userbox

Story and Pain Points

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

As a web designer and freelancer that manages multiple client accounts, I often run into particular struggles and issues related to the business, setup, and maintenance of a site. In one particular instance, I was approached by a client with a request to create a website that would support an e-commerce platform, providing potential customers a means of purchasing various products and services online. However, they wanted to also provide **the capability to purchase a subscription-based box that would be sent to the customer on a monthly basis.**

While this might have seemed very simple to the client, I realized the complexity of the situation and what would have to be accomplished in order to build an **automated operational user interface that allows subscription plans, both digitally and physically.** With that being said, I told the client that I was unsure if such a platform was possible without sacrificing customizability, and then I set off on a quest to find the best route for this development.

While I do develop certain portions of websites, the technological age is driving much of the development needed to create a fully-functional website without the need for me to sit down and hand-code each and every line. Also, as code continues to adapt and evolve, **it is quite difficult to keep up with the rules and elements of every language.** Therefore, upon doing my research for the client in an attempt to find something that could meet their needs, I could not find anything that allowed **a high level of customization, an editable user interface, user-driven content, and an integrated platform for subscription plans and periodical automated billing.** I was baffled that this type of CMS does not currently exist, especially on the multitude of platforms that claim to provide web design/development capabilities with maximum customization.

Thus, I was forced to provide my client with a round-about way to execute such a simple platform. This result not only yielded more work and design on my time, but it was also extremely frustrating that, while tools continue to be built for the client market, designers are often shorthanded in this regard. **Nonetheless, I lost potential money that I could have been making due to the lack of time and research involved in this one job.**

- **Inability to easily design and develop websites with user accounts (including profile, billing, and other user-driven content)**
- **The waste of time, money, and research spent on searching for a platform that provided my client's needs**
- **Lack of customization on platforms that do offer e-commerce or user accounts**
- **The inability to setup and manage subscription-based plans, both digital and physical, that enable automated billing and other user-based functionality**

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Purpose and Brag Points

On a broader spectrum, designers around the world are running into the same issues that I did when it comes to managing clients' e-commerce accounts. This is where Userbox would come in.

Userbox is a platform that provides a web-designer with the ability to fully develop and customize user accounts and subscription plans without wasting time or money writing PHP or hiring a developer. Designers are able to create databases and subscriptions, both digital and physical, and assign them to different users based on their needs. They are also able to integrate this software with their current web-hosting software, such as Webflow, Wix, Weebly, Squarespace, and much more. Userbox takes the development out of user-based content, allowing the design to create, publish, and manage more complex, interactive websites for clients.

- **Customizable user accounts:** The user has the ability to create users, manage their information, and even setup user-registration and authentication on their clients' websites.
- **Ability to create and manage subscription plans:** The user can build out fully-functional subscription-based plans for both digital and physical goods, allowing the clients' customers to be charged automatically and have secure access and connection to private content
- **The functionality to create and manage databased for various user-based interactions:** The user can enter user-driven data that can then be linked to a dynamic page on their website, keeping them from spending days and weeks setting up multiple pages for each user.
- **Easy website integration with current platform:** It is easy for the user to login to their current web hosting account and link it to Userbox. Once it's time to implement the CMS, the user can simply copy and paste the code onto their website.

Users and Devices

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

The ideal user for Userbox is an average web designer that currently creates, develops, and manages client accounts, either through custom-coding or web-based hosting platforms (i.e. Webflow, Wix, etc.). They are most likely between the ages of 25-35, have a good amount of experience in creating fully-functional websites, and might have some basic knowledge of HTML, CSS, and Javascript (front-end development). All in all, the user has probably experience quite a few situations in which they had to solve a complex request from a client with a round-about solution.

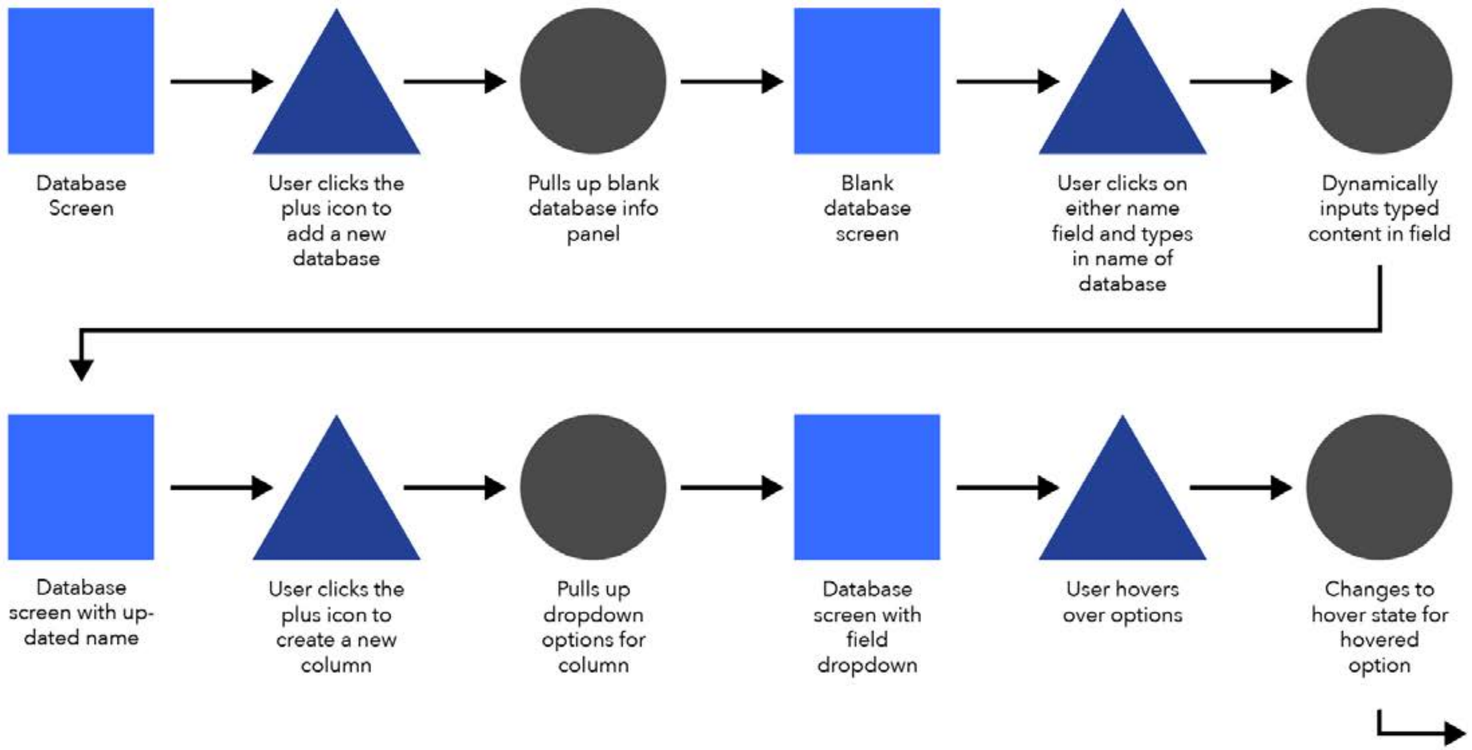
The application would be created for the following devices and interfaces:

- **Web Plugin and Desktop Application**
- **Tablet (Ipad, Surface Pro, etc.)**

Because this platform involves website development, complex integration, and some heavy-lifting all around, it is quite impractical and impossible to build this software out on a mobile interface. While there are possibilities to implement a much more limited workflow of the application on mobile for designers on the go, it is very rare that a designer or developer would naturally pick up their phone to create a client's website.

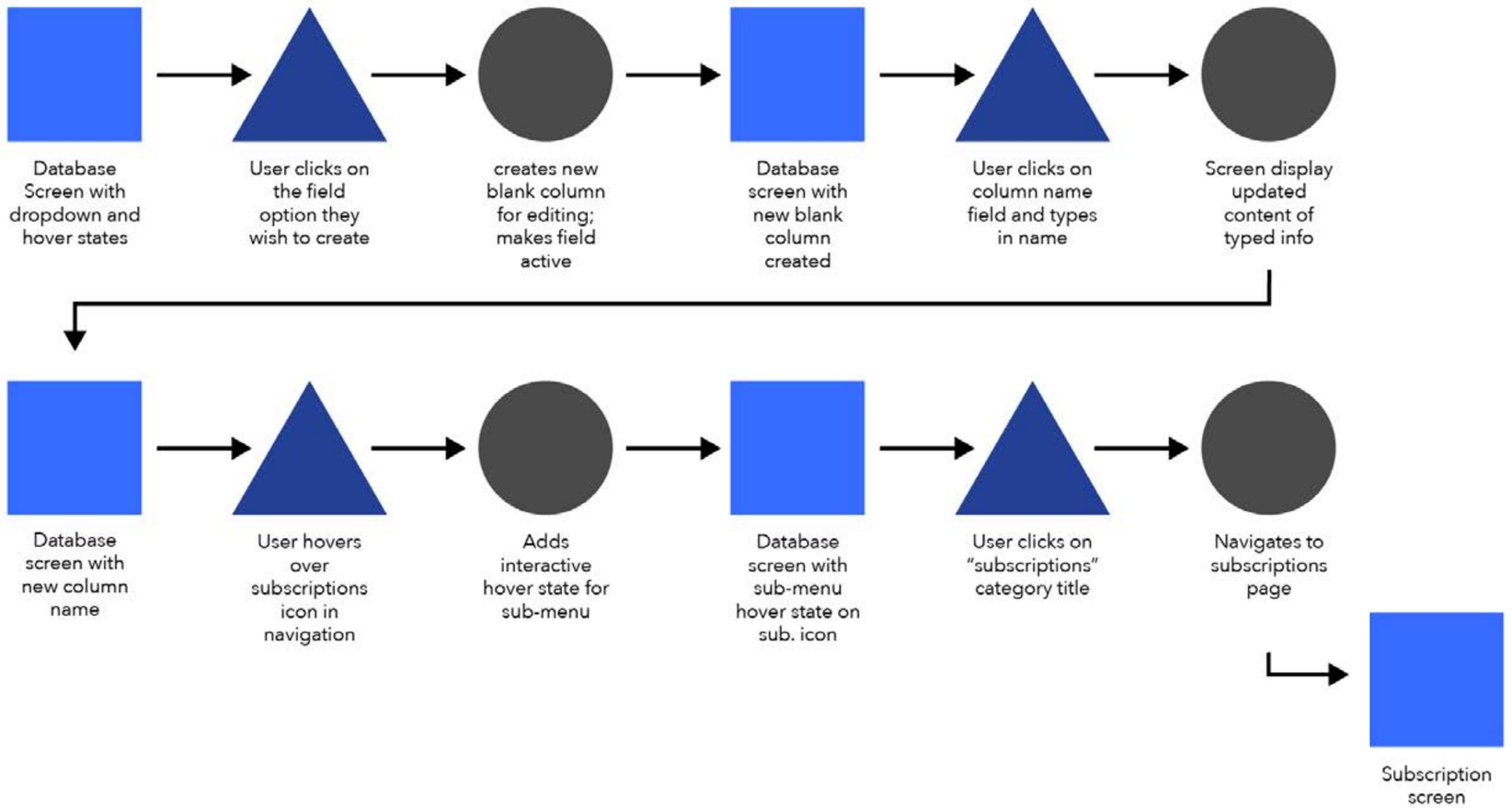
Flow Diagrams – Creating a Database

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



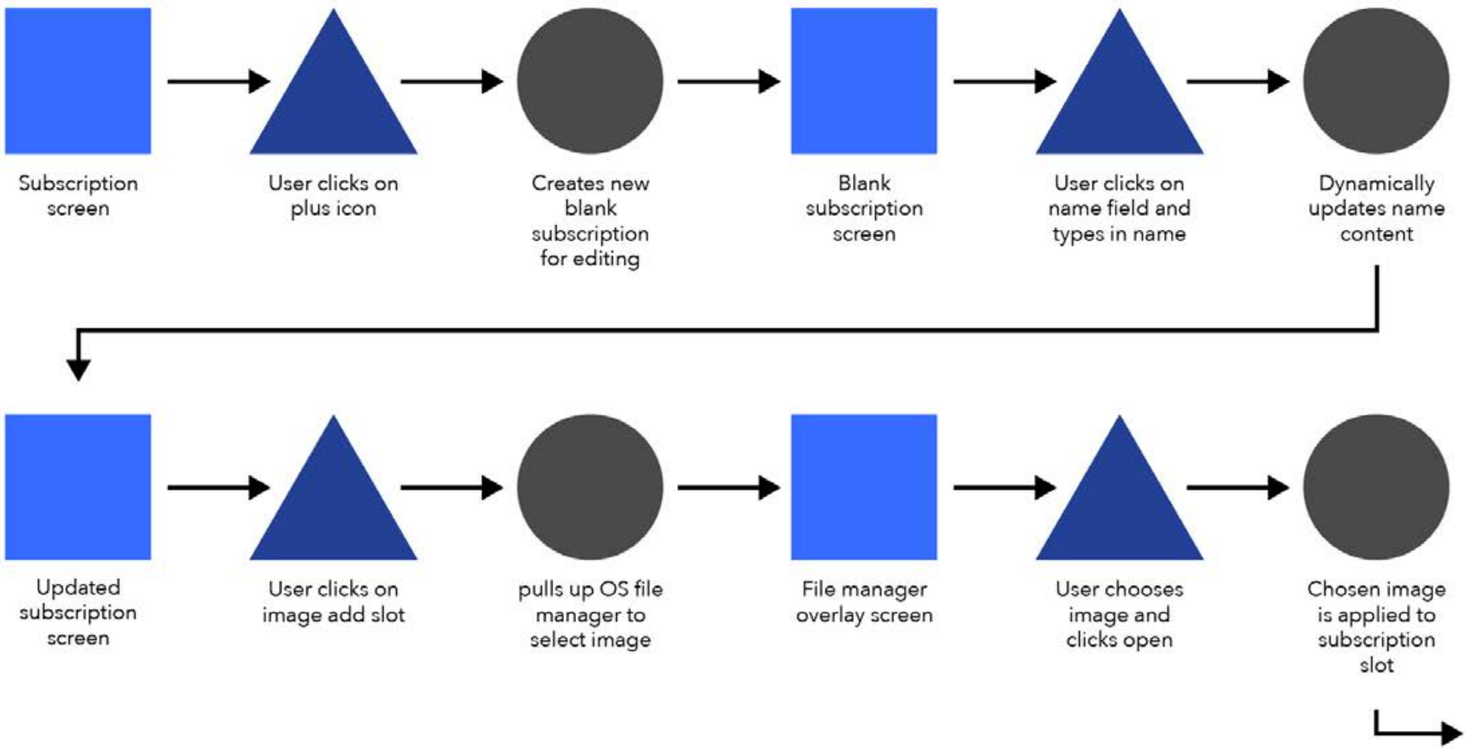
Flow Diagrams – Creating a Database

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



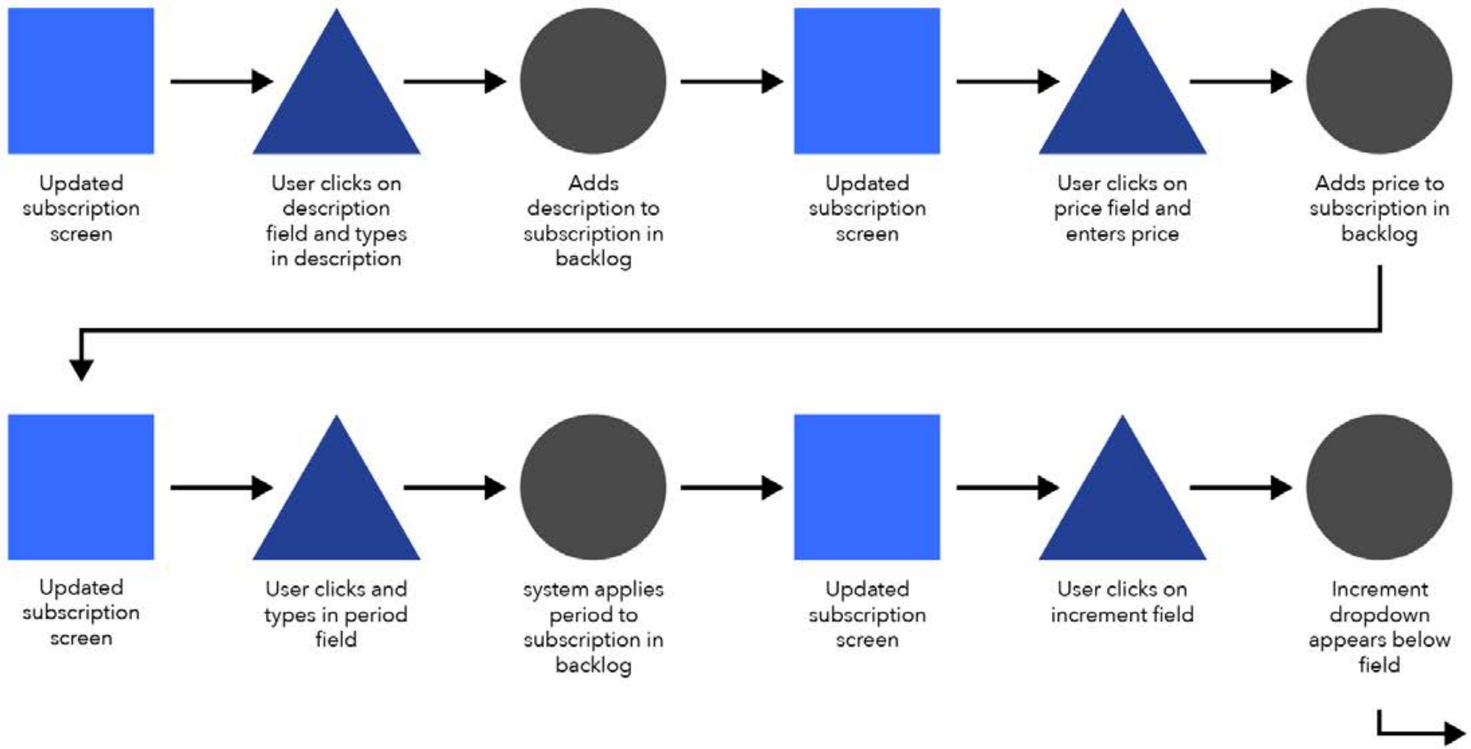
Flow Diagrams – Creating a Subscription

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



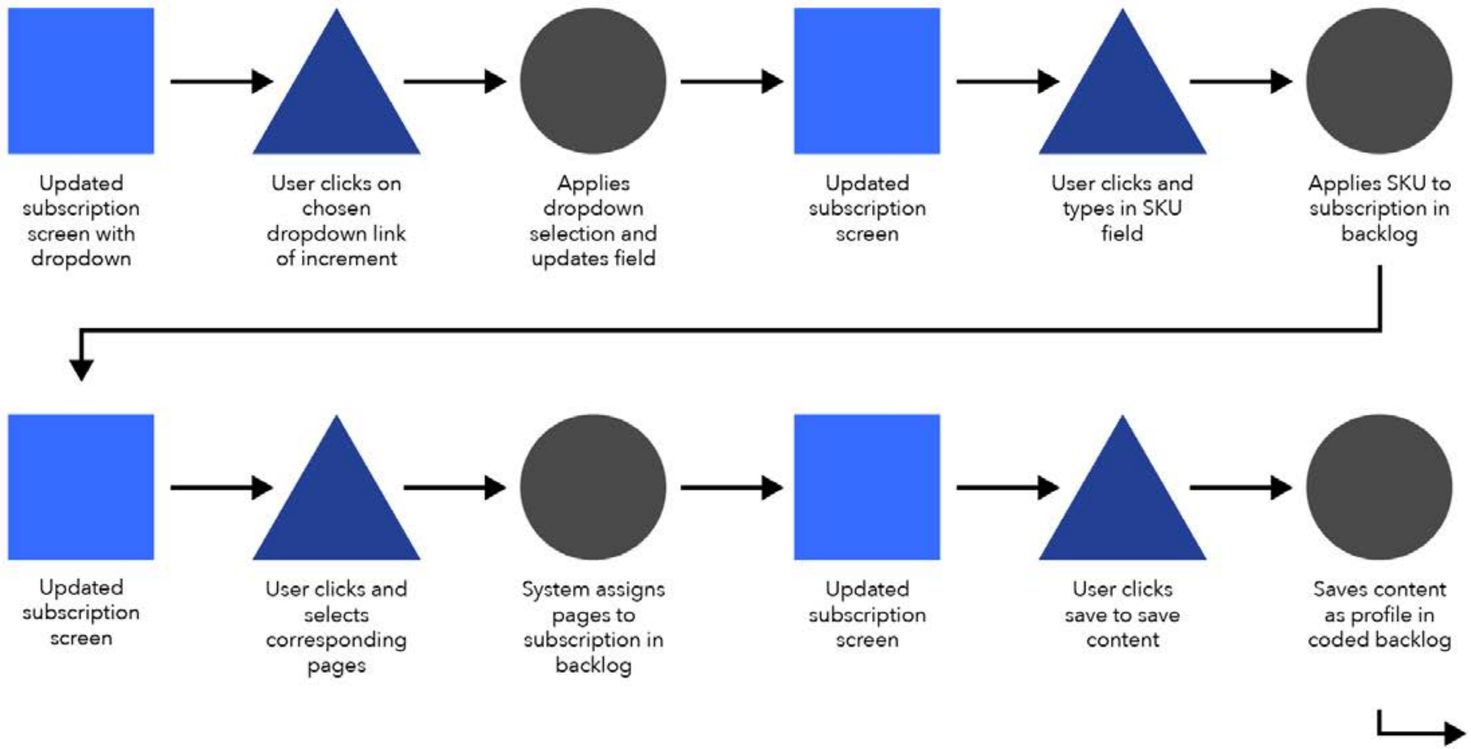
Flow Diagrams – Creating a Subscription

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



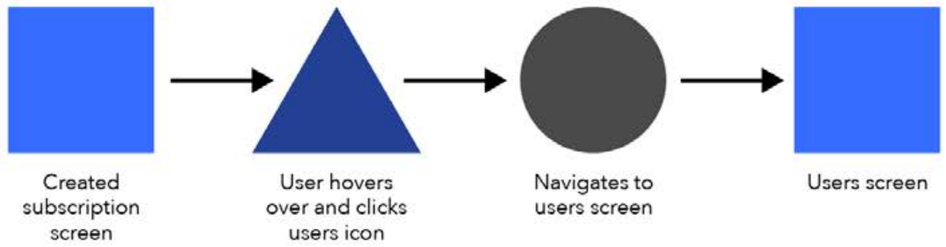
Flow Diagrams – Creating a Subscription

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



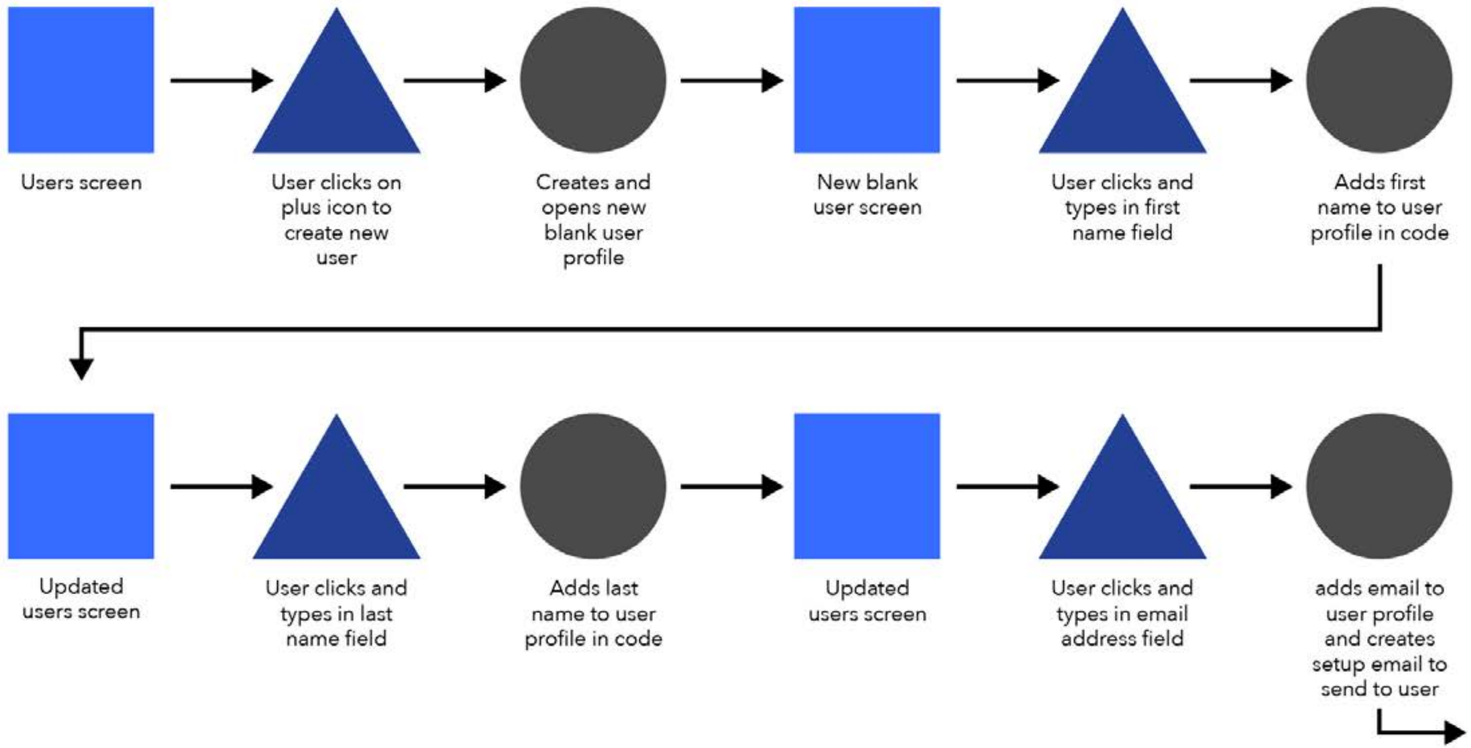
Flow Diagrams – Creating a Subscription

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



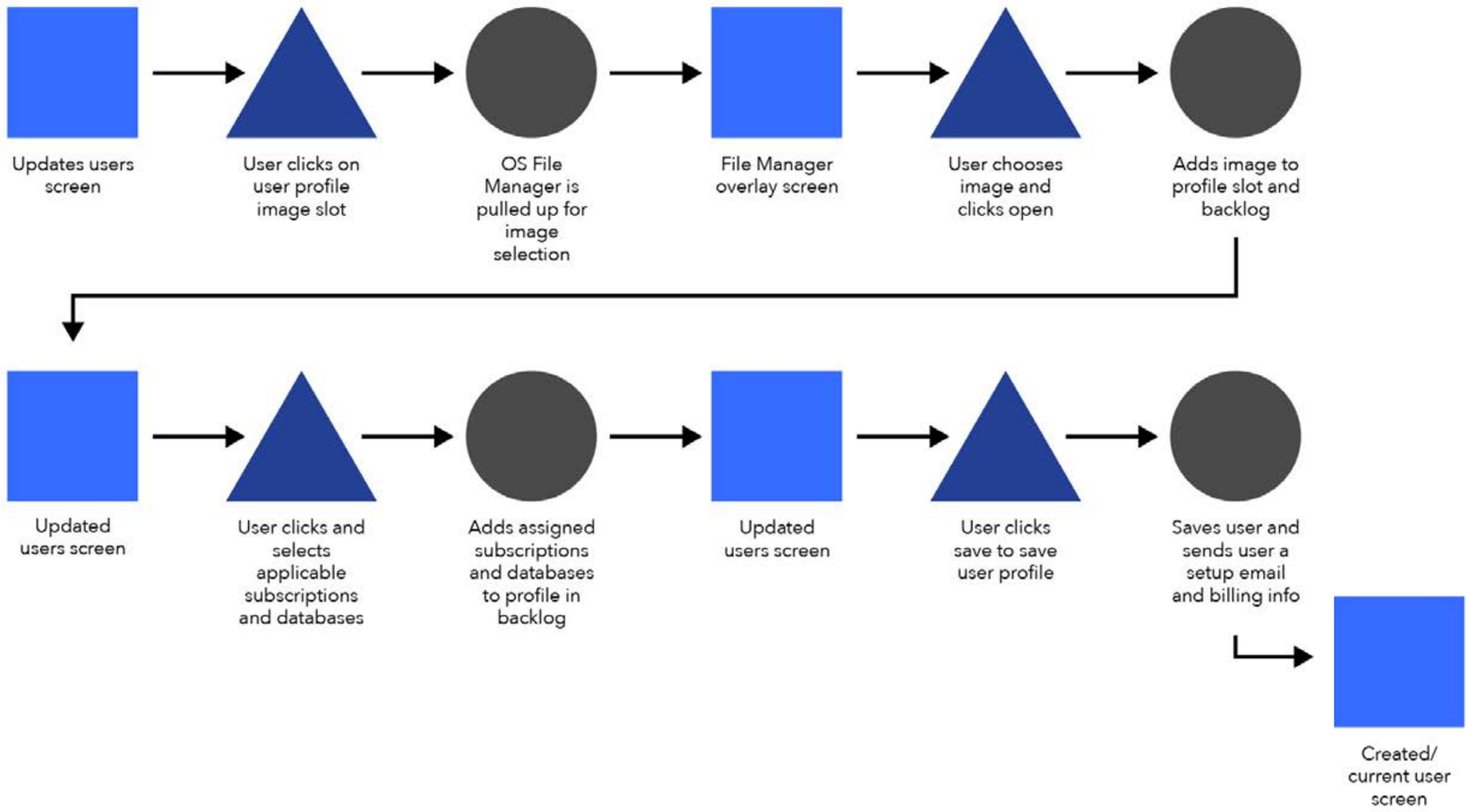
Flow Diagrams – Creating a User

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



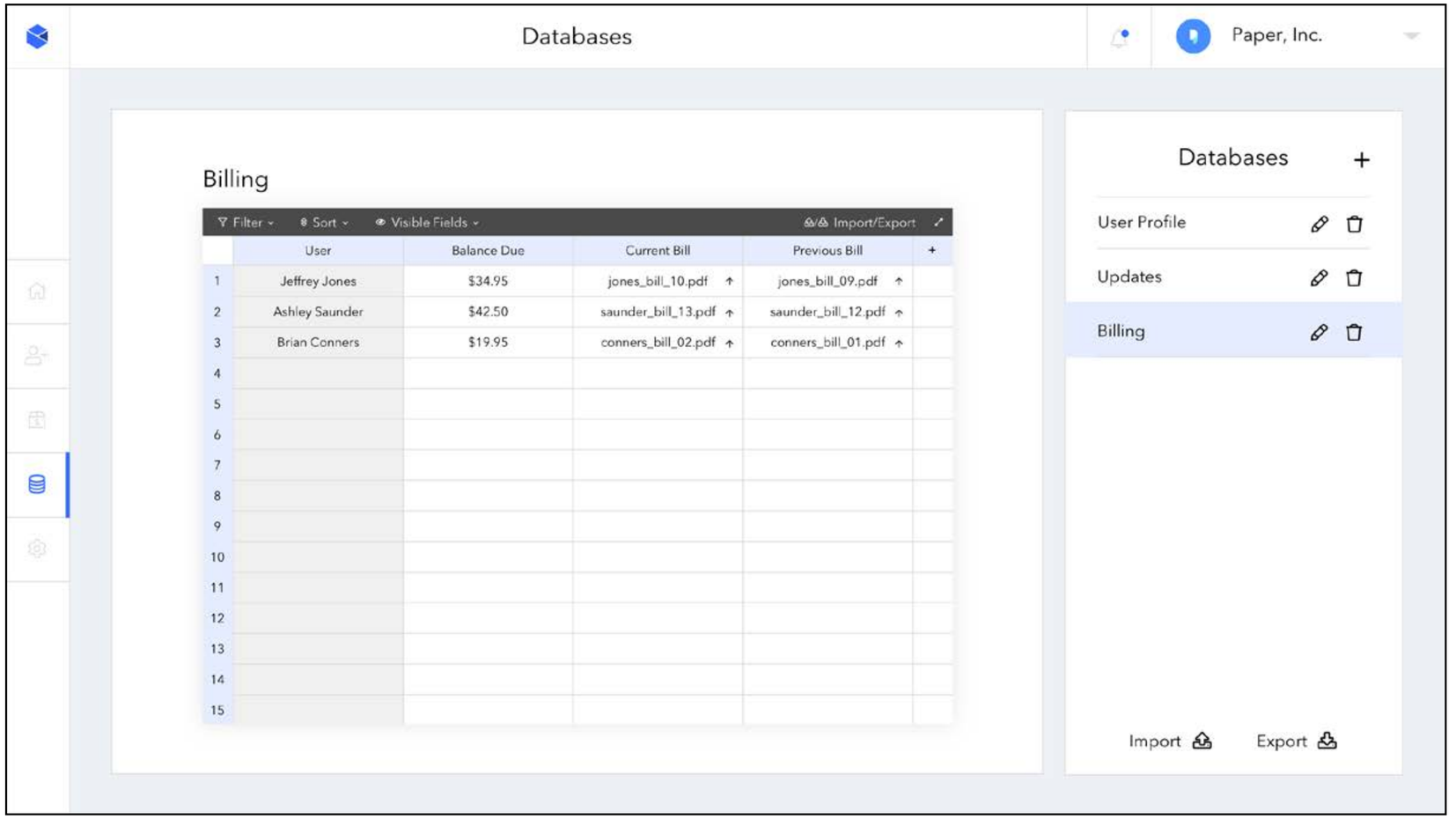
Flow Diagrams – Creating a User

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



Prototyping – Databases Page

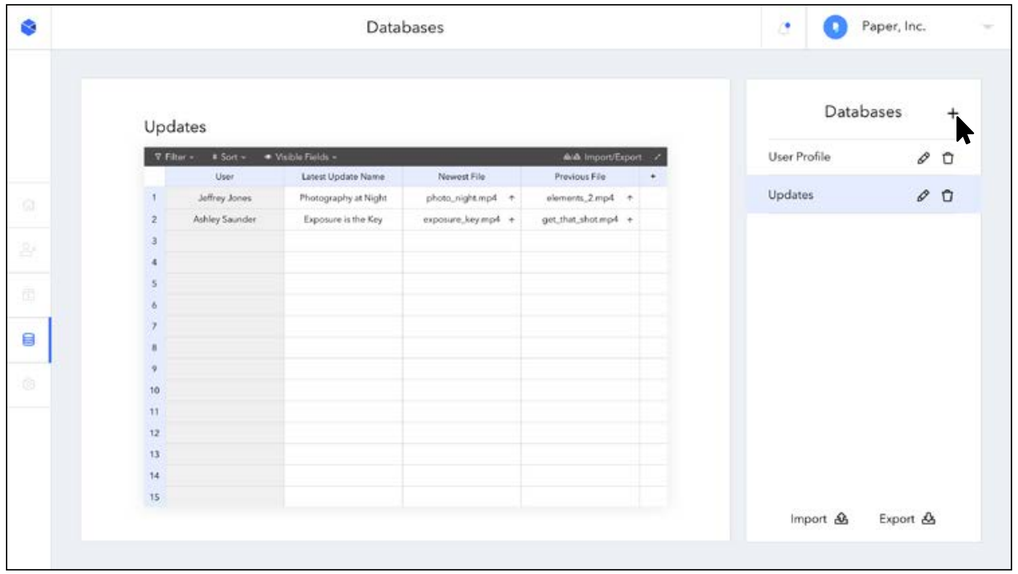
Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



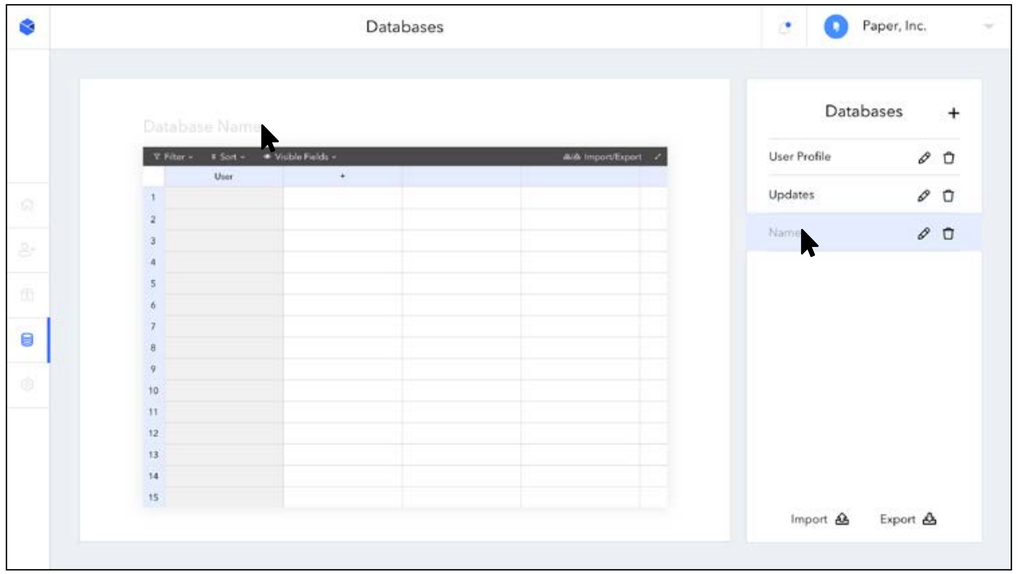
In the Databases section of the portal, designers are able to create databases that can later be linked to a specific user or group of users. These databased can be used to create and customize complex dynamic user pages, such as a profile page, billing, updates, and so much more.

