



Sample work wireframes, prototypes and design documents

Welcome to my Design Portfolio!



Hello! My name is Mala Kumar, and I am a UX Researcher and Designer. I've led the conceptualization and design of 10+ digital products used globally for the private sector, United Nations, INGOs and non-profits. I work with office-based and remote teams in both English and French.

Contained in this file are wireframes and design documents of my past projects. To learn more and to find links to the prototypes, please visit my portfolio online at <http://malakumar.com>. If you have a project for which you think I would be a good fit, please email me at msk1985@gmail.com.



I'm an experienced speaker and writer; in September 2018, I spoke at Nordic.design in Stockholm, Sweden about designing for the world's most pressing issues. You can find my talk on YouTube: https://www.youtube.com/watch?v=_o4A8H7I2lg.

Projects in this Portfolio

Final Project Links

AgResults Website	https://agresults.org
Alliance Française DC Website	https://francedc.org
UNICEF Gender Content Repository	N/A (Internal to UNICEF)
UNICEF Innocenti Evidence Gapmap	https://www.unicef-irc.org/evidence-gap-map/
Mali Governance App	Google Play Store
Superficial/Substantive Tech VR and App	http://malakumar.com/2016/07/12/art-a-hack-summer-2016/



AgResults Wireframes and Design Documents

Following the proposal development I led, AgResults - a \$122 million Deloitte-managed project - contracted my employer, Sonjara, Inc. The project uses pull mechanisms to incentivize innovation in agriculture throughout sub-Saharan Africa and Southeast Asia. I led the entire redesign and project management of the new website, which was built in Joomla using Bootstrap.

User Personas

I first had the client pull together a core testing group made up of different types of stakeholders. I conducted a structured interview with each tester, then synthesized the results into user personas, one of which is to the right.



International Development Practitioner

"I am interested in learning more about AgResults. I need information on the lessons learned and if my organization could replicate its model."

Demographics

- *Mid to Senior Level
- *Full-time staff
- *Based in US/Europe headquarters

Old Website: What's Working

- *Information about history and set-up of project

What's Not Working

- *Presentation of pull mechanism information
- *Visual design
- *Static pilot information

AgResults Project Engagement



Month	Engagement Level
Month 1	Low
Month 2	Low
Hear about the project	Medium
Follow up with project	Medium
Month 5	Low

New Website Feature Prioritization

<p>Should</p> <ul style="list-style-type: none"> Detailed project information One-pagers 	<p>Must</p> <ul style="list-style-type: none"> Definitions of key terms How to replicate approach Details on design phase Lessons learned
<p>Not Needed</p> <ul style="list-style-type: none"> How to get involved in pilots 	<p>Could</p> <ul style="list-style-type: none"> Blog posts Contest/prize information Full papers



User Persona, AgResults | Mala Kumar | Sonjara, Inc. | August 2018



AgResults Wireframes and Design Documents



Taking the design research findings and the strict color palette of AgResults, I then designed a high-fidelity prototype to which I had the client react. Simultaneously, I suggested Joomla templates on which to build the new site. We refined the prototype several times to comply with the elements of the template the client liked the most, which was Mushi.

Concurrent to the website, I led visualization development for 12 infographics. Below is one I conceptualized and designed on the process of elimination AgResults uses to choose project concepts to validate. **The new design has doubled engagement time on the site.**

