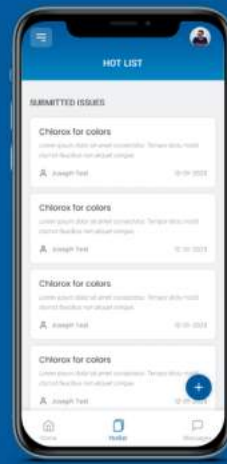


APP REDESIGN



Revolutionizing Data Collection For Merchandisers With Seamless Efficiency

CHLOROX



Client: [Chlorox Kenya](#)

Timeline: October 2022 - December 2022

Role: Product Designer

Problem

Merchandisers frustrated by cumbersome and limited app experience.

In the realm of merchandising, the Chlorox mobile app was developed with the intention to streamline data collection. Unfortunately, the app fell short of expectations, leaving merchandisers frustrated. Its cumbersome interface and limited functionality hindered efficient task completion, hindering productivity. In response, the company sought a solution and enlisted my expertise to redesign the app, aiming to enhance user experience and empower merchandisers to accomplish their goals effectively. This case study delves into the challenges faced and the process undertaken to transform the app into a valuable tool for merchandisers.

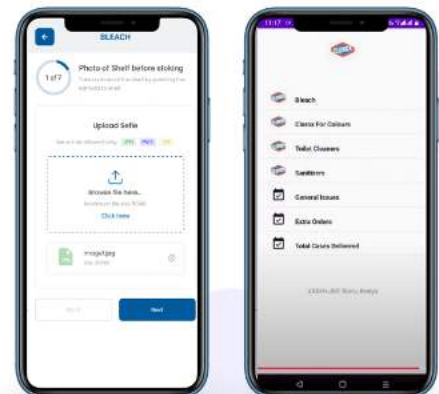
Solution

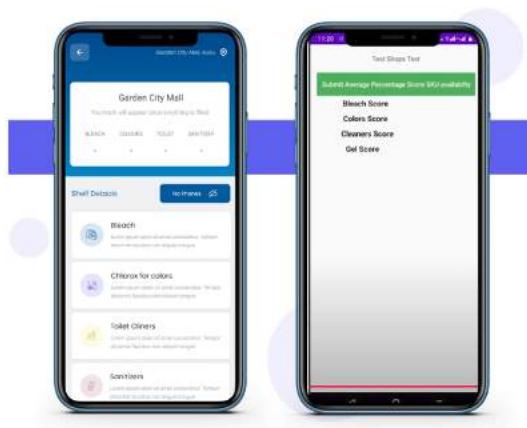
Reducing Cognitive load was Key

Progressive Disclosure: Simplifying Tasks and Streamlining Efficiency

- Sequential Task Presentation: Step-by-step guidance for a logical workflow.
- Prioritized Information Display: Emphasized crucial data, distractions.
- Progressive Form Filling: Gradual display of fields based on user input.
- Task Progress Indicators: Visual feedback on task completion status.

CHLOROX





Achieving System-Real World Match: Reducing Cognitive Load and Enhancing Goal Achievement

- **Clear Affordances and Feedback:** Provided clear cues and feedback for easy understanding of actions and outcomes.
- **Minimal Learning Curve:** Leveraged users' existing knowledge and mental models to facilitate quick adoption and goal achievement.
- **Simplified Score Presentation:** Revamped the presentation of scores obtained, ensuring they are displayed in a clear and easy-to-read format.
- **Results Board:** Implemented a dedicated board within the Chlorox app where merchandisers can easily access and view their results. Inspired by the real-world task boards

Task Automation: Enhancing Efficiency and Minimizing Manual Effort

Time-consuming and repetitive tasks were automated wherever possible. This reduced the burden on merchandisers and allowed them to focus on more strategic activities, improving their overall efficiency.

- **Smart Notifications:** Implemented intelligent notifications to keep users updated on task status, eliminating the need for manual follow-ups.
- **Seamless Integration:** Integrated with existing systems and technologies to automate workflows and ensure smooth information flow.
- **Error Reduction:** Automated validation checks and error handling, minimizing user mistakes and increasing overall efficiency.



