

The UXPin logo, consisting of the text "UXPin" in a white sans-serif font, enclosed within a thin white square border.

UXPin

The Future of Enterprise UX

Consumer-Grade UX in the Enterprise

A large, glowing blue arc that curves across the bottom half of the cover, starting from the left edge and ending near the right edge, with a bright white and yellow light source at its rightmost point.

by

Amanda Linden

Head of Design at Asana

UXPin

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Introduction

Over the last few years, the quality bar for user experience in enterprise applications has been steadily rising. For an enterprise product to achieve the greatest user adoption and long-term success, we should deliver an experience for end-users that meets the same usability, performance, and brand standards evident in consumer products..

In this piece, we'll explore:

- The business case for designing enterprise products that deliver “consumer-grade” UX
- The elements of the experience that benefit from additional investment
- Appropriate areas where end-users can customize the experience
- The balance between monetization and end-user experience
- Effective user research and testing tactics
- Enterprise UX case studies from my own work at Asana and Intuit

Even though we'll cover quite a bit of ground, I'll present the advice as concisely and practically as possible. All the tactics and strategies are rooted in lessons I've learned designing at Intuit and managing design teams at Asana.

Let's get started!

Why Enterprises Should Invest More in Consumer-Grade UX

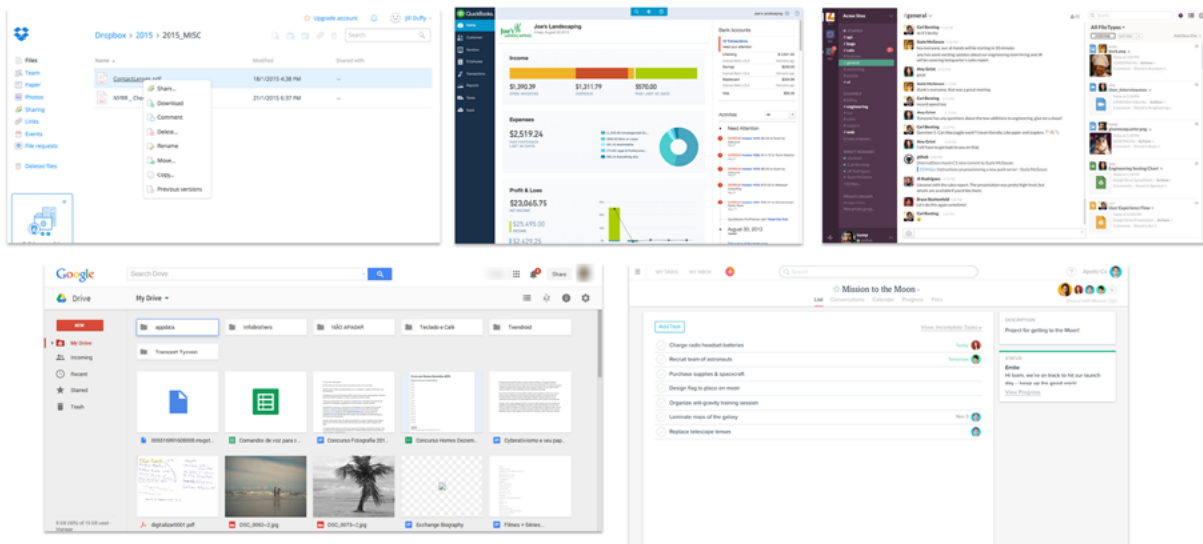
As new web and mobile products evolve, end-user expectations are continuously rising.

The new “normal” are the beautiful and elegant consumer experiences people get from [Airbnb](#), [Instagram](#), [Pinterest](#), etc. We move from app to app getting our work done, so if your enterprise app is much more complicated or difficult to use than the other tools you access every day, your customers will notice.

Another reason we see better-designed business apps is because of the “land and expand” business model. Traditional IT is being replaced by democratized and reimagined corporate applications like [Dropbox](#), [Slack](#), and Google apps.

Rather than relying on expensive internal sales teams, new enterprise companies start by seeing a single team try out their product. Your user growth comes from employees at the company selling the product on your behalf. Over time, the bulk of your revenue growth comes from expansion rather than new customer growth. This means

your product must be compelling enough for that first team to recommend to the rest of their company.



Some of the new generation of enterprise apps: [Dropbox](#), [Intuit](#), [Slack](#), Google apps & [Asana](#)

Today, work/leisure time is totally blurred.

In the same way that suits are replaced by jeans and t-shirts in the office, our work and consumer apps are becoming more and more similar. This is definitely a good thing. The more we can be our true selves at work, the more comfortable and productive we'll be. We don't separate those experiences in life, so it no longer makes sense for business applications to feel different from consumer apps.

Lastly, developing easy to use products saves real money in support costs. At Asana, most of our users begin using and paying for our product without ever hearing from a sales or support person. By investing in a great user experience, you don't need to hire a huge sales team. Fewer users will also be contacting you for support.

The key transformation in enterprise software is that the employee (not the company) is making the purchasing decision. This transformation requires an increased investment in the end-user product experience.

How Enterprises Can Continue Monetizing UX

Because enterprise companies are emulating consumer models, product monetization is critical as top-down sales models become less common. Some companies will use flat subscription fees, trials, or premium features.

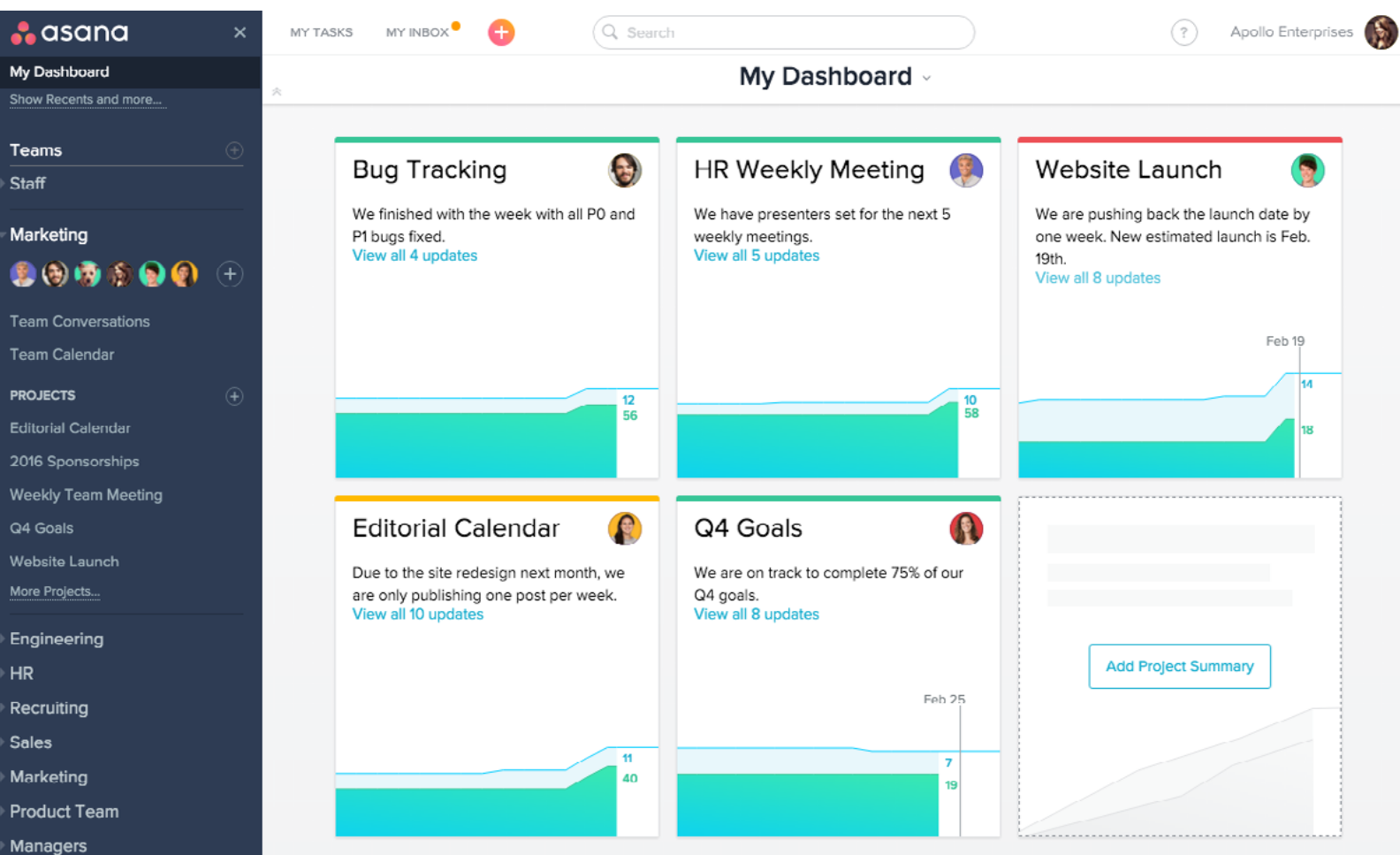
How can you directly monetize the user flow? Rather than investing only in robust sales teams, invest in the product experience and let your product sell itself. Make it easy/free to add data, and then charge for things that give you insights on that data.

