

Support Chat UI for Dropbox

Roi Azulay

Project overview



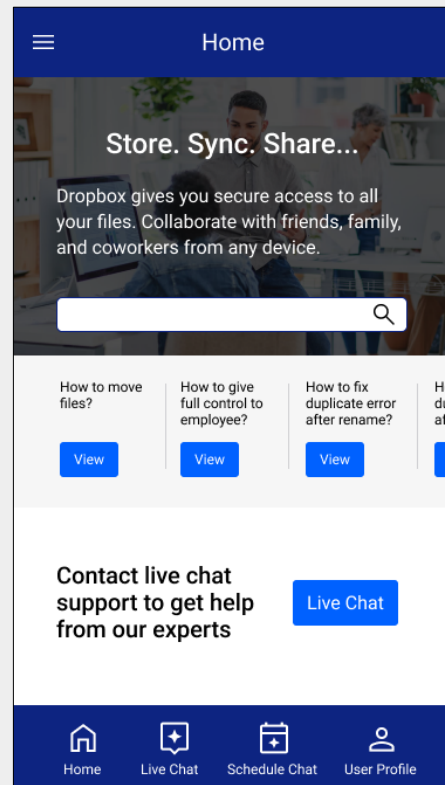
The product:

Design a support chat UI for Dropbox, target users are professionals that need better online support using the Dropbox app.



Project duration:

June 2022 to July 2022



Project overview



The problem:

I would like to solve the common User Experience frustration when using an online chat support tool.



The goal:

Design a support chat UI for Dropbox and to try to improve the overall User Experience support.

Project overview



My role:

UX Lead designer designing an app for Dropbox chat support UI from concept to delivery.



Responsibilities:

User research & Conducting interviews, paper & digital wireframes, Low-fidelity & High-fidelity wireframes prototyping, Conducting usability studies, accessibility thinking, and design iteration.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interview based research with different types of professionals that use the Dropbox platform and performed a competitive audit with similar services (Box, iCloud drive, OneDrive).

My assumptions were that most users are happy with the common online chat support tool but I later discovered that most of the users share similar frustration and different needs from such a tool and that it can be improved.

User research: pain points

1

Financial

User should not have to pay for getting Dropbox chat support

2

Product

Dropbox chat support should be available to any mobile platform and have easy access

3

Process

The users will need an easy way to open a Dropbox chat support and get notified when issue is resolved

4

Support

None technical users should be able to add or connect to technical personal within Dropbox or by using a co-worker

Persona: Donna

Problem statement:

Donna is a Content writer who needs relax or automated ways to get chat support because she is not tech savvy and likes to get support from others



Donna Morgen

Age: 42
Education: Collage degree
Hometown: NY
Family: Married with kids
Occupation: Content writer

"I live a relaxed lifestyle and I enjoy collaborating with other peoples"

Goals

- Stay connected with my kids and school
- Maintain balanced lifestyle
- Be more productive and work with others

Frustrations

- She doesn't have time to wait for support
- Frustrated by when she needs support to complete system tasks
- Frustrated when sharing files is not working

Donna is a senior writer for a big online publisher, she enjoyed spending most of her time working outside the office and try to be connected and inspired by people stories. She's a busy mom and often uses the office hours to complete her daily tasks. She likes to live a healthy balanced lifestyle. She often uses Dropbox to backups her work and collaboration she doesn't have time to wait for chat support and looking for automation.

Persona: Billy

Problem statement:

Bill is a Marketing Coordinator who needs faster way to connect to chat support because he needs to help other co-workers



Billy Joy

Age: 22
Education: College student
Hometown: Chicago
Family: Single, lives with roommate
Occupation: Marketing Coordinator

"I live a fast lifestyle and I driven using the latest online tools available to support my job"

Goals

- Be helpful around the office
- To manage time more efficiently
- To be more efficient in day to day tasks in order to support fast lifestyle

Frustrations

- Doesn't like when chat is disconnected
- Frustrated by incorrect or incomplete sync files and general system errors
- Frustrated when he needs to backup files and the system doesn't load

Billy is an intern employee in a busy professional marketing firm. Billy helps to coordinate day to day office tasks and responsible for admin the Dropbox office files. He is typically using Dropbox for managing online marketing files and sharing with clients and firm employees. Billy looking to get fast support and get frustrated by system and sync issues.

User journey map

I find the user journey maps as a good way to start understanding the user and their needs. In this case the goal was to find a better solution for chat support for Dropbox app.

