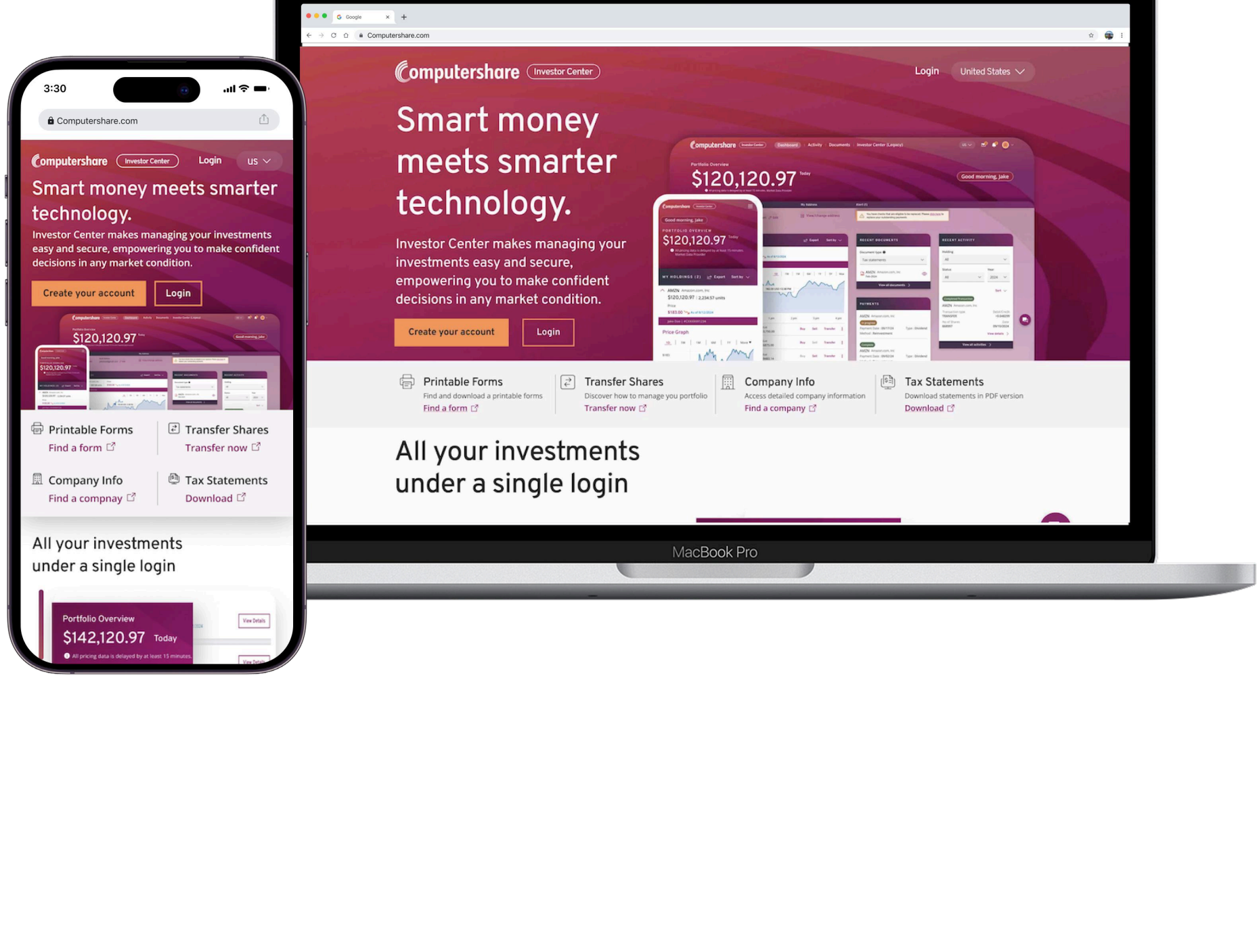


Computer Share Public Website

To improve the user experience and interface of Computershare's public website, focusing on accessibility, navigation, usability, and modern visual design.



UX Case Study

Duration:

2 Months

Role & Responsibility

- UX Lead
- Visual Design
- Feature Scoping
- Prototyping
- Research
- Interaction Design,

Tools

- Figma

Problem Statment

- The existing Computershare website feels outdated, has complex navigation, and lacks clear CTAs, making it difficult for users (investors, shareholders, and corporate clients) to quickly find the information or actions they need.

