

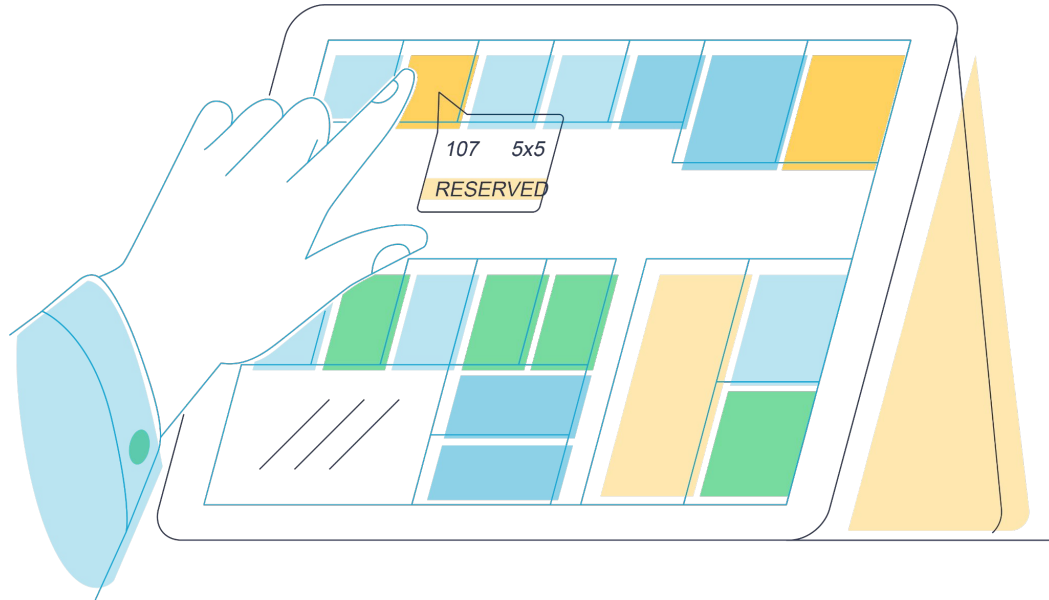


# Storeganise

Modern software for valet & self-storage

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User experience (**UX**) encompasses any & all aspects of an end user's interaction with a company, its services & its products



As tools and products became more complex, design became a key part of how a product is made, sold and interacted with.

Designers were tasked with building intuitive interfaces that could translate complex systems into useful, usable, and desirable experiences.



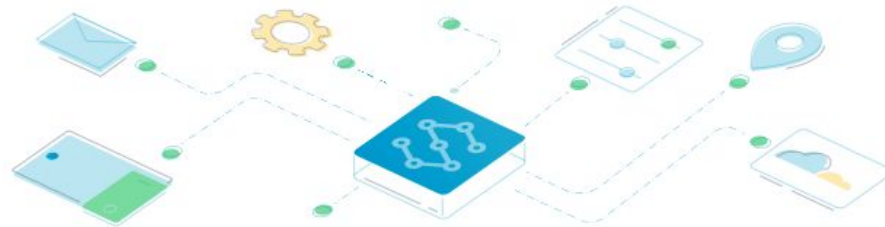
Simple

Elegant

Easy to use

“Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible”

*Don Norman, author of “The Design of Everyday Things”*



## Competitive analysis 🤔

- How do other companies tackle the problem?
- Get inspiration but don't copy
- Don't assume it works

## Data analysis 📊

- Where are customers coming from?
- How do they interact with your site, etc?

