*DESIGNING **CLARITY** FOR COMPLEX WEB PRODUCTS*

Selected **Web UX** *Case Studies*

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UX | UI | Product Design | Web Systems

Introduction

This portfolio presents **two web platform products** designed with a system-oriented UX approach.

My work focuses on building clear, scalable structures for complex web environments, where users need to understand, decide, and act with confidence. Rather than designing isolated screens, I approach UX as a set of interconnected decisions shaped by context, constraints, and long-term product evolution.

Each case study highlights the problem space, key UX decisions, trade-offs, and learnings, with an emphasis on information architecture, user flows, and system consistency. These projects are presented not as final artifacts, but as evolving products designed to grow and adapt over time.

1. OnTrack by Quantix

Designing Scalable Logistics Traceability

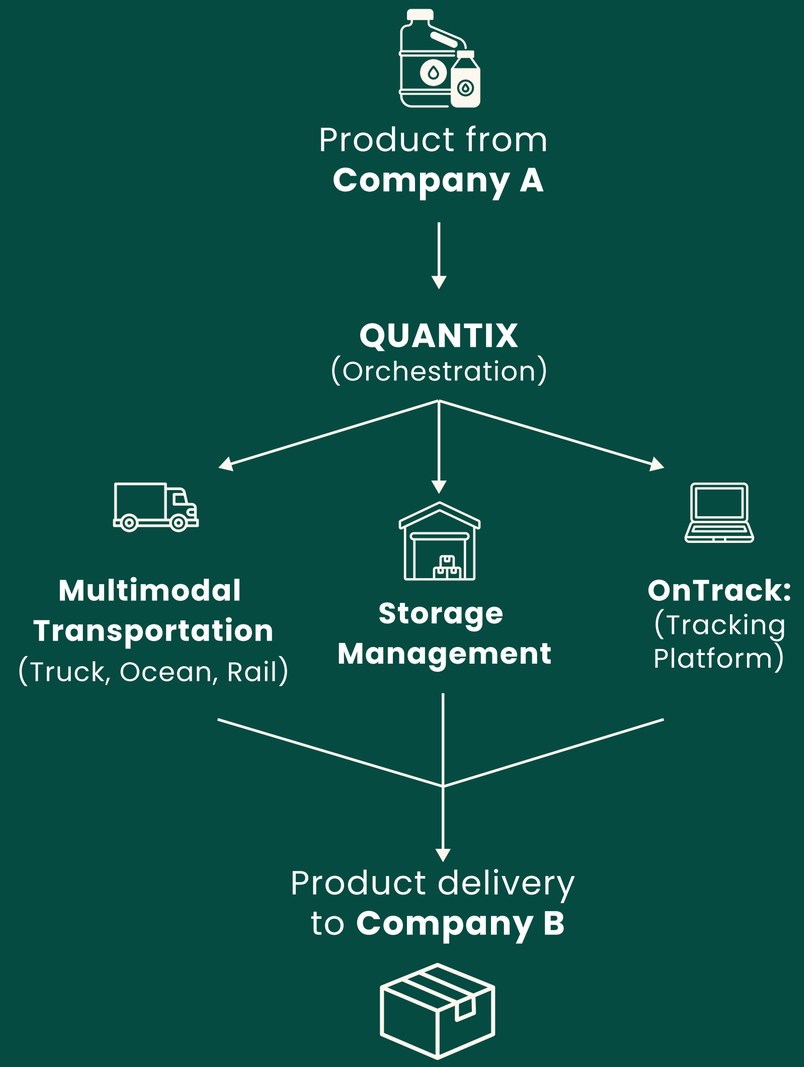
A **B2B web platform** designed to bring clarity, structure, and scalability to complex chemical logistics and transportation operations in US.

Context and Product Overview

- **Product:** OnTrack by Quantix
- **Type:** B2B Web Platform
- **Domain:** Logistics & Transportation
- **Users:** Operations teams, logistics coordinators, decision-makers
- **Business Goal:** Enable real-time visibility, traceability, and operational decision-making across complex logistics workflows

OnTrack is a logistics web platform designed to support complex transportation operations through structured data, traceability, and multi-role collaboration.

Quantix's Role in the Supply Chain



My Role and Responsibilities

- Lead UX Designer & UX Researcher
- UX Research, Information Architecture, User Flows
- Design system foundations and scalable components
- Ongoing product evolution over 2.5 years across multiple phases

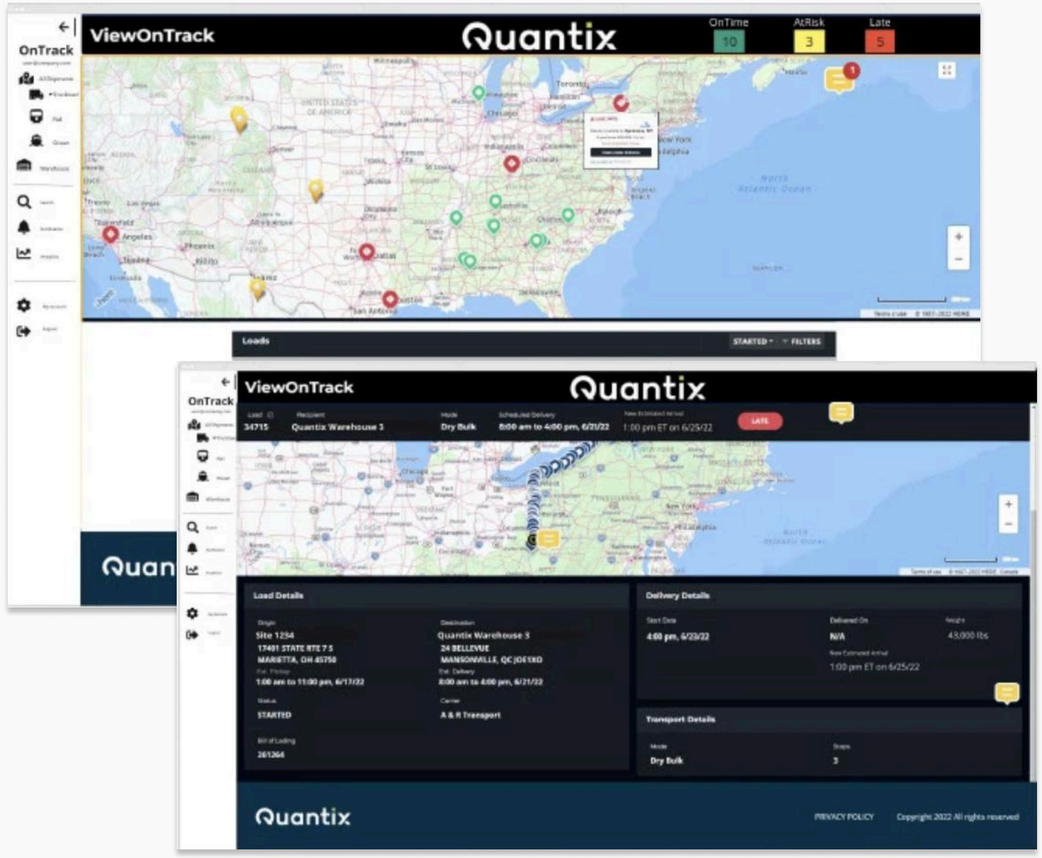
I worked across strategy, structure, and system-level UX decisions, collaborating closely with stakeholders and development teams

Problem Space

Key challenges identified:

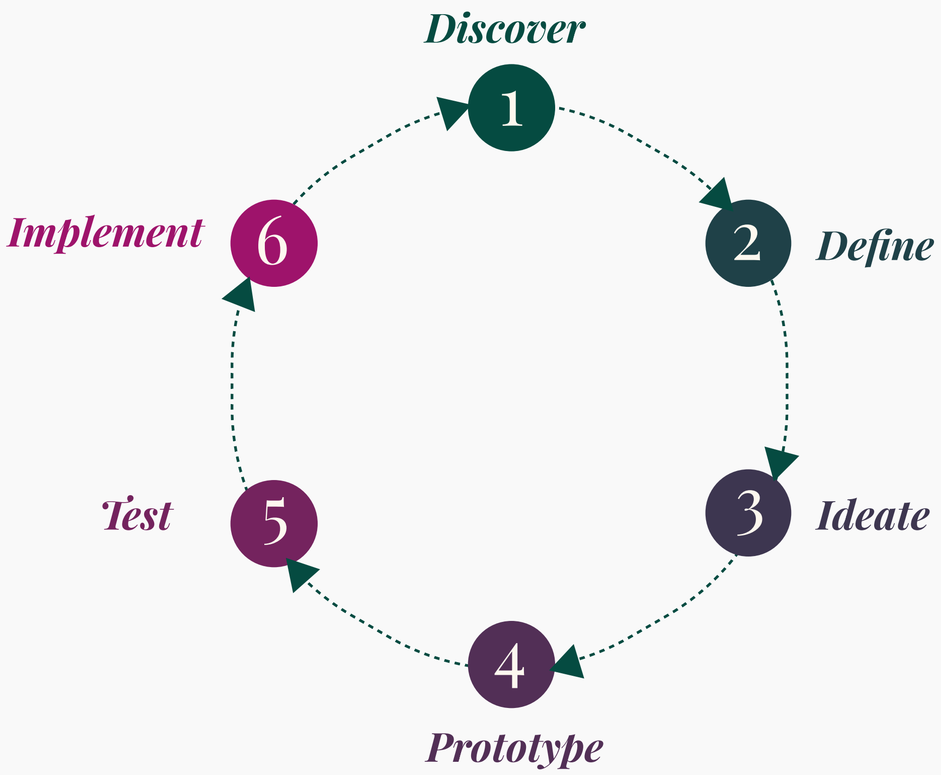
- Fragmented operational information across tools and teams
- Lack of visibility and traceability in logistics processes
- High cognitive load when making time-sensitive decisions
- Systems not designed for real-world operational complexity
- Absence of a design system, resulting in an inconsistent user experience.

Users were required to make critical decisions without a clear, unified view of their operations.



Design Process Overview

Based on Design Thinking and Human Centered Design Methods



Key activities per phase

1. In-depth interviews, shadowing, journey maps, audits of existing tools, benchmarking, initial metrics and indicators.
2. Proto & User Personas, Jobs to be Done, Information Architecture, User flows and Task flows, Impact vs Effort Matrix for functionalities prioritization, card sorting and tree testing.
3. Co-Creation workshops with stakeholders and users, low fidelity mock ups, concept testing with users, Guerrilla Testing.
4. Creation of UI Kit library, medium and high fidelity prototypes, flows validation with dev-team.
5. User Testing with Maze, A/B testing, heatmaps, remote testing
6. HandOff to Dev-team, Demo sessions, delivery and launching to users, metrics with Google Analytics and MixPanel. Constant iteration.

Research Discovery

Insights were derived from user interviews and workflow analysis, focusing on how logistics operators track shipments, manage urgency, and communicate across systems.

Insight	User Evidence	Design Opportunity
Users rely on multiple systems to track shipments, making it difficult to understand real-time status quickly.	*“I have to open three different systems just to know where a truck is.”*	Centralize all shipment data into one real-time view.
Tracking shipments requires constant checking, increasing the risk of missed delays.	*“If I don’t check the ETA all day, I could miss an entire shipment.”*	Enable proactive alerts and clear ETA visibility.
Lack of integrated updates leads to repeated follow-ups and uncertainty.	*“Sometimes I have to call the warehouse three times...”*	Surface warehouse confirmations and updates directly in the platform.

Research Discovery

Insight	User Evidence	Design Opportunity
Users depend on spreadsheets to compensate for missing reporting and sharing capabilities.	*“I download everything, transfer it to Excel...”*	Automate reports and enable smart exports.
Without clear prioritization, users manage shipments one at a time instead of strategically.	*“I wish I could see the urgent ones first...”*	Automatically highlight critical shipments and support quick actions.

UX Strategy Principles

Insights were derived from user interviews and workflow analysis, focusing on how logistics operators track shipments, manage urgency, and communicate across systems.

Establish a Single Source of Operational Truth

Design the platform as the primary reference point for shipment status, consolidating data into one clear, real-time view to eliminate system switching and uncertainty.

Support Proactive Monitoring, Not Manual Checking

Reduce the need for constant supervision by making changes, risks, and delays immediately visible through clear status indicators and alerts.

Embed Communication into the Workflow

Surface warehouse confirmations, updates, and key messages directly within the platform so users can act without relying on external follow-ups

Replace Workarounds with System Intelligence

Design reporting and data-sharing capabilities that remove the need for spreadsheets by automating exports and supporting real operational use cases.

