WP-Optimize Analysis

Time Line

- Familiarize and Download Plugin - 40 mins
- Start experiencing the entire process - 1 hour
- Record UX suggestions - 1 hour
- Optimize + Create User Flow
- Mockup Design - 40 mins

Task Confirmation

- Experience the entire download & setup process.
- Draft/write comments.
- Design part of the interface.
- Review structure & submit

Design for who?

- Professionals in the technology industry
- First-time users unfamiliar with plugins (Designer/PM, etc.)
- Entrepreneurs
- Non-tech company employees

What can i do?

- Consider steps to simplify initial plugin setup
- Empathy: For most people, they don't know the plugin as well as the developers do, and prolonged difficulty can reduce users' comfort with the plugin. Therefore, I propose to make all common simplification steps tick-able with "one button" and enhance predictability (time) in use through data visualization etc.

☺ B O A R D

(UX) from installation and setup to core functionalities

Before Download

Issues:
- The homepage features a video with text playback followed immediately by the same text explanation below (repetitive content).

Impact on Users:
- Users can clearly understand the functionality, but it is not visual and intuitive enough. Visual representation would enhance the attractiveness of the plugin's features (a small change).

Suggestion:
- Visualize the features using dynamic icons.

(UX) from installation and setup to core functionalities

Downloading

Issues:
- There is no download progress bar, even if the download is quick.

Impact on Users:
- During the download, users may worry about the unpredictable duration if it takes too long.

Suggestion:
- Providing a visual progress bar reassures users by giving them a clear expectation of the remaining time.

☺ B O A R D

(UX) from installation and setup to core functionalities

After Download

Issues:
- The user interface is relatively clear, but the parameter settings are too lengthy, with many items having multiple sub-options.
- Users cannot immediately understand the impact of each setting parameter on the overall functionality.

Impact on Users:
- The product is not only used by developers. Technical personnel who have been using the product for a long time may not be able to empathize with first-time users whose understanding is limited to the "features" but do not understand the usage effects. Especially with the checkable parameters, the overall effect of enabling or disabling certain items is uncertain.

Suggestion:
- If you want to achieve "Effect A," please check "item123479" (can be illustrated and summarized).
- If you want to achieve "Effect B," please check "item123479" (can be illustrated and summarized).

Areas for Improvement

1. Visualizing Features with Dynamic Icons

Issues:
The homepage features a video with text playback followed immediately by the same text explanation below (repetitive content).

Impact on Users:
Users can clearly understand the functionality, but it is not visual and intuitive enough. Visual representation would enhance the attractiveness of the plugin's features (a small change).

Suggestion: Visualize the features using dynamic icons.

2. Controllable Progress Bar

Issues:
There is no download progress bar, even if the download is quick.
Impact on Users:
During the download, users may worry about the unpredictable duration if it takes too long.
Suggestion:
Providing a visual progress bar reassures users by giving them a clear expectation of the remaining time.

3. Optimizing Core Function: Clean and Optimize the Database

Issues:
The user interface is relatively clear, but the parameter settings are too lengthy, with many items having multiple sub-options. Users cannot immediately understand the impact of each setting parameter on the overall functionality.

Impact on Users:
The product is not only used by developers. Technical personnel who have been using the product for a long time may not be able to empathize with first-time users whose understanding is limited to the "features" but do not understand the usage effects. Especially with the checkable parameters, the overall effect of enabling or disabling certain items is uncertain.

Suggestion:
If you want to achieve "Effect A," please check "item123479" (can be illustrated and summarized). If you want to achieve "Effect B," please check "item123479

Step 1: Ideate!

Record UX suggestions - 1 hour

Discovery & Research

Why-My goal: Find out whole process of using **WP-Optimize UI/UX**
Who- design for: The people first time to use
Who i am: UI/UX Designer
Constraints- less than 5 hours

User interview- need finding

Simple and fast, clear plug-in meets "required functions"
Predictable plug-in download process
Easy parameter setting + risk-free archiving

Understand& define user pain points
Estimated time for downloading, installing and setting up (the insecurity caused by the unknown! How long will it take me)
Worry about incorrect operation in parameter setting, resulting in abnormal website function

Make a list of assumption
User need/ Emergent need
A rough setup needs to be completed within a limited time, and whether wrong steps are reversible.

