
Winter Internship FY23

Redesigning the VoCaaS Data Access Tool

Timeline

01
February

- Introduction to the team
- Briefing about DDS
- Research Strategy
- Competitor Analysis

03
April

- Redefining Problem Area
- Evaluating Current Tool
- Brainstorming
- Lo Fidelity Wireframing

02
March

- Conducting User Interviews
- Data Synthesis
- Cross Functional Collabs
- Finding Pain Points And Insights

04
May

- Wireframing
- Design Iterations And Concept Finalisation
- User Testing
- Stakeholder Validation

Background

01

01 - What is it?

This powerful tool allows the stakeholders to filter and download data pertaining to VoCaaS and CSAT surveys

02 - How is it used?

The columns tab allows users to select required headings for their excel sheet while the filter tab provides further classification through date, geography etc.

03 - Who uses it?

This tool is used mainly by several segment leads like premier, eSupport, dell.com, eCommerce etc. It is also used by some product designers.

The image displays two screenshots of the VoCaaS Data Access Tool interface. The top screenshot shows the 'Column Tab' where users can select columns for their Excel export. The interface includes a search bar, a list of columns with checkboxes, and a 'Selected Columns' panel. The bottom screenshot shows the 'Filter Tab' with various filters such as Start Time, End Time, Time Zone, Site Level, Purpose Of Visit, and Geography Hierarchy. A 'Proceed' button is visible in the bottom right corner of the filter tab.

Column Tab

Search

- Select All
- Survey Type
- Premier Status
- Alt Sub Region
- Browser
- Browser Version
- City
- ClickTale Link
- Complete Purpose Level 1
- Complete Purpose Level 2
- Complete Purpose Level 3
- Country

Selected Columns

Filter Tab

Start Time: 05/17/2022 12:00 AM
End Time: 05/17/2022 11:59 PM
Time Zone: GMT CST
Site Level:
Purpose Of Visit:
Geography Hierarchy:
Proceed

Extracted Data Tab

What Are The Objectives Of This Project?

01

Identify **immediate areas of improvement** to the existing V-Dat tool with user interviews and competitor analysis

02

Come up with **prototypes** to test the hypothesis

03

Contribute in **grooming and prioritizing features** for MVP and post MVP deliverables

04

Understand how to facilitate and **manage design constraints**

05

Develop a **holistic understanding of the organisation** through meetings in different cross-functional departments

SCREENS

To pick column headings for the extracted data

The screenshot shows the 'VoCaaS Data Access Tool' interface. At the top, there is a blue header with the Dell logo and the text 'VoCaaS Data Access Tool' on the left, and a user profile 'Natasha_Parekh' on the right. Below the header, there are three tabs: 'Column Tab' (highlighted in orange), 'Filter Tab', and 'Extracted Data Tab'. The 'Column Tab' is active, displaying a search bar and a list of columns with checkboxes. The columns listed are: Select All, Survey Type, Premier Status, Alt Sub Region, Browser, Browser Version, City, ClickTale Link, Complete Purpose Level 1, Complete Purpose Level 2, Complete Purpose Level 3, Country, Ease Of Use CES, and Tealeaf Link. To the right of this list are three arrows (right, left, and double left) for navigation. A 'Selected Columns' box is empty. A 'Proceed' button is located at the bottom right of the column selection area. A vertical 'Contact Us' button is on the far right edge.

3 tabs to get required data

To filter out date range, geography, segment

To display final data table with download option

The screenshot shows the 'Filter Tab' configuration screen. The 'Column Tab' is collapsed, and the 'Filter Tab' is active (highlighted in orange). It features several input fields: 'Start Time' (05/17/2022 12:00 AM) and 'End Time' (05/17/2022 11:59 PM), both with calendar icons and example text below them. To the right, there are radio buttons for 'Time Zone' (GMT selected, CST unselected), and dropdown menus for 'Site Level' (All), 'Purpose Of Visit' (All), and 'Geography Hierarchy' (All). A 'Proceed' button is on the right. Below the filters, the 'Extracted Data Tab' is visible but collapsed. A vertical 'Contact Us' button is on the far right edge.

The screenshot shows the 'Extracted Data Tab' with a data table. At the top, there are dropdowns for 'Download All' (set to 'Download'), 'Excel/CSV' (set to 'Excel/CSV'), and a 'Download' button. A 'Total Responses : 93' indicator is also present. Below this is a table with columns for 'Complete Purpose Level 3' and 'Country'. The table contains 13 rows of data. At the bottom, there are 'Previous' and 'Next' navigation buttons, and a page indicator 'Page 1 of 1'. A vertical 'Contact Us' button is on the far right edge.

Complete Purpose Level 3	Country
<input type="checkbox"/> Completed Purpose	Australia
<input type="checkbox"/> Completed Purpose	United States
<input type="checkbox"/> Unknown	United States
<input type="checkbox"/> Support Tools Problem	United States
<input type="checkbox"/> Unknown	United States
<input type="checkbox"/> Other	United States
<input type="checkbox"/> Completed Purpose	Brazil
<input type="checkbox"/> Completed Purpose	Brazil
<input type="checkbox"/> Completed Purpose	South Korea
<input type="checkbox"/> Completed Purpose	Mexico
<input type="checkbox"/> Customer Service Unable To Help	Japan
<input type="checkbox"/> Completed Purpose	Brazil

