

Case Studies

Here're the selected **AI/ML integrated service design** projects, I contributed to...

Rad'r IoT Product

UX Team Size : 1 (Individual Contributor)

Timeframe to Launch : 9 Months

Opportunity

Facilities require management of many different systems to operate efficiently and effectively. Required systems and methods for monitoring a physical environment using virtual sensors. Need a consolidated dashboard which are monitoring individually from various vendor systems.

Target audience

- Customers • Employees • Visitors

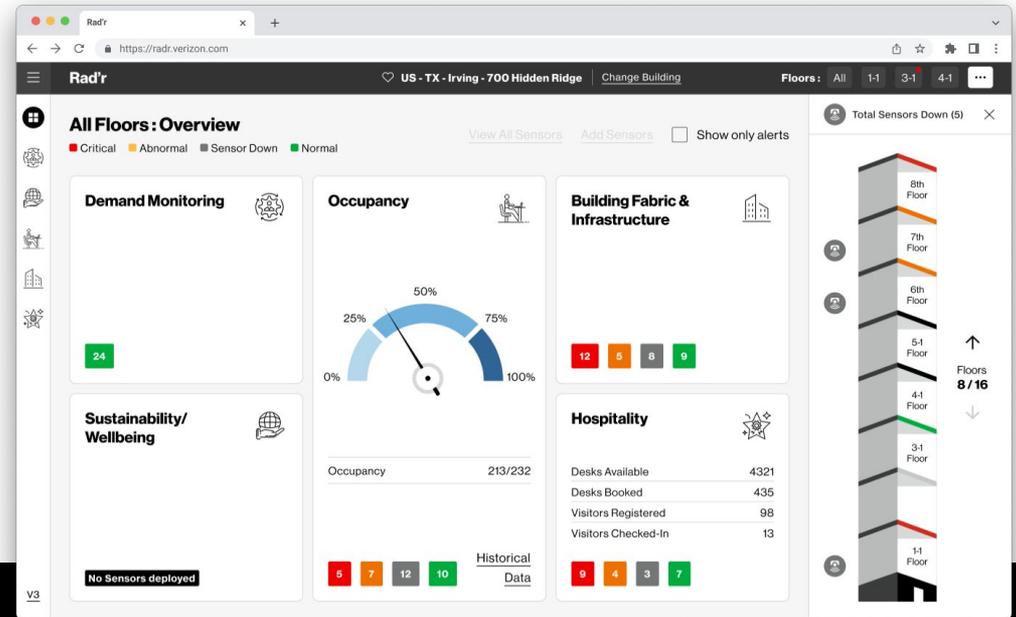
What was done

- Competitive analysis • Stakeholder interviews • User interviews
- Persona development • Wireframe • Prototyping
- Updated design system • Modernized web layouts
- Information architecture • Mobile Designs

Risks & Challenges

No navigation architecture • Design from scratch • Merging Platforms • Timeline • New Team • Accessibility

Recognition : Smart Building Innovation award
Verdantix, 2020



Outcomes : US Patent #11,545,023

Built dashboards of historical order data using tableau, including user portraits, behaviours, & operational performance to provide insights into the direction of optimization which include Sensor lifecycle management, Subscribers and Alert Scheduling.

Digital Assistant

Opportunity

This initiative focuses on opportunities to eliminate manual processes in day to day operations and to transform the model of interaction between employees and our internal systems. The digital assistant enables employees to find information and conduct transactions in a conversational mode.

Target audience

- Customers • Employees • Vendors

What was done

- Competitive analysis • Stakeholder interviews • User interviews
- Persona development • Wireframe • Prototyping

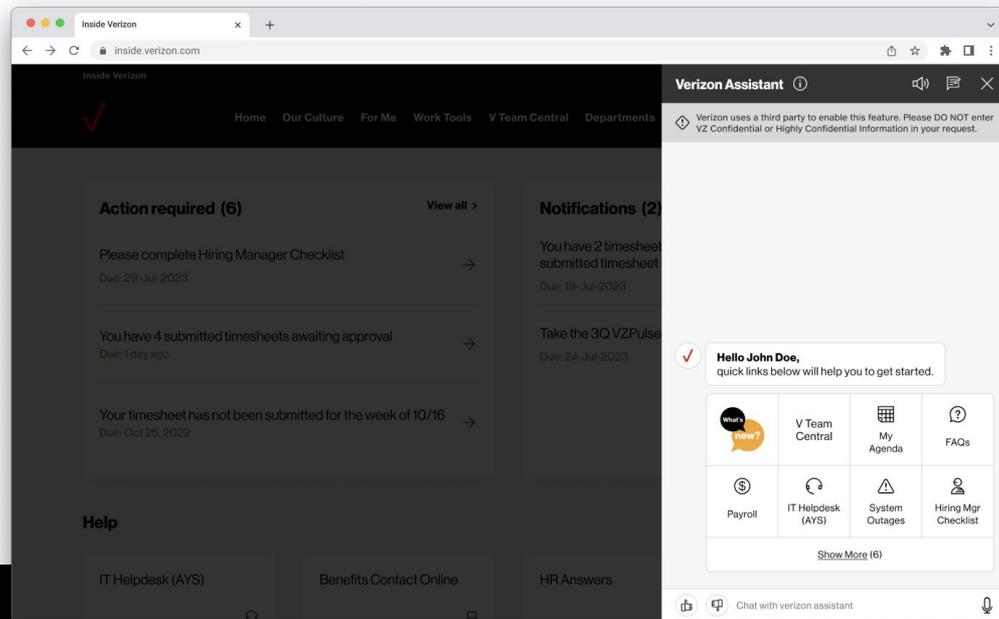
Risks & Challenges

- New Initiative • No navigation architecture • Design from scratch
- Merging Platforms • Timeline • New Team • Accessibility

Recognition : Spotlight award for Innovation

UX Team Size : 1 (Individual Contributor)

Timeframe to Launch : 9 Months



Outcomes

- Enabled employee self services with AI & Chatbots
- 10-20% Service Desk call reduction (\$6M) • Productivity (\$12M)
- Launch to Enterprise (150k Employees) • Route 5% of Jabber Issue calls
- Reduce service desk calls by 5%

Bot Studio

Opportunity

For anyone, no-matter your technical skills, navigate the changing digital world and build your own conversational and automation solutions. An ecosystem of tools which let your build and launch bot within minutes. Bot & Template Management, Work Requests, API Integrations, NLP, Analytics, and Version Management.

