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The Graduation project Evaluation Jury

**VAISHNAVI NITIN KONDHALKAR**

to be awarded the Graduation Degree MIT Institute of Design, Pune

**IN INDUSTRIAL DESIGN USER EXPERIENCE DESIGN**

herewith for the project titled **Editage: EOS 2.0**

**MEMBERS:**

ORGANISATION

SIGNATURE

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On fulfilling the further requirements by\*

(\*Subsequent remarks by fulfilling the requirements :)

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**Chairperson of the Jury**

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Graduation Degree in Design, User Experience  
Design 2016-2019

MIT Institute of Design, Pune India

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Vaishnavi Kondhalkar

May 2020

# **Graduation Project 2020**

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## **Editage: EOS 2.0**

Sponsor  
**Cactus Communications**

Student  
**Vaishnavi Nitin Kondhalkar**  
Industrial Design (User Experience Design)

Industry Guide | Faculty Guide  
**Vidhi Shah** | **Dr. Dandeshwar Bisoyi**  
**Chesta Malkhani**

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## Preface

### Vaishnavi Kondhalkar

To be UX Designer

This project has been part of my graduation project, as part of B. Des. This project is prepared with the view to include all the details regarding the project that I carried out. This document could be used as a standard to measure my growth as a designer and a human being.

This document is intended for the education and entertainment purpose only.

This book is a pinnacle of my experience and display of the knowledge I gathered in my 4 years of designing education. This book is limited because it is a representation of my process and had to be adapted as seen fit. Lot of iterations and validations were done for the final output.

This project revolves around the editage customers and the stakeholders. The revamp of the Editage would make a great impact on publishing industry and help us serve better to the customer in terms of experience.

## **Statement of Originality**

I, Vaishnavi Kondhalkar, student of MIT Institute of Design, Pune (Maharashtra) for the year 2016-20, hereby declare that the contents of this thesis is my own work and it contains no full or substantial copy of previously published material. I certify that all data, figures and assistance of any other for received in preparing this thesis and sources have been acknowledged. All the material about CACTUS Communications has been approved by the company.

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Signature:

Place: MIT Institute of Design, Pune

Date: 14.07.2020

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Date: 14.07.2020

## **IPR Declaration**

I hereby declare that the thesis “Editage: EOS 2.0” is a result of my independent work and effort.

I certify that to the best of my knowledge it does not infringe upon anyone’s copyrights. Where other sources of information have been used, they have been acknowledged. This thesis has not been submitted anywhere for any other comparable academic degree.

Student name: Vaishnavi Kondhalkar

Signature:

Place: MIT Institute of Design, Pune

Date: 14.07.2020

## **Certificate**

It is certified that the work contained in the thesis titled "Editage: EOS 2.0" has been carried out under my supervision and that this work has not been submitted elsewhere for a degree.

Student name: Vaishnavi Kondhalkar

Signature:

Place: MIT Institute of Design, Pune

Date: 14.07.2020



# Acknowledgments

Firstly, I would like to express my sincere gratitude to my mentors Dr Dandeshwar Bisoyi and Chesta Malkani for the continuous support for my Graduation Project, by their insightful comments and encouragement, but also for pushing me to grow and become a good UX designer.

Besides my college mentors, I would like to recognize the invaluable assistance of my industry mentor Vidhi Shah. It wasn't possible without her patience, motivation, and immense knowledge. Your guidance helped me all the time. I could not have imagined having a better mentor for my graduation project.

My sincere thanks also go to Chitresh Jain and my product team at Cactus Communication who provided me with an opportunity to join their team as an intern, and who gave access to the resources and trust me with it. Without their precious support, it would not be possible to conduct this study.

I wish to thank my fellow batch mates in for the stimulating discussions, for the sleepless nights we were working together before deadlines, and for all the fun we have had in the last four years.

Last but not the least, I would like to thank my parents, my family members and my friends for supporting me spiritually throughout the process and my life in general.

**Special thanks to**

Vidhi Shah  
Dr. Dandeshwar Bisoyi  
Chesta Malkani

**My Project Guides**

Chitresh Jain  
Prachi Mehta  
Rishabh Prakash  
Mohit Gupta

**Supporters**

Ninad Dighe  
Alfred Jerry  
Sakshi Raste  
Snehashri Panda

**Motivators****My UX 2020 Batch  
mates****MIT Institute of Design  
Faculty**



02

## About the Sponsor

Overview about the company, their values, different products and services they provide and most importantly the team I worked with in these 6 months.

# The Sponsor

## CACTUS Communications

Andheri East, Mumbai



Cactus communications provide science communication and impact solutions worldwide to make science accessible to a global audience and create new opportunities in academic publishing. We specialize in author services, research impact acceleration, medical communication support, and technology products for business solutions serving our users with the products like Editage, Impact Science, Cactus life sciences, Cactus labs, etc.

The culture of CACTUS is unique and has become its defining feature. Our founders wanted to create a company that attracts consumers and life talent. This is possible through an open, inclusive and customer-oriented culture of our own. CACTUS is a meeting point for diverse ideas, cultures, and personalities, and diversity is key to the creativity of our culture.

Scientific knowledge is a powerful tool that can help communities improve and improve lives. We believe that this information should be accessible to anyone and not bound by geography, language, and technical information. We want to make this information accessible to more people and see the positive impact it has on society.

# Aspirations

CACTUS provide solutions that enable our customers to overcome their obstacles and achieve their professional and business goals. Our technology and services evolve to enable us to simplify our customers' lives and provide them with output of the highest standard. CACTUS is afraid to change and transform themselves to stay relevant in this rapidly changing world.

The aim is to ensure that their work reaches the right audience so that their ideas can help lay the foundation for the future. It's about thinking, trying, experimenting, innovating, and breaking the own norms, structure, and even past successes to find the best possible solution we can deliver today.

My internship with CACTUS taught me how important it is to evolve and keep learning to grow into a good designer. Working with the product team, gave me confidence to be a part of such a big project.



My internship with CACTUS Communications started on 16th December 2019. It was a 6 months internship.

## My Workplace..

# My Product Team



Chitresh Jain



Vidhi Shah

Chief Product Officer

Sr. Product Designer

## Designers



Prachi Mehta



Adrian Fernandes



Hilori Shah

## Product Managers



Mohit Gupta



Rishabh Prakash



Rushab Solanki

## Supporters



Aditi Sharma



Allan Mascarehnas



Naren Tripathi

## Foreword

“



**Prachi Mehta**

Sr. Product Designer Cactus  
Communications

Editage is an End-to-end editorial solutions provider for researchers. The brand is undergoing a re-haul this year to give precedence to technology for achieving significant growth in customer experience and delight. A major project that binds the entire revamp is making the customer's journey intuitive and simple once they've placed an order. To be able to solve on existing problem statements and innovate in newer areas, an extensive amount of user research and user conversations were analyzed.

The post sales piece becomes the center point of the business because the community of researchers functions via word of mouth in a big way. 60% of Editage's business is of repeat customers. And since researchers are affiliated to labs, a great experience post sale is imperative to build long term relationships with the said customer & the lab they are involved with. This report covers the entire life cycle of this post sales revamp from the point of user research to the implementation of all the solutions. Vaishnavi was a key part of the entire process and played significant parts in every aspect from the problem assessment to the solution set.



# 03

## About the Product

Understanding requirements of the product, business requirements and initial brief of the project.

# Editage?

Editage was founded in 2002, it is driven by the commitment to accelerate global research communication. It offers a bouquet of publication support services to academic authors and equips them with the knowledge of best practices in publication through comprehensive author education and training programs. It has over 2000 native English editors and one of the largest in-house editing teams in the industry, whose combined expertise covers over 1000 subjects and who are committed to delivering high-quality editorial support while adhering to high standards of ethics in the publication process.



## Editage Website

Editage website offers a bouquet of publication support services to academic authors to accelerate global research communication. The website defines the product in its entirety. It allows the users to look deeply into what the product offers and how it will benefit them once they buy it.



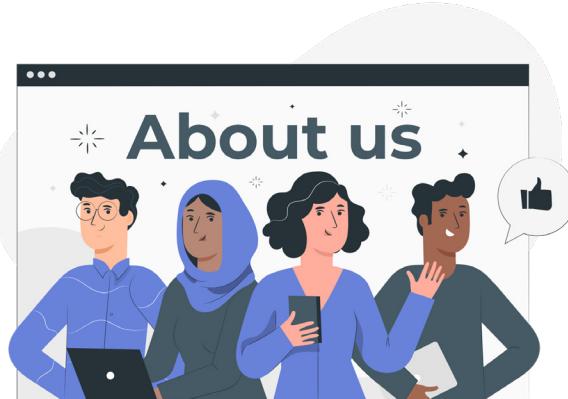
## Forms

Forms is an important component of the website; be it contact forms, payment details, account creation, lead generation, etc, users need to interact with it when availing the product.



## Editage EOS

EOS is post purchase service for the user. It helps the user manage his orders, avail offers and discounts, download files and invoices, make payments for the purchased service.



# EOS?

Editage Online Service is a smart self-service portal which is every customer's personal space, customized for them. Just like a bank account holds my entire financial portfolio, Editage My Account should be our customer's Academic Portfolio. We aim to be to build enough coherence and engagement through My Account that the customer comes here to get answers or solutions for every academic need.

## About our users

Researchers - both experienced and academic students around the world pursuing their bachelors, masters or PhD programs giving them an upper edge over the conventional ways.

## Services we provide?

Discounts and offers, payments, manage orders, download files and invoice, edit profile, etc which help the students in completing their research efficiently and without high cost.

## Countries we target?

We provide this service to the countries all over the world especially East Asian Countries like Korea, Japan, China, India. The major countries of the west include Spain, Brazil, UK, USA, etc.

## Main Tasks?

- File Download (Making research more accessible).
- Rework Requests.
- Feedback (from experts providing deeper insights).
- Payment & Invoices (providing easy checkouts).

# SWOT Analysis

SWOT analysis is a method to understand strengths and weaknesses of the product/company. Look for relevant opportunities and dangers. This method helps maximizing benefits of Strength & Opportunity and minimizing the losses from weaknesses and threats.

## Strength

Reach the objective

1. Catering different users considering their location like Korean, Japanese, Chinese, etc.
2. One to one services provide according to the user expectations
3. Two-sided service : User and Editor.

## Weakness

Areas of improvement

1. No incentives system.
2. Drop out of the flow.
3. Extra content.
4. No personalized experience.
5. A lot of human intervention needed.
6. Poor interface.

## Opportunities

Places / opportunities ripe for growth

1. No human intervention free process.
2. Better and crisp flow.
3. Better interface.

## Threats

Competition or condition could harm your efforts

1. Enago, AJE, Wordvice, Peerwith.
2. Freelancers could be potential threat for the product.

# Initial Brief

Domain

Academia Research Publication Industry

Brief

To understand the system and work on identifying problems in post-customer services.



# 04

## Understand

Literature review of the secondary research, understanding different stakeholders involved and competitors of the product.

# Background information

## Introduction

Academic publishing is the subfield of publishing which distributes academic research and scholarship. Most academic work is published in an academic journal article, book or thesis form. The part of academic written output that is not formally published but merely printed up or posted on the Internet is often called "Grey Literature".

Most scientific and scholarly journals, and many academic and scholarly books, though not all, are based on some form of peer review or editorial refereeing to qualify texts for publication. Peer review quality and selectivity standards vary greatly from journal to journal, publisher to publisher, and field to field.

## Changes in the industry?

Academic publishing is experiencing major changes, as it makes the transition from the print to the electronic format. Business models are different in the electronic environment.

An important trend, particularly with respect to journals in the sciences, is open access via the Internet. In open access publishing, a journal article is made available free for all on the web by the publisher at the time of publication. Both open and closed journals are sometimes funded by the author paying an article processing charge, thereby shifting some fees from the reader to the researcher or their funder. The Internet has facilitated open access self-archiving, which makes all published articles available free for all on the web.

## Interdisciplinary subjects

Most established academic disciplines have their own journals and other outlets for publication. With the variation in review and publication procedures, the kinds of publications that are accepted as contributions to knowledge or research differ greatly among fields and subfields.

- Medicine Sciences
- Life Sciences
- Physical Engineering
- Social Sciences
- Business & Economics



# Different language services

Language service specialists enable the multilingual and cross-cultural communication needed to persuade, educate, inform, and inspire audiences worldwide. It includes services like translation, editing, publication support, etc.

## Translation Services:

The translation is the conversion of information from one language to another. It provides an opportunity to get your point across to an international audience. The purpose of translation is to convey the original tone and intent of a message, taking into account cultural and regional differences between source and target languages.

## 4 level translation process:

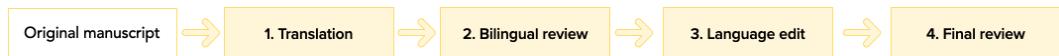


Fig 1: Translation process

## Editing Services:

Editing is the process of revising the first draft of a document for clarity, tone, structure, grammar, spelling, and consistency. In addition to fixing errors, editors provide valuable feedback with suggestions on how to improve the flow and readability of your writing.

## Services used for?

In the publication process, Research Papers, Thesis, Abstracts, Book Manuscripts, Case Reports are the major pieces of academic literature that are enhanced while editing or translating.

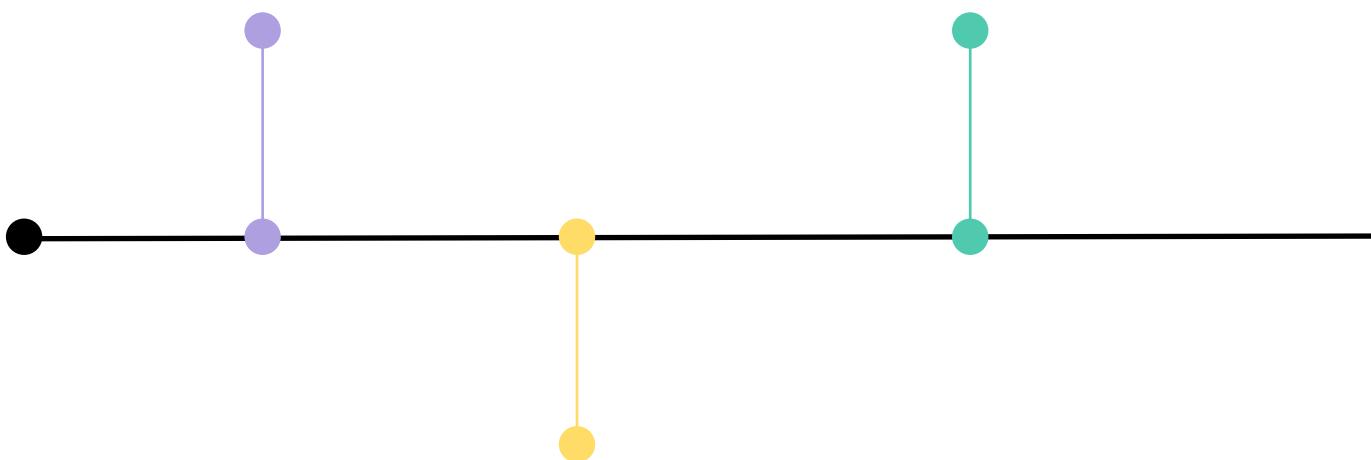
# Publication process

## Funding

Researchers obtain grant funding, usually from federal agencies which is used for Hypothesis creation for the research.

## Manuscript

All the results are written down by the researchers and this document consisting of all the experimentation abs results is called the Manuscript after which researchers looks for a journal to publish these.

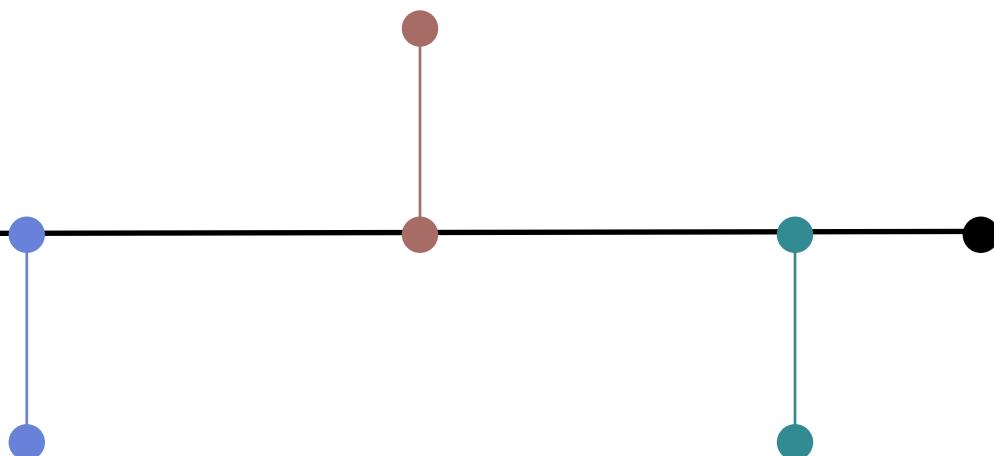


## Research

In the experiment phase researchers need to pay for labs, equipment, grad students, etc. to carry out their research and experimentation in order to get results and validate them.

