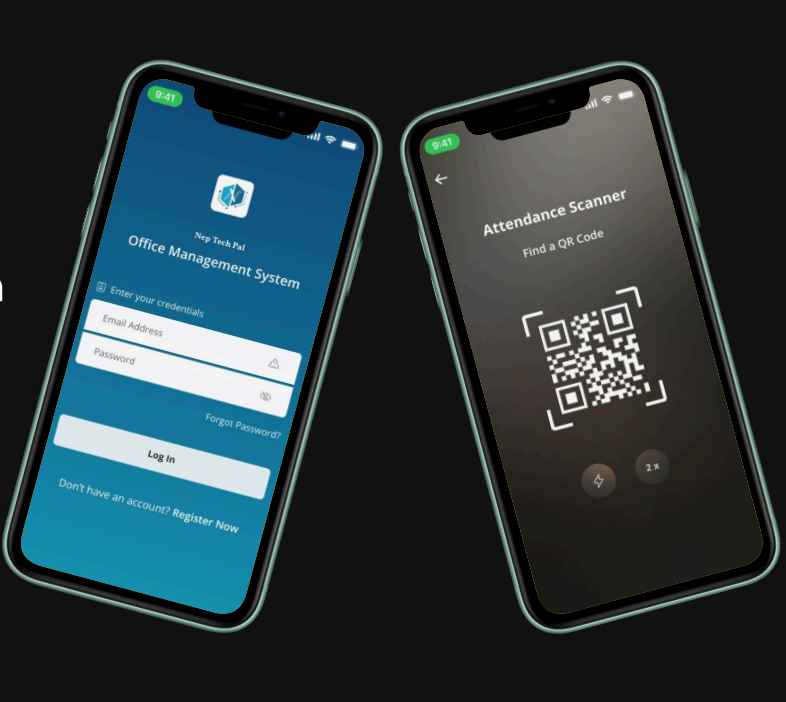
Nep Tech Pal

Office Management System

for an IT Startup in Pokhara

UX Case Study

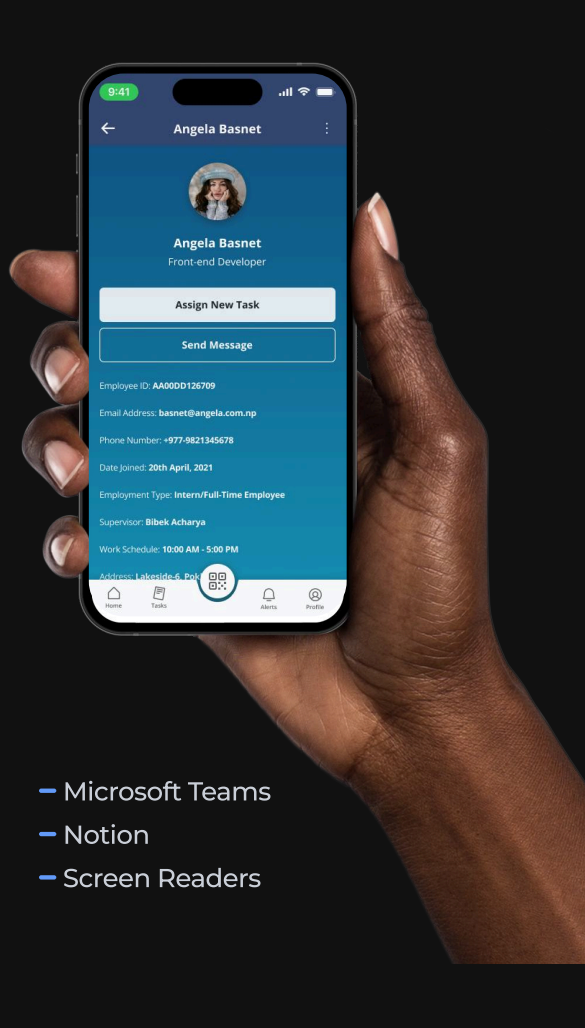


Duration:

April 2024 - July 2024

Product Overview

The Office Management System is an all-in-one platform designed to enhance productivity, foster seamless communication, and streamline collaboration for an IT company based in Pokhara, Nepal. This mobile-first application integrates task management, employee oversight, attendance tracking, and robust analytics, tailored to the company's unique workflows and future scalability.



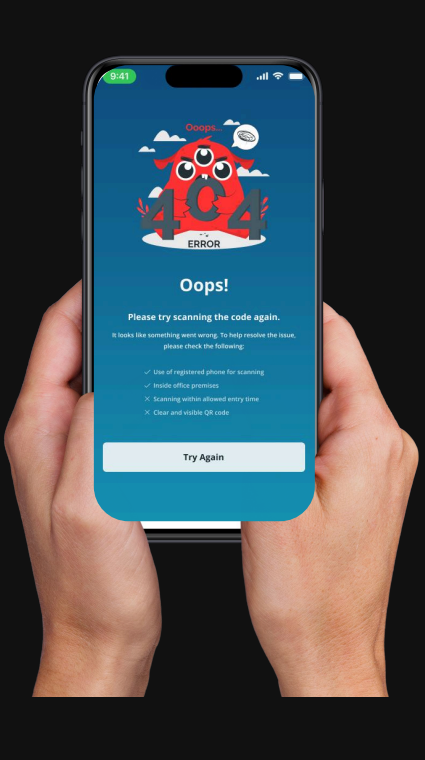
Employee ID: AA000D126709
Email Address: basnet@angela.com.np
Phone Number: +977-9821345678
Date Joined: 20th April, 2021
Employment Type: Intern/Full-Time Employee
Supervisor: Bibek Acharya
Work Schedule: 10:00 AM - 5:00 PM

Responsibility

- User Research
- User Persona
- Prototyping

Tools

- Google Forms
- Figma
- Optimal Workshop
- Microsoft Teams
- Notion
- Screen Readers



Problem Statement

The IT company faced inefficiencies from fragmented communication, unclear task assignments, and manual management, causing missed deadlines, low productivity, and dissatisfaction. They needed a digital solution to boost collaboration, task visibility, and data-driven decisions, aligning with their goals.

