

Re-Architecting an Enterprise Product Evaluation Experience for a Global B2B Platform

Quinton Moran

UX Designer | Enterprise Platforms

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Quinton Moran

UX Designer | Enterprise Platforms | Research-Driven Product Design



Product Design & User Research Specialist

Focused on architecting complex ecosystems and global platforms. I specialize in translating high-level business requirements into implementation-ready solutions that balance user utility with technical feasibility.



Evidence-Based Design Strategy

Bridging the gap between user needs and business growth through mixed-method research and scalable design systems. My approach ensures every decision is rooted in data-driven insights and measurable ROI.



Systems Thinking in Regulated Environments

A proven track record of delivering decision-support tools and large-scale platform redesigns. I prioritize clarity and performance, ensuring that technical complexity never becomes a barrier to critical user workflows.

Project Overview

Parametric Product Evaluation System

- Core interface for product selection
- Supports filtering, comparison, and decision-making
- Redesign focused on improving efficiency and usability

The screenshot displays the onsemi website's 'Image Sensors' product page. The navigation bar includes 'onsemi', 'Products', 'Solutions', 'Design', 'Support', 'Company', and 'Careers'. A search bar is present with the text 'Search the Site & Cross Reference'. The breadcrumb trail shows 'Products / Sensors / Image Sensors'. The main heading is 'Image Sensors' with a 'Show Side Navigation' button. Below this is a descriptive paragraph: 'A broad portfolio of industry leading image sensors that satisfy requirements of every possible end application from wearables and consumer electronics to demanding industrial and automotive applications.' A secondary navigation bar contains 'Products', 'Technical Documentation', and 'Training & Related Media'. The 'Parametric Search' section features a 'Log In' button and a 'Register Now' link. It includes several filter panels: 'Status' (Active, Active, New, Active, Not Rec, Consult Sales Office, Last Shipments, Lifetime, Obsolete), 'Compliance' (AEC Qualified, Halide free, Pb free, PPAP Capable), 'Type' (-, CMOS, Full Frame CCD, Interline CCD, Interline Transfer-EMCCD, Linear CCD), 'Megapixels' (Invert range value, range slider from 0.3 to 44.7 MMP), and 'Frame Rate (fps)' (Invert range value, range slider from 7.5 to 815 fps). Below the filters is a table with a search bar, 'Product Groups: 67', and 'Orderable Parts: 271'. The table has columns for Product Group, Status, CAD Models, Compliance, Type, Megapixels, Frame Rate (fps), Optical Format, Shutter Type, Pixel Size (µm), Output Interface, Color, and Package Type. The first row shows 'AR0130CS' as an Active CMOS sensor with 1 Megapixel, 45 fps, 1/3 inch optical format, Electronic Rolling shutter, 3.75 x 3.75 µm pixel size, Parallel output interface, Mono, RGB color, and ILCC-48 package type.

Product Group	Status	CAD Models	Compliance	Type	Megapixels	Frame Rate (fps)	Optical Format	Shutter Type	Pixel Size (µm)	Output Interface	Color	Package Type
AR0130CS CMOS Image Sensor, 1.2... Datasheet	Active			CMOS	1	45	1/3 inch	Electronic Rolling	3.75 x 3.75	Parallel	Mono, RGB	ILCC-48

Project Context

- Role & Collaboration
- Business Context
- Platform Overview
- Overlapping Workstreams

Context: Role & Collaboration



Quinton Moran

Sole Strategic UX Lead

Owned end-to-end UX research and design for the Global B2B Platform.

Responsible for translating complex user needs, business requirements, & brand vision into validated experiences.

Cross-Functional Alignment

- **Marketing Leadership:** Global brand evolution and project roadmaps
- **Digital Experience** – Content strategy and campaign alignment
- **Product & Domain Partners:** Business requirements & product logic
- **Engineering (Offshore):** Implementation & technical delivery

Context: **onsemi**TM



A Fortune 500 Industry Leader in Intelligent Technology

Recognized as a global authority in intelligent power and sensing. onsemi is a primary driver of the world's most critical high-growth megatrends, including Vehicle Electrification (EV), Autonomous Driving, and Sustainable Energy Grids



80,000+ Unique Technical Products

Managing one of the industry's most expansive technical catalogs. From specialized sensors to power-management components, the company ships tens of billions of parts annually to a global supply chain



Unified Global Presence Across 30+ Countries

A massive international business network spanning North America, EMEA, and APAC, supporting a localized worldwide customer base through dedicated regional hubs.

