

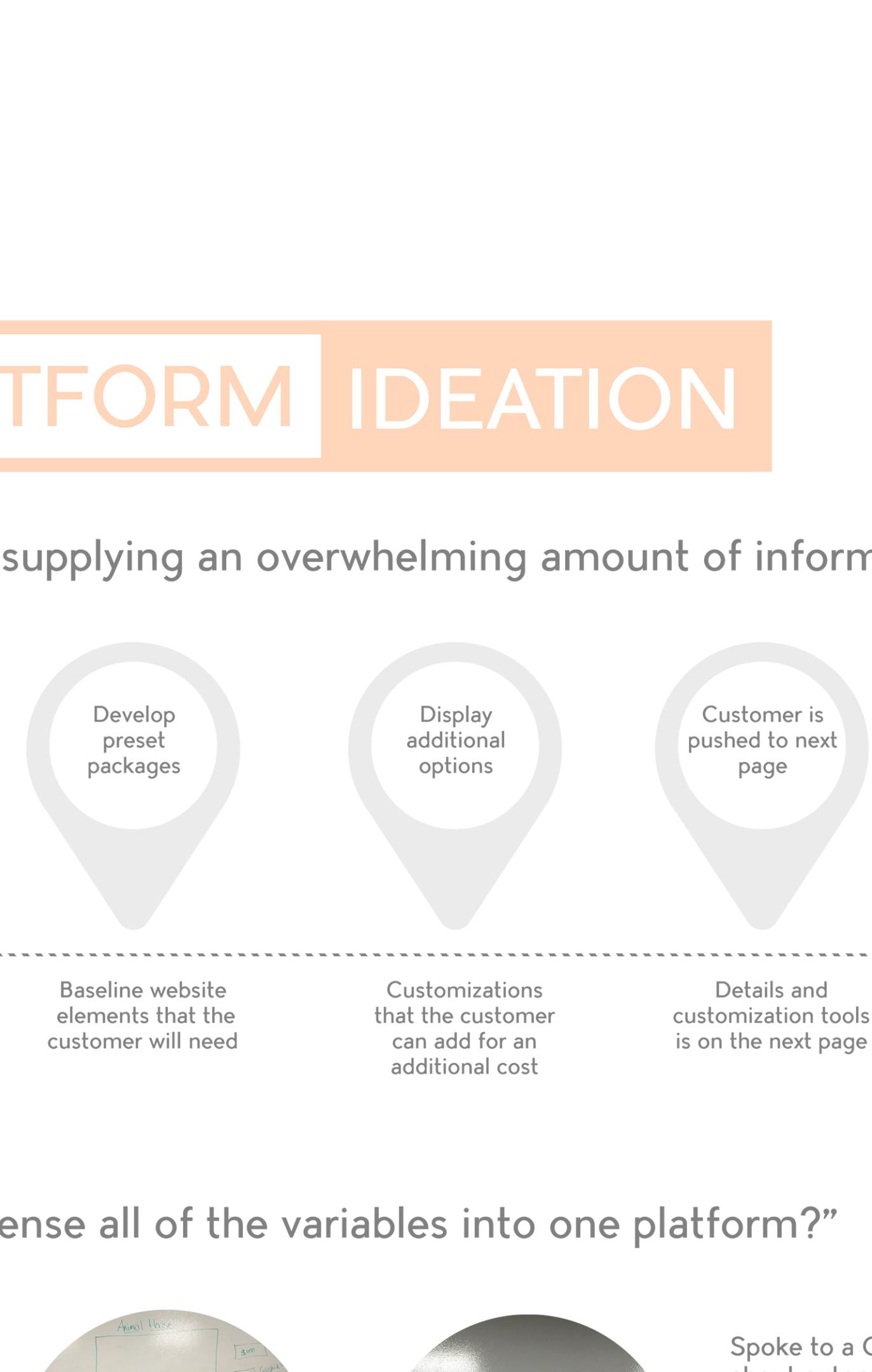
CASE STUDY

RESILIENT CODERS IDEAHACK

RAPID PROTOTYPING ▪ USER EXPERIENCE

THE TASK

Streamline the client quoting process by creating an express quoting platform for Resilient Labs.



THE BACKGROUND

Resilient Coders is an after school program designed to teach young people from underserved communities HTML and coding. The high performers from this program can then graduate into the Resilient Lab, which is a web design and development shop for real clients.

ERL - Express Resilient Lab: an online platform that allows potential clients get an automated quote for a website and design.

