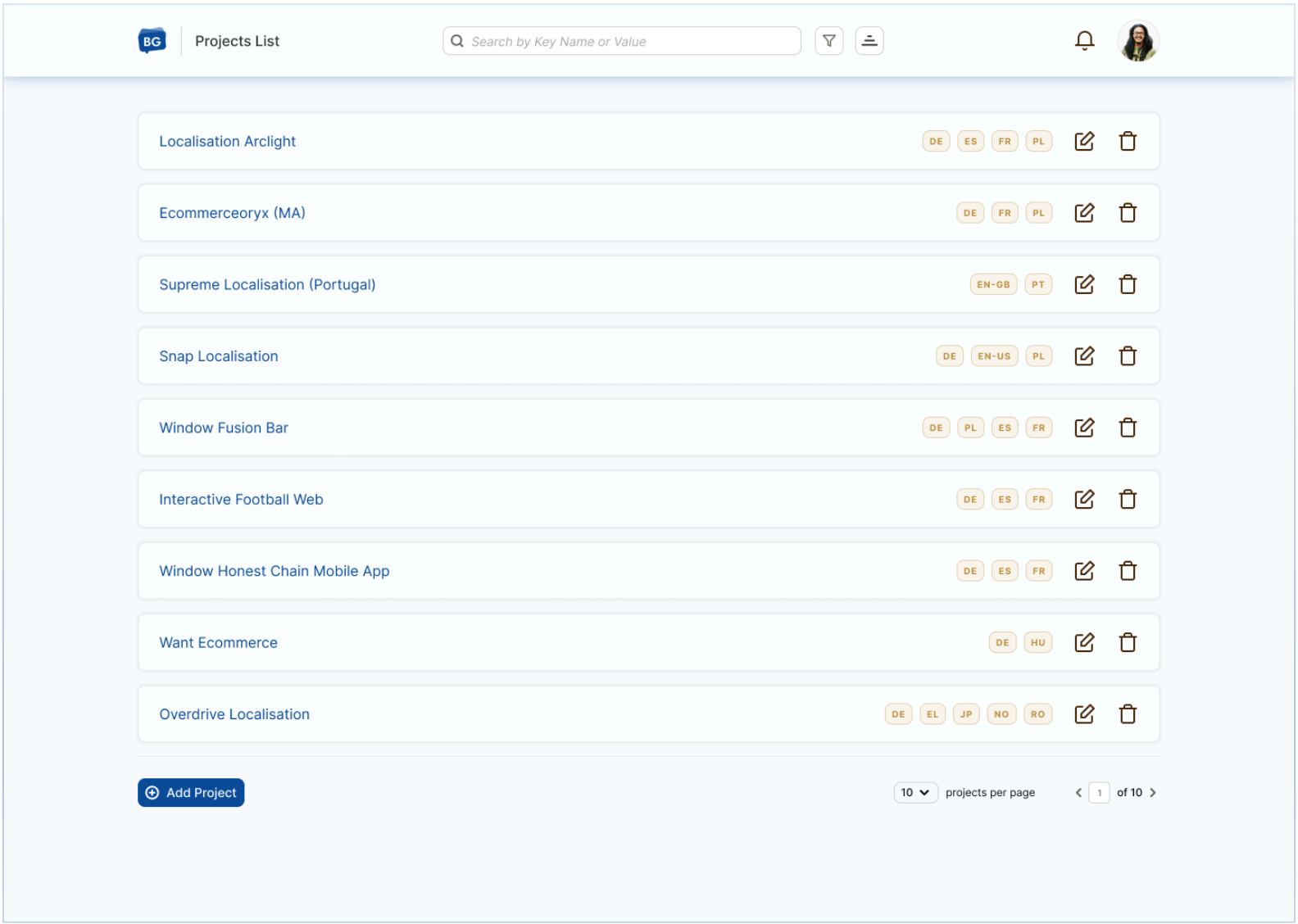
BabelGuru – SaaS project

By Michał Ziętek

The Goal

The main purpose of the application was to deliver a high-end solution to users who want to translate their apps into other languages (manual and/or machine translation). The focus group was in-house companies at first, but there were plans to go worldwide. That's why it was crucial to be a SaaS solution.

I started working on the it from the beginning, where there was only an idea.



My Role

Research

Firstly, I started by gathering users' expectations. There were a series of interviews with potential clients. To have everything easily sorted out, I created an in-depth interview scenario to gather all the expectations and needs. One of the most important parts was to gather information about users' pain points, so we can solve them and deliver a better solution.

Secondly, I learned what technology the Front and Back end is going to use. The goal here was NOT to invent the wheel again (aka don't create unnecessary work for the developers). I checked potential plugins that seemed crucial for the project.

Thirdly, I needed to check the competition. By checking I mean – functionality, UX, and UI. The market is quite broad, so it took me a little while (had to create user accounts, upload files that from developers with sample translations, verify UX, and check the UI).

Finally, I presented all the research results to the stakeholders, product owners, and the team of developers.

Sitemap & User Journey (Flowmapp + Wireframing in Figma)

Before I started sketching, I wanted to be sure that we have most of the cases covered. That's why, to be precise, a sitemap came into life – it helped structure the Figma file as well.

