Bridging the gap: Transitioning from web to mobile

A UX & UI Case Study

Project Overview

The Product

Guardio is the fastest and easiest way to schedule anything – from meetings to the next great collaboration. We serve Enterprise, Small Business, Education, Enterprise and many more.

Project goal

The goal of this particular project was to identify and address key issues with the existing web application and determine the critical features to design a mobile application.

My role in team

Senior UX / UI Designer

My responsibilities

UX Strategy, User Research, Interaction, Visual Design, Prototyping & Testing, Handover to the team

The Scope of work

User Research

As part of proper understanding of our product, our team and partners, we embarked on a journey of discovery through both qualitative and quantitative research methods. We took into the minds of our target audience, interviewing friends and colleagues in the qualitative phase, and distributing surveys to a wider audience in the quantitative phase. Our research was aimed at understanding the pain points, needs, motivations and expectations, as well as the current satisfaction levels of our users, needs and pain points, and design and plan ideas that may lower dissatisfaction.

Here are the list of the responses we received for concluding our research:

1. "It is hard to work remotely"
2. "Time management is a pain, it is a time-consuming process, and the settings should not be mandatory"
3. "Finding suitable times is a pain, it takes too many emails and messages"
4. "Time management is a pain, it is time-consuming"
5. "It is scattered and you have to keep checking"

Understanding the problem

We conducted a brainstorming workshop with our team to better understand the pains felt by individuals. It was revealed that:

Problems

1. "Money complaint and poor information architecture"
2. "Time management issues"
3. "Time consuming and with many steps involved in the solution"
4. "Inconsistent nomenclature everywhere"
5. "Scattered user interface"

Product vision and Solutions

1. "Recognize user friendly interacting functions for use"
2. "Improved information architecture by removing unnecessary sections and improving the overall UI design"
3. "Reduce the number of steps required to complete a task"
4. "Introduce a proper and consistent nomenclature"
5. "Created a whole mobile booking UI based on user research."

User Flow

By analyzing the existing user journey of the web project alongside our quality friends and our identified areas where users were struggling to navigate, We then created a new user journey that addressed those pain points and enabled users to navigate the app more efficiently. This involved reorganizing the information, adding new features, and simplifying the interface to reduce cognitive load and improve overall usability.

Disclaimer: We are unable to showcase the full extent of our work with Guardio due to non-disclosure agreements.

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