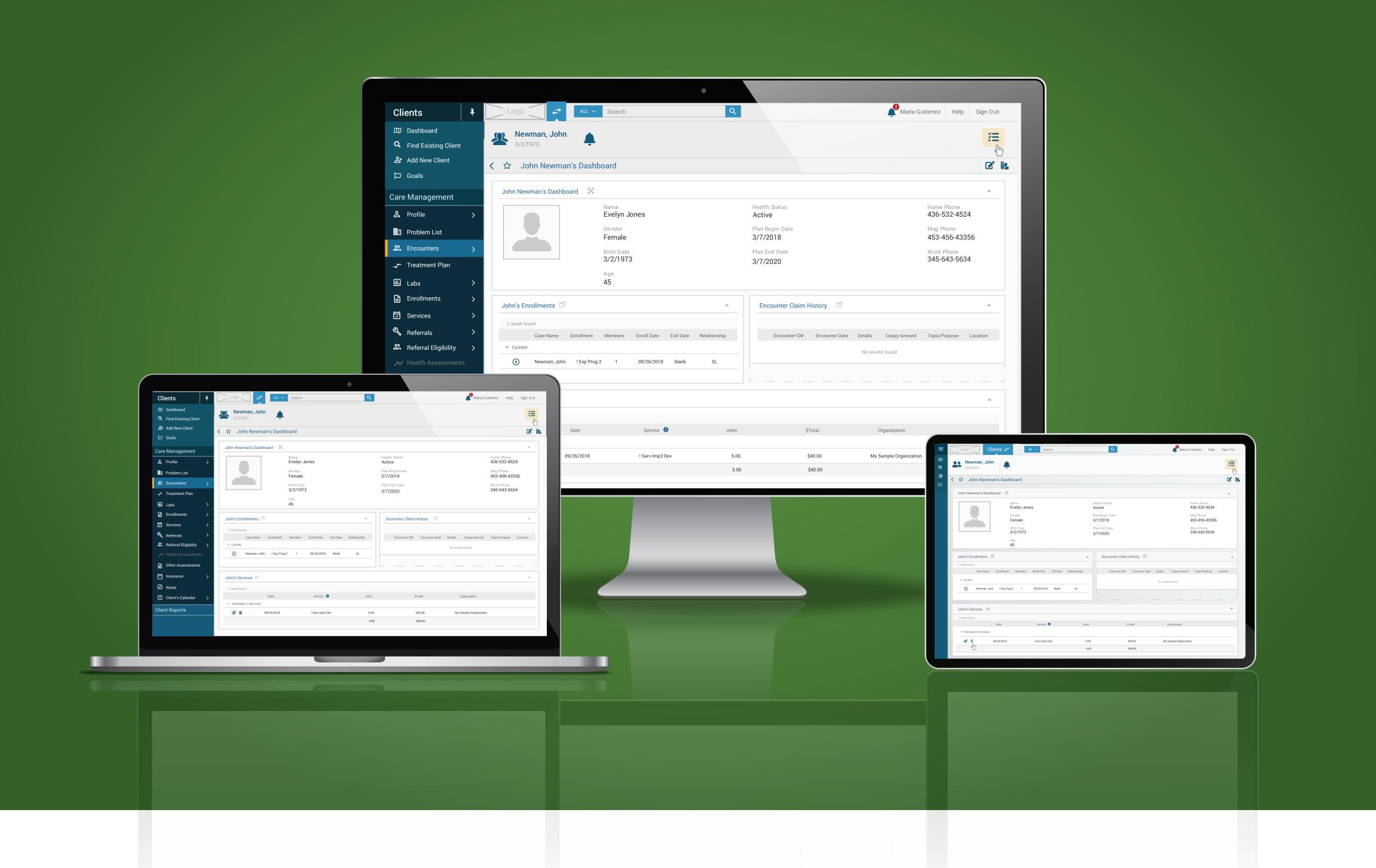
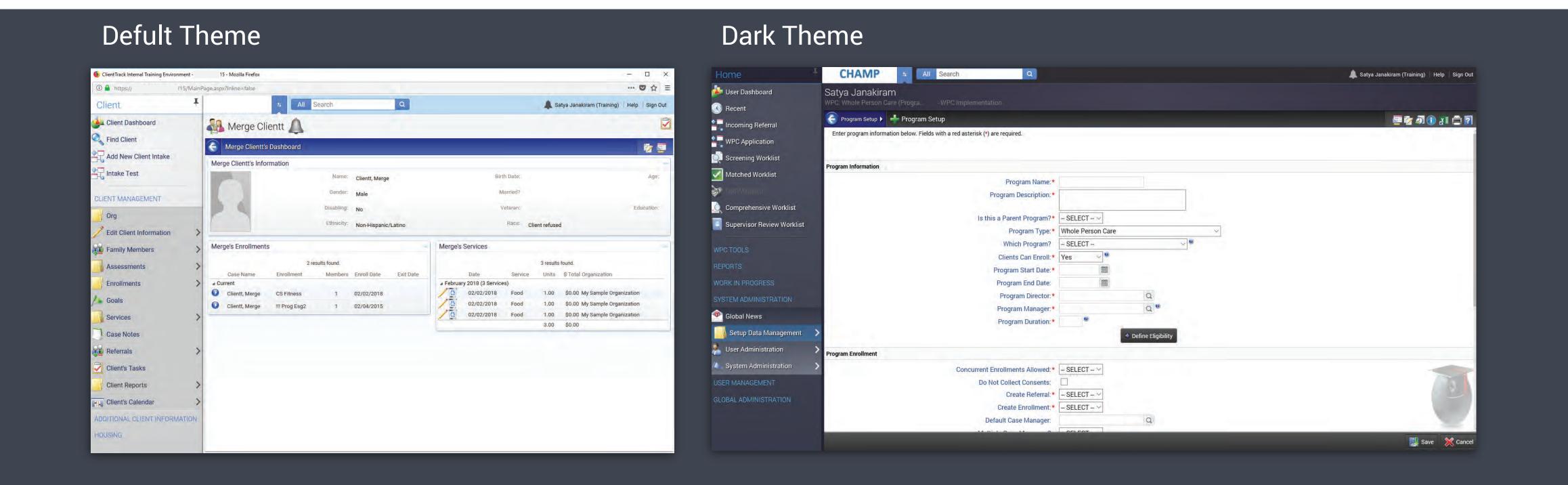
CLIENTTRACK REDESIGN PROJECT



