PRD

Portal Redesign

MySurvey

Fabrice simonnet

Agenda

1. **Project goals**
2. **Discover**
    - MySurvey/GTM design review
    - Web design trends
    - Competitor review
3. **Process**
    - Lean UX
    - User centred approach
    - Design process
    - Compatibility & Implementation process
    - Key milestones
4. **High fidelity wireframes**
5. **High fidelity mock-ups**

1. Project Goals

What we want to achieve

Portal ReDesign (PRD) Project goals

- Deliver a new global portal design, optimizing the experience of our panelists, that will be supported by the new content management system (CMS).
- Implement responsive layout, offering experience excellence to our users regardless the device they use.
- Create user interface design and usability guidelines to enable unified experience across all portals.
- Increase user loyalty and survey completion.
- Improve UI to boost recruitment process and increase acquisition KPI's.
- Standardize and optimize the user journeys of our panelists on the portal while tracking key usage metrics.
- Increase brand awareness.
- Be compliant for use by people with disabilities.

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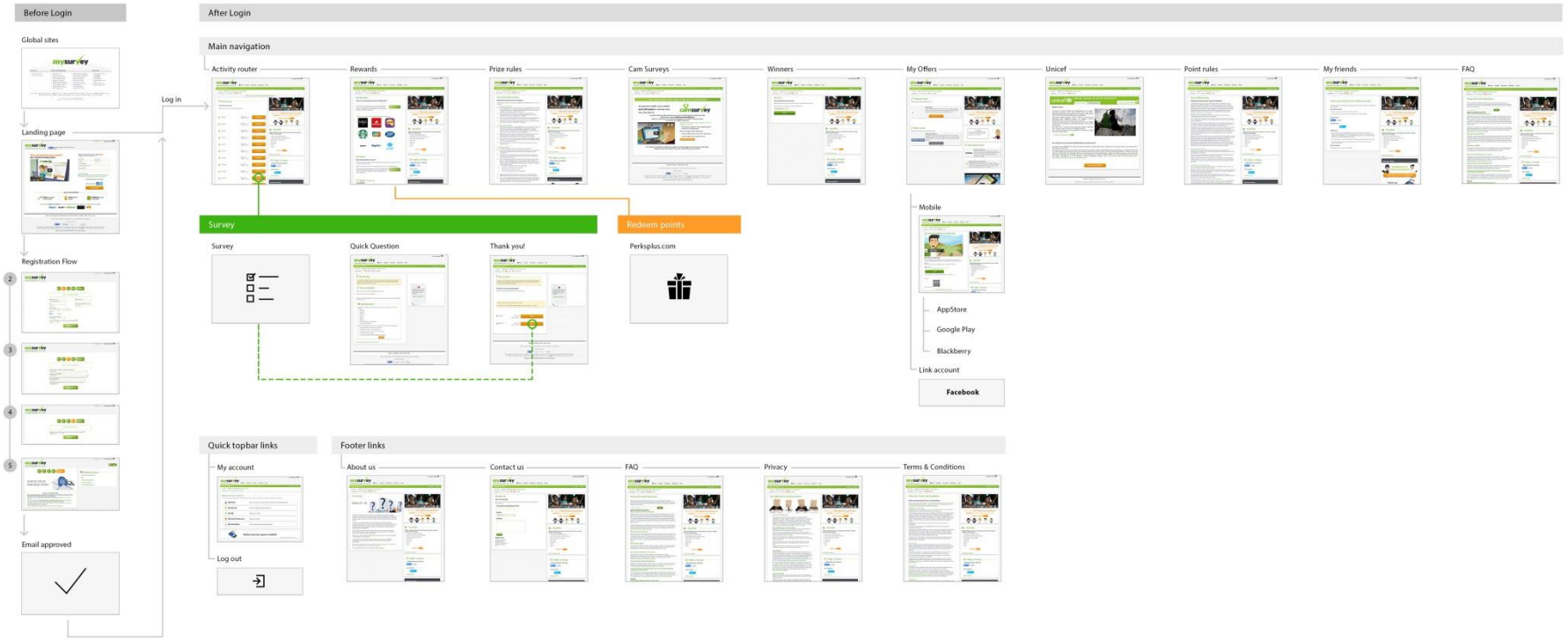
2.Discover

Understand the problem



After a review of MySurvey and GTM portals:

- Too complex navigation and bad taxonomy logic
- Long learning curve for the new users
- Important features are low prioritized

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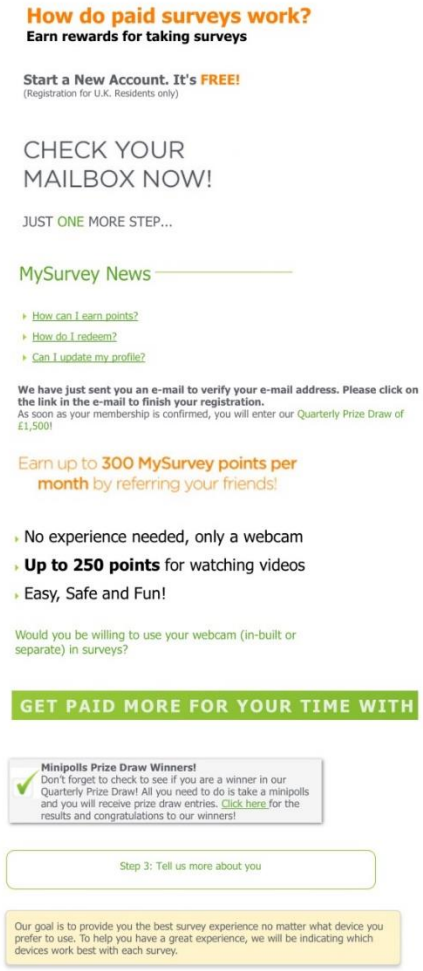
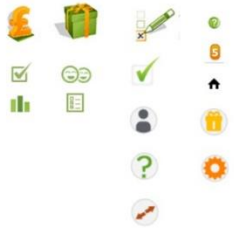
EXAMPLE OF MYSURVEY

Typography



Logos

Icons



Action elements

Fields

Visuals

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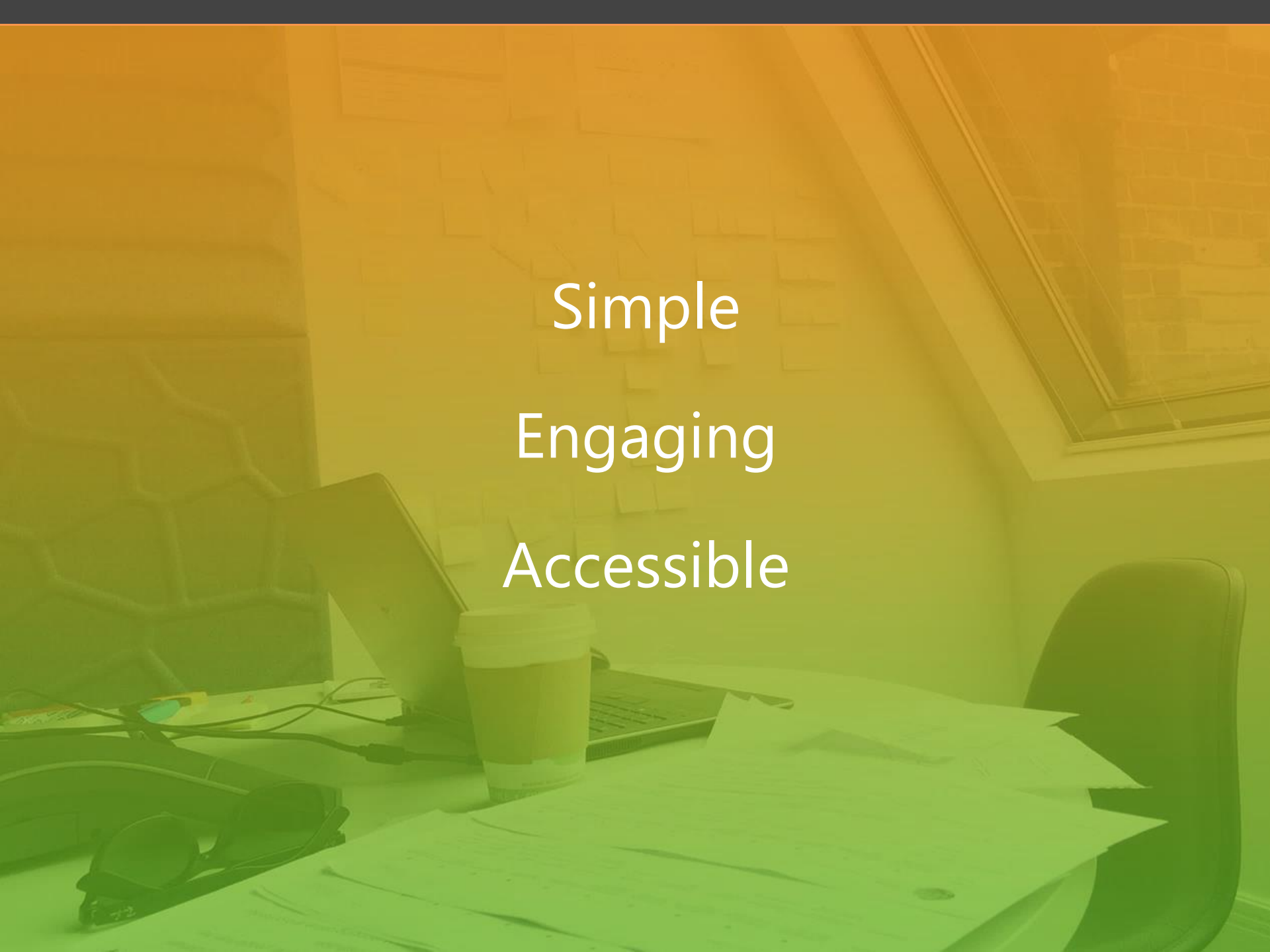
Simple
Engaging
Accessible

Design trends driven by technology

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Responsive vs Adaptive

Responsive

Responsive design works on the principle of flexibility for any screen size.

Pros:

- Each user experiences a consistent design
- Faster to deploy changes
- No need to maintain different code bases; one for desktop and another for mobile.

Cons:

- Slower load time

Adaptive

Adaptive design instead of one flexible design, detects the device and load specific layout.

Pros:

- Faster load time

Cons:

- Lack of consistency across platforms and devices
- Expensive and resource intensive.

We chose to use a responsive design approach, which will help us delivering a new portal optimized for computers, smart phones and tablets.

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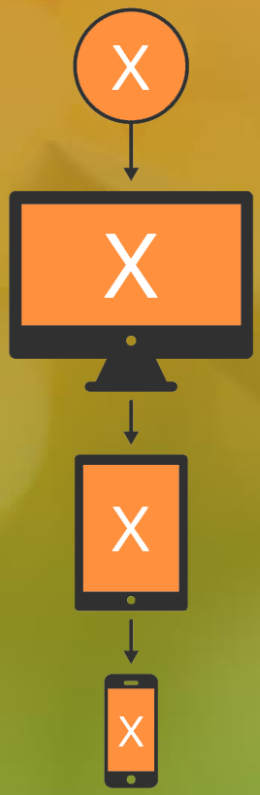
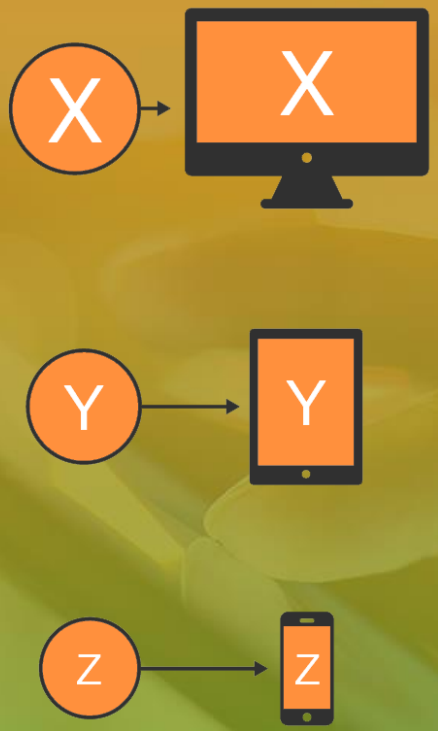


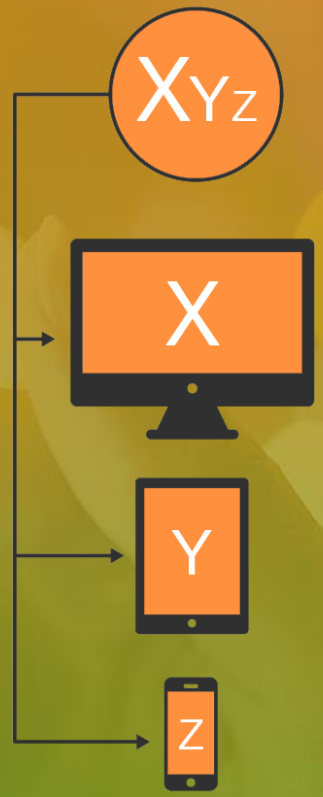
Responsive

Consistent content + Device-independent experience



Adaptive

Customized content + Device-specific experience



Hybrid

Consistency, customization, control, and efficiency = Uncompromised experience

Flat vs Skeuomorphic

Flat design

Pros:

- Makes content easier to digest by stripping away erroneous design elements
- Effective in communicating site navigation and usability
- Efficient in communicating calls-to-action and providing information to visitors
- Easily scalable to responsive design

