

Design by Kriyadocs

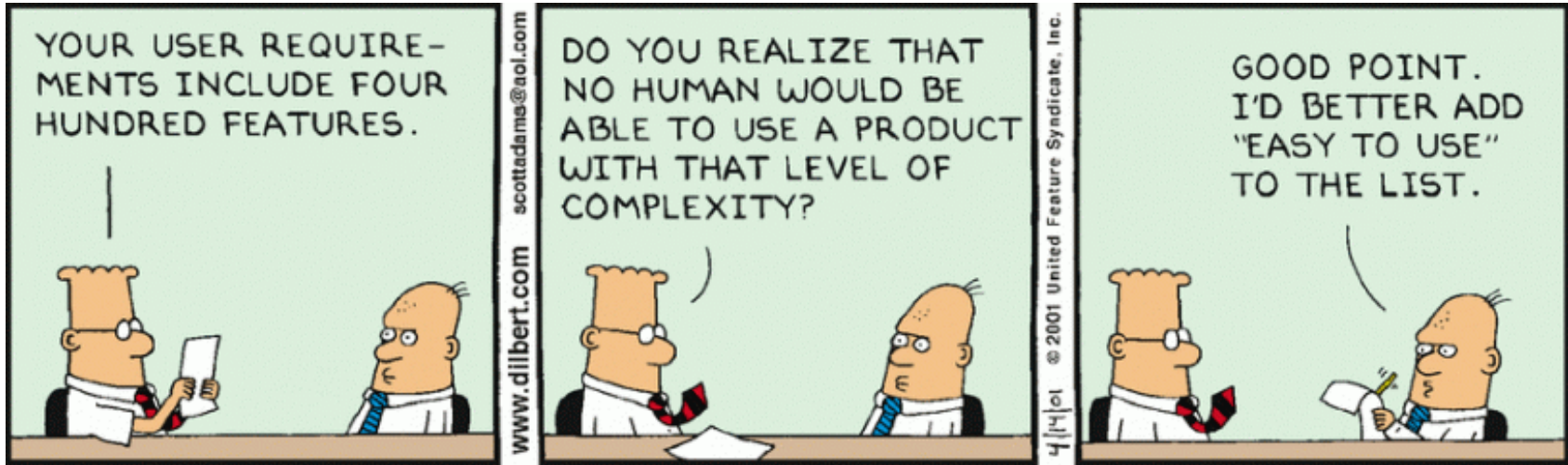


Designing scholarly publishing tech for everyday users

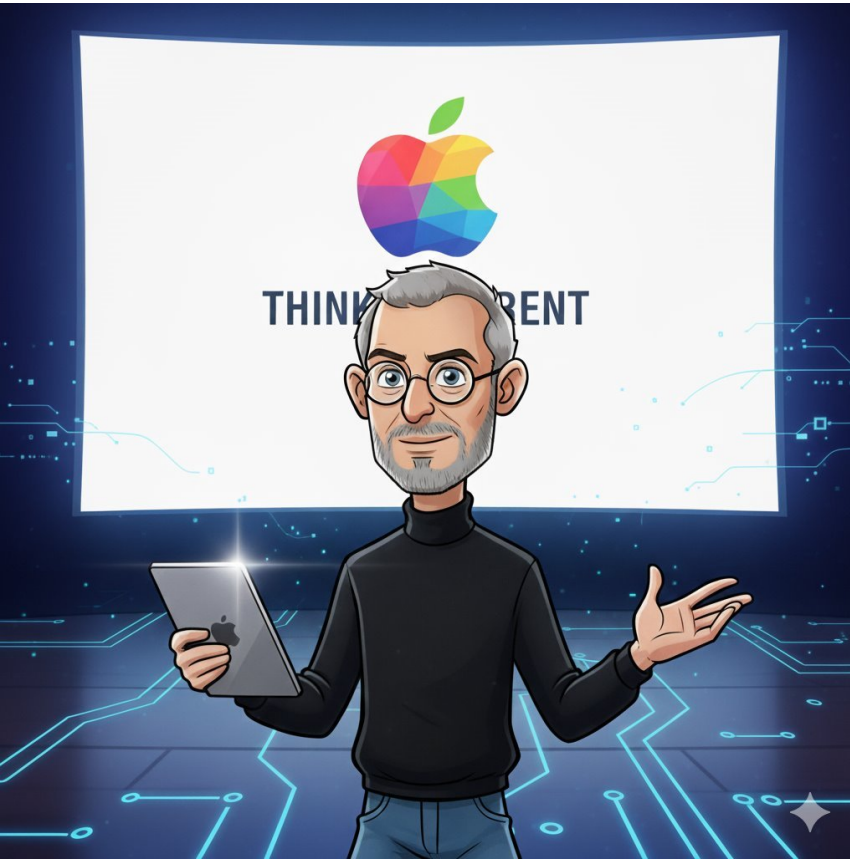
Arun Ramkumar



Challenge



Sounds familiar?



"Design is not just what it *looks* like and *feels* like. Design is how it *works*."

Formulate



Good design
is EC!

ahem

$$E = MC^2$$

(Empathy = Meaning * Clarity * Confidence)

