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# UX Case study- Mobile App

*helps to simplify the complexity*

To be passionate about solving the design problems, connecting the dots & creating something that will lead to an experience the users of the product would love!

## OVERVIEW

'Colors for Beauty' is a digitized version of 'Color Card' catalogue for Cosmetics which is available for external users / general public. This application gives a real impression of colors & pigments to the customer instead of physical copies of Color Card which involves a substantial cost to produce color chips.

In performance material business, showcasing our pigments through a printed brochure is a big expense and the cost multiplies when we have to supply to each of our customer around the globe on every new addition / changes to existing ones. Hence, we have come up with cost efficient idea to provide a digital catalogue which will allow our customers to get the real impression of colors through high definition images and videos.

## PURPOSE

## UX CHALLENGE

- The main challenge was to make it intuitive and user friendly as it is published for public.
- Reducing the number of clicks, defining the right navigation and consistency in the app.
- Reduce time taken to complete a task.
- Apps to be published for with Merck and EMD branding.

## DEVELOPMENT CHALLENGE

- Customization of predefined carousel template to show images in batches of 4.
- Displaying the rainbow of colors as a dynamic clickable pie. This has been achieved by using tee charts controls licensed version.
- In the portfolio page, multiple actions had to be performed without affecting performance and picture resolution. To overcome the performance issue, we are loading data in parallel and to enrich the images we have used custom controls.
- Multiple service calls to load in the carousel in Favourites. This has been achieved by loading data in parallel and the carousel is customized to show 5 images only under each section.
- Flex layout had to be used to load the data without cutting off selected brands, colors and results in Filter page.

# UX APPROACH AND PROCESS

UX standards have been used consistently across the app which will help the user to complete their task in minimal time, clicks and intuitive to the user.

To understand the business needs, we conducted stakeholder/Product Owner meetings. Mobile app UX performed Competitive Analysis, Focus Groups, Contextual Enquiry. We have used Paper Prototypes to speed the process and quickly come up with solutions.

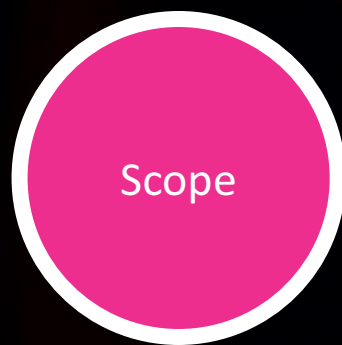
## Process and Tools:

**Process:** Requirement Gathering, Contextual Inquiry, Paper Prototyping for quick iterations, wireframe, interaction, visual designing and Development.

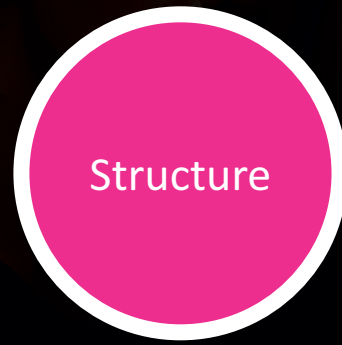
**Tools:** The wireframe design in the UXPin