UNDERSTANDING THE PROBLEM

Gaining Empathy through User Interviews

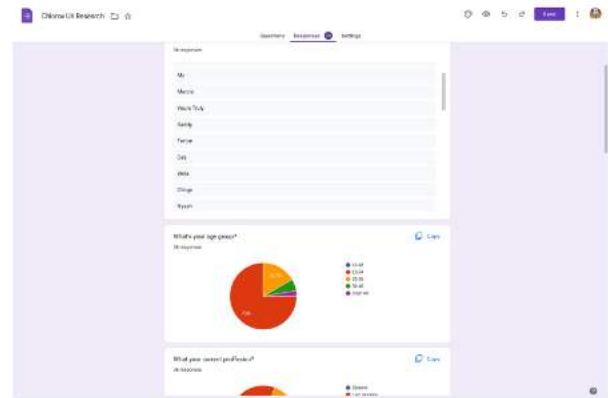
To gain a deeper understanding of the **challenges** faced by merchandisers, I conducted **5 user interviews** with professionals working in the field. These interviews allowed me to empathize with their experiences, **uncover pain points**, and identify **areas for improvement** in the current merchandising process.



In addition to conducting qualitative user interviews, I conducted a user survey with 36 responses to gain a deeper understanding of the challenges faced by other merchandisers. The survey revealed a common sentiment among respondents, with several expressing a preference for reverting to traditional methods, such as using pen and paper. This preference stemmed from the difficulties and complexities experienced with the current app, highlighting the need for a more user-friendly and intuitive solution.

Survey Questions and Design Validation Hypotheses

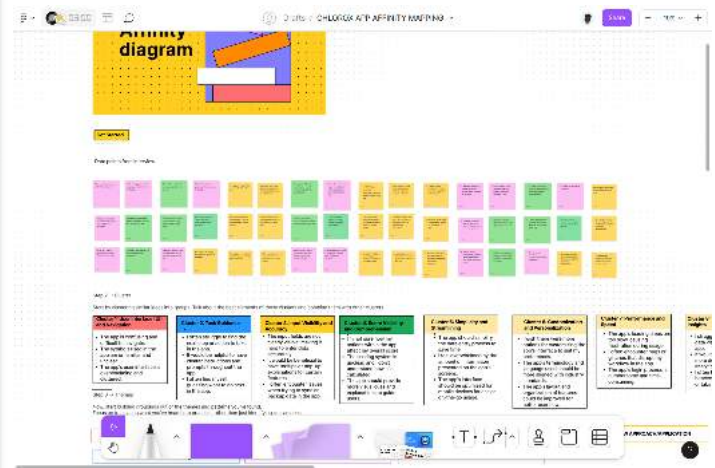
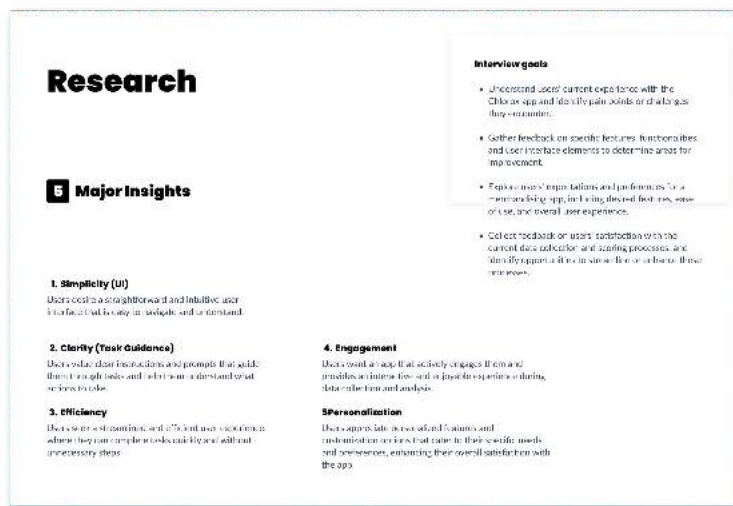
1. **Question:** How would you rate the usability of the current Chlorox app on a scale of 1-10?
 - **Hypothesis:** The redesigned Chlorox app will receive a higher usability rating compared to the previous version.
2. **Question:** Did you find the current Chlorox app efficient in streamlining the data collection process?
 - **Hypothesis:** The redesign aims to simplify the data collection process, resulting in increased efficiency for users.
3. **Question:** Were you able to navigate through the current Chlorox app easily?
 - **Hypothesis:** The redesign focuses on improving app navigation to enhance user experience.
4. **Question:** How satisfied are you with the reporting and analytics capabilities of the current Chlorox app?
 - **Hypothesis:** The redesign aims to enhance reporting and analytics features to provide valuable insights to users.
5. **Question:** Did the current Chlorox app provide clear guidance and instructions throughout the data collection process?
 - **Hypothesis:** The redesign aims to incorporate clear guidance and instructions to enhance user understanding and confidence in data collection.
6. **Question:** Were you able to generate customizable reports based on your specific needs using the current Chlorox app?
 - **Hypothesis:** The redesign aims to offer users the ability to create customized reports tailored to their requirements.
7. **Question:** Did the current Chlorox app provide real-time data analysis and reporting capabilities?
 - **Hypothesis:** The redesign aims to introduce real-time data analysis and reporting to enable timely decision-making.
8. **Question:** How would you rate the visual appeal of the current Chlorox app on a scale of 1-10?
 - **Hypothesis:** The redesign aims to improve the visual aesthetics of the app for a more visually appealing user experience.



