

DESIGN

PHILIPS 10C PPDS

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Graduation project

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REFLECTION

INTRODUCTION

This document describes the process from research to design. Throughout this process, user research, benchmarking, branding, and prototyping were conducted. For a more detailed version of this research, please refer to: [Product Biography](#)

Background

This project is being carried out at the request of TP Vision. TP Vision currently does not have a professional support portal for Philips, (*PPDS) or AOC, which leads to many business partners facing challenges when encountering issues with their products. When large companies make a purchase from Philips or AOC, they have no dedicated environment for product registration or troubleshooting. This creates a demand for a B2B support website aimed at resolving these issues.

Client

TP Vision is a technology company that specializes in developing, manufacturing, and marketing consumer electronics, with a large focus on audio visual digital entertainment (TV's, Monitors and Audio). TP Vision manufactures and markets Philips (PPDS) monitors, audio products, and professional TVs. Additionally, TP Vision is also responsible for manufacturing and marketing AOC monitors. Philips and AOC are distinct brands, but they are connected through TP Vision. This connection makes it possible to create a unified B2B support website that serves the needs of both target groups using these products.

Throughout the design process, insights from target audience interviews, literature research, benchmarking, and iterative prototyping were carefully considered to develop an efficient and user friendly website for all TP Vision business partners. The designs are created with a balance between user needs and what the development teams can realistically bring to life.

DESIGN CHALLENGE

*“How can a business **PHILIPS / AOC** support website be designed to meet smooth service communication and product management for IT teams of business partners seeking support in various professional contexts, while being clear, professional, and efficient?”*

STAKEHOLDERS

(RESEARCH)

STAKEHOLDERS

CORE

(IT teams of) company/business partners

Problem: They have no dedicated place for product service/management or contact.

Interests: Clear, professional, and efficient service communication and management.

DIRECTE STAKEHOLDERS

TP Vision

Problem: Has no proper way to offer support and product management to their partners.

Interests: Ability to offer better services and communication to business partners.

TP Vision service team

Problems: Needs a streamlined way of offering support.

Interests: Good communication with business partners.

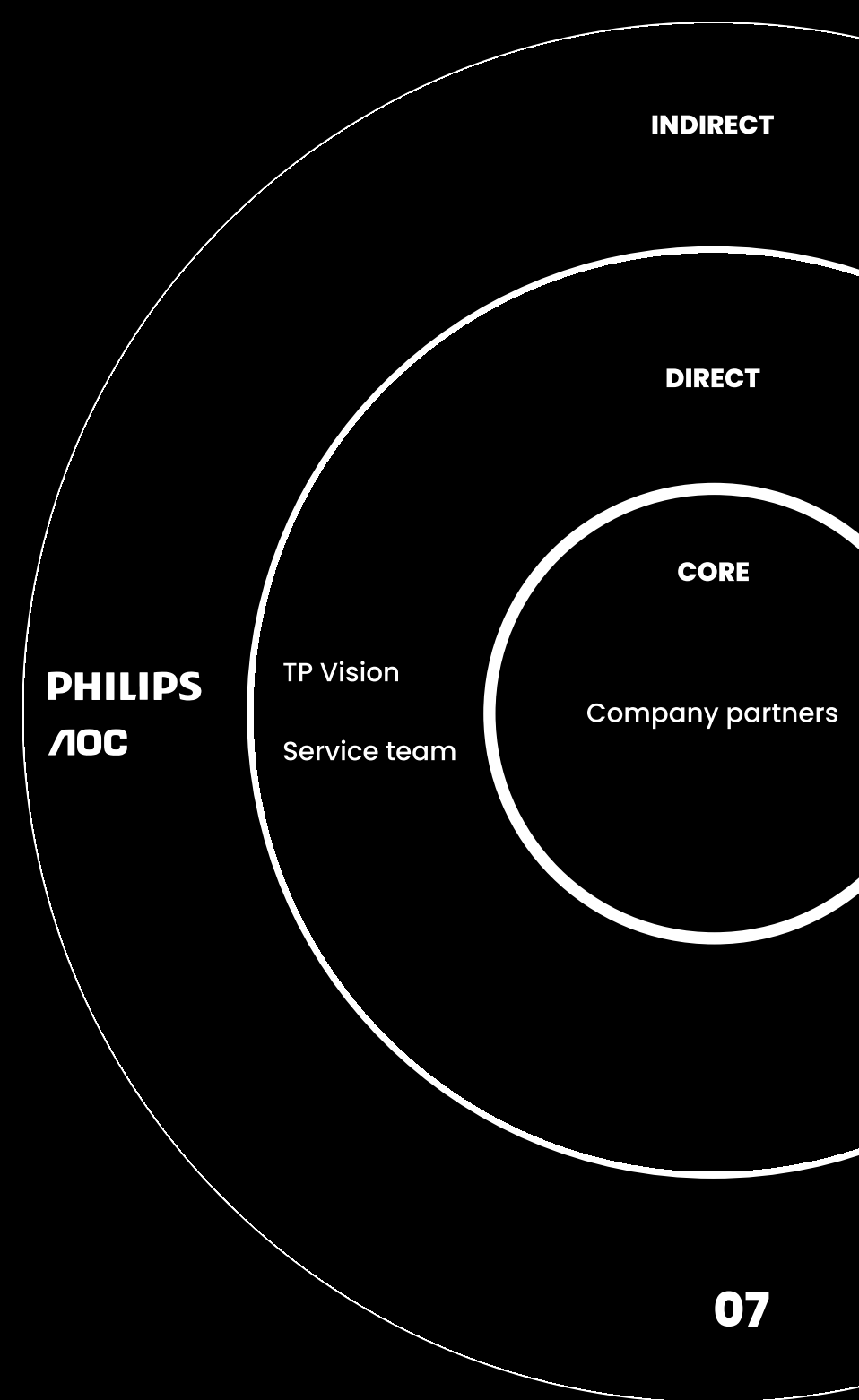
INDIRECT STAKEHOLDERS

PHILIPS

Interests: A seamless experience for users when they come from the Philips website.

AOC

Interests: A seamless experience for users when they come from the AOC website.



PERSONA 1 *Target group / Direct stakeholder*

This persona is based on the multiple interviews that were done with the target group and their wants and needs as a user of the future website. [See product Biograph | 2. Research | 2.1 Target group interview's](#)



Wilbert

Age	39
Occupation	IT operations ING
Location	Amsterdam, NL
Marital status	Single

Bio

Wilbert is an Senior IT operator at ING, located in Amsterdam. Wilbert manages all IT related products that are being used throughout the entire Amsterdam office.

He enjoys calming walks with his dogs and listens to jazz music to calm him down.

Wilbert likes to work alone but is very helpful to his colleagues who need support with their IT products such as their laptops.

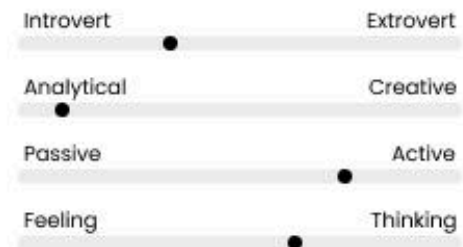
Needs

- A way to quickly troubleshoot for his colleagues.
- Manage company products efficiently.
- Go through his workday as stress-free.

Pain points

- Doesn't know when the warranty period of products are.
- Can't see or manage what products are registered.
- Can't find an efficient way to find contact with Philips.

Personality



"There is nothing quite so useless as doing something with great efficiency what should not be done at all."

PERSONA 1 CONCLUSIONS *Target group / Direct stakeholder*

User goals

Wilbert's primary goal is to ensure the efficient management of IT products and provide quick, effective support to his colleagues. The website should help him streamline processes like troubleshooting and product management to make his workday less stressful.

Pain point resolution

Wilbert struggles with tracking warranties, managing registered products, and finding efficient communication channels with Philips. A website with product management tools, clear warranty tracking, and easy to access support channels will directly address his frustrations.

Preferred features

Wilbert values efficiency and independence in his work. The website should include a user friendly dashboard, automated warranty notifications, and quick access to troubleshooting resources. These features align with his analytical personality.

Context of use

As a Senior IT operator, Wilbert needs a professional tool that integrates seamlessly into his daily workflow. The website must enable him to manage IT products used by his colleagues quickly and without unnecessary complications, ensuring minimal disruptions during his busy day.

Personality alignment

Wilbert's analytical and thinking oriented personality means he prefers logical, straightforward systems. The website must present information clearly, with minimal clutter, and provide navigation that allows him to solve problems efficiently.

Business needs connection

By helping Wilbert troubleshoot issues and manage IT assets effectively, the website ensures ING's internal IT operations remain smooth, reducing downtime and boosting overall productivity for the company.

Long term value

A professional, stress-free interface will not only support Wilbert in his daily tasks but also improve his perception of Philips as a reliable business partner, strengthening the relationship between the company and IT professionals like him.

PERSONA 2 *Client | Indirect stakeholder*

This persona is based on an expert who is a Senior Commercial Service Program manager at TP Vision. She is the person who has the most contact with service teams and companies currently using TP Vision monitors, TVs, and/or professional displays. In her role, it is important that she keeps TP Vision's business partners satisfied and provides smooth service. [See product Biograph | 2. Research | 2.1 Expert interviews interview's](#)



Ciara

Age	43
Occupation	Strategic Partnership Manager
Location	Amsterdam, NL
Marital status	Married

Bio

Ciara is a driven and hard working woman looking to provide for and support company relationships as much as possible. Ciara wants company partners to have a seamless experience when working together so everyone stays satisfied. Ciara wants to present the company as clean and seamless as possible to showcase fresh work ethics and inspire more companies to become partners. Ciara likes to spend time with family.

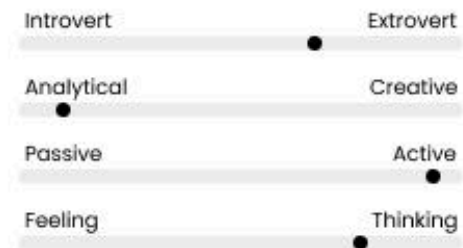
Needs

- Provide seamless support.
- Help companies troubleshoot their issues.
- Be helpful to company partners
- Provide clear and simple overview of products.

Pain points

- Needs to provide effective self-service.
- Needs knowledge of company partners who are actively using Philips products.

Personality



"In support, success isn't measured by the hours you work but by the problems you solve."

PERSONA 2 CONCLUSIONS *Client / Indirect stakeholder*

User goals

Ciara's primary goal is to maintain seamless and effective relationships with company partners. She wants to provide perfect self service tools and support systems that enhance the experience for partners and ensure their satisfaction. Her focus is on professionalism and creating a trustworthy image of her company.

Pain point resolution

Ciara struggles with gaining knowledge of the company partners actively using Philips products and providing efficient self service. A website offering a centralized database of partner activities and tools for effective self service will resolve these issues and improve her ability to support partners.

Preferred features

Ciara values systems that allow for a clear and simple overview of product information and troubleshooting options. The website should provide organized, accessible tools for partners to resolve their issues independently and efficiently. To hopefully release the stress on service teams.

Context of use

Ciara's role requires her to present the company as reliable and professional to maintain strong relationships with partners. The website must help her achieve this by ensuring seamless communication and easy access to resources for her partners.

Personality alignment

Ciara's extroverted, active, and thinking oriented personality means she thrives in clear and dynamic systems that support collaboration. The website should reflect these traits by prioritizing intuitive design, transparent workflows, and helpful tools to support her proactive approach.

Business needs connection

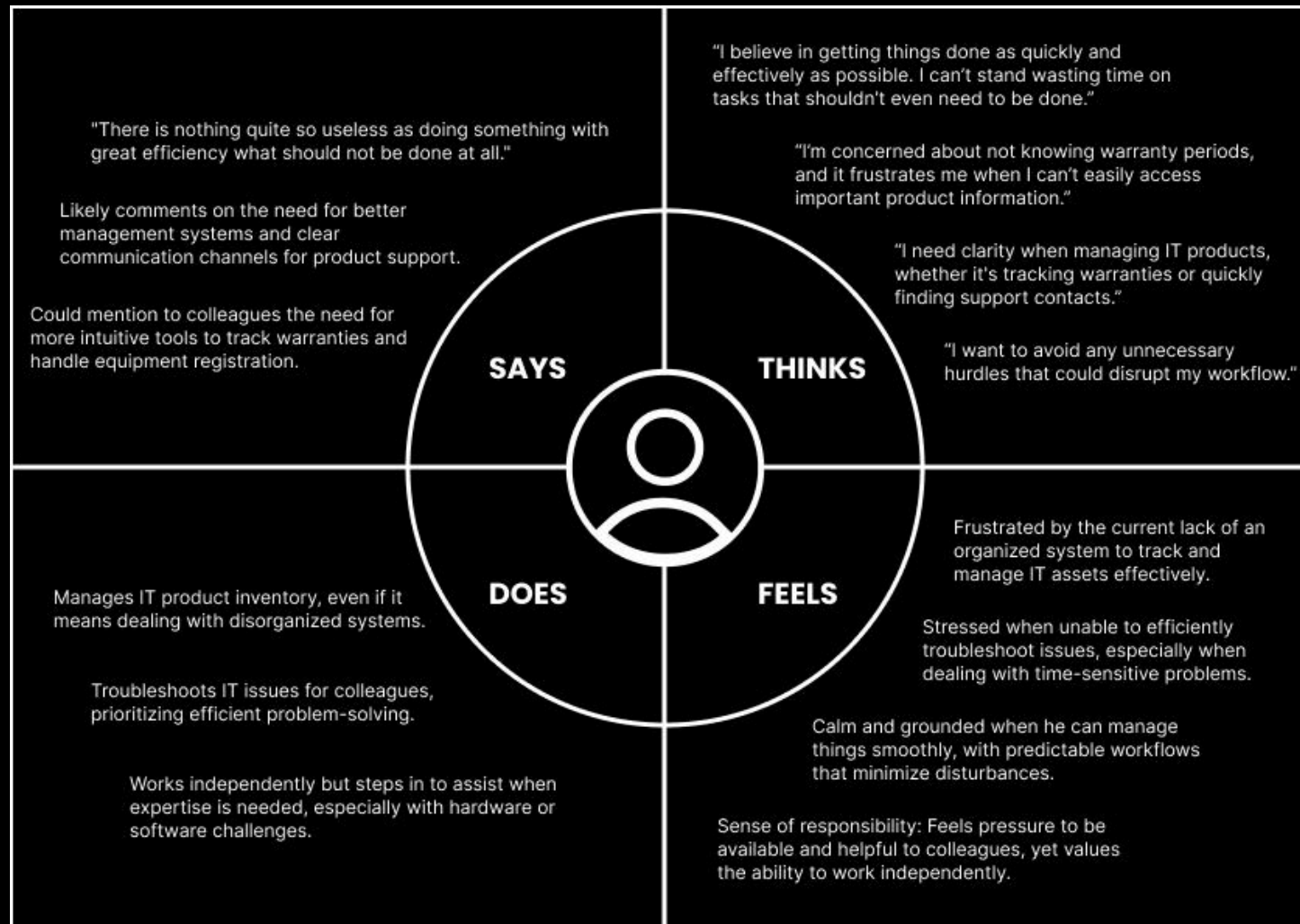
Ciara wants to ensure that company partners are satisfied and loyal, which strengthens the company's reputation and long term business relationships. A user centric website that addresses her needs will help maintain and grow these partnerships.

Long term value

A website tailored to Ciara's needs will not only enhance her ability to serve partners effectively but also reinforce her trust in the company's commitment to professionalism and innovation. This alignment will make her job easier while helping her fulfil her vision of seamless collaboration and support.

EMPATHY MAP *Target group | Direct stakeholder*

This empathy map is designed to identify what users say, think, feel, and do, to get a better grasp of their motivations, frustrations, and goals. In this instance it's clear that the user needs an efficient, clear and information filled website so they can go stress free through their work day.



EMPATHY MAP CONCLUSIONS *Target group | Direct stakeholder*

The target group values efficient systems and tools that eliminate unnecessary tasks. The product should focus on streamlined navigation, clear interfaces, and tools that simplify workflows. For example, quick access to warranty information or an efficient product registration process should be prioritized.

The target group's frustration with disorganized systems highlights the need for a centralized hub where critical IT product information, such as warranty periods and support contacts, is easily accessible. The website should include a search feature, filtering options, and clearly labelled sections to minimize confusion.

The target group desires clarity and order in managing IT products. The product should incorporate features like an product tracking dashboard and automated reminders for key dates (e.g., warranty expirations or case statuses).

The product should contribute to a stress free workflow by offering predictable, reliable functionality. This could include clear showcasing of information and real time (chat) support for urgent issues.

RESEARCH

TARGET GROUP RESEARCH *Interviews*

Based on *Target group interviews* [See product Biograph / 2. Research / 2.1 Target group interview's](#)

To better understand the problem and map out the needs of the target group (IT teams of) company/business partners of TP Vision, multiple individual interviews were held. The company for whom this project is being carried out for has had given opportunities to directly interact with various types of people from the target audience. This includes IT departments of large companies as well as small businesses and agencies.

Interview findings

Monitors play a large role in the day to day work environment of all the interviewees.

The main issues that have been found in the interviews is that users don't like to waste their time searching, and need efficiency when looking for support. Elements like real time support and simple FAQ's are very important to implement for users to ensure efficient and quick troubleshooting when needed.

An other important topic was keeping the user up to date. Some users felt as if they were left in the dark when having to rely on email updates, and would like to have a (visual) way of getting updates and information regarding their support case, repair or warranty.

