

Metroset

Client: Metroset

Role: Product Designer

Duration: 2019-2020



1. Background

Metroset is a regional internet provider. This was my first role in product & interface design, where I was the only designer working with two full-stack engineers. Over one and a half years I redesigned the company website, built a complete customer portal (web + mobile + Smart TV adaptation), and designed a field-service web app for technicians who installed and repaired internet in customer homes.

2. Brief & Objectives

- Redesign the outdated marketing website with a new structure, modern visuals, and improved paid-user conversion
- Build a customer portal (personal account) with essential self-service features
- Create a mobile web app for field technicians to speed up installation workflows, reduce processing time, and increase operational efficiency
- Establish a lightweight design system and iconography used across both customer and technician interfaces

3. Process & Approach C1 P2 S3 K3

1. Marketing website

- Market research: ISPs, telecom websites, product marketing patterns
- Interviews with CEO → new structure & messaging
- Created tariff builder logic
- High-fidelity UI with premium visuals, animations & storytelling

2. Customer Portal

- Interviews with support & billing teams
- Workflow mapping for payments, plan changes, service issues
- Gamification concept with story, levels, characters
- Prototyping → testing → iteration
- Smart TV UX guidelines and adaptation

3. Technician web app

- Shadowing & interviews with field technicians
- Mapping jobs-to-be-done in real installation workflow
- Creating status flows, materials logic, digital checklist & signature
- Rapid prototyping + weekly testing with technicians
- Designed real-time internal messenger & equipment database
- Built unified icon set for quick visual recognition

4. Challenges & Solutions C1 P2 S2 K3

A. Creating a Modern Website with Personalized Tariff Builder

Challenge:

The old one-page website had no structure, no conversion points, no differentiation. The company wanted something modern and premium — but also needed a fully flexible tariff constructor instead of fixed plans (rare in 2019).

