

3 Cube

Chandu Majeti



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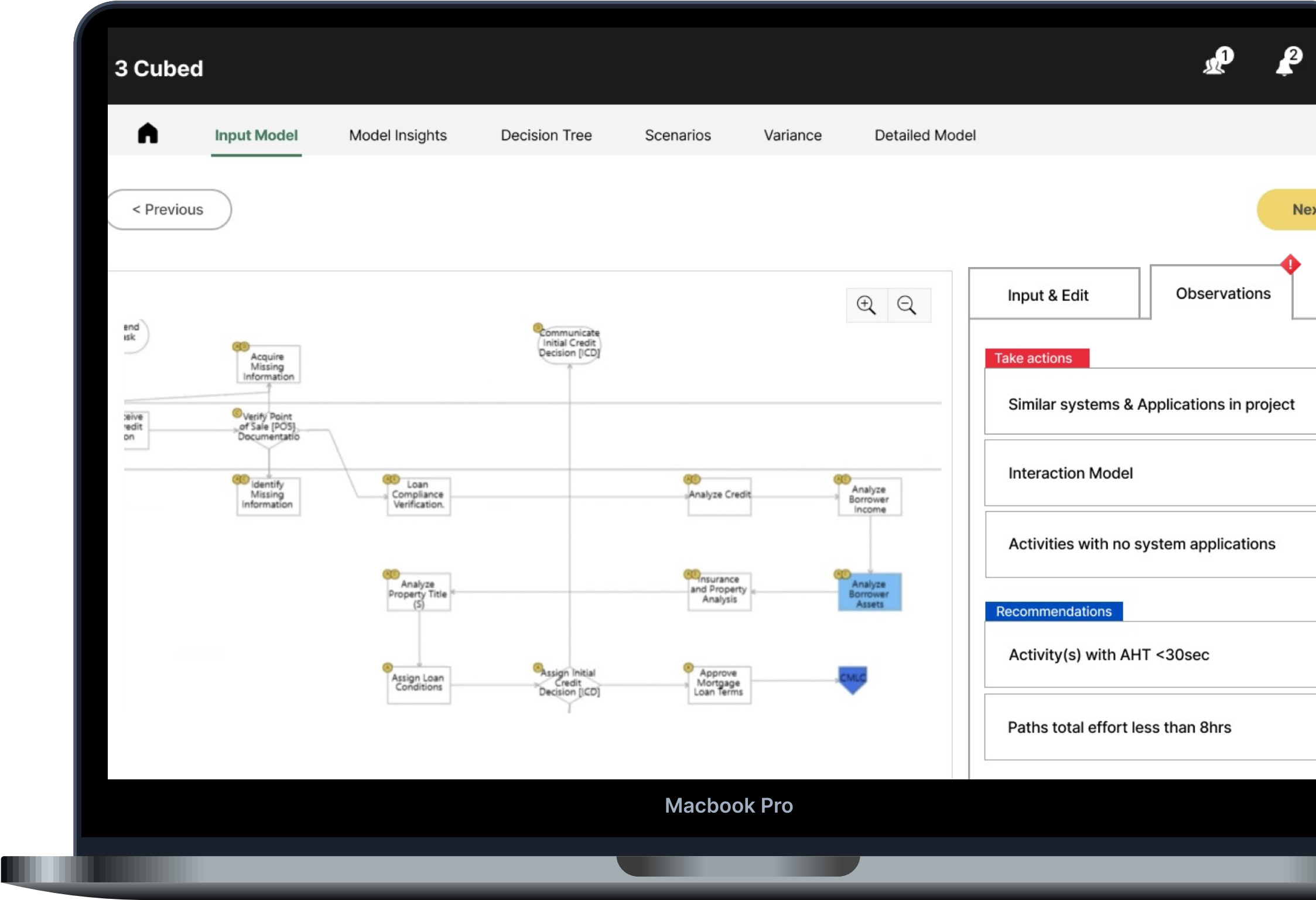
Project Overview

Product

This project involves setting up operations for corporate companies.