"The current app's complexity and difficulties make me consider going back to the traditional paper-based methods we used before."

Analysis (Affynity Mapping)

After collecting and analyzing 120 data points, a clear pattern emerged, allowing the data to organically organize itself into 9 major clusters. These clusters will serve as valuable insights during the "How might we" and ideation phases, guiding the brainstorming process for innovative solutions and highlighting specific areas of improvement. The rich and diverse data obtained from users' feedback will inform the design decisions and help address the identified pain points, ensuring that the resulting solutions effectively meet the needs and expectations of the users.



INSIGHTS

Many users expressed difficulties in finding the next steps or actions to take, the app's interface was described as overwhelming and confusing.

Based on the analysis of the gathered data from user interviews and affinity mapping, several key areas for improvement in the Chlorox app have been identified. Users expressed challenges with the app's user interface and navigation, requesting clearer instructions and a more intuitive design. Additionally, customization options, performance enhancements, and the integration of data analysis tools were highlighted as important features. These insights will serve as valuable inputs for the design process to create an improved user experience.

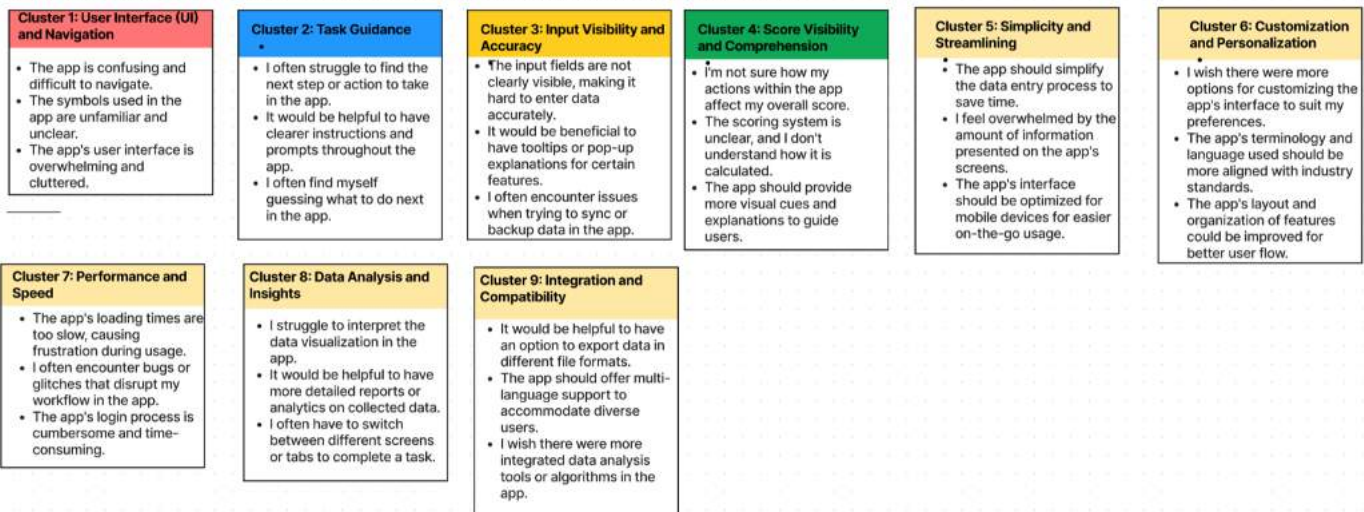
In addition to the data analysis, a Job to be Done (JTBD) framework was employed to further understand users' needs and motivations. This framework allowed for a deeper exploration of the underlying objectives and tasks users aim to accomplish with the Chlorox app. By focusing on the job that users hire the app to do, it became clear that streamlining the data collection process, providing clear task guidance, and delivering actionable insights were the primary goals of the merchandisers. This JTBD approach will inform the redesign process, ensuring that the revamped Chlorox app aligns with users' core needs and helps them accomplish their tasks more effectively and efficiently.