Cons:

- Temptation to strip too much away from the page
- Lack of drop shadows and other image effects could mislead visitors which page elements are interactive and which are static
- Due to minimal design choices, colors and shapes used are critical to its success

Skeuomorphic design

Pros:

- Gives the user familiarity within the website
- Quickly conveys a certain atmosphere, theme, and purpose for the website

Cons:

- Excessive use of textural elements can become cluttered and distracting
- Inappropriate use of drop shadows and textures can create a false identity
- Loss of functionality
- Website content is ignored
- Restriction to real lie elements hinders development and design options

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Vector based graphics

Vector

Raster

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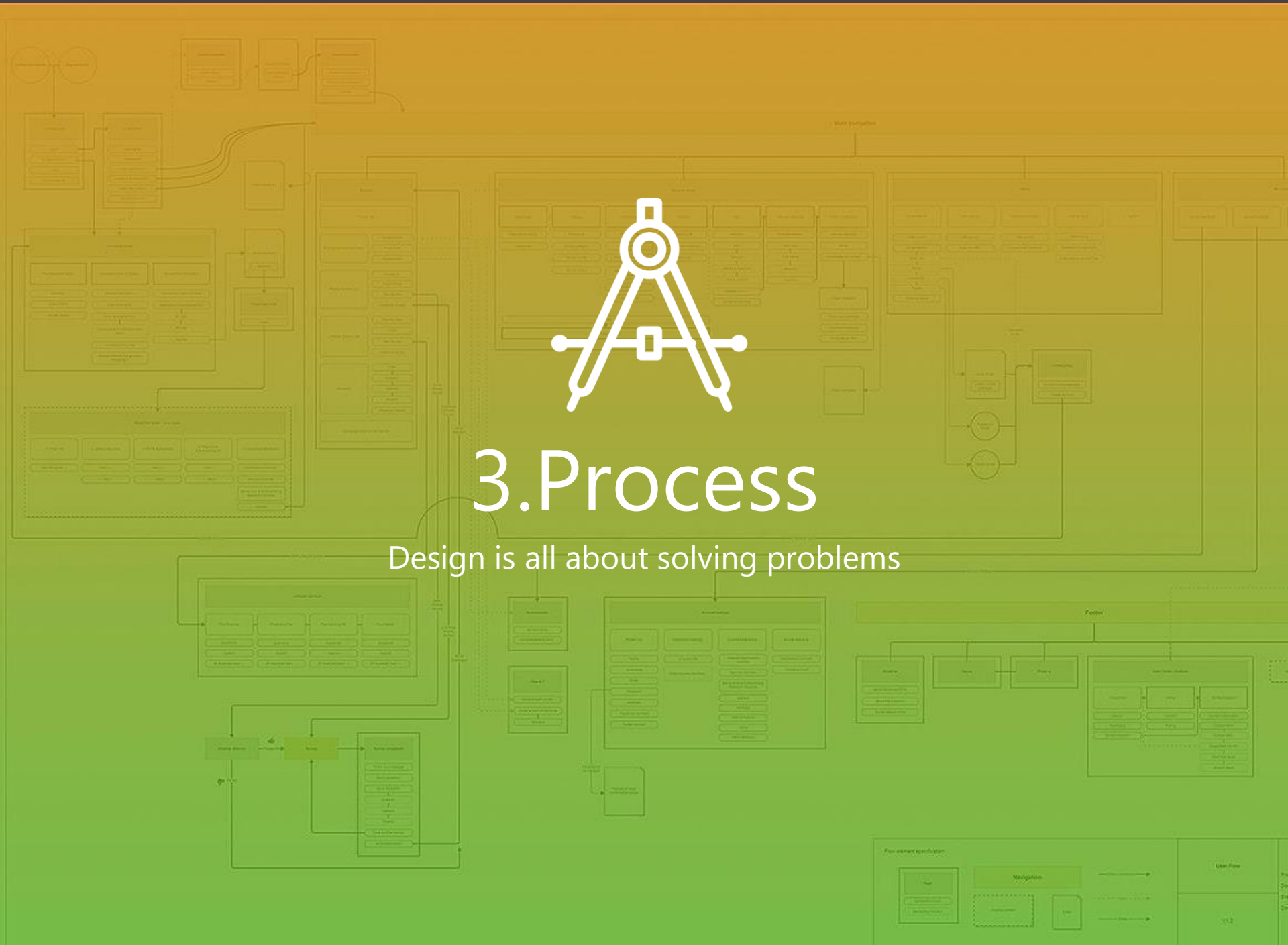
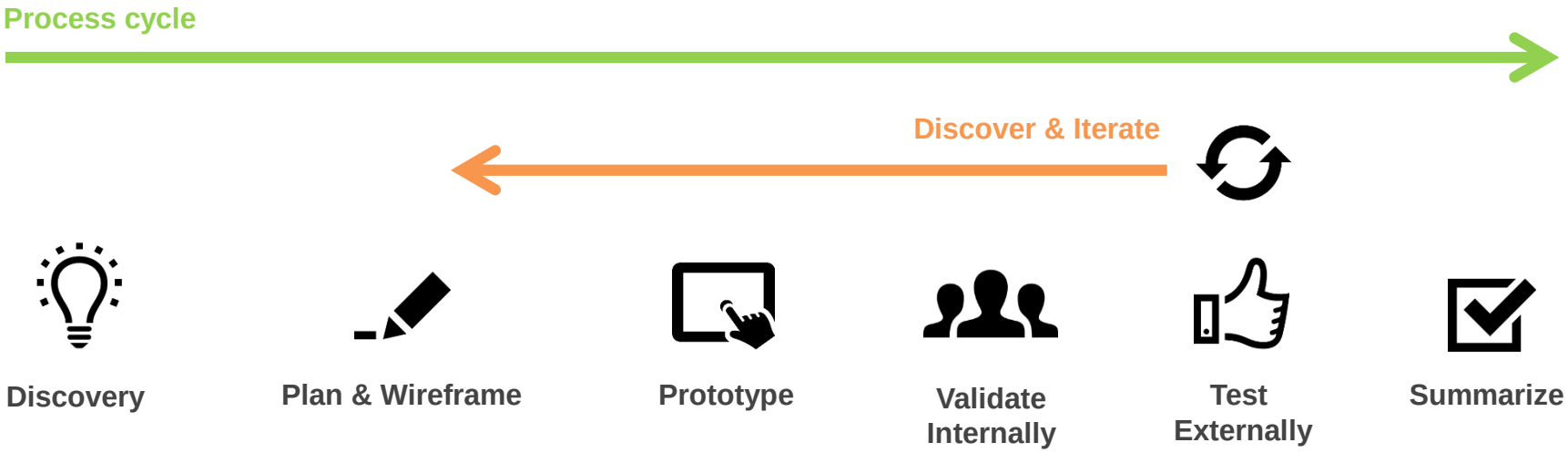


3.Process

Design is all about solving problems

Lean UX



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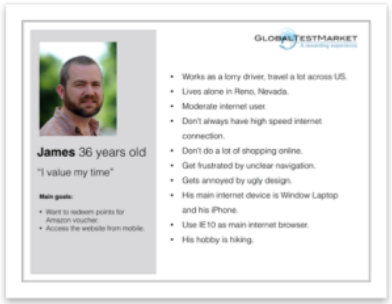
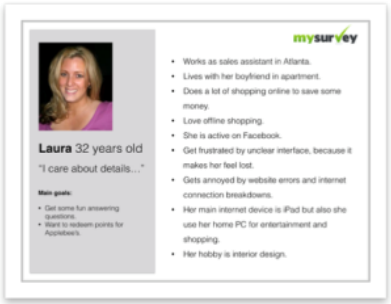
User centred approach

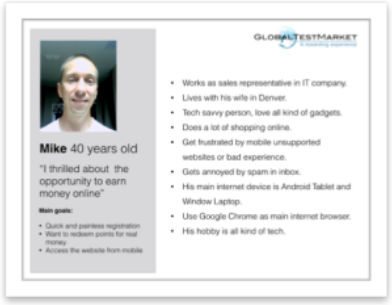


James.png

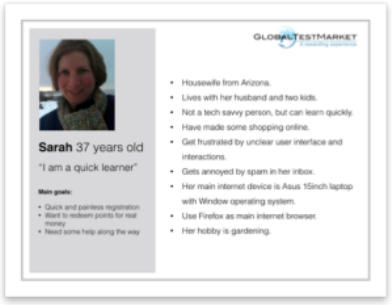
Jeff.png



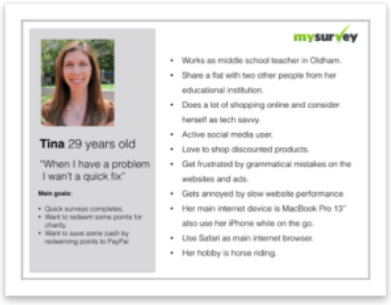
Laura.png



Mike.png



Sarah.png



Tina.png

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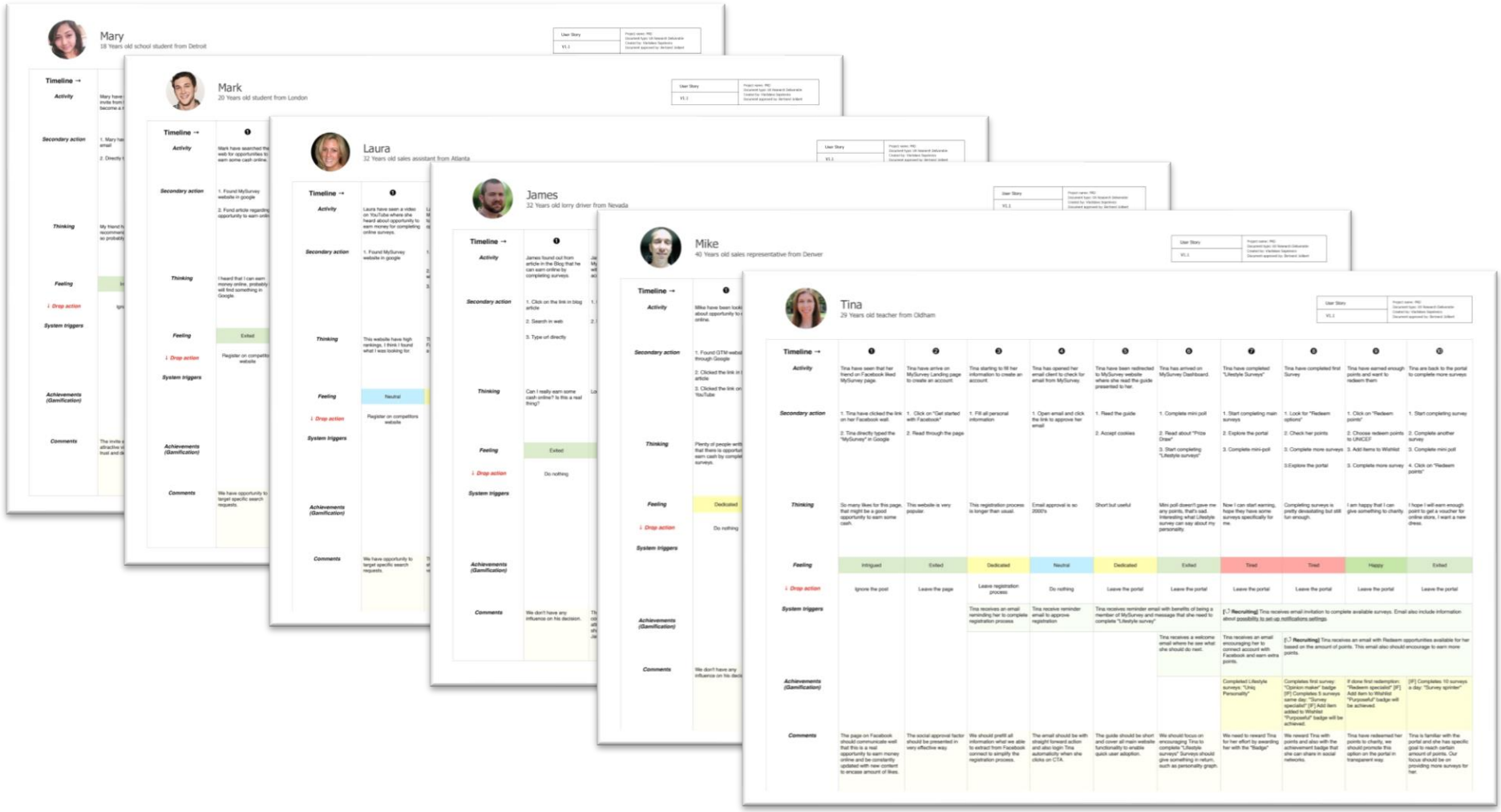
User scenario/User story