The more data you have in one feature, the more costly it is to switch. You want your users to be able to try your product without a large upfront commitment, and then “unlock” premium features when they reach the right level of engagement with your product.

Figuring out the best leveraged premium triggers is not easy. The more you can design your premium upgrade prompts to be a natural part of the UI (versus feeling like an in-product ad), the better.

Avoid throwing in too many features that require payment to unlock. It's technically complicated to add and remove monetization features, and users will resent a company that asks them to pay again and again. Better to pick the one thing that correlates most directly with a person generating value from your product and continue to optimize that.

In [Asana](#), we offer 4 dashboards for free in our product, but ask that you upgrade to premium if you want to add more dashboards. In [QuickBooks Online](#), users pay for a core set of accounting functionality, and then add on additional tools like payroll only if they need it.



New [Asana](#) dashboard view.

It's important to ensure that you are looking at research findings from people who make purchase decisions. In Asana's case, we are focused more on large organizations than small teams or individuals.

We know that project managers and team leads are our key influencers, so we focus on designing for those users over others.

Now that we've discussed the most direct strategy for monetizing the product experience, let's look at more subtle tactics for improving adoption and loyalty.

Where Enterprises Should Invest When End-Users Influence Decisions

In this section, I'll explain the core areas of focus for designing a usable and likable enterprise product.

Brand

To make a strong connection with customers, the first thing an enterprise software company should ask is, “Do our customers feel a connection with us?”



It's no coincidence that many enterprise companies have invested in updating their brand over the last year.

If the answer is no, then it's time to invest in your brand. It's not enough for enterprise users to get usefulness out of your product. They need to feel that your company is a trusted friend.

For example, Asana spent a good number of months over the last year clearly articulating and defining our brand. With that core brand identity in place, it became much easier for teams across the company to build a unified experience and deepen our connection with users and potential users.

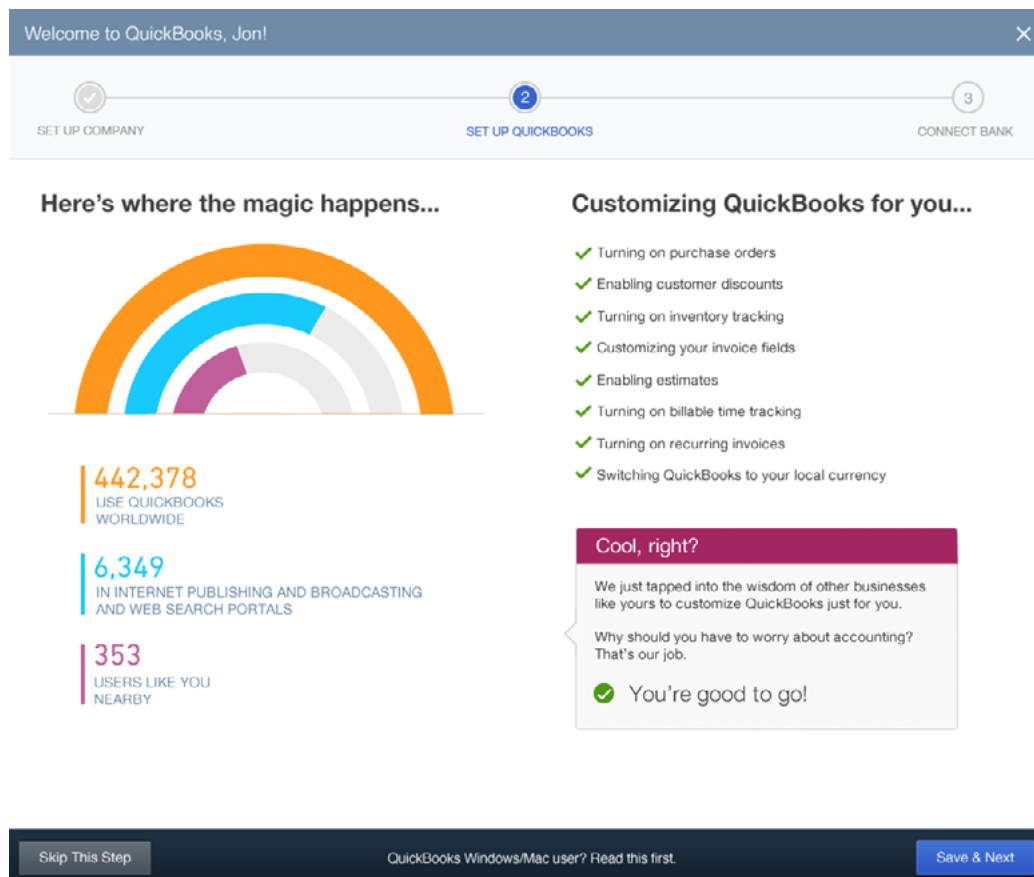
The First-Use Experience

Because newer business software sells itself, it's important to invest in a great first use experience. A great first use experience gives the user immediate value for their time, but it also leverages persuasive design to sell the value of your product.

When designing the onboarding experience for Intuit's flagship product [QuickBooks](#), we asked for key information about the business, and then we customized the experience based on the information given, doing some of the initial setup work for the user. This helped the product feel like it was designed just for our customer and their business.

To show this value to new users, the design team created a screen with a graph showing the number of Quickbooks users in the same industry and location. Doing this wasn't required in a traditional onboarding experience, but conversion was higher for this flow than

it was for onboarding experiences with fewer steps. The screen told people, “we will save you time by setting up the product for you”, and it also reinforced that they were choosing the industry leader.



Quickbooks first use experience

The new bar for a first use experience is not just whether it works for the person trying to use it. It has to be good enough for them to feel comfortable advocating for the product with the rest of their team and their company.

Tips for creating a great first use experience:

- Don't make the user go through time consuming tours or tips to get acquainted with the product. Just let users try it out and provide the information they need within the context of their tasks.

