

Case Studies 2021/22

HI THERE, MY NAME IS

Mateusz Saniewski

Over 10 years of experience as a UX/UI expert. For several years ran a small 5-person design agency UXOX. Former front-end developer. Mentor for at least 7 designers out there. As one of about 30 Poles certified by the Nielsen/Norman Group - creators of the UX concept and industry leaders.

Privately, a happy husband and father with a passion for angling and backpacking.

+48 693 435 504

hello@uxox.pl





My key responsibilities

- Audit of the v.1.0 build of the webapp (Heuristic Evaluation)
- Discovery (Competition, Stakeholder, Tech & Business Requirements, Personas, User Flows)
- Wireframes and HiFi Prototype
- Stakeholder Workshops
- Usability testing
- Developer Handoff
- Review of developed v.2.0

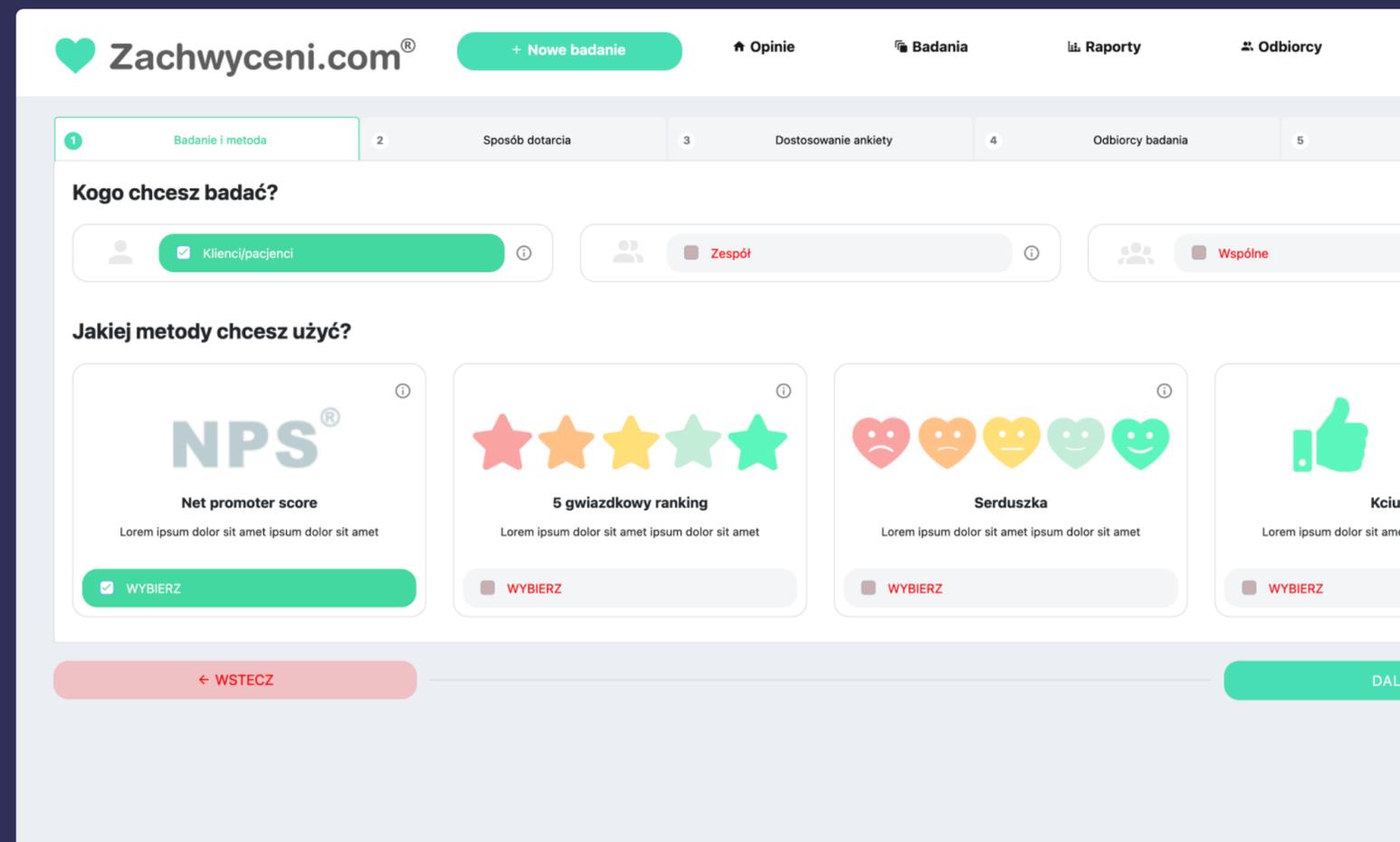
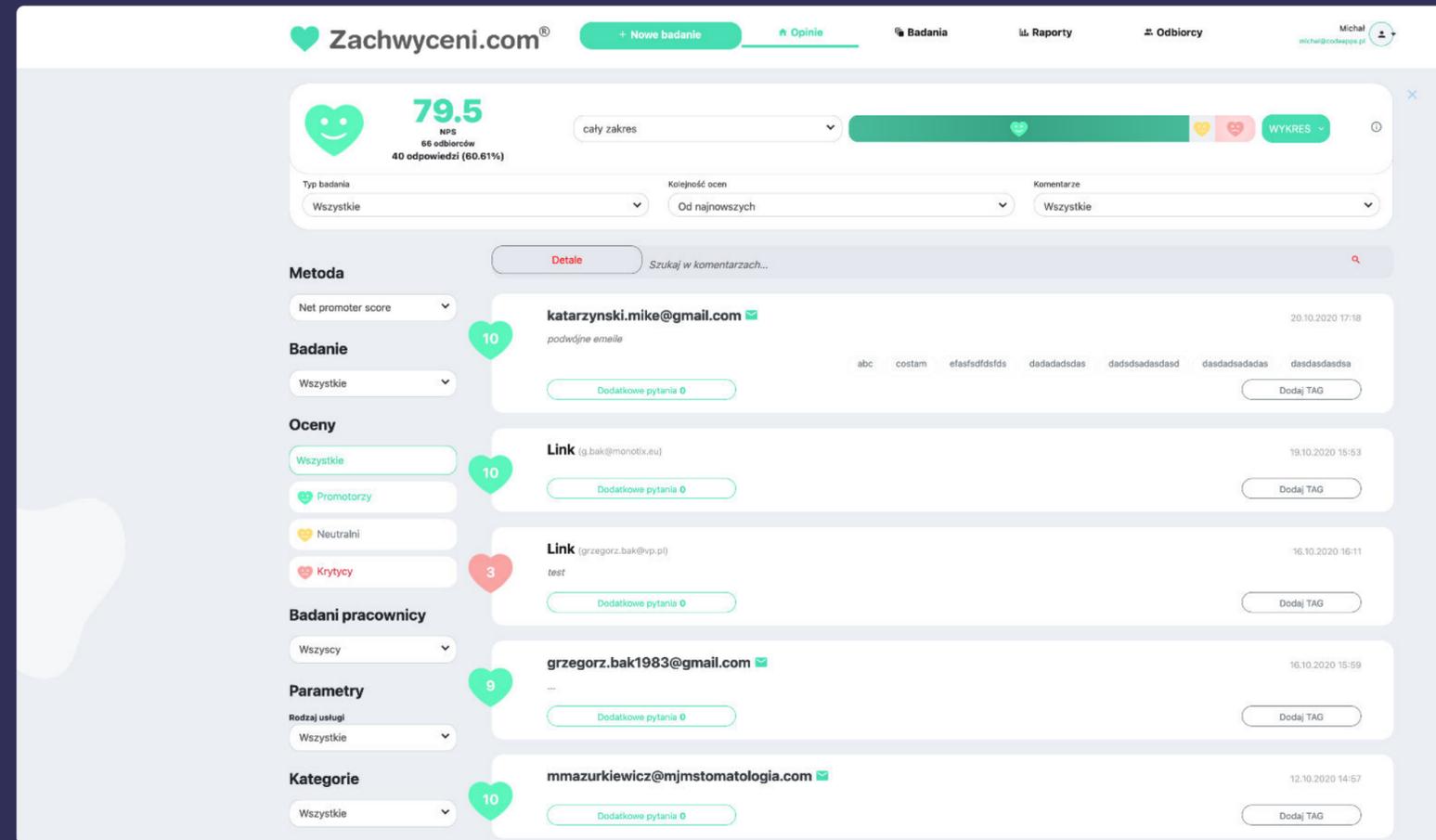
Business Context

In cooperation with CodeApps software house, I was involved in the redesign of the newly created NPS research platform for medical industry facilities.

Originally, the platform was designed by a foreign software house **as an MVP**, but the client was not satisfied with both quality of the code and the design even for MVP stage.

After completing the work on the UX/UI audit client decided to extend our cooperation; this time we were supposed to prepare wireframes with improved information architecture, and then a hi-fi prototype which will serve as a layout for MVP version.

The original appearance of the application before the redesign. The client wanted to maintain a "sweet" stylistics.



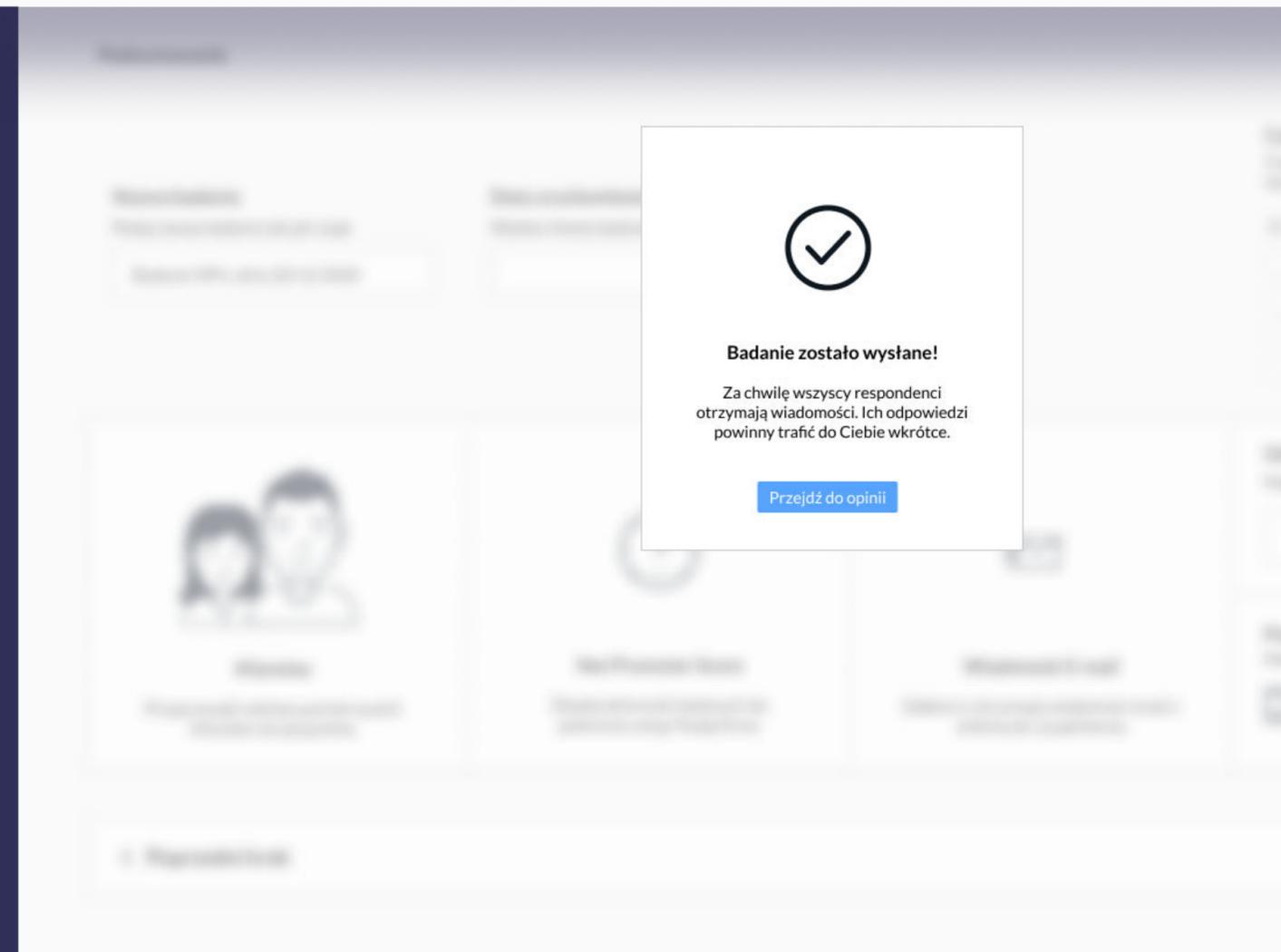
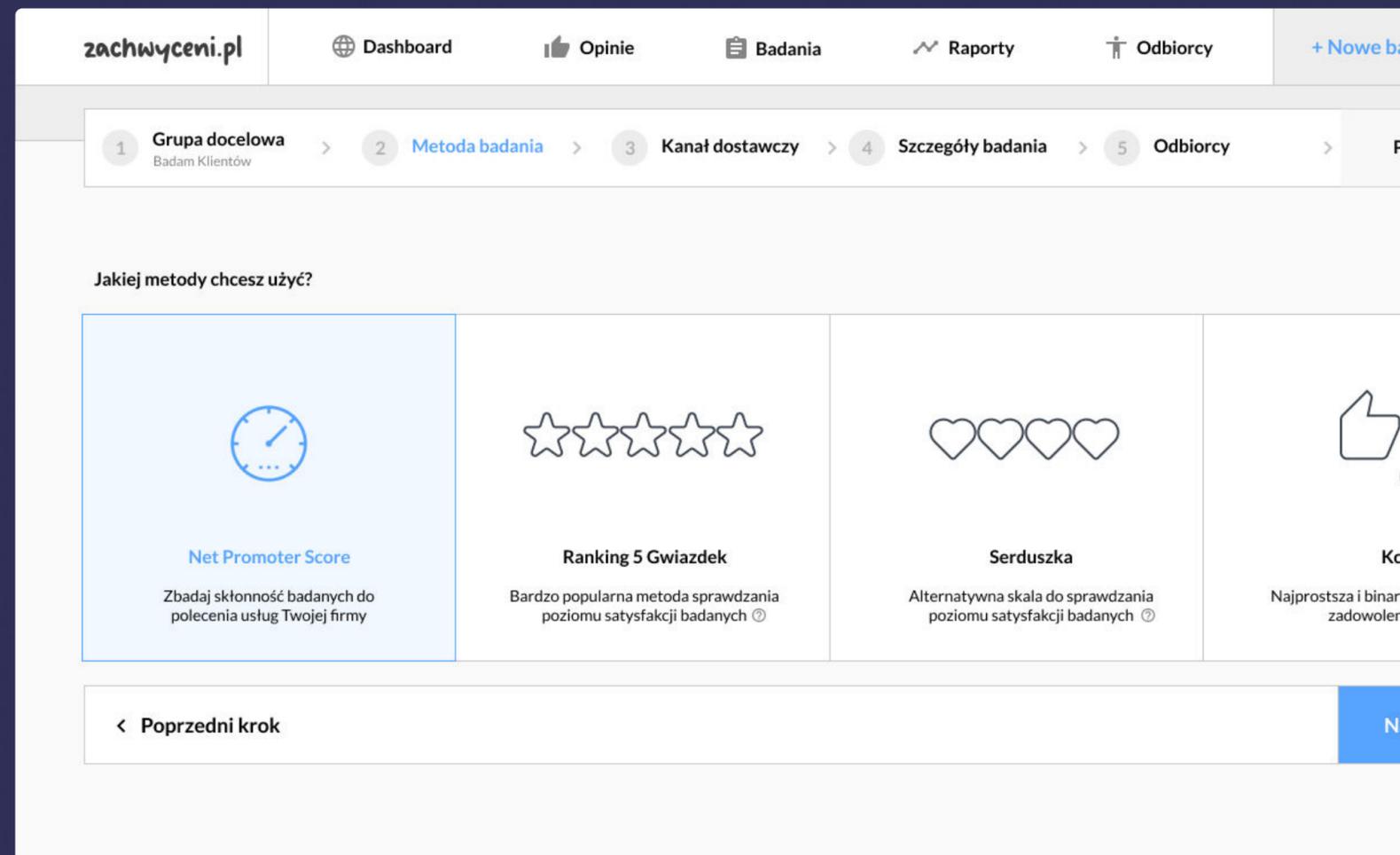
Discovery

