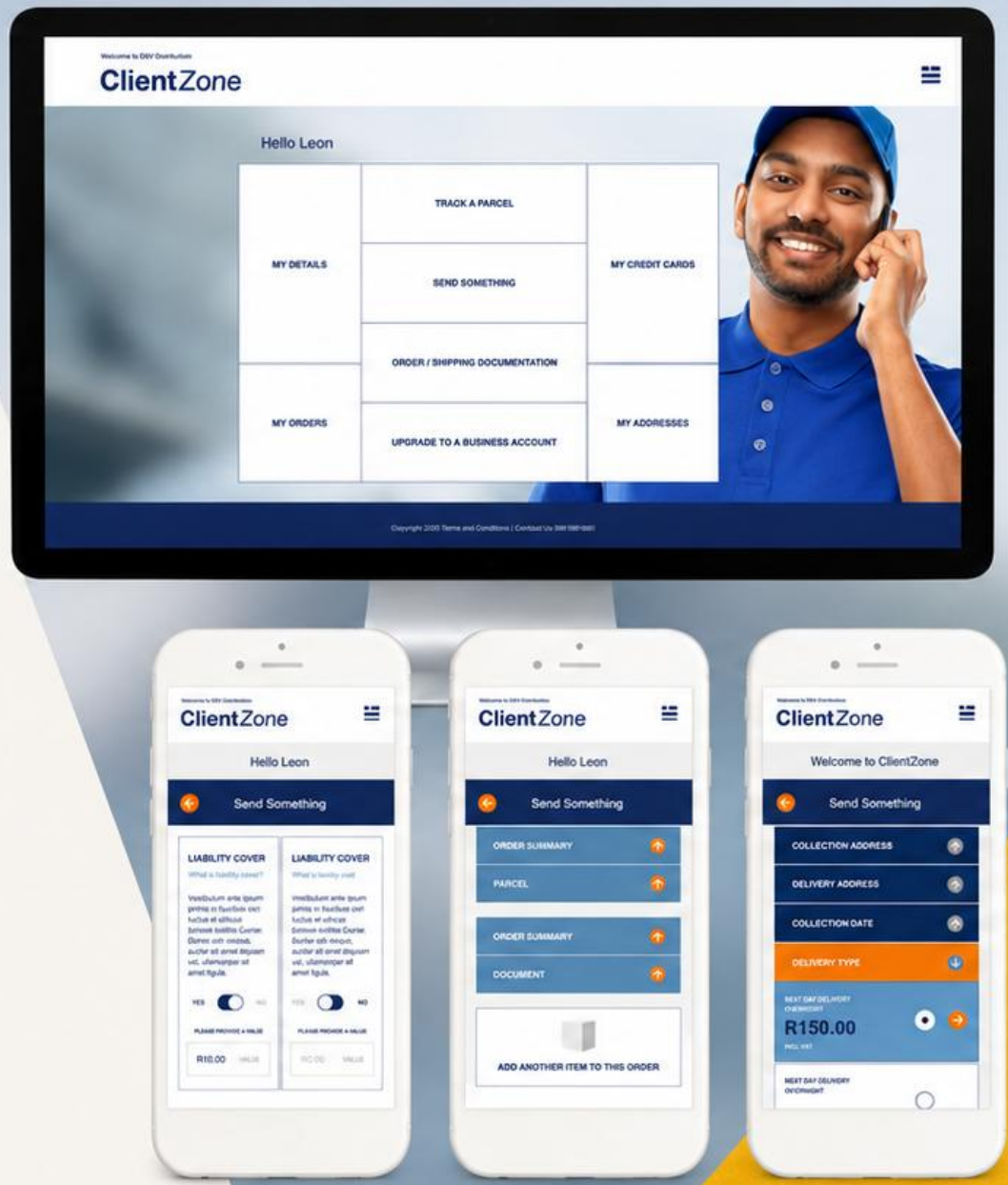
DSV ClientZone

Rebuilding a self-service channel around what customers were **actually trying to do.**

- Heuristic Evaluation
- UX/UI Design
- Responsive design
- Mobile-first
- Wireframing
- Prototyping
- Usability Testing
- Developer Handover



Project Overview.

We redefined the self-service experience
to make it easier, clearer and more useful.

The Challenge.

Although the self-service channel was available, customer uptake was still low.

DSV set up self-service tools for onboarding, quoting, and tracking. But these features were spread across different pages that matched DSV's internal setup and used freight-industry terms. Because of this, the customers who needed self-service the most still chose to call for help.

The Opportunity.

A single place designed around what customers want to do.

Bring all the separate pages together into one ClientZone. Customers use one login that works well on both desktop and mobile. Everything is organised by what the customer wants to do, not by business departments. All services are easy to find, with no complicated steps.

The Approach.

Although the self-service channel was available, customer uptake was still low.

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Key screens.

A look at how we simplified complex journeys and brought everything into one unified experience.

