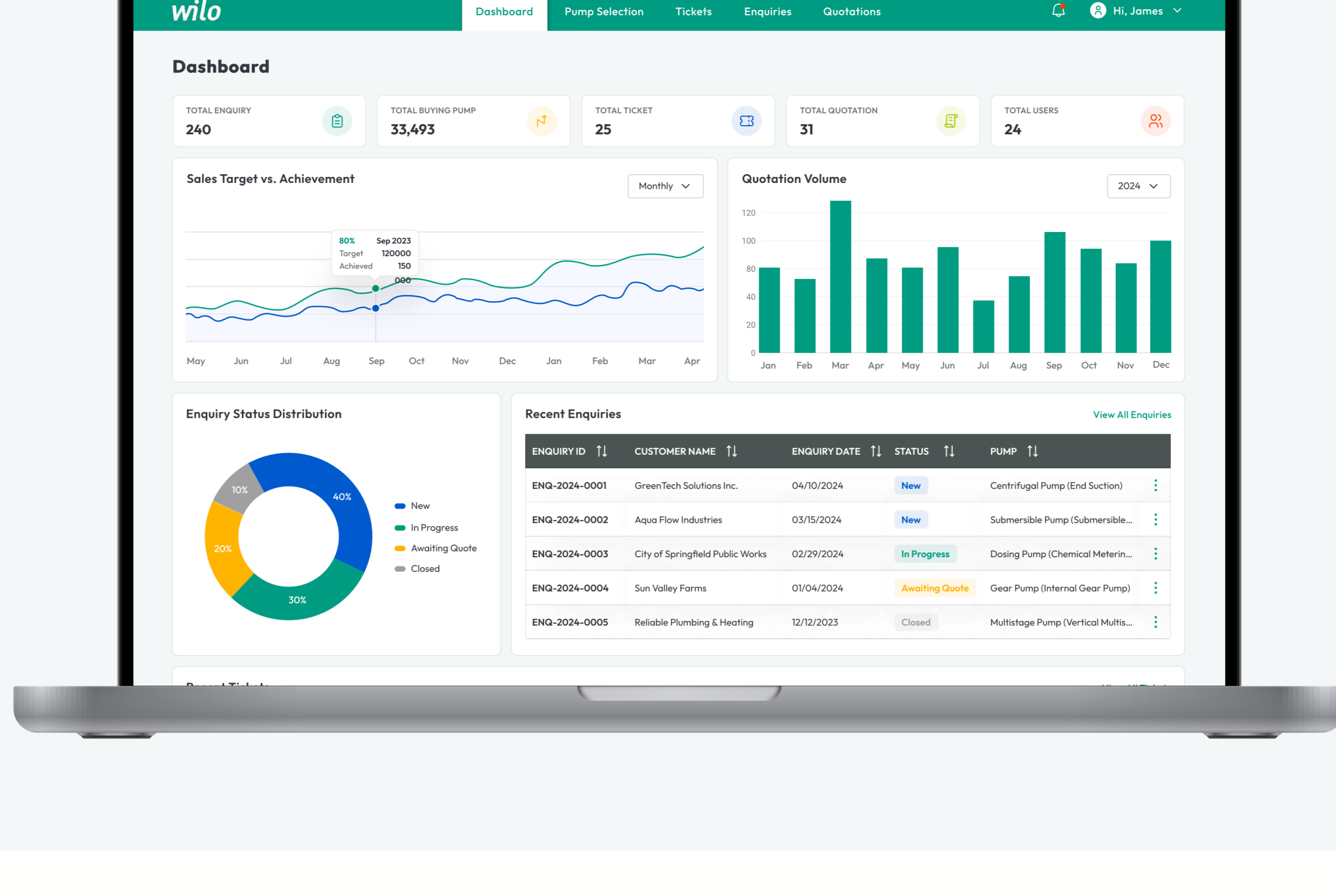


Proposed pump selection design for usability & accessibility

B2B Web App • UI/UX Design • Business & Enterprise Industry



The Wilo Group, a global leader in premium pump systems for building services, water management, and industry, delivers reliable, flexible, and efficient solutions. Manufactured pumps to meet the unique demands of each industrial environment.