During the discovery phase we managed to run proper kickoff meeting to establish framework and timeline for our upcoming cooperation. As per “Double Diamond” methodology our first step was to discover current versions shortcomings. We managed to achieve it by doing some basic research:

- Heuristic Evaluation (Audit)
- Competition analysis
- Stakeholder interview
- Tech & Business Requirements (Brief)
- Proto Personas
- User Journey / Flows

Wireframes

Based on data gathered during discovery phase I was able to prepare wireframes for all the main screens and flows and present them to our stakeholder and developers. After few iterations and improvements we managed to create a final version of new IA.



ZACHWYCENI.PL

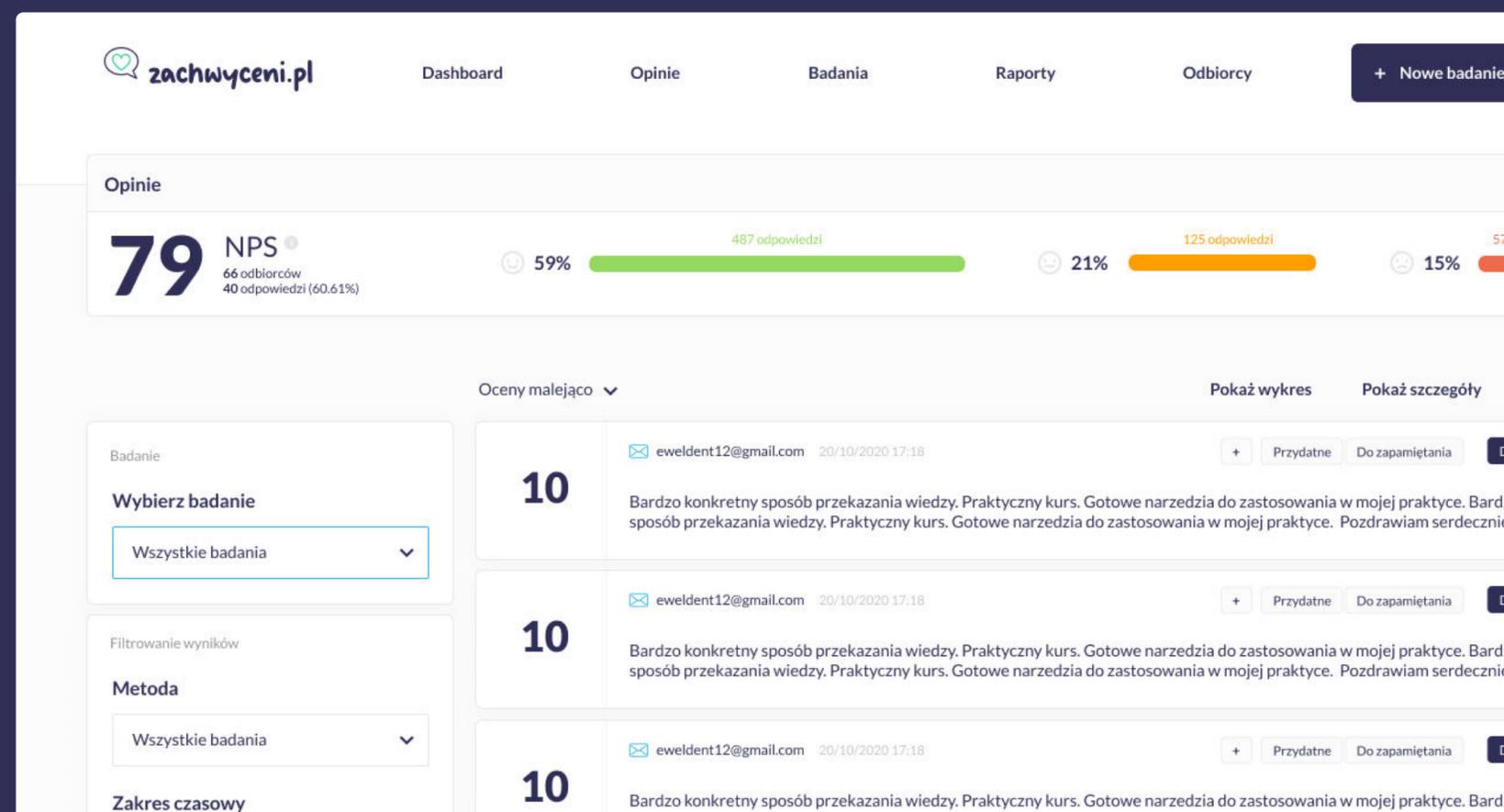
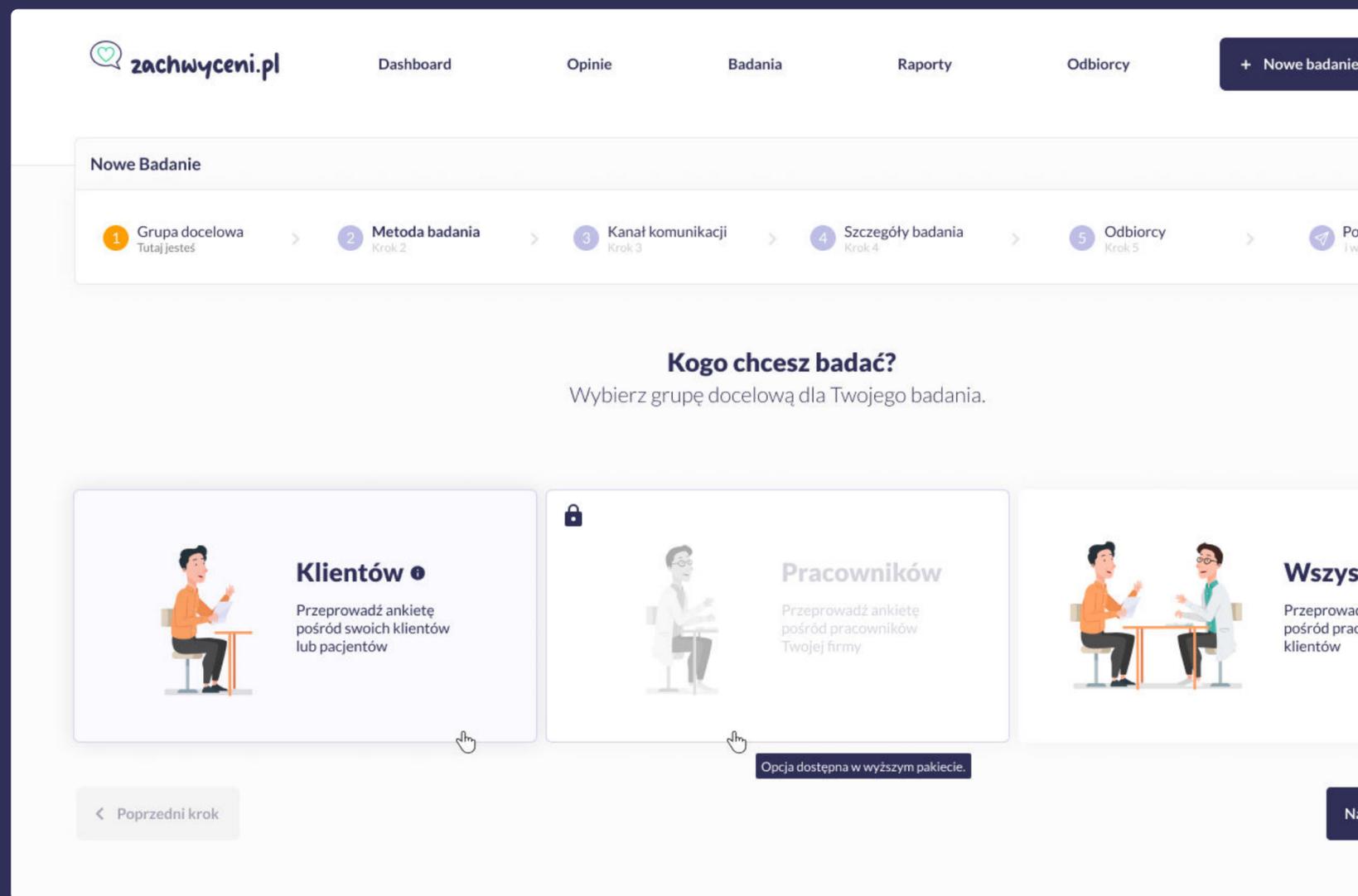
Hi-Fi Prototype

