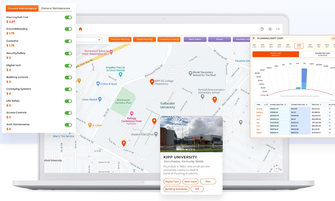
DIGITAL TWIN APPLICATION

(in adherence to NDA, client name & logo are replaced)

DTAPP by Genex DT is a powerful prop-tech software that uses artificial intelligence and proprietary technologies to create a continuous connection to your buildings.



OVERVIEW

Client specializes in Digital Twin Technology, a cutting-edge approach that melds proprietary applications with automated devices to establish seamless communication. This technology delivers a virtual mirror of buildings, encapsulating comprehensive data and information encompassing design, construction, operational aspects, and maintenance.

PROBLEM

Client faces a critical challenge in optimizing user experience within this intricate system. The existing user interface and interaction design need improvement to ensure that users, including architects, engineers, facility managers, and tenants, can easily navigate and extract valuable insights from the digital twin representation of buildings.

GOAL

1. Improve User Satisfaction: Aim to achieve a significant increase in user satisfaction scores based on post-redesign user surveys.
2. Reduce Onboarding Time: Users should be able to onboard and start using the technology more efficiently, reducing the learning curve.
3. Intuitive Data Visualization: Data should be presented in a way that is easy to understand and actionable for users.
4. Improve Performance: We will work to optimize the system's performance to ensure quick response times and minimal disruptions.

CLIENT

VNV LOGIXPACE Pvt. Ltd.

ROLE & DURATION

UX Consultant

User Research, Interaction, Visual design
Sep 2020

Discover & Define

Objective as UX designer is to revamp the user experience of our client's Digital Twin Technology applications. We aim to create an intuitive, accessible, and user-friendly interface that ensures users can maximize the benefits of the technology. Additionally, we will address issues related to onboarding, data visualization, and system performance to enhance overall user satisfaction and drive user adoption.

UX Audit

- Audited the application's current user interface, interaction design, overall user journey, navigation, data visualizations and were able to identify areas of improvement and usability bottlenecks
- By addressing the identified issues, aim to transform the Digital Twin application into a powerful and user-centric tool that aligns seamlessly with user expectations and requirements, ultimately delivering a more satisfying and productive user experience.

Competitor Research

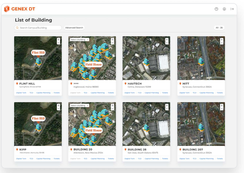
- Through this analysis, able to identify the competitors', analysed their offerings, examined their features, functionalities, user interfaces, interaction designs, and overall user experiences.
- The outcome provided valuable insights into the strengths and weaknesses of existing solutions in the market and identify opportunities for innovation, feature enhancements, and design improvements within my client's Digital Twin Technology

Workflow Analysis

- Analysis involved a keen examination of how users interact with the technology throughout their tasks and processes, from initial data input to the extraction of insights and map out each step of the user journey. It helped identifying bottlenecks, redundancies, and areas where user tasks can be streamlined and simplified.
- The analysis provided detail outlining of the current user journey within the application and recommendations for process optimization, task automation, and user task prioritization.

Design & Deliver

Our design objective for the Digital Twin application is to create a user-centric interface and interaction design that simplifies navigation, enhances data visualization, and ensures accessibility for all users. Our aim is to transform the application into an intuitive, efficient, and visually engaging tool that empowers users to harness the full potential of Digital Twin Technology.

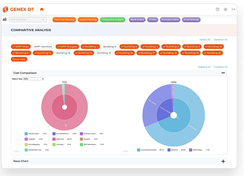


Landing Screen

A minimal card based landing screen with shortcuts where user can easily identify the locations and can directly navigate to the important data

Data of the building in detail

Data detailed screen for the selected building and access point to view other relevant data and Digital twin of the building

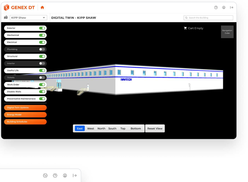


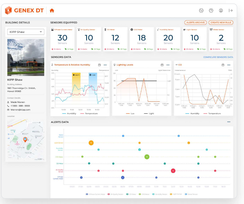
Interacting with data

Users are able to quickly and easily identify trends and patterns in the data
Users are able to quickly compare data across different time periods and categories
Users are able to gain insights into their business performance

Digital Twin of the building

The heart of the application, where user can view the digital twin of the building with multi-layered view, navigate virtually to every corner of the building, can view the blue prints of the control systems, their performances, maintenance contracts and can even order the faulty parts with leaving the application

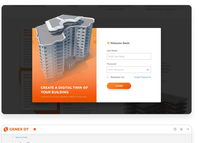


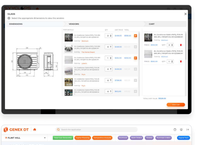


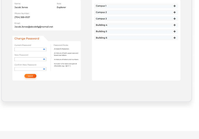
IOT Screen

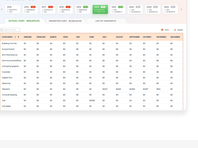
User can view and monitor the data of all the sensors connected with the application using IOT services and can further create new rules and deploy.

More Screens









Key Takeaway

The redesigned application now boasts a user interface that simplifies navigation, empowers users with intuitive data visualization tools . Users can effortlessly access and interpret critical information about building design, construction, operation, and maintenance. The application's performance and scalability have been significantly improved, making it a powerful and reliable tool for users across industries.

Our success was greatly enhanced by close collaboration with our client's development and engineering teams. Effective communication and alignment of goals were crucial in implementing our design recommendations effectively. To remain competitive and meet user expectations, iterative design and ongoing user feedback are critical. I've learned that the design process is never truly complete; it's a journey of continual refinement.