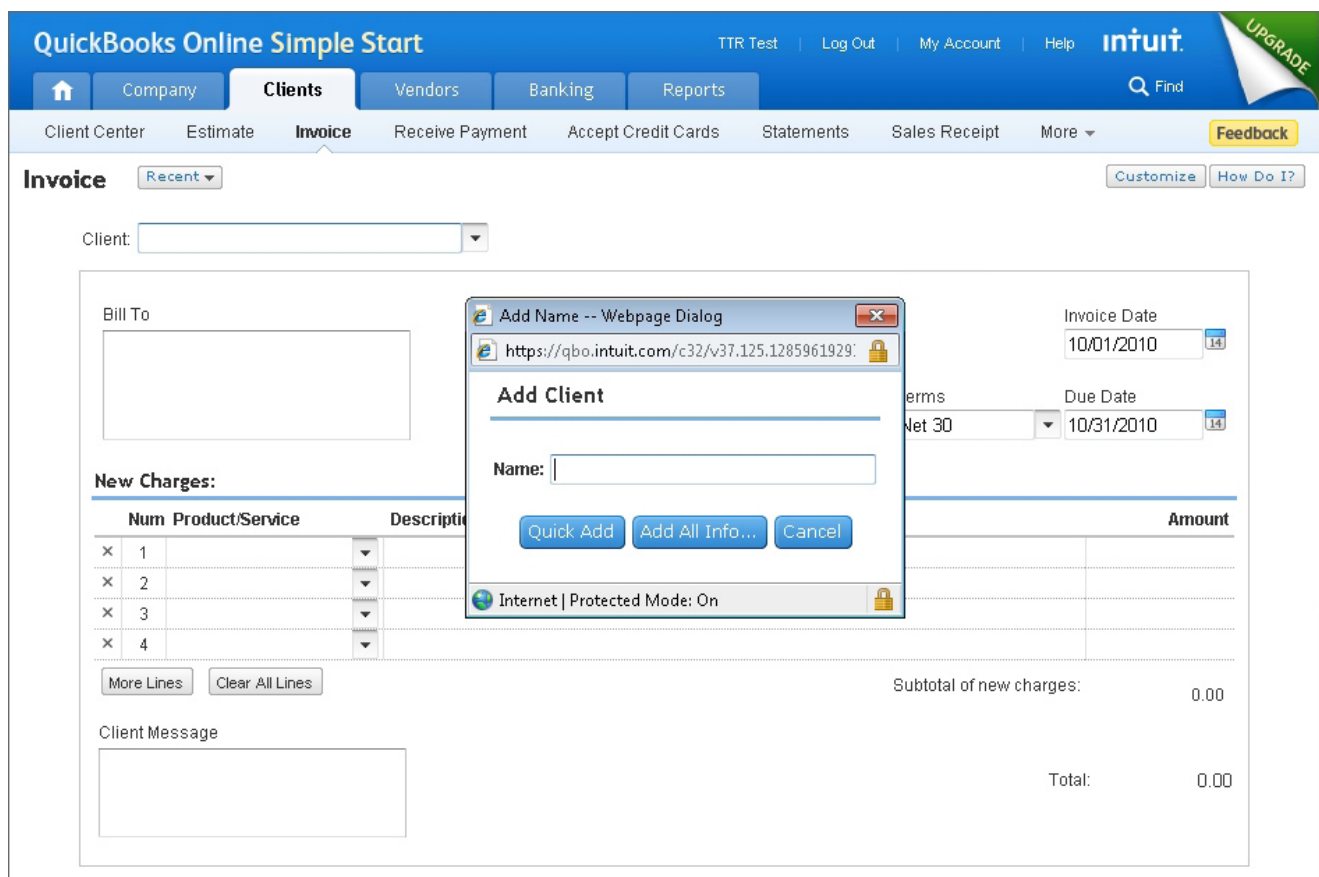
- Ensure that your user can complete a core task in their first visit. Example: creating an invoice in QuickBooks, or setting up a project in Asana. Give people an immediate feeling of success with your tool.
- Give your users an “aha” moment, that communicates the core value of your product. Make sure your users see how your product makes their lives easier.
- Ensure that your first use experience supports your brand. Make a real emotional connection with your users by using language & illustrations that convey your company’s unique personality. Be more than useful. Be likeable.
- Don’t ask for information you don’t need. Filling out forms is work for the user. If you must ask the user for information, show them exactly why you need it and how it benefits them.
- Follow up the first-use experience with an email that gives users a clear sense of what to do next, information they should keep handy, and clear access to support materials and staff.

Simplified Navigation & Interface Overhead

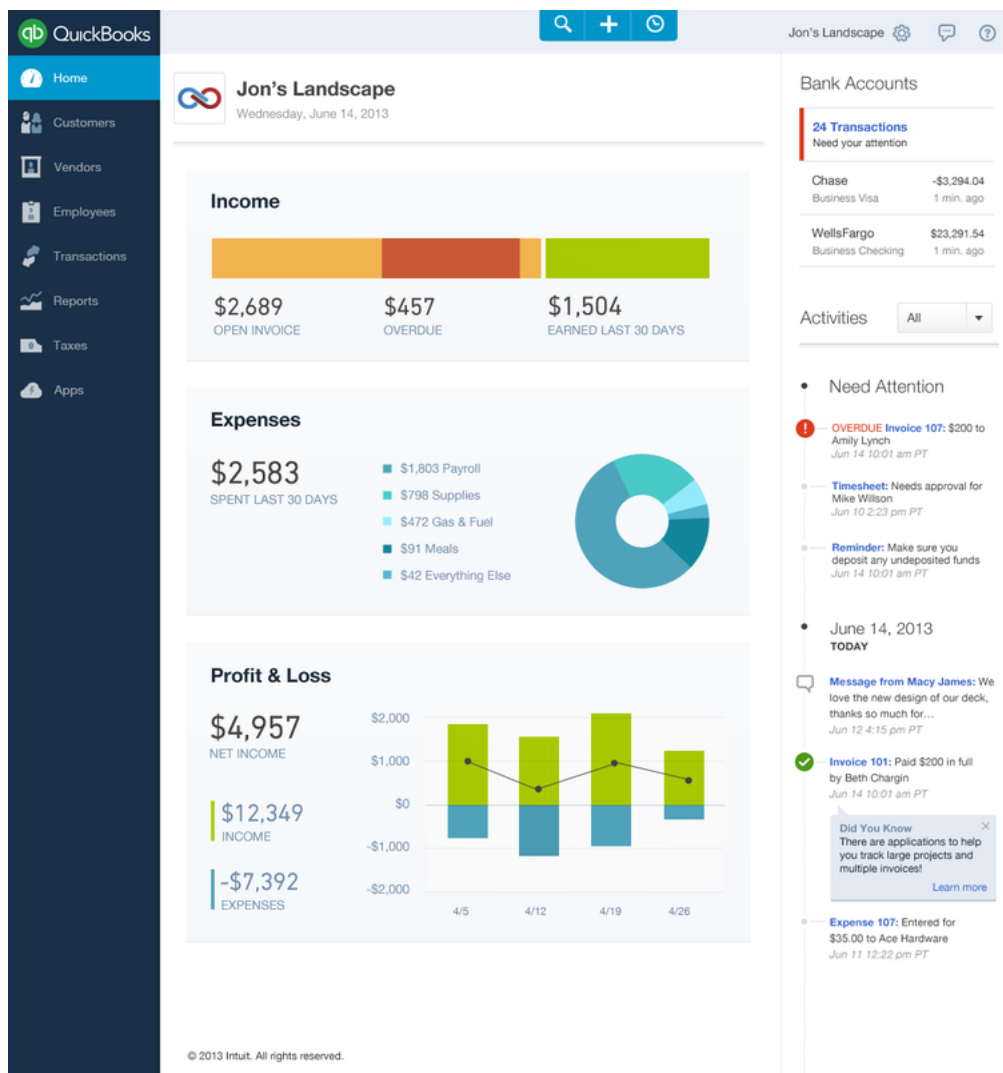
Traditional enterprise tools show they are powerful by making hundreds of actions available in every view.

The mindset was, “anything you want should be one click away”. Today’s users expect a user interface that makes the important things *obvious* and the complex power features *possible*. They expect product designers to know which actions are needed in each context and to make the functions appear at just the right time.

For QuickBooks, we took a complex navigation system from over 50 tab items to less than 10 without losing any functionality. By simplifying the navigation, we immediately made the product feel easier to use.



Original QuickBooks design



Quickbooks after redesign

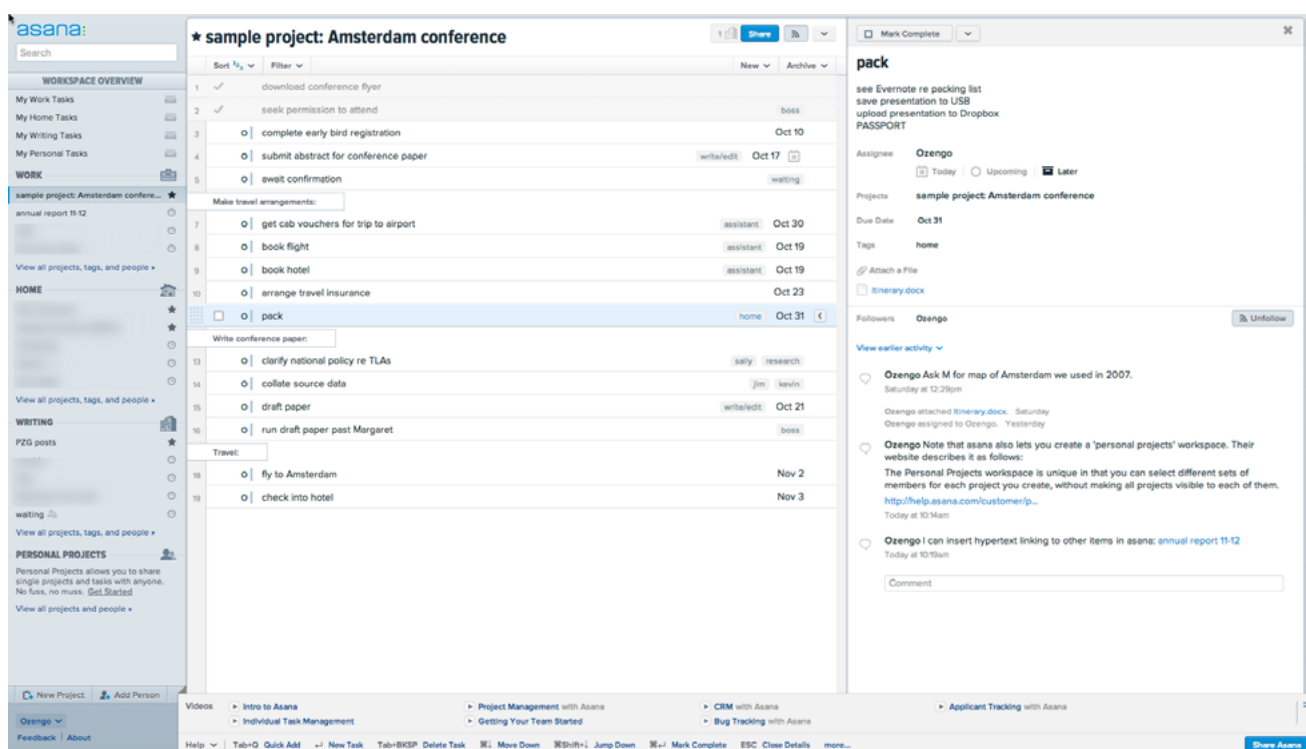
At Asana, the product design team's mantra was to "maximize clarity" in the product without removing functionality. A great deal of the work involved simplifying the "application chrome", a term coined by Jakob Nielsen that refers to the interface overhead (e.g. any UI elements that gives information about or helps users operate the actual content). In a web app context, application chrome is defined by elements like toolbars, tabs, status fields, and the search box.

