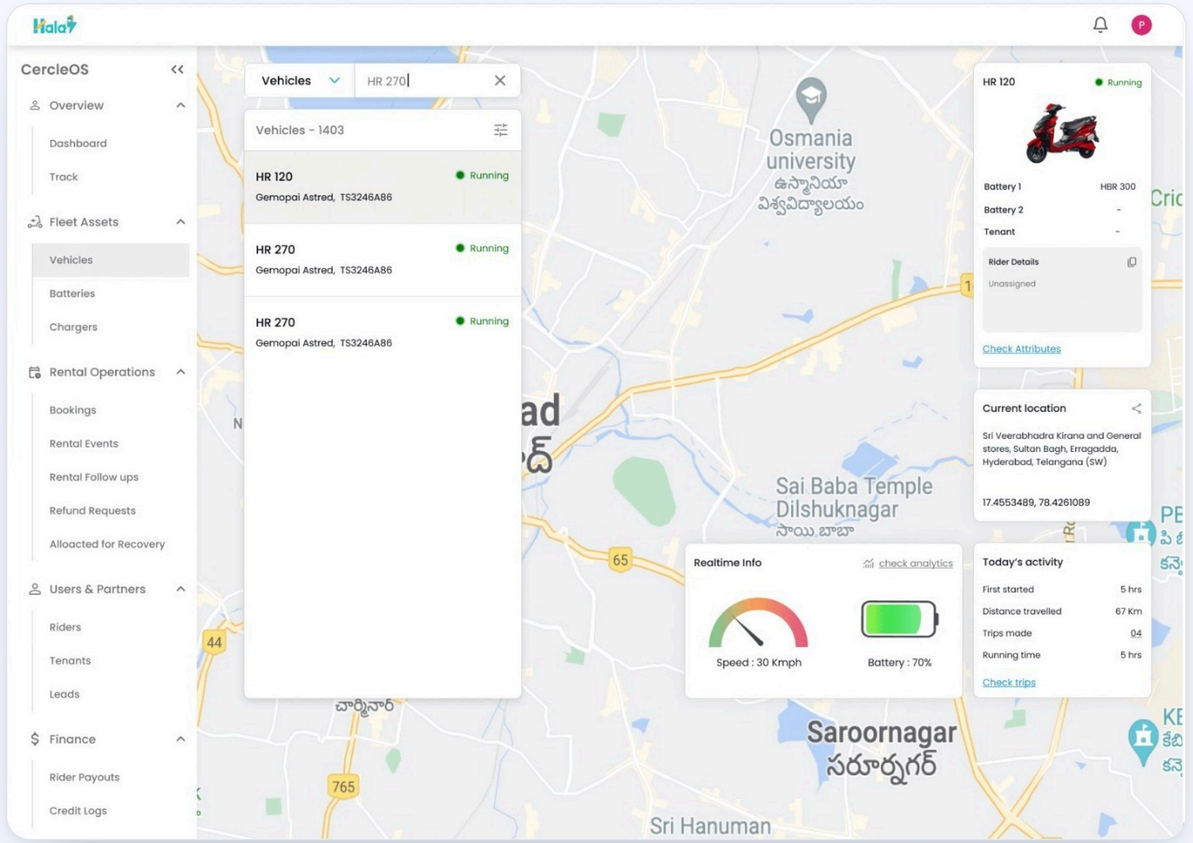
UX CASE STUDY · HALA MOBILITY

Navigation Redesign

Rebuilding the navigation and information architecture of CercleOS, a B2B fleet management platform.