Context: B2B Platform Overview



Product Evaluation

- Parametric filtering
- Product comparison
- Core decision-making

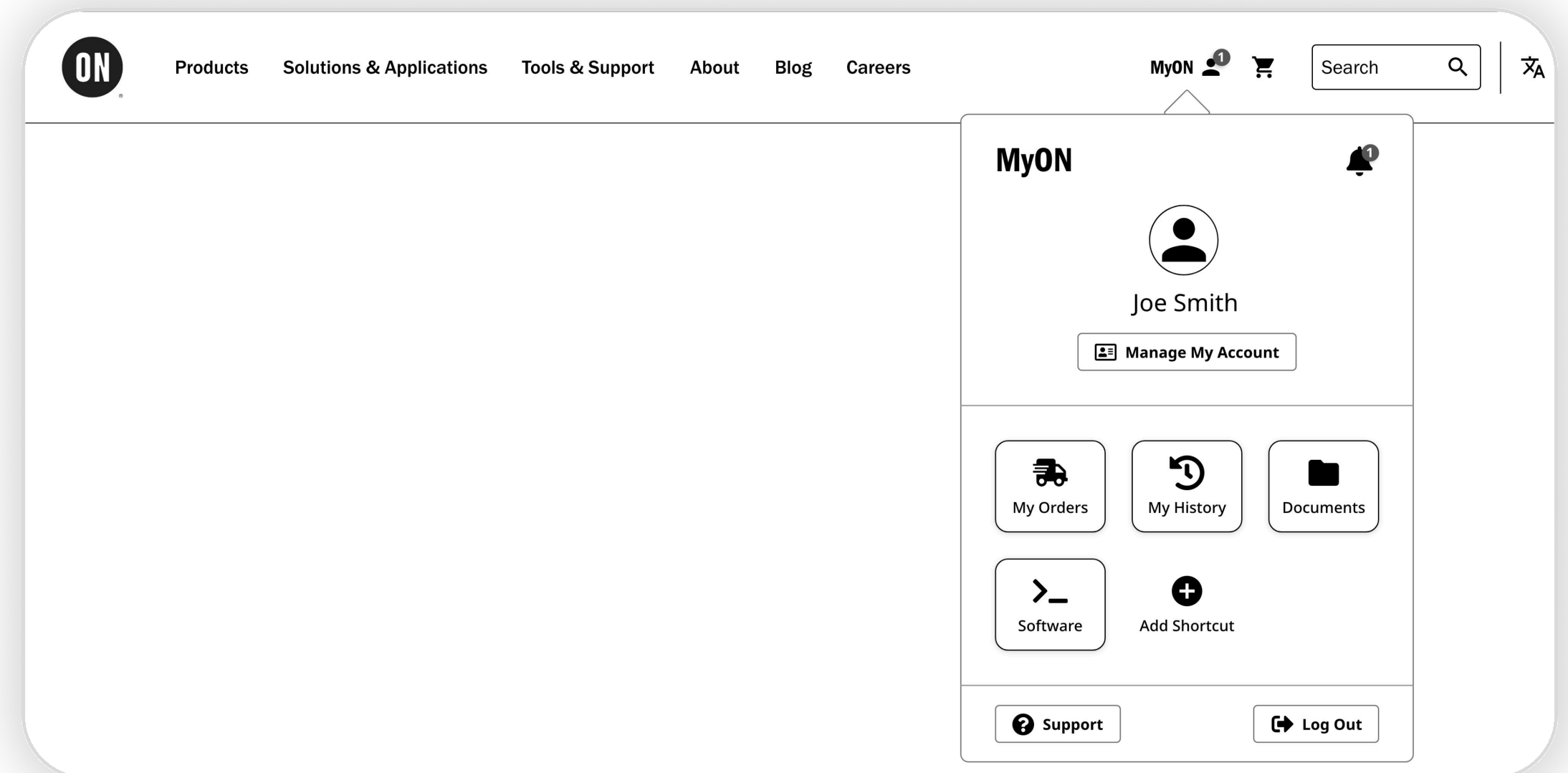
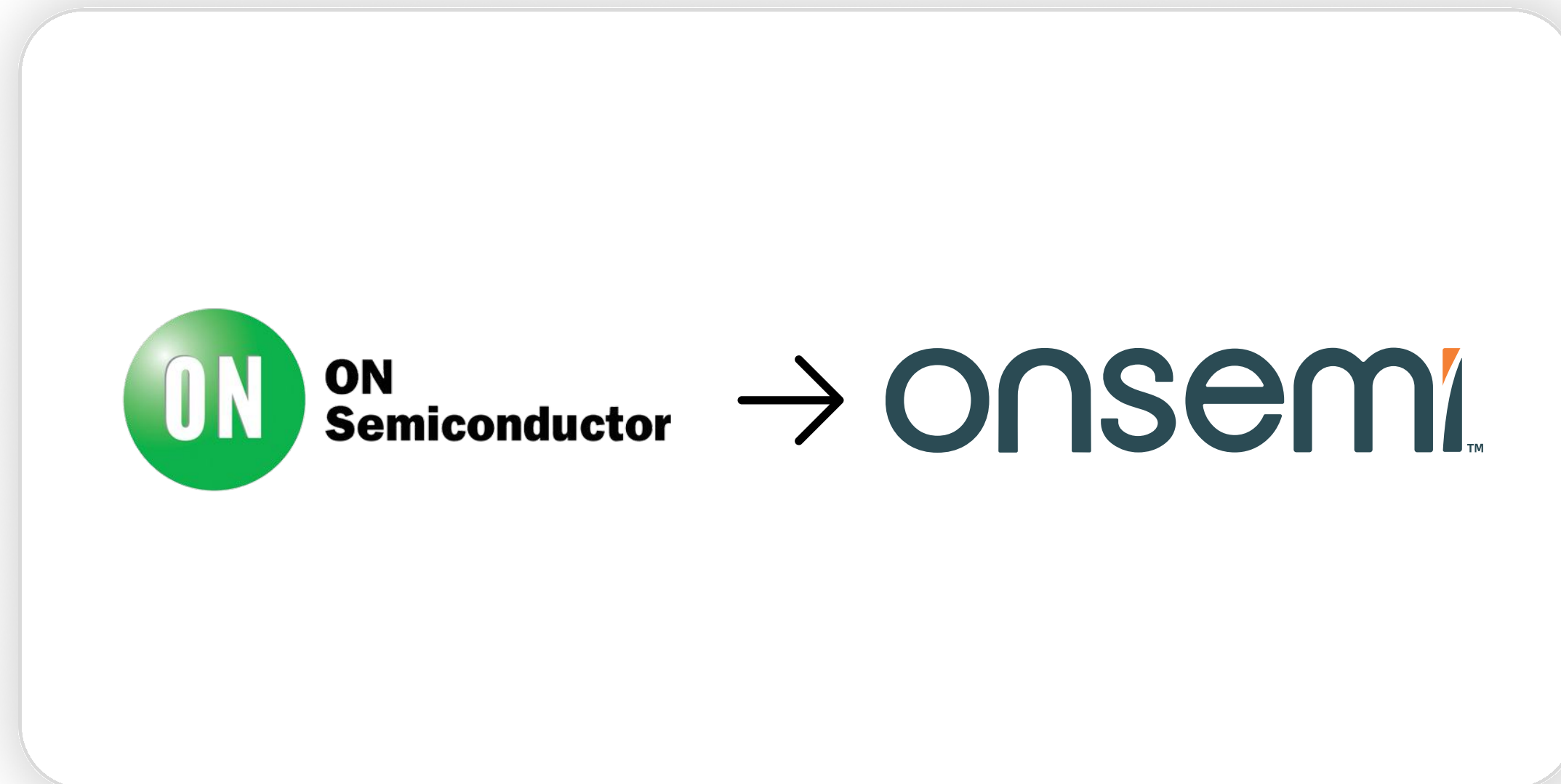
User System (MyON)

- Account management
- Order tracking
- User identification

Sales Process

- Direct engagement
- High-volume purchasing
- Managed outside platform

Context: Overlapping Workstreams



Global Platform Redesign

- Branding
- Information Architecture
- New Design System
- New CMS

MyON Authenticated Experience Overhaul

- Reducing onboarding Friction
- consolidating legacy workflows
- introduction of value-gated capabilities

Discovery

- Objectives & Constraints
- Research Approach
- Persona
- User Journey
- Key Insights

Discovery: Objectives & Constraints

Core Platform Objective

- Increase qualified leads to support sales

Project Objectives

- Reduce evaluation time
- Match/exceed competitor workflows
- Align with updated branding
- Improve cross-device usability

Constraints

- Complex product data
- Existing system limitations
- Legacy system dependencies
- Limited engineering bandwidth
- Aligning multiple parallel workstreams

Discovery: **Research Approach**



Evaluative Research

- Moderated usability testing
- Baseline task performance
(time, errors)