Prototyping – Databases Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



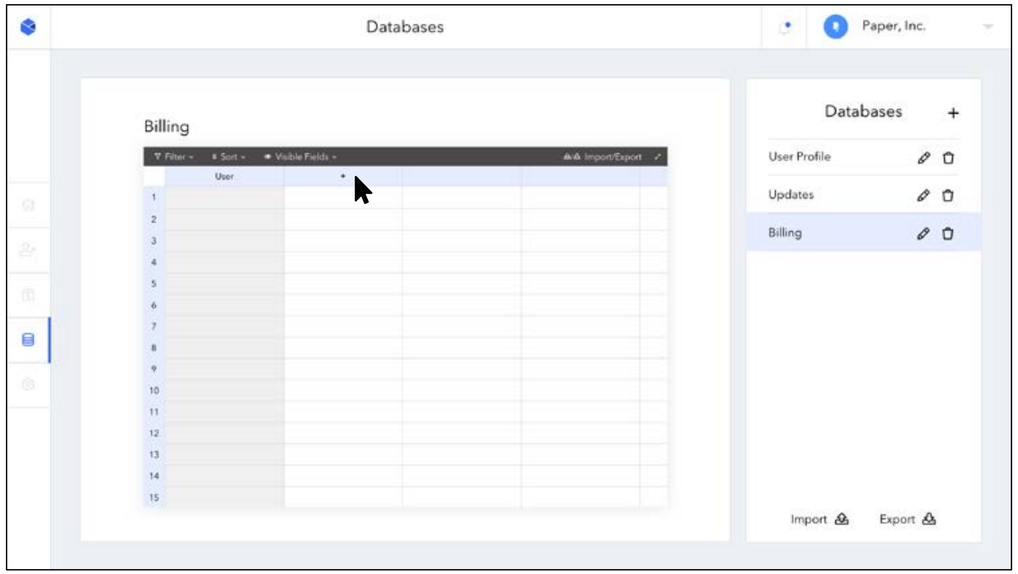
The view above represents a dashboard in which a designers has already established a couple of different databases, and they are about to build a new one. The user starts off by clicking the plus icon in the top right corner of the databases list (right column).



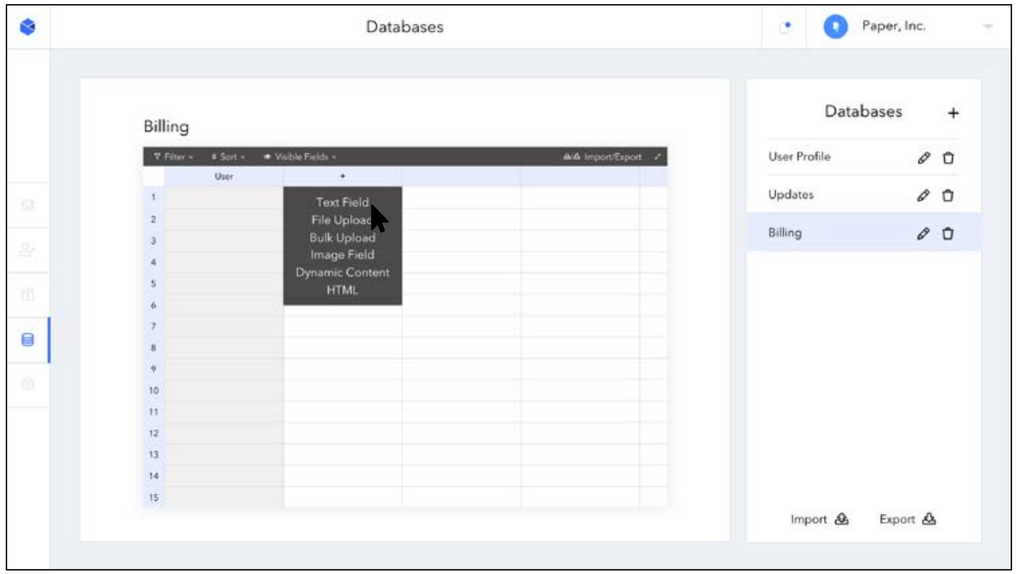
Now that a new database has been created, the user can click on either name field and give it a name.

Prototyping – Databases Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



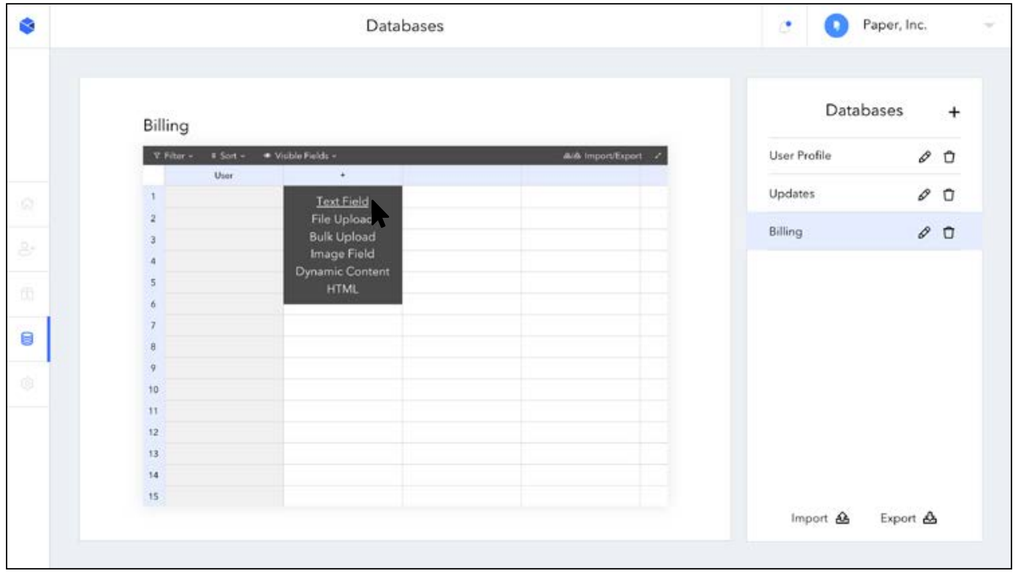
Great! Now the user can begin adding fields to their collection by clicking the plus icon on a the first blank column.



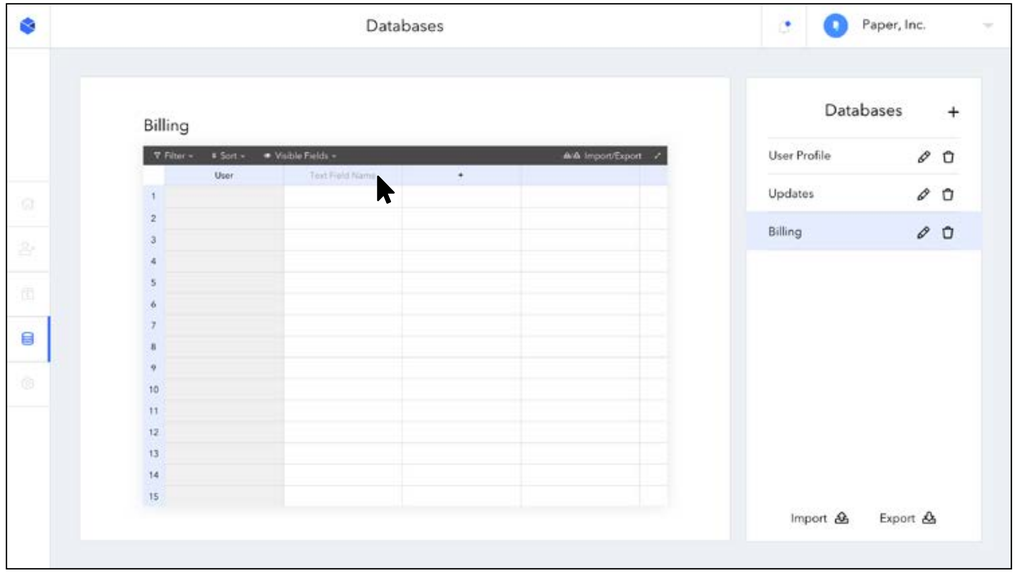
A dropdown appears, and the user can choose from various options for the column's field type.

Prototyping – Databases Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



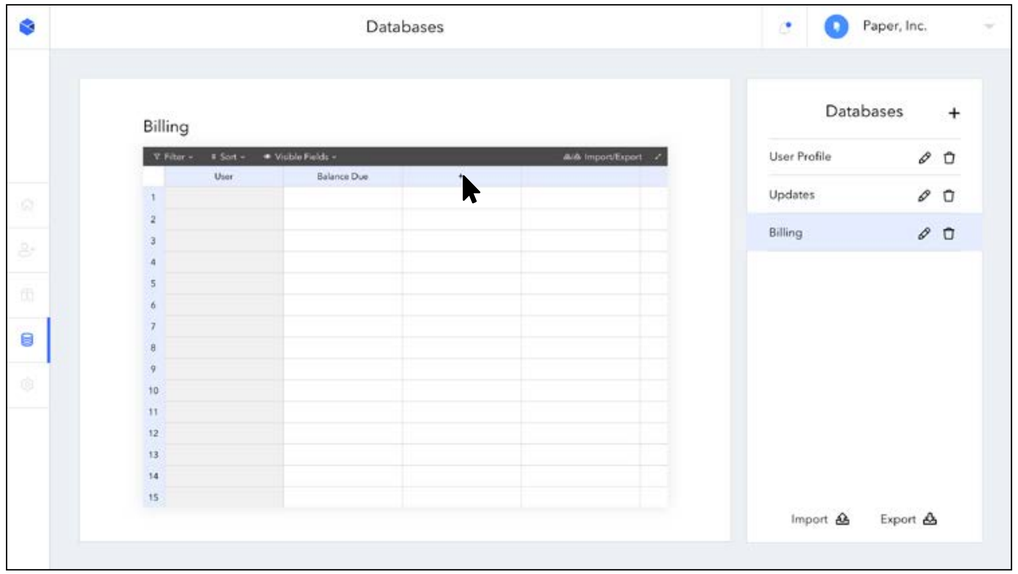
As the user hovers over the various options, the choice will underline to represent its hover effect, letting the user know which field they are about to select. The user can now select the field they wish to create by clicking on it.



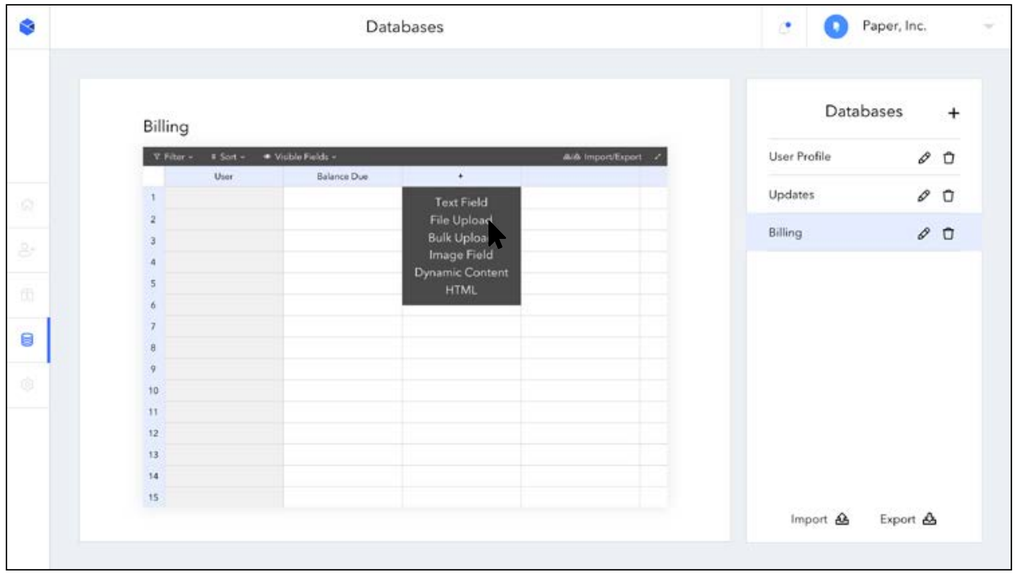
Once the user chooses an option from the dropdown, the corresponding field type is added and the user is prompted to give the column a name. The user clicks on the column title field.

Prototyping – Databases Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



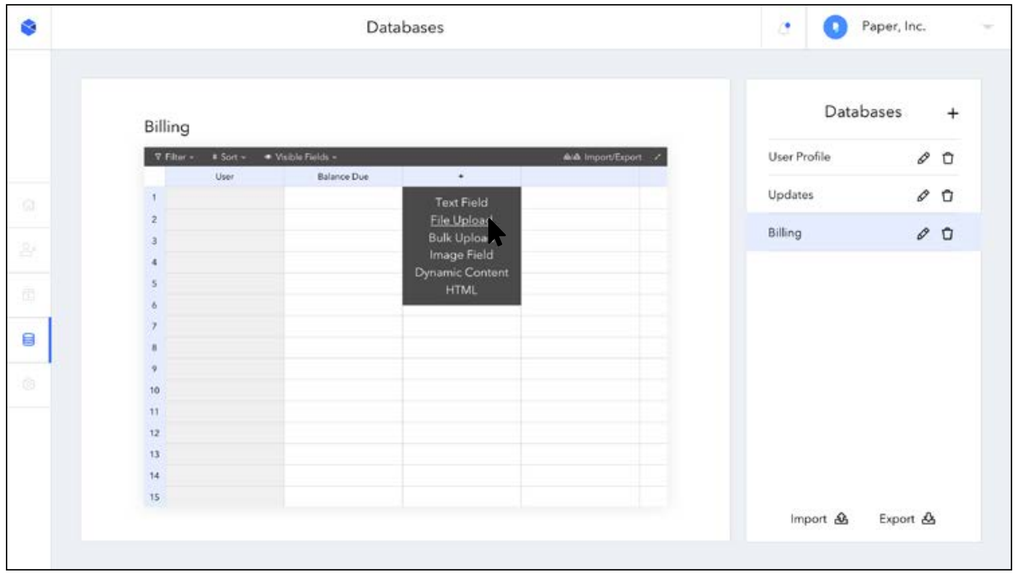
Now that they have named the field, they might choose to create another field. To do so, the user will once again click the plus icon on the first blank column.



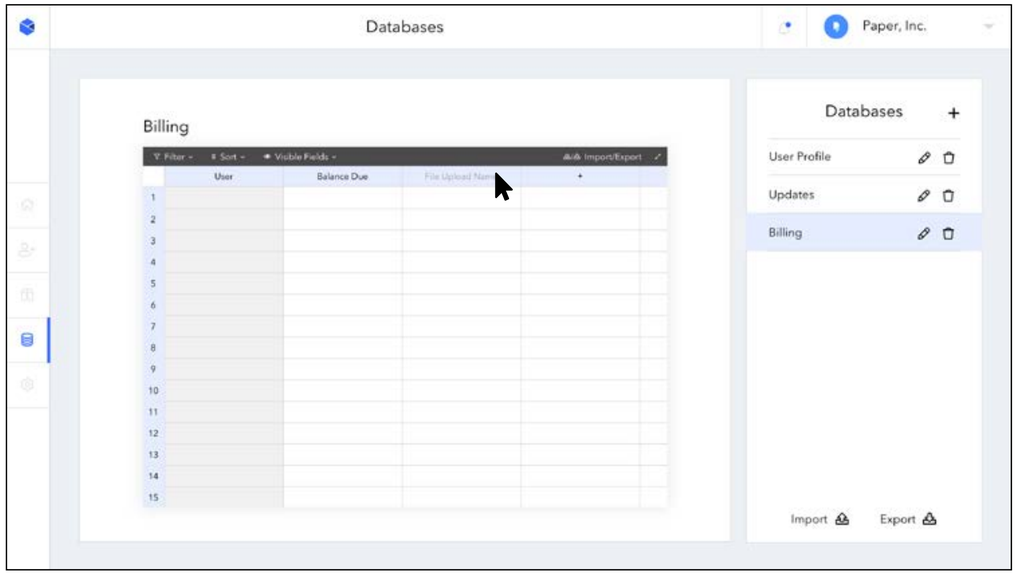
The dropdown appears again, and the user wishes to create a different field type. They hover over the File Upload field.

Prototyping – Databases Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



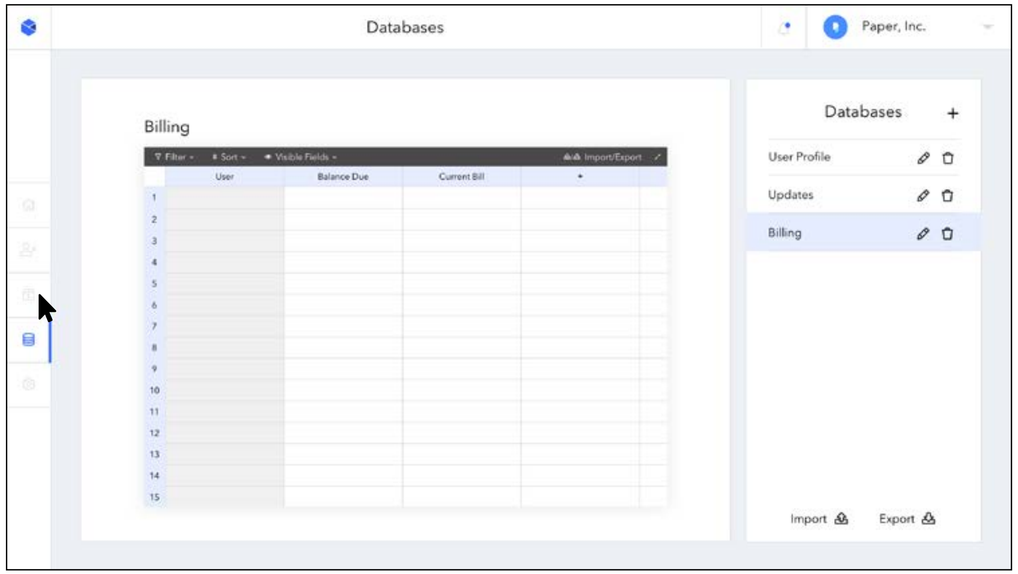
The user then clicks the corresponding field that they wish to create.



Once again, the user will name the column by clicking on its title field.

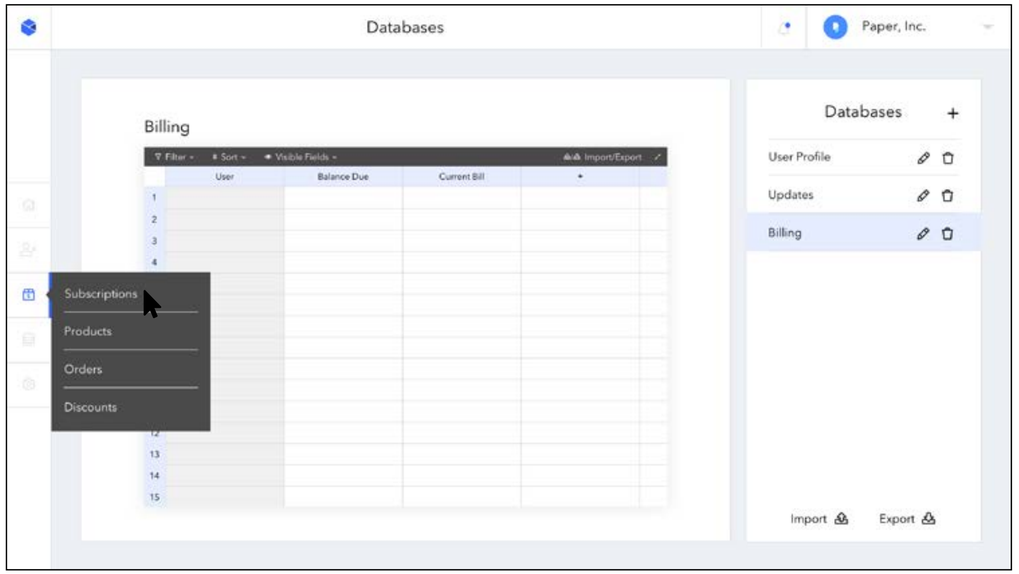
Prototyping – Databases Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



Awesome! Now that the designer has successfully created a database to be applied to their client's users, they can move on to creating a subscription plan. The designer will come back to the databases later to input data corresponding to the assigned users.

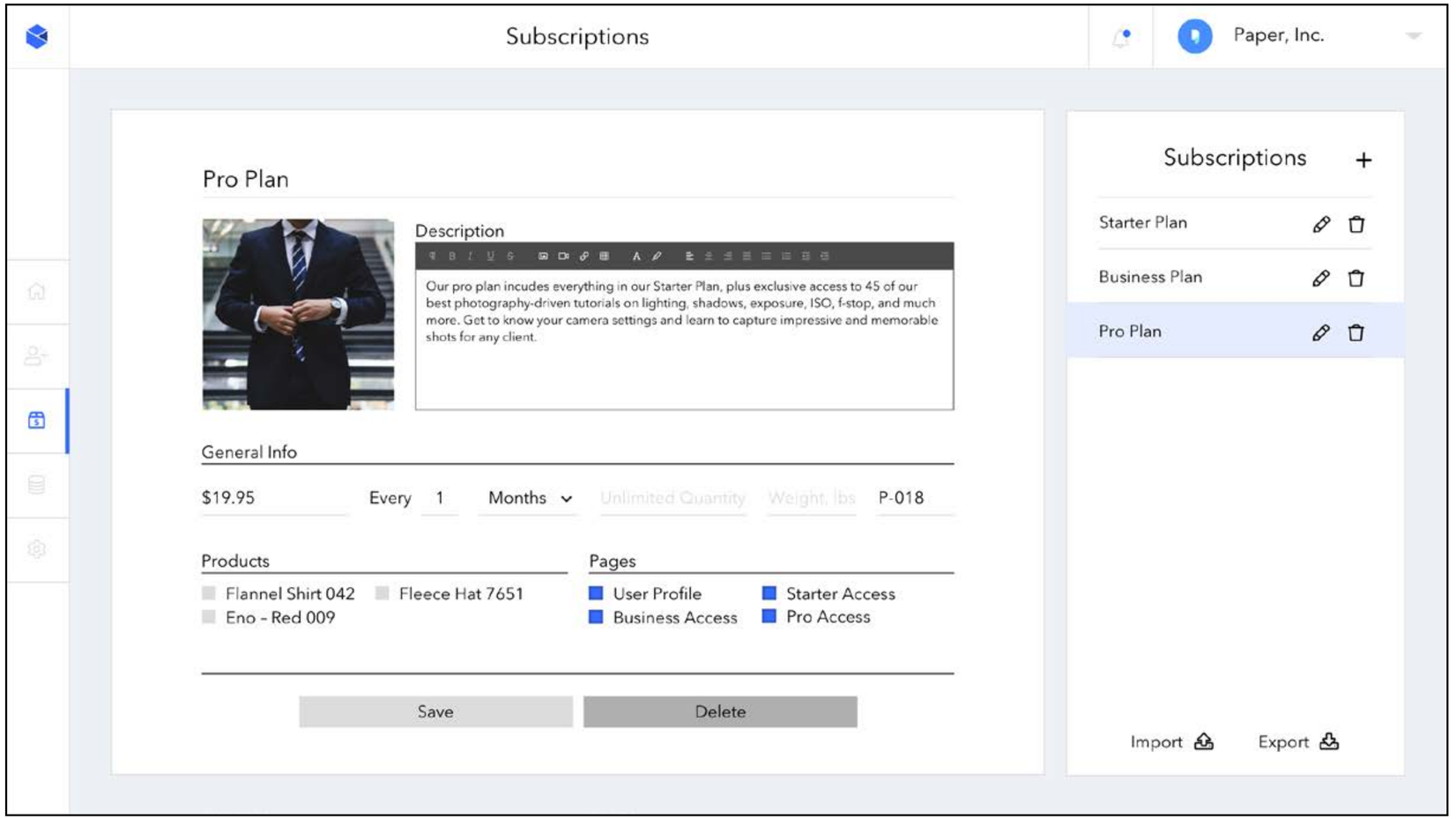
(Personal Note: After further review, I realized that this seems a little backwards, and I plan to make a small adjustment to the workflow of the application in the second phase of visuals. In specific, I will have the designer create a user first, and then create a database. In explanation, if the designer has yet to set up any databases, upon creating a new user, they will be prompted to create a new database for that user on the users page if one has not yet been created).



When the user hovers over the subscriptions icon on the navigation panel, they are prompted to select from various sub-categories of the subscriptions section. For now, the user is interested in creating a new subscription, and therefore clicks on the "Subscriptions" link.

Prototyping – Subscriptions Page

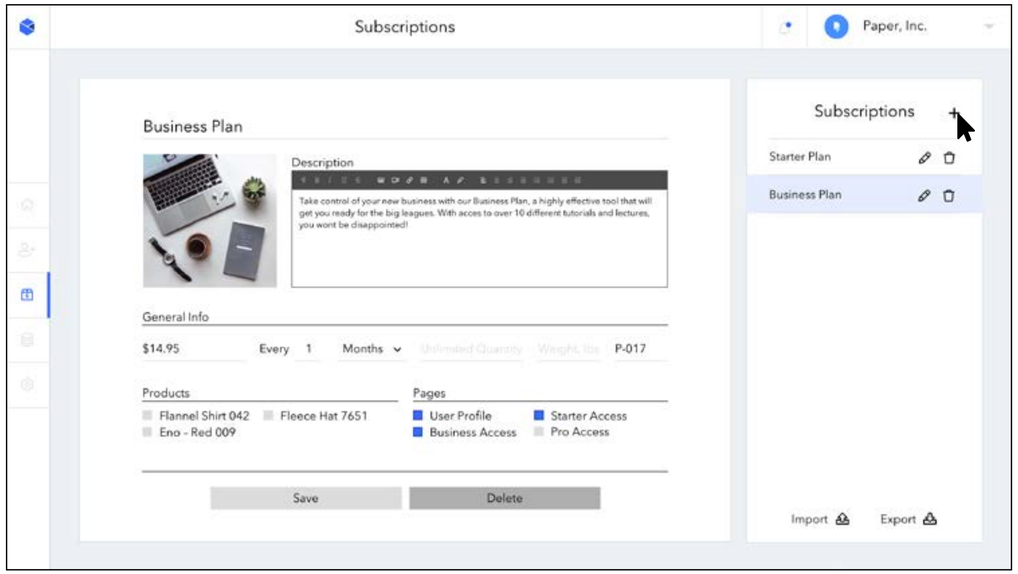
Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



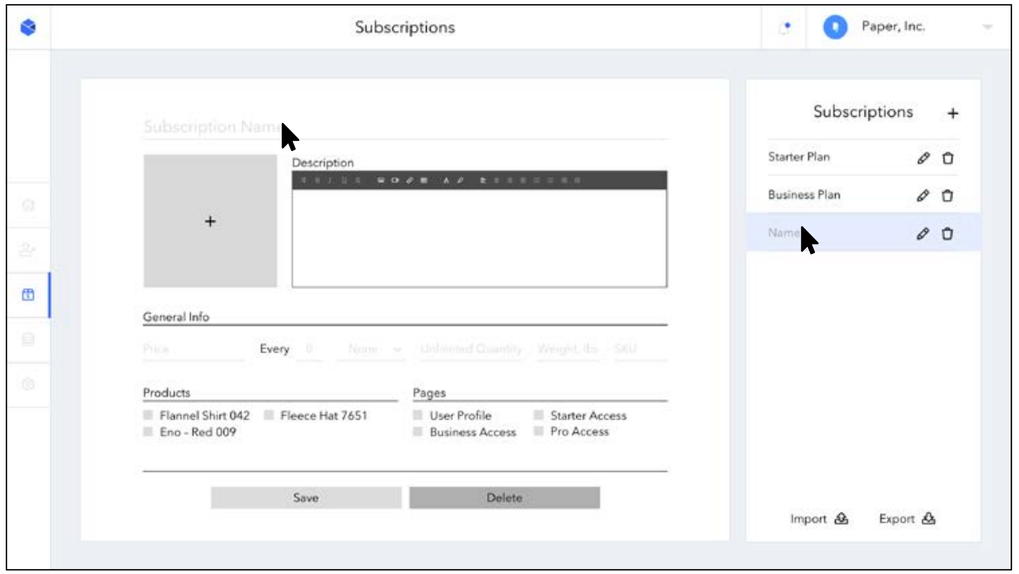
The Subscriptions section allows the designer to create subscription plans – for digital good, physical goods, or both – and assign them to users. These plans are made up of a multitude of pre-created products, pages, and content.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



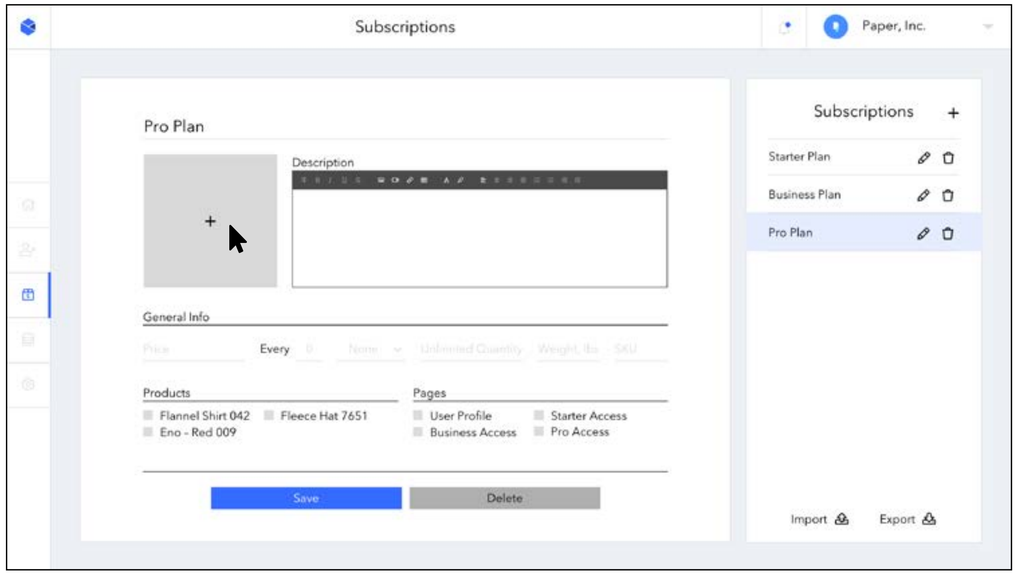
Much like the databases section, the user has already created a couple subscriptions, and they now wish to create a new one. To begin, the user would click on the plus icon in the top right corner of the subscriptions list.



