APRIL 2023 – MAY 2024

Semi-Conductor Customer Portal Redesign

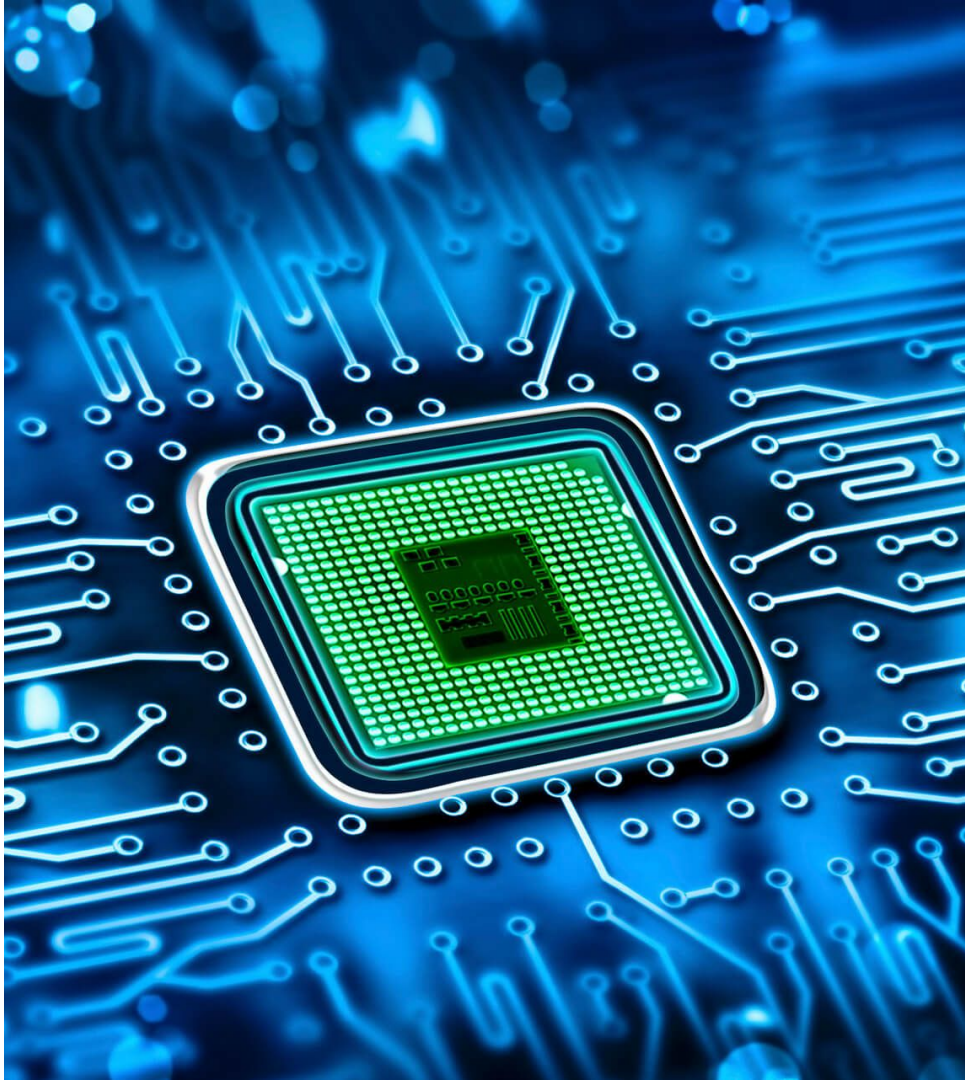
/ Table of contents

/ Introduction

/ Product Space

Company is a semiconductor manufacturing company that helps customers produce their own custom chips.

The customer portal enables this by offering a catalog of design schemas, enabling uploads of completed designs, validating chip feasibility, showing chip production statuses, and helping with production issues.