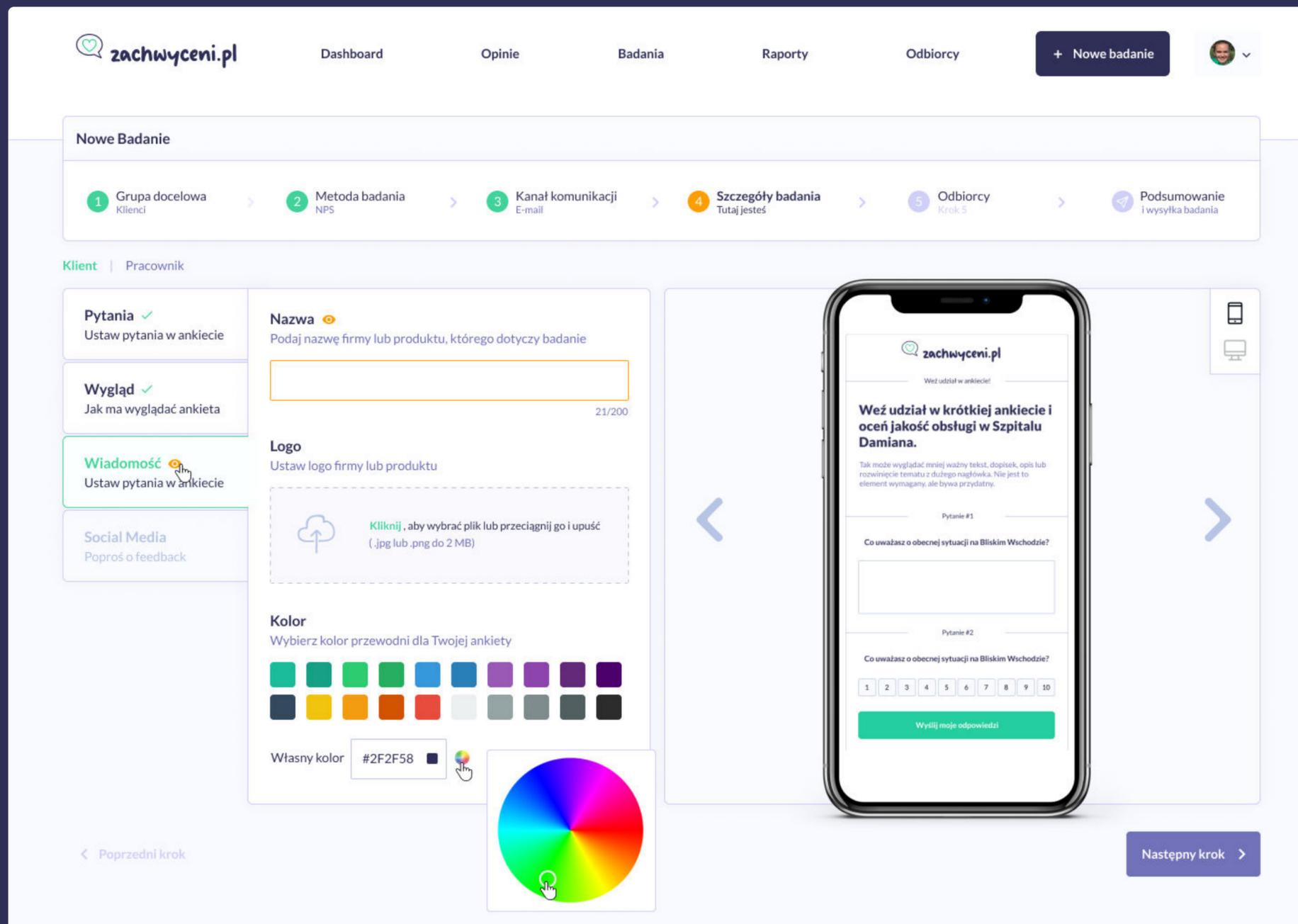
During the creation of wireframes, and later prototyping, the client entrusted us with an increasingly wide range of works. We created proposals for a new logotype, e-mail templates, and even completely changed the flow of the application. We also managed to get rid of the overly sugary atmosphere of the website.

We engaged an illustrator from South Africa to work on the illustrations, and she did a great job. The website was simple and clear, but thanks to beautiful illustrations, it still retained a light and friendly character.

(1) View of the first step in the process of creating a new NPS survey by a website user

(2) Summary view of the current state of the NPS survey with statistics and a list of all surveys





(3) The next step in the process of creating a new NPS survey. This time a step responsible for the visual aspects of the displayed survey along with the preview on stationary and mobile devices



(4) Email template prototype

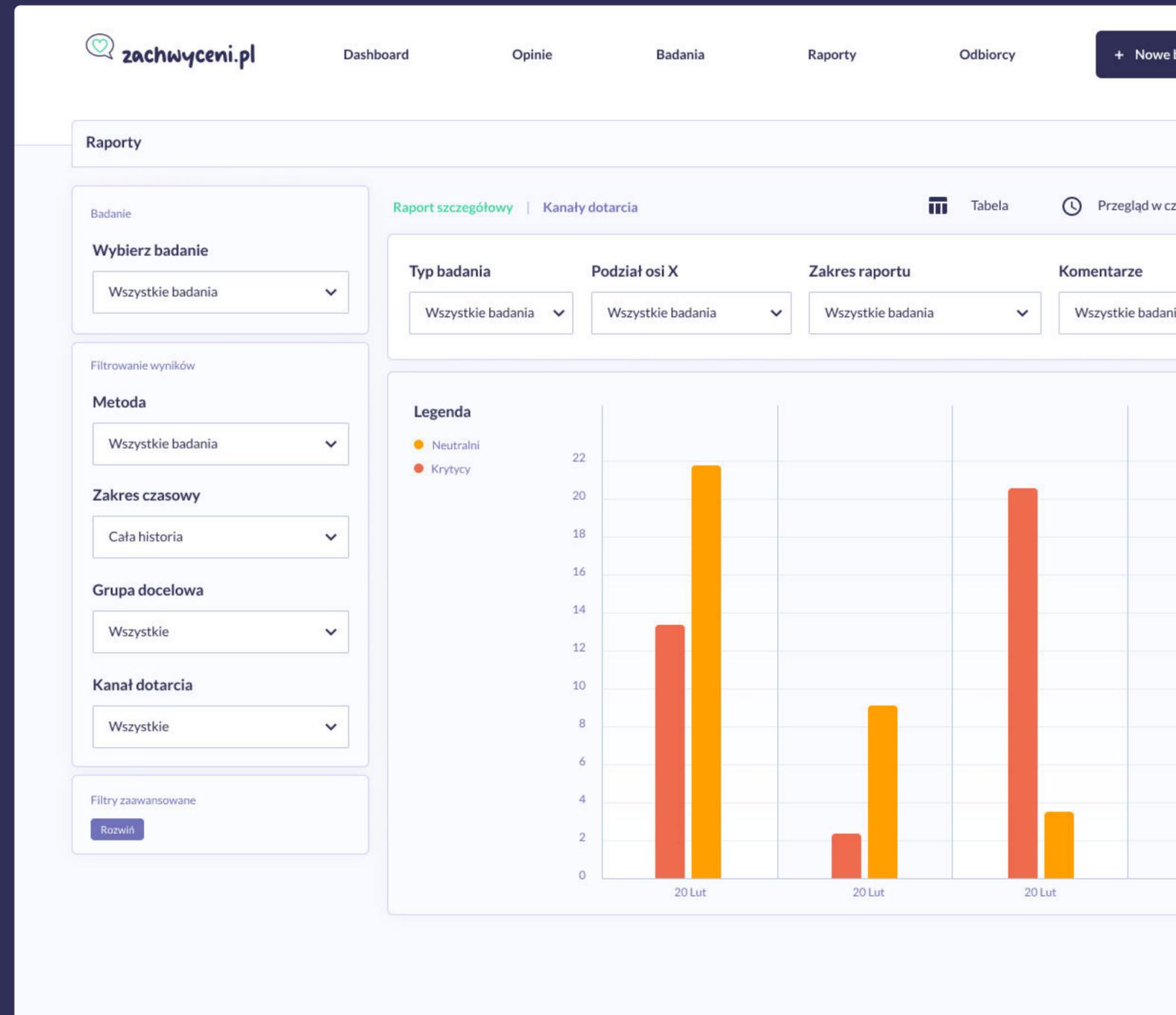
Developer Handoff

Last step was to introduce CodeApps developers to Figma and hand off the project to them. For next 3 months we were working closely together to make sure CSS code looks exactly like our prototype and interactions/animations are all in place both for desktop and mobile devices and different browsers. My previous experience with Frontend development and knowledge of HTML/CSS/JS was really useful in that process.

Final thoughts

We managed to close the project in around 6 months without any serious trouble. Two months ahead of deadline. This is definitely one of more smooth and successful projects I've been involved in for past few years.

I'm really proud of it since I was able to learn a lot of new things about project management and medical/scientific webapps.



(1) By adding more filtering options we managed to make complex and data heavy screens much more user friendly and easy to scan / use on a daily basis.



My key responsibilities

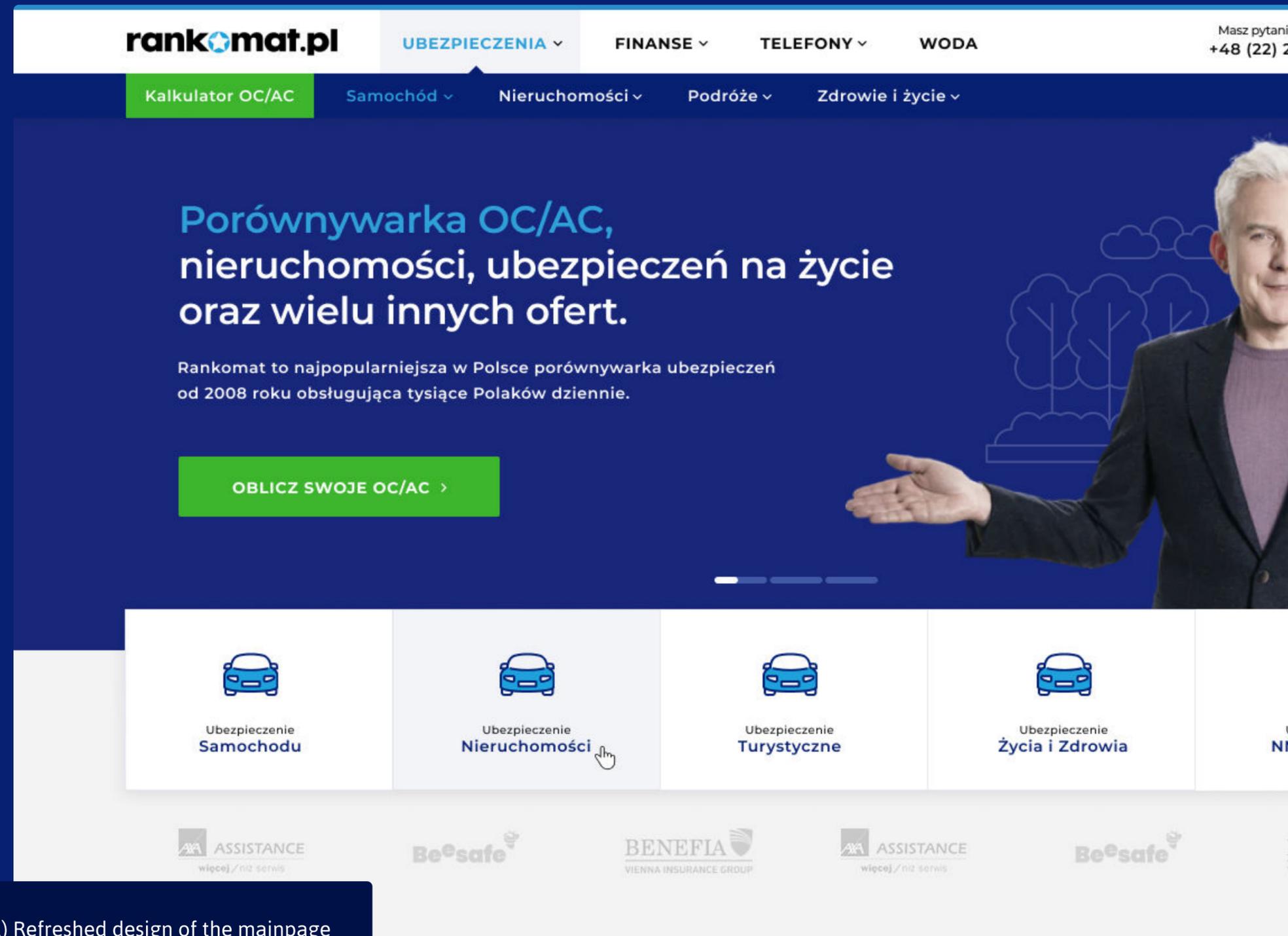
- Audit of the whole platform (Heuristic Evaluation, WCAG, Mobile, UI)
- Initial research (Competition, Stakeholder, Requirements, Personas, User Flows, Technology)
- Quantitative data research (Analytics, Hotjar)
- Stakeholders Workshops
- Mockup design

RANKOMAT.PL

Audit + Mockups

Commissioned by rankomat.pl, we prepared a UX/UI audit of the then version of their website. The audit covered all subpages of the website, but we paid special attention to the process of purchasing motor insurance.

The UX part of the audit concerned information architecture, conversion and user behavior research, and the UI part focused on improving the readability of content and its accessibility according to WCAG. The audit documentation had over 100 pages, where we extensively discussed quantitative research along with our recommendations, and we also created visualizations of selected subpages based on our recommendations.



(1) Refreshed design of the mainpage based on our recommendations.

Audit + Mockups

As part of the audit, we redesigned elements and functionalities such as:

- Upper navigation bar
- Mobile look of the entire website
- Compliance with WCAG (basic level)
- The process of buying insurance
- Offer filtering functionality
- Global Search
- Contact form
- Footer
- Animations and interactions
- Color
- Fonts (H1-H6)
- Information Architecture
- UX Writing (formulation of key content)

We based our design decisions on available user data gathered in Google Analytics and Hotjar.

