01.

Configuration iPad APP for Cibes sales team

Brand background

Cibes Lift Group is a Swedish manufacturer of low speed, screw-driven platform lifts for installation in public and private environments.
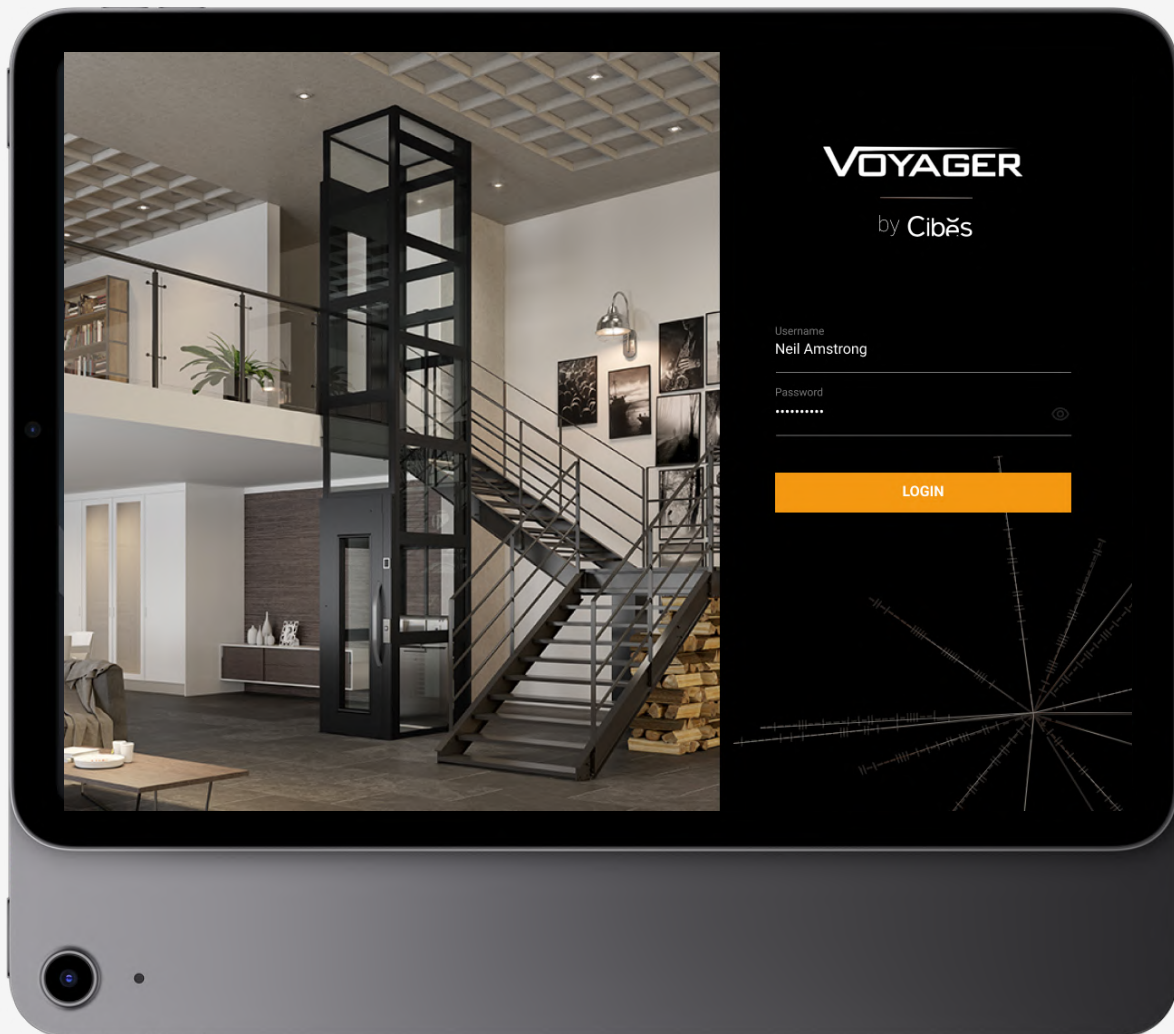
About the APP

It's a B2B2C iPad App. With it, sales can efficiently assist customers select the lift model that meets their specific requirements.

