



UI / UX Redesign Case Study

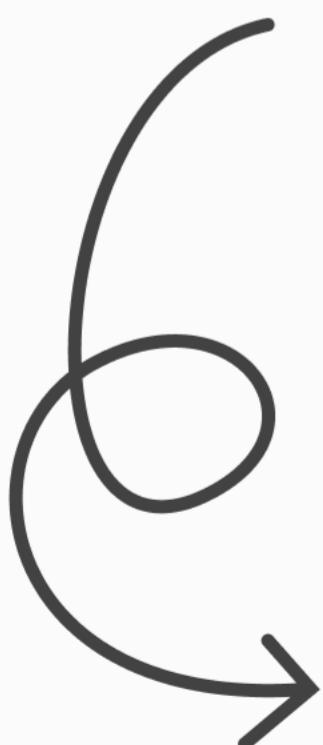
by Matt Harvey Ostulano

SaaS Redesign

Case Study

UI / UX

Before redesign





About KPC

KPC Importation Services is a logistics provider specializing in international cargo and customs coordination. Through efficient systems and digital tools, KPC streamlines importation, offering real-time updates on shipments, delays, and warehouse activity. Serving businesses of all sizes, KPC ensures smooth, transparent, and reliable logistics support.

Goals for this Project / Case Study

Modernize the UI

The aim is to refresh the visual design with a modern, clean interface that aligns with current UI standards. A modern UI not only enhances aesthetics but also improves usability, making the system feel more reliable, professional, and easier to navigate.

Make the data less cluttered

A cleaner layout helps users process information faster, reduces cognitive overload, and creates a more focused, user-friendly experience.

More visible key data points

The goal is to surface the most important information—such as shipment status, delays, and penalties—through clear visual hierarchy and smart layout. By highlighting critical data, users can quickly identify what needs attention, improving decision-making and reducing time spent searching for information.

UX-Friendly Experience

By improving layout clarity, organizing information with stronger visual hierarchy, and simplifying interactions, the new design will help users complete tasks faster and with more trusting UI and less overwhelming visual clutter.

Problem Statement

KPC lacks the following:

- Lacks clear visual hierarchy, making key info hard to scan.
- Action buttons are cluttered and easy to confuse.
- Dense data layout overwhelms users.
- Outdated UI reduces usability and trust.

Challenges

Key challenges are:

- Balancing design and performance.
- Avoiding cluttered and unnecessary data.
- Updating and organizing key data points and hierarchy.

Dashboard

The dashboard displays several key performance indicators (KPIs) in a grid format, including:

- Total Pending Delivery: 633
- Total Ready For Pickup: 101
- Total Delivered: 110181
- Total Cancelled: 30
- Total In Transit to Manila: 1595
- Total With Pier Dispatch: 989
- Total For Payment Approval: 16
- Total Delivery on China Warehouse: 5
- Total China Customs Random Inspection: 0
- Total Manila Port: 449
- Total PH Warehouse: 184
- Total Warehouse Overstaying: 306

Below the KPIs is a table titled "10 Recent Transactions" with columns for Shipment Code, Item Description, Shipment From, Shipment To, Shipment Date, Shipment Time, Shipment CBM, Shipment Quantity, Delivery Status, Payment Status, and Penalty Status. The table shows 10 rows of transaction data.

Table / Sample List

The Shipment List page features a large table with the following columns:

- Container Van
- Shipment Code
- CBM
- Warehouse
- Tracking Number
- Item Description
- Payment Status
- Delivery Status
- Actions

The table contains numerous rows of shipment data, each with a status icon indicating its current state. At the bottom right of the table, there are navigation links for page numbers (1, 2, 3, 4, 5, ..., 11449, 10 / page).

Add Shipment

The "Add Shipment Item" modal is open, showing a detailed form with the following fields:

- Customer: Customer name (dropdown), Date Receive (date picker), Shipment Code (input: KPC1000), Tracking Number (input).
- Shipment Code (input: KPC1000), Date Receive (date picker), Tracking Number (input).
- Item Description (input: Item description...), CBM (input: 0.31), QTY (input: 1000), Total Shipping Fee (input: 0.07), Container Van (input: 0), Pickup Warehouse (input: warehouse), Waybill Number (input: 1000), Waybill number (input: 1000), Kilograms (input: 0.00), Penalty Fee (input: 0.00), Membership Type (dropdown), Voucher Code (input: Voucher code), KPC Remarks (input: Kpc remarks...), Client Remarks (input: Client remarks...).

