## **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.

### Computershare Investor Center Smart money meets smarter \$120,120.97 technology. Investor Center makes managing your All your investments under a single login under a single login

Tools

- Figma

# **Duration:**

**UX Case Study** 

## 2 Months

### UX Lead Visual Design Prototyping Feature Scoping

Role & Responsibility

- Research
- Interaction Design,

# **Problem Statment**

# they need.

· The existing Computershare website feels outdated, has complex navigation, and lacks clear CTAs, making it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

# navigation, usability, and modern visual design.

**Project Objectives** 

Discovery & Research

· To improve the user experience and interface of Computershare's public website, focusing on accessibility,

### Evaluate usability and accessibility of the current site. · Identify business goals and digital transformation opportunities.

Understand user pain points and expectations.

Goals:

- **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- · Lack of accessibility features and outdated styling.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.

# Low-Fidelity Wireframes

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

Make a purchase Button

United States ∨

Computershare

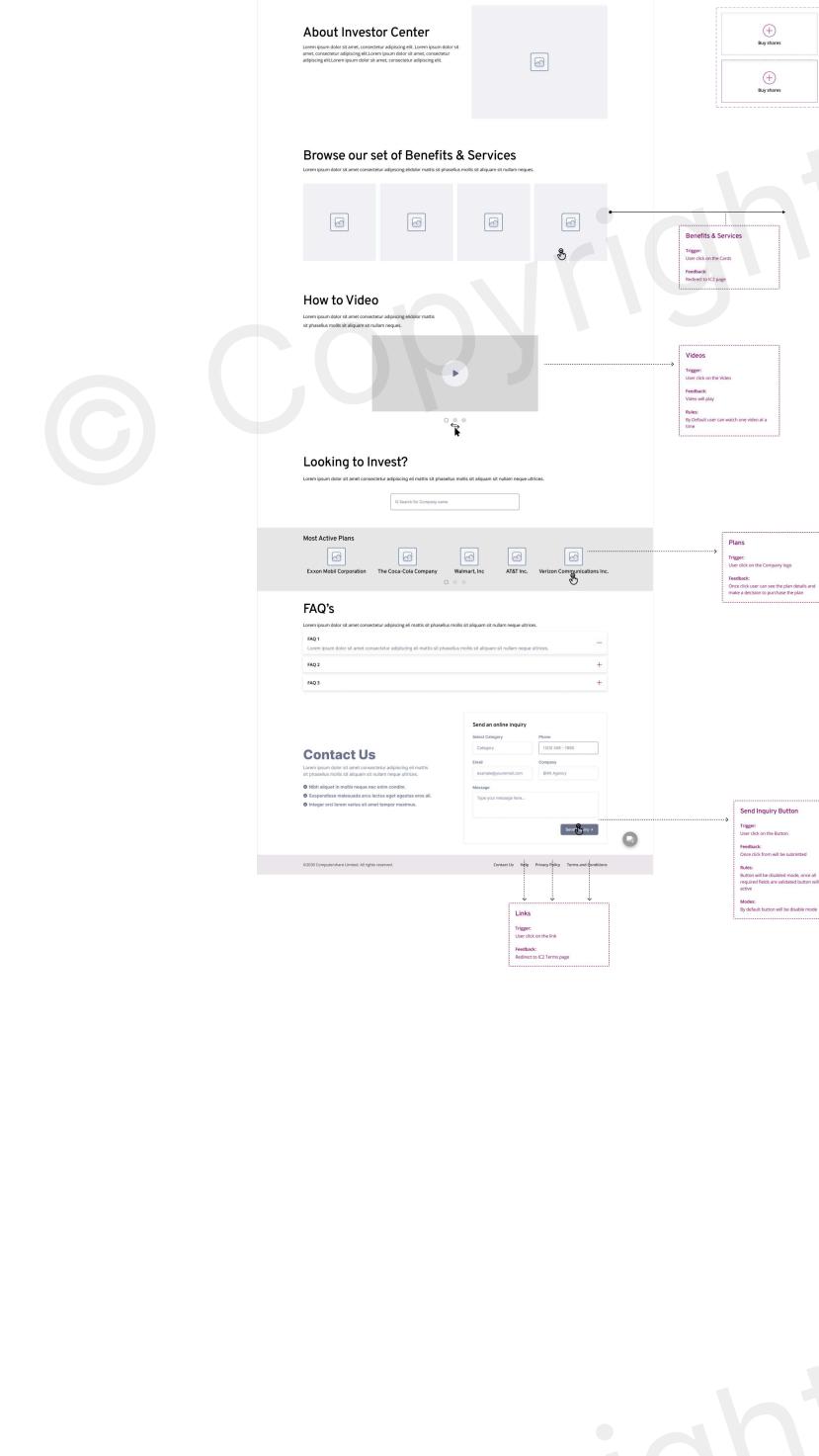
Corporate Cathy - Seeks services related to IPO management and company reports.

