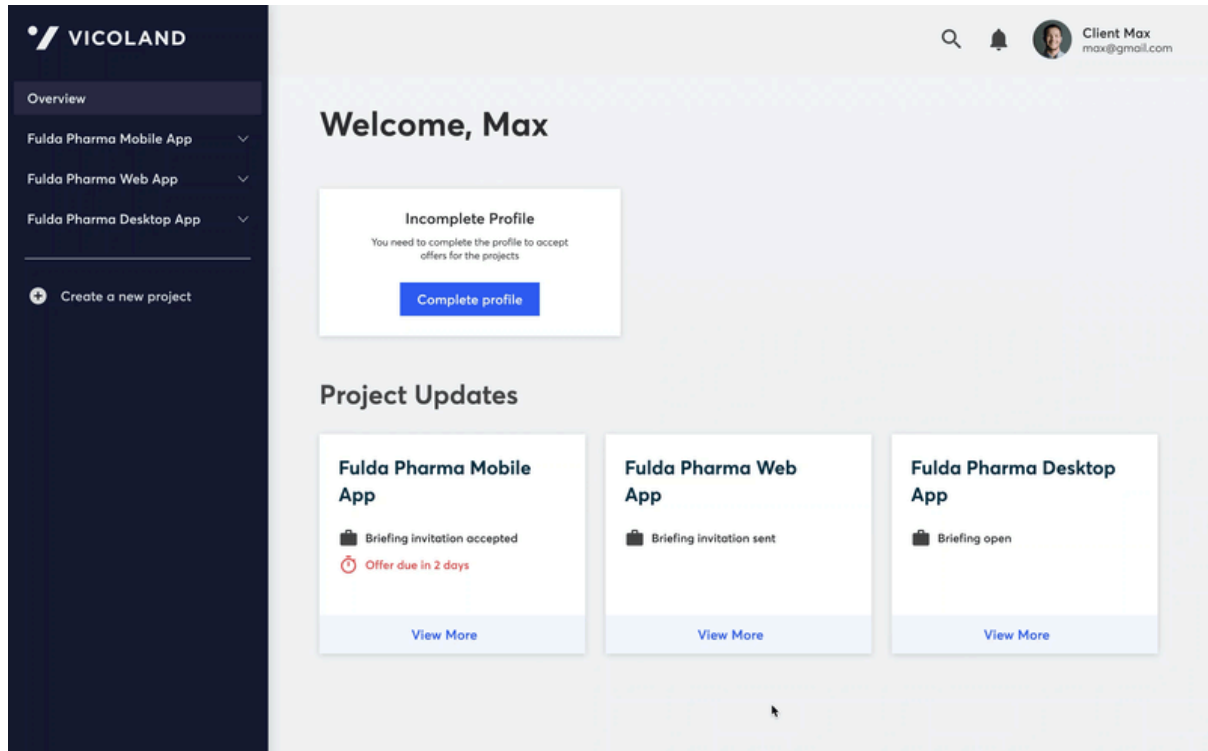


User Experience Designer- Task

Paarmita Bhargava



The Challenge

Problem: The client (Project maintainers) finds the Project page confusing. It is hard for them to understand the different steps to follow during the project life cycle.

Task: Redesign the Project page in a way that would guide the users through the different phases of the project specifically taking into account the Client representative role. The Project page is a dashboard that shows an overview of the project and allows a user to navigate to specific areas of the project.

My Approach

I approached the exercise in five parts:

- Context: Problem Statement/Goal, Understanding the flow
- Understanding Users: User Research, Existing solution, and Inspiration
- Setting the Stage: User Flow, Brainstorm solutions
- Design: Wireframes, Interactions for the problems
- Final considerations: Developer deliverables

Problem Statement/Goal

Managing a project can be a tedious and confusing task if we consider users spend less time managing the different phases of the project then they need a way to get an overview of the project so that they can easily navigate through the platform in order to ease the work. The goal is to design an experience for a vicoland client that helps them to smoothly guide through different phases of the project lifecycle.