Desired features based on interviews

- A centralized platform to track support tickets, check warranty details and review product management in real time.
- Real time support (example, live chat with human agents).
- Self service options like community forums or knowledge bases are appreciated but considered secondary to direct support.
- Real time updates on the status of repairs or support requests, with an estimated timeline for resolution.
- A feature to instantly verify if a product is still under warranty.
- Modern communication tools like live chat or WhatsApp Business to reduce wait times and improve response quality.
- An intuitive troubleshooting system capable of quickly diagnosing issues and providing actionable solutions.
- A system/website that allows IT personnel to troubleshoot while remaining on the phone with retail staff is essential.
- A feature to monitor the status of returned monitors and repairs to streamline logistics and reduce follow-up work.
- A resource hub with detailed guides, FAQs, and visual aids for troubleshooting.
- A dashboard to register all monitors and view them at a glance, including details like model numbers, purchase dates, and warranty status.

IMPORTANT INSIGHTS

See product Biograph | 2. Research | 2.2 Benchmark creation, Bad, good and bad practices | 2.3 Trend analysis, Benchmark creation | 2.4 Literature study, Benchmark creation

What is offered on the market

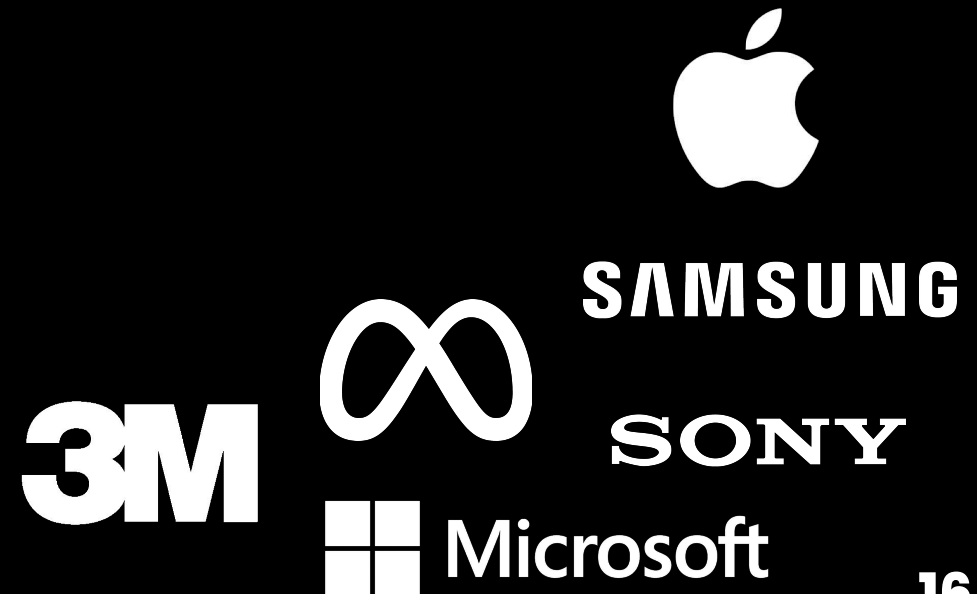
The B2B support websites of Apple, Meta, and Samsung are great examples of minimalist designs that provide maximum support. These websites are structured to encourage users to resolve their issues independently before reaching out to customer support. While the business websites differ from consumer ones, they still maintain the company's core design principles.

Unlike Apple, Sony, and Samsung, which incorporate marketing elements on their support pages, this approach would not be suitable for this project due to the presence of multiple brands.

All of these websites function the best when users are logged in, which is appropriate for this project as it is intended for business users only.

Design direction insights

- Minimal less is more approach
- Simple/neutral colour palette
- Cohesive styling
- Bold typography
- Personalized content per business type
- Grid system
- Simple icons and use of logos
- Simplified navigation
- Universal search bar



PROGRAM OF REQUIREMENTS

PROGRAM OF REQUIREMENTS

User requirements

Based on *Target group interviews* [See product Biography / 2. Research / 2.1 Target group interview's](#)

- The product should provide fast and easy communication.
- The product needs to have the able to give a clear overview of information.
- The product needs quick registration process.
- The product has to be efficient to ensure minimized downtime caused by broken devices.
- The product needs to have multiple options to communicate.
- The product has to keep users informed and not feel 'left in the dark' when awaiting information (cases/repairs).

Technical requirements

- The product needs to work on a desktop.
- The product must have a professional appearance.
- The product must include a login system that only allows companies to create accounts.
- The product needs to have a database for products to prevent wrong product registration.
- The product must provide live updates.
- The product must offer multiple communication methods.

Client requirements (features)

Based on *Expert interviews* [See product Biography / 2. Research / 2.1 Expert interviews interview's](#)

- Product registration feature to manage multiple devices easily.
 - Phone and email support option for urgent cases.
 - Progress bars or status indicators for active cases and repairs.
 - Ensure users receive communication about updates, delays, or resolutions.
 - User interface with clear insights in processes as account/product registration.
 - Account registration.
 - Generate automated updates for users via email or within the platform.
 - Case and account management.
 - Possibility to register multiple products at the same time.
 - Keeping business partners satisfied by offering a professional website
- Providing effective communication

PROGRAM OF REQUIREMENTS

User requirements (features)

Based on *Target group interviews* [See product Biograph / 2. Research / 2.1 Target group interview's](#)

- A centralized way to register and track monitors, especially in organizations with large inventories, to avoid confusion about warranties and owned products.
- A clear view of product repair stages (repair request received, product picked-up/shipped, repair, and repair complete) for clarity and overview.
- Fast support resolutions through live support options such as calling or live chat, especially for companies where downtime significantly impacts work flows.
- Real-time updates on support tickets and repair progress to avoid feeling "left in the dark."
- Warranty tracking: Ability to easily check warranty status for each monitor to prevent unnecessary delays or processes.
- Clear warranty coverage information: Transparency on what is and isn't covered under warranty.
- Live chat or hotline: Immediate access to human support, especially for urgent cases, avoiding reliance on automated systems.
- Integration of tools like WhatsApp Business for quick, informal communication.
- A system designed primarily for IT teams or service desks to handle multiple monitors across departments.
- A website that adapts to the needs of large companies versus only small companies.
- Dashboard: A unified interface showing open tickets, warranty statuses, and monitor inventory at a glance.
- Easy navigation for users with varying levels of technical expertise.
- Multiple ways to reach support, such as email, live chat, and phone, depending on user preference.

User conditions

This website is designed for business partners who handle buying, managing, and servicing Philips/AOC products in a commercial and or uncommercial setting. It's designed to provide specialized tools and support for managing warranties/products, processing repairs, and solving technical issues quickly and efficiently.

CONCEPT

CONCEPT

General concept

The concept of this project is a Business to Business (B2B) support website to be used by IT operation teams of companies that own and use Philips (PPDS) and AOC products. The website offers FAQ's, product registration, warranty information, contact, account registration, an overview of owned products along with relevant details and an overview of open contact cases and repair requests. The website will be made for professional teams who understand basic IT terms that regularly handle troubleshooting tasks. The primary users will be teams or individuals managing and supporting their company's IT department.

The name '*Professional Monitors and Displays*' was chosen to reflect the website's ability to showcase multiple brands simultaneously while maintaining a minimalistic design. This approach ensures that the website is intuitive and user friendly, preventing confusion for users that only come for one brand (either Philips or AOC). Showcasing brand logos prominently but subtle on the website was crucial to create a sense of trust and credibility among users.

Users can find '*Professional Monitors and Displays*' through google search or through either the business side of Philips or AOC website. Both the Philips and AOC website will have a matching home page to the one of '*Professional Monitors and Displays*'. When a user comes from one of these websites, they will bypass the '*Professional Monitors and Displays*' home page to prevent confusion.

Product registration

A user has the option to register all their Philips (PPDS) or AOC products. The user has to first fill in purchase details so the system can showcase the correct warranty term. The user has the option to register multiple products at the same time, this can be done by filling in a model number (this number is the same for all similar devices), and adding multiple serial numbers (this is per device different). The user can add multiple of the same device, and always has the option to add different devices while in the same flow to efficiently go through a large list of products.

Account creation

The website requires a user to create an account to be able to access the entire website. After researching the topic of account creation for a support website as this, it has been made clear that only certain users should have access to all management. The website automatically generates an admin account for the first account to be made. When a user wants to create an account, and the company already has an admin account, the user will be directed to contact the admin to create an account.

CONCEPT

Account

A user has access to the entire website after creating an account. After account creation the user is able to, for example: register products and contact support. When a user has requested support, this will be called a 'case' or when a repair is requested, be called a 'repair request'.

Once a user registers a product, they can view it on the 'Products' page, located within the 'Account' section of the website. Here, users can easily access all their registered products, along with details about the warranty of the product and other relevant information. These cases, products and account information can be found under the 'Account' page.

Warranty terms

This page provides warranty information, designed to be efficient. The layout makes sure that information is easy to locate, with a clear structure to create an easy experience. A serial number checker is included to quickly verify a product's warranty status. To enhance accessibility, the page incorporates clear icons and easy to follow text, ensuring all essential details are available with minimal searching effort.

Contact support

The contact support will have the user answer some questions to find the matching contact options for them. This consists of selecting what brand (Philips or AOC), '*Product type*' and '*contact reason*'. The user has the option to select '*general query*', '*product support*' or '*product repair*'. Depending on what the user selects, they will get different options. The user will get an form when selecting General Query or Product Support, when choosing Product Support, the product information forms become mandatory. When selecting the Product Repair option, the user has to answer multiple questions so the service desk can efficiently go to work on the repair request. If an option is selected that doesn't meet the requirements for it to be in the warranty terms, the user gets sent to a contact form. If the users issue does meet the requirements they get sent to a page where they fill in the information needed to get in contact with product repair.

FAQ's

The website will have some FAQ's available. These FAQ's are only business issue related and won't help with all trouble shooting. The current B2C support website has a lot of information ready for users looking to troubleshoot their issues with articles of community forums.

CONCEPT

Cases

The 'Cases' page is a list of all the opened support cases and repair requests sent by the user. If the user has contacted support through the email option, they would find it under this section of the website, together with the repair requests. The user can find all the details and previous emails sent by the support team about a case when they open the details page. A user can filter through all cases based on opened or close, product type and question type.

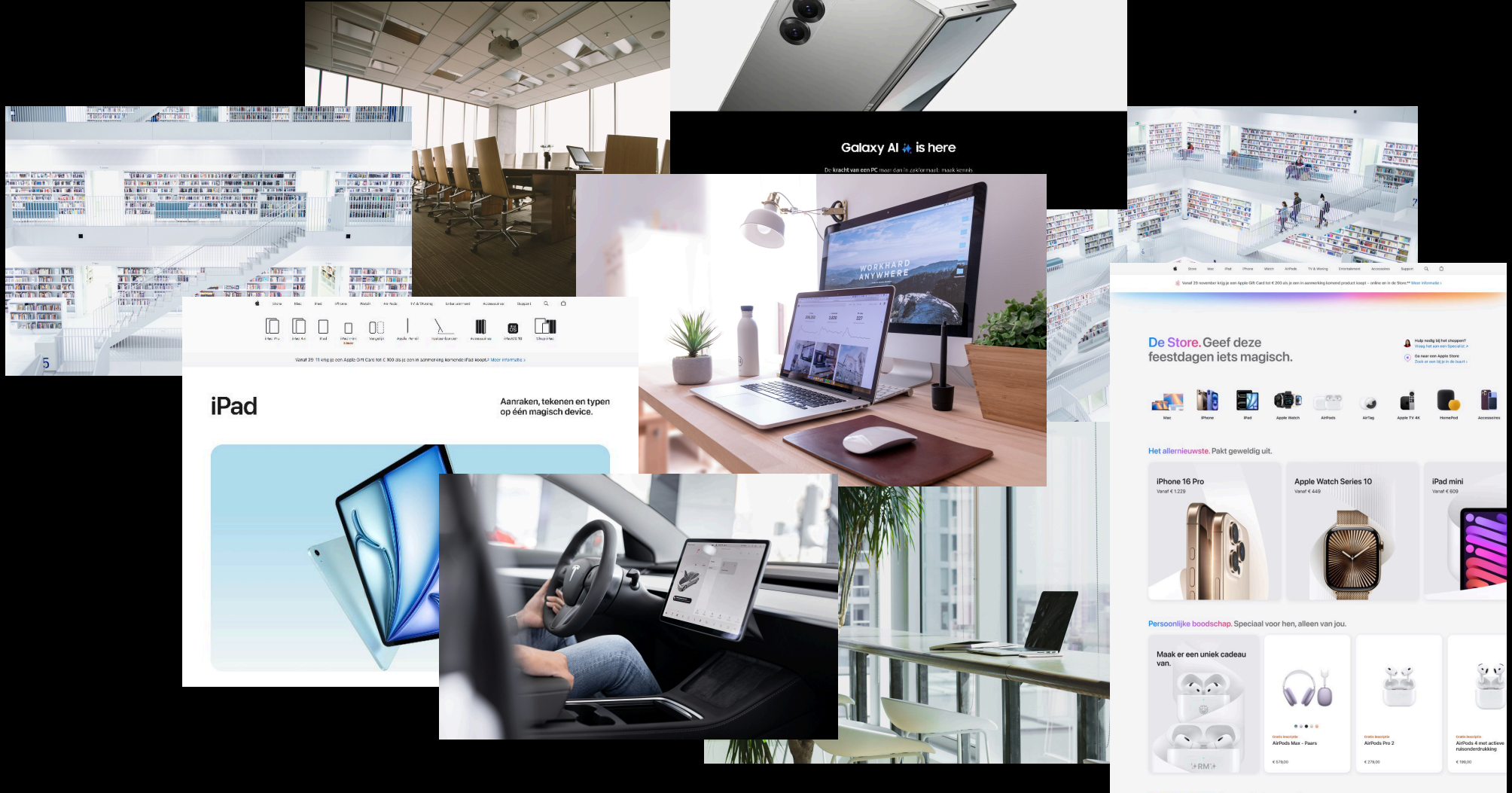
Product portfolio

The 'Product portfolio' page let's the user have a view of all registered products. A user can filter through all products by selecting product type and warranty state. These filter options are chosen because they are the most relevant for the user while searching for a specific product in their (large) product portfolio.

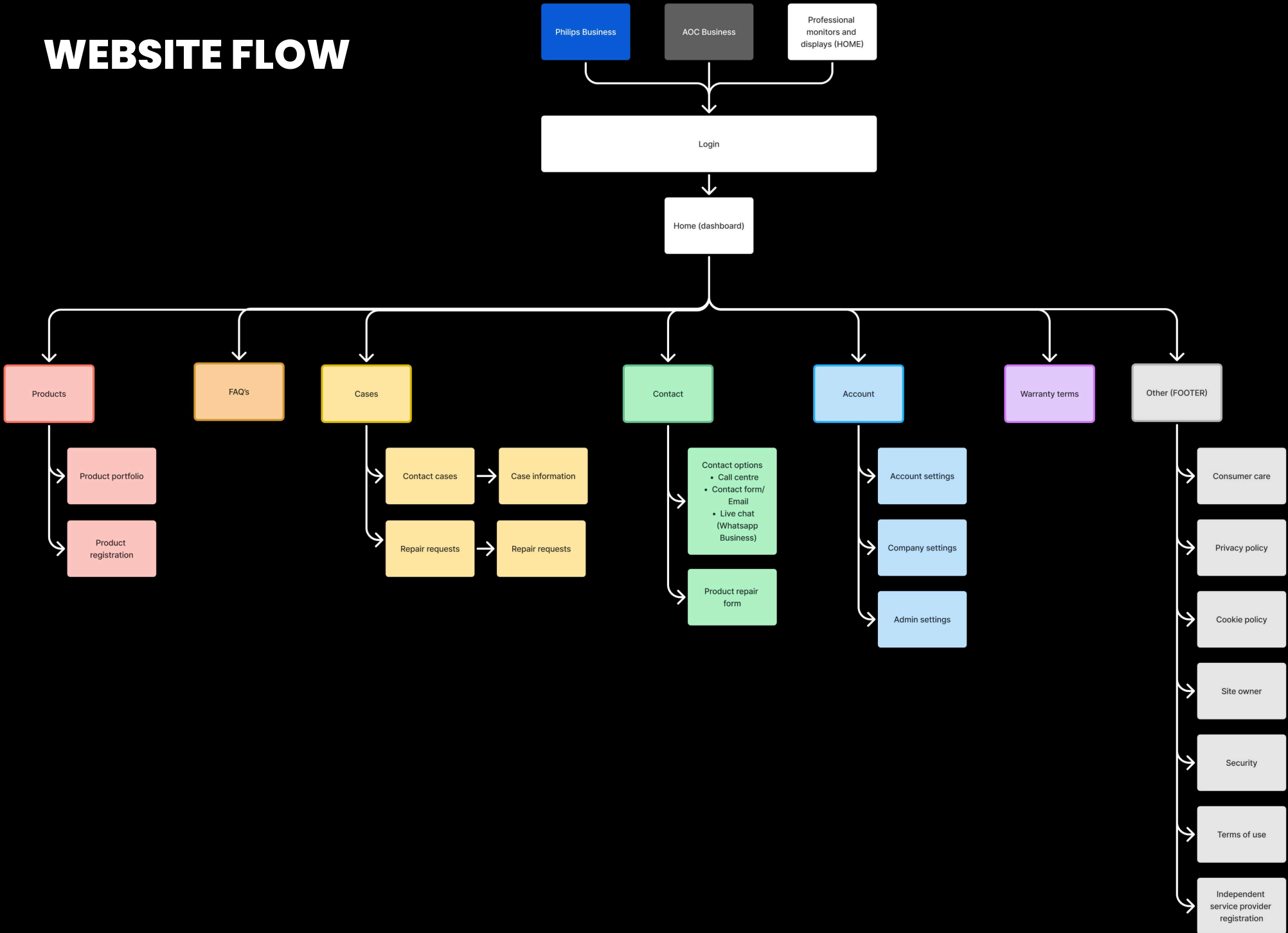
Footer

The website's top footer serves as an additional navigation tool, while the bottom footer contains all the legal documents and essential information. Placing all logos in the footer instead of the header was a deliberate choice to avoid confusion for both Philips and AOC business partners. Including the logos in the footer helps clarify brand identity for a diverse user base. Showcasing brand logos prominently but subtle on the website was crucial to create a sense of trust and credibility among users

