

UX UI DESIGN

CASE STUDY

ECOMMERCE SERVICES MANAGEMENT APPLICATION DESIGN FOR AN IT COMPANY

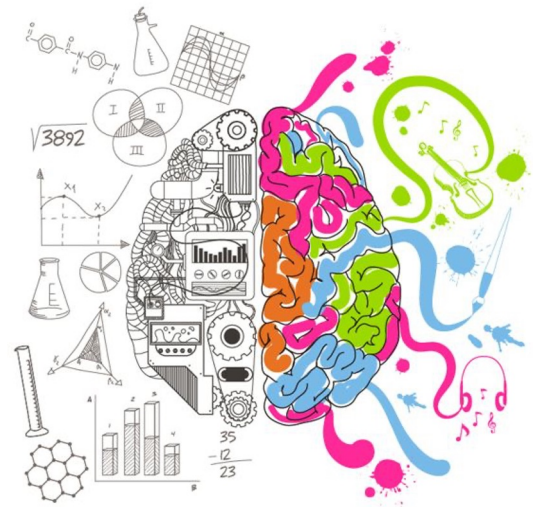
Prepared by

ABHISHEK CHAVAN | UX UI DESIGNER

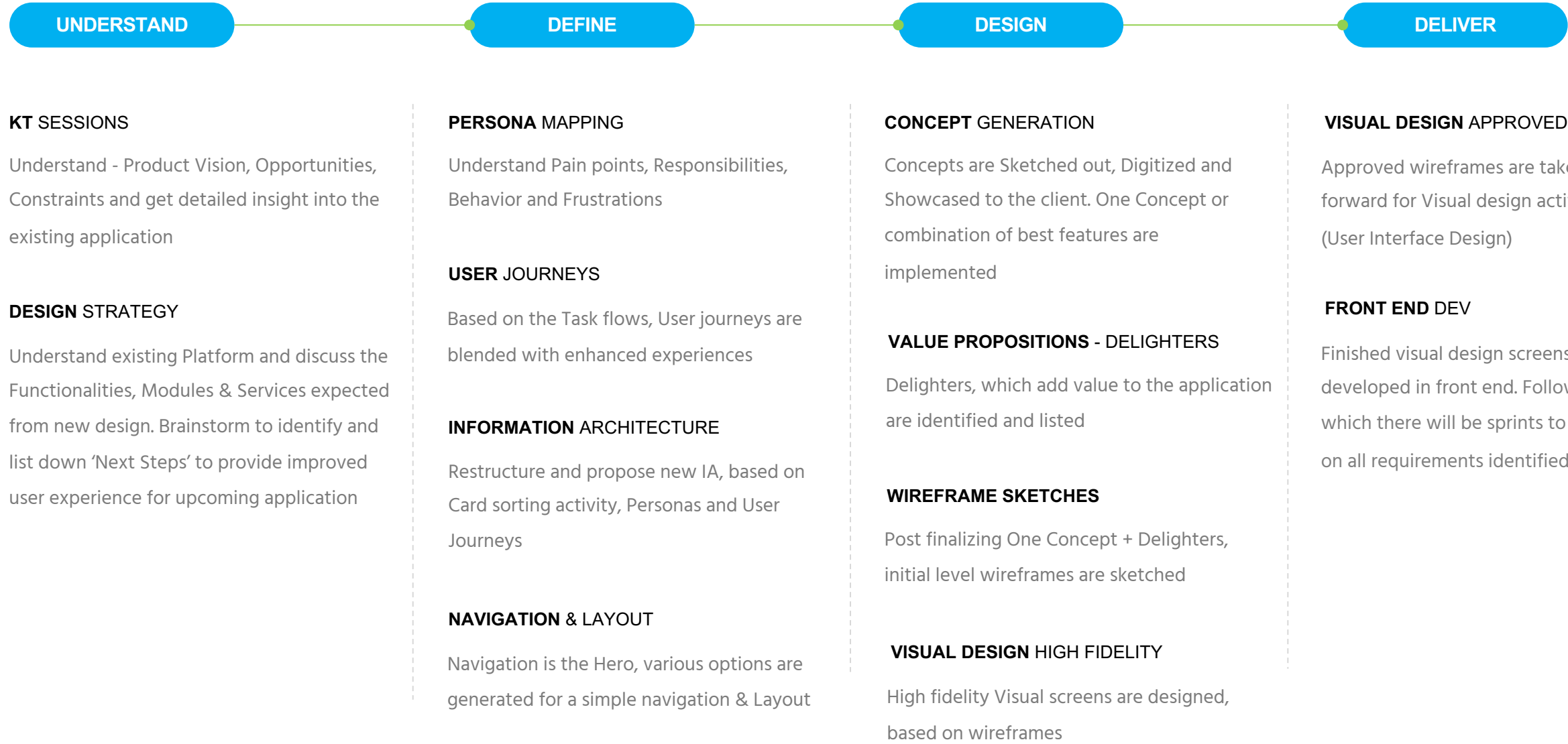
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Note: Images used in the document are for illustration purpose only

DESIGN APPROACH



USER EXPERIENCE DESIGN





We conducted KT Sessions with Client – Technology and Business Teams , to formulate a common Product Vision, get detailed insight into the existing product, Opportunities, Constraints and the requirements to revamp the platform.