Persona: Donna

Goal: Doesn't have time for realtime Dropbox chat support UI looking for more relaxed way to get support.

| ACTION | Open Dropbox Navigation | Find and Contact Support Chat | Get help | Get Notified | Final Support |
|---------------------------|---|--|--|--|---|
| TASK LIST | A. Find the dropbox support chat menu B. View help section | A. Place support ticket B. Walkthrough common issue | A. Describe issue B. Invite co-worker with technical knowledge | A. View support status B. View co-worker tech support notes | A. Auto close support ticket after 24h B. Provide feedback |
| FEELING ADJECTIVE | • Helpless | • Overwhelmed | • Lost • Confused | • Alert • happy | • Relieved |
| IMPROVEMENT OPPORTUNITIES | Add help link | Invite company tech co-worker by email | Ability to add link or screenshot or use voice command (accessibility) to chat | Get notifications on ticket status | Rate services |

Persona: Billy

Goal: Faster way to connect to Dropbox chat support UI with advanced features.

| ACTION | Open Dropbox Navigation | Find and Contact Support Chat | Get help | Get Notified | Final Support |
|---------------------------|--|--|---|---|--|
| TASK LIST | A. A. Find the dropbox support chat menu B. View help section | A. Connect live Chat support B. Place support ticket | A. Describe sync issue or system error B. Get technical Dropbox help C. Share folders or files location | A. View support status B. Help other co-worker with similar issues | A. Close support ticket B. Share with other employees C. Provide feedback on service |
| FEELING ADJECTIVE | • Familiar • Advanced user | • Excited | • Relief • happy | • Alert | • Excited • Relieved |
| IMPROVEMENT OPPORTUNITIES | Allow keyboard navigation within the chat UI | Help co-worker issue solve an issue by his email address | Ability to upload links or screenshot | Get notifications on ticket status | Rate services |

Paper wireframes

The DropBox chat support App should be easy to use and provides the user with the ability to look for common issues, contact live chat support and schedule session at later time.



Billy having issues with Dropbox



Billy starting the Dropbox support App



Billy looking for common issues first



Billy can't find help for the issue so he starts live chat support



Billy chatting with the live agent



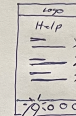
Billy happy with the solution and rate the service



Billy initiates the Dropbox chat support App



Billy tried to verify a solution for his team Problem using common knowledge



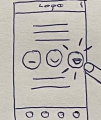
Billy couldn't find the answer to the problem and had to contact with live agent



Billy is present with his status code before the live agent conversation



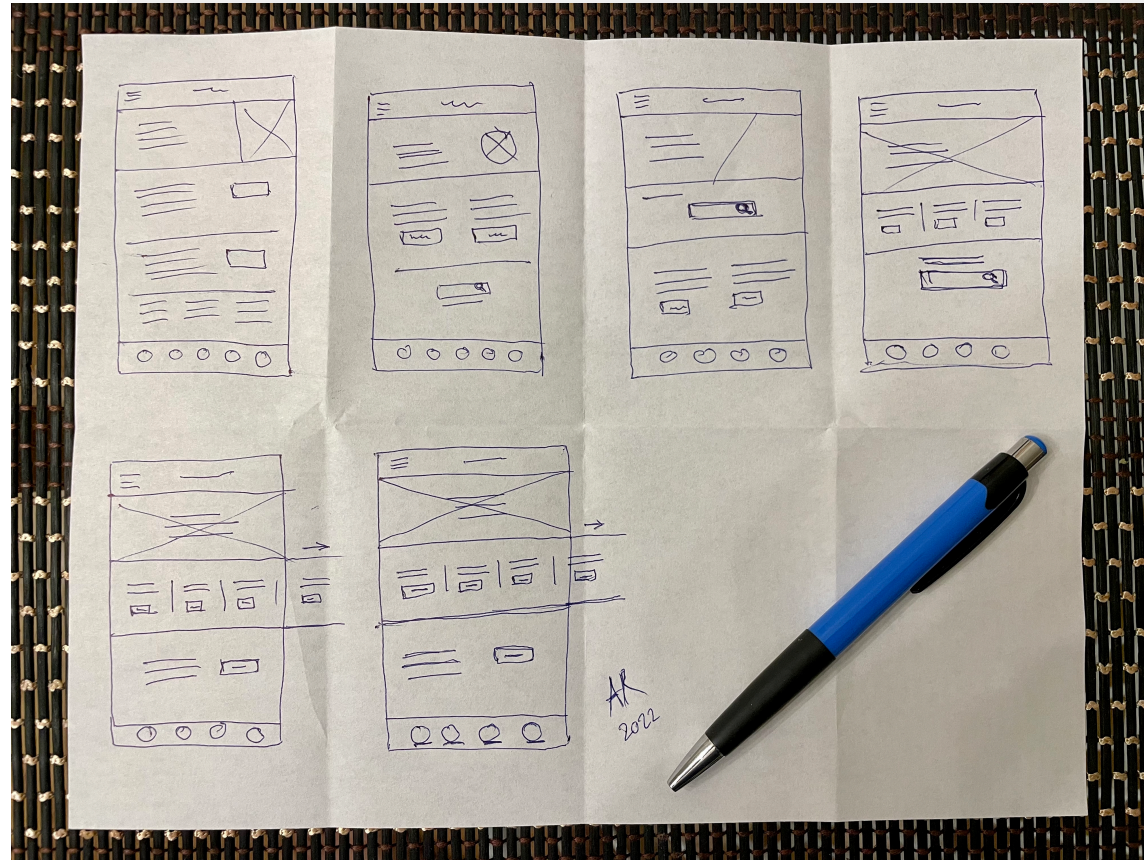
Billy connected with the live agent to solve the problem he was having



