

ExactTarget

User Experience Design

A rapid experience design project pays long-term dividends to a web-based software company.

About ExactTarget

ExactTarget is the global leader in email marketing and offers the most powerful, flexible, easy-to-use marketing software in the industry. Providing marketers with a platform for one-to-one digital communications, ExactTarget is focused not only on delivering results, but also delivering relationships through expert staff and resources.

The Challenge

With a major product release just months away, ExactTarget tapped Kristian Andersen + Associates to conduct a rapid overhaul of its web-based application's user interface.

The challenge for KA+A and ExactTarget was to identify the changes that would have the most productive and pleasing impact on the user while fitting into the release timeline.

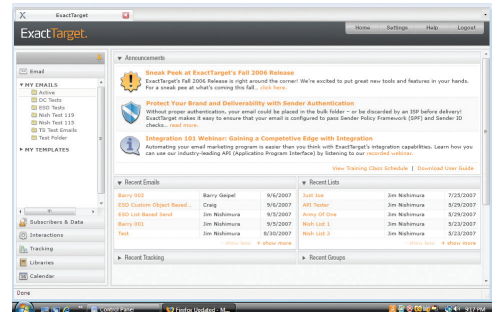
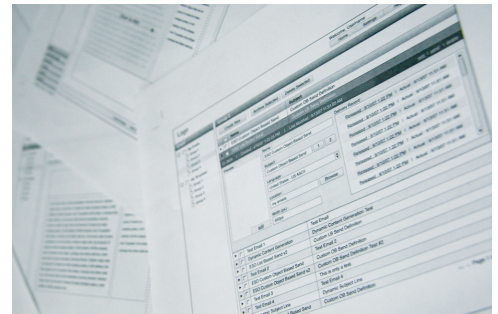
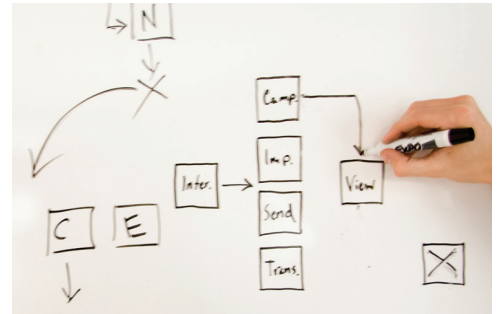
The Process

Working with a cross-functional development team at ExactTarget, KA+A completed an audit of the existing application's UI. Ensuing recommendations offered changes that would bring immediate value while laying the foundation for a more comprehensive redesign in the future.

KA+A created process maps and wireframes to both facilitate collaboration with ExactTarget and to convey big ideas about how users might better understand the application. Some fundamental conventions within the application were enhanced, while others were retained in the service of the release deadline.

The Results

KA+A delivered a set of modular interface elements that were implemented in tandem with the ongoing efforts of ExactTarget's development team. The work was well-received by ExactTarget and implemented into the most recent release. Due to the success of the project, ExactTarget has retained KA+A to assist in its ongoing effort to create the most powerful and elegant interface available to email marketers.



Disciplines Utilized:

- Experience Strategy
- Interaction Design
- Interface Design
- Communication Design