

The Redesign of Tracker's Eagle Web application

Tracker Case Study

Helène Wentworth, 12 September 2024



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01.



Introduction

Tracker | Eagle Team

Introduction

In this case study, I will walk through one of the key requirements for Eagle this year: giving the Tracker vehicle monitoring web application a fresh new look and feel. The goal was to modernise the user interface, enhance visual appeal, and improve overall user experience while maintaining the core functionality of the application.



02.

Project Overview

Tracker | Eagle Team

Problem statement

The Tracker vehicle monitoring web app needed a redesign to improve **usability**, **accessibility**, and **user experience**.

Key challenges included simplifying navigation, highlighting critical features, and balancing user needs with business goals, all while maintaining core functionality.



My Role

UX/UI Designer responsibilities include:

- User Research
- Wireframing and Prototyping
- Interaction Design
- Usability Testing
- Collaboration
- Iterative Design
- Documentation
- Animation
- Icon design

Additional responsibilities:

- Creating User Stories
- Planning for a Roadmap
- Prioritizing Work
- Designing Posters for Charity Events
- Organizing and Facilitating Charity Events



03.

Reasoning and Insights

Identified Challenges

- Modernise the Visual Aesthetic
- Enhance Feature Visibility
- Streamline User Flow
- Maintain Consistency Across Devices
- Improve Usability
- Align Design with Brand Identity



Design Considerations

- User Familiarity with the Existing App
- Brand Consistency
- Mobile-First Design
- Accessibility and Inclusivity
- Feedback-Driven Improvements
- Minimal Disruption to Core Functionality
- Scalability for Future Updates



04.

Design Process

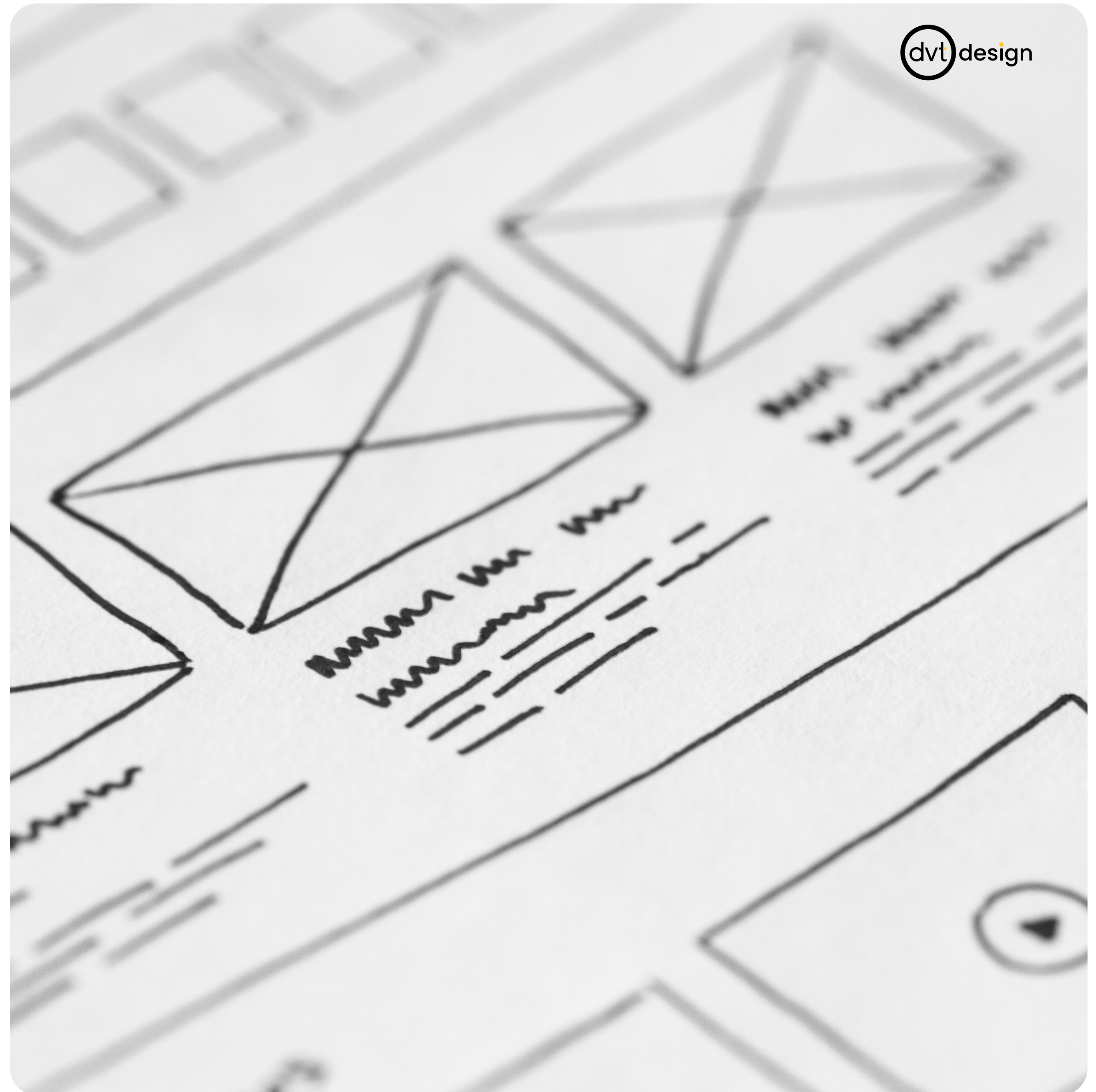
Discovery & Research

- Understanding Existing Pain Points
- Review of Current App Analytics
- Stakeholder Interviews
- Competitive Analysis
- Internal Feedback Integration
- Brand and Industry Standards Review

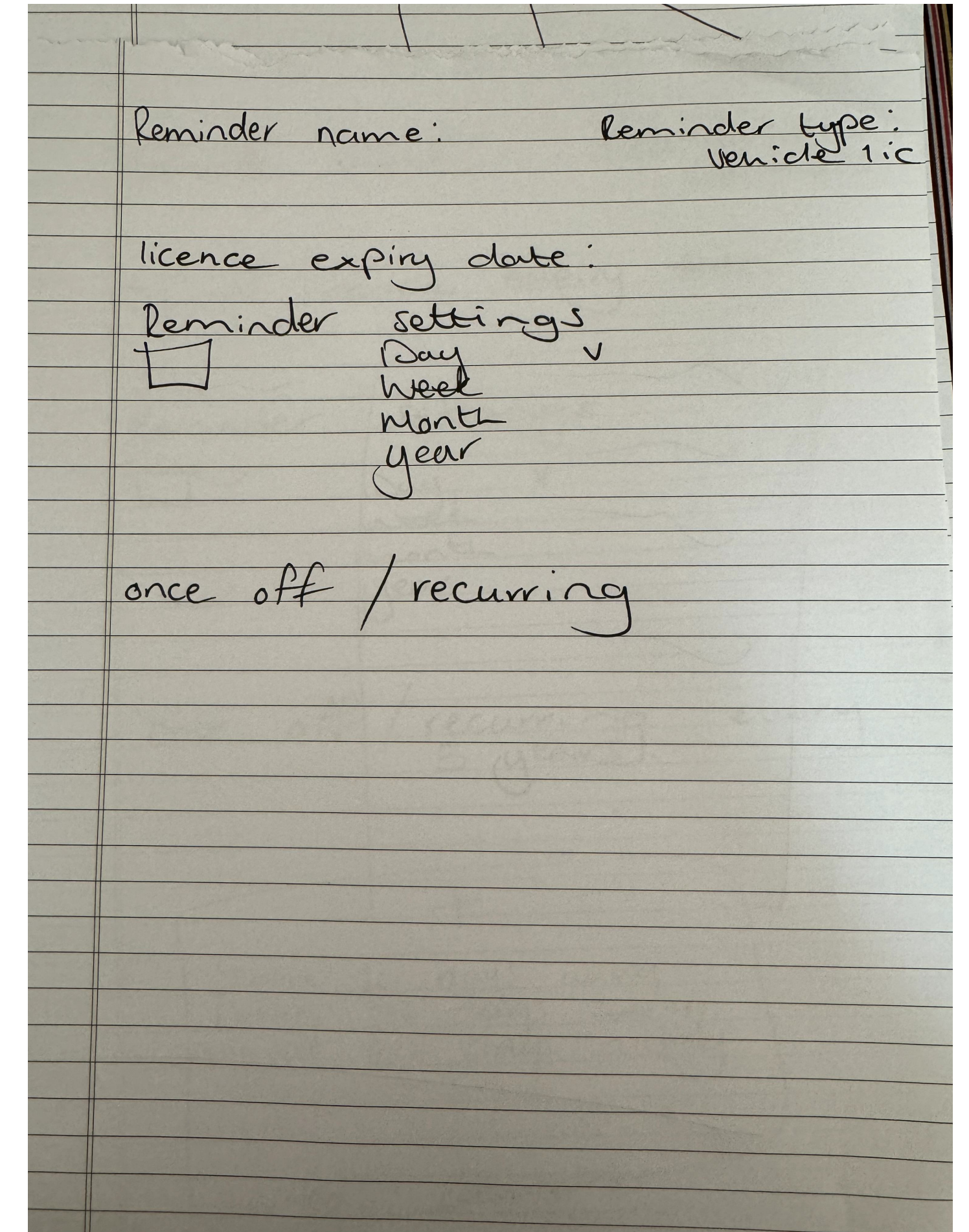
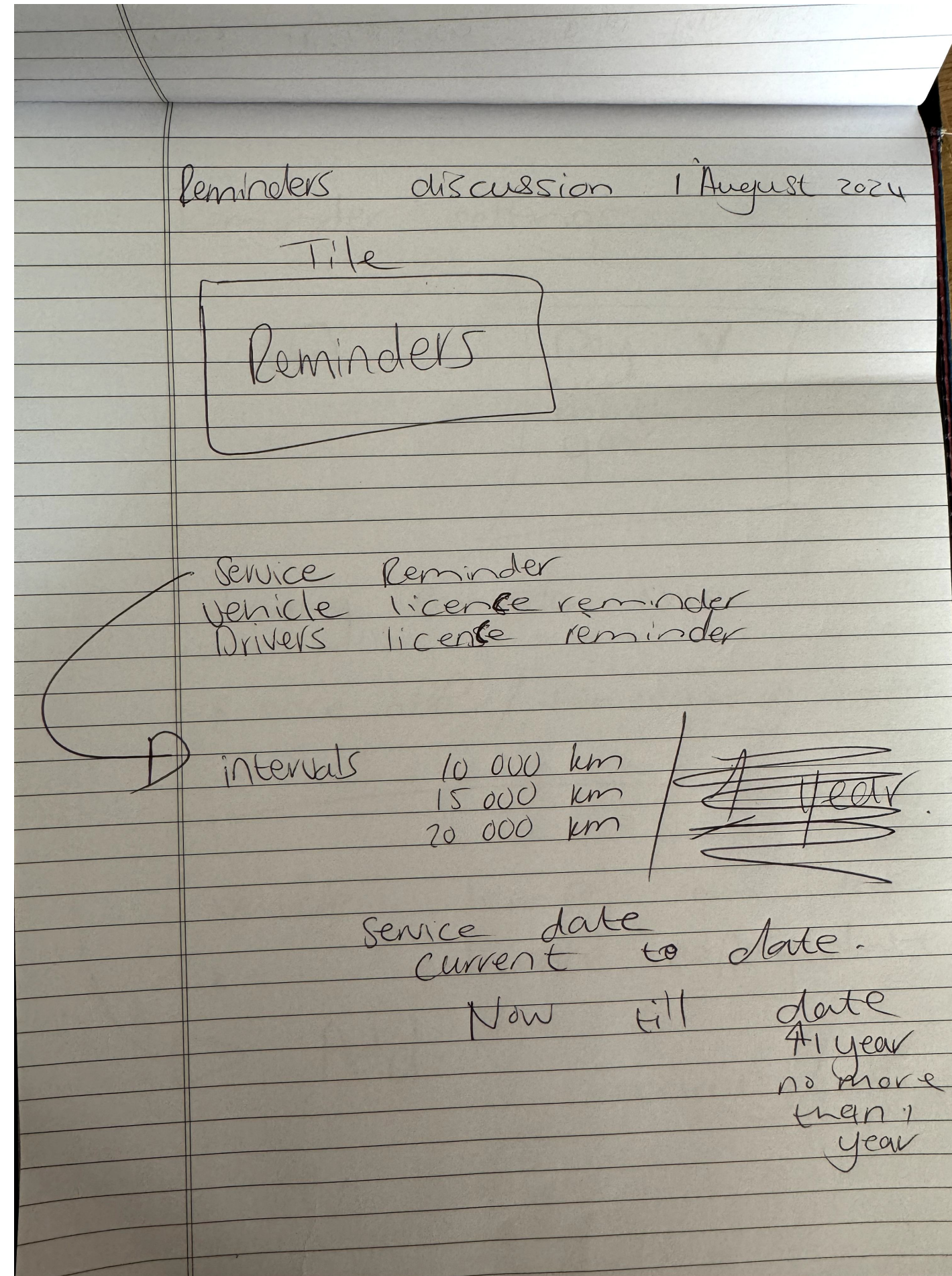
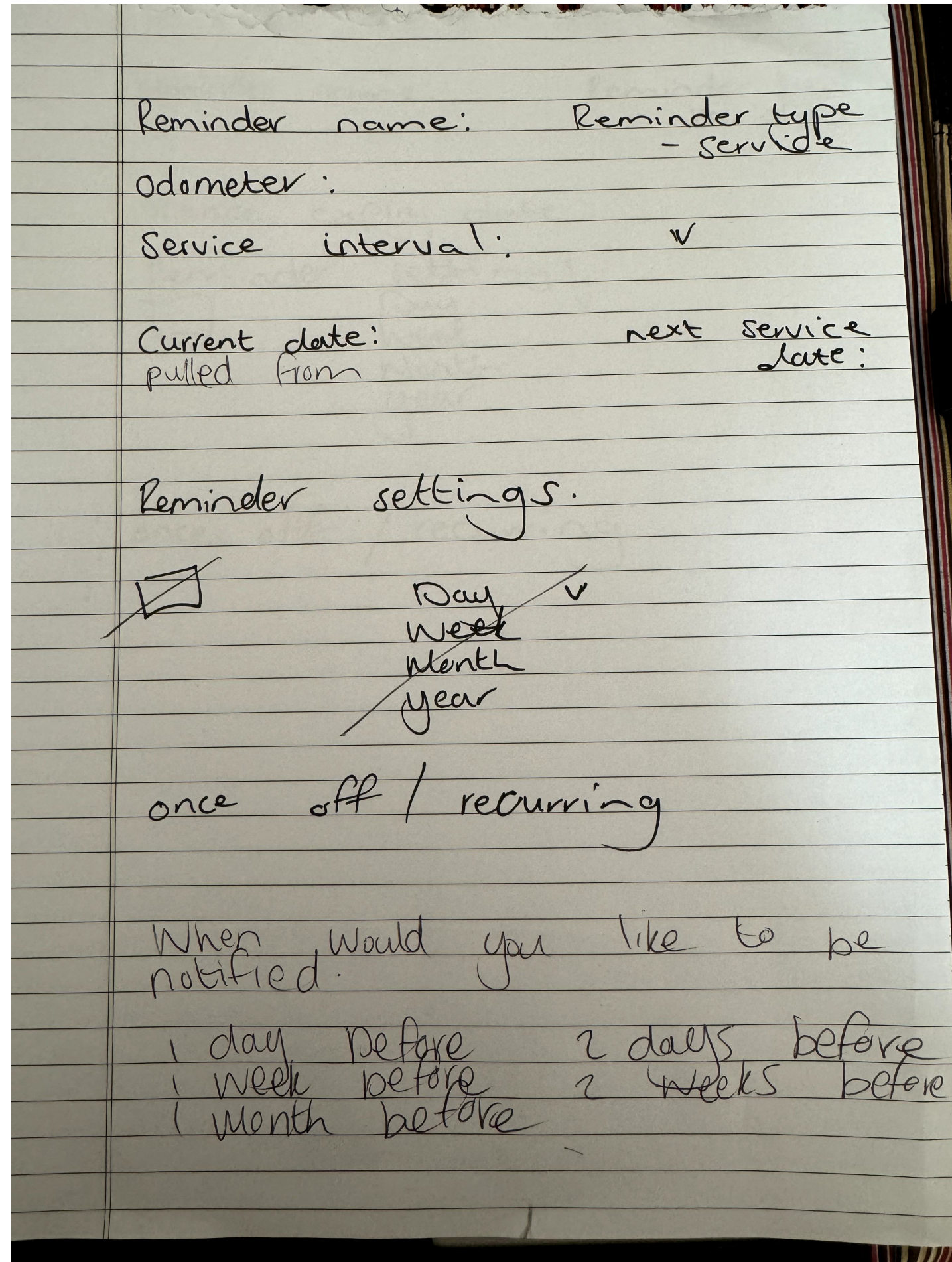


