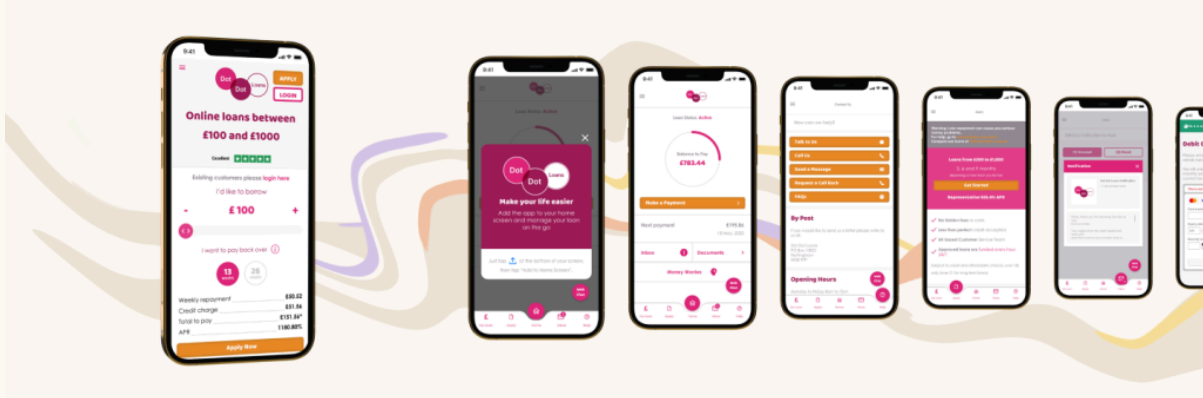


Design Systems and Customer Journeys: UI/UX Groundwork for Dot Dot Loans



A collection of UI and UX features created for Dot Dot Loans - a company that provided short-term, online loans.

[View Customer Journey Demos →](#)

[View Repayment Plan Tool Prototypes →](#)

[View Maintenance Feature Prototypes →](#)

Context

Dot Dot Loans were a subsidiary of Morses Club PLC a UK consumer finance company that offered a variety of loan products including home collected credit and online lending. Dot Dot Loans provided online loans between £100 and £1000. The company entered administration on November 17, 2023, and is no longer offering new loans.

At the time of this project, Morses were making a push to move the majority of their services to digital and improve the usability of their existing digital lending services. They had a few screens already prepared on Figma representing the Dot Dot Loans brand, but not much more.

The majority of this work comes from the beginning of my time with Morses Club.

Details

Scope	Full-time work, improvement on existing product
Role	Concept, Research, UX & UI design
Tools	Figma, HotJar

