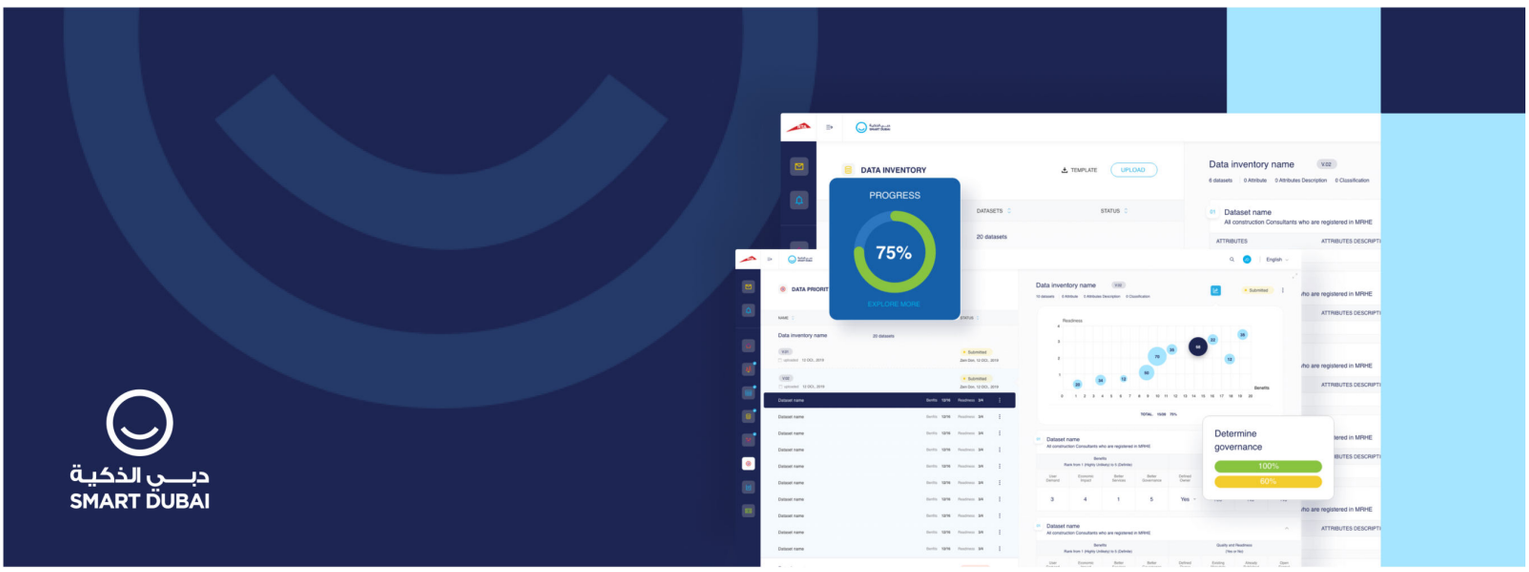
Smart Dubai - Data Compliance Tool

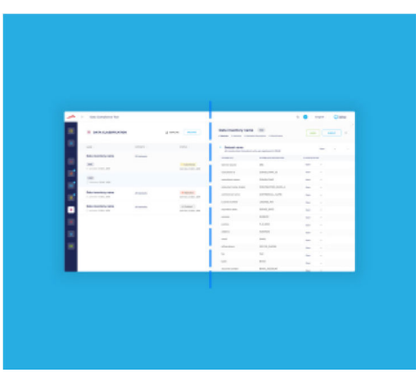
I was pleased to work on building the data compliance tool. My design results from design usability and data visualization design have enabled Dubai entities to overcome the obstacles of working with complex processes into a design that is easy to use for all user segments. In addition, an interactive interface for government and managers of entities is established.

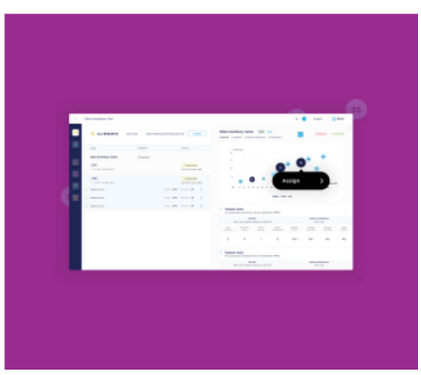
What i did

- Wireframes
- UI Design
- Walkthrough Testing
- Data visualization



The challenge was to simplify the process of converting all paper and manuals in the data compliance process to be digitized and automated, and present data in effective and interesting ways that can be easily understood for all users' segments.





