Summary

Extendas is a company that develops software for gas stations and related services. Almost all of their software applications have different User Interfaces (UIs) which has a negative impact on Extendas's Corporate Image (CI) and the application's User Experience (UX). The goal of the project is to improve the CI and UX by developing standardized components for all applications related to Extendas's SPIN (Social Petrol Interface) Platform. SPIN platform applications are developed to be able to handle large amounts of data and present the data to the end user of the application. Since the standardized components first have to be implemented in the actual application, the developer can be seen as the user of the product before the end user interacts with the product. Because both the end user and the developers will regularly interact with the product, both must be taken into account while designing and developing the product.

Research is done on different aspects as the user group (both end user and developer) and competitors, as well as on UI literature for Layout, use of shapes and use of colour. During the project, it became clear that the currently existing Corporate Visual Identity (CVI) of Extendas is not applicable for the project's scope since use of colour and typography was not specified. The current CVI had to be updated and became part of the scope of project as well. From the research findings a list of general requirements was created and specific requirements for the standardized components were created.

The design of the standardized components started with the ideation, where many ideas for each component were created separately. The concept phase then narrowed the directions down to three possible concepts by holding the ideas next to the list of requirements and evaluating the ideas with Extendas. The three concepts (figure 1) had all a different direction being: a side menu within the table component for options, a tabular structure which provided a easy way to compare data and a top bar menu to maximize the space for the table component.
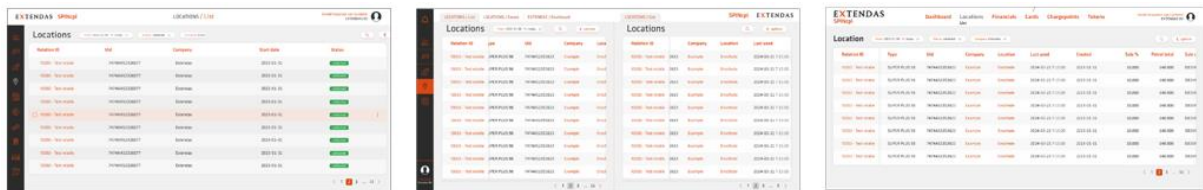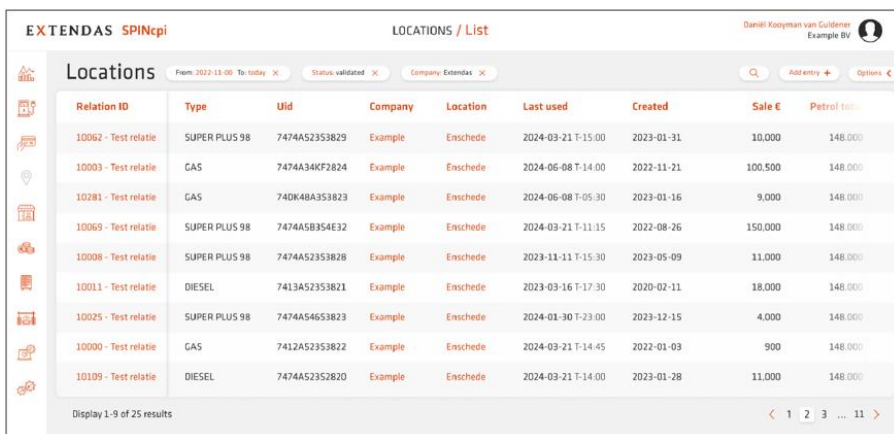
Figure 1

The side menu was chosen by comparing the requirements to the concepts and processing the companies feedback. This concept was continued to a prototype which was designed in Figma (figure 2). An almost fully functional prototype based on the figma design was then developed in Vue for proof of concept and make user testing possible to check whether the UX was improved. The tests consisted out of questions about brand value recognition and a few participants performed tasks which were timed and analyzed. From the results could be concluded that the CI and the UX of the SPIN applications has been improved.

Figure 2

The tests indicated as well that there is still enough room for improvement. Recognition of some brand values were not improved and the filter component of the table was not worked out to the same level as the rest of the product.

The goal of this project, improving the CI and UX, is reached and the general idea of standardizing components, has been proven to have a positive impact. The next step will be performing a research on which components within the SPIN applications to standardize.