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

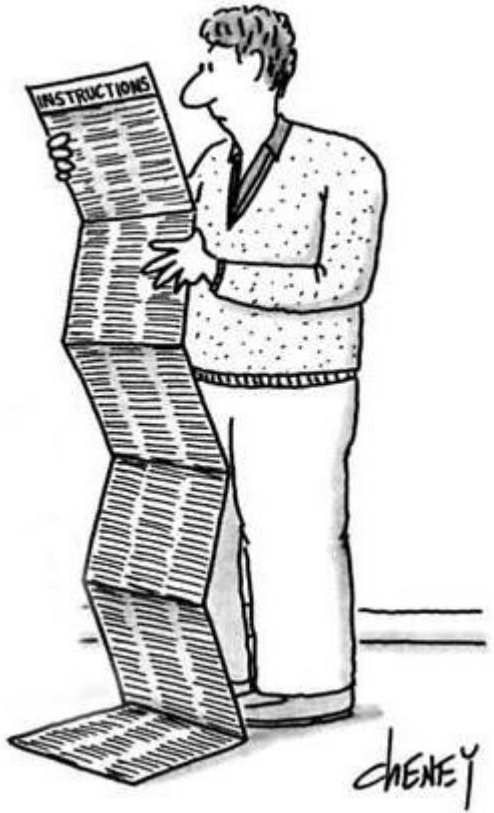
Case Management Tool is used to review flagged fraudulent users' information and blacklist them from flipkart

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

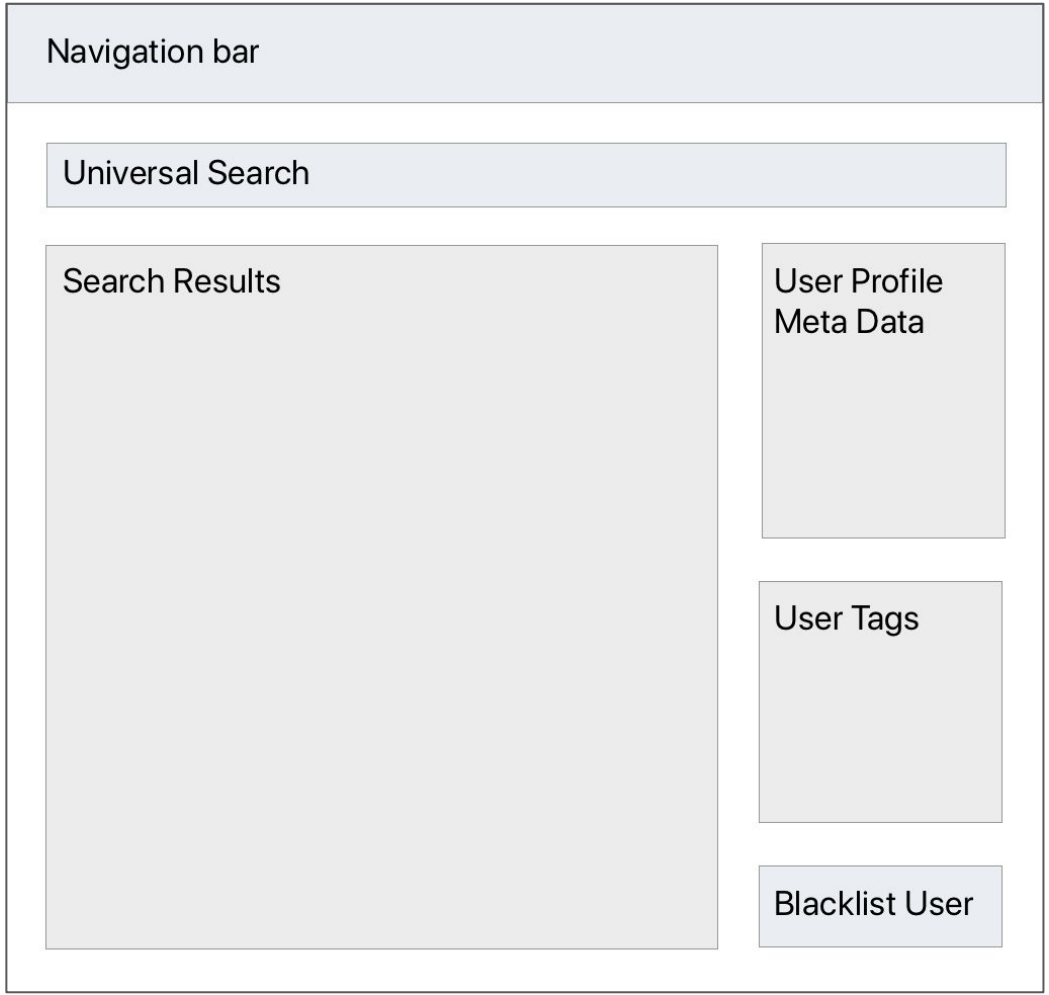
“Universal Search” - search using any string without specifying type

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

Google Home Mini

How can college students be supported?

