

Redefining UX for MicroClear

Agility

About Us



The parent company

- 17 yrs of excellence in product development
- 5 successful M&A transactions



Product engineering services company

- 1200+ Engineers
- Cutting-edge technologies
- 200+ Customers
- Agile Development



30+ Designers

From premier Design Institutes

Strong knowledge on UCD & Product development

Proof Of Concept



10 Days

Understanding domain & pain points



Redesigned User Experience

Profound; not superficial and limited to aesthetics



Co-creation with Team Agility e-Services

Design thinking among developers

Day 1 : Getting To Know

Unaware of the domain and the functional model, the focus was more on putting all ears into listening to domain experts in Agility e-services.



**Domain
Understanding**



**Application
Flow**



**Q&A
Sessions**

Day 1

Day 2

Day 3

Day 4

Day 5

Day 2 : Our Perspectives

Probing the SMEs for more than 2 hours, we received vital information on user journey, his happy paths and negative scenarios. We digested this information into beautiful yet meaningful infographics



Wow Factor



Insights



Userflows

Day 1

Day 2

Day 3

Day 4

Day 5

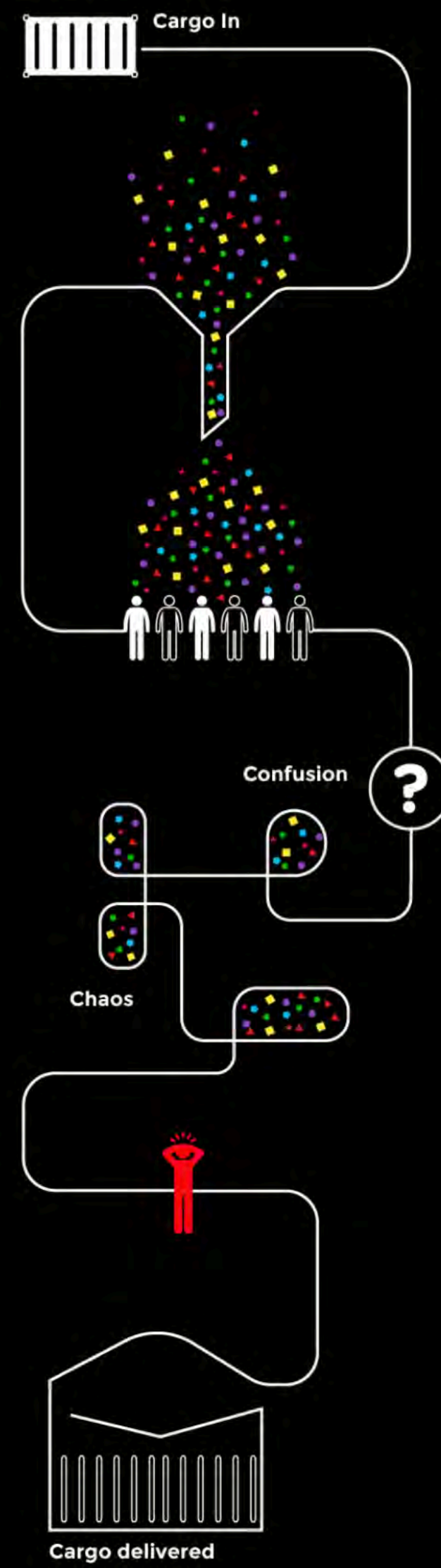
MicroClear Wows

Workflow Engine

Access Control Logic

Integration Services (RMS)

