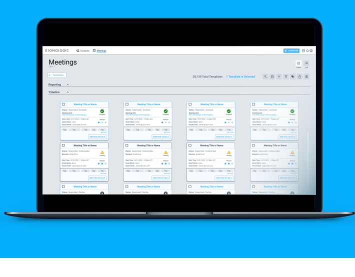
KRONOLOGIC™

AI calendar and scheduling automation



Automate timely scheduling of meetings for teams and individuals,

Tailor messaging with 4 years of proven templates and Generative AI,

Orchestrate across your tech stack at scale with AI to negotiate times.

Overview

The interesting thing about the Kronologic platform, at a first glance, was how over complicated the dashboard was. The inconsistency, non-responsiveness, and lack of a style guide was apparent. It was obvious that there was no Web 2.0 compliance or UI responsive standardization.

The initial problem solve was three fold.

First, to apply basic UX standardization to current pages and features with minimal re-engineering.

Secondly, re-define the process to create quick launch meetings for active and regular users and new independent persona. This features was called the "quick launcher".

Thirdly, define a new multi-device experience and environment for the independent and personal user persona. This initiative was labeled the "Sales Rep experience".

My Contribution

Lead UX Strategist

Lead Product Designer

As the lead UX Strategist and Designer I split my time between updating the current product as well as defining the scope of and creating a new channel of revenue.

Although I was a lone UX wolf as the only UX role in the organization, I was surrounded by passionate and collaborative engineering teams and leadership. I quickly built a relationship with various contributors through the organization to capture cross functional requirements and insights. By conducting collaborative weekly workshops with subject matter experts, executives, and leadership, I was able to build a consistent flow from discovery, to definition. Being such as small team, it was easy to get leadership input and determine direction clearly and efficiently.

Imagine
Explore the possibilities.

Discovery for the current product consisted of a use ability and compliant product audit to determine the scope of re-engineering. During this process we determined that in-order to correctly apply a MUI React design system would require the expertise of a dedicated front-end engineer.

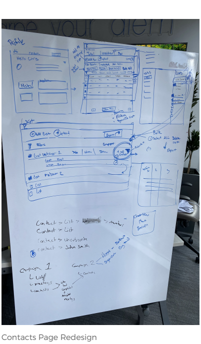
Interviews and relationship building with subject matter experts was applied to both core problems solve to enhance the current product as well as for the new channel and features.

Gathering Insights

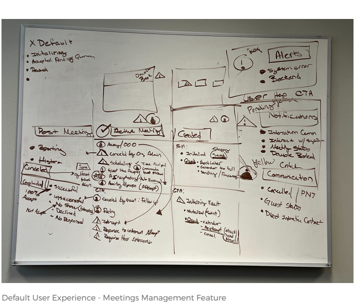
When given the opportunity it is immensely valuable to obtain insights from all parties, perspectives, and voices that interact with the product. I believe whole heartedly in collaborative workshops and white boarding rapid prototypes. Quickly placing elements in a rough sketch allows all participants to imagine how those elements would work together while enforcing design and composition best practices.

Having a means to simply capture insights without immediate analysis and problem solving allows patters to emerge. Observing behavioral patters allows for organic and inclusive prioritization.

Insight methodologies consisted of product demos, collaborative workshops, workflow observation, feature testing, and interviews.



Contacts Page Redesign



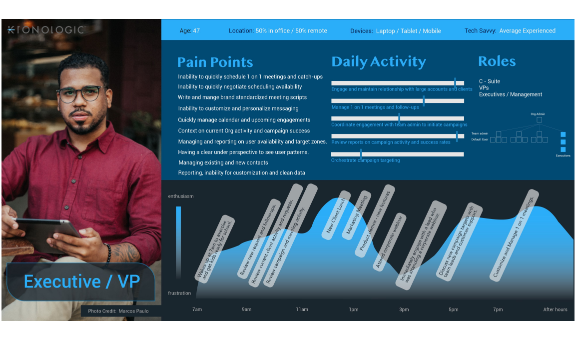
Default User Experience - Meetings Management Feature

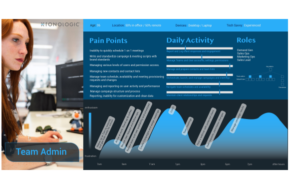
Defining the Scope

After determining a scope of work, prioritization and resources, I created a weekly process to go from insights to implementation. By creating a new design system and product branding guidelines I was able to provide clear direction for low-hanging fruit superficial UI lifts. This then allowed the opportunity to separate new feature creation based on the new MUI react library as a separate effort.

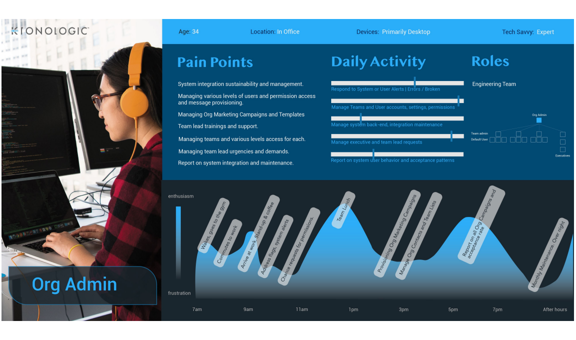
I was able to determine the need for simultaneous efforts.
The first being the application of new MUI design system to the entire product that did not rely on a UX re-purpose. The second being a more involved approach and reinventing the UX workflow for better user efficiency. I assisted the front-end engineers, one dedicated to each lift, by creating high fidelity mock-ups in figma, creating user cases, and defining UI rules documented for consistency and QA testing.

