Vera Martins

Redesigning for accessibility

UX Research, UX &UI Design

Date: December 2019 - February 2020

Client: Doccle, Belgium's biggest online **administration platform** (2020)

Users: Between **18 to 65+** years old and need to be residents in Belgium

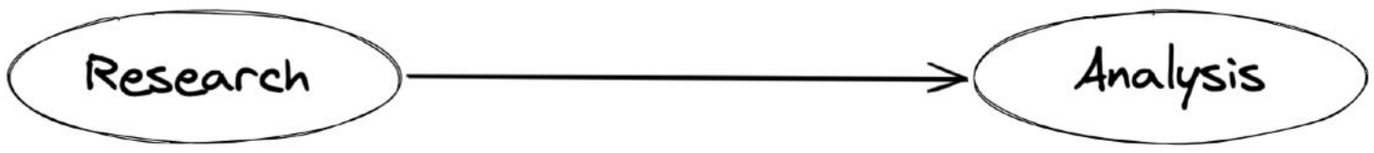
Role: I worked on this project as a **UX and UI designer** and, later on, as a **tester**. For the implementation phase, I worked with two external and remote developers (Android and iOS).

Scope: The initial goal of this project was just to be **dark mode compatible on the iOS app** due to some restrictions from Apple. I **went a bit off-board of my responsibilities** and **planned the sprints and made them work according to budget and roadmap availability**. This to show stakeholders that **we could do more** than just convert colours for dark mode compatibility. Changes that will help Doccle immediately and others, on the long run.

Pain Points

- Not very easy to understand (feedback from Google Play Store and App Store)
- Not easy to use (feedback from Google Play Store and App Store)
- Accessibility issues, especially regarding the colour contrast and clickable areas (concerns from me and Andy, our iOS developer, also an advocate for accessibility :))