Goals

The project aimed to improve communication, task visibility, and employee management while fostering data-driven decisions, boosting productivity, and enhancing employee satisfaction in a unified, efficient system.

Design Process

The design process focused on streamlining communication and task management to boost productivity. We started with user research, identifying pain points and understanding the needs of both managers and employees. This informed user personas and journey mapping, shaping the core features and user flow. We conducted competitive analysis to ensure our solution was unique and effective. After prototyping and feedback, we iterated on the design, improving usability for a seamless experience. Our focus remained on simplicity, clarity, and task efficiency throughout the process.

Understand
Stakeholder Interviews
Workflow Observation
Competitive Analysis

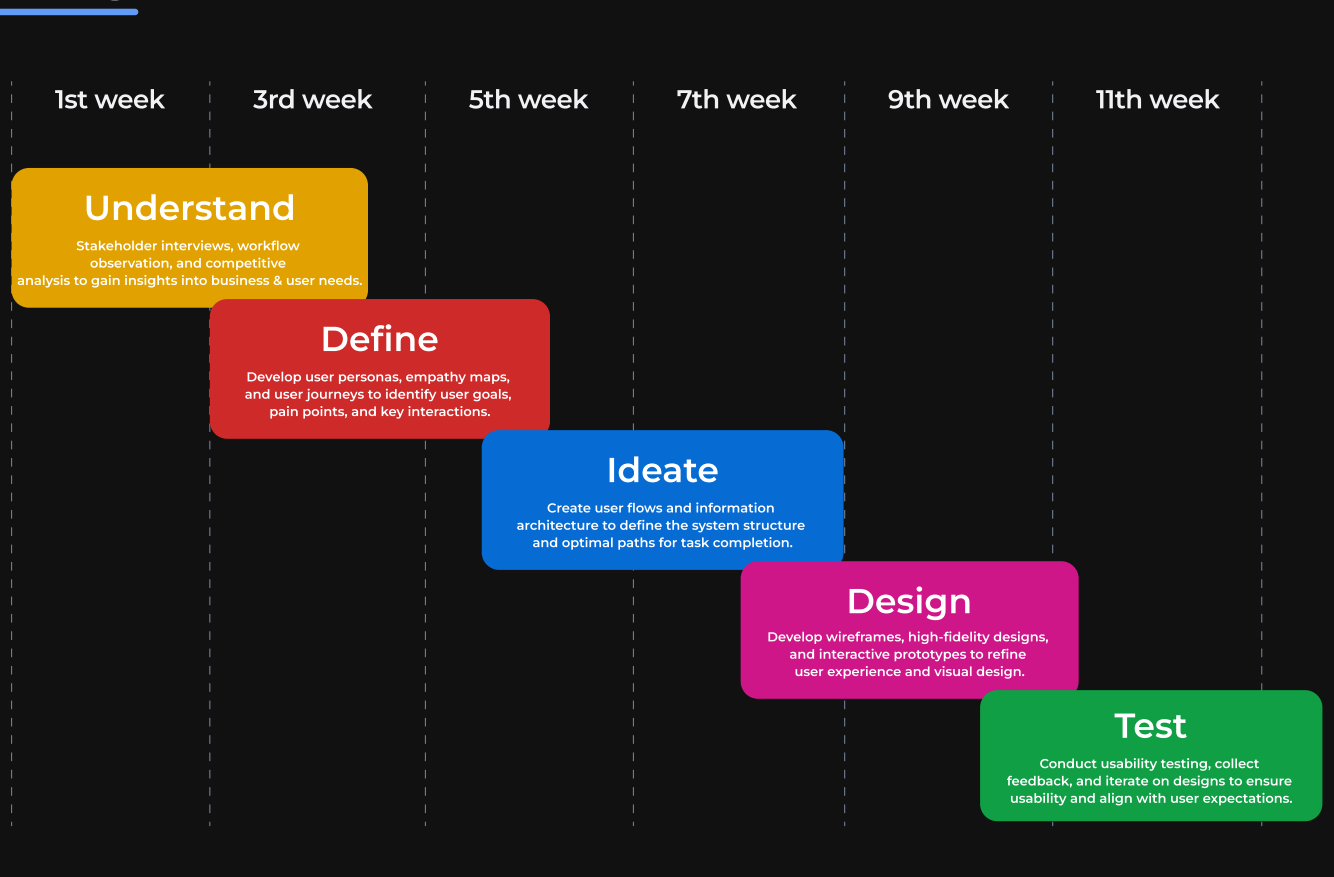
Define
User Personas
Empathy Map
User Journey

Ideate
User Flow
Information Architecture

Design
Wireframe
Hi-Fi Designs
Prototype

Test
Feedbacks
Conclusion
Future Concept

Design Timeline



Understand
Stakeholder interviews, workflow observation, and competitive analysis to gain insights into business & user needs.

Define
Develop user personas, empathy maps, and user journeys to identify user goals, pain points, and key interactions.

Ideate
Create user flows and information architecture to define the system structure and optimal paths for task completion.

Design
Develop wireframes, high-fidelity designs, and interactive prototypes to refine user experience and visual design.

Test
Conduct usability testing, collect feedback, and iterate on designs to ensure usability and align with user expectations.

Target Audience

The target audience includes **employees** for task management and collaboration, **managers/CEOs** for tracking performance and operational efficiency, and **admins** for system maintenance and accessibility.

User Research

User research focused on understanding the needs of employees, managers, and admins. Employees required streamlined task management and clear communication, while managers and CEOs needed tools for tracking performance and workflow. Admins sought a system that ensured smooth maintenance and accessibility.