Strategy & Problem Definition

How might you solve the pain points ?
I went through the entire process, noting all the difficult parts and the setup times that went beyond expectations.
I have a strong sense of empathy and list possible pain points and emergencies.
Solution: As a new user's first experience, write the UX optimization process and UI design.

What features can you design/build ?
It is built based on the fact that this is a software that improves the efficiency of the backend of the website. Therefore, in terms of UI vision, I suggest simplifying the common collection functions to enable one-click setting of all columns under an item. Therefore, it contains 2 buttons "One-click archive" and "One-click optimization (check)"
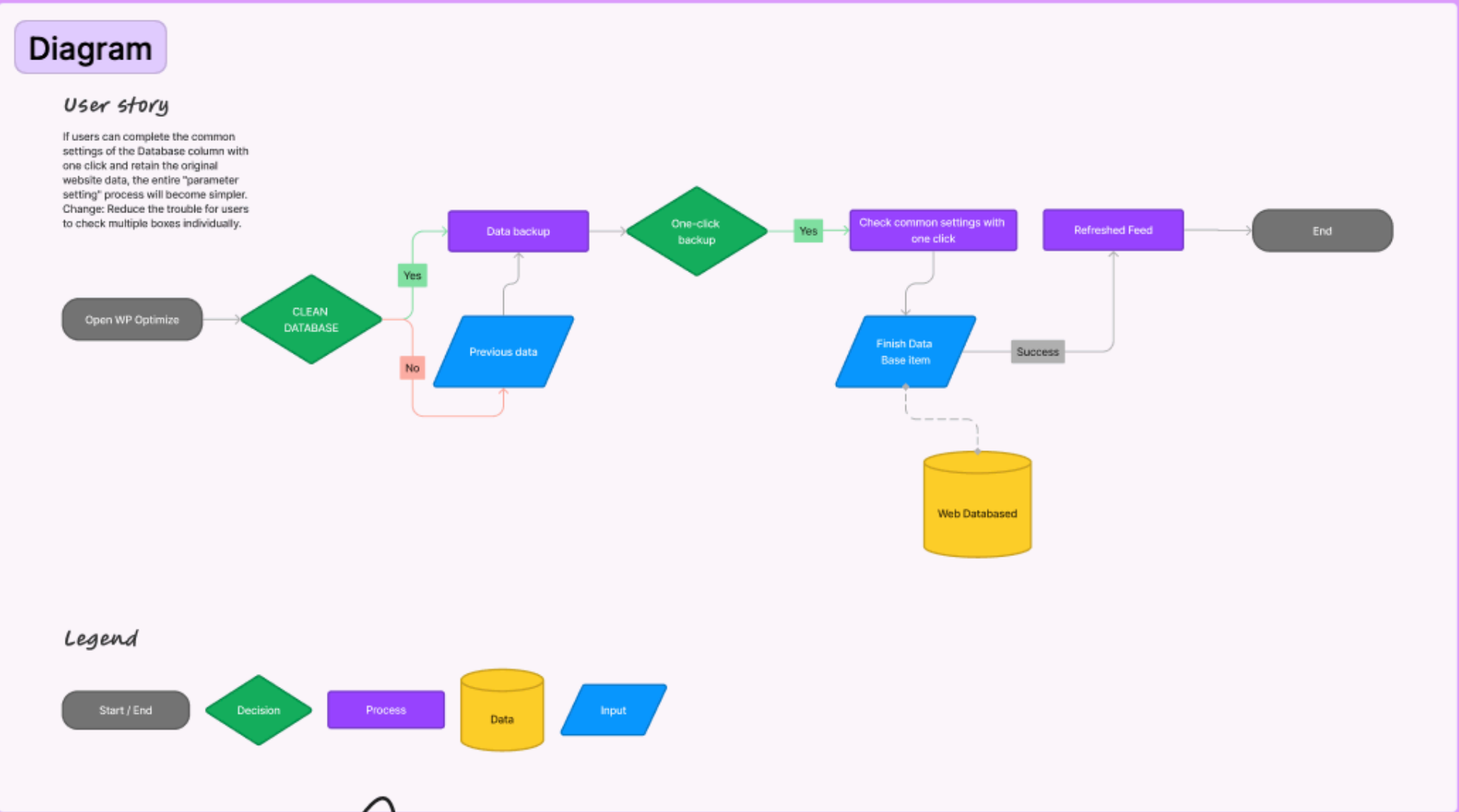I probably didn't have enough time to set up high fidelity, so I used user flow instead