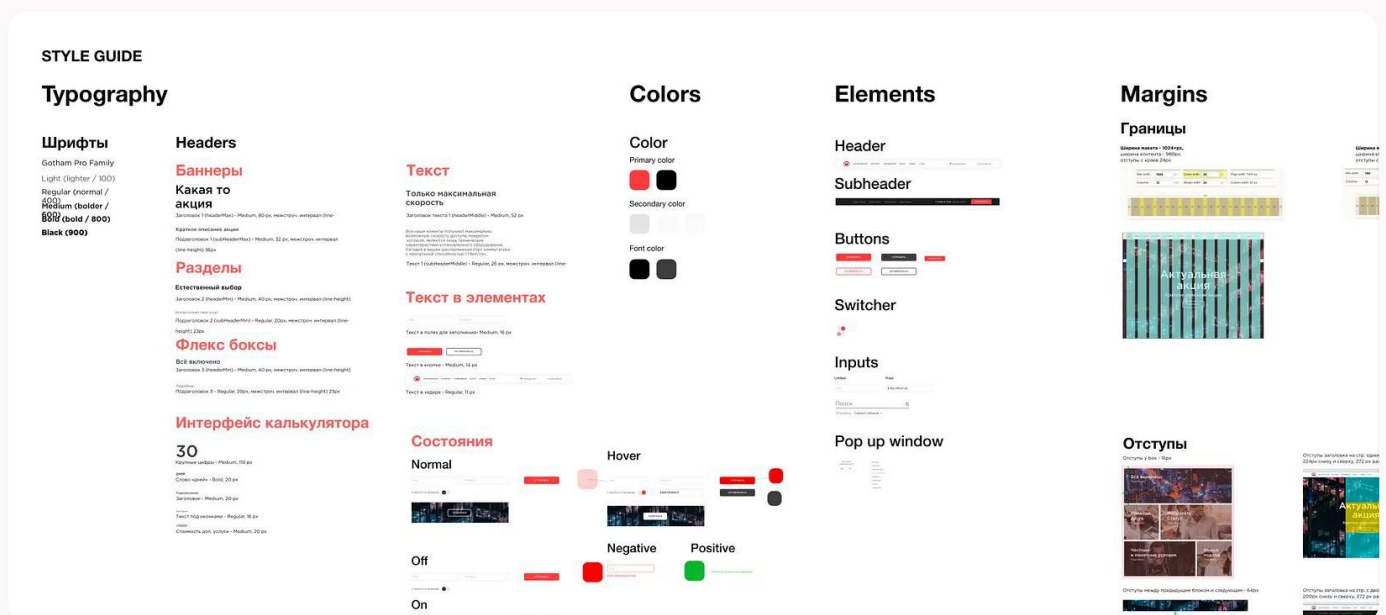
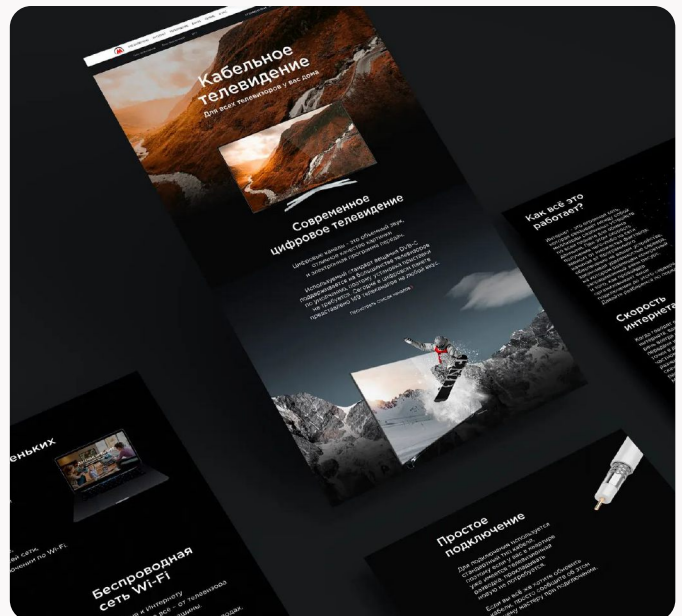