Envision



Building **intuition**
comes from building
intent intelligence

*"Intuition is a
hypothesis generator."*

Dylan Field

Co-founder of Figma

Interrogate



**Question like a journalist
*using 5W & 1H***

Who are your users?

What do they need to get done?

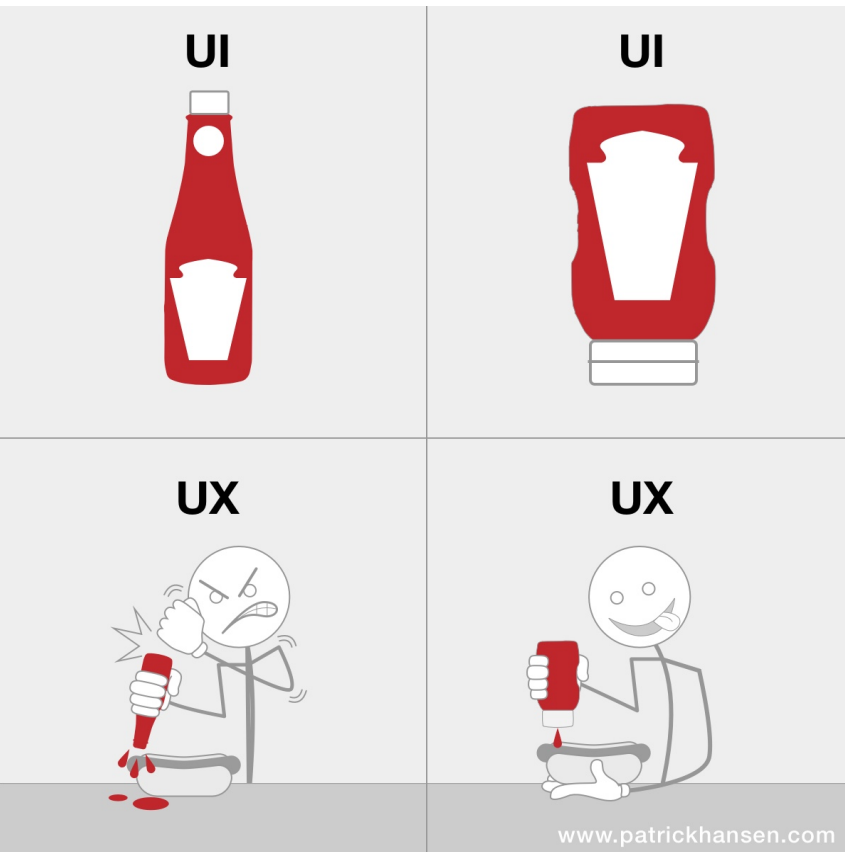
Why do they need it done?

When do they need it done?

