

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Enhancing Operational Efficiency:
Designing an Innovative Backend Dashboard for Designer-Client Platforms.

VOL. 1 of 2

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Sponsor : **Second Thought Studio**

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Programme :
Master of Design (M.Des)
Interaction Design

THE GRADUATION PROJECT 2024

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Thank you for understanding and supporting the confidentiality measures for the graduation project

Acknowledgement

This document represents the culmination of my learnings from the past two years spent at JK Lakshmipat University (JKLU), and more specifically, the learnings of my graduation project. throughout the journey, I have faced challenges that truly tested my skills, knowledge and perseverance. However, these experiences have been an invaluable addition to my bucket, providing opportunities to learn, adapt and overcome obstacles, contributing significantly to my personal and professional growth.

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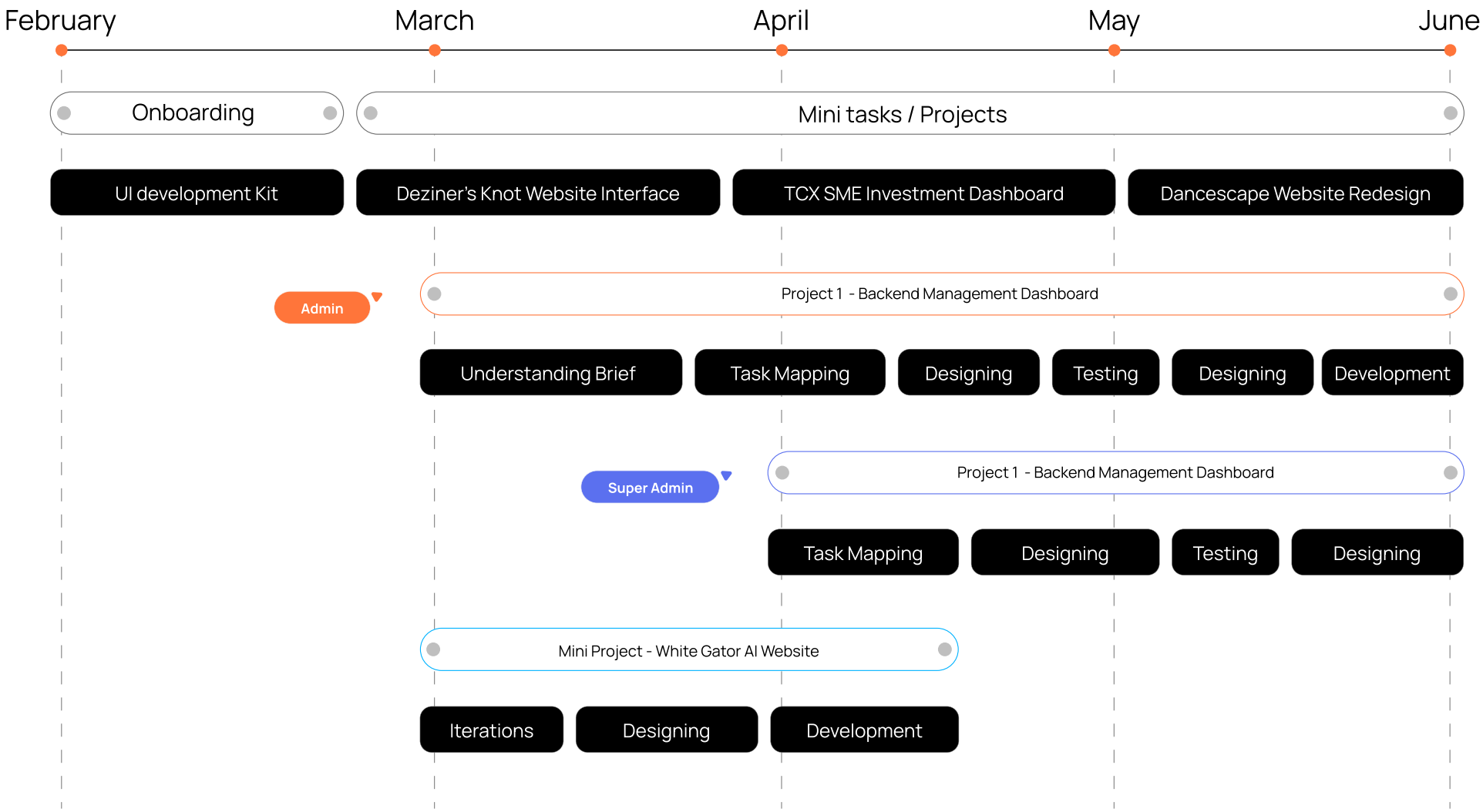
The contributions, suggestions and collaborative efforts of the tech team and design team members whom I have interacted with during this project have helped me overcome challenges and achieve my project goals.

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I would also like to extend my sincere appreciation to anyone whom I might have unintentionally missed out on acknowledging. I have made every effort to acknowledge all individuals who have contributed to my graduation project, and I am grateful for their support, guidance and contributions.

Project Roadmap



Project

Deziner’s Knot : Enhancing Operational Efficiency

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Introduction



Institute of Design, JK Lakshmipat University



Established in 2011, JKLU is inspired by the futuristic vision of Lala Lakshmipat Singhania, the key founder of Lakshmipat Singhania Education Foundation. Under the aegis of J.K.Organisation, the Foundation has been extending its legacy and vision of 'Education to all' for decades. Institute of Design at JKLU aims to shift from conventional design education towards a more future-ready and transformative way of learning to enable students to become successful designers.



Interaction Design, JKLU



The Interaction Design program at JK Lakshmipat University (JKLU) caters to a new generation of device-savvy, tech-savvy individuals who are equally at ease in the virtual and real worlds.

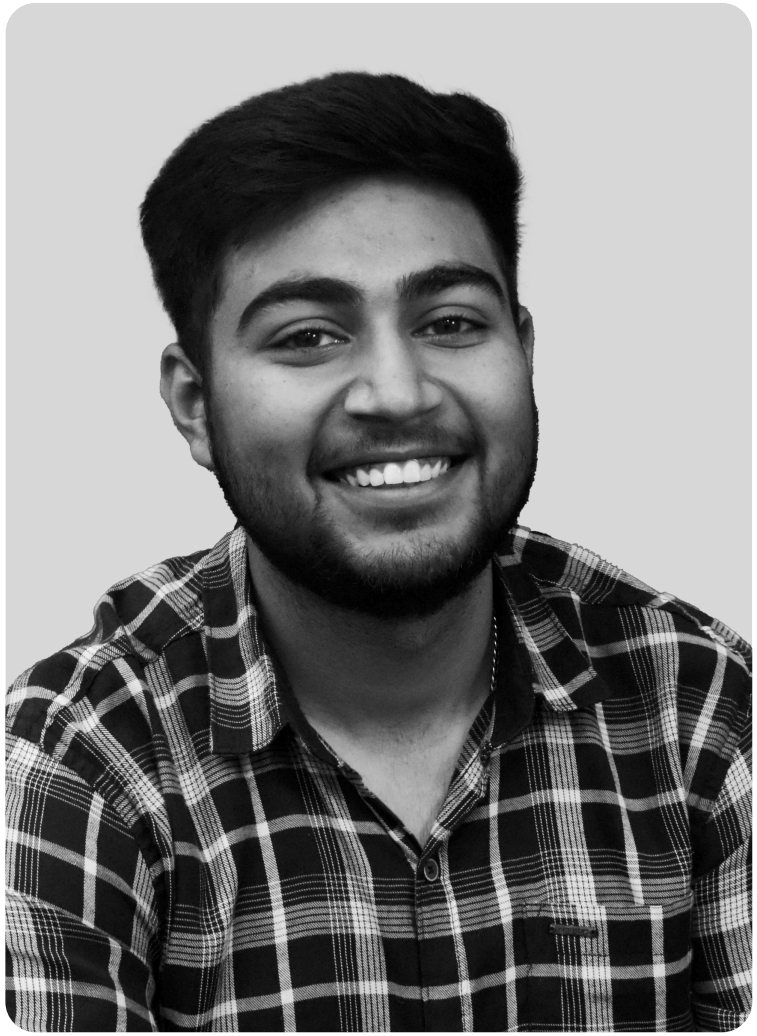
This program empowers students to create both analog and digital experiences, reimagining how people connect with products and services. It encompasses cognitive sciences as well as computer sciences.

Courses such as cognitive ergonomics, user research, ethnographic research, habitat studies, prototyping and testing, information architecture, accessibility, and inclusive design provide students with a deep understanding of how people think, feel, and behave, forming the foundation for any product, environment, or system.

Visual interaction skills are honed through courses in typography, UI design, micro-interactions, color and form, visual documentation, composition, semiotics, and data visualization, enabling students to develop visually appealing interactions.

Technological proficiency is built through courses in HTML/CSS, Android programming, electronics platforms, artificial intelligence, and AR/VR.

About Me



My journey in design began during the lockdown in 2020 when I randomly started sketching to pass the time. Like many others, I was exploring career options during the lockdown and stumbled upon user experience (UX) and user interface (UI) design. Intrigued by these fields, I delved deeper into them. With a background in psychology from my bachelor's degree, I was already captivated by the intricacies of decision-making. This fascination naturally led me to UX design, where I quickly realized that it was not a small field but rather a vast and complex domain.

I immersed myself in UX content online, learning as much as I could. This growing interest motivated me to pursue a master's degree in design. After rigorous preparation for design entrance exams, I enrolled at JK Lakshmipat University (JKLU). During my studies, I discovered a deeper passion for interaction design, which went beyond traditional UX.

Over the past two years, my design thinking skills have significantly matured. My desire to make a positive impact on the world has grown stronger. I am driven by the belief that good design can improve lives and create a better world. This journey has not only enhanced my technical abilities but also strengthened my resolve to use design as a tool for positive change.

Sponsor

Second Thought Studio

SECOND THOUGHT

A second thought is a first step towards creativity

Second Thought Studio is a multidisciplinary design studio founded by two NID graduates Aastha Goel and Vidhoo Ram in August 2022. The studio focuses on crafting compelling narratives and solving complex challenges, to make a lasting impact through their work. The studio believes in the power of the 'second' thought, which leads to truly groundbreaking design solutions. Services offered by the studio are Branding, UI/UX design and Marketing .

Studio Journey

Second Thought Studio, established in 2022, began with a vision: "A second thought is the first step towards creativity." Founded on the belief that creativity thrives in an environment that encourages reflection and reconsideration, the studio aimed to redefine how creative solutions are approached and executed.

From the outset, Second Thought Studio focused on fostering a culture where every idea is given the space to evolve. This philosophy quickly set us apart, attracting a team of passionate designers, artists, and thinkers who shared the same commitment to thoughtful creativity.

In our early days, we worked on a diverse range of projects, from branding and UX/UI design to product development and digital experiences. Each project was an opportunity to delve deeper, rethink initial concepts, and arrive at solutions that were not only innovative but also deeply resonant with the needs of our clients and their audiences.

The studio's approach emphasized the importance of empathy and user-centered design, ensuring that every creation was not just visually appealing but also functionally effective. We invested in understanding the end-users, their behaviors, and their needs, which informed our design processes and outcomes.

As we grew, so did our portfolio. High-profile clients and impactful projects became the norm, but our core philosophy remained unchanged. We continued to value the power of the second thought, encouraging our team to challenge conventions and explore new possibilities.

Today, Second Thought Studio stands as a testament to the idea that creativity flourishes in an environment of continuous reflection and improvement. Our journey from 2022 to now has been marked by growth, innovation, and a relentless pursuit of excellence, all driven by the belief that the second thought truly is the first step towards creativity.

Design Team

Aastha Goel

Co-Founder

Vidhoo Ram

Co-Founder

Communication Design

Shradha Sarolkar

Graphic Design Intern

Product Design Team

Alind Agarwal

Product Design Intern

Bhoomika Nawathe

Product Design Intern

Development

Nishanth B

Web Developer

My Time at Studio

My journey at Studio Second Thought has been an enriching and transformative experience. From the moment I joined, I was immersed in a dynamic and collaborative environment that fostered creativity and innovation. Working alongside talented designers and industry professionals, I had the opportunity to contribute to exciting projects and develop my skills in ways I never imagined.

One of the highlights of my time at the studio was working on the Deziners Knot dashboard project. This project challenged me to think critically about user needs and pushed me to create solutions that were both functional and visually appealing. I learned to balance aesthetic considerations with user experience, ensuring that the end product was intuitive and user-friendly.

Throughout my journey, I was constantly encouraged to explore new ideas and experiment with different design approaches. This freedom to innovate allowed me to grow as a designer and develop a deeper understanding of design principles and methodologies. The studio's emphasis on continuous learning and professional development was evident in the regular workshops, feedback sessions, and collaborative brainstorming meetings.

The supportive culture at Studio Second Thought played a significant role in my growth. Mentorship from senior designers and constructive feedback from peers helped me refine my skills and gain confidence in my abilities. The studio's collaborative atmosphere meant that I was always learning from others, whether through formal reviews or casual conversations.

Working on a variety of projects, from UX/UI design to branding and packaging, exposed me to different facets of design and broadened my expertise. Each project came with its unique set of challenges, which honed my problem-solving skills and adaptability. The hands-on experience I gained was invaluable, preparing me to handle complex design tasks with ease.

Project

Deziners Knot

About the Client

The Chennai Silks

The largest textile kingdom in Tamil Nadu, The Chennai Silks (TCS) has proven to be a shopper's delight for generations of families. It has a widespread reach with sprawling showrooms in Chennai, Coimbatore, Tirupur, Erode, Trichy, Karur, Ernakulam, Tirunelveli, Vellore, Salem, Villupuram, Hosur, Madurai, Chittoor, Hyderabad, Kumbakonam, Tuticorin, Tiruvallur, Dindigul and Tanjore. The Chennai Silks continues its endeavours to reach out to customers, beyond barriers and beyond boundaries....

TCS has always been known to extend an exclusive and exquisite collection that keeps pace with the discerning customer's taste. It has the most exhautive collection of clothing for men, women and children, under on roof. These include Wedding Silks, Designer Sarees, Cotton & Silk Sarees, Chudidars, Dress Materials, Traditional & Western Wear, Suitings & Shirtings, Formal & Casual Wear, Dhoties, Sherwanis & Children's Wear. With clothes for every season and every occasion, TCS has indeed become the favourite family shop.

The Product

Deziner's Knot

To give solution for the development of a world class online platform for Designer's, maintain portfolio and to monetize their designs. For Client's to create a project and to get complete design solution through our platform.

Enhancing Operational Efficiency:

Designing an Innovative Backend Dashboard for Designer-Client Platforms. (Deziners Knot)



Client Brief

Designing a back end Dashboard for Deziners Knot (Designer - Client platform) to increase operational efficiency of the product.

The visual and thinker creative industry currently lacks a comprehensive platform and a strong backend management system, that empowers creatives to showcase their work, find opportunities, and connect with a global audience. Existing platforms do not adequately cater to the diverse needs of these creatives, limiting their ability to market their skills and collaborate with others and sometimes leading to their exploitation. There is a pressing need for a unified platform equipped with a robust backend management system to provide these creatives with the means to showcase their work, build portfolios, collaborate, obtain work opportunities, and expand their networks. This platform will inspire designers and clients to connect and celebrate the diversity of human expression.

The platform will serve as a hub for creatives to share their stories, connect with others, and find work opportunities to fuel their creativity. Additionally, the backend management system will ensure the streamlined operation of the platform, resolve disputes, maintain content integrity, and support the continuous growth of the platform and its stakeholders.

My Roles and Challenges

As the Product Designer for the backend dashboard of Deziners Knot, I undertook several critical responsibilities to ensure the platform's efficiency and user-friendliness. I conducted in-depth user research to understand the specific needs and pain points of both designers and clients, analyzing user feedback and behavior to inform design decisions. Developing a clear and logical information architecture, I ensured that all functionalities were easily accessible and intuitively organized. I created detailed wireframes and interactive prototypes, iterating on designs based on user feedback and usability testing. Establishing a cohesive visual design system, I focused on color schemes, typography, and iconography to ensure visual consistency and alignment with the overall brand identity. My interaction design aimed to enhance user experience with smooth and intuitive interactions, streamlining workflows and creating efficient navigation and task flows. Collaborating closely with the development team, I ensured accurate implementation of design specifications, providing necessary assets and documentation. I conducted usability testing sessions to gather feedback and optimize the overall user experience through iterative design improvements. Regular communication with stakeholders was essential to align design goals with business objectives, presenting design concepts and updates to gather feedback and ensure stakeholder buy-in. Through these roles and responsibilities, I aimed to create a backend dashboard that not only met the functional needs of users but also provided a seamless and enjoyable user experience.

My Design Process



Discovery & Research

Defining Requirements

Ideation

Prototyping & Development

Testing

Understanding the Brief

Project Overview:

The goal of designing the backend dashboard for Deziners Knot, a Designer-Client platform, was to enhance the operational efficiency of the product. The dashboard aimed to streamline processes for designers and clients, facilitating better portfolio management, project creation, and seamless interaction. Key features included user authentication, portfolio submission, project tracking, communication tools, and administrative functionalities.