Cibes Configuration App aims to help the Cibes sales team to visualize the lift design process for their customers and boost conversion rate with an optimized service design and customer journey.

Empathize and define problem

Understand current sales process and challenges

Through conducting an unstructured interview with Cibes sales team, we understand their current sales process and identified various challenges they experience throughout this process.
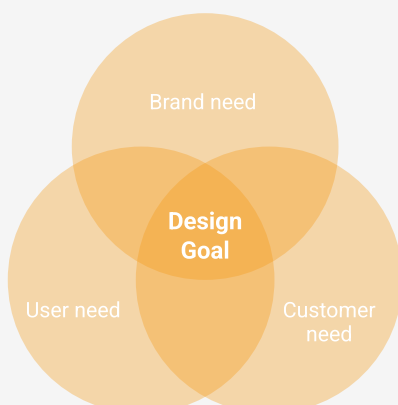
	Approach	Presentation	Customization	Evaluation	Proposal	Consideration	Closing
Sales process	Customer visits Cibes store.	Sales introduce. Customer tries out different lift.	Sales and customer seat down and customize lift design on iPad APP together.	Customer review and modifies the lift design.	Cibes Configuration APP generates proposal, and then sales staff print it out for customer.	Customer considers the proposal, confirms some details.	Customer negotiates price, signs a contract and pays.
Challenges	Customer does not know much about Cibers lift.	It is difficult for customers to be able to differentiate between the various lift series with a short time.	- Customization process takes long and the process always has a lot page transactions. - It can be difficult for new sale staff find a certain feature easily.	- Customer can't preview the the parameters of the lift design easily. -	- The proposal is not engaging enough and lack of the feeling of "Customization". -The way of presenting all parameters data is too boring, and it is difficult to find important data. - There is not a easy way to have a digital copy of the proposal.	- Cibes can not follow up with customers.	- There is missing a deal maker to encourage customer to decide soon.

Main HMI phase

Main drop-off point

Needs analysis

Analysis needs of Brand, user and customer, and addressed the design goal of Cibes Configuration APP

Brand need

Brand need

Design Goal

User need

Customer need

Brand need

- Increase the conversion rate.
- Shorten the time to close contracts asap.
- Elevate brand recognition and reputation.
- identifying and addressing customization.
- ......

User (sales) need

- Be able to navigate through the APP easily.
- Capable to find certain features and modify the input efficiently.
- Be able to provide customer satisfying lift design.
- Close deal asap.
- ......

Customer need

- Easily discover and select the most suitable lift design.
- Quickly access and evaluate sufficient product documentation for comparison with other brands.
- Optimize cost while attaining a high-quality product.
- ...

Contextual Design

Optimize the lift design proposal to improve the customer experience and drive better conversion rate.

As previously stated, the customer consideration stage represents the primary drop-off point in the business process. Therefore, it is crucial to enhance the overall customer experience during this phase.

Enhance the customer experience of the Consideration phase

Step 1: Visualize a drop-off deal with story borad and summarize pain points
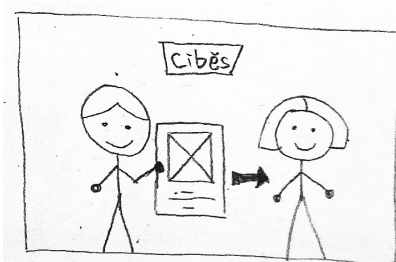
1. At store, sales gives a copy of configuration file to customer.
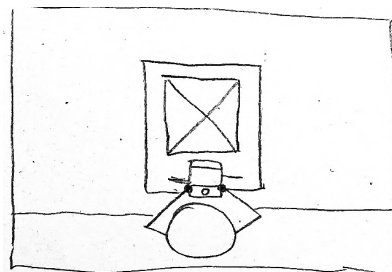

2. Customer takes the copy home.

3. She shares the file with family. They come up with some further question.
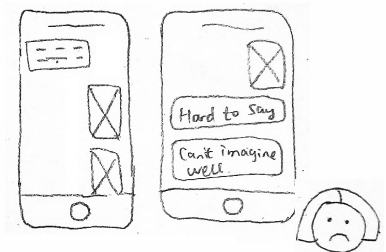
Pain point 1:
When customers have further questions, it is difficult for them to get an answer.

4. She calls friends to ask for advise.

5. She takes photos of the file.

Pain point 2:
The configuration has multiple pages, It is not convenient to take photos of it.