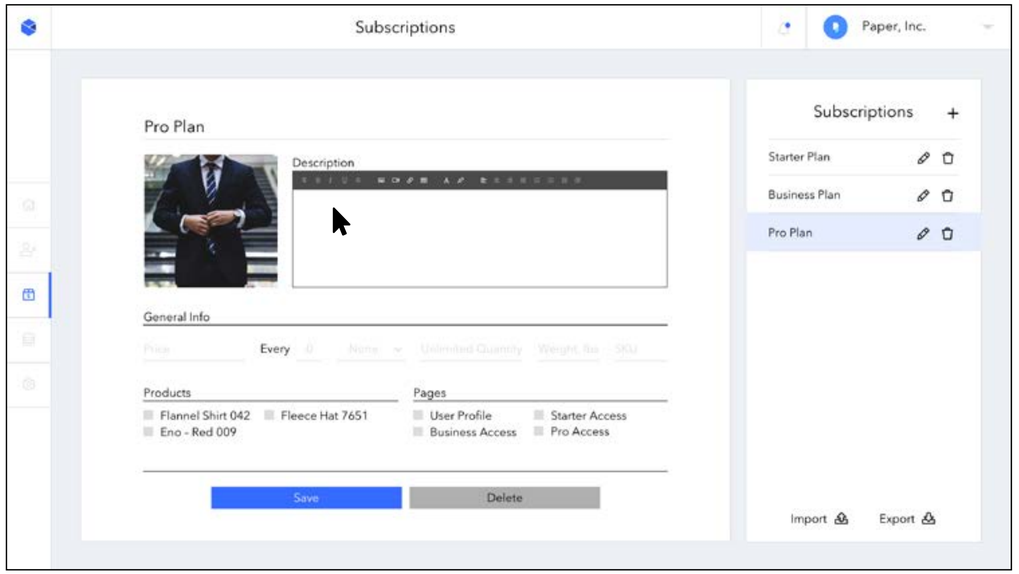
The user is now provided with a blank subscription plan. The user can name their new subscription by either clicking on the panel title field or the list title field, as seen above, and typing in its name.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



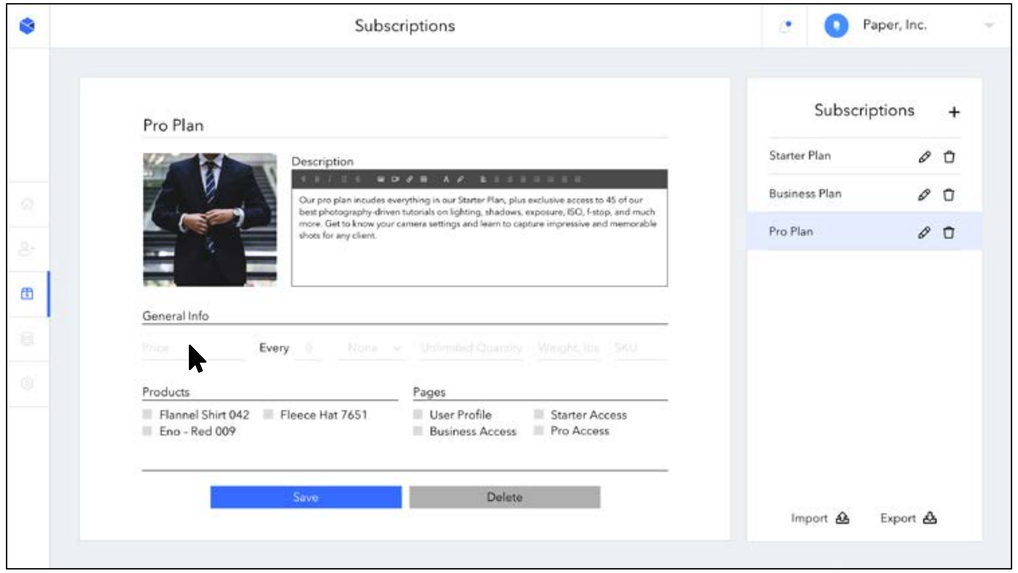
Now that their new subscription is named, they can apply an image preview to it for later reference by clicking anywhere on the image slot.



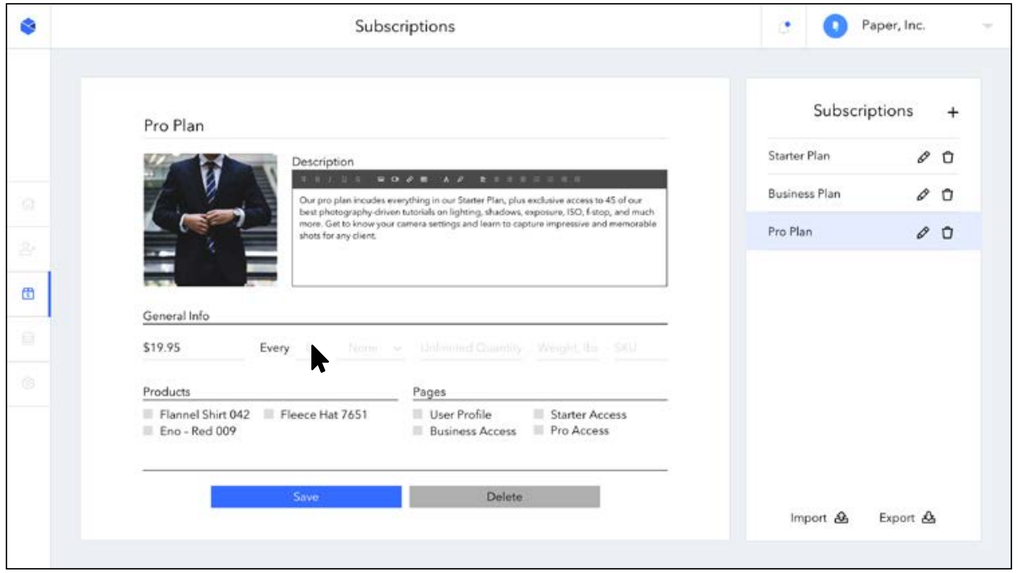
Once the user selects and adds an image (OS file manager not shown here), they can give the subscription a description by clicking anywhere in its text area. The user will then type out their description for their current element.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



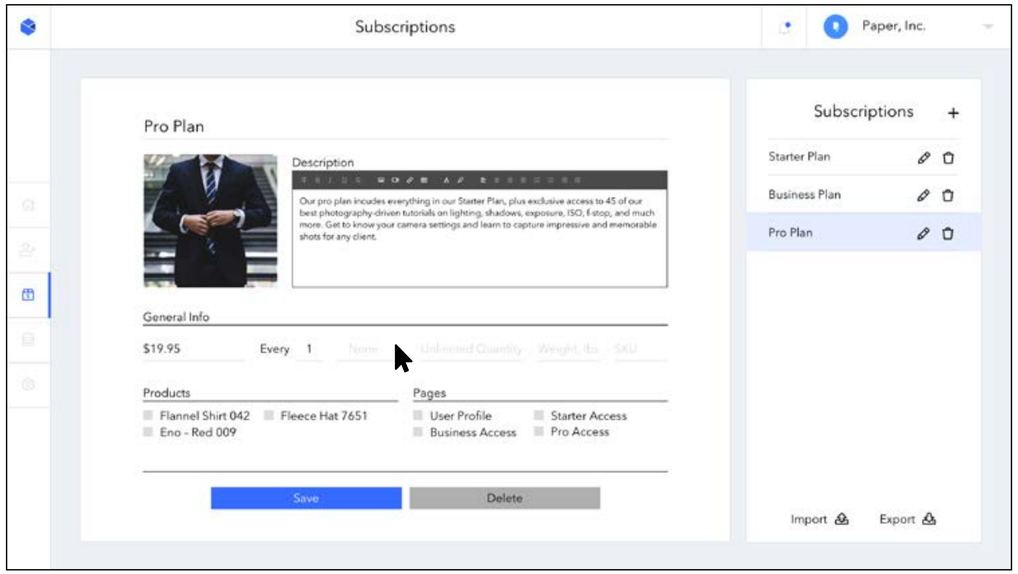
After giving it a description, the user might want to assign a price to it so that the client's customers can be charged. To do so, the user would click on the price field and type in a numeric value. If this field is left blank, the subscription will be considered free.



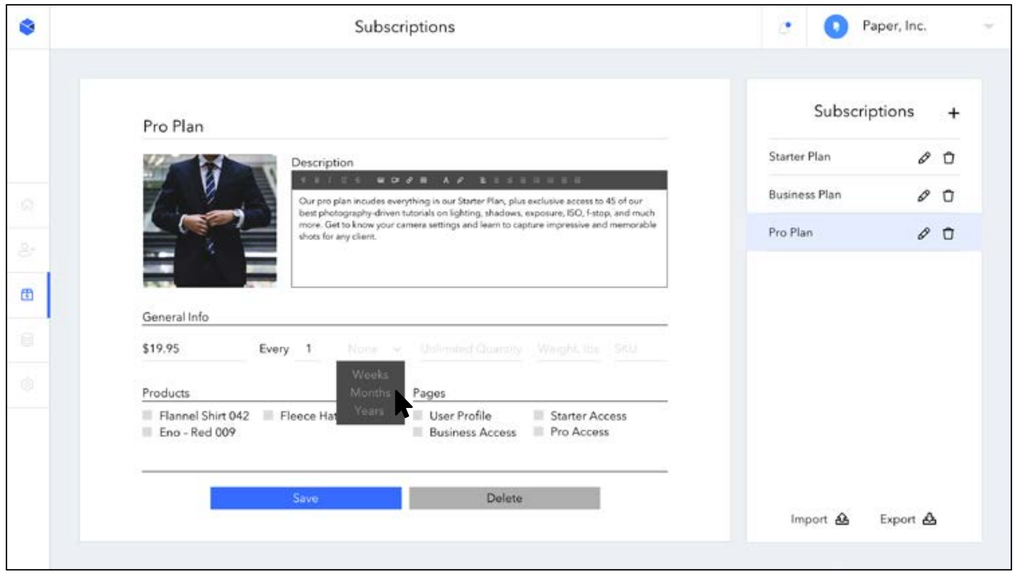
Now the user needs to clarify how often the client's users will be charged. To do so, they would click and enter a numeric value in this field that represents this period (which will be followed by an increment in a second). Considering the client wants their users to be charged every 1 month, the user will type in 1.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



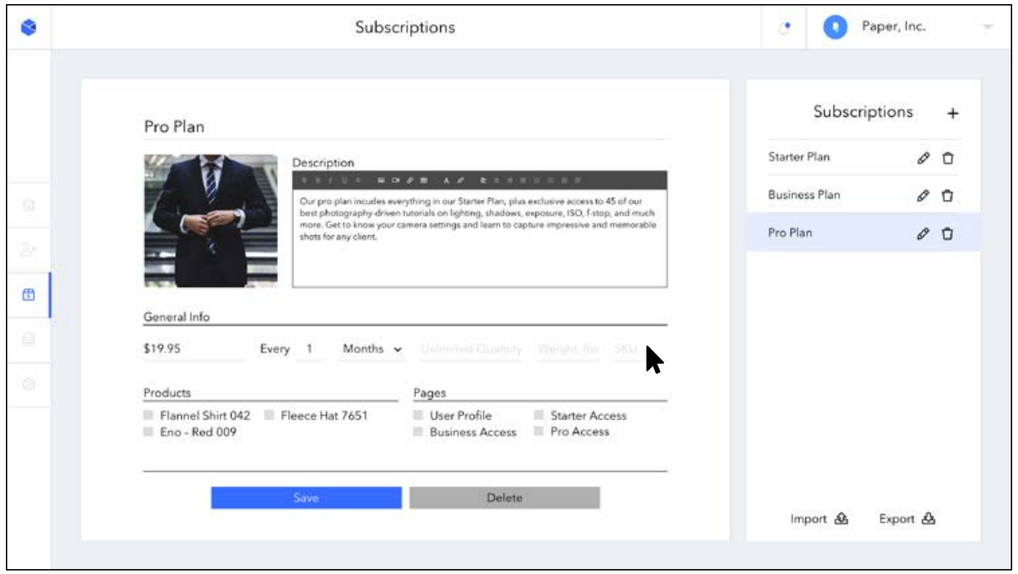
The user will then click on the increments dropdown field to select an appropriate increment for the plan.



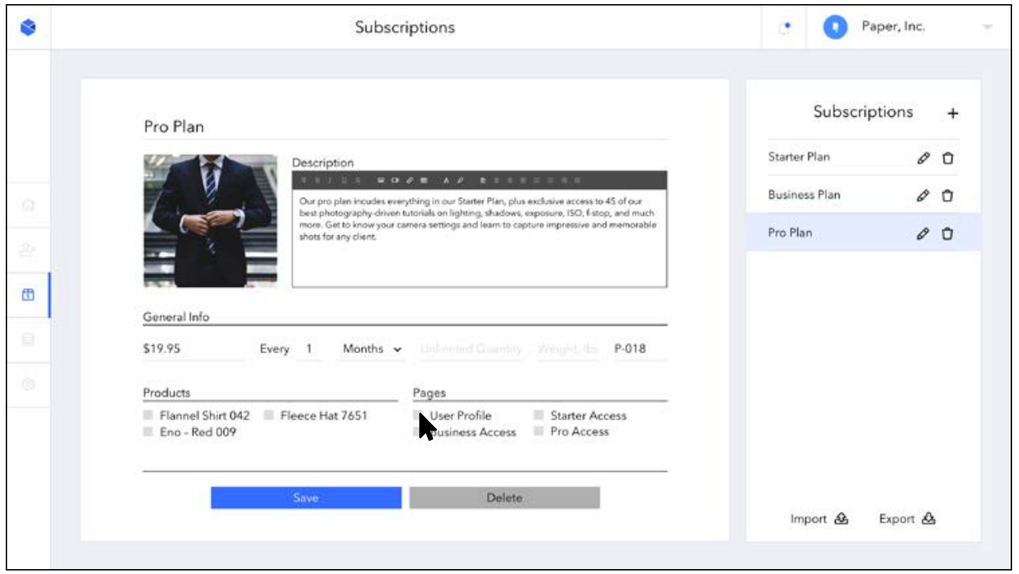
The user clicks “months” to select it, and the dropdown disappears as the field is filled in.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



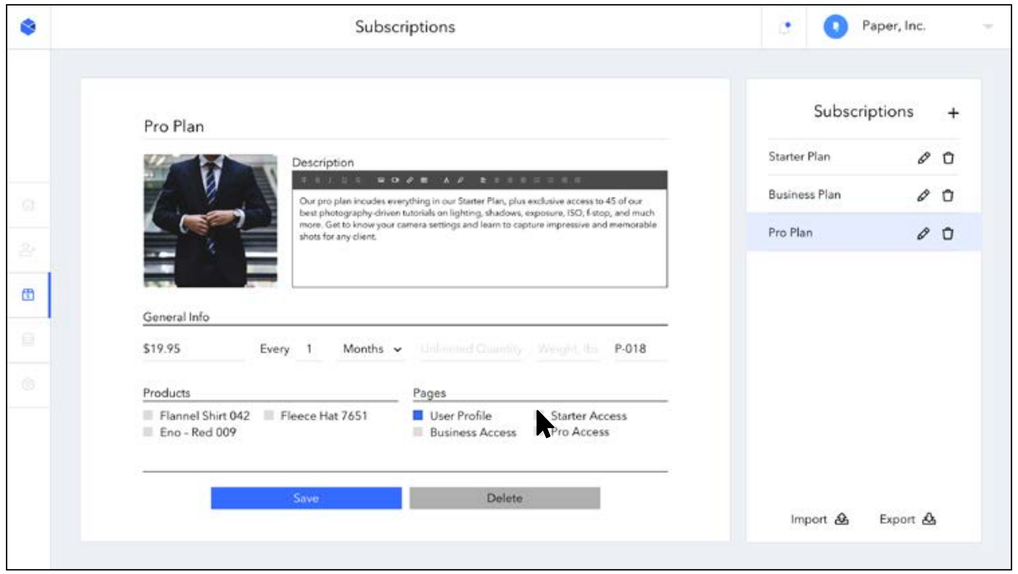
Now the user will specify whether or not this plan has a specific inventory quantity and what its weight is in pounds (specifically for plans that include physical items). Considering this plan is strictly digital, the user will leave both fields blank. The might want to add a SKU number to this plan for later reference, and would do so by clicking on the SKU field and typing the corresponding alpha-numeric value.



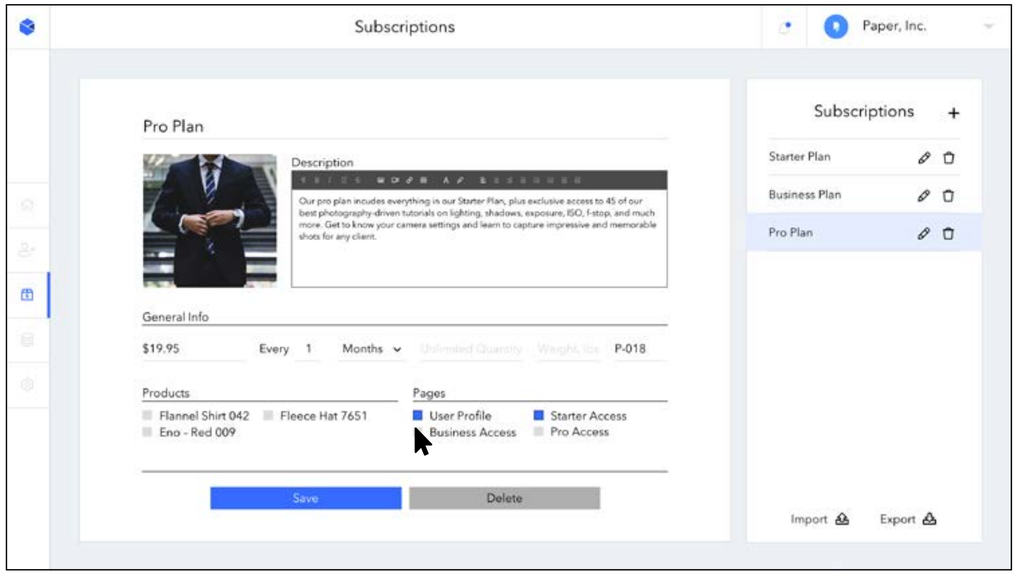
Once the user enters the SKU number, they would now want to assign specific products and pages to this subscription. The products and pages found here have already been created by the user (the pages rollover from the integration between this platform and their current web host). The user would click on the products or pages to assign them.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



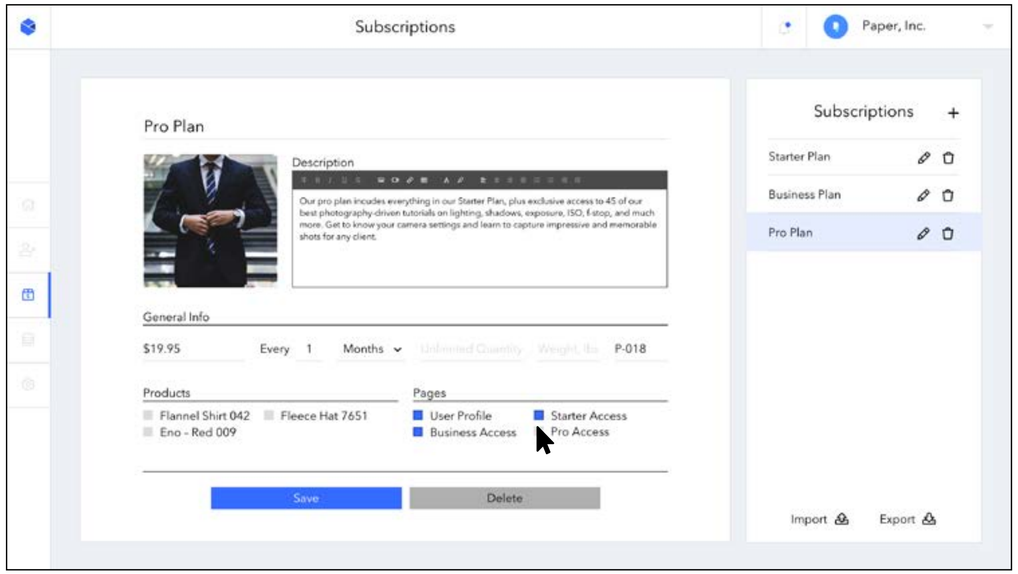
The user has added user profile, and this is indicated by the blue selected state. The user can select multiple pages or products for the same subscription.



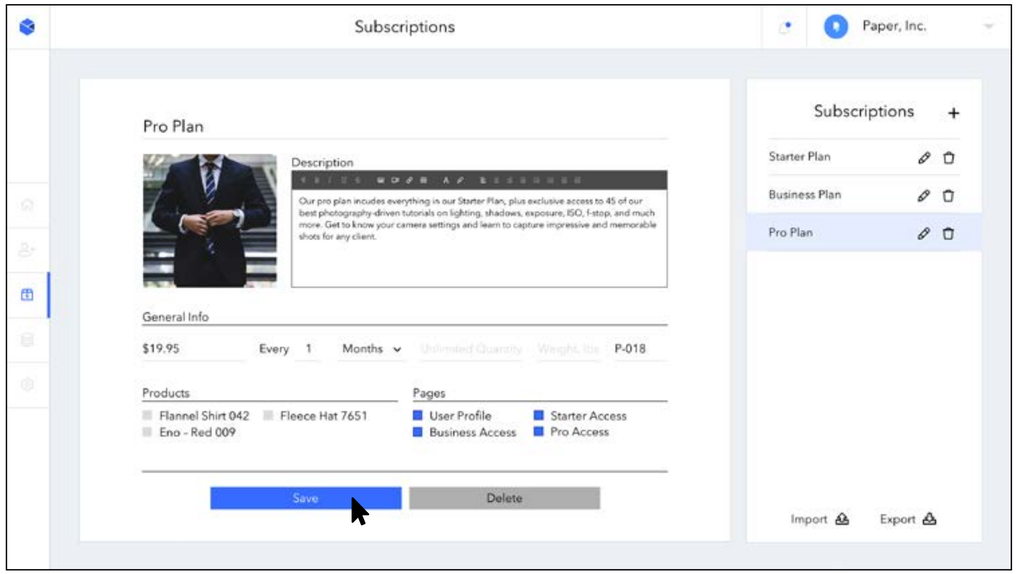
The user specifies that anyone with this subscription will have access to the starter access page...

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



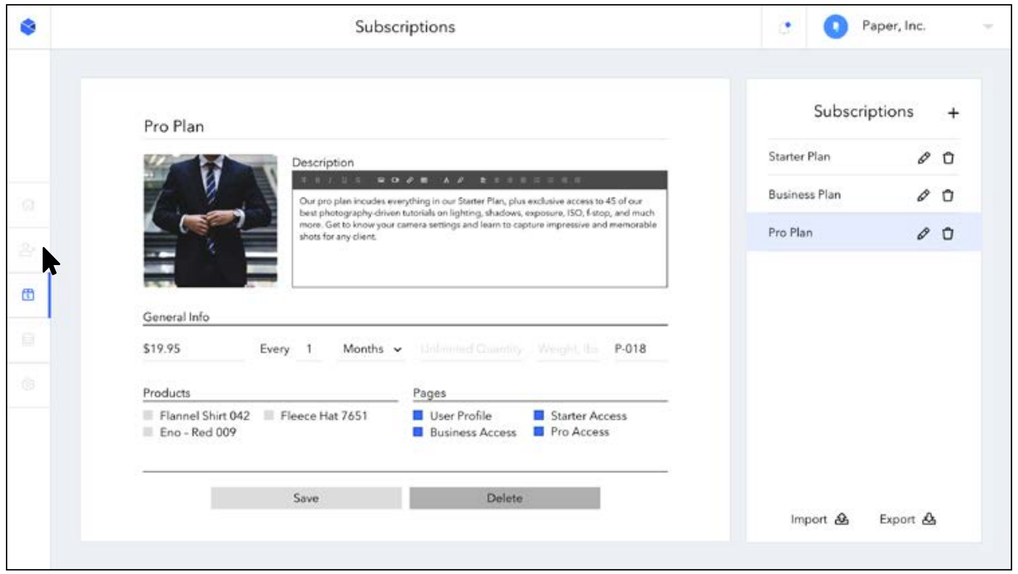
the business access page...



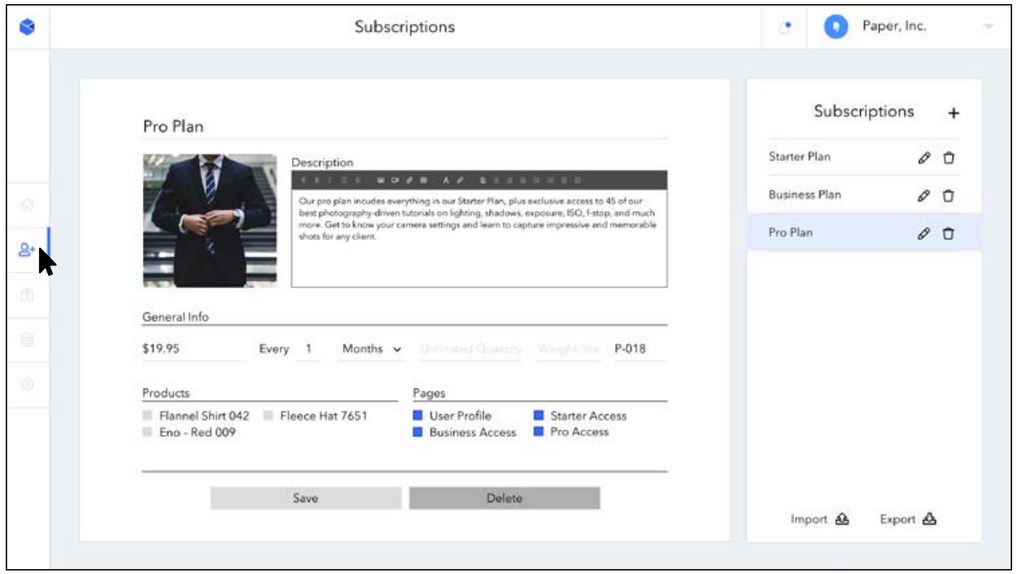
and the pro access page. Now that the user has finished creating their new subscription they can click save to make sure the subscription is never lost.

Prototyping – Subscriptions Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



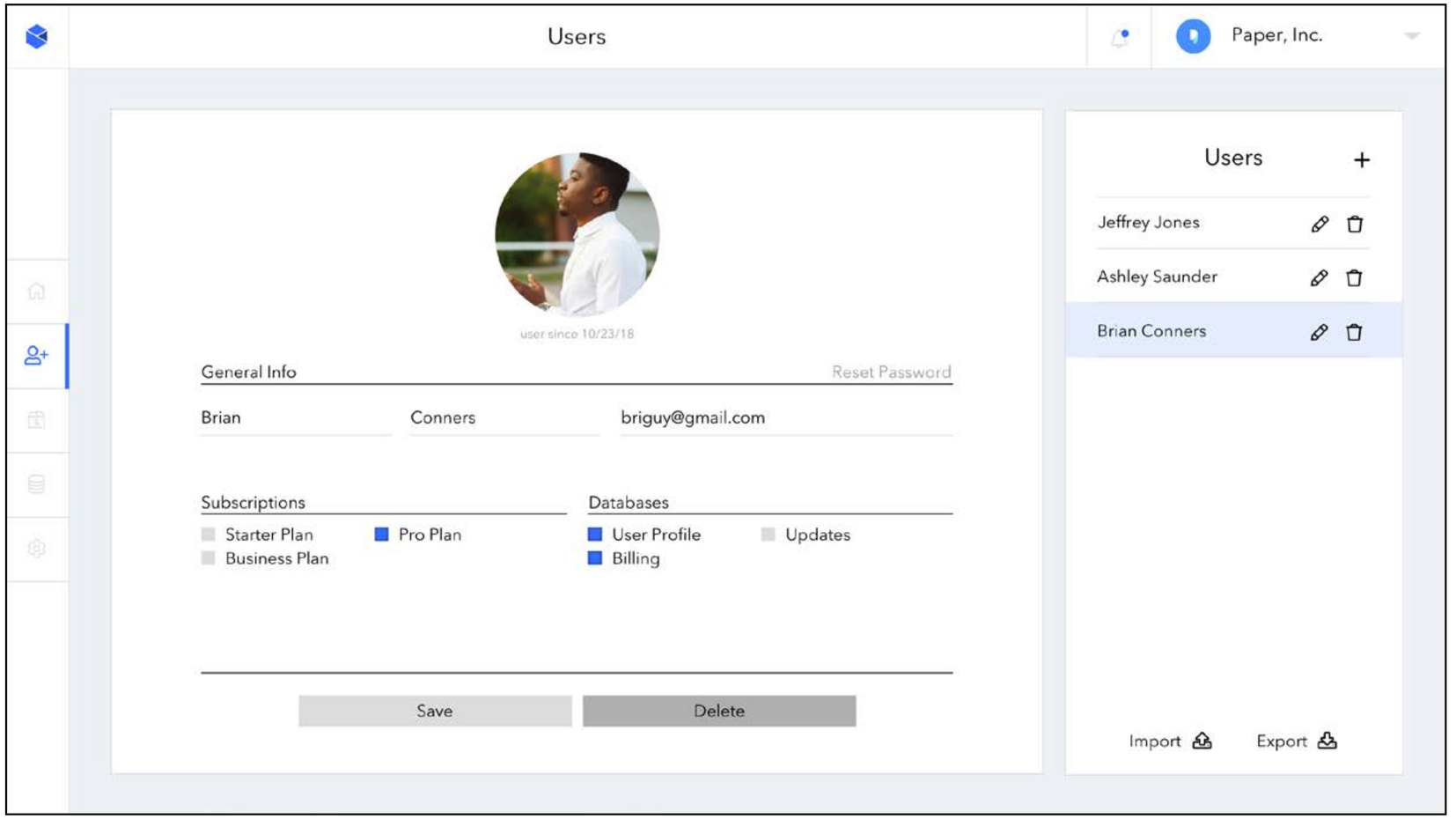
The blue state of the save button turns to gray, indicating that their information has been saved and that there is now nothing different on this plan that needs to be saved again.



The designer can now add the client's users by navigating to the users section. The designer hovers over the users icon and clicks on it.

Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

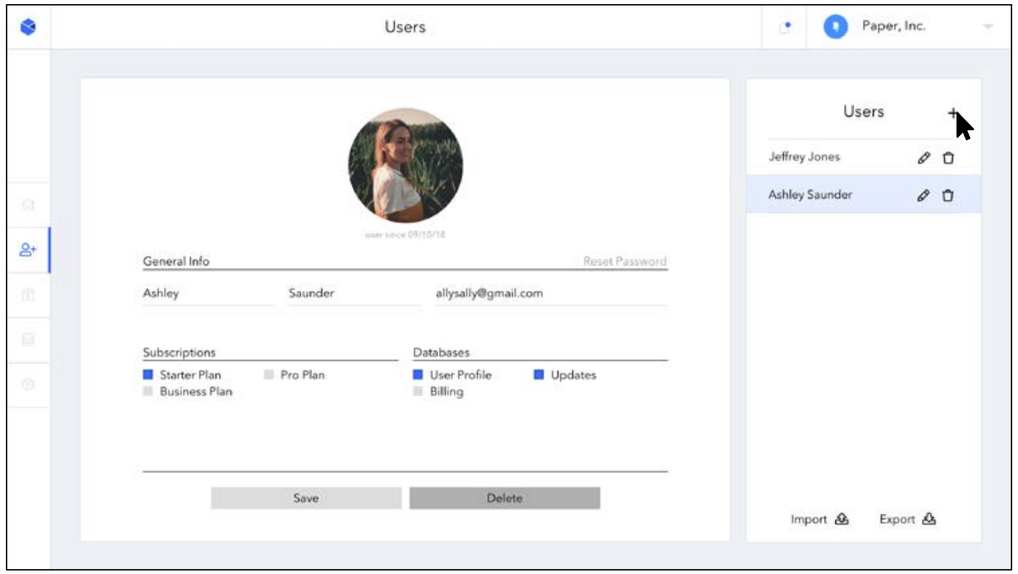


Once the designer has reached the Users section, they can start creating users for their client's website. Each user can be assigned to specific subscriptions and databases that have been set up by the designer.

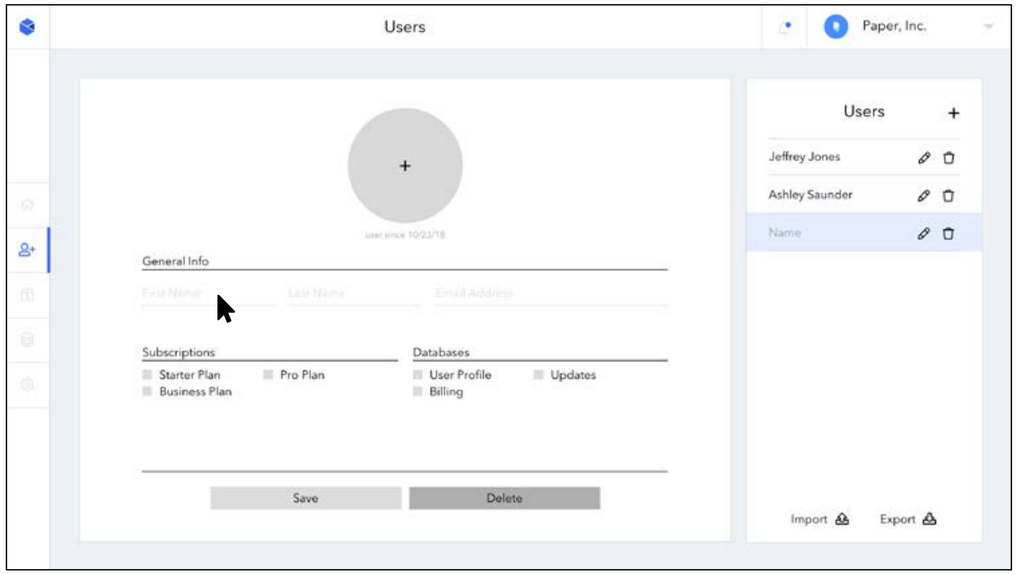
It is important to mention that this is not the only means of creating a user. In explanation, dependent on the client's request, users could pontentially sign up on the client's website and all of the content that they enter in that process would be dynamically entered in this panel.

Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



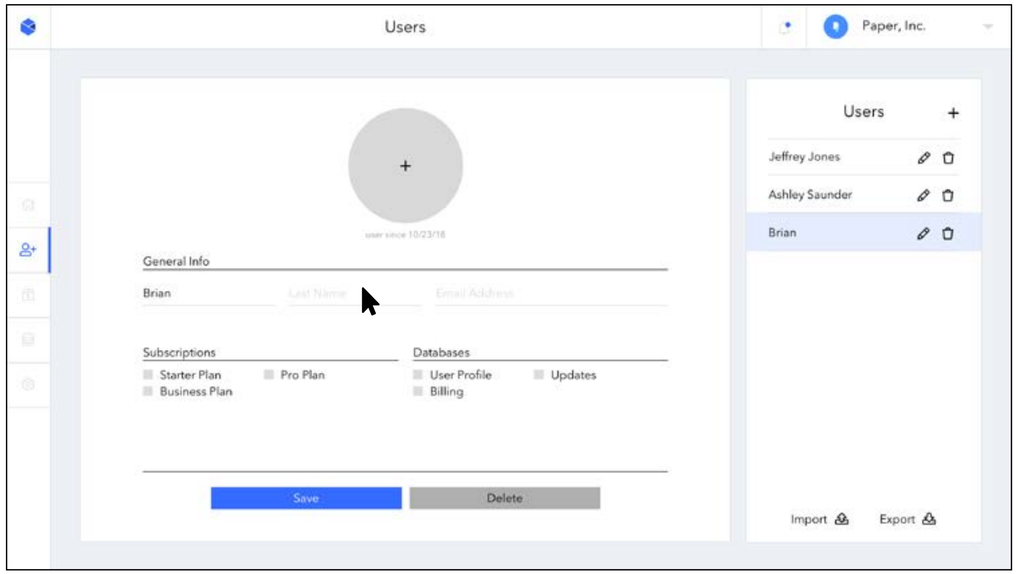
In similarity to the other sections, the designer already has some users set up. In this flow, they want to create a new user. To do so, they will start by clicking the plus icon, as seen before.