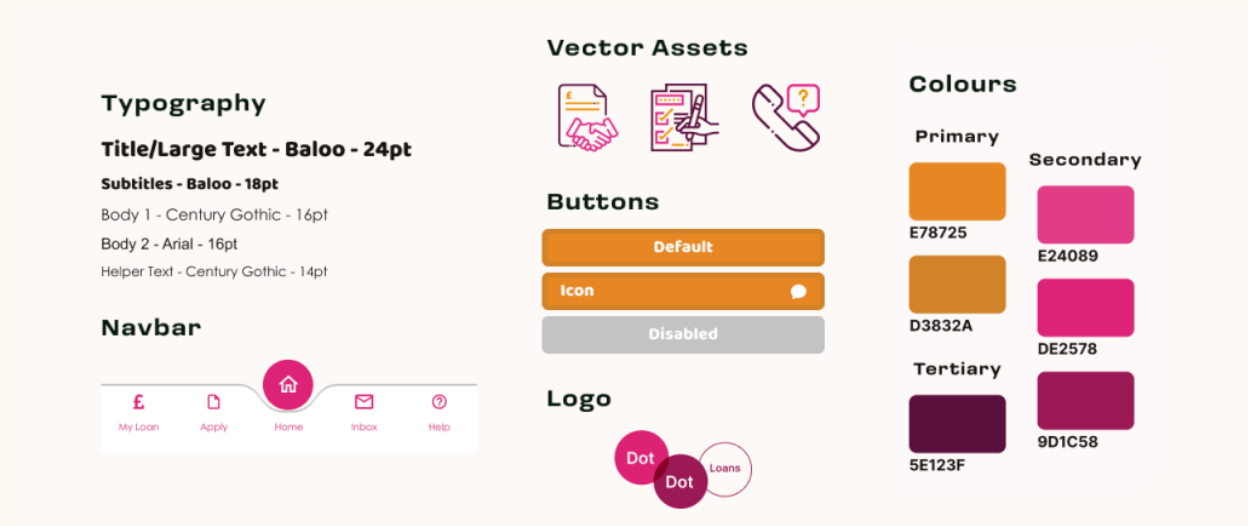
Design System & Interactive Journey

Problem

Morses were looking to expand the Dot Dot Loans product, but had no way of quickly prototyping out new features. At the time, they were relying on a third-party company to build out the DDL website. This meant that testing out new features, or even just getting an example of how they would look could sometimes take weeks. They needed a way to test out new features more quickly and a way to provide the third-party with a clearer reference point, so that there would be less need for revisions.

Solution

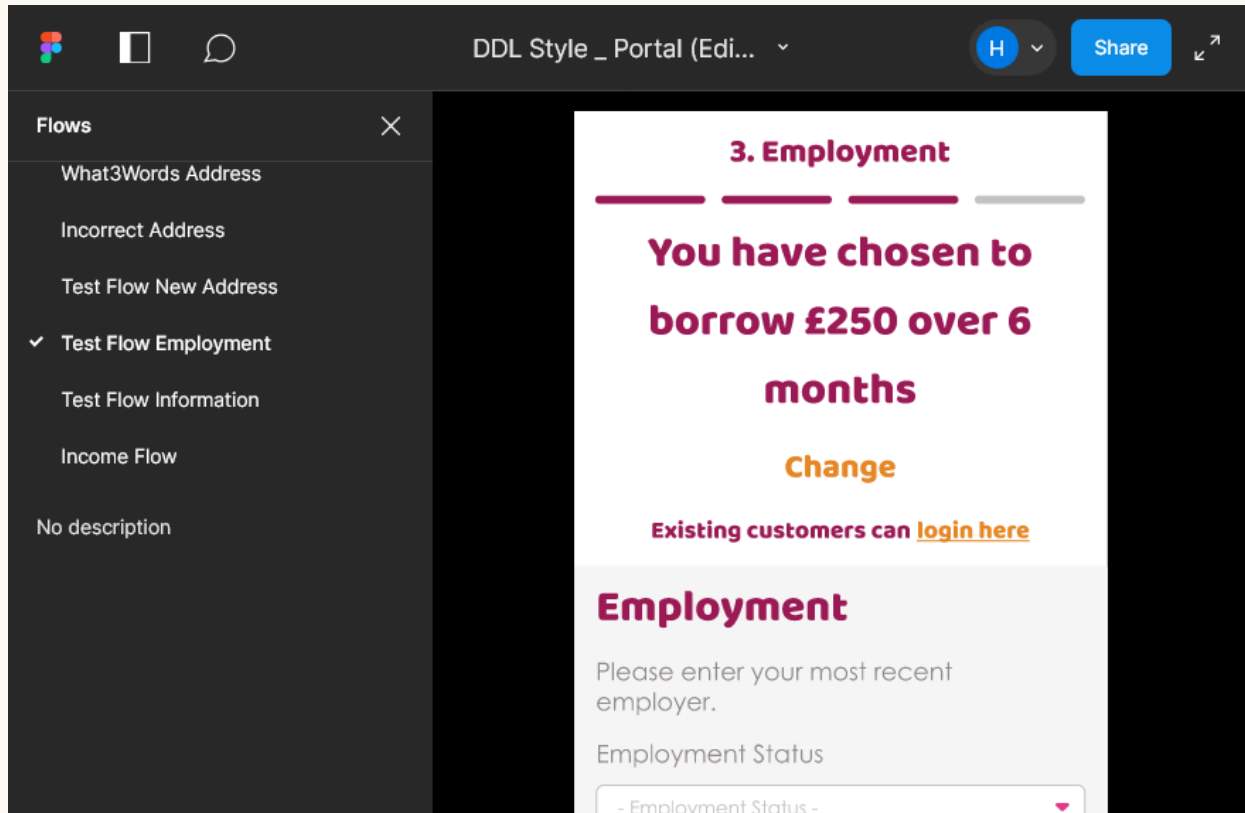
The design system was built out with the intention of enabling faster prototyping of new features. It was created in Figma, based on assets from the existing Dot Dot Loans website and portal. Interactive components were modelled on existing interactions on the site.