Wireframing & Prototyping

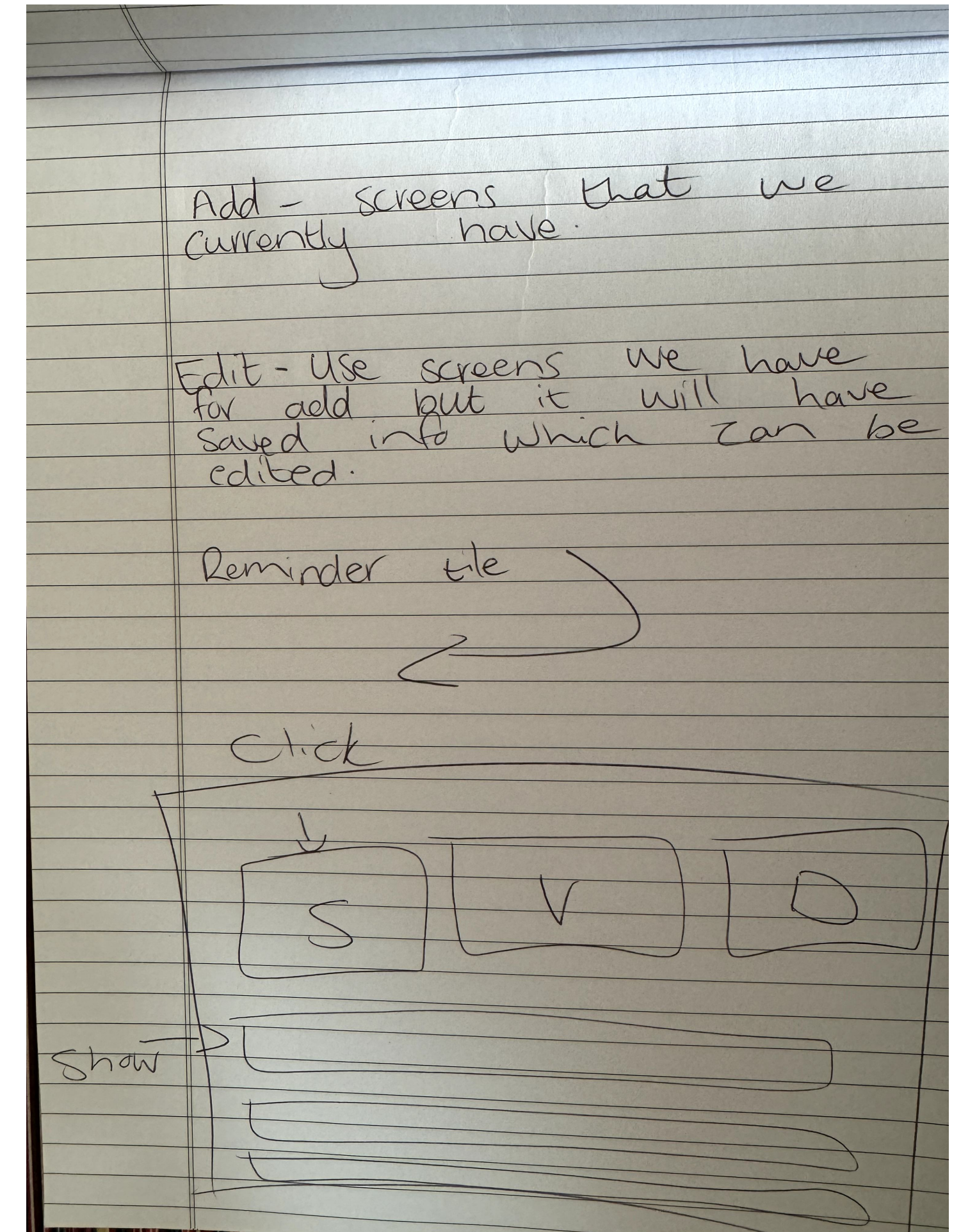
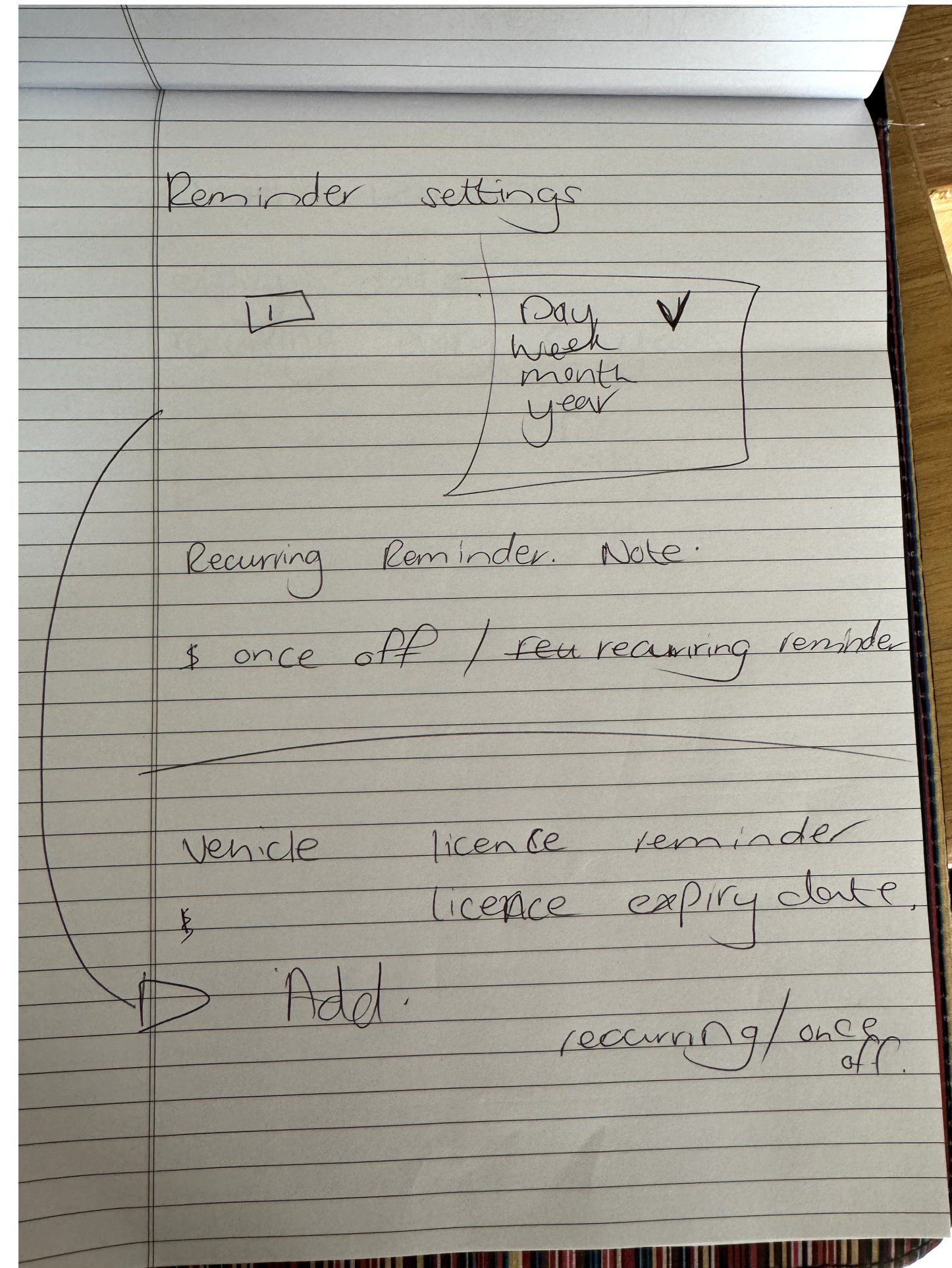
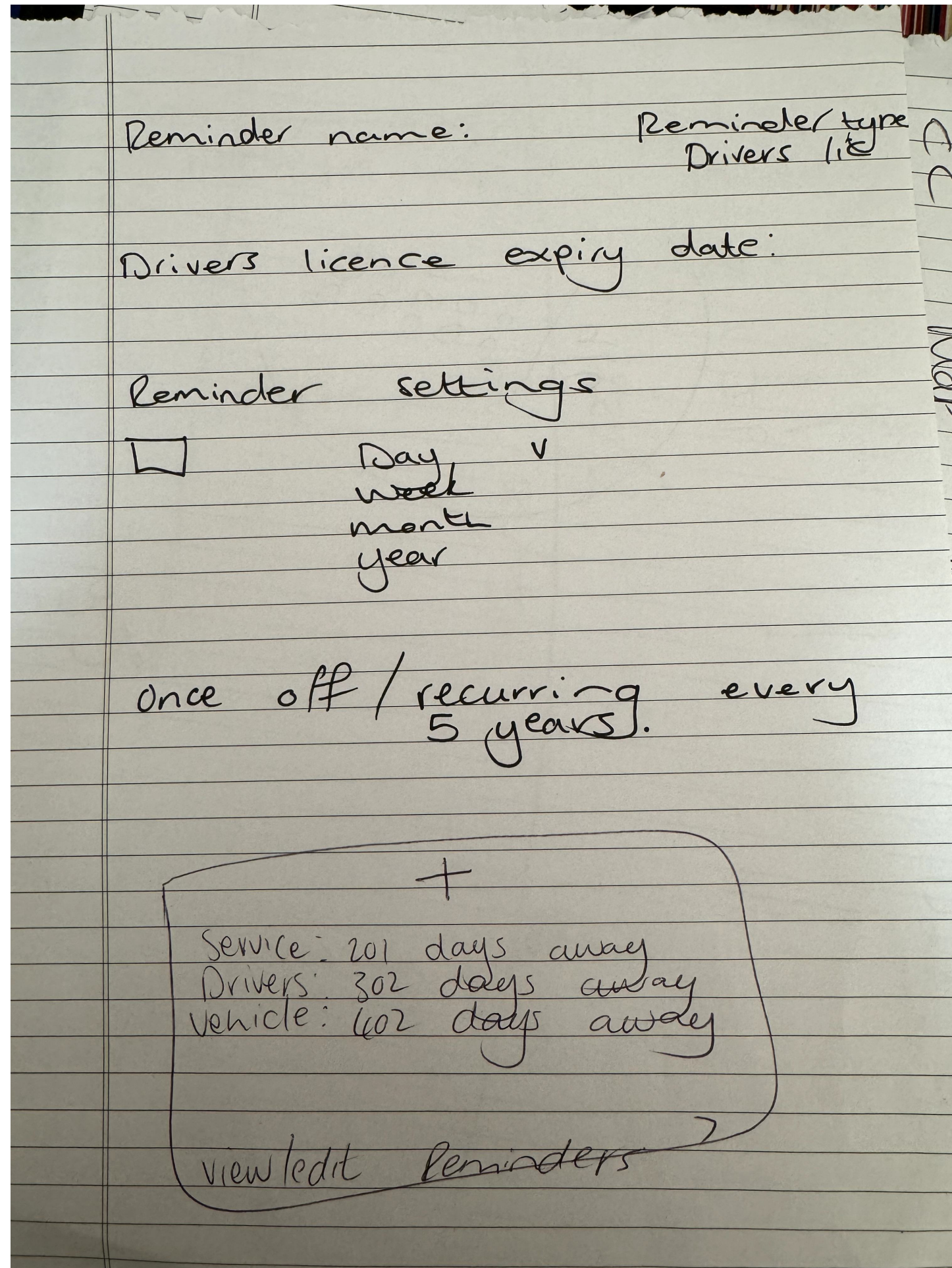
- Initial Wireframes for Feature Placement
- Prototyping for Internal Feedback
- Iterative Design Improvements
- High-Fidelity Prototypes
- Scenario Testing with Prototypes