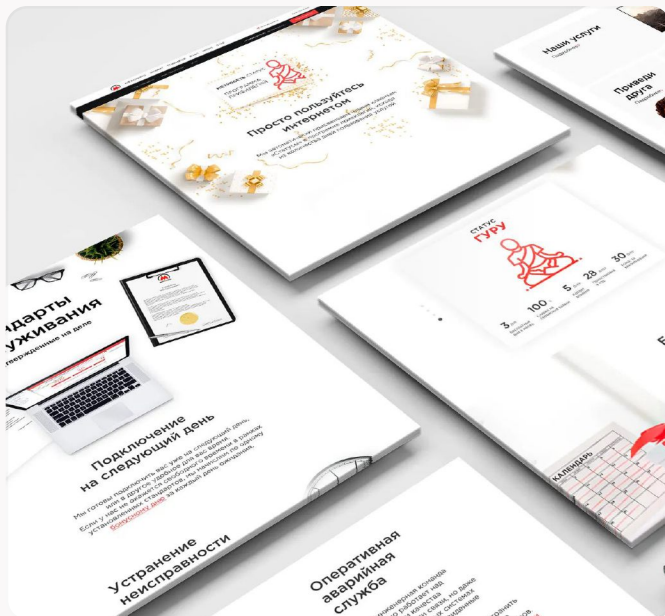
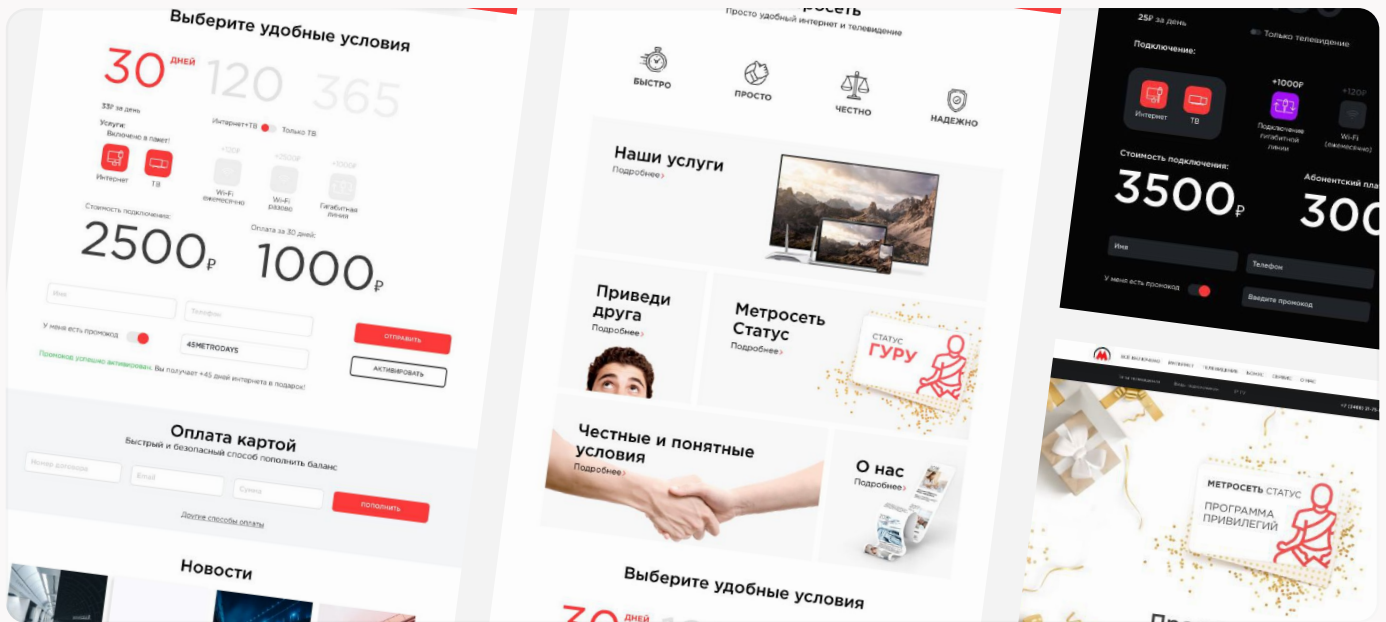
Solution:

Based on a CEO interview and market research, I rebuilt the IA, created a modern visual language, designed Apple-style hero visuals, added animations, and developed a fully configurable tariff builder allowing users to customize internet, TV, add-ons, and installation.

Result:

Website conversion to new customers increased by 40%.





B. Improving Customer Engagement Through Gamification & Better UX

Challenge:

The old customer portal was confusing, transactional-only, and caused many calls to support. Users had no motivation to explore features and no emotional connection with the brand.

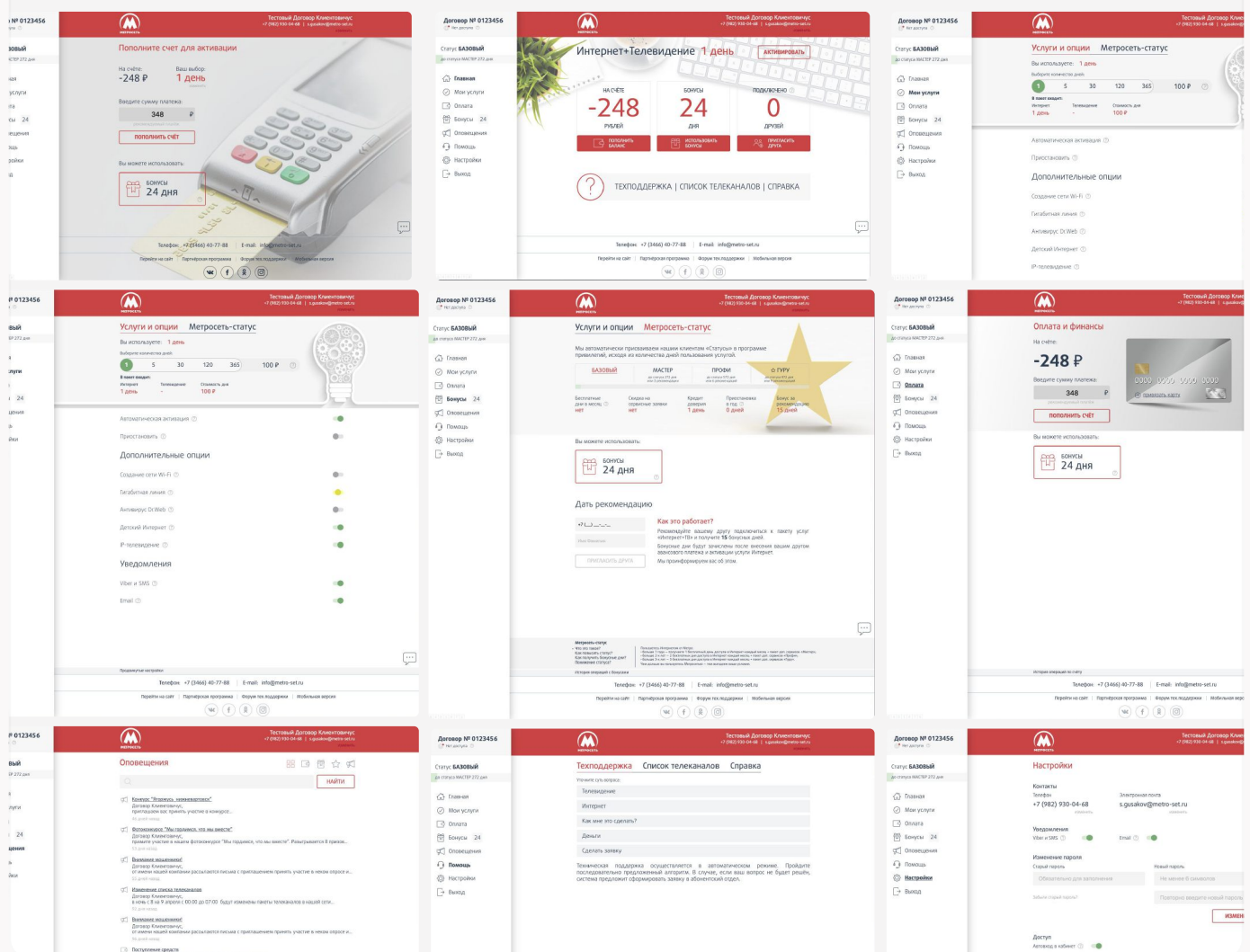
Solution:

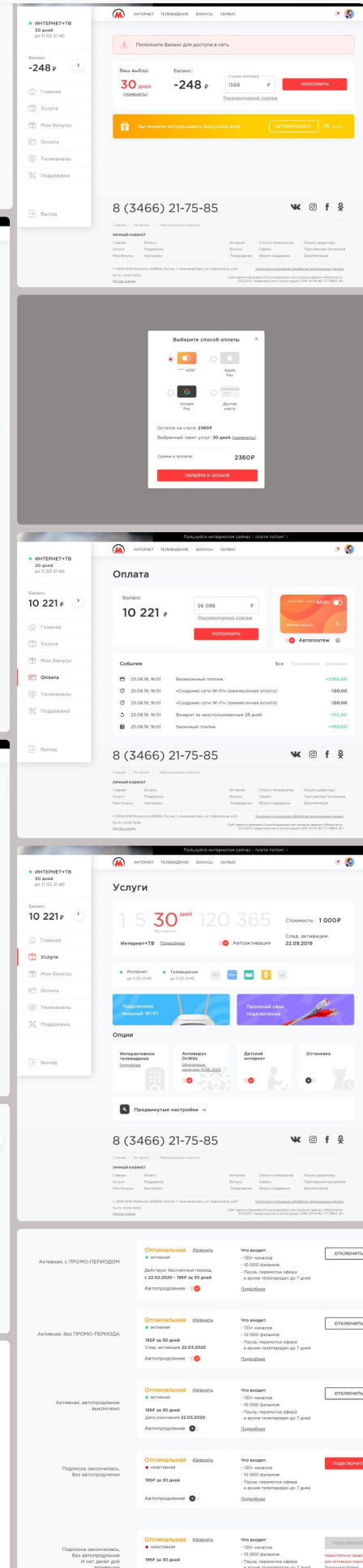
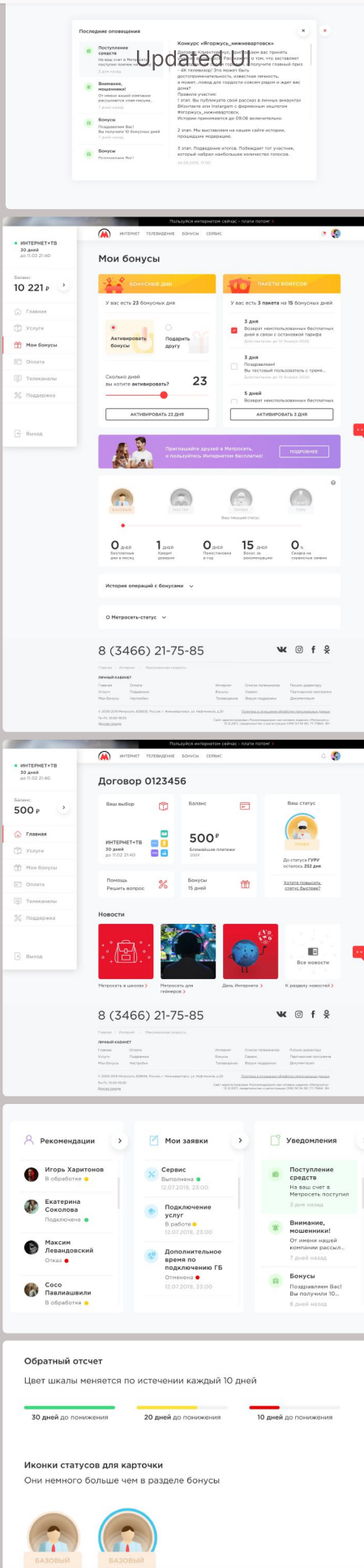
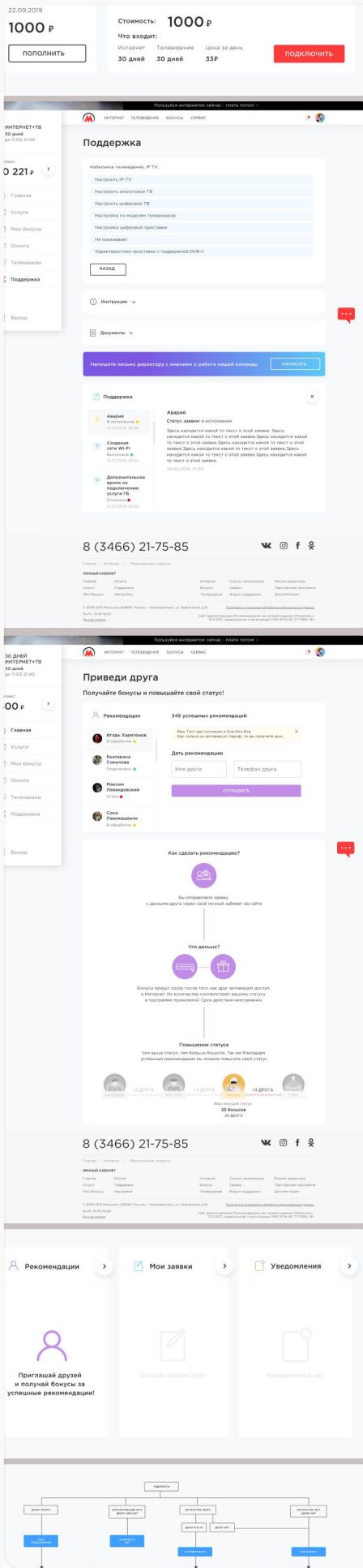
I redesigned flows for onboarding, billing, notifications and support, added a referral system and built a bonus/gamification system with characters for each level (Silver, Gold, Platinum, etc). UI became visual, playful and more intuitive.

