



MUSTAFA ZAFAR

USER EXPERIENCE DESIGNER

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ABOUT

I'm a UX Designer based in London, with a Bachelors in Architecture and a Masters in IT. With 15 years experience my current focus is on mobile, spatial, data-rich and contextually aware applications.

My interest in user experience stems from my training as an architect, looking at systems holistically and considering the user's entire context – environment, social and cultural background. In designing websites and mobile apps, I leverage my production skills to ensure the experience is relevant for the requirements, executable technically and can seamlessly bring about the desired user behaviour.

My process relies on discussion, research and sketching to capture needs and explore the direction before moving on to digitised artefacts. I've used a number of digital tools (Axure, Visio, etc) but my preferred toolset is Sketch and Keynote for drawing, along with online services InVision and Marvel for prototyping. I am also comfortable coding interactive HTML-driven web prototypes when required.



EXPERIENCE

Digital Strategy
Content Audit & Development
Personas
Information Architecture
User Flow
Wireframes and Mockups
Prototypes
Functional Specifications
Usability Testing

SELECTED CLIENTS



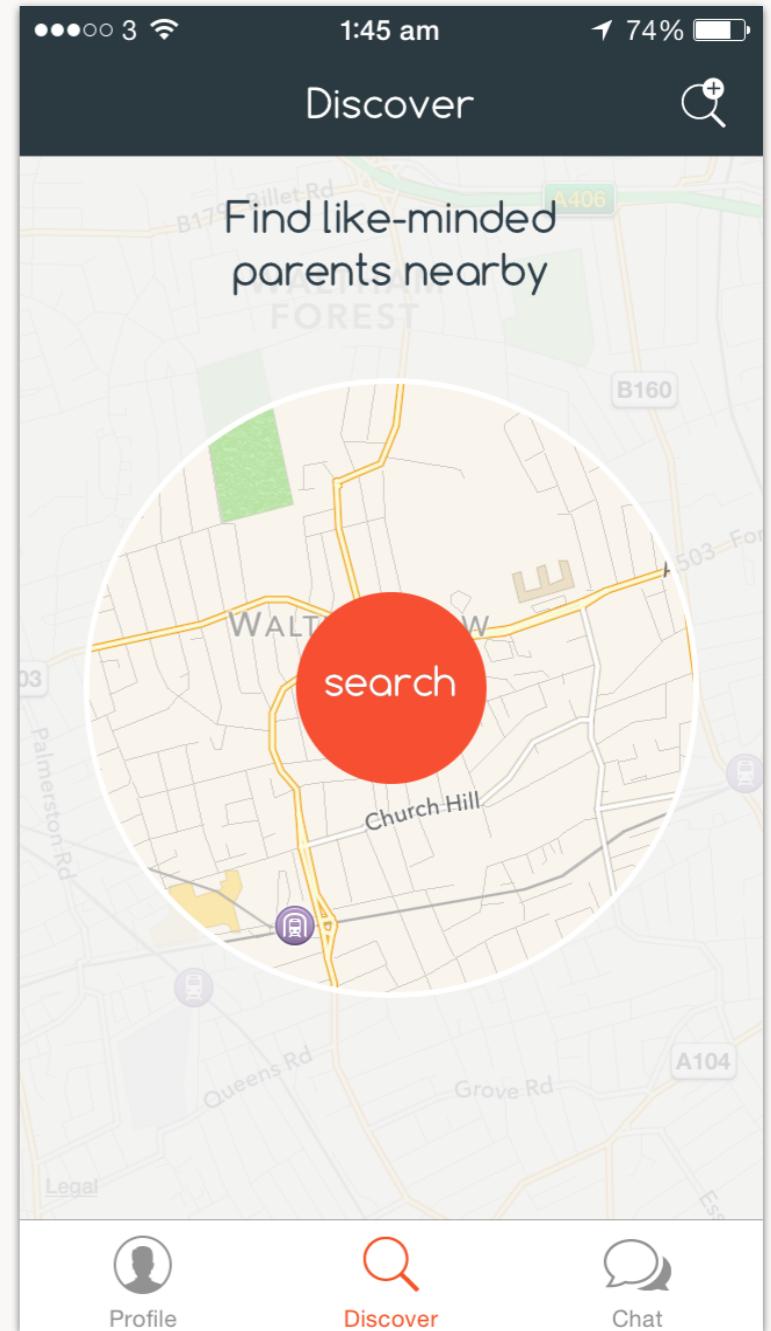
PARENTS NEARBY

Parents Nearby is the first app to connect like-minded parents living nearby. It launched globally in late 2014 starting with NYC and London.

The African proverb “it takes a village to raise a child” formed the core vision for the app, aiming to help working parents find communal support in bringing up kids in an urban environment.

The brief was to help parents identify and connect with other parents near them who shared their professional and personal interests.

I worked on this project as a freelance UX designer for Nimble Mobile, the agency building the apps for the startup.