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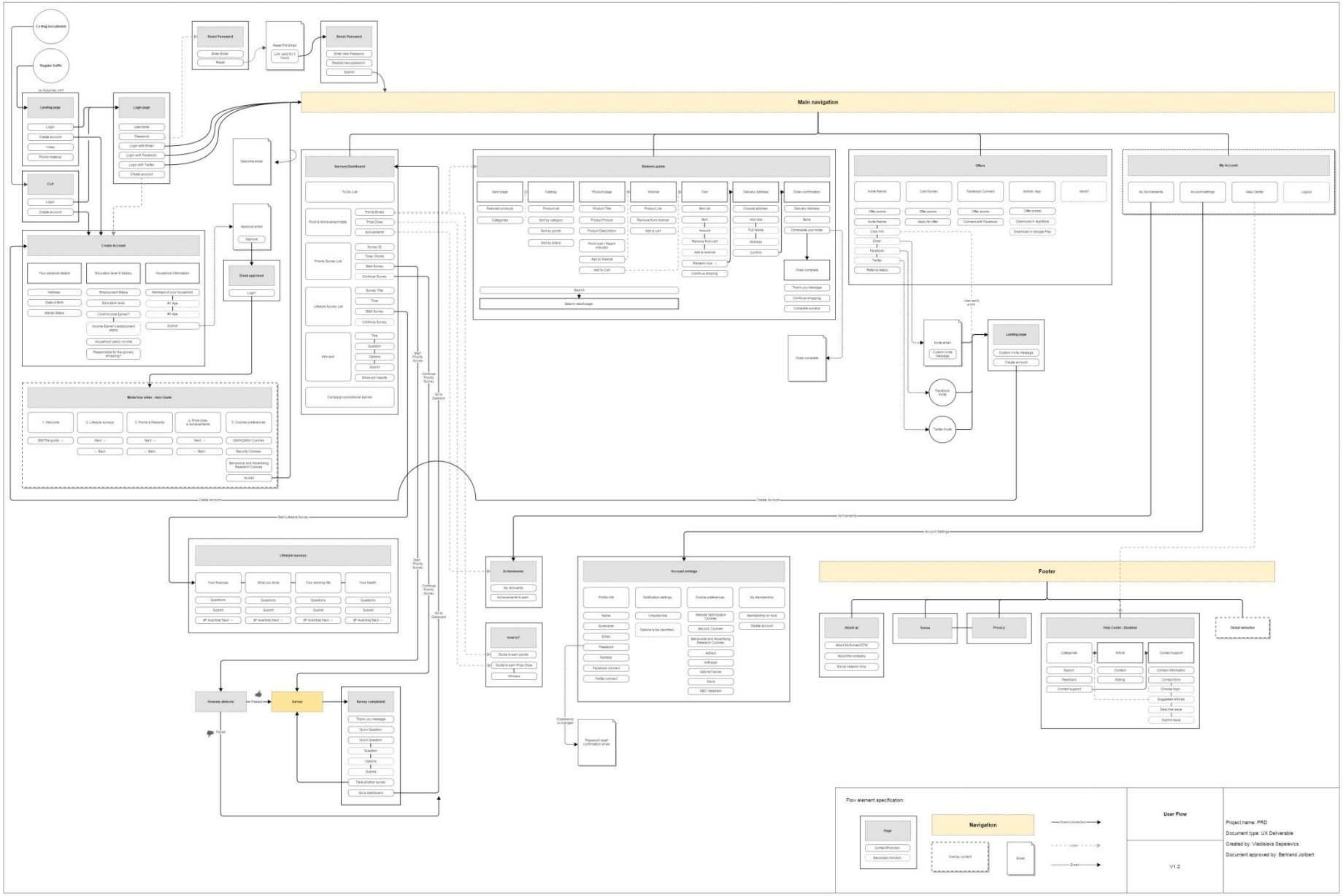

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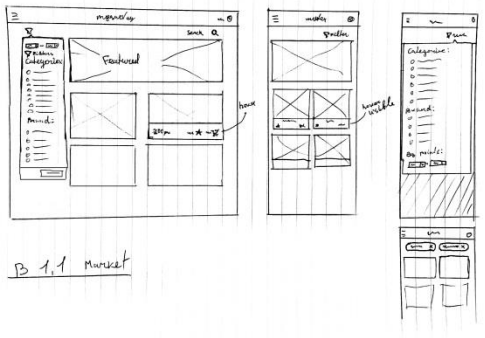
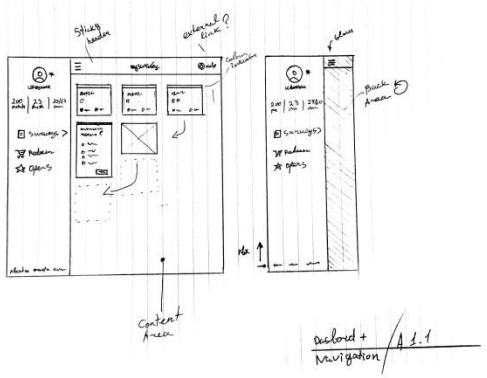
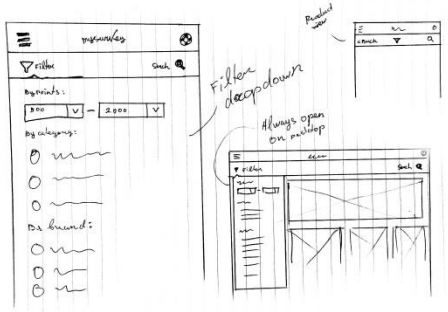
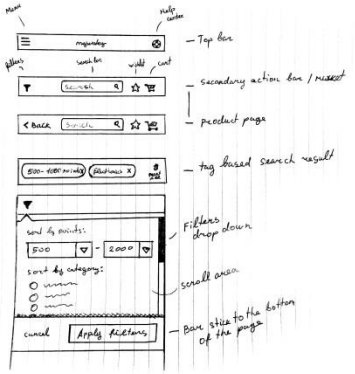
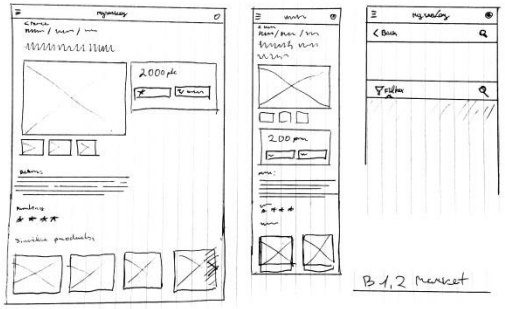
Mobile first

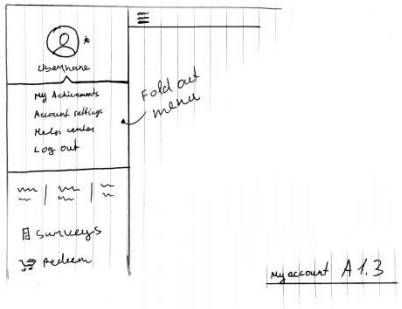


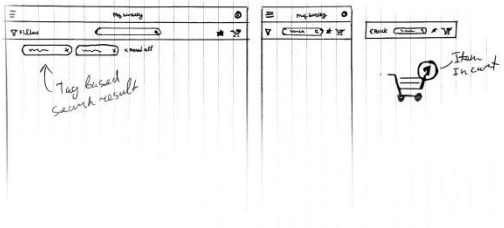


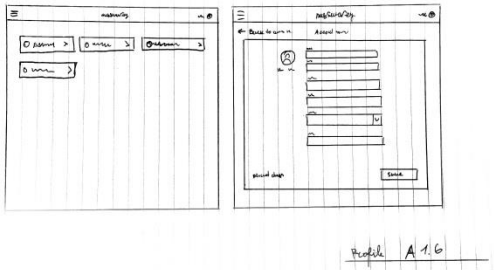


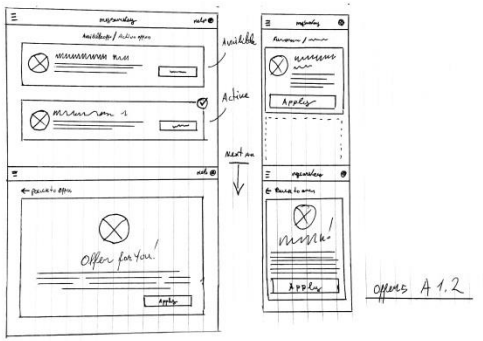












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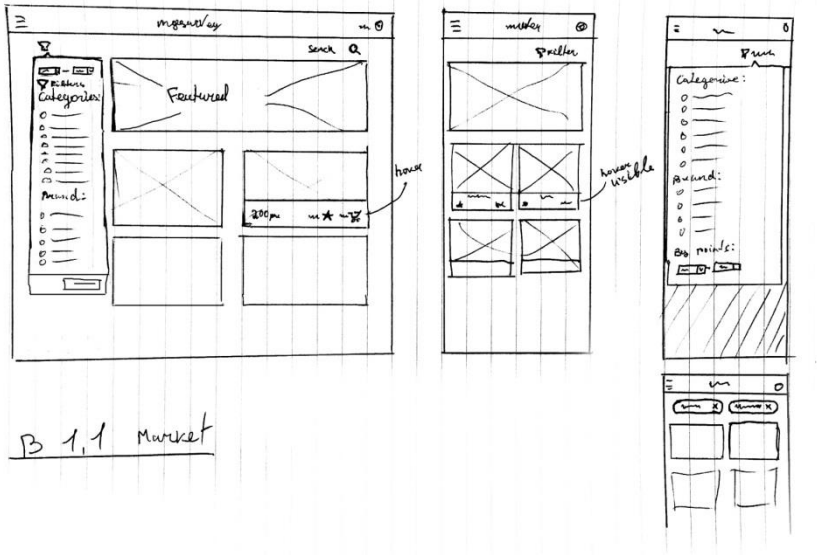

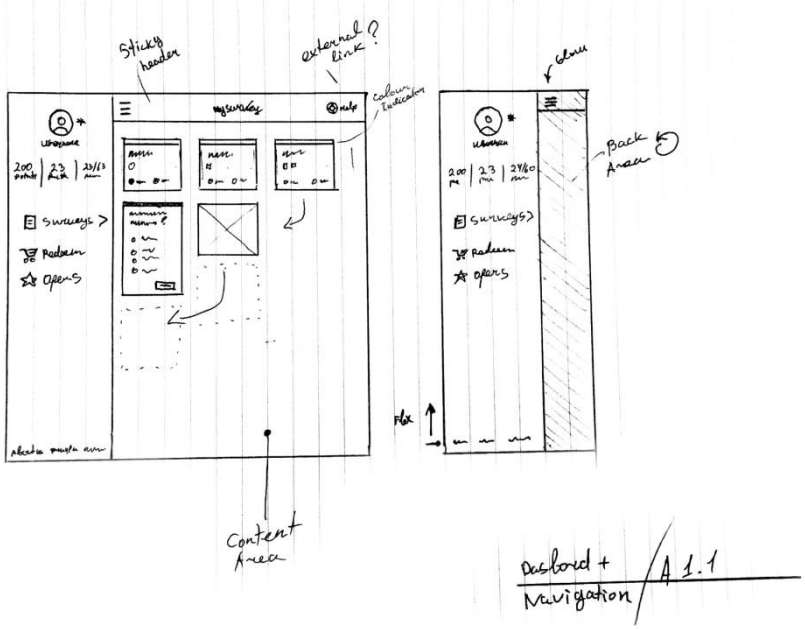

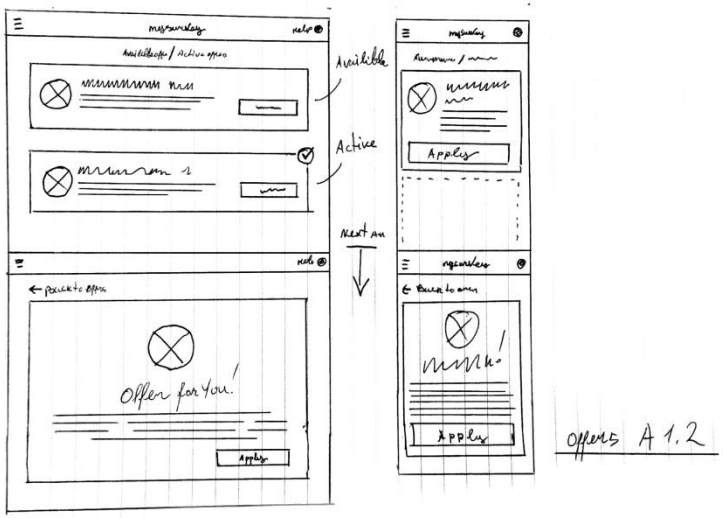

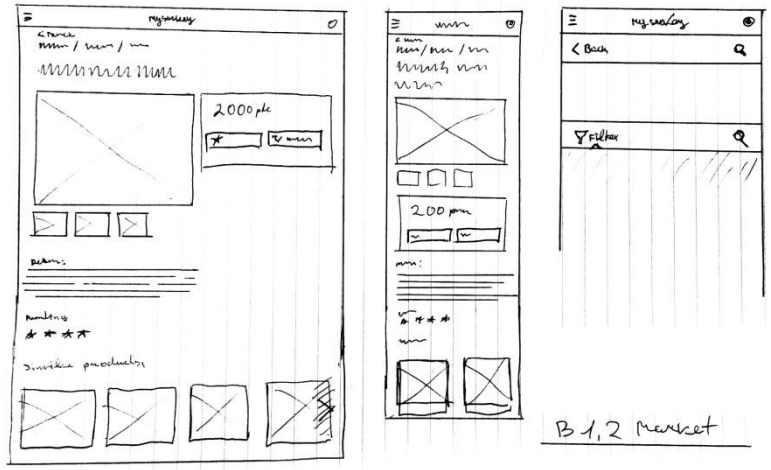

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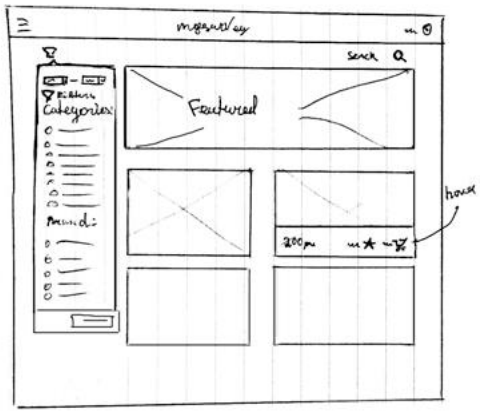
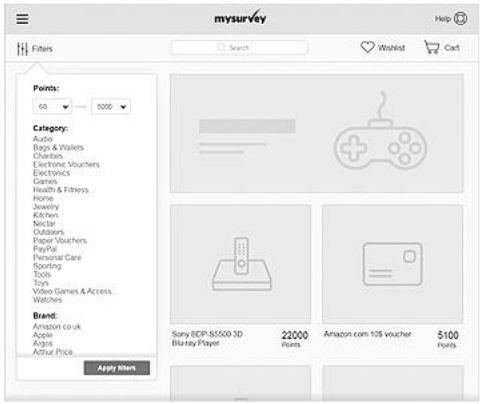
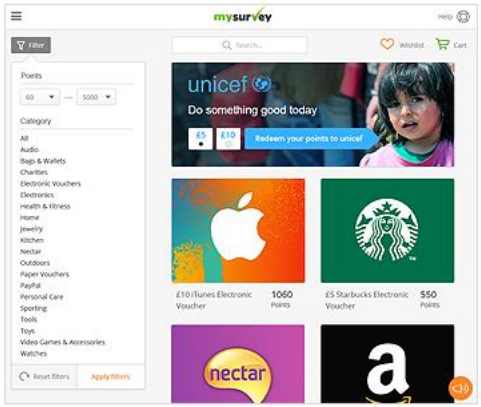
Design process



