

Celanese Corporation

# MyCelanese: Web Application

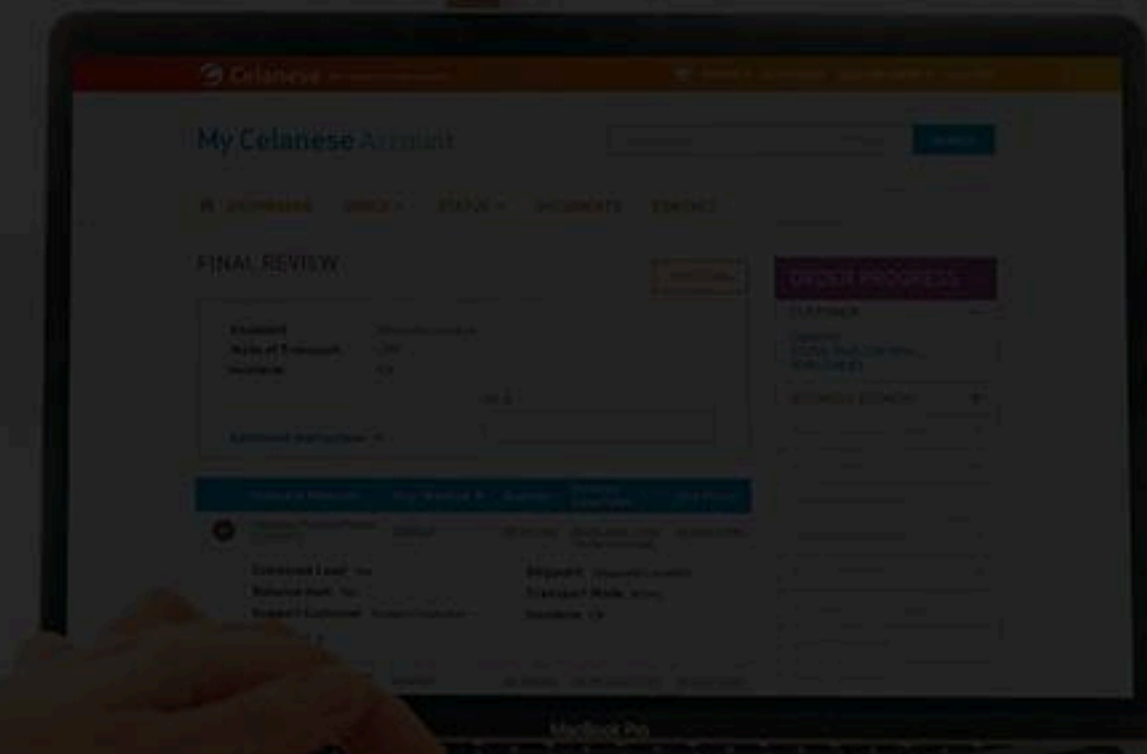
This project focused on leading the UX and design of MyCelanese, a complex B2B e-commerce application used by external customers and internal account representatives to create and manage orders. As an industrial materials company serving automotive, medical, electronics, and manufacturing industries, Celanese required an efficient, reliable, and scalable digital platform to support high-volume, high-complexity transactions.

## Role

- Served as UX/UI Designer leading research and interface design for the application
- Directed UX strategy including discovery, information architecture, wireframing, and testing
- Facilitated a week-long co-creation discovery workshop with cross-functional stakeholders across business, engineering, administration, and branding
- Conducted user research through remote surveys to identify pain points, workflows, and feature opportunities
- Collaborated closely with engineering and product teams to ensure feasibility and adoption

## Impact

- Improved user efficiency by simplifying complex order management workflows
- Aligned business and technical stakeholders through structured discovery and shared goals
- Modernized the interface to create a faster, more intuitive B2B experience
- Established a clearer information architecture supporting scalable future enhancements



# Scope

## Discovery Workshop

The application was highly complex, involving various stakeholders across business, engineering, administration, branding, and multiple user levels. To navigate this complexity, a week-long co-creation workshop was conducted with key stakeholders to tackle discovery, define goals and requirements, and align all teams with the plan moving forward.

## Key Findings

### 01.

#### One Hub

Merge six business units under one unified portal for a consistent and streamlined order management experience.

