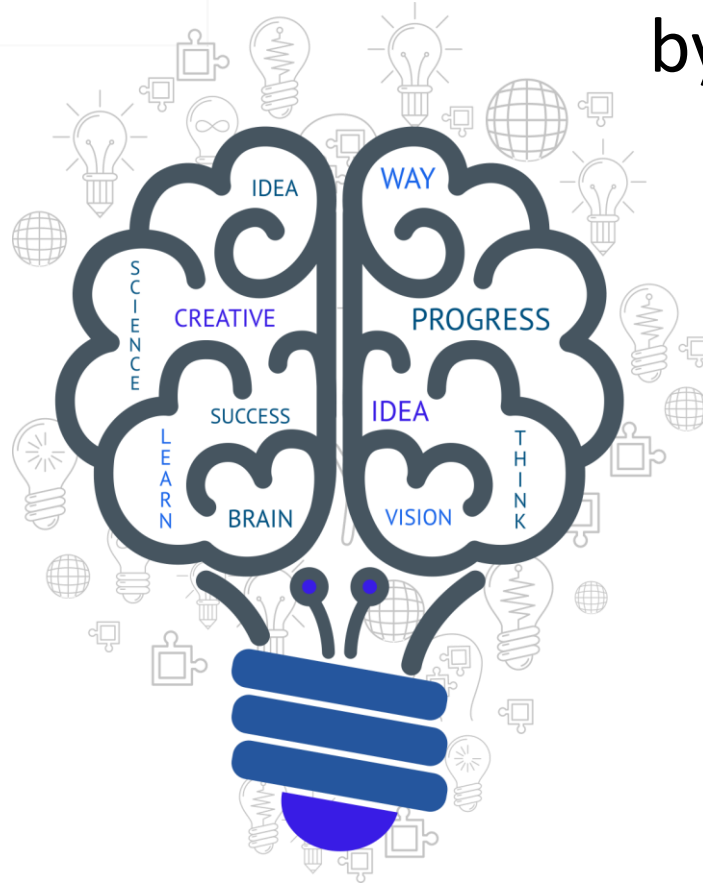# Twinfield - UX Design Case

by Sofia Kasimi

Hoevelaken / Netherlands - 26/03/2019

Research / Define

I have been asked to develop one of the following scenarios:

1. Enable more effective processing of receipts and invoices.
2. Improving direct communication with Ben.
3. Show the added value of renewed proposition of accounting firm

Lighthouse Accounting to customer Ben

My target Project:

o Optimize the processing of invoices and receipts.
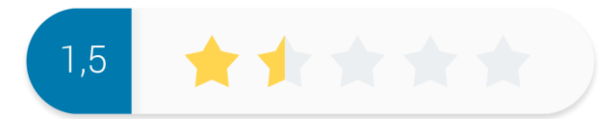o Improve collaboration between the accountant (Lucy) and her customer (Ben).

Research:

o I started out by focusing on Twinfield User Personas
o I followed with competitor research to understand the product,

the current market, their services and their app navigation

Competitor accountant applications:

o QuickBooks
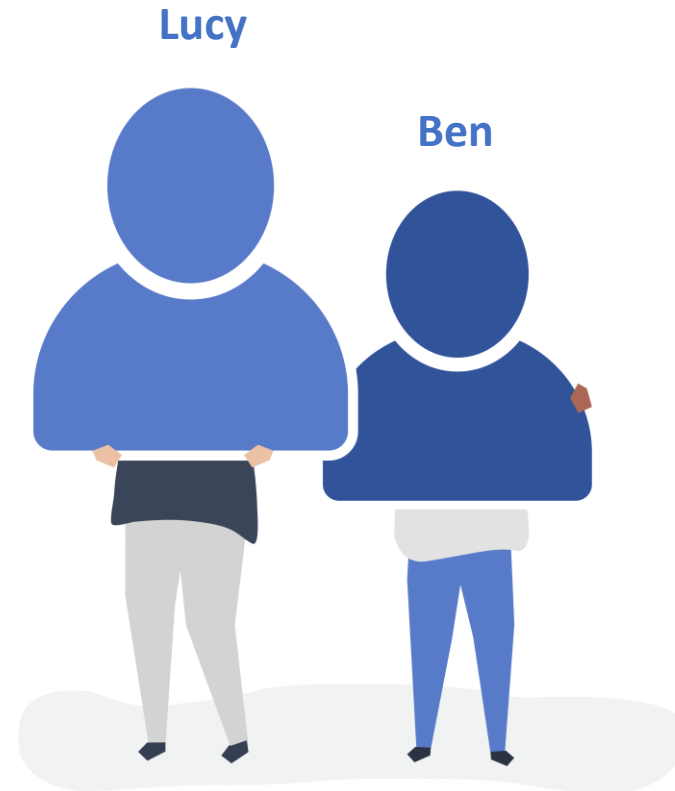o Xero
o FreshBooks

Present
Collaboration Ben-Lucy

1,5 ★★☆☆☆

Customer needs

Potential customers:

Accountants working effectively with other people, from freelancers to small and large company teams
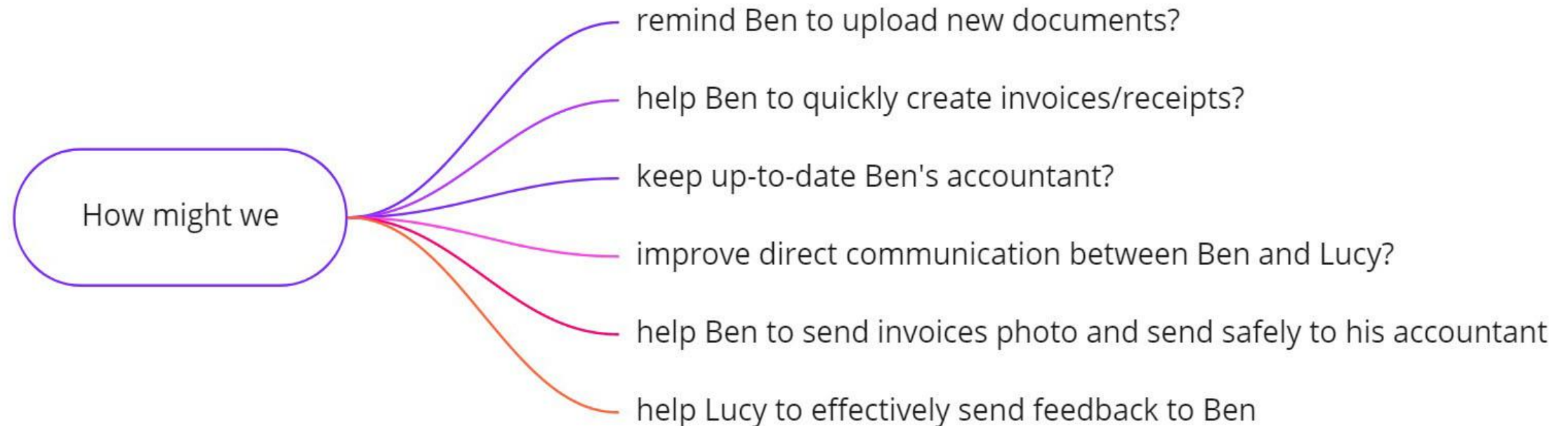
Lucy

Ben

Customer needs:
- Easy and intuitive application
- Direct collaboration with the accountant
- Manage on the go invoices-receipts
- Know where your business stands
- Free unlimited support
- Save more money

Brainstorming ideas

"How might we" technique from IDEO

Twinfield

How might we
- remind Ben to upload new documents?
- help Ben to quickly create invoices/receipts?
- keep up-to-date Ben's accountant?
- improve direct communication between Ben and Lucy?
- help Ben to send invoices photo and send safely to his accountant
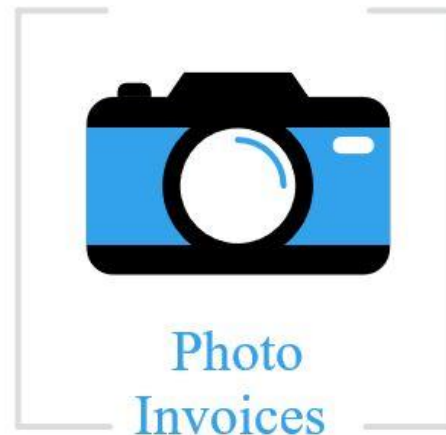- help Lucy to effectively send feedback to Ben

