

AI / LLM Enterprise Application Case Study *

* Specific client sensitive information has been redacted and generalized



Project overview



The product:

Part of a suite of enterprise applications, this application is used to handle incoming emailed requests for a call center. The customer suddenly had a 40-fold increase in demand, with tens of thousands of items being submitted weekly for a small team of employees to handle.



Project duration:

February 2025 – April 2025

| Item Number | Priority | Category | Date Received |
|-------------|---------------|---------------------|----------------------|
| 1234567890 | URGENT | Category One Name | 12/22/2023 03:58 EDT |
| 0123456789 | URGENT | Category Two Name | 12/23/2023 10:59 EDT |
| 2345678901 | HIGH PRIORITY | Category Two Name | 12/24/2023 12:04 EDT |
| 3456789012 | HIGH PRIORITY | Category One Name | 12/26/2023 12:00 EDT |
| 4567890123 | HIGH PRIORITY | Category Three Name | 12/27/2023 11:42 EDT |
| 5678901234 | LOW PRIORITY | Category Three Name | 12/28/2023 12:00 EDT |
| 6789012345 | LOW PRIORITY | Category Three Name | 12/29/2023 12:34 EDT |
| 7890123456 | LOW PRIORITY | Category Three Name | 12/30/2023 11:32 EDT |
| 8901234567 | LOW PRIORITY | Category Four Name | 12/31/2023 10:00 EDT |
| 9012345678 | LOW PRIORITY | Category Four Name | 01/02/2024 11:00 EDT |
| 1987654321 | LOW PRIORITY | Category Two Name | 01/03/2024 12:00 EDT |

Project overview



The problem:

The small, overwhelmed staff could not keep up with the 40-fold increase in requests that they needed to handle. Time was of the essence, as they were getting more behind each day, so there was a tight deadline.



The goal:

To enable to staff to keep up with new increased demands of requests by making the process as streamlined and easy as possible, with easier-to-understand steps and fewer steps overall.

Project overview



My role:

UI/UX Designer



Responsibilities:

Collaboration, problem-solving, user research, business requirements, wireframing, mockups, prototyping, user testing



My team:

