

MoneyGram Non-transactional Websites

UX Case Study by Michał Ziętek

Project Goal

We were asked to redesign Non-transactional websites. These are websites in the countries where online money sending is not available. Our task was to create master website which then can be implemented by developers. The websites were supposed to be fully responsive.

Additional challenge was that these were global websites. Non-transactional websites were available all over the world in the countries that haven't support sending money online. Design had to be universal as possible and prepared for different ethnicities at the same time.

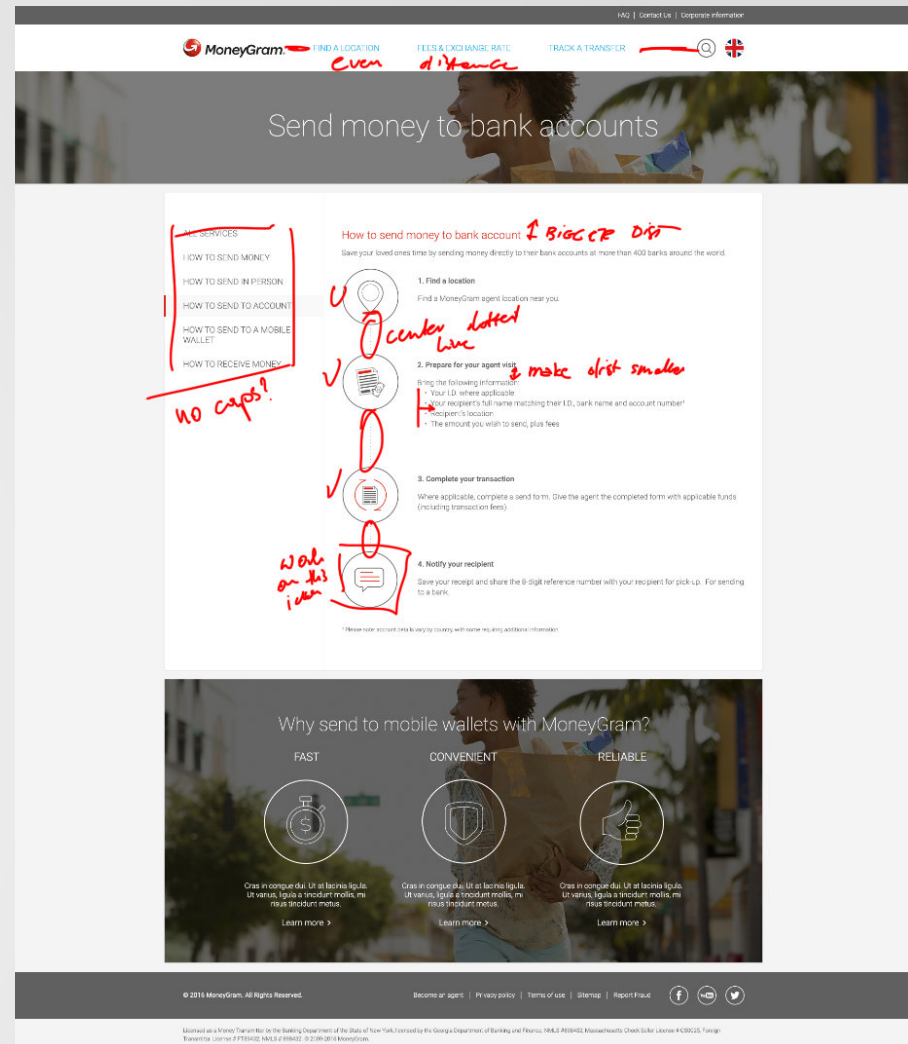


Old MoneyGram Website

My Role #1

I was asked to participate in the process of creating wireframes (desktop/mobile/tablet) to make it more user centered. Which was hard, because what I wanted to achieve was minimalistic navigation.

After I had it done, I started to design layouts and prototypes. Challenge here was to ideally reflect the UX experience with the very neat design.