Generative Research

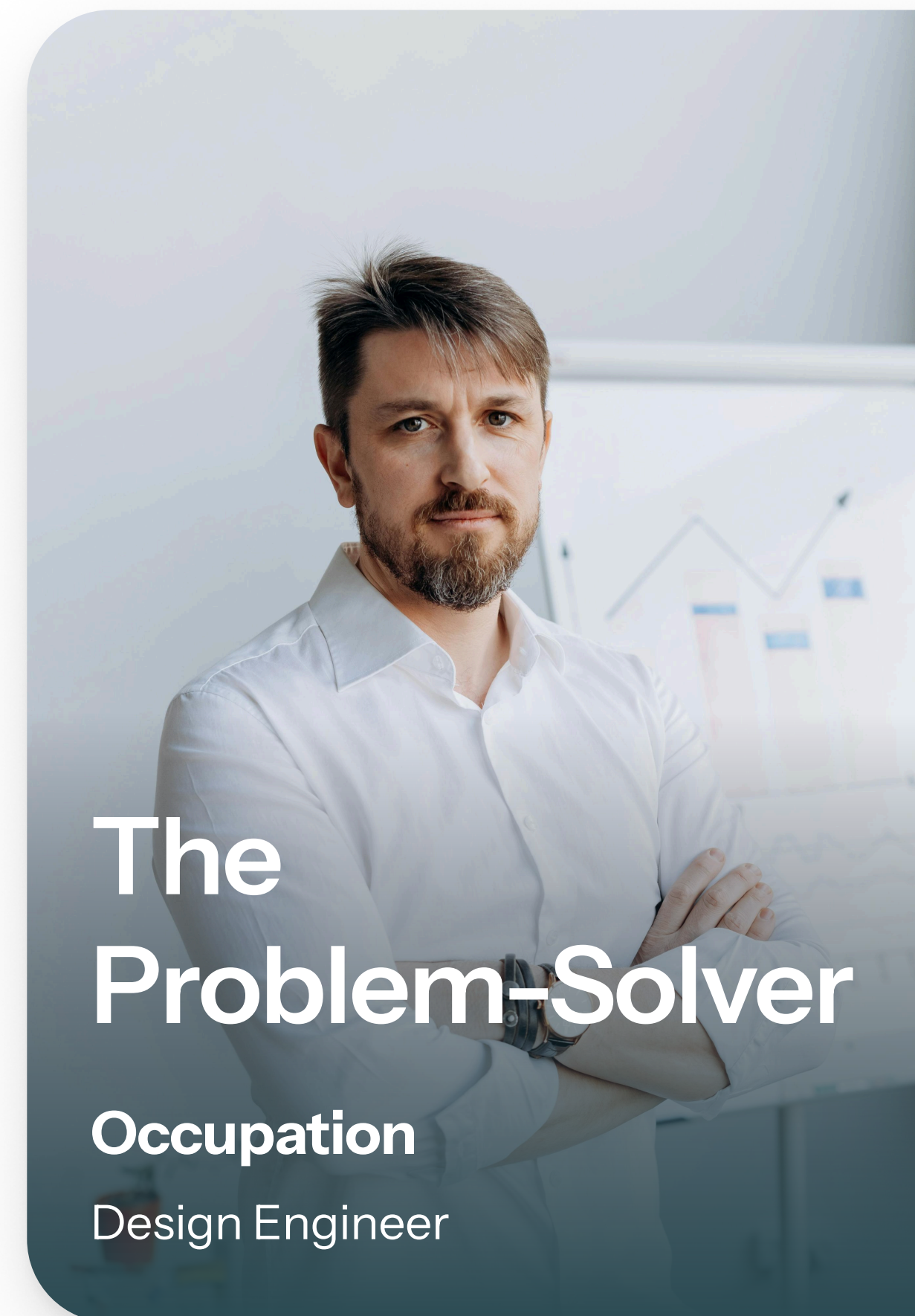
- Interviews with engineers
- Pain points & unmet needs



Competitive Benchmarking

- NXP, Microchip
- Compared evaluation
workflows

Discovery: Primary Persona



About

Age: 35

Location: Berlin, Germany

Background:

Uses datasheets, tools, and technical resources to evaluate components and determine the best solution

Goal:

Solve complex technical problems efficiently and accurately

Pain Points

- Needs multiple tools and tabs to compare products
- High effort to build a complete mental model
- Interruptions reduce focus and efficiency

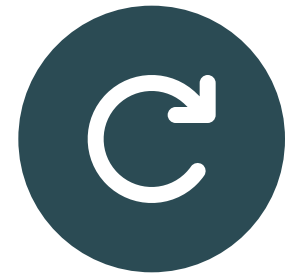
Needs

- Streamlined evaluation workflows
- Clear, side-by-side comparison
- Ability to stay in a focused workflow

Discovery: Simplified User Journey

Stage	Discovery	Filter	Compare	Select	Act
Actions	Search potential components via site search or navigating product taxonomies	Apply parametric filters within a product group to narrow options	<ul style="list-style-type: none"> Compare specs across product group tables Compare attributes across supporting assets (Data sheets, Block Diagrams, CAD Models, etc) 	Identify best-fit component based on specs	Order sample or contact sales
Friction	<ul style="list-style-type: none"> Information fragmented across individual product group tables Multiple tabs needed 	<ul style="list-style-type: none"> Filters must be repeatedly re-entered across product groups -No persistence of user-defined parameters 	<ul style="list-style-type: none"> Requires multiple tabs across different tables Key attributes difficult to locate or align Cannot customize or export views Some supporting assets located off-table on product overview page 	<ul style="list-style-type: none"> High cognitive load due to fragmented data Limited visibility of relevant attributes Horizontal scrolling and poor responsiveness 	<ul style="list-style-type: none"> Drop-off if correct part isn't found No capture of high-intent but anonymous users

Discovery: **Key Insights**



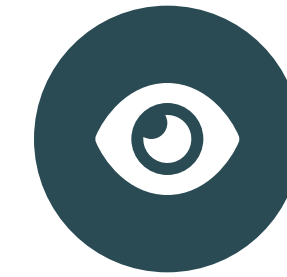
Repetitive Evaluation Workflows

- Users repeatedly re-enter the same filters across product groups
- No persistence of parameters → unnecessary effort and friction



Fragmented Comparison Experience

- Comparison across product groups is manual and inefficient
- Multiple tabs required, no unified view of attributes



