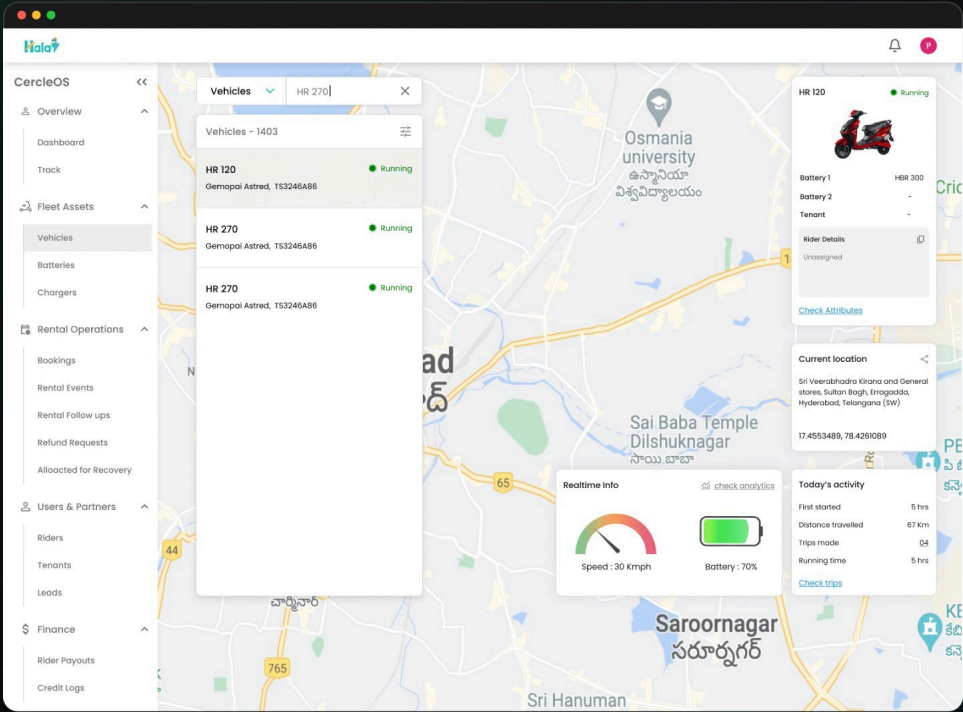


Navigation Redesign

Rebuilding the navigation and IA of CercleOS,
Hala’s B2B fleet platform



ROLE

Led nav and IA

TEAM

4 designers

PRODUCT

CercleOS (web)

USERS

Sales, ops, care

TIMELINE

2024 – 2025



ABOUT ME

Hi, I'm Moazzam

Product designer, 3+ years across enterprise B2B, SaaS and B2C in the UAE and India. I turn complex workflows into simple products.

Gloify	Mashreq Bank's corporate credit platform	2025–26
Hala Mobility	EV mobility app and fleet dashboards	2024–25
Delphi Consulting	Wasl, Mubadala, Emirates Steel Arkan, Tabreed	2024
Piche	SaaS and web products	2023–24

AT A GLANCE

A sidebar teams can actually find things in

PROBLEM

An icon-only sidebar of nested menus. New hires learned the navigation before the job.

MY ROLE

Led the navigation and IA redesign, as one of four designers on the platform.

WHAT I DESIGNED

A new sidebar, tabs, breadcrumbs and IA, grouped by how teams actually work.

IMPACT

~9s → ~5s

average time to reach a key module. Misclicks down 61%.

01 — PROBLEM

Built by developers, outgrown by its users

CercleOS runs Hala’s EV lifecycle: vehicles, batteries, rentals, riders and payouts.
As it scaled, every feature added another icon to the sidebar.

BASELINE
WEB ANALYTICS

~9s

to reach a key module

14%

drop-off after 2+ clicks

Frequent

misclicks on unlabeled icons

Confusing labels

In-Transit vs Recovery Vehicles:
hard to tell apart.