Proposed usable and accessible pump selection design for B2B web application .

Given the shorter timeline and the fact that the design has just been proposed, we utilized an **optimized user-centered design process**.

Gathered Insights

Collaborated with the key stakeholder, gathered requirements, and prioritized the features.

Heuristics Evaluation

Conducted a quick evaluation of the existing tool for [usability issues](#) through Nielsen Norman approach.

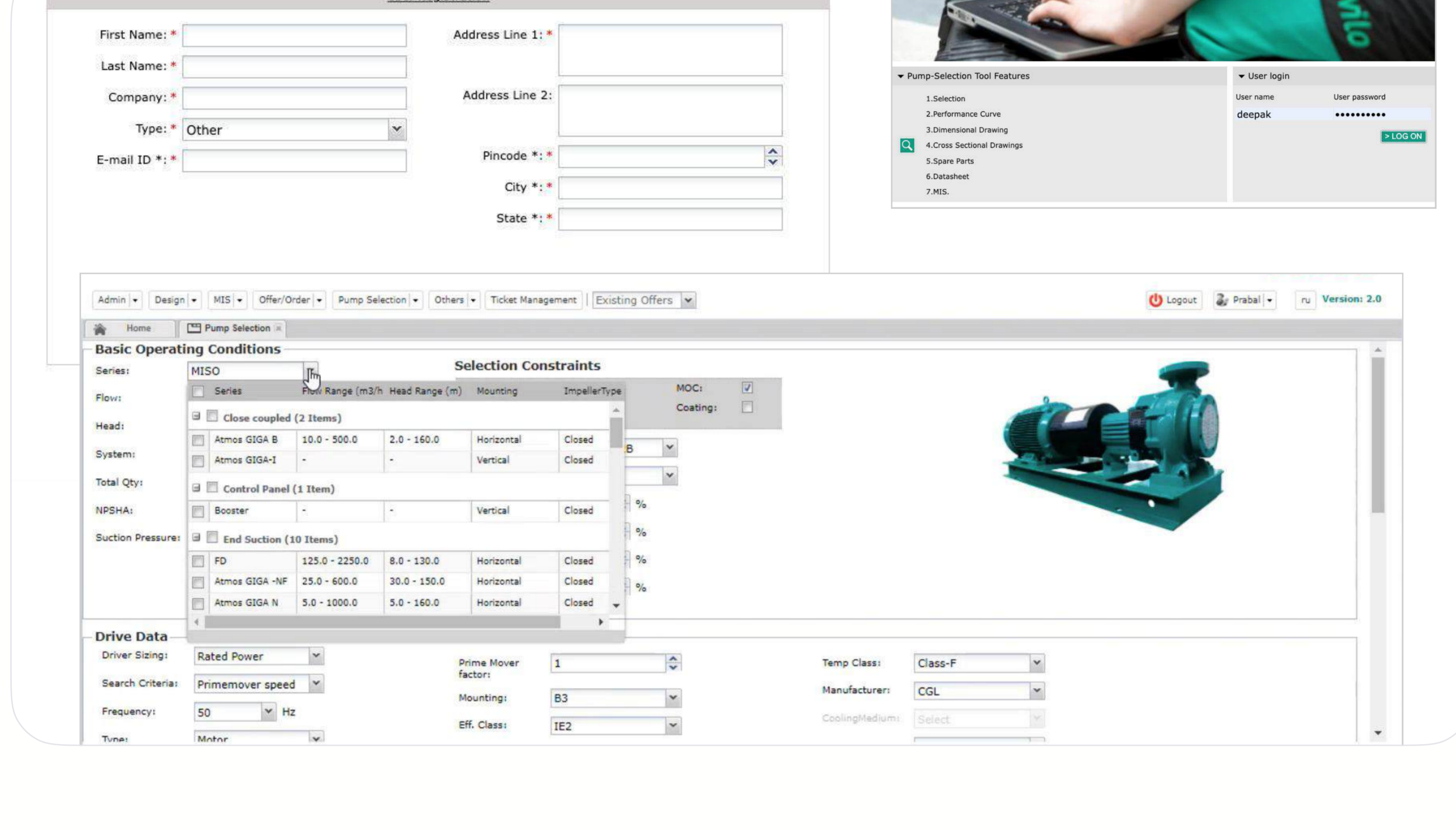
Challenges

- Lack of feedback or visual indicators when selecting pumps or sending enquiries.
- Too much industry jargon; confusing labels and categories, complex tables and lists reduce efficiency, especially for experienced users.
- Complex navigation and no easy way to undo or go back to previous steps.
- Inconsistent design across different parts of the tool that lack sufficient contrast, especially in the grey areas, making it hard for visually impaired users.
- The form elements are small and could be difficult to use on smaller screens or for users with motor impairments.