Going with the flow



Accessibility

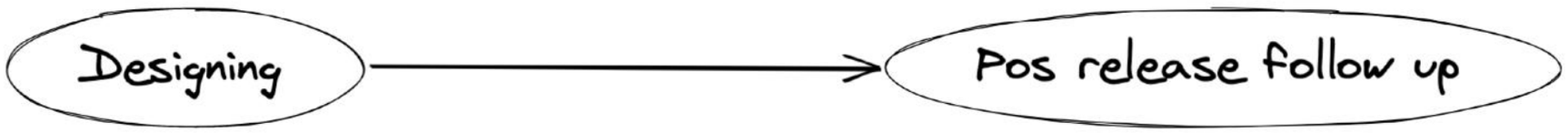
Material Design

Human Interface Guidelines

Go over all the screens, all the flows

Go over all the users feedback, in every channel

Mindful of developers work on the cleaning of the code



High fidelity prototypes

Creation of Design System

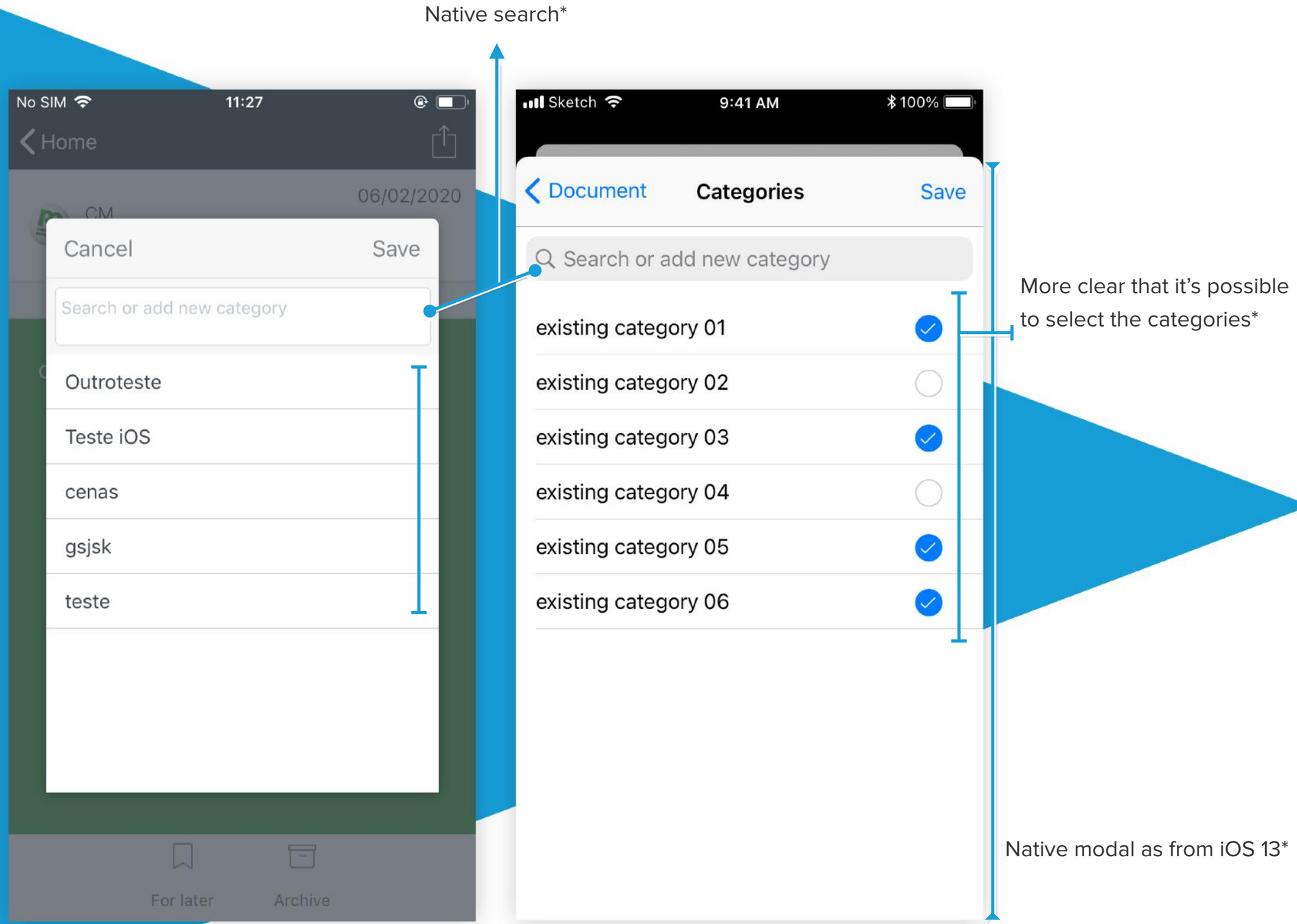
Documentation for consistency

Follow up during implementation

Test

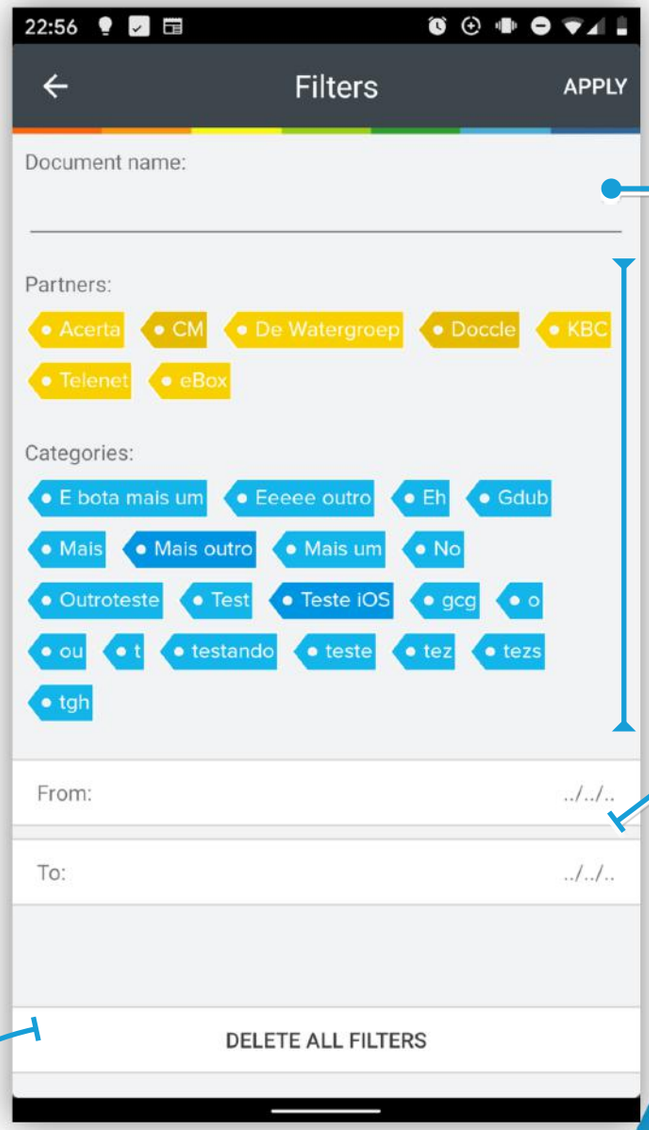
Check user feedback

Help planning next sprints according to learnings

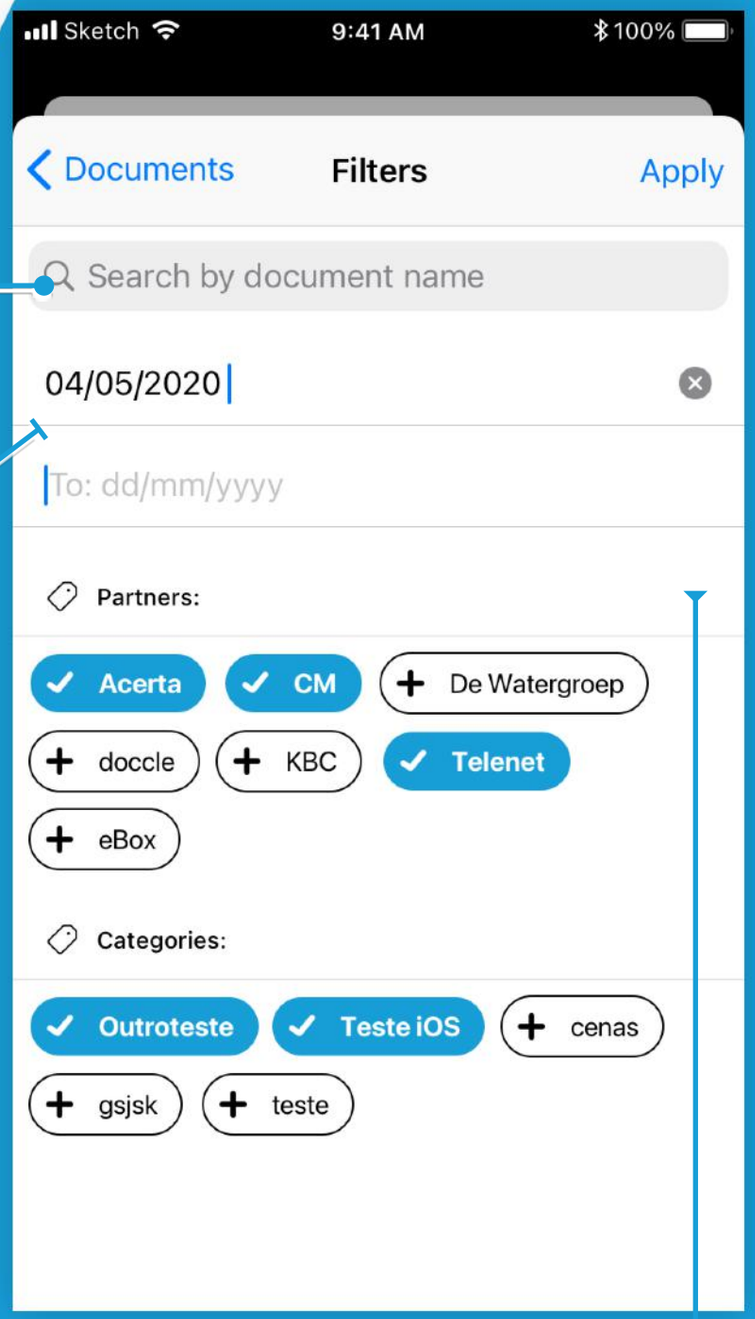


Use of native components to the OS, makes for distinguishable and predictable actions.
And helps reducing cognitive load from the people using the app.

* Again all native components.



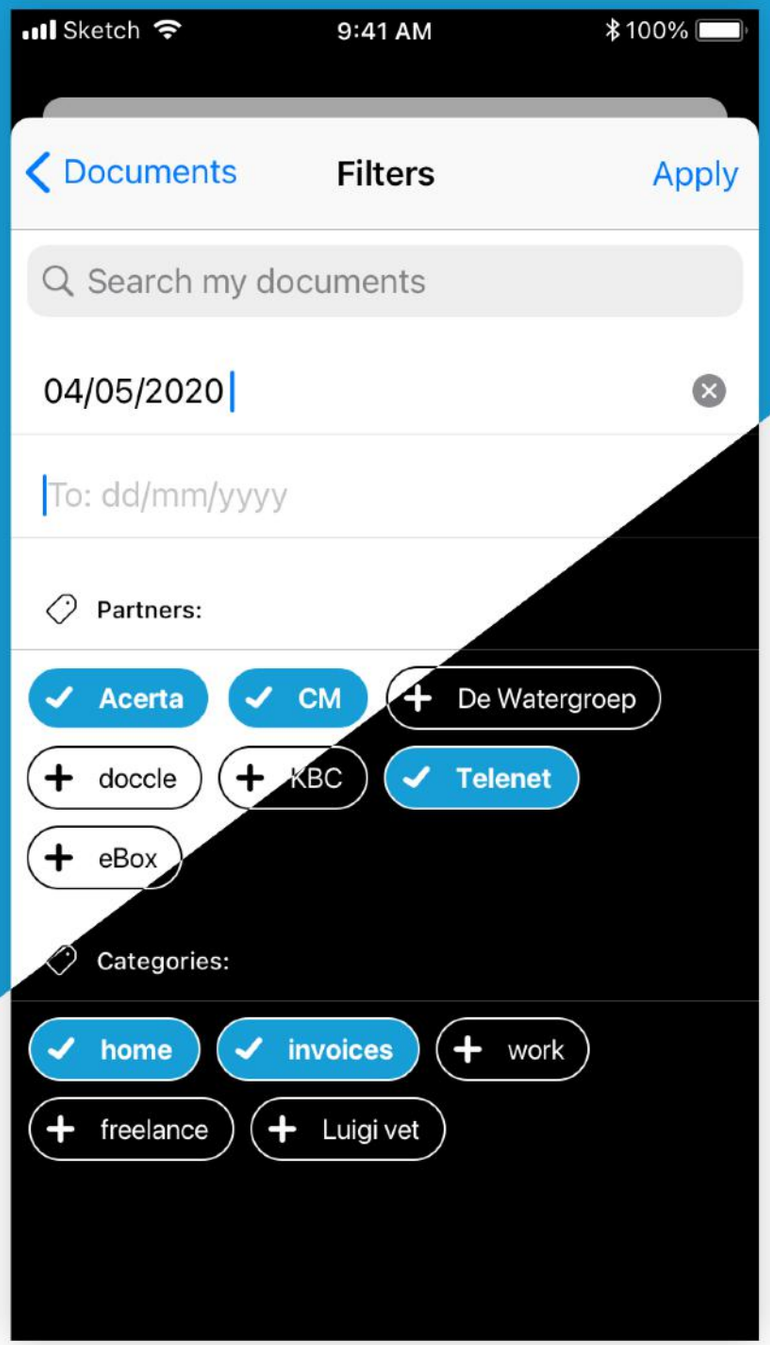
Native search



Positioning change for better catch our Docclers eye.
This was a requested feature that our users frequently missed.

This option was added to the main screen, after the filters have been applied. This way Docclers could clear the filters without entering this page again.

It's more clear that categories can be selected to help Docclers find what their documents.



How Categories look like on light and dark mode.
All colours were improved for better contrast and all elements, specially categories, have bigger clickable areas.

