
UX (User Experience) Design Process and Technology

User Experience Project



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Instant Win Contest

The Instant Win Website revolutionizes the way brands engage with their customers by offering a dynamic and rewarding experience. In today's fast-paced digital landscape, capturing and retaining consumer attention is more challenging than ever. This innovative platform provides a solution by creating an environment where users are motivated to participate in contests with the allure of instant rewards.

The journey begins with a simple and user-friendly interface that guides users through various contests. Each contest is designed to be engaging and fun, utilizing interactive elements such as animations, sounds, and visuals that make the experience enjoyable. The platform's ability to deliver instant gratification through immediate rewards sets it apart from traditional engagement methods.

Brands benefit from the Instant Win Website through customizable contest options that align with their marketing objectives. Whether the goal is to increase product awareness, drive sales, or enhance customer loyalty, the platform offers flexible solutions tailored to meet these needs. Real-time analytics provide valuable insights into user behavior, allowing brands to refine their strategies and maximize the impact of their campaigns.

The positive impact on users is multifaceted. Participants report higher levels of satisfaction and excitement, leading to increased engagement and a stronger connection with the brand. The ease of use and immediate rewards also contribute to repeat participation, fostering long-term loyalty. For businesses, the actionable insights gained from the platform's data analytics enable more effective and targeted marketing efforts, ultimately improving ROI.

In this case study, we will delve into the specific features that make the Instant Win Website a game-changer in digital engagement. We will examine the design thinking process that shaped its development and the tangible benefits it provides to both users and businesses. By exploring real-world examples and user feedback, we aim to demonstrate how this platform is setting new standards in the digital marketing landscape, making it an indispensable tool for brands looking to connect with their audience in meaningful and impactful ways.

Design Thinking Overview

Empathize

To deeply understand the needs, behaviors, and motivations of users, we began by conducting interviews and surveys with potential users to gather qualitative insights. Additionally, we observed users interacting with similar contest platforms to identify pain points and preferences. To further capture user emotions, thoughts, and experiences, we created empathy maps. Initially, we encountered problems as users were hesitant to share detailed feedback and had limited availability for in-depth interviews. To overcome these issues, we incentivized participation with small rewards and scheduled interviews at flexible times to accommodate users' availability.

Define

In this phase, the goal was to clearly articulate the problem and user needs. We synthesized data from the empathize phase to identify common themes and issues, creating detailed user personas to represent the target audience. Developing a concise problem statement that encapsulated the core user needs and challenges was challenging due to the broad range of feedback. To address this, we prioritized user feedback based on frequency and impact, allowing us to focus on the most critical issues and develop a clear and actionable problem statement.

Ideate

The objective in this phase was to generate a wide range of creative solutions. We conducted brainstorming sessions with the design and development teams, utilizing techniques such as mind mapping and SCAMPER to expand the range of ideas. To foster creativity, we encouraged a no-judgment environment during these sessions. However, the initial ideas were often too broad and lacked feasibility. Through iterative discussions, focusing on practicality and alignment with user needs, and engaging in rapid sketching sessions, we were able to refine the ideas into more workable concepts.

Prototype

The goal here was to create tangible representations of ideas for user feedback. We started by developing low-fidelity prototypes, such as wireframes and mockups, to quickly test design concepts. These prototypes were then progressed to high-fidelity versions with interactive elements. We used prototyping tools like Figma and Adobe XD for efficient creation and iteration. Initially, users found it difficult to provide detailed feedback on low-fidelity prototypes. To mitigate this, we provided context and guided walkthroughs, helping users understand and interact with the prototypes better, which facilitated more meaningful feedback.

Test

In the final phase, the objective was to validate prototypes with real users and refine them based on feedback. We conducted usability testing sessions with target users, collecting both qualitative and quantitative feedback through observations and surveys. Iterating on the prototypes based on user feedback was crucial, as variability in feedback posed a challenge. By identifying common patterns in the feedback and prioritizing changes that addressed the most critical issues, we were able to refine the prototypes effectively.

Survey Summary and Goals

Survey Link:

<https://forms.office.com/r/sMykBPZpWK>

Summary of Goals for the Survey:

The primary goal of this survey is to gather comprehensive insights from potential users of the Instant Win Contest platform. By understanding their preferences, behaviors, and pain points, we aim to design a user-centric platform that offers a seamless and engaging experience. The survey is structured to collect both qualitative and quantitative data, which will be instrumental in informing various stages of the design process, including ideation, prototyping, and testing.