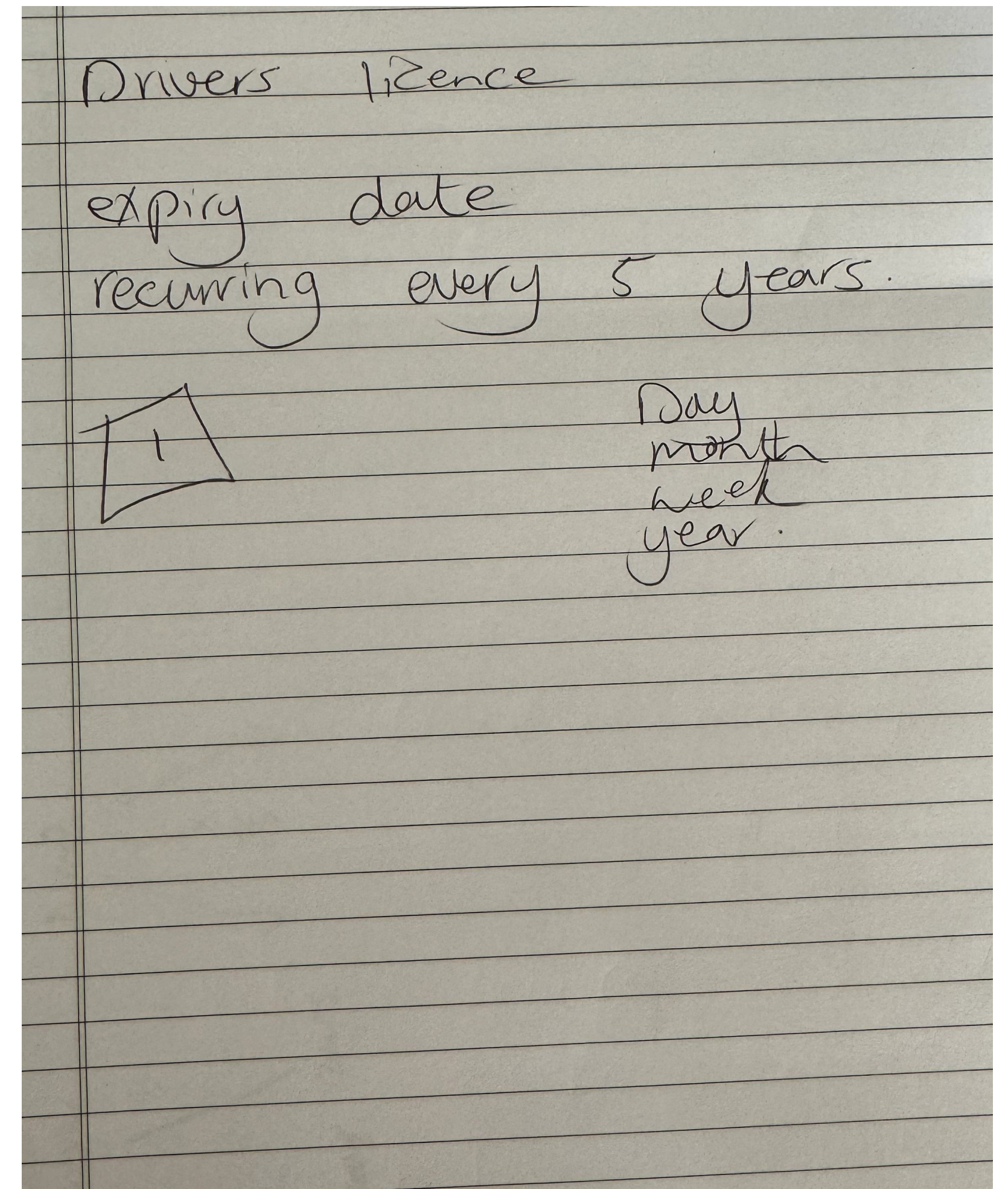
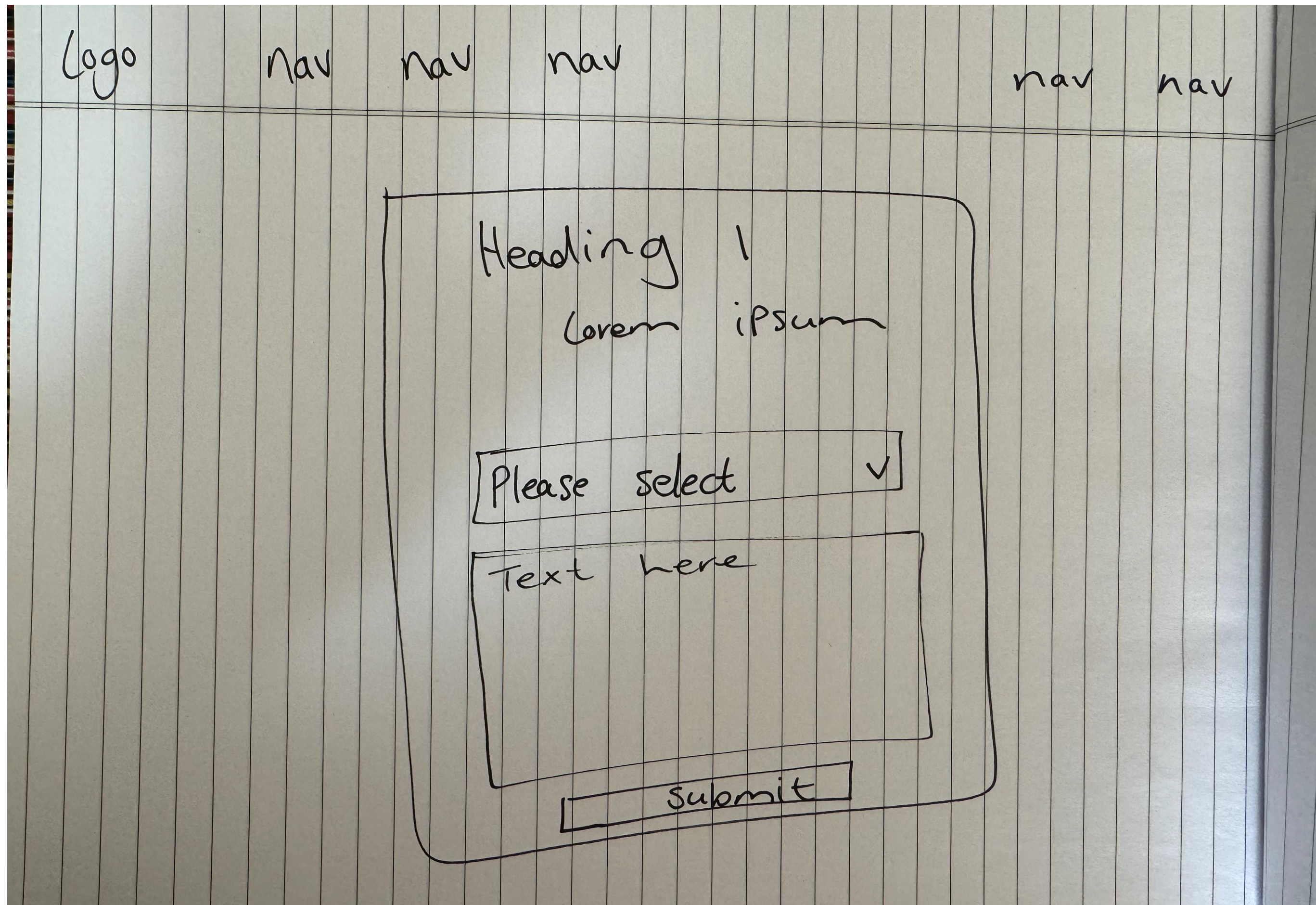
Low-fidelity wireframes



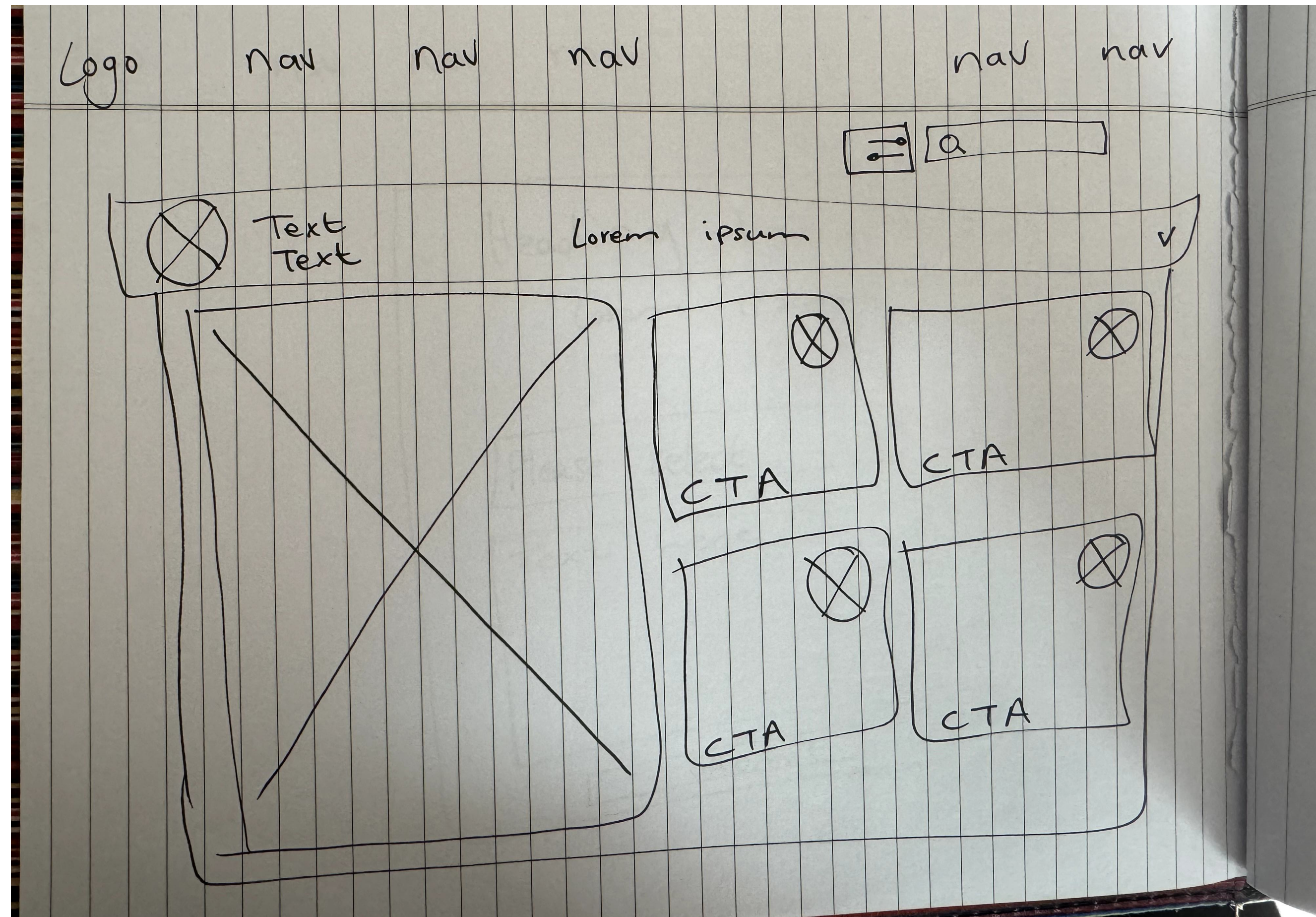
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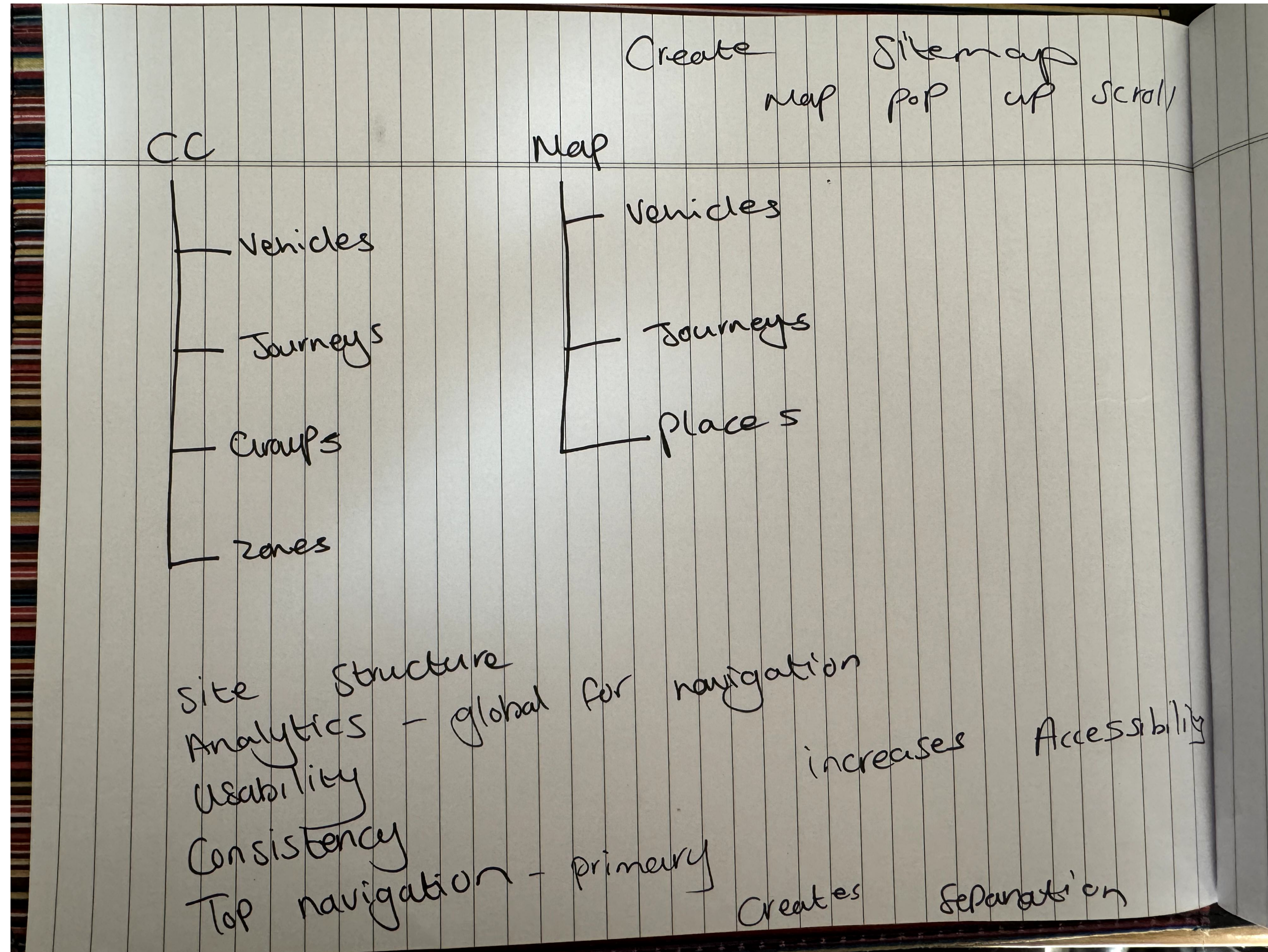
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Low-fidelity wireframes