The data compliance tool (DCT) will facilitate the interaction between Dubai Data Establishment and Government Entities.

Our inspiration

Dubai city is the world's first city where the sharing of data is mandated by law and to demystify the data regulation framework and create an ecosystem where data can be shared securely, effectively, and for maximum benefit.

A great experience strategy starts with clarity and focus

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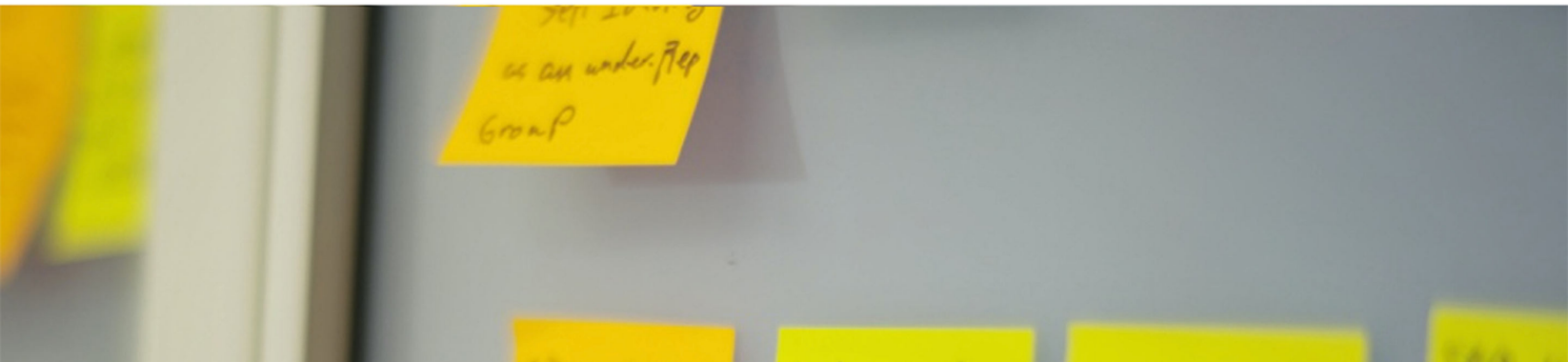
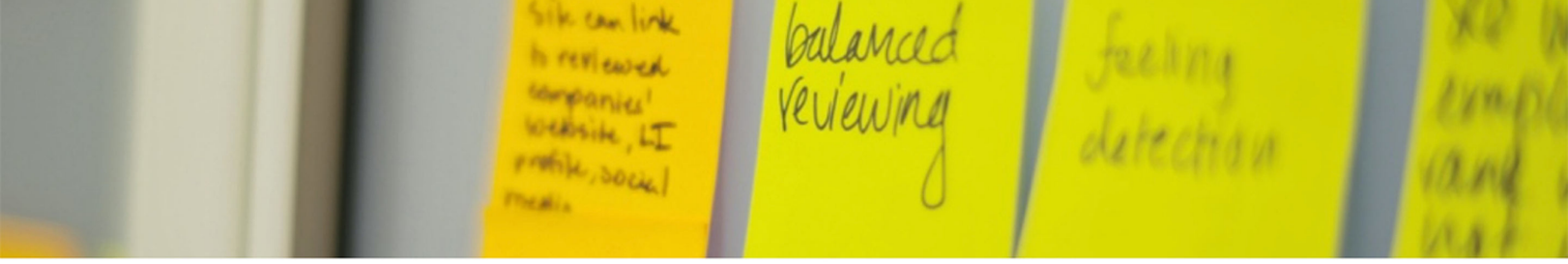




How we helped

Our research and design team worked with BBI-Consultancy data team to explore how best to use the convent manual process in a digital, and visual direction.

01. Data visualization

Our focus is to choose the right visualization for every piece of data and make it easier for decision-makers and internal teams to understand, detect patterns, and trends.

02. Process simplification

There are 9 business processes needed to be implemented from different departments to achieve the vision. Each step has weight and different ways of visualizing and objective.

03. Monitoring

Display customized dashboards containing a variety of information that covers all the business processes and gives a personalized view of the gathered data.

04. Self-Service

Each entity has owned self-service through the business processes to complete each element of compliance based on requirements set in the data manual.