Goals:

1. Identify User Preferences:

- Understand what types of contests and rewards users find most appealing.
- Determine preferred contest formats, including interactive elements such as animations, sounds, and visuals.

2. Assess User Experience with Similar Platforms:

- Gather feedback on users' experiences with existing instant win contest platforms.
- Identify common issues and pain points that users encounter, which our platform can address.

3. Gauge User Motivations and Engagement:

- Explore what motivates users to participate in instant win contests.
- Determine factors that contribute to repeat participation and long-term engagement.

4. Evaluate Ease of Use and Accessibility:

- Assess users' perceptions of the ease of use and accessibility of the platform.
- Identify potential barriers to participation and areas for improvement.

5. Collect Demographic Information:

- Gather basic demographic data to ensure the platform meets the needs of a diverse user base.
- Understand how demographic factors may influence user preferences and behaviors.

Design Research

Following the initial survey, which offered quantitative insights into user preferences, habits, and challenges, it became evident that we needed deeper qualitative data to understand how users perceive and organize app features. The survey revealed users' struggles with irrelevant content and a strong preference for more structured and easily accessible information. To delve deeper into these findings, I conducted a card-sorting exercise as a secondary research method. The card sorting session included cards labeled "Profile Information," "Invite Friends & Earn Bonus Rewards," "Upload Receipt," "Redeem Rewards," "About Us," "Home Page," "Support," "See Participating Products," and "Registration." Three participants were guided through the exercise, grouping the cards into categories that made the most sense to them. This hands-on activity provided critical insights into user organization and prioritization of app features, which will guide the design and layout of the Instant Win Contest platform.

Welcome

Welcome to this OptimalSort study, and thank you for agreeing to participate!

The activity shouldn't take longer than **10 to 15 minutes** to complete.

Your response will help us to organize the content on our website. Find out how on the next page...

Continue

Profile Information

Invite Friends & Earn Bonus Rewards

Upload Receipt

Redeem Rewards

About Us

Home Page

Support

See Participating Products

Registration

We want to understand how you group things and what you would name those groups.

Step 1

Take a quick look at the list of items to the left.

We'd like you to organise them into groups that make sense to you.

There is no right or wrong answer. Just do what comes naturally.

Step 2

Drag an item from the left into this area to create your first group.

List of Cards Used in Card Sorting

- Profile Information
- Invite Friends & Earn Bonus Rewards
- Upload Receipt
- Redeem Rewards
- About Us
- Home Page
- Support
- See Participating Products
- Registration

Thanks

All done, awesome! Thanks again for your participation. Your feedback is incredibly useful in helping to determine how our content should be organized, so we can make our website easier to use.

You may now close this window or navigate to another web page.

Research Results

1. Type of instant win contests?

Which type of instant win contests do you prefer the most?

[More Details](#)

● Sweepstakes (random drawing)	0
● Skill-based contests (judged on ...	7
● Instant win games (results imme...	7
● Other	0

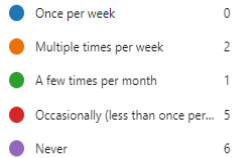


The survey results show a clear preference among users for skill-based contests and instant win games, with each category receiving 7 votes. No respondents preferred sweepstakes (random drawing) or other types of contests. This indicates that users are more engaged with contests that require some level of skill or provide immediate results, highlighting the importance of incorporating these elements into the Instant Win Contest platform to enhance user satisfaction and engagement. By focusing on skill-based and instant-win contests, we can better meet user expectations and create a more appealing and interactive experience.

2. Participate in instant win contests that require receipt submissions?

1. How frequently do you participate in instant win contests that require receipt submissions?

[More Details](#)

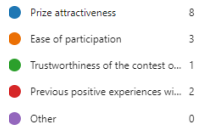


The data reveals varied participation frequencies in instant win contests requiring receipt submissions. Notably, 6 respondents indicated they never participate, while 5 participate occasionally (less than once per week). Only a small number of users participate more frequently, with 2 participating multiple times per week and 1 a few times per month. This insight suggests that while there is interest in such contests, barriers to more frequent participation exist, such as the hassle of submitting receipts. Addressing these barriers by simplifying the submission process or offering additional incentives could potentially increase engagement rates.

