Opened 8 M (19.5%)
Detail
Email 76 M
Sent 22 M (45.5%)
Failed 19 M (25%)
Delivered 09 M (32.3%)
Detail
43 M
Push Notification
Sent 22 M (45.5%)
Failed 19 M (25%)
Delivered 09 M (32.3%)
Detail
35 M
05 M

NC TRACKER

"Streamline notifications with real-time SMS and email tracking: Monitor delivery, failures, and invoicing."

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Overview

Project Breaf

The Notification Tracker provides real-time data on delivery, success, and failure rates while keeping an eye on regional email and SMS statuses. Additionally, it monitors the status of invoices, guaranteeing thorough administration of financial records and communication data across several regions.

What | did

- > User Research
- > persona development
- > journey mapping
- > Information Architecture
- > Sketches and wireframes
- > User Flow
- > UI design

The problem

Lack of Visibility: Challenges in monitoring and controlling the regional status of notifications (sent, delivered, failed).

Ineffective Monitoring: The current systems don't offer detailed status reports or real-time updates.

Inaccurate Tracking: Challenges in establishing a connection between notification status and invoicing management.

Regional Inconsistencies: The incapacity to sufficiently assess performance and problems among various regions

Challenges

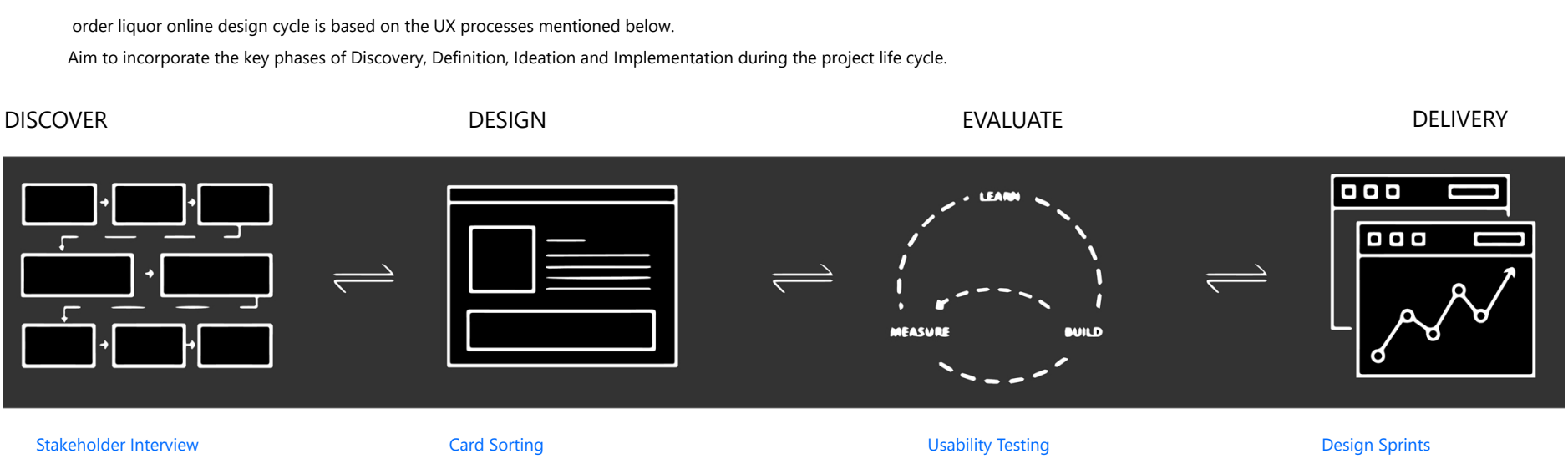
- Data Integration: Combining notification and invoice data from multiple sources to provide a unified regional view.
- Real-Time Updates: Ensuring timely and accurate updates on notification statuses to prevent delays and errors.
- Regional Variability: Managing and analyzing diverse performance metrics and issues across different regions.
- Scalability: Handling increasing volumes of notifications and invoices as the system grows.
- System Reliability: Maintaining consistent and reliable performance in tracking and reporting across all regions

