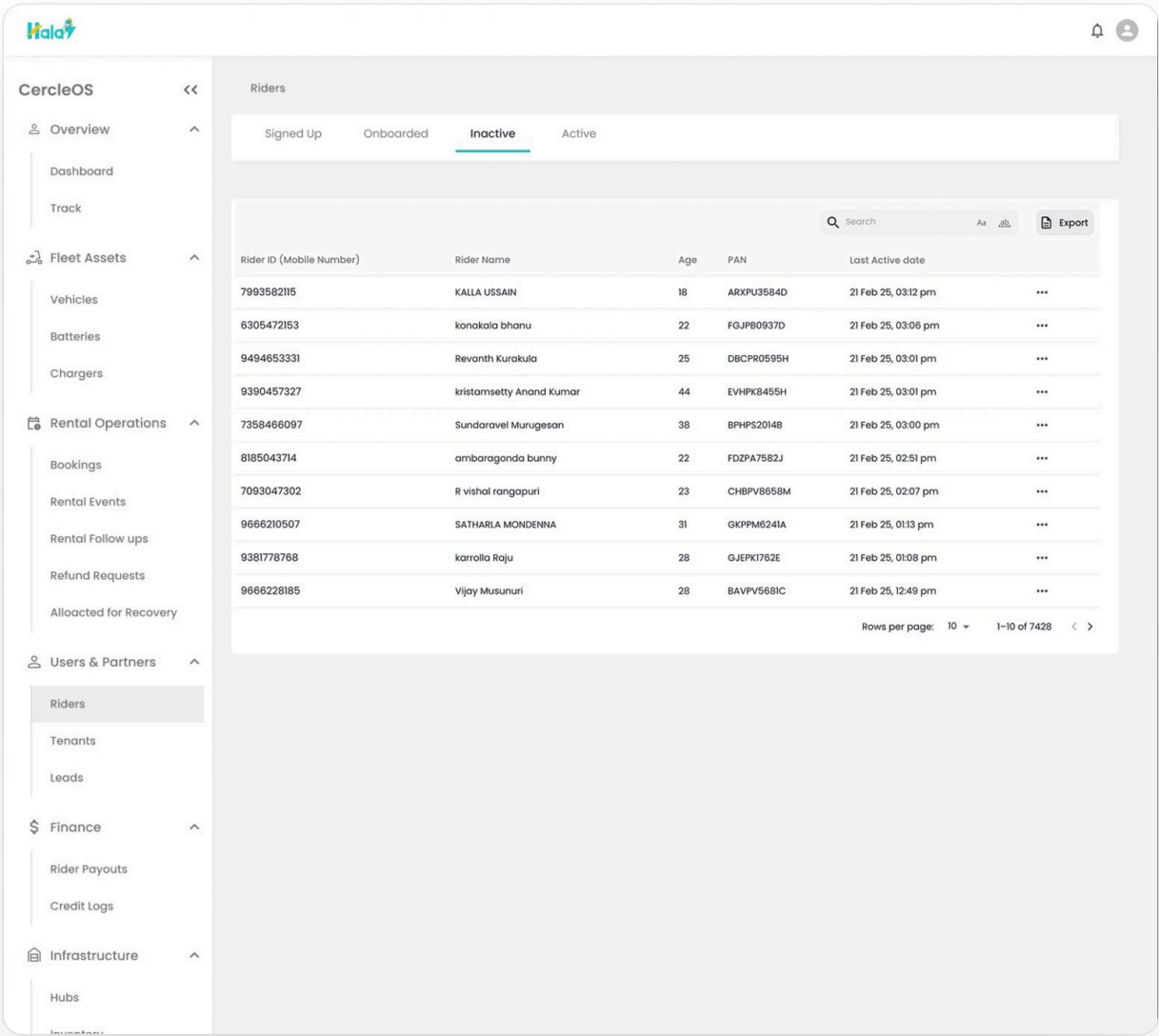


Navigation Redesign

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



ROLE	TEAM	USERS	TIMELINE	RESULT
Led nav and IA redesign	4 designers	Sales, ops, customer care	2024 – 2025	~9s → ~5s to 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

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.

