Tsecond UX Case Study.

Product Overview

TSecond is a storage technology brand offering secure, scalable, and high-performance solutions for data-driven enterprises. The website aims to simplify complex product information for both technical and non-technical users.

Role

UX/UI Lead Designer | Product Owner | Content Writer | Web Generation.

Tools

Project Duration

16 June 2025 – 2 Jun 2026 (9 Months)

My Process

Design Thinking Process

Empathize → Define → Ideate → Design → Test

Empathize

Duration: 16 June 2025 – 5 July 2025 (3 Weeks)

Problem Statement

- Difficult to use interface
- Lack of clarity in explaining complex terminology
- Long and confusing user journey
- Visibility issues for key sections and CTAs
- Lack of visual hierarchy
- Low engagement due to dull design and no interaction cues

Objective & Goals

- Simplify the user journey
- Improve visual hierarchy and accessibility
- Clearly communicate the product value
- Enhance visual hierarchy and readability
- Reduce cognitive load for users
- Increase engagement and trust

End User

Our target audience is the age of 25 - 45 people.

Define

Duration: 5 July 2025 – 19 July 2025 (2 Weeks)

Quantitative Research

Yes No

Based on the quantitative research, I gathered insights on current user experience, usability issues, navigation challenges, and content clarity on the existing website.

What do you think this website is offering within the first 5-10 seconds? — 92%

How many steps did it take you to reach the information you were looking for? — 92%

Was there any information you expected but could not find? — 92%

Are you satisfied with the level of customization provided by your current email marketing service? — 92%

Did the layout feel clean and easy to scan? — 92%

What would you improve first? — 92%

User Persona

Rajesh Verma
42 years · Defense Technology Officer

Background
Expert cyber in a government digital organization where data security, reliability, and performance are critical.

Main Goal
- Evaluate and select a secure, compliant and reliable storage solution that meets defense-grade standards with minimal risk.

Goals
- Find a solution that meets the criteria
- Understand proven deployments
- Compare storage options easily
- Make the business case internally

Pain points & objections
- Long sales cycles and lack of clear pricing
- Overly technical pages
- Difficulty comparing categories or report critical information

Expectations & needs
- Simple explanations of product capabilities
- Use cases relevant to needs and this protection
- Easy navigation to contact process

Ideate

Duration: 19 July 2025 – 30 July 2025 (2 Weeks)

User Flow

Empathy Map

Says
- Tell me why I'm I can trust this
- Show me how quick and easy it is to get started
- Show me proof that it actually delivers technical performance
- Prove I can trust this product or solution technology

Thinks
- Is this product secure enough for sensitive data?
- Will it integrate with our existing systems?
- Is the certification and standards, clearly validated?
- Is the product troubleshooting easy?

Feels
- Cautious about adopting new technology
- Concerned about security and data protection
- Frustrated by unclear information
- Confident when technical details are transparent

Does
- Compare specifications and certifications carefully
- Consider hidden costs and long-term decisions
- Navigate slowly to learn product details
- Contact sales only after full evaluation

Design

Duration: 30 July 2025 – 10 Sep 2025 (7 Weeks)

Style Guide

Typography

Aa Poppin SF

Name	Font weight	Font size	Line height
Heading 1	Bold	40px	50px
Heading 2	Bold	36px	45px
Sub Heading	Semi Bold	22px	28px
Body Medium	Regular	18px	32px
Body Small	Regular	14px	17px

Spacing & Grids

Levels

4px 8px 12px 16px 20px 24px 32px

Grids

Desktop

Screen width: 1440px 12 Columns
Margin: 80px Type Width: 1120

Colors

Brand Colors

Primary Secondary Tertiary

#A0DEFE | #C0BFFA #FDD0EE #FDFEFE

Text

Primary Body Text

#1F1A1E #1B1A1D

Low - Fidelity Wireframe

High - Fidelity Wireframe (Landing page)

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