ADVICE FOR BITRIX24

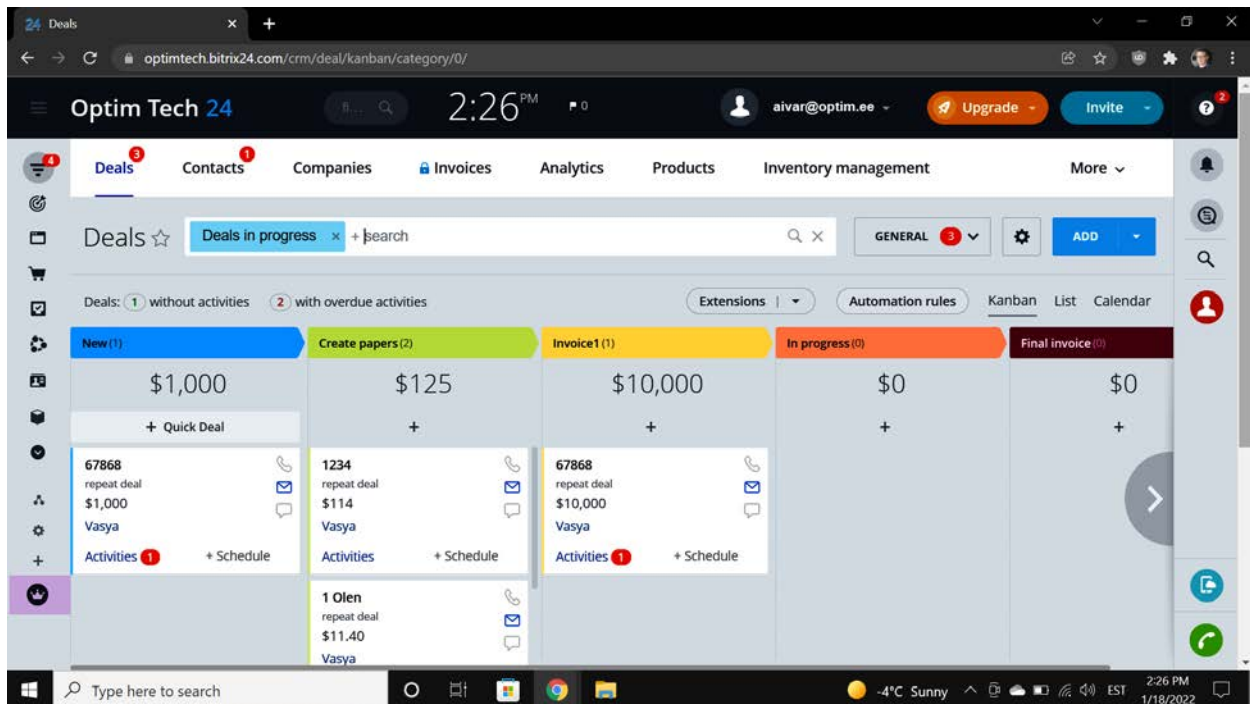*To show my skills in UX*

1. High contrast theme (or mode)

Why?

- For older people and for people with not perfect vision (there are such people in any company)
- For older/cheaper screens (especially laptop screens)
- For working in a bright environment (for example: outside, especially when it's sunny)
- It's Accessibility, +1 argument for your software, many companies officially prefer solutions that are suitable for everyone, including minorities

A quick example:

https://chrome.google.com/webstore/detail/high-contrast/djcfdncoelnlbldjfhinnjlhdjlikmph

