

CASE STUDY

COP Portal Homepage Redesign

Hitachi Energy — Collaborative Operations Portal

From outdated assumptions and a deprioritised page to a research-grounded, role-personalised homepage that shipped with fewer implementation issues than previous COP features.

Solo UX/UI Designer — Research to deployment.
Interviews · Usability testing · Information Architecture · AI support · UI design · Developer handoff



DURATION

~3–4 months

RESEARCH

Interviews + Figma tests

SCOPE

Navigation · KPIs · Personalisation

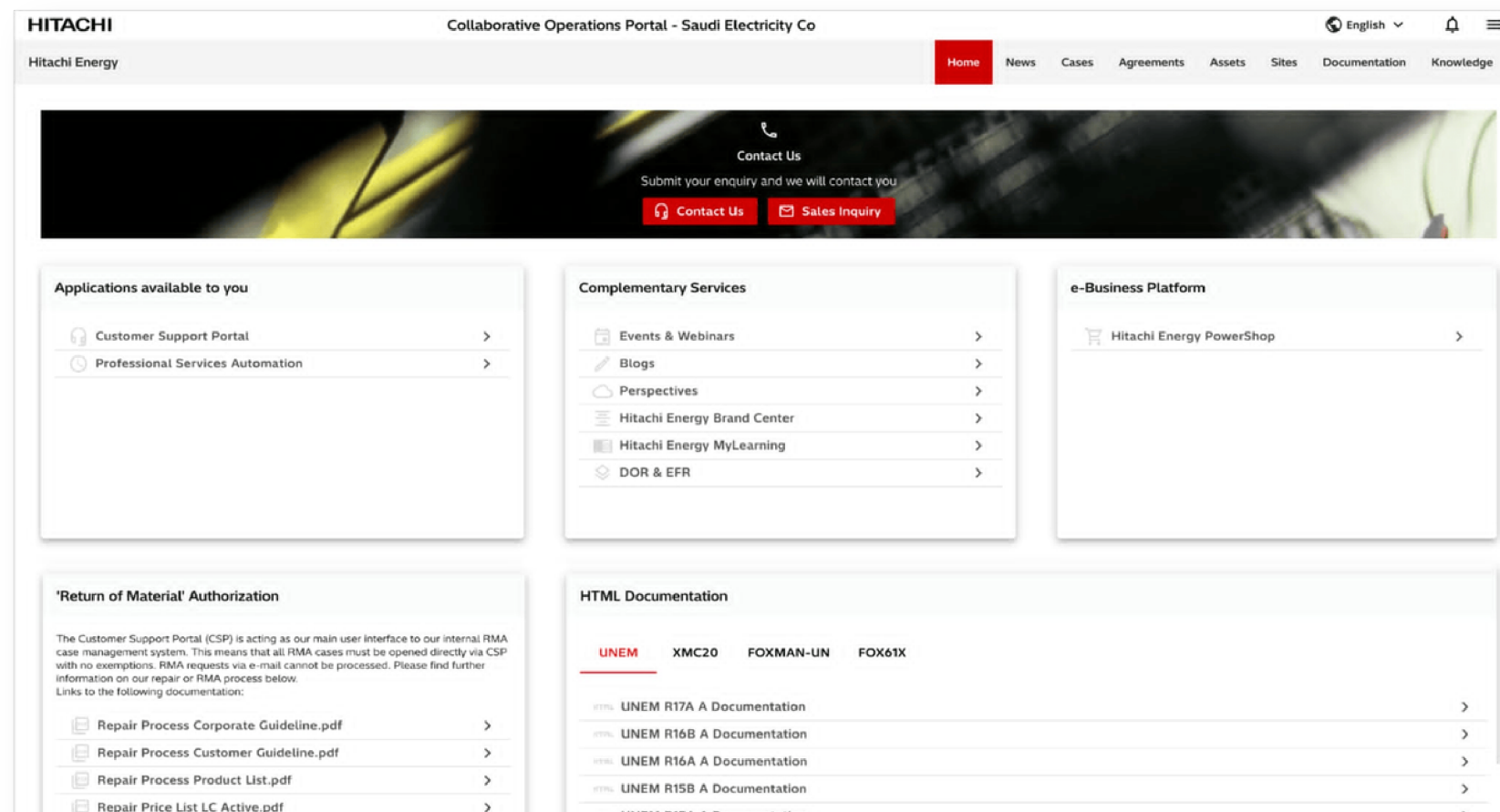
OUTCOME

Shipped with fewer dev issues

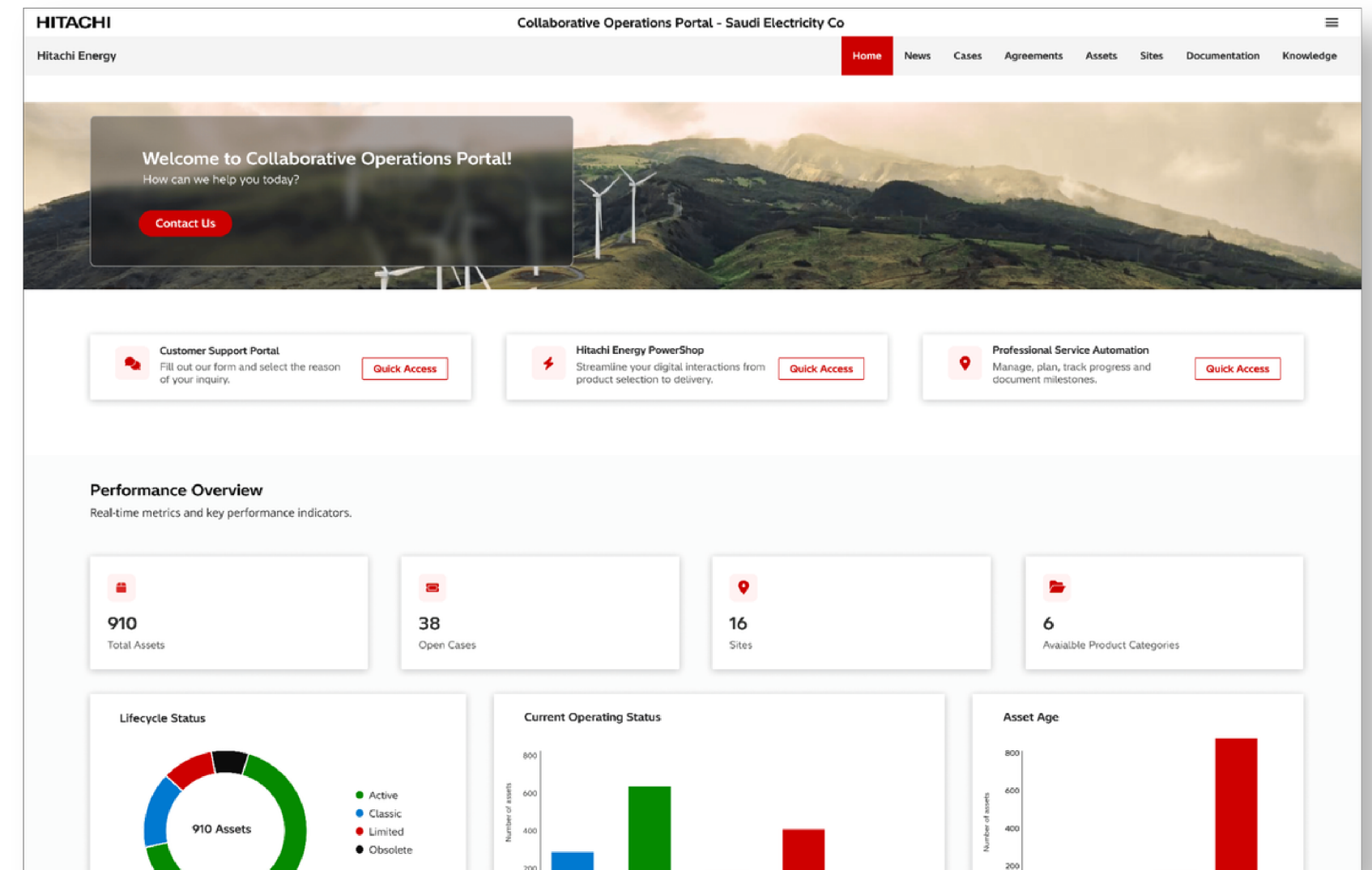
Before → After

The most visible shift: from a dense link directory to a focused homepage for daily work.

