



Mango Website Redesign

User Experience Design with Dom Propati, NYU Tandon spring 2017

Team

Tyler Mechura



- Team management/ work delegation
- Card sorting
- Comparative analysis
- Mobile prototype

Project Manager

Alexis Zerafa



- Website prototyping + wireframes
- Logo design
- Personas
- Competitive analysis
- User testing

Kevin Dubois



- Presentation
- User flows
- Sitemap
- Card sorting
- Competitive analysis
- User testing

Kirsaly Heredia



- Research report
- Card sorting
- Competitive analysis
- User testing

Conner Lin

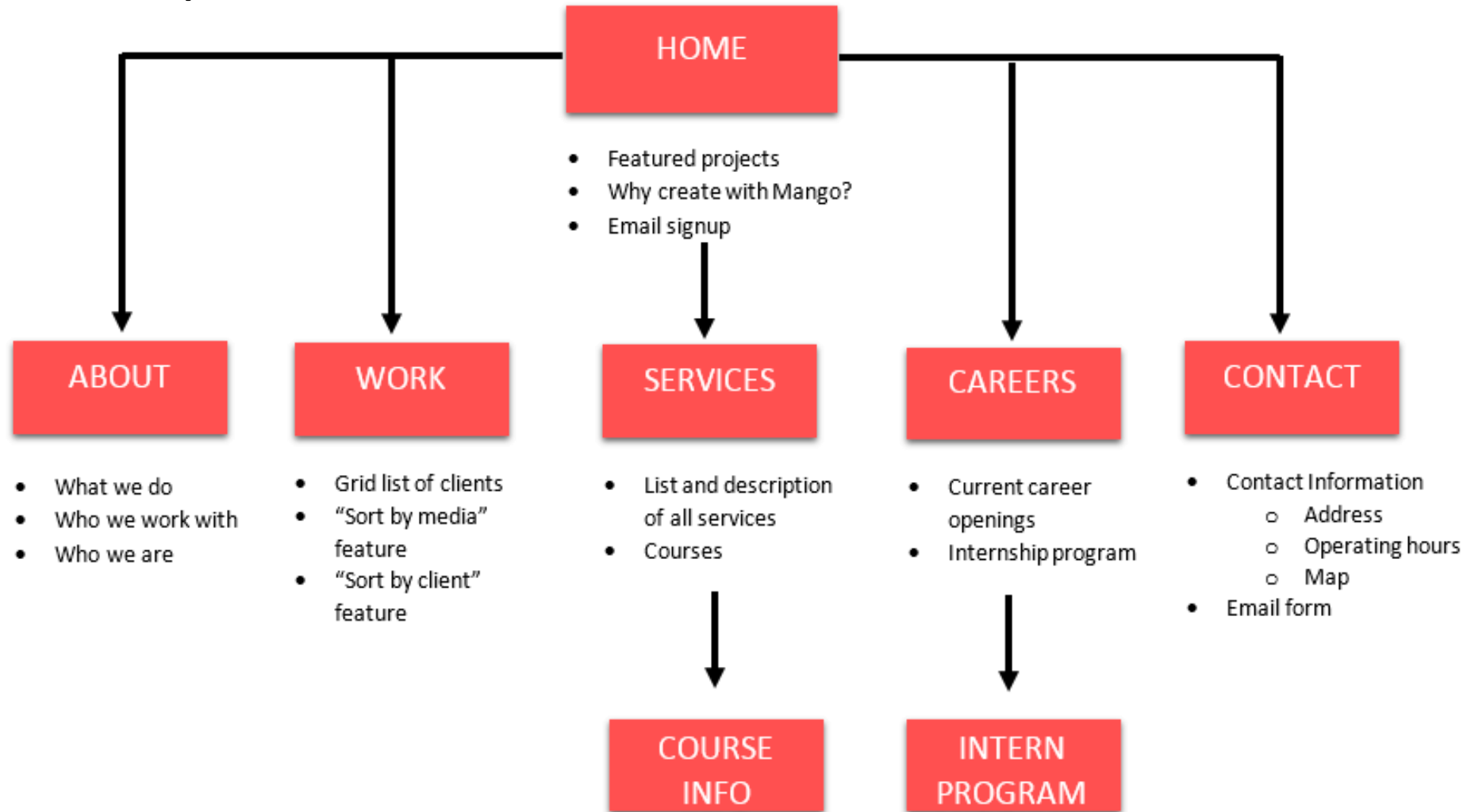


- Website prototyping
- User testing
- Competitive analysis

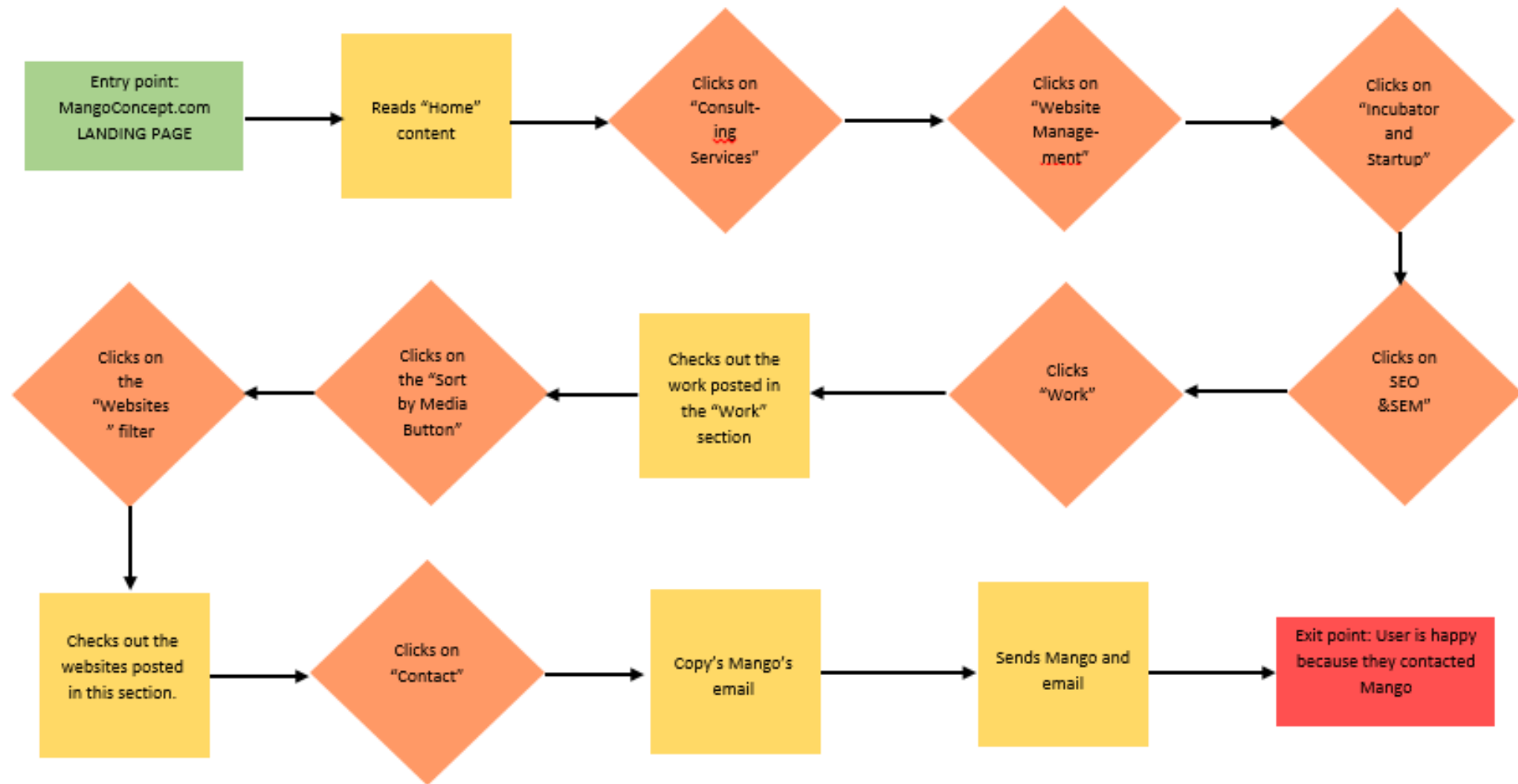
Process

- Assembled group and assigned basic roles
- Company Analysis/research (Mango)
- Business Analysis (comparative/competitive)
- User Research (card sorting, flows, personas, etc.)
- Prototyping
- User Testing
- Revise Prototyping, Final Design

Site Map



User Flow



Comparative Analysis



Black Label Bacon

- Opens on a fully animated overlay
- Great animations
- VR capabilities
- Strong video usage
- Non-traditional and unique

Competitive Analysis

		Company			
		Fueled	Huge	R/GA	Droga5
Metrics	Hamburger menu (desktop)	X	✓	✓	X
	Consistent footer	X	✓	✓	X
	Individual product pages	✓	✓	✓	✓
	Visual client list	✓	✓	X	✓
	Blog(articles)	✓	✓	✓	✓
	Individual team member page	✓	✓	✓	✓

Competitive Analysis Cont.



FUELED

Fuled

- Strong focus on their products and the **process**
- Provide sample work/decks for clients
- Their featured apps displayed with an animated walkthrough
- Display content in several different ways
- Navigating is versatile.



HUGE

Huge

- Consistent layouts
- Can find the products in the work tab as well as on each individual office page
- Lists events
- Beautiful graphics.



R/GA

R/GA

- Rely on video to showcase work
- Consistent grid format
- Navigation is clean and isolated, and a search feature is also present.



droga

Droga 5

- Simplicity, ease-of-use
- Map on contact page, minimal but attractive
- Very friendly and well designed.

Personas



Madison Shea – Age 25

Madison is a baker who owns a small chain of cupcake shops in Virginia.

Madison likes to keep an up to date and engaging website, and is trying to break into the cupcake delivery business.

Madison has no design or web expertise whatsoever.

Needs

- A company to help design and upkeep a website for her cupcake related services.
- An easy to understand “services” page in order to find the creative agency she wants to use.
- A way to reach out to potential creative agencies that fosters quick feedback.