UI/UX Designer, Developers, Business Analyst, Scrummaster, Project Manager

Understanding the user

- User research
- Analysis of User Pain Points
- Problem statements
- Ideation

User research: summary

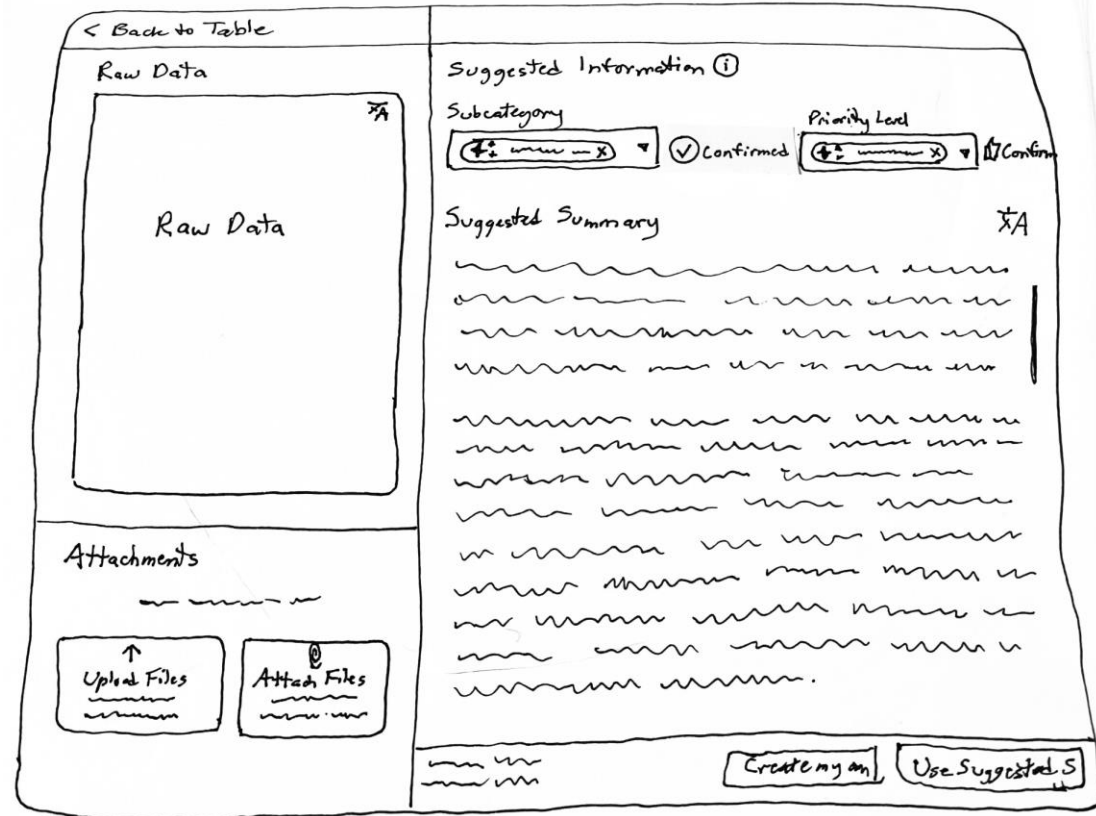


I met with users twice to learn about their current pain points, as well as to understand their new processes now that their workload has greatly increased. Due to the fluid nature of their office workflows, these processes were continuing to evolve. The team continued to meet with the users to learn about new updates to their needs and requirements, based on this evolution. Possible issues about limitations were raised and confirmed.

Based upon this understanding, I took notes, made user flow diagrams, and made sketches of possible new workflows and user interfaces which would support these updates. Mockups were presented to users at 2 different times, and designs were iterated upon, following user feedback. Refinements resulted in even faster flows for some users, depending upon the category selected.

Wireframing

I explored the various screens needed for the app for the main user flows and how the layout could make this workflow intuitive for users and allow efficient streamlining of the steps.



Usability research: findings

1

Previously overwhelmed users appreciated the faster and more direct workflow.

2

Users liked being able to automate many of the fields, reducing manual typing.