Lo-fidelity Wireframes



Hi-Fidelity Wireframes



Mock-up's

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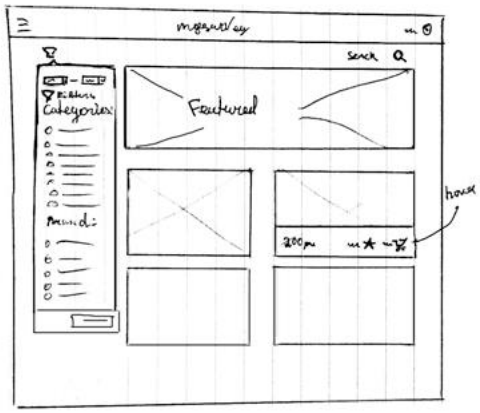
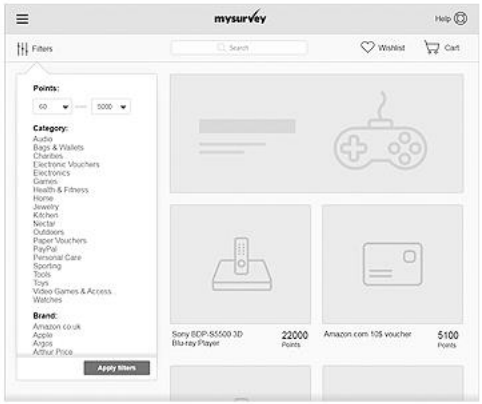
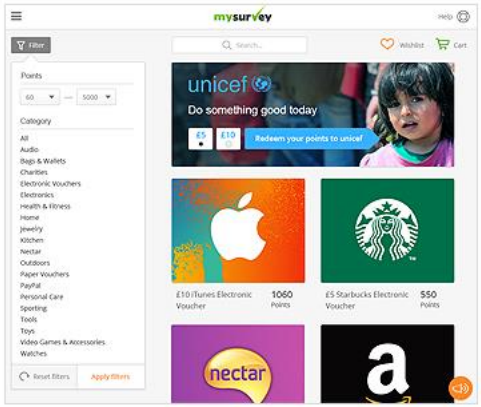
Rapid prototyping







Lo-fidelity Wireframes

Live **Prototype**

Mock-up's

+ UI Framework

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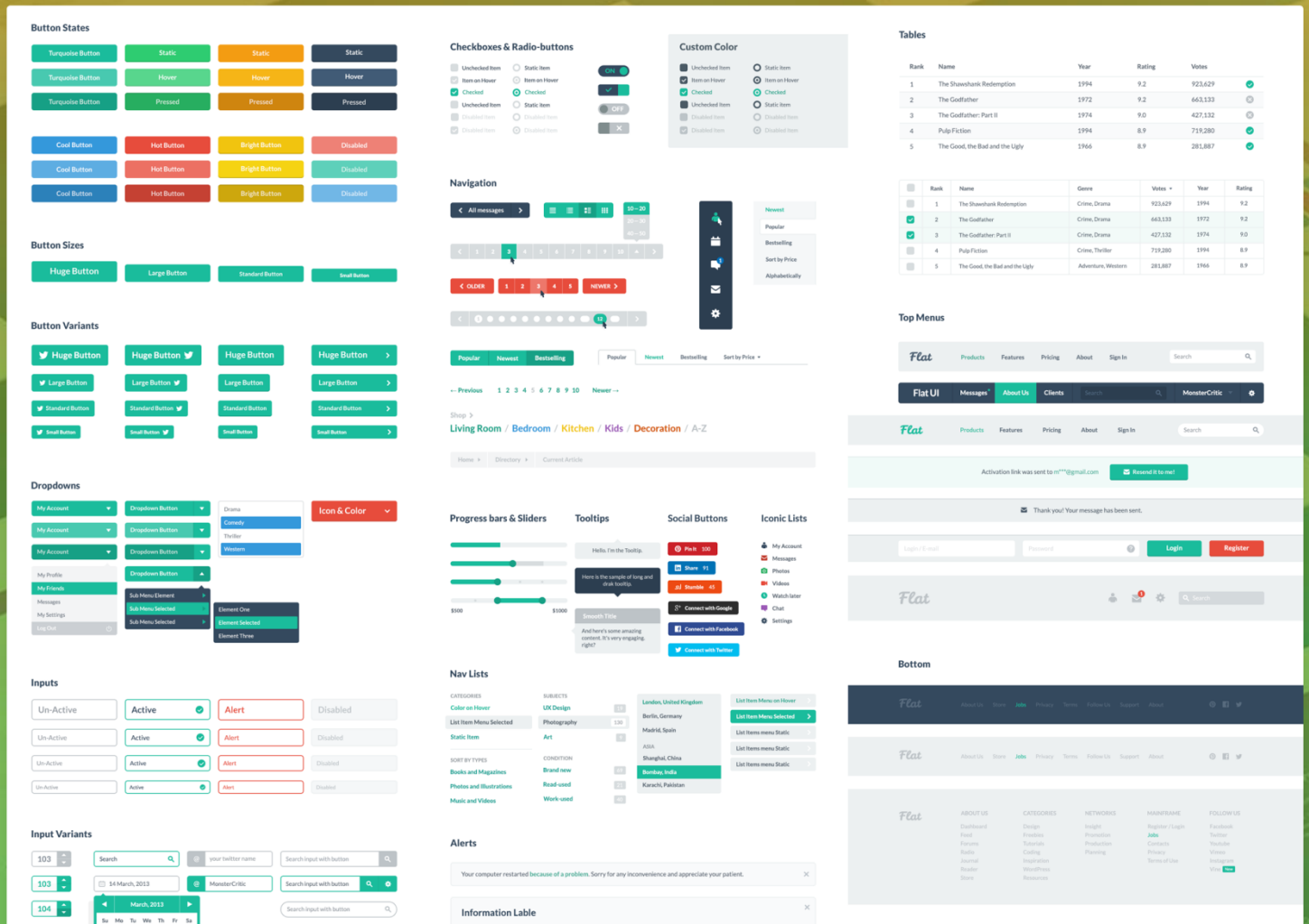
UI Framework

Designing modular system



Compatibility

- We compared our new design needs with the features offered by the new CMS, to provide an estimate of potential gaps between what the design requires and what the CMS offers.
- Most of the functionalities planned to be delivered at stage #1 are compatible with the CMS.

The features listed below would require some level of development:

Feature	Status	Potential development
Perks market place integration	Perks is currently reviewing	Perks; CMS; potentially DEV
Mini-poll	New feature to be designed by GEAR team	CMS
User profile picture	This can be done by CMS, perhaps not stage #1	CMS
New password reset flow	This requires a review from DEV	DEV; CMS
Instruction Survey	This requires a review from DEV and stakeholders	DEV; CMS; + client ops training
Achievements (badges)/loyalty	New feature to be designed by GEAR team	Not sure yet
Activity list	Can be done if presented as 2 lists (stage #1); would require DEV for full feature	DEV; CMS
Account cancellation password	This requires a review from DEV	DEV; CMS
Survey type	Available on MySurvey but not on GTM; requires a DEV review	DEV; CMS; + client ops training
Profilers flag (be able to serve them)	This requires a review from DEV	DEV; CMS

Implementation process (from design to live)

Step	Stage description	Owner
1	Finalize mockups of new design	GEAR (consultation)
2	Build HTML pages, incl. copy, creatives, media files, CSS, JS – 1 set of pages in responsive design (so works for all devices)	GEAR
3	Test HTML pages (final version), including final copy	GEAR
4	Implementation of the HTML pages in the CMS system	Portal team
5	QA and dev tests	Portal team
6	User testing (internally and with panelists)	GEAR
7	Adding GA JS for web tracking analytics	GEAR + portal team

KO meeting planned w/c 12th October (assuming consultation is progressing on plan).

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Milestone

Discovery

- Problem definition
- Stakeholder interview
- Desk research
- Feature list
- Traffic investigation
- Visual-Design Issues
- User group research
- Personas
- Competitor benchmark

Plan & Wireframe

- User stories/scenarios
- User flow
- Information architecture

Prototype

- Brainstorming
- Low-fidelity wireframes
- High-fidelity wireframes
- Device accessibility
- Interaction patterns
- Interactive prototype
- First Mock-up's

Validate Internally

Test Externally

- Final Mock-up's
- UI Framework
- Hi-Fidelity prototype

Summarize

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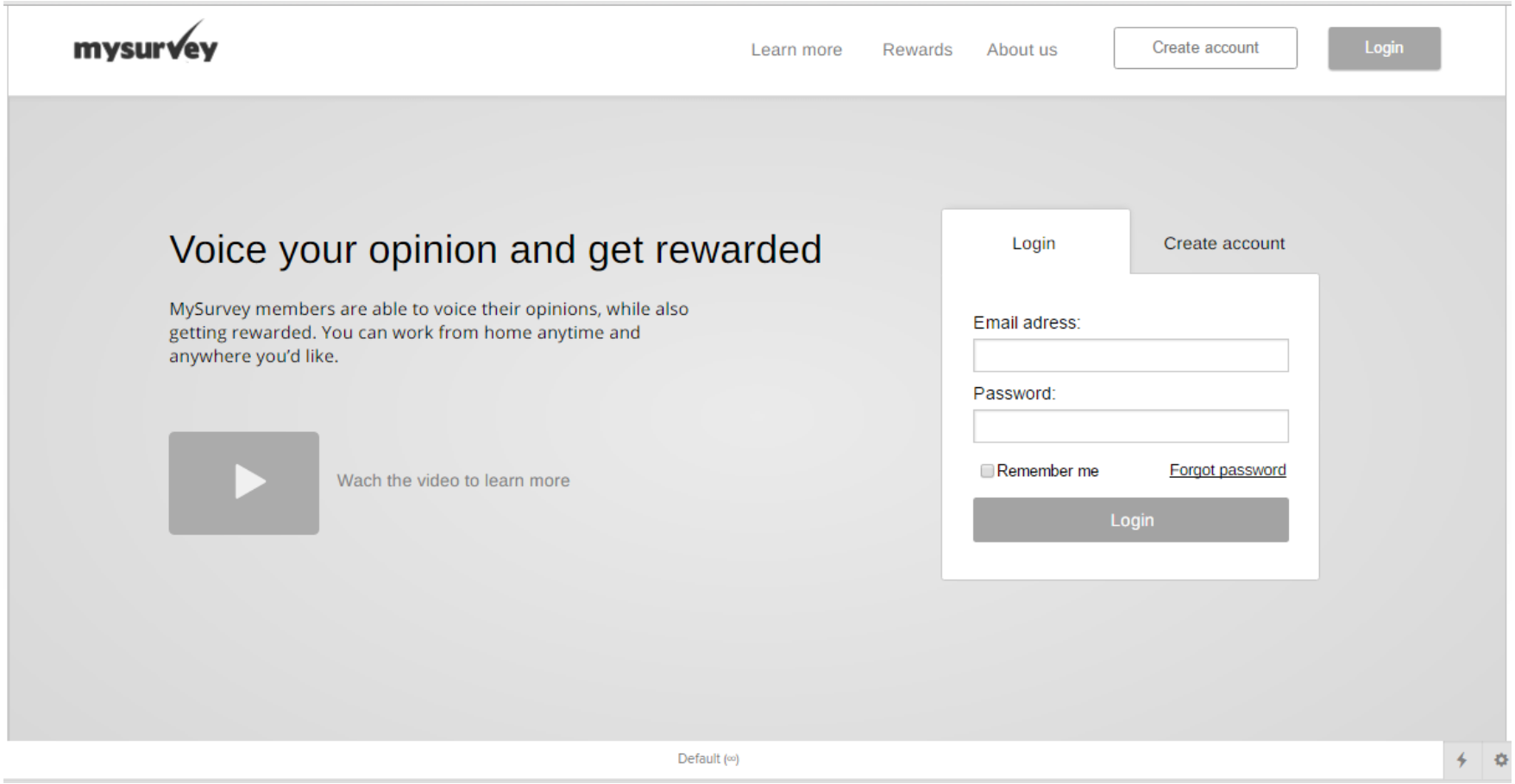
4.High fidelity wireframes