Understanding the flow

- The onboarding screen was pretty clear in terms of what needs to be done next.
- After signing up as a client, I found 3 CTA buttons quite intuitive to start creating the first project.
- Once I entered the briefing information I was asked to invite the vico, I found the term “freelancer team/company” confusing.
- I found it strange that my briefing was incomplete and I was asked to invite the vico.
- After inviting the vico and completing the briefing, the dashboard doesn't convey the next steps that will eventually happen.
- After that, I somehow found the offer section, and the fields in it were not understandable and the request for changes was also not clear.
- Dates of offer sent and expiration was prominent.
- There was no visual element for confirmation that the final offer is made.

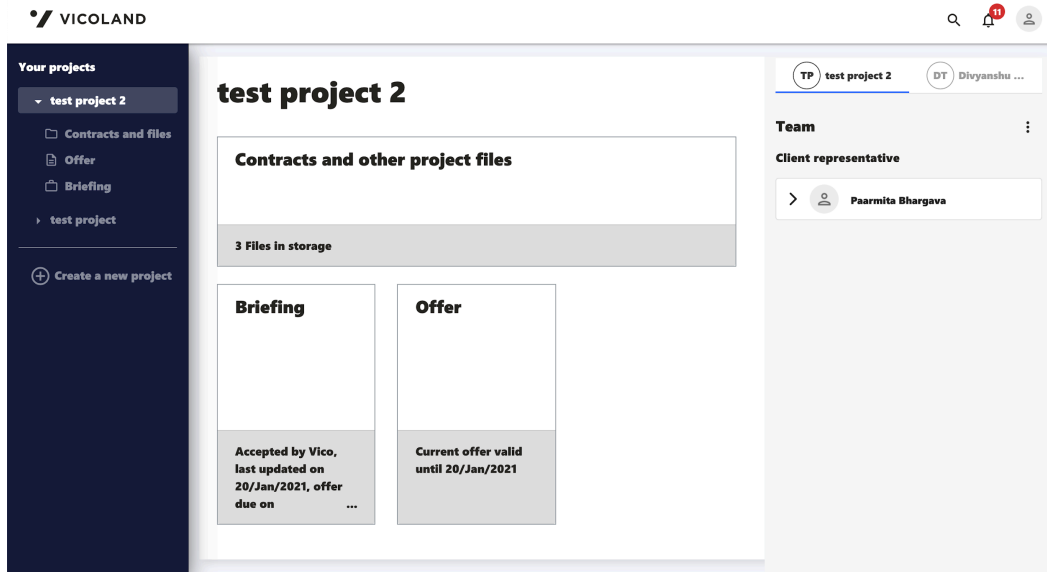
User Research

Listing out the workflow uncovered many problems for me as a first-time user of the platform. So I listed all the problems and tried to confine my research to the main ones.

I also asked one of my friends who is into the management of projects, to go through the screens and point out the pain points. This helped me to focus on the problems section by section.

Problems in the current flow

1. In the onboarding for creating the first project, the flow takes the user directly to inviting a Vico instead it should fill in briefing details first.
2. No clear overview of all the steps and the status of the phases.
3. The contract and documents section requires 3 clicks to view.
4. The team's section was confusing as the Vico team was not visible at first glance.
5. Side navigation auto hides in the Offer screen and then there is no option for the user to fix its position as static.
6. There is no option to view the overview screen on the dashboard.