Our approach to Smart Dubai

01. Find Insights

- Understanding the domain
- Stakeholders interview
- Hypothesis definition
- Product Decomposition

02. Define Concept

- User journey map
- Information architecture
- Rapid Prototyping
- User testing
- Product Concept validation

03. Design desirable Product

- Wireframes
- Expert UX/UI Review
- UI Design
- Data visualization
- Design QA

Users segment

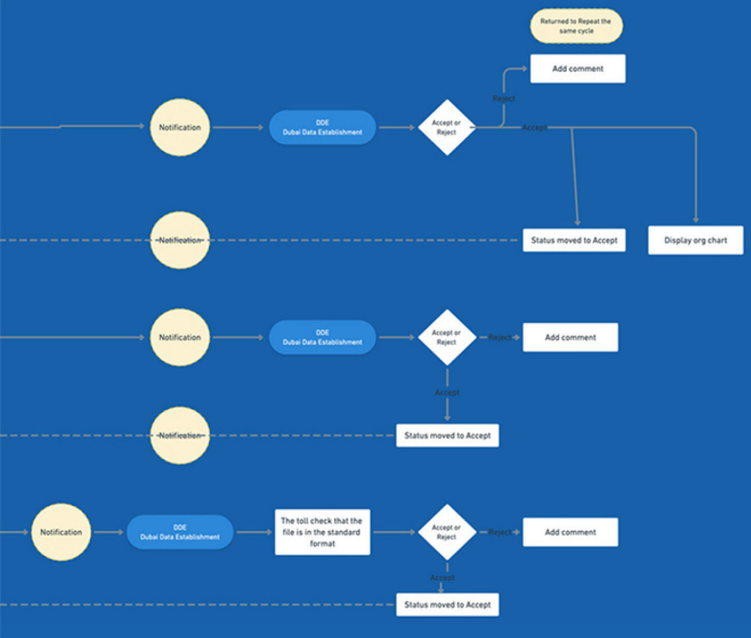
To create useful applications for collected data, we must keep into consideration different user segments within the ecosystem. This opened the door for the exploration of more complex use cases and scenarios.

01. Entities teams

01. Admins

03. Managers

04. Government

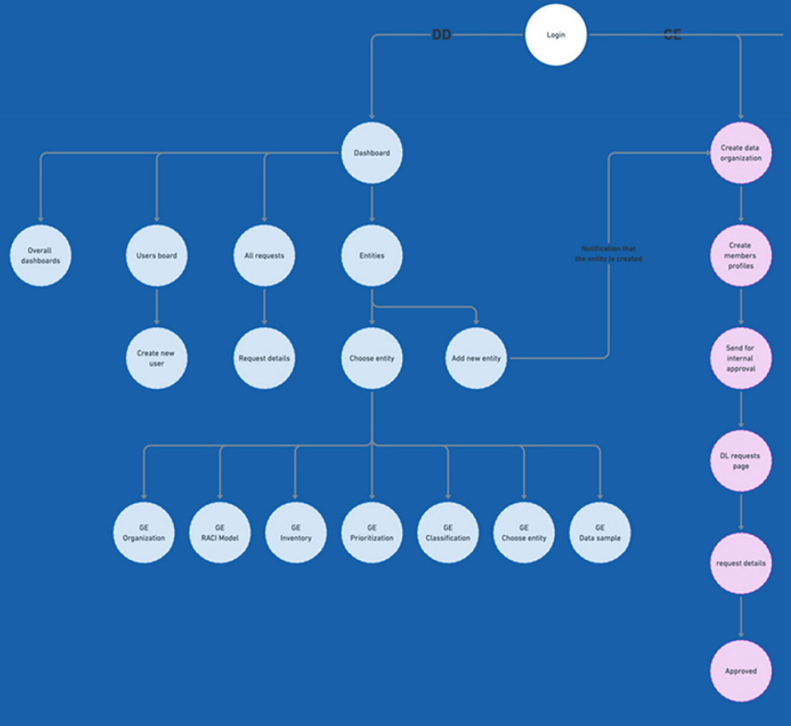


USER FLOW (Is To Be)

Create task flows to complete each task while covering all business opportunities, avoiding users' confusions, increase efficiency and put useful constraints to keep the consistency of data gathering.