Competitive Analysis

To create a user-centered and market-ready application, we analyzed prominent competitors in the Nepali IT industry. By evaluating their strengths, weaknesses, and user experiences, we identified opportunities to differentiate our application with unique features, improved workflows, and better usability. This research guided our design decisions and ensured our solution addresses unmet user needs effectively.

Company Name	Aarambha IT Research Center Pvt. Ltd.	Black Tech	REEV Infotech Pvt. Ltd.
Company Info	Focuses on cloud services, DevOps solutions, and software development.	Specializes in cloud computing, cybersecurity, and e-commerce solutions.	Offers custom web and app development with a focus on digital solutions.
Task Management Platform	✗	✓	✓
Employee Management	✓	✓	✓
Collaboration & Communication	✓	✓	✓
Time Tracking & Attendance	✗	✓	✗
Document Management	✓	✓	✓

Unique Features

- A centralized platform to assign, track, and manage tasks and deadlines, ensuring visibility and accountability across teams.
- A real-time dashboard that tracks employee attendance, work hours, and performance metrics, aiding in resource optimization and decision-making.
- In-app messaging, file sharing, and team collaboration features, reducing the need for third-party tools and promoting effective communication.
- Tailored reports and analytics to monitor project progress and resource allocation, empowering data-driven decisions and efficient workflow management.

Quantitative Research

In this phase, we focused on gaining a deeper understanding of the users' behaviors, needs, and challenges through direct engagement. The goal was to uncover the root causes of issues related to office management processes in the IT company, ensuring that the solution we designed was closely aligned with both business and user requirements.

Screeners

- Employees need a clear and transparent system to assign, track, and manage tasks across teams, ensuring that there is no ambiguity in who is responsible for what.
- A unified platform should be developed to improve communication, reducing reliance on third-party tools (e.g., emails, messaging apps), which lead to fragmented conversations and inefficiencies.
- Users prefer a customizable dashboard that allows them to tailor the interface to show only relevant tasks, projects, and information, leading to a more focused and efficient workflow.
- Timely notifications are critical for task updates, team messages, and project status, keeping everyone informed and ensuring quick response times to avoid delays and bottlenecks in operations.

Observations

80%

Task Visibility: 80% of users struggle with tracking the progress of assigned tasks in real time.

75%

Communication Challenges: 75% of employees rely on external tools like email and messaging apps for communication

60%

Data Entry Overload: 60% of users find manually entering task updates time-consuming.

35%

Dashboard Customization: 35% of employees want more control over how their dashboards display relevant information.

90%

Real-Time Notifications: 90% of users prefer receiving real-time alerts for task updates or team messages.

50%

Task Overlap and Confusion: 50% experience task overlap due to unclear responsibilities.

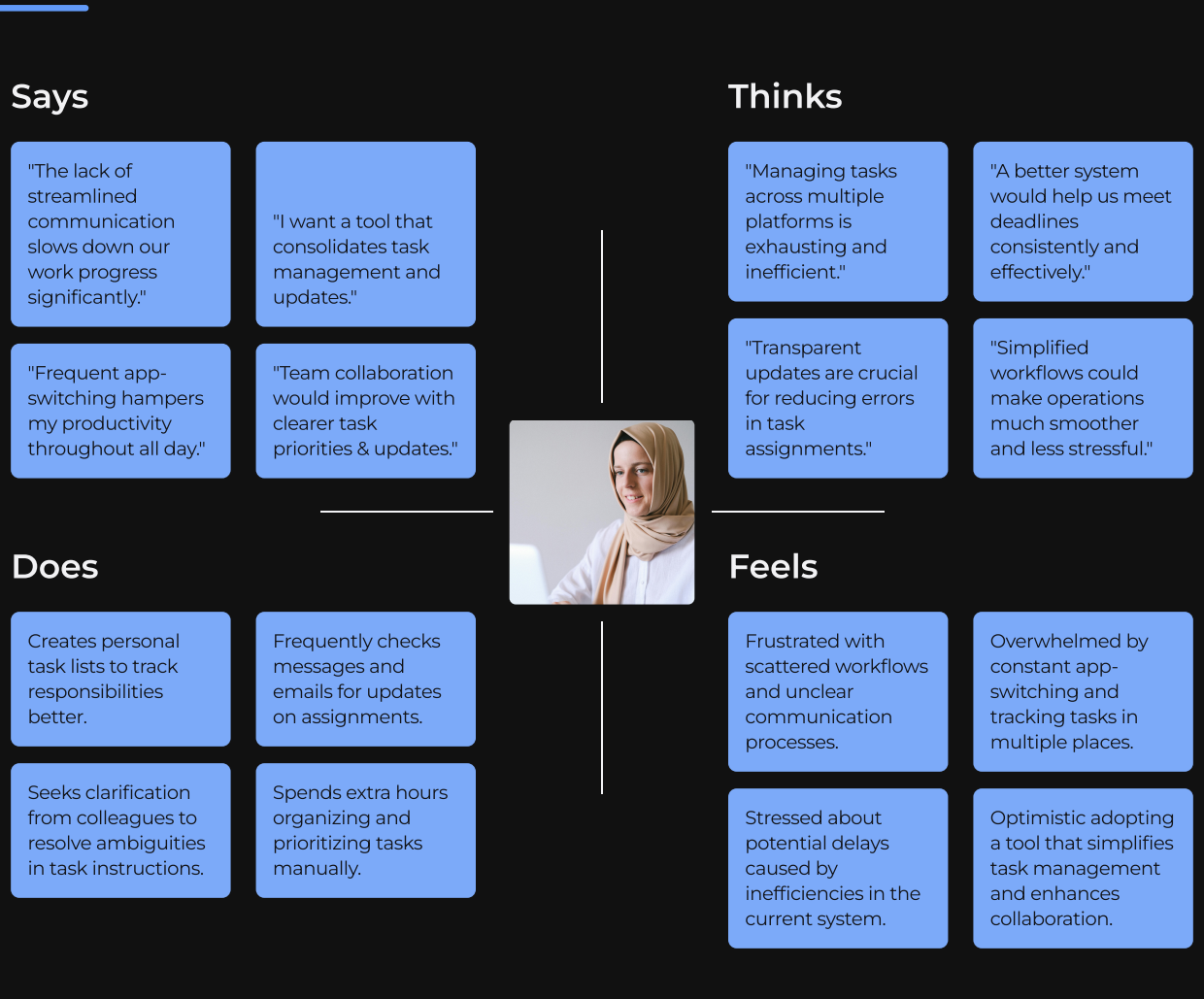
55%

Performance Reviews: 55% of employees expressed dissatisfaction with the current performance review.