### Publication

The production process, controlled by a production editor or publisher, then takes an article through copy editing, typesetting, inclusion in a specific issue of a journal, and then printing and Online publication. Publishers accept articles for publication, but require the authors to sign over their copyright, meaning that the journal now owns the article.



### Peer Review

The process of peer review is organized by the journal editor and is complete when the content of the article, together with any associated images or figures, are accepted for publication.

### Libraries

Publishers sell back the journals to libraries at very high prices. Libraries buy the journals because they are essential for research being conducted by faculty and students.

# Top publication companies

All the authors and writers aim to get published in the top-ranking academic groups and publishers. These rankings rely on subjective impressions by the scholarly community, on analyses of prize winners of scientific associations, discipline, a publisher's reputation, and its impact factor. The following are the top publication companies:



## Cambridge University Press

Subsidiary

Established: 1534

content curriculum, publishing



## Springer Nature

Private | Established: 2015

books, content provider,  
publishing

Taylor & Francis Group

## Taylor and Francis

Subsidiary

Established: 1852

books, publishing

OXFORD  
UNIVERSITY PRESS

## Oxford University Press

Subsidiary

Established: 1478

books, printing, publishing



## Elsevier

Subsidiary

Established: 1880

content provider, database,  
data management publishing



# Revenue growth

In the 1960s and 1970s, commercial publishers began to selectively acquire “top-quality” journals that were previously published by nonprofit academic societies. When the commercial publishers raised the subscription prices significantly, they lost little of the market, due to the inelastic demand for these journals.

Although there are over 2,000 publishers, five for-profit companies (Reed Elsevier, Springer Science+Business Media, Wiley-Blackwell, Taylor & Francis, and Sage) accounted for 50% of articles published in 2013. (Since 2013, Springer Science+Business Media has undergone a merger to form an even bigger company named Springer Nature.) Available data indicate that these companies have profit margins of around 40% making it one of the most profitable industries, especially compared to the smaller publishers, which likely operate with low margins.

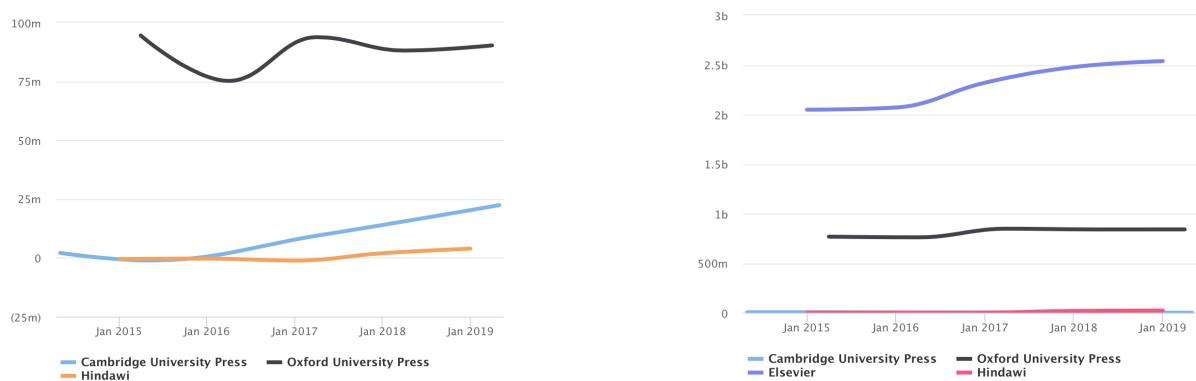


Fig 2: Revenue of the top publishing companies

The graphs gave a better perspective of the revenue of the top publication companies of the past 4 years. Elsevier is the highest revenue generator amongst the all in the year 2019 with 2.9 billion, Oxford university press with 840.5 million and Cambridge university press with 326.9 million in the year 2019.

# Competitor Analysis

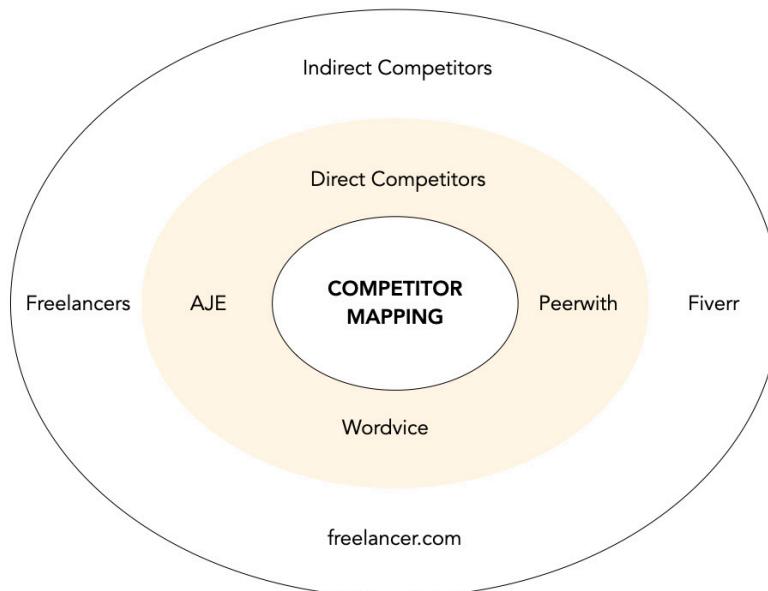


Fig 3: Competitor Mapping

Competitor Analysis gives a comparable mapping view of the competitors existing features. Helps you understand industry standards & identify opportunities to innovate.

It's gives better perspective about the competitors' weakness, develop a unique value proposition, benchmarks to measure my product's growth against my competitor and get an overview of the current demands of the users from different products available in the market.

|   | Peerwith | AJE | Wordvice | Fiverr | Freelancer.com | Freelancers |
|---|----------|-----|----------|--------|----------------|-------------|
| Plus Account  | ✗        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Discounts & Benefits  | ✓        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Prepay services   | ✗        | ✓   | ✓        | ✗      | ✗              | ✗           |
| URL for referral  | ✓        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Free Resources (AJE scholar : Articles, ...)                | ✗        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Group discount service                                      | ✗        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Discount on the basis of current situations (curr... so...) | ✗        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Find Experts  | ✓        | ✗   | ✓        | ✗      | ✗              | ✗           |
| Become an expert  | ✓        | ✗   | ✗        | ✗      | ✗              | ✗           |
| Blog  | ✓        | ✗   | ✗        | ✗      | ✗              | ✗           |
| Pitch for institution research                              | ✓        | ✗   | ✗        | ✗      | ✗              | ✗           |
| Referral via email ID                                       | ✓        | ✗   | ✗        | ✗      | ✗              | ✗           |

|   | Peerwith | AJE | Wordvice | Fiverr | Freelancer.com | Freelancers |
|---|----------|-----|----------|--------|----------------|-------------|
| Archive (conversation between expert & user regarding the work) | ✓        | ✗   | ✗        | ✗      | ✗              | ✗           |
| Change the language   | ✓        | ✓   | ✓        | ✗      | ✗              | ✗           |
| Deadline and pay defined  | ✗        | ✗   | ✗        | ✓      | ✓              | ✓           |
| Guarantee of getting the job is less                            | ✗        | ✗   | ✗        | ✓      | ✓              | ✓           |
| One to one contact with researcher                              | ✓        | ✓   | ✓        | ✓      | ✓              | ✓           |

Fig 4: Competitor Matrix

## Results

Overview of the expert interview for EOS.

### Peerwith

- Focused on users and editors equally.
- One-to-one chat with your editor.

### Wordvice

- Ask for publication success if any?
- Service preference as a filter available.

### Freelancers

- Freedom to choose their job according to the type of subject area and their expertise.

### AJE

- Plus account could be a best feature to incorporate.

### Fiverr

- Difficult to get a job in the initial phase on this platform.

# Our stakeholders?

Stakeholder Mapping is a process of identifying the key people whose decision create impact on the product's success. The main benefit of a stakeholder map is to get a visual representation of all the people who can influence your project and how they are connected.

## What does the matrix do?

The matrix helps to analyze the power that stakeholders have over your project and their level of interest in it.

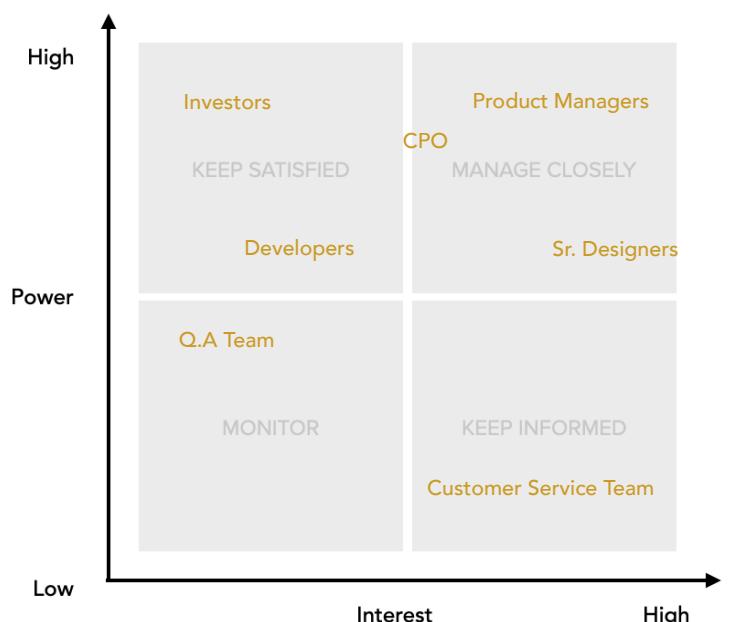


Fig 5: Stakeholder Mapping

# Brainstorming

Brainstorming is a group format problem-solving / creativity technique, in which a group of people face a creative problem using their collective intelligence. This technique inspires people to come up with creative ideas.

Brainstorming sessions should be used at the beginning of a project and address a specific question. The duration of the session can be short or long depending on the nature, quality of the research as well as the quantity of ideas generated.

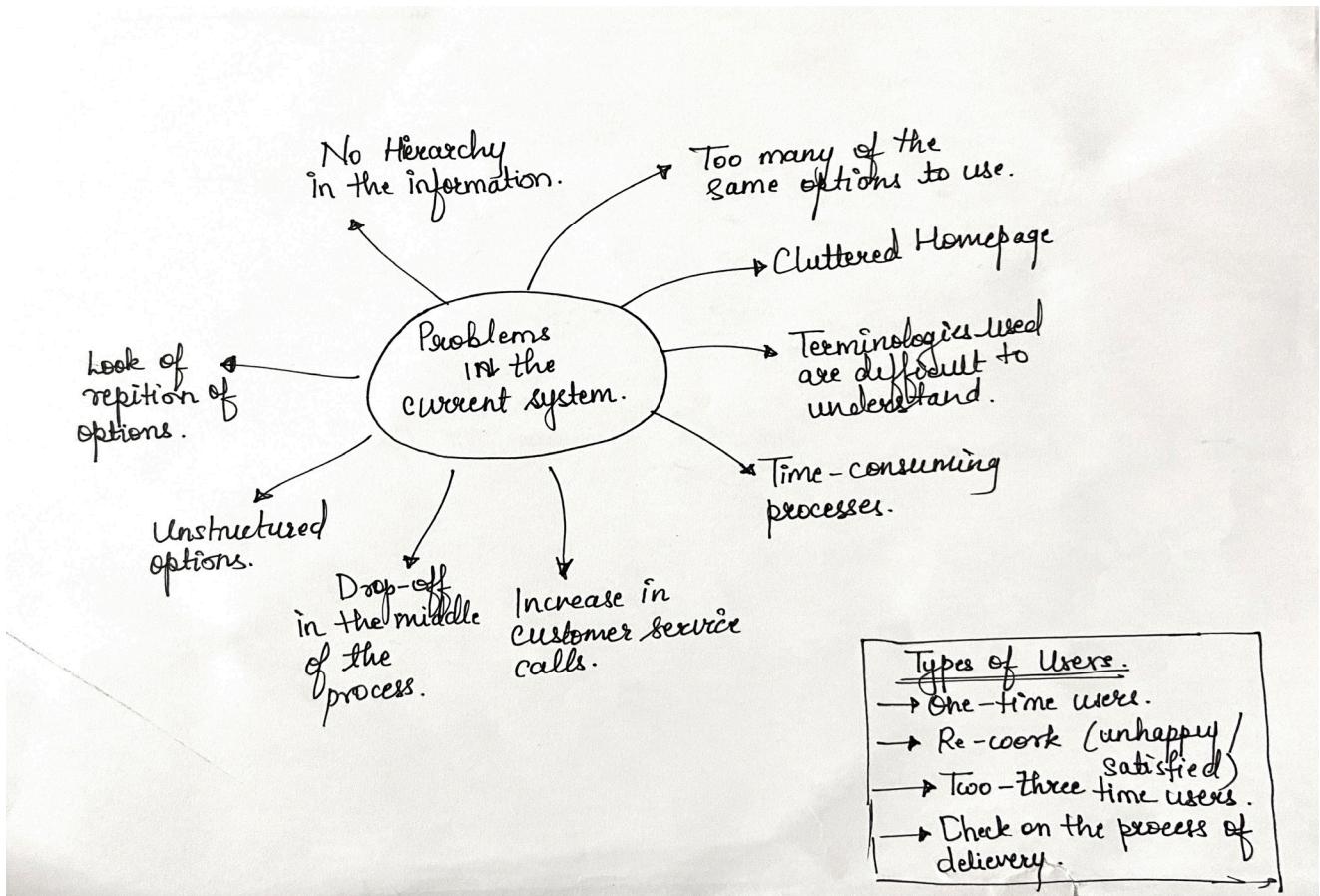


Fig 6: Brainstorming



# 05

## Research

Primary research methods used to understand problems faced by the users with existing data and new data collected.

# Overview of Research Methods

## 01.

### Observational Study

Observational research is a qualitative research method where target defendants/subjects are viewed and analyzed in their natural / Real-world setting. The observational method used is Naturalistic observation study. The goal was to observe participants' natural behavior, without interrupting them or affecting their behavior.

## 02.

### Feedback Analysis

Feedback Analysis understands what the root problems or needs really are, we often need to go a layer deeper which would help us look for similar patterns. With user feedback you often learn the things that truly bother people, as they have taken the time to seek you out and write to complain or suggest something.

# 03.

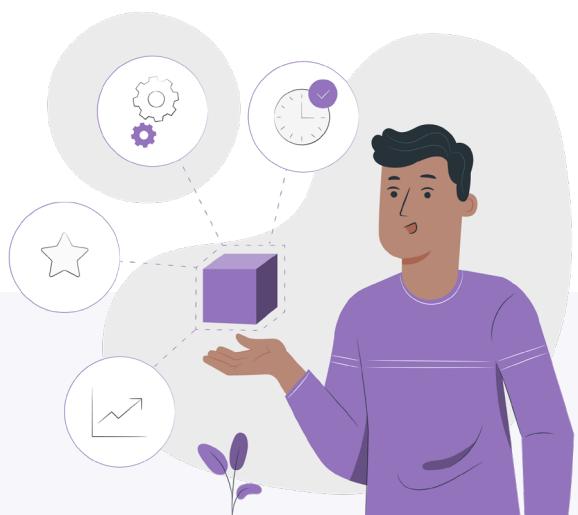
## Expert Interview

Expert Interview earn more about possible solutions to the problem from the interview. The interview gives you a coherent overview.. It helps to learn more about possible solutions to the problem from the interview. It gives you a coherent overview. Expert interviews are taken when you work on complex problems with the necessary context knowledge.

# 04.

## Persona

A persona is a representation of a fictitious user that includes a concise summary of characteristics of the user, their experience, goals and tasks, pain points, and environmental conditions. Personas tell stories about users so that people in the organization can understand the user and what the user wants.



# Observational Study

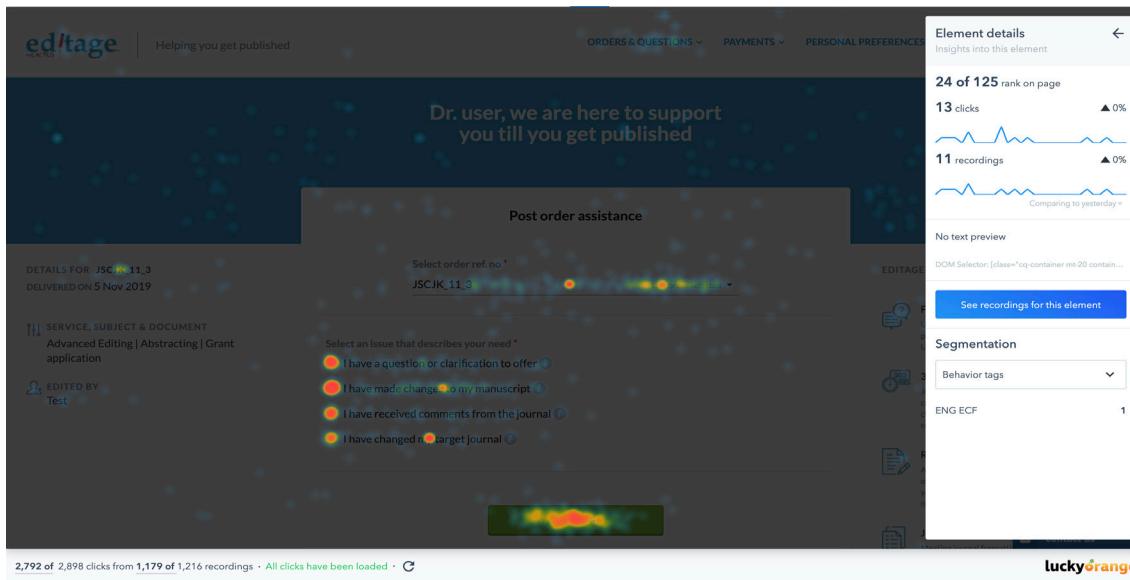


Fig 6: Heat map

Naturalistic observation is a research method that involves observing users in their natural environment. This type of research is often utilized in situations where conducting lab research is unrealistic, cost prohibitive or would unduly affect the user's behavior.

