TeamSupport

A consistent experience bringing clarity to a fragmented support product.

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TeamSupport

Overview

I unified four independent TeamSupport products into a cohesive design system through UX research, component standardization, and system documentation in Figma.

Role
Product Designer

Responsibilities
Audit the current status
Understand the users
Create wireframes and prototypes
Define and document a design system

Skills
User research
UI Design
Design thinking
Design systems
Figma
Strategic planning

Timeline
2022 to 2023

Audit result

- 10+ Font families
- 250+ Colors
- Mixed UX patterns

Our audit revealed a fragmented and chaotic design landscape, hundreds of colors, inconsistent typography usage, and a lack of shared UX patterns across products.

To bring clarity and cohesion, a structured, system driven approach was essential to unify the experience and establish a scalable foundation.

Design principles

Product principles

Secure & predictable

Mature

Flexible & customizable

An external design team redefined the company’s identity, establishing a renewed set of core values: **Trusted**, **Sophisticated** & **Genuine**, and **Attentive** & **Adaptable**. These values shaped a clearer vision for the brand, focusing on reliability, authenticity, and a more human centered approach to user needs.

These principles were then translated into actionable product design guidelines: Secure & Predictable, Mature, and Flexible & Customizable.

Research

Customer Support Agent
Healthcare / Manufacturing



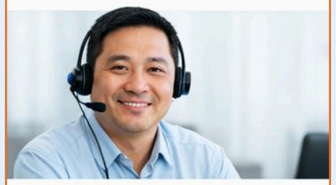
Overview
- Handles a high volume of daily tickets and complex inquiries.

Goals
- Resolve tickets quickly
- Maintain customer satisfaction
- Reduce repeat issues

Pain Points
- Switching between tools
- Hard to find past solutions
- Cluttered interfaces

Needs
- Fast ticket navigation
- Clear history & knowledge base

Support Manager
SaaS / Finance



Overview

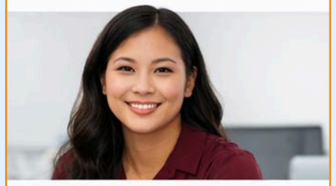
Manages support teams and performance.

Goals
- Improve response times
- Standardize processes

Pain Points
- Limited reporting
- Manual workflows

Needs
- **Custom dashboards**
- **Automation tools**
- **Team collaboration**

Technical Support Specialist
Healthcare / SaaS



Overview
- Handles complex technical issues.

Goals
- Resolve escalated issues
- Ensure system reliability

Pain Points
- Lack of technical details
- Security constraints

Needs
- Detailed ticket data
- Strong documentation
- Secure workflows

Customer Experience Director
Logistics / B2B



Overview

Drives retention and customer strategy.

Goals
- Improve customer loyalty
- Spot risks early

Pain Points
- Disconnected data
- Reactive processes

Needs
- Account insights
- Proactive tools

User personas

The research revealed a diverse group of professionals with distinct roles but overlapping needs centered around efficiency, clarity, and control. From frontline support agents handling high volumes of tickets and chats to managers and directors overseeing performance and strategy.

Despite their different responsibilities, a common pattern emerged: users need a system that is predictable, flexible, and reduces friction in their daily tasks. Whether resolving complex technical issues or monitoring customer health, they value consistency, customization, and clear feedback.

Iterations

Navigation explorations



Navigation exploration using quick wireframes.

Before defining styles we iterated multiple times on the UX, with a strong focus on layout and how users navigate the platform to access tickets, chats, or both seamlessly. As the product supports different roles and permission levels, we explored various navigation structures to ensure clarity and efficiency across use cases. To guide decisions, we conducted user testing and validated assumptions and hypothesis with real user behavior.

Throughout the process, we also reduced the number of UX patterns, aiming for a more consistent, predictable, and cohesive experience.

