

UI Design for QBO UGC

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Agenda

About Intuit

About QBO UGC

Their Approach

My Works

Learnings

About Intuit

“We are an awesome company to work for.”

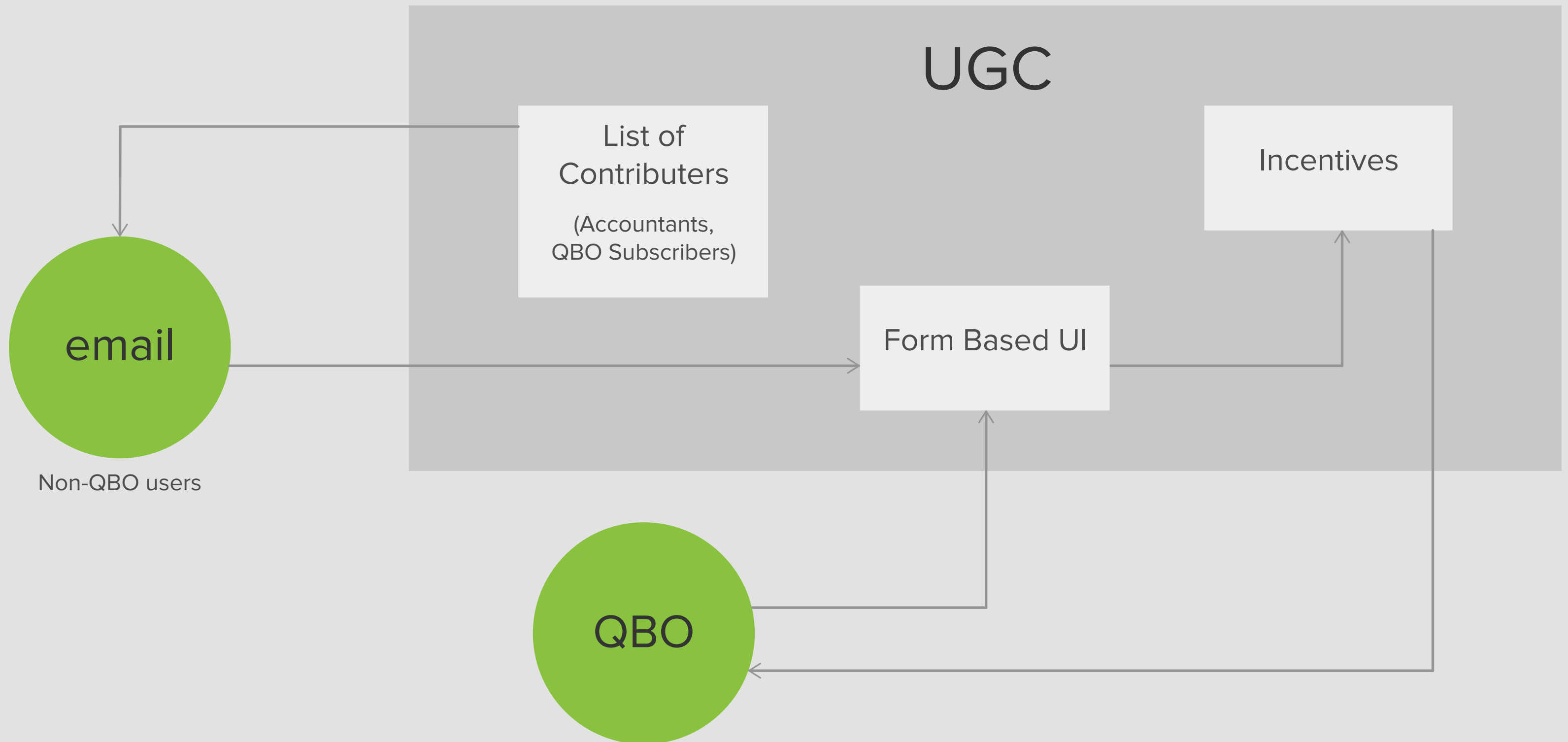
– *an Intuit HR
