

PB

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Product Designer / Experience Designer

Design Portfolio

# CASE STUDY

THIS IS A SELECTION OF MY DESIGN WORK, THE PROJECTS  
ARE RELEVANT FOR THEIR INDUSTRY AND SERVICES

01

Friseur  
Legler

02

*Style Fishing*

# DESIGN PROCESS

Design principles I follow are from Jakob Nielsen, Susan Weinschenk and Steve Krug



# Friseur Legler

2013-2016 UX Design



This project was a complete redesign of a business website for a German Hair salon. The brief was to keep the design similar to the old website as well as to use the old logo; the colour scheme had to be blue-white-black. The first design was done in 2013, the webpage has been since updated a few times to match the current UX good practices and client content updates.

## My roles

- ✓ Setting goals and objectives
- ✓ Conducting research
- ✓ Define use cases and create scenarios
- ✓ Define information content
- ✓ Create site map
- ✓ Define site structure
- ✓ Design wireframe
- ✓ Create mock-up
- ✓ Design prototype
- ✓ Conduct user testing

# REVIEWING THE OLD



## What do we have and what is the plan?

The client had an old website and wanted a new design for his hair salon, the first and obvious step was to check what the client loves and hates about his current page. The next step was to get to know the clients wishes for the new page,. In this case the old logo should be used, the main colour for the website should be blue, the pages needed to be on the shorter side and the design should be modern with a retro feel to it. This is also an important moment to get to know the client in order to produce easy understandable material.

## What are the users of the site?

What are the users of a hair dresser website, what do they want to find, what to they expect when visiting the page, what do they love and what to they hate? The best information for a user-friendly website comes from identifying the audience in a detailed manner and by building personas and creating scenarios.

# ANALYSING

## Competitor websites and users have important data!

Competitor research analysis plays an important role in getting to know strengths and weaknesses, what looks good, what looks bad, what works, what does not and how are their web rankings. I also like to choose 5 test subjects and make a simple testing questionnaire about the competitors website, it gives me a good view of what the user wants.

# CONTENT MANAGEMENT

## Creating the site map

The site map allows to visualize what has been learned from building personas and creating scenarios. This allows me to see how the user navigates through the site and what kind of content will be needed.

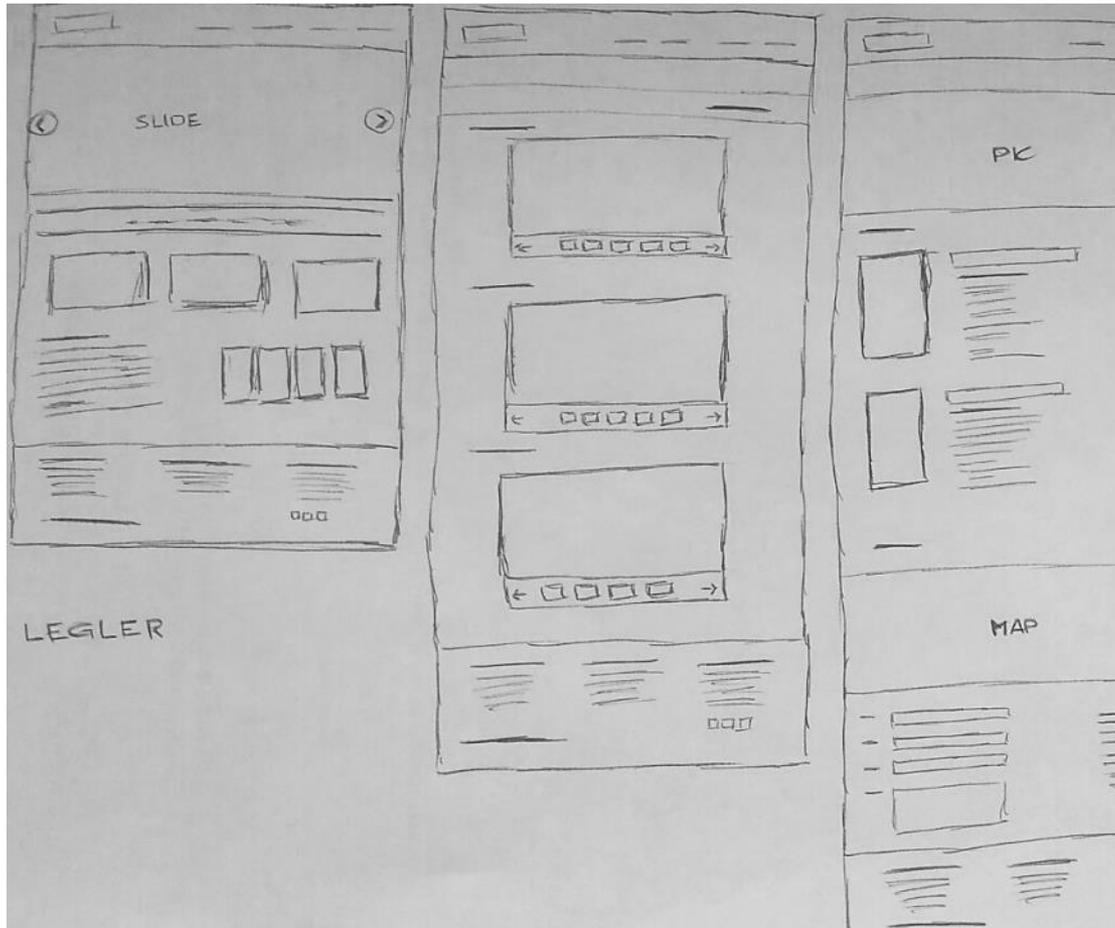
## What content does the page need?