This was the method I followed for achieving the goal of observing users' natural behavior without interrupting them and assessing them without any pressure.

## Tasks and no. of steps involved

The customers go through certain steps to do tasks like payment, downloading invoices and the relevant files, etc. The users visit the EOS for the same.

### Payments -

Number of steps- 4 steps  
Average time taken - 7.3 mins

### Rework -

Number of steps- 5 steps  
Average time taken - 11.2 mins

## User's state of mind?

Different users were in the different mindsets while using the website-

- **Confused** : When two or more options look similar.
- **Frustrated** : When the functionality they are searching for is difficult to find.

## Problems faced

Following problems were faced by the users during the study:

- Confusing options (When a user comes across similar options for one functionality).
- Unable to find the targeted options (User is unable to browse through the available options and find the one he's searching for).
- Dropping out of the process (The user gives up if he's not able to find what he's searching for in time).
- Unsure about selected option (The user is not sure if selecting a particular option will serve his purpose).

## Data of 3 days continuous observation

|       | Morning | Afternoon | Night |
|-------|---------|-----------|-------|
| Day 1 | 188     | 374       | 382   |
| Day 2 | 163     | 212       | 279   |
| Day 3 | 42      | 147       | 180   |

# User Feedback Analysis

Feedback is helpful information & criticism that pertain to a certain action between two or more actors. It gives a lot of new opportunities to learn about the customer. The aim is to satisfy all your customers in the future so as to gain a positive reputation and more loyal customers.

Sample size of the feedback: 100

## Who's the actor?

- Customers
- Editors
- EOS

## Types of feedback

### • Service Feedback:

Service Feedback refers to the process of acquiring customer's opinion about the editor who he worked with, quality of final product delivered etc.

### • Product Feedback:

Product Feedback refers to the process of understand customer's views on the features, system, flow, experience of the product.

## Focused on what type of feedback?

Product Feedback refers to the process of understand customer's views on the features, system, flow, experience of the product.



## Feedback Questions

- Why did you choose Editage?
- Have you ever used another academic editing company before Editage?
- Please tell me the reason/s that you did not use the old company this time. This will help me understand what matters to you the most.
- Please share feedback on the following aspects of the Editage service:
  1. Depth of service information available on the website
  2. The ordering/buying process
  3. The speed of completing your assignment
  4. The quality of the completed assignment
  5. Your interaction with the customer support team
  6. Ease of payment
- How likely is it that you will recommend Editage to a friend or colleague?
  1. 0-4: Sorry to hear that we haven't been able to earn your trust as yet.  
Please let us know how we let you down and how we can improve.
  2. 5-10: Share your friend's details
- If you were the CEO of Editage, what would you do to help researchers in your country get published?
- Many labs and authors have found the following features useful. From the list below, select the ones that you and your lab might be interested in.
- How many papers do you plan to publish in the next one year?
- When do you plan to have your next paper ready?

## Flow re-design for current feedback system

How satisfied were you with:

- Quality of the job: 😊 😌 😐
- Experience with client managers: 😊 😌 😐
- Web & navigation experience: 😊 😌 😐
- Payment experience: 😊 😌 😐

Based on your experience, how likely are you to recommend Editage to your friends & colleagues?

1 2 3 4 5 6 7 8 9 10

What changes can we do to serve you better next time?

**Submit Feedback**

Fig 7: Feedback main screen

Main feedback flow

No options selected.

### Experience with client managers

Main feedback flow: Experience with managers with sub-options.

How satisfied were you with:

- Quality of the job: 😊 😌 😐
- Experience with client managers: 😊 😌 😐

WHAT DID YOU LIKE?

- Polite & friendly agent
- Quick resolution
- Query got solve in the first attempt

Web & navigation experience: 😊 😌 😐

Payment experience: 😊 😌 😐

Based on your experience, how likely are you to recommend Editage to your friends & colleagues?

Fig 8: Feedback: experience with managers

Tell us about your publishing plans

Number of papers you want to publish this year?

Date by when next paper will be ready?

**Submit Feedback**

Fig 9: Feedback: publication plan

Publication plans

Future publication plans.

**How satisfied were you with:**

**Quality of the job**

WHAT DID YOU LIKE?

- Notes help me
- Good knowledge of the subject
- Accurate understanding of job requirements
- Satisfied with the polish of the language and grammar
- Followed my requirements and instructions very well
- The editor knows what I mean

Experience with client managers

Web & navigation experience

Payment experience

Based on your experience, how likely are you to recommend Editage to your friends & colleagues

Fig 10: Feedback: Happy

## Quality of the job

Happy flow with sub-options.

**How satisfied were you with:**

**Quality of the job**

WHAT DID YOU LIKE?

- Needs to provide more useful notes
- Needs to improve academicity
- Need to better understand journal requirements
- Need to better understand my requirements
- Need to understand my intent
- Responses more relevant to subject matter expertise

Experience with client managers

Web & navigation experience

Payment experience

Based on your experience, how likely are you to recommend Editage to your friends & colleagues

Quality of the job  
Satisfied flow with sub-options.

Fig 11: Feedback: Satisfied

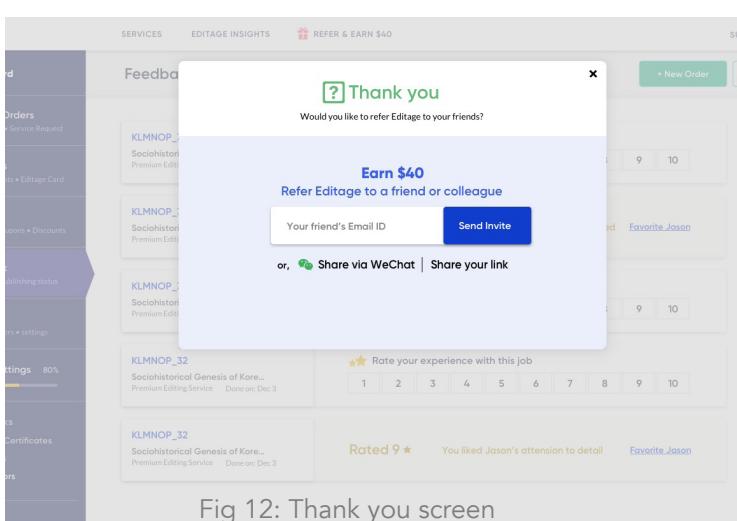


Fig 12: Thank you screen

## Thank you pop-up

Thank you screen.

## Unhappy flow

How satisfied were you with:

Quality of the job

We're sorry for your experience

Do you want us to rework?

What did not meet your expectations?

- Editor changed my meaning
- Insufficient edit for structure, logic flow
- My instructions were not followed
- Poor cover letter
- Poor subject matter expertise
- Poor understanding of journal requirement
- Unhelpful editor comments
- Unhelpful and insufficient comments
- Unsatisfactory editing for editing and grammar

Leave comments if any

Submit Feedback

### Quality of the job

Not satisfied flow with sub-options.

Fig 13: Feedback: Not satisfied

**Re-work Request**

Not satisfied flow with the rework request.

How satisfied were you with:

Quality of the job

We're sorry for your experience

Do you want us to rework?

Which file should we rework on?

- Use existing file which you delivered
- I will upload a new file now
- I will upload a new file later

What did not meet your expectations?

- Editor changed my meaning
- Insufficient edit for structure, logic flow
- My instructions were not followed
- Poor cover letter
- Poor subject matter expertise
- Poor understanding of journal requirement
- Unhelpful editor comments
- Unhelpful and insufficient comments
- Unsatisfactory editing for editing and grammar

Leave comments if any

Submit Feedback

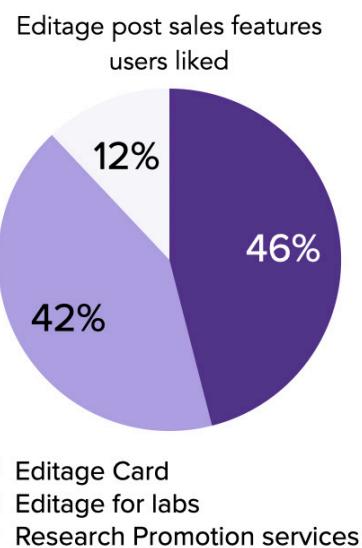
Fig 14: Feedback: Rework request

**Finally!**  
**A better flow was**  
**proposed...**

## Summary

Why did they choose editage?

- Referred by a journal
- Reasonable prices
- Heard/ Read about the quality.



Users who have used editing services before editage

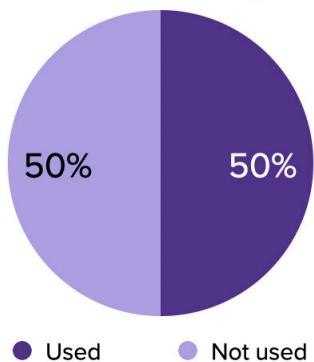


Fig 34: Editing services used before

Reasons they didn't go back to the old service?

- Quality issues
- High prices
- Post editing support did not meet expectations

## 3 out of 4 users

are satisfied with the payment process but the rest are genuinely upset about it.

### User Suggestions

- Real time communicating platform.
- Handbook for researchers about mistakes when editing a paper.
- Fast and user-friendly process.
- Give confirmation once the payment is done with other details like cost, delivery date, publisher, etc.
- Improve contact between authors and editors.
- Help in designing projects.

# Expert Interview

Expert Interview deliver great insight into how users work and what designs would be best for them. It is used when you work on complex problems with the necessary context knowledge. It helps to capture important opinions, interest groups and perspectives.

## Themes

- Everyday calls with the users
- Reasons why the user calls? Their pain points
- Their frustration points
- EOS. Important? how?
- How do they handle crisis situations?
- How has the editage 2.0 website launch affected their work?
- Expectations from EOS 2.0 ?

## Goal

Questions made was specially for customer service team.

To understand the customers' needs from the customer service teams perspective, CS team was chosen to be the experts from this interview process because the CS team has been in direct contact with the users. It's interesting to know how they perceive the customers' needs. It gives a third person perspective towards the redesign of the product.



# Insights

Overview of the expert interview for EOS.

## Post-sales services

Clear understanding of post sales and pre sales services. Post sales include tasks like rework, download invoice, editing certificate, payments, offers, etc.

## No Informative flow

The system does not give the answers to the questions user visits EOS. Like how long the order will take to complete, can the user give invoice preference, any study guide to write a better paper, etc.

## Market differences

Different markets demand different services. China prefers calling than visiting EOS. followed by Japan. They find one to one contact more reliable and time saving than visiting EOS.

## Reasons of customer calling

The users prefer calling the CS team for guidance as they want the task to happen quickly without wasting time and feel that EOS is not so user friendly

## Client Intelligent system

They want EOS to be more user friendly and smart so that they don't call the CS team for unnecessary problems like invoice download, certificate download, etc.

# Persona 1



Name: Arjun Bakshi

Age: 22

Location: Mumbai, India

Occupation: Student,  
Freelancer , Content Writer

No. Of papers Published:  
None

Education: B.E in Computer  
Science

Languages: English , Hindi

Arjun Bakshi is a college student studying in B.K. College of Engineering. He is completing his B.E degree. To make extra money with studies, he does freelance, online content writing, blogging about different topics/ hot spots in the city. Living alone in such an expensive city & managing expenses, to gets difficult for him to spend money on expensive publication services.

## Internet usage :

Experience: Advance user

Primary Usage : Creating content, gaming , Social media,  
research/ assignment

Device : Laptop , Phone

## Primary Goals :

Cheap editing services / publication services

Avail basic publication services

Discount offers on the ....

## Frustrations :

- Expensive publication services
- Balancing projects, college assignments
- No time as he is busy with other projects
- Not able to find an expert freelancer editor to edit his papers
- His teammates not being supportive & helpful

## 3 words about him :

Hard working , Tech Geek , Focused

## Persona 2



Alicia is an PhD Professor in an University. She is single and manages her expenses herself. She is very friendly and outgoing teacher. She believes in Give and Take way of Knowledge. She is fairly comfortable with Computers. Thus her students help her to operate it. She has guided lot of people , student who wanted to write , publish Research papers in Economics . She herself has written a lot of papers in economics and gotten 12 papers published.

Name: Alicia Wong

Age: 34

Location: Seoul, Korea

Occupation :Professor

No. Of papers Published: 12

Education: PhD in Economics

Languages: Korean , English

### **Internet usage :**

Experience : intermediate

Primary uses : Teaching , Research , News

Device : Laptop , Phone

### **Primary Goals :**

Research / Read more and write more research papers  
Get/ Avail cheap reviews for document translation

### **Frustrations :**

- Language translation to English (Authentic).
- Translation services premium not available.
- Time consuming online tasks.

### **3 words about her:**

Outgoing, intelligent, great learner.



# 06

## Evaluate

Overview about the company, their values, different products and services they provide and most importantly the team I worked with in these 6 months.

# Overview of Usability Methods

## 01.

### Heuristics Evaluation

A Heuristic Evaluation is a list of design rules of thumb that rely on conventions, standards, and best practices to improve a product's overall usability. It's a thorough assessment of a product's user interface, and its purpose is to detect usability issues that may occur when users interact with a product, and identify ways to resolve them.

## 02.

### NASA TLX

The NASA task load index (NASA TLX) is a tool for measuring and conducting a subjective mental workload assessment. It allows you to determine the mental workload of a participant while they are performing a task. It rates performance across six dimensions to determine an overall workload rating.

## 03.

### SHERPA

SHERPA (Systematic Human Error Reduction and Prediction Application) is intended to provide guidelines for human error reduction and quantification in a wide range of human-machine systems. SHERPA uses a HTA (hierarchical task analysis), breaking down each step additionally into the types of errors possible, what they would entail, the consequences, what is involved in recovering from the error, design recommendations, and criticality.

# 04.

## RTAP

The Retrospective Think-Aloud Protocol is a method used to collect data in psychology and in usability testing of a product. Users are asked to say whatever they are looking at, thinking, doing, and feeling at each moment. This method is especially helpful for determining users' expectations and identifying what aspects of a system are confusing.

# 05.

## System Usability Scale

The System Usability Scale (SUS) is a reliable tool to measure usability. It consists of a 10 questions with five response options for respondents; Strongly Disagree Strongly Agree. It is used to evaluate and pinpoint issues, thereby it helps in understanding where the problem lies.

The tasks defined below are used in the usability methods to help the users understand the system.

**Task 1:** Download final download file

**Task 2:** Submit rework request

**Task 3:** Feedback journey

**Task 4:** Download invoice

# Heuristics Evaluation

Heuristics evaluation is a usability engineering method for finding usability problems in the product thereby making it addressable & solvable in the iterative design process.