Project Objectives

- To improve the user experience and interface of Computershare's public website, focusing on accessibility, navigation, usability, and modern visual design.

Discovery & Research

Goals:

- Understand user pain points and expectations.
- Evaluate usability and accessibility of the current site.
- Identify business goals and digital transformation opportunities.

Methods:

- Heuristic Evaluation
- Competitive Benchmarking
- User Interviews / Surveys
- User Journey Mapping

Key Findings:

- Users feel overwhelmed by the dense layout and poor mobile experience.
- Navigation structure is unintuitive, especially for first-time users.
- Lack of accessibility features and outdated styling.

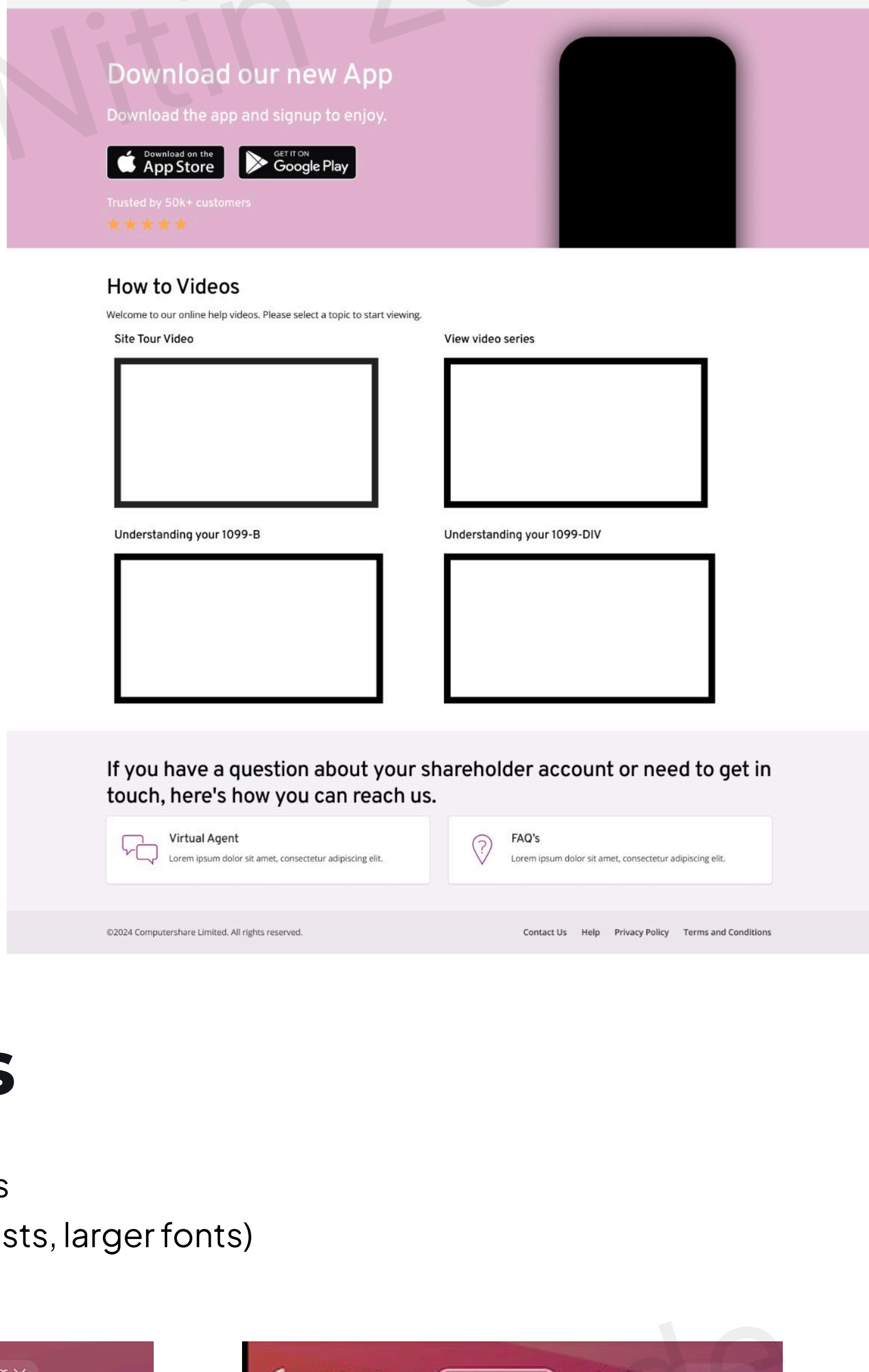
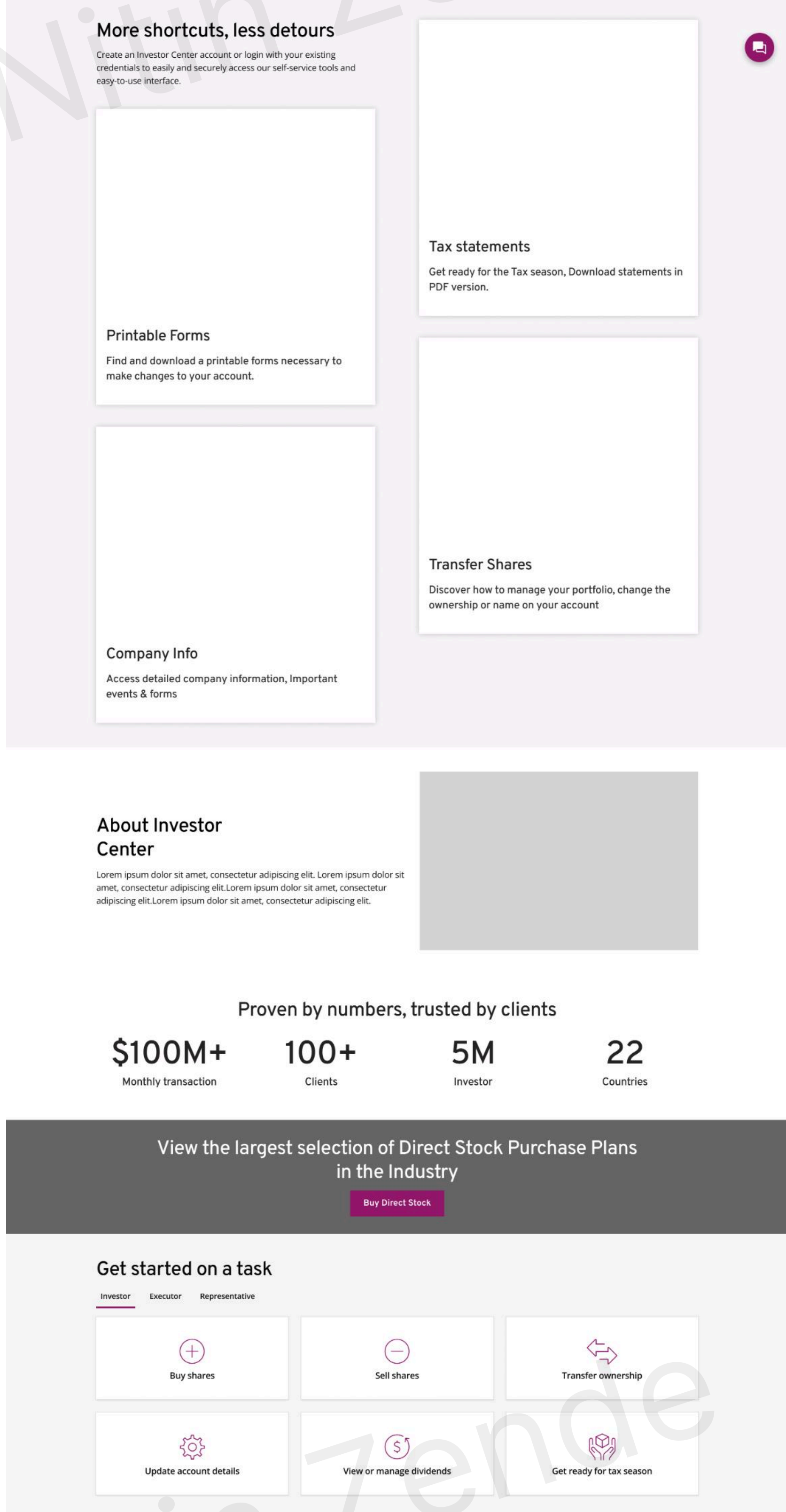
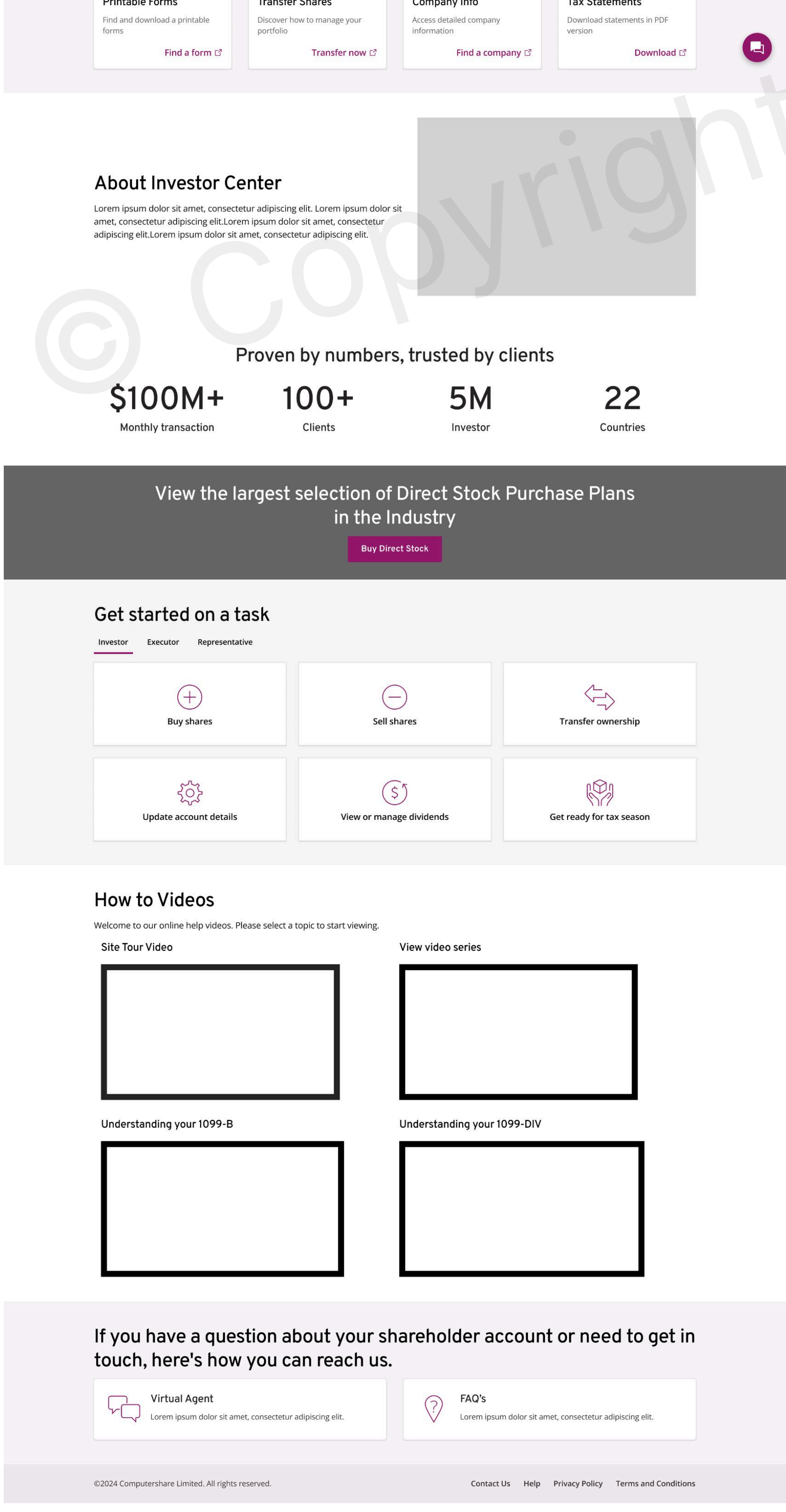
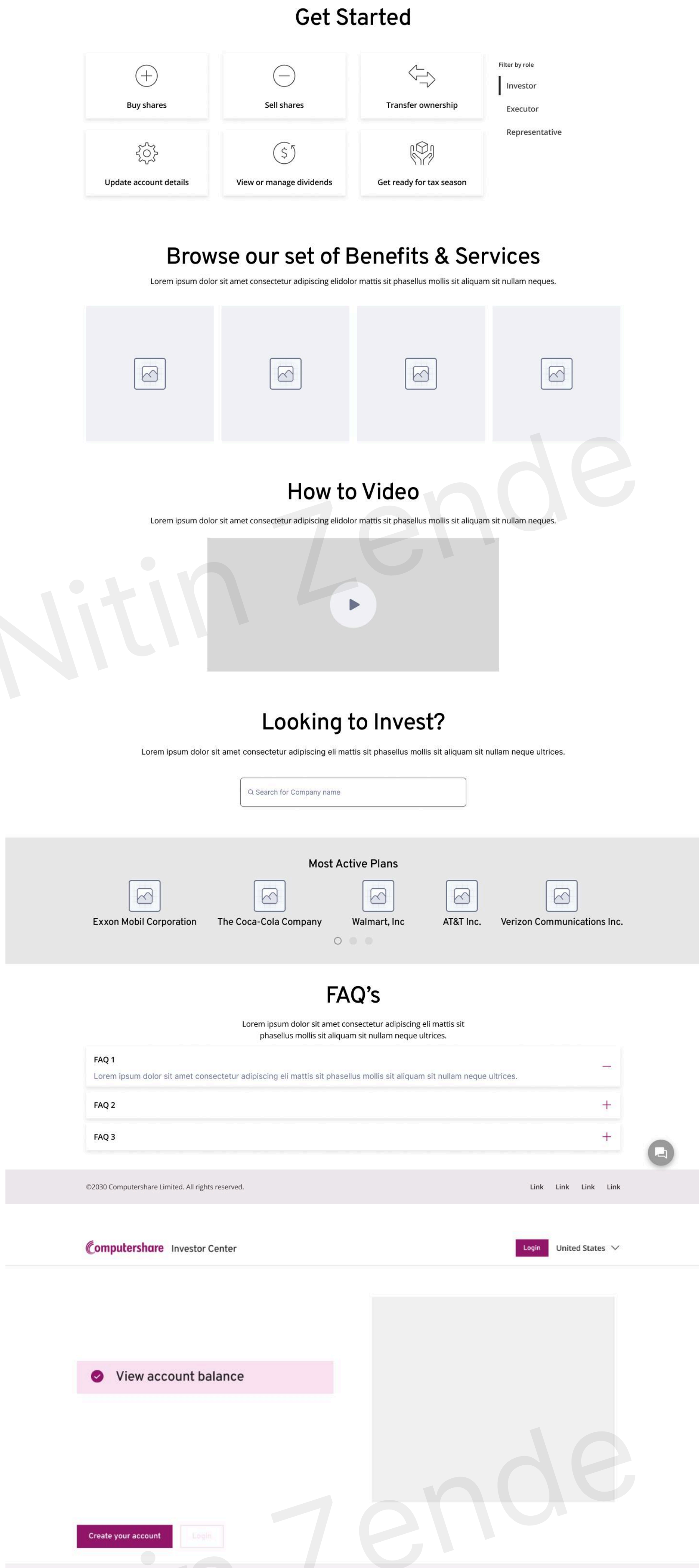
User Personas