Key Stakeholders:

The main users of the platform were:

- Administrators: Personnel who manage the platform, monitor user activities, and ensure compliance.
- Super administrators: Personnel who manage the administrators, monitor user activities.

Goals and Objectives:

The primary objectives were to:

- Efficiency: Streamline workflows to save time and effort in managing portfolios and projects.
- User-Friendliness: Ensure an intuitive interface that is easy to navigate for all users.
- Scalability: Design a dashboard capable of accommodating future growth and additional features.
- Security: Implement robust security measures to protect user data and ensure privacy.

Functional Requirements:

Essential features included:

- **User Management:** Tools for registration, login, profile management, and role-based access control.
- **Portfolio Management:** Capabilities for designers to create, edit, and organize portfolios.
- **Project Management:** Features for clients to create, assign, and track projects with timelines and milestones.
- **Communication Tools:** Integrated messaging and notifications to facilitate designer-client interactions.
- **Administrative Controls:** Interfaces for administrators to oversee user activities and manage platform content.

The platform needed to:

- **Usability**: Be accessible and easy to use, with a minimal learning curve.
- **Performance**: Load quickly and handle large datasets efficiently.
- **Reliability**: Maintain stability with minimal downtime and robust error-handling.
- **Accessibility**: Adhere to accessibility standards to be usable by people with disabilities.

Constraints and Considerations:

Key constraints included:

- **Technical Constraints**: Integration with existing infrastructure and third-party services.
- **Budget and Resources**: Efficient use of limited budget and resources.
- **Timeline**: Strict adherence to project deadlines and milestones.
- **User Feedback**: Continuous incorporation of user feedback to ensure the platform meets user needs.

Success Metrics:

To measure success, we focused on:

- **User Adoption:** Tracking active users and their engagement with the platform.
- **User Satisfaction:** Analyzing feedback to gauge satisfaction and identify improvement areas.
- **Task Efficiency:** Evaluating time taken to complete key tasks before and after implementation.
- **Error Rates:** Monitoring error frequency and severity, aiming for reduction over time.

Understanding this brief allowed me to align design and development efforts with project objectives, ensuring that the backend dashboard addressed stakeholder needs and delivered a high-quality user experience.

User Persona

When building the user personas I learnt that while designing a product one should look at the maximum possibilities and insights from the persona.

I learnt about different roles of designers and clients and the administrating roles which are involved in the backend management.

Users :

Administrators

Administrators are the personnel responsible for managing and overseeing the platform's operations.

Super Administrators

Super Admins hold the highest level of authority on the platform, overseeing all administrative functions and ensuring overall strategic alignment.

User Persona

User 1 - Designer

User 1



Shreya

Age	25
Education	B.Des
Occupation	Designer
Location	India

Tech Savvy **High**

Bio

She currently lives in India. She finished her bachelors in design and is interested in working on new design projects. She also creates art and would like to sell it online.

Core Needs

- Needs to find projects/ clients where she can use her design skills to earn while freelancing.
- Can interact and be part of the creative community.
- Sell her artworks and designs.

Pain Points

- Don't know where to find clients for freelance projects.
- No platform where she can conveniently sell her designs.
- No one platform where she can do all, find inspiration like on behance and dribble, find work and clients like fiverr and be a part of creative community like on twitter, instagram, facebook.
- Can't find resources/ tools/ platforms to make teams to work on projects in group.
- Frustrated with untimely and incomplete payments, unregulated work milestones, project structure and payment methods.

Current Brands

contra Bē fiverr. envato

User Persona

User Research / Persona

User 1



Varun

Age	37
Education	B.Tech
Occupation	Company Owner
Location	India

Tech Savvy — High

Bio

Varun currently lives in India. He is owner of a tech startup and is looking for a freelance designer who can do illustrations, social media design and other graphic design work for his company.

Core Needs

- View and find designers/ artists/ groups who can work on projects.
- Post jobs and find the best candidate suitable.
- Collaboration and easy communication with designers during ongoing projects.

Pain Points

- Don't know where to find designers for freelance projects.
- Deciding the best suitable applicant based on quality of work, experience and budget.
- Managing the hired designers, calculating fair pays, making timely payments and setting deadlines.
- Integrating other application and work tools if used by company for internal management.

Current Brands

contra · Bē · fiverr. · envato

The Problem

Market Size

With constant AI advancements creative works are becoming more valuable and important to innovate

Design industry

$162b and growing.

Multiple software categories used in design will grow more than 20% this year and on

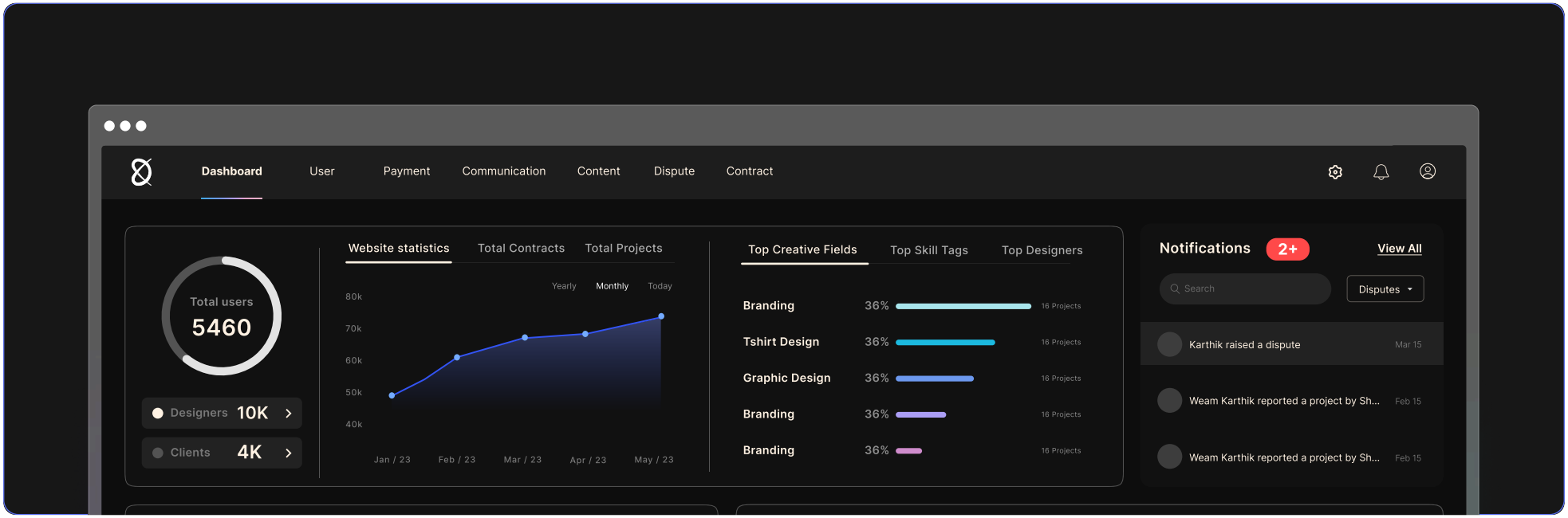


The Problem

The visual and thinker creative industry currently lacks a **comprehensive platform** and a **strong backend management system**, that empowers creatives to showcase their work, find opportunities, and connect with a global audience. Existing platforms do not adequately cater to the diverse needs of these creatives, limiting their ability to market their skills and collaborate with others and sometimes leading to their exploitation.

Area of Opportunity

There's an opportunity to revolutionize the creative industry by designing a comprehensive backend dashboard for Deziners Knot, which will streamline portfolio management and client interactions, enhance visibility and collaboration, and empower creatives while fostering a vibrant, diverse community.



Solution

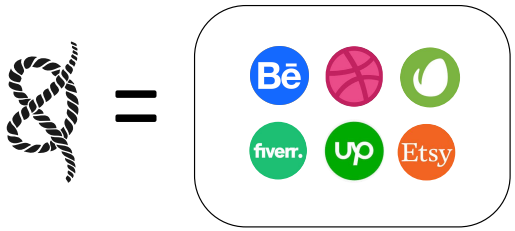
To build a robust backend system for Deziners Knot that meets the needs of designers, clients, admins, and super admins.

Solution For

What we are building?

All in one creative platform that recognizes, supports diverse Indian creatives

One stop creative hub



Showcase your creativity to the world
Find design solutions & get work done at ease
Market your Art, Design, Product
Collaborate, Connect with creative people
Find inspirations

Vision

Empower creatives worldwide with a platform that inspires, connects and celebrates the diversity of human expression.



Competitor & Market Analysis



Overview

Behance is an online platform that enables creative professionals to showcase their portfolios, discover inspiration, and connect with other creatives. Users can upload their work, including design projects, illustrations, photography, and more. It provides a space for creative individuals to gain exposure, collaborate, and find job opportunities.

Business Model	**Freemium Access:** Users Can Create Profiles, Upload Projects, And Engage With The Community For Free.	**Behance Jobs** Employers And Clients Can Post Job Listings To Find Talented Creatives, Creating A Potential Revenue Stream
	Behance Pro Offers Premium Features, Including The Ability To Customize Portfolios, Access Advanced Analytics, And Showcase Work On A Personalized Domain	**Behance Assets** Employers And Clients Can Post Job Listings To Find Talented Creatives, Creating A Potential Revenue Stream

Problems	**Portfolio Customization** Limited Customization For Free Users	**Engagement** Maintaining Engagement Beyond Portfolio Uploads	**Quality Control** Ensuring High-Quality Content Is Crucial

Competitor & Market Analysis

Solutions	Offer More Customization Options In The Free Tier To Entice Users To Consider Upgrading To Behance Pro.	Launch Community Challenges Or Contests To Encourage Regular Interaction And Creative Collaboration	Implement A Moderation System To Review And Verify Portfolios Before They're Featured Prominently.
Suggested Features	**Collaborative Projects** Enable Users To Collaborate On Projects Directly Within Behance, Fostering Teamwork And Showcasing The Process	**Virtual Event** Introduce Virtual Workshops, Webinars, And Networking Events To Provide Additional Value To The Creative Community.	**Mobile App Enhancements** Introduce Virtual Workshops, Webinars, And Networking Events To Provide Additional Value To The Creative Community.
	AI-Powered Portfolio Feedback Integrate AI To Provide Constructive Feedback On Portfolios, Helping Users Understand How To Improve Their Work	**Enhanced Analytics** Provide More Detailed Analytics In The Pro Tier, Such As Insights Into Audience Demographics And Engagement Patterns	**Creative Learning Hub** Create A Hub Within Behance That Offers Educational Resources, Tutorials, And Courses To Help Users Improve Their Skills

Competitor & Market Analysis

Overview

Upwork is an online platform that connects freelancers with clients seeking various services, including design, writing, programming, marketing, and more. Freelancers create profiles, showcase their skills, and bid on projects posted by clients. Clients review proposals and hire freelancers for their projects, and the platform facilitates communication, collaboration, and payment

Business Model	**Freemium Access:** Upwork Charges A Fee On Both Sides Of The Transaction: Freelancers Pay A Percentage Of Their Earnings, And Clients Pay A Fee Based On The Project Budget.	**Upwork Pro And Enterprise:** Offers Premium Services, Including Access To A Curated Pool Of Top Freelancers And Dedicated Account Management

Problems	**Quality Assurance** Limited Customization For Free Users	**Competitive Bidding** Introduce A Minimum Bid Threshold To Ensure Fair Compensation For Freelancers	**Project Management** Managing Remote Projects Can Be Challenging

Competitor & Market Analysis

Solutions	Implement A Robust Review System Where Clients Can Rate Freelancers And Provide Detailed Feedback.	Introduce A Minimum Bid Threshold To Ensure Fair Compensation For Freelancers	Integrate Project Management Tools That Help Both Clients And Freelancers Track Progress, Tasks, And Deadlines
Suggested Features	**Freelancer Skill Assessment** Introduce Skill Assessments For Freelancers, Verified By Upwork, To Provide Clients With A Clearer Understanding Of Freelancers' Capabilities.	**Instant Messaging Integration** Enhance Communication By Integrating Instant Messaging Within The Platform, Streamlining Client-Freelancer Interactions	**Project Milestones And Escrow** Introduce Virtual Workshops, Webinars, And Networking Events To Provide Additional Value To The Creative Community.
	Freelancer Collaboration Spaces Integrate AI To Provide Constructive Feedback On Portfolios, Helping Users Understand How To Improve Their Work	**Client Reviews For Freelancers** Allow Freelancers To Rate And Review Clients, Promoting Transparency And Accountability On Both Sides	**Subscription Tiers** Itroduce Subscription Tiers For Clients, Offering Different Levels Of Support, Including Access To Premium Freelancers, Account Management, And Personalized Recommendations.

Competitor & Market Analysis



Overview

Envato Elements is a subscription-based platform that offers a vast collection of digital assets to help creators enhance their projects. The platform includes graphics, templates, photos, videos, audio, and more, catering to various creative disciplines

Business Model	**Subscription Tiers** Users Can Subscribe On A Monthly Or Yearly Basis, Gaining Access To Unlimited Downloads From The Platform's Vast Library	**Marketplace** Make Passive Income By Selling Digital Design Assets Online

Problems	**Content Discovery** With An Extensive Library, Users Might Find Content Discovery Overwhelming	**Quality Control** Ensuring The Quality And Relevance Of Assets	**Subscription Value** Users Might Feel That They're Paying For Assets They Don't Need

Competitor & Market Analysis

Solutions	Implement Advanced Search Filters And Categories, Along With AI-Driven Content Recommendations Tailored To Users' Preferences	Implement A Rigorous Review Process For Submissions To Maintain A High Standard Of Quality	Introduce A Feedback Mechanism Or Rating System For Assets, Allowing Users To Provide Feedback And Creators To Improve Based On User Input
Suggested Features	**Asset Preview Customization** Allow Users To Customize The Preview Of Assets (E.G., Template Previews) To See How They Would Look With Their Content.	**Interactive Templates** Introduce Interactive Templates That Users Can Customize Directly On The Platform, Simplifying The Editing Process	**Asset Usage Tracking** Provide A Dashboard That Shows Users How Often They've Used Specific Assets, Helping Them Optimize Their Subscription

Empathy Map/ Emotion Map

Who are we empathizing with?

Who are we trying to understand?

What is the situations?

Here we want to understand a client's needs and wants by understanding how do they interact with the four products that are available in the market when they want to hire designers for a short period of time as a freelancer or on a contract basis or searching for full timers.

The clients can be individual or design agencies who are in need of the right designers that suits the purpose and are available as per the client's needs.

What do they need to do?

What do they want or need to get done

What decisions do they need to take?

Wants to find the right designers suitable for his project needs.

Designers that fits within his budget.

He wants high quality design works (no compromise on quality)

He needs designers who are professional and reliable.

He needs someone who can get the work done on time and meet the deadlines.

He needs someone who are innovative and can contribute equally.

Transparent budgeting, no hidden costs.

Empathy Map/ Emotion Map

1 Says

- What have we heard them say?
- What would a user say in an interview?
- What can we imagine them saying?

I need a designer who can get the work deliver on time and my budget.

I want someone who is reliable and meet deadlines

I want clear and open communication

I don't want to spend too much time sending repetitive messages to designers.

I can't find who I've worked with previously and check their availability.

I have to work on multiple proposals at times and it becomes difficult for me to keep track of all the proposals and its corresponding status of work and deliverables.

I hope the designers can work upto expectation as visible in their portfolio

2 Thinks

- What is the user thinking throughout the experience?
- What occupies the user's thoughts?
- What matters to the user?

Hoping to find the right designer

A designer who is collaborative and flexible.

He thinks a designer could deliver quality work within the fixed budget.

Empathy Map/ Emotion Map

3 Does

- What actions does the user take?
- What task(s) does the user want or need to get done?
- What decision(s) does the user need to make?

Researches designers and reviews their portfolios to assess their style and capabilities.

Reeds to share briefs with designers he chooses and details.

Needs to set up visual references for better understanding of the project and the client's design preference.

Keep records of communication who are reaching out to him for the proposal.

Keeping tabs of those who applied for the proposals.

Needs to write down a proposal and requirements so he can search for designers accordingly

Talks about agreements and terms, sets budget and talks about it to the selected designer

4 Feels

- What worries the user?
- What does the user get excited about?
- How does the user feel about the experience?

Excited about the designers and their proposals, if any

Anxious about choosing the right designer

Worries about budget constraints and managing expenses of multiple proposals.

Stressed about project deadlines and ensuring timely delivery.

Empathy Map/ Emotion Map

1 Says

- What have we heard them say?
- What would a user say in an interview?
- What can we imagine them saying?

I need a designer who can get the work deliver on time and my budget.

I want someone who is reliable and meet deadlines

I don't want to spend too much time sending repetitive messages to designers.

I want clear and open communication

Tight timelines can be tricky

I hope the designers can work upto expectation as visible in their portfolio

I can't find who I've worked with previously and check their availability.

2 Thinks

- What is the user thinking throughout the experience?
- What occupies the user's thoughts?
- What matters to the user?

Hoping to find the right designer

A designer who is collaborative and flexible.

He thinks a designer could deliver quality work within the fixed budget.

Empathy Map/ Emotion Map

3 Does

- What actions does the user take?
- What task(s) does the user want or need to get done?
- What decision(s) does the user need to make?

