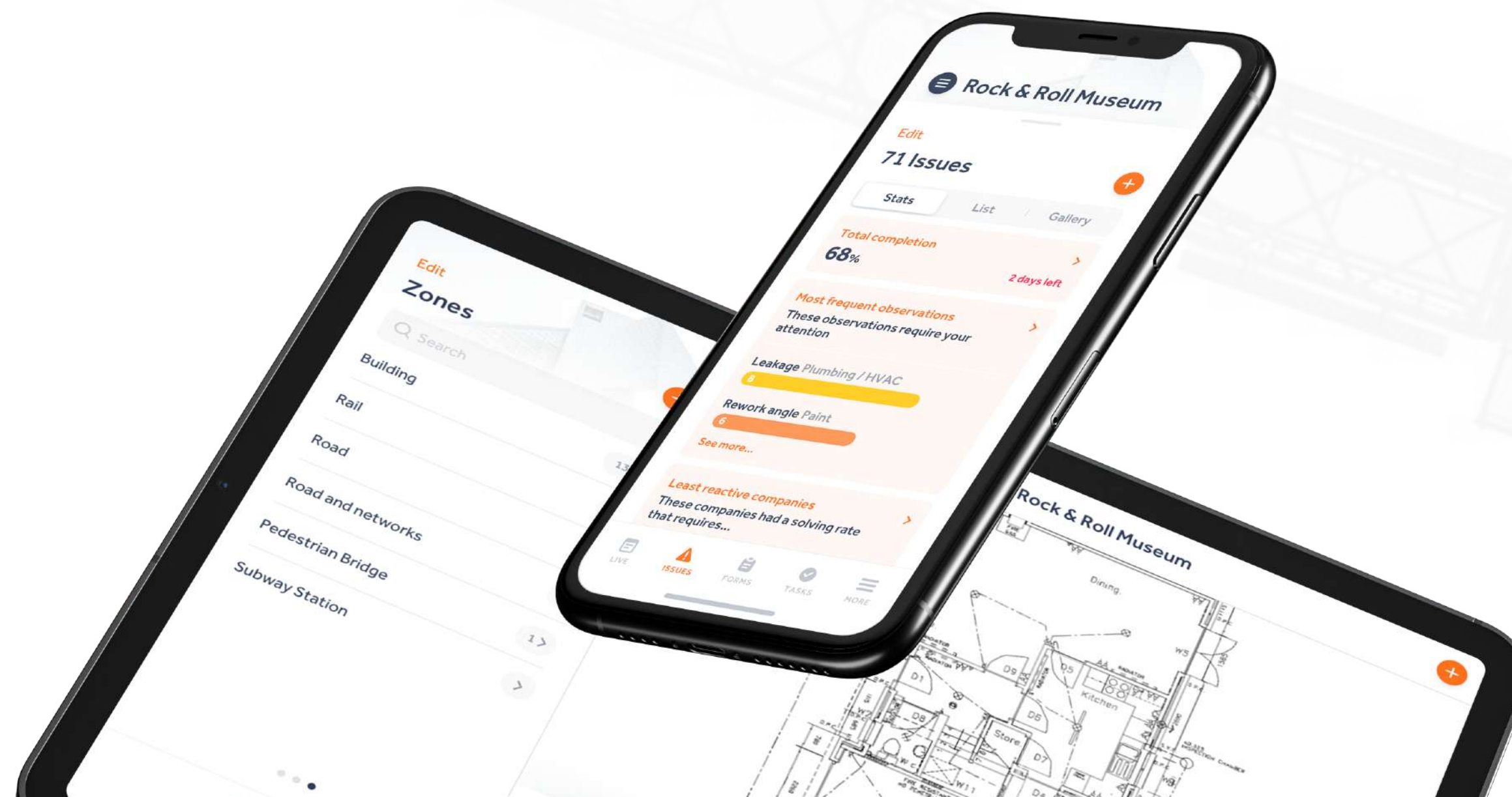
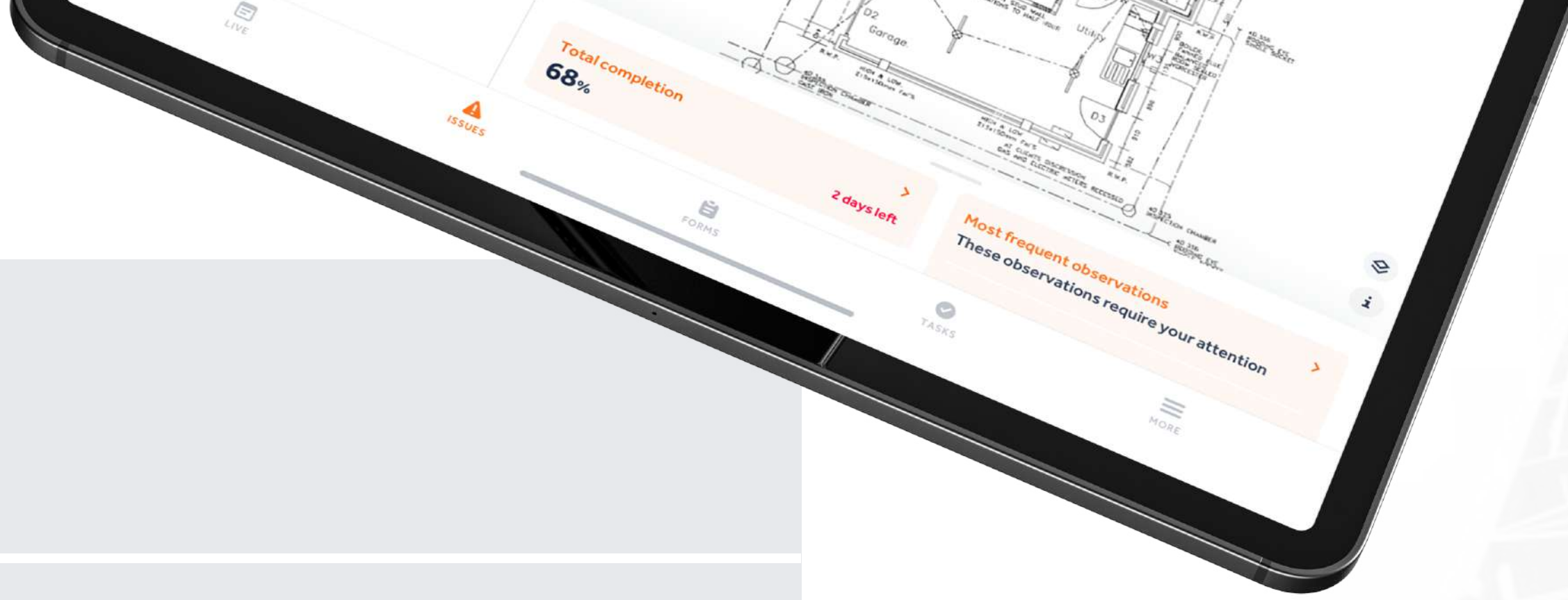


Build Your Best

The new Finalcad. A road to exceptional UX.