### 02.

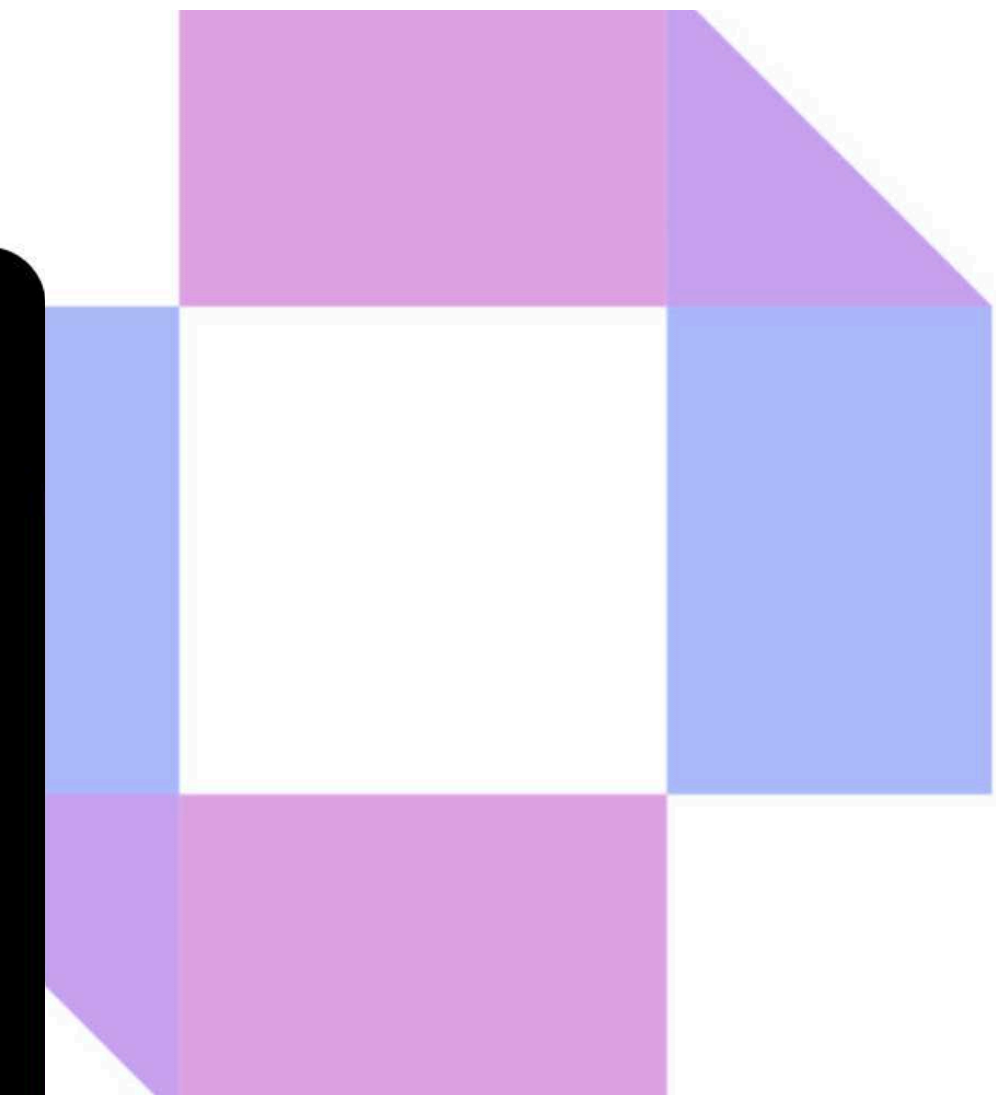
#### Operational Efficiency

Implement self-service options for customers (external users) to help optimize customer service team's (internal users) performance.

### 03.

#### Improve Experience

Enhance customer experience, reduce errors in order entry and provide customers access and support 24/7.



# Understanding the Users

## Surveys

Insights were gathered from 10 internal app users through remote surveys. Key data points collected include:

- Overall experience in terms of frustrations
- Roles and responsibilities
- Primary goals on app
- Frequent tasks and step by step explanation of tasks
- Improvement suggestions
- New functionality and feature suggestions

## Research Findings

### 01.

#### Top User Pain Points

*(In order from most frequent to least)*

- Long and complex ordering process prone to errors
- Important documents not easily accessible on app
- Cannot access account information on the go
- No direct way to email or share documents
- App frequently not responsive or working at all
- Login very slow, sometimes can't login at all
- Delays and bottlenecks in the ordering process
- Customer reps are more reactive and less proactive

### 02.

#### User Tasks

*(in order from most frequent to least)*

- Order entry / Re-ordering
- Access, print and email documents
- Retrieve data (order or payment status)
- Edit orders
- Create, maintain and delete user accounts (admins)

### 03.

#### User Roles and Responsibilities

*(Different privileges and access according to user roles)*

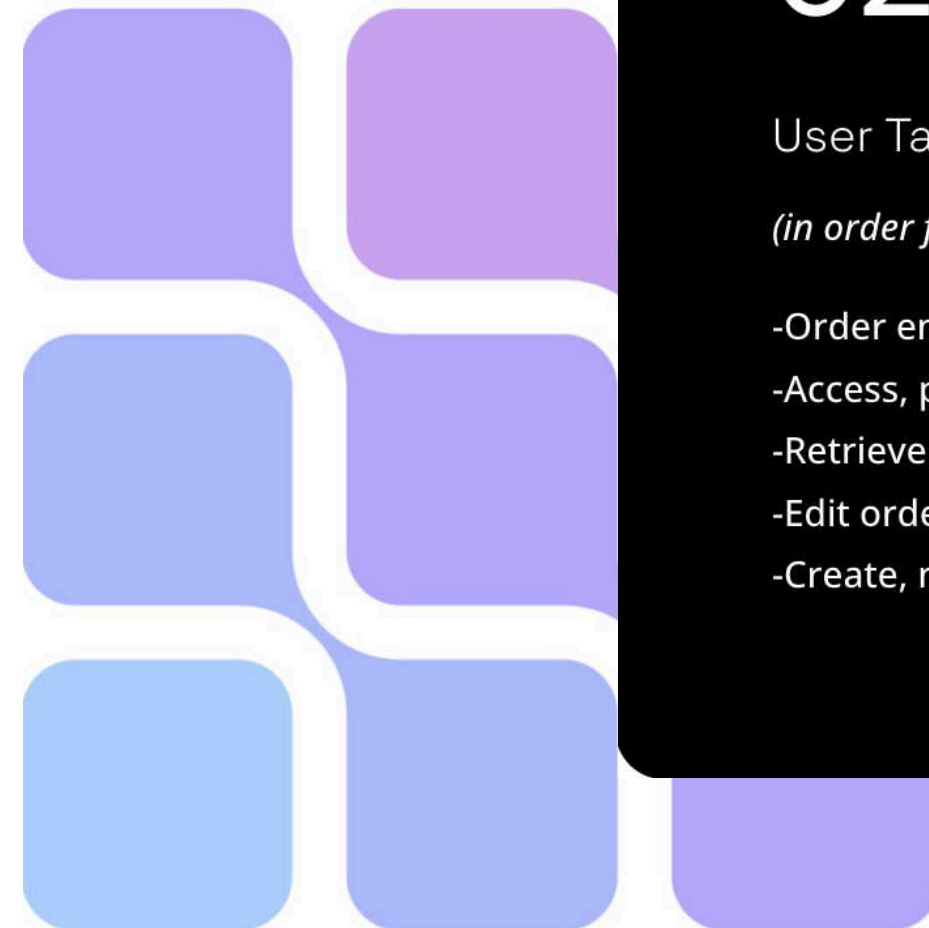
- Customer Account Reps (internal users) – Manage customer orders and accounts and provide support throughout the ordering process
- Customers (external users) – Create, track and manage orders, print documents
- Super Users / Admins (internal users) – Access to all user accounts, change and update account settings, assign customers to account reps, create and delete accounts

### 04.

#### Experience Ranking

*(From worse to best)*

- Ease of accomplishing goal
- Visual appeal
- Organization of the site
- Ease of navigation
- The quality and readability of the content



