**PROJECT GOAL**

To re-design the GeoBuilder tool interface using User Experience (UX) processes.

**RESEARCH**
- User research
- Observations
- Literature research
- Competitive analysis

**USABILITY TEST**
- Journey mapping
- Content understanding

**DESIGN NEW UI**
- Based on research

**USABILITY TEST**
- On new UI

**RE-DESIGN UI**
- Based on usability test

**GEOBUILDER TOOL**
- Create
- Manage
- Visualize
- Analyze
- Share

Geobuilder, one of GABBs’ (geospatial data analysis building blocks) mapping and visualizations toolkit, is for exploring and sharing geospatial data on a map with associated tables and plots. Users can integrate data without any programming. It gives a more convenient and visual way to disseminate and analyze geospatial data.

**DESIGN IMPLEMENTATION**

BEFORE

SKETCHES

AFTER

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