BEFORE / OLD HOMEPAGE



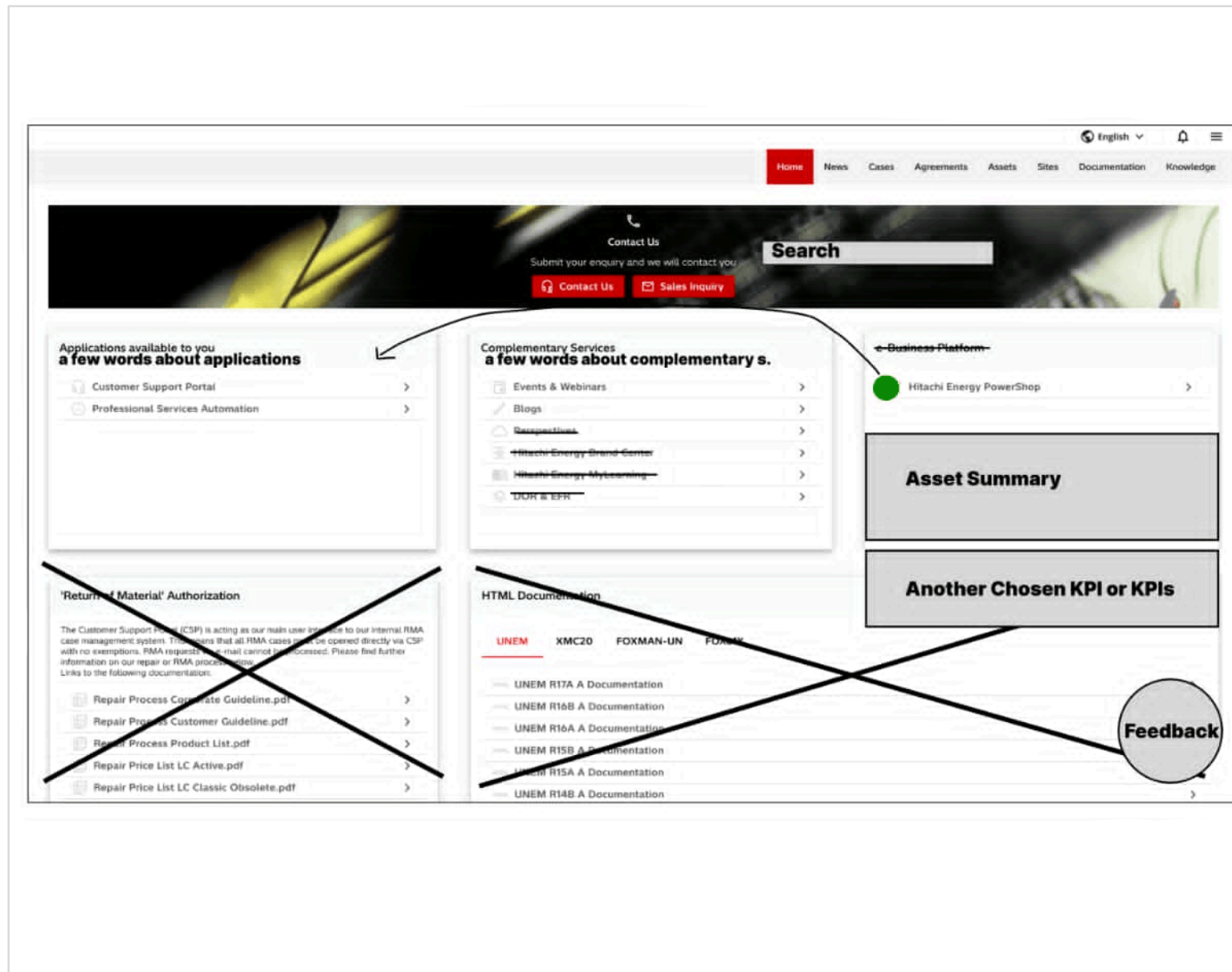
AFTER / REDESIGNED HOMEPAGE



Before: many links, weak hierarchy, unclear terminology and no clear reason to choose one section over another.

After: fewer high-value entry points, KPI visibility, clearer explanations and role/subscription-aware content.

A homepage that nobody had prioritised — and the case I made for why it mattered.



Unclear navigation

Users did not understand what the portal offered or where to go. The homepage provided orientation poorly — mostly links without hierarchy or context.

Excessive, unstructured links

The page was dense with links but gave little signal about what was most important or relevant to a given user.

No meaningful actions

Users arrived at the homepage but did not get a clear starting point. Useful quick actions were not visible enough.

Outdated research baseline

Previous research existed, but it predated many feature and product-scope changes, so I could not rely on it as the current truth.

My framing

A poor homepage creates friction for every user on every visit — so getting alignment to invest proper UX effort became part of the design work.

My scope was larger than one page: I had to understand what users expected from a customer portal, what tasks they performed in COP, how roles differed, and which data was technically feasible to surface.

How I structured the research — and why the structure mattered.

I focused the research on workflows first, so the homepage direction would not be based on shallow UI opinions.

Research planning & goals

I first defined what I needed to learn: whether known homepage issues were still relevant after the portal had changed, and what users actually needed after login.

➤ Senior signal

Starting with goals, not questions, prevented research from confirming what I already suspected.

Bias-reduced participants

Because external access was limited, I selected internal participants with minimal prior exposure to the portal. It was not perfect, but it reduced familiarity bias.

➤ Senior signal

Working within enterprise constraints while actively mitigating bias is real-world research judgement.

Workflow-based interviews

I deliberately asked about daily tasks and tools instead of asking what people wanted on the homepage. That produced product insight, not just interface comments.

➤ Senior signal

“What do you do first?” revealed more than “what should be on this page?”

