



OptiSigns

UI Micro-Refresh

Jessica Stanwood

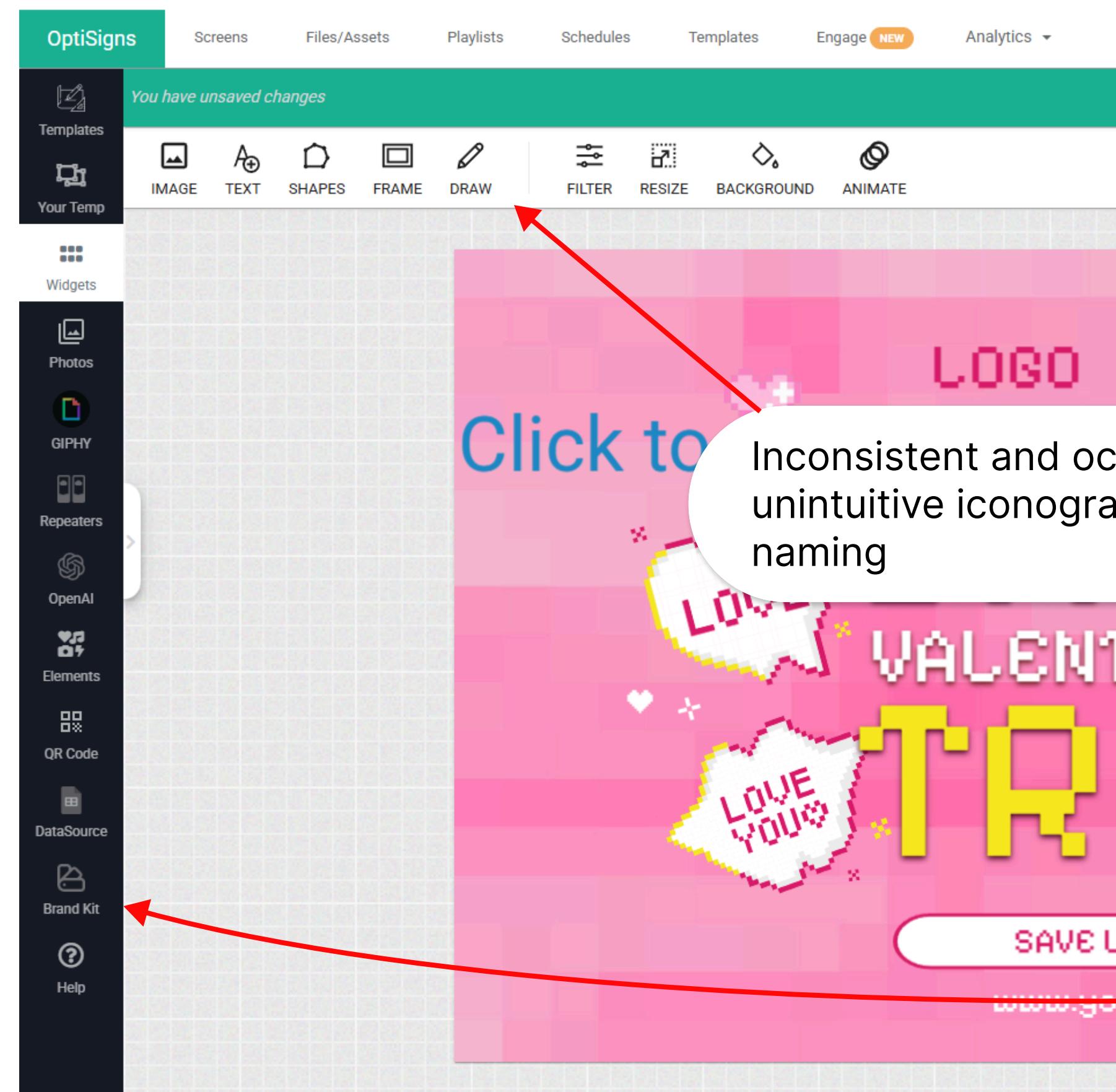
Spot & Diagnose

Editors and Toolbars

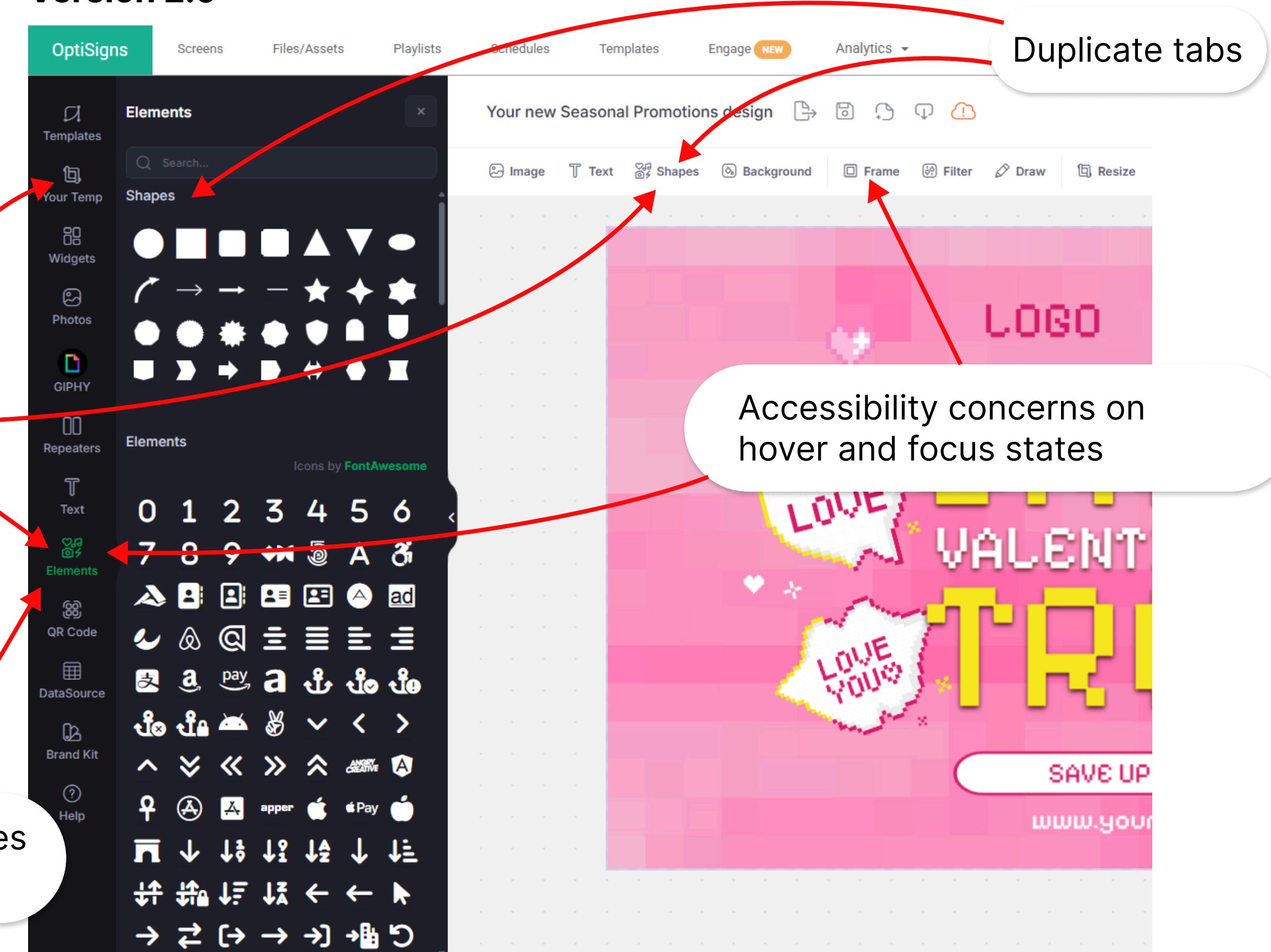
The editor stood out to me as needing the most redesign between both version 1.0 + 2.0.

Specifically the lack of consistent branding, unoptimized toolbars, and cluttered layout that could cause major user friction.

