

Dropbox Redesign 24-hour Challenge

Challenge:

Redesign Dropbox's dashboard to help increase the visibility of the types of files users have.

Roles:

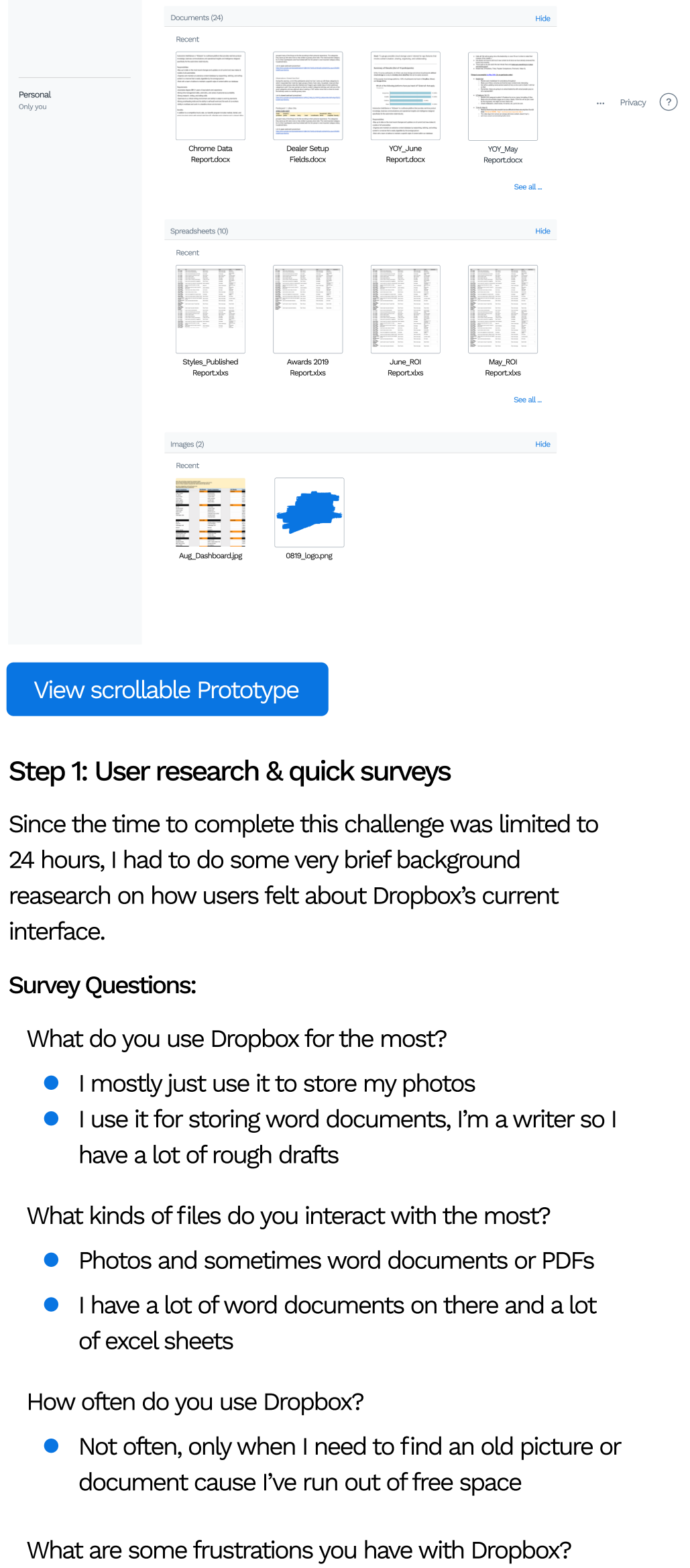
- User research
- UI Design

Solution:

Created a dashboard that shows users the total amount of files in their account with specific separations for each file type: Documents, Spreadsheets, Images, and Media files.

Tools:

- Figma
- Adobe Acrobat DC
- Undrawio



View scrollable Prototype

Step 1: User research & quick surveys

Since the time to complete this challenge was limited to 24 hours, I had to do some very brief background research on how users felt about Dropbox's current interface.

Survey Questions:

What do you use Dropbox for the most?

- I mostly just use it to store my photos
- I use it for storing word documents, I'm a writer so I have a lot of rough drafts

What kinds of files do you interact with the most?

- Photos and sometimes word documents or PDFs
- I have a lot of word documents on there and a lot of excel sheets

How often do you use Dropbox?