The content of Heuristic Evaluation are broadly reviewed under 5 factors of the product, that are:

- Navigation**
- Persuasion**
- Content**
- Aesthetics**
- Interaction**

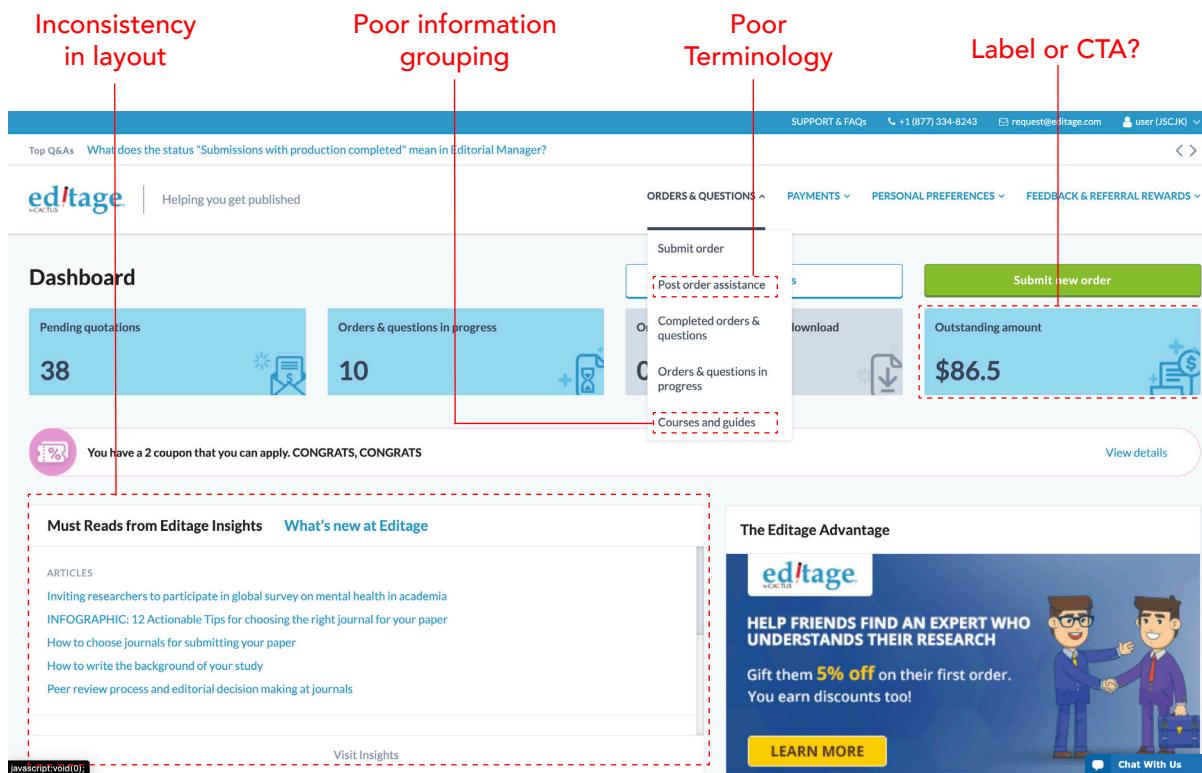


Fig 15: Heuristic Evaluation: Pain points

## Navigation

Insights from heuristics evaluation.

labels, no. of steps, visibility of options

- Unclear IA.
- Navigation labels difficult to understand.
- Long task flows.
- No visibility of system status.

## Persuasion

Decision making, Trustworthiness, Inviting

- No journey bar as it leads to lack of persuasion.
- Lack of affordance in the “Trusted & Verified” icon even after it being legit.

## Content

Readability, Tone

- Poor information grouping.
- Poor information readability.
- Low scan-ability, the user might find it difficult what he's looking for.

## Aesthetics

Layout, Color, Font, Graphics

- Poor UI design / Layout.
- Inconsistency in styles of CTAs.
- No difference between CTA and a label.

## Interaction

Standard, Seamlessness, Feedback

- Standard interaction observed like clicking and hovering.
- No easy transition from one screen to another.

# NASA TLX

Nasa TLX is a multi item questionnaire to measure perceived workload by the customers. It measures workload, like use ability as it is complex yet essential the amount of efforts takes. By the people is mental and physical both.

This workload is measures using six dimensions.

- Mental
- Physical
- Temporal Demand
- Frustrations
- Efforts
- Performance

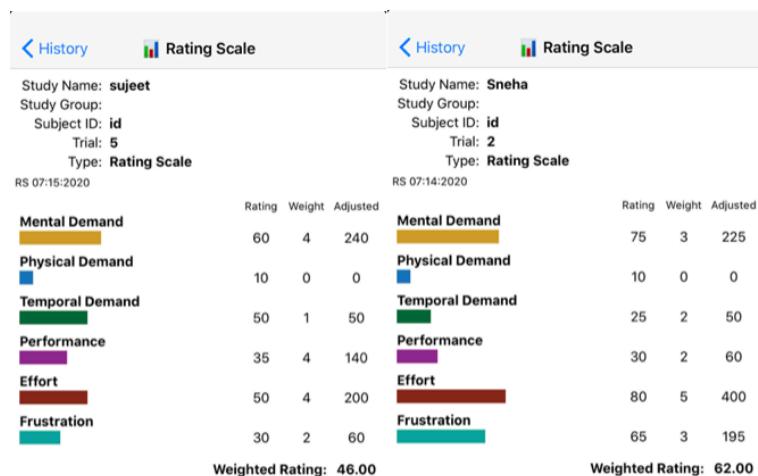


Fig 16: NASA TLX: Statistics

|  | User 1     | User 2     | User 3     | User 4     | User 5     |
|--|------------|------------|------------|------------|------------|
| Study Type                                 | Novice     | Novice     | Novice     | Expert     | Expert     |
| Study Name                                 | Ninad      | Devika     | Akshay     | Sneha      | Sujeet     |
| Subject ID                                 | 1          | 2          | 3          | 4          | 5          |
| Trial Number                               | 1          | 1          | 1          | 1          | 1          |
| <b>Rating Scales, Weights and Adjusted</b> |            |            |            |            |            |
| Mental                                     | 75, 3, 225 | 70, 3, 350 | 75, 5, 375 | 25, 3, 75  | 60, 4, 240 |
| Physical                                   | 10, 0, 0   | 30, 0, 0   | 60, 2, 120 | 10, 0, 0   | 10, 0, 0   |
| Temporal                                   | 25, 2, 50  | 40, 2, 80  | 80, 4, 320 | 25, 4, 100 | 50, 1, 50  |
| Performance                                | 30, 2, 60  | 50, 3, 150 | 15, 0, 0   | 15, 5, 75  | 35, 4, 140 |
| Effort                                     | 80, 5, 400 | 50, 1, 50  | 65, 3, 195 | 25, 2, 50  | 50, 2, 200 |
| Frustrations                               | 65, 3, 195 | 35, 4, 140 | 85, 1, 85  | 30, 1, 30  | 30, 2, 60  |
| <b>Weighed Ratings</b>                     | 62.00      | 51.33      | 73.00      | 22.00      | 46.00      |

Fig 17: NASA TLX: Statistics

## Insights

Understanding of the numbers and the analysis done.

The Rating scale represents that the mental load, effort and frustration is comparatively much more than performance, physical load and temporal load.

Thus the weighed rating say that 3/5 users thought the workload was more than 50% while doing the tasks.



# SHERPA

SHERPA uses Hierarchical Task Analysis together with error taxonomy to identify credible errors associated with a sequence of human activity. In essence, the SHERPA technique works by indicating which error modes are credible for each task step in turn, based upon an analysis of work activity.

In SHERPA, each task step from the bottom level of the analysis is taken in turn. First each task step is classified into a type from the taxonomy, into one of the following types:

- Action
- Retrieval
- Checking
- Selection
- Information

## HTA

Hierarchical Task Analysis is used to understand complex systems and enables the representation of a task hierarchy that could be further detailed. It provides information, inefficiencies in tasks, that can be used for developing product requirements.

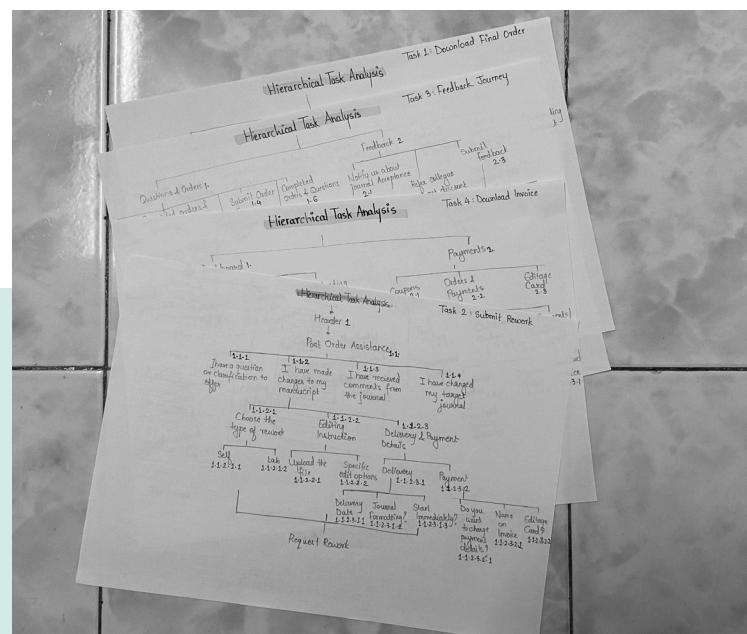


Fig 18: HTA of the tasks

**SHERPA**

Errors found from all the task are mostly Information, Action and selection related. Outcome mostly speaks about how confusing the tasks are and what are the possible reasons of the drop-out of the users while using the system.

| Task 1 : Download final Order and Feedback Journey. |  |              |  |                |   |                     | Task 2 : Submit Rework.  |           |  |                |                                     |  |               |                        |
|---|--|--------------|--|----------------|---|---------------------|--|-----------|--|----------------|-------------------------------------|--|---------------|------------------------|
| Step  | Task Step  | Descriptions | Error Cat.                                 | Error Severity | Consequences                              | Freq of Error       | Remedies   | Task Step | Descriptions   | Error Category | Error Severity                      | Consequences                                   | Freq of Error | Remedies               |
| (der<br>ited<br>ef.<br>ront)                        | Unaware if the file<br>is in what format?                      | I3           | Information communication<br>Incomplete    | A1             | left the user<br>unaware and<br>confused. | Operation too short | Mention all the<br>details about the<br>file. Detailed information | Header    | Terminology used<br>is confusing.  | S2             | Wrong selection<br>made.            | No option<br>selected, drop<br>out of the task | 3             | Half<br>prior<br>ities |
| (board<br>er<br>to<br>load)                         | The system being compli-<br>cated, flow of downloadin          | A1           | Operation too short                        |                | Unsure decision<br>taken                  |                     | Make it different<br>selection segment.                            | Dashboard | Not sure where to<br>find the invoice.   | R1             | Information retrieval<br>Incomplete | No selection of<br>the option.                 |               | Take<br>clear          |
| (den<br>or<br>picked)                               | Task 4 : Feedback Journey                                      |              |  |                |   |                     |  | Header    | Took time to under-<br>stand if invoice is<br>to be found in<br>payments or completed<br>orders. | A1             | Operation too long                  | Wrong option<br>selected.                      |               | Up<br>date             |
| (der<br>back<br>journ)                              | Not communicated<br>the other info like<br>publication status. | I3           | Information<br>communication<br>incomplete |                | Unaware<br>about other<br>questions.      | 1                   | Consistency in the<br>the journey all<br>over the system.          |           |  |                |                                     |  |               |                        |
|   | Misconception of the<br>process being too little               | A4           | Operation too<br>much                      |                | Dropout of<br>the process                 | 2                   | Better flow for<br>feedback.                                       |           |  |                |                                     |  |               |                        |

Fig 19: SHERPA of the tasks

# RTAP

Think-out-loud is a protocol used in usability testing to help the facilitator understand the emotional and practical user experience of a product or prototype. Think aloud requires the user to not only say his or her thoughts out loud, but also to explain and justify them. When the user thinks aloud, what he or she might miss in the interface design becomes clear.

This produces valuable data on how to improve the user interface. By using think aloud protocol in this process, designers and usability experts can better understand the logic behind these revelations.

## Process

In this method, the test user is asked to say everything that he or she is thinking throughout the test and say why he or she is doing it. This will enable the moderators to see how the test user might use the technology in a different way than how they predicted and also understand the reasons behind this. The product or prototype will then be modified based on this feedback.

**STEP 1:** Give brief about the tasks to the user.

**STEP 2:** Observe the users do the task and record the tasks.

**STEP 3:** Calculate effort and temporal effectiveness.

**STEP 4:** Understand the feedback given and the effort and temporal effectiveness.

|                        | User 1 | User 2 | User 3 | User 4 | User 5 |
|------------------------|--------|--------|--------|--------|--------|
| No. Of clicks (Task 1) | 13     | 2      | 2      | 2      | 2      |
| No. Of clicks (Task 2) | 20     | 15     | 25     | 13     | 11     |
| No. Of clicks (Task 3) | 3      | 2      | 3      | 2      | 2      |
| No. Of clicks (Task 4) | 4      | 2      | 6      | 2      | 2      |
| Time taken (Task 1)    | 1.36   | 0.57   | 0.22   | 0.42   | 0.31   |
| Time taken (Task 2)    | 2.14   | 3.15   | 4.01   | 2.45   | 2.12   |
| Time taken (Task 3)    | 0.28   | 0.46   | 0.19   | 0.30   | 0.32   |
| Time taken (Task 4)    | 0.25   | 0.35   | 0.43   | 0.12   | 0.15   |

Fig 20: RTAP: No. of clicks and time taken

|                                 |        |  |  |  |  |
|---------------------------------|--------|--|--|--|--|
| Effort (Task 1)                 | 35.29% |  |  |  |  |
| Effort (Task 2)                 | 60%    |  |  |  |  |
| Effort (Task 3)                 | 75%    |  |  |  |  |
| Effort (Task 4)                 | 50%    |  |  |  |  |
| Temporal Effectiveness (Task 1) | 46.59% |  |  |  |  |
| Temporal Effectiveness (Task 2) | 73.70% |  |  |  |  |
| Temporal Effectiveness (Task 3) | 100%   |  |  |  |  |
| Temporal Effectiveness (Task 4) | 39.32% |  |  |  |  |

Fig 21: RTAP: Effort and Temporal effectiveness

## Insights

Understanding of the numbers and the analysis done.

The table above shows that the effort taken to complete the first task was less than the other 3 tasks.

Maximum effort taken by the users was for the task 2 relative to the time taken to finish the task.

# System Usability Scale

SUS focuses on providing lightweight (10 questions) subjective feedback from users. Because it is so well known and used, there are also a large number of reviews and evaluations of its effectiveness, strengths and weaknesses.

## Interpreting Scores:

Interpreting SUS scores is a bit complex.

- For each of the odd numbered questions, subtract 1 from the score.
- For each of the even numbered questions, subtract their value from 5.
- Take these new values which you have found, and add up the total score.  
Then multiply this by 2.5.

The **average System Usability Scale score is 68**. If your score is under 68, then there are probably serious problems with your website usability which you should address.

|            | Scores (in %) |
|------------|---------------|
| User 1     | 57.5          |
| User 2     | 50            |
| User 3     | 52.5          |
| User 4     | 45            |
| User 5     | 43.5          |
| Avg. score | 49.7          |

Fig 22: SUS table

# Insights

Overview of the insights got from all the usability methods

## Navigation

The navigation bar is very complex with too many options and a lot of text which makes it time taking for the user to get to what he intends to look for.

## No motivational points

No incentive was provided to the users in order to complete certain tasks and hence had no motivation to go through a tedious process in order to finish them.

## Aesthetics

The User Interface of the website is dull which makes it non-welcoming for the user. Lack of proper lay outing for all the options presented is a major contributor to this.

## Content

Terminologies used in the dashboard are not right in various places which confuses the user.

## Mental Load

It was overwhelming for the users to go through the site as it has a lot of content. I found this out through observation study in which I found out that users took time to understand what is actually essential for them. Users drop-off from the task due to excessive mental pressure and peace the task at hand incomplete.

## Complex System

The user is offered with a lot of options on the first page itself which are not processed easily at the first go. This makes it confusing for the user to go through the site. Task becomes complex for the user to be executed and hence time consuming.

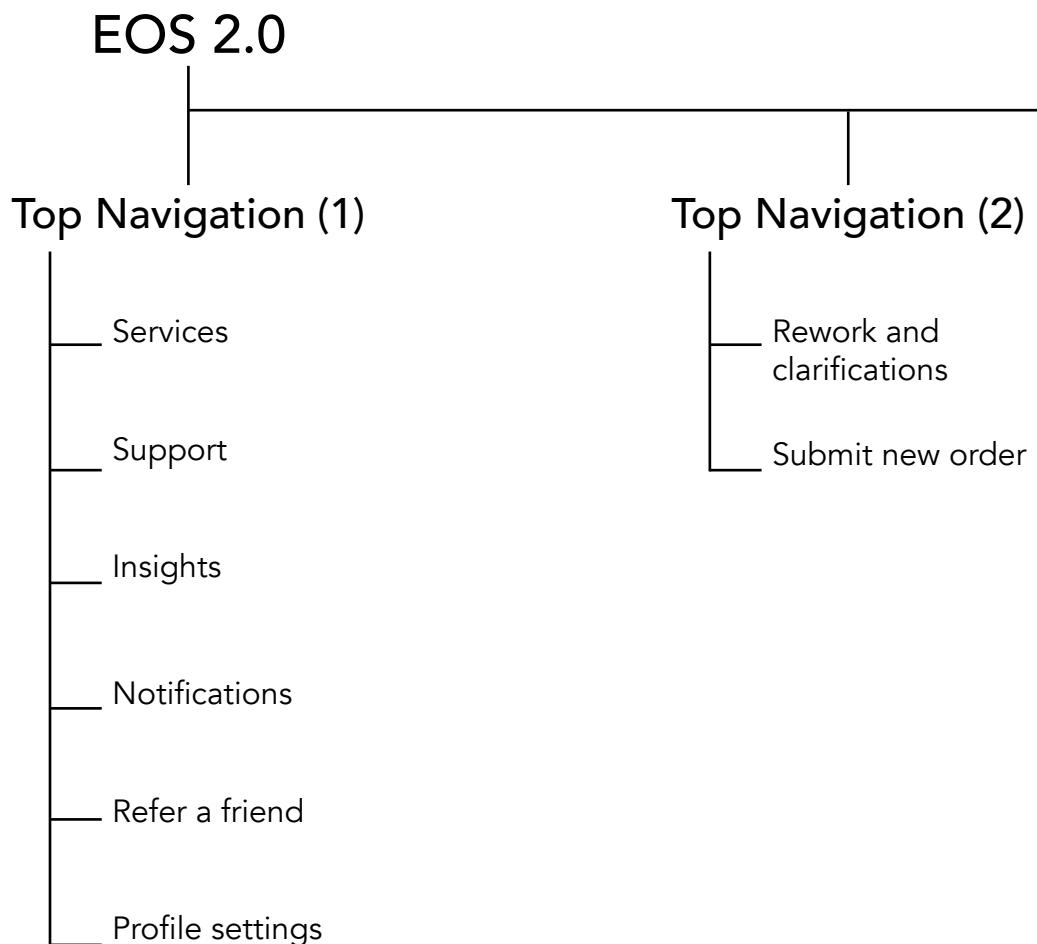


# 07

## Ideate

Brainstorming and gathering ideas, sketching and wire framing, re-evaluating and re-sketching the screens.