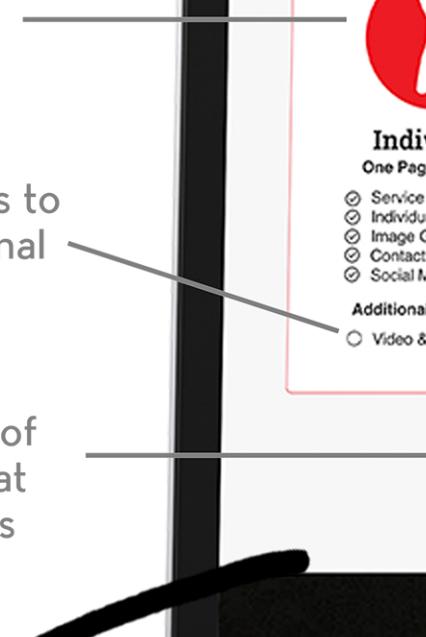
BRAIN STORMING

CREATING THE ERL PLATFORM

In order to build the best process, we began researching successful online customization tools. In our research process, we aimed to answer the following questions:



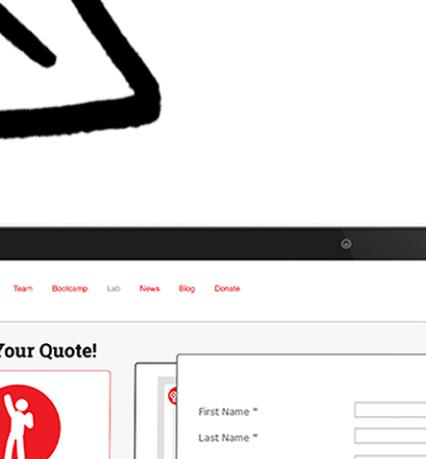
How can we avoid supplying an overwhelming amount of information?



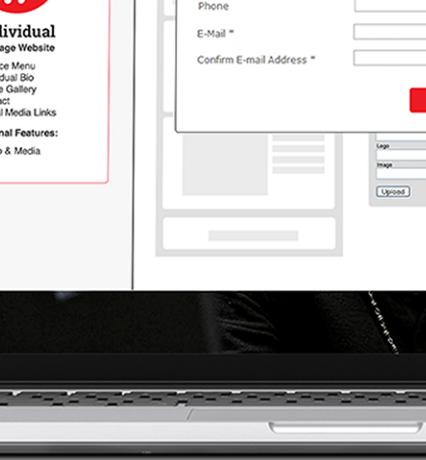
How can we condense all of the variables into one platform?



What are the ways to explain web terminology to a client who is not familiar?



How can we create an interactive design that user's understand is a wireframe and not a finished prototype?

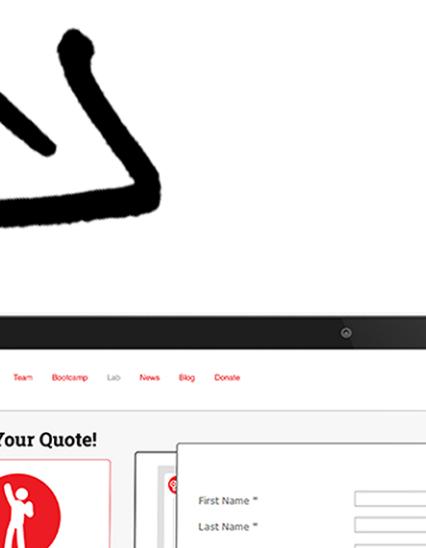


How can we establish trust in the company?

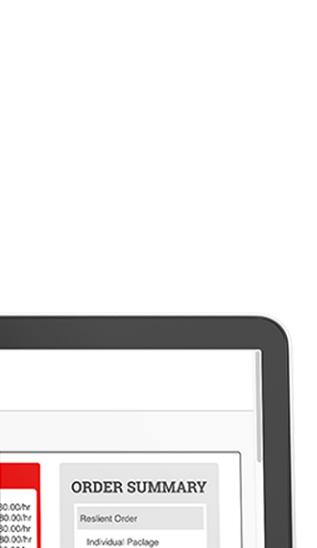
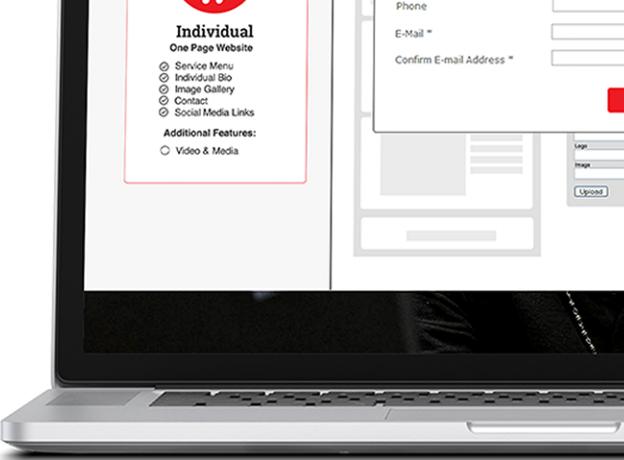
ERL PLATFORM IDEATION

"How can we avoid supplying an overwhelming amount of information?"