Project duration

Worked 3 months in this project.
March 2024 - May 2024



Project Overview



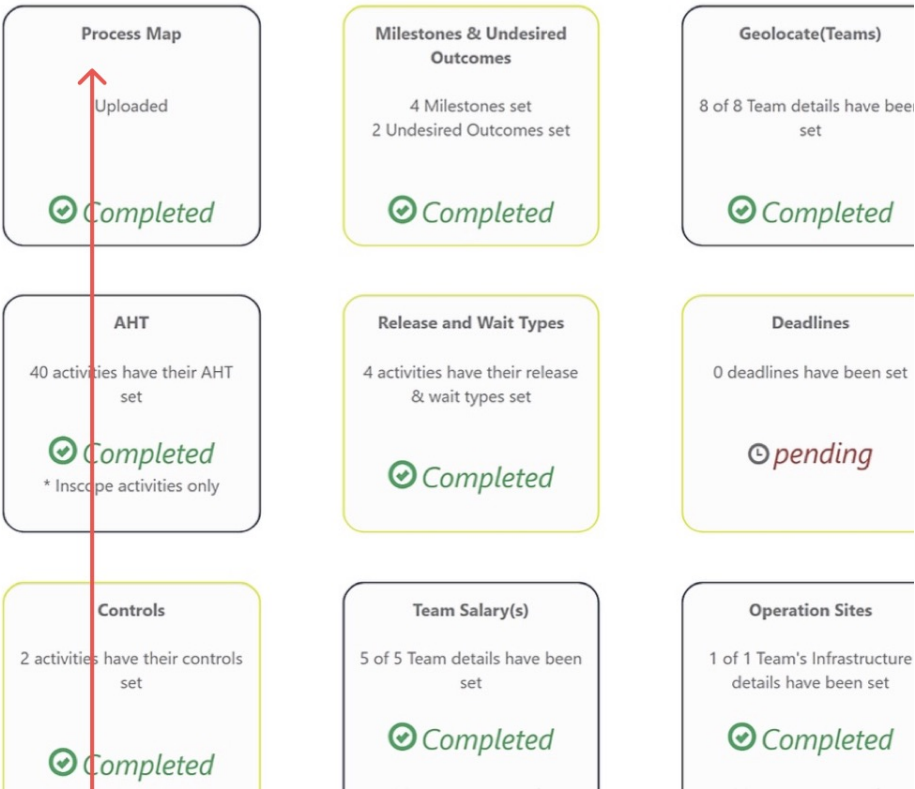
Problem

The setup requires completing several steps, and one of the steps, the "Process Map," has identified pain points.



Goal

Help users who are operations team members to finish their task easily and identify the observations tab.



Project Overview



My Role

UX Architect

Responsibilities

- As a UX Lead, Requirement gathering
- Analysis on existing personas & user-flows
- Expert review
- Design iterations
- Validate with users

Don't jump into design first.