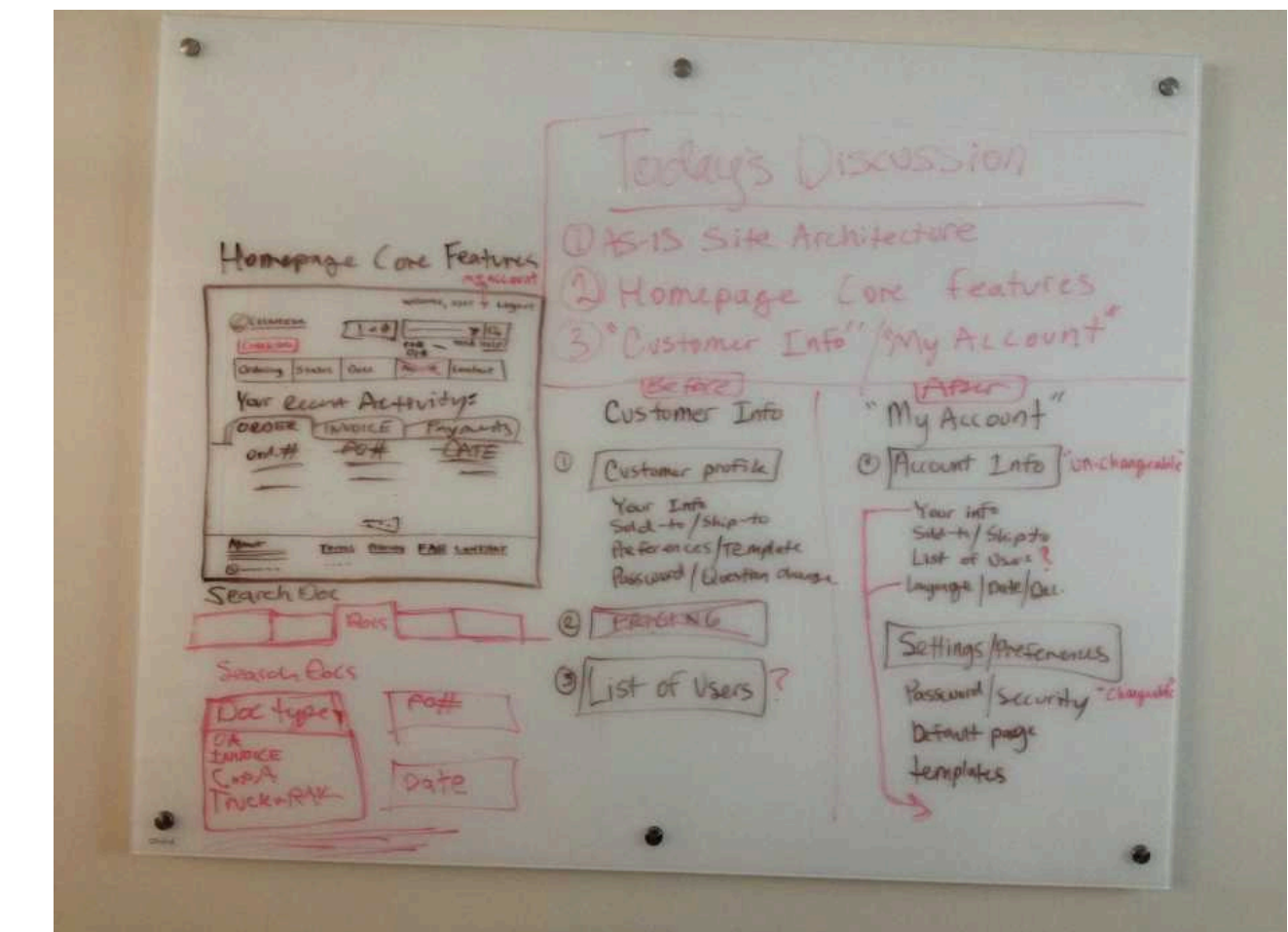
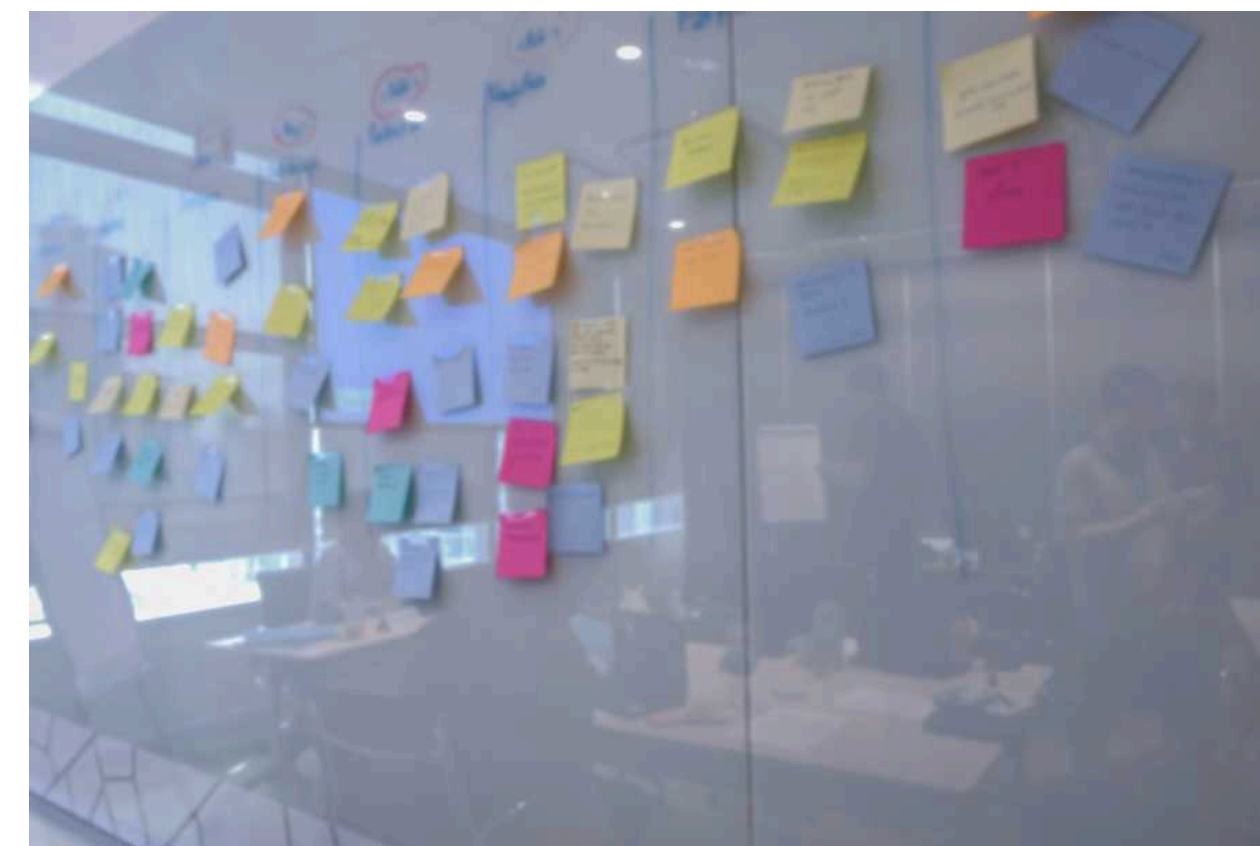
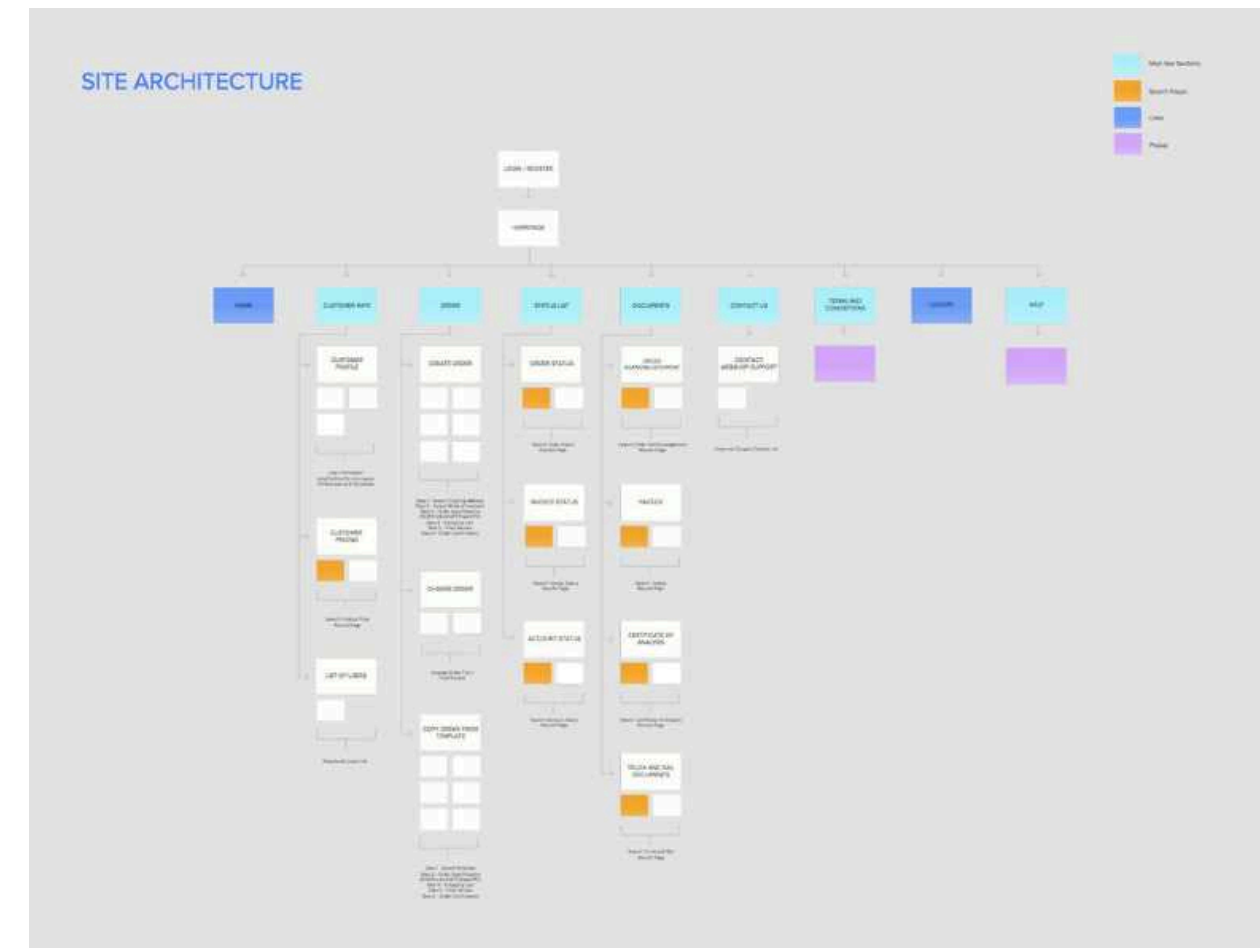
# Ideation