328%

Usage increase on assign categories to a document

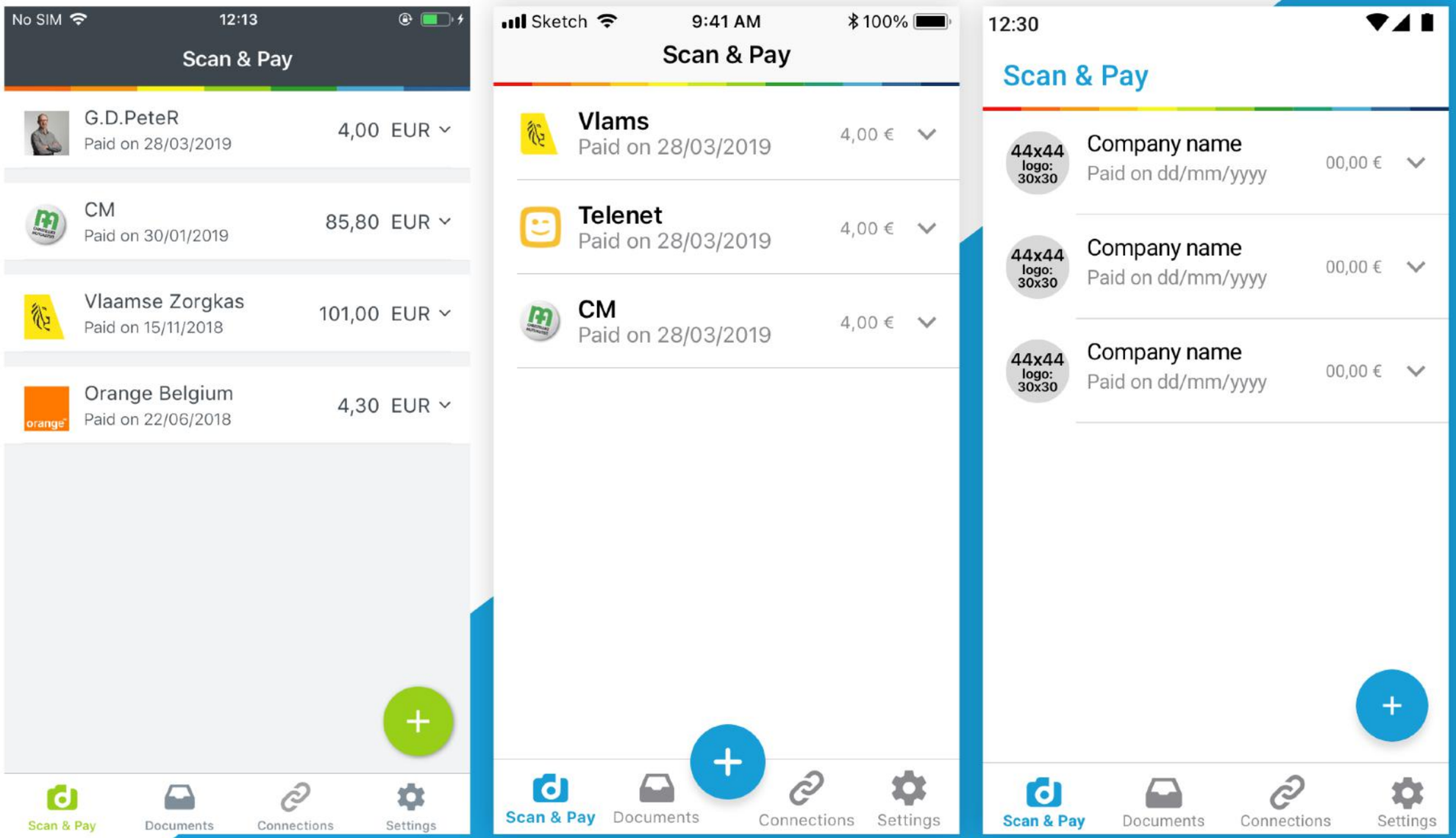
Other statistics:

Create new category had a usage increase of **174%**

Delete category had a usage increase of **147%**

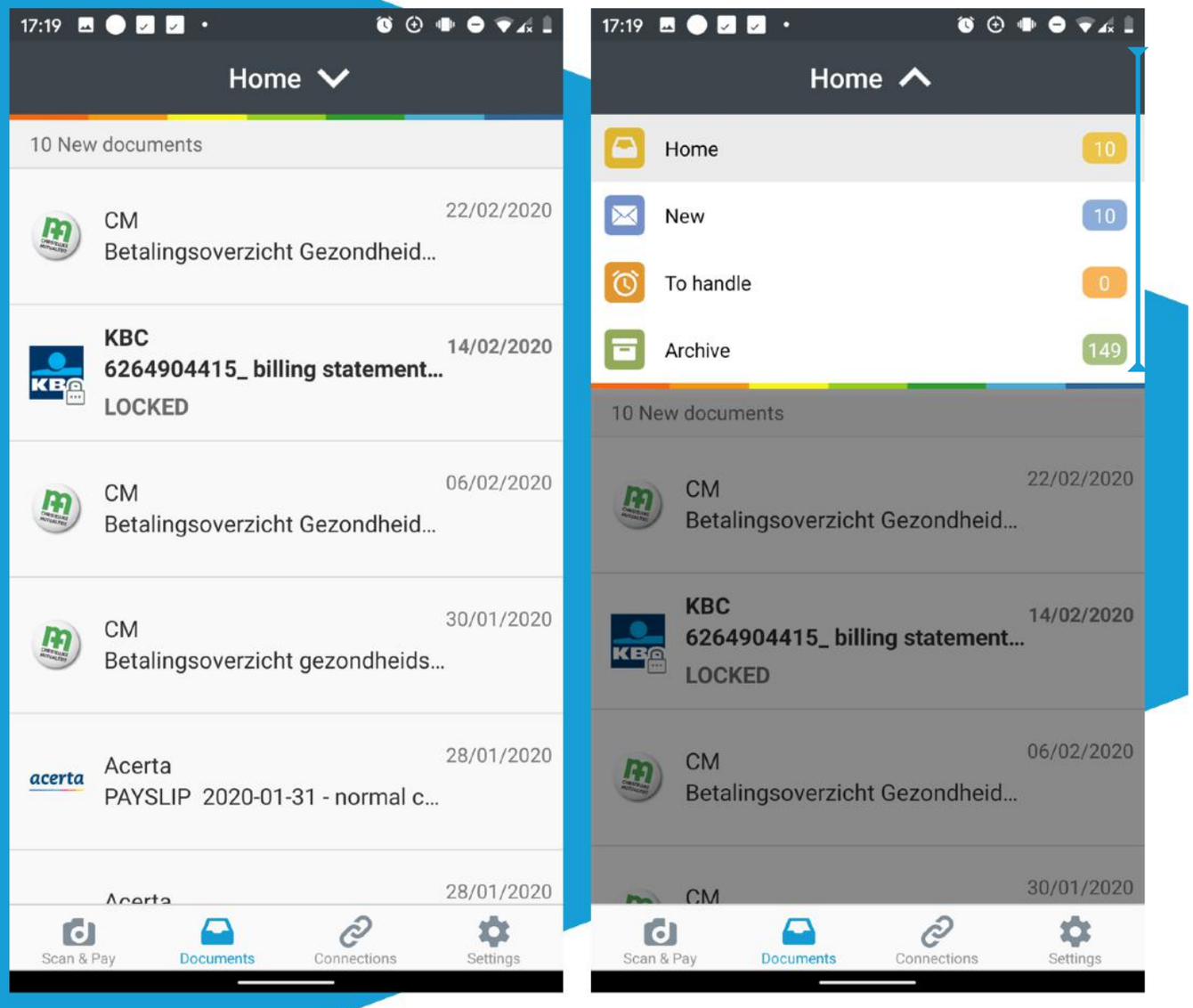
Unassign categories from documents had a usage increase of **266%**

Update categories had a usage increase of **292%**



The use of native components made all the difference in such small details as a list.
The elements have more space “to breath” and there’s this familiarity and calmness that comes with it. And immediately makes the design more accessible, the heights are bigger = **bigger clickable areas**.