- Not often, only when I need to find an old picture or document cause I've run out of free space

What are some frustrations you have with Dropbox?

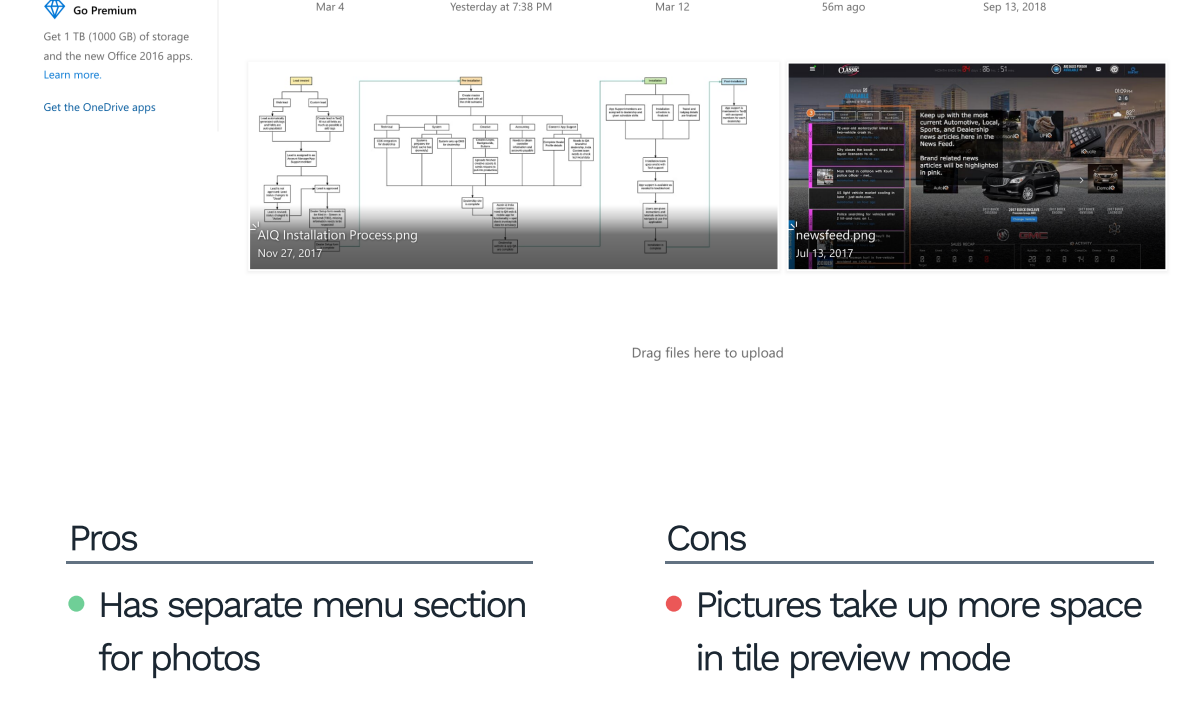
- Cannot see how many files I have in total
- Once you click on a folder the option to sort by a specific file type is not obvious
- No separation between word documents and spreadsheets

Step 2: Competitive Analysis

Next I decided to do some more research into the competition and made a list of Pros and Cons about their dashboards keeping the following questions in mind:

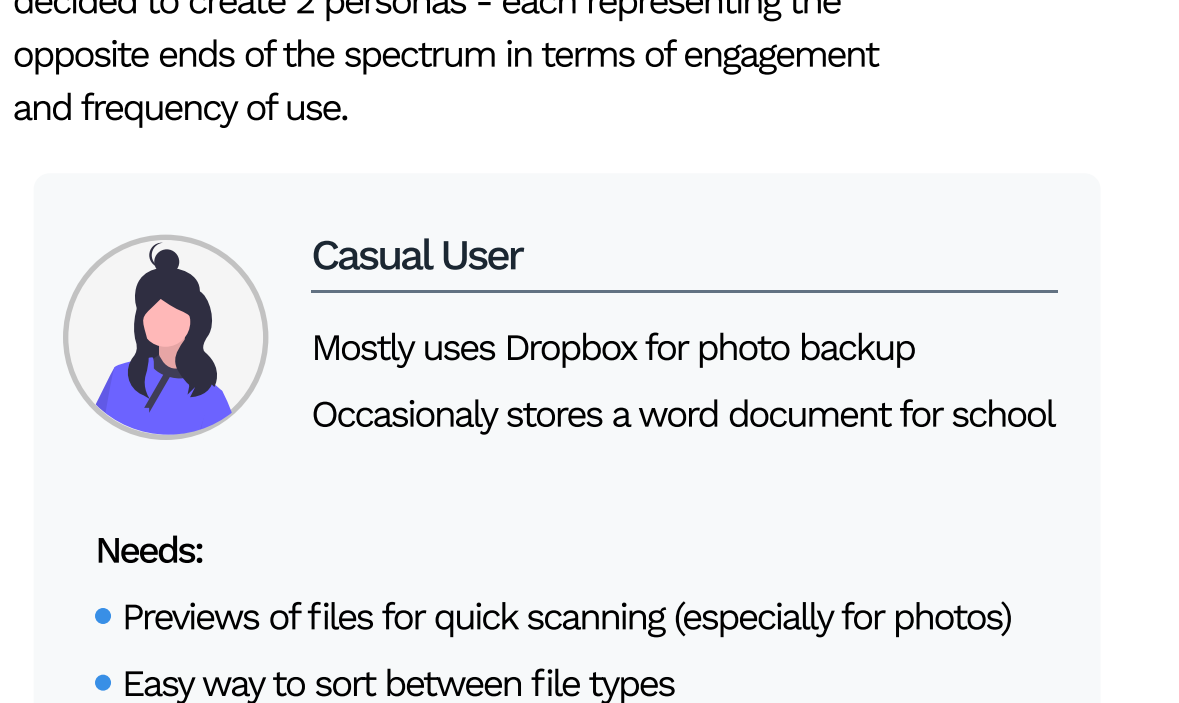
- Who are the competitors?
- How do they show users the different types of files they have?
- How easy/hard is it to sort by file type on their dashboard?

Google Drive



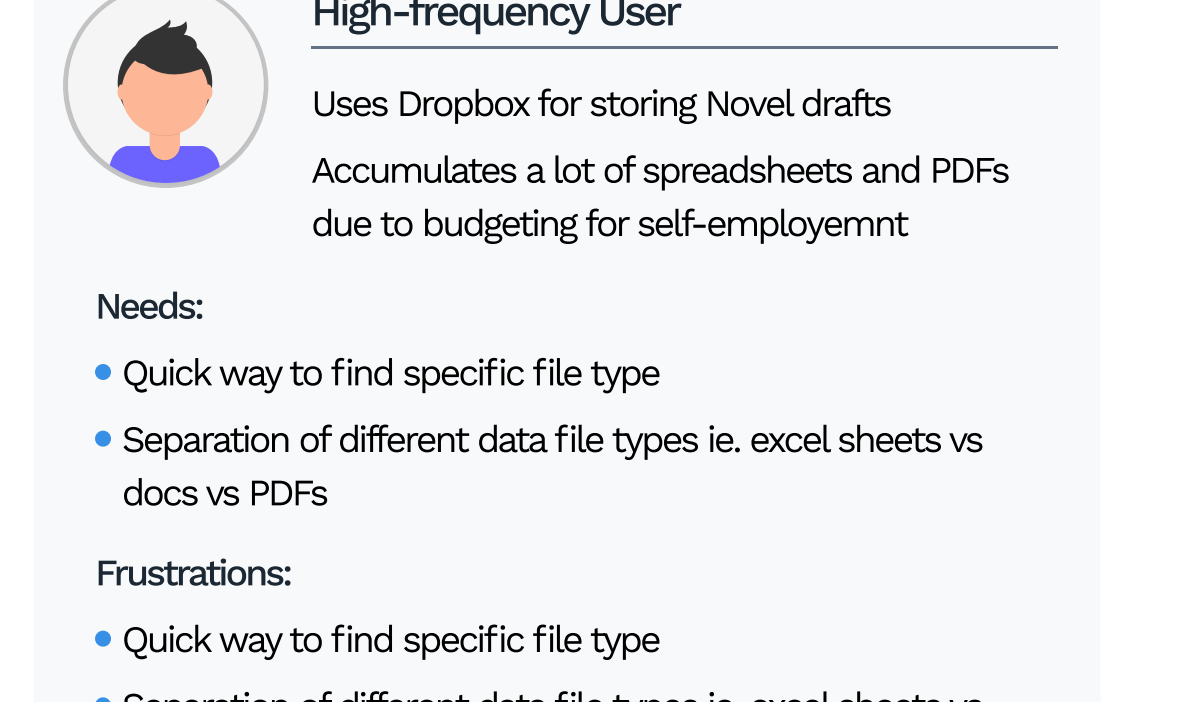
- | | |
|--|---|
| <p>Pros</p> <ul style="list-style-type: none"> • Clear distinctions with icons on different file types • Separates folders from files | <p>Cons</p> <ul style="list-style-type: none"> • Function to filter by file type is hidden in the search bar • No way to tell how many files you have in total |
|--|---|