during orientation*

About QBO UGC

QBO = QuickBooks Online

UGC = User Generated Content

Their Approach



My Works

Workflow Mockups

Mailer Design

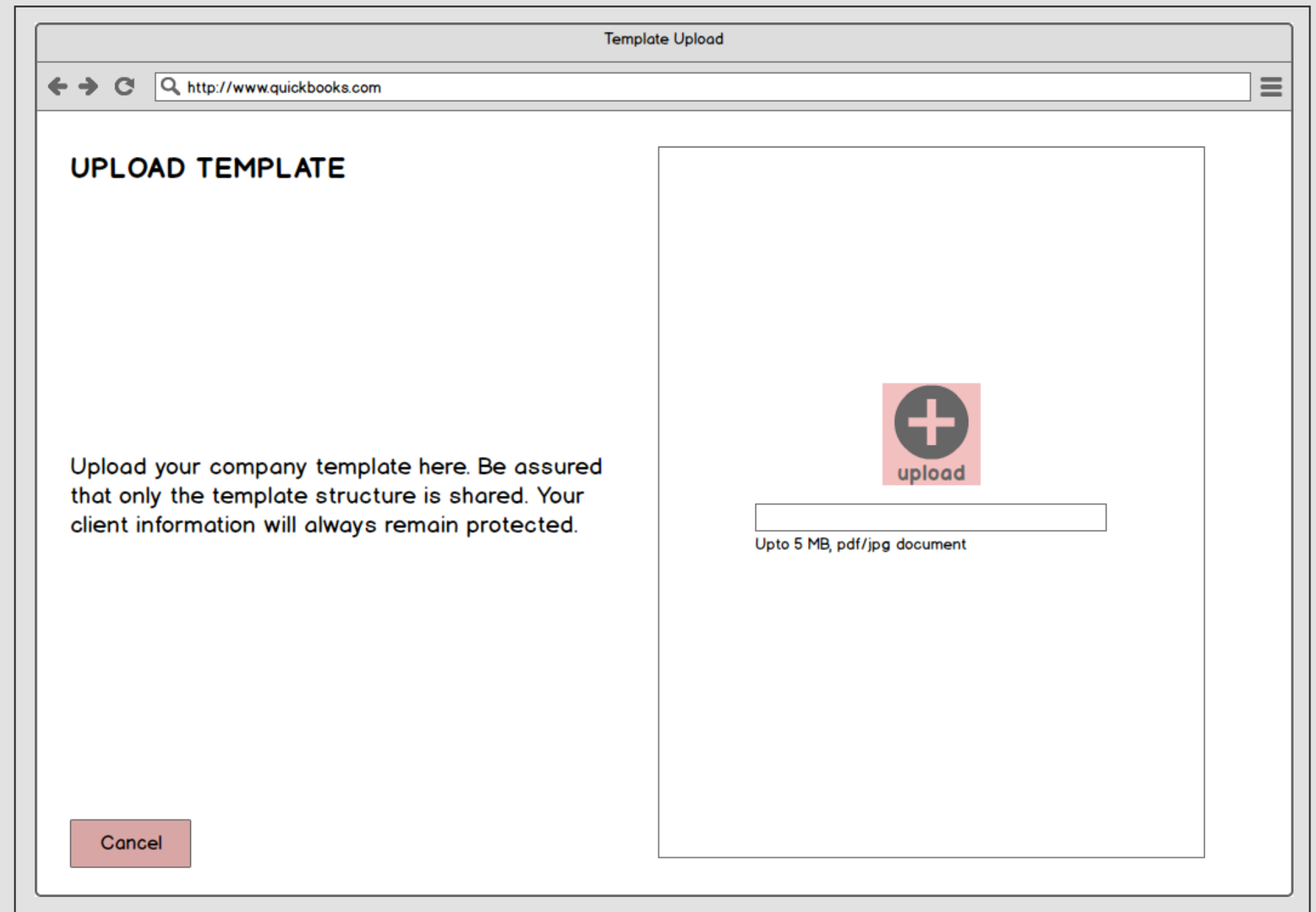
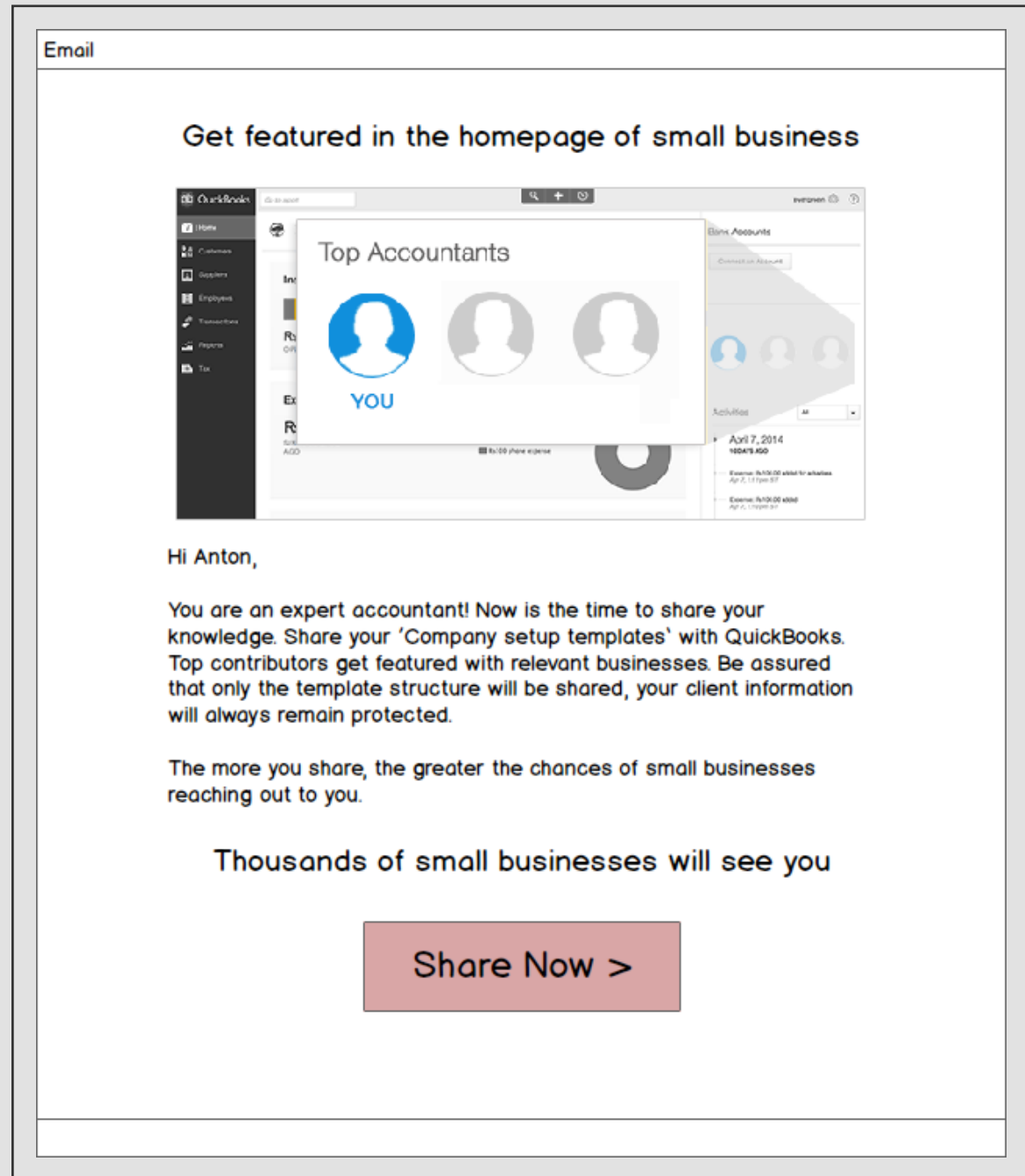
Customer Empathy

