

UWV complex homepage redesign. SEP 2019 – JAN 2020

Platform.

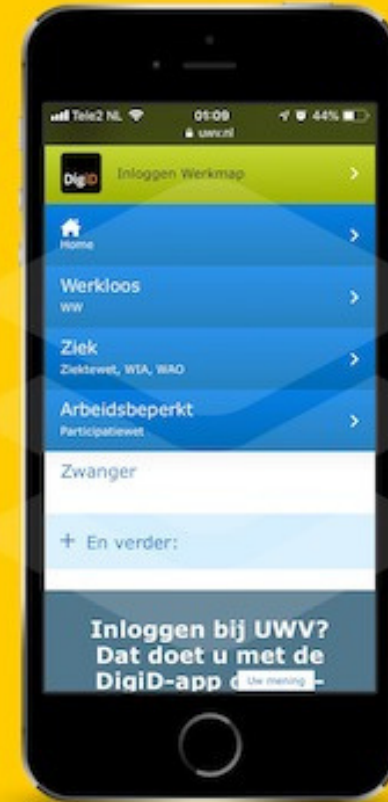
Web, Mobile.

Role(s) Played.

I was the sole UX designer whose job was to continuously bring value to our users. This involved collaborating closely with them while implementing design activities in order to solve the right problems in the right way. I was taking care of usability aspects during the iterative process while designing and testing the various results with users.

Activities Performed.

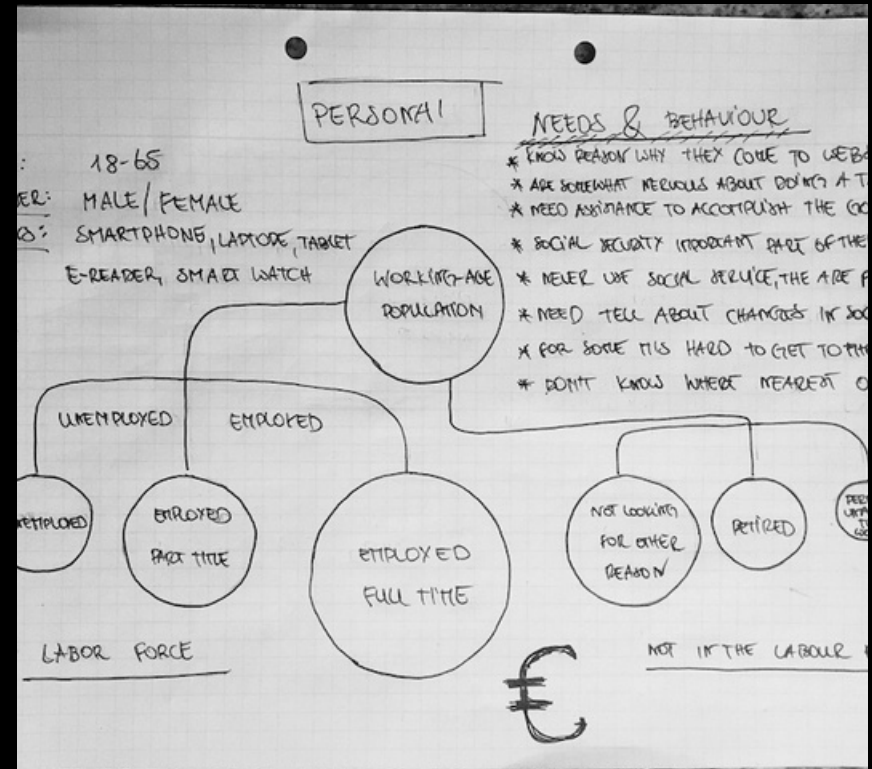
Problem analyses, (User) research Sketches, User Flows, Site Maps, lo fi & high-fidelity Wireframes, Responsive Design in Bootstrap



Helping unemployed people financially on conditions ensuring they seek work.

Complex homepage redesign.