Target audience

Employees

What was done

- Stakeholder interviews • Wireframe • Prototyping
- Updated design system • Modernized web layouts

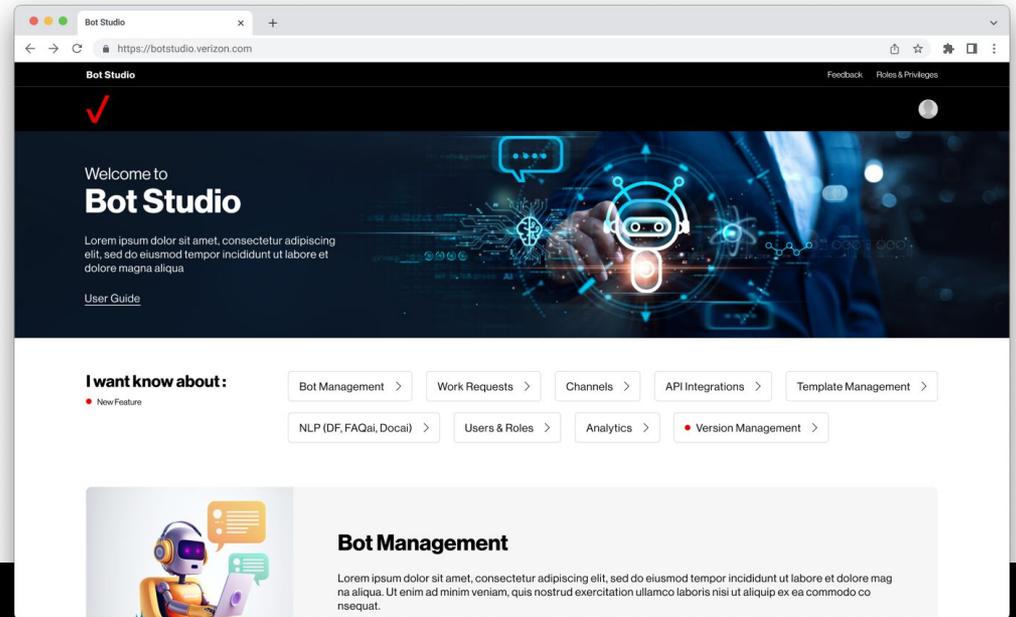
Risks & Challenges

- Outdated technology • No navigation architecture • Outdated user interface • Design from scratch • Merging Platforms
- Timeline • New Team • Accessibility

Recognition : Spotlight award for Accountability and Teamwork

UX Team Size : 1 (Individual Contributor)

Timeframe to Launch : 3 Months



Outcomes

Drove 2,500 organic sign-ups to our monthly newsletter by A/B testing content layout and collaborating with co-marketing partners, representing a 43% quarterly improvement.

Volunteer Portal

Opportunity

Business want to build new scalable next-generation application to give users the ability to announce, record and maintain their personal volunteering efforts outside of Verizon to support Verizon goal of 2.5M volunteer hours. Drive the design solution thru data points and from industry best standards and research documents as example.

Target audience

- Employees • External Users

What was done

- Competitive analysis • Stakeholder interviews • User interviews
- Persona development • [UX Audit & Recommendations](#)
- [Information architecture & Task Flow](#) • Wireframe • Prototyping

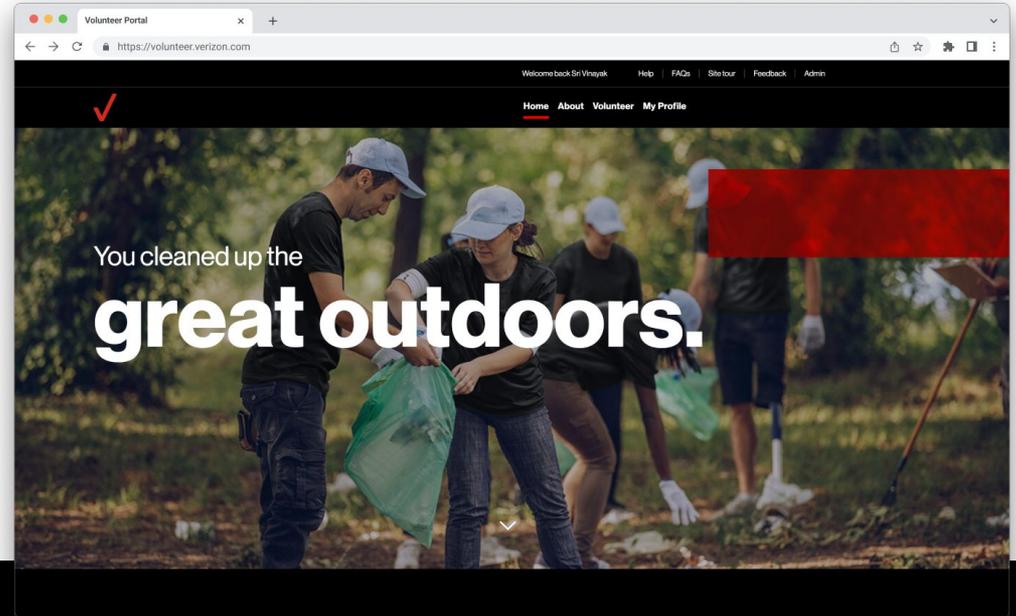
Risks & Challenges

No navigation architecture • Outdated user interface • Design from scratch • New Team • Accessibility

Recognition : Spotlight award for Innovation

UX Team Size : 1 (Individual Contributor)

Timeframe to Launch : 24 Months



Outcomes

Drove a 15% increase in page views and a 23% increase in session duration by leading the successful launch of a new website aimed at enhancing brand awareness. Implemented an escalation process to keep the project on track.

Trademore

Opportunity

Marketplace to trade mobile devices for Consumer to Business and Business to Consumer. Trademore strives to create a seamless customer experience that empowers people to unlock the value of used devices in a sustainable manner.

Target audience

Verizon Customers

What was done

- Competitive analysis • Stakeholder interviews • User interviews • Persona development • Wireframe • Prototyping
- Updated design system • Modernized web layouts
- UX Audit and Recommendations

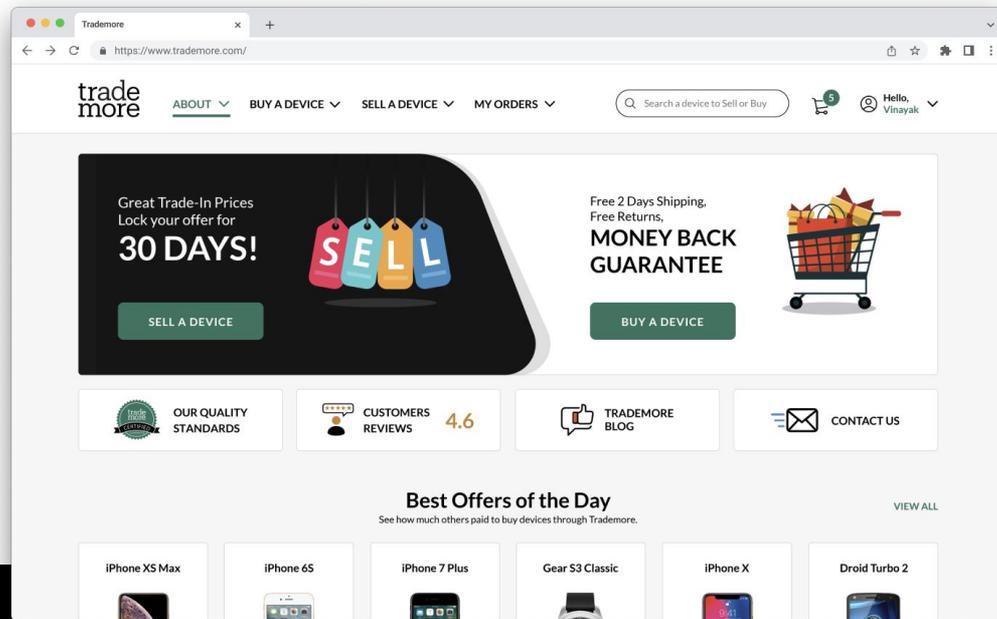
Risks & Challenges

No navigation architecture • Outdated user interface • Design from scratch • Merging Platforms • New Team • Accessibility

Recognition : Spotlight award for Quality and Process Improvement

UX Team Size : 2

Timeframe to Launch : 18 Months



Outcomes

Design enhancement led to a 33% increase in productivity for the sales executives, which translates to 120,000 USD of incremental revenue. ePay Point of Sales, Payment Mobile Wallet (Amazon Pay, Apple Pay), Multicart enablement, Chat bot enablement.

06. Supply Chain

Sourcing Portal

Opportunity

Business wants to build a guided customer experience when a person needs to buy a product or service at Verizon, offering support tools to assist the journey. Business wants to enhance eCatalog Source to Contract Journey, onboarding business partners by enabling Supplier Management

Target audience

• Customers • Employees

What was done

• Stakeholder interviews • Persona development • Wireframe
• Prototyping • Updated design system • Modernized web layouts

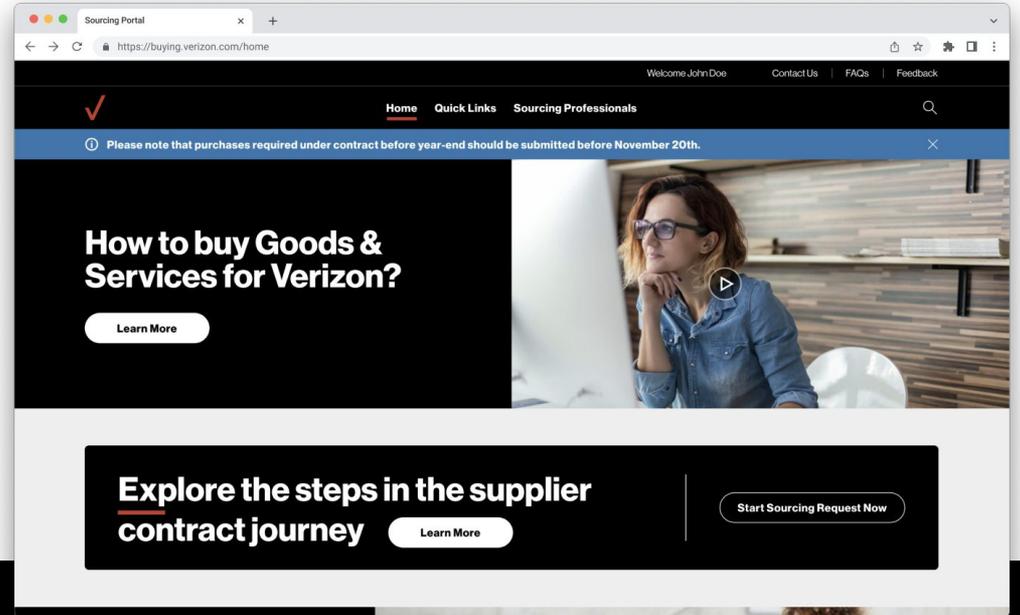
Risks & Challenges

No navigation architecture • Outdated user interface • Design from scratch • Merging Platforms • Timeline • New Team • Accessibility

Recognition : Spotlight award for Accountability & Personal Commitment

UX Team Size : 1 (Individual Contributor)

Timeframe to Launch : 3 Months



Outcomes

Improved the company website visit volume by 23% by redesigning the website to adapt to mobile devices and incorporating a modern aesthetic through 2 rounds of wireframing and prototyping.

