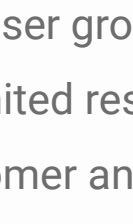
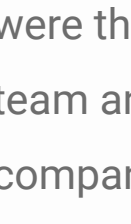


# Interactive Email Guide

## My role

My role in this project was the sole UX/UI designer and I assisted in front-end development (I created React component with Storybook). I am the sole designer of a team that also consists of front-end developers and back-end developers. In this project I collaborated closely with my team members and the support department.

## Tools



Sketch Adobe Illustrator

## The Challenge

The support department at our company had for a long time needed to invest a large amount of time helping customers set up their emails on different devices. My challenge was to come up with an interactive guide to do the job for them, in turn saving time and money for the company that could be invested elsewhere.

## The Approach

The company's customers was the center of the design because they were the target user group for this system. Because of the size of our team and our limited resources I primarily used personas of the company's customer and the knowledge of the support department who talks with customers daily, to understand the users needs and pain points. In addition, I looked through old email guides and customer feedback on the old email guides to gain insight on what their problems were. I needed to collaborate closely with developers and support since they knew what was possible to implement and what the technical requirements were.

I gathered from the research that the guide needed to consist of two different parts. One part for users with limited technical knowledge who needed a clear step-by-step guide with their specific account information placed onto images, versus one part for advanced users that only wanted a summary of email settings and server information.

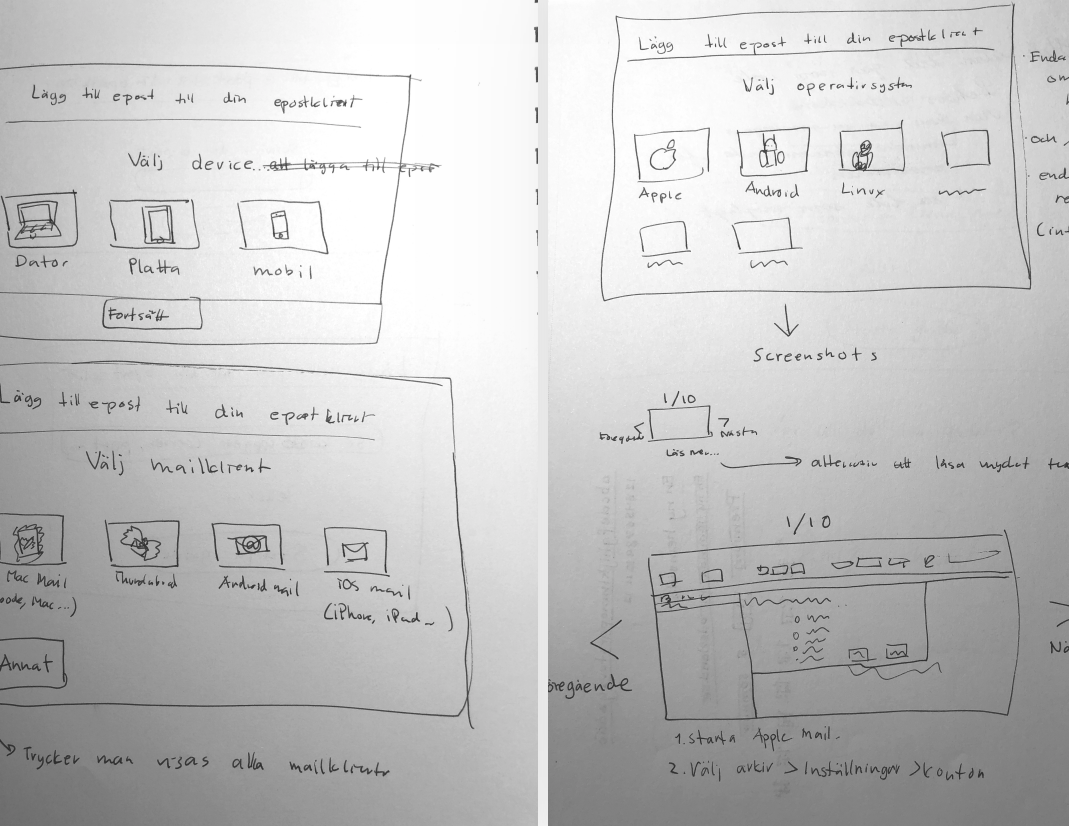
## The Vision

Our goal was to create an interactive guide that users could use well enough that they wouldn't need to contact customer support. This would free up time for the support department to work on other things, and in turn save the company money.