Once the live chat session is ended Billy is able to provide feedback

Paper wireframes

Home page wireframes ideas
for the chat support app.

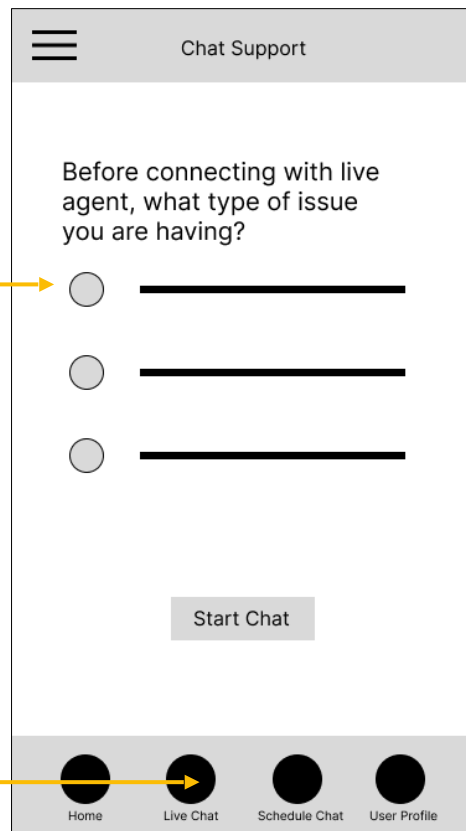


Digital wireframes

I found out that most users would like to get live support faster and I needed to find ways to help the speed out the connection to the right support agent process.

Quick questions for faster connecting time with the right support agent

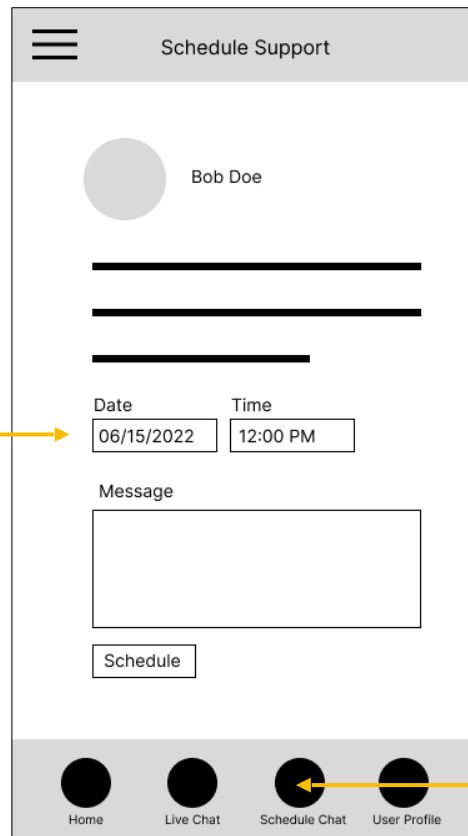
Quick access for contacting live support



Digital wireframes

I found that most chat support apps don't let the user the option to schedule chat support at later time and some users prefer to contact support when they are available.

