Patrick Lesage

UX Case Study:

BASIC INCORPORATION
Online multipage form to incorporate
a business in Canada.

Basic Incorporation

PROBLEM

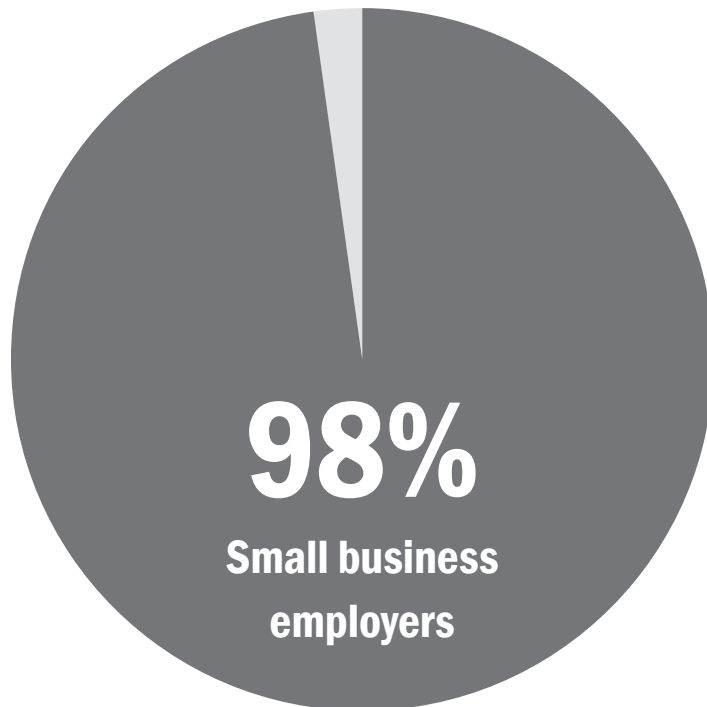Novice users were not completing the multipage online form.

SOLUTION

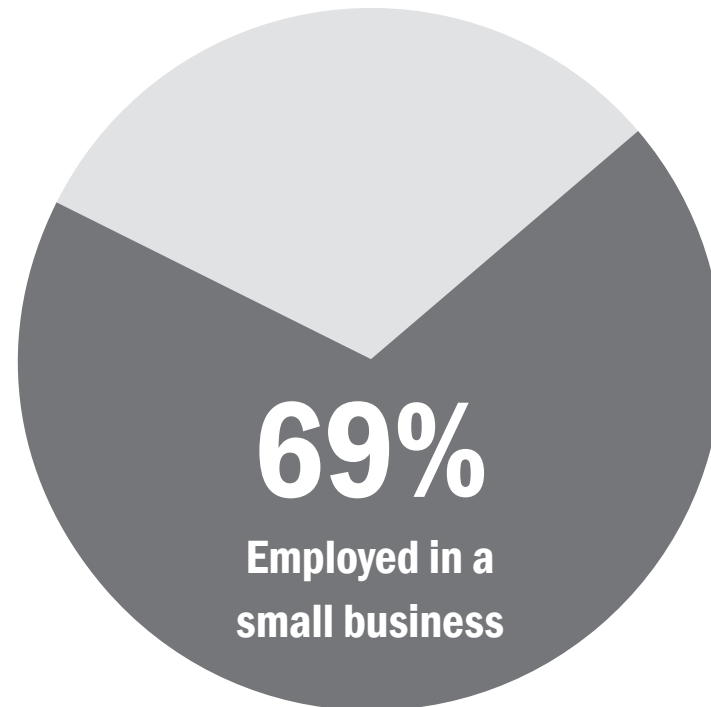Improve user's comprehension and increase their confidence to succeed.

Research Insights

As many as 90% of novice users would disengage.

98%
Small business
employers

Canadian employers

69%
Employed in a
small business

Private labour force

User Personas

Personas helped our team empathize with users.
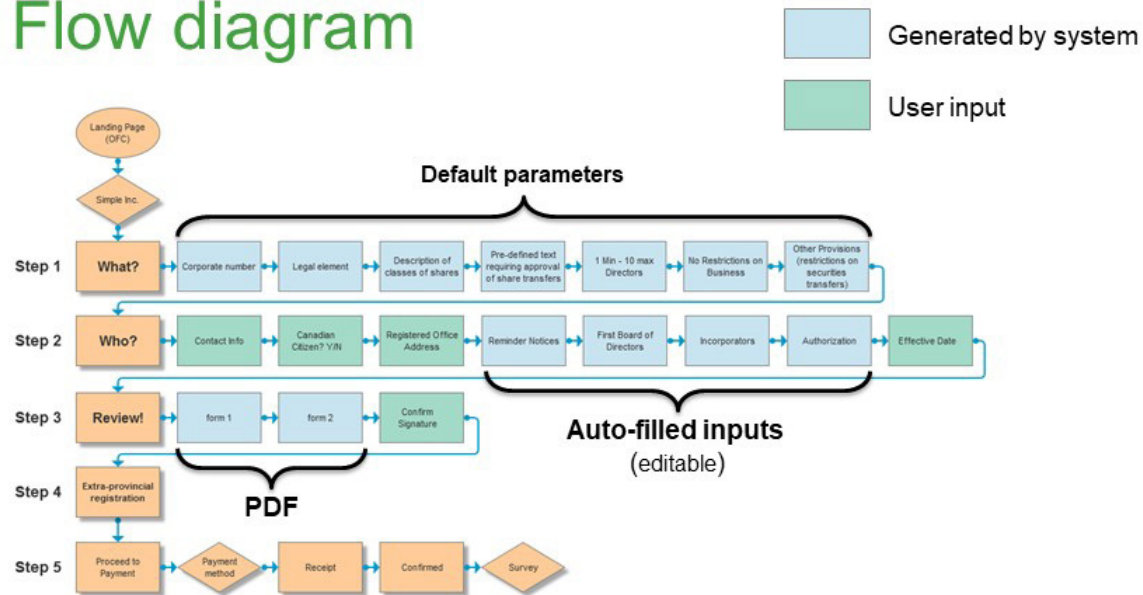
Scenarios specific to their needs.

Prototypes

Facilitated workshops.

Conducted usability and accessibility testing.

Prototypes made in Axure RP.

Results

1/3rd fewer transactional pages.

50% fewer words to read.

20% fewer clicks.

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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

https://patricklesage.ca