

Vera Martins



Manage your administration
in one place

You will be able to read, pay, archive and organize your documents.

Make connections with partners

The more connections you make, the more documents you receive via doccle.

doccle!

Keep all your documents in one place.

Documents

Archive

Home

Subhead: Tap to remove filters



Telenet
You bill
38,00 €

6 days

Acerta
Payslip - 2019 May ...

Acerta
Payslip - 2019 May NL ...

Type something
One line example

Type something
One line example

Type something
One line example



Documents

Connections

Connections

MY CONNECTIONS

Personal connections

House Leuve
Telenet

Payslip w
Acerta

Redesigning for accessibility

UX Research, UX & UI Design



June	14	2015
July	15	2016
August	16	2017
September	17	2018
October	18	2019
November	19	2020
December	20	2021

Scan & Pay

G.D.Peter
Paid on 28/03/2019

4,00 €

4,00 €

9:41 AM

Skip

Outroteste

+ teste

Date: December 2019 - February 2020

Client: **Doccle**, Belgium's biggest online **administration platform** (2020)

Users: Between **18 to 65+** years old and need to be residents in Belgium

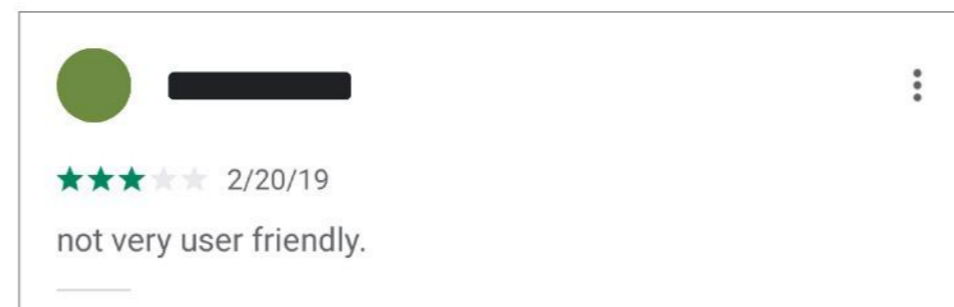
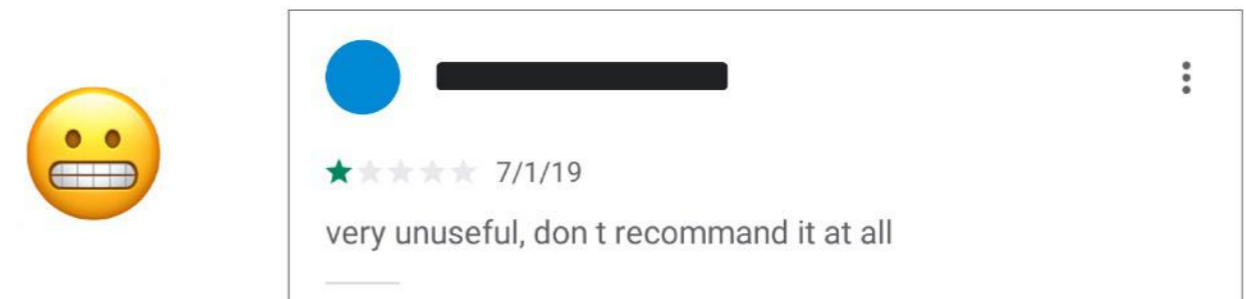
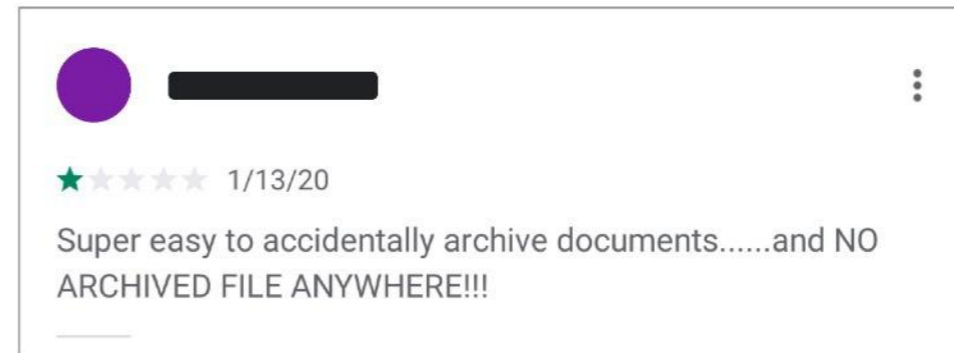
Role: I worked on this project as a **UX and UI designer** and, later on, as a **tester**. For the implementation phase, I worked with two external and remote developers (Android and iOS).

Scope: The initial goal of this project was just to be **dark mode compatible on the iOS app** due to some restrictions from Apple. I **went a bit off-board of my responsibilities** and **planned the sprints and made them work according to budget and roadmap availability**. This to show stakeholders that **we could do more** than just convert colours for dark mode compatibility. Changes that will help Doccle immediately and others, on the long run.

Surprise!: One side effect has been the increase usage of the categories feature. Our Docclers have been adding and creating more categories to their documents.

Pain Points

- Not very easy to understand (feedback from Google Play Store and App Store)
- Not easy to use (feedback from Google Play Store and App Store)
- Accessibility issues, especially regarding the colour contrast and clickable areas (concerns from me and Andy, our iOS developer, also an advocate for accessibility :))



Going with the flow

Research

Accessibility

Material Design

HIG, (Human Interface Guidelines)

Keep in mind that if new components are introduced they need to work on the web app

∞

Analysis

Go over all the users' feedback (Stores; Support; colleagues)

Understand the pain points

How can we fix them - keep web app in mind

Can we fix them in one go?

Go over all the screens and flows

Be mindful of developers' time regarding cleaning up the code

Understand technical constraints from both OS

What can we do with the time we have? -> Prioritize

Design

High fidelity prototypes

Creation of Design System

Documentation for consistency

Follow up during development

Test

Post-release follow up

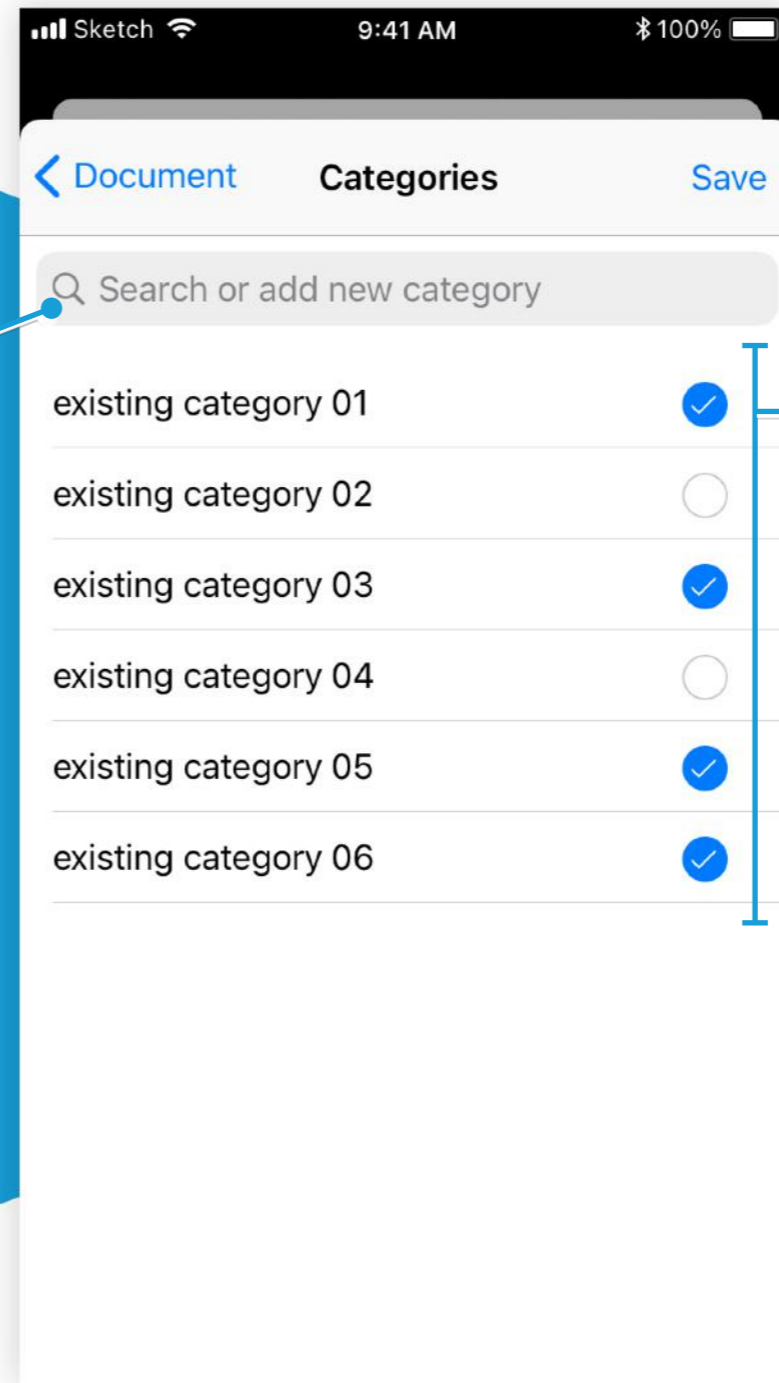
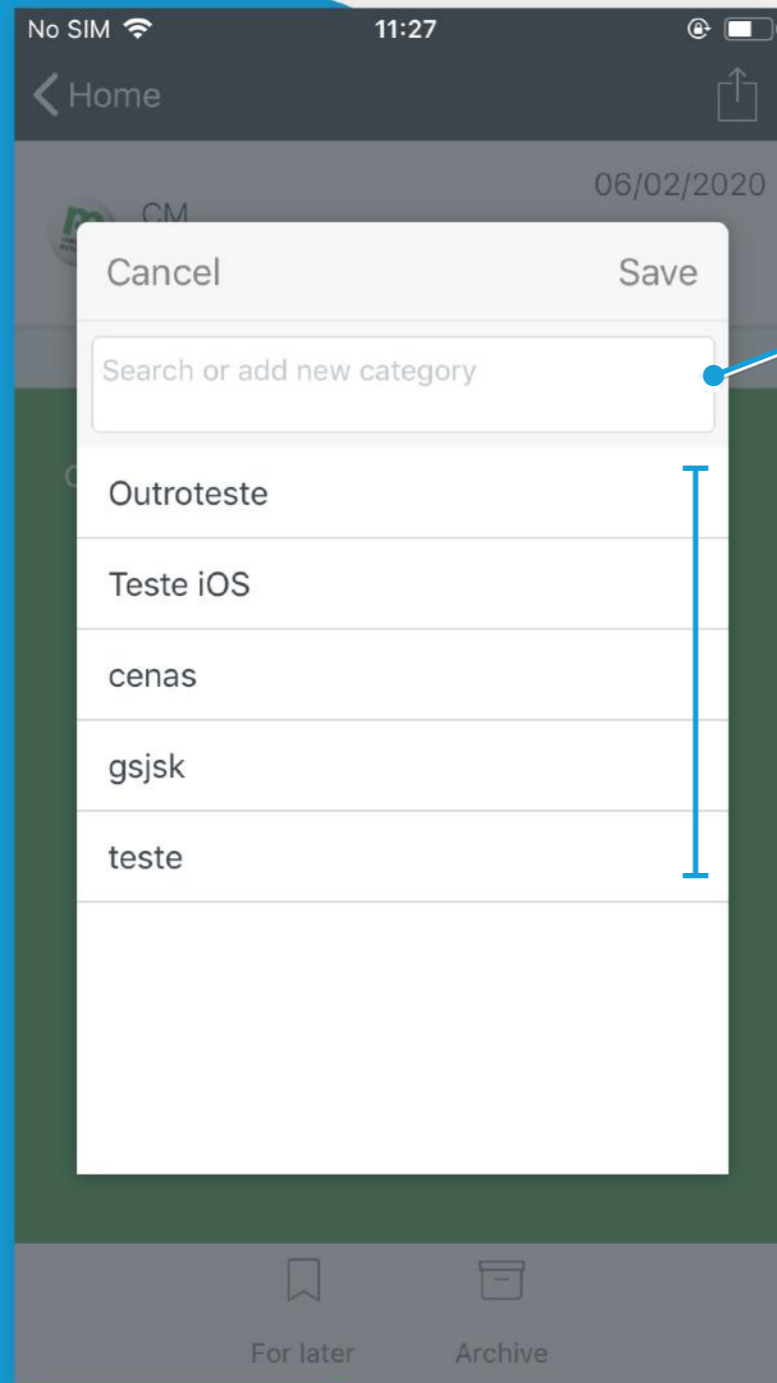
Check users' feedback

