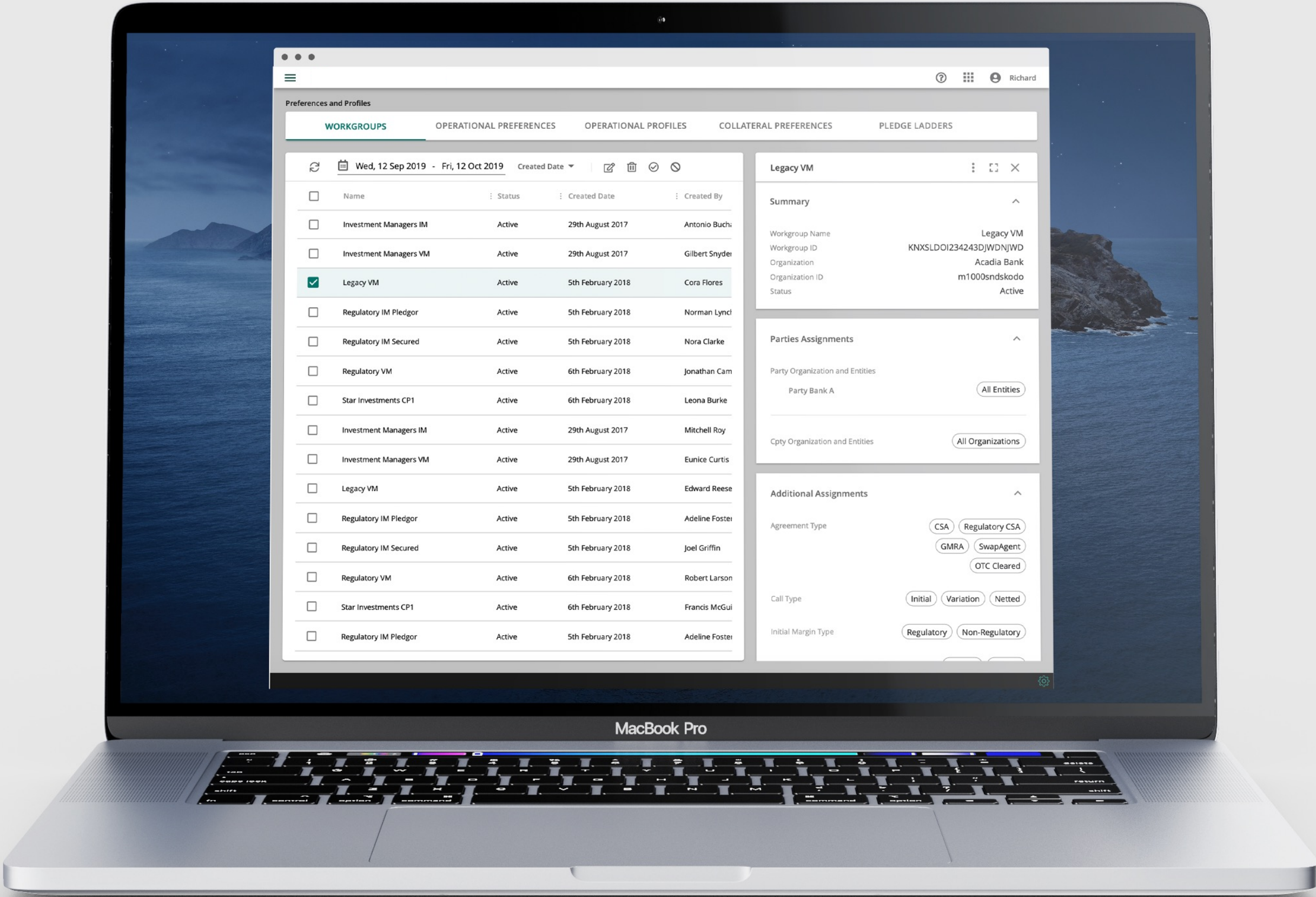


William McDowell

UX/UI Portfolio

2020

Case Study #1



The Problem

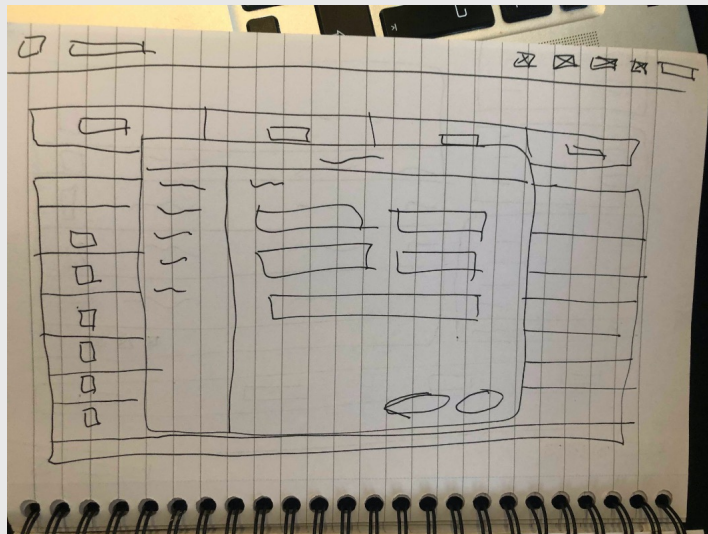
A static data application needed updating to bring in line with new data architecture and visual consistency

My Role

I was the sole UX designer on an Agile team comprised of 3 developers, a product owner. I was responsible for determining the overall design direction of the project, while collaborating with the product owner on ideation, requirements.