6. She send these photos to friend.

Pain point 3:
Only with a copy of file, It is difficult to explain the lift design to well.

Step 2: Design thinking and application

Solutions to enhance customer experience of the Consideration phase

Solution to Pain point 1:
1. Provide Cibes official website address on the proposal.
2. Link every customer with a sales representative to ensure that customers' questions are always answered in a timely and effective manner. Considering different culture has its own preferred way of handling customer contact, here are some suggestions:
- through sales work phone number
- through sales work email address
- through sales work mobile application account

Solution to Pain point 2 &3 :
- Provide customer a digital copy of the configuration doc.
- Generate a showcase video for each lift design to present the design in a more straight forward way.
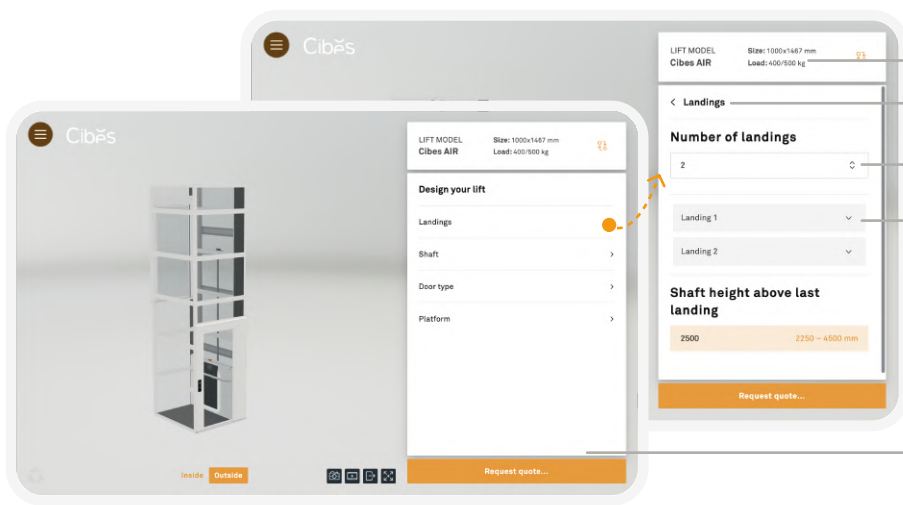
Ideate and prototype

Utilize design thinking method to address and achieve revamping.

Given the sales process and needs of various stakeholders, it is evident that improving the customization step is critical. To that end, I analyzed the previous APP design and identified key goal for the new design, ultimately resulting in a redesign of the Configuration APP.

Redesign the control panel

Step 1: Spot current design problems

Same information is repeatedly displayed, and occupying space.

Navigation method is too single, resulting in long and cumbersome operation paths for switching functions.

The interaction method is not concise enough, thus reducing the interaction efficiency.

Low information density, resulting in low retrieval efficiency

Old Cibes Configuration APP control panel

Revamp goal:
Improve efficiency of navigation and interaction to increase the density of effective information.

Step 2: Design thinking and application

Q1: How to improve efficiency of navigation?

1. Improve information architecture.
   - Combine similar information.
   - Group related features.

2. Enhance navigation methods.
   - Adopt vertical and horizontal navigation bars.
   - Adopt icons for each category to visually distinguish them.
   - Keep navigation bar always available.
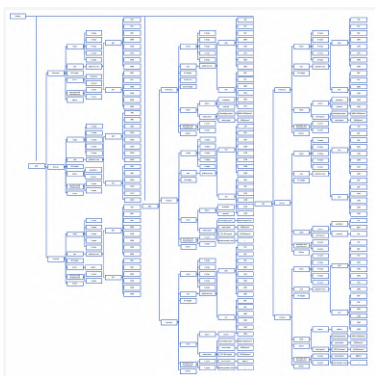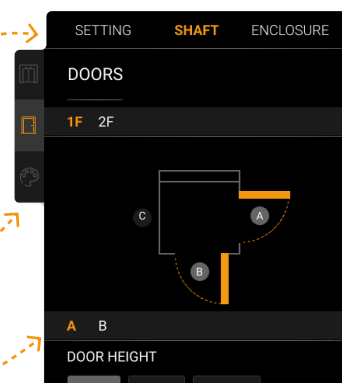
Product scope file from Cibes

First level (vertical) Nav.

