

Quotation Service Design For a Video Production Company

Based on the Website Platform

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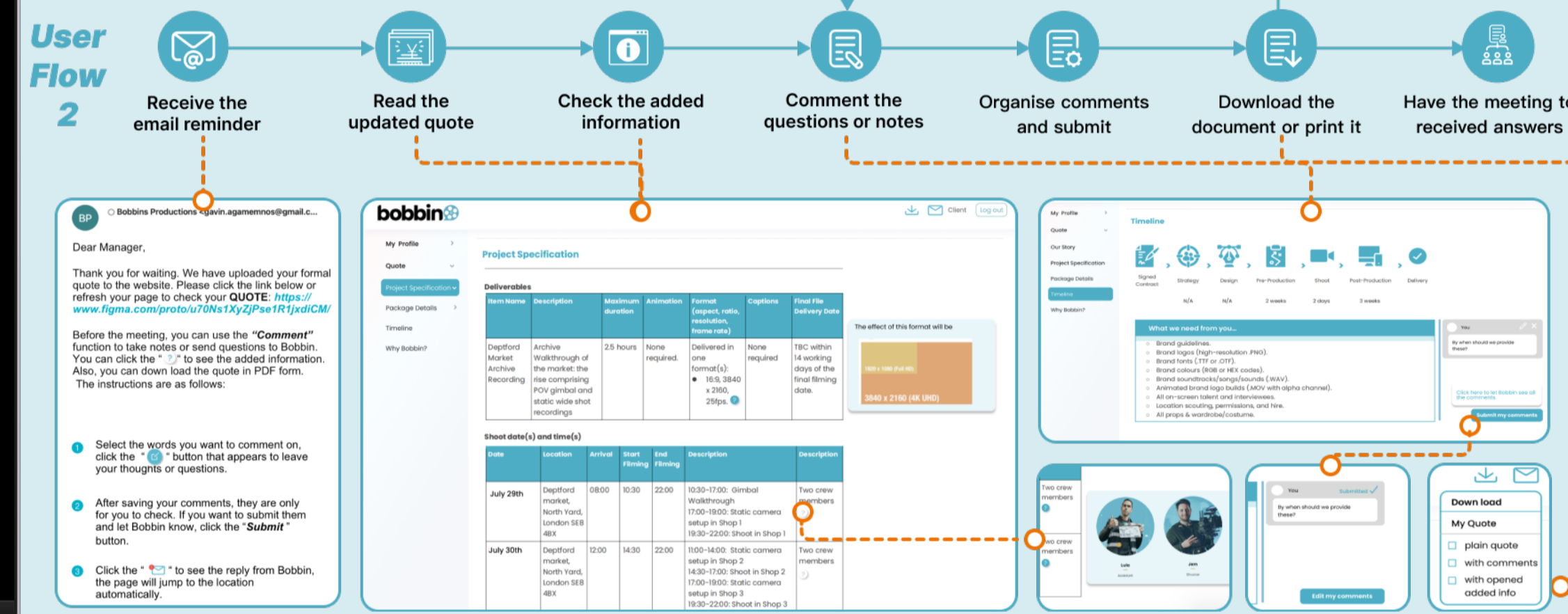
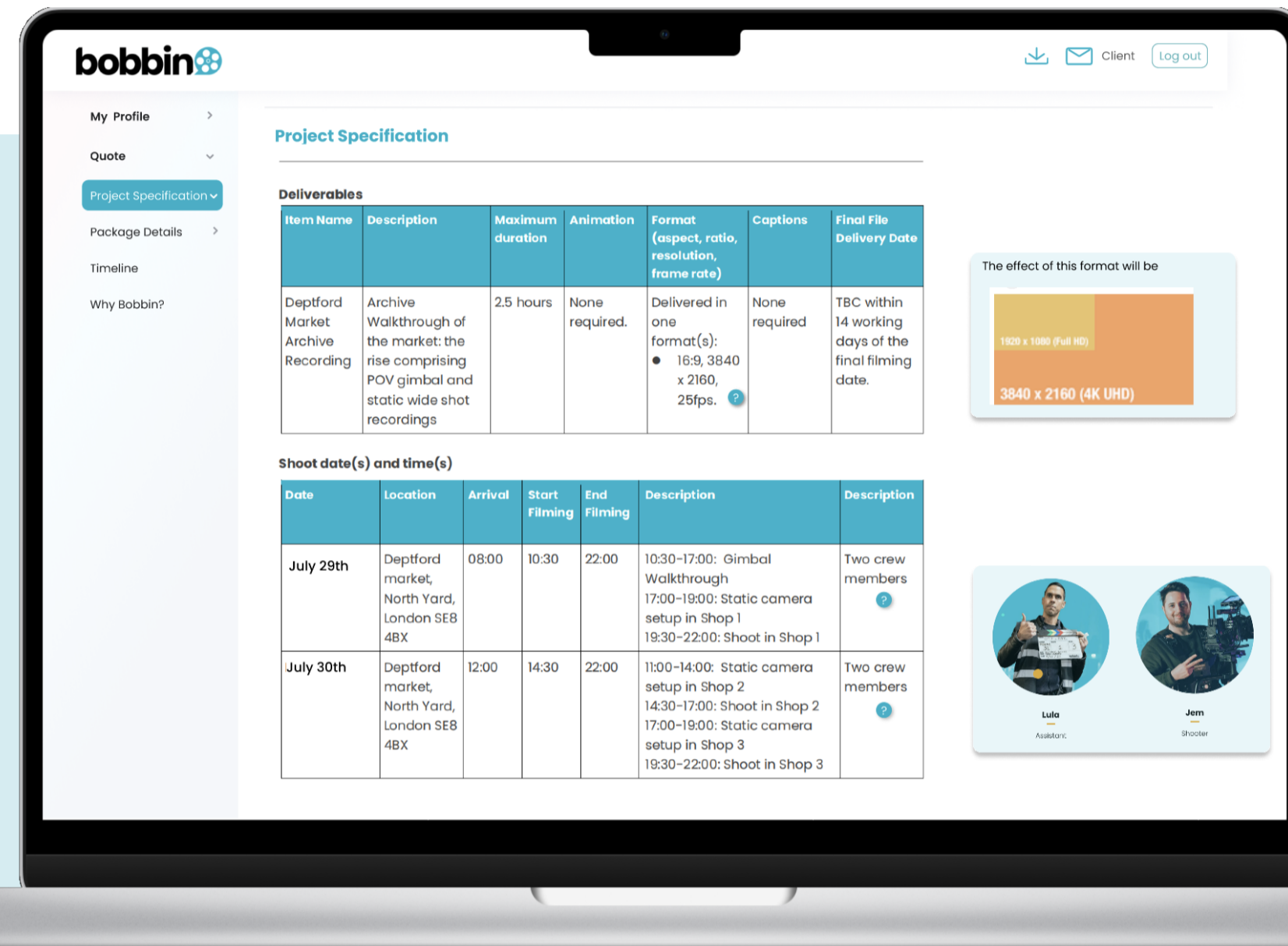
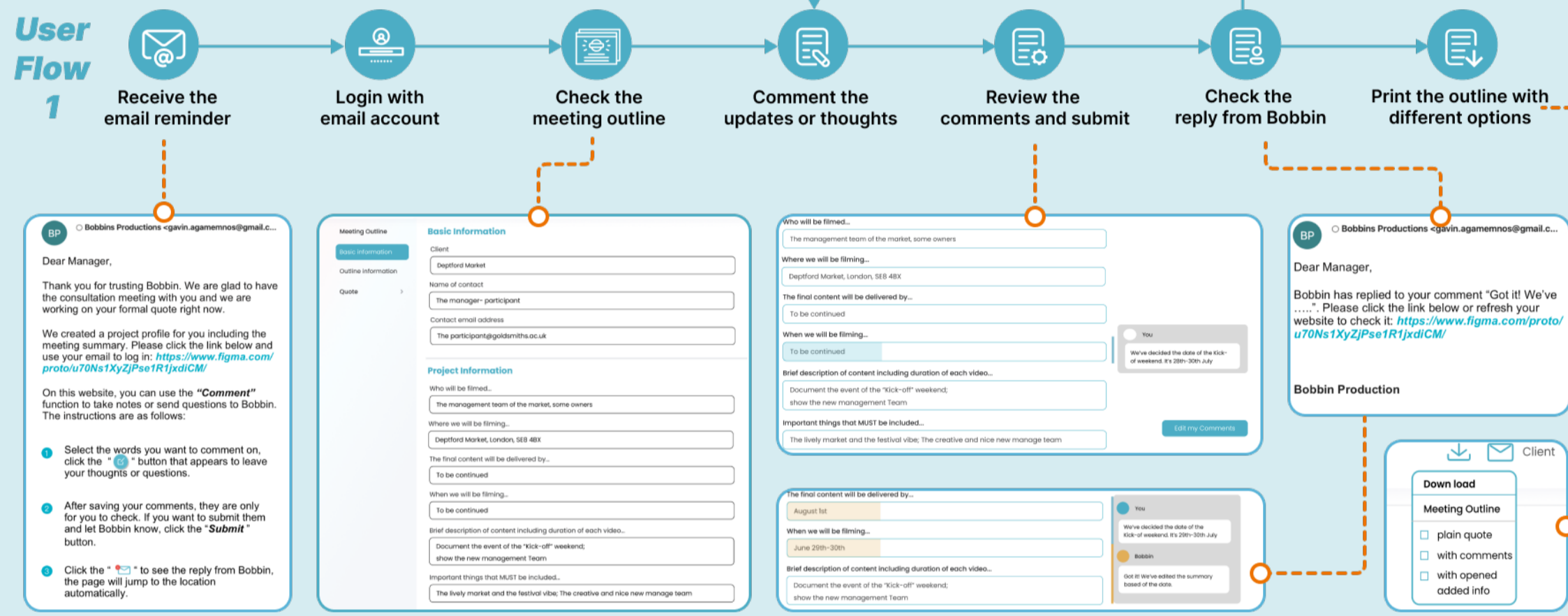
Abstract

