



OptiSigns

UI Micro-Refresh

Jessica Stanwood

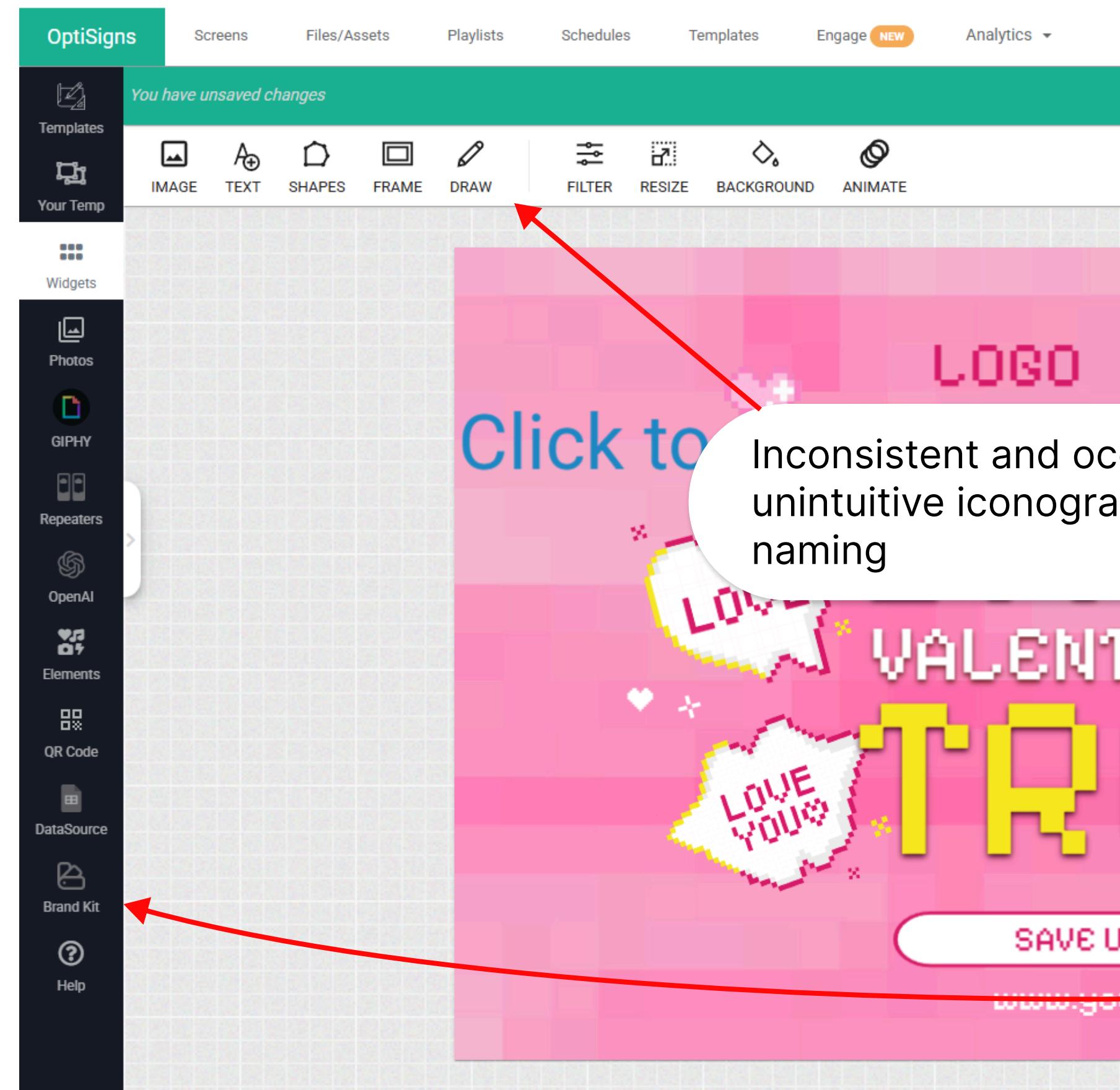
Spot & Diagnose

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.

