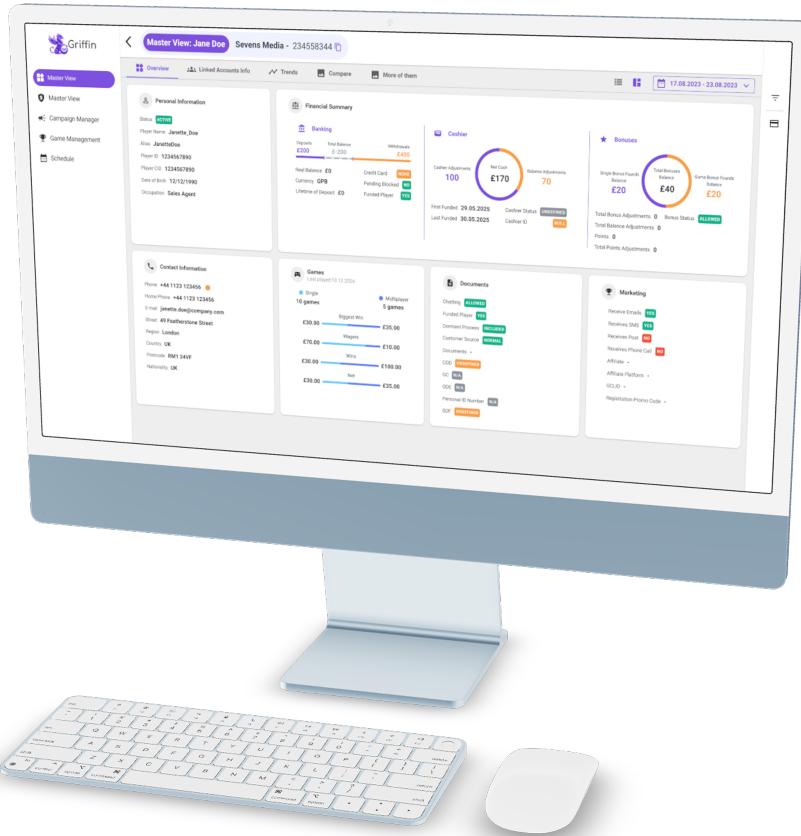


Griffin

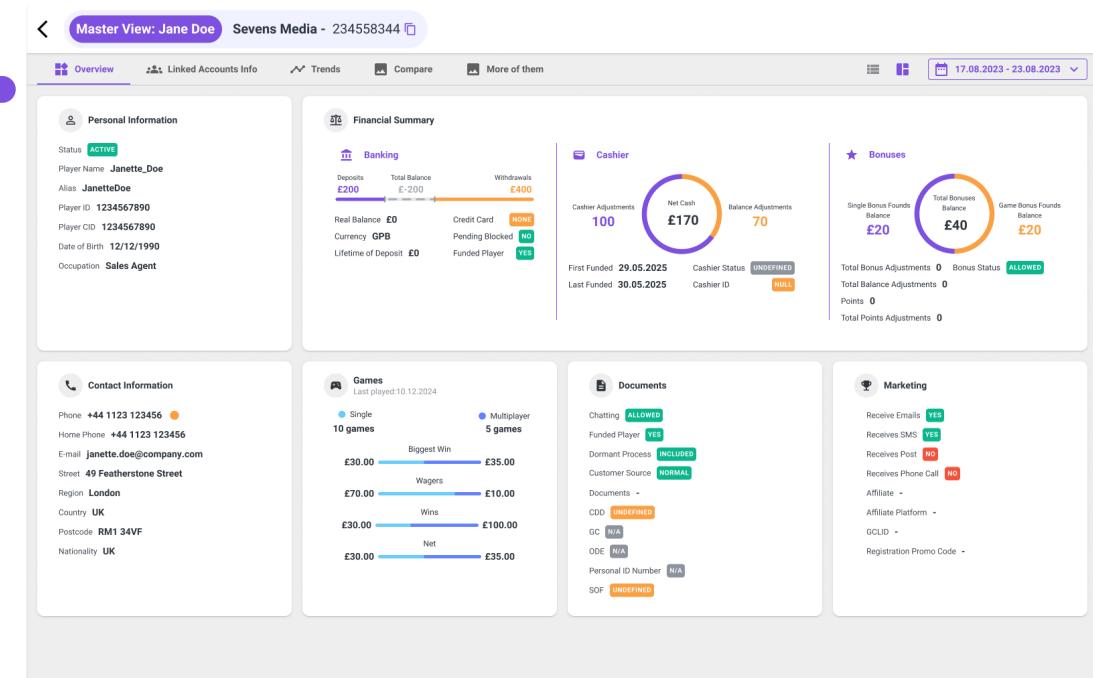
Strategic Operations Platform - UX Case Study