1. Previous design (iOS) | 2. iOS | 3. Android

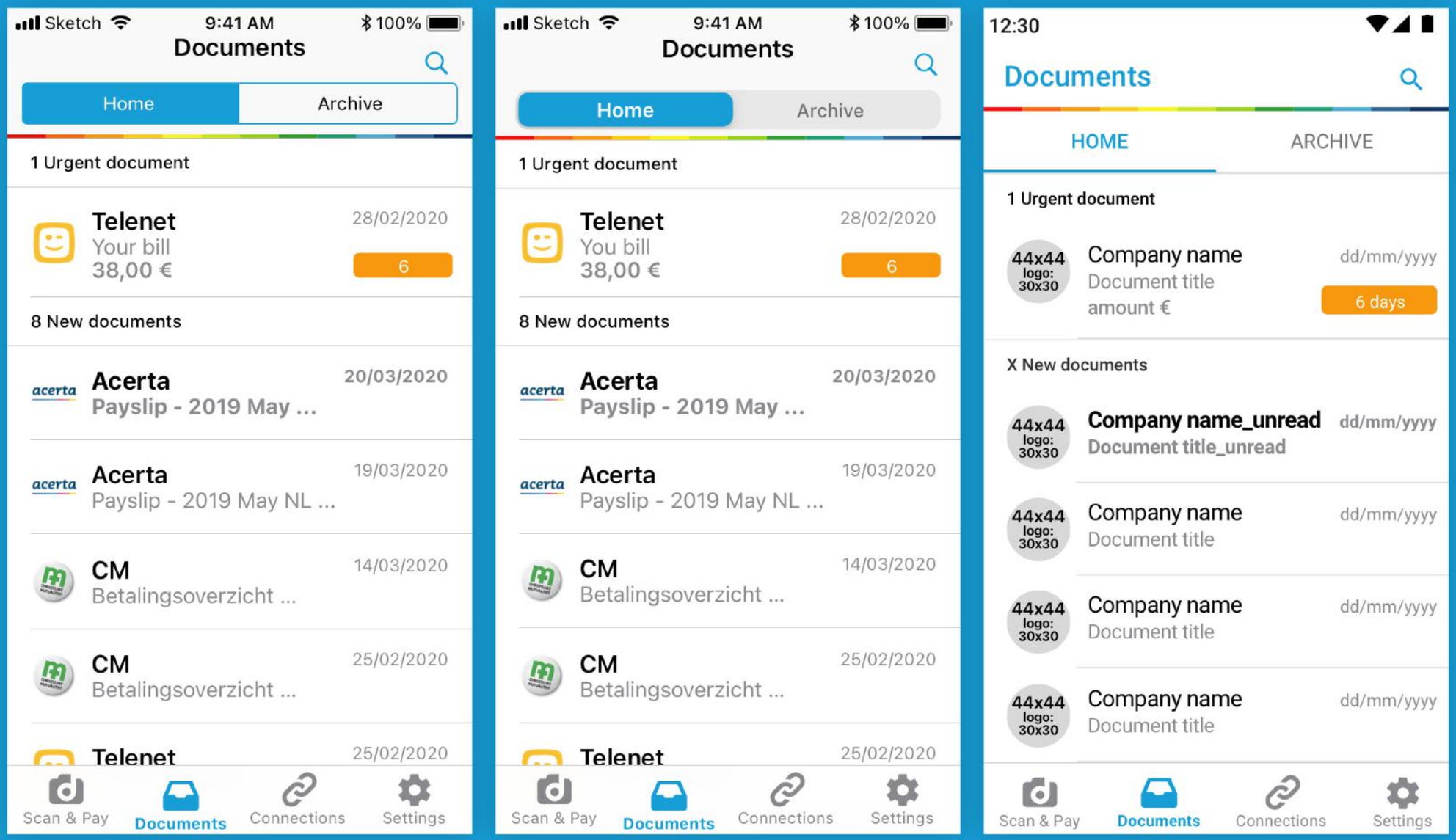


This dropdown was a big concern.

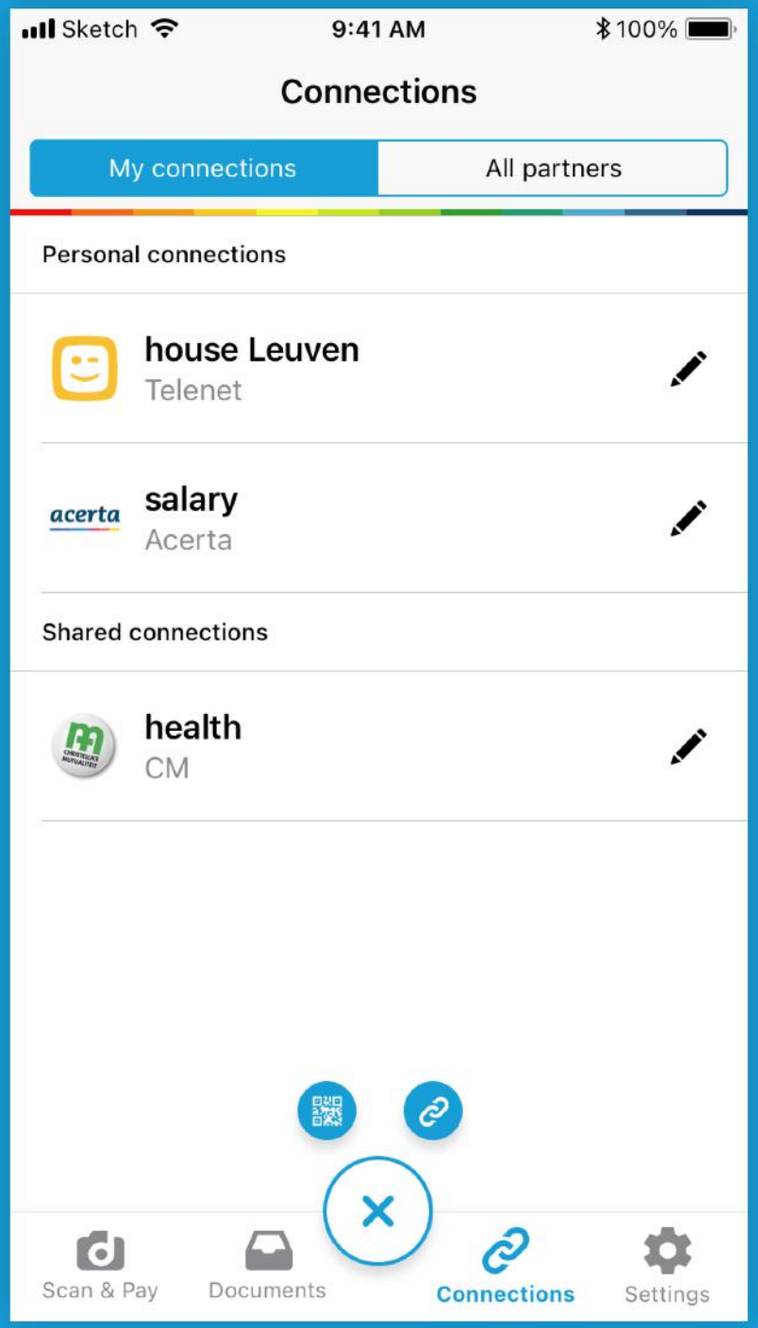
Docclers could set a document to “To handle” state but then they couldn’t find them back.

Or after a document being paid, it would automatically go to “Archive” and again, our Customer Support Team would have tickets with Docclers incapable to find their documents back.

We fix it by, once again, using the native ‘tabs’ component from each OS and reducing the complexity.
So now, you have a “Home” where you can find your ‘Urgent documents’ first - Doccle will put all documents that require an action from the user on top. Followed by the ‘New documents’, which are the most recent ones received. The functionality ‘To handle’ was disabled since there’s a ‘schedule’ functionality which gives Docclers the possibility to create reminders for their documents.