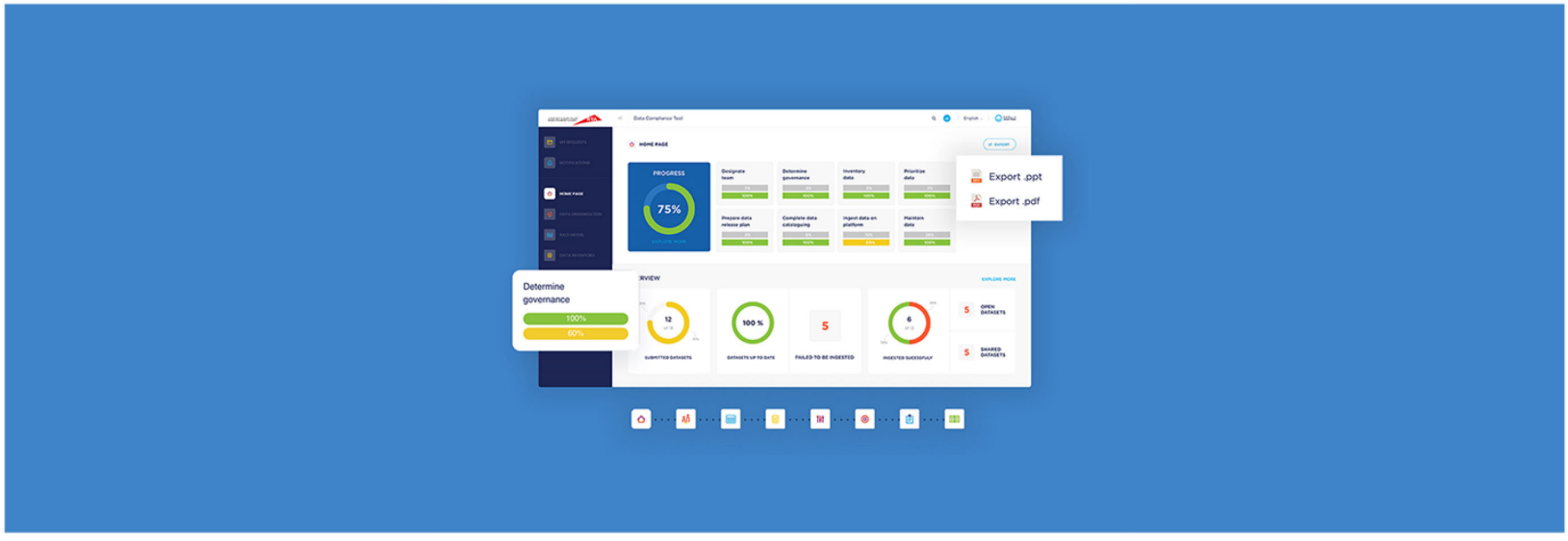
Information Architecture

In IA we cared about grouping, organizing and labeling sections of related items to easing the navigation and meeting the users' mental models.



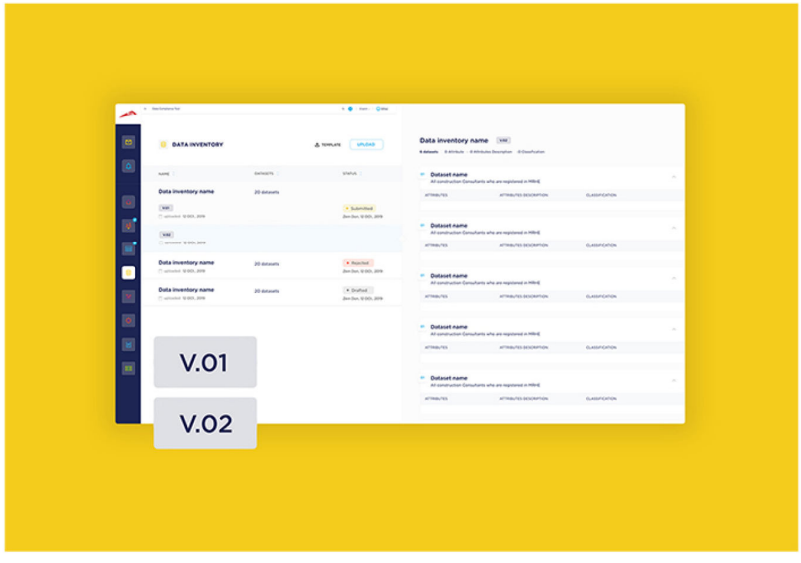
Value delivered

We built a compliance tool that made it easier for all entities within the Dubai governmental ecosystem to get a personalized, customized dashboard, collected and analyzed data automatically based on their needs.