Install the plugin, turn on «Increased contrast». Please note: this is a one click solution, that's suitable for getting a quick overview, but otherwise not perfect.
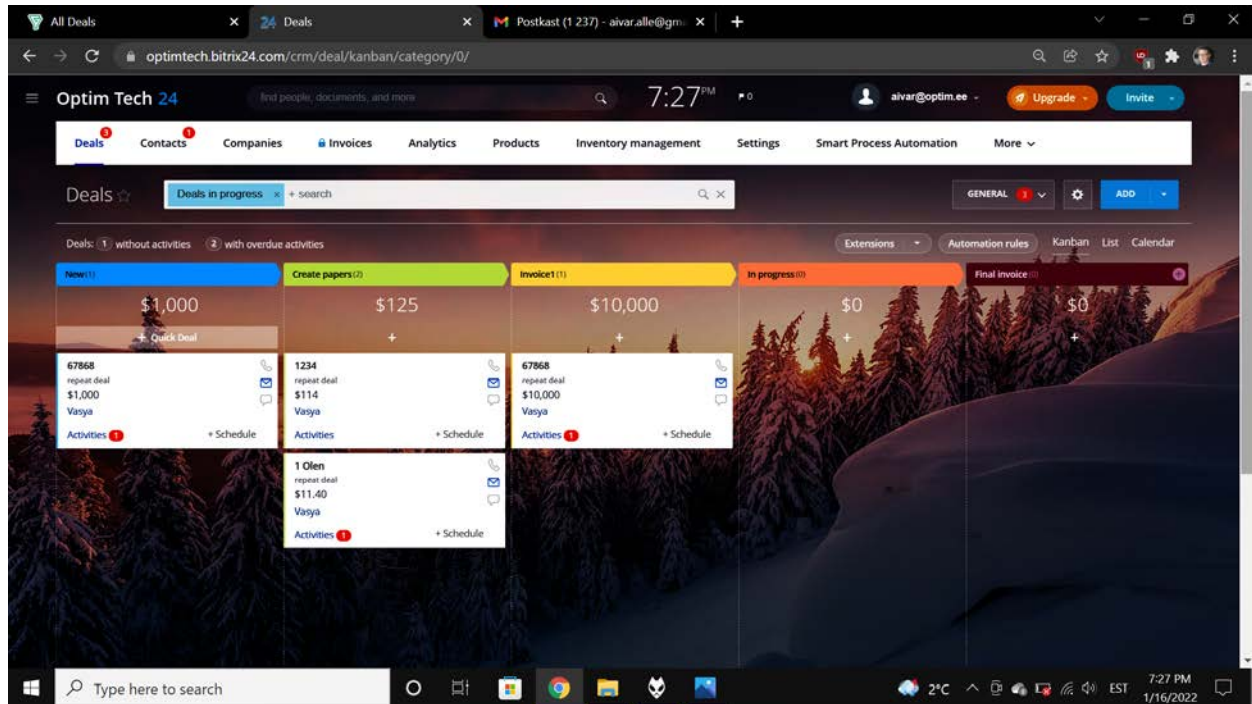

2. Reduce visual noise

The left menu – even in collapsed mode - creates visual noise and overloads human vision/brain a little bit. The problem is especially critical for new users. You also have a lot of menus/panels everywhere. My

suggestion is to add a **third mode** for the menu, making the menu completely disappear until a user moves cursor into the menu area.

Some details need additional ideas, for example, how to display notifications if the menu is hidden. However, in general, solving these problems is not hard.