## User feedback 🧑💻

- What have customers said about you / your service in the past?
- Get front-line staff to list out issues they and customers face

## User stories

- How do/should users interact with the service
- Who are your customers? Create specific examples

## User flows

- Take the user stories to determine the steps of each interaction

## Red routes

- The key tasks that users want to carry out with the product
- Eliminate unnecessary elements
- Prioritise features & functions

## Brainstorm & sketch

- Bring together your team & friends - consider all points of view
- Throw these all together & consider outliers

## Wireframe

- A blueprint / skeletal framework of how each step should work
- Allows for quick iterating

## Prototype

- Put together quick & simple examples for testing & feedback
- Start with low fidelity mockups, then move to high fidelity prototypes

## Finalise layout

- Leverage all your learnings to really bring the design part in
- Make sure each component, page and interaction are consistent

## Brand consistency & copy

- Use images that resonate with your brand & context they are used in
- Font, colours, communications & copy should all be on point & inline with your overall brand image

## Responsiveness & interactions

- It is imperative that any digital experience be mobile friendly
- Consider each call to action and part of the flow to ensure it is simple, effective and converts customers
- Multi-lingual platforms need to really work in each language



## KPIs

- What you want to achieve? What are your goals?
- Make sure you are getting the data & analytics you need to track how effectively you are achieving those goals (e.g. Google Analytics)

## Test & get feedback

- Don't stop testing after launch
- Talk to leads, customers and ex-customers to get their feedback
- Always look at how you can improve

## Iterate

- You are never finished
- Constantly come back to the drawing board & re-test your assumptions
- Iterate, iterate, iterate...

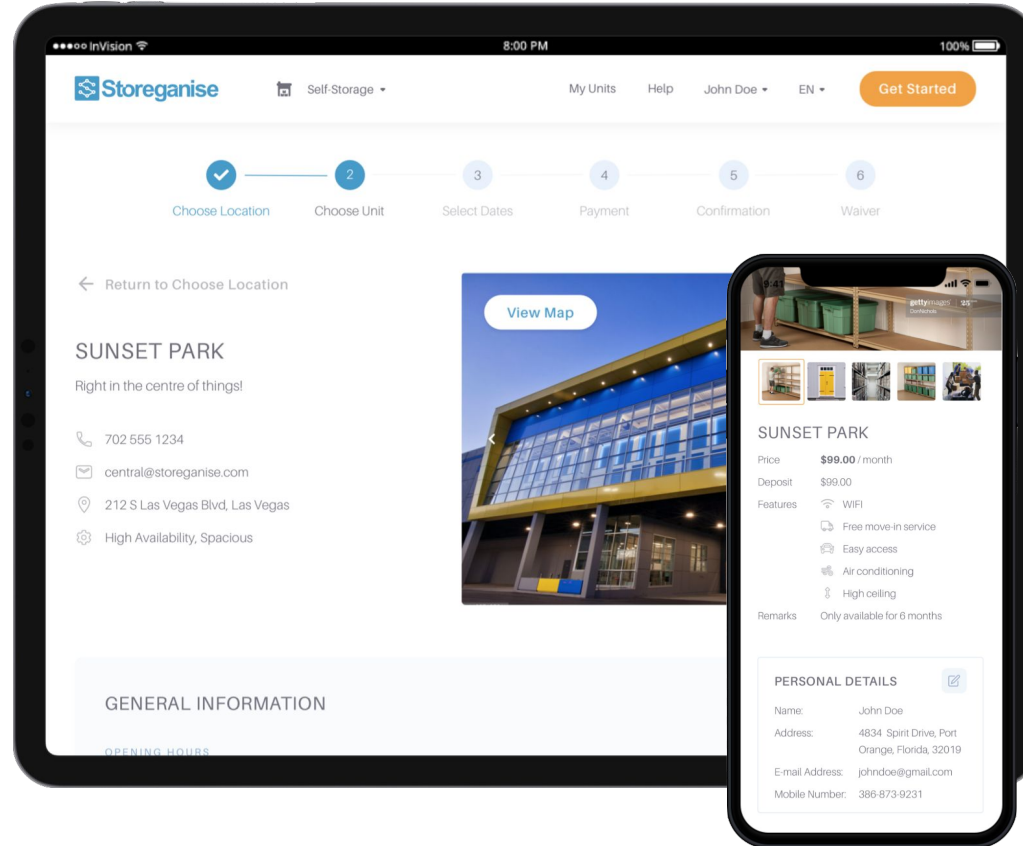
**We build modern software to  
automate your storage business**