ROLE

Led nav and IA redesign

TEAM

4 designers

USERS

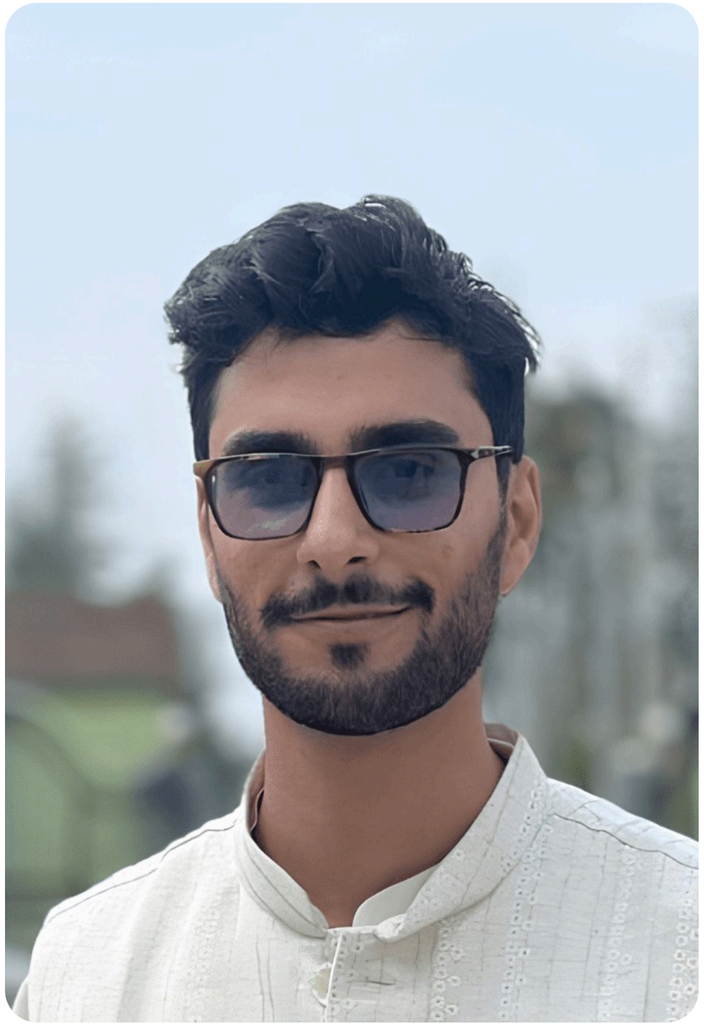
Sales, ops, customer care

TIMELINE

2024 – 2025

RESULT

~9s → ~5s to reach a module



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

Navigation built around how teams actually work

PROBLEM

A sidebar of nested, overlapping menus. Teams couldn’t find daily tools, and new hires struggled.

MY ROLE

Led the navigation and IA overhaul as one of four designers, with stakeholders and developers.

WHAT I DESIGNED

A new sidebar, breadcrumbs, tabs and IA, validated with card sorting and testing.

RESULT

~9s → 5s

average time to reach a key module.

HOW I GOT THERE

50+ screens audited
Plus a heuristic evaluation of critical workflows

Card sorting
With Operations, Tech and Management

Usability testing
8 users, task-based

A/B testing
Then tracked live with web analytics

01 · PROBLEM

Built by developers, outgrown by its users

CercleOS manages Hala’s EV lifecycle. It was built with little focus on UX or IA, and as it scaled the sidebar filled with nested menus.

BASELINE · WEB ANALYTICS

~9s
to reach a key module

14%
drop-off after 2+ clicks

Frequent
misclicks on unlabelled icons

WHAT WAS GOING WRONG

Confusing labels	In-Transit and Recovery Vehicles were hard to tell apart.
Slow workflows	Nested menus and extra clicks slowed daily operations.
No room to grow	New features didn’t fit the existing menu.
Inconsistent structure	Redundant, overlapping sections.
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.”

