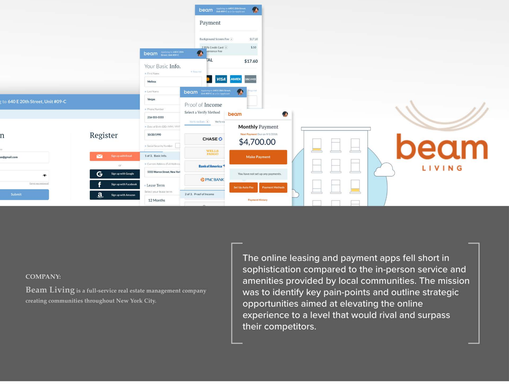
CASE STUDY 1



COMPANY:

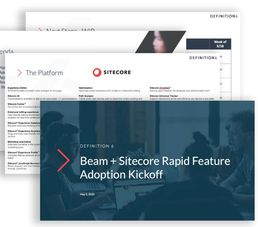
Beam Living is a full-service real estate management company creating communities throughout New York City.

The online leasing and payment apps fell short in sophistication compared to the in-person service and amenities provided by local communities. The mission was to identify key pain-points and outline strategic opportunities aimed at elevating the online experience to a level that would rival and surpass their competitors.

PROBLEMS:

- Legacy CMS system leads to frustrating Administrator experience
- Disjoined user experience for multiple users throughout the lifecycle of the same unit journey
- The leasing and payment lacks the community brand aesthetics
- Too many steps to apply for leasing leading to user abandonment
- Separate payment platforms for potential and existing residents requires duplicate accounts
- Current app does not support income verification, necessary for true online application experience

[UX Tasks Performed: **UX/UI audit, presentation deck, client presentation**]



SOLUTIONS:

- Use Sitecore as the new platform with a robust CMS system with WYSIWYG for better adoption to business needs
- Redesign the leasing and payment experience to be more seamless and consistent with the communits' brand
- Create a standardization rules for different communities to follow and developers to implement
- Provide the ability for the potential and existing customers use the same system to apply and make payments under the same account.
- Have robust features like income verification, guarantor assignments, and application status to increase online user experience

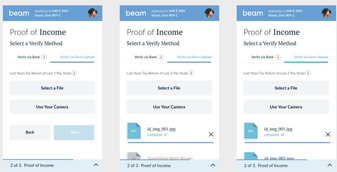
[UX Tasks Performed: **Presentation deck, client presentation**]

KEY FACTS:

The site and the app runs on a single Sitecore Experience Platform Instance and leverages a common library of custom-built components across all communities.

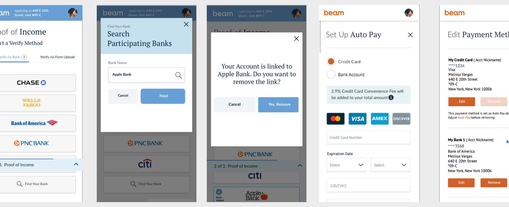
SITECORE

Seemless Integrated of Obligo, a 3rd Party income verification system, was used to meet the business needs.



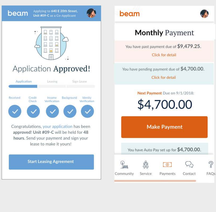
Plaid was used as the technology for payments that both potential and existing residents can take advantage of for flexible payment options.

[UX Tasks Performed: **User flows, wireframes, mockups, client feedback sessions**]



Users of the leasing application and payment are constantly informed of progress through a simple interface and push notifications.

[Tasks Performed: **User Flows, wireframes, mockups, client feedback sessions**]



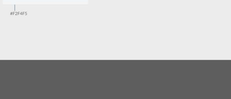
Style guide are provided to hand-over to the development team instructions on how to build-out the designs.

[Tasks Performed: **Style guide, redlines**]

Forms, Input, & Selectional

Tabs

Buttons / CTAs



OUTCOME:

The revamp of the leasing application and payment apps allowed for a more fluid experience for both the potential and existing residents. It also ushered in higher application conversions, an increase in residents using the mobile app as their payment system, and created a framework for the communities to stay in touch with their residents through alerts and notifications.

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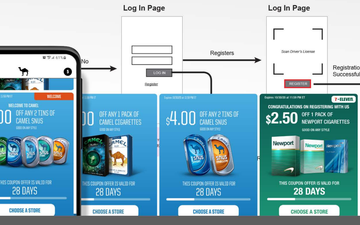
CASE STUDY 2



REYNOLDS AMERICAN
A MEMBER OF THE BRITISH AMERICAN TOBACCO GROUP

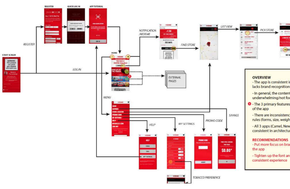
COMPANY

Reynolds American, Inc. is an American tobacco company is an American tobacco company that is a subsidiary of British American Tobacco and is the second-largest tobacco company in the U.S.