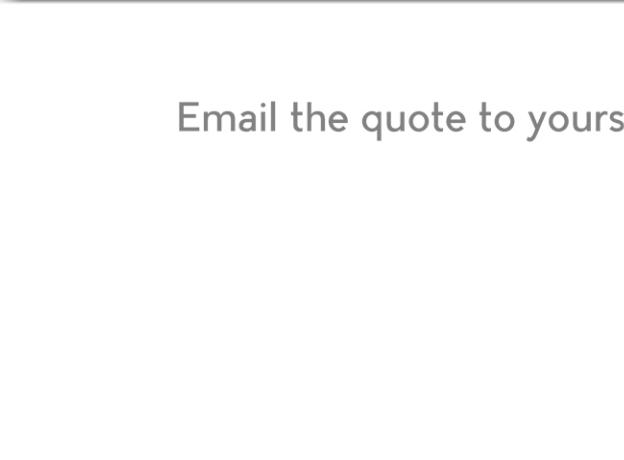
SOLUTION



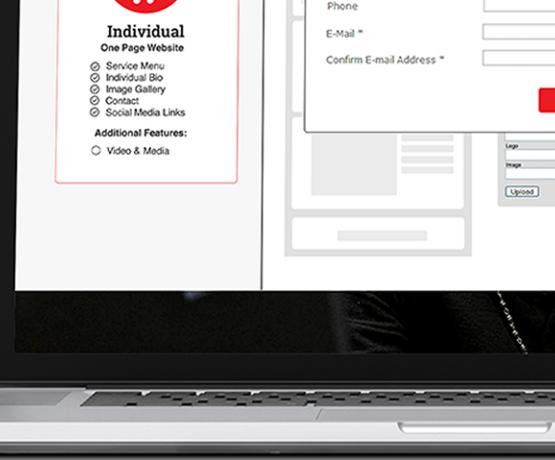
Create three user personas



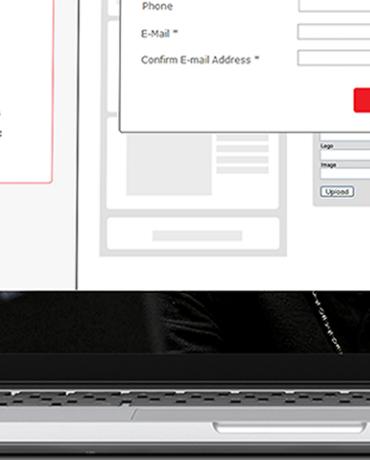
Develop preset packages



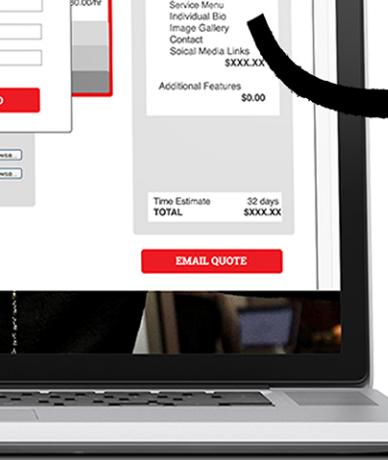
Display additional options



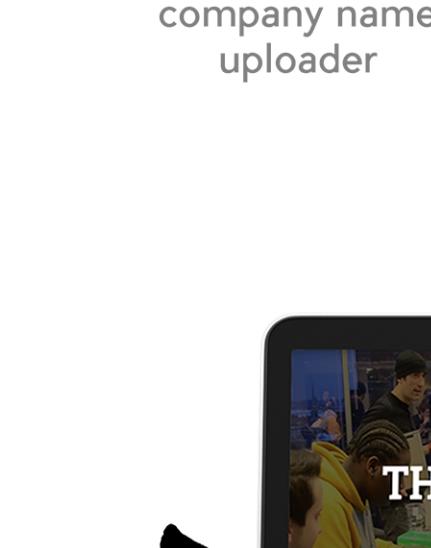
Customer is pushed to next page



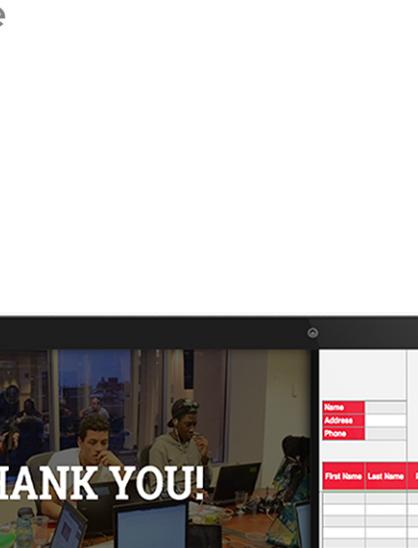
Individual Business Enterprise



Baseline website elements that the customer will need



Customizations that the customer can add for an additional cost



Details and customization tools is on the next page