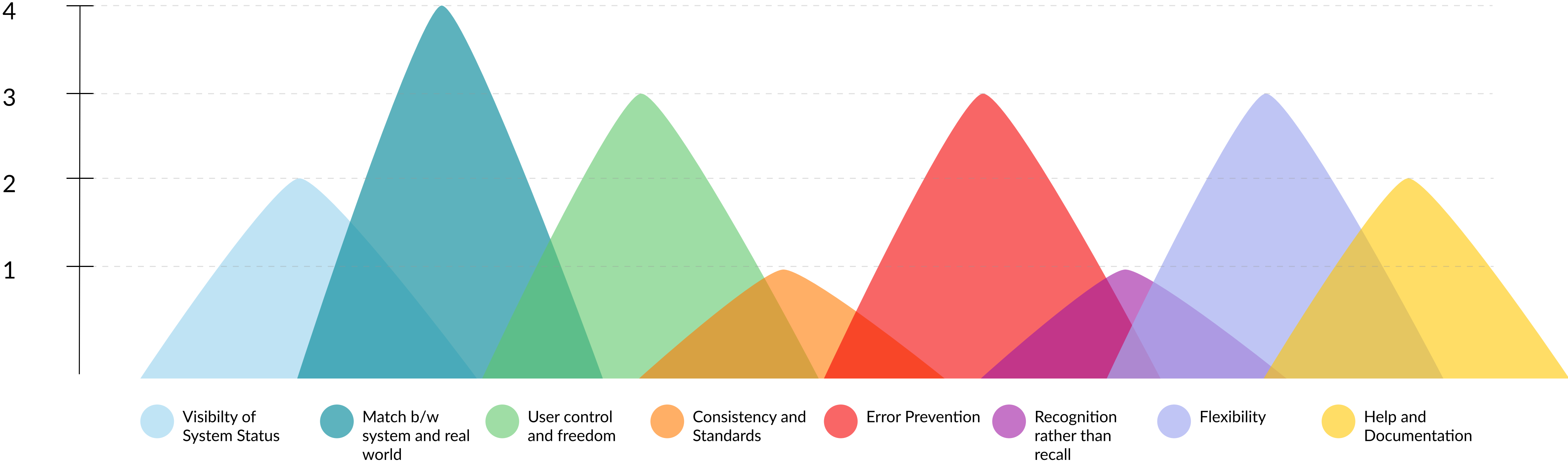
Problem
Evaluation

02

The Brief

Redesigning the VoCaaS data Access Tool to make it more intuitive and self-explanatory so that it can easily be used for the required purpose without any guidance.

Heuristic Evaluation



A 10 point heuristic evaluation chart was used to determine usability problems with individual elements and how they impact the overall user experience for the current V-Dat tool.

SEVERITY RATING

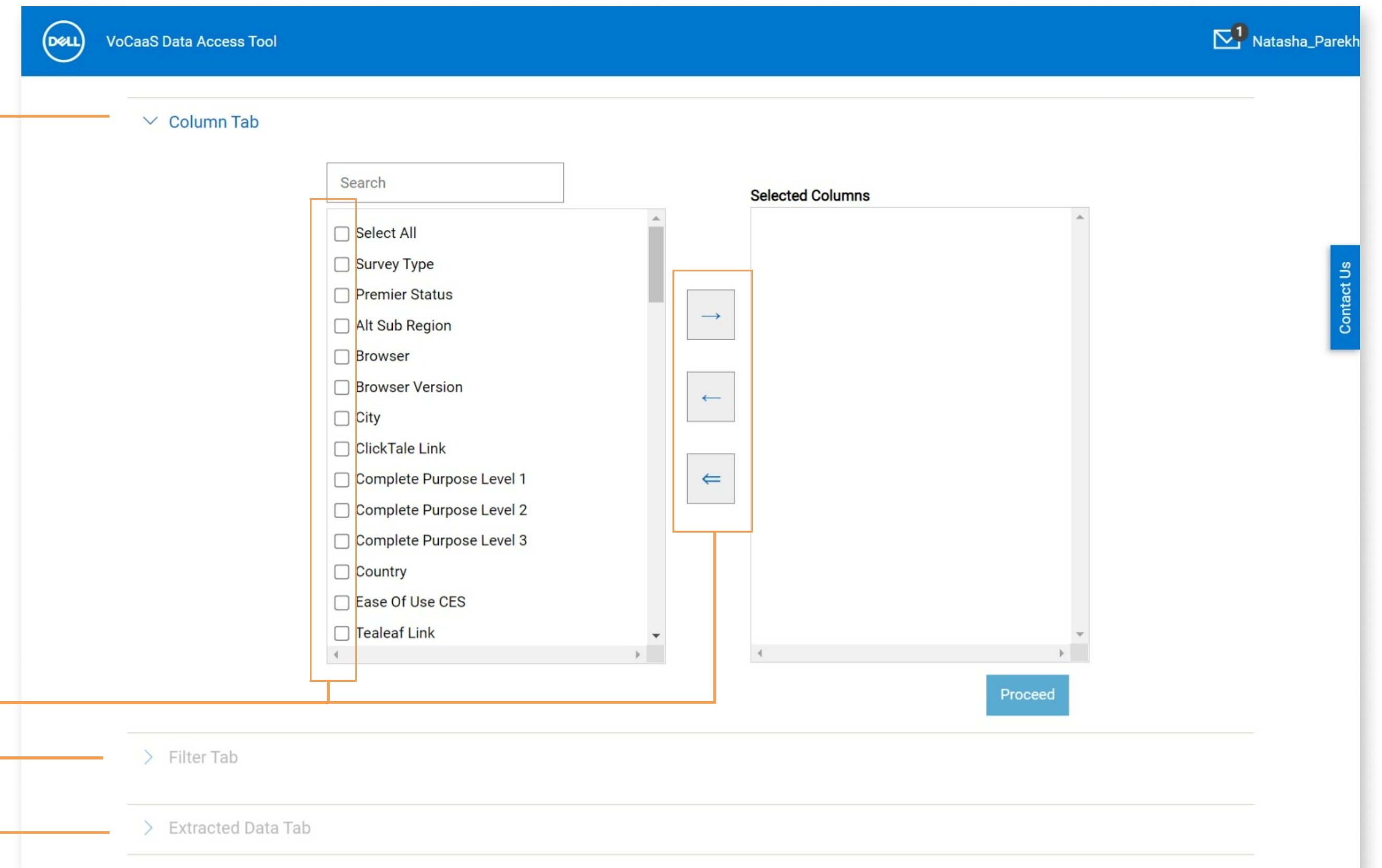
- 0** = I don't agree that this is a usability problem at all
- 1** = Cosmetic problem only: fix if time is available
- 2** = Minor usability problem: fixing this should be given low priority
- 3** = Major usability problem: important to fix, given high priority
- 4** = Usability catastrophe: fix this before product can be released

Heuristic Analysis

Choosing column headings before filters and segments makes the process hard to understand

Three different tabs increase ambiguity and take up more time

- Checkboxes and Arrows in the same tab is confusing
- No guide or alerts if users select only one



No save option for frequent users

Conducting Moderated User Interviews



Segment Leads

Routine

They regularly check the customer comments dashboard to keep a track of the CSAT score and make sure that there are no conflicts in their segment. Sometimes, on request, they are required to download historical data for a particular quarter or category which is then analyzed.