User goals

- Clear Overview: Users want a straightforward dashboard that displays real-time status updates on notifications and invoices for their specific region.
- Efficient Monitoring: Users aim to easily track and manage the delivery, success, and failure rates of notifications without manual intervention.
- Detailed Reporting: Users need comprehensive reports that highlight performance trends, issues, and discrepancies by region.
- Quick Troubleshooting: Users seek immediate insights and actionable information to address and resolve notification delivery issues promptly

The Process

order liquor online design cycle is based on the UX processes mentioned below.
Aim to incorporate the key phases of Discovery, Definition, Ideation and Implementation during the project life cycle.



DISCOVER	DESIGN	EVALUATE	DELIVERY
Stakeholder Interview Competitive Analysis Research Define Persona Analytics Review	Card Sorting Sitemap Task Analysis Journey Mapping/Page Flow Sketching Wireframes Visual Designs	Usability Testing Accessibility	Design Sprints Style Guides Mockups

Research

Primary Research

Primary research for a notification tracker involves interviewing users about their needs for real-time status updates and reporting, surveying regional performance challenges, and observing current system inefficiencies. Observations focus on current pain points, system interactions, and desired features, aiming to optimize usability and functionality. This research aims to refine features for accurate tracking and comprehensive regional insights.

Interviews:

I chose interviews because they allow me to guide the users and gain more personal and quantitative insights.

Some interview questions:

1 What are your current methods for tracking email and SMS notifications?
2 What features do you find most useful in a notification tracking system?
3 Can you describe a situation where inaccurate tracking affected your work?
4 How do you prioritize troubleshooting and resolving notification delivery issues?
5 How frequently do you need updates or notifications about system performance?
6 How do regional differences affect your notification tracking and management?
7 What improvements would make your experience with a notification tracking system more efficient and effective?

These inquiries aim to elicit thorough responses and provide information that can guide the Notification SMS and Email tracker System's design and advancement.

Secondary Research

Market Analysis: Review existing notification tracking systems to identify common features, gaps, and best practices.

Competitive Benchmarking: Analyze competitors' notification tracking solutions for insights on functionalities and user feedback.

Industry Standards: Research industry standards and regulations for notification tracking and reporting to ensure compliance.

User Reviews: Examine user reviews and feedback on similar systems to understand common pain points and desired features User Technology Trends:

Investigate emerging technologies and trends in notification tracking and communication management.

Performance Metrics: Analyze performance metrics and reports from existing systems to gauge effectiveness and identify areas for improvement.

Target Audience

The target audience for Notification, SMS and Email tracker System includes:

1. Administrative Managers: Individuals overseeing communication systems and requiring efficient tracking and reporting of notifications.

2. Customer Support Teams: Professionals who need real-time updates on communication statuses to handle inquiries and issues promptly.

3. Marketing Teams: Users who manage large-scale email and SMS campaigns and need detailed performance metrics and regional insights.

4. Finance Departments: Personnel responsible for reconciling invoices with notification records and ensuring financial accuracy.

4. IT Administrators: Technical staff managing system integrations and ensuring the reliability of notification tracking systems.

5. Regional Managers: Executives who need to monitor and analyze notification performance and issues specific to their regions.

Research Summary

The research explores current notification tracking challenges, including real-time updates, integration with invoicing, and regional performance analysis. By examining user needs, industry standards, and competitor systems, the study aims to identify key features and improvements for an effective, comprehensive notification and SMS tracking solution.

Personas

Based on the data gathered during the research, I set up three personas. I referred to them throughout the entire product development process.
I concluded context, users focused on streamlining communication processes, needing real-time updates and detailed reporting for effective management..

Minimize mistakes in notification tracking and invoicing to improve system reliability

Sachin Raj

Sachin Raj oversees communication systems and ensures efficient operations across departments.