Here I again review the old website, what content needs to stay and what is redundant. The goal is to keep only the most important content for an easy overview and at the same time check what is missing. At this stage I also decide what goes where and define the page structure.

# WIREFRAME

## When pen and paper sketching?

Paper prototypes are a fast way to get an early validation and visual feedback, I almost always start to sketch with pen and paper because I can easily make changes before I start designing high-fidelity wireframes.

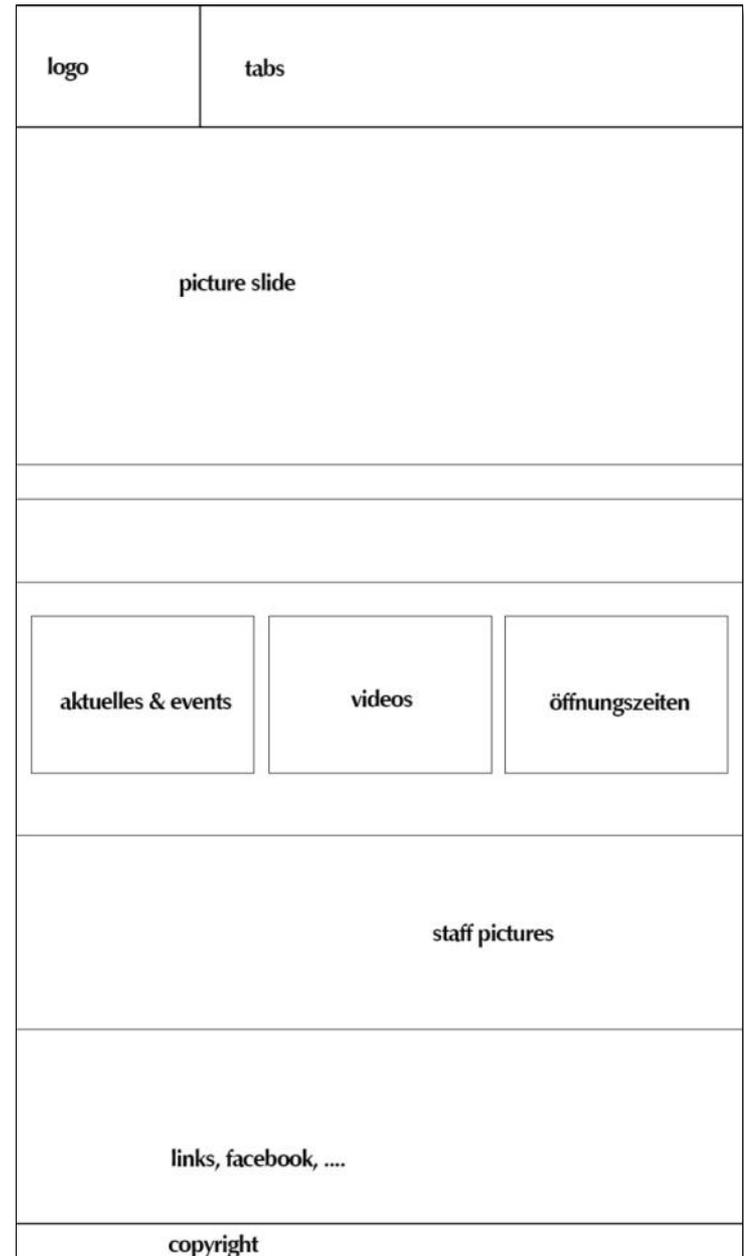


# WIREFRAME

## Low-quality or high quality?

I approach each new design with a review of the client in order to decide what would be the best type of wireframe the client would understand. In this case I went with a very simple and low-quality wireframe.