Goals

- To make sure that the CSAT score is high
- To understand and eliminate any problems in their segment
- To analyze survey data



Product Designers

Routine

They start off by using this tool to extract data on consumer pain points and issues. This data is then analyzed and validated to make sure that it supports their hypothesis for problem solving. Then the brainstorming to add features begins, followed by the designing process.

Goals

- To know the painpoints of users
- To get quantitative data to support their hypothesis

User Pain Points and Comments

- Intimidating Interface
- Arrows, checkboxes and 2 columns confusing in the columns tab
- Not enough filters in the filters tab
- Limited download capacity compells users to make multiple downloads
- No way to save the filter options that are frequently used
- No grouping of columns in columns tab makes it hard to filter
- No personalised experience for different segments and user groups

“I got very intimidated by the lack of guides when I tried using the tool for the first time”

“There were so many checkboxes, arrows and columns for just selecting the heading”

“I could not understand which options were relevant to my segment”

“There should be more choices in the filter tab which should come before I choose column headings”

Journey Mapping

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Onboarding and First Use How can they feel successful?	Regular Use How can they want to come back?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="859 602 1019 776">Explores the 3 different tabs</div> <div data-bbox="1119 620 1279 776">Can't move forward or see the next part unless columns are selected</div>	<div data-bbox="1479 620 1639 795">Explore Columns</div> <div data-bbox="1705 620 1865 795">Look for relevant columns</div> <div data-bbox="1932 620 2092 795">Select appropriate filters</div>	<div data-bbox="2222 602 2382 776">To choose custom filters for their segment</div> <div data-bbox="2449 602 2608 776">Selects same filters as last time</div> <div data-bbox="2675 602 2835 776">To get customized data for further analysis</div> <div data-bbox="2902 602 3062 776">To download data for multiple months</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="859 939 1019 1114">I do not understand how to progress from the first tab</div> <div data-bbox="1119 939 1279 1114">I would like an overall view of what I am looking at to figure out the tool</div>	<div data-bbox="1479 939 1639 1114">I don't understand where to find data for only my segment</div> <div data-bbox="1705 939 1865 1114">I select the columns that I will require</div> <div data-bbox="1932 939 2092 1114">I select the date range and geography etc</div>	<div data-bbox="2222 930 2382 1104">I have to make a list of filters that fall under my segment</div> <div data-bbox="2449 930 2608 1104">I have to waste a lot of time selecting the same filters every time</div> <div data-bbox="2675 930 2835 1104">I get a table of data for only my requested filters</div> <div data-bbox="2902 930 3062 1104">I have to reselect filters and download data for every month individually</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="859 1258 1019 1433">Columns Tab</div> <div data-bbox="1119 1258 1279 1433">Columns Tab</div>	<div data-bbox="1479 1258 1639 1433">Columns Tab</div> <div data-bbox="1705 1258 1865 1433">Columns Tab</div> <div data-bbox="1932 1258 2092 1433">Filters Tab</div>	<div data-bbox="2222 1258 2382 1433">Columns and Filters Tab</div> <div data-bbox="2449 1258 2608 1433">Columns and Filters Tab</div> <div data-bbox="2675 1258 2835 1433">Extracted Data Tab</div> <div data-bbox="2902 1258 3062 1433">Extracted Data Tab</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div data-bbox="879 1564 992 1677">😐</div> <div data-bbox="1139 1564 1252 1677">😐</div>	<div data-bbox="1499 1564 1612 1677">😞</div> <div data-bbox="1725 1564 1839 1677">😐</div> <div data-bbox="1952 1564 2065 1677">😊</div>	<div data-bbox="2245 1564 2359 1677">😐</div> <div data-bbox="2472 1564 2585 1677">😞</div> <div data-bbox="2698 1564 2812 1677">😊</div> <div data-bbox="2925 1564 3038 1677">😞</div>

