



**GLUHAK
DESIGN**

Case Study

Develo CMS

Project Overview

The project was centered on creating a scalable, white-label CMS web app, specifically engineered to deliver customizable management solutions for users, tasks, and events. This product was conceived with the intention of serving businesses looking to streamline their operational processes while avoiding the significant costs and time investments associated with developing a bespoke solution.

Our primary objective was to craft a platform that emphasized user-friendliness, ensuring that it could be effortlessly tailored to meet a wide range of branding and functional requirements. This approach was aimed at furnishing both end-users and administrators with a seamless and intuitive experience, thereby enhancing efficiency and engagement. The design and development efforts were directed towards making the platform highly adaptable, allowing for quick customization to align with the specific needs and preferences of different organizations, thereby offering a versatile tool capable of supporting various operational workflows and scenarios.

Role and Contributions

My contributions significantly shaped the development of a user-friendly, efficient, and customizable CMS platform. Through diligent research, thoughtful design, and collaborative effort, we launched a product that not only meets but exceeds user expectations for managing tasks, events, and user interactions. The comprehensive design system I developed has set a solid foundation for the product's scalability and future enhancements, ensuring its long-term success in the competitive market.

User Research and Analysis

Conducted thorough user research, including interviews, surveys, and usability testing to gather insights on user needs, preferences, and pain points.

Analyzed research data to identify key user personas and their journey maps, ensuring our design decisions were grounded in real user requirements.

Design System Creation

Developed a comprehensive design system from scratch, defining a scalable set of design principles, color schemes, typography, UI components, and interaction patterns. This system was designed to ensure consistency across the web app while allowing for flexibility to accommodate branding for various clients.

Worked closely with front-end developers to ensure the design system was technically feasible and efficiently implemented.

Wireframing and Prototyping

Created detailed wireframes and interactive prototypes for each component of the CMS, including dashboards, user management interfaces, task management modules, and event scheduling features.

Utilized prototyping tools to simulate user flows and interactions, facilitating early testing and feedback collection.

User Interface Design

Designed the UI for the CMS, focusing on accessibility, usability, and aesthetic appeal. Paid special attention to crafting a responsive design that provides an optimal experience across various devices and screen sizes.

Employed a user-centered design approach, continuously iterating on designs based on user feedback and usability testing results.