(2) Visualization of the mobile version of the homepage



Masz pytania? Zadzwoń +48 (22) 270 00 00

**Porównywarka OC/AC,
nieruchomości,
ubezpieczeń na życie
oraz wielu innych ofert.**

Rankomat to najpopularniejsza w Polsce porównywarka ubezpieczeń od 2008 roku obsługująca tysiące Polaków dziennie.

OBLICZ SWOJE OC/AC >



Ubezpieczenie
Samochodu



Ubezpieczenie
Nieruchomości



Ubezpieczenie
Turystyczne



Ubezpieczenie
Życia i Zdrowia



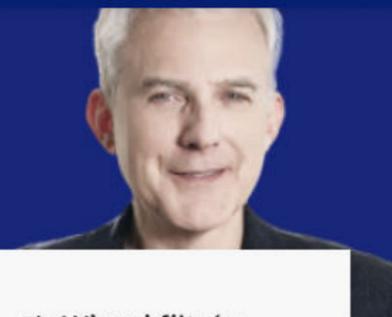
Ubezpieczenie
NNW Szkolne



Inne
produkty



Znaleźliśmy 14 ofert ubezpieczenia Twojego pojazdu

 BMW Serie 6 z 2015 roku, Ubezpieczenie od 19-05-2022 [Edytuj dane](#)

Sortowanie

Od najlepszych ▾

Oferty zawierające

OC

AC

ASS

NNW

Więcej filtrów

Zaznaczyłeś 4 oferty ubezpieczeń [Wyślij na e-mail](#)

<input type="checkbox"/>		Zakres ubezpieczenia OC AC NNW	Promocje i bonusy Otrzymujesz 50zł ⓘ Rankopomoc prawna ⓘ	775,32 zł Szczegóły oferty	Kup online > lub zamów rozmowę
<input type="checkbox"/>		Zakres ubezpieczenia OC AC	Promocje i bonusy Otrzymujesz 50zł ⓘ Rankopomoc prawna ⓘ	804,00 zł Szczegóły oferty	Kup online > lub zamów rozmowę
<input type="checkbox"/>		Zakres ubezpieczenia OC NNW	Promocje i bonusy Otrzymujesz 50zł ⓘ Rankopomoc prawna ⓘ	854,79 zł Szczegóły oferty	Kup online > lub zamów rozmowę

(3) Visualization of the next step in the purchasing process. A list of offers based on the user's previous choices



My key responsibilities

- Team/Project management (Front-end, Back-end, Wordpress Dev, SEO Expert, Content Writers)
- Initial research (Competition, Stakeholder, Requirements, Personas, User Flows, Technology)
- Stakeholders Workshops
- Wireframes
- Testing and watching over whole implementation process
- Cooperation with external services like payment gates, delivery services, accounting, legal team, warehouse, storage management etc.

Sneakersy Pink Love



-20%

Różowe sneakersy Pink Love

- Materiał:** eko-skóra
- Kolor:** Różowy
- Koturna:** 4 cm (z podeszwą)
- Podeszwa:** 2 cm
- Wkładka:** eko-skóra

59,99 zł ~~165 zł~~

Rozmiar

Tabela rozmiarów

DODAJ DO KOSZYKA →

24H Dostawa do kraju

14 DNI NA ZWROT
Na wszystkie modele

DOSTAWA GRATIS
Już od 200 złotych

ZNIŻKI DO -70%
Dla stałych klientów

Metody płatności

Cholewka solidnie wykończona - skóra naturalna - lakierowana. Licowa

Sposoby dostawy

Wygodny fason marki Gino Rossi. Cholewka solidnie wykończona - skóra naturalna - lakierowana. Licowa

BUTYBUCIKI.PL

Design + Development

Cooperation with the butybuciki.pl online shoestore was not limited only to designing the store's website from scratch, but also to implementing the project on the Wordpress / Woocommerce platform, as well as its optimization, connecting the payment system, securing servers, etc. In a word, "Full Service".

We also integrated UX tools such as MS Clarity, Google Analytics to the platform for future research and UX improvements. Unfortunately after two years shop has been closed.

(1) The final design of the product subpage with the option to choose the shoe size. In accordance with the customer's expectations - simple and elegant. Royal purples and whites guarantee that.

BUTYBUCIKI.PL

Design + Development

The project lasted about 4 months. There was no previous version of the store, so we had a clean slate and full design freedom.

The only determinant was the client's vision. The store was supposed to be clean, transparent and at the same time "unobtrusively elegant"

(2) The element breaking the minimalist form of the store were occasional promotional boxes that often broke the website's grid.

Bestsellery



Czarne trampy Gimi
95 zł -20%



Szpilki księżniczki Galerianki
95 zł 165 zł



Papucie przy domu
95 zł -20%



Cegły ze sznurkami na wakacje
95 zł 165 zł

WORKERY I SZTYBLETY
Idealne do jesiennych stylizacji
[SPRAWDŹ](#)



Newsletter
Dołącz do naszego klubu - bądź na bieżąco z najlepszymi promocjami i otrzymuj kupony rabatowe.

[ZAPISZ](#)

Koszt dostawy od **15 ZŁ** [SZCZEGÓŁY](#)

X2

DO DRUGIEJ PARY BUTÓW SPORTOWYCH DEZODORANT GRATIS

[SPRAWDŹ](#)

Promocje



SANDAŁY



WYSYŁKA W 24H
Na terenie całego kraju



14 DNI NA ZWROT
Na wszystkie modele



DOSTAWA GRATIS
Już od 200 złotych

Rozmiar 36 37 38 39 40 41 42 35

Kolor Turkusowy

× Usuń filtry

Wyświetlanie 1-40 z 47 wyników

Sortuj po najnowszych



Czarne trapery Gimi

95 zł -20%



165 zł

Szpilki księżniczki Galerianki

95 zł



Papucie przy domu

95 zł -20%



Cegły ze sznurkami na wakacje

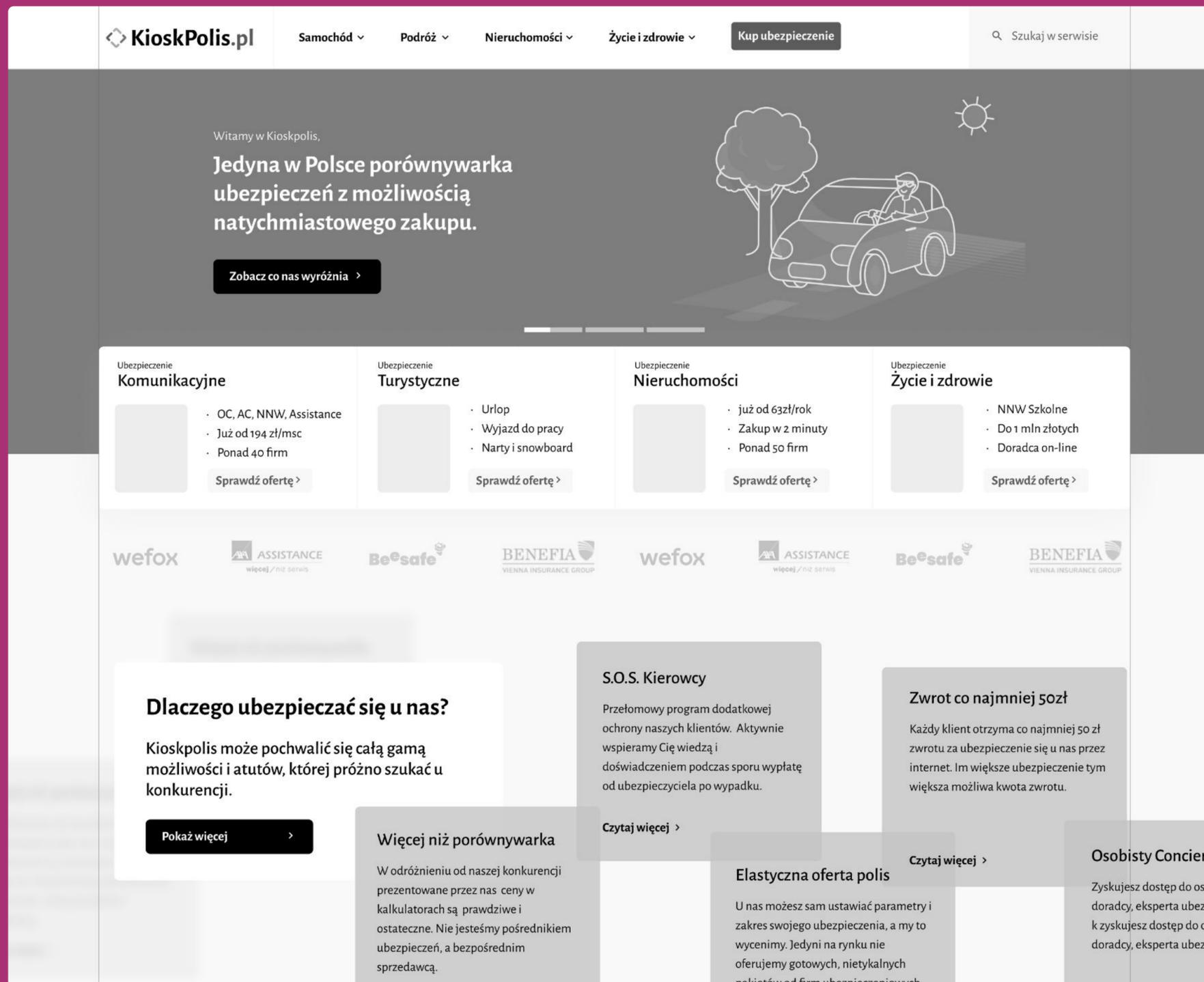
95 zł ~~165 zł~~

(3) The final design of the subpage with a list of products and filtering by size and color, as well as extensive sorting.



My key responsibilities

- Audit of the whole platform (Heuristic Evaluation, WCAG, Mobile, UI)
- Initial research (Competition, Stakeholder, Requirements, Personas, User Flows, Technology)
- Quantitative data research (Analytics, Hotjar)
- Stakeholders Workshops
- Mockup design



KIOSKPOLIS

Audit + Wireframes +

Another client from the insurance industry which clearly likes us. This time, the insurance service Kioskpolis.pl commissioned us to audit their website.

From the very beginning, we agreed that our recommendations would be presented in the form of simple gray, functional wireframes, to make it easier to visualize the solutions and changes recommended by us in the audit.

As always - we were provided with access to Hotjar and Analytics

(1) Wireframe of the main page of the website. Very much changed compared to the then live version

KIOSKPOLIS

Audit + Wireframes +

After discussing the audit and wireframes, our client, like the vast majority of our clients, decided to go one step further with the design.

This is how the mockup version of the website was created. It was to serve only as an inspiration for the graphic designer who would be responsible for the final graphic design.

(2) Colored mockup of the lower part of the website and the footer. Created based on an audit and wireframes approved by the client

naszym serwisie dokończysz też transakcję, a cały proces od wypełnienia formularza do zakupu polisy zajmie Ci parę minut. Nie tracisz czasu na dojazdy, kolejki czy spotkania, a przy tym zyskujesz pewność, że nie przepłacasz! W razie potrzeby możesz też skonsultować się z naszym doradcą online lub uzyskać pomoc telefoniczną.

Czy wypełnienie formularza zobowiązuje do kupna polisy? ▾

Jak działa nasza porównywarka OC? ▾

Odpowiedz na swoje pytanie?

kontakt@kioskpolis.pl

+48 22 320 08 80

Uruchom czat z doradcą

Newsletter

Śledź najnowsze oferty, promocje i informacje z branży ubezpieczeń

Twój adres e-mail

Wyrażam zgodę na otrzymanie na podany adres e-mail informacji o nowościach, promocjach, produktach od KioskPolis.pl Sp.z o.o. W każdym momencie możesz się wypisać.

Potwierdzam dołączenie do newsletter >

Ubezpieczenia Komunikacyjne

- OC/AC
- NNW
- Assistance
- Już od 194 zł/msc
- Ponad 40 firm

[Sprawdź ofertę >](#)

Ubezpieczenia Turystyczne

- Urlop
- Wyjazd do pracy
- Narty i snowboard
- Sporty ekstremalne
- Ubezpieczenie auta

[Sprawdź ofertę >](#)

Ubezpieczenia Nieruchomości

- już od 63zł/rok
- Przeciwpowodziowe
- Przeciwpozarowe
- Przeciwzłodziejowe
- Ponad 50 firm

[Sprawdź ofertę >](#)

Ubezpieczenia Życia i zdrowia

- Zdrowie
- Życie
- NNW Szkolne
- Do 1 mln złotych
- Doradca on-line

[Sprawdź ofertę >](#)

 KioskPolis.pl

[Poradniki](#)

[Regulamin](#)

[Polityka prywatności](#)

[Dokumenty](#)

[Kontakt](#)

2022 Kioskpolis.pl Wszelkie prawa zastrzeżone. Nota p

(3) Hi-Fi mockup of the blog's subpage. We designed both for stationary and mobile devices. Finally, the client decided on a different color scheme of the website, but our information architecture is to be implemented soon.