At the bottom of the modal are "Cancel" and "Submit" buttons. The background of the main interface shows a list of shipments with various status icons.

User Personas



kpc

Maria Santos, 38
Senior Logistics Manager

Bio

Maria has over 10 years of experience in international logistics and supply chain operations. She oversees daily import activities, resolves shipping delays, and ensures client shipments arrive on schedule. Maria values efficiency and relies heavily on dashboards to make quick, informed decisions. With a busy schedule and multiple shipments to manage, she needs tools that are fast, clear, and actionable.

Demographic

Age	38 Years
Status	Single
Education	Bachelor of Science (B.Sc.) in Logistics
Origin	Philippines
Location	Quezon City, Metro Manila

Needs

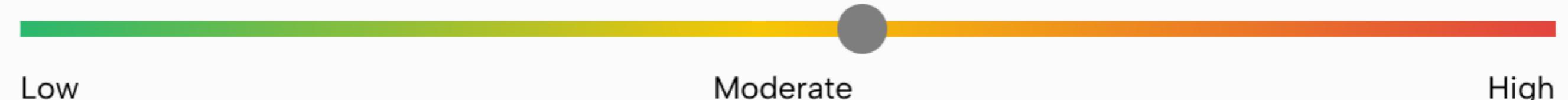
- Monitor shipment progress in real time
- Resolve delays and customs issues quickly
- View high-level summaries without digging through data

Frustrations / Pain Points

- Has to scroll or dig through pages to find critical shipment updates
- Difficult to distinguish between different shipment statuses at a glance
- Wants clearer action buttons and fewer repeated data points

