



*Kindly open the ppt in Google slides to
visit all the links*

DESIGN SMASH HACKATHON

Solution: Ensurigo's Taskify App



Submitted by Tanya Goswami

ABOUT ME



My pet named
"Bella"



*Hi Guys! Im Tanya Goswami
Final year Btech(ECE) Student.
Im a pet enthusiast and nerd for
cinematography as well as cinema.*

Previously worked with



NOTE

Kindly go through my Notion document and treat it as a PDF, I have documented my **entire UX Research process** as well as **behind the scenes over there**.

This PPT will give you only the basic overview



[Click here to view Notion Page](#)

The screenshot shows a Notion page for a 'Design Smash Hackathon'. It includes a header with a logo, a table for 'Competitive Analysis', a section for 'Understanding Outsourcing', and a flowchart for 'Quality Assurance'.

Competitive Analysis

Feature	Team A	Team B	Team C
Dashboard	Yes	Yes	Yes
Reporting Function	Yes	Yes	Yes
Notification System	Yes	Yes	Yes
Mobile Responsive Design	Yes	Yes	Yes
Customizable Content	Yes	Yes	Yes
Search Functionality	Yes	Yes	Yes
Security	Yes	Yes	Yes

Design Smash Hackathon

Sub-team: Knowledge, Taskify App

Understanding Outsourcing

Companies tend to focus more on the core aspects of the business. Outsourcing non-core activities can improve efficiency and productivity because another entity performs these smaller tasks faster than the firm itself.

Not much time after reading about outsourcing, I was introduced to the desk manager of outsourcing that was:

1. Security threats: If another party has access to a company's confidential data, they can cause a data breach.
2. Delay the completion of projects due to lack of communication between subcontractors.

And we will be focusing on the 2nd point.

After studying several frameworks, I decided to choose Kanban Methodology as the inspiration and foundation of my app in research about Kanban methods.

- ✔ 87% Higher Collaboration Rate
- ✔ 94% Task Completion Rate.

Quality Assurance

The main goal of this is to ensure that the product is of high quality. To ensure this, I will be using a quality assurance process that includes the following steps:

```
graph TD; A[Design] --> B[Development]; B --> C[Testing]; C --> D[Deployment]; D --> E[Monitoring]; E --> A;
```

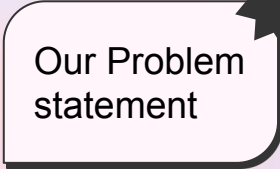
Quality Assurance: 100%

UNDERSTANDING OUTSOURCING

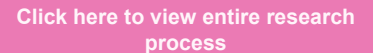
Companies outsource to better focus on the core aspects of the business. Outsourcing non-core activities can improve efficiency and productivity because another entity performs these smaller tasks better than the firm itself.

DISADVANTAGES OF OUTSOURCING:

- **Security threats:** if another party has access to a company's confidential information and then that party suffers a data breach.
- **Delay the completion of projects:** due to lack of communication between the company and the outsourced provider.



Our Problem statement



[Click here to view entire research process](#)

DIVING DEEP INTO THE INSURANCE INDUSTRY

What things do they outsource?

- The submission-to-issue process.
- Policy servicing.
- Claims handling.
- Renewals.
- Accounting.
- Quality assurance.

By providing dedicated staff to carry out these tasks and processes, outsourcing providers help your teams dedicate more time toward servicing clients and growing the book of business.



DESIGN PROCESS



The brief was clear that the end product has to be an app and will be used by Ensurigo's internal admin team.

THINGS TO KEEP IN MIND:

- Have to keep **minimal**, and **intuitive** as the target audience is not very tech-savvy
- Choose an easy method or **approach to manage the projects**

STUDYING DIFFERENT FRAMEWORK AND APPROACHES TO SET THE FOUNDATION OF THE APP



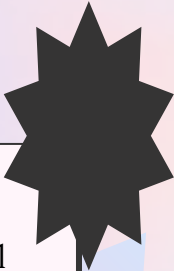
[Click here to view entire research process](#)

After studying several frameworks, I decided to choose **Kanban Methodology** as the inspiration and foundation of my app as research shows Kanban methods:

87% Higher Collaboration Rate

94% Task Completion Rate.