Behaviors

- Extremely organized physically, but disorganized digitally.
- A double texter, Madison will send multiple emails until she gets a response.
- Thorough when it comes to vetting a new service or company, she loves to comb through work archives.

Pains

- Is very finicky about access to information.
- Is not great at navigating the World Wide Web, needs a lot of guidance and a clean workflow.



Daniel Felix – Age 32

Daniel is the CEO of a small footwear company. He already has a beautiful and well run website for all of his e-commerce needs, but Daniel is interested in breaking into the app world. Daniel has business expertise and is extremely confident, but knows next to nothing about mobile platforms.

Needs

- A company to help design and upkeep an app based off of his current website.
- Easily accessible information about what services are offered that pertain to apps.
- Information on past projects in order to decide if he wants to use one specific company over another.

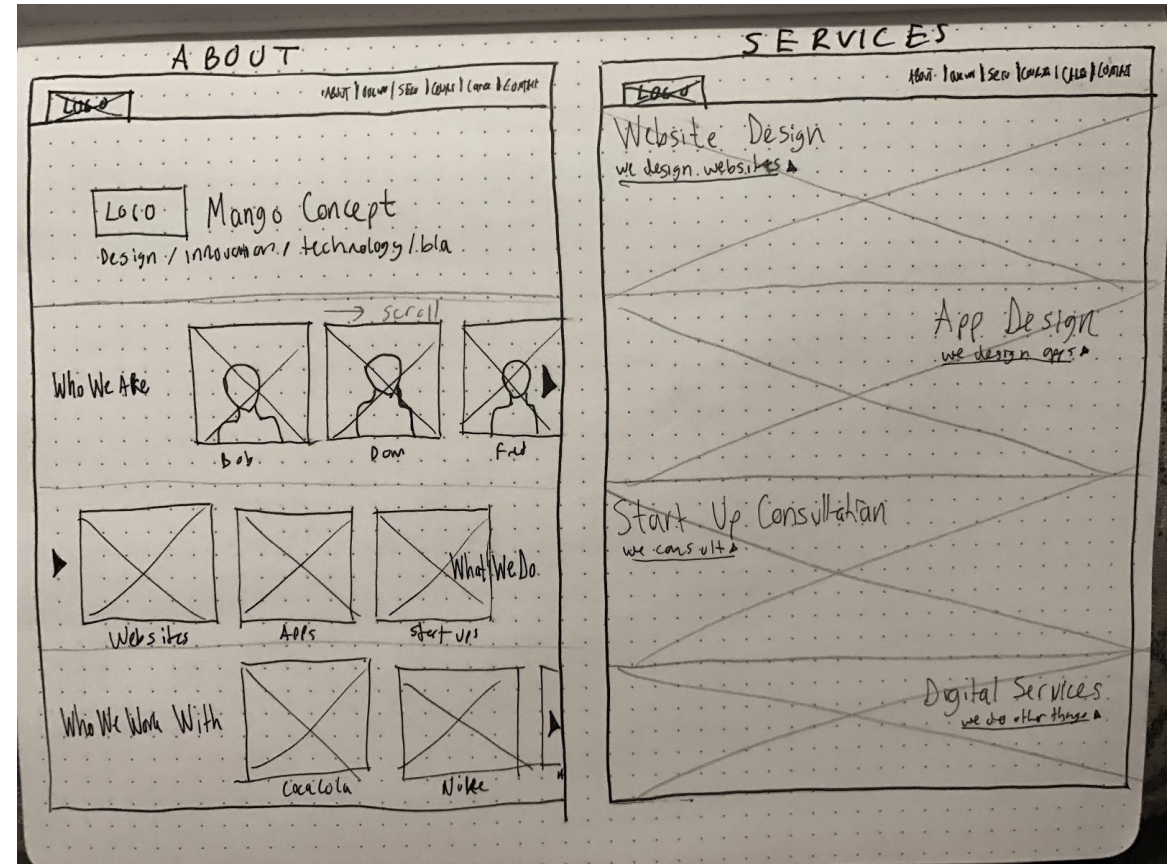
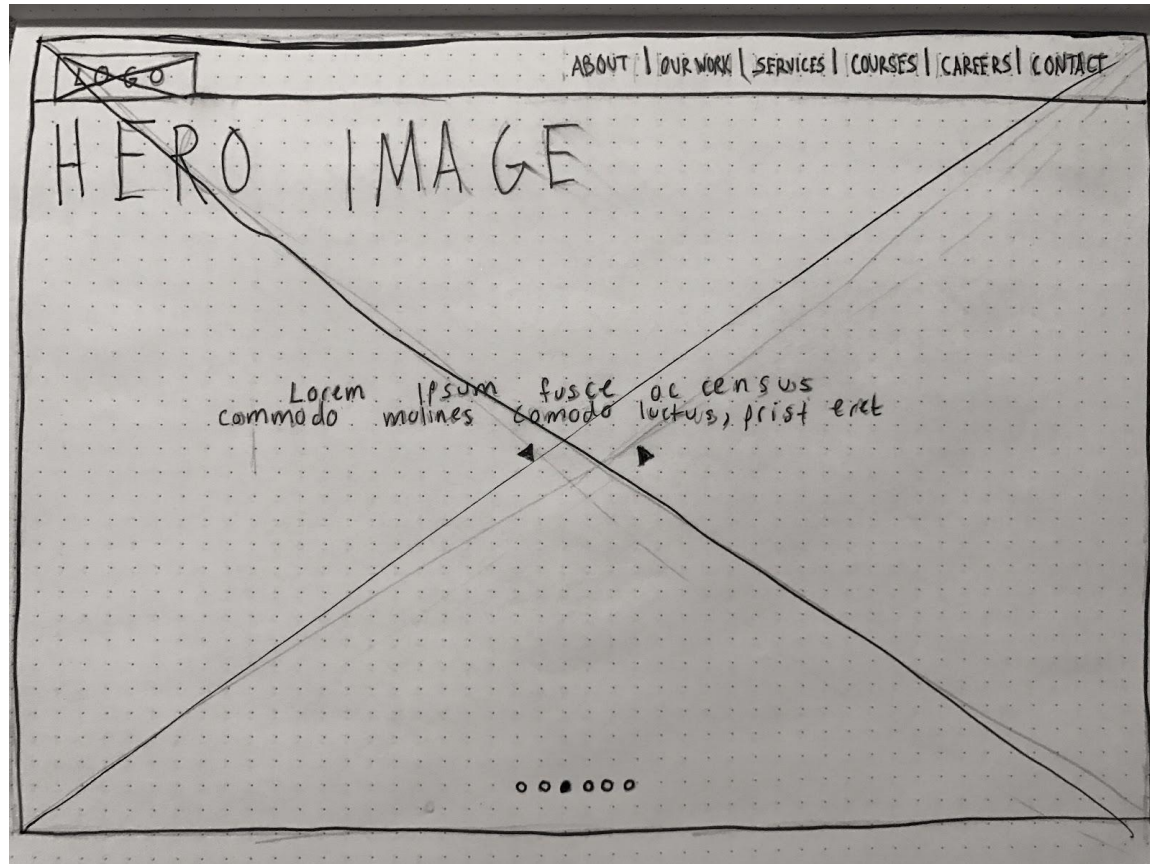
Behaviors