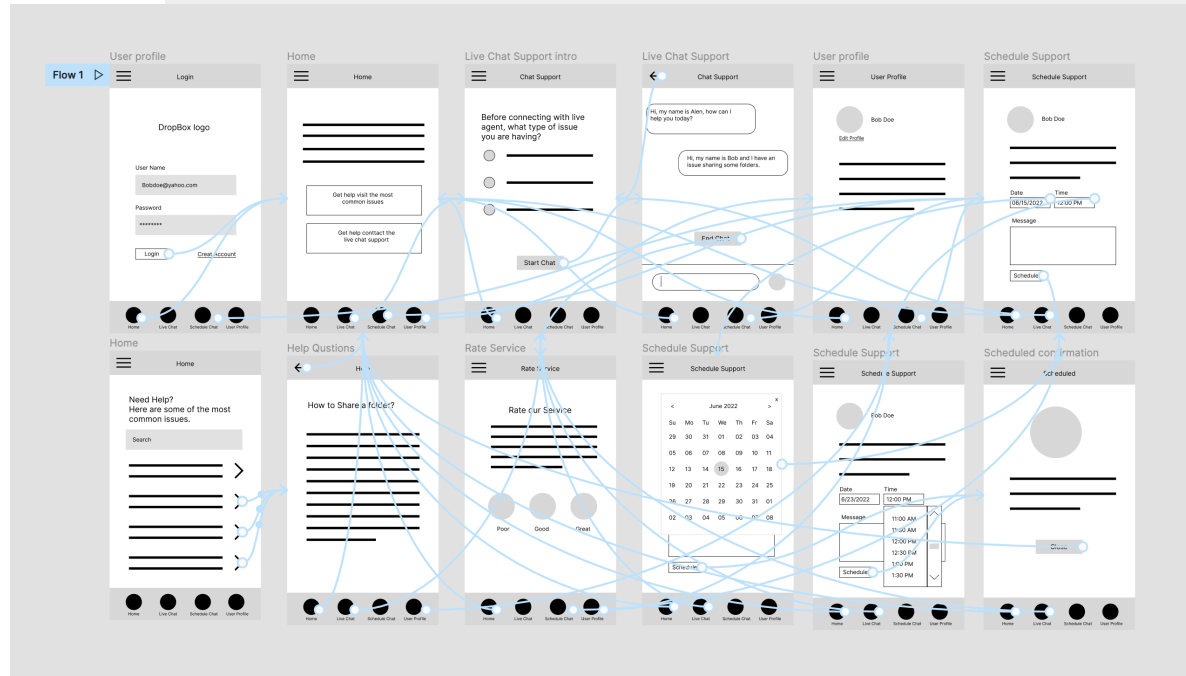
Busy users can schedule chat support when they are available



Quick access to schedule feature

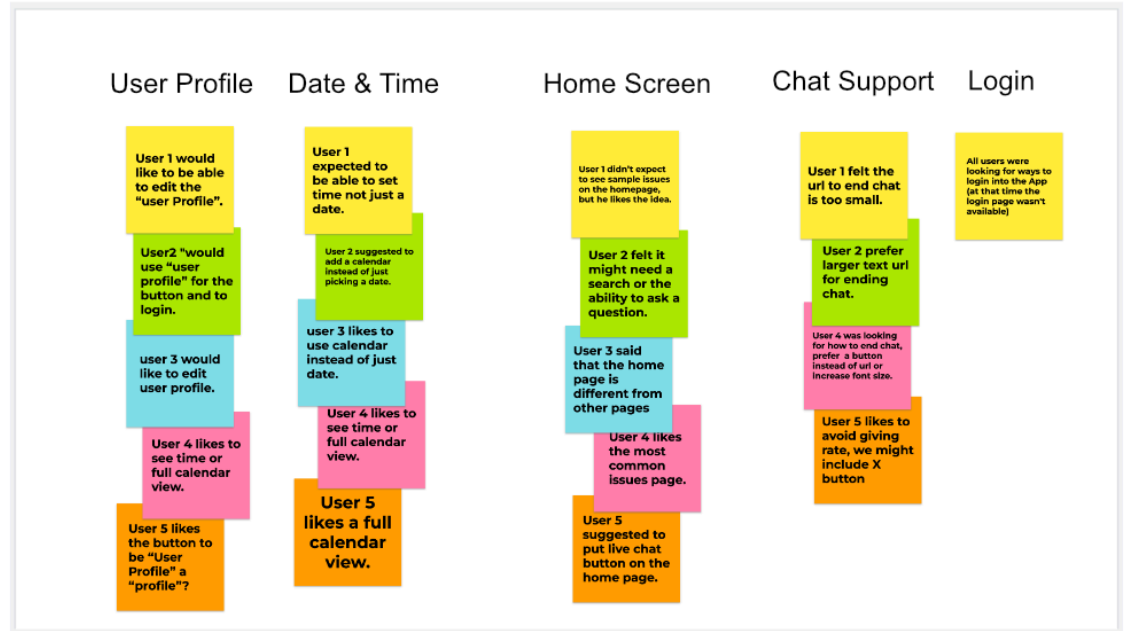
Low-fidelity prototype

I designed a first low-fidelity prototype that allowed me to test the overall direction of the Dropbox chat support app. The user flow is focused on the navigation structure. <https://www.figma.com/file/EB3WwtQEJPNmf669bZ7eg6/Dropbox-chat-Support-app?node-id=0%3A1>



Affinity mapping

I broke down users testing into themes to identify the themes pattern in each area and to find out the objectives.