Researches designers and reviews their portfolios to assess their style and capabilities.

Keeping tabs of those who applied for the proposals.

I want clear and open communication

Needs to share briefs with designers he chooses and details.

Needs to write down a proposal and requirements so he can search for designers accordingly

Keep records of communication who are reaching out to him for the proposal.

4 Feels

- What worries the user?
- What does the user get excited about?
- How does the user feel about the experience

Excited about the designers and their proposals, if any

Anxious about choosing the right designer

Stressed about project deadlines and ensuring timely delivery.

Worries about budget constraints and managing expenses of multiple proposals.

Data Pills for front end Consideration

Client Profile content

About:	Followers:	Total work
My Work:	My Community:	In progress
Contracts:	My Projects:	Total Followers
Billings:	My Activities:	Following
	Rate Card:	Likes

Open opportunity, offered contracts, activated, deleted posts , drafts

Type of work provided

My list of work, designers involved, status of work, timeline of project, invested amount

Include comments and reviews that can help in decision making.

To check his list of designers, he has previously worked with

Include comments and reviews that can help in decision making.

Profile

Total profile visits

Total active page vs users on those active pages.

Name
Location
Bio
Online presence
Profile picture

New visitors vs. returning visitors

Total profile visits
Total active page vs users on those active pages.

Total amount transaction

Need to pay

Design Considerations

During the research and development phase of this project the Data Pill Method helped us to understand about the scope of all the information that we can show to the stakeholders. This method usually helps a lot in getting a structure of the whole product in the beginning itself.



Ideation

Use Cases

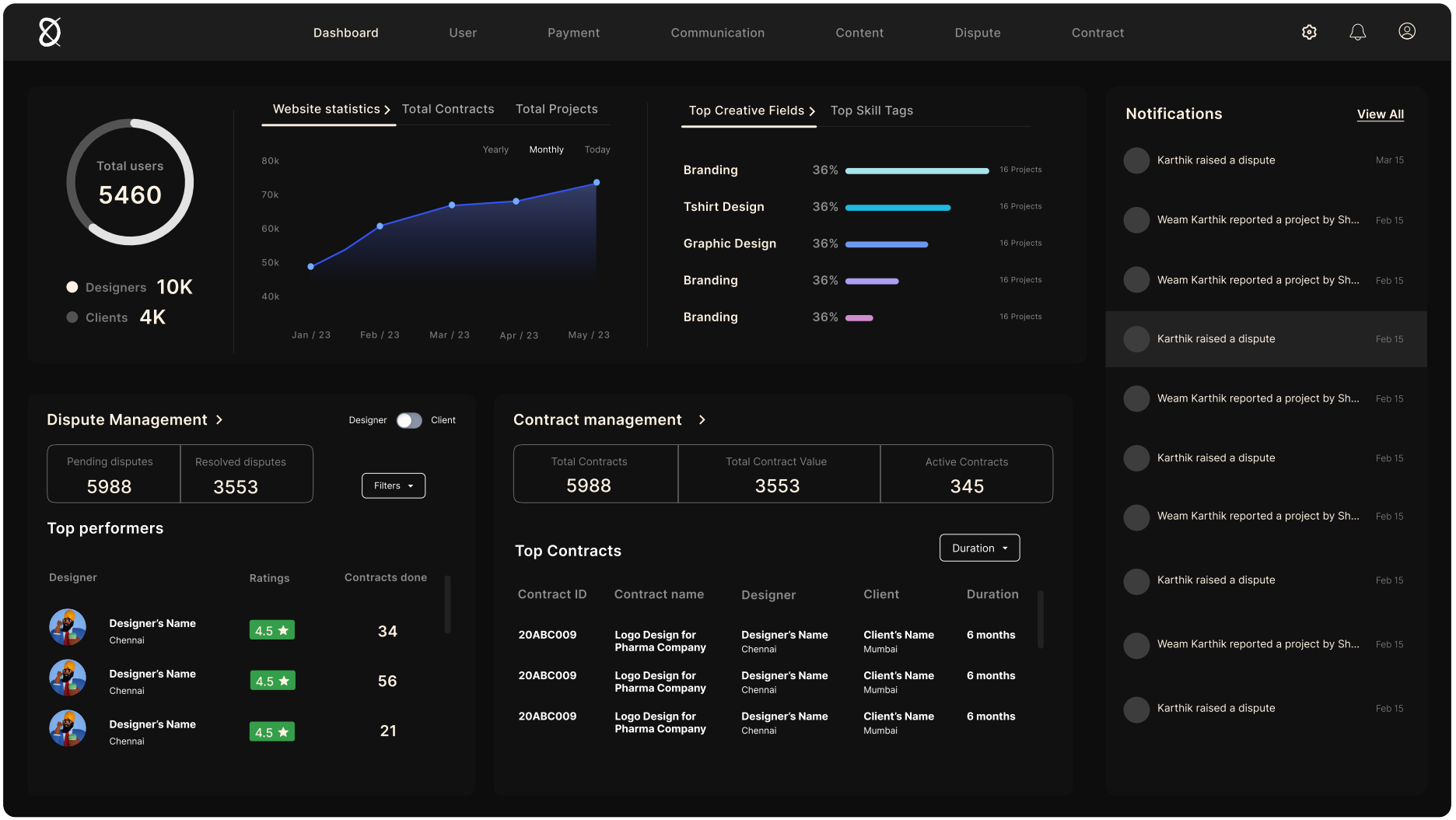
	SECTIONS	USE CASES/ TASKS	SUB USE CASES
ADMIN	Dashboard	*Overview of platform activities and advanced analytics.*	• user registrations • website traffic • Top projects, designers, clients, skills • ongoing projects, etc
		Viewing top designers, clients, projects	
	User Management	*View & manage designer and client accounts*	• Manage passwords • Account related inquiries
		Suspending or banning user accounts	
	Contract Management	*Manage user roles & permissions* *View & manage on going and completed projects*	• overview • project summary • project timeline • project status • budget tracking • resource management • performance analytics

	SECTIONS	USE CASES/ TASKS	SUB USE CASES
	Payment Management	*View transactions* *Payment Gateway Integration Management*	• List of all transactions • Completed • Upcoming • Under Process • Cancelled • Update integrations with payment gateways • Test and troubleshoot
	Communication Tools	*Monitor and moderate messages between designers and clients.(compliance)* *Send announcements or notifications to users.* *Resolve queries from clients and designers* *Feedback and reviews*	
	Content Management	*Manage platform content, including project listings and designer profiles.* *Create,delete and edit pages, such as FAQs and terms of service.*	• Monitor content (Compliance)

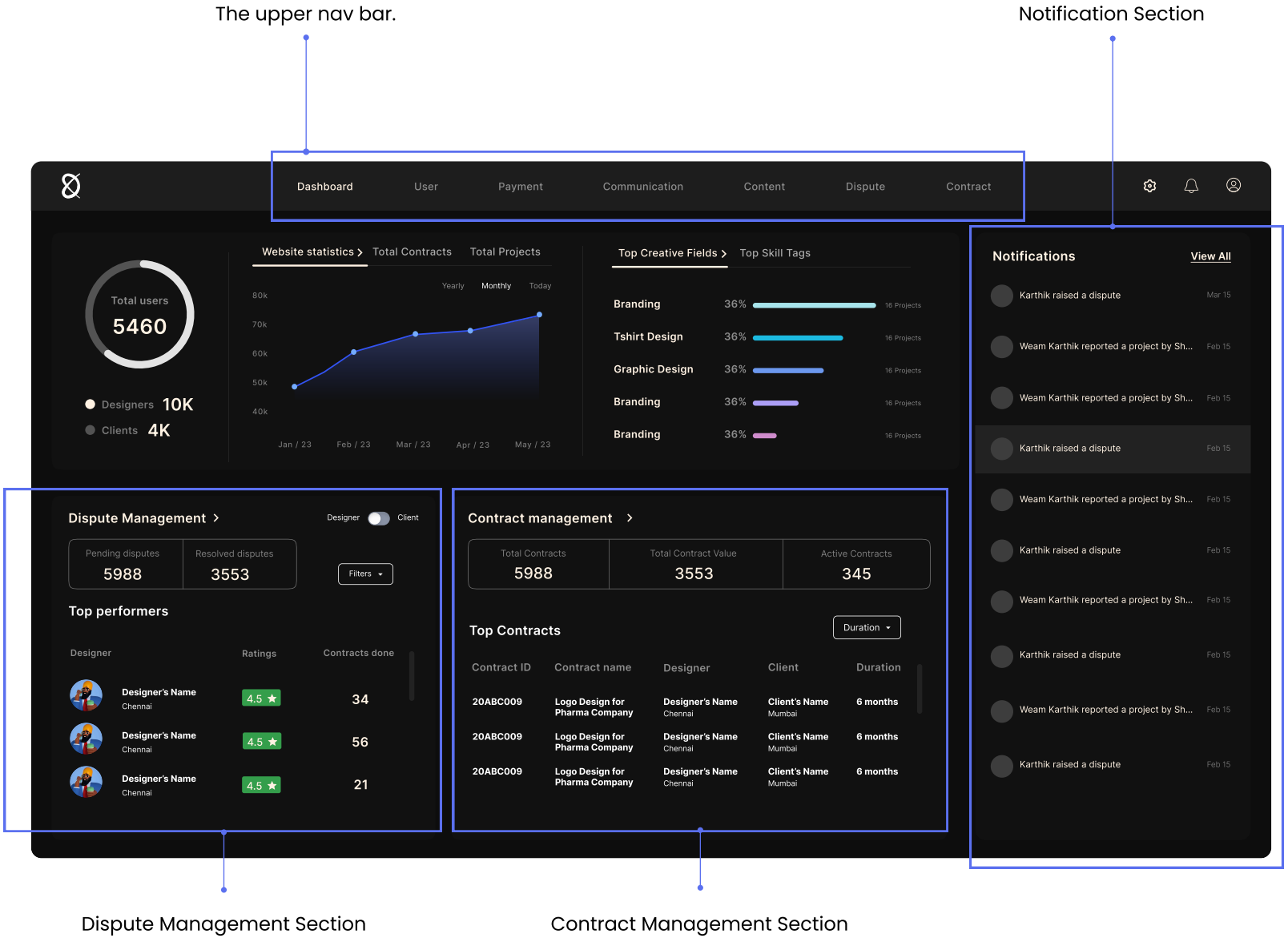
	SECTIONS	USE CASES/ TASKS	SUB USE CASES
	Dispute management	*Payment disputes* *Disputes raised by users during the project* *Technical disputes* *Inappropriate content disputes*	

Iterations

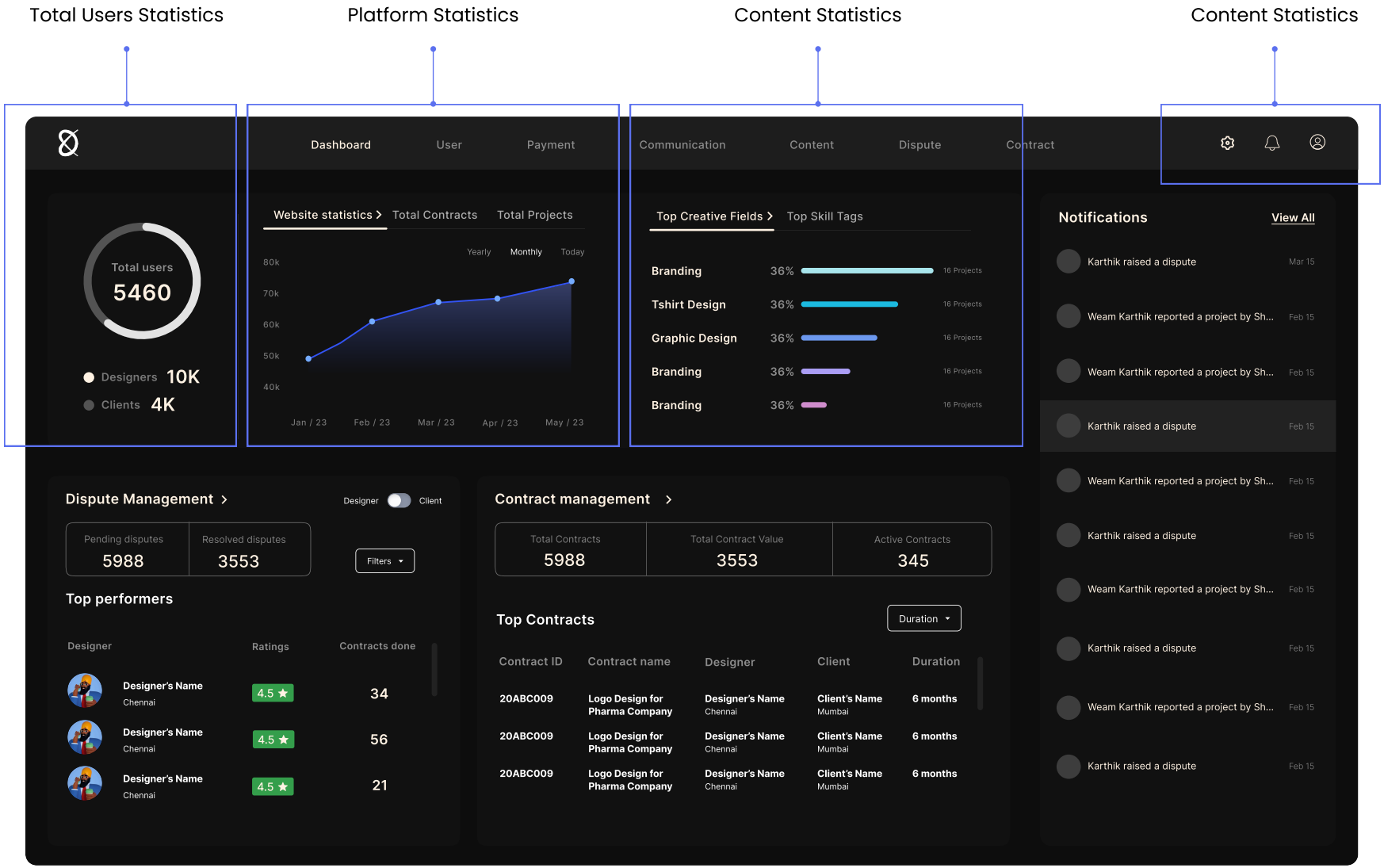
After building wireframes we decided to build a dummy dashboard which will give an idea on the segments that we need to add.



Iterations


The upper nav bar.
Notification Section
Dashboard
User
Payment
Communication
Content
Dispute
Contract
Total users
5460
Designers 10K
Clients 4K
Website statistics
Total Contracts
Total Projects
Yearly
Monthly
Today
80k
70k
60k
50k
40k
Jan / 23
Feb / 23
Mar / 23
Apr / 23
May / 23
Top Creative Fields
Top Skill Tags
Branding 36% 16 Projects
Tshirt Design 36% 16 Projects
Graphic Design 36% 16 Projects
Branding 36% 16 Projects
Branding 36% 16 Projects
Notifications
View All
Karthik raised a dispute Mar 15
Weam Karthik reported a project by Sh... Feb 15
Weam Karthik reported a project by Sh... Feb 15
Karthik raised a dispute Feb 15
Weam Karthik reported a project by Sh... Feb 15
Karthik raised a dispute Feb 15
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Karthik raised a dispute Feb 15
Weam Karthik reported a project by Sh... Feb 15
Karthik raised a dispute Feb 15
Dispute Management
Designer
Client
Pending disputes 5988
Resolved disputes 3553
Filters
Top performers
Designer
Ratings
Contracts done
Designer's Name Chennai 4.5 34
Designer's Name Chennai 4.5 56
Designer's Name Chennai 4.5 21
Contract management
Total Contracts 5988
Total Contract Value 3553
Active Contracts 345
Top Contracts
Duration
Contract ID
Contract name
Designer
Client
Duration
20ABC009 Logo Design for Pharma Company Designer's Name Chennai Client's Name Mumbai 6 months
20ABC009 Logo Design for Pharma Company Designer's Name Chennai Client's Name Mumbai 6 months
20ABC009 Logo Design for Pharma Company Designer's Name Chennai Client's Name Mumbai 6 months
Dispute Management Section
Contract Management Section

Iterations

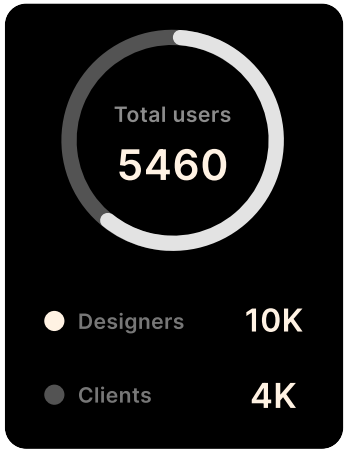

Total Users Statistics
Platform Statistics
Content Statistics
Content Statistics
Dashboard
User
Payment
Communication
Content
Dispute
Contract
Total users
5460
Designers 10K
Clients 4K
Website statistics
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20ABC009 Logo Design for Pharma Company Designer's Name Chennai Client's Name Mumbai 6 months

Functional Detailing

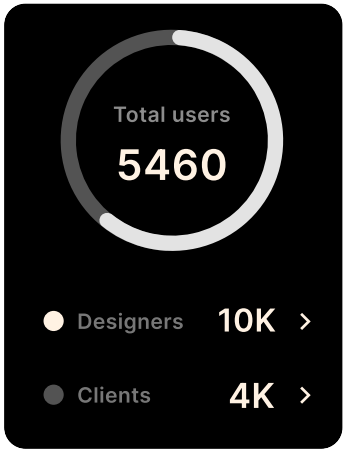
Widget Detailing

After our first phase of iteration we came to agree on a point that the detailing of widgets needs to be done in order to facilitate the admins with more control and visibility on the system.