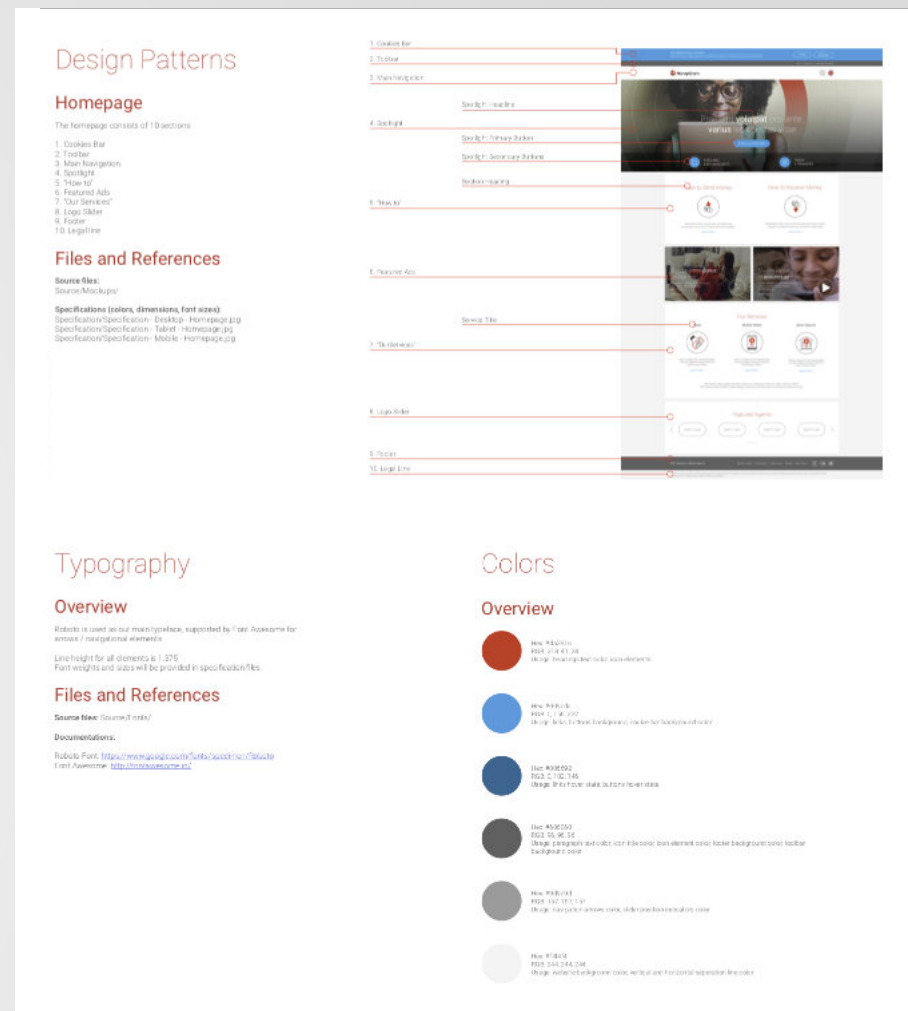


New MoneyGram Website with comments and notes

My Role #2

After the project was accepted, my work wasn't finished.

Drawing a fully individual set of icons, creating the style guide and technical specification (which were complex, and you can see part of them on the screenshots), was one of the tasks. I also had to take care of the implementing process. My help was needed to direct the developers throughout the process – visual aspect and help research the best technology. Sometimes I had to write mainly CSS code.



Parts of the New MoneyGram Websites Style Guide

Project Closing

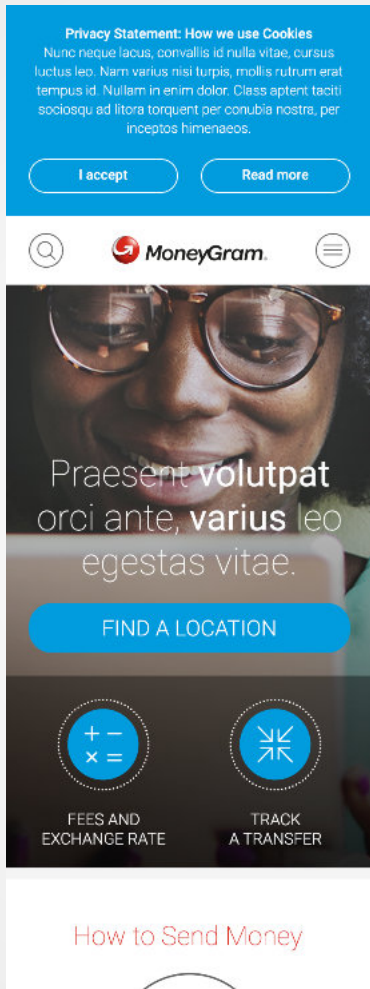
When the project was finished, I started gathering positive feedback about general experience. Navigation was a plus, we didn't use regular menu (only for mobile after successful A/B testing), the websites were easy to use and general experience was commented as very clean, esthetic and the desired information was to find very easily.