VZ Innovative Learning

UX Team Size : 2

Timeframe to Launch : 5 Months

Opportunity

Business wants to increase sales by 30% by enabling a comprehensive, ongoing teacher training program which has to focus on integrating mobile technology into classroom instruction. And accelerate ISTE to train and mentor coaches and educators.

Target audience

• Employees • External Users

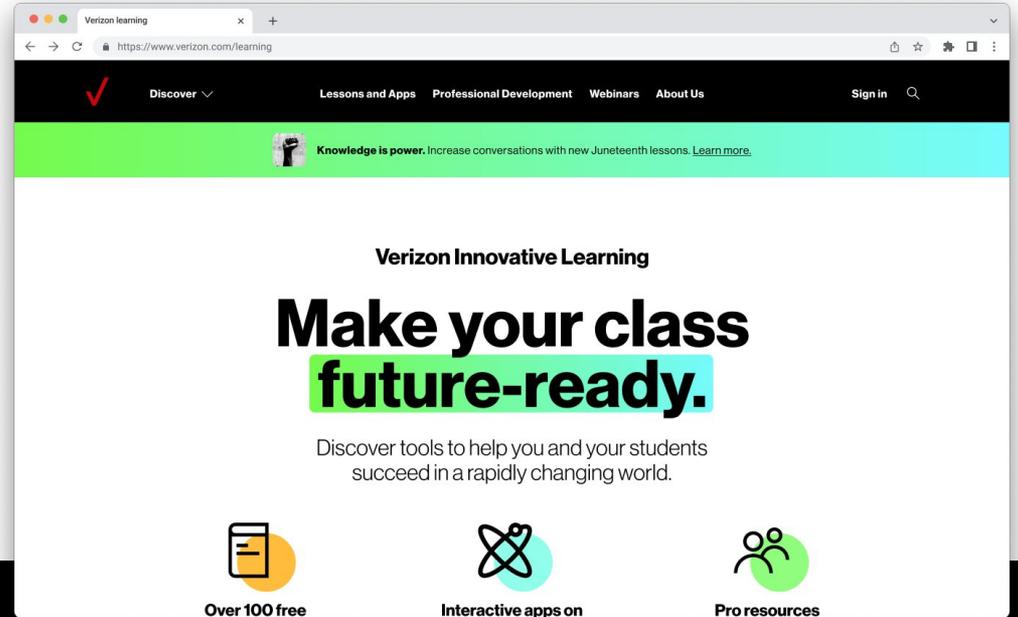
What was done

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• Persona development • Wireframe • Prototyping • Updated design system • Modernized web layouts

Risks & Challenges

Outdated technology • No navigation architecture • Outdated user interface • Design from scratch • Timeline • New Team
• Accessibility

Recognition : Spotlight award for Teamwork



Outcomes

Solution leads to decreased process cycle time from 3 weeks to 2 days. Improved learning portal by enabling a cloud based product solution for business sales, and approvals. Documented current and future state process maps for each user groups.

Inside Verizon

Opportunity

A guided customer experience when a person needs to buy a product or service at Verizon, offering support tools to assist the journey. A simple, intuitive, and dynamic intranet that brings together all essential employee tools and news in one place to drive efficiency and value for our V Team.

Target audience

- Vendors • Employees

What was done

- Competitive analysis • Stakeholder interviews • User interviews
- Persona development • Wireframe • Prototyping • Updated design system • Modernized web layouts

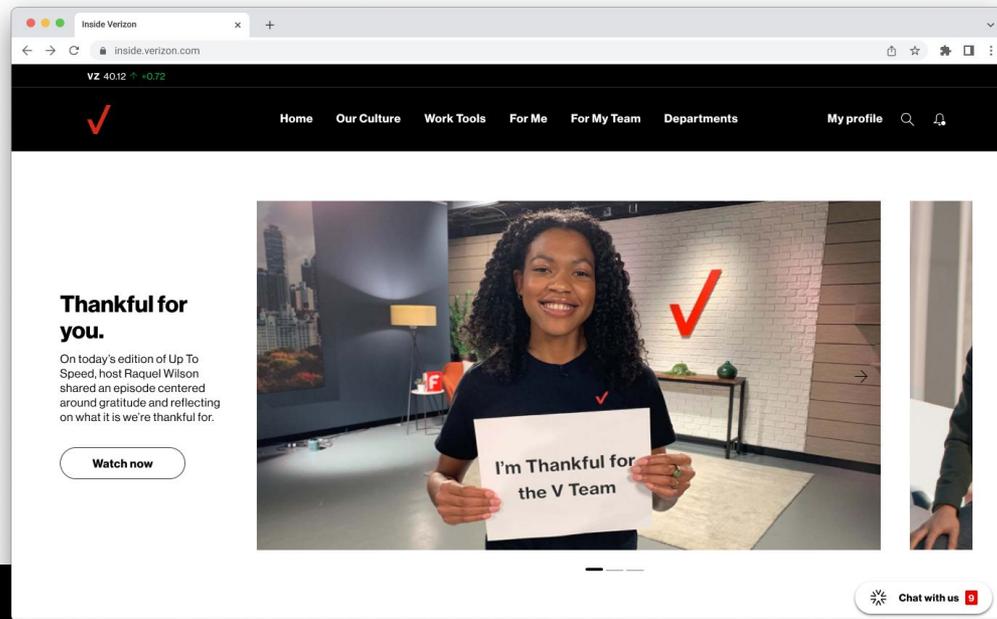
Risks & Challenges

- No navigation architecture • Design from scratch • Merging Platforms • Timeline • Accessibility

Recognition : Luminary Award

UX Team Size : 2

Timeframe to Launch : 2 Months



Outcomes

Performed FTE analysis for HR product and identified lack of an operations function as area of improvement, implementation of operational group decreased administrative hours by 10% resulting in \$0.5MM in cost savings.