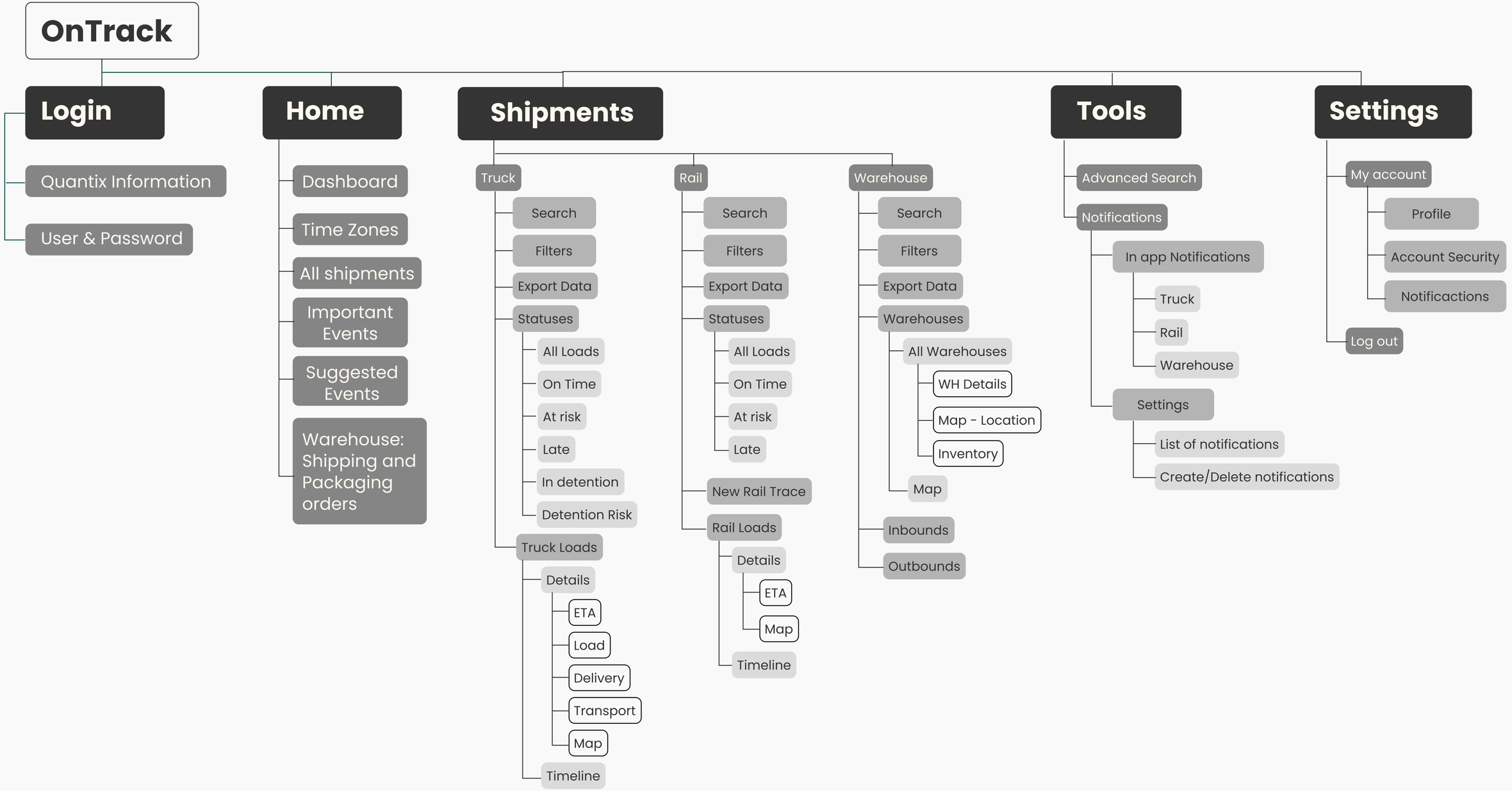
Design for Prioritization and Decision-Making

Help users focus on what matters most by automatically highlighting critical shipments and enabling quick, informed actions.

Information Architecture

The information architecture was designed to **reduce cognitive load** while maintaining access to complex operational data.

- Definition of core entities (shipments, routes, statuses, events, etc.)
- Clear hierarchy of operational information
- Grouping data based on user intent and context
- Scalable structure to support future product growth


OnTrack
Login
Quantix Information
User & Password
Home
Dashboard
Time Zones
All shipments
Important Events
Suggested Events
Warehouse: Shipping and Packaging orders
Shipments
Truck
Search
Filters
Export Data
Statuses
All Loads
On Time
At risk
Late
In detention
Detention Risk
Truck Loads
Details
ETA
Load
Delivery
Transport
Map
Timeline
Rail
Search
Filters
Export Data
Statuses
All Loads
On Time
At risk
Late
New Rail Trace
Rail Loads
Details
ETA
Map
Timeline
Warehouse
Search
Filters
Export Data
Warehouses
All Warehouses
WH Details
Map - Location
Inventory
Map
Inbounds
Outbounds
Tools
Advanced Search
Notifications
In app Notifications
Truck
Rail
Warehouse
Settings
List of notifications
Create/Delete notifications
Settings
My account
Profile
Account Security
Notificactions
Log out

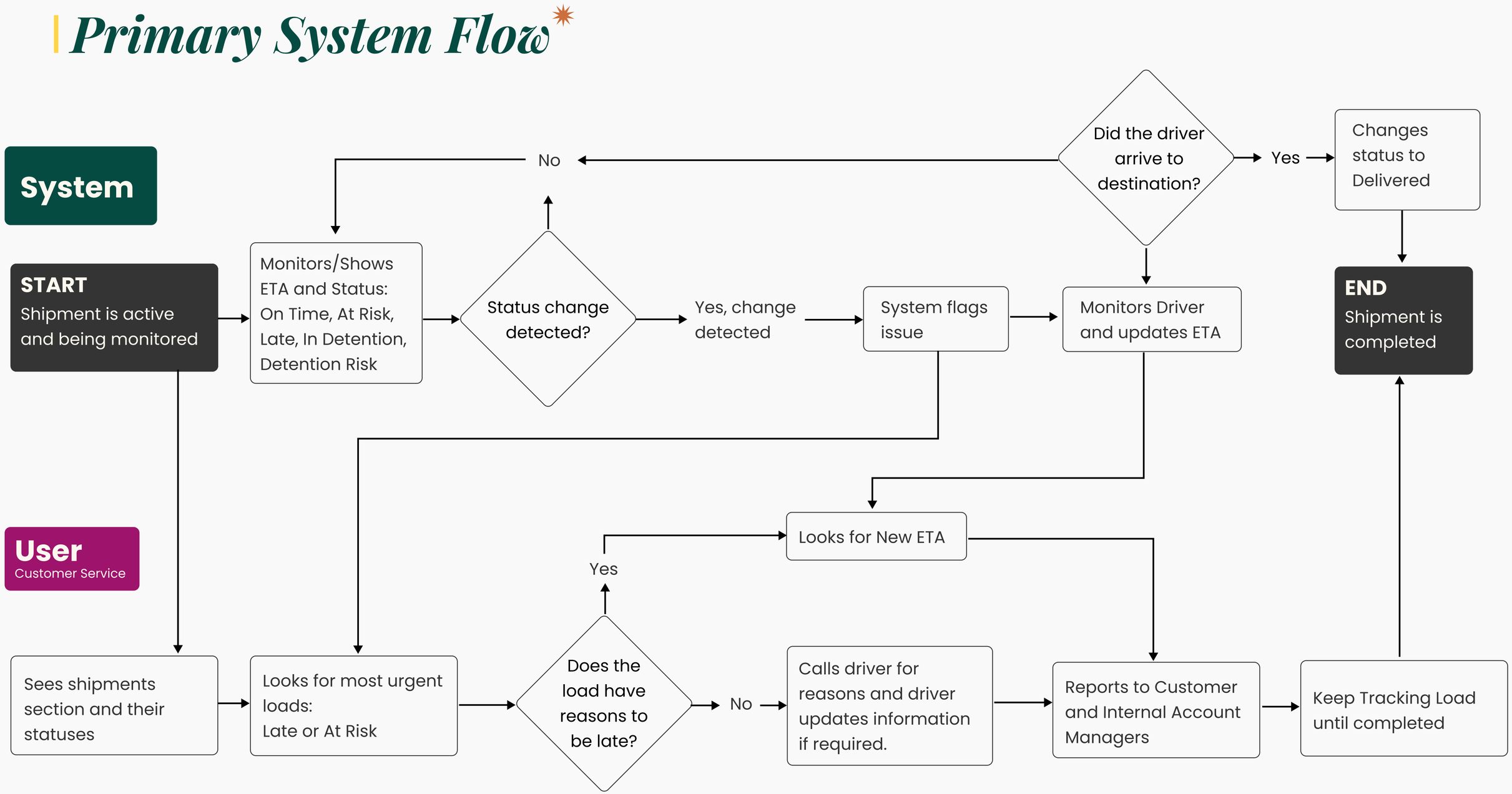
System Logic

The system accounts for real-world interruptions, incomplete data, and operational exceptions.

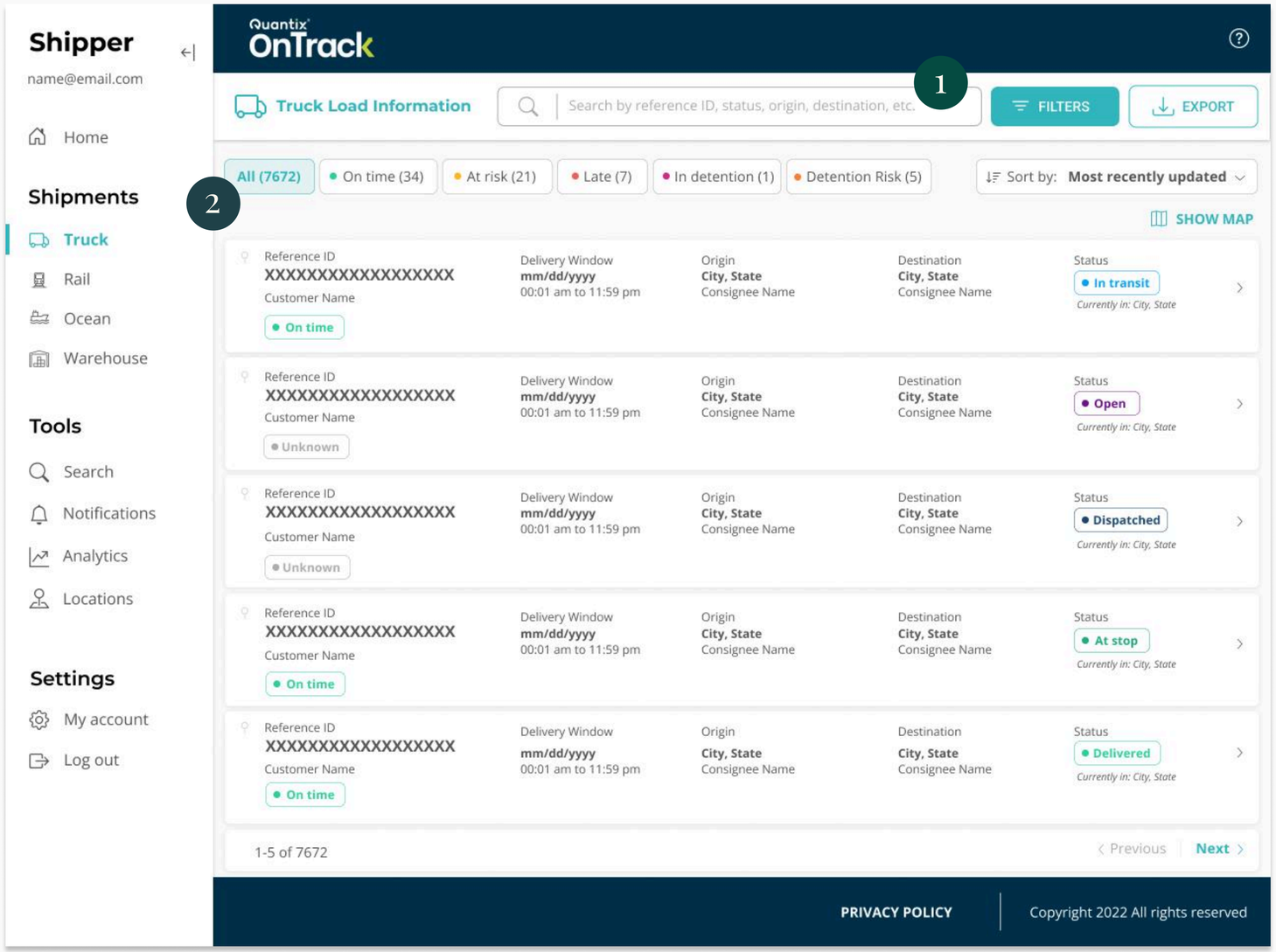
For this system, I considered:

- End-to-end operational flows
- Multi-step processes with clear states
- Error states, exceptions, and edge cases
- Navigation logic aligned with user mental models

Primary System Flow



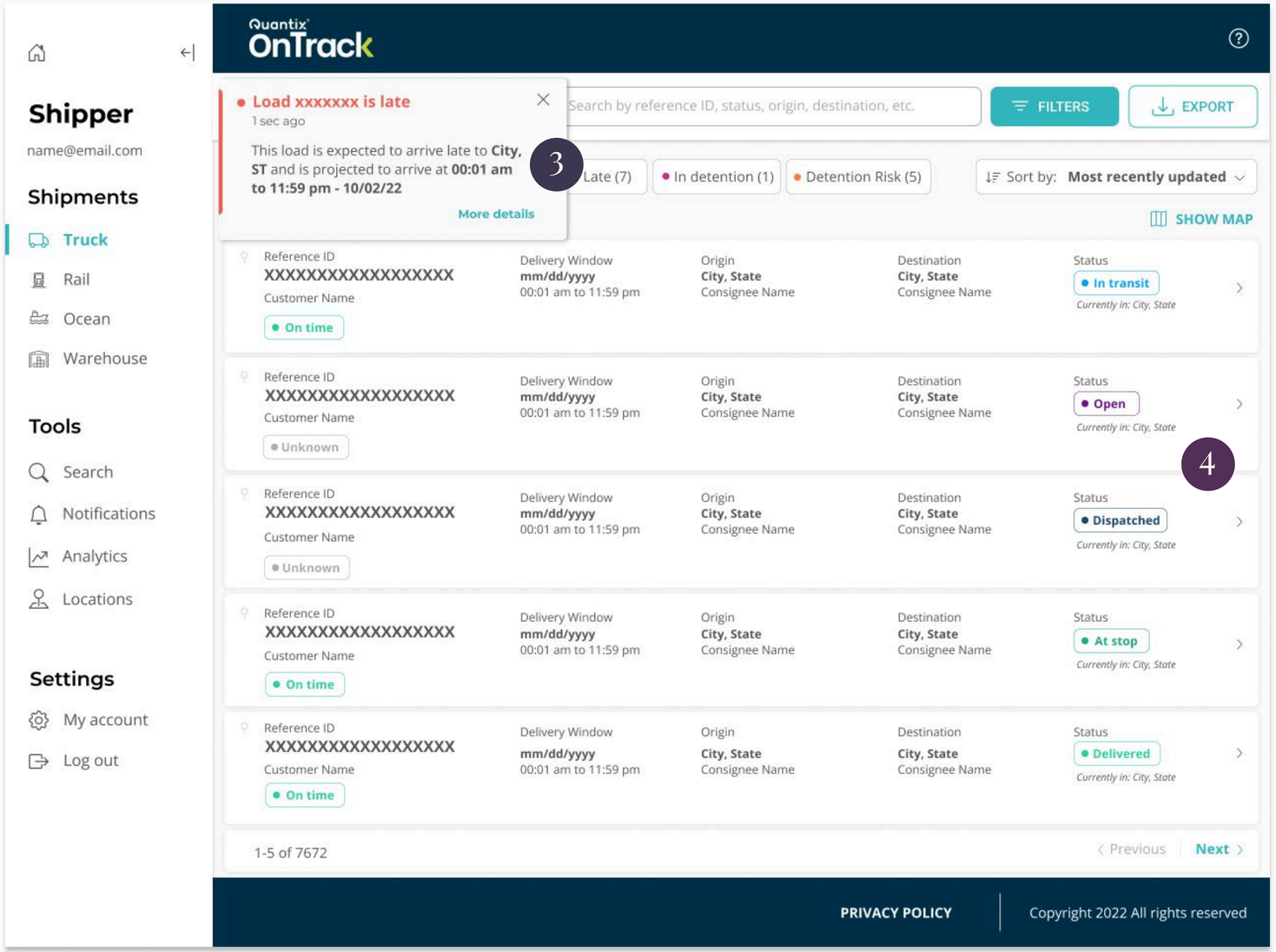
Core Experience - Shipment Tracking



1. Search and filtering are visually prioritized to support fast lookup by shipment ID, allowing users to quickly locate and act on critical loads.