Prior to the redesign, the application chrome didn't help people to understand how the product worked. A long and complicated left

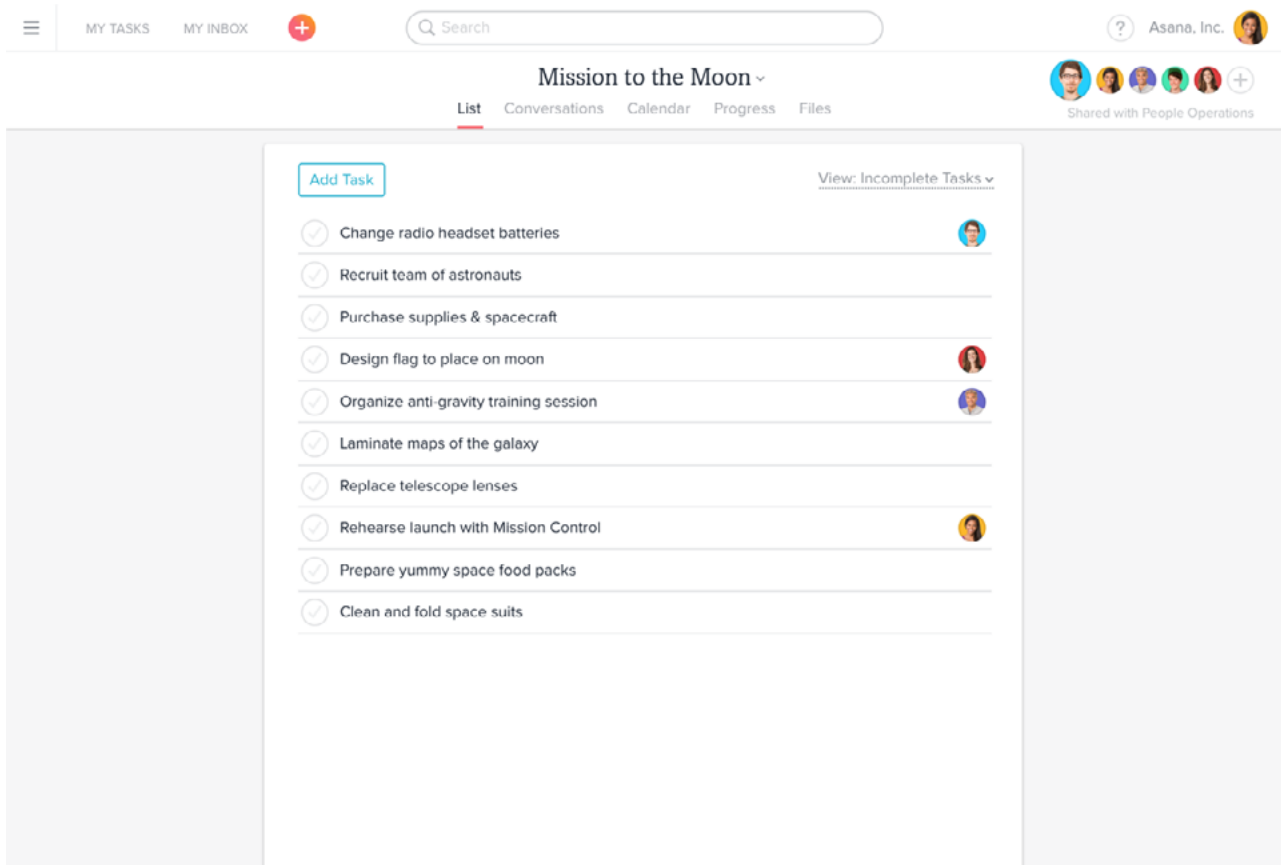
navigation pane made the product feel overwhelming. Users started on a completely empty page called “My Tasks”, making it hard to understand what to do first. The UI gave no visual cue explaining how tasks related to projects, or conversations.

The redesigned version of Asana makes the left navigation collapsable, so it’s only available when you need it. A new top bar allowed for users to create or search for anything in Asana. The “Create” button placed key actions upfront, rather than being buried inside specific containers.

Now a user starts with a screen that looks like a blank piece of paper, ready to be filled with the list of things to do for your project. The containers and visual styling make the product feel more intuitive and easy.



Asana before redesign



Asana after redesign

Though QuickBooks and Asana are very different applications, they actually use a similar top-menu and sidebar navigation model, which works well for most enterprise products.

Tips for simplifying your product's navigation:

- Think about how best to structure the information in your application. Which functions group together, which are critical vs. optional? Which items are objects that need to be accessed from multiple locations vs. having a solid home in the navigation?
- Provide a homepage that acts as a navigation hub for your product. Users should be able to get a high level sense of what has changed in the application since they last visited, and can use that home-

page or dashboard as a hub to launch tasks from, and return to when done.

- Use the top/global navigation to access key “views” of information across categories.
- Consider adding “Create New”, “Search”, “Help”, and “Settings” to the global nav, so that users have quick access in any context.
- Use the left navigation to identify groups or “folders” of information that help users organize their work. Example: in QuickBooks, your income/expenses are organized according to customers, employees, vendors, etc. In Asana, your tasks are organized by projects and teams.