Setting | Shaft | Enclosure

Second level (horizontal) Nav.

Build
Doors
Colors

Third level (vertical) Nav.

A B

New nav. design

Q2: How to improve efficiency of interaction?

1. Improve interaction methods
    - Devise diverse interaction methods tailored to suit varying interaction scenarios
    - Provide multiple methods to accomplish the same task.

Various interaction methods possess unique characteristics, thus it is crucial to implement the most appropriate method for different scenarios. Within Cibes Configuration Application, I have incorporated five distinct interaction methods. In the following analysis, I will outline the varied features of these methods and detail my corresponding adaptations.

To begin, please refer to the diagram below. This graphic demonstrates my evaluation of the convenience and efficiency of each interaction method.


Inconvenient & inefficient   Convenient & Efficient
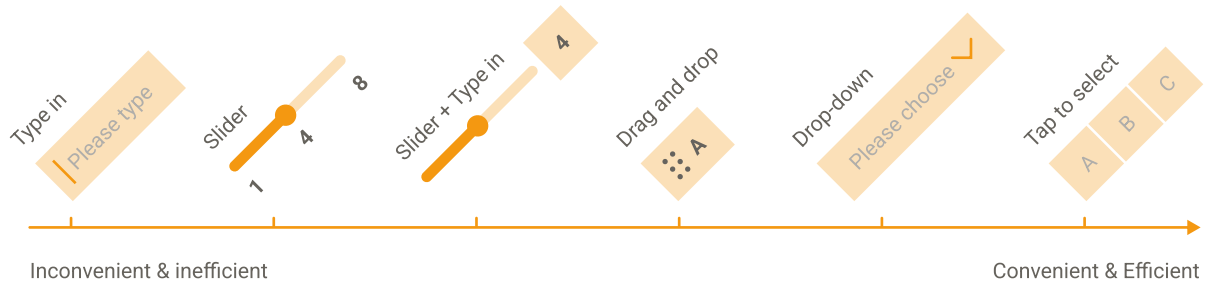
Type in

Although typing may not be as user-friendly as sliders, it ensures that users are able to input all types of content, making it particularly suitable for open-ended questions.

When it comes to lift coloring, Cibes provides a collection of colors, including the most popular ones, and some that are well-suited to specific groups. All of these colors are available for viewing in the client's showroom. If a user selects a particular color that is not standard, a sales representative can simply input the corresponding color code to locate it.
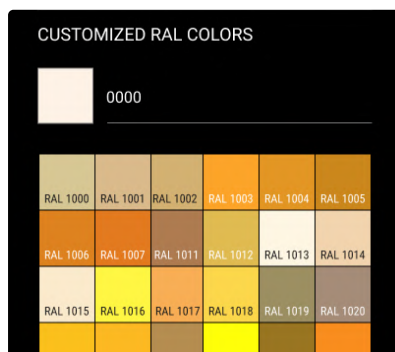

Slider + Type in

Sliders are ideal for inputting values that fall within a specific range, but they can become imprecise when the range is wide. In contrast, typing allows for greater precision when inputting values, which is why I chose to use a combination of sliders and typing for inputting Travel Height.

There are typically two types of customers: those who have precise parameters in mind for their lift and those who have a general idea. Providing a typing input option is helpful for the first type of customer, while sliders are more flexible and user-friendly for the second type of customer. This allows sales representatives to cater to both types of customers efficiently and streamline the interaction process.
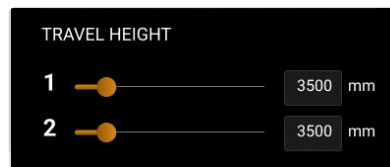

Drag and drop

By mimicking physical object manipulation, drag and drop is an intuitive and natural interaction method. Additionally, it saves time and improves accuracy when compared to traditional input methods.