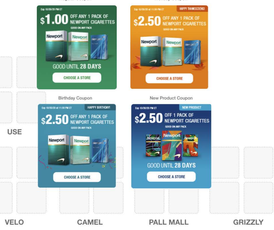
The Client wanted to explore mobile opportunities in delivering constant and scalable content through their brand of products (Camel, Newport, Natural American Spirit, Grizzly, Pall Mall, Lucky Strike, Vuse, and Velo).

PROBLEM:

- All the brands have different set of design and UX patterns
- Only three brands of nine have coupons available
- Native app is only available for Android due to tobacco regulations on the Apple App Store
- Disjointed coupons redeeming experience for the brands with coupons available
- User drop-off from website to coupon redemption
- Coupons are not scalable for promotional opportunities



[UX Tasks Performed: **UX/UI Audit, presentation deck, client presentation**]



SOLUTION:

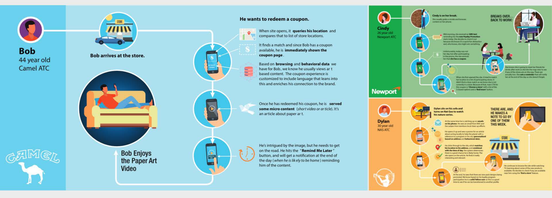
- Define and implement a design system for all nine brands to follow at the PWA and app level and transmit them to each brand/brand agencies
- Rollout coupons abilities to all nine brands to collect user information and increase sales
- Redesign the coupon experience to streamline the onboarding and enhance coupon redemption experience
- Create a PWA on top of the app application architecture for iOS to get access to coupons
- Identify where user's are dropping off and address pinpoints through iterative process
- Add personalization and customization to deliver promotions and features based on user behaviors and preferences

[UX Tasks Performed: **Presentation deck, client presentation**]

KEY NOTES:

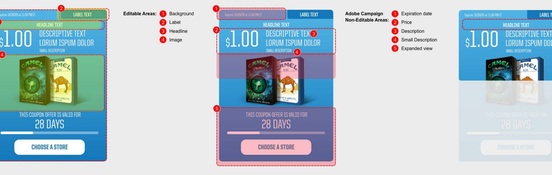
User flows were created to define opportunities for utilizing the new architecture and access points where customized content can be leveraged through different personas.

[UX Tasks Performed: **User journey diagram for different brands**]



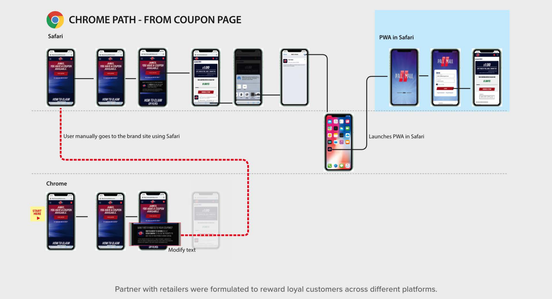
Coupons were redesigned for enhanced user engagement and to enable each brand to customize couples based on personal profile and special occasions.

[UX Tasks Performed: **Application mapping, user flows, wireframes, prototypes, mockups, client presentation, coordination with internal/external agencies, style guide, redlines**]



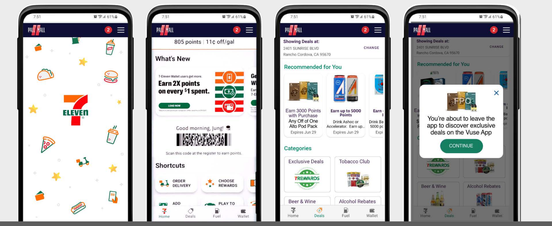
PWA was rolled out for iOS users to have same native app experience that Apple App Store disallowed due to tobacco regulations.

[UX Tasks Performed: **Cross-functional collaboration, user flow, mockups, client presentation**]



Partner with retailers were formulated to reward loyal customers across different platforms.

[UX Tasks Performed: **Document rules for brands and retailers integration, user flows, mockup oversight, redlines**]



OUTCOME:

This opportunity led to the auditing of the entire portfolio of brands for inconsistencies in styles and user experience across different channels and formulated recommendations to bring all brands together as a whole under a strict design and architectural rules.