On the screenshot below – btw, also in a high contrast mode - I've also hidden the right menu. Please note that hiding the right menu is a more complicated task and needs some work to figure out the perfect solution.
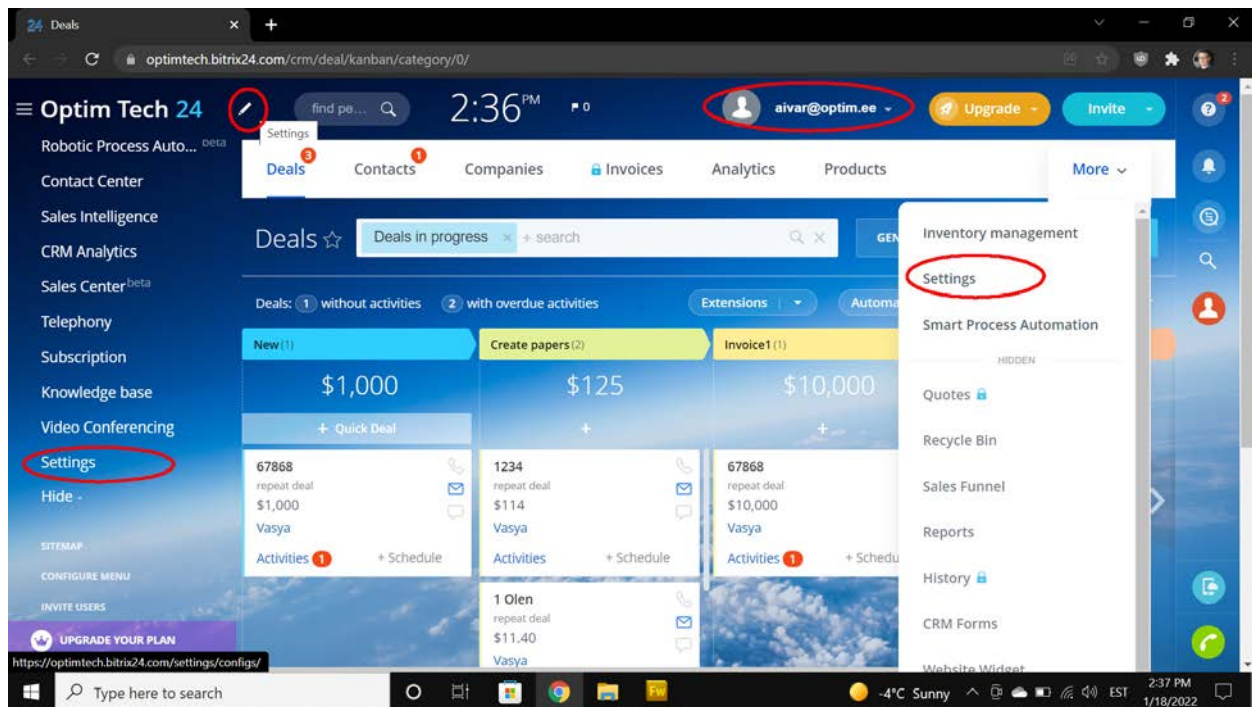

3. Settings

It's better to concentrate settings in one area, user's account at the top is a good area, where you can also add general settings and other things.

It's a good variant, a user will check out this area anyway and will find all settings. This solution is also quite common in different software, so users are already familiar with it.
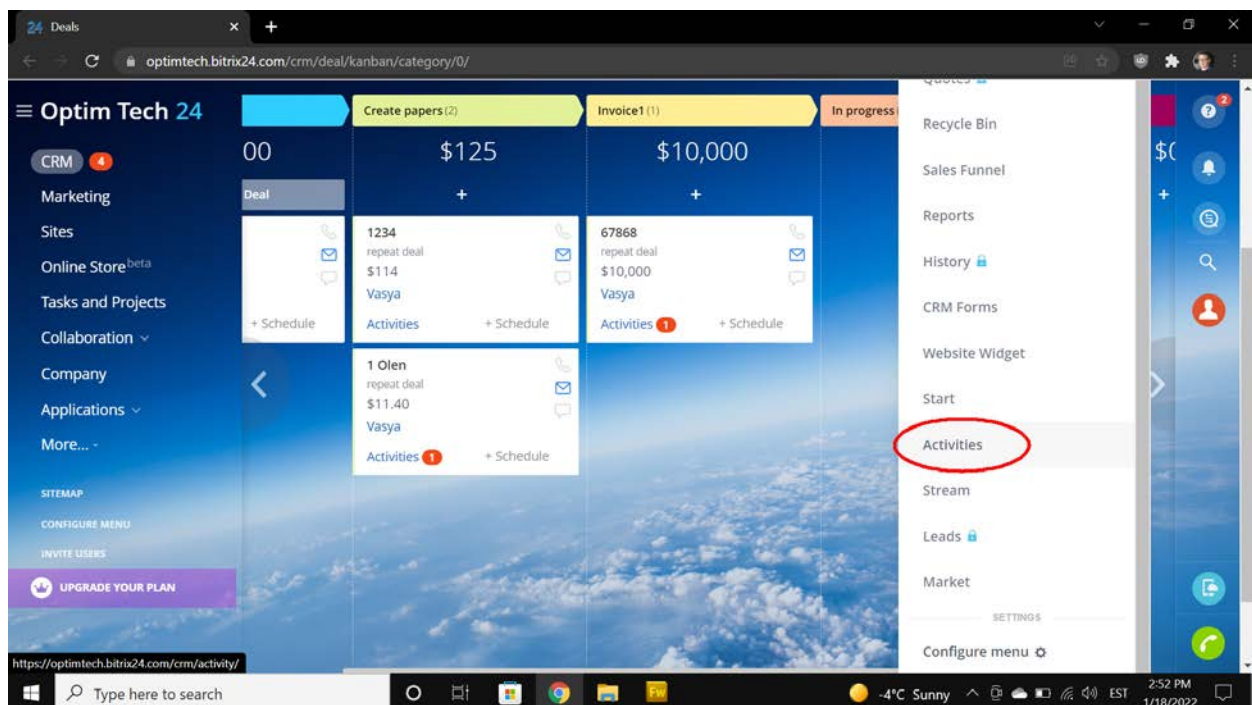
Still, it may be good for some local settings to have their own places. However, as you can see below, CRM's settings on smaller screens are not visible before clicking on More – that's not intuitive. Users may end up looking for CRM's settings in General Settings, not finding these.