- Gets impatient easily, wants to find information efficiently.
- Isn't big on research, follows his gut when it comes to business decisions.
- Not willing to click through multiple pages to get where he needs to be.

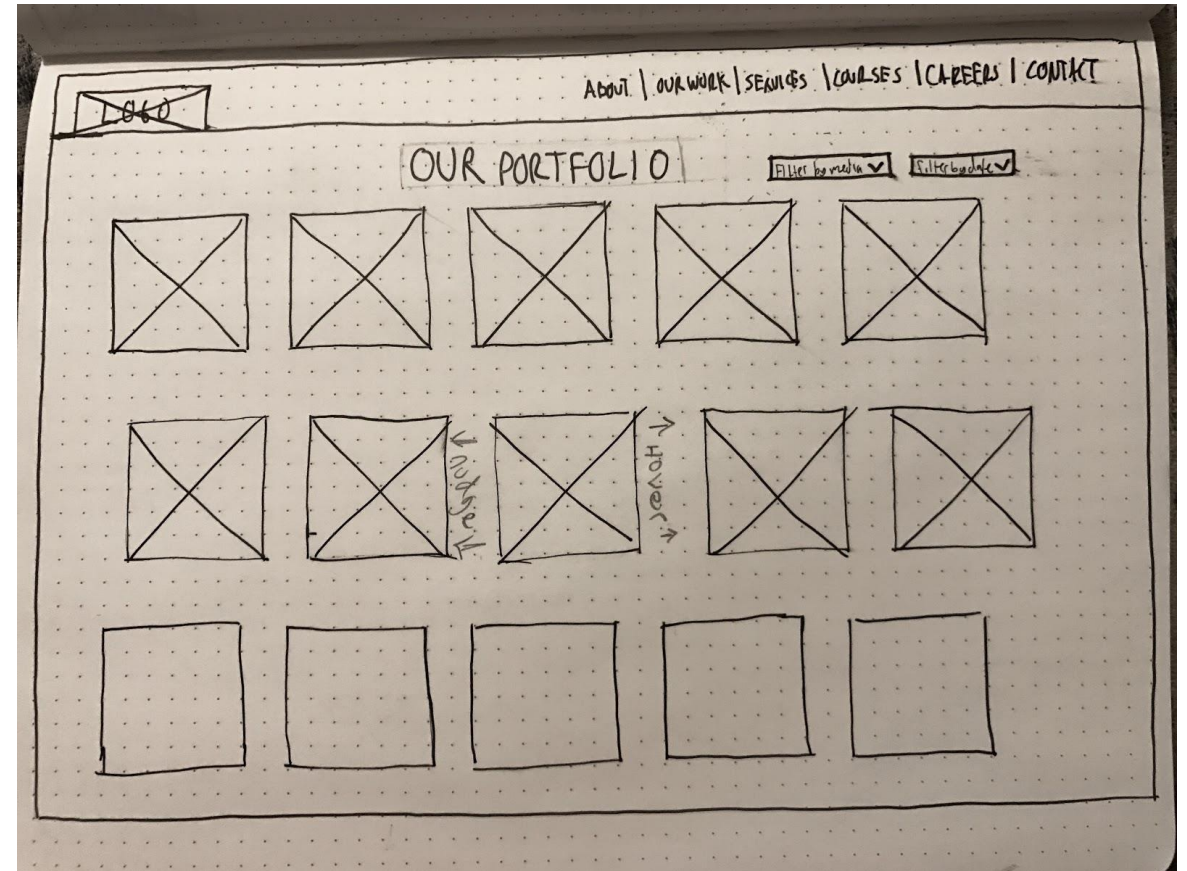
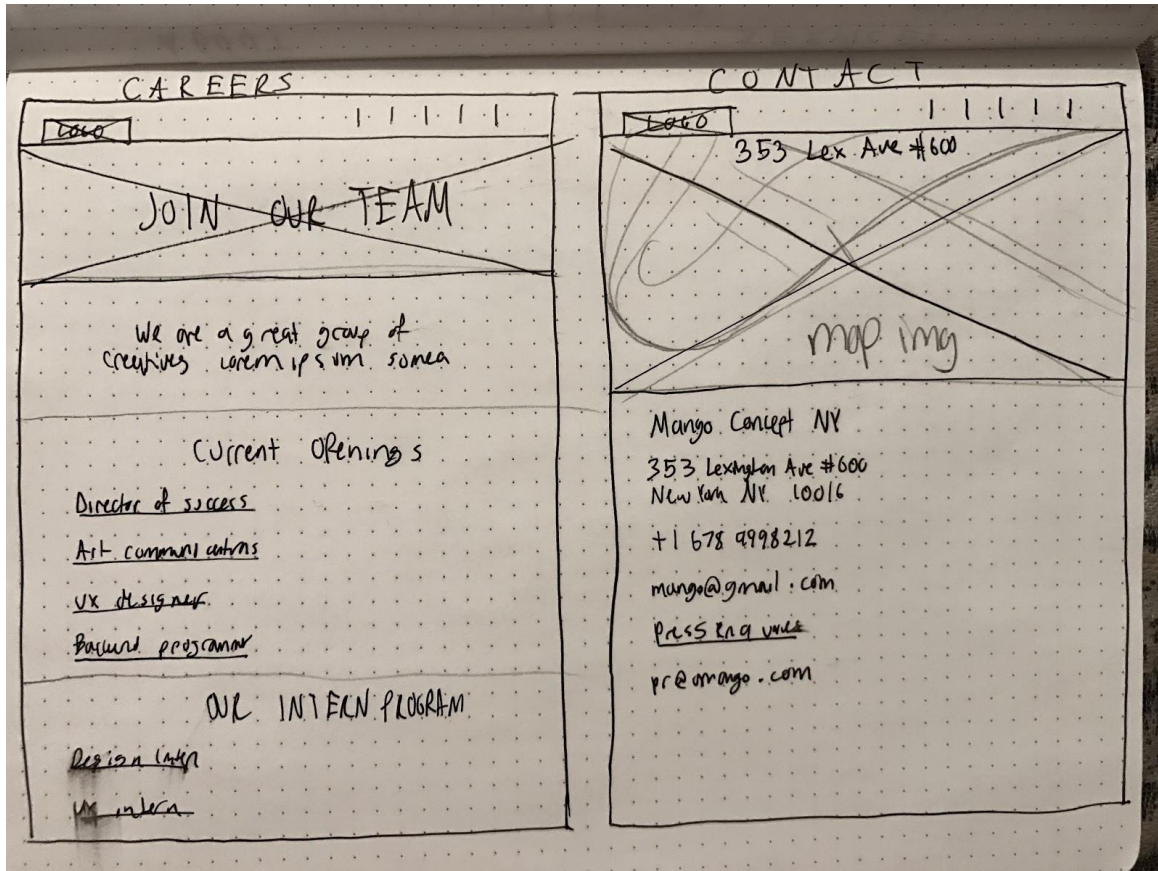
Pains

- Does not like to spend much time on websites; likes to go in, get the information, and get out.
- Isn't a big reader, he's more engaged by images and buttons.