Version 1.0



Version 2.0



Spot & Diagnose

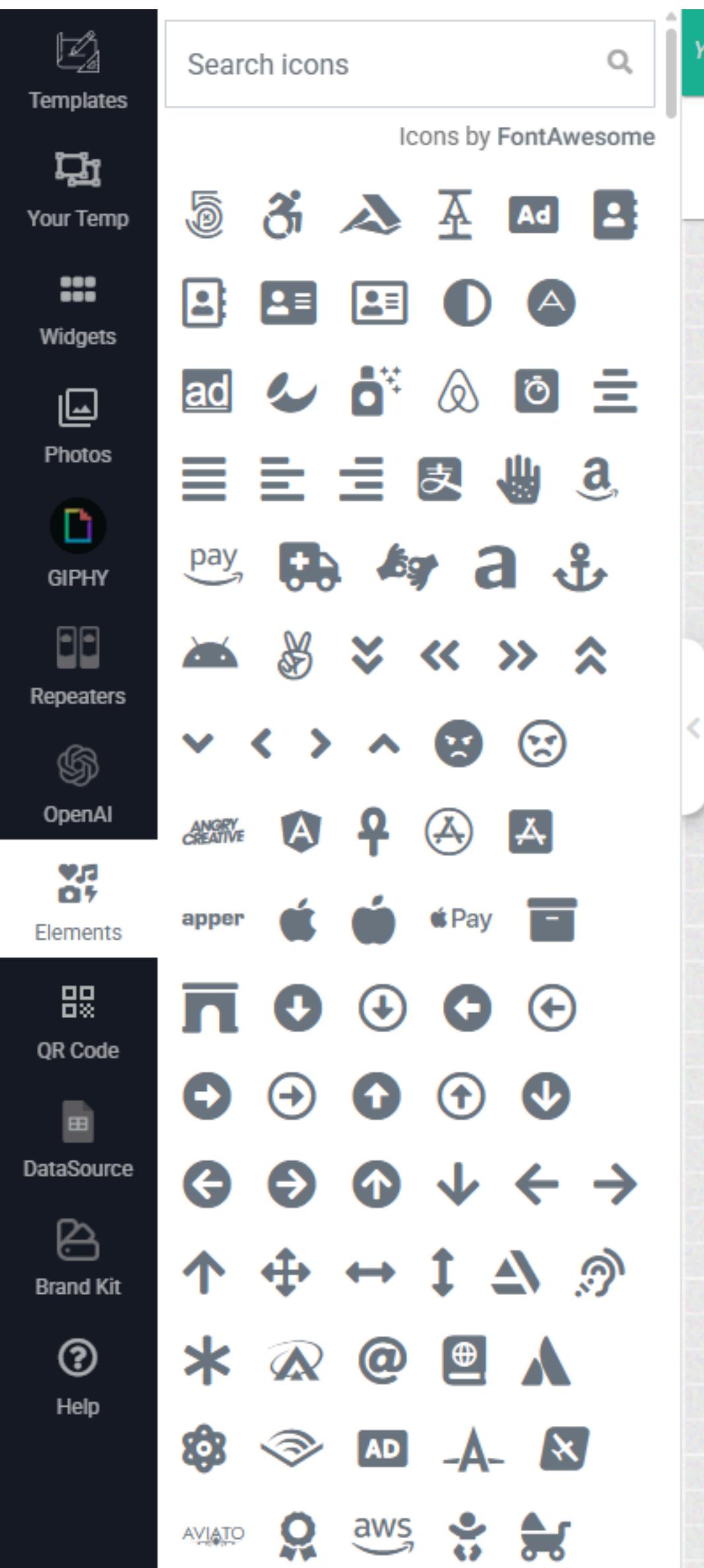
Editors and Toolbars

The left menu specifically caught my eye:

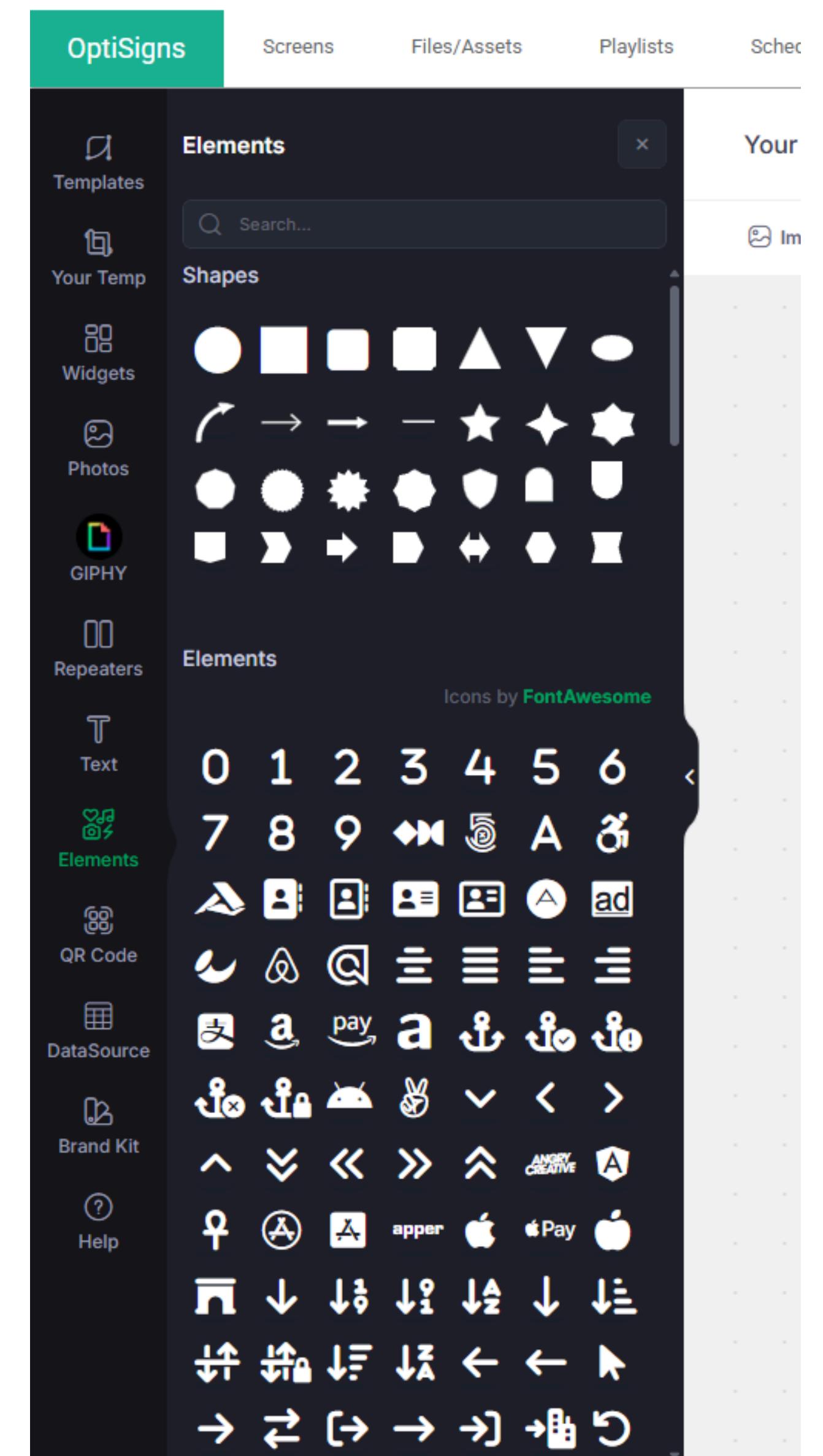
- Feels the most estranged from the rest of OptiSigns brand and style
- Lack of consistent iconography and color
- Unintuitive interactions + feedback

Because there were improvements to the original version I will be improving a singular toolbar button from version 2.0.