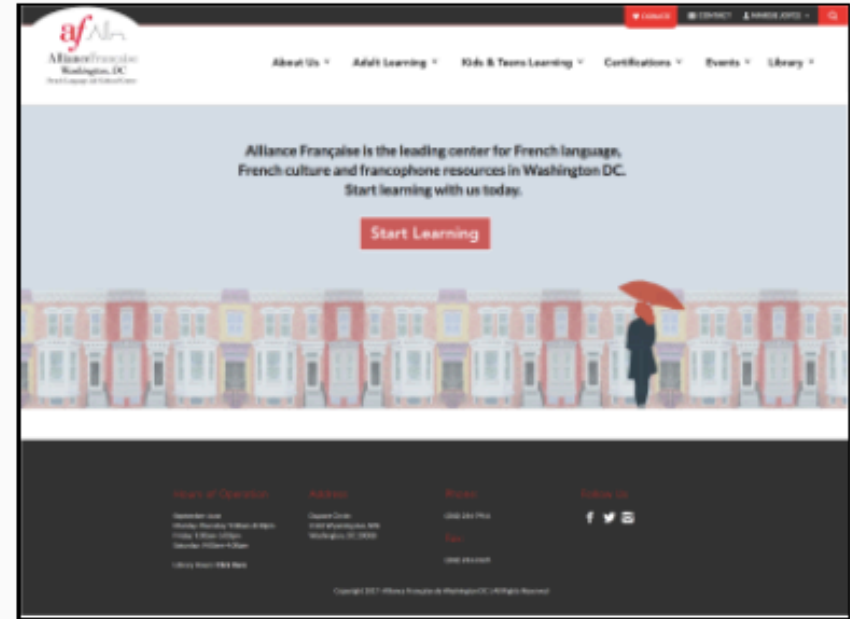
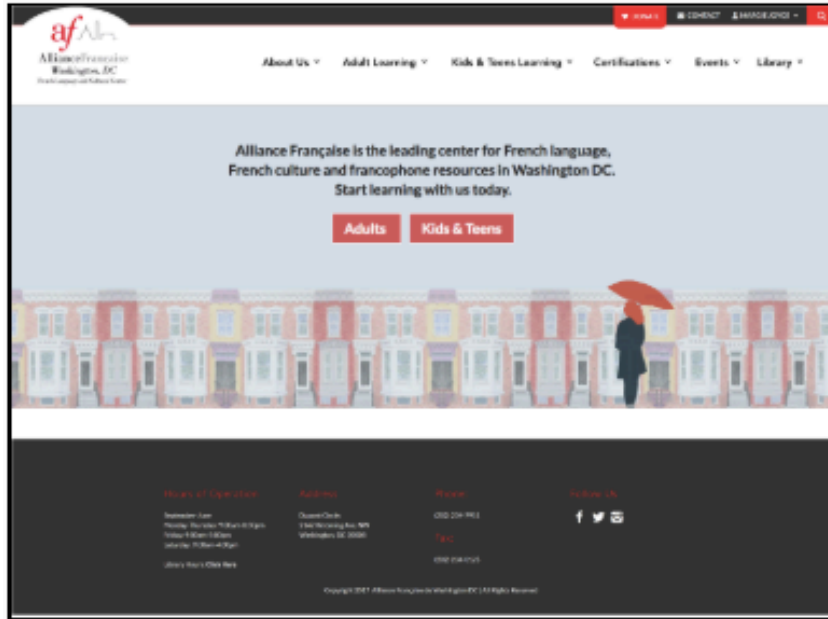
	Concept 1	Concept 2	Concept 3	Concept 4
Feasibility Framework				
1. Does the poverty challenge support the AgResults mission and impact?	✗	✓	✓	✗
2. Is the challenge caused by a market breakdown that a pull mechanism can fix?	✓	—	✓	—
3. Are the context and enabling conditions neutral to supportive?	—	—	✓	✗
4. Is the pull mechanism design feasible and measurable?	✓	✓	✓	✗
Concept Validation Outcome	Neutral Mixed evidence on the four steps	Neutral Mixed evidence on the four steps	Positive Most or all answers lean yes	Negative Most or all answers lean no



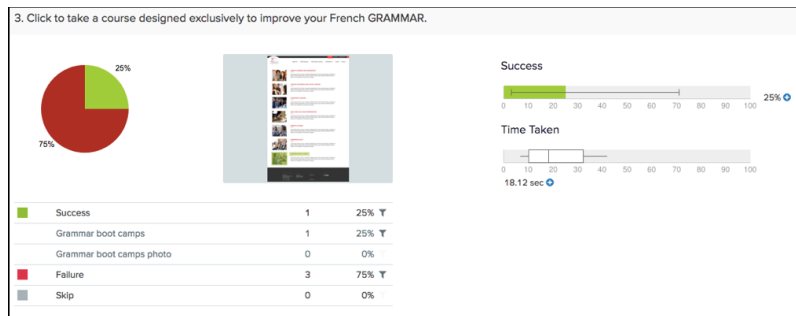
Sample work wireframes, prototypes and design documents

Alliance Française Wireframes Design Documents

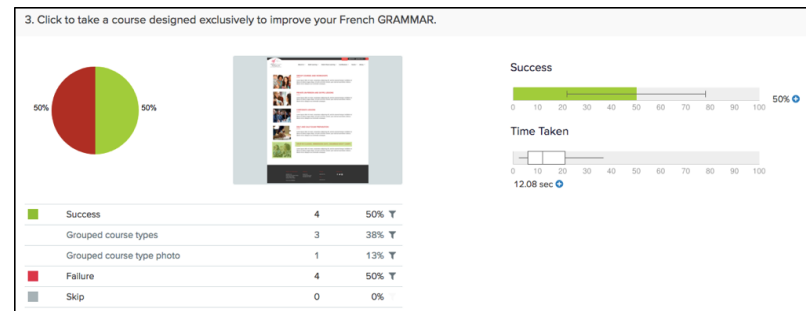
I led evaluative research on our primary path and our coded prototype. One test was an A/B split evaluating if it was better to have one or two buttons directing users to the correct workflow. The test showed two buttons was better - one for those who want to browse and one for those who know for which course they want to register.