NEW MoneyGram Website Main Page
(Polish version)

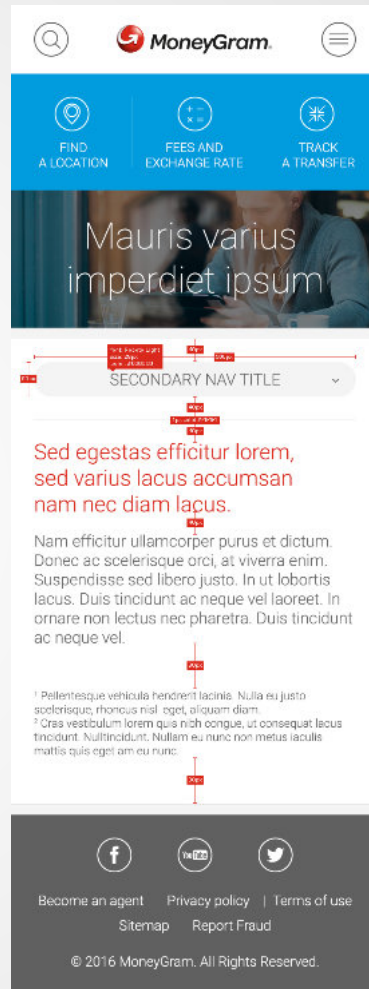
MONEYGRAM NON-TRANSACTIONAL WEBSITES



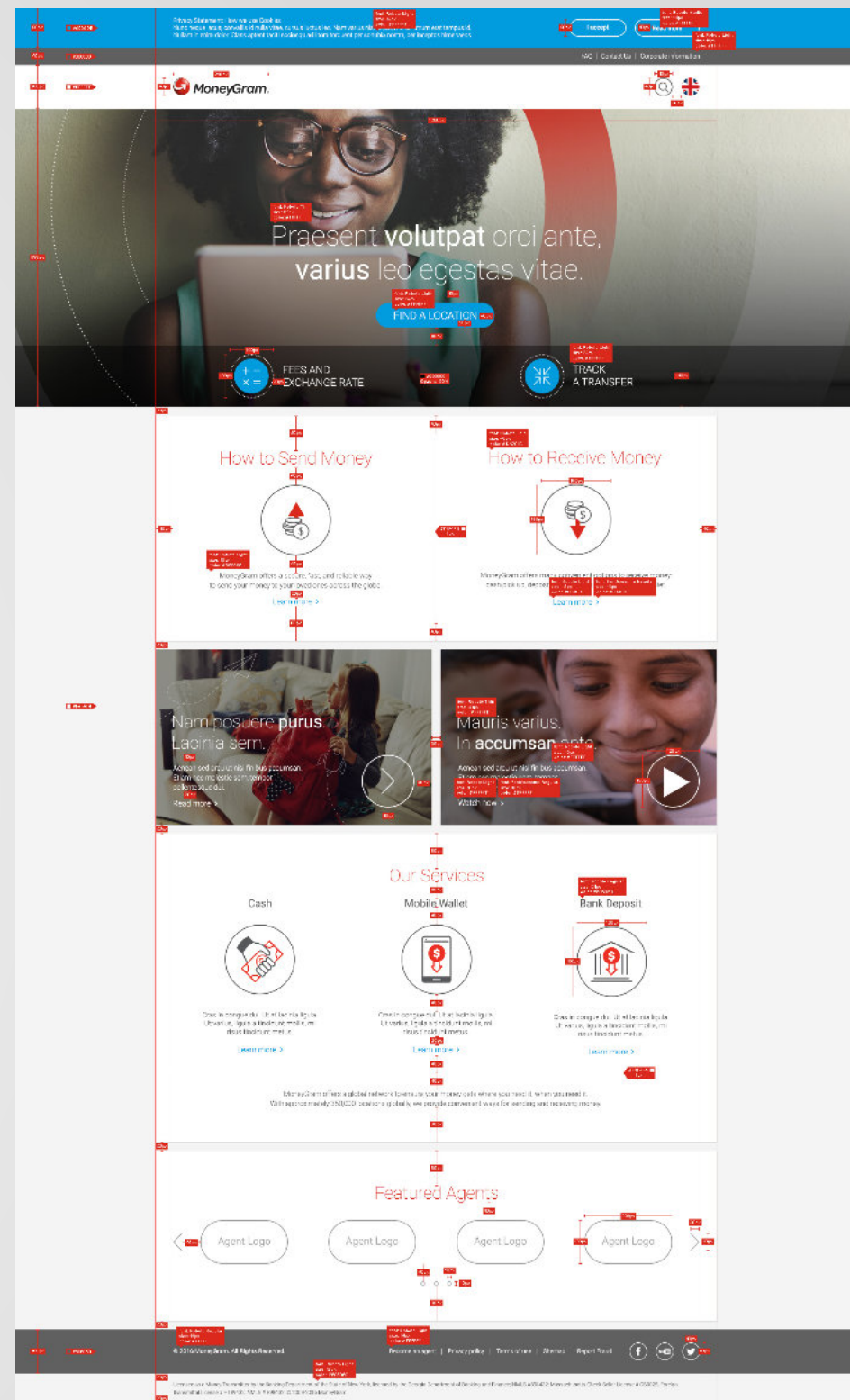
ScreenShots



Mobile Main Page



Mobile Subpage with specs



Desktop Main page with specification

Virtualaze Web Application

UX Case Study by Michał Ziętek

Project Goal

The goal was to create user centric web application to run various Windows programs independently in the browser using external servers provided. The most complex solution was to design to system administrators and super administrators. They needed to use and configure a lot of options on the very same platform as regular users.