1. iOS 12 and previous | 2. iOS 13 and newer | 3. Android


Sketch
9:41 AM
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Connections
My connections
All partners
Personal connections
house Leuven
Telenet
salary
Acerta
Shared connections
health
CM
Scan & Pay
Documents
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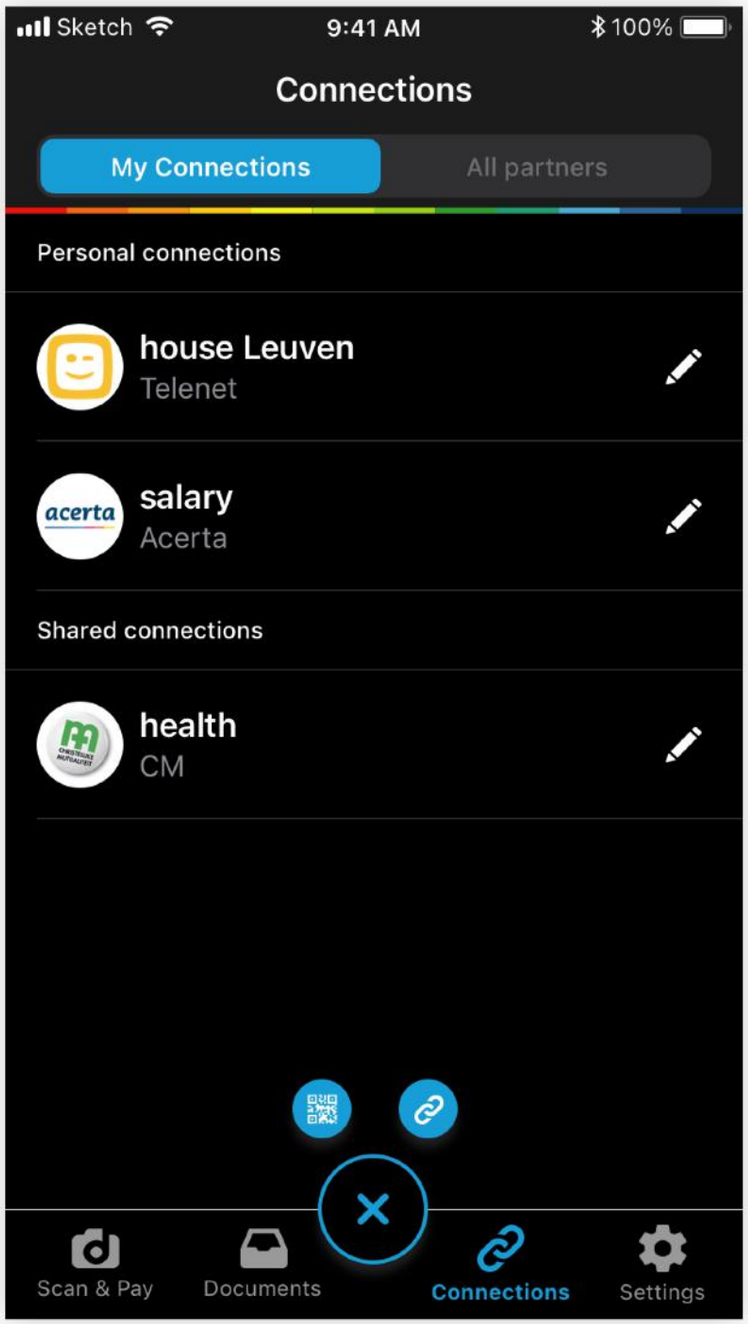
Settings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Settings

17:17

Scan & Pay

Did you receive a paper bank transfer form?
Pay it fast and securely with Scan & Pay.

Scan your first invoice

Scan & Pay | Documents | Connections | Settings

17:17

Home

You are not logged into Doccle yet.

Continue

Scan & Pay | Documents | Connections | Settings

17:18

My connections

You are not logged into Doccle yet.

Continue

Scan & Pay | Documents | Connections | Settings

17:17

Settings

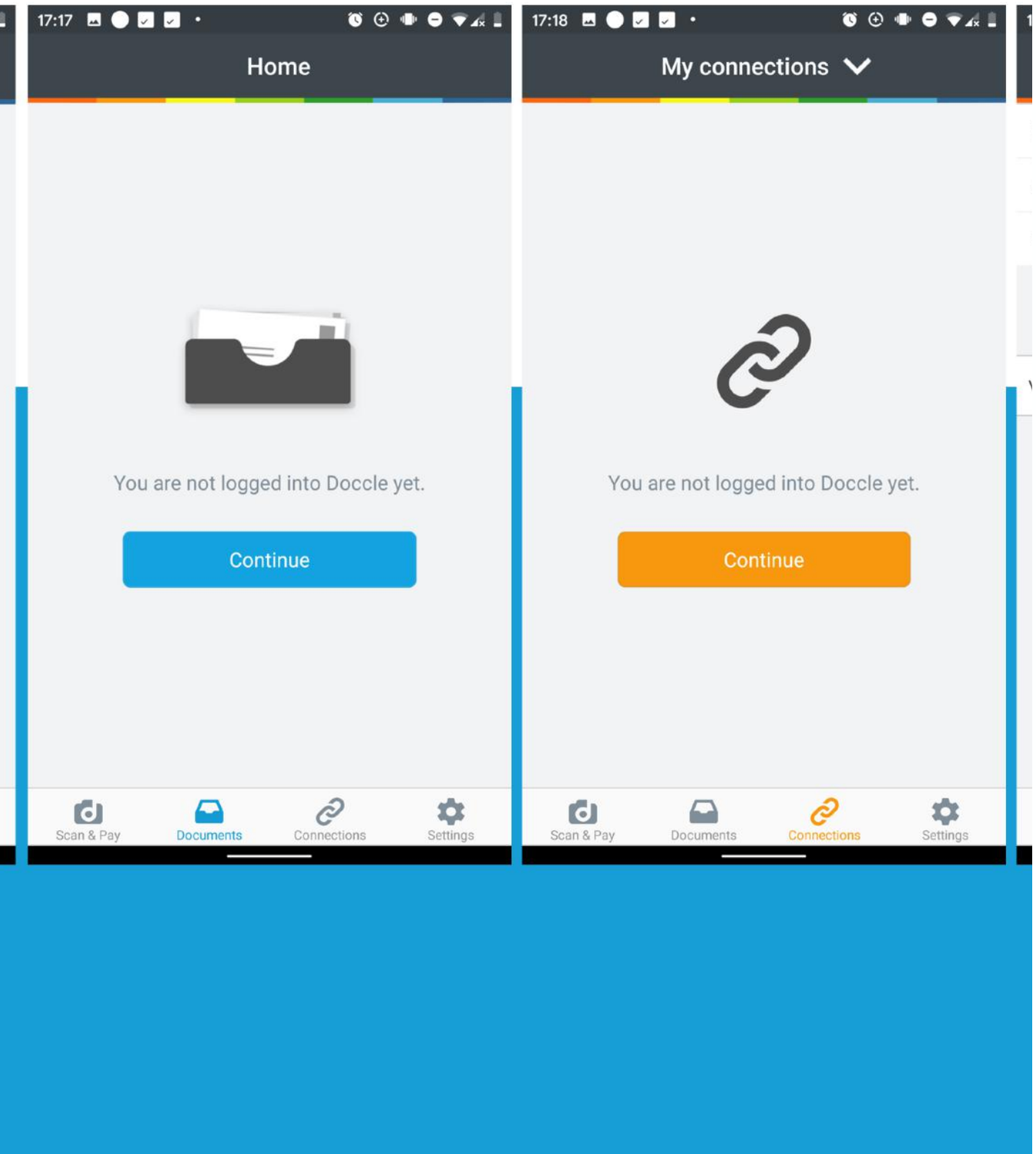
Rate our app

About Doccle

Review the introduction

Version 3.8.3 (4261)

Scan & Pay | Documents | Connections | Settings



Rethinking the empty states

Just a little bit, for now.

Each menu, only on the mobile apps, had a different colour, this represented a huge challenge for our accessibility first approach.