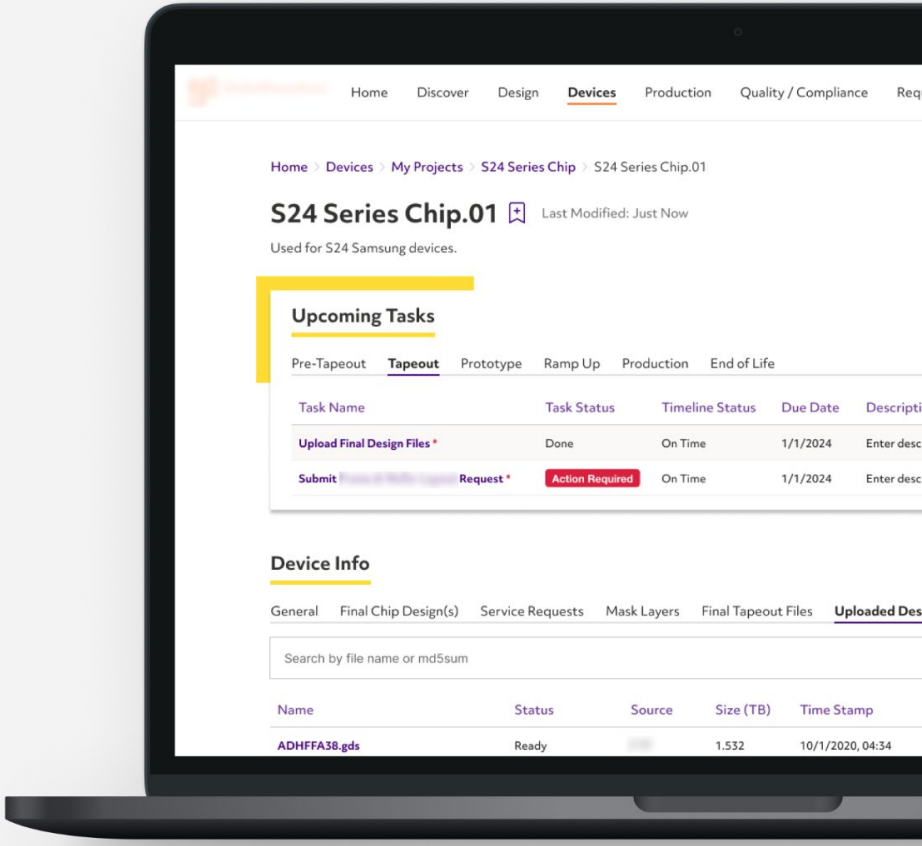


/ Executive Summary

Project goal: Define the future state experience for the Customer Portal.

My top achievements on the project include:

- Migrating over 33 app features
- Leading the redesign of 3 key business processes
    - Discovered a data architecture inefficiency with the current rework
- Improving redesigned system usability score by 34%
- Creating project plans and writing over 50 UX PBIs and Tasks.



/ Project Team

Location
A majority of the project was conducted remotely with teams across the US, Germany and Singapore.

Team Structure
The project was split into two main groups, M2C and D2P. M2C was solely managed by the Hitachi Solutions team while D2P was managed by another consulting firm.

I led two other designers on the project and served as the point of contact for all UX inquiries.