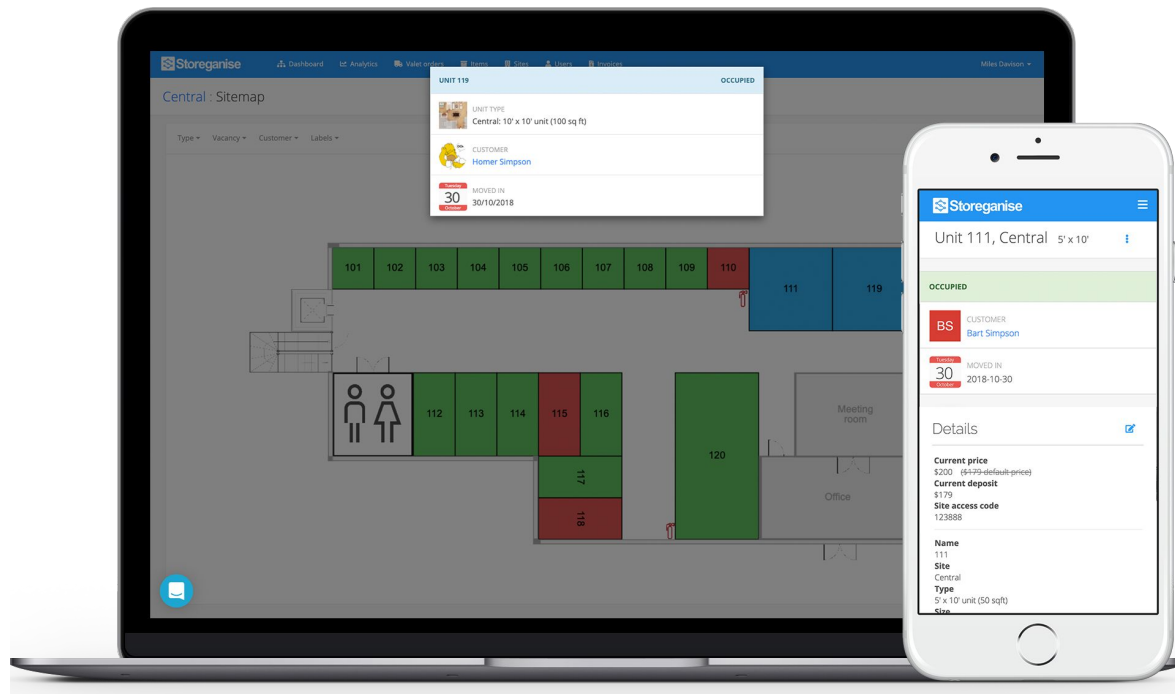


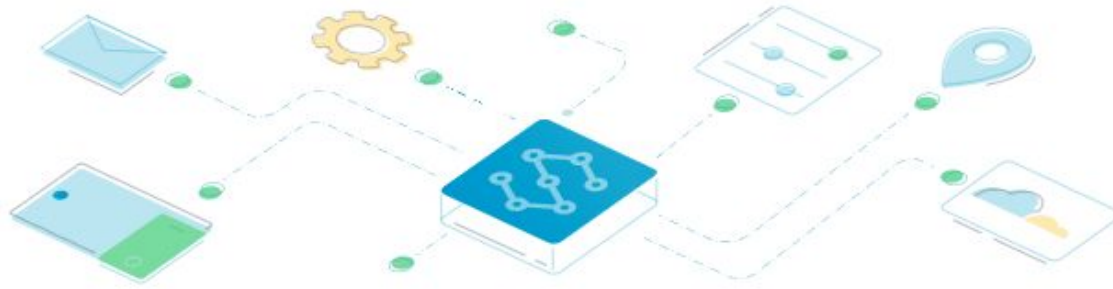
Schedule deliveries and collections

- Contactless online bookings
- Fully automated move-ins
- E-sign
- Automated payments
- 15+ languages
- Localised solutions
- Re-branded & customisable
- Visual inventory management
- Mobile-responsive



- Modern & intuitive
- Task automation
- Interactive site map
- Detailed business insights
- Logistics management
- Inventory management
- Works anywhere
- Customisable & open API
- Constant updates
- World-class support
- 25+ countries





Website [storerganise.com](https://storerganise.com)

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