Start drafting user journeys,
If useful, create a task model
Primary flows
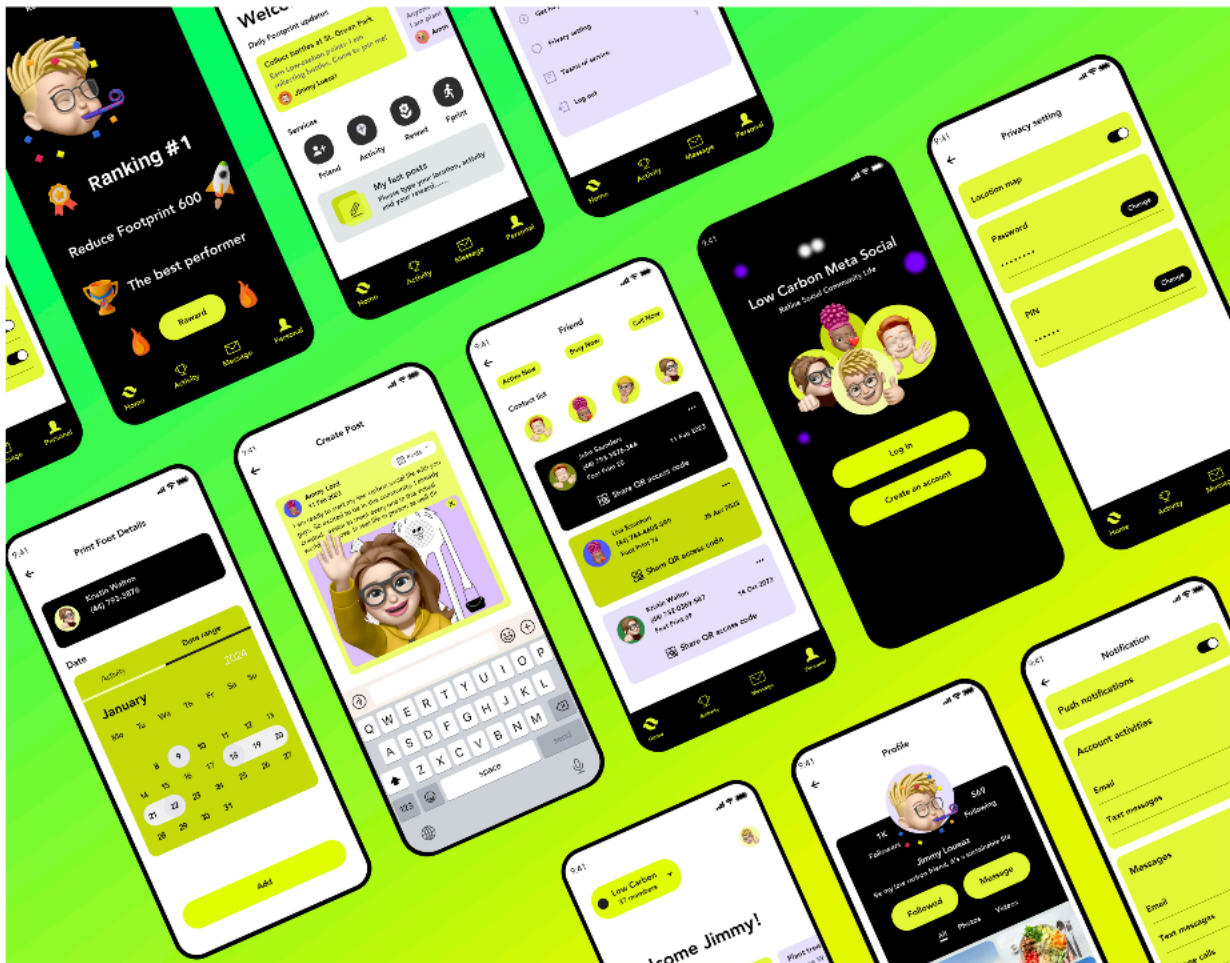Which features to highlight ?
Simple and gather set