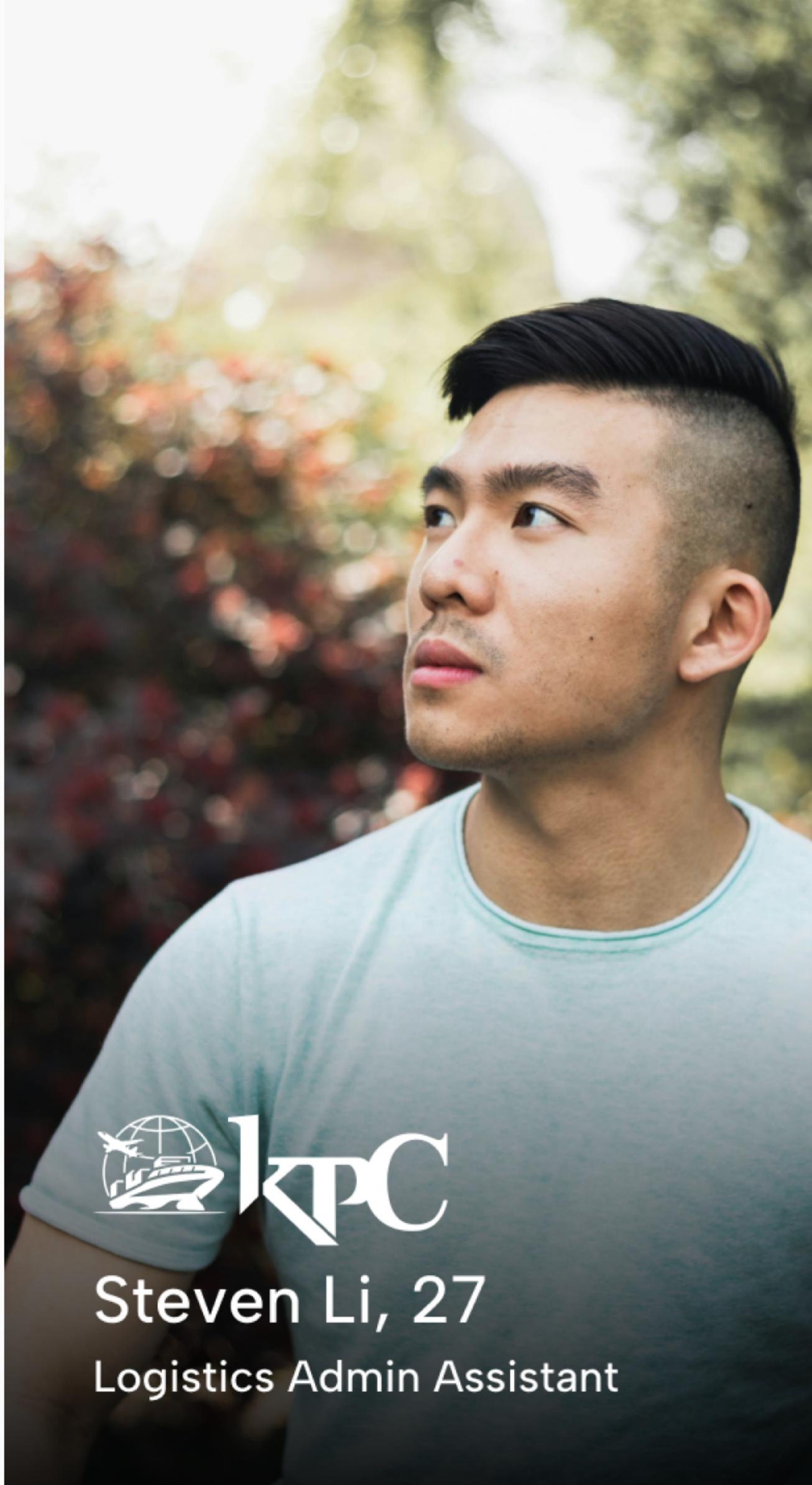
Tech Comfort Level

Experienced with dashboards, but prefers simple, straightforward interfaces



Quote

"I don't have time to click through 10 pages. I just need to know what's delayed and what needs action."



Steven Li, 27

Logistics Admin Assistant

Bio

Steven is a detail-oriented admin assistant working at a large import/export firm. He handles day-to-day data entry, shipment updates, and supports the logistics team with reports and documentation. Tech-savvy and organized, Steven appreciates clean, modern interfaces that help him move quickly and avoid errors. He's always looking for ways to make repetitive tasks faster and less stressful.

Demographic

Age	27 Years
Status	Single
Education	Bachelor's Degree in Business Administration
Origin	China
Location	Shenzhen, Guangdong Province, China

Needs

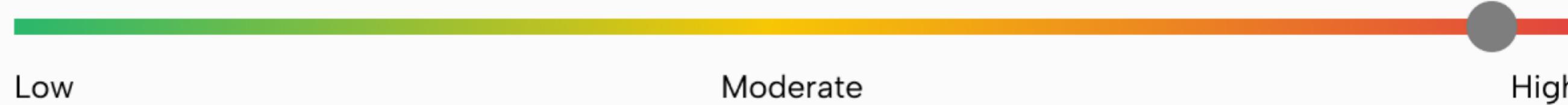
- Enter and edit shipment details accurately
- Quickly filter and update shipment statuses
- Assist managers by preparing clean reports

Frustrations / Pain Points

- UI feels outdated and confusing
- Hard to locate the right shipment or client fast
- Struggles with dense tables and repetitive layouts