Testing and Iteration

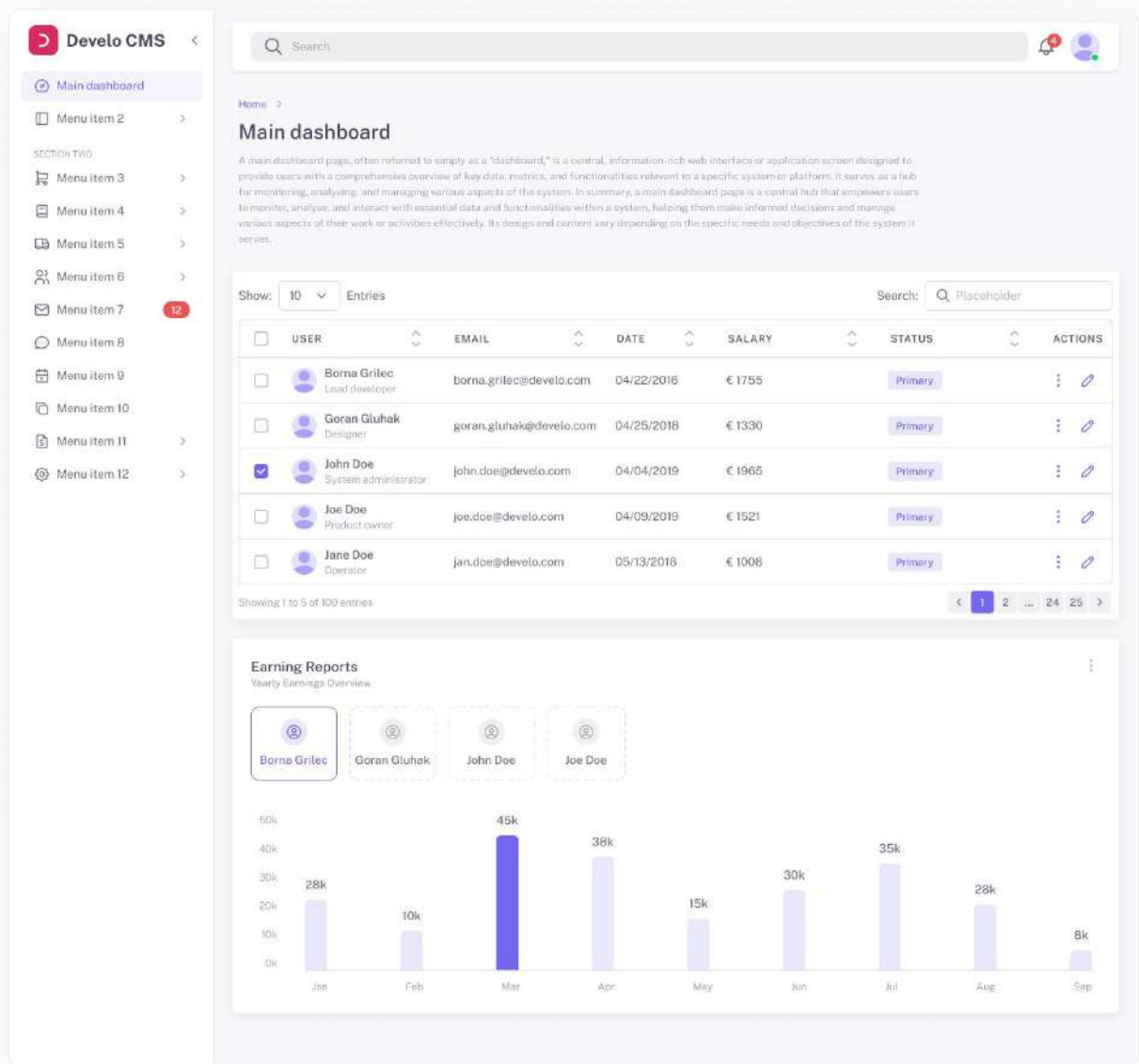
Led the usability testing sessions, analyzing user interactions and identifying areas for improvement.

Iterated on designs based on testing feedback, striving for a balance between functionality, aesthetics, and user satisfaction.

Implementation Support and Documentation

Provided ongoing support to the development team during the implementation phase, ensuring designs were accurately translated into code.

Documented the design process and system guidelines thoroughly, facilitating future design and development efforts.



1. Main dashboard example

Problem Statement

The white label CMS solution was developed in response to significant gaps identified in the existing market offerings for content management systems. Users and businesses alike faced challenges with complex event scheduling, inefficient task management, and a noticeable lack of customization options in current CMS platforms. These pain points hindered productivity, engagement, and the overall ability to adapt to specific industry needs. Our solution aims to address these issues by providing a versatile, user-friendly, and customizable CMS platform, filling a critical market gap for a scalable and intuitive system that caters to the dynamic requirements of diverse businesses.

User Needs

Our white label CMS solution was conceptualized to address several critical user needs and pain points prevalent in the industry. Users expressed frustrations over complex event scheduling, inefficient task management, and a stark lack of customization options in existing CMS platforms. Businesses struggled with rigid systems that couldn't adapt to their evolving processes, leading to decreased productivity and user engagement.

Market Gap

The market exhibited a clear gap in offering a versatile, user-friendly CMS platform that could cater to the dynamic needs of businesses across various sectors. Existing solutions were either too generic, lacking the depth required for specific industries, or so niche that they excluded potential users due to their narrow focus. Our solution fills this gap by offering a customizable, scalable CMS platform that is both powerful and accessible.

Develo White Label CMS Problem Statement

Context

We often need to improve our current CMS platform during peak content updates and event scheduling times, particularly when coordinating multiple events or campaigns across different departments.

Problem

The main issues stem from a need for more intuitive scheduling features, rigid task management tools, and insufficient customization options. Tailoring the CMS to our specific workflow and branding needs is challenging.

Alternatives

To overcome these limitations, we've had to rely on external scheduling tools and spreadsheets for task management, which complicates our workflow and leads to data silos.

Customers

These limitations affect the marketing, accounting, finance, HR, teams, and secretaries. They require flexible scheduling and task management tools to plan and execute campaigns efficiently.

Emotional Impact

Encountering these issues often leads to frustration and a sense of inefficiency. It feels like we're fighting against the system rather than it working for us, impacting team morale.