Optimization direction:
Set one-click optimization

Goal:
Optimize CLEAN AND OPTIMIZE THE DATABASE section

Optimization changes:
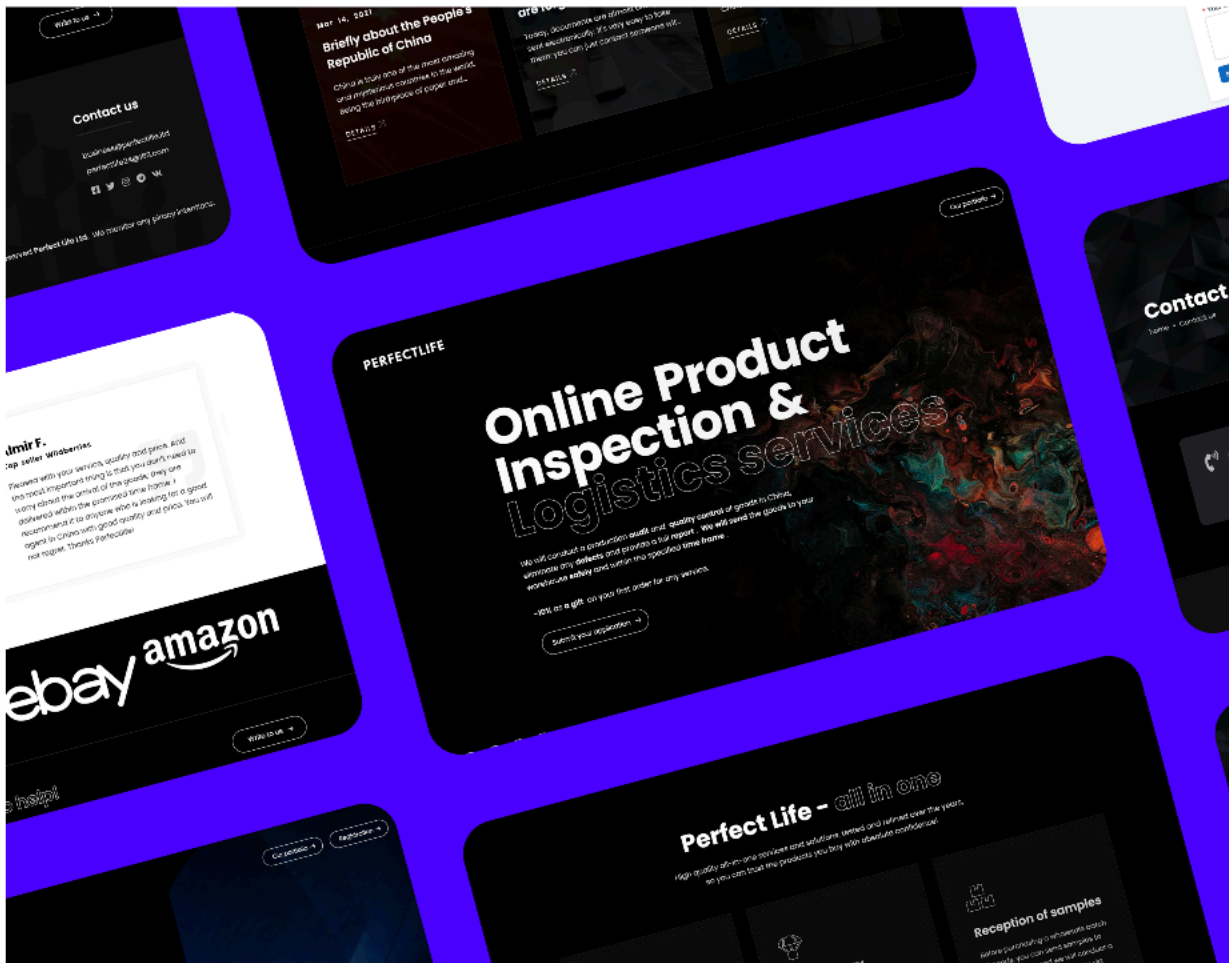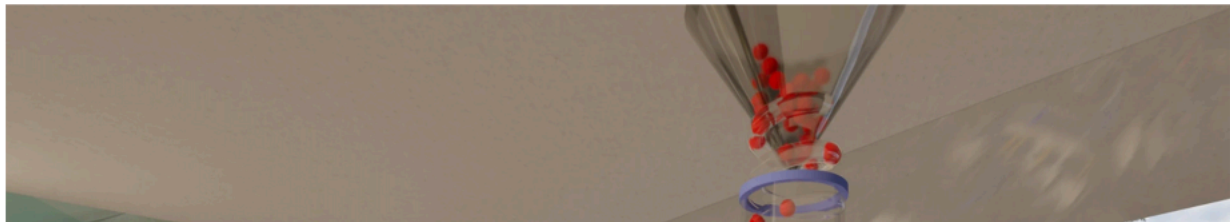Add "Auto-Archive" and "One-click Optimization"