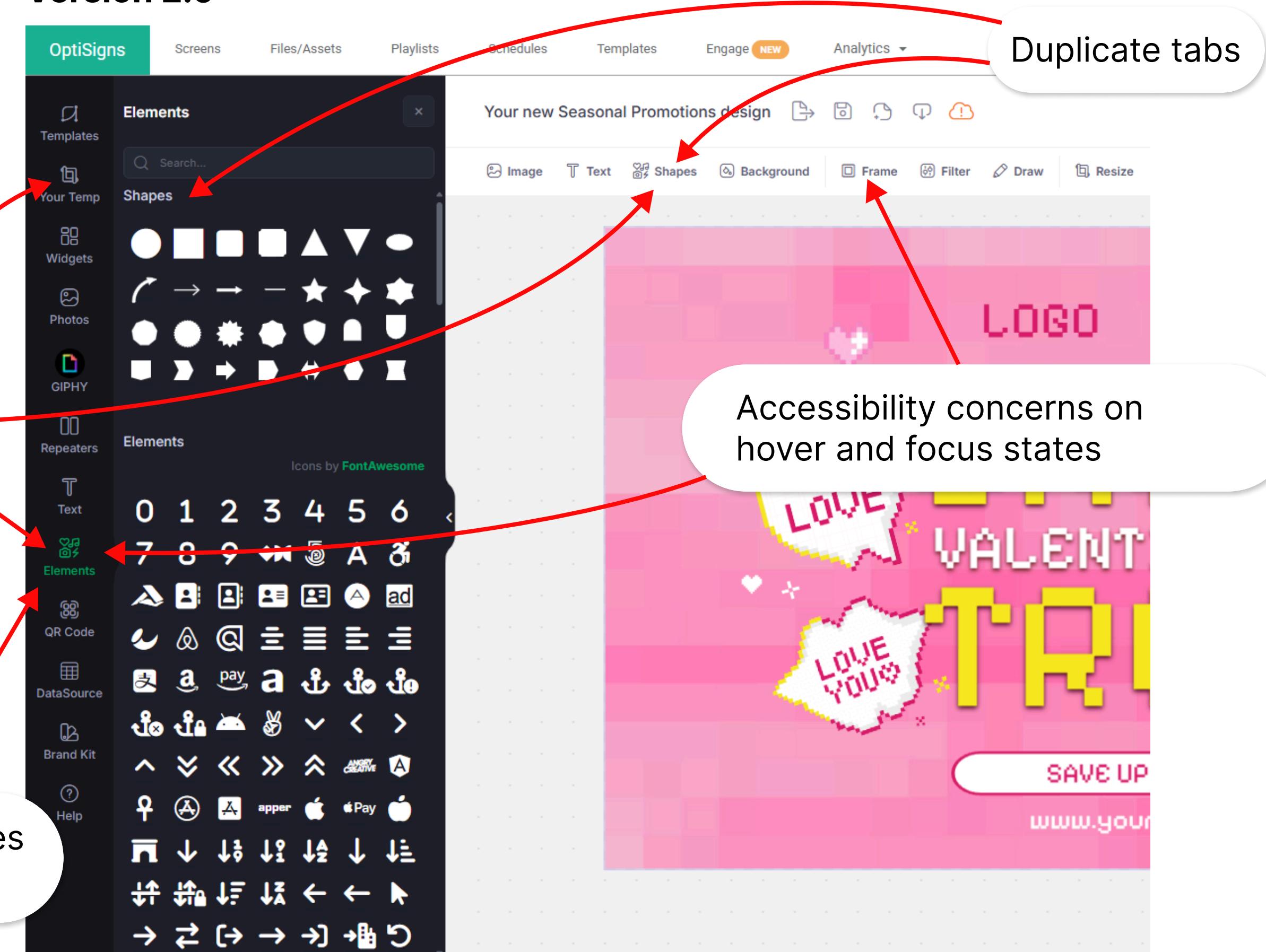
Version 1.0



Inconsistent and occasionally unintuitive iconography and naming

Bad color matches for branding

Version 2.0



Duplicate tabs