HOW MIGHT WE

Improve the app's interface to make it less overwhelming and confusing, enabling users to easily find the next steps or actions to take?

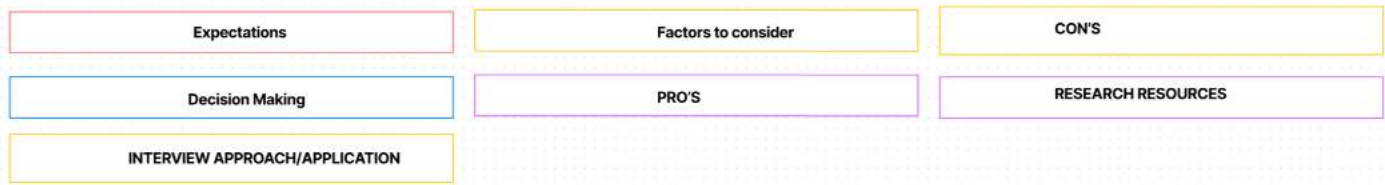
Step 2 → Cluster

Start by clustering similar ideas into groups. Talk about the best elements of those clusters and combine them with other clusters.



Step 3 → Themes

Now, start building groupings out of the themes and patterns you've found.
Focus on translating what you've heard into practice, rather than just identifying similar ideas.



Jobs to be Done



app to help me efficiently gather and enter accurate information about product performance and customer preferences, so that I can streamline my data collection process and make informed decisions."

performance scores and how my actions impact them, so that I can assess my progress, identify areas for improvement, and make data-driven decisions."

intuitive and easy to navigate, with clear instructions and familiar symbols, so that I can quickly and confidently complete tasks without confusion or frustration."

data and gain meaningful insights, with clear visualizations, trend identification, and actionable recommendations, so that I can make informed business decisions and drive success."

my scores, with clear visibility into how they are calculated and the ability to make adjustments if needed, so that I can effectively track my performance and drive continuous improvement."

interface and settings to align with my preferences and specific merchandising needs, so that I can have a personalized experience that enhances my productivity and satisfaction."

share data with colleagues and stakeholders, with features like data sharing, commenting, and version control, so that we can work together effectively and leverage collective insights."

and reminders for important tasks, deadlines, or updates, so that I can stay on top of my responsibilities and ensure nothing falls through the cracks."

support, training materials, and resources, so that I can quickly learn how to use the app, troubleshoot any issues, and maximize its potential for my merchandising tasks."

Inclusive User Personas

Embark on a journey through Kenya's vibrant retail industry, where diversity thrives and success blooms. Step into the shoes of Mary Akinyi, a passionate retail merchandiser yearning for simplicity and guidance, and James Maina, a driven sales supervisor fueled by efficiency and data-driven decisions. By embracing the richness of **multiple perspectives**, we unlock a world of possibilities. Our choice to feature two personas amplifies our commitment to **inclusivity**, ensuring that our app caters to the diverse needs of both merchandisers and supervisors.



James Kariuki

INSIGHT

"As a sales supervisor, I need a simple and efficient app that enables me to monitor merchandiser performance and make data-driven decisions. The current app is slowing us down."

Background

James is a 40-year-old sales supervisor in a retail company in Kenya. He oversees a team of merchandisers and is responsible for ensuring sales targets are met.

AGE 40
OCCUPATION Sales Supervisor
LOCATION Nairobi, Kenya

Goals

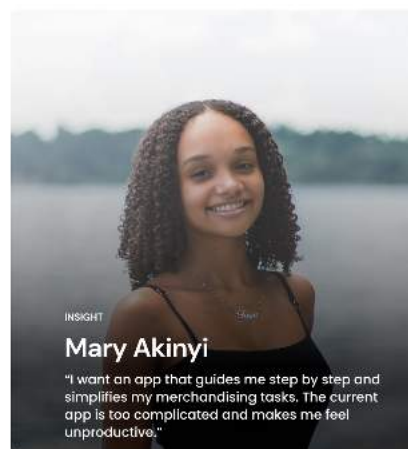
- Monitor and track the performance of merchandisers efficiently.
- Streamline data collection to gain valuable insights for sales strategies.