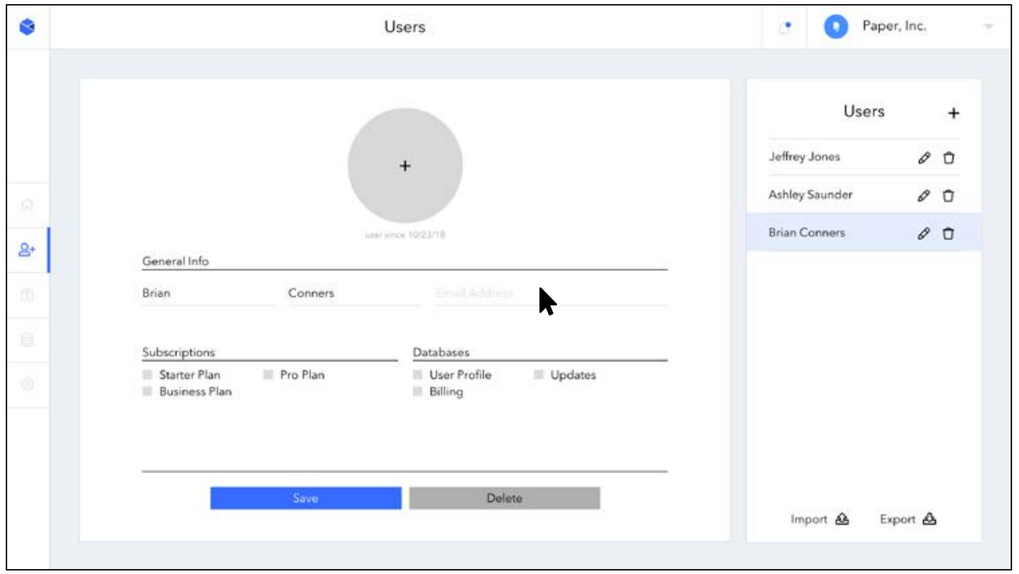
Now that the designer has a blank user profile, they will begin editing it by clicking on the name fields and giving the user a name.

Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



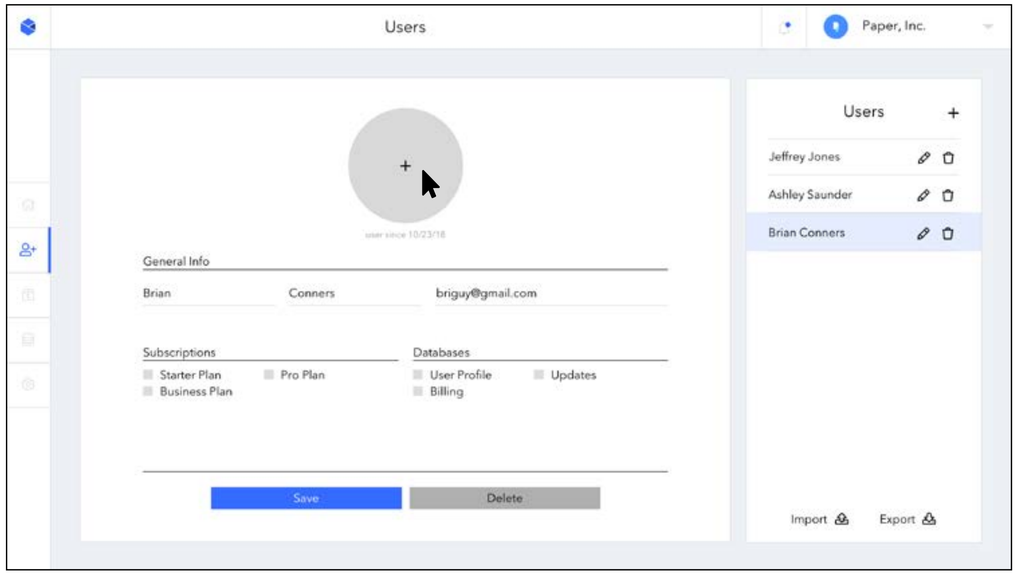
Once the designer enters the user's first name, it populates on both the field in the panel and the field in the side list. The designer then clicks on the last name field and types in the user's last name.



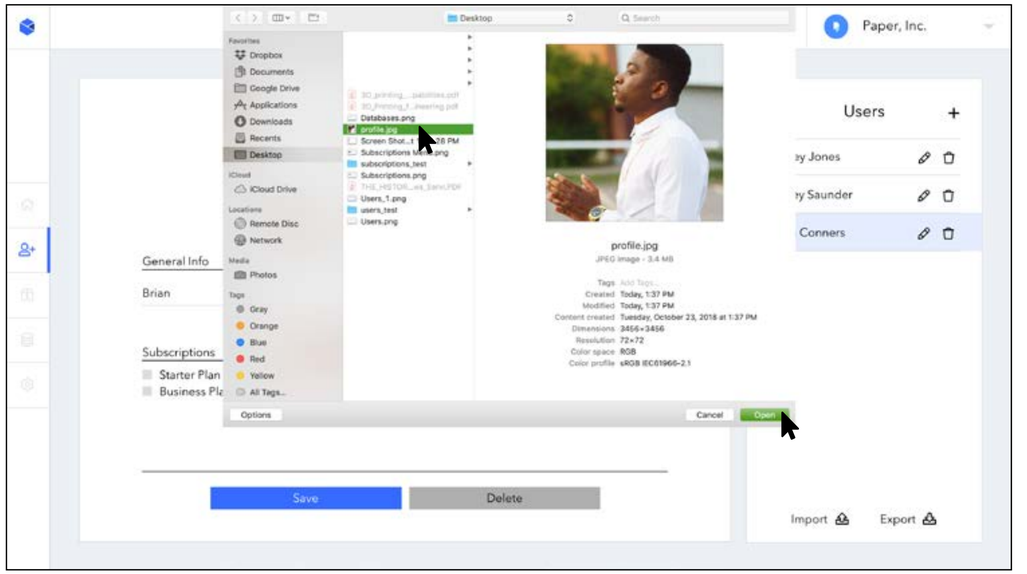
Now the designer would click on the email field and type in the user's email address. This will be used by the user to login to their profile.

Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



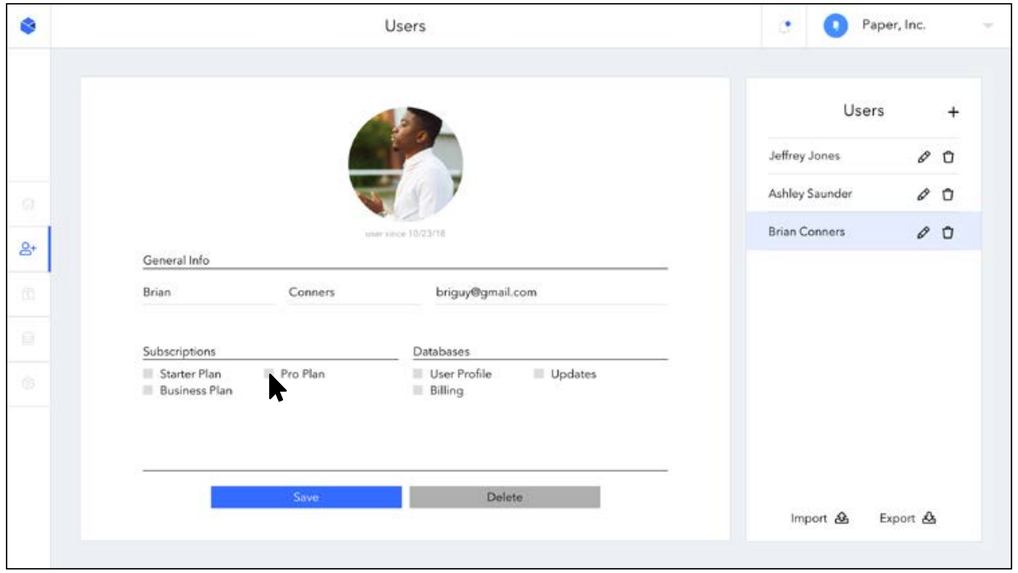
Once that is done, the designer might wish to add a profile picture. They would do this by clicking on the profile image circle slot in the top center.



The OS of the current device is pulled up in order to choose an image. The user selects the image from their file manager and then clicks open.

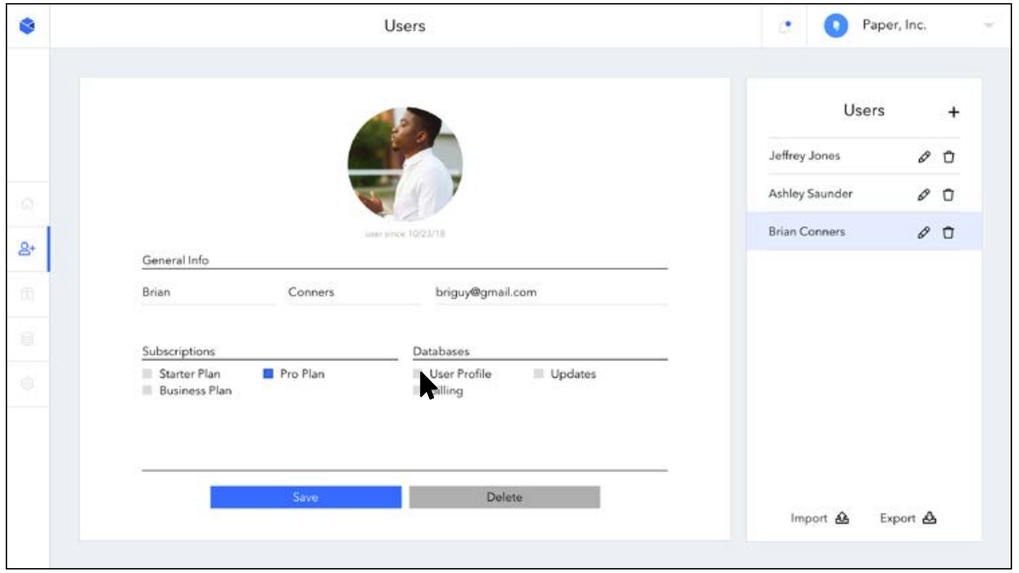
Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



The user profile image is applied and the designer can now assign a combination of subscriptions and databases to this user by clicking on the corresponding elements. These will be applied to the user upon their first login, and they will be prompted to enter billing information if they have not established it already.

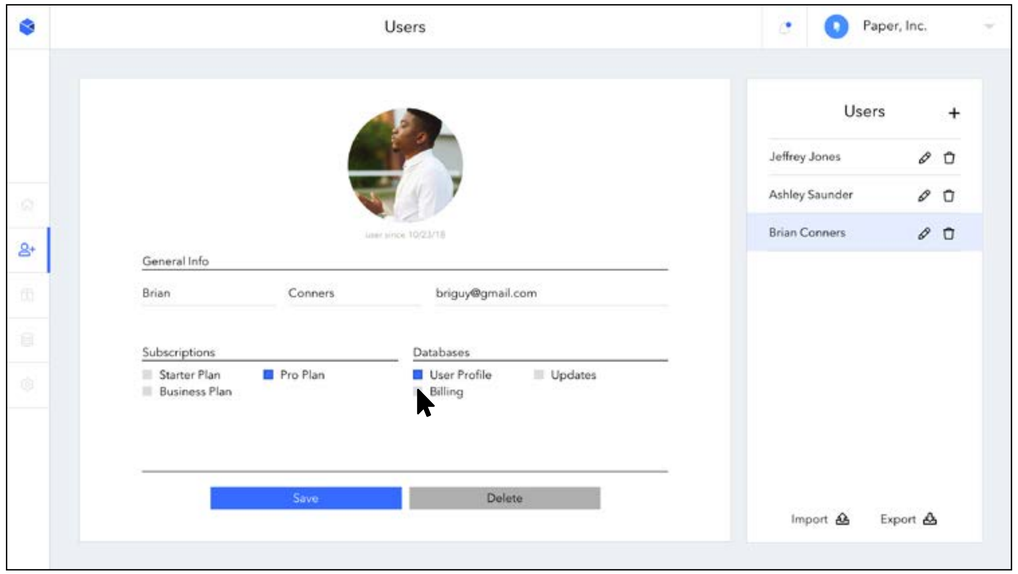
(Personal Note: A “Reset Billing” link of some sort needs to be added for user maintenance and support.)



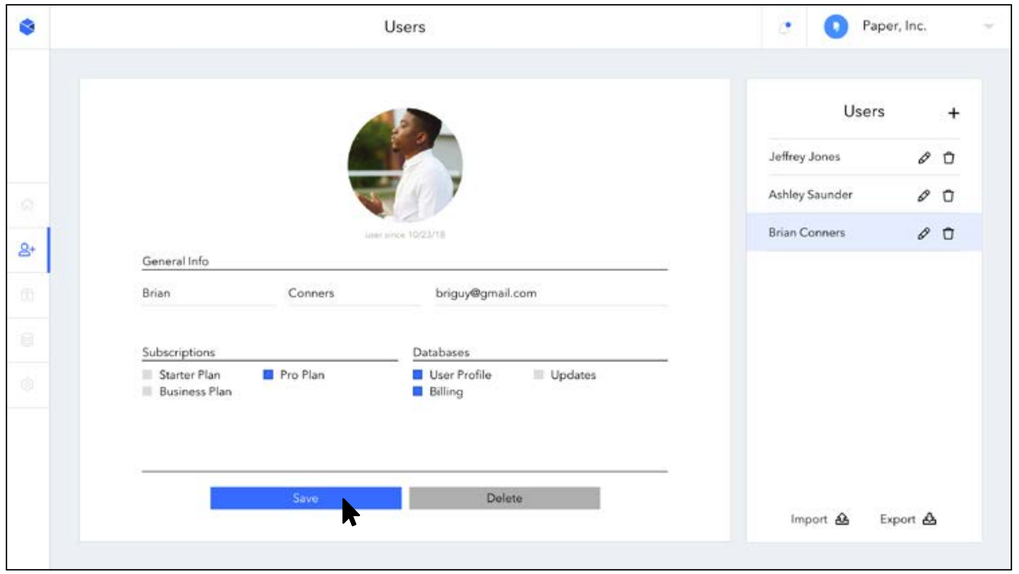
The designer selected the pro plan, and this is indicated by the selected state under the subscriptions tab. The designer then clicks on the User Profile database to link it to the user for later development.

Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



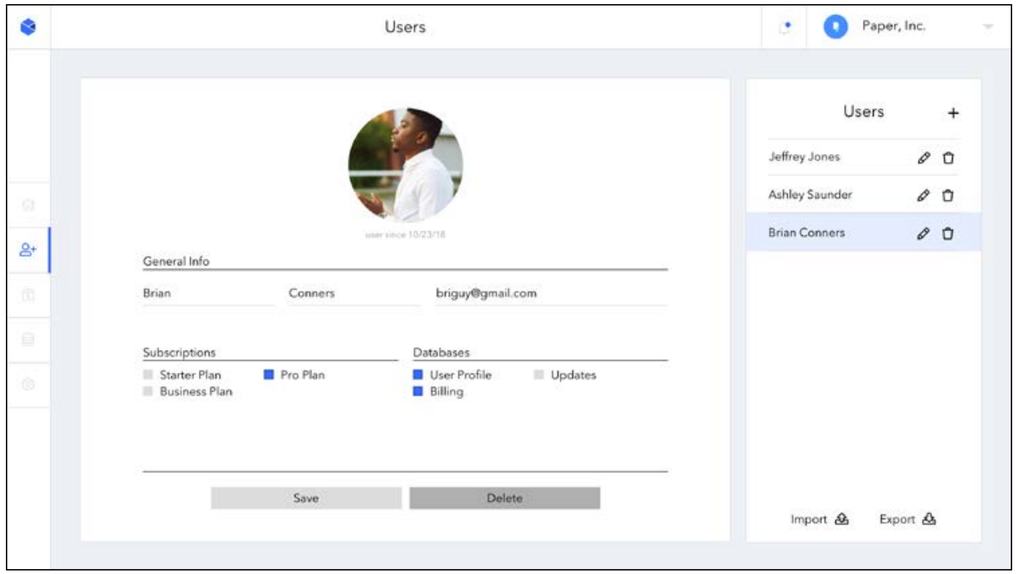
Now the designer also adds the billing database by clicking Billing.



Once the designer has finished setting up the user's profile, they can click save to save the user to the account.

Prototyping – Users Page

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward



Now that the user has been created and saved for the first time by the designer, the user will recieve a setup email automatically at the email corresponding with their account's Email Address field. The email would allow the user to continue setting up their account, adding information like billing and password security.

Usability Test Results – Questions Asked

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Databases Page:

- Is it clear that you are on the database page?
- Do you know how to add a new database?
- Is it clear how to title the database?
- Do you understand how you create a new field/column?
- Do you understand that the field options provided are options for the field you are creating?
- Is it clear as to what each field option is for?
- Do you know how to title the field that you create?
- How would you import or export whole databases?
- If you wanted to make the database editor larger, how would you do so?

Subscriptions Page:

- Did you understand how to navigate to this page?
- Is it clear that you are on the subscriptions page?
- Do you know how to add a new subscription?
- Is it clear how to title the subscription?
- How would you add an image to this subscription?
- How would you add a description?
- How would you add a price for the customers to pay?
- Is it clear that the subscription is charged on a periodical basis?
- How would you set up this period?
- Do you understand why you might need a quantity and weight field?
- What would you do if you wanted the quantity to be unlimited?
- If you wanted to assign products and pages to this particular subscription, how would you do so?
- Is it clear what you are doing when assigning these elements to the plan?
- Do you understand how to save your plan?
- Why does the save button change color throughout this process?

Users Page:

- Did you understand how to navigate to this page?
- Is it clear that you are on the users page?
- Do you know how to add a new user?
- Is it clear how to name the user?
- How would you add an image to this user?
- How would you assign a user to a particular subscription or database?
- Does this process of assigning these elements make sense?
- Is it easy to save the user profile?
- How do you know how long the user has been a member with your website?
- How would you import or export more users?
- When looking back at the first user profile, how would you reset the password?
- Why is this reset button not on the new user you created?

General:

- Is the navigation and menu clear?
- How you do feel about the branding?
- What are your thoughts on the name “Userbox”?
- Does the branding fit the content and overall purpose of the app?

Usability Test Results – Databases Page Analysis

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Databases Page:

Is it clear that you are on the database page?
- 4 out of 4 users said yes.

Do you know how to add a new database?
- 3 out of 4 users thoughts this was clear
- 1 user said that the plus symbol was not big enough

Is it clear how to title the database?
- 4 out of 4 users said yes
- 1 user paused before figuring out how to title it
- 2 users clicked on the smaller list section on the right to name it

Do you understand how you create a new field/column?
- 2 out of 4 users clicked the plus symbol to add the field immediately
- 1 user paused before figuring it out, but claimed it was only user error
- 1 user could not figure out how to add a field

Do you understand that the field options provided are options for the field you are creating?
- 3 out of 4 users were recognized that the options were field options
- 1 user did not realize that they were links/buttons
- 1 user did not know that it was a dropdown
- 1 user did not understand what the options were

Is it clear as to what each field option is for?
- 3 out of 4 users said yes
- 2 users did question the dynamic content link but understood a general consensus of its purpose

Do you know how to title the field that you create?
- 3 out of 4 users realized how to title the field immediately
- 1 user paused before figuring it out

How would you import or export whole databases?
- 4 out of 4 users understood the import and export functionality and identified it immediately, while 1 user questioned its extended functionality

If you wanted to make the database editor larger, how would you do so?
- 3 out of 4 users recognized the expand icon and knew its functionality
- 1 user thought that the expand icon was too small
- 4 out of 4 users appreciated this feature as they thought the window might need to be bigger when editing certain content in the editor

Usability Test Results – Subscriptions Page Analysis

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Subscriptions Page:

Did you understand how to navigate to this page?
- 2 out of 4 users said yes
- 2 users said that they did not understand the icon

Is it clear that you are on the subscriptions page?
- 4 out of 4 said yes

Do you know how to add a new subscription?
- 4 out of 4 said yes, specifically because they new where to find it from the last page they did

Is it clear how to title the subscription?
- 4 out of 4 said yes

How would you add an image to this subscription?
- 4 out of 4 understood how to add an image

How would you add a description?
- 4 out of 4 were able to add a description

How would you add a price for the customers to pay?
- 3 out of 4 knew how to add a price
- 1 user took a second to add it

Is it clear that the subscription is charged on a periodical basis?
- 2 out of 4 users thought this was clear
- 1 user recommended using a dialogue box to explain this to the user
- 1 user needed an explanation for the purpose behind this process

How would you set up this period?
- 3 out of 4 users figured this out
- 1 user paused and then figured it out

Do you understand why you might need a quantity and weight field?
- 3 out of 4 users understood these fields and their purpose
- 1 user needed an explanation for its purpose

What would you do if you wanted the quantity to be unlimited?
- 3 out of 4 users knew to leave the field blank
- 1 user wanted a little more information on this field

If you wanted to assign products and pages to this particular subscription, how would you do so?
- 4 out of 4 users figured this out

Is it clear what you are doing when assigning these elements to the plan?
- 3 out of 4 users understood this perfectly
- 1 user was hesitant about their explanation but eventually got it correct

Do you understand how to save your plan?
- 4 out of 4 users said yes

Why does the save button change color throughout this process?
- 4 out of 4 users understood this interactivity and the color change
- 2 user explained that this was a great addition to the process as confirmation

Usability Test Results – Users Page Analysis

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Users Page:

Did you understand how to navigate to this page?
- 4 out of 4 users said yes

Do you know how to add a new user?
- 4 out of 4 users said yes

Is it clear how to name the user?
- 4 out of 4 users were able to name the user

How would you add an image to this user?
- 4 out of 4 users knew how to add a profile picture

How would you assign a user to a particular subscription or database?
- 4 out of 4 users figured this process out and assigned the correct content

Does this process of assigning these elements make sense?
- 4 out of 4 users said yes

Is it easy to save the user profile?
- 4 out of 4 users said yes

How do you know how long the user has been a member with your website?
- 3 out of 4 users were able to figure out this part
- 1 user struggled to find the “member since” information

How would you import or export more users?
- 4 out of 4 users were able to figure this out

When looking back at the first user profile, how would you reset the password?
- 4 out of 4 users figured this out

Why is this reset button not on the new user you created?
- 2 out of 4 users were able to explain the correct answer, but took a second to get to the answer
- 2 users did not realize that the user had to create a password first for this

Usability Test Results – General Question Analysis

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

General:

Is the navigation and menu clear?

- 3 out of 4 users said yes
- 1 user explained how difficult it was to understand the subscriptions icon

How you do feel about the branding?

- 4 out of 4 users said they loved the branding
- 1 user said that they liked the layout of the content and how similar each screen was to the last; they said that this helped make the application and process easier for them

What are your thoughts on the name “Userbox”?

- 4 out of 4 users said that they thought the name worked for the app and explained the overall purpose
- 1 user said that they liked how it was short and to the point

Does the branding fit the content and overall purpose of the app?

- 4 out of 4 users said yes

Usability Test Results – Observations and Conclusion

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Observations – User 1:

- The overall design was clear and well executed. Once the use of the app was explained, it was easy to create a manage the content provided. It took the user a second to learn the platform on the databases page before they realized what was going on. After the user understood the platform, the rest of the sections were completely understood. The subscriptions icon was not understood and the user recommended that this be reworked. This user suggested that I gray out the fields on the subscriptions page that were not needed, depending on whether the plan was physical or digital. I asked the user what I should do if the plan contained both types of items, and the user was unsure. The user also suggested that the names of the users on the databases could be more grayed out to represent that they were not editable in that location.

All in all, user 1 stated that the application was about a 7 or 8 on the easiness scale (1 being super difficult and 10 being super easy). They said that the app was not too difficult at all and that it fit the common sense of UI and designs for this type of product. The user liked the symmetry of content as it was displayed and updated on both sides of the interface, but they recommended that the right side highlight and then fade to the normal color once it is updated.

Observations – User 2:

- User 2 was very similar to User 1's response regarding the user friendliness of the application. Once they figured out how to edit and manage content, they were able to move through the application much quicker. They struggled with the concept of the edit icon on the right panel and how it was too repetitive of the content. They like that there were multiple ways to get to edit content, but recommended graying out the edit icon for the current screen. This user also felt as though the subscription icon needed to be more prevalent. The most difficult parts for this user were the subscription button and the naming of the elements. Overall, the user gave the application an 8 for easiness.

Observations – User 3:

- User 3 thought that the design was extremely cohesive and made sense for the content. Similar to the other users, they took a second to catch on to the meaning and purpose behind the content and how it would be applicable, but they understood its purpose pretty quickly thereafter. In particular, this user thought that the application was pretty clean cut and polished up. However, they did think that the plus icon on the databases screen for the field creation could be slightly larger. This user also recommended a joyride type platform that would guide the user through the creation of content so that they understood how to navigate and use the app, given that its purpose was so complex. They said that informative bubbles or a walk-through of sorts would help.

Observations – User 4:

- This user thought that the application was easy overall, yet recommended information bubbles or content to guide the user through the process of creating database elements, and other elements for that matter. This user also recommended possible preset templates for each section to guide the user through typical setups that they might have. They also mentioned that it would be nice to have the option as a user to create templates for later and repetitive use. All in all, this user found the app to be complex, yet easy to flow through.

Observational Conclusion:

In conclusion, all users found that the application was user friendly, yet needed some explanation or learning before diving into the platform. Few users ran into issues after they understood the app's functionality. In general, it seems as thought the subscription icon was not translating over very well. Though, all other iconography was well-interpreted and understood. All in all, every user wished that there was more of a guide or walk-through process that guided them on the first screen so that they better understood the content creation aspect of it.

Story and Pain Points
Purpose and Brag Points
Users and Devices
Flow Diagrams
Prototyping
Usability Test Results
Moving Forward

Moving Forward

- **Create Modal/Walk-through:** While the application was user-friendly to a certain extent, it required a learning phase for the user to understand what they were creating and how to set everything up. A modal would potentially solve this issue, guiding the user through each step if they so choose.

- **Create a Template Function:** Using the application on a regular basis could become quite repetitive and timely. Thus, I plan to create an option throughout the workflow that allows the user to create their own templates, or start from a pre-built system of templates based on their needs.

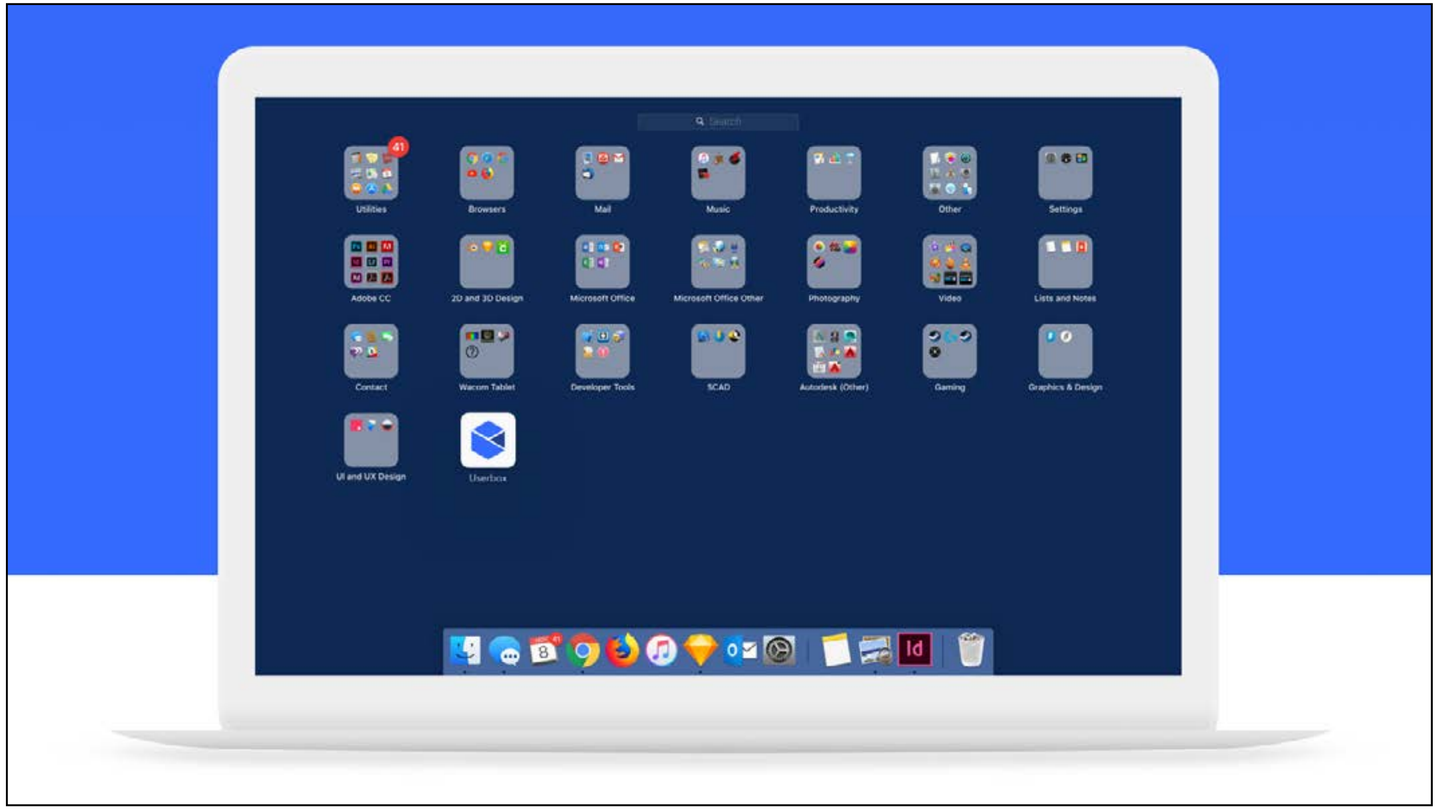
- **Refine Iconography for Subscriptions:** While this icon does represent subscriptions, it is not inherently evident. I will look into other icons that could better represent this function. To help users understand other aspects of the application, I would also like to create headings on hover that display what the button is and what it's used for.

- **Setup the Login/Creation Process for Client Accounts:** As a designer, the integration between platforms is extremely crucial. Better yet, what if the user's client decides to migrate to a different web host? As a solution, I plan to implement the screens for the creation of a client account and its integration with another platform. In addition, if a client decides to change their web host, I will build out the functionality to switch accounts and migrate all of the CMS content.

userbox

Overview

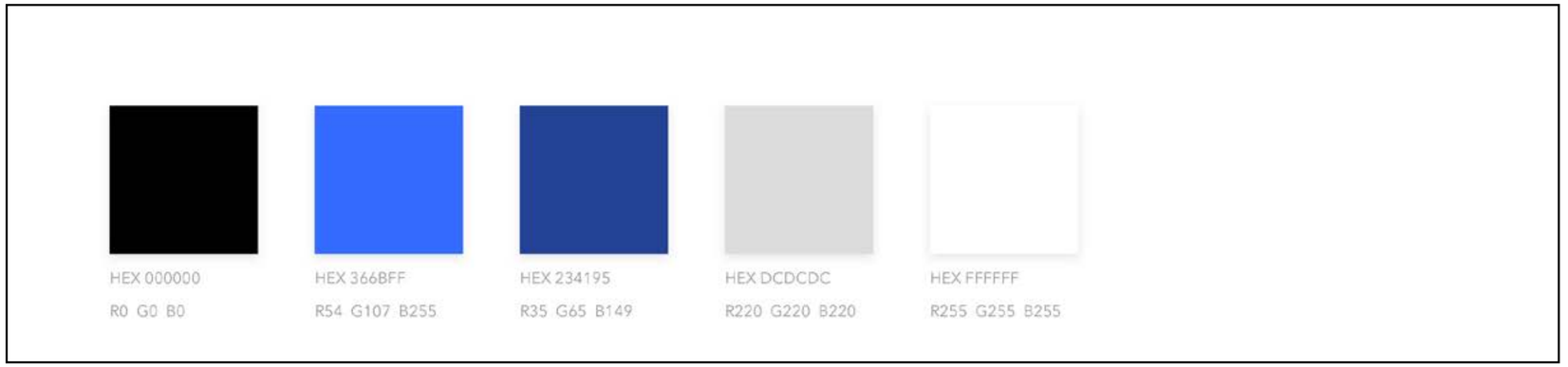
Overview
Colors
Typography
App Icons
Iconography
Visuals



Userbox is a platform that provides a web-designer with the ability to fully develop and customize user accounts and subscription plans without wasting time or money writing PHP or hiring a developer. Designers are able to create databases and subscriptions, both digital and physical, and assign them to different users based on their needs. They are also able to integrate this software with their current web-hosting software, such as Webflow, Wix, Weebly, Squarespace, and much more. Userbox takes the development out of user-based content, allowing the design to create, publish, and manage more complex, interactive websites for clients.

Colors

Overview
Colors
Typography
App Icons
Iconography
Visuals



The colors used throughout the applicaiton give the designer/ user a neutral feeling that is not overpowering, but enables the ability to give emphasis to certain aspects (such as ghosting buttons or representing something incative). In use, black and blue typically mean active or entered while gray generally show inactive states or the lack of information.