Where will they get it done?

How will they get it done?

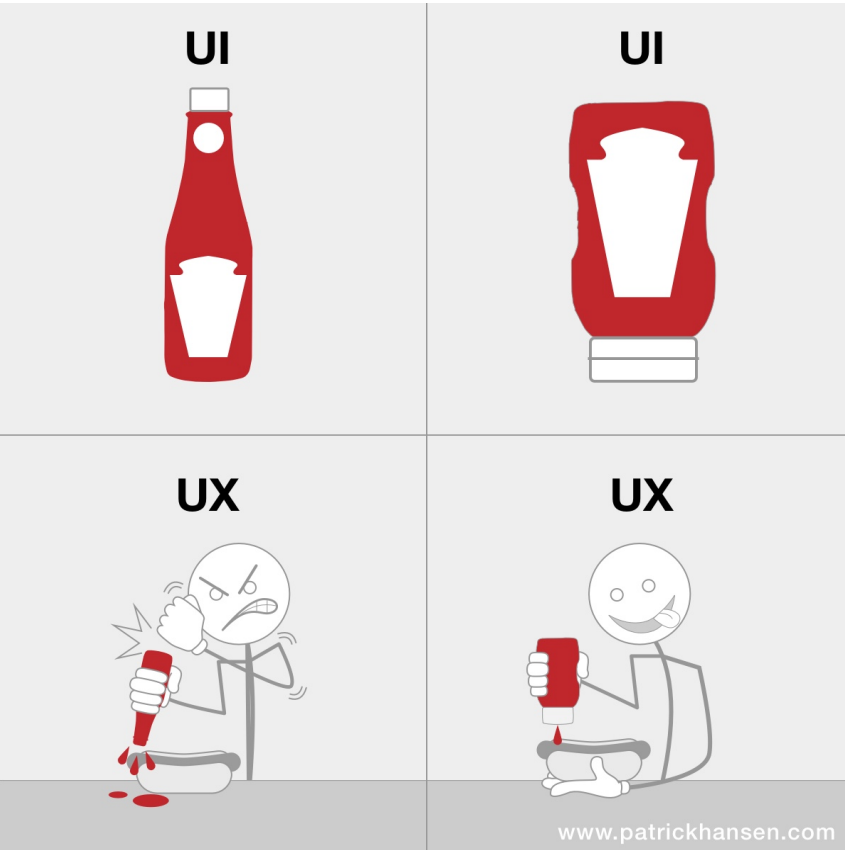
Experience



User Experience (UX)

- **Anticipation**
 - Jobs to be done (JTBD)
 - Expectations
- **Anxiety**
 - Friction
 - Fears/worries
- **Assurance**
 - Confidence
 - Completion

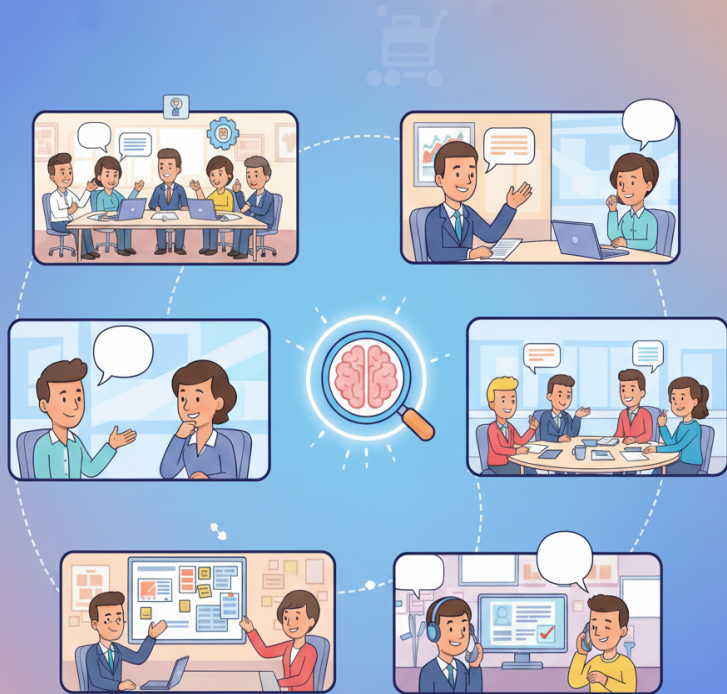
Interface



User Interface (UI)

