

CASE STUDY

Concept design and development for one of the Big Three consulting companies.

User Research

UX Design

UI Design

The Overview

Over the past 4 years, the iconic brand McGraw-Hill Education has transformed its business and is now a leader in providing teachers and students with services that combine their great content with adaptive learning software. The service has proven to be of great help for students to learn more effectively and earn better grades in their courses. Our challenge was to revamp the McGraw-Hill Education product pages to reflect a much greater emphasis on digital, immersive learning and move away from the current positioning of McGraw-Hill as a textbook publisher. We had full creative freedom we needed to execute the project, with the existing brand manual as our guide in the transition effort.

The Engagement

Distil.ai approached Clarenti to assist with the reimagining of its platform for the next version of its suite. With our successful track record of designing UX for complex data systems and eCommerce solutions for clients worldwide, our team was tasked to find creative ways to solve some extremely complex and tricky issues in working with the platform as a first step, and then use the knowledge gained to define the user experience strategy for the platform across all touch points in the customer journey.

Our Contributions

User Research

Information Architecture

Interaction Design & UX Flows

UX Design

UI Design + Design System

Interactive Prototyping

Front-end Dev & Quality Assurance

Design Validation

The Challenge

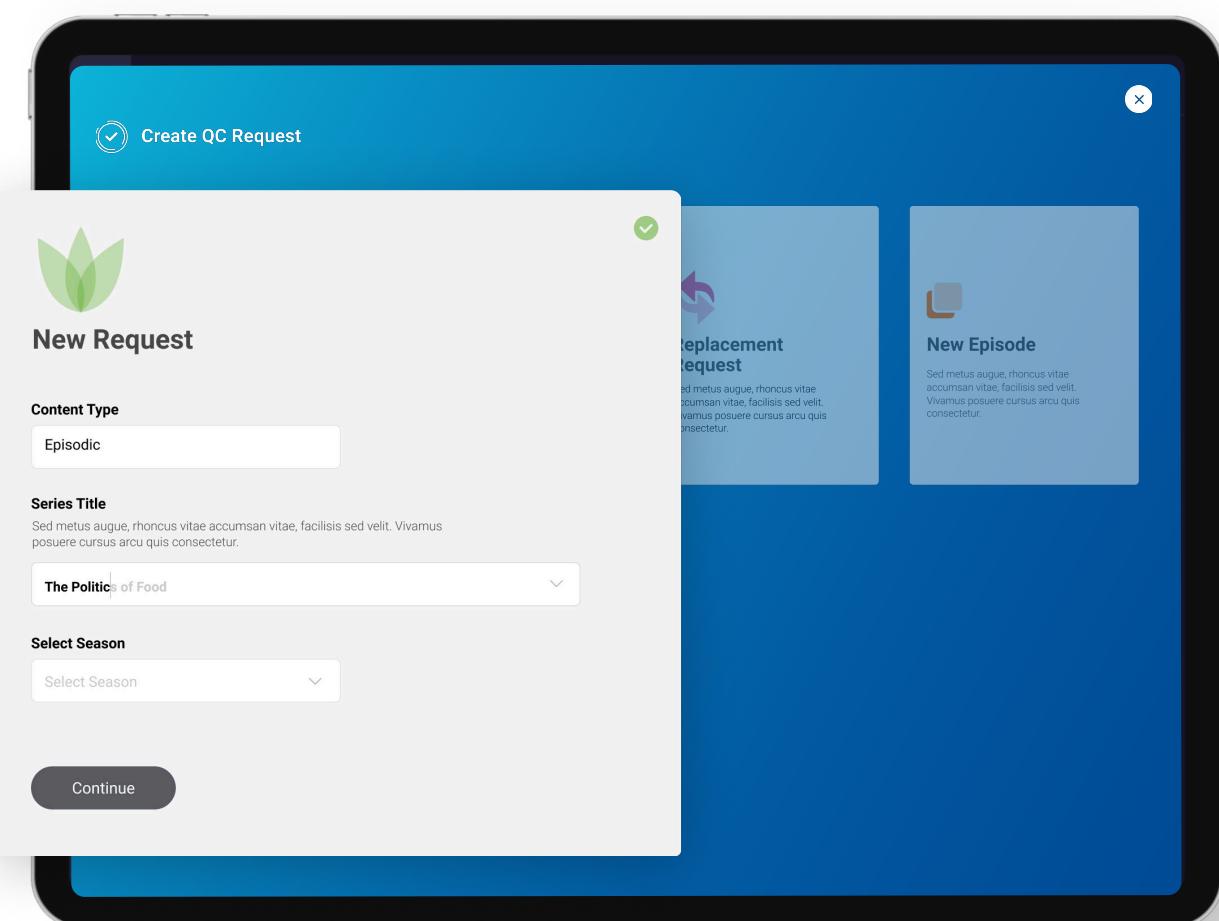
A lot goes into media QC. From examining transcoded material to checking content consistency, every QC check has to be performed properly to deliver exceptional content. Eurofins wanted to offer seamless media QC experiences to their clients via a QC portal.