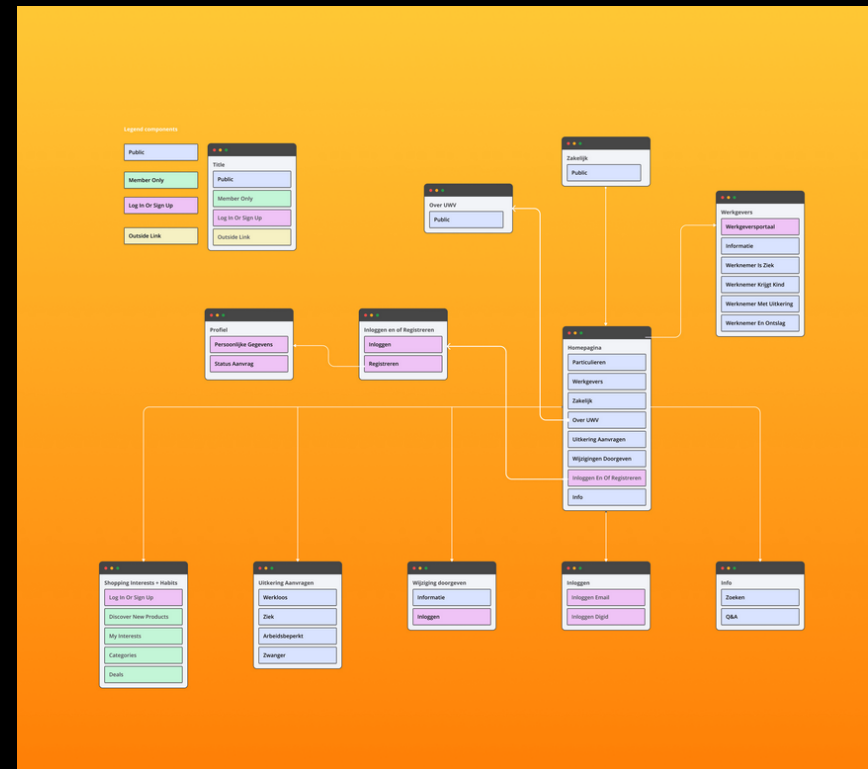
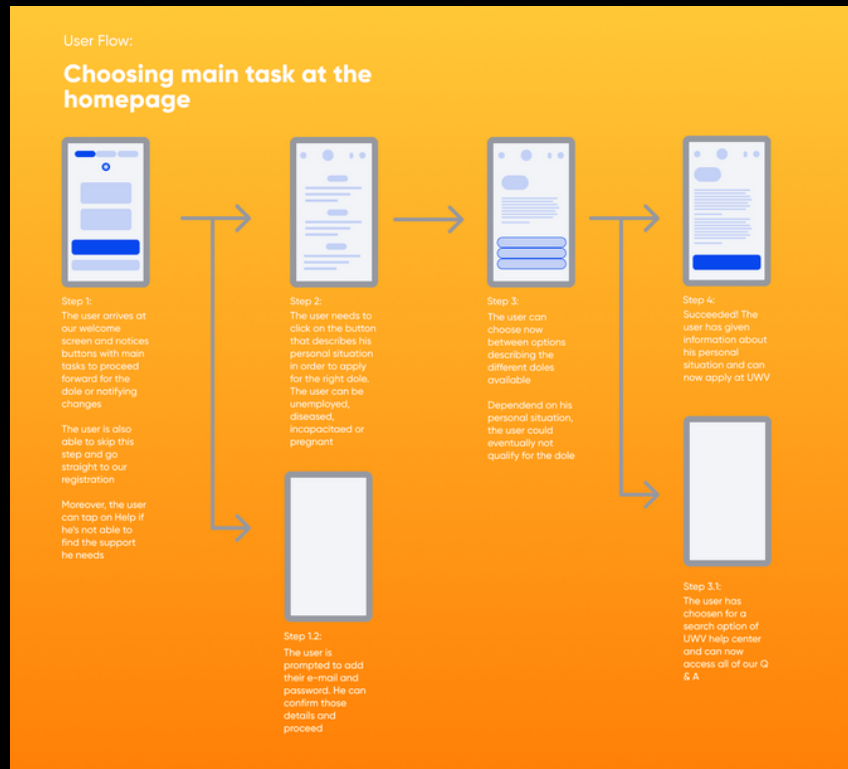
PLANNING PHASE.



Research.