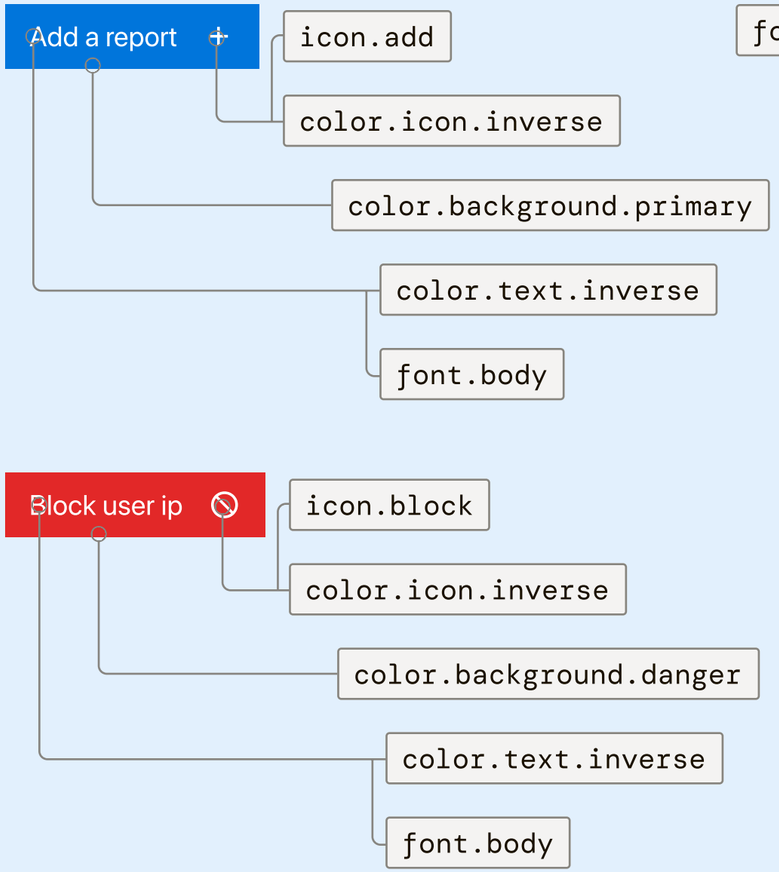
Product Design Principles

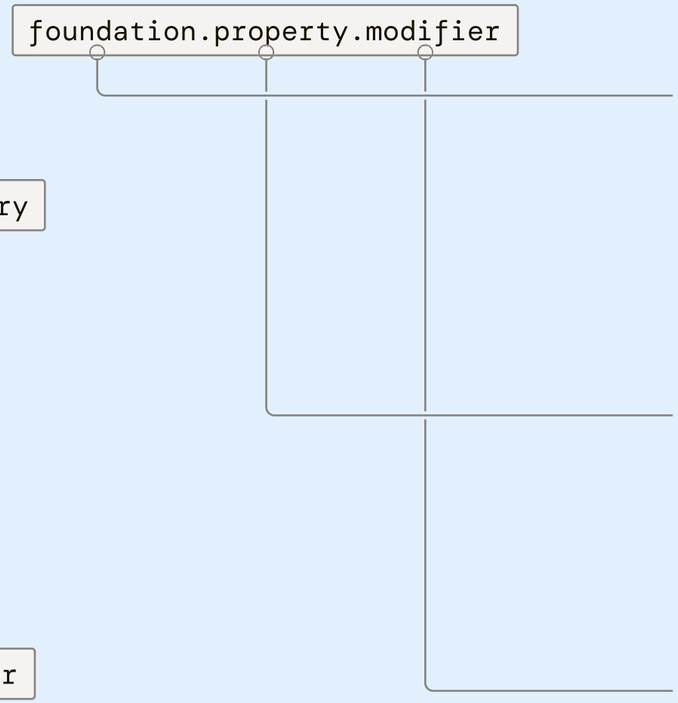
Secure & predictable
A secure, predictable experience built on familiar patterns and a cohesive design system. Data is safely stored and HIPAA-compliant, UI complexity is reduced through consistent components, and clear system feedback ensures users always know where they are and what will happen next.

Mature
A calm, sophisticated interface that prioritizes clarity over decoration. Neutral, darker tones replace visual noise, with minimal embellishment, sharp edges, and intentional white space. The result is a restrained, honest UI that feels professional, focused, and built to last longer.

Flexible & customizable
An interface that adjusts to different workflows, preferences, and accessibility needs. Users can customize layout and density—choosing table or list views, column visibility, sizing, and page behavior—along with themes, contrast modes, and font sizes. The UI remains attentive and responsive, adapting without sacrificing clarity or consistency.

Design system





Tokens in use

Foundation
The core visual building blocks of the design system, including colors, typography, icons, spacing, and other base styles. These elements define the overall look and feel of the product.

Property
The specific UI attribute a token is applied to, such as background, text, border, or icon. Defines where and how those styles are used.

Modifier
Additional context that describes the purpose or role of a token, such as semantic meaning (e.g., success, danger) or usage variations (e.g., primary, secondary). Modifiers help clarify intent.

