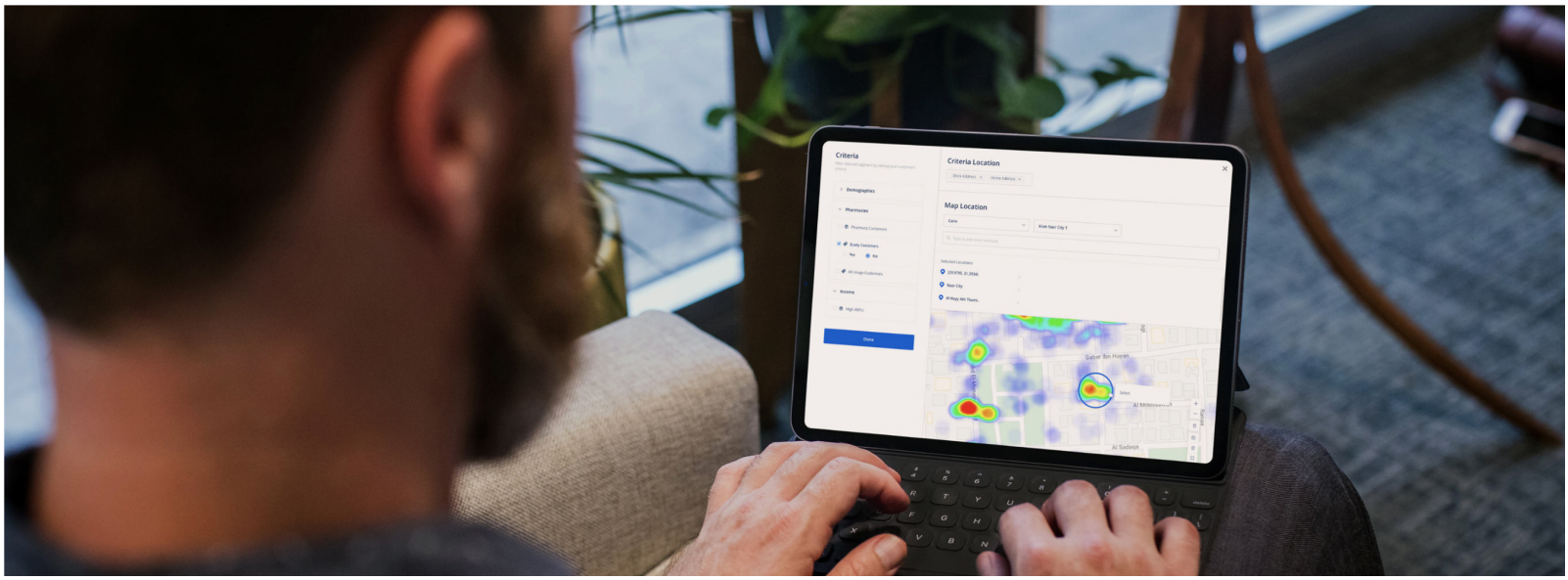
Engagement as a Service platform - Case study

I have worked on a B2B telecommunications project on UX research and UI design. By combining the approach of understanding the business domain and users' behavior in a context, I created a design that boosted the team time productivity by more than 50%. Extending Classic UX Thinking into the UXEcosystem provide extra value in terms of commercial and ease of use to several different teams inside the organization.

What i did

- UX Research
- UX Concept
- Wireframes
- UI Design
- UXEcosystem



My process started with a full understanding of the business domain and user need, then moved via multiple sessions using various types of research and ideation. as well as UX testing for the proposed solution. Further more the UI concepts and designs

My approach and strategy

01 Understand

Product pains, issues, gaps, and opportunities are discussed with stakeholders, and the product is studied through various ux activities.

02 Define

Define the places where stakeholders are stuck, outlining the areas that require a makeover and reflect the best value.

03 Ideate

Visualize the hypothesis and initial ideas into workflows and low-fid prototypes for validation.