/ Design Process

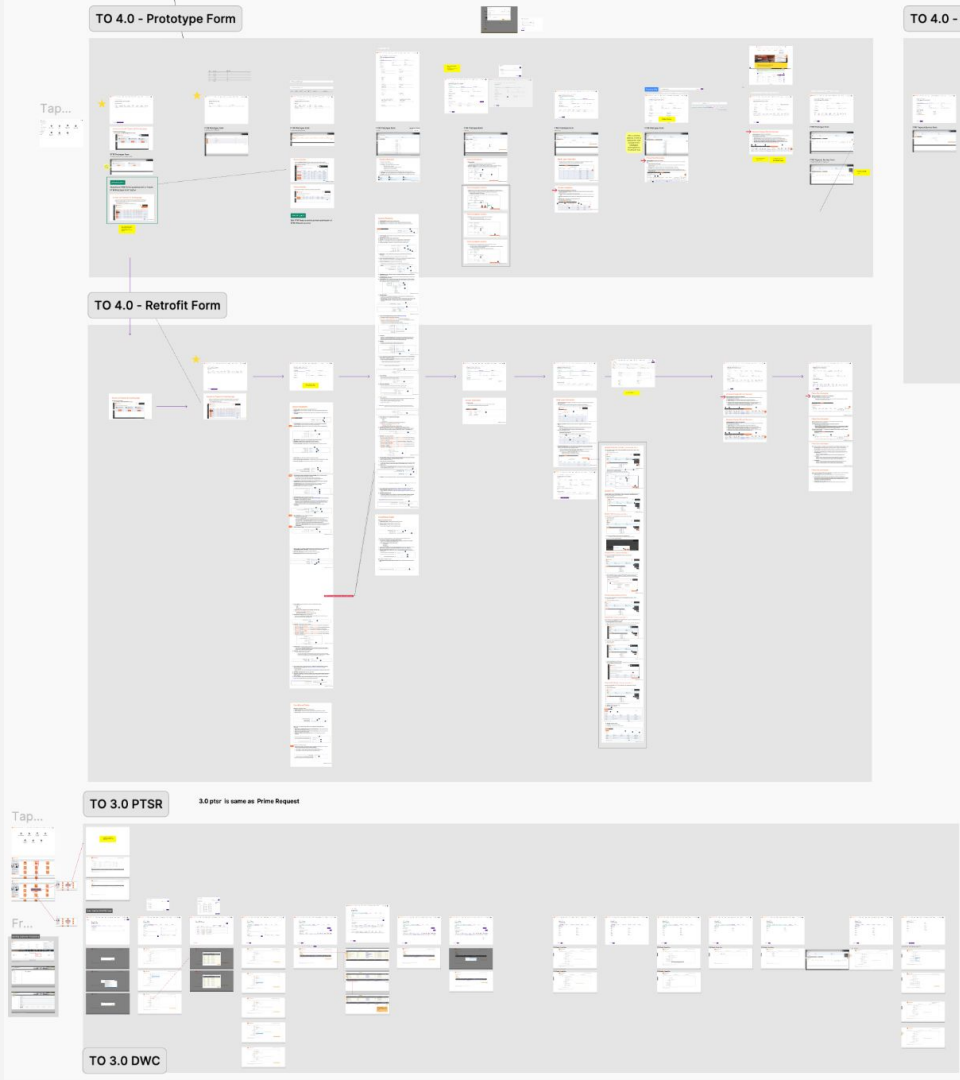
/ Documentation Analysis

Reviewed existing discovery work conducted by a prior consulting company

- Documents focused on high-level processes and current portal IA

Supplemented our understanding by analyzing hundreds of pages of documents

- Poor documentation led us to get scrappy (e.g. taking screenshots during client demos) to document the current end-to-end user experience



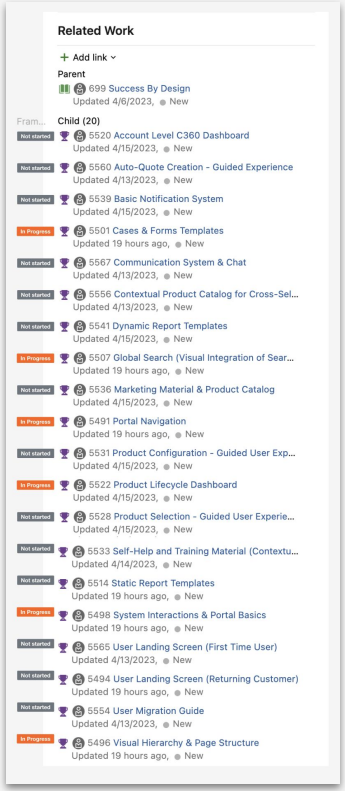
/ Roadmap Planning

Created skeleton PBIs for each feature in Azure DevOps to plan our UX roadmap.