UI components

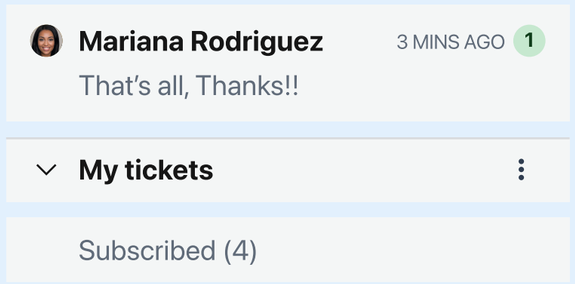
Tags



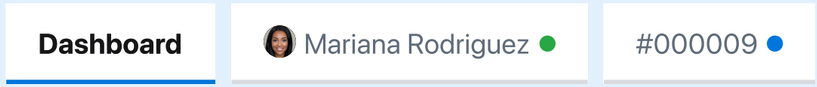
Buttons



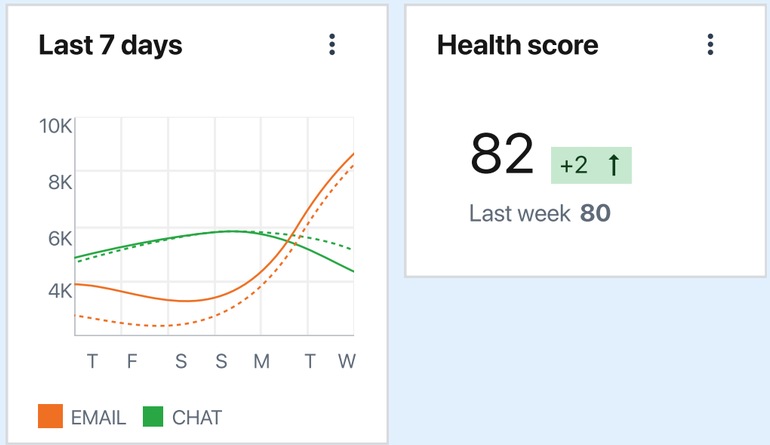
Sidebar components



Horizontal tabs



Cards



The Design System ensured components were built to be fully modular and scalable, from the smallest elements to the most complex components.

Custom, pixel perfect icons ensure visual consistency and precision, while all elements comply with WCAG standards, AAA for critical text and AA for the rest.

Designed with flexibility in mind, the system can easily accommodate new components while maintaining a consistent and cohesive experience across the product.

Solution

Product Design Principles

- Secure & predictable
- Marute
- Flexible & customizable

Major pain points discovered

- Swapping between pages
- Navigating through tickets
- Message bubbles

With a solid foundation in place, we moved into the design phase with clarity and purpose. Accessibility was a core focus from the start, guiding a bold and clear visual approach that improves readability and usability across the product.

We streamlined navigation to better support customer support teams, enabling smooth transitions between chats and tickets without swapping context.

Navigate through different products

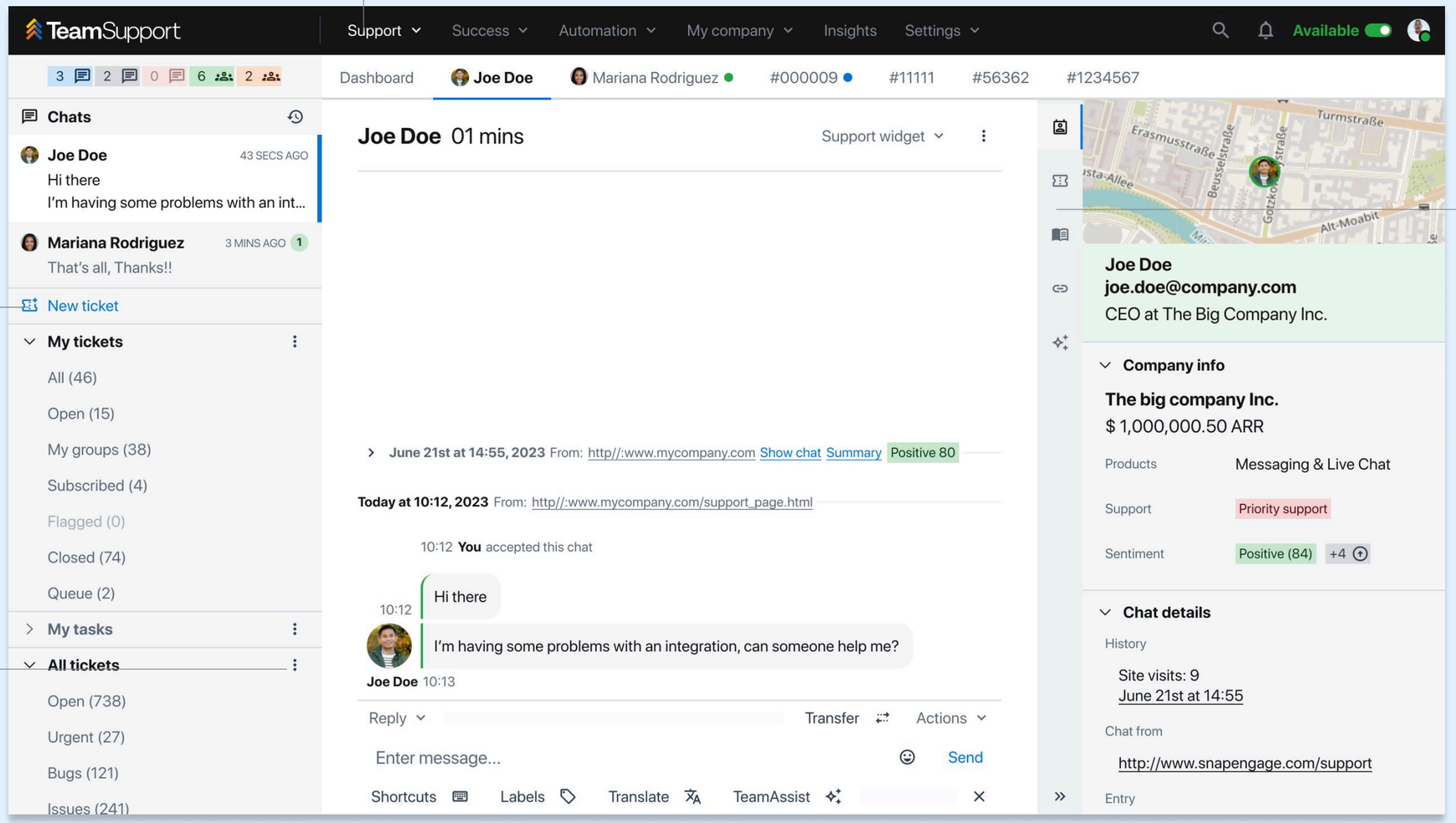
Easily navigate from chat to tickets or any other area without friction.

Create tickets easily

No matter where you are, you have a quick way to create new tickets.

Customizable sidebar

The user can decide what to see here from a list of different components.