Usability study: findings

The first round of user testing interviews were to see how the users navigate the App, there were some areas that could be improved to help users and they are listed under finding.

Round 1 findings

- 1 Users would like to set time and date
- 2 Users like to edit the “profile” and use the term “user profile” instead under navigation
- 3 Users like the common issues but prefer to have it on its own section

Round 2 findings

- 1 Users liked to search faster
- 2 Users liked to opt-out of rating services
- 3 Users liked to get email notification to confirm appointment

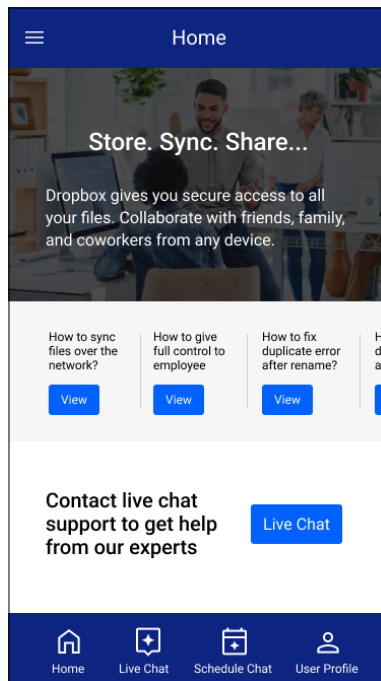
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

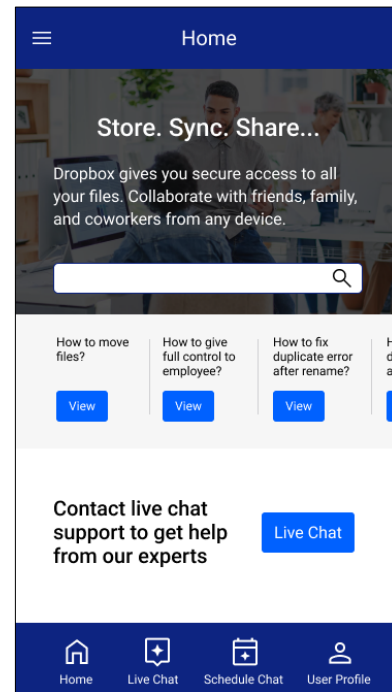
Mockups

The goal is to be able to improve the overall user experience for a faster selection of common issues on the home page, the search is added to the top of the list and given bolder color shade to improve visibility.

Before usability study



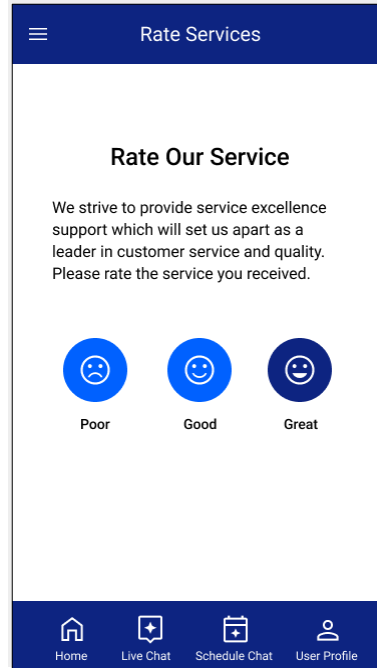
After usability study



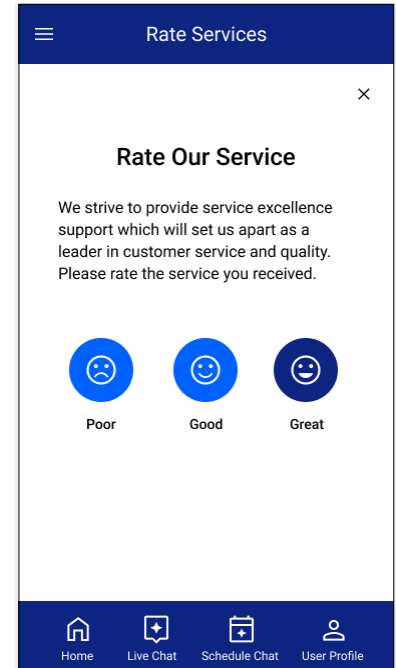
Mockups

The goal was to help user complete the chat, and rate the service. The user expected to see a close button because she didn't feel like rating the service. Close button X is added to the page to allow that.

