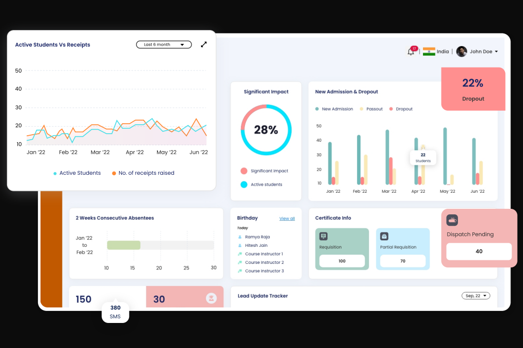


unleashing the power of simplicity

UX & UI Case Study

Redesigning the SIP Abacus franchise app

SIP Abacus franchise app

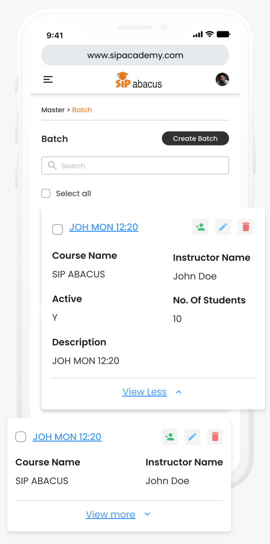
OVERVIEW

SIP Abacus India runs world class skill development programmes that make a significant impact on the mental potential of children. The company has its headquarters in Chennai and has a presence in 19 states in the country.

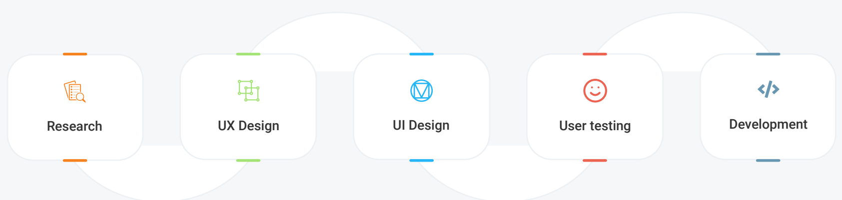
The goal of the design project is to create a modern and user-friendly franchise application that will attract potential franchisees to the SIP Academy brand. The new application should provide clear and relevant information, be easy to navigate, and provide strong support with marketing, operations, and supply chain management. By creating an updated and effective franchise application, SIP Academy hopes to expand their brand and reach a wider audience of potential franchisees.