2. Shipment states are surfaced visually to allow instant understanding without reading detailed data.

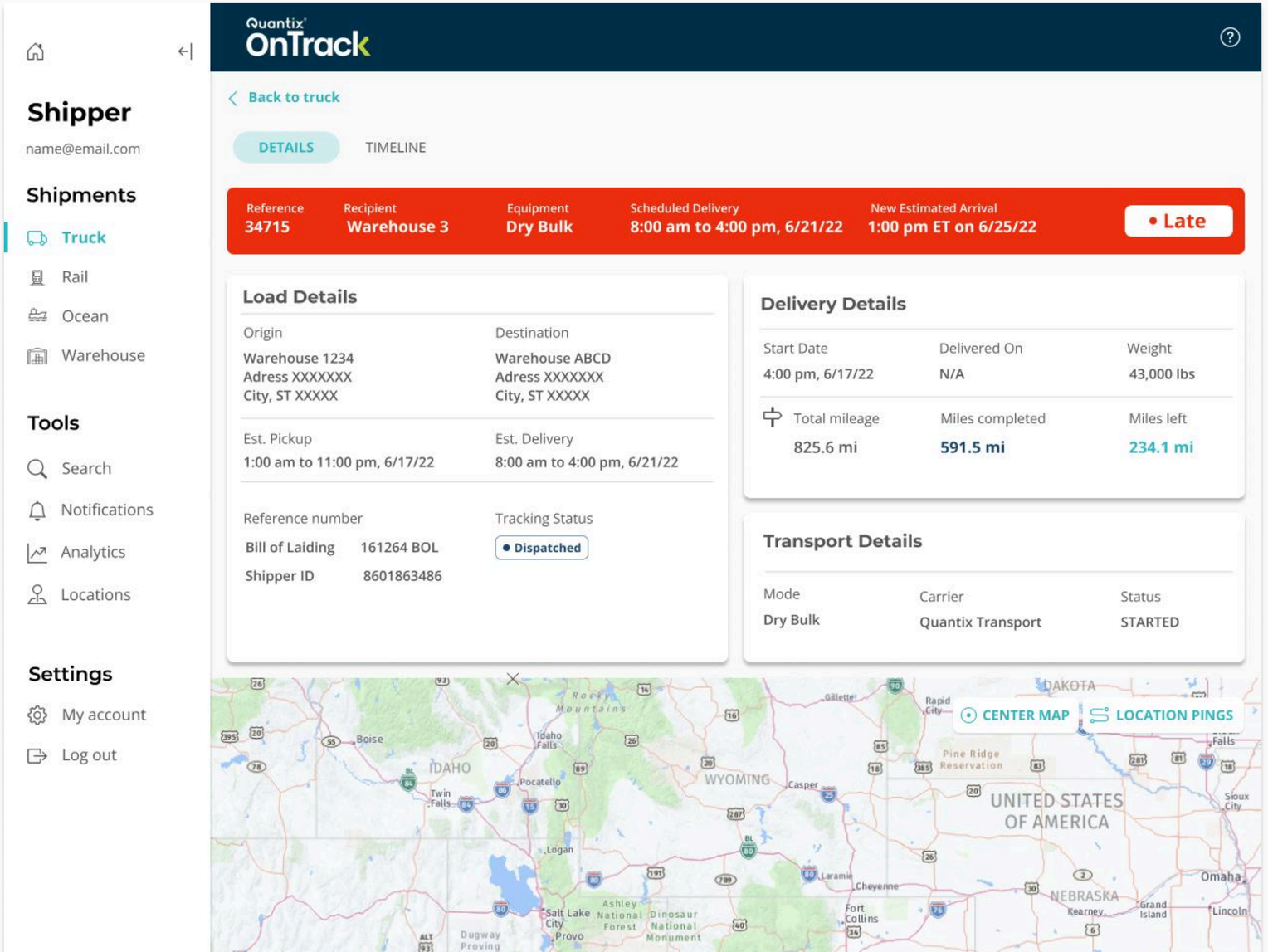
Core Experience - Shipment Tracking



3 Information hierarchy balances visibility and focus in a data-heavy environment.

4 The system flags critical changes proactively, reducing the need for constant manual monitoring.

Core Experience - Shipment Tracking



5

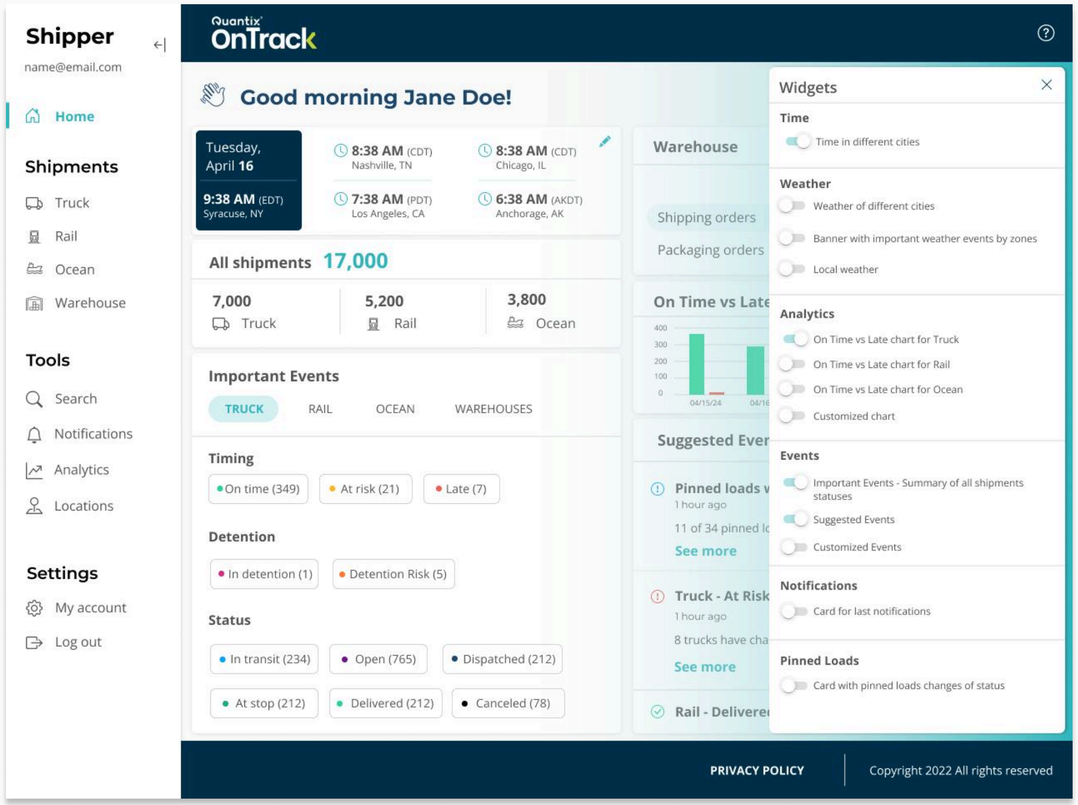
The system prioritizes shipment status and key timing information, surfacing scheduled time and updated ETA at a glance, while secondary details remain accessible on a deeper level when needed.

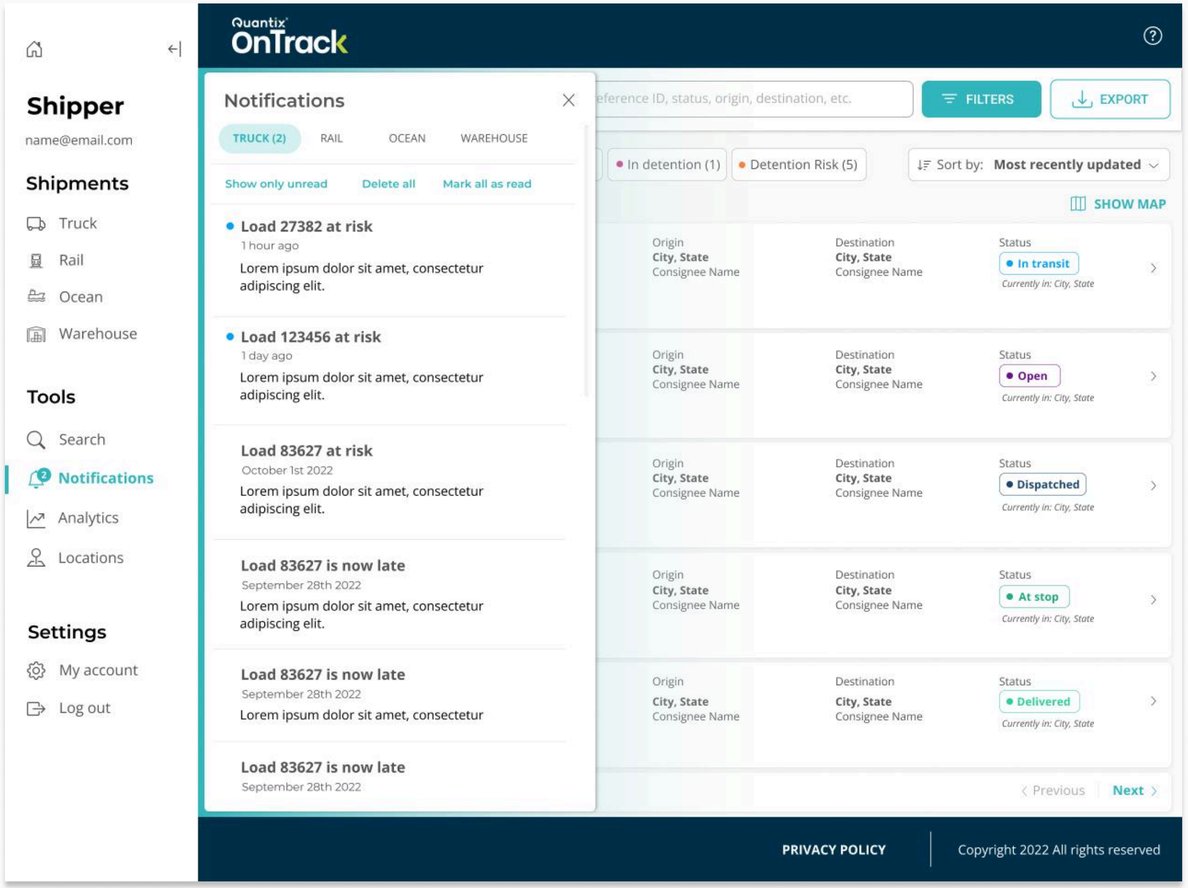
From Core Experience to Supporting Capabilities

While the core tracking experience supports critical decision-making, **the platform extends beyond a single view**. Additional system capabilities were designed to **reinforce visibility, communication, and prioritization** across the full operational workflow, without breaking the logic established in the core experience.