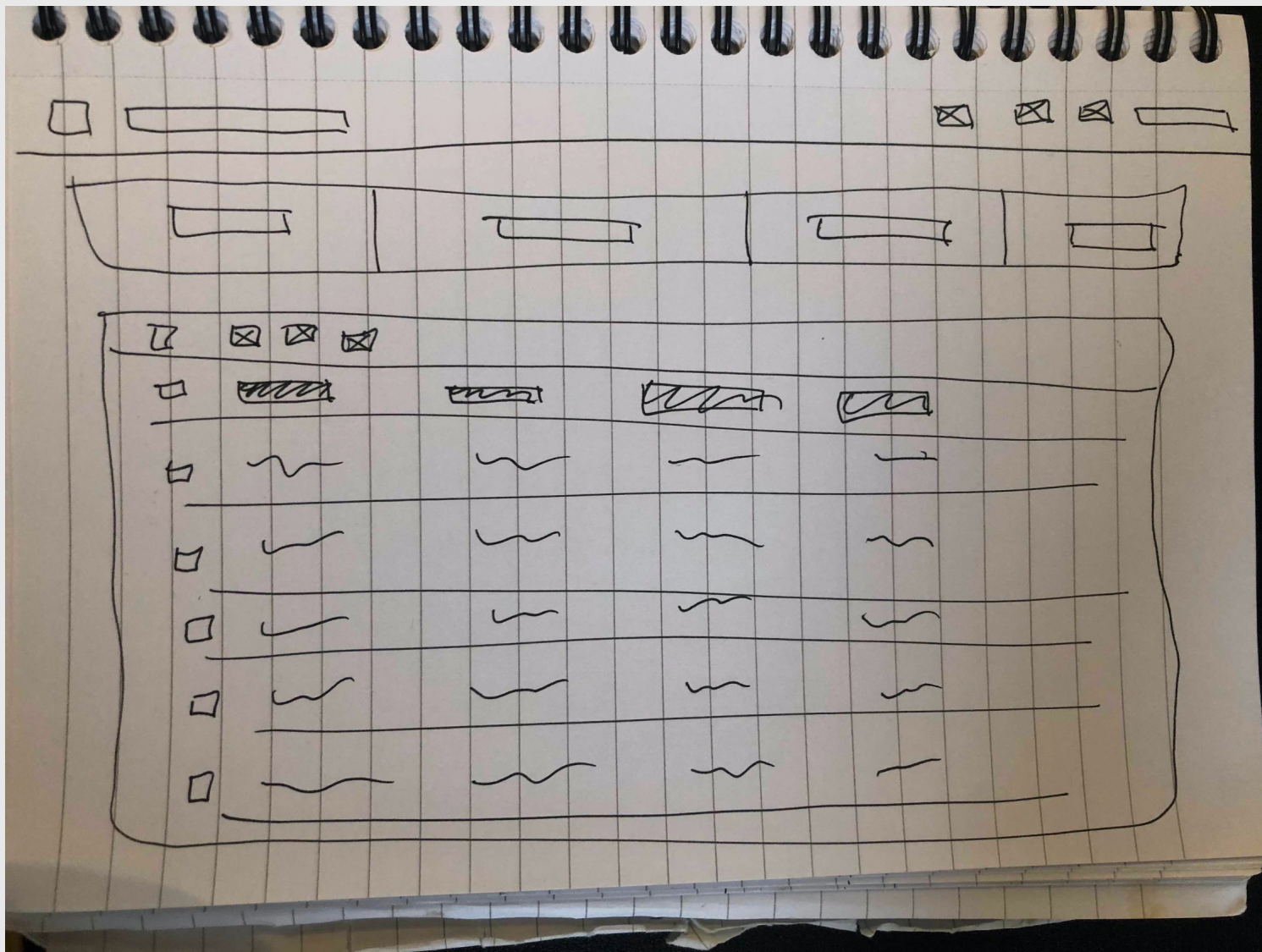
							Logout
<div> <div>Workgroups</div> <div>Margin Call Preferences</div> <div>Operational Profiles</div> <div>Collateral Preferences</div> <div>Pledge Ladders</div> </div>							New ▾
<div> <div>Refresh Grid</div> <div>Amend</div> <div>Delete</div> <div>Disable</div> <div>Enable</div> </div>							
↕ Name	↕ Status	↕ Organization	↕ Created	↕ Created By	↕ Modified	↕ Modified By	
<input type="checkbox"/> Andy WG12	Disabled	m100020160321njd3d	February 28, 2017 4:31 PM	m100020160821nk7h2	May 7, 2020 11:25 AM	m100020160821nk7gs	
<input type="checkbox"/> Reg CSA Reg CSA Reg CSA Reg C...	Disabled	m100020160321njd3d	March 21, 2017 10:25 AM	m100020160821nk7gs	November 27, 2017 2:47 PM	m100020160821nk7gs	
<input type="checkbox"/> Acadia Bank NA vs Acadia Test PLC	Disabled	m100020160321njd3d	March 21, 2017 10:26 AM	m100020160821nk7gs	March 28, 2019 3:41 PM	m100020160821nk7gs	
<input checked="" type="checkbox"/> Acadia XY Global Workgroup	Disabled	m100020160321njd3d	June 29, 2017 6:04 PM	uat42mm1q7k9	April 24, 2018 1:29 PM	m100020160821nk7gs	
<input type="checkbox"/> WGRDMU163	Disabled	m100020160321njd3d	August 18, 2017 10:49 PM	uat42ok4tn7w	August 25, 2017 6:37 PM	uat42ok4tn7w	
<input type="checkbox"/> WGPWE116	Disabled	m100020160321njd3d	August 25, 2017 6:36 PM	uat42ok4tn7w	September 19, 2017 8:06 PM	uat42mm1q7k9	