Overview

Griffin is a strategic operations platform that centralizes cash flow management, transaction oversight, customer management, and marketing campaign execution into a single, unified system.

Built to support business-critical workflows, Griffin enables real-time collaboration across teams, providing clarity, control, and consistency in complex operational environments. Its design prioritizes transparency, scalability, and usability, empowering organizations to make informed decisions and manage risk with confidence.



Problem

Before Griffin was developed, the business relied on a legacy in-house platform combined with multiple external tools to extract and analyze key metrics. This ecosystem was primarily designed for data visualization, offering limited interactivity and a non-intuitive user interface.

Information architecture was fragmented and difficult to navigate, making it challenging for users to understand relationships between data sets. As a B2B organization managing multiple platforms and sites, the lack of a clear and scalable hierarchy became a critical issue.

Operational complexity increased, workflows were inefficient, and onboarding new employees required extensive training - often taking several months depending on the department.

These limitations highlighted the need for a unified, user-centered system capable of supporting complex structures while remaining accessible and efficient.

Challenge

One of the more atypical challenges was identifying and preserving the core value of the legacy platform, while simultaneously removing its rigid structure and unfriendly interface. This required a deep understanding of existing workflows to ensure that critical functionality was retained without carrying over outdated design patterns or constraints.

Another key challenge was determining which capabilities needed to be consolidated into the new platform in order to reduce dependency on multiple external tools. This involved designing a clear, scalable hierarchy and information architecture capable of supporting heavy data and complex metrics, while remaining intuitive and easy to navigate.

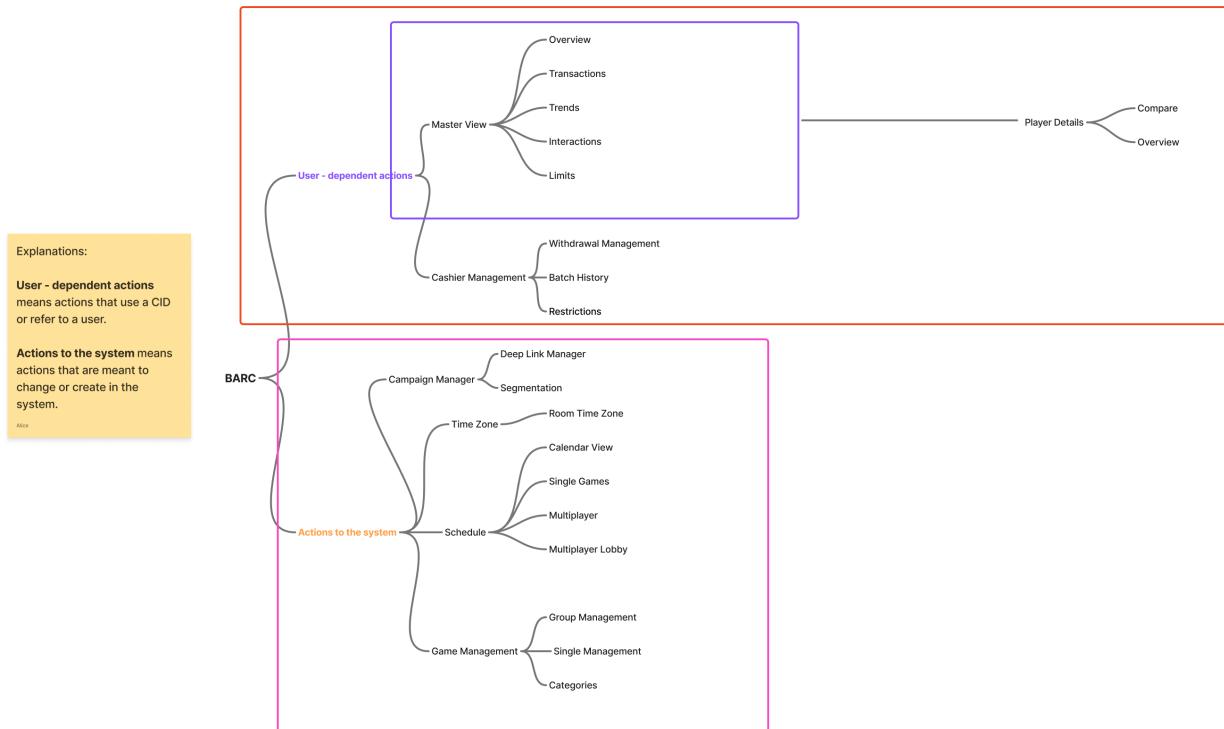
A central design goal was to introduce robust editing and configuration capabilities across the platform. Each page required a tailored design and interaction model to support its specific use case, yet the overall experience needed to remain cohesive, consistent, and aligned with a unified design system.