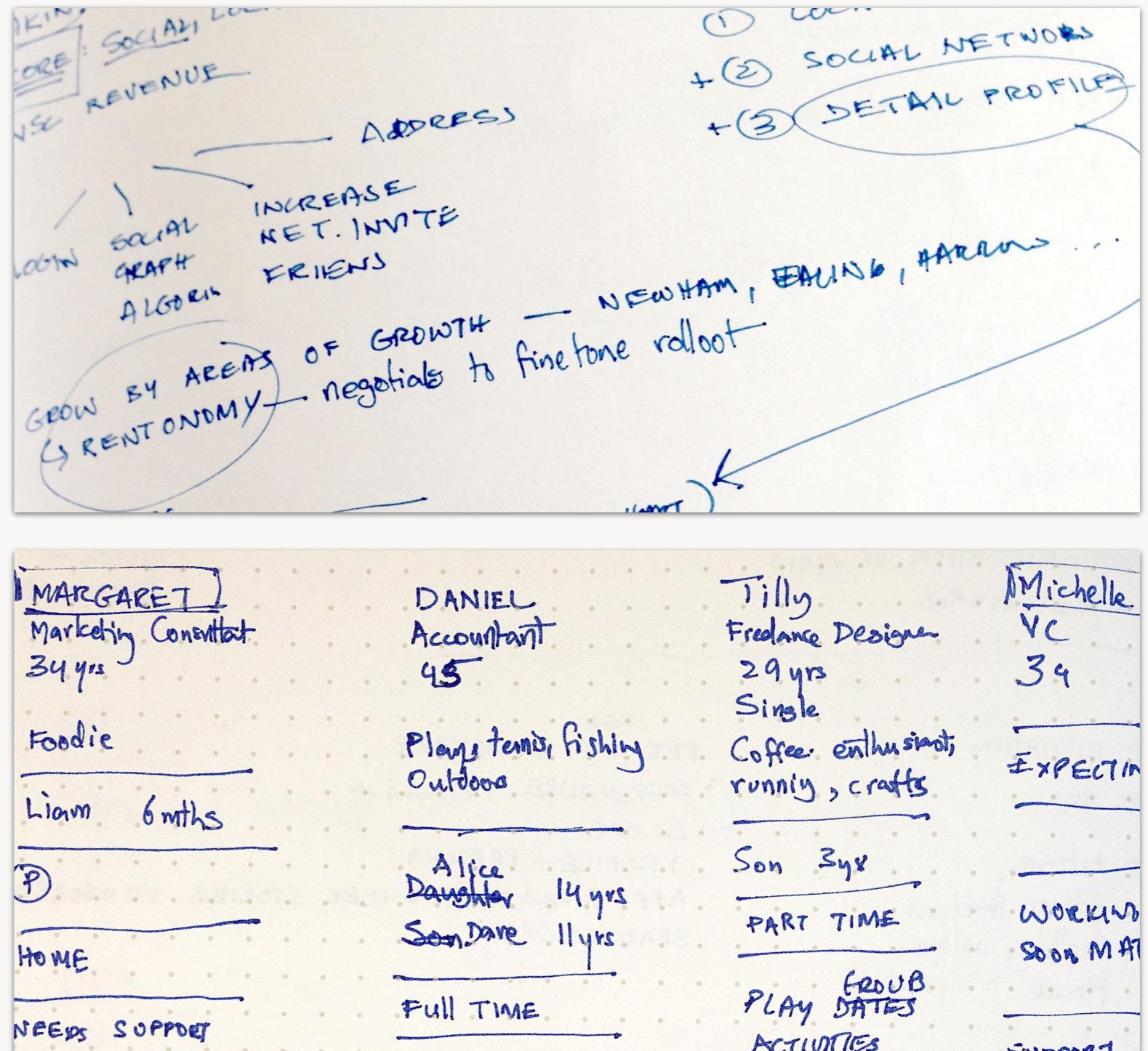
Design: Nicola Worthington

PARENTS NEARBY

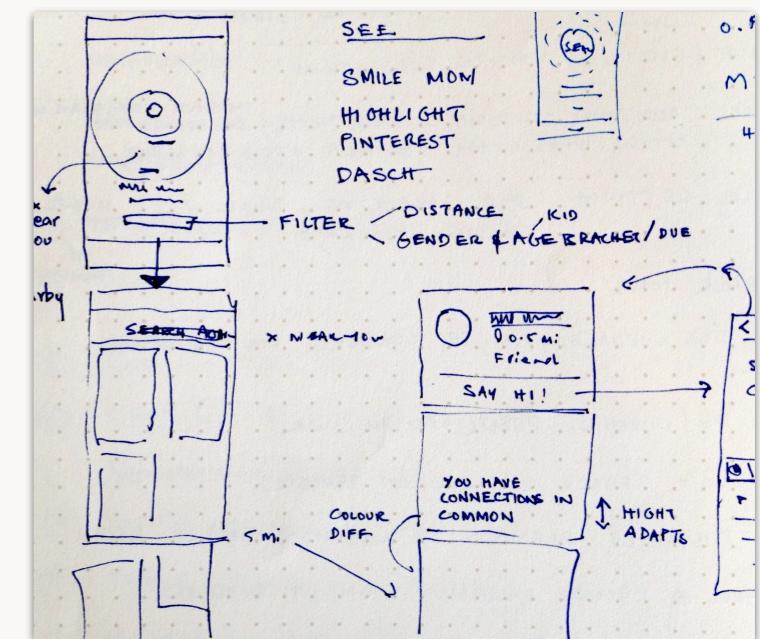
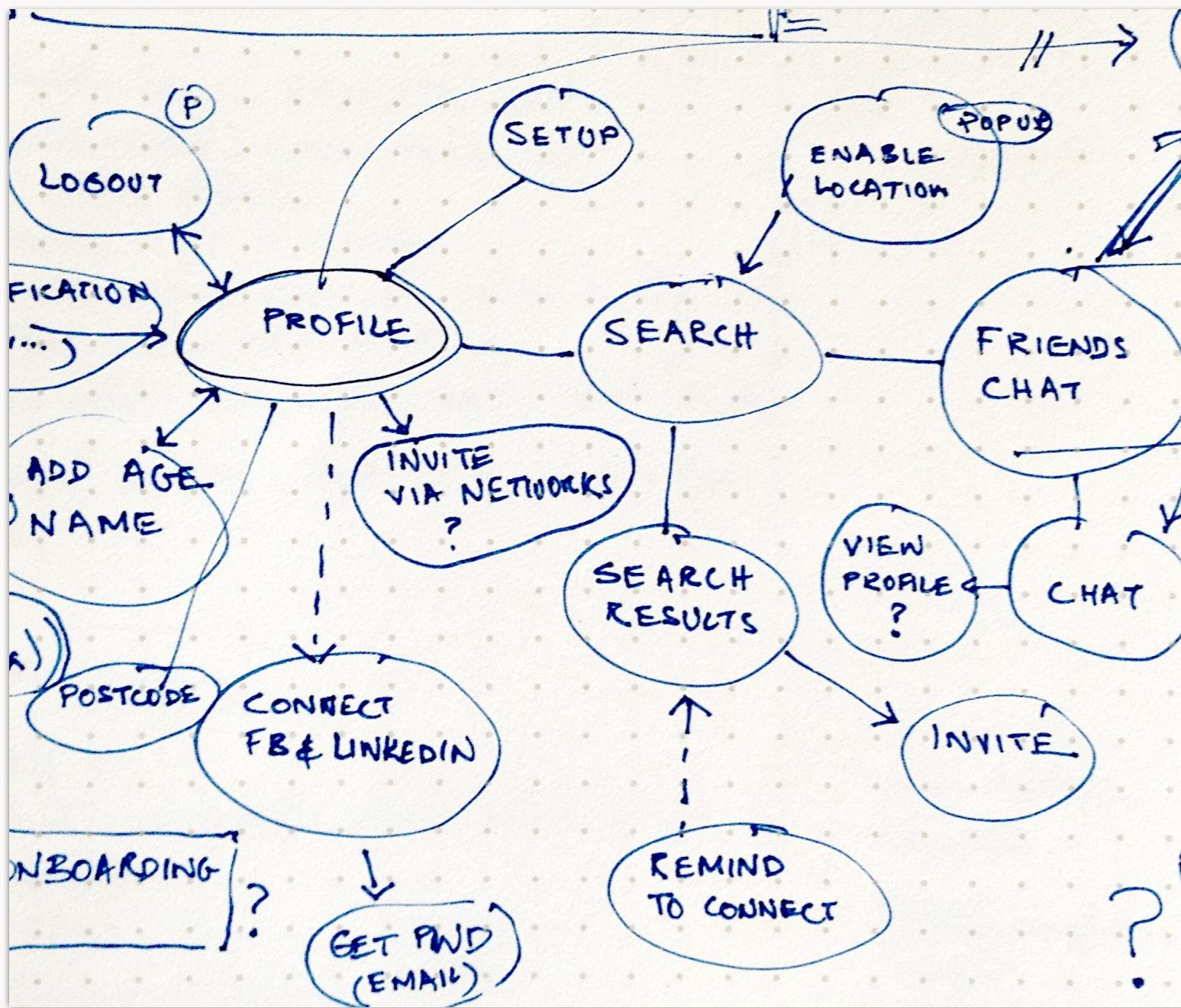
I was asked to expand the concept brief into features and UX design for iOS and Android apps.

With the location emphasis in the brief, I honed in on contextual search as the core feature of the app. User profiles would provide additional metadata for the search algorithm. Therefore user's were encouraged to build comprehensive profiles.

At the same time parents also need an ability to connect and communicate with other parents for which chat seemed ideal.



PARENTS NEARBY



SCOPE

- Sign in with FB
- Add FB details (name, age, gender, base, baby age + location. allow v.)
- Invite friends (send cms, get address)
- Search for nearby users, parents +
- Invite user to connect + accept / decline
Chat one-on-one w/ txt & emoticons
take msg board

Functions were grouped around Profile, Search and Chat, making them the navigational lynchpins holding it all together.

PARENTS NEARBY

The image displays three wireframe prototypes for a mobile application, likely a parenting app. The first prototype on the left shows a map of a city area with a large circular search button overlaid. The second prototype in the center shows a user profile card for 'Leanne' and 'Margaret'. The third prototype on the right shows a messaging interface between users 'Leanne' and 'Abby'.

Discover

Find like-minded parents nearby

Search

Profile Discover Chat

Leanne
Daughter, 3 mths old
Son, 4 years old
Son, 6 years old
1.2 miles away
Say Hi

Margaret
Marketing Consultant, Southbank Centre
Food enthusiast! Into international cuisine - Thai, Ethiopian and Malay.
34 years old
2.3 miles away
Liam, 6 months old ♂
f in
Say Hi

< Chats **Abby**

In recent years new exhibits, such as Tiger Territory, Penguin Beach, Animal Adventure, Giants of the Galapagos, Butterfly Paradise, Meet the Monkeys, Rainforest Life, Gorilla Kingdom and the Blackburn Pavilion, show how ZSL creates realistic environments to house world's most inspiring animals.

Their newest addition is a 15-year-old western lowland silverback gorilla, Kumbuka!

The play school intake starts next month...

We should meetup soon to go over the application process.

10:23am
Free for lunch? Let's meet at The Rotisserie

Message Send

High-fidelity wireframes allowed me to reuse them in the prototype later, with the critical path of searching, browsing and chatting with parents.

PARENTS NEARBY

“Eventually, every mobile app becomes a chat app.”