85%

Integration Needs: 85% of users seek a single platform that integrates multiple functions.

Empathy Map



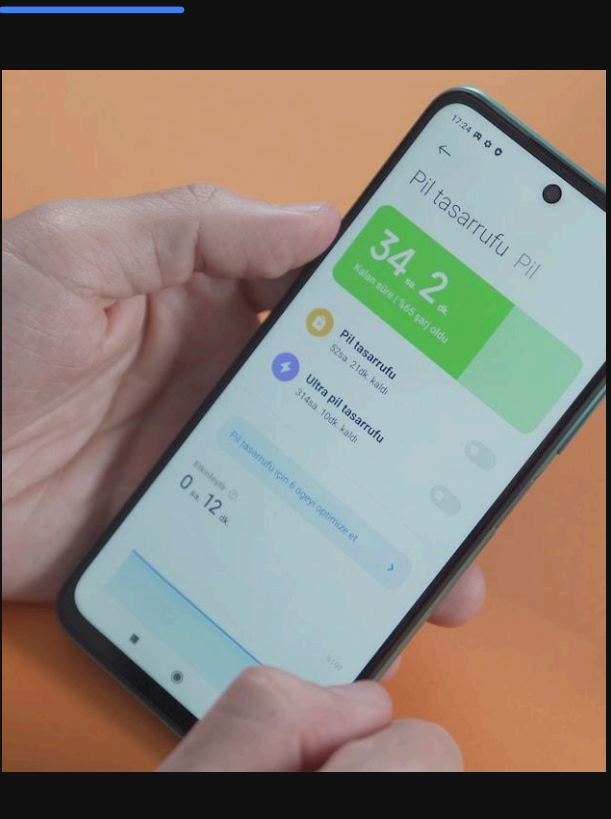
Says
- "The lack of streamlined communication slows down our work progress significantly."
- "I want a tool that consolidates task management and updates."
- "Frequent app-switching hampers my productivity throughout all day."
- "Team collaboration would improve with clearer task priorities & updates."

Thinks
- "Managing tasks across multiple platforms is exhausting and inefficient."
- "A better system would help us meet deadlines consistently and effectively."
- "Transparent updates are crucial for reducing errors in task assignments."
- "Simplified workflows could make operations much smoother and less stressful."

Does
- Creates personal task lists to track responsibilities better.
- Frequently checks messages and emails for updates on assignments.
- Seeks clarification from colleagues to resolve ambiguities in task instructions.
- Spends extra hours organizing and prioritizing tasks manually.

Feels
- Frustrated with scattered workflows and unclear communication processes.
- Overwhelmed by constant app-switching and tracking tasks in multiple places.
- Stressed about potential delays caused by inefficiencies in the current system.
- Optimistic adopting a tool that simplifies task management and enhances collaboration.

Pain Points



1. **Inefficient Task Management**

   Manual task tracking causes confusion over responsibilities, missed deadlines, and lower productivity, which reduces operational efficiency.

2. **Communication Gaps**

   Inconsistent communication tools create delays in feedback and decision-making, leading to team misalignment and inefficiencies.

3. **Lack of Transparency**

   Limited visibility into tasks and progress hinders accountability and makes it difficult to monitor team performance and identify bottlenecks.

User Persona

NAME:	Jagat Devkota
AGE:	28
EDUCATION:	MS in IT Management
JOB:	IT Manager
LOCATION:	Pokhara, Nepal
HOBBIES:	Traveling and Soccer

Bio

Jagat is an experienced IT Manager in a mid-sized tech company. He handles the technical infrastructure, leads the IT team, and ensures smooth operations for the business's technology needs. He is passionate about staying up-to-date with the latest IT trends and solutions that enhance productivity.

Personality

- Detail-oriented and methodical
- Open to new tools & technologies
- Proactive
- Motivated by improving team performance

Pain points

- Difficulty tracking task progress and prioritizing effectively.
- Challenges in ensuring clear and consistent communication across teams.
- Unclear visibility into project timelines and team progress.
- Time spent on repetitive tasks than focusing on higher-value work

Goals

- Streamline task management and prioritize effectively.
- Enhance communication and team alignment.
- Reduce manual tasks by implementing automation.
- Increase visibility into team progress for better resource management.