Gamification & Emotional Reinforcement

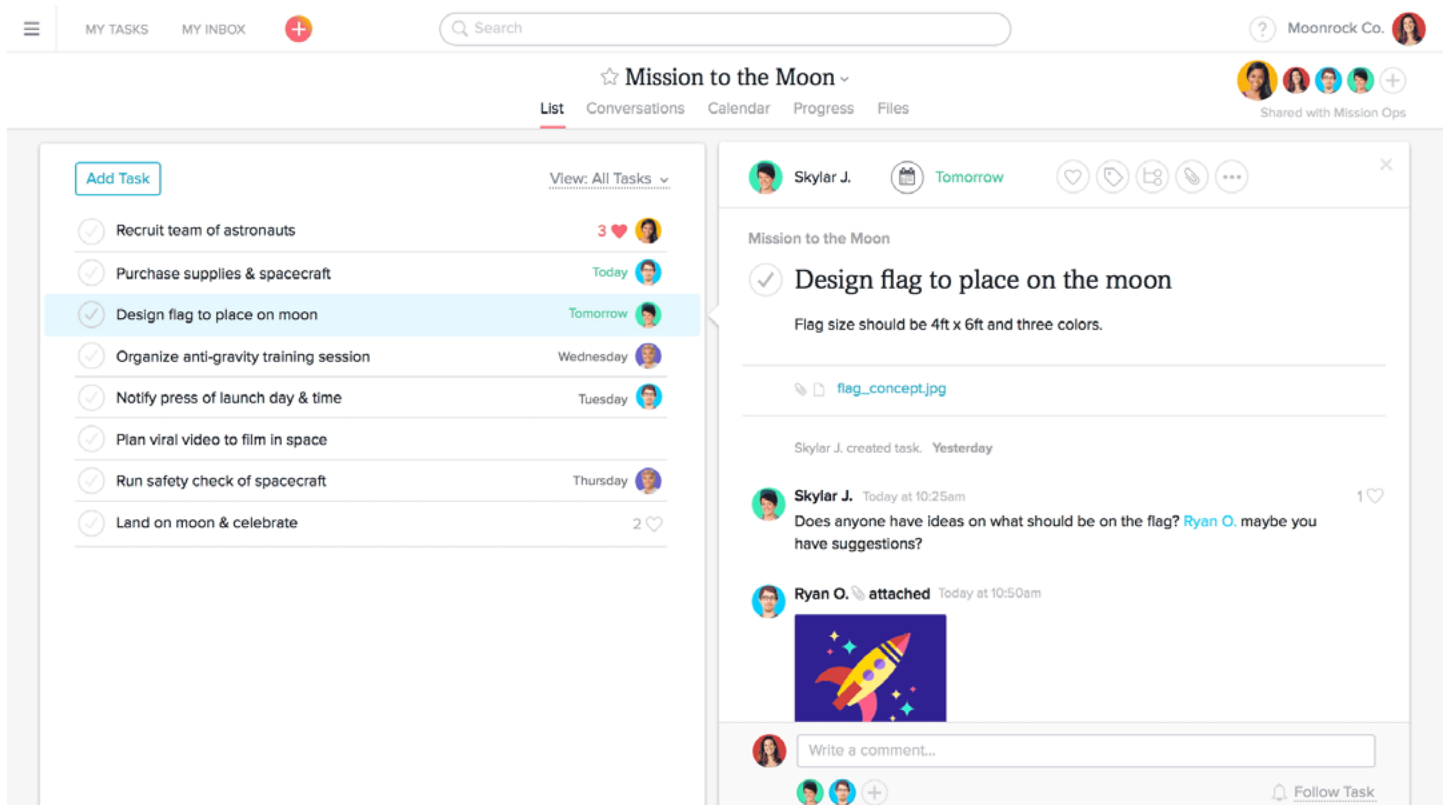
Video game designers know you need to [reward people for their accomplishments](#) to keep them engaged in the game.

Why would we not employ the same [habit-forming](#) philosophy in enterprise applications to help people feel a better sense of accomplishment at work? Gamification and emotional reinforcement goes beyond a message that confirms your task is complete. Today’s enterprise applications should animate and move in a delightful and human way.

In Asana (a work tracking application), if you complete a task, you get a subtle but soothing animation that acknowledges your accom-

plishment. If you like, you can even turn on a hack that gives you quirky animations when your tasks are complete. You might find a narwhal or a unicorn flying across the screen when you finish a task.

It sounds ridiculous for a business application, but these animations are engagement wins, and word-of-mouth growth drivers. Enterprise companies are beginning to realize that people want to have fun with their teams.



Task completion animation in Asana

Tips for adding gamification to your product:

- Think about the behaviors you want people to do in the product and identify subtle but satisfying responses to those behaviors. Those responses can be animations, illustrations or messages to

help users confirm they completed their task. Whatever tactic you choose, make sure the feedback feels positive and visually delightful.

- Don't be condescending or waste user's time with excessive animations. Test out behaviors internally to ensure your interface response strikes the right chord. Always A/B test to ensure you're making the right impact on target user behaviors.
- At the end of tasks, think about what the user must do next. Place that next task in their path to keep them moving.
- Match the impact of the reward with the difficulty of the task. A simple task gives a small reward, finishing a bigger project deserves a bigger (less frequent) payoff.

Exceptional Mobile Experiences

Having a great web app isn't enough, even as the world transitions away from desktop solutions. Your web app must also offer a great mobile companion app and provide offline mode so that users are still productive when internet is spotty or when they're on the go.

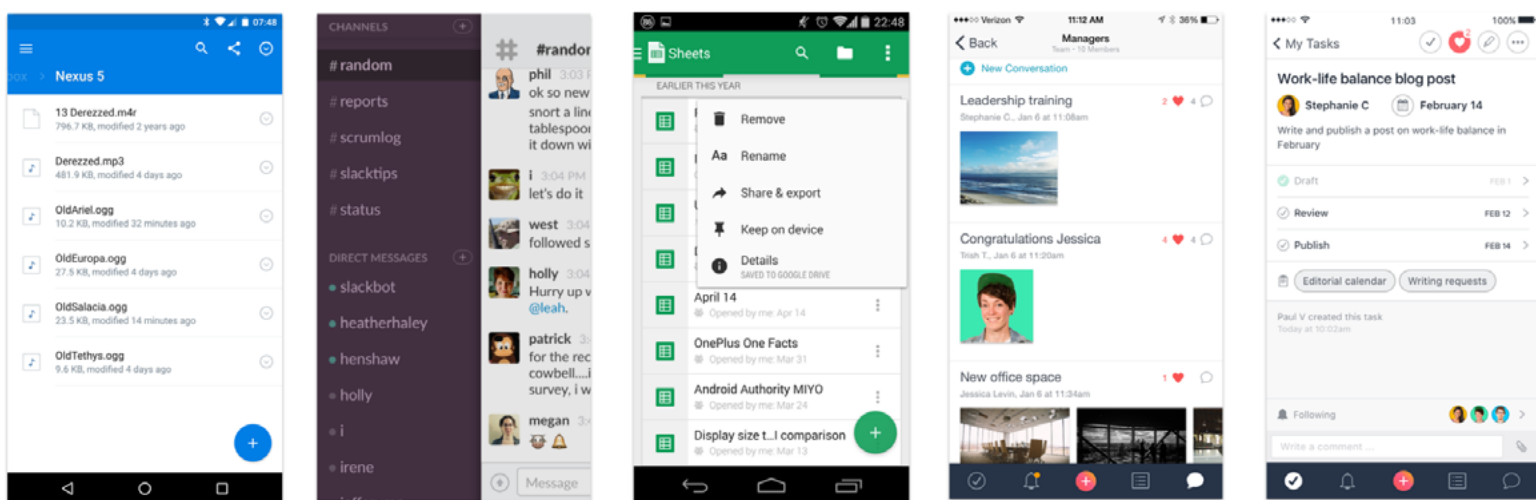
Enterprise software companies haven't invested as heavily in mobile as consumer companies, but that's just beginning to change. User behavior is changing too.

Years ago, it was hard to imagine doing work on your phone, other than email. Today's enterprise application builders understand that

mobile apps are a key to acquiring users globally where access to computers is less common. Whether it's healthcare, construction, or CRM, mobile applications are gaining more and more traction in the enterprise space.

Of course, there's another reason for enterprise companies to invest in mobile product design. Mobile is often the platform where product designers must innovate to simplify existing workflows. Often times, an innovation that originates on mobile ends up disrupting the workflow on the web as well.

At [Intuit](#), our product designers were able to disrupt payroll processes by creating a mobile payroll app. Due to the constraints of the mobile platform, our design team was forced to drastically simplify the payroll workflow. Those simplifications then ended up inspiring the payroll web app team to rethink their workflows as well.



Mobile apps for [Dropbox](#), [Slack](#), [Google Sheets](#), and [Asana](#)

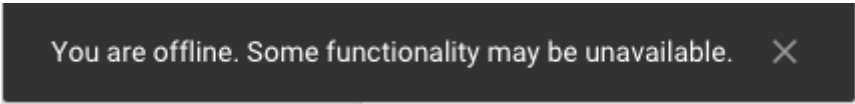
Tips for developing a great mobile app:

- Don't feel the need to duplicate full product functionality in the mobile app. Focus only on your core tasks.
- Ensure visual patterns, iconography, animation, etc. are consistent between the mobile app and your web experience, so that users can move between the two smoothly throughout the day.
- Don't feel the need to launch features on both mobile and web in parallel. Test a feature on one platform and then apply learnings to the other.

Offline Mode

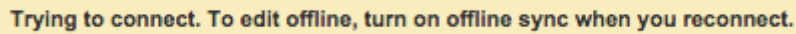
Though many enterprise products are migrating to the cloud, internet connections aren't always reliable. To ensure reliability, enterprise cloud services need to develop offline modes that allow users to stay productive even when the internet is down.

The first step is caching content so that users can move laterally through pages. Next, you need to set proper expectations for the experience. Indicate when users are in offline mode, then offer a reassuring message that the system will sync up when the connection is reestablished. Clearly state if any functionality isn't available. Without these proactive measures, users may lose trust in your application, even if the sporadic Internet outage is completely unrelated.