Cluster 1: Visibility & Monitoring

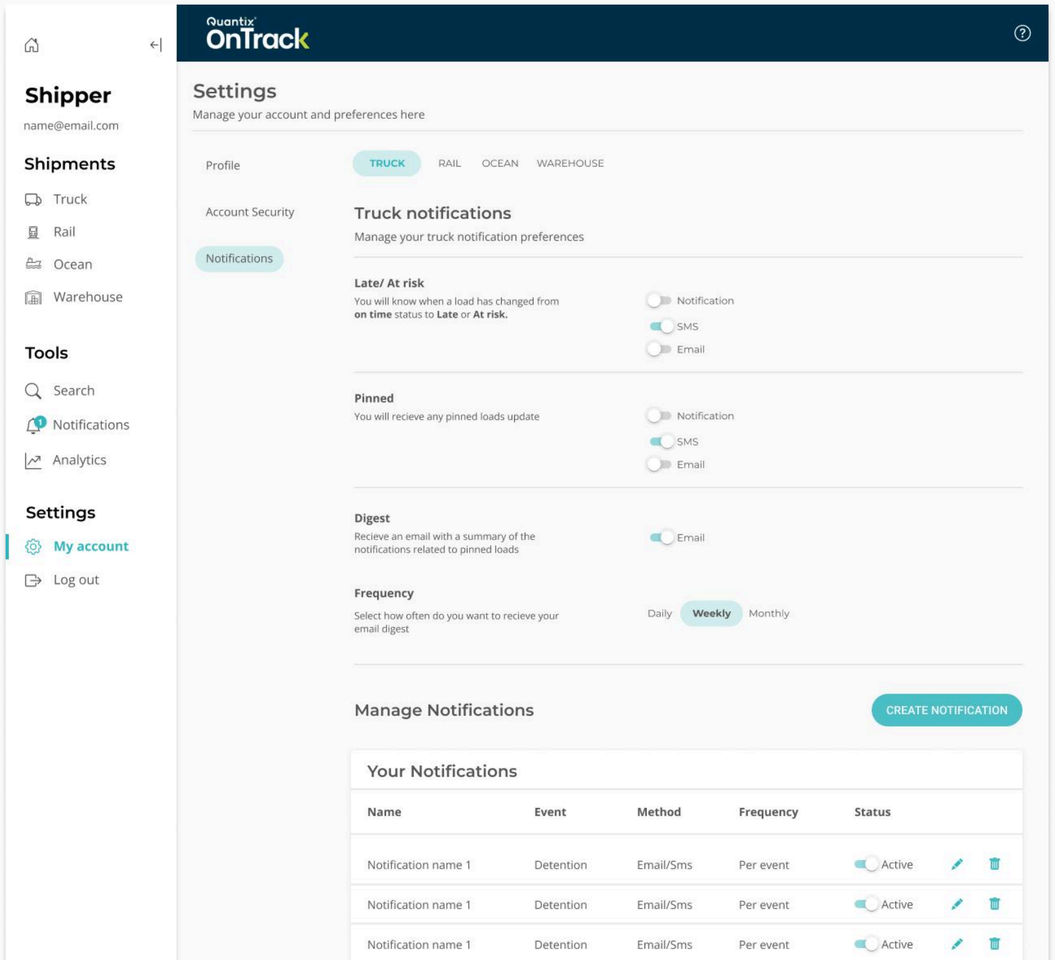
These views support proactive monitoring by surfacing shipment status, alerts, and changes at scale, reducing the need for constant manual checking.

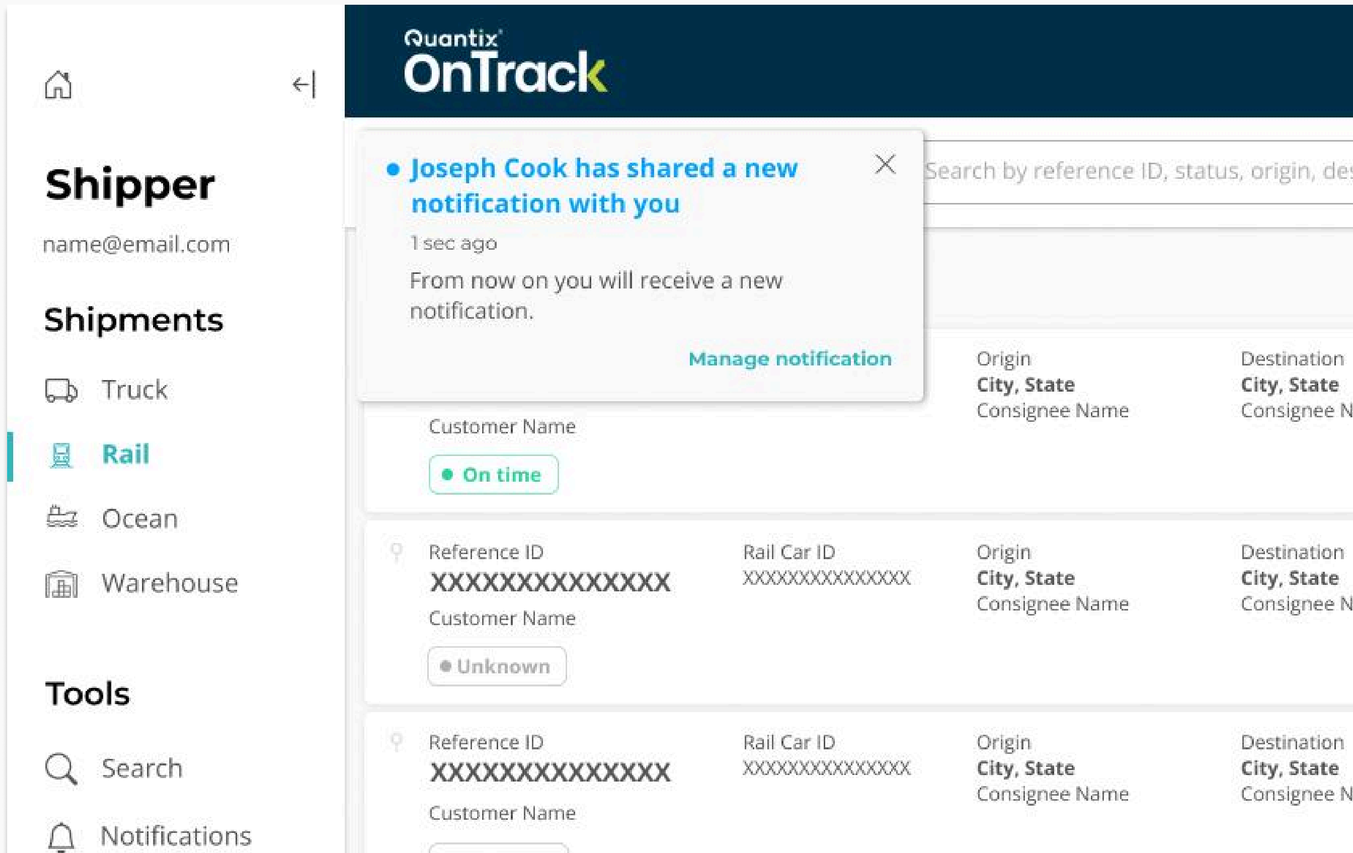




Cluster 2: Communications & Confirmations

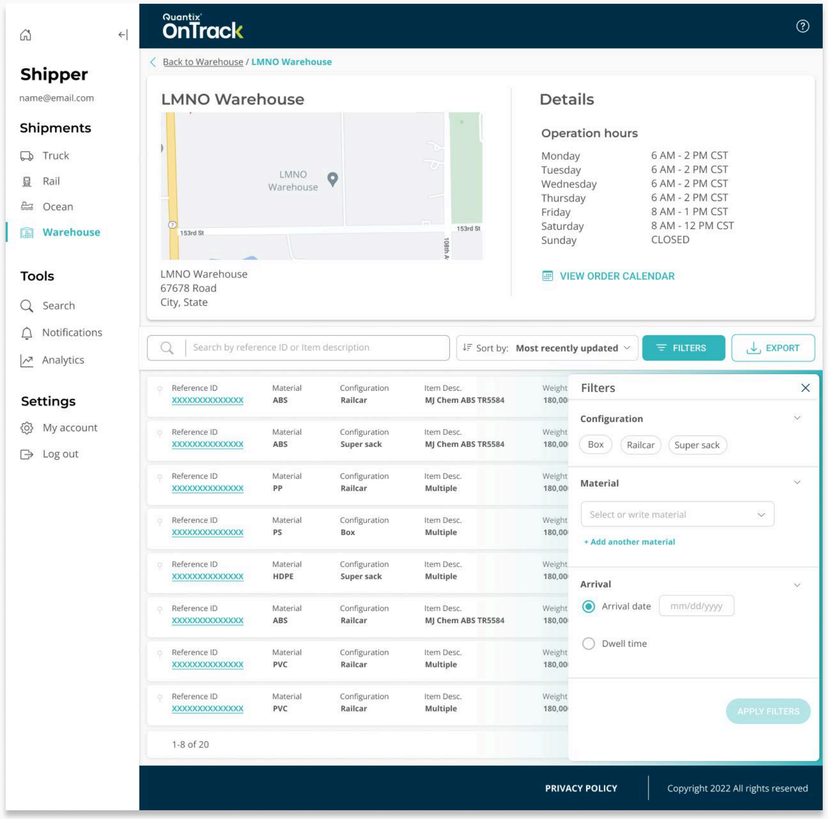
Communication is embedded directly into the workflow, allowing users to access confirmations and updates without relying on external follow-ups.

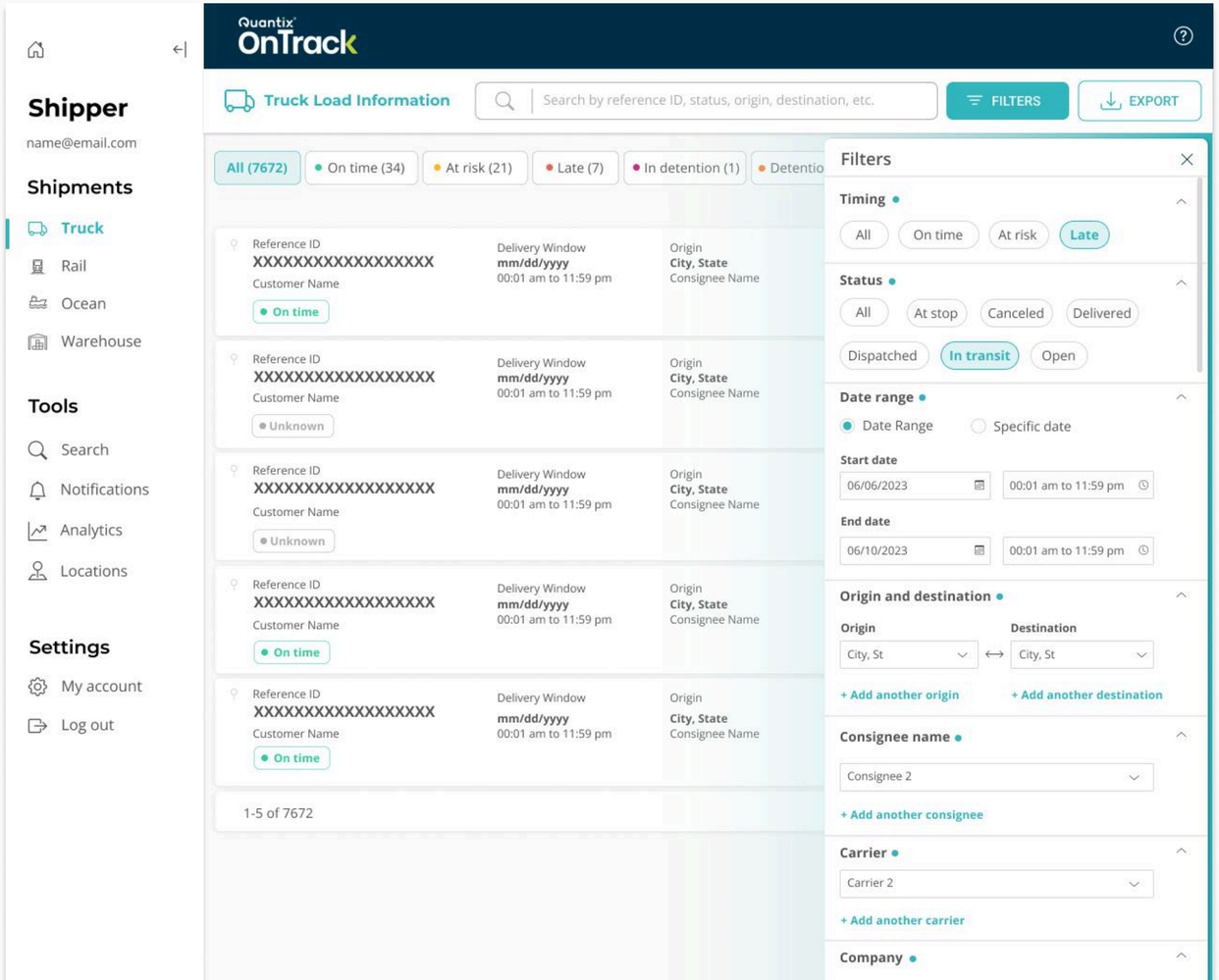




Cluster 3: Reporting & Data Sharing

Reporting and data-sharing tools were designed to replace spreadsheet-based workarounds with reliable, system-generated outputs.