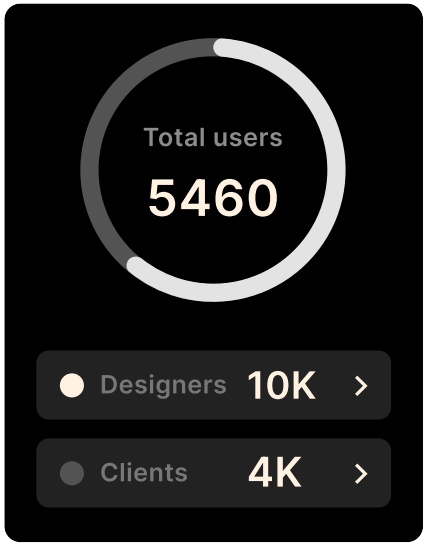
Widget 1 / iteration 1



Widget 1 / iteration 2



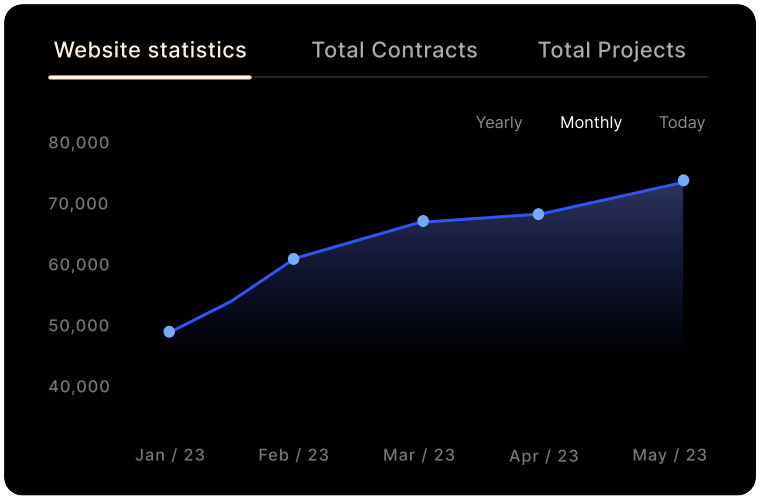
Widget 1 / iteration 3/ final



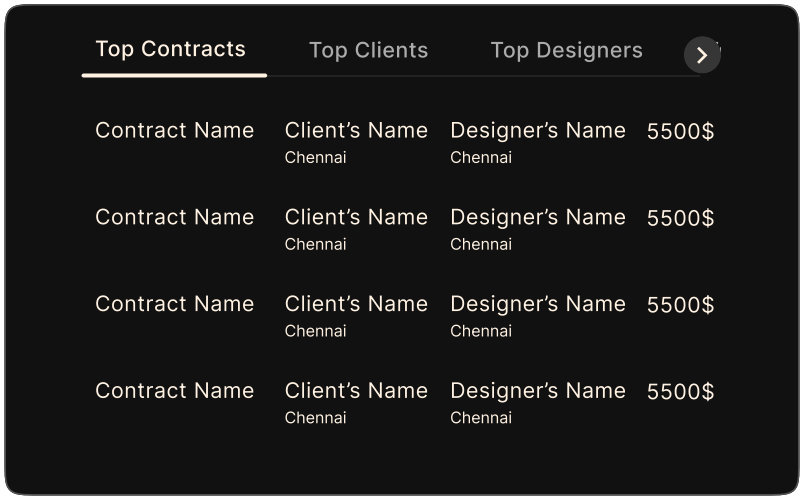
After continuously iterating on the widget we realized the importance of providing the functionality to navigate the data directly from the dashboard rather than increasing the steps.

Functional Detailing

Website Statistics/ Contract Statistics/ Project Statistics



Performance Statistics

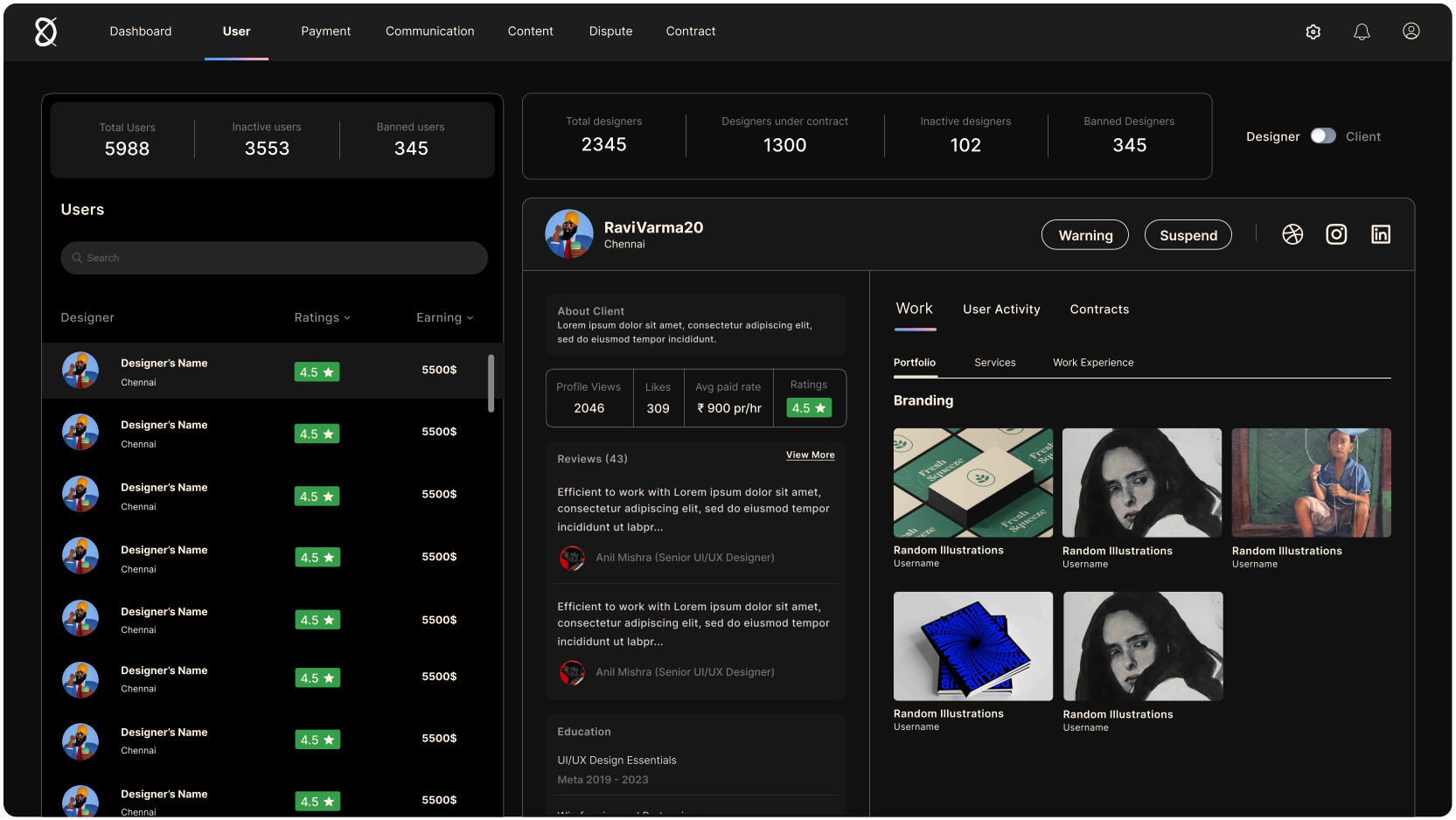


Widget Detailing

During designing the widget, we continuously debated about its functionality. While designing these features, we considered various user needs and scenarios to ensure the widget would be both intuitive and effective. We focused on creating a seamless user experience, balancing simplicity with robust functionality. Through multiple iterations and feedback sessions, we refined the design to address potential pain points and enhance usability. This iterative process allowed us to develop a widget that not only met the initial requirements but also exceeded user expectations by offering a practical and user-friendly solution.

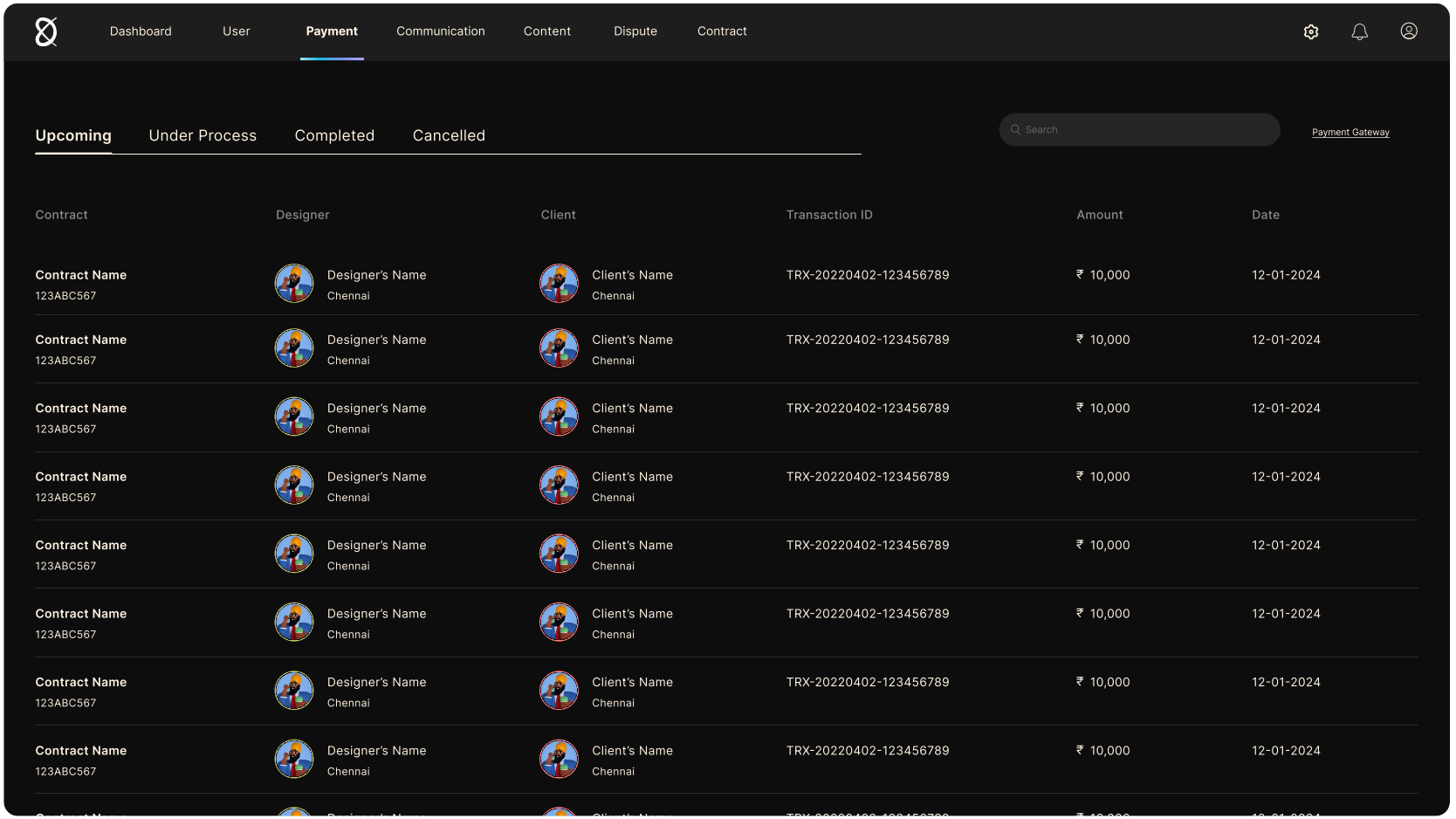
Detailing/ User Management

For the User Management section, we designed intuitive onboarding, profile management, and role-based access controls. Extensive user research and feedback guided our development to ensure security and usability. Continuous testing refined the system for optimal performance and user satisfaction.



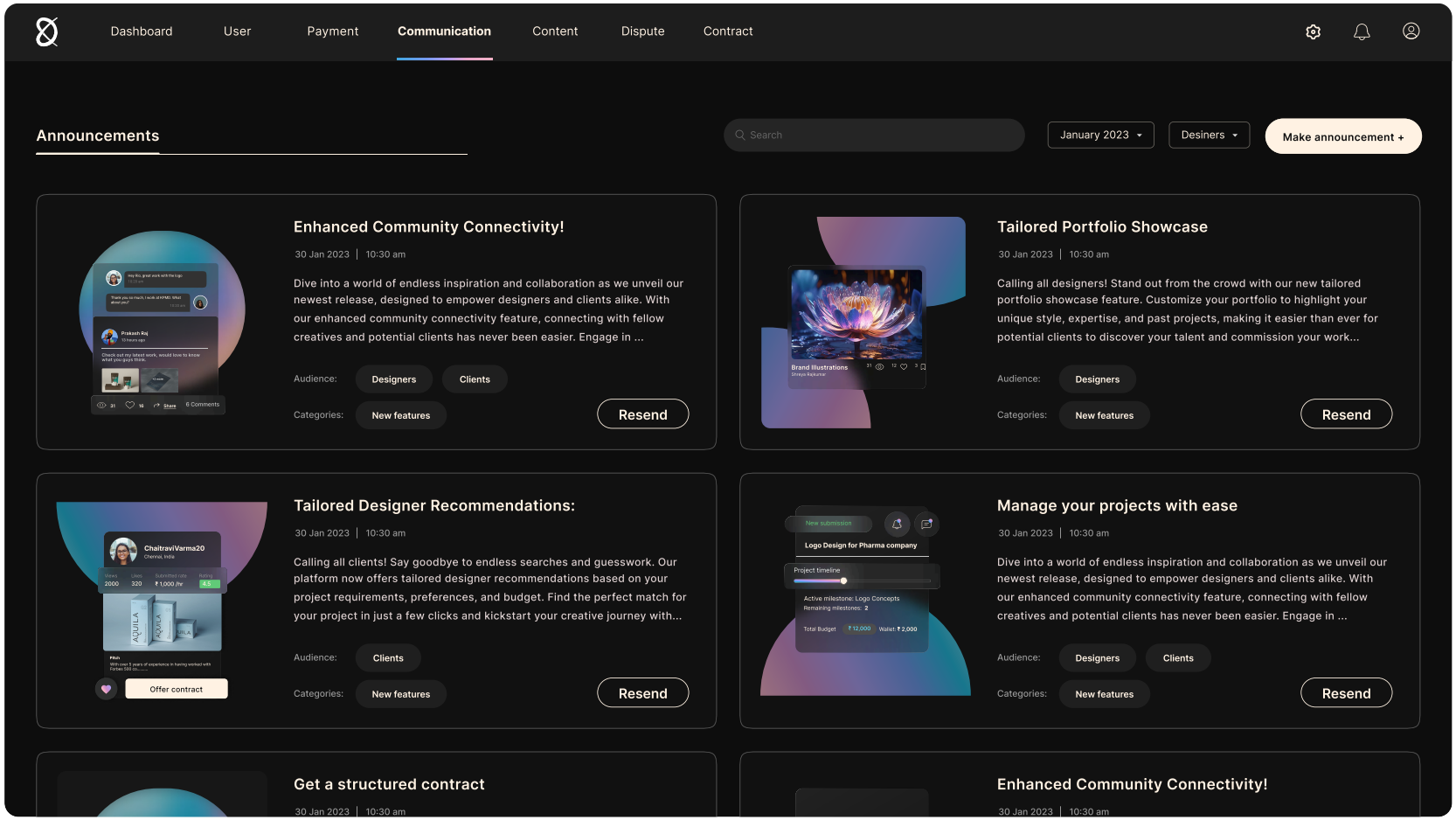
Detailing/ Payment Management

Payment Management was the most challenging part in the entire project due to a lot of constraints from the client. The amount of liberty one has to have in terms of monetary interference was the topic we discussed the most.