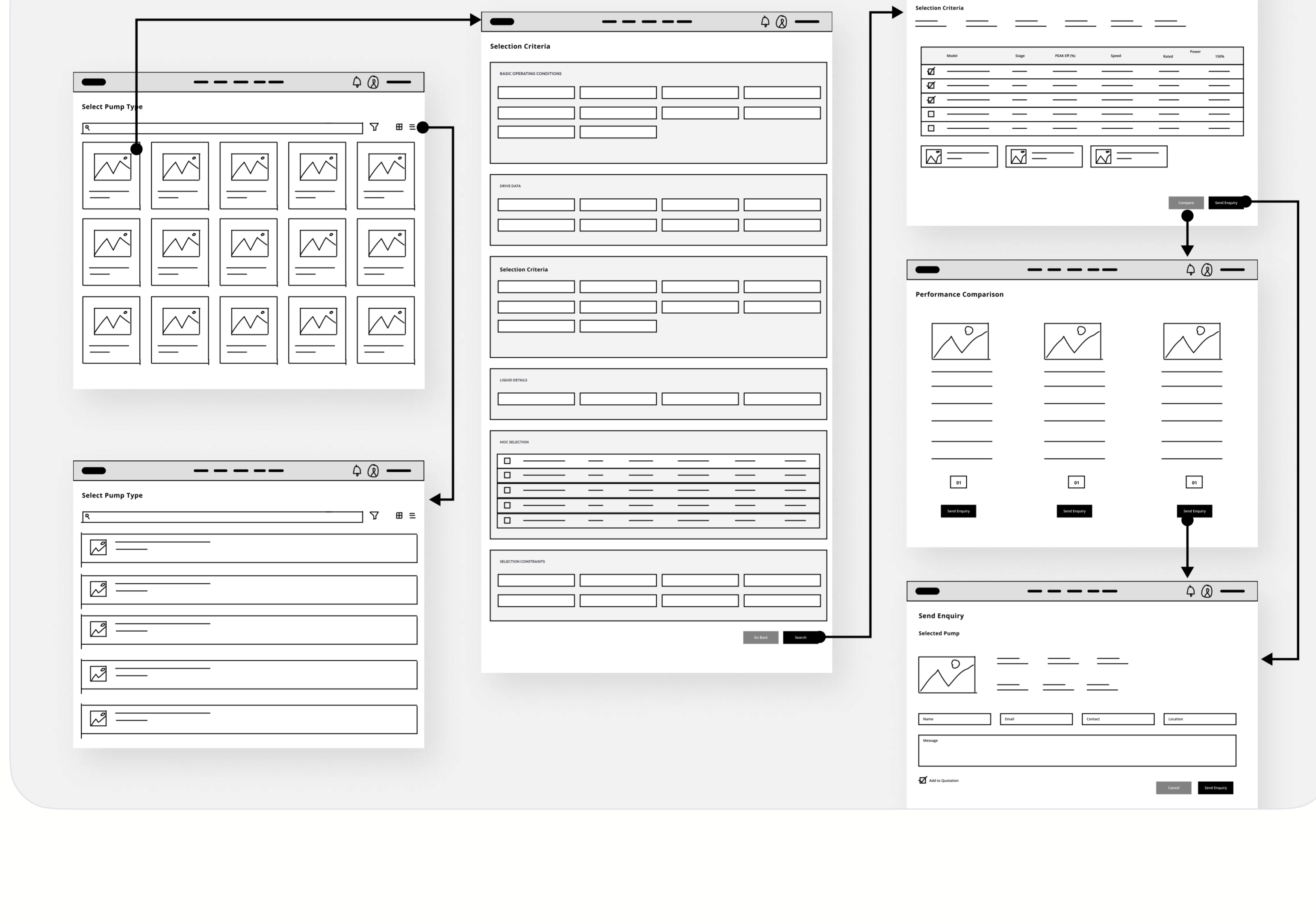
Goals

- Enhance user experience by simplifying navigation, interactions and overall layout that visually appeal.
- Improve accessibility through larger text sizes and clearer visuals, and replace jargon with user-friendly terms and standardize labels.
- Streamline the pump selection process for efficiency and ease of use.
- Provide seamless integration between pump selection, enquiry, tickets and quotation features.
- Increase engagement and satisfaction for both new and experienced users.