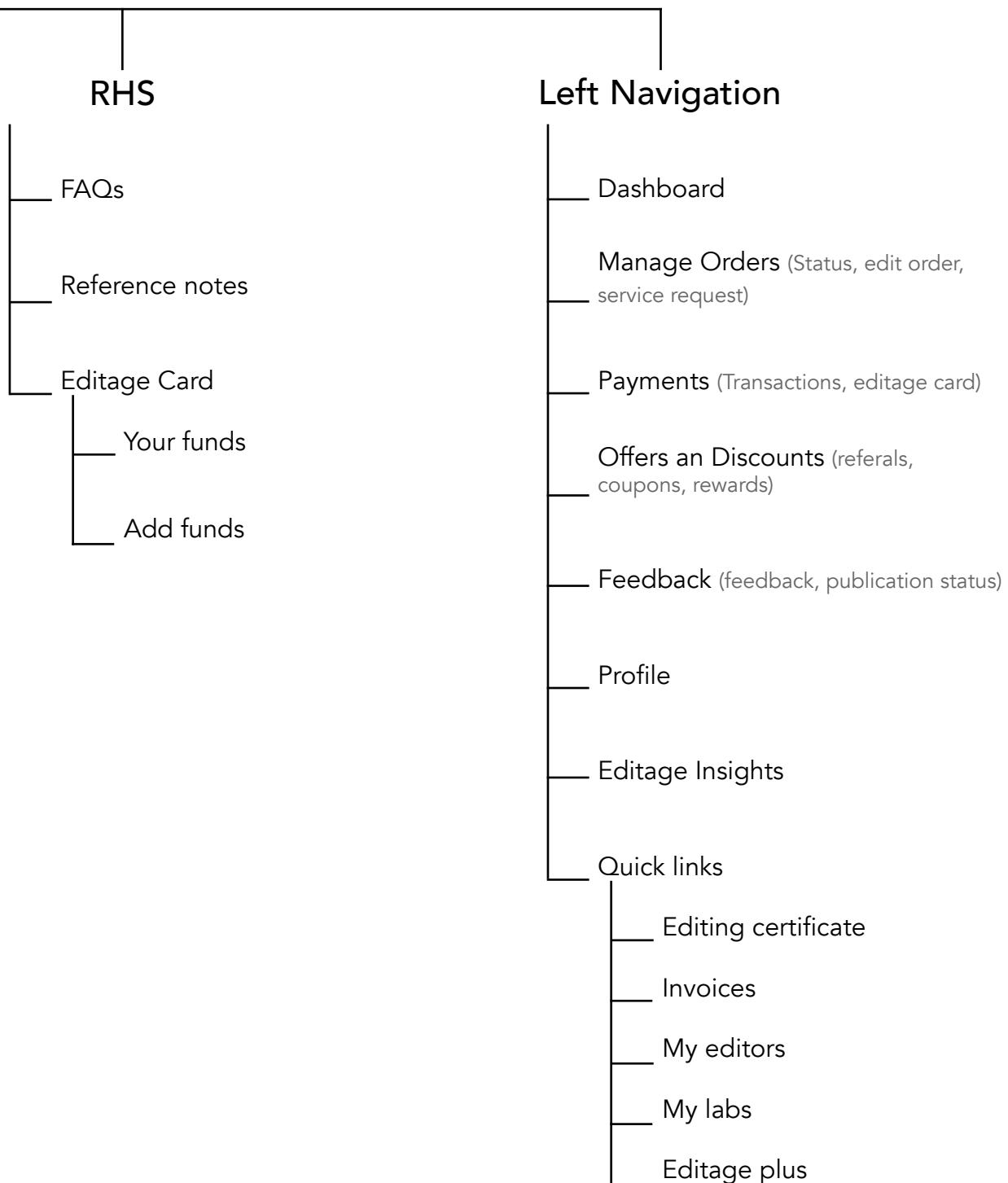
# Improvised IA



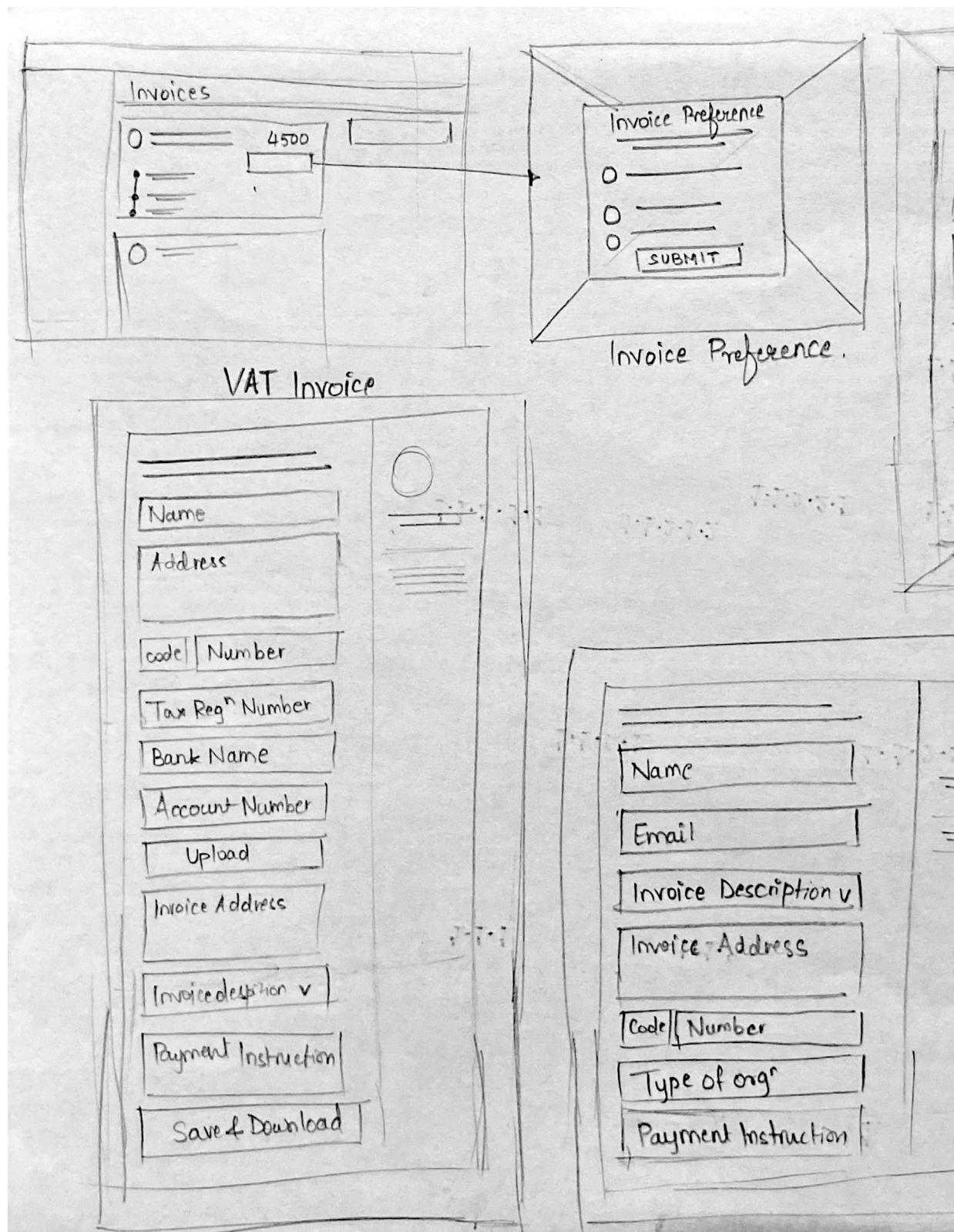
**Primary:** Top navigation 1.

**Secondary:** Top navigation 2, Left navigation, Right Navigation.

**Tertiary:** All the content under the navigations.



# Wireframes



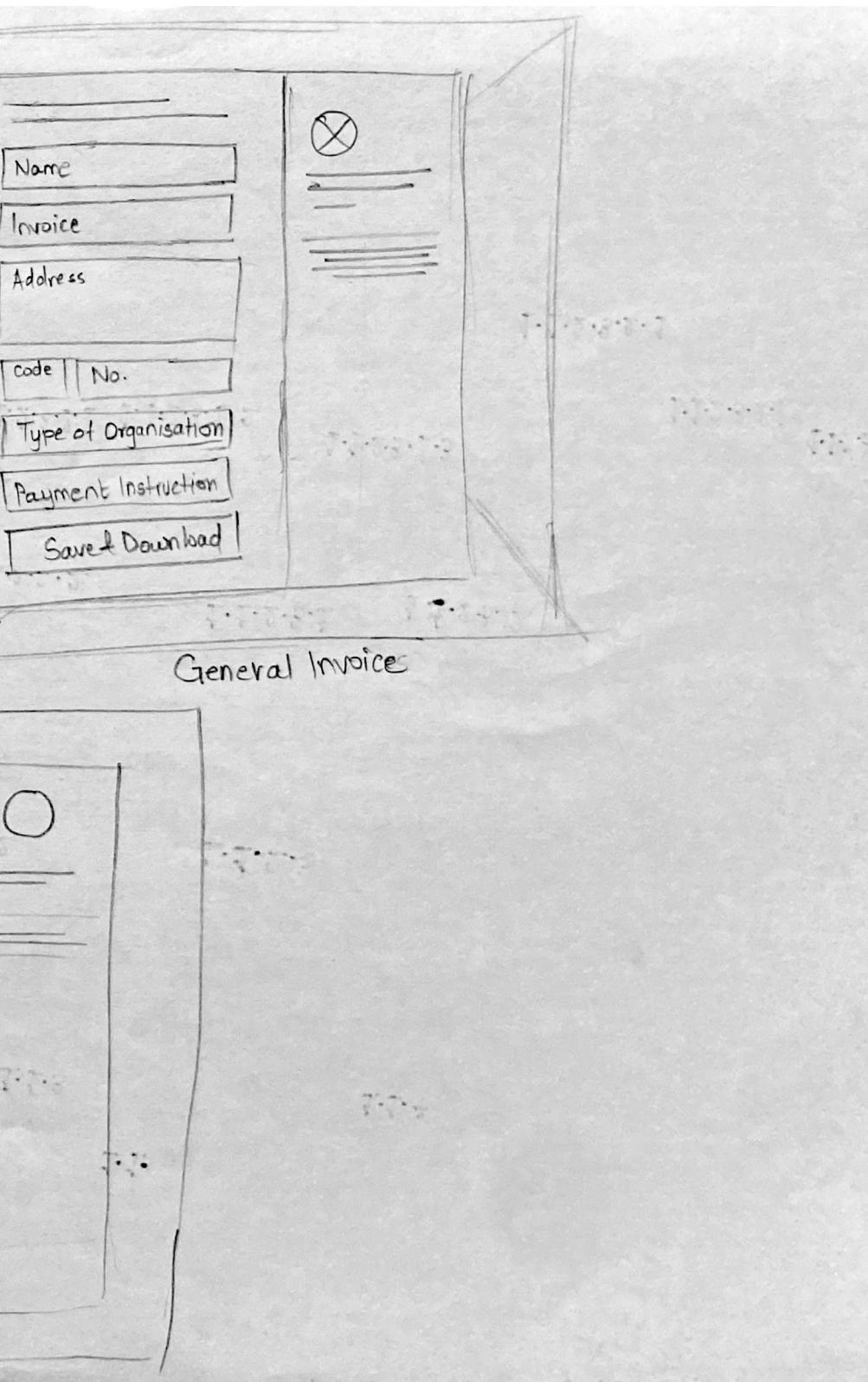


Fig 23: Paper Prototyping

# High-fidelity Explorations

# Taskflow 1

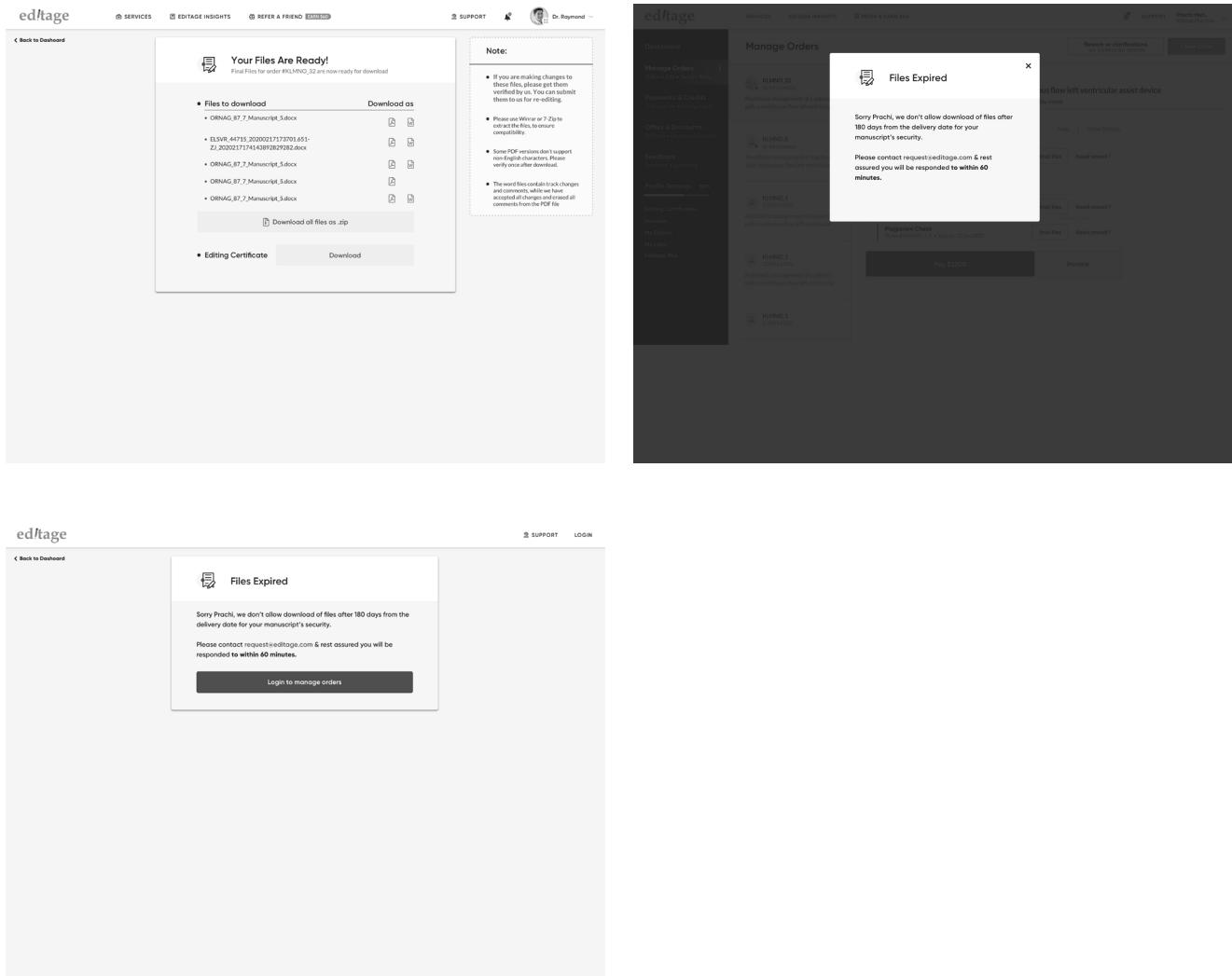


Fig 24: Download files flow

## Taskflow 2

**edithage**

**Editing Instructions**

Main files to be worked on:

Reference files (optional):

Type of re-editing:

- Re-check revisions you've made to your manuscript
- Rework on the comments received by the journal

Do you want the entire document edited?

- Yes
- No

Other instructions:

Language style:

- American English
- British English

Need journal formatting?

- Yes
- No

**Next: Add-Ons**

**Re-work/Clarification**

Confirm your details to ensure everything on your invoice is correct.

Order number: KLMN\_032 | Advanced mechanics & computing...