iCloud



- | | |
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| <p>Pros</p> <ul style="list-style-type: none"> • Clearly shows users what the file type is • Files are displayed exactly the same way they would appear in the desktop application | <p>Cons</p> <ul style="list-style-type: none"> • Cannot see all files at once, must navigate by application type • No preview of document file types |
|---|---|

OneDrive



- | | |
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| <p>Pros</p> <ul style="list-style-type: none"> • Has separate menu section for photos • Shows previews of the content inside images and documents | <p>Cons</p> <ul style="list-style-type: none"> • Pictures take up more space in tile preview mode • No way to sort by type of file |
|--|---|

Step 3: Developing user personas

Based on the information gathered from the survey, I decided to create 2 personas - each representing the opposite ends of the spectrum in terms of engagement and frequency of use.

Casual User

Mostly uses Dropbox for photo backup
Occasionally stores a word document for school

Needs:

- Previews of files for quick scanning (especially for photos)
- Easy way to sort between file types

Frustrations:

- All file types are sorted together
- Navigation that isn't obvious

High-frequency User

Uses Dropbox for storing Novel drafts
Accumulates a lot of spreadsheets and PDFs due to budgeting for self-employment

Needs:

- Quick way to find specific file type
- Separation of different data file types ie. excel sheets vs docs vs PDFs

Frustrations:

- Quick way to find specific file type
- Separation of different data file types ie. excel sheets vs docs vs PDFs

Step 4: Creating user stories

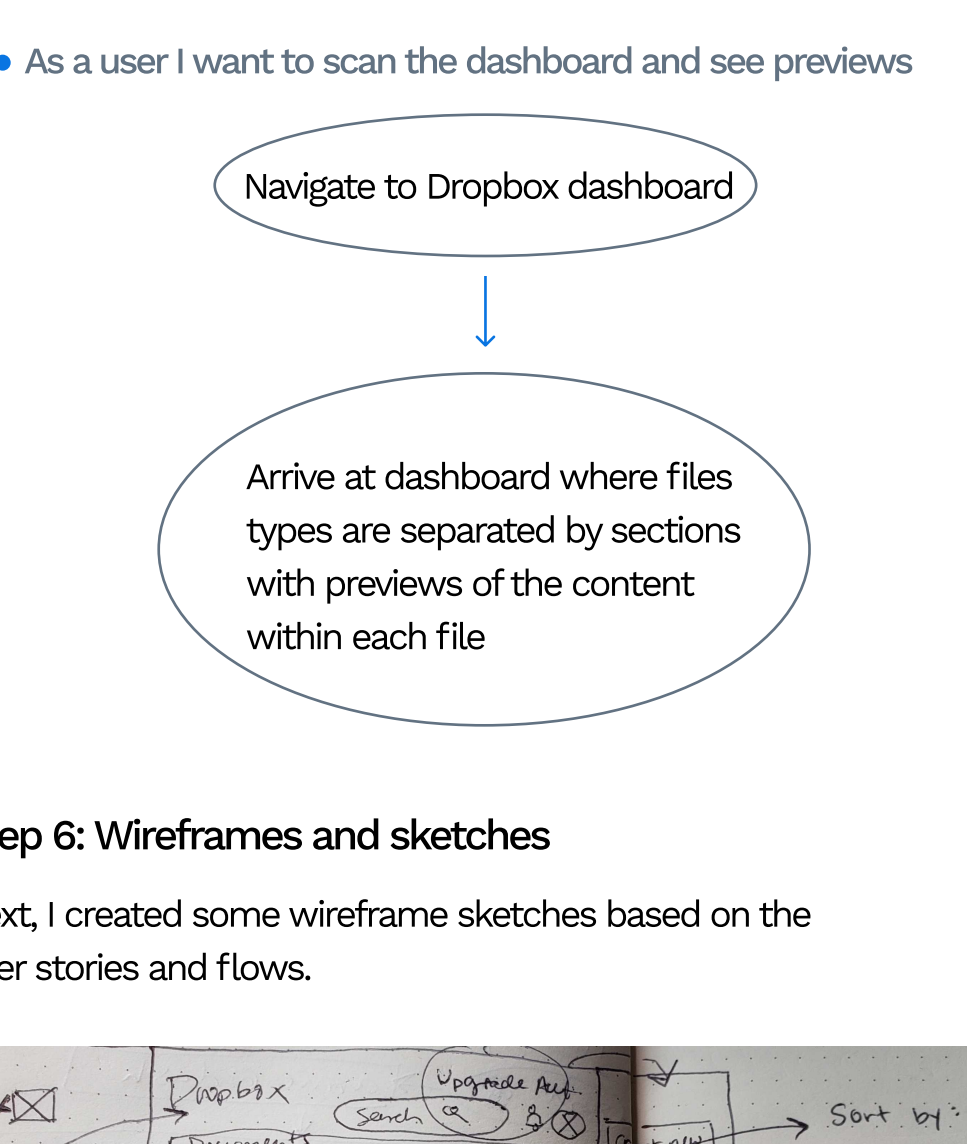
Using the information gathered from the user personas, surveys, and competitive analysis I created the user tasks needed to be able to visualize different file types on the Dropbox dashboard:

As a user, I want to...

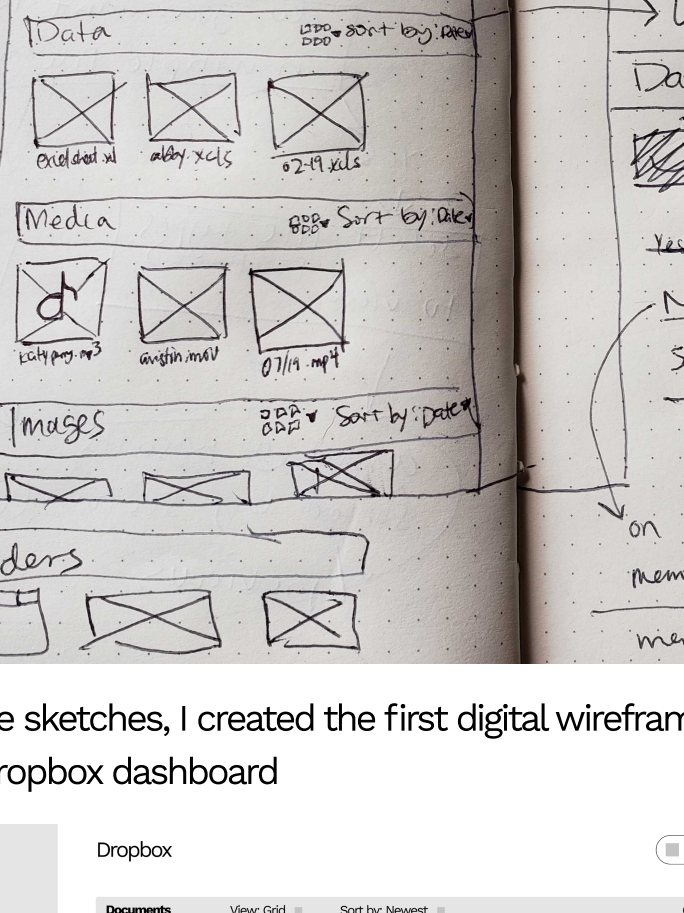
- sort my files by type (documents, spreadsheets, images, media, etc.)
- be able to easily scan the dashboard and see a preview of the different file types

Step 5: Translating user stories to user flows

- As a user I want to sort my files by file type...