This project is a quotation service design for Bobbin Productions-video production company, to improve customers understanding and engagement, and further enhance the brand image of Bobbin

Through user research and design ideation, on the quotation process, I proposed a service design solution: based on a customer quotation website, redesign the company's quotation process. By increasing meeting outline feedback, providing comment & reply function, supplementing additional information and other functions, it is possible to improve customer engagement, understanding and enhance the company's brand image.

Through test and iterations, I verified the effectiveness of the design. In the end, compared with the original process, the target user satisfaction rate, the engagement rate, and the understanding level increased. Also the brand images of "collaborative, professional, and organised" was successfully left.

Design



Study Methodology

Field Study & Focus group

Went to Bobbin Company. Through focus group and simulating quotation process with team members and company employees, I learned about the company's detailed quotation process service breakdown and quotation materials.

Interview

Through 5 interviews with different stakeholders, I learned three main reasons that affect the goals of the project: the worry of waiting, the lack of small communication, and the barrier of reading quote; at the same time, I learned about the needs of the company.



Research on quote reading

In order to gain a deeper understanding of customers' needs and pain points when reading quote, I recruited 12 participants with relevant experience to observe this process online or offline in groups by wearing eye-tracking glasses. Data analysis and interviews showed the following results:

Define the scope of design

Through empathise and research with stakeholders in the early stage, I found that the factors of engagement, understanding and brand image occur throughout the quotation process, so the design scope includes: the entire quotation range from the first consultation to the confirmation of cooperation.

Ideate the design solution

I want to redesign the quotation process based on a quote website for customers, by providing meeting outline feedback, supplementing communication methods, and lowering the reading barriers, to improve the customers' engagement and understanding of the project. Finally, enhance the image of Bobbin.

Test & Evaluation

Tree testing

61.1%
Successful rate

9 target participants were given two tasks, without any guidance. Let them select the items that can fulfill the tasks from the information architecture. The success rates were 44.4% and 77.8%.

Usability Test 1

88.7%
Successful rate

In this test, 9 target participants were invited. They received the test background and tasks, wearing the eye tracker glasses. After the test, participants filled questionnaires and were interviewed for the feedback.

Usability Test 2

97.5%
Successful rate

After iterating, I ran a second usability test. I invited 8 different participants with 6 of them participated in the eye tracking research. The criteria includes: success rate of 5 tasks, interviews, questionnaires, product reaction cards

Results & iterate

After testing, I found problems in the information architecture, then iteratively simplified 25% of the branches, and changed some names.

Results & iterate

Usability, user engagement, satisfaction, understanding, and willingness to cooperate were analysed based on task success rates(88.7%), interviews, and questionnaires. According to the feedback, the prototype was iterated.

Results

In the second test, the task success rate increased to 97.5%. Engagement, understanding and willingness to cooperate in the questionnaire were all improved compared with the original process. 95% of product response cards are positive adjectives.

Conclusion & Future work

Two rounds of usability tests have confirmed the effectiveness and usability of the design. The questionnaire results of the second round of usability testing proved that compared with the original process, the new service process **improved user engagement by 22%, understanding by 24%, satisfaction by 23% and willingness to cooperate by 38%**. Also the new process has effectively left a brand impression of **"collaborative, professional, and organised"**.

In the future, I hope to iterate the prototype based on the feedback from the second test by adding teaching and help modules to the webpage, improving the download function, and cooperating with the company to further improve the content of the quotation form. Finally, find Bobbin's actual customers to conduct the tests, continue to optimise.