Interviews and user research showed that users were not aware of where to start when applying for the dole or notifying changes in their living situation. I decided to adjust the design of the main task so that it is more prominent on the homepage.

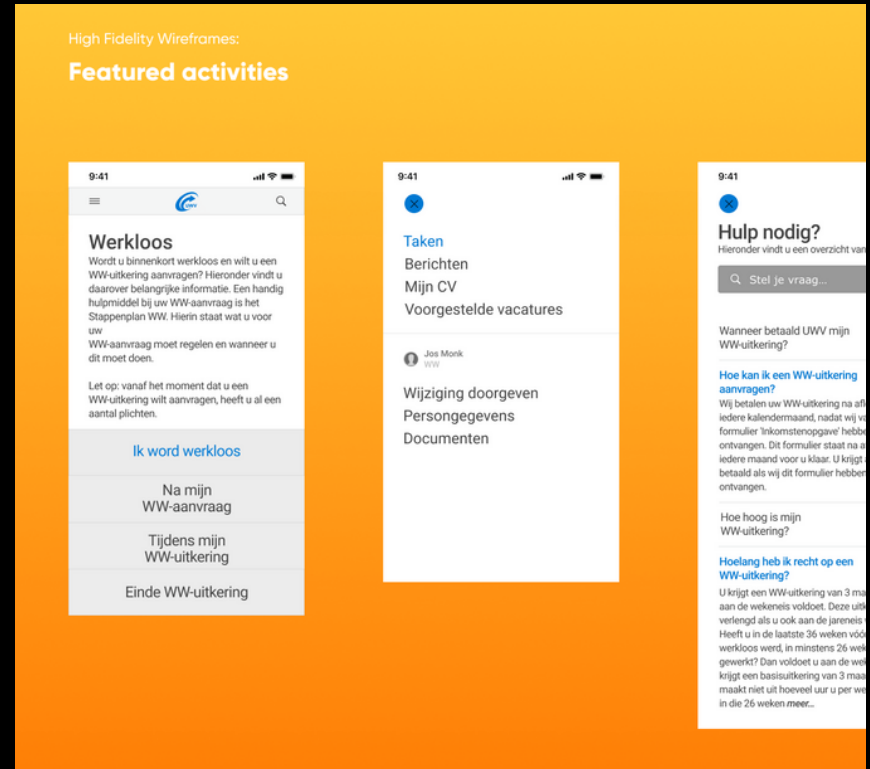
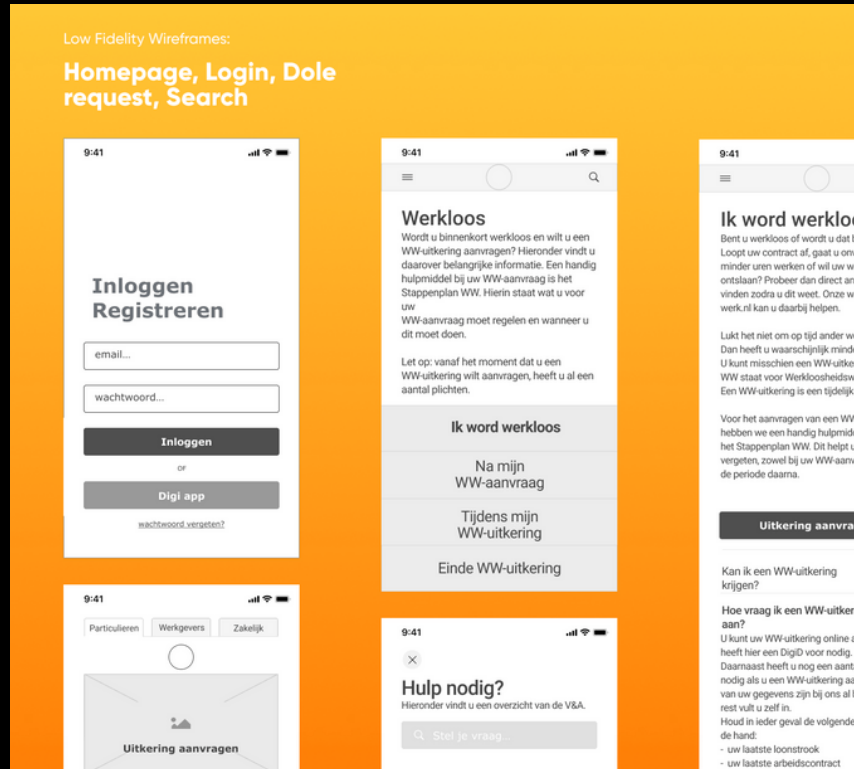
UWV homepage redesign. DESIGN PHASE.