Accessibility concerns on hover and focus states

Spot & Diagnose

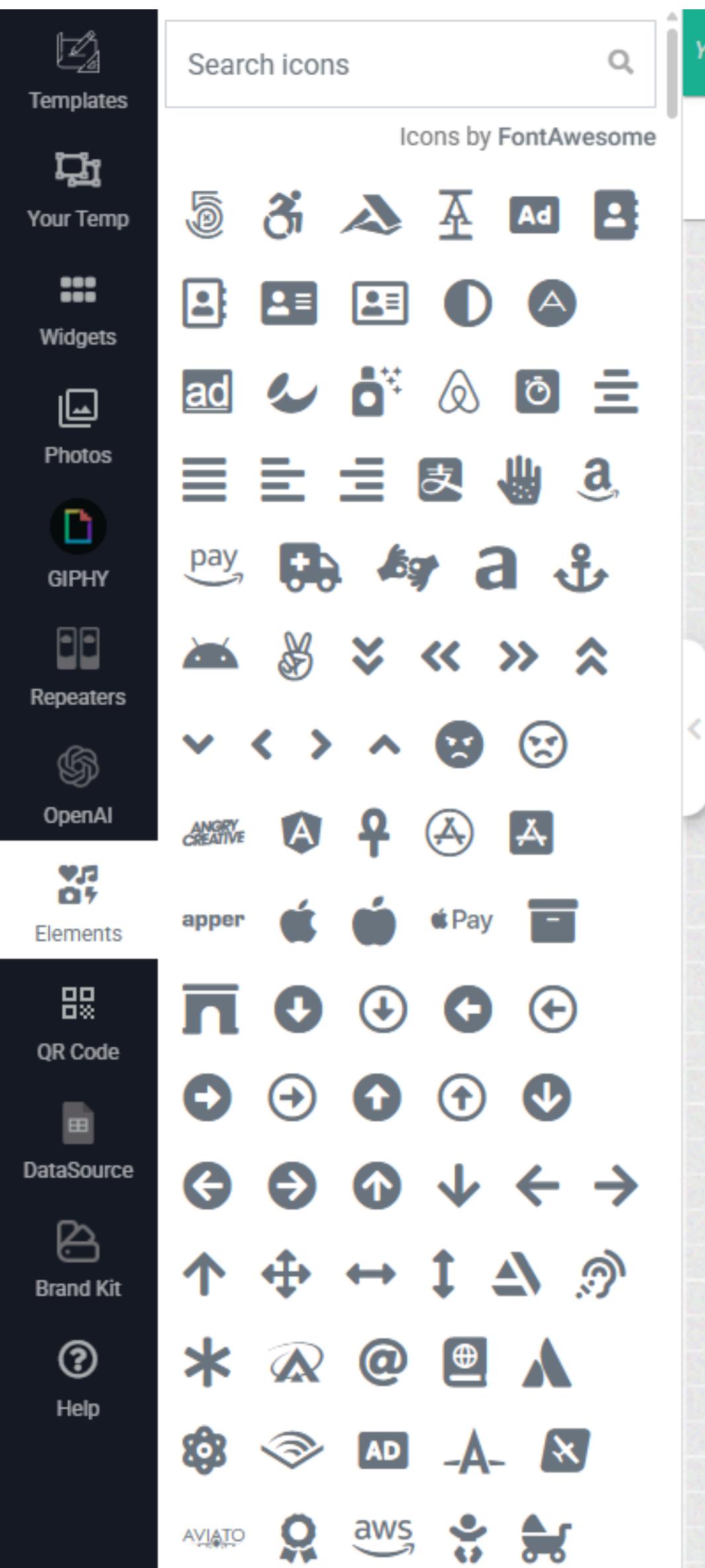
Editors and Toolbars

The left menu in particular caught my eye:

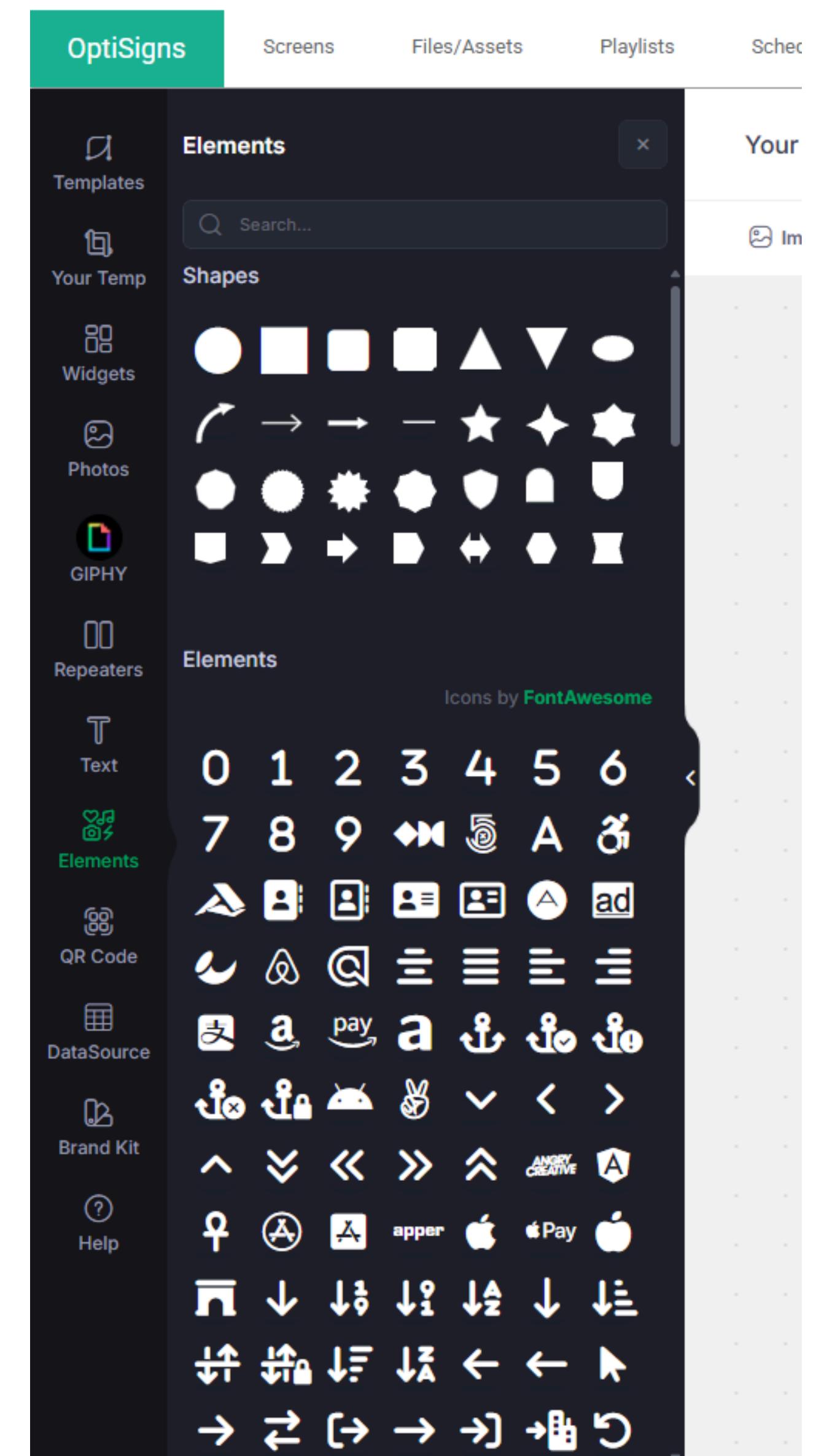
- Feels the most estranged from the rest of OptiSigns brand and style
- Lack of consistent iconography and color
- Unintuitive interactions + feedback

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

Version 1.0



Version 2.0



Spot & Diagnose

Toolbar Buttons

1: Clarity issue because of duplicate buttons that take you to same menu

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: Some naming like “Elements” too vague a name for something that only contains shapes and icons

