

Company A - Re-Design

Project Overview

This project aimed to re-work the existing **Company** payment [Links / Web Solutions] with an up to date design and user experience that created delight and ease of use for the millions of users across the globe. Previously, the design language, user experience and overall structure of the links which the company provided for each client was really bad and was full of clutter, this created confusion and was a nightmare to navigate in general.

With this project we followed trends and best use practices to ensure that the **Company** [Links / Web Solutions] are up to speed and on par with competitors in terms of user experience and design.

Roles and Participants	Deliverables	Tools	Project Duration
Z.Vangelov - Product Owner	Low and High Fidelity Prototypes	Google Analytics	September 20, 2023 - January 1, 2024
DEV - 2 Developers	DEV - 5 Developers	User Statistics	
QA - 1	QA - 4 + Automations	HotJar - Heat Maps	4-5 Months
UI/UX - 1 Person + Me	UI/UX - 1 Person + Me	User Surveys - User Feedback	
		Figma - Prototypes and Design	

Note: Due to NDA's I will use **COMPANY** rather than the real name of the company.

The Problem

What was the Challenge?

The main challenge that we were facing was to find the best approach with the least amount of effort, risk impact, and time investment.

The **Company**'s business model was not one of the greatest to say so, unfortunately the business model was not something which I had idealized in general. The **Company** offers clients and partners API's and also standalone web based payment solutions, or in other words standalone websites that can be used to facilitate payments by end users.

Having such an offering means that with a ever growing client base within the thousands, managing these standalone web solutions had becomes a nightmare. At the time of the project, **Company** had 1840 Live links which had to have the new changes applied to!

Conflicting Customizations

All major changes to the payments links were hard to execute, as throughout the years numerous customizations and expectations had been added to different client links as per client request, meaning that global changes had the potential to impact each clients link differently and create issues.

These customizations had now reached a point of volume that made things hard in terms of developing unified solutions.

Unified Development Approach

One of the hardest aspects of this project was to find a unified approach for both UI/UX perspective and development perspective. Making any changes to the existing UI or reworking elements on the websites was hard to do, as each change touched on logic that if changed, had the potential to create many issues with different clients and parts of the websites.

This all meant that UI/UX Developers and Engineers had to work really closely to bring the maximum impact with least resistance to the table.

Quality Assurance

Ensuring a high level of quality was a major challenge due to the complexity of customizations and interdependencies within the system. Every change required extensive testing to verify that it did not introduce unexpected bugs or inconsistencies across different client implementations.

Given the intricate nature of the logic and UI components, a robust testing process was necessary, including regression testing, automation, and continuous feedback loops from developers and testers. The goal was to minimize risks while maintaining a stable and scalable system.

In terms of Quality Assurance, a generalized approach was deployed where we used the pareto principle to make testing a bit more easy going and also, we created corner case lists for clients with customizations. Automations for QA testing were also developed to automate high amount of test cases.

User Pain Points

What were the users problems?

With the re-design we have addressed some large pain points that our users were facing at the time being, some of which were:

Scattered User Attention

Due to a large number of unorganized elements throughout the pages, user attention was being directed towards non-important areas of the websites rather than key ones, thus creating an overall bad user Experience.

Outdated Design Language

One other point is that our current design language is outdated and is not covering some fundamental principles and rules that should be incorporated in any new web-based design development.

Style Guide Misalignments

The old design lacked a cohesive visual identity, with inconsistent fonts, colors, and UI components across different sections. This inconsistency caused confusion and reduced trust in the platform. A unified design system was needed to ensure brand consistency and a polished user experience.

Misleading User Journey

Our users are not being fully informed of key details throughout the user flow, which leads to excessive account creation and potentially a larger need for Customer Support or further clarifications.

Inconsistent Performance Across Devices

The outdated design was not optimized for various screen sizes and devices, this led to inconsistent performance, particularly on mobile and tablet platforms. This inconsistency resulted in poor user experience, including slower load times and unresponsive elements, making it difficult for users to interact with the platform effectively across different devices.

