

Category: Student Work

Project: Korea International Post (EMS)

What was the challenge?

The EMS-form to send parcels from Korea to another country was chosen as an example of 'financial information design'. It contained a description of an action and a price for this action. The form is bilingual and mainly contains addresses, prices, and weights. Although this form has various kind of information, the main users experienced that it was hard to sort out the proper information. Whenever they tried to fill in the blanks, they faced some kind of overflowed contents in this form. This aspect can be connected to the challenges in which this form should find the reasonable solution as well. Therefore, the challenge was to redesign this confusing document into a version that is usable by people. The first step was to confirm whether the visual design of this form is confusing or not. The interviews with five people who might have some experience to send their stuff to other country were conducted. The questions were open-ended. The interviewees were asked five different questions. For example, what the weight of the parcel was, what the destination was, and what the consumer paid. The interviews made the challenge very clear.

Q1. Who are a receiver and sender?

Q2. How can you find the information about the delivery state of stuff?

Q3. Do you normally check the information of price and weight?

Q4. Why do you keep the delivery receipt?

Q5. When is the posted (sending) date?

Apart from the detailed remarks, the interviewees indicated that there were five main challenges with this form:

- The bilingual issue. Although this form should have the bilingual (Korean and English) structure, some parts did not use both languages. Languages should be paired because it is for the international use.

- The clear proportions for the main users. In this form, the main users are a client and a service provider. However, there are no clear partitions for these main users. It is not clear who needs to fill in which parts.

- The grouping of information. The grouping of contents was not properly organized. The information that should be considered together was visually separated. For the users, it is important to group the information effective ways.

- The hierarchy within the contents. There was no hierarchy within the contents. All of the contents had similar spaces.

- The distracting layout (vertical). The usage of layout did not be organized in a proper way. The mixture of horizontal and vertical layout distracts people. It is not clear in which direction the form should be read.

The interviews confirmed that the current form was difficult to use, confusing, and not very helpful.

What was the solution?

The form needed to be redesigned based on the results of the interviews. There were some remarkable solutions to solve the current problems. Then, each of five challenges was dealt with.

- The bilingual issue. The languages are consistently paired: first the English, followed by Korean.

- The clear partition for the main users. The colors of the identity of the Korean International Post was used to identify the different users. Orange for a sender, blue for a person who delivers the parcel, and gray for the service provider.

- The grouping of information. The related information was grouped and placed close together.

- The hierarchy within the contents. To show a clearer hierarchy in the contents, the redesigned form was divided vertically into equal proportions. Each half

was further subdivided through the use of headings.

- The distracting layout (vertical). The layout was designed in such a way that it became clear in which direction the information needed to be read.

The combination of these five solutions settled the challenges found in the original form. By reflecting those of solutions, the redesign proceeded.

What was the effect?

During the designing, several more interviews were conducted. The interviewees provided the useful feedback about the different design phases of the form. The responses were clear.

- Most of the people said that everything was clear for them. They did not feel any trouble during filling in the form. The redesign was much easier to fill in.

- The interviews showed that people could clearly separate the sections for the main users. The different colors were correctly interpreted.

- In the interviews, people were asked to find the tracking information. In the new form, they could quickly and easily find both the website as well as the item number: the grouping of the information was effective.

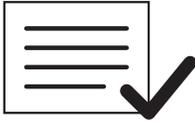
- In addition to that, the interviewers thought that the proportions of all contents were equally distributed in the form. They could find the necessary contents much easier than before.

- Most of the people can find the information they needed to find through the well-organised layout.

To sum up, the redesigned version of the EMS form for the Korean International Post was easier to use, the information was easier to find, and easier to apply.

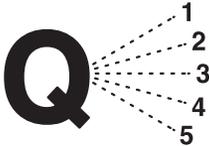
Step 01

Select the form and figure out the main challenge of the form.



Step 02

Think and decide the final questions for interviews.



Step 03

Proceed the interviews and organize the results of whole interviews.



Step 04

Decide the main redesign points and proceed the redesign.



Step 05

Finish the design and interview again.



우체국 KOREA POST (전화: 1588-1300) **EMS 우체국 국제특송**

EM 441 189 015 KR

Item No. 우편물 번호: EM 441 189 015 KR

Date & Time Posted: 2016.04.18 10:30

From: SUNJUNG PARK, Woo-one Greenville Apt 704, Guro-gu, Seoul, South Korea. e-mail: 91.5j.park@gmail.com

To: Visual communication Institute of the Basel School of Design, Hochschule für Gestaltung und Kunst FHNW, Studierendensverwaltung, Aufnahmeverfahren Master, Freilagerei - Platz 1, Postfach 4023 Basel, Switzerland.

Weight: 540g

Contents: back (quantity: 1, net weight: 540g, value: 15 USD)

Signature: 박선경

Payment: 28,600원

The original form

EM 441 189 015 KR

EMS KOREA INTERNATIONAL POST

From: 받는 사람, Name: 이름, Address: 주소

To: 받는 사람, Name: 이름, Address: 주소

Country name: 국가명, English, Korean

Service provider: 우체국 직영

Date & Posted time: 접수일/일시, YYYY MM DD

Post office code: 우편물국기호

Country code: 도착국명 약호

Weight: 중량, g, Postage: 우편요금, won

Shipping Insurance: Not allow food, electronic device, fragile items, yes / no

Insurance Value: 보험금액

Guarantee Service: 배달보증서비스, YYYY MM DD

Signature: 서명

The redesigned form

Contact:

name: Sunjung Park
 company/organisation:
 Visual Communication and Iconic Research
 University of Applied Sciences Northwest-
 ern Switzerland FHNW
 e-mail: sunjung.park@students.fhnw.ch
 website: parksunjung.com