Understanding the user

User research

Personas

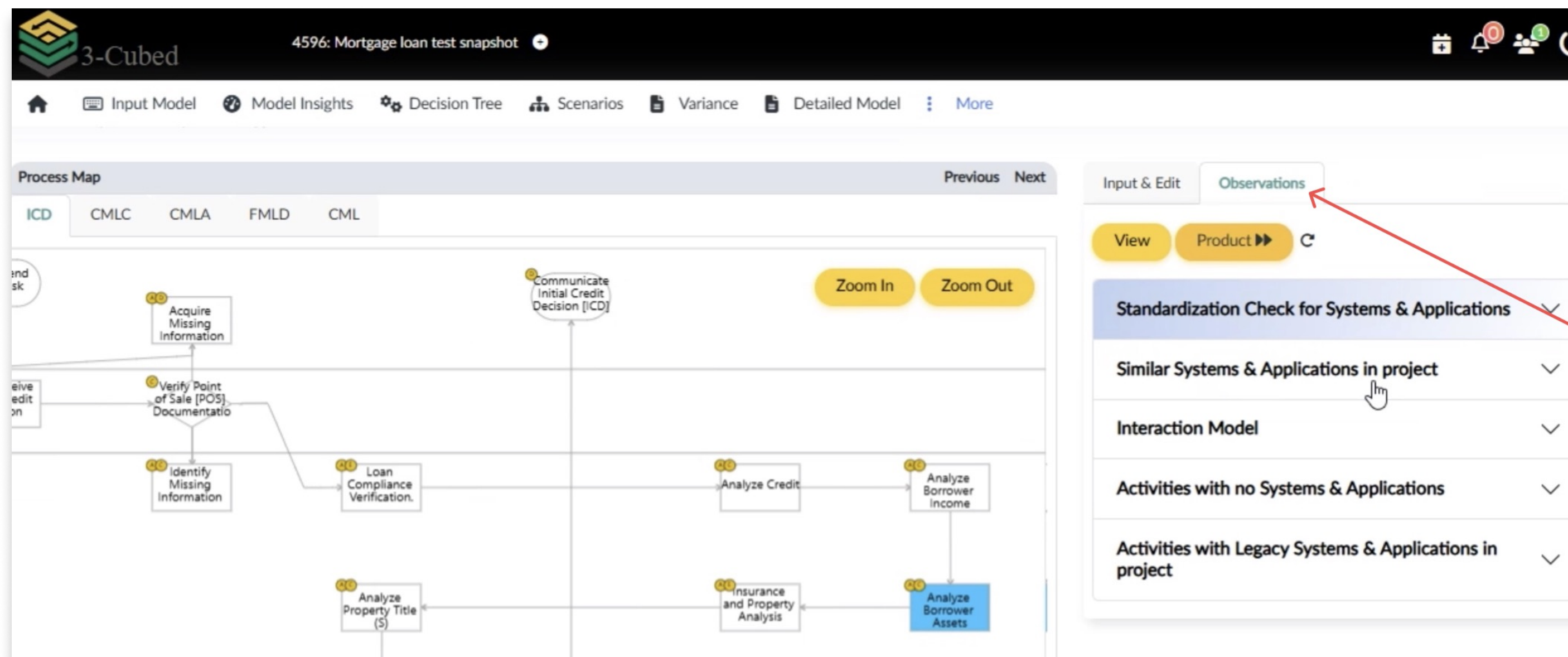
SME- Walk thru the application

Expert review

User research

Interviews

- Interview with real users to understand needs and pain points in the screen.
- Due to existing project asked the Operations team to walk thru of the application flow.



User research

Persona

Problem statment

Raman, as the operations team lead, needs to guide his team and others in identifying the observations tab and its inner tasks. His team often overlooks this tab, requiring him to repeatedly intervene to resolve the issue.



Name : Raman

Education : Graduated

Occupation : Team lead for Operations team

Domain & Computer knowledge : Good

Frustrations :

- Observations tab not prominent.
- Users get confused between the mandatory actions and recommendations in the observations list.
- The entire UI is also cluttered.

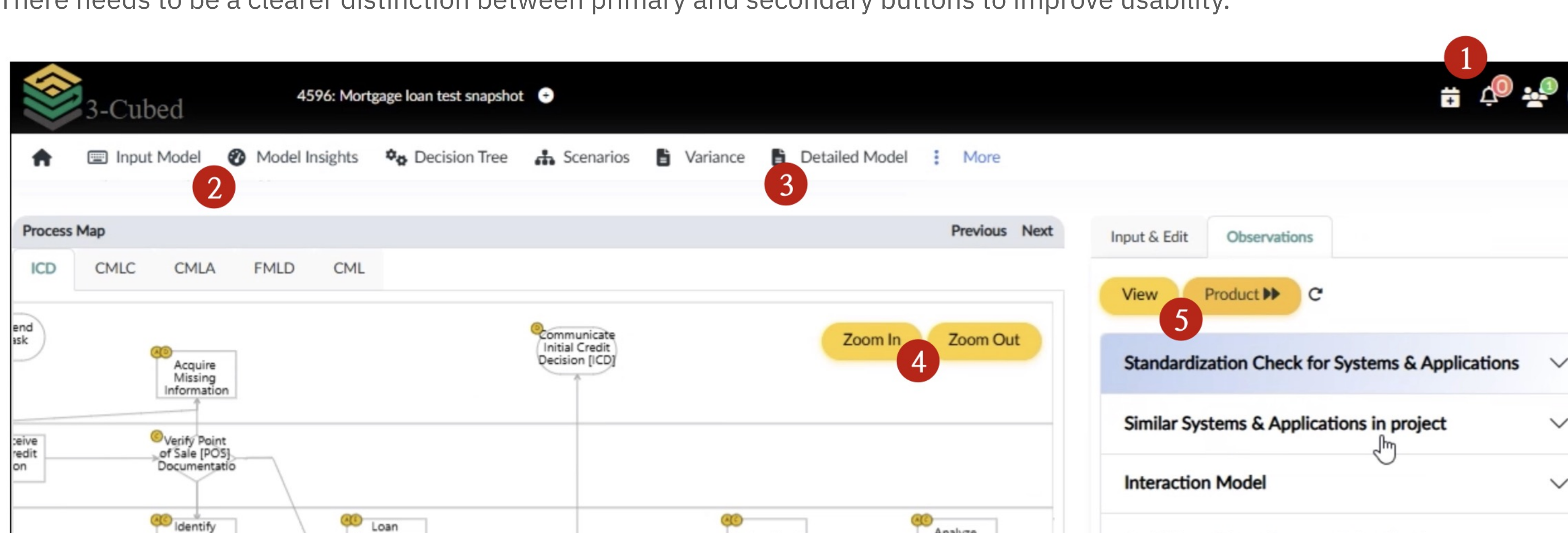
User research

Expert review

The main issue is that users are overlooking the Observations tab

I have identified additional design issues in the surrounding screen.