Objectives

- › To understand the existing platform, its purpose and how it works.
- › To understand the users, their behaviours, needs, frustrations and motivations
- › Define features to give solutions to user problems and strategies to create seamless user experience.

DESIGN STRATEGY



Both the teams shall work together to form UX Vision and Design Strategy.

Next steps

- › Understand the Platform, Functionalities, Modules & Services
 - › Empathize end user's Requirements, Pain points and find Solutions
 - › Simplify Information for better visibility
- › Improve user engagement by structuring the platform
 - › Study Trends and Functionalities
 - › Data management

PERSONA MAPPING



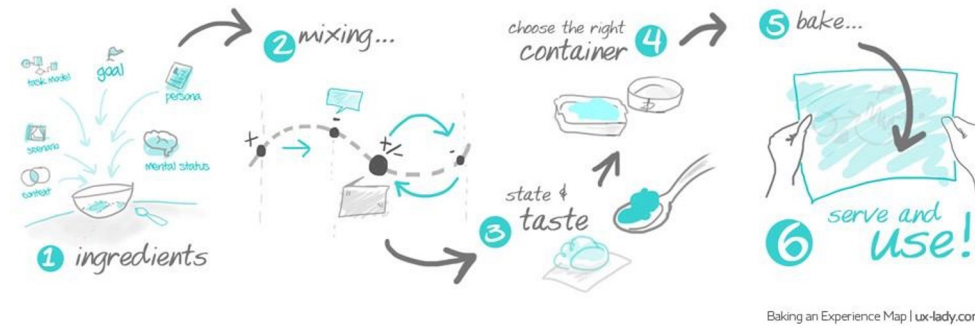
Persona Mapping is a crucial activity in the design process. Personas assist in identifying core problems that could be a turn around solution for the new design.

Identify Key Insights

- › Identify right stake holders for the application
- › Prepare for Interviews with end users
- › Listen to the pain points and concerns

- › Hear out expectations and wish list from the new design
- › Jot down good features from existing application
- › Analyze personas and look at a holistic picture for User Journey

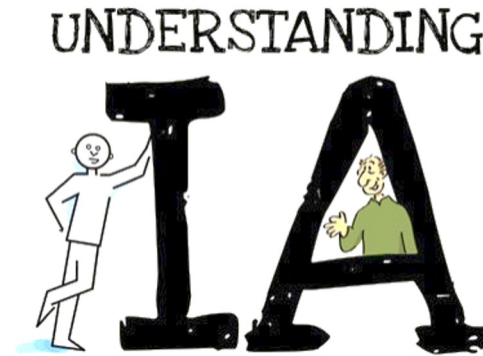
USER JOURNEY



User journeys help keep users at the forefront when making design decisions. They are used to highlight pain points and uncover the most significant opportunities for building a better and more relevant experience for user.

Next steps

- › Activity mapping of personas to specific task flows
 - › Bridge the gap between existing application and upcoming design
 - › Provide enhanced experience considering all scenarios
- › Connect the dots by Seamless Navigation
 - › Identify value additions
 - › Keep the journey as simple as possible



Information Architecture is the Foundation for any application design and can vaguely be defined as an organized structure for multiple levels of information.

Next steps

- › Card Sorting activity assists in defining IA
 - › Breakdown existing IA to lowest level + Identify new modules/ features
 - › Restructure information based on requirements
- › Too much nesting of information can make the application complicated
 - › Do not disrupt user's Mental Model
 - › Simple but Intuitive IA provides better experience

NAVIGATION & LAYOUT



Navigation leads the user to specific pages, with simplicity. Whereas, Layout is the style to display information.

Navigation

- › Navigation can be categorized as Primary, Secondary, Tertiary etc.
- › User should be able to reach the desired page of interest with less clicks
- › Too many tabs in primary/ secondary navigation can be misleading

Layout

- › Layout depends on the segment of application to be designed.
- › Do not disrupt user's Mental Model
- › Customizable layout assists the user to set individual preferences

CONCEPT GENERATION



Based on the Information Architecture, Navigation and Layout, various concepts are sketched out which are radical in nature. This helps client to imagine the new design in different dimensions.

Key Insights

- › Navigation & Layout will be the hero
- › Concepts should have strong rationale, as to, why it is the way it is
- › Final concept can be combination of best features/ components picked from other concepts showcased

Concept Comparison

- › Sketched concepts needs to be digitized and showcased as comparison
- › Comparison helps user to identify best suitable solution to be taken forward to design & build entire application
- › Elements to evaluate concepts: Navigation, Layout, Utilization of Real Estate & Simplicity to use

WIREFRAMES & VISUALS



Post finalization of a Concept, wireframes are sketched and then digitized in UX tools. Please note that wireframes are greyscale, so that the user focusses on the functional aspects of design and not get influenced by colors. These wireframes are brought to life by adding colors in Visual design phase

