DISCOVERY

Why a new visual identity?

The FUYL Enhanced system was created to improve device management by automating and simplifying the most common asset management tasks for IT teams. It is easier, faster and more efficient than the previous version. A new visual identity was key to show this change, create trust, and match the improved functionality.

Lockrechange Cloud UI

FUYL Enhanced Portal UI (Early concept)

The Lockrechange Cloud interface appeared generic and visually unappealing. Its technical complexity further limited customer engagement and usability. In comparison, the early FUYL Enhanced designs showed significant usability improvements, they still closely resembled the Lockrechange Cloud, highlighting the need for a distinct visual identity.

DEPTHS

The FUYL Enhanced magic

The primary goal in redesigning the FUYL Enhanced visual identity is to help customers easily distinguish and highlight the four main workflows they can create and use within the system, ensuring a clean and intuitive experience.

Secure charging	Device leaning	Device repairs	Device deployments

Ensuring visual consistency across the ecosystem

Develop a cohesive visual language system that can effectively operate across two distinct but interconnected platforms for the FUYL Kiosk and the FUYL Portal.

Tailoring to suit both IT professionals and device users

This challenge also involved balancing the distinct needs of two primary user groups for the FUYL Enhanced—IT professionals and device users—while establishing a cohesive visual standard that effectively serves both audiences.

Adam Johnson
IT admin

"My goal is to get most out of my technology by streamlining systems and processes"

Emma Smith
Student

"I need to always have my device at school to do my school work but I tend to forget it, break it or don't have it charged for now."

EXPLORATION

The FUYL Portal experience

I began by visually experimenting with the FUYL Portal's workflow screen, as its four customizable workflows are the system's key selling point and should be the first thing users see. Referencing an early proof of concept mockup provided by our Head of Product, it provided a foundational design direction. Inspired by tools like Moss, Miro, Figma and Apple widget, a quick-start layout emerged as the ideal approach.

Early proof of concepts

Inspirations

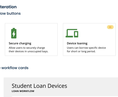
Takeaways
- Maintain critical workflow details (title, usage, location, usage) in collapsed widget mode
- Icons enable efficient interaction patterns in complex workflows

Takeaways
- Quick start screens create immediate engagement and curating essential actions
- Templates provide structure and guidance for customization attempts
- Widgets make data graph overviews without the market hook

Screen layout

Before working on specific details, I came up with a couple ideas around potential dashboard layouts. The long term plan was to have the workflow screen as the landing screen so it has to be functional and visually memorable.

Initial sketches



Workflow-specific visual treatments

The four workflows in FUYL Enhanced each serve distinct functions, so I needed a way to highlight each workflow accordingly, thinking of the whole product line holistically, the visual elements needed to work for both the software and out the Lockrechange branding.

First iteration

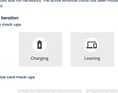
Workflow buttons

Active workflow cards

The major feedback given for the first round of design was that the workflow buttons and cards looked too generic and close to the original Lockrechange Cloud UI. Although I was trying to avoid an existing Lockrechange Cloud UI, I was encouraged to try a different visual approach that would differentiate the new platform to the old one.

Second iteration

Button mock-ups



Workflow card mock-ups

Visually the designs were heading the right direction for the workflow buttons but it felt a bit plain with just the workflow icon and label. At this point in development, we decided that more away from a subscription-like business model for the FUYL Enhanced system so restricting certain workflows was not necessary. The active workflow cards has been made more compact but it was cluttered and information within it was hard to read.

Third iteration

Button mock-ups

Workflow card mock-ups

The third design iteration was when I finally hit the jackpot visually. The workflow buttons needed to be kept simple but just needed that extra bit of visual interest with the icons. I adjusted the hierarchy of information within the active workflow cards so that it's easier to read and included usage related statistics for better system visibility.

Applying colours

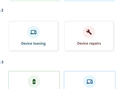
After another round of feedback, I decided to venture out of the existing brand colours as an experiment. The major learning from the first design iteration was that I needed to move away from the existing product and concepts.

The four workflows are unique, each with very specific purposes to assist IT admins with day-to-day asset management tasks so I needed a way to express it through colour. I wanted to think of each workflow as "starter" tools which lead to a colour palette inspired by Pokémon!

Workflows as starter Pokémons

Unique colour association is important in order communicate the purpose of each workflow as they function differently from one another. IT admins will have multiple workflows active at the same time, I wanted to leverage specific colours to enable easy workflow identification and manipulation in the new FUYL Portal.

Final colour palettes



As I was applying colours to each workflow, I purposely kept the unique palette for the secure charging workflow green because it's the colour that is synonymous to the legacy of the Lockrechange brand. While we are going to new identity for the new software product, it was important to have an association with the company's core hardware products which are device charging carts and lockers.

REFINEMENT

Refining final concept

With clear visual direction, I moved onto applying selected colour palettes and refining the workflow button and active workflow cards. This is the stage where we really start to see a unique visual identity coming together holistically.

Workflow buttons

Option 1

Option 2

Option 3

The third option became our favourite style of workflow buttons with the right balance of simplicity and visual intrigue. It's colourful without being too flashy or too harsh on the viewer's eyes. At this point we're really getting close to achieving the goal of having a unique and fresh visual identity that the new product needs.

Active workflow cards

Option 1

Option 2

Naturally, how the active workflow cards would be similar to how the workflow buttons look. The second option became synonymous to the outlined style cards with the lighter colours and became the winner as it perfectly matches the workflow buttons.

Workflow landing screen

Now that the workflow components have been selected, I moved onto putting it all together in one screen. It's really important at this stage to think holistically to ensure that every part of the workflow screen are cohesively considered. As a part of the refinement process, I wanted to have a future state vision of what the workflow dashboard could potentially look like and from there determine what the best approach for MVP state.

Workflow dashboard (future state)

We wanted the workflow screen to eventually be the main dashboard where IT admins can see an overview of their FUYL Enhanced system. By highlighting the most important or urgent information through an overview widget based while simultaneously keeping an eye on their workflows, we felt it would be a great value add. With the launch of the product, and the lack of data, we decided to cut down to much more simpler version for MVP without the dashboard.

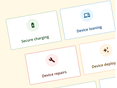
Workflow dashboard (MVP)

Option 1

Option 2

For the first MVP, we decided to stay with the full version given to the essentials by displaying only the workflow buttons and the active workflow cards. Option 2 with matching create new CTA button was chosen because we wanted to aim for a sleek and clean UI on release day.

FINAL

Introducing the FUYL Enhanced visual identity

Overall I'm very happy with how the FUYL Enhanced visual identity came together. This was the very first task I worked on as the digital designer for Lockrechange so it was great to see it come alive from discovery, overseeing the development with our software team and seeing it launch as a part of the FUYL Enhanced software products.