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BrunelOne is a B2C web to print solution, which allows customers to create own designed posters, flyers, leaflets, business cards and much more for their business needs.

Date: 2017

Client: Brunel Promotions, Bristol





What makes this project unique?

The system required an integrated photoshop look alike designer tool and a complex web to print workflow that provides customers a clear process which ends with multiple payment gateway options.

Roles & responsibilities

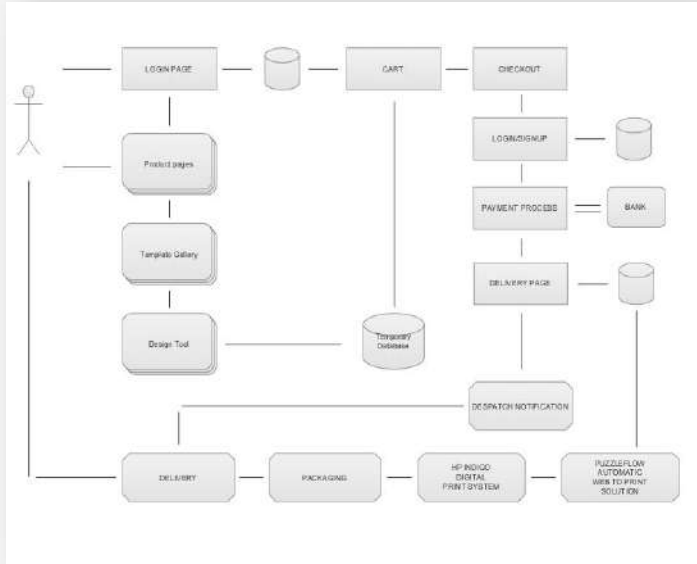
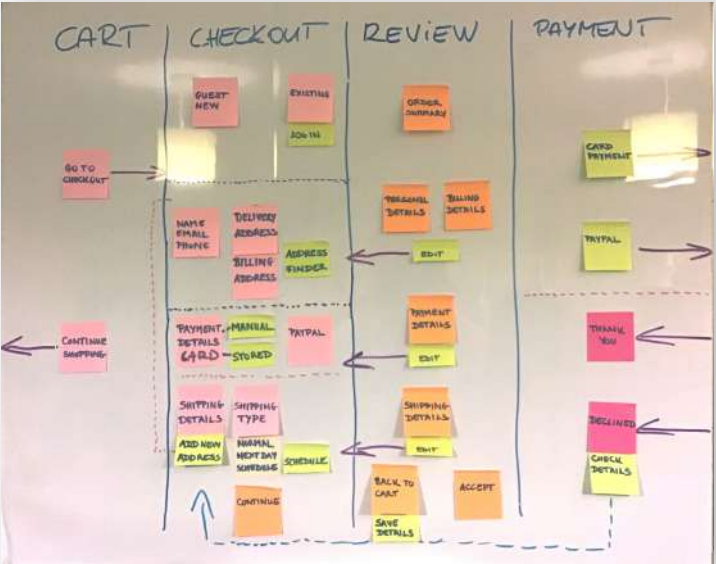
UX Designer & Product Owner
Conduct and analyse user research sessions
Develop paper and digital wireframes
Create low fidelity prototypes for multiple functionalities
Agile/Scrum integration and support the development team
Usability testings

Customer Insights & Ideation

User journey and functional maps

- 01 RESEARCH & WORKFLOW
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & PROTOTYPE
- 04 VISUAL DESIGN

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PAYMENT GATEWAY AND PAGE FUNCTIONS

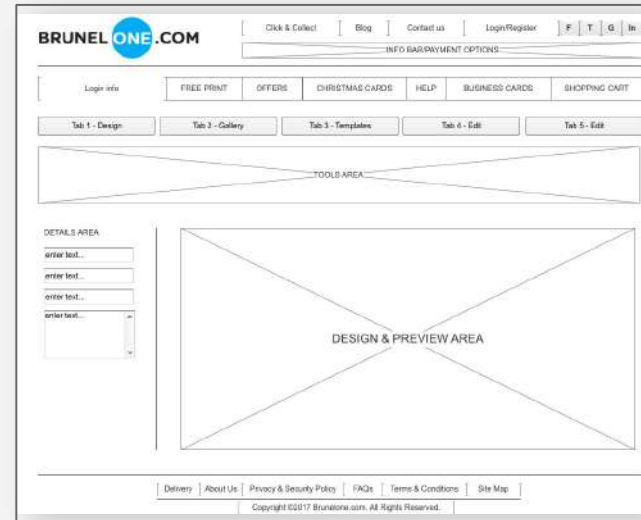
Create full mappings about the payment gateways and the page options