3. Importance when participating in instant win contests

Rank the following factors in order of importance when participating in instant win contests with receipt submissions:

[More Details](#)



When ranking the factors in order of importance for participating in instant win contests with receipt submissions, "Prize Attractiveness" emerged as the most significant factor, with 8 votes. This is followed by "Ease of Participation" with 3 votes, "Previous Positive Experiences" with 2 votes, and "Trustworthiness of the Contest Organizer" with 1 vote. No respondents selected "Other" factors. These results highlight that the allure of attractive prizes is the primary driver for participation, but ease of participation and previous positive experiences also play crucial roles. To maximize engagement, the platform should focus on offering appealing prizes and ensuring a straightforward and positive user experience.

4. Interest in Social Media Integration and Saving Receipt Information:

Would you be interested in a feature that allows you to integrate your contest entries with social media platforms to share your participation or results?

[More Details](#)



Would you be interested in a feature that allows you to save your receipt information for future contest entries?

[More Details](#)



The survey reveals mixed interest in integrating contest entries with social media platforms, with 7 respondents expressing interest, 5 not interested, and 2 undecided (maybe). This suggests that while there is a significant portion of users who see value in social media

integration, a notable segment does not. Offering this feature as an optional enhancement could cater to those interested without alienating others. Additionally, a majority of respondents (9) indicated interest in a feature that allows saving receipt information for future contest entries, with only 2 respondents saying no and 3 being undecided. This demonstrates a clear user demand for convenience in managing contest entries. Implementing this feature could significantly enhance user experience by reducing repetitive tasks and encouraging more frequent participation in contests.

5. Importance of Security for Personal Information and Receipts

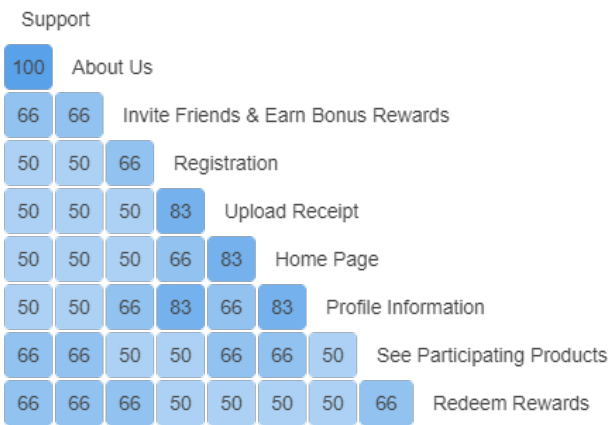
How important is it for you to trust that your personal information and uploaded receipts are secure on an instant win contest website?

[More Details](#)



The survey indicates that security is a top priority for users when participating in instant win contests. 7 respondents rated the security of their personal information and uploaded receipts as extremely important, 5 rated it as very important, and 2 as moderately important. No respondents considered it slightly important or not important at all. This underscores the critical need to ensure robust security measures on the platform to build trust and encourage user participation. Ensuring data security will be paramount in maintaining user confidence and satisfaction.

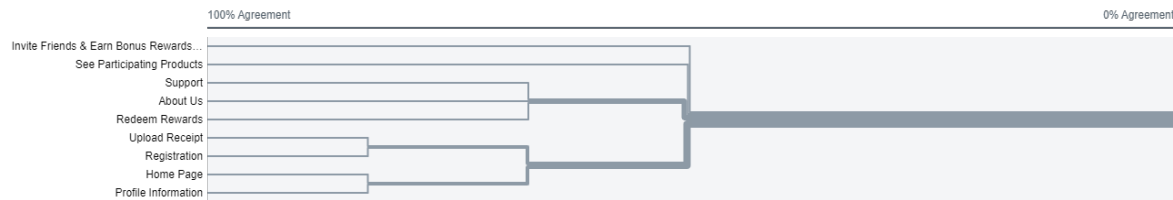
6. Similarity Matrix of Instant Win Contest Features



The similarity matrix reveals that users see a strong association between certain features on the Instant Win Contest platform. "Support" and "About Us" have the highest similarity, indicating these foundational elements are closely linked. "Upload Receipt" is highly associated with "Profile Information," "Home Page," and "Registration," reflecting an interconnected user journey where receipt management is seamlessly integrated with profile and main interface interactions. "Invite Friends & Earn Bonus Rewards" is moderately linked to "About Us" and "Registration," suggesting that users view the referral process as an extension of getting to know the platform and signing up. Meanwhile, "See Participating Products" shows moderate connections with "Support," "About Us," "Registration," and "Upload Receipt," implying it is

seen as a useful feature closely related to the core functionalities. "Redeem Rewards" appears more distinct, with lower similarity scores, indicating it is viewed as a separate aspect of the user experience. These insights highlight the importance of designing the platform to ensure intuitively connected features, enhancing user navigation and overall experience.