Design Process

Discovery and Platform Audit

The process began with a comprehensive audit of the legacy in-house platform and the surrounding ecosystem of tools. The goal was to identify the platform's true core value, understand critical business workflows, and uncover usability and structural pain points.

Special attention was given to how data, hierarchy, and permissions were handled across multiple managed sites.



Construction of the Phase

During this phase, we identified the need for a dual-branch architecture to support the platform's complexity and the differing needs of internal teams.

This led to the definition of two distinct modes of interaction:

- **User-dependent actions** - which rely on a specific user or ID (such as user management, permissions, and account-level operations)
- **System-level actions** - which focus on creating, configuring, or modifying elements within the platform itself

This distinction became foundational to the platform's information architecture and interaction model.

User, Roles & Business Alignment

We collaborated closely with stakeholders across multiple departments to gain a deep understanding of real user needs and overarching business objectives. As a B2B product, special attention was given to user roles, access levels, and the differences between operational, managerial, and executive users.

Key insights from this phase revealed that even experienced platform users struggled at times to quickly locate relevant information. Data-heavy tables were difficult to scan and interpret efficiently, increasing cognitive load and slowing down decision-making.

Additionally, the lack of filtering capabilities made it challenging for users to isolate relevant data. When issues needed to be flagged or escalated, users often spent hours navigating the platform or coordinating with other teams just to initiate interaction.

As a result, we introduced **direct interaction within data tables**, enabling users to act immediately on specific entries, and designed **page-specific filtering sections** to support faster data discovery, clearer insights, and more efficient cross-team collaboration.



Cashier Management

Withdrawal Management Batch History Restrictions

What are you looking for?

General

From: 29/03/2025 10:04 To: 30/03/2025 10:04 Withdrawal Status: All Flagged Transactions: All