## Information Architecture

Affinity mapping was utilized to gain a deeper understanding of the workflow and touchpoints within each process. This information guided the creation of a sitemap, which outlined the various pages and sections of the app and their interconnections.

## Brainstorm Sessions

During the weeklong workshop, a lean approach was employed to plan the layout, UI, and identify essential features and functionality. The process began with quick, basic whiteboard sketches, where ideas were shared and refined with the team. This iterative method resulted in the creation of 47 detailed wireframes for both mobile and desktop.



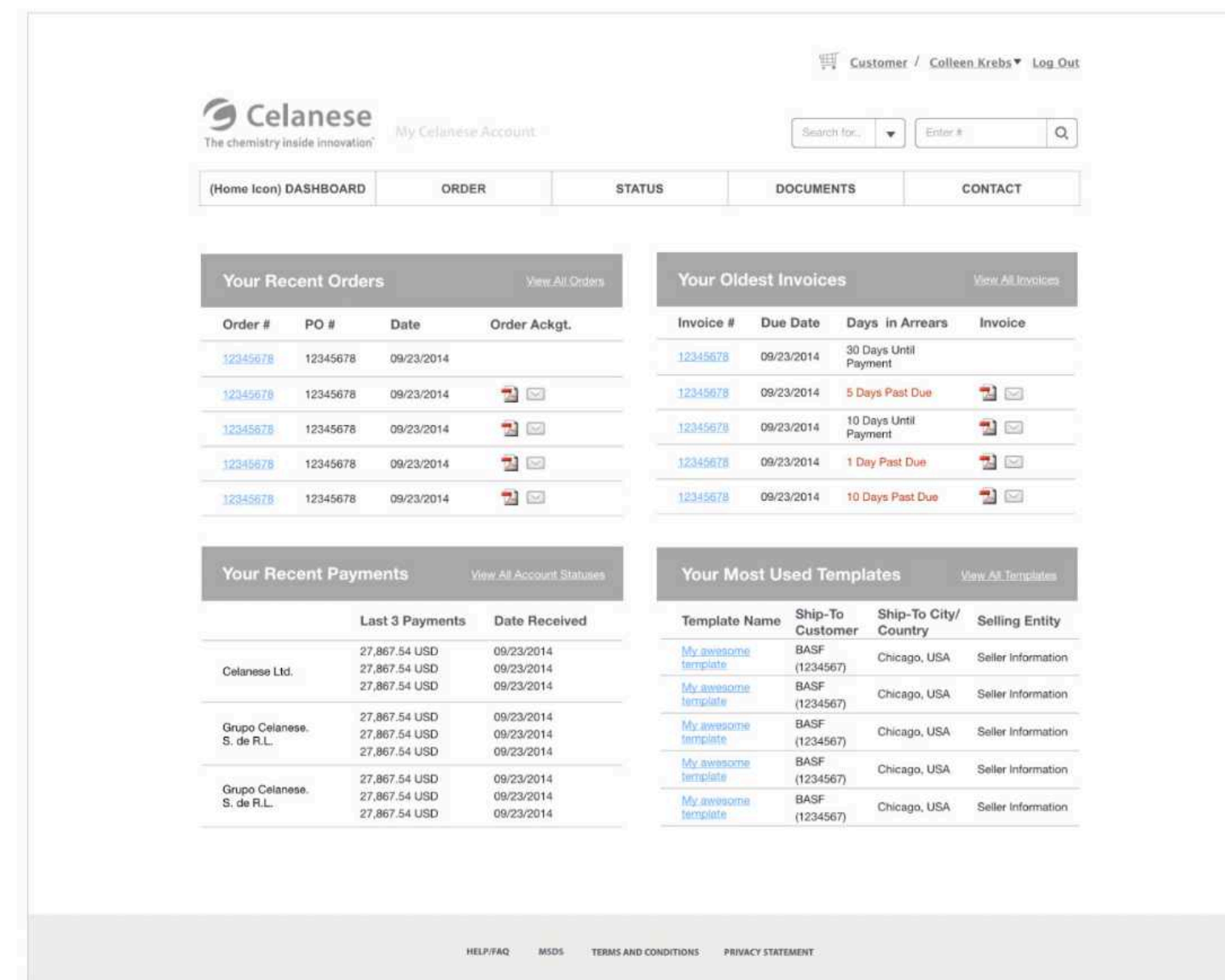
# Proposed Solutions

Each wireframe was meticulously planned and annotated to provide clear guidance on layout, functionality, interaction elements and showcase the proposed UX/UI solutions.

## Dashboard

The dashboard offers fast access to what users need most based on their top tasks.

- Gives a quick overview of recent orders and payments
- Quickly mail documents from the dashboard
- Access older files easily by searching the document type or PO#
- Simplified navigation with global nav for easy access to profile, settings and shopping cart



# Proposed Solutions

## Optimized Ordering Process

Designed a straightforward and user-friendly experience focusing on a simplified step-by-step process.

- Organized the checkout process into clear steps and grouped content for easy organization and readability.
- Incorporated expand/collapse elements to streamline scrolling and prevent clutter.
- Formatted the progress bar to visually represent the order fulfillment process, allowing users to navigate back and forth easily.

The screenshot shows the 'Final Review' page of a Celanese account. At the top, there's a navigation bar with 'Customer / Colleen Krebs / Log Out' and a search bar. Below that, a menu bar contains 'DASHBOARD', 'ORDER', 'STATUS', 'DOCUMENTS', and 'CONTACT'. The main content area is divided into several sections:

- Final Review:** A summary of order details including Shippoint, Mode of Transport (Truck), Incoterm (CIF), and a PO# field.
- Your Order Progress:** A vertical list of steps: CUSTOMER, BUSINESS SEGMENT, SELLING ENTITY, SALES ORDER TYPE, SHIP-TO ADDRESS, UNLOADING POINT, BILL-TO PARTY, PRODUCT SELECTION, SHOPPING CART, and FINAL REVIEW.
- Order Items Table:** A table with columns for Celanese Material, Line Item #, Your Material#, Quantity, Requested Delivery Date / Time, and Unit Price. It lists items like n-Butyl Acetate, Nutrinova Sorbic Acid dust free, and Methoxybutanol.
- Shipping Instructions:** Two sections for 'External' and 'Internal' instructions with text input fields.
- Contact Information:** Details for Customer Service Rep (Colleen Krebs) and Customer Sales Support.
- Agreement:** A checkbox for 'I agree with these terms and conditions' and 'SUBMIT ORDER' buttons.

The screenshot shows the 'Your Order Progress' page of a Celanese account. At the top, there's a navigation bar with 'My Celanese Account' and a search bar. Below that, a menu bar contains 'DASHBOARD', 'ORDER', 'STATUS', 'DOCUMENTS', and 'CONTACT'. The main content area is divided into several sections:

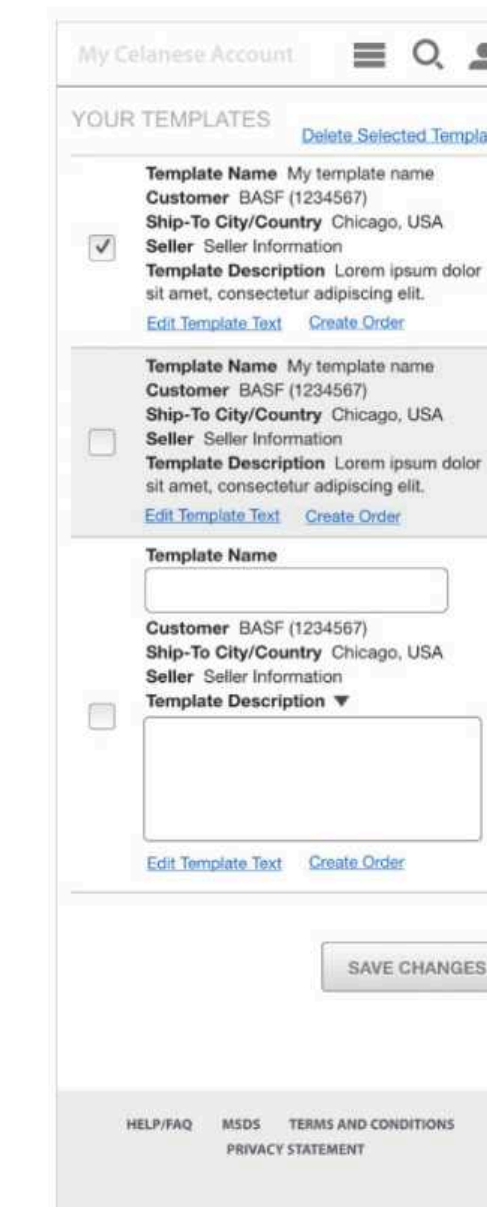
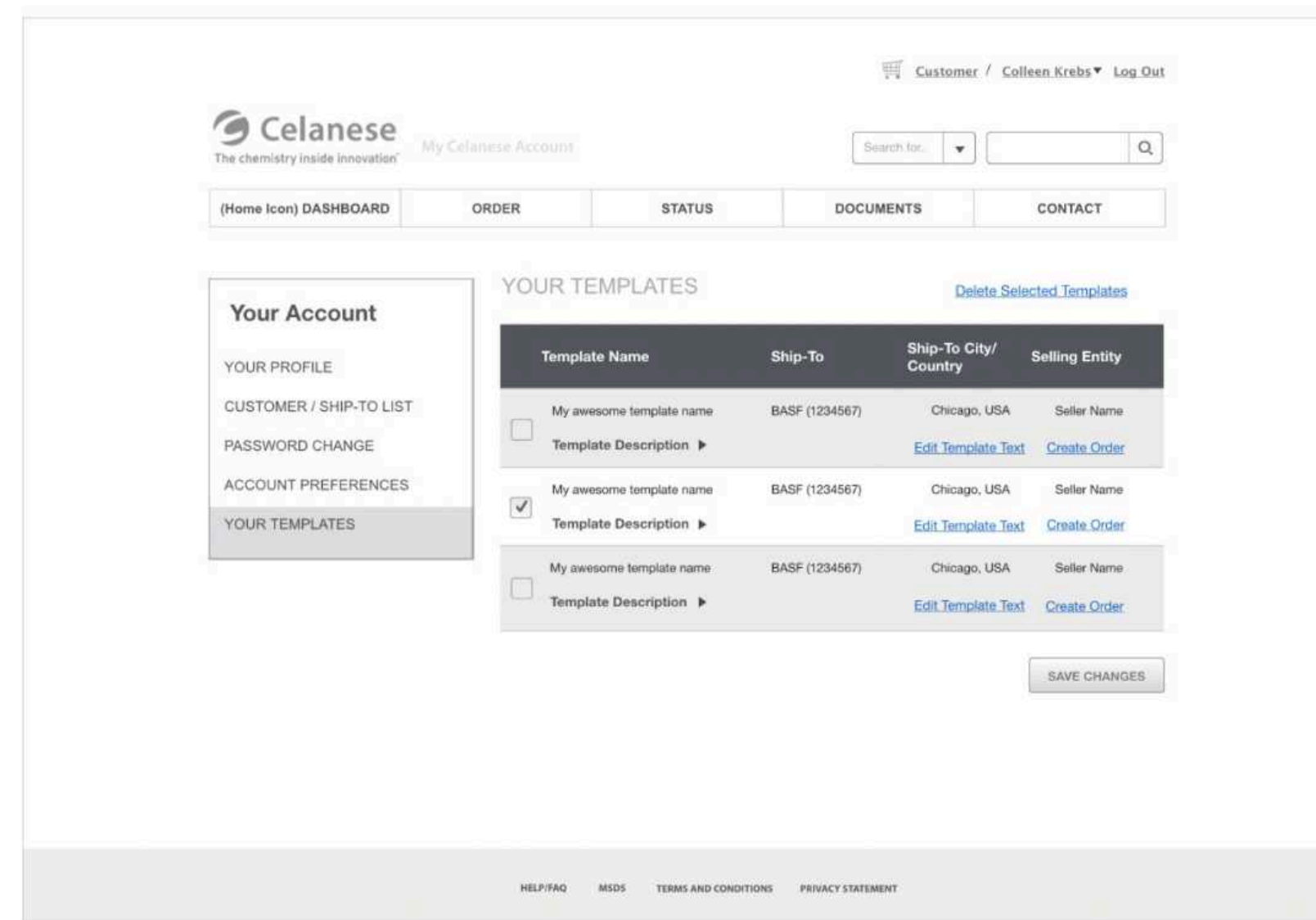
- Your Order Progress:** A vertical list of steps: CUSTOMER, BUSINESS SEGMENT, SELLING ENTITY, SALES ORDER TYPE, SHIP-TO ADDRESS, UNLOADING POINT, BILL-TO PARTY, PRODUCT SELECTION, SHOPPING CART, and FINAL REVIEW.
- Order Summary:** A summary of order details including Shippoint, Mode of Transport (Truck), Incoterm (CIF), and a PO# field.
- Order Items Table:** A table with columns for Celanese Material, Line Item #, Your Material#, Quantity, Requested Delivery Date / Time, and Unit Price. It lists items like n-Butyl Acetate.
- Agreement:** A checkbox for 'I agree with these terms and conditions' and 'SUBMIT ORDER' buttons.