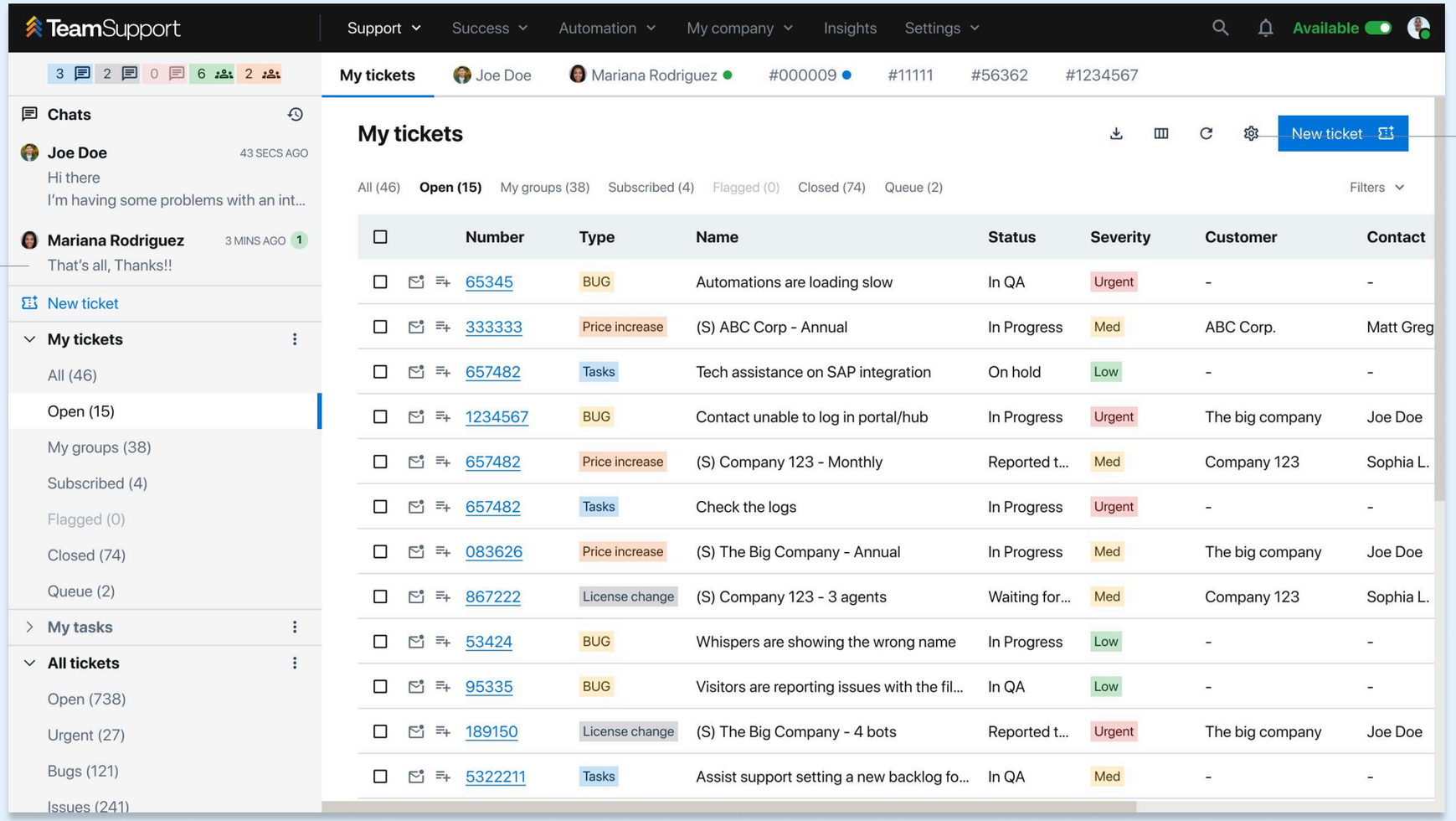


Contextual sidebar

All you need just in one click

New sidebar

The new sidebar integrates live chats and tickets in a more comfortable way.