Affinity Mapping

Poor Classification

Hard to find specific filters

Arrangement of columns very random

Too many subcategories inside each dropdown

Confusing Interface

Multiple arrow system is confusing

No guides or headings

Has to manually shift columns in extracted table

Date changing filter requires too many clicks

Info on loading screen while downloading is misleading

3 tabs for extraction increases ambiguity

Saving Options

No save by default for frequently used columns

Time consuming to select same columns everyday

Limited Downloads

Only data of 1 month can be downloaded in 1 go

Has to download data multiple times for historical data

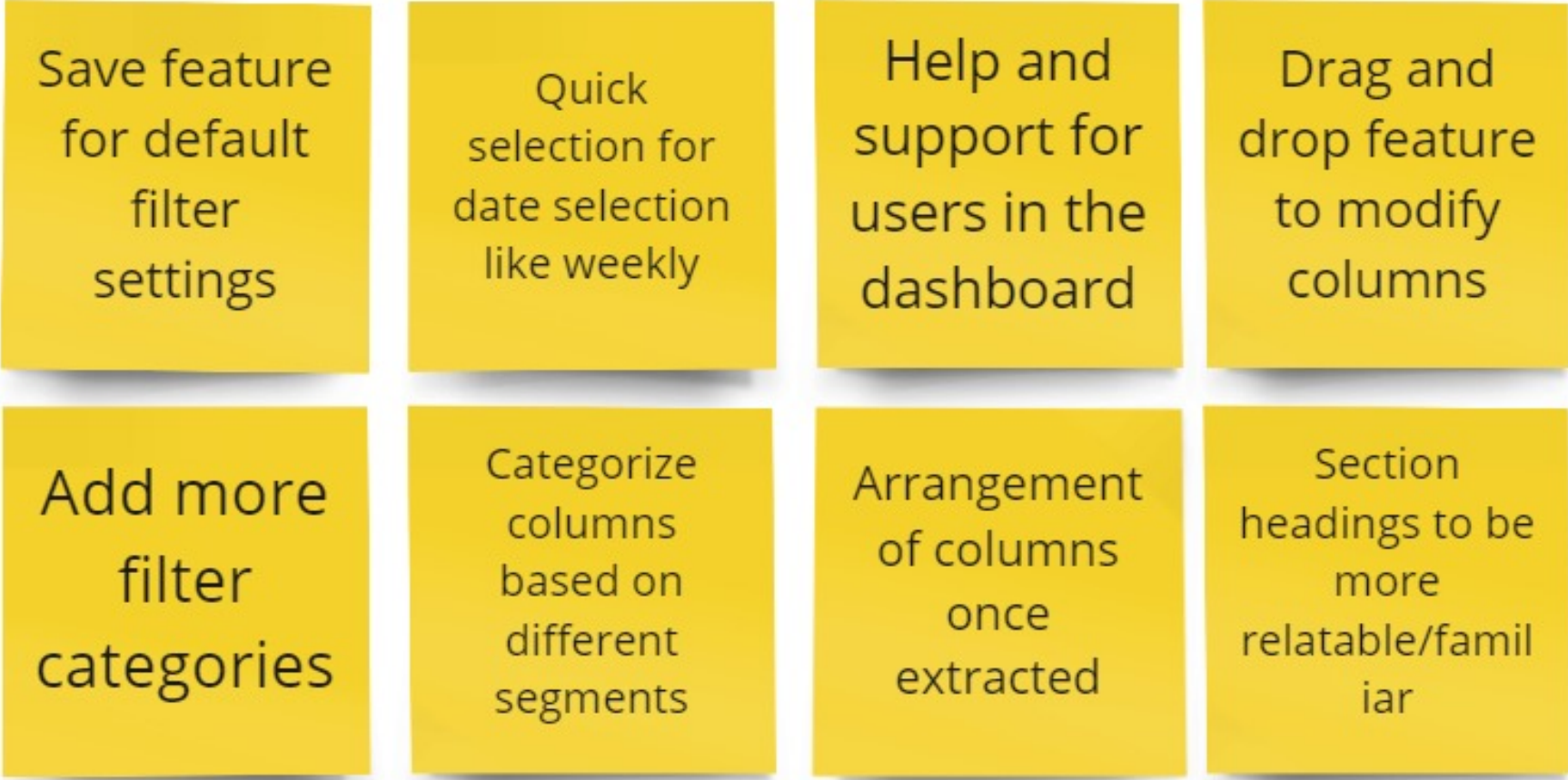
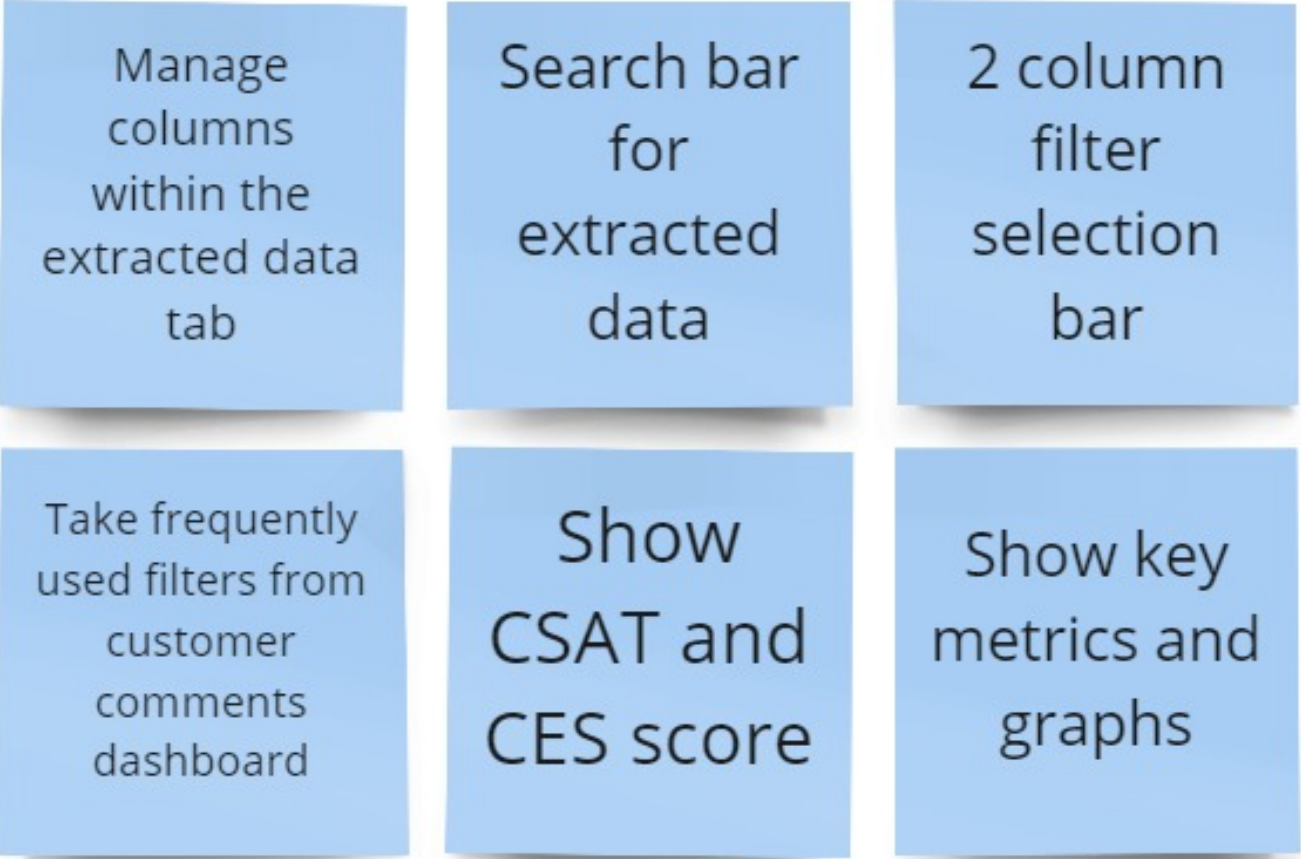
The Redefined Brief

- To make a single page layout for the tool
- Personalised filters for different segments
- Categorised columns for easy identification
- Save feature for frequently used columns
- Only most frequently used/most necessary filters to be shown to the users first

Keeping these points in mind, the tool has to be redesigned in such a way that it is easy for different segments to personalise their searches and make it more user friendly for anyone to extract data without help.