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This document was written by Code & Wander in November 2019, and outlines a proposal for a complete redesign of Finalcad’s software suite.

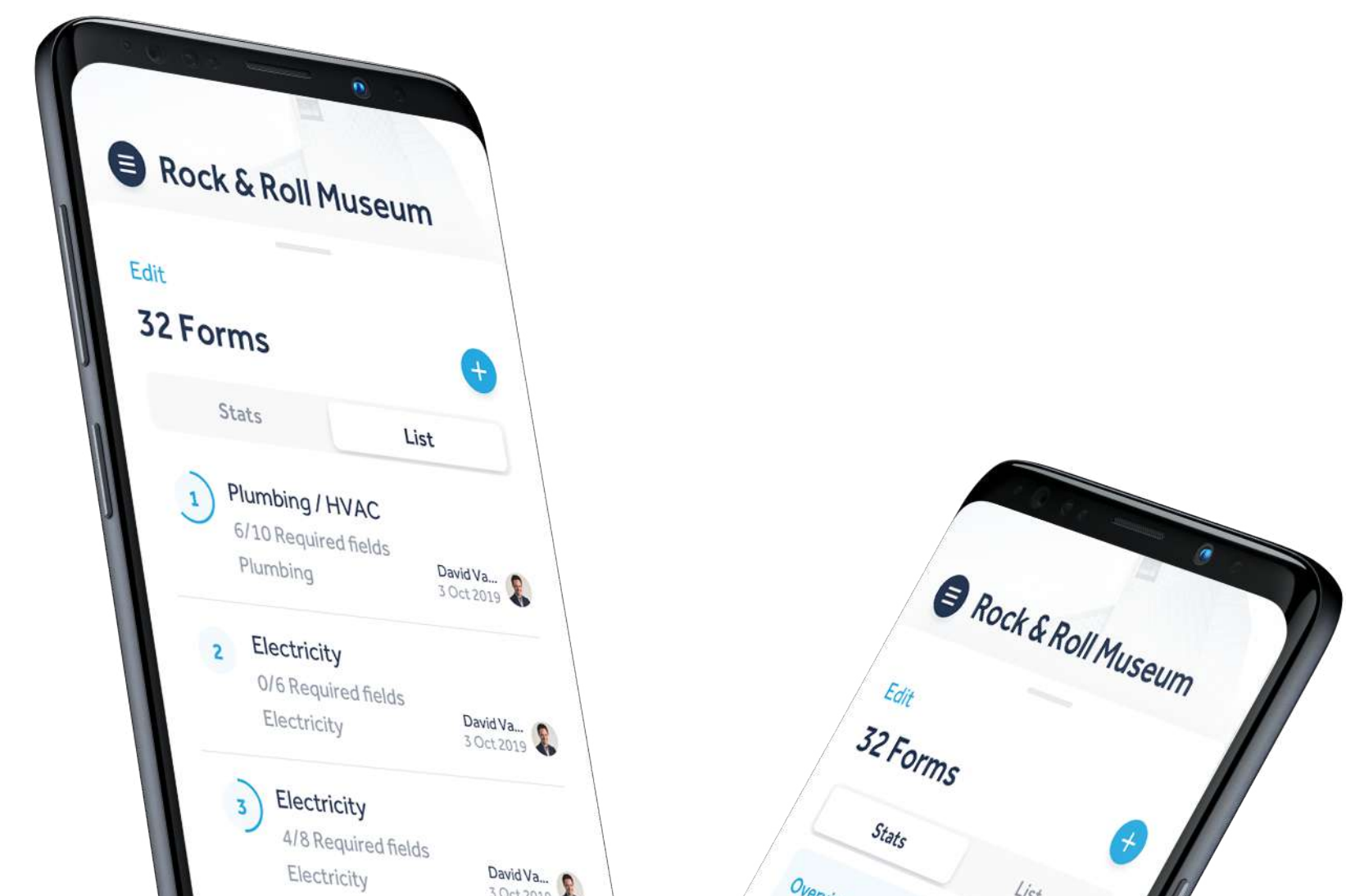
AREAS OF IMPROVEMENT

- Ensure a consistent and device agnostic brand throughout the suite.
- Analysis of overall information architecture to improve feature discoverability and usability.
- A flexible, tailorable experience that handles any use case and inspires sharing.
- Enhanced collaboration, reducing any barrier to entry regarding language or location.
- Complete account autonomy, reducing Finalcad administrative interventions to a minimum.

Brief

A complete redesign of Finalcad's entire software suite, taking direction from a recent update to branding and positioning.

Become a leader in exceptional UX to not only differentiate Finalcad from competition, but to ensure companies and customers **prefer Finalcad**.