Inconsistent UI Elements

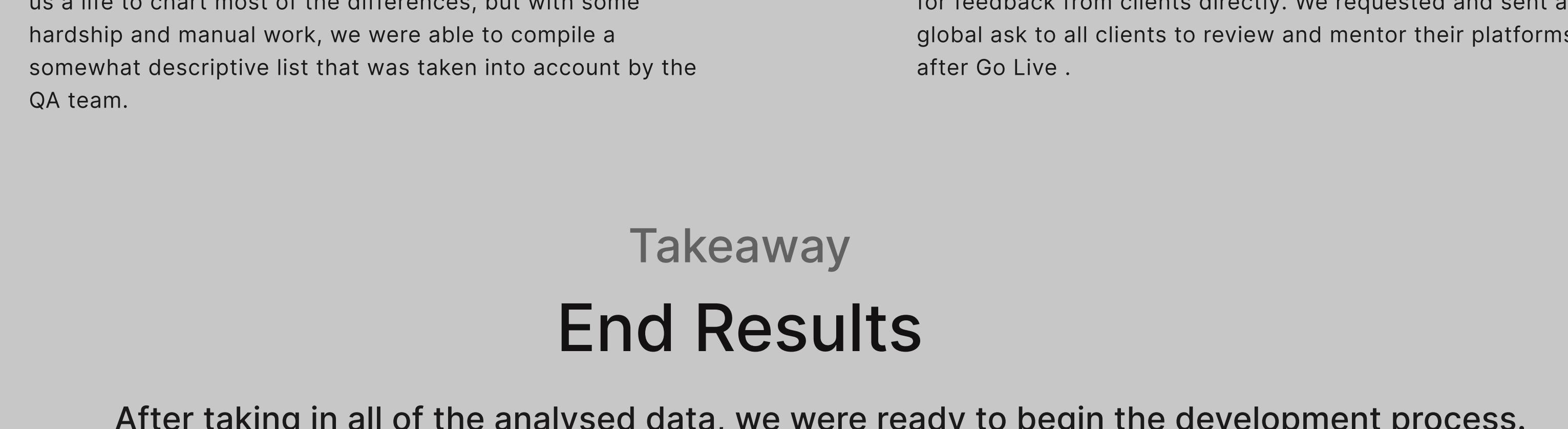
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Step One : Taking in Metrics

Prior to going about and looking for a solution, we wanted to make sure our solution proposition was backed by analytics and statistics. The first step we took was looking at heat maps in order to understand how our users interacted with our product. A review of statistical data was also made using google analytics.

Based on the results, we identified key elements that were creating clutter confusion and a problematic user experience and also key elements that were most focused on.

From our research, we distilled the three most important factors and used them to create a balanced and intuitive design language.



Step Two : User Feedback

Through our Customer Support teams and also through employed surveys we were able to gather a lot of quantitative and detailed user feedback that was taken into account.



To gather user feedback, we implemented feedback forms presented to users just before completing their payment process. In parallel, our customer support team actively collected insights by asking users for general feedback during support interactions.

Step Three : Competitor Analysis

To inform our design and product decisions, we conducted a thorough competitor analysis. This involved reviewing similar platforms across the industry to identify best practices, usability patterns, and areas where competitors offered a stronger user experience. We focused on aspects such as layout design, user flows, feature sets, and overall user engagement. These insights helped us benchmark our product and identify key opportunities for differentiation and improvement.

The Solution

Design Process and Takeaway

After taking in all of the analysed data, we were ready to begin the development process.

Internal Alignment

At the point of development kick off, it was really crucial to have a tight alignment between **QA's** and **Developers**, given the amount of features and pages that had to be tested along with the numerous amount of links that had to be checked, the QA team had to act fast and use automations to optimise the testing phase, so as to go nearly hand to hand with the development.

All re-designed pages would directly go into manual testing in terms of features and also, automation testing in order to review how they handled across the thousands of links that were created.

Ideally, our goal was to achieve 100% coverage across all payment portal links. However, due to the high volume of client-specific portals, we adopted the Pareto principle (80/20 rule) to prioritize testing efforts. This allowed us to focus on the most frequently used and business-critical portals, ensuring maximum impact with available resources.

Exceptions Handling

It was critically important to understand how the changes we made were impacting customisations and exceptions. It took us a life to chart most of the differences, but with some hardship and manual work, we were able to compile a somewhat descriptive list that was taken into account by the QA team.

Client Alignment

Seeing that we were unable to map out all of the different exceptions and customisations, our best approach was to ask for feedback from clients directly. We requested and sent a global ask to all clients to review and mentor their platforms after Go Live.

Takeaway

End Results

After taking in all of the analysed data, we were ready to begin the development process.

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