The Process

03

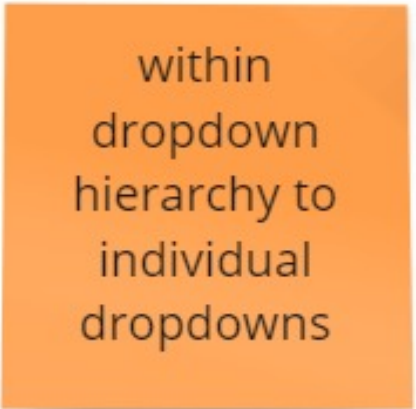


Adapt

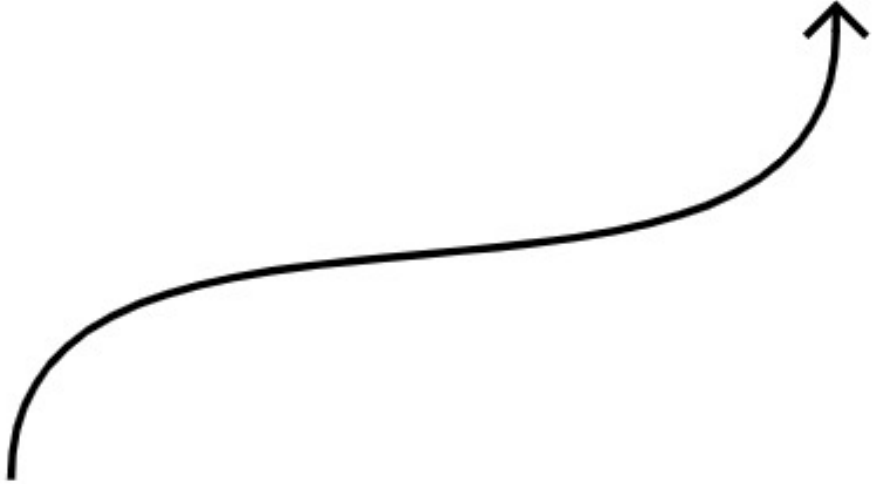
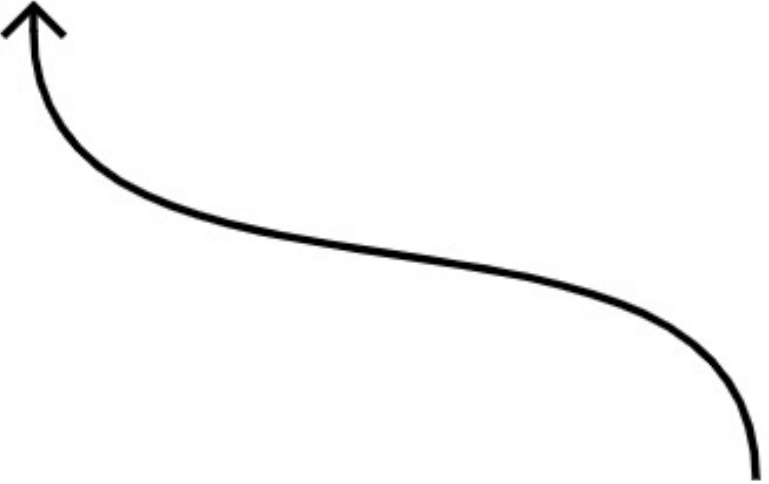
Modify