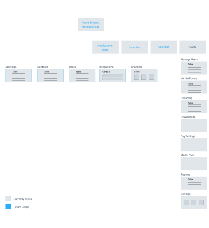
Personas & Journey Maps



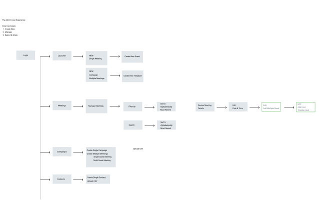


Team Admin Site Map

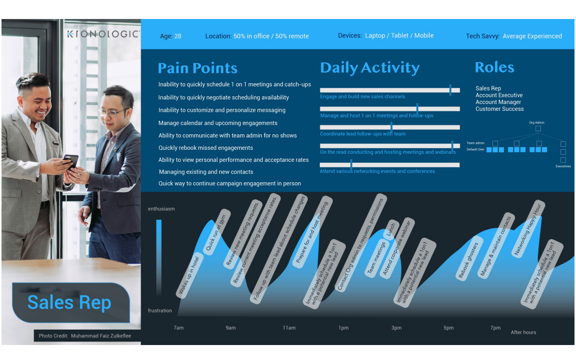


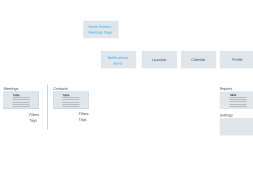


Org Admin Site Map

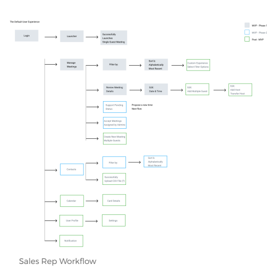


Org Admin Workflow



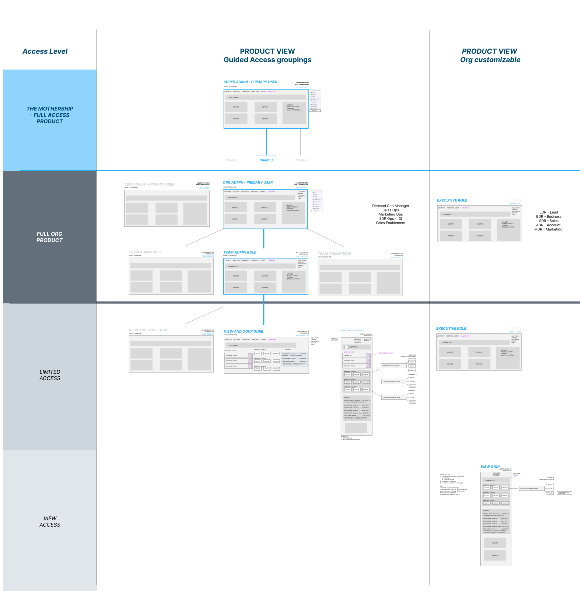


Sales Rep Site Map



Sales Rep Workflow

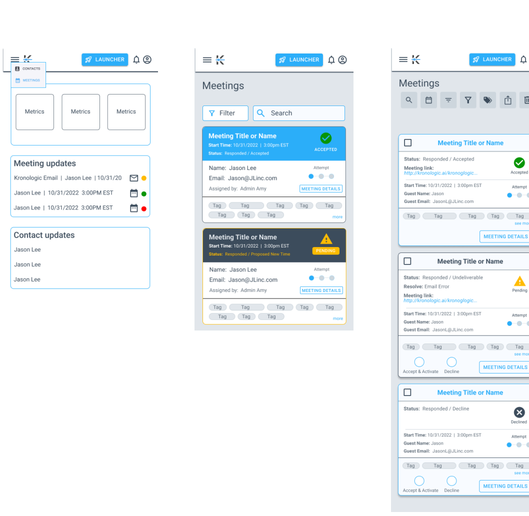
After conducting my research, my analysis concluded that the primary user that the product has been built for was not encompassing more individualistic user needs addressed by the executive teams. The product's core, enterprise focused workflow simply did not embrace the individual user's needs. Giving the user control of their own dashboard, activity and experience was a controversial issue with varying options. We began to evaluate each persona's experience and uses cases to determine the need for permissions based settings. This is where we took inspiration from Salesforce and their enterprise permissions classifications and labeling.

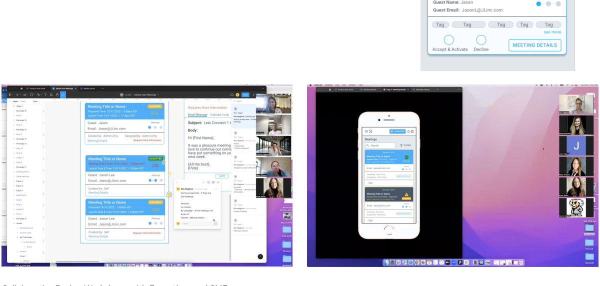


Ideate
Watch your ideas come to fruition

The Ideation phase was primarily focusing on the second and third problems incorporating start to finish UX ideation to create new features.