[Click here to view entire research process](#)



In Kanban, we use visual
“BOARDS OR TAGS “
Not more than 5 to
classify , distribute and
manage tasks among
everyone

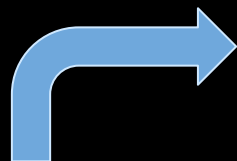
LETS SEE HOW MY RESEARCH GUIDED MY UI DESIGN



[Click here to view Figma Prototype](#)

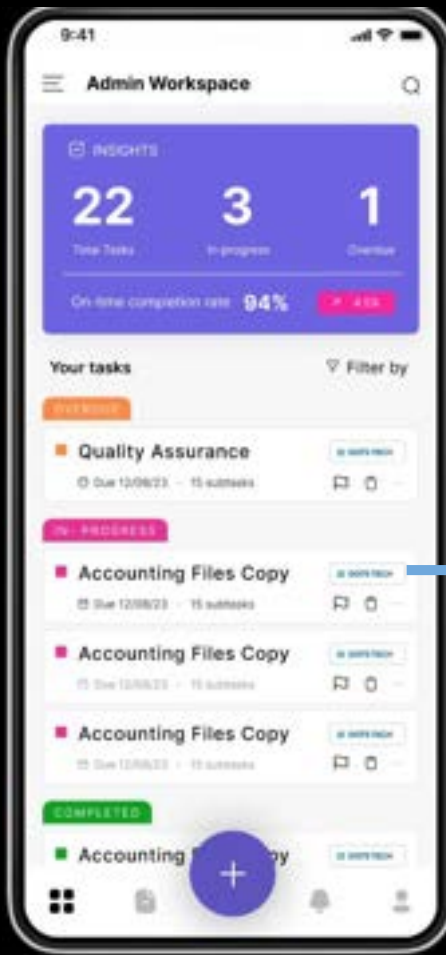


DASHBOARD SCREEN



Color coded status
inspired from Kanban
Methodology.