A/B Split Test Results - Course Types View 1



A/B Split Test Results - Course Types View 2

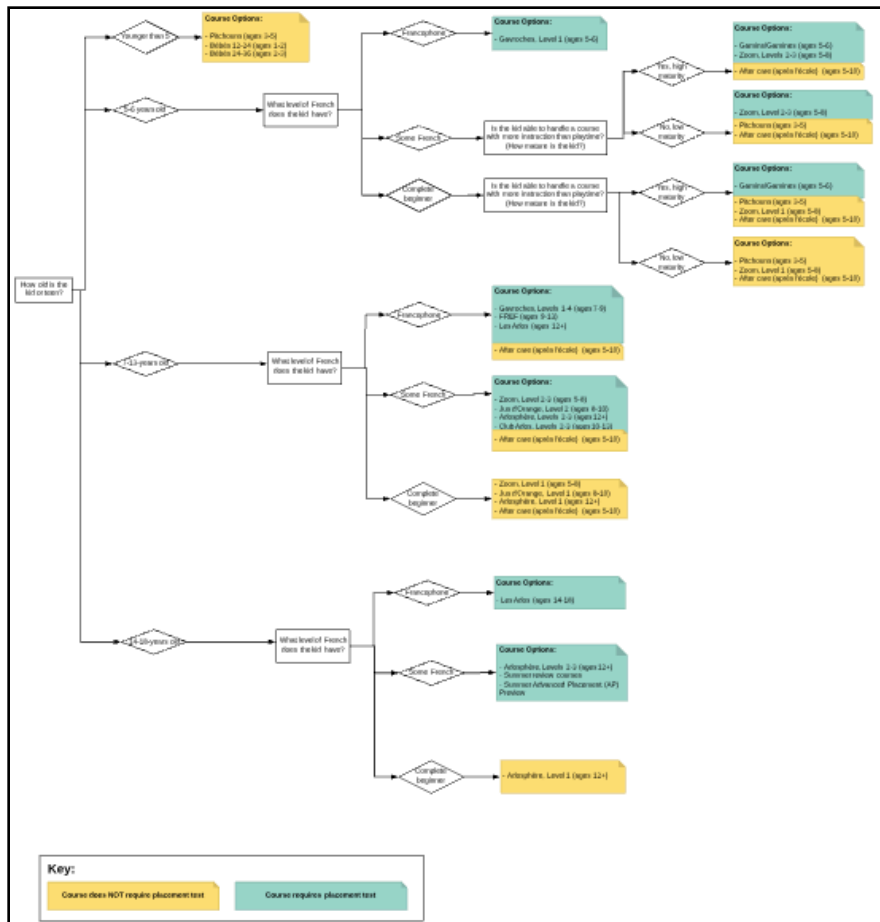




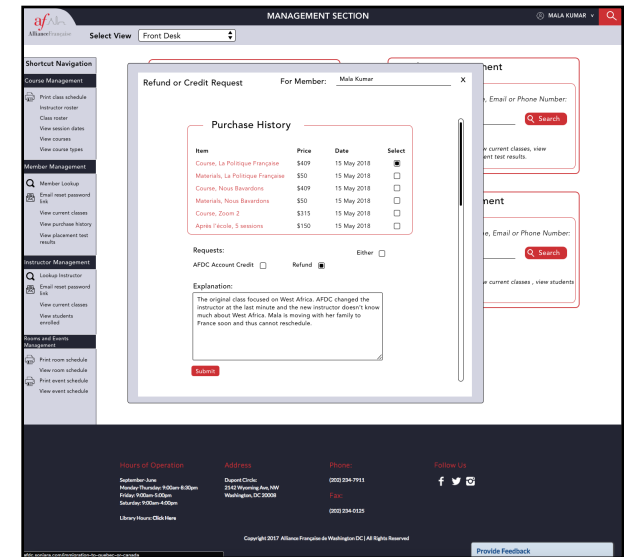
Alliance Française DC Wireframes and Prototypes

I also led the mapping and design of organizational workflows and components, including the three shown here. My work has contributed to AFDC becoming #1 in course registrations for North America and their highest enrollment in seven years.

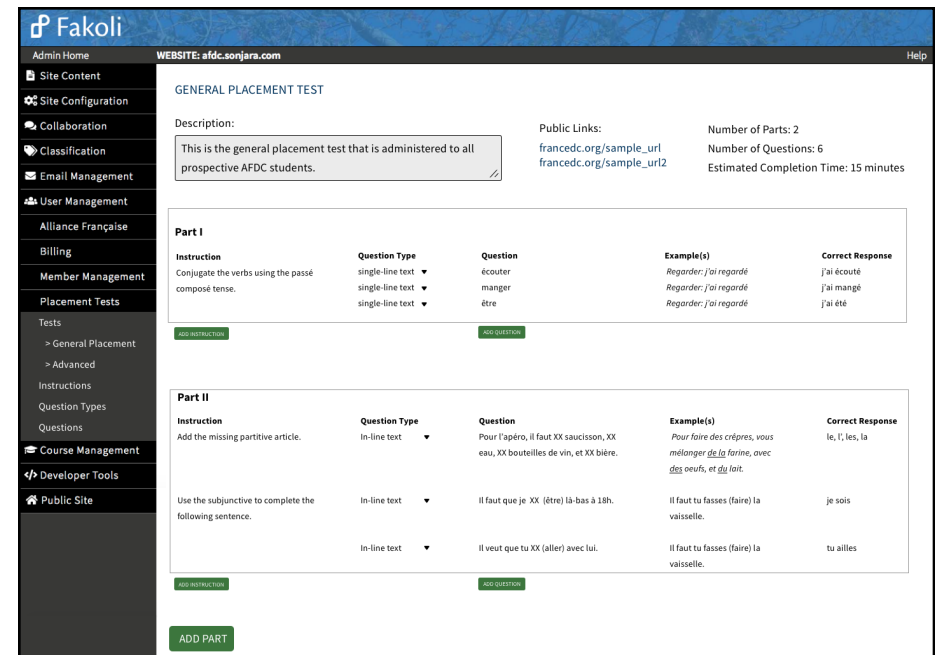
Decision Tree, Children's Placement Test