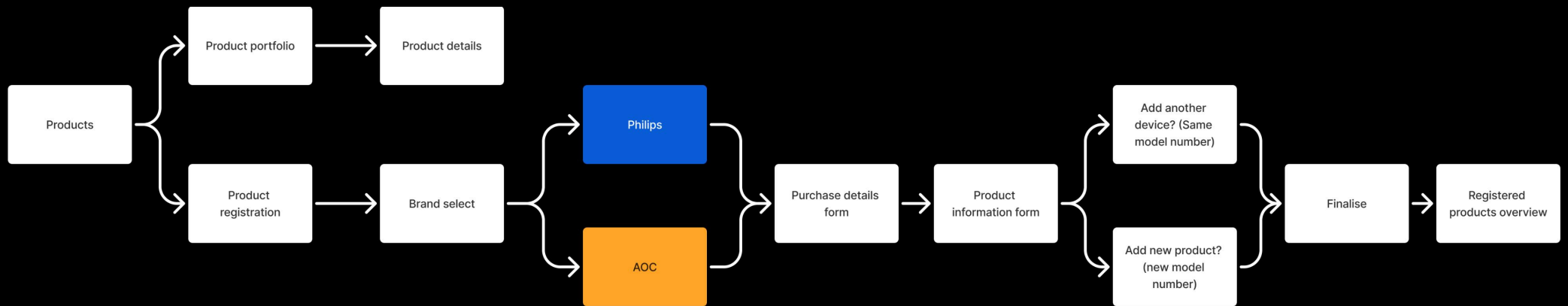
INSPIRATION WALL



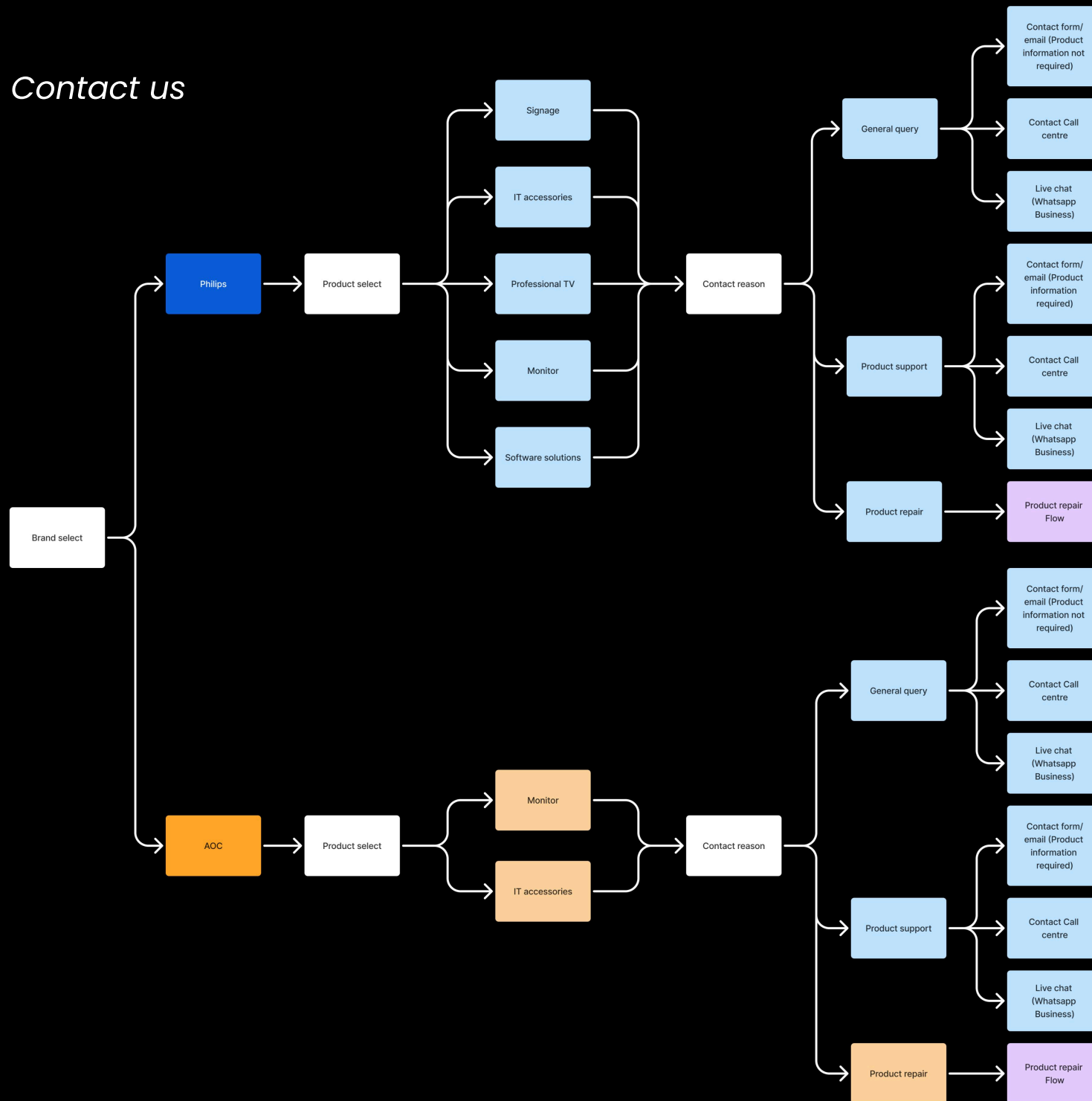
WEBSITE FLOW



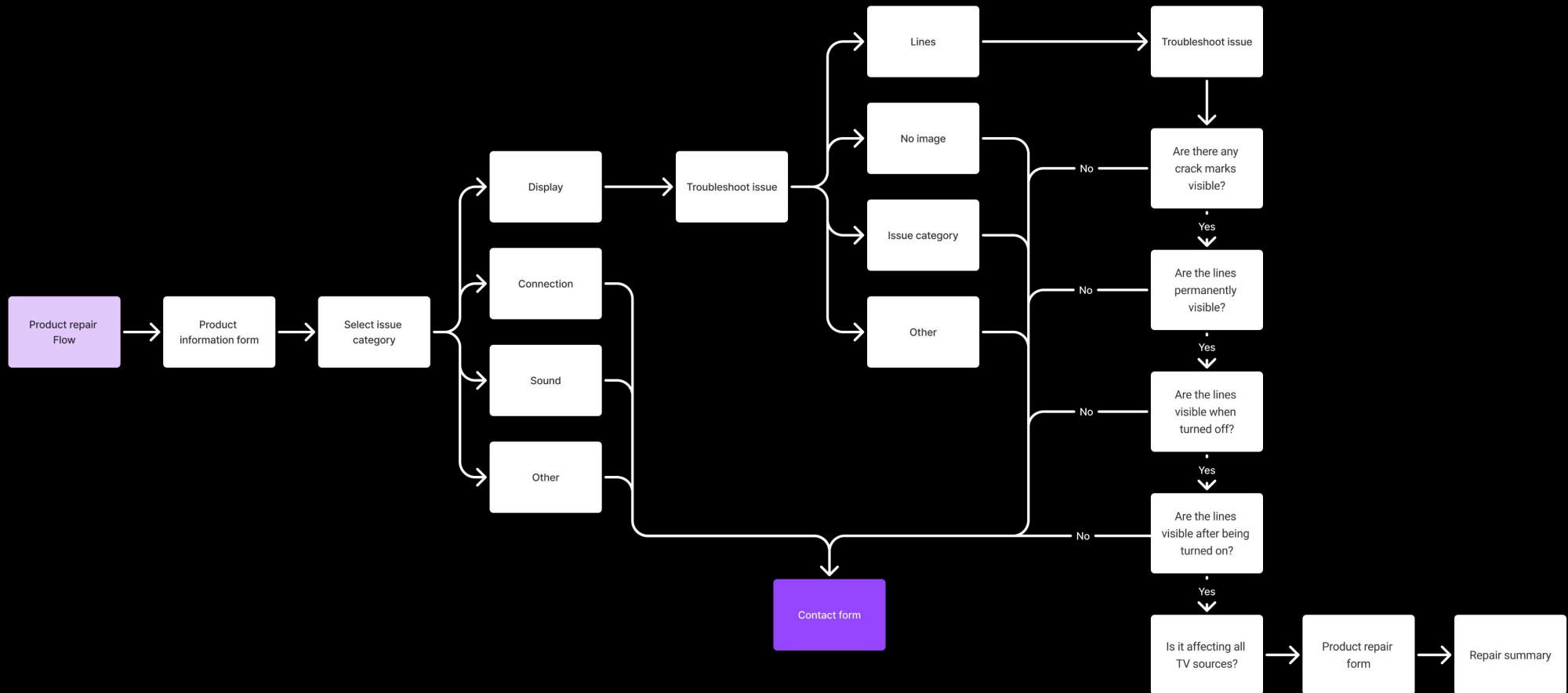
SITEMAP *Products*



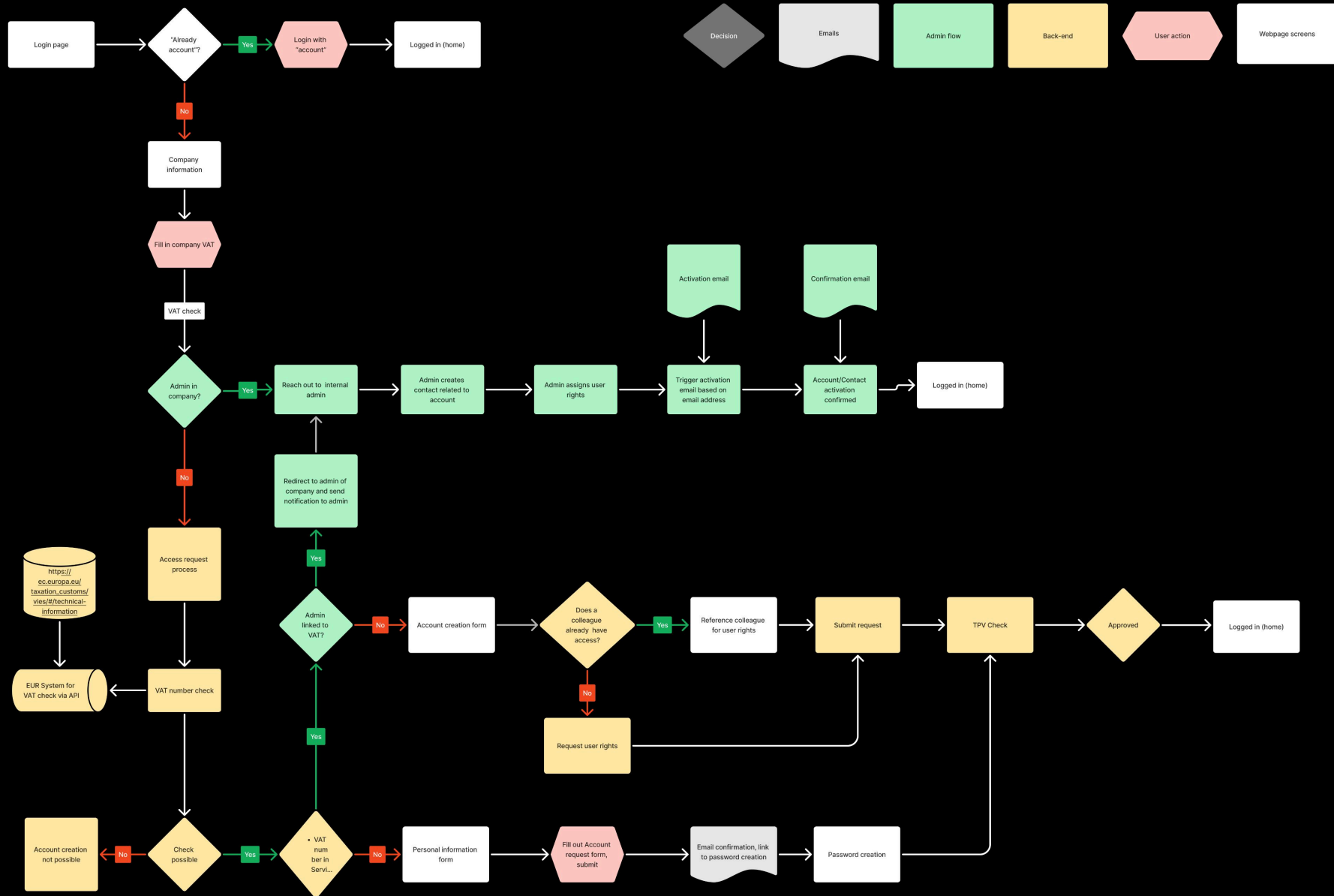
SITEMAP *Contact us*



SITEMAP *Repair request*



SITEMAP *Account registration*



CONTEXT

USER SCENARIO 1 *Product registration*

Persona

Wilbert, IT Operations (find persona details page 08)

Actions

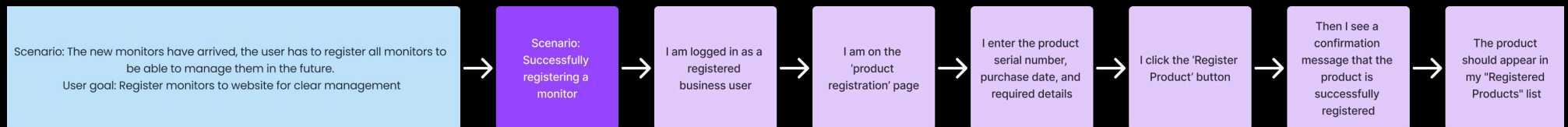
Wilbert logs into the 'Professional Monitors and Displays' website, navigates to the 'products' page and presses on the 'register products' button. Wilbert successfully registers multiple newly bought monitors through the product registration flow.

Outcome

All monitors have been registered and can be found within the 'product portfolio'. Wilbert can now efficiently find and check on his products warranties when needed.

User needs

- Easily and efficiently register multiple products at the same time.
- Manage all company owned products.
- obtain a clear and visual overview of all company owned products.
- Be able to view warranties quickly in case of a needed repair.



USER SCENARIO 2 *Contact support / General Query*

Persona

Wilbert, IT Operations (find persona details page 08)

Actions

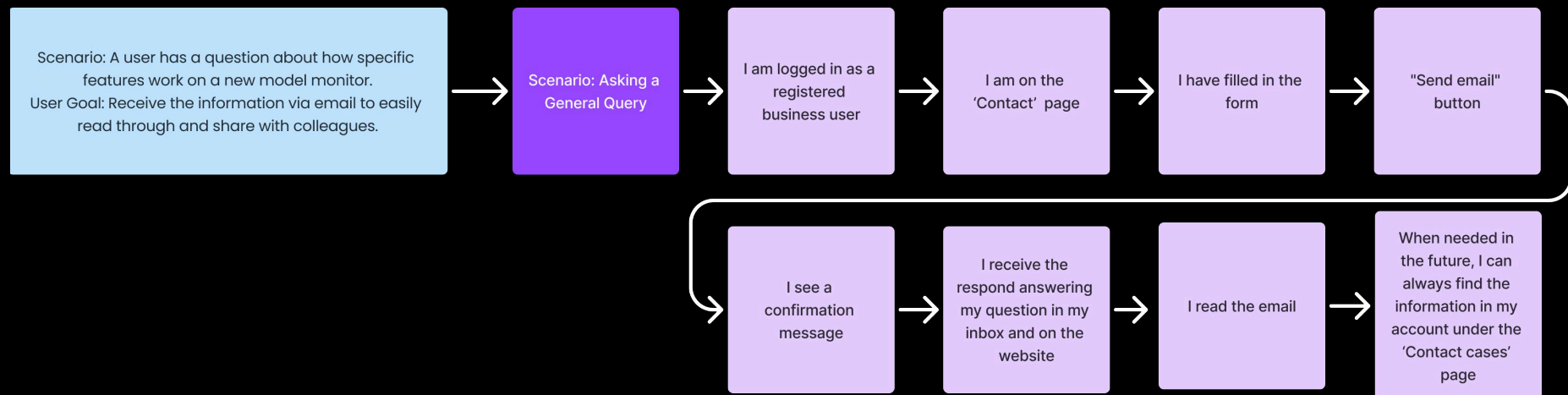
Wilbert logs into the 'Professional Monitors and Displays' website and navigates to the Contact page. He selects the 'Product type' and 'Contact reason', fills in the required information, and submits his query. After submitting, he waits for a response.

Outcome

A few days later, Wilbert checks his email and finds a detailed response addressing his query. He reviews the attached files, gathers the relevant information, and shares it with his team. Additionally, the website stores past interactions on the 'Cases' page, allowing Wilbert to easily retrieve this information whenever needed

User needs

- Easily and efficiently find an answer to his General Query question.
- Simple and quick communication.
- Clear overview of previously asked questions (old contact cases).