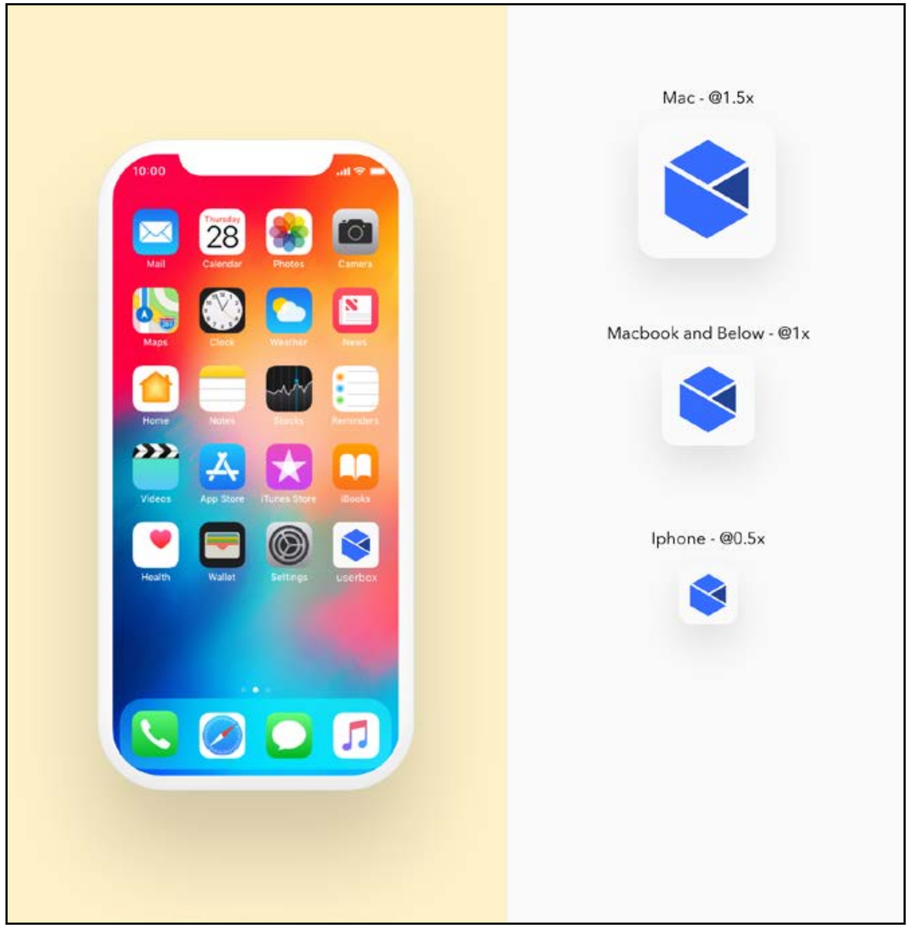
Typography

Overview
Colors
Typography
App Icons
Iconography
Visuals

The typeface used throughout the application is Avenir Next. This typeface not only provides a clean look, but also allows for easy legibility as it stays out of the way of the main functionality of the applicaiton itself.

Overview
Colors
Typography
App Icons
Iconography
Visuals

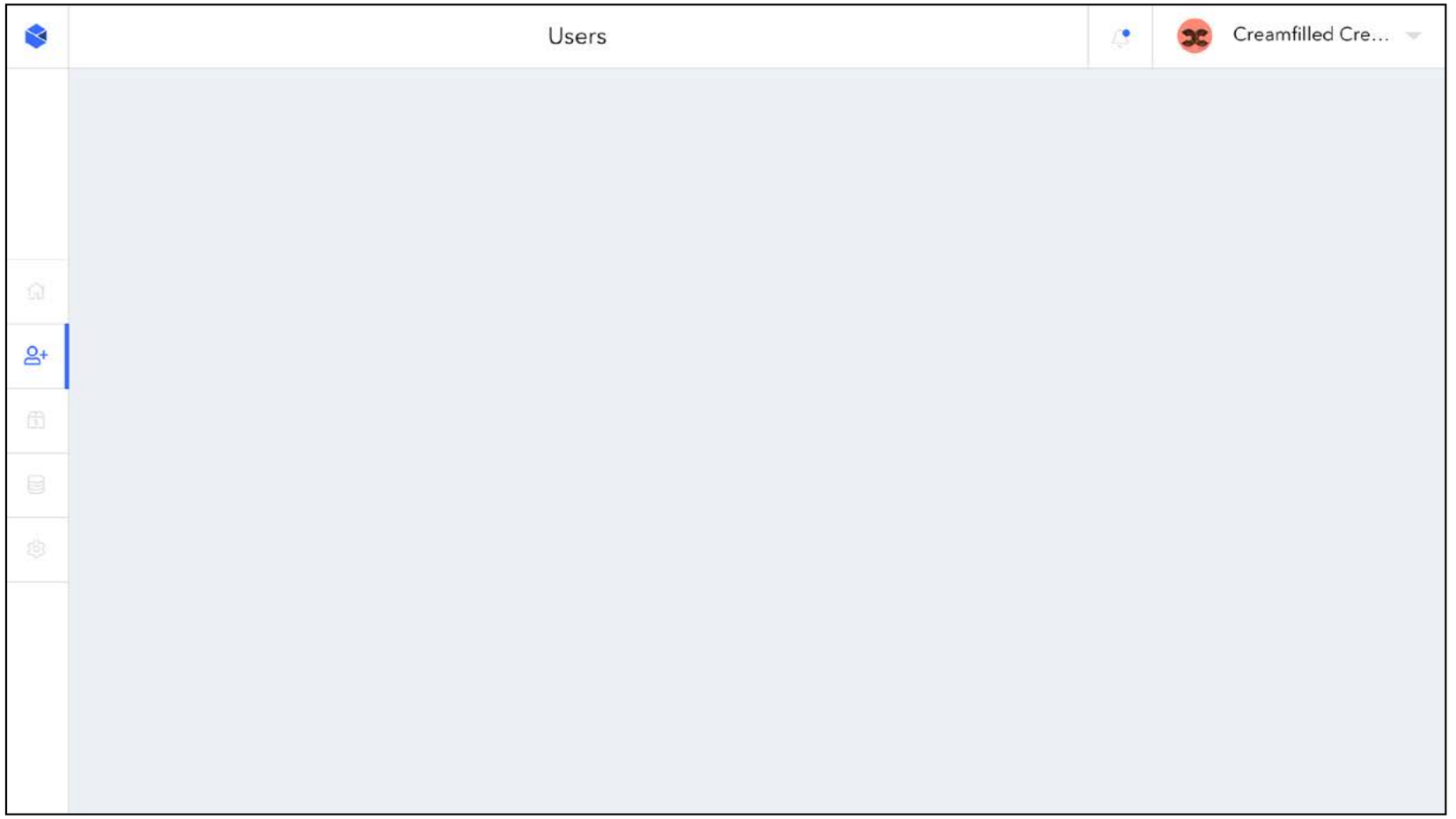
App Icons



The app will be available on Mac OS only, due to its base platform and communication with webhosts. It will also be available on iOS in a limited version that allows the designer to manage client accounts and their users.

Overview
Colors
Typography
App Icons
Iconography
Visuals

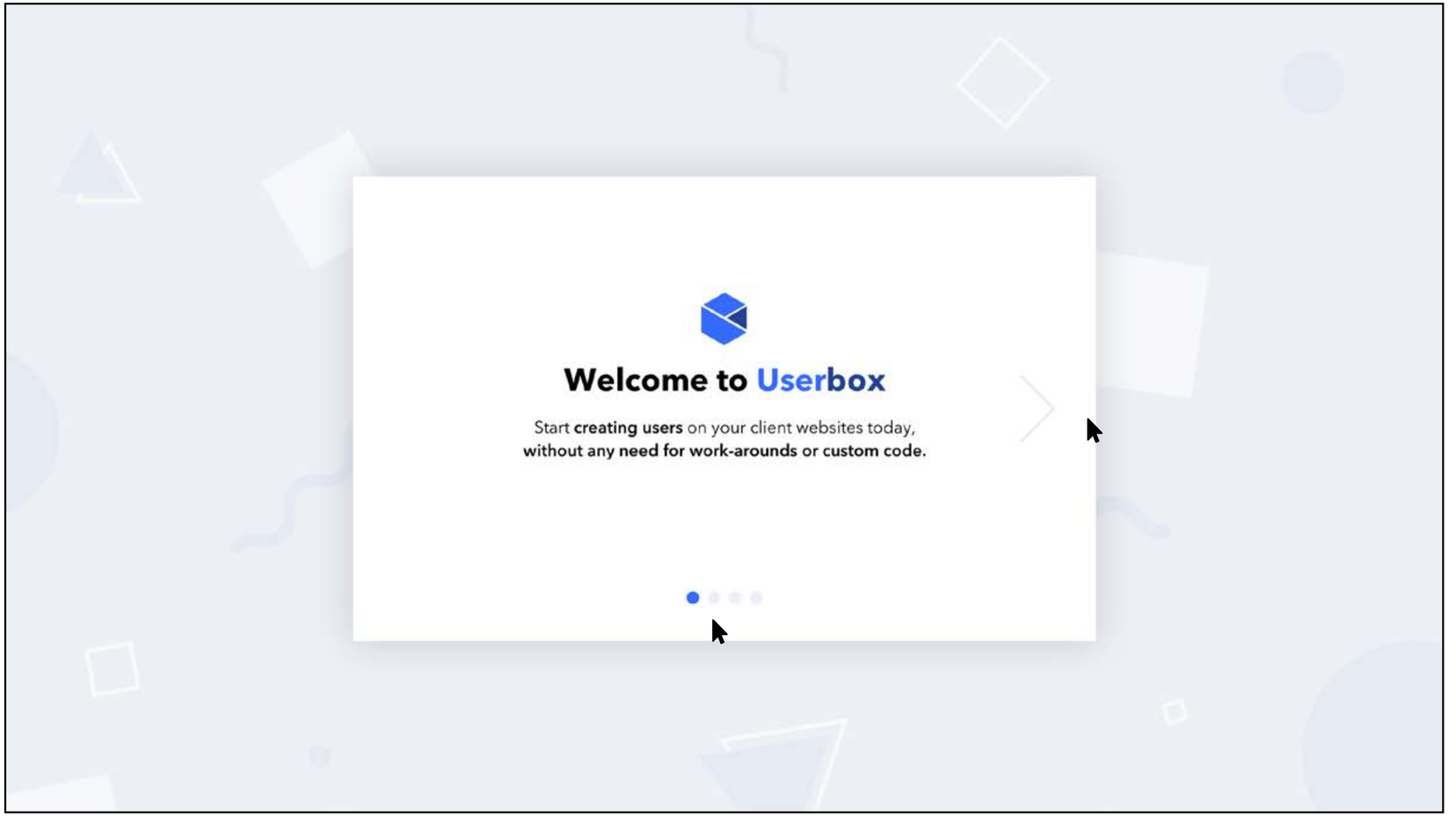
Iconography



From top to bottom on the left side navbar, the icons represent the following: Dashboard, Add Users, Subscriptions and Products, Databases, and Settings. The designer/user can also access their notifications per account by clicking on the bell icon in the top navbar, and go home by clicking on the userbox icon in the top left corner. The blue dot on the notifications icon represent new notifications in the designer's inbox for the app.

Joyride

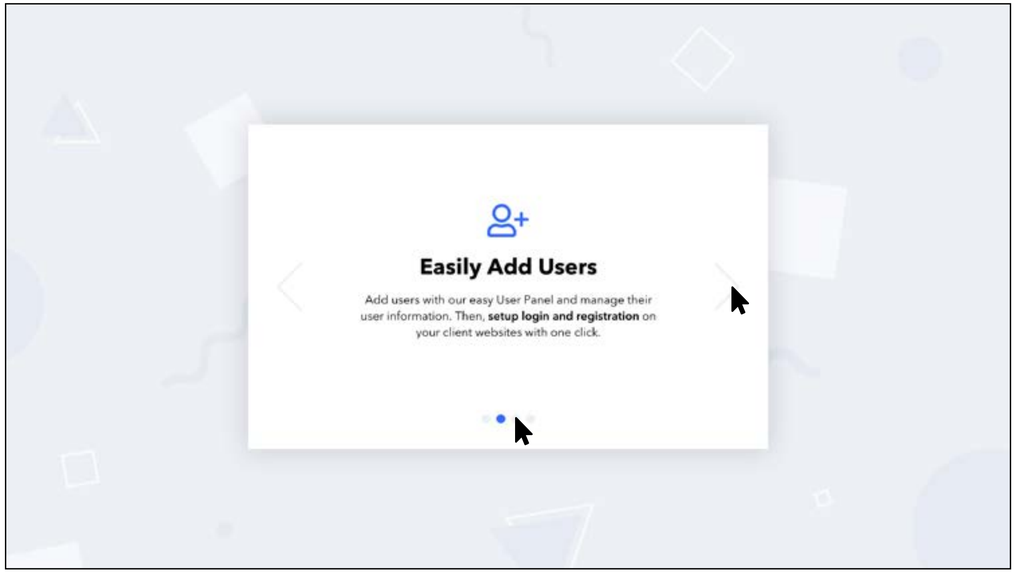
Overview
Colors
Typography
App Icons
Iconography
Visuals



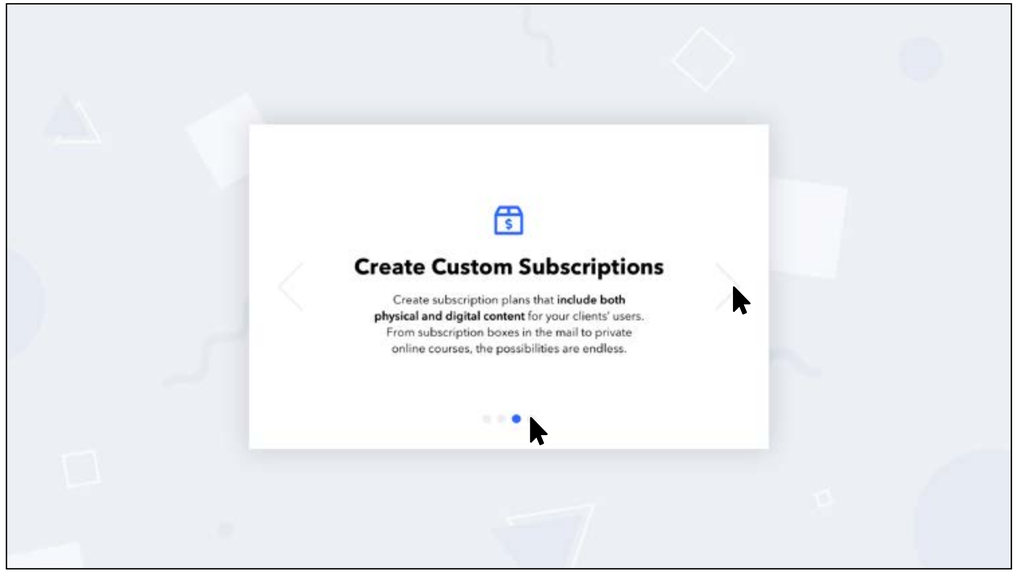
The joyride begins by introducing the designer to the main functionality of the applicaiton and its purpose. The designer is prompted to move to the next slide by clicking on either the arrow or the pagination.

Joyride

Overview
Colors
Typography
App Icons
Iconography
Visuals



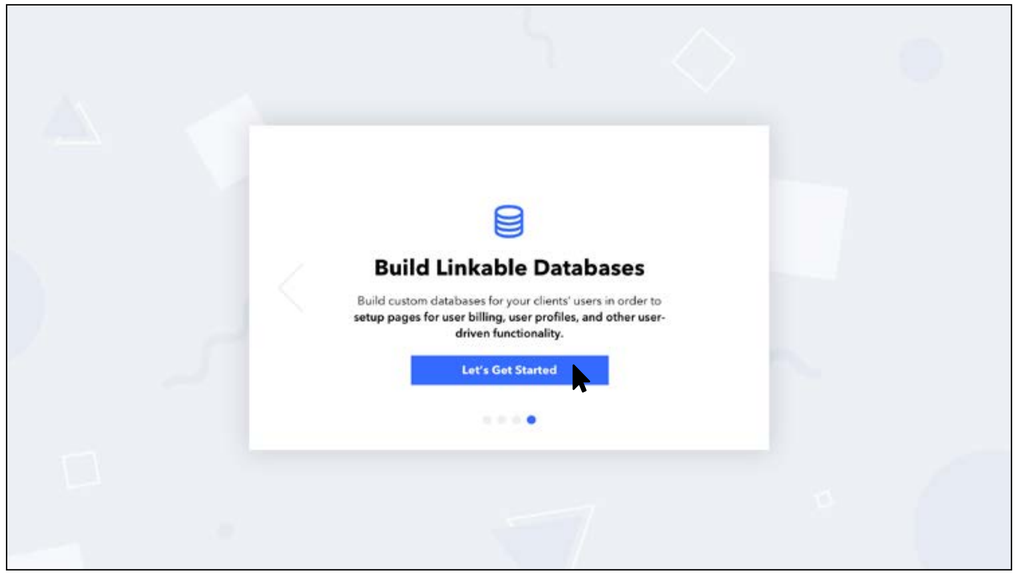
The designer is walked through the key brag points of the application. In this case, the designer learns about the ability to add users.



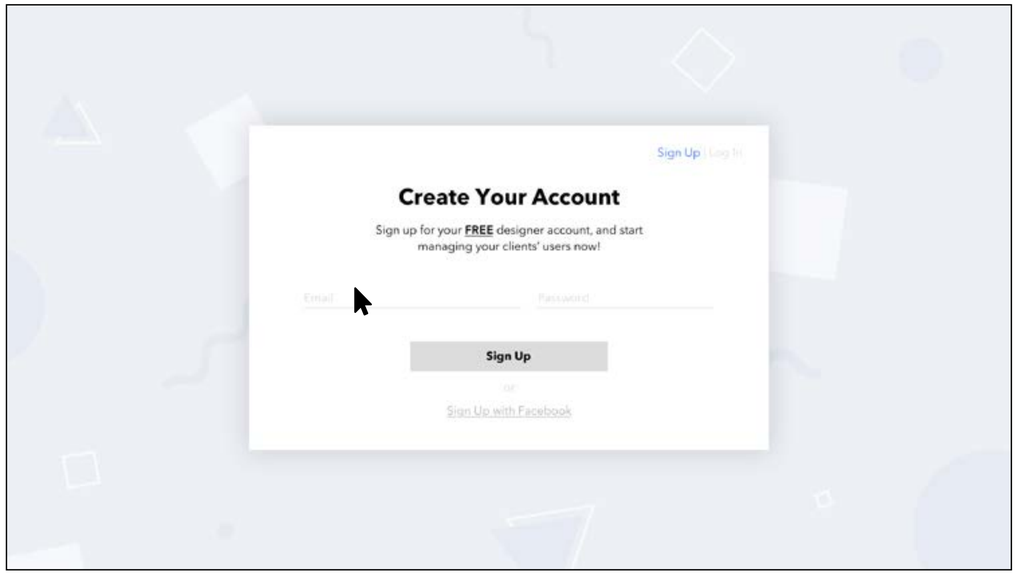
The designer then learns about the ability to add custom subscriptions.

Joyride / Sign Up

Overview
Colors
Typography
App Icons
Iconography
Visuals



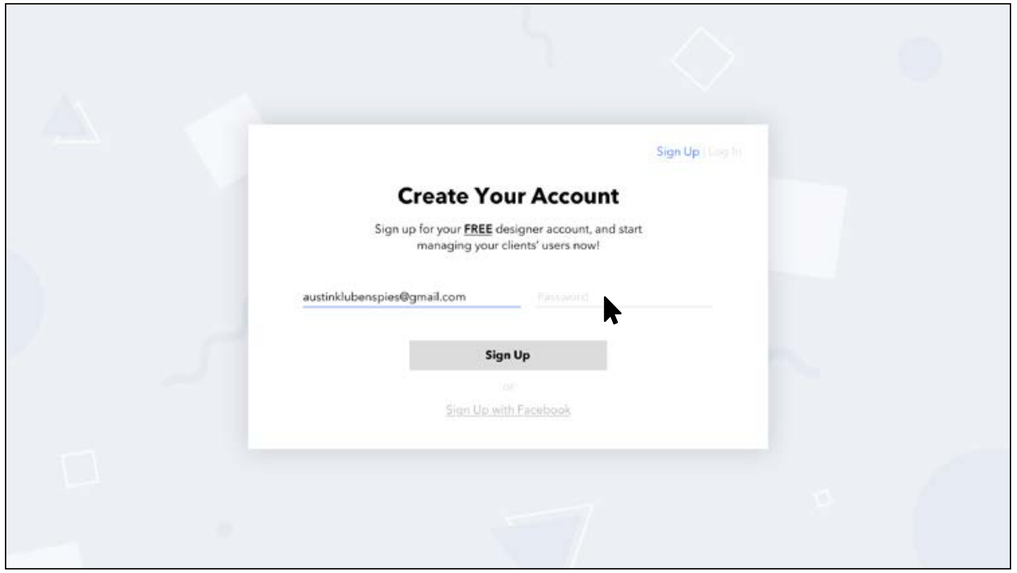
The user is then prompted to get started and create an account by clicking on the let's get started button.



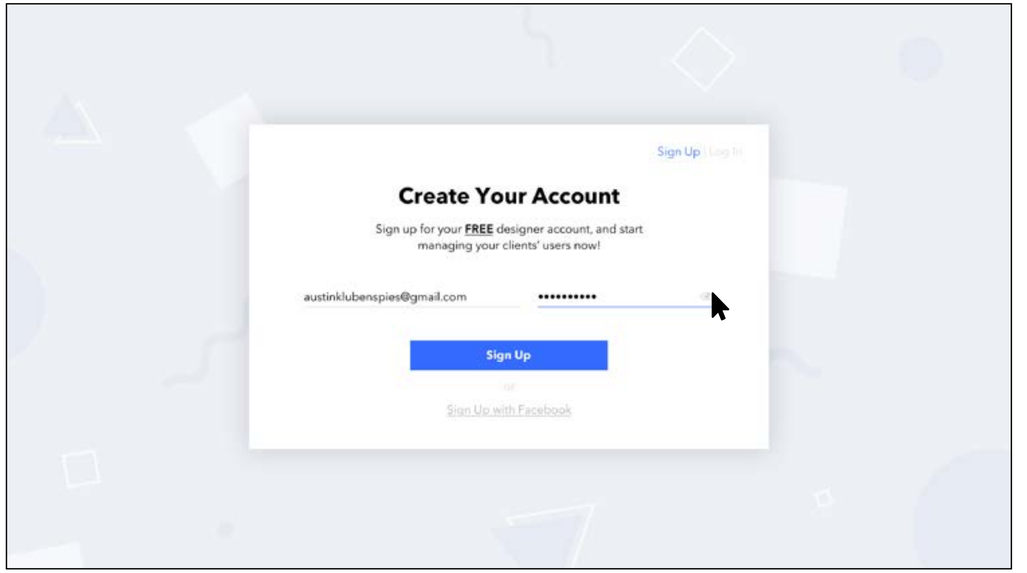
The designer can either sign up (with their email or Facebook) or log in. The designer clicks on the email field to begin.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Sign Up



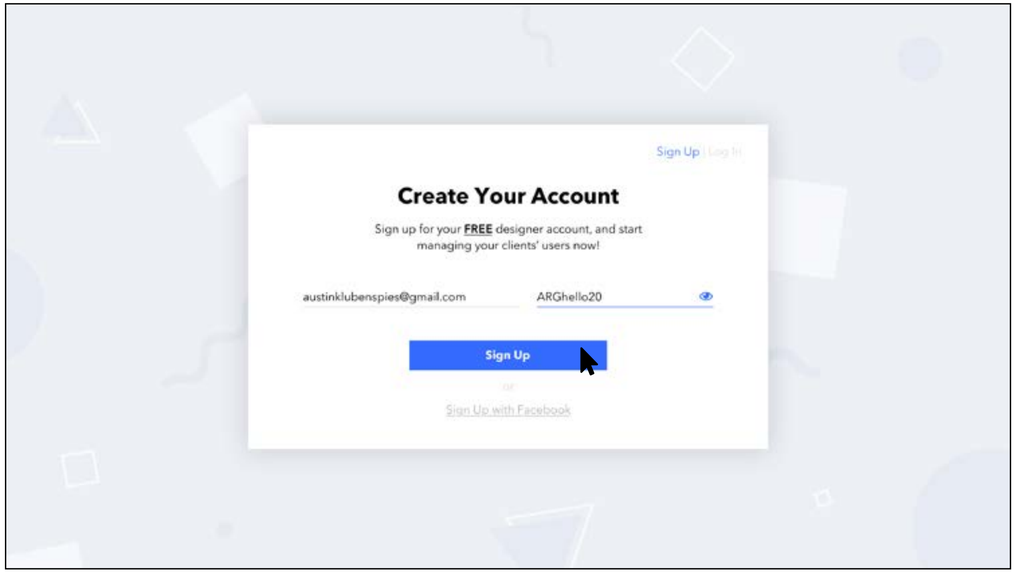
The designer then inputs their email and moves to Password by clicking the field or pressing tab.



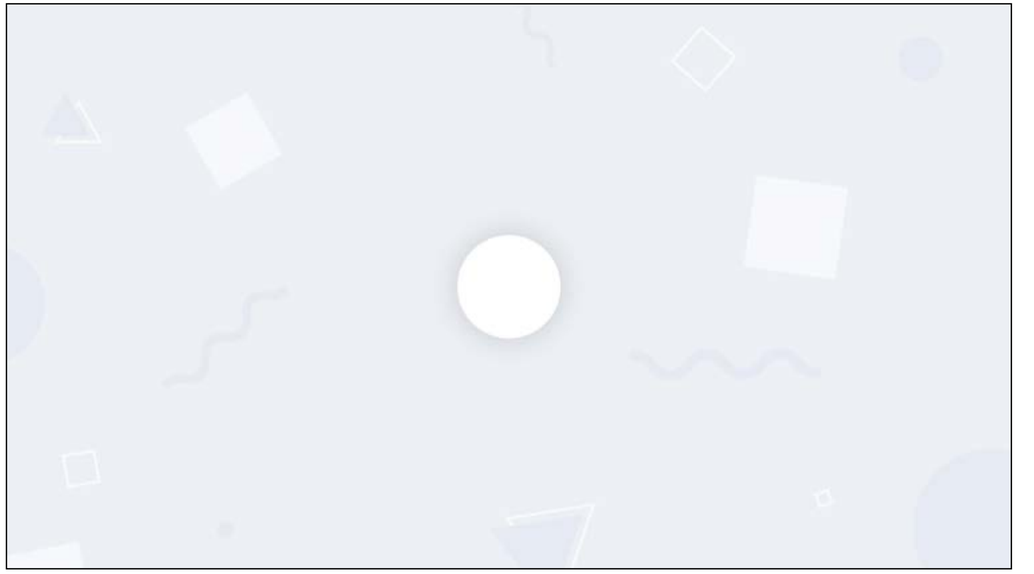
Once a password is being typed, the user can choose to unhide the password for better accuracy.

Sign Up

Overview
Colors
Typography
App Icons
Iconography
Visuals



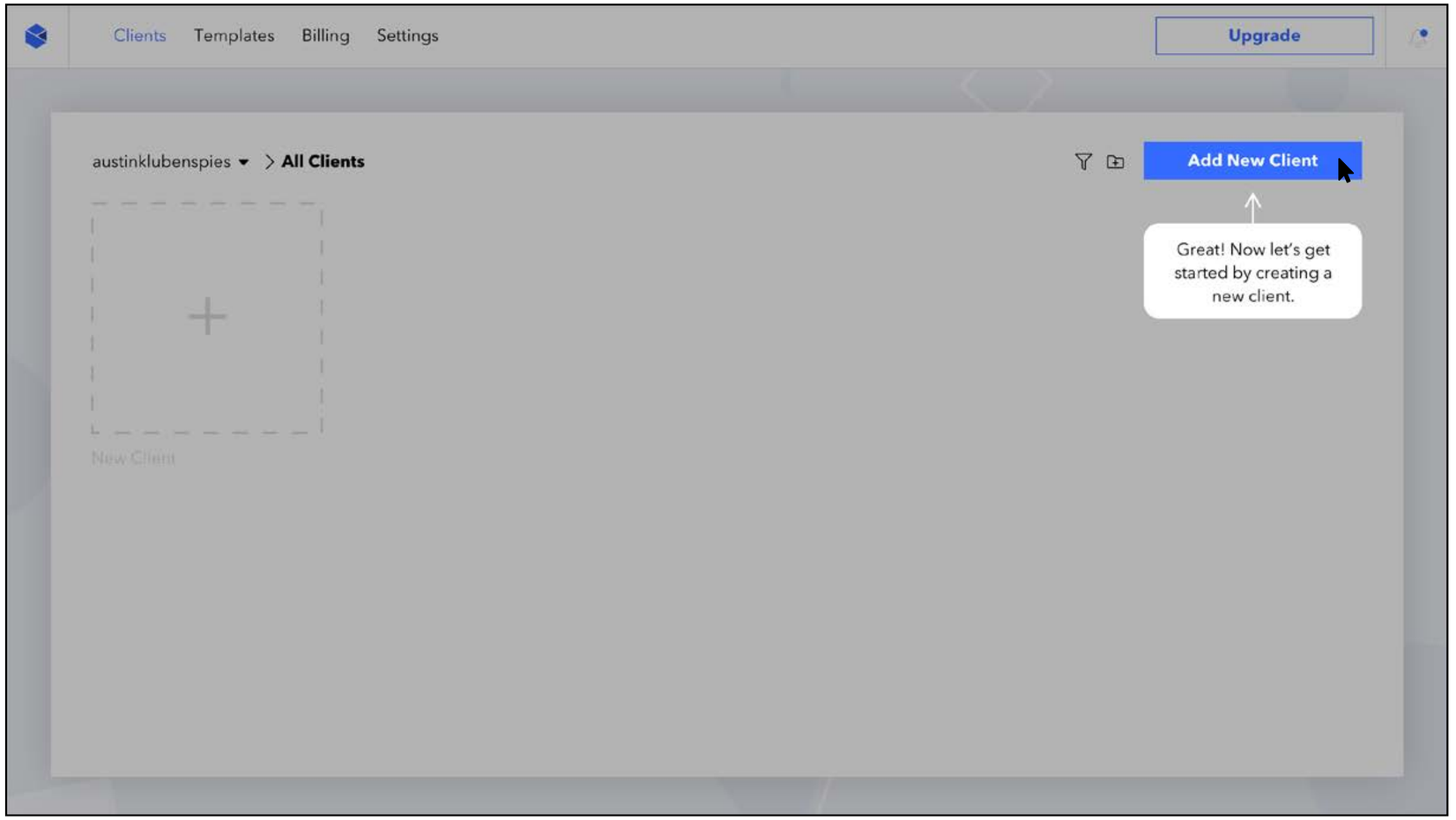
The hide button changes to the selected state, and the designer approves the password. Then the designer clicks the sign up button.



The system has a brief loading transition and animation, where the circle hovers back and forth until the account in successfully approved and created. It then automatically moves to the next screen.

Creating a New Client Account

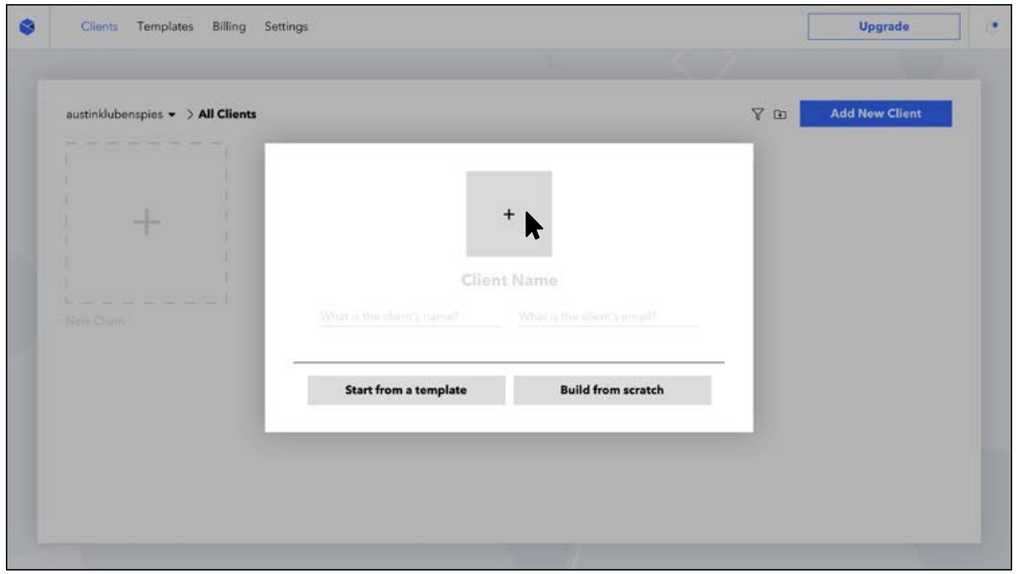
Overview
Colors
Typography
App Icons
Iconography
Visuals



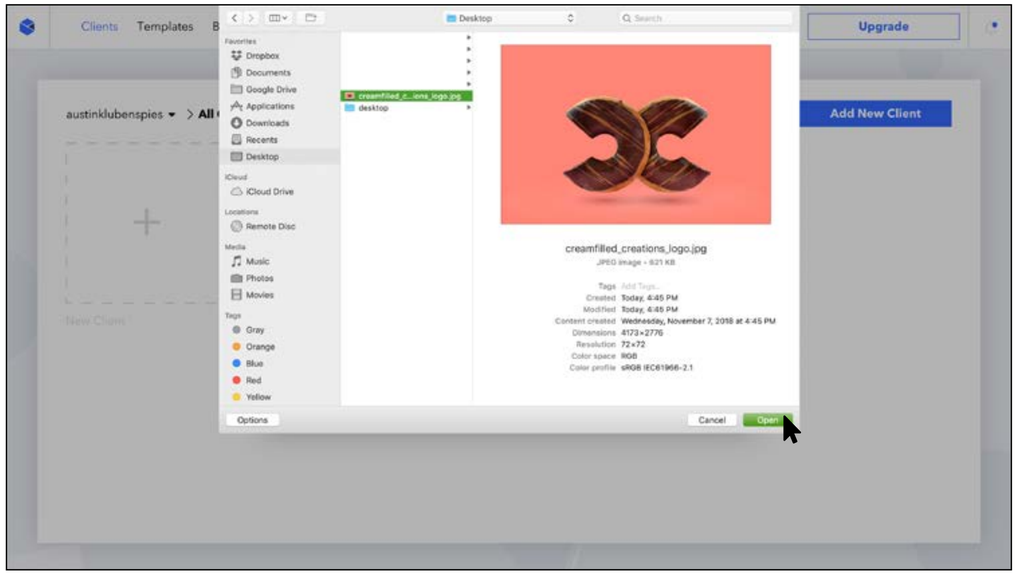
Once the designer is signed in, the system prompts the designer to start by adding a new client.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Creating a New Client Account



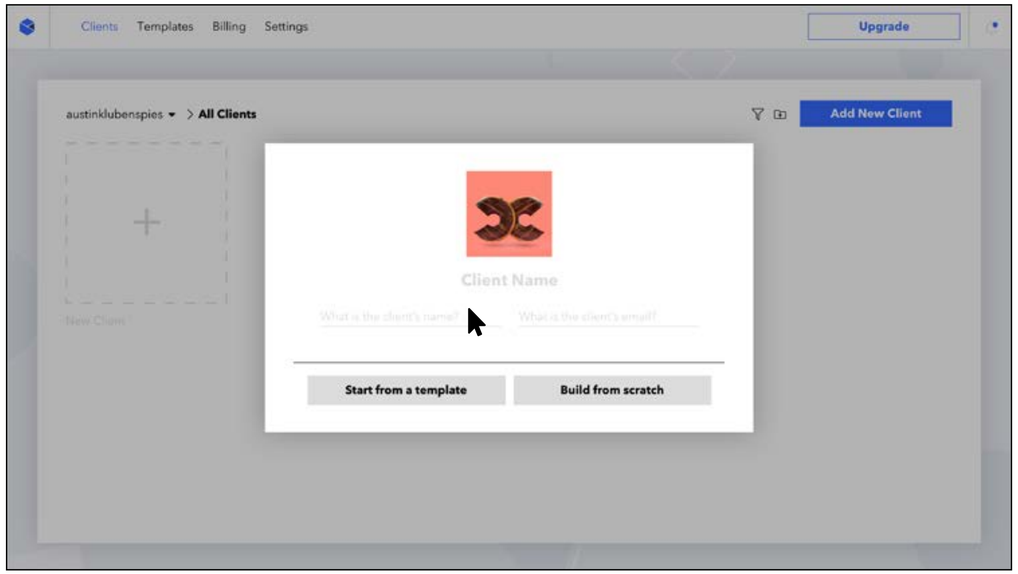
A client account creation modal comes up, and the designers clicks on the add profile image icon.