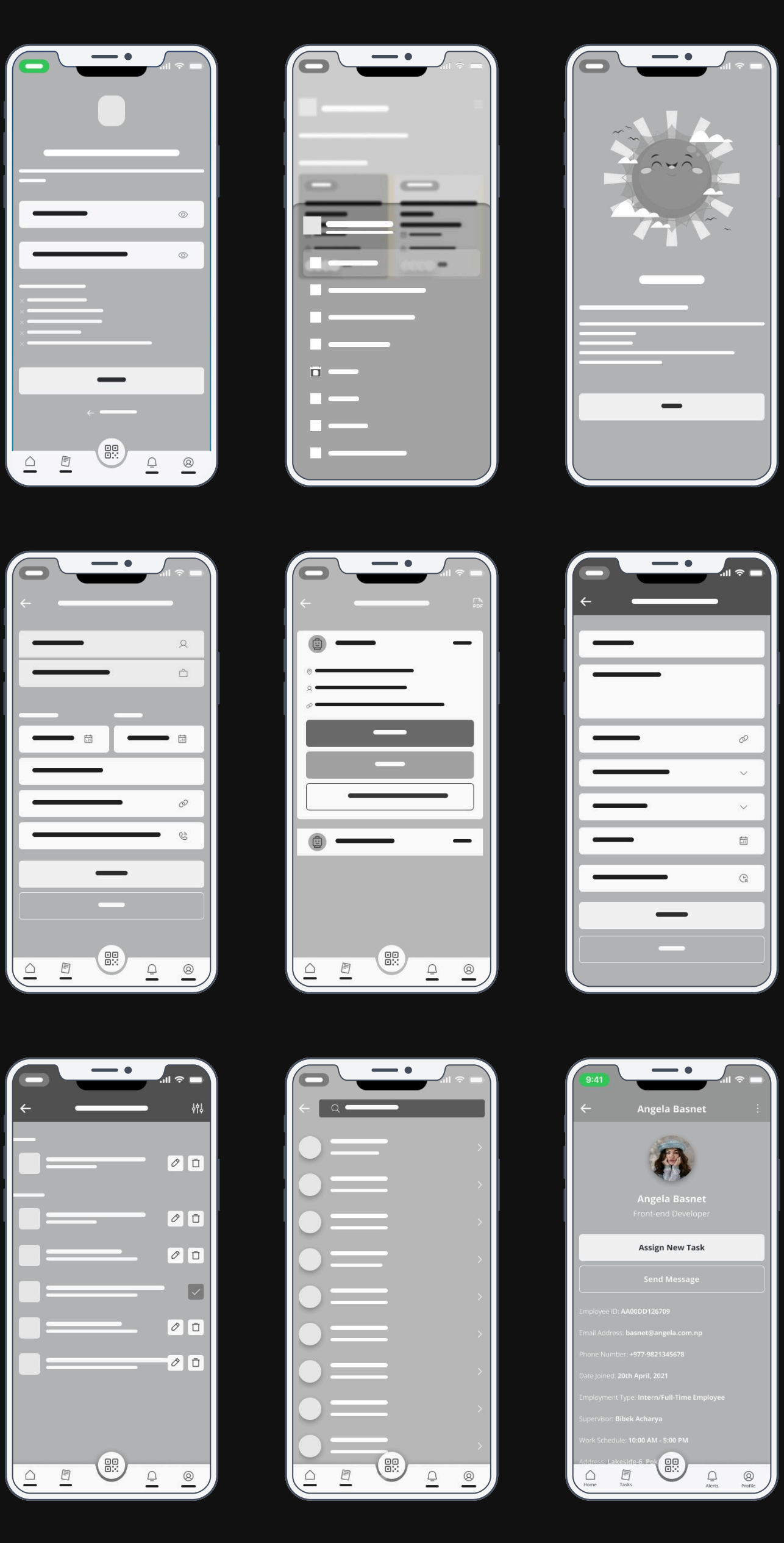
User Journey Map

Persona: Jagat Devkota

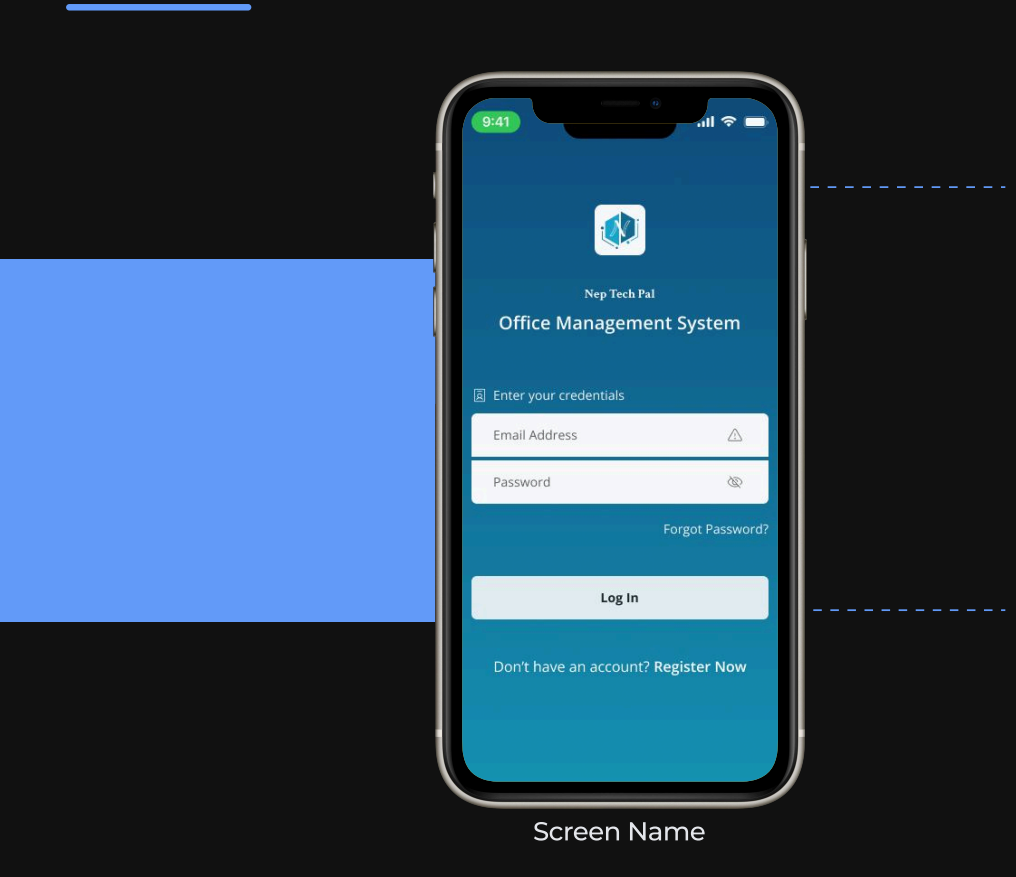
Goal: Rajesh wants an efficient office management system that reduces administrative workload, improves team communication, and provides real-time insights into attendance and task progress.