Virtualaze is a complex web application. I can't explain a whole idea behind it because the project is in the implementing phase.



Final new look of the log in screen with desktop and mobile version. Admins have a possibility to change background image and logo.

First Steps

I needed to make solid proofs that the web app will be a better solution than a desktop app for the PC only. I needed to gather information that the target audience also uses Mac or Linux. Additional plus to the web app was the ability to make it responsive.



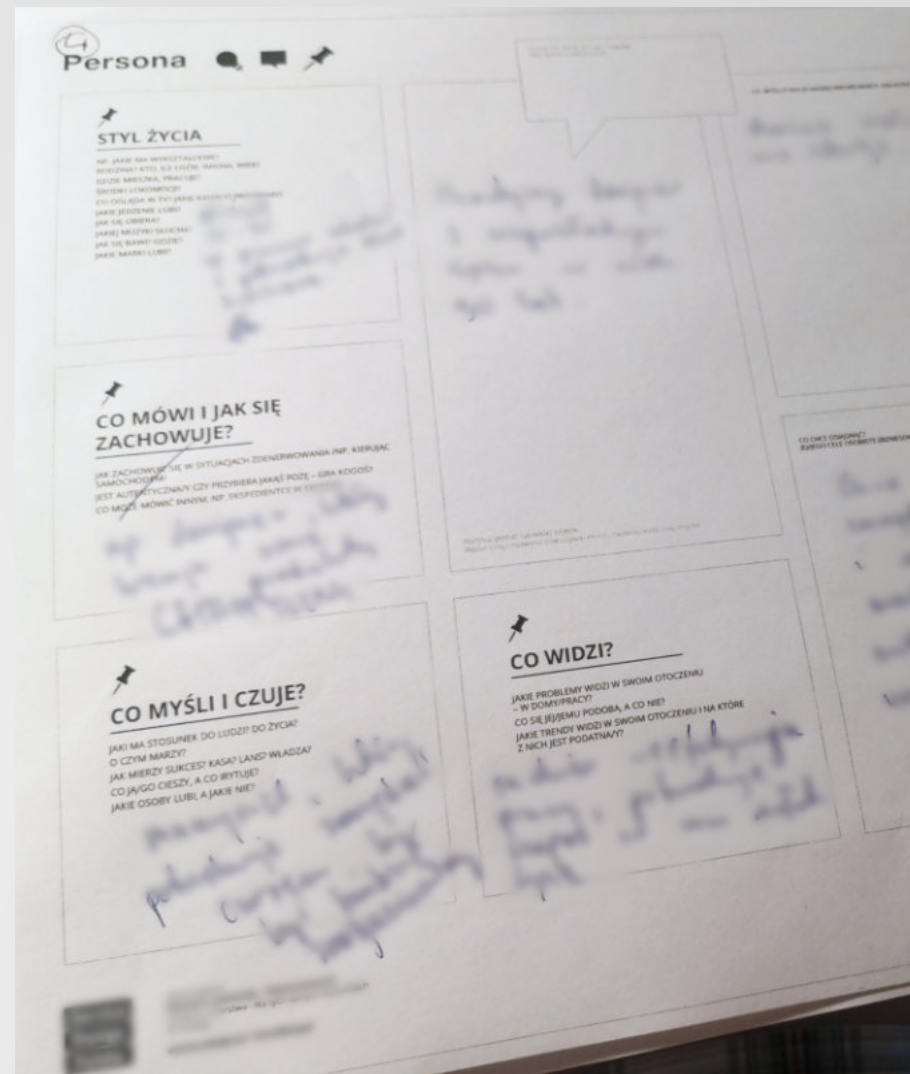
Final tablet view of the users interface with only few apps in the tile view