Basic Info

Age: 42
Location: Bangalore
Job: Administrative Manager
Education: B.Tec

Interest

- Technology solutions
- Data-driven decision
- Data analysis
- Management
- Streamlining processes

Motivation

- Improve operational efficiency
- Ensure accurate and timely reporting
- Enhance team productivity
- Achieve compliance and reduce errors

Pain Points

- Difficulty in real-time status updates
- Inadequate integration with invoicing
- Complex regional performance analysis
- Inconsistent data accuracy

Needs

- Real-time tracking and status updates
- Detailed reporting and analytics
- Seamless system integration

Goals

- Optimize notification management
- Enhance reporting capabilities
- Streamline communication processes

Jaidev Adiga

Jaidev Adiga handles daily communication tasks and needs efficient tools to track and manage notifications.

Basic Info

Age: 30
Location: Bangalore
Job: Customer Support
Education: BE

Interest

- Effective problem-solving
- Clear communication channels
- Customer satisfaction
- Efficient SMS management

Motivation

- Resolve customer issues quickly
- Maintain high communication standards
- Enhance workflow efficiency
- Minimize errors and delays

Pain Points

- Difficulty tracking notification status.
- Inconsistent or delayed updates
- Lack of integration with customer service tools
- Manual and time-consuming processes

Needs

- Real-time updates on notifications
- Easy access to status reports
- Efficient tracking tools

Goals

- Improve response times
- Enhance customer support quality
- Reduce notification-related issues

Use streamlined tools to handle tasks more efficiently and reduce manual work.

Quickly identify and address issues affecting regional notification processes.

Prashanth Rana

Prashanth Rana manages regional teams and needs insights into notification performance and issues for strategic decision-making.

Basic Info

Age: 45
Location: Bangalore
Job: Regional Manager
Education: BMA

Interest

- Strategic planning
- Regional performance analysis
- Efficient resource allocation
- Effective team management

Motivation

- Enhance regional performance
- Achieve strategic goals
- Optimize resource use
- Address regional challenges promptly

Pain Points

- Difficulty analyzing regional performance
- Lack of clear insights into notification issues
- Inadequate reporting tools
- Challenges in managing regional discrepancies

Needs

- Comprehensive regional performance reports
- Detailed insights into notification statuses
- Clear and actionable data

Goals

- Improve regional performance metrics
- Address and resolve regional issues
- Optimize resource allocation
- Achieve strategic objectives