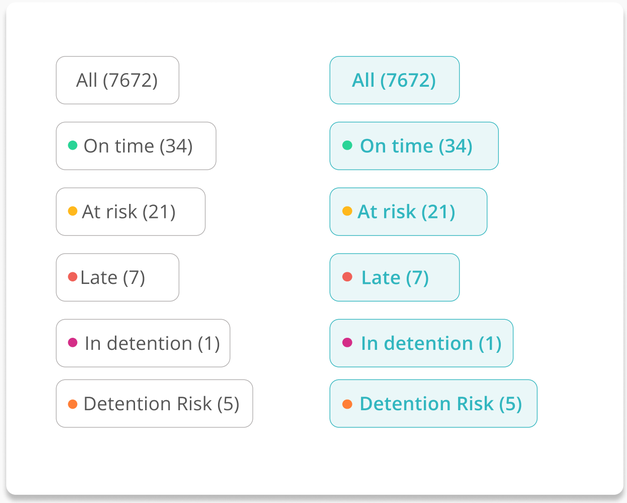




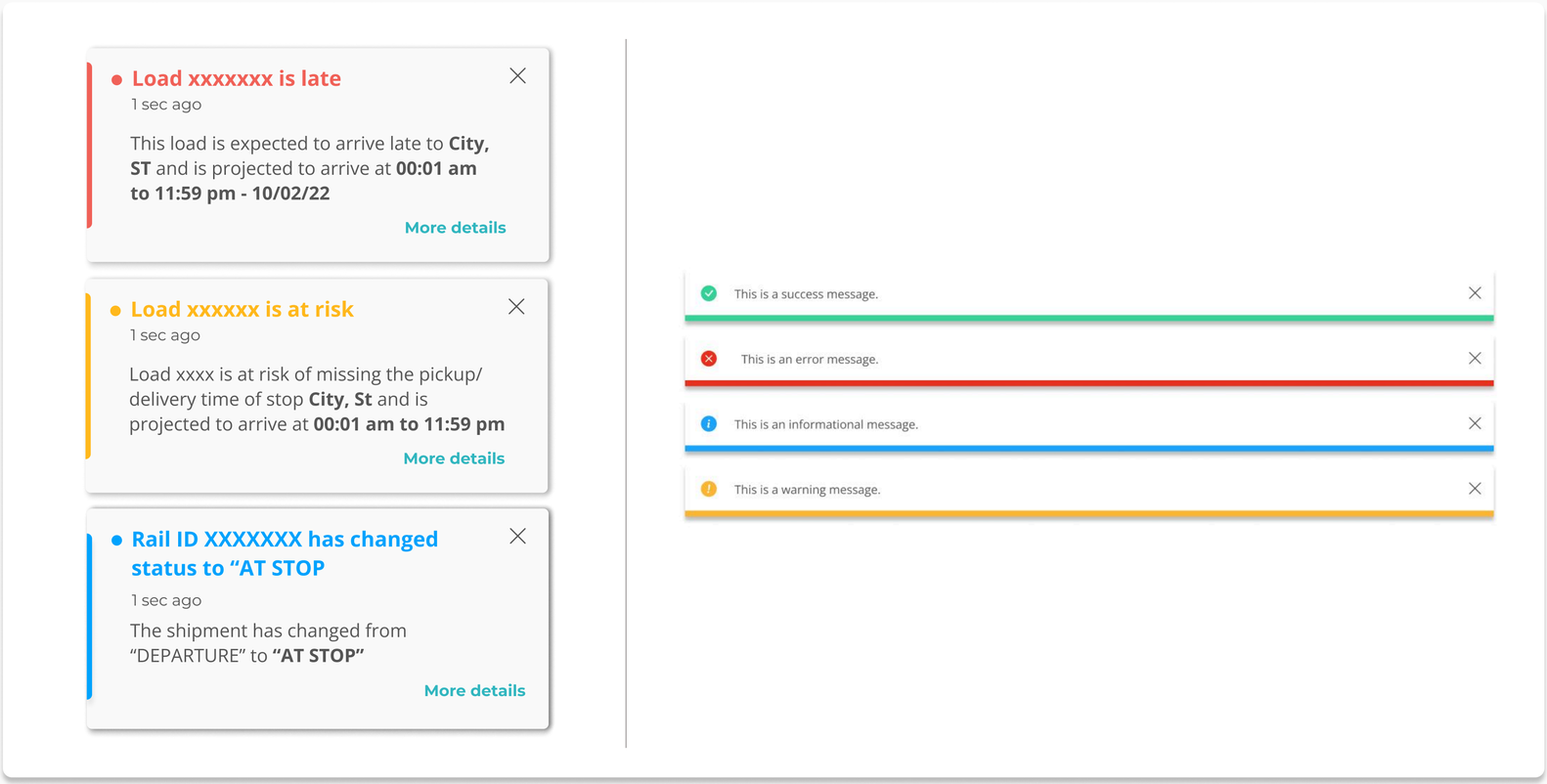
Design Patterns in Use

While a formal design system is not shown here, core design patterns were consistently applied across the product to ensure clarity, predictability, and scalability.

Status Indicators

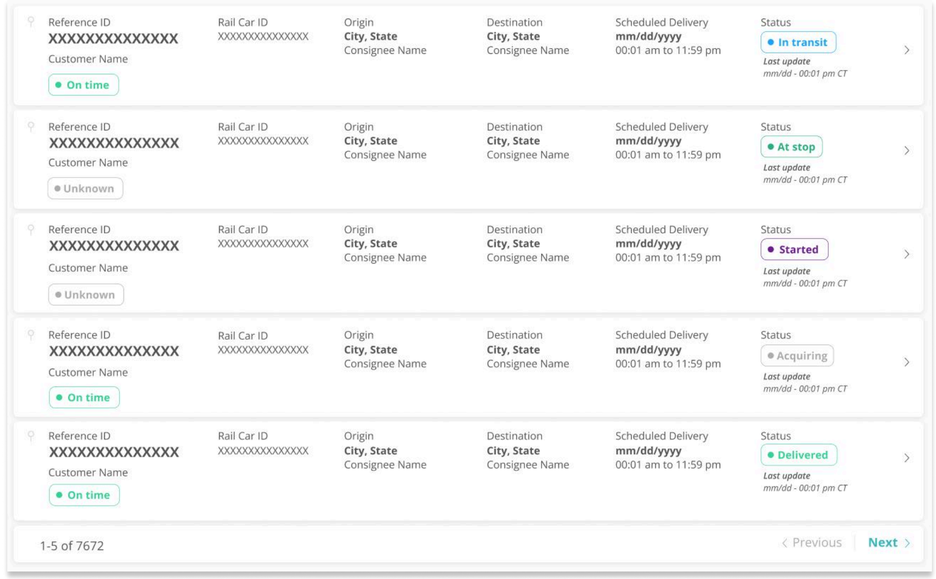


Alerts & Feedback

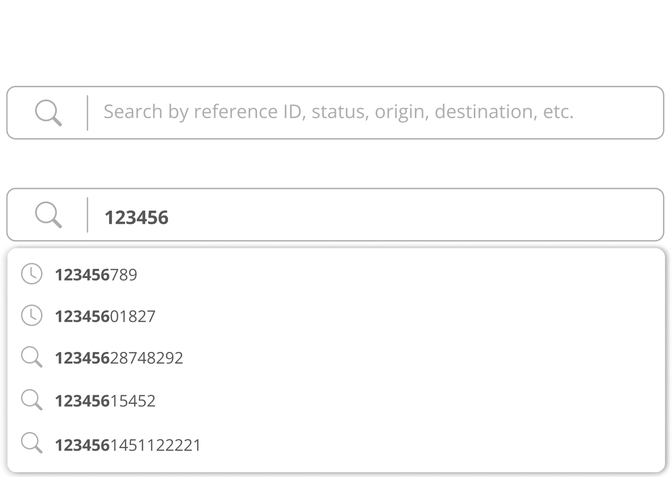


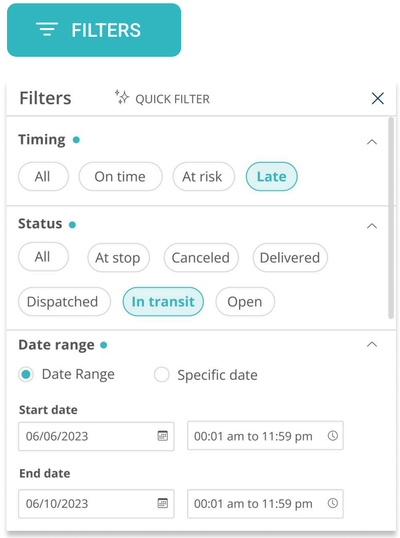
Design Patterns in Use

Data Tables



Search & Filters





Key UX Decisions & Trade-offs

Some complexity was intentionally hidden to enable better decision-making.

- Choosing clarity over maximum data density
- Structuring information even when stakeholders wanted “everything visible”
- Balancing flexibility with system consistency
- Information was grouped and sequenced to support scanning and pattern recognition rather than detailed inspection.
- Patterns were designed to scale across views while maintaining a predictable and learnable experience.
- Complex information was layered, allowing users to access depth when needed without overwhelming the primary experience.

Accessibility & Usability Considerations

- Visual hierarchy for quick scanning
- Clear status indicators
- Legibility in data-heavy environments
- Interaction patterns designed for frequent, prolonged use

Outcomes and Impact

60% reduction in time to identify critical shipments, improving operational response to delays.

2 hours saved daily per user in searches and validations; increased report reliability.

Reduced rework between design and development, improved interface comprehension, and **40% increase in delivery speed.**

35% increase in weekly active usage and **25% reduction** in human errors.

The system enabled clearer operations and more confident decision-making.

2. SportsCrowd

Designing a Digital Ecosystem for Clubs and Fans

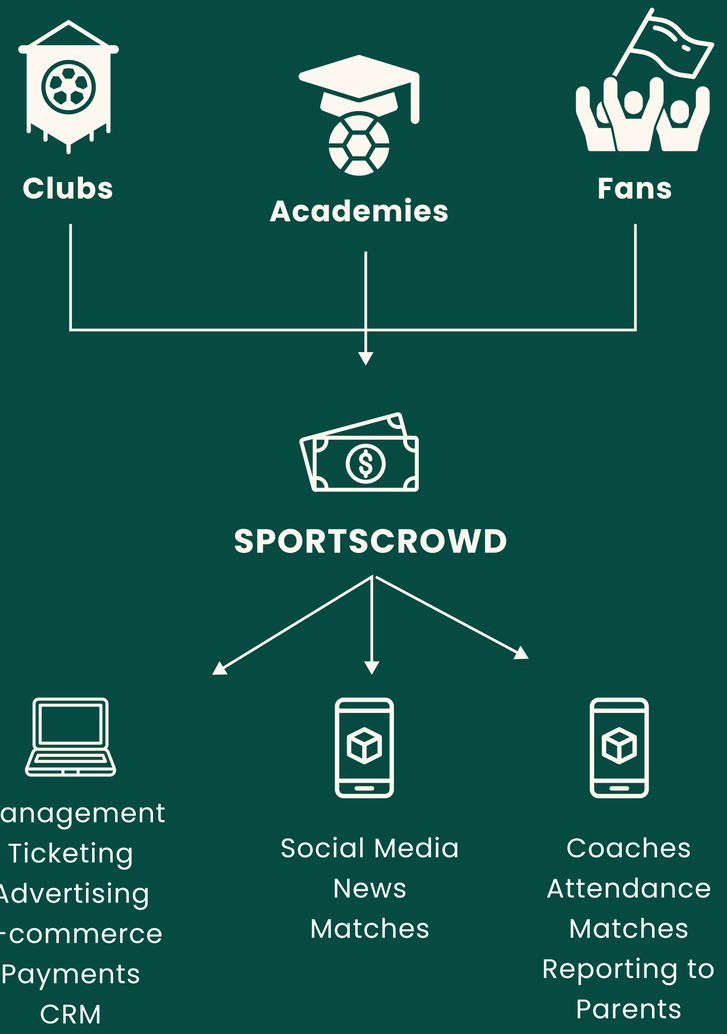
A **scalable SaaS platform** designed to unify club operations and fan engagement, delivering a consistent web experience across multiple roles, teams, and evolving use cases.

Context and Product Overview

- **Product:** SportsCrowd
- **Type:** Saas Web Platform + Fan App
- **Domain:** Sports and Digital Communities
- **Users:** Parents, Students, Soccer Clubs Managers, Academies' owners, Coaches
- **Business Goal:** Unify interactions between fans, clubs, academies, federations, and competitions across the continent into one single experience.

The goal was to transform it into a simple, emotionally connected, and strategically designed web experience.

SportsCrowd as a Profit Center



My Role and Responsibilities

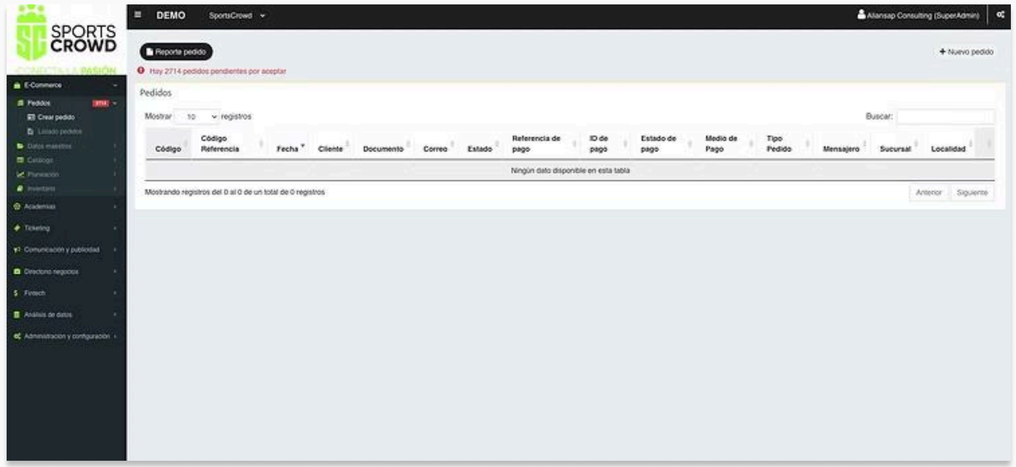
- Product & UX Design Leader
- Research, Information Architecture, User flows, Product Strategy, KPIs
- Ensure consistency across products.