Sitemap

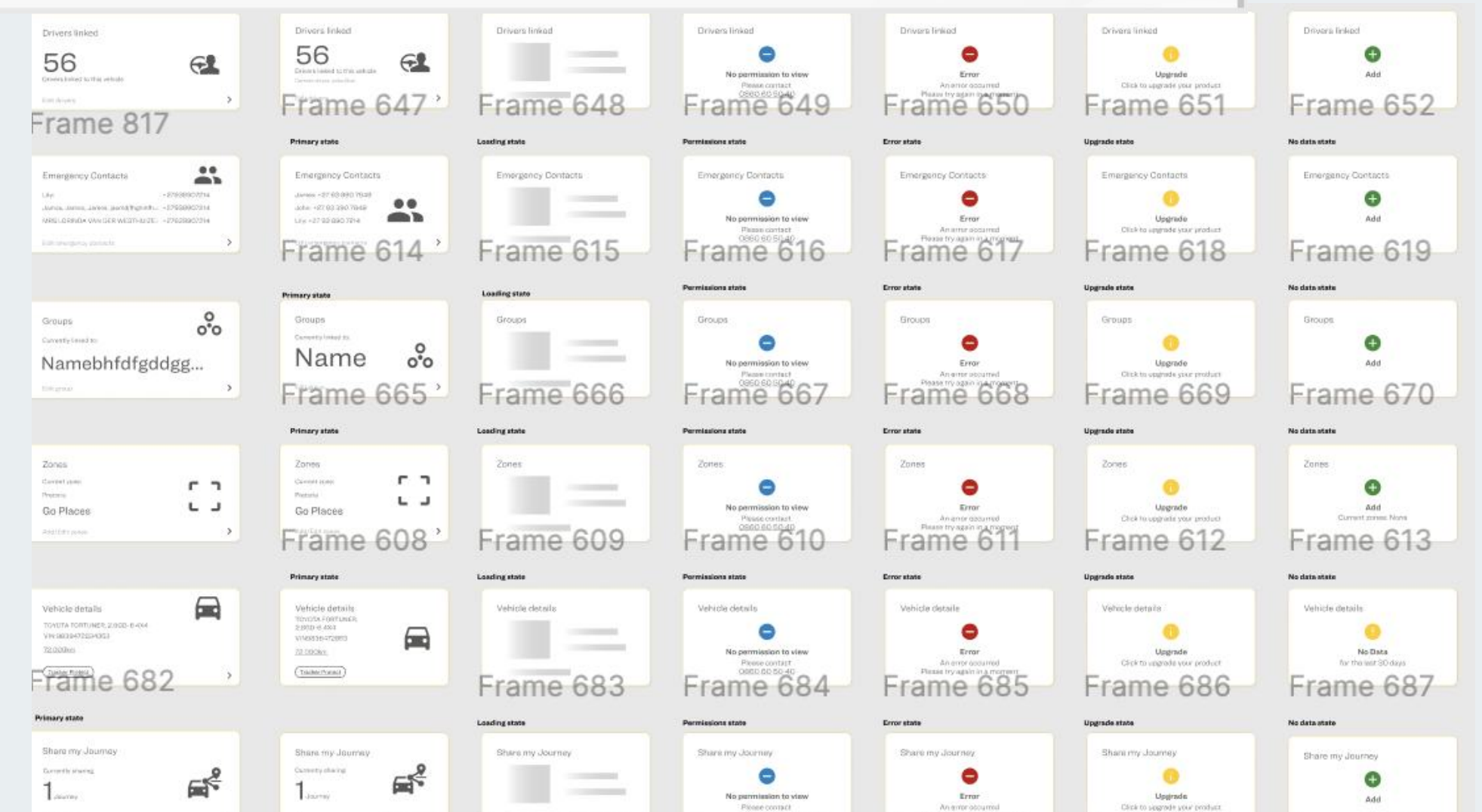
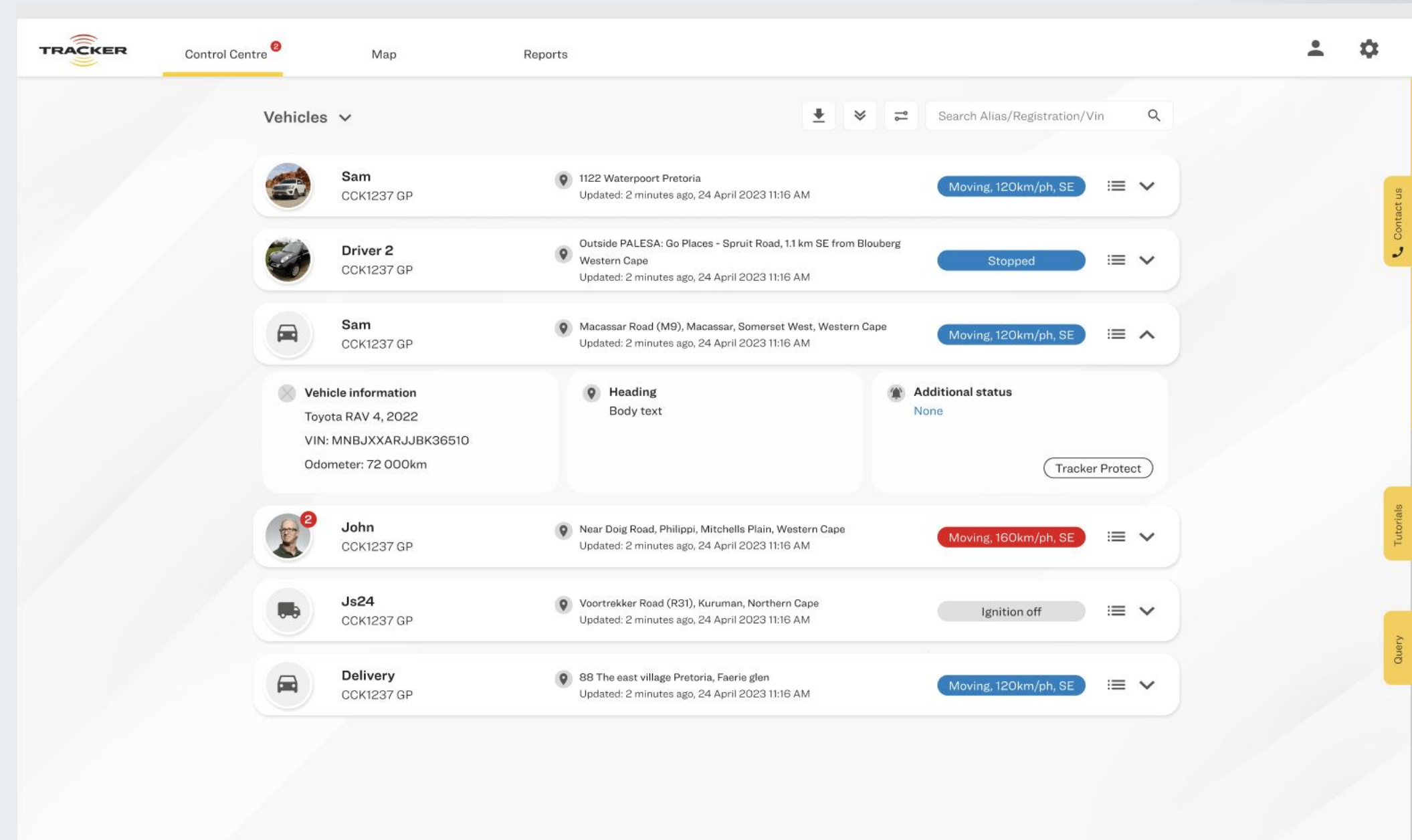


Design Iteration

The design process involved refining wireframes and prototypes based on internal feedback and project goals.

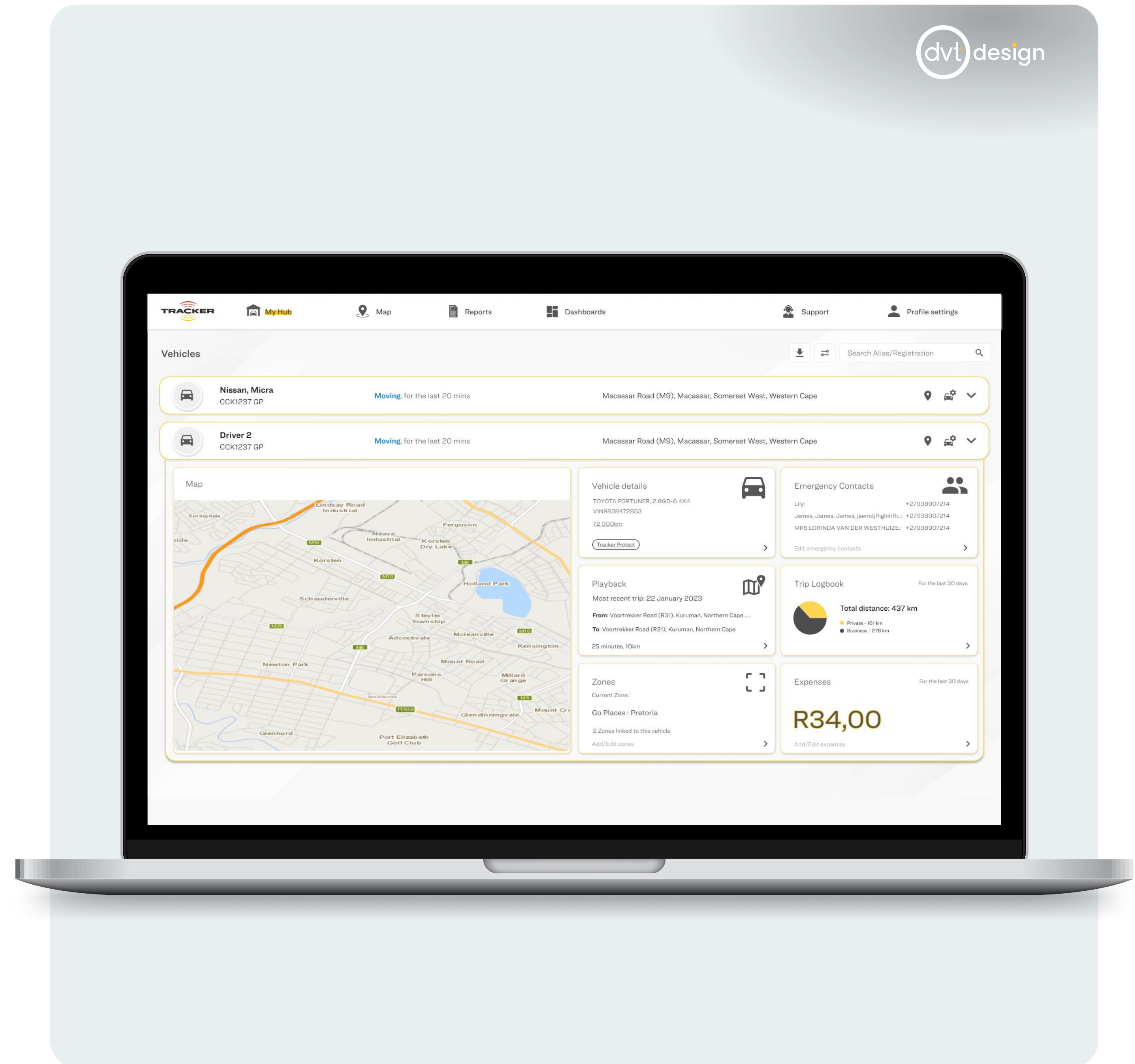
Iterations focused on improving navigation, feature accessibility, and balancing aesthetics with functionality.

Each revision enhanced usability while preserving the app's core structure, ensuring a smooth transition for users.



Final Design Implementation

The final design implementation involved bringing together all the iterative improvements and feedback into a cohesive, polished product. The new visual design was applied across the app, giving it a modern and user-friendly look.



05.

The Approach and Process

The Approach

We used a **user-centered design approach**, enhancing the application's user experience.

Starting with wireframes and prototypes, we refined the design through feedback, balancing modern aesthetics with functionality.

The result is a refreshed, cohesive interface that improves navigation, usability, and brand consistency.



06.

Impact and Outcomes

User Experience Improvement

The redesign improved the user experience by streamlining navigation and making key features more accessible.

We simplified the flow for efficiency, refreshed the visual design for better readability, and made the app more intuitive and enjoyable to use.

These changes created a more satisfying and effective experience overall



Feedback & Reception

The redesigned app received positive feedback from stakeholders, with the project manager praising the improved navigation and feature visibility.

Internal teams appreciated the modern look and intuitive design. While formal user testing wasn't conducted, internal feedback confirmed the changes addressed key issues and improved usability and aesthetics, enhancing the user experience.



Achieving Design Goals

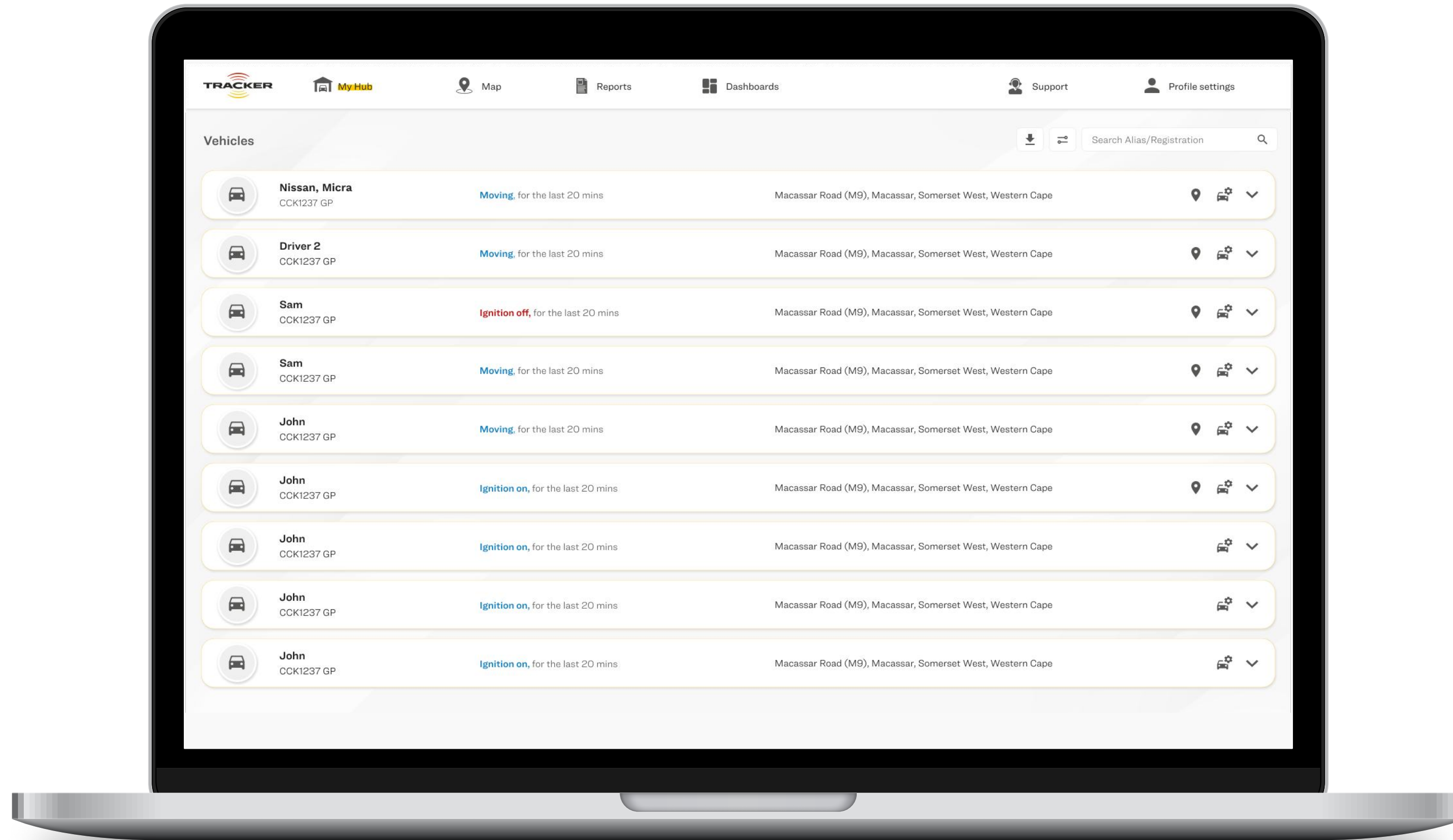
The redesign modernised the app's look while preserving core functionality, aligning with Tracker's brand and addressing internal feedback.

The result was a more intuitive and engaging user experience, exceeding initial objectives and enhancing both satisfaction and performance.



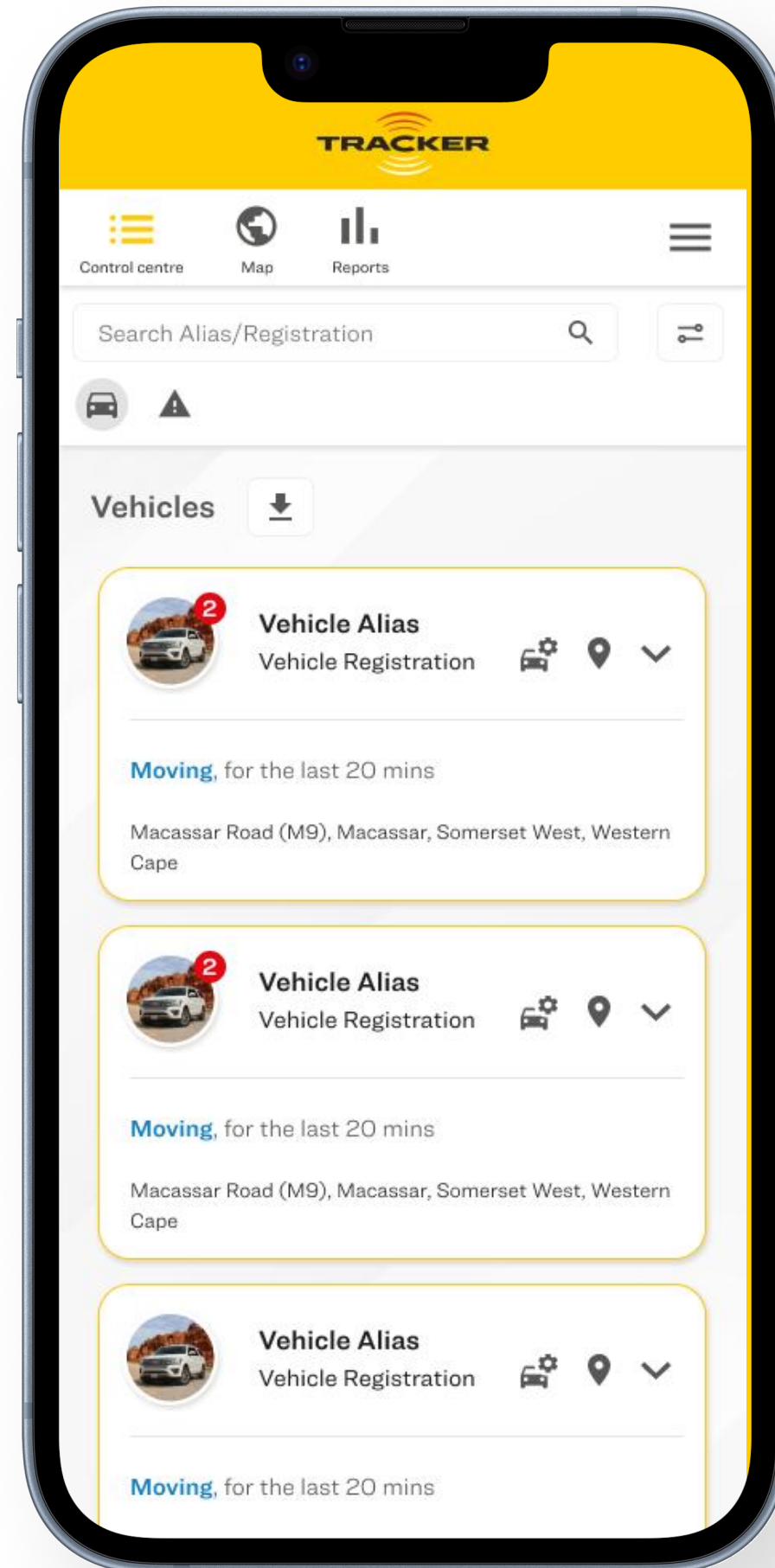
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Final Design Implementation



