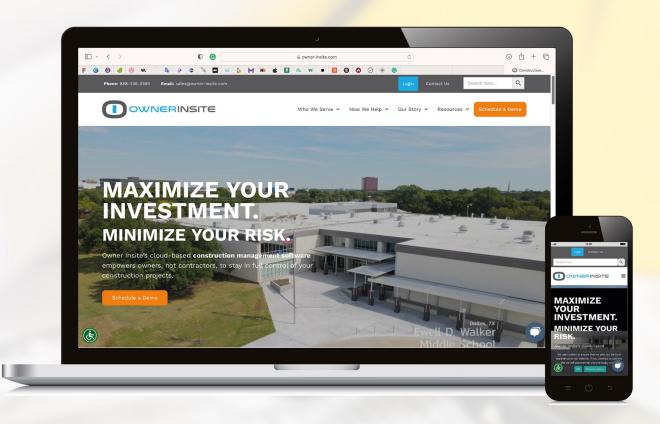
# Website I Owner-Insite

Client Project Role: UX/UI Designer Tasks: Research, Persona, User Flow, UX Theme, Style Guid Information Architecture, Prototyping Tools: Figma, Adobe XD, Illustrator, Miro Team Size: 4



# **Project Overview**

This project involves the comprehensive redesign of the Owner Insite website to deliver an improved, intuitive user experience. The redesigned website will clearly articulate the value proposition of its construction management software, detailing its key features and demonstrating its benefits. We aim to design an easy-to-navigate website rich with engaging content like client testimonials, case studies, and interactive demos to help potential clients understand the software's utility and impact. Furthermore, a dedicated support section will be developed to address user queries promptly. This redesign project seeks to provide a seamless online journey for project owners and managers from the public and private sectors, making it easier for them to discover, understand, and reach out to Owner Insite.



# **Problem Definition**

How might we redesign the Owner Insite website to provide an intuitive, seamless experience that effectively communicates the value of their construction management software, illustrates its key features, and addresses the unique needs of project owners and managers in the private and public sectors?

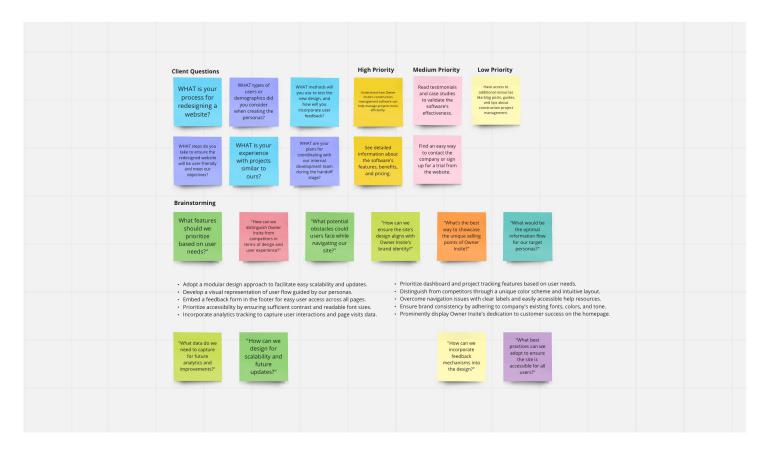
# **Proposed Solution**

The solution would completely redesign the Owner Insite website, emphasizing intuitiveness, ease of navigation, and visual appeal. We would highlight the features and benefits of their construction management software, aligning with the needs of project owners and managers. Furthermore, we'd incorporate engaging and informative content, like client testimonials and case studies, to illustrate the software's real-world impact. A dedicated support section would be created to address any user queries or issues promptly. Additionally, a comprehensive FAQ section and interactive demos could be included to help users understand the software better, promoting a seamless user experience.

### **Project Process:**

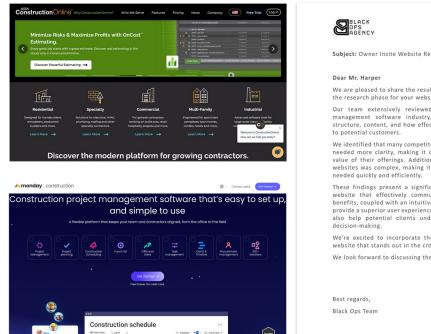
Discovery . Ideation . Design . Dev Handoff . Reflection

In the research phase, I conducted an exhaustive analysis to understand our target audience and their needs better. This involved conducting interviews with potential users, reviewing feedback on the existing website, and studying competitors in the construction management software market. I also closely worked with Owner Insite to gain insights about their unique value proposition, features, and the messaging they wanted to convey. This stage was critical in building a solid foundation for the project, informing our design choices, and ensuring we were addressing real user needs.



### Secondary Research & Competitors Analysis

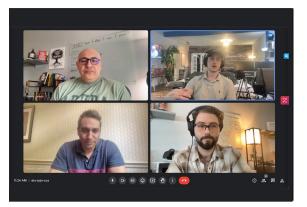
For secondary research, I analyzed construction management industry reports and market trends. I examined online forums and social media to understand our users' needs. I performed a competitor analysis, studying the website design and messaging of other construction management software providers. My research highlighted that many competitors had unclear messaging and complex navigation. This insight offered an opportunity to differentiate Owner Insite by emphasizing clear communication of its value proposition and offering an intuitive navigation structure, ensuring a superior user experience. This research helped me align our design choices with industry trends and user preferences.