# Proposed Solutions

## Templates

Created templates to streamline purchasing, save time, ensure consistency and prevent errors.

- Users can save, edit or delete templates to keep their collection organized and up-to-date
- Flexibility to preview and modify templates before adding to their cart



# Proposed Solutions

## Real-time Notifications

Keep users continually informed about pending transactions, status updates and additional instructions to reduce customer support calls and troubleshooting.

Celanese Material	Line Item #	Your Material#	Quantity	Requested Delivery Date / Time	Unit Price
n-Butyl Acetate (123456)	10	1234567	QTY/UOM	26.05.2014 / 0:00 <small>To Be Confirmed</small>	Unit Price
Combined Load Yes		3rd Party/Line Item PO 1234567			
Balance Item Yes		Release # 1234567			
Support Customer Support Customer					
Item Text ▶					
Nutrinova® Sorbic Acid dust free (1234567)	10	1234567	QTY/UOM	26.05.2014 / 0:00	Unit Price
Combined Load Yes		3rd Party/Line Item PO 1234567			
Balance Item Yes		Release # 1234567			
Support Customer Support Customer					
Item Text ▼					
Shipping Instructions External					
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tincidunt hendrerit nulla vel sodales. Interdum et malesuada fames ac ante ipsum primis			Type Your Special Instructions Here		
Shipping Instructions Internal					
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tincidunt hendrerit nulla vel sodales. Interdum et malesuada fames ac ante ipsum primis			Type Your Special Instructions Here		
Methoxybutanol	1234567		QTY/UOM	26.05.2014 / 0:00	Unit Price
Methoxybutanol	1234567		QTY/UOM	26.05.2014 / 0:00	Unit Price
<small>Some items that you have selected may not be available as requested. Your Order Execution Coordinator will call to confirm your requested delivery date.</small>					
				<b>EDIT ORDER ITEMS</b>	
				<input type="checkbox"/> I agree with these <a href="#">terms and conditions</a> <b>Cancel</b> <b>SUBMIT ORDER</b>	

SELLING ENTITY ▶  
SALES ORDER TYPE ▶  
SHIP-TO ADDRESS ▶  
UNLOADING POINT ▶  
BILL-TO PARTY ▶  
PRODUCT SELECTION  
SHOPPING CART  
FINAL REVIEW

Customer Service Rep  
Colleen Krebs  
(000)000-0000  
[email@celanese.com](mailto:email@celanese.com)

Customer Sales Support  
Colleen Krebs  
(000)000-0000  
[email@celanese.com](mailto:email@celanese.com)

Customer Sales Rep.  
Colleen Krebs  
(000)000-0000  
[email@celanese.com](mailto:email@celanese.com)

# Proposed Solutions

## Admin Accounts

- Switch easily between the customer accounts and admin interfaces
- Simple and organized process to create, edit and delete accounts
- Easily change and update notifications and login settings

Admin / Colleen Krebs Log Out

**Celanese**  
The chemistry inside innovation My Celanese Account

CREATE NEW USER MAINTAIN USER SETTINGS

CREATE NEW USER

1 User Profile 2 Sales Org 3 Select Customer 4 Select Ship-To

**User Information** \* Indicates Required Field

Email (User ID) \* Phone Number \*

First Name \* Last Name \*

Address 1 \* Address 2

City \* Country \*

State/Province (US and Canada only) ZIP/Postal Code \*

Contact Person \* Company Name \*

**Role Type**

Role 1  
 Role 2  
 Role 3  
 Role 4  
 Role 5  
 Role 6  
 Role 7  
 Role 8  
 Role 9  
 Role 10