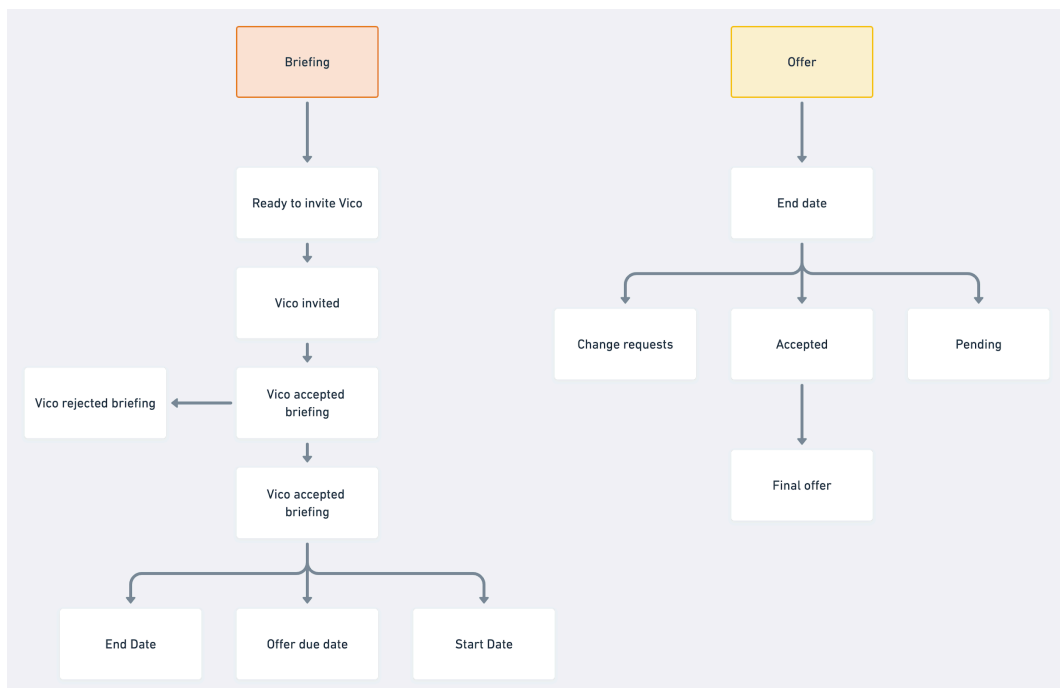
Competitive Review

I also took a quick look at some of the apps that users mainly use for managing the projects: 99 designs, freelancing teams, Team stack, AirBeesy, etc, and also inspiration from dribbble and Behance.

A quick review of the competition gave me an inventory of existing patterns, strengths, and weaknesses to begin brainstorming designs.

User Flows

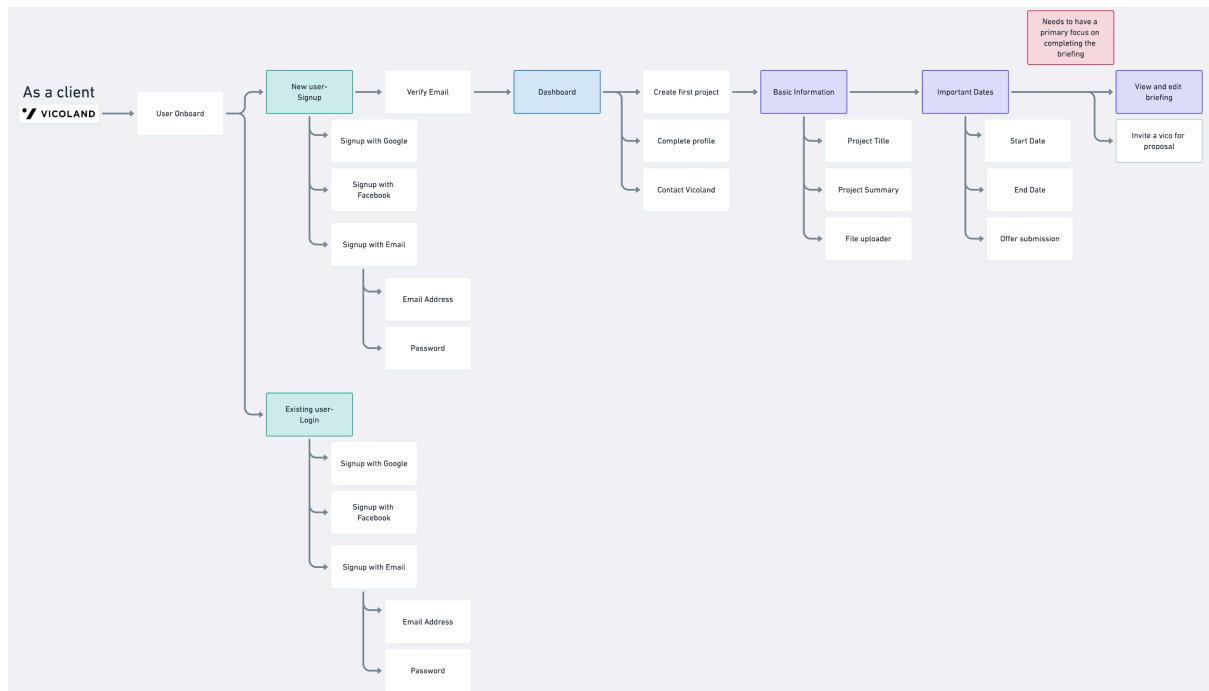
I came up with a list of processes and started to work through a user flow of how the user will navigate through them.



