



## SOLUTION

I began by asking our support team to participate in a card sorting exercise to lay the foundation of a more customer-centered information architecture model, then added on to that by using Google Analytics to identify the most commonly accessed features. As I validated that model using one-on-one customer interviews, I used existing Jira tickets and industry research to begin a visual redesign of existing features while adding requested functionality. Working closely with the front-end developers, I created a style guide in both InVision and Zeplin that included responsive layouts.

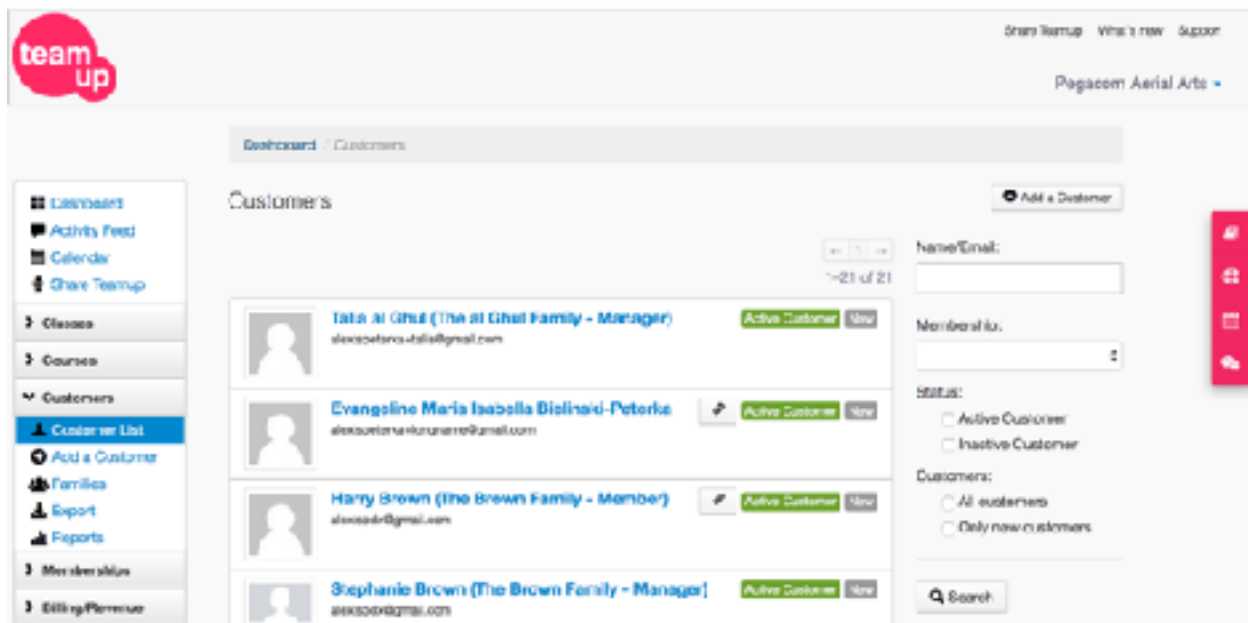


A page from the style guide, exported from Sketch using the Zeplin plugin.

## RESULT

With a small team, we've managed to maintain a consistent cadence of releasing redesigned sections of the site in conjunction with functional upgrades and back end improvements. The customer feedback has been positive, and seeing regular improvements to both the look-and-feel and the functionality has helped close the loop between the support team and the product team.

Provider portal, before:



Provider portal, after:

