showcase_01_designing_for_data_migration_and_user_guidance

# Designing for Data Migration & User Guidance

A progressive, non-blocking guidance system for structuring B2B product data.

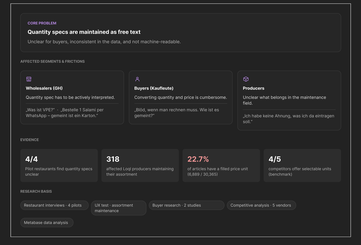
**Problem Discovery → Technical Understanding → UX Redesign → Guidance System → Business Impact**

Enterprise UX

## 1. Discovery & Problem Analysis

**🔍 Understanding the Data Quality Problem**

Analysis of user feedback, research insights and historical product data revealed recurring data quality issues caused by inconsistent structures, missing information and low form comprehension.

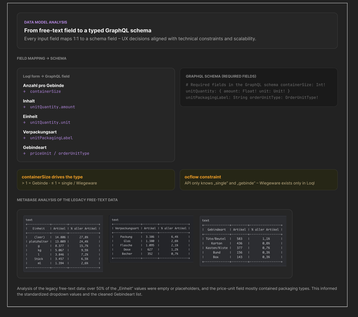



System Thinking

## 2. Technical Understanding

**🧠 From UX to GraphQL Data Architecture**

To fully understand the migration challenge, the underlying GraphQL schema and data structures were analyzed. This enabled UX decisions to be aligned with technical constraints and future scalability requirements.

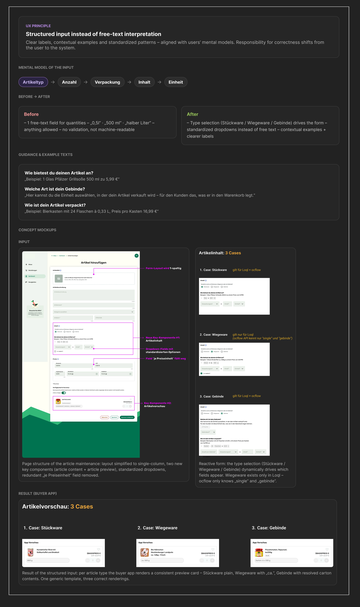



UX Design

## Form Redesign & Mental Models

**✅ Designing Understandable Product Data Inputs**

Existing product forms contained terminology and structures that many users struggled to understand. The redesign introduced clearer field labels, contextual examples and standardized input patterns aligned with users' mental models.

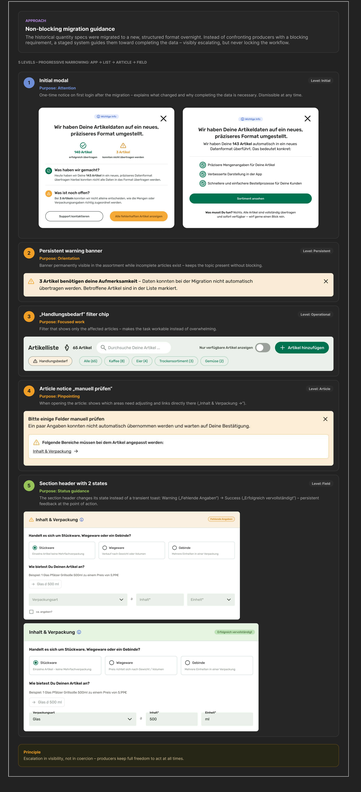



Product Strategy

## 4. Progressive Migration Guidance System

**⚠️ A non-blocking 5-level system guiding producers through the data migration**

After the migration, 318 producers had to complete their articles. The challenge: motivate action without blocking or overwhelming the workflow.




Research Impact

## 5. Validation & Business Impact

**💎 Improving Data Quality at Scale**

Before the concept scales, it was validated against real production – and backed with measurable baselines and clearly stated hypotheses instead of fabricated outcome numbers.