check ratings

check analytics

Help planning next sprints according to learnings

Native search component *



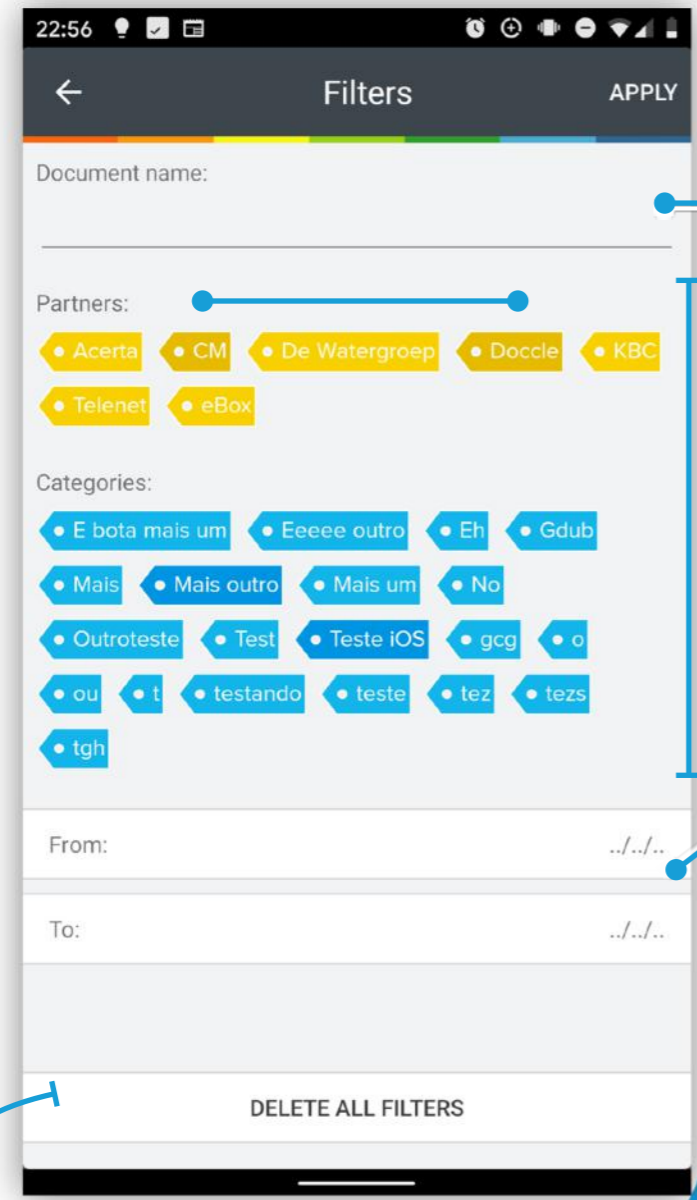
More clear that it's possible to select the categories*

Native modal as from iOS 13*

* Use of native components to the OS, makes for distinguishable and predictable actions. And helps reducing cognitive load from the people using the app.

* Again, all native components.

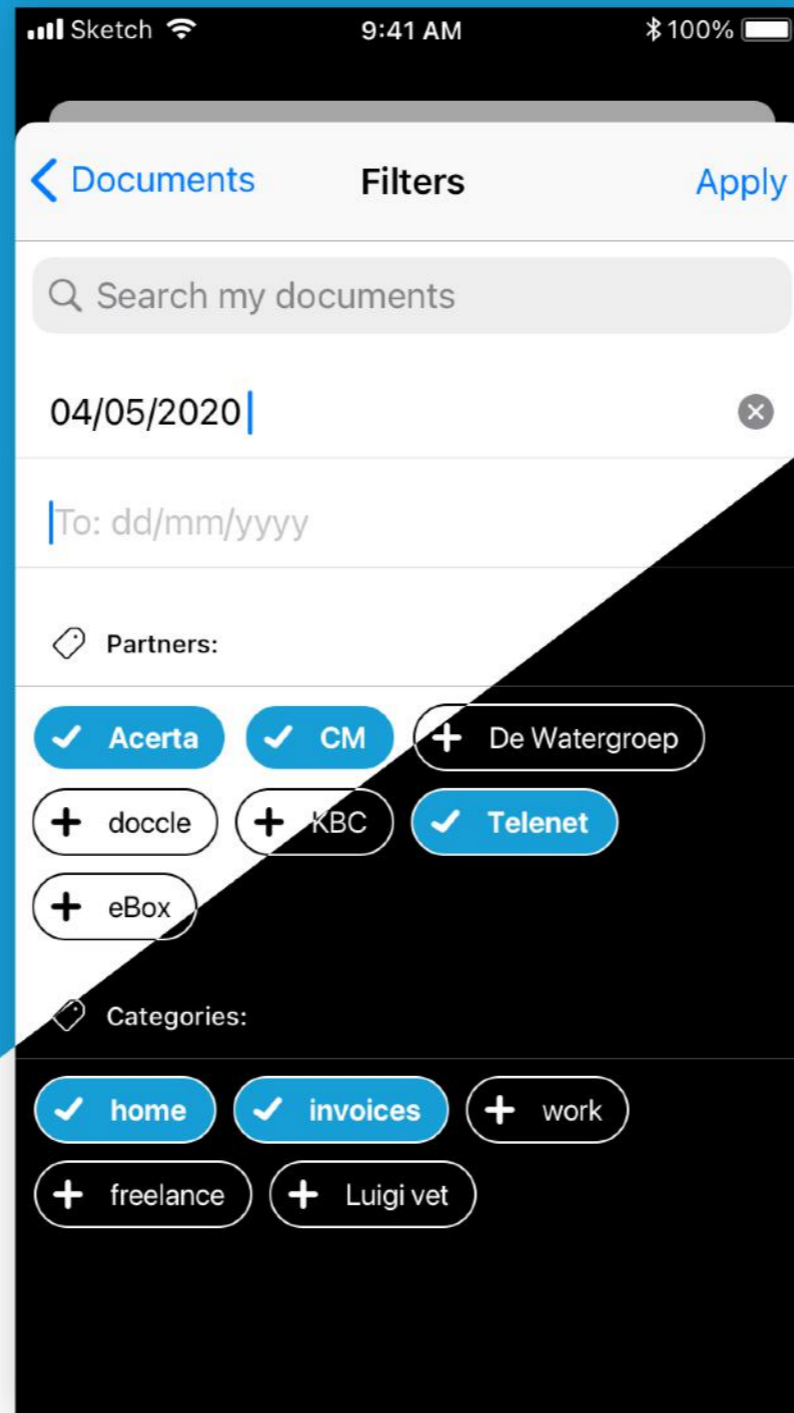
Selected state



Positioning change for better catch our Docclers eye. This was a requested feature that our users frequently missed.

It's more clear that categories can be selected to help Docclers find what their documents.

This option was added to the main screen, after the filters have been applied. This way Docclers could clear the filters without entering this page again.



How Categories look like on light and dark mode. All colours were improved for better contrast and all elements, specially categories, have bigger clickable areas.