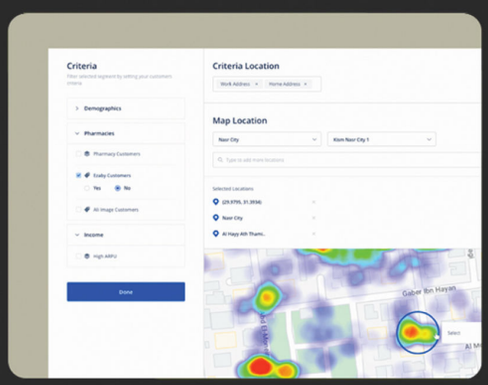
04 Innovate

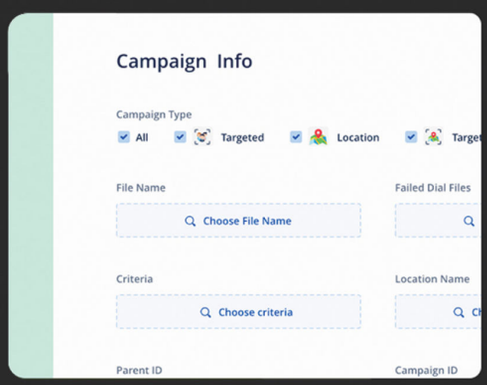
Study prototypes, test results, iterate, and produce more refined concepts to be executed.

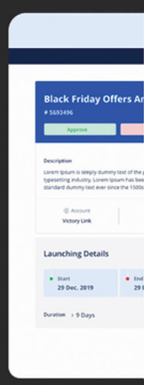
05 Iterate

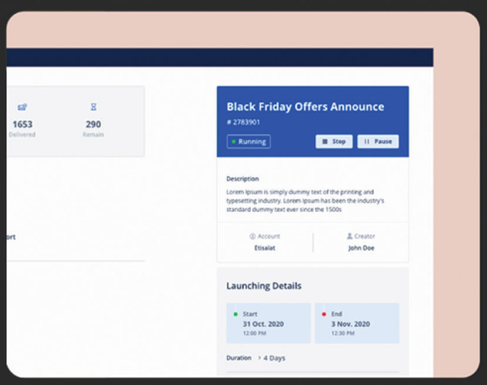
Keep a careful eye on the analytics and progressively do tests to find any gaps and places that might potentially improve value production.

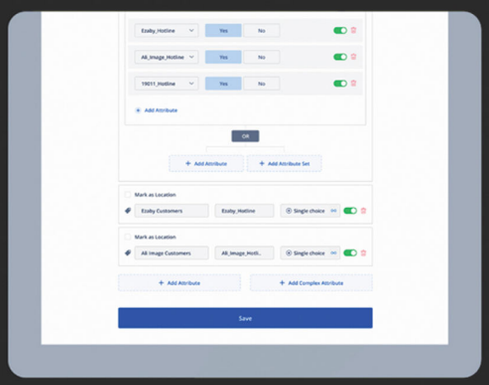
Our methodology has been adapted to the demands of the business, working users, and customers.

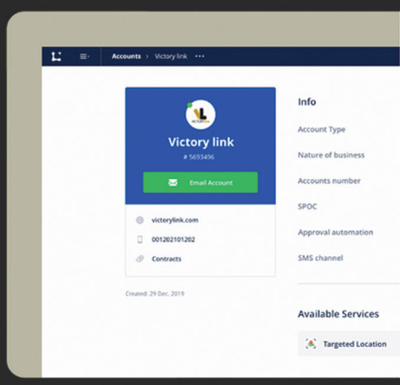












Highlight challenges

User's Mental Challenges

Dealing with humans has always been one of the most difficult problems. They are unwilling to change and want to remain with the stuff they are currently familiar with.