You are offline. Some functionality may be unavailable. X

Google Drive clarifies expectations around offline functionality.



Trying to connect. To edit offline, turn on offline sync when you reconnect.

Proactive offline alert in Google Docs

Finally, think about how to allow people to share their ideas, but be clear that the system hasn't entered them, or that the information won't be seen by others in the application, until you are back online.

Performance

Though many enterprise applications are moving to the web, consumer expectations around speed are no different than they are for desktop apps.

If a cloud based application takes time to load, users will leave. Gmail and other online applications have already set the standard for responsiveness and performance.

Conclusion

Simplifying navigation, investing in an easy & delightful first use experience, and creating a visual system that supports a well-defined brand are important not only for consumer experiences, but for enterprise applications as well.

That said, investing in consumer grade design is fast becoming less of a competitive advantage for enterprise companies, and more of a user expectation. In order to fully satisfy users, designers of enterprise applications need to not only make products that work well – they need to design products that give people a feeling of accomplishment while they're working.

Determining The Appropriate Level of Customization

In addition to intuitive usability and slick interface design, enterprise users also expect a similar level of customization as their consumer counterparts.

Enterprise companies should focus on the core use cases, and offload less common features for specific industry verticals. Since you can't build every feature for every user type, leverage a platform model to allow 3rd party developers to build tools on top of the basic app.

Enterprises shouldn't accept that they should need implementation specialists to tailor the product for the end-user. Customers need to be able to do that themselves. If you design an enterprise application so that it's customizable by the end-users, you give them a sense of investment and ownership in the product. You empower them. You make it right for them, and they therefore become much more loyal.

What's more, as an enterprise vendor, if you spend your time/resources on custom implementations for your customers, you won't have enough resources to invest in applying customer feedback and innovating.

Here's where you should allow end users to customize the product:

- **Privacy preferences:** Users should be in control of who sees the work they are creating, and how it's shared.
- **Notifications:** Enterprise users want to control how they are contacted via email, and whether they receive notifications on web or mobile. It's important to respect user's time by giving them control over how they are interrupted.
- **Views:** Information is key in enterprise apps. Allow your users to sort and manipulate views of information they need for better reporting and insights.
- **Backgrounds, but not colors:** If you are working in a product all day, it's nice to give users the ability to personalize the look of the application. Beware of giving users the ability to choose custom color schemes (beyond background color) however. This makes it much more difficult for you to assign a particular meaning to color (green means income, red means expenses for example).

When you've perfected a focused set of features (e.g. the 20% of functionality used 80% by users) alongside customization in the above mentioned areas, you've created a safe foundation for developers to customize for outlier scenarios.

The Role of User Research

So far, we've described quite a few strategies and tactics for raising enterprise products to a higher level of UX standards.

However, no discussion of UX is ever complete without describing the research for validating such decisions. Let's explore effective user research and testing tactics for the enterprise.

If you are designing for a consumer tool like Facebook or Pinterest, you are probably a user yourself.

On the other hand, most enterprise companies don't have the luxury of dogfooding their product, and when they do, they use the product in a vastly different way than most of their end-users. For this reason, end-user research becomes the most compelling evidence to support the initiative for delivering consumer-grade UX.

Usability Testing

Creating functional prototypes of your designs with tools like [UXPin](#) and showing them to users is still the best way to get early feedback on product designs.

Weekly testing during a large redesign from the beginning to end of the process is a crucial way to ensure that designers feel confident in their decisions.

At [Asana](#), we find the following methods most useful:

- **Remote usability study (most common)** – We set up a chat with users via Skype (or some other online tool) in which we'll share screens and discuss the usability, usefulness, and desirability of features we're considering or have built in our prototypes.
- **On-site research study** – Users local to our San Francisco office visit us. We show very early concepts or do some more "hands on" activities (like with paper and stickies).
- **Field studies** – An Asana researcher (or 2) visits the end-user's office or work space to get a sense of physical environment, team dynamics, and other insights you can only tell by being there in person.
- **Surveys** – We send an email to carefully segmented users asking for answers to some questions related to the Asana product or a user's personal experiences. Other opportunities include events, digital diaries, team-based interviews, collaborative ideation, etc.

With enterprise products, it's important to recruit people who are qualified to give you the feedback you want. To assist in our recruiting efforts, we actually created an [online form](#) for potential participants to complete.

About you and your participation.

NAME *

<input type="text"/>	<input type="text"/>
First	Last

WHAT'S THE BEST EMAIL TO REACH YOU? *

WHAT TYPES OF STUDIES WOULD YOU LIKE TO PARTICIPATE IN? *

- ☐ I'm willing to visit the Asana office in San Francisco to participate in a study
- ☐ I'm willing to participate in a study remotely using my computer and phone (this could be anything from a survey to a Skype chat)
- ☐ I'm willing to have an Asana researcher visit me
- ☐ I'm willing to participate in Beta & pre-Beta releases

IS THERE ANY PARTICULAR WORK OR ASANA TOPIC YOU'RE INTERESTED IN?

Asana's research participation form.

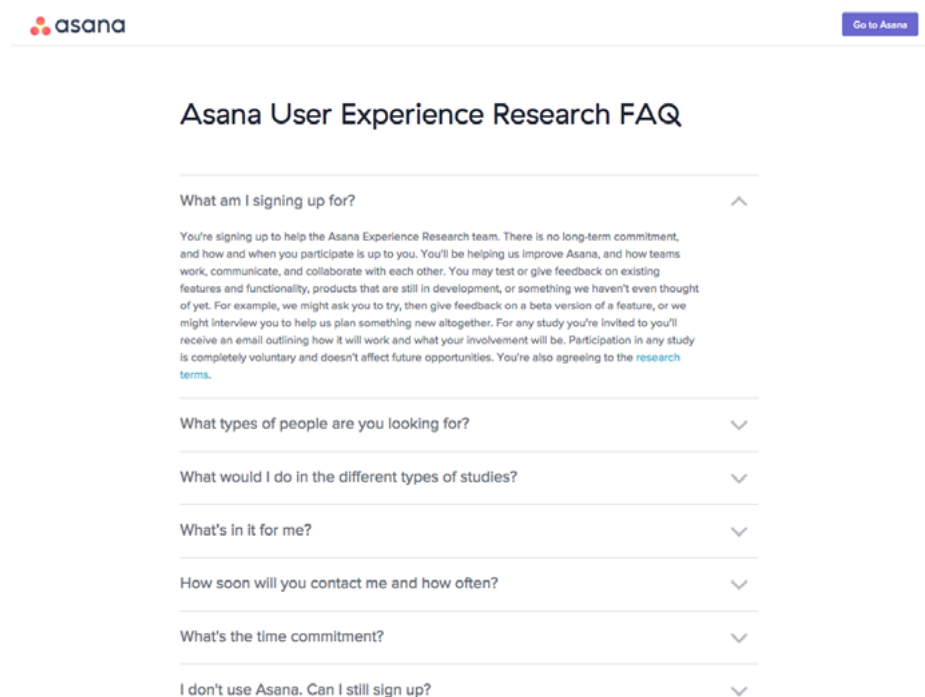
In the enterprise, recruiting quality is more important than for consumer applications. For example: getting accountant's feedback was especially important at Intuit. Asana relies heavily on project managers and team leads to be advocates of our product, so we focus more on gathering feedback from them.

Access to end-users is a serious challenge with enterprise products, but a little collaboration and ingenuity goes a long way. Speak with your sales team to see if they can relay feedback or potential candidates for usability testing. Search LinkedIn profiles and groups with the right filters to find testing candidates that match your user profile. While none of these tactics are a cure-all on their own, a combined effort will get you as close as possible to your end-user.

Beta Programs

In both the QuickBooks redesign and the Asana redesign, beta feedback was extremely important.

Beta programs give particularly relevant users early access to the product, and provide channels for direct feedback to the product team.



[Asana](#) user research and beta testing FAQ.

At Intuit, we invited accountants to visit weekly to use the latest versions of our designs. Their feedback helped us avoid some early pitfalls and kept us from falling in love with the wrong approach. We created a set of tasks the beta users would complete each week outside Intuit as well. We asked users to comment on a beta program blog so that we could read feedback as it trickled in.

Over the course of the year, the Asana product team also completed a lot of research: concept prototypes, usability testing, and beta testing. Feedback from beta users told us that managing space would be critical for existing users. The insight helped the team develop a compact mode for users who wanted less white space, while preserving the open airy layout that new users felt more comfortable with. The beta program also helped us to manage user expectations about the redesign, which of course impacted our rollout and messaging strategy.