- Features were prioritized by ascending difficulty to allow us time for discovery and design of complex features as the “simple” ones were being worked on.

As we uncovered details about each feature, I fleshed out each PBIs and its Tasks.

In addition to Azure DevOps, I kept a live project roadmap in Figma for our UX team.

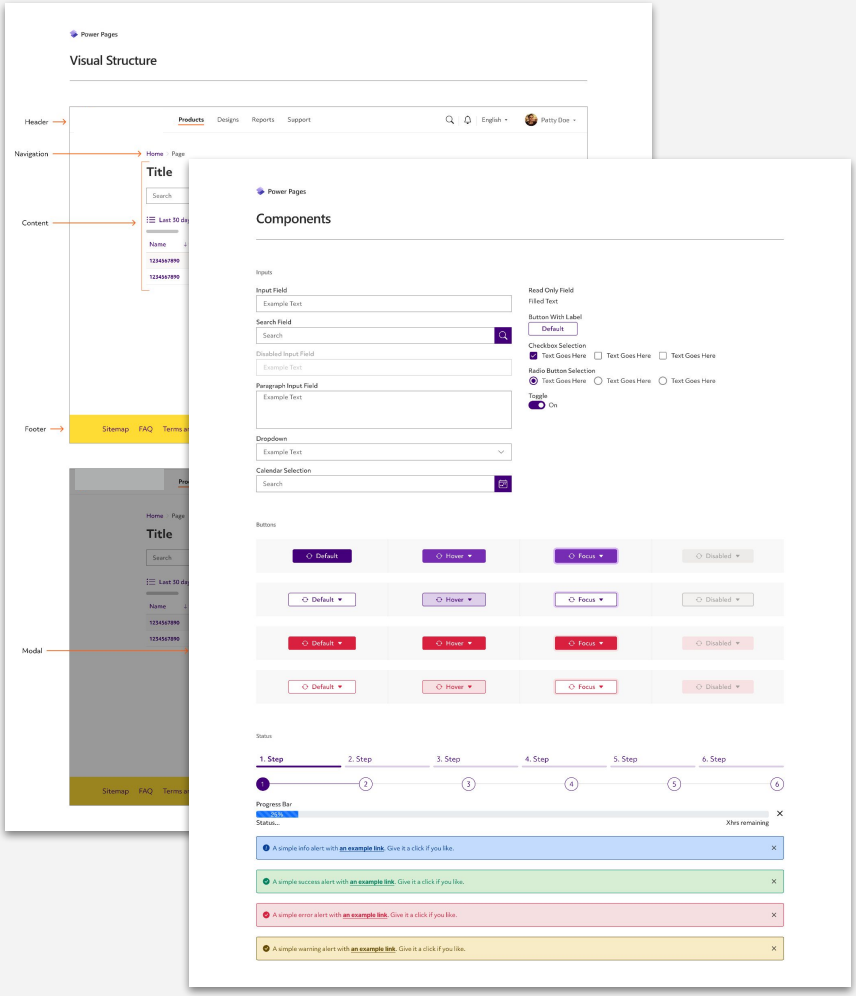


/ Design Definition

Led the design direction for product components and page layouts based on The Company's branding and PowerPlatform development constraints.

Proposed cadence to meet with development team once a week to ensure designs were feasible – ensuring Design and Dev teams were in lockstep before presenting to the client.