Creating rich wireframes

Deliver lo-fi click through prototype

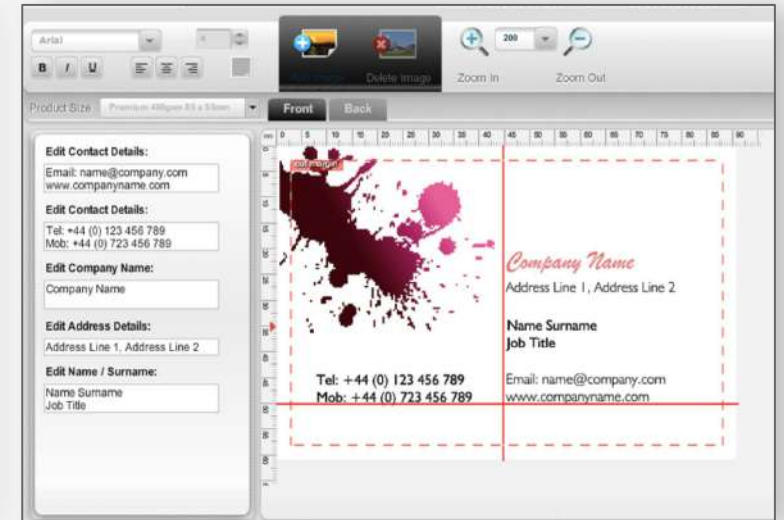
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WIREFRAME

Click through wireframe for user testings
content development and interactions



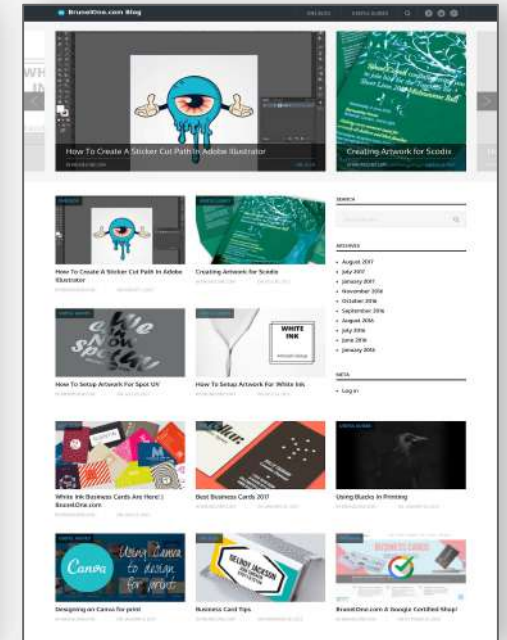
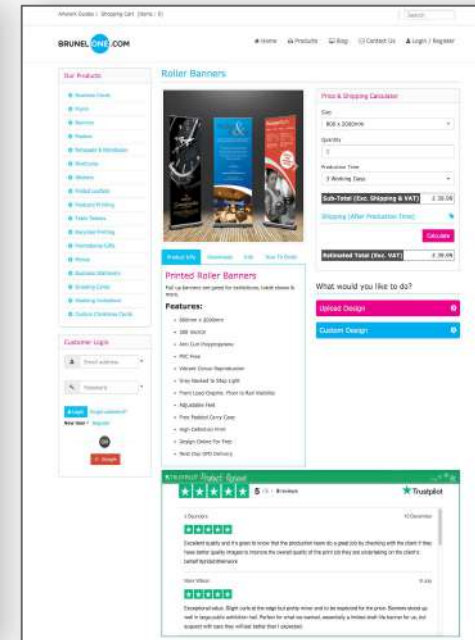
LO-FI PROTOTYPE

Prototype model for the integrated Photoshop
look-alike designer tool and the design library

Visual design for responsive web Drupal and payment integration

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VISUAL DESIGN
Provide visual design, UI libraries, design brief and css/html for the developer team