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## INTRANET REDESIGN

Undertaking an end to end human-centered design approach to a mobile-first redesign initiative of an agency's intranet site.

## TEAM GRID

Digitally designing the Team Strengths Grid, a snapshot of a team's collective strengths in a single place, is a powerful tool to explore individual and collective talents to achieve team success.

## STELLAR WARS

Worked on the latest addition to the mega successful LIV Games "wars" series. Join the last remaining robots on a quest to rebuild a lost civilization in a mysterious new solar system.

## CASE STUDIES

I have worked on many different and exciting projects in my career. These three are the most fun and challenging projects I have had to date, followed by a few snapshots of past work. Project names may have been changed to protect the sensitivity of the work.

Please [contact me](#) to discuss any of these in more and great detail; I really do enjoy talking about what was done, what has succeeded and or failed, and what I have learned.

*Apologies for the PDF, currently building my personal website using ReactJS (thanks to [designcode.io](#)). Check my progress [here](#).*

# INTRANET REDESIGN

**PLATFORM:** Responsive Desktop/Mobile  
Website supported by Salesforce

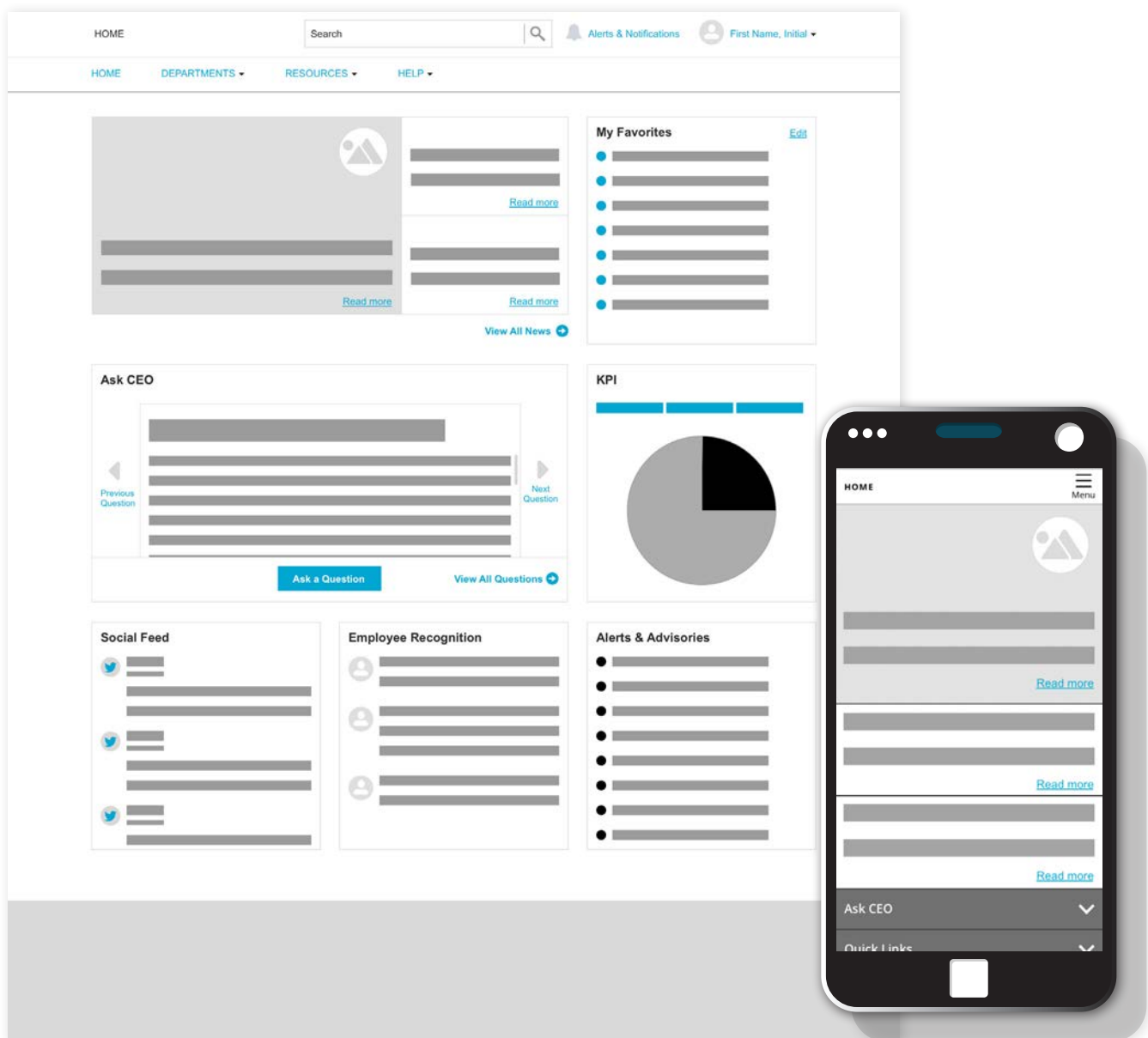
**TIME ON PROJECT:** 6 Months

**CHALLENGE:** Create a mobile first redesign  
solution of an agency's intranet website.

## ROLE / WHAT I DID:

*IXD Lead*

Heuristic Evaluation, Workshop Facilitation,  
Persona Development Site Mapping,  
Wireframing, Prototypes (rapid), Stakeholder &  
User Interviews, Usability Testing, Reverse Card  
Sorting, CSS