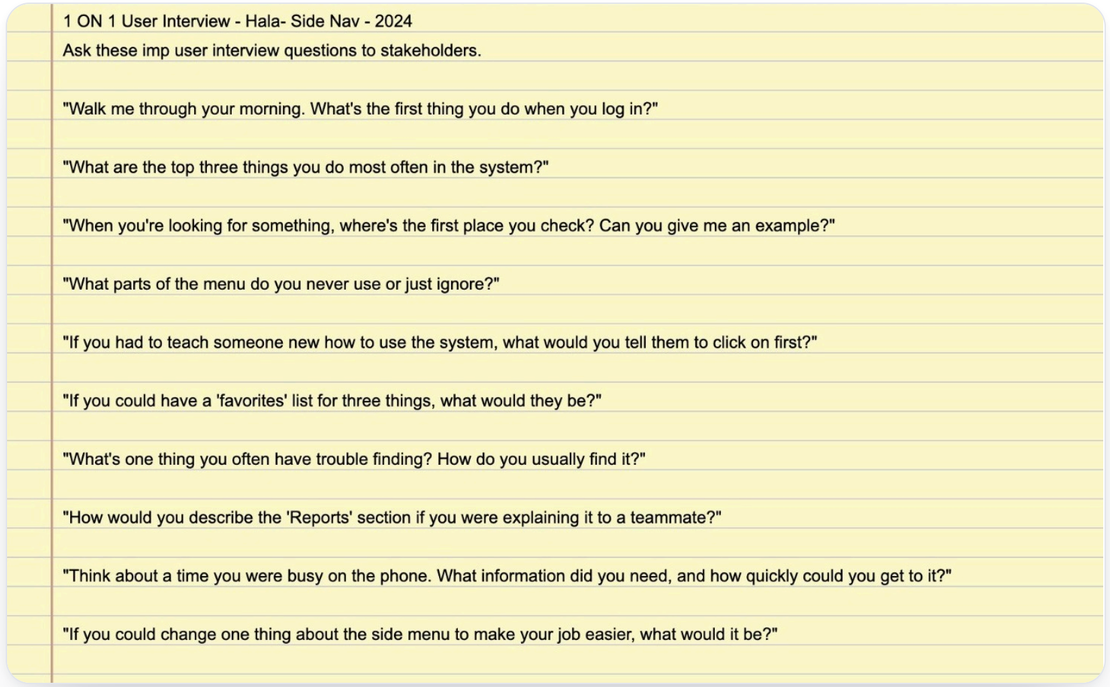
SENIOR OPERATIONS LEAD

WHAT WE HEARD

High-frequency tasks were hard to find

The sidebar was overwhelming, so people used only a fraction of the features

Navigation slowed onboarding for new hires



1 ON 1 User Interview - Hala- Side Nav - 2024

Ask these imp user interview questions to stakeholders.

"Walk me through your morning. What's the first thing you do when you log in?"

"What are the top three things you do most often in the system?"

"When you're looking for something, where's the first place you check? Can you give me an example?"

"What parts of the menu do you never use or just ignore?"

"If you had to teach someone new how to use the system, what would you tell them to click on first?"

"If you could have a 'favorites' list for three things, what would they be?"

"What's one thing you often have trouble finding? How do you usually find it?"

"How would you describe the 'Reports' section if you were explaining it to a teammate?"

"Think about a time you were busy on the phone. What information did you need, and how quickly could you get to it?"

"If you could change one thing about the side menu to make your job easier, what would it be?"

Interview guide used with the customer care team, 6 hub managers and 3 internal ops members, alongside a 50+ screen audit and heuristic review.

03 · CARD SORTING

Letting the teams sort the menu

Stakeholders from Operations, Tech and Management grouped module cards into themes and named them.

MODULE CARDS

Vehicles	**Drivers**	**Trips**	**Battery**	**Charging**
Recovery	**Reports**	**Billing**	**Settings**	**+ more**

WHAT CAME OUT OF IT

Clear sidebar themes

Modules grouped the way teams think about their work.

Labels in the teams' own language

Names chosen by the people who use them daily.

Fewer duplicate terms

Overlapping sections merged.

Buy-in before design

Stakeholders agreed on the structure before a single screen.