Pain Points:

- Difficulty in accessing accurate and up-to-date data on merchandiser performance.
- Inefficiency in the current app leading to delays in decision-making.
- Need for a user-friendly app that empowers merchandisers and enhances overall team performance.

Persona 2: James Kariuki - Sales Supervisor "I need an efficient app that empowers me to monitor merchandiser performance and make data-driven decisions, eliminating the delays caused by our current app."

Main Persona: Mary Akinyi - Retail Merchandiser "I strive for simplicity and guidance in my merchandising tasks, as the current app leaves me feeling overwhelmed and unproductive."



Mary Akinyi

INSIGHT

"I want an app that guides me step by step and simplifies my merchandising tasks. The current app is too complicated and makes me feel unproductive."

Background

Mary is a 35-year-old retail merchandiser working for a supermarket in Kenya. She has 5 years of experience in merchandising and is responsible for managing product displays and ensuring optimal stock levels.

AGE 25
OCCUPATION Merchandiser
LOCATION Nairobi, Kenya

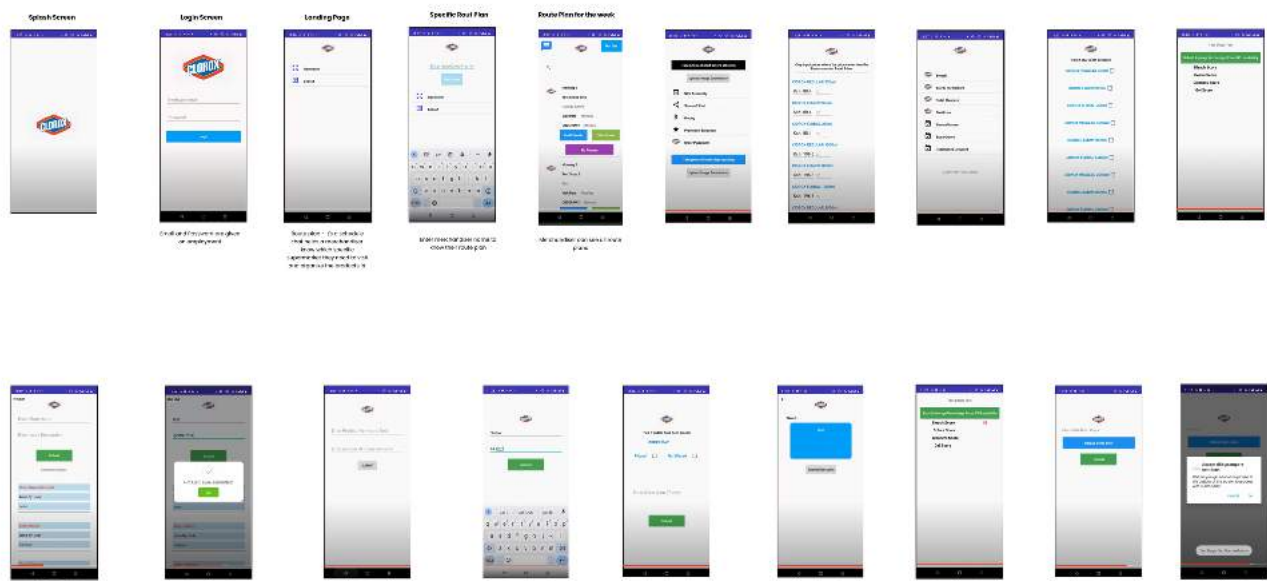
Goals

- Efficiently collect data on product performance and customer preferences.
- Streamline the merchandising process to save time and increase productivity.
- Easily navigate through the app and complete tasks without feeling overwhelmed.

Pain Points:

- Frustration with the complex and confusing interface of the current app.
- Difficulty in understanding how to accomplish tasks efficiently.