328%

Usage increase on assign categories to a document

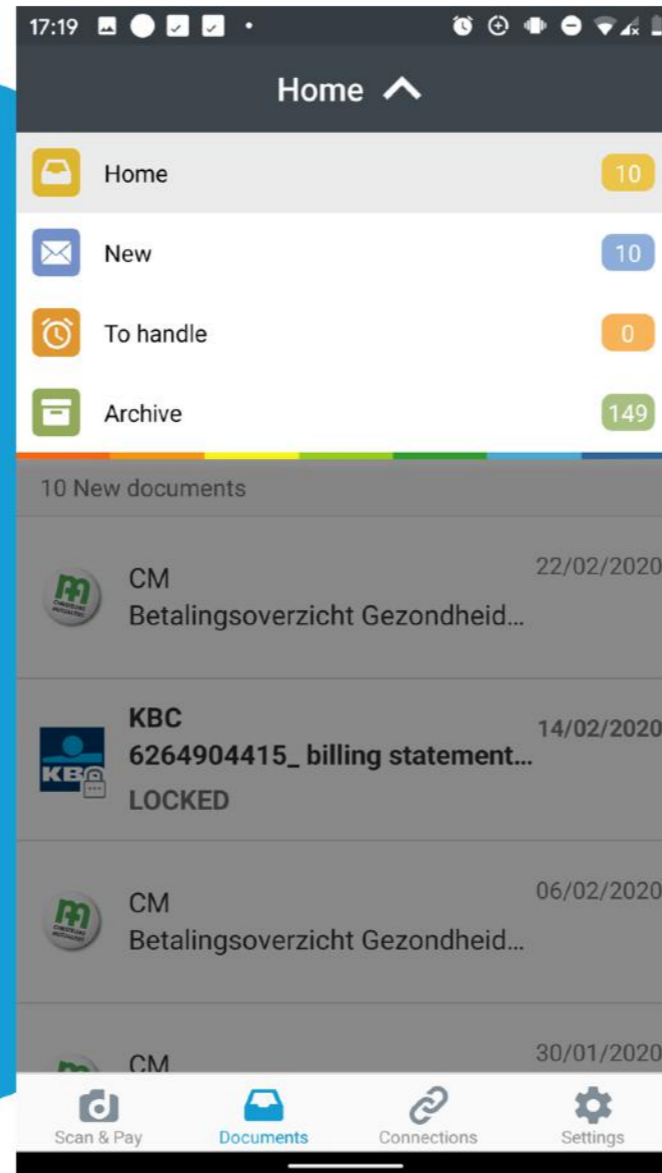
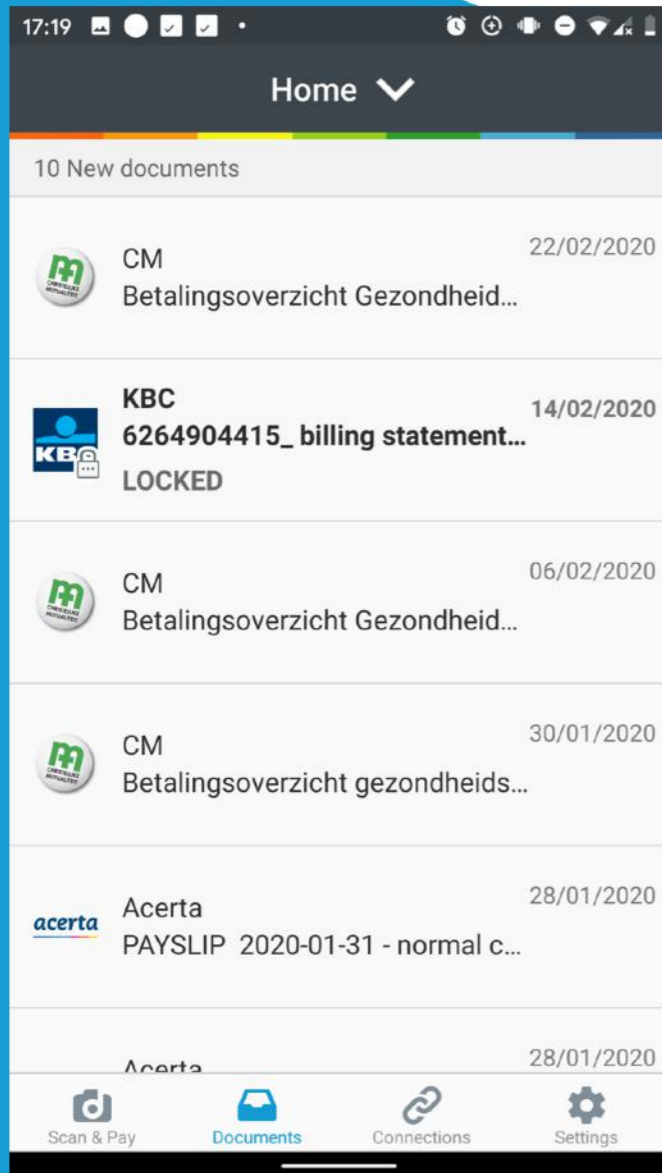
Other statistics:

Create new category had a usage increase of **174%**

Delete category had a usage increase of **147%**

Remove categories from documents had a usage increase of **266%**

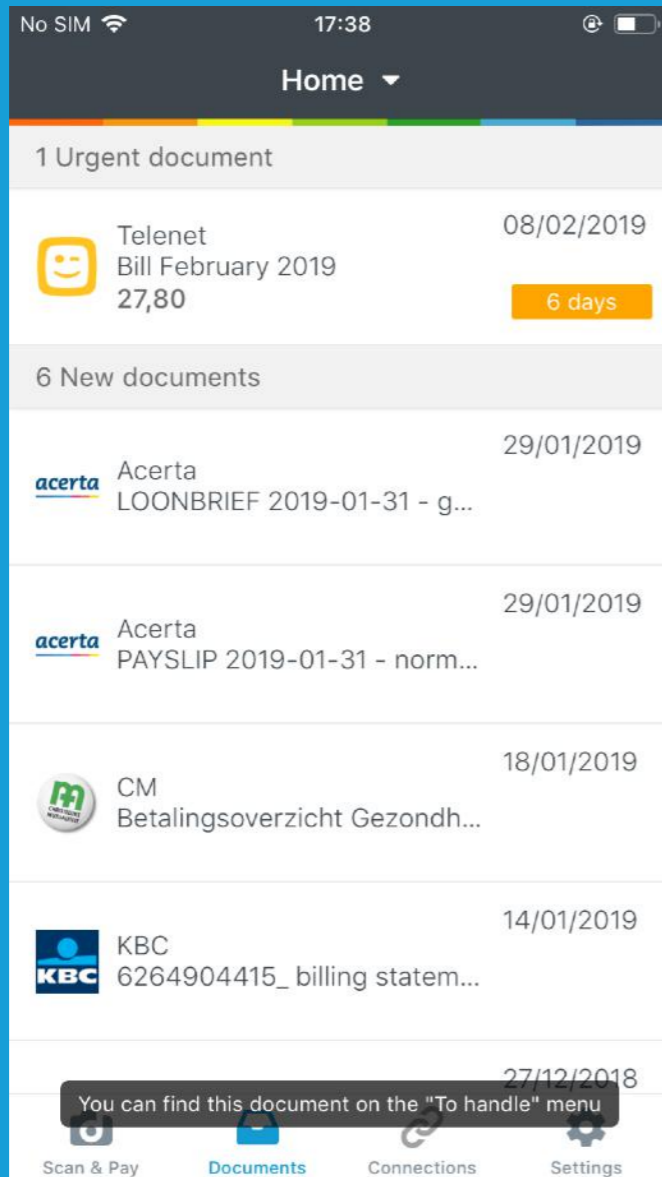
Update categories had a usage increase of **292%**



This dropdown was a big concern.

Docclers could set a document to “To handle” state but then they couldn’t find them back.

Or after a document being paid, it would automatically go to “Archive” and again, our Customer Support Team would have tickets with Docclers incapable to find their documents back.

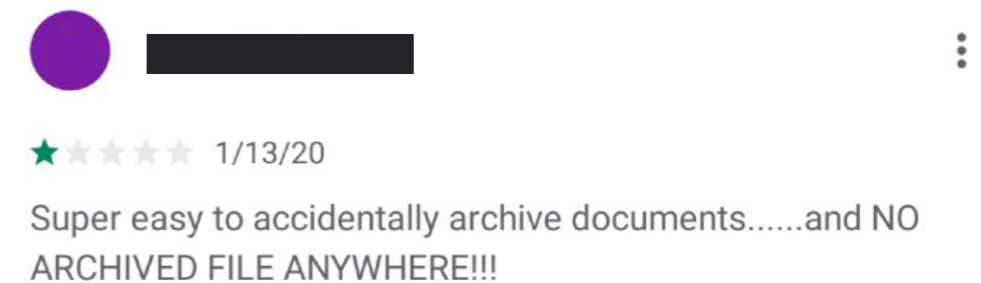


After archiving a document this is the message that we showed. Which is good, it's confirmation to the user that the action was successful. But then users couldn't find the Archive itself.

After archiving a document this is the message that we showed (see toast on the left). Which is good, it's confirmation to the user that the action was successful, but then they couldn't find the Archive anywhere.

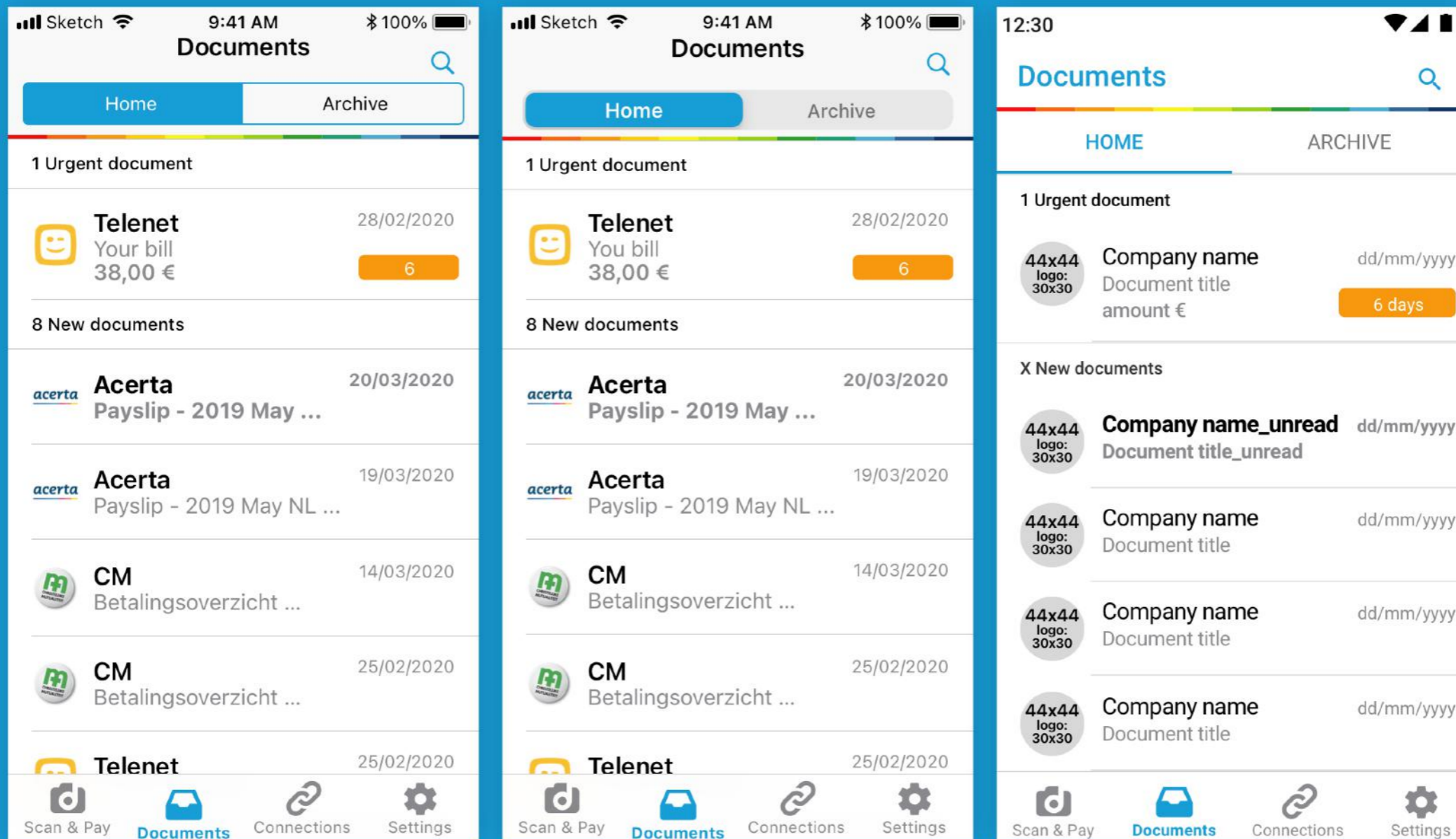
This generated a lot of tickets to Customer Support and bad reviews on the Stores.