Carbon footprint APP - 2023

User Interview | Personas | Concept Design | Brainstorm | Styleguide |
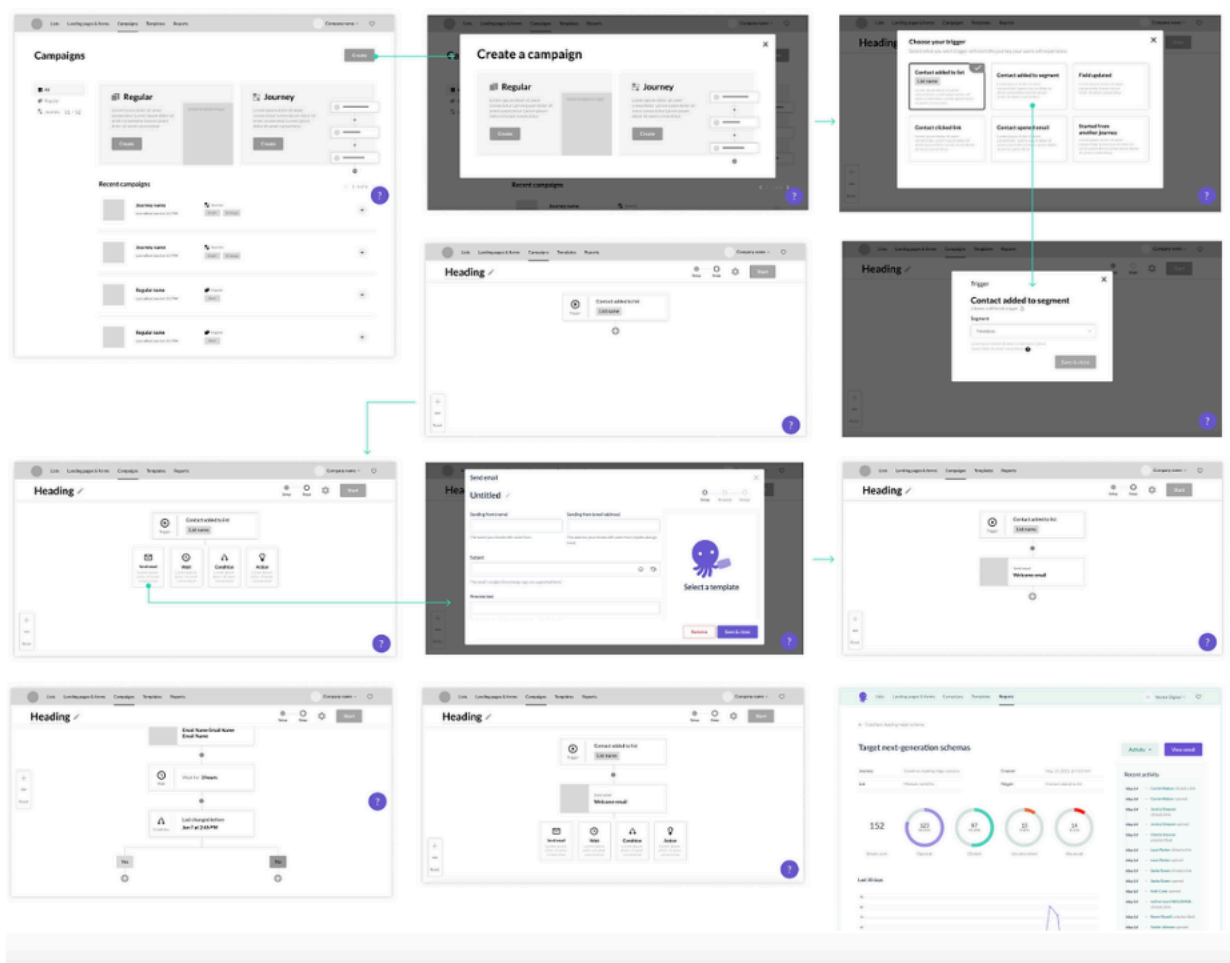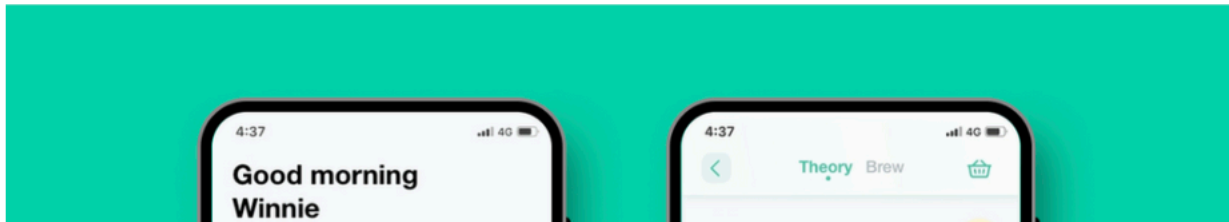Wireframe | Hi- Fi Prototype | UI Components | Usability Testing

Carbon Connect is an engaging app that combines reducing carbon
emissions with social fun. Users actively reduce their carbon footprint,
earn points for green actions, and redeem them for rewards, integrating
sustainability into community life as a rewarding element. The primary
focus is on enhancing the user experience by improving social
attributes and overall functionality.

Explore

Ordering system for e-commerce web - 2021

User research | Component systrm & flows | Mapping | Competitors
analysis | from Zero to One | Web Design | B2B

A small startup that is just starting to grow asked me to create an
ordering system. The main goal was to provide a simple, informative
website design with a minimalistic UI. I worked with them as the main
UX/UI designer, and we created a solution that will help reduce the
customer churn rate for e-commerce.

Explore

Email Automation Feature - 2022

UX Design | User research | Interview | Personas | Competitors analysis |
Information Architecture | Wireframe | Prototype | UI Components |
Usability Testing | Iteration | B2B

EmailOctopus is a marketing email product that provides simple and
powerful email marketing tools to enhance its users' business. Email
automation feature to deliver relevant marketing emails to specific
subscribers, based on time sequences, their identity and their
interaction with the business.

Explore