Workforward

UX Team Size : 1 (Individual Contributor)

Timeframe to Launch : 1 Month

Opportunity

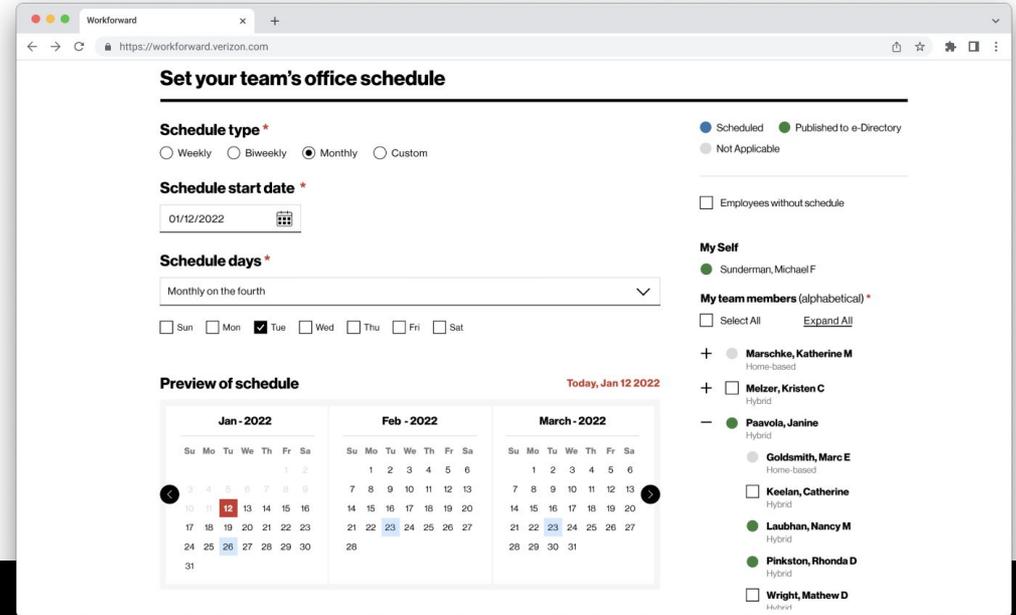
As an initial part of the Work Forward program, business wants to build a tool for people leaders who are directors and above grade to identify the best in-office cadence for their teams and narrow down scheduling options for collaboration.

Target audience

- Vendors • Employees

What was done

- Stakeholder interviews • Wireframe • Prototyping
- Modernized web layouts



Risks & Challenges

Design from scratch • No navigation architecture • Merging Platforms • Timeline • Accessibility

Recognition : Spotlight award for Accountability and Teamwork

Outcomes

Work Forward is the initiative to transform the way we work and empower users to leverage the best tools at their disposal in their preferred mode of work. We made iterative enhancements to the scheduling tool after receiving feedback from the pilot group to enhance the overall user experience.

Search 2.0

Opportunity

Business wants to audience based contextual search results not keyword based results. Distinguish People search versus Keyword Search along with Backend optimisations. Improve search relevance by displaying most popular results based on personas

Target audience

- Vendors • Employees

What was done

- Competitive analysis • User interviews • Persona development
- SWOT analysis • Wireframe • Prototyping • Modernized web layouts

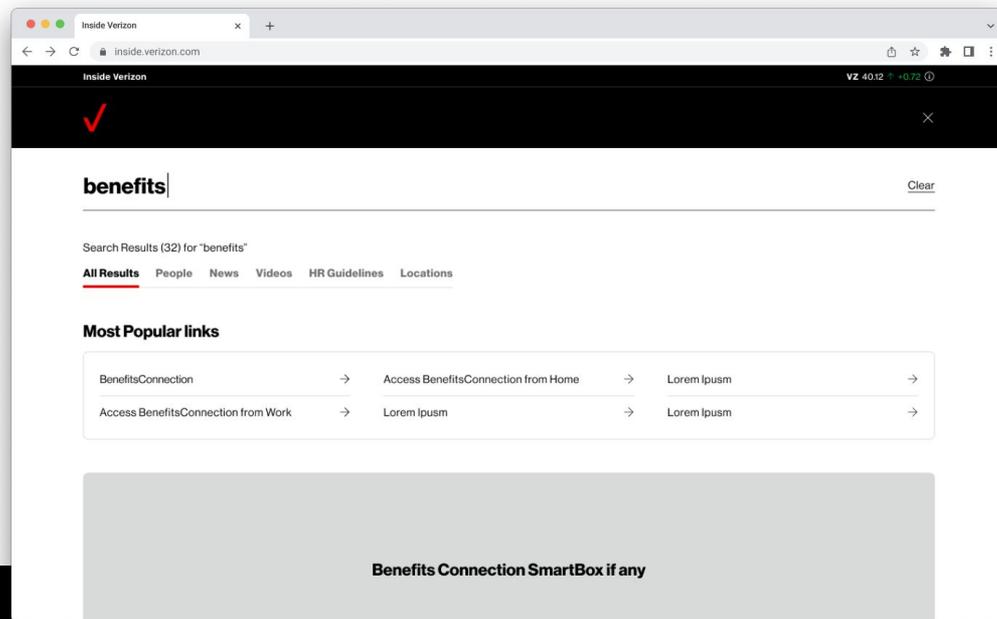
Risks & Challenges

No navigation architecture • Outdated user interface • Design from scratch • Merging Platforms • Timeline • New Team • Accessibility