It is at this stage extremely important to get user feedback on the wireframe in order to make sure I start off with a user-friendly design. With all the user knowledge gathered I go over to design a high fidelity wireframe and do another test on understandability with 1 or 2 users.



# MOCK-UP

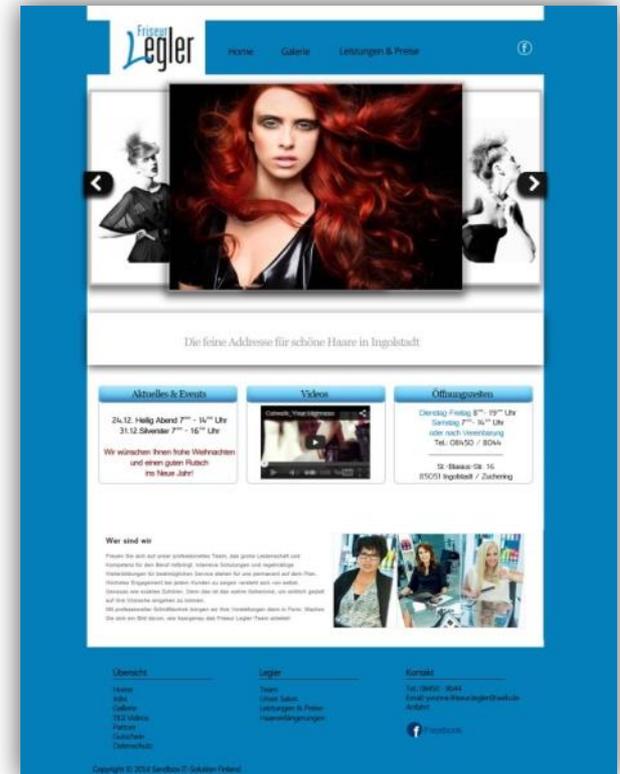
## Designing the Mock-up

The Mock-up enables me to see with much more detail and colour what the final UI might look like. Now I can easier communicate functionalities to stakeholders. Whether I create a high-fidelity or start out with a low-fidelity depends entirely on the project and the client. My mock-ups are always adjusted to the client, not every client can understand every type of mock-up.