Management Section



Placement Test



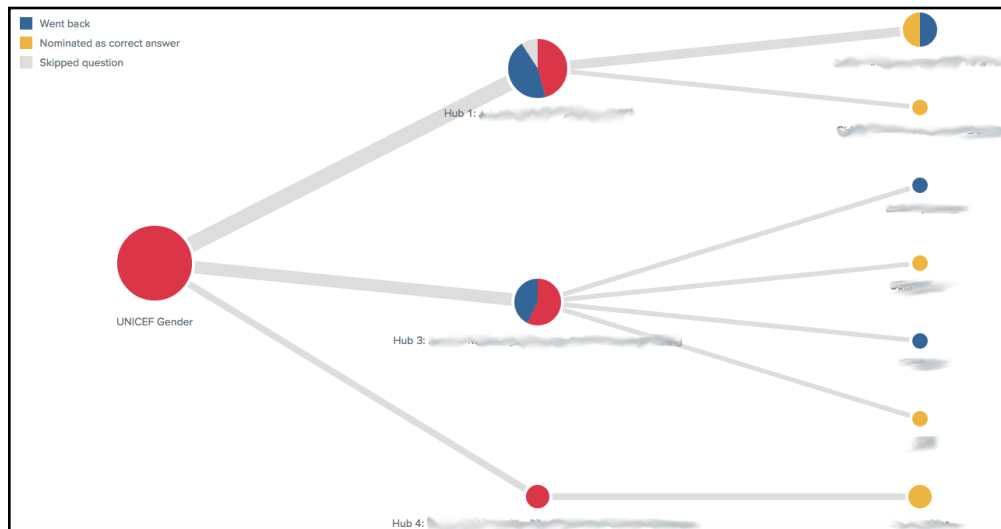


Sample work wireframes, prototypes and design documents

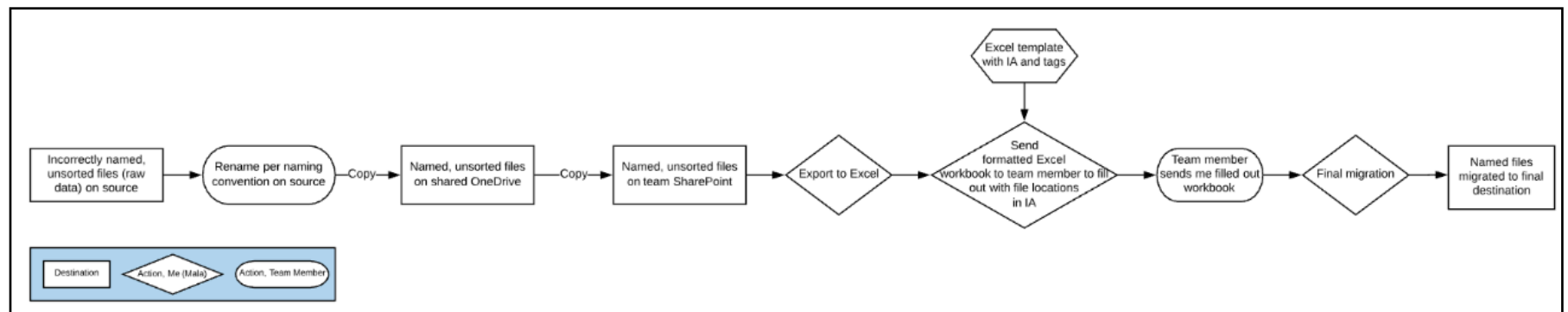
UNICEF Gender Design Documents

After several iterations, I used Optimal Workshop to evaluate the the IA. The below result is of five team members placing key documents in the new IA. Note I did not set correct answers, thus circles in mostly one color represents consensus. The circles with a color split lacked consensus and were areas to refine and/or augment onboarding.

Optimal Workshop Result, Information Architecture Test



After completing all the research products and through continual and deep engagement with 15+ team members, **the final below workflow has been adopted by the section and will remain in place for years to come. The section is one of the most advanced in this activity at UNICEF.**





Sample work wireframes, prototypes and design documents

UNICEF Innocenti Wireframes and Design Documents

The Bassiouni Group (TBG) in New York hired me as the lead UX Designer and Project Manager on the development of UNICEF Innocenti's first native digital research product - the online version of an evidence gapmap (EGM). I started my analysis with a survey of existing EGMs; two analyses are below.

