QBurst | A High AI-Q™ Company



Industrial Equipment Selection Reimagined: Streamlined UX for Global Sales Success

Empowered a global manufacturer with a streamlined digital platform for faster, side-by-side equipment evaluation, advanced comparisons, and instant documentation—boosting sales team productivity worldwide.

Overview

QBurst redesigned the client's sales platform interface within a strict 3-week timeline, transforming a basic selection tool into a high-density, multi-condition evaluation experience.

- **High-Density No-Scroll Experience:** Delivered a single-viewport layout with side-by-side scenario comparisons, integrated 3D models, and multi-point interactive graph visualizations.
- **Global Accessibility & Documentation Dock:** Integrated real-time unit translation (SI, Imperial, regional standards) with preference storage and a built-in document dock.
- **Productivity & Decision Speed Gains:** Streamlined sales workflows by enabling multi-scenario evaluations in a single session, reducing cognitive load and eliminating context switching.



Client Profile

The Japanese client is a global manufacturer of industrial refrigeration, thermal engineering, and energy-efficient solutions, serving industries such as food processing, cold chain logistics, oil & gas, chemicals, and environmental engineering.

Design Challenges: Spatial Constraints and Legacy System Limits

Contextual research and user journey mapping across Product Configuration, Rating Analysis, and Document Management modules highlighted core UX obstacles.

- **Strict No-Scroll Viewport Constraint:** Needed to fit a high-density layout into existing viewport constraints without introducing scrolling, while displaying multiple side-by-side configurations.
- **Multi-Condition Graph Visualization:** Required adapting a single-point working graph to display multiple scenario points simultaneously without overloading visual clarity.
- **Legacy Technical & Timeline Constraints:** Demanded executing UX and rating enhancements within existing system architecture under a strict 3-week delivery deadline.

QBurst's User-Centric Approach & UX Strategy

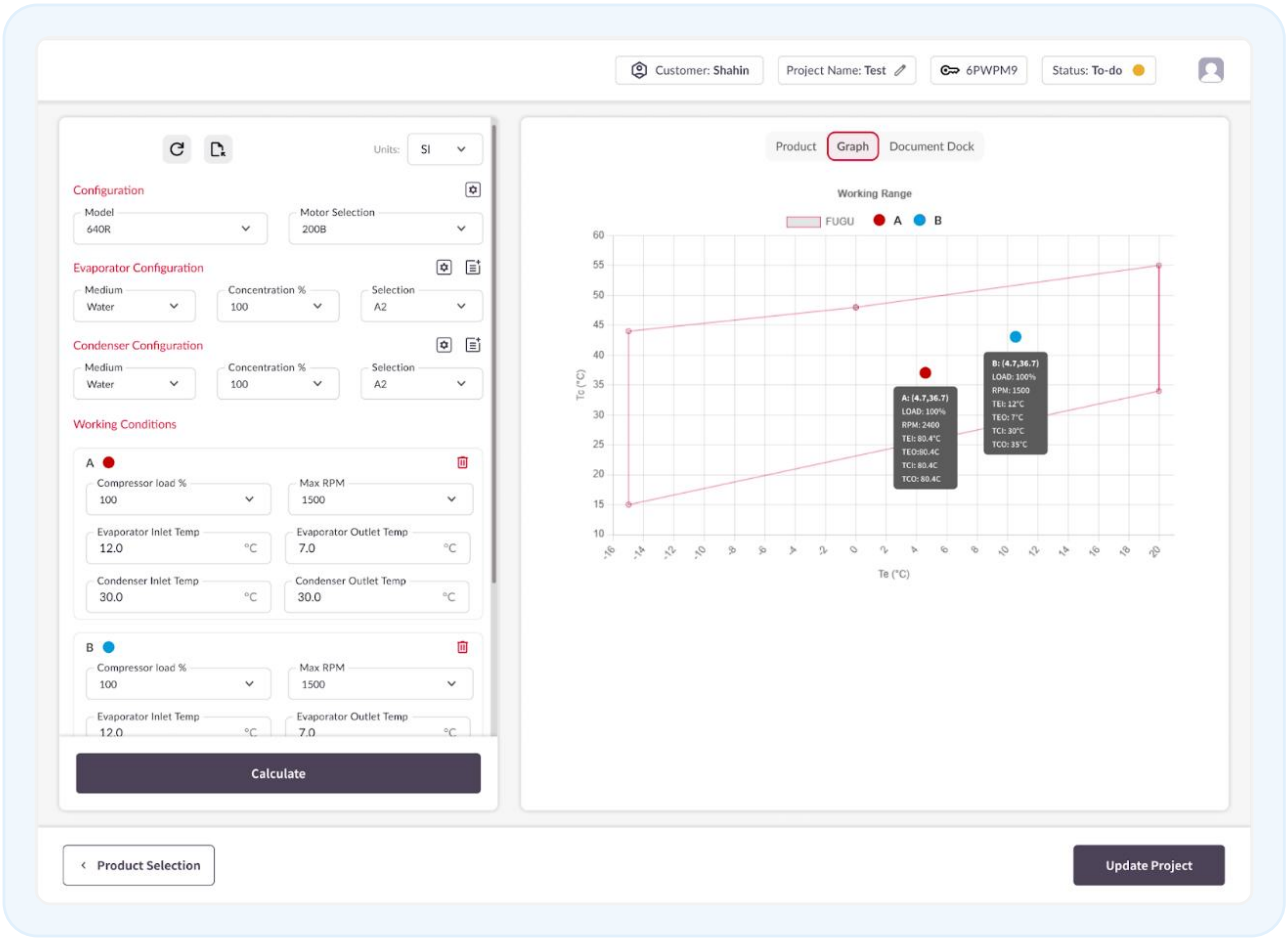
We prioritized a human-centered design approach through structured, weekly review sessions to validate the platform's information architecture.

- **User Workflow Research:** Conducted stakeholder interviews and task observations with sales teams to map end-to-end flows from product selection to documentation generation.
- **Rapid Iterative Prototyping:** Validated information architecture decisions, tested no-scroll constraints, and refined rating features through weekly client review loops.
- **Cognitive Load Reduction:** Restructured visual hierarchy, spacing, and color-coded sections to serve both expert and first-time sales users effectively.

Design Highlights

The redesigned interface introduces five core screen modules designed to optimize decision-making.

- **Rating Functionality:** Established baseline design conditions to perform side-by-side comparisons of multiple scenarios with immediate calculation visibility.
- **Multi-Condition Graph Visualization:** Displayed multiple working points simultaneously with an interactive legend to toggle condition visibility on or off.



Multi-Condition Graph Visualization

- **Enhanced Product Selection:** Replaced compressed accordion menus with an open, scannable layout featuring consolidated parameter inputs and 3D product models.
- **Unit Translation System:** Implemented toggle controls between SI, Imperial, and regional standards, backed by user preference persistence.
- **Integrated Document Dock & Change Log:** Added a main-interface document dock for instant technical document access alongside a dedicated version change log.

Impact: Enhanced Sales Productivity and Evaluation

- **Improved Sales Efficiency:** Sales teams evaluate multiple scenarios in a single session rather than running separate, sequential configurations.

- **No-Scroll Focus:** Created a focused, cohesive interface that keeps all critical selections visible within a single, non-scrolling view.
- **Accelerated Decision-Making:** Side-by-side condition comparisons allow sales representatives to identify optimal client solutions faster.
- **Streamlined Documentation Access:** An integrated document dock significantly eliminated context switching during sales conversations.