Wireframes

Unstructured Time

My Works


Workflow Mockups




Clickable mockups of workflows of the share experience.

My Works

Mailer Design





**Thank You
for your contribution**


Three small businesses have found your template helpful

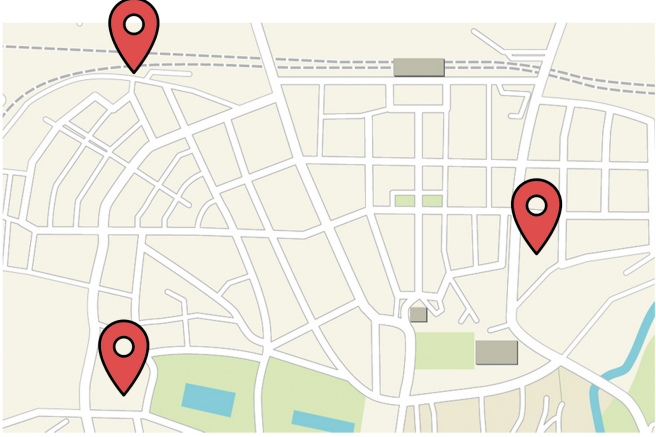
Hi Arun,

Thank you for sharing your knowledge with us! Three small businesses have benefited from your contribution. Share more to get featured as a top contributor.

Share your 'Company setup templates' with QuickBooks. Be assured that only the template structure is shared. Your client information will always remain protected.

[Share More >](#)





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Mailer should thank them and encourage them to contribute more.

My Works

Customer Empathy



Make the team members understand the pain points of the customers.