Condensed look at the DDL design system.

The design system was then used to build out screens for the existing customer portal and sales journeys available on Dot Dot Loans. The primary intent of this was to create a baseline to test new customer interactions on.

The secondary intent of this was to create more up to date employee training for customer agents, which could show them the most up to date screens that a customer would be working with. This was done by creating interactive figma demos based on the customer journeys.



Example of the many demos created to test new features & help with employee training.

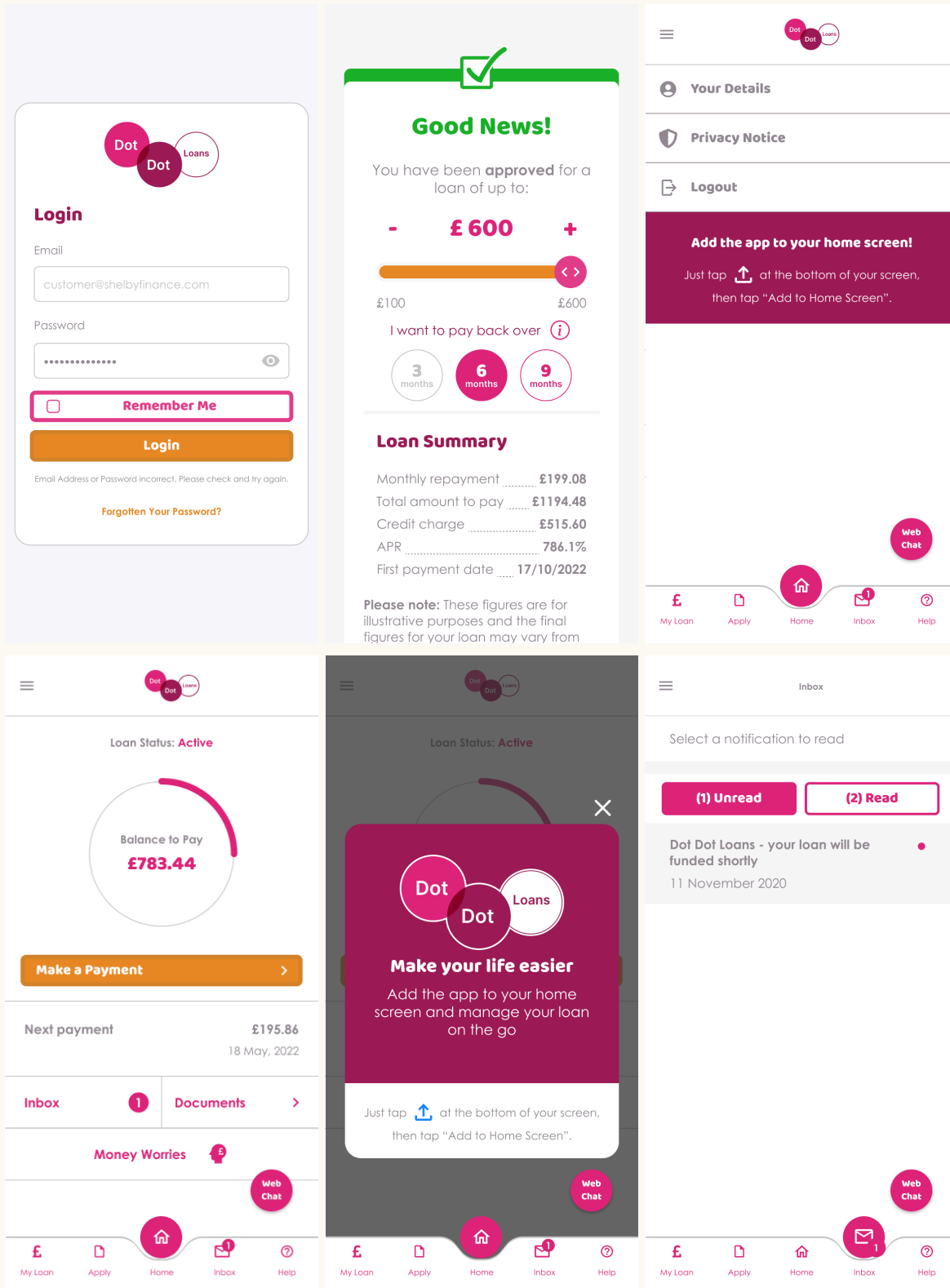
Impact

Building out the design system helped to maintain the consistency of visual elements across future designs. It also allowed for much faster prototyping of and iteration on new features. This increased overall confidence in new features before they were sent to the third-party to be implemented.