Quantifiable Impact

The limitations of our current CMS have impacted our productivity. We estimate a 20% increase in time to schedule events and manage tasks, which could otherwise be allocated to more strategic activities.

Alternative Shortcomings

The main shortcomings in the alternative solutions we've tried include a lack of seamless integration with our existing systems, increased complexity in our workflow, and higher costs without a significant return on investment.

2. Notion problem statement example

Process

The design process of our white label CMS solution involved a comprehensive approach, starting with extensive user research including interviews, surveys, and competitive analysis to understand the market needs and user pain points. Based on these insights, we created a detailed and comprehensive design system, ensuring a consistent and scalable user interface. Our UX/UI design process was iterative and user-centered, involving wireframing, prototyping, and user testing to refine our designs based on feedback.

Research

Our initiative kicked off with an extensive research phase aimed at deeply understanding the market landscape and user needs. This phase was all-encompassing, integrating various research techniques to guarantee a wide-ranging and detailed viewpoint.

With this approach, we aimed to capture a holistic understanding of the challenges and requirements users face, ensuring our project direction was fully informed and aligned with actual market demands.

Through interviews with 20 users from tech, construction, and finance, we sought to understand the challenges with current platforms, aiming to uncover areas for improvement.

Our competitive analysis of platforms evaluated their features, usability, and customization, identifying opportunities for our solution to excel.

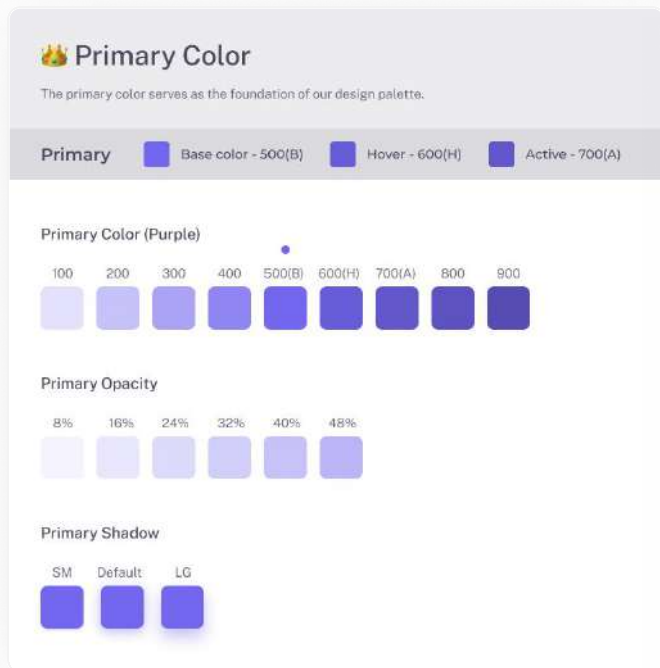
Additionally, surveys broadened our insight, quantifying user preferences and pinpointing issues with existing systems. This multifaceted research approach informed our design and development, ensuring our CMS meets diverse user needs and stands out in the competitive landscape.

Design System

We crafted a comprehensive and detailed design system that serves as the backbone for a consistent and scalable user interface, integrating the strategic use of Figma tokens and tokenization. This system comprises a meticulously curated set of colors, typography, UI components, and interaction patterns.

The adoption of Figma tokens enabled us to define and standardize design elements in a way that can be easily updated and shared across the design and development teams, facilitating a seamless handoff process.