The desktop view of the website features a white header with the KioskPolis.pl logo and navigation menus for 'Samochód', 'Podróż', 'Nieruchomości', and 'Życie i zdrowie'. A 'Kup ubezpieczenie' button is prominently displayed. A search bar is located on the right. The main content area has a dark blue header with the article title 'Najtańsze OC – jak zapłacić jak najmniej?' and an illustration of a car. Below the title is a white box containing metadata: 'Opublikowany 10 maja 2021', 'Ocena użytkowników 4.6/5 - (37 votes)', 'Liczba komentarzy 5487', and 'Autor Grzegorz Majkar'. The article text begins with 'Masz w planach zakup pierwszego samochodu i szukasz od razu najtańszego OC?'. A dark blue call-to-action box offers a calculator for finding the best insurance policy. A 'Doradca on-line' section provides contact information for Grzegorz Majkar. At the bottom, a section titled 'Najtańsze OC – maj 2021' includes a testimonial from a 38-year-old resident of Płock and a video thumbnail with the title 'Kiedy najlepiej kupić dodatkowe ubezpieczenie?'.

The mobile view of the website features a dark blue header with the KioskPolis.pl logo, a search icon, a phone icon, and a hamburger menu icon. The main content area has a dark blue header with the article title 'Najtańsze OC – jak zapłacić jak najmniej?'. Below the title is a white box containing metadata: 'Autor Grzegorz Majkar', 'Opublikowany 10 maja 2021', 'Ocena użytkowników 4.6/5 - (37 votes)', and 'Liczba komentarzy 5487'. The article text begins with 'Masz w planach zakup pierwszego samochodu i szukasz od razu najtańszego OC?'. A dark blue call-to-action box offers a calculator for finding the best insurance policy. A 'Doradca on-line' section provides contact information for Grzegorz Majkar. At the bottom, a section titled 'Najtańsze OC – maj 2021' includes a testimonial from a 38-year-old resident of Płock and a video thumbnail with the title 'Kiedy najlepiej kupić dodatkowe ubezpieczenie?'.

N E T I A

My key responsibilities

- Audit of the whole B2B part of the platform (Heuristic Evaluation, WCAG, Mobile, UI)
- Initial research (Competition, Stakeholder, Requirements, Personas, User Flows, Technology)
- Quantitative data research (Analytics, Hotjar)
- Stakeholders Workshops
- Wireframes
- Work in progress...

NETIA

Audit + Wireframes

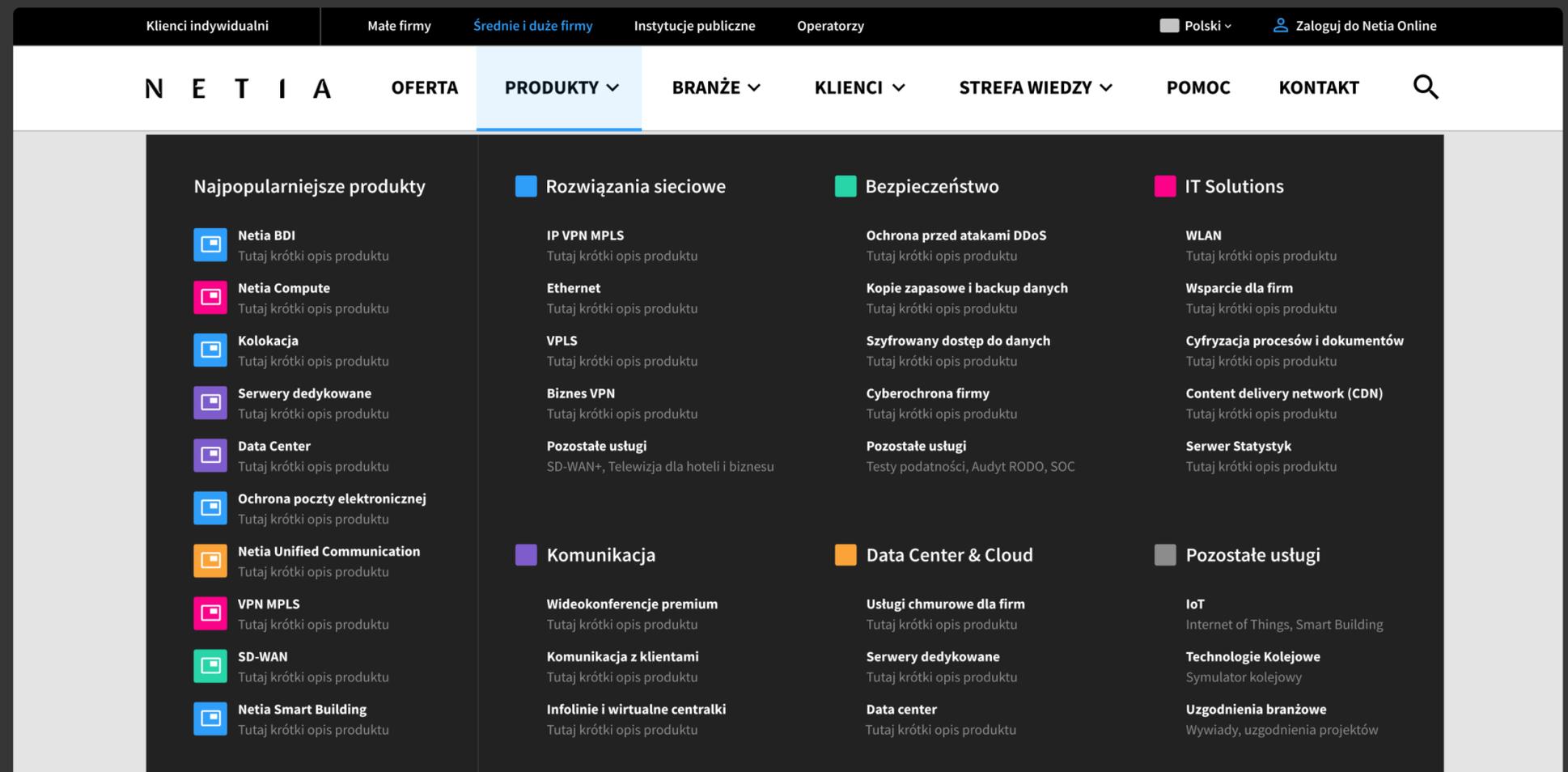
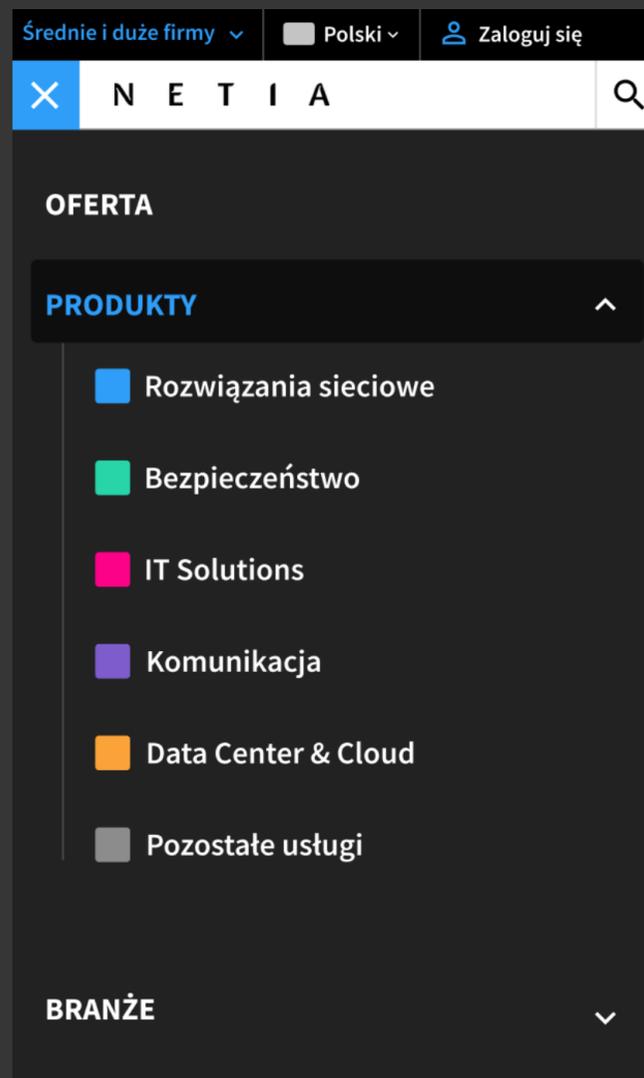
At the request of Netia, we undertook an audit of their website in terms of improving the conversion of the contact form in the B2B section.

The audit was enriched with wireframes of our recommendations.

We were able to investigate customers quantitative data from Analytics and Hotjar. There was no budget and time for qualitative research but we still found out a lot of interesting things.

Whole audit was over 70 pages long and 50 mockups were created in Figma. We are still cooperating and optimizing the platform though.

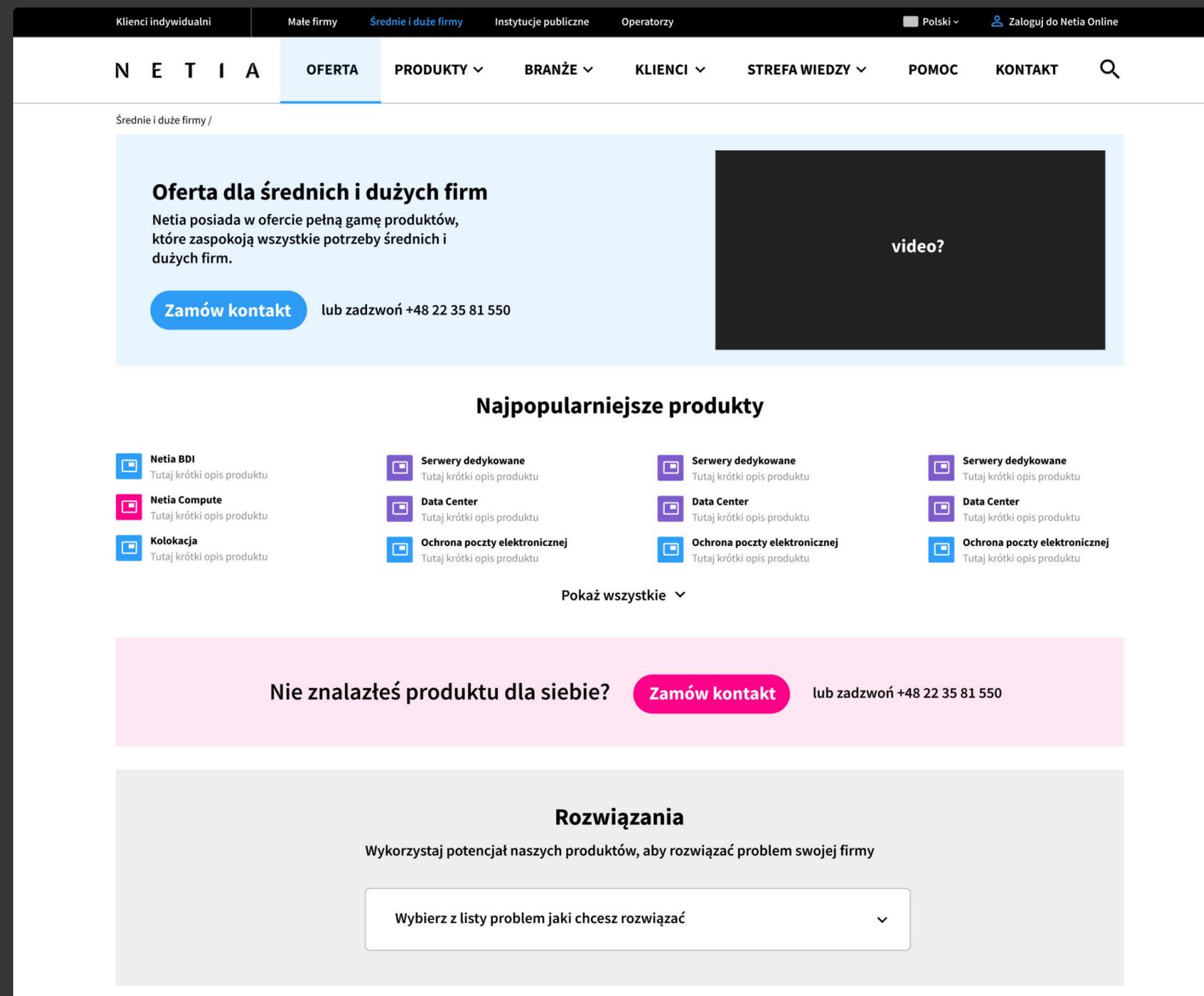
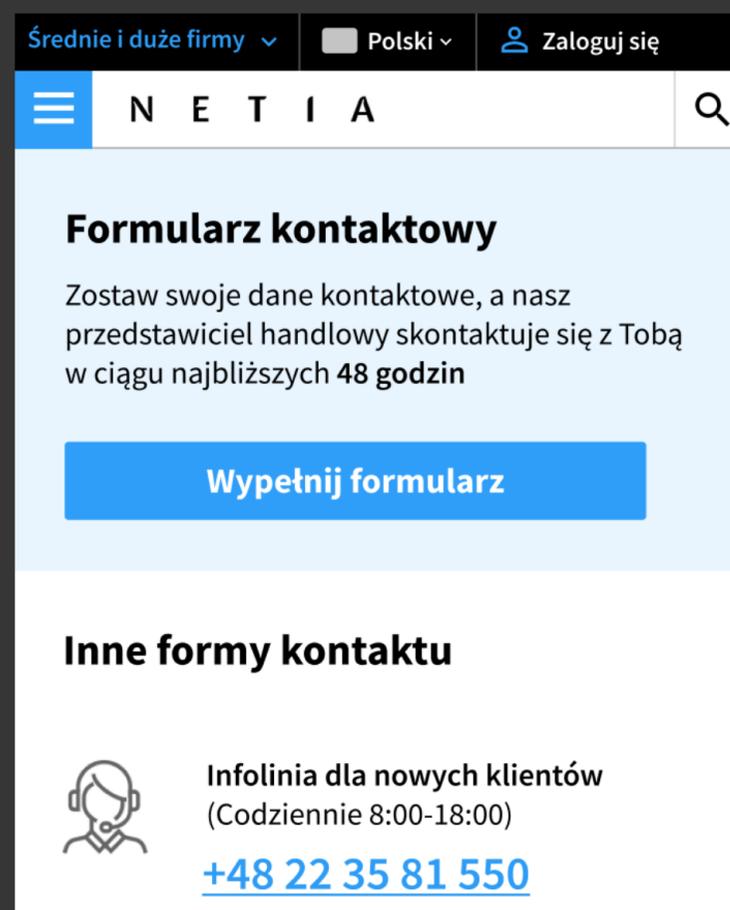
(1) Some elements on wireframes were colored to show which issue are they solving in regards to our audit recommendations.