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

HOW I LEARNED

50+ screen audit · heuristic evaluation of critical workflows · interviews with the customer care team, 6 hub managers and 3 internal ops team members

WHAT WE HEARD

High-frequency tasks were hard to find

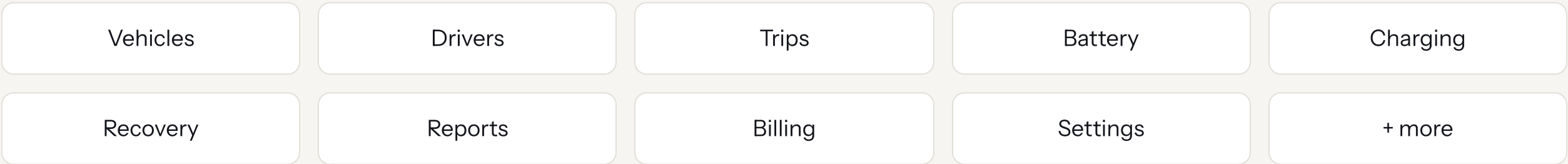
The sidebar was overwhelming, so people used only a fraction of the features

Navigation slowed onboarding for new hires

Letting the teams sort the menu

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

MODULE CARDS



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

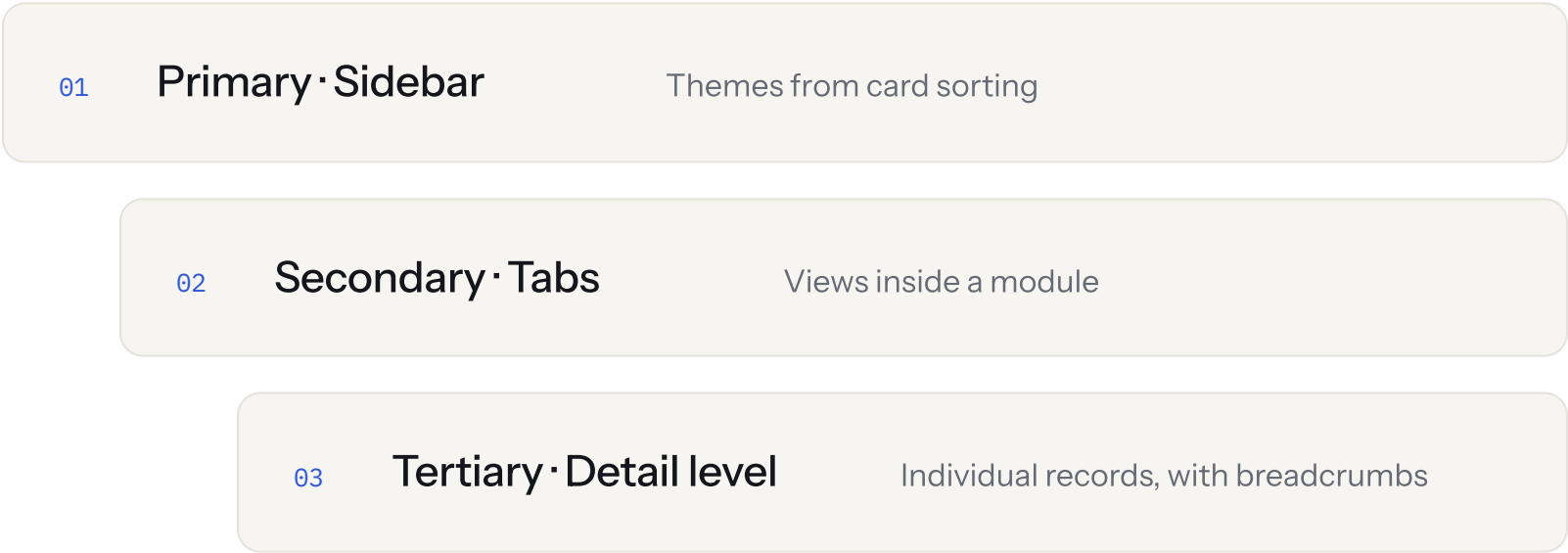
Overlapping sections merged.

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.