1. The icons located in the top right corner are not clearly differentiated
2. There is no visual cue indicating the current location within the navigation, leading to confusion. The cluttered icons contribute to this issue.
3. There is a mix of universal icons and less recognizable ones, which increases cognitive load. Simplify icon choices to reduce the need for users to decipher their meanings.
4. The zoom controls are visually overwhelming and may strain users' eyes
5. There needs to be a clearer distinction between primary and secondary buttons to improve usability.



Design

Design solutions

Visual designs

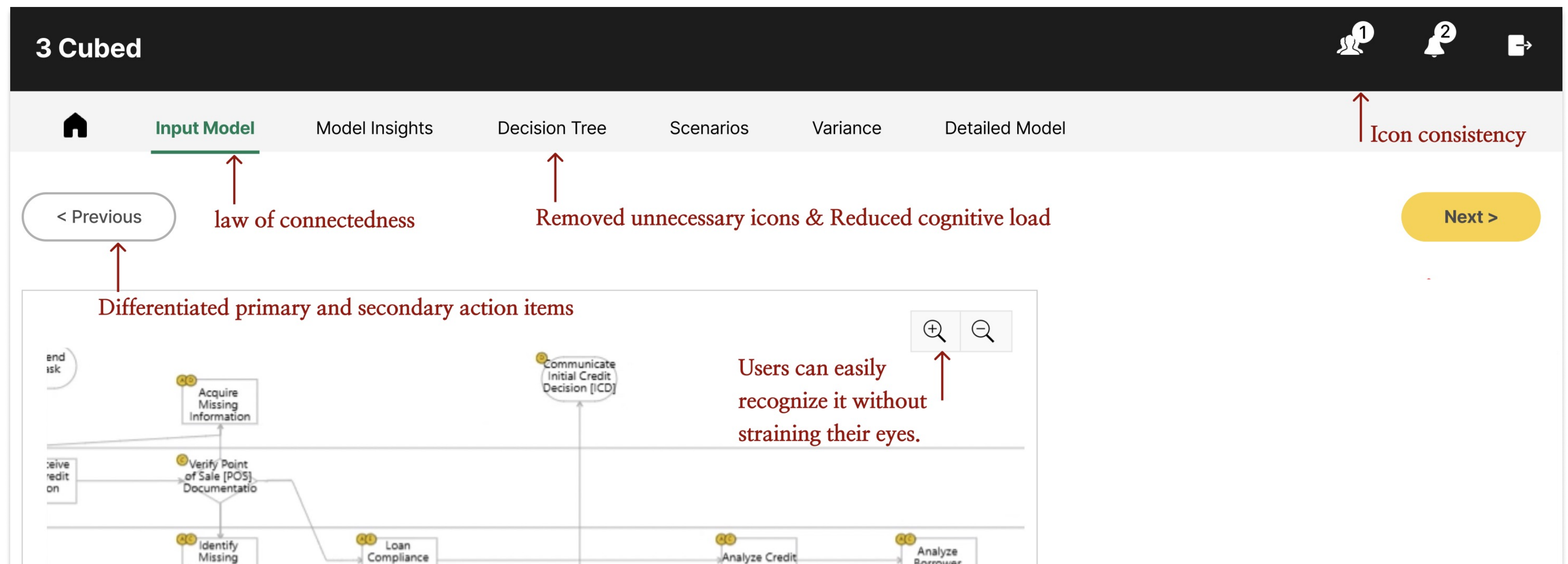
Testing with users

Design Iterations

Design - Cleared the surroundings first.

I first addressed the surrounding design issues based on the identified pain points

1. **Icon consistency**- Created consistent icon design style to enhance recognition and usability.
2. **Navigation clarity & Law of connectedness** - Improved visual cues to clearly indicate the user's current location within the navigation.
3. **Reduced cognitive load** - Removed unnecessary icons to reduce cognitive load and simplify the interface.
4. **Primary vs Secondary buttons** - Clearly differentiated between primary and secondary actions to improve user guidance and interaction.
5. **Zoom icons added** - Used universally recognized icons for zoom functions to make controls more intuitive and clutter free interface.



