

Case study

Application design for a retail sales application

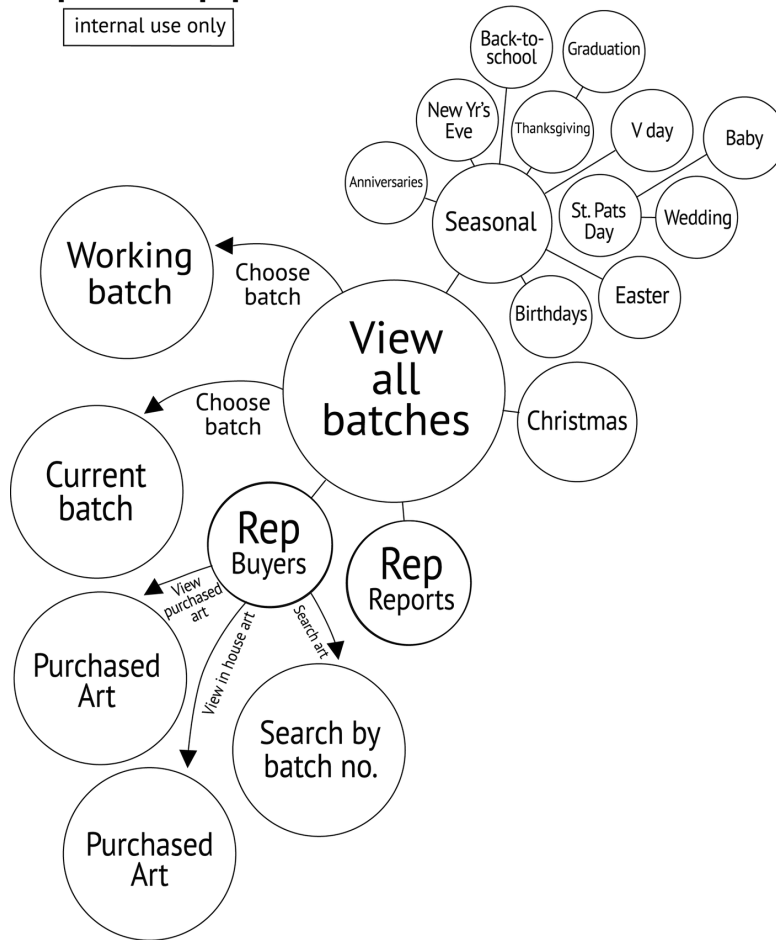
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As a front end web developer at a large retailer, I was tasked with designing a sales application tool. The tool would make a large collection of art designs accessible for the sales people selling the product on their iPad. A bubble diagram to represent the thought process in designing a sales application tool. The individual thought bubbles represent each subject area in the collection of art being sold. This was the first step in the UIUX design process. To determine the navigation of these subject areas and art stored within the database.

- The product's goal was to make a large collection of art designs accessible for the sales people selling the product on their iPad. Allowing the sales people and customers the best viewing experience.
- The research conducted compared craft retail competitors and accessed the needs of the consumer market.
- The users were the sales people selling the art designs and their clients.
- The application design included both a corporate mockup and a craft inspired mockup. The wireframes included initial sketches

ipad app

internal use only



and many iterations. Several departments from the company were allowed to narrow down the choices, including human resources, marketing, sales, customer support, development, quality assurance, information technology and upper management.

- The user testing involved allowing internal employees to give feedback . In the bubble diagram above the navigation was plotted for the iPad application.
- Mockups created for the redesign were narrowed down from several to only two choices.
- Prototypes created for the redesign included an interactive prototype that was presented to upper management.
- The final polished designs became the main product. This main product application was tested for quality assurance
- The results of the user testing were collaborated and improved upon.