Actions	Starting the Day & Checking Tasks	Collaborating with Team Members	Task Progress Monitoring	Wrapping Up & Reviewing the Day's Work
Task List	1. Open app and check tasks.Prioritize tasks for the day.	1. Start team discussion on tasks. 2. Check updates & progress.	1. Review assigned task updates. 2. Monitor team progress.	1. Reflect on completed tasks. 2. Analyze pending tasks and reschedule.
Feeling	🙂	😤	😡	😔
Thoughts	1. "I hope the system updates are accurate today." 2. "I need to prioritize tasks properly."	1. "I need clearer updates from the team." 2. "Team communication seems scattered."	1. "The task statuses are unclear—where's the update?"	1. "I don't know if everything is completed on time." 2. "This system isn't helping me track tasks efficiently."
Improvement Opportunities	Add clearer task priorities and real-time updates.	Centralize communications & updates for easier collaboration.	Include progress bars and status notifications for tasks.	Provide a daily summary of completed and pending tasks.

Sketches/Low-fidelity Wireframes



Login Screen: High Fidelity

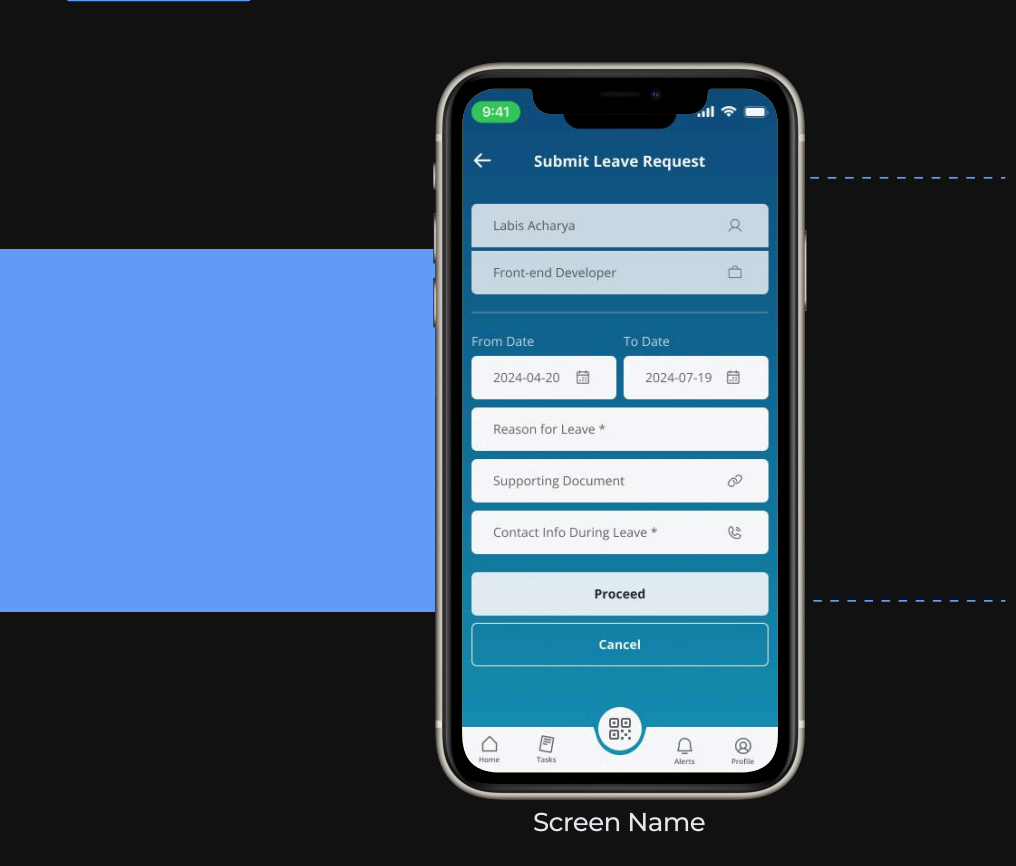


Screen Name

The header includes the app logo, title, and clear instructions to guide users on logging in, creating a professional and welcoming interface.

Prominent "Log In" and "Register Now" options provide clarity and easy navigation, ensuring a user-centric design with visible error indicators for accessible input validation.