SUMMARY

In 2016, Eccovia started losing customers due to the old look and feel and poor user experience. Eccovia Solutions made a decision to update the user interface with modern flat look with better User Experience. And to make the User Interface Responsive for Mobile Device.

OLD USER INTERFACE



CHALLENGES

- 1. The existing customers did not wanted to loose the colored icons. But without changing the image icons to Font Icons the enhancement could not happen.
- 2. The UI was not compatible with Mobile interface. Need to be responsive for all user groups.

SOLUTION

With Client ID, the image Icons can display only for the users who would like to see the colored icons, the rest of the clients will have the flat look monochromatic font-icons. The logic was built inside the application to make the switch happen. And the UI was updated with Boostrap framework to be responsive.

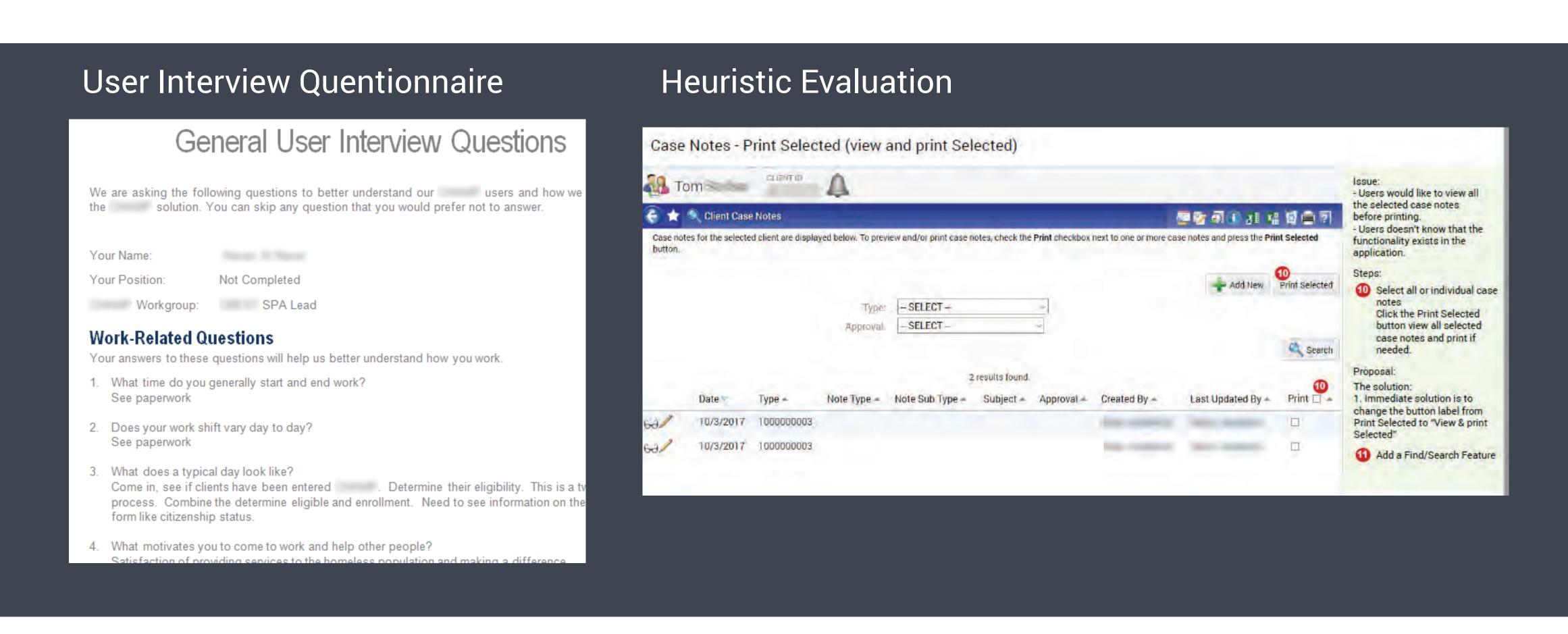
Identified Users and grouped users in 3 categories:

- 1. Admin User
- 2. Power user
- 3. End User

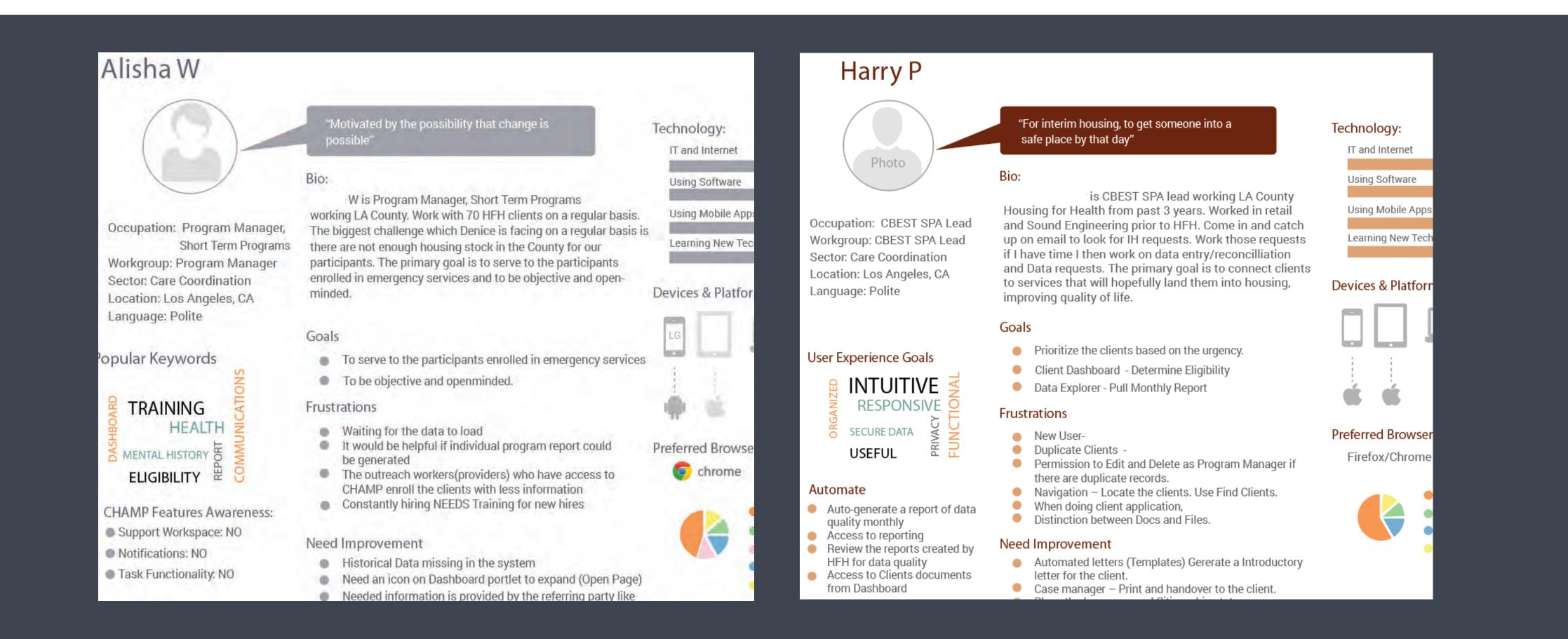
CARD SORTING & SKETCHES



USER INTERVIEWS, OBSERVATIONS & HEURISTIC EVALUATION



PERSONAS



Planned the UI/UX upgrade to 4 different phases:

Phase I-

- 1. User Interface Refresh Re-skin.
- 2. Update Icons from Image to Font-icon.
- 3. Update margin, paddings and made some minor changes to make it a clean layout with CSS but without touching the HTML/JavaScript