AI-assisted preparation

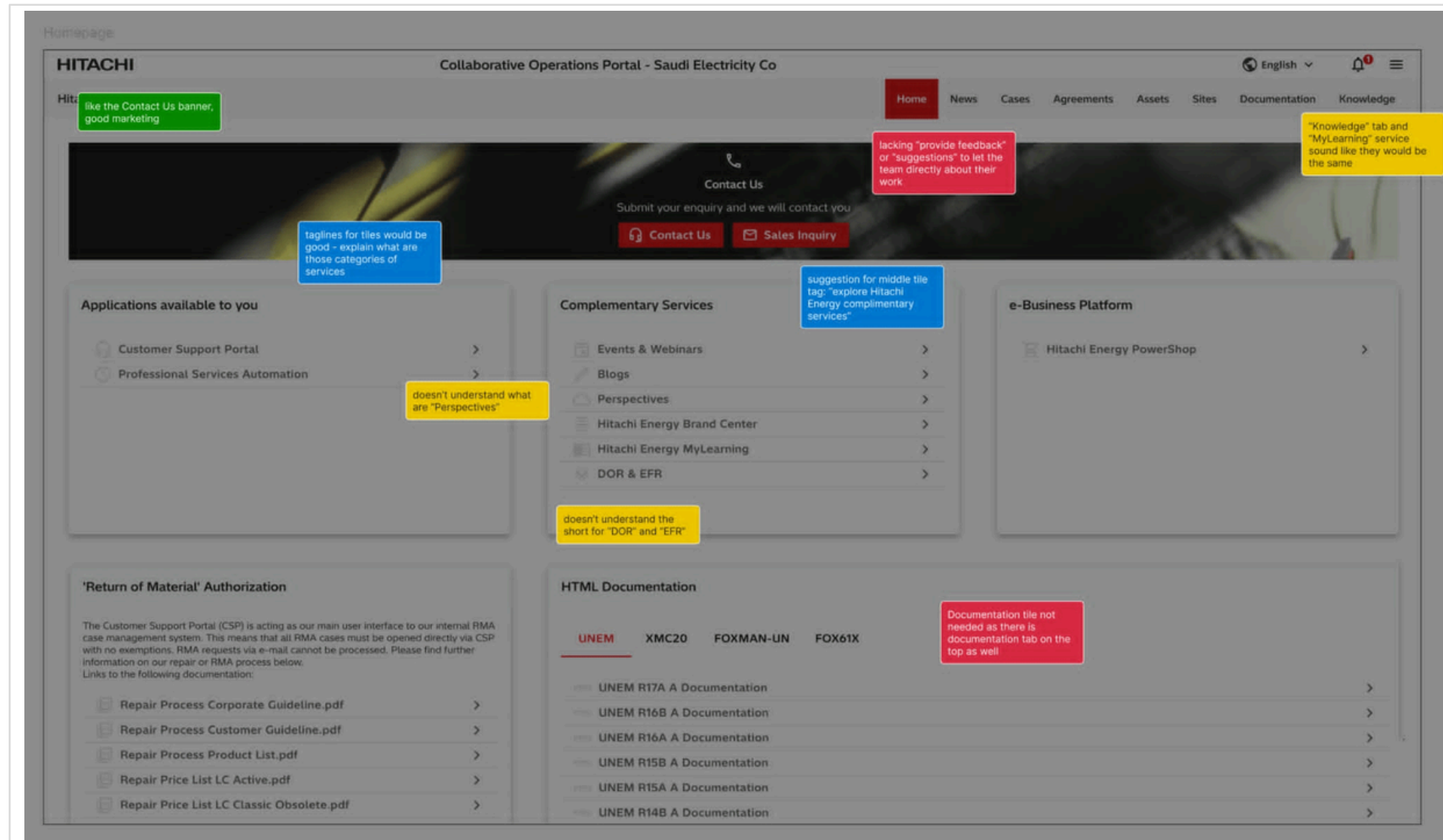
I used Copilot, ChatGPT and Perplexity to prepare scenarios and compare coverage. Sensitive content stayed in enterprise-approved tools.

➤ Senior signal

AI helped with breadth and speed, but did not replace research judgement or data governance.

Testing the whole portal helped me understand the homepage.

I embedded homepage evaluation inside tests of Assets, Sites, Agreements and Notifications, so feedback came from real navigation moments.



Why this was efficient

Rather than testing the homepage as a standalone artefact, I observed how users entered key flows from it. That gave me more authentic feedback about what was missing.

What I saw repeatedly

Users struggled with terminology, lacked contextual explanations and expected the homepage to combine quick actions with high-level status information.

Design implication

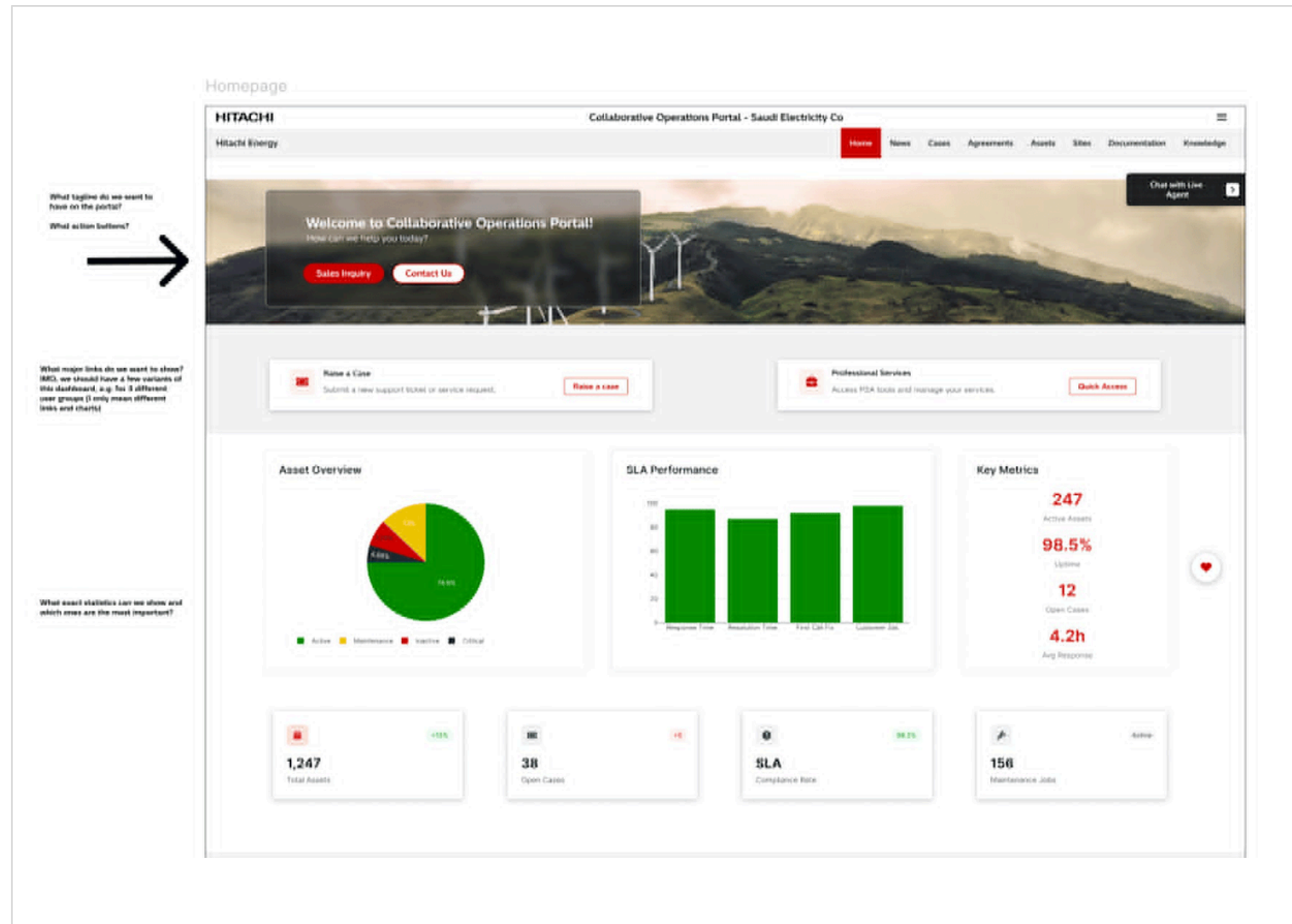
The homepage could not remain a neutral collection of links. It needed to explain, prioritize and summarize.

Resulting principle

The homepage should become a guided command center: fewer choices, clearer meaning, more operational signal.

How I turned research findings into a design direction.

I avoided carrying forward outdated assumptions and used rapid concepts only as a way to accelerate discussion.



Senior design decision: speed was useful, but every concept still had to survive research evidence, data availability, brand fit and implementation constraints.

Rejected existing agency designs

External homepage designs existed, but I did not use them as the foundation because they reflected older product assumptions. It was safer to restart from current evidence.

Rapid prototyping with UX Pilot

I used AI-generated UI components to quickly visualize dashboard, quick-action and widget concepts — as exploration, not as final design output.

BA data validation in parallel

While designing, I worked with the Business Analyst to validate which data could actually be displayed from systems such as Salesforce and OneIB.

Used AI tools for research



Besides UX Pilot, I also used ChatGPT, Perplexity and Copilot to create the interview script and analyse the results. I then combined all insights with my own interpretation into one final conclusion.

The strategy: personalize the homepage and reduce irrelevant content.

Research showed that one generic homepage was creating noise for different roles and subscription levels, so I created 2 main versions.

HITACHI Collaborative Operations Portal - Saudi Electricity Co

Hitachi Energy

Welcome to Collaborative Operations Portal!
How can we help you today?
[Contact Us](#)

Customer Support Portal
Fill out our form and select the reason of your inquiry. [Quick Access](#)

Hitachi Energy PowerShop
Streamline your digital interactions from product selection to delivery. [Quick Access](#)

Professional Service Automation
Manage, plan, track progress and document relationships. [Quick Access](#)

Performance Overview
Real-time metrics and key performance indicators.

910 Total Assets

38 Open Cases

16 Sites

6 Available Product Categories

Lifecycle Status
910 Assets

Current Operating Status

Asset Age

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We are pleased to announce the release of the latest Patch Management now available...
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Full access: quick actions, dashboard widgets and richer operational overview.

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Limited access: simplified homepage with fewer links, no performance overview ending with news only.

Personalization was not decorative. I used it as a simplification strategy: remove unavailable choices, keep only relevant actions and make the homepage feel tailored rather than generic.

Turning “we can’t do that” into “let’s verify what is possible”.

The chart feasibility discussion became the clearest example of implementation-aware design advocacy.

01 I clarified the real constraint

The initial concern was not that charts were impossible, but that building custom charts from scratch would be time-consuming and risky.

02 I asked for a chart-library check

Because the portal already used MUI styling and icons, MUI X Charts was a natural candidate. I asked the development lead to compare available chart libraries before choosing the final direction.

03 I aligned the UI to confirmed MUI X Charts capabilities

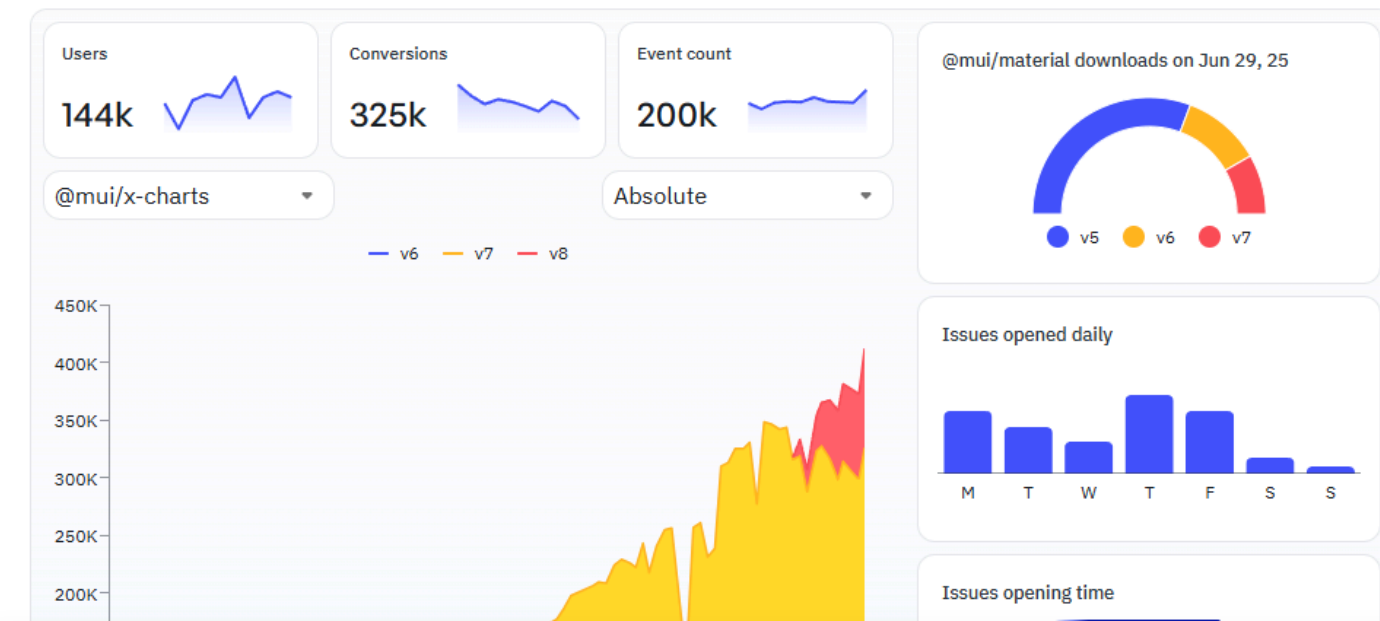
The dashboard stayed ambitious, but chart types, styling, and interaction expectations were adjusted to what the team could realistically implement and maintain.

04 I used refinement meetings as risk reduction

Structured refinement meetings with developers before handoff reduced late surprises and contributed to a smoother implementation than previous features.

MUI X Charts

A collection of React chart components for data visualization.



Collaboration principle

When a constraint appears, first understand it precisely. Then decide whether to redesign, validate alternatives or align the design to real technical capability.

Image: MUI X Charts reference used during chart-library evaluation.

What made this project hard.

The design work had to balance roadmap influence, research limitations, data uncertainty, branding and technical constraints in parallel.

Getting the homepage prioritised

The homepage was not high on the roadmap, so I framed the issue as recurring user friction across every portal visit, not just a cosmetic redesign.

Internal-only participant pool

External customer access was limited, so I selected low-exposure internal participants and explicitly documented the research limitation.

Data availability uncertainty

Dashboard concepts depended on whether reliable data could be surfaced from backend systems, so I validated widget ideas with the BA before committing to the UI.

Evolving brand system

The old homepage shared the right colours but not the newer components or interaction patterns. I had to make the redesign feel closer to both the updated COP pages and the Hitachi Energy landing page.

Chart feasibility pushback

Developers were concerned that custom charts would be time-consuming, so I asked for a chart-library check before reducing scope.