Challenges

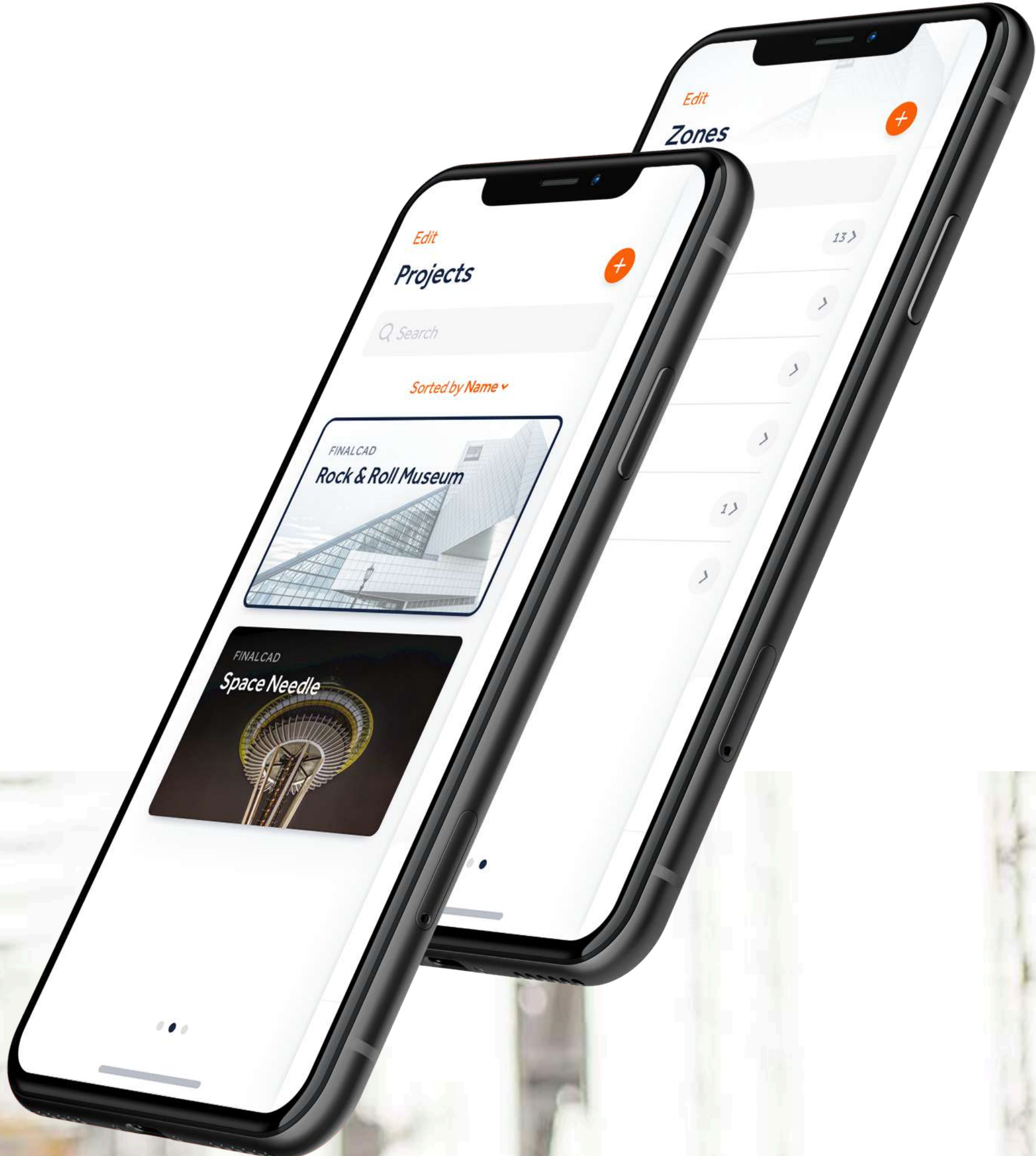
Background

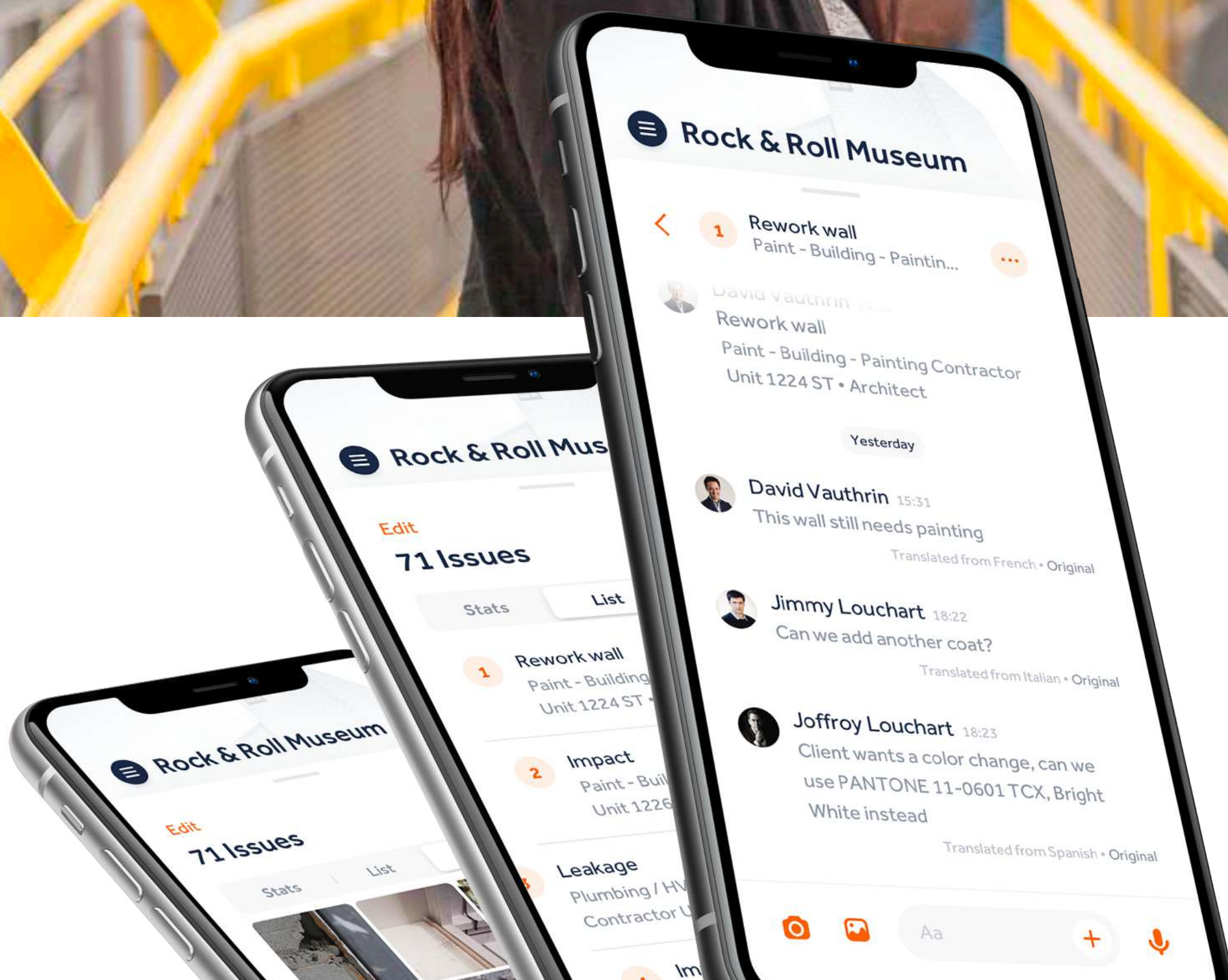
Finalcad's explosive growth has led to an impressive feature-rich software suite. Whilst these features have been in development, their usability and overall user experience has seen less attention.



There is now a prime opportunity to unify the Finalcad experience and define what a great construction user experience should be. Where other competing software has neglected user experience, Finalcad shall triumph.

To achieve the high standards of design that Finalcad deserves, it is important to first understand the challenges they currently face as well as those that lie on the horizon.





Platform

- Allow anyone in the field to use Finalcad whatever their role.
- Global support by offering UI and interpersonal communication translation.
- A scalable and modular UX design that allows multiple apps in one.



Users

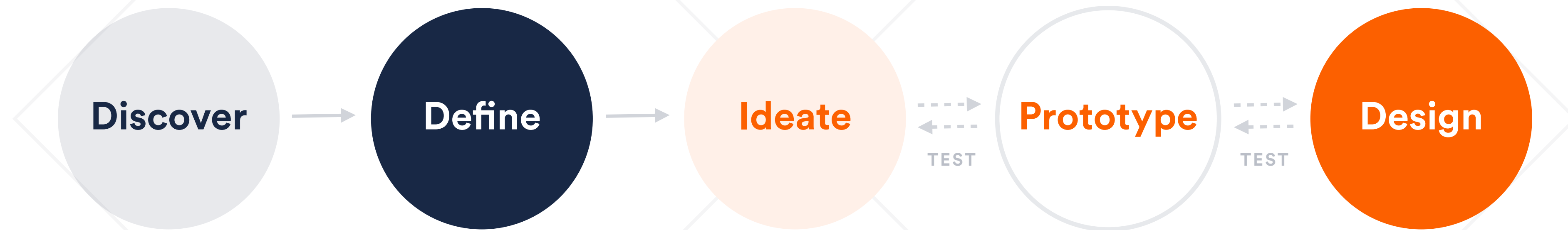
- Encourage feature discoverability and allowing users to take ownership of organisational changes.
- Entice users to invite subcontractors and partners to the app for a more unified working experience.
- Increase number of users involved in a project, so a more reliable and improved service can be provided.
- Become indispensable to every worker on the site.