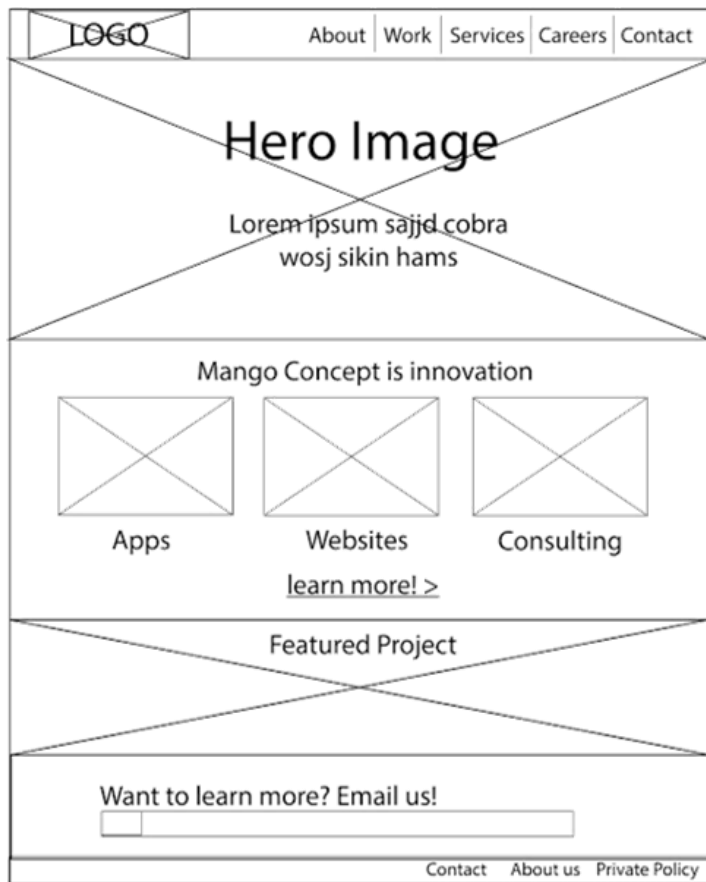
Sketches



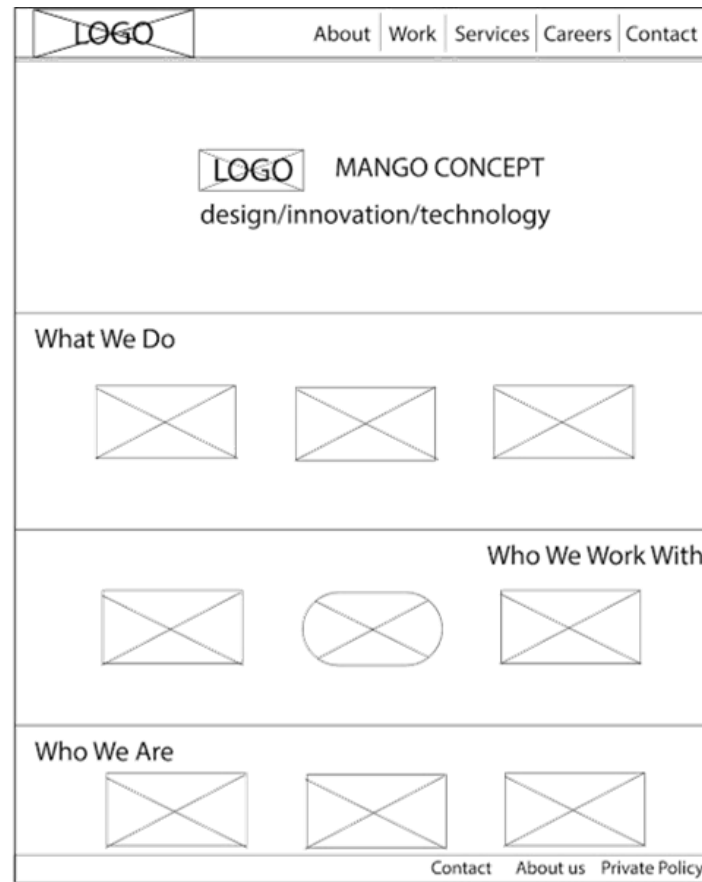
Sketches Cont.