Scope balance

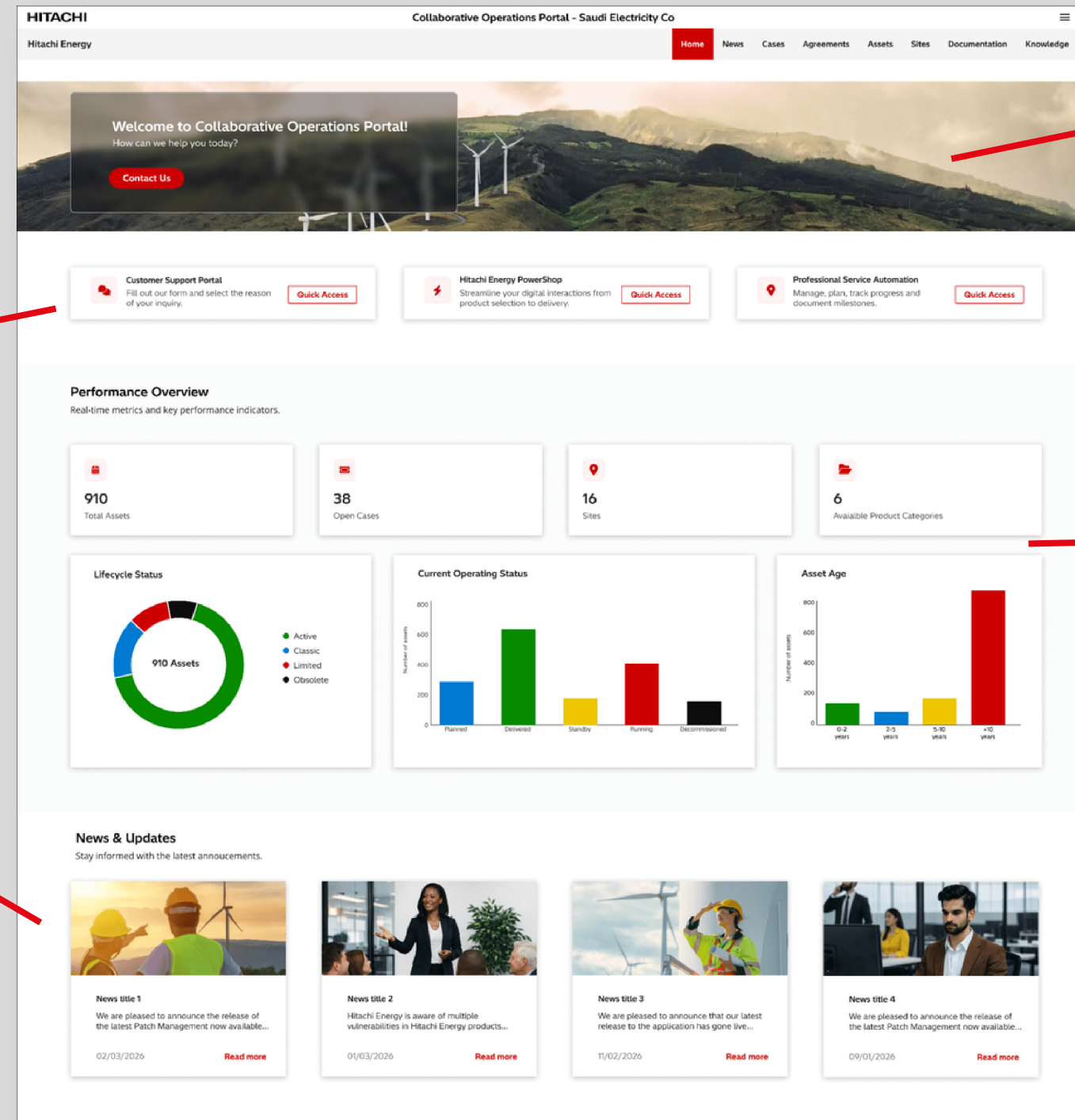
Users wanted earlier visibility into asset, site and case status, but the homepage still needed to remain a homepage. I introduced selected KPI widgets without turning it into a full dashboard.

Senior UX lens

Enterprise UX is rarely linear. Research, design, feasibility and stakeholder management often run together and need active orchestration.

Final homepage: role-personalised, data-feasible and branding-aligned.

The final UI gave users a clearer entry point into the product while staying feasible for development.



Quick access strip

A small number of high-value actions with short descriptions and visible CTAs.

Secondary updates

News remains available, but is placed below work-oriented content.

Guided hero

Clear welcome area and contact/support entry points before deeper navigation.

Performance overview

KPI cards and charts help users orient quickly where data is available.

Design output was not just “new visuals”: it encoded research findings, validated data availability, brand constraints and implementation limits.

What the redesign changed — and how I know it worked.

The homepage moved from a static link collection to a role-aware entry point with clearer navigation, lightweight operational insight, and smoother implementation.

Research-grounded direction

Fresh interviews and usability tests produced a direction based on current behaviour rather than outdated assumptions.

Role-based personalisation

Multiple variants were designed so users saw what was relevant to their role and subscription level.

Lightweight dashboard value

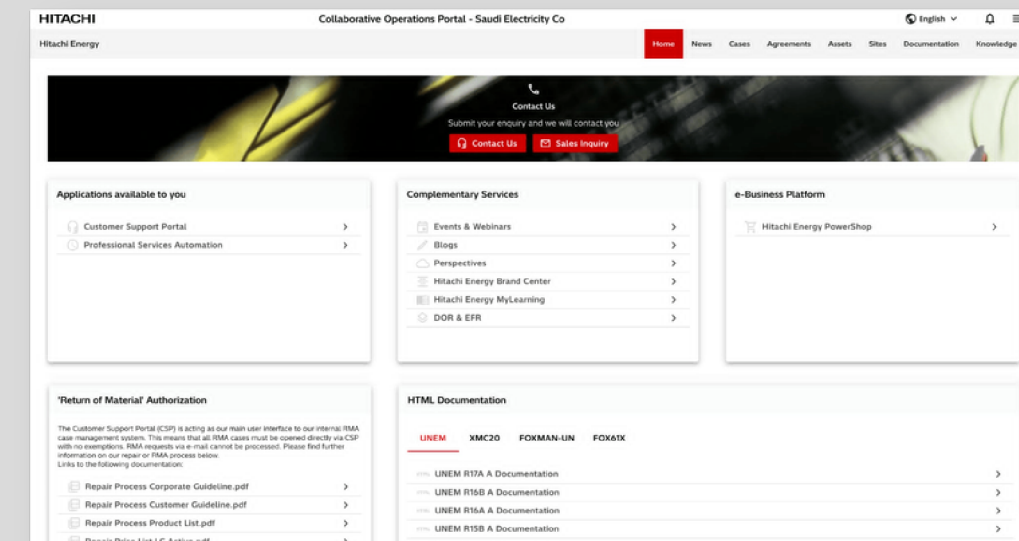
Selected KPI widgets surfaced asset, site and case status early, while keeping the page focused as a homepage rather than a full dashboard.

