

Mercer - Choice Auto Redesign

The previous product design was very dated and needed a redesign. Along with the redesign there was a decision to revamp some of the products screens to better suite the end user needs, some of these changes were notications, work-flow ease, product comparison and detail summaries.

My Role

Lead UI Designer & Developer

Project Team

1 Visual Designer, 1 UX Designer and 2 UI Developers

Duration

4 Months

Project Status

Went live into production

Design Methodologies

Reviewed the current product end to end and collaborated with UX designer on workflow improvements and simplifications to specific screens. Spent time wireframing and prototyping out screens. Had full review with product stakeholders and development group. Designed and developed UI for all screens.

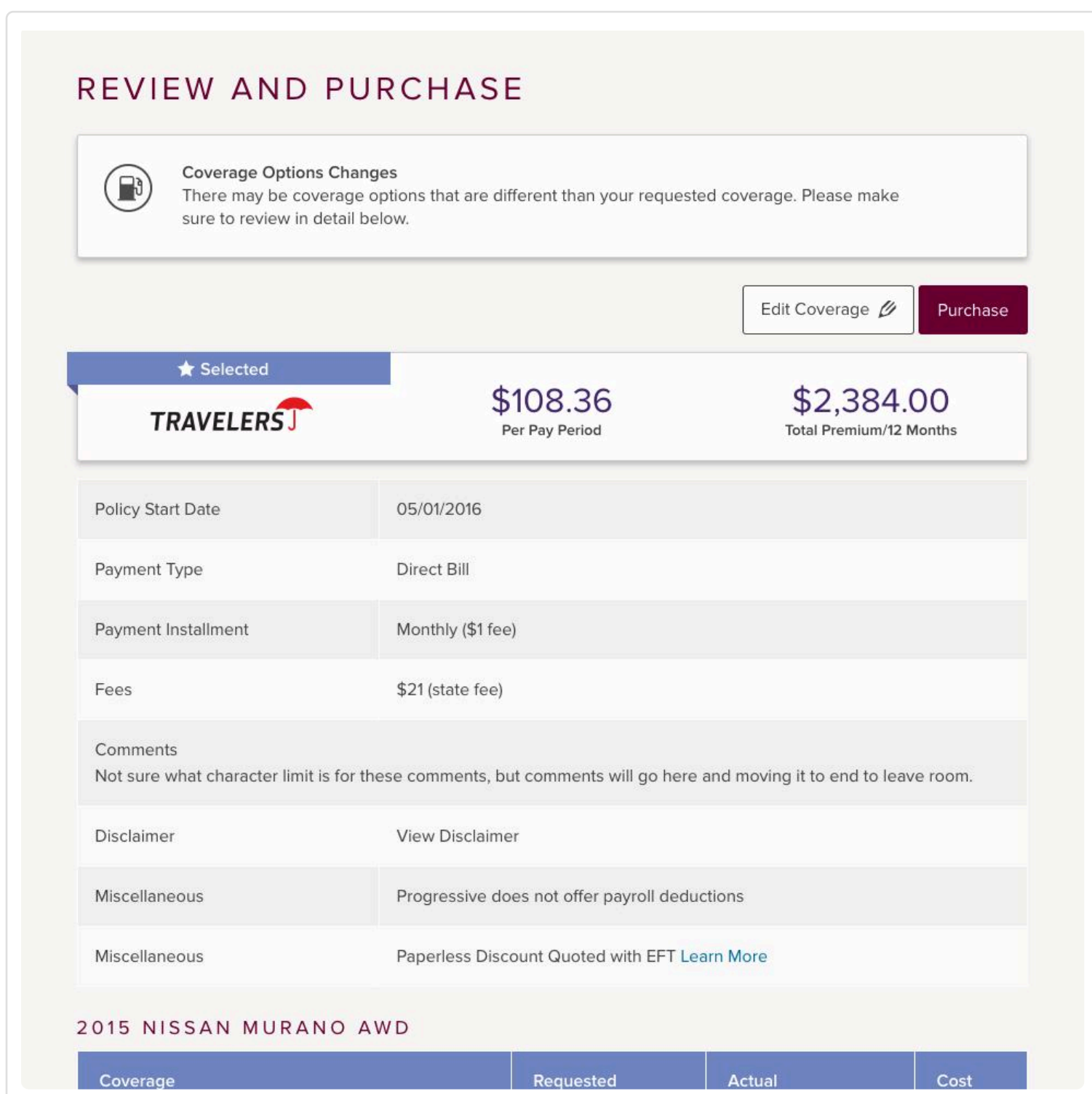
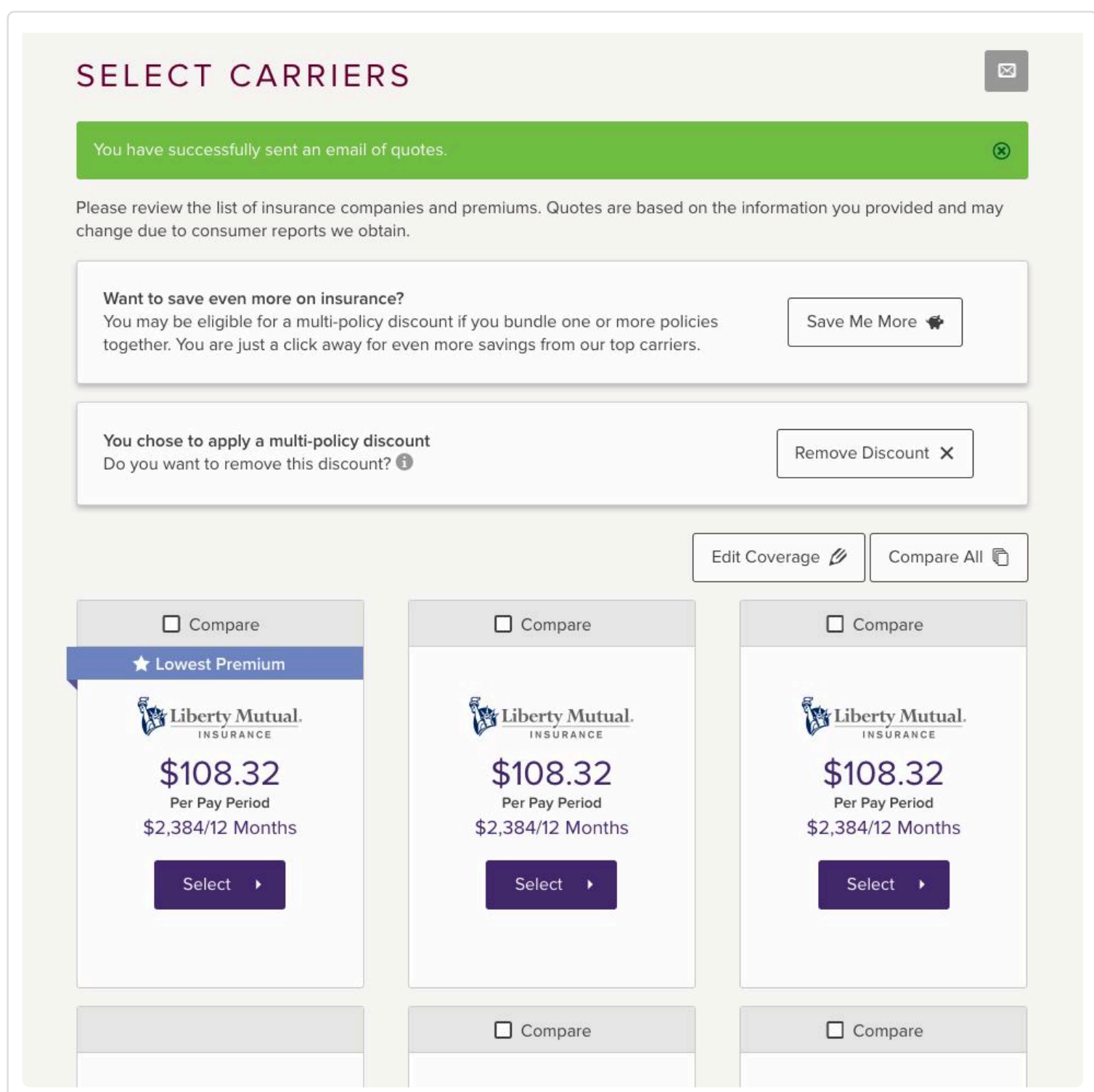
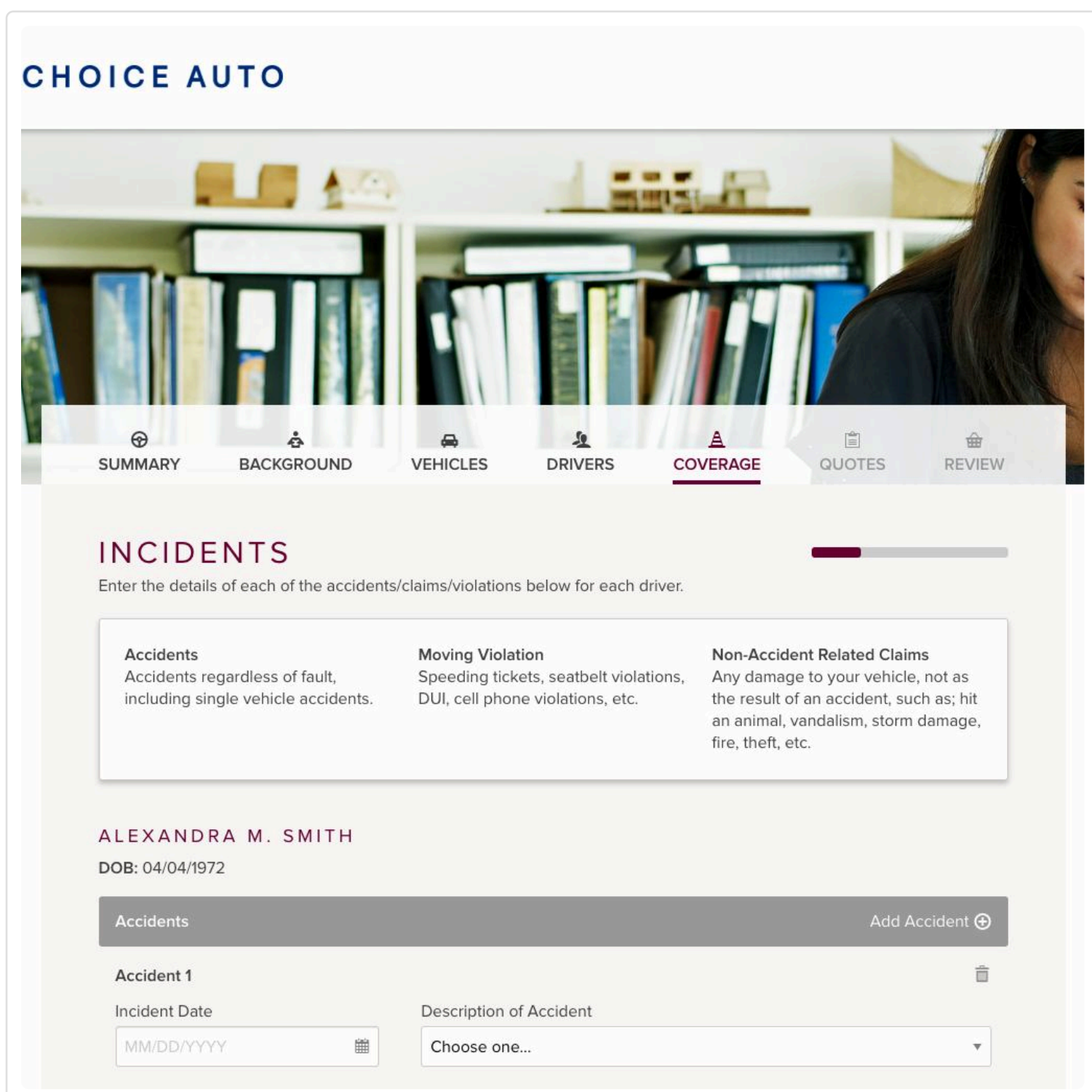
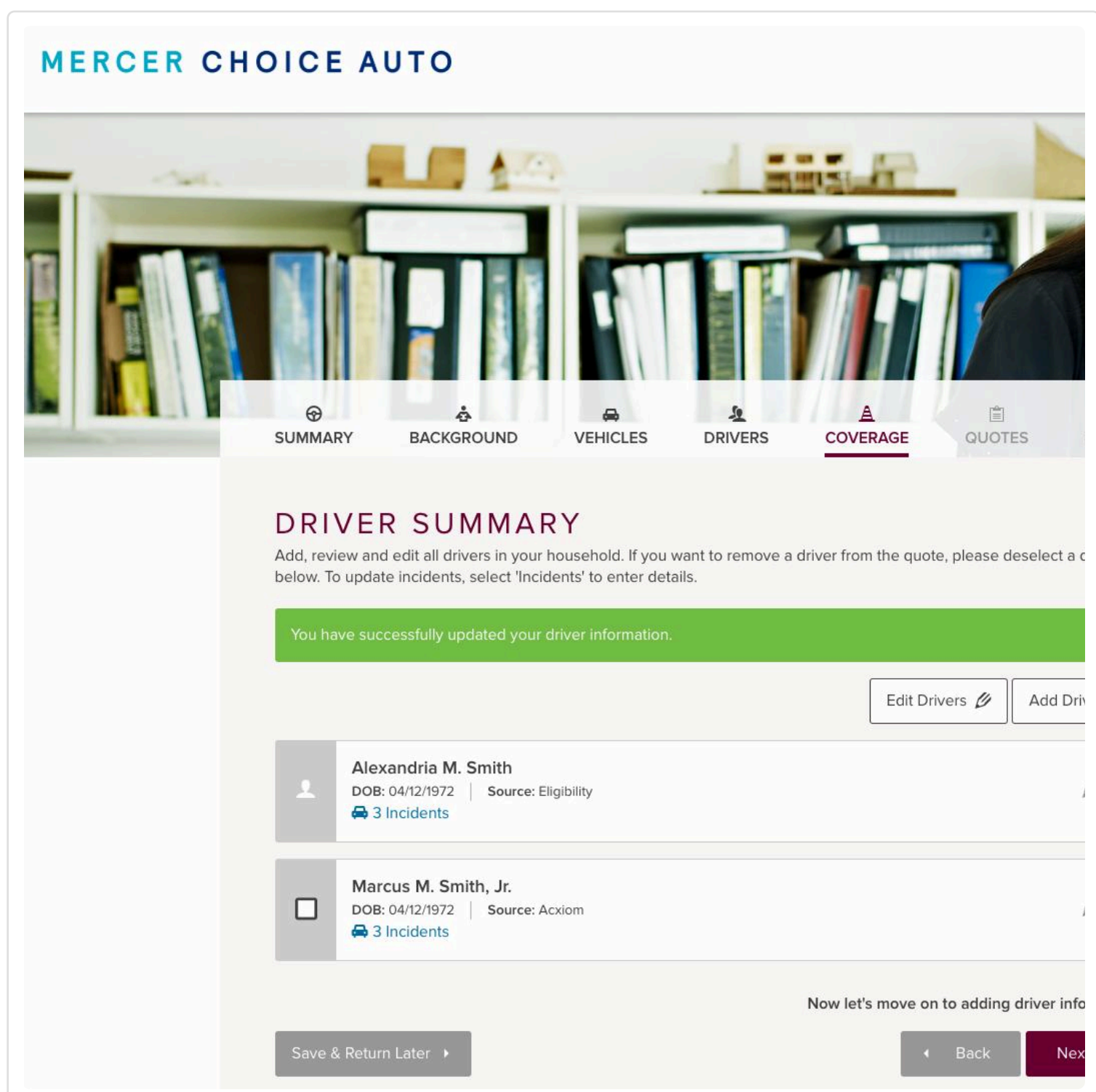
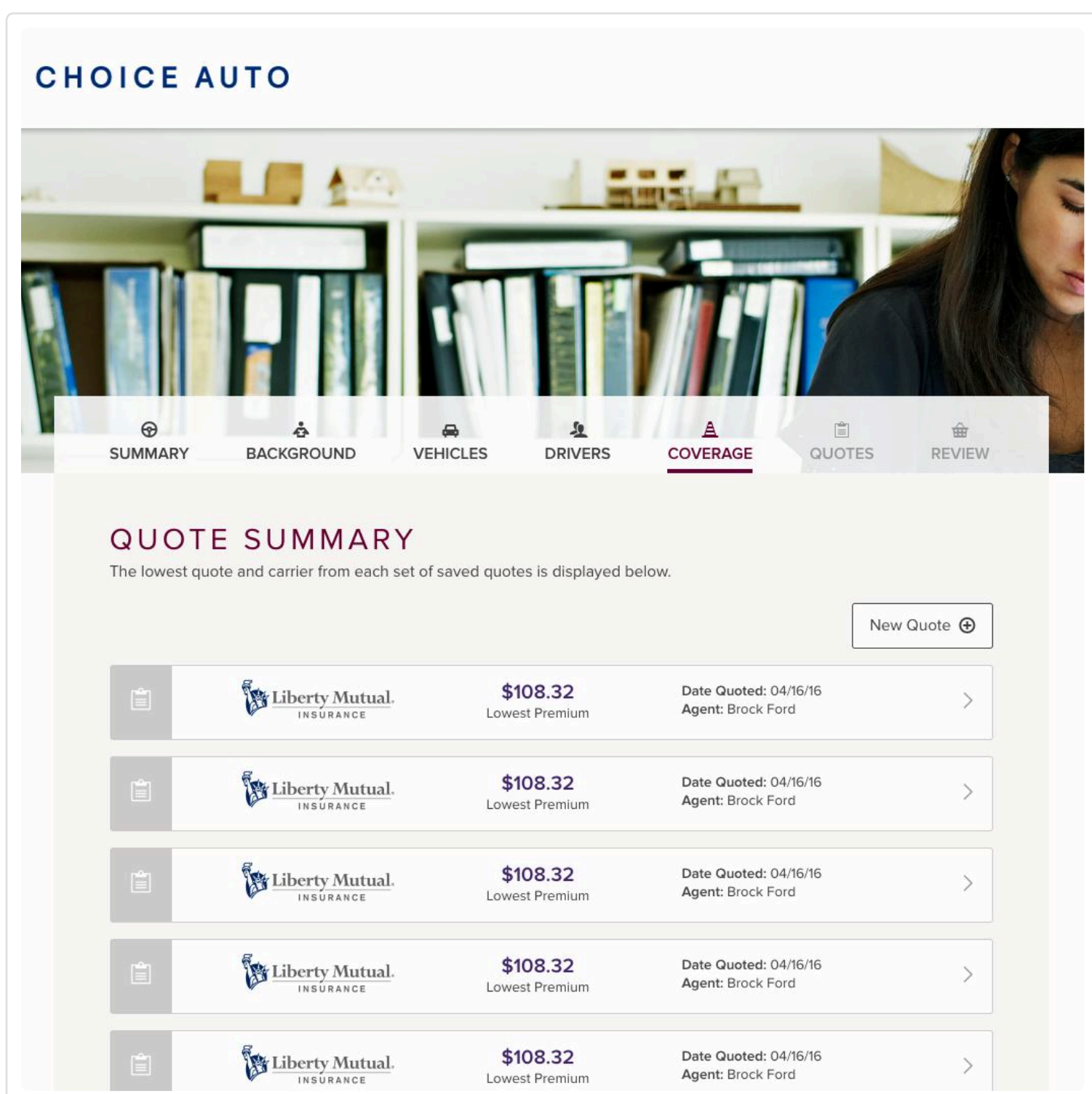