My suggestion: add a tab in General Settings, that simply contains information where to look for other settings in the system. This will fix the problem!
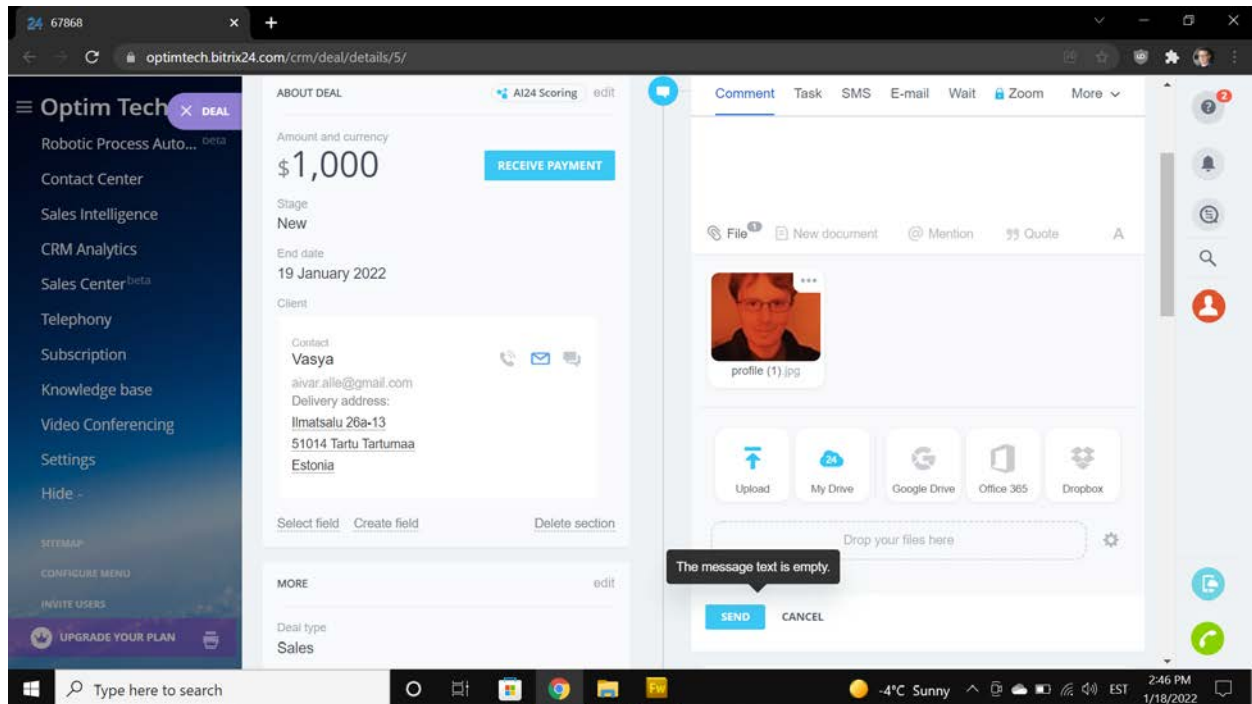
4. Activities