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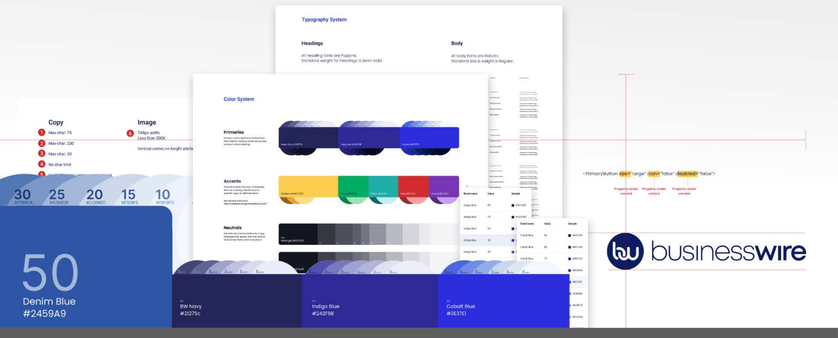
CASE STUDY 3



COMPANY

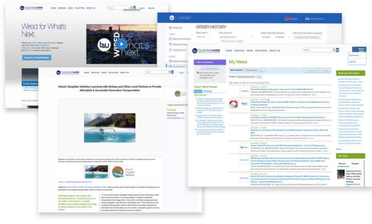
Business Wire helps companies and agencies distribute press releases globally to various audiences, including news media, financial markets, investors, and online platforms.

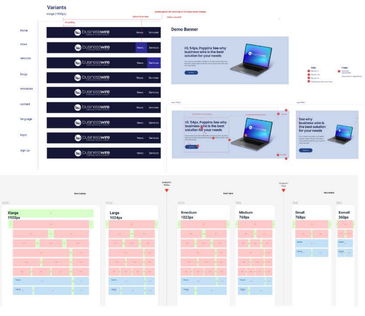
The company strives to elevate the visual aesthetics, user satisfaction, and overall user experience across the entire user journey, ensuring alignment with the high standard of service provided to its customers.

PROBLEM:

- Outdated visual aesthetics
- Inconsistencies in brand execution across various user touchpoints
- Accumulation of substantial design and technical debt over the years
- Lack of a defined process and standardization

[UX Tasks Performed: **UX/UI audit, stakeholder presentation**]

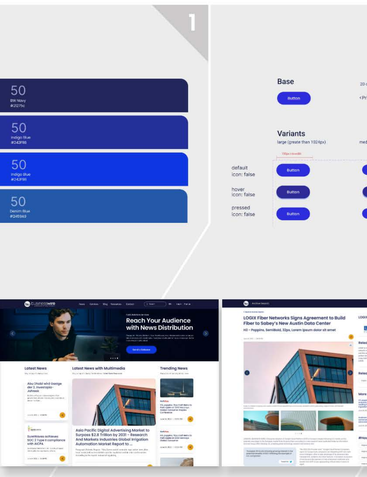


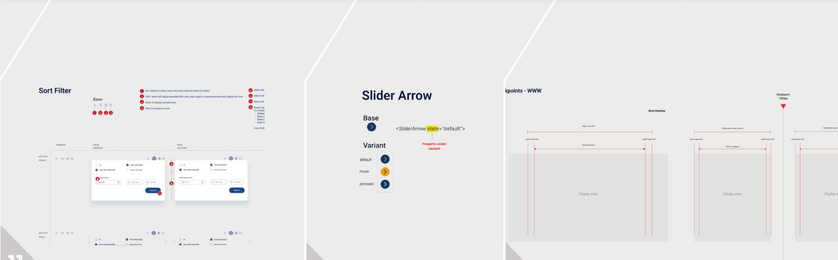


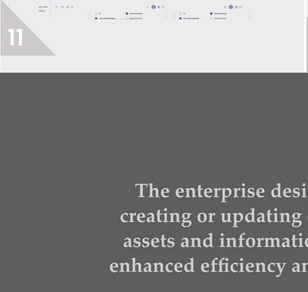
SOLUTION:

- Conduct affinity mapping for components and colors
- Transition all design endeavors to a unified design tool, specifically Figma
- Develop an enterprise-level design system encompassing:
  - Colors, typography, scaling, hierarchical rules, grids, and modes
  - Comprehensive component definitions
  - Establishment of common language rules
  - Creation of governance documentation
- Formulate an implementation and sustainability plan

[Keys to Success : **Design tool migration plan, cross-functional work sessions, develop a successful design system that UX design, marketing and engineering can agree on**]







OUTCOME:

The enterprise design system serves as the single source truth for creating or updating components. With this centralized repository of assets and information, both the design and engineering teams gain enhanced efficiency and ensure consistency across all user experiences.

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