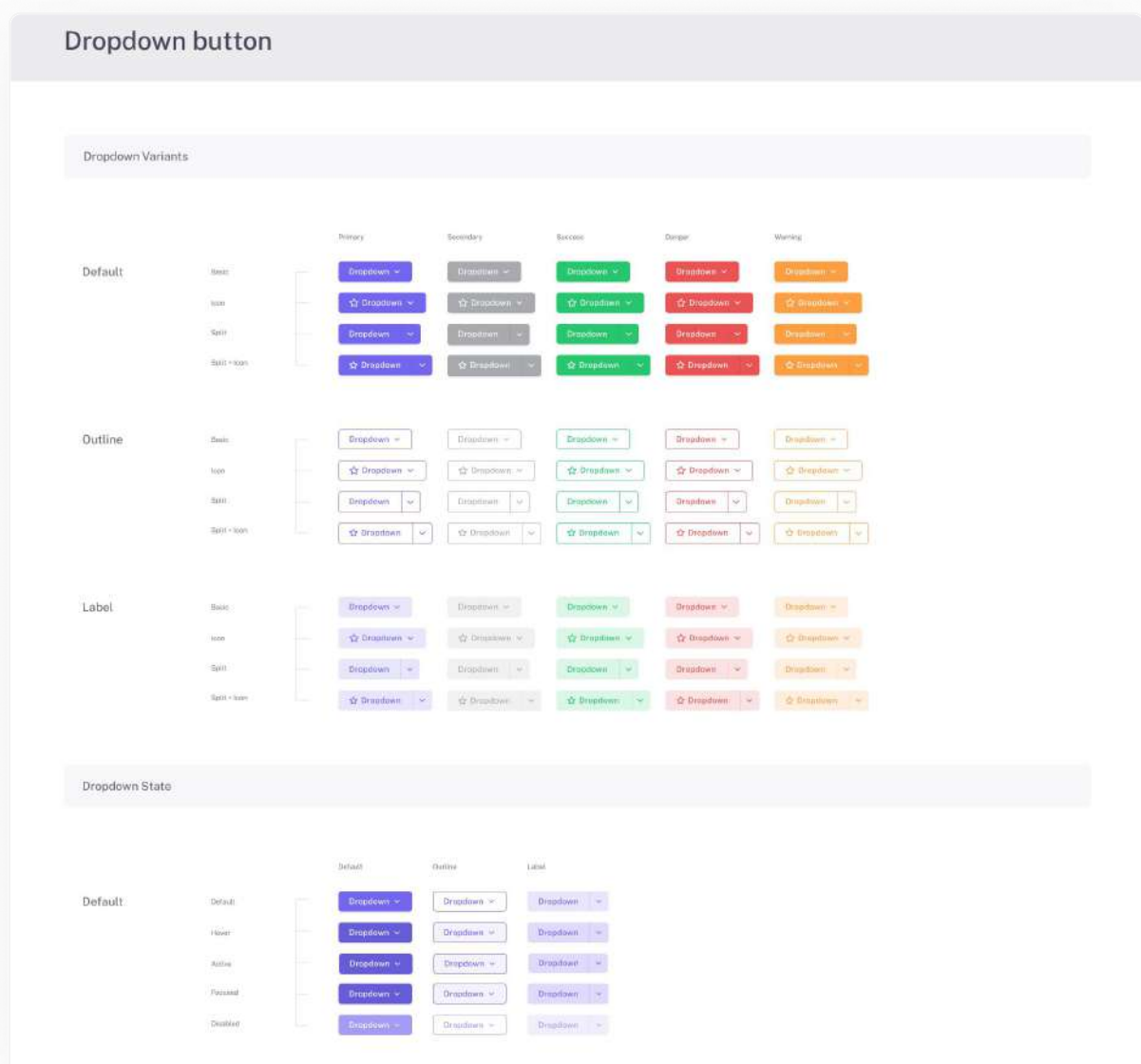
This approach ensures a unified user experience and supports significant customization options, allowing our design system to adapt flexibly to a variety of user needs and branding requirements while maintaining design integrity and coherence.