7. Key Insights from Dendrogram Analysis



The dendrogram analysis of the card sorting exercise reveals key insights into how users perceive the relationships between features on the Instant Win Contest platform. "Support" and "About Us" are grouped with 100% agreement, indicating a strong user perception that these features are closely related and essential for understanding and seeking help on the platform. Features such as "Upload Receipt," "Home Page," "Profile Information," and "Registration" show a moderate level of agreement, suggesting that users view these functionalities as interconnected and forming a core part of their interaction with the platform. Conversely, features like "Invite Friends & Earn Bonus Rewards," "See Participating Products," and "Redeem Rewards" exhibit lower agreement levels, indicating that users perceive these as supplementary or distinct from the core functionalities. These insights highlight the importance of closely linking highly associated features in the platform's design, while also improving the categorization and integration of features with lower agreement levels to enhance overall user experience and satisfaction. By understanding these user perceptions, we can create a more intuitive and cohesive platform that aligns with user expectations and improves engagement.

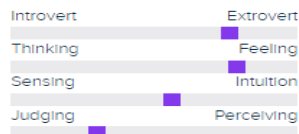
User Personas

David the Deal Finder



"My data privacy is important. I wouldn't use a platform that seems sketchy."

Age: **48**
Location: **Austin, Texas**
Occupation: **Software Engineer**
Income: **\$120,000 annually**
Marital Status: **Single**



Goals

- Find the best deals and discounts available
- Earn rewards efficiently without extra effort
- Track his spending and savings in one place

Frustrations

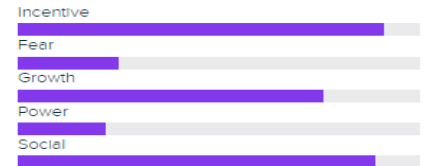
- Wants to maximize the value he gets from his purchases
- Feels frustrated by hidden fees and complicated reward programs
- He seeks a way to streamline his receipt management

Behaviors:

- Shop online and in-store, comparing prices before buying
- Uses budgeting apps and tracks his finances closely
- Reads tech blogs and reviews to stay informed
- Values time-saving solutions and automation
- Skeptical of marketing tactics but open to genuine rewards programs

Additional Notes:

- David represents a user segment that values efficiency and getting the most out of their resources.
- Your website should provide a streamlined user experience with clear instructions and valuable integrations.
- Building trust with David requires transparency about rewards and a strong focus on data security.



How our website can help

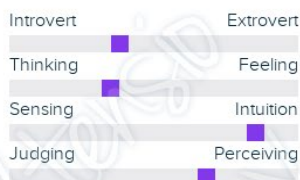
- Offer a seamless way to upload receipts electronically
- Provide clear information about reward structures and redemption options
- Emphasize data security measures and user privacy controls

Rebecca Reward Seeker



"I forget to use my loyalty cards all the time. There has to be a better way!"

Age: **32**
Location: **Chicago, Illinois**
Occupation: **Marketing Manager**
Income: **\$75,000 annually**
Marital Status: **Married, no children**



Goals

- Earn rewards for her regular shopping habits
- Easily track her progress towards rewards
- Find a platform that integrates seamlessly with her lifestyle

Frustrations

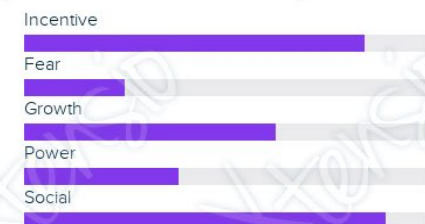
- Wants to save money on everyday purchases
- Feels overwhelmed by loyalty programs and forgets to use them
- Dislikes clipping coupons or carrying paper receipts

Behaviors:

- Frequently shop at grocery stores, drugstores, and clothing retailers
- Uses digital wallets and mobile payments
- She scans barcodes and QR codes with her phone
- Reads online reviews before making purchases
- Shares deals and promotions with friends on social media

Additional Notes:

- Rebecca represents a growing segment of consumers who are increasingly tech-savvy and value convenience.
- Your website should have a user-friendly interface and clear instructions for uploading receipts.
- Highlighting the security measures taken to protect user information will build trust with users like Rebecca.



