METIS

How not to kill a top-tier product with a confusing website

METIS is an enterprise low-code platform designed for Master Data Management (MDM), data cleansing, deduplication, and integration. It centralizes fragmented corporate data from various operational systems to create a Single Source of Truth.

Initial State and Problem

1. Product Growth vs. Outdated Website / App

Historically, METIS utilized a very basic website and application. As the product gradually reached more clients, the need for a comprehensive product landing page emerged.

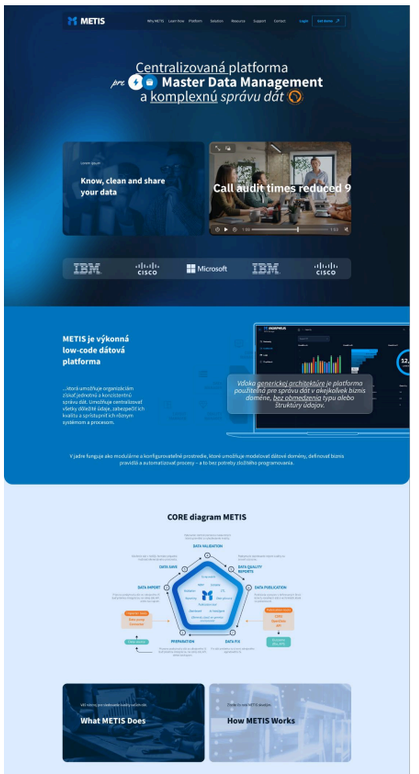
2. Unclear In-house Process

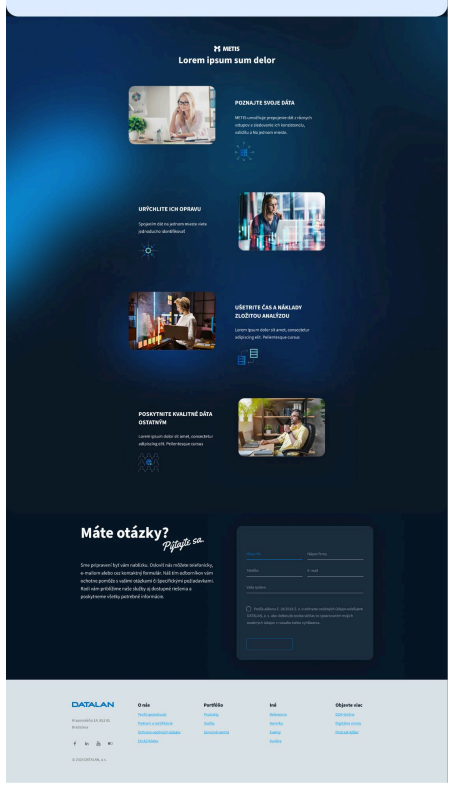
Absence of UX methodology: The initial state required the implementation of a structured process and the definition of a communication strategy that was previously lacking.

3. Unclear User Flow (Who is the website for?)

The website tried to say everything to everyone at once. However, the decision-making process for B2B/ Enterprise products begins with the manager (CEO, CFO, HR), who asks: "Will this solve my problem, and how much does it cost?" Only after their approval does the IT specialist (CTO, Admin) step in to examine the architecture and integration. The existing "information overload" hindered the manager's ability to make quick decisions.

Original product website design





4. Visual Smog and UI Fragmentation

- Use of non-reusable boxes and an excessive variety of layouts.
- Generic stock photos (smiling people in an office), towards which users have developed "banner blindness".
- Layering graphical elements over other graphical elements ("graphics on graphics") using opacities and gradients, resulting in a visually heavy and cluttered experience.

5. Cognitive Overload in Copy

- Multi-line center-aligned texts, lines that were too long (over 1184px wide), and 3-column text blocks with 8–12 lines that users automatically skip.
- Mixing 3 different font styles (bold, underline, italics) and handwritten fonts on a technical website.

6. Inconsistent and Misleading CTAs

- The first button upon entering the site was "Learn How" or "Training". This signaled to the user that the system is difficult to operate.
- Ubiquitous "More Information" buttons sent the user in loops instead of guiding them toward conversion (Demo / Contact).