Customer Journey Map

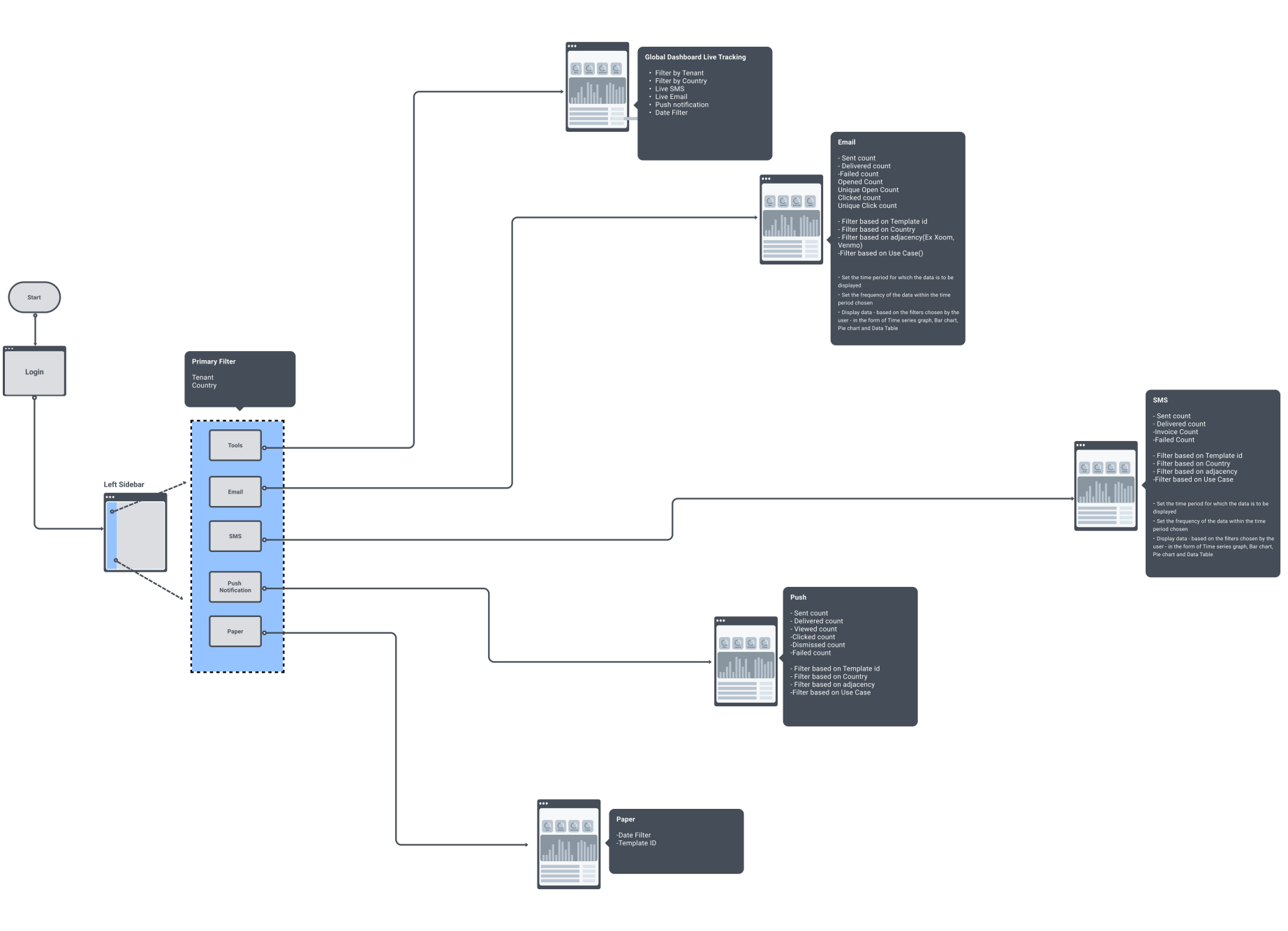
I created a customer journey map to build a better understanding of how customers find and interact with the service and to discover opportunities for improvement. The map revealed many user problems and opportunities at the consideration and loyalty stages of the customer journey. Therefore, paid special attention to these stages during the design process.

To understand how our persona interacts with the service, I created a journey map. Below is the customer journey map for Sachin Raj and Prashanth

Steps	Setup and Integration	Configuration	Data Collection	Issue Identification
Thinking	How do I connect the tracking system with our existing email and	What are the best settings and parameters for tracking notifications across different regions?	How can I ensure that all relevant data is being accurately captured and reported?	"What steps should I take to diagnose and resolve notification delivery problems quickly?
Doing	Configure connections with CRM and invoicing systems.	Customize dashboard views and reporting metrics	Monitor real-time data feeds for notifications.	mplement corrective actions and document solutions.
Feeling	😍	😒	😎	😘
Pain Points	Potential issues with integration compatibility or missing data due to improper setup.	Risk of misconfiguration due to complex settings or lack of clarity in available options	Possible issues with incomplete data capture or delays in status updates	Challenges in diagnosing complex issues or identifying the root cause of failures
Opportunity	Provide clear, step-by-step integration guides and offer customer support for troubleshooting to reduce setup complexity	Develop user-friendly configuration interfaces with default templates and contextual help to simplify the setup process	Implement robust data validation checks and provide real-time alerts for data inconsistencies to maintain high data quality	Create detailed troubleshooting guides and automated diagnostic tools to help users identify and fix issues more efficiently.