Pros to this Design

- Clear use of colors in confidence level key
- Clean, simple, compelling visual design
- Bubbles are proportional to represented values
- Easy to see number of included studies per cell

Cons to this Design

- Awkward placement of bubbles
- Color scheme not red-green color blindness-friendly
- Hierarchy of top level and sub-level categories not clear
- Acronyms not written out, making it hard to know what the categories are

Cons to this Design

- Outcomes are both top level and sub-level category
- Can't select multiple regions or countries in two different regions
- Bubbles are not proportional to represented values
- Not a compelling visual design

Pros to this Design

- Simple, clean interface
- Can see most of the EGM at first glance

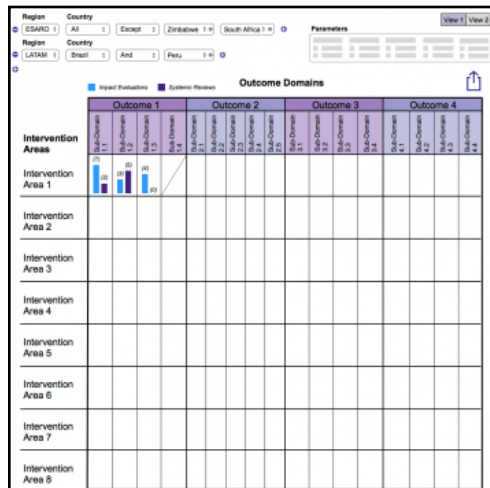
Awkward placement of bubbles

Text is offset in cells

Easily replicable

No frills makes it easy to load with low bandwidth (important in countries with poor internet connections)

The base of the design had to stay in matrix form and the matrix axes were decided in the offline version. My main design decisions were thus the visualization in the matrix and the filters to include.



One critical finding I made during the generative research process with potential users was that the relative abundance of research was nearly as important as the absence/presence of research. I therefore switched the visualization from bubbles to bars to preserve proportional representation, which was validated in testing the medium-fidelity prototype to the left.



Sample work wireframes, prototypes and design documents

UNICEF Innocenti Wireframes and Design Documents

I then ran a test with five likely users to determine the filter categories and options. In the test, I replicated the then interface in Excel and had users select five instances of filter options they would like. The synthesis led me to the wireframe on the left. The results also gave me great insights into onboarding and information call-outs for different filter sections.

Filters Exercise Excel Workbook

Instructions: Fill in the region, country, and filters boxes for each of the FIVE Mock Frameworks. You may leave comments about the outcomes and interventions on the "Outcomes and Interventions" page. Please email Mala with questions or other comments.

Region		Country		Filters		Language		Sex/Gender		Ages		Evaluation Type		Research Design	
Region	Country	Timeframe (to, from)	Language	English	French	Spanish	Experiments	Quasi-Experimental	Mixed Method	Qualitative Design					

Intervention Areas	Outcome Domains														
	Protection			Participation			Financial and Material Wellbeing			Enabling Environment					
Financial and Material Support	(7)	(3)	(5)	(4)	(6)	(5)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)
Financial and Material Support	(7)	(2)	(6)	(3)	(5)	(4)	(7)	(2)	(6)	(4)	(3)	(5)	(6)	(2)	(5)

Wireframe

Adolescent Wellbeing Evidence Gapmap

Search Terms: Search terms pertain to both intervention areas and outcome domains

Geography: Geography pertains to location of intervention areas. In this EGM, the Gender cross-cutting theme pertains to intervention areas that focus on gender as a thematic area. Use the "Sex" filter to search for intervention areas that pertain to beneficiaries of a certain sex(es).

Filters: Filters pertain to impact evaluations that use one of the following research methodologies have been considered for inclusion:

- Studies using an experimental design (randomised control trials)
- Quasi-experiments or natural experiments that have taken steps to establish a reasonably credible counterfactual. This includes one or more of the following methods or analysis techniques:
 - Regression discontinuity design (RDD)
 - Propensity score matching (PSM)
 - Instrumental variable (IV) estimation or other methods using an instrumental variable, such as Heckman sample selection models
 - Difference-in-differences (DD)

Research Design: All, Experiments, Propensity Score Matching, Instrumental Variable, Difference-in-Differences, Systematic Review, Other

Evaluation Type: Impact Evaluation. Only studies which are explicitly systematic reviews or impact evaluations are included in this EGM. An impact evaluation is defined as a study that explicitly measures the impact of an intervention or programme, using experimental or quasi-experimental designs. Mixed-methods evaluations are also included. A systematic review is a high-level overview of primary research on a research question that tries to identify, select, synthesize and appraise all high-quality research evidence relevant to that question.

Outcome Domains: Protection, Participation, Financial and Material Wellbeing, Enabling Environment

Intervention Areas: Individual and Interpersonal Level (IFS, IMS, ISE, ISC, IAS), Group and Community Level (GFS, GMS, GFL, GNC, GSG, GAC, GEM, GLC), Policy and Institutional Level (PHR, PCB, PPV)

Participation Outcome sub-Domains: PPA: Participation-related attitudes, knowledge and skills; PAD: Access, decision making and agency; PAI: Information and communication technology

Documents - Protection, PRA: Individual, IMS. Study on the Protection of Children Impact Evaluation. This is the abstract. Look at this abstract. Here's more information in the abstract.