— John Lilly, Greylock Partners

The location-based discovery in the app was an interesting exercise in balancing transparency against user privacy, and providing a safe place to share sensitive yet useful information. Building communication inside the app felt like a natural extension to the discovery and enhanced the usefulness of potential results. It will hopefully also help build community as the network scales with additional features like group chat being introduced later.

Before development, we field tested a detailed prototype to ensure it kept to the original simplicity and ease of use. This was extremely useful in working out kinks before starting development. Since its launch, the app has been steadily growing by word of mouth, keeping the rollout focussed around dense urban areas to continue providing parents with local and relevant results. The app has also won a MOMA award for ‘**Best use of Location Services**’ beating out Dewar’s, Nike and Ordnance Survey.

Cancel	Child	Done
Andy		
Show on public profile <input type="checkbox"/>		
Due Date / Date of Birth		
21 October 2010 >		
Gender		
Boy ✓		

DELIVERABLES

- Proto personas
- Wireframes
- Prototype
- Usability testing
- Functional specifications

WEBSITE

WWW.PARENTSNEARBY.COM

Q APP

Q App is UK's leading mobile ordering platform for hospitality, sports and entertainment venues. It was launched in 2013 with Nimble Mobile (my employer) as a founding partner.

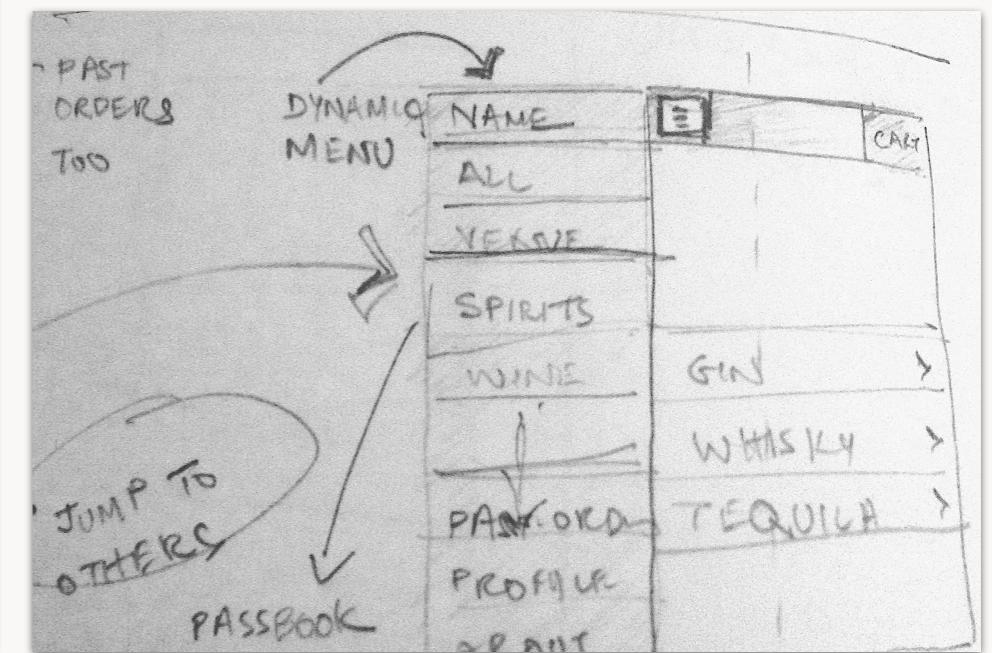
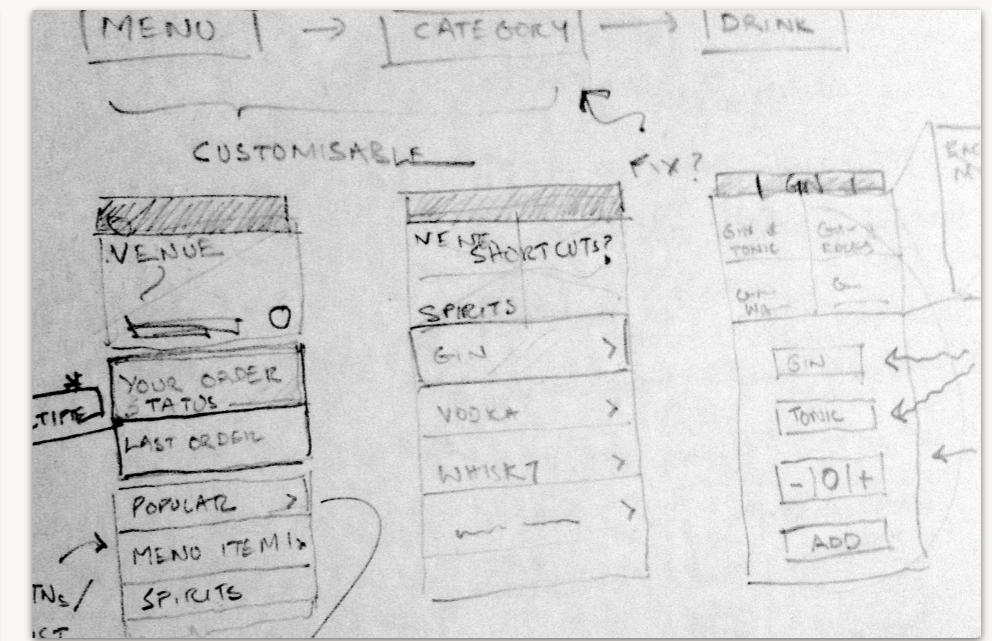
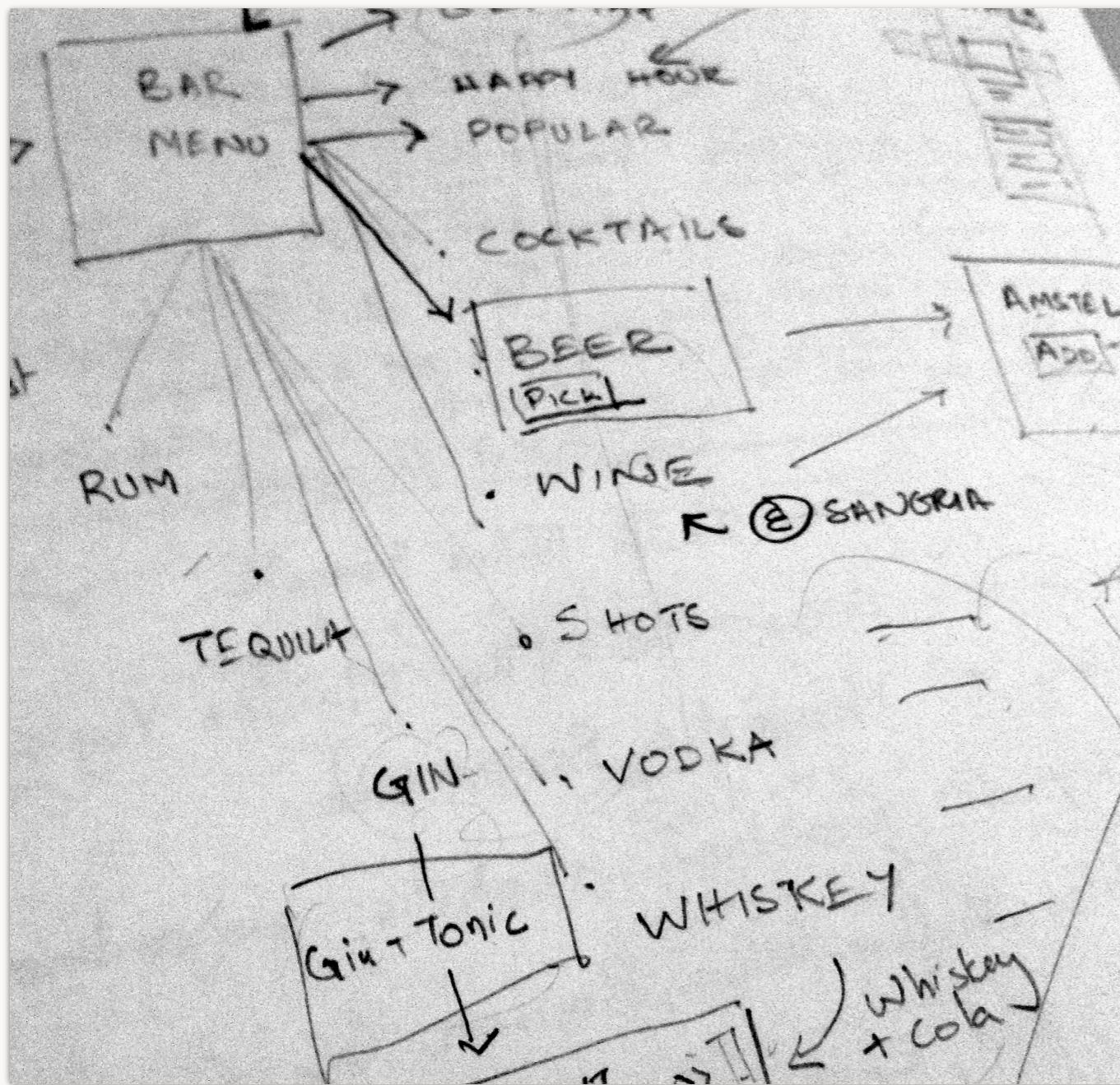
I was responsible for the UX design of the mobile and tablet apps. I also managed production of the apps for the first 6 months. I have continued working on the UX of all subsequent features as the app platform has expanded to cater to the needs of its diverse range of partner venues.