A Hypothesis

"The inductive approach for best User Experience design"

" I believe adding the "Scan QR code" button will be a useful feature for busy users who can scan, take photo or upload their documents and share them via cloud with their accountants, it will save their time.
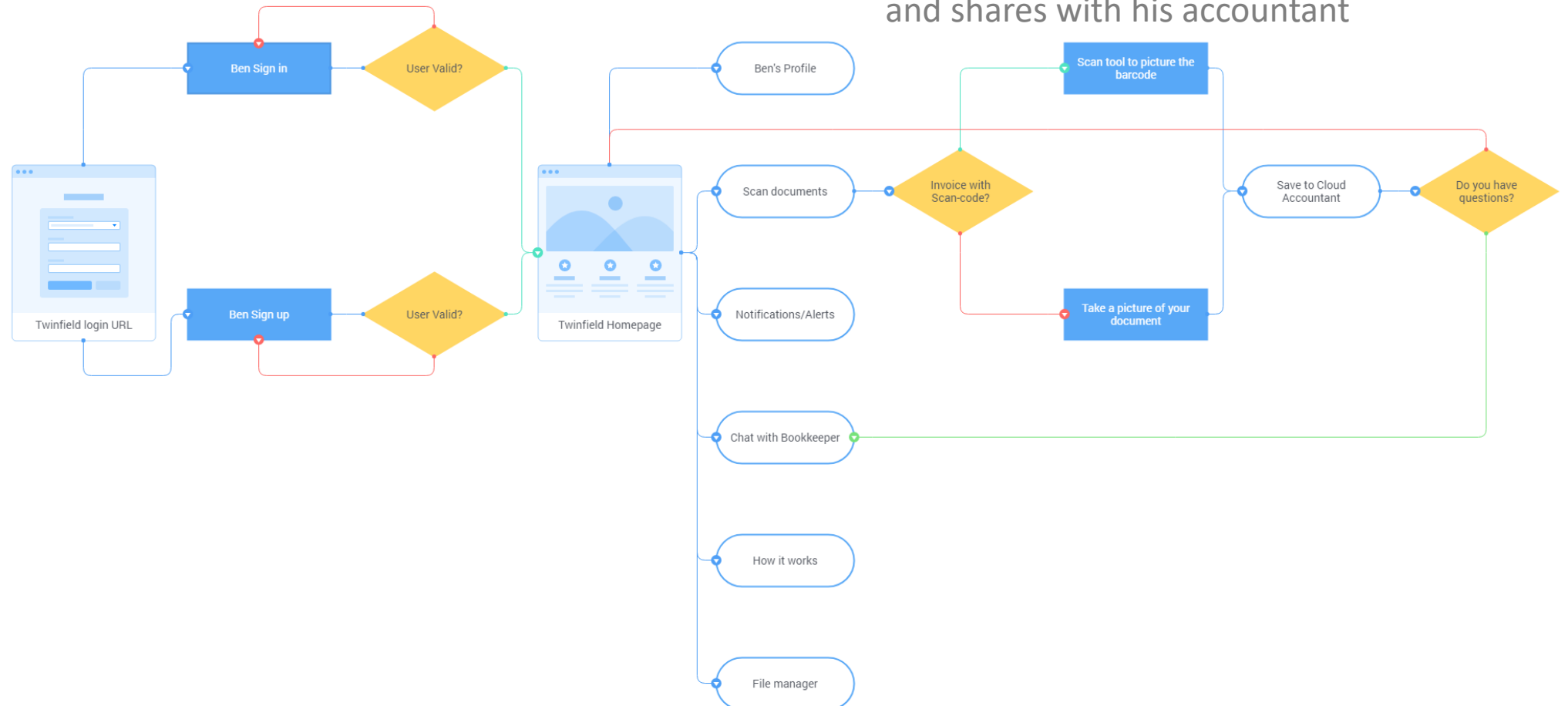
This will increase and facilitate the collaboration of our users (Ben and Lucy) "