Combine

Substitute

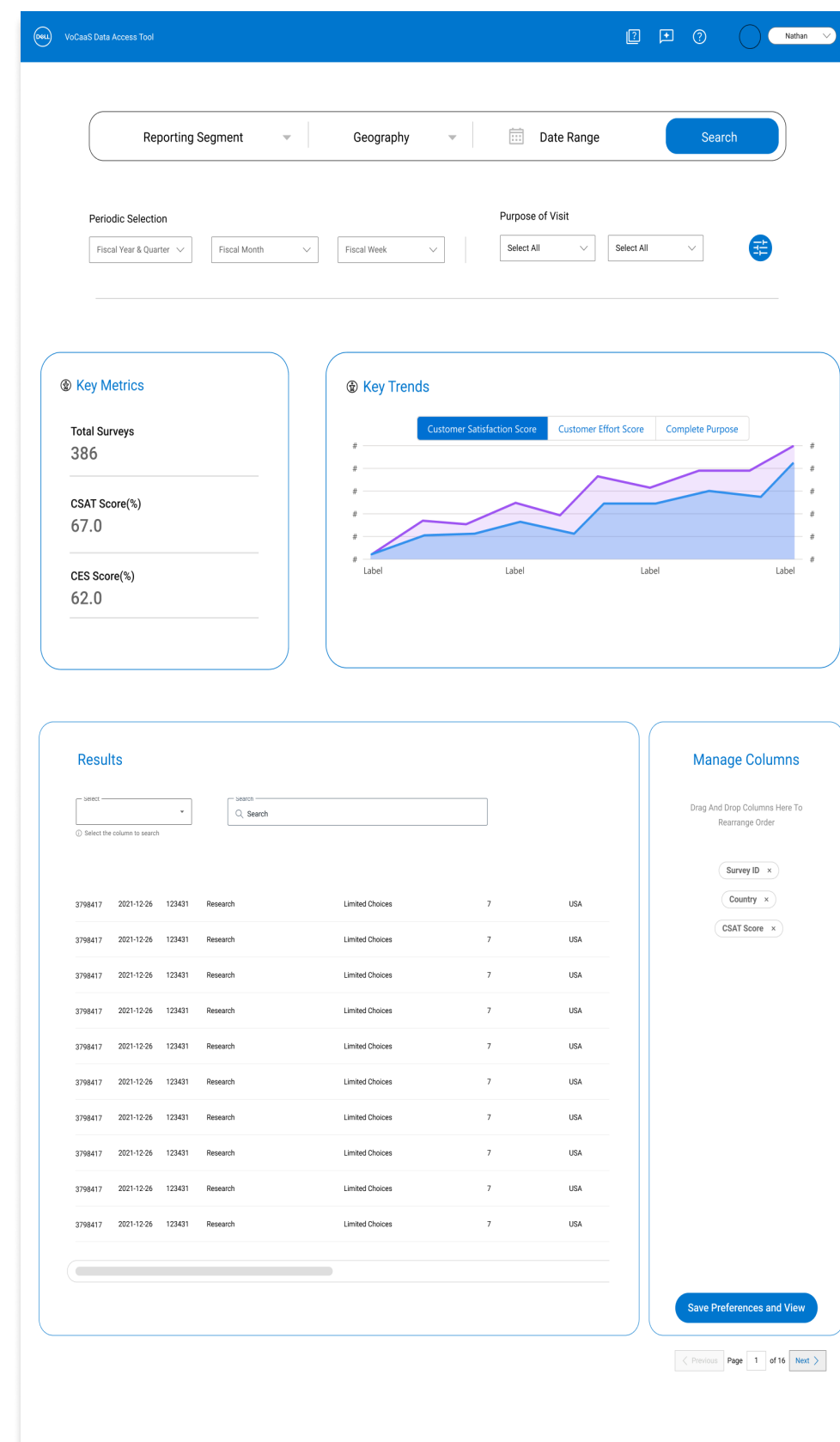


BRAINSTORMING



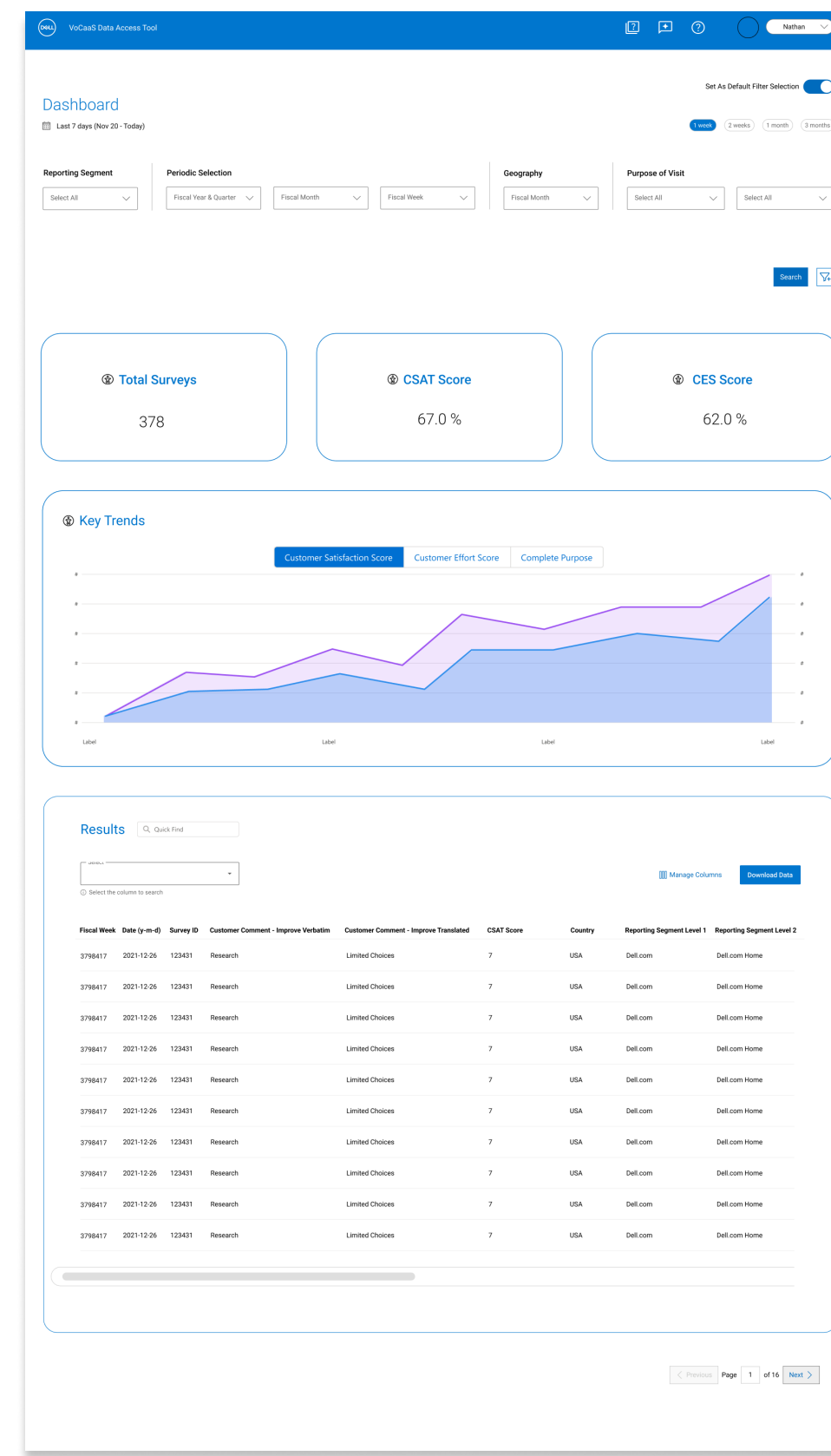
Wireframing

v1



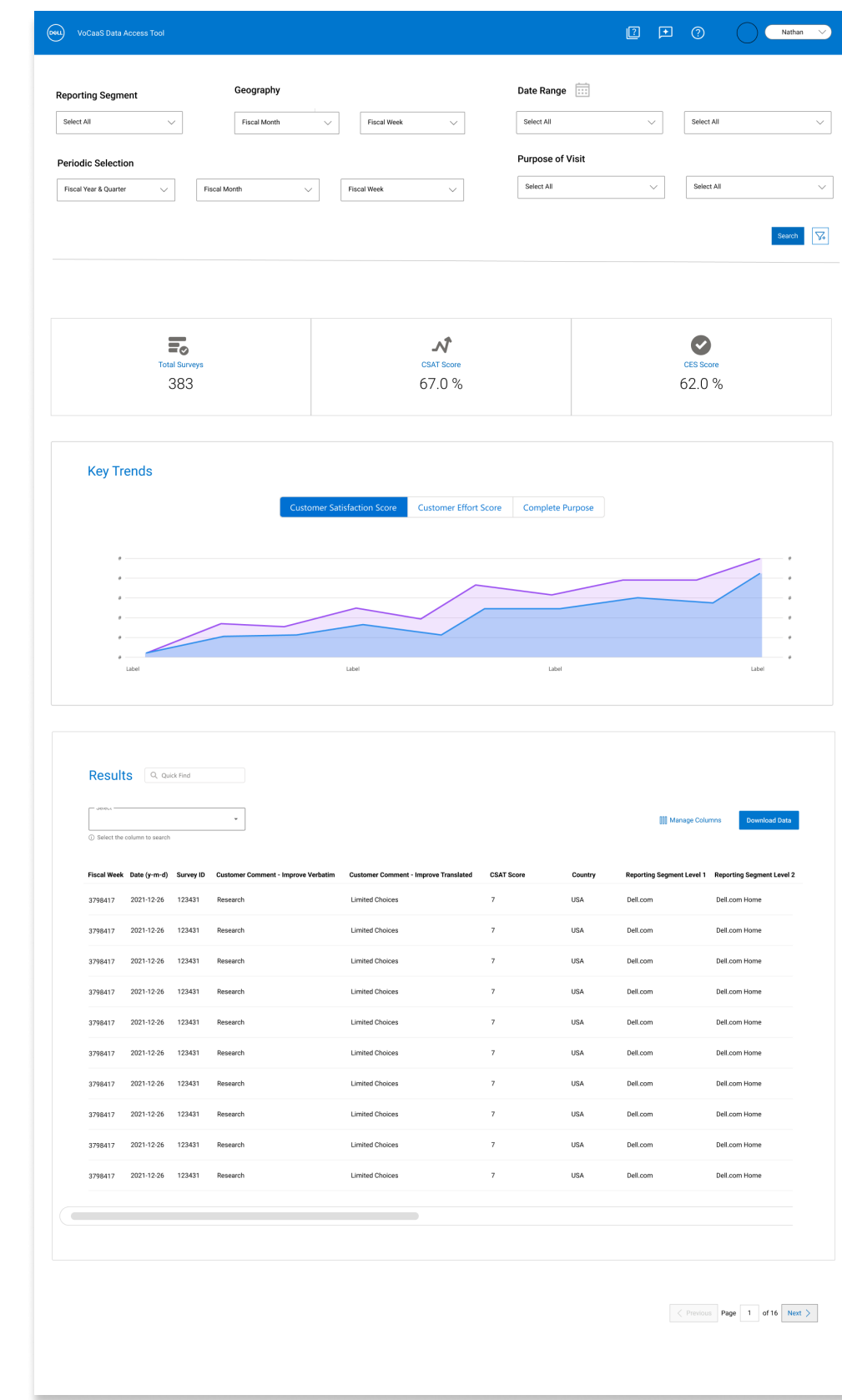
- Too much emphasis on primary filters
- Manage columns taking up space

v2



- Design language not aligned with DDS
- Primary filters not arranged acc to imp

v3



- No defining boxes for different sections
- Key Metrics confusing to read

Proposed Design

Before Stakeholder Validation

Insights from Stakeholders

- Date Range picker and quick range selection buttons to be clubbed together
- Manage Columns tab and downloads to be given more priority
- Quick Find search box for the extracted data tab
- Drag and Drop feature for rearranging columns in extracted data tab
- Functional changes in filter tab
- Segment wise columns to be provided in the extracted data tab

VoCasS Data Access Tool | Nathan

Filters | Last 7 days (Nov 20 - Today) | Search | 2 weeks | 1 month | 3 months | Set As Default Filter Selection