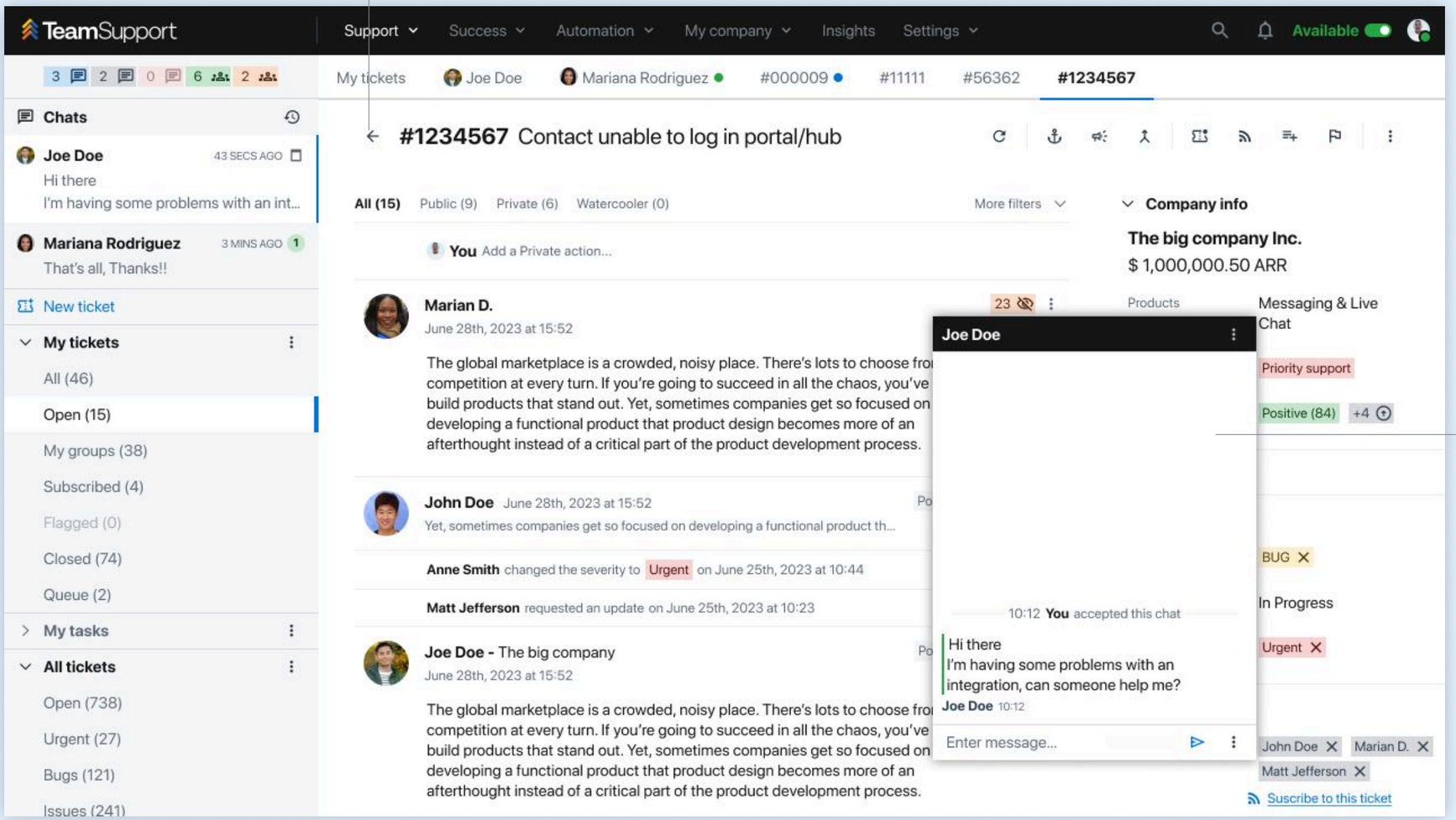


Customizable table

The user can decide what to see in the tickets page.

Better navigation through tickets

We reduced the friction that users felt navigating through tickets.

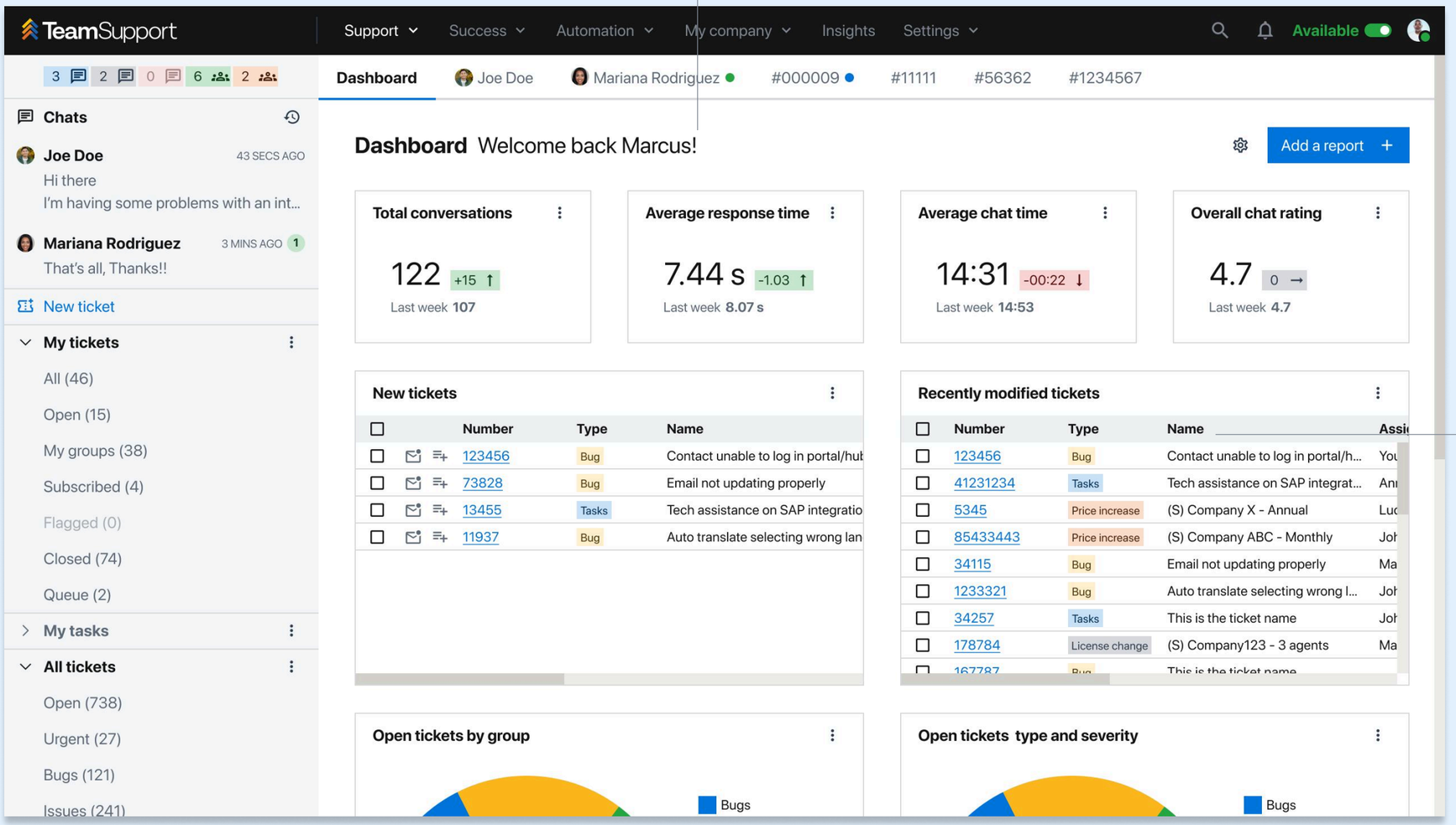


Mini chat window

The user can now see the ticket and the chat at the same time, no need to swap between tabs anymore.