*These statuses are customisable
and renamed to any board of our
choice*



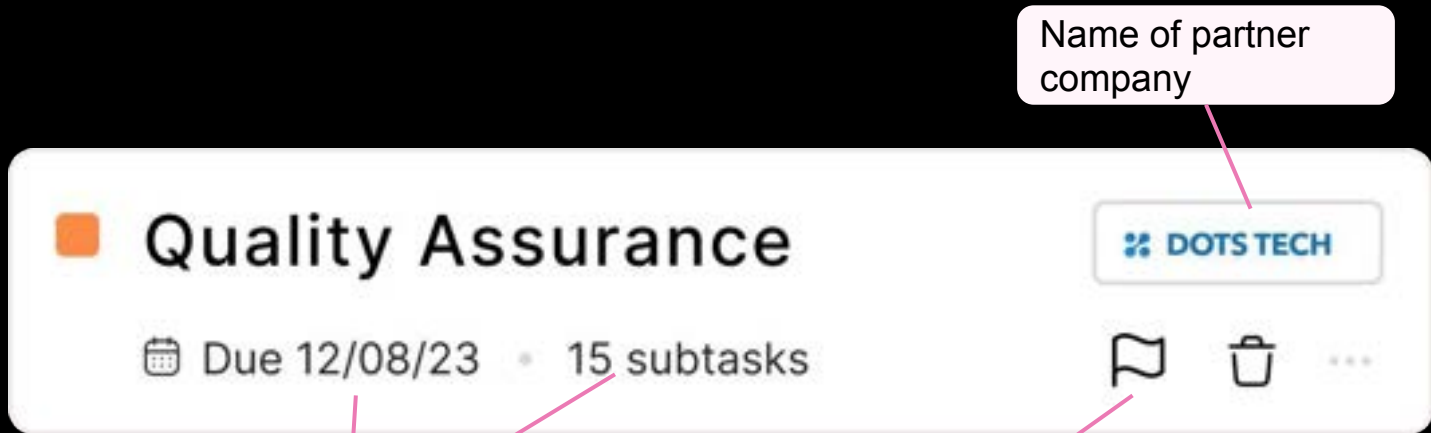
Quick insights for the
team



Partner's Company name

Click here to view
Figma Prototype

COMPONENT: TASK FRAME



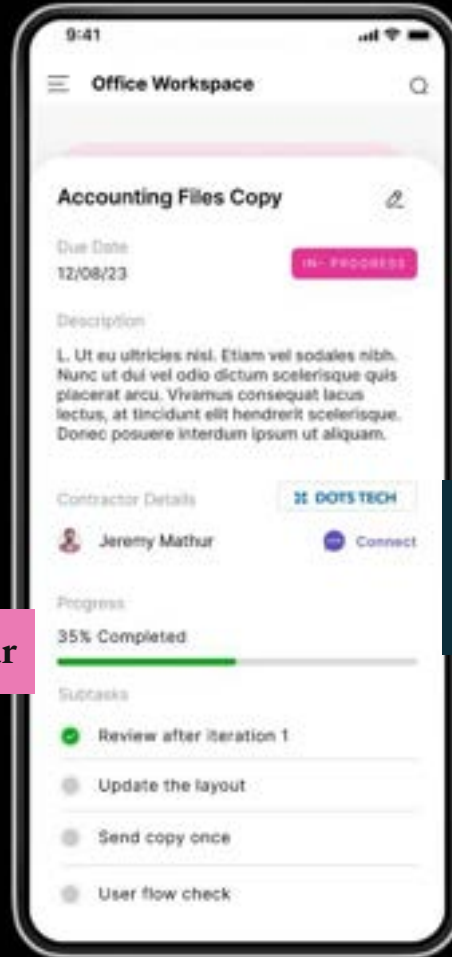
Name of partner company

Due Date and Subtasks

Flag the priority: High, medium, low

Click here to view Figma Prototype

Task Details Screen



Edit Task

Progress bar

-> Contractor details
-> Connect with them and
ask the update in one click

Click here to view
Figma Prototype

New Task Screen

Create subtasks to
efficiently track the
progress

9:41

Admin Workspace

Task name

Add Company, industry etc

Choose Status

Add due date

Add Members

Jeremy Mathur

Add Subtasks

Attachments

Create

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

1123

Add status or tags

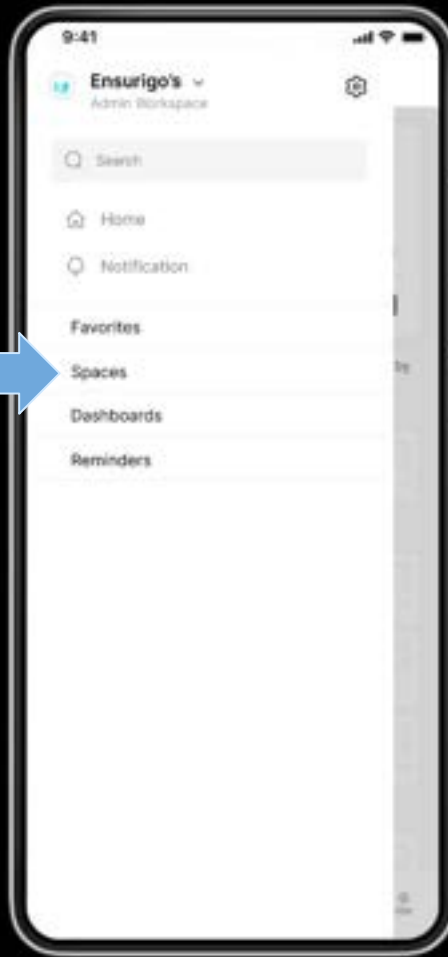
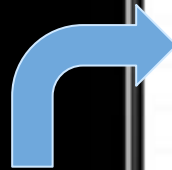
Add one or more member,
This member could be
anyone either someone
from the partner company
or ensurigo's team

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Figma Prototype](#)