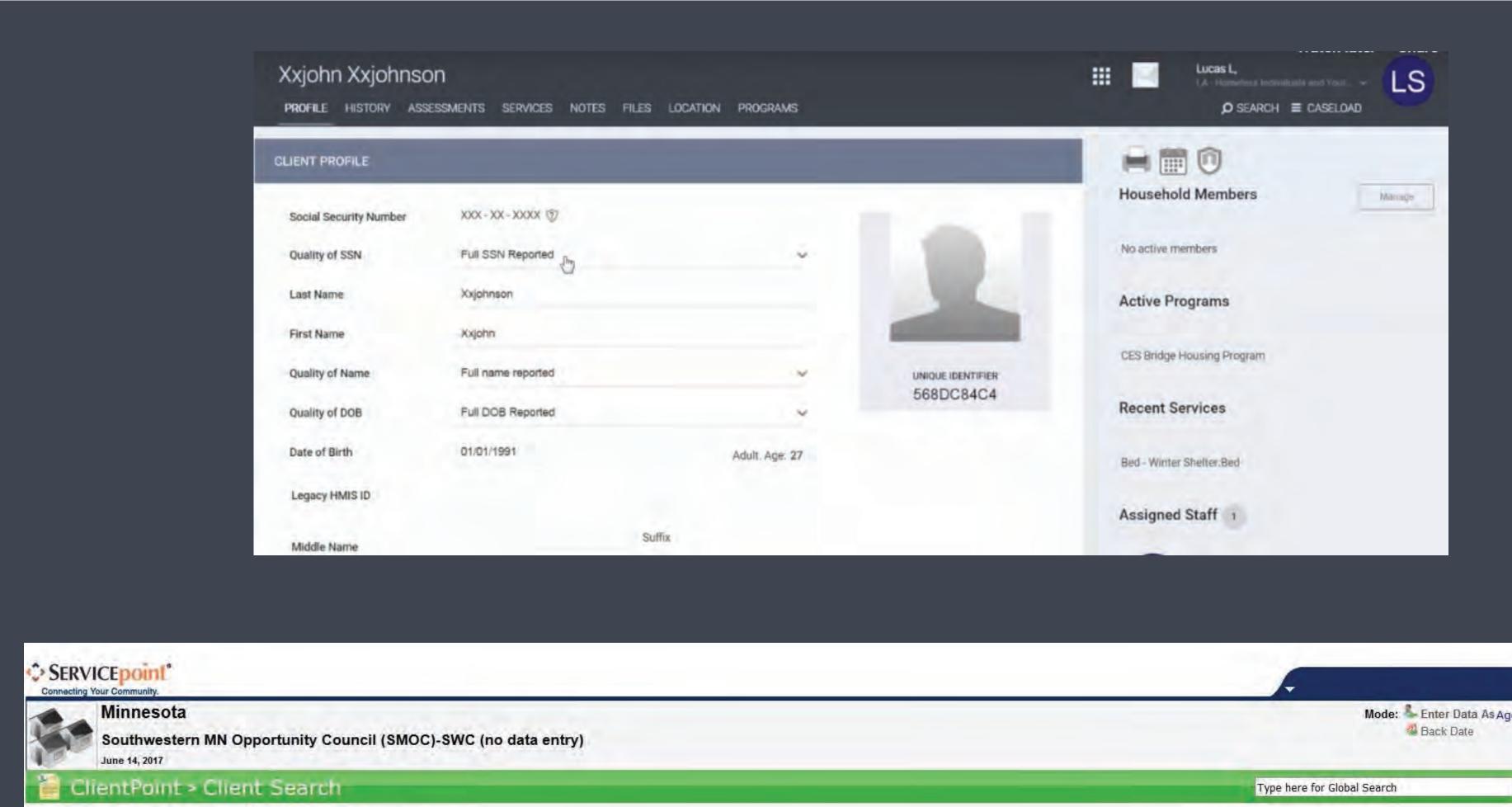
Phase II: Navigation

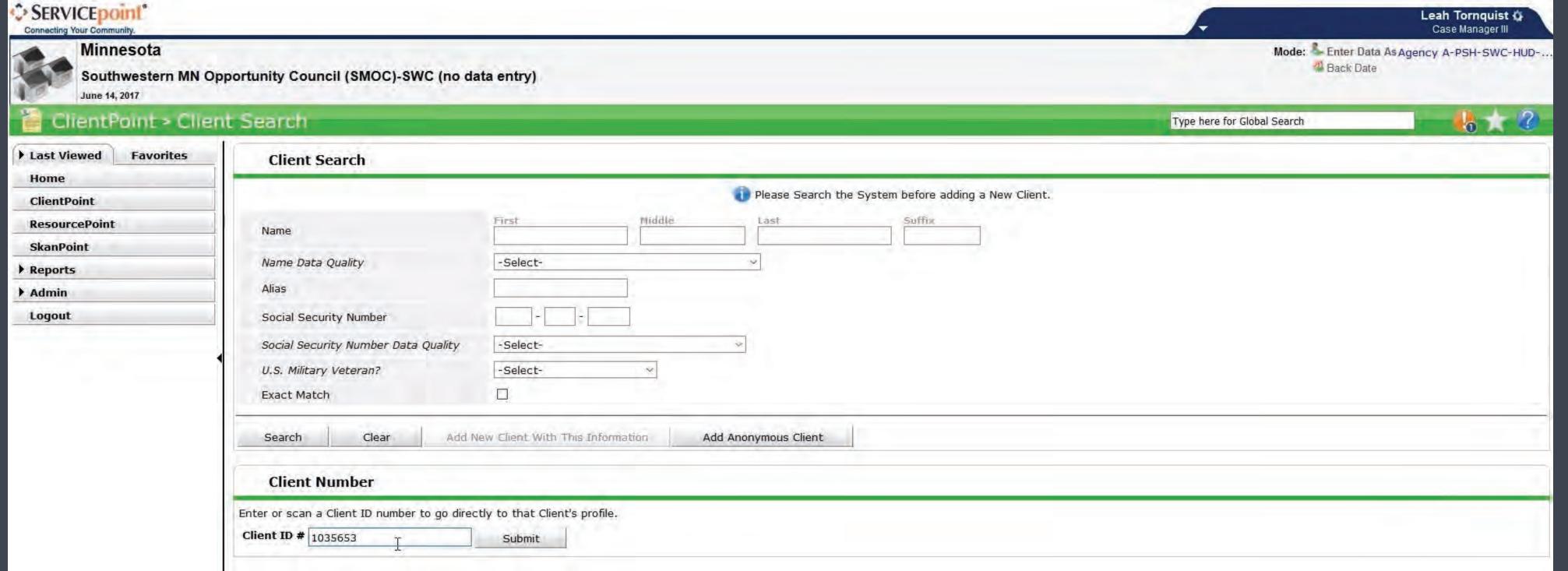
Phase III: Forms and Multi-Edit Tables

Phase IV: Tools, Reporting Dashboard & IOS / Android app

Focus Groups - Recuited Internal and External Clients for review and feedback.

Comparative Analysis: Competitors design and look and feel.





Design Phase:

Color Palette:

FONT ICON SET / TYPOGRAPHY















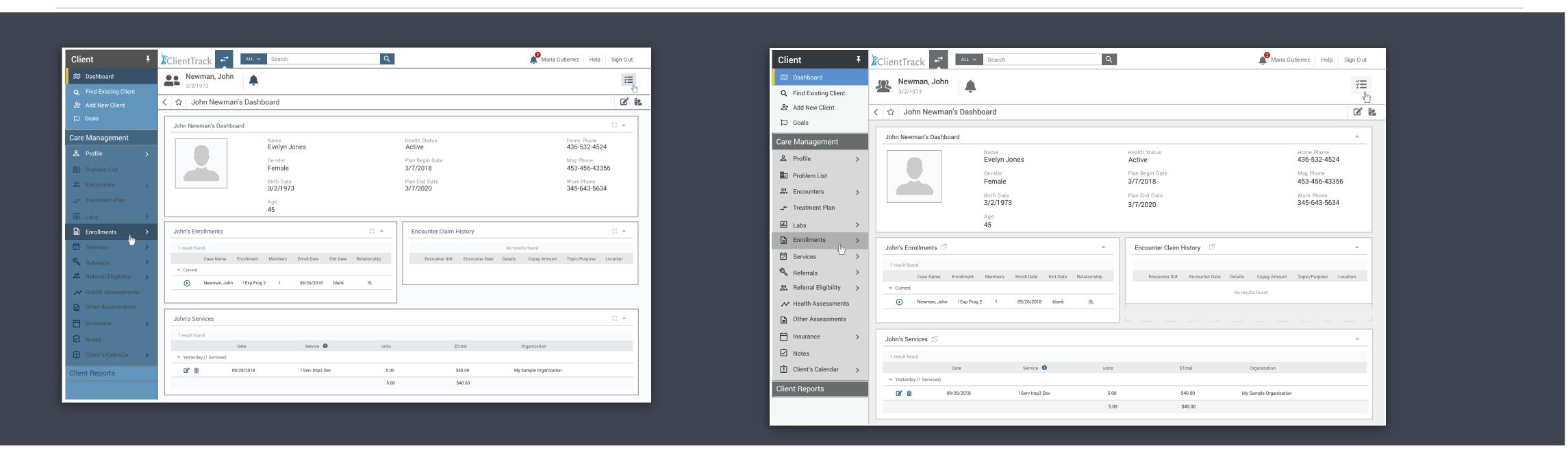




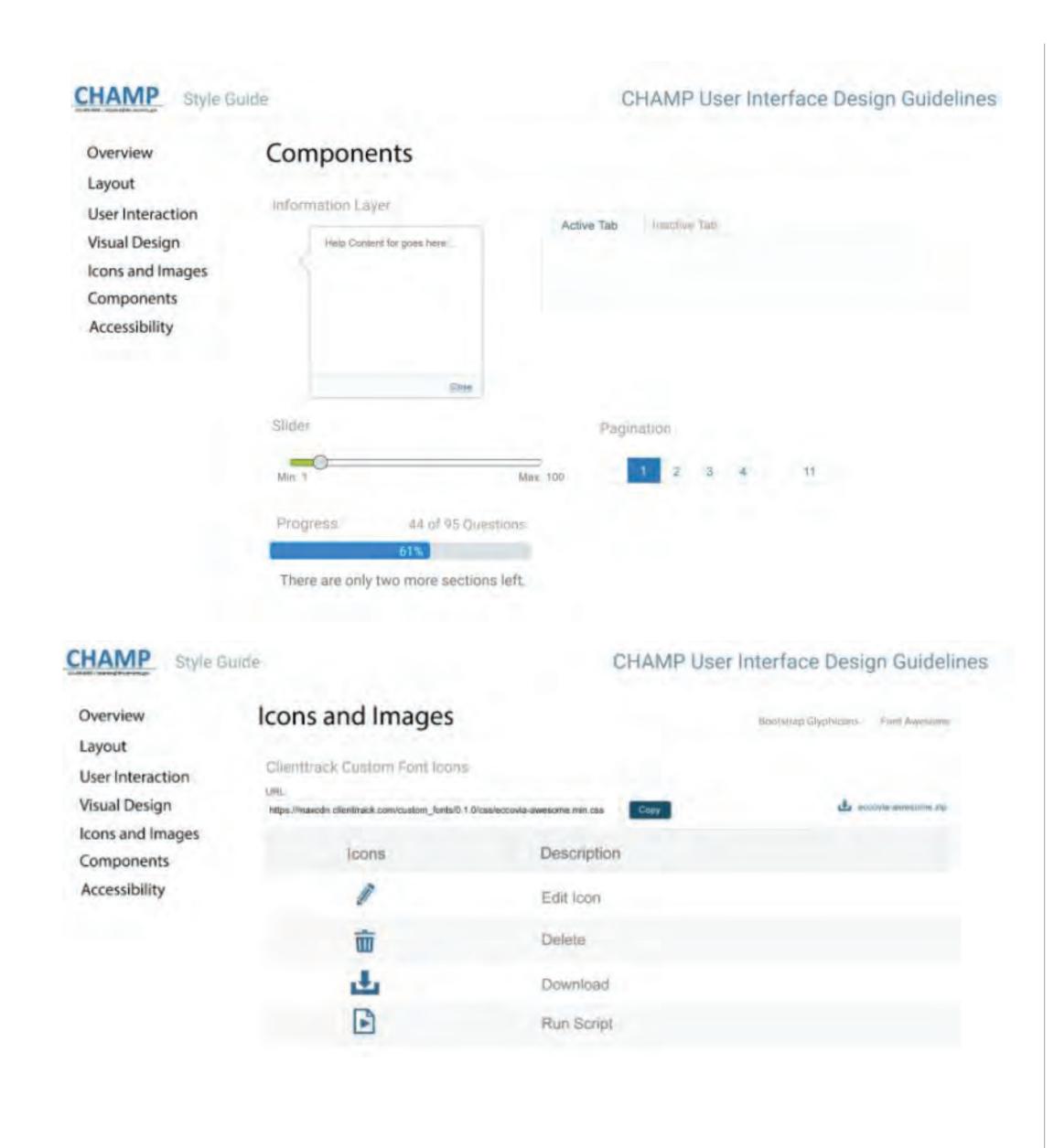


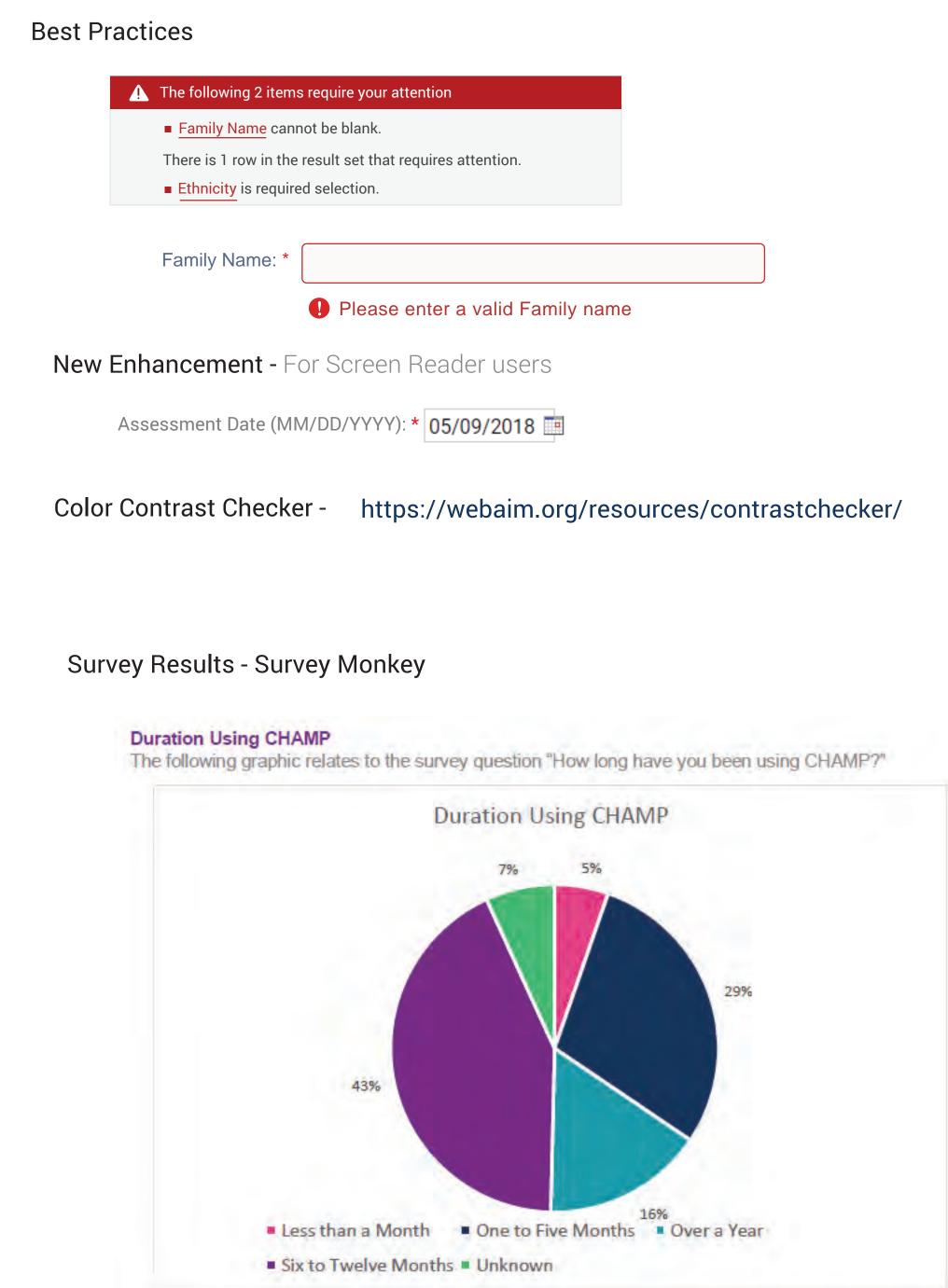