Account

Search by Account Number or Name

Account Number: 221

Account Name: Immobilisations incorporelles

Description:

Category Type:

Detail Type:

Use Intangible assets to track intangible assets that you plan to amortize. Examples include franchises, client lists, copyrights, and patents.

Cancel Save

Account

Category Type: 1 Liability Accounts

Name: Commissions and fees

Description:

Is sub-account:

Enter parent account

- ▶ 10 Capital and reserves
- ▶ 11 Accumulated retained earning
- ▶ 12 Profit or loss for the financial year
- ▶ 13 Equipment grants
- ▶ 14 Regulated provision
- ▶ 15 Accruals
- ▶ 16 Loans and debts
- ▶ 17 Debts linked to shareholdings
- ▼ 18 Liason accounts for shareholding companies
 - 181 Reciprocol branch accounts
 - 186 Goods and services exchanged (charges)
 - 187 Goods and services exchanged (income)
 - 188 Reciprocol joint venture accounts

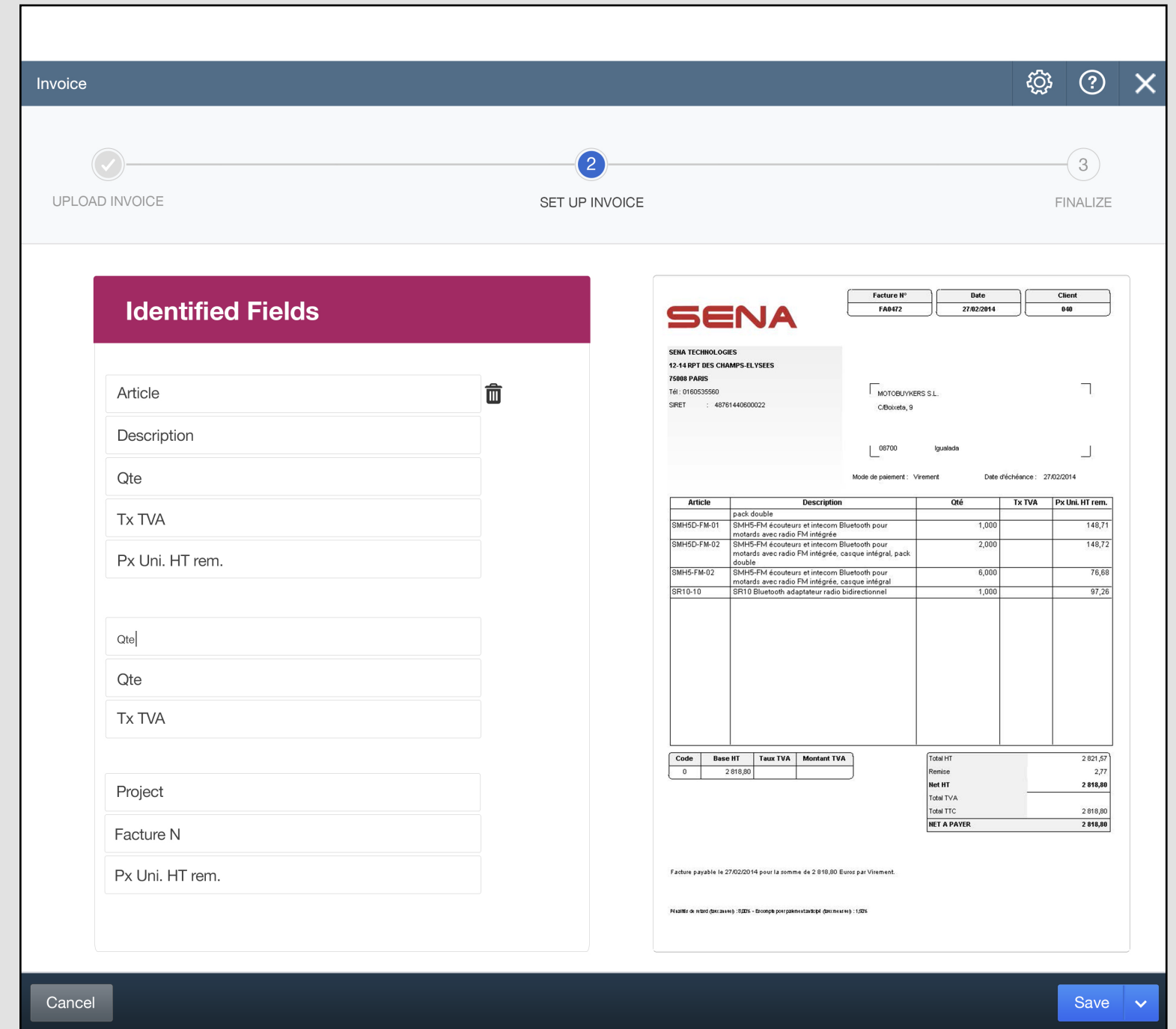
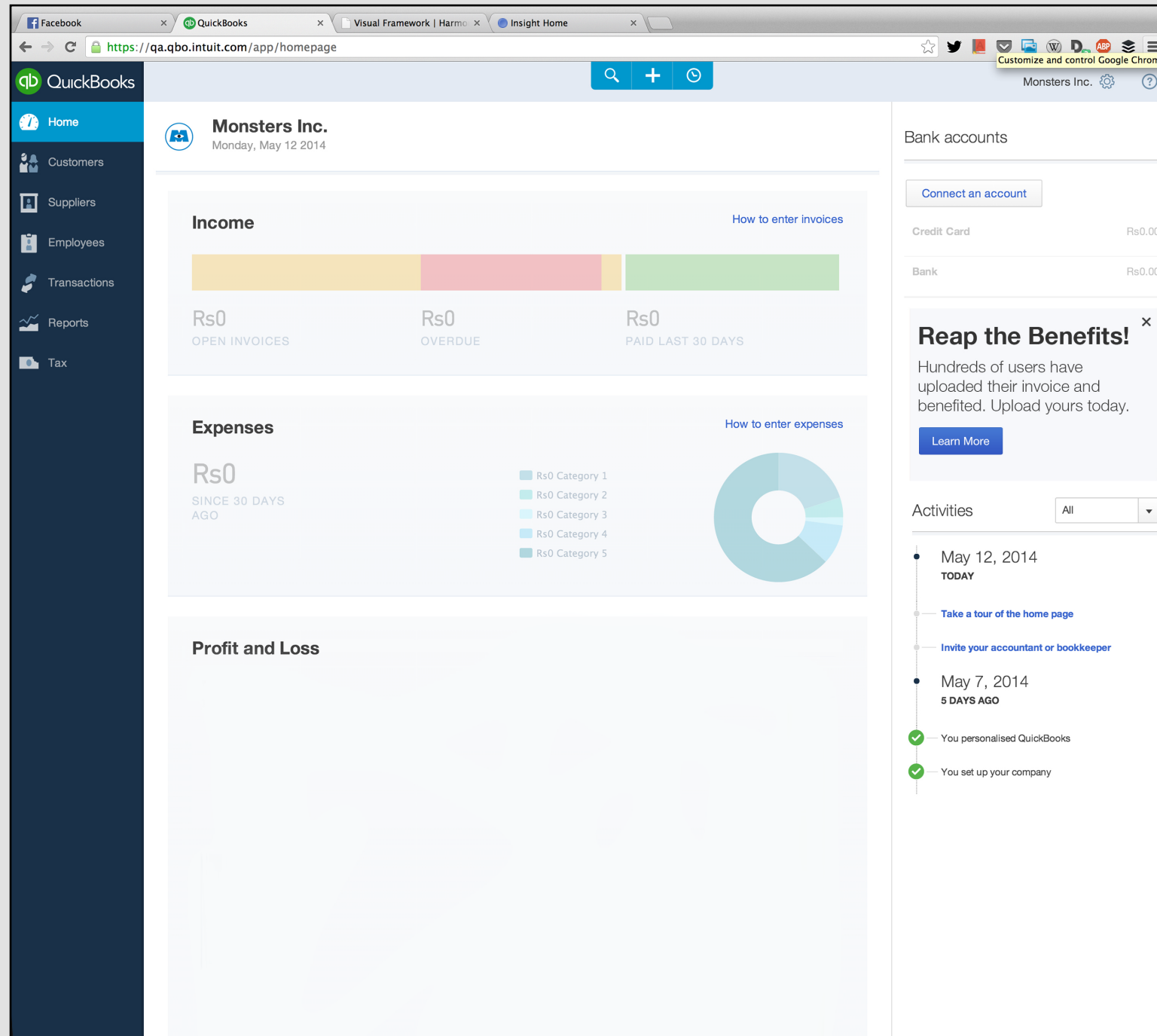
Description: Lorem ipsum dolor sit amet

Cancel Save

The entry point of the current screen is not very intuitive.

My Works

Wireframes: Invoice Upload



Encouraging the user to upload sample invoice from within Quick Books.