# INTRANET REDESIGN

## GOALS & PAIN POINTS

### UNCOVERED DURING DISCOVERY:

#### Business:

- The Agency was constantly receiving complaints from employees about their **inability to find important content** and/or quickly access benefit information.
- Inability for employees to ask questions in an online format was leading to a massive amount of call center inquiries.
- Lack of control of content was leading to out of date articles, policies, and forms.

#### Users:

- Intranet was **not user friendly** on a mobile device.
- Inability to find important documents needed for roles was extremely frustrating and led to a delay in completing required documents and or training.
- Diverse age in workforce; not many users were accustomed to seeing icons for buttons - unclear what some icons meant.
- Search functionality was **broken**; search was the #1 method by which users were accustomed to finding content.

## FACILITATING INITIAL VISIONING SESSION W/ BUSINESS STAKEHOLDERS AND USERS



**PERSONA**

*"I want to easily access my pay and benefits information."*

**DAVIS**

**Demographics**  
Male, 23 years old  
Single  
Former Military, US Coast Guard  
> \$55k a year  
Union

**Behaviors**

- Prefers to handle most tasks in the field on a mobile device.
- Only checks the intranet to receive paystubs and benefits information.
- Work life is very structured, rarely has personal time.

**Needs & Goals**

- Understand how to setup and understand my benefits, put in work time, and access pay stubs.
- Keep up to date on certifications.

1

**PERSONA**

*"Being a reliable resource to government employees is essential to my role."*

**KARA**

**Demographics**  
Female, 31 years old  
Single  
Active Civilian Employee  
> \$90k a year  
Non-Union

**Behaviors**

- Comfortable using the current issued CRM tool
- Heavily communicates with employees in her department regarding recent schedule changes, policy updates, and recent news.

