

# Case Study

Digital Media

Web Application Tools Consolidation

Our philosophy is to help our clients define applications faster and more accurately by gaining stakeholder understanding and creating a shared vision of a project from the start.

**ONESPRING**<sup>®</sup>  
focus • clarity • results

OneSpring developed a high-fidelity prototype for consolidating two distinct tools into one co-aligned application.

### Challenge

The Digital Media Web Application Tools Consolidation project was designed to provide the client with a newly designed page layout and user interface for an improved user experience. As part of the consolidation project Internet Tools and Phone Tools were combined into one seamless business processes to create a shared user experience. This project also allowed the client to explore additional design ideas that would go beyond the boundaries of their standard style guide. As a result, OneSpring created multiple versions of the consolidated platform, which were reviewed and tested by the client's project team. This led to not only a redesign of the current Internet and Phone Tools but also a change in other sections within the client's digital media homepage.

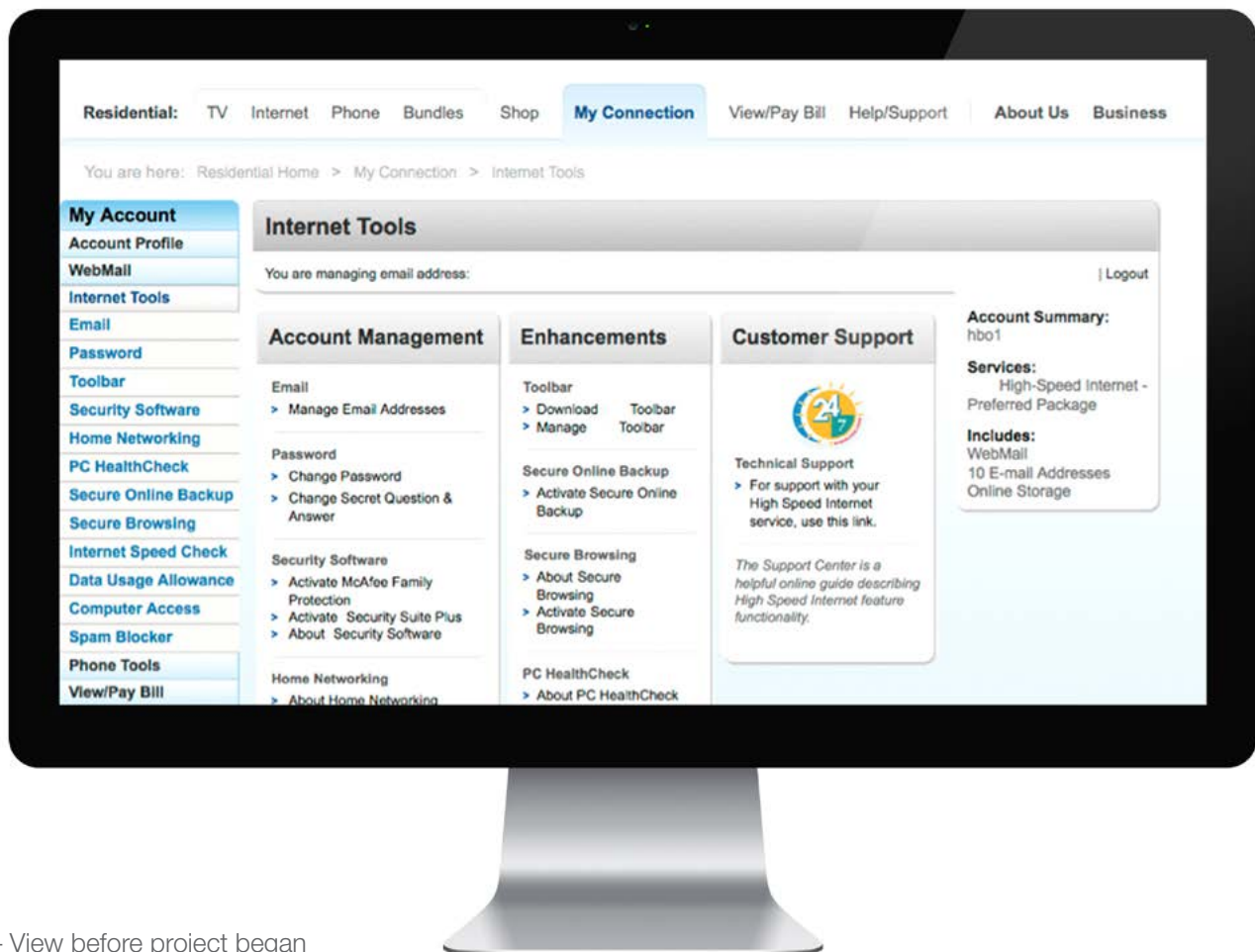


Fig. 1 – View before project began

## Solution

In order to combine two discrete processes into one seamless consolidated process OneSpring consultants, who visualized the proposed consolidation solution, created a high-fidelity prototype. The process started by defining business processes and low fidelity scenarios, allowing stakeholders to quickly visualize the consolidation effort and how information would be grouped, displayed, and accessed by subscribers logging into their accounts. The resulting Information Architecture broke the Internet and Phone tools paradigms and consolidated data into process flows that were not defined by service, as had previously been the case.

