

A Bespoke App Solution for Seamless Asset Management

Empowering Curators and Auditors to efficiently manage, track, and report on high-value assets

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UX/UI Design
Project Case Study

Tools Utilised:

Platforms:

Project Overview

Asset Assure is a leading organisation dedicated to managing high-value assets, including antiques, fine art, silverware, and collectables, across a diverse portfolio of estates.

Their work involves carefully locating, tracking, valuing, and reporting on these assets to preserve their integrity and historical significance.

To support their critical operations, the client identified the need for a tablet-based app solution to replace their outdated PC/desktop-based system. An app designed to streamline business processes, enhance on-site asset management, and deliver a more engaging experience for estate owners.



My Role: UX/UI Designer

As the UX/UI designer, I was responsible for interpreting the research findings provided by the research team to create a comprehensive design solution, ensuring usability, accessibility, and alignment with stakeholder objectives.

My role involved:



Designing branding, logos, and mockups to create a cohesive visual identity.



Creating low- and high-fidelity wireframes to establish layouts and key functionalities.



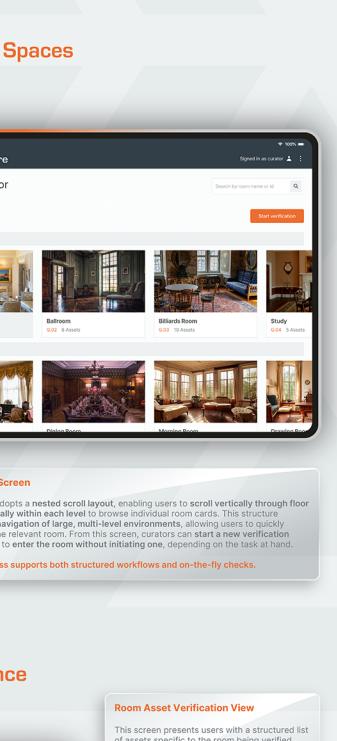
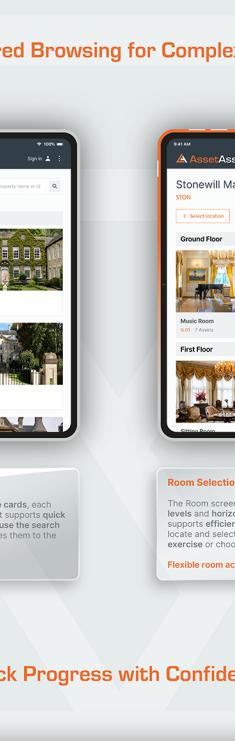
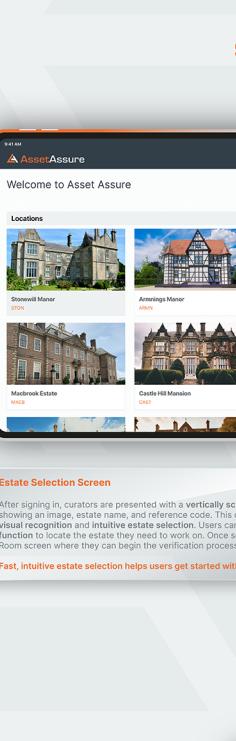
Developing prototypes for iPad Pro to test and refine user interactions.



Collaborating with stakeholders to gather feedback and iterate designs based on insights.

User Personas

Ensuring the app's design aligns with their specific tasks and objectives, the research team identified three distinct user personas: Curators, Auditors, and Estate Owners, each with unique responsibilities and requirements.



Curators

Curators manage the purchase, placement, and condition of assets across all estates.

Their tasks included:

- Conducting verification exercises on-site to ensure data accuracy.
- Making notes about asset conditions or relocations.
- Providing Estate Owners' reports on their results.

Pain Points

- Inefficient workflows, relying on pen-and-paper which could be prone to errors.
- Visits were time consuming, sometimes lasting a few days, which involved visiting each room and floor level.

Auditors

Auditors conduct ad hoc inspections of asset authenticity and condition.

Their tasks included:

- Viewing and verifying asset details for specific locations, which involved visiting each estate, each room and each floor level of the property.
- Conducting inspections with minimal preparation time.

Pain Points

- Visits were time consuming, sometimes lasting a few days, which involved visiting each room and floor level to audit each asset.

Estate Owners

Estate owners own the valuable assets within their properties, such as antiques and fine art.

Their tasks included:

- Receiving detailed estate content reports, delivered as PDF emails or printed summaries, outlining the quantity, location, condition, and value of their assets.

Pain Points

- Estate Owners received static, text-heavy reports on their assets, lacking interactivity or visual appeal, making them unsuitable for showcasing or discussing during social occasions like dinner parties.

Brand Identity

A strong visual identity is essential for creating a cohesive and recognisable app experience. I developed Asset Assure's branding with a carefully curated combination of typeface, logo, and colour palette, each playing a key role in ensuring clarity, usability, and brand consistency. The app's typography relies on Inter for both readability and hierarchy, while Eurostile appears in the logo as a graphic element. The adaptable logo ensures visibility across different backgrounds, strengthening brand presence. Asset Assure's colour palette further reinforces hierarchy and enhances navigation throughout the interface by guiding user attention and maintaining visual harmony.

Brand Type Faces

Eurostile Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890

Eurostile Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890

Logo Design