Problem 1 & Solution:

“

In the onboarding for creating the first project, the flow takes the user directly to inviting a Vico instead it should fill briefing details first.



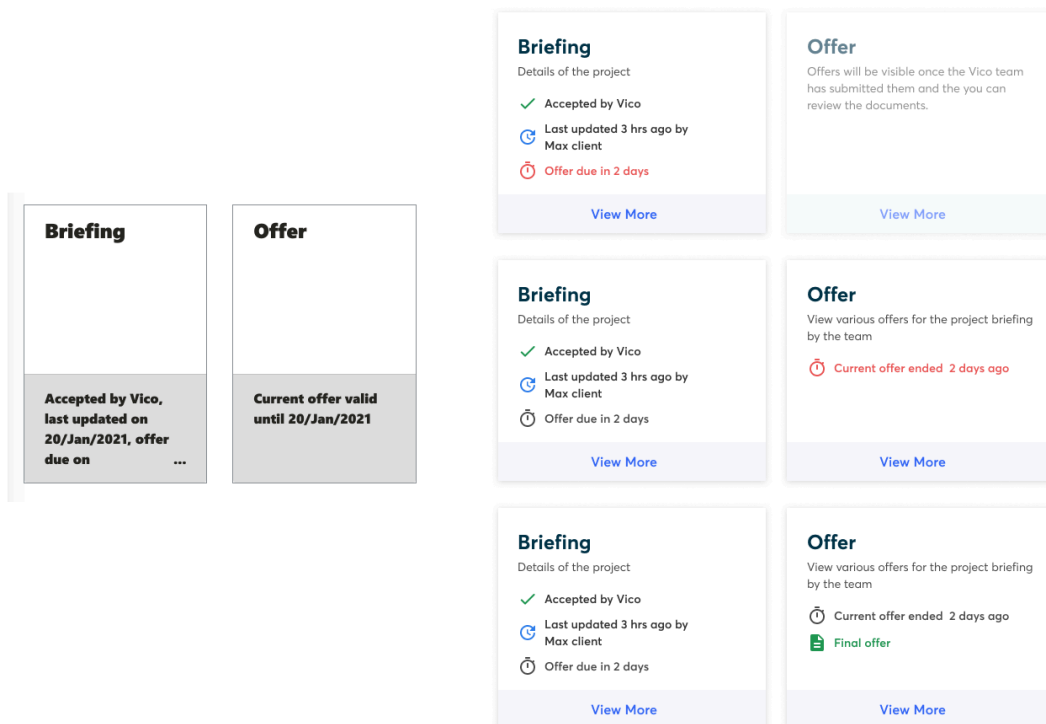
Problem 2 & Solution:

“

No clear overview of all the steps and the status of the phases.