Audit + Wireframes

We focused strongly on navigation, as well as facilitating the acquisition of information about the company's services and products, and we completely rebuilt the contact page with the contact form as main source of leads.

(2) Wireframe for SME products page. We focused on highlighting the list of the most important products and invitation to contact.



(3) Sketch of the information architecture for the contact page (mobile). The previous version of the contact form was launched in a problematic modal window that broke quite often.

Audit + Wireframes

Since the first audit, we have been cooperating with Netia S.A. on the information architecture for the newly created version of their website and on smaller projects, such as numerous landing pages for individual marketing campaigns.

Wersja kontrastowa  Zaloguj do Netia Online 

NETIA | Pakiet M Rodzina z Disney +

Infolinia sprzedażowa
+48 22 35 81 550

Disney+ przez rok całkiem za darmo

Kup rodzinny pakiet Światłowod + TV w Netia, a otrzymasz dostęp do platformy Disney+ przez rok.

[Dowiedz się więcej >](#)

Dowiedz się więcej, Zadzwoń do nas lub zostaw swój numer telefonu. Oddzwonimy.

Numer telefonu *

+48 693 435 504

Preferowane godziny kontaktu

Jak najszybciej 

Wyrażam zgodę na marketing bezpośredni Netia S.A. przy użyciu telekomunikacyjnych urządzeń końcowych (np. telefon) i automatycznych systemów wywołujących. Oświadczenie jest niezależne od czasu obowiązywania Umowy. [Pokaż regulamin](#)

Pakiet M Rodzina z Disney +

Co otrzymujesz w pakiecie?

Hity filmowe, seriale oraz produkcje

SENUTO

My key responsibilities

- Mentoring Junior/Regular designers
- Managing UX team (Scrum, biweekly sprints)
- Research (We have a 700+ users in specially formed facebook testing group)
- Continuous quantitative data analysis (Analytics, MS Clarity)
- Stakeholders workshops + evangelisation
- Ideation of new features + wireframes + final design
- Design System (Figma components)

Prologue

About Senuto

- Webapp for SEO Specialists
- Started in 2015, I joined 2018
- Poor funding
- Strong competition (World and Poland)
- Google Material Design
- Focused on new features, no time to pay tech/des debt.

My Mission

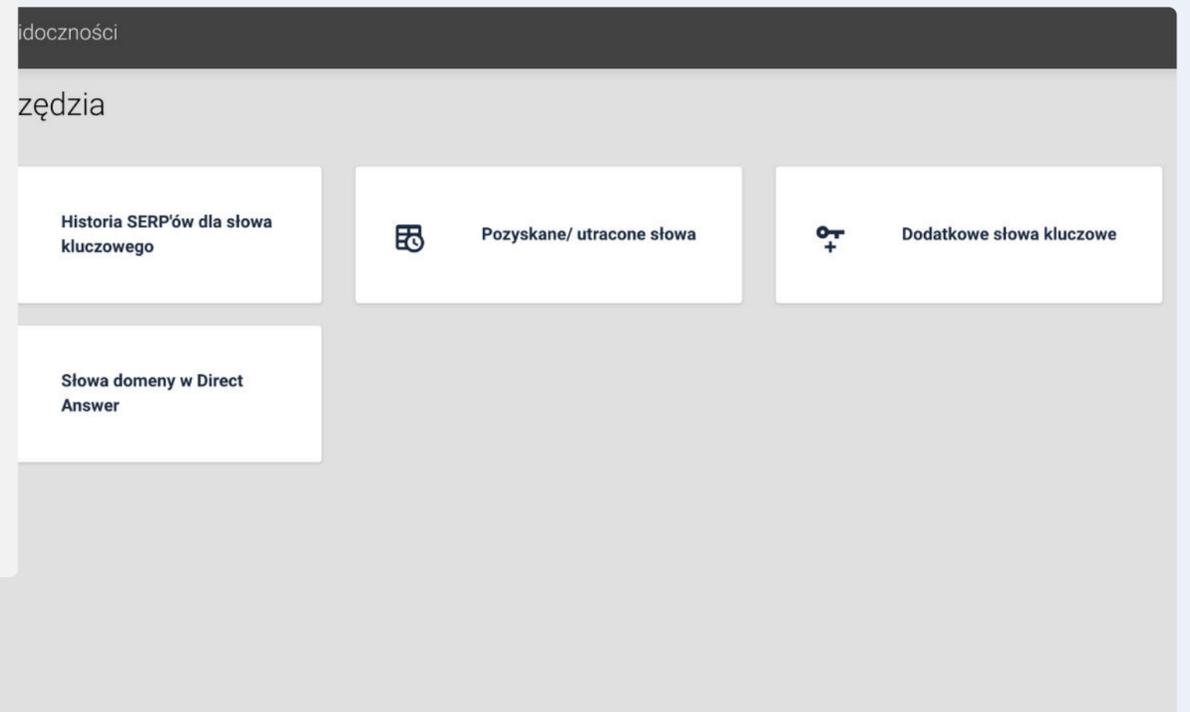
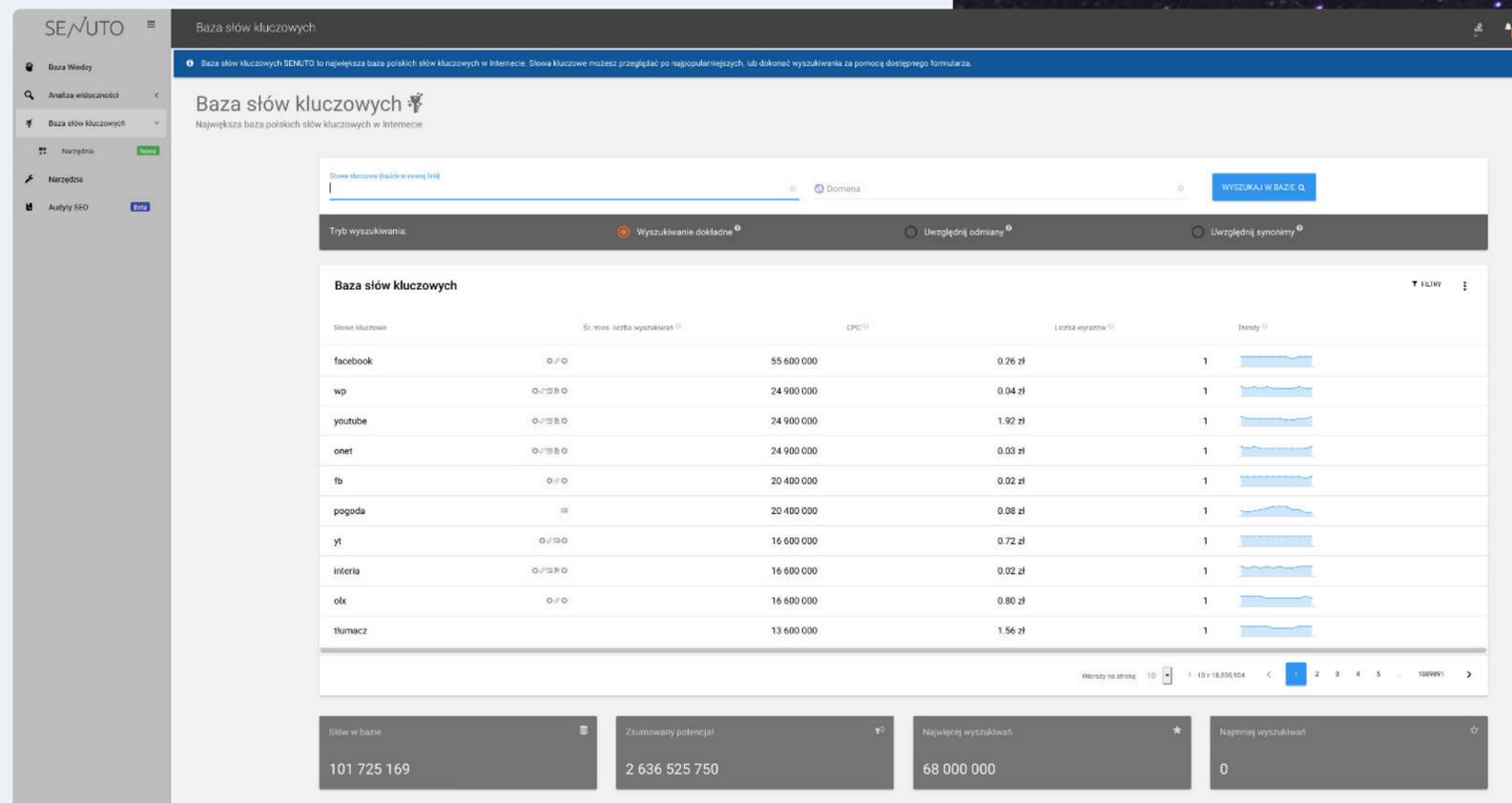
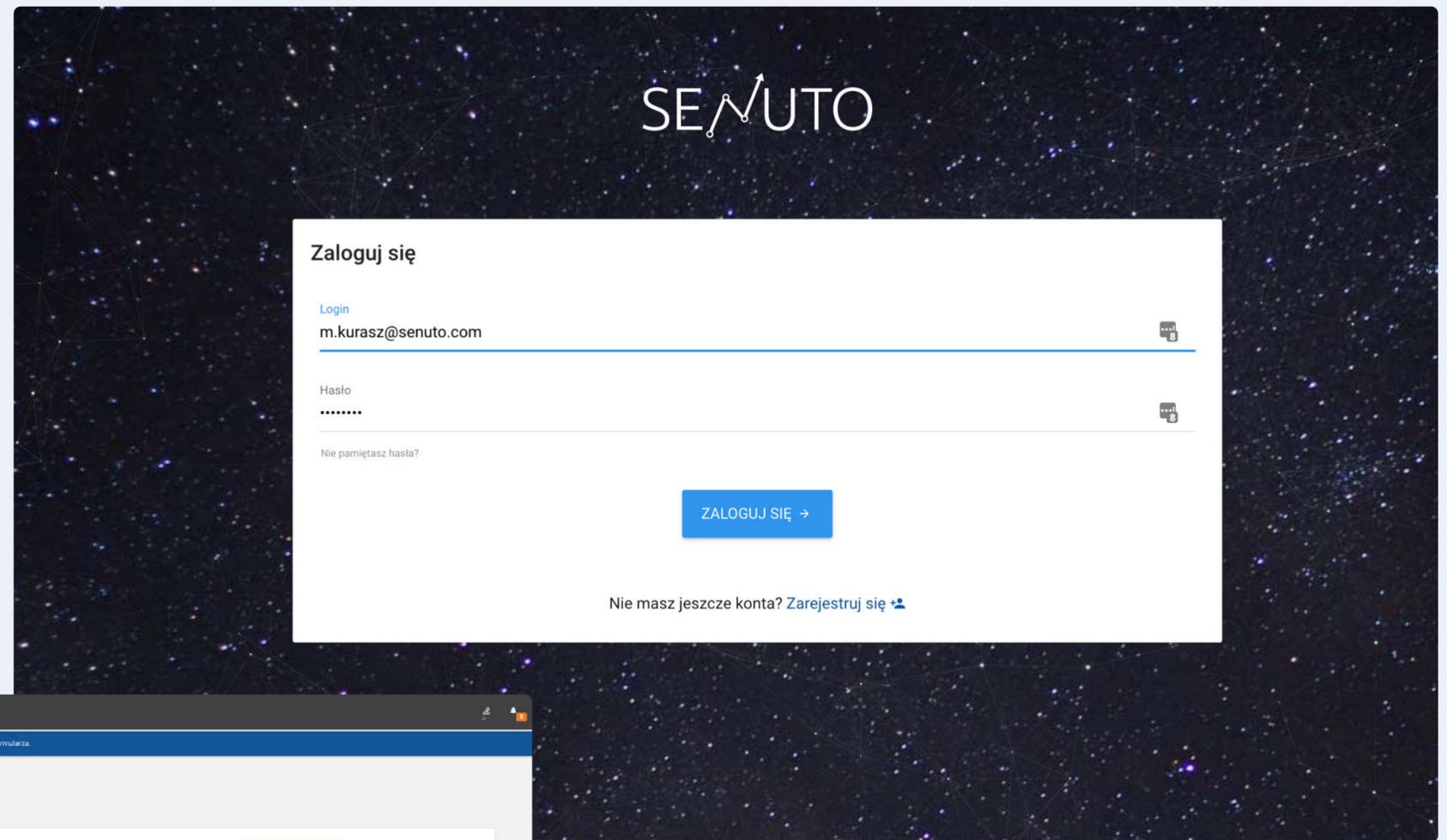
- Create basics (Personas, UI, IA, Metrics, Gather data and Feedback)
- Evangelise team
- Increase NPS
- Design System