Concept strategy  
& user research



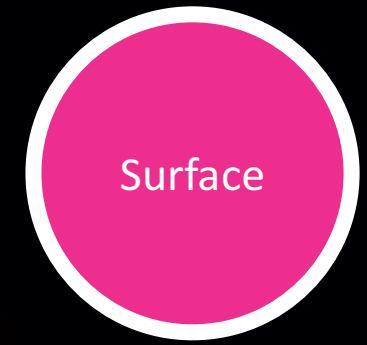
Requirement  
& content review



Screen flow  
& sitemap

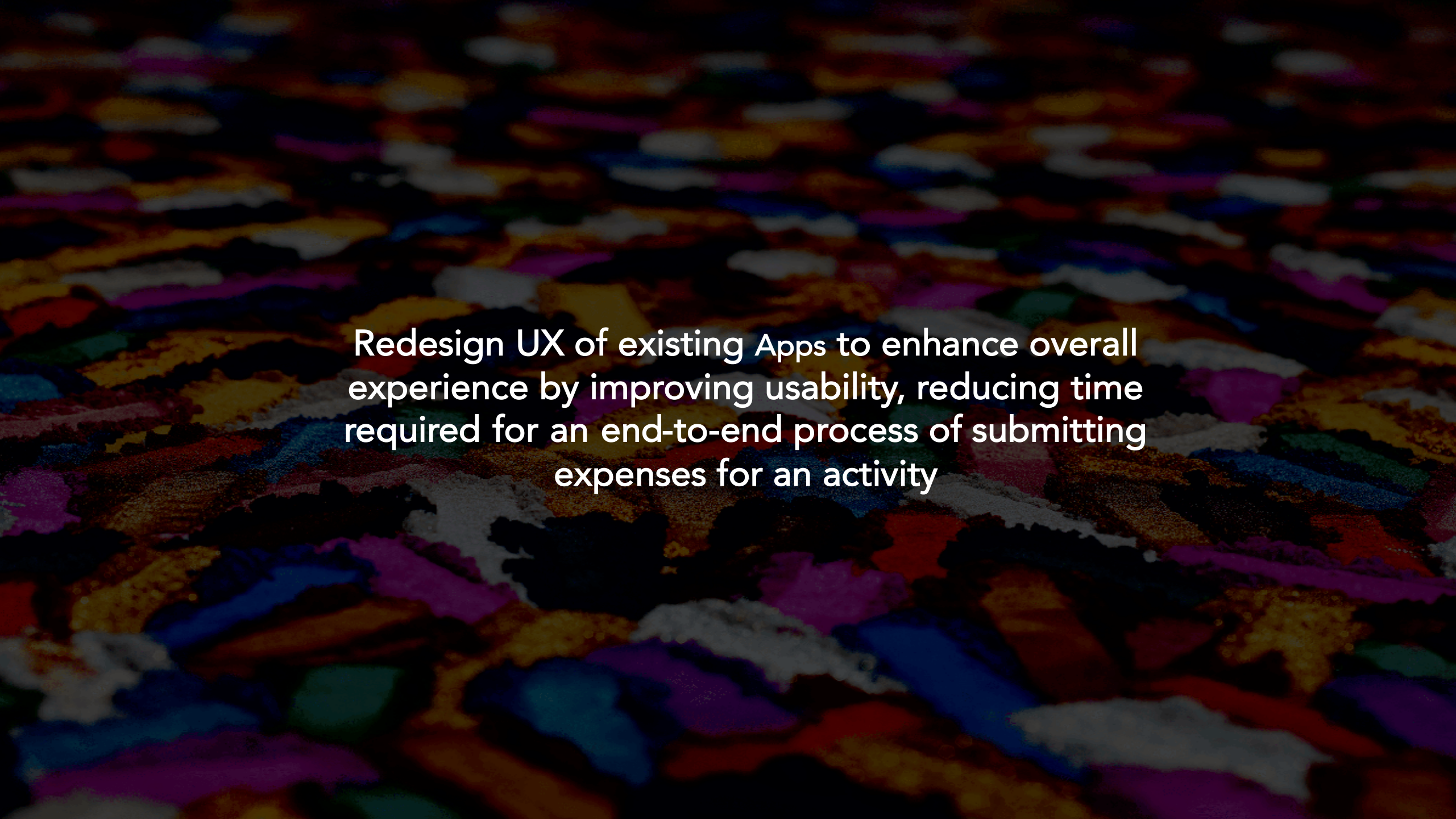


Paper prototypes  
& wireframes

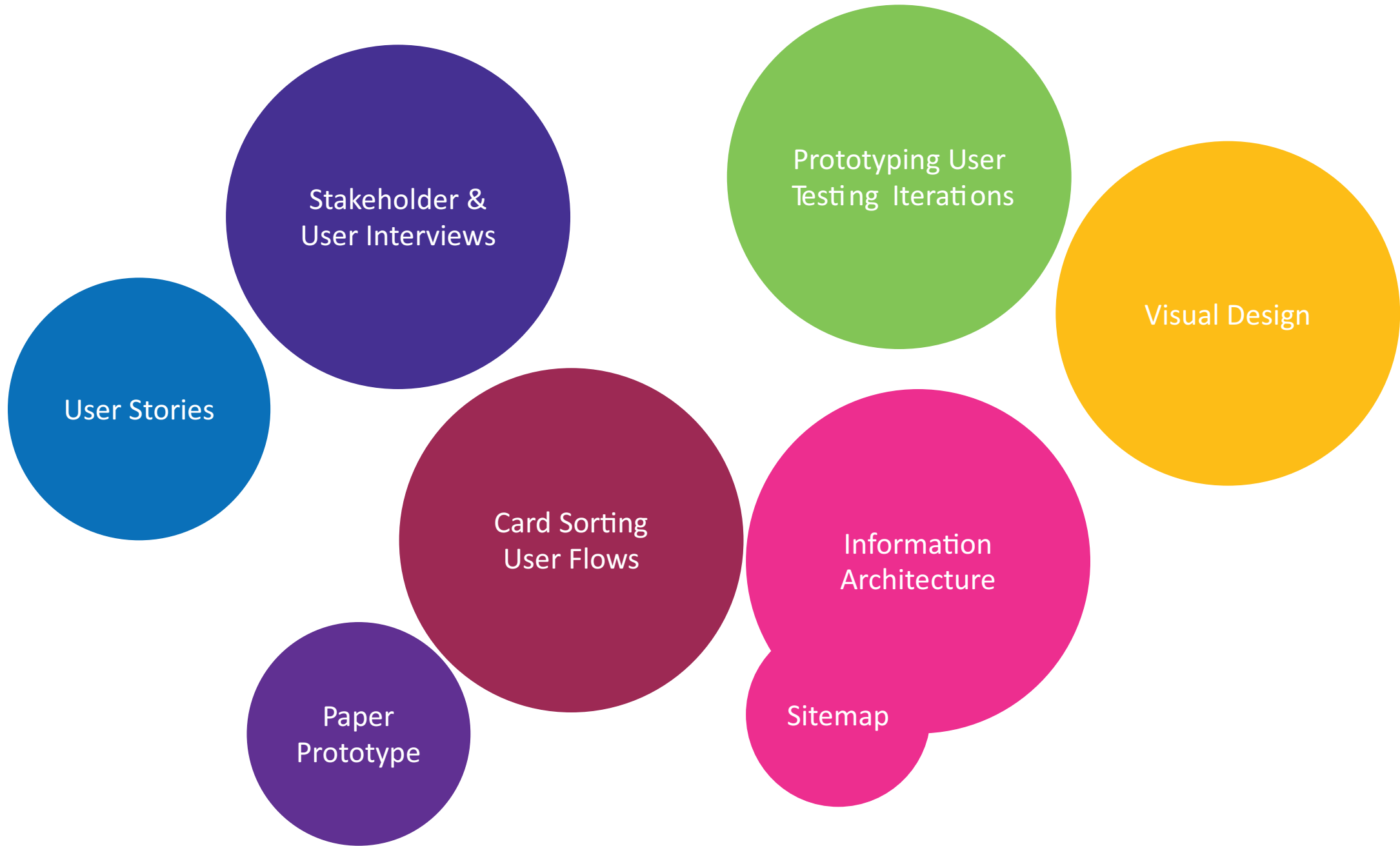


Visuals & designs

User research & requirements	Information & interaction design	Visuals & design	Testing
<p><b>Understand requirements</b></p> <ul style="list-style-type: none"> <li>• Stakeholder interviews</li> <li>• Competitor analysis</li> <li>• Heuristics evaluation</li> </ul>	<p><b>Define structure</b></p> <ul style="list-style-type: none"> <li>• Card sorting</li> <li>• Sitemap</li> <li>• Information Architecture</li> </ul>	<p><b>Prototypes</b></p> <ul style="list-style-type: none"> <li>• Paper prototypes</li> <li>• Low fidelity wireframes</li> <li>• Interactive wireframes</li> </ul>	<p><b>Usability</b></p> <ul style="list-style-type: none"> <li>• Heuristics evaluation</li> <li>• Usability test</li> </ul>