Another Study on the Protection of Children Impact Evaluation. This is the abstract. Look at this abstract. Here's more information in the abstract.



UNICEF Innocenti Wireframes and Design Documents

The final EGM design was covered in an organizational webinar, was received with great reviews, and at least two other sections in UNICEF are interested in replicating its design.

GEOGRAPHY
Geography pertains to location of intervention areas and outcome domains

Region: ALL | Country/ies: SELECT COUNTRY/IES... | Multi Country Operator: OR | **ADD RULE**

FILTERS
Filters pertain to studies and interventions

PUBLICATION YEARS (START - END)
FROM: | TO: | **SEX**: Both

LANGUAGE
 Select/Deselect All
 English
 French
 Spanish

AGES
 All (0-20+)
 Children under 10 (<10)
 Early adolescence (10-12)
 Middle adolescence (13-15)
 Late adolescence (16-19)
 Young people over 20 (20+)

RESEARCH DESIGN
 Select/Deselect All
 Randomized Controlled Trial (RCT)
 Regression Discontinuity Design (RDD)
 Propensity Score Matching (PSM) or other matching methods
 Instrumental Variables (IV)
 Difference-in-Differences (DID)
 Systematic Review
 Other

EVALUATION TYPE
 Impact Evaluations
 Systematic Reviews

CROSS CUTTING THEMES
Select to display studies that cover these key policy, programming and analytical concerns.

Select/Deselect All
 Long-term impacts
 Cross-sectoral impacts
 Subjective well-being
 Gender
 Preventative interventions
 Cost effectiveness

REFRESH RESULTS

OUTCOME DOMAINS
Legend: Impact Evaluation (blue), High, Medium and Low Confidence Systematic Review (green). **Expand/Collapse info**

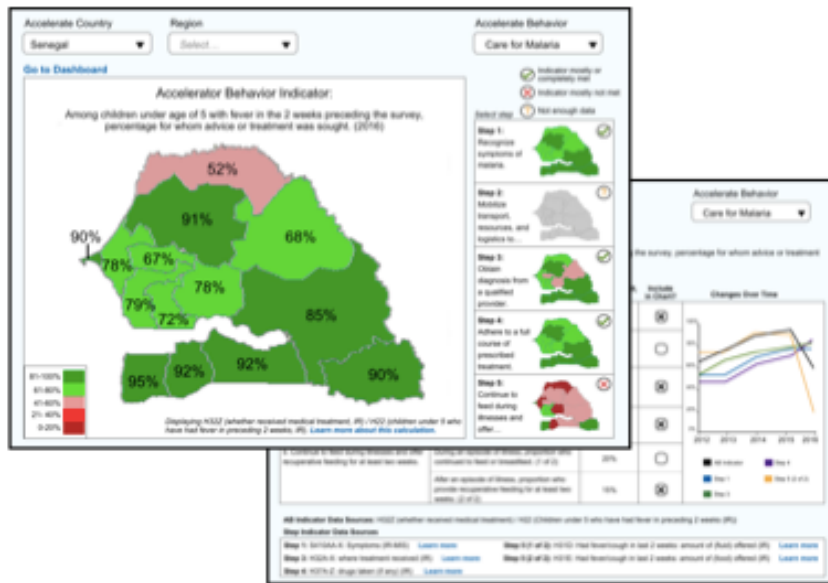
INTERVENTION AREAS	Protection				Participation			Financial and material well-being			Enabling environment					
	Protection-related attitudes, knowledge, skills	Fine and safe environment	Cooperation in family, peers, community	Violence	Child strategies, harmful practices	Child labor, exploitation	Participation-related attitudes, knowledge, skills	Access, decision making, agency	ICT	Financial literacy	Income generation	Savings, assets	Social norms, attitudes towards adolescents	Legal norms	Service capacity	Access to services
Financial support	(8) (0)	(1) (0)	(1) (0)	(1) (0)	(9) (2)	(2) (2)	(2) (0)	(4) (0)		(3) (0)	(1) (0)	(5) (0)	(4) (0)			
Material/In-kind support	(4) (0)	(1) (0)	(1) (0)		(4) (1)	(4) (0)	(1) (0)			(2) (0)		(3) (0)				