I bridged strategy and technology, working closely with internal stakeholders, clubs, and development teams

Problem Space

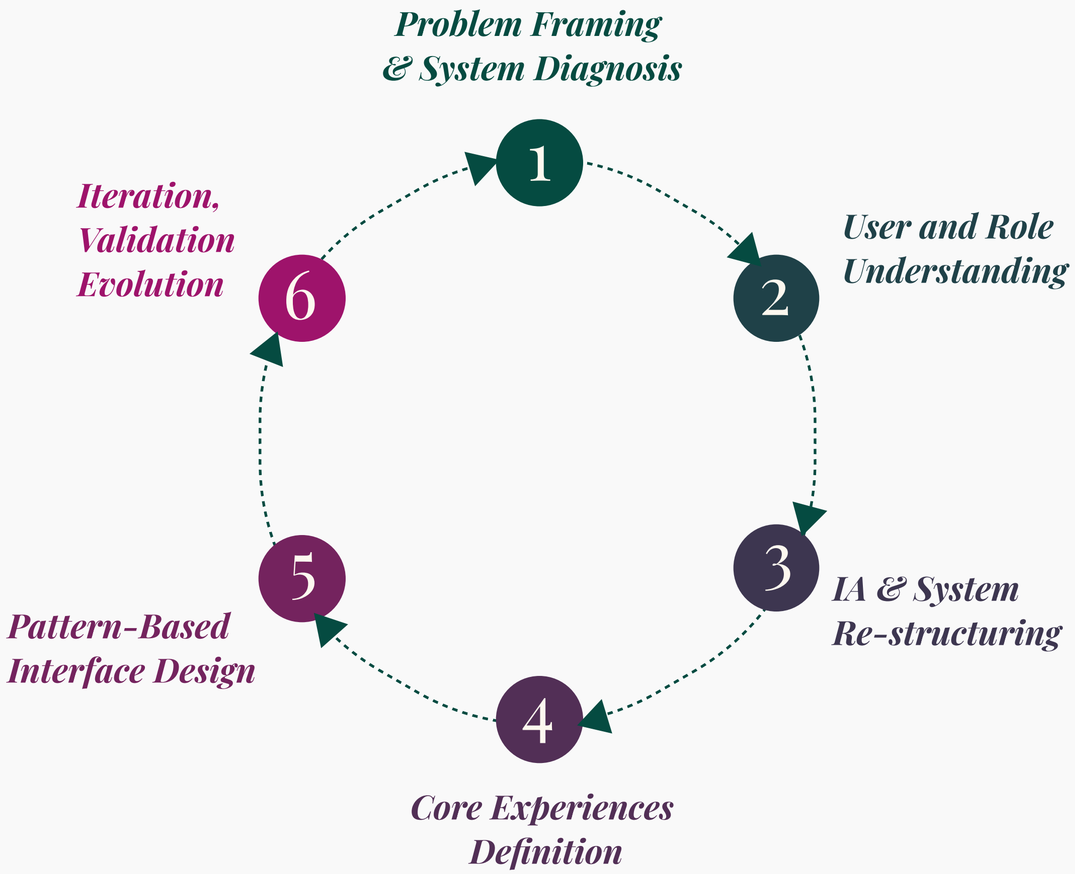
Key challenges identified:

- The platform lacked coherent structure and intuitive navigation.
- Users struggled to access core functions (training, ticketing, fan activities).
- Fragmented flows hindered operational efficiency and user satisfaction.



Design Process Overview

A Product-Led, System-Oriented UX Process



Key activities per phase

1. Platform Structure Audit, Identified fragmentation and redundancies, Mapped user roles and system dependencies. Distinguished structural issues from UI issues.
2. Primary user roles identification with needs and responsibilities. Assessed frequency and criticality of tasks
3. Reorganized navigation by user intent. Grouped features into logical domains. Reduced duplication across modules Clarified hierarchy and access levels
4. Identified business-critical workflows. Prioritized high-frequency user journeys. Defined core vs secondary experiences. Established progressive information disclosure
5. Defined reusable interface patterns. Standardized navigation and actions. Designed consistent feedback and states. Ensured cross-view consistency
6. Iterated based on real usage. Refined flows through continuous feedback. Adapted designs to evolving needs Balanced scalability and usability

System Diagnosis

Insights were derived from semi-structured interviews, Heuristic analysis, user flows and journey mapping, card sorting for information structure and competitive benchmarking

Insight	User Evidence	Design Opportunity
Unclear structure makes it difficult for users to understand where tasks live or how to return to them.	*“When I want to go back to create a training, I can’t.”*	Establish a task-driven information architecture that supports predictable navigation and clear orientation.
System messages use technical terminology that users do not understand, slowing task completion and increasing support dependency.	*“I don’t understand these error codes and always have to call to find out what went wrong.”*	Replace technical language with clear, human, sports-oriented copy that communicates intent and next steps.

System Diagnosis

Insight	User Evidence	Design Opportunity
Users must navigate across multiple sections to complete simple, high-frequency tasks.	*“I have to go into each section three times more to get to what I want.”*	Reduce steps in critical flows by consolidating related actions into cohesive, streamlined journeys.
Inconsistent icons and visual cues make actions harder to recognize and understand.	*“I don’t understand this icon on the button or what it does.”*	Define a consistent visual language that prioritizes clarity, recognition, and accessibility.

UX Strategy Principles

Insights were derived from user interviews and workflow analysis, focusing on how logistics operators track shipments, manage urgency, and communicate across systems.

Design clear, task-driven structures

Organize navigation and flows around core user tasks to ensure predictable and efficient movement across the system.

Use human, contextual language

Replace technical jargon with plain, role-specific copy that communicates intent, guidance, and next steps.

Streamline critical workflows

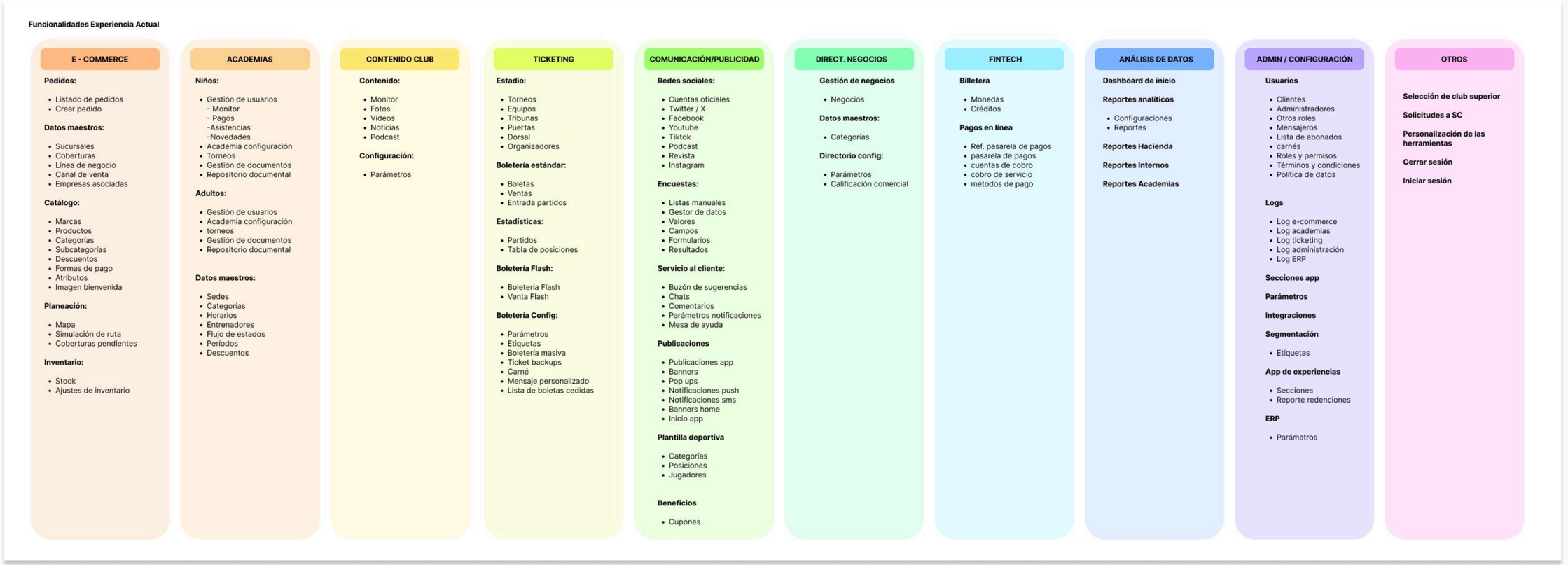
Reduce unnecessary steps and consolidate related actions to optimize high-frequency, business-critical tasks.

Maintain visual consistency and clarity

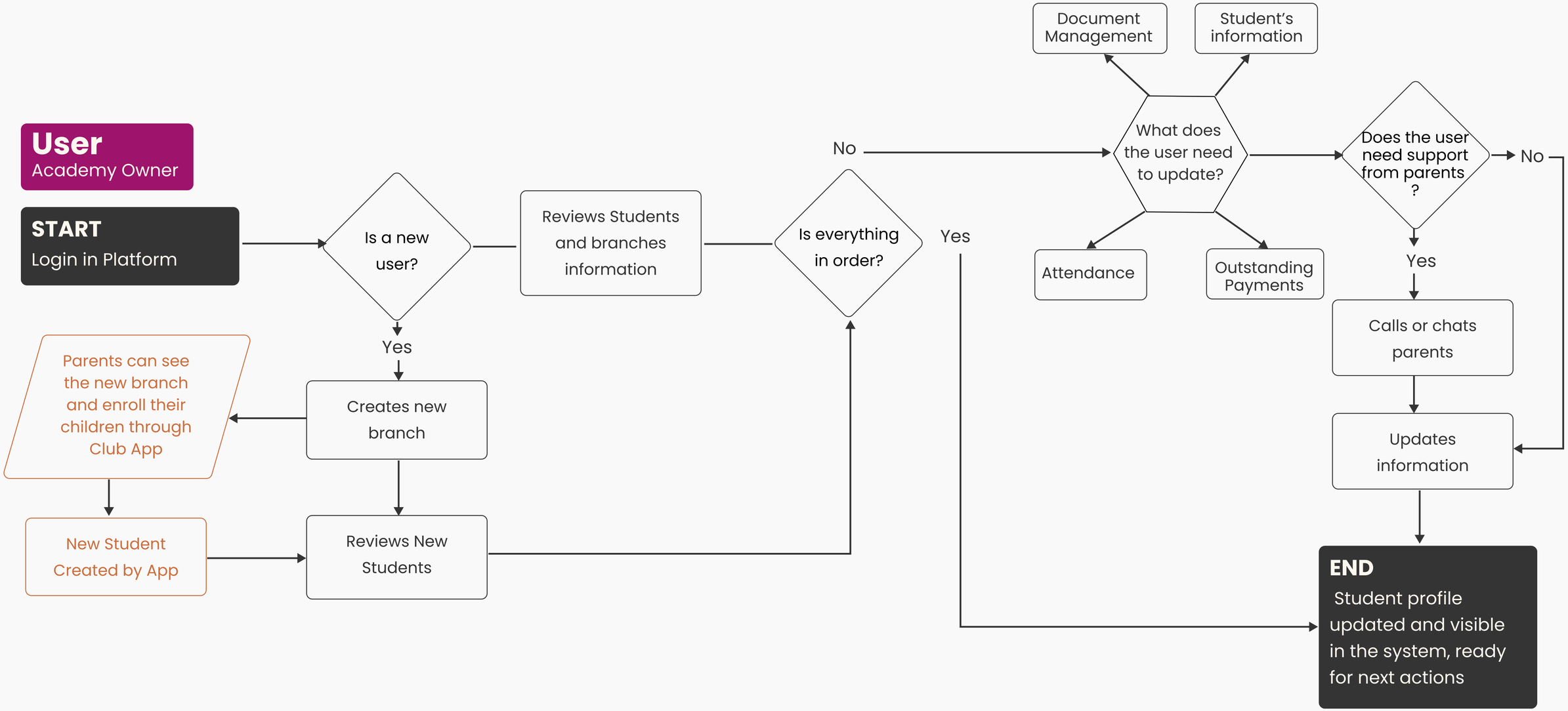
Apply a cohesive visual language and iconography to improve recognition, comprehension, and accessibility.

Information Architecture

We grouped functions by real user intent — operational tasks for club teams vs emotional connection points for fans — reducing time to complete tasks and surface what matters.