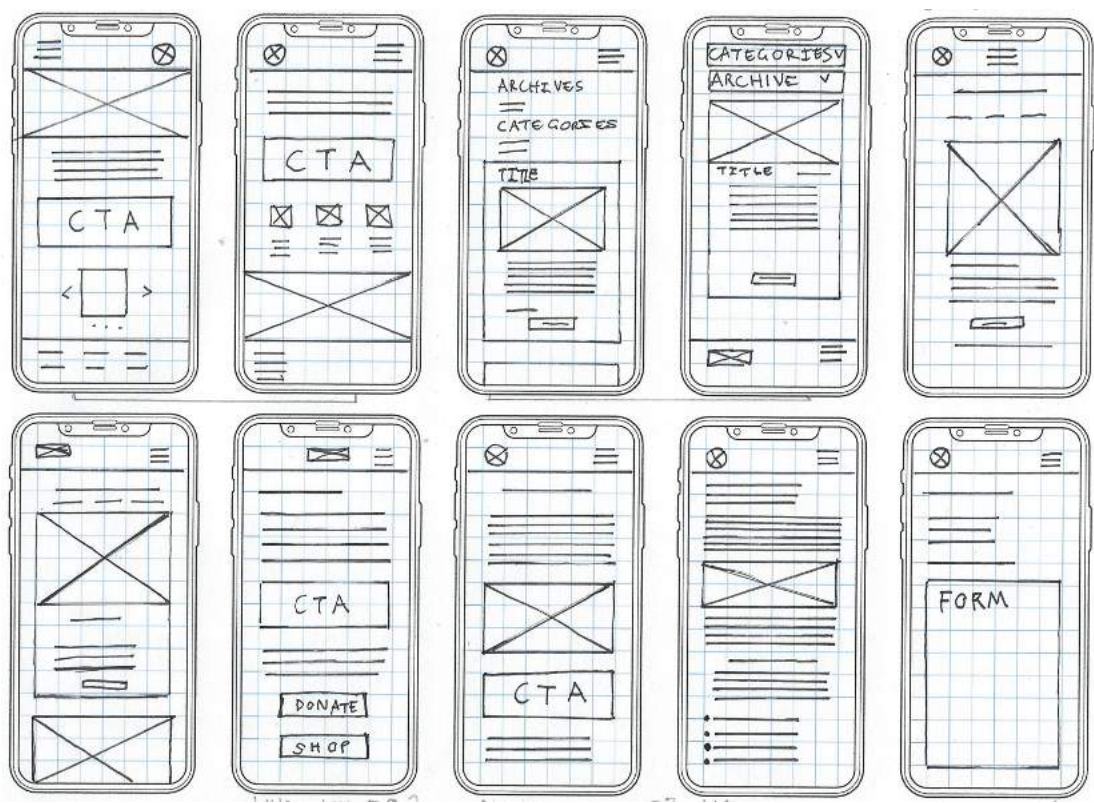
Old Designs + Inspiration

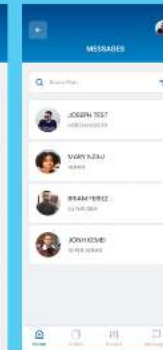
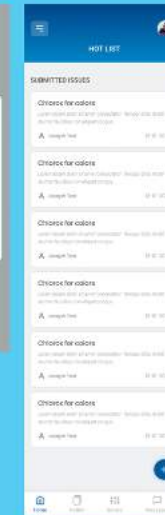
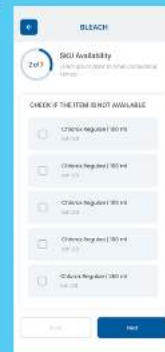


RESIGN

New Designs + New Direction

Through comprehensive research and a redesign of an existing app, Chlorox has been transformed to meet the specific needs of merchandisers. Recognizing their requirement for a solution akin to a Point of Sale (POS) system commonly used in supermarkets, Chlorox now combines the convenience and familiarity of a minimal mobile interface with powerful POS capabilities. This unique approach allows merchandisers to seamlessly perform their tasks, including data collection, analysis, and transaction processing, all within a single app. By integrating the functionalities merchandisers rely on daily, Chlorox simplifies their workflow, maximizes efficiency, and enhances the overall user experience. With the redesigned Chlorox app, merchandisers can confidently navigate through their tasks and achieve optimal results while enjoying the benefits of a user-friendly and purpose-built solution.