It's N2 or N3 in other CRMs. Why is it so deeply buried in Bitrix24 by default? You may easily get some screen space for Activities by moving Analytics under "More" – it's quite OK for Analytics to be buried a little bit.
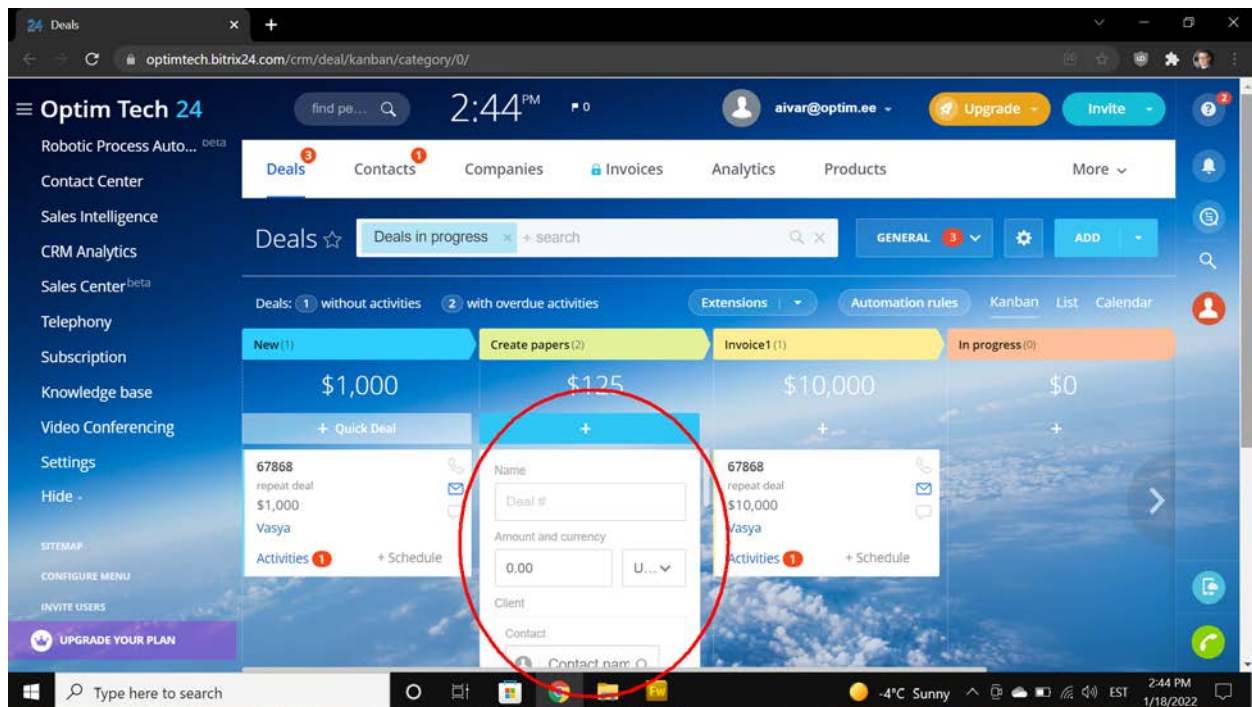
5. Adding files in deals

...as attachments in comments – perfectly acceptable solution. However, users should also write something to get the comments posted. This leads to problems:

- Unneeded actions: user has to waste his/her time to write something to just add a file.
- A common problem of CRMs – too much scrolling in deals. Unnecessary comments are not helping to solve this problem, but are making it worse.

6. + Quick Deal

Your solution is good only for big screens - Full HD (w/o Scale) – and bigger. On smaller screens a good old regular modal window is much better for usability. As a variant: you may use different approaches on different screens.

Screens sizes (Desktop):

Also, despite common laptops having technically Full HD these days, but are usually used with Scale 150%, for example. Using your system on laptops is a typical scenario, you shouldn't forget that.

7. Vertically too big cards

Seems that settings don't help much in getting them smaller. Pipedrive has more compact cards which allows more deals to be displayed on the screen and reduces scrolling. There are accounts with hundreds of deals inside, it's quite impossible to use the system in such cases, if cards are too big. I'm not saying that bigger cards are always bad – they may be good in some cases – but the size can't be fully tuned even via settings, which is very bad.

(Other things that I sent to Bitrix24 were similar to my ideas for Pipedrive)