COLOR OPTIONS - Mockups



Style Guide, Best Practice and Content Accessibility Guidelines

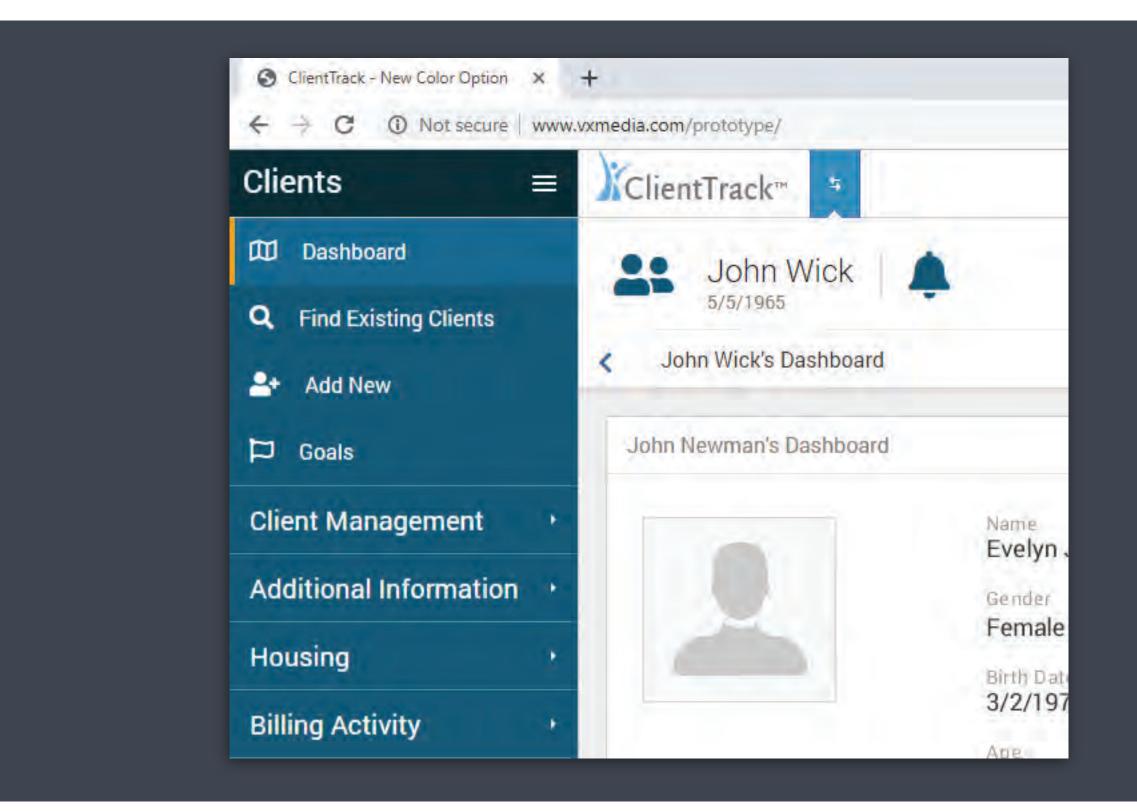