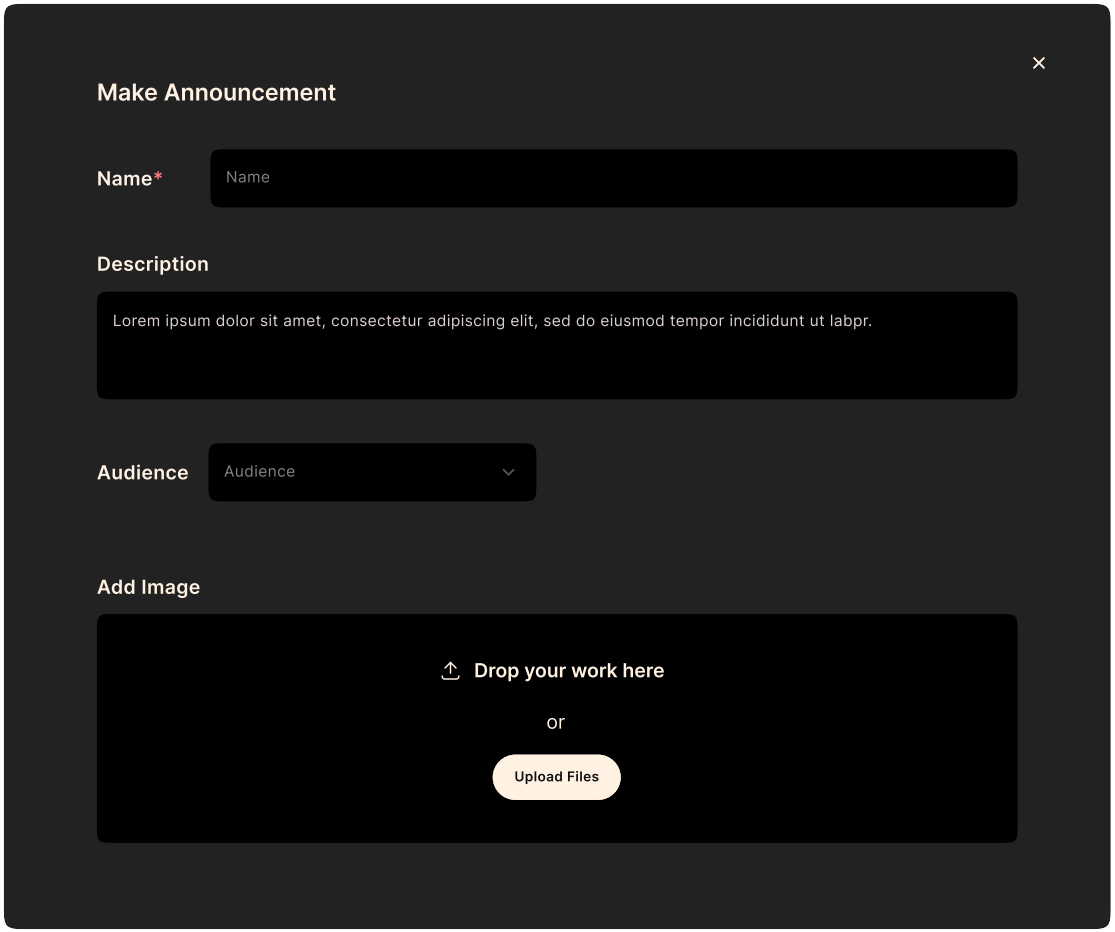


Detailing/ Communication Management

For the Communication Management section, we developed streamlined messaging and notification features to enhance designer-client interactions. User research informed our design, ensuring intuitive and efficient communication tools. We prioritized real-time updates and seamless integration, continuously refining based on feedback to ensure reliability and user satisfaction.



Detailing/ New Announcement

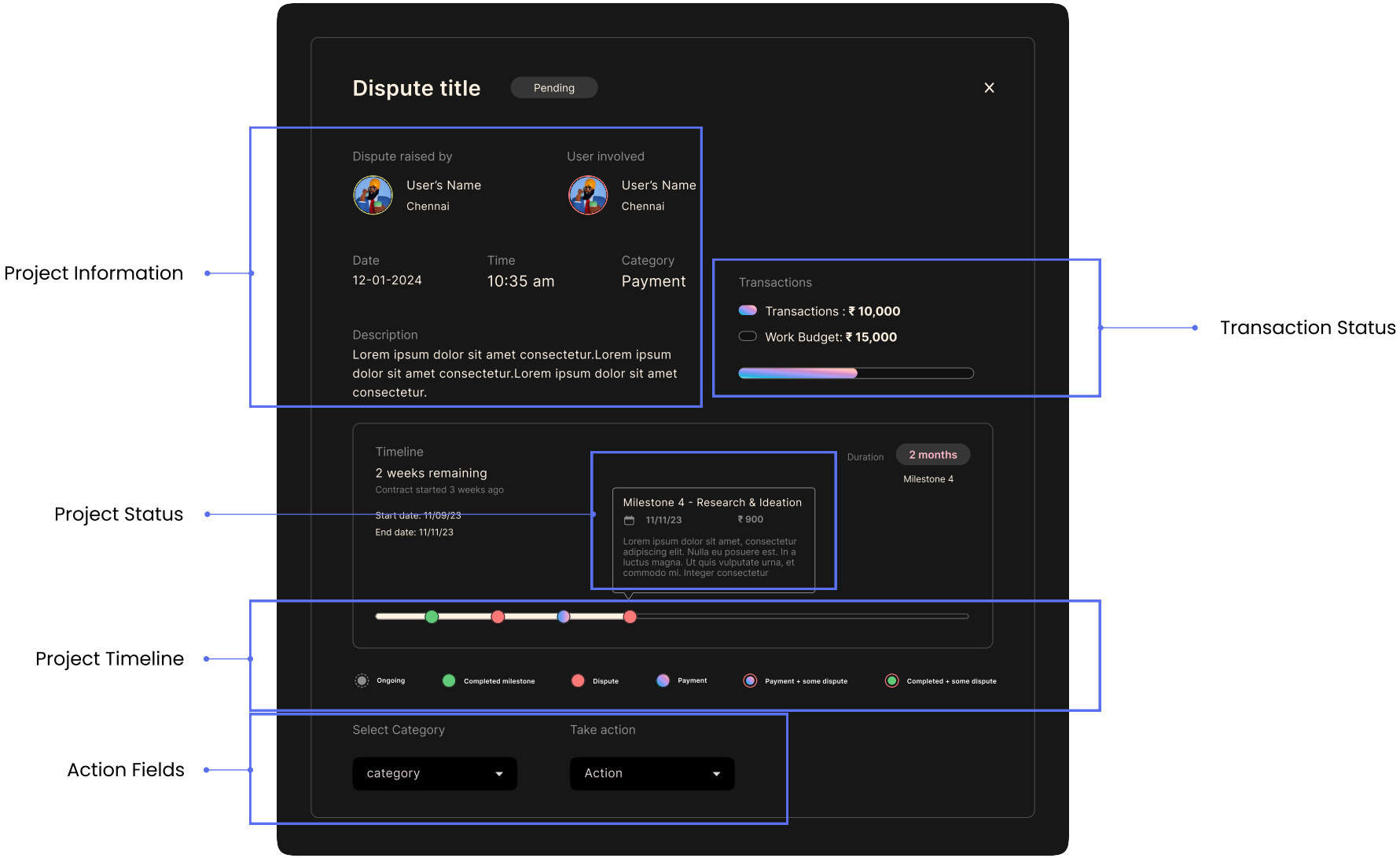


New Announcement Pop-ups

For the New Announcement pop-up, we designed a feature to efficiently inform users about important updates and events. Our design focused on clarity and visibility, ensuring announcements are easily noticeable without disrupting the user experience.

In the first iterations we tried to incorporate user feedback to optimize timing and content display, but since the application does not have database management for feedbacks and suggestions we had to postpone.

Detailing/ Detail Pop-ups

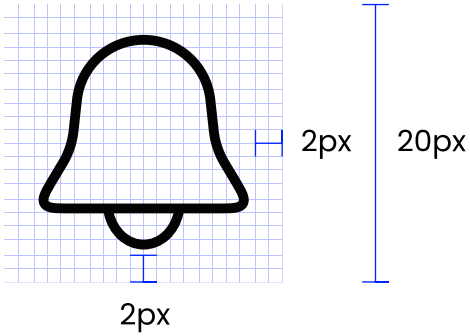


Design System-Icons

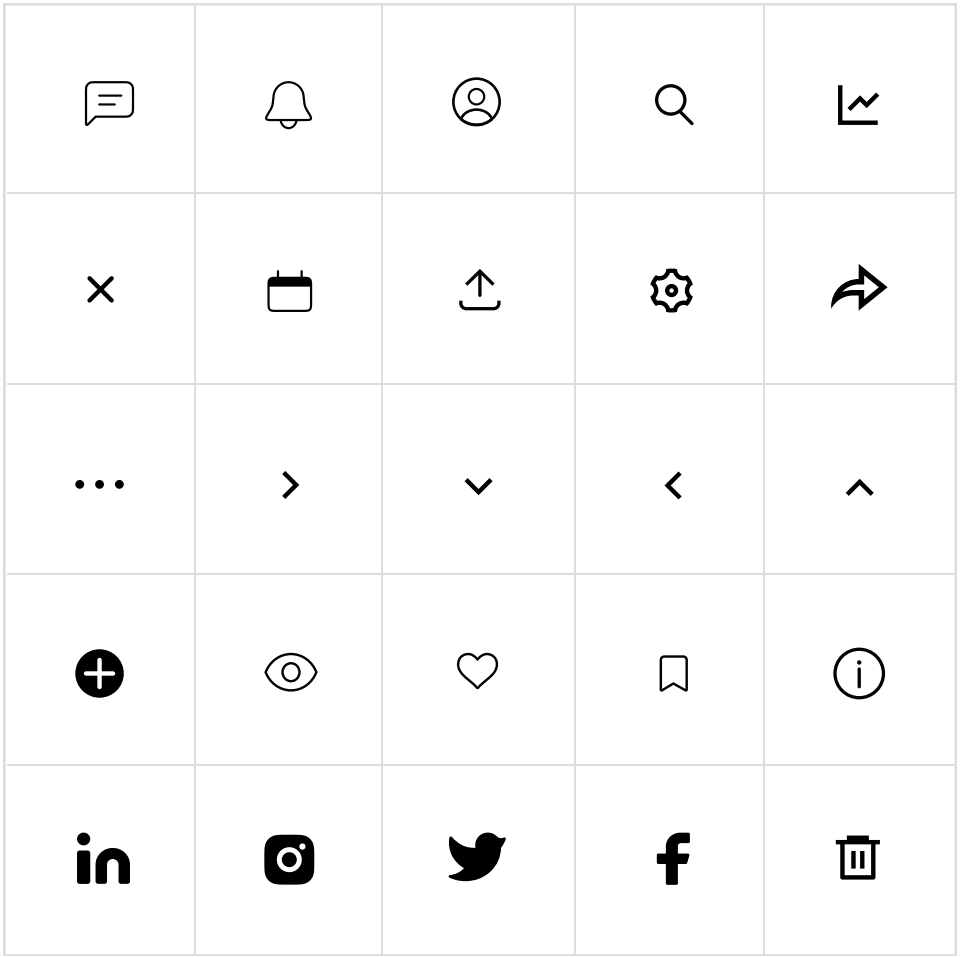
New Announcement Pop-ups

For the New Announcement pop-up, we designed a feature to efficiently inform users about important updates and events. Our design focused on clarity and visibility, ensuring announcements are easily noticeable without disrupting the user experience.

Spacing



Icon set



Design System-Typography

Typography

For typography, we used the Inter font for its modern, clean look and excellent readability. Its versatility ensured consistency across the platform, with carefully selected weights and sizes for clear hierarchy. Inter helped create a professional and polished design, enhancing both functionality and visual appeal.

Inter Typeface

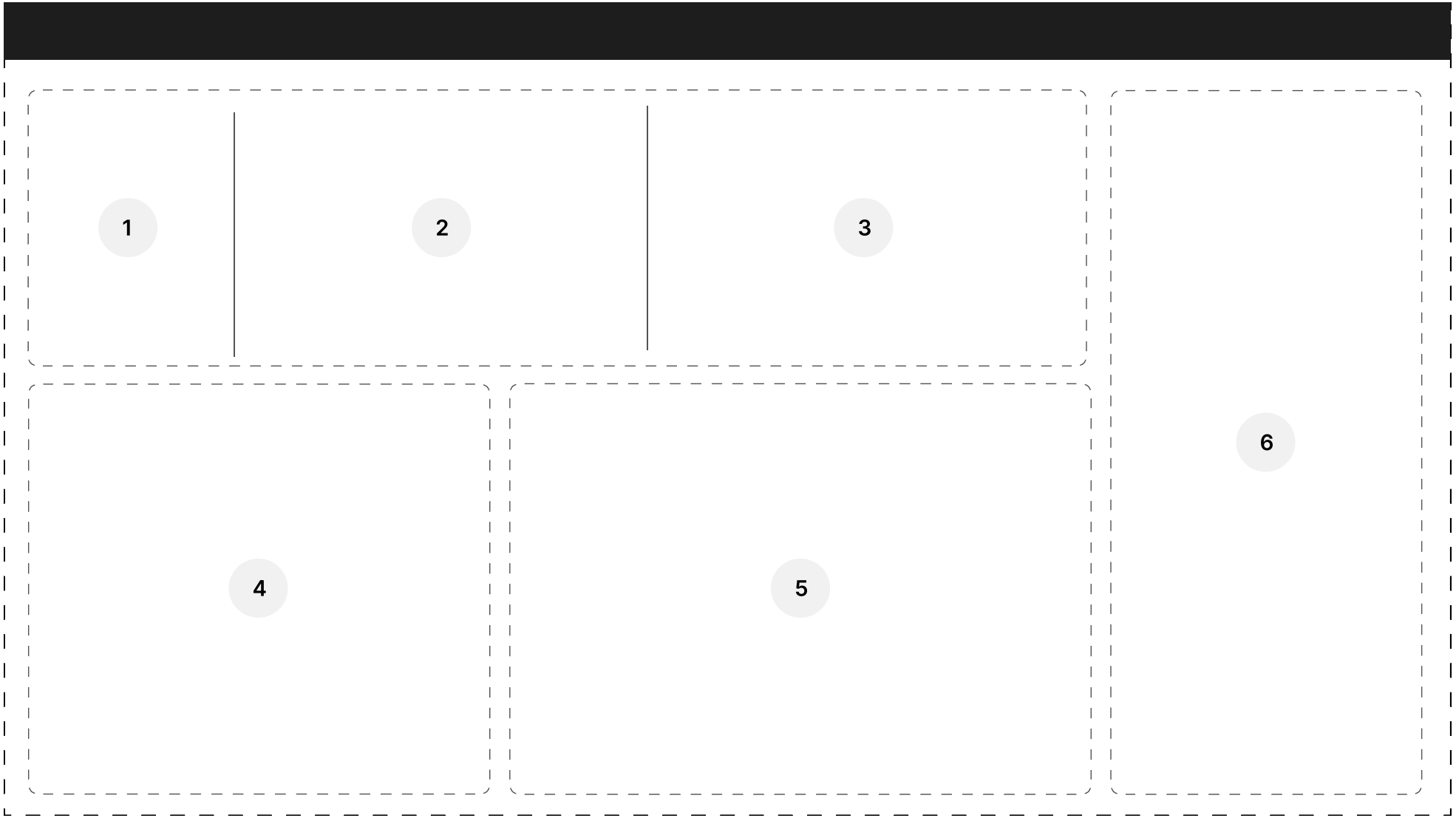
Typescale

28px	bold I semibold I medium I regular
24px	bold I semibold I medium I regular
20px	bold I semibold I medium I regular
14px	bold I semibold I medium I regular
12px	bold I semibold I medium I regular