01 **Streamlined user journeys**

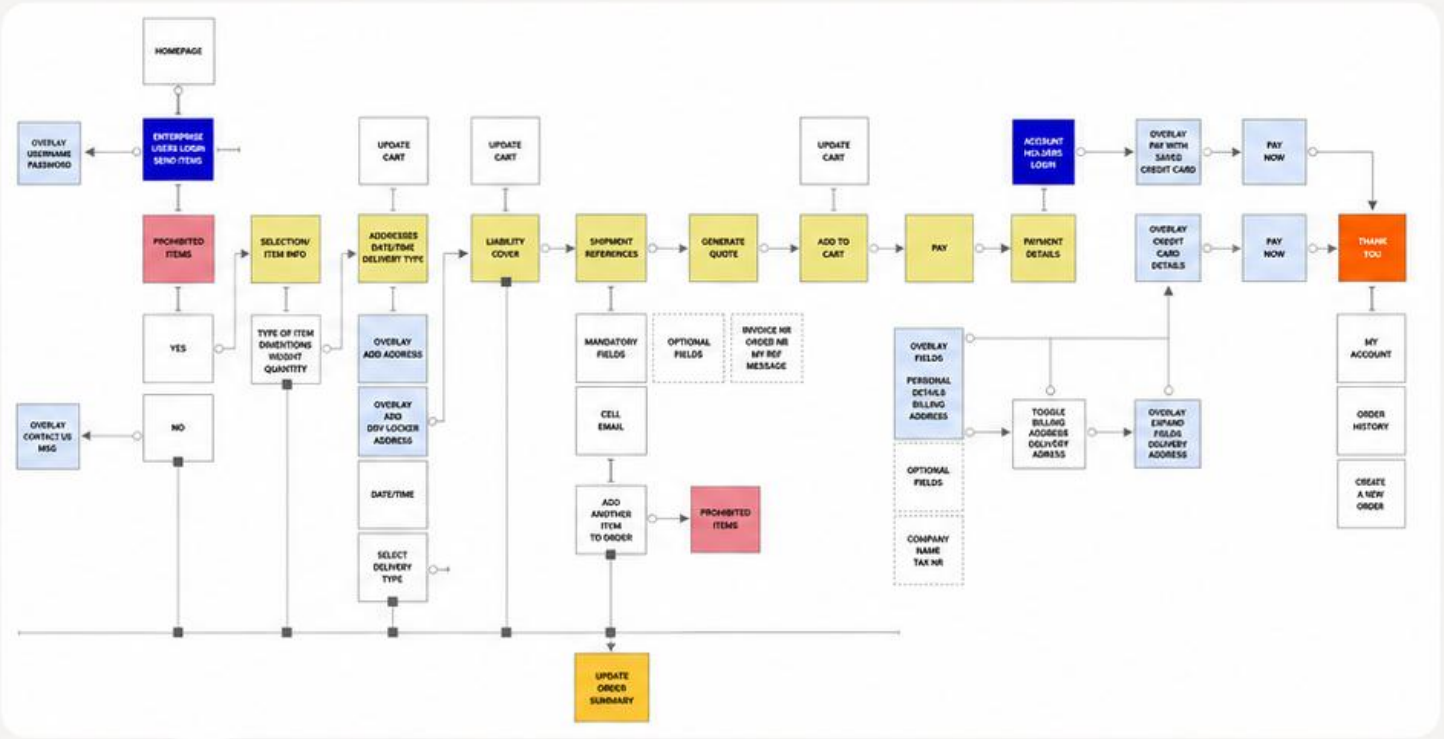
We mapped and simplified complex processes to remove friction and unnecessary steps.

02 **Mobile-first experience**

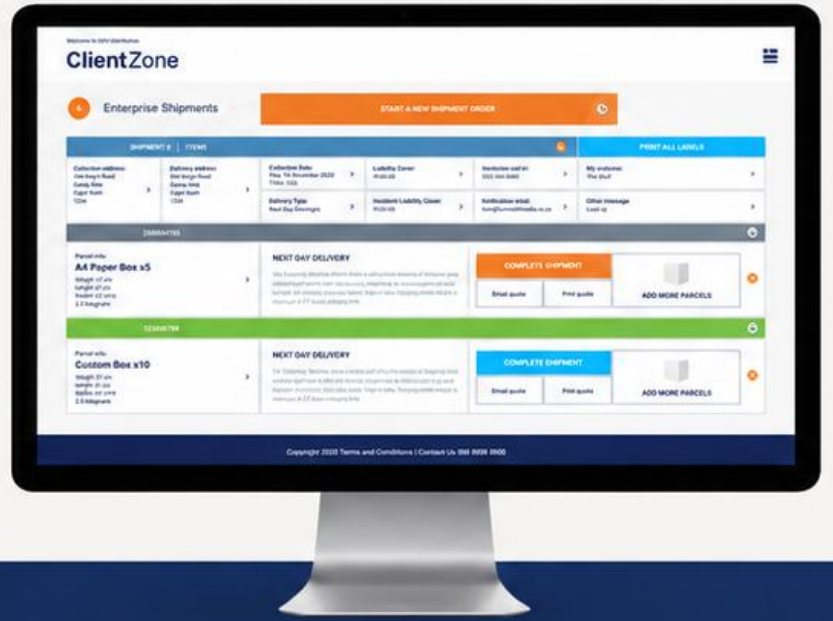
Designed for speed and clarity on every screen size.

03 **Unified desktop experience**

All key services brought together in one place, easy to find and act on.







TURNLEFT

More screens.

A glimpse of other key screens across the DSV ClientZone experience.