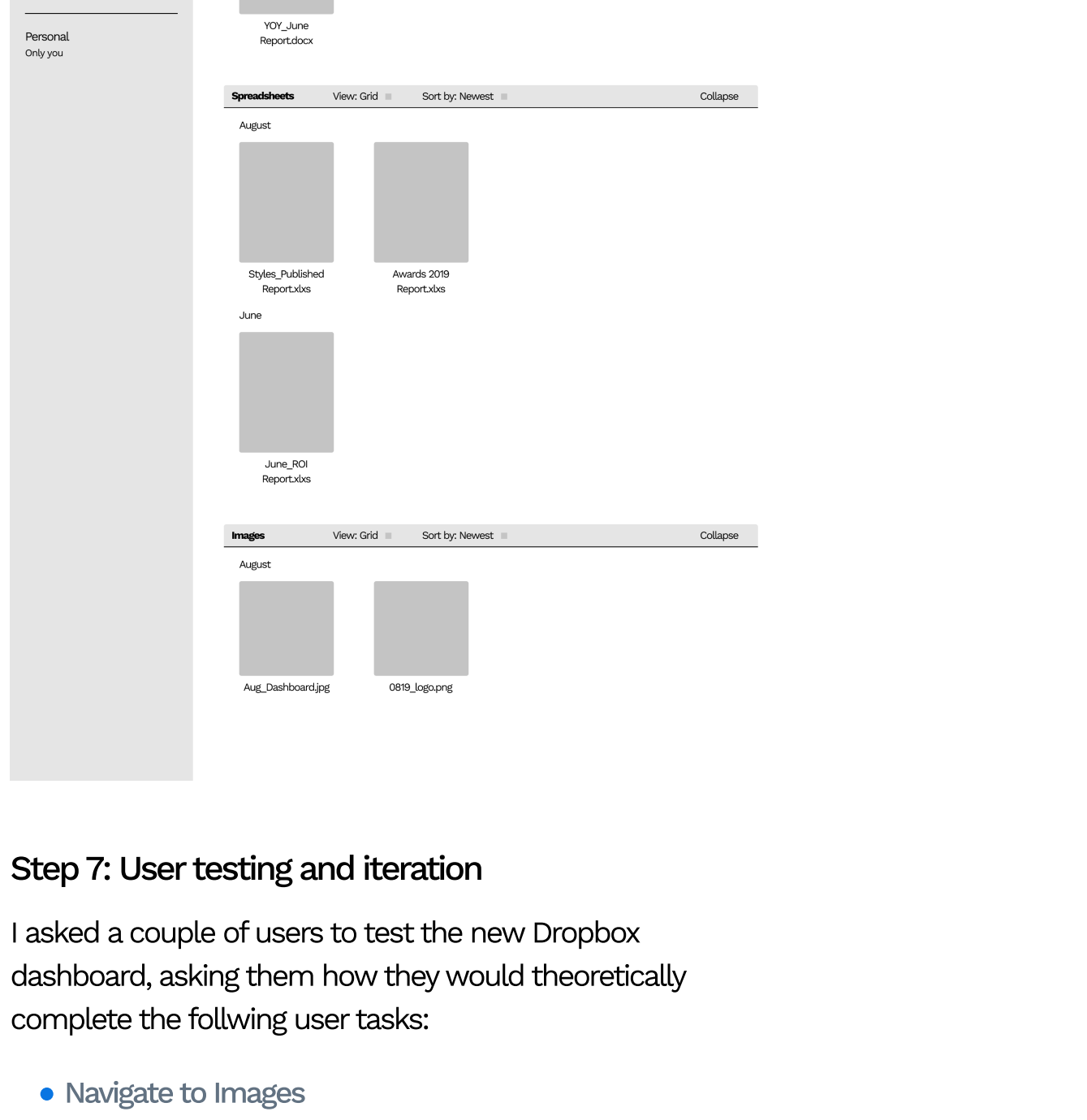


- As a user I want to scan the dashboard and see previews

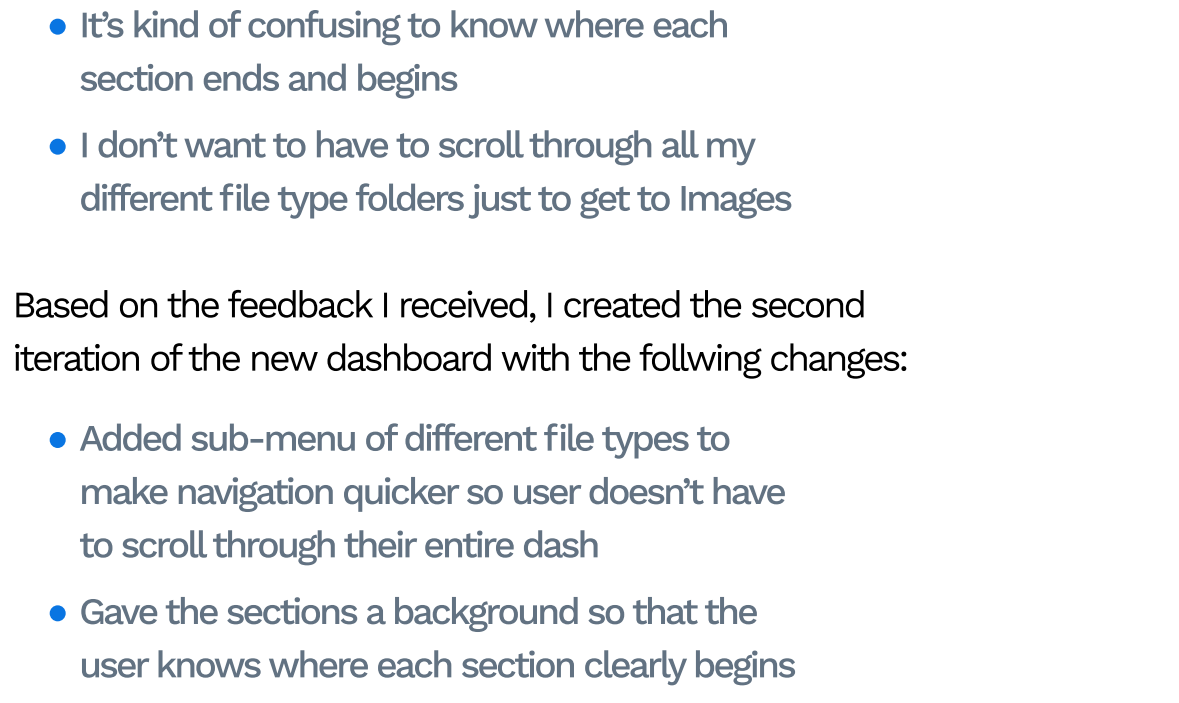


Step 6: Wireframes and sketches

Next, I created some wireframe sketches based on the user stories and flows.



Using these sketches, I created the first digital wireframes of the new Dropbox dashboard