By adding and guiding the development of a prototype as a step in the process, OneSpring assisted the client in developing a new design that would enhance the user experience and increase customer satisfaction. The process integration allows the subscribers to access what they need sooner with less frustration and searching. OneSpring leveraged progressive disclosure in conjunction with a modular design in order to produce a design that would meet the current and future needs of the customer by providing them with a clean, simple, elegant, and extensible interface solution.

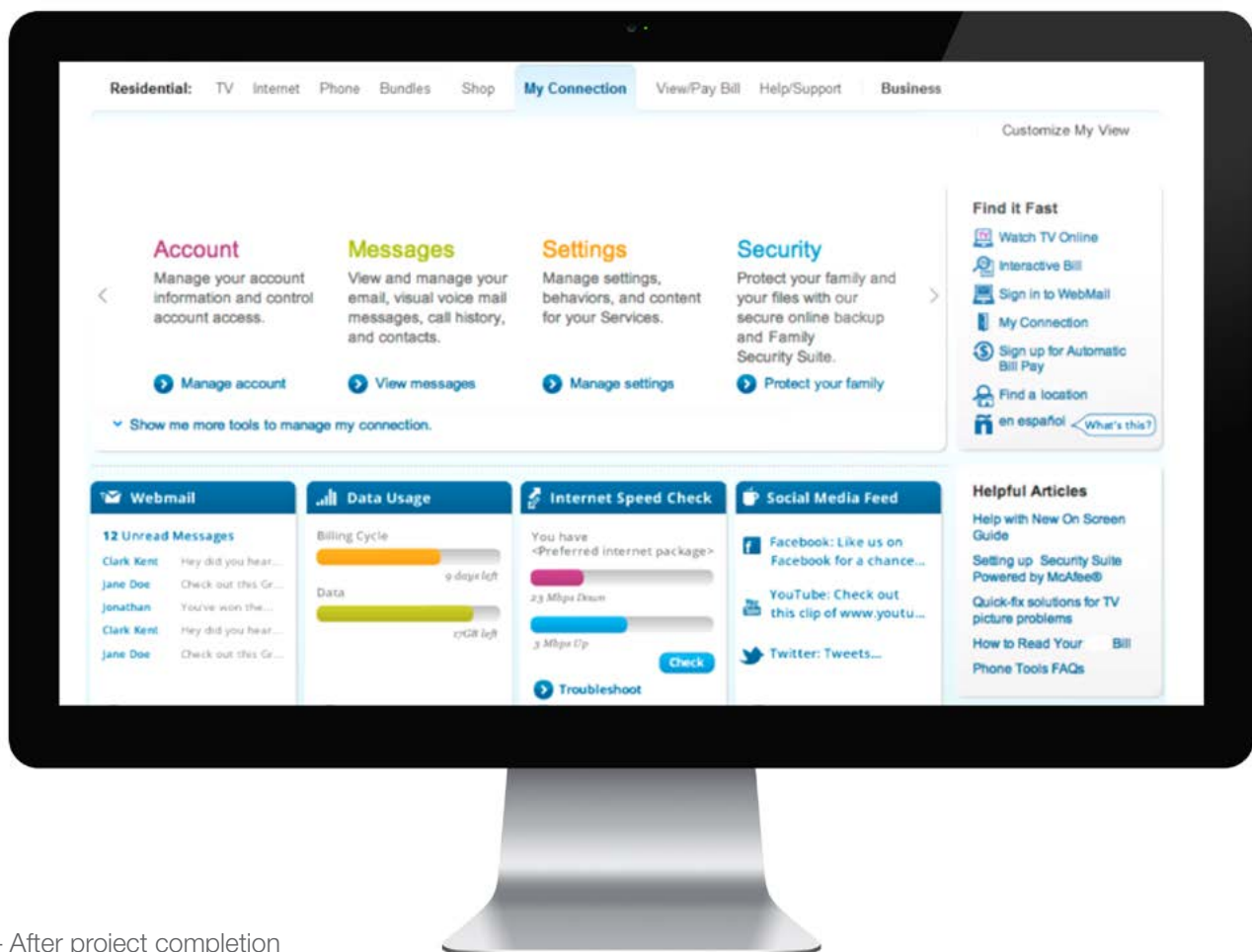


Fig. 2 – After project completion

## Impact

OneSpring delivered a high-fidelity design and functional prototype of the solution, which was demonstrated as a fully functional vision of the Tools Consolidation project to Senior Executives and other members of the team in order to secure project acceptance and approval.