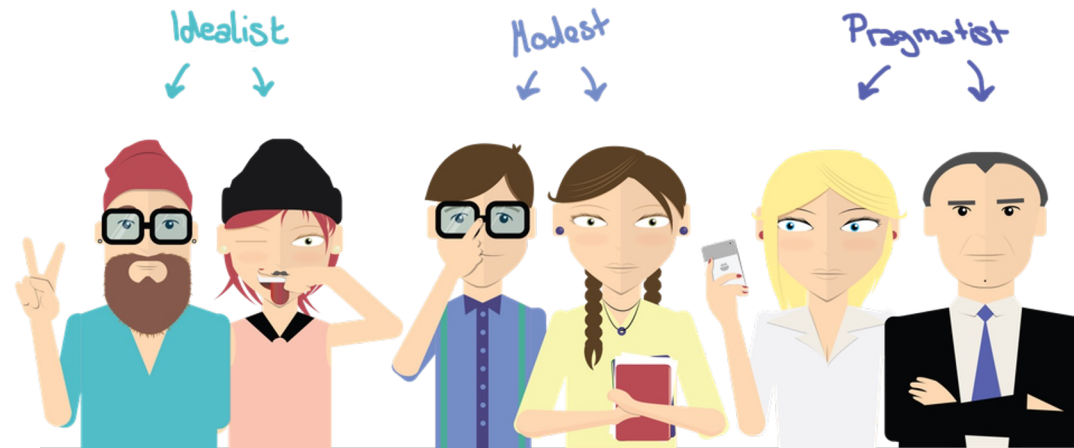
Wireframes

- › Wireframes are sketched based on the final concept
- › On paper sketch > Wireframe approval > Digitize in UX tool
- › Wireframing is an iterative process

Visual design

- › Brand guidelines rule visual design activity
- › Enterprise applications have a different style for look & feel
- › Elements governing visual design: Fonts, Colors, Spacing, Alignment etc.

PERSONA MAPPING



Customer | Sales Rep | Partner | Operations | Solution Architect

DISCLAIMER

The Personas created in this document are for reference only. The insights are not based on real characters and data due to **NDA**, but derived out of **Role Play** exercise.

US REQUIREMENTS – QUESTIONNAIRE

Prime questions

The need for user to migrate to a new micro site and view ‘Services’?
Who configures a quote?
Who approves the quote?
How do the Sales Rep or Partner keep a track of quotes in process?
How often, the customer will need assist from Sales Rep?

Customer

The entire journey of activities by a Customer, from login to Quote.
What is the prime task of a Customer?
What is the primary action taken by a Customer?
Who all, will the customer contact, to generate quote? Possible scenarios
Customer’s fear and concerns in the process of generating a quote?
What is the percentage of B2B vs B2C, visiting the present Client Services site?
Are there any privilege customers? If so, is there any specific flow for them?

Sales Rep

The entire journey of activities by a Sales Rep, from login to Quote.
Is Sales Rep responsible for Online and Offline requests?
How does a Sales Rep receive requests from Customers in current scenario?

Partner

The entire journey of activities by a Partner
Does Partner have a Team?
How does a Partner receive requests from Sales Rep in current scenario?

Operations/ Solution Architect

The entire journey of activities by a Operations
The entire journey of activities by a Solution Architect

User Stories/ Epics for the personas

Pain Points for all the personas. It can be related to the UI, Cognitive load, Experience etc.

Wishlist or Expectations from the new design

Time taken to process each quote? Is Efficiency important? How many quotes are processed/ to be in a day (location based)

Global Regions, where the new design application will be used?

PERSONA – CUSTOMER



Personal Details

Name: John Doe

Age: 31 yrs

Designation: Software Engineer

Characteristics

Technology friendly ☐

Social Networking ☐

Efficiency ☐

Summary

A potential customer who is looking out to Configure and Purchase Services to the new/ existing hardware product

Pain points in Existing Application

- Tough to navigate and search for service
- Multi level navigation
- Nested pages
- Heavy information to consume

Expectations from New Design

- Streamline the experience to complete a task of generating a quote
- Low nesting of information
- Reduce number of clicks to perform a task
- Upfront display of frequently purchased services
- Should be able to track status of quote at any given time
- Notification mechanism

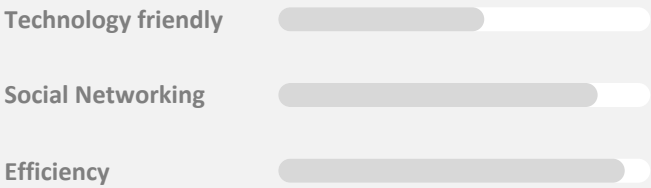
PERSONA – SALES REP



Personal Details

Name: Christopher Pane
Age: 25 yrs
Designation: Area Sales Rep

Characteristics



Summary

An individual, who connects with the customer and guides/ navigates to create Quote. Basically a bridge, between Customer and Partner

Pain points in Existing Application

- May not be available on all the platforms (Hand held devices)
- The application is not intuitive

Expectations from New Design

- Service selection should require minimal effort
- Service should be bundled for better intuitive entry
- Helps the user to recover from errors with minimal effort
- Better Approval tracking mechanism