My Role as a UX/UI Designer

1. Conduct a UX audit of the existing interface and the proposed version of the website.
2. Design a new user flow, website, application (Config/Data/Quality Manager), and information architecture.
3. Organize and evaluate user testing.
4. Create a scalable design system to reduce development effort not only for the website but for the entire METIS application (Config / Data / Quality Manager).

Content First.

Content that drives decisions.

Block 1: Hero / Overview (Focus on the Manager)

- **Goal:** Immediate impact on the managerial decision-maker without unnecessary noise.
- **Design:** A clean header, direct communication of business value, and two clear primary actions (Schedule a Consultation, Try a Demo).

Block 2: Business Value & Benefits (Decision-making Foundation)

- **Goal:** Translate technical parameters into time savings, cost reduction, and lower error rates.
- **Design:** 3-column cards equipped with clear iconography (instead of stock photos of happy people), and scannable bullet points with bold highlights on keywords.

Block 3: Platform & Architecture (Focus on the IT Specialist)

- **Goal:** Answer the technical user's questions regarding integration and modules.
- **Design:** A clear data flow diagram connecting Config Manager, Data Manager, and Quality Manager, free of stock photo clutter, transparencies, and color gradients.

Block 4: Why METIS (Competitor Comparison)

- **Goal:** Eliminate concerns about complex deployment and hidden costs.
- **Design:** A clear comparison table highlighting the low-code approach, security, and speed without explicitly naming specific competitors (using the neutral term "standard/competing platforms").

I designed the website structure based on competitor analysis and interviews with the sales department and stakeholders.

How to make sure, we don't miss the mark.

The new design was not based merely on assumptions, but was validated through moderated user testing, preference testing, and a standardized SUS (System Usability Scale) questionnaire.

The goal of the testing was to determine whether...

- **the website navigation is intuitive for users.**
- **the user can find key decision-making information (benefits, competitor comparison, platform details) without difficulty or frustration.**
- **the main conversion elements (requesting a demo and contact) are easily accessible, and whether the interaction process with them is fast and logical from the user's perspective.**
- **the new redesign, compared to the previous version, reduces cognitive load, increases product credibility, and overall improves the user experience.**

Format: Moderated interviews using the Think-Aloud protocol on desktop devices.
Metrics: Success Rate, Time on Task, Cognitive Load, and a Custom Usability Questionnaire.

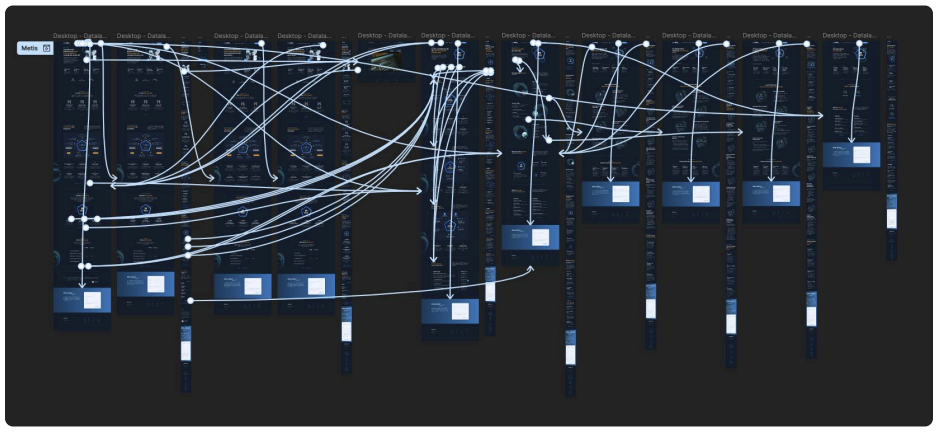
Testing Scenario

5-Second Test

The 5-second test is a simple technique used to gather quick user feedback or test reactions. The goal is for participants to have only 5 seconds to view or interact with a design, and then answer questions about what they remember or how they perceived it. This test is useful for evaluating first impressions, memorability, and content clarity.