<input type="checkbox"/> Intra WG	Disabled	m100020160321njd3d	September 8, 2017 8:33 PM	uat42k8ms740	April 24, 2018 1:29 PM	m100020160821nk7gs	
<input type="checkbox"/> WGPWP648	Disabled	m100020160321njd3d	December 22, 2017 10:49 PM	uat42ok4tn7w	February 26, 2018 1:38 PM	uat42mm1q7k9	
<input type="checkbox"/> QA	Disabled	m100020160321njd3d	February 18, 2018 2:06 PM	uat42k8ms740	February 26, 2018 1:38 PM	uat42mm1q7k9	
<input type="checkbox"/> WGRDMU188	Disabled	m100020160321njd3d	February 26, 2018 1:44 PM	uat42ok4tn7w	April 24, 2018 1:29 PM	m100020160821nk7gs	
<input type="checkbox"/> UAT WG16	Disabled	m100020160321njd3d	March 16, 2018 11:20 PM	uat42k8ms755	April 24, 2018 1:29 PM	m100020160821nk7gs	
<input type="checkbox"/> Fully Defined Workroup	Disabled	m100020160321njd3d	December 5, 2018 2:43 PM	m100020160821nk7gs	March 28, 2019 3:41 PM	m100020160821nk7gs	
<input type="checkbox"/> Monika Tri Party	Active	m100020160321njd3d	June 17, 2019 3:53 PM	m100020160821nk7gs	June 1, 2020 3:08 PM	m100020160821nk7gs	

Previous screen design



How I came to my solution

User surveys showed that the workflow of setting up certain static data was convoluted and outdated. We decided to bring an updated user flow which was more in line with the company's other user journeys in other similar applications.



