Summary – The Optimization of mybrand.center

This thesis explores the optimization of the user interface and experience of mybrand.center. This is a SaaS application (Software as a Service) developed by RGN (Restyle Groep Nederland) to support brand management and rebranding processes. The first chapter introduces an overview of RGN by explaining the purpose of mybrand.center. Here the focus is on the usability challenges, presenting the research question aimed at enhancing the tool's effectiveness. A systematic approach is used to investigate the stakeholder needs, client experiences, and redesign strategies.

The second chapter delves into the core functionalities of the application. Thereby explaining the three modulus of mybrand.center that are investigated in this thesis: Guidelines, Assets and Publisher. Guidelines ensures consistency in brand representation. Assets provides a centralized storage place for approved files. Finally Publisher, streamlines the creation of brand-compliant designs. This chapter also discusses the user-centric design principles of Google's Material Design, stakeholder roles, and user feedback from findings in interviews. The interviews where held intern with employees of RGN and also extern with clients from RGN. The feedback gave areas for improvement, such as the focus on better navigation and editing processes. This laid the groundwork for the requirements discussed later in this thesis.

Building on chapter 2, chapter 3 outlines the final requirements for improving the application. This emphasizes navigation, editing, language standardization, and Asset management. It gave several ideas for solutions to optimize the program, such as a prominent home button, clearer layout options, and improved workflows throughout the application. All of these solutions are guided by Galitz's UI principles of clarity, simplicity, and error forgiveness. Ideation sketches provide concepts, focusing on all modules, but mainly Assets and Publisher. The focus is on enhancing the overall user experience.

The redesign processes are detailed in chapter 4, where a low-fidelity prototype was created using the assistant program Figma. The goal was to keep adhering to Google's Material Design principles. The prototype incorporated navigation improvements, language standardization, and a validation system. Some features have to be investigated further to see what the client preferences are. However, a newly implemented support system now created by RGN ensures continuous feedback integration. This enables RGN to refine the application based on the user needs.

Finally, chapter 5 evaluated the redesigned application through a limited testing phase with RGN's team members. Despite using a simplified prototype, the testing provided valuable insights into usability and areas for improvement. Feedback linked to project requirements addressed the redesign's effectiveness in addressing user needs. The findings from this research project concludes success of the redesign. It outlines opportunities for further development, ensuring that mybrand.center continues to evolve as a user-centric tool.