Recreating the customer journey allowed us to properly visualise and understand how users navigate through the website, leading to more informed decisions about what features could be added, moved, etc. Providing the third-party with clear, interactive reference also meant that less revisions needed to be made to the final product. This saved Morses both time and money.

The demos also served as a good visual guide to our journey for new team members, and aided with training and onboarding. They reduced set-up time for employee training, as new employees could be provided with a link right to the demos and a password, rather than waiting on accounts to be set up by IT.

Screens



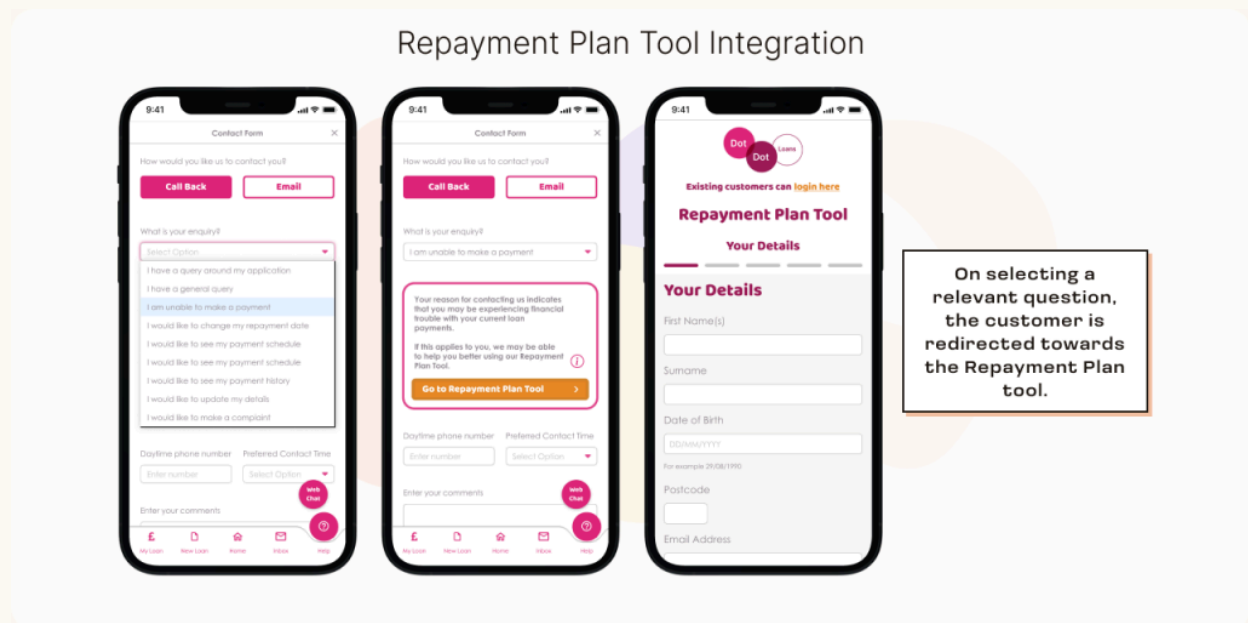
Small selection of the screens created.

[View Customer Journey Demos →](#)

Repayment Plan Tool

Designed a “Repayment Plan Tool” that would be seamlessly integrated into our contact form. Developed flows where user selects a query indicative of financial challenges i.e. “I am unable to make a payment”. On selection, users are given the option to redirect to the Repayment Plan Tool.

This tool acted as an early intervention mechanism for users facing such difficulties and allowed them to independently access help even when a customer service agent was unavailable.



Impact

The integration of this tool reduced the strain on DDL customer service agents, as it allowed customers to partially progress with creating a repayment plan without having to make any phone calls.

Screens

The image displays three sequential screenshots of a 'Contact Form' interface, illustrating form integration. Each screen features a header with the title 'Contact Form' and a close button (X). The first screen asks 'How would you like us to contact you?' with 'Call Back' and 'Email' buttons, followed by 'What is your enquiry?' with a dropdown menu. The second screen shows the dropdown menu expanded, listing various enquiry types, with 'I am unable to make a payment' highlighted. The third screen shows a confirmation message: 'Your reason for contacting us indicates that you may be experiencing financial trouble with your current loan payments. If this applies to you, we may be able to help you better using our O.F.F Tool.' with a 'Go to O.F.F Tool' button. All screens include fields for 'Daytime phone number', 'Preferred Contact Time', and 'Enter your comments', along with a 'Send' button and a footer with navigation links and a 'Web Chat' button.