Design Assets →

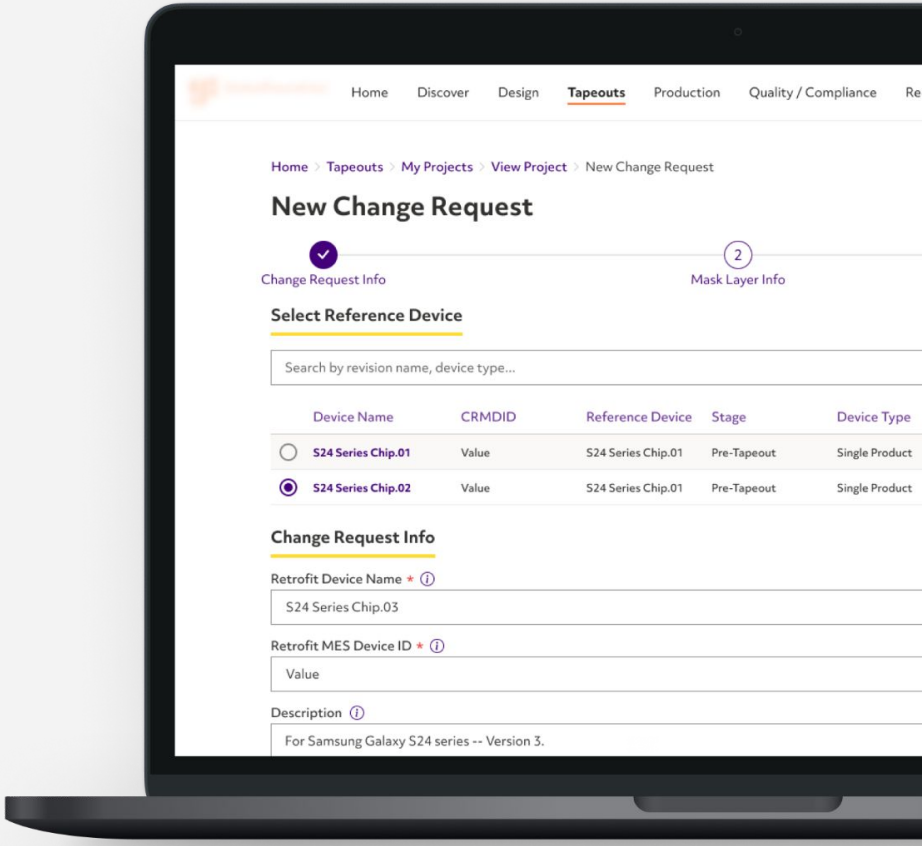


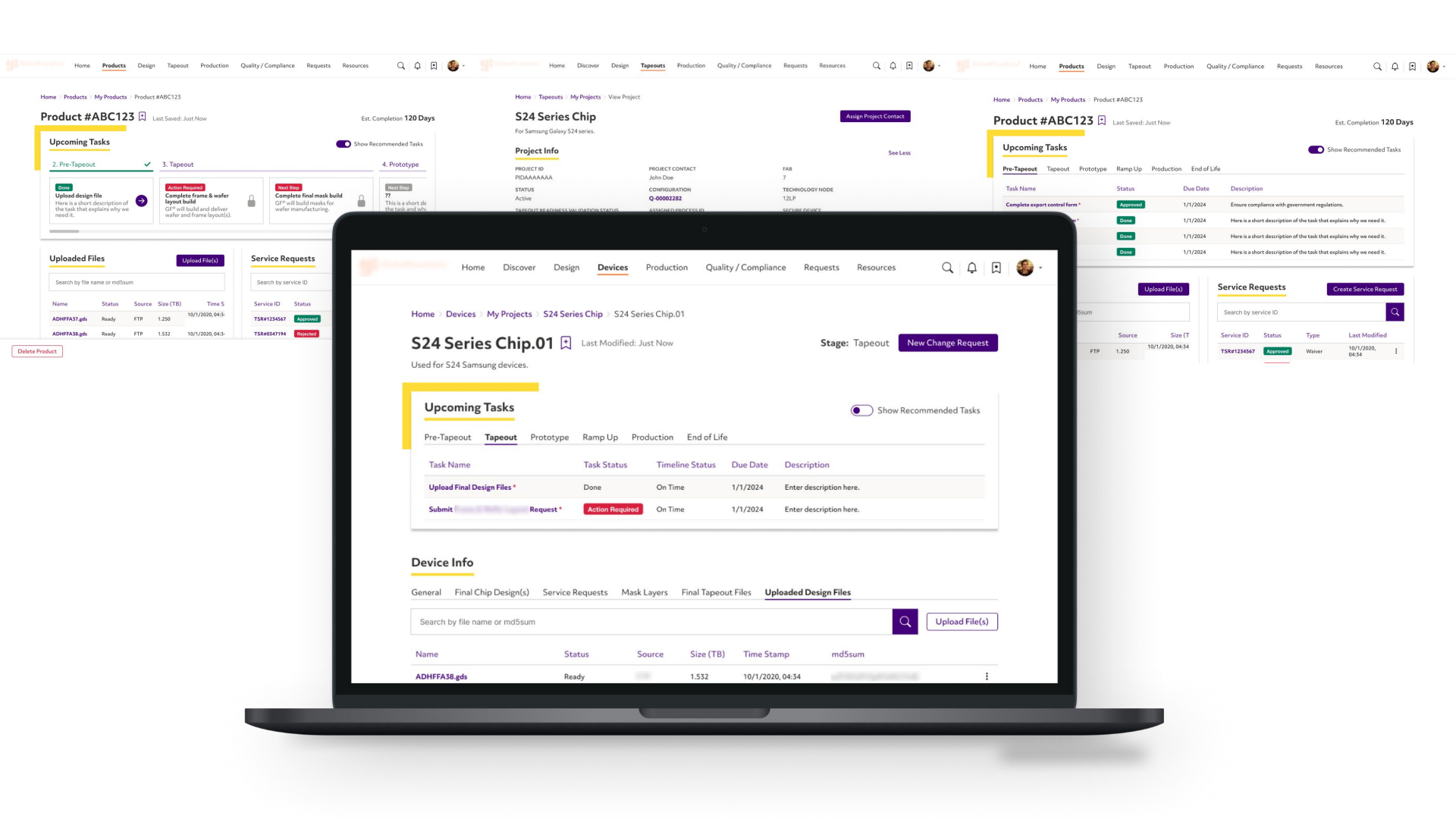
/ Design Execution

Led two other designers to divide and conquer the feature redesigns, focusing my attention on designing the more complex features.

Hosted at least two review sessions per week to ensure a constant feedback loop.

UI Designs →

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Upcoming Tasks
Show Recommended Tasks
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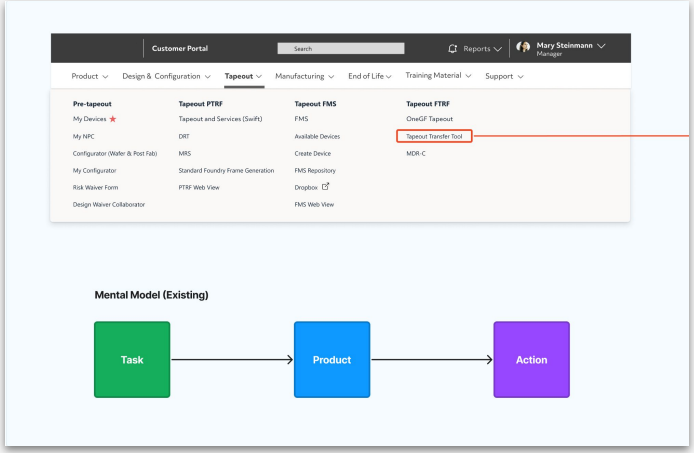
/ Challenging Status Quo