CONTINUE

HELP/FAQ MSDS TERMS AND CONDITIONS PRIVACY STATEMENT

My Celanese Account

CREATE NEW USER

1 User Profile 2 Sales Org 3 Select Customer 4 Select Ship-To

**User Information** \* Indicates Required Field

Email (User ID) \*

Phone Number \*

First Name \*

Last Name \*

Address 1 \*

**Role Type**

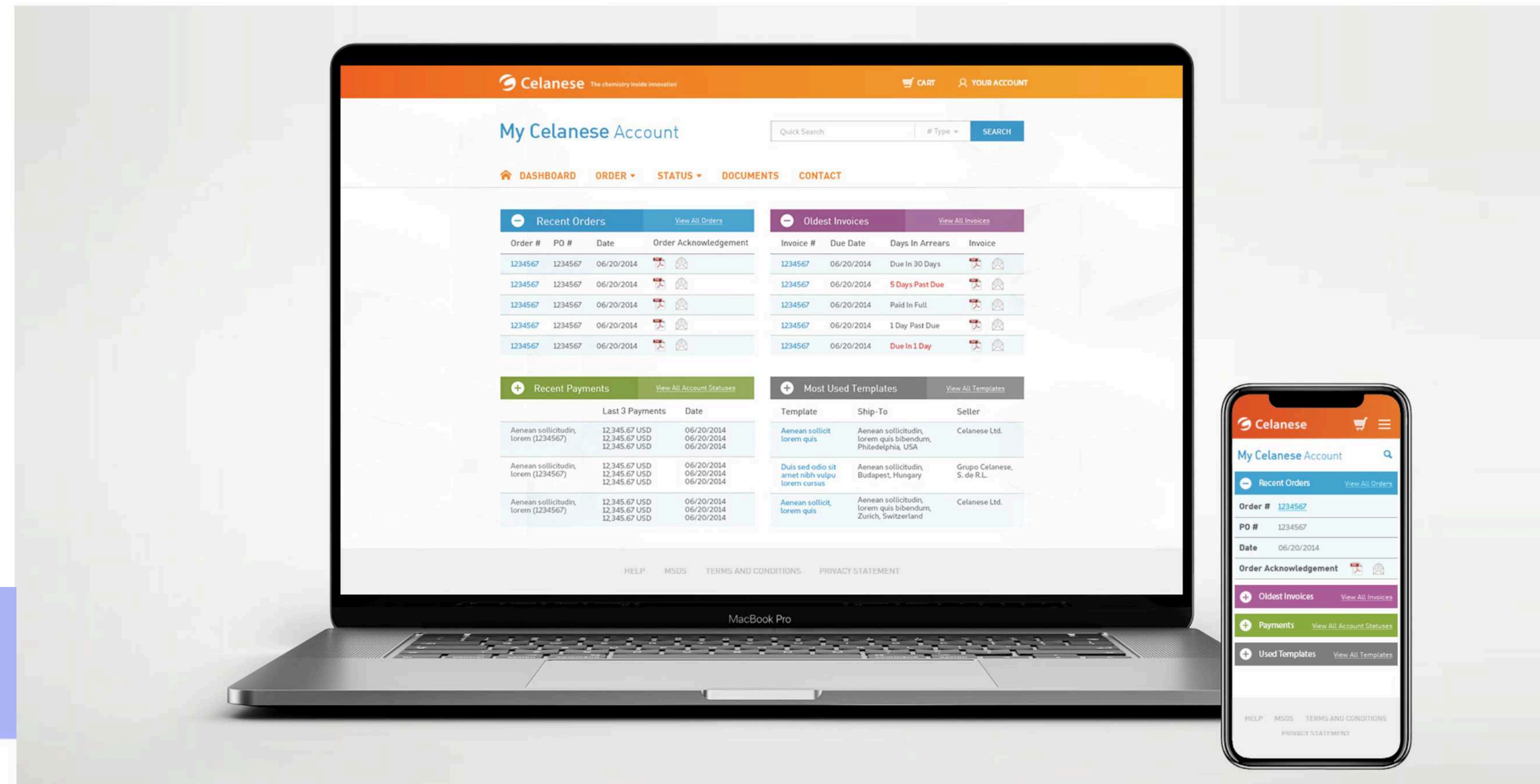
Role 1  
 Role 2  
 Role 3  
 Role 4  
 Role 5  
 Role 6  
 Role 7  
 Role 8  
 Role 9  
 Role 10

CONTINUE

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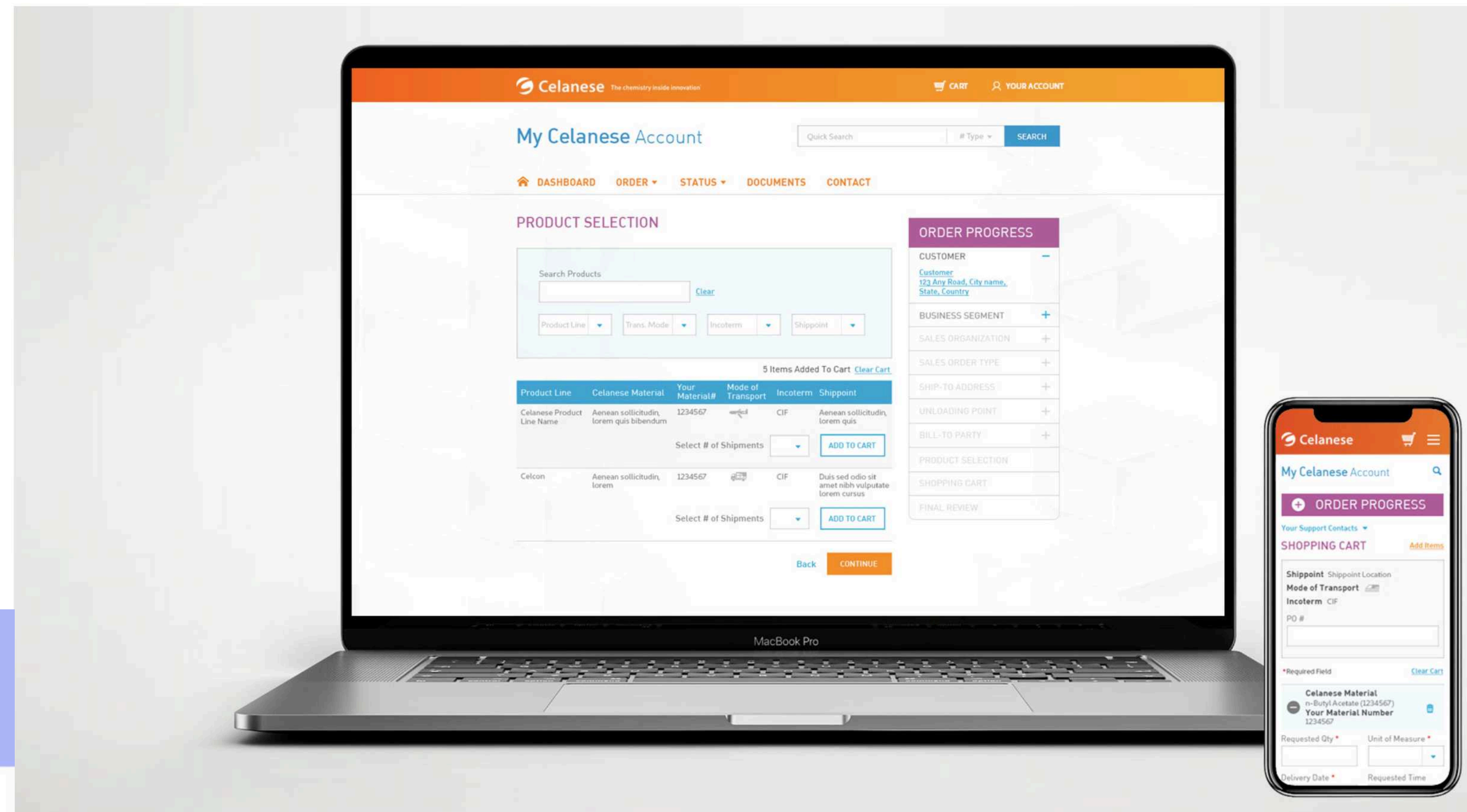
# Designing a Fresh and Intuitive Experience