PERSONA – PARTNER



Personal Details

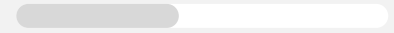
Name: Paul Simon

Age: 35 yrs

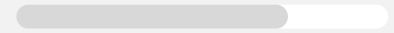
Designation: Region Partner

Characteristics

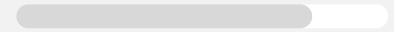
Technology friendly



Social Networking



Efficiency



Summary

An Individual, who assists the Customer or Sales Rep to Create Quote. Partner may or may not be associated with the organization (HP)

Pain points in Existing Application

- Requests are not displayed in an organized manner
- Too much data to process
- Application is not intuitive

Expectations from New Design

- As a key individual to configure services, he expects the application to be quick
- Appropriate Call to actions for better decision making
- Quick drill downs
- Tracking mechanism
- Notification mechanism

PERSONA – OPERATIONS



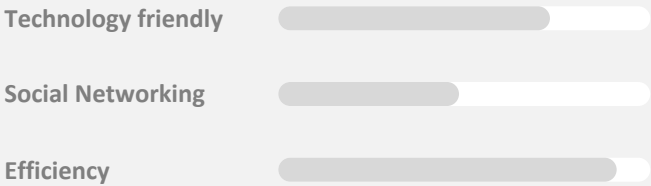
Summary

An Individual, in charge of seamless processing of Quotes. Also, resolves issues or errors during processing.

Personal Details

Name: Julia Harper
Age: 42 yrs
Designation: Manager

Characteristics



Pain points in Existing Application

- System is not intuitive
- Tracking of processed quotes or quotes on hold, cancelled etc.

Expectations from New Design

- Tracking mechanism
- Notification mechanism
- Reporting facilities

PERSONA – SOLUTION ARCHITECT



Personal Details

Name: Carrol James

Age: 28 yrs

Designation: Senior Solution Architect

Characteristics

Technology friendly

Social Networking

Efficiency

Summary

Prime Individual from Client, in charge of seamless processing of Quotes by Configuring services for Customer