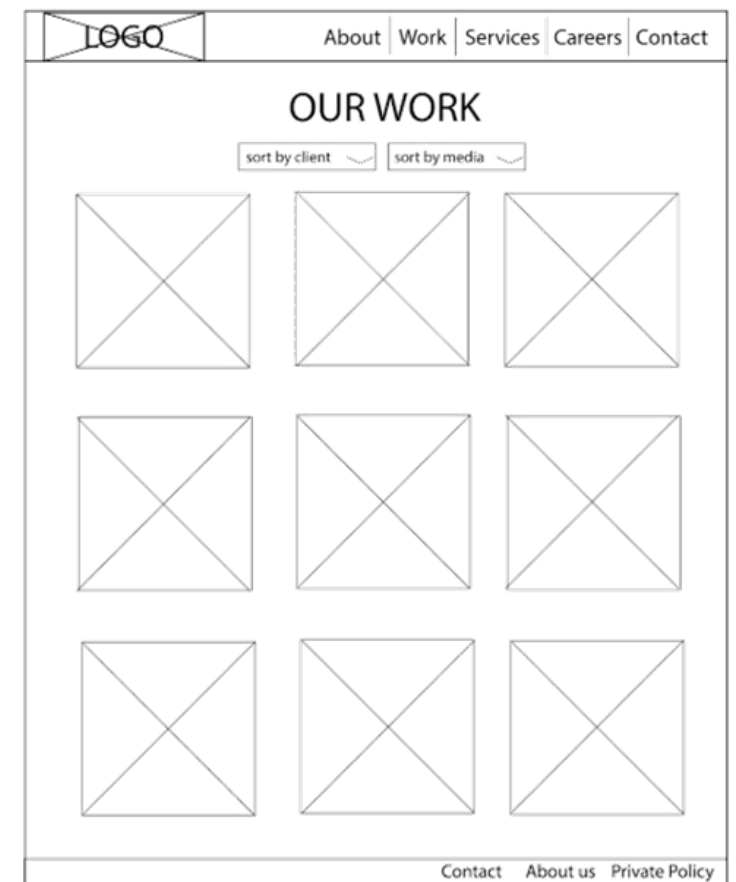
Medium Fidelity



HOME

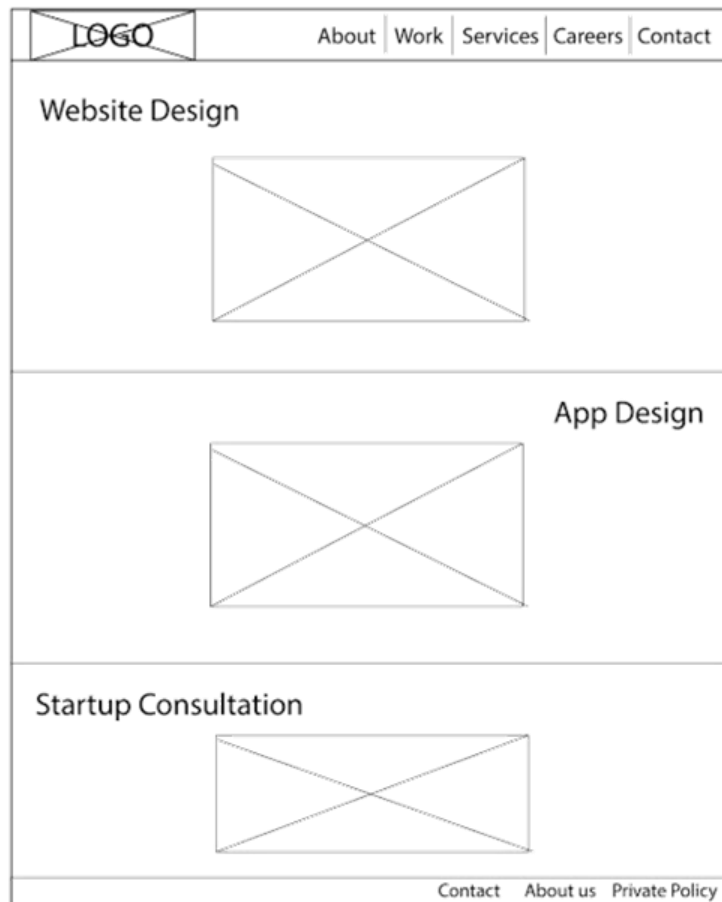


ABOUT

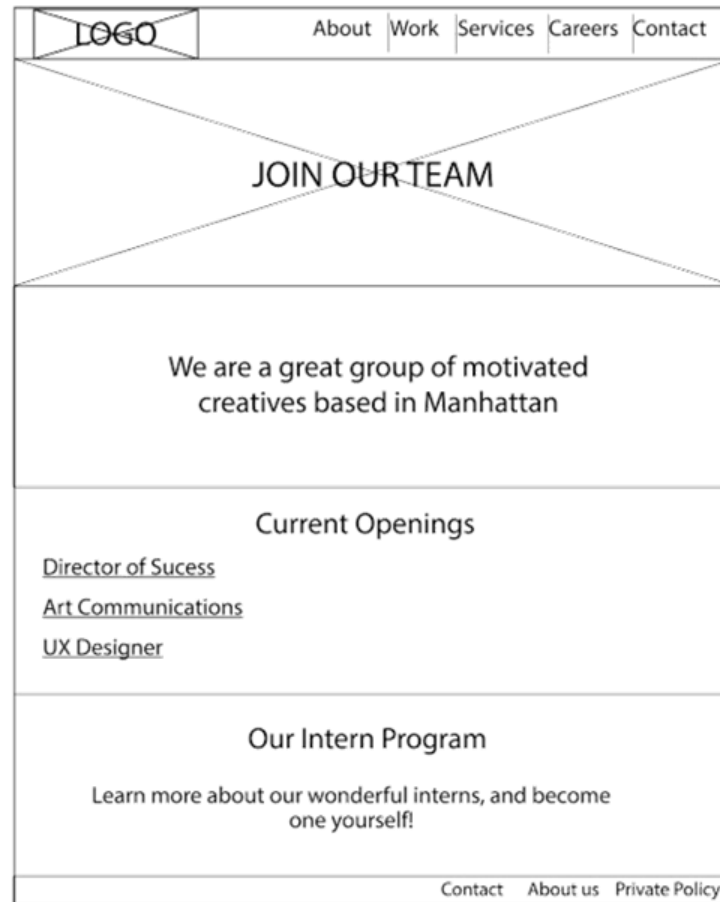


WORK

Medium Fidelity Cont.



SERVICES



CAREERS



CONTACT



Mockups



Notes

SCREEN: Homepage

This page will give a quick overview of who Mango Concept is as a company and what they do. Also, it will feature their most current project.

1 Featured Project

Once this link is clicked it will bring you to this specific product page that goes into more detail on the project.

2 Learn More

Clicking this link will bring you to the about page which will give you more detail about the company and what they can do for you.

3 Email Us

The user will fill out this form then click "Go!" to get in contact with a Mango representative.



What We Do

We embody the New York merchant's value of "work hard, play harder", and it shows in the work we do. Our squad is lean and all of our client projects are designed, built and managed by a cross-functional team of Mango Concepts' finest.