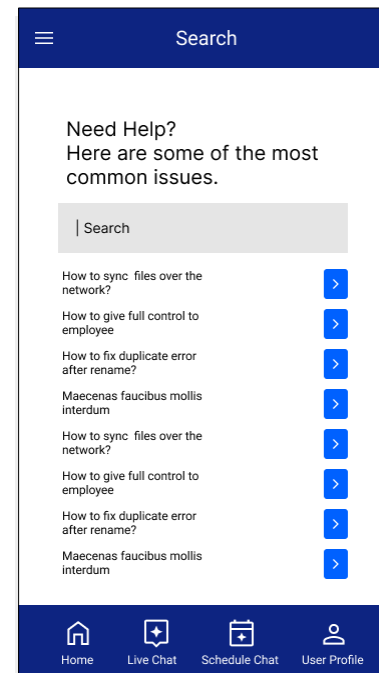
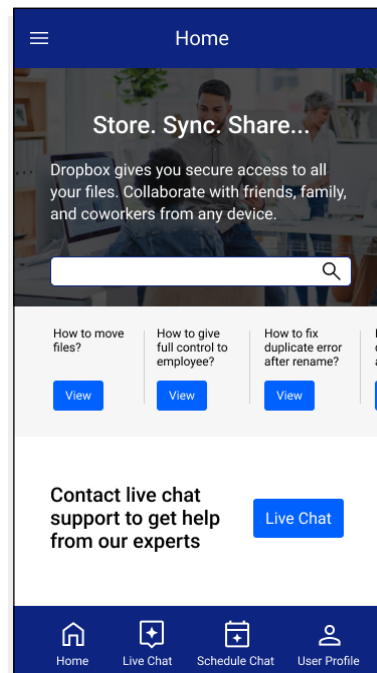
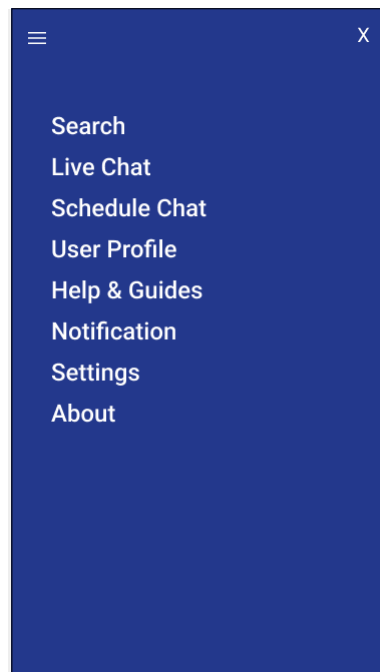
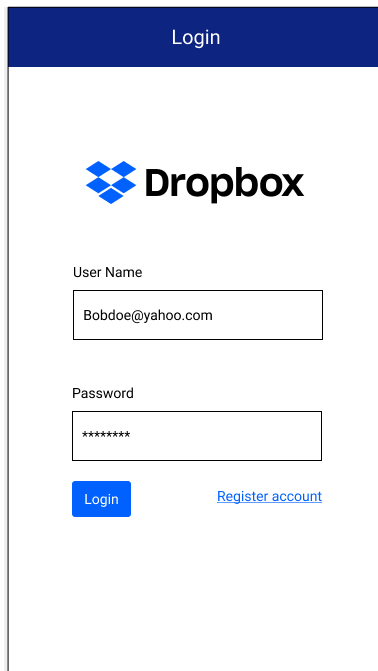
Before usability study



