

**CASE STUDY: SIGNUP - A DESCRIPTION OF MY UX PROCESS TO CHANGE THE WHICH? SIGNUP PROCESS. THE PROJECT WAS PART OF A MASSIVE BACK END TRANSFORMATION PROGRAMME AND INCLUDED INTEGRATION WITH THE COMMIDEA CREDIT CARD PAYMENT PORTAL**



**1 DISCOVERY & RESEARCH**

Initial analysis of solution in place:  
Heuristics analysis, Best Practice UX,  
Competitor analysis, Stakeholder Interviews

**2 TECHNICAL/BUSINESS PROCESS MAPPING**

Complete mapping of the technical solution,  
examining requirements for user interfaces as well  
as all exit / entry points to the process

**3 UX JOURNEY DESIGN**

Consolidate on # form fields (LESS IS MORE)  
Form sectioned into manageable chunks  
Dynamic in-form field validations  
Postcode address lookup service  
Full transparency on costs  
Field level help / instructions / validation errors  
A/B Header component for marketing options  
All possible exits supported and monitored

**4 UI DESIGN & LOCAL TESTING**

Design followed by guerilla testing of the new paper  
design with a single design iteration planned

**5 IxD CONVERT TO HIFI PROTOTYPE**

Build the interview script (including localised  
variants on the tests) and then prototype for the  
research

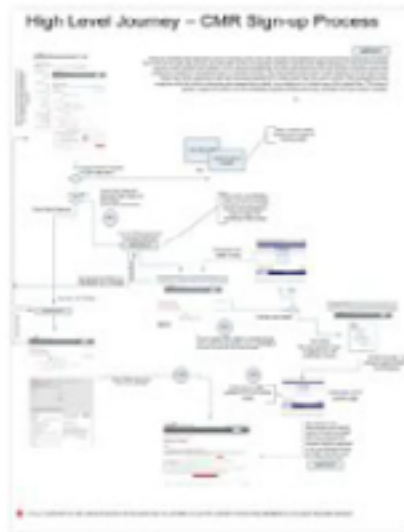
**6 USER RESEARCH**

Recruit to Persona, 12 interviews. Three  
Personas and 4 interviews per. Signup variants was  
completed as part of information journey / hitting  
the paywall journey (x2), coming from an  
advertisement

**7 FEEDBACK - ITERATE - PLAN**

After an iteration of amends for process, design and  
UX, for mostly minor amendments, the work was  
split into development epics and stories for sprint.

Tech / BA Process



Signup Form



Credit Card Payment



Welcome screen



IxD Journey Prototype