Meetings Management - Mobile





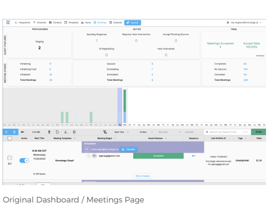
Collaborative Design Workshops with Executives and SMEs

Implement
Put ideas to action

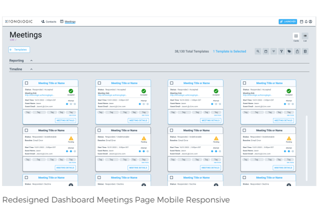
Solution 1: Product Re-Design

My first priority was to bring the current product up to standard. The most obvious first solution was to apply a responsive multi-device platform front-end foundation and apply web 2.0 standardization for accessibility.

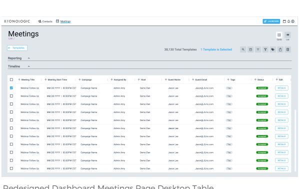
While working hand-in-hand with our development team, the solution of using an out of the box design React, MUI material design library would be the most cost & time effective solution. This created a bit of a strain for the traditional custom solution which was an easier sell to some leadership than others. However, it was communicated that before customization is the need for consistency and a sustainable core foundation. I implemented the design library by customizing elements and creating our own component library and design system in figma.



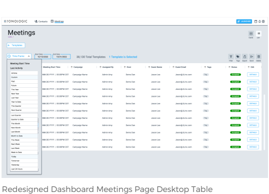
Original Dashboard / Meetings Page



Redesigned Dashboard Meetings Page Mobile Responsive

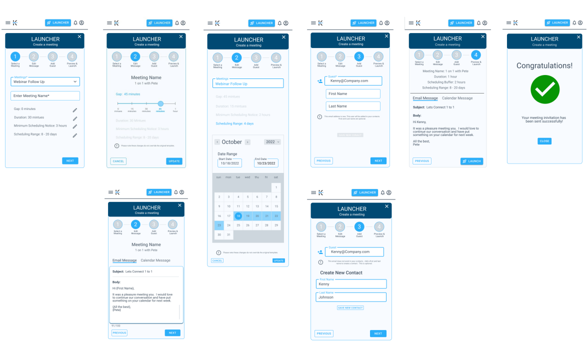


Redesigned Dashboard Meetings Page Desktop Table

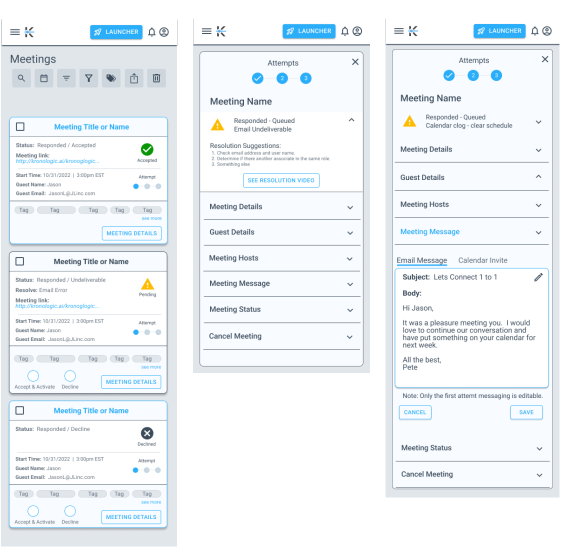


Redesigned Dashboard Meetings Page Desktop Table

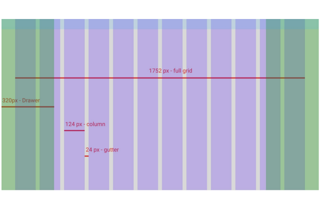
Solution 2: Quick Launcher New Feature

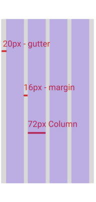


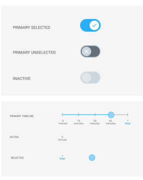
Solution 3: New Sales Rep Experience / Meetings Management

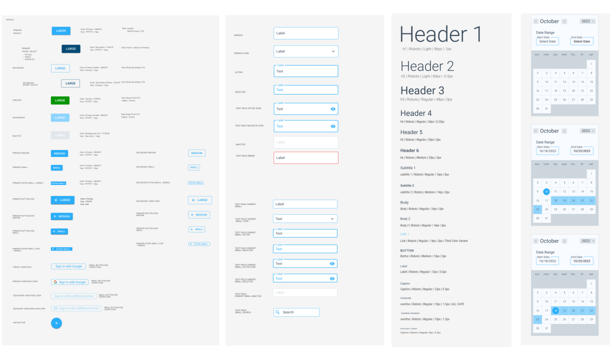


Design System









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