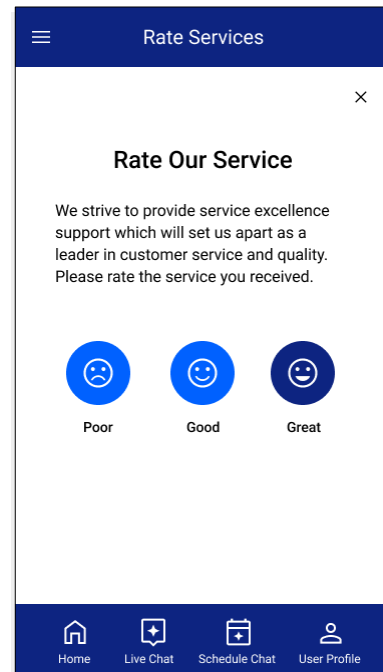
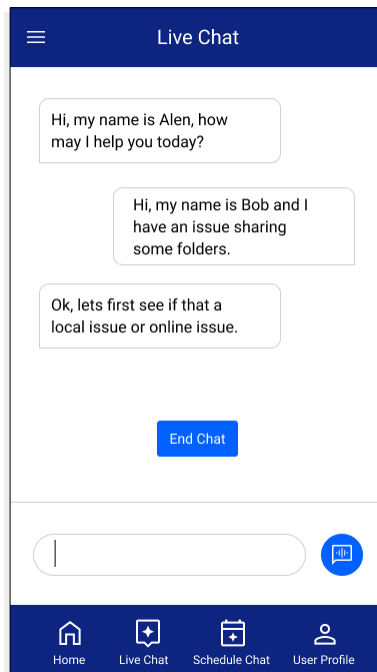
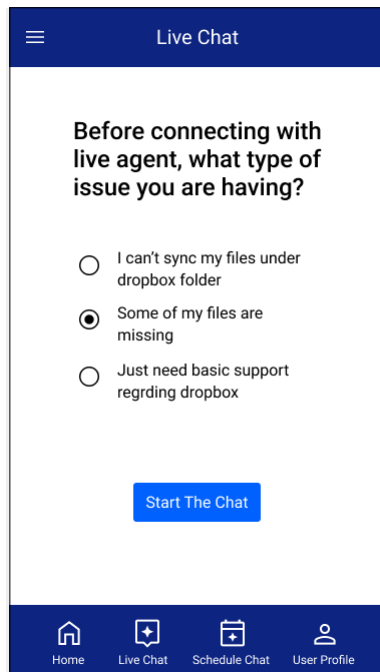
After usability study



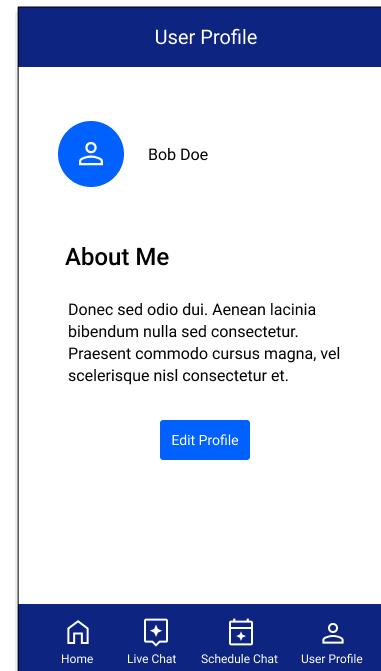
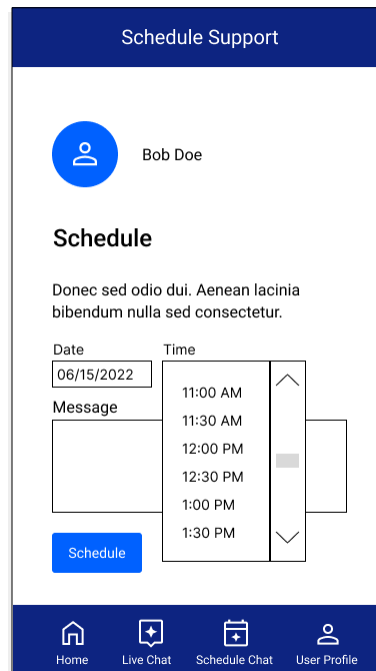
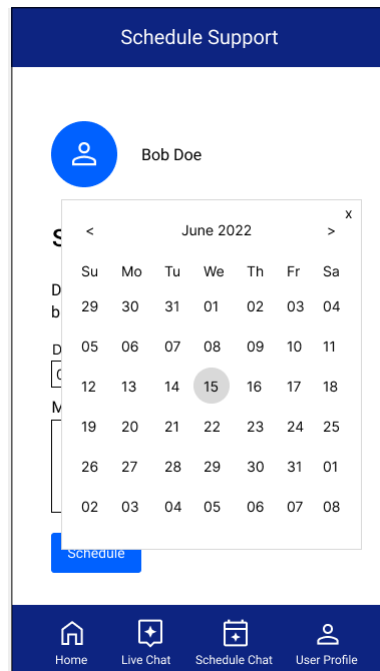
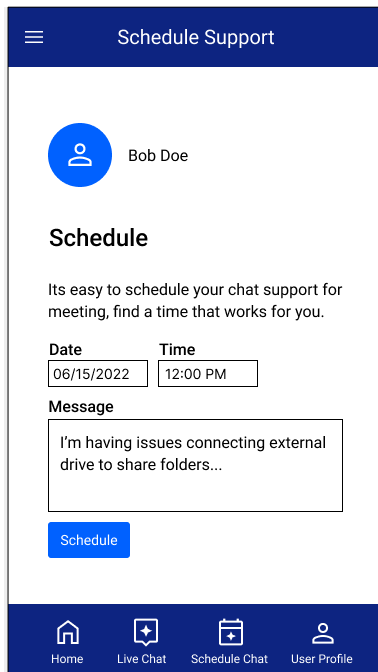
Mockups