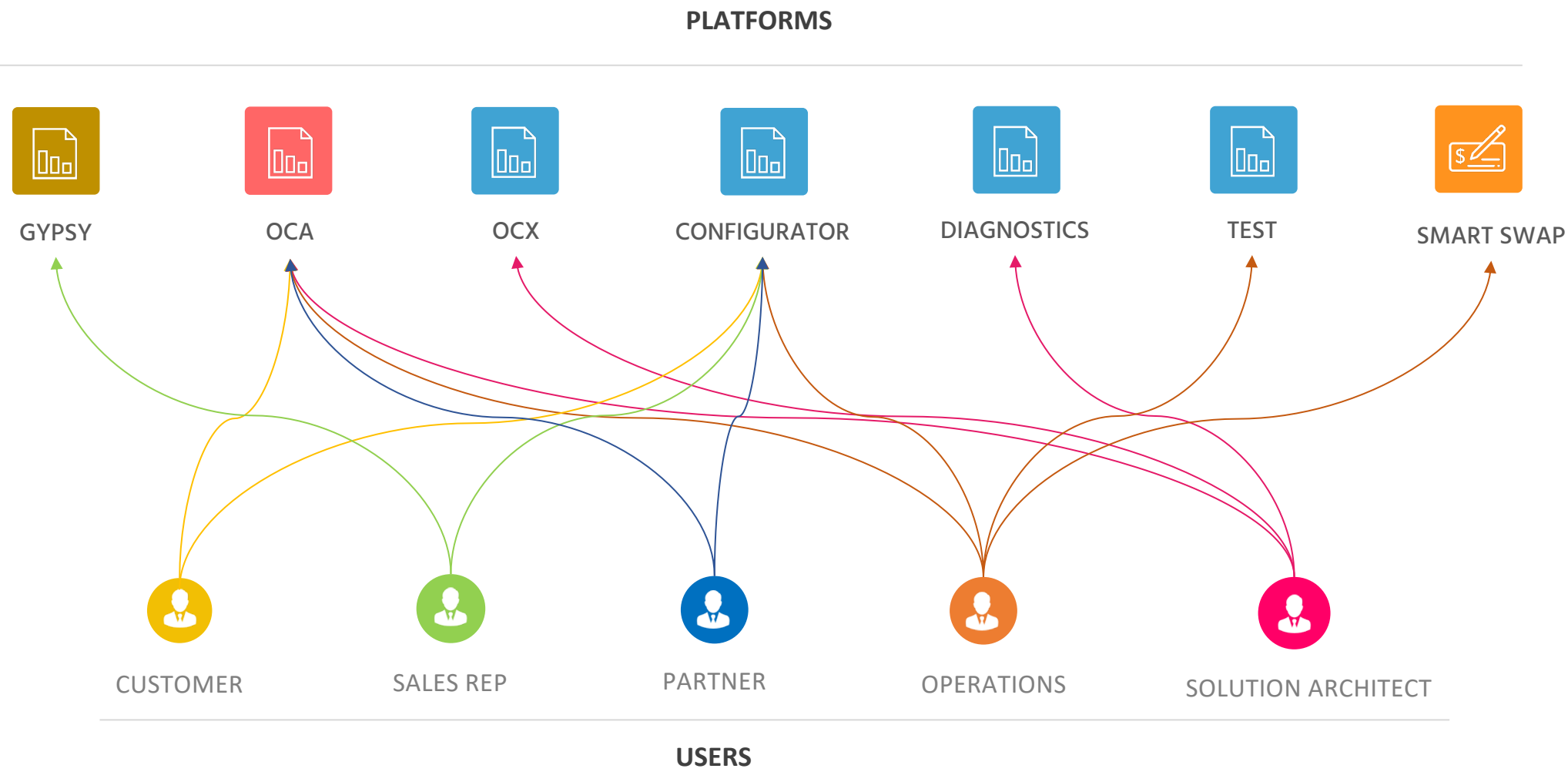
Pain points in Existing Application

- Associating service to a product is cumbersome

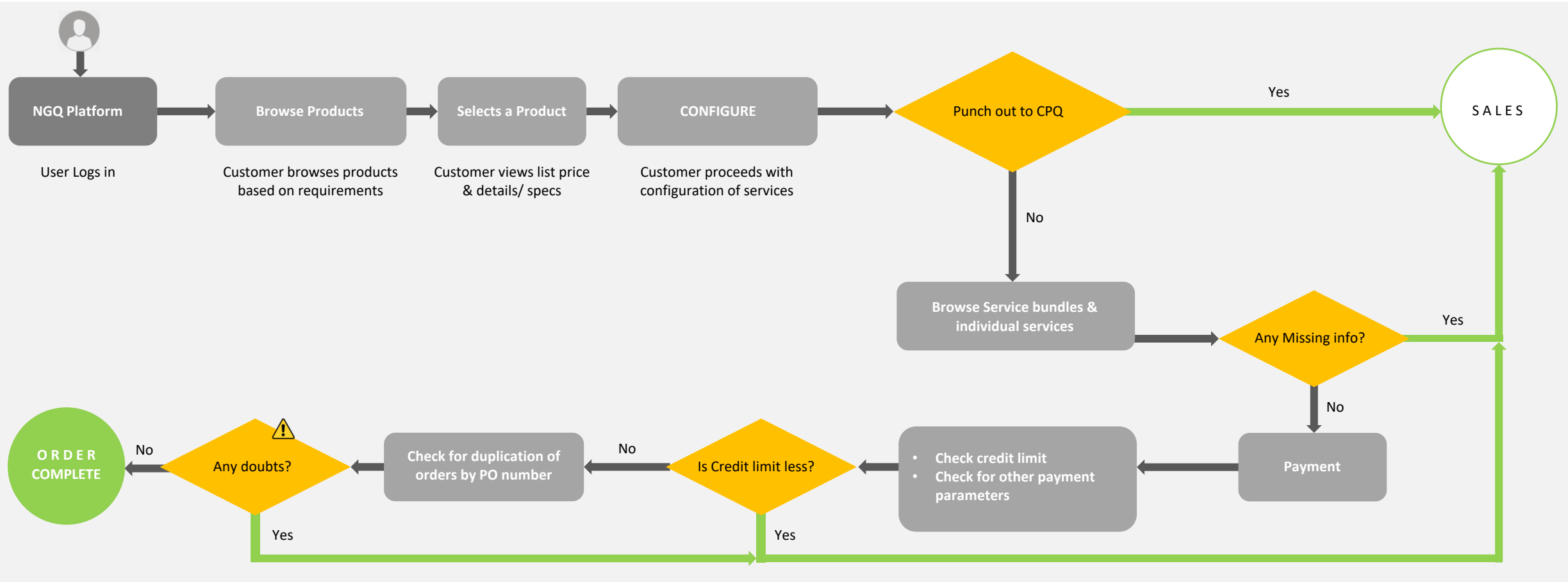
Expectations from New Design

- Notification mechanism
- Improved and intuitive experience for configuring services