CURRENT



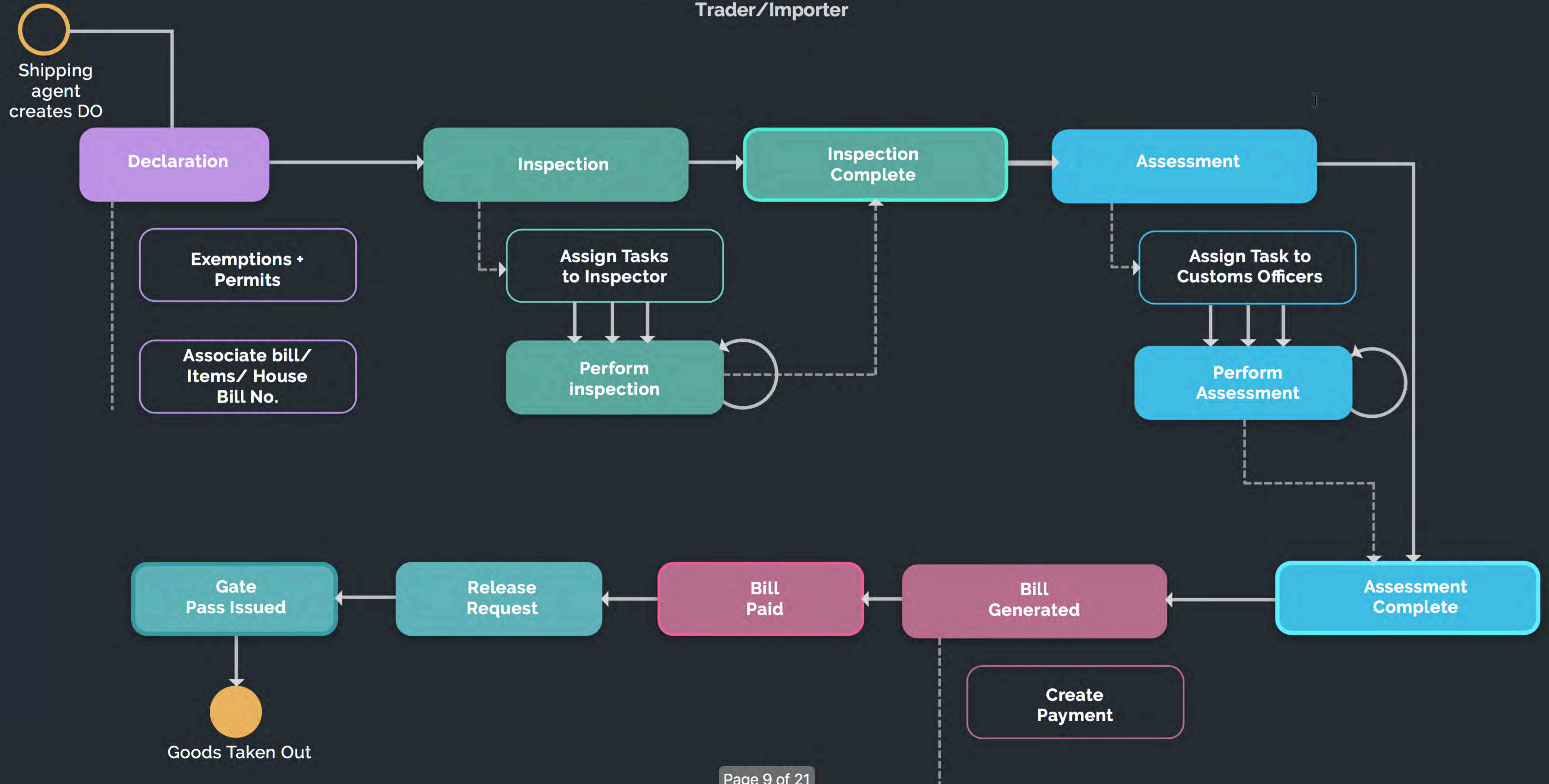
REDESIGN





USER JOURNEY

Trader/Importer



Day 3 : Validation

We bounced user journeys, system and concept visualisations to the team for review. The team was excited to see the workflows being visualised in an “all new” fashion



Workshop



Iteration

Day 1

Day 2

Day 3

Day 4

Day 5

Co-Creation



1 hr session
20 developers
Avg, experience 4+ yrs.

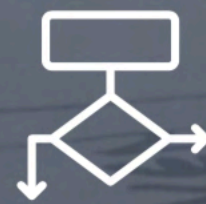


Open forum
Traders journey
35 feedbacks

“ too many clicks to get things done...
user unaware of the next steps...
templates, file uploads and smart
input can save time for users...”

Day 4 : Drawing Board

Coming up with UX strategy, we redefined the mental model of the system and the way users worked with processes. All user needs are attended to without losing focus on the flexibility and scalability of the system