3

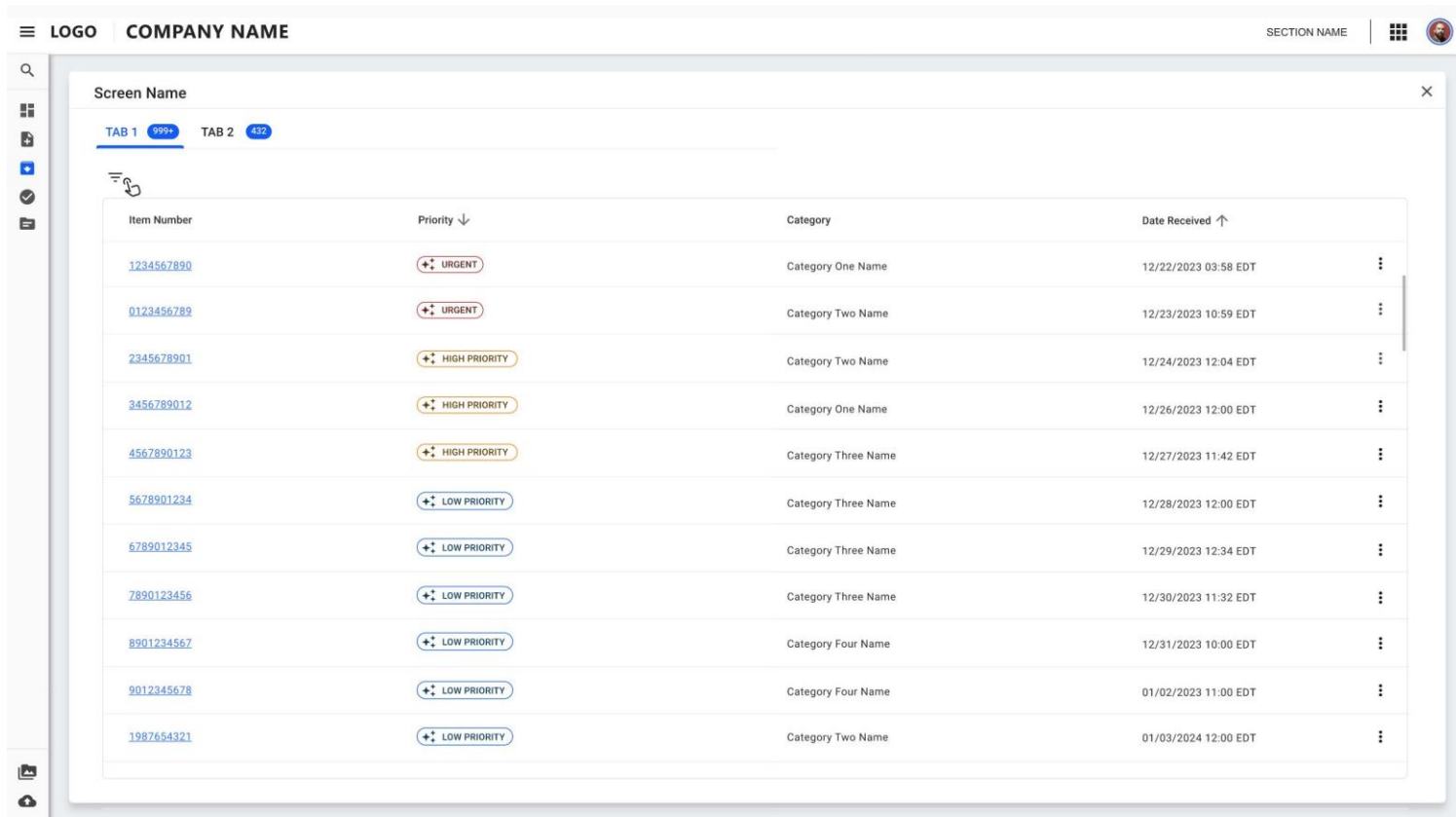
Users liked the simplified UI that clarified the steps to take.