Slow workflows

Nested menus and extra clicks in
daily operations.

No room to grow

Every new feature became
another icon.

Hidden actions

Important workflows were
buried.

What users told us

“When I’m training new people, I spend more time teaching them how to navigate than teaching them the actual job.”

Senior Operations Lead

High-frequency tasks were hard to find.

The sidebar overwhelmed people, so they used a fraction of it.

Navigation slowed onboarding for every new hire.

WHO I SPOKE TO

Customer care team

6 hub managers

3 internal ops team members

HOW ELSE I DUG IN

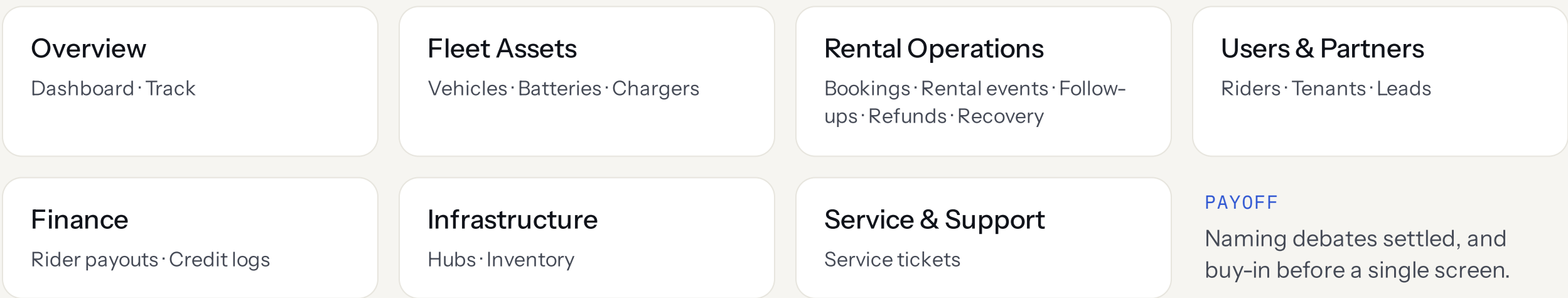
Audit of 50+ screens

Heuristic evaluation of key workflows

Benchmarked Coulomb AI, Fleetio, Samsara, Fleetx

Group by how teams work, not by how the database is built

Stakeholders from Operations, Tech and Management card-sorted every module into themes and named them. The result: 7 groups, in their own words.