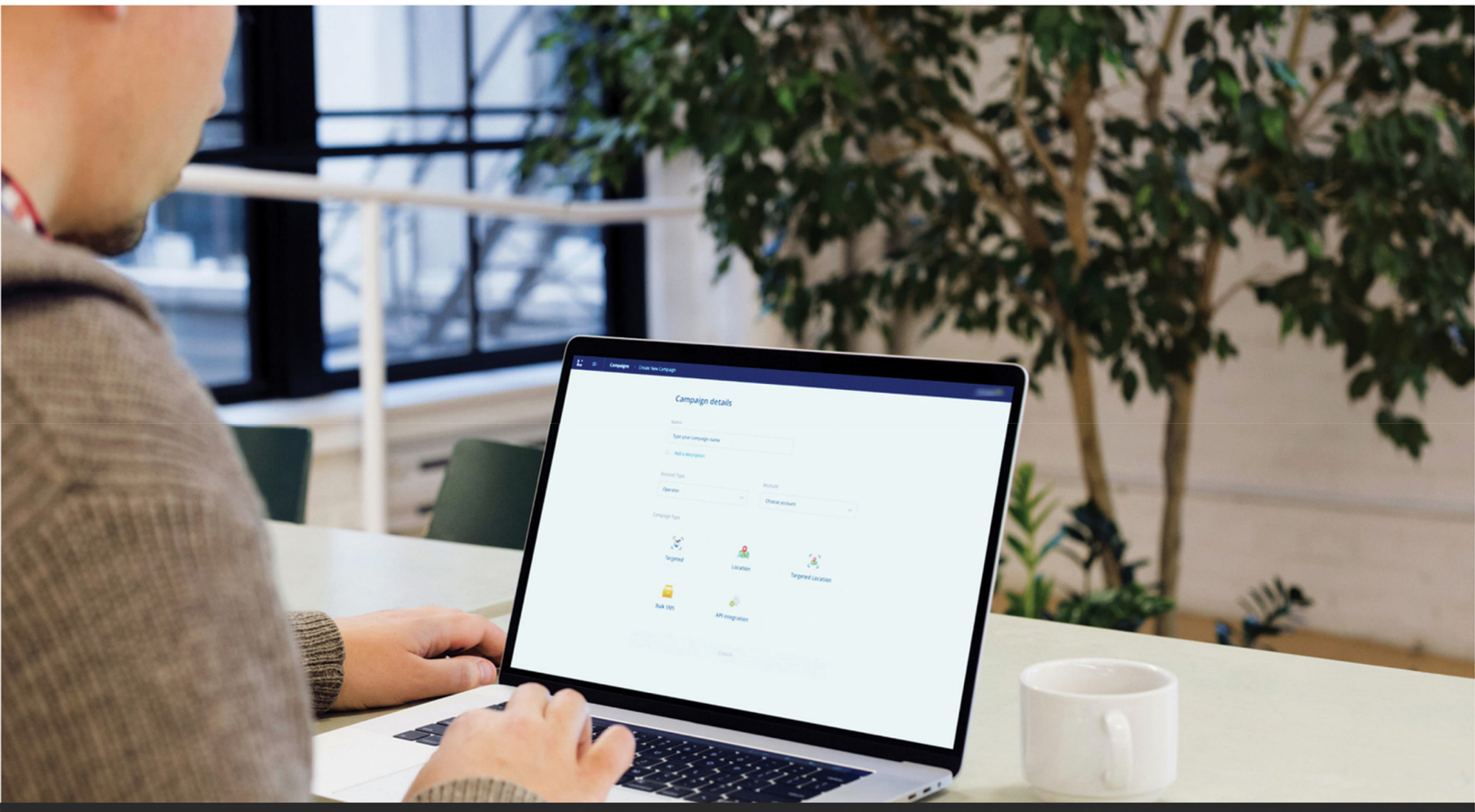
How we tackled it

Our team that is familiar with the overall design principles, as

Functionality / Usability Challenges

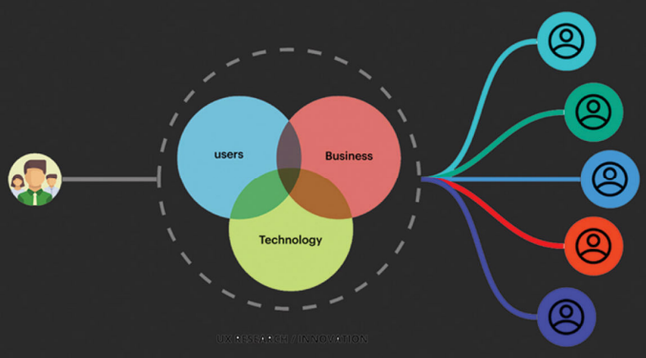
One of the most difficult difficulties is conveying the team from one system to another with a completely new appearance and functionality, as well as gradually upgrading their mental models until they get the desired result.

well as psychology and beyond, worked closely with the different teams. We carefully listened to stakeholders and promised them that we would address each problem step by step in efficient output and that we would offer the solutions back to them to ensure that we were creating solutions that they would like to utilize in the future.