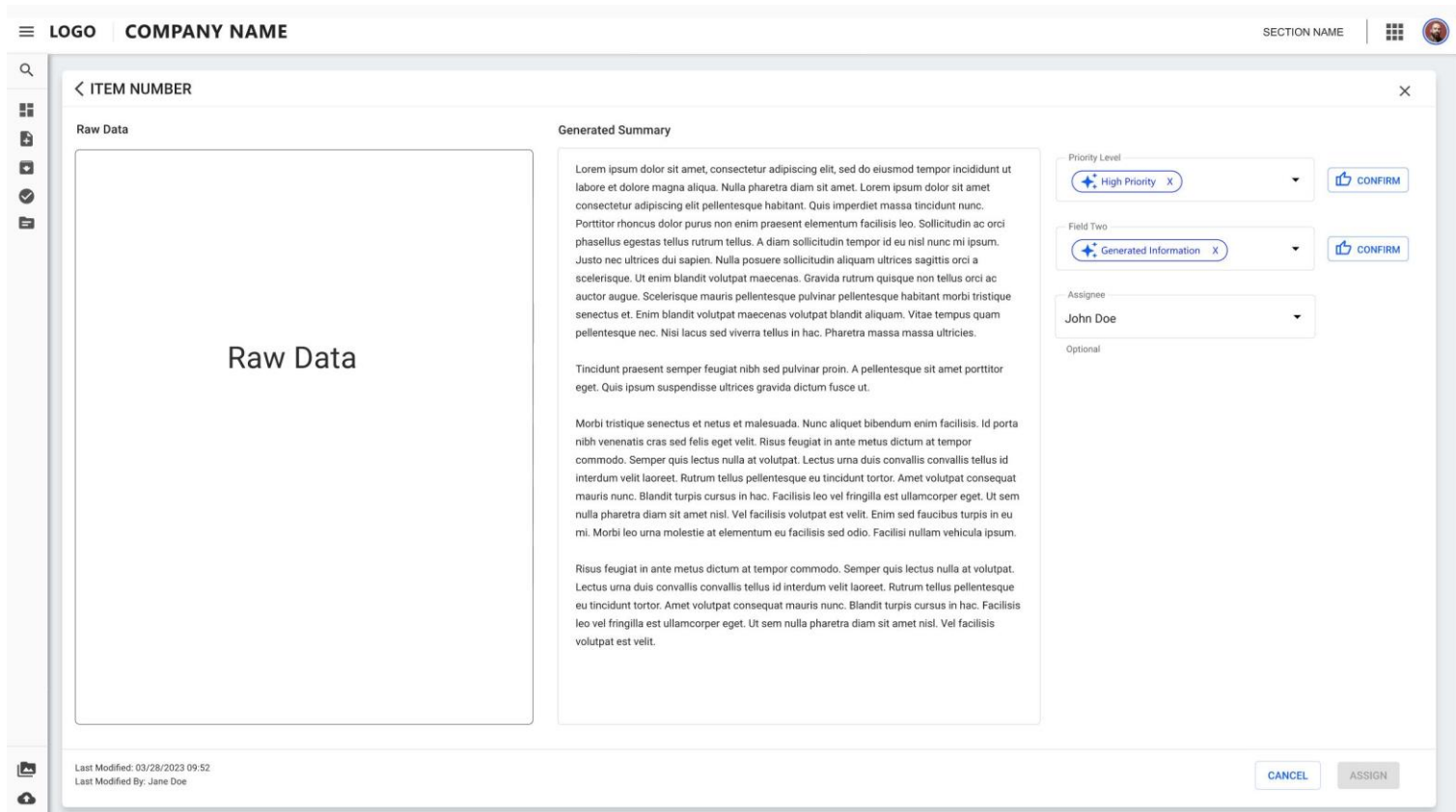
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

High fidelity mockups were created to test with users and help the team understand the new workflow and layout.