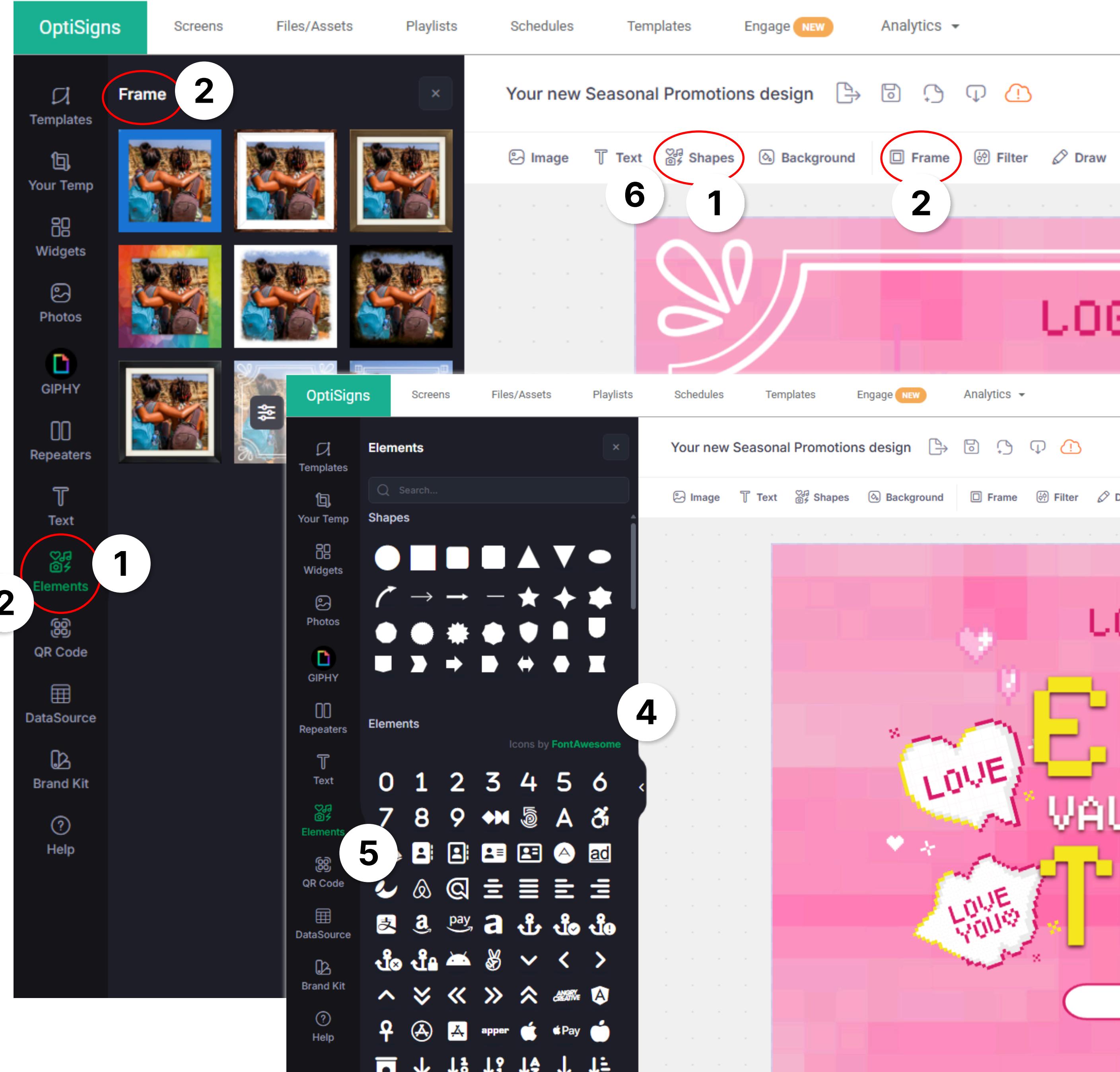
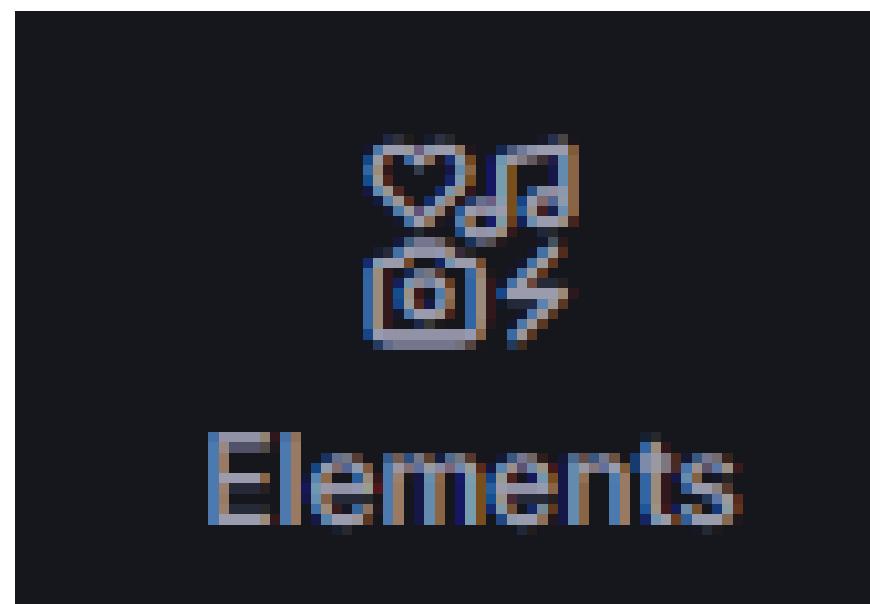
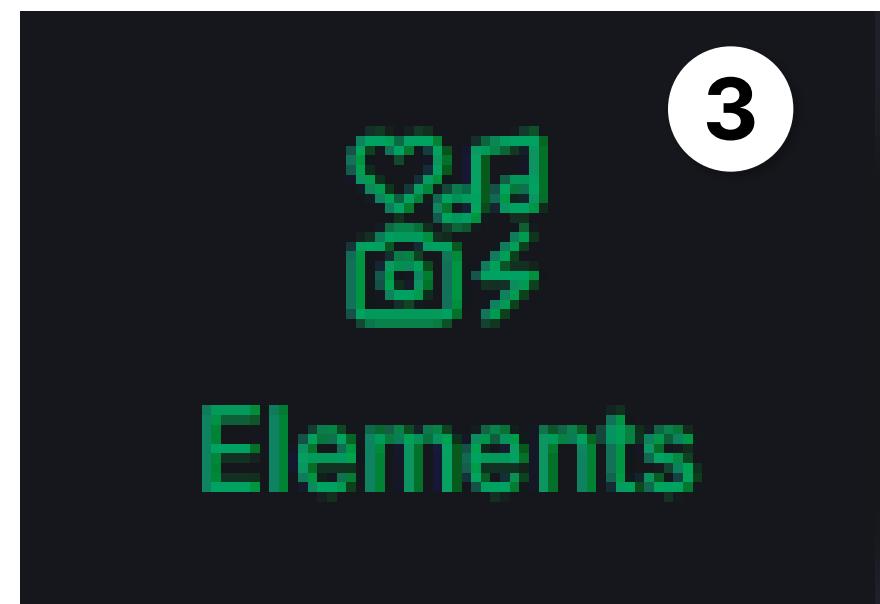
5: Clicking icon a second time doesn't close menu