Workflow



Wireframing

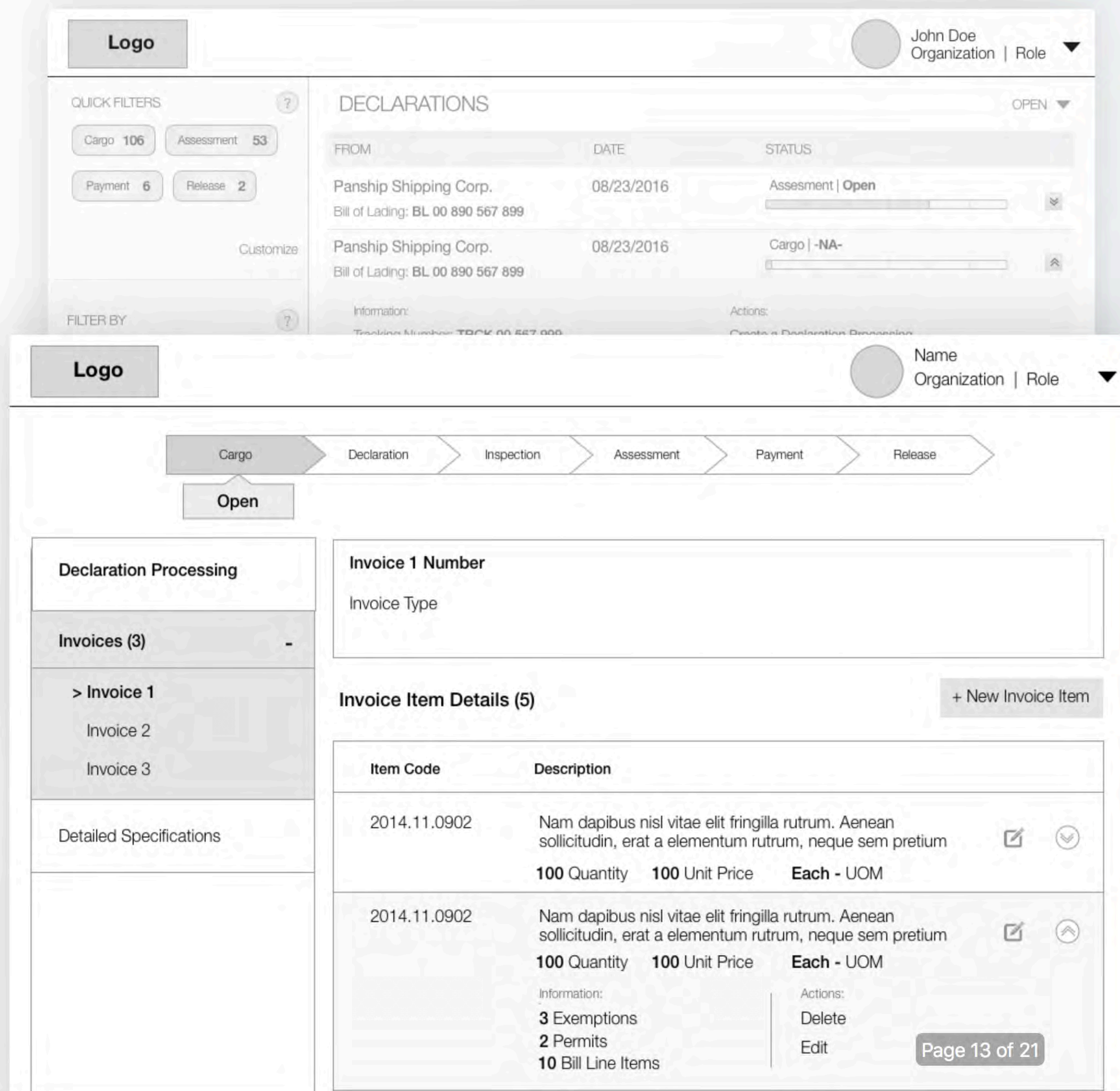
Day 1

Day 2

Day 3

Day 4

Day 5



Wireframes

Is a UI schematic or blueprint.

User Happiness Index

- Task Oriented
- Clarity of information
- Progressive Disclosure

“flow is too good...!” - Team Agility

User Interface

- Intuitive and Usable
- Fluid Layout
- Future Readiness

“saving 7 clicks a transaction
can free up a user by 2 hours
a day!”

Day 5 : User Interface

The User Interface is something he will experience in real life. We craft this experience keeping in mind- Flexibility of use, user's ethnography, color scheme and design aesthetics.