1. Understand if these different colours were relevant to our Docclers' navigation.

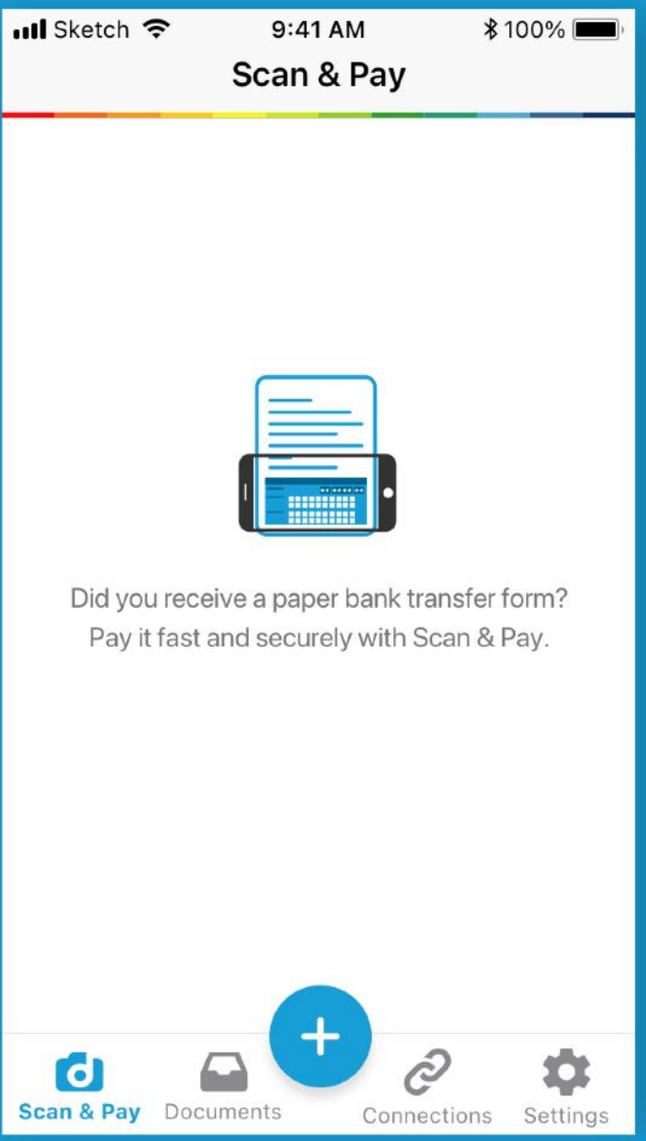
2. Try to understand with my colleagues why this decision was taken in the past. Was it branding? Was it users' feedback?

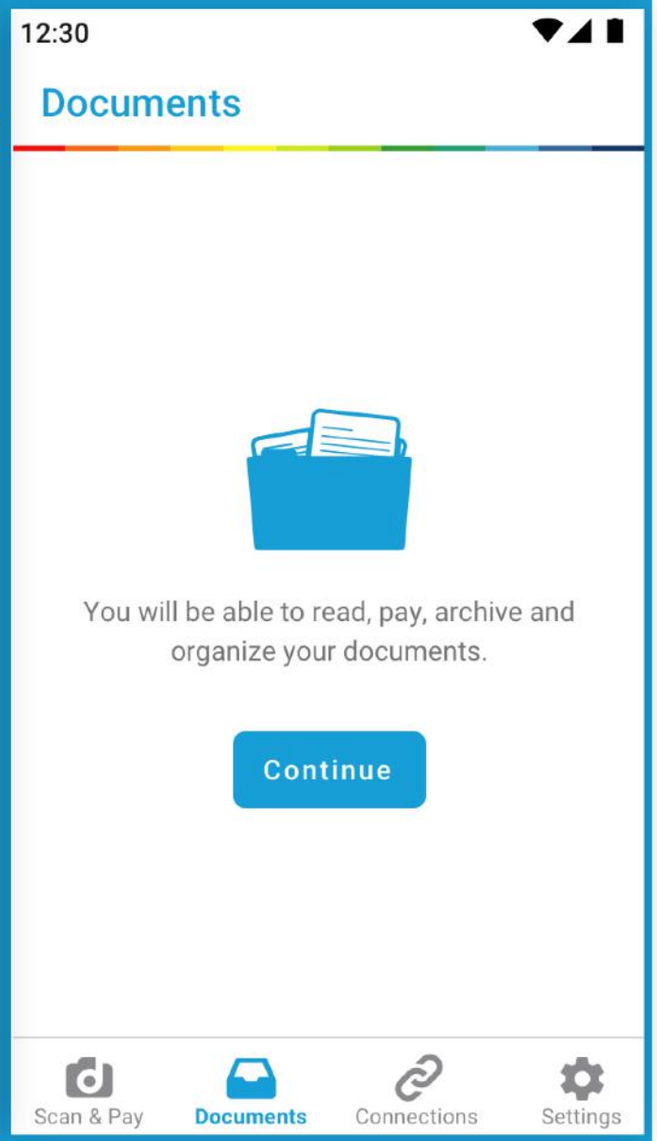
According to the support team, and from the reviews from App and Play stores, we were able to understand that the users were always referring to the screen they were on by its title, icon or content. Never accent colour.

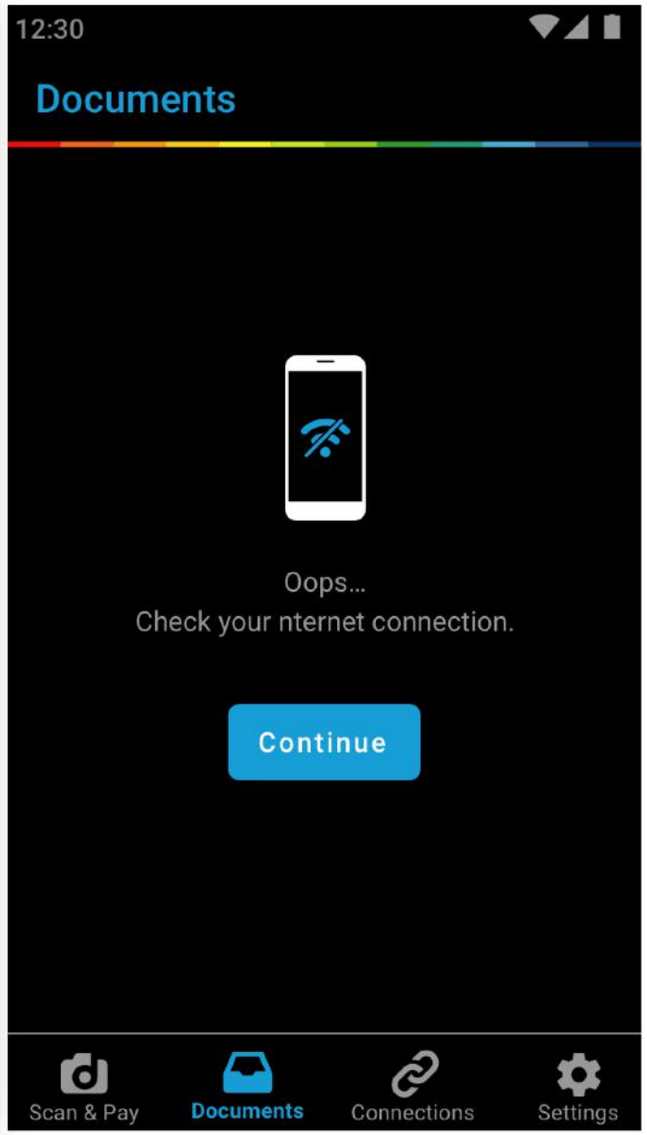
We then decided to go for one main colour on the Doccle mobile applications. Blue was already a very much used colour on the Doccle web app as well as on email communications and social media posts. So the challenge was only to find a similar tone that would fit light and dark mode in terms of readability and colour contrast. By doing this, we manage to keep the visual impact on our Docclers to the minimum while unifying our user experience across our different platforms.

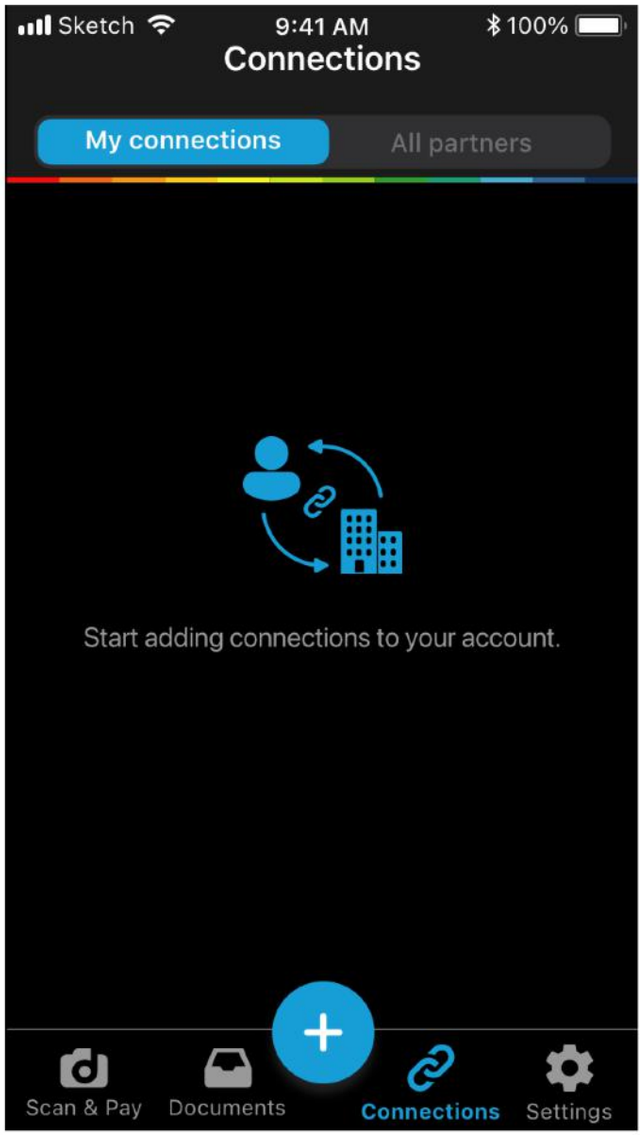
Still isn't great, this blue, accessibility-wise. But we are aware of it and we know we'll need to iterate again on this.