USER SCENARIO 3 *Contact support / Repair request*

Persona

Wilbert, IT Operations (find persona details page 08)

Actions

Wilbert logs into the 'Professional Monitors and Displays' website and navigates to the Contact page. He selects the Product repair and Monitor option, goes through the troubleshooting form, fills in the required information, and submits his repair request. After submitting, he waits for a response.

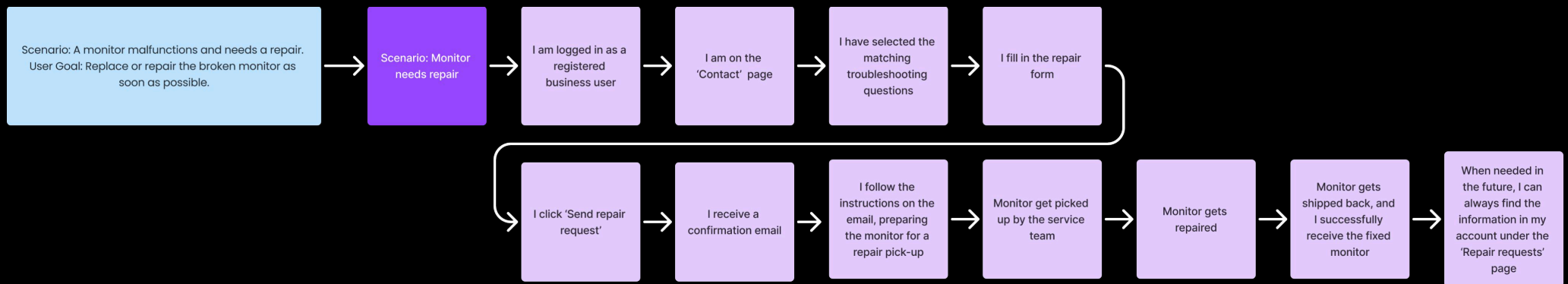
Outcome

A couple of minutes later, Wilbert checks his email and finds a detailed description of how to prepare the monitor for a repair pick up. Wilbert follows the instructions and awaits the pick up. The monitor gets picked up a couple days later by the service team and gets repaired. Wilbert can follow the repair progress through the website in the 'Repair requests detail' page.

After a couple weeks, he receives the notification/email that the monitor has been shipped back and the repair is complete. Additionally, the website stores past repair requests on the 'Repair requests' page, allowing Wilbert to easily retrieve the information about the repair when needed.

User needs

- Easily and efficiently repair the broken product.
- Clear information on the repair process.
- Identify the monitor issue and the possibility to repair.
- Receive the fixed monitor as soon as possible.



CUSTOMER JOURNEY *Product registration*

Stages

Moments

What the user/
product does

Decision to register

The user decides that they want to register their monitors to activate the warranty, get product updates, or ensure access to customer support in the future.

Website visit

User decides to navigate to the B2B support website.

The user encounters the homepage, where they search for the "Product Registration" section, or they are guided by a prompt on the homepage that leads them to the registration page.

The user may see navigational menus offering links to "Register Your Product".

Product registration

user has to select the brand, fill in purchase details form, fill in product information form, add all devices.

Post registration interaction

After successfully registering the monitor, the user receives an on-screen confirmation message, with:

- Confirmation that the product is now registered.
- The warranty status and any relevant benefits.
- Additional links to support or FAQs.

Email Confirmation:

- The user also receives a follow-up email, confirming the registration and including details such as:
 - A copy of the registration for their records.
 - Warranty coverage details (e.g., start and end date).
 - A link to the support page for future reference.
 - Offers for extended warranty or accessories (optional).

Touchpoints

What element the user
interacts with

Browser

Home page

Product registration page

Post registration page

Email inbox

Emotional journey

Possible pain points

User is expecting a lengthy process.



User finds the website easy to navigate and finds the product registration quickly.



Requiring logging in before registration can be a barrier if the process is lengthy or requires unnecessary information. In this scenario, it doesn't apply due to the user having an account.



Problems with locating or entering the serial number (e.g., unclear instructions or invalid number prompts) frustrates the user.



Delays in receiving confirmation emails or unclear success messages after registration can create uncertainty for the user.



The user is relieved to be finished with the process when they see the confirmation email and message.



CUSTOMER JOURNEY *Contact support*

Stages

Moments

What the user/
product does

Finds fault in monitors

The user find fault in their monitor, and wants to troubleshoot it as quick as possible. They search for support through the business related area of the Philips website.

Website visit

User decides to navigate to the B2B support website.

The user lands on the homepage, where they search for the "Contact support" section, or they are guided by a prompt on the homepage that leads them to the contact page.

The user may see navigational menus offering links to "Contact support".

Contact support

User selects brand, product type and contact reason

User selects 'email us' and fills in the information form with their concern.

Resolution and follow up

After successfully filling in the form, the user receives an on-screen confirmation message, with a confirmation that the contact form has been sent and that they will receive more information soon.

Email Confirmation:

- The user also receives a follow-up email, confirming the registration and including details such as:
 - A copy of the filled in form.
 - A link to the support page for future reference.
 - Offers for extended warranty or accessories (optional).

Touchpoints

What element the user
interacts with

Browser

Home page

Contact support

Contact form

Post contact form page

Email inbox

Emotional journey

Possible pain points

User is annoyed having a faulty product.



User finds the website easy to navigate and finds the contact support quickly.



Requiring logging in before registration can be a barrier if the process is lengthy or requires unnecessary information. In this scenario, it doesn't apply due to the user having an account.



Problems with locating or entering the serial number (e.g., unclear instructions or invalid number prompts) frustrates the user.



Delays in receiving confirmation emails or unclear success messages after registration can create uncertainty for the user.



The user is relieved to be finished with the process when they see the automated confirmation email and message.



DESIGN

DESIGN SYSTEM

This design system is built around the values and standards of TP Vision, Philips, and AOC. It features a neutral and minimal colour palette to create a professional and trustworthy appearance. The cohesive design ensures all brands align with the theme of *'Professional Monitors and Displays,'* helping users navigate effortlessly and maintaining the credibility of the website.

The website follows a grid based structure and incorporates simple icons and fonts that are matching to the professional feel of TP Vision.

The design system is created with scalability in mind, allowing for easy expansion as further updates and developments are made. All components adhere to modern design standards, reducing inconsistencies and delivering a polished, high quality user experience suitable for a business-to-business platform.

DESIGN SYSTEM *Colours*

H1 | H2 | H3 | p

HEX | #1E1E1E
RGB | (30, 30, 30)
CMYK | (0%, 0%, 0%, 88%)

Elements 1

HEX | #DFDFDF
RGB | (223, 223, 223)
CMYK | (0%, 0%, 0%, 13%)

Elements 2

HEX | #F6F6F6
RGB | (246, 246, 246)
CMYK | (0%, 0%, 0%, 04%)

White

HEX | #FFFFFF
RGB | (255, 255, 255)
CMYK | (0%, 0%, 0%, 0%)

HEX | #0B5ED7
RGB | (11, 94, 215)
CMYK | (95%, 56%, 0%, 16%)

PHILIPS

HEX | #616060
RGB | (97, 96, 96)
CMYK | (0%, 0%, 0%, 62%)

AOC

HEX | #021E6B
RGB | (02, 30, 107)
CMYK | (98%, 72%, 0%, 58%)

PPDS

Heading One

50px Roboto | Bold

Heading Two

35px Roboto | Bold

Heading Three

30px Roboto | Regular

Heading Four

18px Roboto | Regular

Body Bold | Buttons

12px Roboto | Bold

Body

12px Roboto | Regular

Light text

12px Roboto | Light

DESIGN SYSTEM *Icons & logos*

All icons personally designed for Professional Monitors and Displays

Device icons



Used icons



PHILIPS 21px **AOC** 21px **PPDS**

Logos

PHILIPS

HEX | #0B5ED7
RGB | (11, 94, 215)
CMYK | (95%, 56%, 0%, 16%)

PHILIPS

AOC

HEX | #616060
RGB | (97, 96, 96)
CMYK | (0%, 0%, 0%, 62%)

AOC

PPDS

HEX | #021E6B
RGB | (02, 30, 107)
CMYK | (98%, 72%, 0%, 58%)

PPDS

IMPORTANT ITERATIONS

HIFI USABILITY TESTS

ITERATIONS *Dashboard home page*

After insights of experts and tests with the target group, it was decided to create a more dashboard like home page. This decision was made to make finding live information easier for users by giving them a clear, central place to find everything they need. Instead of digging through pages, they can quickly see key information like open cases, open repair requests and products that have warranties that expire soon.

A dashboard also creates a more personal feel, it shows information tailored to each user.

The home page still contains navigational options and a large search bar to minimize time spent on the website.

User needs:

Quick Access to Updates

Users typically visit the website only when necessary and want to quickly check updates on their cases. This can be achieved by logging in and viewing the home page or cases page.

Personalized Experience

After logging in, users expect a personalized experience tailored to their needs and activity.

Efficient Overview

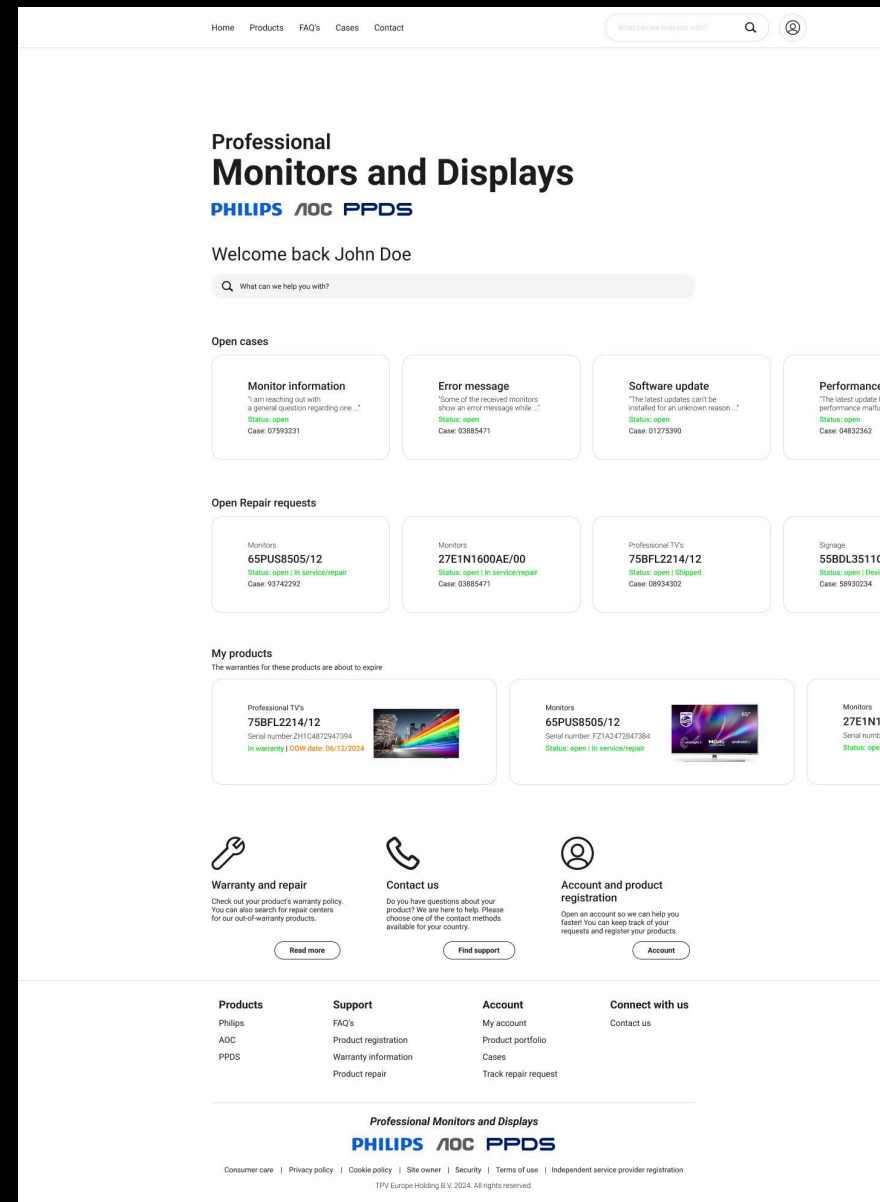
Users need a clear overview of their open cases or repairs to stay informed at a glance.

Easy Navigation

The website should be simple to navigate, allowing users to find information or tools without difficulty.

Visual Summaries

Summaries and updates should be visually presented.



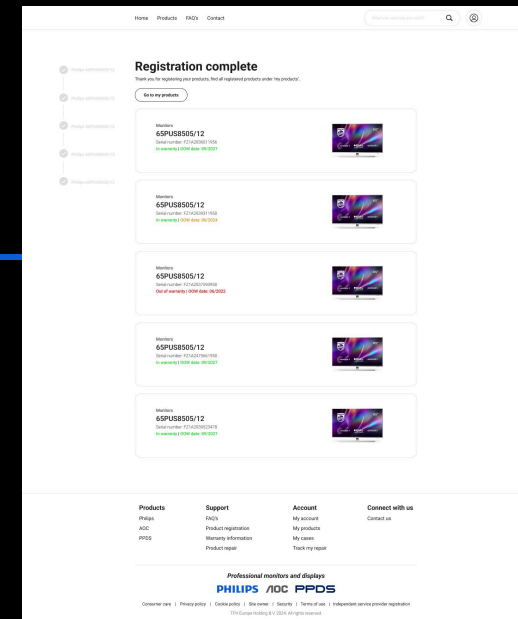
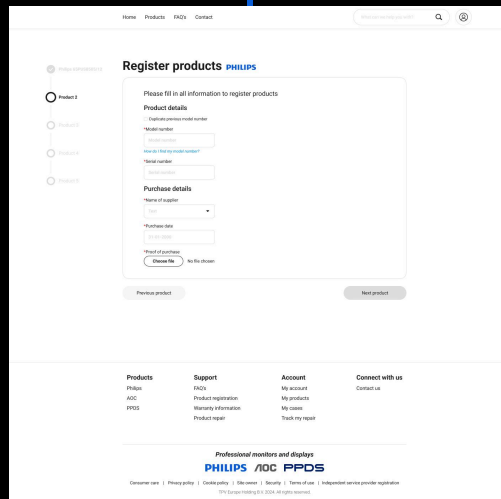
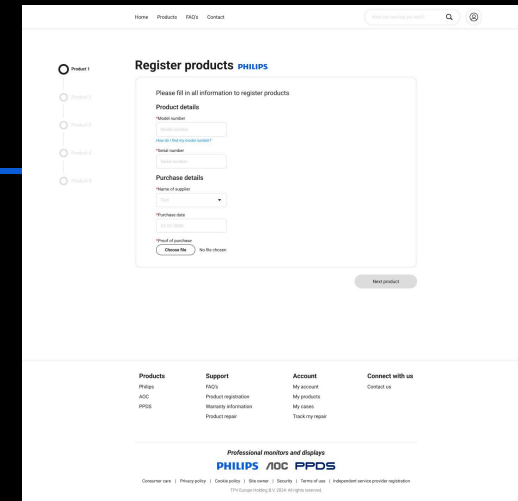
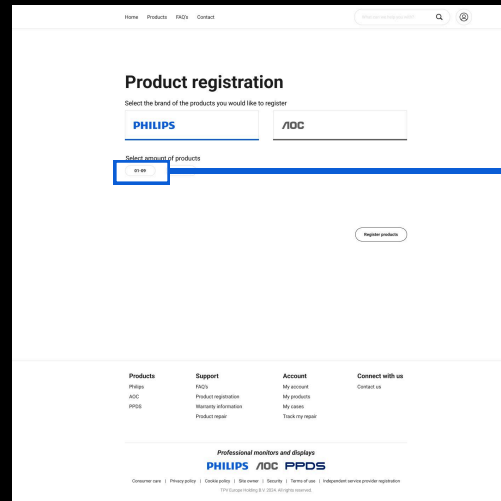
ITERATIONS *Product registration*

The initial concept for product registration required users to select their brand and the number of products they were registering, without needing to enter additional information since they would already be logged in. If registering more than nine products, users would have to download a file and manually input all the details. However, this process was not user friendly due to the manual effort involved.

After reviewing this, a new concept was developed to streamline the process and make it easier to register large quantities of products. It has been found that companies often purchase large quantities of the same product, so simplifying the information entry for these bulk product groups will improve the user experience.