MY ROLE IN TEAM

Senior UX | UI Designers

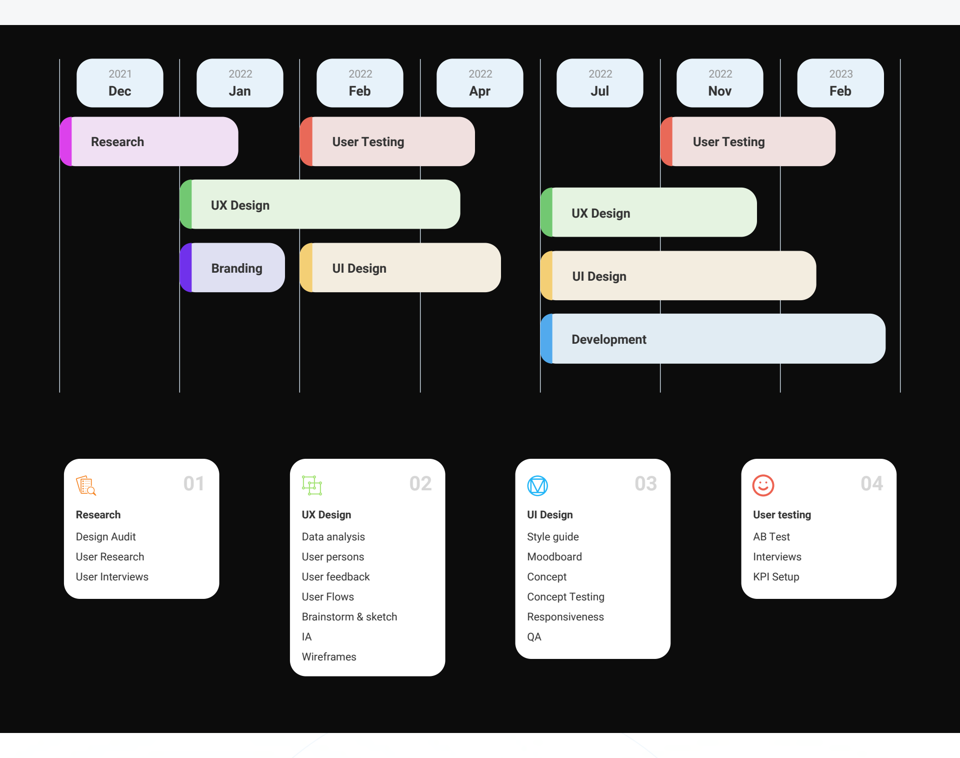


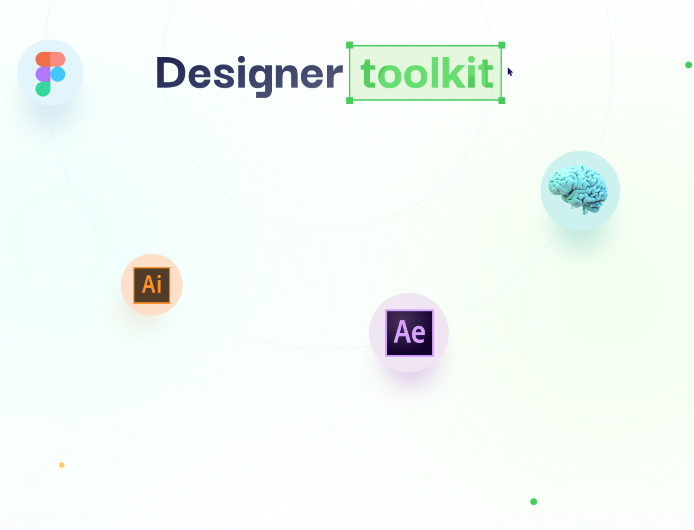
Our Design Process



PROJECT TIMELINE

Preparation





Design Audit

During this design process, we undertook a comprehensive examination of the existing application by capturing screenshots of each screen onto a artboard. This approach enabled us to visually assess the information architecture and user flow, as well as identify significant UX concerns that require attention.

OUR FINDINGS

- No proper standard of navigation
- Repetitive information
- Poor IA and User flow
- Low data visibility
- Outdated UI design
- Poor usability such as popup inside a popup

User Person

Personas were fictional characters that we created based on our research to represent the different user types that might have used our service. Creating personas helped us understand our users' needs, experiences, behaviors, and goals.

Priya

30 Years - IT Professional - Delhi, IN

Motivations:
Wants to start her own business and is looking for a proven business model with strong support. Values transparency and easy access to information.

Needs:
A modern, user-friendly application that is easy to navigate and provides relevant information. Strong support with marketing, operations, and supply chain management.

Rajesh

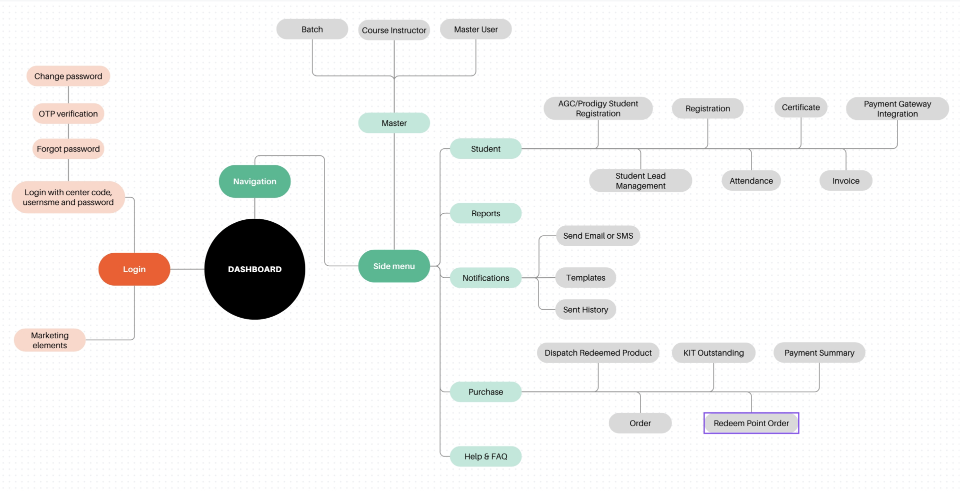
55 Years - Retired Government Employee - Punjab, IN