- **What first caught your attention when you saw the homepage?**
- **What do you remember about what you saw?**
- **Were you confused or surprised by anything?**
- **What adjectives would you use to describe the design you just saw?**
- **What do you think this page is about? What product or service does it offer? (Ask outside of the Metis context)**
- **Who do you think this product is intended for? (Ask outside of the Metis context)**
- **What brand or company is behind this product? (Ask outside of the Metis context)**

Prototyp



Testing Tasks

Task 1 - Conversion: "You are interested in this product and would like to see for yourself how it works in practice. Show me how you would proceed."

Goal: Observe whether the user finds the "Try a demo" button in the header or sticky menu.

Task 2 - Understanding Benefits: "Your supervisor asks you what the main benefits of deploying this system are for your company. Where on the page would you look for arguments to present to your supervisor?"

Goal: Observe whether the user finds the "What METIS brings you" content section.

Task 3 - Competition: "There are several similar solutions on the market. Find information on the page about why METIS is better compared to standard competition."

Goal: Observe whether the user understands and finds the "Why METIS stands out" table.

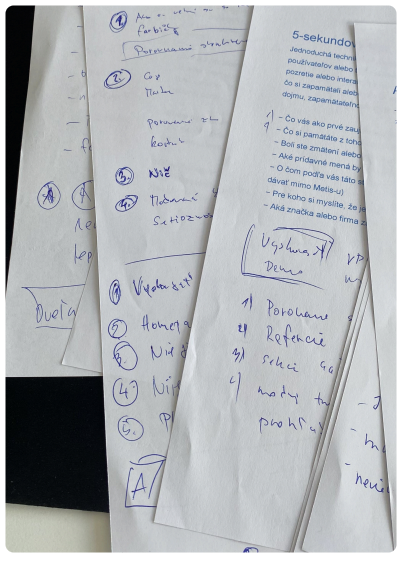
Task 4 - Contact: "You found out that you need a specific feature and want to ask if the system supports it. How would you contact the company?"

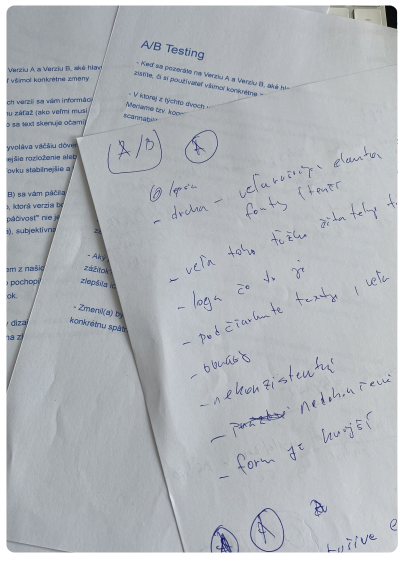
Goal: Observe whether the user quickly identifies the primary CTA for contacting sales or support.

Task 5 - Platform: "Imagine you are an IT specialist and need to find out exactly which specific modules the entire system consists of. Where would you look for this information?"

Goal: Observe whether the user finds the "Platform" item in the navigation menu.

User Testing





Preference Testing

Instead of quantitative A/B testing in a live environment, I opted for qualitative Preference Testing using an interactive prototype at this stage. I didn't just want to know what the user clicks on; I needed to understand their mental model—why they prefer a certain version and how they perceive the change.

Users (matching our manager and IT specialist personas) were presented with both versions of the interface. They were asked to evaluate their first impression, the scannability of the information, and their ability to quickly find key answers for the purchasing process.

In which of these two versions was it easier to find/read information, and why?

Goal: We are measuring cognitive load (how hard the user has to think) and scannability (how easily the text can be scanned visually).

Which version evokes greater trust in the product?

Goal: To determine whether a more conservative layout or, conversely, a more modern approach with graphics feels more stable and secure to the target audience.

