Coca-Cola ServiceNow Redesign

USE CASE

Coca-Cola ServiceNow Redesign

PROJECT
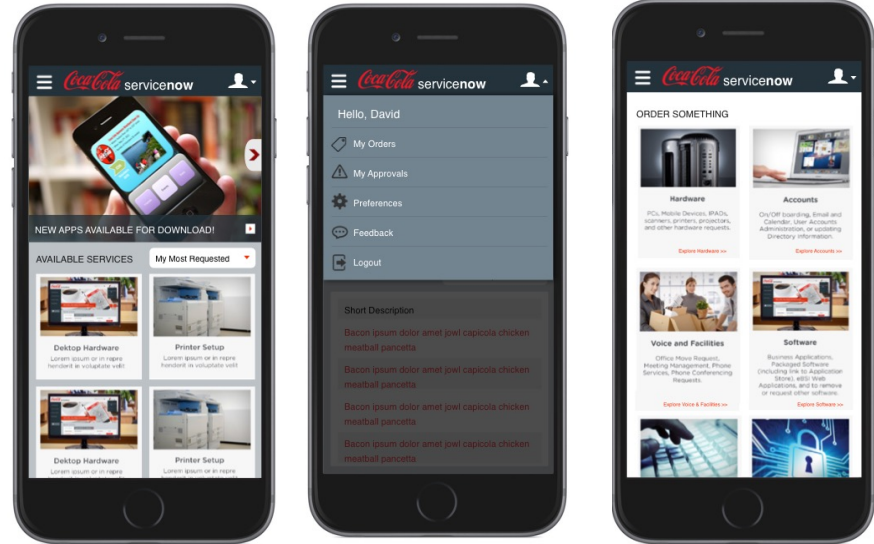Coca-Cola ServiceNow

TECHNIQUES and TOOLS
Card Sorting
User Interviews
Information Architecture
Wireframing
Design

ROLE
UX Lead
Usability Researcher
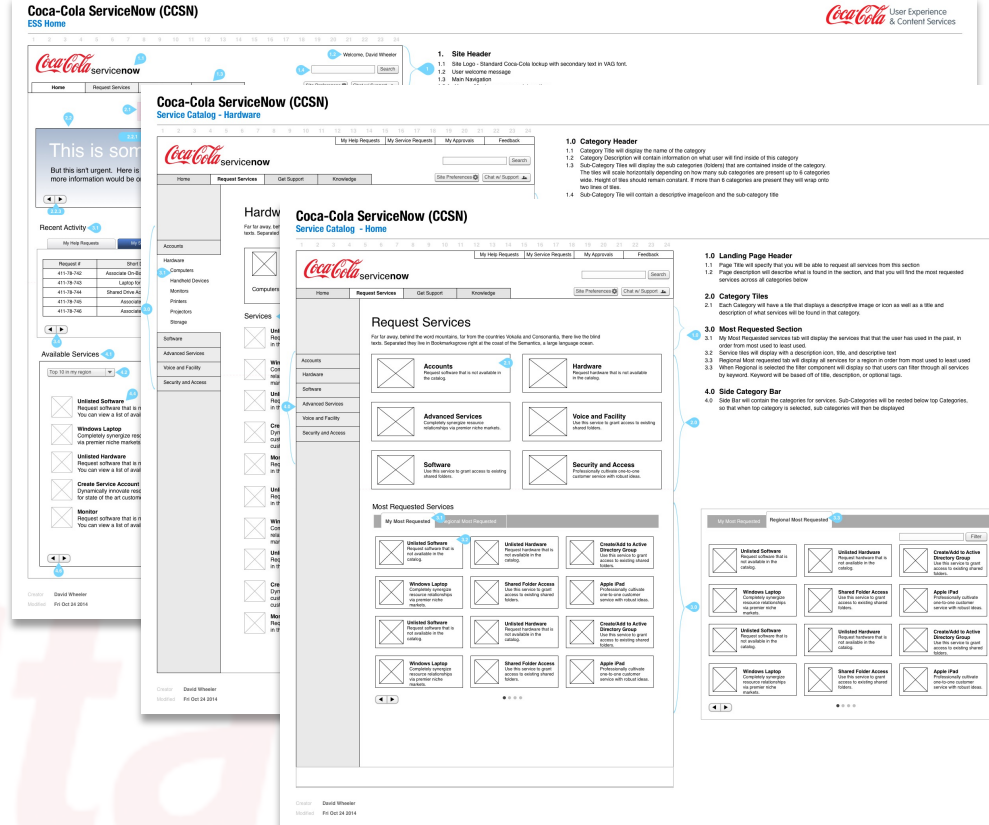UX Architect

PROBLEM
- Coca-Cola ServiceNow was a website where employees could order hardware, software, or IT services; start IT tickets; etc. The webiste was receiving poor feedback as users could not find appropriate sections, forms took too long to fill out (and users often did not know how to).
- I was engaged to do a full site redesign, including tablet and smartphone capabilities.
- I began with one-on-one interviews with users, performed a card sort, and began the wireframing process
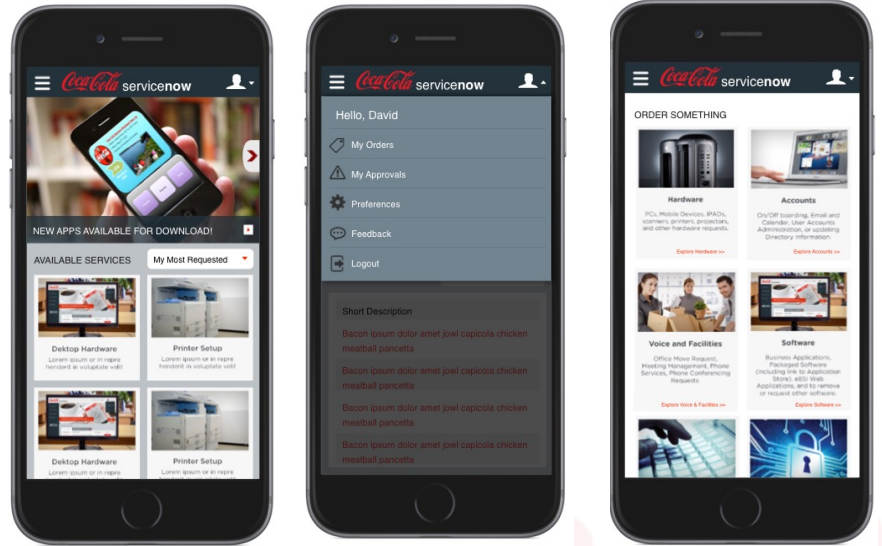
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Wireframing

- Started with basic sketches / wireframes
- Outlined major site sections and functionality
- Full site organization
- Page organization
- Full page annotations to describe functionality

Design (Smartphone)

- The project had no designer, so wireframes (once approved) were converted into more detailed, high-fidelity designs
- The site had to be fully responsive

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Design (Tablet)

- The project had no designer, so wireframes (once approved) were converted into more detailed, high-fidelity designs

- The site had to be fully responsive