Recognition : Spotlight award for Teamwork and Personal commitment

UX Team Size : 1 (Individual Contributor)

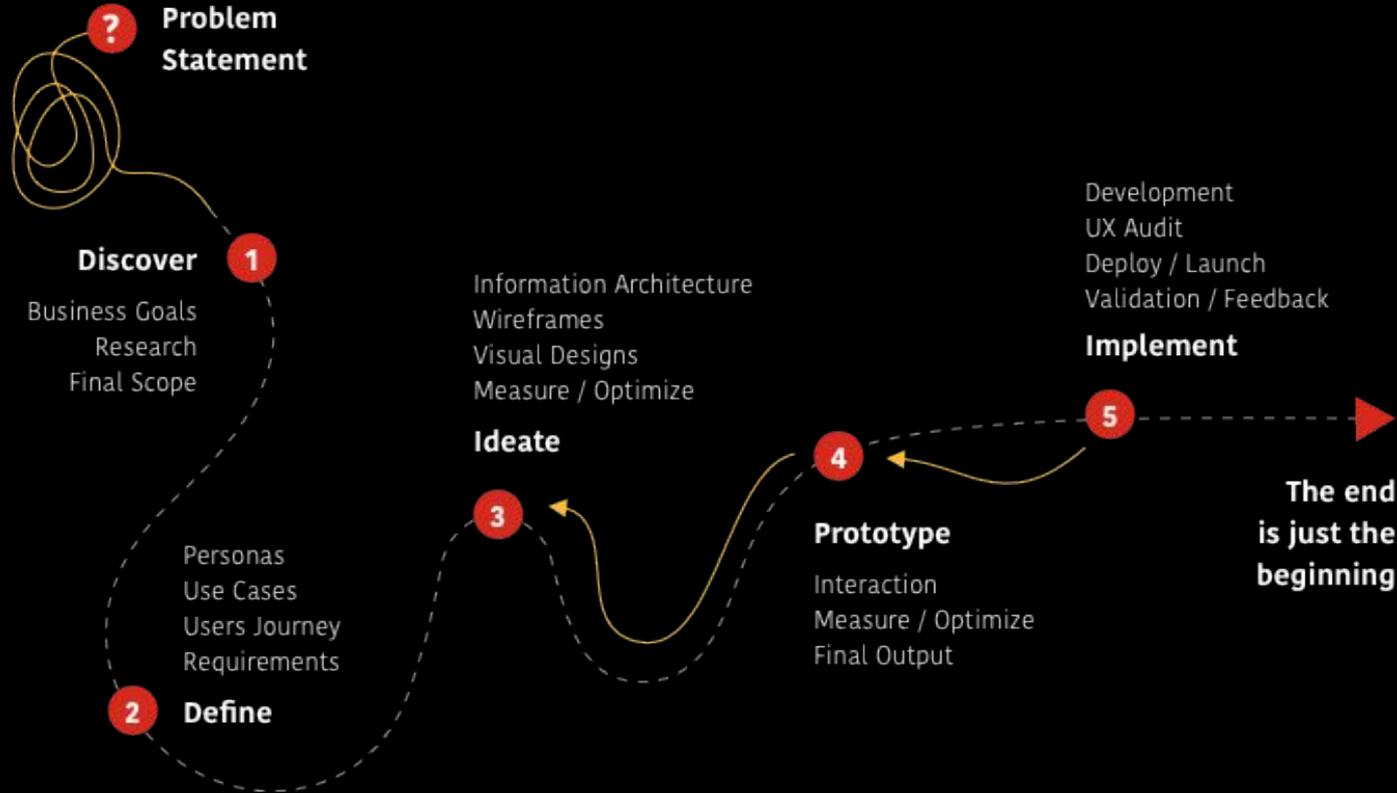
Timeframe to Launch : 6 Months



Outcomes

Brought significant insights to the UX designs by directing a UX research project for the sourcing portal, including two rounds of survey and interviews on 50+ users.

We follow agile development, utilising design thinking process and usability heuristics while designing the products.



Glad to share, article about me : **All India level achievement Gold Medal.**



[Inside Verizon](#) / [Verizon India](#) / [V teamer Sri Vinayak triumphs at the Dell Designathon in Hyderabad.](#)

V teamer Sri Vinayak triumphs at the Dell Designathon in Hyderabad.

V Teamer Sri Vinayak has done Verizon proud by winning one of the most challenging design competitions in the country, the Dell Designathon.



Mubin Sultan

Sep 22, 2017

Contact me

@ 03:25 AM | Verizon India



V Teamer [Sri Vinayak](#) has done Verizon proud by winning one of the most challenging design competitions in the country, the Dell Designathon. A senior UX designer in the Digital Workplace team, Vinayak beat over 120 participants from across the city of Hyderabad, to emerge winner of the Designathon competition organized by Dell.

Vinayak's unique idea is based on most emerging technologies Virtual Reality (VR) and Augmented Reality (AR) which are expected from manufacturers to release at the end of this year. And his unique idea of a foldable keyboard with Wi-Fi and Bluetooth connectivity. It was recognized as the best concept level design of a unique product that could create a positive impact on the environment and the community. "Eat. Sleep. Design. Repeat," – was the concept at the core of the 24-hours 'Dell Designathon' which invited ideas to exhibit the designer's futuristic vision of the world in 2030.