Tech Comfort Level

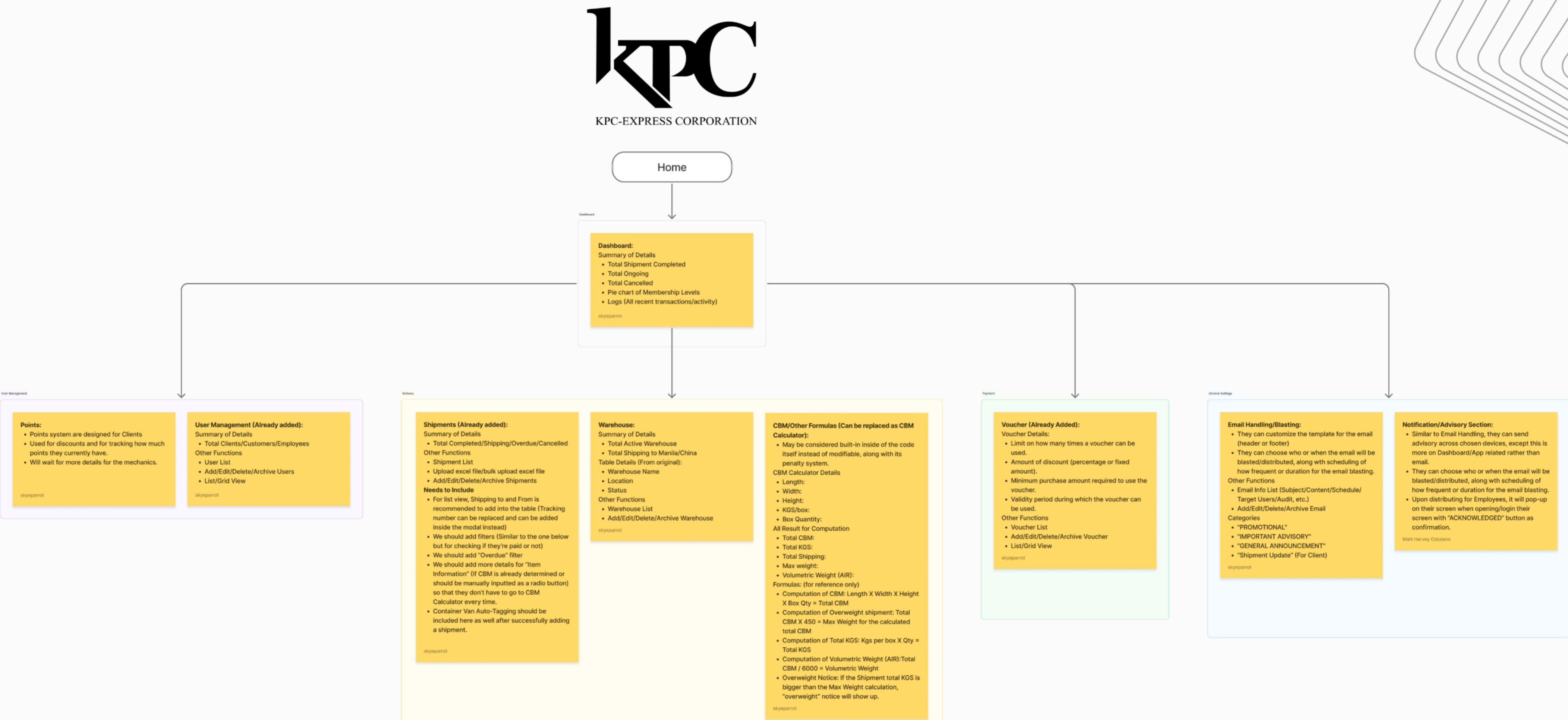
Tech-savvy and familiar with modern UI patterns.



Quote

"The system works, but it's clunky. A cleaner layout would save me hours every week."

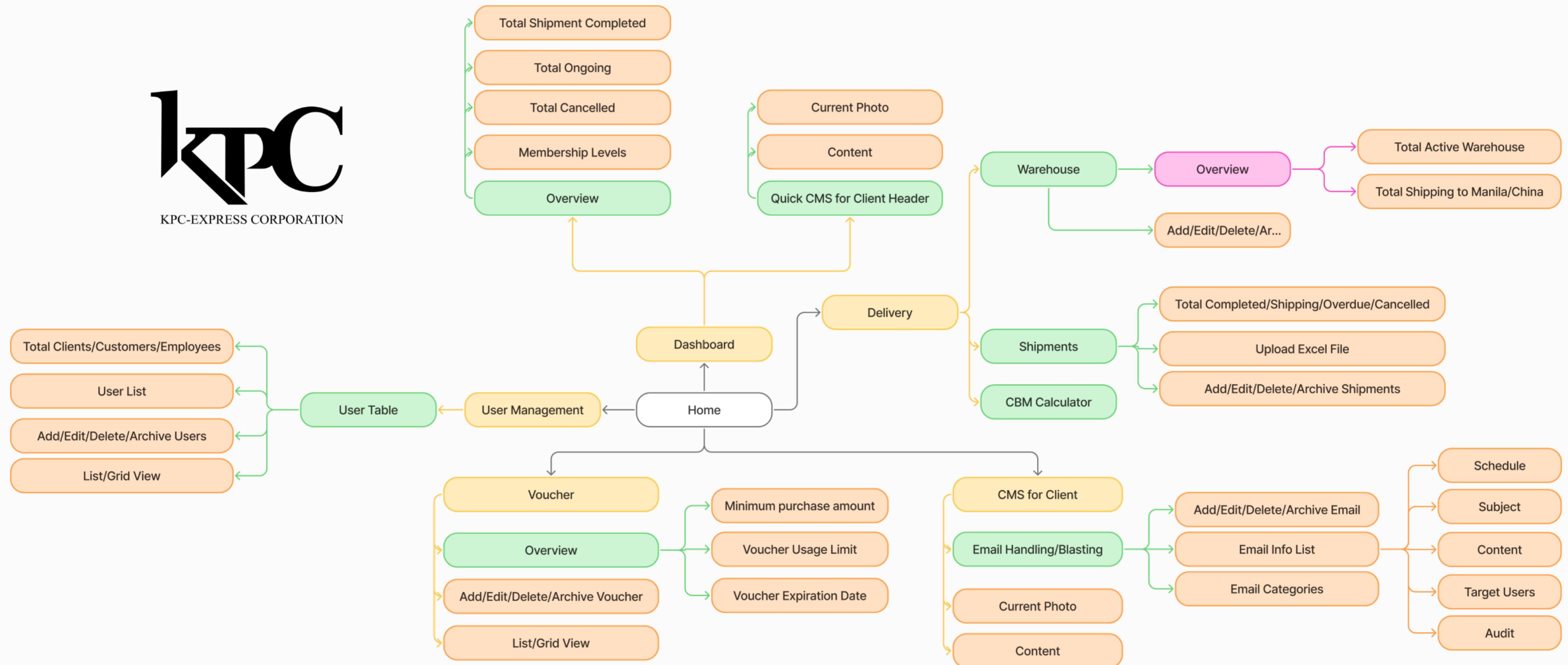
Sitemap (Zoom in for details)