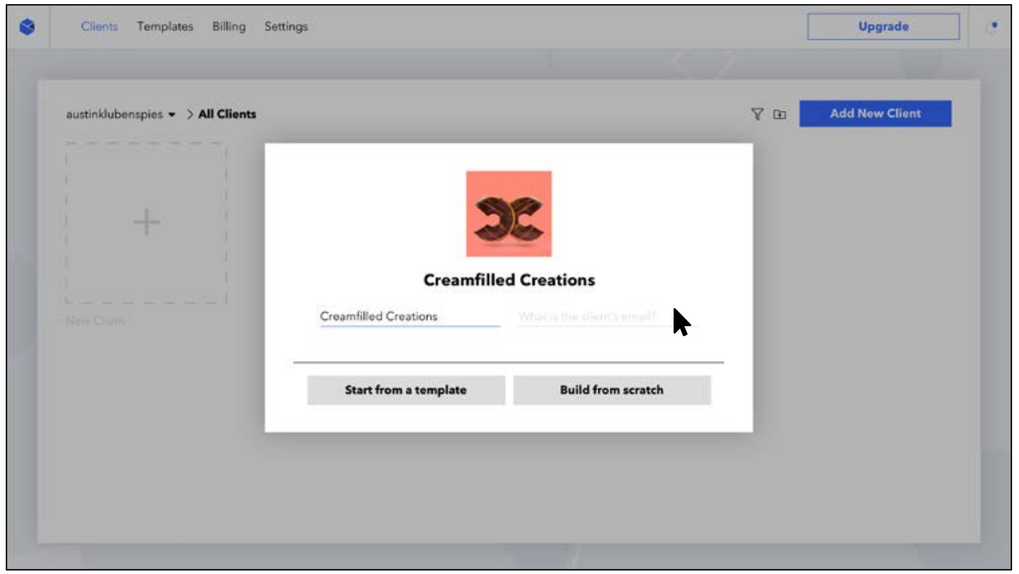
The designer is prompted to select the profile image from their local files, and clicks open.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Creating a New Client Account



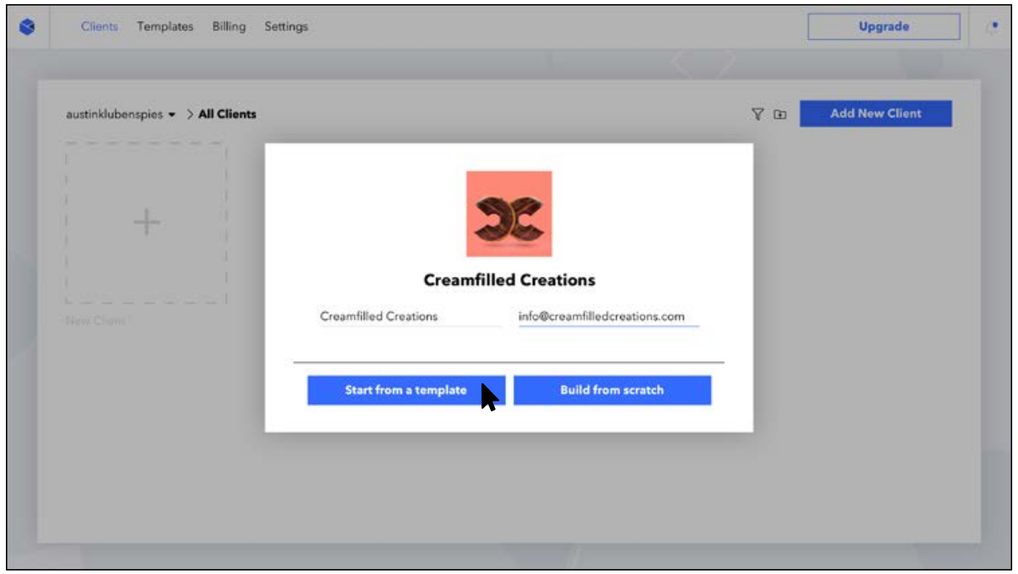
The image is applied, and the designer then clicks on the client's name field to add a name.



The designer types in the name. Then, they click on the email field.

Creating a New Client Account

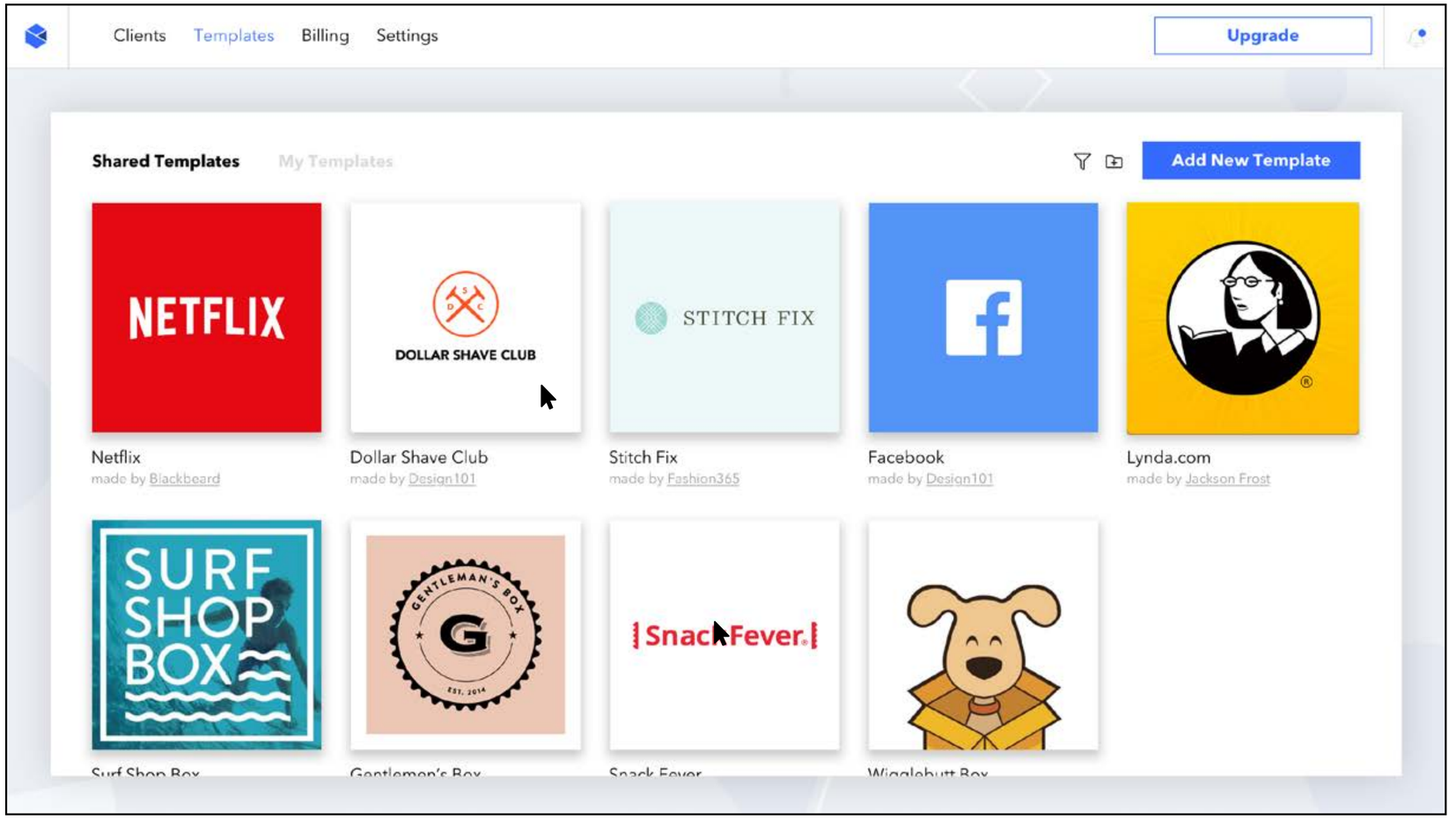
Overview
Colors
Typography
App Icons
Iconography
Visuals



The designer types in the email and clicks start from a template.

Choosing from a Template

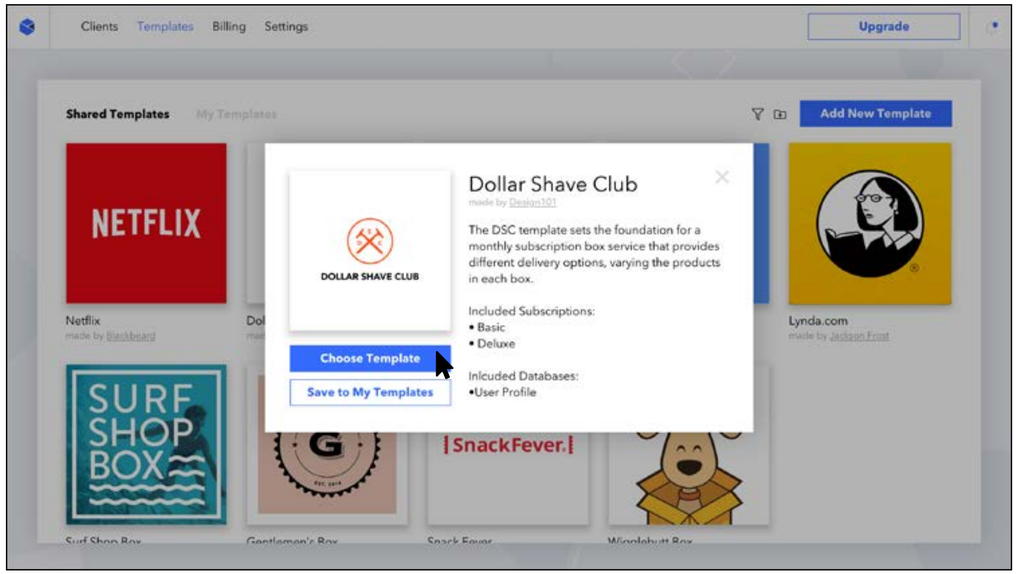
Overview
Colors
Typography
App Icons
Iconography
Visuals



The designer is then brought to a brief template menu where they can select from a shared template, or from a their own saved templates. The designer clicks on the Dollar Shave Club template.

Choosing from a Template

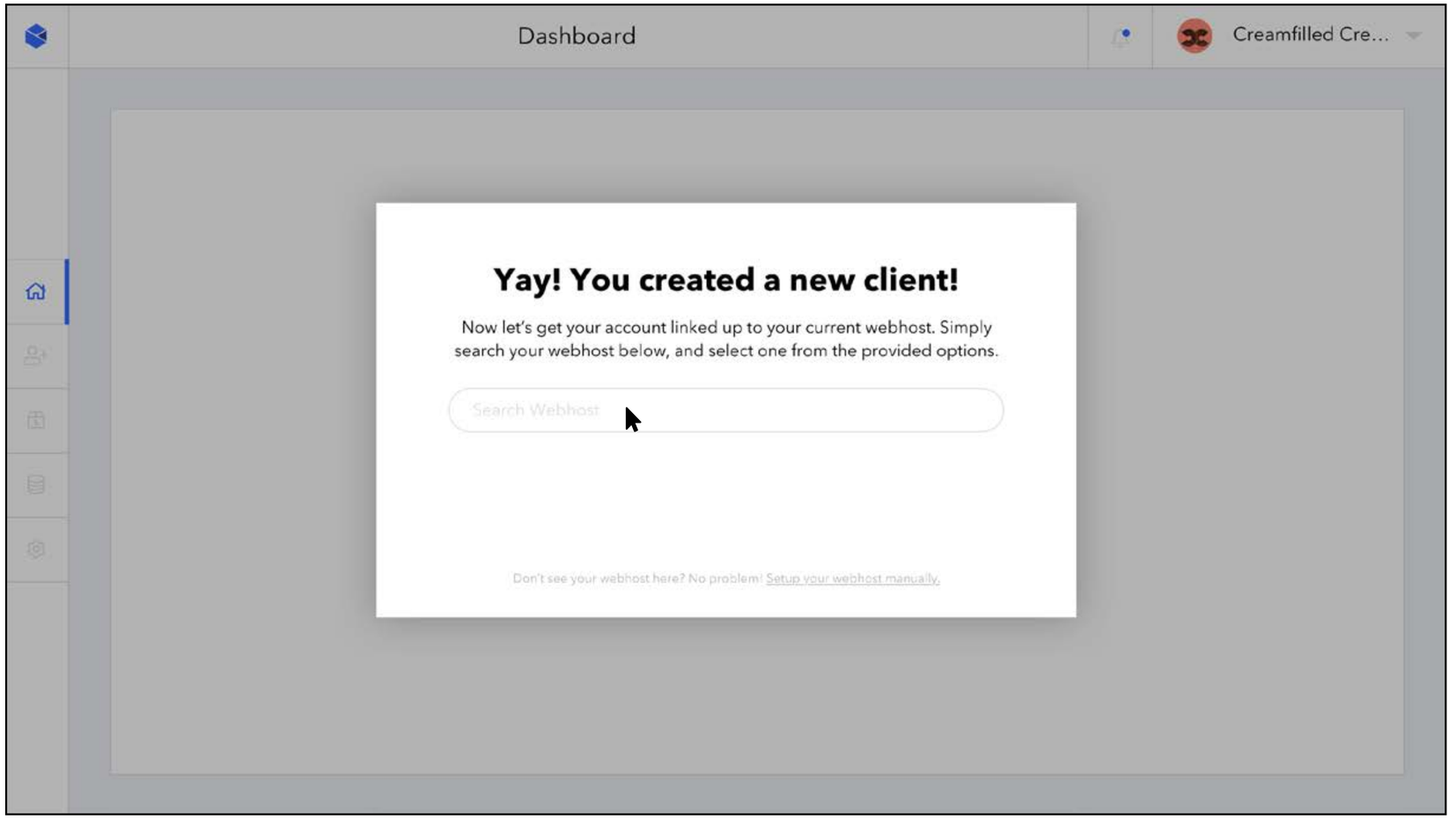
Overview
Colors
Typography
App Icons
Iconography
Visuals



The designer then reads through the template description and clicks the choose template button.

Linking a Webhost

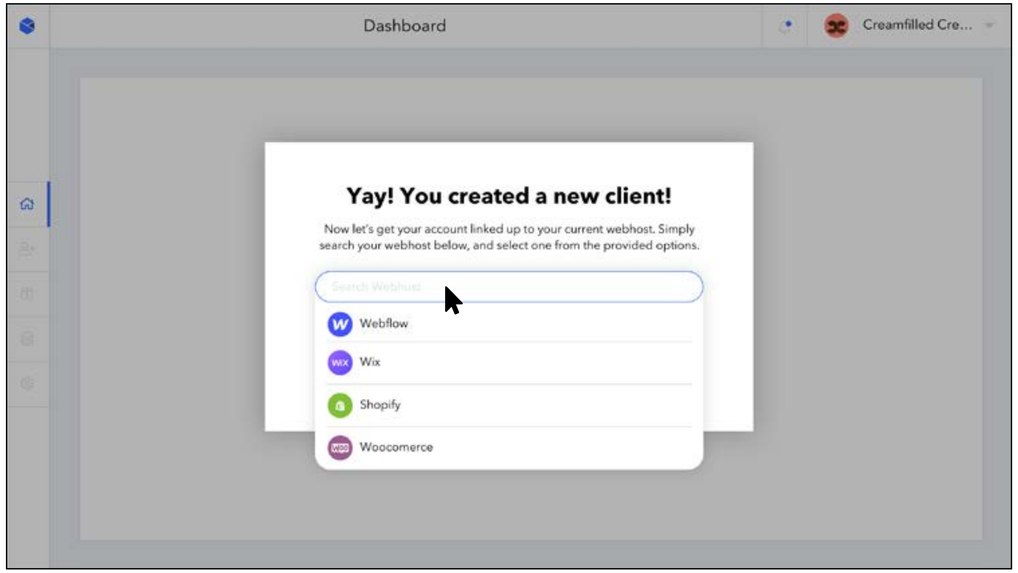
Overview
Colors
Typography
App Icons
Iconography
Visuals



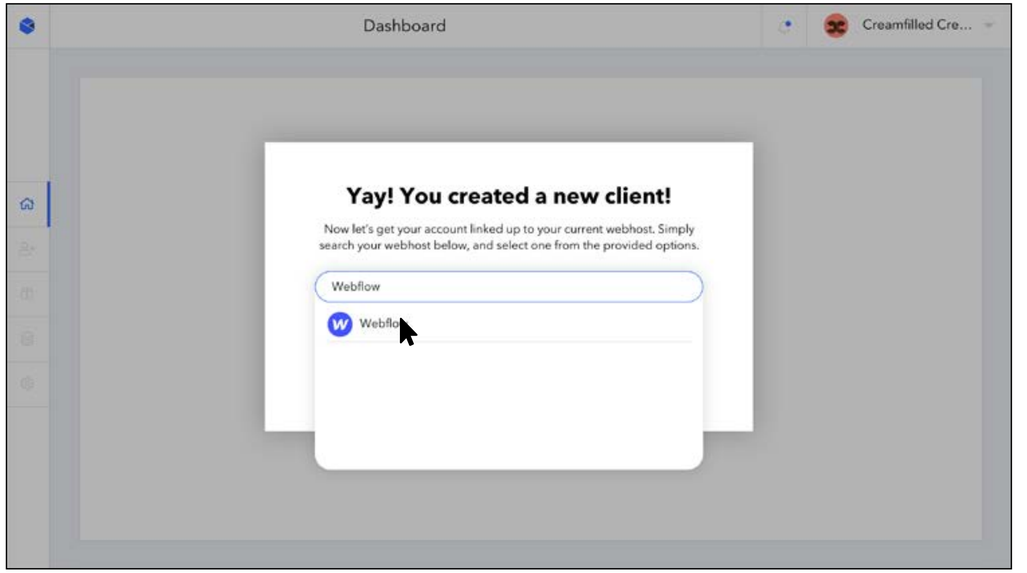
Now that the client accout is created, the designer is prompted to link their current webhost to the account. This allows all of the pages and data on the webhost to sync with the platform. The designer clicks the searchbar to search their webhost.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Linking a Webhost



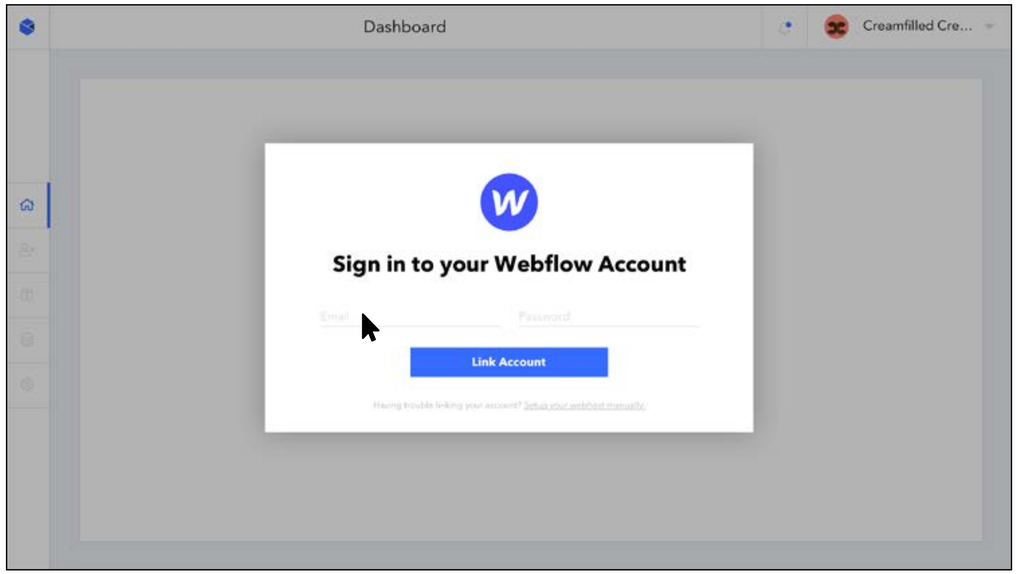
Once clicked, the searchbar dropdown menu displays the most common webhosts chosen. The designer types in their webhost.



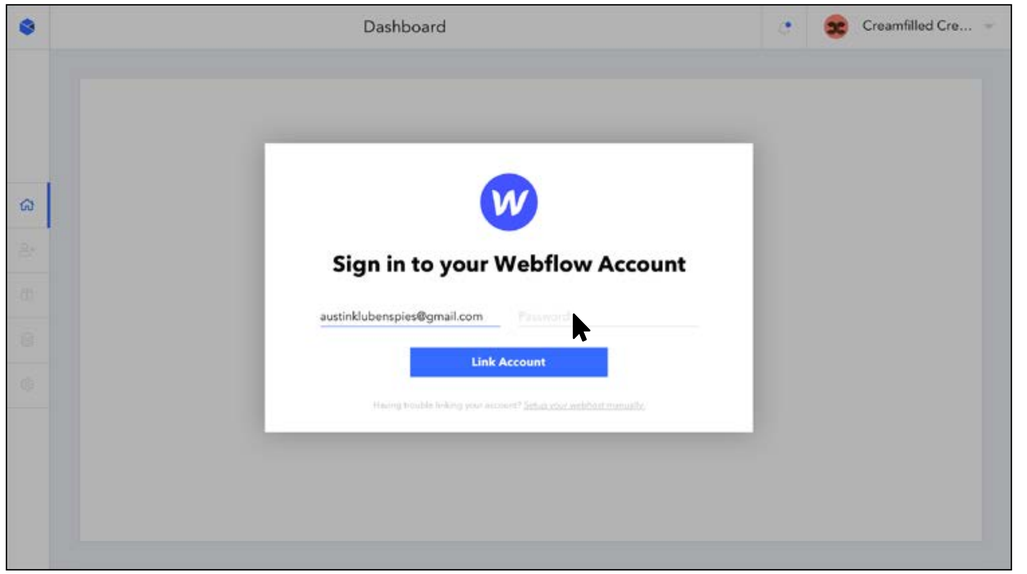
The menu updates the search results based on the designer's input, and the designer clicks Webflow.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Linking a Webhost



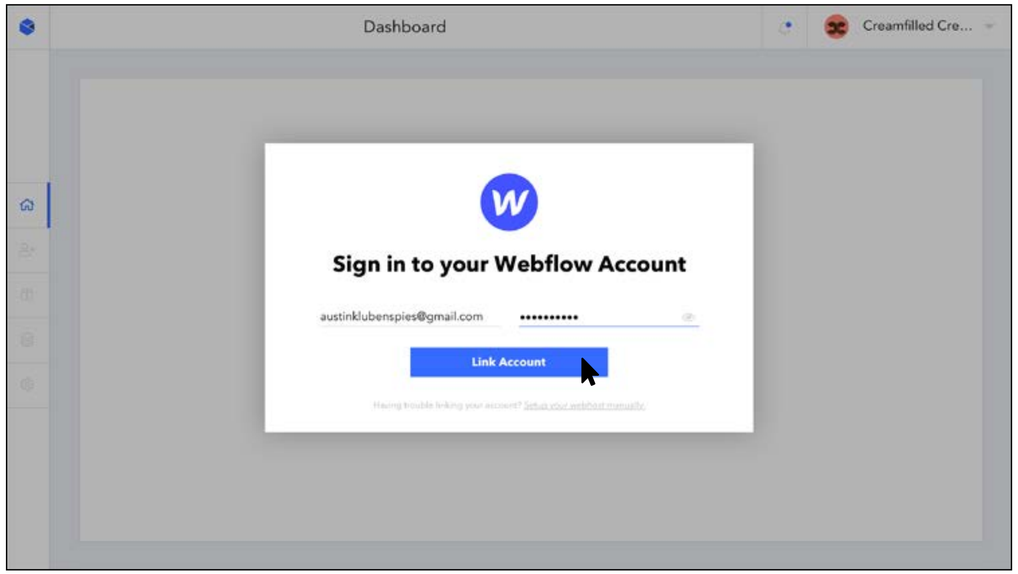
The designer is prompted to sign into their webflow account. They click the email field.



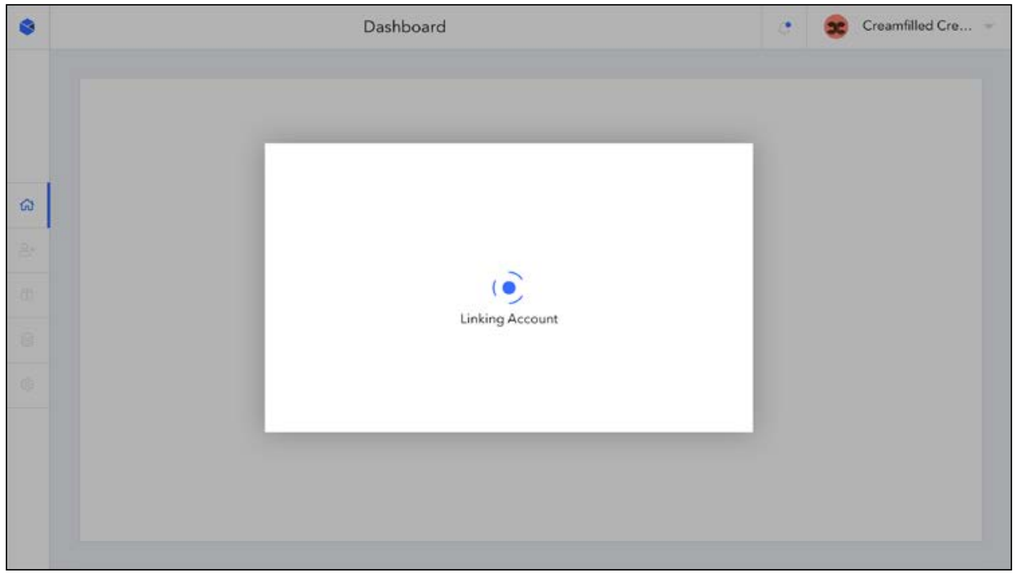
They type in their email and click the password field.

Linking a Webhost

Overview
Colors
Typography
App Icons
Iconography
Visuals



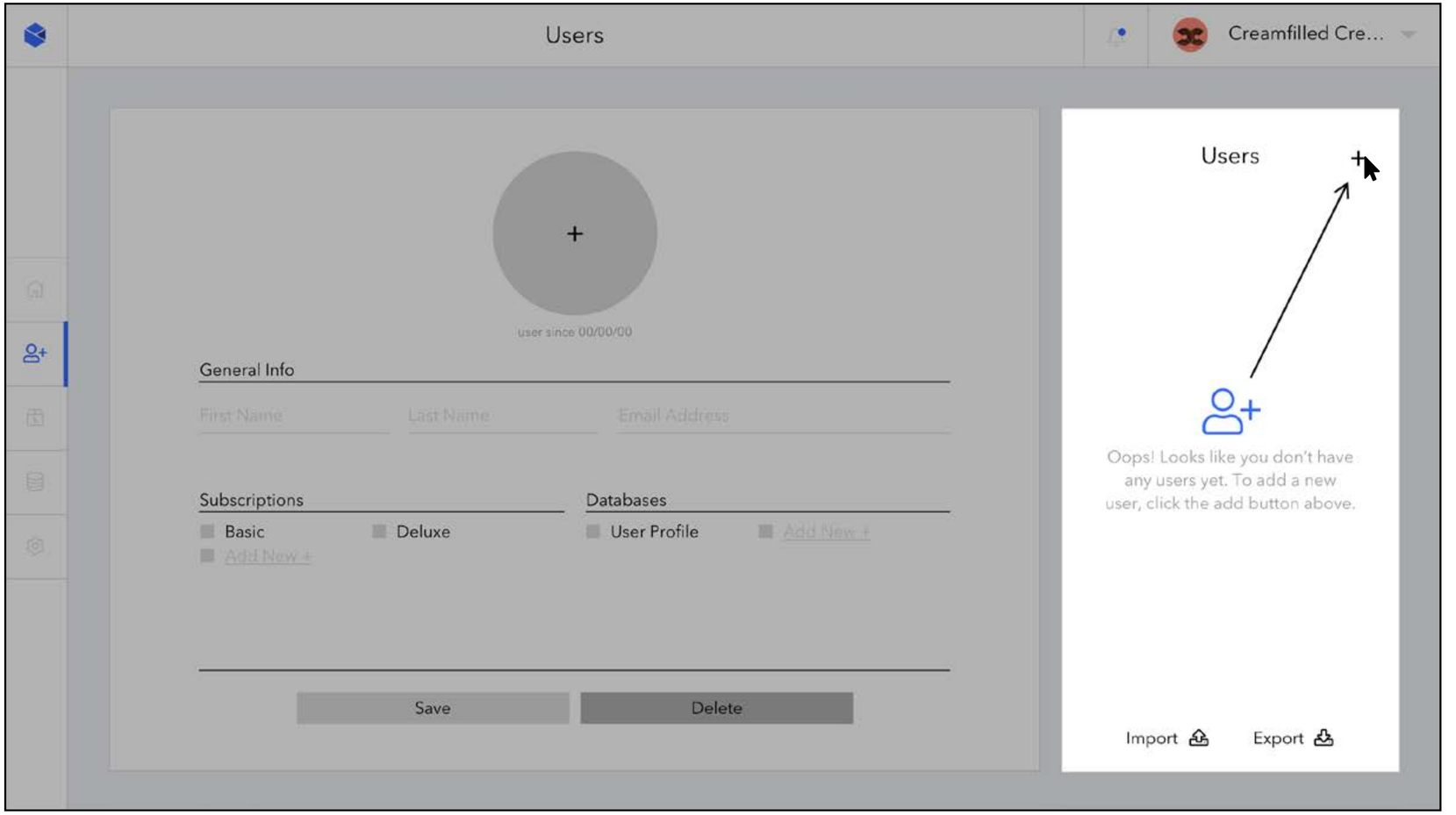
The designer then clicks link account.



The system processes the account, approves it, and syncs the data accordingly.

Overview
Colors
Typography
App Icons
Iconography
Visuals

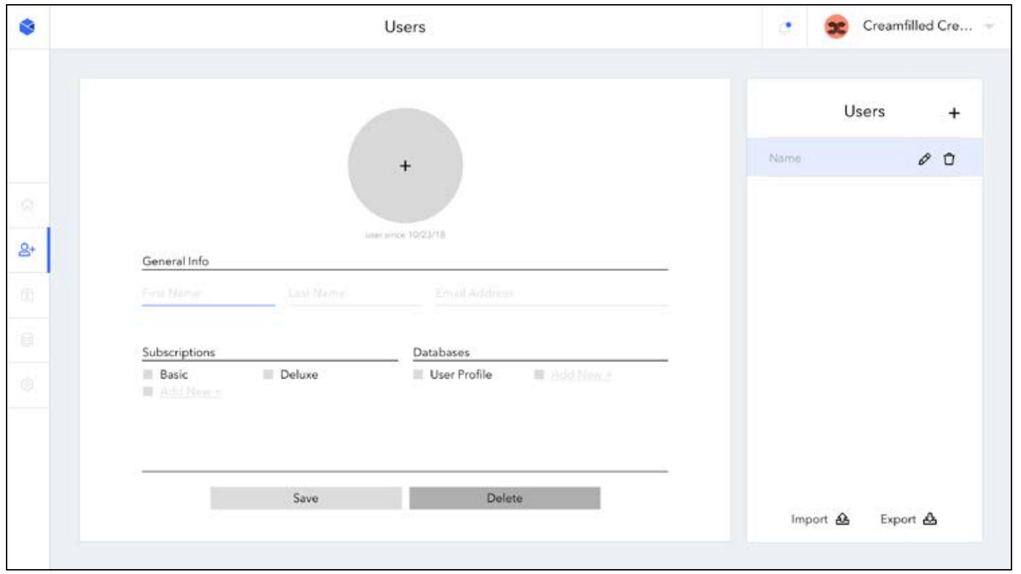
Adding Users



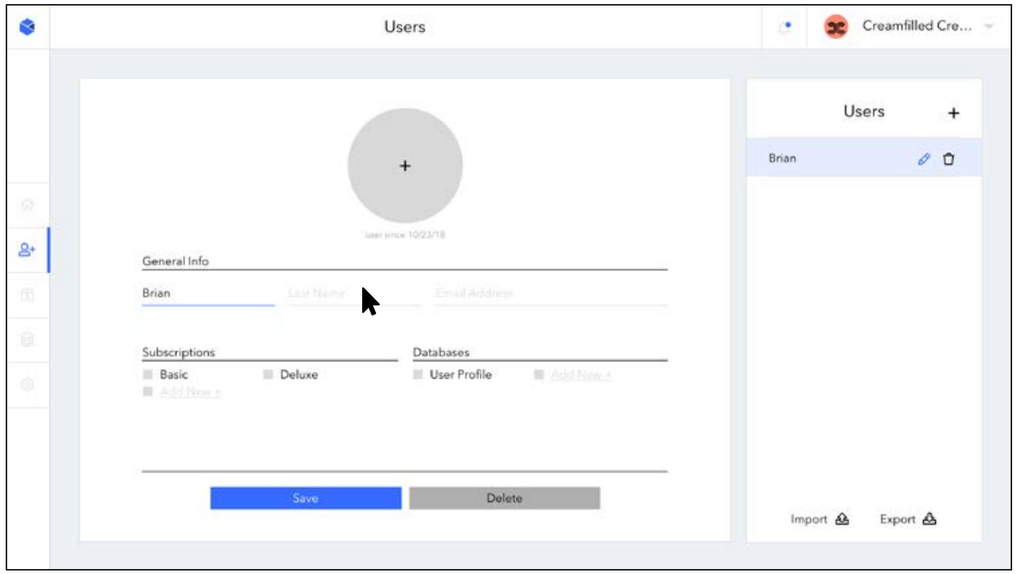
The designer is then brought to the users section and prompted to add a new user. The designer clicks the add button in the list panel.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Adding Users



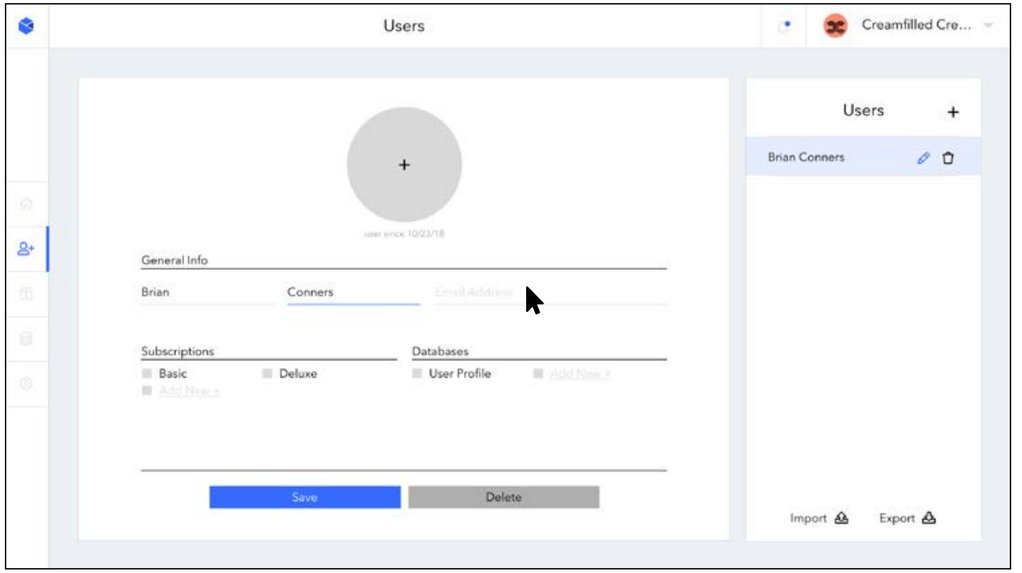
The designer is then prompted to type in the users first name.