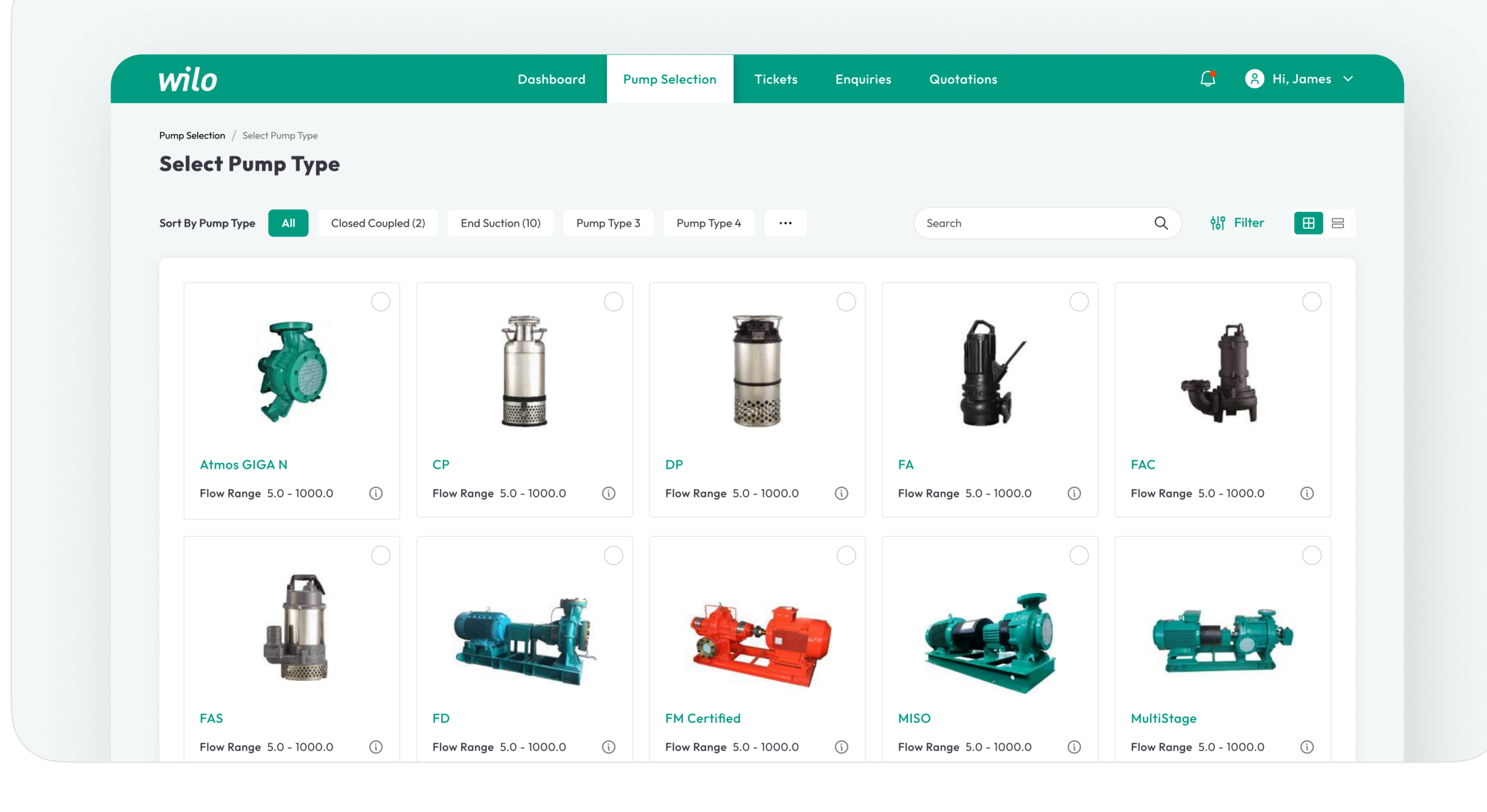
Current Tool Screenshots



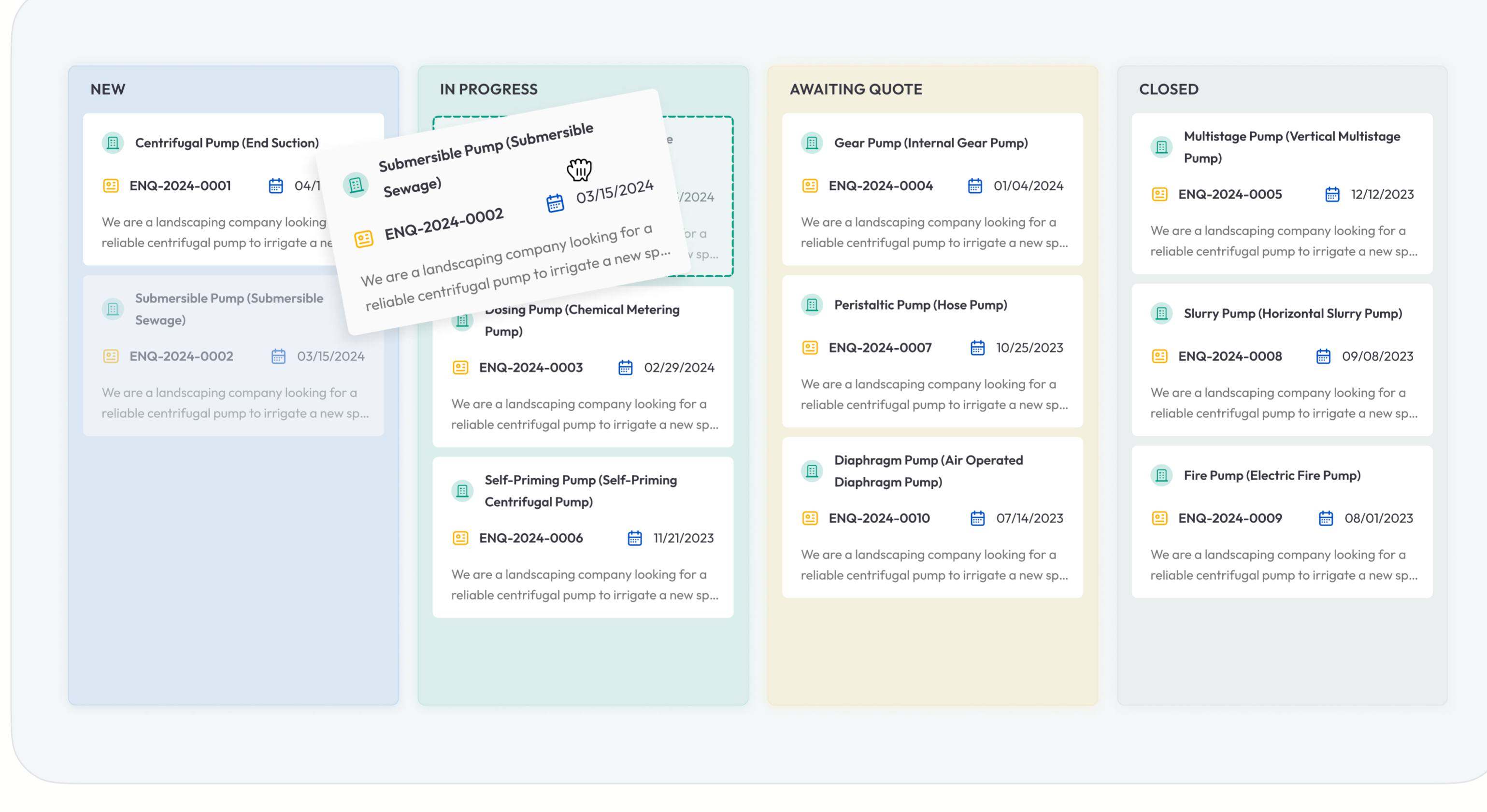
Low-Fidelity Sketches for an Optimized Pump Selection Experience.