<p><b>Understand users</b></p> <ul style="list-style-type: none"> <li>• User interviews</li> <li>• Focus group discussion</li> <li>• Goal setting</li> </ul>	<p><b>Define flow</b></p> <ul style="list-style-type: none"> <li>• Task flows</li> </ul>	<p><b>Styling and visuals</b></p> <ul style="list-style-type: none"> <li>• High fidelity wireframes</li> <li>• Style guidelines &amp; Typography</li> <li>• Screen designs</li> </ul>	<p><b>Compliance</b></p> <ul style="list-style-type: none"> <li>• Accessibility</li> </ul>

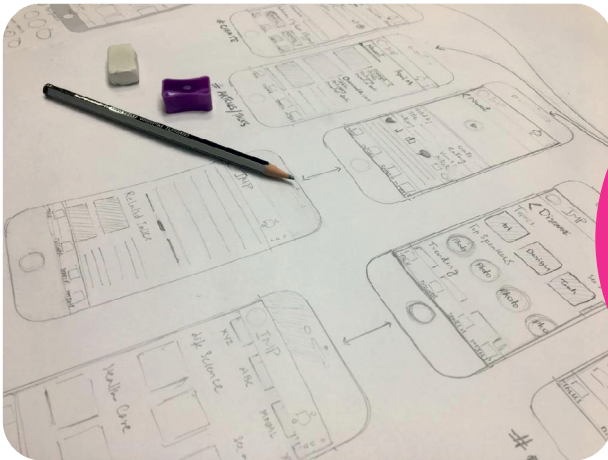


Redesign UX of existing Apps to enhance overall experience by improving usability, reducing time required for an end-to-end process of submitting expenses for an activity