The primary benefit

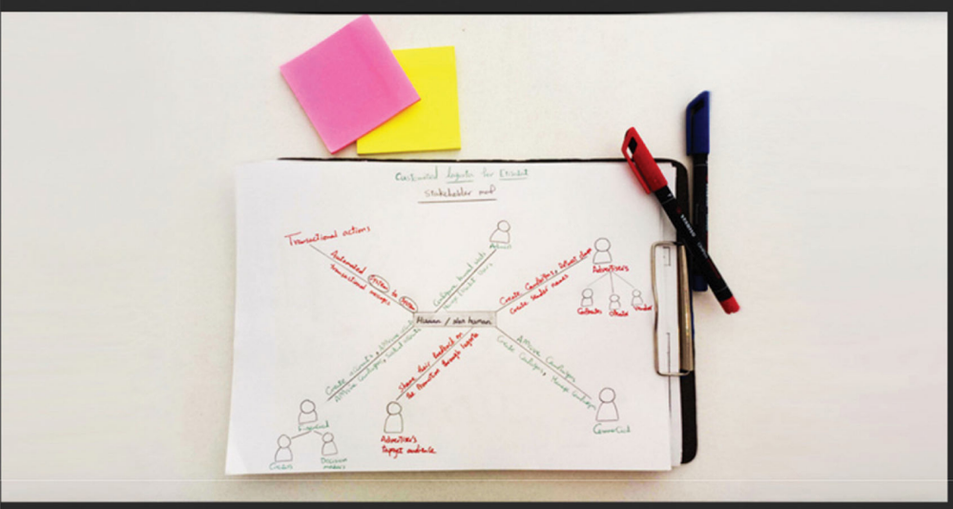
It all started with only one user segment and has grown to six user segments with over eight distinct user roles! During the early phases of our research activities and methodologies, we discovered that there was an intersection and collaboration between other departments and teams, and that if we connected them to the platform and the business, the overall journey to all end-users would offer a significant value.

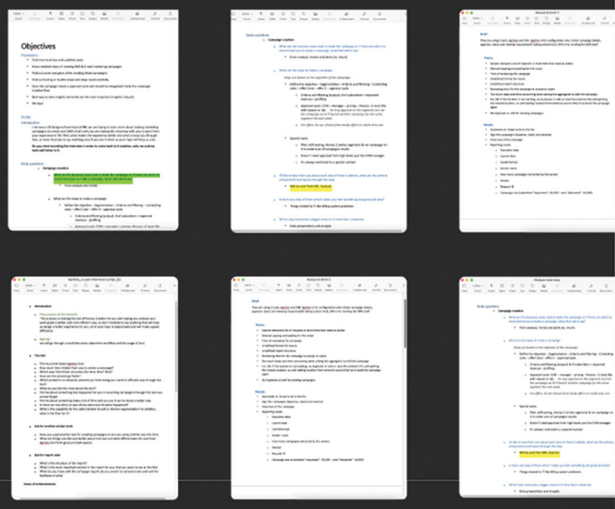


Here! it was time to extend the classic UX thinking into UXEcosystem as an approach that can connect all different touchpoints and facilitate all the processes for the person who uses the engine to do the jobs in a seamless way.

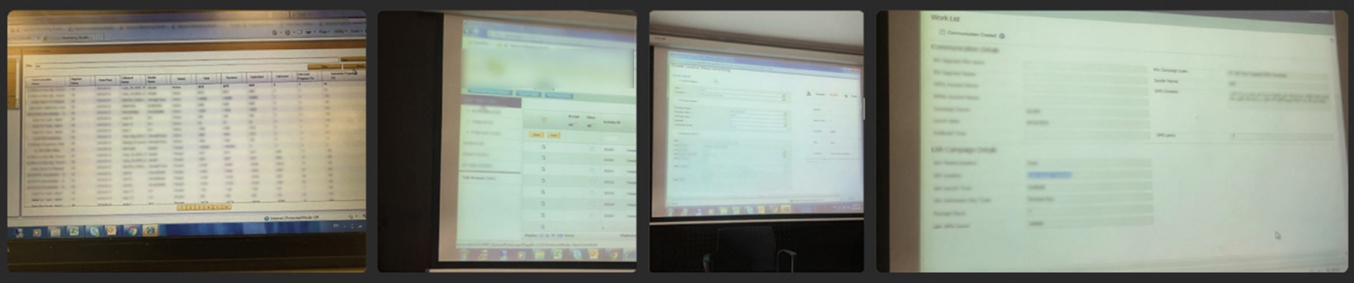
UX research

We integrated behavioral and attitudinal research methodologies to thoroughly understand stakeholder needs and create design solutions that meet all of their needs, resulting in the creation of a comprehensive ecosystem





We held a number of workshops at the start of the project to better understand the company's goal. In addition, we gathered information about the product's intended users. began with (card sorting, focus group, heuristic evaluation/expert review), but because the information was ambiguous, we decided to go further and perform (contextual interviews, individual interviews, and shadowing study).

