

# Patrick Lesage

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UX Case Study:

## **MNP DEBT**

Complete overhaul of  
the digital platform.

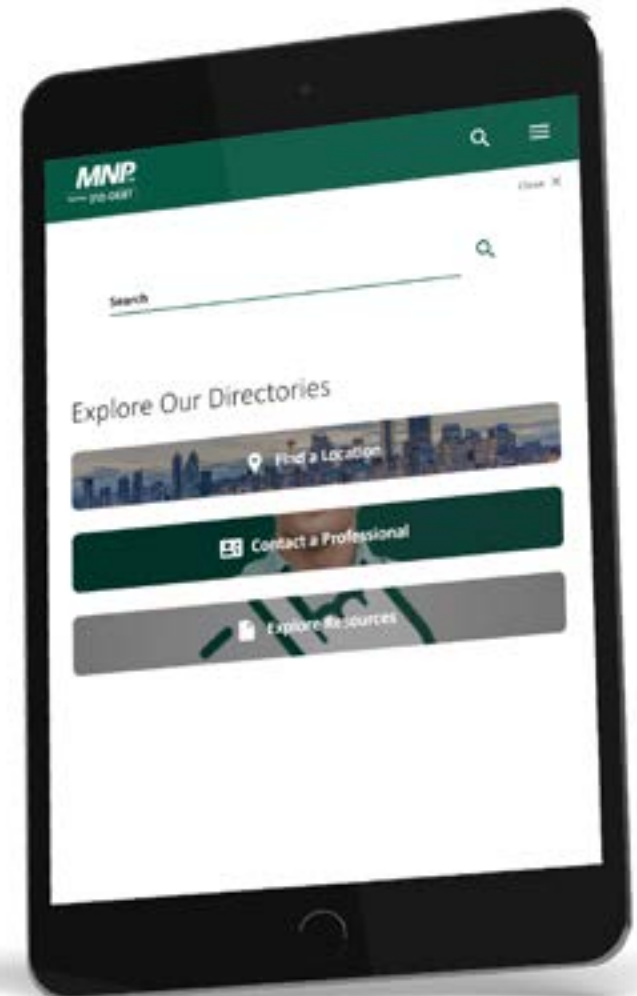
# MNP Debt

## PROBLEM

Legacy CMS framework not optimized for today's standards.

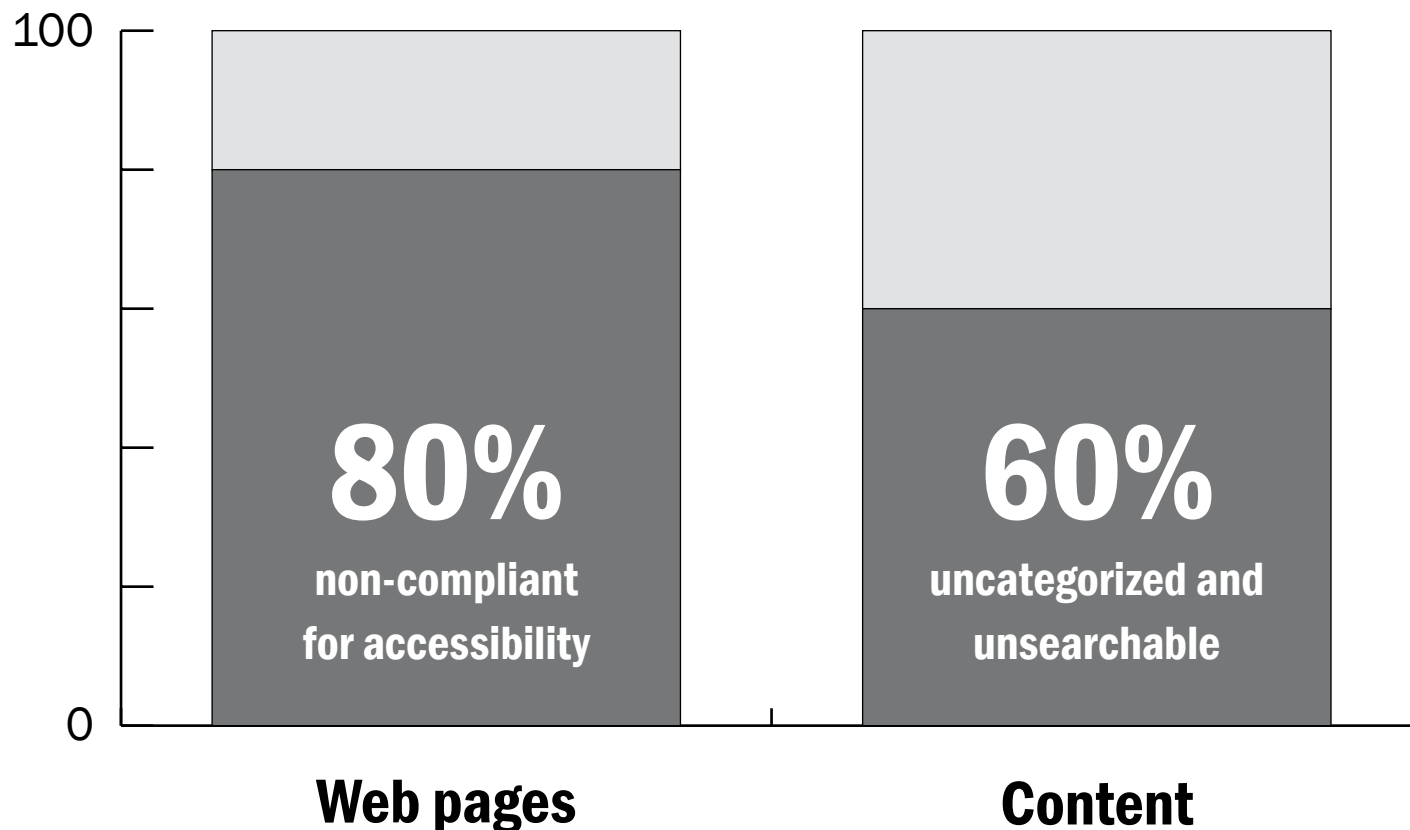
## SOLUTION

Meaningful yet flexible Information Architecture and navigation with a robust search feature appealing to users and content authors.



# Research Insights

- Discovery phase established understanding of stakeholder issues.
- Defined Key Performance Indicators.



# User Personas

- Cohesive branding.
- Tested scenarios based on persona tasks.



Personal finance site



Corporate services site

# Prototypes

- Prototypes made in Adobe Creative Suite.
- Facilitated workshops.
- Conducted usability and accessibility testing.



# Results

- Enhanced visual hierarchy and navigation (search with 3 themes, 5 types, 8 categories)
- Easy, meaningful accessibility to financial advice.



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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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