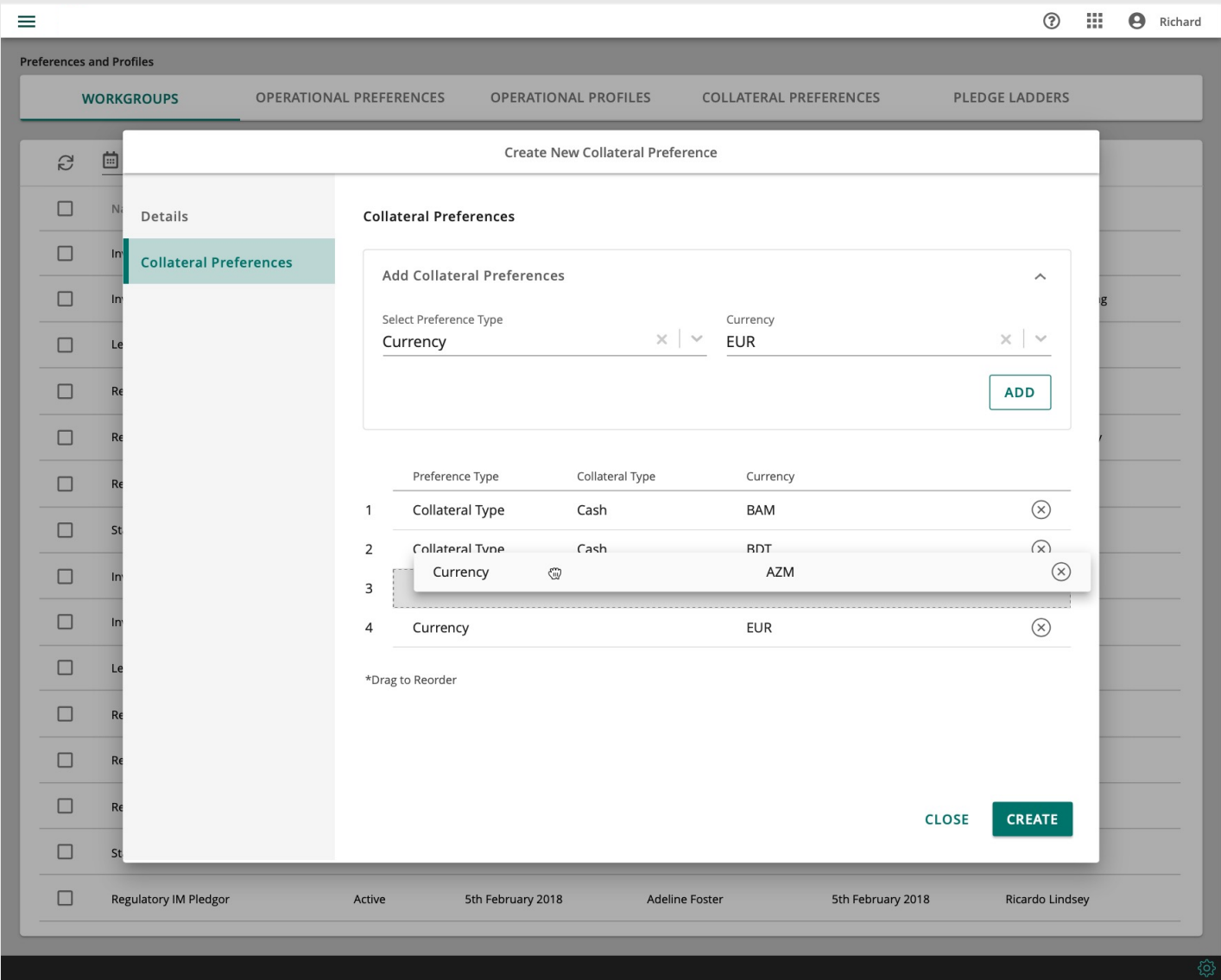
Hand Drawn

How my solution solved the problem

The proposed solution solved the problem by allowing the user to set up multiple static data points from a single screen and easily flick through the different data type tabs in a single page application to understanding what is currently defined in the data mapping.