The original brief was for a platform for placing orders at bars and cafes. Over time this has expanded to cater to the needs of venues like theatre, entertainment halls and football stadiums by offering flexibility with additional menu formats, delivery options and alternative views for staff.



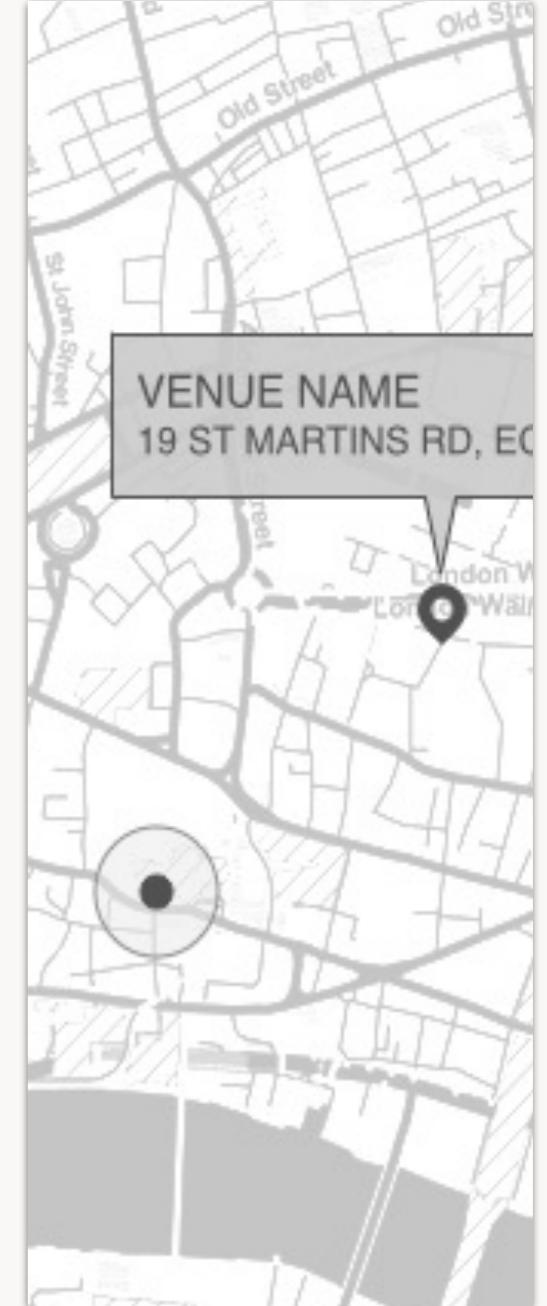
Design: Nicola Worthington

Q APP



Menu options are particularly dense for bars. Tackling this complexity of choices helped organise navigation with a clear hierarchy.

Q APP



I used visuals to anchor users to the current venue. As venues like flexibility, each menu node has shortcut buttons and order modification options.

Q APP

CURRENT ORDERS ▾

OWP TFG DRX DSY MWT

TIM BICHARA

24 MINS AGO

COLLECTED

REMIND CUSTOMER
READY 10 MINS AGO

23 DRINKS	TOTAL £32.45
14 BELGIUM LAGER	£25.30
1 HOUSE GIN AND TONIC	£25.30
2 BOMBAY SAPPHIRE AND ORANGE	£25.30
6 RED WINE	£25.30

DAVID CHANDLER

16 MINS AGO

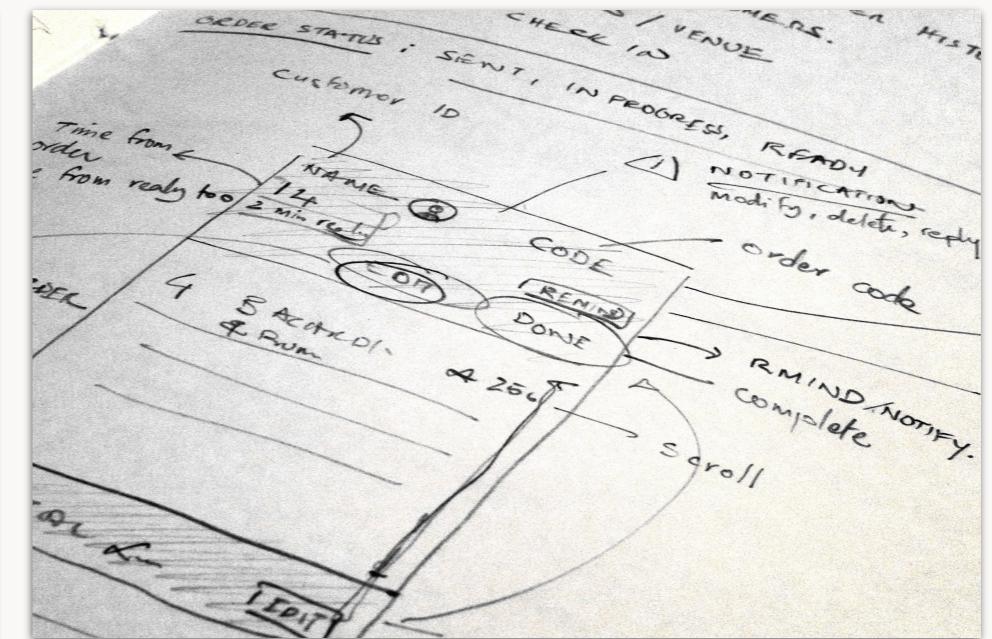
19 DRINKS **TOTAL**

14 BELGIUM LAGER

1 HOUSE GIN AND TONIC

2 BOMBAY SAPPHIRE AND ORANGE

REFUND



CODE	ORDER	TIME	DURATION	TOTAL
TFG	32 DRINKS	9:49 PM	24 MINS	£242.45 ▼
TFG	8 DRINKS	9:47 PM	4 MINS	£32.45 ▲
	4 MARGARITAS (GLASSES)			£16.45
	2 BEERS (PINT)			5.05
	2 SANGRIA (JUGS)			£8.95
TFG	10 DRINKS	9:42 PM	24 MINS	£32.45 ▼
TFG	12 DRINKS	9:29 PM	24 MINS	£32.45 ▼

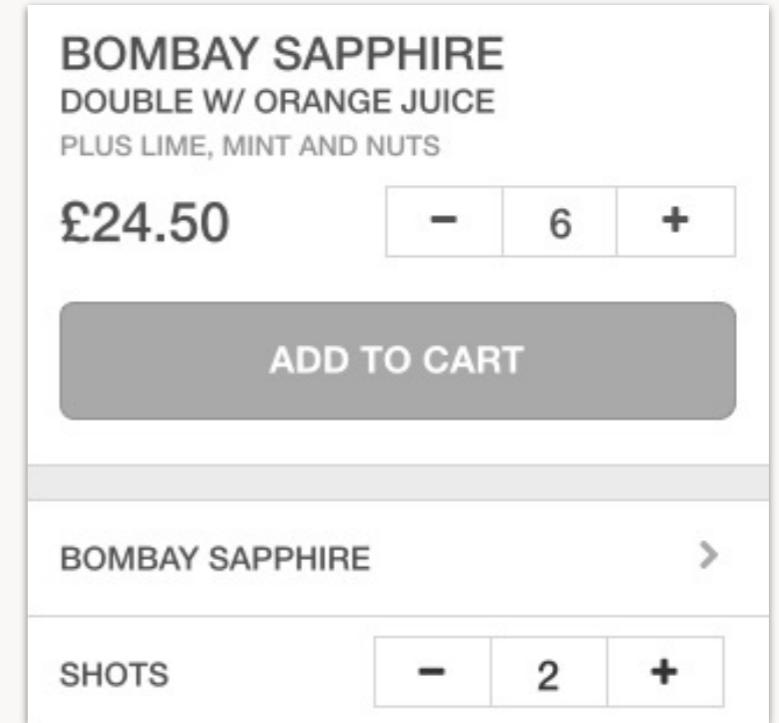
Extending the metaphor of kitchen order slips, I used cards to display orders in the kitchen. The codes tag customers to assist order delivery.