Step 7: User testing and iteration

I asked a couple of users to test the new Dropbox dashboard, asking them how they would theoretically complete the following user tasks:

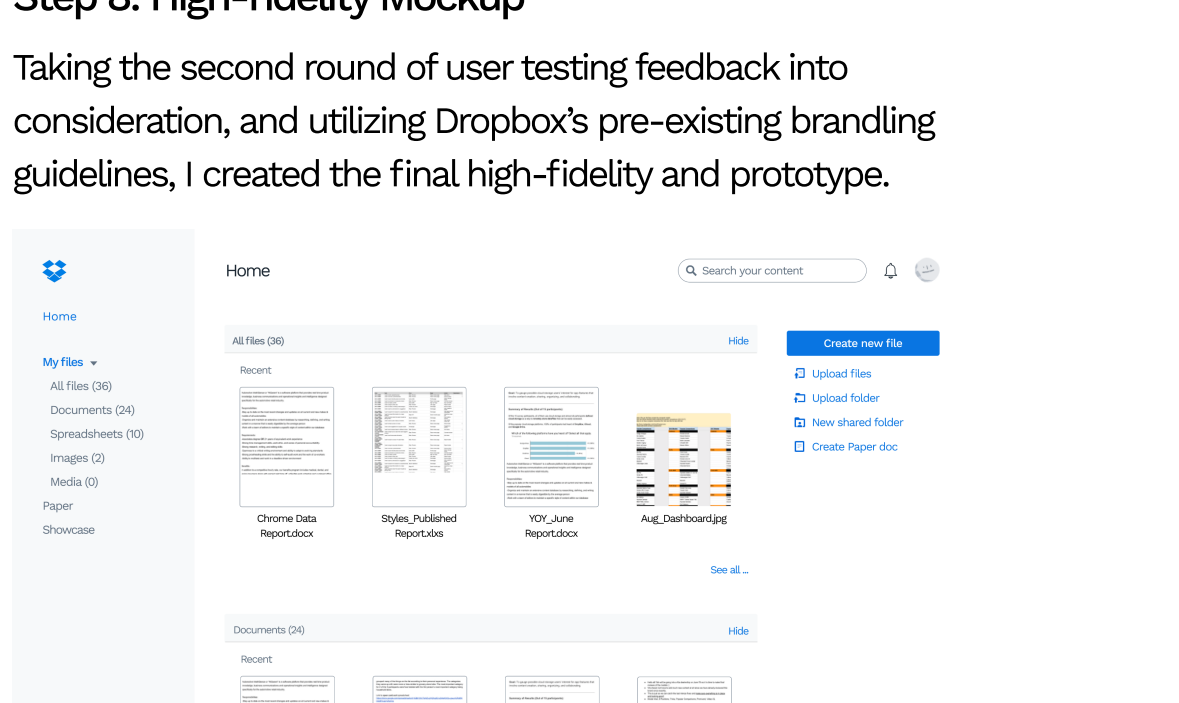
- Navigate to Images
- Scan the dashboard to see previews of different files