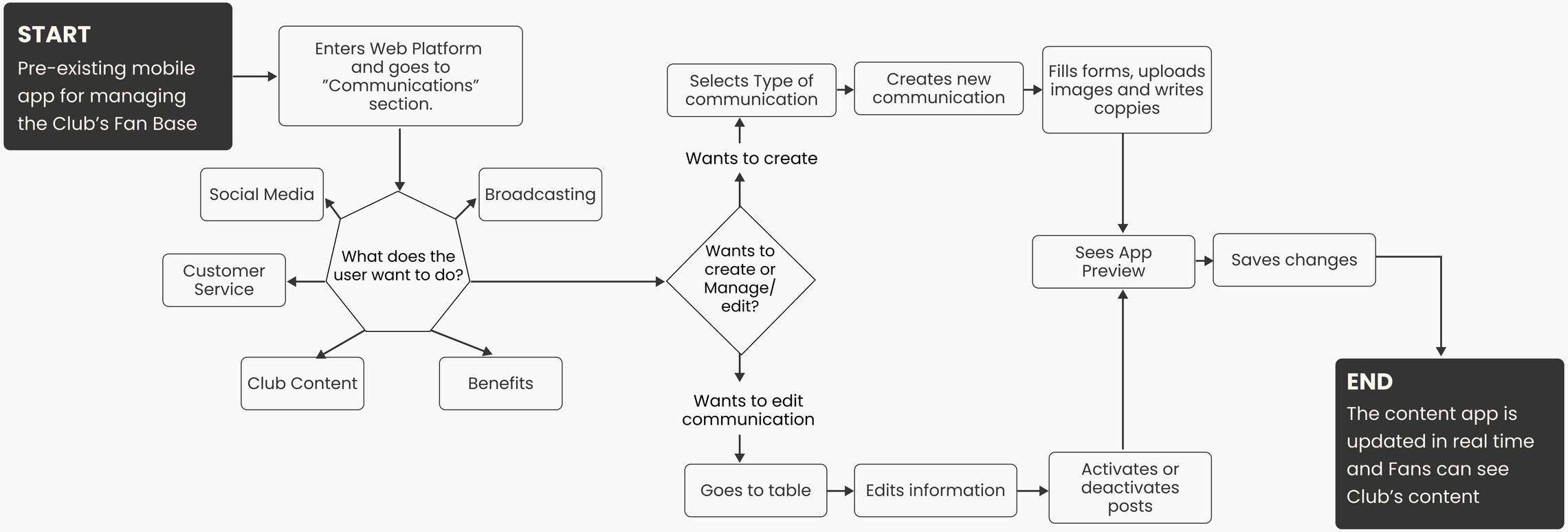


Core Flow: Academy Management



Core Flow: Fan Engagement

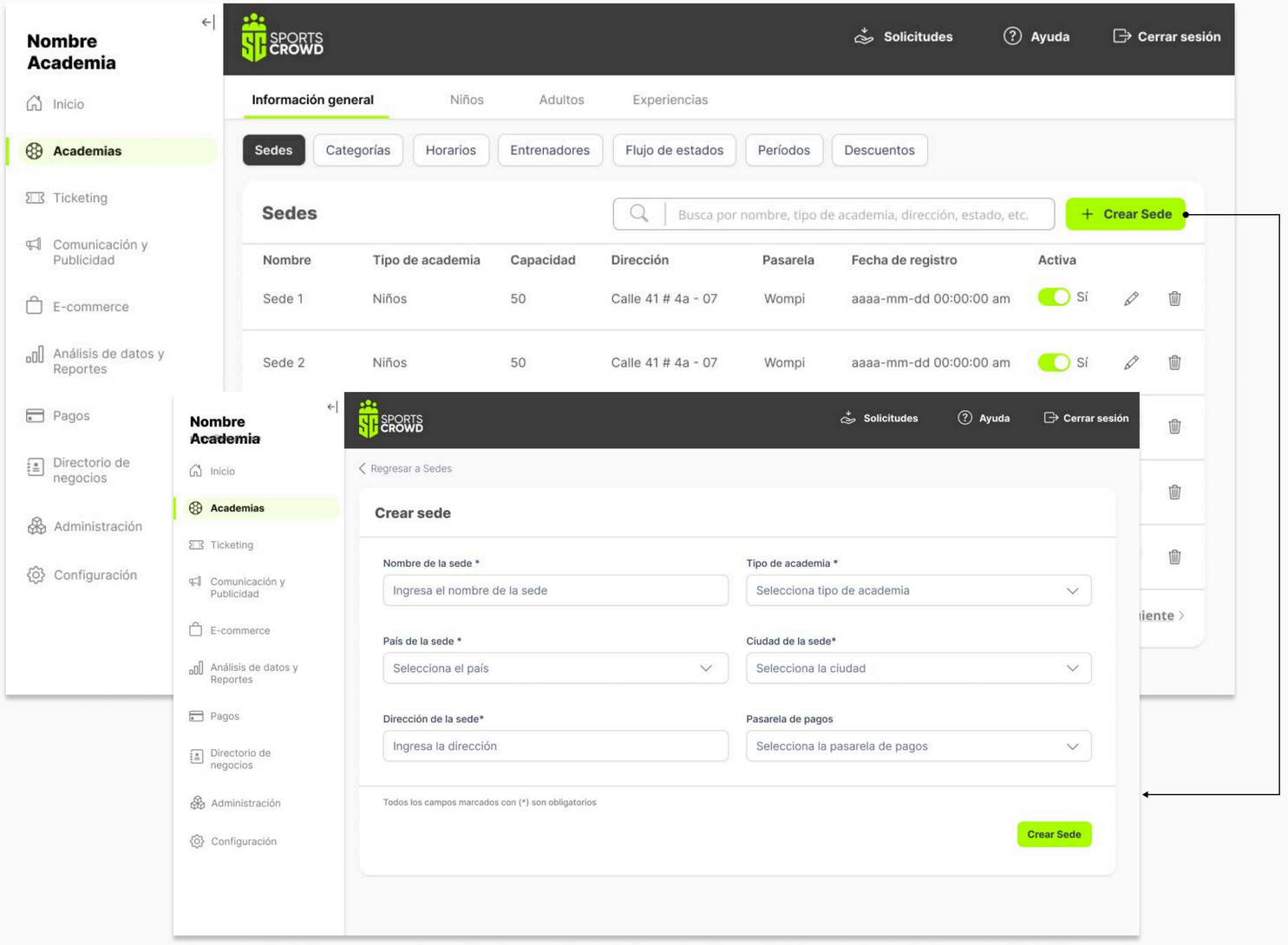
User
Community Manager



Core Experiences in Action

Rather than presenting isolated screens, these interfaces illustrate how strategic UX decisions were applied across core operational areas of the platform.

System Configuration - Scalable Foundations

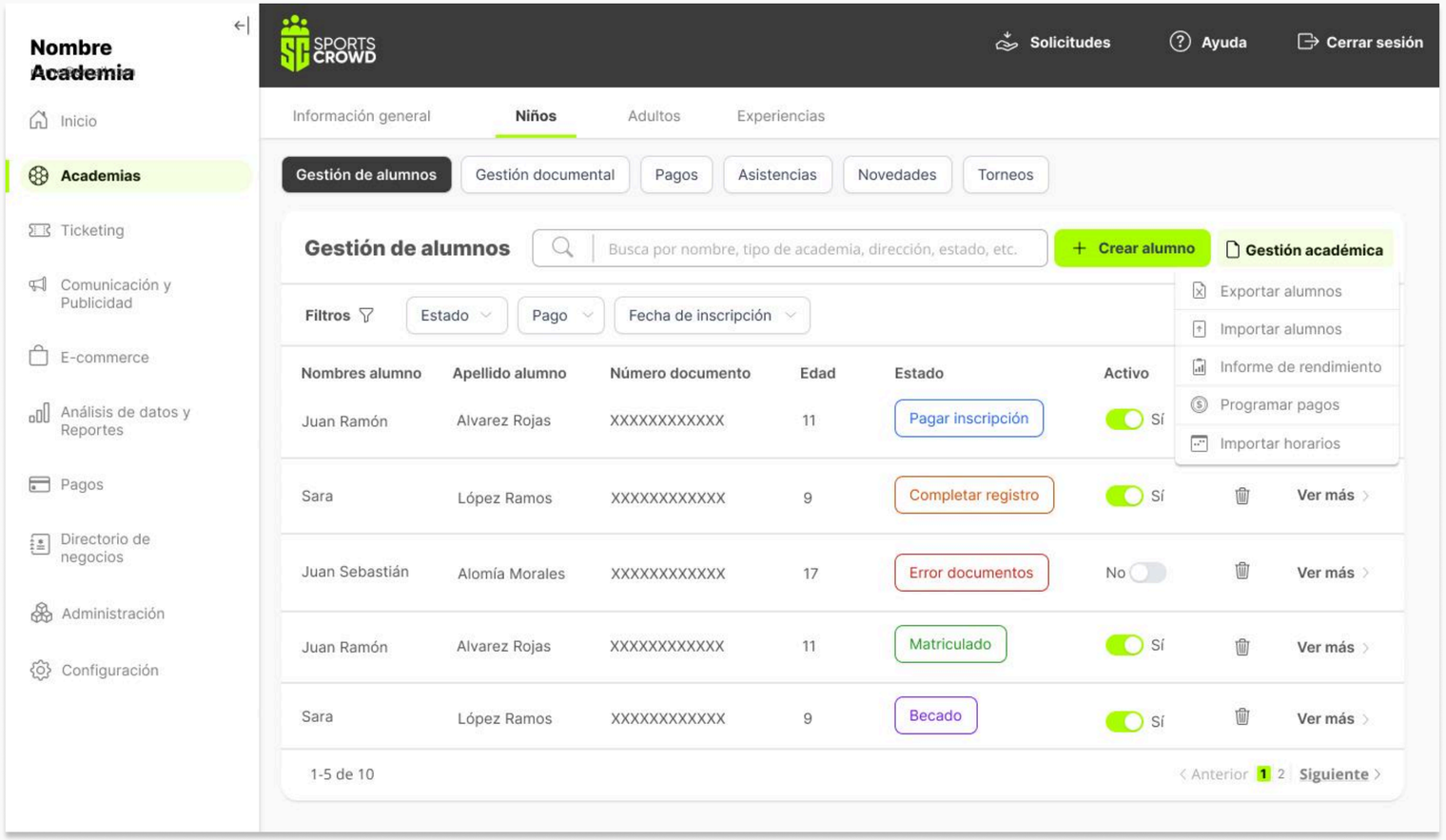


Core system entities such as locations, categories, schedules, and roles are managed through structured configuration views to support scalability and long-term growth.

Why this matters

- Enables multi-location and multi-category operations
- Reduces future rework
- Aligns system setup with real operational models

Student Management



The system centralizes student management as a foundational entity, allowing users to create, configure, and update profiles without breaking their operational flow.

What this enables:

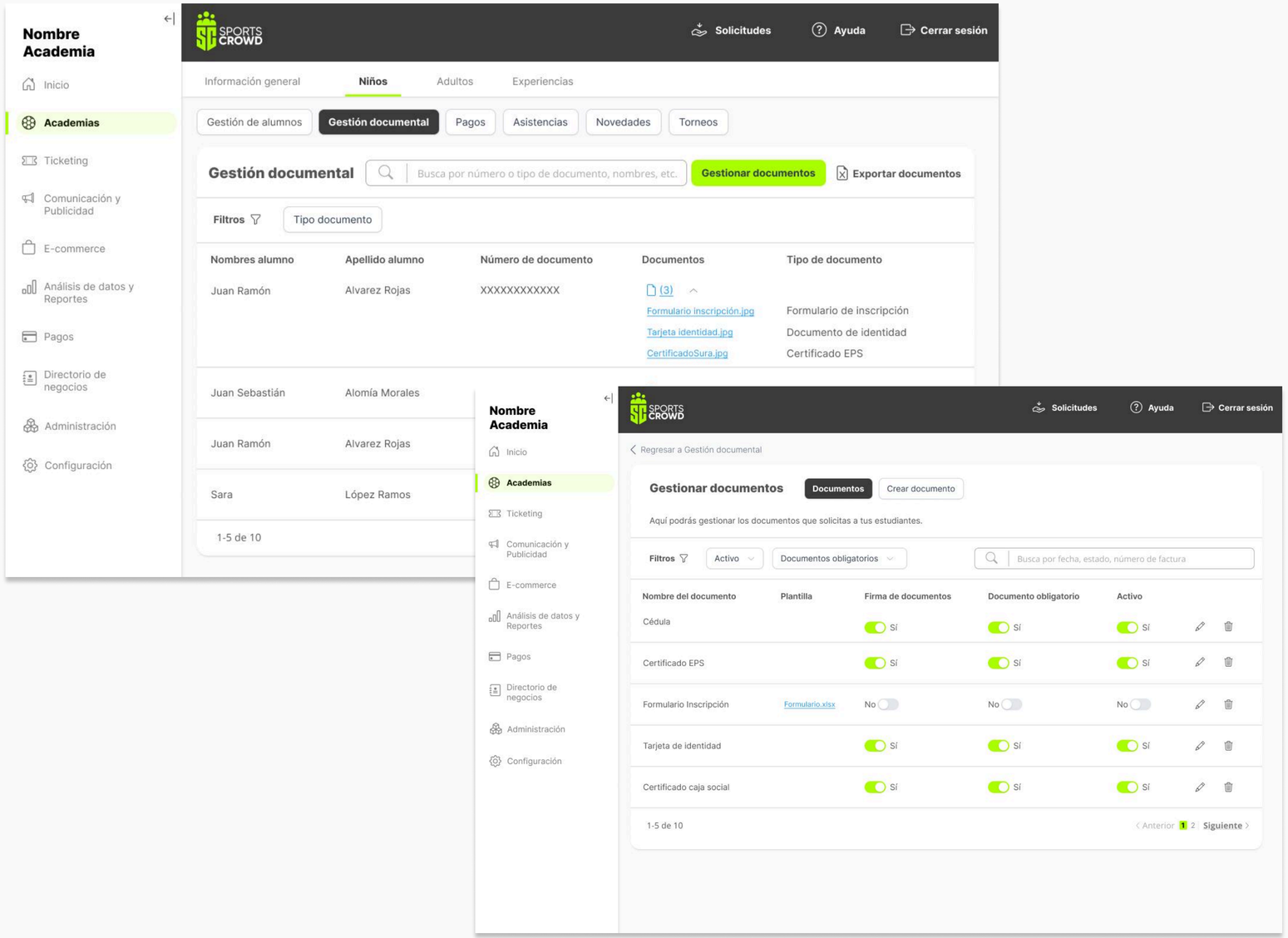
- Clear ownership of student data
- Faster transitions to related actions
- Reduced cognitive load when managing multiple profiles

Student Document Management

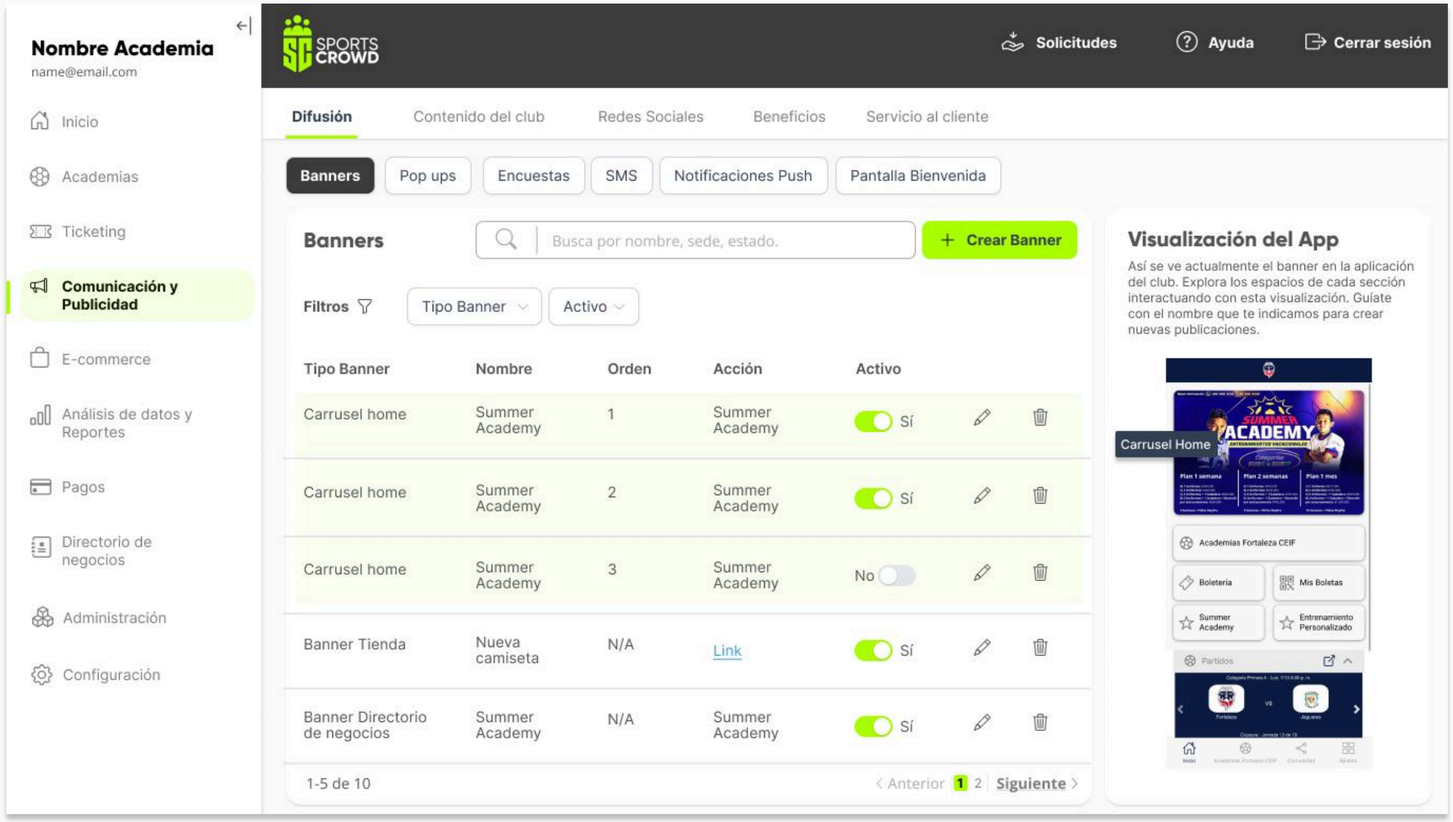
Student documentation is surfaced through a centralized, searchable system, enabling administrators to quickly assess status, completeness, and compliance.