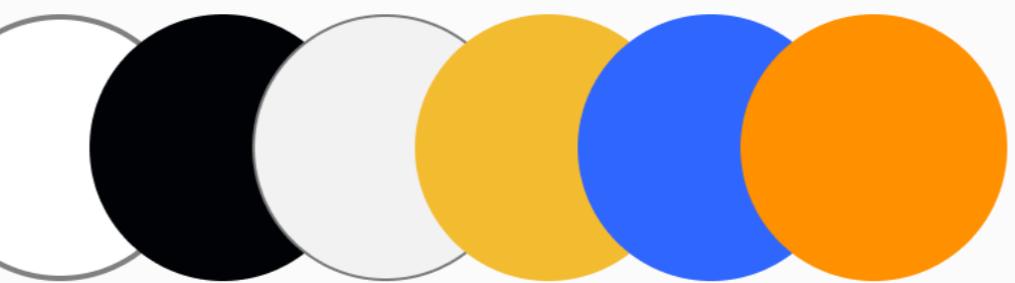
User Flow



KPC-EXPRESS CORPORATION



Colors & Typography



Albert Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z





High-Fidelity Wireframes

General / Dashboard

kpc

Overview

Total Shipments Made: 41,235

New Shipments: 32 Total

Total CBM: 16 +10%

Total Client Codes: 183

In Transit: 16

Delays: 27

Platinum: 12

Gold: 22

Basic: 130

New: 19

Current Header: KPC Ball 2025

Current Notes: KPC Ball 2025 is a success.

Content: The KPC Ball 2025 was an incredible success! Attendees were treated to a night filled with elegance and excitement, showcasing the best of our community. From the stunning decorations to the lively entertainment, every detail was meticulously planned to ensure a memorable experience.

General

- Dashboard
- Content Management
- Email Blasting
- Notifications
- User Management
- User Management
- Payment
- Voucher
- Shipment
- Shipments
- Warehouse
- Product Rate Management
- CBM Calculator

In Transit: 16

Delays: 27

Platinum: 12

Gold: 22

Basic: 130

New: 19

Total Client Codes: 183

Total CBM: 16 +10%

Total Shipments Made: 41,235

New Shipments: 32 Total

December 12, 2024 • 11:32 PM

Shipments Created: 27

KPC 33254D 12 Shipments

KPC 25254D 9 Shipments

KPC 67254D 5 Shipments

KPC 42854D 4 Shipments

KPC 42154D 2 Shipments

Current Header: KPC Ball 2025

Current Notes: KPC Ball 2025 is a success.

Content: The KPC Ball 2025 was an incredible success! Attendees were treated to a night filled with elegance and excitement, showcasing the best of our community. From the stunning decorations to the lively entertainment, every detail was meticulously planned to ensure a memorable experience.

Dashboard

Overview now has a hierarchy.

Navigation bar has more visual impact, along with better segregation of categories

General / Dashboard Admin

Today

Overview

Total Shipments Made: 41,235

New Shipments:

Shipment ID	Shipments
KPC 33254D	12 Shipments
KPC 25254D	9 Shipments
KPC 67254D	5 Shipments
KPC 42854D	4 Shipments
KPC 42154D	2 Shipment

In Transit: 16 (+10%)

Delays: China Customs (27)

Shipments Created: December 12, 2024 • 11:32 PM

Total Client Codes: 183

New Client Codes: 19

Basic Client Codes: 130

Gold Client Codes: 22

Platinum Client Codes: 12

Current Header: KPC Ball 2025

Current Notes:

Subject: KPC Ball 2025 is a success.

