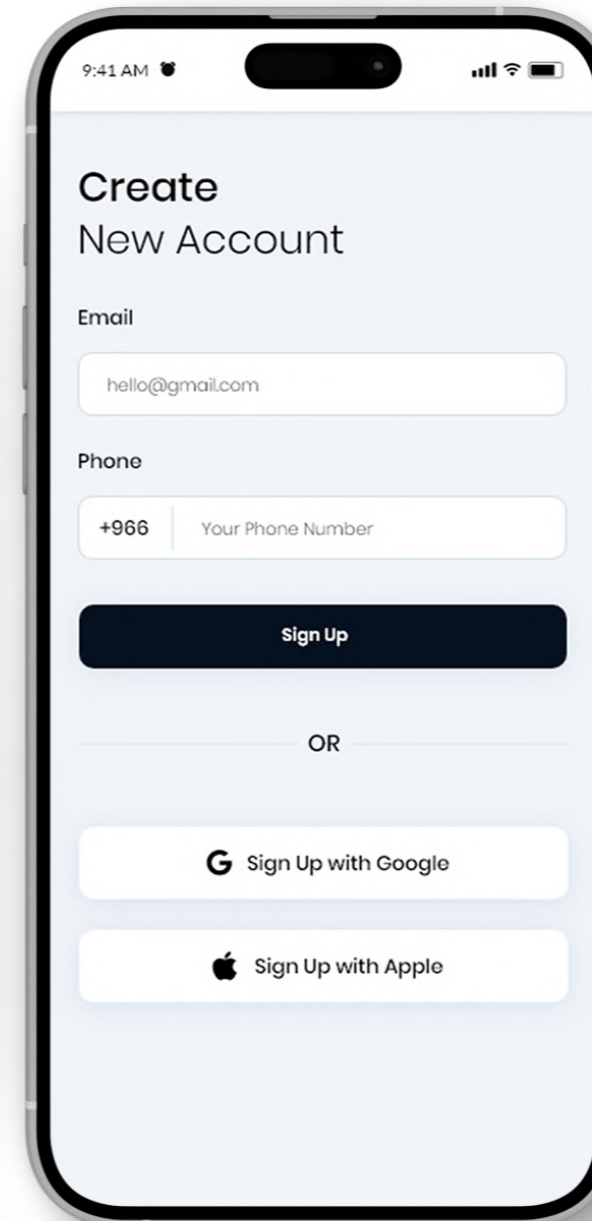


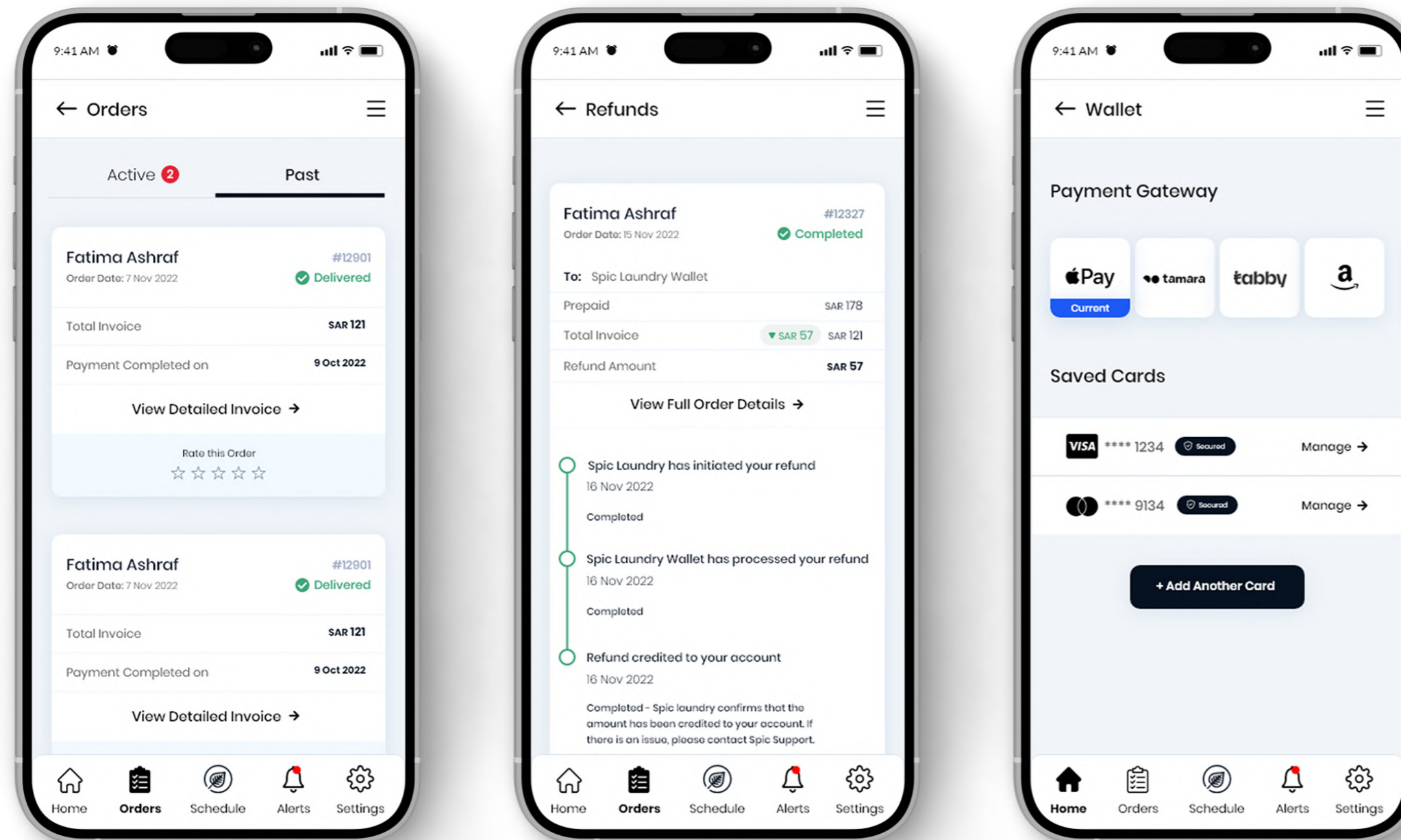
Multiple Color Modes

Multiple color modes were part of the design system implementation. In fact the design system was very flexible so that multiple color modes could be implemented with ease.

Intuitive Onboarding

The onboarding process is quite intuitive with Social Sign-Ins as well as biometric access based on the device and status. The app also explains how to use the app even though we wanted to make sure that it was self understood.