Our main challenge was to come up with a unique perspective and design an interactive UX/UI experience that encompassed all QC checks and client collaboration, without compromising on quality.

"Clarent went out of their way to really understand our business, our clients' use cases, and our challenges."

Raphael Morozov

Chief Technology Officer
Eurofins DMS, Los Angeles, CA





The Challenge

Consumer-facing apps for managing electric vehicles have been around for a while. Our solution was designed for manageability from the perspective of service centers and fleet managers.

Our user research indicated needs around 4 key areas – Vehicle Deployment, Pickup, Servicing and Charging. Coupled with intelligent route planning and rerouting, the UX framework had to address real-world scenarios using interactive prototypes with users. Our UX solution focused on building an extensible, reconfigurable, and componentized framework.

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The Contours of our Solution

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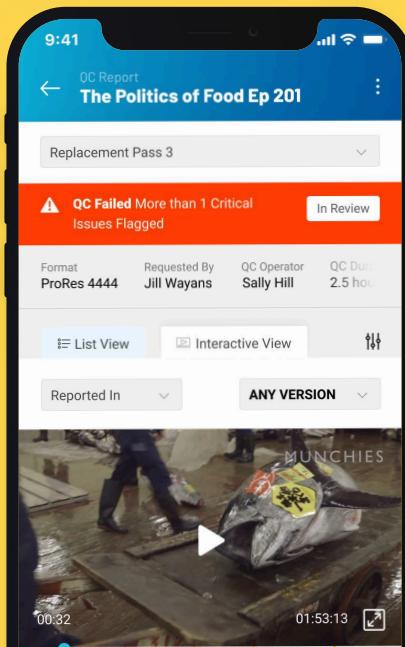
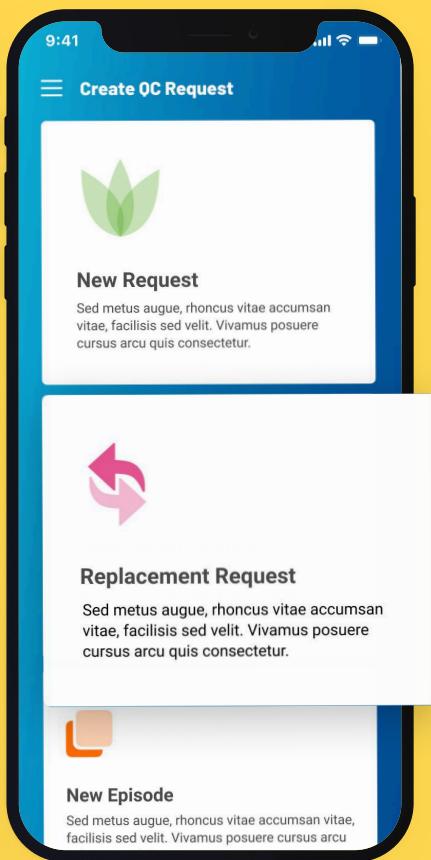
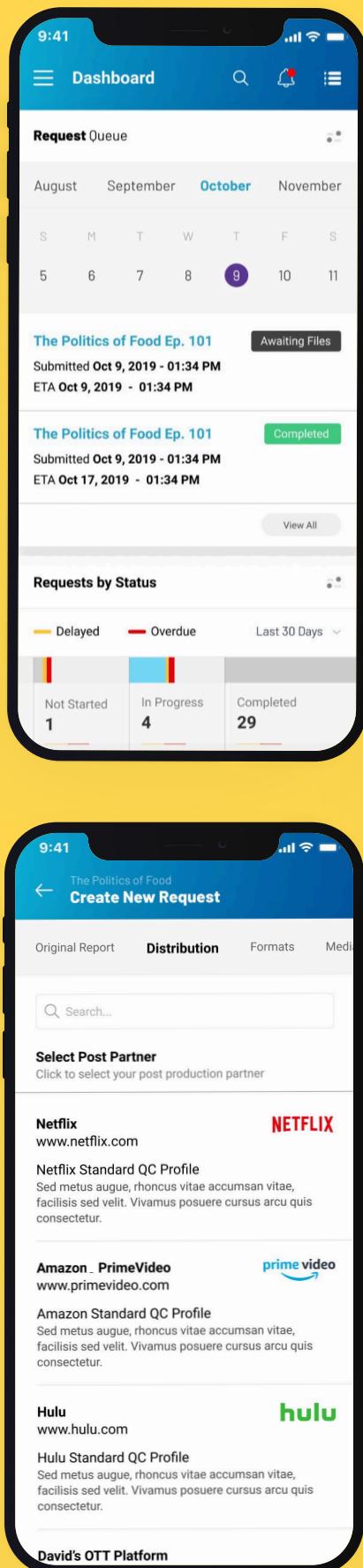
Our team's challenge was to redefine how eScooters could find a place in the urban mobility story in the years to come. We had to devise a user experience strategy for end-users, Fleet Managers, and Service Stations, specializing in electric vehicle servicing.