Version 1.0



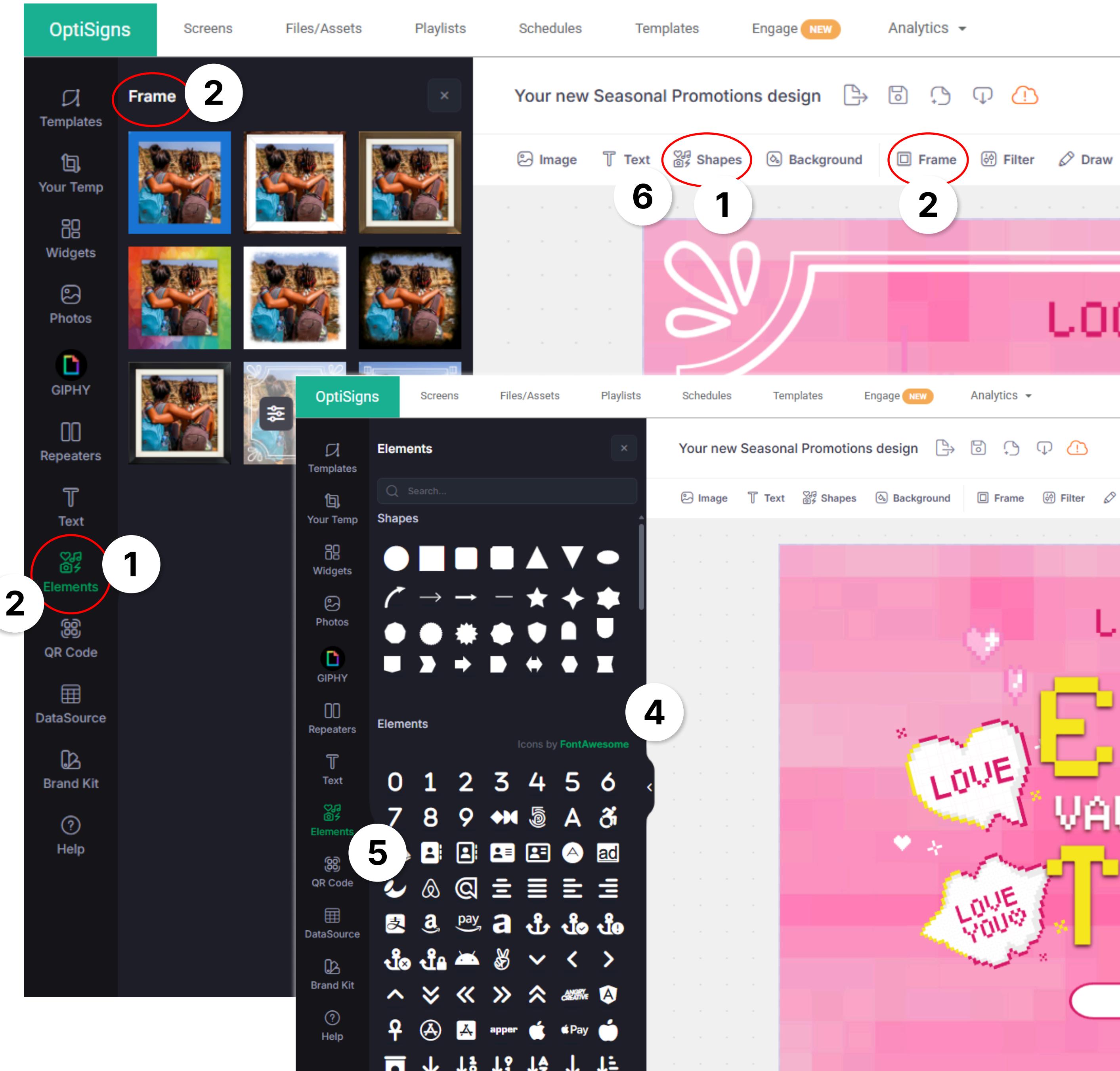