Elements

Icons:

Page bar

Color bar

Color bar

Grids

Spaces

Shadow

Orange shadow

Gray static shadow

Buttons

Buttons

Typography

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Colors

Colors

Inputs

Inputs

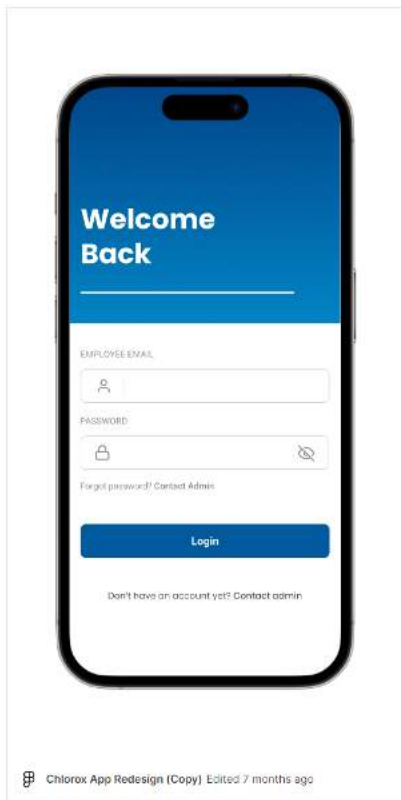
PREVIOUS TESTS + SUGGESTIONS FOR IMPROVEMENTS

Major Improvement in the Design

Chlorox, the redesigned app for merchandisers, is here to redefine the way they work. With a focus on enhancing accessibility and providing a clear user experience, Chlorox aims to streamline tasks and empower merchandisers to achieve their goals more efficiently. Let's explore the major improvements that make Chlorox a game-changer in the world of merchandising:

- Improved Accessibility: Ensuring the app is accessible and user-friendly for all merchandisers, regardless of their abilities or background.
- Clear Labels and Icons: Implementing concise labels and intuitive icons to enhance understanding and simplify interaction within the app.
- Clear Progress Tracking: Introducing a visual progress tracking system that allows merchandisers to easily monitor their task completion and stay on top of their goals.
- Streamlined Interface: Designing a clean and intuitive interface that minimizes clutter and maximizes efficiency, enabling merchandisers to navigate tasks seamlessly.
- Simplified Data Entry: Incorporating clear input fields and intuitive icons for effortless data entry and smooth navigation throughout the app.

With these major enhancements, Chlorox empowers merchandisers to work with ease, efficiency, and confidence, revolutionizing the way they approach their tasks and achieve success.



Unveiling the Perfect Blend of Functionality and Aesthetics in Chlorox

The Chlorox app is a user-friendly mobile application that simplifies the work of merchandisers. In simple terms, it's like having a virtual assistant specifically designed to assist merchandisers in supermarkets. The app helps them collect important data about product performance and customer preferences, allowing them to make informed decisions. With Chlorox, merchandisers can easily track their progress, access their results, and navigate through their tasks more efficiently.

Think of the Chlorox app as a tool that streamlines and organizes the merchandising process. It provides a user-friendly interface that makes it easy for merchandisers to input data and understand the insights generated. The app acts as a virtual companion, guiding merchandisers through their tasks and ensuring they have the information they need at their fingertips. By leveraging technology, the Chlorox app aims to improve the overall productivity and effectiveness of merchandisers, making their job easier and more efficient.

[Test Prototype on your Browser](#)

LEARNING

Reflections + What I would do differently

Redesigning the Chlorox app has been a transformative journey, emphasizing the power of empathy and thorough research. With sensitivity and caution, I delved into the experiences of merchandisers, gaining invaluable insights along the way. Now, as the redesigned Chlorox app comes to life, my goal is to create an inclusive and empowering user experience that truly resonates with merchandisers.

- Approach merchandisers' experiences with empathy and caution: Understanding and addressing the unique challenges they face.
- Gain firsthand understanding, even without direct collaboration: Immersing myself in their world through alternative research methods.
- Share the redesigned app for an inclusive and empowering experience: Collaborating with the Chlorox team to meet the diverse needs of merchandisers.
- Guard against confirmation bias, keeping an open mind: Remaining receptive to feedback for a user-centered solution.
- Advocate for additional design time for a visually captivating app: Refining aesthetics to engage and delight users.
- Embrace continual growth in design skills and impact: Striving for improvement and making a lasting positive impact.

Redesigning the Chlorox app has highlighted the transformative power of empathy, research, and inclusive design. With sensitivity and insight, I aim to create an app that truly empowers and resonates with merchandisers. By staying open-minded, continuously improving, and refining the app's visual appeal, I am dedicated to making a lasting positive impact in the merchandising industry. Onward and upward, harnessing the potential of design to enhance the lives of merchandisers and streamline their workflow.

Process Deck:

See [Process Deck](#) for more information about the project.