Labels on every item, in a sidebar that gets out of the way

Labels plus icons

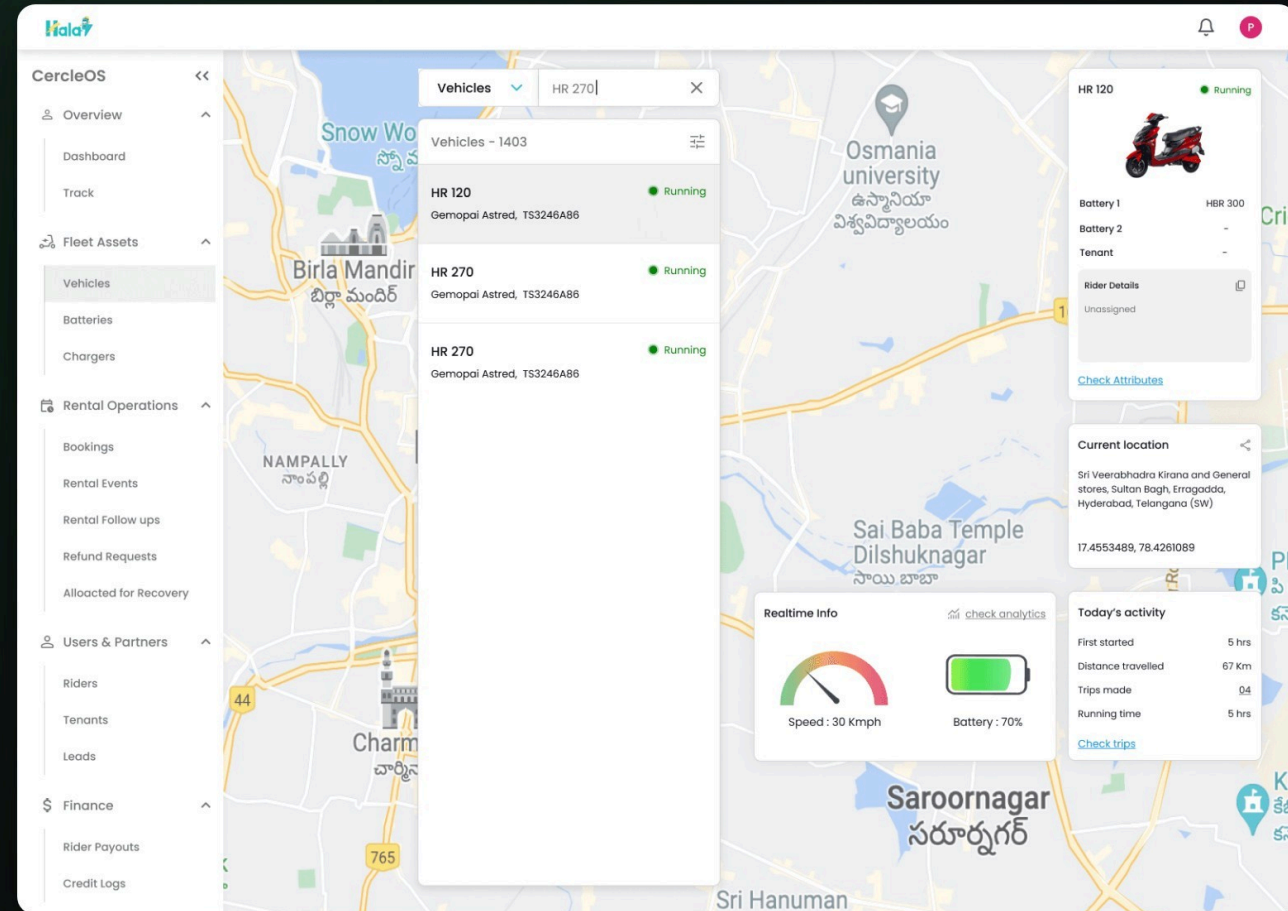
Nobody should have to guess what an icon means.

Expandable groups

Seven named groups instead of a flat rail.

Collapses while you work

It responds to the cursor and gives dense tables their room back.



03 – DECISION 3

Three navigation levels, one job each

Mapping critical flows (assigning vehicles, tracking recovery, battery lifecycle) showed repeated steps and levels that behaved differently.

01 · Sidebar

Where am I?