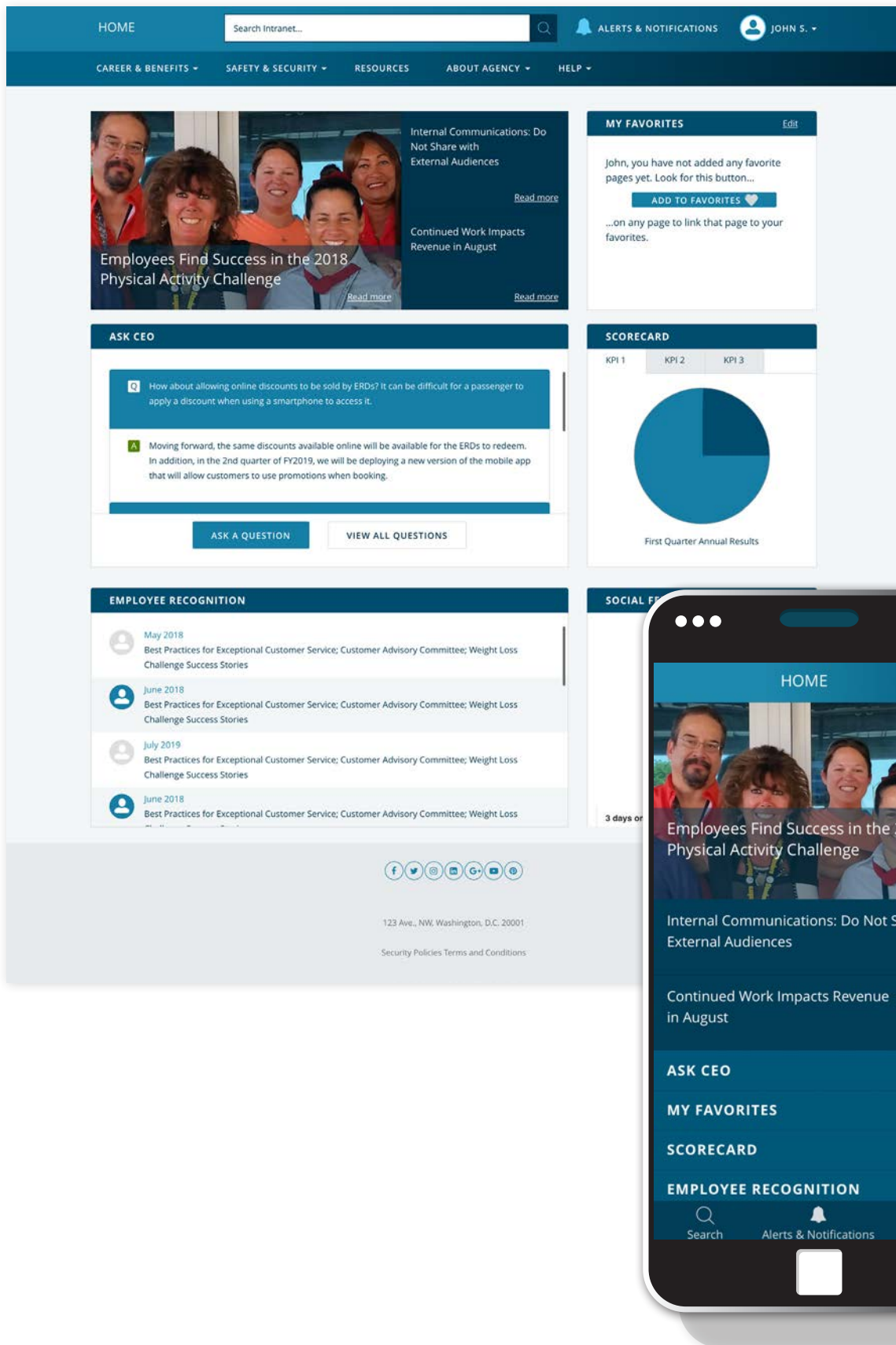
**Needs & Goals**

- Quickly and efficiently share updates with employees.
- Learn new software and customer management methods

6

## PERSONAS GENERATED DURING WORKSHOP

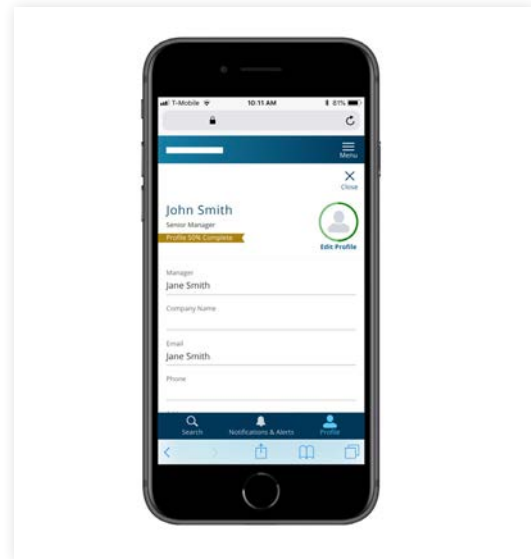
# INTRANET REDESIGN



# INTRANET REDESIGN

## PROBLEMS UNCOVERED DURING TESTING:

- During reverse card sort/tree test, union vs. non-union employees had different interpretations of certain terms - led to inability to locate subcategories and content in IA structure.
- During field testing, inability to quickly access “My Profile” on a **mobile phone** (was hidden within “Menu”) made users miss the feature.
- On both **desktop and mobile**, no fixed height on tiled content lead to large amount of scrolling.