Q APP

It's been a great experience working alongside the founders to build up the startup. The platform has grown to about 45,000 users and 30 venues including some of the UK's most prestigious establishments and chains, such as The Royal Albert Hall, Southbank Centre, Liverpool FC and Mecca Bingo. It was also selected for the British pavilion at the Expo Milano 2015.

Due to budget and time constraints, some of the micro-interactions and tweaks had to be dropped and combined with an ageing design (prior to iOS 7) these have reduced some of the impact I had envisioned for the mobile apps.

The hardest issue has been the tablet layout which works best on with a 4:3 ratio but is hard to find in the current Android market of narrow screens. I've recommended switching to a portrait layout and this may be added to the future roadmap.



DELIVERABLES

- Wireframes
- Prototype
- Usability testing
- Functional specifications

WEBSITE

WWW.QAPPMOBILE.COM

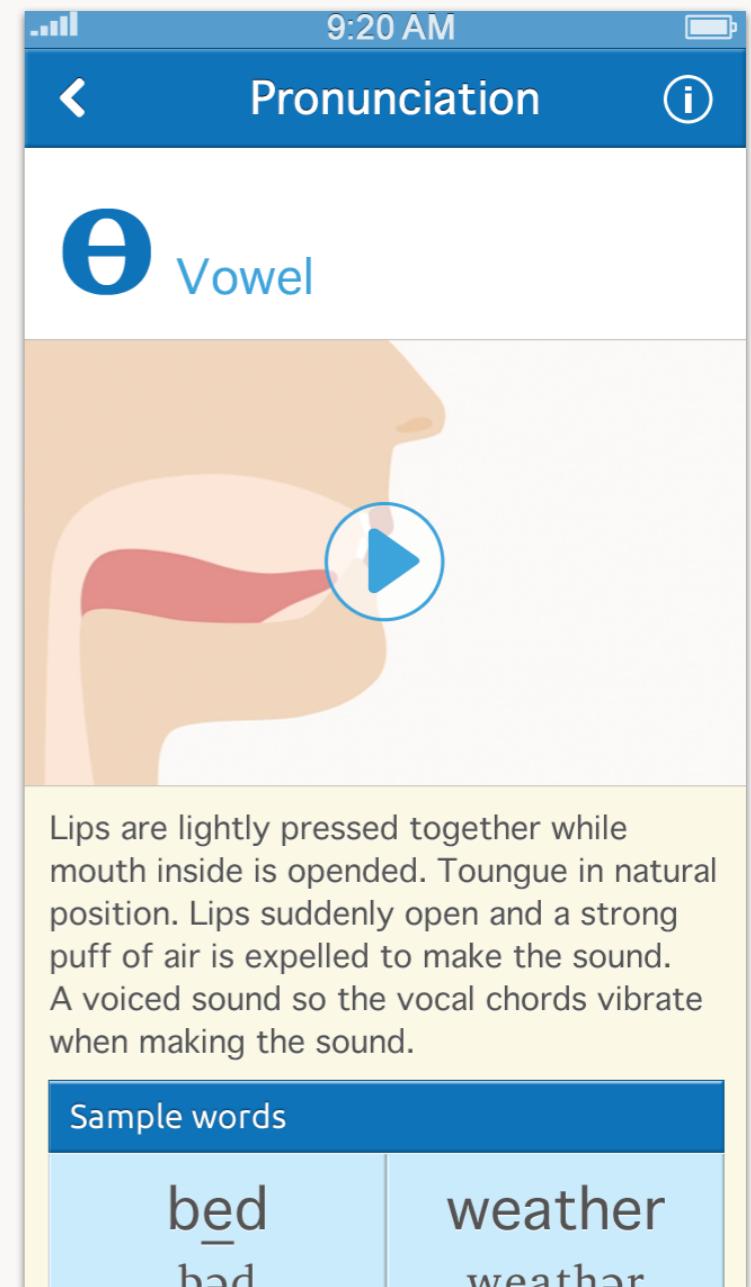
MTC ENGLISH

MTC English is an app that assists students gain proper English pronunciation skills. Working for Nimble Mobile, I was responsible for the UX design of the iOS and Android apps, as well as assisting in the creative direction of the apps.

The brief was for a personal tool to improve pronunciation and contextual knowledge of common English words, presented with a multi-lingual interface.

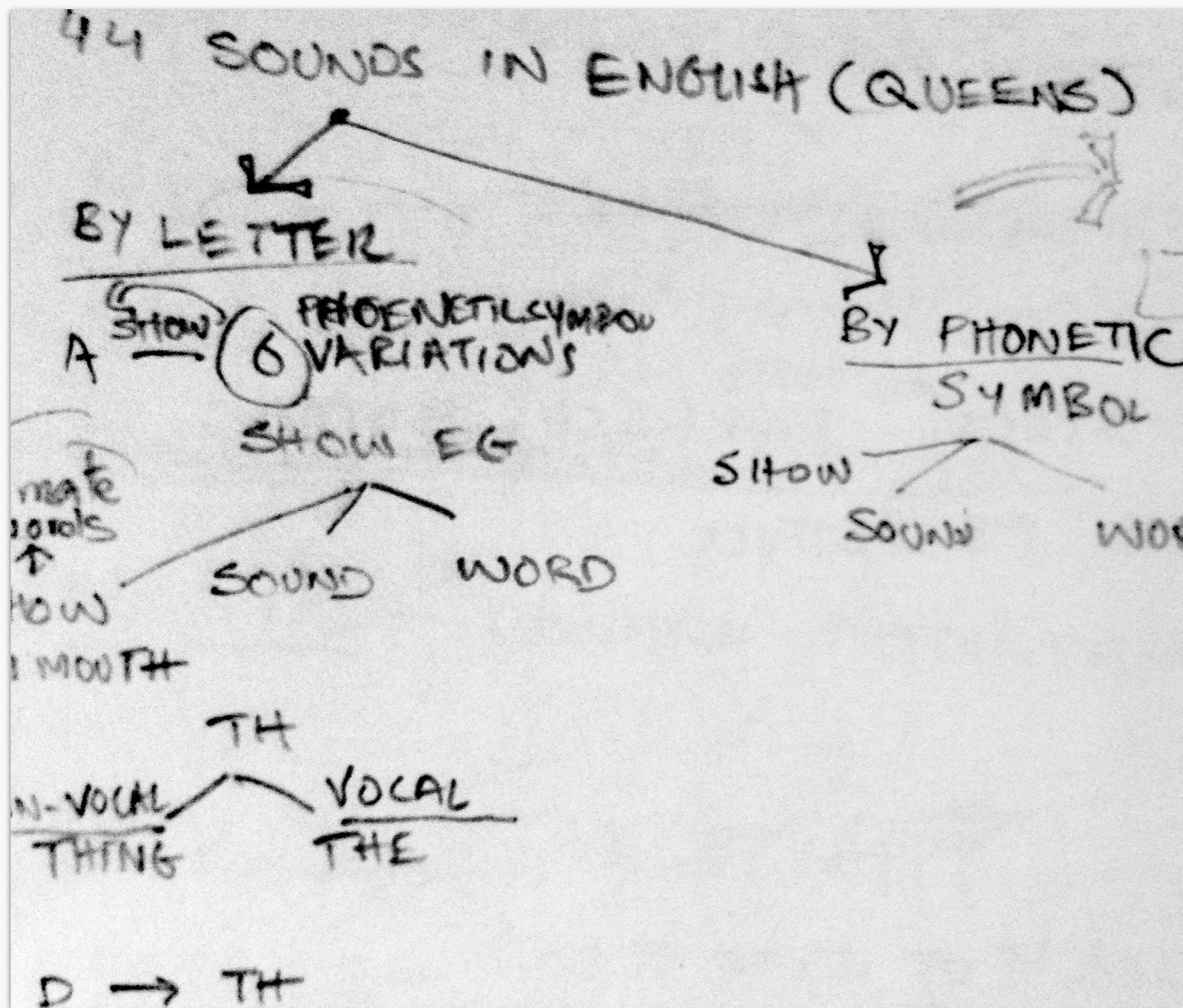
In early strategy brainstorms, I worked with the client to identify ways of teaching pronunciation by adapting the current system of teaching for the mobile format.