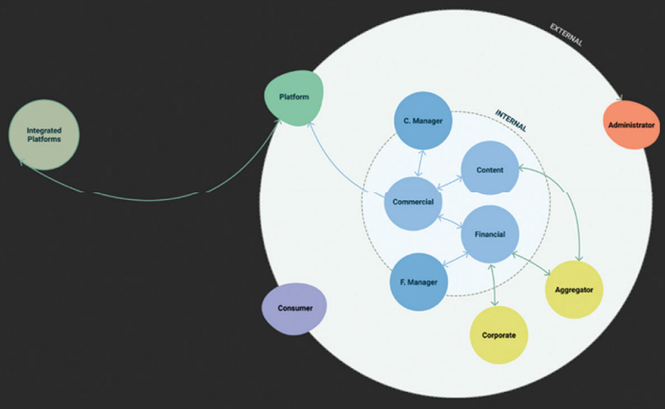


In-house contextual interview and observations researches

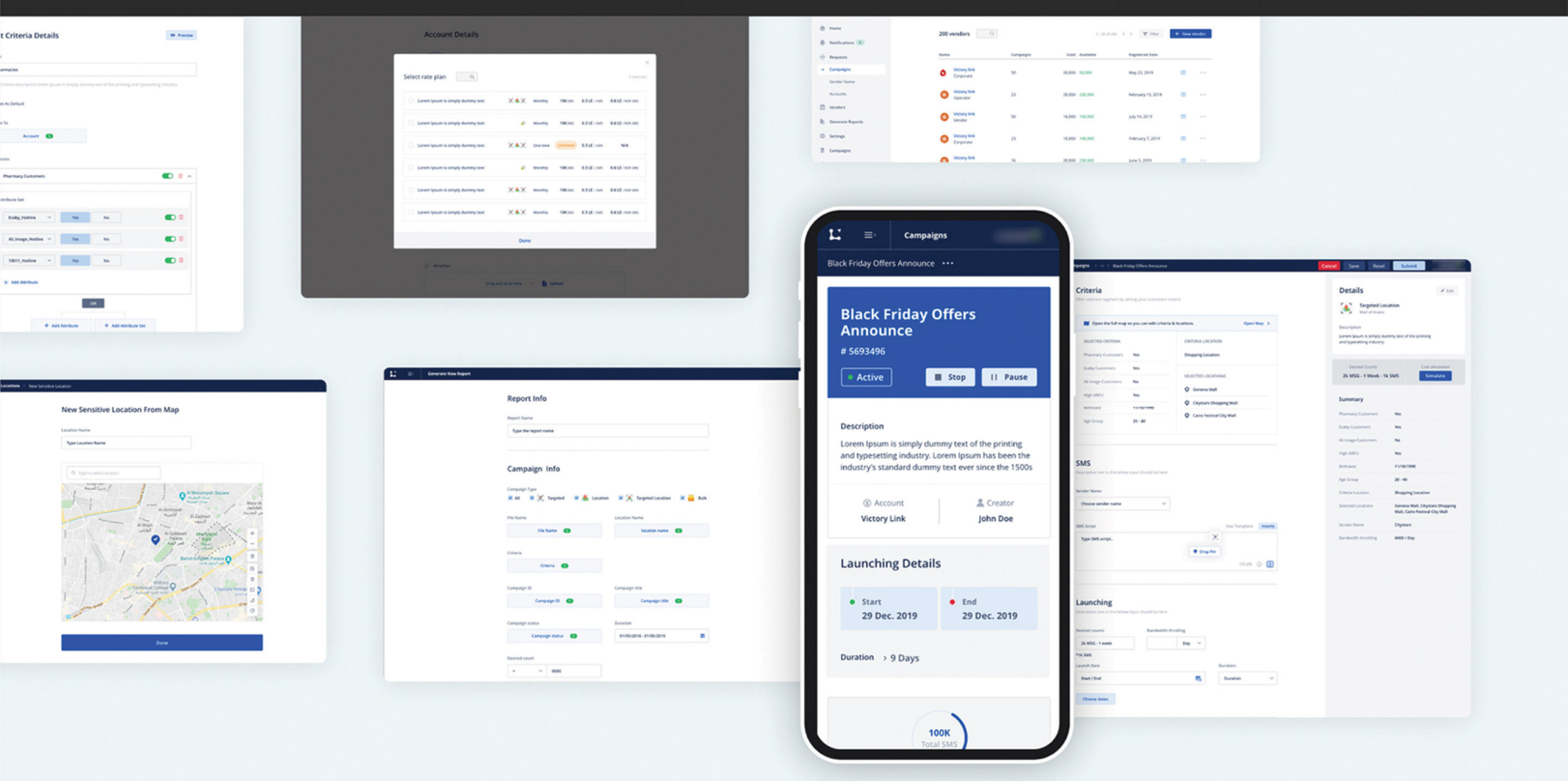
Classic UX Thinking into the UXEcosystem