All versions of product registration can be found in product biograph |4.1 | 4.2 HiFi v1 | 4.2 HiFi v2 | 5.3.1 HiFi Newest iterations after testing

(Find Version 1 (LoFi) in PB p.xx) Version 2



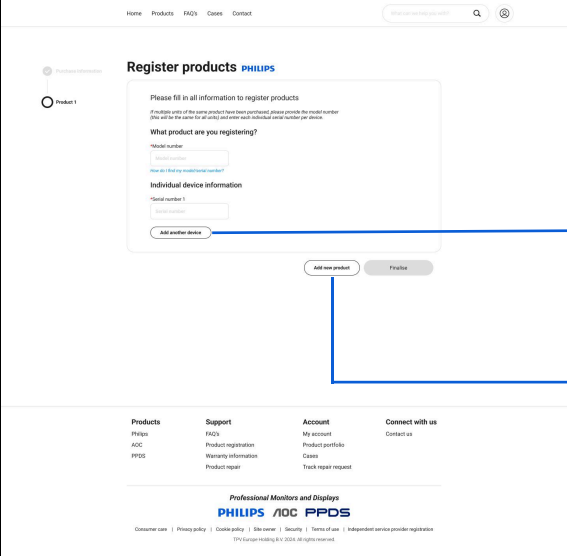
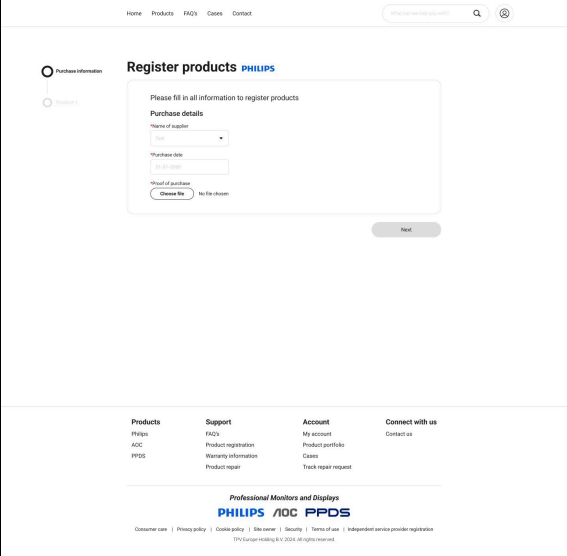
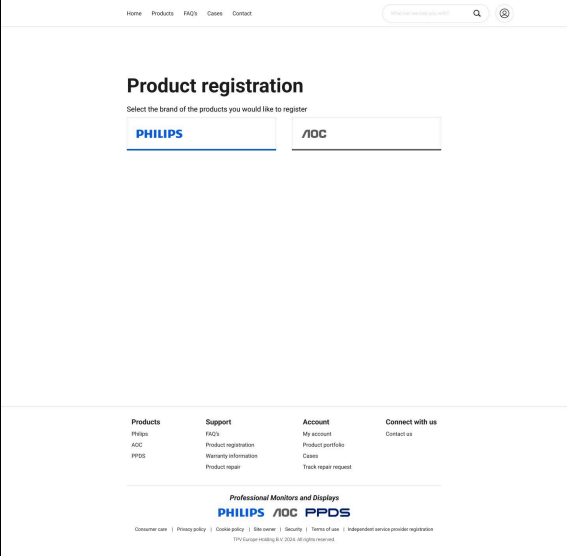
ITERATIONS *Product registration*

The latest iteration of the design streamlines the process by requiring the user to first enter the purchase details. Next, they input the model number, which is the same for all duplicate devices. Following that, they enter the serial numbers, which are unique to each device. The system automatically recognizes all serial numbers and can auto-fill details from the existing product database, ensuring only valid products are registered and eliminating the chance errors. Once the model and serial numbers are entered, the user can add another product by clicking "Add New Product", or finalise the process by clicking "Finalise". After this they get forwarded to the overview and can find all devices in the "Product portfolio".

This version has been approved and preferred by experts and IT operations members after user testing. The design meets the user requirement of allowing the input of multiple identical models as well as a variety of different products. Simplifying the workflow to focus on adding purchase information first makes sense, as products from the same purchase are typically registered together. Entering the model number first makes it easier to register multiple units of the same product, this is a common scenario identified through interviews. Most companies tend to purchase one model for the entire organization, with exceptions in certain cases.

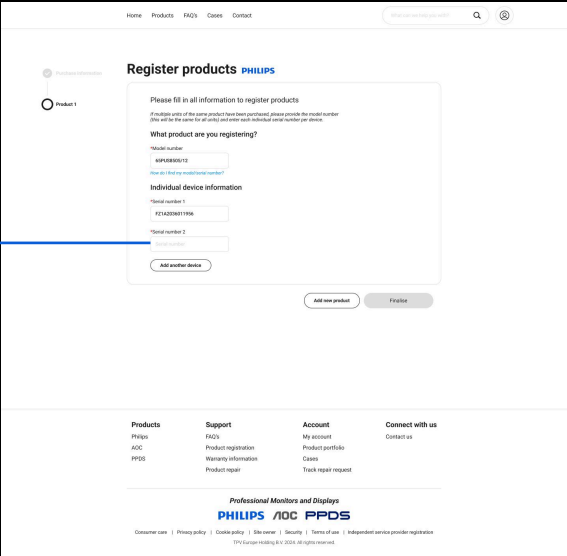
ITERATIONS

Product registration

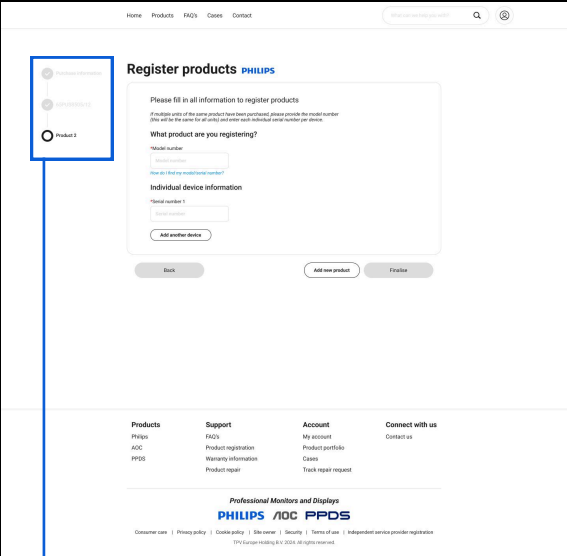


User can add multiple of the same device (that share the same model number)

User can add a new product (new model number input)



New serial number field pops-up after adding a new device



User can find all registered products in product portfolio

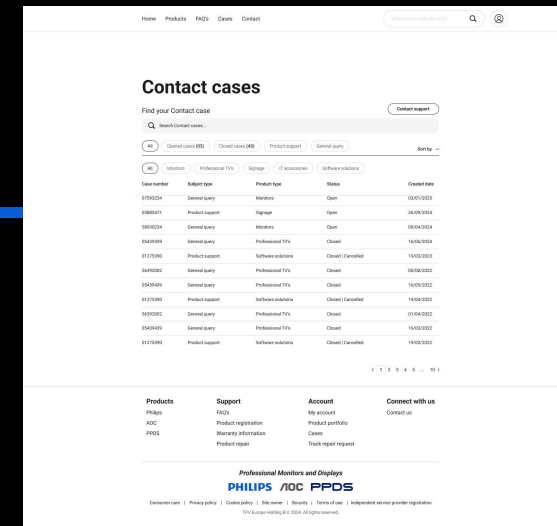
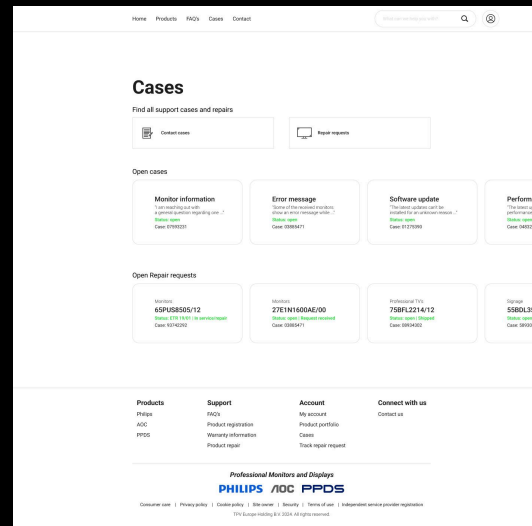
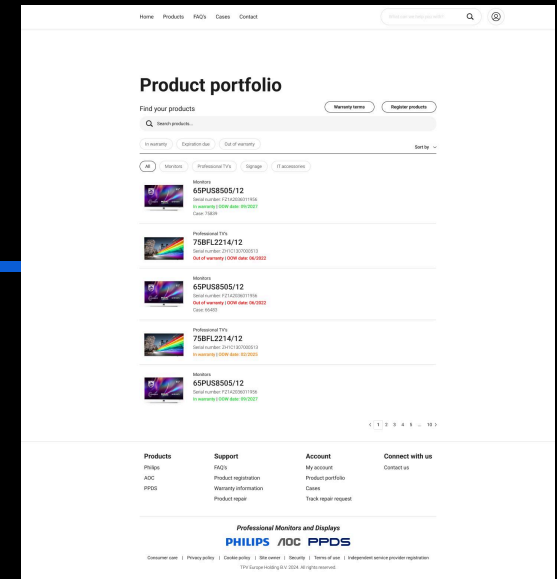
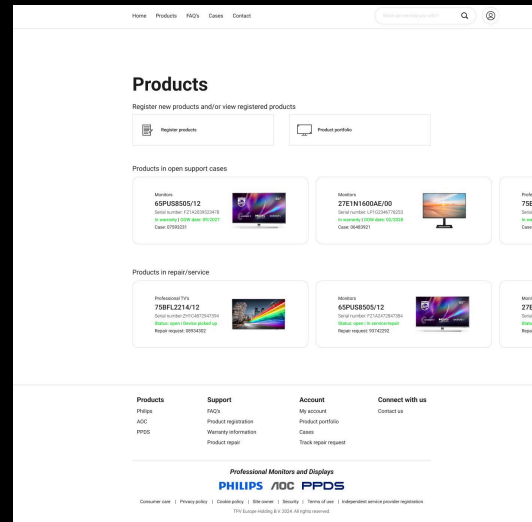
User can directly see warranty status

Updates based on model number and amount of added products

ITERATIONS *Products / Cases*

A 'Products' home page has been added to the new website flow to address the user need for clear paths between registering a new product or viewing their existing products in their portfolio. The page features two main buttons, each leading to one of these options. Below, users can view products that have open cases and repair requests. This design decision was made to provide quick access to the most common reasons users visit the website, checking the status of a product in an open case or repair request.

A 'Cases' home page has been added to the new website flow to address the user need for clear paths between viewing contact cases or repair requests. The page features two main buttons, each leading to one of these options. Below, users can view open cases and repair requests. This design decision was made to provide quick access to the most common reasons users visit the website, checking the status of an open case or repair request. The dashboard layout also helps users easily navigate and find any open cases. This is different from the 'Products' dashboard since not all contact case has a products attached.



ITERATIONS *Repair request*

A separate flow for repair requests has been created apart from the contact flow to provide a more efficient and straightforward process. The user is guided through a series of questions to determine if the repair can be handled by the repair team and if it falls within warranty terms. After successfully completing the flow, the user is directed to a page where they can fill out a form to describe the issue in detail, ensuring a faster and more accurate repair process.

This flow is a new addition, created because repair requests and cases need to be treated differently due to the information needed by the repair team. Separating the repair request process allows for more fitting design choices. Instead of presenting the questions in a traditional form, this approach uses a quick and simple click through flow, making the process faster and easier for users.

User needs:

Efficient repair request process

Users need a streamlined and simple way to submit repair requests without it feeling like a tedious process.

Clear Eligibility Check

Users need to quickly determine whether their repair request can be handled by the repair team and whether it falls within the warranty terms.

Guided assistance

Users need to be guided through a series of questions to help them accurately describe their issue, ensuring the right information is collected for the repair team.

Fast and accurate repair requests

Once the eligibility check is completed, users need a clear way to fill out a form with detailed information about the issue, enabling quick and effective repairs.

Transparency and clarity

Users need a clear understanding of the repair process, including any requirements or next steps, so they can feel confident in the submission process.

ITERATIONS *Repair request*

User has to fill in the information to make sure the correct questions are asked during the troubleshooting proces.

The product will be warranty checked to ensure it's eligible for repair

Home

Products

FAQs

Cases

Contact

Q

🔍

🌐

Product information

Delivery point country

Technical service center

Support email

Support country

Product information

Model number
000000

How to bring model number history
000000

Serial number
000000

Type of purchase
0000000000

Next

Products

Prices

ACC

PPGS

Support

FAQs

Product registration

Warranty information

Product repair

Account

My account

Product portfolio

Cases

Track repair request

Connect with us

Contact us

Professional Monitors and Displays

PHILIPS / I/OG PPGS

Consumer care

Privacy policy

Cookie policy

Site owner

Security

Terms of use

Independent service provider registration

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[Home](#)
[Products](#)
[FAQs](#)
[Cases](#)
[Contact](#)

[Feedback](#)
[Feedback](#)

Product information

Select issue category

Display

Sound

Connection

Other

Products

Support

Account

Connect with us

[Philips](#)
[AOC](#)
[PPDS](#)

[Product registration](#)
[Warranty information](#)
[Product repair](#)

[My account](#)
[Product portfolio](#)
[Cases](#)
[Track repair request](#)

[Contact us](#)

Professional Monitors and Displays

[PHILIPS](#)
[AOC](#)
[PPDS](#)

[Customer care](#)
[Privacy policy](#)
[Cookie policy](#)
[Site map](#)
[Security](#)
[Terms of use](#)
[Independent service provider registration](#)

1976 European Patent No. 2,024,418 (Rights reserved)

[illegible]

General questions will be asked to identify the issue for clear and efficient troubleshooting

If any of the questions are answered with 'no', the user gets sent to the regular contact form, since this would not fall within the warranty terms.

[Home](#)
[Products](#)
[FAQ's](#)
[Cases](#)
[Contact](#)

[Philips.com](#)

Product information

Warranty claim contact

Trackback issue

Product repair

Product warranty

Contact us

Product repair

PHILIPS

Are there any crack marks visible?

Yes

No

Are the lines permanently visible?

Yes

No

Are the lines visible when turned off?

Yes

No

Are the lines visible after being turned on?

Yes

No

Is it affecting all TV sources?

Yes

No

Products

[P400s](#)
[AOC](#)
[PPFD](#)

Support

[FAQ's](#)
[Product registration](#)
[Warranty information](#)
[Product repair](#)

Account

[My account](#)
[Product portfolio](#)
[Cases](#)
[Track repair request](#)

Connect with us

[Contact us](#)

Professional Monitors and Displays

PHILIPS /IOC PPDS

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TV's Europe holding b.v. © 2024. All rights reserved.

Product information

Select your product

Troubleshooting

Request repair

Repair summary

Contact us Send repair request

Summary

To Philips, China, Permanently outside time, affecting all users

Product details

Please enter information for a more detailed support

*Model number
69N9500S12
[View also \(filtering model-based number\)](#)

*Serial number
#214Q200011966

*Purchase date
19-03-2018

*Email address
[Choose file](#) No file chosen

*Register product to account

*Additional information

Please provide us more additional information about the product and/or issue

Attachments

Please upload at least one file or image of your product issue

[Choose file](#) No file chosen

I agree that TP Vision Systems B.V.'s on brand licenses the Philips TV and Audio products as MMD Machines & Equipment Nederland B.V. is brand licensee for Philips licensed CDD displays or audio equipment (CDD) in the Netherlands and other countries where it operates its business. I hereby authorize Philips to use my personal data for the purpose of processing my request for repair and to communicate with third parties with its services. Further, I agree that my personal data may be processed by third parties for the extent that they are necessary to perform adequate service. I declare myself to be familiar with the [Privacy Policy](#).

Send repair request

Products

Philips
AOC
PFSO

Support

Facts
Product registration
Warranty information
Product repair

Account

My account
Product portfolio
Orders
Track repair request

Contact with us

Contact us

Professional Monitors and Displays

PHILIPS | AOC PHILIPS

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[Home](#)
[Products](#)
[FAQs](#)
[Cases](#)
[Contact](#)

[Product and Policy page](#)

Product information

Service status inquiry

Download center

Repair point

Repair summary

Contact us

Repair summary

Repair request sent

Thank you for sending a repair request. We will find a solution fitting to your issue as soon as possible.

Summary

TV models: L650, Permanently visible lines, affecting all sources.