Background to white - better for accessibility and makes the app more light weight to the eye.

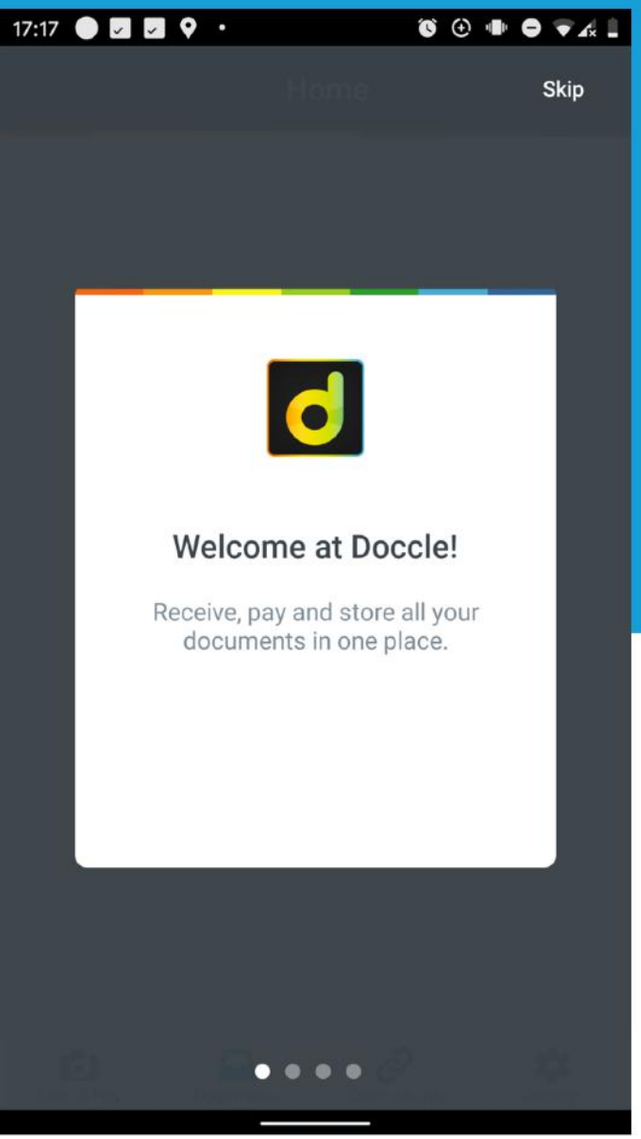


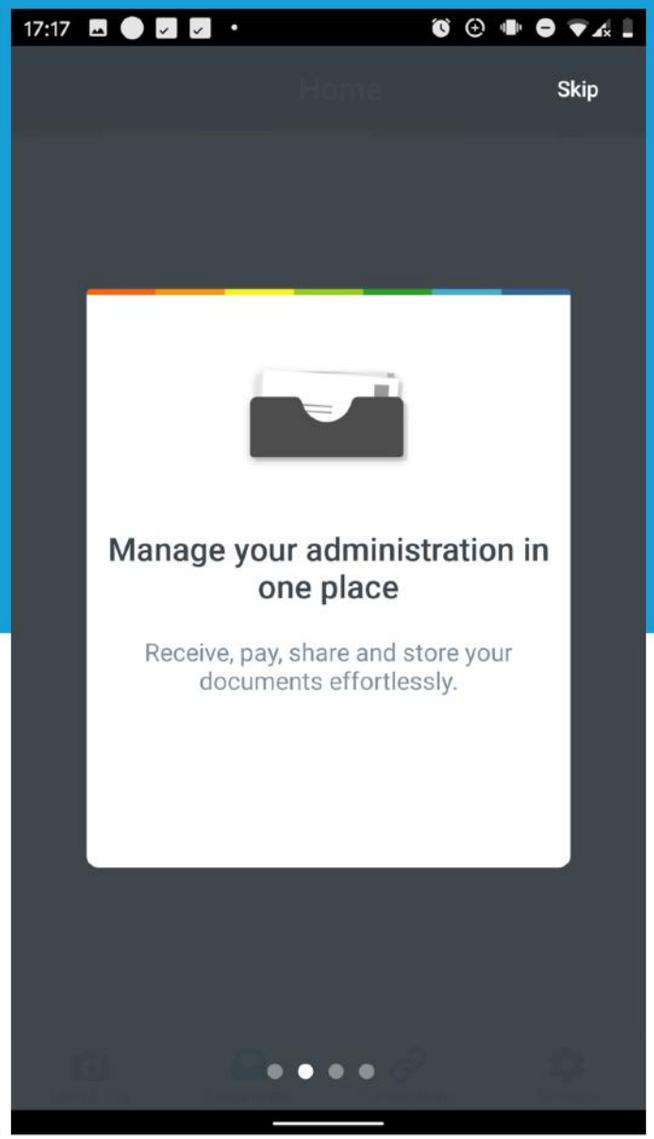


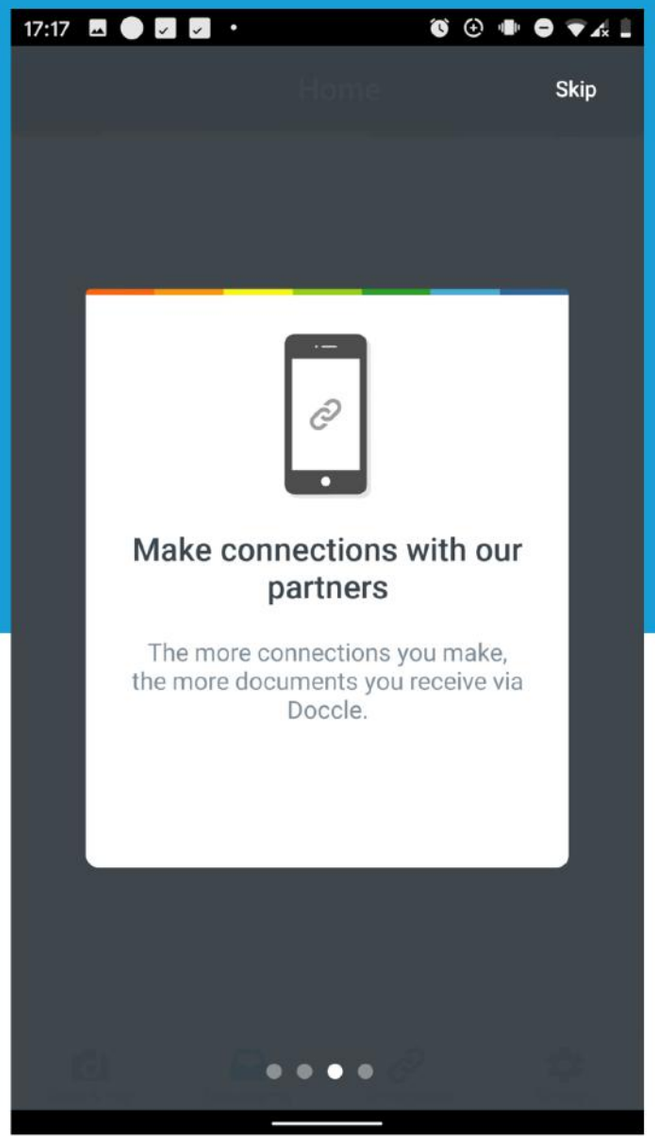




Updated illustrations accordingly to the pre-existing iconography used on social media channels - more modern look & feel, applied the newly born Doccle blue


17:17
Skip
Welcome at Doccle!
Receive, pay and store all your documents in one place.