Step #1 - Setting up

- Learned basics of SEO
- Learned basics of Material Design
- Started to use Senuto myself
- Competition analysis
- Personas (Analytics, Registration form, Stakeholder, Interviews)
- Introduction of NPS (started with -23, now its 42)
- Co-op with CS and MRKT people
- Implemented HotJar then MSClarity
- Solid IA redesign
- Basic UI redesign (grey > color)
- Responsiveness research (Browserstack)
- UX Workshops and Evangelisation
- Facebook group "Senuto Lab" for labrats
- beta.app - Dev testing environments
- Metrics: conversion, Time on Task, avg. projects, retention ...

UXOX

Screenshots from the original 2018 version of the app.
The basic, unstyled components of Google Material
Design required a lot of work.

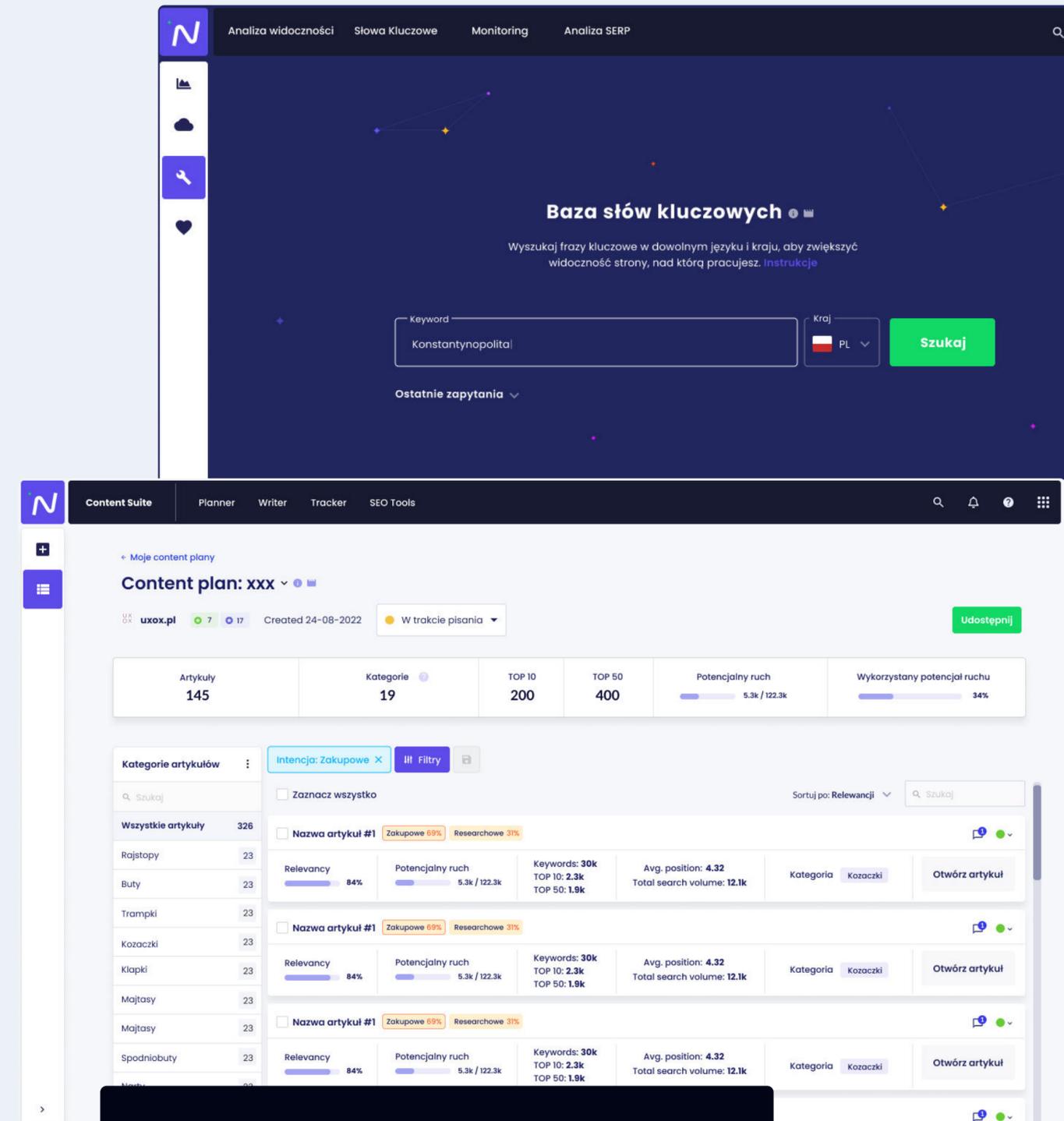


UXOX.PL

Main Part

Step #2 - Daily routine

- **New Features** 50% TIME
(Workshops + Lofi Proto + Test + Dev + Test + Release++)
- **Team Management** 25% TIME
(Scrum, biweekly sprints, planning, ahead of dev, OKR)
- **Existing Features** 15% TIME
(Audit + Hotjar + Interviews + Proto + Test ...)
- **Extra mile** 10% TIME
Darkmode, Mobile App, Design System, CS/MRKT Co-op,
Other services, CRO, Requested Features, Bugfixing,
Landing Pages, External Integrations (toasts, feedback)

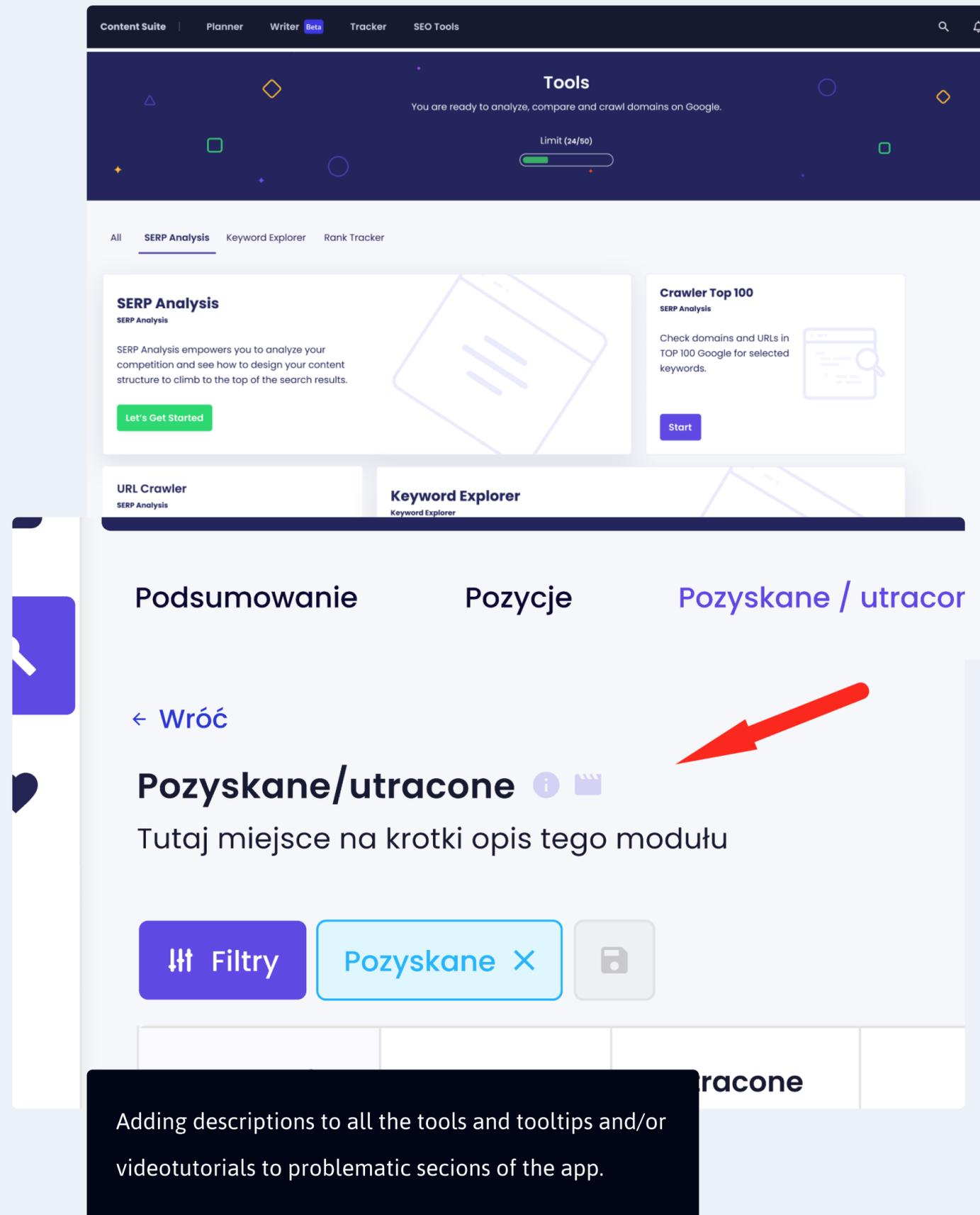


Screenshots from the transitional version between the old UI version and the upcoming Design System

Problems along the way

Poor NPS Score

- NPS score in 2018 was -23 points (on scale -100 to 100)**
 In 2018 and 2019 we decided to tackle low NPS issue on our app. We had a lot of users bouncing after few hours, we had many frustrated users via support chat and social media. Overall opinion about the app is that it's messy and not always working
- Solution: Research and fix top 20 issues**
 Gathered rage clicks from HotJar, ran surveys, went through NPS feedback, spoke to Customer Support team, ran focus groups, competitive analysis, heuristic analysis, and interviews. Chose top 10 most common and top 10 most destructive issues and fixed one by one.
- Outcome: Current NPS score is 42**
 Not only UI and IA was fixed but we had to improve our onboarding process, help and support modules, created series of webinars, videotutorials and knowledgebase access from within the app (Tooltips etc)