information Architecture Design

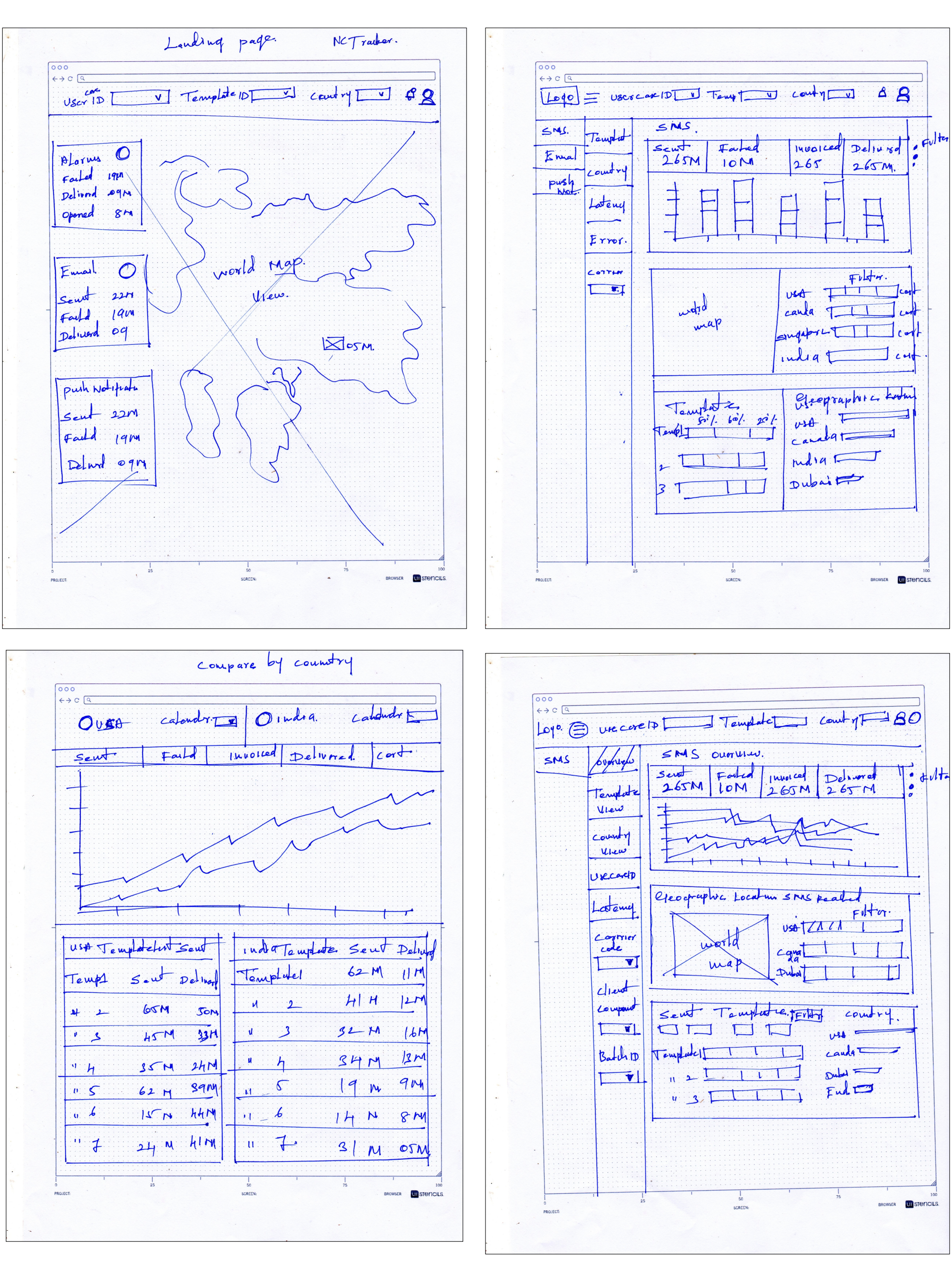
The information architecture for the Notification SMS and Email Tracker System organizes data into clear, hierarchical structures: Integration and Configuration, Data Collection, Reporting, and Issue Management. It includes dashboards for real-time updates, detailed reports, and troubleshooting tools, ensuring efficient navigation and management of notification statuses and system performance.