Content: The KPC Ball 2025 was an incredible success! Attendees were treated to a night filled with elegance and excitement, showcasing the best of our community. From the stunning decorations to the lively entertainment, every detail was meticulously planned to ensure a memorable experience. Guests mingled, danced, and celebrated the achievements of the past year, making new connections and cherishing old friendships.

The event not only raised funds for our initiatives but also brought everyone together in a spirit of joy and camaraderie. We can't wait to see what next year has in store!

User Management

The table has been changed with better visual indicators, along with the summary in the heading for better tracking of the statistics. This applies to other sections with a table involved.

The screenshot displays the User Management section of a KPC application. On the left, a sidebar navigation includes General, Content Management, Email Blasting, Notifications, User Management (selected), Payment, Voucher, Shipment, Shipments, Warehouse, Product Rate Management, and CBM Calculator. The main area shows a summary dashboard with a donut chart and statistics for Client Code, Employee, and Admin. Below this is a user list table with columns: Code, User, User Type, Email Address, Role Permission, Status, and Action. A modal for a selected user, Juan Dela Cruz Skyshare, is open, showing roles like Employee, Administrator, and Basic Member, along with their email and active status. The bottom of the screen shows page navigation and a footer with page count information.

Summary

Type	Percent
Client	84%
Employee	15%
Admin	1%

User List + Add User

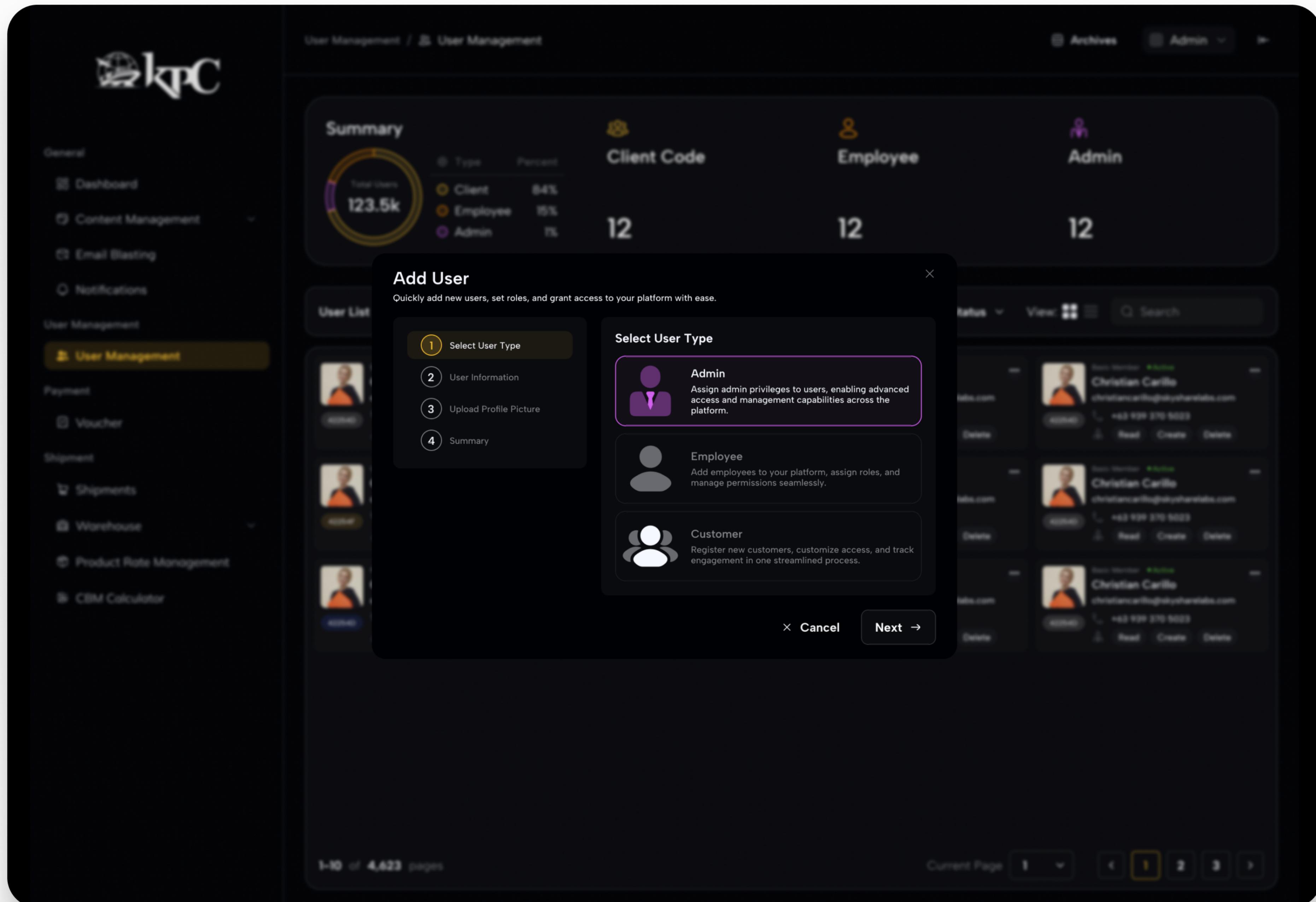
Code	User	User Type	Email Address	Role Permission	Status	Action
-	Juan Dela Cruz Skyshare	Employee	christiancarillo@skysharelabs.com	Read, Create, Delete, Archive	Active	⋮
-	Juan Dela Cruz Skyshare	Administrator	christiancarillo@skysharelabs.com	Admin, Can Upload Receipts	Active	⋮
KPC 42254D	Juan Dela Cruz Skyshare	Basic Member	christiancarillo@skysharelabs.com	Client	Active	⋮
KPC 42254D	Juan Dela Cruz Skyshare	Gold Member	christiancarillo@skysharelabs.com	Client	Active	⋮
KPC 42254D	Juan Dela Cruz Skyshare	Platinum Member	christiancarillo@skysharelabs.com	Client	Active	⋮