Once the user reaches the dashboard, how will the user know the next steps that will happen after the briefing? On the dashboard, the current phases should be highlighted.

On the briefing phase, how will the user know various updates like accepted, viewed, the last update, etc so the user can stay informed about the progress? Highlighting the steps that require action so that the user focuses on them.



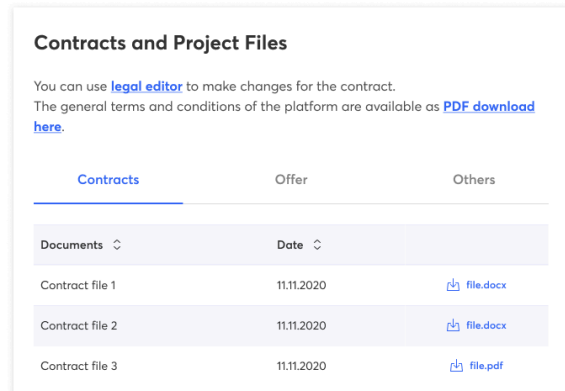
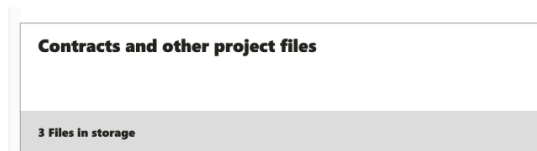
Problem 3 & Solution:

“

The contract and documents section requires 3 clicks to view.

The documents are viewed frequently by the users, showing a list of recently viewed contracts in the dashboard will help the user to quickly access them.

Thinking from a business point, Legal Editor is also a great tool for editing the contracts and should be easily accessible, and displaying it along with the contracts would be useful.



Problem 4 & Solution:

“

The team's section was confusing as the Vico team was not visible at first glance.

As a client, I will be already familiar with my team relative to the Vico team, so I will be more interested in viewing the Vico team as I will be mostly collaborating with them regarding the project.

The image displays two screenshots of a team management interface. The left screenshot shows a 'Team' view for 'test project 2' with a 'Spokesperson' section containing 'Freelancer 1 Software Developer' and status updates. The right screenshot shows a 'Vico team' view for 'AppFreelance' with a 'Spokesperson' section containing 'Freelancer 1 Designer' and status updates, and a 'Moderator' section containing 'Freelancer 2 Designer' and 'Freelancer 3 Software Developer'.

Left Screenshot: Team View

- TP test project 2
- DT Freelancer ...
- Team**
- Spokesperson**
- Freelancer 1
Software Developer
- Offer status**
Started creating an offer on 20/Jan/2021
- Briefing status**
Accepted the briefing invitation on 20/Jan/2021

Right Screenshot: Vico team View

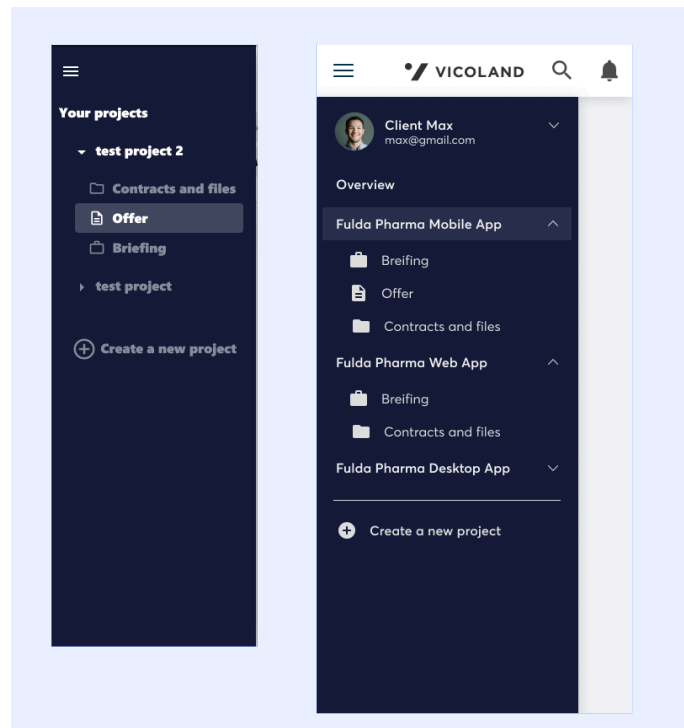
- Vico team
- My team
- AppFreelance**
- Spokesperson**
- Freelancer 1
Designer
- Offer created 20/Jan/2021 Briefing accepted 20/Jan/2021
- Moderator**
- Freelancer 2
Designer
- Freelancer 3
Software Developer