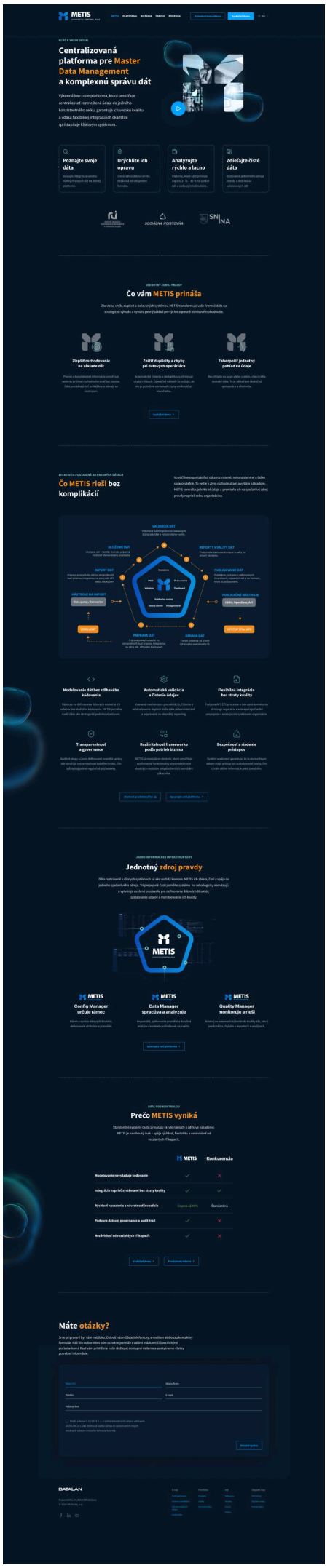
Which version (A or B) did you like more, and why?

Goal: This question provides the user's perspective on which version was more attractive or comfortable to use. Although "appeal" is not the same as "usability" (a page can be beautiful but unusable), subjective satisfaction significantly impacts the overall experience.

What is your overall impression of our changes? Did you feel they facilitated or improved your experience?

Goal: This helps us understand whether the user perceives the change as positive and if it improved their overall experience.

Original Design / Redesign



Feedback on the current version

"It feels unfinished."

"Looks like an incomplete UI."

"It's a circus, way too much text."

"A lot of text that is hard to read."

"Too many distracting elements, inconsistent, underlined text, and too many different fonts."

Feedback on the new version

"Less of a content dump."

"Better structure, clearer, less text, more professional."

"Two steps forward in terms of design."

"Much better, an easier to understand version."

"I didn't have to search for anything or click around too much."

"Less cramped, much cleaner, a big step forward."

"I didn't have to keep clicking through multiple subpages."

Attention Insight

Attention Insight is an AI-powered analytics tool used to predict user visual attention (predictive eye-tracking). The AI models of this tool are trained on extensive data from real eye-tracking studies, allowing them to simulate with high accuracy (typically over 90%) where people will look during the first 3 to 5 seconds after a design is displayed.

In product design practice, it is used for the rapid validation of visual hierarchy and the optimization of interfaces before they move into development or live user testing.

"Before launching live testing, I utilized Attention Insight's AI analytics to predict visual attention. The heatmaps confirmed that the user's primary focus in the first 5 seconds indeed falls on the main Value Proposition and CTA elements with over 90% certainty."

Predictive Heatmaps

Custom Usability Questionnaire

To measure overall satisfaction and the perceived complexity of the new website, we utilized a questionnaire based on a 5-point Likert scale. Instead of using generic standardized questionnaires (such as SUS), I mapped the statements directly to the critical conversion goals and the information architecture of the METIS platform.

The goal was to obtain precise data on whether we had successfully removed barriers to finding key information (demo, contact, module architecture). The questionnaire contained 10 specific statements, where we deliberately alternated positive and negative formulations (alternating items) to prevent automatic clicking (response bias) and gather more relevant data.