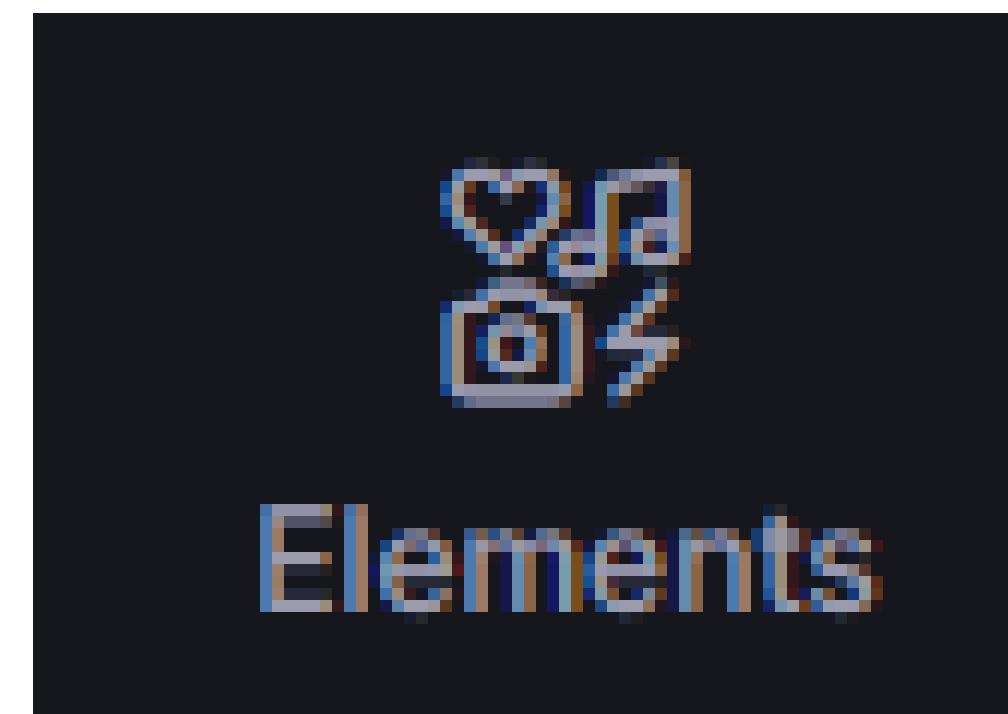
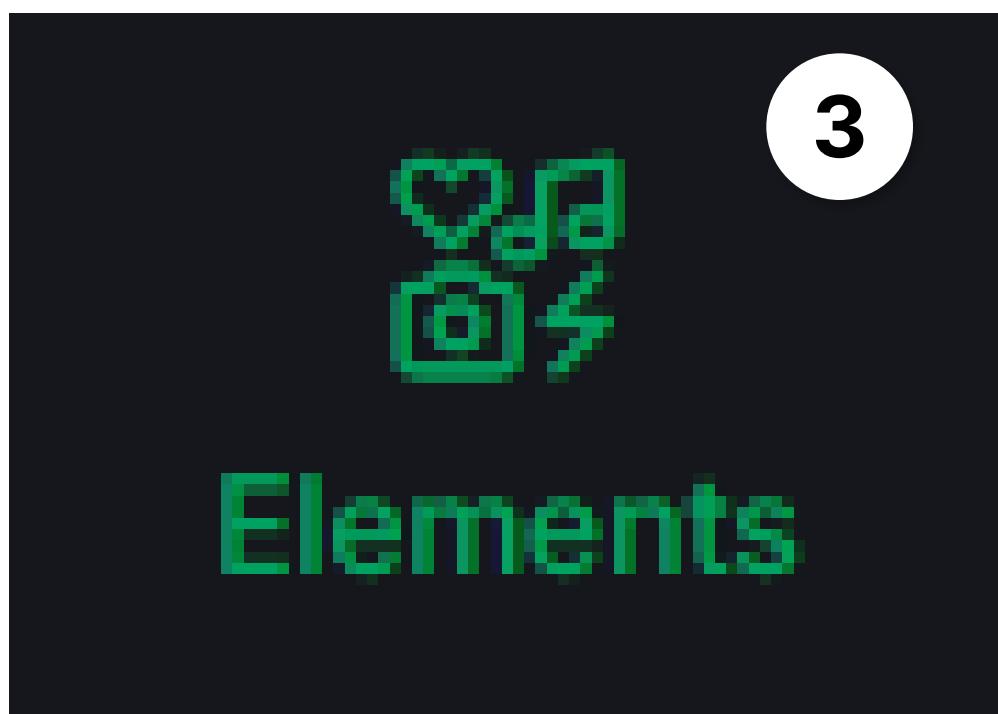
Version 2.0