My Role

Secondly, I needed to go over competitors not similar, but alike solutions. It took time to come up with the right steps to take, as always when you want to do your best.

I had to interview potential users and create personas. The team had already the target group specified when I arrived in the project.

As mentioned in the project goal, on the one side there are regular users, who are less experienced and in need for tutorials and hints, and there are professionals who not only uses the application, they also administer it, and finally super administrator who can take care of regular users and normal administrators.

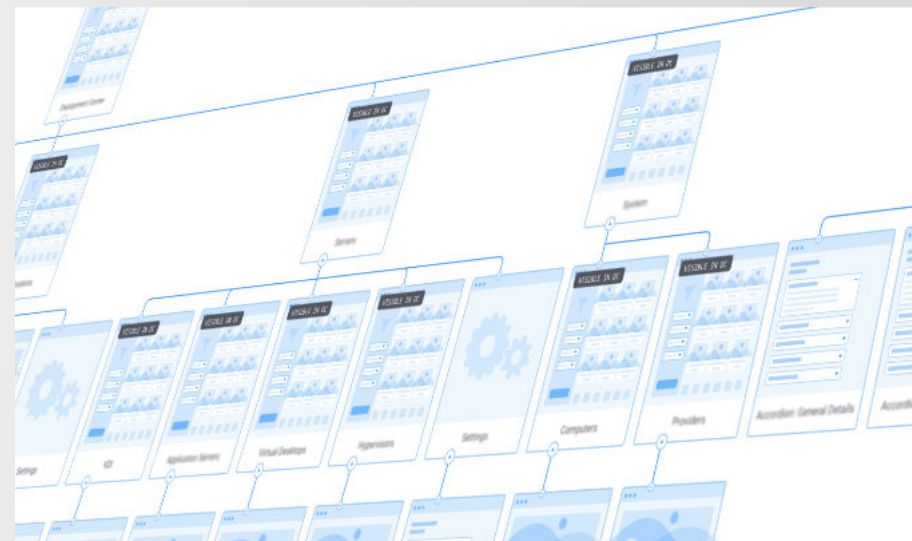
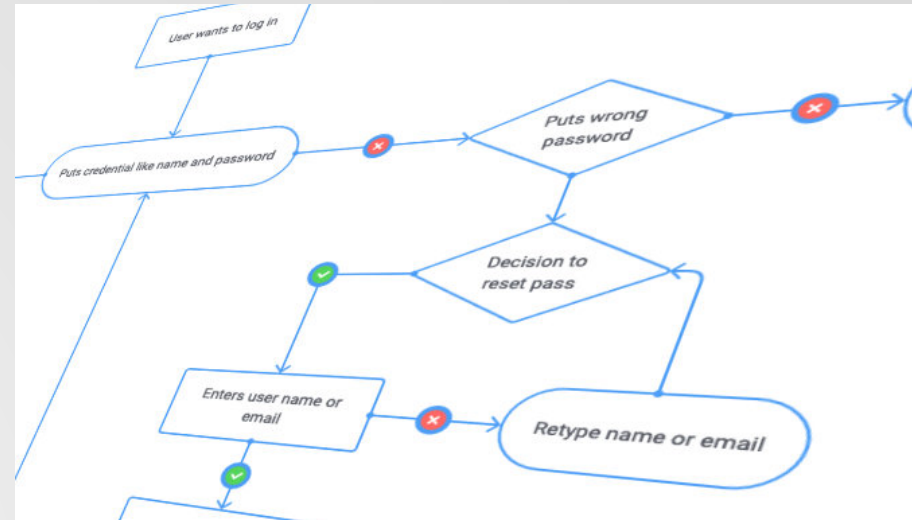


Persona interview card created while interviewing person from the target group.

Sitemaps and User Flows

I've created extensive sitemap which helped the team understand the app structure and navigation through it. The sitemap shown the clear relation between pages.