How our website can help

- Offer a quick and easy way to upload receipts through a mobile app or website
- Provide a clear overview of available rewards and progress towards them
- Integrate with popular retailers and loyalty programs
- Ensure a secure and trustworthy platform for user data

Problem Statement

David, a 48-year-old software engineer from Austin, Texas, is highly motivated to find the best deals and maximize his savings. Despite his tech-savvy nature and disciplined financial habits, he feels frustrated by the hidden fees and complicated reward programs associated with many deal-finding platforms. He is particularly concerned about the security of his data and seeks a seamless, trustworthy solution to manage his receipts and track rewards efficiently without extra effort. To meet David's needs, our platform must offer clear, transparent reward structures, robust data privacy measures, and a straightforward, user-friendly interface that simplifies the process of uploading and managing receipts. This will help David feel secure and in control while maximizing the value of his purchases.

How Might We Statements:

1. How might we create a seamless and intuitive platform for uploading and managing receipts?
2. How might we ensure the security and privacy of David's personal and financial data on our platform?
3. How might we simplify the reward structures to make them more transparent and easier to understand?
4. How might we provide real-time updates and notifications about deals and rewards that are relevant to David?
5. How might we integrate budgeting and financial tracking tools to help David manage his spending and savings more effectively?

IDEATE: Divergence

Selected HMW Statement:

How might we create a seamless and intuitive platform for uploading and managing receipts?

List of 5 Ideas:

1. **Auto-Scan and Upload:**
 - Develop a feature that allows users to automatically scan and upload receipts using their smartphone camera, with real-time data extraction and categorization.
2. **Receipt Organization Dashboard:**
 - Create a user-friendly dashboard where users can easily view, organize, and manage their receipts, with options to categorize by date, store, or type of purchase.
3. **Email Integration:**
 - Implement email integration where users can forward e-receipts to a dedicated email address, and the platform will automatically upload and organize them.
4. **Receipt Reminders:**
 - Add a feature that sends reminders to users to upload their receipts periodically, ensuring they don't miss out on rewards or tracking their expenses.
5. **Cloud Storage Integration:**
 - Integrate with popular cloud storage services (e.g., Google Drive, Dropbox) to allow users to back up their receipts securely and access them from anywhere.

IDEATE: Convergence Method

To select the best idea for prototyping, I employed the "Weighted Decision Matrix" convergence technique. This method involves evaluating each idea against a set of criteria that are important for the success of the platform. Each criterion is weighted based on its importance, and each idea is scored against these criteria. The idea with the highest total score is selected for prototyping.

Criteria and Weightings:

1. **User Experience (UX) Impact (30%):** How significantly the idea improves the user experience.
2. **Ease of Implementation (20%):** The feasibility and technical ease of implementing the idea.
3. **Security and Privacy (25%):** The degree to which the idea ensures data security and privacy.
4. **Innovation (15%):** How innovative and unique the idea is.
5. **Cost Efficiency (10%):** The cost-effectiveness of the idea in terms of development and maintenance.

Weighted Decision Matrix:

Idea	UX Impact (30%)	Ease of Implementation (20%)	Security and Privacy (25%)	Innovation (15%)	Cost Efficiency (10%)	Total Score
Auto-Scan and Upload	9 (27)	6 (12)	8 (20)	7 (10.5)	6 (6)	75.5
Receipt Organization Dashboard	8 (24)	7 (14)	7 (17.5)	6 (9)	8 (8)	72.5
Email Integration	7 (21)	8 (16)	6 (15)	5 (7.5)	7 (7)	66.5
Receipt Reminders	6 (18)	9 (18)	7 (17.5)	4 (6)	9 (9)	68.5
Cloud Storage Integration	8 (24)	5 (10)	9 (22.5)	8 (12)	5 (5)	73.5