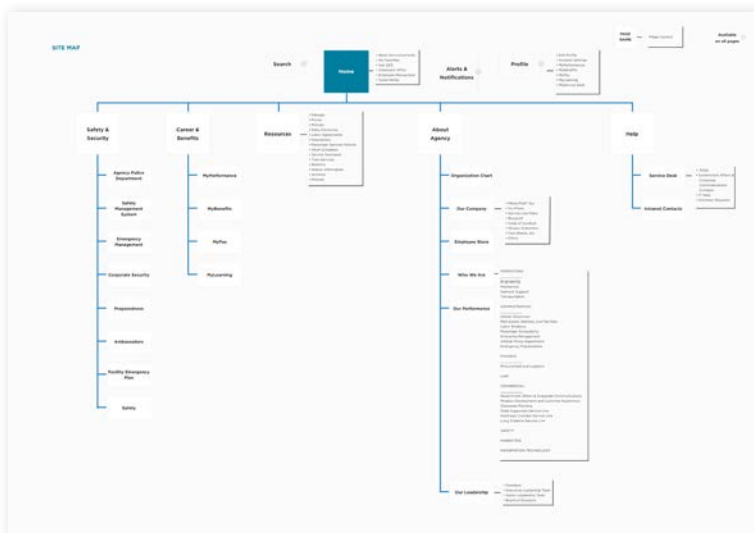
ABILITY TO RAPIDLY TEST USING FRAMER WAS VERY HELPFUL ([FRAMER LINK](#))

## IMPROVEMENTS

- Made categories in IA task based as opposed to department based.
- Created sticky bottom navigation on mobile for ease of access to core functions (**search, notifications & alerts, and profile**). On desktop, set maximum tile heights for content.
- Included mock-up of how suggestive search could aid users in navigating to content.
- Added descriptions of navigation categories upon hover on Desktop

## RESULT

- Upon further testing, both desktop and mobile users were able to navigate successfully and complete **9/10 tasks** given.
- IA was more understandable to majority of participants.
- Search met or exceeded expectations of participants.
- Intranet is currently being developed using Salesforce - I am guiding Salesforce developers on CSS elements.