Design - Created different versions

The main issue is that users are overlooking the Observations tab

To grab the users attention

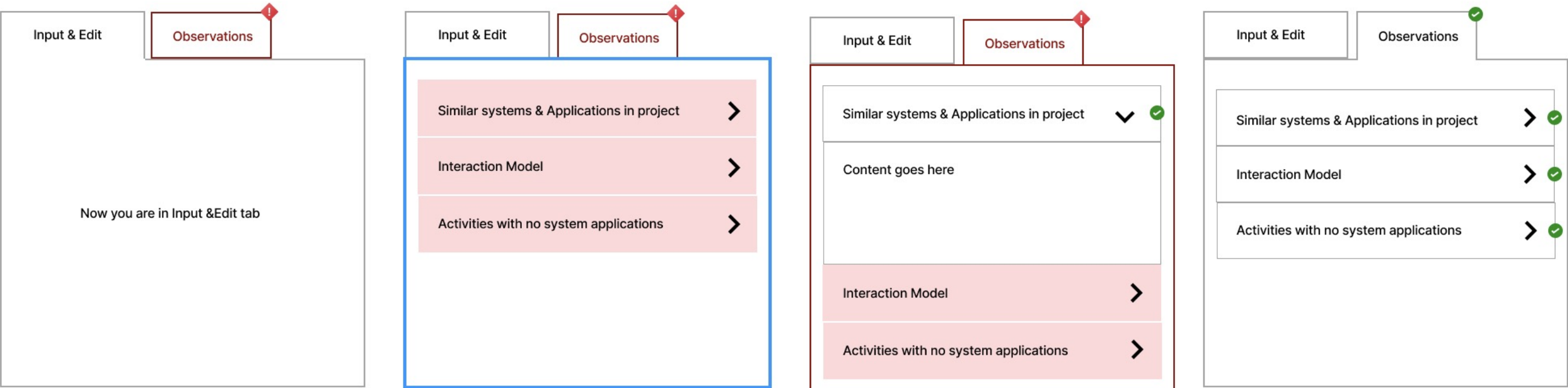
Version 1 - with warning

Version 2 - with count

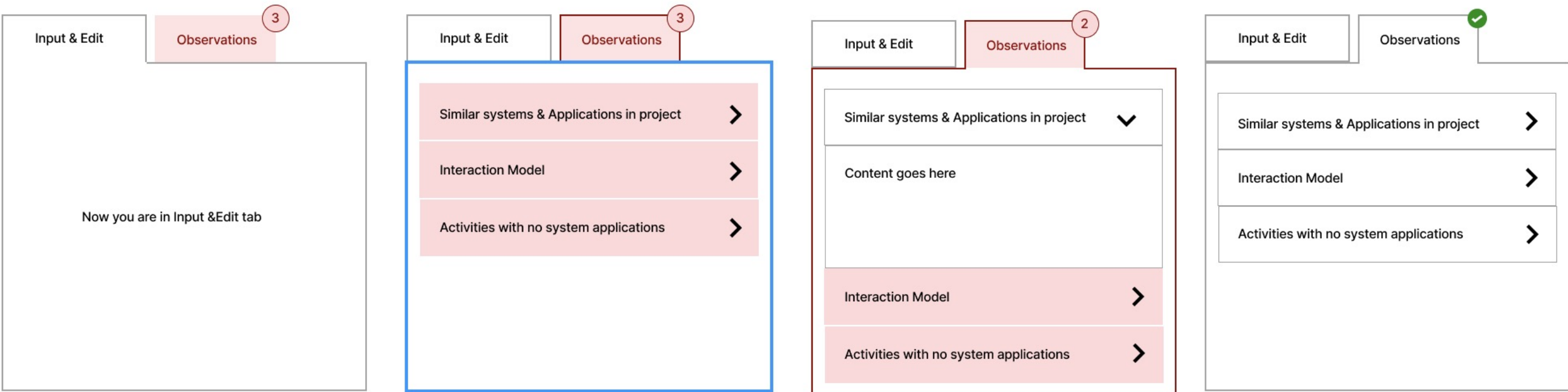
Version 1 selected

Users must take action in observations tab based on input and edit tab details.

Version 1



Version 2



Design - New challenge- Versions

While presenting the two concepts in the previous screen, the client introduced an additional requirement (challenge).

In the Observations tab section, some actions are mandatory while others are recommendations.

Then I come up with two different versions

Version 1

Input & Edit

Observations

Take actions

*Mandatory actions

Similar systems & Applications in project

Interaction Model

Activities with no system applications

Recommendations

View only

Activity(s) with AHT <30sec

Paths total effort less than 8hrs

Version 2

Input & Edit

Observations

Take action

Similar systems & Applications in project

Interaction Model

Recommendation

Activity(s) with AHT <30sec

Paths total effort less than 8hrs

Take action

Activities with no system applications

Design - New challenge - Solution

It is essential to grab attention and complete the tasks on the list.

Finalized version after view discussions.

Normal State

Input & Edit

Observations

Take actions

Similar systems & Applications in project>!