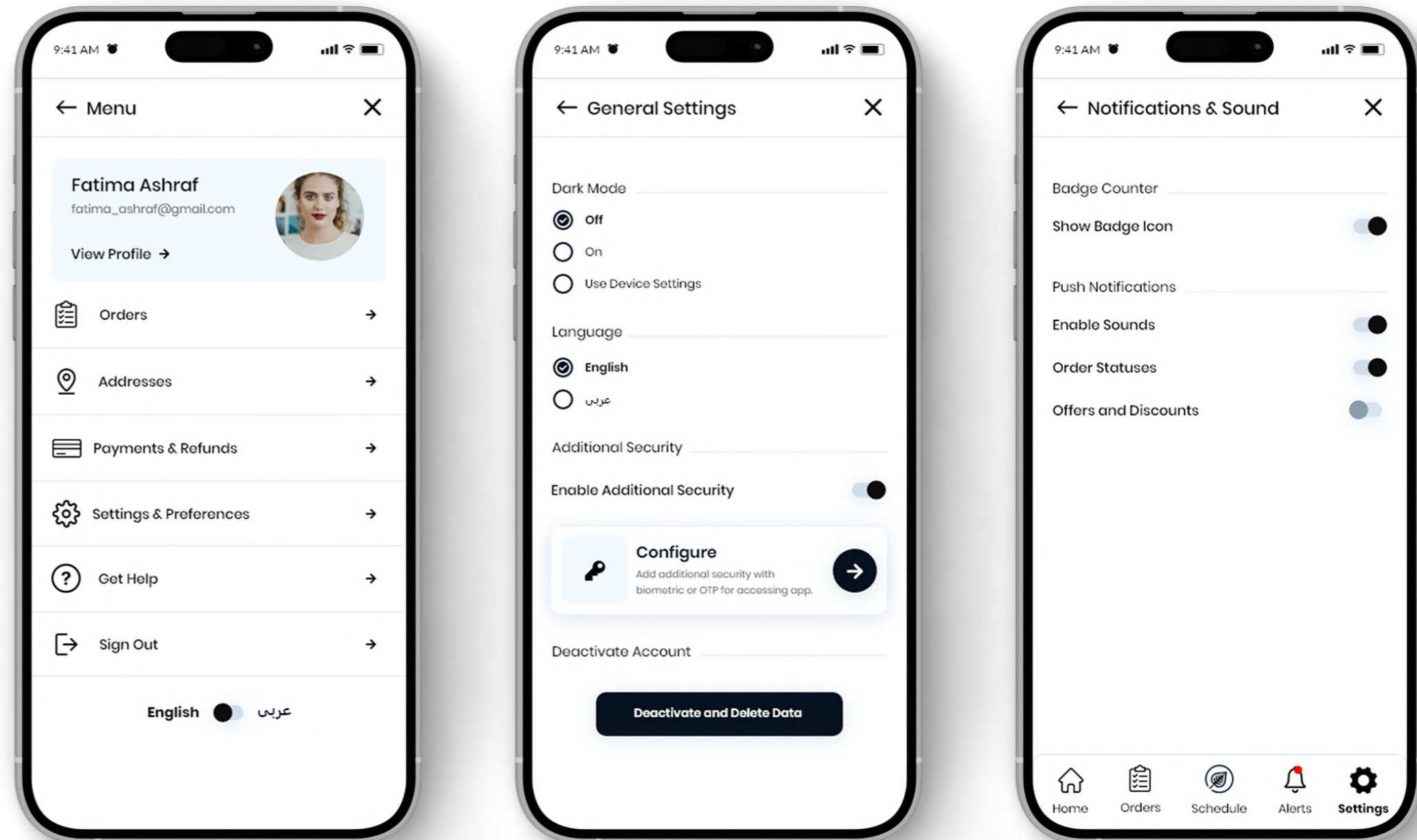


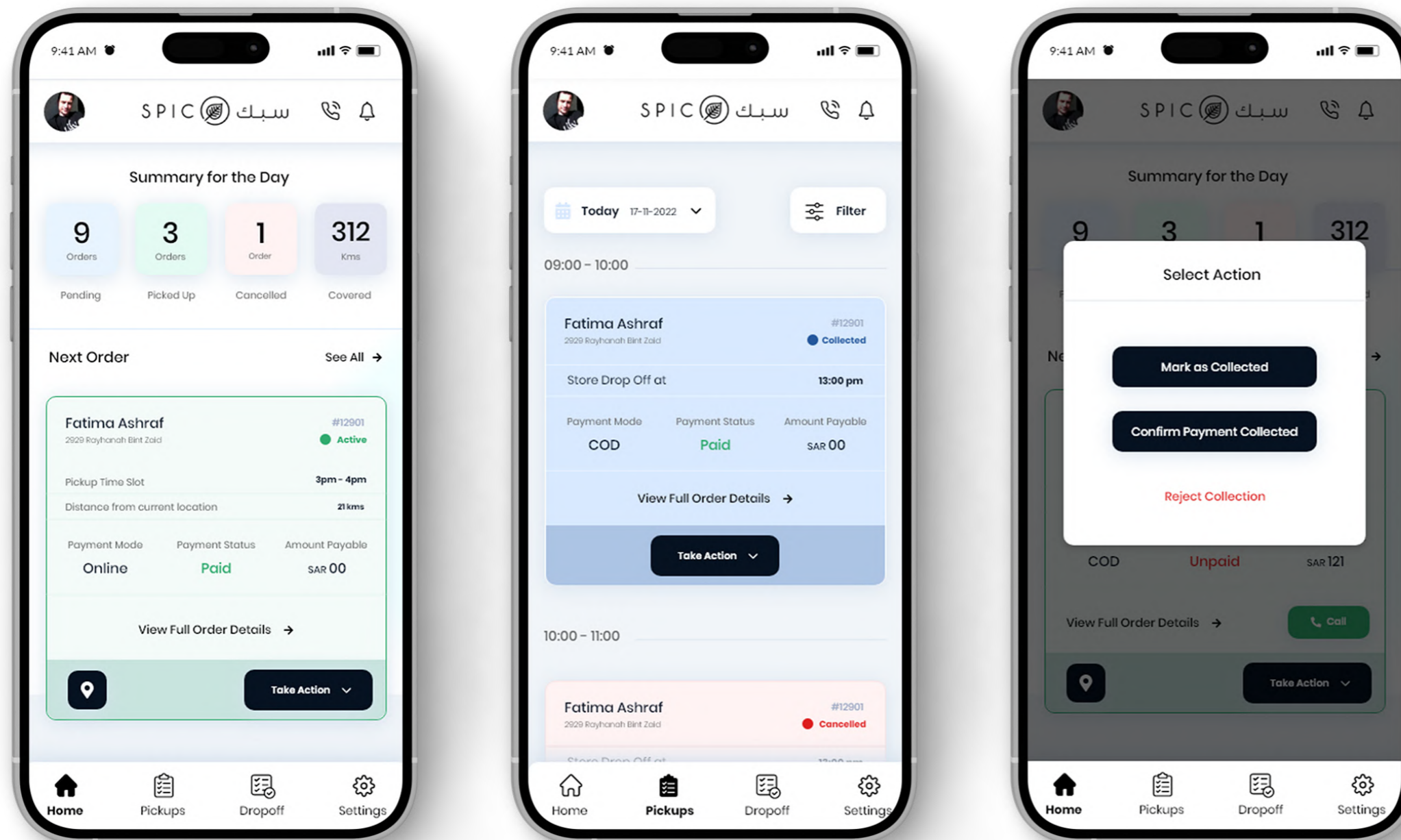
Advanced Ordering

Users can do advanced order based features like tracking, canceling, using different types of payment methods, refunds, setting preferences and a lot more. There were also advanced features like reworked invoice where the customers could get a transparent idea of their updated invoice.

Other Screens

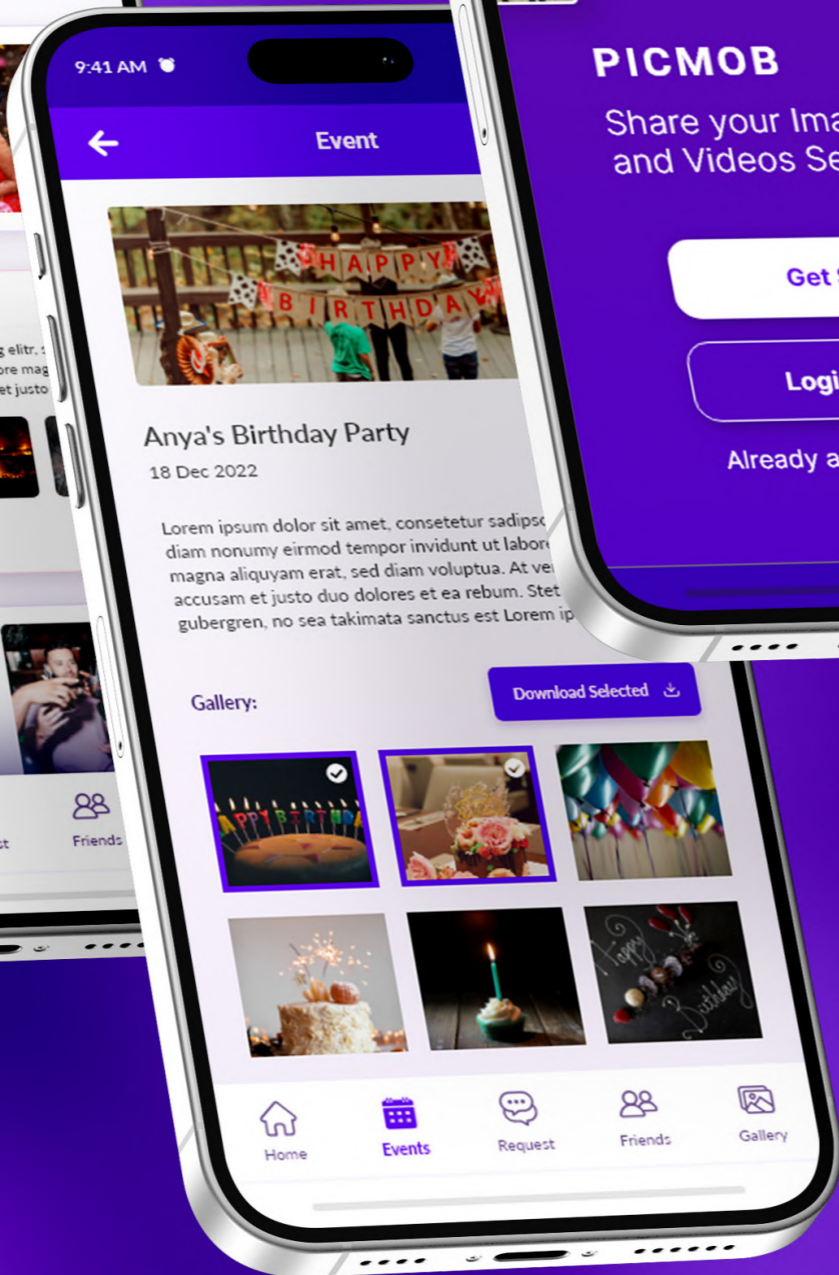
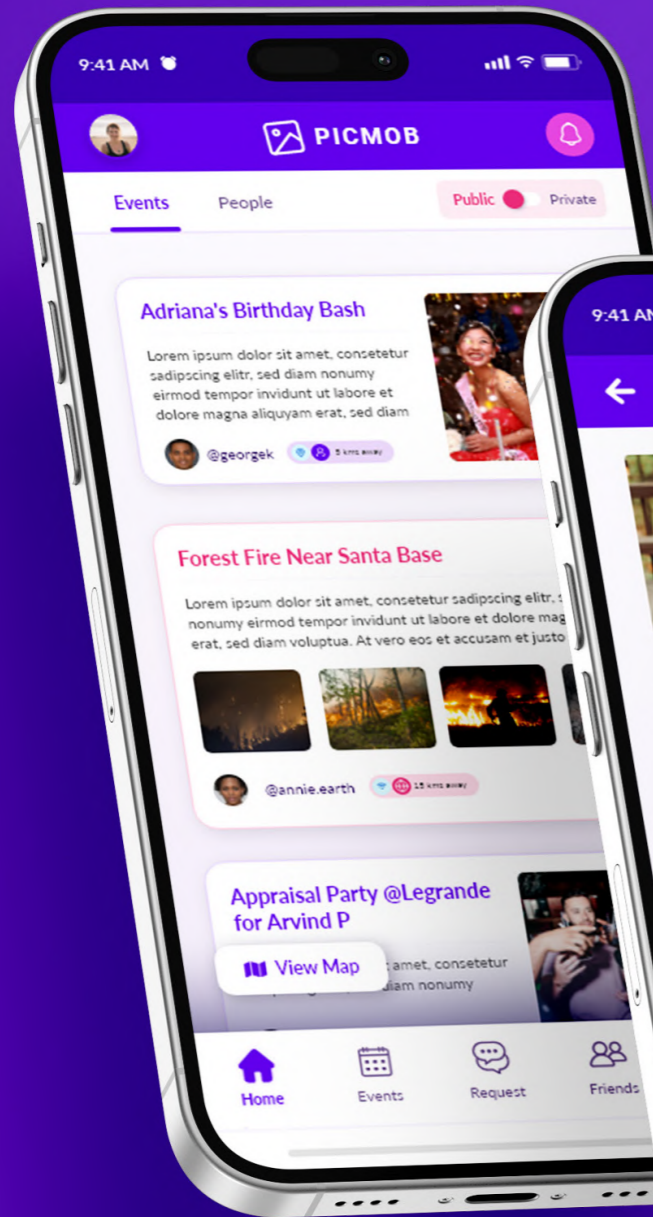
The other general screens included option to edit settings, view a quick menu, view notifications etc.