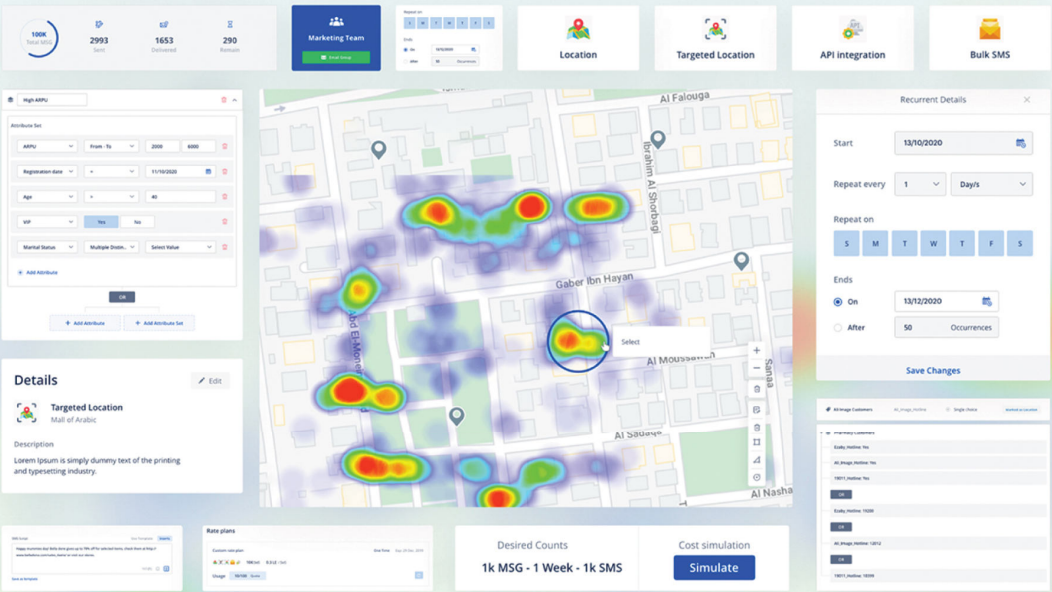
Taking the traditional UX touchpoints and user journeys used in B2C UX and adapting them to B2B research strategy was a fun challenge!

During the early phases of our research activities and techniques, we discovered an intersection and collaboration between numerous departments and teams that, if included in the ecosystem, will provide a tremendous value for stakeholders and ecosystem users from several perspectives, as well as boost the ROI.



User flows / Sketches





Our tailored approach and understanding of users' requirements and everyday working environments enable the business to provide value in a range of areas, including credibility, usability, accessibility, business ROI, a seamless UX ecosystem, and growth.