Result:

User engagement increased by 20%, and support tickets related to billing/confusion decreased.

Old version of customer portal





Metroset

C. Understanding & Redesigning the Technician Workflow

Challenge:

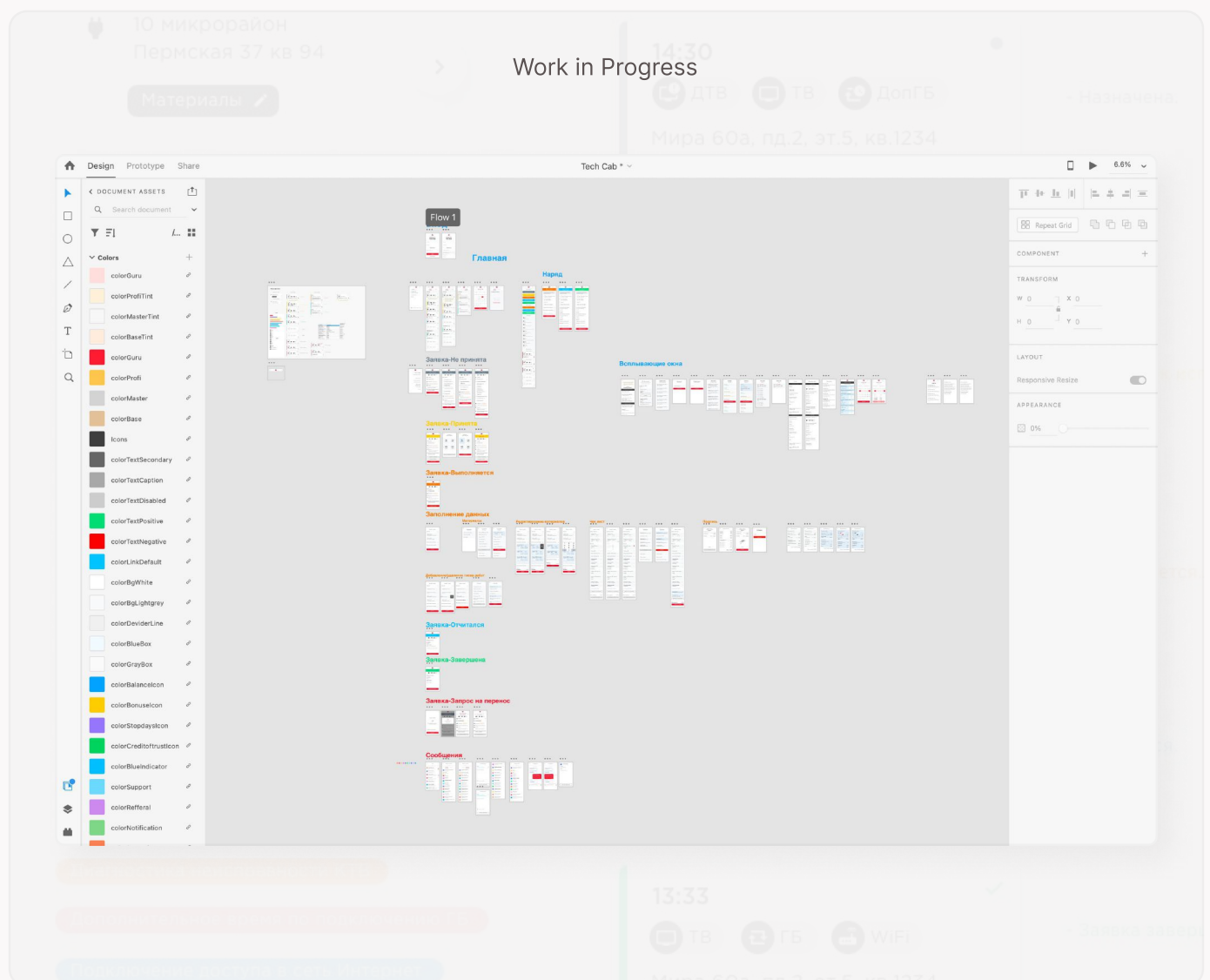
There was no existing digital system. Technicians relied on paper forms, WhatsApp, and verbal instructions. To design a functional app, I had to reconstruct their entire workflow: installation, diagnostics, materials usage, delays, billing summary, signatures, reporting, and inventory checks.