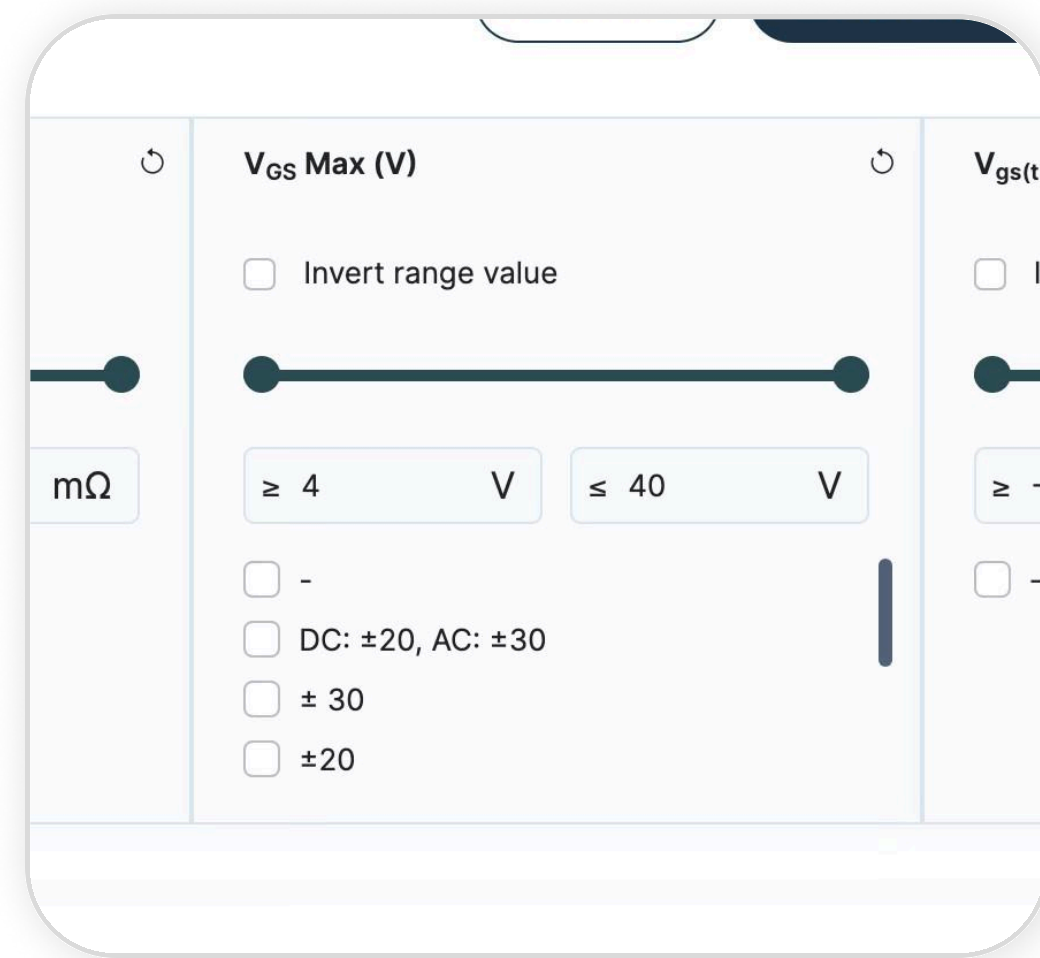
Limited Visibility of Key Data

- Critical attributes are difficult to locate & align
- Tables are not customizable → poor information clarity

Design

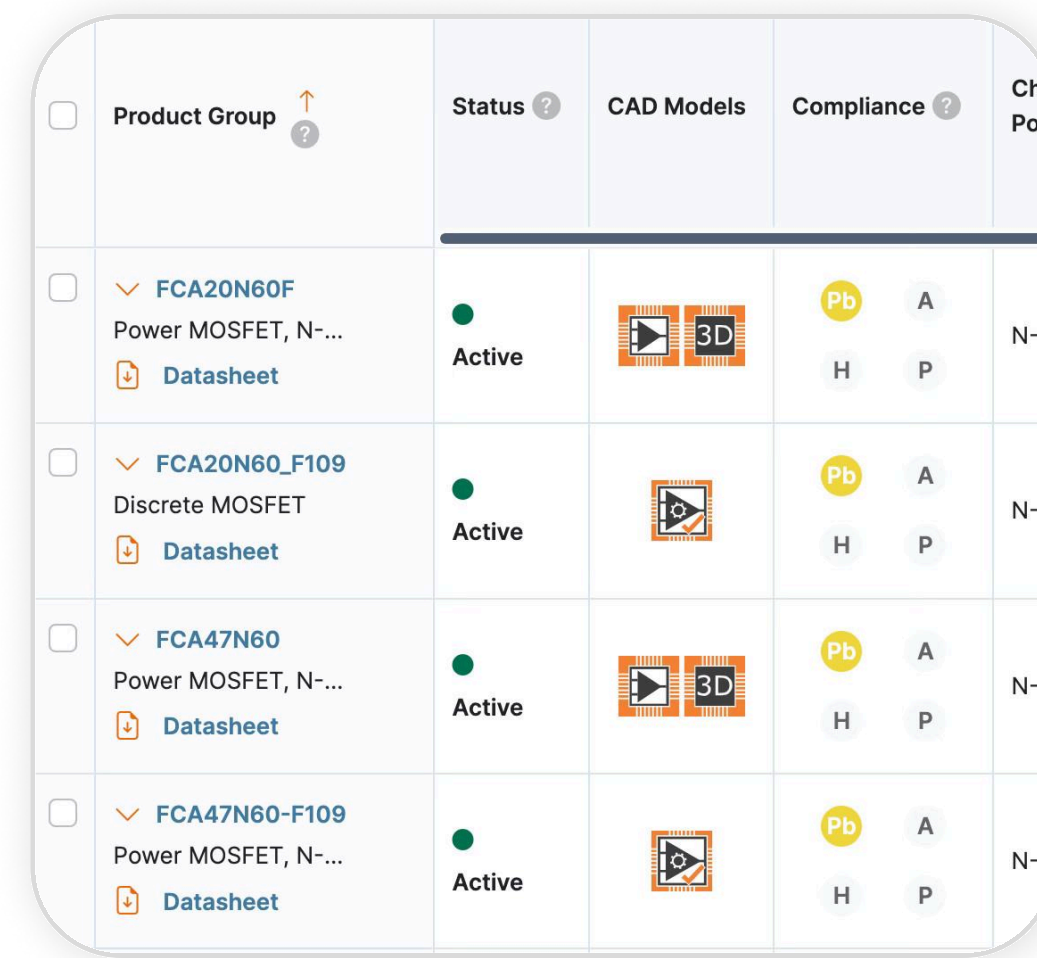
- Re-architecting the Parametric System
- Connecting Evaluation to User Identification
- Design Iteration
- Validation