Interaction Model>!

Activities with no system applications>!

Recommendations

Activity(s) with AHT <30sec>

Paths total effort less than 8hrs>

Completed state

Input & Edit

Observations

Take actions

Similar systems & Applications in project>✓

Interaction Model>✓

Activities with no system applications>✓

Recommendations

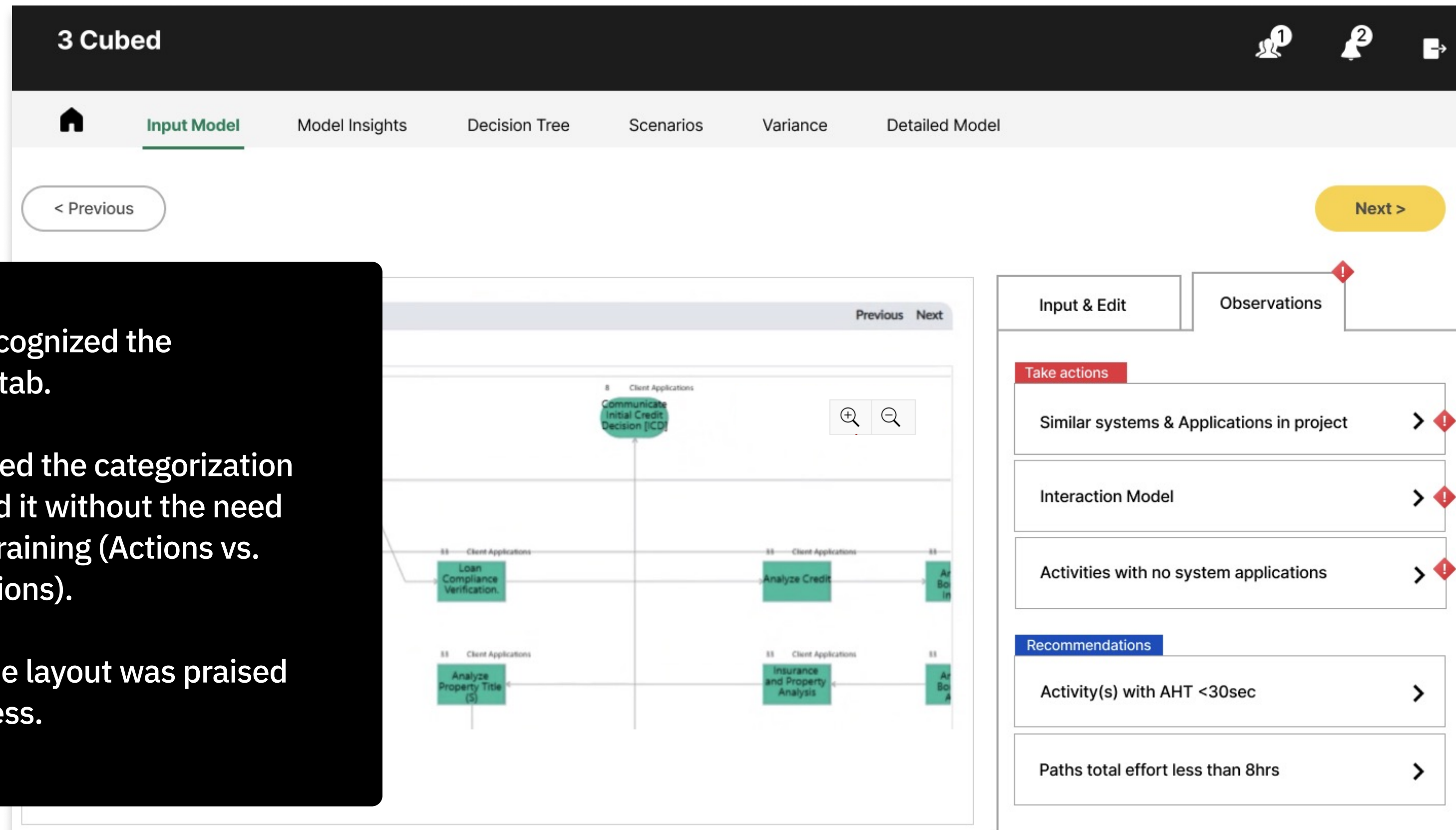
Activity(s) with AHT <30sec>

Paths total effort less than 8hrs>

Test

Tested with 3 users

- Users easily recognized the 'Observations' tab.
- They appreciated the categorization and understood it without the need for additional training (Actions vs. Recommendations).
- Additionally, the layout was praised for its cleanliness.