SAVE THE TREES!

Wherever possible, Finalcad should be faster than any traditional paper method, with a goal of drastically reducing the amount of paper used.

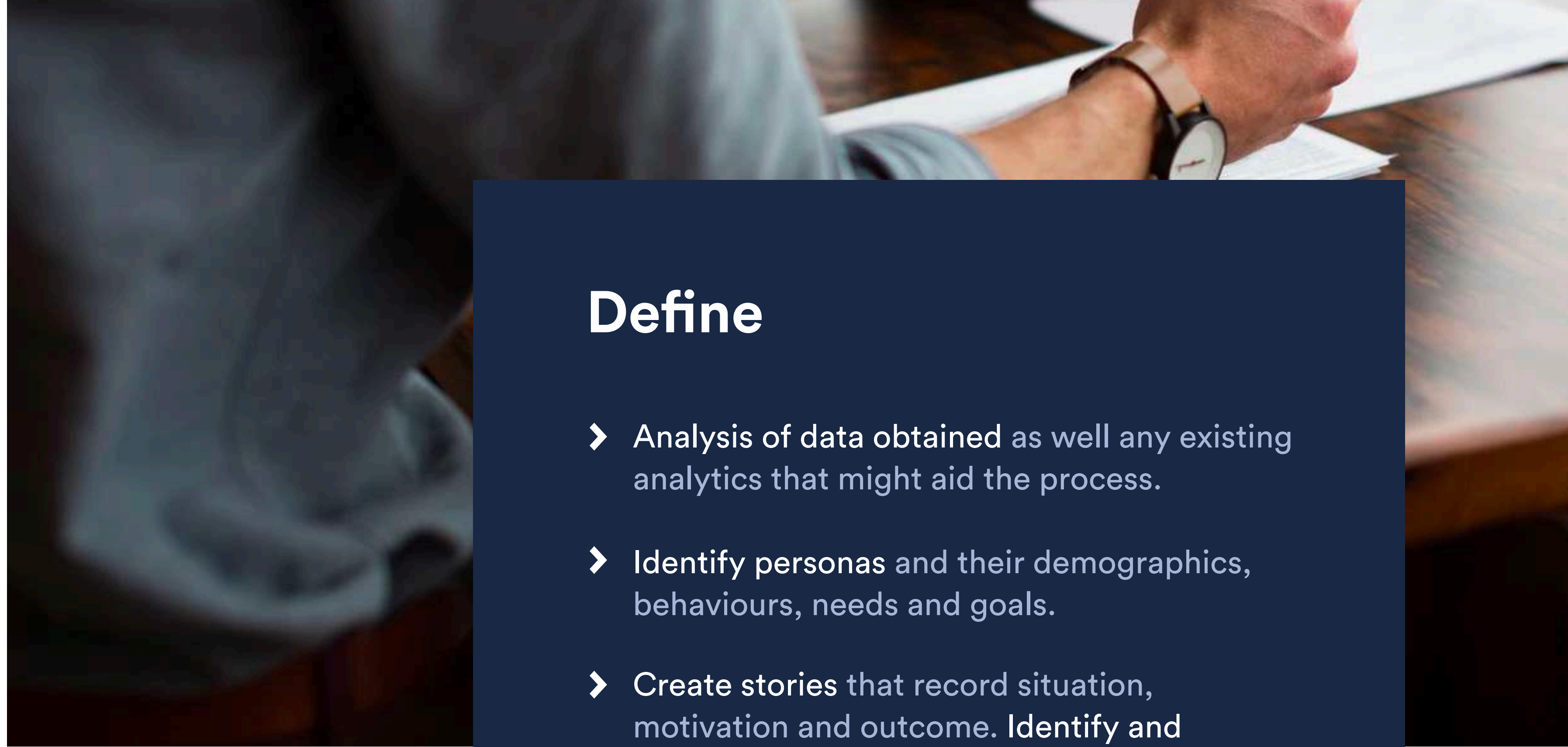
Approach



Discover

- › Identify the challenges and goals that currently face Finalcad.
- › Complete immersion into what Finalcad stands for and how they and the industry operates.
- › Understand expectations, bottlenecks and any key project information that will help finalise a roadmap.

Investigate and research the market and users to gain an understanding of all competitors and customers. Also, identify and interview key stakeholders that shall be involved in the process so that both qualitative and quantitative data is obtained.



Define

- Analysis of data obtained as well any existing analytics that might aid the process.
- Identify personas and their demographics, behaviours, needs and goals.
- Create stories that record situation, motivation and outcome. Identify and prioritise pain points.
- Create information architecture diagrams, identify objects life cycles and user flows.

While in the discovery phase the aim is to obtain as much information as possible, the define phase is used to convey the data acquired into a single **actionable plan**.

Ideate

- Perform an audit of the current UX and how it compares to stories.
- Redefine the information architecture by reducing complexity, simplifying object life cycles and user flows.
- Produce sketches and wireframes that demonstrate the improved information architecture and user journeys for each persona.