Example of comment from Google Play Store

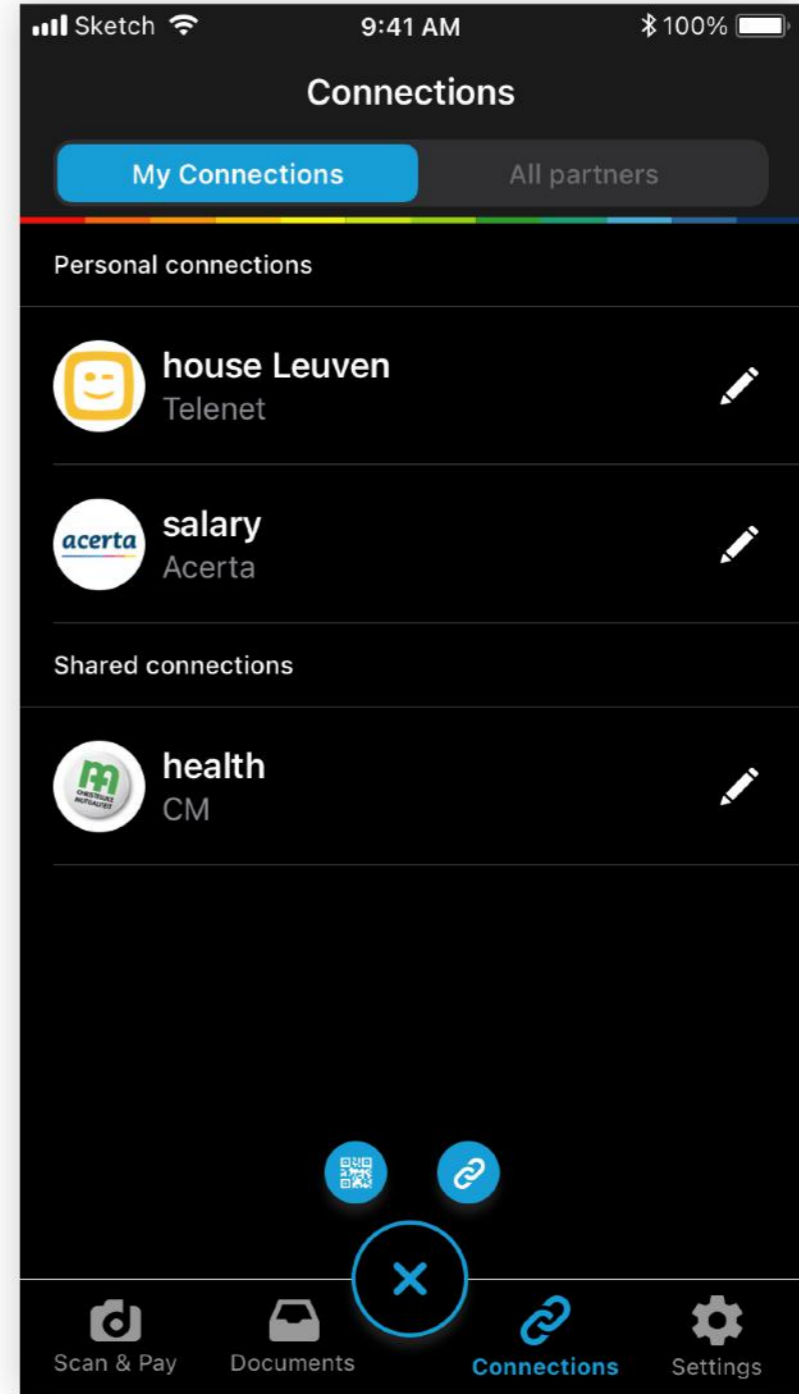
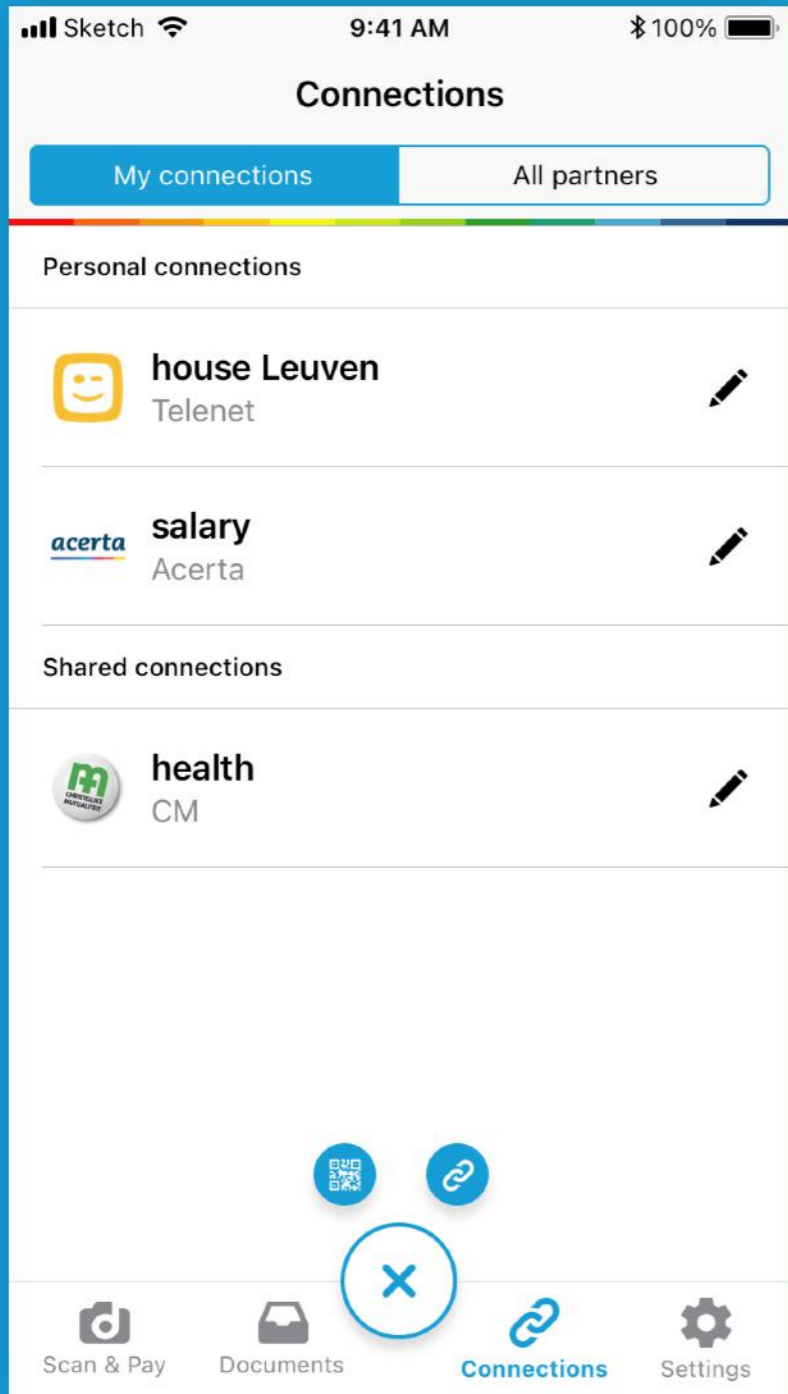


We fix it by, once again, using the native 'tabs' component from each OS and reducing the complexity.

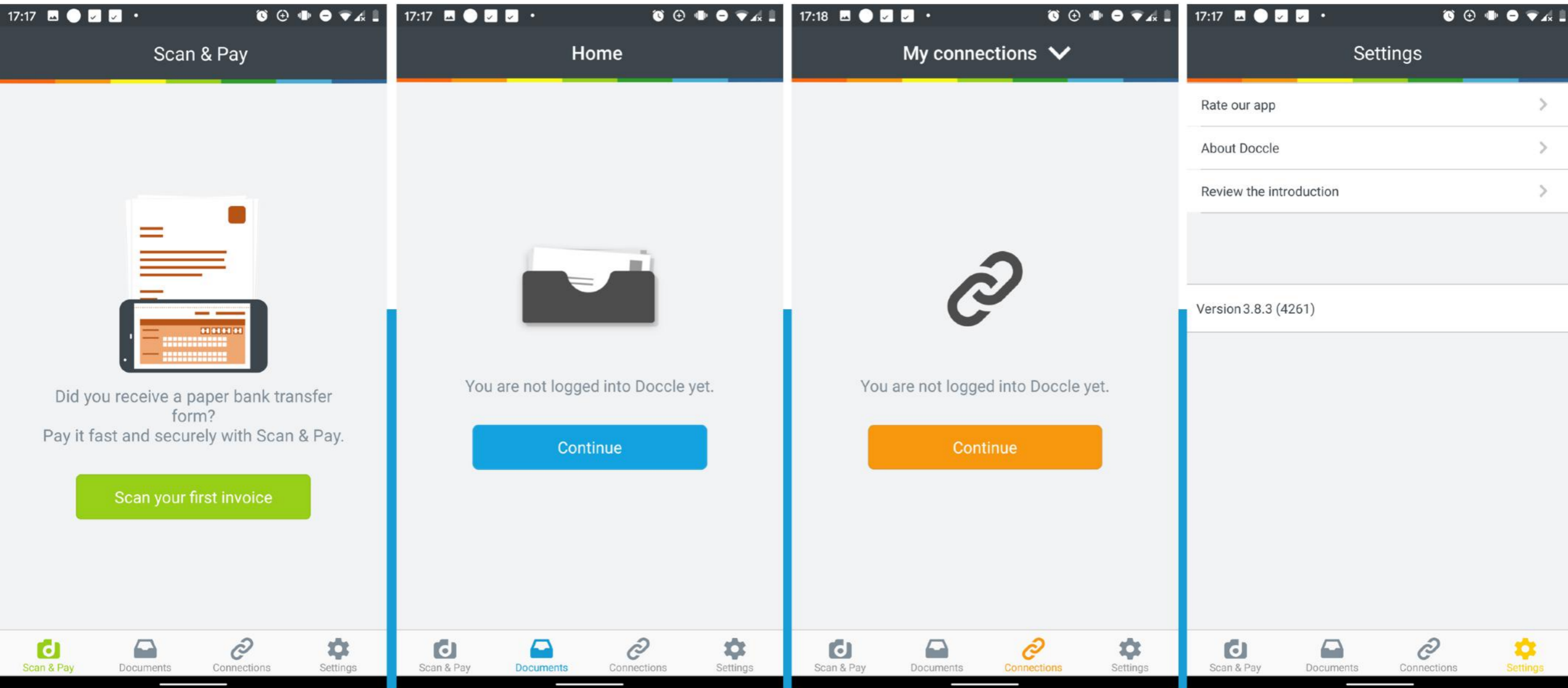
So now, you have a *Home* where you can find your *Urgent documents* first meaning, all documents that require an action from the user, like paying an invoice for example. Followed by the *New documents*, which are the most recent ones received. And finally, *To handle* is the last section under *Home*.