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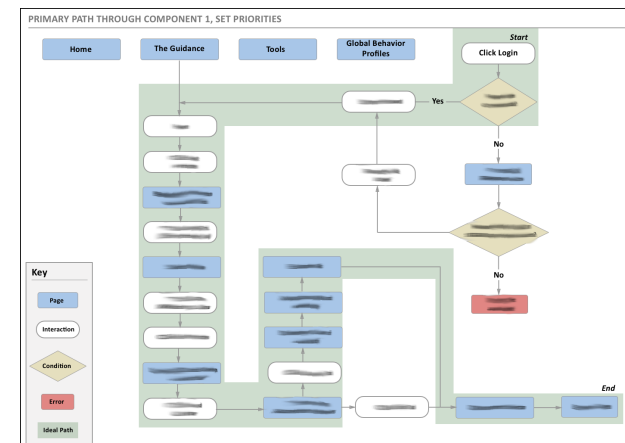
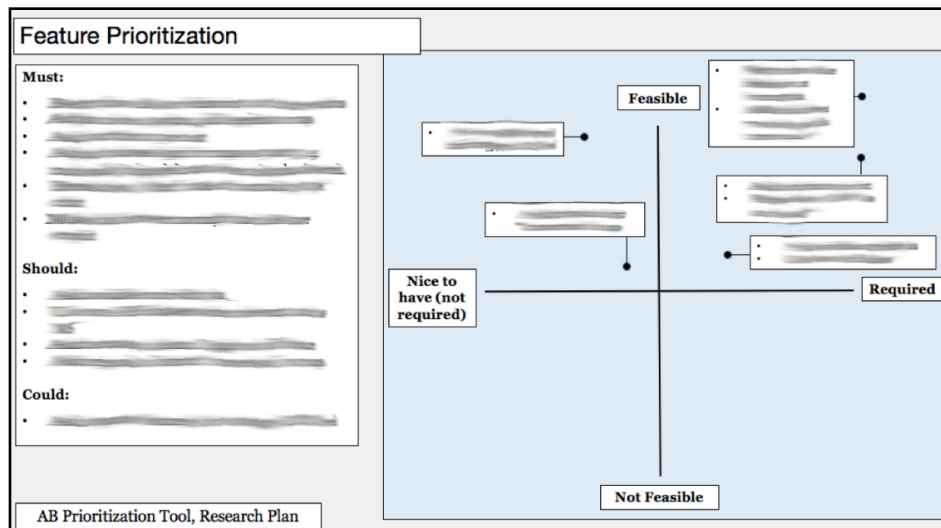
USAID Accelerate Wireframes and Design Documents

The USAID Accelerate Project helps country offices use behavior change thinking in their public health programs. I led on data visualization and building a better user experience for the online tools of the project.



Accelerate stakeholders mostly had no idea where to start and didn't find low-fi wireframes useful. The research process thus started in an unlikely place - with high-fidelity prototypes to which staff reacted.

After running several tests to evaluate concepts and interviews to understand workflows and pain points, I prioritized possible features of the tools, as seen below. I also worked out the primary path. **My work has been adopted as a critical part of the Accelerate suite of tools, and the project is highly recognized in USAID and the UN for behavior change in public health.**



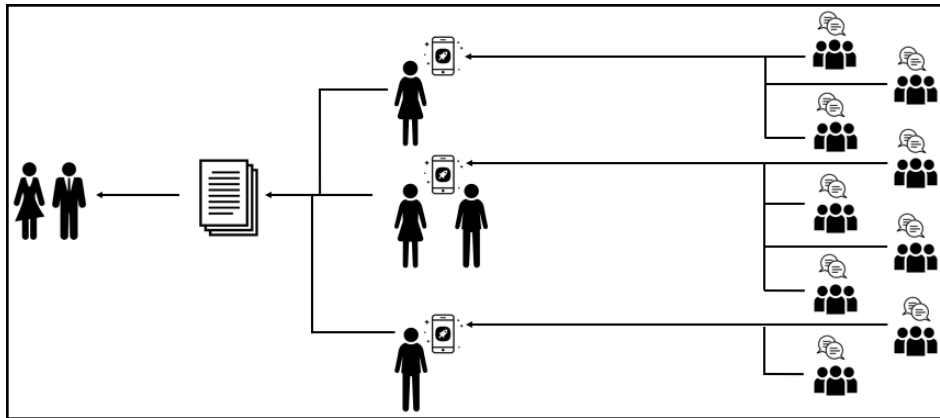


Sample work wireframes, prototypes and design documents

Mali Governance App Wireframes and Design Documents

As part of a project to help local politicians in the West African country of Mali understand their youth constituent needs, I led the design work to create an Android app.

I laid out the overall project below. Villages were grouped in pairs or triplets, then assigned a youth leader, who then asked youth to respond to a survey on an app. These surveys were aggregated and synthesized into a final report, which were sent to local politicians to help inform policy and communication campaigns.



Based on initial field research, I originally structured the app as a list with many feedback loops to help youth leaders fill everything out. Adding voice clips was initially slotted at the end of the workflow.