Design System-Colors



Design System-Layout



Design System-Buttons

Primary Button

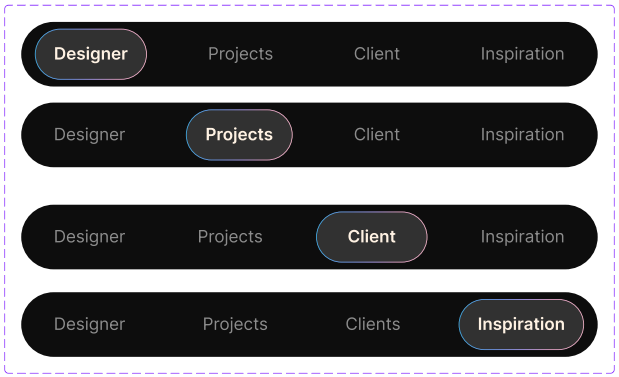
Share project

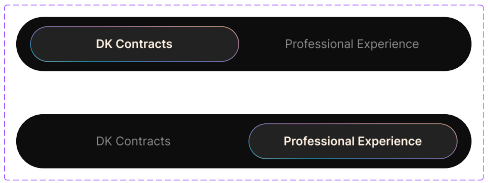
Secondary Button

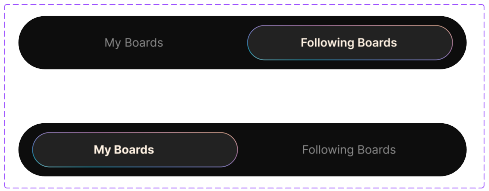
Unfollow

Apply

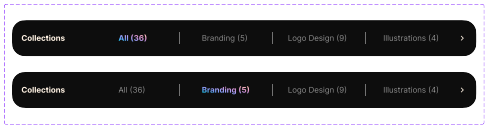
Primary Tabs

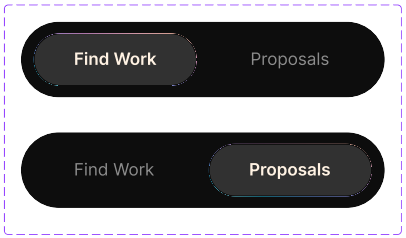


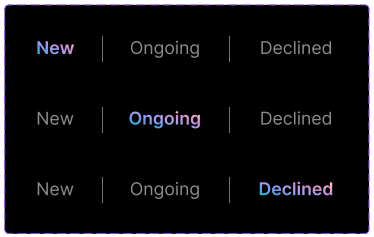














Final Designs

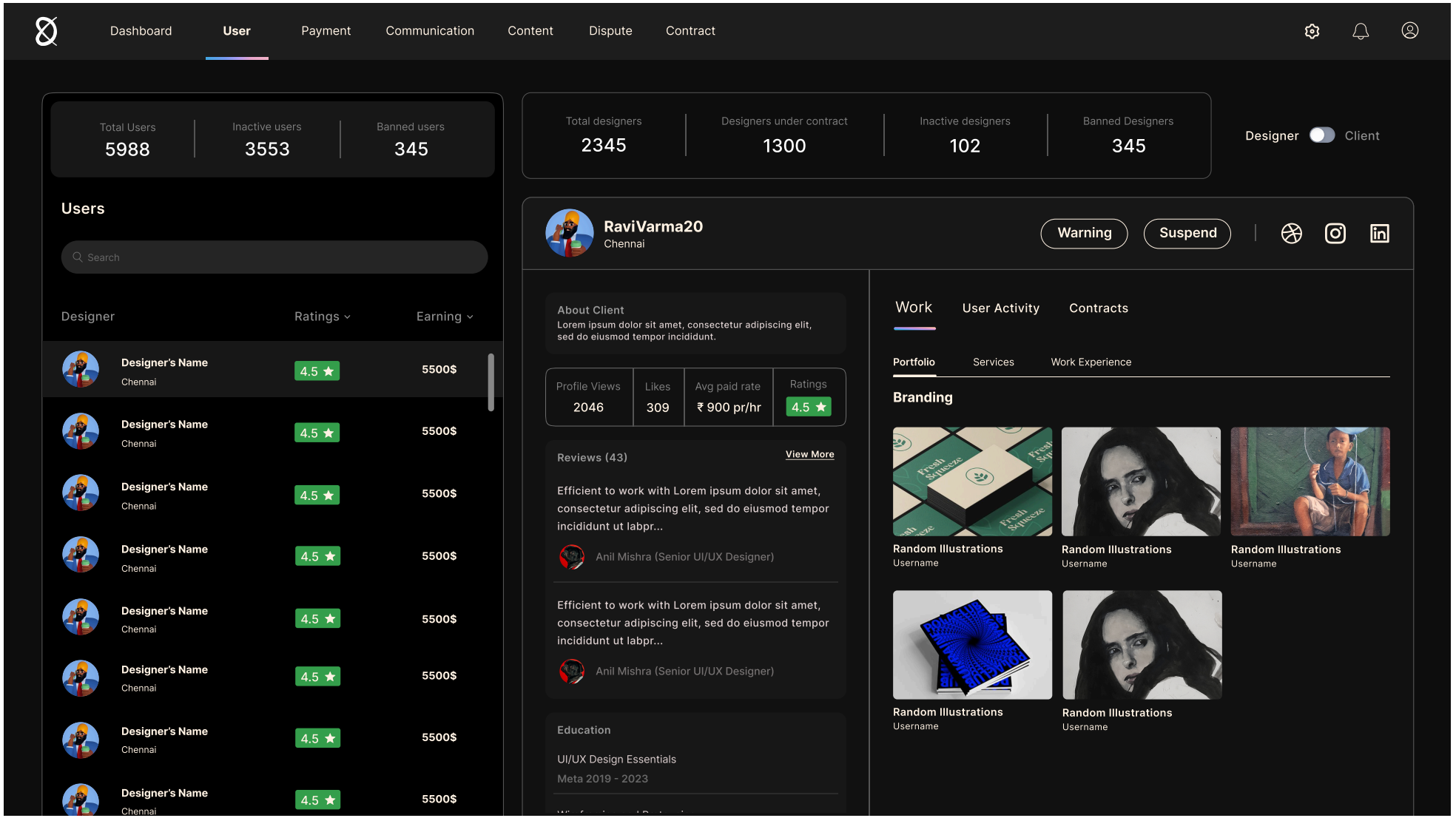


Final Designs

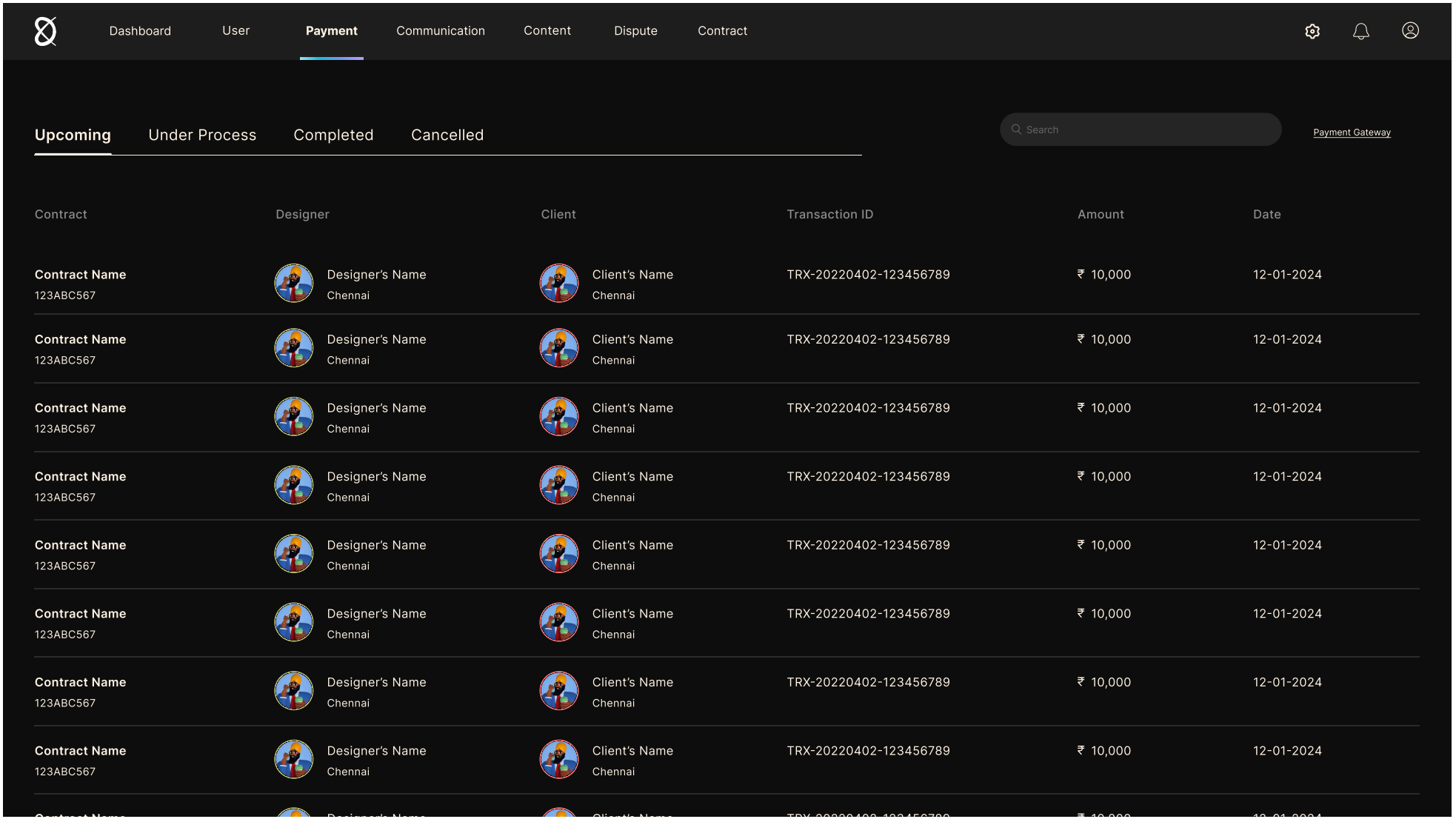


These new designs were added after careful consideration of the UX processes and only putting relevant information upfront and I also learnt about what decisions should I make that can impact decision making in this project.