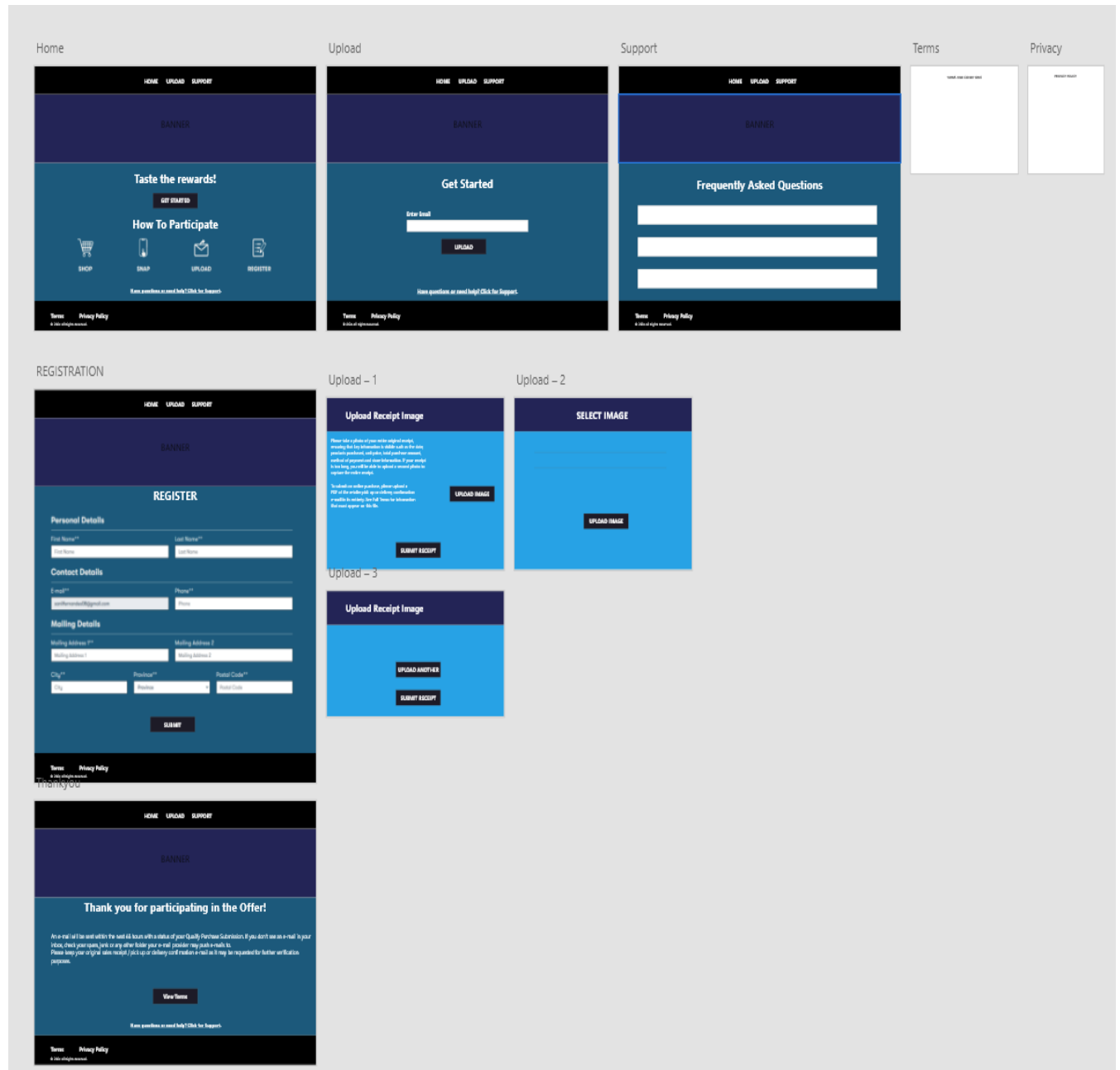
Selected Idea: Auto-Scan and Upload

Explanation:

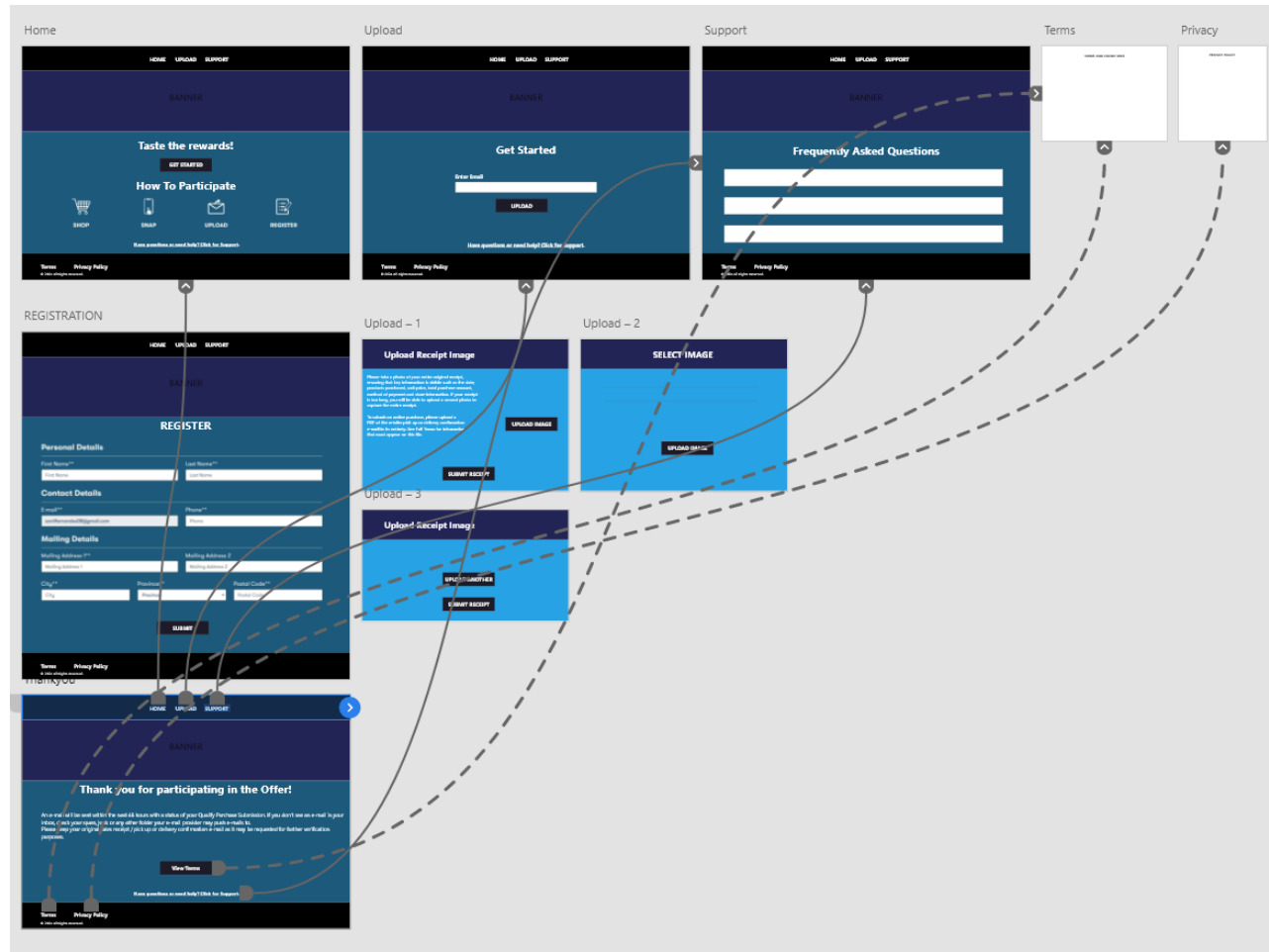
The **Auto-Scan and Upload** feature scored the highest in the weighted decision matrix, making it the ideal choice for prototyping. Here are the reasons for selecting this idea:

1. **High UX Impact:** This feature significantly enhances the user experience by simplifying the process of uploading and managing receipts. Users can quickly scan receipts using their smartphone camera, making it convenient and efficient.
2. **Strong Security and Privacy:** The feature includes real-time data extraction, which can be designed to ensure data security and privacy, addressing one of the primary concerns of users like David.
3. **Innovative Approach:** The auto-scan functionality leverages modern technology to provide a cutting-edge solution that stands out from traditional methods of receipt management.
4. **Feasibility:** While the implementation requires advanced image recognition technology, it is feasible with current tech capabilities and offers a robust solution.
5. **Cost Efficiency:** Though not the cheapest option, the development and maintenance costs are justified by the significant improvement in user satisfaction and engagement.