Reporting Segment: Premier

Periodic Selection: Fiscal Year & Quarter, Fiscal Month, Fiscal Week

Geography: APJC

Purpose of Visit: Select All

Additional Columns For Segments: Dell.com Info, Premier Info, eSupport Info

Product Hierarchy: Select All

Ease Of Use

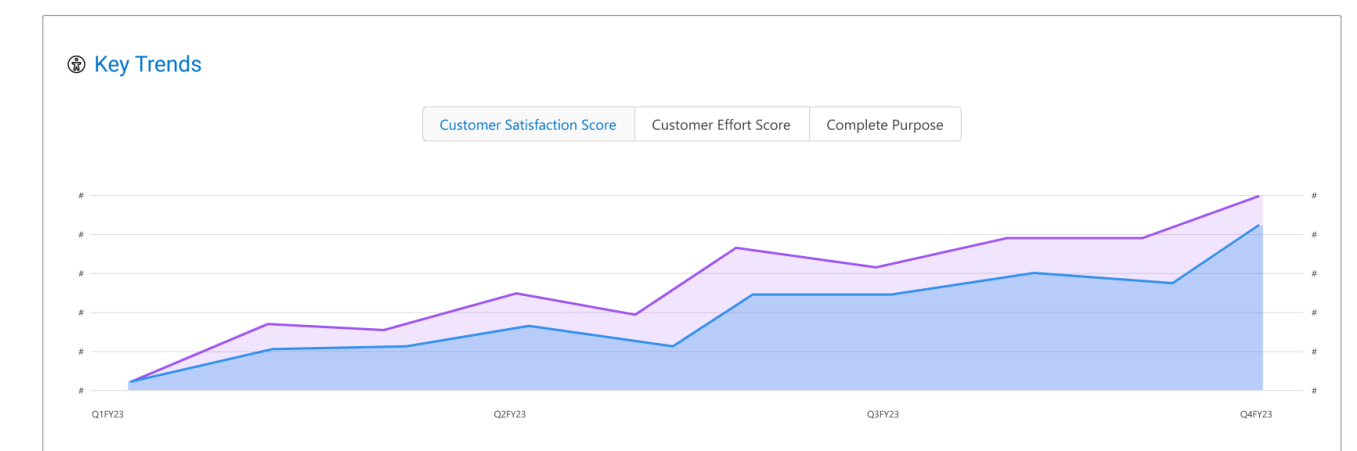
Complete Purpose: Level 2

Customer Feedback: Category, CSAT vs DSAT

Show CSAT Score | Show CES Score

Search | Collapse

Total Surveys	CSAT Score	CES Score
2383	67.0 %	62.0 %



Results

Select | Manage Columns | Download Data

Select the column to search

Fiscal Week	Date (y-m-d)	Survey ID	Customer Comment - Improve Verbatim	Customer Comment - Improve Translated	CSAT Score	Country	Reporting Segment Level 1	Reporting Segment Level 2	Purpose Of VI
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase

Previous | Page 1 of 16 | Next

Final Design

- A single page layout
- Relatable filter headings from the customer comments dashboard
- Filters arranged according to a new hierarchy based on insights
- Key Metrics and trends are highlighted
- Save filters option for frequent users
- Segment wise column selection
- Drag to rearrange columns option

VoCaaS Data Access Tool Nathan

Filters

Set As Default Filter Selection

Last 7 days (Nov 20 - Today) 1 week 2 weeks 1 month 3 months

Reporting Segment

Premier

Periodic Selection

Fiscal Year & Quarter Fiscal Week

Geography

APJC

Purpose of Visit

Customer Feedback

Category CSAT vs DSAT

Product Hierarchy

Complete Purpose

Content/Info Missing

Ease Of Use

[Collapse](#) [Search](#)

Total Surveys

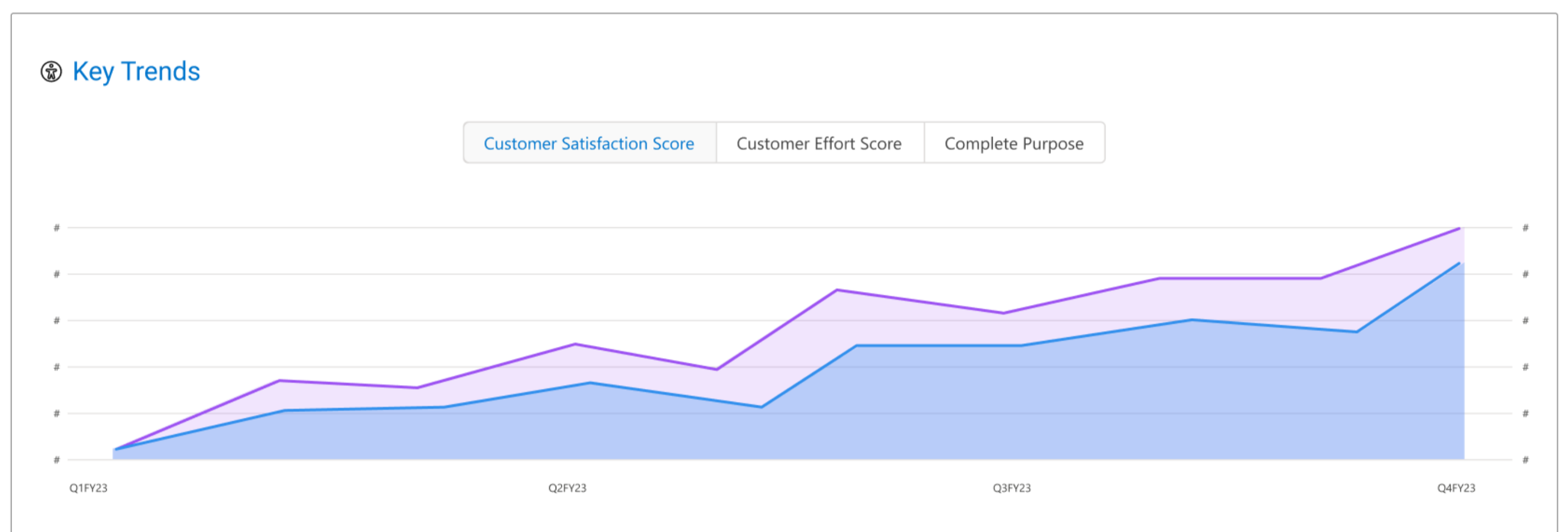
2383

CSAT Score

67.0 %

CES Score

62.0 %



Results

Manage Columns [Download Data](#)

Select Segment wise filter selection

Select the column to search

Drag and Drop within the table to rearrange order

Fiscal Week	Date (y-m-d)	Survey ID	Customer Comment - Improve Verbatim	Customer Comment - Improve Translated	CSAT Score	Country	Reporting Segment Level 1	Reporting Segment Level 2	Purpose Of VI
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase
3798417	2021-12-26	123431	Research	Limited Choices	7	USA	Dell.com	Dell.com Home	Purchase

Final Iteration
After Stakeholder Validation

Next Steps

More User Feedback and Testing

Presenting It To The Product Team

Finalising The Prototype

Sending To Developers

Challenges and Learnings

- **Cross Functional Collaborations**

Working with stakeholders from different segments with different opinions

- **Conducting Moderated User Interviews**

Brushing up my listening and speaking skills

- **Following A Fixed Design Language**

Learnt how to follow the DDS while making new designs

- **Prototyping In Figma**

Learnt how to use the prototyping tool to make realistic workflows

Thank You For Your Time

ASK ME ANYTHING