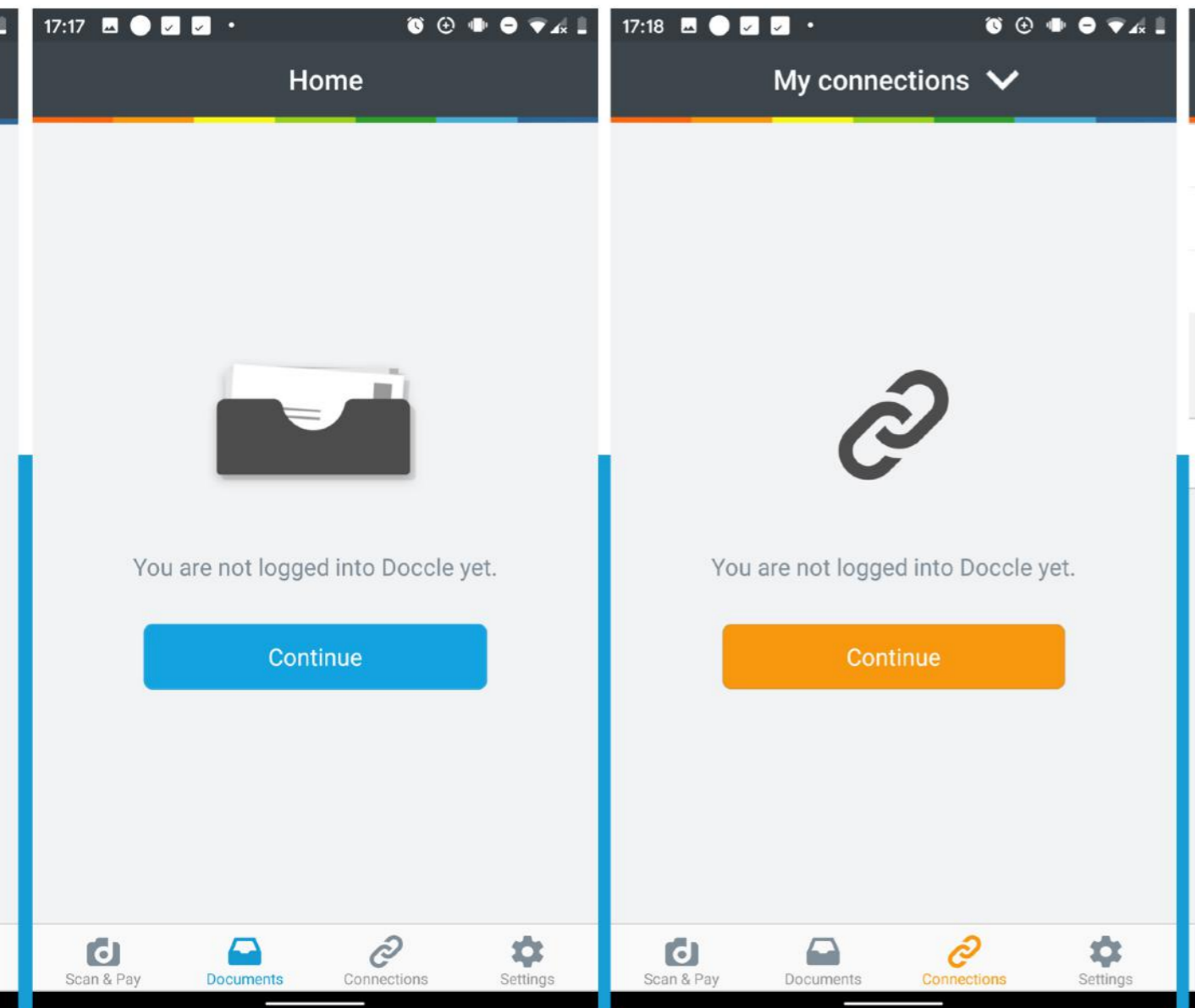
From left to right: iOS 12 and previous | iOS 13 and newer | Android



Rethinking the empty states



Previous Android designs (designs from iOS looked the same)



Rethinking the empty states

Just a little bit, for now.

Each menu, only on the mobile apps, had a different accent colour, this represented a huge challenge for our accessibility first approach.

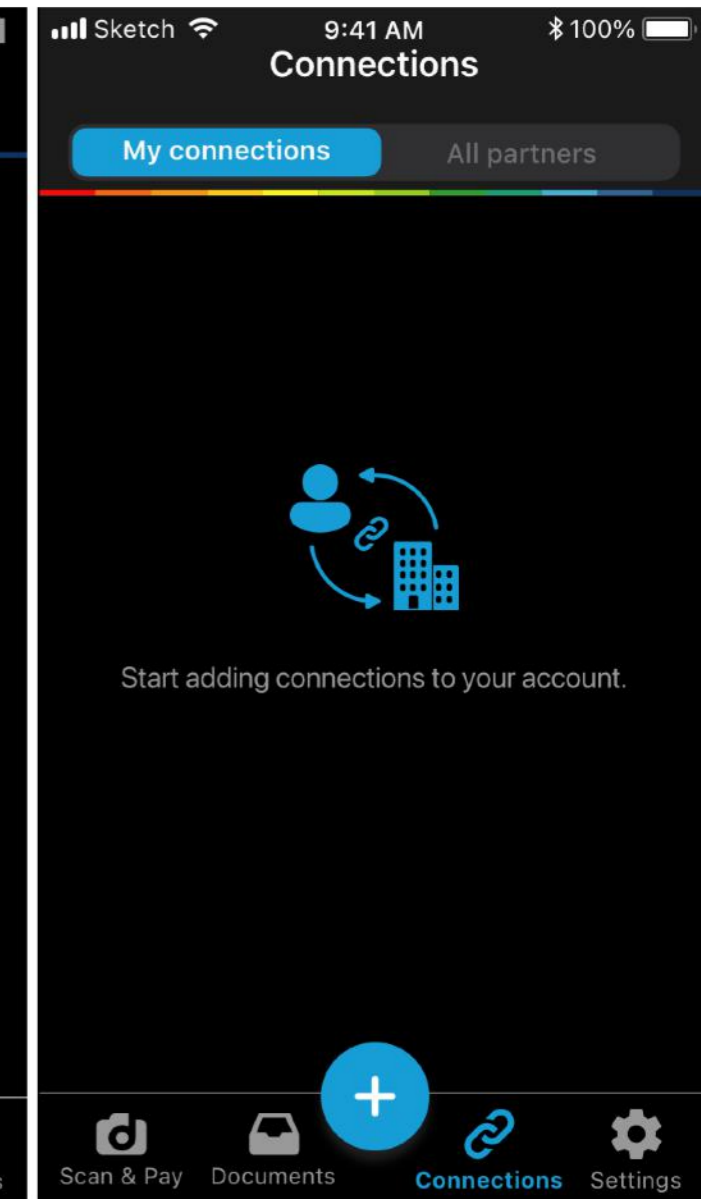
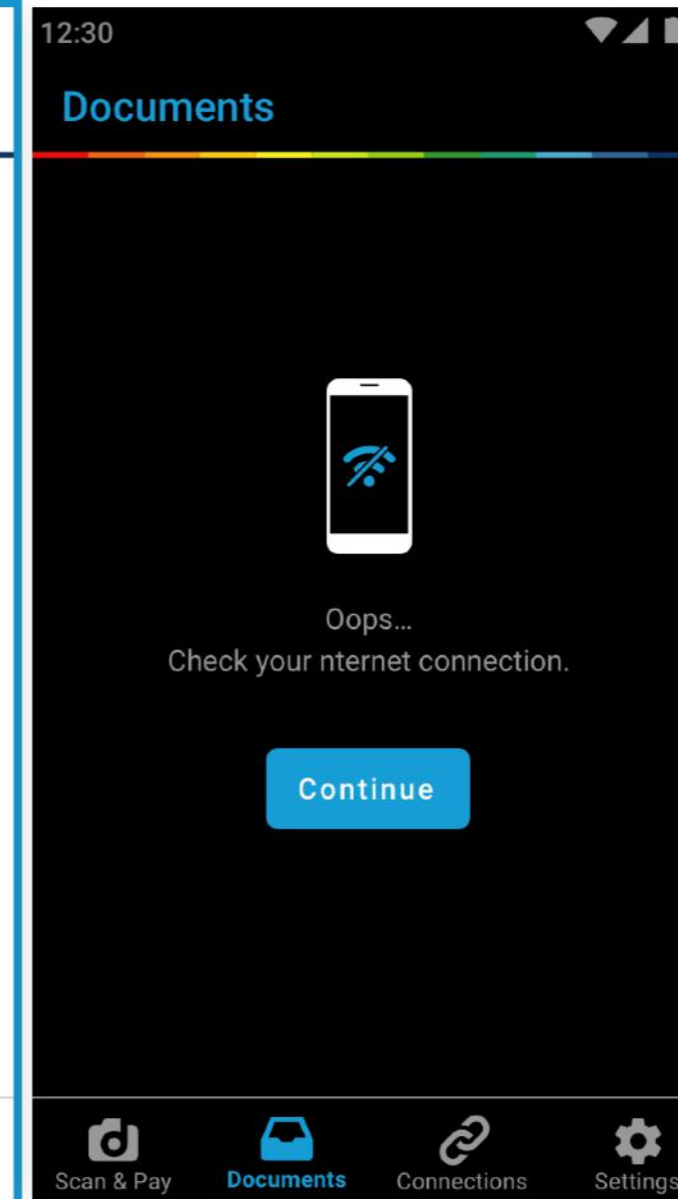
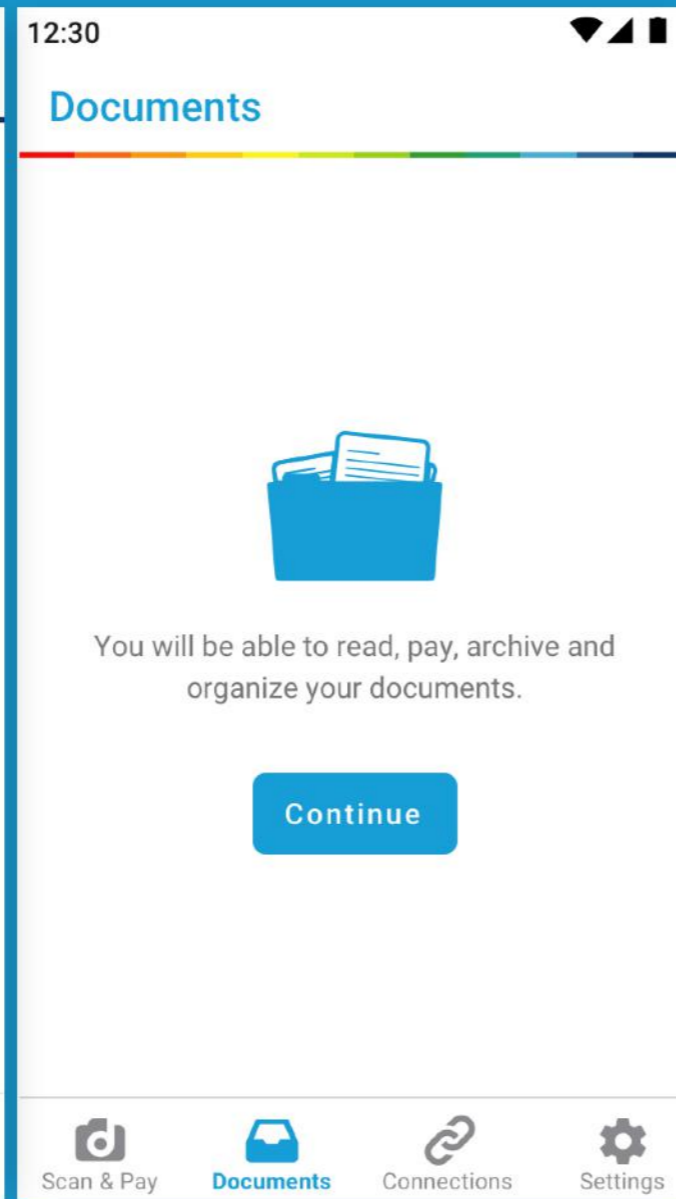
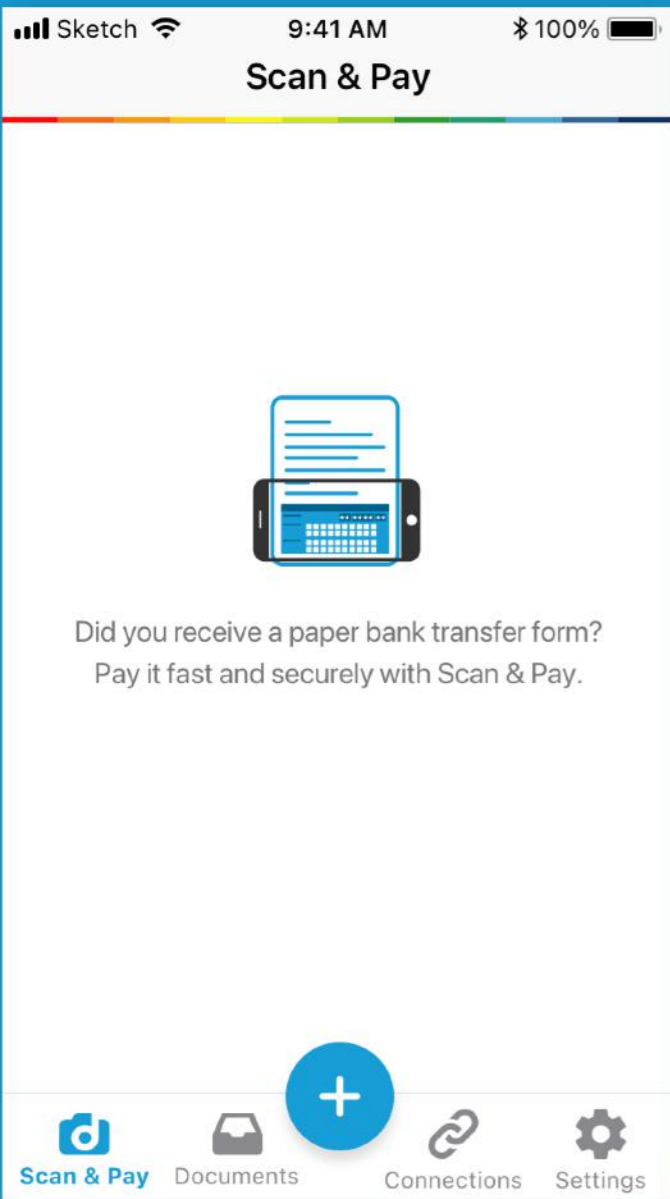
- 1. Understand if these different colours were relevant to our Docclers' navigation.**
- 2. Try to understand with my colleagues why this decision was taken in the past. Was it branding? Was it users' feedback?**