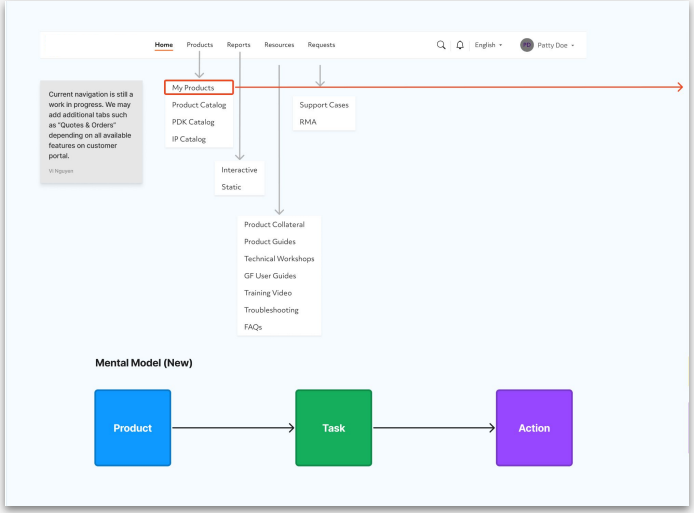
There were two instances where we challenged current processes to champion for the best user experience.

The first was an information architecture improvement that changed the way users interact with the overall portal.

By changing the navigation structure of tasks in the portal, we reduce user cognitive load and show them tasks as needed vs all at once.

IA Explanation →



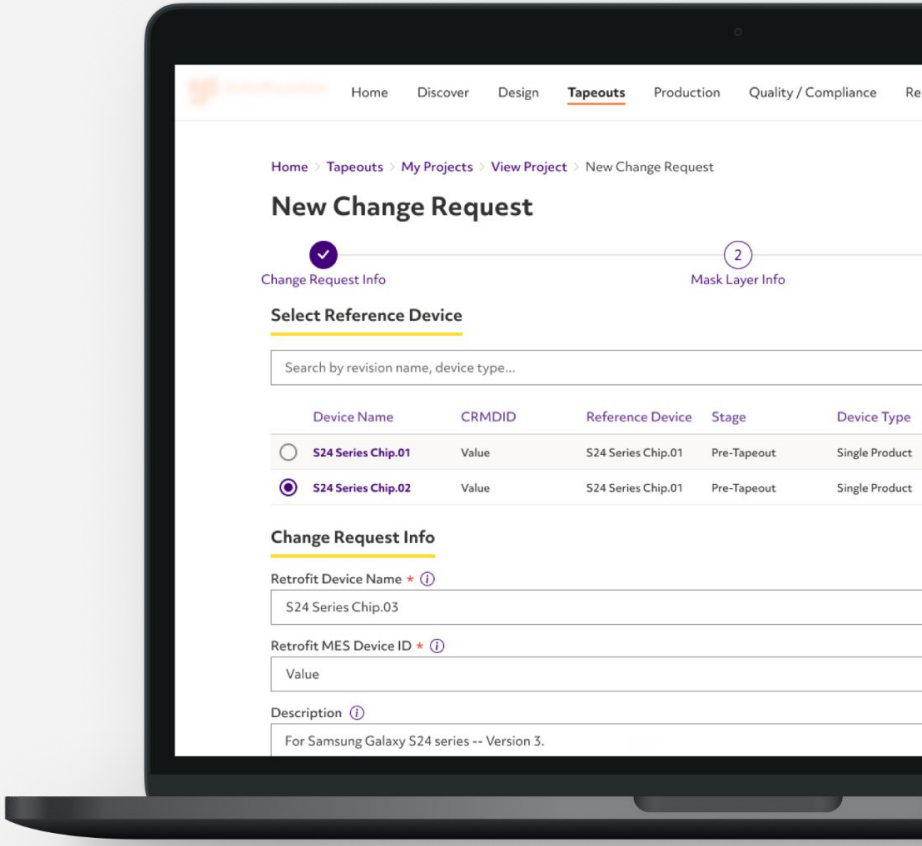


/ Challenging Status Quo Cont.