FINAL SITEMAP



# TEAM GRID

**PLATFORM:** Responsive Desktop/Mobile Website

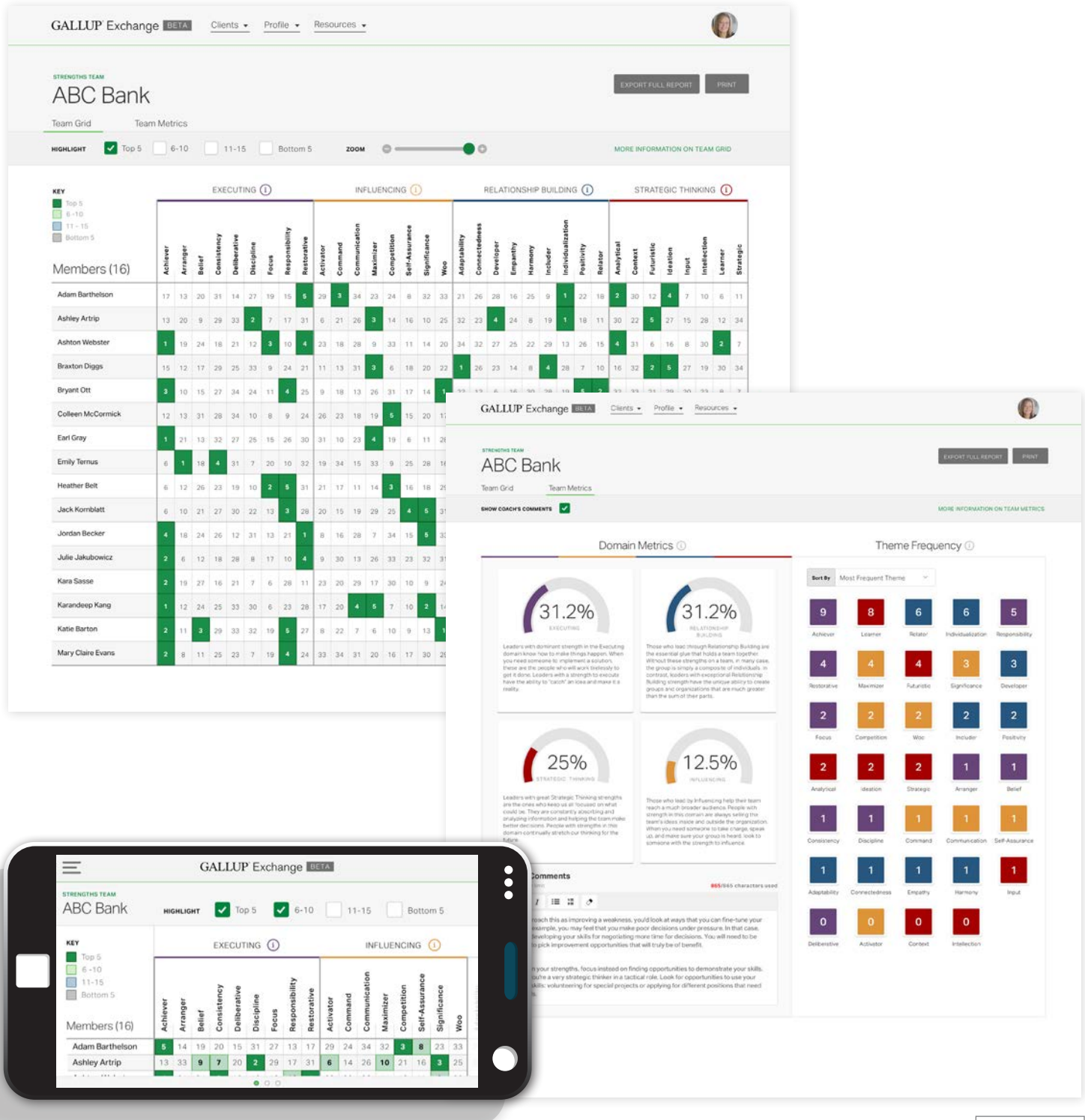
**TIME ON PROJECT:** 3 Months

**CHALLENGE:** Build a digital online version of Gallup's Strengths Team Grid for managers and Strengths Coaches.

**ROLE / WHAT I DID:**

*Co-UX/UI Designer*

Stakeholder & User Interviews, Persona Development, Wireframes, User Journey Mapping, Prototyping, Established design guidelines, Usability testing



# TEAM GRID

## GOALS & PAIN POINTS UNCOVERED DURING DISCOVERY:

### Business:

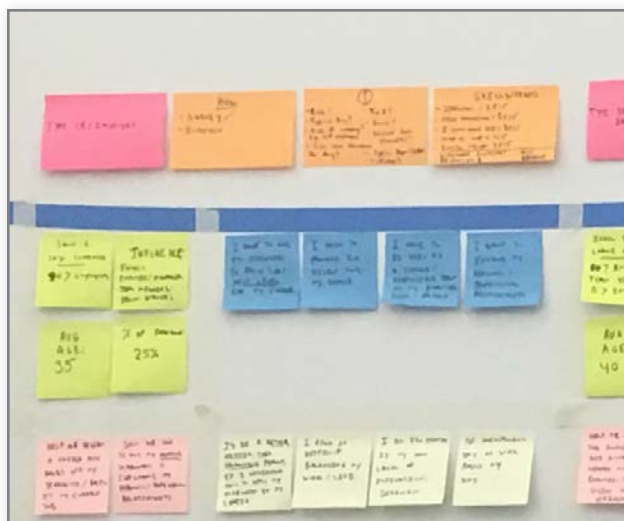
- Gallup needed to use the digital , upgraded version of the Team Grid as a **“hook”** to drive existing Strengths Coaches and managers to its new Gallup Exchange platform.

- Lack of defined design guidelines on Exchange Platform caused confusion between designers and front-end developers. Needed to be fixed.

### Users:

- The Team Grid tool was offered to users as a **downloadable Excel** sheet. Common user frustration with the downloadable version included not having access to Excel (Mac users), too much manual work to setup the Team Grid, and the tool not always being quickly accesible and shareable.

- Lack of a **mobile solution**, coaches were unable to do quick session prep for clients on the go.