Agent Management

The agent management app helps the agents in pickups and dropoffs of laundry. It has multiple features like alerts, navigation, status reporting etc. Extensive use of brand defined colors help agents quickly identify what is what.



Project 04 UI Re-Design

Client
PicMob

Year
2023

Location
USA

Type
Utility

Process
Rapid Prototyping

Services:

✓ User Flow

✓ Design System

✓ UI Design

✓ Prototype

The Brief

PicMob is a US based utility app by Intuition. It helps users share live media with the public and in private. This is a multipurpose app that can be used in many scenarios like events, live updates or simple contactless sharing.

The app is to have the features to share images based on the current location of the user. They should also be able to share it with their connected people like friends, family, co-workers etc.

The ability to create public events within the app help collate media based on location. This can be used for many real life scenarios like alerting a hazard or an emergency within a location.

Our Role

PicMob already had a partially developed app in place before we were contacted to improve upon the design and functionalities. We had been assigned the task of rebuilding the user flow and re-working the design in a much more aesthetic and user-friendly way. We also extended our own understanding based on the previous version to make improvements on various sections of the app.

Rapid Re-Design

This project, since it already had a partially built app, had to undergo some facelift in order to be usable for the users.

For this project we did not design wireframes so that the project can be accelerated. The previous design and by creating a well defined system architecture we were able to skip forward to the prototype phase. All the user testing was done on the prototype instead of wireframes.

01

Discovery Phase

Multiple sessions were conducted to gather knowledge from all stakeholders. This helped us craft a holistic approach for all requirements.

02

Rapid Prototyping

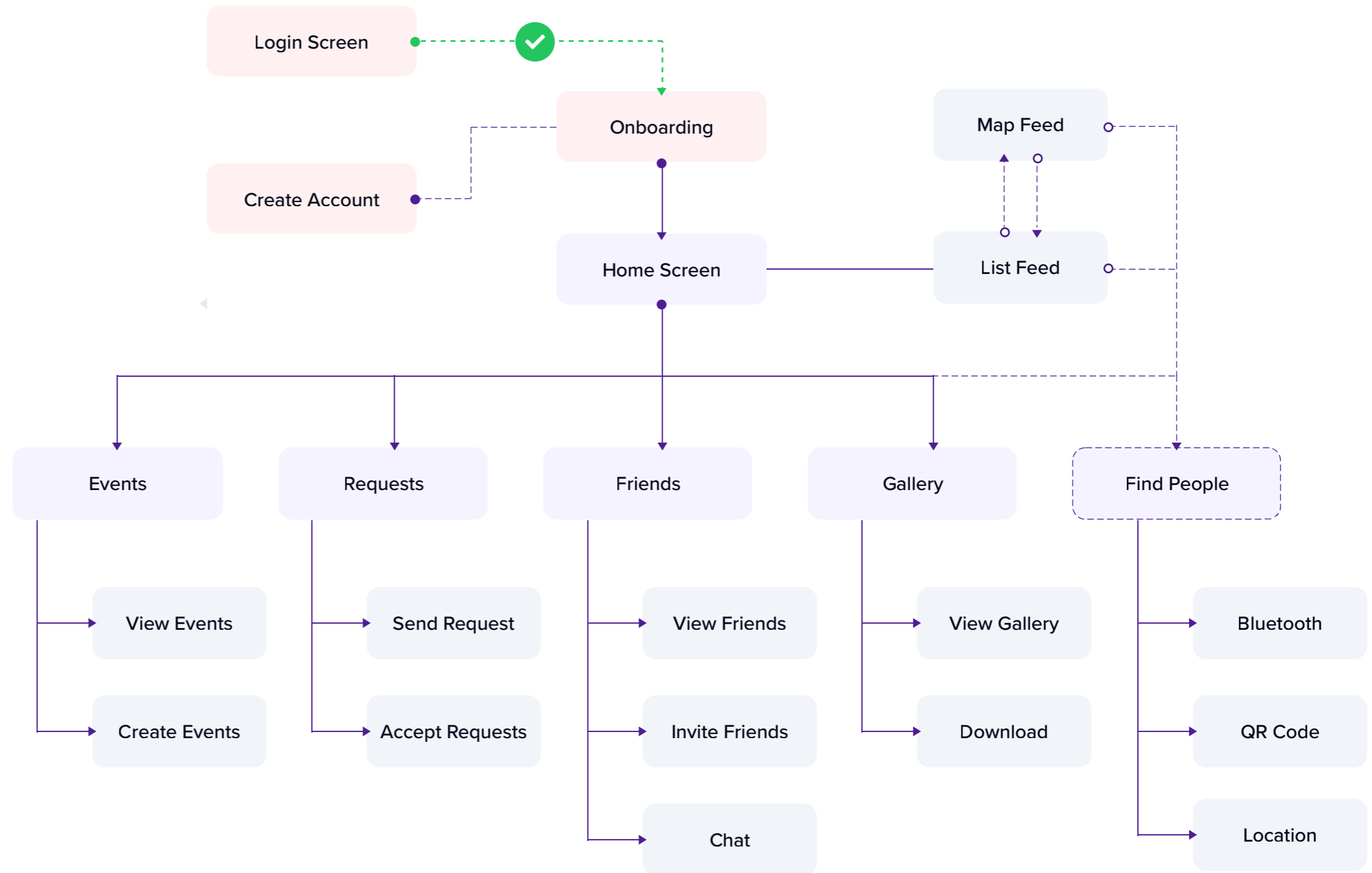
Prototyping the final product and testing it in real time was done with inputs and reliable user feedback.

Information Architecture

High Level

The information architecture was rebuilt to make sure that the navigation is easier for the users. This also made it easier to identify the actionable parts of the app.

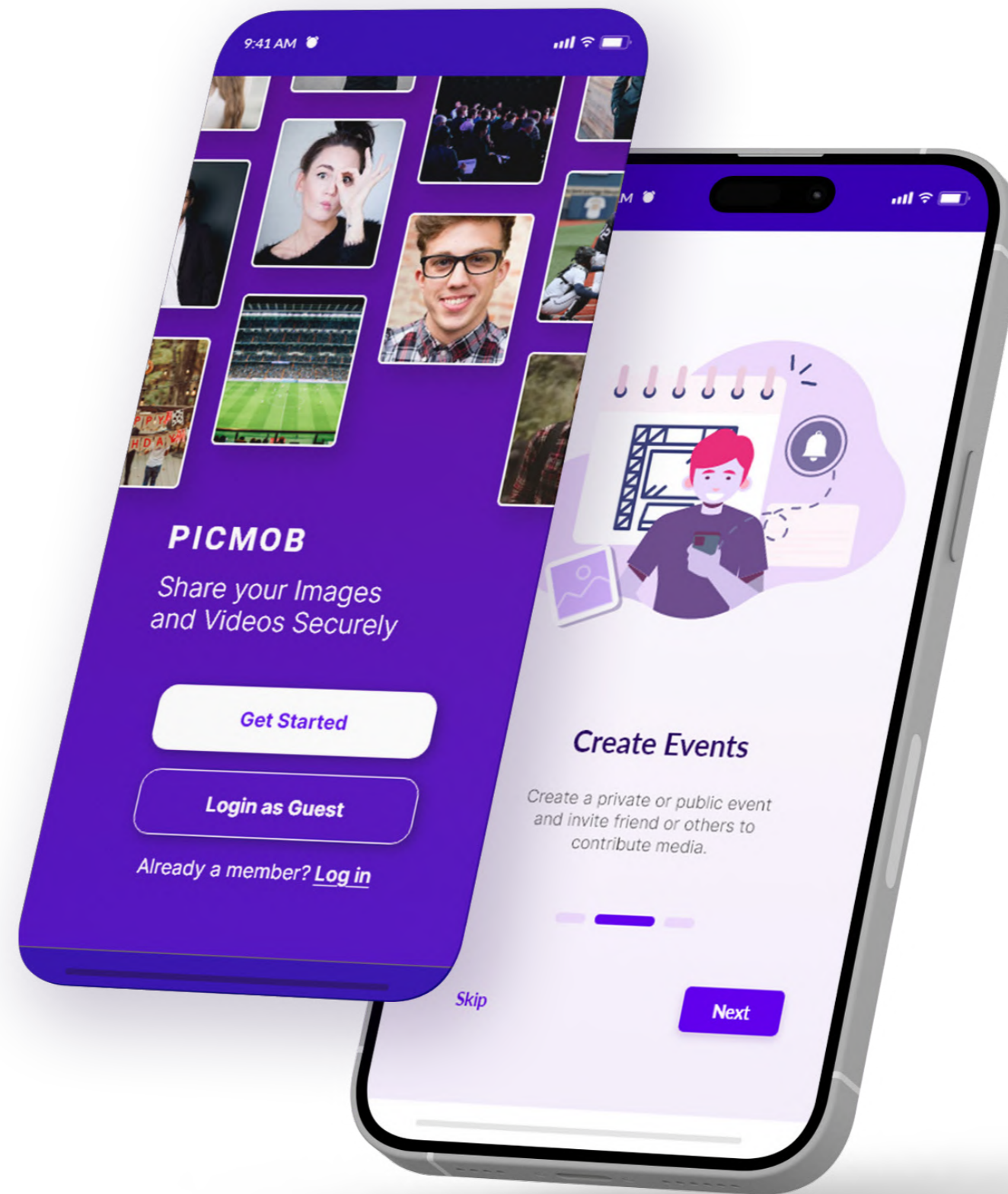
The idea was to make sure that the end user understands the capabilities of the app with minimal thinking.