We decided to present all 44 phonemes (sounds) that make up words in English using audio feedback and animations. In addition, sets of confusing sample words were included along with a means to test and practice their skills through word quizzes.

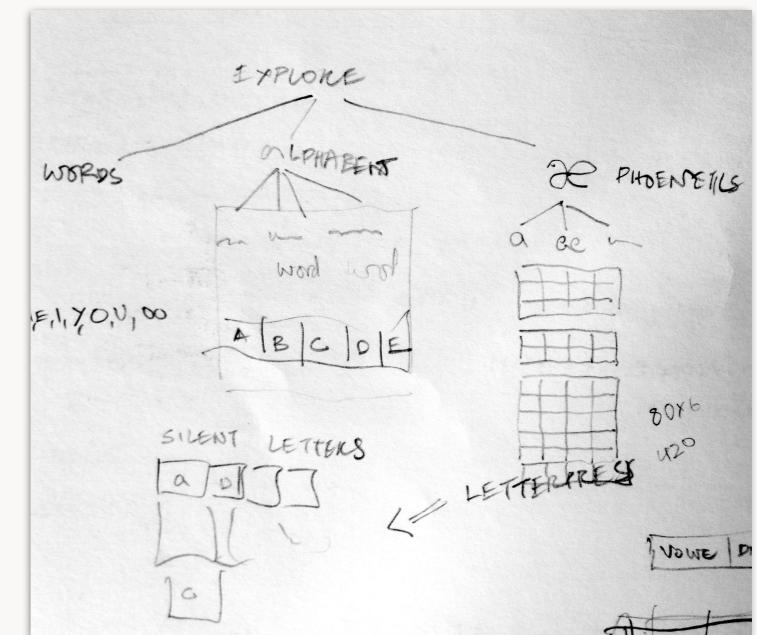


Design: Nicola Worthington

MTC ENGLISH



ɛ	ʊ	ʌ	eɪ	iː	X
ə	ɜː	ɔː	ɛə	ɪə	œ
ʌ	d:	b	eə	aɪ	au
t	d	tʃ	dʒ	K	g
θ	ð	s	z	s	ʒ
ɾ	h	l	r	w	j

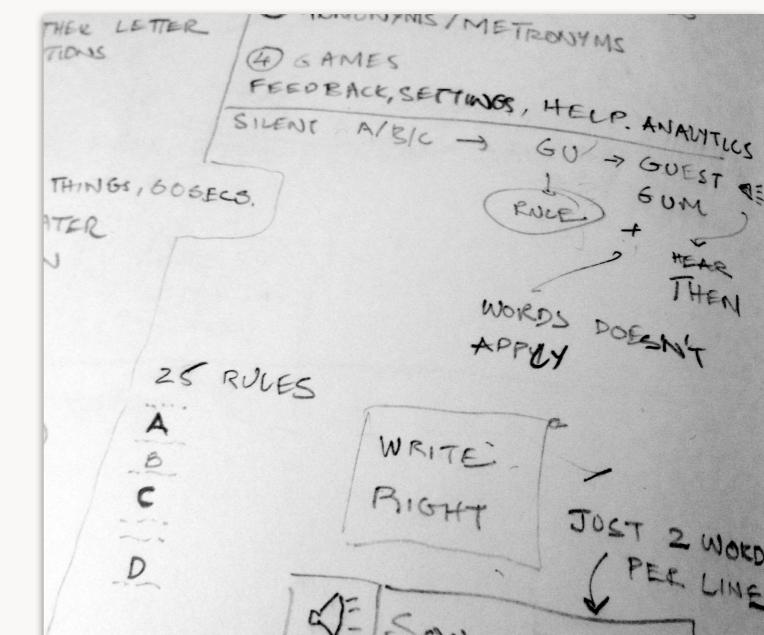
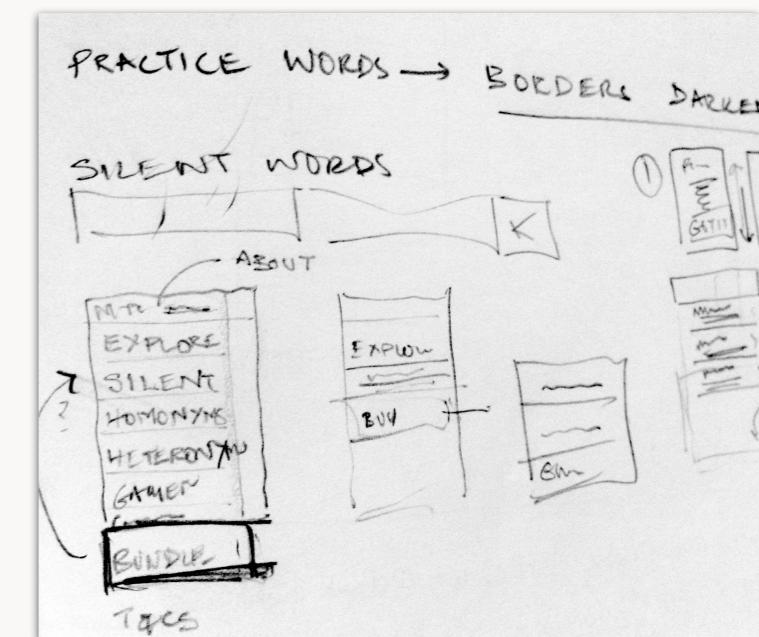


Pairing the standard sound symbols with the tradition of word games like Scrabble, I organised them as tiles for visual clarity and structure.

MTC ENGLISH

PRONUNCIATION			
		i	
m	n	ŋ	h
man	now	sing	hat
l	r	w	j
love	red	wet	yes
VOWELS			
æ	ɔɪ	ɑ:	ɛ
cat	door	far	bed
ɪ	I	ɒ	ʊ
sheep	ship	on	shoot
ʌ	ʊ	ɜ:	ə
up	good	bird	teacher
DIPHTHONGS			
eɪ	aɪ	əʊ	ɛɪ
wait	my	show	here
əə	ʊə	ɔɪ	aʊ
hair	tourist	boy	cow

PRONUNCIATION			
		i	
PHONEMES	LETTERS	WORDS	
AR	ɑ:	ea	hair
A	ɑ:	ɑ:	hair
	ɑ:	əə	hair
E	ə	ɪ	hair
I	aɪ	i	ɪ
OUR			ʊə
O		ɒ	ɔɪ



The grid for phonemes was split into the normal grouping, as well as by letter of the alphabet and words, to connect with real life usage.

MTC ENGLISH

◀ PRONUNCIATION i

U: DIPHTHONG



LIPS ARE LIGHTLY PRESSED TOGETHER WHILE MOUTH INSIDE IS OPENED. TONGUE IN NATURAL POSITION. LIPS SUDDENLY OPEN AND A STRONG PUFF OF AIR IS EXPELLED TO MAKE THE SOUND. A VOICED SOUND SO THE VOCAL CHORDS VIBRATE WHEN MAKING THE SOUND.