RELATIONSHIP – USERS & MODULES



TASKFLOW – CUSTOMER



USER JOURNEY

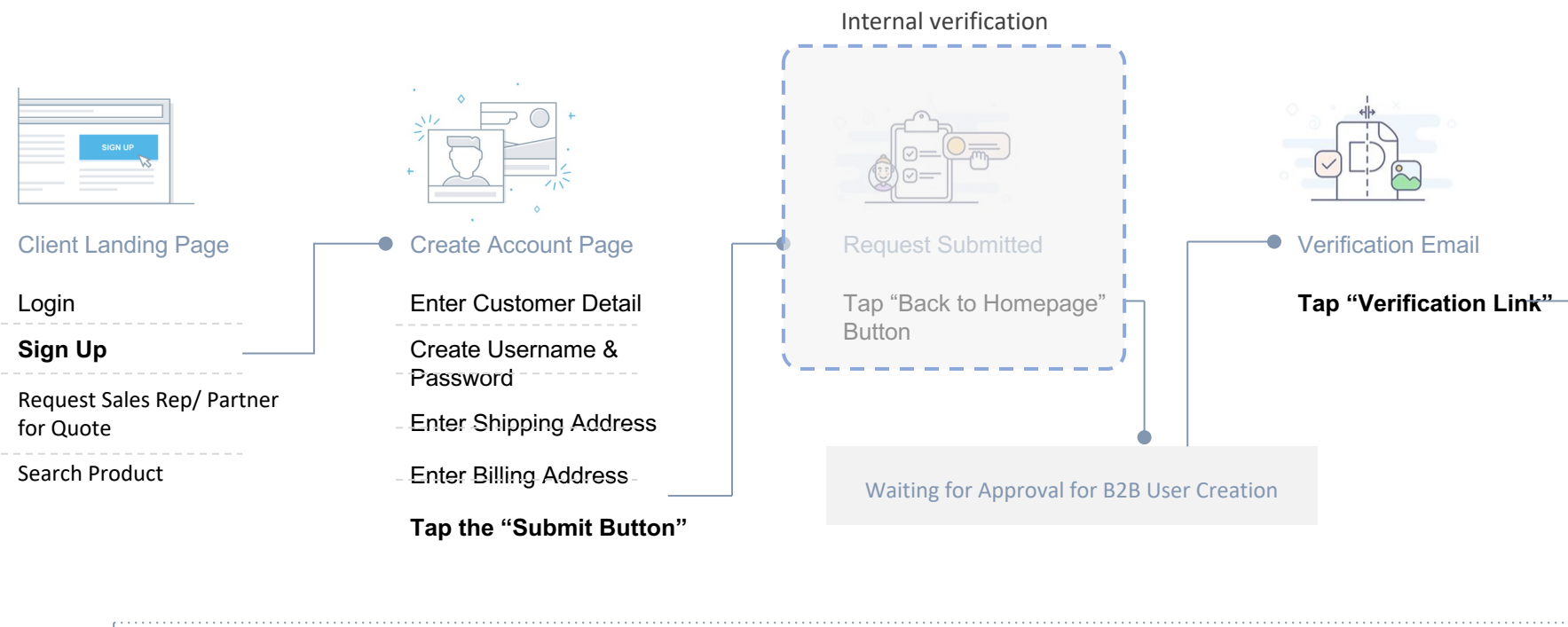


Customer | Sales Rep | Partner | Operations | Solution Architect