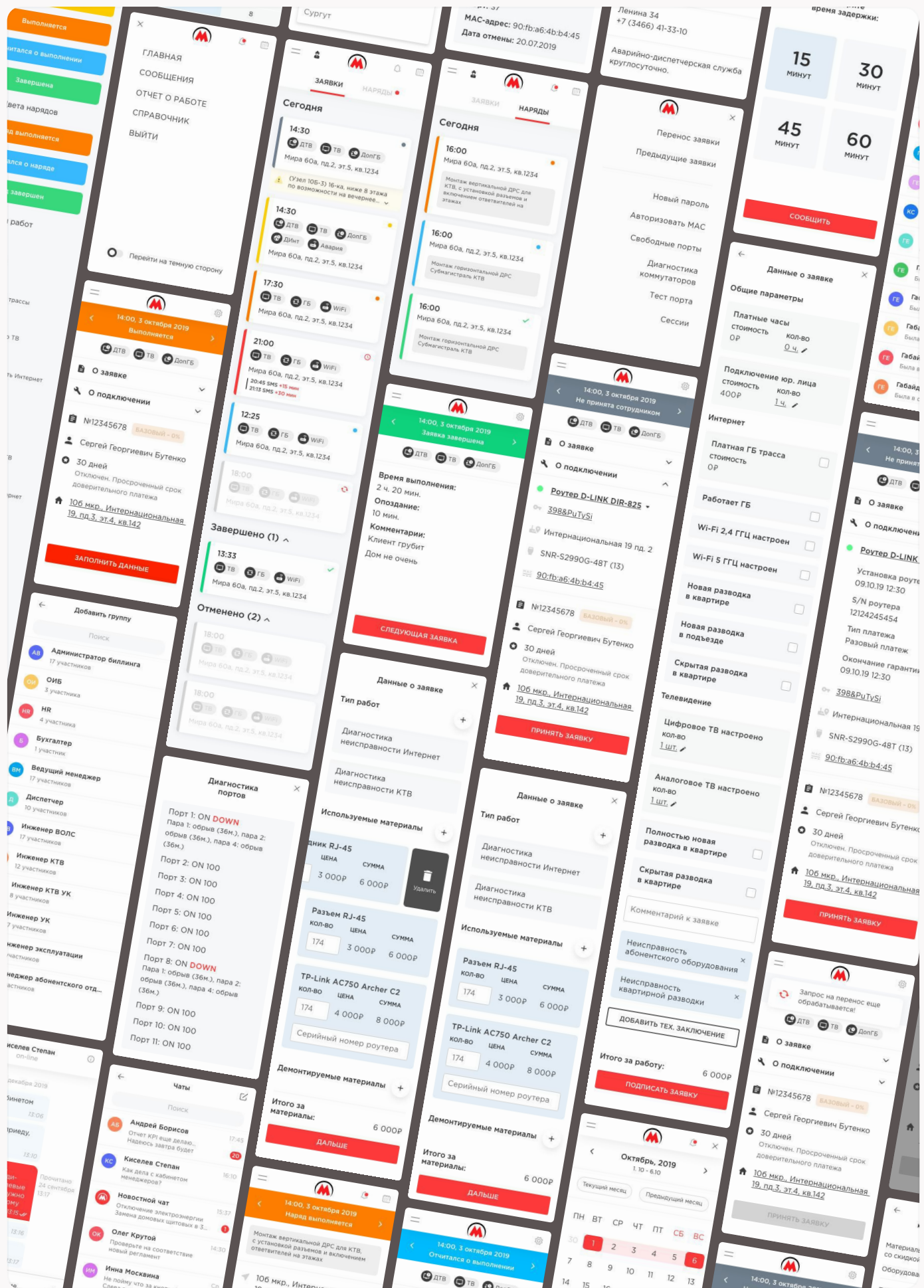
Solution:

I conducted in-depth user interviews, observed real installations, mapped the entire lifecycle of a technician job, and transformed chaotic processes into structured flows - statuses, material selection, checklists, digital receipts, and an internal messaging system.