Motivations:
Wants to start his own business and is looking for a franchise opportunity that provides support and guidance. Values personal communication and clear instructions.

Needs:
An application that is easy to use and understand, with clear and simple instructions. Personal communication with the franchisor for support when needed. Strong support with marketing, operations, and supply chain management

Information Architecture & User Flow

The existing system, hindered by limited old technology, proved to be quite complex and challenging for users to navigate effectively.Therefore, driven by the need to address the challenges posed by the outdated technology, we devised a two-level navigational side menu that emphasizes simplicity and intuitive usability. Subsequently, we focused on rectifying the deficiencies in the user flow by establishing a clear hierarchical structure and crafting a user journey that facilitates seamless navigation and enhances the overall user experience.



Wireframe and Feedback

Upon recognizing the significant UX challenges, we swiftly embarked on creating low-fidelity wireframes, which were then subjected to stakeholder review for valuable input. The insights gleaned from this feedback informed the optimization of the wireframes to high-fidelity representations. These enhanced wireframes served as the foundation for generating multiple user stories, setting the stage for the subsequent design phases.

Brand and Style

After finalizing the hi-fi wireframes, our attention turned to the development of a comprehensive brand and style guide. Due to budget limitations, we made the decision not to create a new logo. Instead, we focused on refining the existing logo while also defining a variety of color sets. Our primary goal was to prioritize contemporary typography choices that would improve readability. Additionally, we incorporated flat design elements and modern icons to enhance accessibility and overall aesthetic appeal.

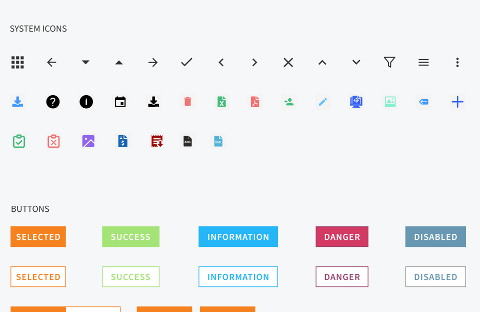
Color

In alignment with the existing web application, we have identified the brand colors and utilized Adobe Colors to establish two sets of primary and secondary colors. To enhance the design flow and elevate the user interface (UI) design, we have also developed a complementary set of accent colors and grayscale colors.

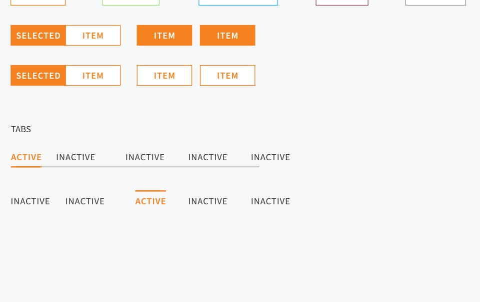
Typography

We skillfully crafted a range of typography styles to meticulously establish a captivating visual hierarchy, artfully differentiate information, curate a distinct and mesmerizing visual aesthetic, strategically emphasize crucial elements, and elevate accessibility and readability. By deftly employing an array of font sizes, weights, styles, and treatments, we elevated the overall user experience to new heights, ensuring information was conveyed with an irresistible allure and unparalleled effectiveness.