Main Login



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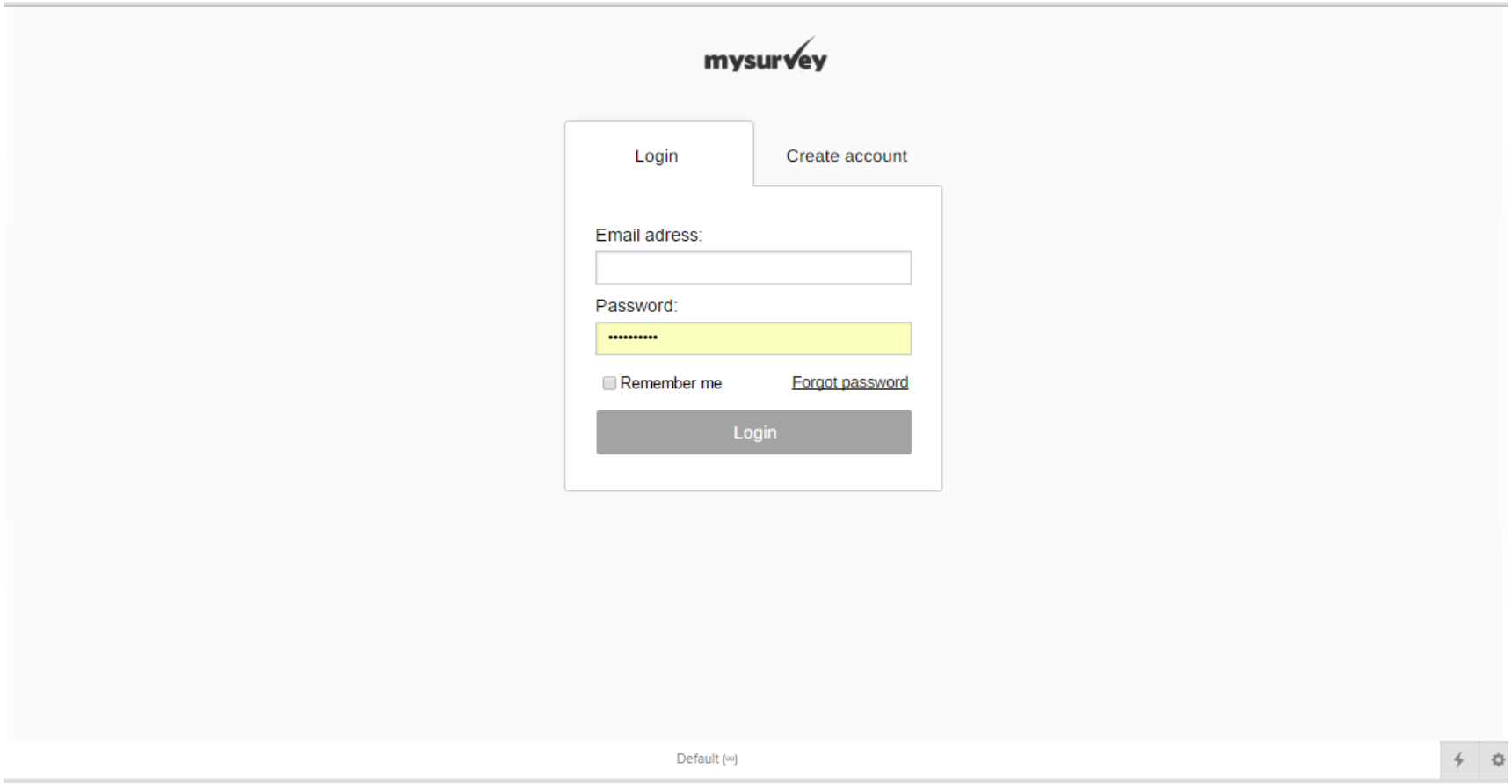
Quick Login



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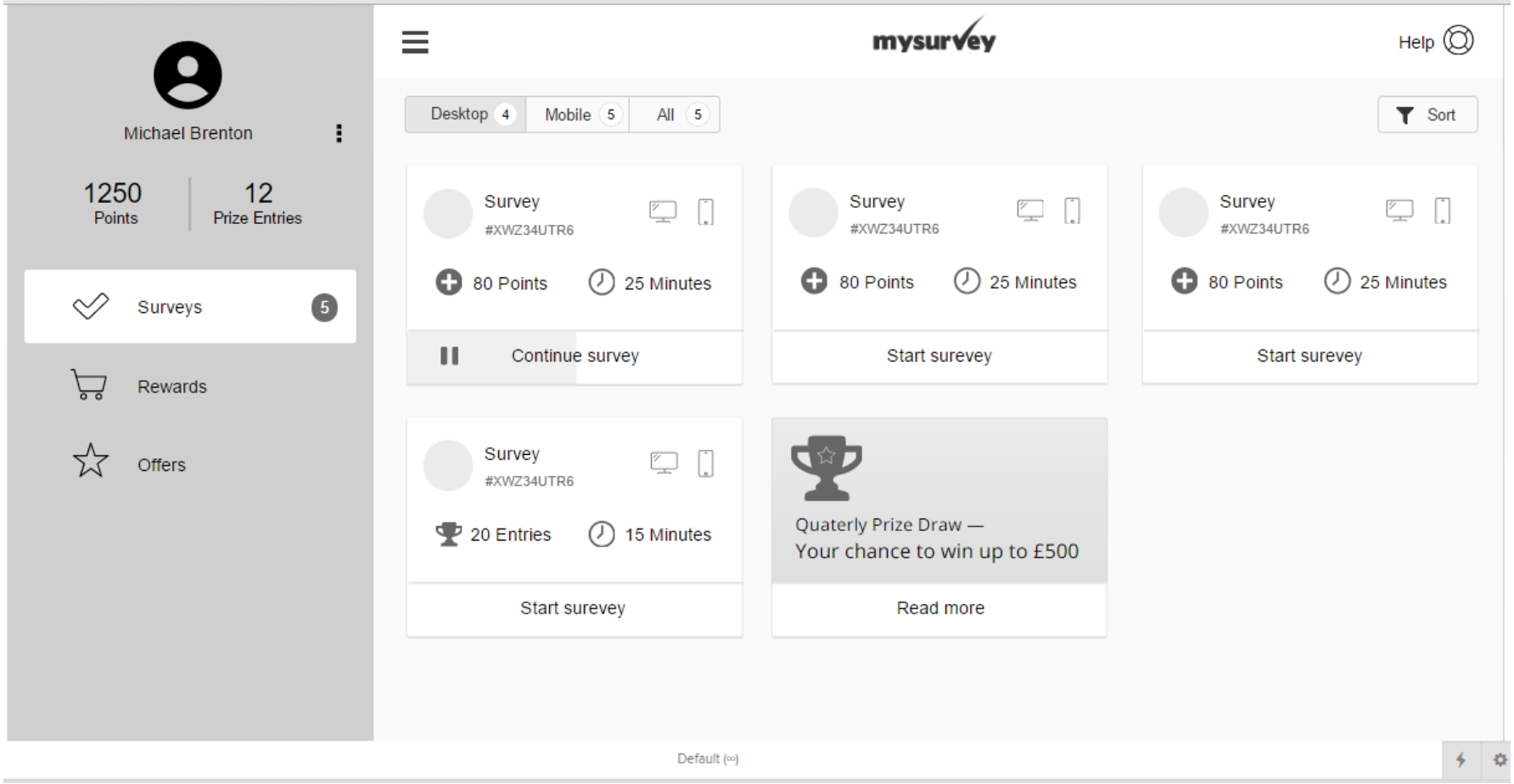
Survey tales view



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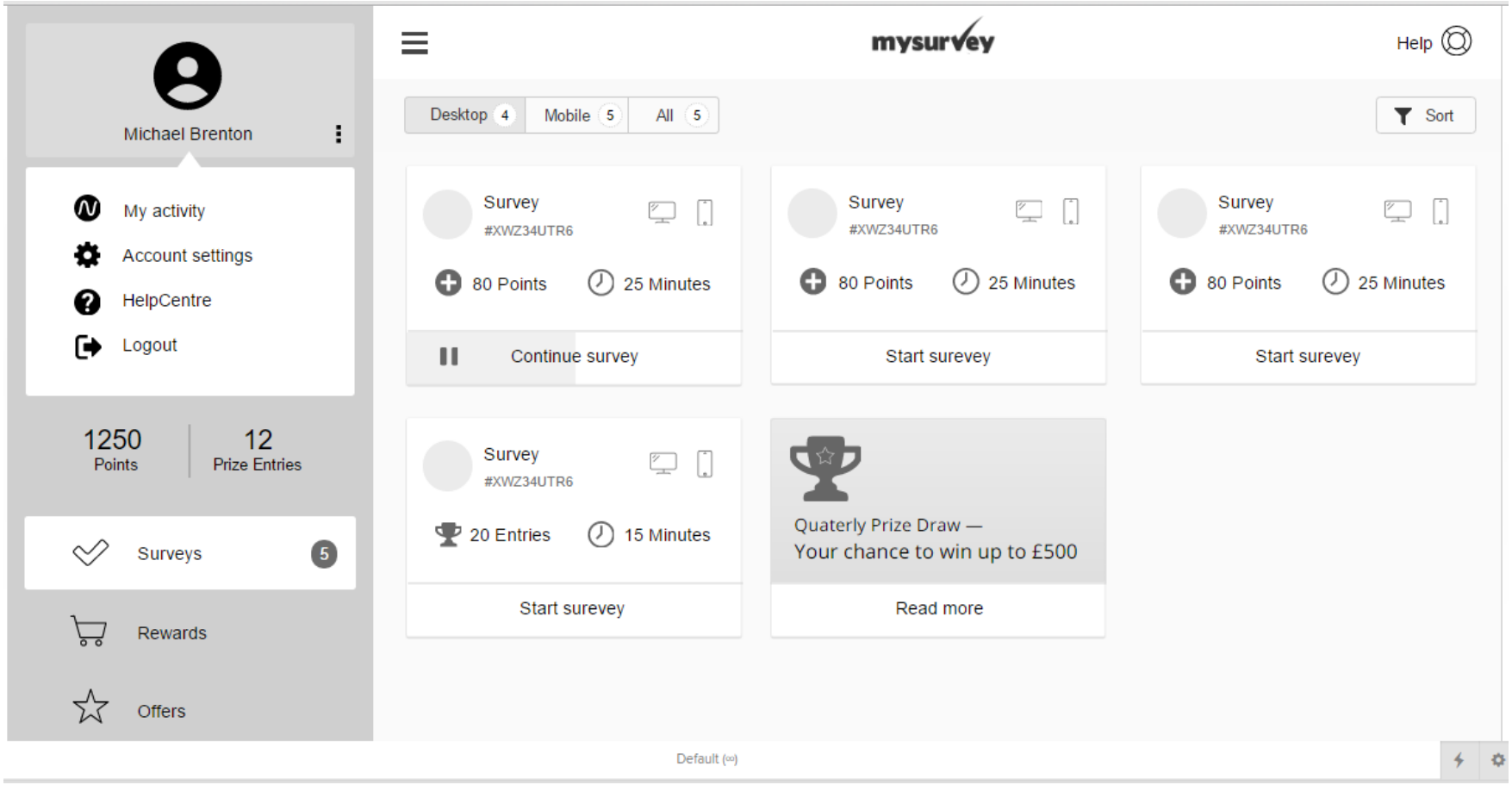
Profile menu extended