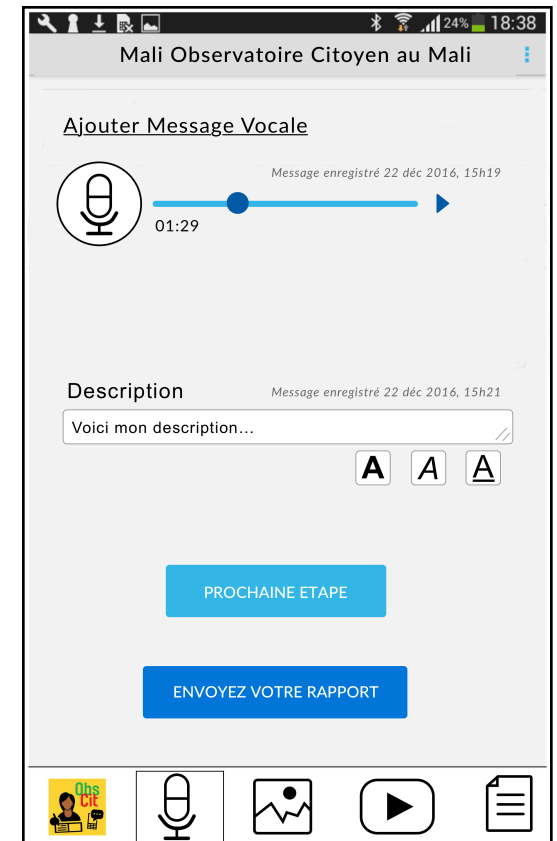
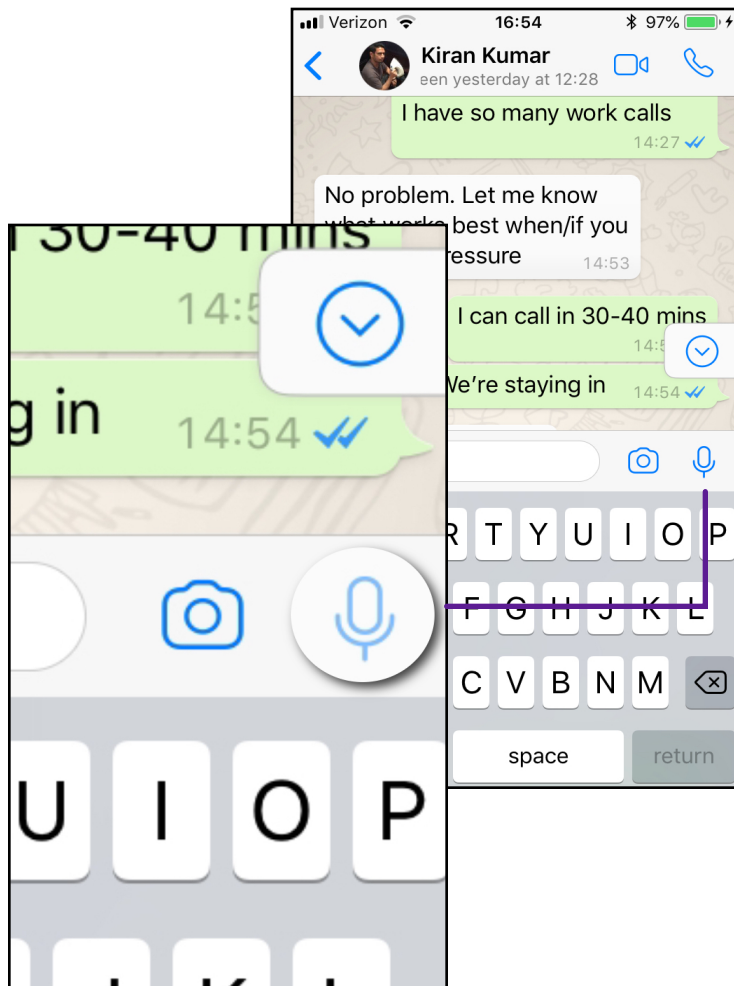


Sample work wireframes, prototypes and design documents

Mali Governance App Wireframes and Design Documents

I was later able to validate the research in the field myself by interviewing youth leaders. When I posed the question, “Which app do you use on your own and why?” one young woman told me WhatsApp, because voice memos are easy and cheap to use. After further interviewing, I confirmed most youth leaders preferred to use voice memos, as participants speak in local languages and transcribing to French keyboards (the default in Mali) creates a lot of errors. Voice is also more culturally appropriate than typing in front of someone.

Based on these findings, I redesigned the app to start with voice and bettered the voice interface. **As a result, adoption went up, errors went down, and overall participation increased.**





Sample work wireframes, prototypes and design documents

Superficial/Substantive Tech Wireframes and VR Experience Design

I led the conceptualization and design of a satire tech project. Our team's artistic statement posited two ideas:

- Deep understanding of a superficial problems overshadows real societal problems being addressed.
- Superficial understanding of a real societal problems overshadows real solutions being addressed.

To demonstrate the second of the two, we created a high-fidelity app prototype and a VR experience. In the app, participants customized parts of a water pump to send and help "solve Africa". In the VR experience we built in Unity, they tried to assemble the pump. To demonstrate badly planned humanitarian projects, pump parts appeared at random. The only information participants saw were irrelevant stats, such as the most popular color of the pump.

Our project was well received in the cohort, and was the basis of my talk at Nordic.design in Stockholm, Sweden.

Screenshot of the VR experience