Solution.

By translating User Flows into Site Maps and applying design task at hand I could see the context of how people apply for the dole. The Prototypes showed how to accomplish the main tasks in an easy to understand way. Users were able to go from A to B in order of importance, using a format that is visually intuitive to follow without being distracted by other action options.

UWV homepage redesign. LAUNCH PHASE.



Challenges.

During the Launch phase, I went through several origin design that ultimately did not completely satisfy the majority of elderly users. In menu design, it featured tasks that were split across multiple screens, but it caused frustration because it required the user to remember their previous actions. Based on A/B Testing I marked features task to reduce frustrations of the users.

Complex homepage redesign. RESULTS.

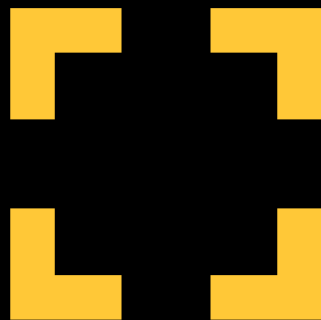
"Use of full width layout with clear focus, including form does not follow function, and understandable context that shows the user how to use the application".

Joram Zeijlmans, DJ.

"Simpler is better, true to life & UI design".

Joe Natoli, UX - UI Consulting.

Metrics.



**contrast
directs
focus.**



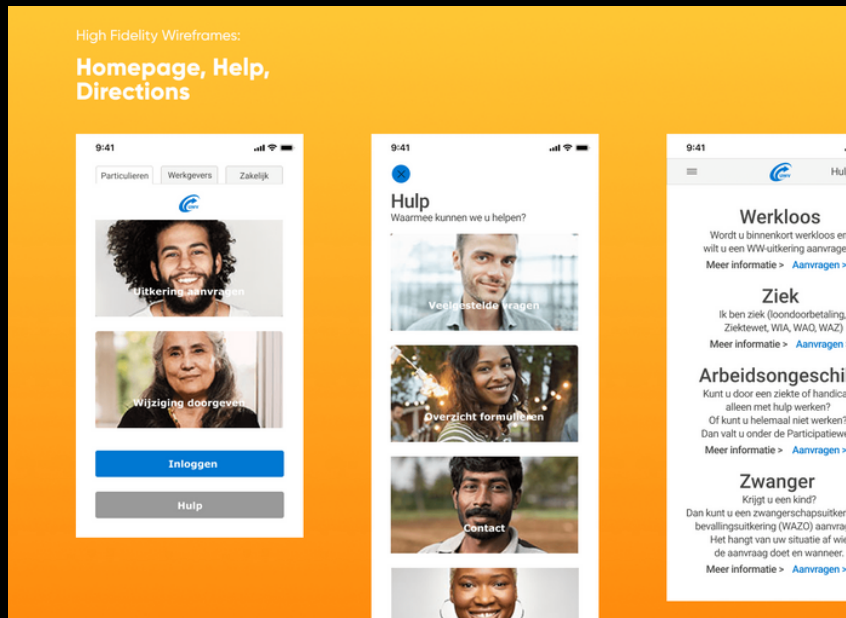
**increase
satisfaction
in using online
services.**

Testimonial.

"Aneta pays attention to the most dominant element of the screen, whether it is the user's intended point of focus".

Lotte Brand, NextPortChina B.V.

Complex homepage redesign. REFLECTIONS.



Impact.

The Prototype's focus was on how the process should direct the user and lead them through the layers to complete the action. By separating primary from secondary actions, the Prototype provides a clear starting point on the homepage and users are not overwhelmed with extraneous content.



Lesson learned.

Because of this project, I realized the importance of Prototype testing and client interaction for exploring new design concepts. It made me test new designs to make sure they were viable solutions for users who use digital technology differently.