6: Repeated use of icons:

Elements icon is used here and on “Shapes”

Text icon and button used twice

Photos vs. Image?



Redesign

Iterations: Toolbar Buttons

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

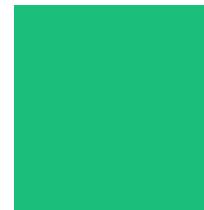
Grey-600



Grey-700



Success



Success-Active



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



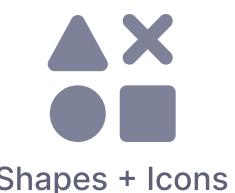
Shapes + Icons



Redesign

Iterations: Buttons inside a menu

Similar to current version with
improve brand consistency



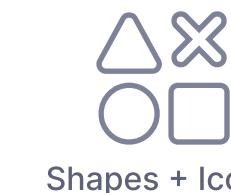
Shapes + Icons



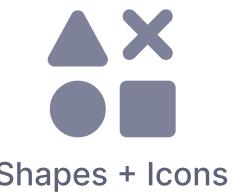
Shapes + Icons



Shapes + Icons



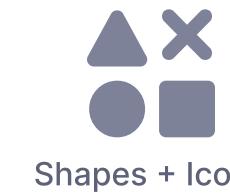
Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



Shapes + Icons



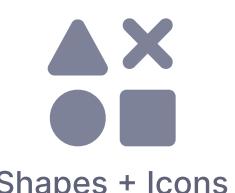
Shapes + Icons



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Shapes + Icons

Condensed version similar to main
OptiSigns website branding



Shapes + Icons



Shapes + Icons



Shapes + Icons



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Shapes + Icons



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Shapes + Icons