Style Guides



UI Designs

Day 1

Day 2

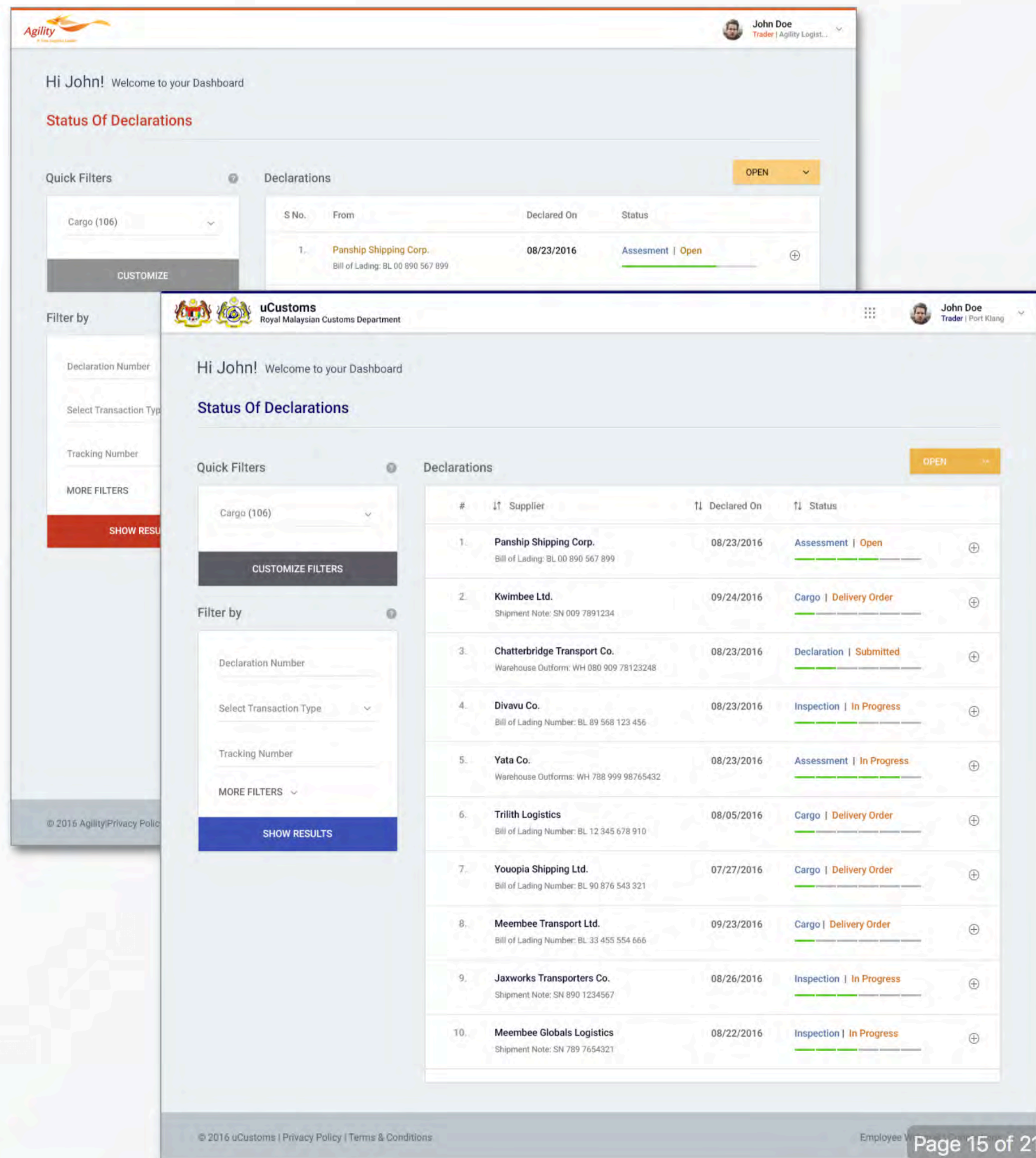
Day 3

Day 4

Day 5

Design language

- Centered around information and its accessibility wherein important information is highlighted to give a visual cue to the user
- Responsive for different screens and adaptive for various form factors
- More breathing space to avoid clutter and improve readability
- Typeface, Roboto is culturally neutral as it has been widely accepted across countries, courtesy Google
- Easy white label customizations with the help of a simple CSS file.



The background of the image is a close-up, high-angle shot of a computer keyboard. The keys are a light blue or teal color, and the image is heavily tinted with a darker blue. A white rectangular box is superimposed over the center of the image, containing the text.

**Design does not end
with deliverables**

Design Should Continue The Change



**Design
Thinking**



**Cultural
Change**

Day 1

Day 2

Day 3

Day 4

Day 5

Instill Design Thought

Design has to be perpetual & it should be in the DNA of everyone who is associated with the product lifecycle.

Design is more about empathizing with end-users, understanding their emotions and environment.

We instilled this thought process with Team Agility with the help of a co-creative workshop which provoked their thought process to ask questions to themselves and their colleagues about end users and their tasks.

Furthermore, the design thinking comes from clarity of thought throughout the product development lifecycle.