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User Researcher (Team of 5)

Main Research Questions

How can the Google Home Mini support college students?

How do these students discover new features?

- Who are college students?
- What other alternatives do students have?
- How do students prefer discovering features? What are their perceptions and expectations of the Mini?
- Is the Mini technically sound?
- Can the Mini be used by a college student in everyday setting?

Main Research Questions

How can the Google Home Mini support College Students?

- [Interview] Who are college students?
- [Comparative Analysis] What other alternatives do students have?
- [Survey] How do students prefer discovering features? What are their perceptions and expectations of the Mini?
- [Heuristic Evaluation] Is the Mini technically sound/ usable?
- [Usability Test] Can the Mini be used by a college student in everyday setting?

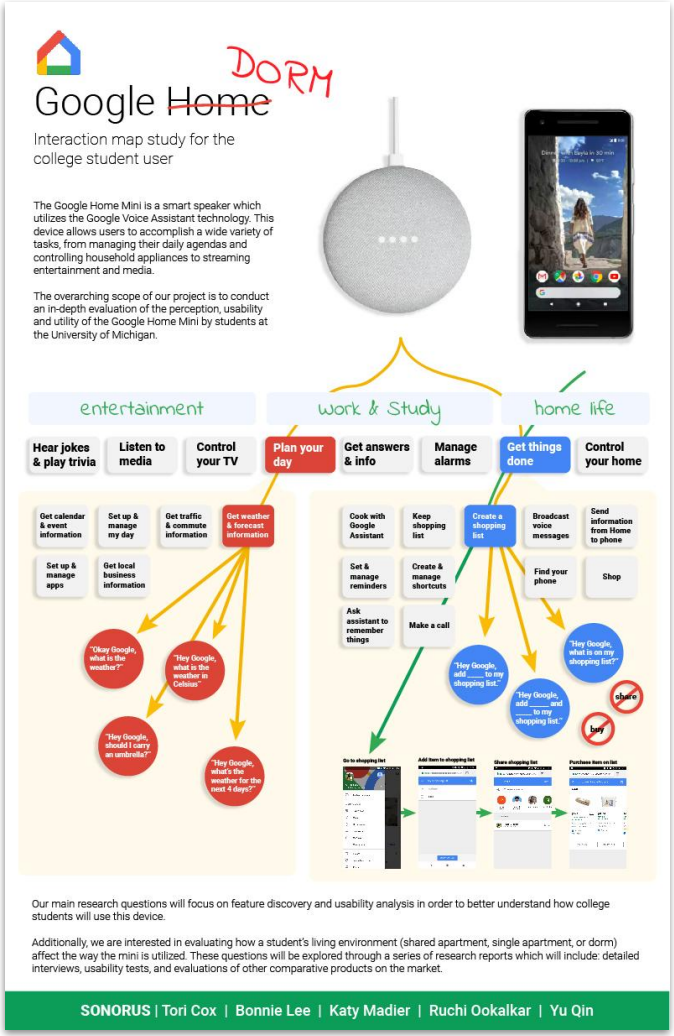
Interaction Map

Goal

To understand the system

Findings

1. The map was broad and shallow.
2. Companion app and device don't share features



Interview

Who are college students?

Recruiting

Identify students that fit population criteria, high proximity bias

Interview Process

20-45 minutes, 1 note taker, 1 audio recording

Sample Questions

At what points yesterday did you look for assistance with smart device?
Follow up questions - what was happening, who were the people involved?

Interview

- **Students are highly mobile:** Consider this while developing marketing language and brand positioning for a stationary device.
- **Students want recommendations but not by email:** In-app feature recommendations and robust default settings will make students happy.
- **Students are very social:** We believe this device would be more valuable for students if it supported social communication.

Scenario

Michael

Michael is very busy everyday with different school projects. He seldom studies at home. For him, his room is the place where he can completely relax and enjoy his life. In his room, he has a **big TV which he controls with his Google home mini** by using his voice. Every morning, he likes **asking Google about the current stock prices and the weather**. He also enjoys reading books in bed, and **listening to Spotify playlists** that are controlled by his mini. He enjoys chatting with Google; asking it to **tell jokes and play games**.