Although it may be unfamiliar to some users, sales who have received training beforehand can effectively use drag and drop to select materials for lift walls.
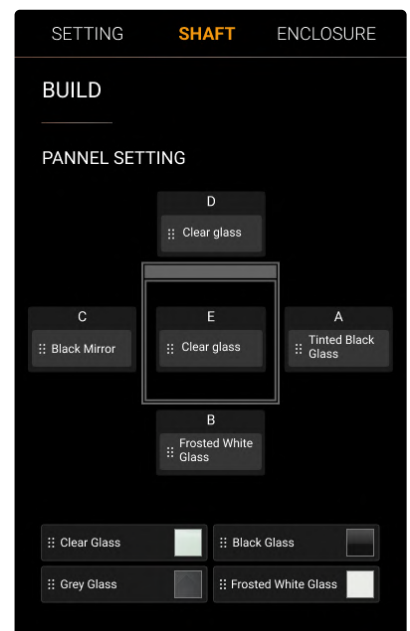
Drop-down

Please choose ⌄

By displaying a list of options in a compact and organized way, drop-down menus serve not only as a compact design element, but also as a means of reducing cognitive load for users. Additionally, such menus provide a streamlined selection process by limiting available choices, resulting in decreased errors and less user confusion.

This APP incorporates drop-down menus for user to choose the starting floor and the customize name. This design decision allows sales to effectively assist customers with the customization of their lift designs, resulting in a more tailored and satisfactory user experience.
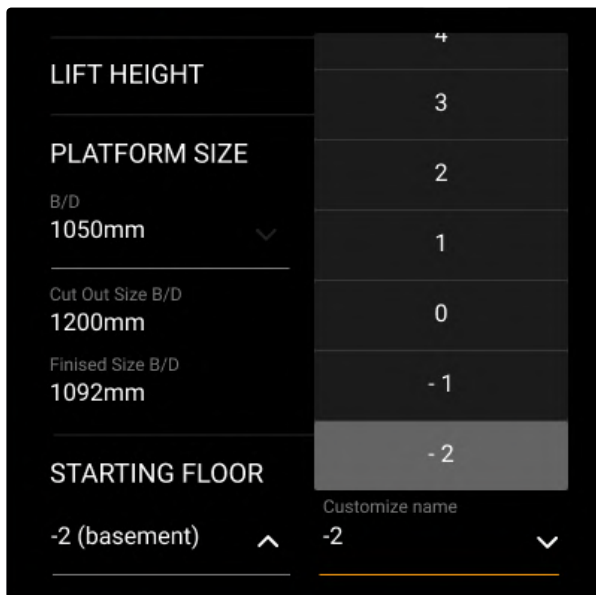
Tap to select

A   B   C

Tap to select is widely regarded as a popular interaction method in the UX design field due to its simplicity, intuitiveness, and low user effort. When dealing with a limited selection range, it is often more efficient than drop-down menus.

However, it may not be the most practical option for a compact design layout when dealing with frequently changing content. Thus, I have chosen it for serie and stop count.


06.

UX & UI Design showcase

After all the analysis, ideation and design thinking, now can have a look at the new APP.

# Set up basic infos for your customized lift design

The basic lift infos are mostly parameters which limits by the actual physical space. Setting up these factors at the first step can help and simplify the design section later, and at the same time bring a smooth user experience for both sales and customers.
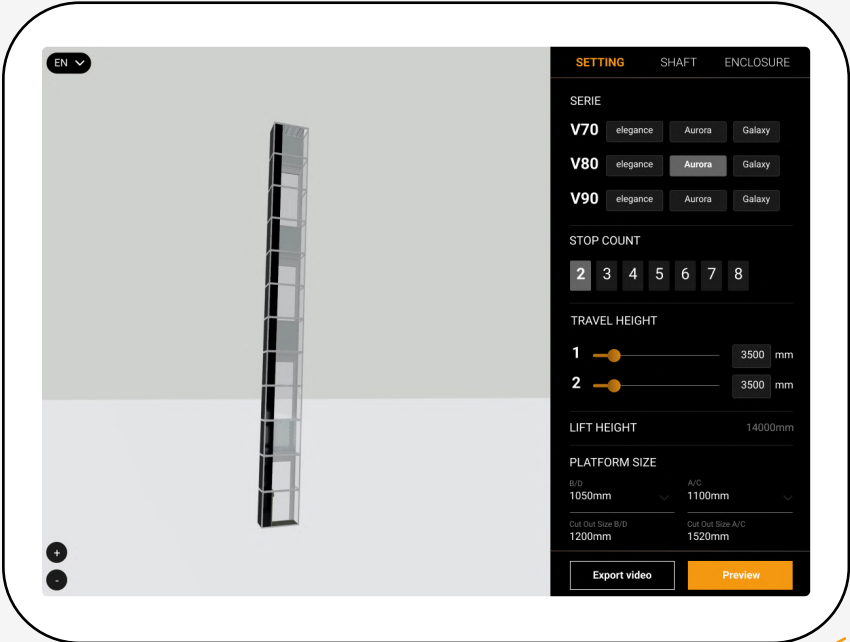
Step by step, customise the shaft