My Works

Wireframes: Sharing Reports

COMMONLY ASKED QUESTIONS

1. I want to find out the money I've earned and the money I've spent; like an income statement.
2. I want to see year over year comparisons through e bar graph.
3. I want to see how long I've been open (outstanding)

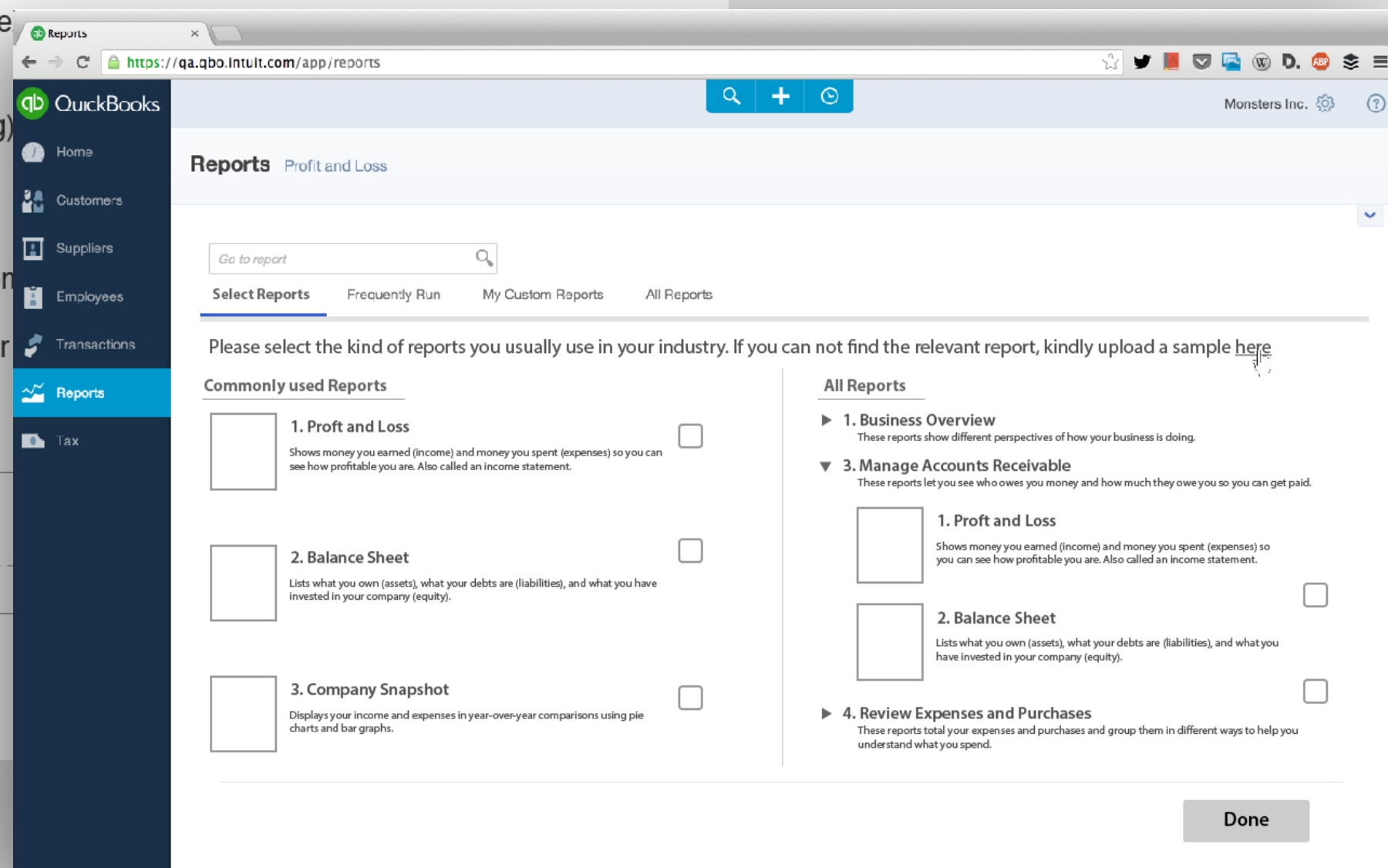
OTHER REPORTS

1. I want to see my income minus expenses (net income)
2. I want to be able to group transactions by customer related to each customer.

Have an additional question?

Type your query here and we'll get back to you soon

CANCEL



To facilitate the user to be able to select the report which he frequently uses.

My Works

Wireframes: Form Builder

The image displays three overlapping screenshots of a wireframe form builder interface, illustrating the workflow from template selection to campaign publication.