Rapid Prototyping

Once the stakeholders were entirely satisfied with the information architecture and our updated ideas for some functions, we moved on to building the prototype for the application.

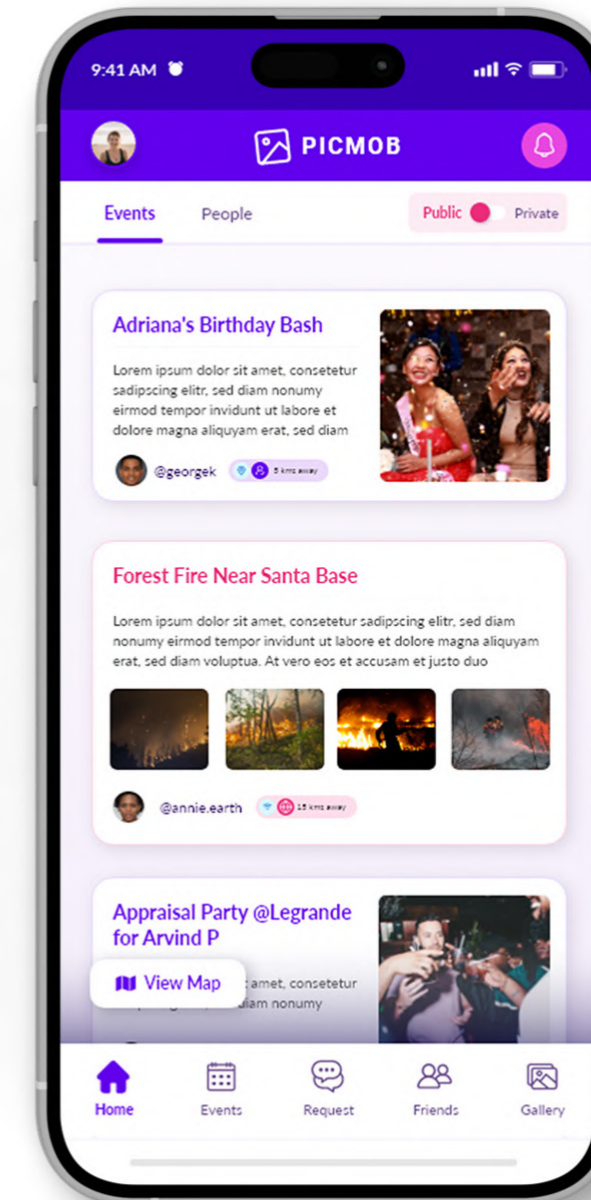
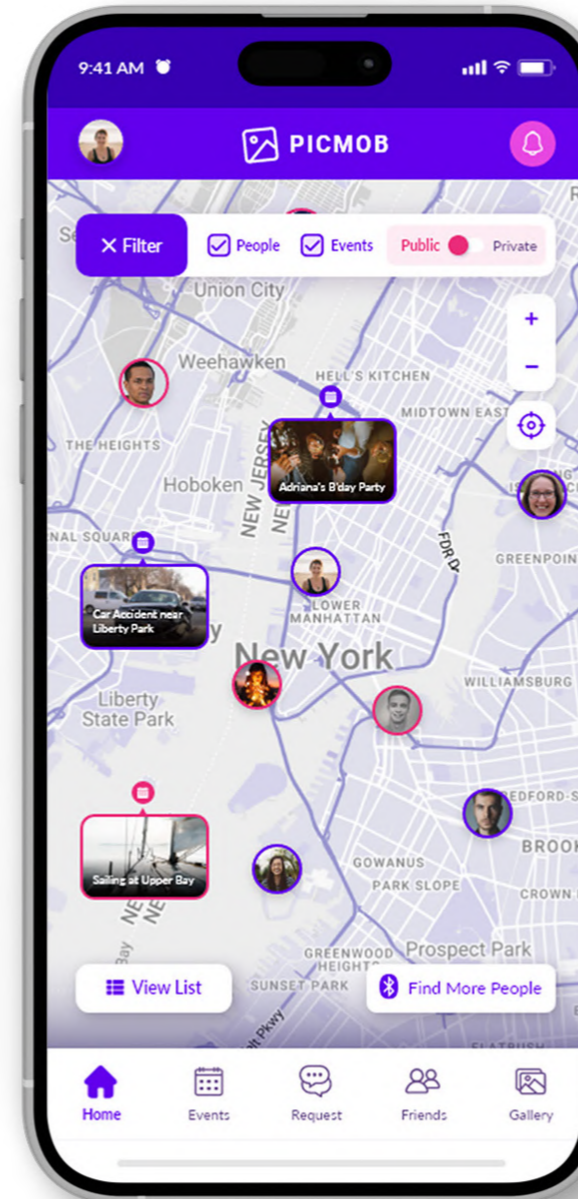
We used the existing brand guidelines to implement the system. We used Adobe XD to make the whole process interactive and to help with collaborations and live reviews.

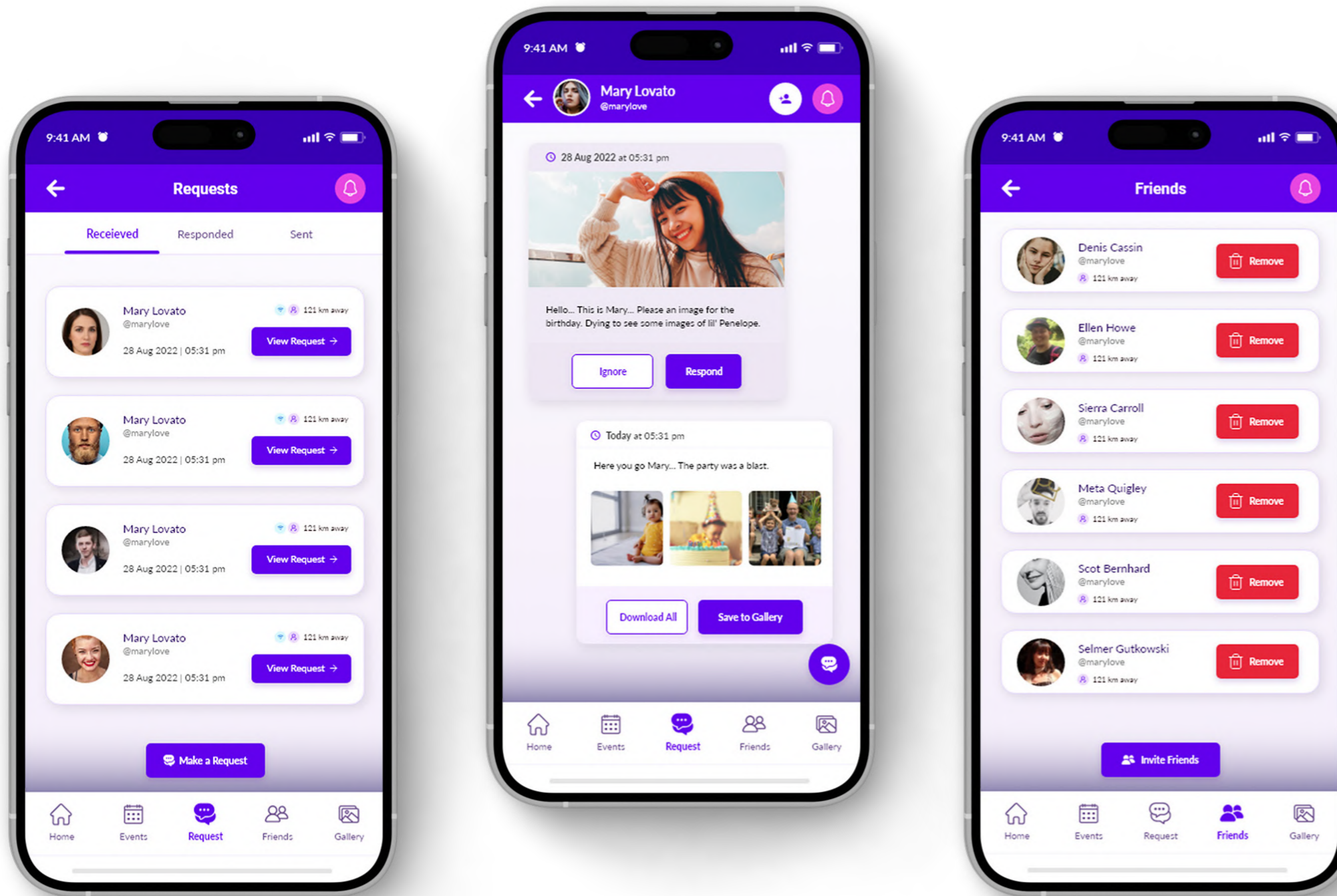


User Feed

The user feed that was initially list based was split into 2.

1. A **Map View** that would show major events and connected people.
2. A **List View** that could be used to filter out people and events based on various parameters.