Spot & Diagnose

Toolbar Buttons

- 1: Clarity issue because of duplicate locations to find shapes
- 2: When you select a tool on the top bar the left tool bar selection stays active
- 3: Color and icons do not match branding
- 4: Elements too vague a name for something that only contains shapes and icons
- 5: Clicking icon a second time doesn't close menu
- 6: Elements icon is used here and on "Shapes"



Redesign

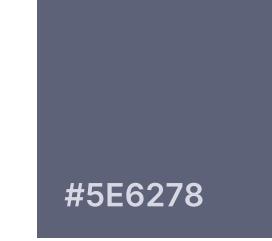
Iterations: Toolbar Buttons

Colors and fonts pulled from
mini brand kit. Icon from
Material Icons

Grey-600

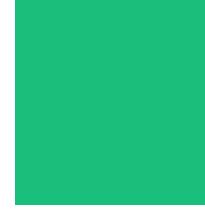


Grey-700



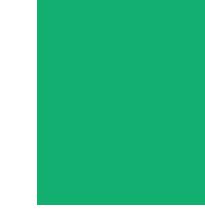
Success

#1ABF7D



Success-Active

#14AF71



Goal Improvements:

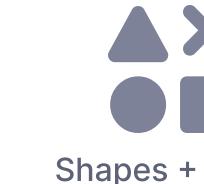
- Naming
- Icon
- Color fit
- States

△✖️
○□ Shapes + Icons



Shapes + Icons

▲✖️
●■ Shapes + Icons



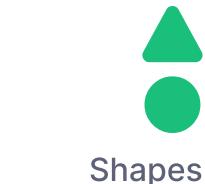
Shapes + Icons

▲✖️
●■ Shapes + Icons



Shapes + Icons

▲✖️
●■ Shapes + Icons

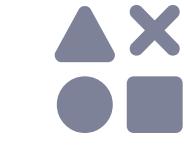


Shapes + Icons

▲✖️
●■ Shapes + Icons



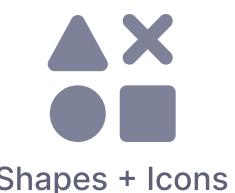
Shapes + Icons



Redesign

Iterations: Buttons inside a menu

Similar to current version with
improve brand consistency



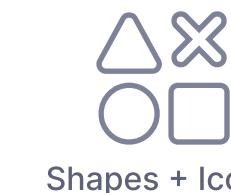
Shapes + Icons



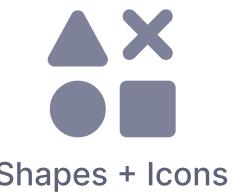
Shapes + Icons



Shapes + Icons



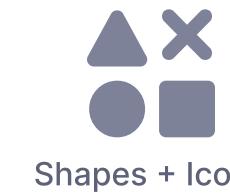
Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



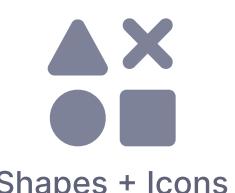
Shapes + Icons



Shapes + Icons



Shapes + Icons



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Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons

Condensed version similar to main
OptiSigns website branding



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



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Shapes + Icons

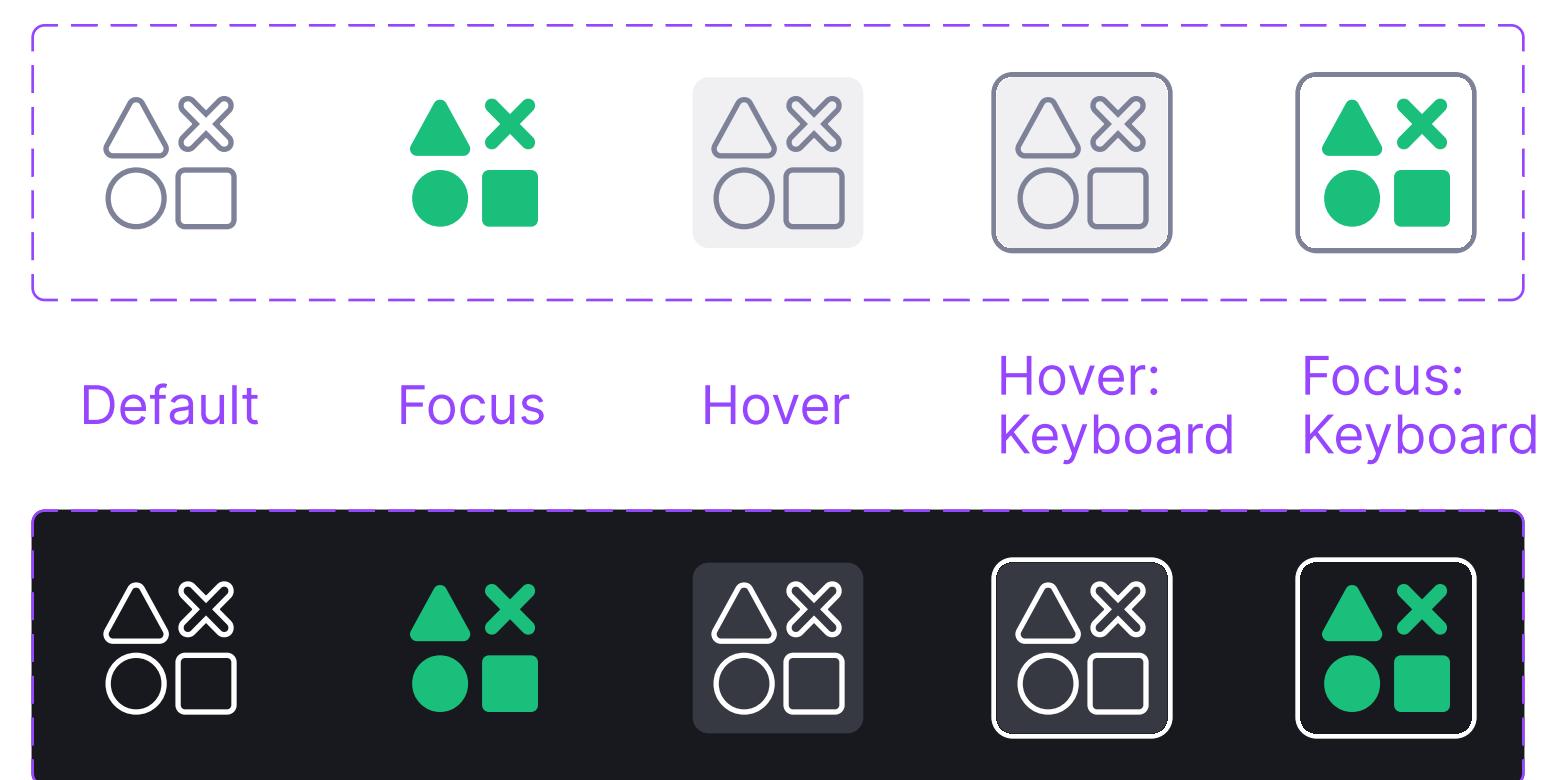
Simplified



Redesign

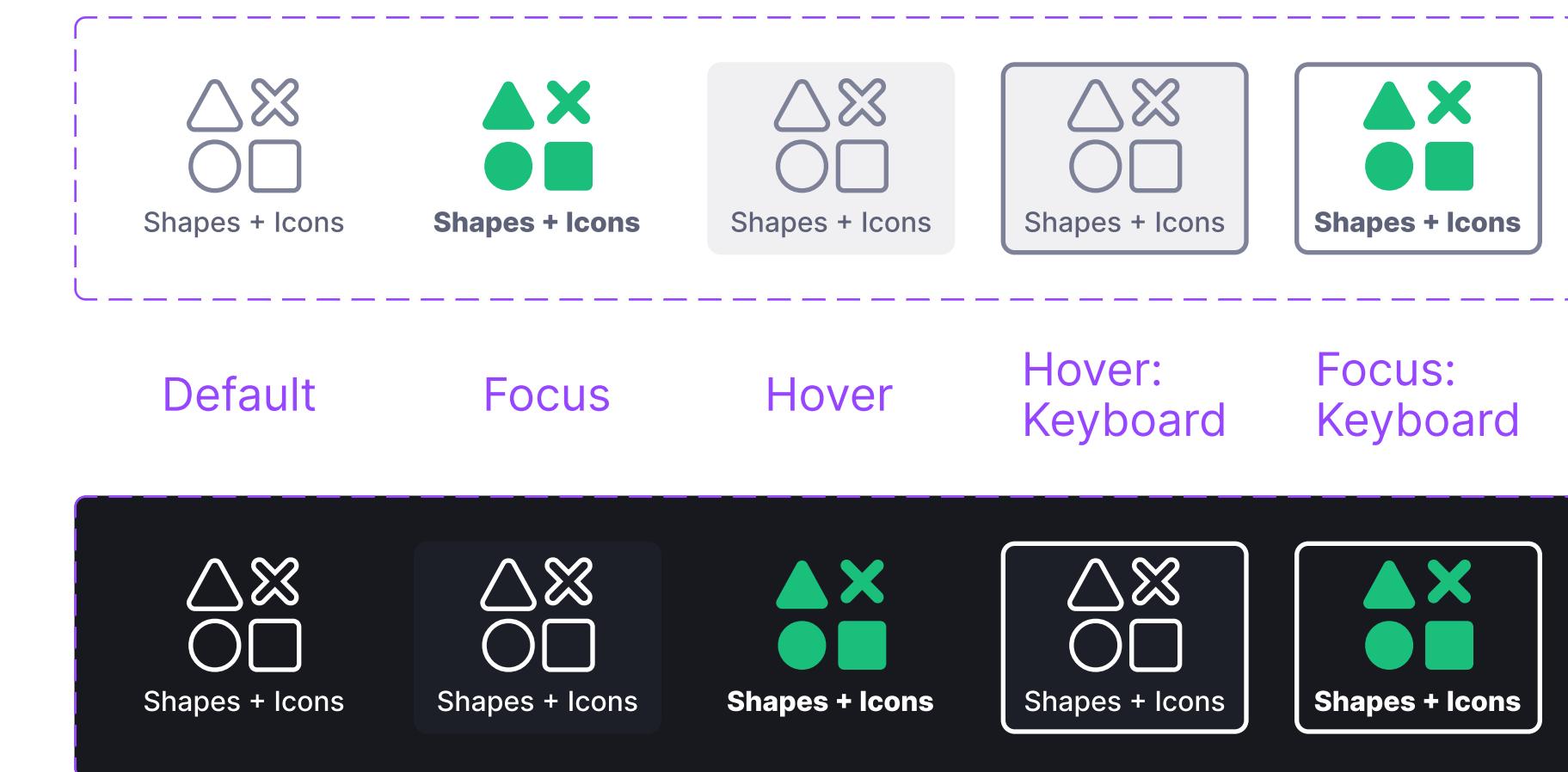
Iterations: Buttons inside a menu

What I initially settled on:

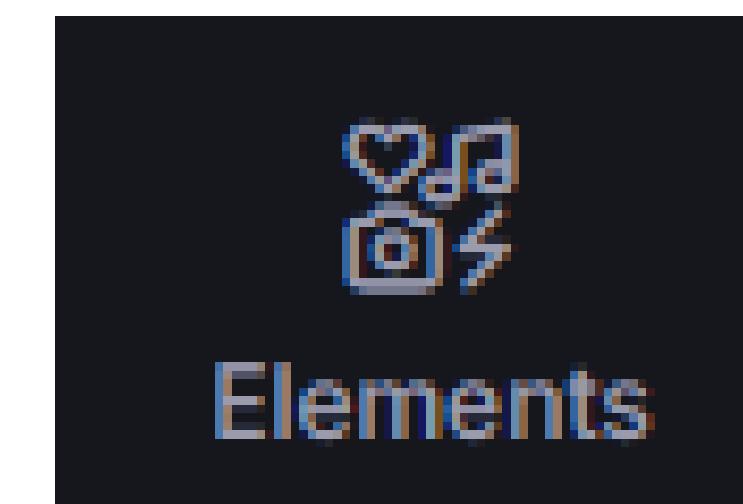
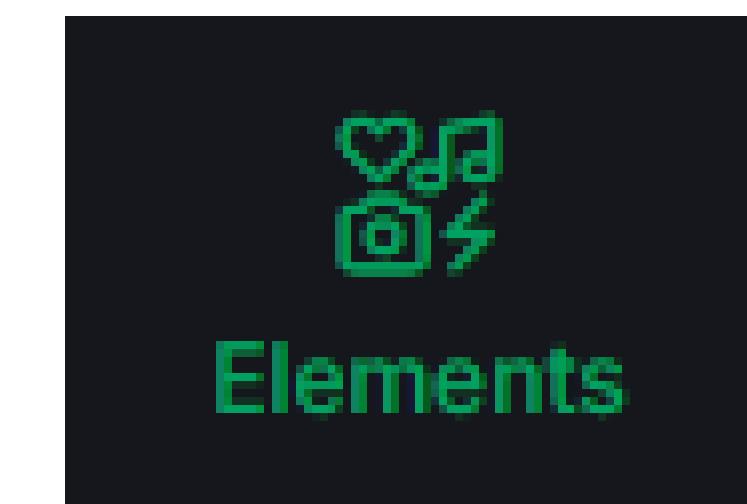


I liked the clean look however it would be too hard to learn for new users especially if there are a lot of toolbar options

Final Design:



Original:





Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons

Redesign Prototype

Play this frame to test prototype!

Improvements:

- Better assimilated to OptiSigns branding
- Added feedback for hover state
- Iconography and UX language clearer
- Interactions more intuitive
- No more duplicate buttons (assuming this would replace shapes on top tool bar)
- More states for accessibility and feedback for users (shown in last frame)

Honorable Mentions

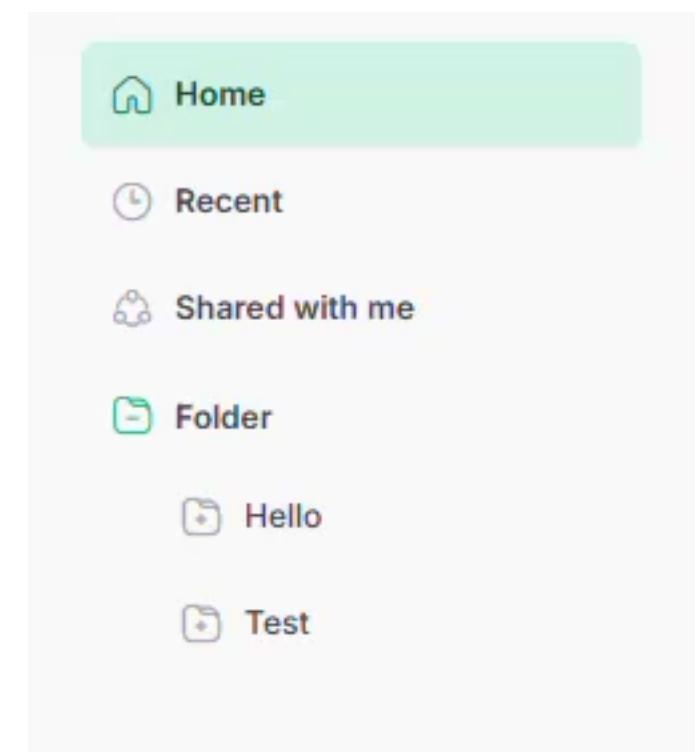
Brain dump during warm up

There were a few things I felt led to a poor user experience on the OptiSigns website but visually I felt things were useable and understandable. The bigger problem was what buttons unexpectedly did what and what buttons were “missing”.

The scheduling tab was very misleading. No obvious “Add event” cue. Only way to add something is to click the calendar.

- There a select option for multiple assets even though it doesn't let you add multiple
- Too much freedom in that overlay selection
- The pull out tab on the left to add new schedules has potential but doesn't match branding and feels unnecessary unless you can edit events there too.
Feels like a glorified list

Video if you play this frame:



The tabs on the left on the “Screens” homepage have a few confusing things:

- The Folder tab doesn't contain anything until you make a folder. When you hover there is a state like it's clickable but it isn't. Could it be collapsible if you make folders? You are forced to see every branch.
- Folder itself is not a good word to have as the main title. Could it say “Folders” as in here are all your folders