Of the hundreds of submission, 120 ideas were shortlisted, of which 60 qualified for presentation to a jury. Only 10 ideas were invited to the 24-hour design competition.

Contd..

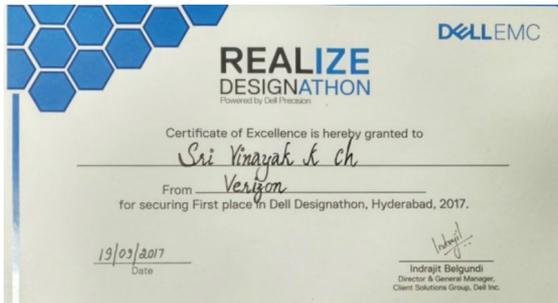
Vinayak's prototype of the unique multipurpose keyboard was based on the theme sustainability and inclusivity. Designs based on this theme were required to aide in building a sustainable inclusive world. Within the theme were several categories, of which Vinayak choose 'Manufacturing Design,' wherein the challenge was to create a prototype of a product/solution that could change the way the industry manufactures its products.

"The beauty of this product is that anyone, anywhere and on the go, from the corporate tech-savvy to students, can use this keyboard. It supports ADA Compliance. It can be folded and carried in your pocket," says Vinayak. The multipurpose keyboard designed by Vinayak is based on Cloud Computing and Virtualization technologies. It runs on any operating system, and has a flash memory instead of a hard disk (as in a thin client), and has inbuilt speakers, a mic and a digital assistant.

The keyboard can also generate a virtual holographic monitor, has multi language keyboard swapping capabilities (Hindi, Tamil, Telugu, Russian and more), and can be paired with other devices such as SmartTV, mobiles, tablets, PCs, etc., through Bluetooth and Wi-Fi.

In addition to the many next-level tech features on the foldable keyboard, the feature that got the most appreciation was the 'detach mode,' in which the top portion of the keyboard could be detached from the body and used as a separate 'Fitbit' to send instant notifications such as calendar alerts, meeting alerts, weather reports, alarm, etc.

Prasad Poosarla, Delivery Head, Digital Workplace leader says he is encouraged by the creativity in his team, and is looking forward to Vinayak's leadership on some upcoming projects on workplace digitization.



Glad to share

Leaders testimonials



Vestberg, Hans Erik <hans.vestberg@verizon.com>

to Craig, Shankar, Vijayaraman, Prateek, Vaidyanathan, Venkata,

Congratulations Vinayak! Great accomplishment.

verizon✓

Hans Vestberg

Chairman and CEO

**The network
America relies on**✓



Arumugavelu, Shankar shankar.arumugavelu@verizon.c

to me ▾

Congratulations Vinayak!

We are so proud of your accomplishment.

Shankar



Sampath, Sowmyanarayan <sampath.s@verizon.com>

Sat, Sep 2, 4:14 AM



to me ▾

sri

thanks for sharing your thoughts and ideas. i will bring that up with my team. some immediate reactions

1. c/f ott services - i think we are fine commercially, but need to see if there is any provisioning issues as the dates are aligned with the phone/mobile service
2. \$1/24 hrs - possible for customers who bring their own device - we have a free 30 day plan in some markets - but not seeing much uptake
3. use your vz id for vz wifi everywhere - def possible

i look forward to seeing you in HYD later this month

sampath

verizon✓

Sampath Sowmyanarayan

Chief Executive Officer
Verizon Consumer

O 908 559 8301
M 617 501 1500

**The network
America relies on**✓

Glad to share

Leaders testimonials



Luque, Ruben D <ruben.d.luque@verizon.com>

Fri, Oct 7, 2022, 2:26 AM



to me, Venkata, Arielle, Kamran, Aparna, Babu, CSG, Cesar, Garima, Mani, Marek, Marian, Prateek, ▾

I love hearing about service anniversaries since it shows that you are choosing us as much as we are choosing you and we are lucky to have you!

Congratulations, Vinayak - always a pleasure to work with you.



Kohr, Arielle <arielle.kohr@verizon.com>

Thu, Oct 6, 2022, 6:14 PM



to me, Kamran, Aparna, Babu, CSG, Cesar, Garima, Mani, Marek, Marian, Prateek, Richard, Ruben, ▾

Vinayak! What an incredible accomplishment! You are a pure joy to work with! As all of these recognitions over the years exemplify, you bring high quality work to every project you touch!

Wishing you another 8+ years of great success!



Kohr, Arielle <arielle.kohr@verizon.com>

Tue, Apr 18, 6:29 PM



to Dwiti, me ▾

WOW Vinayak!! What a great accomplishment!!! CONGRATULATIONS!! Verizon and the Volunteer team are lucky to be your colleagues!!

Glad to share

Leaders testimonials



D'Silva, Alin <alin.dsilva@one.verizon.com>

Sep 20, 2017, 8:06 PM



to Vandana, Gayathri, me, Prasad, Alin, Kalyani, Sajjan, Anil, Vaidyanathan, Rakshaka, CAO-CreativeServices-Offshore, CAO-i

Good job Vinayak. Wish we had got an opportunity to meet when I was there last week in VDSI! Very proud that you represent Verizon, VDSI and the DWP team so well in the external event.



Arumugavelu, Shankar shankar.arumugavelu@...

to me

Congratulations!

We are so proud of your accomplishment.



Joseph, Peter <peter.x.joseph@verizon.com>

to Prasad, cao-creativeservices-offshore, Sajjan, Vaidyanathan, Kalyani, CAO-Crea

This is great news.. Really excited to see this. Thank you for sharing Prasad.

Congratulations Vinayak !! You make us proud.

Glad to share

Leaders testimonials



Knickmeyer, Rachel <rachel.knickmeyer@verizon.com>

Sep 20, 2017, 7:32 PM



to Rakshaka, CAO-CreativeServices-Offshore, CAO-CreativeServices-Onshore, Prasad, Prasad, me, i

You are a rock star, Vinayak!