Leave Request Screen: High Fidelity

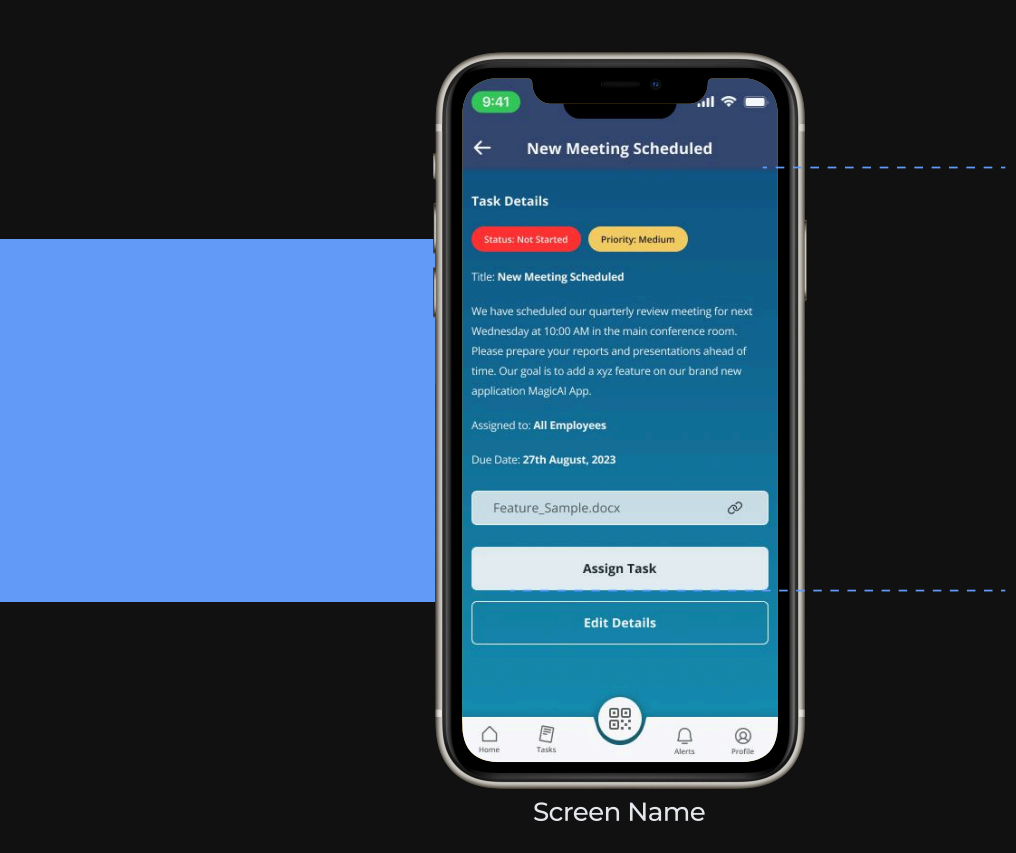


Screen Name

The section displays the user's name, role, and navigation options. Input fields are well-labeled, promoting effortless data entry for dates and reasons.

Action buttons for "Proceed" and "Cancel" ensure a seamless user flow. A centered navigation bar aids task completion with visually distinct and easily recognizable icons.

High Fidelity Screen



Title: New Meeting Scheduled

We have scheduled our quarterly review meeting for next Wednesday at 10:00 AM in the main conference room. Please prepare your reports and presentations ahead of time. Our goal is to add a xyz feature on our brand new application MagicAI App.

Assigned to: All Employees

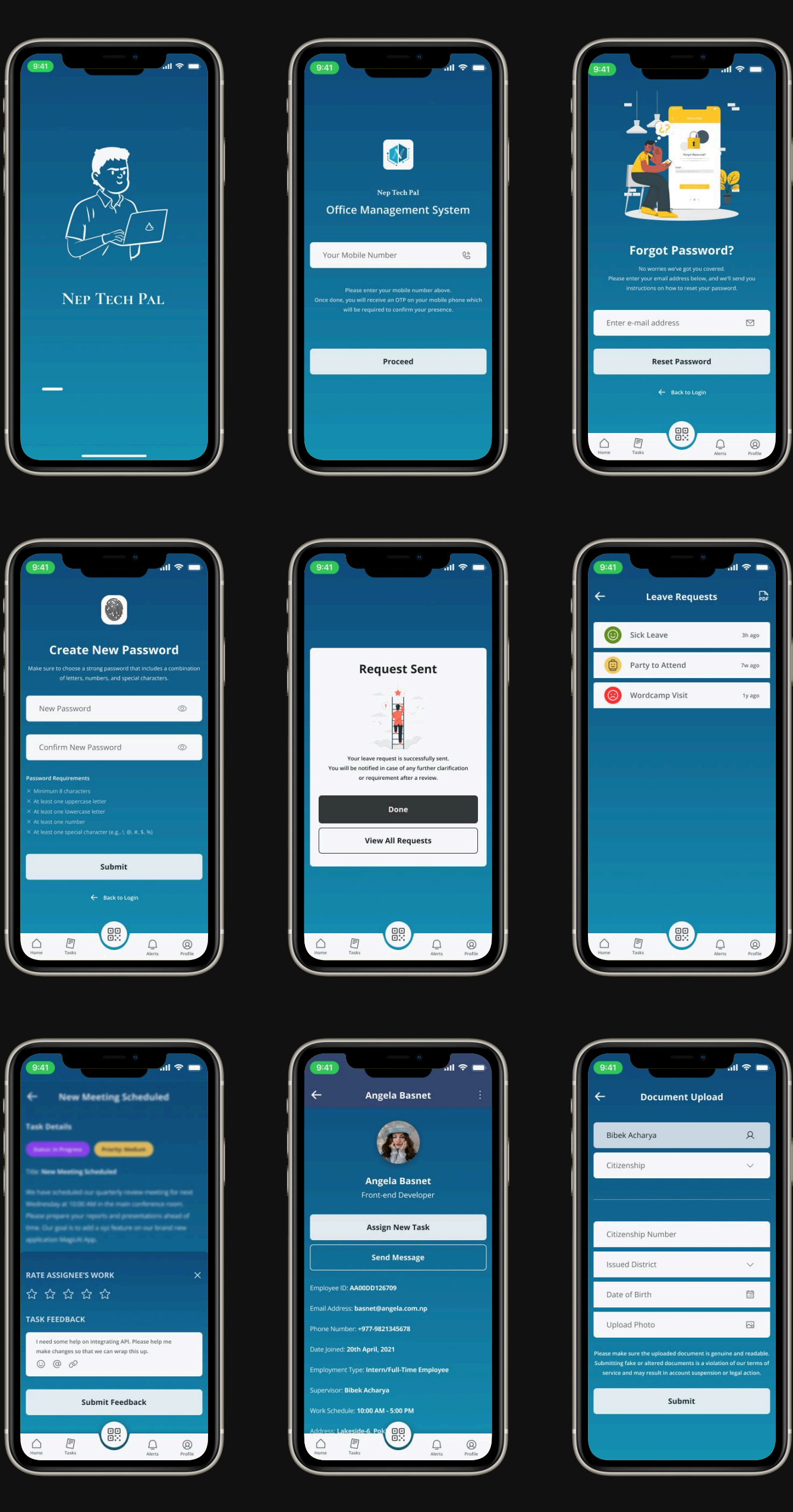
Due Date: 27th August, 2023

Screen Name

The 'Meeting Scheduled Status' shows the task details including whether the task has already started and how important the task is currently. This can be changed by the administration at any point of time.

