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CASE STUDY: A2B APPLICATION, DLL FINANCIAL

The A2B application project asked how a lengthy financial-services form could become easier to follow. My contribution focused on the interface and user experience.

The task

The application process needed clearer organization and navigation. An internal workplace update reported a baseline completion time of about 45 minutes.

My contribution

My contribution included reorganizing fields, simplifying the visual hierarchy, and using progress and navigation cues to help people understand where they were in the process.

What the project shows

An internal project update and its meeting minutes reported completion time moving from about 45 minutes to about 10 minutes. These were figures shared with the team while I worked there, rather than a measurement I independently conducted. They describe the wider project, to which I contributed interface and UX work.

View the application interface example.

> *"Our clients are happier, and our teams are faster, it's exactly the breakthrough we needed."*
>
> — Product Owner, DLL Financial

What I could contribute to your team

Careful UX work within a larger project

I can contribute to an existing application by organizing fields, clarifying hierarchy, and helping people understand their progress. This case also shows the importance of separating my interface contribution from results reported for the wider project.

Have a similar assignment?

Tell me what your team needs to make or improve. Discuss a role or project.

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