



Surprise Minds IT Consulting

HIGGZFIELD

UX Redesign and Customer Journey Mapping

CCT341: Introduction to IT Consulting

Meet the Team



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Marketing Lead



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About Our Client

Founded in 2020, inspired by Marissa's (our client) personal passion, Higgzfield is an educational media company specifically targeting social and emotional learning, seeking to make the website functional beyond a simple landing page.



Proposal Brief



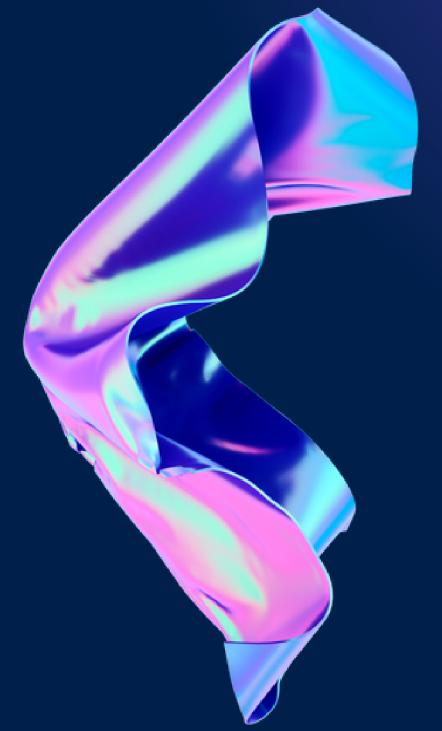
Customer Journey Mapping + Painpoints

Map journey for 2 tasks: Membership and Purchase



User Research

Usability testing,
survey, user persona
and user stories



Summary of Findings + Recommendations

Report of all findings
with suggestions for
next step

Timeline

Jan–Feb

- Initial meeting to discuss the scope of work
- **Competitive analysis** of competitor
- **Pain points and customer journey mapping**

Feb–Mar

- Readjust the scope of work with unexpected changes
- Conduct research
- **User testing**
- **Survey**
- **Analysis against Nielsen's Heuristics and Wickens' Principles**

Mar–Apr

- Summarize findings and finalizing **report** to share our findings and suggestions to our client

Final Deliverables

UX Analysis Report:

- Business Dynamics
- Marketing Dynamics
- Competitive Analysis against Peekapak.com
- User Personas
- Initial Findings of the Website
- Pain Points and Customer Mapping Journey
- User Testing Responses
- Analyses using Nielsen's Heuristics and Wickens' Principles
- Final Recommendations

Initial Findings

- Official Requests from Higgzfield
 - How to make a purchase
 - How to become a Higgzfield member
- Other findings (from survey)
 - Lack of navigation bar/drop down menu
 - Mobile responsiveness needs some work
 - Purchasing action needs updating

Recommendations

UX Recommendation

- Global Navigation - the most crucial part of any website
- Visibility of system status - crucial for the shop page
- Make a separate page for each of the key user functionality
(Shop, Membership, About Us, Contact Us)
- Login/Sign Up accessibility (currently only when checking out)

General Recommendation

- Increase utilization of social media to boost brand exposure
 - The current incorporation of Instagram has little to no impact on raising brand awareness among the public

Lessons Learned

1. **Adaptability:** Having to revise our scope, we were able to adapt to these new changes with the approval of the client.
2. **Communication Skills:** Effective communication is key when working with our client to understand their needs and provide updates on project progress.
3. **Teamwork and Collaboration:** A good team with different strengths is required to succeed in this type of project.



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Thank You!