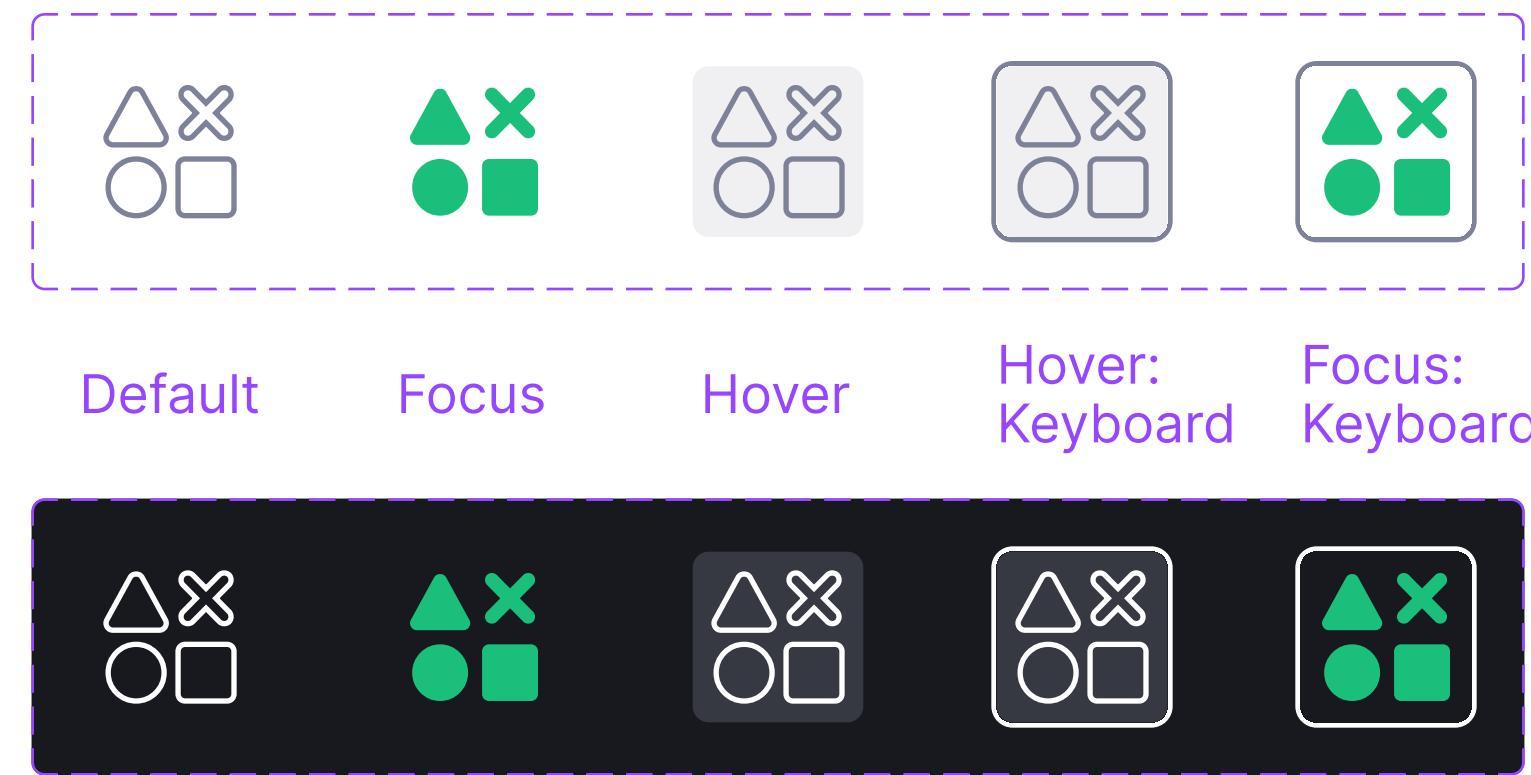
Simplified



Redesign

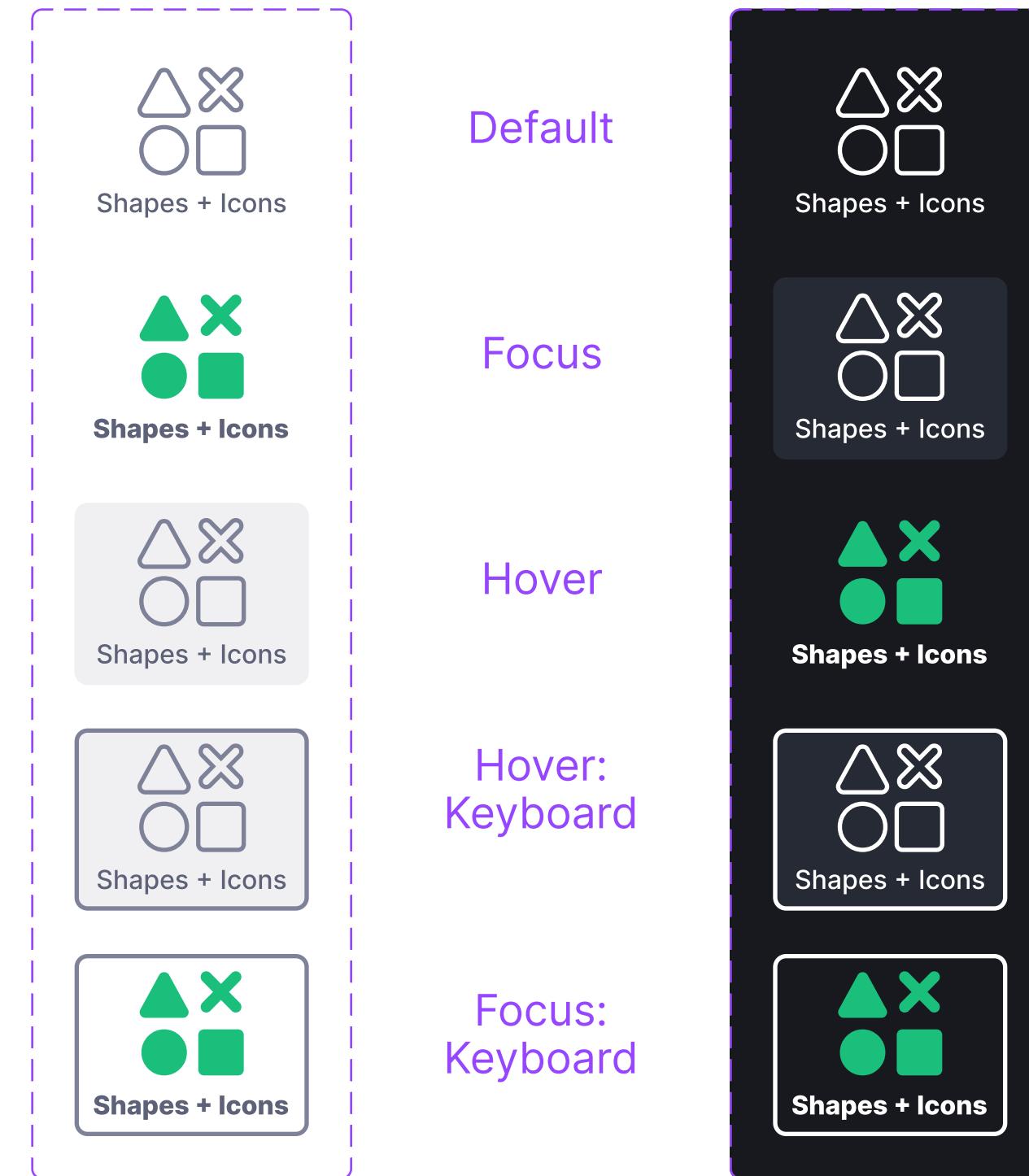
Iterations: Buttons inside a menu

What I initially settled on:

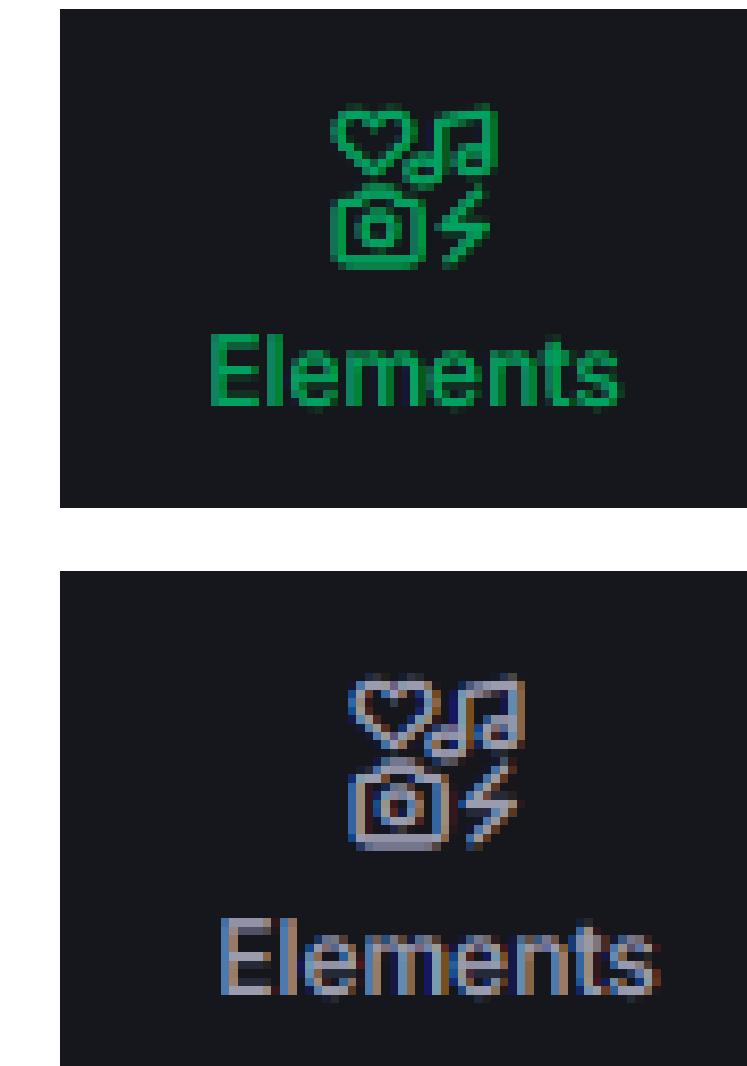


I liked the clean look however it would be too hard to learn for new users especially if there are a lot of toolbar options

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 more clear
- Interactions more intuitive
- No more duplicate buttons (assuming this would replace duplicates on top tool bar)
- More states for accessibility and feedback for users (shown in last frame)