UX Redesign
Case Management Tool

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* This project is under NDA and the assets here are representations

Context

Flipkart is an e-commerce marketplace

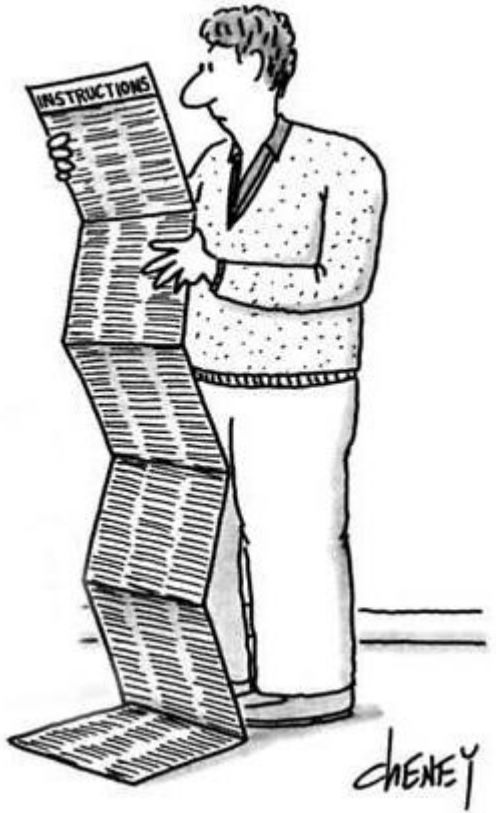
Case Management Tool is used to review flagged fraudulent users' information and blacklist them from flipkart

Existing Tool

Very verbose, lots of tables with 2-3 pages horizontal scroll across the tool

Improperly formatted data

Information scattered in several tabs in the tool



User

Male, late 20s

Diligent, generally stays back until late at night to finish his work

Overworked with over 50 cases per day

Frustrated with having to search for information in multiple places

User Research

Heuristic Evaluation Findings

Did not satisfy Feedback, Error Prevention, Consistency criteria

Contextual Inquiry Findings

5 key parameters used for screening flagged users

Users copied data, which was used for search queries, into notepads

Feature 1: Rewrite Information Architecture

Problem

Information was scattered throughout platform

Solution

Data Cleaning

Card Sorting

Rebin information to match user’s mental models and needs

Feature 2: User Tags for Screening

Problem

Users needed only 5 screening parameters which were scattered throughout the tool

Solution

Characteristic Tags

Iterated using Paper Prototyping feedback

	BADGE	TAG V1	TAG V2
		High Rate of Return	High Rate of Return
PROS	Easy to calculate visual difference Shows alarming values instantly	Low cognitive effort to understand	Low cognitive effort to understand Shows alarming values instantly
CONS	Requires decoding	Difficult to find alarming values	Can be overwhelming if too many

Feature 3: Universal Search for Quick Search

Problem

Users were copying data outside of the tool

Solution

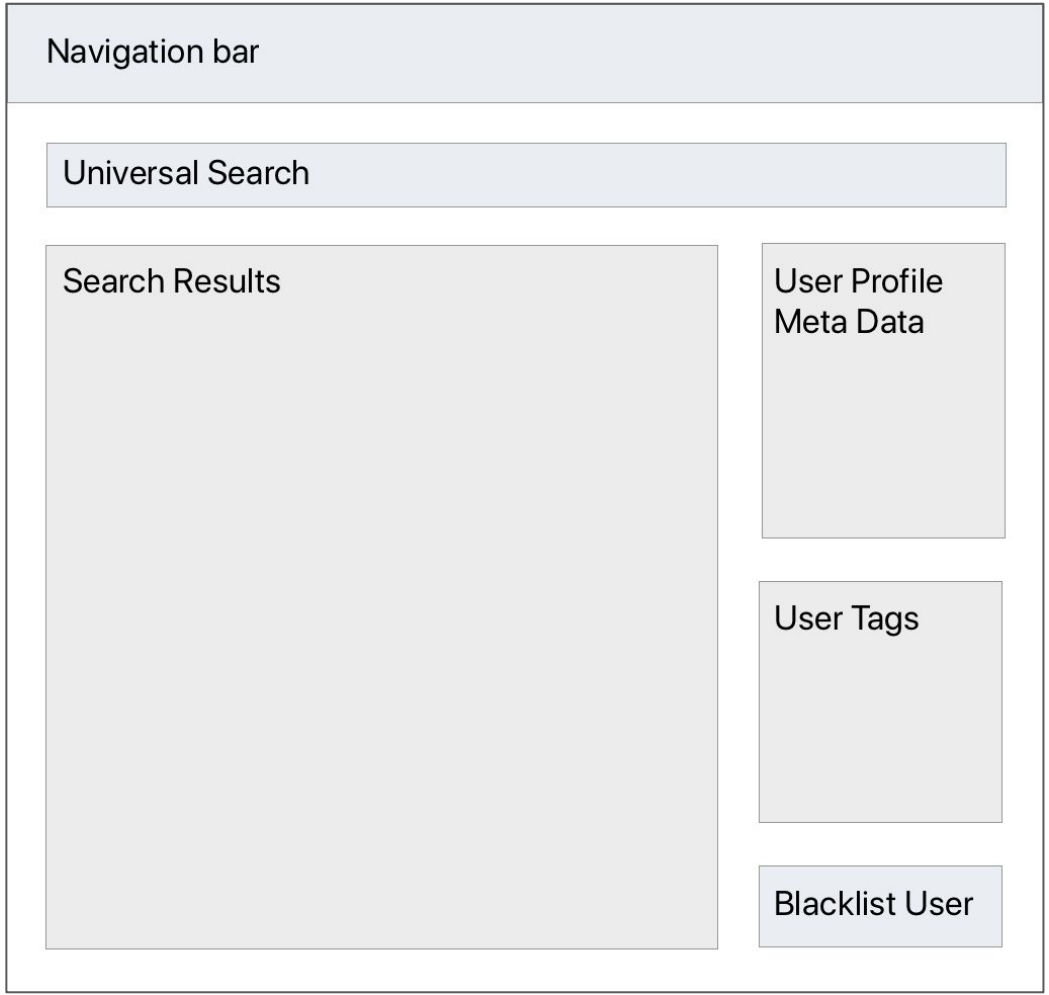
“Universal Search” - search using any string without specifying type

Hyperlink data string to search query

Wireframing

Finding

Move Blacklist button near the user profile information to make confirmation of details easy



Success!

70% reduction in time taken to resolve the case