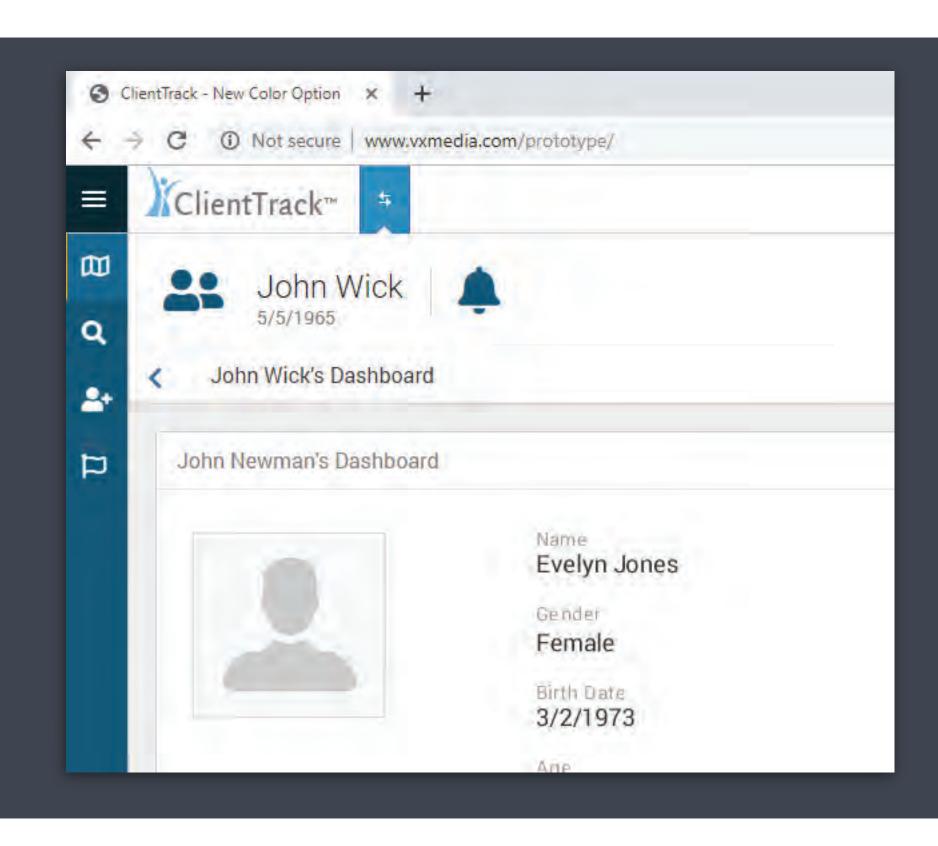


Prototype with interactions (Motion)

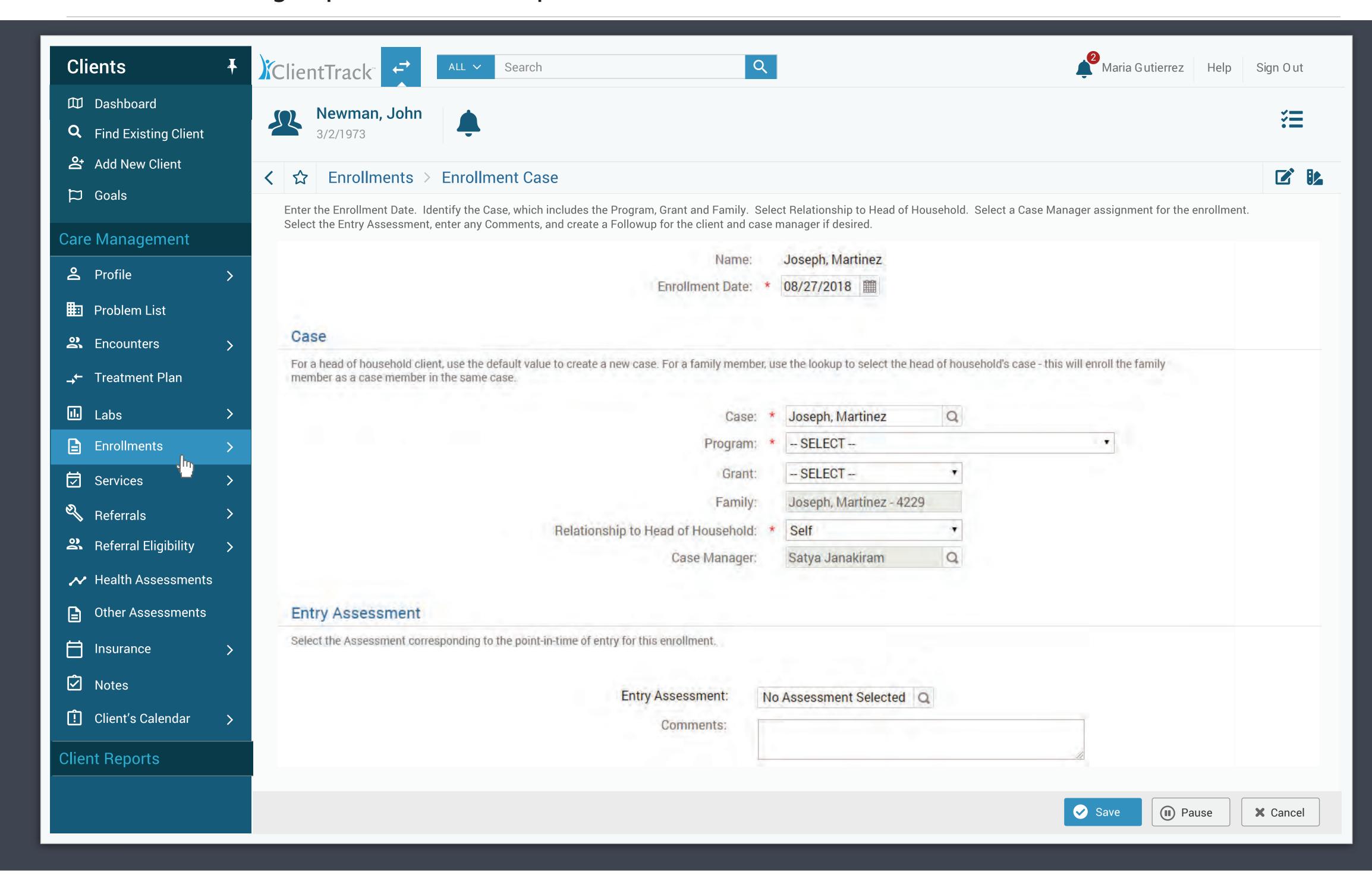
Developed fully fuctional prototype for usability testing