It is a 3-step process to customise the lift shaft. Pannel material, doors setting, and shaft color, each step has a commen choice as the default setting. When a specific requirement occurs, there are also other alternatives to choose from.
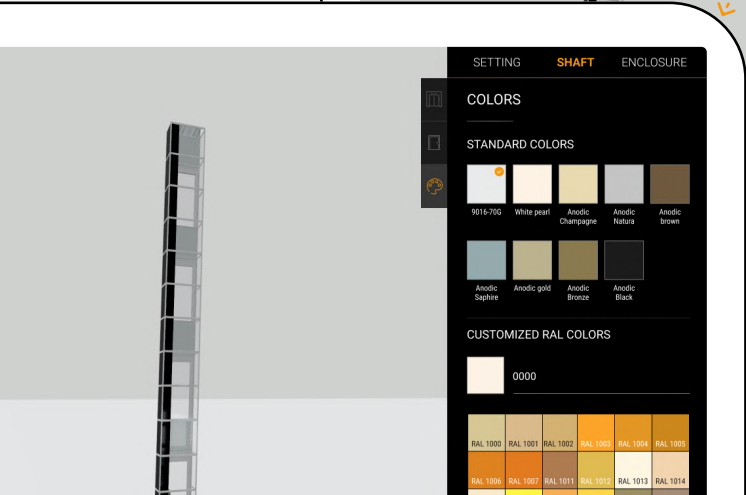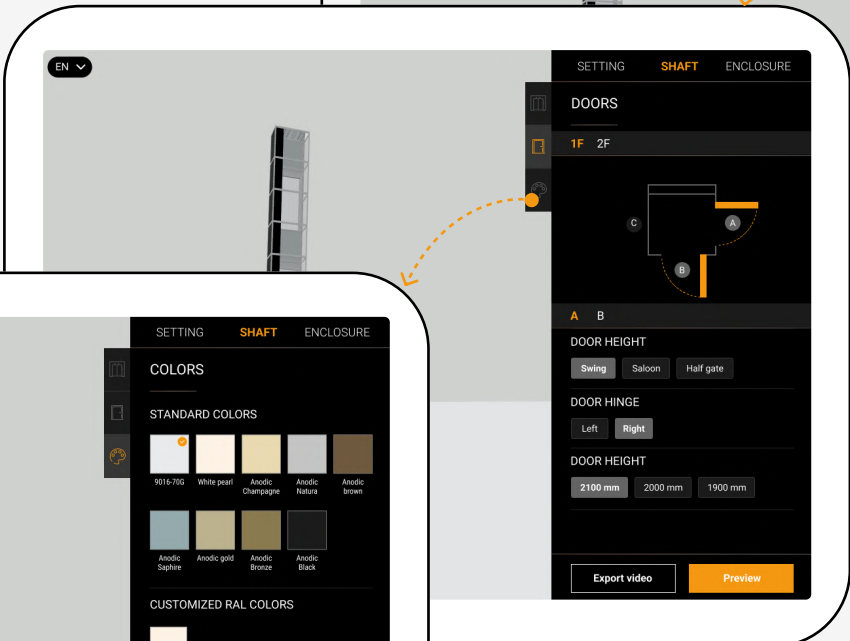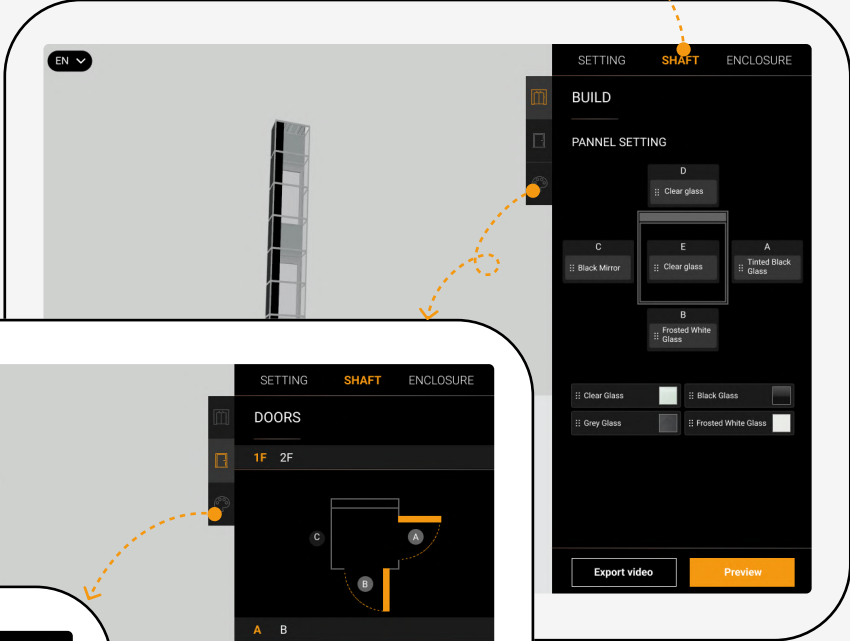
Customise the lift enclosure design