- **I thought the website was easy to use.**
- **I found the website to be unnecessarily complex and cluttered with distracting elements.**
- **The website is clear, and the information is organized logically and comprehensibly.**
- **It is difficult to navigate the website; it feels chaotic.**
- **Figuring out how to view a demo was quick and intuitive for me.**
- **Finding out how to try the demo version felt complicated and unclear.**
- **Finding more detailed information about the METIS platform was easy for me.**
- **Accessing more detailed information about the platform was confusing, and I wasn't exactly sure where to click.**
- **If I were interested in the product, finding a way to contact the company was completely effortless.**
- **It took me too long to figure out how and where to contact the company.**

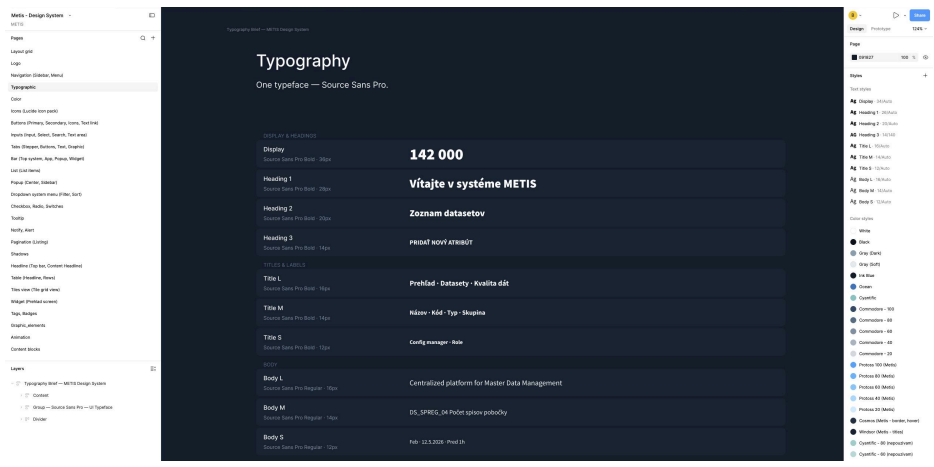
The new design achieved excellent results, with over 90% of users leaning towards a highly positive rating (Strongly Agree / Agree) for statements regarding intuitiveness and the speed of finding information. The perceived level of frustration dropped to a minimum.

A Smooth Transition to Development.

From Confusing Screens to a Unified System.

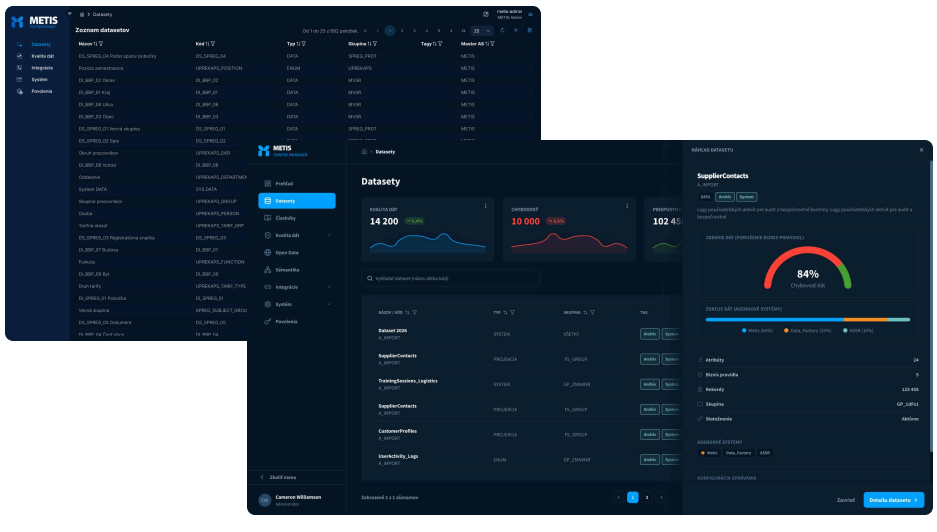
The process doesn't end with successful user validation of the interface. To prevent visual inconsistency during development and reduce implementation effort, establishing clear rules was crucial. Therefore, a foundation for a design system was created, which currently contains over 110 components.

Design System (110 components)



The established system of visual rules was not an end in itself. Its primary role was to serve as a universal building block for the entire platform ecosystem, from the first website visit to daily work within the system.

Config / Data / Quality Manager - The current state of the Config Manager includes over 250 desktop screens.



Thank you for your attention

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