

DXC
TECHNOLOGY



DXC

Gruppe: **B1G_Cod3["resque"]**

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PROTOTYPE
GITHUB

DXC

Content

- 1 Description** - Description, goals & information
- 2 Style** - Style tile
- 3 Insights** - Client insights, needs & problems to solve
- 4 Research** - Preliminary research, focus area
- 5 Files** - Files & Github, SASS, partials, modules, js & structure
- 6 Process** - Ideation process, design & plan
- 7 Process** - Principles of Persuasion, design & plan
- 8 Test** - Test, plan & structure
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- 10 Analysis** - Analysis, implementation results & conclusion
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DESCRIPTION

Our project

The task at hand is to provide a solution for the DXC that would help the organization gather vital information about potential customers. By targeting the audiences environment, data can be collected and analysed to better understand the clients needs.

How to gather information about a potentiel client:

Developing a design that leads and guides the user to a signup form and converts a given clients consent immediately into a potential lead for a sales team.

Concent:

The goal is to get visitors to sign up for DXC to get access to the information asset. In spite of it being slightly text heavy, we visualized our product as an information based journey that guides the user to interact with the application, and thereby obtaining information.

Style:

Is simplistic with a modern twist, we tried to make the design easy to understand, user friendly and intuitive. Our aim was to ease the user into the site by curiosity and by using the principles of persuasion.



FONTS

Headers

Font: GT-Walsheim-Pro-Regular

Font-size 3.5vw

Font-weight: Bold

Text

Font: GT-Walsheim-Pro-Regular

Font-size 3vw

Font-weight: Normal

ICONS



COLORPALETTE



INSIGHTS + PROBLEMS

Insights

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DXC TECHNOLOGY INSIGHTS

Leverages people and **technologies** from all over the world.

Utilizes global experience and cases in local solutions.

Delivering profound **Microsoft Dynamics Expertise**.

Advising on the application that fits your exact needs.

Helping **scale** and **tailor solutions**, making them operational and seamless to use.

Needs

Reach customers **locally** and **globally**.

Customers becoming risk adverse - they need someone they can **trust** and go to for most of their **needs**.

Global **strength** - to provide the service demanded.

Understand and **predict the circumstances** of costumers.

Become a **long time partner** for the customer.

Goal is to get CONCENT

Its important we demonstrate that we can **inspire** the visiter and show **promise** on further communication and drive the customer, to **convert** the visit into a signup.

//

Being corse effective, and deliver short term results fast and dependently.

//

Account for your clients environment so you can accommodate their needs.

- Jon Meldgaard - DXC

INSIGHTS + PROBLEMS

Insights

Problems

Current solution:

Static PDF:

- No** SEO optimization
- No** Google analytics / No tracking
- No** Login function
- No** rating of leads
- No** tracking of returning users

Screenshot of new data base:

- Overview of the new data base, where DXC can differentiate between signups, and categorize them from poorest to strongest potential lead.

first_name	last_name	login_amount	job_title	company	country	work_email
vic	vedde	4	journalist	laszlo	Denmark	vic@gmail.com
Hans	Bonde	2	CTO	IBM	Denmark	hb@ibm.com
Lisa Bianca	Sendergaard	7	CEO	Hausfrau	Denmark	lisabianca@gmail.com
Rikke	Christensen	1	Technical Engineer	Apple	Denmark	rc@apple.com

Fixes

New solution:

Tracking made **possible** - by creating **database** for DXC signups

Rating most **"valuable"** potential lead

Content is targeting users **personally** & aim towards establishing **trust & loyalty**

Liking - client puts them self in the **customers perspective**

by using the persuasive principle of **liking**.

Nudging the user to **signup** by using the Principle of Persuasion

Read more about the use of Persuasive Principles in paragraph 6 & 7 (the ideation process)

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Our main point during our preliminary research

Was to identify and dertermine the focus of our argument in our chosen asset, in order to reliably target our audience and communicate relevant and valueable information, and the service offered by DXC-technology in this regard, to said audience.

We identified

that the focus of our asset, was to communicate information about Enterprise Resource Planning (ERP), and communicate the focus of ERP to our audience when they first visit the website, and as such make them more inclined to complete the sign-up form to gain valuable information.

Preliminary research

Our prototype

adresses the communication of ERP on our landing page, by putting a direct and immediate focus on the provided software, Microsoft Dynamics 365 Business Central, as a solution in correlation with the ERP service.

Further more

our prototype then gates the following content with a sign-up form, so as to ferment interest of this solution in our audience.

When

the page is scrolled the sign-up form will obstruct the user from scrolling through the content, making it necessary to sign-up in order to pursue further information.