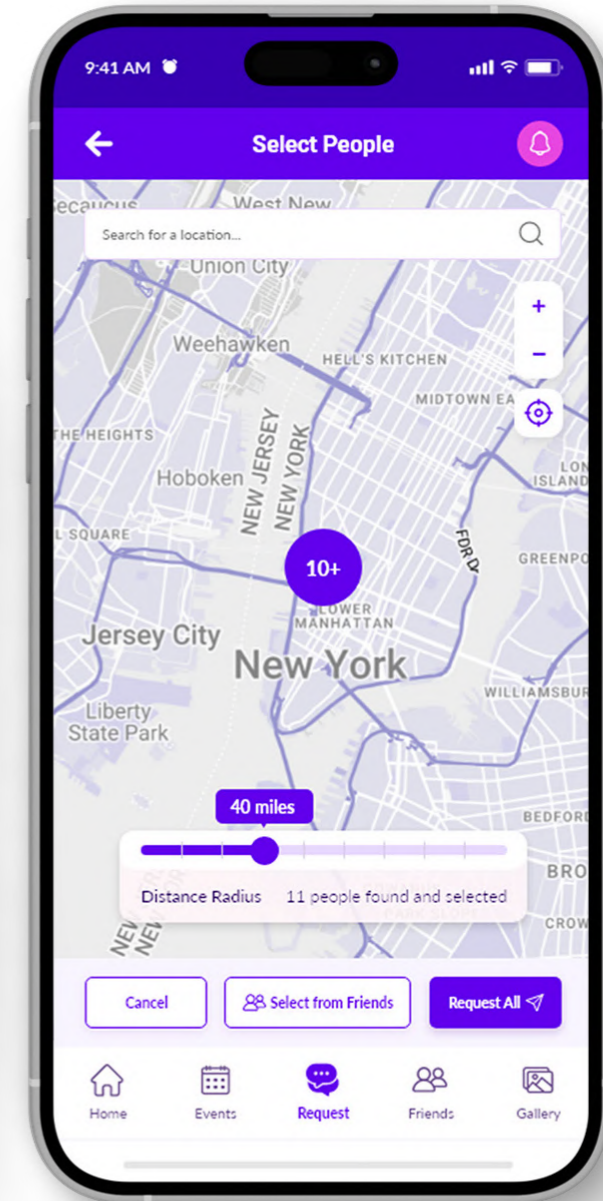
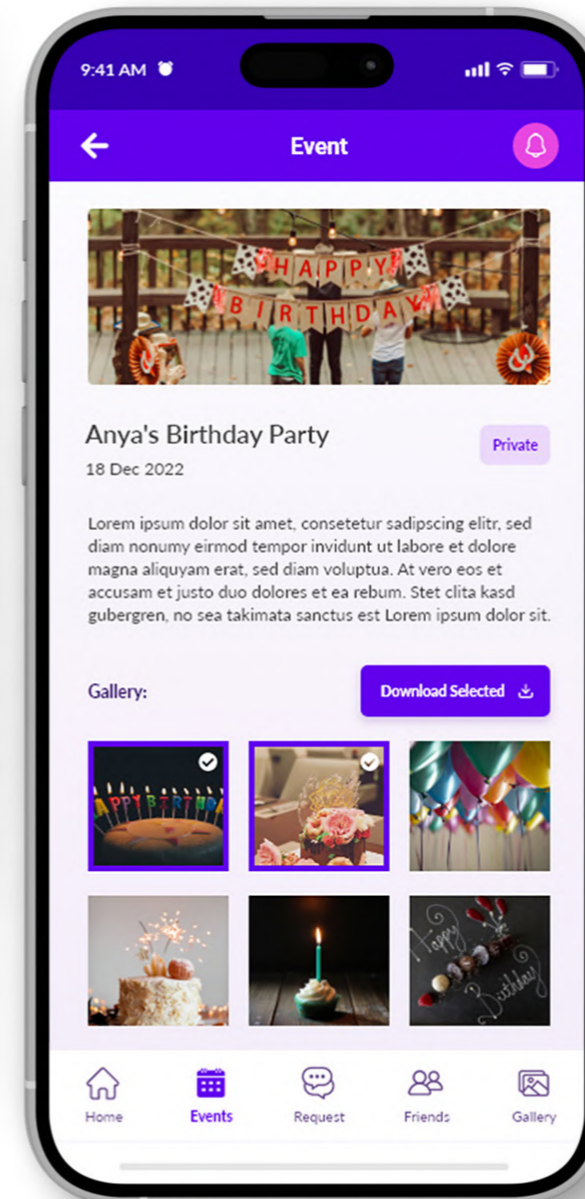
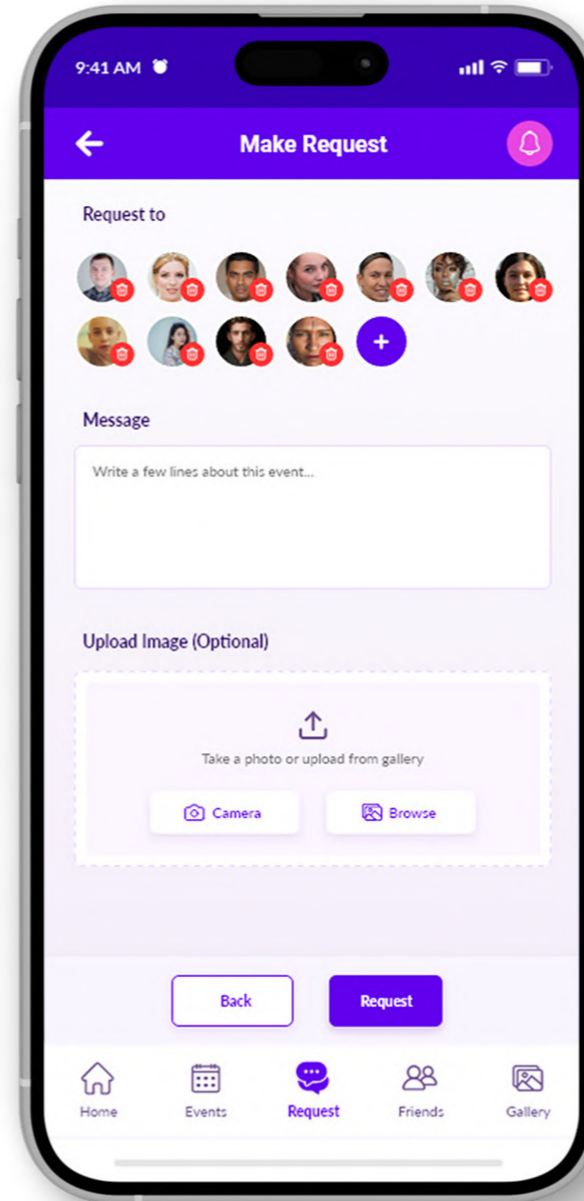


Social Features

Incorporating social connection features like adding friends, requesting for images and chat allows users to be engaged within the app. The app has various ways to easily find friends based on their current location.

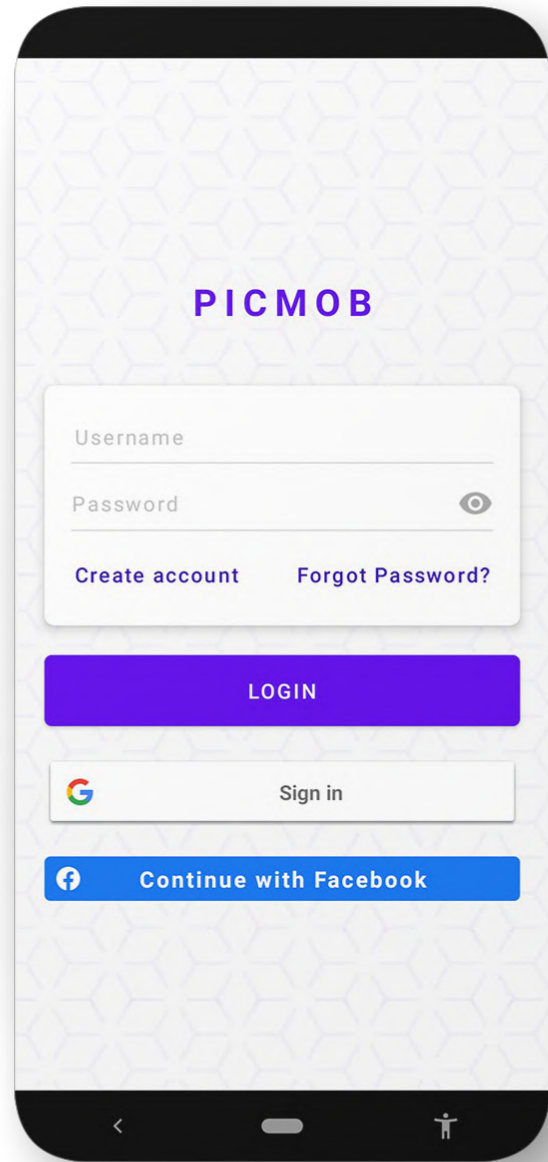
Create Events

Events help collate media assets based on location in one place. Anyone can start a public or private event to easily add media. Be it a Birthday Party or a Hazard Warning, PicMob helps you get detailed human created information on the same.