Re-order as: Computer Science Department of Cambridge

Alfred Hogan, Leila Joseph, Edith Little +3 more

Choose the type of assistance you need:

- I need Re-editing: rework on changes you've made or work on feedback you've received from journal
- Question for your editor: ...If you need clarification on your editor's input
- Format my manuscript: Chosen/changed your target journal? Submit your manuscript for formatting

**Lets get started**

**edithage**

**Delivery Details**

Delivery date:

- 18 Nov, 2019 - 8:30 pm (recommend)
- Faster - we'll try as soon as possible

Should we start work immediately?

- Yes
- No

Pay using Editage card?:  Balance: \$456

Offers & Coupons:  Apply

**edithage**

**Ask Your Editor**

Main files to be worked on:

Reference files (optional):

Add your Questions:

- Enter Question 1
- Enter Question 2
- Enter Question 3
- + Add another question

Other instructions:

Preferred Response Time:

- Regular: Fri, 3 Jan 2020, 20:30 (+99)
- Urgent: At the earliest, even if current editor is unavailable

**Next: Add-Ons**

Fig 25: Re-work flow

## Taskflow 3

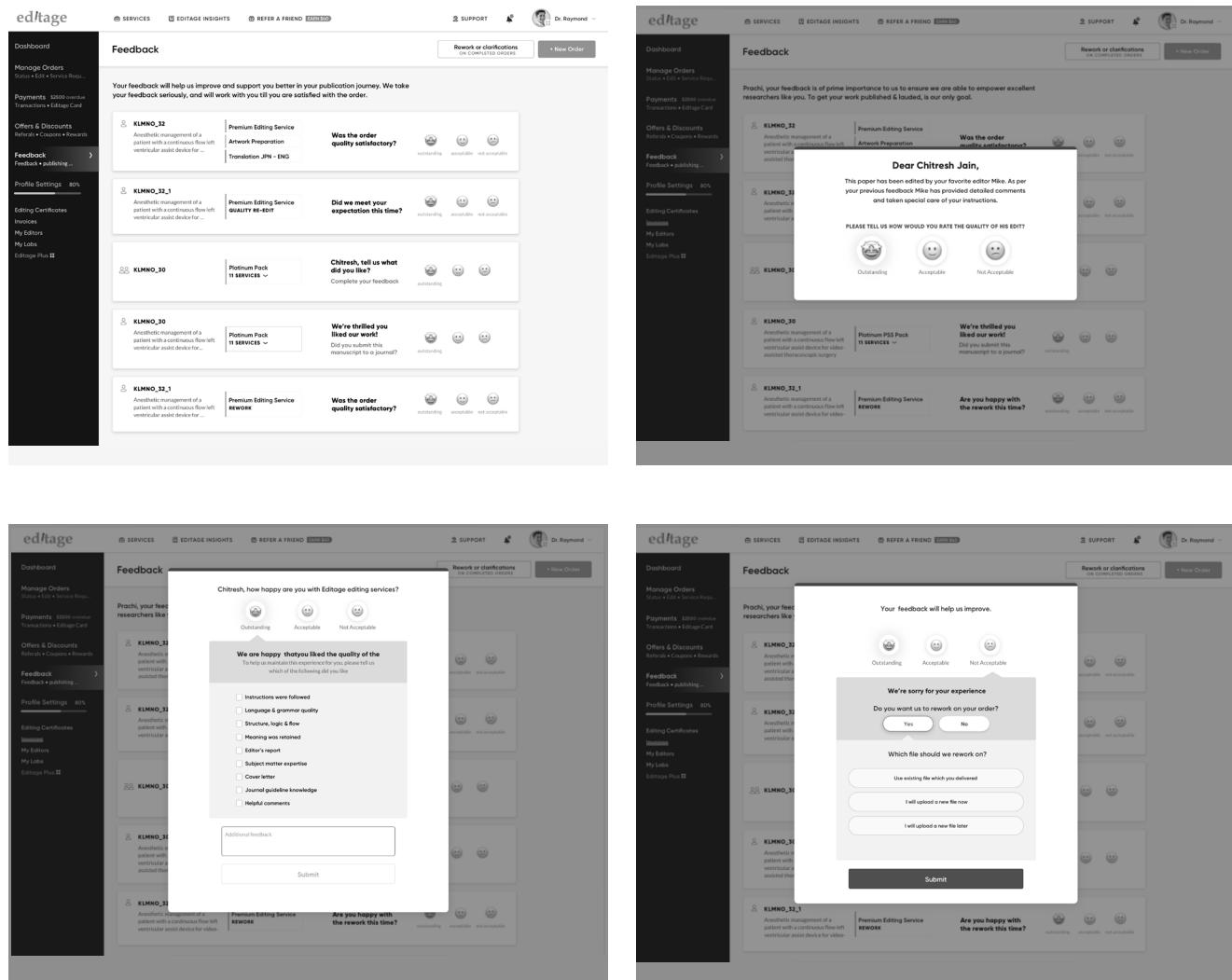


Fig 26: Feedback flow

## Taskflow 4

The figure consists of four screenshots of the edtage platform interface, illustrating the invoice flow process across different stages:

- Screenshot 1 (Top Left):** Shows the main dashboard with a sidebar containing 'Manage Orders', 'Payments', 'Offers & Discounts', 'Feedback', 'Profile Settings', and 'Editing Certificates'. The 'Invoices' section is highlighted. The main area displays a list of invoices with details like 'KLMNO\_32', 'Premium Editing Service', 'Artwork Preparation', '\$500', and 'Pay Now' or 'Invoice' buttons.
- Screenshot 2 (Top Right):** Shows the same dashboard, but the 'Invoices' section is expanded. A modal window titled 'Select your preferred invoice type' is open, offering options for 'General Invoice', 'VAT Invoice', and 'VAT E-Folio'. It includes a note: 'Please choose carefully. You will not be able to change your invoice type later.'
- Screenshot 3 (Bottom Left):** Shows the 'Update details to download General Invoice' dialog box. Fields include 'Name of Billing Entity' (Prachi Mehta), 'Invoice Description' (Data Analysis), 'Invoice Address' (House number 1214), 'Telephone Number' (+91), 'Type of organisation' (Individual, Non Profit Organisation), and 'Payment Instructions'. A 'Save & Download Invoice' button is at the bottom.
- Screenshot 4 (Bottom Right):** Shows the 'Update details to download VAT Invoice' dialog box. Fields include 'Name of Billing Entity' (Prachi Mehta), 'Billing Address' (House number 1214), 'Telephone Number' (+91), 'Tax Registration Number', 'Bank Name', 'Account Number', 'VAT General Taxpayer Approval Certificate' (with a file icon for 'ABCD.Edit.Docx'), 'VAT General Registration Certificate' (with an 'Upload' button), 'Invoice Courier Address', 'Invoice Description' (Individual, Non Profit Organisation), and 'Payment Instructions'. A 'Save & Download Invoice' button is at the bottom.

Fig 27: Invoice flow

# Agile Feedback

Agile methodology is the practice of continuous iteration process to design and apply it to have a dynamic environment. The goal is to unify customer service team, Investors, CRM and UX designers in the agile process of product development.

Over six months of continuous feedback and iterations resulted in the completion of the project. There were a lot of decisions made in order to keep business, customer services CRM and product/ UX interventions considered while designing the system.

## UX/ CRM Intervention

All the UX feedback weren't just for a short-run of the system. So, we had to give a design thinking to it to be a bit of an informative too in order to reduce the customer calls to the customer service team.

E.g.: **Current EOS process :**

Japan and Korea being out one of the main markets, have a different procedure for editing their files. Process has three steps process for editing-

1. Translation
2. Cross checking with customer
3. Editing

CRM handled this process where the cross-check was assumed as rework file. This created a lot of confusing on the CRM's end for which the user has to call every now and then.

## Customer Service Intervention

Customer service team has been in direct contact with the customers. They answer the customer queries like profile updating, job queries, editor queries, etc. So the goal was to reduce their unnecessary calls.

## Business Intervention

Being a transactional platform was used to upset, cross sell the products to customers and never provided right information to them which increased the calls.





# 08

## Design

Defining UI guidelines and components of the product and final screens of the product

**Dashboard** >**Manage Orders**

Status Edit Request

**Payments**

Transactions Editage Card

**Feedback**

My Coupons &amp; Referrals

**Offers**

My Coupons My Referrals

**Profile Settings** 80%**QUICK LINKS**

Editing Certificates

Invoices

My Editors

My Labs

Editage Plus

**Editage Insights**

Articles Courses Handbooks

**Dashboard****Split MNS invoice feature Launched**

Editage launches MNS Split system on EOS. Visit invoice s

**Your Orders**

Order ID: KLMNO\_32 | Ordered on: 23 July 2020

[Details](#) | [Invoice](#)**ORDER DELIVERED****Premium Editing Service + Plagiarism Check****Your order is ready**

Confirmed



Paper Edited



Paper Review

 [Dr. Bhattacharya](#)**IN PROGRESS****Artwork Preparation****On-going offers****Earn \$40 for inviting you**

You earn \$40 as soon as your referre

[Refer Now](#)

[+ New Order](#)[Rework or clarifications  
ON COMPLETED ORDERS](#)

section, to edit your invoices.

[Edit Invoice](#)**\$4500**[Pay Now](#)

Delivery on: 23 July 2020 | 4:30 pm IST

 [Download Final Files](#)

Pre-deliverery checks



Complete

order id: KLMNO\_32\_3

Delivery on: 23 July 2020 | 4:30 pm IST

## Offers



### Offers on Scientific Editing

Upgrade to Scientific Editing Service, and avail free response letter cross checks, and scientific reviews. Now available at 15% off.

[Learn more](#)

### Follow Editage on WeChat

Get real-time updates & special offers

## Your friends to Editage

Friend places their first order with us.

# EOS 2.0

EOS 2.0 is a post-sales platform with better customer experience. Level-up design, easy flow, better accessibility to the dashboard, informative system. We have come up with easier flows to make the user more informed and engaged in the new system.

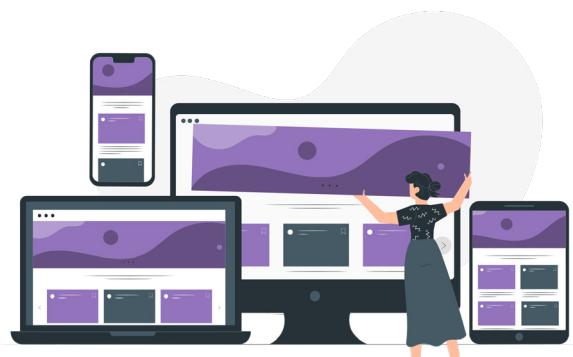
The goal is to give personalized experience to the user which could reduce the contact between CS team and the user.

## Pros

- Reduce the number drop-offs from the tasks.
- Reduce dependencies.
- Increase in upsell and cross-sell of the services.
- Less pressure on the CS team.
- Personalized account of the customer.

## Cons

- Overwhelming content.
- Not exploring in-house possibilities to compliment the product.
- No direct contact with the editors.



## Features

### Customized Experience

The navigation bar is very complex with too many options and a lot of text which makes it time taking for the user to get to what he intends to look for.

### Aesthetics

Clean user interface, easy to understand and better hierarchy of the content because of the layout.

### Upfront Process

All the processes like Manage orders, feedback, payments, MRE, etc has a clear flow where the customer can see the status of the order.

### Premium Services

Editage Plus proposed to the customers for upgrading their standard account to premium account. We also offer incentive for referring a friend.

### No more Transactional platform

The system has been designed more like an informative platform than transactional. The RHS of the system completely caters to the frequent queries (FAQ) of the customers.

### Micro-interactions

Micro-interactions used in profile section which would motivate the user to complete the profile via RHS widget.

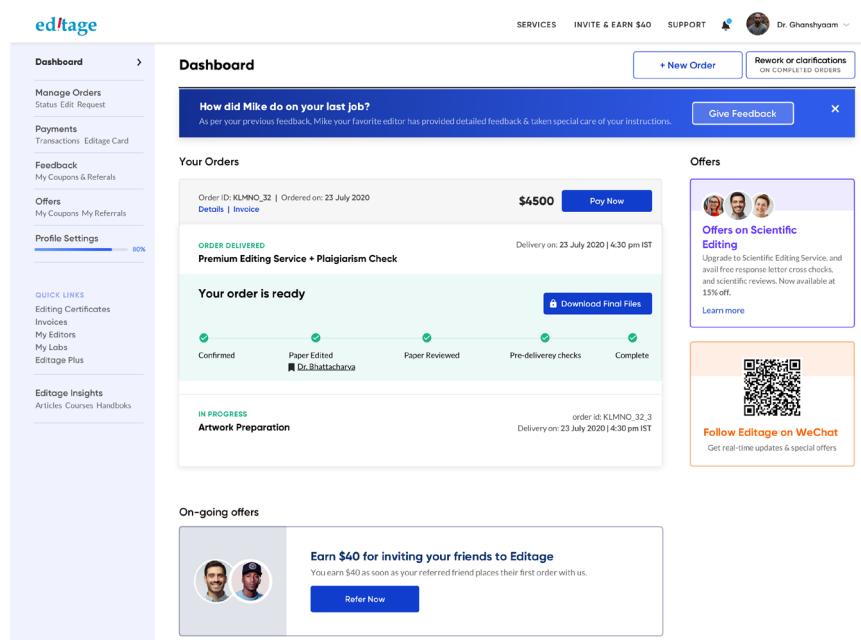


Fig 27: EOS 2.0 Dashboard

# UI Components

## PRIMARY COLORS



These colors most commonly appear for texts.

## BACKGROUND COLORS



## ACCENT COLORS



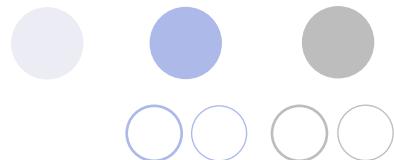
Might be used in multiply (opacity)

## SECONDARY ARTWORK COLORS



+ more colors used in exceptional cases

## ADDITIONAL ASSISTIVE COLORS



Borders at .5px or 1px

# CTAS

## Other sections

PRIMARY

[Pay Now](#)

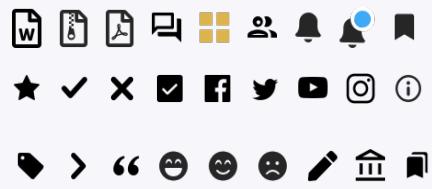
SECONDARY

[+ New Order](#)

TERTIARY

[view all services >](#)

