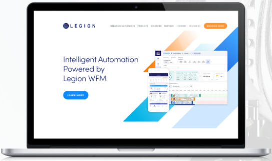
4UNCTION
DIGITAL STUDIOS



Legion

CASESTUDY

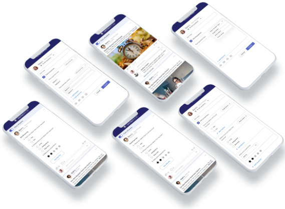
Problem Statement

When the user creates a post, the create Post Modal should have an option to create a Poll/ survey.

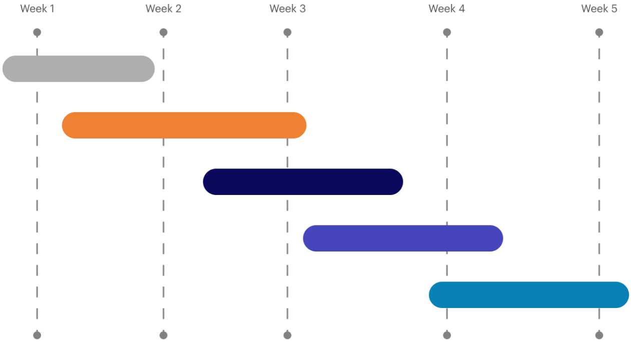
User will be able to see the polls/ Surveys on Newsfeed
They can answer the question by clicking on the options

There should be a counter next to each option that will increase when anyone votes for that option

Clicking on the number will give the names of the voters if the poll/ Survey is not anonymous



Project Timeline



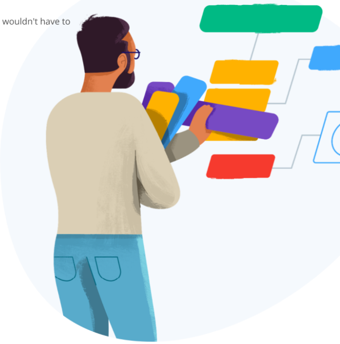
▨ **Consultation**	🟧 **Project Planning**	■ **Content & Design**	🟪 **Development**	🟦 **Website Launch**
Research	Wireframing	Content Creation	Code & Functionality	Post-Live Checks
Setting Goals	User Journey UX	Desktop Design	Optimisation & Performance	Publishing & Promoting
Scope Agreement	Sitemaps	Mobile Design	QA & Testing	Support & Maintenance

Usability Testing

Improve chat capabilities:

Most of our users complain about “Your chat feature didn’t work.”
Some bankers and individuals asking “Why do you have a chat support service that doesn't populate?

Recommendation:
Users want enhancements and reliability with chat functionality. So, It would be helpful if it worked so I wouldn't have to call in for simple fixes.”



Login Issue:
User facing login issues on login page.
Recommendation:
A new login feature with biometric and passcode has been added.

Apps Crashes:
“User said, We are constantly being logged out and the app needs to be updated on again login.”
“Some users said that the app always crashes with a ”something went wrong" message.“
Recommendation:
We are added improved code and Bug fixes on new release.

Technical glitches:
Some user tell about “App crashes after they submit payment every time. Leaves me uneasy if payment went through and question if app is secure.”
Recommendation:
Users want to be reassured their payment is successful and data is secure.

Multiple recipient:
Several users said, multiple recipient option is not working properly.
“The app is a little confusing of knowing where to click to see how add recipient in message box”
Recommendation:
Users want to be more informed about multiple recipients.

UX Audit

To understand the views of other users about our website, I’ve used the survey method for collecting data from the users world wide.

Question:
How satisfy are you with this new app design?

Carlos Said:
We have been very happy with new app design! It looks professional and very easy to navigate. You handle things very efficiently and are available for any questions we have.

Carlos M. Clevenger
Real Estate Agent
University Drive, Chicago

John P. Adcock
Show Host
White Pine Lane, Fredericksburg

Question:
What kind of device do you use the most to access app?

John Said:
I have an iPhone and a Fire Tablet that I use mainly. It seems we are moving toward a future in which our smartphones will be our only connection to the internet.

Question:
What kind of difficulties do you face while using apps?

Leslie Said:
Some apps loading time is too slow, When i browse something, I am facing an irritating popups with bad color combination and designs. Unnecessary count down timer for downloading and loading of pages.

Leslie I. Gonzalas
Phone Operator
Kennedy Court, West Brazil

Ben V. Tovar
Director of Sales
269 Street, Las Vegas

Question:
What are your thoughts on our app?

Ben Said:
I honestly wouldn't spend more than 1 minute looking at your old app structure. It doesn't seem professional or informative. But now, your new app really looks nice with relevant content.

Question:
What calls to action do you want on app?

Guy Said:
Calls to action are requests you give your audience to perform a particular action. You put all of these on a right place.

Guy S. Krall
Superior Interior Design
Browning LaneCortland, NY

Usability Heuristics

User Control & Freedom:

User can Cancel a download before it completes.

Consistency & Standards:

We maintain the consistency in our all design.