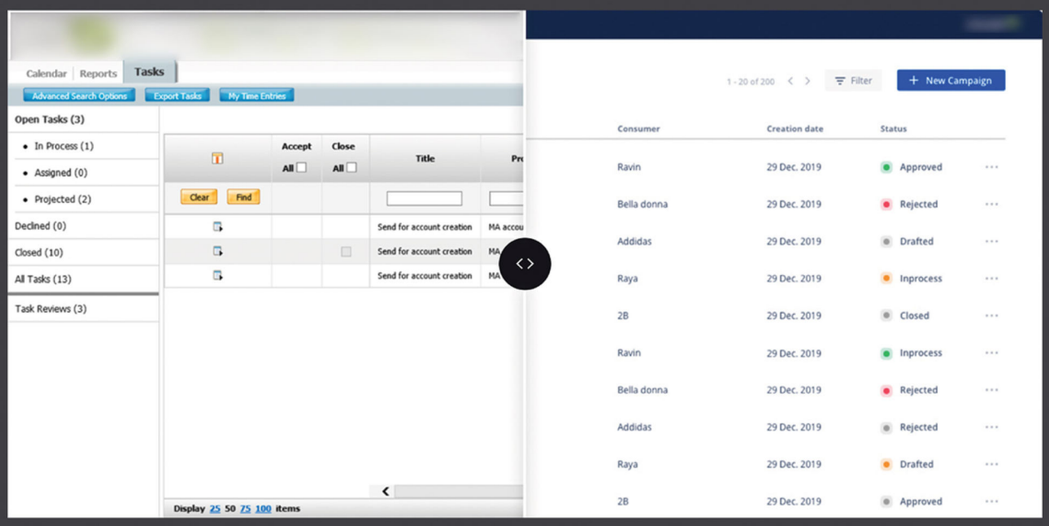
So far, our team has spent 480 hours researching, studying, and holding workshops with various teams throughout [redacted] Organizations, resulting in more than 30 research-related documents that our team has reviewed, analyzed, and built the solution on.

50+
Documents Created

17520+
Hours of Working

2+
Years & Present

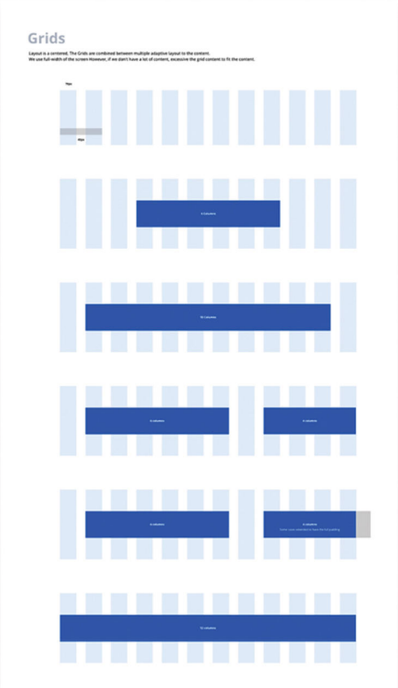
100+
Screen Creating

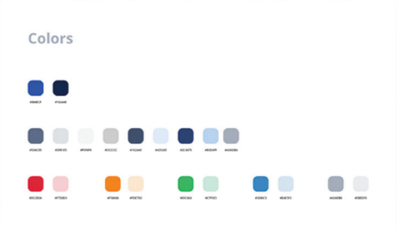


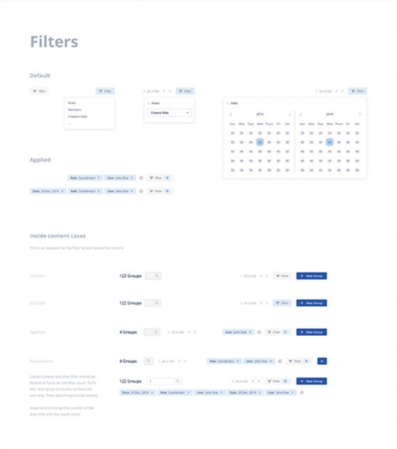
Platform before and after

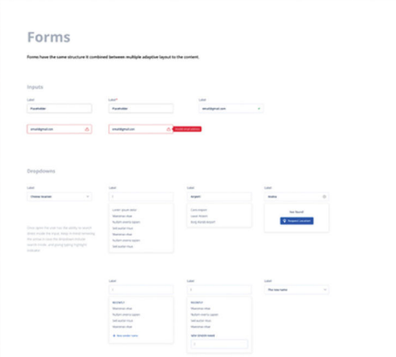
Design system

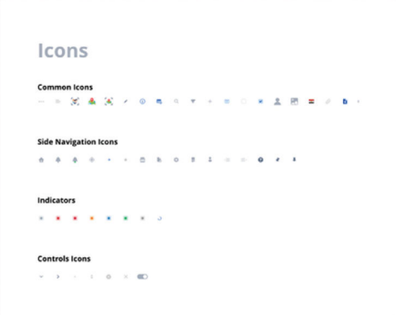
We can ensure that our designs adhere to defined standards by using reusable components that may be used to create a wide range of modules and applications.











About the project

A B2B External Data Monetization platform that enables enterprises to leverage their data to the advantage of their enterprise customers, and offer them B2C customer engagements through multiple channels and devices

Client Lagorta LLC

Company desirm

Year 2019 - Present