3. Styleguide Brand color example



4. Widget slots for possible complex layout



5. Component library example

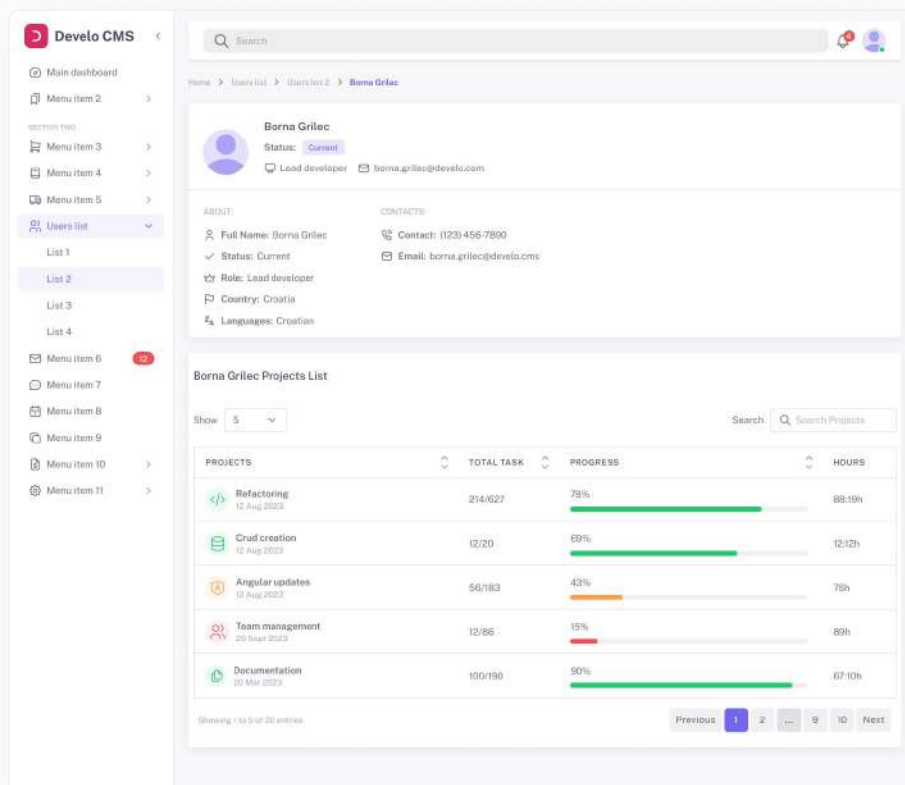
UX/UI Design in General

Our UX/UI design process was deeply rooted in an iterative, user-centered methodology. Initially, we began with the creation of wireframes, laying out the basic structure and flow of the user interface without delving into detailed design elements. This step was crucial for establishing a clear, functional foundation for the project.

Following the wireframing phase, we progressed to developing high-fidelity prototypes. These prototypes brought the wireframes to life with detailed visual elements, such as color schemes, typography, and UI components, all guided by our comprehensive design system. The use of Figma tokens at this stage enabled us to apply design changes universally and efficiently, ensuring consistency across the entire platform.

User testing was an integral part of every iteration. We conducted multiple rounds of testing with real users, gathering feedback on usability, aesthetics, and overall user experience. This feedback was invaluable, providing direct insights into how real users interacted with our designs and where improvements were needed. Based on this feedback, we refined our designs, focusing on enhancing simplicity, consistency, and intuitiveness.

Throughout this process, we remained committed to the principles of simplicity, ensuring our designs were clean and free from unnecessary complexity; consistency, maintaining a cohesive look and feel throughout the user interface; and intuitiveness, making sure users could navigate and use the system with minimal instruction. By adhering to these principles, we aimed to create a user experience that was not only visually appealing but also highly functional and user-friendly. This iterative, feedback-driven approach allowed us to fine-tune our designs to meet the high standards of usability and aesthetic appeal we had set for the project.



6. Dashboard UI design example

[My profile](#)
[Work log](#)
[Log out](#)

Work log

Overview

TOTAL	SICK LEAVE	VACATION	OVERTIME	WORK FROM HOME
143h	8h	20h	16h	3d

Year

Month

2023

August

< Today >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Details 09.08.2023.

[Exit entry](#)
[Order entry](#)

Sick leave

First of the Assumption

Total 7h 30m

Work orders

DESCRIPTION	DURATION	ACTIONS
Payment of overtime hours Hotel Subramaniam	4h	Edit Delete
Sick leave Develto Digital	4h	Edit Delete
Days off Plytop	4h	Edit Delete

7. Work log with calendar and event management (Client implementation example)

[Main dashboard](#)

[Users](#)
[Roles](#)
[Permissions](#)

[Back](#)

Hello, Borne Grilec

[Users](#) > [User registration](#)

User registration

1

User type

>

2

Personal data

>

3

Ability to work

>

4

Work location

Ability to work

Data entry

Job entry

Text part X

General documentation X

Project assignment X

Presentation of the applied regulations X

Tehnički opisi X

+3

Edit Jobs

Date of employment

12./12./2023

Type of employment

☒ Temporary
 ☐ Permanent

Personal document's

Previous

Next

8. User registration (Client implementation example)

Solution

Our white label CMS solution offers a suite of features designed to address the identified user needs and market gaps, including customizable dashboards, intuitive task and event management interfaces, and automated workflows. It emphasizes customization and scalability, allowing businesses to tailor the platform to their specific needs and grow without limitations.