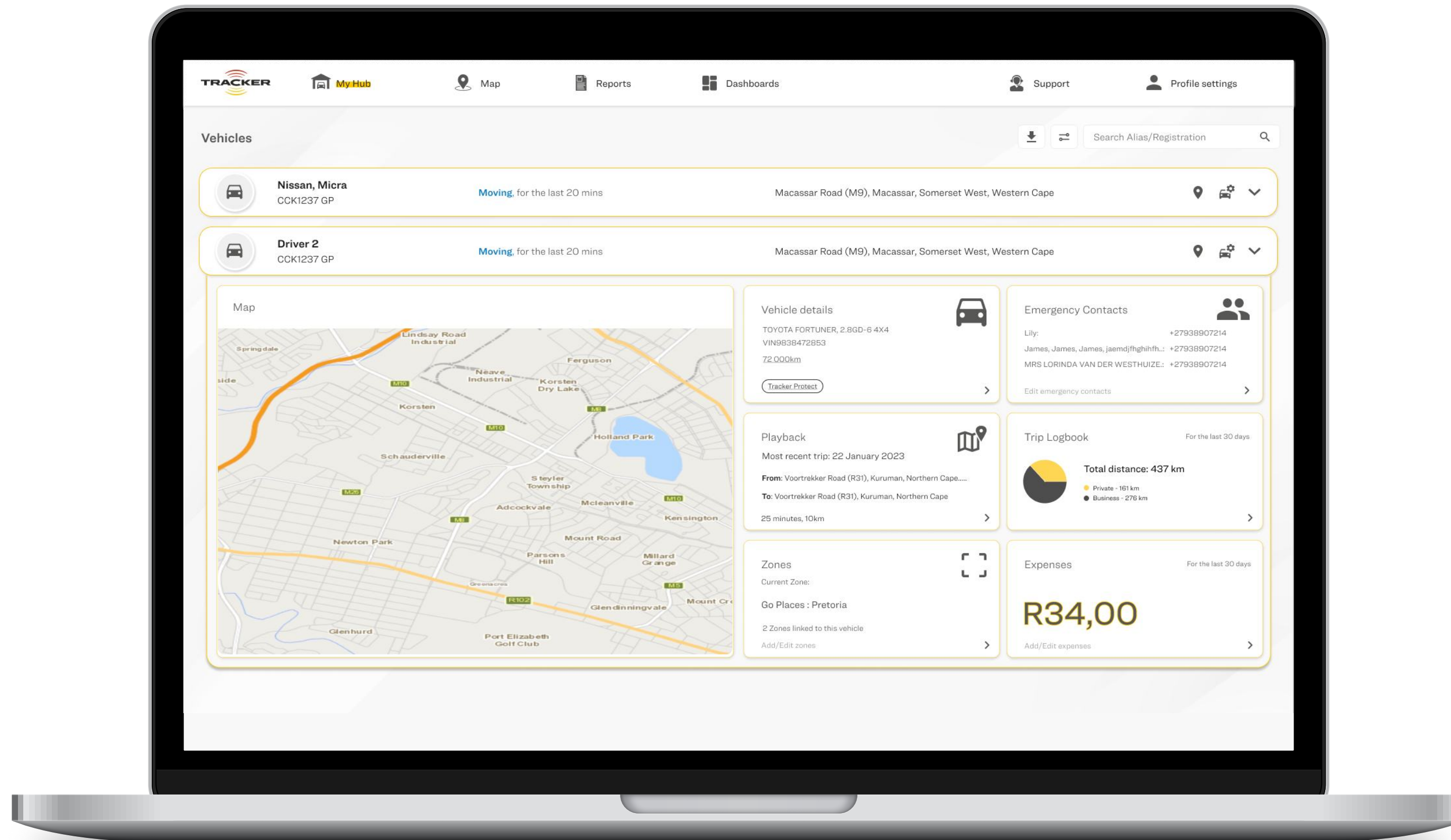
Vehicle cards - Desktop

The redesign introduced updated vehicle cards to enhance the user experience within the app. The new vehicle cards feature a streamlined layout with improved visual hierarchy, making it easier for users to view and interact with key vehicle information at a glance



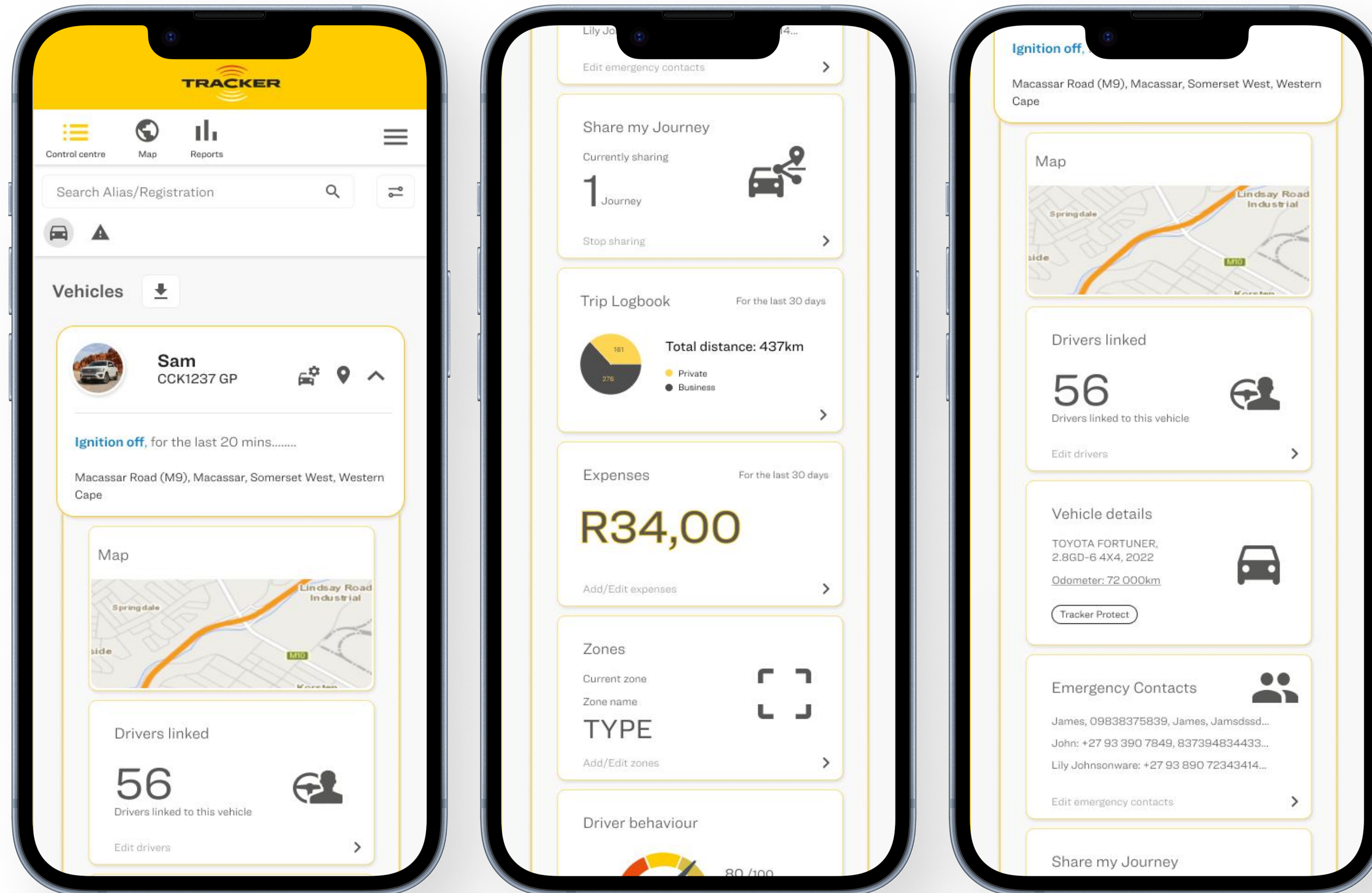
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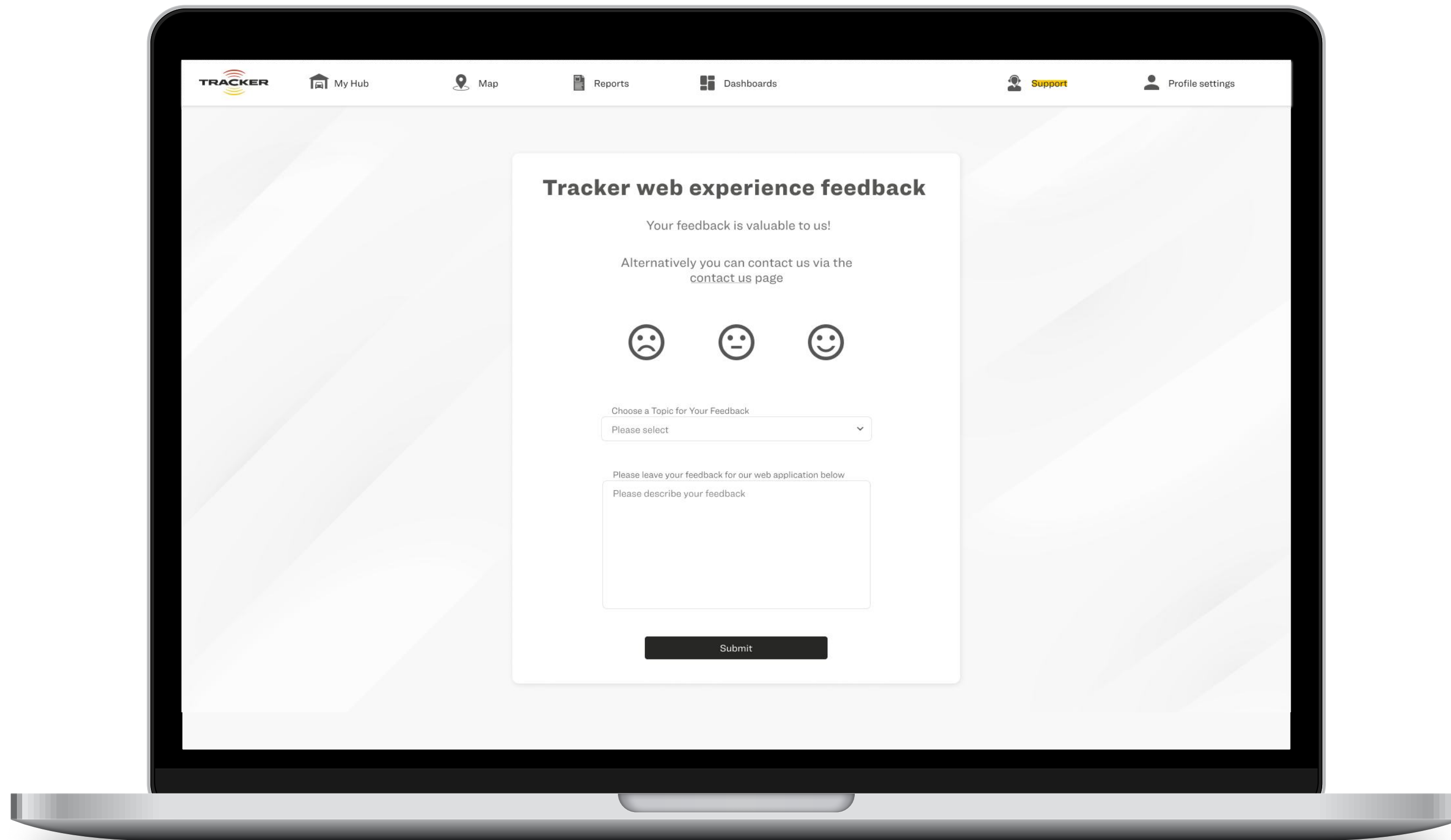
Vehicle tiles - Desktop

The redesign introduced updated vehicle tiles to enhance the app's visual and functional appeal. The new vehicle tiles feature a modern, grid-based layout that offers a clean and organized view of vehicle information.