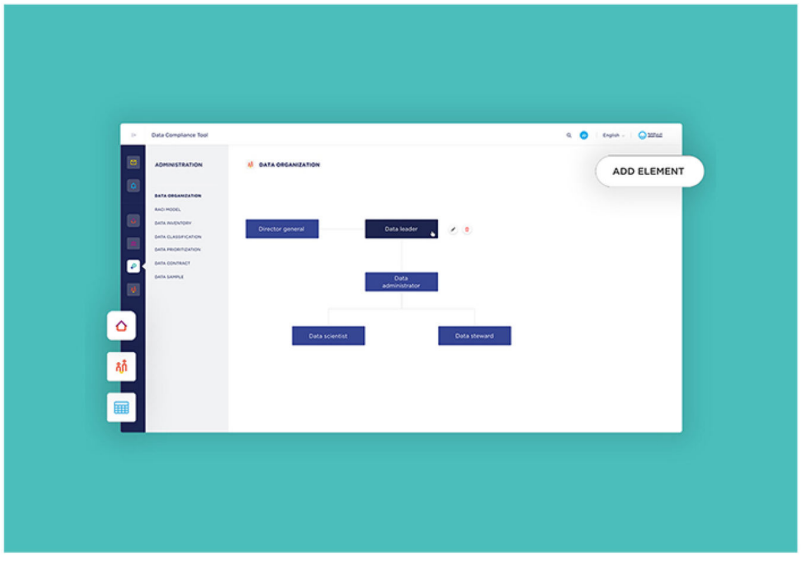
Homepage / Dashboard

One custom dashboard based on user's preferences for monitoring, for each entity, and every score entity gets, to give decision-maker the overview he needs to take the right decision.



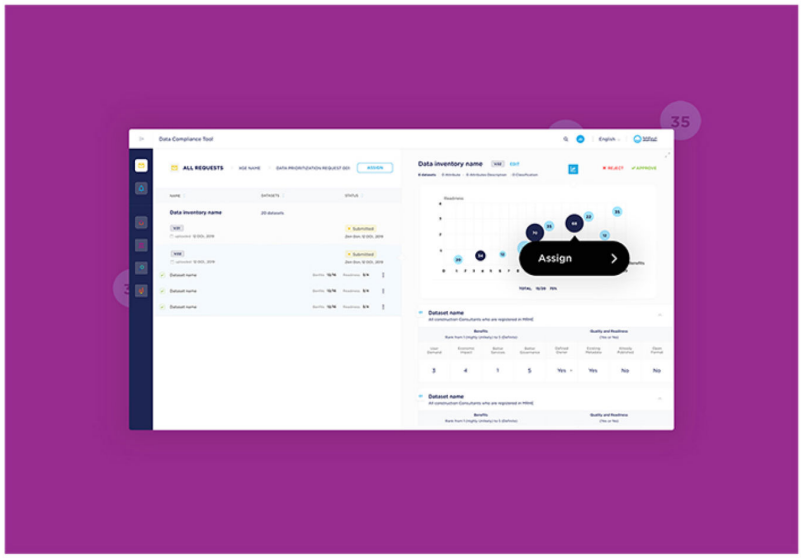
Data Inventory / Version control

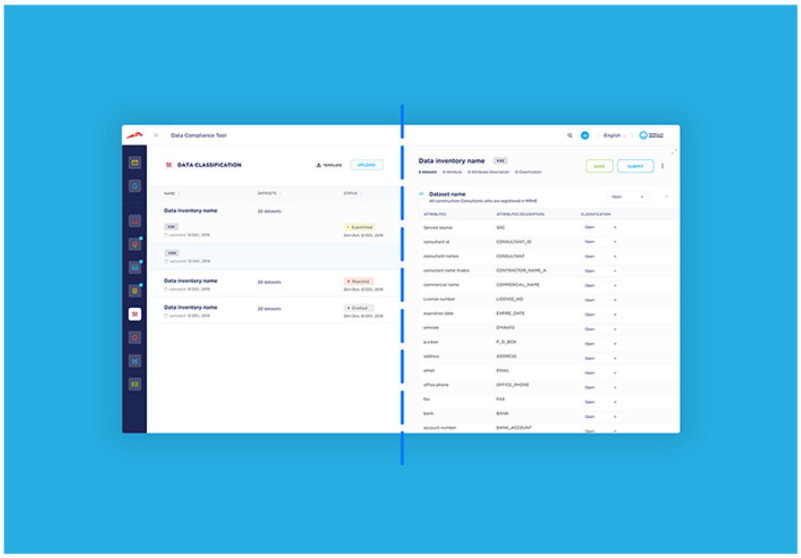
Since the data flow creates tons of versions, it's a challenge to keep tracking all the activities, that's why we build a version control system that enables users to view versions of the same file if it's status.