paper wireframes

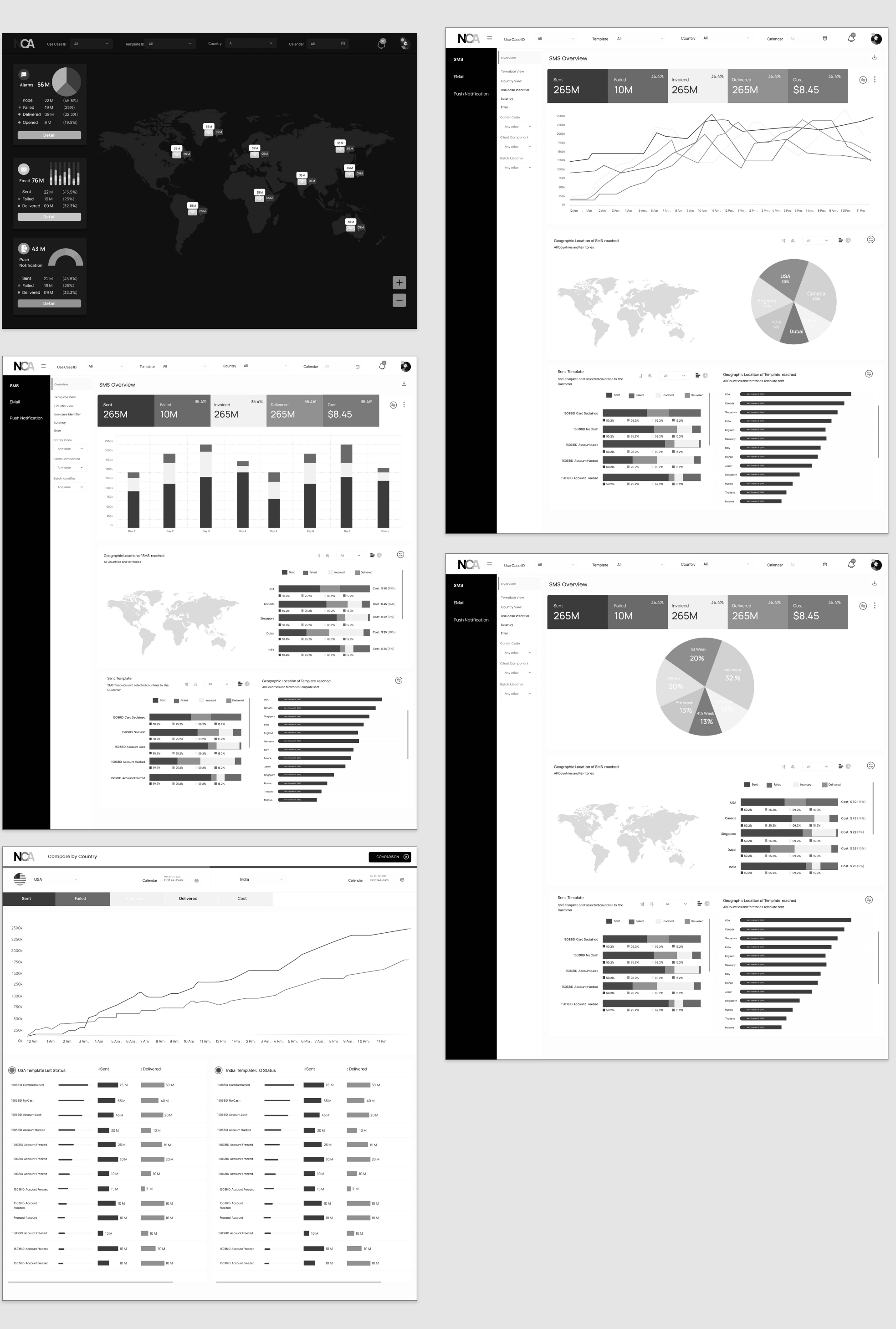
I usually start the design process with rapid paper sketches. This way I can iterate through design options quickly.