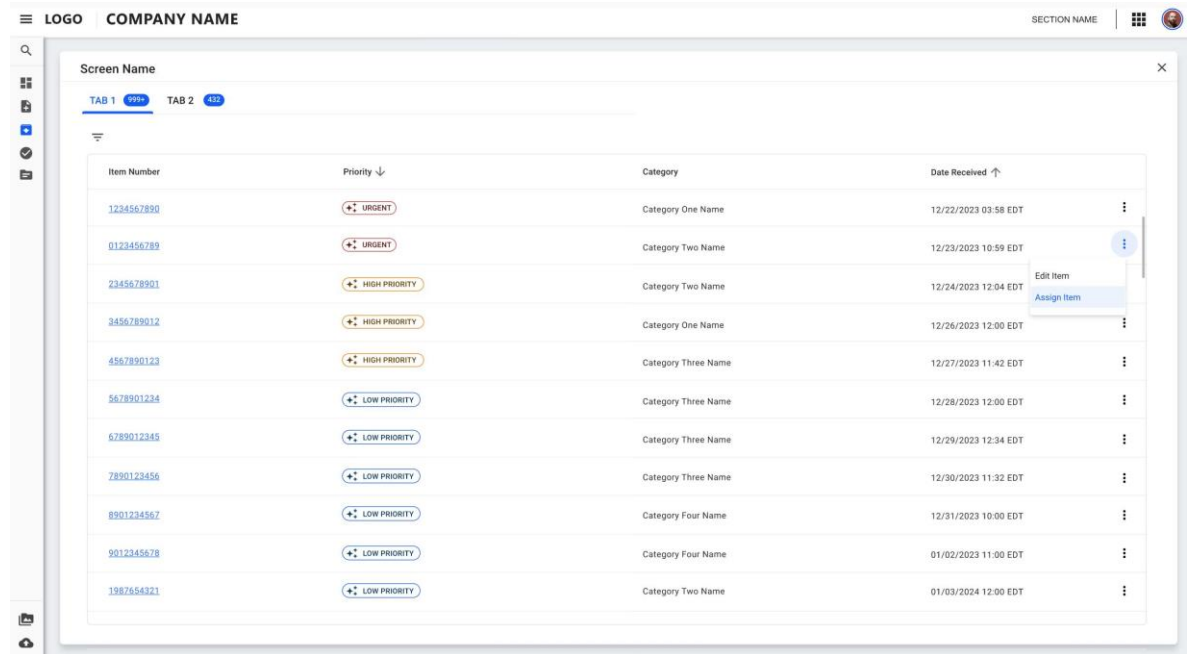




Prototype

I created an interactive clickable prototype so the team and users could understand how one would move through the screens for the various scenarios.

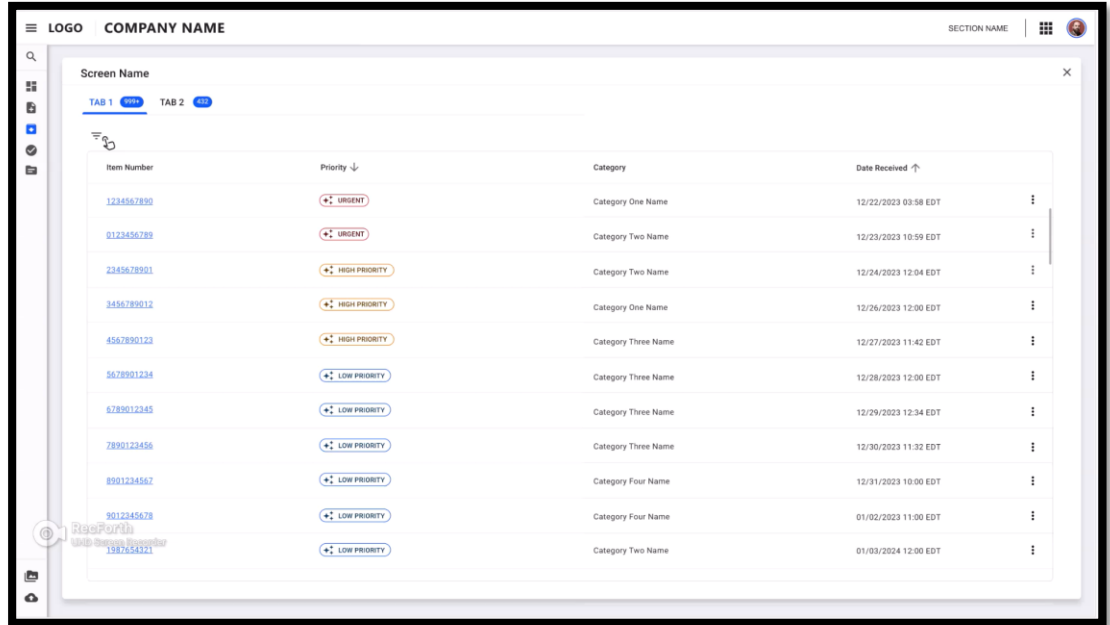
[View interactive prototype](#)



Prototype

The prototype includes various screens that the team and the client needed to visualize

Press Play button on video below to start



Accessibility considerations

1

Uses design system, which follows 508a accessibility guidelines for all components.
Design is adaptable with screen readers.

2

Includes feedback, signifiers, and help options to aid user understanding of the new process and how to use AI to their benefit.

3

Allows user to accept AI suggestions or choose to perform steps manually, as desired, giving user control and flexibility.

Takeaways



Impact:

This enterprise application helps mission-critical employees keep up with their tasking, making employees and leadership happy that important requests are being handled in a timely and efficient manner, and that the backlog has reduced greatly.



What I learned:

I learned that empathizing with and listening to users, while studying their pain points, can enable designing streamlined business processes, which has a strong positive impact on their efficiency and results.

Let's connect!



Please contact me if you would like to review additional design work.

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