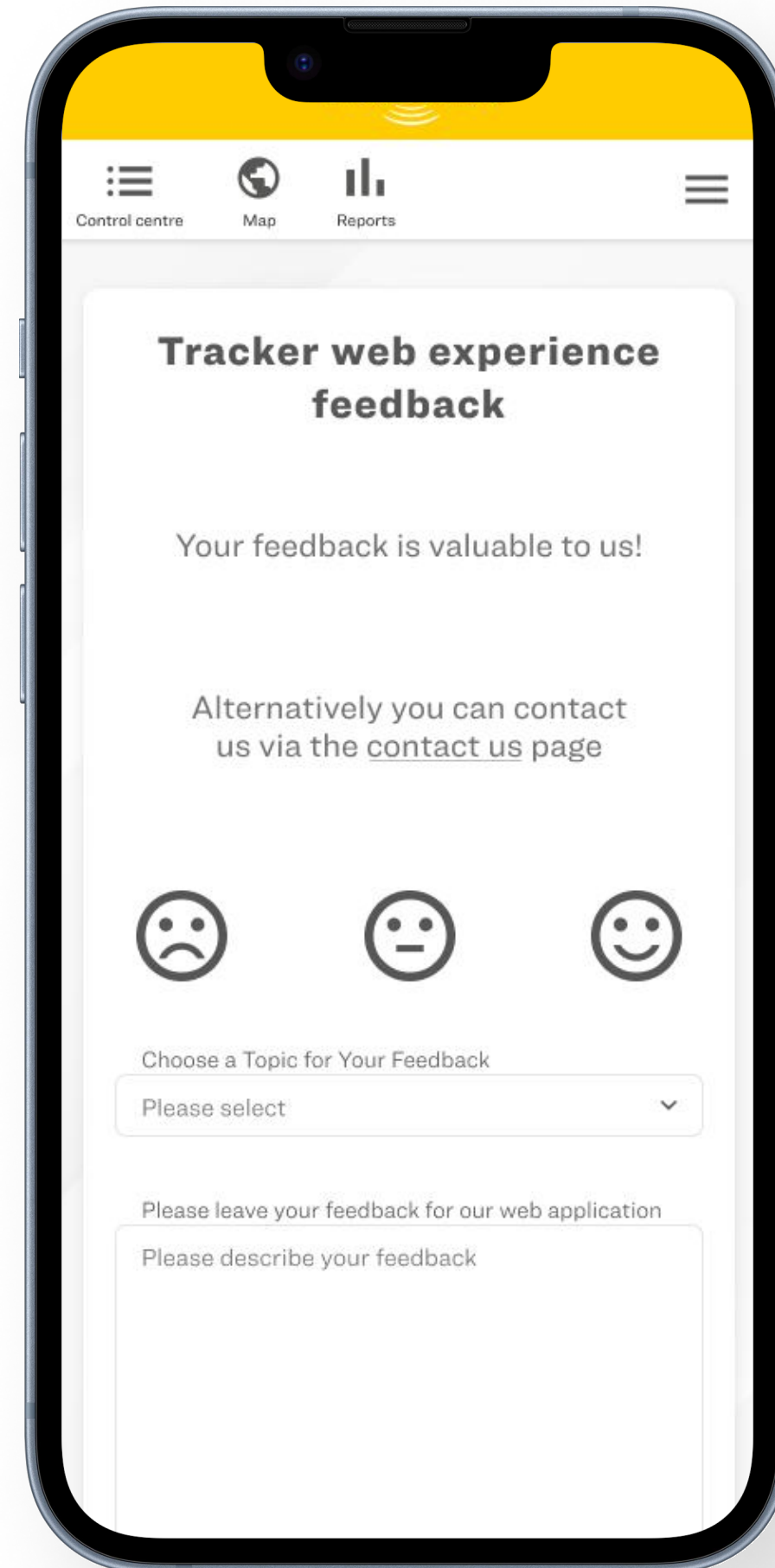
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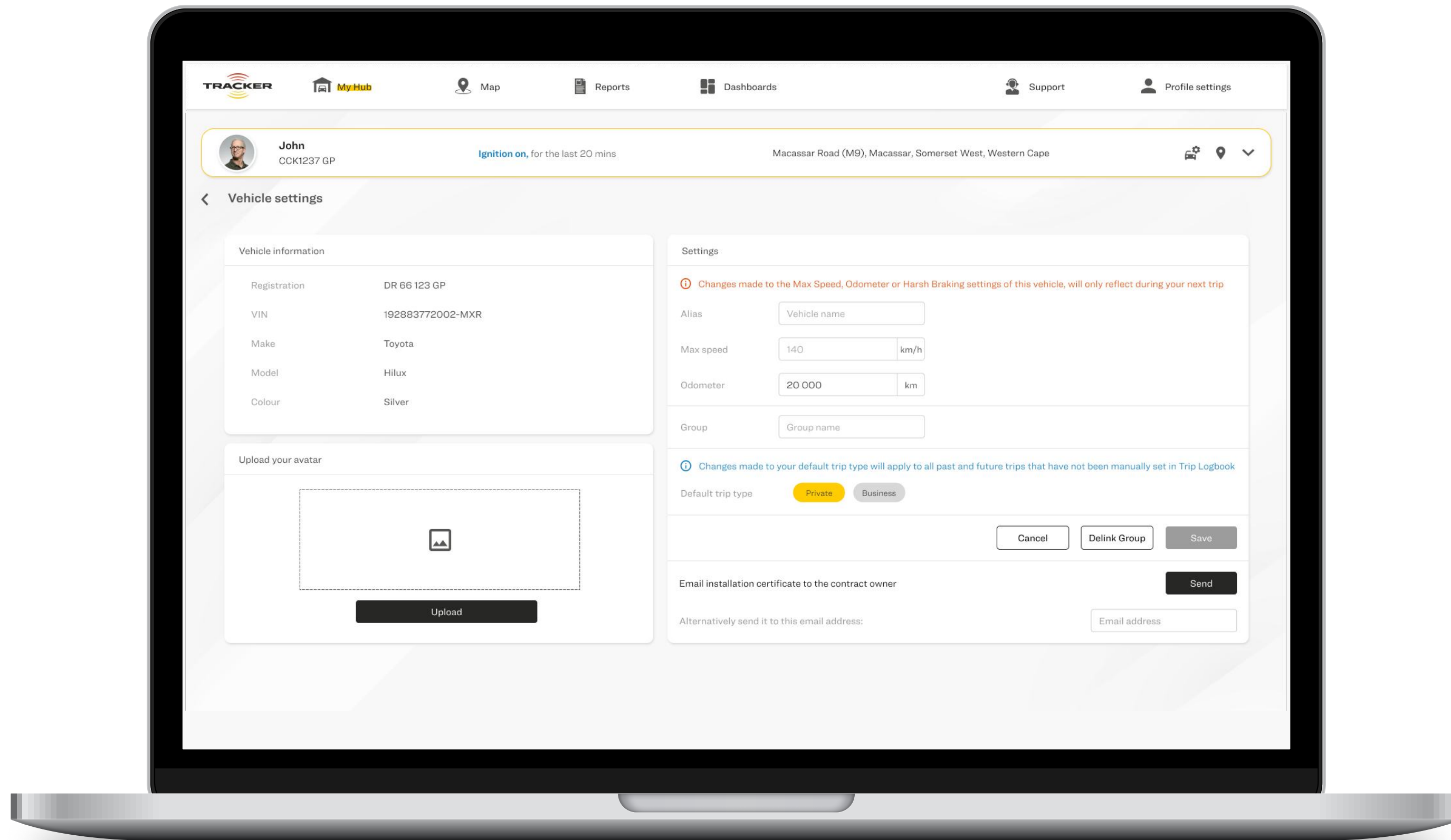
Feedback screen - Desktop

The redesign introduced a new feedback screen as a feature to enhance user engagement and support. This feature allows users to easily provide feedback on their app experience, report issues, or suggest improvements directly within the app.



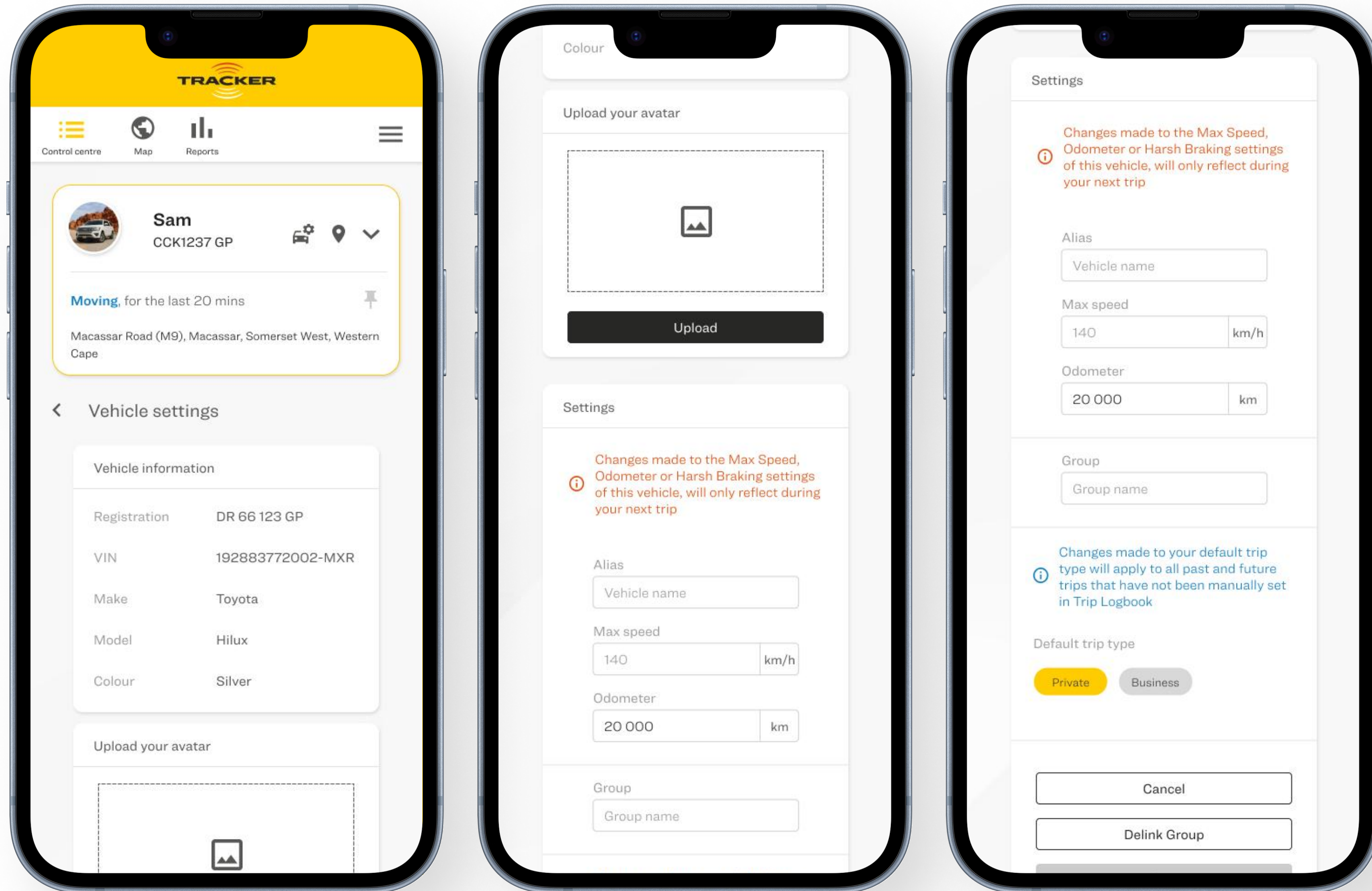
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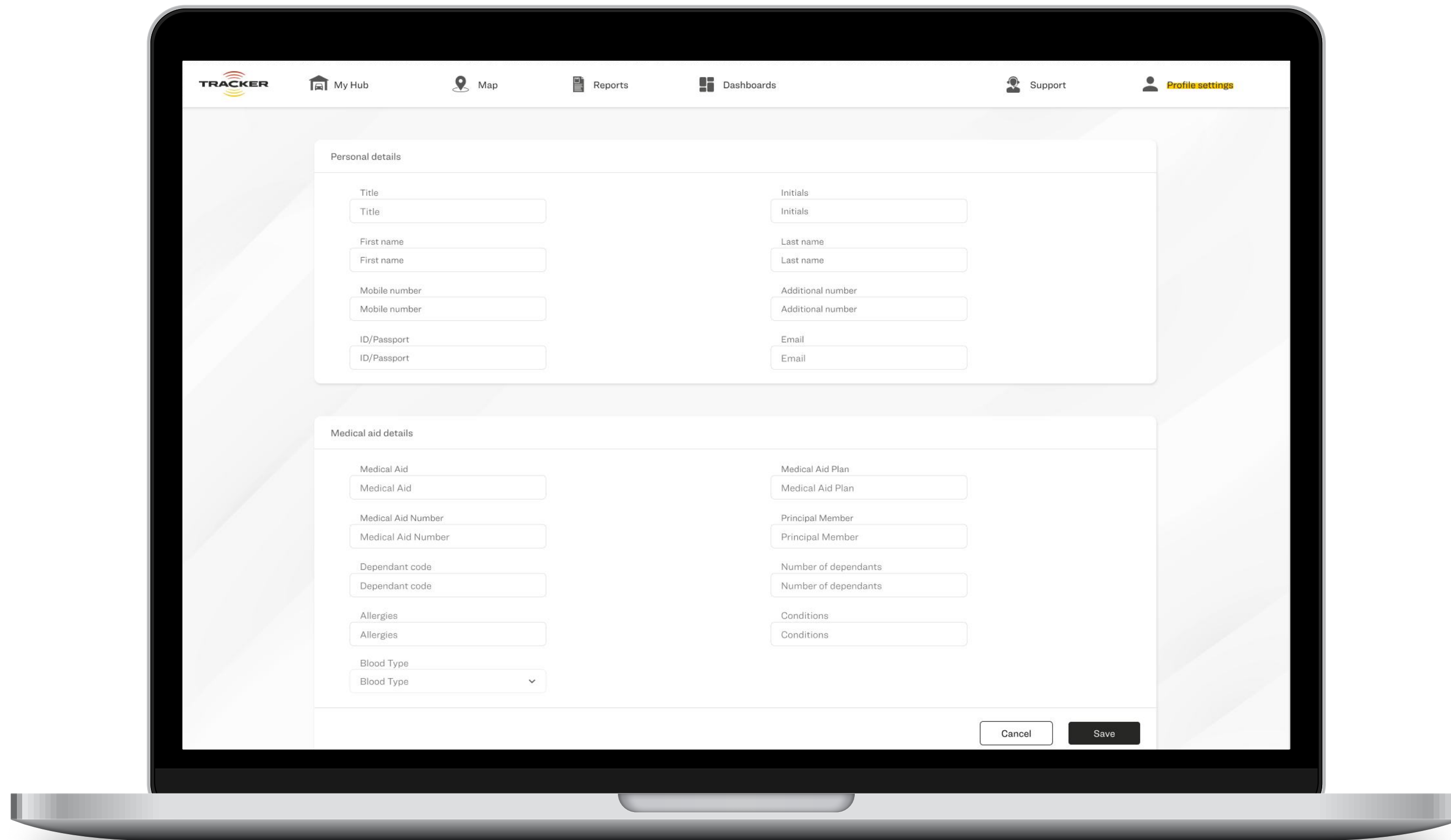
Vehicle settings - Desktop

The redesign included a revamped vehicle settings page to improve user control and customisation options. The new settings page features a streamlined layout with clear, organised sections for easy access to various vehicle configurations and preferences.