SAMPLE WORDS

AND ÆND	BLACK BLÆK
CAT	FACT

☰ SILENT LETTERS

THERE ARE INSTANCES IN ENGLISH WHEN LETTERS ARE SILENT, WHICH CREATES PRONUNCIATION DIFFICULTIES.

LETTERS THAT ARE SOMETIMES NOT SOUNDED IN ENGLISH ARE INCLUDED BELOW WITH RULES, IF THEY EXIST, AND EXAMPLE WORDS.

LETTERS NOT INCLUDED BELOW ARE NEVER SILENT IN ENGLISH.

B climb	C acquire	D bridge	E hope
G alight	H high	K alight	L could
N autumn	P receipt	R finger	S island
T watch	U guess	W two	

◀ HETERONYMS

BOW

BAʊ

BENDING OF THE HEAD OF BODY IN RESPECT OR SUBMISSION

BOW

Bəʊ

WEAPON THAT SHOOTS ARROWS OR SOMETHING BENT INTO A SIMPLE CURVE

Tiles open up detailed info with an animation, notes on creating the sound and practice words. Other areas explore missteps in spoken English.

MTC ENGLISH

Most projects need a lot of initial research to understand the knowledge domain and issues around it. MTC English was particularly hard due to the specialised nature of content and the considerations required to shape an experience around existing perceptions of learning.

I was mostly pleased with the outcome, particularly with being able to distill the complex subject matter into something simple, multi-lingual and easily approachable.

The supporting content helped differentiate the app from its institutional competitors and the gaming element is new to the genre. But due to time restrictions, I was unable to flesh out the quiz elements for a more satisfying gaming experience.

NOTES: G AND H TOGETHER ARE BOTH SILENT IF NOT AT THE START OF THE WORD. SEE SILENT LETTER G FOR MORE EXAMPLES.

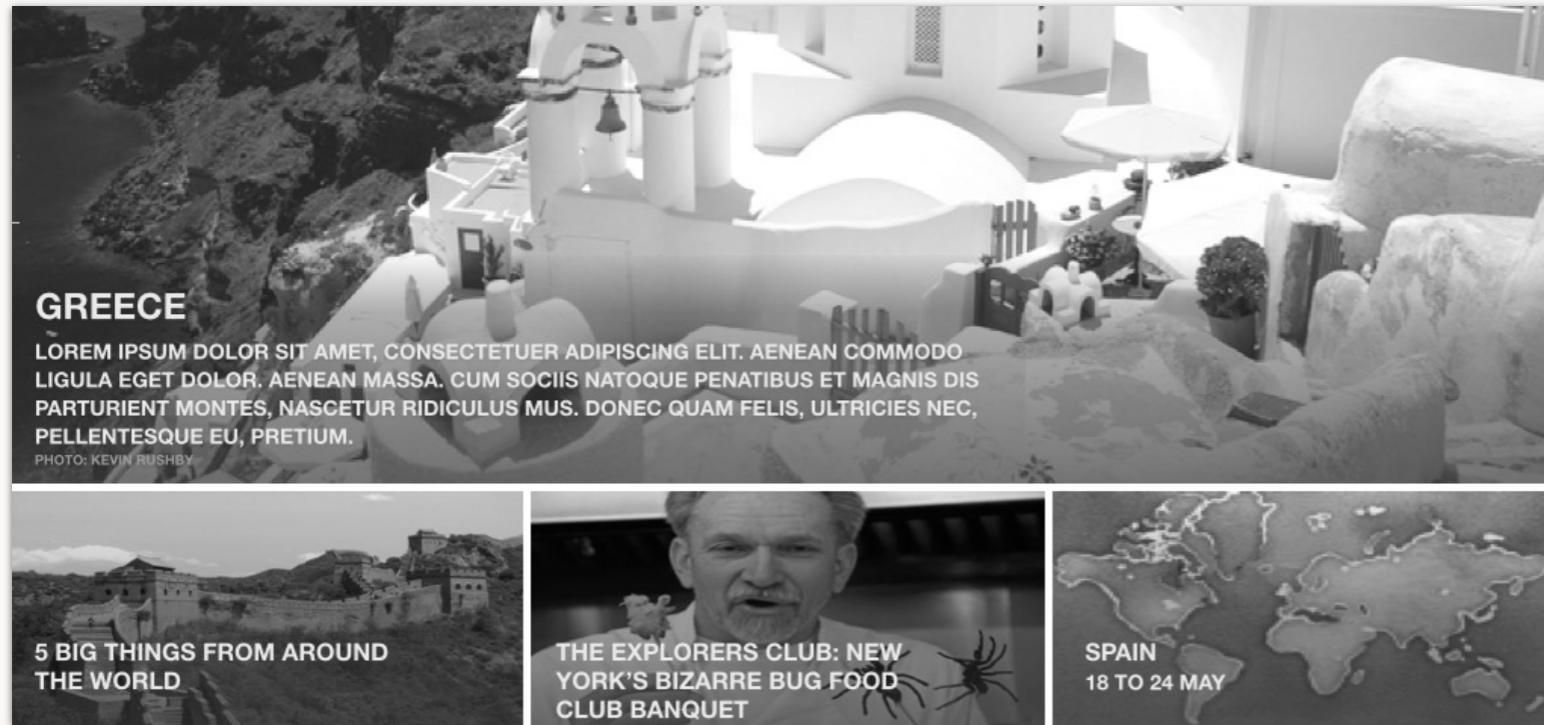
ALSO, WHEN THERE IS A SILENT H AT THE START OF THE WORD, IT IS USED WITH THE INDEFINITE ARTICLE 'AN' BECAUSE THE WORD THEN HAS A VOWEL SOUND E.G. AN HOUR OR AN HEIR.

SAMPLE WORDS	
<u>ALIGHT</u> ÆND	<u>HIGH</u> BLÆK
<u>THOUGH</u> KÆT	<u>KNIGHT</u> FÆKT

DELIVERABLES

- Information Architecture
- Content Development
- User Flow
- Wireframes and Mockups
- Usability testing
- Functional specifications

INSUREANDGO



GREECE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN MASSA. CUM SOCIIS NATOQUE PENATIBUS ET MAGNIS DIS PARTURIENT MONTES, NASCETUR RIDICULUS MUS. DONEC QUAM FELIS, ULRICIES NEC, PELLentesque EU, PRETium.

PHOTO: KEVIN RUSHBY

5 BIG THINGS FROM AROUND THE WORLD

THE EXPLORERS CLUB: NEW YORK'S BIZARRE BUG FOOD CLUB BANQUET

SPAIN
18 TO 24 MAY

UK's leading travel insurance group was looking for its first foray into apps, starting with an app that inspires and assists travellers. I was the UX designer for Nimble Mobile, the agency tasked with developing the apps.

The app was well received by customers, particularly the exploratory interaction. However functionality was limited by available APIs and InsureandGo is now looking to address this with more policy features in an upcoming version.

INDIA

UNTIL 28 MARCH 2013

CALL INSUREANDGO

REQUEST CALLBACK

GET ASSISTANCE

POLICE: 100

AMBULANCE: 101

BRITISH HIGH COMMISSION

USEFUL SERVICES

DELIVERABLES

- Content Development
- User Flow
- Wireframes and Mockups
- Prototypes
- Functional Specifications

WEBSITE

BBC GOODFOOD

The wireframe illustrates the search interface for BBC GoodFood. It features a top navigation bar with categories like Mains, Vegetarian, and Quick. Below this is a search bar with the query "Chocolate" and a "Search" button. A "Refine your recipe search" dropdown menu is shown. The main area displays "Search Results" with a count of "About 200 recipes". Two cards are visible: "Chocolate orange tart" (marked as "Tested") and "Chocolate brownie". To the right, a sidebar contains various filter options: By cooking times (Show all), By difficulty (Show all), By cuisine (Vietnamese), By course (Show all), By calorie range (Show all), By diet (Show all), and By servings (Show all). A "Search" button is also part of this sidebar. The bottom section of the wireframe shows a continuation of the search results.