The app was designed for ease of use across both phones and computers. The interface is clear and simple to navigate, featuring well-defined sections and categories. The workflow is straightforward, divided into simple steps, while the design is fresh and engaging, with vibrant colors and a clean layout.



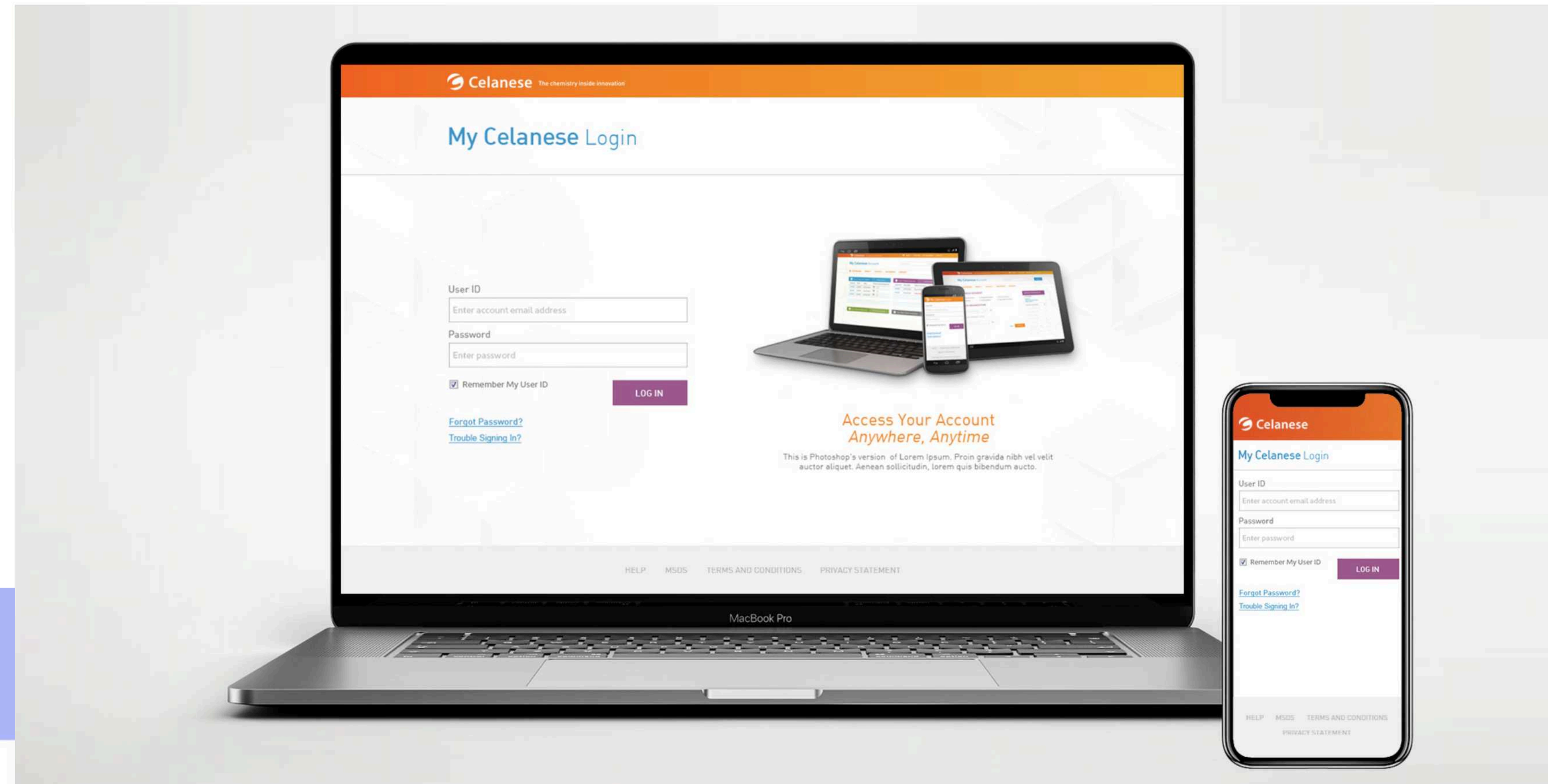
Dashboard view

# Designing a Fresh and Intuitive Experience



Order Creation view (laptop), Shopping Cart view (mobile)

# Designing a Fresh and Intuitive Experience



Account Login view

# Validation






## 5-Second Validation Test

Prior to the final release, a 5-second validation test was conducted with 5 new participants to evaluate the information and visual hierarchy of the dashboard design. This test also assessed the clarity and effectiveness of the content.

### How the test works

Participants were shown the old and new dashboard designs for 5 seconds each, after which the designs were removed from view. They were then asked about their initial impression, the main goal of the page, and the key elements or features they remembered.

## 5-Second Validation Results

Intended Outcome	Success Measure	Current Site (# of successful users)	Redesigned Site (# of successful users)
The user interpreted the purpose of the page	Hierarchy of information	2/5 	5/5 
The user noticed most important info on the page	Identification of content, navigation and CTAs	1/5 	5/5 
The user was pleased with the design and structure of the page	User-friendly design, branding	2/5 	5/5 