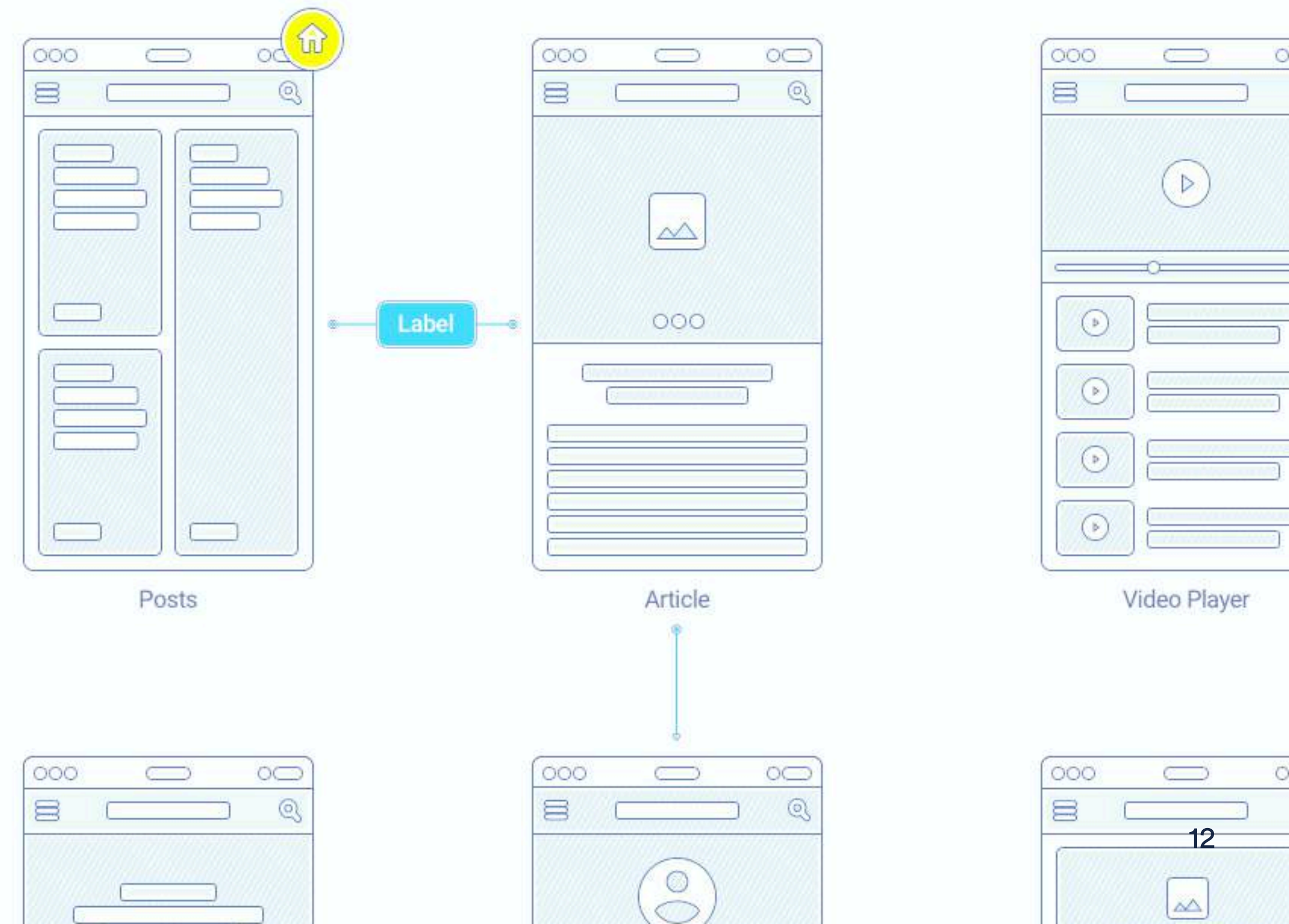
“Ideation is the process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them.”

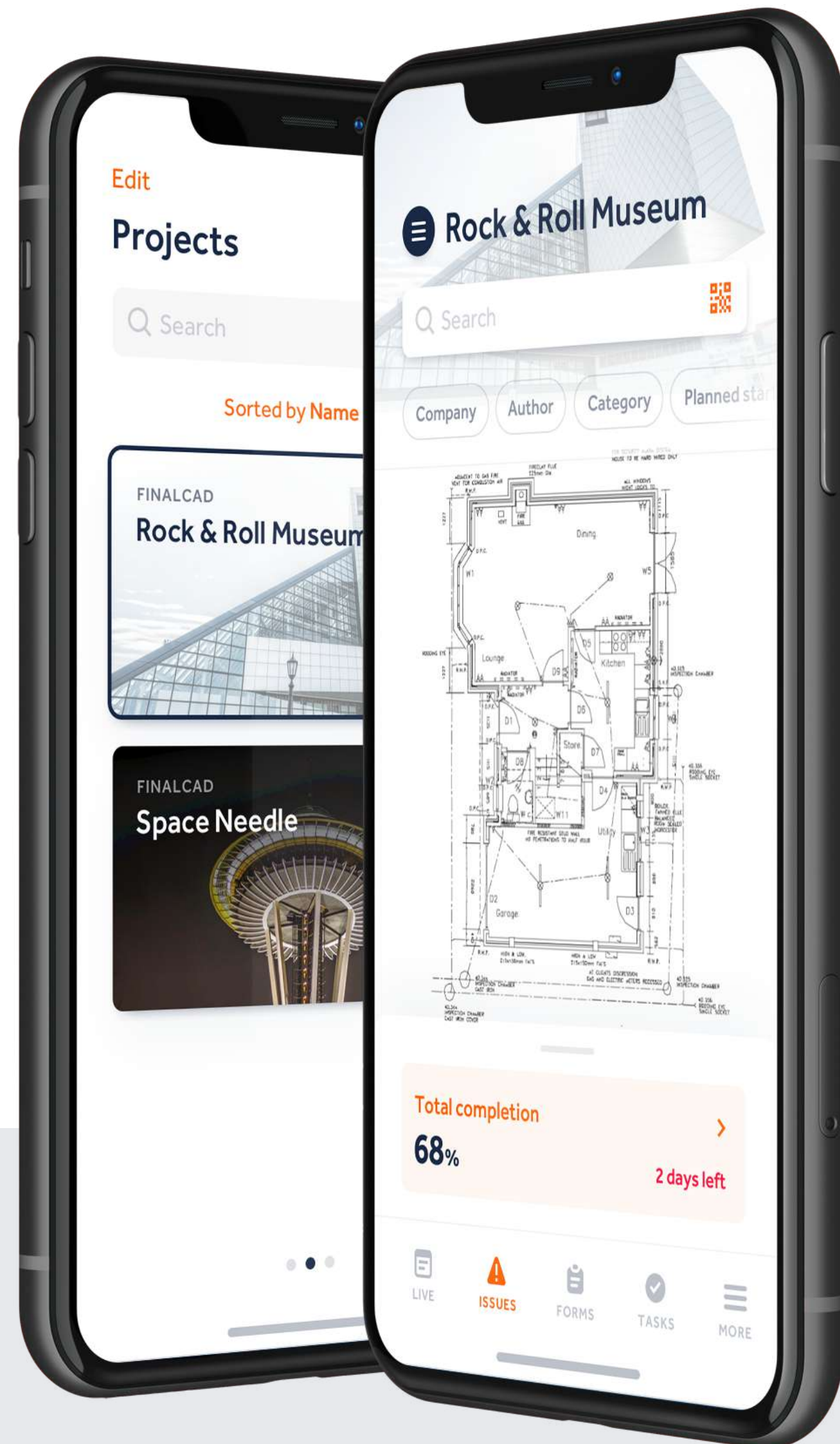
Nielsen Norman Group

Prototype

- Produce low and high fidelity prototypes that test solutions validity and applicability.
- Test assumptions with a series of surveys tailored for each persona.
- Focus groups after each prototype iteration to validate design approach.
- Prototyping more effectively conveys ideas to the development team at every stage to assure feasibility and ease of implementation.

An agile method is used to test and iterate ideas swiftly. Constant feedback allows corrections, improvements and suggestions to be made throughout the process.