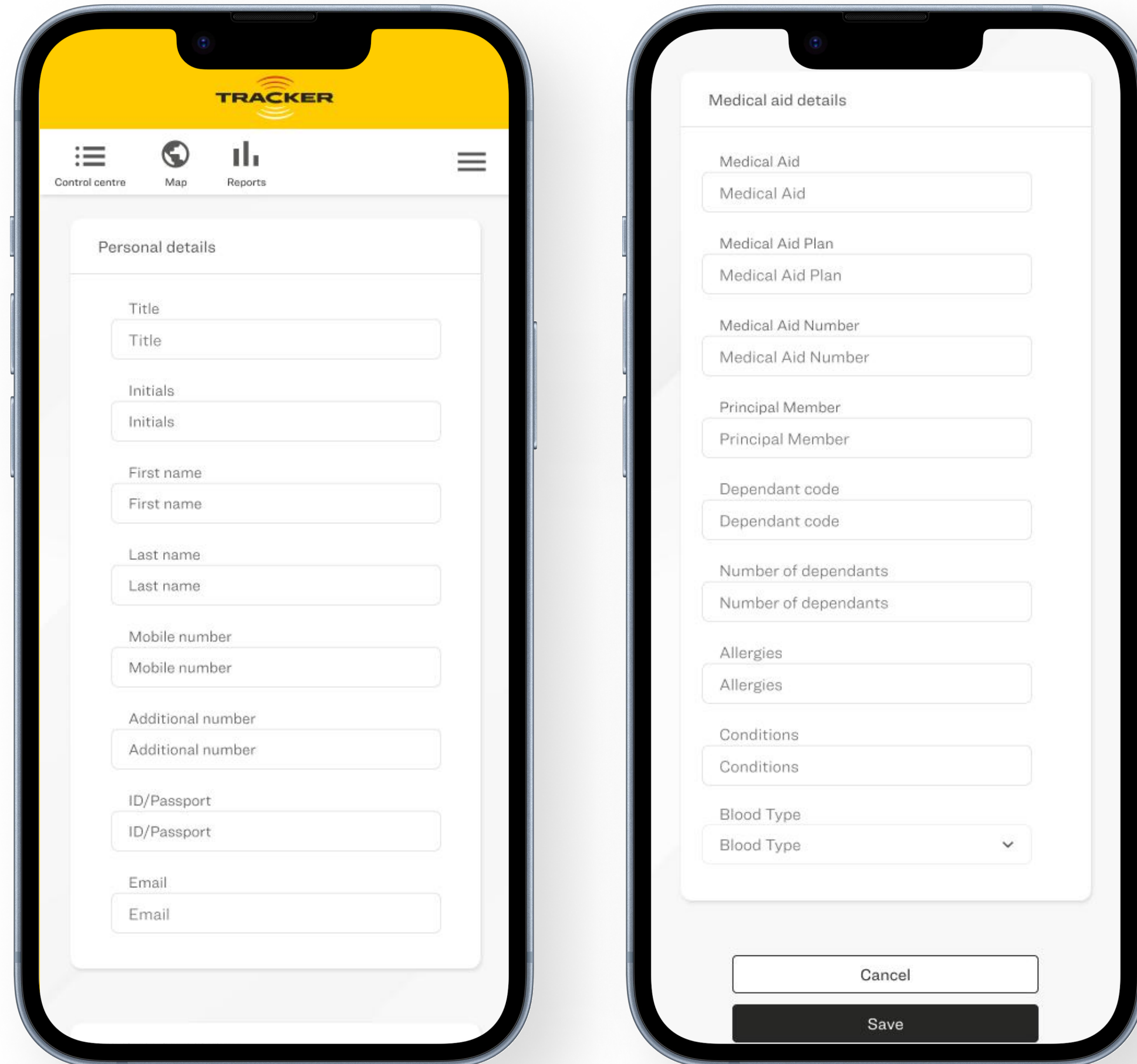
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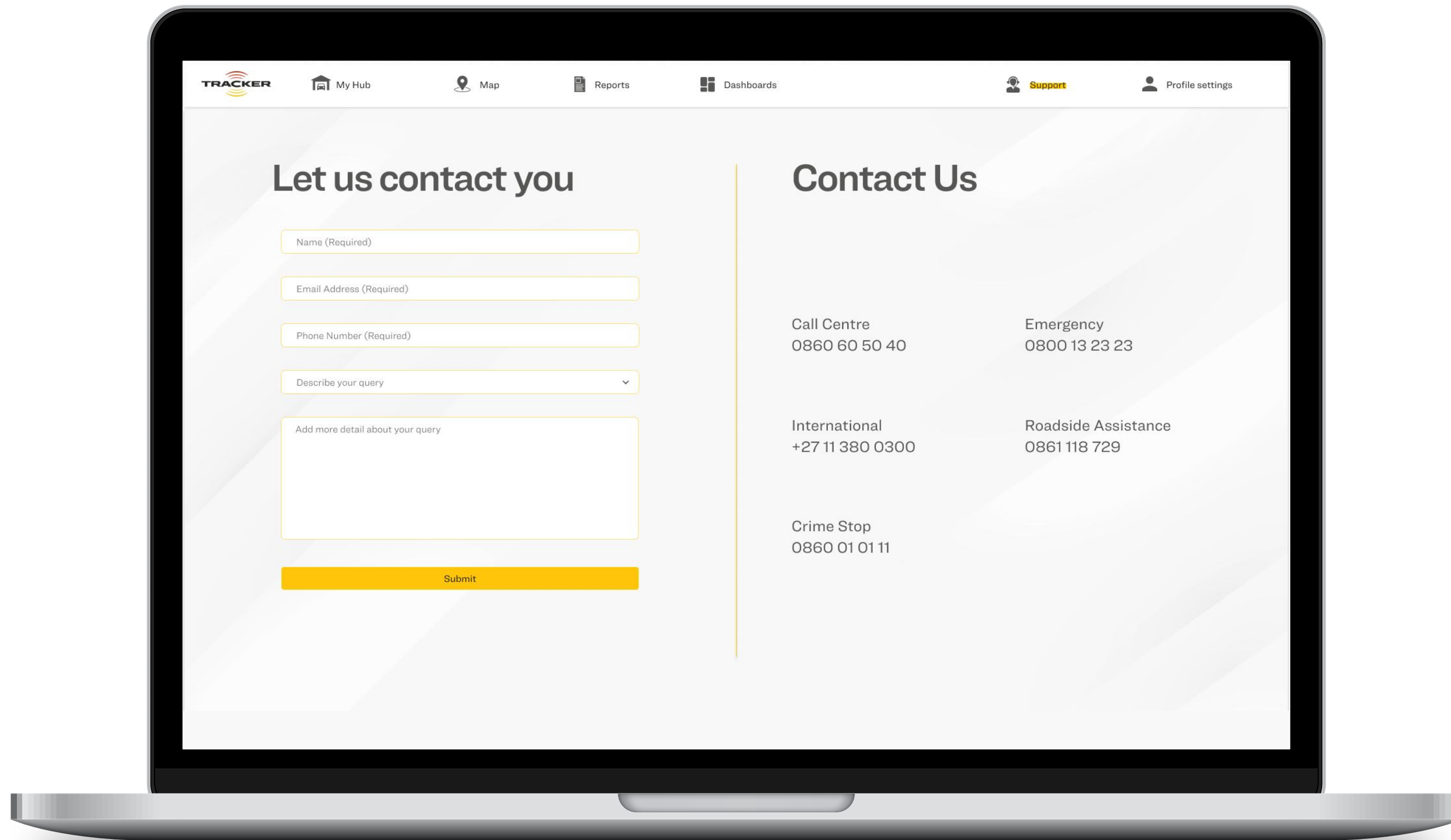
Medical aid details - Desktop

The redesign introduced a new Medical Aid Details screen to enhance the app's functionality by providing users with easy access to important medical information. This feature allows users to view and manage their medical aid details, including coverage information, policy numbers, and emergency contact details, all in one centralized location



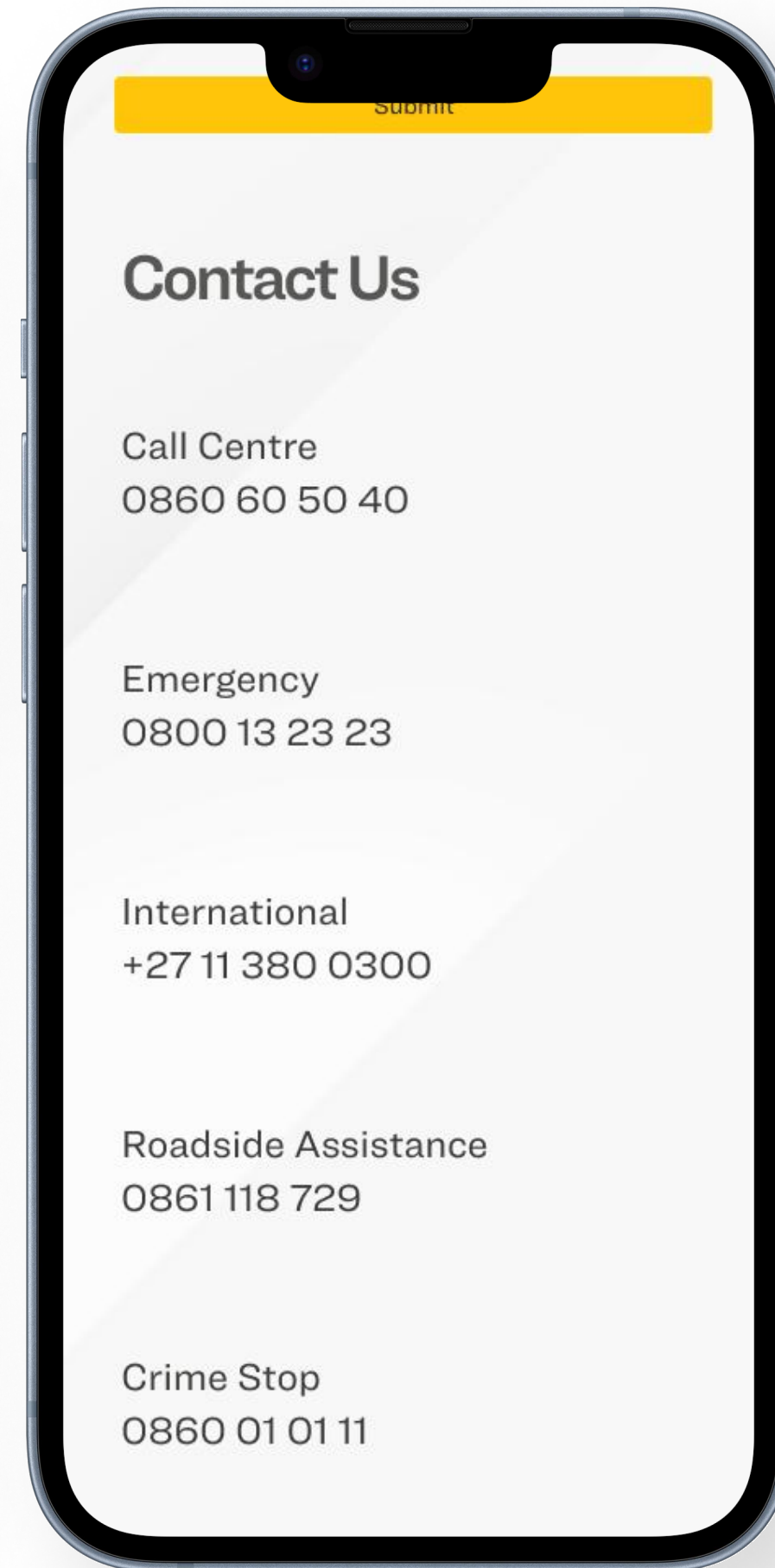
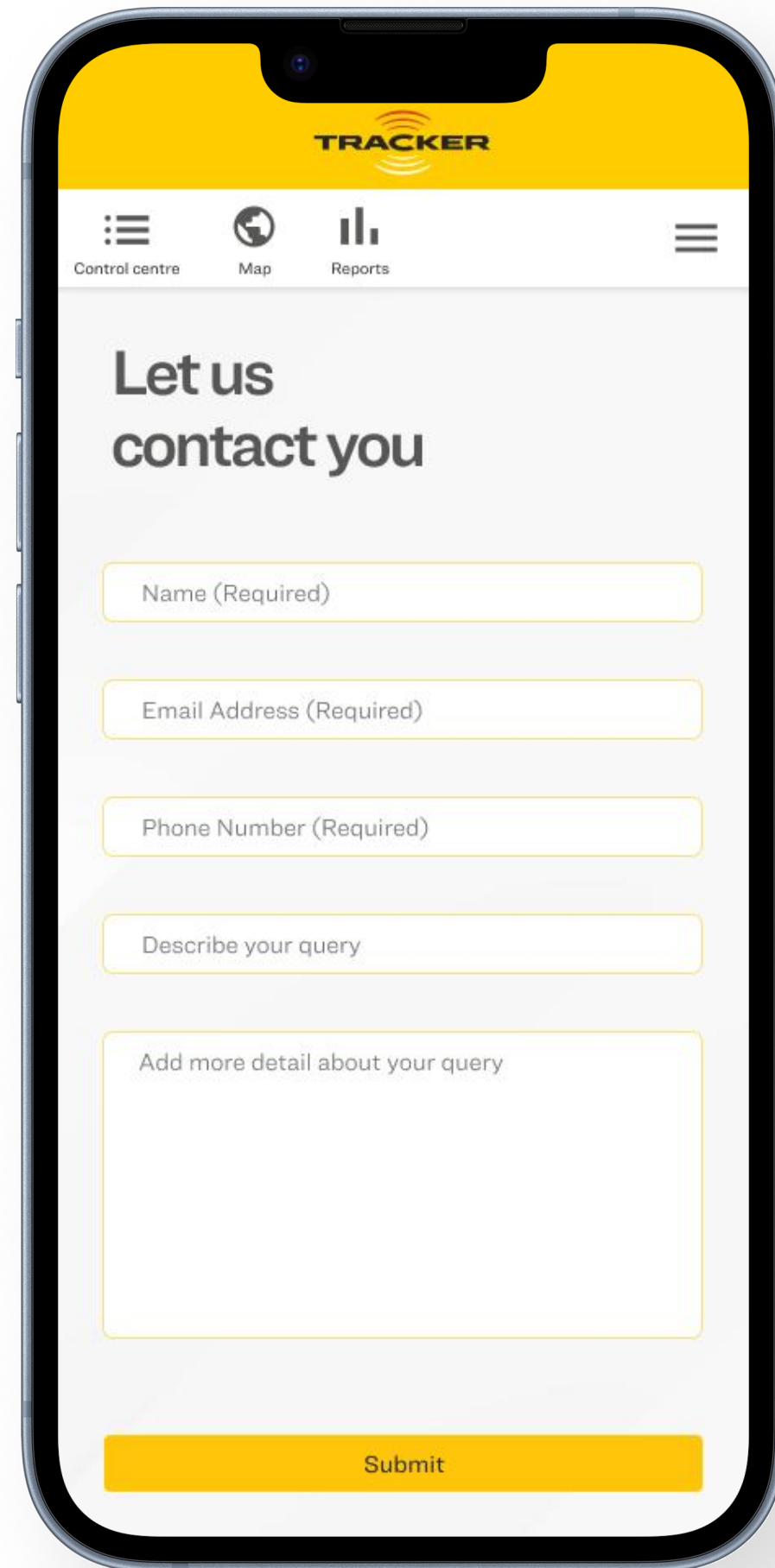
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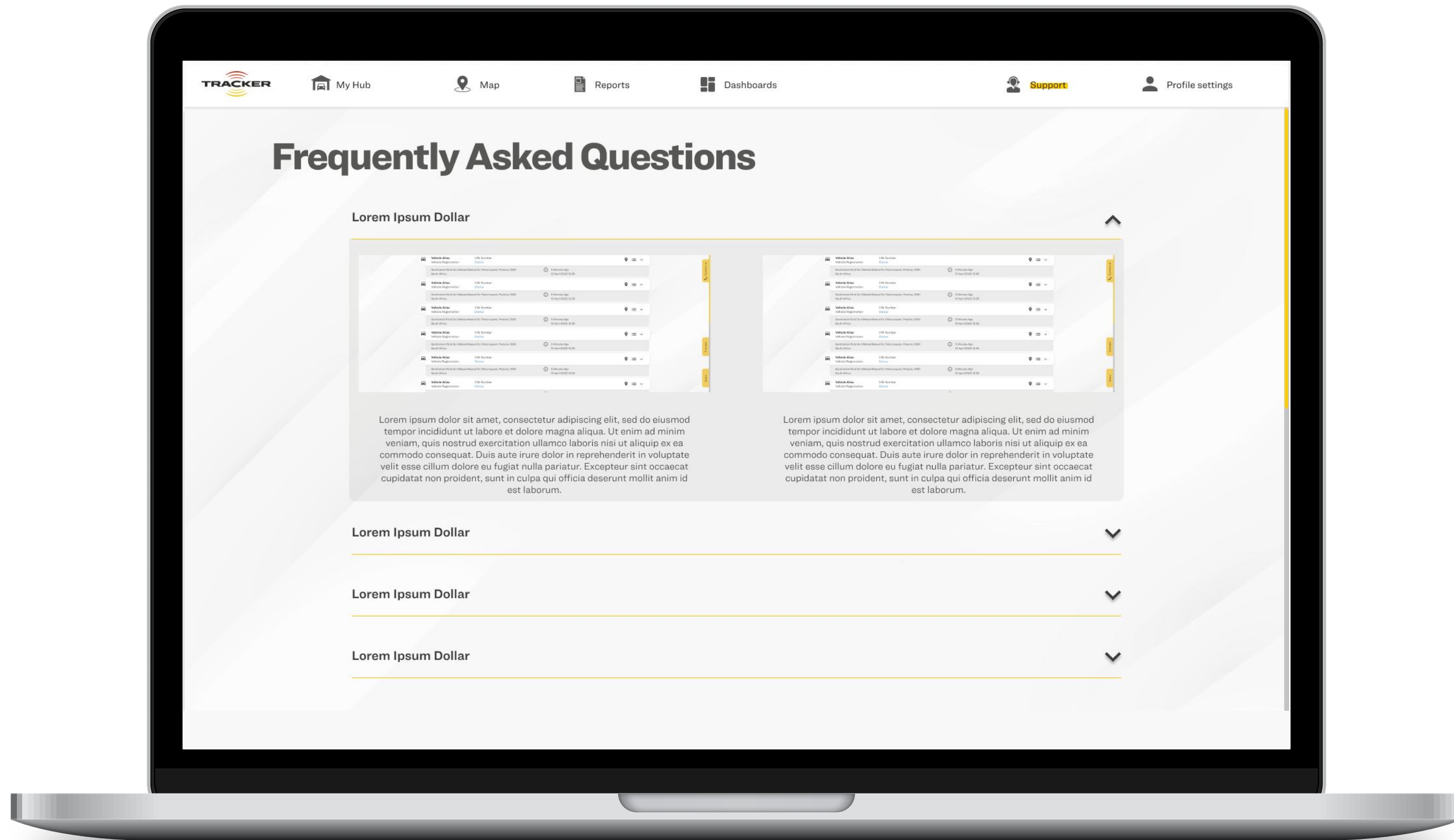
Contact us - Desktop

The redesign introduced a new "Contact Us" feature to improve user support and communication. This feature provides users with an easy and efficient way to get in touch with customer service or support teams. The new interface includes a streamlined contact form where users can quickly submit inquiries, report issues, or request assistance.