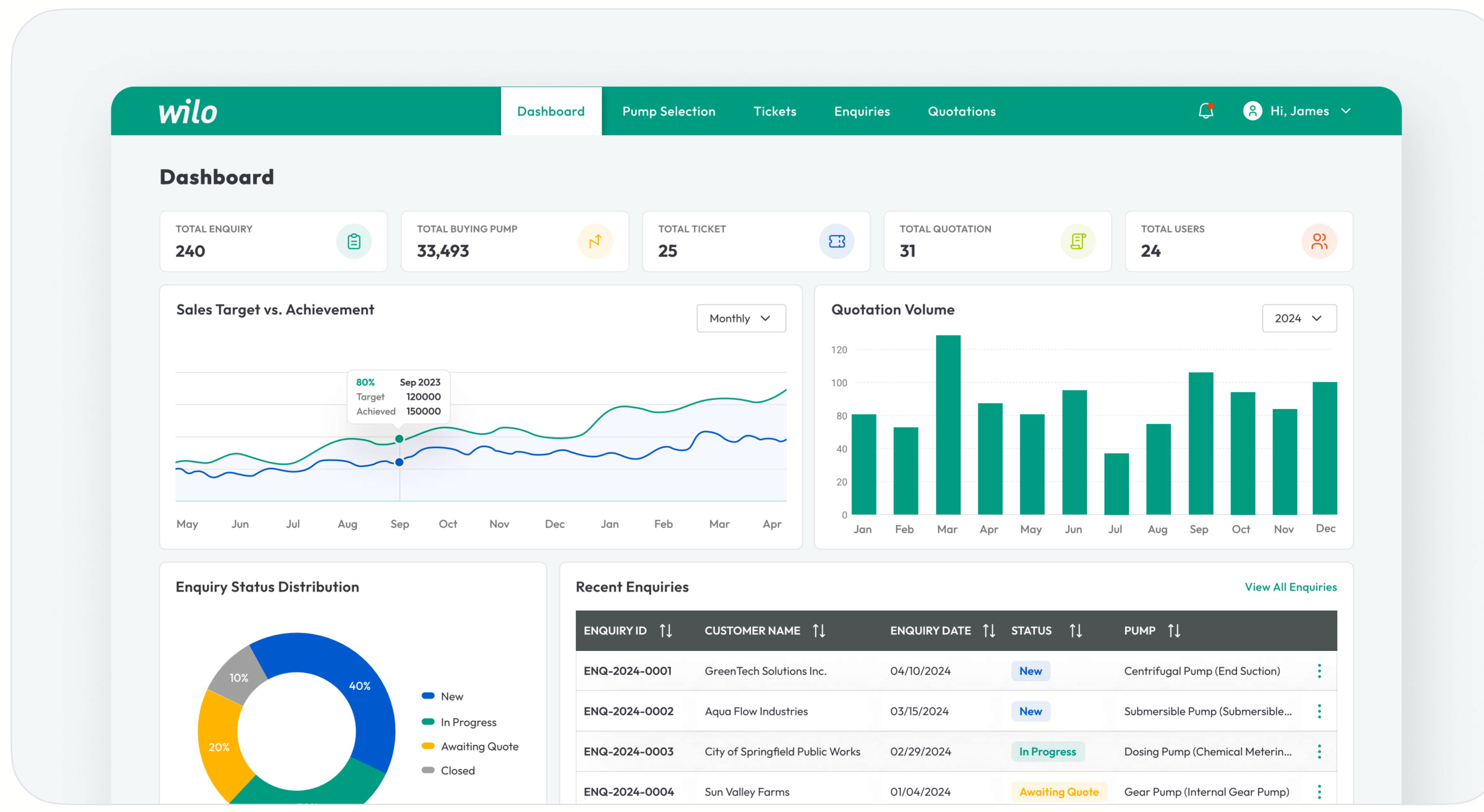
An Inside Look at the Streamlined Pump Selection Workflow. (see video)