I create the low-fidelity wireframes as digital versions if my paper sketches for testing in the XD/Figma apps.


Landing page. NCTracker.
world map. View.
compare by country
SMS overview

Wireframes

Wireframe is commonly used to layout content and functionality on a page which take into account user needs and user journeys. Wireframes are used early in the development process to establish the basic of the page before visual design and content is added



Visual Design

The visual design was developed by iterating from mood boards to the UI kit and finally to creating a first version

Once the usability issues were resolved, I moved on to design the final screens. My goal was to create a visual identity that's aligned with the brand's values and message. Also, I've checked the competition and taken a deep dive into my catalog of references for inspiration.

STYLE GUIDE

1
COLOR SWATCH

Base Colors

⬛ ⬛ ⬛ ⬜ ⬜ ⬜

Primary Colors

🟦 🟥

Secondary Colors

🟨 🟩

2
TYPOGRAPHY

Font weights

Aa Poppins Regular
Aa Poppins Medium
Aa Poppins Bold

Headings

H1-18px

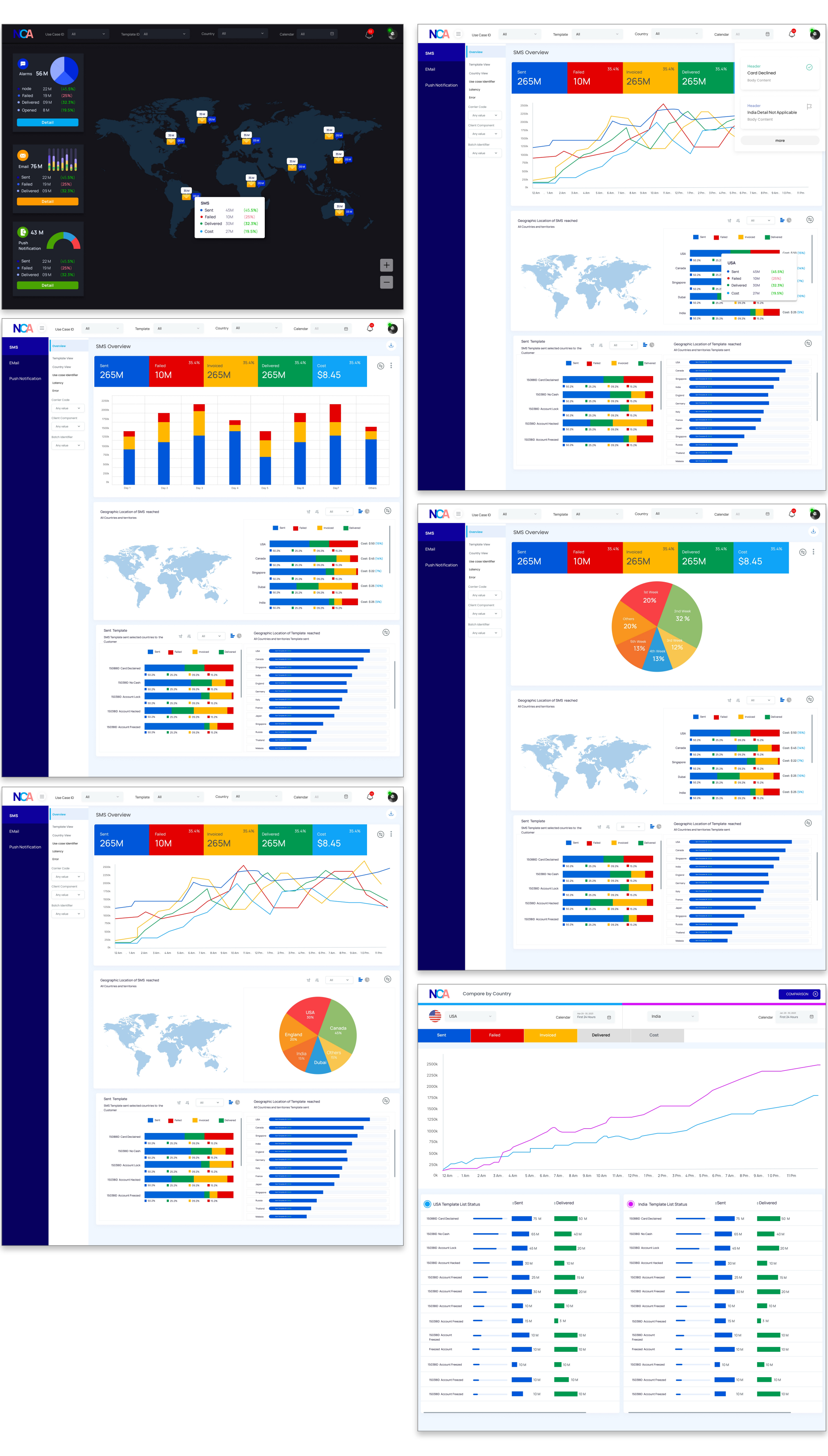
H2-14px

H3-12px

H4-10px

Paragraph

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur



User testing and feedback

1 Interface Intuitiveness: Evaluate how easily users can navigate the system to track notifications (sent, failed, delivered, and invoiced).

2 Error Handling: Assess the clarity and effectiveness of notifications and instructions when errors occur (e.g., failed messages).

3 Real-Time Updates: Test the responsiveness of the system in displaying real-time updates on the status of notifications.