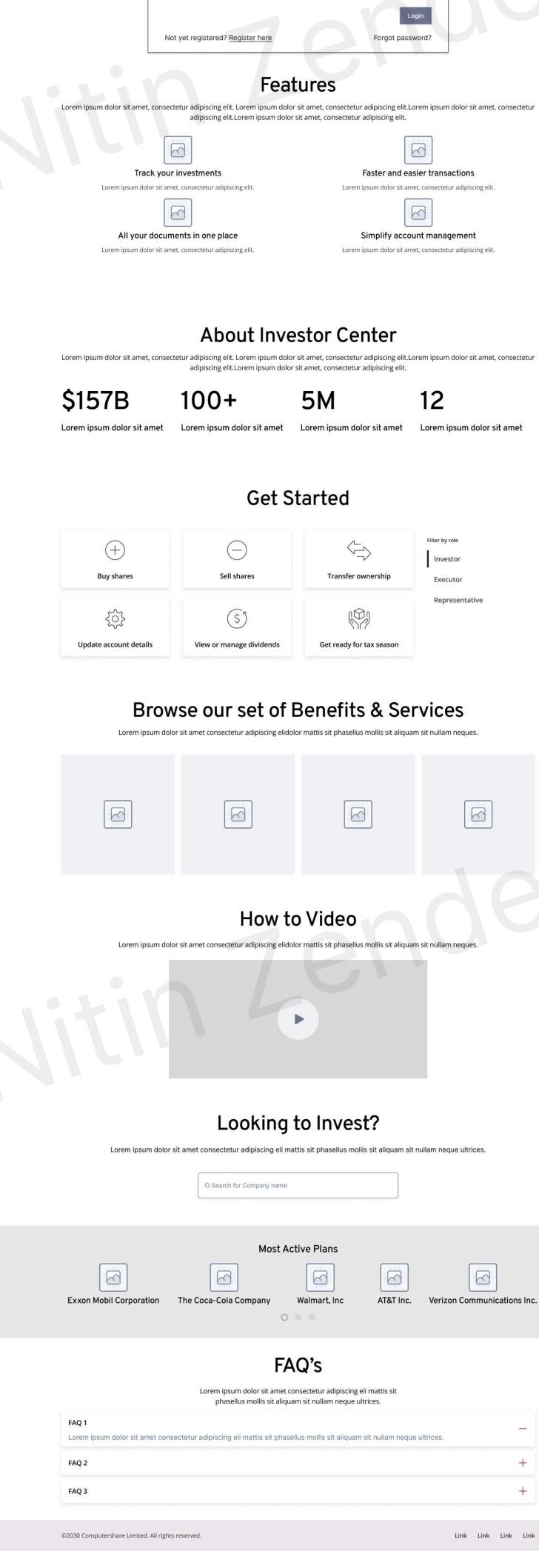
### Center - 8 R € 1 Sign up Button **Features**