A/B Testing

For the [QuickBooks](#) launch, we began by releasing the redesign to 5% of new users only. Once we confirmed the numbers there, we ramped up the number until all new users got the redesign. We migrated existing users over the course of the next year. This helped us to ensure that existing users switched over when it was right for them, avoiding negative user sentiment. It also allowed us to launch the redesign before every feature was ported over.

The Asana redesign was launched incrementally over the course of several months. The team started by running separate A/B tests for

each individual UI improvement using the original visual style. We could then prove each redesigned element to be a win on their own, or revert back as needed. Visual redesign work happened in parallel, but launched after. By the time we launched the rebrand, less than 2% of users opted out of the new version because the UI updates had already been validated in the market.

Using this incremental rollout strategy allowed Asana to avoid negative feedback from existing users who generally don't like it when applications change.

Conclusion

As UX professionals have said before, designing in the enterprise is much like the “[Blind Men and the Elephant](#)” parable.

Product managers, stakeholders, and designers all see their own part of the elephant. Without embedding user research and testing into the process, they might not even realize the elephant is evolving right before their eyes.

As you implement some of the tactics described earlier in this guide, it's imperative that you test each major iteration. Not only do you reveal more of the elephant, you also show others which innovative ideas are actually working.

You won't overturn legacy processes or outdated mindsets overnight. But when you can show the incremental results for each new design decision, the quick wins start to add up.

Enterprise UX Case Studies

In closing, I'll dive deeper into my projects at Intuit and Asana. For each project, I'll explore the following areas:

- Goals
- Problems
- Challenges
- Key insights
- Business Results

Let's explore the measurable impact of consumer-grade experiences in the enterprise.

QuickBooks Redesign

1. Goals:

Our goal was to optimize for new users, to make the product usable on tablet devices, and to modernize the application so that it looked consistent across devices and within the application.

We wanted to simplify the user experience while making the product viable for desktop users who had access to more power features.

2. Problems to solve:

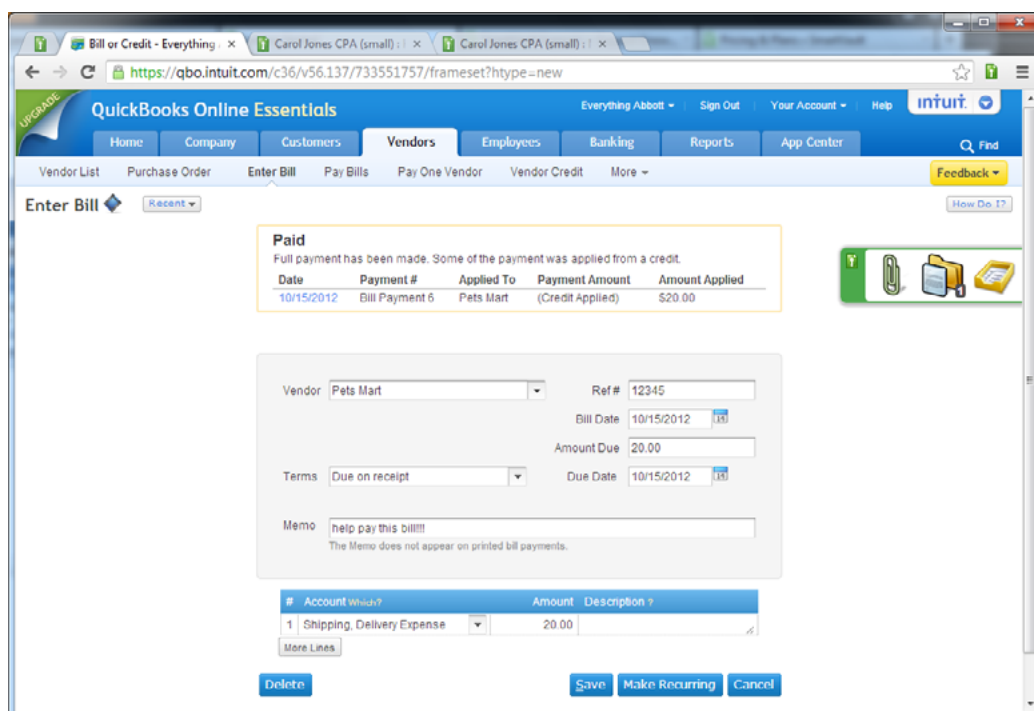
QuickBooks Online existed for over 10 years.

Initially ahead of its time, the product became antiquated and complex as new competitive threats increased. As the product approached the 250k user mark, we realized we needed to rebuild the product UI from scratch in order to scale for future growth.

In August of 2013, I was given the opportunity to partner with the developer and product lead to redesign QuickBooks online end-to-end.

3. Challenges faced in the design process:

The original QuickBooks Online tool was burdened by over 70 tabs in the navigation. This was overwhelming to users and made the product harder to understand.



Quickbooks before redesign.

For the redesign, we needed to create a more **object-oriented user experience**.

Users had access to 7 key tabs of functionality, but actions didn't have a physical location. If you wanted to create an invoice for example, you could do that from the customer tab, or anywhere else in the application. By creating workflows as objects, we were able to flatten the product experience and help the user focus on the task they had chosen to work on.

4. Key decisions/insights:

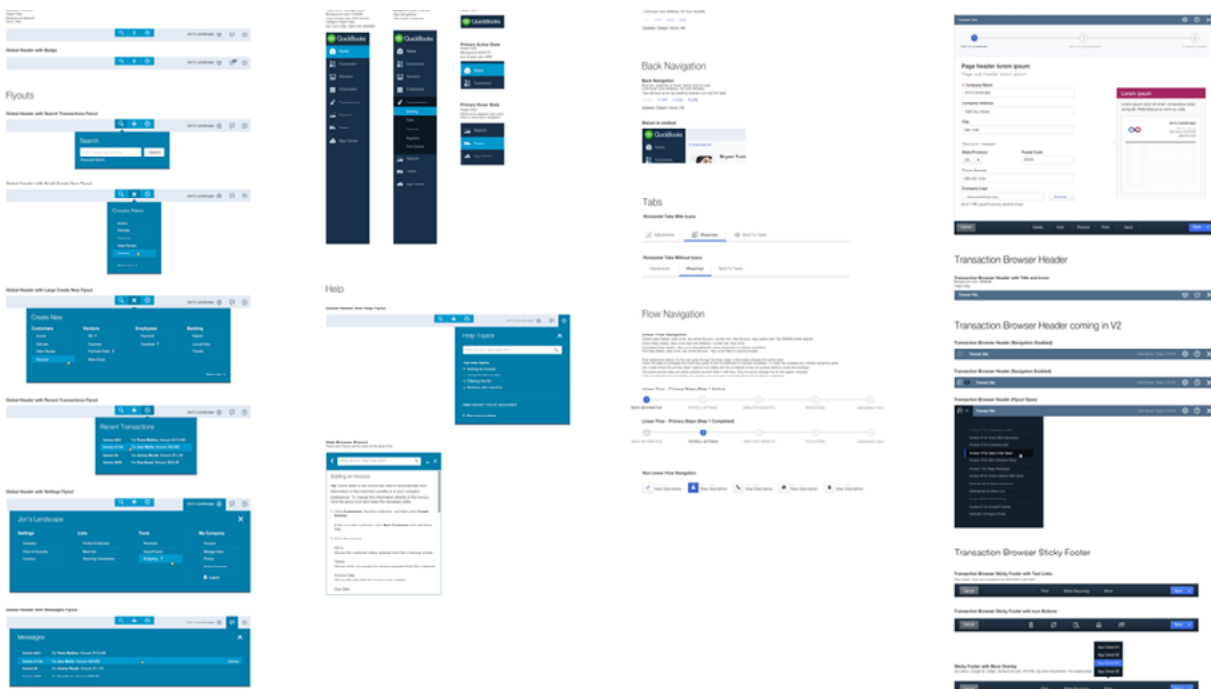
Creating a great product experience isn't about getting everything perfect.

Focus on the 3-4 areas in the product that must be outstanding and hold those to a very high bar with your design team. Make sure those experiences exceed customers expectations.

We started with a focused set of design principles:

- Be simple, easy to use, and guiding.
- Design for the customer and instill confidence.
- Establish modern and iconic ownable moments.
- Celebrate data while respecting user and device context.

We then defined a new design language (I've included a few elements below).