The last customise session is the lift enclosure design. At this step, the App offers different lift panel, carpet and enclosure color choices. Of ourse, user can always go back to any former step to change the lift design. When the result is satisfiying, user can export a showcase video and preview the design by export an design PDF file.
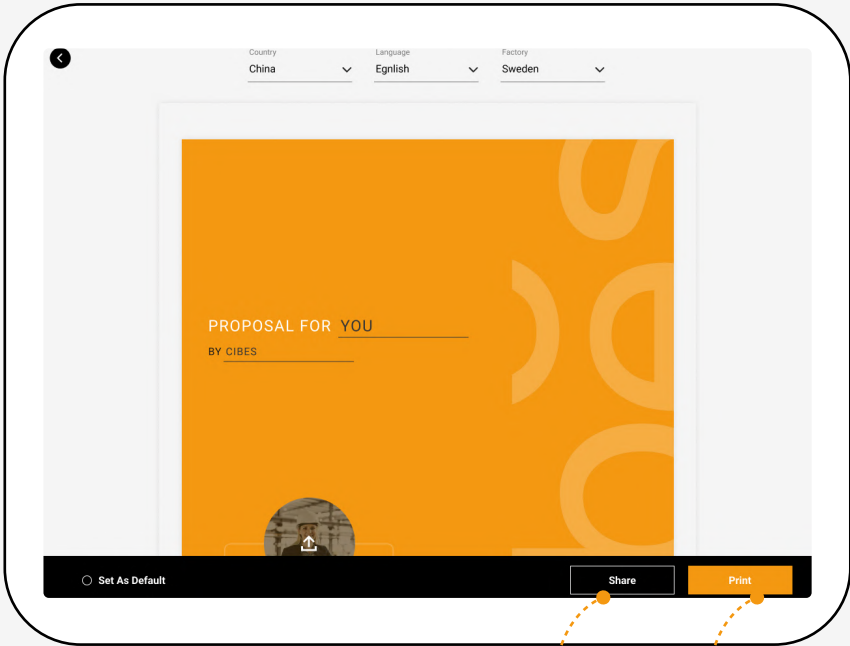
Export showcase video

Print and share the customised design file for every special customer

It is very crucial for Cibes to keep being exposed to their potential customers. Therefore, having a physical copied customized lift design file with the sales info on the cover helps Cibes win more revisiting customers.