New agent Dashboard

All the key stats an agent needs about tickets and chats.

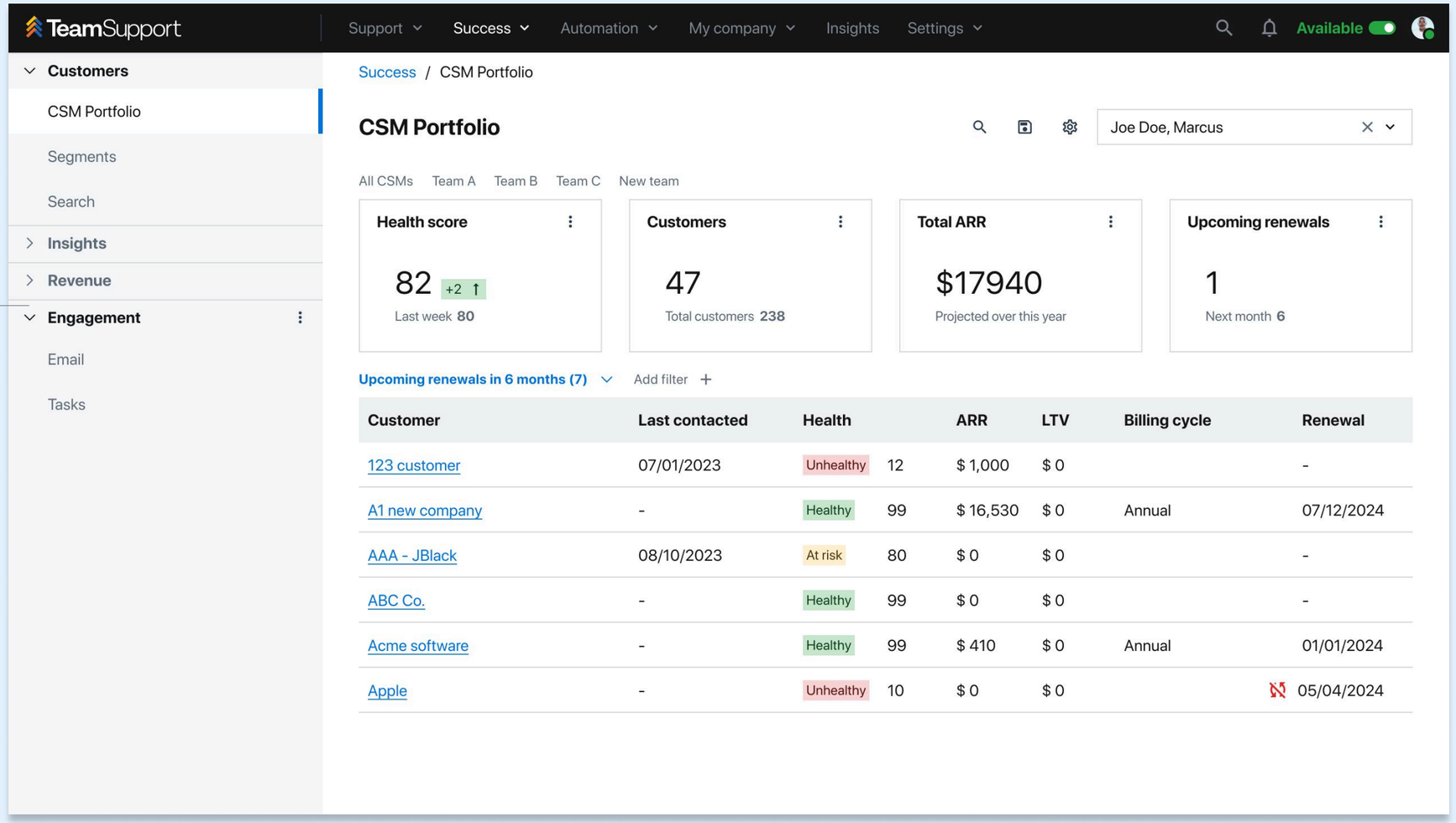


Recent tickets

Find the tickets you have worked on in a quick way.