Model number: 65PH100000102

Serial number: 17-00000017046

Purchase date: 16-03-2018

Cases

Case

Products

[PH40](#)
[J50C](#)
[PP05](#)

Support

[FAQs](#)
[Product registration](#)
[Warranty information](#)
[Product repair](#)

Account

[My account](#)
[Product portfolio](#)
[Cases](#)
[Track repair request](#)

Connect with us

[Contact us](#)

Professional Monitors and Displays

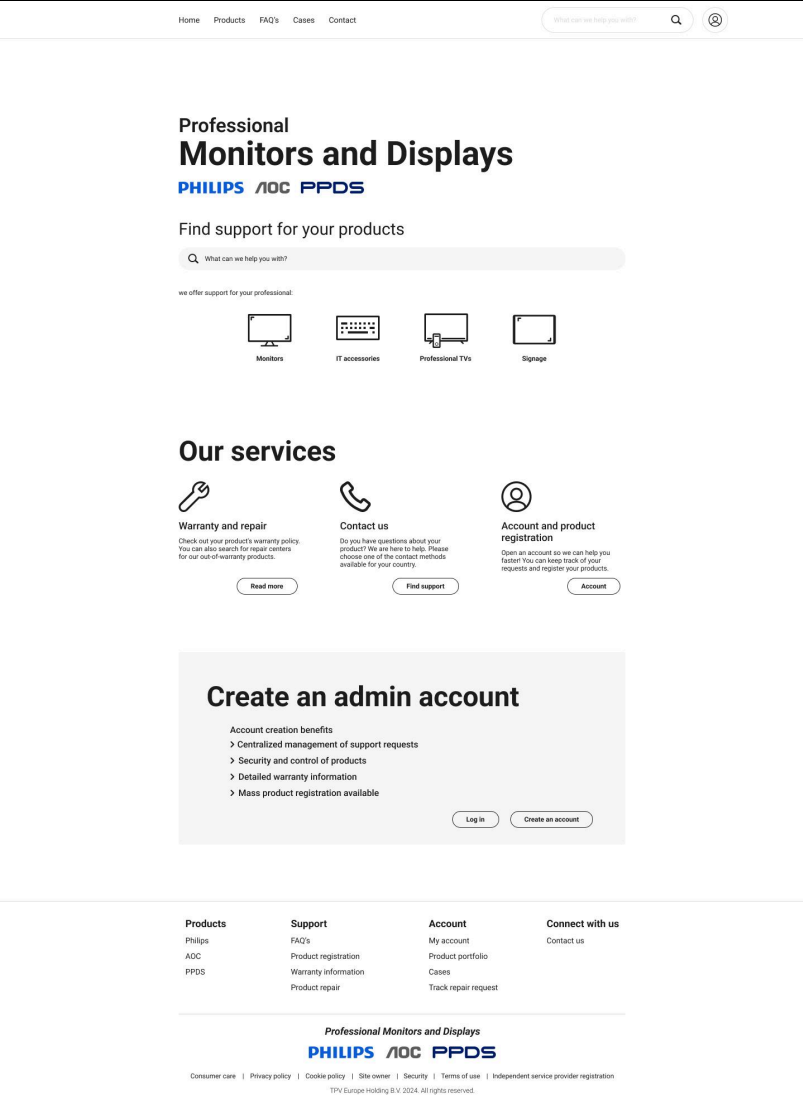
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[Cookie policy](#)
[Site owner](#)
[Security](#)
[Terms of use](#)
[Independent service provider registration](#)

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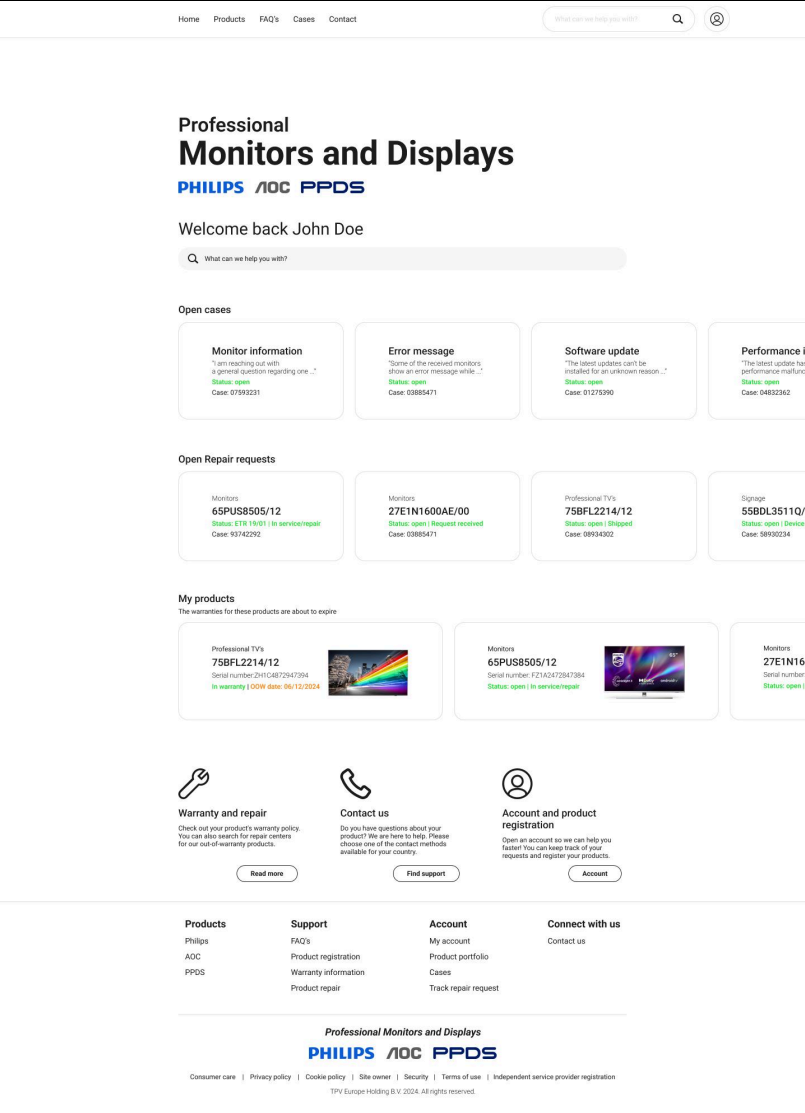
Repair request can be found within the cases page

SCREEN FLOWS

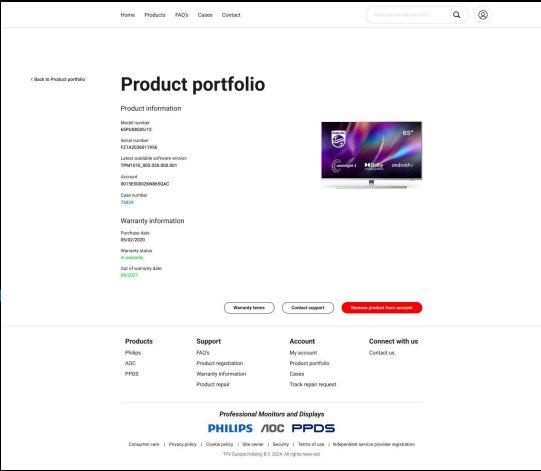
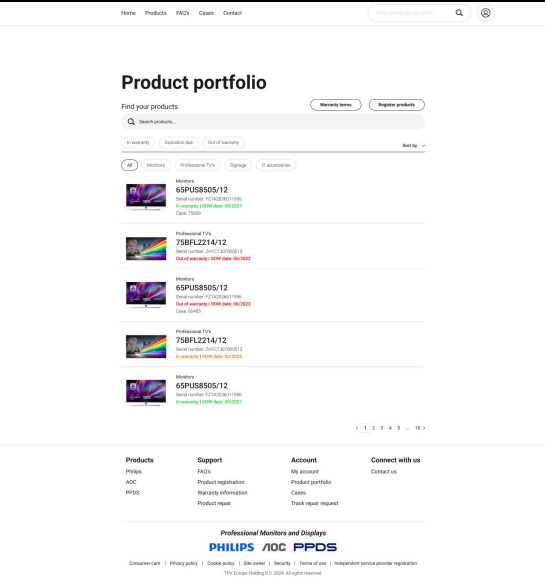
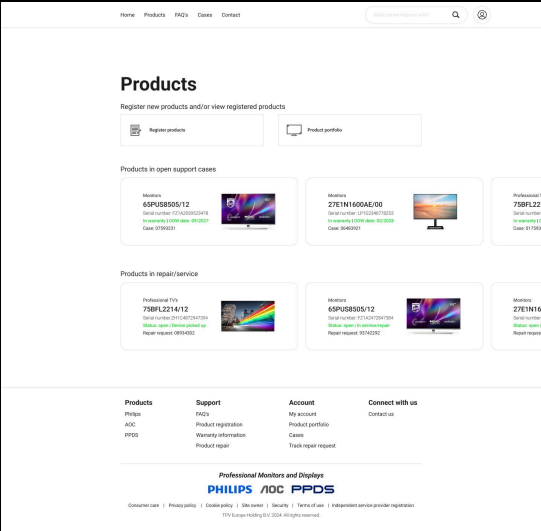
Before log in



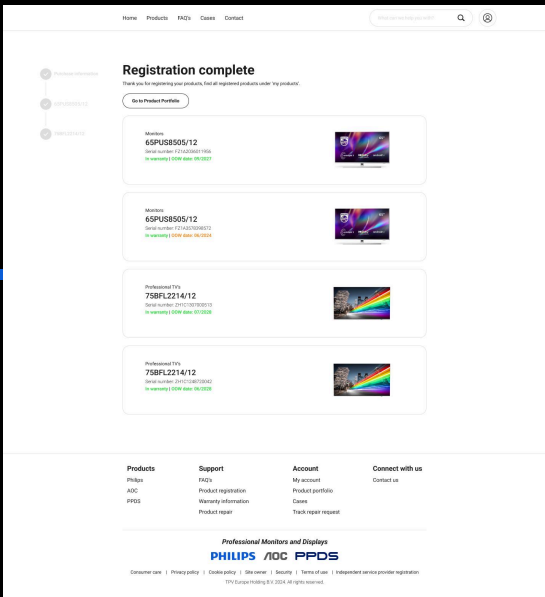
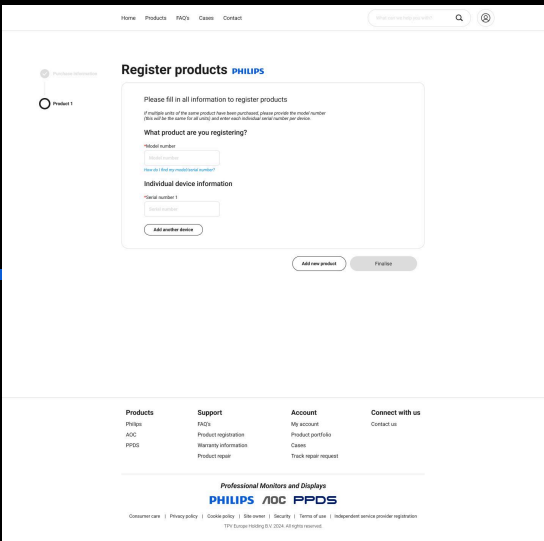
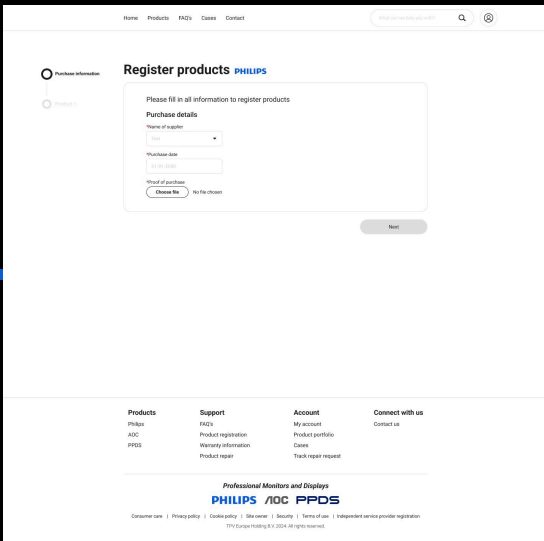
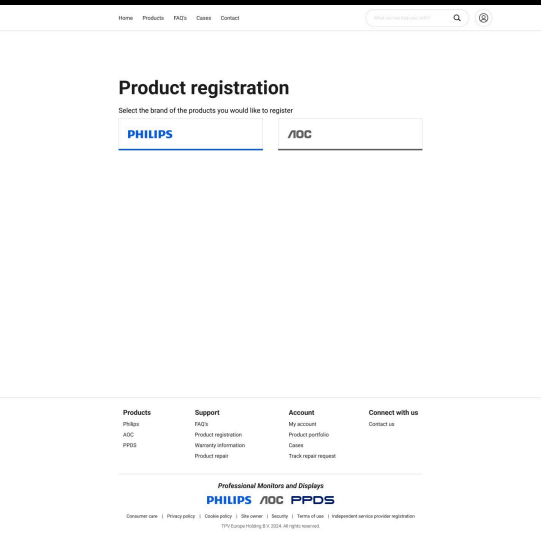
After log in