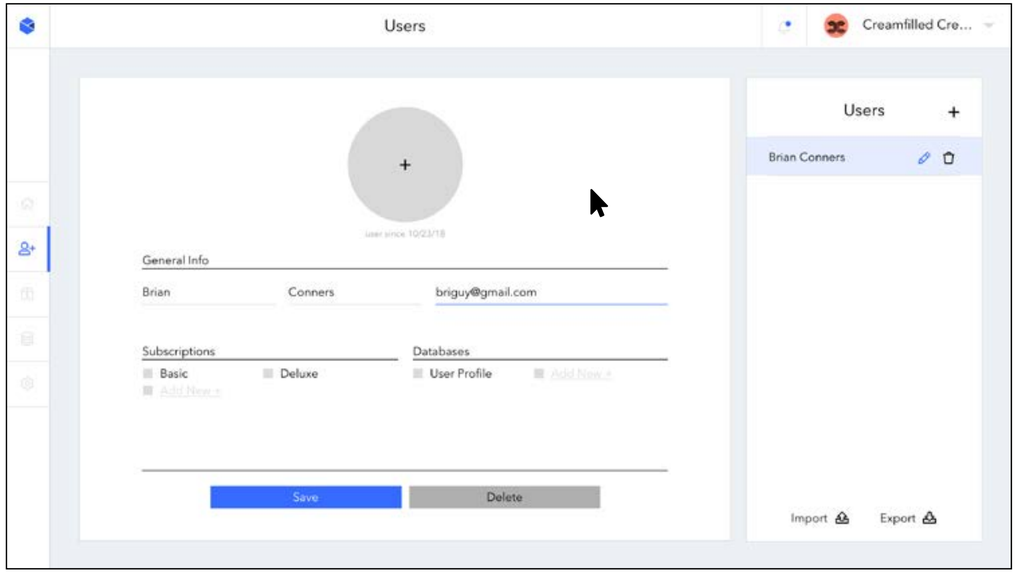
The designer types in the first name and clicks the last name field.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Adding Users



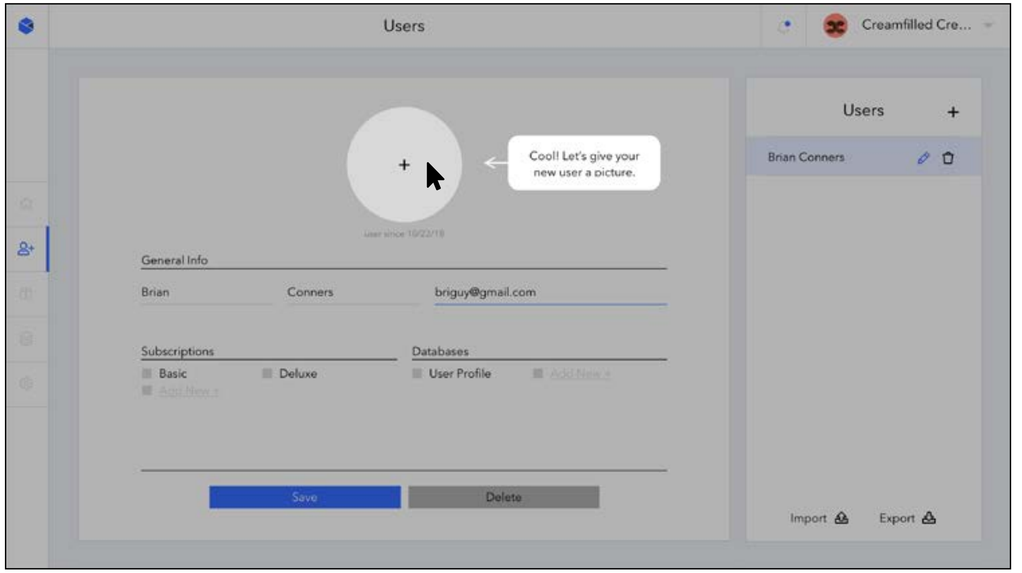
The designer types in the last name, and clicks the email field.



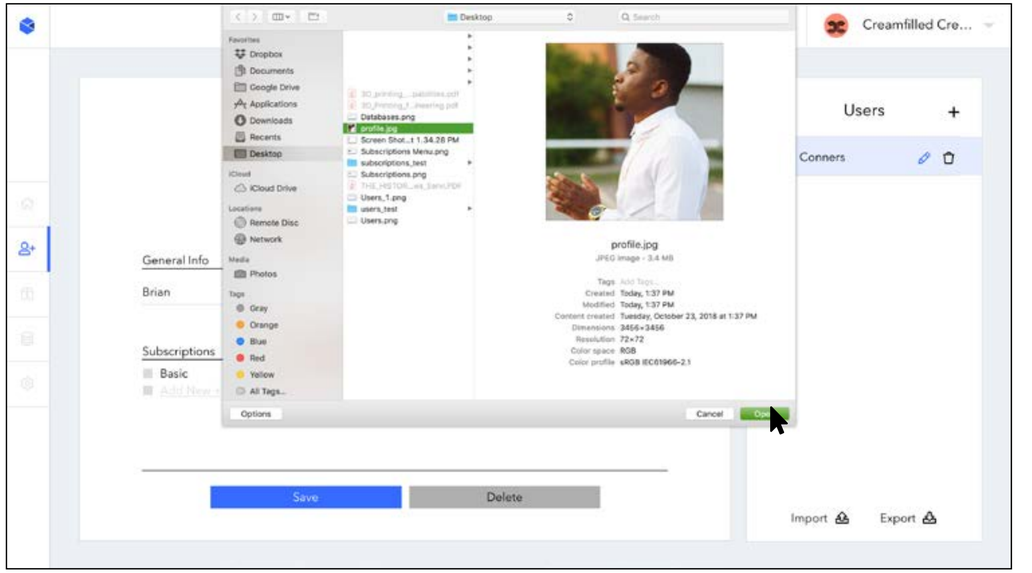
The designer types in the email and clicks anywhere else on the screen.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Adding Users



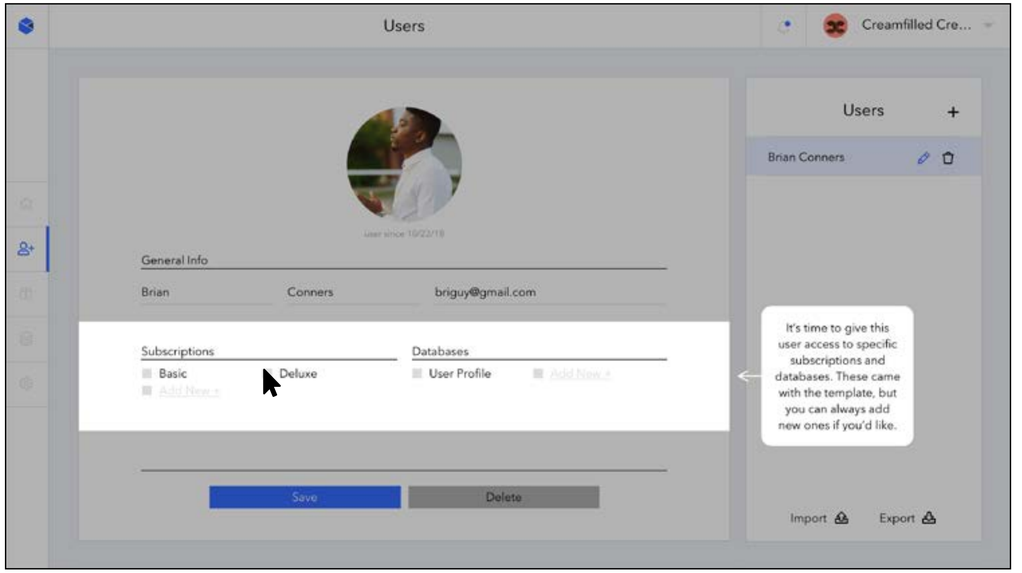
This automatically prompts the designer to now add a user profile image for the user they created. The designer clicks the profile image button.



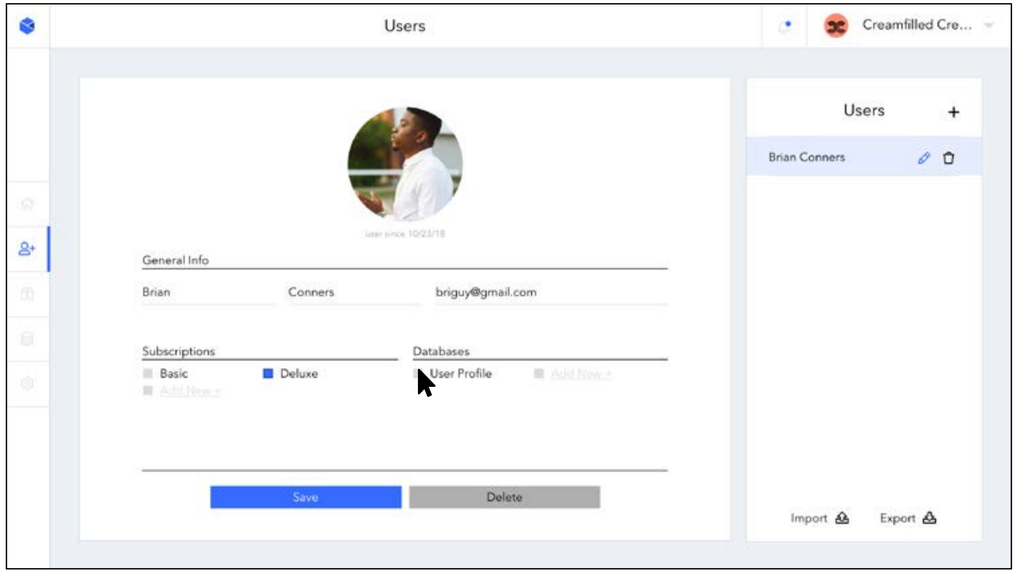
The designer selects the image file and clicks open.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Adding Users



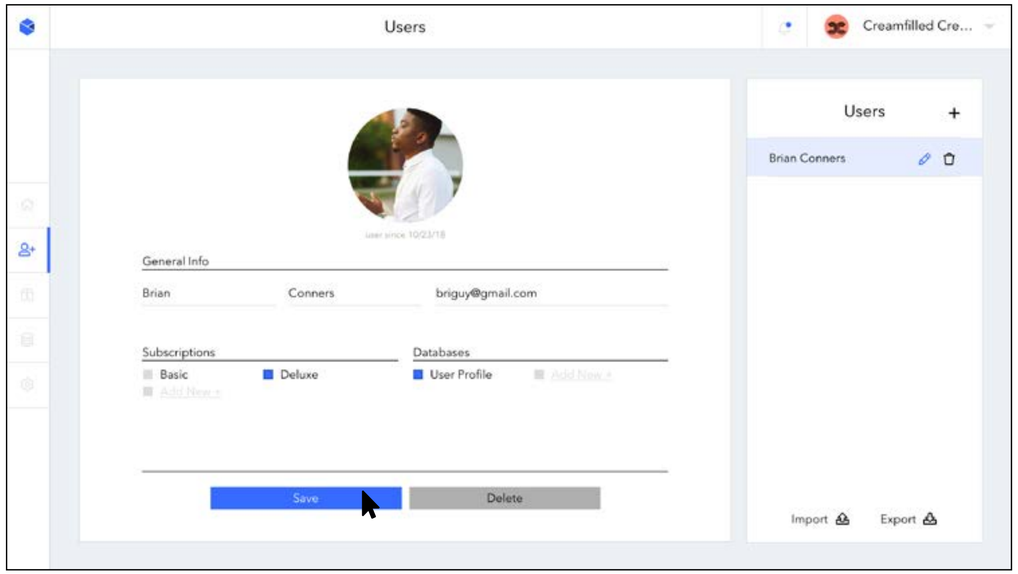
The designer is then prompted to select a subscription and database for the user. The designer clicks deluxe.



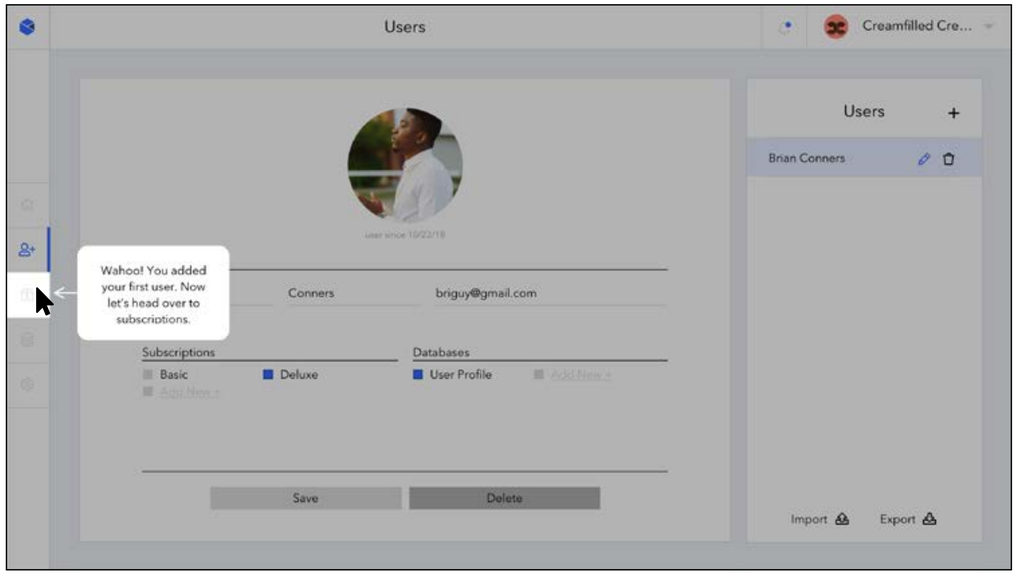
The designer also clicks user profile.

Adding Users

Overview
Colors
Typography
App Icons
Iconography
Visuals



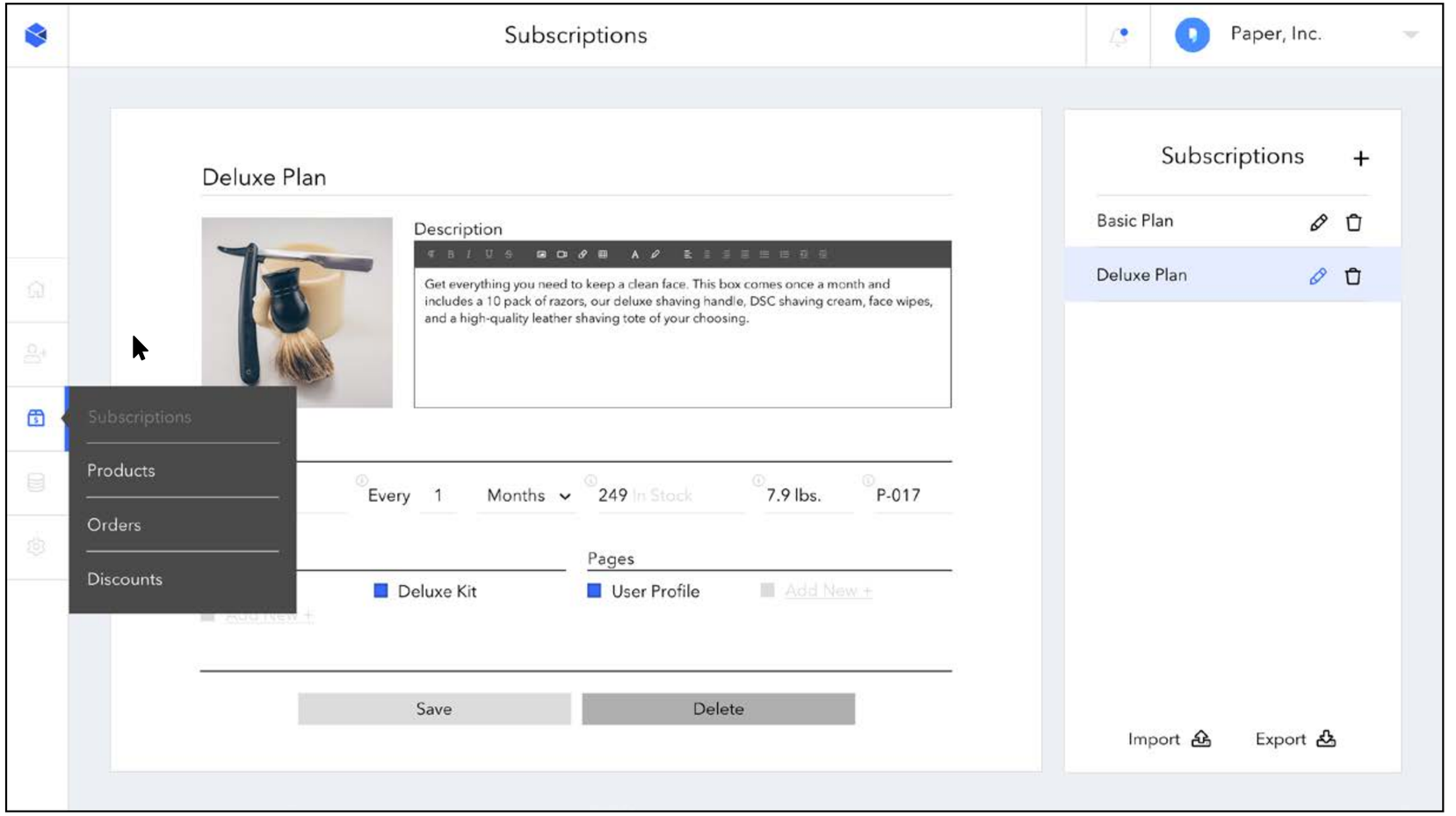
Once the designer is finished, they then click save.



The designer is then prompted to move to the subscriptions section.

Editing Subscriptions

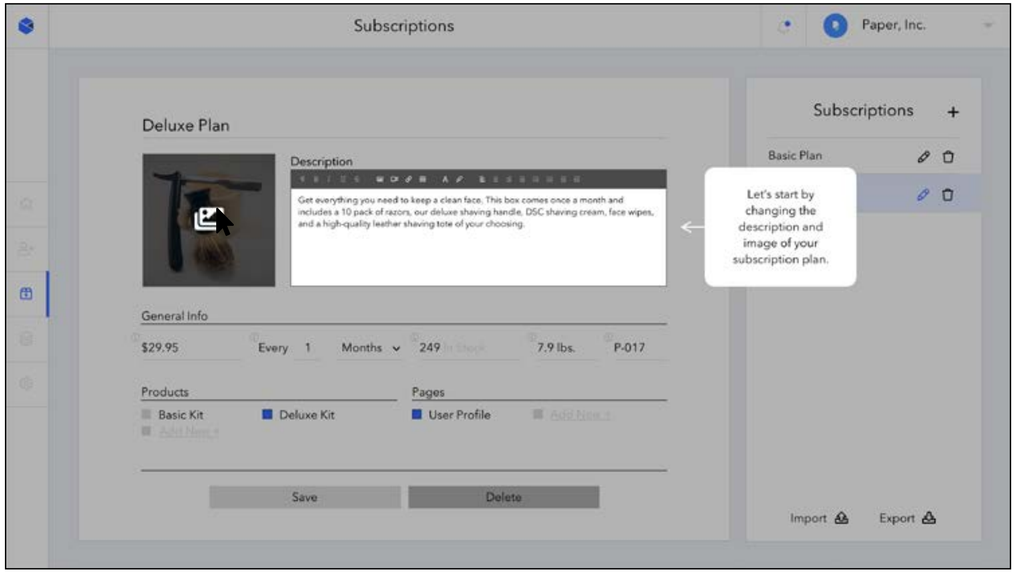
Overview
Colors
Typography
App Icons
Iconography
Visuals



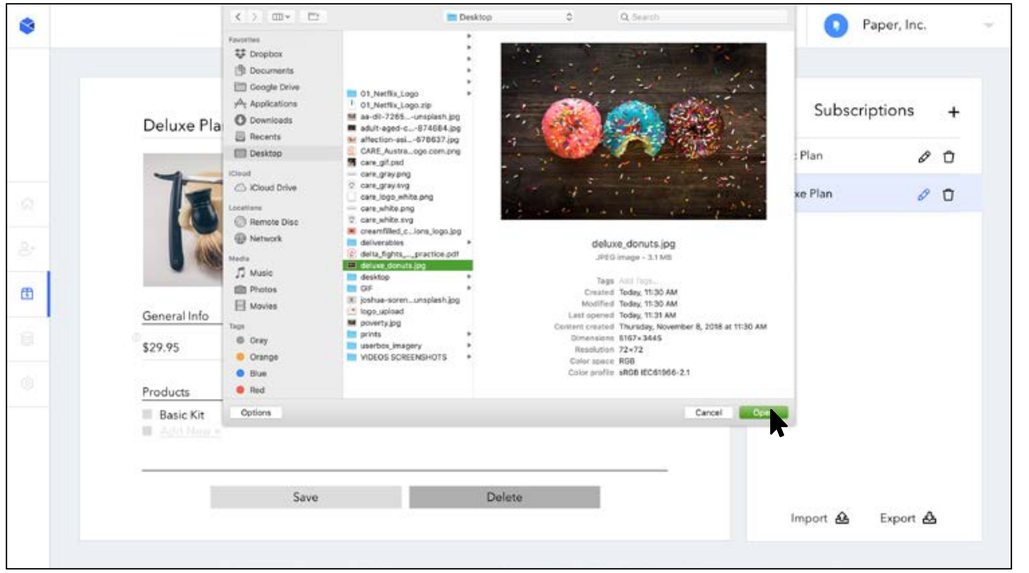
The subscriptions section allows the designer to add and edit subscription plans. The design is hovering over the subscriptions icon and notices all options for subscriptions and editing. The design thne stops hovering over the icon.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Editing Subscriptions



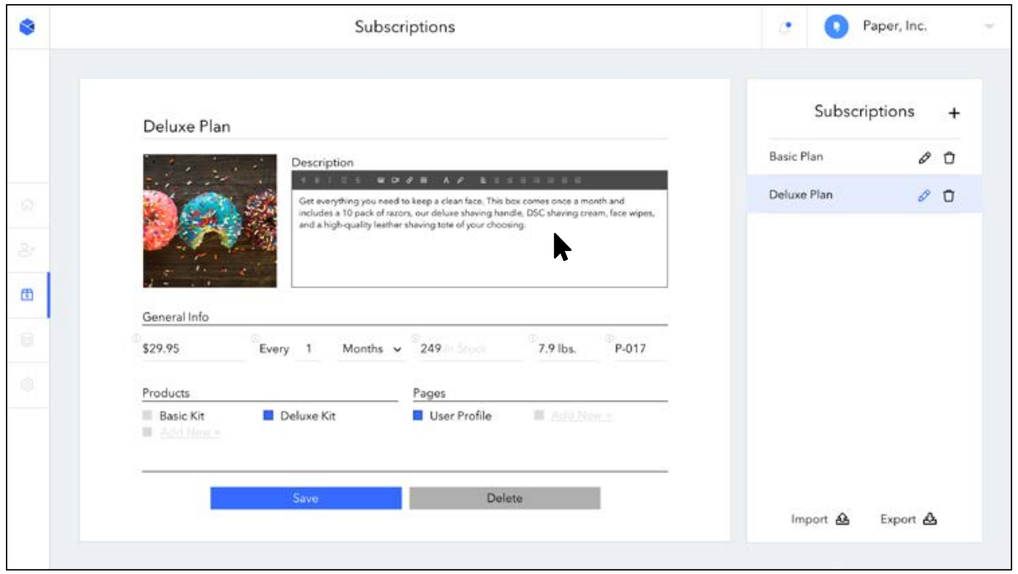
This prompts the deisgner to start by adding a new image and description. The designer clicks the image button.



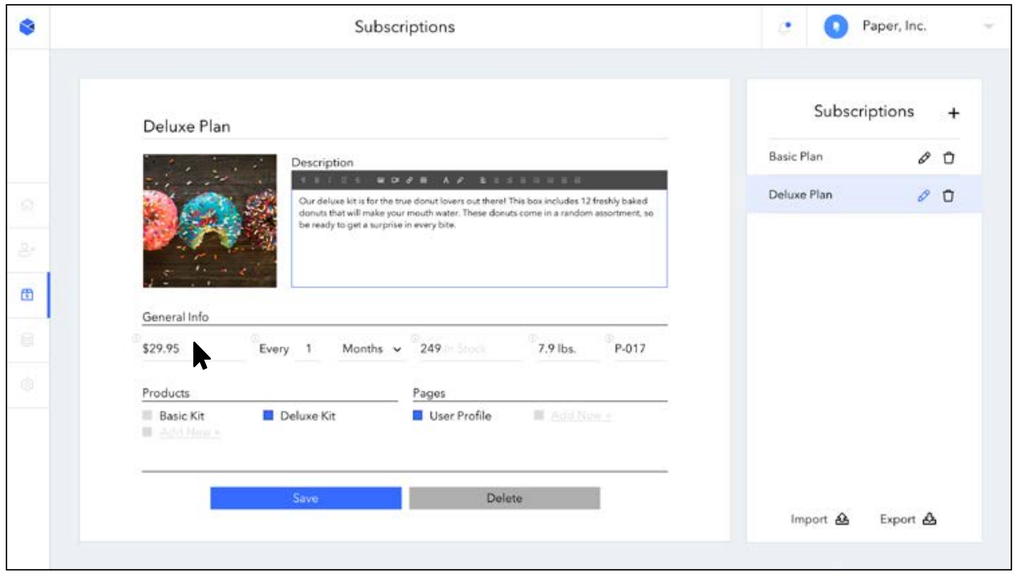
The designer is selects the correct image file and clicks open.

Editing Subscriptions

Overview
Colors
Typography
App Icons
Iconography
Visuals



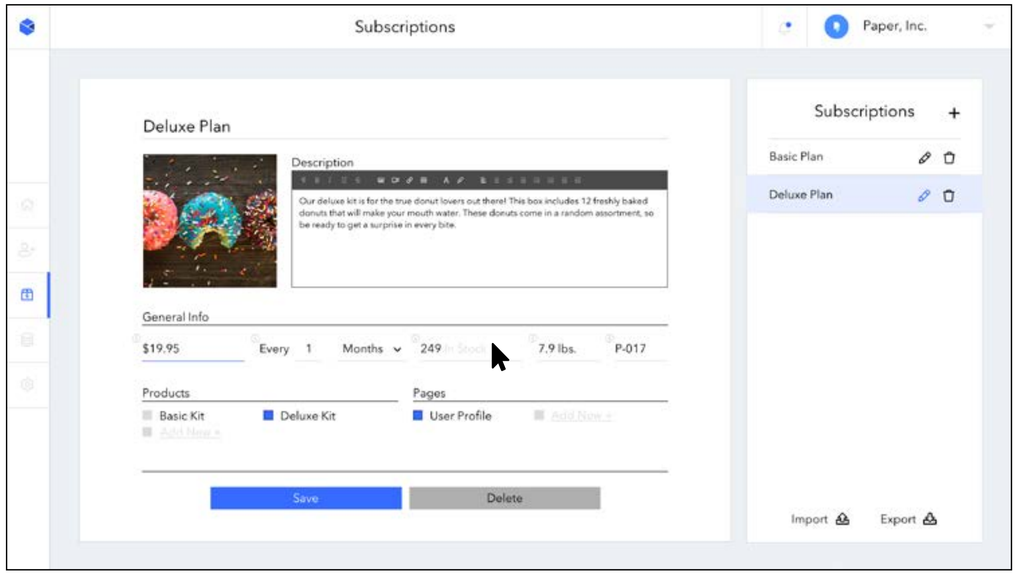
The designer then clicks the description field.



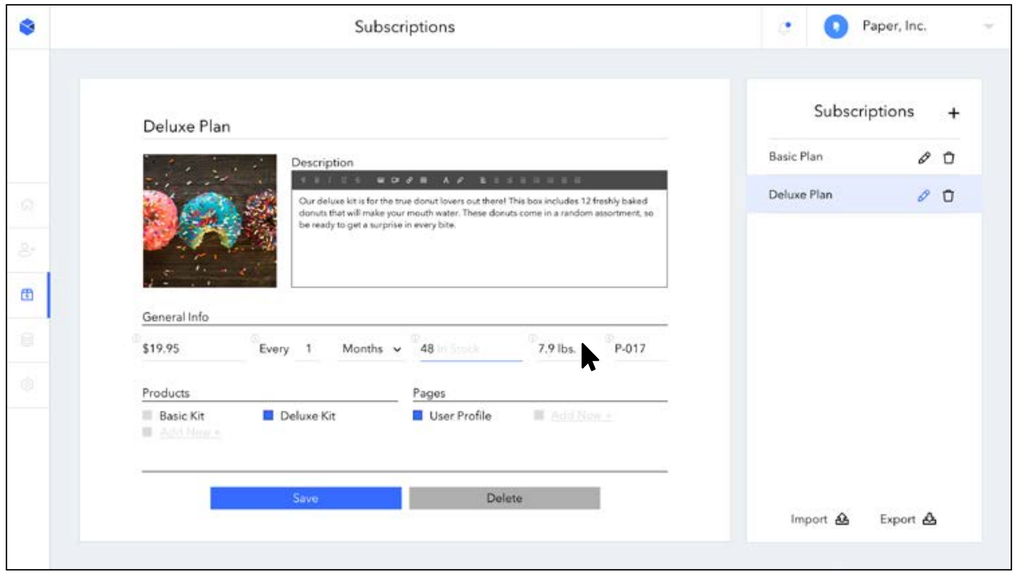
The designer types in the new descriptions and clicks the price field.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Editing Subscriptions



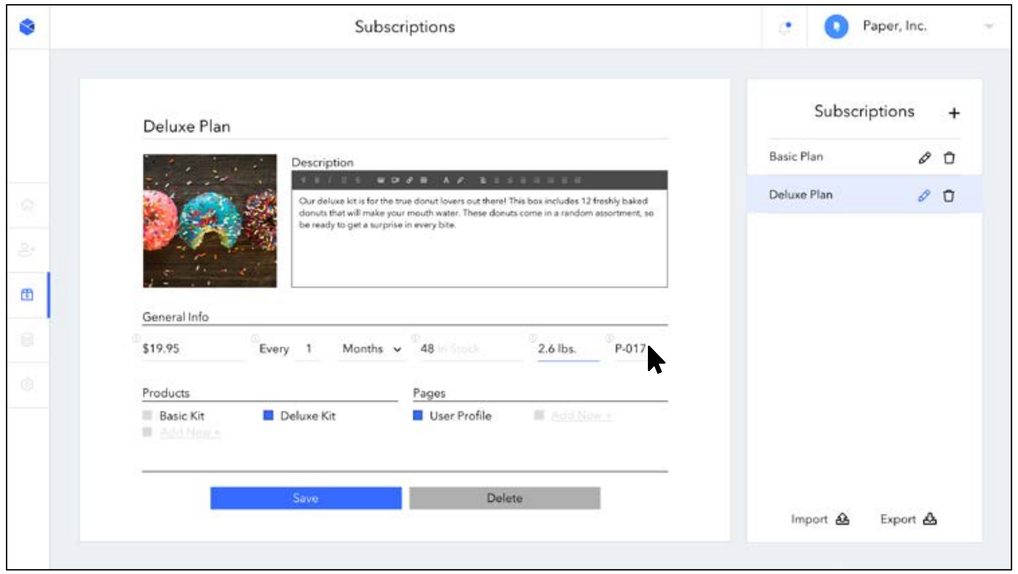
The designer changes the price and clicks the stock field.



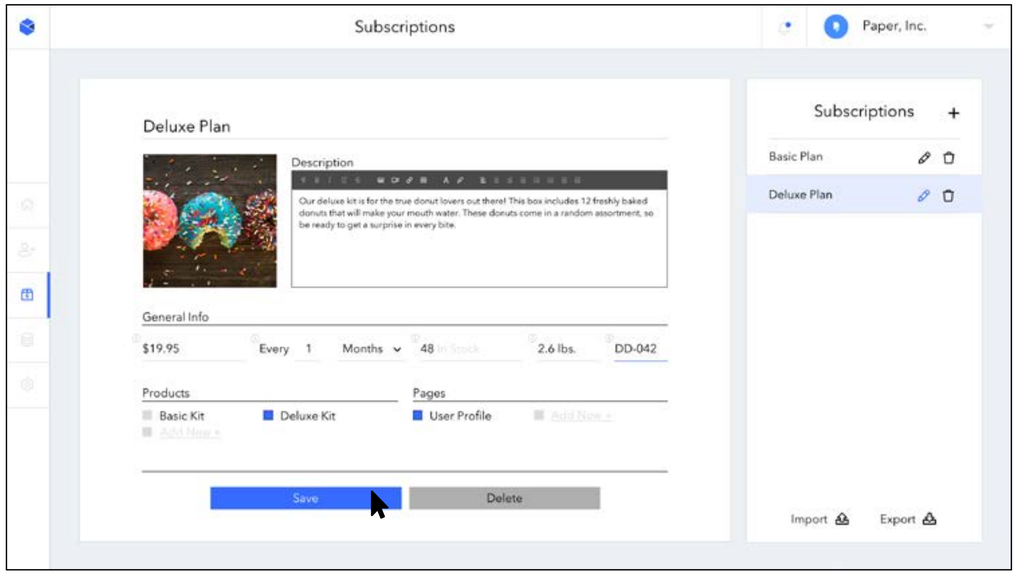
The designer changes the stock and clicks the weight field.

