

Builder App

Introduction

The task we received as the agency was to deliver a tool for building rich content templates to use in Client's products cards (rich content is a special type of content, presented inside the products cards, for example: infographics, videos, diagrams and so on). Our users are people from the Project Management and Content Uploading teams, and our Client is a multinational well-known technology company, producing software.

My role

Participating in making assumptions + UX design based on the design thinking concept + basic UI + user stories writing and tasks delegation.

Problem to solve/my task

To design a useful and quick tool for building templates for rich content, with an option to create the template instances to overwrite some of the inherited values for the specific cases.

Process steps

01. First discovery meeting with a Product Owner to get the context of the project, to know first assumptions and our Client's expectations.
02. Another discovery meeting, this time – with developers and a Head of Technology (now with no Product Owner in the company), to verify and simplify the assumptions, with the parallel communication with our Client Service.
03. Gathering all assumptions and creating basic flow for the app.
04. Searching for similar competitive solutions and see what works well and what doesn't in them.

05. First low fidelity wireframes and, in the meanwhile, discussing the ideas with the Head of Technology and with the eCommerce Projects Supervisor who manages a team of our future users.
06. High fidelity wireframes and prototypes.
07. Users tests on a disputed issue which was naming the instances of the template. Link to the form: <https://forms.gle/MWBETarJx5tiMXLS7>.
09. Handing off the project to feedback: to a Head of Technology and to an eCommerce Projects Supervisor.
10. Making small fixes after the feedback from the users in parallel with writing first user stories for delegating tasks in the near future.

Some of the results

Here's the link to the presentation: <https://xd.adobe.com/view/2a18e0f9-a86d-447f-569e-90e442e25169-5c29/?fullscreen>.

If you have never been using Adobe XD, it's also possible to display the list of all wireframes at once and move between them out of the order (after leaving full screen preview and clicking on the breadcrumbs/grid icon in the left top corner).