Mockups

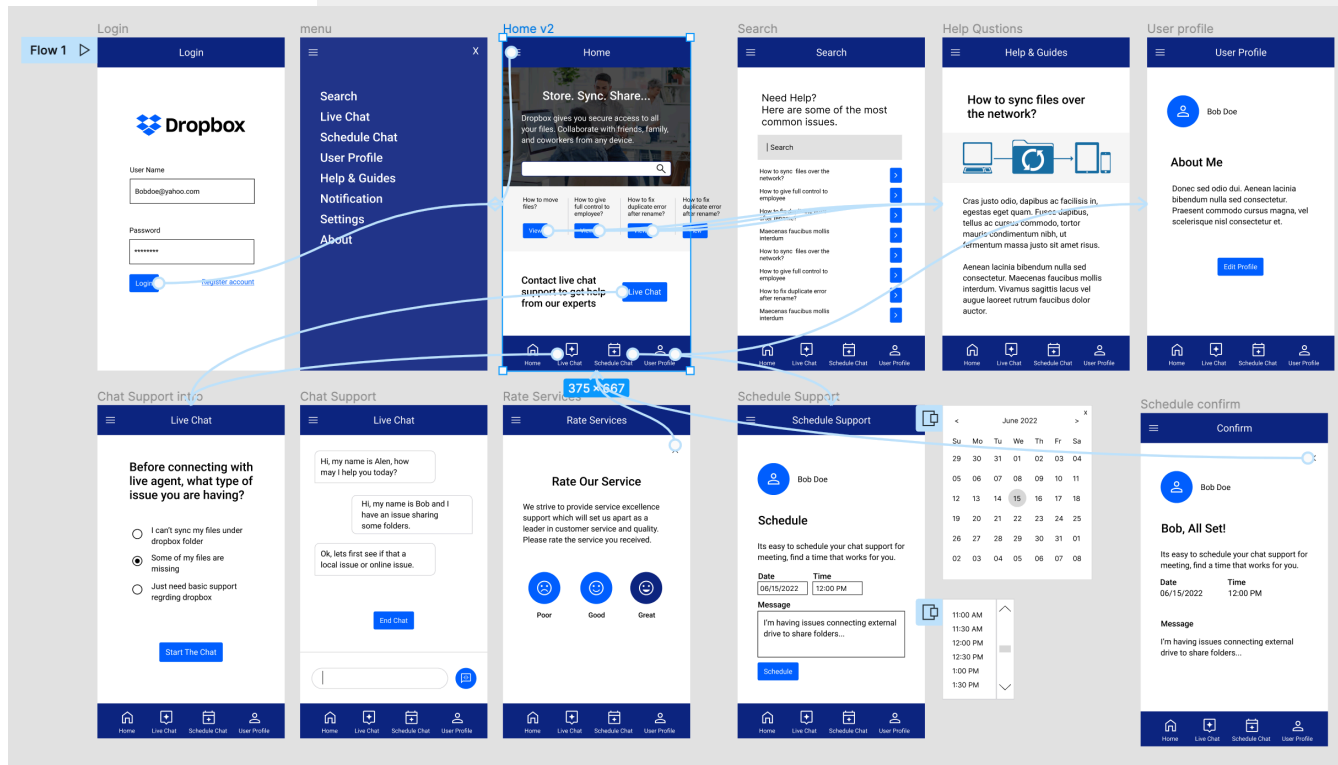


Mockups



High-fidelity prototype

<https://www.figma.com/file/EB3WwtQEJPNmf669bZ7eg6/Dropbox-chat-Support-app?node-id=73%3A445>



Accessibility considerations

1

The colors I chose for the overall brand were tested to be accessible

2

I added voice functionality for the live chat for users with disability

3

I used easy to read font and used different sizes to improve accessibility

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“Wow! This app is so simple to use and I really like the idea of having to schedule chat at my convenience.”



What I learned:

This project taught me how to better organize the design process and provided tools to improve my workflow in the future.

Next steps

1

I like to explore more ways how to make the app accessible for all user groups, I think that will be really helpful

2

I like to expand on adding new features and see how far this app can grow

3

I would like to test with more users to see if the app can be successful in a real world

Let's connect!



Please don't hesitate to contact me with any questions you may have about my work.

<http://www.designexit.com>

Thank you!