



SILA CASE STUDY: UI/UX

aerospace oem portal redesign

Overview

An Aerospace OEM was redesigning a mission-critical customer entry portal. It was originally created as a web portal to provide access to a sprawling collection of underlying HTML-based tools and artifacts. It provided service and support to a variety of operational functions such as maintenance tasks and records, aircraft manuals, fleet management applications, and engineering data. Today, access to the portal is typically granted to any customer who directly purchases aerospace products from the OEM. Access is also arranged through the secondary market.

The Problem

The portal was on an aging platform, both from a user experience and technology standpoint, and was no longer efficiently serving its user base. Additionally, many of the approximately 150 individual underlying services and tools (mostly HTML-based) that the portal provided access to were outdated, with many unable to properly function and display information in modern browsers or on mobile devices. This is an important requirement for company personnel, customers, and partners operating in a modern, digital and mobile environment.

The Solution

Sila's user-interface and user-experience (UI/UX) design and development team created a more customer-centric portal through a complete UX and visual redesign. The new architectural approach eliminated the disparate individual HTML experiences in favor of a unified interface that gathered all real-time aircraft performance data and operational guidelines. Included in the redesign was a persona-based approach to the user experience that surfaced the most critical information for each user based on his or her job function and operational responsibilities. The persona-based approach gathered the critical information into one place and provided clear prioritization of urgent tasks for the user.

The Outcome

The client was able to eliminate the tangle of visually and functionally disparate experiences in the legacy portal in favor of a singular, modern interface that was common across all applications. This provided the client with a distinct experience by user persona and we were able to:



DRIVE INCREASED USAGE OF THE PORTAL



CREATE LARGE GAINS IN JOB EFFICIENCY



SURFACE ALERTS & MISSION-CRITICAL INFORMATION IN REAL TIME



ELIMINATE BROWSER INCOMPATIBILITIES & FACILITATE PORTAL ACCESS



OPTIMIZE FOR MODERN TECHNOLOGY INCLUDING MOBILE DEVICES

About Sila

Sila (SEE-la) is a North American technology and management consulting firm that provides lasting and substantial business solutions to the world's leading corporations and U.S. government agencies.

At Sila, we view our clients as partners and actively collaborate with them to shape opportunities to achieve long-term success and make a significant contribution to the world. Our team brings broad and deep experience, global perspective, and entrepreneurial spirit to all client engagements. We share knowledge with our clients and partners, and come together to devise and execute creative, impactful strategies that are one step ahead of the forces shaping the technology landscape. We apply our values to everything we do and focus on building sustainable, trusted relationships.

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