Portal value made visible

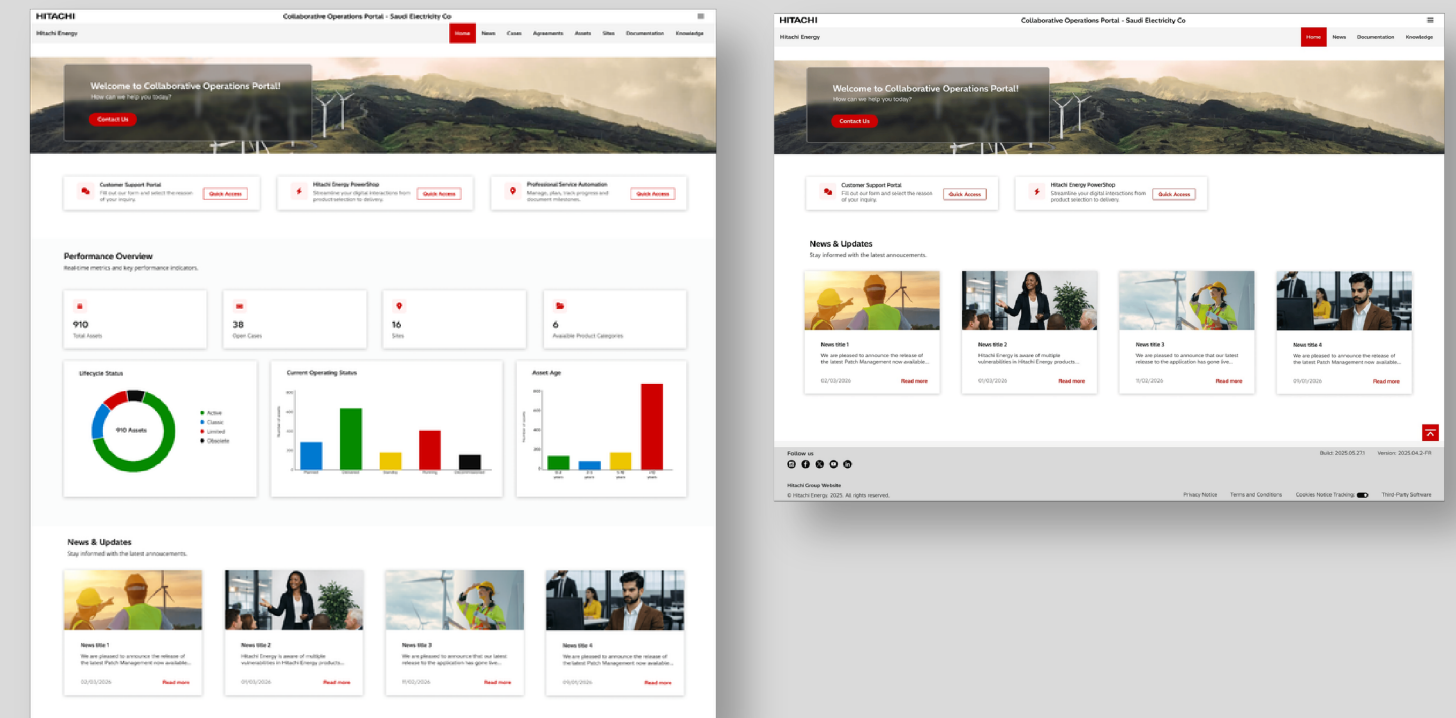
The homepage became a clearer entry point that explained available actions instead of presenting users with an unstructured set of links.

COP business stakeholders said they preferred the new homepage after release. Implementation also had less friction thanks to early developer involvement, refinement meetings and technical validation.

Before



After



Lessons learnt

What I would carry into every complex design project from here.

01 Advocate for the work before doing the work

Getting the homepage on the roadmap was part of the project. If UX work is not prioritised, the designer first has to make the cost of the problem visible.

02 Structure research to avoid confirming what you already believe

Workflow-based questions produced richer findings than direct homepage opinions and helped me separate real needs from surface requests.

03 Treat technical constraints as design inputs

BA data validation and chart-library checks during design changed what we shipped and prevented late-stage rework.

04 Front-load developer conversations

Refinement before handoff is not overhead. It is a quality mechanism that reduces risk and builds trust.

05 A homepage requires product-level understanding

Getting it right meant understanding portal roles, subscription logic, data availability, content priority and user tasks — not just arranging cards.

Senior UX takeaway: the strongest design decisions came from connecting user evidence, business priorities and engineering constraints — not from UI polish alone.