Scan-code Invoices

Photo Invoices

Upload invoices
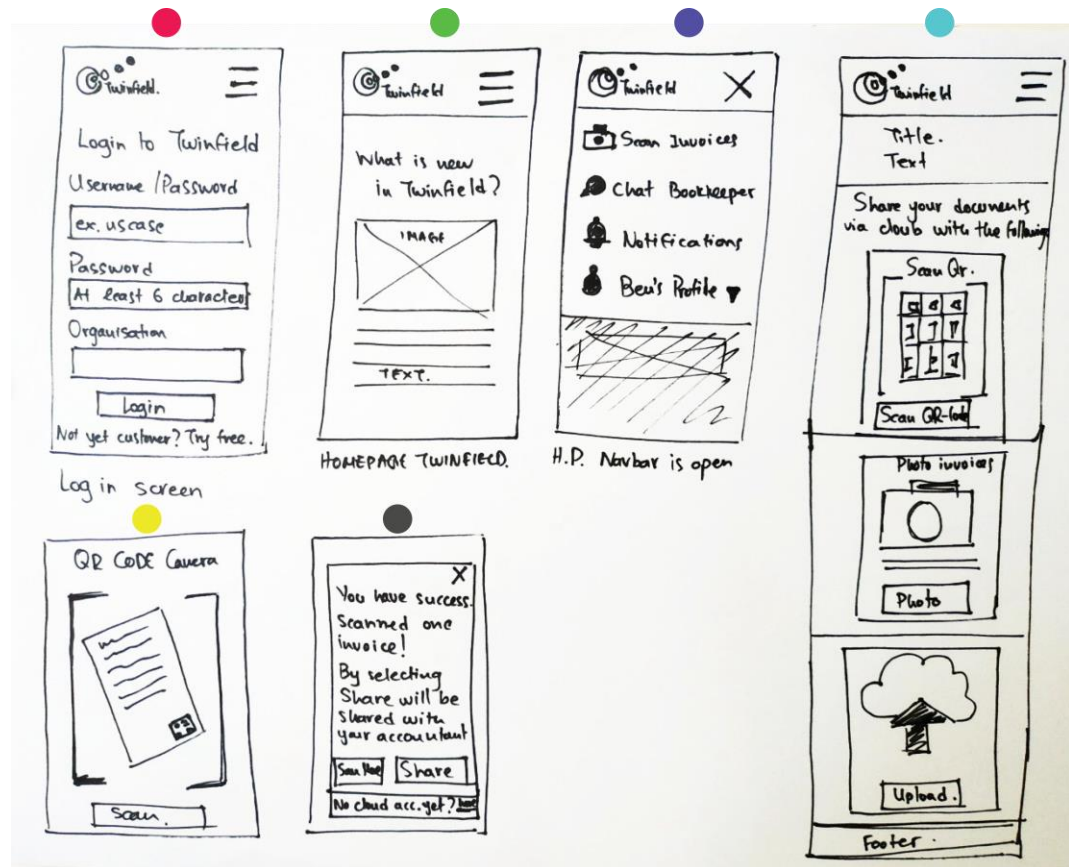
User Flow

"Architecture Design"