Brainstorm  
&  
Contextual



Paper  
Prototype

Wireframe

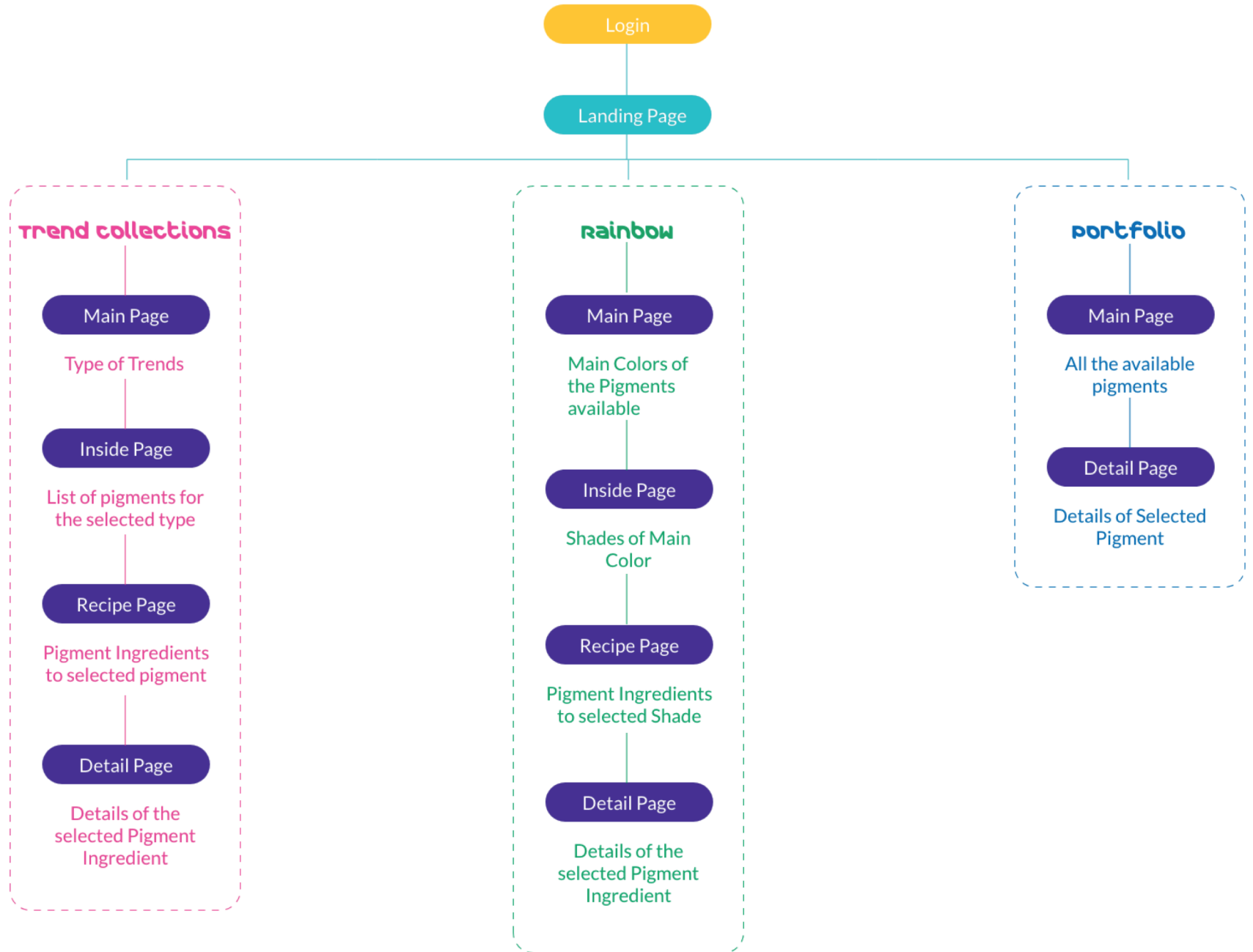


Visual  
Design



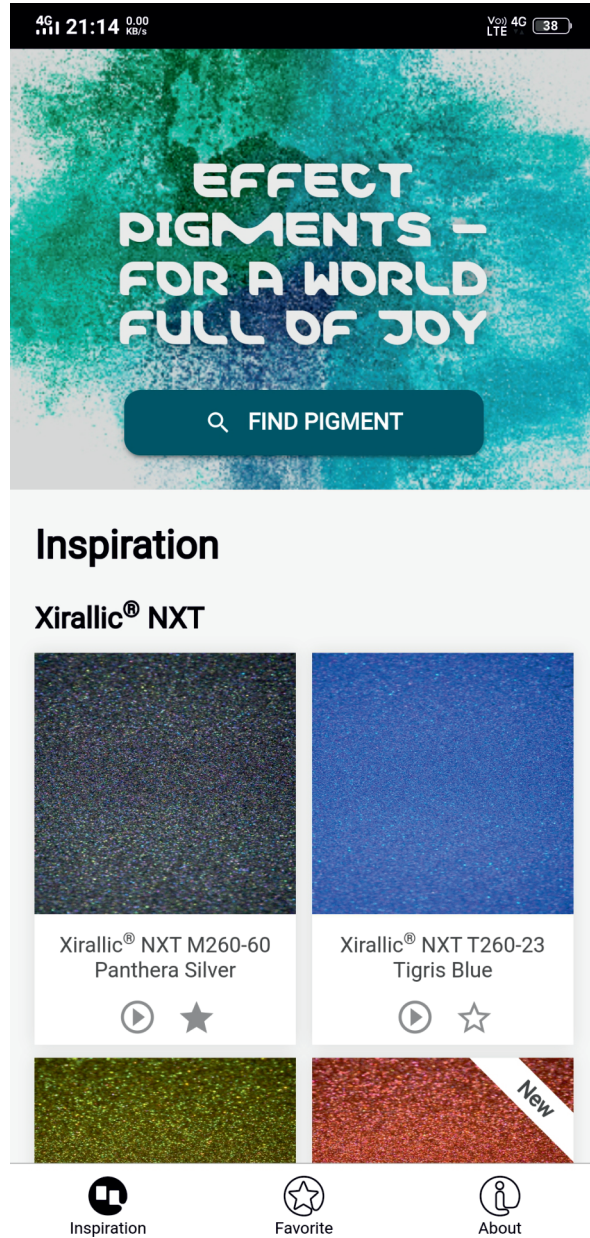
# INFORMATION ARCHITECTURE

Information architecture (IA) focuses on organizing, structuring, and labelling content in an effective way. It helps users to find information and complete tasks.