## Common icons



# HEADINGS

## **Gilroy, Extrabold, 28px**

Smaller content pieces- to highlight. Upload CTA

## **Gilroy, Extrabold, 24px**

Titles

## **Gilroy, Semibold, 20px**

Header

## **Gilroy, Bold, 18px**

CTA text

## **Gilroy, Bold, 16px**

Smaller content pieces- to highlight

### **B1 Gilroy, Bold, 15px, 0.9 paragraph**

Content

### **B2 Gilroy, Bold, 14px, 0.9 paragraph**

Lato, Regular, 14px, 20 Line height

Paragraph

Lato, Regular, 13px, 15 Line height

Support text

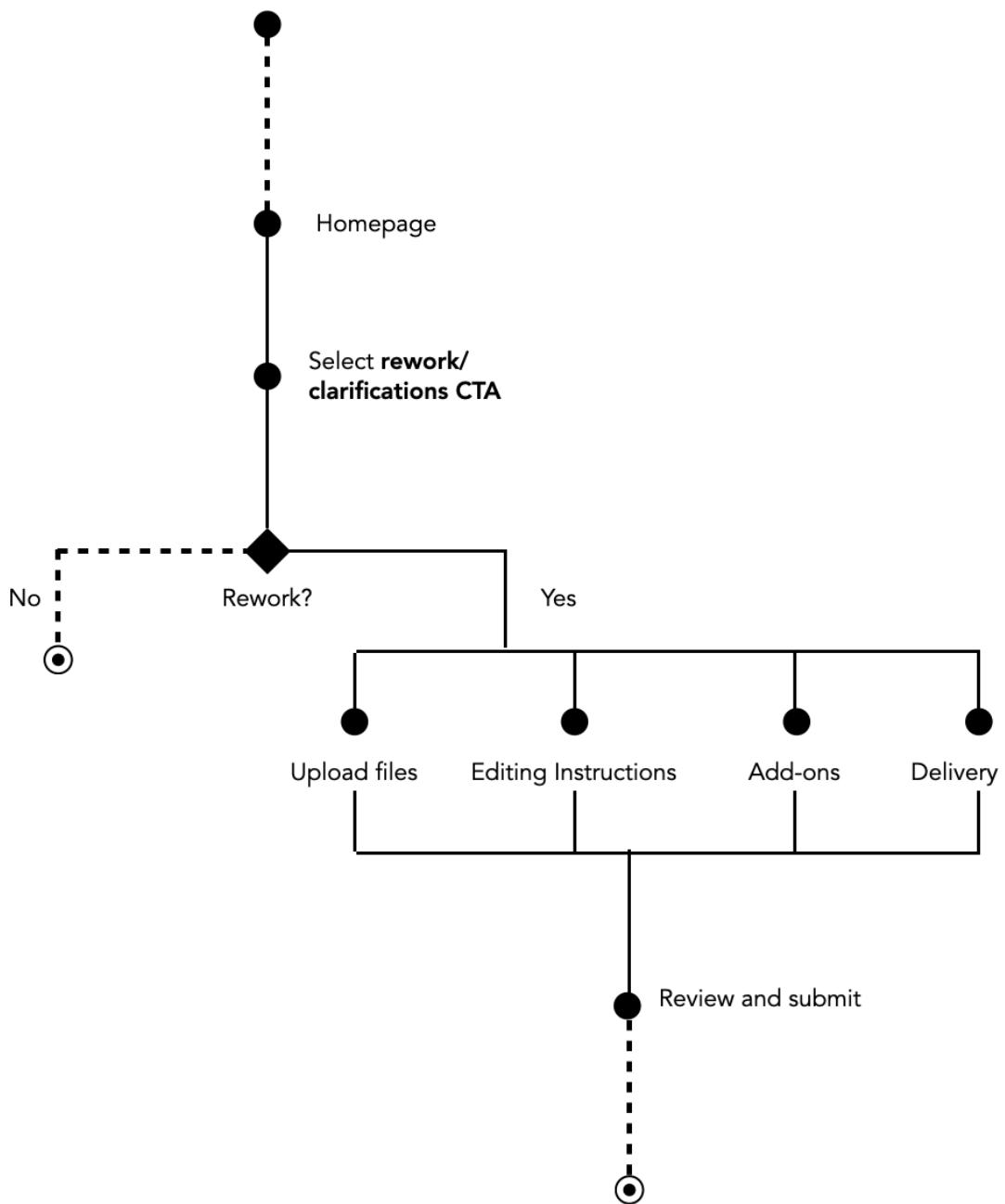
## **Gilroy, Bold, 13px**

Progress Bar

# BODY

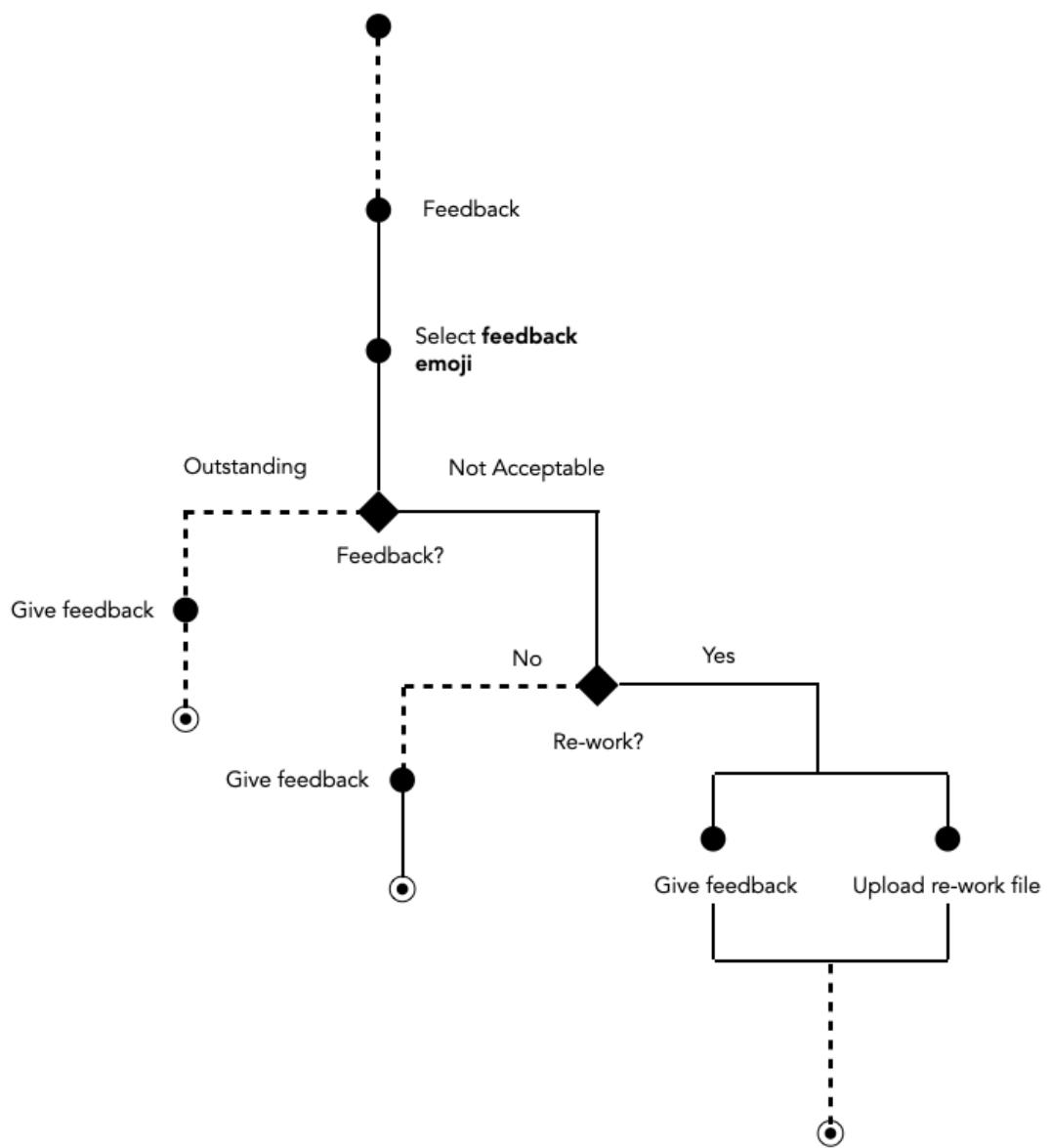
# User flow

## Rework flow

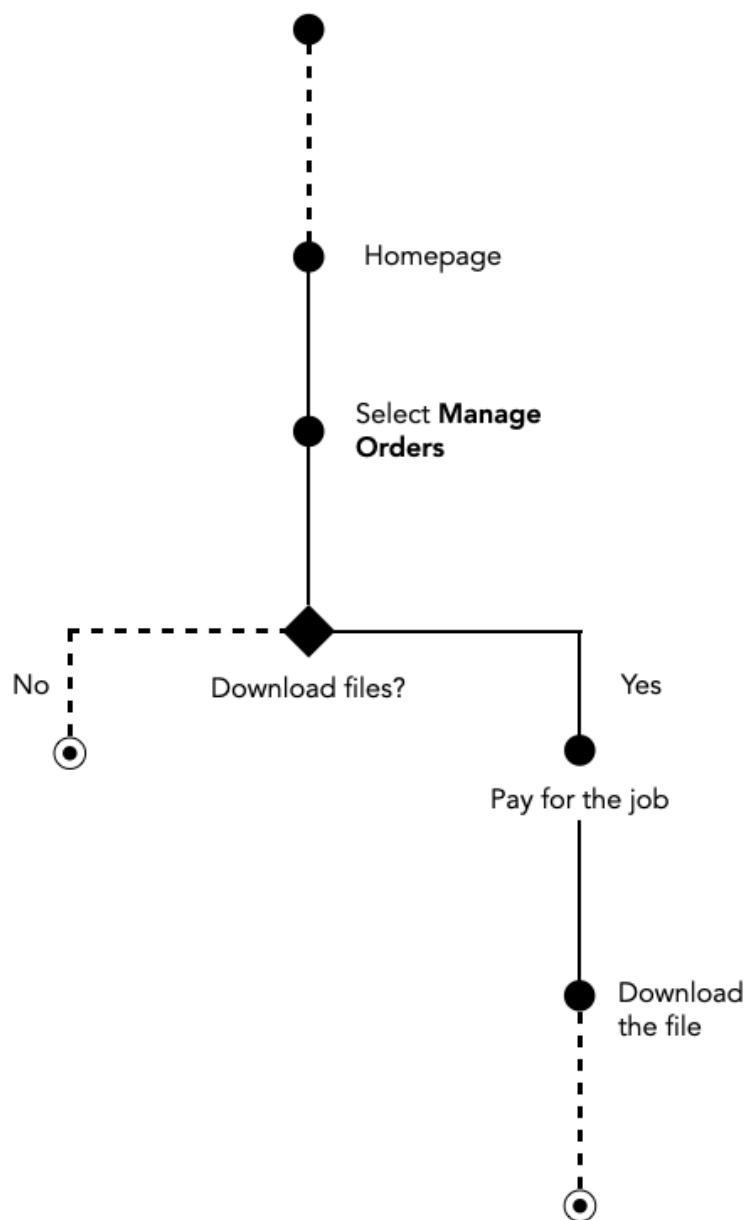


User flow diagram is useful tool for planning better user experience on a website or application. It is help you to organize paths, that customer will follow using the website. It is the fastest way for creators to plan customer journey paths and improve User Experience.

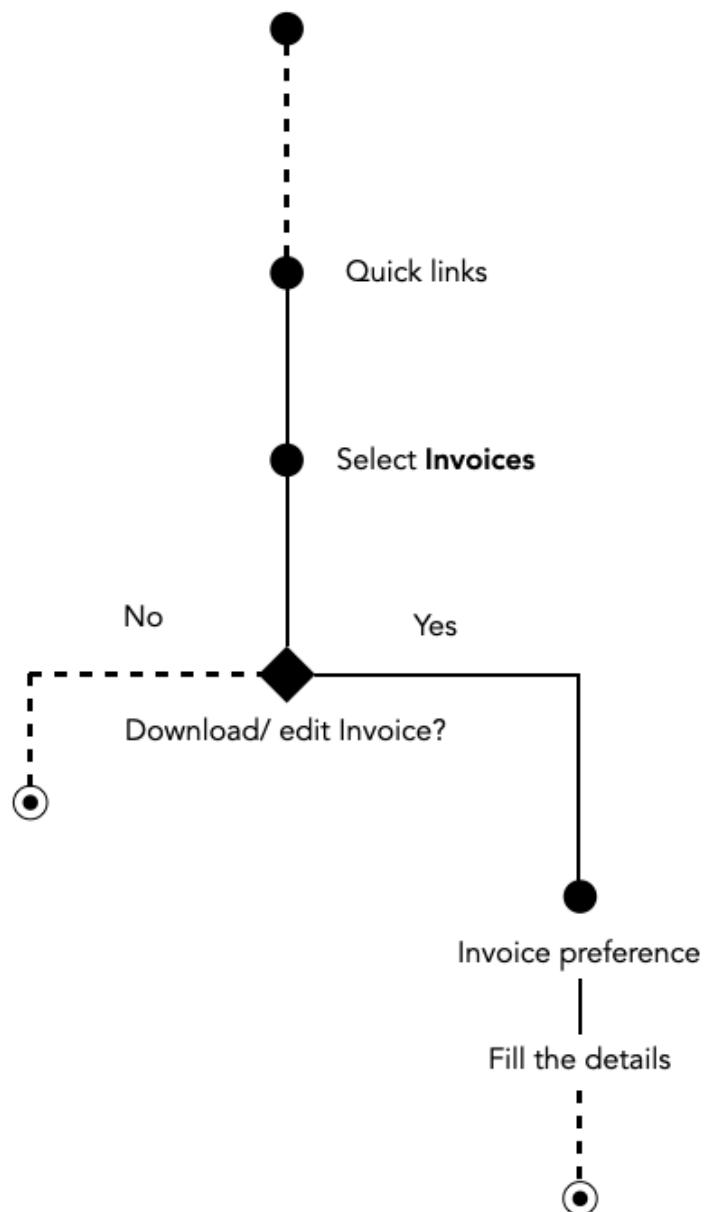
## Feedback flow



## Download file flow

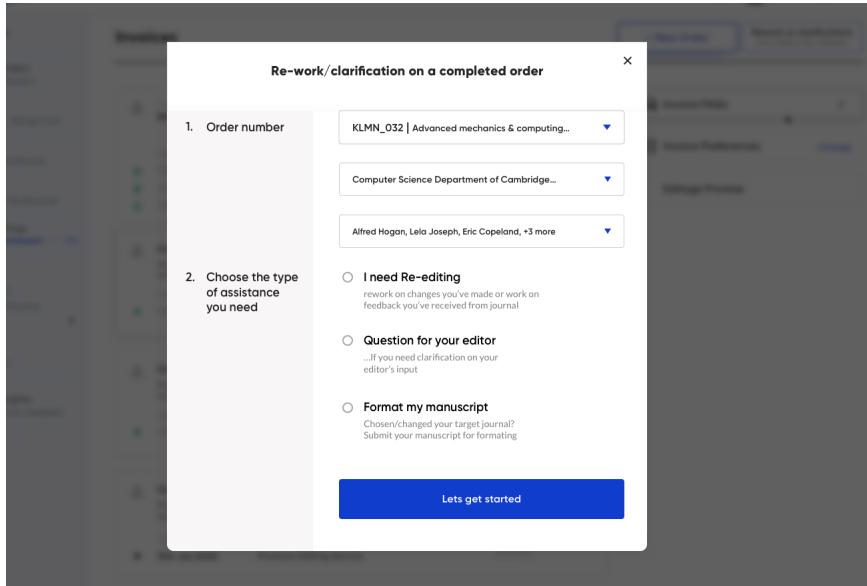


## Download invoice flow



# UI Screens

## Rework screens



## Option Pop-up

This pop-up helps the user make decision weather he wants to **submit a rework, ask question to the editor, formatting of manuscript.**

The screenshot shows the "edstage | Re-editing Service" interface. The main area is titled "Upload Files". It has several sections: "Editing Instructions", "Add-ons", "Delivery Dates", and "Review & Submit". The "Upload Files" section contains a list of documents: "ABCDE\_01\_Phthalocyanine Gradient lorem ipsum...docx" and "ABCDE\_01\_Phthalocyanine Gradual an...docx". There is a link to "Add more files". Below this is a section for "Upload reference files (optional)" with a note: "Reference files won't be edited or included in price calculation". At the bottom is a blue "NEXT: Editing Instructions" button. To the right, there is a sidebar with a yellow box containing information about payment for re-editing: "Do I Pay for this Re-editing Order? Your Premium Editing order is eligible for free multiple rounds of re-editing. You may be charged a small fee in these cases". There is also a "FAQs" link.

## Upload Files

Upload files allow the user to **upload main files and reference files for rework**. The user is allowed to upload one or more files for rework.

Fig 29: EOS 2.0 Rework flow

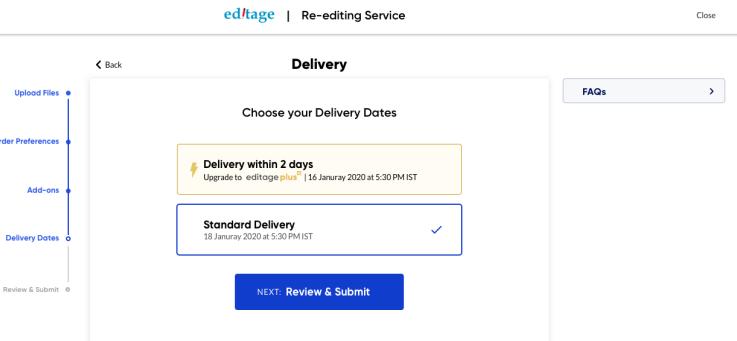
## Editing Instructions

**Editing Instructions gives clarity to the editor how the customer wants the re-work of the file to be.**

## Add-ons

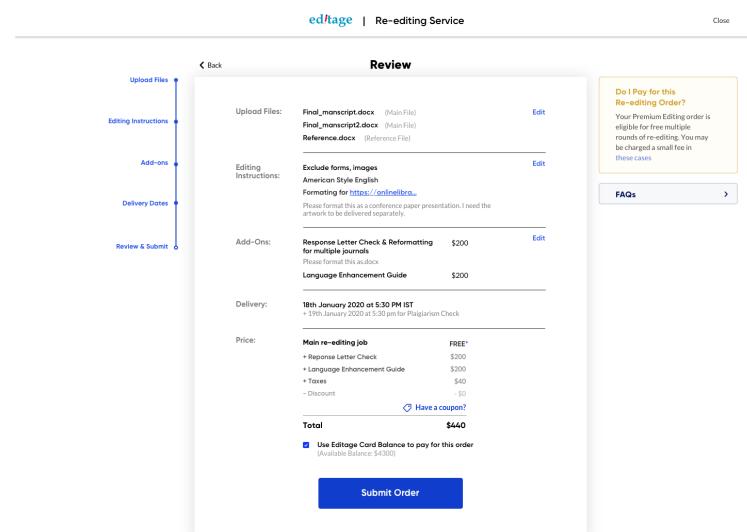
Add-ons are like **extra services** that enhances the manuscript of the customer.

Fig 29: EOS 2.0 Rework flow



## Delivery Dates

This step gives the customer the **option to choose delivery date** according to his convenience.



## Review and Submit

Review is the last step of re-work task. It gives an **overview of the previous steps** and gives an option to edit if any changes to be made.

Fig 29: EOS 2.0 Rework flow

## Download files screens

Order #KLMNO\_32

**Payment Successful!**

We have received your payment of \$4500 for order #INQ\_KLMNO\_1 | Simplified Chinese to English Translation & Premium Editing Plus. You can now download your final files and editing certificate from the links below.