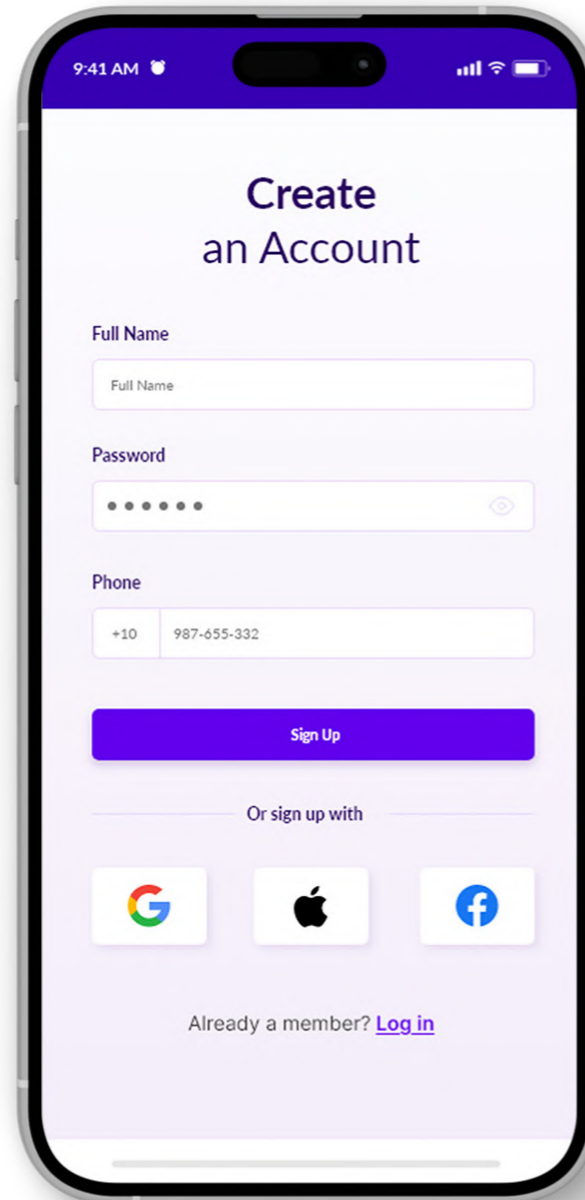


Comparison

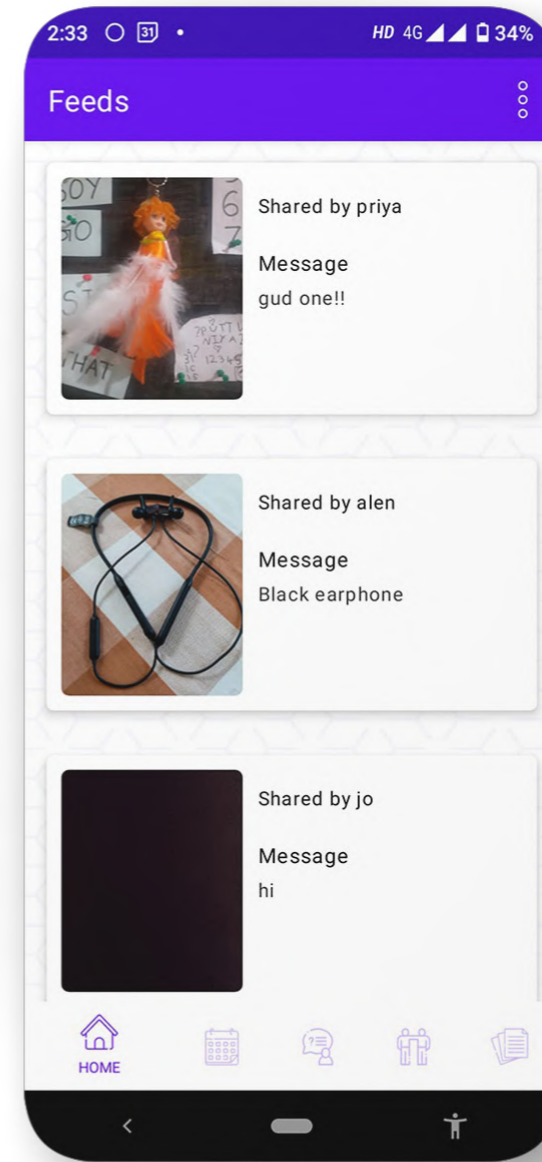
Old



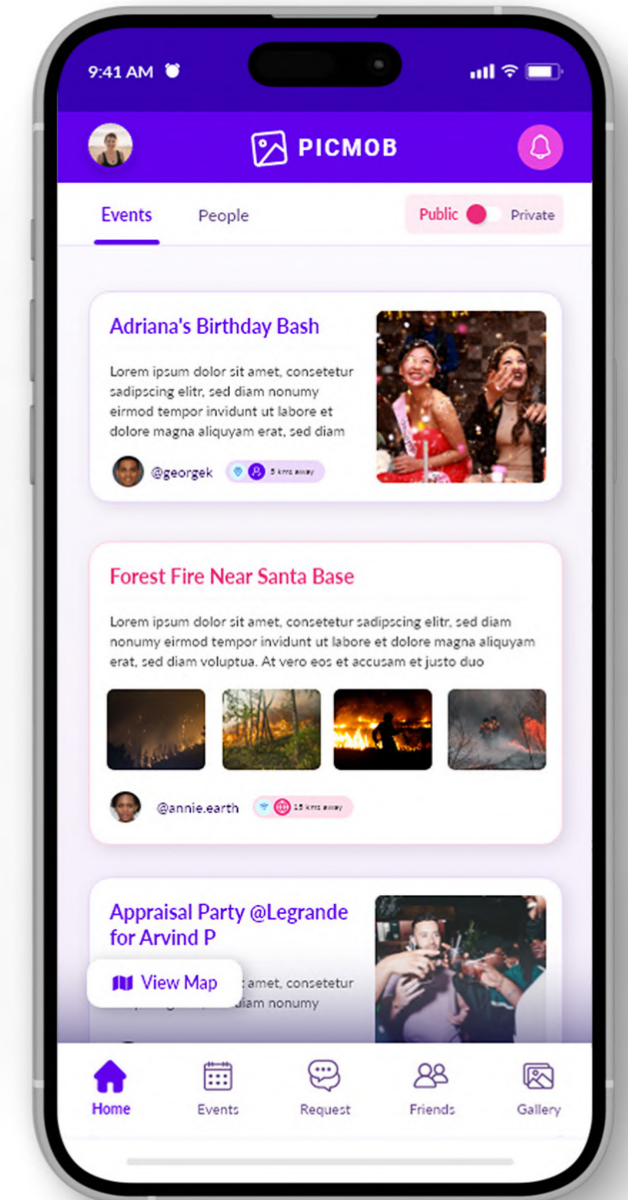
New



Old

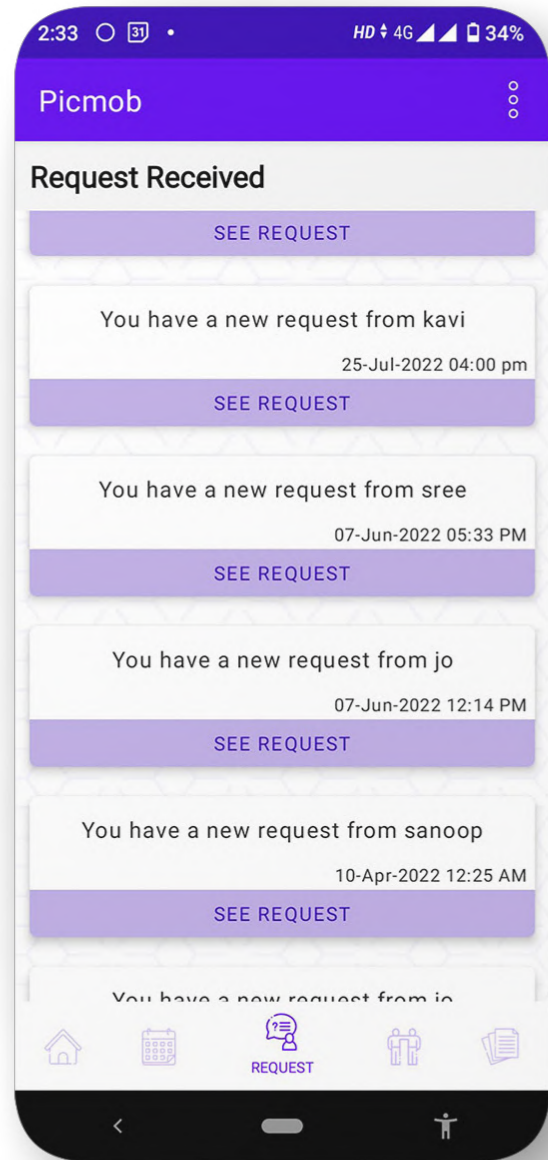


New

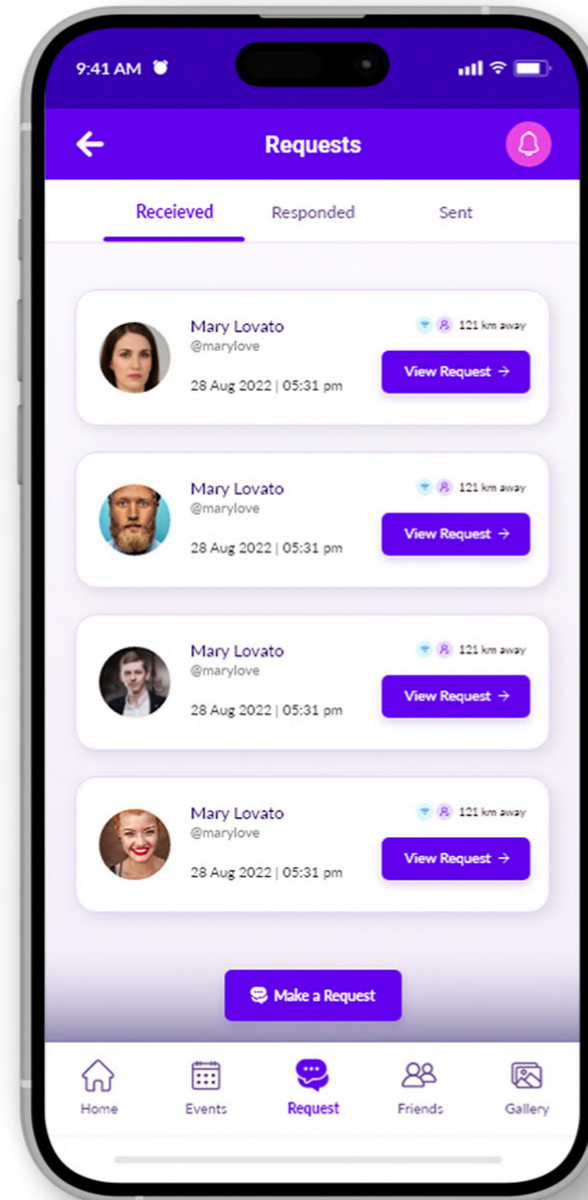


Comparison

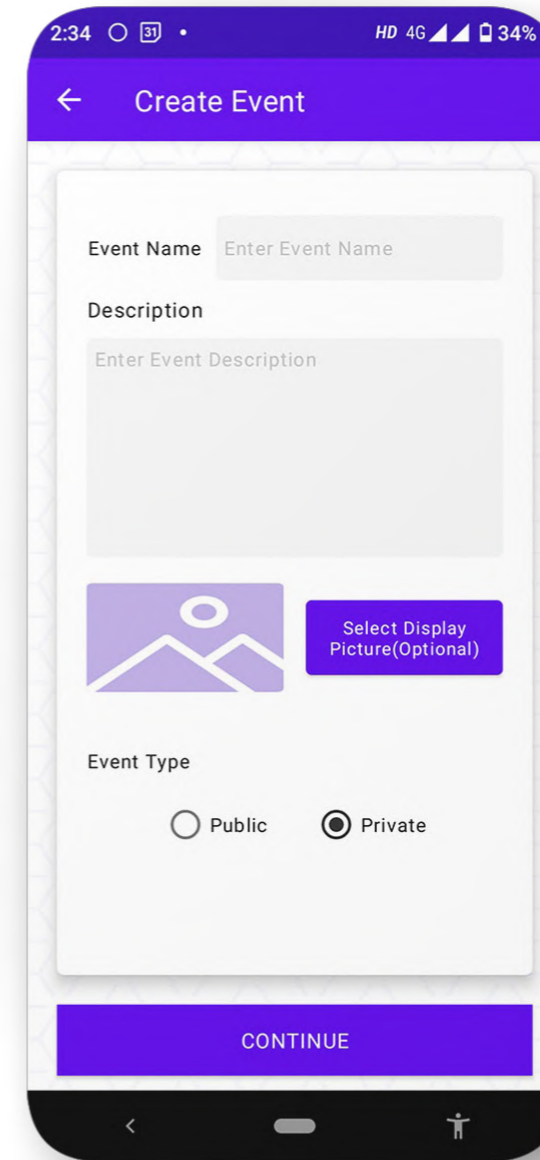