The feedback I received was:

- How do you view all files?
- It's kind of confusing to know where each section ends and begins
- I don't want to have to scroll through all my different file type folders just to get to Images

Based on the feedback I received, I created the second iteration of the new dashboard with the following changes:

- Added sub-menu of different file types to make navigation quicker so user doesn't have to scroll through their entire dash
- Gave the sections a background so that the user knows where each section clearly begins and ends
- Added a link to "See all..." files in a specific folder

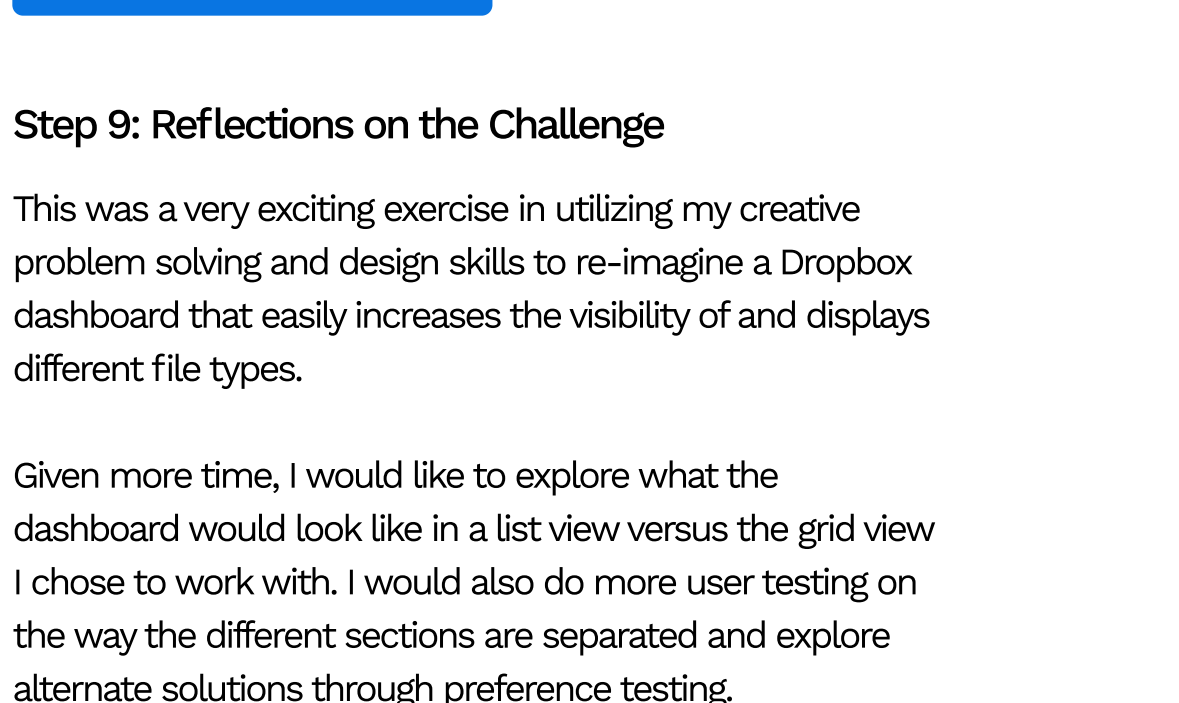


And then I did some more user testing and important feedback points I received were:

- The current Dropbox dashboard doesn't have all the extra menu options - that's only when you go into a folder
- The added background on the folders makes the dashboard seem too busy
- Is there a way I can hide some sections?
- What if I want to know how many files I have?

Step 8: High-fidelity Mockup

Taking the second round of user testing feedback into consideration, and utilizing Dropbox's pre-existing branding guidelines, I created the final high-fidelity and prototype.



It was at this time that I had come to the end of the 24-hour deadline but the changes that I implemented from previous user feedback and for this mockup are:

- Added total number of files per type to the sub-menu
- Added a "Collapse" function to the folders
- Removed menu items that didn't belong on the dashboard

View scrollable Prototype

Step 9: Reflections on the Challenge

This was a very exciting exercise in utilizing my creative problem solving and design skills to re-imagine a Dropbox dashboard that easily increases the visibility of and displays different file types.

Given more time, I would like to explore what the dashboard would look like in a list view versus the grid view I chose to work with. I would also do more user testing on the way the different sections are separated and explore alternate solutions through preference testing.