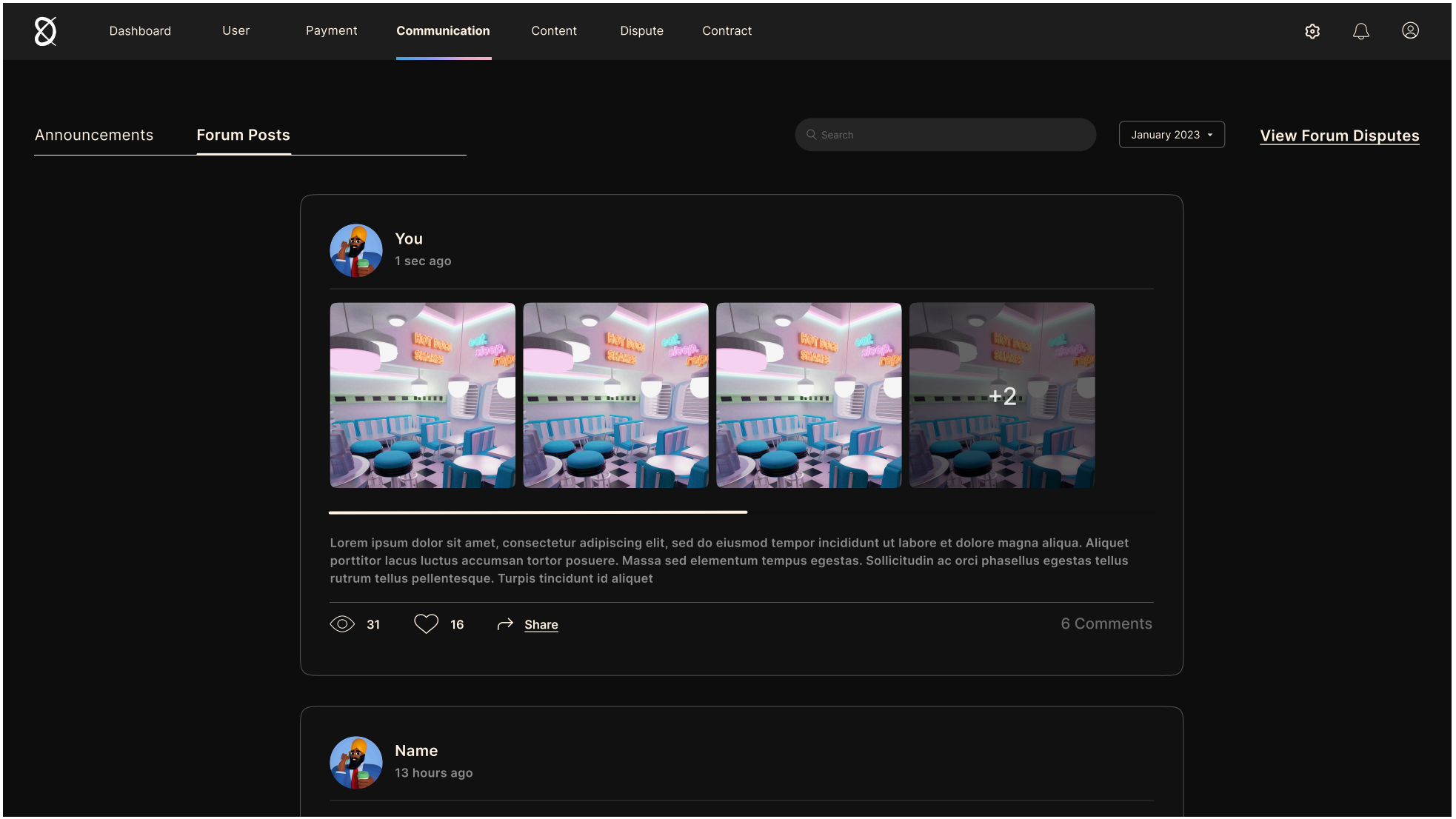
User Management



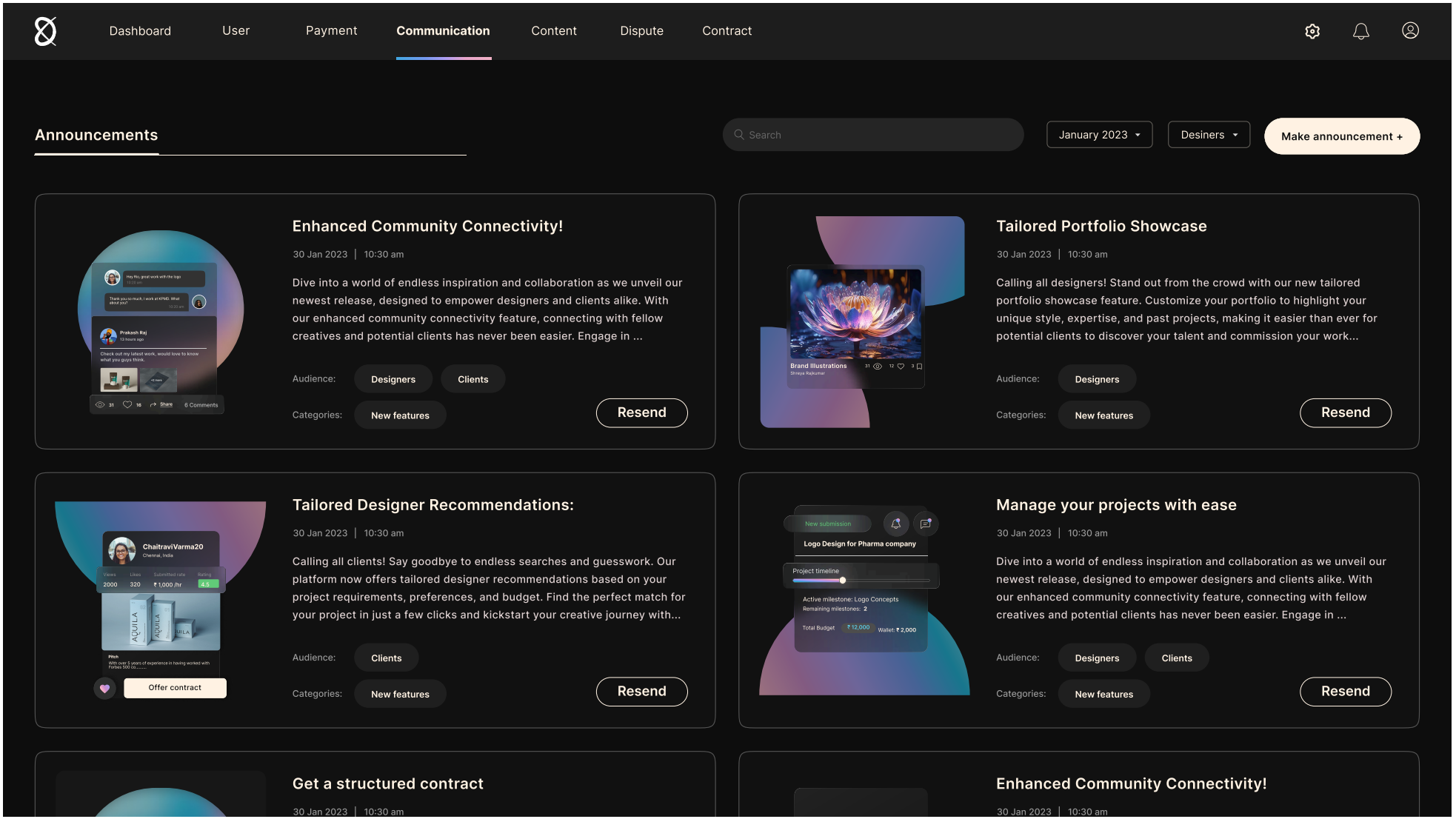
Payment Management



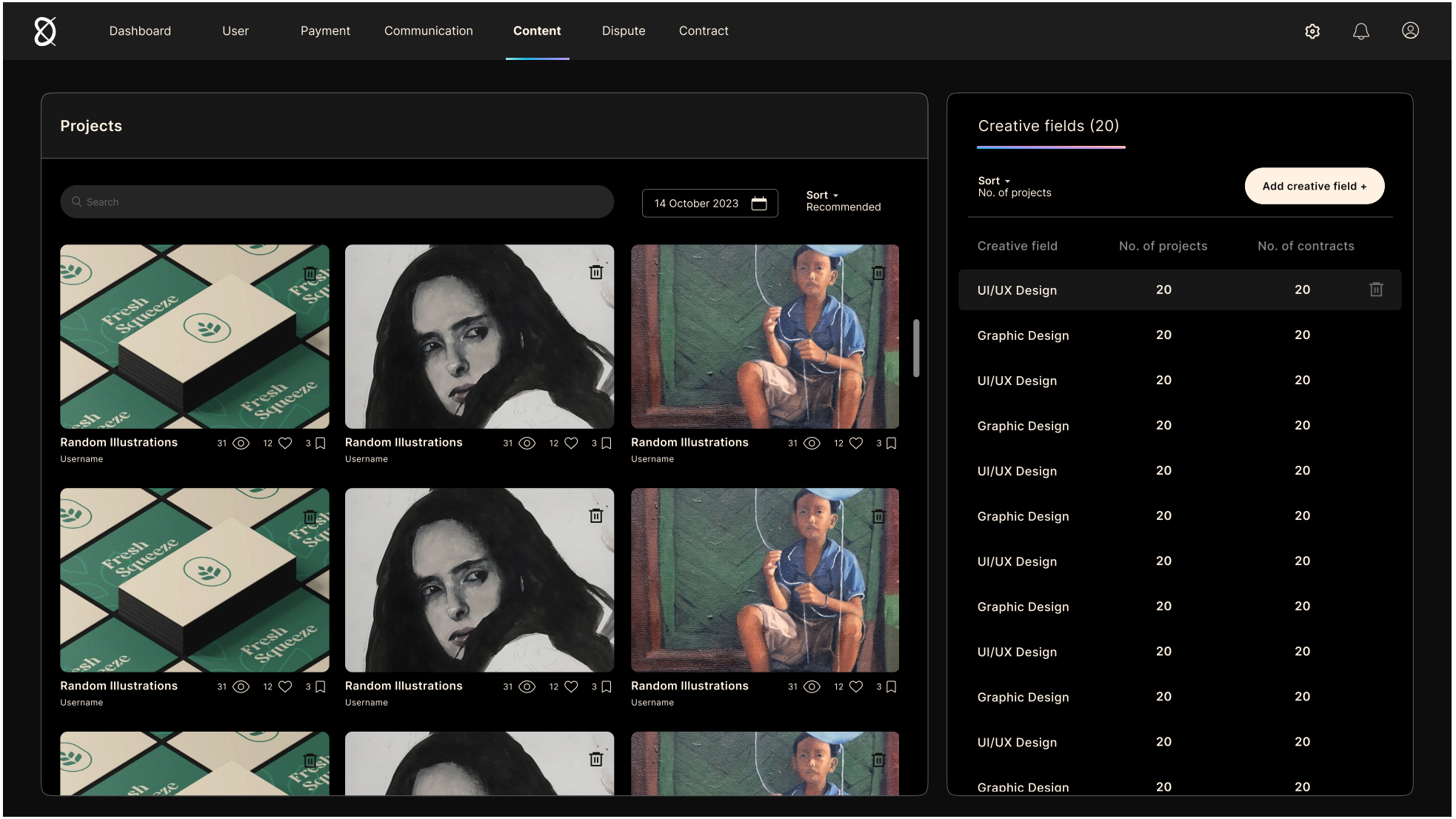
Communication Management



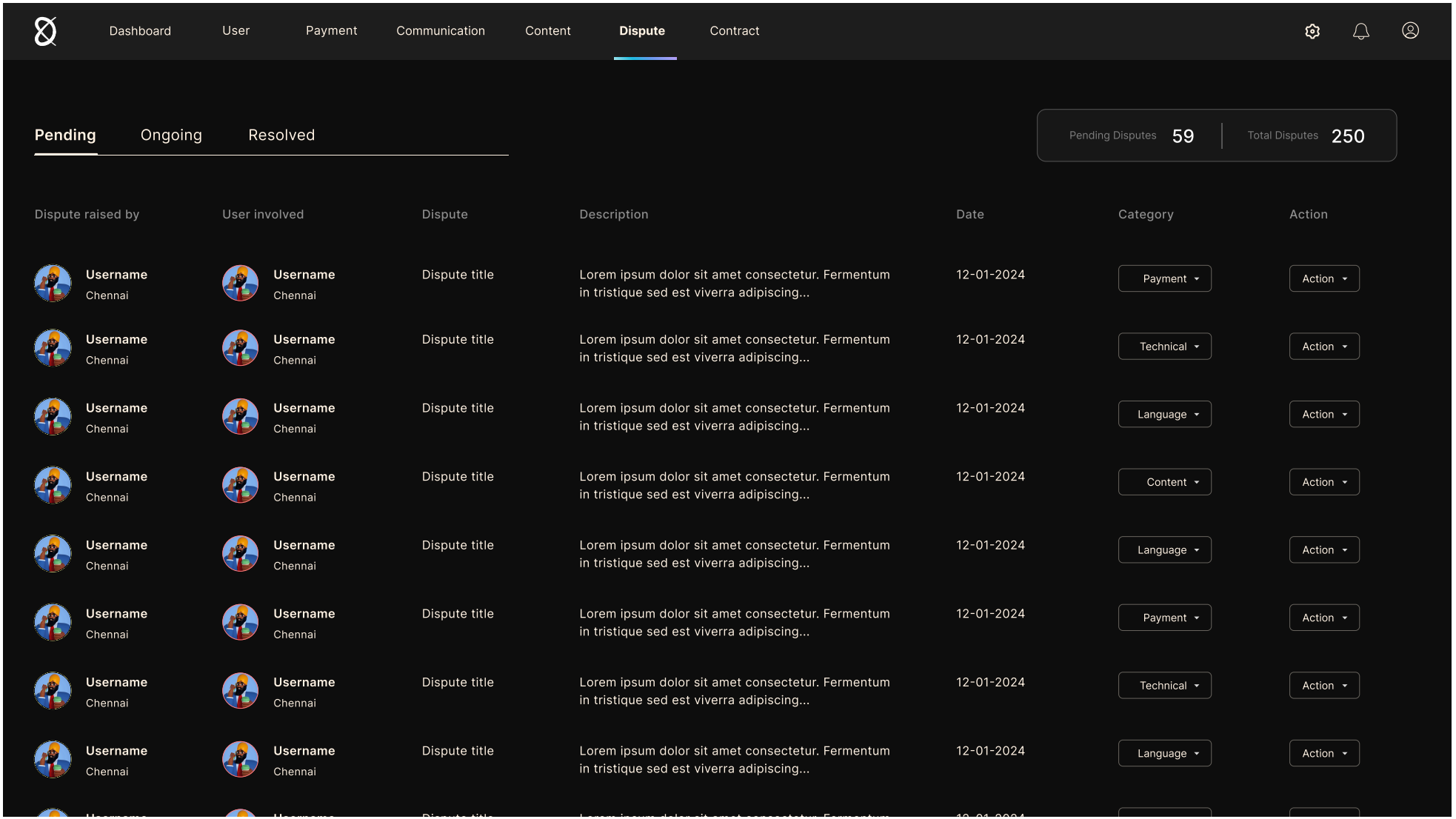
Communication Management



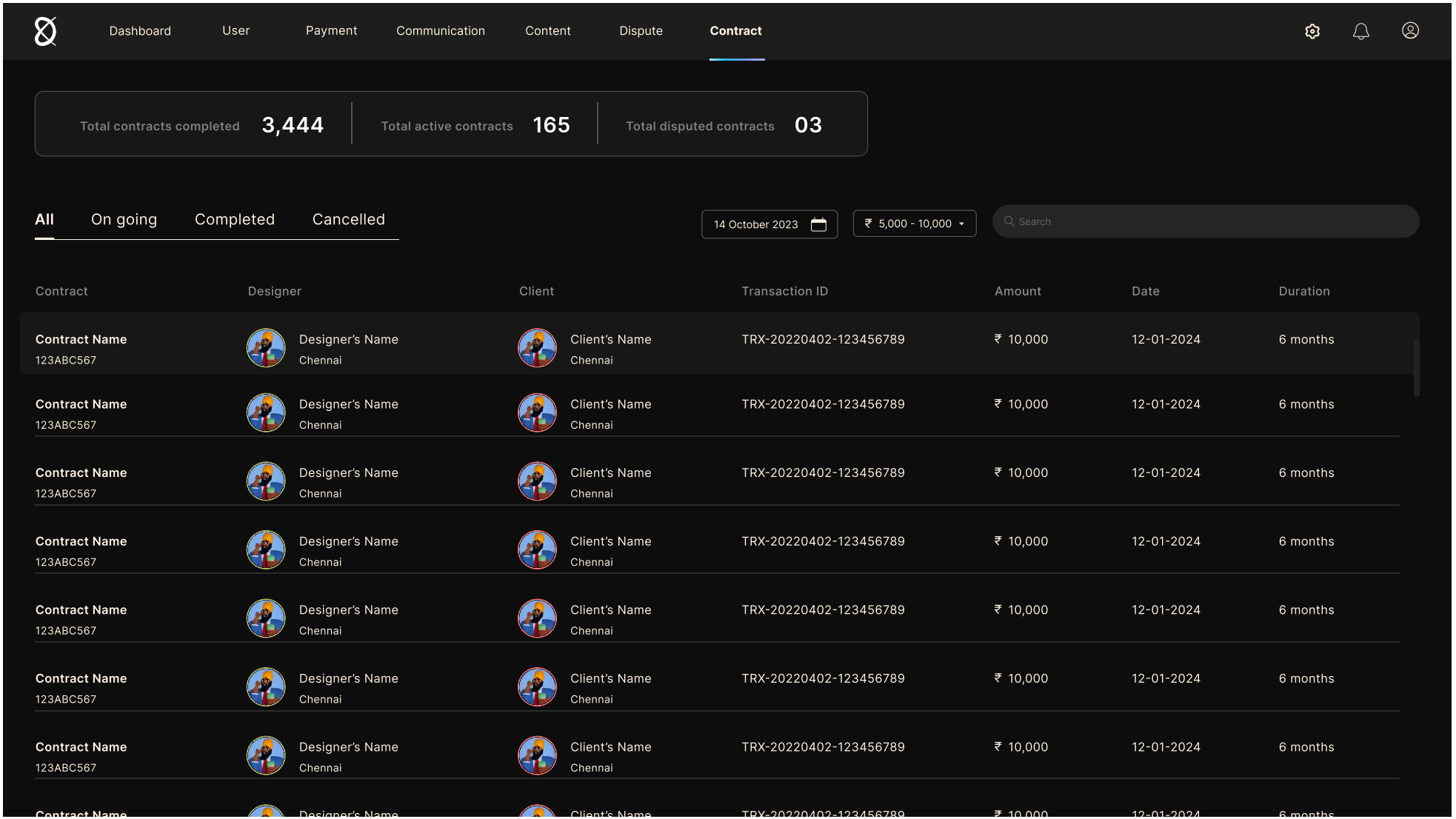
Content Management



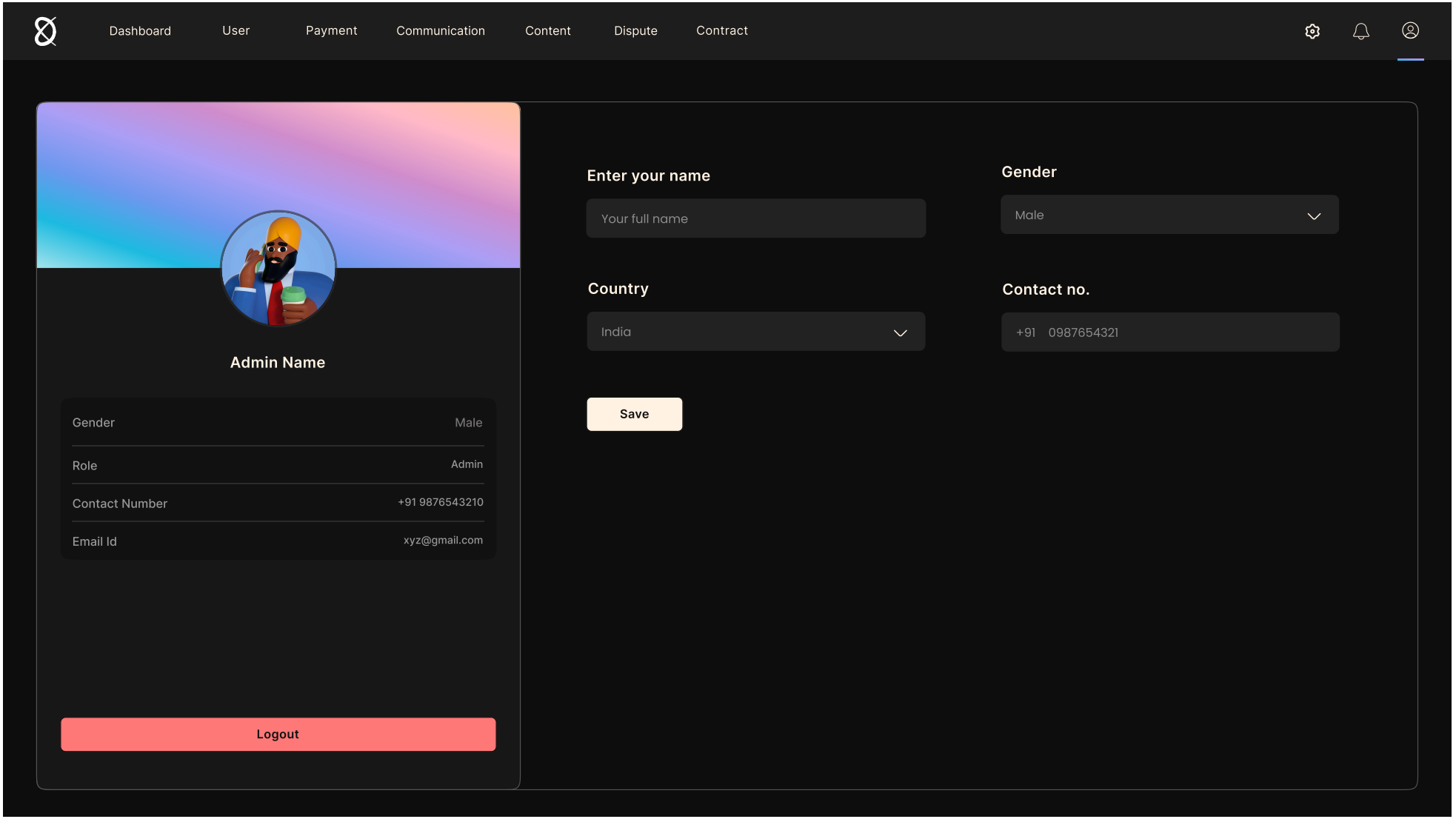
Dispute Management



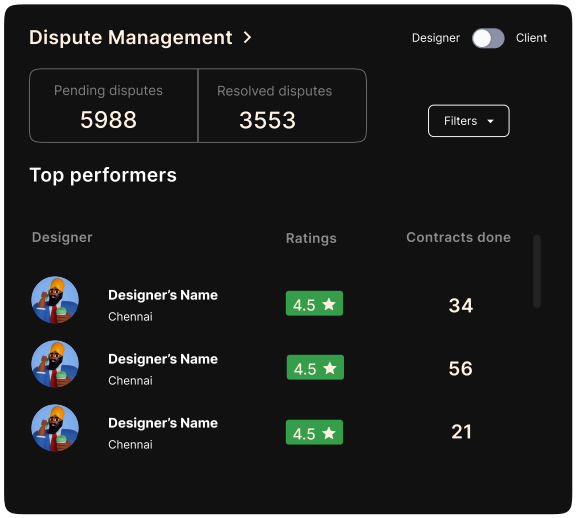
Contract Management



User Profile

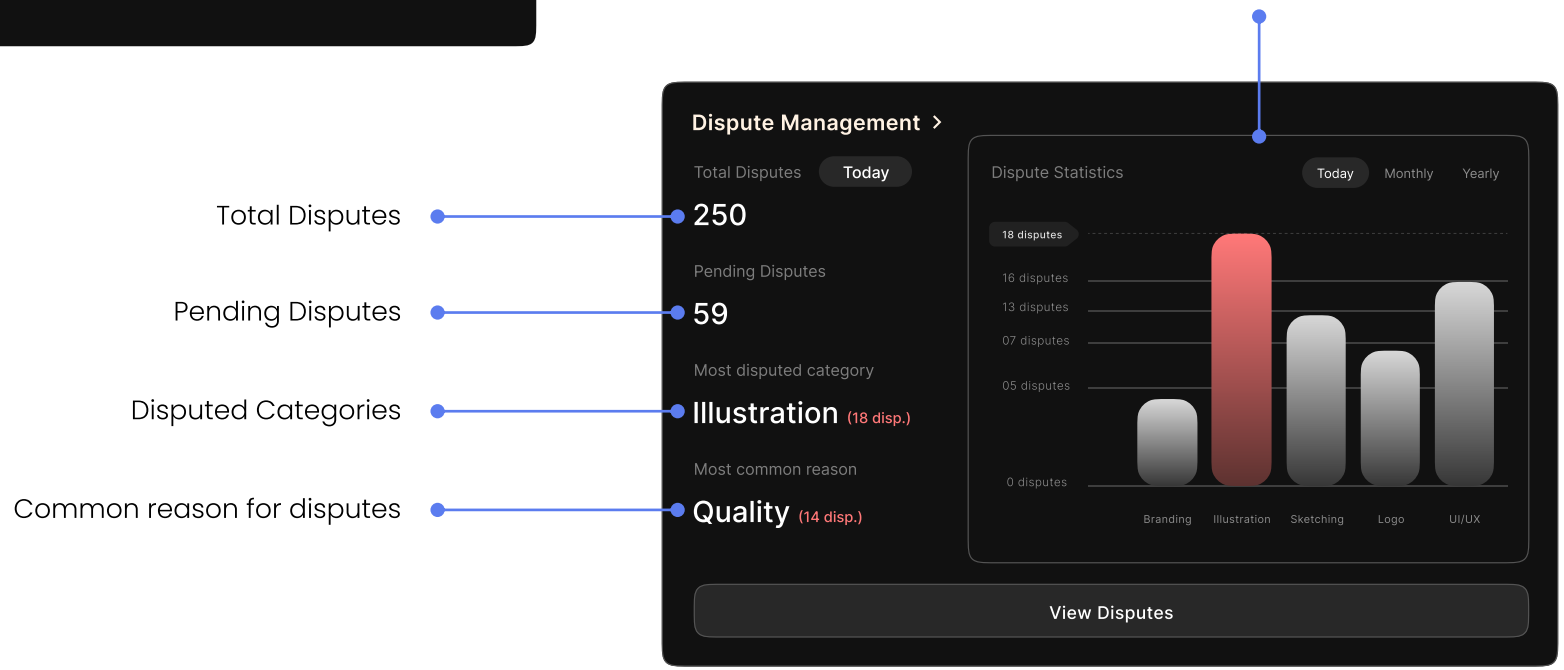


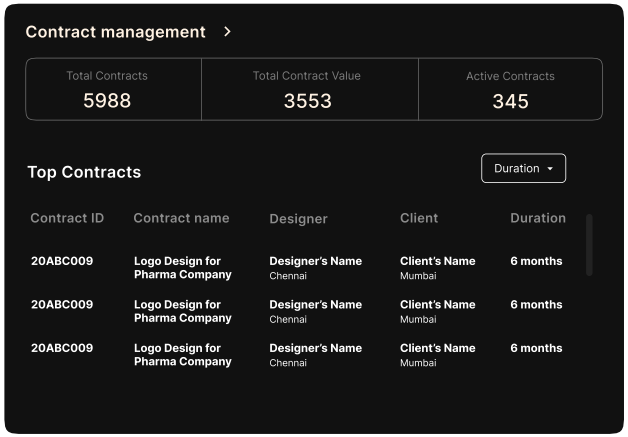
Widget Re-iterations



While Iterating on the widgets there were a lot of discussions because it was very valid to debate on what should be there on the splash screen of the dashboard. This use and disuse of the splash screen widgets would directly impact the decision making of the Admins and Super admins