1-10 of 4,623 pages

Current Page 1 < 1 2 3 >

Step-by-step Process

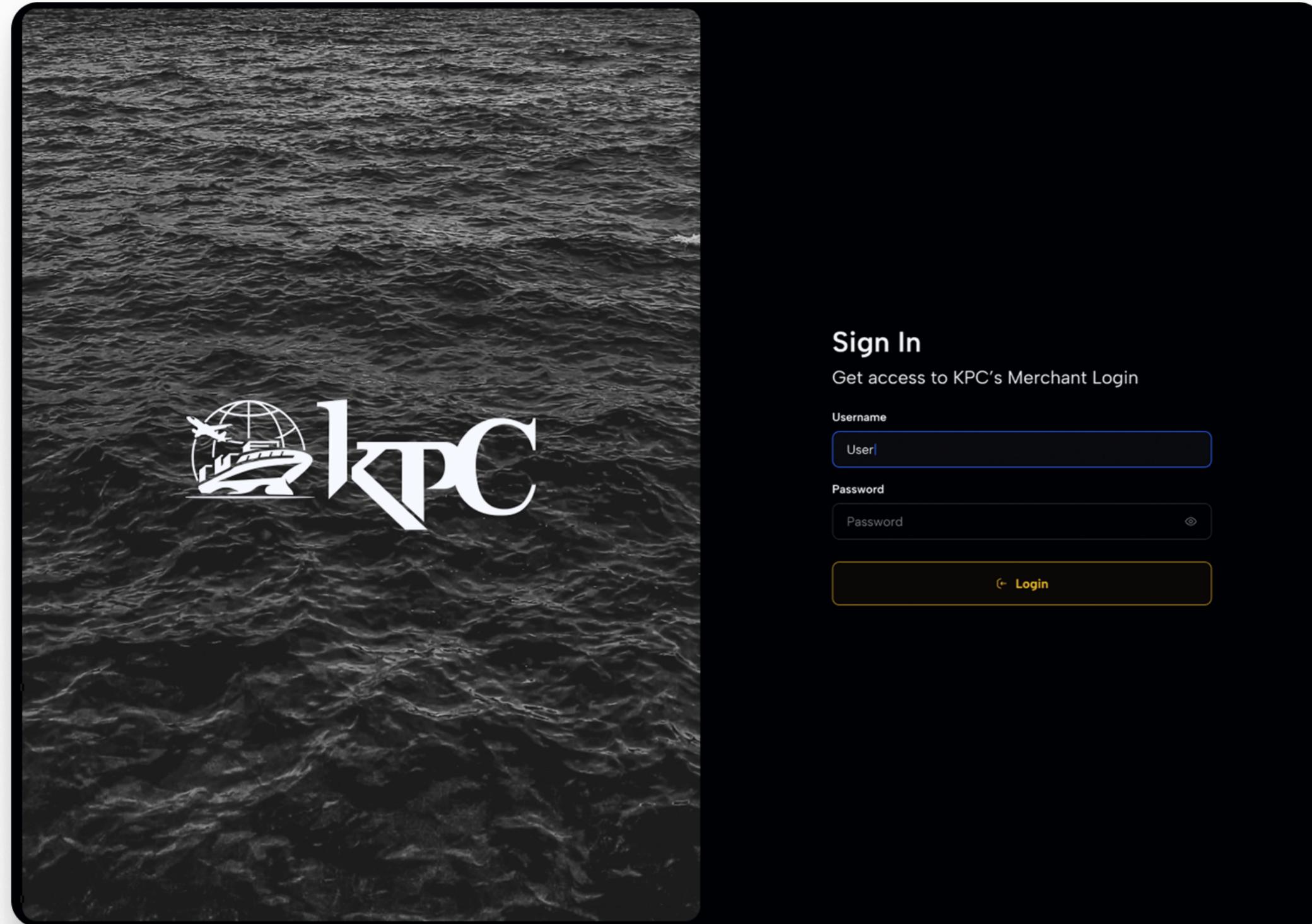
The process is now presented as a step-by-step flow instead of a one-pager when clicking either of the add buttons. This reduces visual clutter, makes it less overwhelming to use, and improves navigation.