Benchmarked Coulomb AI, Fleetio, Samsara and Fleetx, and adapted the patterns that suited CercleOS's depth.

04 · STRUCTURE

Three clear levels instead of nested menus

01 PRIMARY
Sidebar
Themes from card sorting. Which area of the business am I in?

02 SECONDARY
Tabs
Views inside a module. Which slice of this list do I need?

03 TERTIARY
Detail level
Individual records, with breadcrumbs back up one level at a time.

FLOWS I MAPPED

Assigning vehicles

Tracking recovery

Checking battery lifecycle

I found repeated steps, inconsistent navigation between levels and unnecessary clicks, then combined related actions.

A sidebar that gets out of the way

1 Responds to the cursor

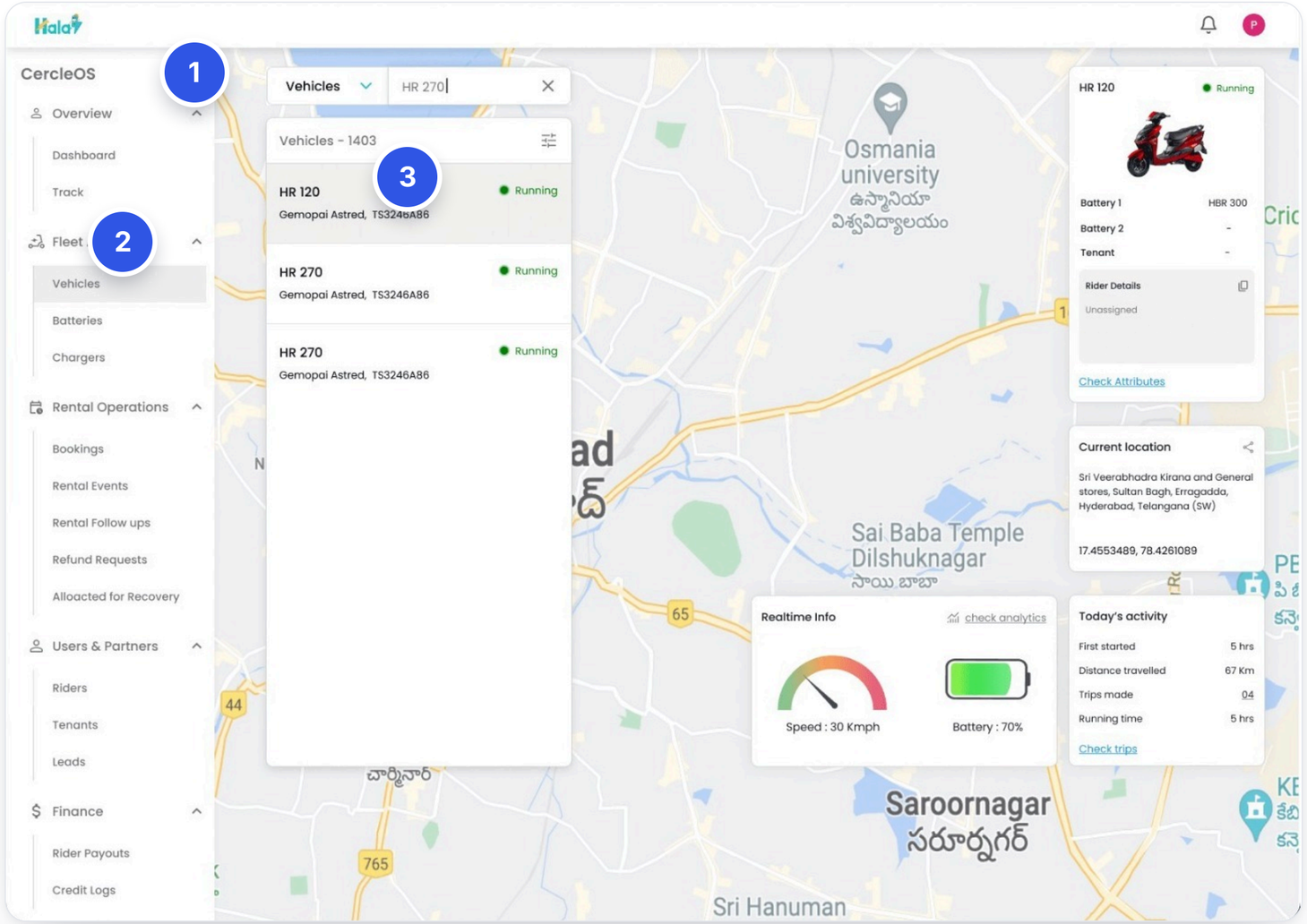
It collapses as you move into the page, giving maps and tables more room.

