

Patrick Lesage

UX Case Study:

BASIC INCORPORATION

Online multipage form to incorporate
a business in Canada.

Basic Incorporation

PROBLEM

Novice users were not completing the multipage online form.

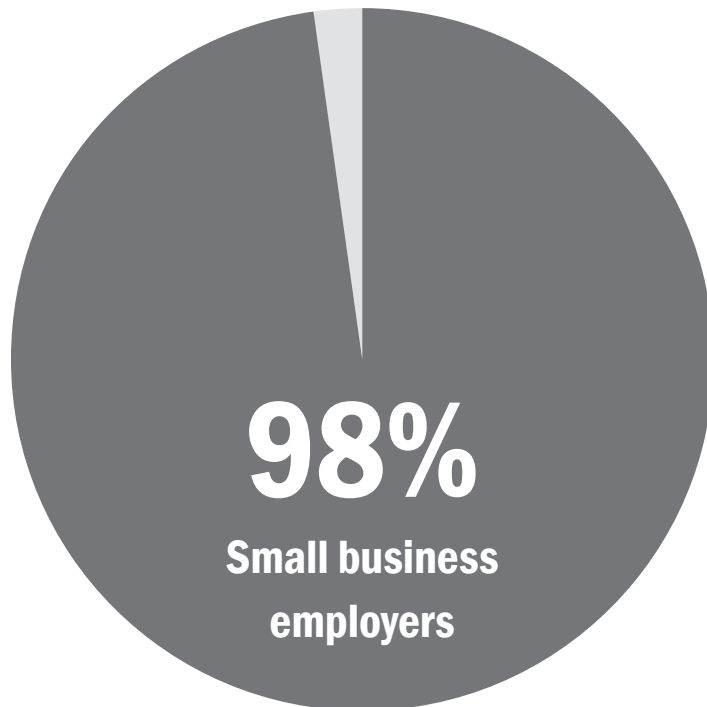
SOLUTION

Improve user's comprehension and increase their confidence to succeed.

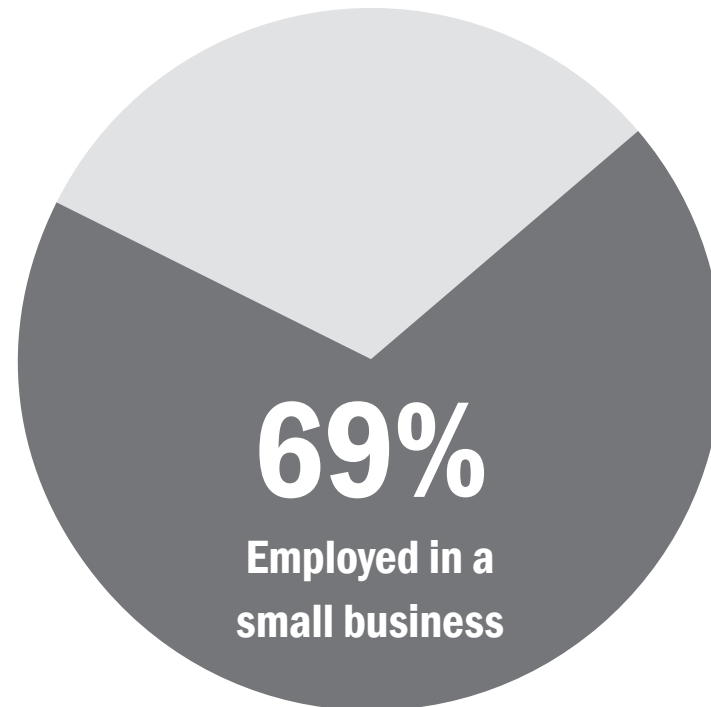


Research Insights

As many as 90% of novice users would disengage.



Canadian employers



Private labour force

User Personas

Personas helped our team empathize with users.

Scenarios specific to their needs.

2. Methodology (“who” and “what”)

Our users ...

a) **WHO** tested out our upcoming Express service?



“Joe” persona

(BU – Business User)

5 participants
(2 in person, 3 via WebEX)



“Norman / Sarah” persona

(RI – Registered Intermediary)



5 participants
(via WebEX)

TOTAL participants = 10

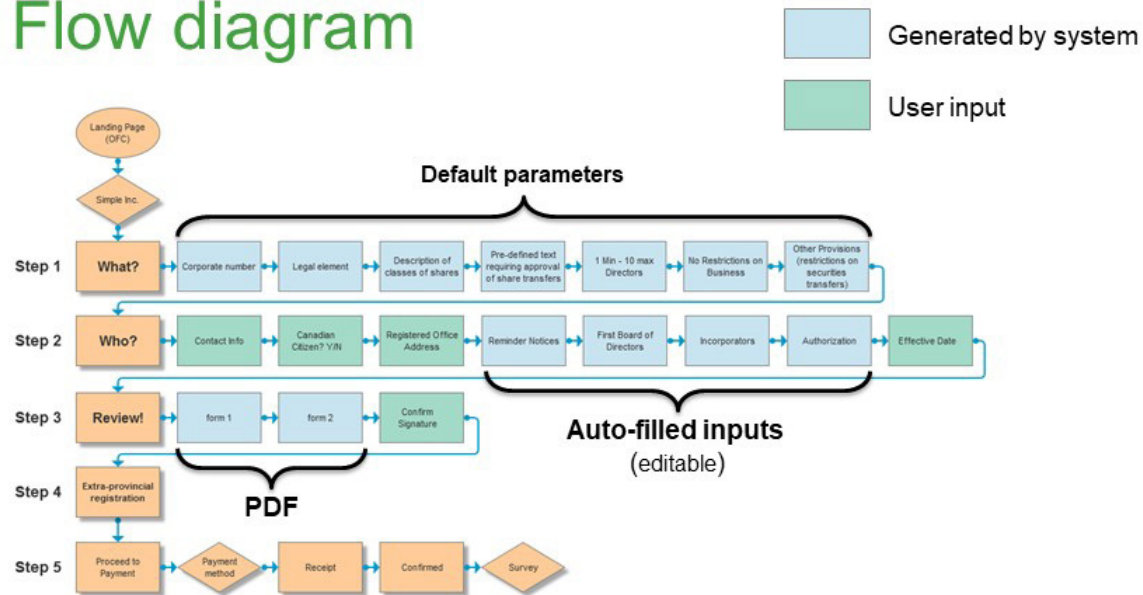
Prototypes

Facilitated workshops.

Conducted usability and accessibility testing.

Prototypes made in Axure RP.

Flow diagram



Results

1/3rd fewer transactional pages.

50% fewer words to read.

20% fewer clicks.

3. Summary of Findings



a) Business Users

Like best?	Like least?
Placeholder suggestions and default/pre-filled data.	Clickable hyperlink, badge and icon can cause confusion (when close together).
Comfortable with navigation usability and labels.	Language is challenging to understand. (Need more information to understand implications.)
Help texts/tips open in new window or modal.	Help links don't always indicate if they will open a popup or a new window.
Steps clearly shown in sidebar.	Receipt not automatically sent.
Overall look and feel is good.	Sense of closure could be more obvious for some business users.

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Why do I love UX design?

COMMUNITY

People are welcoming and want to share.

LEARNING

Constantly learning new ways of thinking.

THE RIGHT FIT

Creativity and communicating with real people.

MAKING A DIFFERENCE

Improving people's lives and bringing joy

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