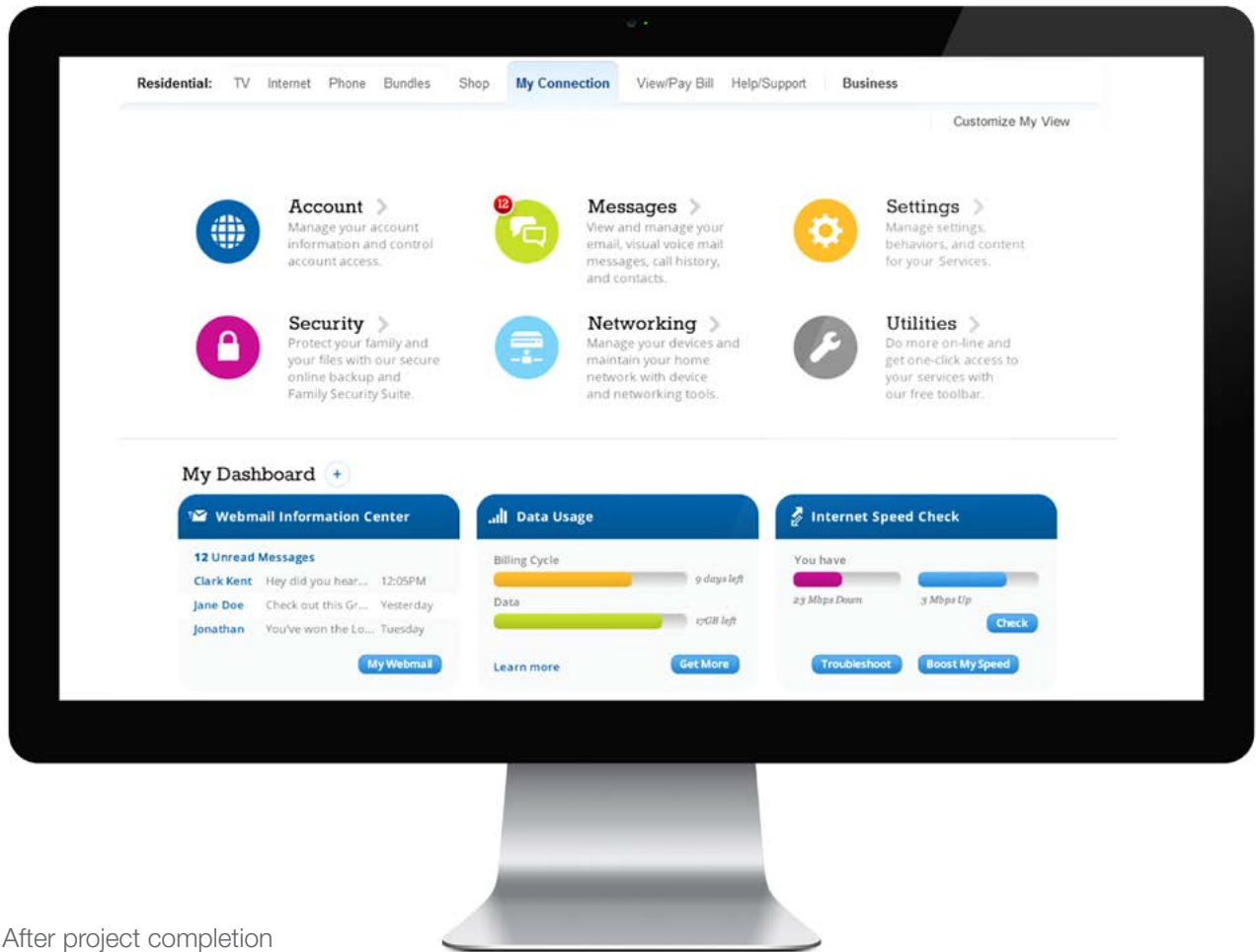


Fig. 3– After project completion

## Our Mission

OneSpring LLC is a diverse group of professionals committed to helping you design competitive solutions in less time, at a lower cost, and with better results. We aim to make product definition and development an exciting process through real-time visualization, innovative meeting formats, and the passion and energy of our team. We partner and collaborate with our clients to help them achieve their goals, bring their vision to life, and effectively communicate the requirements that will make them a success.

1050 Crown Pointe Parkway  
Suite 800  
Atlanta, Georgia 30338

1-888-472-1840  
OneSpring.net  
evolved@onespring.net

Facebook.com/onespring  
linkedin.com/companies/onespring-llc  
twitter.com/onespring