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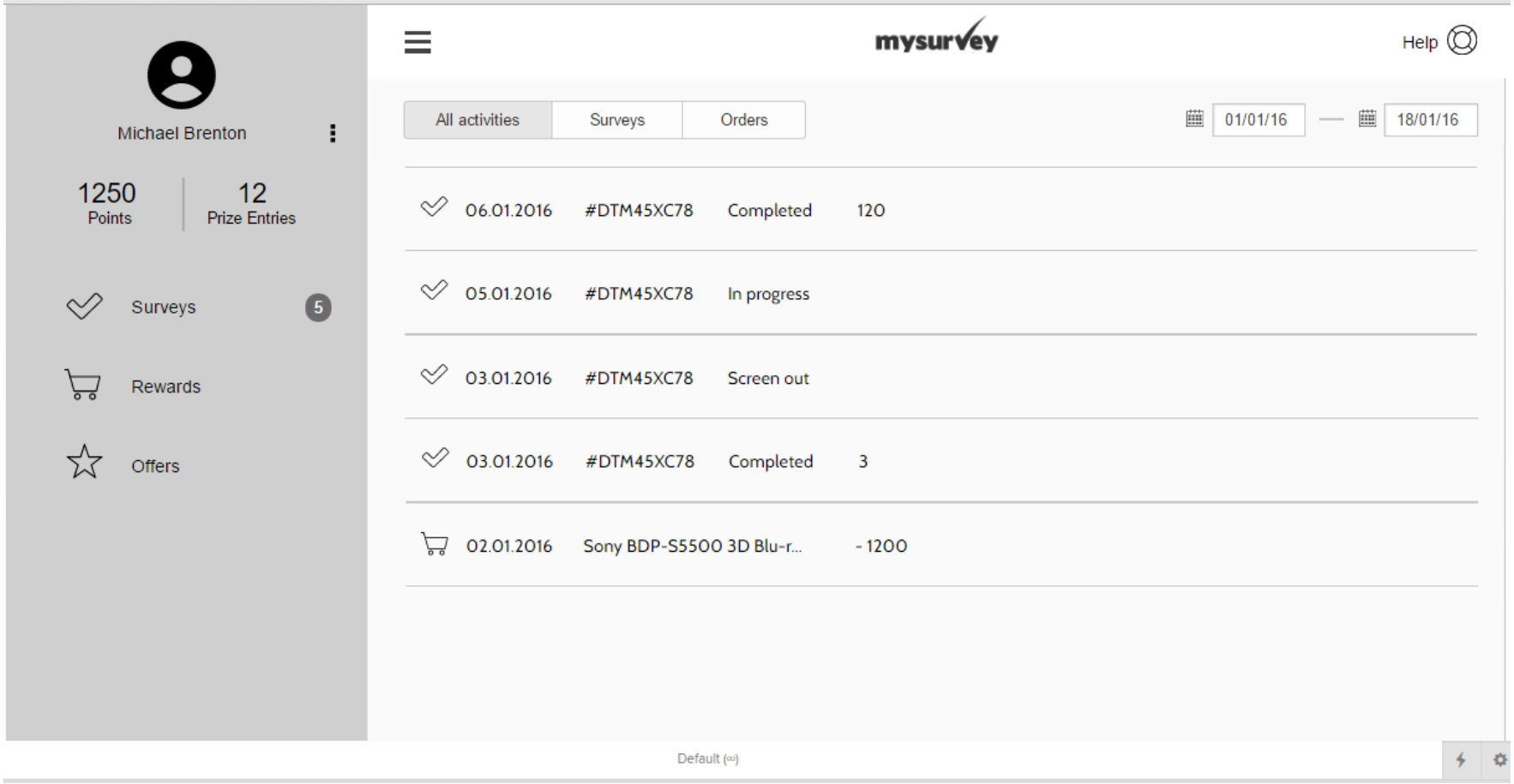
Survey table view



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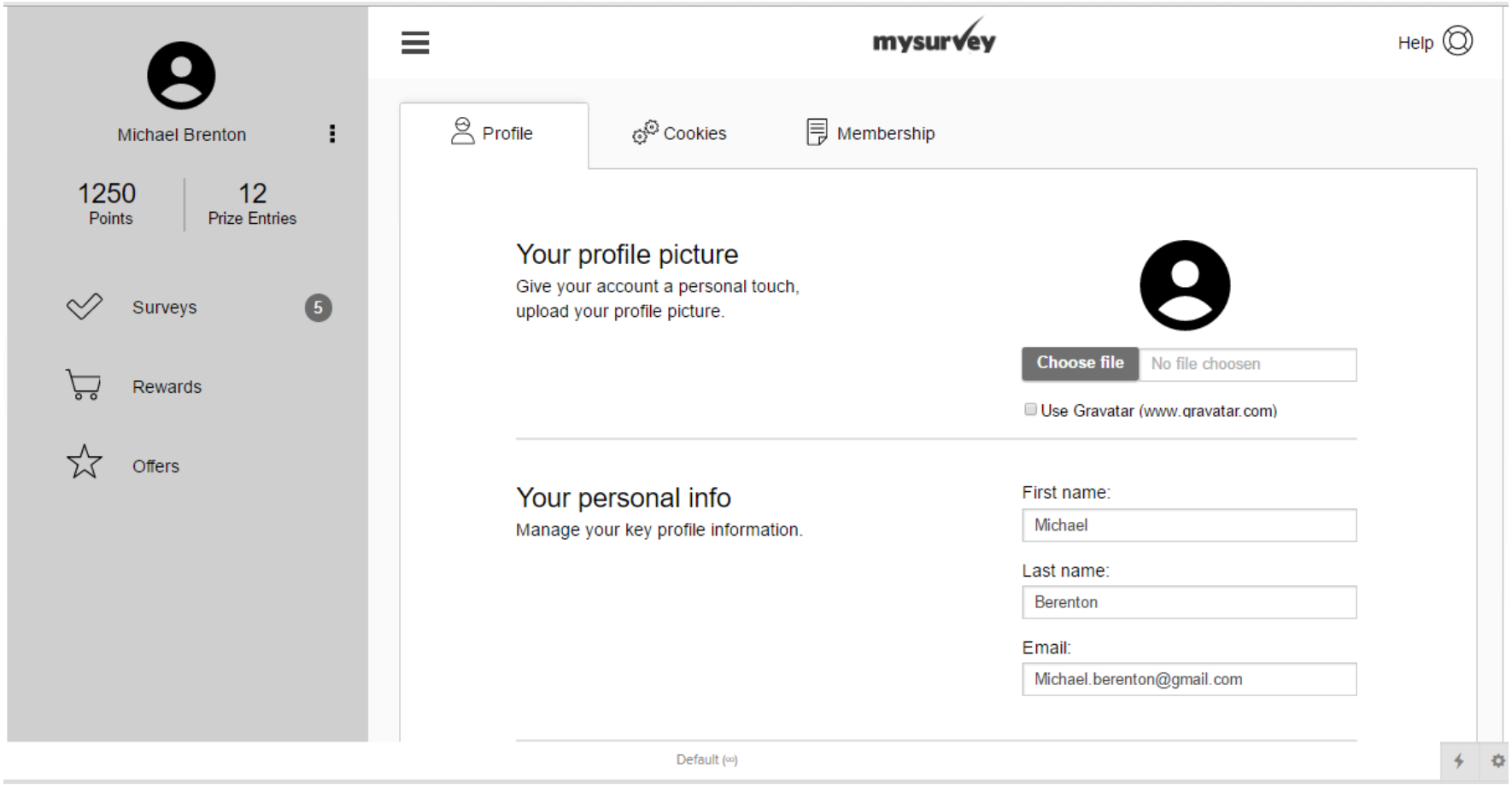
Profile settings



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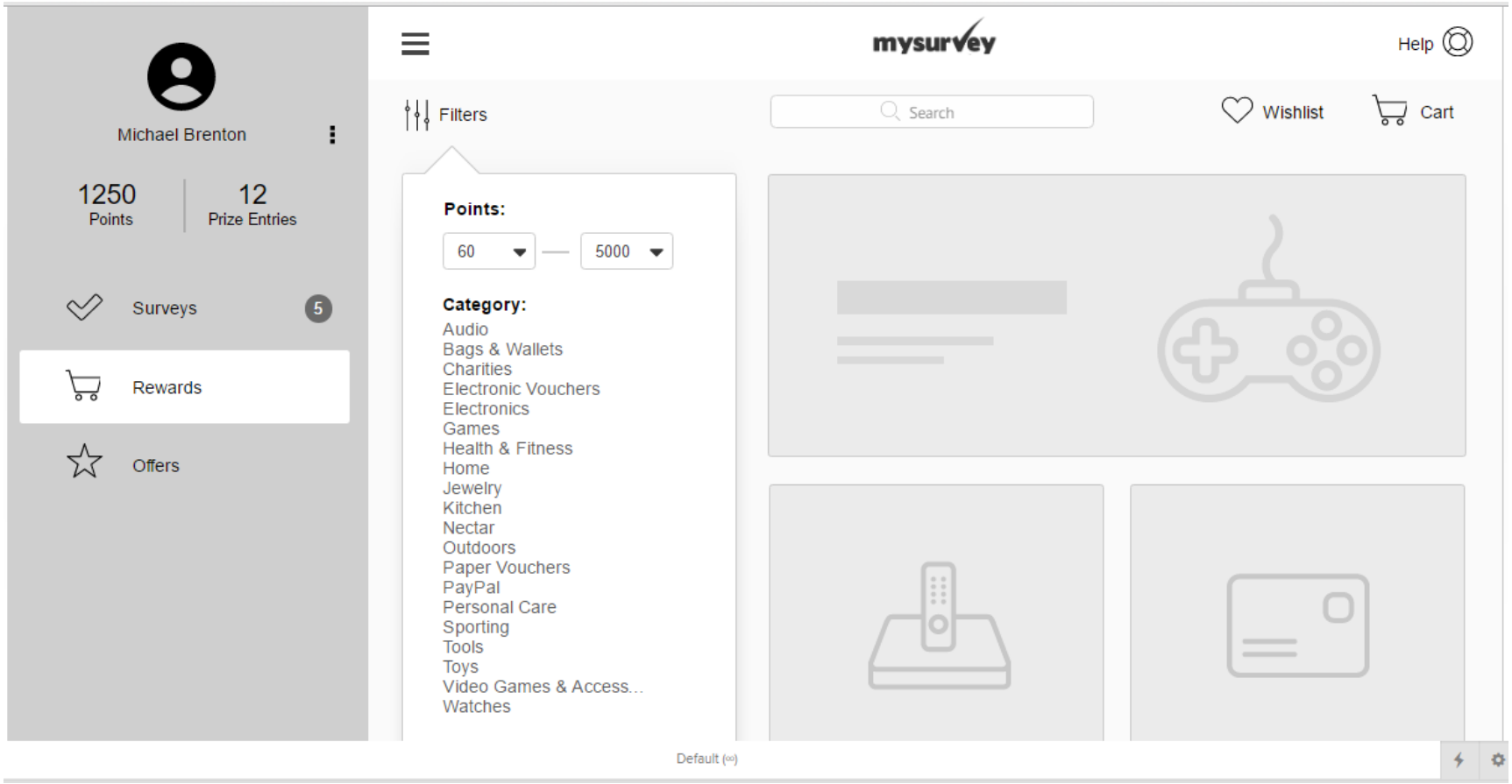
Rewards page



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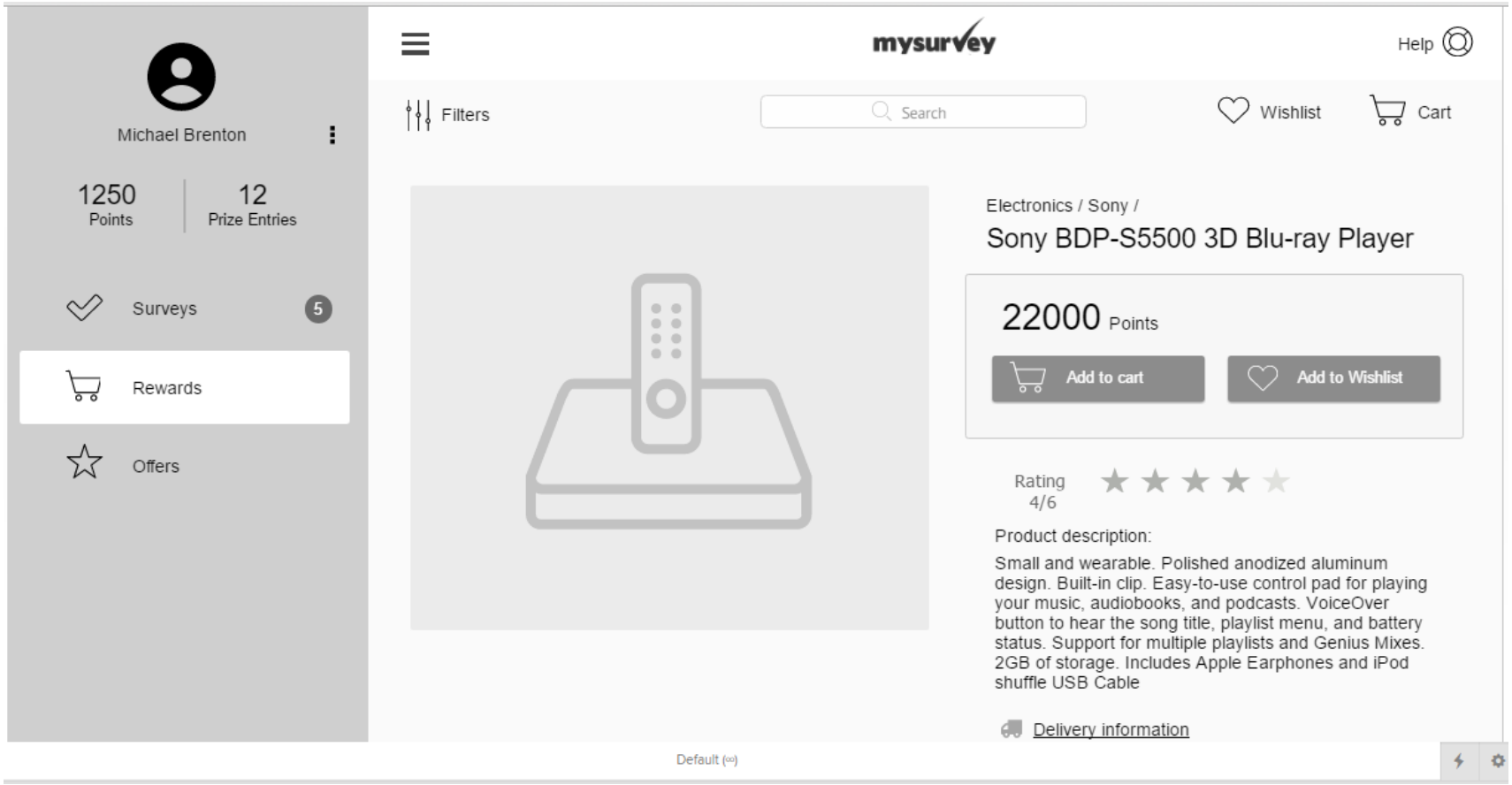
Product details page