The sign-up form

on our prototype is designed with persuasiveness in mind. The rhetorical question of being able to make qualified and informative decisions in our audience's own businesses.

Adressing **DXC's understanding** of how valueable and precious their audience's time is.

The promise

of providing a well **thought-out guide** to help our audience determine their **own needs** and the **correct solution** for their problems.

And lastly promises DXC's interest in guaranteeing that their audience **always** have the **latest knowledge available** to make the best qualified decisions.

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FILES & GitHub

Thoughts

The challenge of working together on a project in a team is very much made lighter with the ability of being able to divide different modules/partial. Therefore we are using parcels and made a SASS structure. Each time we made changes, we first made new branches. When coding was complete we merged these into Master.

With these tools we are less likely to get conflicts, when we merge our branches in Git.

SASS structure

SASS:

```
/partials  
  _bc_site.scss  
  _form.scss  
  _key_site.scss  
  _menu.scss  
  _peter.scss  
  _root.scss  
  style.scss
```

Js structure

JavaScript Modules:

```
main.js  
  /modules  
    form.js  
    menu.js  
    settings.js
```

GitHub

GitHub:

```
/BigMoneyBigCars  
/dxctechnologyproject (Master)
```

Branches:

```
peter1  lisa1  lasse1  
peter2  lisa2  lasse2  
peter3  lisa3  lasse3
```

See GitHub:

<https://github.com/BigMoneyBigCars/dxctechnologyproject>



THE PROCESS

The ideation process

The asset we chose was not text heavy, but it was technical content that was written in small text and grouped in bigger “chunks”.

We wanted the content of the asset to be as easy to read as possible, with the content being the hardest part to comprehend. That meant using a lot of whitespace in our layout, along with multiple images to soften up the read. The design was done in co-relation to the design guide given.

The persuasive principle reciprocity was a given for this assignment, but we wanted to make it even more prominent, so we wanted to give something first, to hopefully make the user more open to submitting their data. We did this by giving the user permission to read the first section, before being prompted to submit their data.

The form itself had to have the mandatory inputs: First name, Last name, work email, company name, country, job title and a checkbox for consent.

We wanted to make the form easy to fill out, so we grouped the input fields in three categories (private, company and consent). The categories, that are only divided by a bigger margin and no text, to minimize text clutter. This means the user can't see the categories, but the flow is more natural.

We wanted to have as many principles of persuasion present as possible in the text next to the form, while still keeping the text short and precise. So first off we wrote a text with the message we wanted to communicate, and then we changed them according to the principles chosen.



The Principles of Persuasion

4 of the 6 principles of persuasion are used on the landing page next to the form.

The reciprocity principle is basically giving some to get some, which is the center of this assignment. Furthermore the user is given the ability to read the first section of the asset page to honor the theory that if you give first, the user is more prone to give themselves.

The principle scarcity is used by mentioning that the content is only accessible on this page and only if you sign up. Therefore it is not easily accessible content.

The principle authority is used by introducing the content as “written by our experts”.

The principle liking is used by making the statement “We know it can take up a lot of time to stay up to date on different technical software and equipment and we know your time is precious.” In this statement the sender is placed as “the same” because “we’ve faced the same” and thereby making “us” similar. The user also receives the compliment that “we” perceive their time as precious. In the last section we cooperate by laying out what the user gets in return for what we ask.

THE PROCESS

Test 8

TEST

Expert review

We did the expert review to make sure that all conventions are met.

For this we recruited a person with a lot of experience with UX.

We chose to do an extensive review that rates the site on **45** different UX parameters.

The test on real users were conducted, first with a think aloud test, with two user assignments. Our goal was to test the usability of the landing page. The assignments were:

You have come across a post on your linkedIn page which seemed like an interesting read, so you clicked the link and got to this landing page. You want to read the content on the page, what do you do?

Now you have read the asset once, and you closed the computer to go take a break. When you get back, you need to have another look at the Hosting options section. What do you do?

After the think aloud test, we did a questionnaire to clear up the user's opinion on other matters related to the persuasive text, the form in general and the asset page.

The questions were:

Is it clear / unclear what the user gets by submitting their data?

Do you find the heading too long / too short / not descriptive enough?

Do you find the paragraph too long / too short / not descriptive enough?

The form

Was it clear / unclear what data you needed write in the form (on each line)?

If you got an error submitting, did it clear up what went wrong?

When you came back the second time and needed to "log in", was it clear you needed to click the "already submitted" button?

Because of the current situation with the Corona virus, we needed to do all testing online. For this we chose Microsoft Teams, because of the ability to share screens and in the same time see the participant.