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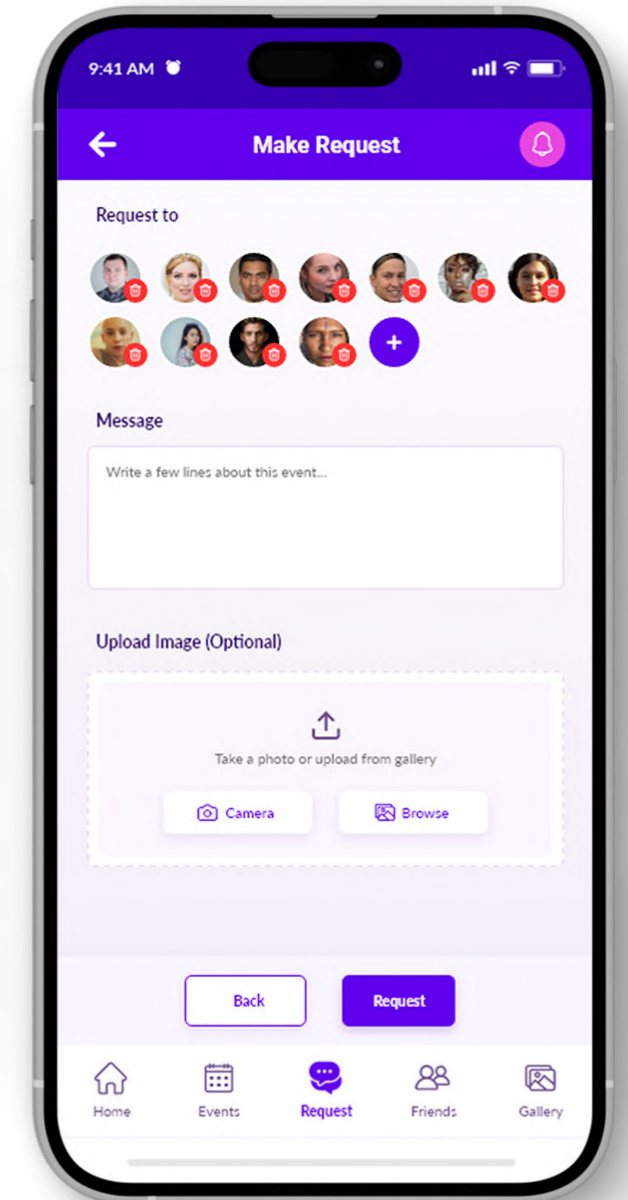
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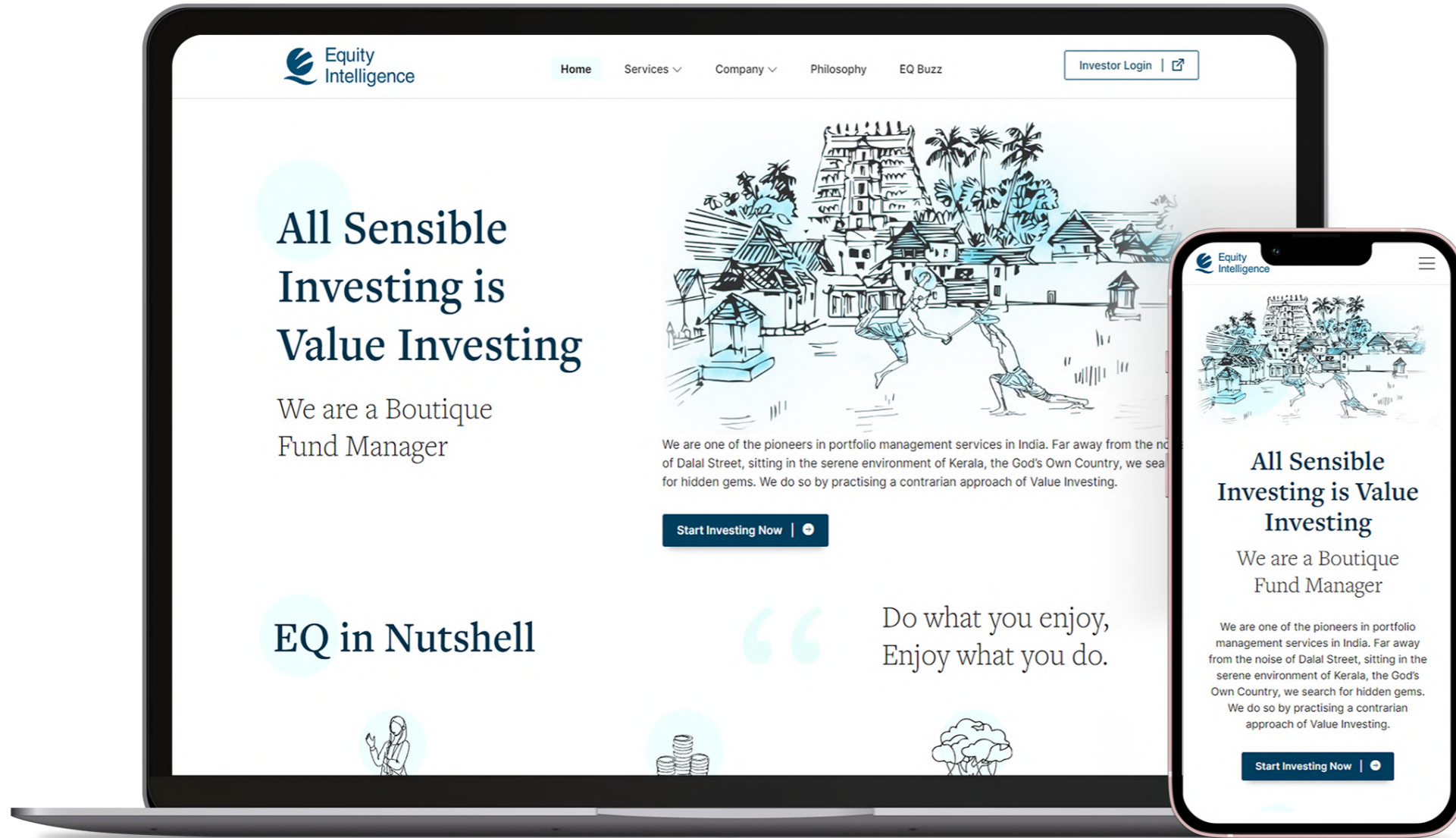
Old



New



Other Works



Branding and UI/UX

Client
Equity Intelligence

Year
2023

Type
Finance and Investment

Location
India

Services:

✓ User Flow

✓ Design System

✓ UI Design

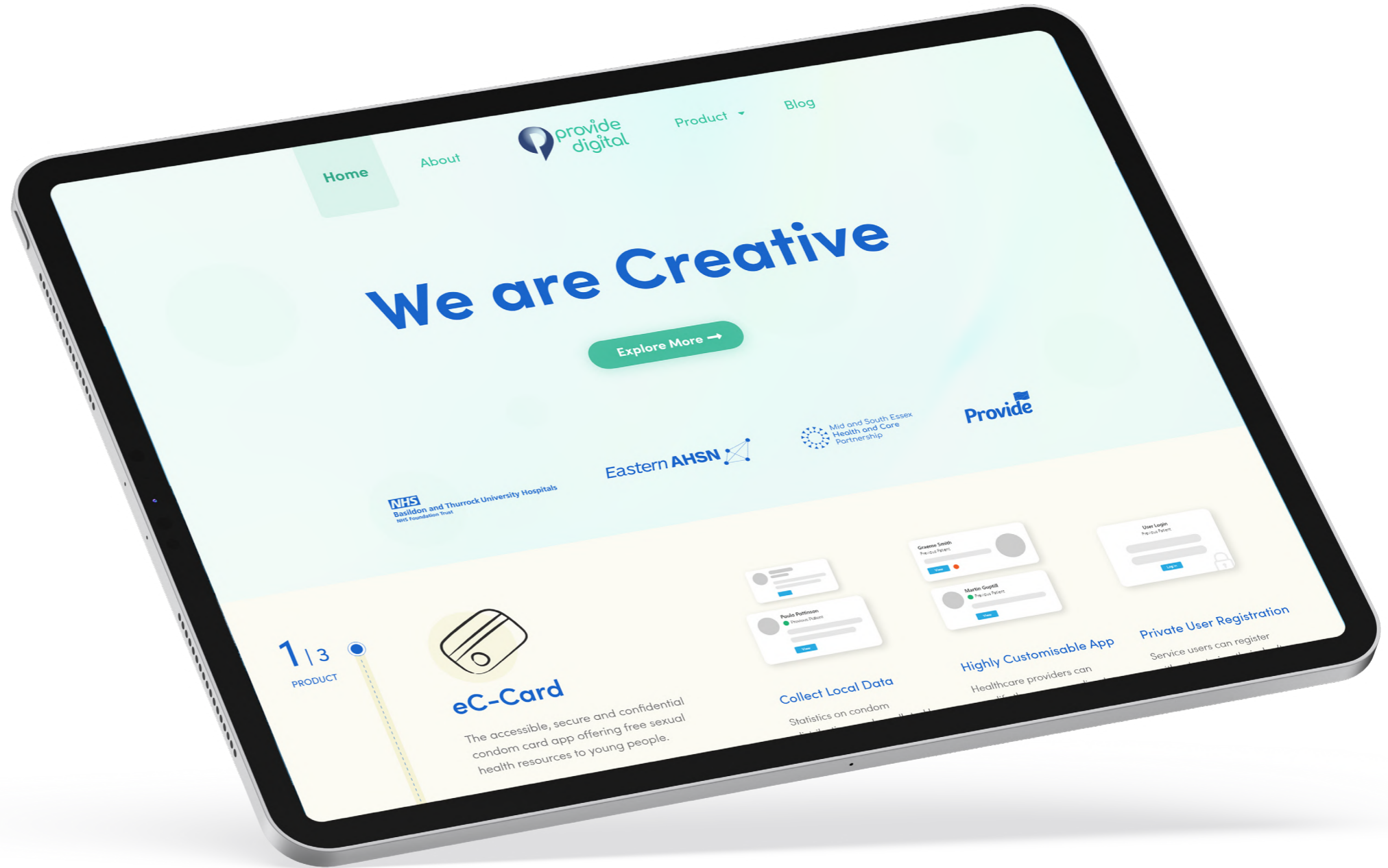
✓ Prototype

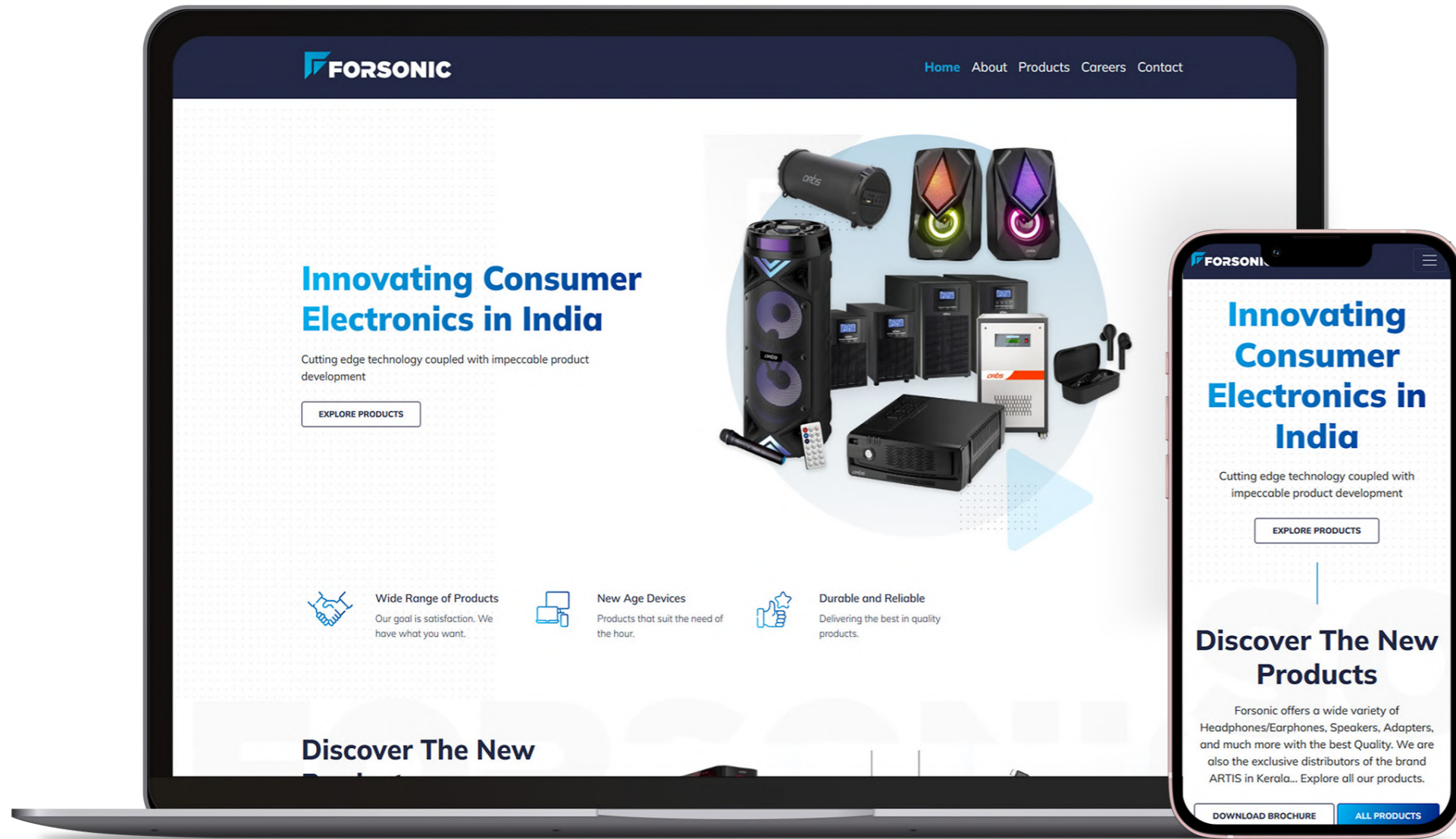
UI Design

Client Provide Digital	Year 2022
Type Healthcare Tech	Location UK

Services:

- ✓ User Flow
- ✓ Design System
- ✓ UI Design
- ✓ Prototype





Branding and UI/UX

Client
Forsonic

Year
2021

Type
Electronics Products

Location
India

Services:

✓ User Flow

✓ Design System

✓ UI Design

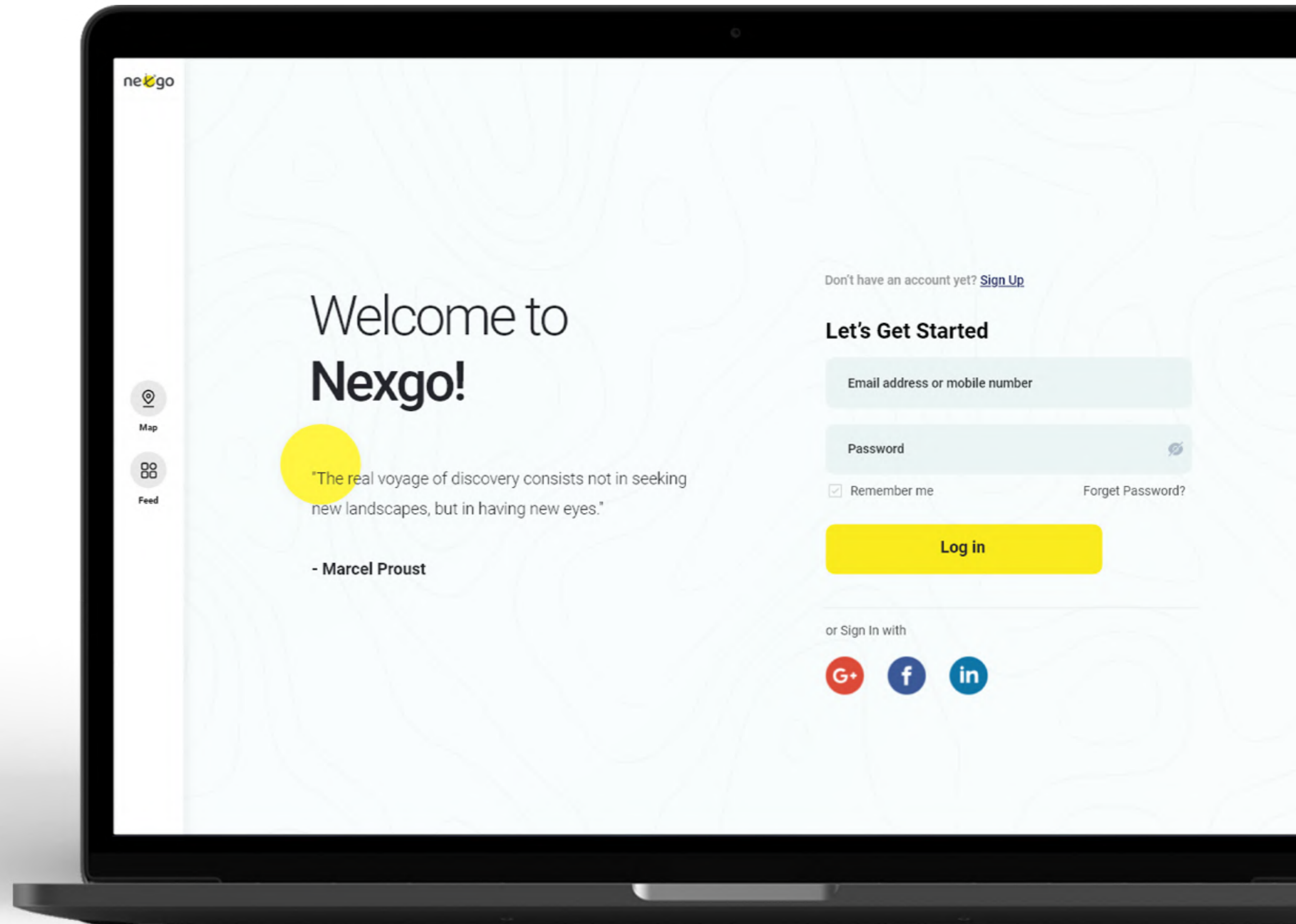
✓ Prototype

UI/UX Design

Client Nexgo	Year 2022
Type Travel	Location India, Global

Services:

- ✓ User Flow
- ✓ Design System
- ✓ UI Design
- ✓ Prototype



Thank You

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Digital_____

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