PRODUCTS Screen flow

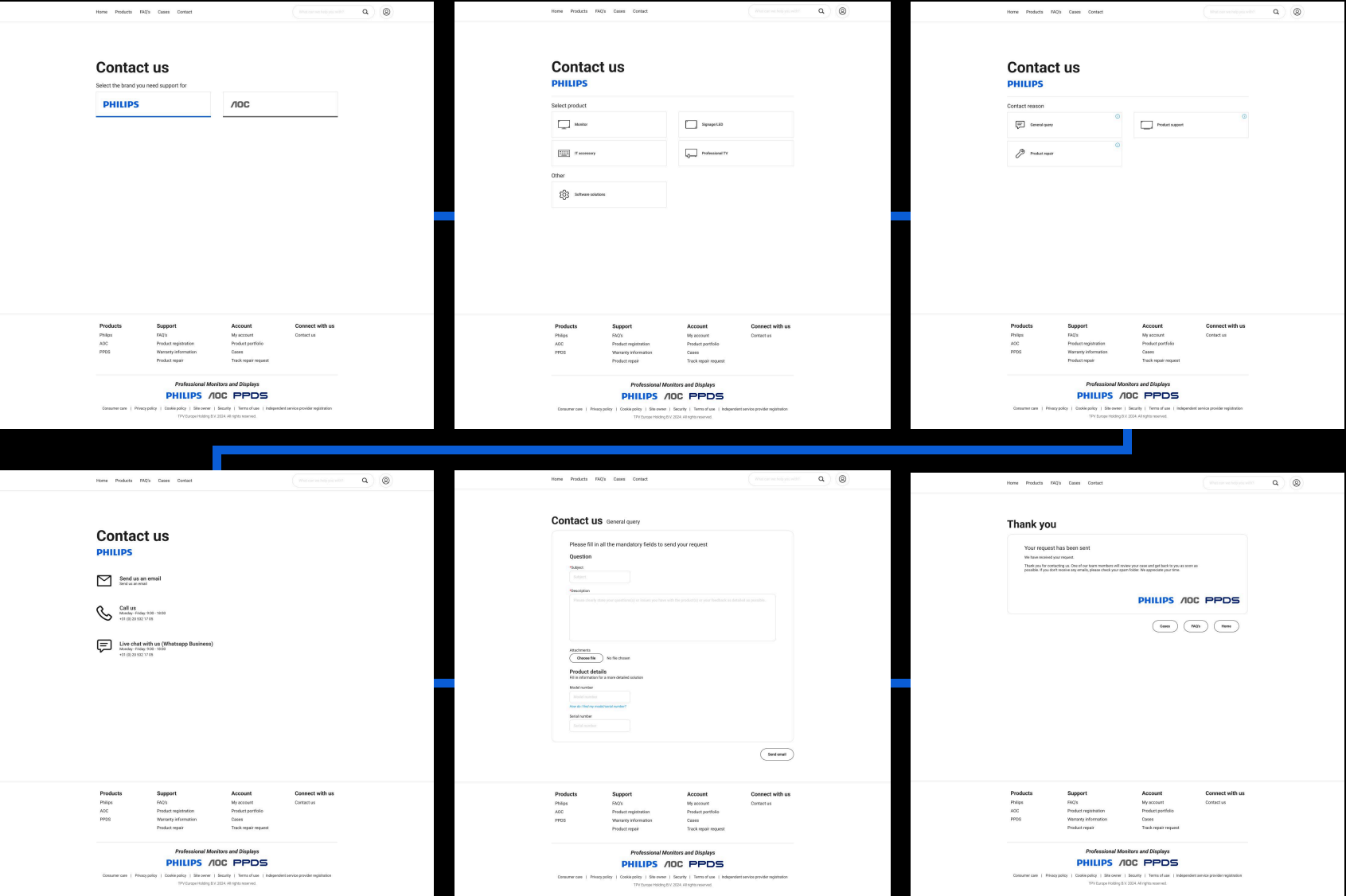


PRODUCT REGISTRATION *Screen flow*



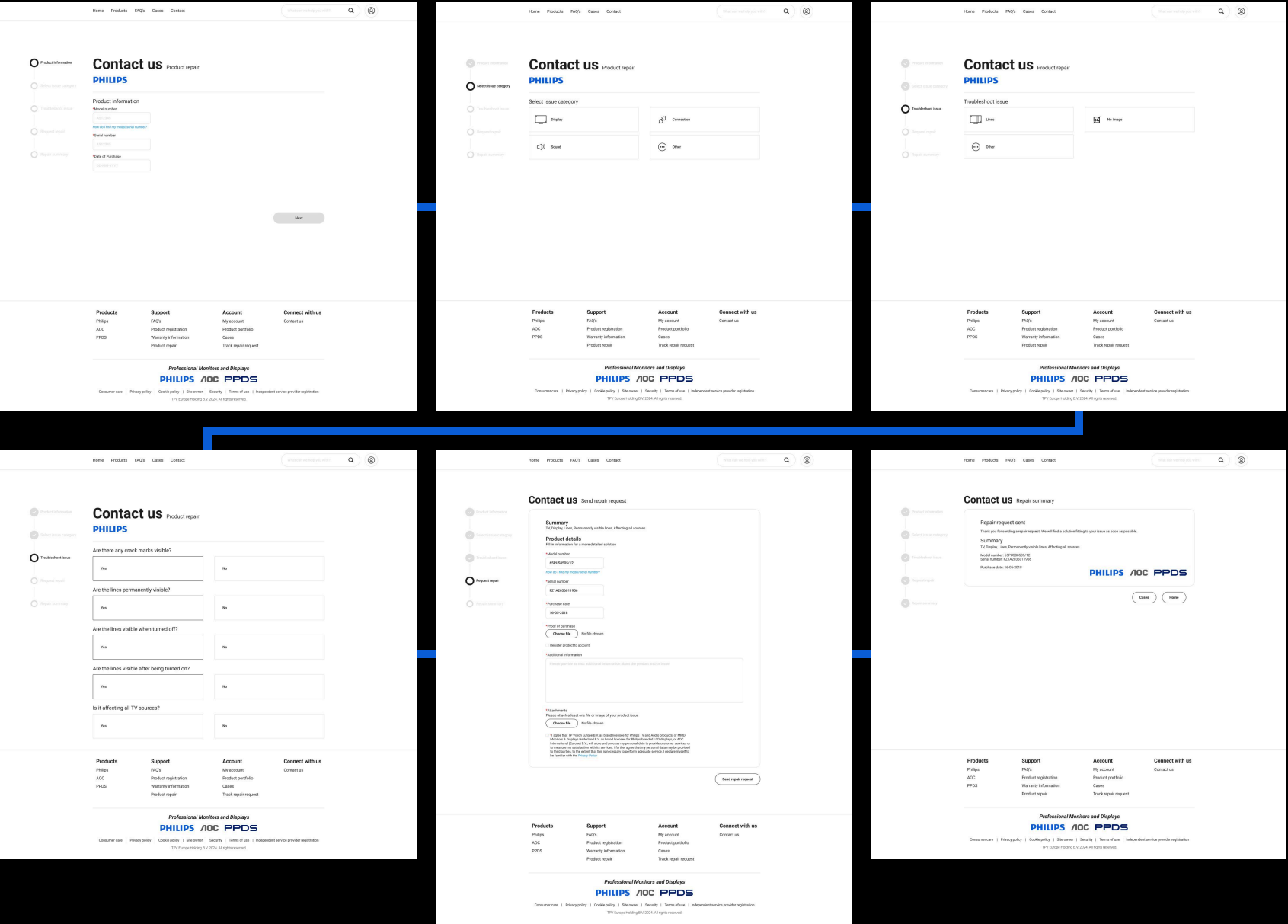
CONTACT

Screen flow

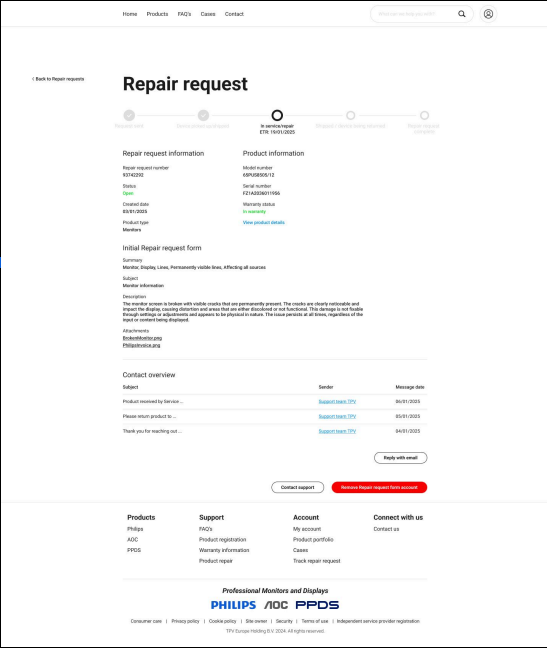
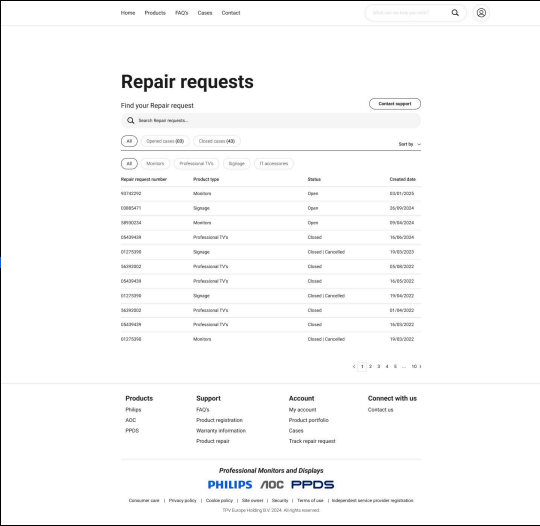
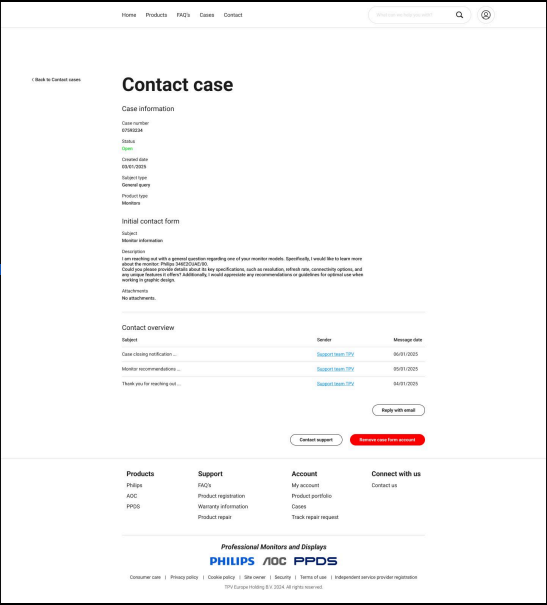
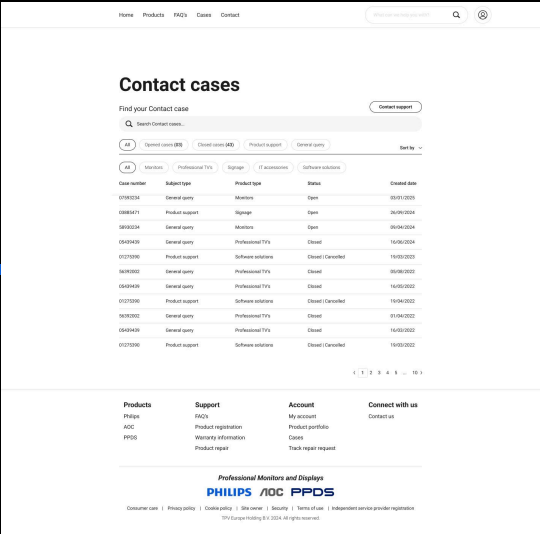
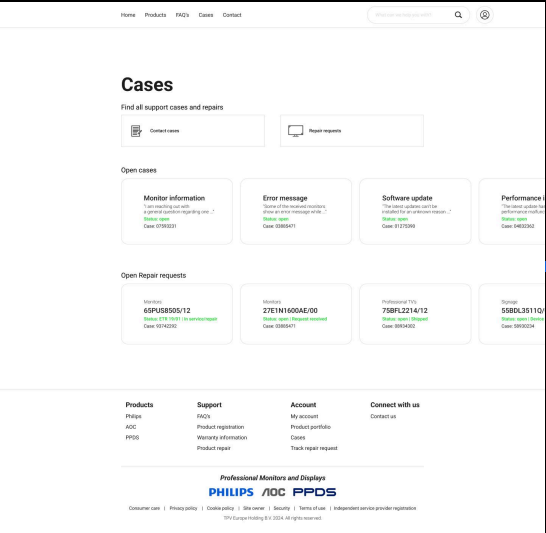


REPAIR REQUEST

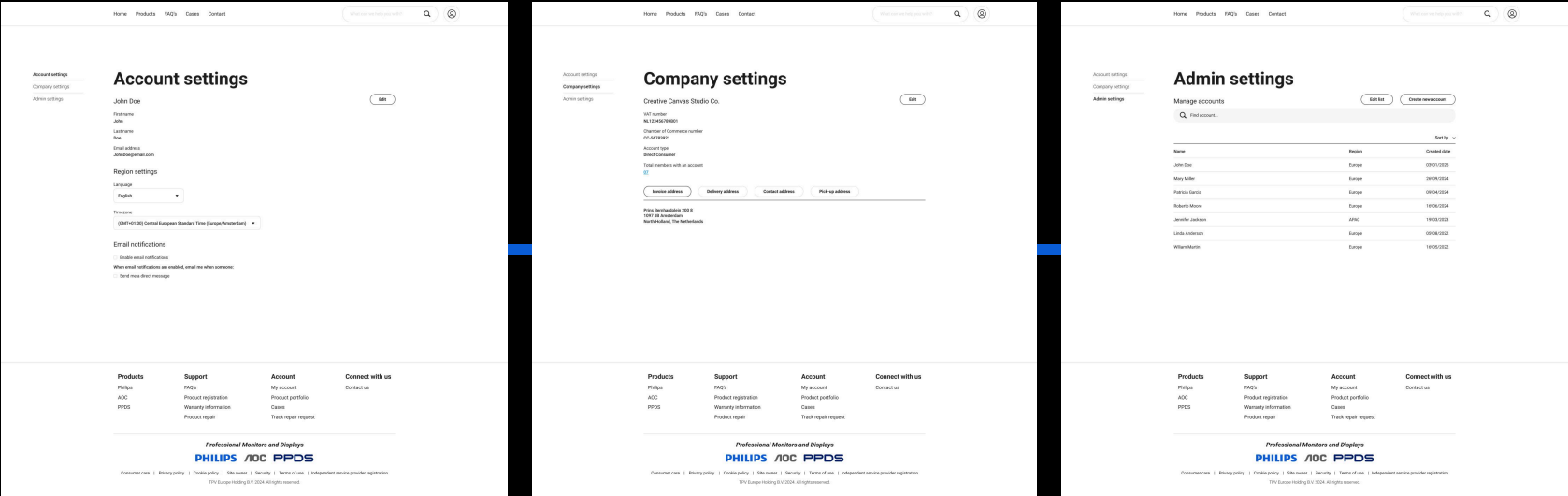
Screen flow



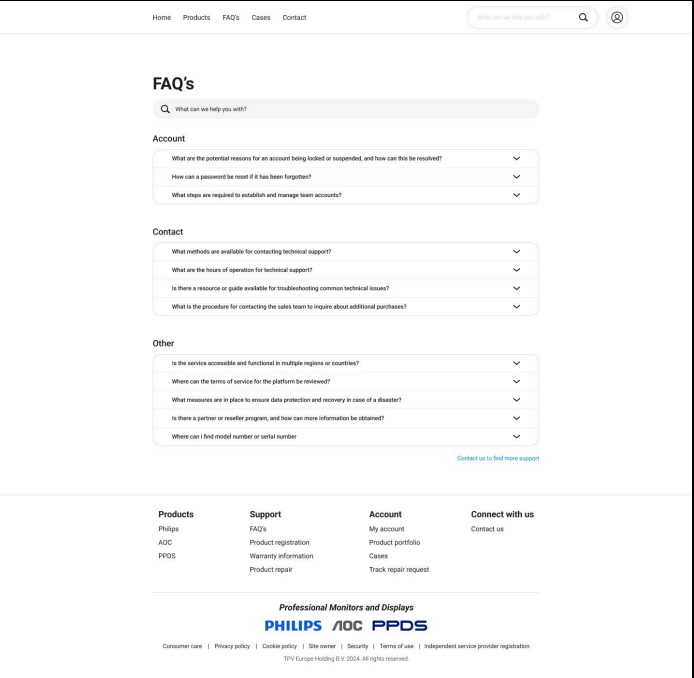
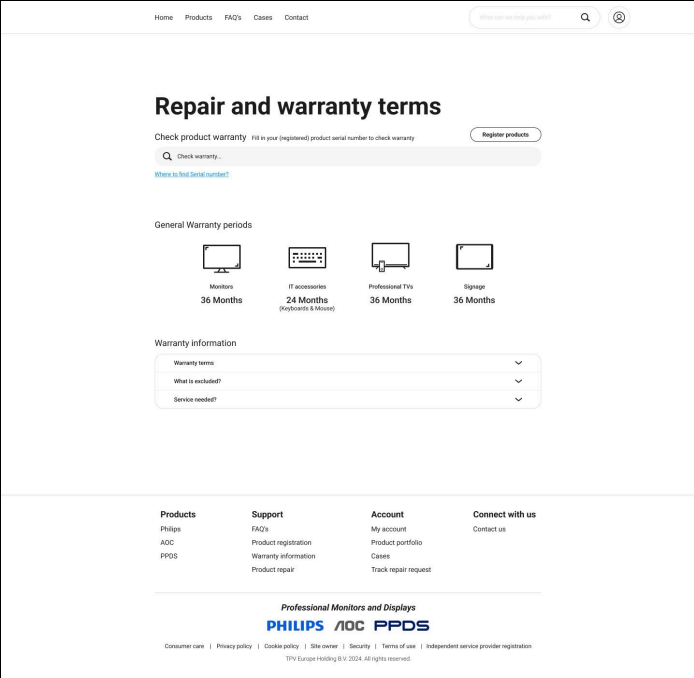
CASES screen flow



ACCOUNT Screen flow



WARRANTY TERMS + FAQ'S



VALIDATION & CONCLUSION

VALIDATION

Target group/Direct stakeholder For details [See product Biograph | 5. Validation](#)

Performance and efficiency evaluation

User tests show that the product registration and contact flows, the two primary functions of the website, are efficient and will reduce the time spent on these tasks. The website's efficiency is further enhanced by its "keep users up to date" features, such as the dashboard and real time status updates. These features are easy to access and filter through due to thoughtful design choices, which significantly minimizes the time users need to spend on the website, an essential user need.

Functionality and flow test

Direct and indirect stakeholders tested the prototype by navigating through the main flows and successfully completing each one. Most filters functioned as intended, demonstrating how the product would respond in real world use. Direct stakeholders noted that the prototype gives off a professional feel and provides a strong impression of how the final website would operate.

Key findings final test

- The contact support and repair flows are well received due to the easy to read texts and the use of simple icons.
- Including images when referencing devices enhances user understanding.
- The use of distinct colours for different statuses allows users to quickly grasp information without needing to read detailed text.
- Large, organized dashboards improve efficiency and make navigation straightforward.

Visual design

All direct stakeholders were pleasantly surprised by the aesthetic and overall feel of the website. They appreciate how visual, clear and minimalistic the design is, far exceeding their initial expectations when the project was first pitched. In the beginning, the assumption was that the website would be functional but plain, dominated by text and focused mostly on features rather than user experience. Instead, the final design demonstrates an understanding of user needs, offering a visually appealing and user friendly interface that is intuitive and efficient. The final design couldn't have been realised without the research and interviews done with the stakeholders. Since this portal is new to all users, the feedback of it being very user friendly was great feedback, especially from IT team members.

VALIDATION

Client/Indirect stakeholder For details [See product Biography | 5. Validation](#)

Client approval

The TP Vision standards and requirements have been successfully met in terms of design and functionality. The project has achieved its goal of creating a professional B2B support website, with an improved environment for business partners. The website incorporates all essential elements based on the needs of both the company and its direct stakeholders: the business partners (IT Teams). Moving forward, the project will transition into further development, transforming the prototype and research into a fully functional website. TP Vision is pleased with the outcome and approves of the design choices and research done.

Is it a fitting solution to Philips/AOC? and how does it hold up against similar websites?

The product aligns with the design standards of the official Philips and AOC websites. The minimalistic design and subtle use of logos create a sense of trust. It has been concluded that the prototype features a similar professional design to all brands that are associated with TP Vision, making it well suited for the intended professional environment.

Developer view

All elements of the design are highly feasible for development and should be straightforward to implement. As previously discussed with developers, the search functionality will not rely on open search fields instead, these elements will utilize autofill with the closest matches to minimize errors and enhance user accuracy. The filter options are also practical and can be implemented without significant challenges.

One area that will require further attention from the development team is the implementation of dashboard features, especially ensuring the accuracy of status updates. However, with the prototype being fully functional and supported by a working design system, the development process is well prepared to begin. The prototype is ready to transition smoothly into development, and the creation process can start in the near future.

PROGRAM OF REQUIREMENTS *Validation*

User requirements

The product should provide fast and easy communication

The product offers multiple easily accessible contact options. Users are guided through a quick, simple questionnaire to identify the most suitable contact channel for their needs. This process takes only a few seconds, ensuring fast and seamless communication via email, phone, or WhatsApp Business.

The product needs to have the able to give a clear overview of information

The product has a minimalistic design to provide a clean and straightforward overview of all information. By default, it displays only essential details, with additional information available as needed. For example, on the product list screen, users see key details such as product type, model number, and whether there is an open case. This approach keeps the interface uncluttered, making it easy to navigate and find information without relying on the search bar.

The product needs quick registration process

The product offers a straightforward process for registering items. Users begin by entering the purchase information, followed by the model number and corresponding serial number(s). If multiple units of the same product are being registered, additional serial numbers can be added easily. For different product types, users can add new model numbers along with their matching serial numbers. This streamlined process is designed to be quick and efficient, whether registering a few items or a large inventory.

The product has to be efficient to ensure minimized downtime caused by broken products

When a user needs product repair, they can navigate to the contact page to submit a repair request. This is done through a guided repair flow that asks a series of questions about the issue, ensuring both the user and the repair team have a clear understanding of the issue. Once the request is submitted, the detailed information helps the repair team work efficiently, minimizing downtime and ensuring a quicker resolution.

The product needs to have multiple options to communicate

The product offers multiple contact channels, including a phone number, an email form, and WhatsApp Business. This variety ensures that every user can select their preferred method of communication for a more convenient and personalized experience.

The product has to keep users informed and not feel 'left in the dark' when awaiting information (cases/repairs)

The product incorporates multiple dashboards for a streamlined user experience. Upon logging in, the home page transforms into a dashboard displaying key updating information, such as open repair requests, active cases, and products with expiring warranties. Similarly, the 'Cases' and 'Products' pages are designed with clarity in mind, using colour and a dashboard style layout to highlight important details and ensure a clear, user friendly overview. The website also incorporates features such as ETR (Estimate Time of Repair) for products that are in repair, to ensure users feel included and not left in the dark.

DESIGN CHALLENGE *Conclusion*

*“ How can a business **PHILIPS / AOC** support website be designed to meet smooth service communication and product management for IT teams of business partners seeking support in various professional contexts, while being clear, professional, and efficient? ”*

The design challenge has been successfully addressed with a functional prototype for TP Vision and its business partners (IT teams). The prototype serves as a clear foundation for the development of the new B2B support website for Philips and AOC. The design focuses on the main flows of a support website, designed based on the user needs that were found during research. This thoughtful balance ensures the website combines a professional appearance with user friendly elements, delivering efficiency while fully addressing user requirements.