Why this matters

- Immediate visibility of missing or incomplete documents
- Faster decision-making
- Reduced manual follow-ups



Communication & Promotion

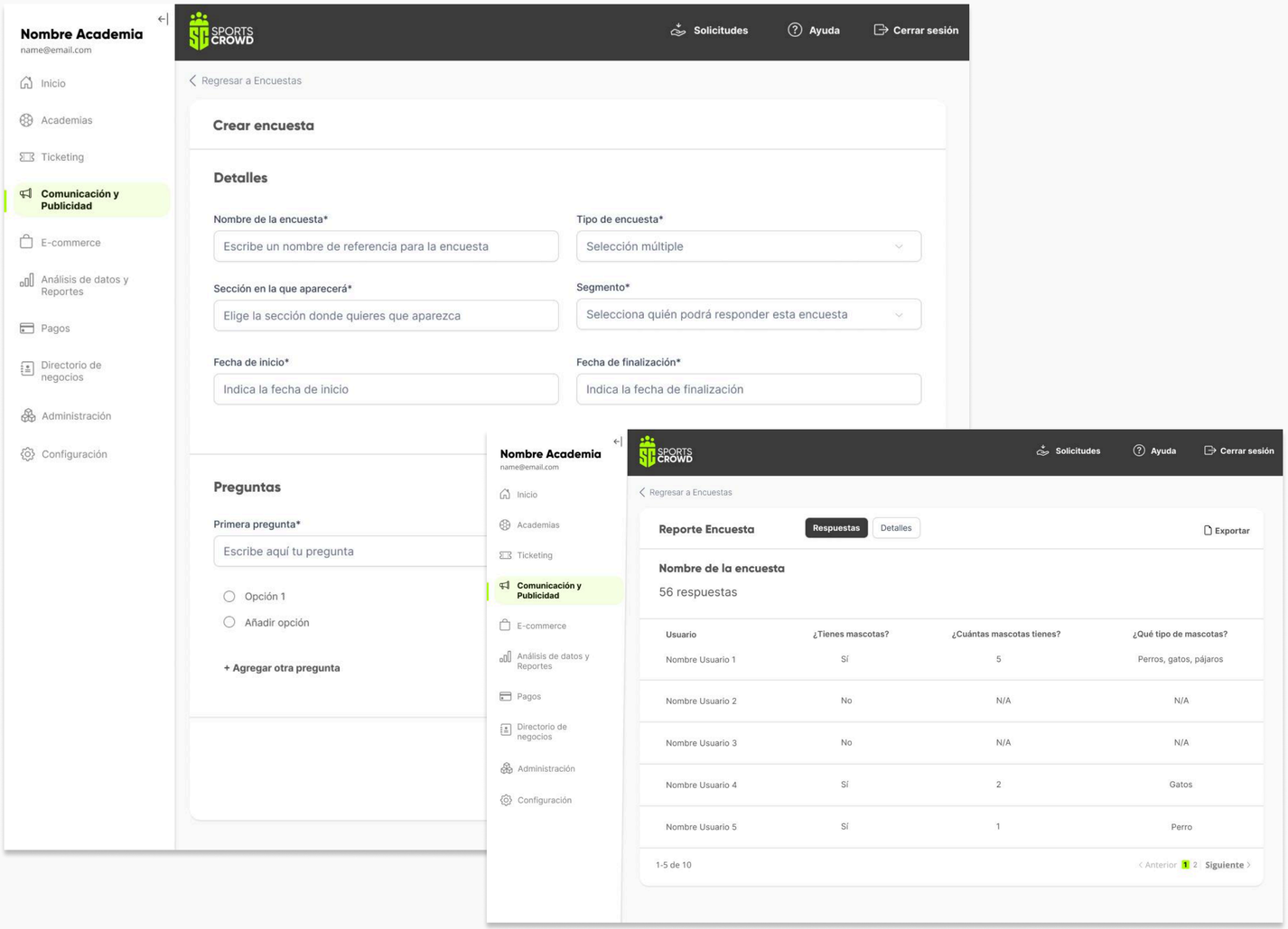


Communication tools are centralized into a single operational space, allowing clubs to manage promotional content, surveys, and notifications without fragmenting the workflow.

Why this matters

- Keeps communication aligned with operational context
- Reduces reliance on external tools
- Enables faster execution of campaigns and updates

Surveys Creation



Survey creation is designed as a guided, step-by-step flow, reducing setup complexity while ensuring consistency across different communication use cases.

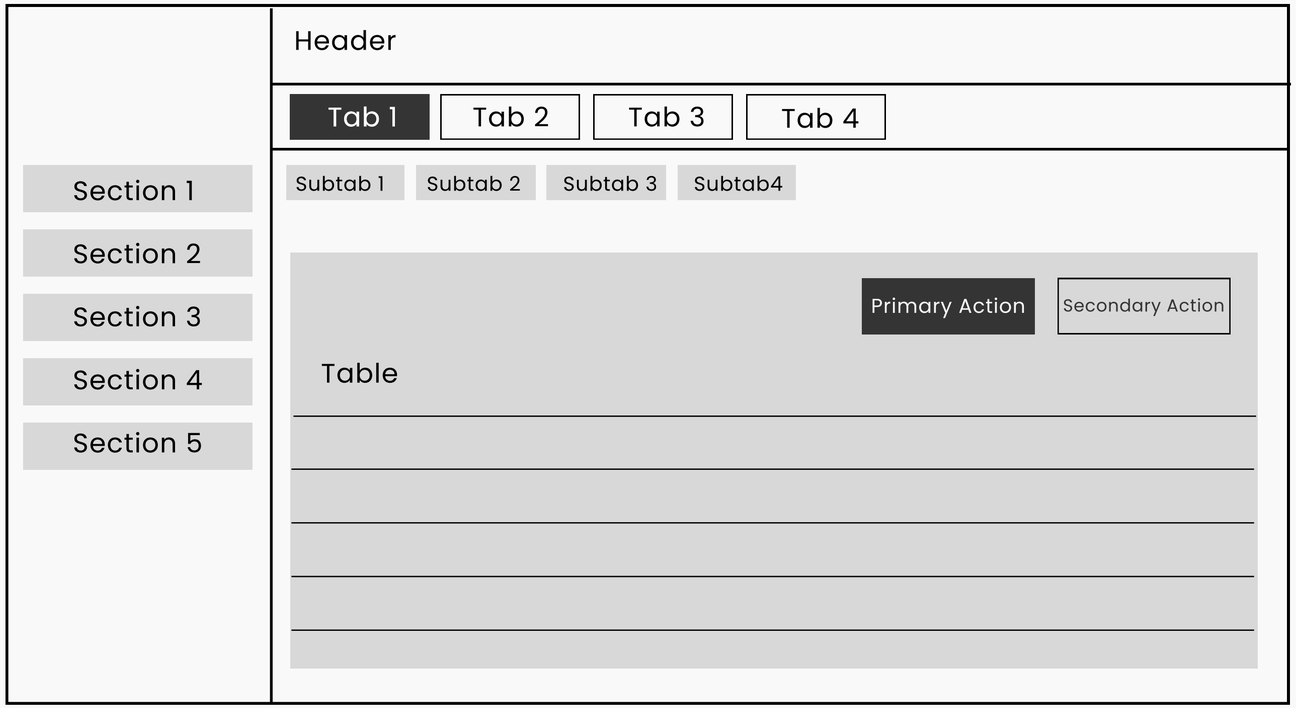
Why this matters

Lowers cognitive load for non-technical users

Prevents configuration errors

Encourages consistent data collection

Design Patterns in Use



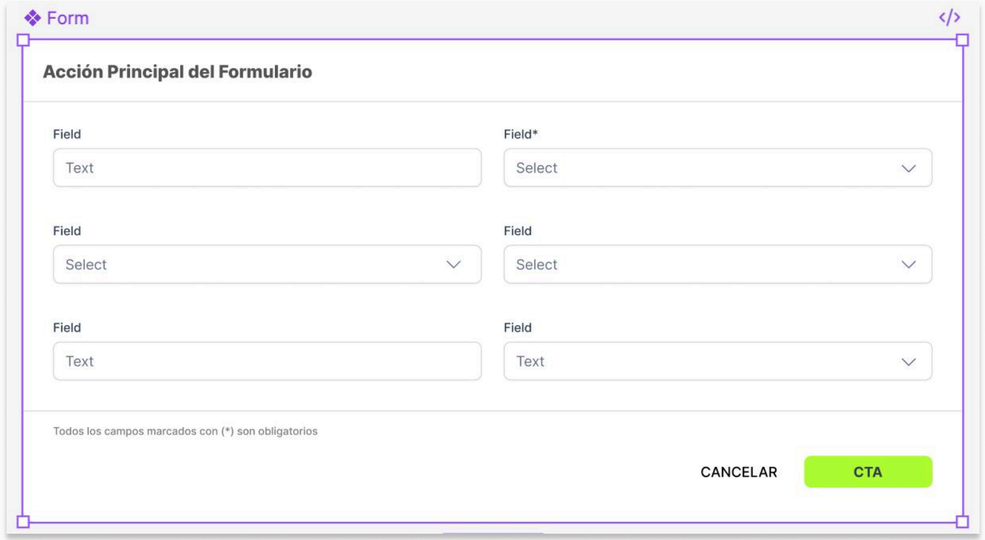
A consistent interface skeleton was applied across the platform, using primary and secondary tabs, data tables, and contextual actions.

Why it works

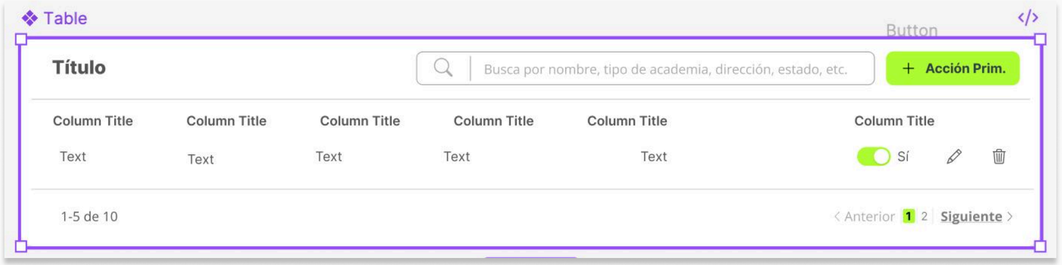
This structure reduces cognitive load, accelerates learning across modules, and supports scalable, high-volume workflows by keeping interactions predictable and information tied to context.

Design Patterns in Use

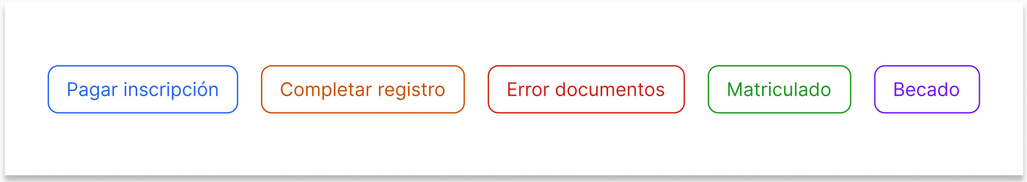
Forms



Tables



Process Statuses



Tabs and Subtabs

Key UX Decisions & Trade-offs

- Centralized student profiles to reduce navigation and unify all operational data, at the cost of higher initial information density.
- Progressive disclosure of information, prioritizing critical data while keeping secondary details accessible but non-intrusive.
- Flexible tab-based navigation over linear flows, enabling faster task switching instead of step-by-step guidance.
- Operational, table-driven layouts focused on speed, clarity, and scanability rather than visual richness.
- Scalable system structures designed for future growth, trading short-term simplicity for long-term robustness.

Outcomes and Impact

Average time to complete operational tasks **decreased by 40%.**

47% reduction in clicks per task and increased system adoption.

+45% improvement in visual comprehension and reduced navigation errors.

90% of users correctly understood labels on their first interaction.

THANK YOU FOR ***REVIEWING THESE CASES.***

LUISA OVIEDO

UX | UI | Product Design | Web Systems