Michael & his friends

Michael has a lot of friends and he usually invites his friends over to his house to have movie night or play games together. Sometimes *Michael hosts a small party*. His friends like to drink and talk while the **Google Home Mini plays music.** Sometimes, the Google Home Mini helps the group answer random questions when they can't think of the answer themselves and even **play games**.

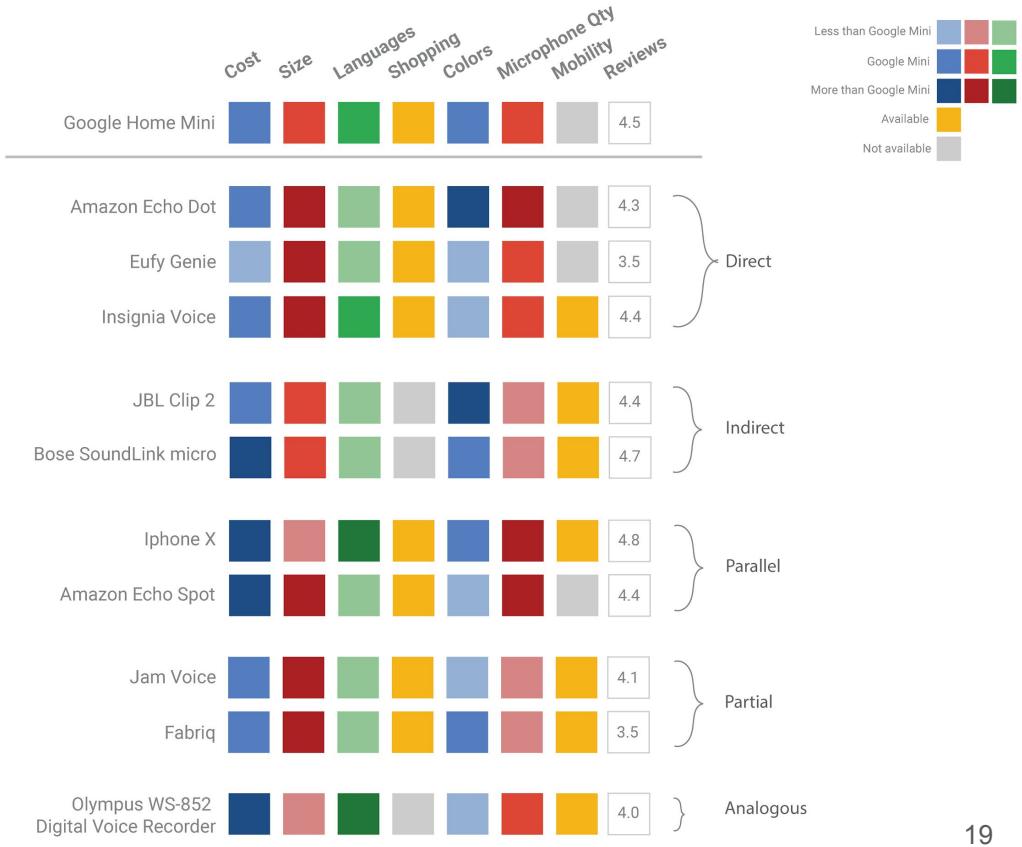
Comparative Evaluation

Categories

Direct, Indirect, Partial, Parallel, Analogous

Findings

- Make it portable
- Provide more high quality microphones
- Expand language support



Surveys

What are students expectations and perceptions of the Mini?

How do these students discover new features?

Findings

- **Study support will be an advantageous feature for this market**
  - 62% of college students surveyed study at home.
- **Students have high expectations that voice recognition will work well**
  - 95% think they will be understood.
- **Students are influenced by peers**
  - 63% reported finding new features via friend recommendations

Heuristic Evaluation

Is the Mini technically sound/ usable?

Feedback
When it doesn’t understand the user?

Accessibility
Can it understand user’s accent?

Navigation
User control and freedom

Consistency
Consistency in response personality

Efficiency
Mini v.s Phone/Laptop

Prevention
Error prevention

Memory
Support follow-up queries?

Heuristic Evaluation

- ➔ **Accessibility:** Give the Mini an ability to learn the user's behaviour.
- ➔ **Feedback:** The Mini should provide alternative choices in cases of failure to fulfill requests.
- ➔ **Memory:** The Mini should provide better support for natural communication by eliminating the 'Hey Google' command for every exchange.