Test - Observation - Design Iteration

The screenshot displays the '3 Cubed' application interface. At the top, a dark header contains the logo and two notification icons. Below this is a navigation bar with tabs: 'Input Model' (active), 'Model Insights', 'Decision Tree', 'Scenarios', 'Variance', and 'Detailed Model'. The main content area shows a workflow diagram with steps like 'Analyze Property Title (S)', 'Insurance and Property Analysis', and 'Activity(s) with AHT <30sec'. A red alert dialog box is overlaid on the screen, asking 'Did you fix the observations?' with two buttons: 'Yes, I fixed' and 'No, I will check'. The background workflow diagram includes a list of observations on the right side, such as 'Observations', 'ns in project', 'Applications', 'Activity(s) with AHT <30sec', and 'Paths total effort less than 8hrs', each with a red exclamation mark icon.

3 Cubed

Home Input Model Model Insights Decision Tree Scenarios Variance Detailed Model

< Previous

Alert

Did you fix the observations?

Yes, I fixed No, I will check

Observations

ns in project

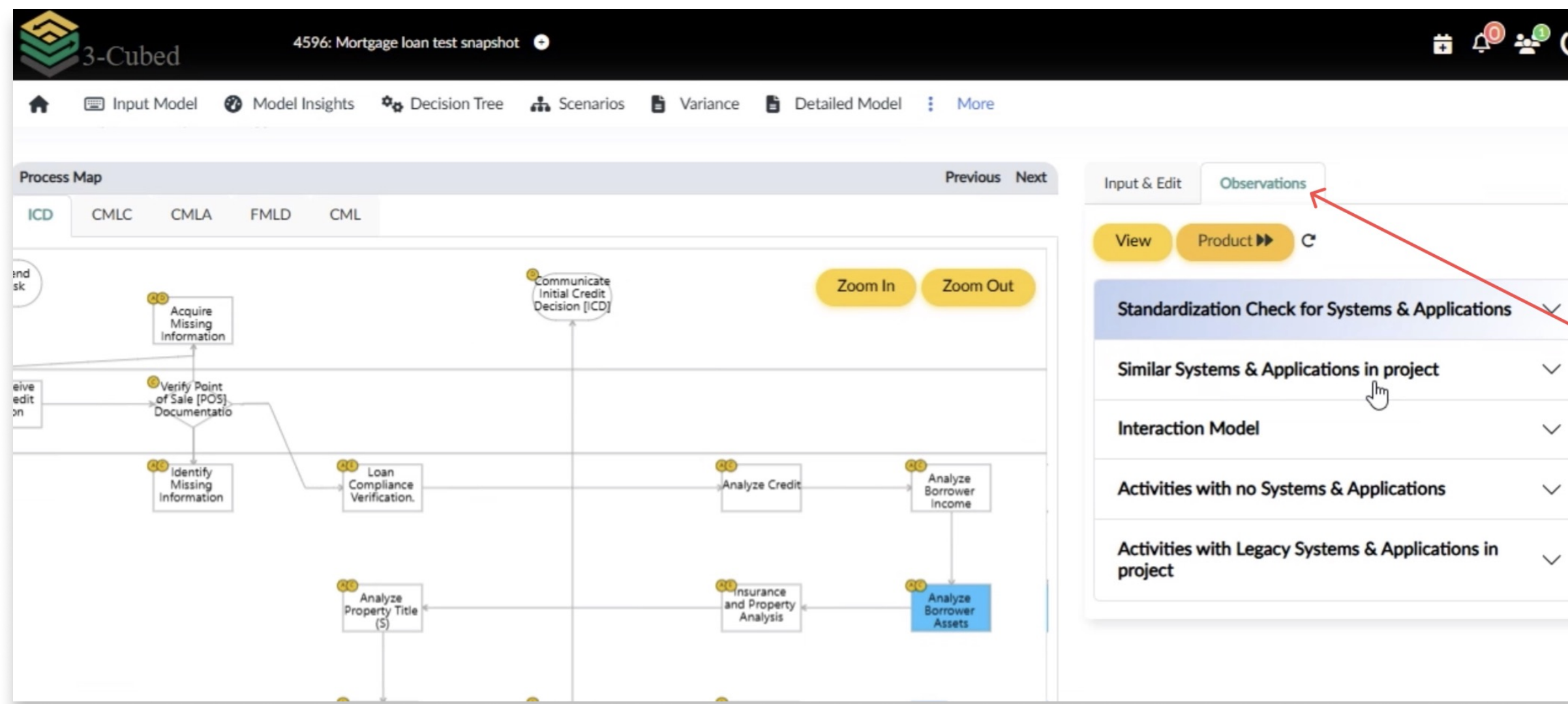
Applications

Activity(s) with AHT <30sec

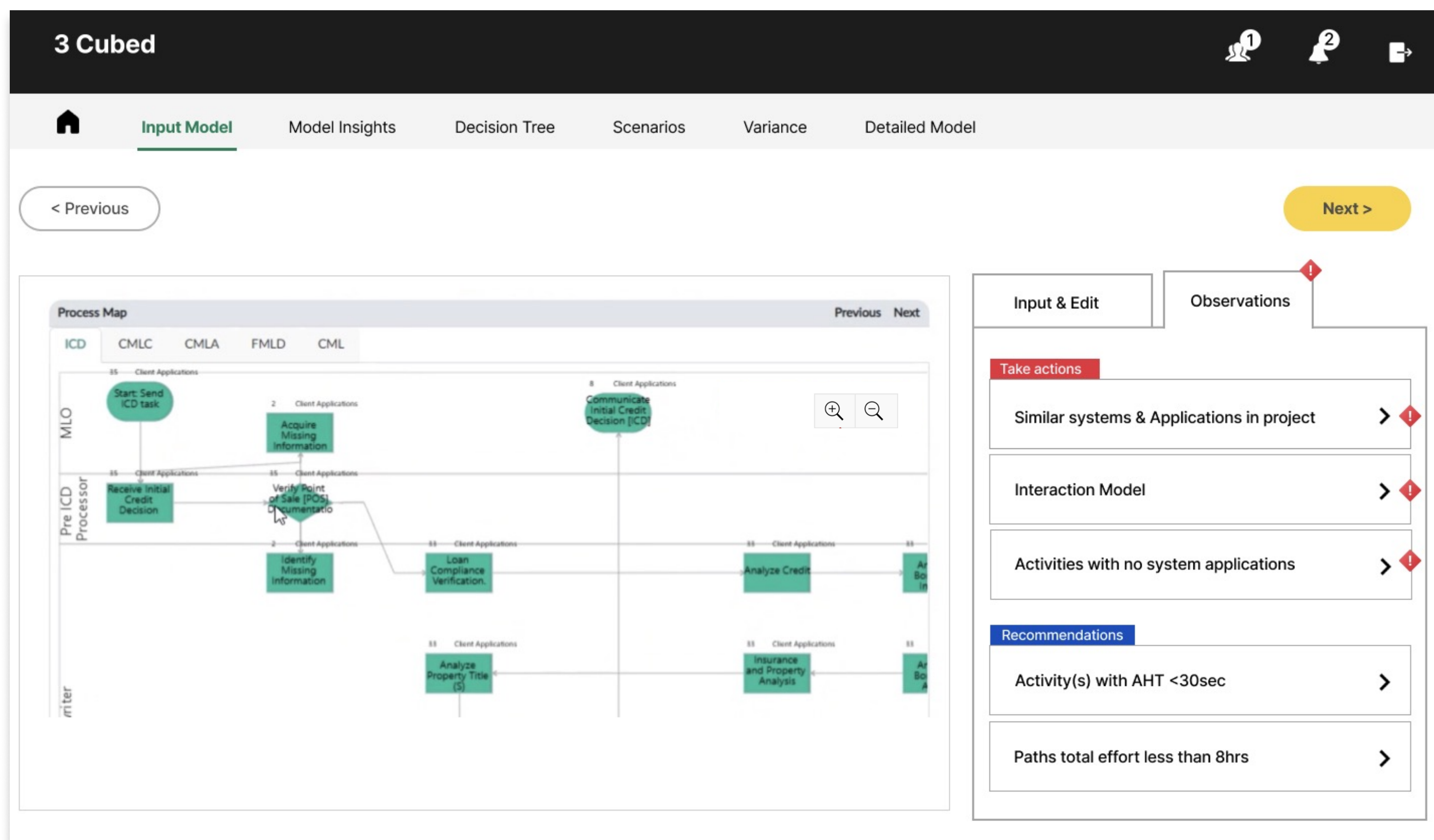
Paths total effort less than 8hrs

- If the user clicks the "Next" button without addressing the observations, an alert will pop up asking if they have fixed the observations.

Before



After



Scroll down

- Users can easily identify the “Observations” tab.
- I provided a solution without disturbing the current framework layout.
- After clearing the surroundings, the layout now looks very clean.

Takeaways

Impact

The business goal has been achieved, with an 80% increase in efficiency and 100% user satisfaction.

Learnings

- Importance of UCD.
- Don't jump into design first, You are not the user.



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Thank you for your
patience in reviewing
this case study.

-Chandu Majeti