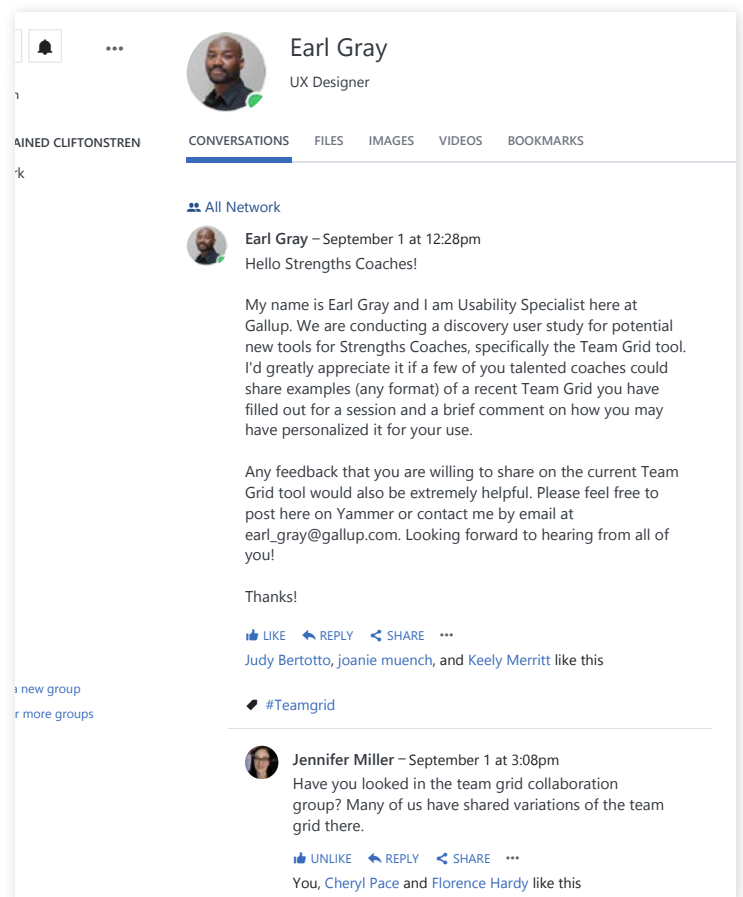
PERSONA DEVELOPMENT IN 6 SEGMENTS  
(PROCESS DESCRIBED ON PAGE 21)

Highlights:

☒ Top 5
 ☐ 6-10
 ☐ Bottom 5

	EXECUTING					INFLUENCING					RELATIONSHIP BUILDING					STRATEGIC THINKING					
	Doer	Arranger	Believer	Consistency	Disciplined	Doer	Arranger	Believer	Consistency	Disciplined	Doer	Arranger	Believer	Consistency	Disciplined	Doer	Arranger	Believer	Consistency	Disciplined	
Overall Team	2	11	29	33	30	20	8	15	12	27	24	19	17	18	23	16	28	25	21	26	34
Vasireddy, Dileep	1	8	19	27	21	9	5	11	23	16	25	12	5	26	15	6	31	34	22	20	28
Kumar, Sunil	1	12	21	19	33	6	8	5	22	9	11	18	29	30	16	28	4	31	14	25	23
Ellis, Heather	1	8	19	23	22	16	25	5	34	32	29	31	33	1	12	24	30	7	11	10	
Gaonkar, Shubhashri	2	13	18	30	27	20	16	7	11	26	33	25	29	23	21	28	24	31	15	14	
Gangar, Amish	2	17	26	32	27	30	21	15	5	1	11	23	19	31	8	18	20	28	22	25	
Golla, Swapan	2	16	23	34	10	27	7	18	25	9	20	31	8	14	21	17	32	33	19	28	
Gonzalez, Arturo																					