Design: Re-architecting the Parametric System



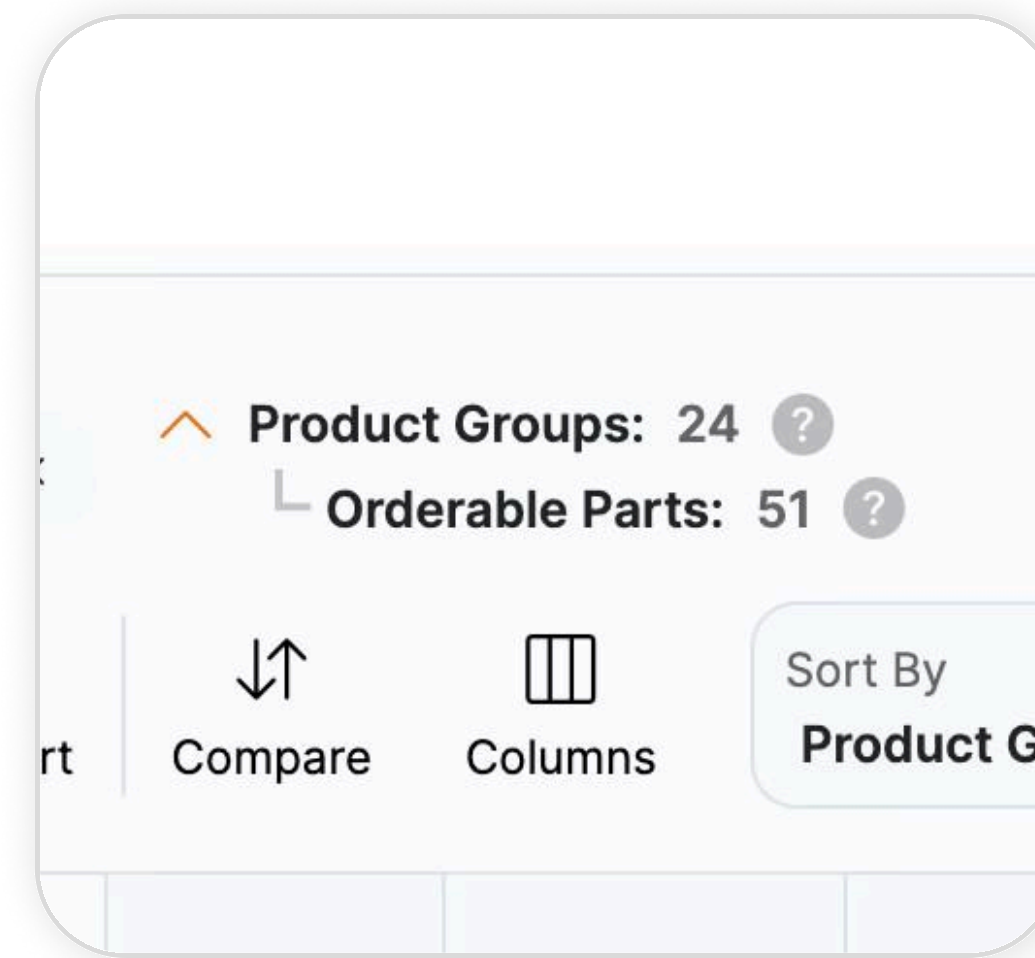
High-Precision Filtering

- Advanced Relational Logic (>, <, =, AND/OR)
- Dual-Entry Interaction (In-Table / Modal)
- Contextual "Jump-To" Navigation



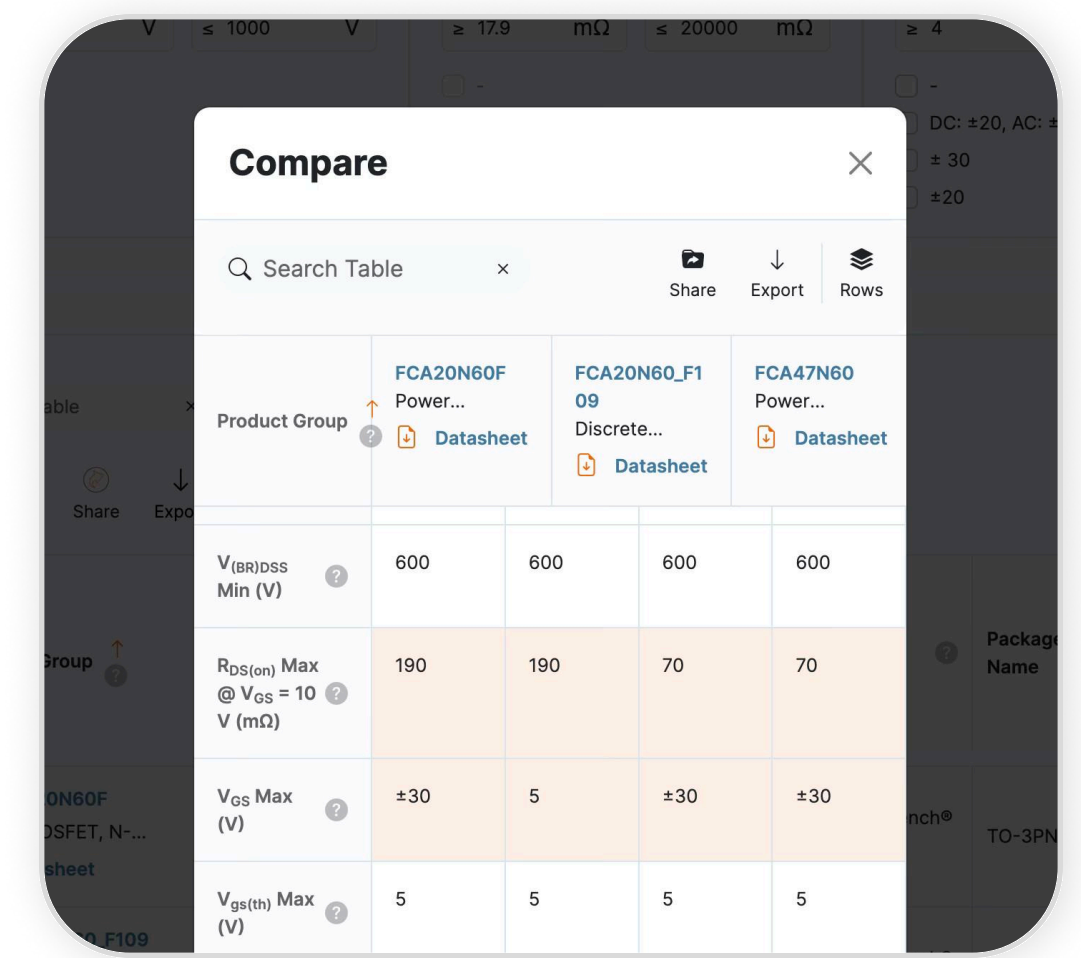
Dynamic Data Grid

- Interactive Omni-Channel Experience
- Customizable Schema (columns, sort, etc)
- Live Search
- Actionable Data Export