Transaction Amount: All | 230 ID: Request ID: Split Withdrawal: All

Select one option from the dropdown

Search Clear

Withdrawal Management

Set Columns Export

| Request ID | Order ID | Transaction ID | CID | Split Withdrawal | Requested Amount | Withdrawal Date Time | Brand | Registration Date | Barc Net CID | Barc Net Master | Account Status | Documents Uploaded | AML Risk Level | Barc Net CID |
|-------------|------------|----------------|------------|------------------|------------------|----------------------|----------------|-------------------|--------------|-----------------|----------------|--------------------|----------------|--------------|
| 04561732871 | 2023458833 | 1542856734 | 1965369078 | Yes | £50.00 | 01.12.2023 10:01 | Bingo Lounge | 01.12.2023 | £50.00 | £250.00 | ACTIVE | YES | HIGH | £50.00 |
| 04561732871 | 9873234553 | 6593781274 | 1784366782 | Yes | £500.00 | 01.12.2023 10:01 | Best Chat Room | 01.12.2023 | £500.00 | £300.00 | ACTIVE | NO | MEDIUM | £500.00 |
| 38044628853 | 2023422243 | 7530913265 | 1763408798 | No | £35.00 | 01.12.2023 10:01 | host7 | 01.12.2023 | £35.00 | £-6.00 | ACTIVE | YES | MEDIUM | £35.00 |
| 38044628853 | 4555523453 | 1965369078 | 6112675398 | No | £750.00 | 01.12.2023 10:01 | Best Chat Room | 01.12.2023 | £750.00 | £50.00 | ACTIVE | NO | MEDIUM | £750.00 |
| 34176340722 | 4555523453 | 4499245812 | 6239560173 | No | £112.00 | 01.12.2023 10:01 | Costa Bingo | 01.12.2023 | £112.00 | £9.00 | ACTIVE | NO | HIGH | £112.00 |
| 04561732871 | 6455555532 | 9562309455 | 9915662789 | No | £50.00 | 01.12.2023 10:01 | Wink Bingo | 01.12.2023 | £50.00 | £-10.00 | ACTIVE | YES | LOW | £50.00 |
| 38044628853 | 2023422243 | 2437129445 | 2456722345 | No | £5.00 | 01.12.2023 10:01 | Costa Bingo | 01.12.2023 | £5.00 | £48.00 | ACTIVE | YES | MEDIUM | £5.00 |
| 34176340722 | 2023422243 | 89956448235 | 5634576889 | No | £750.00 | 01.12.2023 10:01 | Wink Bingo | 01.12.2023 | £750.00 | £77.00 | ACTIVE | NO | HIGH | £750.00 |

Number of transactions: 21 Items per page: 20 1-20 of 21

Wireframing & Interaction Design

Low-fidelity wireframes were used to rapidly explore layouts, navigation patterns, and interaction models - especially for data-heavy views. This stage allowed for early validation of assumptions and ensured that usability and clarity were prioritized before moving into visual design.

The key conclusion from this phase was that a single layout pattern could not effectively support all user needs. To accommodate different use cases and data contexts, we defined multiple layout types:

- **Table-based layouts** - for detailed analysis
- **Bento-style layouts** - for high-level overviews
- **Hybrid layouts** - that combine both approaches

This flexibility enabled the platform to adapt to varying workflows while maintaining consistency and usability.



The screenshot displays the Griffin Game Management interface. On the left, a vertical sidebar contains a purple header "Bingo Management" and several "Button" icons. The main content area has a top navigation bar with tabs: "Calendar View" (selected), "Games", "Single Rooms" (highlighted in blue), and "Game Lobby". Below this is a secondary navigation bar with "Game Rooms" and a "Room Info" card showing "Room ID: 4", "Room Name: Daily Special", "Game Society: Jet Management", "Default Game: ACTIVE", and "Time Zone: UK, London". To the right is a "Games Schedule" section with a weekly calendar grid from Monday 23/12 to Sunday 29/12. The grid shows various game sessions like "Working Fun £10" at different times throughout the week. A "Associated Network Rooms" table lists rooms with IDs 77, 123, 75, 115, 147, and 248, categorized by network (City, Costa, Fancy, Sing, Globalcom, RedBus). At the bottom is a table of "Scheduler" entries with columns for Scheduler ID, Game, Recurrence Details, Date & Time, Created, and Updated.

| Scheduler ID | Game | Recurrence Details | Date & Time | Created | Updated |
|--------------|-------------------|--------------------|--------------------------------------|-------------------------------|-------------------------------|
| 1234 | 200K | Single Game | 23.12.2024, 17:02:35 | Andrew G 01.12.2025, 14:05 | Andrew G 01.12.2025, 14:05 |
| 1235 | £50 Fixed | Every Day | 17:08:00 | Andrew G 01.12.2025, 14:05 | Andrew G 01.12.2025, 14:05 |
| 1236 | Fixed, Bonus, £25 | Every 450 Seconds | M T W T F S S 17:13:00 - 18:00:00 | Andrew G 01.12.2025, 14:05 | Andrew G 01.12.2025, 14:05 |

Flexibility & Editing Capabilities

A key objective of Griffin was to introduce advanced editing and configuration capabilities. We designed flexible page structures that allow users to customize content, metrics, and views based on their specific needs.