Share via bluetooth or save the digital PDF

Print this PDF
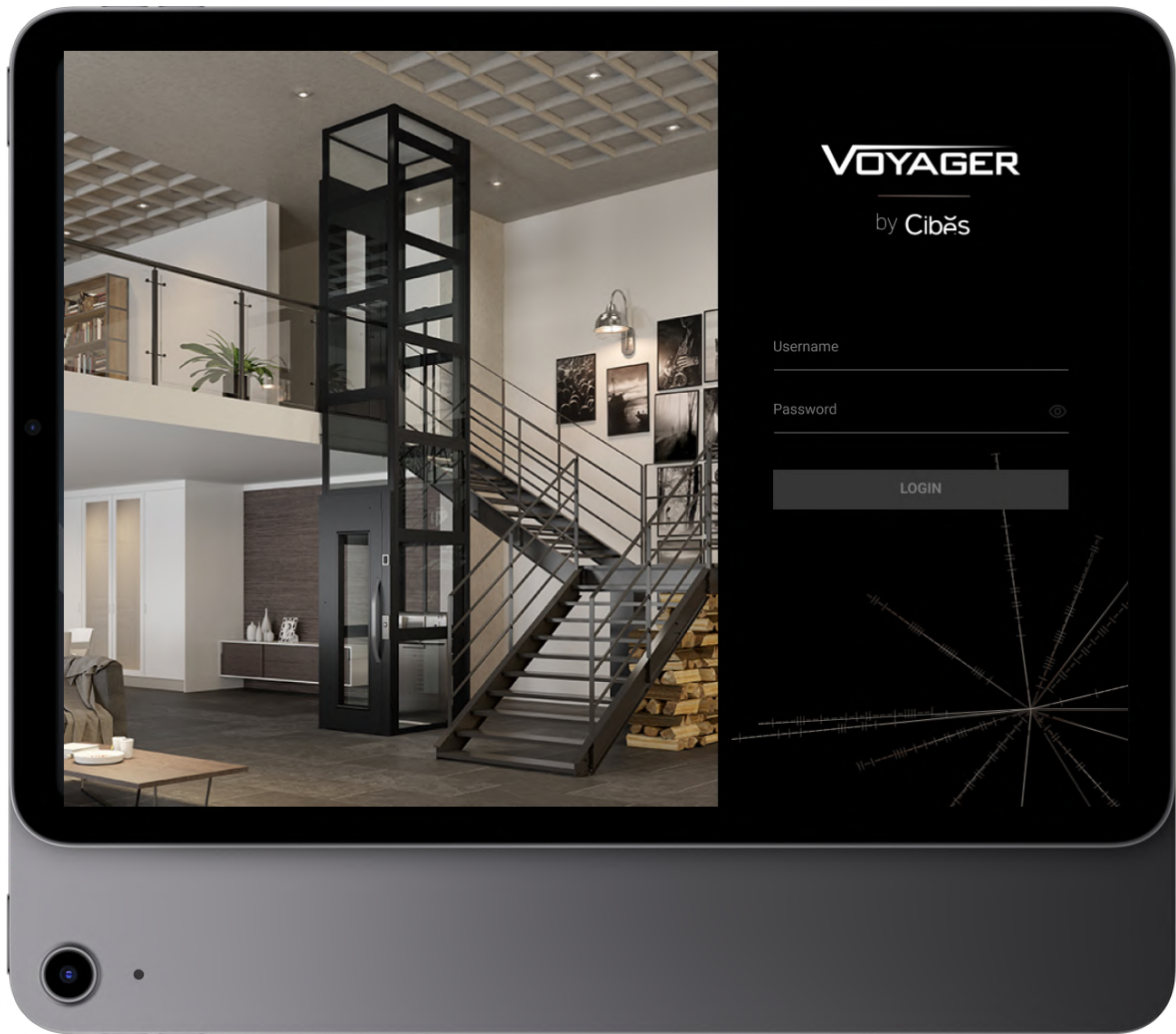
Throughout this 3-week-long project

Challenges

Client communication and delivery time were the two main challenges for this project.

At the beginning, neither I nor my director understood what exactly Cibes wanted. All the different series and tiers of lift did not appear as different as they were supposed to be. The first UX design draft went so wrong that the client had considered putting an end to what it had developed. Besides, Cibes had a very tie schedule. It was stressful for both me and my director.

But we tried more. We asked for more meetings with Cibes team and provided different revisions after each meeting. At the end of this project, it was proven that the effort from both sides were not misplaced. Besides, Cibes even extended our cooperation by offering a Quotation iPad App UX/UI Design and three elevator room background design :)

I would like to improve ...

Rethink

1. While designing, the potential left-handed users were ignored. It is simple and practical to provide users the possibility to define on which side whey would like the control panel to be. If there is a revision, I will add this feature.

2. When this project starts, Cibes made it clear that they will train their sales to use this App with their man force. So I did not think enough about the Standard new-board tutorial. Now thinking back, it is such a mistake which I would like to avoid in my future career.