

Responsive Web App Redesign

Senior product designer (UI/UX)

10 person project team: PM, BA, 2 x Design, 2 x Marketing, 3 x Dev, 1 x Tester

The Project

Ongoing client Bluebet entrusted Artisan Digital with their 2020 redesign. The business objectives were to improve overall aesthetics, performance, and accessibility and include easily discoverable high-margin products. The focus was on mobile and the acquisition(sign-up) process that the business felt was behind its competition.

What I Did

I worked as an end-to-end design lead on this project while mentoring a junior designer. It was a brief research period with user success defined by addressing the long list of usability issues from the current web app.

I conducted workshops with internal stakeholders to define the business goals. We relied on data from Google Analytics and Hotjar heatmaps and iterated on various design solutions to improve ease of navigation, homepage discoverability and sign-up form conversion. We worked in a shared codebase to produce a working prototype (React app) to hand over to the full-stack engineering team.

The Result

The redesign delivered a 2% margin increase overall and a 0.5% lift in multi-bet conversion through an improved betslip experience. Despite working within existing API constraints, we significantly improved navigation, homepage discoverability, and sign-up conversion through focused UX and UI improvements.