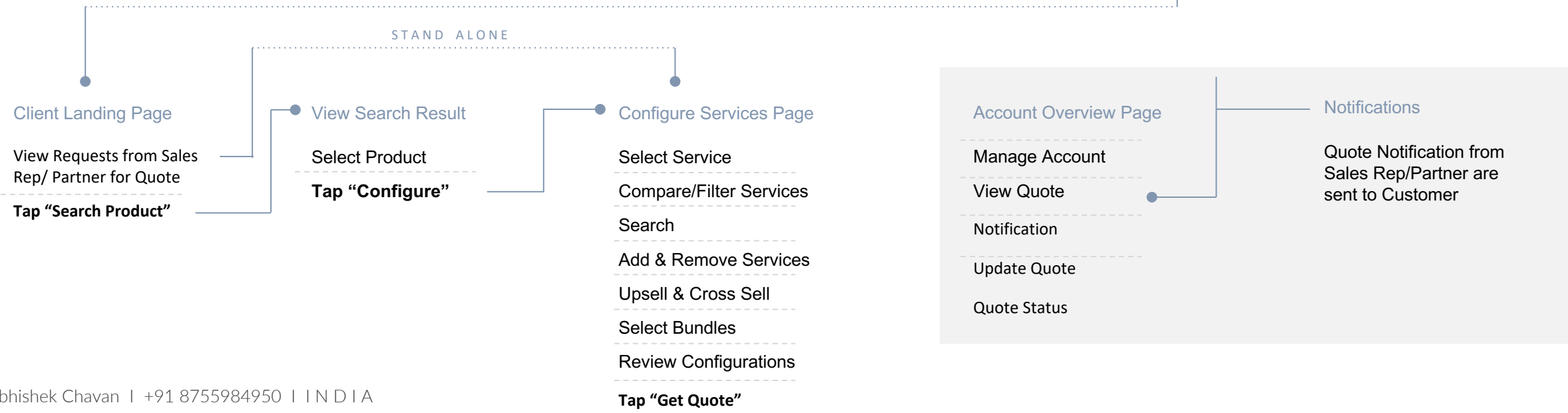
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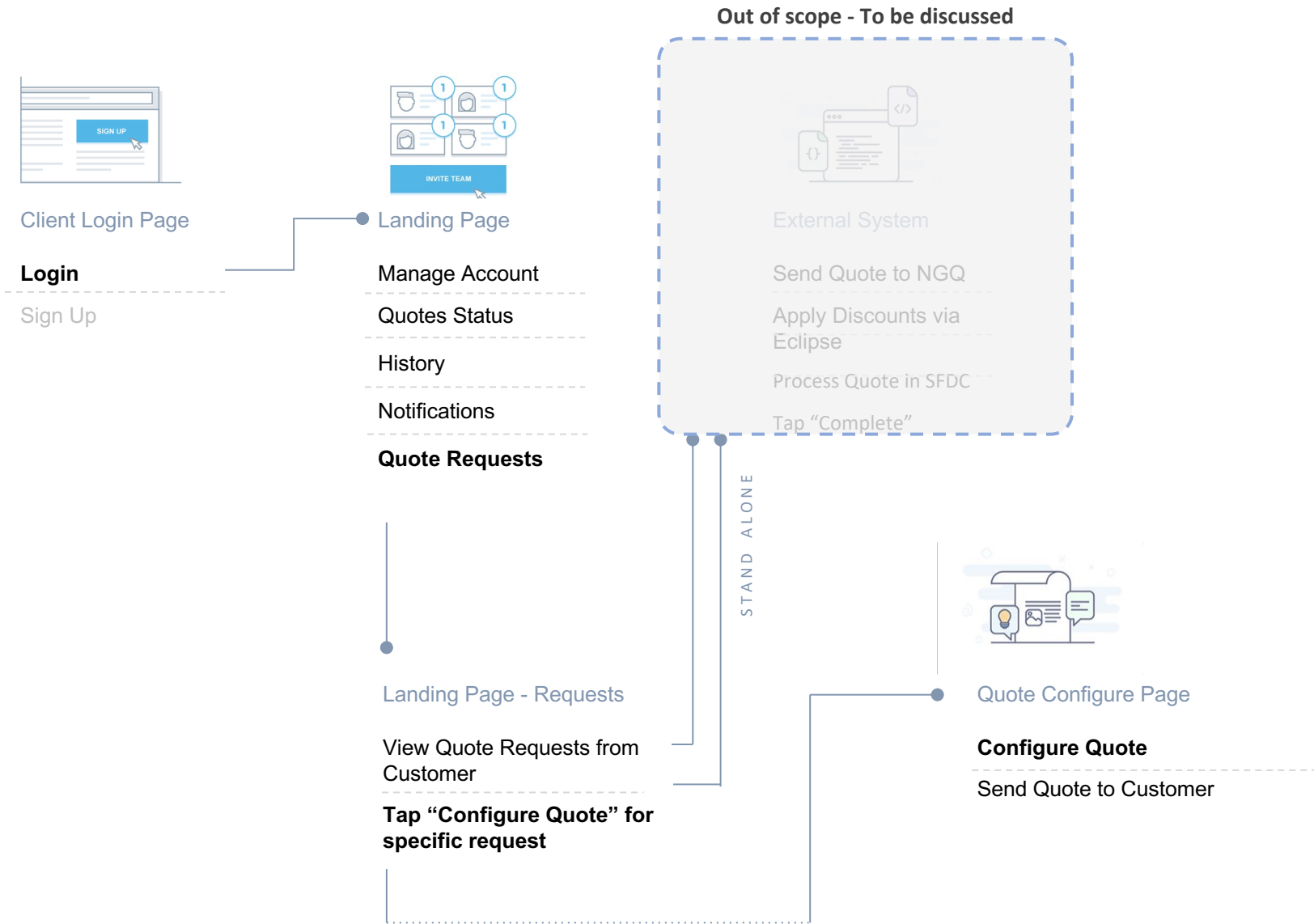
PRE SIGN UP