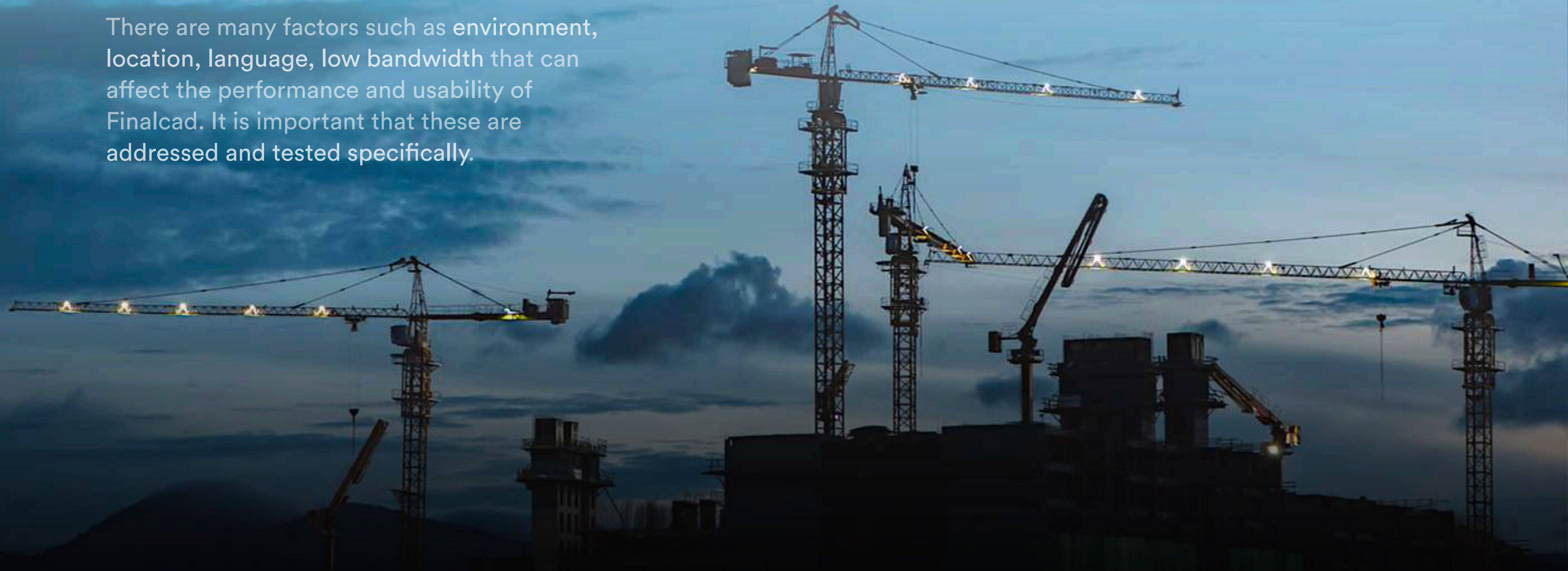


Design

- High fidelity designs are produced in a collaborative manner based on learnings from previous phases.
- Iterative feedback and validation to ensure ideas and assumptions have been addressed.
- Look and feel is finalised, and alignment with company brand and direction is ensured.
- Digital assets created and packaged according to development criteria.

Accessibility

There are many factors such as environment, location, language, low bandwidth that can affect the performance and usability of Finalcad. It is important that these are addressed and tested specifically.





Low light

- Improved viewing experience in low-light environments
- Increased use of battery intensive operations such as navigating 3D schematics
- Automatic light to dark mode transition on level of ambient light

Project plan

TEAM

4 People

TIMELINE

6 months

COST

£XXX

DISCOVER

13th - 17th Jan

- Meetings with internal stakeholders.
- Meetings with external stakeholders organised by Finalcad (office or on site).
- Market and user research.

1 week

DEFINE

20th - 31st Jan

- Analysis of meeting outcomes.
- Review existing data and analytics.
- IA diagrams, object life cycles, personas, user flow charts.
- Identify & prioritise problems, needs and stories.

2 weeks

PROTOTYPE

16th - 27th Mar

- Clickable app, web, tablet prototypes.
- Send prototype and surveys to internal/external stakeholders.
- Analysis of survey outcomes.
- Present to the development team to assure feasibility of implementation.

2 weeks

IDEATE

3rd Feb - 13th Mar

- Realign information architecture according to user flows.
- Compare existing features vs needed features.
- Create wireframes (all devices/platforms).

6 weeks

DESIGN

30th Mar - 29th May

- Implement survey outcomes.
- Create high fidelity designs for app, tablet and manager dashboard (web and mobile).
- Animations, Sound design and Haptic feedback.

9 weeks

PROTOTYPE

1st - 5th Jun

- Clickable app, web, tablet prototypes.
- Meetings with main stakeholders.
- Analysis of meeting outcomes.

1 week

DESIGN

8th - 26th June

- Make relevant changes to the UI according to feedback.
- Package all designs for the app, tablet and web for the development team.

3 weeks



DELIVERY

29th June

Cost estimate

- Estimate includes 2 trips to Paris for discovery and user testing. Additional trips can be added on request.
- Estimate includes 2 rounds of feedback.
- We can add an additional trip to further research the Asian market for £XXX. Otherwise we shall test remotely using surveys/online interviews.
- Payment schedule is split into monthly payments and milestones. A 10% deposit is requested before project commencement.
- All prices are exclusive of VAT.

Discovery

£XXX

Define

£XXX

Ideate

£XXX

Prototype

£XXX

Design

£XXX

PM

£XXX

Total

£XXX

Users

- Increase of daily active users.
- Longer user sessions.
- Increase of in-app activity.
- Lower user onboarding barrier.