Three clear levels instead of nested menus



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

Responds to the cursor

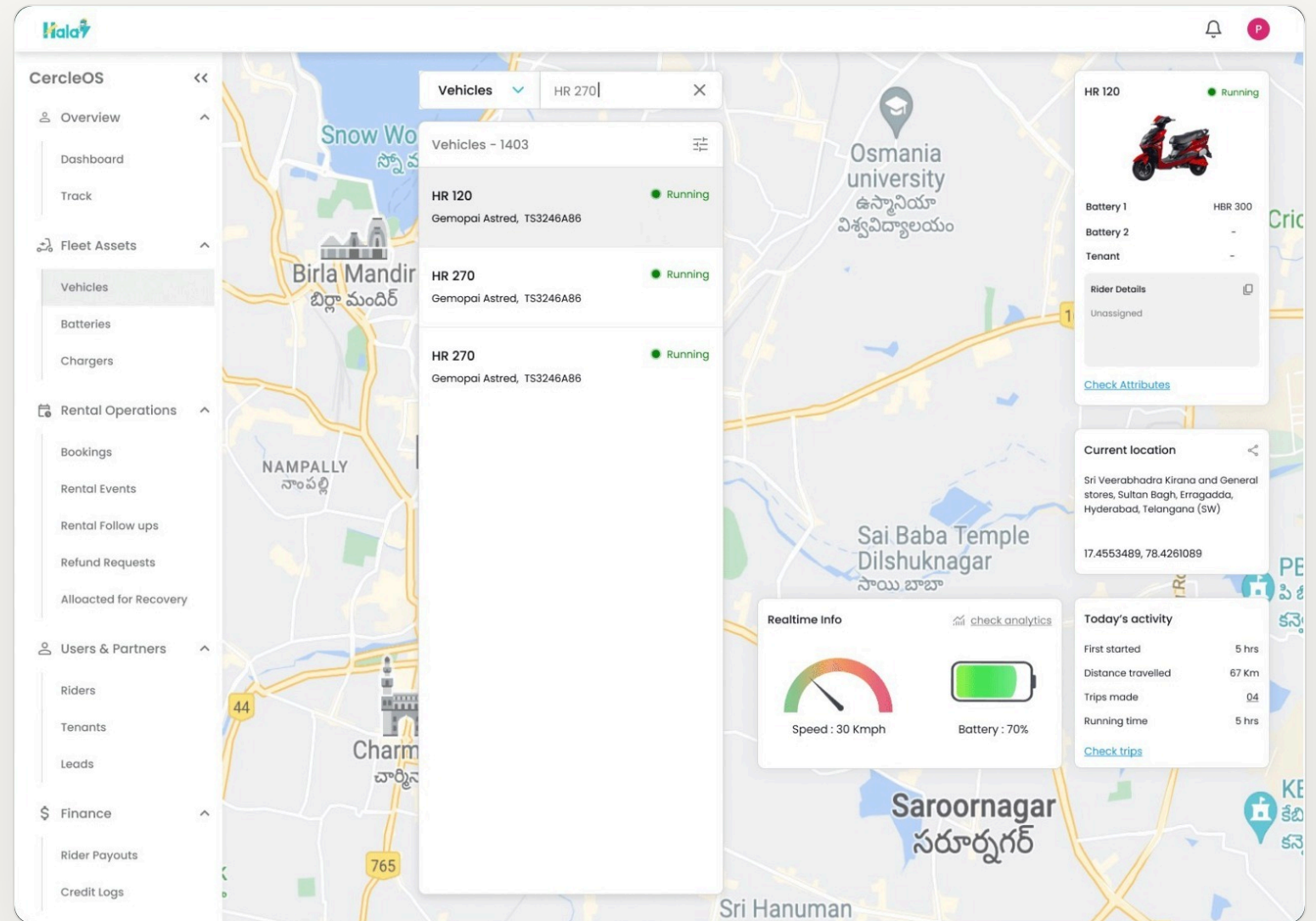
It responds to cursor movement, so it stays out of the way and gives maps and tables more room.

Grouped by theme

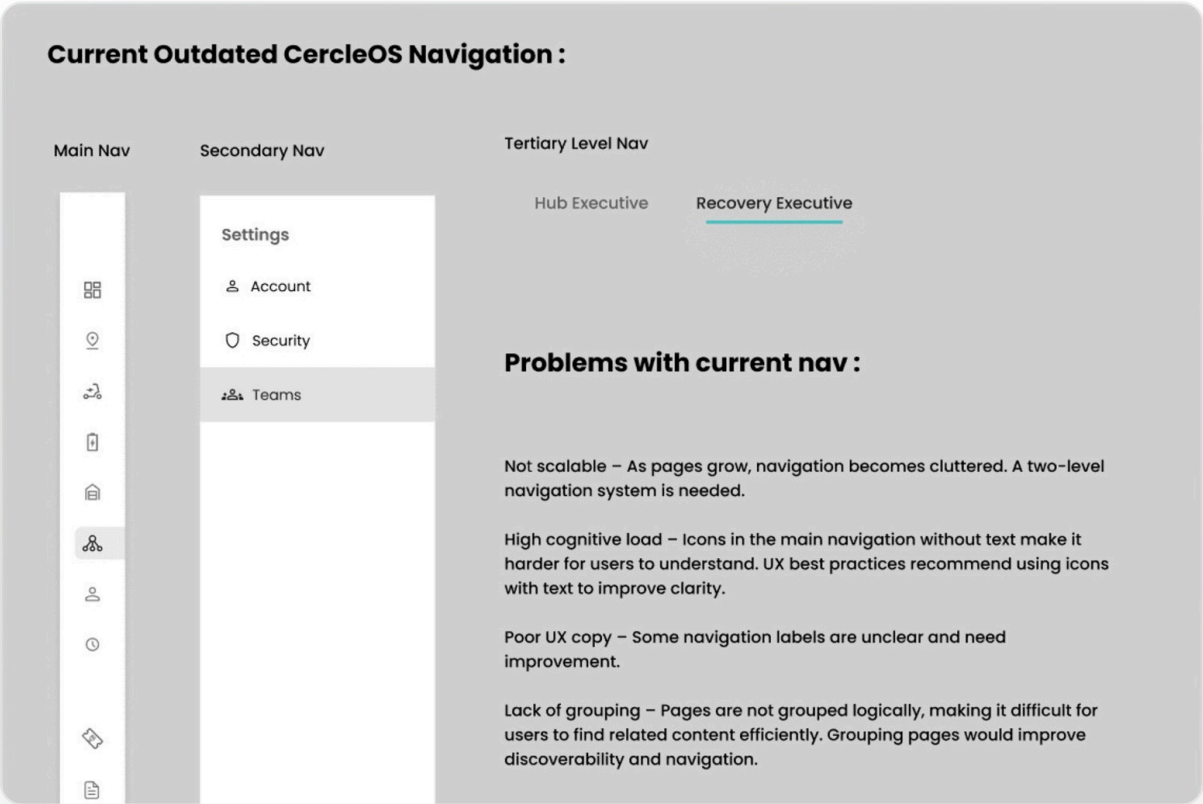
The structure from card sorting, in the teams' own labels.