Flexibility and Efficiency of Use:

We speed up the interaction for the expert user.

Minimalistic:

We are Providing only necessary information in an elegant way.

Visibility of System Status:

Navigation menu items set to underline when a user hovers over them.

Help Users:

We are using toggle options to guide user.

Persona 1: John Smith

Name

John Smith

Occupation

Self-employed

Demographic

34 years old, lives in New York. Married with a 2-year-old child, has a middle-income level. He changed his occupation 3 years ago after getting married.

John's Story

John was working for a global company and did not have much leisure time as his work was taking too much time. So, to start a family, he decided to quit his job and invest his savings in a bookshop, which has been his dream since his university years. All he wants to do is be able to maintain his bookshop.

User Test

Needs
Improved design should be scale according to mobile trend and they should rewrite the information and detail in a proper way and try to fix all bugs.

Pain points
Actual Information is missing. App is too old and is not proper scale according to mobile view. I am facing some payment issues and app crashes.

Org Activity

Tech Sevy

Social Skills

Location
New York

Organization
1

Age
34 Years

Occupation
Self Employed

Persona 2: Jeff Hardy

Name

Jeff Hardy

Occupation

Director

Demographic

42 years old, previously lived in Boston, Massachusetts, but moved to Chicago for a new job with the startup company. Has a high-income level. Married with three kids.

John's Story

Hardy is a regional director who needs to catch flights a lot. He sometimes has to 7-8 times a month for work purposes. His company has assigned Jason to a specific region so that he travels to the same cities and stays at the same hotels for convenience.

User Test

Needs
UI needs to improve and try to make better user experince.

Pain points
Lot of empty spaces between sections. response rate is too slow.

Org Activity

Tech Sevy

Social Skills

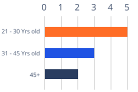
Location
Boston

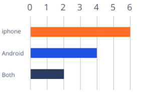
Organization
12

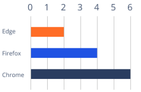
Age
42 Years

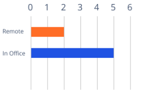
Occupation
Director

Participant Demographics

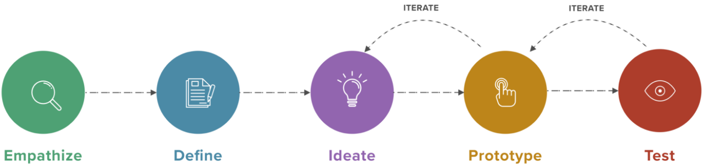

Users Age


Phone Type


Internet Browser

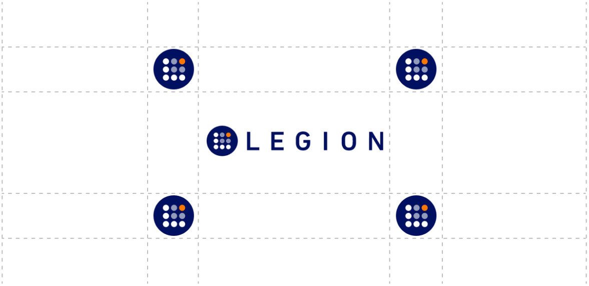

Workplace Type

Design Process



Logo Design

Logo and colors must present the bank as trustworthy and professional. A logo is the heart and soul of your bank, the image that differentiates you from other financial institutions.



Minimum Size

The registered trademark symbol should be on the logo every time used. The relationship between the a and the logo is relative in order to maintain legibility in all sizes. Thee scale separately from the logo when it appears smaller than 60 px tall. At sizes smaller than 60 px tall, the • will always be 5 px tall. At sizes larger than 60px, (this ratio is reflected in the standard logo files available to employees and partners).

26 PX LEGION 25 IN

Modern Color Palette

A well designed color palette can help create a memorable user experience and establish a strong brand identity.

UX Research

Challenge

Founder of the website wanted to optimize their website experience by improving three problem areas:

- Poorly placed calls to action (CTAs), where mobile users couldn't see the CTA clearly enough to click on it
- Customer drop-offs at any submition and processing step because users wanted to smooth response on time.
- A complicated cookie policy that caused visitors to bounce as soon as they landed on the website.

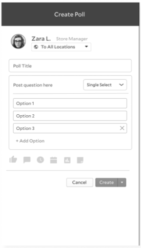
Action Plan

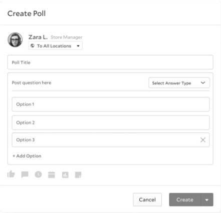
We used Recordings and Heatmaps to dig deeper into these UX research issues. The result was a gradual upgrade of the website to meet—and exceed—customer expectations. Here's what happened:

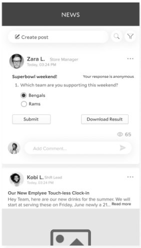
- We improved the visibility of CTAs with changes to font, color, and design. We also included a sharing widget to display social proof.
- We removed the unnecessary content and congested areas with over lapping images.
- We added HD high quality images on our all website / App..
- We implemented design changes in the cookie policy pop-up to make it 30% bigger with better color and copy. They also placed the banner on the top of the page.