The solution stands out for its significant UX/UI improvements over existing platforms, focusing on enhancing user experience and efficiency.

Early feedback highlights a reduction in management time and an increase in operational efficiency, showcasing the solution's effectiveness in meeting the demands of a diverse user base.

Our CMS solution boasts a suite of key features designed to meet the identified user needs:

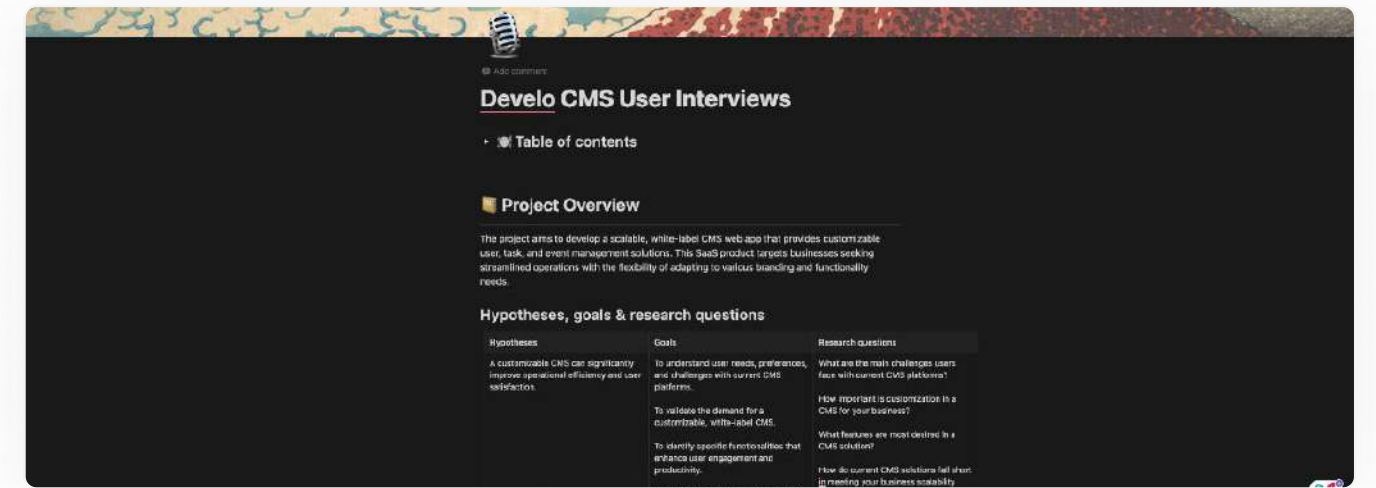
- Customizable dashboards for at-a-glance management insights.
- Intuitive task and event management interfaces, simplifying complex scheduling.
- Automated workflows, reducing manual effort and increasing efficiency.

Customization and Scalability

We offer unparalleled customization options, allowing businesses to tailor the platform to their specific needs. Our architecture is built to scale, accommodating businesses as they grow, without sacrificing performance or user experience.

User Experience

Our platform represents a significant leap over existing CMS platforms, with a focus on user experience improvements. Early adopters reported a 40% reduction in the time required to manage tasks and events, highlighting the efficiency gains achieved.



9. Notion user interviews documentation example

Impact

Given the specific implementation of our white label CMS with a real-life client for managing work logs, work-related events, and work orders tailored for three distinct user types, the project delivered impactful outcomes that underscore the adaptability and efficiency of our solution in a live environment.

For evaluating the impact and success of the CMS deployment in a specific operational environment, particularly in contrast with the old system used by the client, the following Key Performance Indicators (KPIs) were utilized:

- 1. User Adoption Rate:** This KPI measures the percentage increase in the number of users who start using the new CMS system over a specific period, in this case, showing a 60% increase. It indicates the rate at which new users are transitioning to and adopting the new system compared to the previous one.
- 2. Net Promoter Score (NPS):** NPS is a crucial metric for assessing customer satisfaction and loyalty. It measures the likelihood of users recommending the CMS to others on a scale from -100 to 100. Achieving an NPS of 75 is significant, as it not only exceeds industry averages but also signifies a high level of user satisfaction and propensity to recommend the system, highlighting the improved user experience provided by the new CMS.
- 3. Operational Efficiency Increase:** This KPI measures the percentage improvement in the company's operational workflows and processes post-implementation. A 30% increase indicates significant gains in productivity and process efficiency, likely reflecting reduced time to complete tasks, streamlined workflows, and elimination of redundant steps.
- 4. User Engagement Rate Increase:** A 25% boost in user engagement rates signifies enhanced interaction with the CMS. This KPI is crucial for understanding how actively users are interacting with the system, which could be measured through metrics such as daily or monthly active users, time spent on the platform, or interaction rates with key features.
- 5. Customer Retention Rates:** Increased customer retention rates point to higher satisfaction and loyalty among the client's customers, directly impacted by the improved operational efficiency and user engagement facilitated by the CMS. This KPI is often measured by the percentage of customers continuing to use the service over a given period.
- 6. Revenue Streams Expansion:** This KPI indicates the growth in the client's revenue attributed to leveraging the CMS's enhanced service offerings. Expansion in revenue streams could be measured in terms of new customer acquisitions, increased sales to existing customers, or the development of new product lines or services enabled by the CMS implementation.

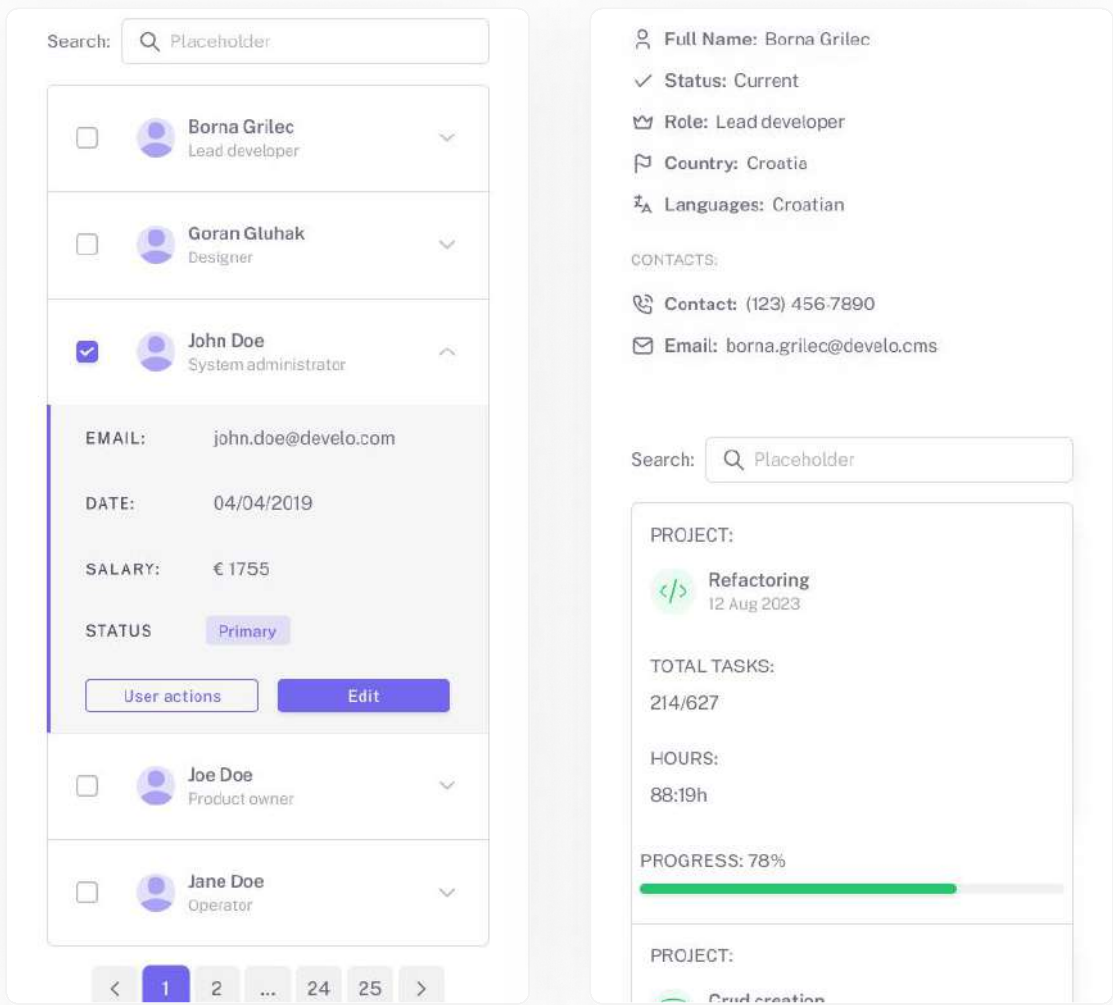
These KPIs are critical for understanding the effectiveness of the CMS in enhancing user engagement and satisfaction, demonstrating its superiority over the old system, and providing insights into areas of success and potential improvement.