According to the support team, and from the reviews from App and Play stores, we were able to understand that the users were always referring to the screen they were on by its title, icon or content. Never accent colour.

We then decided to go for one main colour on the Doccle mobile applications. Blue was already a very much used colour on the Doccle web app as well as on email communications and social media posts. So the challenge was only to find a similar tone that would fit light and dark mode in terms of readability and colour contrast. By doing this, we manage to keep the visual impact on our Docclers to the minimum while unifying our user experience across our different platforms.

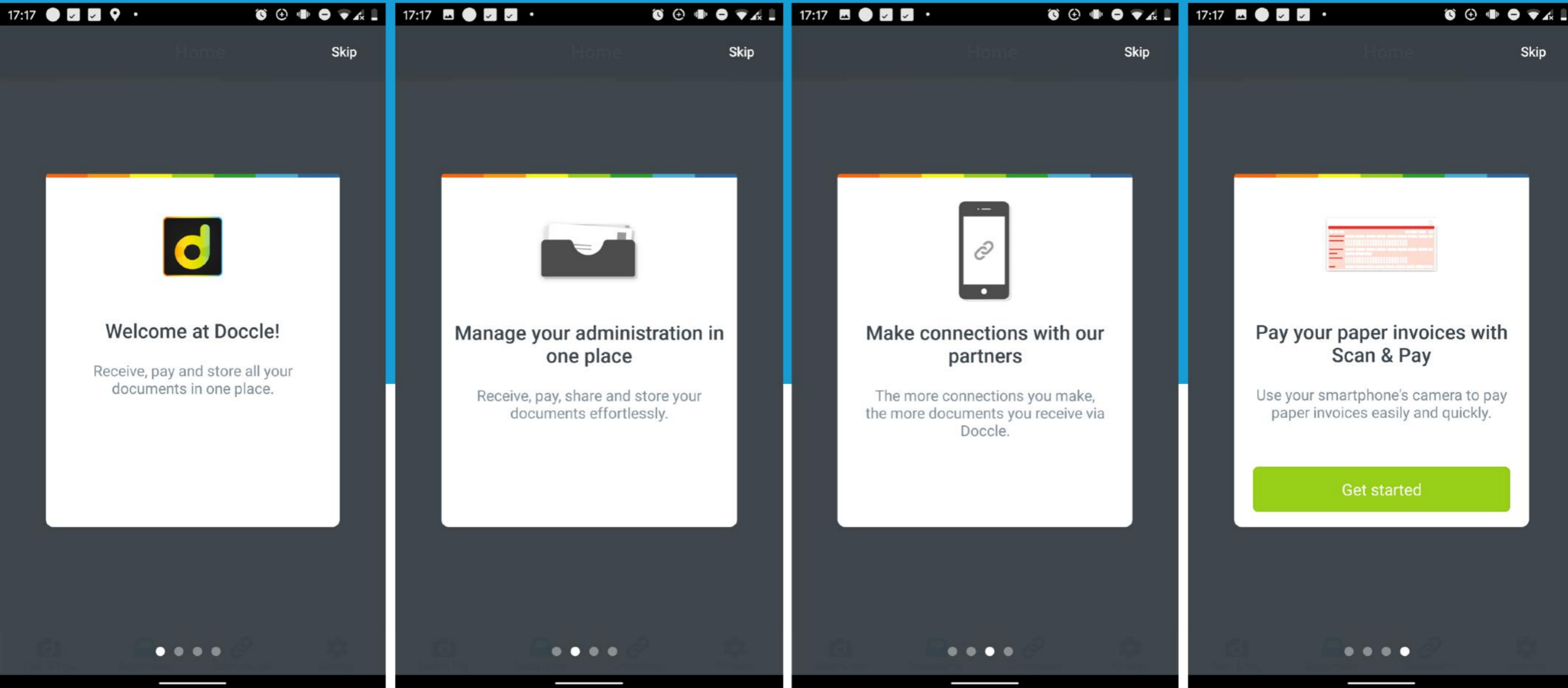
Accessibility-wise, this blue still isn't great. But we are aware of it and we know we'll need to iterate again on this.

Background to white - better for accessibility and makes the app more light weight to the eye.