Which area of the business

02 · Tabs

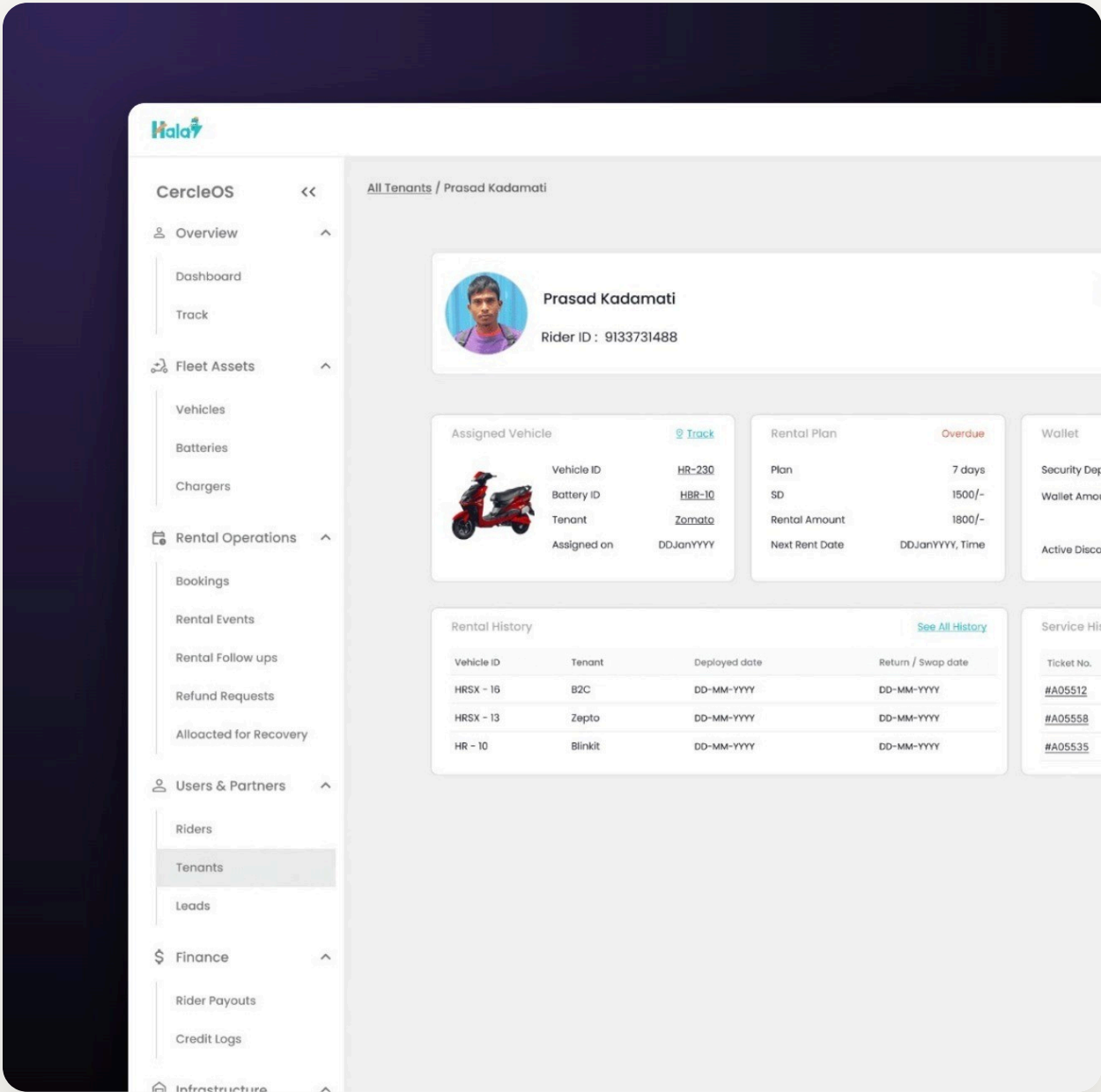
Which slice do I need?