The admin can also add details of task, attach documents so that participants can understand the task easier, and make changes to the tasks at a certain point.

Other Screens



Please enter your mobile number above. Once done, you will receive an OTP on your mobile phone which will be required to confirm your presence.

No worries we've got you covered. Please enter your email address below, and we'll send you instructions on how to reset your password.

Make sure to choose a strong password that includes a combination of letters, numbers, and special characters.

Your leave request is successfully sent. You will be notified in case of any further clarification or requirement after a review.

I need some help on integrating API. Please help me make changes so that we can wrap this up.

Please make sure the uploaded document is genuine and readable. Submitting fake or altered documents is a violation of our terms of service and may result in account suspension or legal action.

Style Guide

Color Palette

Primary Color

#104C7C
-
#1692B5

Secondary Color

#F8F9FA

Typography

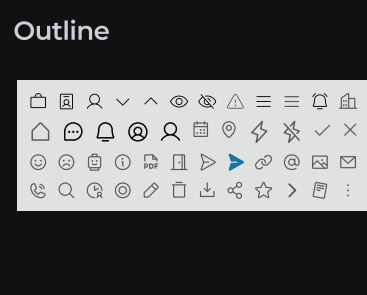
Aa Font
Montserrat

Aa Open Sans Bold
Aa Crimson Text Bold
Aa Open Sans Medium
Aa Open Sans Regular

Name	Font Size	Line Height
Heading 1	34 px	41 px
Heading 2	34 px	41 px
Body - Standard	12 px	22 px
Body - Chip Text	10 px	18 px
Body - Small	8 px	12 px

Iconography

Outline



Key Takeaways

Designing the NepTechPal Office Management System was more than just creating an interface—it was about solving real-world problems and delivering value to users. Here's what this journey taught us:

1. Empathy-Driven Design
Our foundation was understanding the users. Through in-depth research and user feedback, we pinpointed pain points and transformed them into intuitive, user-focused solutions that made their workflows easier and frustration-free.

2. The Power of Collaboration
Working closely with NepTechPal's diverse team—developers, product managers, and stakeholders—taught us the value of collaboration. Unified goals and seamless communication ensured designs aligned with user needs and business objectives.

3. The Impact of Iterative Design
Prototypes were our playground. Iterative testing and refinements allowed us to validate decisions, improve usability, and confidently deliver an interface that evolved with feedback.

4. Accessibility at the Core
Designing for inclusivity wasn't optional—it was essential. Prioritizing accessible features like clear contrasts, intuitive feedback, and error prevention made the system usable and welcoming for all.

5. Consistency Across Platforms
Users shouldn't feel lost between mobile and desktop. By creating a unified design system, we delivered a consistent experience across devices, reducing cognitive load and building user trust.

6. Mastering Constraints
With tight timelines and resources, we learned to prioritize effectively. By focusing on the core user journey first, we ensured maximum impact without compromising scalability for future growth.

7. Growth as UX Professionals
This project was a masterclass in UX. From user research to prototyping and accessibility, it reinforced our skills and taught us the importance of solving problems with empathy and creativity.

Roadmap

Building a brand-new application meant starting with a blank slate—a challenge and an opportunity to shape a seamless experience. Here's the step-by-step roadmap we followed:

1. Understanding the Problem Space
It all started with conversations. We sat down with key stakeholders to understand their vision and goals for the system. What workflows were essential? What pain points needed addressing? These discussions painted a clear picture of the challenges faced by office employees—managing leave requests, tracking tasks, and staying informed through alerts. To ensure we had a user-first perspective, we developed personas that represented our target audience and their daily struggles.

2. Laying the Foundation
Before diving into design, we researched the competitive landscape. We analyzed similar applications to identify industry standards and opportunities for innovation. Armed with these insights, we defined clear project goals, timelines, and deliverables. A cohesive design system was then established, setting the tone for a consistent user experience across all screens.

3. Research & User Insights
To build something truly user-centered, we needed to dig deeper. Surveys and interviews helped us understand the workflows our users valued most. Mapping out user journeys allowed us to visualize how they moved through tasks and where potential bottlenecks existed. Empathy maps kept us grounded in their needs, ensuring every design decision addressed real challenges.

4. Ideation & Concept Development
With the problem space clearly defined, we began brainstorming. Collaborative sessions with the team led to initial sketches and ideas, which evolved into low-fidelity wireframes. This phase was all about exploration—testing layouts, refining navigation, and prioritizing features. Tools like MoSCoW analysis helped us decide which functionalities to focus on for the first release.

5. Designing the Experience
Once we were confident in the wireframes, we transitioned to high-fidelity prototypes. This is where the app truly started to take shape. Every screen was carefully crafted, keeping accessibility at the forefront. We ensured the design adhered to WCAG guidelines, offering a seamless experience for users of all abilities. Continuous feedback from stakeholders and users allowed us to refine the designs until they felt just right.

6. Development Handoff
When it was time to bring the designs to life, we worked closely with the development team. Figma in particular, ensured our designs were lively and were easy for developers to translate it accurately into code. Weekly check-ins and design reviews helped us address challenges during the implementation phase, maintaining the integrity of the user experience we envisioned.

7. Testing & Validation
Before launch, we put the application through its paces. Usability testing sessions provided invaluable insights, revealing areas for improvement and confirming what worked well. Iteration became the name of the game, with each round of feedback bringing us closer to a polished product. We also tested across multiple platforms to ensure the experience remained consistent on both desktop and mobile.

8. Launch & Feedback Loop
Finally, the NepTechPal Office Management System was ready for its debut. Post-launch, we monitored user feedback closely, learning from their experiences to identify opportunities for future improvements. Establishing a feedback loop became essential—not just for fixing issues but for planning new features and enhancements that would keep the system evolving.

Thank you for viewing

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