- **Actions**
 - Inputs, Choices, Clicks, Confirmations
- **Anatomy**
 - Layout
 - Hierarchy
- **Appearance**
 - Visuals (colors, fonts, icons)
 - Aesthetics

Discover



Ask

Talk to stakeholders

- Conduct user interviews
- Form a customer advisory board
- Attend editorial board meetings
- Talk to user support
- PS: Care for your complainers

Prototype



Imagine

- Problem framing
- User journey mapping
 - Happy & wild paths
- Whiteboard wireframe sketches
- Interactive prototypes
- AI adoption (Vercel, Lovable)
- Design reviews (A/B options)
- Iterate & improve

Standardize



Define

- **Design systems**
 - Design libraries
 - Design QC checklists
- **Decision logs**
 - Eg: No popups within popups / No long-scrolls
- **Metrics**
 - Measure steps & clicks

Improve



Refine

- Periodic UX audits
- Localization (multi-lingual)
- Personalization
- Accessibility (WCAG compliance, Responsive UI)

Humanize



UI/UX as a conversation

- Play a helpful concierge
- Mind your language
 - Avoid technical jargon
Eg: 'Fetch data' vs 'Get info'
- Keep interactions clear, direct, natural and nudge-y
 - Eg: '
"Authentication failed. Unable to proceed"
vs
"Please check your username/
password and try again"

Humanize



User: "Hey! I'd like to submit my manuscript."

System: "Sure. We accept docx, doc, latex and pdf. You can also give us your supporting files and we'll automatically categorize them for your confirmation. In case you haven't read the author instructions, here's a quick summary and a link to the detailed guidelines if you need them"

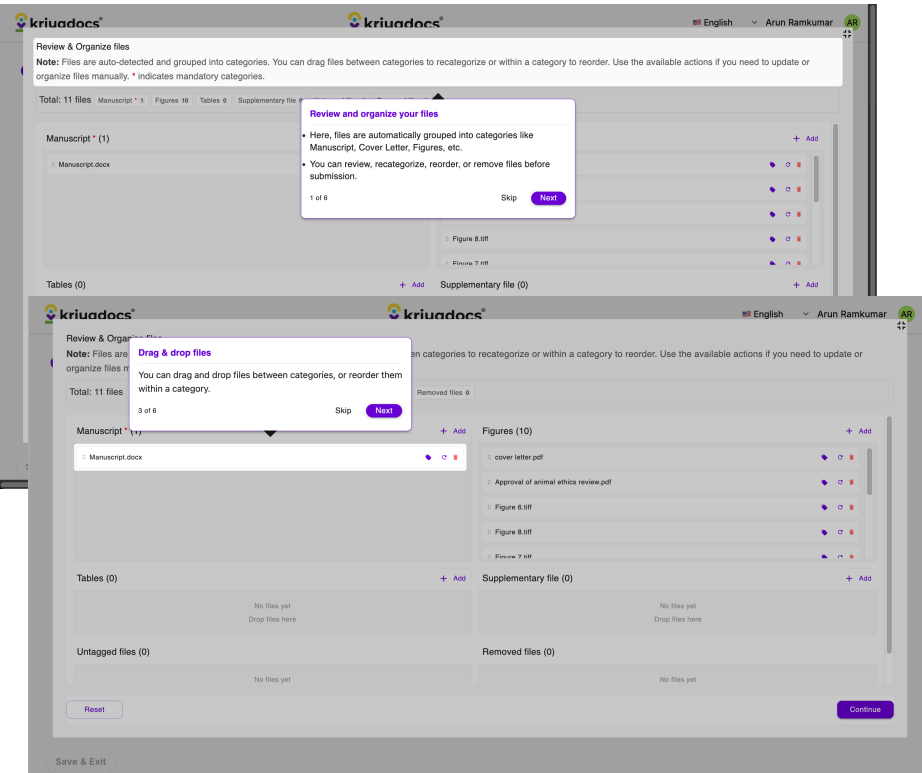
User: "Cool. Here you go!"