**Computershare** Investor Center

About Investor Center

Welcome to Investor



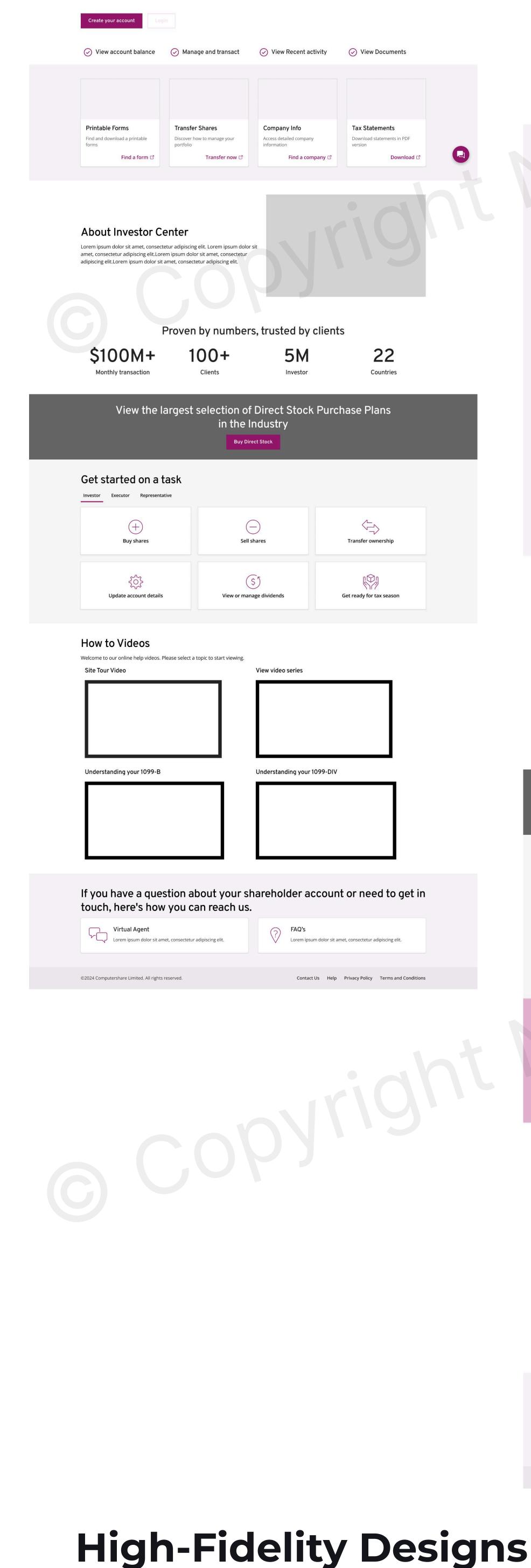


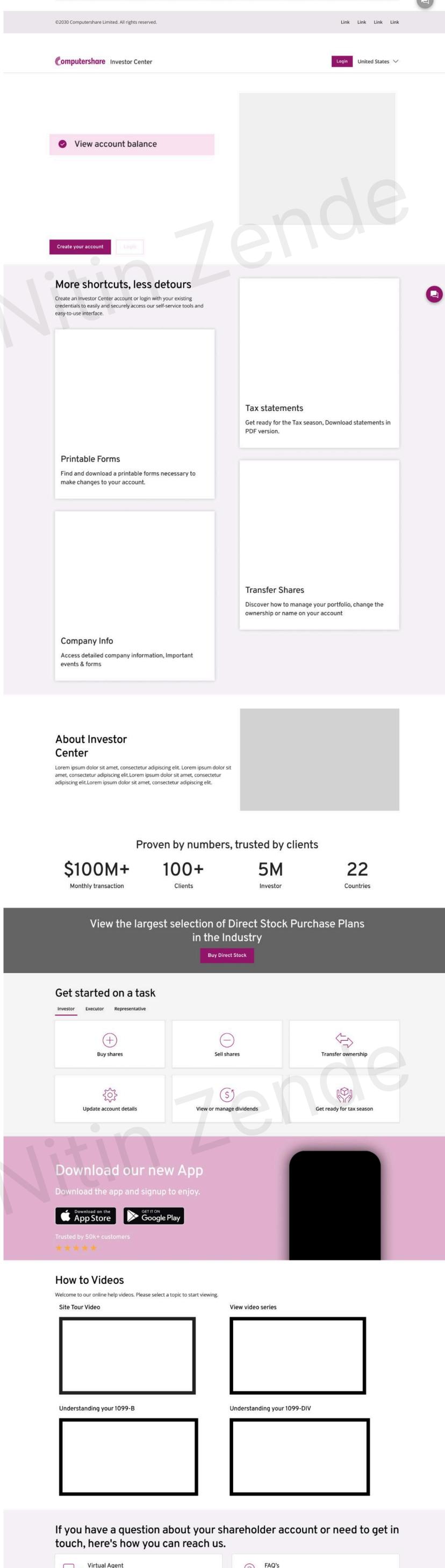
Welcome Message

Lorem ipsum dolor sit amet consectetur adipiscing eli mattis sit phasellus

mollis sit aliquam sit nullam neque ultrices.

Help United State ✓





©2024 Computershare Limited. All rights reserved.

Computershare Investor Center

decisions in any market condition.

\$120,120.97

technology.

Create your account

Printable Forms

Find a form [2]

Company Info

Find a compnay [7]

All your investments

under a single login

Portfolio Overview

\$120,120.97

Smart money meets smarter

**Investor Center makes managing your investments** 

easy and secure, empowering you to make confident

Login

Transfer Shares

Tax Statements

Download 13

View Details

Transfer now [3]

### Direct Stock Purchase Place Order View the largest selection of Direct Stock Purchase Plans in the Industry

• Modern, clean UI with Computershare's brand colors

• Responsive layouts (desktop, tablet, mobile)

Transfer now [3]

Computershare (Investor Center)

Smart money

technology.

investments easy and secure,

Create your account

Printable Forms

meets smarter

Investor Center makes managing your

All your investments

under a single login

Check your up-to-the-minute account value

Buy, sell, and transfer assets with ease

Track your latest transactions, dividends,

and portfolio changes in real-time.

Access and download your tax forms securely for hassle-free filing.

Download tax documents

View account balance

Manage and transact

View recent activity

**Buy Direct Stock** 

using our intuitive interface.

and available funds at a glance.

empowering you to make confident

decisions in any market condition.

• Improved accessibility (WCAG-friendly color contrasts, larger fonts)

\$120,120.97

Company Info

Portfolio Overview

\$142,120.97 Today

\$12,000.00 | 50 units

\$120,120.97 | 2,234.57 units

Hello, Phillip

> AMZN Amazon.com, Inc.