Wireframes



Prototype



Below are the descriptions for each screen created in Figma for the Instant Win Contest platform:

Home Screen

- **Description:** The home screen provides users with an overview of the platform and easy navigation to key features. It includes sections like "How to Participate" with icons for Shop, Snap, Upload, and Register. This screen serves as the entry point for users, guiding them on how to get started with the platform.
- **Interactions:** The "Get Started" button directs users to the Registration screen, while links to Terms and Privacy are available at the bottom for user reference.

Registration Screen

- **Description:** This screen allows new users to create an account by entering their personal details (name, email), contact information (phone number), and mailing address. Upon successful submission, users receive a confirmation message thanking them for participating.
- **Interactions:** The "Submit" button finalizes the registration process, and the user is directed to the "Thank You" page, confirming their registration.

Upload Receipt Screens

- **Upload-1:**
 - **Description:** Guides users to upload their receipt image. Instructions are provided on how to take a clear picture of the receipt.
 - **Interactions:** The "Upload Image" button allows users to select an image file from their device.
- **Upload-2:**
 - **Description:** Users select the image they want to upload. This step ensures they have chosen the correct receipt image.
 - **Interactions:** The "Submit Receipt" button finalizes the upload process.
- **Upload-3:**
 - **Description:** Users can upload another receipt or submit the current one. This flexibility ensures users can upload multiple receipts in one session.
 - **Interactions:** "Upload Another" returns to the upload image step, while "Submit Receipt" finalizes the process.

Support Screen

- **Description:** Provides users with a comprehensive FAQ section and a form to contact support for any additional help. This screen ensures that users can easily find answers to common questions and seek assistance when needed.
- **Interactions:** Users can navigate back to the home screen or access the FAQ and support form directly.

Terms and Privacy Screens

- **Description:** These screens display the platform's terms of service and privacy policy, providing transparency and ensuring users are informed about their rights and the platform's data handling practices.
- **Interactions:** Users can view detailed terms and privacy policies, ensuring they understand the platform's commitments and their responsibilities.

Linking the Screens

The prototype links the screens to ensure a seamless user experience. Below are the key interactions linking each screen:

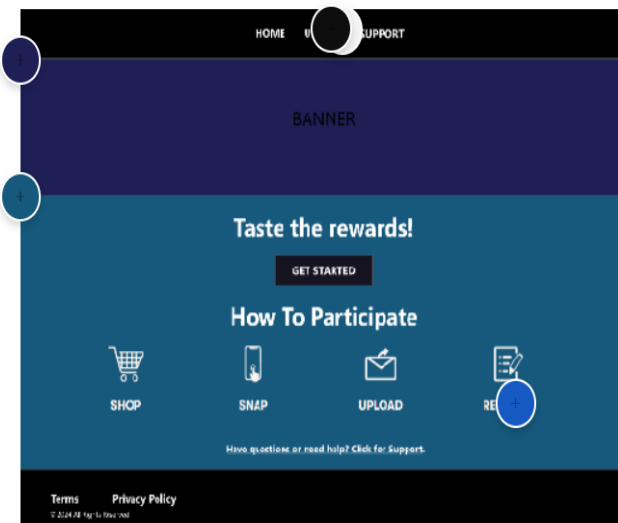
- **Home to Registration:** Clicking "Get Started" on the home screen directs users to the Registration screen.
- **Registration to Thank You:** Submitting the registration form directs users to a confirmation "Thank You" page.
- **Home to Upload-1:** Clicking the "Upload" icon directs users to the first upload screen.
- **Upload-1 to Upload-2:** Clicking "Upload Image" allows users to select an image, taking them to the next screen.

- **Upload-2 to Upload-3:** Users select their receipt image and click "Submit Receipt" to finalize the upload.
- **Upload-3 options:** Users can either upload another receipt or finalize the process.
- **Home to Support:** Clicking "Support" navigates users to the support screen.
- **Home to Terms/Privacy:** Clicking "Terms" or "Privacy" at the bottom of any screen directs users to the respective pages.

By following this structure, users are guided through a logical and intuitive flow, from getting started to uploading receipts and accessing support. This design ensures clarity and ease of use, improving overall user experience and satisfaction with the Instant Win Contest platform.

Prototype Link: [Sanil UX Final Project \(adobe.com\)](#)

Visceral Design



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