Unified Evaluation Across Product Groups

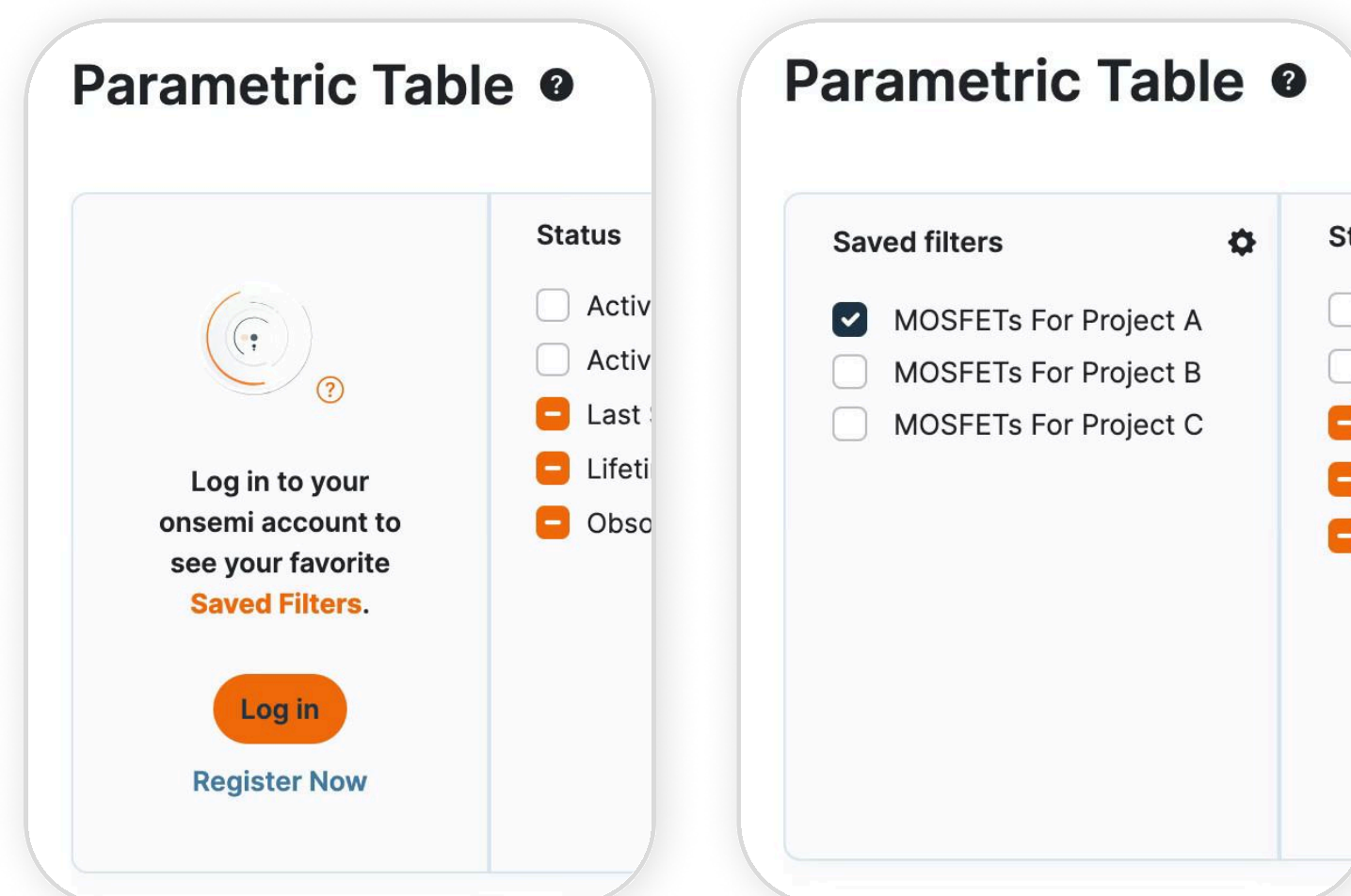
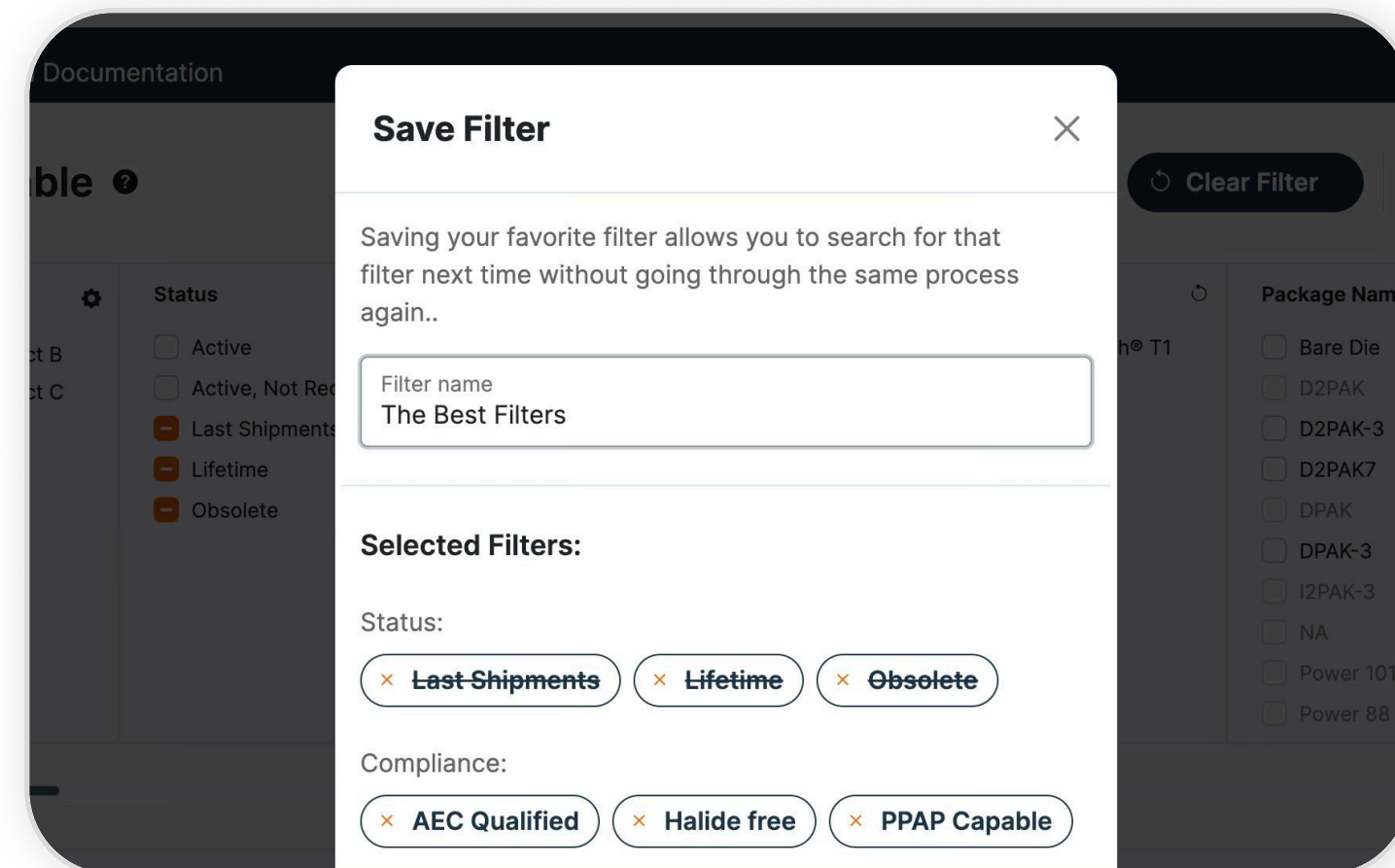
- All PNs accessible within nested Product Groups
- Cross-comparison across Product Groups
- Deep-dives without leaving table