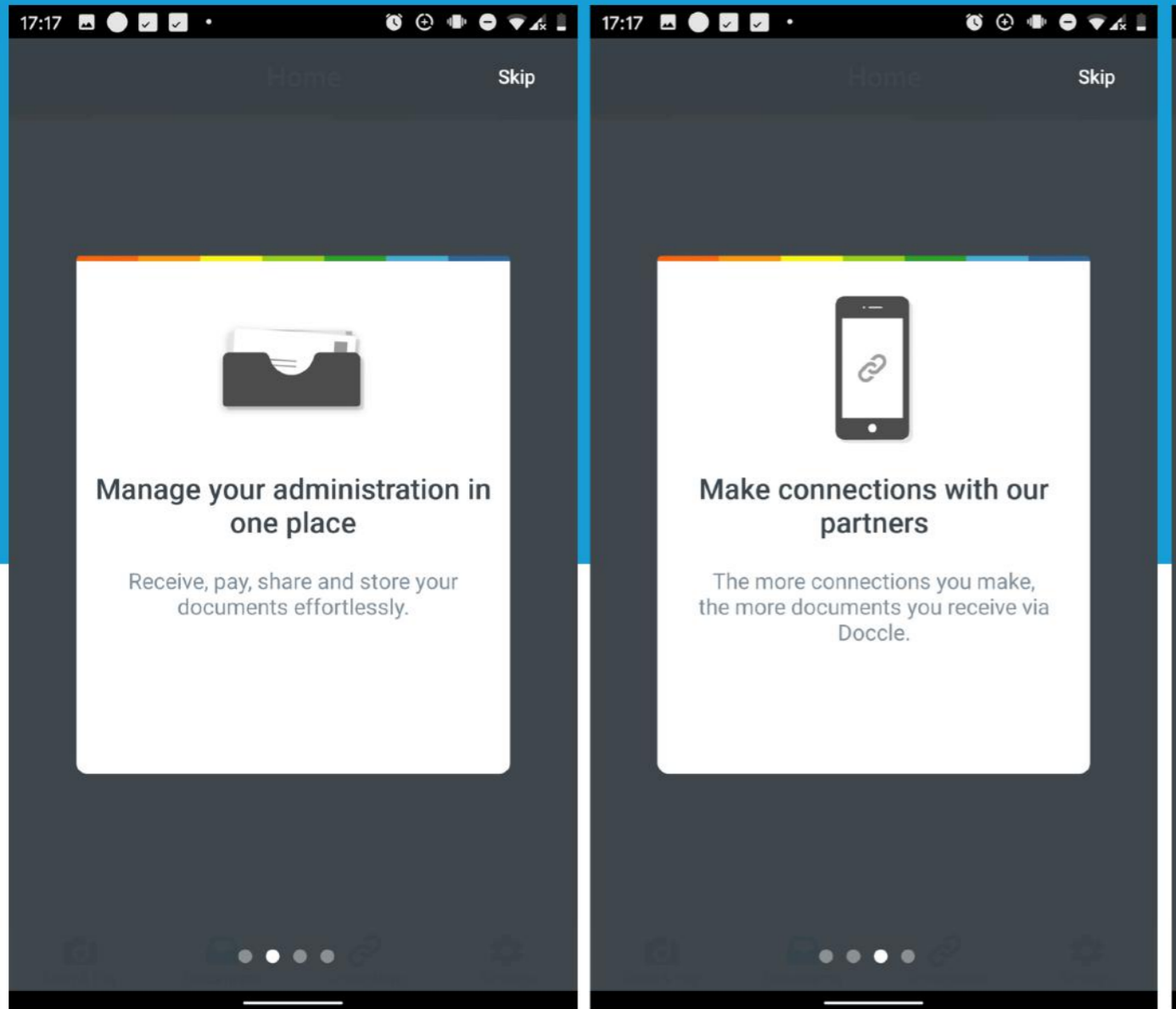


Updated illustrations that give a more modern look & feel, also the newly born Doccle blue is now the main colour.

Rethinking the onboarding



Previous Android designs (designs from iOS looked the same)



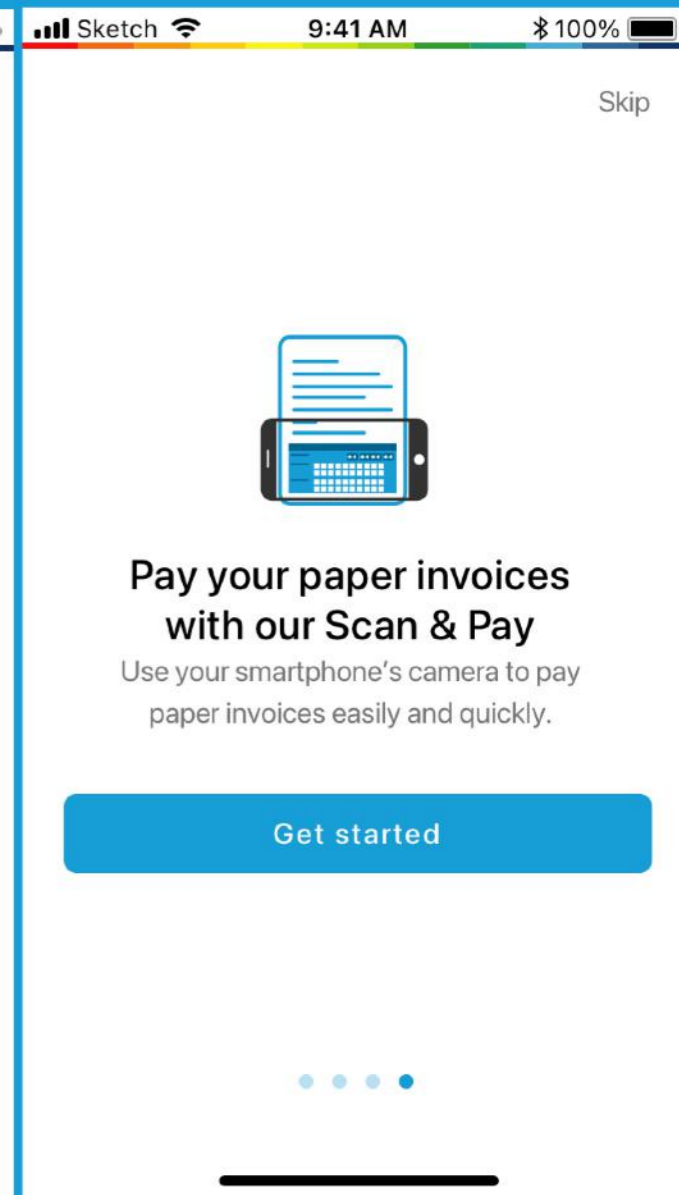
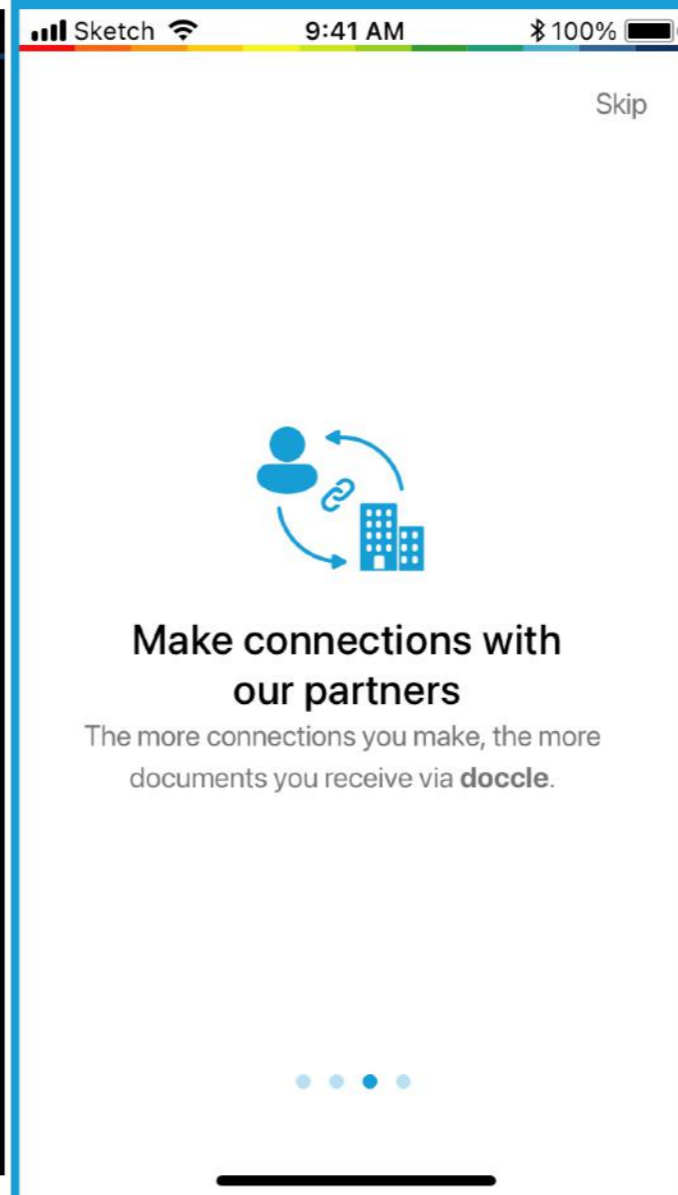
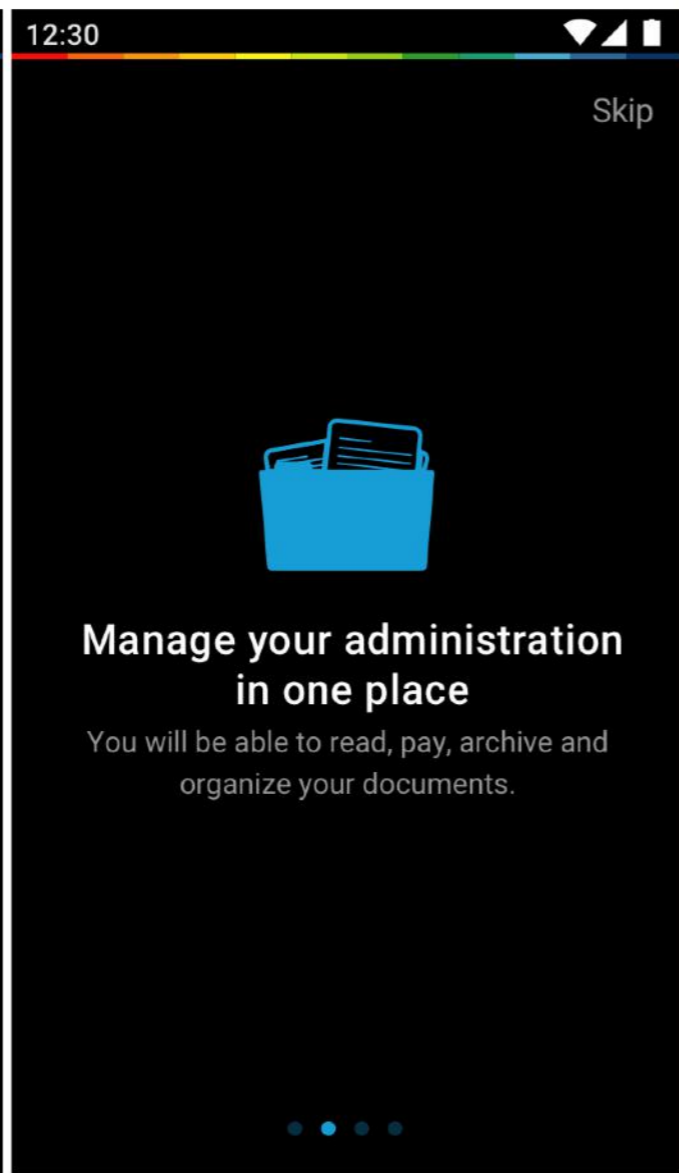
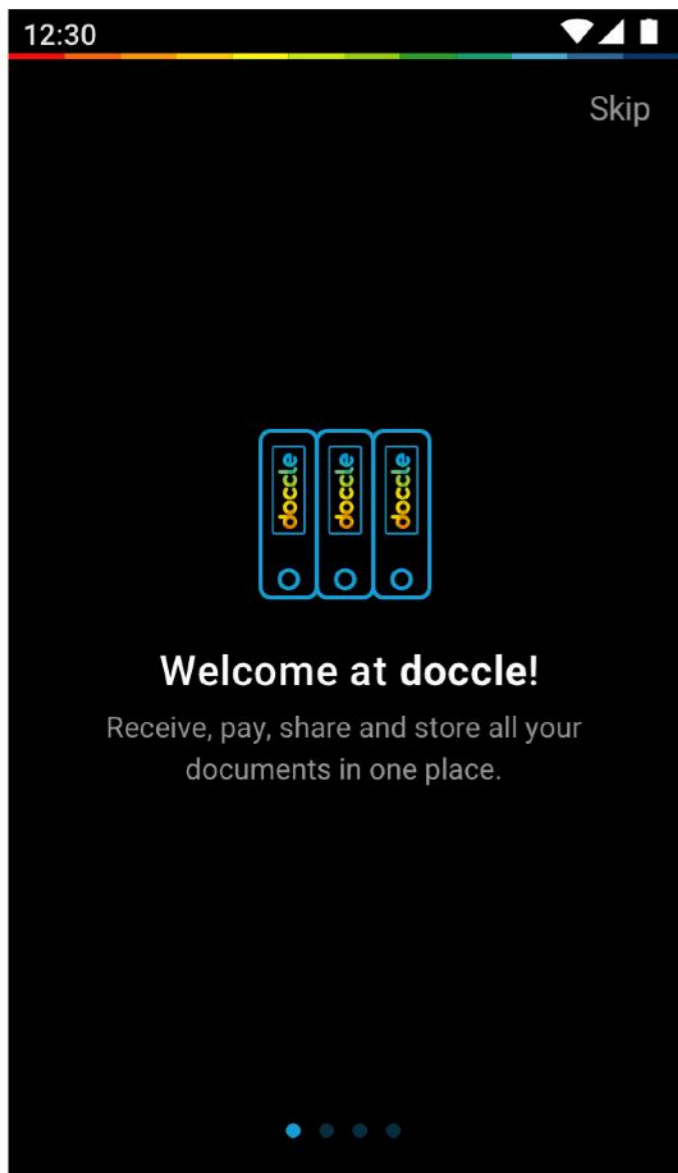
Rethinking the onboarding