Navigation Menu Screen

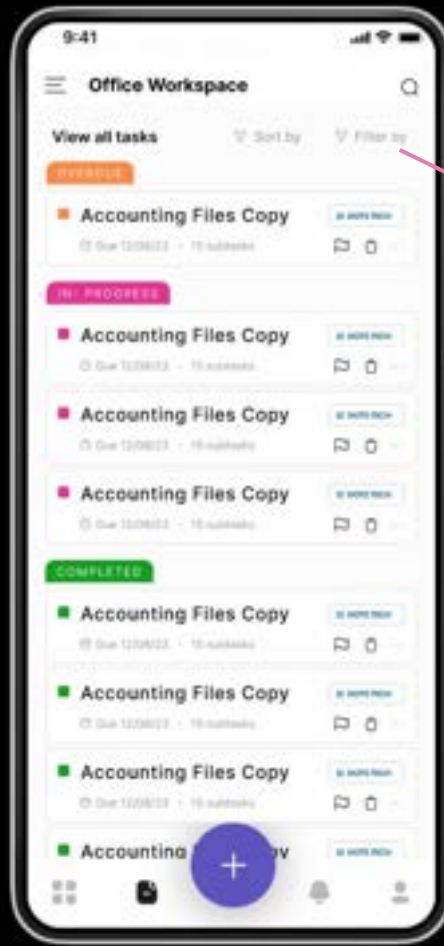
Create as many spaces
among your own admin
team.

For Example: Admin
Workspace.
Design team workspace



[Click here to view
Figma Prototype](#)

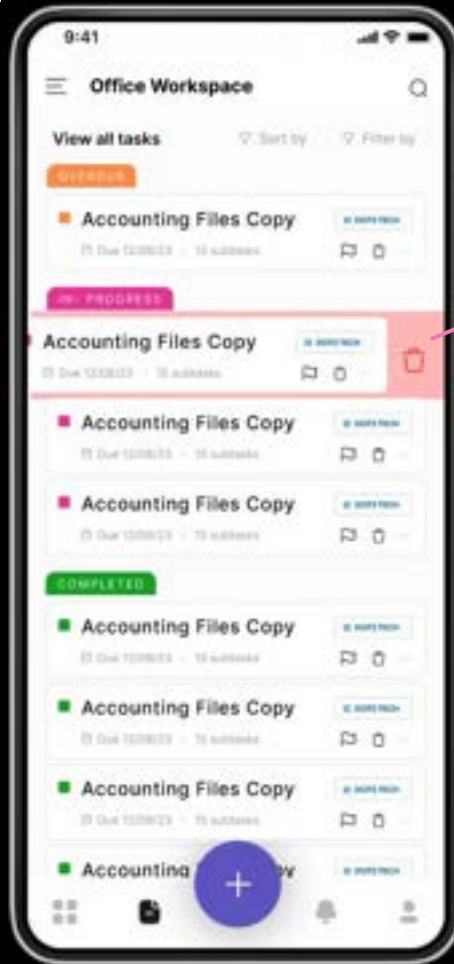
All Tasks Screen



Filter by Company
etc

Click here to view
Figma Prototype

Slight Micro-interaction

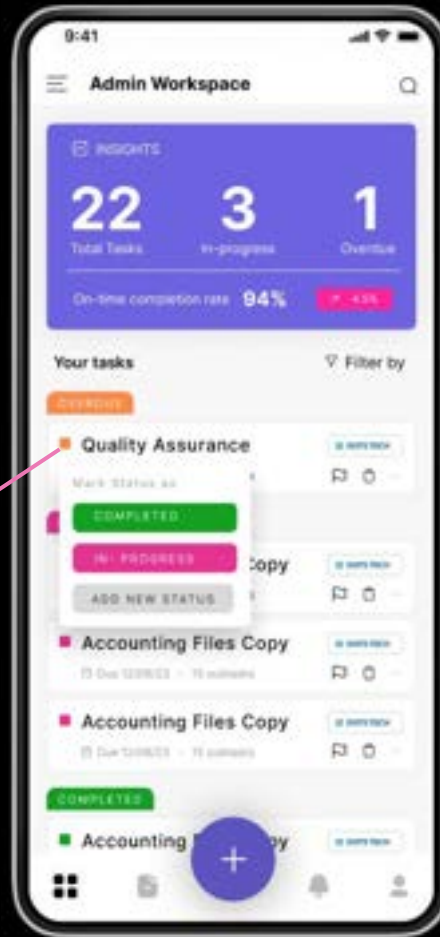


Also delete by
dragging a task to
left

Click here to view
Figma Prototype

Slight Micro-interaction

Change status of a task by clicking on dot



Click here to view
Figma Prototype

THANKYOU

