0-1 Product Thinking

Nothing beats the joy of building something from scratch. I was fortunate to be part of such agile product journeys that went from idea to working MVP in a matter of weeks.

How can I add value to your dream team?

As a *Sr. UX Consultant*

- Bringing team to a shared vision
- Identifying key research & ideation activities
- Planning & conducting workshops
- Pairing with business analysts & dev teams
- Maintaining consistency across product line
- Contributing to the programme level design team & design system
- Enabling client designers
- UX/UI delivery

Project Snapshot

Setting foundation for a new age school management

SIMS Next Gen

The future of cloud-based school MIS explained



Product

ESS's MIS offering caters to both Primary and Secondary schools within the UK education sector (70%+ market share by volume) with its products also adopted internationally

in over 49 countries, serving over 19,000 schools and around 6.7m pupils.

Plot

When I joined this account, ESS was in the phase of digital transformation. Notgen, the successor of the legacy SIMS, was envisioned to stand out among its new-age competitors.

Client Expectations

Kick start net gen modules with a strong foundation of research, design thinking & strategy.

Enable Assessments & Staff profile teams at ESS to be self-sufficient by introducing best practices and ways of working.

Squad Composition



The Inception Plan

The Plan Phase (Week 0)

Creating a clear,cut plan for the next 4 weeks . Identifying key actives,outcomes & partcicipants needed for each activity. setting up murals ang getting access for required client applications



Domain Undersatnding (Week 1)

School assessments in the UK is a complex interconnected system involving government regulations ,multi-academy trusts, state schools, statutory reporting and special education needs norms.



Primary Vs Secondary

Identifying Personas

- MAT leaders
- Head teachers
- Teachers
- SEN coordinators
- Ofsted officers
- Parents

Governing Bodies

- OFSTED
- UK Government
- Muti Academy Trusts
- State owned schools

Assessments Jargon

- Formative Vs Summative
- Statutory Vs Non Statutory
- Key Stages
- Reporting
- Assessment Calendars

As is process (Week2)

- Exploring the OLD application
- Understanding the usage
- Stakeholder/Expert interviews
- Gathering existing user research
- Competitive research
- identifying gaps



User Interviews (Week 3)

- Creating participant matrix
- Co-ordinating with recruitment firms
- Conducting & documenting interviews
- Creating showcase deck



Blazing through MVP (Week 4)

- Identifying potential opportunities
- Validating & Prioritising squad vision

HMW

provide a consistent way to track pupil progress so that teachers can save time on statutory reporting?

HMW

suggest corrective actions for teachers/parents to act as a catalyst for pupil progress?

HMW

provide a way to pull assessments from SIMS ? to Notgen and build capability using existing information?

HMW

provide a way to easily and quickly input student assessments to improve the quality of assessment data records?



Iteration 0 (Week 5)

- Participatory workshop
- Usability testing
- Feasibility check
- Identifying components from design system
- Onboarding client designer



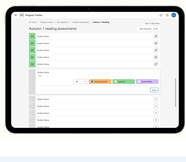
Thin Slice MVP

Insight

Assessments in primary schools are conducted informally during classes and while reviewing homework. Teachers rely on personal judgment to evaluate a pupil's ability to meet statutory learning goals. Each pupil is assessed based on their individual growth trajectory, making the process highly personalised & spontaneous.

Delivered MVP Solution

Develop a lightweight iPad web app that enables teachers to quickly capture ad-hoc assessments in real time. This tool will serve as a thin-slice MVP, acting as the foundation for deeper insights into student learning progress, patterns, and personalised interventions.



Testimonials

"I think Vivek did well when he... Supported team 4 through the early stages of discovery and inception. Providing the context and support required to enable product designers to take ownership of their work. We are keen to build a collaborative, creative space and the more involved"

- Grey Dickson | Design Lead

"During the discovery, inception, and early development of the MVP, Vivek performed well. **He effectively put together wireframes and user flows that supported our MVP solution.** I believe Vivek could add even more value by continuing to explore additional user research techniques. If I could offer one piece of advice for the future, it would be to keep doing what you're doing — you were a pleasure to work with."

- Alexander James | Product Owner (Assessments)

"Well organised activities for the team, clear framework for elements of discovery and inception that required user research. He understands well how user research works and is able to communicate easily to the team ways of working."

- Clement Lhoste | Product Owner (Staff profile)

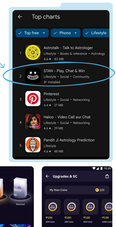
Similar Projects

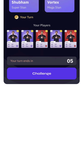
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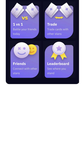
Building a fan engagement platform MVP from scratch. Since we had to catch the wave of the upcoming Pub G tournament.

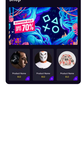
We have quickly done a 2 day design sprint

DAY 1 DAY 2











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