CASE STUDY

Simplifying to Scale

Client: Global Maritime Cybersecurity Startup
Service: Product Intelligence for UX-Driven Differentiation

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A global maritime cybersecurity startup experienced rapid product expansion, which inadvertently led to feature bloat and a complex user interface. This complexity resulted in user confusion and significantly lengthened task completion times for crew members onboard ships, negatively impacting operational efficiency.

Initial analytics revealed that key workflows required an excessive number of clicks (up to 14 in some cases), far exceeding industry benchmarks and indicating a severe usability problem.

Direct user feedback further highlighted difficulties in locating essential controls and a steep learning curve, particularly for new crew members joining a ship.
With the potential for hindered global adoption, the critical challenge was to streamline the user interface, improve usability, and optimize workflows. This required leveraging competitive benchmarks and direct user insights to inform design decisions and prioritize development efforts.

Approach.

I employed a user-centric and data-driven approach to redesign the client's user experience:

- Competitive UX Benchmarking: Performed a comprehensive UX audit across seven competitors, benchmarking navigation patterns, feature hierarchies, and overall user interface design to identify best practices and areas for improvement.

- Direct User Observation: Conducted concurrent user sessions to capture qualitative feedback directly from crew members in their operational environment, validating identified pain points, and gathering insights into desired enhancements.

- Quantitative User Behavior Analysis: Utilized heatmap analysis and session recordings to gather quantitative data on user behavior, providing hard data to reinforce proposed redesign decisions and prioritize changes based on actual usage patterns.

- Crew-Centric Navigation Prototyping: Developed crew-centric navigation prototypes, specifically highlighting the top 10 most critical features and workflows identified through user research and competitive analysis.

- Iterative Design and Implementation: Collaborated closely with product and engineering teams to phase out low-value elements and implement the redesigned interface, piloting the changes with front-line users and iterating based on real-time feedback.

Key Deliverables.

- Delivered a competitive UX benchmark report analyzing 7 competitor interfaces.
- Conducted and analyzed 10+ concurrent user sessions with crew members.
- Produced heatmap analysis and session recording reports highlighting key usability issues.
- Developed 3+ crew-centric navigation prototypes for the redesigned interface.
- Managed 2+ rounds of user testing and iteration with front-line crew members.

Results.

The implementation of the redesigned user interface yielded significant improvements in user experience and operational efficiency:

- Reduced Support Requests: Post-launch analytics revealed a 30% reduction in UI-related support tickets, demonstrating the improved intuitiveness and ease of use of the new design.
- Increased User Engagement: Daily active users among shipboard teams increased by 25%, indicating greater user satisfaction and more frequent utilization of the platform due to the streamlined workflows.
- Improved Customer Satisfaction: Net Promoter Score (NPS) feedback showed a 12-point rise post-launch, reflecting a significant improvement in overall customer satisfaction with the user experience.
- Faster Task Completion: Task completion time in key operational scenarios was reduced by 30%, directly contributing to increased productivity and efficiency for crew members

key takeaways.

- Employing user-centric competitive intelligence methodologies is crucial for uncovering hidden usability obstacles and identifying opportunities for UX improvement.
- Leveraging benchmark-driven design principles and competitive analysis accelerates stakeholder consensus and facilitates informed decision-making during the redesign process.
- Establishing continuous feedback loops with end-users and incorporating iterative design practices is essential for sustaining long-term UX improvements and ensuring ongoing user satisfaction.