While the user research informed our understanding of the typical pain points for different user types, the design of the solution needed a lot of reimagination in terms of the work processes.

While the desktop experience was engineered for users who were accessing the app from the office, the mobile experience catered to the need of field service professionals.

AI-based intelligent routing algorithm formed core component of the application framework, with optimizations for flexibility, and efficiency of operations. The user experience solution had to surface these aspects without losing track of the need for ease of use.

We tested our concepts with user groups using high-fidelity interactive prototypes. This validated some key decisions early on in the process and ensured we were laser focused on the problems.



One size doesn't fit all. Personalization is key.

Our UX framework provided a flexible layout model that generates customized views for the users based on their activities and the most often used features. Users can choose between dark and light modes based on their preferences and environment.

Our objective was to let the users complete their tasks within the shortest possible time on the apps and do that in a manner that gave them the information and resources they needed quickly and effortlessly.

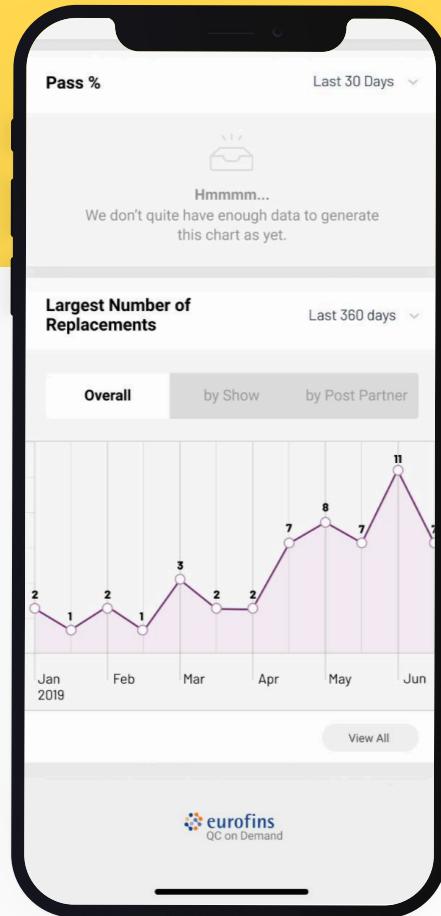
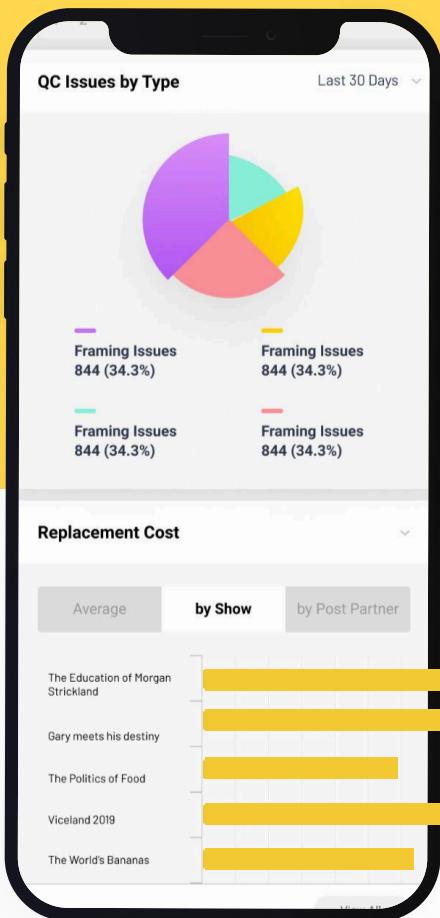
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The Big Takeaways

We recognized early on in this engagement that a few critical use cases drove the project's KPIs, and if we executed those well, the UX framework would work well for its intended audience.

An intuitive, consistent application framework

While the application UX was engineered differently for different form-factors and usage scenarios, there was also an overarching theme to the framework. Users needed to locate their data regardless of which device they were using to access the application. A personalized approach also meant a faster, better user experience for all user groups. Our UX framework provided a flexible layout model that generates customized views for the users based on their activities and the most often used features. Users can choose between dark and light modes based on their preferences and environment.

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Human-first experience that was AI-enabled, but not AI dominated

Artificial intelligence support benefits are best realized when the users feel they are being heard and that their input matters. We engineered the user experience to let AI guide the user while the end-users made the actual choices when it came to route planning and selection. The users are in control, and it led to a better user experience overall.

Improve adoption and enhance impact of your initiatives

You've got ideas. And we can turn those paper napkin scribbles to products that your users will love. From understanding your users' motivations and needs with in-depth user research to designing a user experience architecture that scales with you, we know what it takes to get ideas off the ground. After all, when two of the Big Three consulting companies choose Clarient to assist them with their UX needs, you sure can as well.

At Clarient, we've helped our clients give their ideas wings, helping roll out stunning digital products like clockwork. And we'd love to work with you in meeting the challenges you face today.

From startups to large enterprises, organizations across the world work with us to discover and design what's next!

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