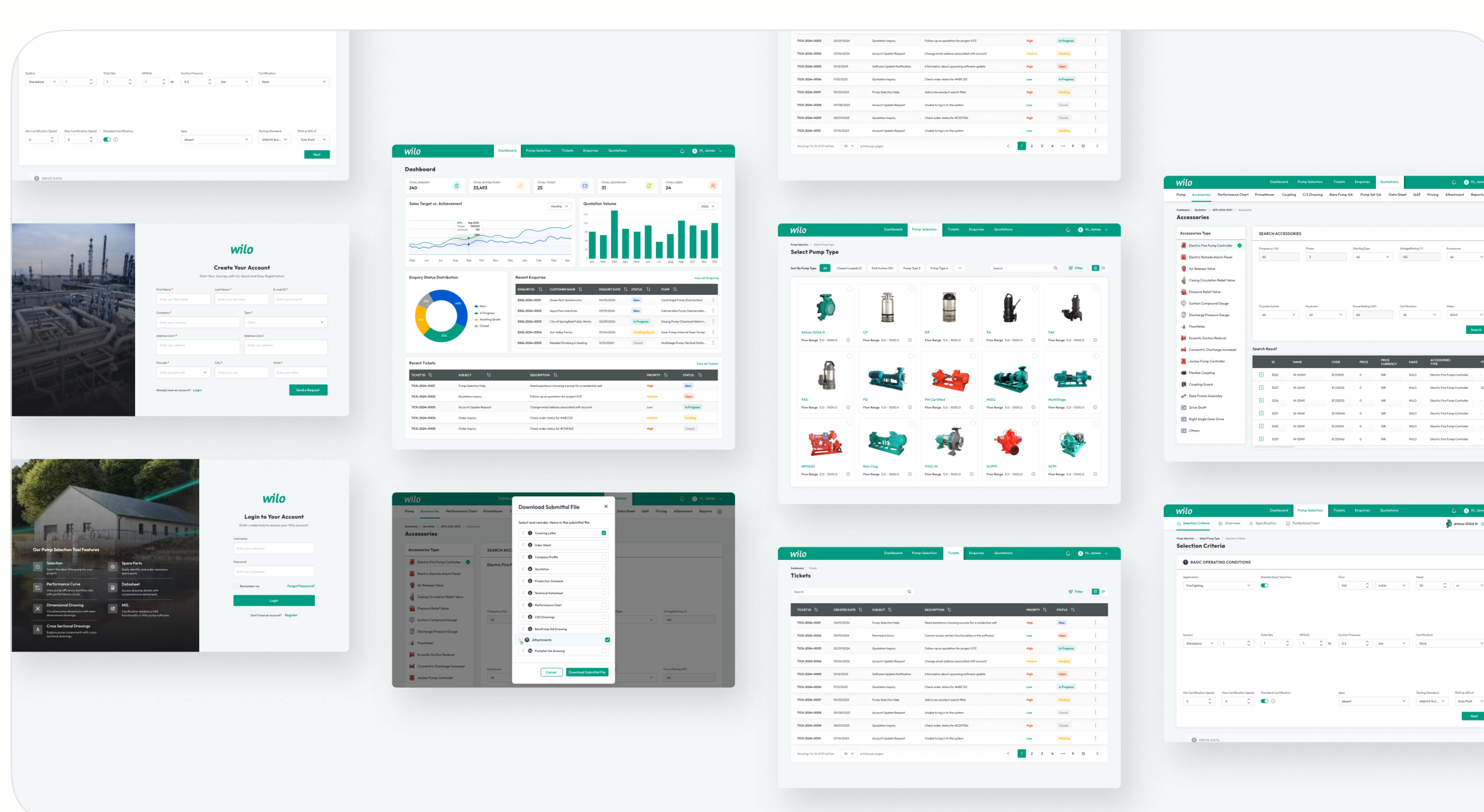
Integrated Kanban View to Organize and Manage Enquiries & Tickets.