**BEFORE AFTER**

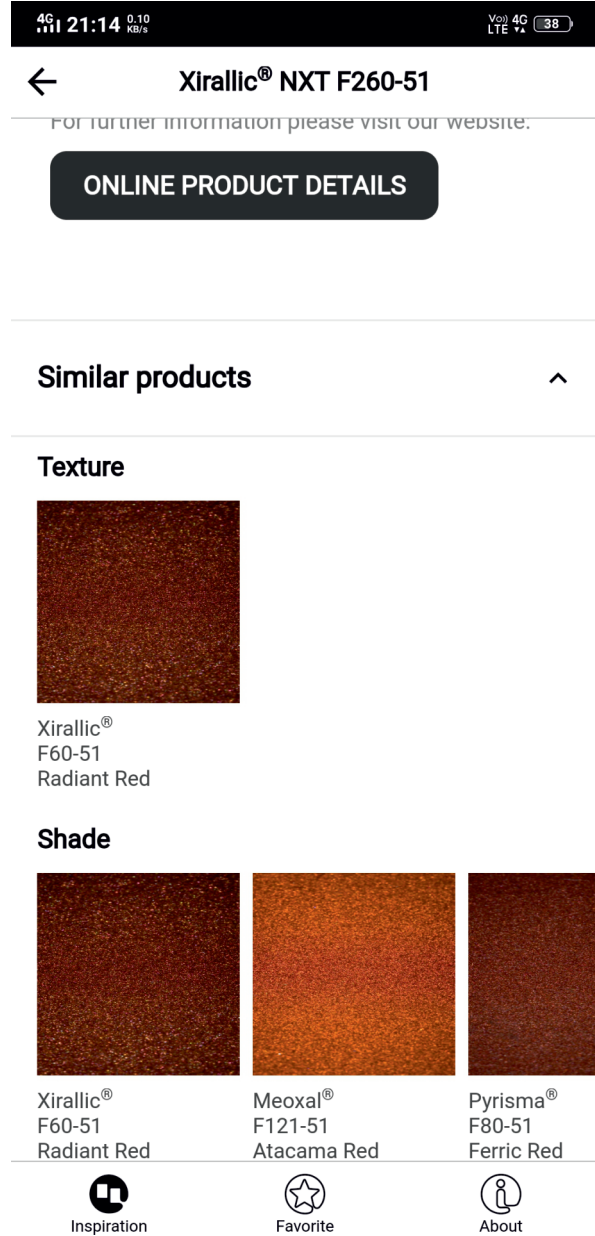
BEFORE



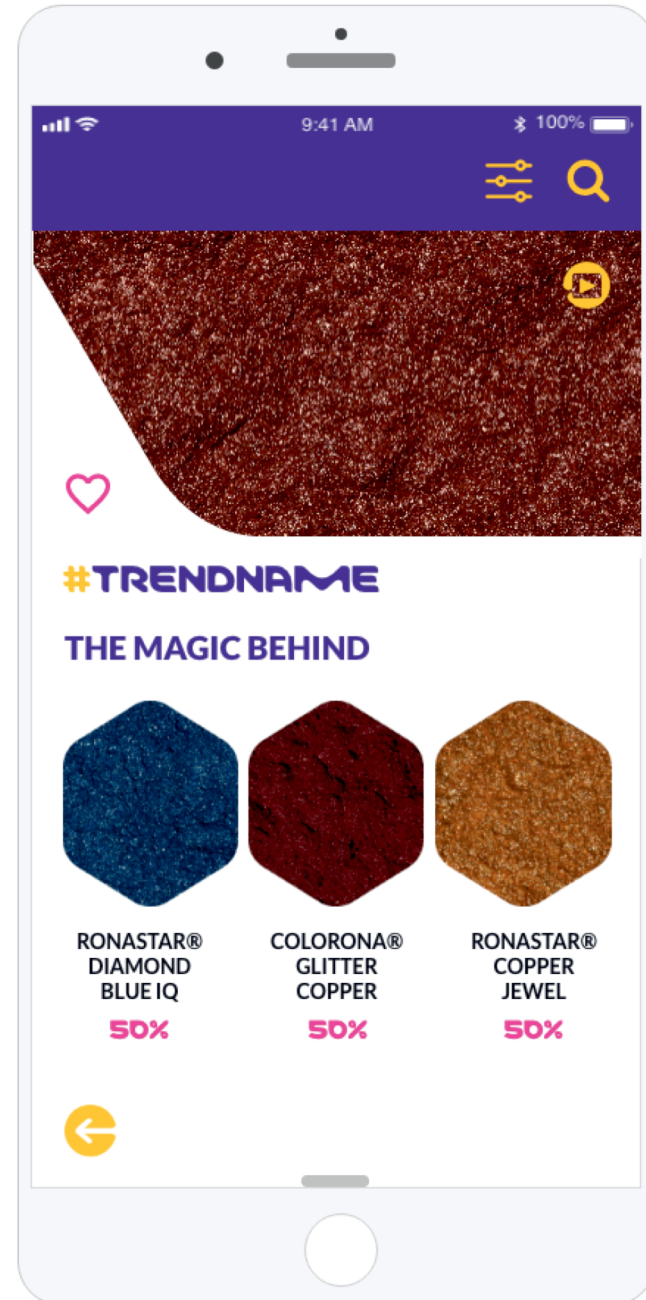
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