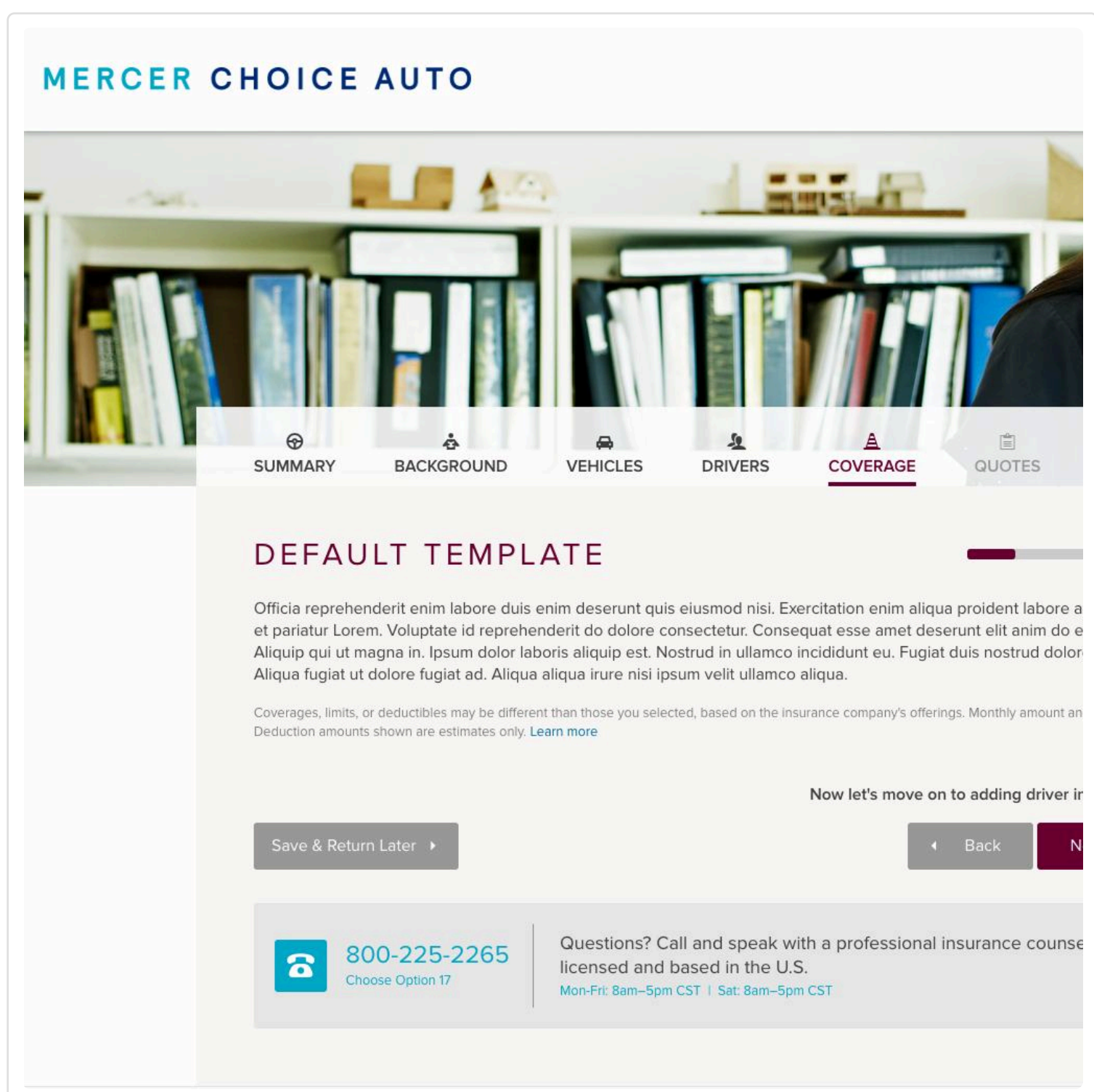
Business Goals

To redefine the user interface and work flows for the end user to compete with other products on the market. The redesign effort was to bring a more modern design look and feel to the product.

Actual Results

The ability for the development team to quickly and accurately create all redesigned work-flows with pre-canned components was a success and the rebrand effort has shown to be a success in the market.

Desktop Views



Mobile Views