Summary on each crucial info

When creating or deleting information, a summary is always shown to help reduce mistakes.

The screenshot shows a user management interface for 'kpc' with a dark theme. On the left, a sidebar lists various modules: General, Dashboard, Content Management, Email Blasting, Notifications, User Management (selected), Payment, Voucher, Shipment, Shipments, Warehouse, Product Rate Management, and CRM Calculator. The main area has a 'Summary' card showing 123.5k total users, categorized by Type (Customer 84%, Employee 16%). Below this are three tabs: Customer, Employee, and Admin, each showing a count of 12 users. A modal window titled 'Delete User Info' is open, asking 'Are you sure you would delete this user?'. It displays a profile picture of a man named Ethan Harrison, an Administrator. Below the profile, under 'Personal Information', are listed: First Name (Ethan), Last Name (Harrison), Email (ethan.harrison@example.com), Contact Number (+1 555 123 4567), Date Created (08/15/2024), and Permission Levels (Admin). At the bottom of the modal are 'Cancel' and 'Delete' buttons. The footer of the page shows page navigation from 1-10 of 4,623 pages and a current page indicator at 1.



Login

The dashboard shows a summary of 123.5k users (84% Client, 15% Employee, 1% Admin). It includes sections for Client Code, Employee, and Admin management, and a detailed user list table.

Code	User	User Type	Email Address	Role Permission	Status	Action
KPC 42254D	Juan Dela Cruz Skyshare	Employee	christiancarillo@skysharelabs.com	Read, Create, Delete, Archive	Active	⋮
KPC 42254D	Juan Dela Cruz Skyshare	Administrator	christiancarillo@skysharelabs.com	Admin, Can Upload Receipts	⋮	View User , Edit User , Delete User
KPC 42254D	Juan Dela Cruz Skyshare	Basic Member	christiancarillo@skysharelabs.com	Client	⋮	⋮
KPC 42254D	Juan Dela Cruz Skyshare	Gold Member	christiancarillo@skysharelabs.com	Client	Active	⋮
KPC 42254D	Juan Dela Cruz Skyshare	Platinum Member	christiancarillo@skysharelabs.com	Client	Active	⋮

User Management

This page allows users to create and manage important announcements. It includes fields for 'Scheduled Date' (mm/dd/yyyy), 'Subject', and 'Content' (with rich text editor). A preview window shows the final announcement.

Send Announcement

The account creation page guides the user through four steps: Select User Type (Client Code), User Information (First Name, Last Name, Email, Contact Number, Business Name, Business Industry, Membership Type), and Summary. It also lists existing client accounts.

Client Code	Last Name	First Name	Contact Number	Business Name	Business Industry	Membership Type	Address
KPC 33254D	Carillo	Christian	+63 99 270 5623	MSC Shipping Solutions	Logistics Services	Gold	123 Main St, Manila, Philippines
KPC 33254D	Carillo	Christian	+63 99 270 5623	MSC Shipping Solutions	Logistics Services	Gold	123 Main St, Manila, Philippines
KPC 33254D	Carillo	Christian	+63 99 270 5623	MSC Shipping Solutions	Logistics Services	Gold	123 Main St, Manila, Philippines

Create Account



Thank you!

Let's connect
✉ <https://mattostulano.vercel.app> ✉ mattharvey220@gmail.com