Innovation meets UX
Incorporating UX methodology into a collaborative platform for teams looking to create innovative concept pitches

About Parlay
Parlay Concepts is a start-up company that houses the Parlay web app, a collaborative workspace where individuals and teams can bring innovative ideas to life by following a guided process to evolve ideas into sound business and product concepts.

Our Research Question
How can we improve the Parlay web app to enhance the user experience?

Evaluation
How can user research reveal the pros and cons of Parlay's existing design?
1. Heuristic evaluation
2. Usability test kit
3. Usability testing
4. Analysis (affinity diagram)

Ideation
How can we improve the page layout to help users quickly access features?
1. Initial + Refined sketching
2. Participatory design session
3. Finalized sketching

Design
How can we revise existing designs to create a user-friendly interface?
1. Wireframing
2. Lo-Fi prototyping
3. Guerilla usability testing
4. Hi-Fi prototyping

Main Findings
The following main issues from the wireframes informed our final design.
1. Confusing Terminology
2. Unintuitive Edit Button
3. Confusing Information Button
4. Unclear Purpose of Mark Complete
5. Organization
6. Navigation

Final Designs
Phase Overview Page
Phase Subpage