2 Grouped by theme

The structure from card sorting, in the teams' own labels.

3 Fewer clicks for daily jobs

Related actions combined across the three levels.



From nested menus to clear themes

Before

Icon-only rail

No labels
Users had to hover or guess what each icon meant.

No grouping
Related pages sat far apart; unrelated ones sat together.

Unclear names
In-Transit vs Recovery Vehicles were hard to tell apart.

No room to grow
Every new feature became another icon.

~9s to reach a key module · 14% drop-off after 2+ clicks

→

After

Grouped by how teams work, named in their words

Overview
- Dashboard
- Track

Fleet Assets
- Vehicles
- Batteries
- Chargers

Rental Operations
- Bookings
- Rental Events
- Rental Follow-ups
- Refund Requests
- Allocated for Recovery

Users & Partners
- Riders
- Tenants
- Leads

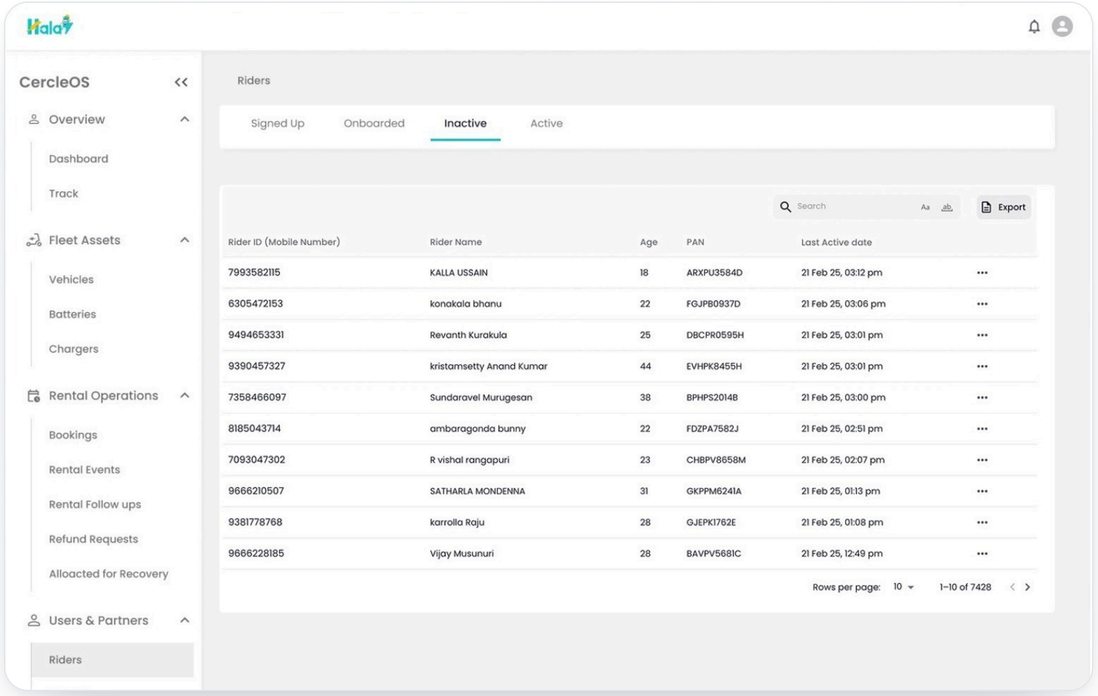
Finance
- Rider Payouts
- Credit Logs

Infrastructure
- Hubs
- Inventory

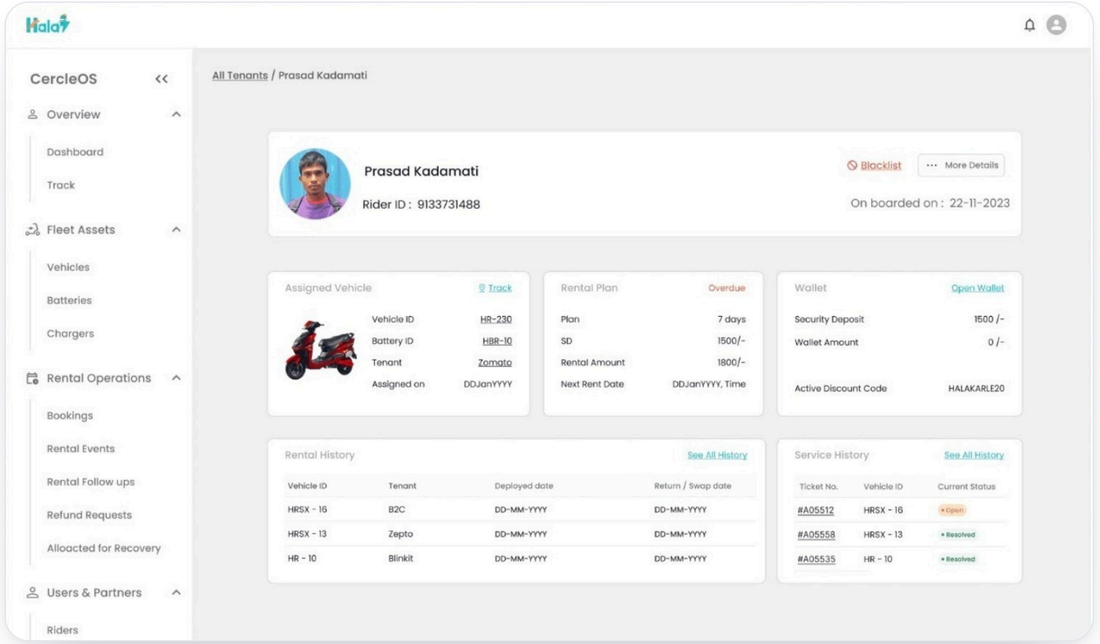
Service & Support
- Service Tickets

~5s to reach a key module · 6% drop-off after 2+ clicks

Tabs slice a list without leaving the page



Riders list. Grouped sidebar, with Signed up, Onboarded, Active and Inactive tabs.



Rider detail. One record, with breadcrumbs back to the list.

06 · VALIDATION

Proved in testing, then in production

USABILITY TESTING · 8 USERS

Reached a module within 5 seconds

92% from 64%

Average time to find a page

6s from 12s

A/B TESTING

Misclicks

−61% vs old navigation

Daily active use of deeper modules

+22% vs old navigation

WEB ANALYTICS · LIVE

Time to reach a key module

~5s from ~9s

Drop-off after 2+ clicks

6% from 14%

07 · IMPACT

Faster to find, easier to learn

~5s

To reach a key module

down from ~9s

6%

Drop-off after 2+ clicks

down from 14%

–61%

Misclicks

in A/B testing

+22%

Daily use of deeper modules

like Recovery Vehicles

Plus faster internal operations and positive feedback from the teams who use it daily.

WHAT I LEARNED

One-size-fits-all navigation breaks in B2B

Multiple roles mean multiple mental models

Clarity drives adoption

MOAZZAM MATTU · PRODUCT DESIGNER

Thank you

Happy to walk through any screen in detail.

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