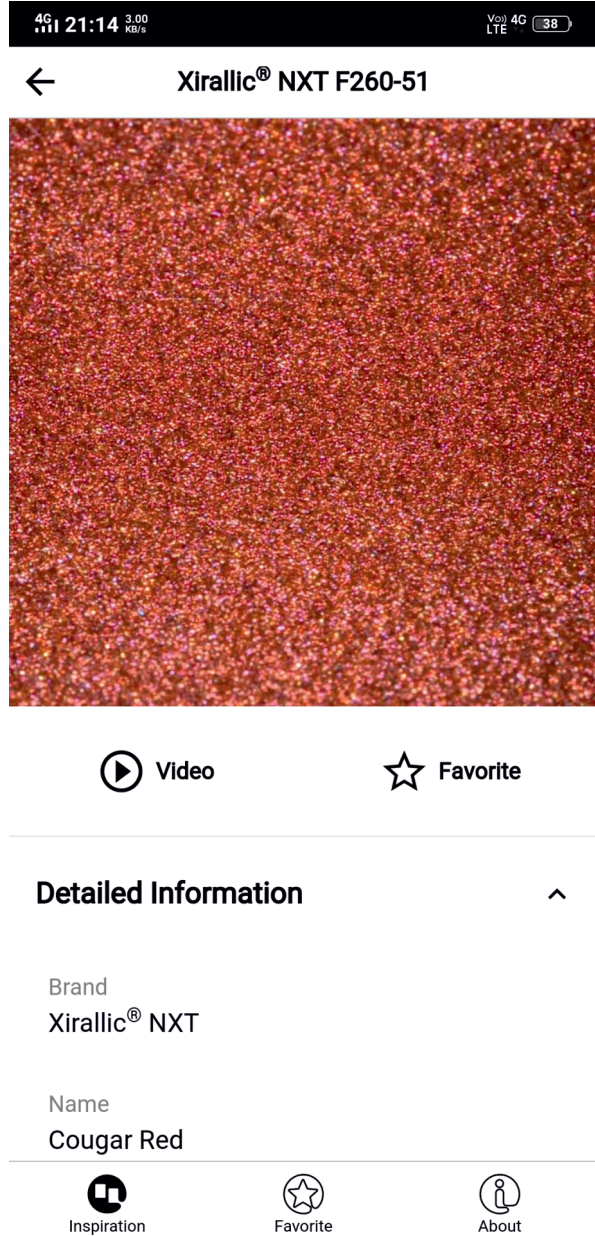
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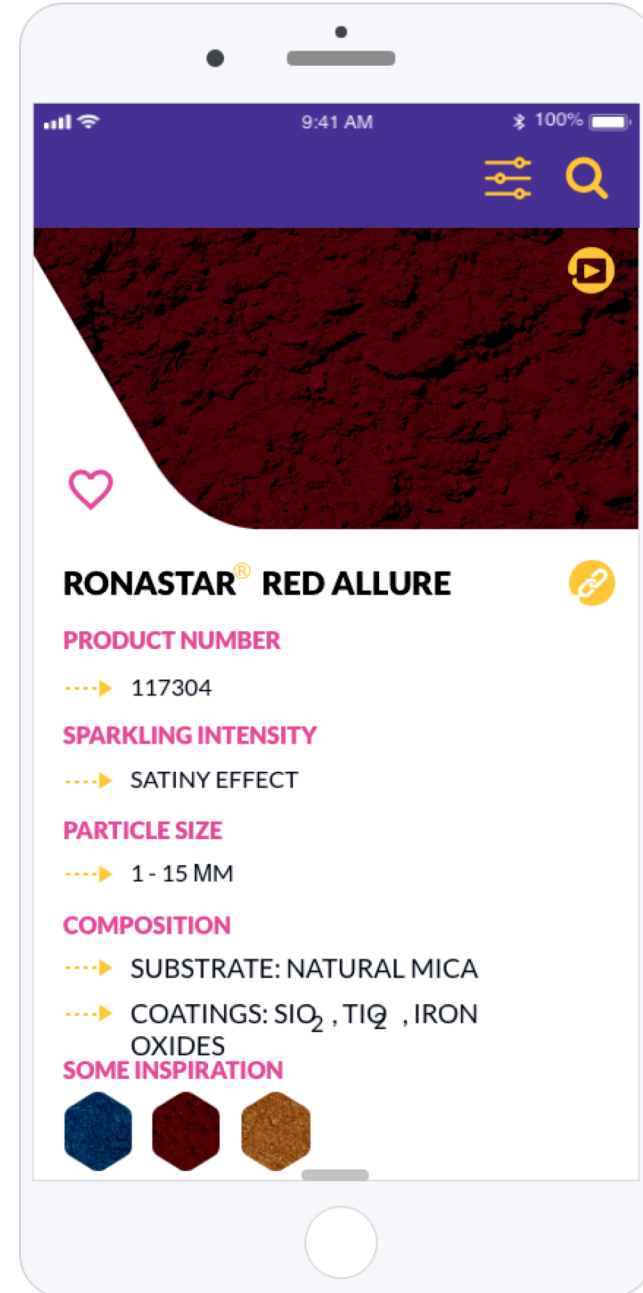
AFTER