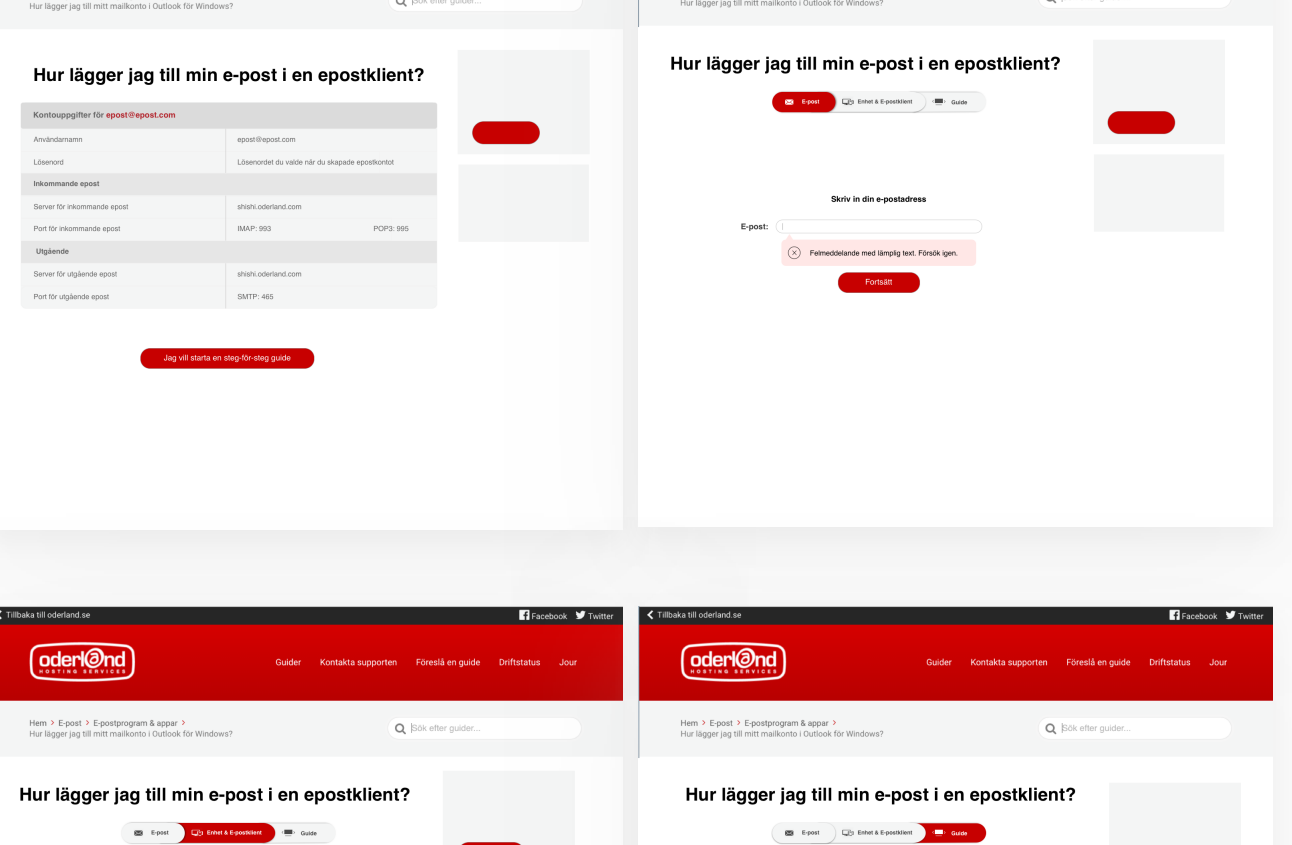
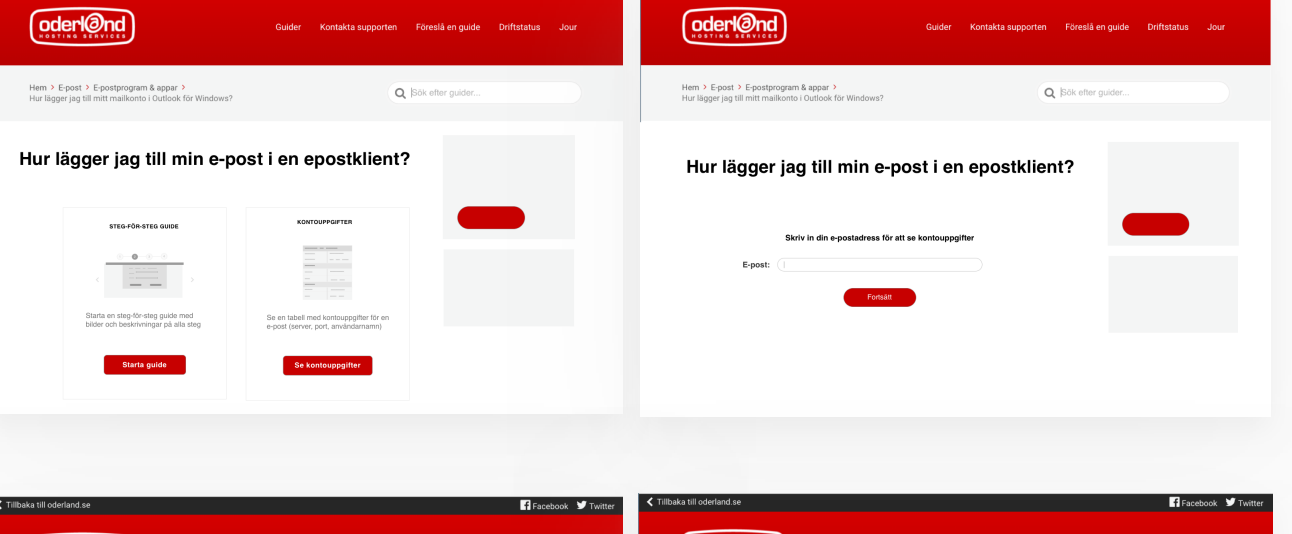
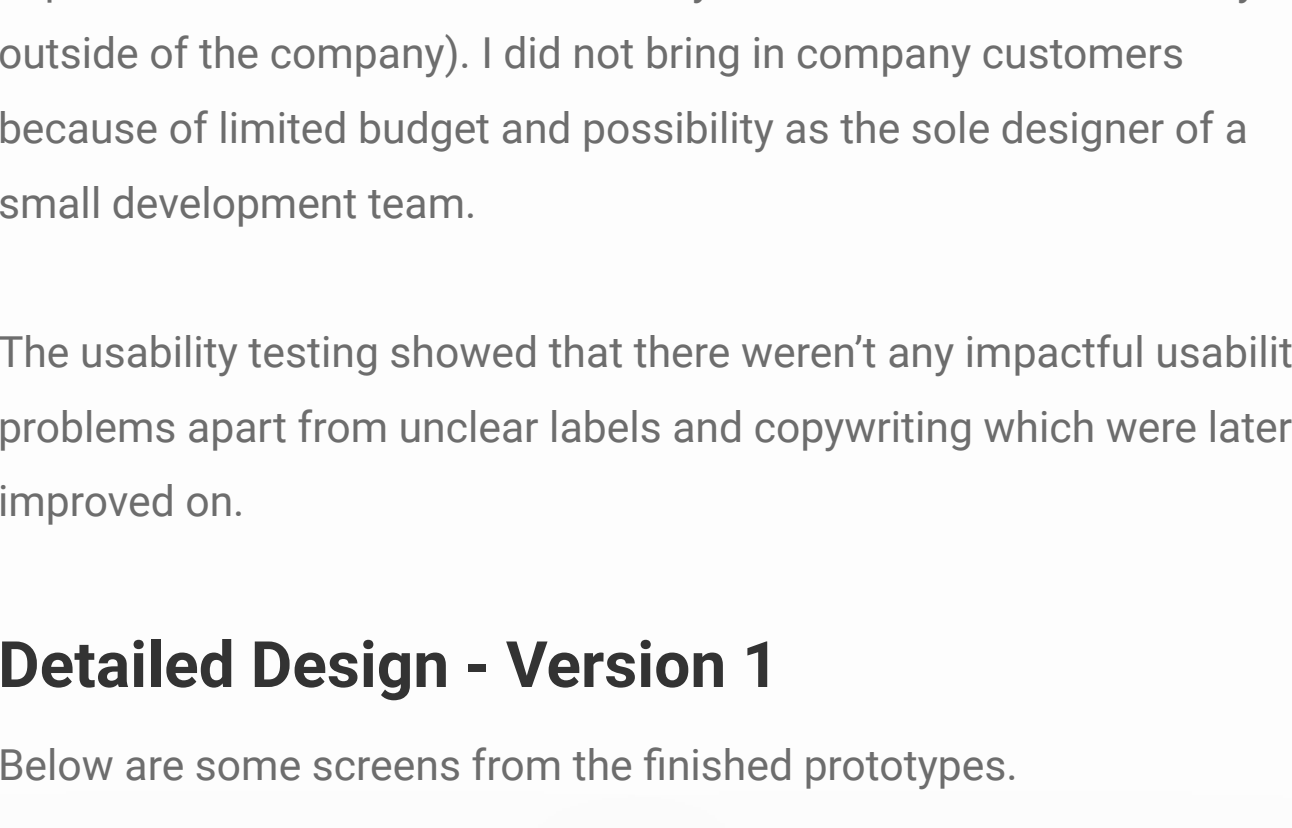
The vision was for the interactive guide to offer help for both technical and non-technical customers and for it to work as well as a phone call would have.

## The Framework

After talking through the feature-list and thinking through different user scenarios and edge cases, I created a user-flow diagram to illustrate the screen flows.



Following this, I brainstormed and sketched out a lot of possible layout and screen flows for this interactive system. Some sketches are shown below.



Wireframes were made in Sketch of different possible layouts and shown to my team members, support employees and stakeholders. One version was picked out and created as a high-fi prototype.

## Usability testing

The prototypes were tested on 7 users (non-technical company employees that hadn't been working with the design or in the support department as well as non-technical advanced friends and family outside of the company). I did not bring in company customers because of limited budget and possibility as the sole designer of a small development team.

The usability testing showed that there weren't any impactful usability problems apart from unclear labels and copywriting which were later improved on.

## Detailed Design - Version 1

Below are some screens from the finished prototypes.