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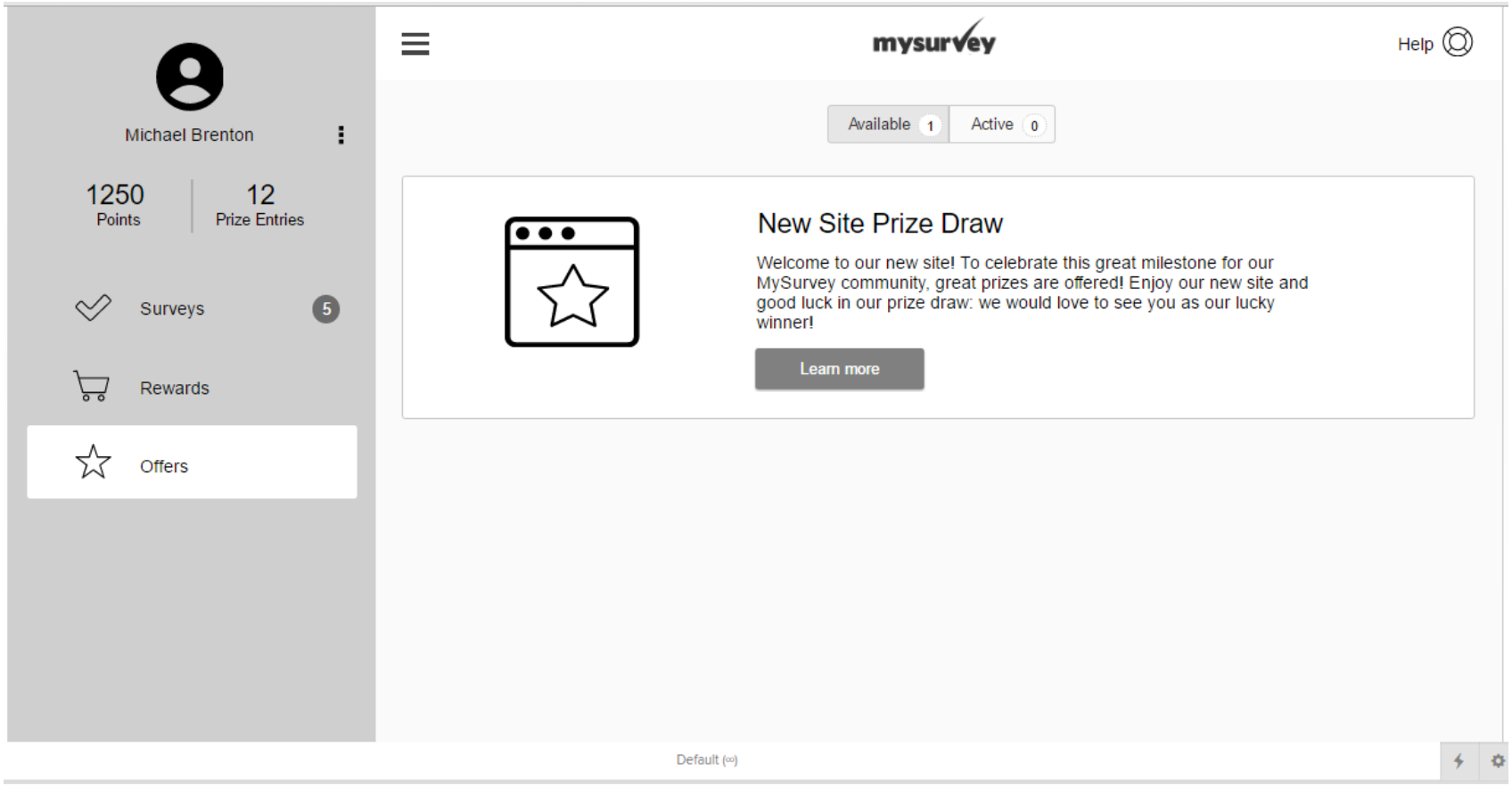
Offers page



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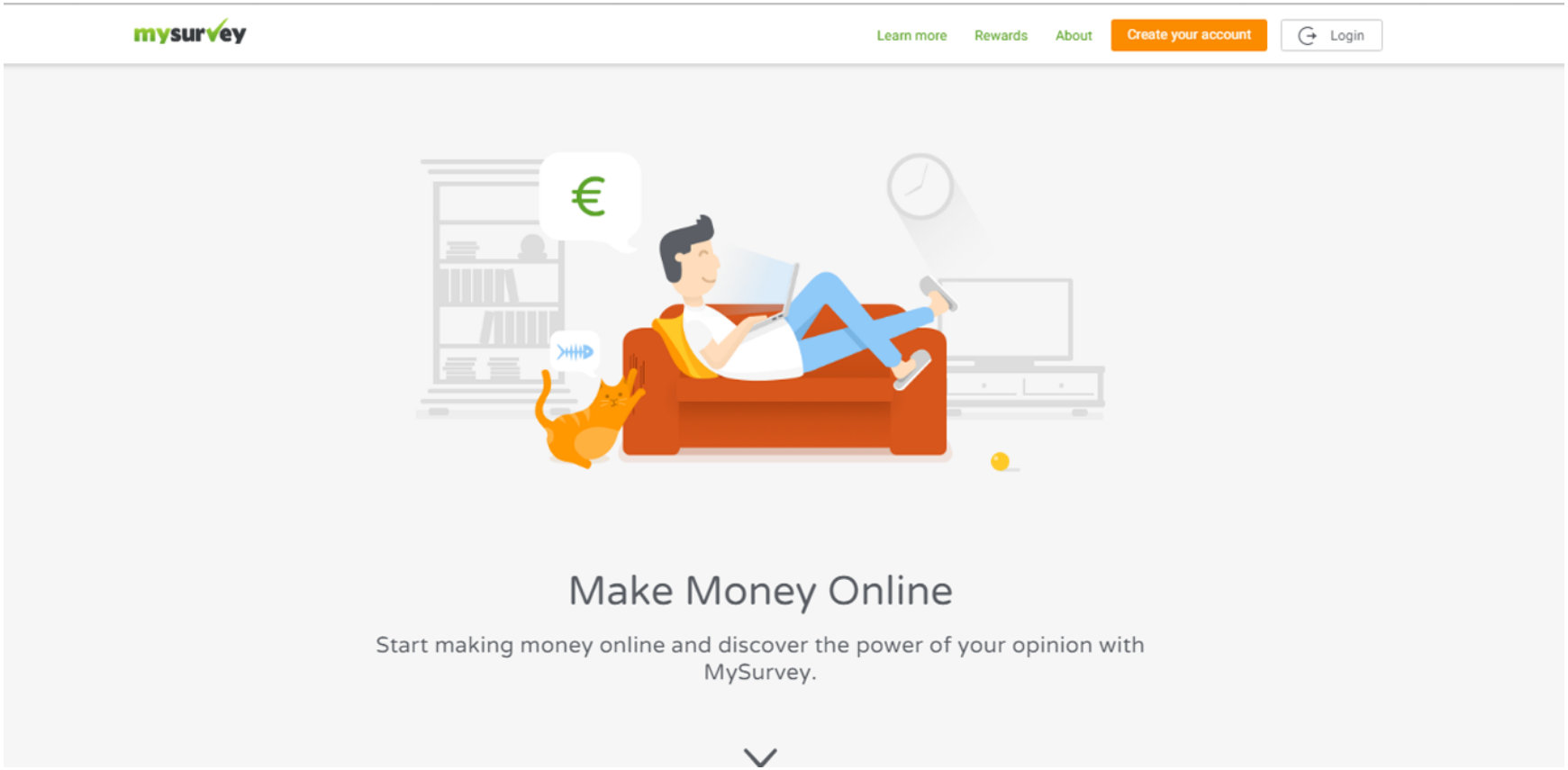
5.High fidelity Mock ups

Landing page



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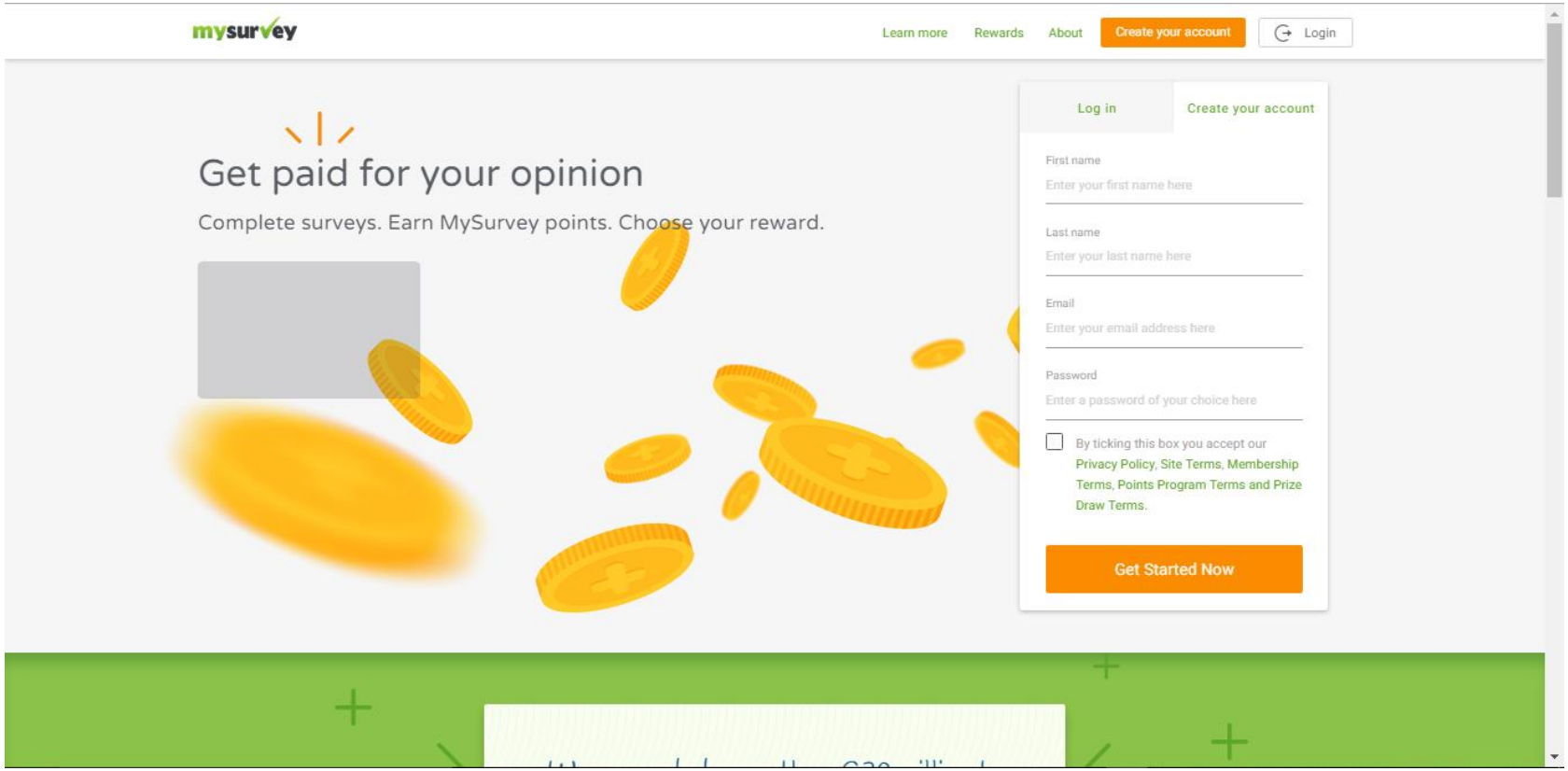
Main Login



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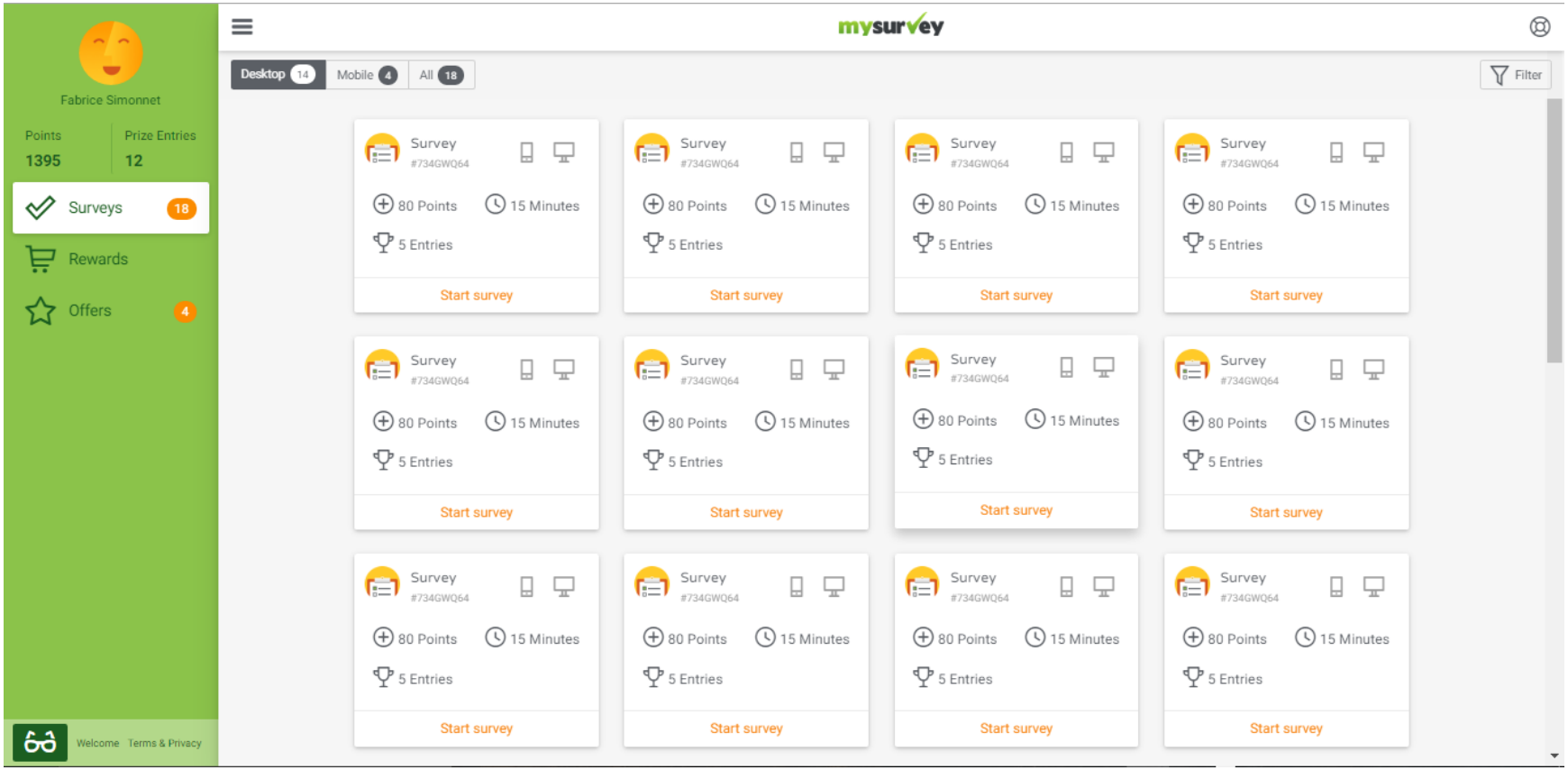
Survey tales view