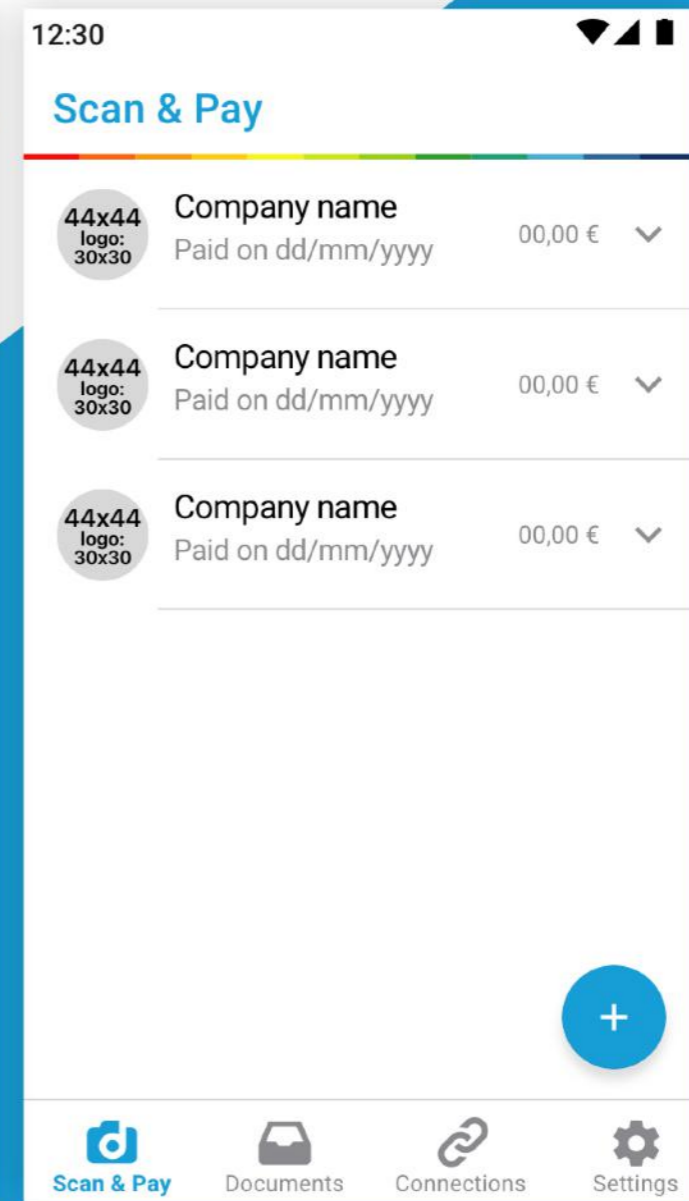
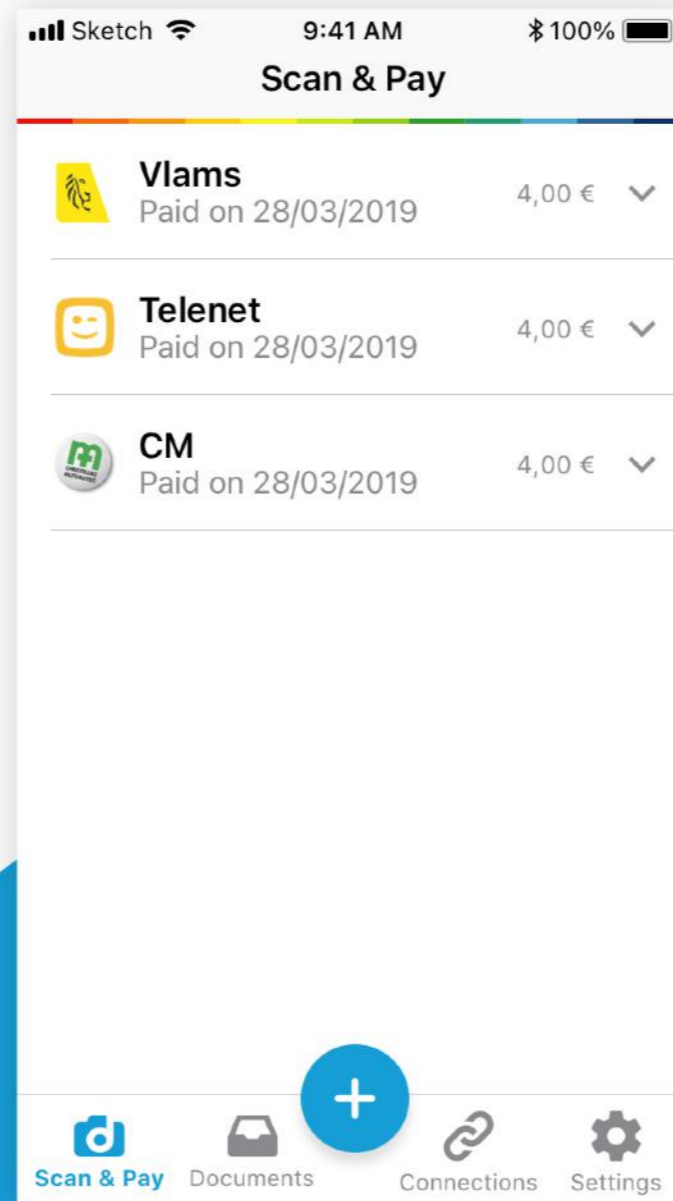
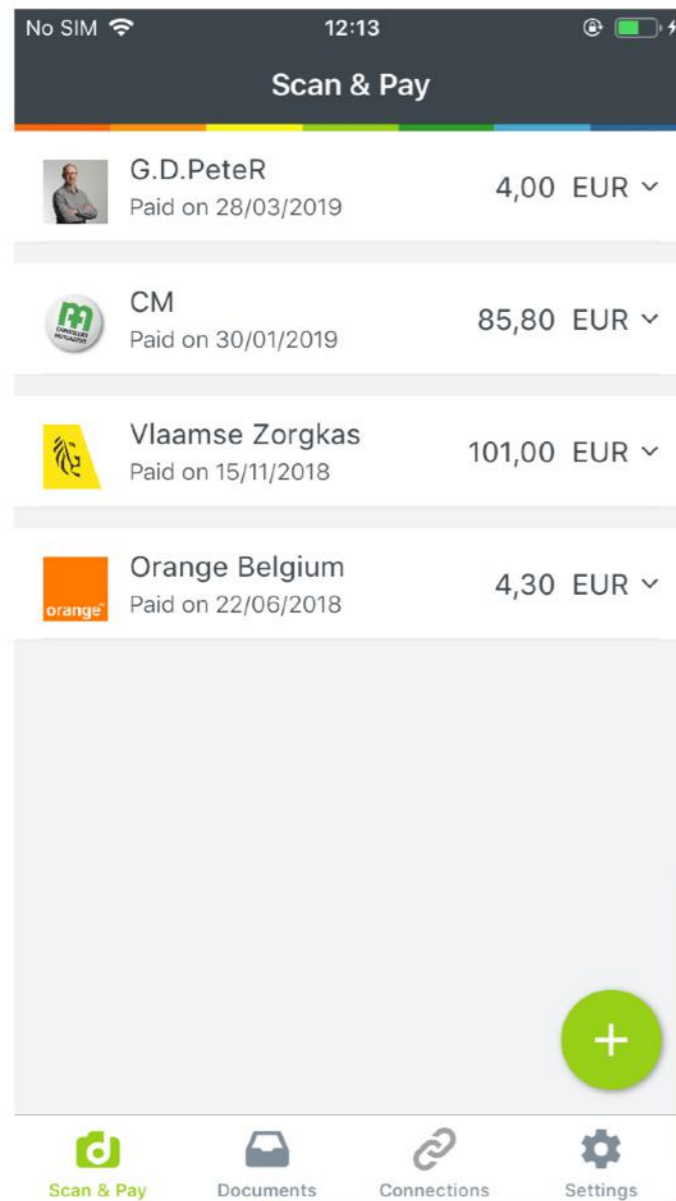
Just a little bit, as well, for now.

Quite the cards for entire pages - because they were custom made and very development time costly when we needed to change something.

This exercise helped us understand the complexity of the work ahead since we wanted to extend this change to the entire app. By making **more accurate estimations** we were able to do a better planning on future releases.

Problems still to tackle: the small text copy is the same on the onboarding screens as on the empty screens... I would like to have both copies complementing each other and giving more information about Doccle and how to take the best out of the app.





The use of native components made all the difference in such small details as a list. The elements have more space “to breath” and there’s this familiarity and calmness that comes with it. And immediately makes the design more accessible, the heights are bigger = **bigger clickable areas**.

From left to right: Previous iOS design | New iOS design | New Android design

Outcomes & Lessons learned

I believe that an **accessibility approach makes an app better for everyone** and should be something that you do from the beginning. At the end of this project, we managed to have **both apps more accessible** and, thanks to the use of native components, we **reduced the cognitive weight from our Docclers** when using them.

There's a **lot of work still to be done**, we need to **keep on improving** but I'm proud of this project because it was the front door to a more **accessible and inclusive approach to the Doccle brand**. We have been making these changes to our web app and implementing them on our (in construction) Pattern Library so that all of our applications can be more accessible.

The **feedback from Docclers has been great**, and our **ratings** on the apps' stores have been **going up**.

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