Your goals are our goals

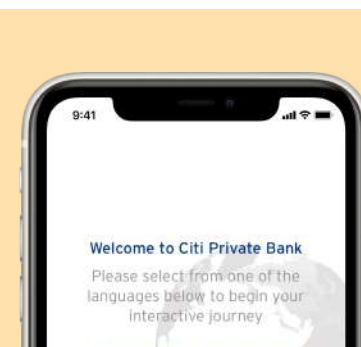
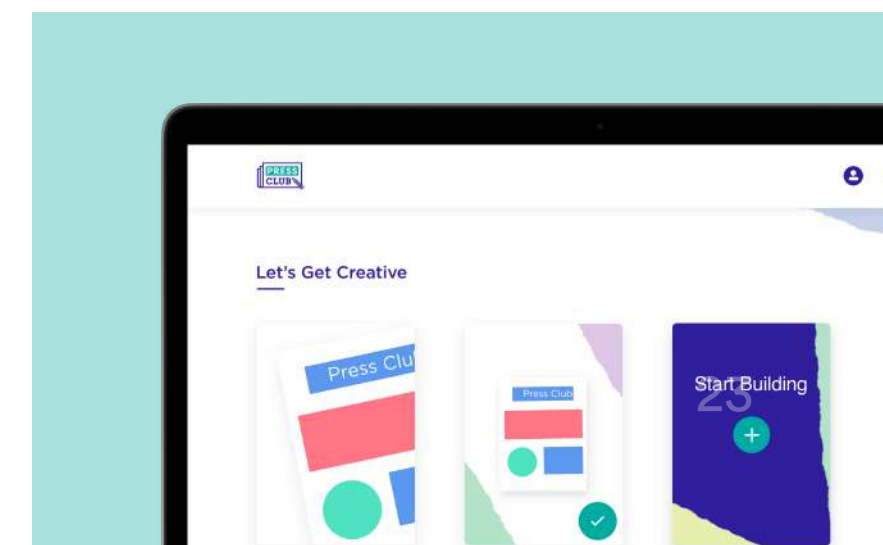
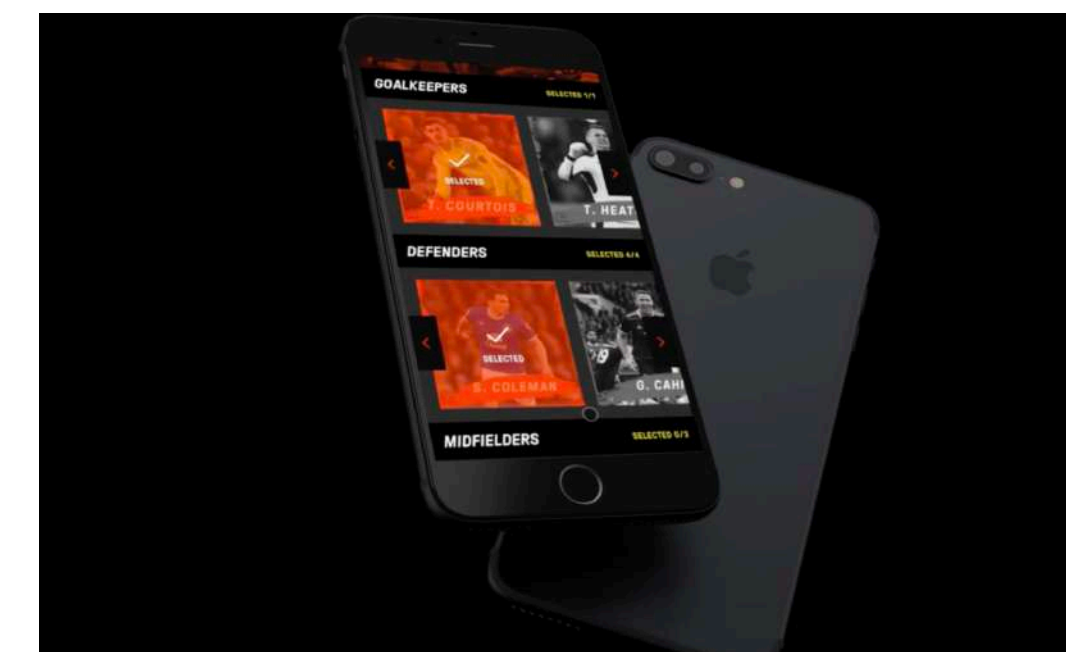
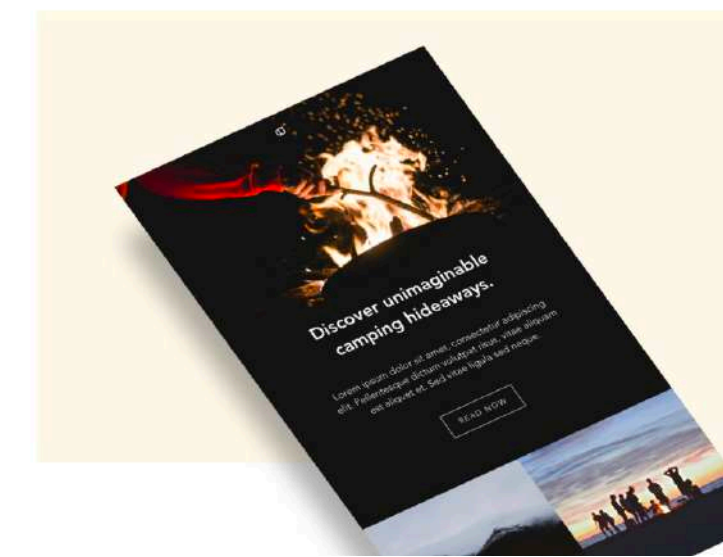
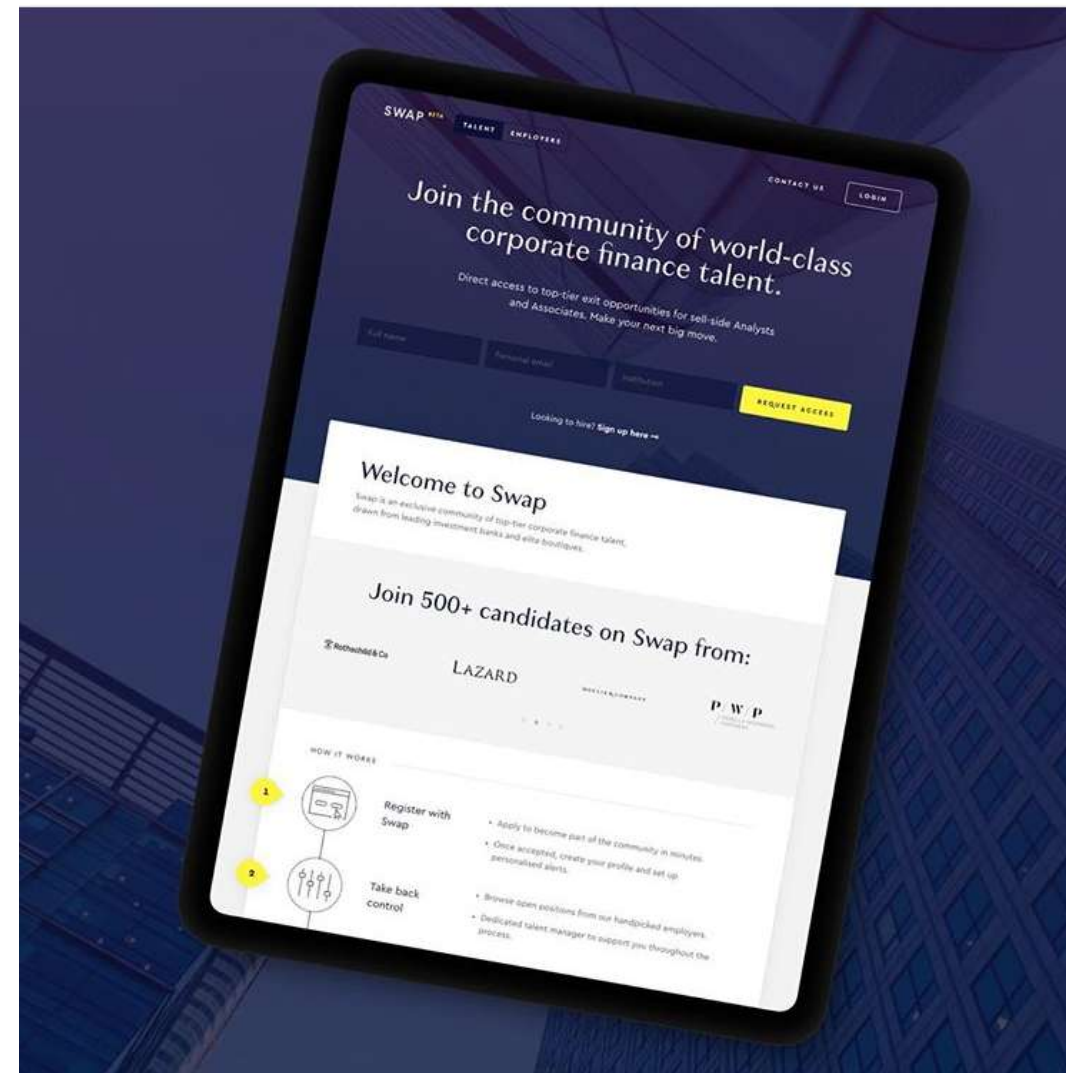
Throughout the process, goals shall be at the heart of every decision. They will be refined and addressed continually to assure success.