Not your run of the mill agency. Mango Concept is a Product Company and Innovation Lab where we guarantee that we will have a good time while leveraging cutting edge technology and innovative Design Methods to produce the best product possible.

Now why don't you stop reading this and get in touch with us. You won't be disappointed!

Who We Work With



Who We Are



Michael Daniels



Domenick Propp



Bobby Conely

Notes

SCREEN: About Page

This page will inform users about Mango as a company and what they do. It will list some of the companies they have worked with and who worked at Mango.

1 Team Member

Clicking on a team member will give you more information on them.

mango


About | Work | Services | Careers | Contact

OUR WORK


1 sort by client sort by media




Deedle




AAA



Todd English



Lisa



RPZL



Courtney Graf

Contact | About us | Private Policy

Notes

SCREEN: Work Page

This page will list all of the projects that Mango has created and worked on.

1 Sort Feature

Clicking on either arrow will sort the projects by either client or media.

2 Project

Click on a project will bring you to the projects actual site.

Mobile App Development

Our dedicated team of iOS and Android developers ensure your app is a standout innovation in the digital sphere.

UX Design & Strategy

We provide an unparalleled service in UX Design and Product Strategy. Our teams ensure a seamless experience for you and your users.

Mobilization

Giving the client a mobile first approach means that we ensure mobilization across the board. We're taking legacy development and guaranteed mobile-responsive environment.

3D, AR & VR

Our team ensure your product is always up-to-date in the ever-changing realm of AR/VR. Your product will always be responsive on any platform.

Service Design

Service design is crucial for all organizations and we help you innovate and improve your service strategies and offerings. Our team makes sure that there is a seamless interaction between you consumers and your product.

Strategic Staffing

Service design skills, talent acquisition is another major area any firm, large or small, has to deal with on a daily basis. We make this a seamless for our clients by providing strategic staffing for all your fresh staffing and talent needs.

Website Design & Development

Responsive, mobile first approach and contemporary web technologies including Ruby on Rails and React. We also provide website maintenance, support, and hosting.

Graphic Design & Branding

Contemporary designs using the latest in graphic design software. We can help bring your design ideas to life and we provide you an effective brand strategy to give you an edge in the increasingly brand-conscious and competitive market.

Game Design

We are professional nerds! We love playing games and we love building them even more. Have an idea for a game? Let us help you build it.

Product Management

Using Agile and Scrum methodologies, we are able to provide you with a roadmap for the lifecycle of your product. We help plan, produce and market your product at all stages.

SEO & SEM

We believe in providing a 360 service experience to all clients. That includes making your product brand-facing. We provide you with brand-centric products such as stationery and business cards.

Printing Services

We believe in providing a 360 service experience to all clients. That includes making your product brand-facing. We provide you with brand-centric products such as stationery and business cards.

Courses

Learn more about our course offerings!

1

Notes

SCREEN: Services Page

This page lists all of the services that Mango performs and a quick explanation of each. This is also where you can find information about their course.


1

Course

Clicking on "Learn more..." will bring you to a page that will give you all the information you need about the UX course Mango offers and the material it covers.

mango About Work Services Careers Contact

JOIN OUR TEAM



We are a great group of **motivated** creatives based in Manhattan looking for **driven** and like minded people to join our **amazing** team.

Current Openings

Administrative

1 Office Assistant

Creative

Director of Success
Art Communications
UX Designer

Our Intern Program

Learn more about our wonderful interns, and become one yourself!
Information is available in each internship position listing.

UX Intern
Digital Production Intern
Strategic Planning Intern 2

Contact About us Private Policy

Notes

SCREEN: Careers Page

This page will list all the current opening at Mango as well as internship opportunities.

1 Current Opening

Clicking on a position will bring you to a page with the job description and requirements.

2 Current Opening

Clicking on a position will bring you to a page with the job description and requirements.

mango

About | Work | Services | Careers | Contact



Mango Concept +1 678 999 8212
mango@gmail.com

353 Lexington Ave #600
New York NY 10016 press@mango.com

Contact Us

Enter Your Full Name 2

Enter Your Email Go!

Contact About us Private Policy

Notes

SCREEN: Contact Page

This page will provide you with all the contact information you need to get in touch with Mango and also a form to submit your email.

1 Map

This will be an interactive map that will give you a better idea of where the Mango office is located.

2 Email Us

The user will fill out this form then click "Go!" to get in contact with a Mango representative.

Prototype

Desktop

<https://projects.invisionapp.com/share/NJB55ZZSE#/screens/227131133>

Mobile

<https://projects.invisionapp.com/share/BZB54T7XU#/screens/227113438>

Next Steps

- Consult Mango + Get feedback
- More user testing on non-classmates
- Iterate
- Launch Website
- Give admin updating tools - autonomy with keeping their projects up to date
- Create a small “satisfaction survey” to disseminate to users of the new site
- Make slight changes to layout to optimize flow
- Analyze turnover rate (regarding new customers)

Other Recommendations

- Flesh out course page and decide where that belongs on the site
- Have specific service and price breakdown that entice new customers (connect this to automated email form for efficient response turnaround)
- Establish a PR agenda and try to get website featured in as many places as possible

Logo Redesign Consideration





THANK YOU

Q&A?