Problems along the way

Complex tables

- **Too many possibilities on one view**

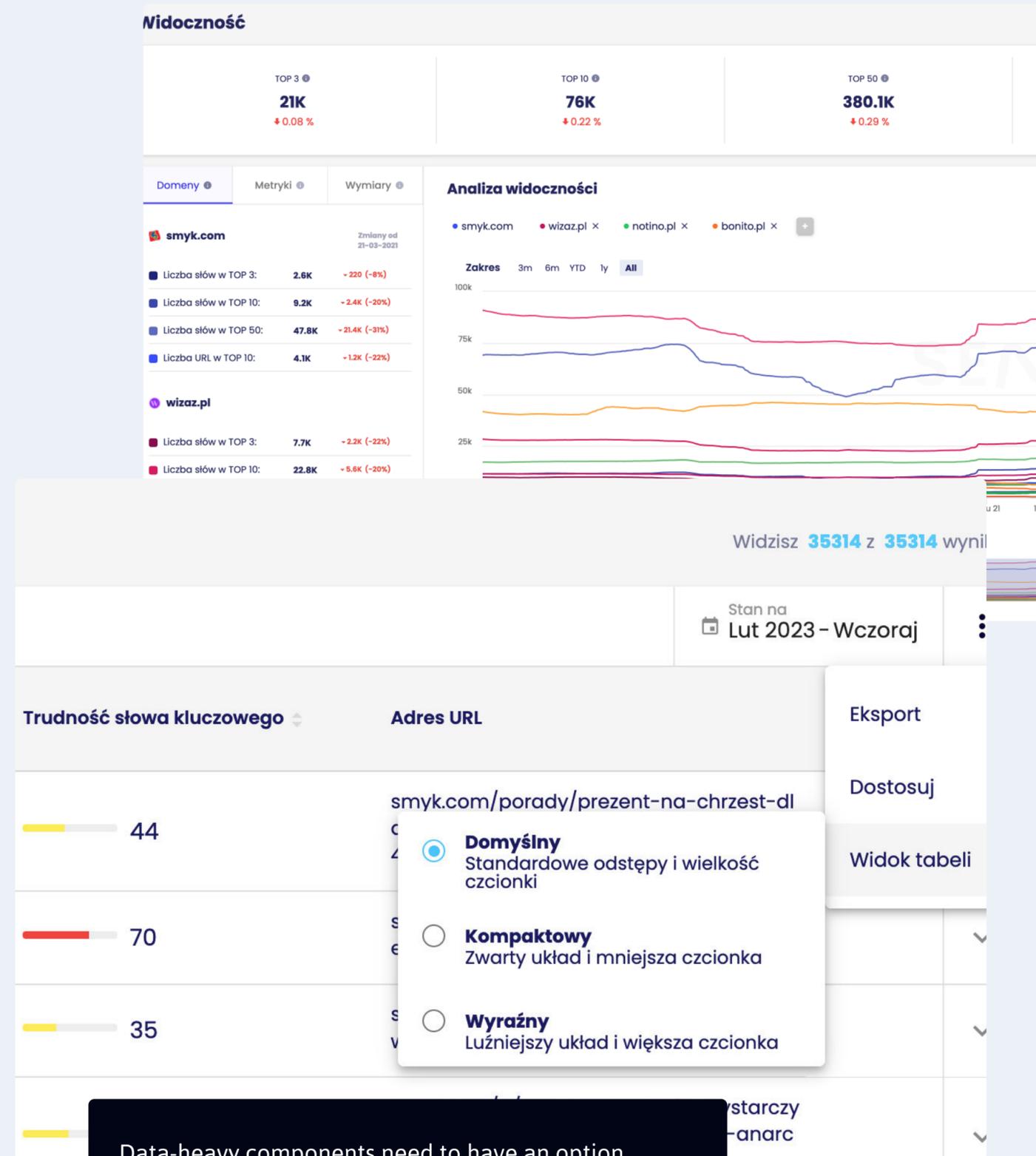
Numer of possible data types, scores and indicators in our tables/graphs grew very fast. With time they became overloaded with data and hard to scan or even understand.

- **Solution: Chose what you want to see**

We determined what data is crucial to each of our personas. We ran some focus groups and surveys along with competition analysis. We came up with a switch allowing you to chose what you want to see, and a list of predefined persona-based views.

- **Outcome: Users appreciated + app is lighter**

From day 1 feedback from users was very positive. We came up with some solutions that our competition didn't have and solved major problem.

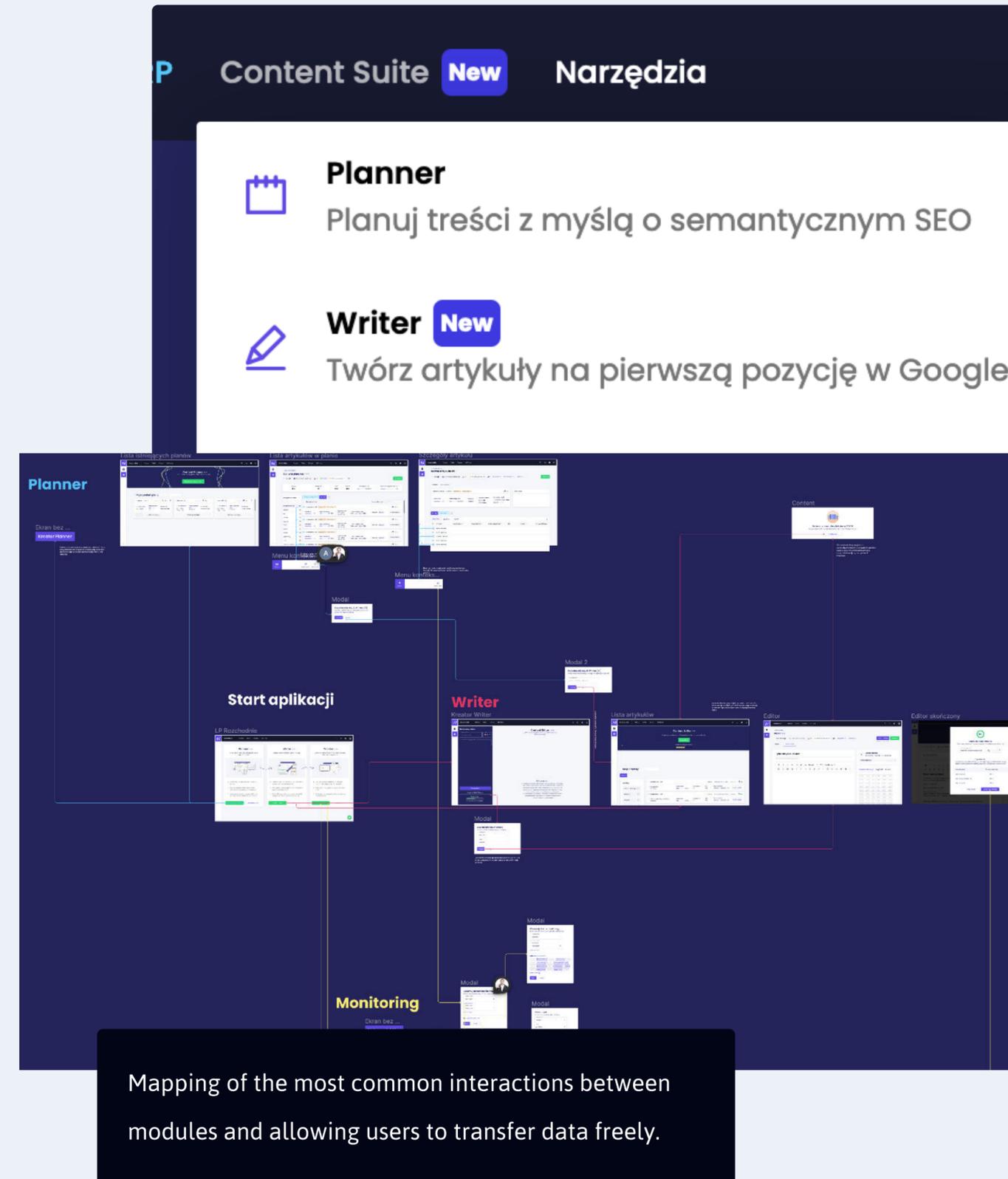


Data-heavy components need to have an option allowing users to define their needs or it becomes a nightmare.

Problems along the way

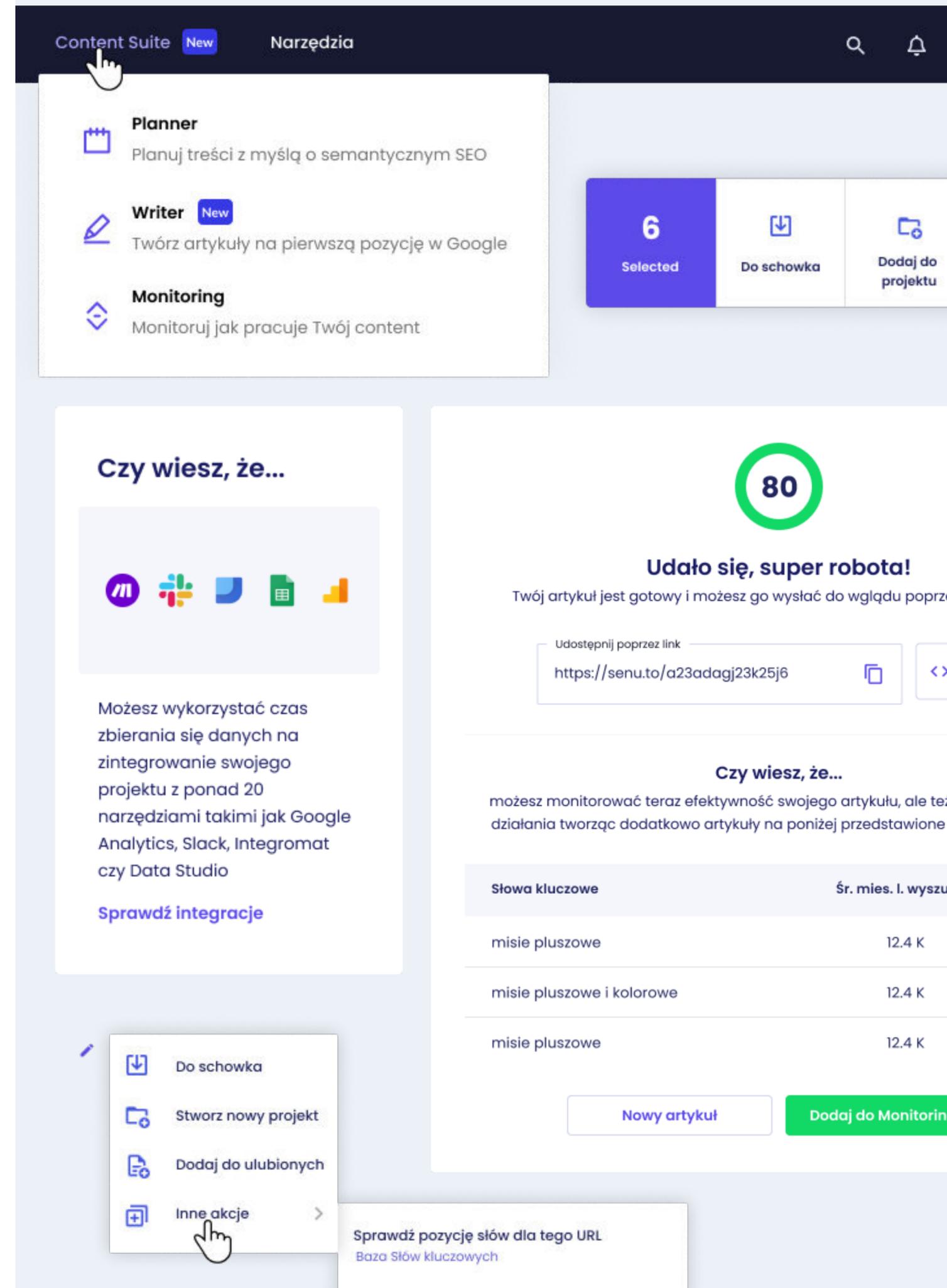
Intermodular Flow

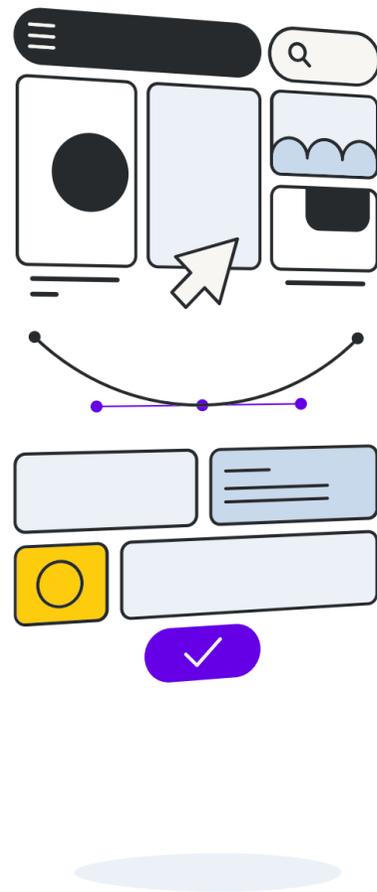
- Problem: Poor flow between tools**
 Senuto consists of few different self-sufficient tools. But users tend to use few tools simultaneously for optimal outcome and exchange data between them. Our app didn't support that way of intermodular workflow.
- Solution: Bringing tools closer to each other**
 We decided to connect all the tools according to most common workflows we knew about from our users. Bunch of surveys, focus groups, and usability test were conducted. As a result we added buttons, links and anchors allowing to receive and send between tools. Also created an intermodular clipboard that allowed to store groups of keywords, domains etc.)
- Outcome: Increased stats, NPS and usage**
 Not only our NPS grew, but more tools have been adopted by users and we were able to provide A-Z support in their daily workflow much more approachable



Step #3 - Design System

- Evangelising DS since I joined
- No resources to do it until 2021/2022
- Ready by Feb 2023, Implementation date TBA
- Based on Google Material
- Figma Space + Wordpress page with Docs
- Atomic Design (Atom, Molecule, Organism, Template, Page)
- Figma: Design Tokens, Components, Variants, Autolayout...
- Basic WCAG
- Co-op with developers





More detailed case studies available here:

<https://uxox.co.uk/case-studies/>