Low Fiedlity Design Boards

Low-fidelity prototypes, for example, are simple and low-tech concepts. All you need to get started is a pen and paper digital art apps. The goal is to turn your ideas into testable artifacts that you can then use to collect and analyze feedback in the early stages.







Superbowl weekend! Your response is anonymous

1. Which team are you supporting this weekend?

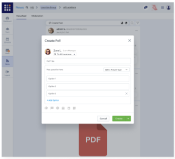
● Bengals
○ Rams

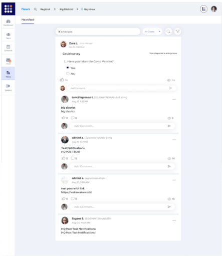
Our New Emplyee Touch-less Clock-in

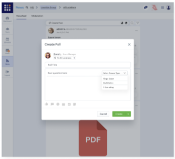
Hey Team, here are our new drinks for the summer. We will start at serving these on Friday, June newly a 21... Read more

The Designs For Poll Web Survey

An online poll is a survey in which participants communicate responses via the Internet, typically by completing a questionnaire in a web page. Online polls may allow anyone to participate, or they may be restricted to a sample drawn from a larger panel.





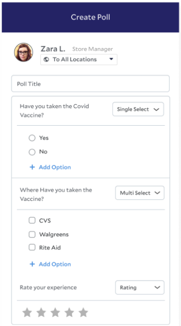


The Designs For Poll Mobile Survey

A mobile survey is one that's specifically designed to fit a smartphone or tablet screen and makes it easy for the respondent to use touchscreen gestures to answer the questions.

A few key features of a good mobile centric survey:

- The text is larger
- The answer options are easy to click on using your fingers
- There are no big logos taking up most of the screen space
- There is a fullscreen to avoid distractions from other apps



Create Poll

Zara L. Store Manager

To All Locations

Poll Title

Have you taken the Covid Vaccine? — Single Select

○ Yes

○ No

+ Add Option

Where Have you taken the Vaccine? — Multi Select

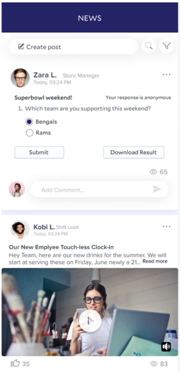
☐ CVS

☐ Walgreens

☐ Rite Aid

+ Add Option

Rate your experience — Rating



NEWS

Create post

Zara L. Store Manager
Today, 03:24 PM

Superbowl weekend! Your response is anonymous

1. Which team are you supporting this weekend?

● Bengals

○ Rams

Submit | Download Result

65

Add Comment...

Kobi L. Shift Lead
Today, 03:24 PM

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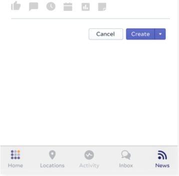
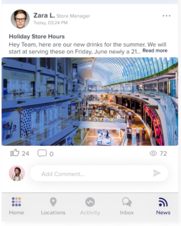
Hey Team, here are our new drinks for the summer. We will start at serving these on Friday, June newly a 21... Read more

35 83



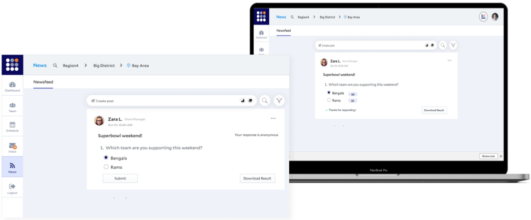


Holiday Store Hours

Hey Team, here are our new drinks for the summer. We will start at serving these on Friday, June newly a 21...

Legion Prototype

A prototype is an early sample, model, or release of a product built to test a concept or process. It is a term used in a variety of contexts, including semantics, design, electronics, and software programming. A prototype is generally used to evaluate a new design to enhance precision by system analysts and users.



Superbowl weekend!

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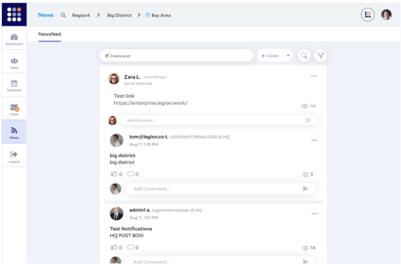
Implementation / Testing

Reviewed designs and user flows with iOS and Android engineers. Tested chat and location preference functionality with product manager and QA engineer



Test link
https://enterprise.legion.work/

big district
big district

Test Notifications
HQ POST BOIII

Reflection And Sharing Vision

Sharing vision and values (Bold). Legion and Philz shared a vision to create a platform that enabled employees to work wherever and whenever they wanted while still meeting the needs of the business.

Managers previously had no visibility of the other locations their employees wanted to work at. Allowing users to add other preferred working locations created a system that the entire business could track, regardless of location. Employees had more flexibility and the potential to earn more and help out other stores. Managers could utilize a greater sized team when trying to fill gaps in the schedule.