



UX FIELD GUIDE

OCTOBER 2019

EZLYNX GOAL



AGENCY IN THE CLOUD

Ability to run their entire organization from a laptop. EZLynx should be the smartest agent that the agency has. No need for CSRs, Producers, etc.



API Driven

All common backend features should have an API-driven interface.



Reusable Components

Teams should design components to be reusable as much as reasonably possible.



Leverage Automation

Design new feature to be available via Automation Center if it's practical.



Insight Driven

Build features with the goal of giving agents insight and actionable data, not just CRUD screens.

EZLYNX DESIGN PRINCIPLES

PRODUCT

These are the guidelines we will follow for any EZLynx product that we design today and in the future.



Consistent

Set guidelines for how the app as a whole will look.



Streamlined

Reduce the number of steps to accomplish a certain task.



Intuitive

Users should not require a manual or have to call support.



Guided

Show users the features they need, when they need it.



Responsive

Works great on every device from a mobile phone to a 27" display.



Tailored To Millennials

Millenials grew up in the Gig economy. They expect minimal on-boarding, guided workflows, and intuitive UIs.

UX TEAM GUIDING PRINCIPLES

These are the guidelines the UX team will follow when designing any new features or products.



Validation Over Intuition

We strive to be data-informed. We will do user research and use analytics to inform our decision.



Design For Scannability

Make it easy for users to quickly scan the app and see what they're looking for.



Accessibility For All

Accessibility is about more than just designing for the blind. As our user base gets older and more diverse, we need to design with everyone in mind.

OUR PROCESS



Discovery

Goals
Stakeholder interviews
User interviews
Shadowing
Existing documents
Existing screens



Analysis

Personas
User flows
Content inventory
Feature inventory
Information architecture



Ideation

Whiteboard
Sketches
Paper prototypes
Mockups
Coded prototypes
Designs
Design systems
Pattern libraries.



Engineering Feedback

Review with engineers to determine feasibility

Review with design system team

Coordinate with engineers during development



Usability Testing

Local
Remote
A/B testing.



Analytics

FullStory
Splunk
Google Analytics.

OUR TOOLS

DOCUMENTATION



Design System

We document all design guidelines for layout, animation, color, styling in our design system



Confluence

Document all interactions with customers and stakeholders, especially user research and usability testing.

PROTOTYPING



UXPin

All interactive mockups should be done in UXPin. This allows the entire organization to collaborate without creating pockets of isolation.



Adobe CC

Illustrations, graphics, and everything else.

ANALYTICS



FullStory

We are rolling out FullStory for all product analytics to help us understand how our users are using the features we've released.

ux@ezlynx.com