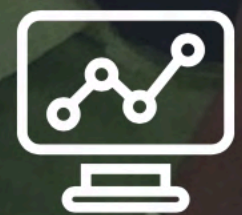
Next Steps



User Profiling
User Journeys/Tasks



Form Redesign
Business Process Improvements



Connected Experiences
Omnichannel Service Design

What You Need?



Dedicated Design Team

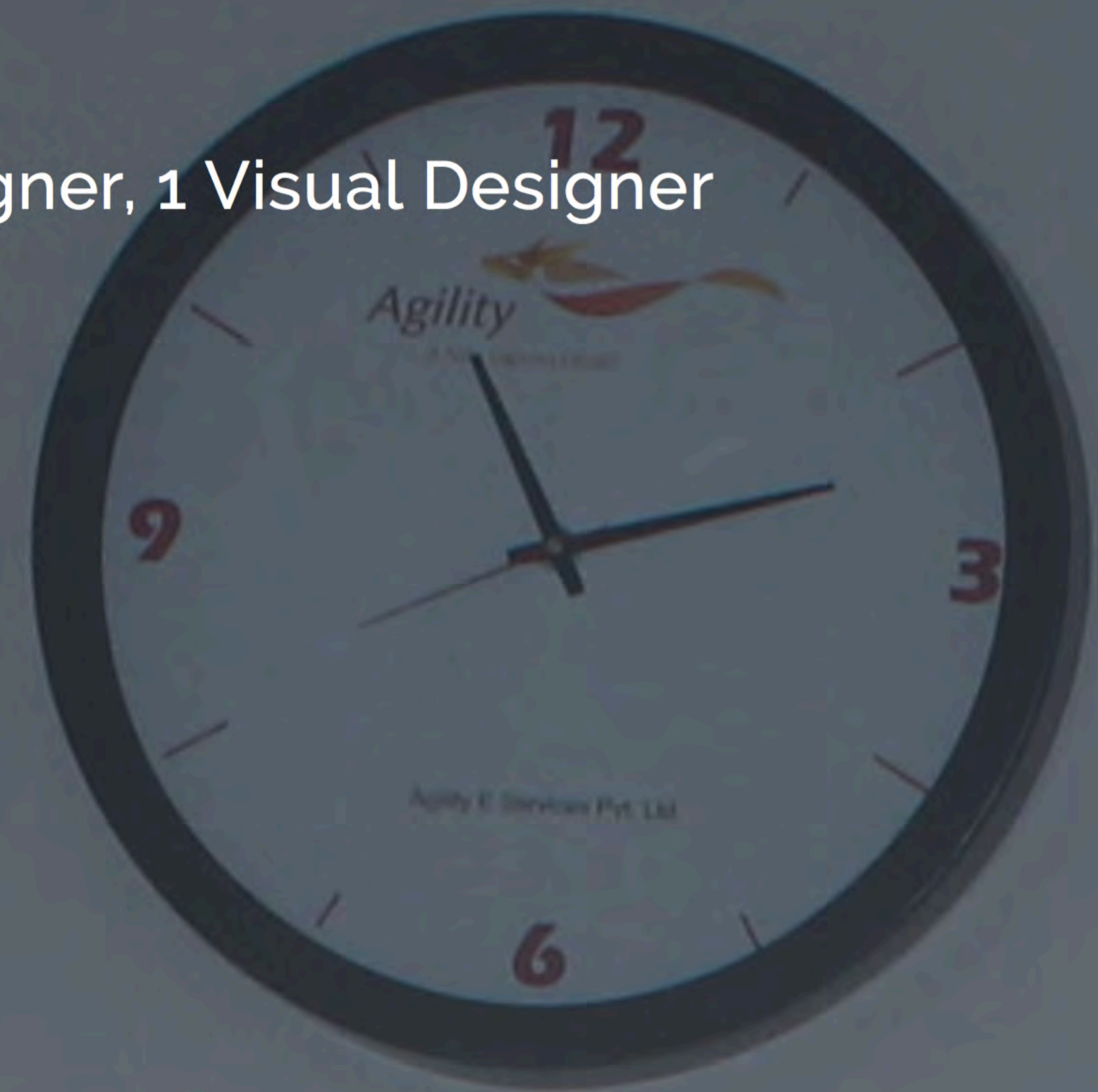
1 Design Lead, 1 Interaction Designer, 1 Visual Designer



Periodical UX Review Agile and Lean UX Quick Wins



Self Sustenance Tangible, Measurable and Repeatable



Thank You



imaginea
DESIGN LABS