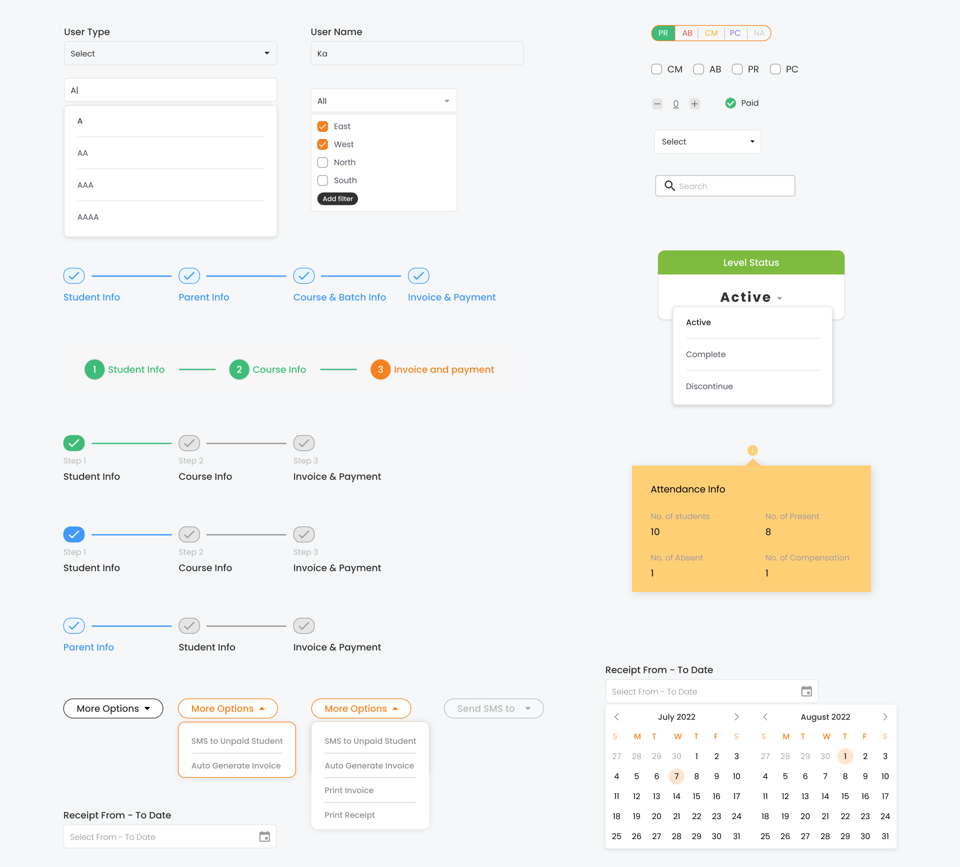
Iconography



Controls

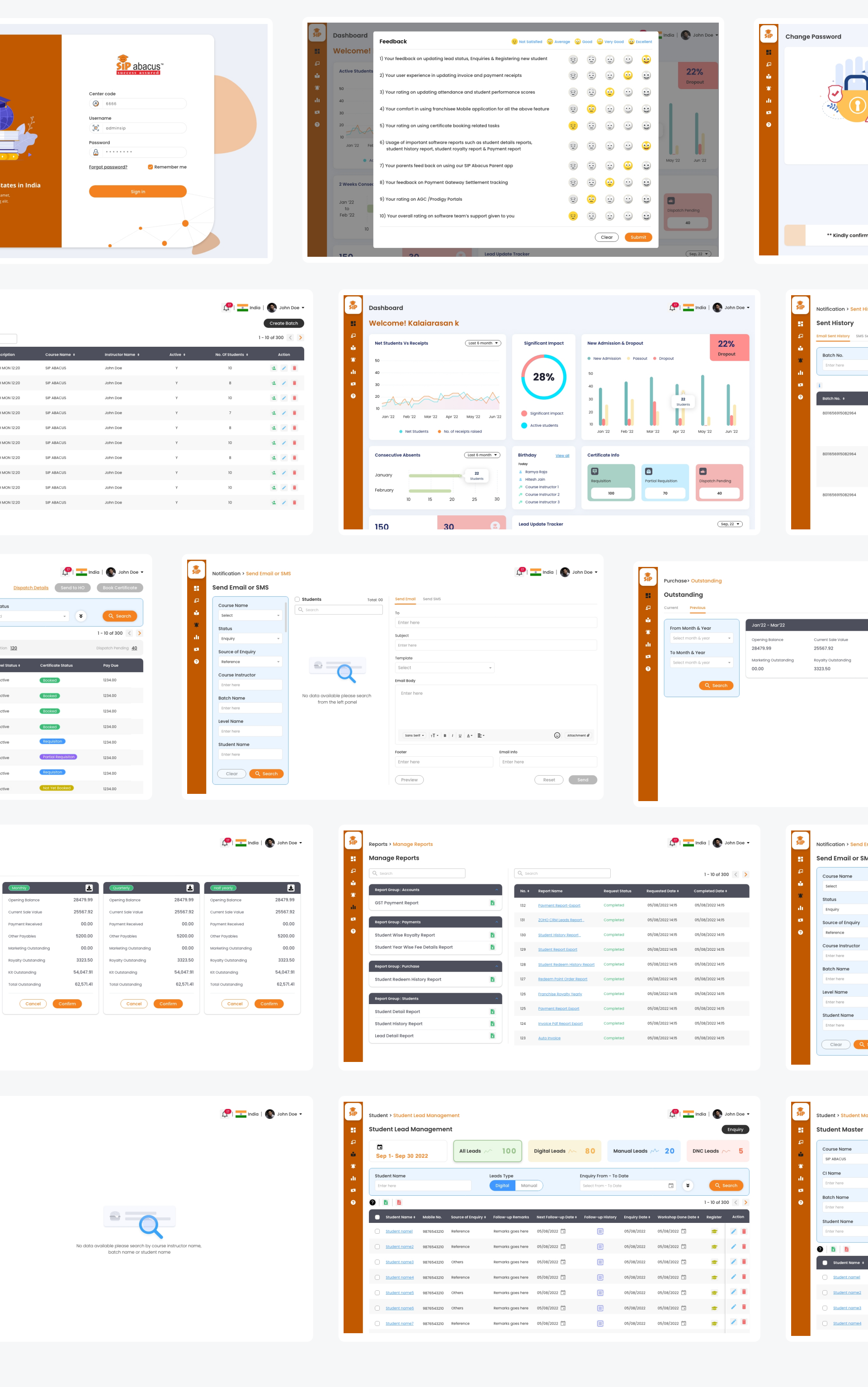


Components



User Interface

After establishing the brand and style guide, our attention shifted towards creating multiple UI design concepts, which were subjected to rigorous AB testing with stakeholders. With the chosen design style and theme as a foundation, we crafted UI design flows based on pre-established user stories, accompanied by click-through prototypes for realistic user experience evaluation. The prototypes underwent extensive usability testing involving stakeholders, users, and the Dev team to gather feedback for further improvements and assess feasibility. Leveraging the insights gained, we performed a final iteration of the UI design to address any remaining issues and deliver an optimized user experience. Subsequently, the final design was handed over to our skilled development team for implementation.



Final Thoughts & Project Status

Upon successfully handing over the design to the Dev team, we take pride in our accomplished design assignment, as the project exhibits promising prospects for significantly enhancing the user experience. The outcomes of the usability testing provided clear validation that we are on the right trajectory. Several key factors contribute to the anticipated success of the project, namely:

1. User-centered design approach: Our design methodology places the user at the core. Thorough user research and analysis guided the development of a design that aligns with user needs and preferences, ensuring a positive user experience.

2. Mobile-friendly focus: Our design prioritizes responsiveness and mobile optimization, allowing seamless access to the SIP SIP Abacus franchise portal across various devices. This approach facilitates enhanced user accessibility and engagement.

3. Collaborative effort: The project's triumph is a result of cohesive collaboration among team members. Close cooperation and effective communication fostered the development of a comprehensive design solution that meets the expectations and requirements of all stakeholders involved.

As the SIP Abacus franchise app redesign progresses, it holds tremendous potential for elevating the user experience and consolidating the brand image of SIP Abacus Academy within the education industry. We, as the design team, are confident in the positive outcomes that lie ahead.

Thank you for your time