Search Results	About 200 recipes	Search	Search Results	About 200 recipes	Footer (promote Magazine, Chanel & Shows)	Legal	Recipe
Chocolate orange tart	Chocolate brownie						Top Nav - similar to TG mobile site Ad Banner - similar to TG
							Binder Sign In Search w/ 4 filters (Mains, Vegetarian, Dessert, 10-30mins) + Refine search (link to old site)
							Recipe Item Thumbnail Recipe Item Name - headline Recipe Item Info (rating, cooking time, difficulty... - difficulty, serves, prep time, veg, freezable, etc)
							Stand-first - can remove if no space Recipe Byline - can remove if no space
							Link to filters - reference BBC Food mobile site filters
							"Display 10 more recipes" - no pagination
							Footer (promote Magazine, Chanel & Shows) Legal
							Save to Binder Share Recipe Comments (lates 1 Promo Block (o Related Recipes

BBC Worldwide wanted responsive layouts for the site, catering to their growing mobile audience. I was the UX designer working on the project as an employee for Nimble Mobile.

For the first stage, the search filters and results layouts were bolted onto the existing website. Since then however, the website has been redesigned and only the search results retain the initial card-style layout I had advocated.

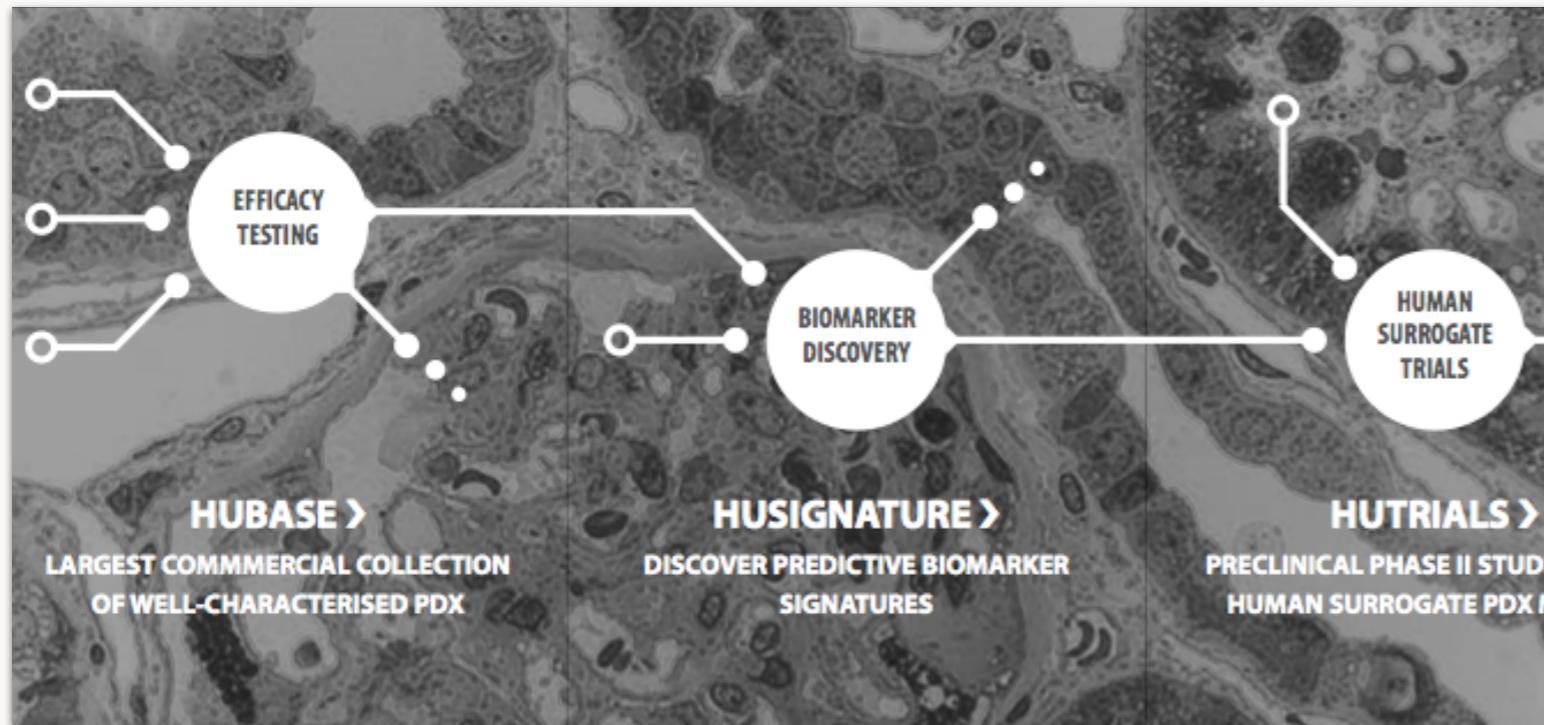
DELIVERABLES

- Digital Strategy
- Content Audit
- User Flow
- Wireframes
- Usability Testing

WEBSITE

WWW.BBCGOODFOOD.COM

CROWN BIOSCIENCE



Global cancer research leader wanted to redevelop their website to provide access to services and research models, as well as enhancing awareness of their global stature. I worked as a freelance UX designer working for their agency Nimble Mobile.

Content visibility increased with the IA and post-launch page views jumped 30% with a 55% increase in session durations. Higher yields of 55% and 140% from search indicate more qualitative traffic as well.

PRIMARY NAVIGATION		
ABOUT ▾	ONCOLOGY ▾	ME
COMPANY	ONCOLOGY DATABASES	CV
WHAT WE DO	EX VIVO SERVICES	IN V
LEADERSHIP TEAM	HUMAN SURROGATE TRIALS	IN V
INVESTORS	IN VITRO SERVICES	EX V
SCIENTIFIC ADVISORS	IN VIVO SERVICES	TRA
STRATEGIC PARTNERS	PRECLINICAL FORMULATIONS	DRU
CAREERS	TRANSLATIONAL RESEARCH	
	DRUG DISCOVERY SERVICES	
SECONDARY NAVIGATION		
COMPANY	ONCOLOGY DATABASES - HUBASE - XENOBASE	CVM - D*
WHAT WE DO	EX VIVO SERVICES - TUMOUR MICRO ARRAYS	IN V
- ONCOLOGY	HUMAN SURROGATE TRIALS	- OB
- METABOLIC DISEASE		- CA
- DRUG DISCOVERY	IN VITRO SERVICES - ADME & PHYSIOCHEM	EX V
- BIOTHERAPEUTICS	- CELL-BASED PROFILING (4)	- D*
LEADERSHIP TEAM	- HUMAN PRIMARY TUMOUR MODELS (1)	TRA
INVESTORS		

DELIVERABLES

- Information Architecture
- Wireframes
- Prototype
- Functional specifications
- Usability Testing

WEBSITE

WWW.CROWNBIO.COM

BBC TOPGEAR

car model. Swipe right to thumbnails

Tap thumbnails to display "lights out" background. T swipe scroll carousel through images in order

Contextual links to all pages for this model: 2.0 Overview; verdict; 2.4 specification; 2 [latest].

Latest road tests

Land Rover Freelander 2 eD4 April 2011

Land Rover Freelander 2 Td4_e Stop-And-Start January 2009

Freelancers for sale See all

From £0 up to £1m

EC1V 2JN Find a Freelander

powered by AutoTrader

Fancy something else?

Toyota RAV4

Jeep Wrangler

BBC Worldwide's iconic program was seeing a fast growing audience on mobile and needed to make their website responsive, starting with the Car Reviews section. I was the assisting UX designer for Nimble Mobile, the agency tasked with designing the mobile webpages.

The redesign was rolled out 2 years ago and despite subsequent redesigns, the layout and recommendations have been retained to serve the growing mobile audience.

DELIVERABLES

- Content Audit
- User Flow
- Wireframes

WEBSITE

WWW.TOPGEAR.COM

TESTIMONIALS

"Mustafa is your go to guy for all things mobile, he has a lot of expertise in the area." — Emma Hunt, SourceLF

"(Mustafa) was passionate about the online space and who was also pragmatic and strategic in focus. His passion is clearly shown through his significant up to date knowledge of all of the latest developments and trends." — Claire Richardson, City of Adelaide

"Mustafa is the most meticulous person I know. He's full of ideas and his attention to detail is extraordinary." — Abdullah Sheikh, Net Access

"Mustafa wins the respect of colleagues because of his passionate conviction to his creative vision and also his ability to engage with internal and external parties, management and users in the creative process." — John Stedman, City of Adelaide

THANK YOU!

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