[Download Receipt](#)

**Download Files**

**Main Manuscript Files + Editing Certificate**

| 6 Final Files  | With Track Changes           | Without Track Changes |
|--|------------------------------|-----------------------|
| ORNAG_87_7_Manuscript_5.docx                                     | <a href="#">Download</a>     |                       |
| ELSVR_44715_20200217173701651-ZJ_2020217174143892829282.docx     | <a href="#">Download</a>     |                       |
| ORNAG_87_7_Manuscript_5.docx                                     | <a href="#">Download</a>     |                       |
| All 3 files in a .zip  | <a href="#">Download All</a> |                       |
| Please use 7zip or Winzip to unzip the zip files.                |                              |                       |
| <b>Editing Certificate</b>                                       | <a href="#">Download</a>     |                       |
| You can update author name & manuscript title before downloading |                              |                       |

**Things to Remember**

If you are making changes to these files, please get them verified by us. You can submit them to us for re-editing. Send an email to us at whatever@whatever.com for assistance.

The word file contains comments and changes are tracked.

The PDF file does not contain any comments of track of changes.

Some PDF versions don't support non-English characters. Please verify once after download.

## Download Files (1)

Download files is only accessible once paid for the job. It allows you to **download files in different formats** like word file, pdf, zip file.

Order #KLMNO\_32

**edtage** | Download Files

**Artwork Preparation Files**

|   |                              |
|---|------------------------------|
| ORNAG_87_7_Manuscript_5.jpg                                 | <a href="#">Download</a>     |
| ELSVR_44715_20200217173701651-ZJ_2020217174143892829282.jpg | <a href="#">Download</a>     |
| ORNAG_87_7_Manuscript_5.jpg                                 | <a href="#">Download</a>     |
| All 6 files in a .zip                                       | <a href="#">Download All</a> |
| Please use 7zip or Winzip to unzip the zip files.           |                              |

**Journal Selection**

## Download Files (2)

Download files also **gives different sections according to the add-ons availed**. This reduces the confusion between the main files and add-on files.

Fig 30: EOS 2.0 Download files

## Invoice screens

The screenshot shows the 'edItage' platform's invoice management interface. On the left, a sidebar includes links for Dashboard, Manage Orders, Payments, Feedback, Offers, and Profile Settings. The main area is titled 'Invoices' and displays three completed orders. Each order card includes the order ID, date ordered, project details, delivery status, and a 'Download Edit Invoice' button. A 'Download Edit Invoice' button is also located at the top right of the invoice cards.

### Invoice Main Screen

This screen allows the customer to **view all the orders in progress or delivered**, so that he can download invoices for the order delivered.

## Invoice Pop-up

Invoice Preference pop-up gives customer the **liberty to choose the preferred invoice type**. Different markets tend to have different type to invoices for payments.

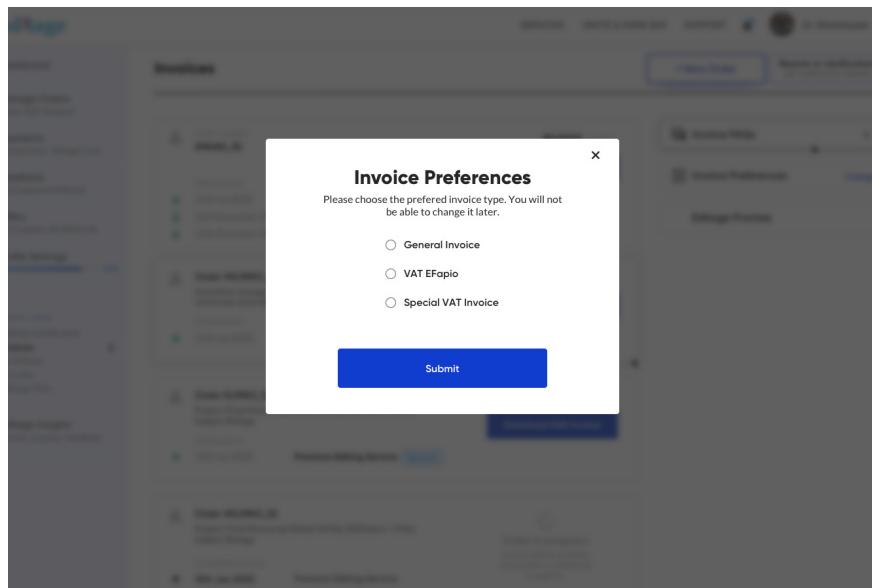


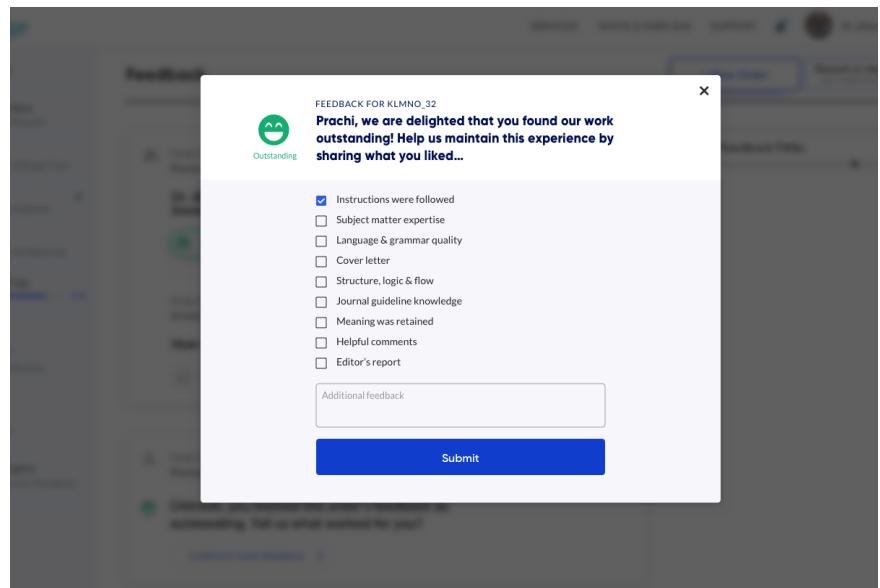
Fig 30: EOS 2.0 Invoice flow

## Feedback screens

The screenshot shows the edItage Feedback main screen. On the left is a sidebar with navigation links like Dashboard, Manage Orders, Payments, Feedback, Offers, Profile Settings, and Quick Links. The main area is titled 'Feedback' and lists several completed jobs. Each job entry includes the order ID, date, service type, and a brief description of the feedback. Below each description is a rating scale with three options: OUTSTANDING, ACCEPTABLE, and UNSATISFACTORY. A 'Feedback FAQs' link is also present.

### Feedback Main Screen

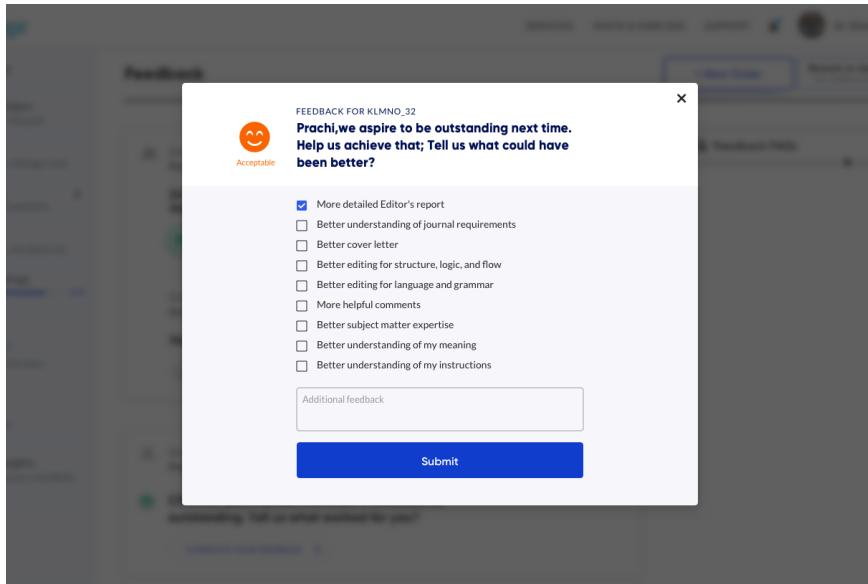
Feedback main screen gives a complete view of all the completed jobs for feedback.



### Feedback: Outstanding

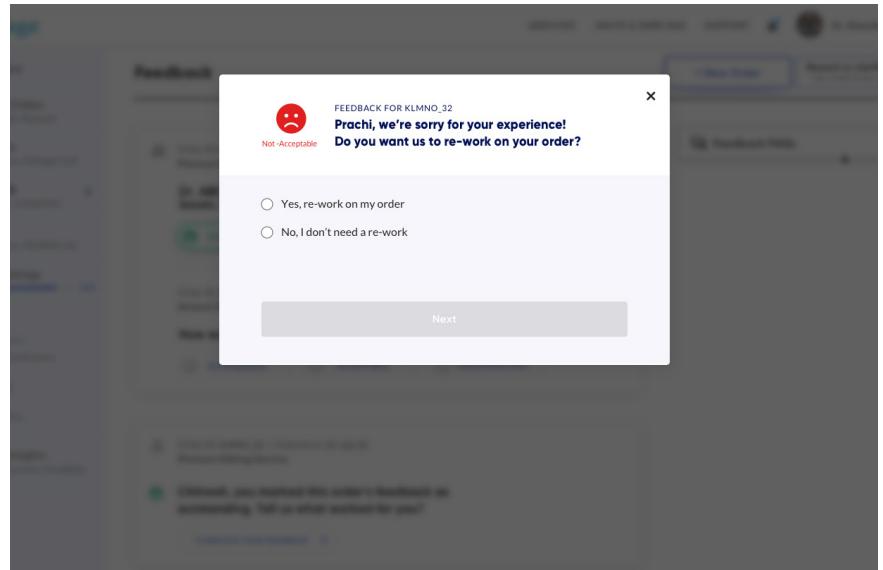
Outstanding flow with the feedback options.

Fig 30: EOS 2.0 Feedback flow



## Feedback: Acceptable

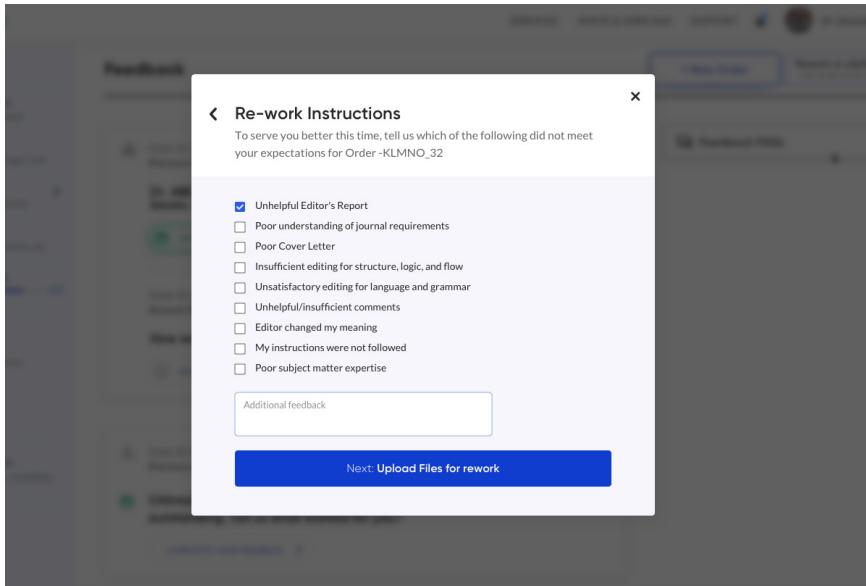
Acceptable flow with the feedback options.



## Feedback: Not Acceptable

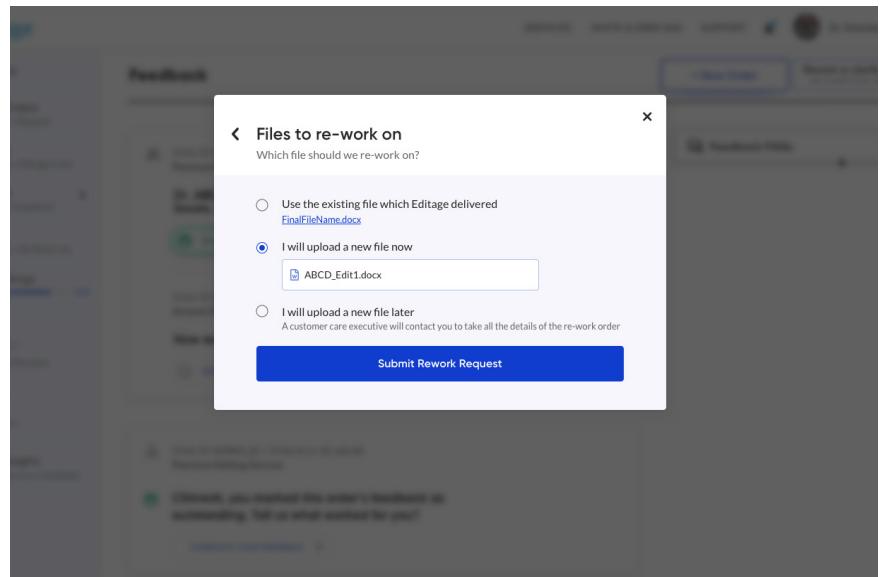
Not Acceptable flow with the feedback option of rework to improvise the file.

Fig 30: EOS 2.0 Feedback flow



## Re-work flow

Not Acceptable flow with the feedback options that would improve the service.



## Files for Re-work

Rework files options given.

1. Use existing file
2. Upload new file
3. Upload file later

Fig 30: EOS 2.0 Feedback flow

# Future Scope

As of July 2020, EOS is in development phase and ready to go like. The future scope mentioned could be taken into considerations looking at the response of the customers.

## Integrating CACTUS products

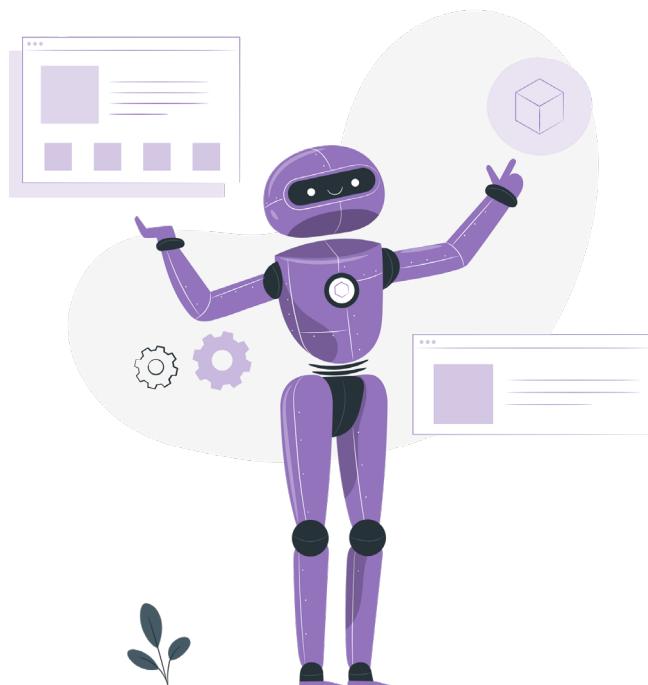
Collaboration with other products like UNSILO will help us get the product to another level with artificial intelligence tools to improve customer experience.

## Balancing CS and EOS

The content is overwhelming, but necessary to communicate. We could get the users to the new system and then slowly reduce the information.

## Direct contact with the editor

The user should get an opportunity to get in contact with the editor editing their paper to directly communicate with the requirements.



# Conclusion

Although my experience has not been concluded yet, it's been nothing but a great one till now. I started this journey 6 months back with a goal to understand the industry and their requirement, and contribute my bit with the knowledge. I have gained in these 4 years. Applying the knowledge gained is practically different from learning it. I have learned to twist and tweak the learnings according to the requirement of the product.

The product I work on i.e. "Editage" catered to a niche market which I never knew existing but it gave me an opportunity to understand how it's not just the users that affects the product, it's also about the stakeholders, the competitors, the people who work hard to make the product build. It helped me improve my design thinking skills along with communication and management skills. I developed time management skills to handle the pressure and work towards completion of task before the deadlines. It was a bit overwhelming initially but later I got used to the system.

The purpose of my internship was to propose a better and user-friendly interface for the EOS users. I achieved this by researching, analyzing existing system and re-design it with off course with a lot of iterations of the design. I feel blessed to be a part of this project, as my hard work paid off and my design went live and the system is being used by the customers.

Finally, I am ready to take over the world and contribute towards creating great designs.

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20. <https://measuringu.com/sus/>
21. <https://blog.hubspot.com/service/system-usability-scale-sus>
22. <https://uxplanet.org/most-common-ux-design-methods-and-techniques-c9a9fdc25a1e>
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33. <https://www.freshconsulting.com/uiux-principle-30-dissect-and-analyze-feedback-for-root-problems/>
34. <https://www.uxbooth.com/articles/visualizing-and-analyzing-customer-feedback/>
35. <https://careerfoundry.com/en/blog/ux-design/usability-testing-guide/>
36. <https://www.nngroup.com/articles/which-ux-research-methods/>