o **Entry point:** Twinfield Login URL

o **Successful story:** Ben quickly scans his invoice and shares with his accountant
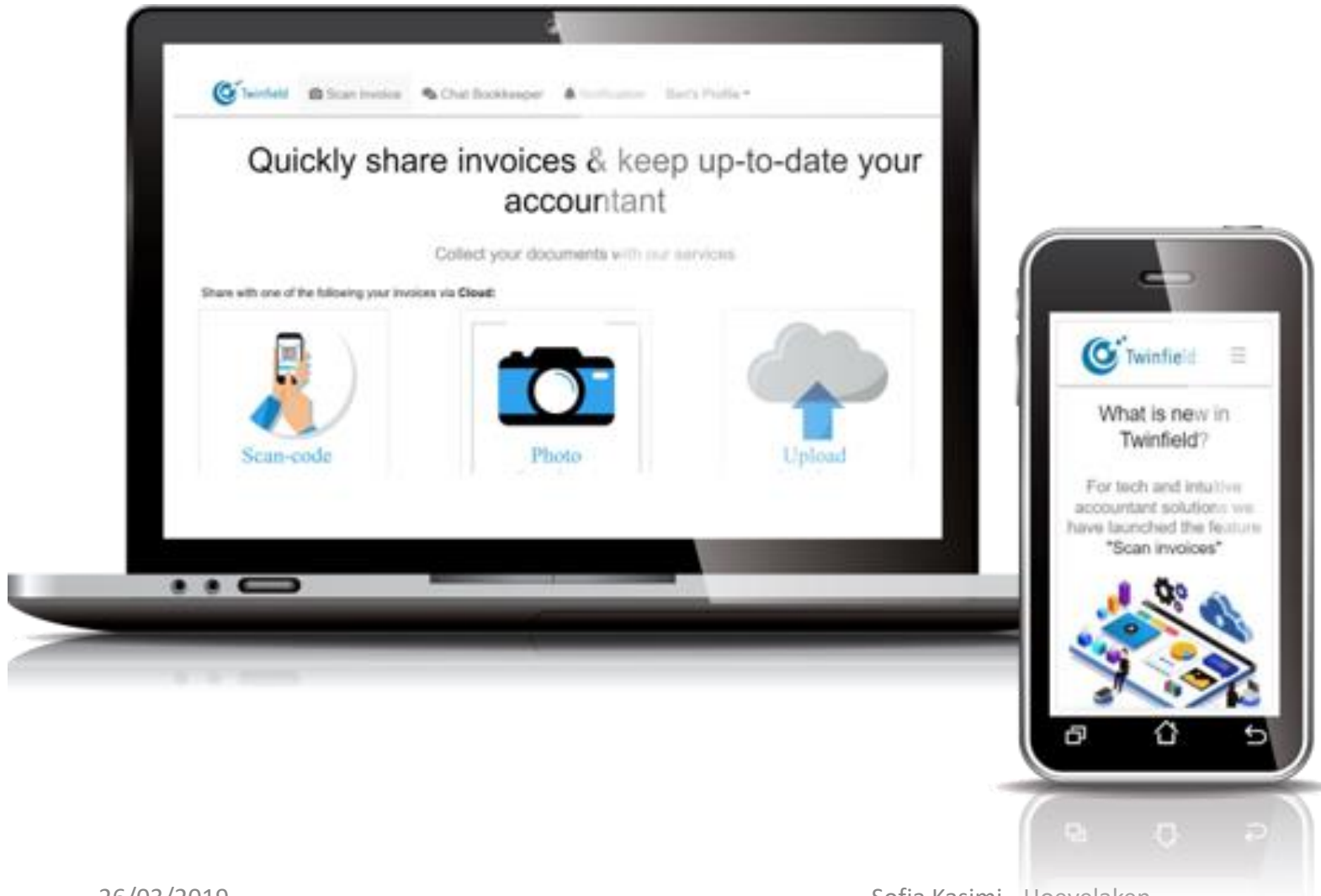
Ideate

"Low Fidelity Wireframes"

During this phase I started sketching out to be able to quickly see which idea would work best, using mobile first approach.

- 🔴 Ben logins to his profile

- 🟢 He is at the Homepage

- 🔵 He selects the feature Scan invoices

- 🔵 He selects to scan his invoice with the QR-code

- 🟡 He scans with his mobile camera

- ⚫ He successfully scanned and shared his invoice via Cloud to his accountant

Visual – Frontend Prototype

"Interactive Prototypes by using HTML, CSS, JS"

o Creating a prototype with frontend design allows a wider range of freedom in terms of design choices and time saving.

View prototype

Future Steps

"Iterations of Usability testing & Improvements of the Prototype "

o The next steps for this task is to conduct iterations of Usability testing

o Improvements of the prototypes will follow based on our user's feedback.