Result:

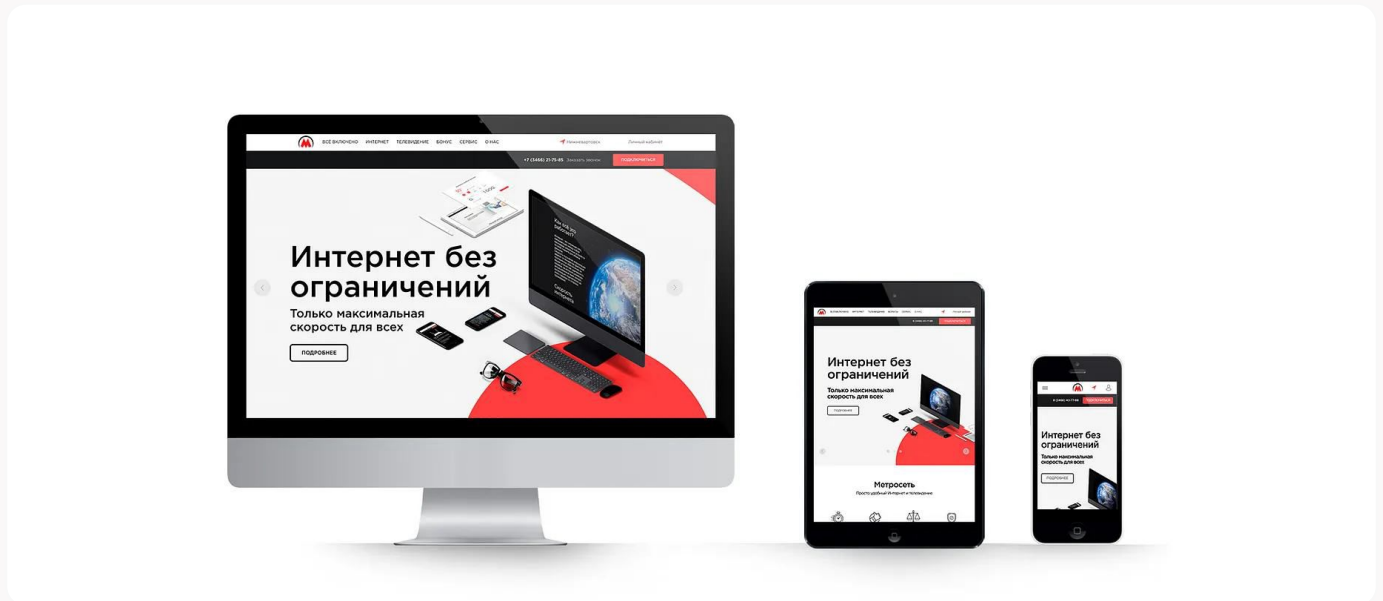
The new tool reduced installation errors, improved reporting accuracy, and helped technicians complete tasks faster with fewer customer complaints.





5. Outcome & Impact C3 P3 S3 K3

- Redesigned Metroset's website → +40% new customers
- Improved customer portal UX/UI → +20% engagement
- Built technician web app → faster installations, fewer errors, higher customer satisfaction
- Created a design system used across web, mobile, and Smart TV
- Enabled the company to modernize internal workflows and become more service-oriented



6. Links

Website: <https://www.metro-set.ru/>

Case study: <https://www.behance.net/gallery/90695785/METROSET-Redesign-website>

7. Contacts

This case study was designed and documented by Roman Vasilev, Product Designer & UI/UX expert with 5+ years of experience in building complex systems and designing intuitive web & mobile interfaces for IoT, Web3, SaaS, and B2B/B2C platforms.

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