Fewer clicks for daily jobs

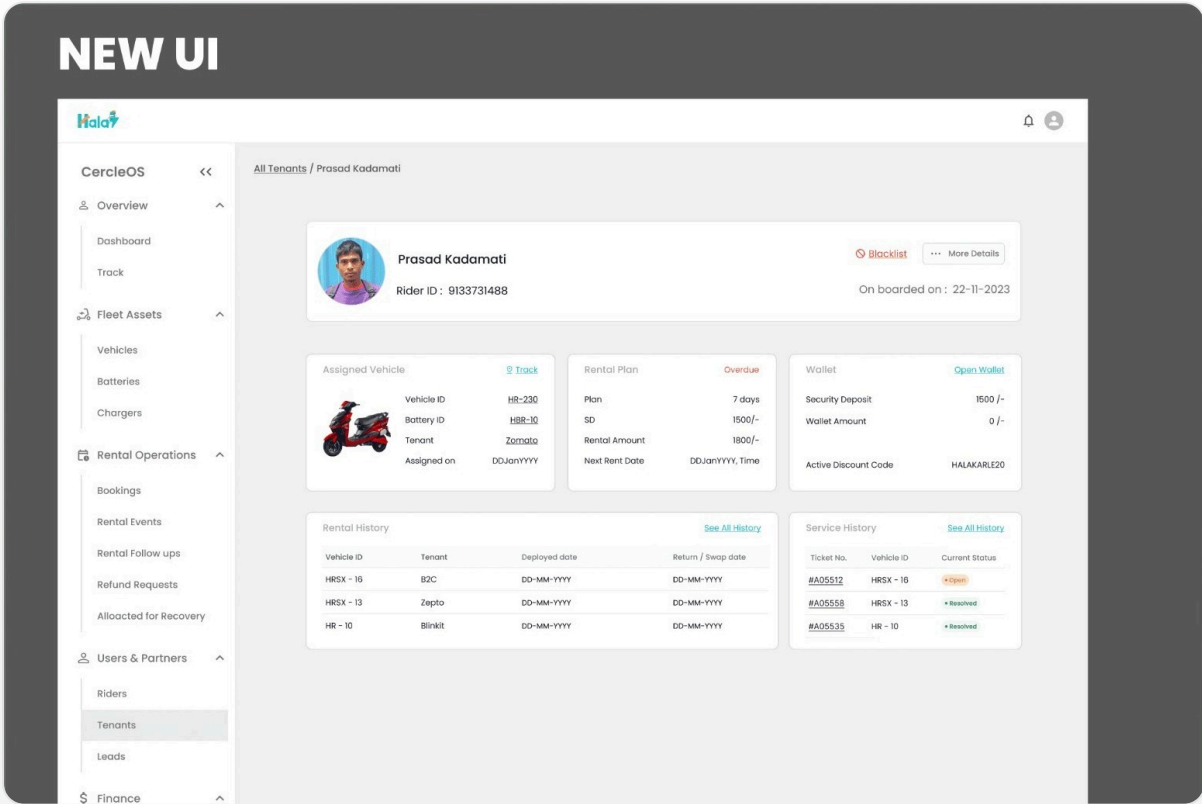
Related actions combined across the three levels.



From nested menus to clear themes



BEFORE Three nav layers with unclear labels and no grouping.



AFTER Themed sidebar, tabs and detail views in one consistent pattern.

Proved in testing, then in production

USABILITY TESTING • 8 USERS, TASK-BASED

Reached a module within 5 seconds 64% → **92%**

Average time to find a page 12s → **6s**

A/B TESTING

Misclicks **-61%**

Daily active use of deeper modules **+22%**

WEB ANALYTICS • LIVE

Time to reach a key module ~9s → **~5s**

Drop-off after 2+ clicks 14% → **6%**

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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