All functional and design requirements have been met, and the prototype includes an extensive design system. This system ensures future scalability, allowing new features and developments to be seamlessly integrated if the website expands beyond the already created main flows.

Both direct and indirect stakeholders are highly satisfied with the outcome and are excited to see the Professional Monitors and Displays website come to life as it now ready to move into the development phase.

FUTURE RECOMMENDATIONS

RECOMMENDATIONS *Future features and opportunities*

Recommendations for TP Vision when continuing development of the website for an all rounded experience

Knowledge base

A library of professional troubleshooting guides, FAQs, and visual manuals designed for specific models or common issues (for professional specific use).

Troubleshooting flow

Interactive, step-by-step tools to help users diagnose and resolve common issues independently (for professional specific use).

Repair flows for all product types

Dedicated repair workflows for every product category, ensuring users have access to tailored repair solutions (create variants of the already designed flow).

Self serve solutions

The ability to easily find self service options if exited from the repair flow, this could exist of articles or already catered contact options .

AI powered invoice upload

Automated extraction and processing of data from uploaded invoice images using AI.

Automated emails

The website makes use of sending emails, for example when registering an account or opening a support case, automated emails could be designed to match the professionalism of the website.

REFLECTION

CMD COMPETENTIES

Oriënteren en begrijpen

Dit project heeft me echt geholpen om terug te keren naar de standaarden van CMD. Na een heel jaar stage lopen had ik het onderzoeksdeel van CMD enigszins losgelaten. Met dit project heb ik de focus op onderzoek weer kunnen oppakken en me opnieuw verdiept in de vraag "waarom?", waarom moeten bepaalde keuzes gemaakt worden? Waarom is dit belangrijk? Wat is de verwachte uitkomst?

Ik heb mezelf meer verdiept in de behoeften van de gebruiker en onderzocht wat zij werkelijk zoeken in een B2B supportwebsite. Door uitgebreid onderzoek, zoals interviews, meerdere reviews en gesprekken met directe en indirecte stakeholders, heb ik de behoeften van gebruikers leren begrijpen en deze weten toe te passen in het eindproduct.

De probleemstelling was aan het begin van het project erg breed: "De website bestaat niet." Hier moest verandering in komen, maar de vraag was hoe? Mijn taak was om een ontwerp te maken dat gebaseerd is op de behoeften van zowel directe als indirecte stakeholders. Ik moest een balans vinden tussen wat de gebruiker nodig heeft (user needs) en de standaarden van TP Vision. Dat bleek eerlijk gezegd lastiger dan ik had gedacht, doordat ik al een tijdje geen onderzoek meer heb opgesteld voor mezelf.

Aan het begin van het project richtte ik me direct op features: "Welke features heeft deze gebruiker nodig? Welke pagina's zijn handig? Wat moet er worden weergegeven?" Na feedbackmomenten heb ik echter een stap terug gedaan. Ik ben gaan kijken naar wat de gebruiker echt nodig heeft: Wat zijn hun wensen? Wat moet er opgelost worden? En wie zijn zij eigenlijk? Hierdoor heb ik mijn Requirement List aangepast en getransformeerd van een lijst met websitefuncties naar een lijst die gebaseerd is op de daadwerkelijke behoeften van de gebruiker. Daarnaast heb ik in het begin van het project mijn design challenge meerdere keren aangepast. De eerste versie van de design challenge was erg kaal en beschreef het werkelijke probleem niet goed genoeg. Na een review heb ik deze verbeterd, zodat hij beter aansloot bij mijn stakeholders. Dit gaf het project veel meer richting en maakte het mogelijk om doelgerichter te werken. Kortom, dit project heeft niet alleen mijn onderzoeksvaardigheden aangescherpt, maar ook mijn vermogen om de behoeften van de gebruiker te vertalen naar een functioneel en waardevol eindproduct.

CMD COMPETENTIES

Verbeelden en conceptualiseren

Ik heb concepten en flows kunnen ontwikkelen door uitgebreid onderzoek te doen naar de behoeften van gebruikers en naar wat er momenteel op de markt wordt aangeboden aan (B2B) supportwebsites. Ik heb veel benchmarks uitgevoerd om de marktstandaarden binnen de tech industrie te analyseren. Vanaf het begin wist ik dat de website aan hoge standaarden moest voldoen, omdat het een B2B-website wordt voor Philips en AOC. Deze bedrijven zijn namelijk grote, internationaal erkende merken. Dit bracht behoorlijk wat druk met zich mee, maar ik was ervan overtuigd dat ik een product zou kunnen opleveren dat voldeed aan de hoge verwachtingen en standaarden van TP Vision, Philips en AOC. Het concept en de vereisten zijn tot stand gekomen door een mix van verwachtingen van zowel de directe als indirecte stakeholders. Ik heb een balans weten te vinden door de belangrijkste punten van beide partijen te combineren. Een goed voorbeeld hiervan is het concept voor productregistratie dat ik heb ontwikkeld. Dit concept heb ik meerdere keren getest met directe stakeholders, die waardevolle input hebben gegeven over wat in het werkveld toepasbaar is en waarom. Hun feedback heb ik vervolgens meegenomen naar de indirecte stakeholders, waarmee ik de haalbaarheid en toepasbaarheid van de voorgestelde oplossingen heb besproken. Zo is het bij elke flow van het project gegaan.

Deze aanpak heeft keer op keer tot positieve resultaten geleid, mede doordat ik mijn voorstellen altijd onderbouwde met uitgebreide concepten en visuele presentaties heb kunnen laten zien. Hierdoor konden de (in)directe stakeholders beter begrijpen waarom bepaalde keuzes belangrijk waren voor de gebruiker en hoe deze keuzes zouden bijdragen aan een betere gebruikerservaring.

Eerlijk gezegd waren de indirecte stakeholders soms koppig en geneigd om vast te houden aan de eerste en meest eenvoudige technische oplossing. Hier heb ik verandering in kunnen brengen door met meerdere concepten en iteraties te komen, waarmee ik kon laten zien dat de gebruikerservaring altijd verbeterd kan worden, zelfs binnen technische beperkingen. Ik heb benadrukt dat het centraal stellen van de gebruiker cruciaal is, en niet alleen het volgen van technische normen die voor veel gebruikers minder intuïtief of begrijpelijk kunnen zijn. Door deze aanpak heb ik niet alleen een concept ontwikkeld dat voldoet aan de technische en visuele standaarden van TP Vision, maar ook een product dat is afgestemd op de werkelijke behoeften van de gebruikers.

CMD COMPETENTIES

Prototypen en uitwerken

Voordat ik begon met prototyping, heb ik een volledig design system opgezet. Dit heb ik tot in detail uitgewerkt, zodat toekomstige UX designers en developers eenvoudig verder kunnen werken met de richtlijnen die ik heb opgesteld. Het design system is volledig vanaf nul opgebouwd, waarbij ik de vrijheid had om te experimenteren met kleurkeuzes, lettertypen, formulieren en alle andere elementen die op de website moesten komen. Ik heb uitgebreid onderzoek gedaan naar marktstandaarden en hoe verschillende bedrijven het beste gebalanceerd kunnen worden binnen een website.

Ik ben erg tevreden met hoe het design system is uitpakkt en hoe de styling van de website eruitziet. Alle keuzes die ik heb gemaakt, waren gebaseerd op grondig onderzoek en hebben geleid tot veel positieve feedback van zowel directe als indirecte stakeholders. Dit heeft me niet alleen veel voldoening gegeven, maar me ook het gevoel gegeven dat mijn werk wordt gewaardeerd en dat ik een waardevolle bijdrage lever aan een professioneel team.

Op basis van dit design system ben ik aan de slag gegaan met het ontwikkelen van een prototype. Ik begon met LoFi ontwerpen om de basisflows, zoals accountregistratie, productregistratie en contact. Deze LoFi prototypes heb ik getest met directe stakeholders, wat waardevolle inzichten opleverde. Daarnaast heb ik feedback ontvangen van indirecte stakeholders om ervoor te zorgen dat de flows niet alleen gebruiksvriendelijk zijn, maar ook technisch haalbaar. Ik ben heel tevreden geweest met de feedback en testen, ik heb zeker vaker gesparred met verschillende inzichten, dit heeft mij heel goed gedaan als ontwerper.

Na het testen kon ik de LoFi prototypes eenvoudig omzetten naar HiFi ontwerpen, dankzij het complete design system. Dit zorgde voor een soepel proces, waarbij ik me meer kon richten op het voeren van gesprekken met stakeholders en het krijgen van nieuwe inzichten. Deze aanpak maakte het mogelijk om continu te verbeteren en ervoor te zorgen dat het eindproduct aansluit bij de behoeften van de gebruikers en de doelstellingen van het project.

CMD COMPETENTIES

Evalueren

Vanaf het begin heb ik intensief contact gehad met zowel directe als indirecte stakeholders, wat me de mogelijkheid gaf om regelmatig feedback en evaluatie momenten te hebben. Dit heeft ervoor gezorgd dat ik het prototype in verschillende stadia kon testen en bespreken tijdens reviews. Dankzij deze aanpak heb ik bevestiging gekregen dat het project niet alleen voldoet aan de verwachtingen, maar deze ook overtreft.

Tijdens het proces heb ik regelmatig een stap terug moeten nemen na feedbackmomenten. De feedback die ik ontving, heb ik zorgvuldig verwerkt in het ontwerp en vervolgens opnieuw getoetst. Vaak zat ik samen met stakeholders om het ontwerp 'on the fly' aan te passen. Dit directe samenwerken maakte het mogelijk om ontwerpen te finetunen en te verbeteren terwijl zij live meekeken.

Ik heb vanuit verschillende hoeken feedback ontvangen: directe en indirecte stakeholders, maar ook andere designers hebben samen met mij naar de designs en flows gekeken. Dit heeft me waardevolle inzichten opgeleverd en geholpen om aanpassingen door te voeren waar nodig. Tegelijkertijd heb ik ervoor gezorgd dat ik stevig bleef staan achter mijn eigen visie en keuzes wanneer ik vond dat bepaalde feedback onterecht was. Ik heb vaak ook met developers gesparred met wat haalbaar is en wat hun feedback is op basis van hun expertise.

Uiteindelijk is het resultaat een gebalanceerde mix geworden van mijn eigen ideeën en de input van stakeholders. Deze samenwerking heeft geleid tot een ontwerp dat zowel aan de verwachtingen voldoet als professioneel en gebruiksvriendelijk is. Ik ben heel tevreden over de resultaten en wat ik heb kunnen maken op basis van allemaal verschillende inzichten.

CMD COMPETENTIES

Samen ontwerpen

Tijdens het ontwerpproces heb ik veel gebruik gemaakt van mijn omgeving bij TP Vision. Doordat ik wekelijks op kantoor was, had ik regelmatig de kans om met teamleden samen te zitten en mijn ontwerpen te bespreken en te reviewen op basis van hun expertise. Het team bestaat voornamelijk uit content schrijvers, en ik heb bijvoorbeeld met hen gekeken naar correcte teksten en universele benamingen die duidelijk en toepasbaar zijn.

Daarnaast heb ik meerdere keren met mijn expert samengewerkt om de flows door te nemen en te brainstormen over mogelijke oplossingen. Ook heb ik met de development-afdeling gesprekken gevoerd om te beoordelen wat technisch haalbaar is en wat niet. Deze samenwerking heeft ervoor gezorgd dat ik een product kon ontwerpen dat niet alleen overdraagbaar is, maar ook goed uitvoerbaar vanuit een developer perspectief.

Met andere collega's binnen TP Vision heb ik akkoorden kunnen bereiken over wat wel en niet past binnen het ontwerp. Dit ging vooral over de visuele aspecten van het ontwerp, zoals stijlkeuzes en branding. Dankzij de uitgebreide communicatie met collega's en stakeholders heb ik niet alleen waardevolle input gekregen, maar ook het gevoel gehad dat ik echt onderdeel was van het team. Het was duidelijk dat zij mij ook als een waardige collega zagen. Ik ben zeer tevreden over het feit dat ik veel heb kunnen samenwerken met verschillende groepen alsnog mijn eigen inzet en meningen heb kunnen geven.

Georganiseerd en professioneel ontwerpen

Het gehele ontwerpproces is naar mijn mening zeer vloeiend en vlot verlopen. Ik heb voor mezelf een duidelijk plan opgesteld door een design system te creëren terwijl ik bezig was met de LoFi ontwerpen. Hierdoor kon ik na het testen van de LoFi's direct overstappen naar de HiFi ontwerpen en verder werken. Ik heb alle documentatie opgesteld zodat de volgende UX'er die aan dit project werkt, meteen kan doorgaan.

Doordat ik tijdens het ontwerpen regelmatig met developers heb gesproken, kan de website snel en efficiënt gerealiseerd worden. Ik heb mijn ontwerpkeuzes kunnen onderbouwen en versterken met behulp van feedbackmomenten, waardoor ik deze keuzes verder kon verfijnen en uiteindelijk op een professionele manier heb kunnen overbrengen naar TP Vision.

Ik vind dat ik op een hoog niveau heb gewerkt, dit komt voornamelijk ook door mijn omgeving, ik heb hier heel veel van geleerd.

CMD COMPETENTIES

Persoonlijk en geëngageerd ontwerpen

Hoewel dit project voor een groot bedrijf was, heb ik zeker mijn eigen mening en passie kunnen toepassen. Ik heb volledig zelf alle ontwerpkeuzes mogen maken, doordat ik het vertrouwen van de opdrachtgever heb gewonnen. Zij hebben mij het gehele proces toevertrouwd en dit getoond door mij de vrijheid te geven die ik nodig had als UX-designer. Ik heb mijn eigen input kunnen brengen in de flows en heb veel moeten nadenken over de combinatie tussen de gebruiker en de opdrachtgever.

Ik heb mezelf vaak in de schoenen van de gebruikers gezet om beter begrip te krijgen voor het ontwerp. Wat duurt er te lang? Wat heeft een gebruiker nodig bij deze stap? En waar zouden knelpunten kunnen ontstaan? Ik heb mezelf vaak verschillende vragen gesteld om kritisch naar het ontwerp te kijken, zodat ik geen tunnelvisie kreeg en openstond voor verschillende iteraties.

Vakkundig en onderzoekend ontwerpen

Voordat ik dit project ben begonnen, heb ik een heel jaar stage gelopen, wat me nogal heeft afgehouden van het doen van onderzoek. Het onderzoekend ontwerpen moest ik snel weer oppakken door dit project, en eerlijk gezegd heeft dit mijn ogen wel geopend. Zonder onderzoek (vooral naar de gebruiker) kun je al snel het doel uit het oog verliezen van wat nou eigenlijk belangrijk is.

Aan het begin van dit project was ik bijvoorbeeld heel erg bezig met de vraag 'welke features moet de website hebben?' en 'wat wil de opdrachtgever terugzien?'. Door het onderzoek naar de gebruiker kon ik echter een stap terug doen en naar gebruikersscenario's kijken. 'Hoe loopt een gebruiker door zo'n website?', 'Waarom komt een gebruiker op deze website?' en 'Wat verwacht een gebruiker te zien wanneer zij gebruik maken van de diensten?'. Zulke vragen zou ik mezelf nooit gesteld hebben zonder het onderzoek en de betrokkenheid van de gebruiker.

Dit heeft me veel meer inzichten opgeleverd dan ik ooit had kunnen krijgen zonder het onderzoek, en daardoor is mijn ontwerp ook anders geworden dan ik aan het begin van het project had verwacht. Ik heb veel aanpassingen kunnen maken aan het ontwerp dankzij de onderzoeksresultaten. Dit had ik niet verwacht, vooral omdat ik dit al een jaar had laten liggen. Ik ben heel positief verrast door de impact van onderzoek op een ontwerp en zou eerlijk gezegd niet meer terug willen naar het 'blind' ontwerpen.

Zelf reflectie

Ik ben zeer tevreden over de uitkomst van het project en hoe het is verlopen. Ik heb mezelf echt overtroffen met de ontwerpen en het onderzoek dat ik uiteindelijk heb gemaakt. Mezelf kennende ben ik nogal koppig, en wanneer ik me een project voorstel, zal ik niet snel afwijken van het eerste concept. Dit heb ik tijdens dit project vaker moeten doen, dit komt doordat ik van veel verschillende kanten verschillende inzichten heb gekregen. Ik ben dit niet gewend, waardoor ik anders heb ontworpen dan ik het afgelopen jaar heb gedaan. Het project was wel wat moeilijker dan dat ik me kon voorstellen, ik heb vaak genoeg avonden met een krakend brein moeten kijken naar de verschillende inzichten en deze tot een moeten maken, dit onder anderen ook waarom ik me zo trots voel op dit project.

Ik heb meer aanpassingen en iteraties gemaakt dan ik eerlijk gezegd ooit heb gedaan. De keuzes die ik heb gemaakt, zijn gebaseerd op de input van de directe en indirecte stakeholders, keuzes die ik niet in mijn eentje had kunnen maken. Dit heeft me echt heel veel geleerd en heeft me een nieuwe blik gegeven op ontwerpen voor zowel de opdrachtgever als de gebruiker.

Zoals ik eerder zei, ben ik vaak koppig, en ik ben blij dat ik dit heb kunnen loslaten en dat ik hierdoor heb kunnen leren.

Ik ben heel tevreden met het resultaat van mijn project en trots dat grote bedrijven zoals TP Vision, Philips en AOC dit ook zijn. Ik ben echt heel trots dat zij dit project daadwerkelijk gaan realiseren. Dit is voor mij een grote prestatie als ontwerper en het geeft me de bevestiging dat ik klaar ben voor de professionele werkvloer.