Detailed analytics of disputes on the platform





We discussed on the point that creating more text based widget might create confusion for the operator as it increases cognitive load on the first instance itself, so replaced the text with more visual indicators that allows user to flow through the information and take strategic decisions.

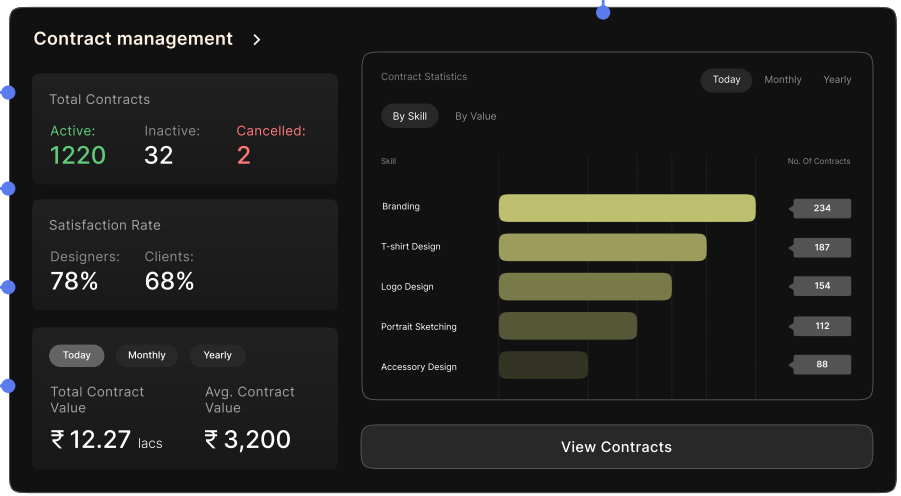
Detailed analytics of contracts on the platform

Total Disputes

Pending Disputes

Disputed Categories

Common reason for disputes



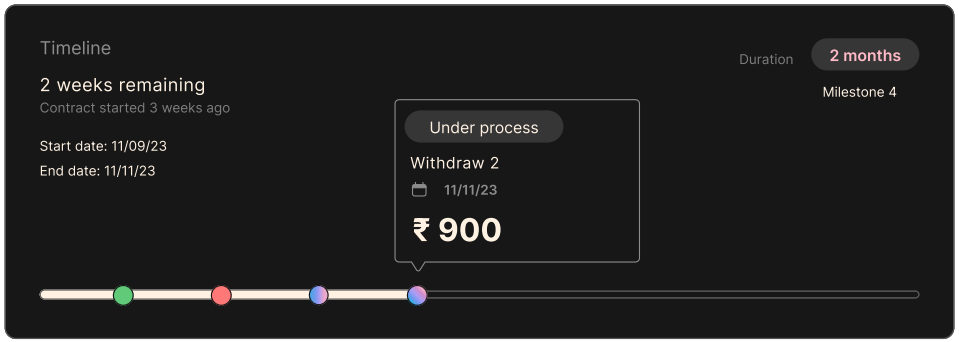
Data points after iterations

1. Total Disputes
2. Pending Disputes
3. Disputed Categories
4. Common reason for disputes
5. Total Disputes
6. Pending Disputes
7. Disputed Categories
8. Common reason for disputes

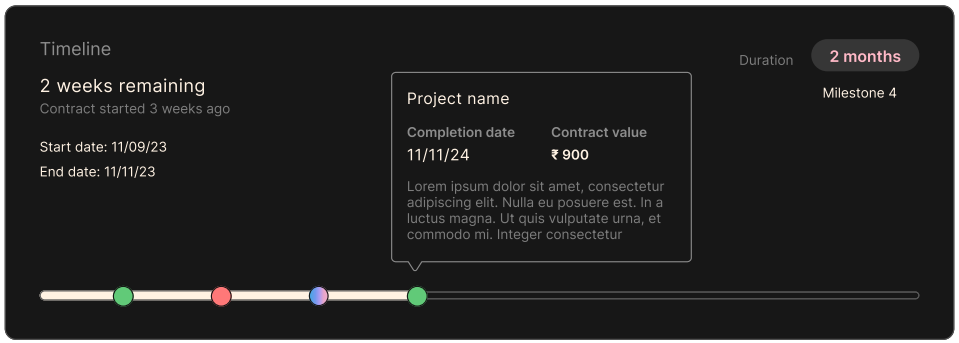
Pop-up States

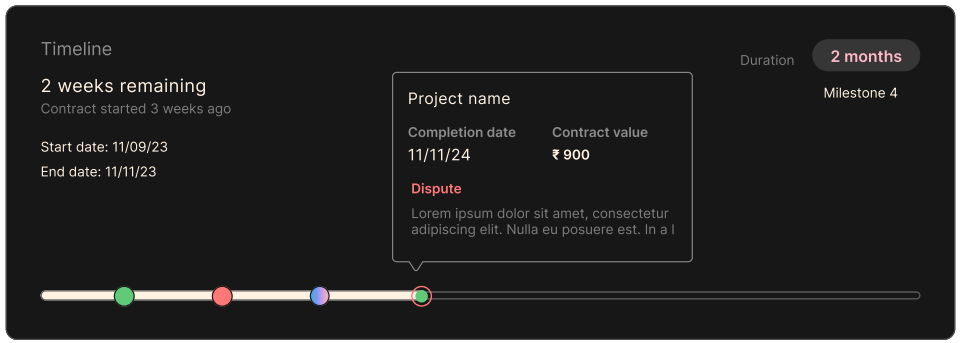












FAQs

1. What is Deziners Knot?

Deziners Knot is a platform designed to connect designers and clients, providing tools for portfolio management, project tracking, and seamless communication to enhance collaboration and operational efficiency.

2. What was the main goal of the backend dashboard design?

The primary goal was to create a robust and user-friendly backend management system for admins and super admins to streamline operations, manage content, and support designers and clients effectively.

3. What features are included in the User Management section?

The User Management section includes intuitive onboarding, profile management, and role-based access controls, ensuring secure and efficient handling of user data and permissions.

4. How does the Communication Management section improve user interactions?

The Communication Management section features streamlined messaging and notification tools designed for real-time updates and efficient designer-client interactions, ensuring clear and effective communication.

5. What tools are available in the Content Management section?

The Content Management section provides administrators with tools to oversee, edit, and organize platform content, ensuring high quality and relevance through an intuitive and efficient interface.

FAQs

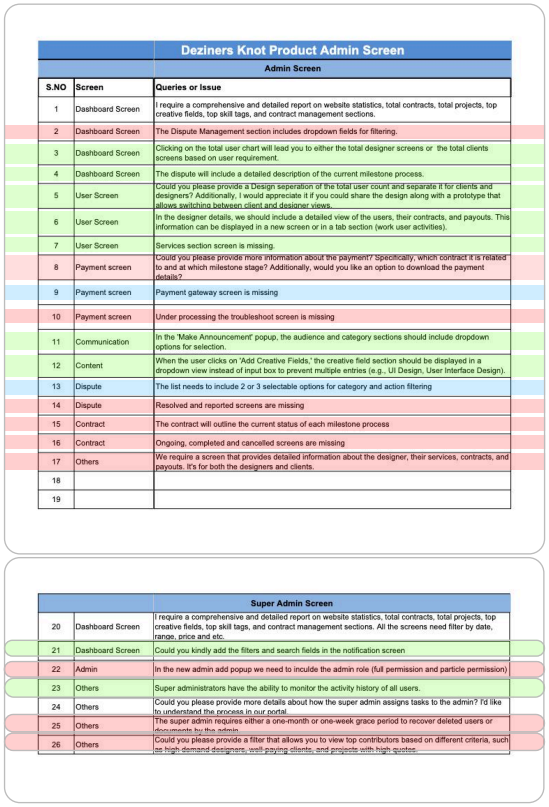
10. What impact does the backend dashboard have on the platform?

The backend dashboard significantly enhances operational efficiency, streamlines management tasks, and supports effective communication and collaboration, ultimately improving the overall user experience on Deziners Knot.

Development and communication

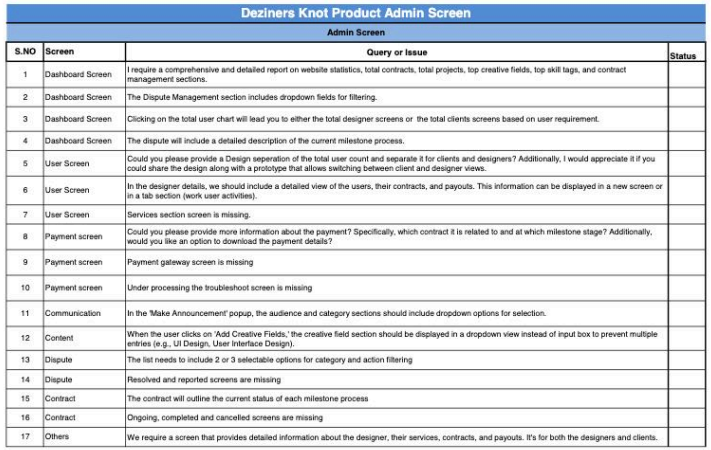
For the dashboard development we have collaborated with an external AI service company called Builder.AI, my roles now include to be in constant touch with the Builder team and provide them with the design clarifications that they want.

We have been continuously iterating for the next version of this dashboard, too see what scope this has in future. Not being as the assistive to the MVP product but what sort of functional decision making can be done with this.



Deziners Knot Product Admin Screen		
Admin Screen		
S.NO	Screen	Queries or Issue
1	Dashboard Screen	I require a comprehensive and detailed report on website statistics, total contracts, total projects, top creative fields, top skill tags, and contract management sections.
2	Dashboard Screen	The Dispute Management section includes dropdown fields for filtering.
3	Dashboard Screen	Clicking on the total user chart will lead you to either the total designer screens or the total clients screens based on user requirement.
4	Dashboard Screen	The dispute will include a detailed description of the current milestone process.
5	User Screen	Could you please provide a Design seperation of the total user count and separate it for clients and designers? Additionally, I would appreciate it if you could share the design along with a prototype that allows switching between client and designer views.
6	User Screen	In the designer details, we should include a detailed view of the users, their contracts, and payouts. This information can be displayed in a new screen or in a tab section (work user activities).
7	User Screen	Services section screen is missing.
8	Payment screen	Could you please provide more information about the payment? Specifically, which contract it is related to and at which milestone stage? Additionally, would you like an option to download the payment details?
9	Payment screen	Payment gateway screen is missing
10	Payment screen	Under processing the troubleshoot screen is missing
11	Communication	In the 'Make Announcement' popup, the audience and category sections should include dropdown options for selection.
12	Content	When the user clicks on 'Add Creative Fields,' the creative field section should be displayed in a dropdown view instead of input box to prevent multiple entries (e.g., UI Design, User Interface Design).
13	Dispute	The list needs to include 2 or 3 selectable options for category and action filtering
14	Dispute	Resolved and reported screens are missing
15	Contract	The contract will outline the current status of each milestone process
16	Contract	Ongoing, completed and cancelled screens are missing
17	Others	We require a screen that provides detailed information about the designer, their services, contracts, and payouts. It's for both the designers and clients.
18		
19		

Super Admin Screen		
20	Dashboard Screen	I require a comprehensive and detailed report on website statistics, total contracts, total projects, top creative fields, top skill tags, and contract management sections. All the screens need filter by date, range, price and etc.
21	Dashboard Screen	Could you kindly add the filters and search fields in the notification screen
22	Admin	In the new admin add popup we need to inculde the admin role (full permission and particle permission)
23	Others	Super administrators have the ability to monitor the activity history of all users.
24	Others	Could you please provide more details about how the super admin assigns tasks to the admin? I'd like to understand the process in our portal.
25	Others	The super admin requires either a one-month or one-week grace period to recover deleted users or documents by the admin.
26	Others	Could you please provide a filter that allows you to view top contributors based on different criteria, such as high demand designers, well-paying clients, and projects with high quotes.



Deziners Knot Product Admin Screen			
Admin Screen			
S.NO	Screen	Query or Issue	Status
1	Dashboard Screen	I require a comprehensive and detailed report on website statistics, total contracts, total projects, top creative fields, top skill tags, and contract management sections.	
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18	Others - Suggestion	Instead of displaying the total project chart on the dashboard screen, would it be more useful to show the total payout chart by month? When the user clicks on the screen, it can navigate to detailed screens.	
19	Others - Suggestion	Instead of displaying the top skill tags chart on the dashboard screen, would it be better to show the top skill designers based on total completed projects or the top payout designers with hourly pay details? Create an 3rd tab on the same section for customers.	
Super Admin Screen			
20	Dashboard Screen	I require a comprehensive and detailed report on website statistics, total contracts, total projects, top creative fields, top skill tags, and contract management sections. All the screens need filter by date, range, price and etc.	
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Clients have been sharing their queries for us as they don't just want to create a product but to build an ecosystem that caters every need of a designer and the client in the freelance industry

Launching the Product

The project is expected to be launched in Dec 24. Along with the MVP product of Deziners Knot.

Platform

The dashboard database will be launched on a private AWS cloud.

Challenges

Tech barriers for people with low level of tech savviness.
High level of statistics processing.
Loss of important information may occur due to clustering of data

Learnings

1. **User-Centered Design**: I learned the importance of putting users at the center of the design process. Conducting user research and incorporating feedback was crucial in creating a product that truly meets user needs and enhances their experience.

2. **Collaboration and Communication**: Working closely with a multidisciplinary team taught me the significance of effective communication and collaboration. Regular discussions and brainstorming sessions helped us align our goals and produce a cohesive, high-quality product.

3. **Iterative Design Process**: I experienced firsthand the value of an iterative design approach. Continuous testing, feedback, and refinement allowed us to improve the design progressively, ensuring it was both functional and user-friendly.

4. **Attention to Detail**: Designing a comprehensive dashboard required meticulous attention to detail, from typography choices to iconography and color palettes. This attention to detail significantly impacts the overall usability and aesthetic appeal of the product.

5. **Problem-Solving**: I encountered various challenges throughout the project, which honed my problem-solving skills. Finding innovative solutions to design and functionality issues was both challenging and rewarding.

6. **Project Management**: Managing a complex project like the Deziners Knot dashboard taught me essential project management skills, including time management, prioritization, and the ability to adapt to changing requirements.

7. **Technical Skills**: I improved my technical skills, particularly in using design tools and software, as well as understanding the technical constraints and possibilities in designing digital products.

Overall, my internship at the design studio was a transformative experience that equipped me with the knowledge, skills, and confidence to tackle complex design projects and contribute effectively to any design team.

References

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https://www.secondthoughtstudio.com/

https://www.dezinersknot.com/about-us

https://www.behance.net/

https://www.builder.ai/

https://jklu.edu.in/



Thank you for reading