Problem 5 & Solution:

“

Side navigation auto hides in the Offer screen and then there is no option for the user to fix its position as static.

For the Desktop view, we should have fixed side navigation as there are many section elements, and for the mobile view, the navigation can be collapsed.

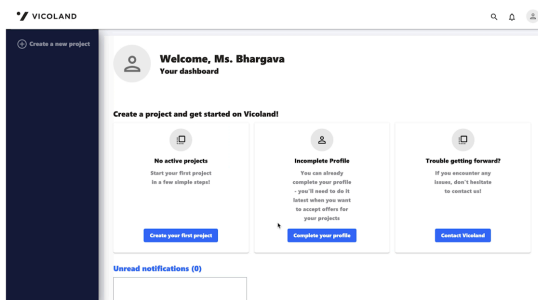
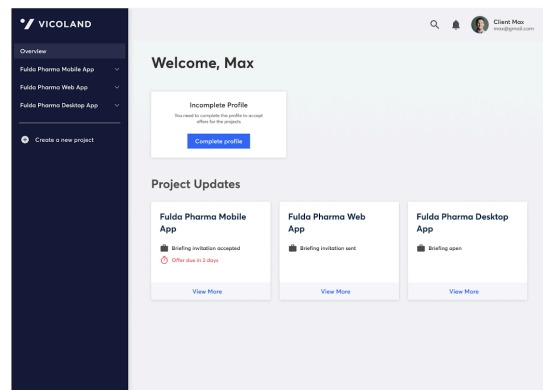
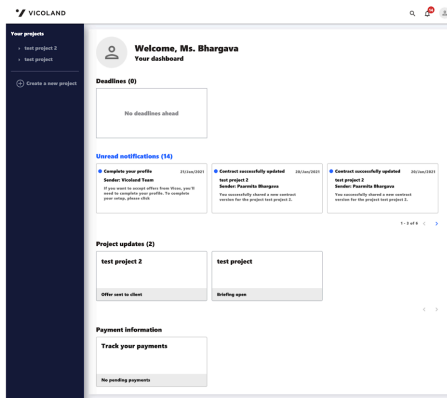


Problem 6 & Solution:

“

There is no option to view the overview screen on the dashboard.

If there are more number projects of the user then the overview screen will provide the status for all of them. This screen can be accessed through the “Overview” in the side navigation.



I believe there is room for improvement in the other screens e.g - offer, briefing, etc. but I primarily focused on the project screen.

Flow where the Vico declined the invitation.

Interaction

Figma prototype: <https://bit.ly/2Y4vYQ5>

Figma design: <https://bit.ly/3pmi5ZP>

Deliverable for developers

- Inspect mode in Figma or another tool to view the CSS.
- Commenting on screens if any question arises.
- Clickable prototypes to help them understand the navigation in the screens.
- Behaviors like hover, focus, empty, visited, active, error states can be shown in Figma and linking them.
- Assets — SVGs, PNGs, and icons can be exported from the Figma or other similar tools.
- Providing style guides with all the components, colors, typography, grid layouts used, spacing, etc.
- Delivering the screens in different sizes eg mobile, tablet, large desktops, laptops, etc will be really helpful for responsive design.
- If the feature/project contains a huge number of screens then a sitemap is helpful, in order to navigate to different sections of screens.