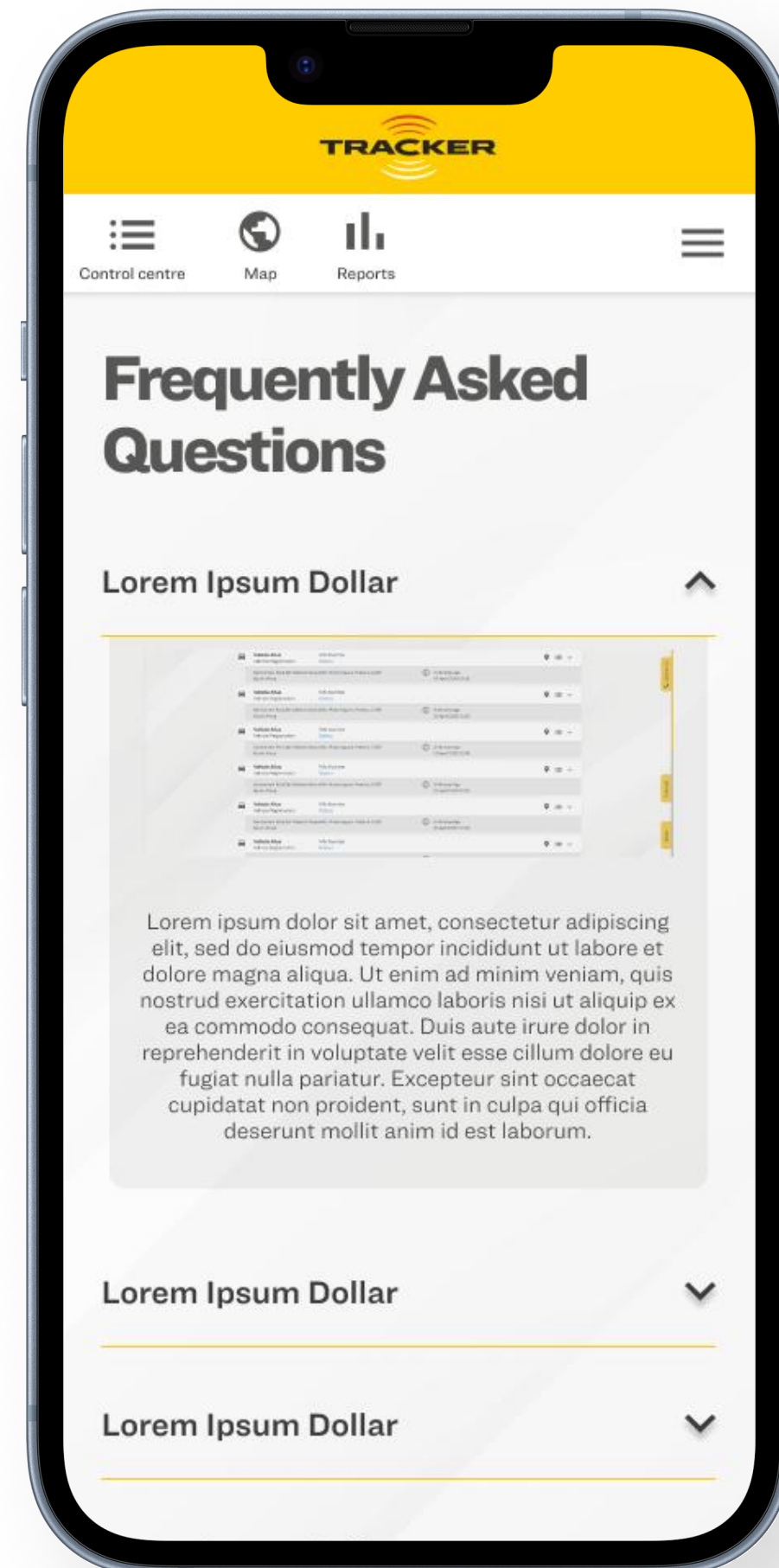
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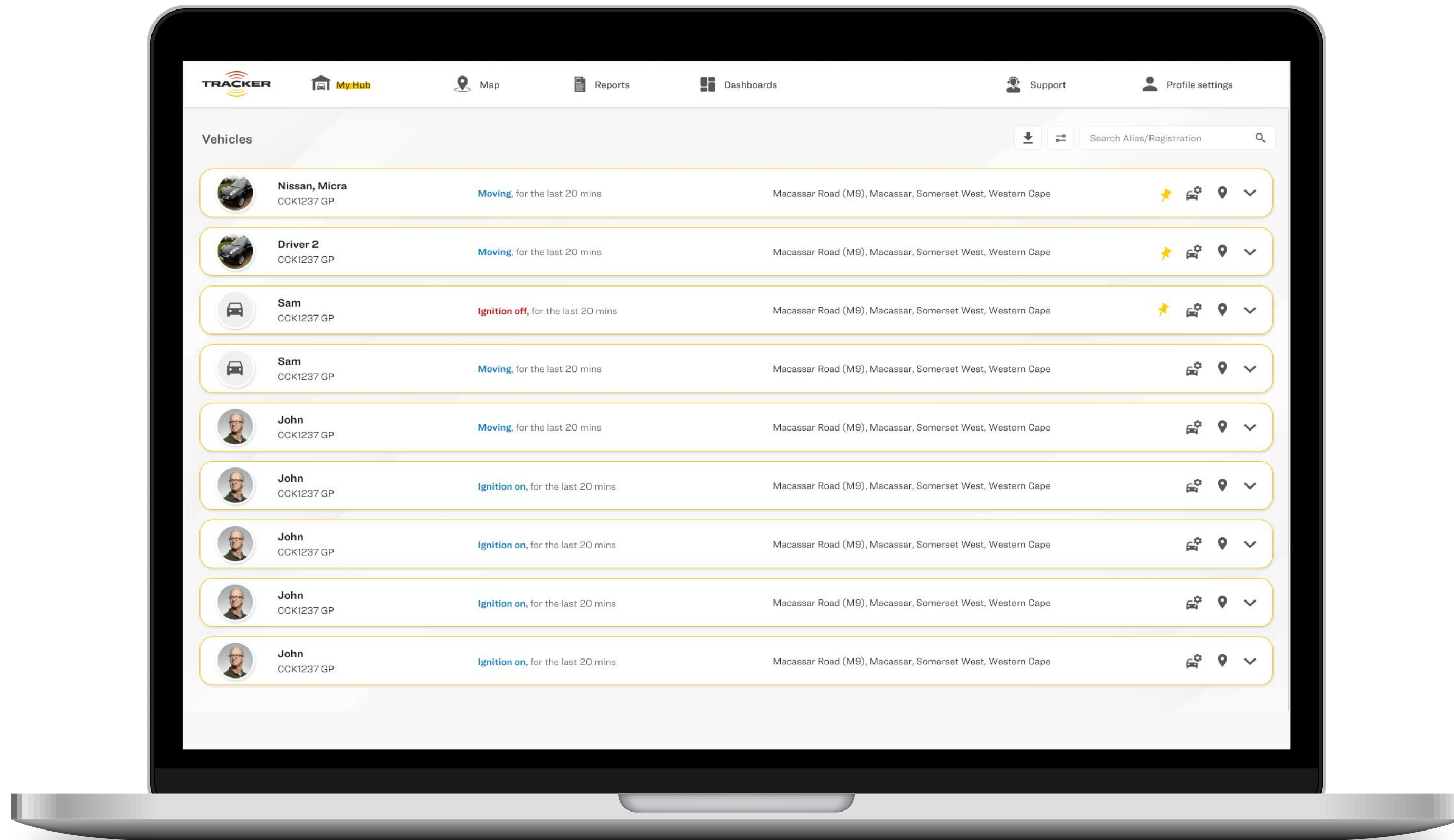
FAQ - Desktop

The redesign introduced a new FAQ feature to provide users with quick access to answers for common questions and concerns. The updated FAQ page features a well-organized, searchable database of frequently asked questions, categorized by topic for easy navigation. Users can easily browse through or search for specific queries, with answers presented in a clear, concise format.



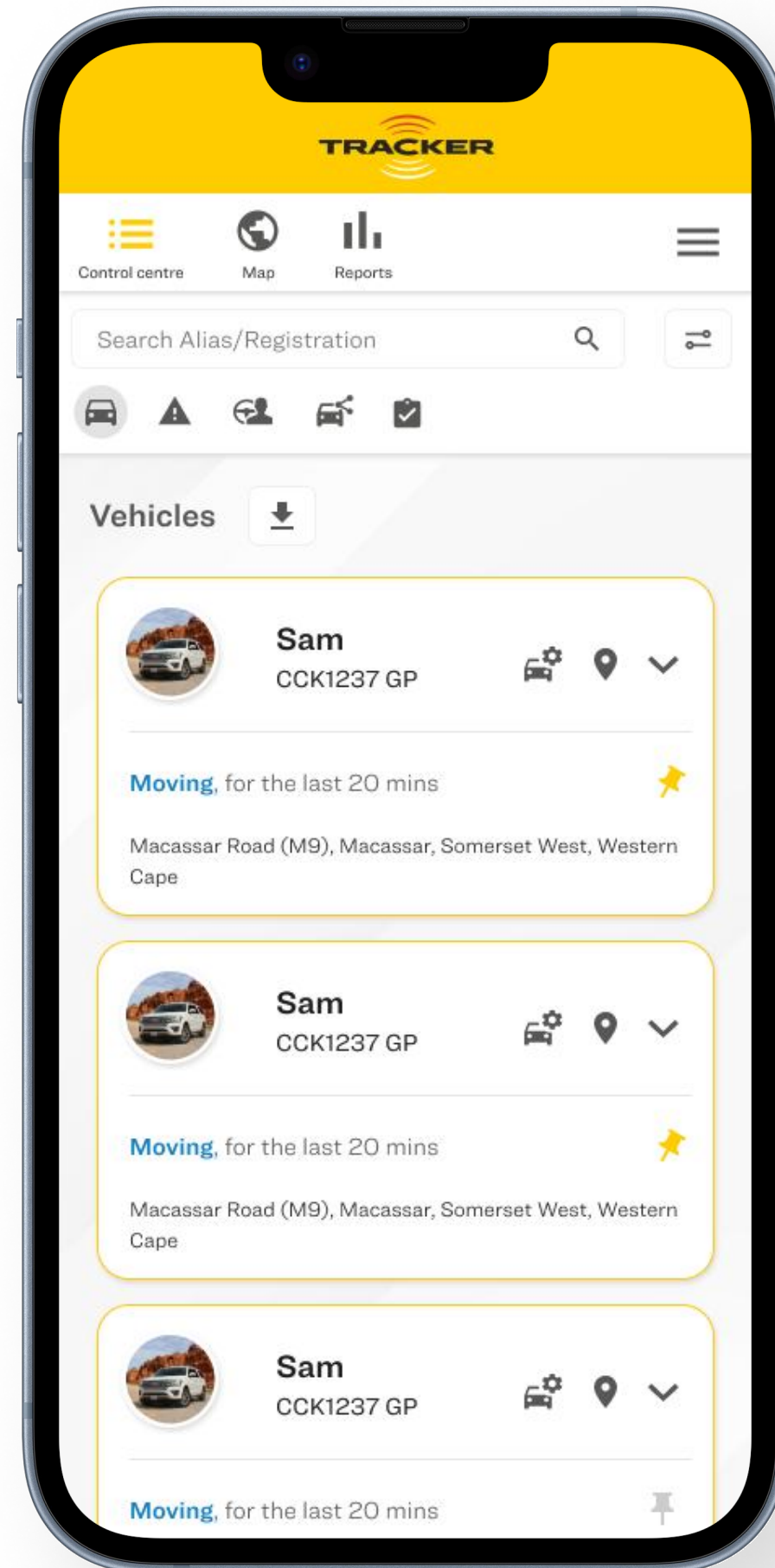
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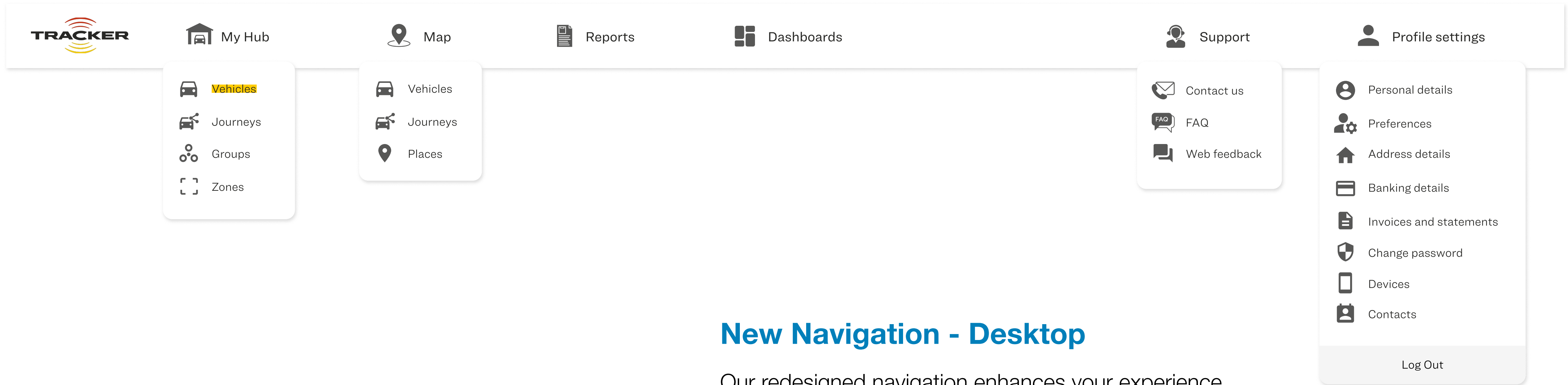
Pin to top - Desktop

This feature allows users to pin important items, such as frequently accessed vehicles or critical alerts, to the top of their dashboard or main view. By using a simple pinning mechanism, users can keep their most relevant or urgent information readily accessible without having to scroll through other content.



Pin to top - Mobile

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New Navigation - Desktop

Our redesigned navigation enhances your experience with clearer labels, improved accessibility, and a consistent layout. These updates were essential to accommodate the new look and feel of the app, ensuring a seamless integration with the recent changes we've made.

Any Questions?

Tracker | Eagle Team



Thank You!

Tracker | Eagle Team