The second instance was challenging the future state data architecture for a feature that was already being developed.

I discovered an oversight by the team and eventually encouraged them to be accountable.

We ended up being able to rebuild the feature with minimal rework, establish trust with the client, and simplify the user experience.



/ User Testing

Drafted and conducted 3 moderated user testing sessions, each with 6 participants, to validate the features with the most change.

Used the System Usability Score methodology to benchmark our success.

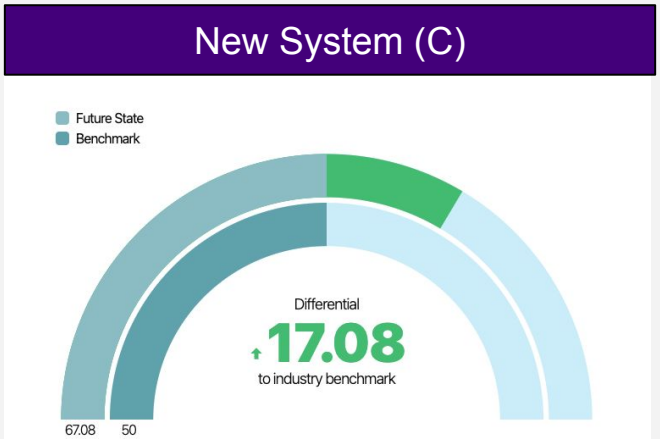
- Feature 1: 63 (C-) to 77.5 (B+)
- Feature 2: 46.25 (F) to 67.08 (C)
- Feature 3: 57.5 (D) to 70.42 (C)

Analyzed and documented the results into a report that is easily shareable with stakeholders.

User Testing Artifacts →

Previous System (F)

New System (C)

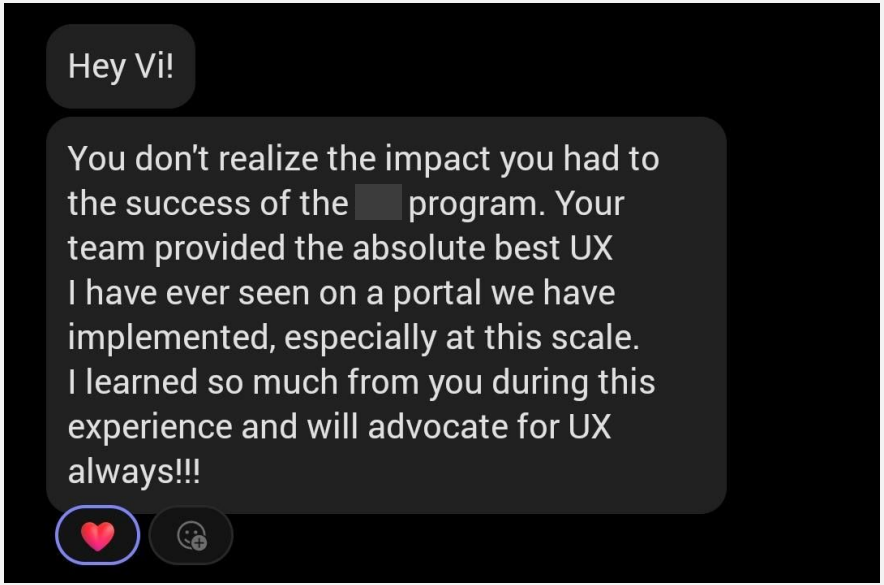


/ Conclusion

The project was released to +10,000 users across 58 countries in late 2024.

Throughout this process, I learned some valuable key lessons:

- Always ensure technical feasibility to manage realistic expectations
- Have clear documentation to keep all parties accountable
- Check for understanding early and often, and don’t be afraid to be wrong
- Never stop fighting for the best UX!



Feedback from a technical director at Hitachi Solutions

/ Q&A

Thank you.