Side-by-Side Benchmarking

- Isolated Comparison of selected parts
- Attribute Delta Highlighting
- Customizable Schema (row, sort, etc)

Design: Connecting Evaluation to User Identification



Insight: High-Intent Behavior Emerges During Evaluation

- Repeated filter refinement signals decision intent

Opportunity: High-intent users remain anonymous

- Evaluation not connected to MyON (user system)
- Qualified users drop off before lead capture

Strategy: Convert Evaluation → Identification

- Gate saved filters behind MyON
- Trigger at high-intent moments

Impact: Connects UX → Business Outcomes

- Earlier capture of qualified leads,
- Reduced drop-off during selection
- Increase evaluation time and efficiency

Design: Design Iteration - Legacy Experience

AR0130CSM275PBAH-GEVB Pb-free 1.2 MP Sunex DSL945D 1/3" PLCC CIS HB Buy

Availability & Samples		Specifications								
Product	Status	Compliance	Description	Package Case Outline	MSL Type	Temperature	Container Type	Qty	Budgetary Price	
AR0130CSM275PBAH-GEVB	Lifetime	Pb-free Halide free	AR0130CS, RGB, Parallel Interface, PLCC package with protective film (Dry Pack)	PLCC-48	776AL	4	240	Tray JEDEC	1520	Inventory
AR0130CSM275PBAH-DR	Lifetime	Pb-free Halide free	AR0130CS, RGB, Parallel Interface, PLCC package (Dry Pack)	PLCC-48	776AL	4	240	Tray JEDEC	1520	Inventory
AR0130CSM275PBAH-DR1	Lifetime	Pb-free Halide free	AR0130CS, RGB, Parallel Interface, PLCC package (Dry Pack)	PLCC-48	776AL	4	240	Tray JEDEC	152	Inventory
AR0130CSM275PBAH-PCAD-DFBR	Active	Pb-free Halide free	AR0130CS, RGB, Parallel Interface, ILCC package with protective film, double side AR glass (Dry Pack)	ILCC-48	847AC	4	260	Tray JEDEC	2400	Contact Sales Inventory
AR0130CSM275PBAH-PCAD-DFBR1	Active	Pb-free Halide free	AR0130CS, RGB, Parallel Interface, ILCC package with protective film, double side AR glass (Dry Pack)	ILCC-48	847AC	4	260	Tray JEDEC	240	Contact Sales Inventory

onsemi Products Solutions Design Support Company Careers Search the Site & Cross Reference EN

Home > Products > Sensors > Image Sensors > AR0130CS

AR0130CS: CMOS Image Sensor, 1.2 MP, 1/3"

[Datasheet: 1/3-inch CMOS Digital Image Sensor Rev. 1.5 \(31 SkB\)](#)
[Product Overview](#)
[View Material Composition](#)
[Product Change Notification](#)
[Mark as Favorite](#)

This 1/3-inch optical format HD (720p/60fps) sensor provides high performance with its proven 3.75-µm pixel for mainstream surveillance cameras. The sensor enables OEMs to create cameras with day/night operating modes due to the low light (0 lux) sensing capabilities of the pixel that was engineered for enhanced near infrared (NIR) detection. For NIR applications the sensor provides increased sensitivity to lessen LED lighting requirements.

Applications

- Camera
- Security
- Scanning

Technical Documentation & Design Resources

Software (3)	Package Drawings (2)
Application Notes (3)	Videos (1)
Reference Manuals (1)	Evaluation Board Documents (12)
Data Sheets (1)	FAQ (1)

Evaluation/Development Tool Information

Product	Status	Compliance	Short Description	Action
AR0130CSM275PBAH-GEVB	Active	Pb-free	1.2 MP 1/3" CIS DK	Buy
AR0130CSM275PBAH-DR	Active	Pb-free	1.2 MP 1/3" CIS DK	Buy
AR0130CSM275PBAH-DR1	Active	Pb-free	1.2 MP 1/3" CIS DK	Buy
AR0130CSM275PBAH-PCAD-DFBR	Active	Pb-free	1.2 MP 1/3" CIS DK	Buy
AR0130CSM275PBAH-PCAD-DFBR1	Active	Pb-free	1.2 MP 1/3" CIS DK	Buy
AR0130CSM275PBAH-PCAD-DFBR1	Active	Pb-free	1.2 MP Sunex DSL945D 1/3" ILCC CIS HB	Buy
AR0130CSM275PBAH-PCAD-DFBR1	Active	Pb-free	1.2 MP Sunex DSL115B 1/3" ILCC CIS HB	Buy
AR0130CSM275PBAH-PCAD-DFBR1	Active	Pb-free	1.2 MP Sunex DSL213A 1/3" ILCC CIS HB	Buy

Previously Viewed Products
Select Product... Go Clear List

Support
[Technical Documentation](#)
[Design Resources & Documents](#)
[Technical Support](#)
[Sales Support](#)

Featured Video
[Features and Set-up of the Mainstream CMOS Image Sensor Demo Boards](#)

An unanticipated problem was encountered, check back soon and try again
 Error Code: MEDIA_ERR_UNKNOWN
 Session ID: 2021-06-2024466001-031-666000000-Playe...
 OK
[More Videos...](#)

Image Sensors

Overview Products Technical Documentation

You have selected 12 columns (by default) Clear All Filters

Quick Filter
 Check to select column you want to see
 Click to filter your preference

Select	Product	Description	Data Sheet	Pricing (\$/Unit)	Compliance	Status	Type	Mega
<input type="checkbox"/>	XGS 16000	CMOS Image Sensor, 16 MP, Global Shutter			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0130CS	CMOS Image Sensor, 1.2 MP, 1/3"			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0132AT	CMOS Image Sensor, 1.2 MP, 1/3"			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0134CS	CMOS Image Sensor, Digital, Global Shutter, 1.2 MP, 1/3"			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0135AT	CMOS Image Sensor, 1.2 MP, 1/3", Global Shutter			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0135CS	CMOS Image Sensor, Digital, Global Shutter, 1.2 MP, 1/3"			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0140AT	CMOS Image Sensor, 1.0 MP, 1/4"			Pb-free Halide free	Active	CMOS	
<input type="checkbox"/>	AR0140CS	CMOS Image Sensor, 1.0 MP, 1/4"			Pb-free Halide free	Active	CMOS	

Design: Design Iteration - Iterative Prototyping

onsemi Products Solutions Design Support Company Careers Search the Site

Products / Power Management / Linear Regulators (LDO)

Linear Regulators (LDO)

Linear Regulators (LDO) provide an optimum solution for low power, space conscious and low noise design requirements. The simplicity of design and few external components make them easy to integrate into the final product. This broad portfolio features high PSRR, low noise, low quiescent current (I_q), low dropout and wide input voltage range. As a market leader, we provide parts that offer industries best performance with a robust design and high quality manufacturing. Package options include the smallest size in the industry to the larger power packages providing an ideal solution for automotive, industrial and consumer applications.