17:17
Skip
Manage your administration in one place
Receive, pay, share and store your documents effortlessly.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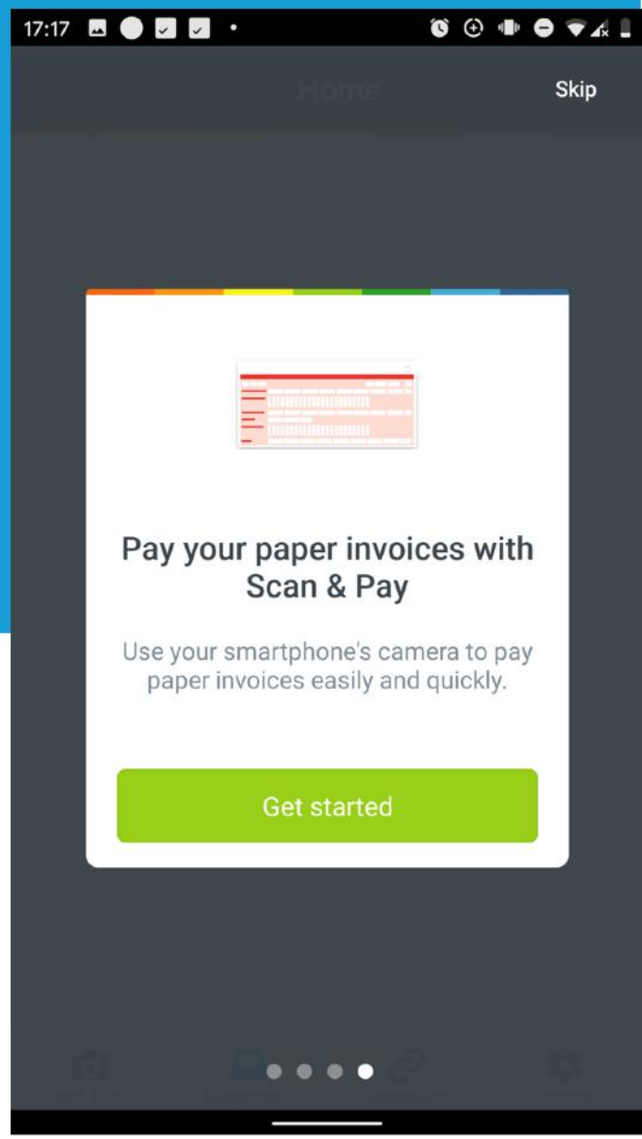
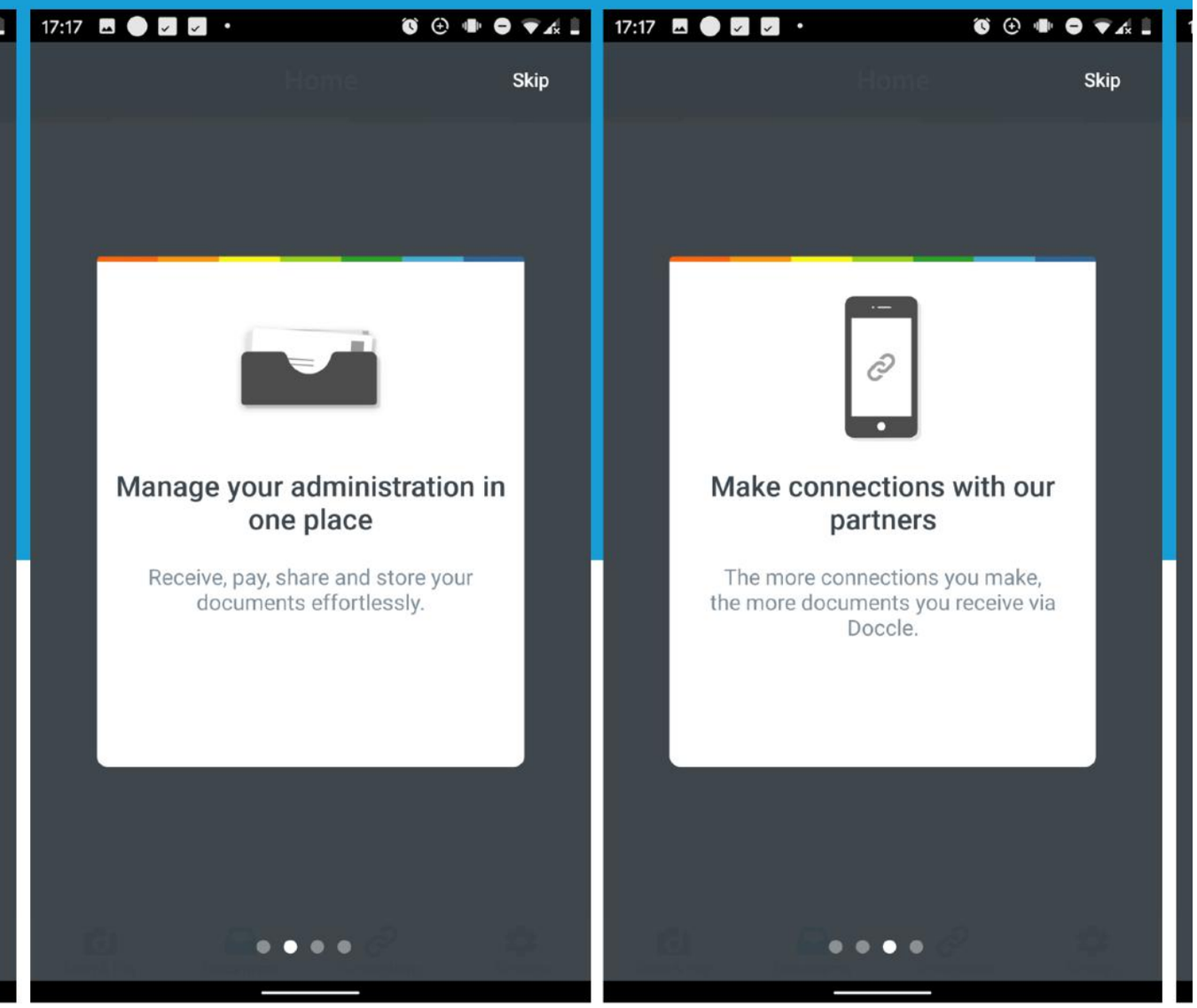
Make connections with our partners
The more connections you make, the more documents you receive via Doccle.


17:17
Skip
Pay your paper invoices with Scan & Pay
Use your smartphone's camera to pay paper invoices easily and quickly.
Get started



Rethinking the onboarding

Just a little bit, as well, for now.

Quite the cards for entire pages - because they were custom made and very development time costly when we needed to change something.

This exercise helped us understand the complexity of the work ahead since we wanted to extended this change to the entire app. By making **more accurate estimations** we were able to do a better planning on future releases.

Problems still to tackle: the small text copy is the same on the onboarding screens as on the empty screens... I would like to have both copies complementing each other and giving more information about Doccle and how to take the best out of the app.

12:30

Skip

Welcome at **doccle!**

Receive, pay, share and store all your documents in one place.

12:30

Skip

Manage your administration in one place

You will be able to read, pay, archive and organize your documents.

Sketch 9:41 AM 100%

Skip

Make connections with our partners

The more connections you make, the more documents you receive via **doccle**.

Sketch 9:41 AM 100%

Skip

Pay your paper invoices with our Scan & Pay

Use your smartphone's camera to pay paper invoices easily and quickly.

Get started

Outcomes & Lessons learned

I believe that an accessibility approach makes an app better for everyone and should be something that you do from the beginning. At the end of this project, we managed to have both apps to be more accessible and take up less cognitive weight from our Docclers when using them.

There’s a lot of work still to do, we need to keep on improving but I’m proud of this project because it was the door to a more accessible and inclusive approach to the Doccle brand. We have been making these changes to our web app and implementing them on our Components Library so that all of our apps can be more accessible.

The feedback from Docclers has been great, and our ratings on the apps’ stores have been going up.

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