QBurst | A High AI-Q™ Company



Redesigning A Global Development Portal for Clarity

Empowering the global gender equality movement by delivering an integrated digital platform for outreach, advocacy, and collaborative action.

Overview

QBurst redesigned the client portal to transform dense financial data into clear, contextualized impact stories through streamlined user journeys and AI-powered discovery.

- **AI-Powered Natural Language Search:** Integrated homepage AI search enabling users to type plain-language queries and find answers instantly.
- **Single-Screen Contextual Data Visualizations:** Restructured key country and program pages to display budget figures, activities, and results side-by-side, reducing context-switching by 70%.
- **Streamlined Discovery & Publishing:** Resulted in expediting country program searches by 56% with 60% fewer steps, while reducing portal publishing maintenance efforts by 40%.



Client Profile

International intergovernmental organization that operates in over 150 countries, working in areas such as poverty, governance, and environment, with a strong focus on gender equality and women's empowerment.

Challenges: Buried Insights and Fractured Navigation

User research and platform analytics revealed significant usability barriers across key stakeholder workflows:

- **Fragmented Data Storytelling:** Budget allocations, operational activities, and real-world results were isolated on separate pages, forcing users to manually piece together impact stories.

- **Tedious Multi-Step Navigation:** Reaching specific country program pages required long navigation paths and multiple steps, causing first-time visitors to struggle with where to begin.
- **High Friction in Comparative Analysis:** Donors, researchers, and policymakers faced complex, time-consuming steps when trying to compare program data across regions.

QBurst's User-Centric Approach & UX Strategy

We executed an insight-driven redesign process to make the portal faster, simpler, and more intuitive for diverse global user groups.

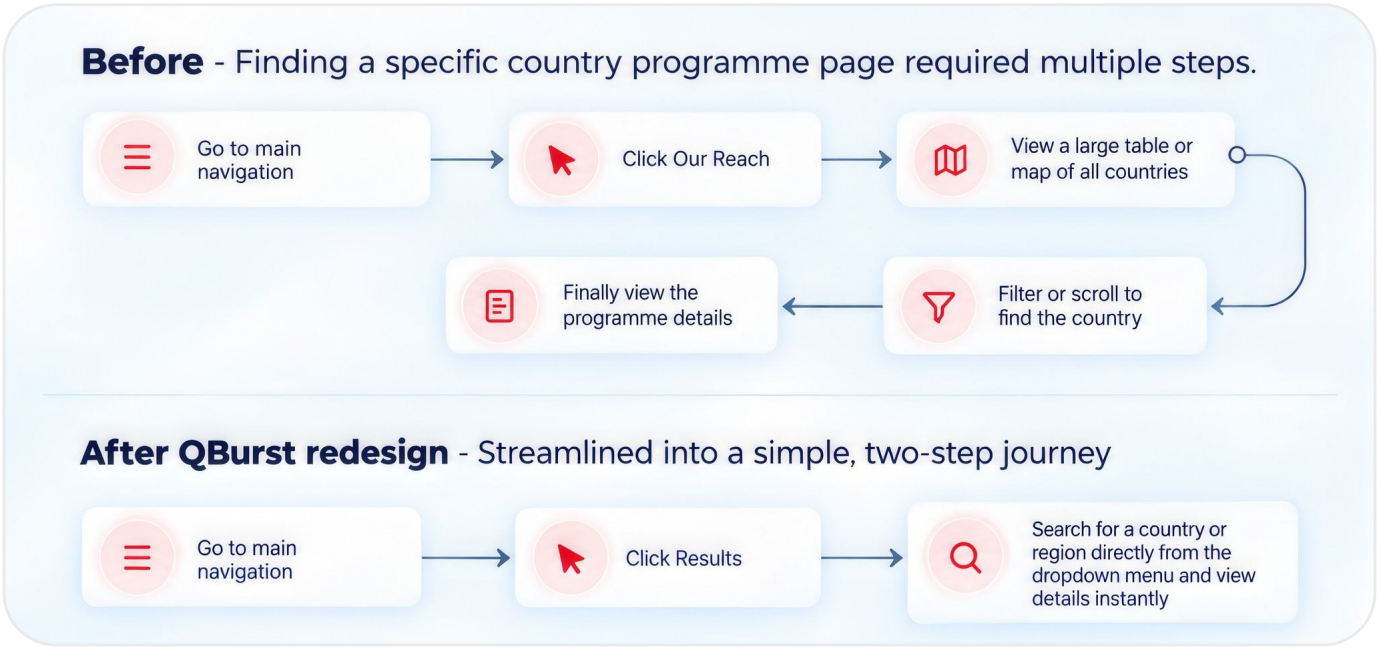
- **User Journey Remapping:** Mapped high-priority tasks—from locating project-level details to cross-country program comparisons—eliminating unnecessary navigation detours.
- **Contextual Data Mapping:** Paired financial metrics directly with qualitative content blocks and visual comparative charts to give numbers immediate meaning.
- **Natural Language AI Integration:** Deployed an intelligent search interface on the homepage to answer direct user questions without menu navigation.
- **Modular Design System:** Built consistent layout templates and reusable components to simplify administrative publishing and long-term platform maintenance.

Design Highlights

The redesigned platform introduces three major UX transformations:

- **Two-Step Country Discovery Journey:** Replaced multi-step navigation with a direct two-step flow (e.g., searching "Kenya Climate Initiatives" leads directly to a consolidated view of budget, activities, and impact).
- **Unified Single-Screen Results Page:** Displays key financial numbers, contextual descriptions, and outcome metrics side-by-side to eliminate scrolling and context switching.

- **Homepage AI Search Bar:** Allows donors and policymakers to ask plain-language questions (e.g., "Which donors are funding climate change initiatives in Kenya?") for immediate, accurate results.



Streamlining User Navigation

Impact: Accelerated Insights and Enhanced Governance

The redesign transformed user engagement, content management, and data clarity across the portal.

- **3x Higher First-Try Search Accuracy:** Homepage AI search made users 3x more likely to find precise information on their initial query.
- **70% Reduction in Context-Switching:** Placing numbers and results side-by-side drastically reduced page hopping.
- **56% Faster Country Program Discovery:** Streamlined user journeys cut search time by 56% and required 60% fewer clicks.
- **60% Faster Budget-to-Result Mapping:** Decreased the time required to link financial inputs to development outcomes by over 60%.
- **40% Faster Content Publishing:** Reusable modular design components accelerated administrative updates while ensuring visual consistency.