Overview Products New Products Technical Documentation

Filter

Hi, Danyal. You have selected 19 columns (by default)

RESET

Save Parametric Filters

View Saved Filters

Saved Filters

VIBRICES Typ (V)

Package Type

VIBRICES Typ (V)

No. of matching products: 116

No. of matching products: 116

Compare Products Modal

Allows users to compare 2 or more products in modal

Comparing 4 Parts

Search Table

Differences Highlighted

	XGS 16000 16 MP CMOS Image Sensor Datasheet	AR0130CS 1.2 MP, 1/3" CMOS Image Sensor Datasheet	AR0220AT CMOS Image Sensor, Digital, 1.7 MP, 1/1.8-Inch, 4.2 μm BSI pixel Datasheet	XGS 16000 16 MP CMOS Irr Datasheet
Compliance	Pb A H P	Pb A H P	Pb A H P	Pb A H
Type	CMOS	CMOS	CMOS	CMOS
Megapixels	16	1	1.2	1
Framerate	21 42 65	45	54	45
Optical Format	1.1 inch	1/3 inch	1/4 inch	1/3 inch
Shutter Type	Electronic Rolling	Global Reset Release	Electronic Rolling	Global Reset Re

Filters + Table = "container-fluid" ALL OTHER SECTIONS = "container" EX: <https://www.ti.com/product/TPS54335A?keyMatch=TPS54335>

Parametric Search

View All Filters

Log in to your onsemi account to see your favorite Saved Filters.

Log in Register Now

Compliance

AEC Qualified

Halide free

non AEC-Q and PPAP

Pb-free

PPAP Capable

PPAP Capable

Megapixels

1

1.2

2.1

2.3

1

1.2

Framerate

≥ 30 fps

≥ 60 fps

Optical Format

1/2.7 inch

1/3 inch

1/4 inch

1/2.7 inch

1/3 inch

1/4 inch

NEW PARAMETRIC TABLE DESIGN BASED OFF EXISTING NEW PRODUCT RECOMEDATION TOOL /w ADDED FEATURES

Search Table No. of matching products: 116

Share Export Compare Columns Sort by Best fit

	Product	Compliance	Type	Megapixels	Framerate	Optical Format	Shutte	Pricing (\$/Unit)
	XGS 16000 16 MP CMOS Image Sensor Datasheet	Pb A H P	CMOS	16	21 42 65	1.1 inch	Electro	\$3.0655 Order Sample Check Inventory
	AR0130CS 1.2 MP, 1/3" CMOS Image Sensor Datasheet	Pb A H P	CMOS	1	45	1/3 inch	Global	\$3.0655 Order Sample Check Inventory

Design: Design Iteration - High-Utility Interaction Model

This screenshot shows a mobile interface for configuring filters. At the top, there are buttons for 'Clear Filters', 'Close', and 'Apply Filters'. Below, a 'Jump to' section lists filter categories: Status, Compliance, Channel Polarity, Silicon Family, Package Name, Type, and Gate. Two sliders are visible: one for $V_{(BR)DSS}$ Min (V) with values ≤ 300 V and ≥ 600 V, and another for $R_{DS(on)}$ Max @ $V_{GS} = 10$ V (m Ω) with values ≤ 48 m Ω and ≥ 380 m Ω . Both sliders have 'Invert range value' checked.

This screenshot shows a desktop 'Parametric Table' interface. It features a search bar, 'Save Filter', 'Clear Filter', and 'View All Filters' buttons. The table has four columns for filter settings:

- $V_{(BR)DSS}$ Min (V):** Invert range value. Range: ≤ 300 V to ≥ 600 V.
- $R_{DS(on)}$ Max @ $V_{GS} = 10$ V (m Ω):** Invert range value. Range: ≤ 48 m Ω to ≥ 380 m Ω .
- V_{GS} Max (V):** Invert range value. Range: ≥ 5 V to ≤ 30 V.
- $V_{GS(th)}$ Max (V):** Invert range value. Range: ≥ -5 V to ≤ 5 V.

This screenshot shows a mobile 'Compare' table with three columns for different MOSFET models: FCB11N60, FCD1300N80Z, and FCD2250N80Z. The table compares various parameters:

Parameter	FCB11N60	FCD1300N80Z	FCD2250N80Z
$R_{DS(on)}$ Max @ $V_{GS} = 2.5$ V (m Ω)	-	-	-
$R_{DS(on)}$ Max @ $V_{GS} = 4.5$ V (m Ω)	-	-	-
Q_g Typ @ $V_{GS} = 4.5$ V (nC)	-	-	-
Q_g Typ @ $V_{GS} = 10$ V (nC)	40	16.2	11
C_{iss} Typ (pF)	1148	661	440
Q_{gd} Typ @ $V_{GS} = 4.5$ V (nC)	21	6.8	4.3
Q_r Typ (nC)	5700	2900	2200
C_{oss} Typ (pF)	671	22.3	16
C_{res} Typ (pF)	63	0.74	0.75

This screenshot shows a desktop 'Parametric Table' with a search bar, 'Collapse Table', 'Share', 'Export', 'Compare', 'Columns', 'Sort By Product Group', and 'View All Filters' buttons. The table lists products with the following columns:

Product Group	Status	CAD Models	Compliance	Channel Polarity	Silicon Family	Package Name	Type	Gate Level	Wide SOA Mosfets	Configuration
FCB11N60 Power MOSFET, N-Channel Datasheet	Active		Pb A H P	N-Channel	PowerTrench® T1	D2PAK	High Voltage	Standard	0	Single

Design: **Validation**

 **18%**

**Decrease in
Evaluation Time**

*based on a longitudinal study comparing Legacy Baseline metrics to 90-day post-launch performance.

 **12%**

**Decrease in
Selection Errors**

*based on a longitudinal study comparing Legacy Baseline metrics to 90-day post-launch performance.

 **12%**

**Increase in
Qualified Leads**

*Results reflect the collective impact of the myON Ecosystem launch and integrated feature set, as reported by Salesforce 90 days post-deployment.

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