TEST

Expert review

Think aloud test

Our participant on the expert review has many years of experience in UX design. First off we conducted a **think aloud test**, where the elements pointed out were these:

The test subject was **confused** by a header that disappeared when scrolling down to the form.

He didn't **fully understand** if he was signing up for; a newsletter or something else (the test subject didn't properly read the persuasive text).

He **found it strange** that the word "qualified" (which is yellow) was unreadable when he selected the text with the marker (the selection turns into the same yellow as "qualified").

He was **also expecting** the checkbox to show some sort of "checked" mark when being checked instead of just turning yellow. To him this meant an **error**.

He thought the buttons labels was in a developer language, and suggested to change them to more regular expressions.

Usability review

The second test was **very extensive**, and because of that we will only mention the eminent parameters (to see the full review, see appendix **EXPERT REVIEW**).

-

The test gave us a score of 72 out of 100!

The test subject wanted to **leave out the form** until it was necessary to show.

He wanted to **be able** to press the back button to be able to get back to the login page.

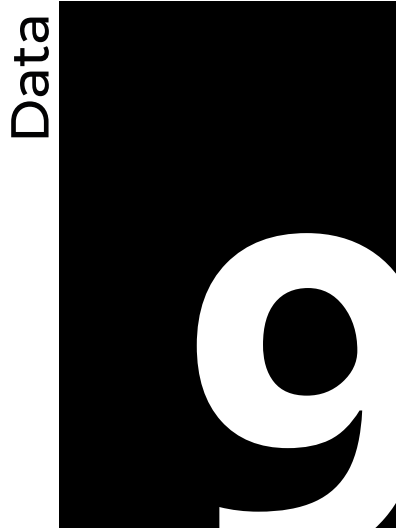
He wanted to change the red error text on the form, **because it is difficult** to see if you are colorblind.

He noted that it is possible to submit an email that does not exist as long as it contains an @ and a dot.

He also **encouraged us** to maybe play with the line height of the paragraphs, to make the text easily readable.

He was **missing an option to contact DXC directly**.

He noticed that 2 pictures **wasn't optimized for faster loading**.



Test 2. iteration - The data

When testing the 2. iteration of the prototype, we got some **insights** from 2 other test subjects.

The persuasive text

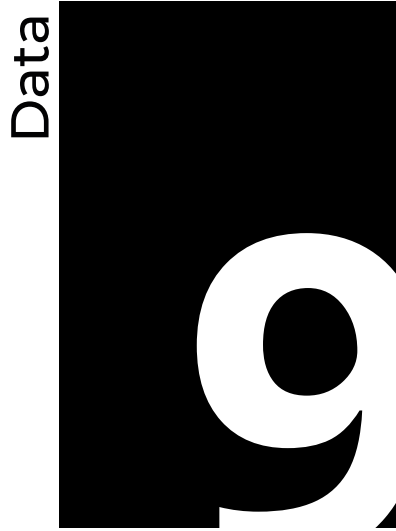
Both were **fast to do the two assignments** and afterwards they answered, that they **thought it was clear** what they would get by submitting their data.

One test subject found the heading too **long** and a **bit complex/confusing** and the **other subject found** it very **descriptive and intriguing**.

Both found that the length of the paragraph was **suitable**.

The form

Both subjects thought it was very **clear** what data was needed in the different input fields, and they both found the **error messages and icons** were clear enough as to what went wrong, when filling out the form **wrong**. One did mention, that **it would be nice with a different message** if the email wasn't filled out correctly, so it didn't just say "Please provide you work-email". Both subjects found that it was **easy to log in** the second time they wanted to view the asset page.



The asset page

One subject thought it was **difficult to navigate** the page at first, but shortly after came to the conclusion, that it was probably because he was too focused on finding that exact heading he was told to find, that he didn't even look for a navigation or a second page.

The other subject thought it was **clear how to navigate the site**, but found it a **bit confusing on the landing page**, that the navigation changed color on hover, while not being active yet. One subject found the font size a bit small, the other thought it was fine.

Other comments

One test subject liked that there was a lot of **whitespace** and not too much text crammed in blocks. He would have liked the yellow arrows to be on **each side at all times** and **be clickable** on the asset page.

He thought the **design of the form was very corporate**, which he **noted fit the target group well**.

The other test subject commented, that the design on the form was a bit **"standard"** and that she would like some **rounded corners/shapes, to make it more soft** and to relate to the round shapes of the images on the asset page. She didn't find the yellow arrow had a function. She liked the round pictures and the animation in the navigation.

She **noticed that the headings** didn't have the same font size, which she found **confusing**.

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Analysis

As this was a test on the **second iteration**, we didn't have much time left before handin, which we would have needed to complete an usable test.