Editing Subscriptions

Overview
Colors
Typography
App Icons
Iconography
Visuals



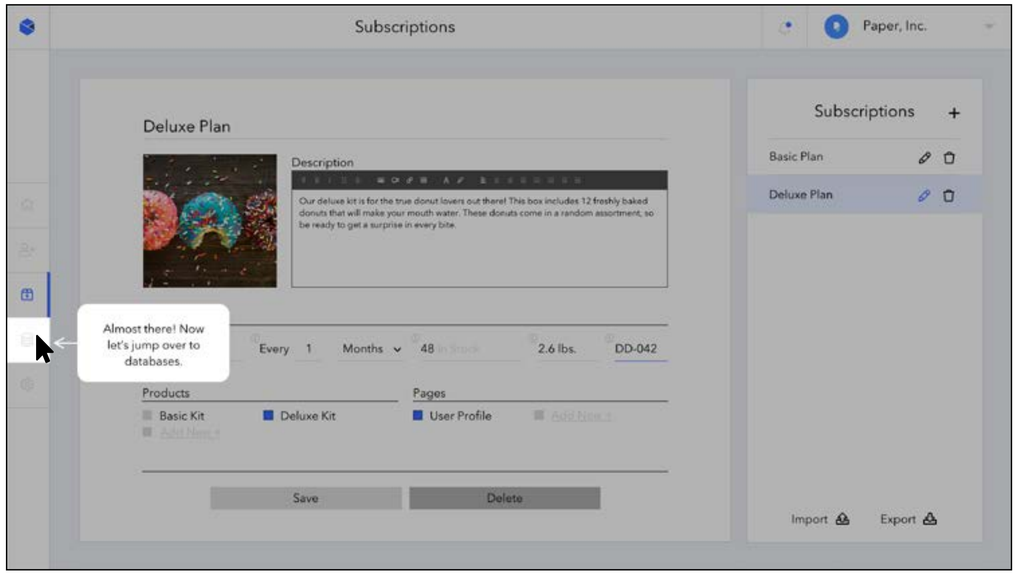
The designer changes the weight and clicks the SKU field.



The designer then clicks save.

Editing Subscriptions

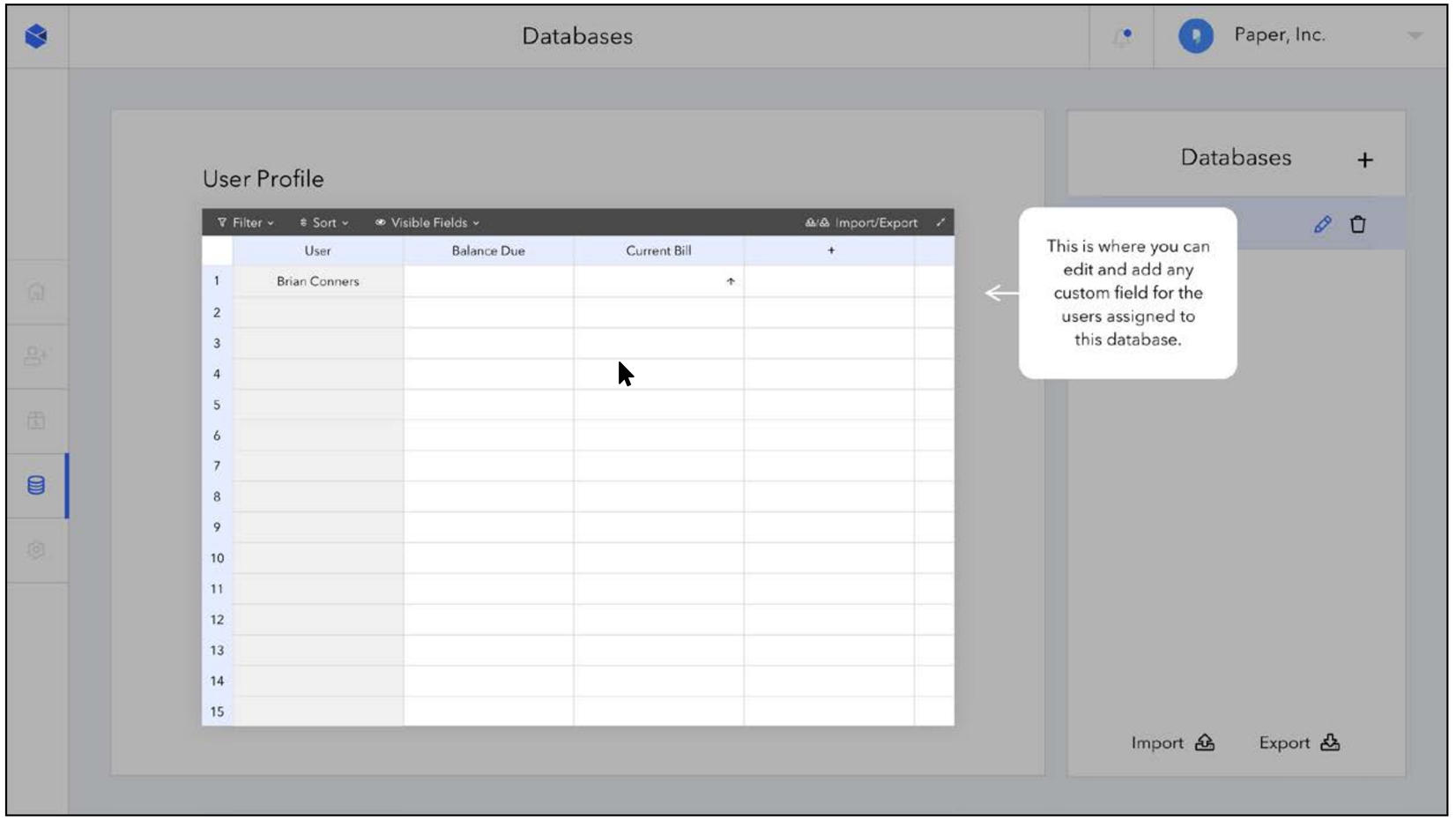
Overview
Colors
Typography
App Icons
Iconography
Visuals



The designer is prompted to move on to the databases seciton, and clicks the database icon.

Editing Databases

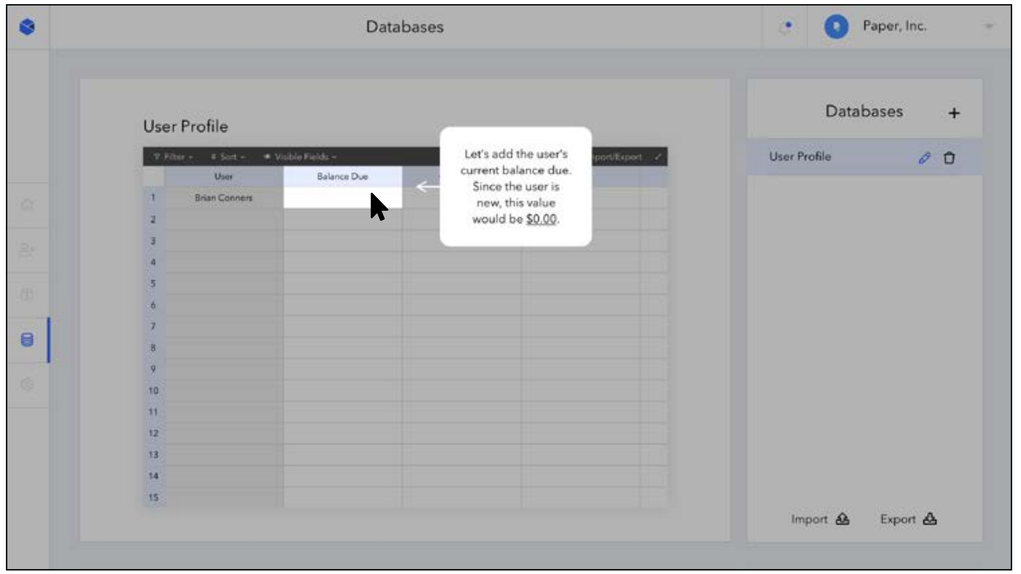
Overview
Colors
Typography
App Icons
Iconography
Visuals



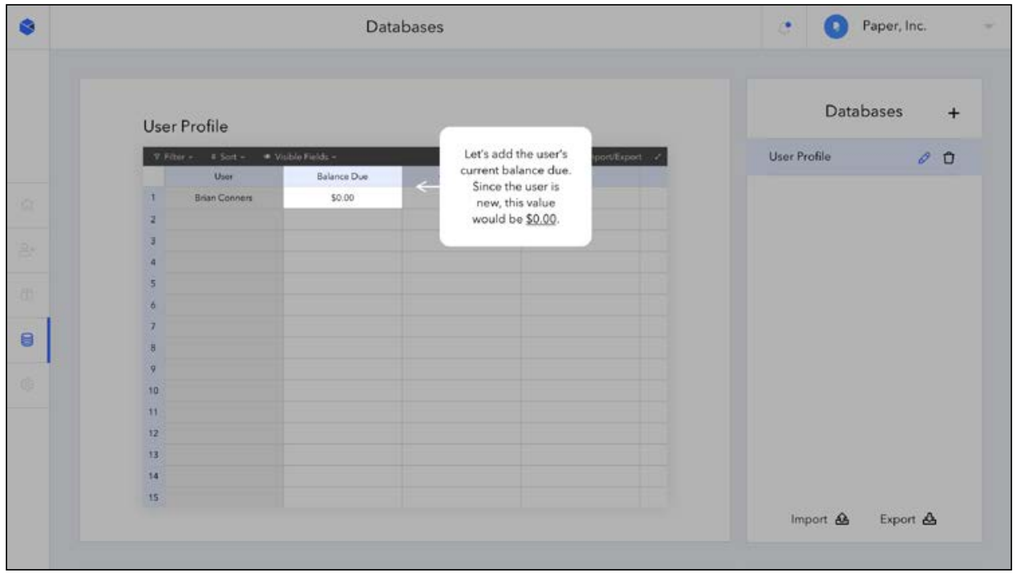
In the databases section, the designer can add and edit datbases for user-based functionality on the website. The designer is guided through the process and clicks anywhere.

Editing Databases

Overview
Colors
Typography
App Icons
Iconography
Visuals



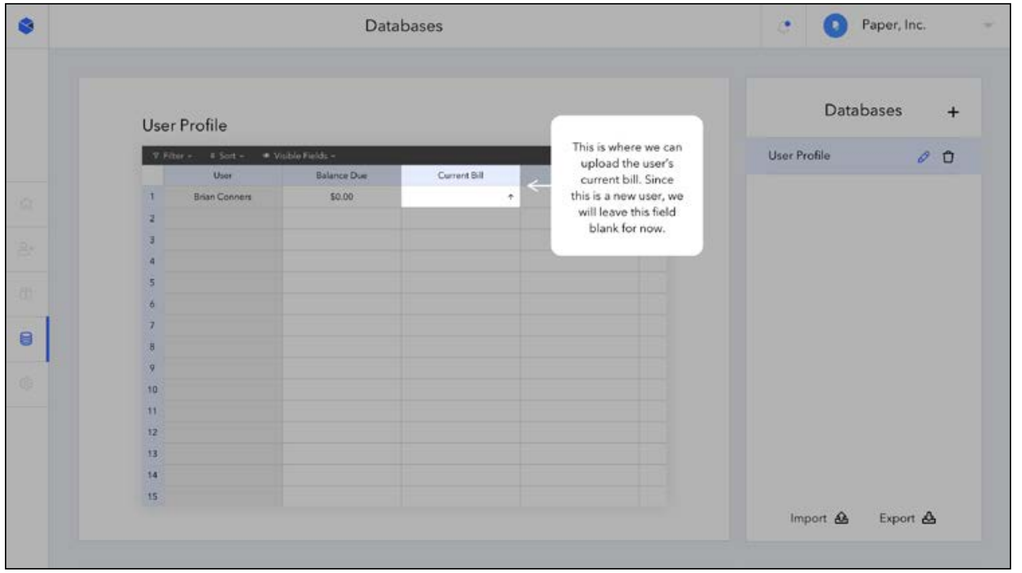
The designer is then prompted to enter a balance in the balance field for the user.



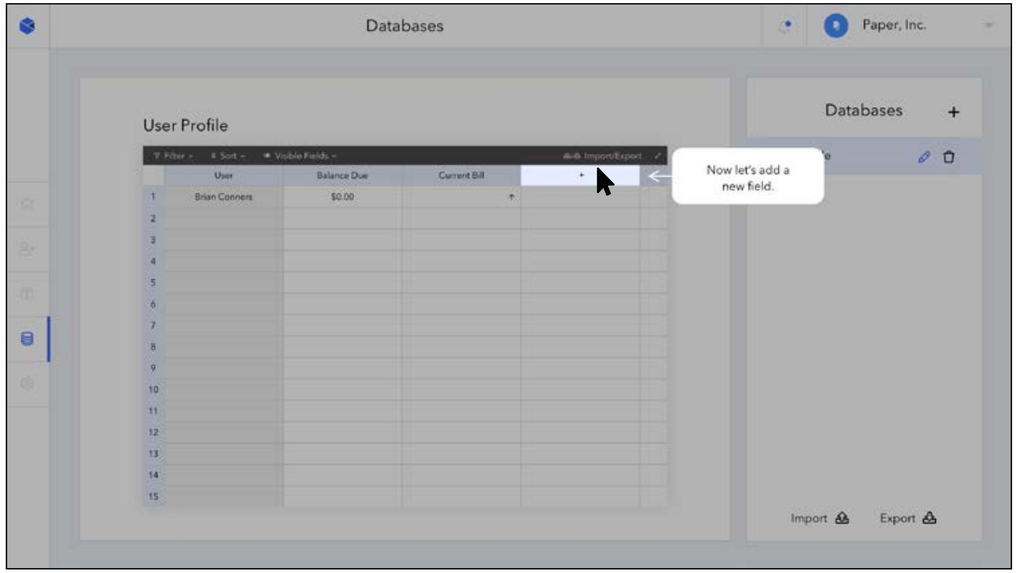
The designer types in the balance and hits enter.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Editing Databases



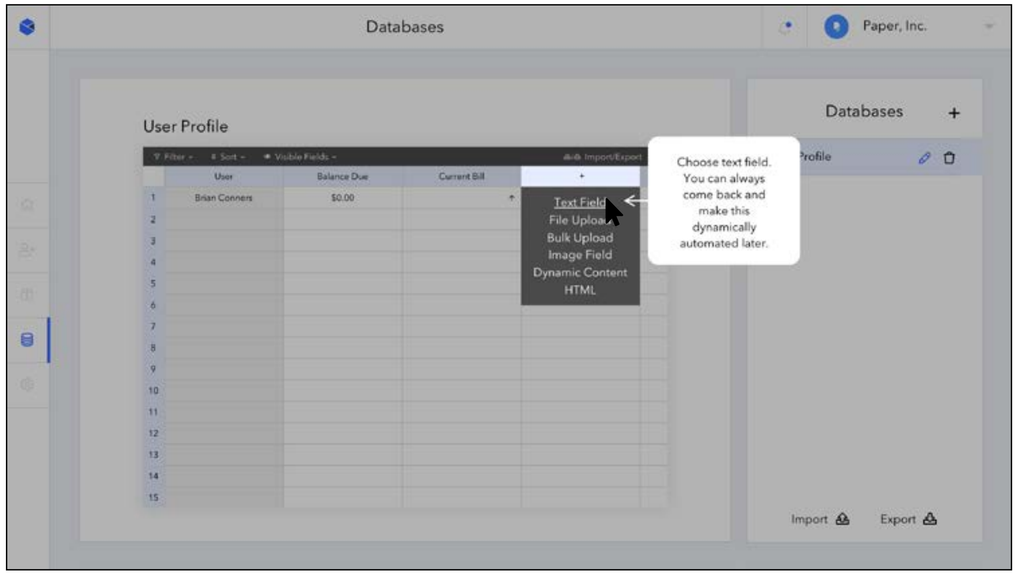
The designer is then guided through the current bill field and clicks anywhere.



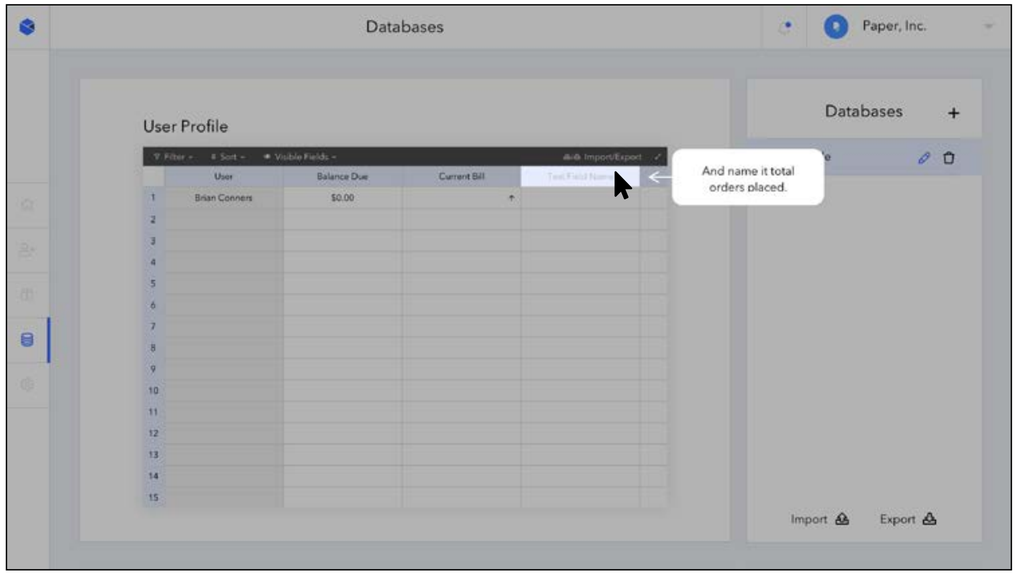
The designer is then prompted to create a new field, and clicks the add field icon.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Editing Databases



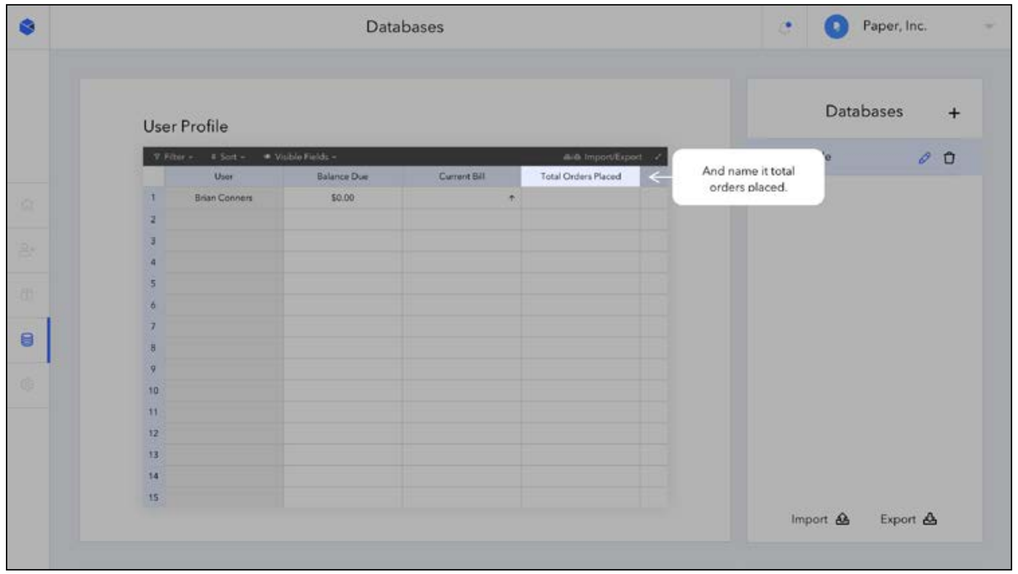
The designer is prompted to choose a field type, and clicks text field.



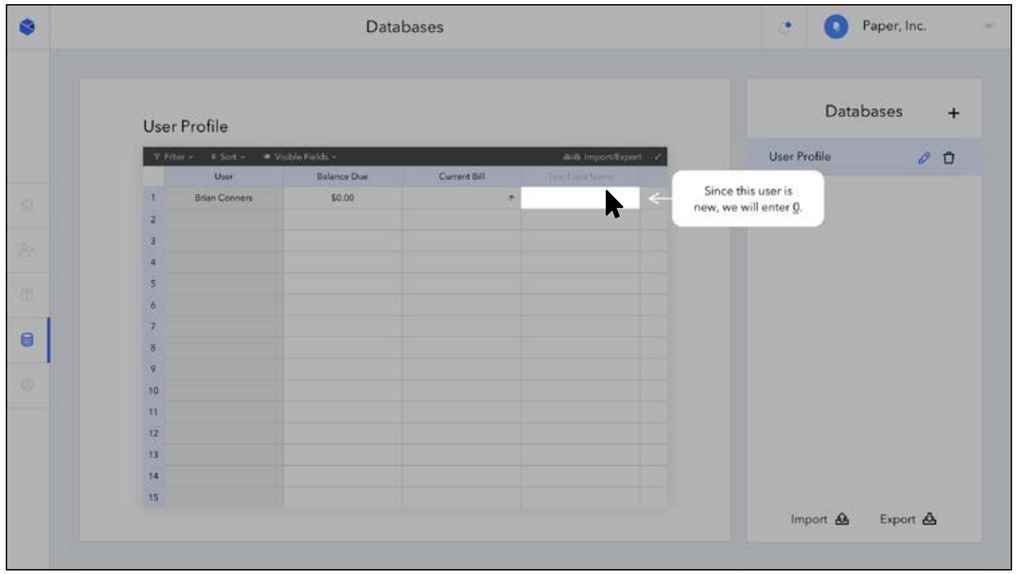
The designer is then prompted to name the field, and clicks the field's name field.

Editing Databases

Overview
Colors
Typography
App Icons
Iconography
Visuals



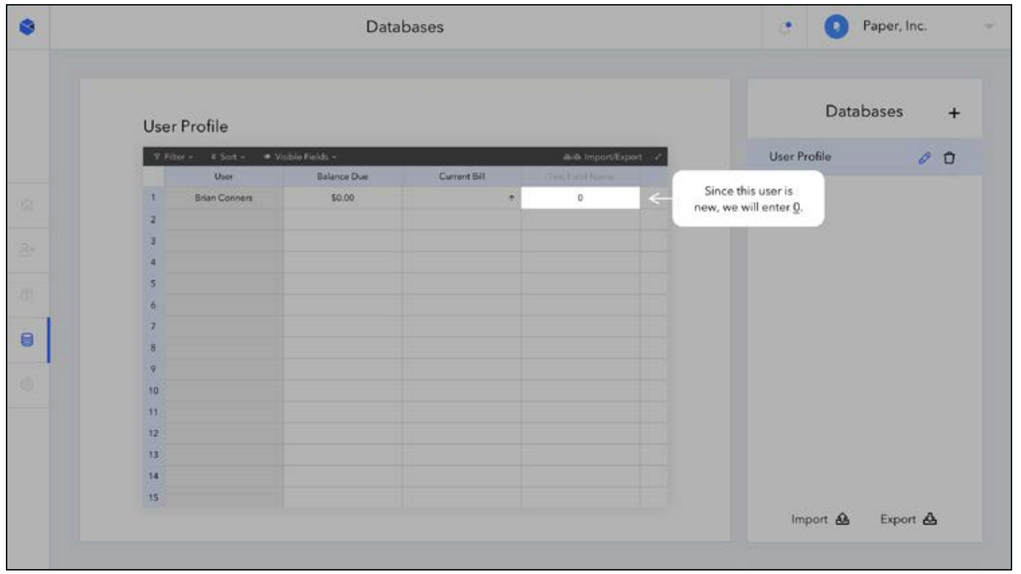
The designer names the field and hits enter.



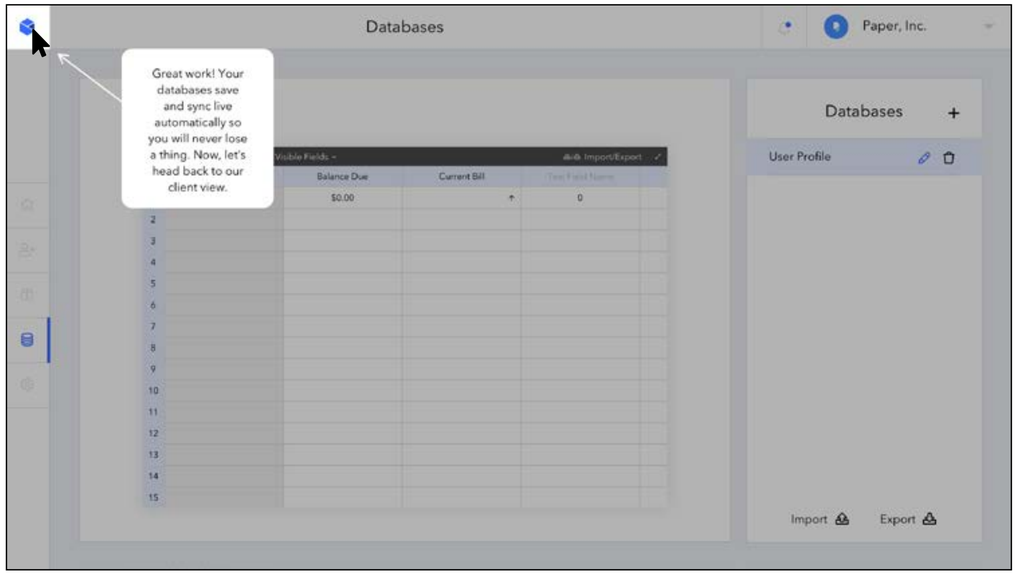
The designer is then prompted to give the user a value for that field. They click on the value field for that user.

Overview
Colors
Typography
App Icons
Iconography
Visuals

Editing Databases



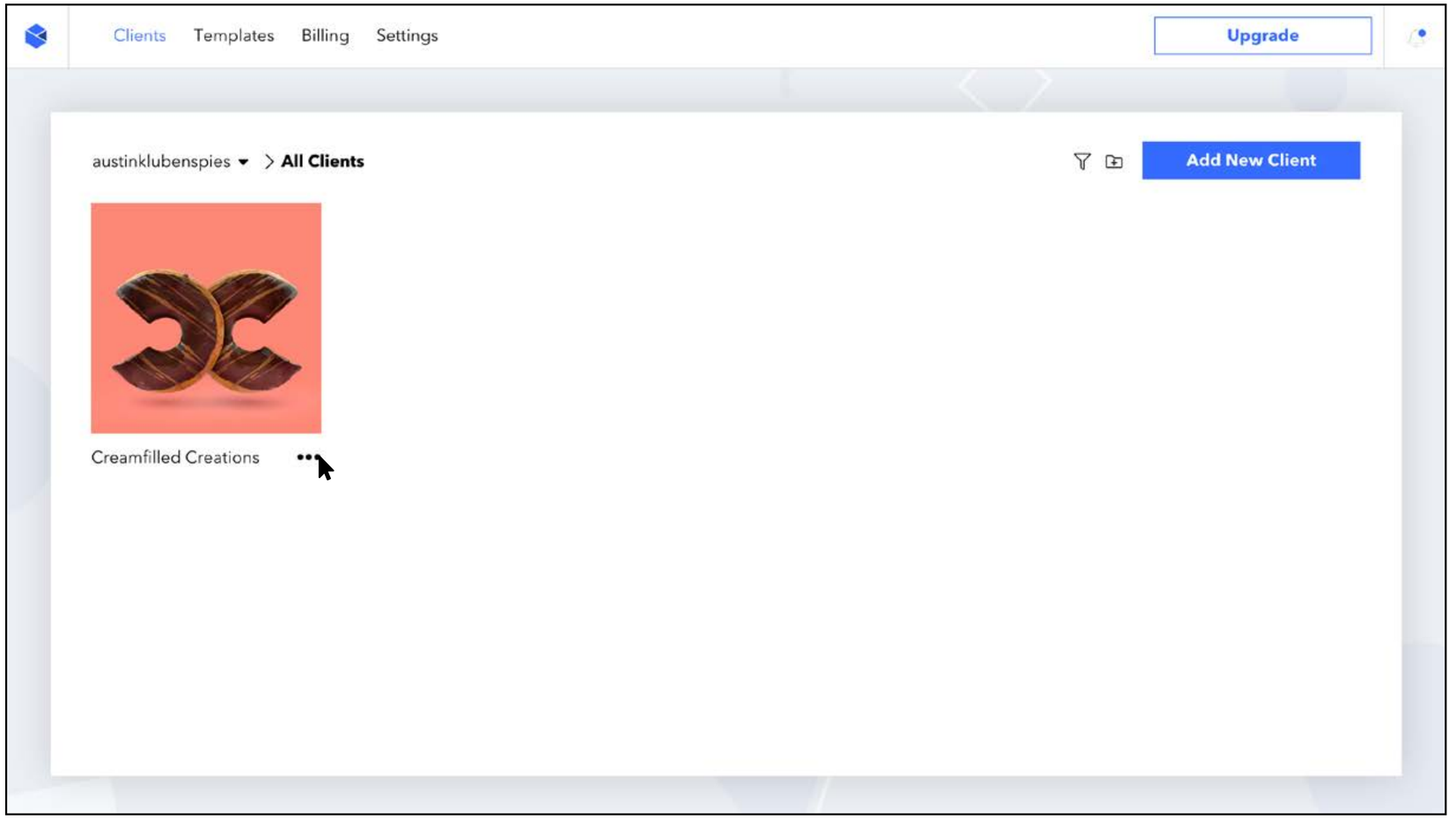
The designer then types in the value and hits enter.



The system automatically prompts the user to go back to the client view. They click on the userbox icon.

Client Account Submenu

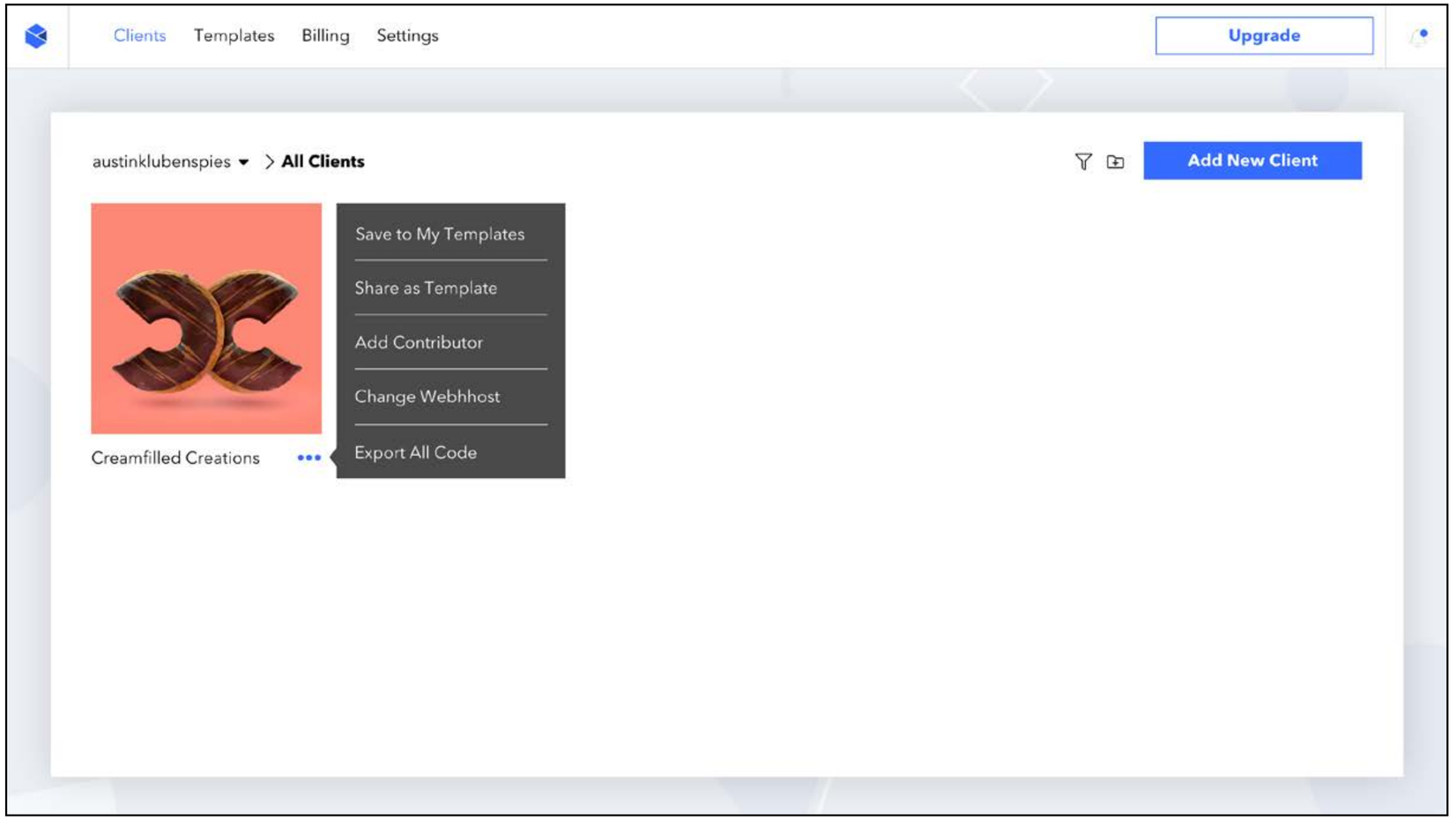
Overview
Colors
Typography
App Icons
Iconography
Visuals



In the client view, the designer can now edit the client accounts, and any other personal account information. The designer clicks on the new client account's submenu.

Client Account Submenu

Overview
Colors
Typography
App Icons
Iconography
Visuals



The designer is given the option to save the new client account as to their templates, share it as a template, add a contributor/editor, change their current webhost, and export the code if they with to migrate elsewhere.