Navigational elements of Quickbooks Design Language.

With the QuickBooks redesign, we actually didn't rework the entire application for launch. The most important pages were redesigned, while lesser used functionality on older pages were iframed into the new UI.

In doing so, we launched faster without disappointing customers.

5. Outcomes:

- QuickBooks went from ~250k users to over 700k in one year.
- Significant increase in conversion to paid users in the US and globally.
- 23% increase in first visit task completion.
- Net promoter increase of 9 points.
- 33% increase in users adding on other paid services to Quickbooks (like payments).
- Decrease in support call volume.

Asana Redesign

1. Goals:

Maximize clarity for new users & improve NPS for existing users.

2. Problems to solve:

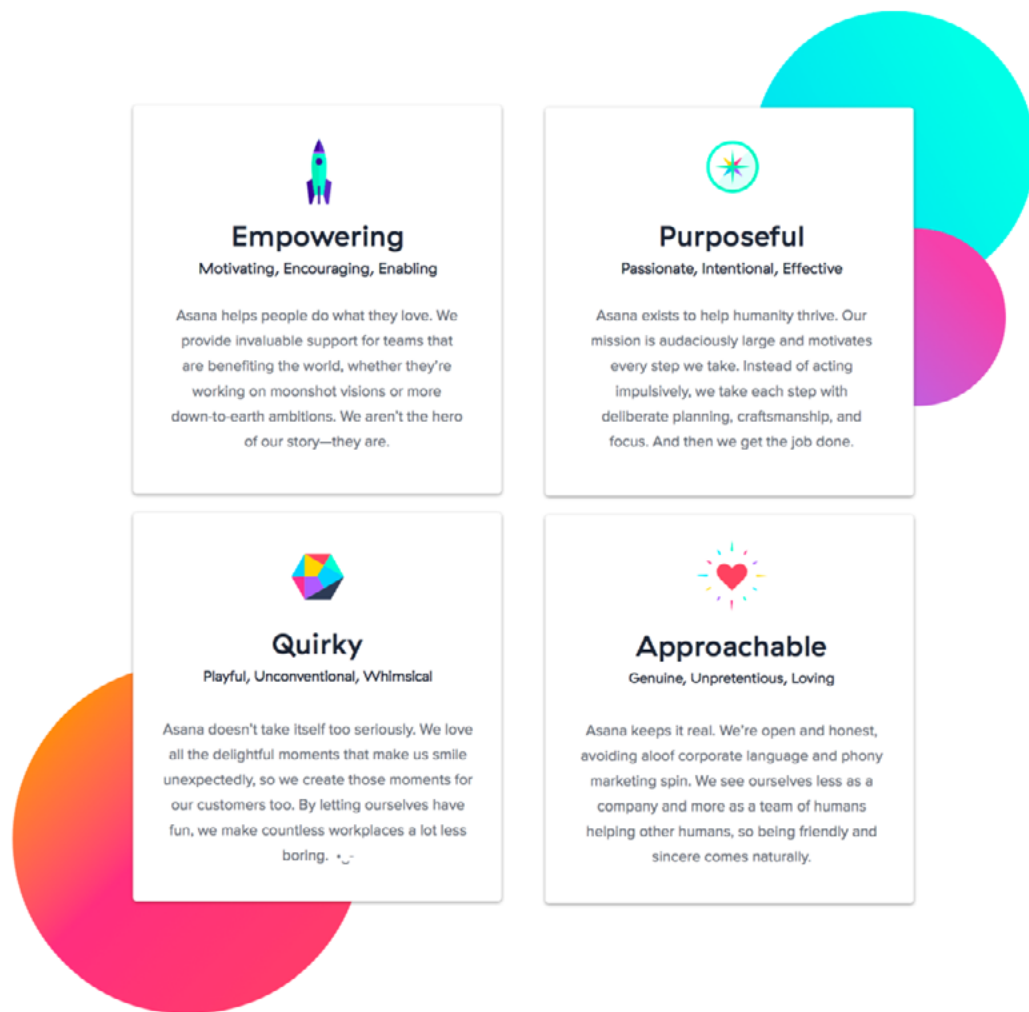
The designers redesigned both the web and mobile apps, reworking the page structure and layout to better communicate the mental model of the product. In Asana, users create projects, which are made up of tasks, which have conversations tied to them.

They clarified this structure through simplified navigation, a unified set of components across the product, and made collaboration tools more prominent.

3. Challenges faced in the design process:

Early on in the design process, we realized that making decisions was difficult. We knew we needed to redesign the product, but then realized a larger issue was at play. We needed to take a step back and define our brand first.

We then began our rebrand work so that we could clearly articulate our visual motif and give designers the framework needed to make choices.



New Asana branding.

4. Key decisions/insights:

One key learning for us was that a rebrand is more than a user-facing project, it's an exercise in cultural transformation for your company.

It's critical that everyone at the company internalize the revised brand so that we reflect a unified vision in everything we build. That meant that we needed to provide a lot of internal feedback loops and socialize decisions. We brought the design team together physically so that we could get natural collaboration between marketing, brand, web, and mobile teams.

Another key decision with the redesign was to launch the UI improvements incrementally and separately from the visual changes. This gave the team clarity on which UI improvements were clear wins, and also made the process of rolling out the redesign more palatable for existing customers. The team established core collaboration metrics and tracked core actions (like commenting) to ensure that the redesign was succeeding for users.

5. Outcome:

- Less than 2% of existing users opt out of the new design.
- Increase of 5-10% on adoption funnel metrics.
- Collaboration rate for new domains has increased ~10%

Conclusion

It's riskier to innovate in the enterprise.

With enterprise tools, you're working with data that is extremely valuable, so it can be frustrating for users if you bury that data in playful and unusual interactions.

When considering all the advice we've explored so far, remember that you still need to adhere to existing user interface standards, focusing your innovation on the parts of your product that are better than what's already out there.

For example, as a Google Docs user, I don't need to figure out how to use the document editor, because it borrows so heavily from what I

already know from Microsoft Word.

What Google nailed in execution was focusing innovation on the differentiator: the collaboration tools that sets it apart from MS Word today. The only thing I need to learn is how to invite someone to edit with me. Once I have that concept down, I can use the application in thousands of interesting ways, and build on what I've learned as I expand my use to other related products (like Presentations).

In a similar vein, you need to maintain discipline in choosing where to use existing paradigms while still remaining focused on where to reinvent.

It's certainly a difficult balance, but you'll end up delivering a consumer-grade enterprise product that feels as familiar as their old tools yet much more satisfying.

UXPin Enterprise Case Study

UXPin Surges Enterprise Design Productivity by 60%

The Challenge

[CHECK24.de](#) is a leading German shopping comparison site with over 700 employees. Their customers include consumer end-user as well as merchant partners.

To date, more than 15 million contracts with leading insurance companies, banks, energy companies, telecommunications and travel agencies have been made with CHECK24's support.

With such a robust and active portfolio of partners, speed is of the essence for CHECK24's large product team. The time to market for new offers needs to be lightning fast, but also accurate and easy to understand.

For Ingrid Brummer, a product manager for the travel sector, this means being able to move from product idea to web property quickly, which has always been challenging as a non-designer.

The solution

Brummer turned to [UXPin](#), a collaborative platform created by designers for non-designers and designers alike.

UXPin makes wireframing and prototyping accessible to everyone involved in the design process, meaning there is no more wasted translation time moving from a product manager's thoughts to a designer's vision. As a result, the user experience can be created quickly and integrated into product development from the very first step.

“It was so simple to get started on UXPin,” Brummer said. “Now I use it daily with my team and manager. I really appreciate that as a non-designer, UXPin helps me to produce really exact designs. I don't have to ‘scribble’ my ideas. I can really bring them from my mind ‘onto the screen’.”

The results

Using UXPin has boosted productivity and results for Brunner and her product team. They have:

- Achieved a **60% increase in productivity**, moving faster from idea to design to product.
- **Doubled visibility**, making the design process transparent to all members of the team, whether technical or not, and avoiding unforeseen roadblocks along the way.
- **Halved time to market**, meaning more products on the site, more revenue, more happy partners and even more happy end-users.

Want UXPin to help your product team design collaboratively? Check out the [Enterprise Plan](#) to learn more.



ENTERPRISE



Create and Collaborate.

Translate requirements into product features that resonate with customers.



Simplify your Process.

Centralize projects and people into one clear workflow.



Empower your Team.

Guide creativity with a common design language.

[Take a look](#)