# Working as a Team

In this project, our team of four professionals collaborated seamlessly, leveraging various digital tools to maintain efficient communication and coordination. We held regular online meetings, which enabled us to share insights, discuss progress, address challenges, and ensure that each member was aligned with the project objectives and milestones.



# Ideation

We began the ideation phase once we thoroughly understood the users and their needs. We brainstormed various ways to structure and present the information engagingly and intuitively. I explored different layout options, considering which design elements would best highlight the software features and benefits. Concepts like interactive demos, client testimonials, and case studies were introduced to provide tangible evidence of the software's impact. The ideation phase allowed us to push creative boundaries and come up with innovative solutions to the website design.

# Persona & User Story



ABOUT SAM





ABOUT JANE She is a 50-year-old Directo

PERSONALITY Leadership

					a second s		PAIN POIN	
	<ul> <li>Sam wants to understand how Owner Insite can help manage his projects efficiently.</li> </ul>	e and intuitive	nding a powerful, user-friendly, project management tool.	9		<ul> <li>Jane needs to find a sol managing construction renovation projects at th</li> </ul>	and manageme	to find a reliable projec nt tool compliant with public ations and standards.
Con Con	He is looking for detailet information about the software features and their benefits.     He needs to find testimonials and case studies to validate the software's effectiveness.	e within stric constraints d and prompt	In managing complex projects et timelines and budget due to lack of transparency access to critical project data.			university. • She wants clear and comprehensive informa the Owner Insite softwar • Through testimonials ar studies, Jane needs to b convinced of the softwa	tion about timely con e. stakeholder id case ie	in ensuring transparency and nmunication across multiple s involved in her projects.
SAM	SKILLS	ΜΟΤΙVΑΤΙΟ	ONS	JA	NE	SKILLS	MOTIVATI	ONS
ATTERSON	Communication	tool that en	efficient project management hances productivity, reduces and improves the project	WILL	AMS	Communication Strategic Planning	project m	to find a reliable, complian anagement tool that car her work processes.
40 Male DN: Austin,TX	Technical proficiency	Delivering su within but outcomes for	uccessful projects on time and dget, leading to positive or his company, recognition in	AGE: GENDER: LOCATION:	50 Female Austin,TX	Technical proficiency	projects t	ent of delivering successfu hat positively impact the nd its community.
ION: nstruction Management		his professio work.	onal role, and satisfaction in his	EDUCATION: MA in Public Adm	nistration			
2	JOURNEY MAP	ailed information	about the software's	R		JOURNEY MAP	ed to be able to easily	contact the company
• As fe	JOURNEY MAP a potential client, I need deta atures and benefits to unders ojects.				• As			contact the company
• As fe	a potential client, I need deta atures and benefits to unders ojects.			STAGE	• As	a potential client, I nee		CONACT/ SIGN UP
• As fe pr	a potential client, I need deta atures and benefits to unders ojects. EXPLORATION E SAM NAVIGATES HE CI THROUGH THE TESTI	tand how it can	help me manage my CONACT/	2	• As a	a potential client, I nee	the website.	conact/
AGE DISCOVERY SAM FINDS THE OWNER INSITE	a potential client, I need deta atures and benefits to unders ojects.	TAND HOW IT CAN	CONACT/ SIGN UP	STEP	As I or S     DISCOVERY     JANE LEARNS ABOUT     OWNER INSITE FROM	EXPLORATION	EVALUATION SHE READS TESTIMONIALS, CASE	CONACT/ SIGN UP CONVINCED ABOUT THE SOFTWARES
AGE DISCOVERY SAM FINDS THE OWNER INSITE WEBSITE THROUGH / SEARCH ENGINE OR A	a potential client, I need deta tures and benefits to unders ojects.	EVALUATION HECKS OUT MONIALS, CASE JES, AND MAYEE	CONACT/ SIGN UP IMPRESSED WITH THE INFORMATION, SAM DECIDES TO CONTACT OWNER INSTIF FOR A DEMO OR SIGNS UP FOR A	STEP	As: or s     or s	EXPLORATION BANE VISITS THE WESTIE TO GATHER MORE INFORMATION ABOUT THE	EVALUATION SHE READS TESTIMONIALS, CASE STUDIES, AND PERNAPS VIEWS A	CONACT/ SIGN UP CONVINCED ABOUT THE SOFTWARES POTENTIAL JANE CONTACTS OWNER INSTE FOR FURTHER INFORMATION OR SIGNS UP FOR A

# Low-Fi Prototype

In my role, I created a responsive, low-fidelity prototype for the website. This involved mapping the basic structure and functionality, ensuring intuitive navigation and responsiveness across different devices. This prototype served as the blueprint for our design, providing a basis for initial user test-

lowed us to push creative boundaries and develop innovative solutions to the website design.



# Reflection

In this project, my responsibilities included conducting market research, competitive analysis, persona creation, and user journey mapping. Leveraging my graphic design background, I developed a style guide and typography to ensure visual consistency. Additionally, I crafted a low-fidelity prototype to provide a tangible blueprint of the website's structure and functionality. With these foundational pieces completed, I handed over my work to the design and development team, confident that my research and groundwork would guide them in creating a successful, user-centric website for Owner Insite.