System: "Thanks. We see that you gave us 10 files and we've categorized them. Let me know if you need any changes."

User: "Let's remove Fig_7b.jpg, that's not needed. The rest look good."

System: "Done. We've successfully saved your files and also auto-filled the form. Review and make corrections if any. Once you submit, we'll mail you a confirmation with a manuscript ID"

Guide



Walk the Talk

- No bulky user manuals
- Embedded walk-thru wizards
- In-app chatbots
- Information hotspots
- New updates beacon

Transform

The screenshot displays the Kriyadocs web application interface. At the top, there is a search bar and navigation options. The main content area is divided into four columns representing different stages of the review process:

- Author resubmission (11):** Contains articles like 'kriya_2025_422' and 'kriya_2025_416', each with a title, abstract, and a list of authors with their roles and dates.
- Editorial assistant (58):** Contains articles like 'kriya_2024_117' and 'kriya_2025_603', with titles and author information.
- Section editor (8):** Contains articles like 'kriya_2025_417' and 'kriya_2024_105', with titles and author information.
- Associate editor (3):** Contains articles like 'kriya_2025_614' and 'kriya_2025_634', with titles and author information.

Each article entry includes a title, a brief abstract, and a list of authors with their roles and dates. The interface also features a sidebar on the left with navigation icons and a footer with the copyright notice: 'Copyright © 2025 Kriyadocs by Exter Premedia Services, India.'

'Familiar' to 'Fresh'

- Understand existing expectations & behaviours
- Abstract the function
- Reimagine the form
- Get feedback & refine

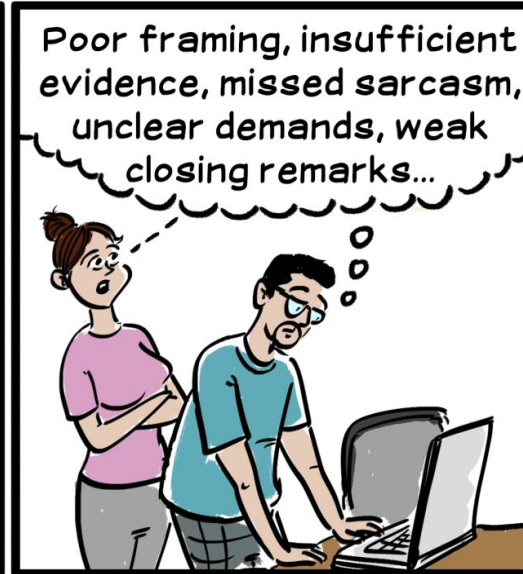
Storify

Drawing Conclusions #701



Setup

"Letters to the editor"



Tension

by Arun Ramkumar



Resolution

Storify

Setup

- User knows the goal
- Initiates action



Tension

- Decisions to make
- Challenges / Friction
- Anxieties / worries



Resolution

- Goal achieved
- User satisfied

Eg: Editor finds and invites reviewers

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Editor needs to invite 3 reviewers they have in mind• Editor opens reviewer pool | <ul style="list-style-type: none">• Search by name (fname / lname) or affiliation• Unsure of exact spelling• Reviewer unavailable or busy | <ul style="list-style-type: none">• Reviewers found• Reviewers invited |
|---|---|---|

PS: Be mindful of the previous and next 'scene'
(Empty states, confirmation pages, exit actions)

Dance *(like all your users are watching)*



Bring the Fun!

*"Never gonna
give U(X) up,
Never gonna let
U(sers) down!"*