# PROTOTYPE

## Out with the old and in with the new

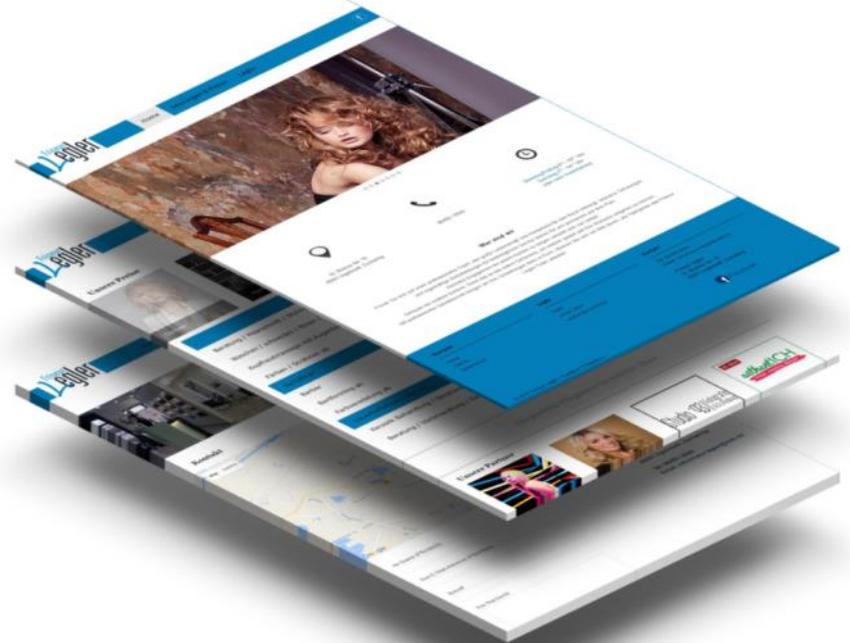
This is the moment when the new website can be visually appreciated, at this stage I put the design through different types of usability tests and make the final changes according to the new findings. Jakob Nielsen's 10 heuristics are the usability guidelines I use in my projects.



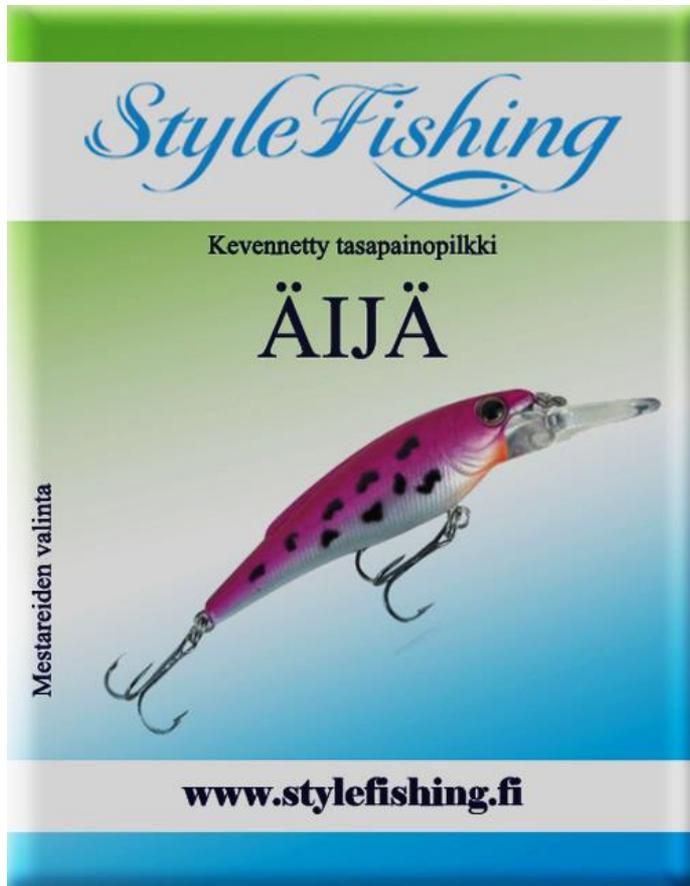
2013

THE FINAL PRODUCT

2016



[www.friseur-legler.com](http://www.friseur-legler.com)



# StyleFishing

Packaging design

A fishing company located in Helsinki, Finland requested a packaging design for their fishing hooks. One goal was to merge the business concept and visual design in a way that organically showcases the hooks, lures and baits.

My roles

- ✓ Setting goals and objectives
- ✓ Conducting research
- ✓ Sketch concept
- ✓ Design high-fidelity product
- ✓ Follow-up and support

# Review

## What do we have and what is the plan?

The client is an experienced and in Finland well-known ice fisher. He imports hooks and needs a package design in order to sell the hooks B2B or B2C. He already had a logo design and an idea what colours he wanted to use.



*Style Fishing*



## What are the users?

The design process has been done by focusing on user-centred design instead of product-centred design. The design needs to be appealing to the users eye as well as showcase the products in six different package sizes.

# PROTOTYPE



# THE FINAL PRODUCT



[www.stylefishing.fi](http://www.stylefishing.fi)

# THANK YOU VERY MUCH

For more information about me check out

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