Screens representing the form integration

[View Repayment Plan Tool Prototypes →](#)

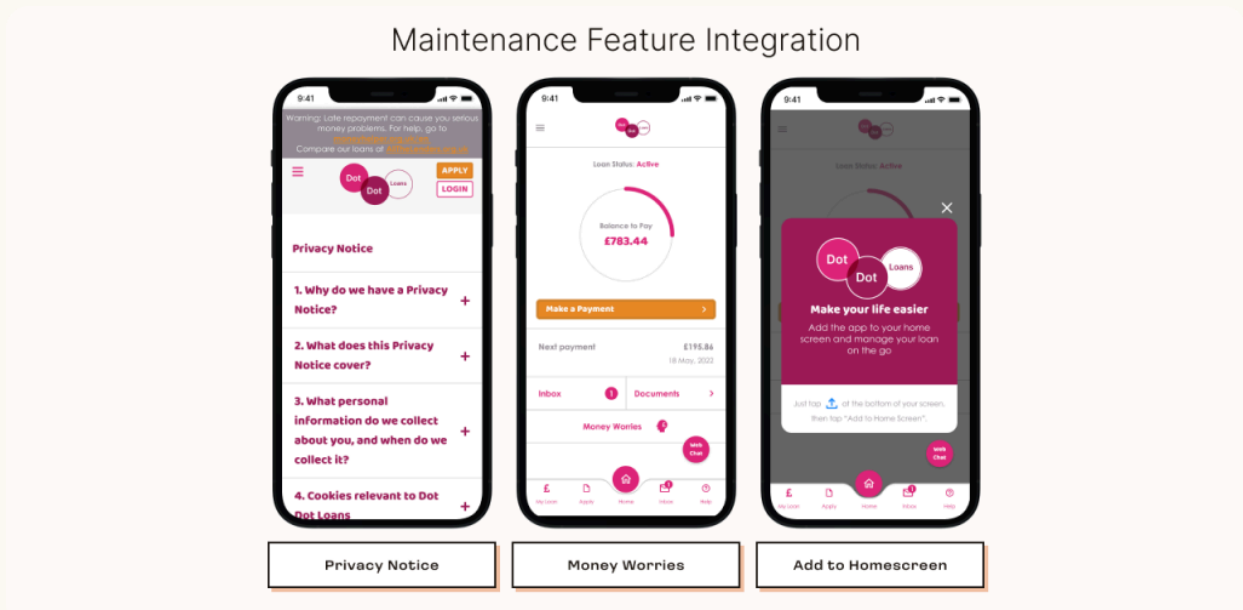
Maintenance Enhancements

Conducted comprehensive maintenance on the DDL main website and customer portal, prioritising user-centric design and addressing key usability concerns. Improvements were conceptualised based on direct customer feedback, and statistics from HotJar.

Notable enhancements include:

- Implementation of collapsible sections on the Terms & Conditions page for improved readability.
- Introduction of a dedicated "Money Worries" page and tab to assist financially unstable customers.

- Addition of “Add to Homescreen” notices within the portal to encourage users to bookmark the site on their mobile devices.



Impact

These maintenance enhancements strengthened trust in the brand by demonstrating continuous commitment to customers wellbeing and the implementation of their feedback.

[View Maintenance Feature Prototypes →](#)

Testimonials

Dorian has a remarkable ability to capture not only what you want but what you need through design. ... They can consistently back every design with customer data, competitor analysis or best practice so you know that every detail has been thoughtfully created in a way that keeps user experience at its heart.

- **Sidonie Lawrie, Head of Product at Nurtur.Tech, Former Digital CX Product Lead at Morses Club**

During our time together at Morses Club, Dorian consistently demonstrated a deep understanding of industry standards and trends in UI/UX design space. ... Dorian's talent, professionalism, and commitment to delivering top-notch work make them a valuable asset to any team.

- **Troy M, Business Analyst at CMAC Group, Former Business Analyst at Morses Club**