Screen 1: CHOOSE
1. Uploading Documents
This template helps you seek contri
Eg. invoice, COA etc.
2. Seeking Data
This template helps you to get diffe
users like sales tax, VAT etc.
Buttons: Cancel

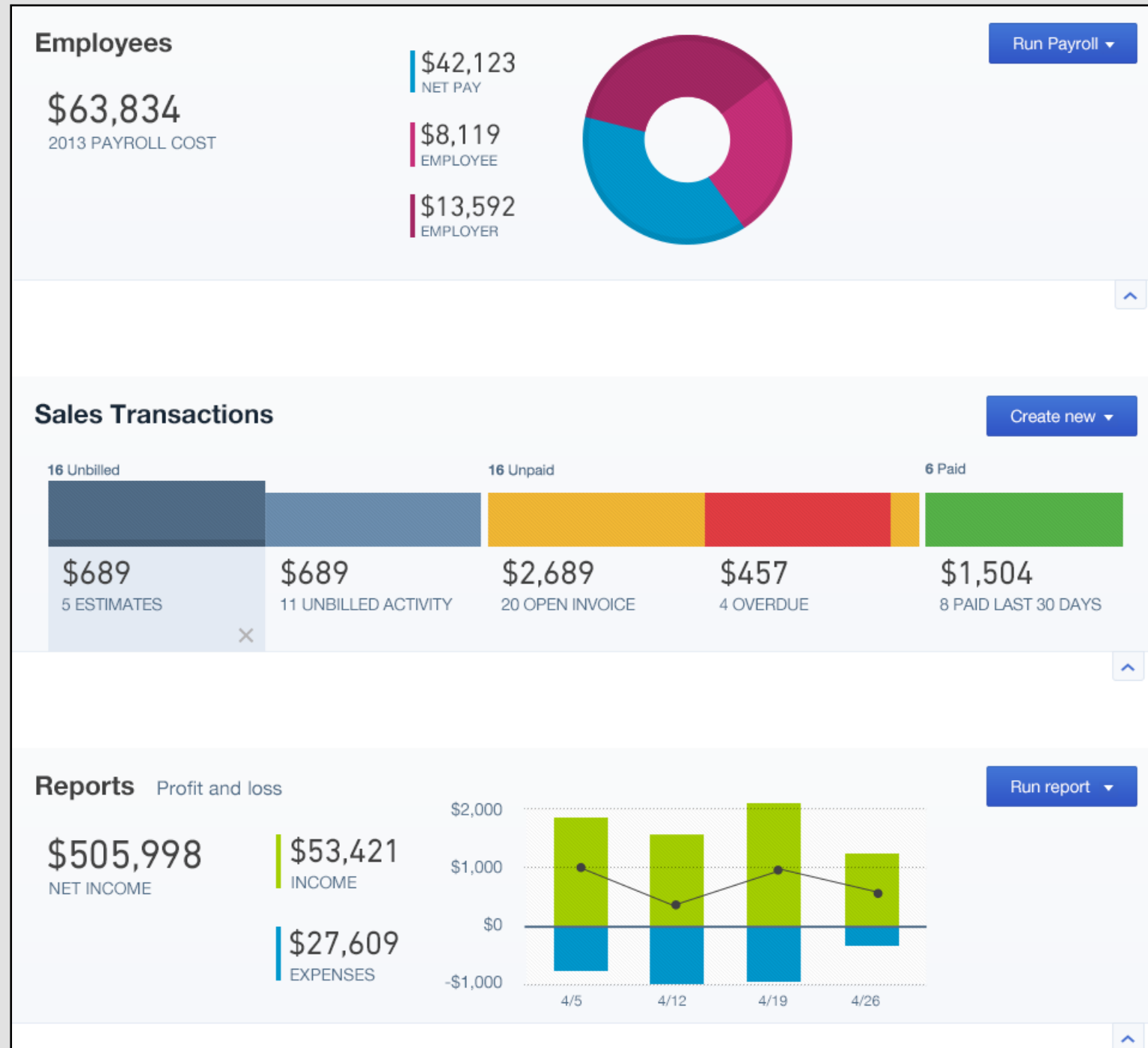
Screen 2: DESIGN CAMPAIGN
Screen 1
This is the first screen which the user sees. Choose the right kind of image and text to motivate the user to share information.
The image should motivate the text and
The headering of the image shouldn't be
This is the sample header text
Hello,
This is the body paragraph. It details out the message and shouldn't be more than a few lines. Remember, users wouldn't like to read if there is no relevant text in this. Like now I'm just repeating what I've said; which is not a good habit.
Buttons: Cancel, Preview

Screen 3: PUBLISH CAMPAIGN
Permalink:
Email:
To:
From:
Subject:
Buttons: Back, Publish

Internal tool to make well designed form based mailers.