\$120,120.97

Login United States ✓

Tax Statements

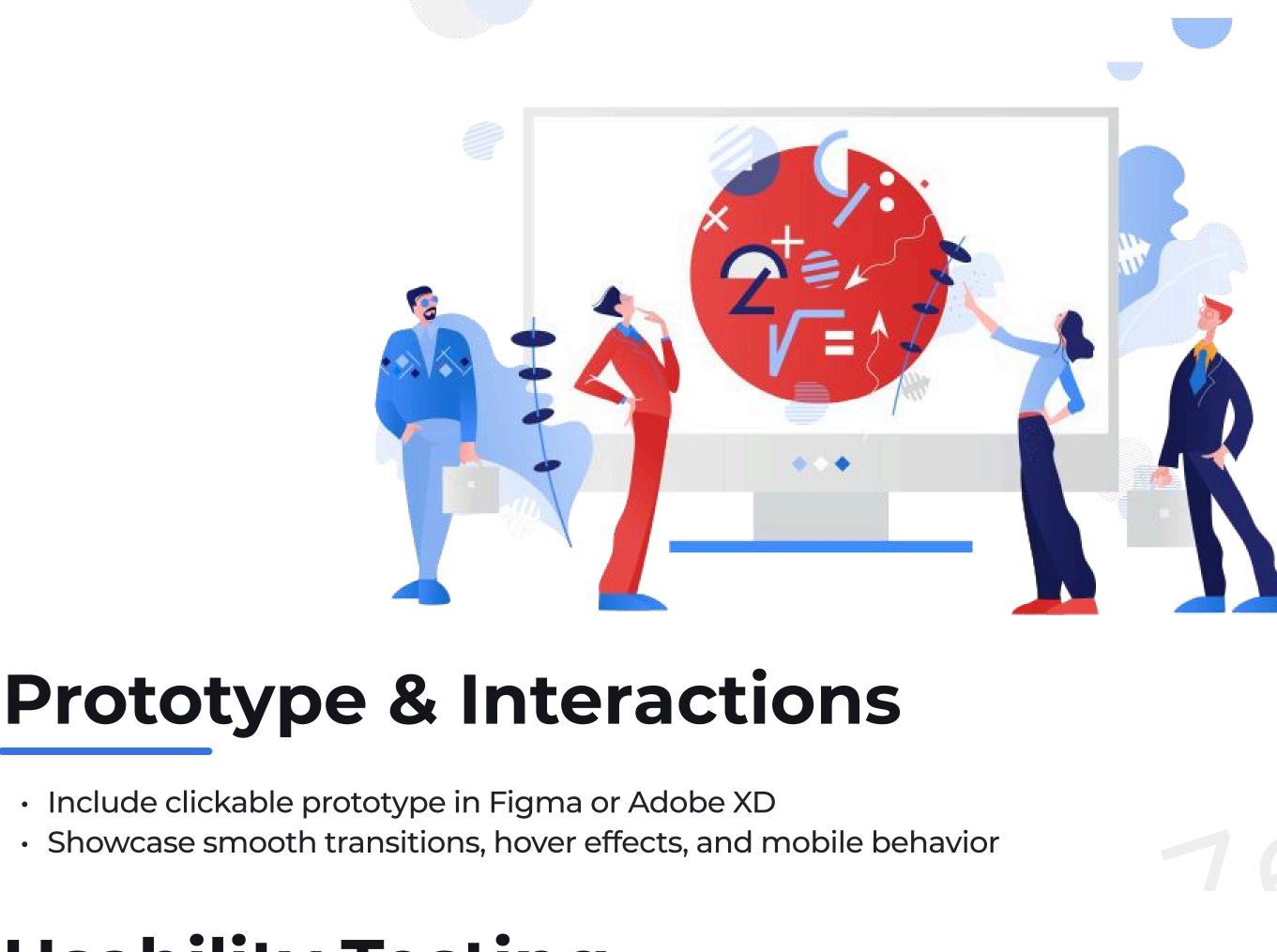
\$183.00 \ As of 8/12/2024

View Details

View Details

View Details

- \$120,100.97 Opportunities AMZN are everywhere. GME KO Capture them anytime, anywhere with our app. On iPhone and Android. 3 other shareholdings Google Play App Store Shortcuts Trusted by 50k+ customers Transfer shares Account security Activity feedback 8 Need help? Ready to get started? Create an account instantly to start How to videos Frequently Asked Questions Talk to an agent ©2024 Computershare Limited. All rights reserved.
- \$142,120.97 Today All pricing data is delayed by at least 15 minut View Details > KO The Coca-Cola Corporation \$68.46 A NOTECTION \$12,000.00 | 50 units. ) AMZN Amazon.com, inc. View Details \$120,120.97 | 2,234.57 units \$183.00 My As of 8/12/2004 View account balance Check your up-to-the-minute account value and available funds at a glance. View the largest selection of Direct Stock Purchase Plans in the Industry **Buy Direct Stock** Opportunities \$120,100.97 are everywhere. Capture them anytime, anywhere with our app. On iPhone and Android. App Store Google Play Trusted by 50k+ customers \*\*\*\* Ready to get started? Create an account instantly to start managing your investments with Computershare. Create your account Need help? How to videos Frequently Asked Questions Talk to an agent Privacy Policy Contact Us Help **Terms and Conditions** ©2024 Computershare Limited. All rights reserved.



Conduct 3–5 usability sessions

**Usability Testing Process:** 

· 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