4 User Satisfaction: Gather feedback on user satisfaction with the overall experience, including any pain points or areas for improvement.

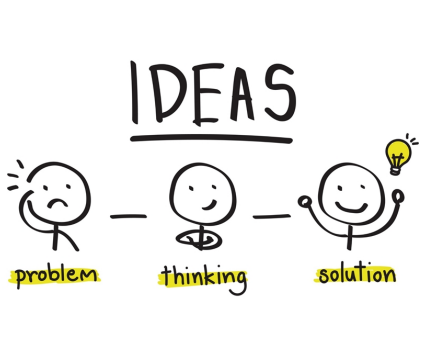
5 Accessibility: Ensure the system is accessible to all users, including those with disabilities, and test the interface on various devices and screen sizes.

CONCLUSION

The notification tracker system for SMS and email notifications has led to significant insights and improvements. The usability testing highlighted that users find the system's interface generally intuitive, with easy navigation for tracking notifications. However, the feedback pointed out some challenges, particularly in managing and understanding failed and delivered messages. Users expressed a need for clearer error messages and more detailed delivery status information.

Additionally, the integration of invoice tracking within the notification system was well-received, but there were suggestions for more comprehensive reporting features. The overall user satisfaction was positive, but there is a clear demand for more robust real-time updates and better accessibility options.

The feedback and insights gathered from this testing phase will inform future enhancements, ensuring the system becomes more user-friendly, efficient, and accessible. These improvements will help the system better meet the needs of its users, providing a smoother and more effective experience.



YELUMALAI CHAKRAPANI
UX/UI Designer

INTERACTION IS THE BEGINNING,
LET'S BUILD SOMETHING GREAT TOGETHER

— In history all began with an interaction.

LET'S TALK

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