Filters live in the page, not the menu

03 · Detail

One record

Breadcrumbs lead back up a level



Tabs slice a list without leaving the page

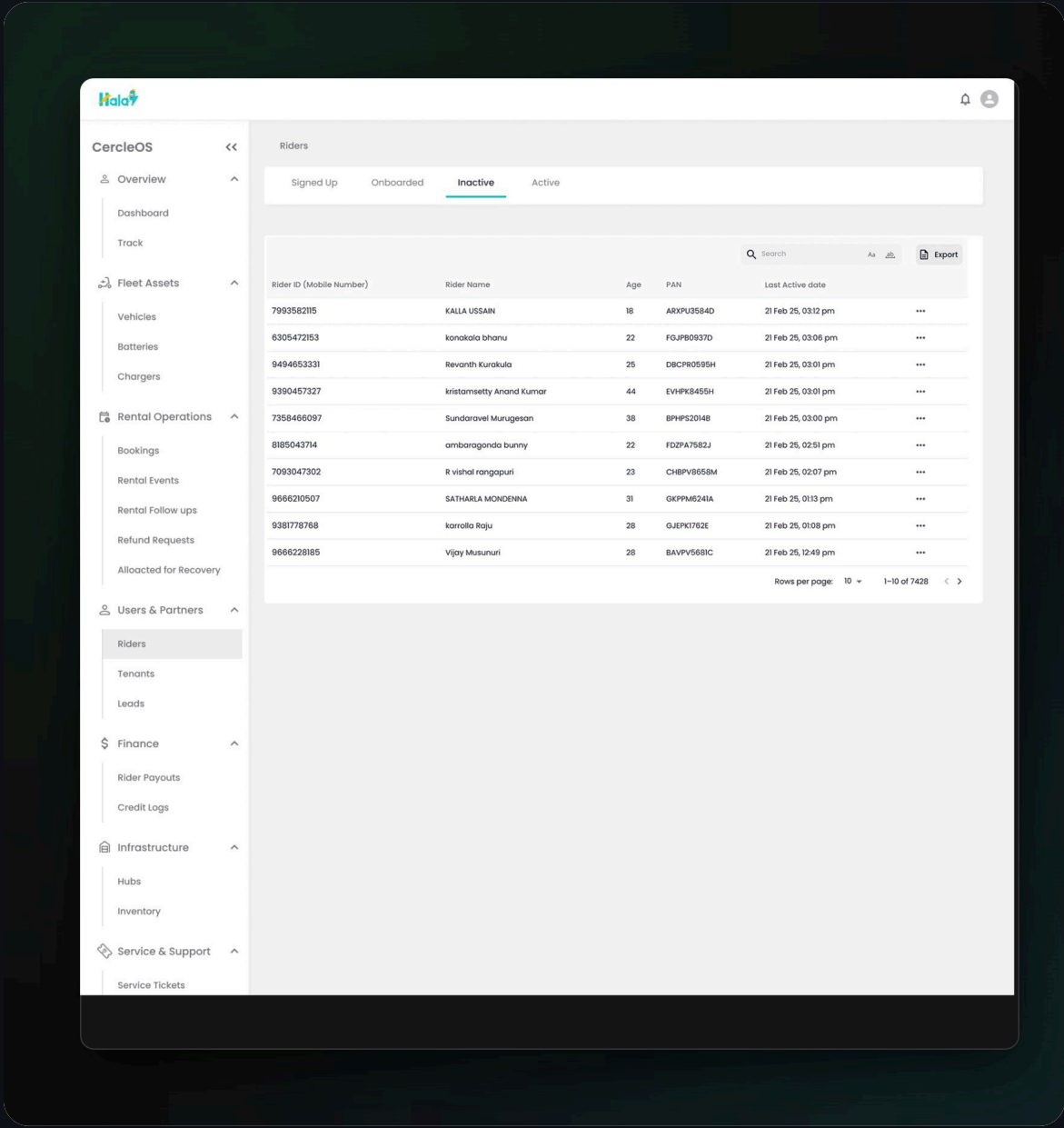
Riders list: grouped sidebar on the left, Signed up · Onboarded · Active · Inactive tabs on top.

Named groups

Users & Partners holds Riders, Tenants and Leads.

Deeper modules surface

Daily use of modules like Recovery Vehicles up 22%.



Measured three ways: analytics, usability tests and an A/B test

~5s

Time to a key module
from ~9s · web analytics

6%

Drop-off after 2+ clicks
from 14% · web analytics

92%

Reach a module in 5s
from 64% · usability test, 8 users

–61%

Misclicks
A/B test · deeper-module use
+22%

WHAT I LEARNED

Let the users sort the menu

More roles, more mental models

Clarity drives adoption

MOAZZAM MATTU • PRODUCT DESIGNER

Thank you

Happy to walk through the card sort and test results.

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