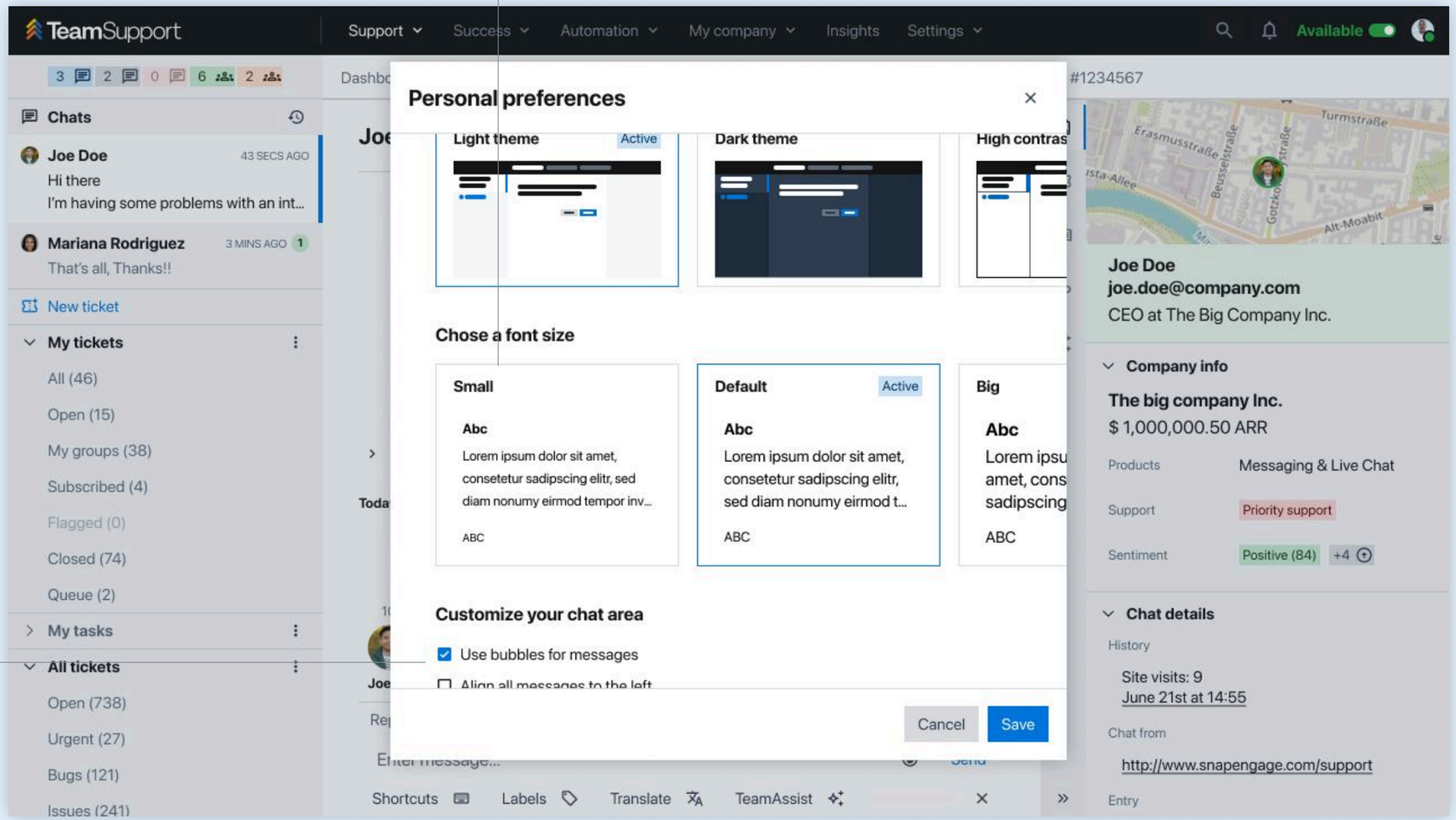
Customer success

A clearer, more streamlined view of your customers' key stats.



Improved accessibility & customization

The product has more options for the user to customize the whole experience.



Message bubbles

We didn't remove the bubbles, but added a way to customize the live chat area.

Takeaways & learnings

- **Consistency scales products**, reducing patterns and standardizing components improved usability and speed.
- **User research drives clarity**, real feedback was key to making the right UX decisions.
- **Flexibility is essential**, diverse users require adaptable layouts and customizable experiences.
- **Accessibility improves everyone’s experience**, not just edge cases.
- **Good navigation reduces cognitive load**, eliminating context switching had a major impact on efficiency.