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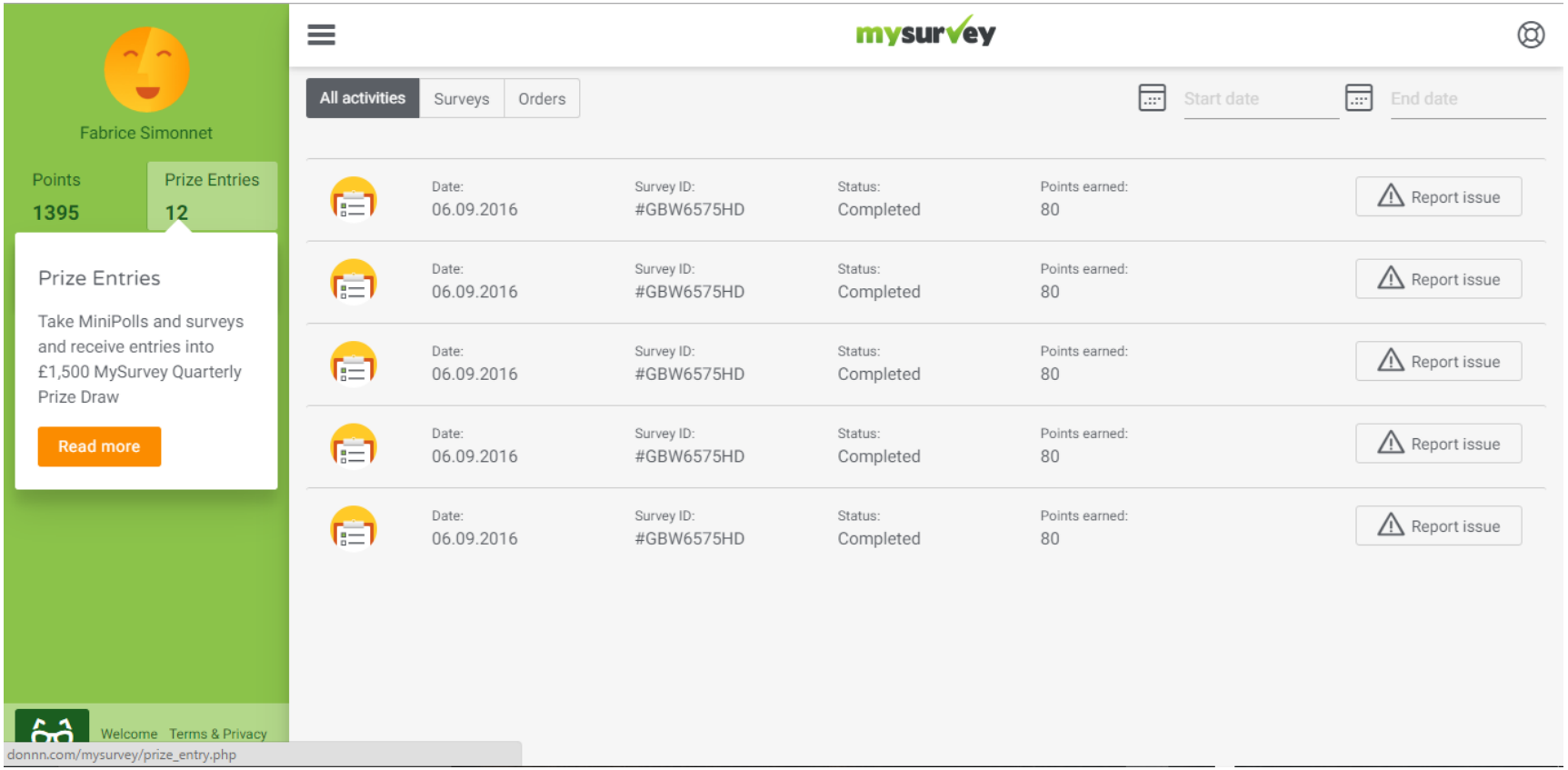
Survey table view



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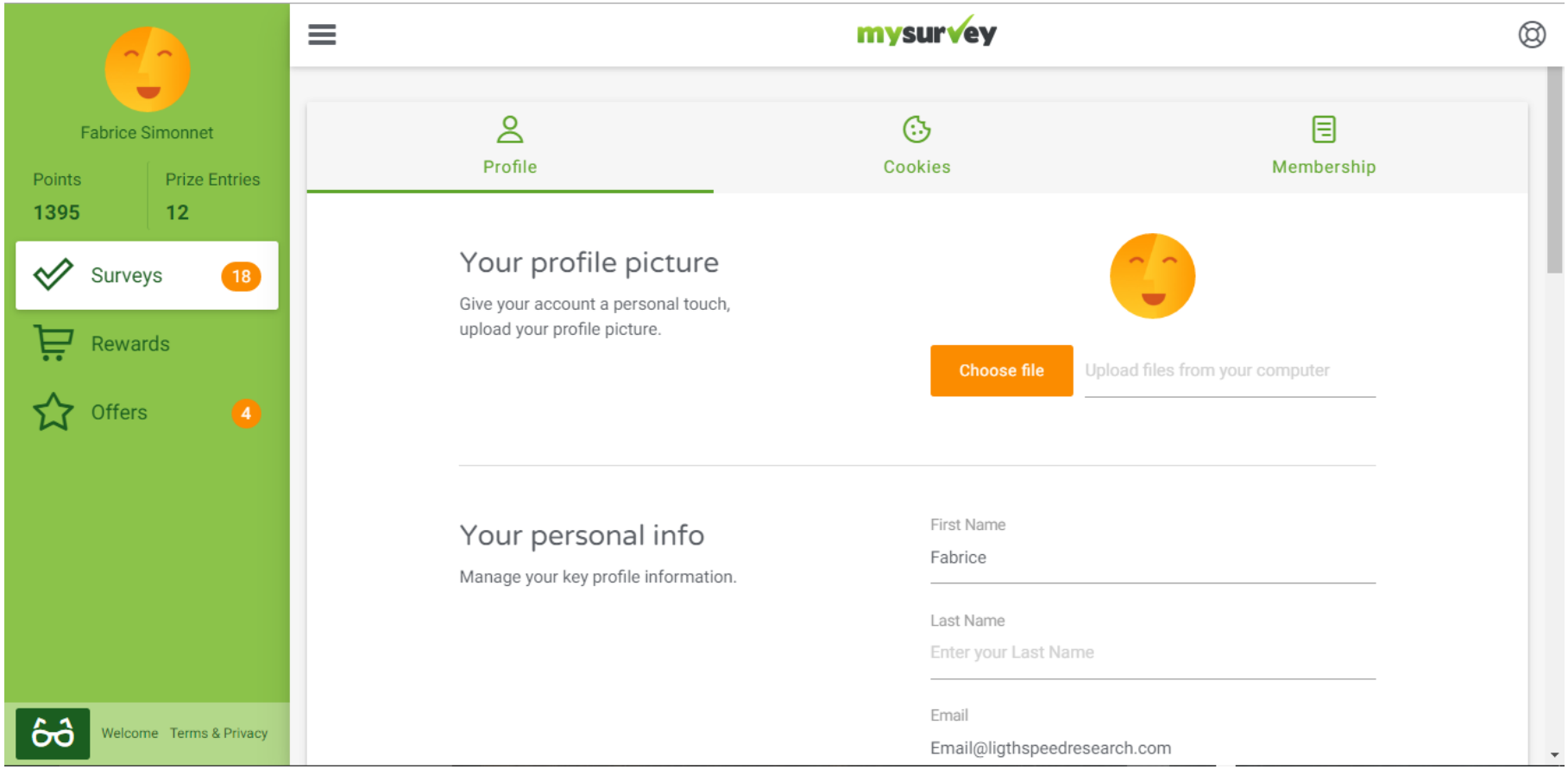
Profile settings



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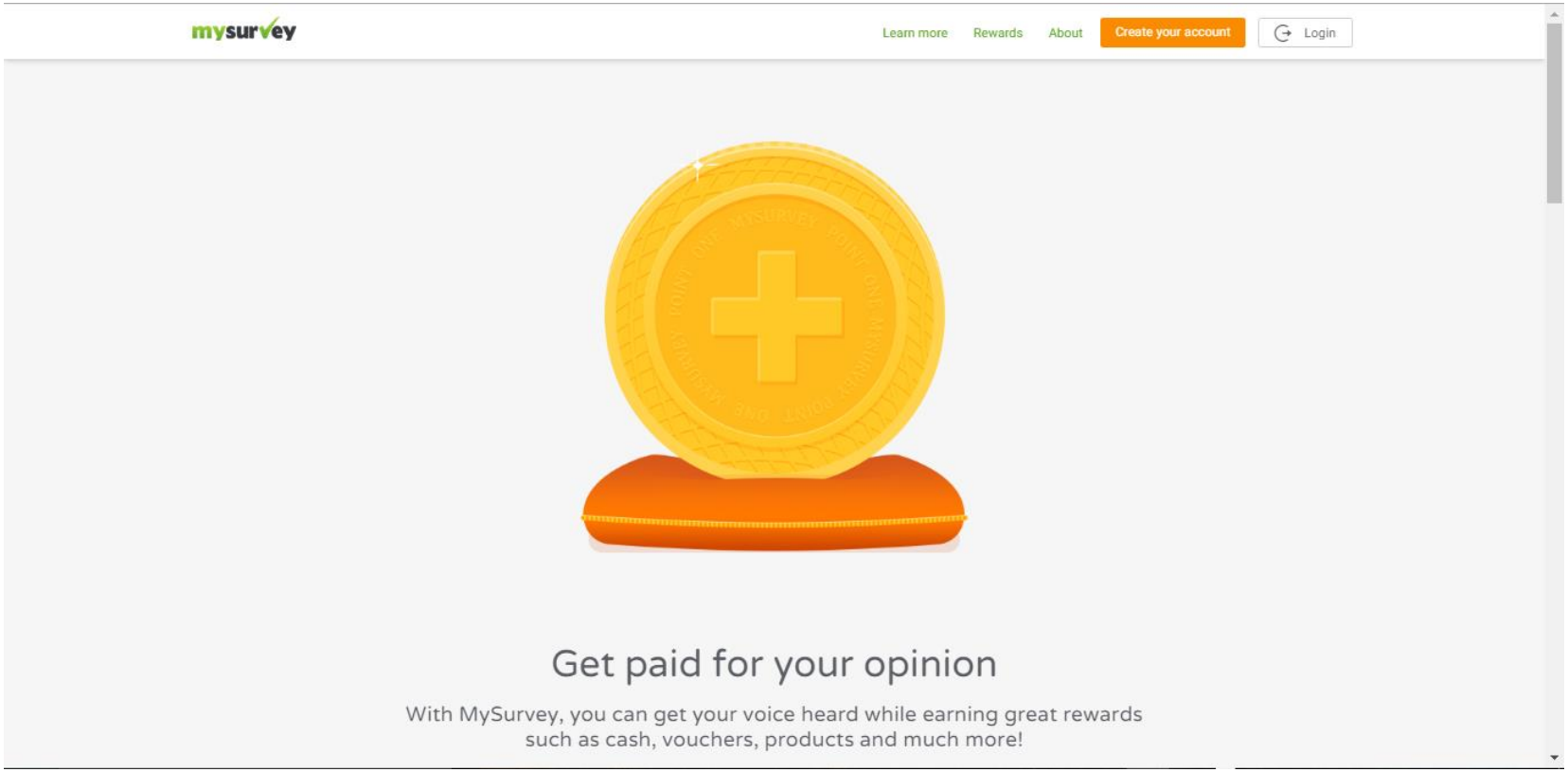
Landing page



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