Investor Ian – Looking to manage his portfolio and access shareholder info.

Corporate Cathy – Seeks services related to IPO management and company reports.

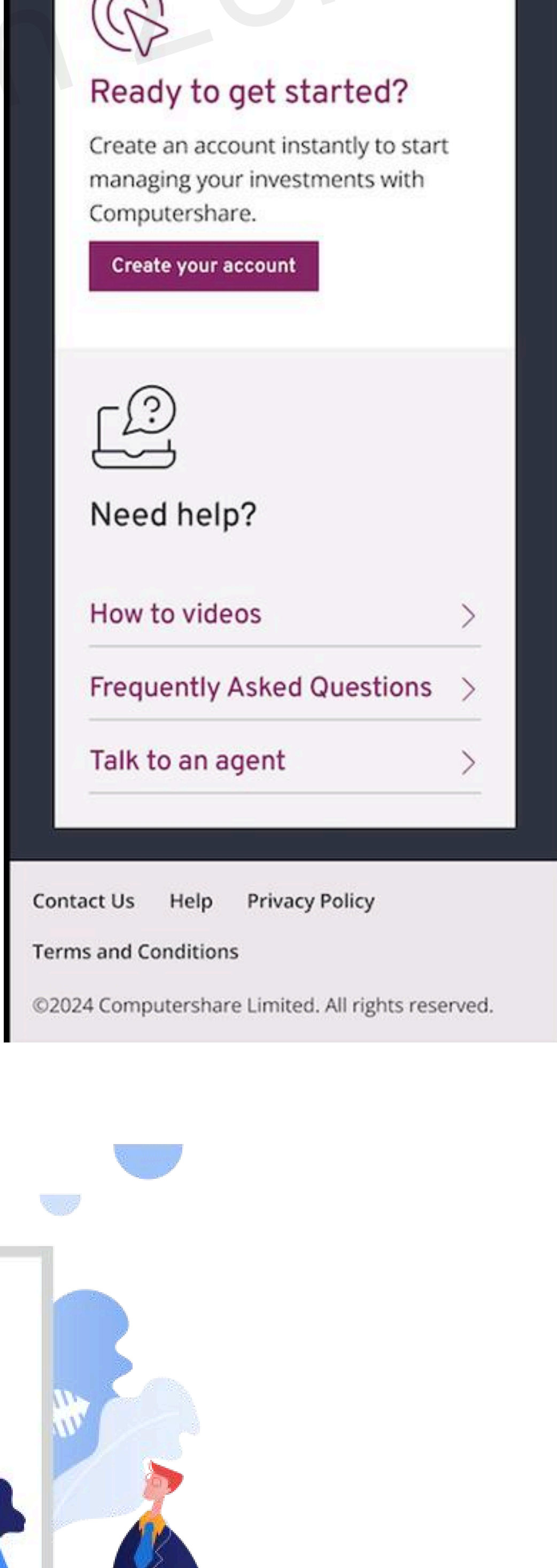
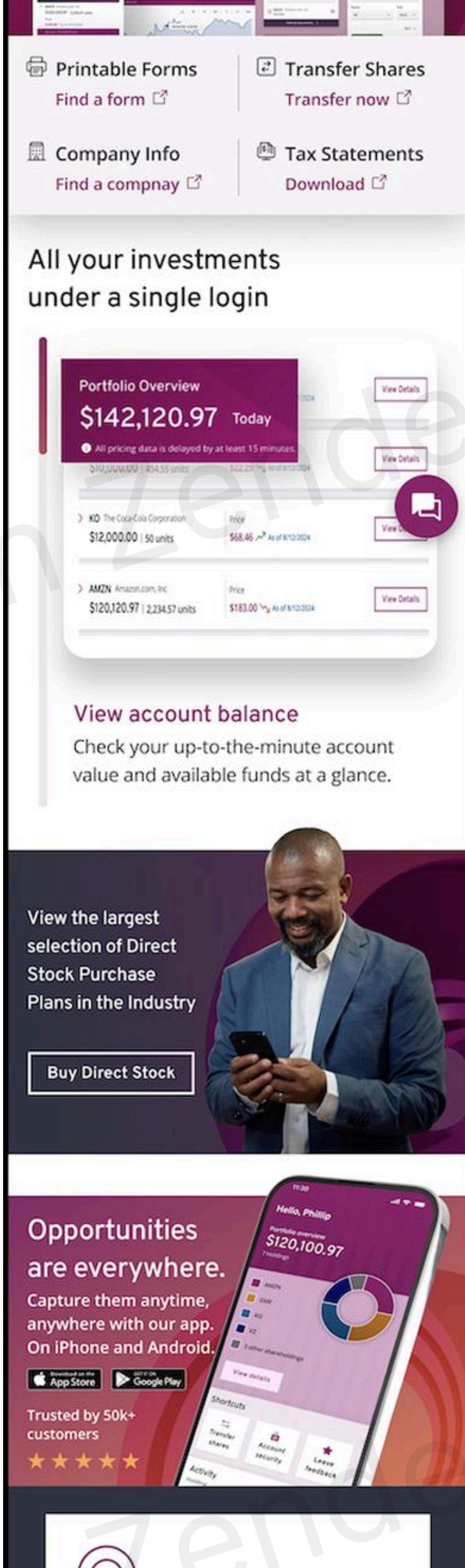
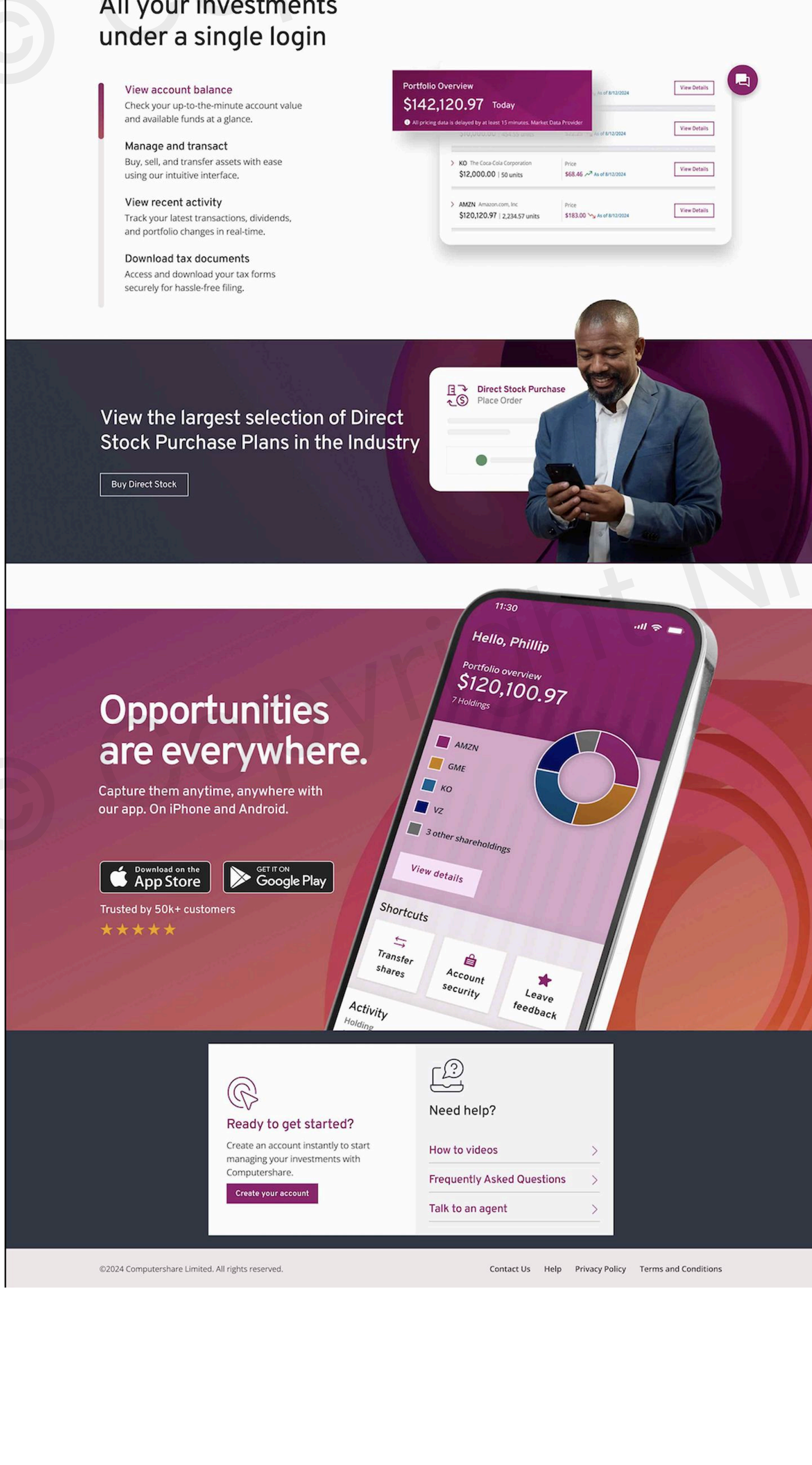
Low-Fidelity Wireframes

- Homepage layout concepts
- Navigation and submenu mockups
- Key task screens (e.g., Login, Search, Contact)



High-Fidelity Designs

- Modern, clean UI with Computershare's brand colors
- Improved accessibility (WCAG-friendly color contrasts, larger fonts)
- Responsive layouts (desktop, tablet, mobile)



Prototype & Interactions

- Include clickable prototype in Figma or Adobe XD
- Showcase smooth transitions, hover effects, and mobile behavior

Usability Testing

Process:

- Conduct 3-5 usability sessions
- Gather feedback on navigation clarity, design appeal, and task efficiency

Results:

- 80% of users found the new layout easier to use
- Navigation time for key actions reduced by 40%
- Mobile usability rating improved from 2.5/5 to 4.5/5

Challenges & Learnings

Balancing user needs with regulatory/legal requirements

Designing for a wide user demographic (age, tech-savviness)

Insights into enterprise-level design thinking