BEFORE



AFTER



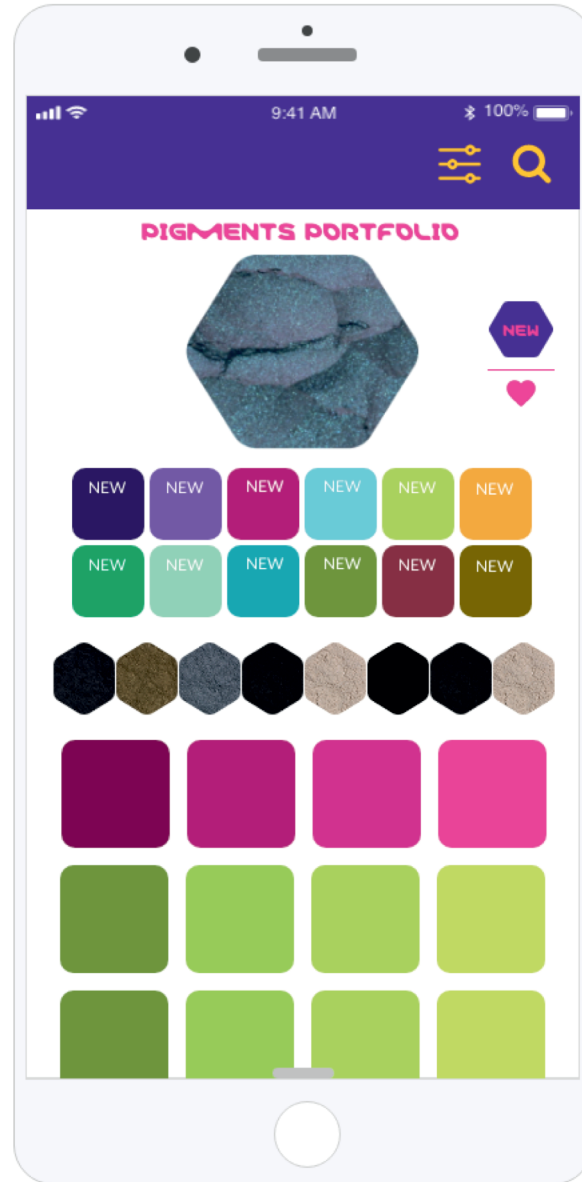
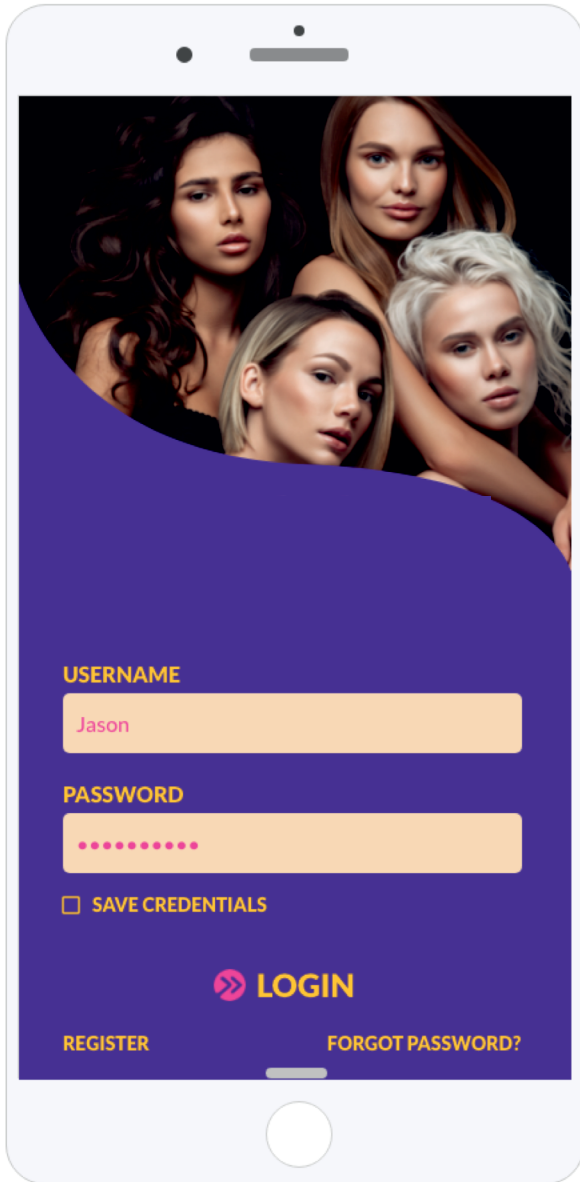
## Low Fidelity Prototype



## Visual Design



Visual Design









## CUSTOMER BENEFITS

- Optimized Tasks
  - ✓ Optimization of navigation.
  - ✓ Modified controls for ease of use.
  - ✓ Reduced the number of steps / clicks.
- The clear visual user experience on colour selection.
- Users can add to favourites and explore new colours added to the catalogue.
- It is next gen enterprise app to showcase product portfolio with high definition images and videos.
- Cost effective, reduces the cost of printing of catalogues repeatedly.

**THANK YOU**