Data Organization

Built an easy workflow diagram to organize the flow that should be implemented through the organization and how the heresy should be followed.





Data Inventory / Data Rediness

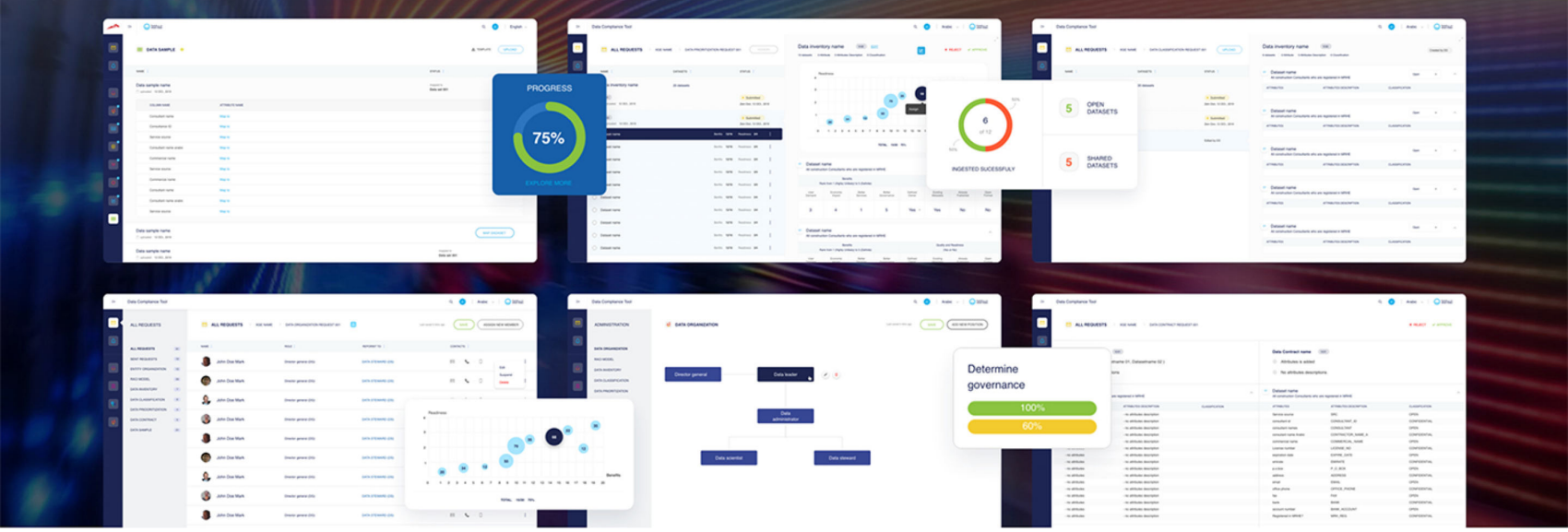
View and prioritize the next piece of information to assign to the team to work on based on the size of data and its priority.

Split View

Created a split-screen view for users since our research findings show that users go back and forth in some cases to be edit records, the split view will make it easier for them to view data from different directions at the same time.

Humanization through VISUALIZATION

In order to be utilized, all of that gathered data needs to be presented in a way that's easily understandable. Our focus is to choose the right visualization for every piece of data and make it easier for decision-makers and internal teams to understand, detect patterns, trends, and outliers in groups of data.



Honored Feedback

Hello

Here is the feedback we got from the our marketing team (only 2):

- It is advisable to place SD logo on the left rather than the right side.
- Can we switch the top right button that says English to Arabic instead. (since we are in the English page)

That is the first time I see only few comments from our marketing team so I wanted to congratulate you for the design work you did, this is really a great overall look & feel.

دبـــي الذكية
SMART DUBAI

About the project

The data compliance tool (DCT) will facilitate the interaction between Dubai Data Establishment and Government Entities.

Client Smart Dubai, UAE

Company BBI Consultancy, desirm

Year 2019