

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.

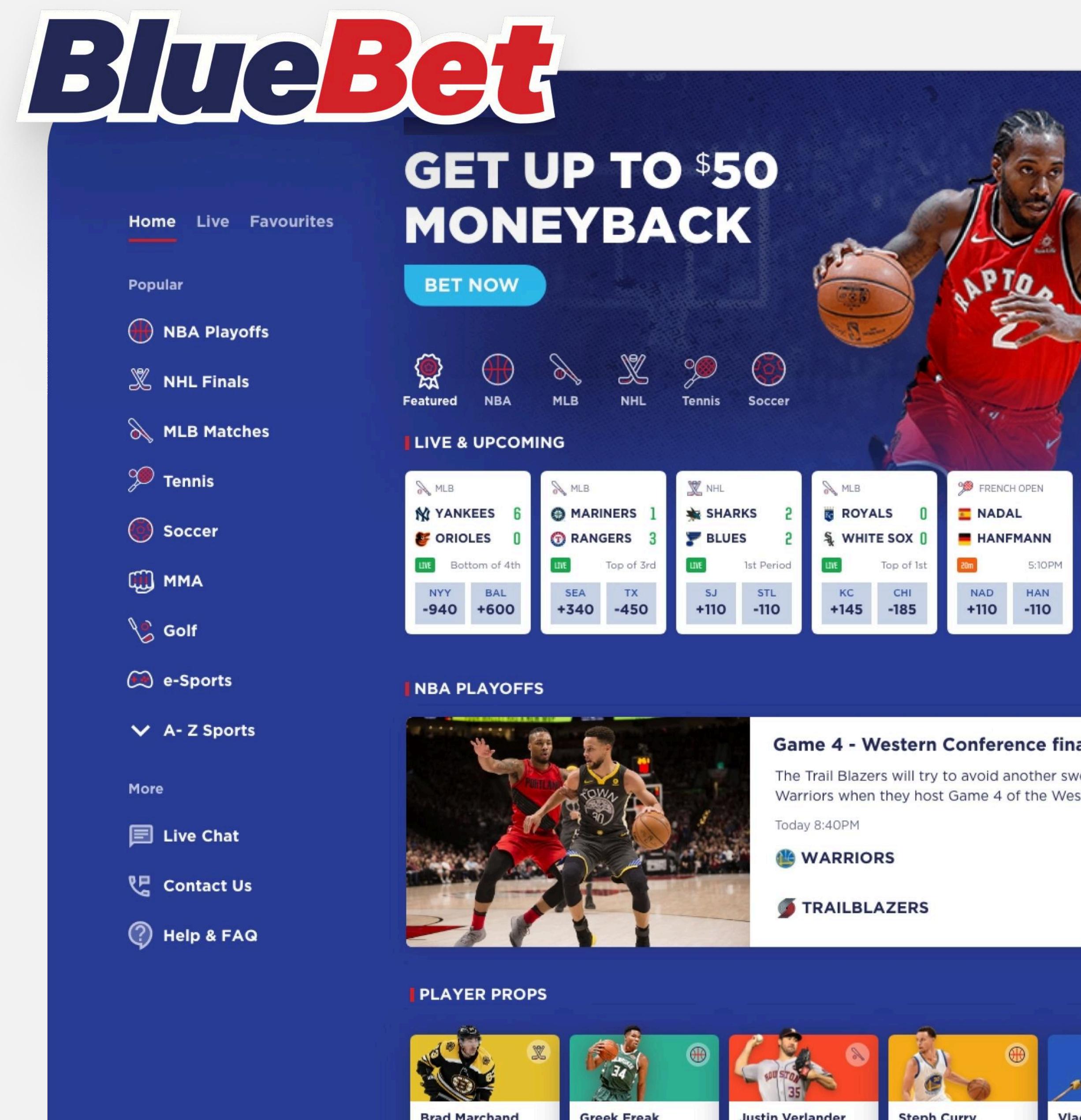
What I Did

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.



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LIVE & UPCOMING

MLB	NHL	MLB	NHL	MLB	NHL	FRENCH OPEN
YANKEES 6	MARINERS 1	SHARKS 2	ROYALS 0	ROYALS 0	BLUES 2	NADAL
ORIOLES 0	RANGERS 3	WHITE SOX 0	WHITE SOX 0	BLUES 2	HANFMANN	HANFMANN
Bottom of 4th	Top of 3rd	1st Period	Top of 1st	2nd Period	3rd Period	5:10PM
NYY -940	SEA +340	SE 340	KC +145	CHI -185	NAD +110	HAN -110
BAL +600	TX -450	TX -450	STL -110	CHI -185	NAD +110	HAN -110

NBA PLAYOFFS

Game 4 - Western Conference final

The Trail Blazers will try to avoid another sweep by the Warriors when they host Game 4 of the Western Conference final on Saturday night.

Today 8:40PM

WARRIORS

TRAILBLAZERS

PLAYER PROPS

Brad Marchand	Greek Freak	Justin Verlander	Steph Curry
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