In addition to to the sitemap I was asked to create some crucial user flows to better understand and to create a better experience. You can see screenshots on the right. Each of this diagrams was created after discussions with the team and superiors.



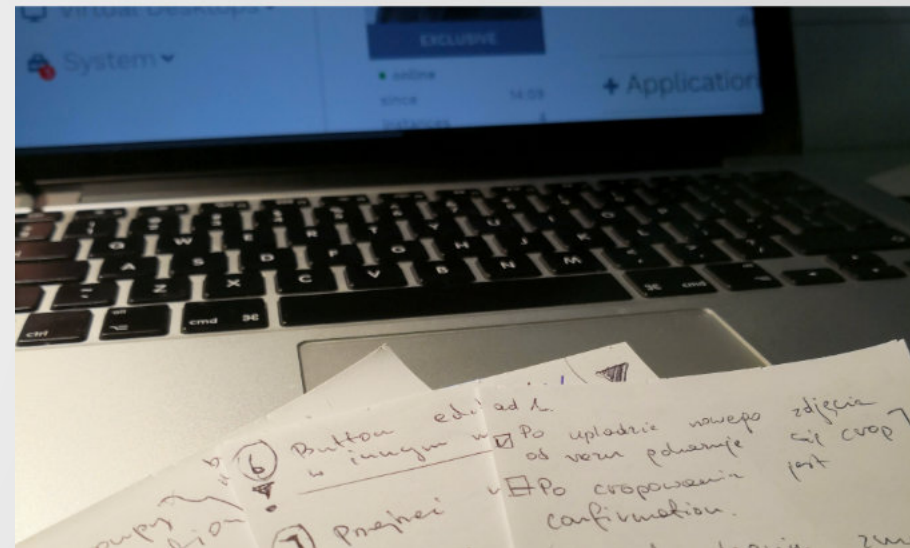
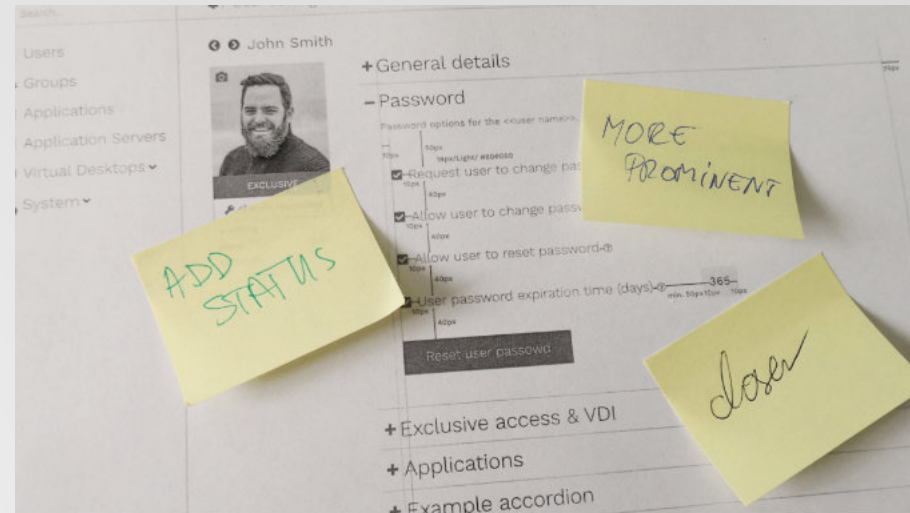
Top: User Flow diagram to reset password. Bottom: Part of the Sitemap.

Sketches & Design

After drawing sketches and creating wireframes, I started to develop general look and feel.

I established major milestones when to show the project and when to have discussion regarding improvements or changes. We knew we wanted to create an extraordinary product – so I decided to go with the black hat sessions. I was open for the constructive criticism.

As a result I came up with the clean, esthetic and distinguish design which are being implemented.



Top: Post-its stuck by the team members to start discussion on improvement and changes.
Bottom: Notes from one of the black hat sessions being introduced to the layout.

To sum up

Facing the complexity of this solution was the main and toughest challenge. I've come across a lot of complicated tasks which were in need of simplifying them to brought great experience to the final user. More to add, each step further into the project got me more involved in the process of the application's engine itself. Few times I was asked to search and provide scripts for Angular (examples or ready scripts – I'm not a developer) which will fit in the project and explain how it should be implement and interact with the product.



Mobile phone layout – user browsing files

Let's talk



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