http://www.vxmedia.com/prototype/

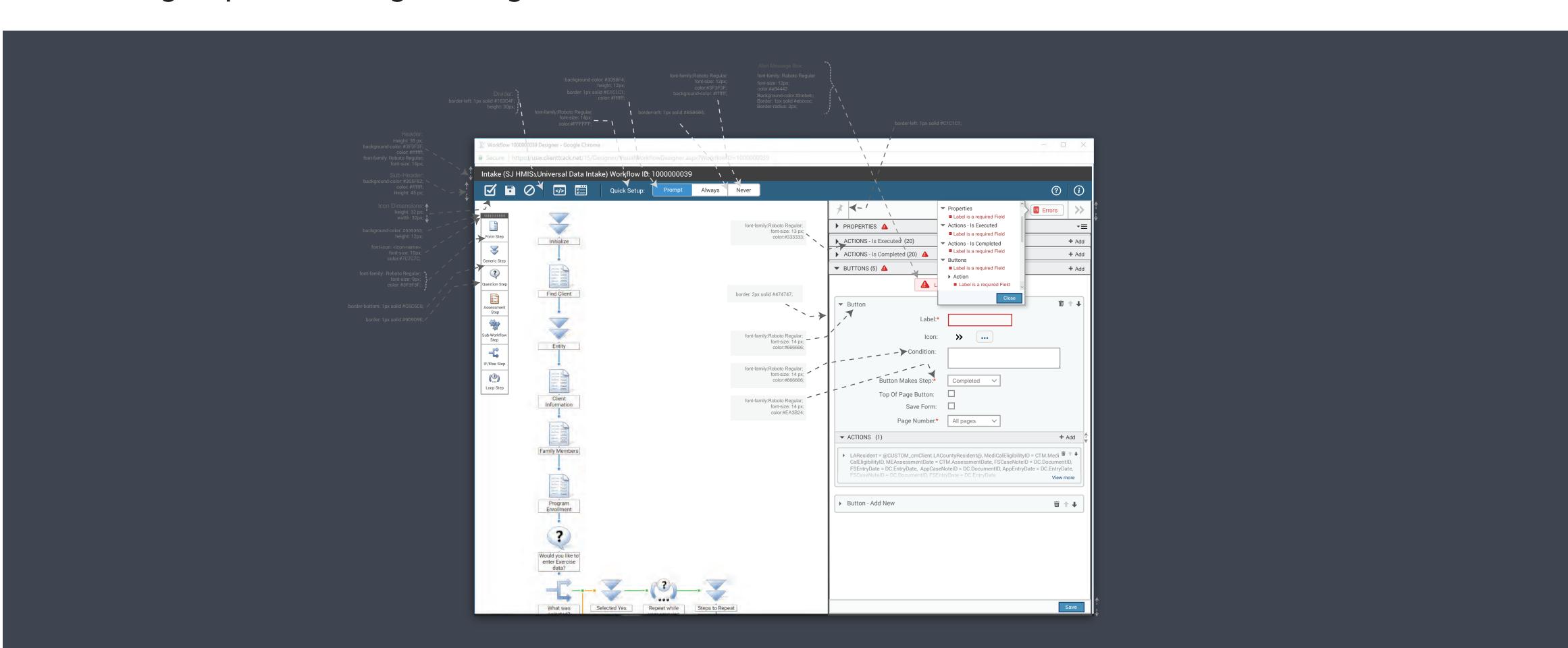




Additional design specs and mockup



Design Specs for Engineering & QA team



Steps performed before the launch

- 1. Internal testing with teams A/B & Usability Testing
 - Marketing
 - Solution Delivery / Business Analyst
 - implementation Engineers
 - Account Executives
 - Product Management
 - Sales & HR
 - Engineering & QA
- 2. External Users Clients A/B & Usability Testing
 - Admins and End Users Groups

- 3. Prototoype Testing (Iterative Process Step 1 & 2)
- 4. Roll Out Plan
- 5. Communication Plan (with Marketing Team)
- 6. Release Planning (With Solution Delivery Team)