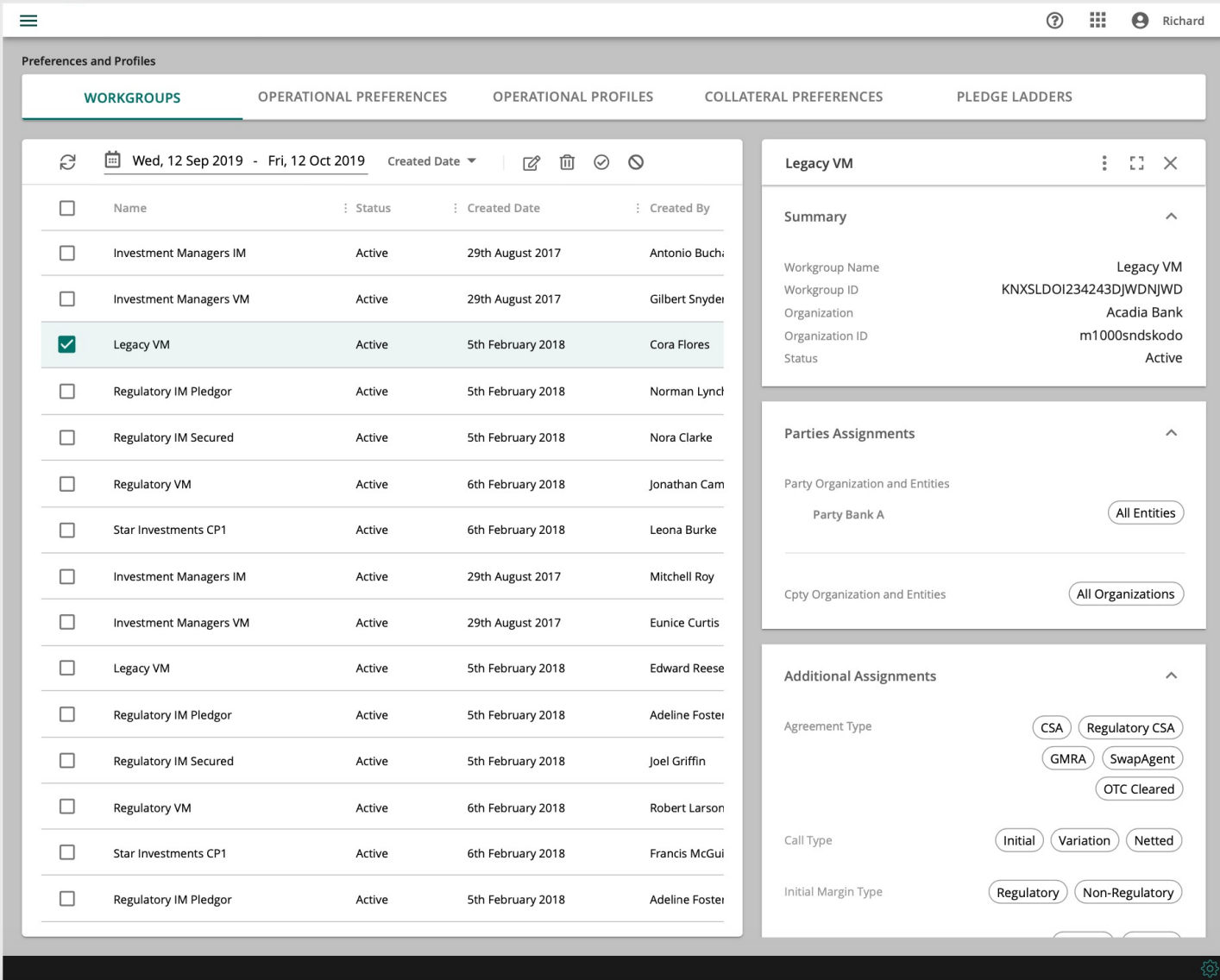
Challenges

The challenges we faced were mostly regarding the amount of data that was needed to be shown and choreographing the user journey, so the user is only confronted with the information that is needed at that specific time. As well as, modelling the data into a simpler easier to digest way and getting rid of surplus and unnecessary data.



Affects to the users and the business

Users are now able to easily and comprehensively understand the static data that is underpinning their everyday usage on the top-level applications





What I learnt

Because of this project, we realized the importance of prototyping and user testing for exploring new design concepts. As we started without them and quickly came to the conclusion that with such complicated data structuring, we needed to collaborate with the user to understand how they would want to read and understand the data.