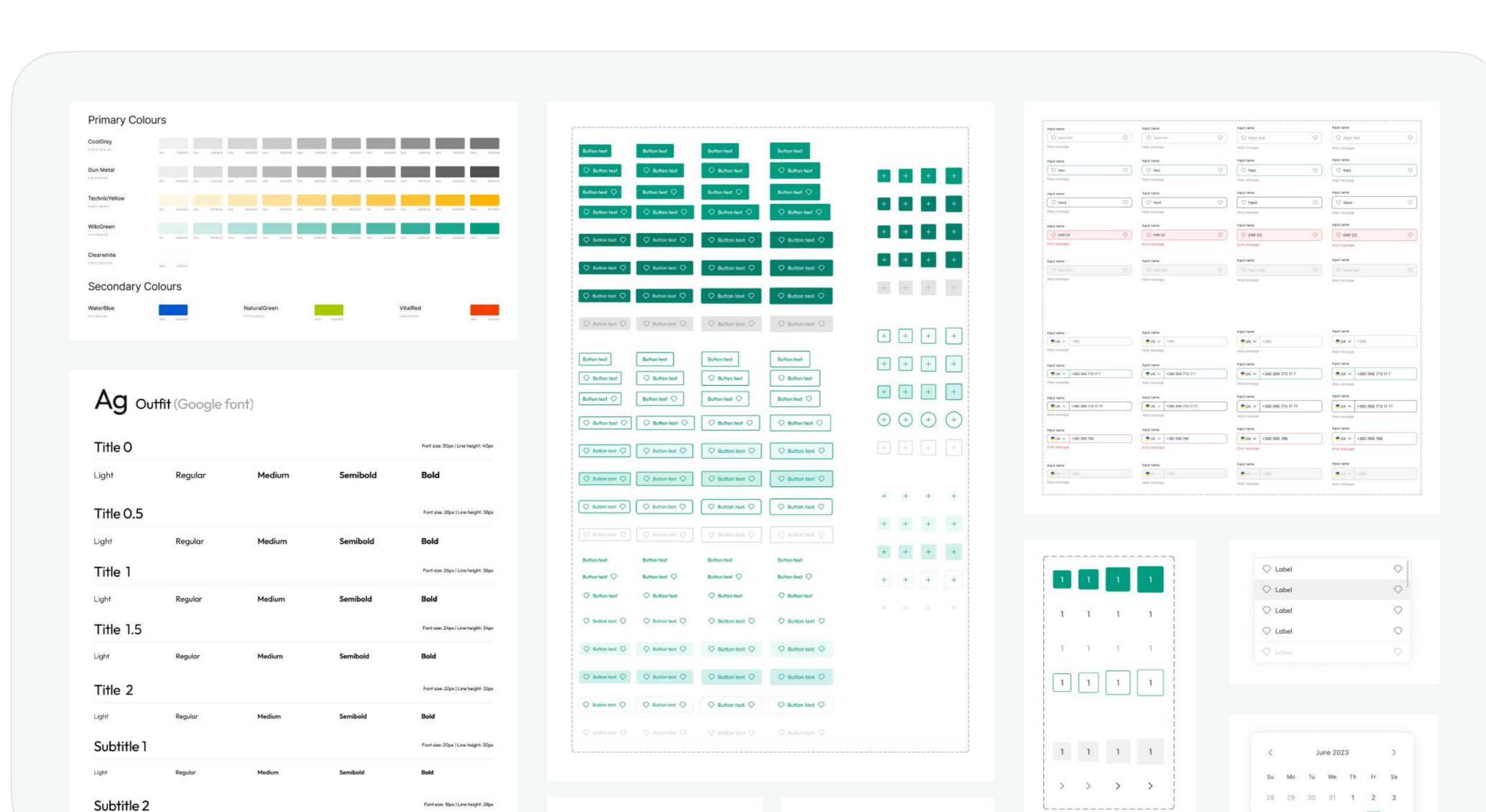
Built a Dashboard that Drives Efficiency and Clarity.



Crafted User-Centered Designs for Seamless Experiences.



Visual Consistency through Style Guide and Component Library.



Thanks For Visting

Looking to level up your user experience or grow your design team? Let's connect!

[Download Resume](#)