My Works

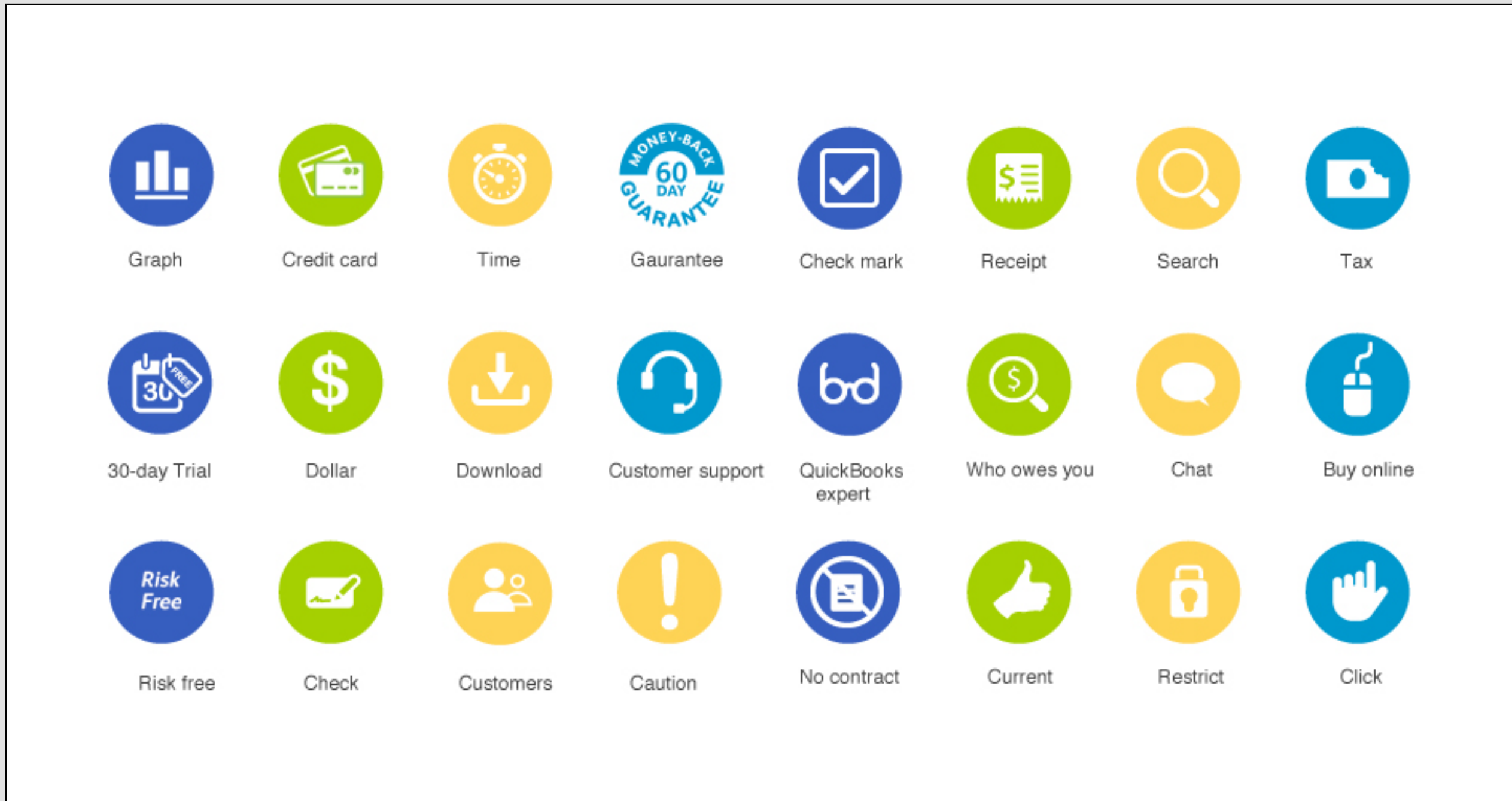
Unstructured Time



Different kinds of chart and graph mockups for visual design.

My Works

Unstructured Time Contd.



Icons of commonly used keywords

Learnings

It is not college

Alternate Ideas, Iterations & Experiments

Importance of Minimum Viable Product

There is always room for improvement

Importance of sketches and paper prototypes