Although each page required a tailored approach, all solutions were built on shared interaction principles to ensure consistency across the platform.

This led to the definition of a clear and scalable layout structure:

- **Left-side panel** - Personalized navigation, adapting to team needs and access levels
- **Top navigation bar** - Second level of navigation, exposing deeper layers of functionality
- **Central area** - Primary content, including data, filters, and contextual information
- **Right-side panel** - Dynamic editing space, allowing configuration without leaving context

Validation and Design System

Once validated, the designs were translated into a cohesive visual language supported by a scalable design system. This ensured consistency across the product, simplified development handoff, and enabled future expansion without sacrificing usability or clarity.

Validation, Iteration & Handoff

Designs were continuously refined based on stakeholder feedback and usability insights. The final phase focused on clear documentation and close collaboration with development teams to ensure a smooth and accurate implementation.

| Implementation status | Action | Behavior | Comments |
|-----------------------|--|---|--|
| IMPLEMENTED | Click Multi select row | add/remove row to selection | only applies in tables that has a multi select feature |
| IMPLEMENTED | Click on flag | Marks the row in warning color, Removes it from being selected in multi select(if previously selected) Disables any non applicable action for this row (such as multi select) | |
| PARTIALLY | Click on row | select / highlight row | implemented only in multi select - intended to be implemented in Cashier transactions page |
| NOT IMPLEMENTED | Double Click on row | Open most contextual destination | example, players search - opens CID info, campaign search - opens campaign viewer |
| PARTIALLY | hover on a cell | show contextual actions relevant for item/cell info | show more & copy are presented in the chat history page for long message content |
| NOT IMPLEMENTED | click on a cell | takes you to a destination per cell | *will conflict with clicking on a row to select it & clicking on an action inside the cell |
| NOT IMPLEMENTED | click on cell content as link | show contextual action icon (shows only on hover) - example: copy | can conflict with clicking on a row to select / click on a cell / allows multiple destinations per row |
| NOT IMPLEMENTED | click on a row-or-an expand/contract icon (like in Risk hub) | expands/contracts a row (like in Risk hub) | could conflict with clicking/selecting a row |
| NOT IMPLEMENTED | Sticky Actions column | when we have an actions column, it is not scrollable(sideways) and always visible on the right side of the table | currently not implemented as far as we know |

Gallery

The image displays four screenshots of the Griffin application interface, illustrating different views and features:

- Screenshot 1:** Shows the "Master View" for Jane Doe (User ID: 23456344). It includes sections for "Overview", "Transactions", "Trends", and "Another Tab". The "Transactions" section shows a summary table for "CB Interactive Summary" (ID: 123456789) and a detailed transaction history table.
- Screenshot 2:** Shows the "Master View" for Jane Doe (User ID: 23456344). It includes sections for "Overview", "Transactions", "Trends", and "Another Tab". The "Transactions" section shows a summary table for "CB Interactive Summary" (ID: 123456789) and a detailed transaction history table.
- Screenshot 3:** Shows the "Master View" for Jane Doe (User ID: 23456344). It includes sections for "Overview", "Transactions", "Trends", and "Another Tab". The "Transactions" section shows a summary table for "CB Interactive Summary" (ID: 123456789) and a detailed transaction history table.
- Screenshot 4:** Shows the "Cashier Management" view. It includes sections for "Whitelisted Management", "Batch History", and "Restrictions". The "Whitelisted Management" table lists various entries with columns for "Request ID", "Order ID", "Transaction ID", "CID", "SPLIT", "Timestamp", "Received Amount", "Processed Amount", "Brand", "Registration Date", "First Net CID", "First Net Received", "Amount Status", "Demographic", and "Risk Level".