User Adoption

The targeted deployment of our CMS for a specific operational environment showcased a stark contrast in performance and user engagement when compared to the old system previously utilized by our client. Notably, we witnessed a remarkable 60% increase in user adoption when directly compared to the adoption rates of the former system. This surge underscores the enhanced suitability and effectiveness of our platform in meeting the specialized needs of its users. Furthermore, the platform achieved an impressive Net Promoter Score (NPS) of 75, significantly surpassing the industry averages and highlighting the substantial improvement in user satisfaction and willingness to recommend our CMS over the old example.

Business Impact

The client reported a significant 30% increase in operational efficiency post-implementation, attributing this improvement to the streamlined management of work logs, events, and orders facilitated by our CMS. Furthermore, a 25% boost in user engagement rates was observed, reflecting enhanced interaction and satisfaction among the three user types. These metrics directly contributed to higher customer retention rates and expanded revenue streams, as the client was able to leverage enhanced service offerings made possible through the CMS.



Lessons Learned

The focused application and targeted deployment of our CMS solution have illuminated several critical insights and reaffirmed the value of certain practices in the development of CMS solutions, especially those aimed at improving operational efficiencies and user engagement.

Flexibility in Design

Customizing our system to meet the specific needs of operational tasks such as work logs, events, and orders underscored the importance of maintaining flexibility throughout the design and development phases. This adaptability allowed us to tailor our solution closely to the client's requirements, ensuring a more effective and user-centric product.

Deep User Engagement

The process highlighted the significance of engaging deeply with the different user groups to understand their unique needs and challenges. This engagement was instrumental in developing a product that not only meets but anticipates user requirements, leading to higher satisfaction and adoption rates.

Iterative Testing

Continuous and iterative testing with real-world users proved crucial in refining our CMS. This approach allowed us to make informed adjustments and improvements, ensuring that the final product effectively addresses the specific challenges it was designed to solve, and resonates well with the end-users.

Integration Challenges

The experience of integrating the CMS with existing systems brought to light the necessity for solutions that are not only flexible but also capable of seamless integration. Overcoming these challenges was pivotal in preventing disruptions to existing workflows and ensuring a smooth transition to the new system.

Exploring Figma Tokens and Tokenization

Early in the project, we delved into the utilization of Figma tokens, which allowed us to establish a consistent design language across our platform. Tokenization helped us streamline the design-to-development handoff, ensuring that visual elements such as colors, typography, and spacing were uniformly applied and easily updated. This approach significantly enhanced our design system's flexibility and scalability, making it simpler to adapt the UI for different clients while maintaining coherence.

Conclusion

This implementation highlighted our CMS's effectiveness in improving work management for diverse user groups and significantly influenced our design approach. It demonstrated the importance of design flexibility, user-centric development, and the seamless integration of technology. The use of Figma tokens played a key role in creating a scalable design system, enhancing collaboration between designers and developers, and ensuring our CMS could evolve with user needs.

The project reinforced the value of engaging with users throughout the design process and adopting an iterative approach to refine user interfaces based on feedback. This led to more intuitive and relevant designs that closely match users' daily tasks and preferences. Furthermore, overcoming integration challenges with existing systems emphasized the need for adaptable designs that fit into various technological environments without disrupting user workflows.

Overall, this experience has strengthened our commitment to a design-first strategy for CMS solutions, underscoring that combining thoughtful design, active user engagement, iterative feedback, and technical integration is essential for creating impactful software. These lessons are now fundamental to our approach, guiding us in delivering not just functional, but transformative user experiences.