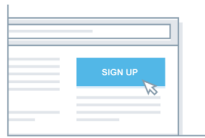
POST SIGN UP



POST SIGN UP



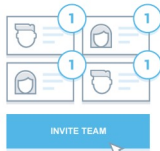
POST SIGN UP



Client Login Page

Login

Sign Up



Landing Page

Manage Account

Quotes Status

History

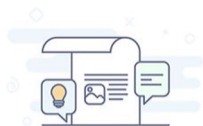
Notifications

Quote Requests

Landing Page - Requests

View Quote Requests from
Partner/ Sales Rep

Tap “Configure Quote” for
specific request

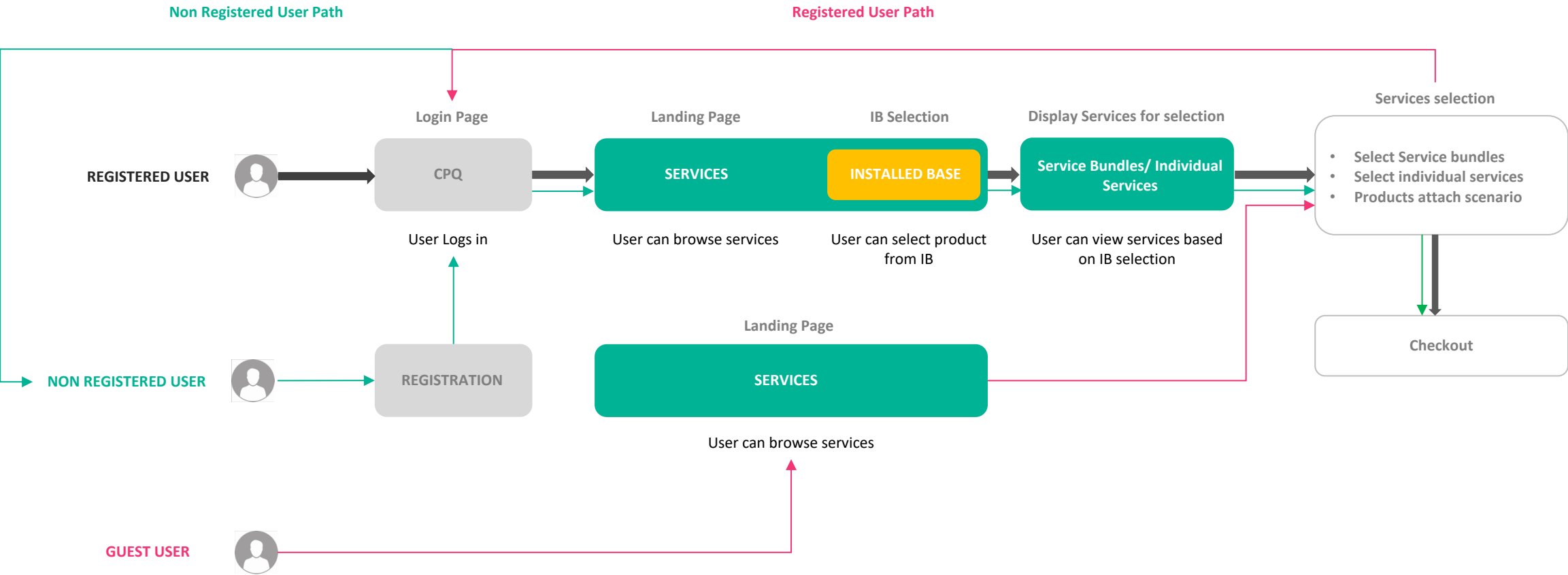


Quote Configure Page

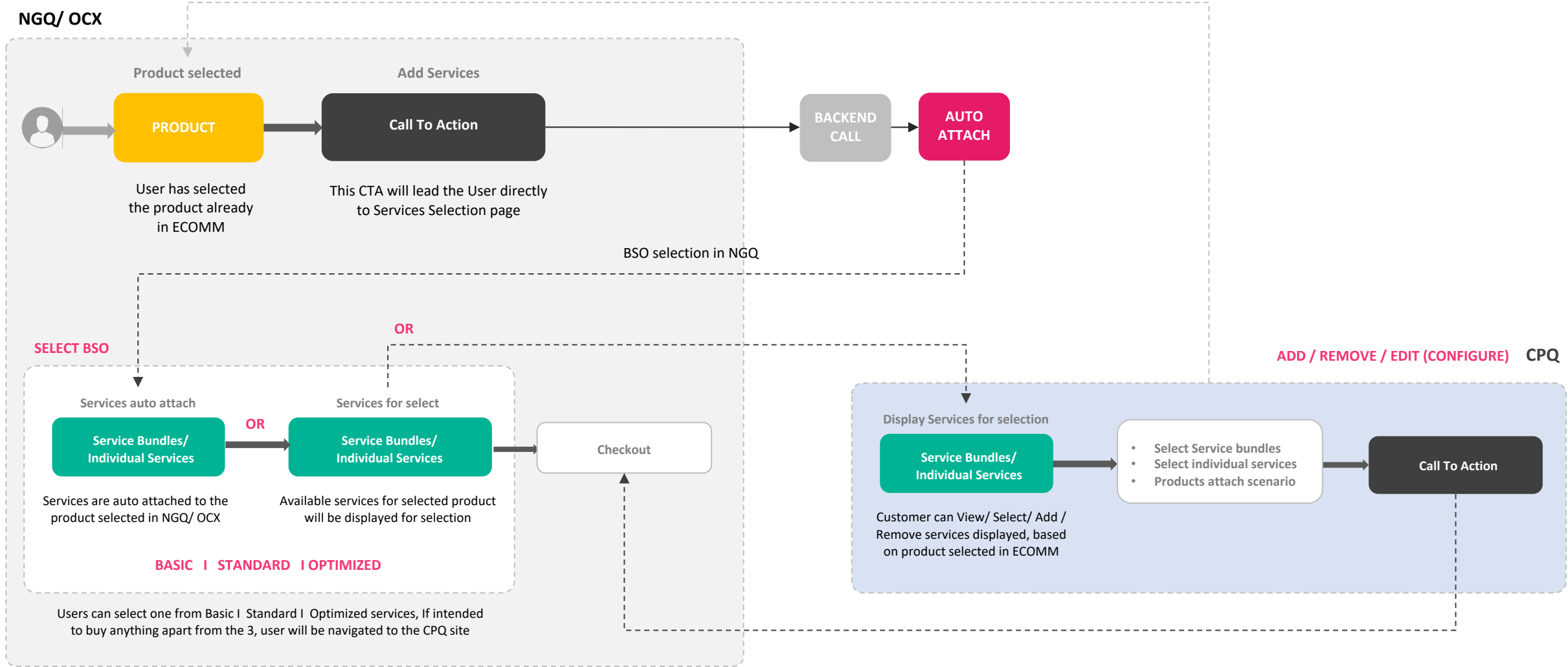
Configure Quote

Send Quote to Partner/ Sales Rep

SYSTEM FLOWS – SERVICE LED



SYSTEM FLOWS – PRODUCT LED



THANK YOU

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