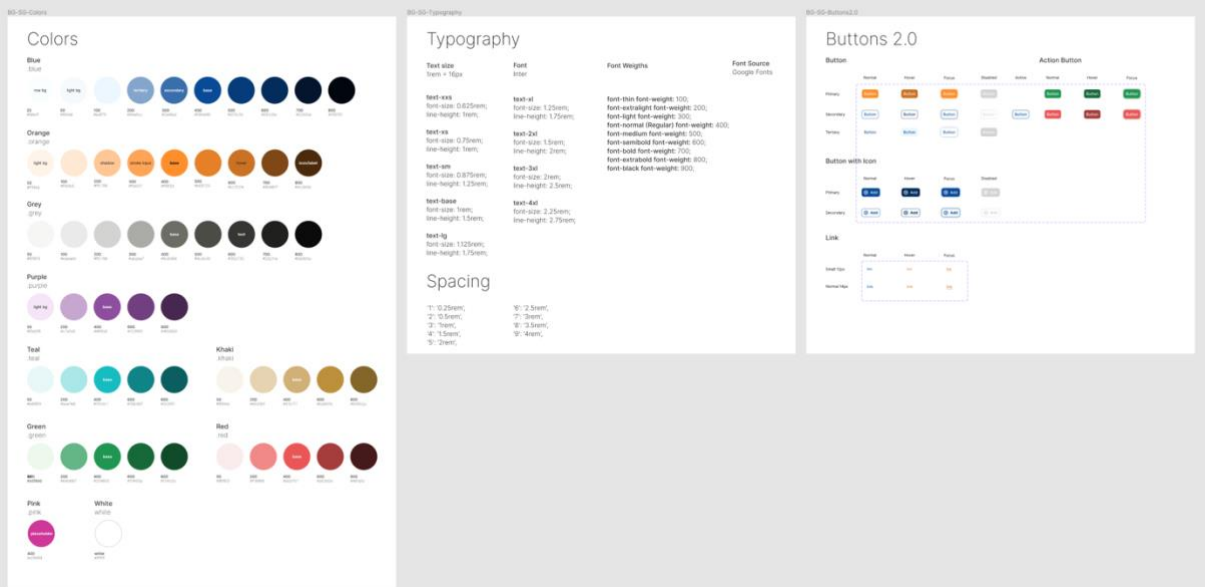
Design (Figma)

Based on the research results, I started sketching and then wireframing the solution. When the general concept of the system was defined (most of the functionalities were done and accepted) I began to prepare Design System and based on it create replicable components and design patterns.

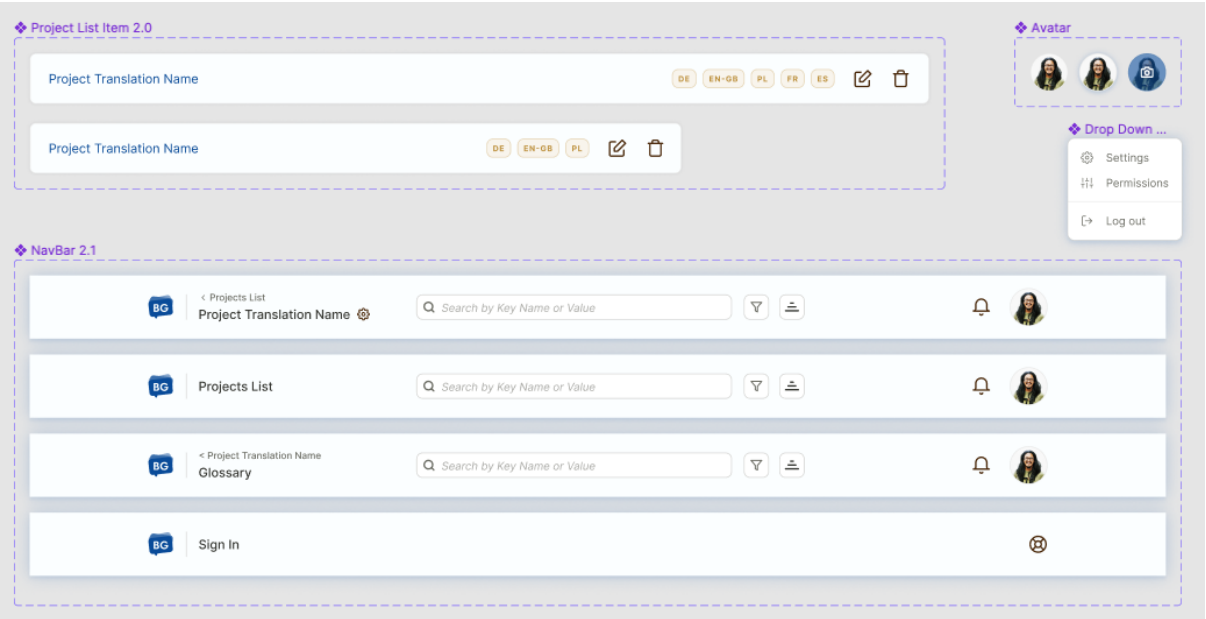
We were working in a sprint agile methodology and as for UI/UX Designer, I needed to be a step before the Developers. So, I was helping and explaining the ongoing development as well as creating future functionalities.

Design System (Figma)

Style Guide – from colors, through typography, button, form elements, and small elements like tooltips or pills, to the elevation levels.



Design Patterns – from small components grew nested components that create a design pattern. It was an atomic approach.



Shared language – generally I tried to unify the naming convention so all the dev team could be speaking about the same component, pattern, or functionality. All the members need to be on the same page!

Validation and Testing. (Different browsers)

All products need to be validated and tested. That was crucial to have the system tested by the QA Team as well as myself. I was checking the front end if they were pixel-perfect or if the functionality works as intended.
Also, I was checking the user journey and behaviour using Hotjar.

Conclusion

It was a challenge to design a desktop SaaS application from scratch. My role as an UX/UI Team of One was a learning curve for me.

The next step after designing a general style and the application itself, my other task was to create a landing page where customers could order a service for their website.

Bonus

Designed part of the website where you can choose your plan.