The two test subjects agreed on several matters that seemed clear / positive to them. The things they did not agree on, was on all accounts where one gave positive feedback and one gave negative feedback.

If we should iterate on this test, we would need at least 3 more test subjects, to find out which areas really pose problems, and which is just one persons opinion. Because of that, we did not change anything after this test, since we wouldn't know if we changed it for the worse.

Expert review

A lot of the things the test subject commented on, was elements that we had not even had the slightest idea that it could be problematic. After this review, it all made sense, which proves that an expert review should be mandatory when developing anything which is meant for the use of others. After the review we changed all the things he had noted but one.

Landing page

Instead of the disappearing header when the user scrolls to a specific position, we implemented at "sign up and read more" button. With this button we don't need the form to be visible before the user clicks the button. This also helps the user to understand what he gets by signing up -the ability to read more. When the button is clicked, the form becomes visible and the site scrolls automatically to the form. This means the user can still scroll back up to the top of the page for better orientation.

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The form

Instead of just filling out the checkbox with a yellow color when checked, we added a “☐”, to make the state of the box obvious. We changed the labels on the buttons in the form to more commonly used expressions. we changed “I already submitted” To “I already signed up” and “Check email” to “Sign in”.

The error messages in the form was red, but as the test subject noted, this can be almost impossible for a colorblind person to see. Therefore we changed it to a yellow color, that still “pops”, but hopefully almost everybody can see.

In the test the subject noted that the word “qualified” disappeared when selection the text, so we changed the selection color to a lighter yellow, to make sure yellow words were still visible.

Other

Since the page is created on one html site, it wasn't possible to use the back button of the browser to get back to the landing page. We made an **override in JavaScript** to make the back button refresh the site, when it is active. This would for the user seem as a step back to the landing page. **The downside** is that this only works if the user has been somewhere else before in the same browser. Otherwise the back button is inactive. **We changed** the font size and line height of the paragraphs, to make it easier to read, and we added an email to the footer of the asset page, to give the **option to contact DXC Technology directly**. We also optimized all pictures for faster loading.

After all of these changes, our test score went from 72 to 93 out of 100.

Design

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ASSETS



Design

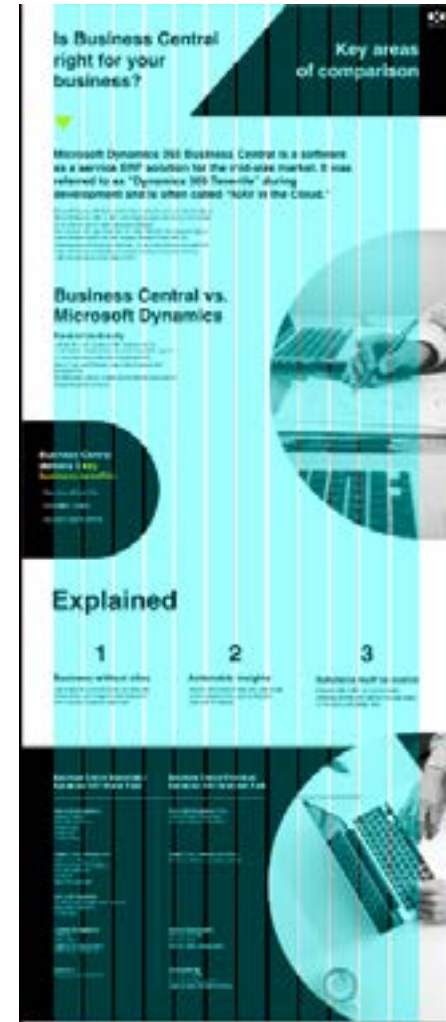
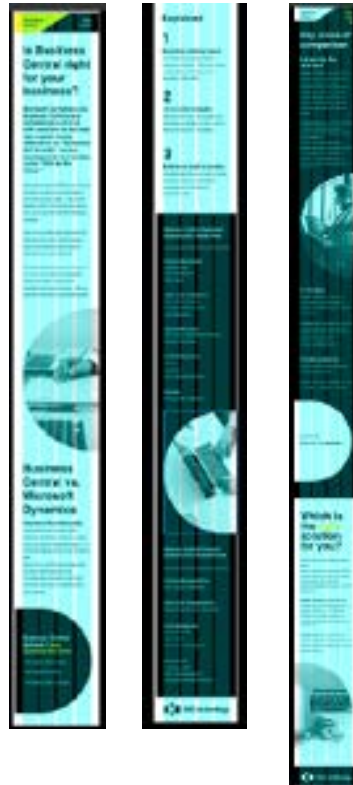
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Desktop

Mobile

MOCK-UP

[Click here to see mock-up in full-view](#)



Bilag / Appendix

DXC

References
Sources of inspiration