So proud to see our VDSI design team excelling and making a name for themselves out in the community. I always say you guys are the greatest, and you really are!



Subramanian, Vijayaraman J (Vijay) <vijayaraman.j...>

Thu, Sep 21, 2017, 6:21 PM

to CAO-CreativeServices-Offshore, CAO-CreativeServices-Onshore, Prasad, Rakshaka, I

Congratulations Vinayak, great accomplishment indeed!



Sekar, Kalyani <kalyani.x.sekar@verizon.com>

Thu, Sep 21, 2017, 7:12 PM



to Gayathri, Prasad, Alin, Sajan, Anil, Vaidyanathan, Rakshaka, CAO-CreativeServices-Offshore, CAO-CreativeServices-Onst

Vinayak,

Congratulations for coming out with flying colors. Happy to hear that the training program offered helped you to compete in this content.

Glad to share

Leaders testimonials



D'Silva, Alin <alin.dsilva@one.verizon.com>

Sep 20, 2017, 8:06 PM



to Vandana, Gayathri, me, Prasad, Alin, Kalyani, Sajan, Anil, Vaidyanathan, Rakshaka, CAO-CreativeServices-Offshore, CAO-

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Joseph, Peter <peter.x.joseph@verizon.com>

to Prasad, cao-creativeservices-offshore, Sajan, Vaidyanathan, Kalyani, CAO-Crea

This is great news.. Really excited to see this. Thank you for sharing Prasad.

Congratulations Vinayak !! You make us proud.



Avasarala, Venkata R <venkata.avasarala@verizo... Thu, Oct 6, 2022, 10:01PM



to me, Arielle, Kamran, Aparna, Babu, CSG, Cesar, Garima, Mani, Marek, Marian, Prateek, Richard, I

Congratulations Vinayak. As always awesome job!!!

Glad to share

Leaders testimonials



Sri Vinayak Katta Chanukya

Hyderabad, TS

Accountability

Recognizing You! For demonstrating great skills and a deep understanding of employee experience area. Exceptional abilities and attention to detail have allowed you to effectively manage Volunteer Portal, Inside Verizon, Rad'r, Sourcing Front Door, Bot Studio, HR Guidelines, and other projects. By ensuring a consistent focus on users' needs and maintaining a clear understanding of project requirements, You have maximized project outcomes and contributed to the overall success of our organization. Congratulations and keep up the great work Vinayak!!

Santhosh Sypureddi

Mgr-UI/UX

Glad to share

Leaders testimonials



Sri Vinayak Katta Chanukya

Hyderabad, TS

Simple Thanks

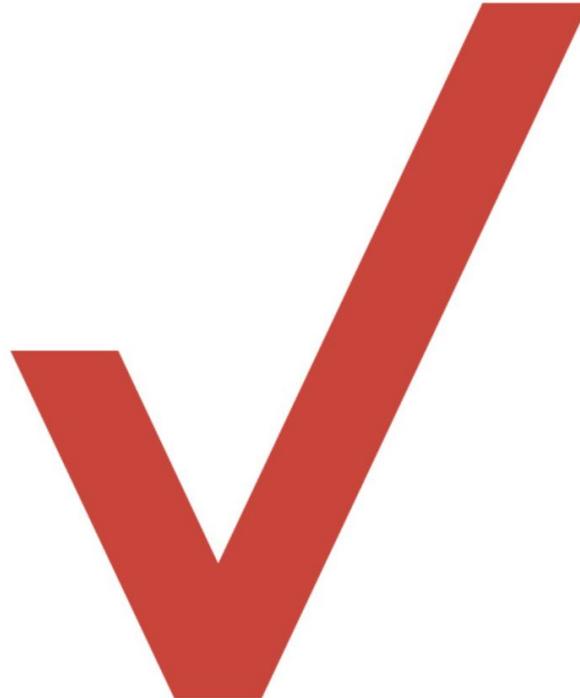
Congratulations! The Verizon Global Services leadership team recognized your's and your colleagues' contributions to the Verizon Intranet Project with a VGS Luminary Award. Luminaries enable fast, secure, digital-first and data-driven customer and V Team end-to-end experiences - and to do it more efficiently than ever. Thank you for collaborating to solve our most challenging pain points. Keep up the great work and continue to help us innovate and win in the marketplace by making it easier for customers and employees to get things done. Craig

Craig Silliman

EVP & Pres-Global Services

Glad to share

Leaders testimonials



Sri Vinayak Katta Chanukya

Hyderabad, TS

Simple Thanks

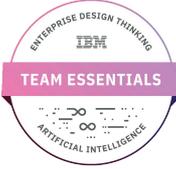
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Craig Silliman

EVP & Pres-Global Services

Badges, I achieved...

 <p>Difficult Interactions</p>	 <p>Global Collaboration</p>	 <p>Innovation Implementation</p>	 <p>Time Management</p>
 <p>Presentation Skills</p>	 <p>Career Management</p>	 <p>Goal Setting</p>	 <p>Decision Making</p>
 <p>Customer Focus</p>	 <p>Innovation and Creativity</p>	 <p>VGS Luminary Award</p>	

 <p>Lean Thinking</p>	 <p>Design Thinking Practitioner</p>	 <p>Design Thinking Foundations</p>
 <p>PRACTITIONER</p>	 <p>TEAM ESSENTIALS</p>	 <p>GTS Launchpad Champion</p>
 <p>Agile Product Owner</p>	 <p>Agile Mindset</p>	 <p>Agile for Team Members</p>

Thank you, Jai Hind.

A series of thin, light gray diagonal lines runs from the bottom right towards the top right, creating a decorative border on the right side of the page.