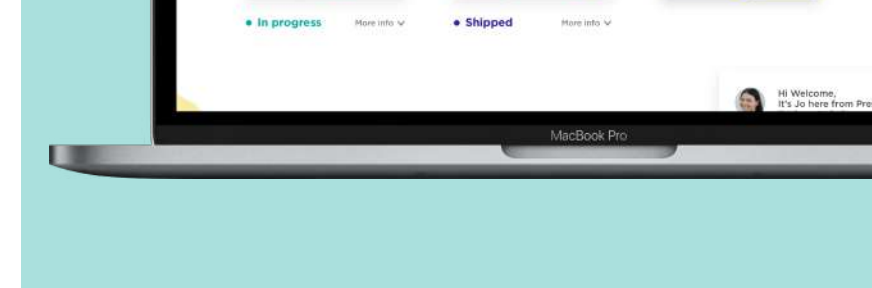
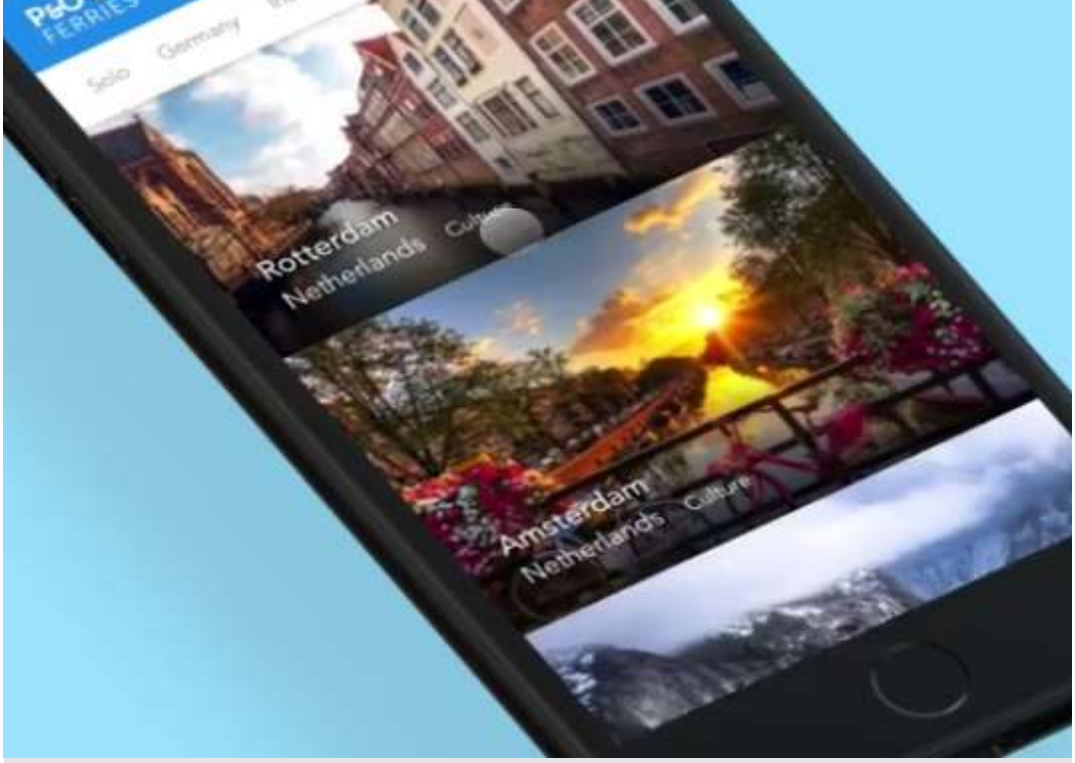
Company

- Geographical expansion.
- Industry expansion.
- Decrease time for account creation.
- Increase in sales.



OPPPP





We're Code & Wander.

A group of ambitious individuals wandering the world, creating brands, products and experiences for the curious and the adventurous.

Uber

COPA90

P&O
FERRIES

Dreams



citi

The
British
Academy

THE
BEHAVIOURAL
INSIGHTS
TEAM

HENI

yumpingo®

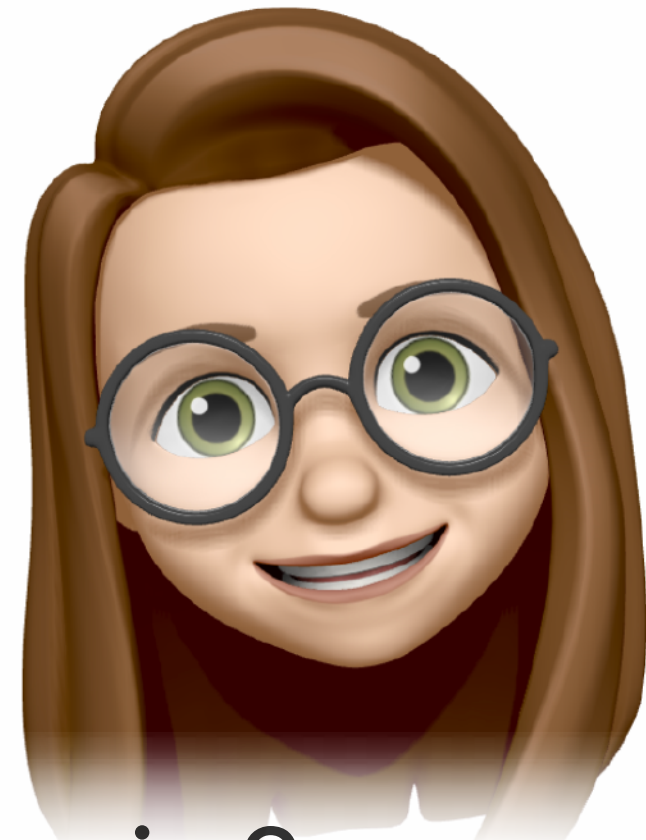
SWAP

NBCUniversal

“Code & Wander has the ability to act as an extension of our in-house team, working in a flexible, timely way to create exceptional work in line with our rapidly evolving business needs.”

Barry Flanigan
Chief Product Officer - Copa90

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Thank you