EXCEL VERSION MODIFIED BY A USER



SPEAKING WITH COACHES AND MANAGERS ON YAMMER GROUP

# TEAM GRID

ABC Bank  
All 34

	EXECUTING									INFLUENCING							RELATIONSHIP BUILDING							STRATEGIC THINKING										
	Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative	Activator	Command	Communication	Maximizer	Competitor	Self-Assurance	Significance	Who	Adaptability	Connectiveness	Developer	Empathy	Harmony	Individualizer	Positivity	Reactor	Analytical	Context	Futuristic	Ideation	Input	Instruction	Learner	Strategic	
Members (10)																																		
OVERALL TEAM	1	6	19	32	33	17	4	7	25	18	23	26	21	11	10	13	29	31	30	15	22	27	24	5	14	3	12	34	8	28	9	20	2	16
Adam Barthelson	17	13	20	31	14	27	19	15	5	29	3	34	23	24	8	32	33	21	26	28	16	25	9	1	22	18	2	30	12	4	7	10	6	11
Ashley Artrip	13																																	
Ashton Webster	1																																	
Braxton Diggs	15																																	
Bryant Ott	5																																	
Colleen McCormick	12																																	
Earl Gray	1																																	
Emily Ternus	5																																	
Heather Belt	6																																	
Jack Kornblatt	6																																	
Jordan Becker	4																																	
Julie Jakubowicz	2																																	
Kara Sesse	2																																	
Karandeep Kang	1																																	
Katie Barton	2																																	
Mary Claire Evans	2																																	

ABC Bank  
All 34

Domain Metrics ①

Theme Frequency ①

31.2%

EXECUTING

Leaders with dominant strength in the Executing domain know how to make things happen. When you need someone to implement a solution, these are the people who will work tirelessly to get it done. Leaders with a strength to execute have the ability to "catch" an idea and make it a reality.

31.2%

RELATIONSHIP BUILDING

Those who lead through Relationship Building are the essential glue that holds a team together. Without these strengths on a team, in many cases, the group is simply a composite of individuals. In contrast, leaders with exceptional Relationship Building strength have the unique ability to create groups and organizations that are much greater than the sum of their parts.

25%

STRATEGIC THINKING

Leaders with great Strategic Thinking strengths are the ones who keep us all focused on what could be. They are constantly absorbing and analyzing information and helping the team make better decisions. People with strengths in this domain continually stretch our thinking for the future.

12.5%

INFLUENCING

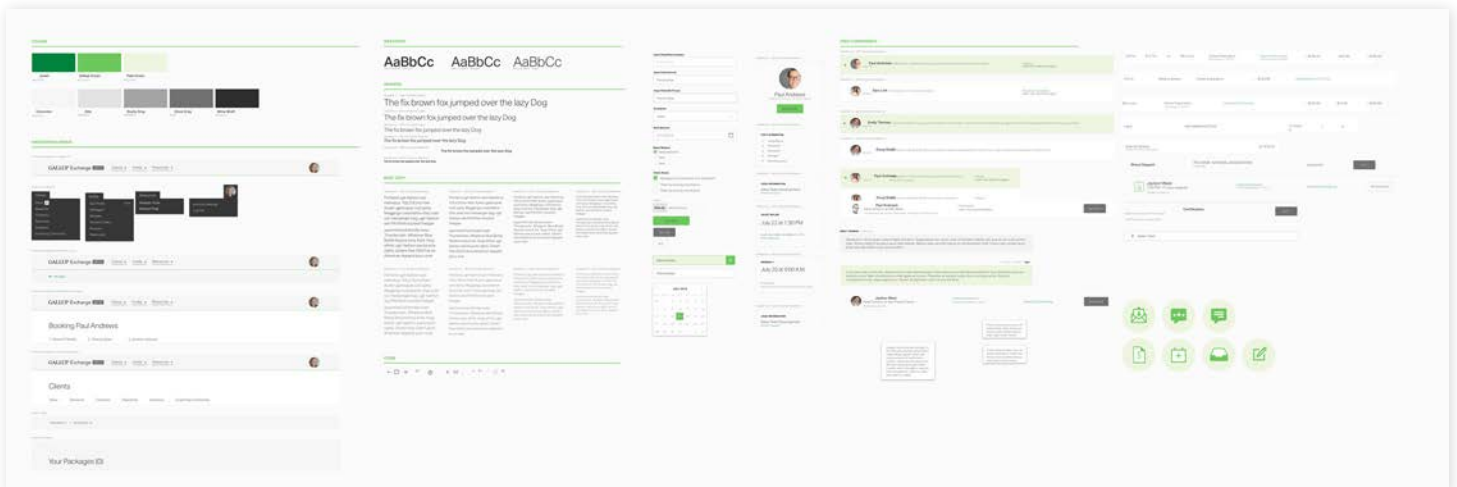
Those who lead by influencing help their team reach a much broader audience. People with strength in this domain are always selling the team's ideas inside and outside the organization. When you need someone to take charge, speak up, and make sure your group is heard, look to someone with the strength to influence.

Sort By

Most Frequent Theme



## HIGH-FI WIREFRAMES



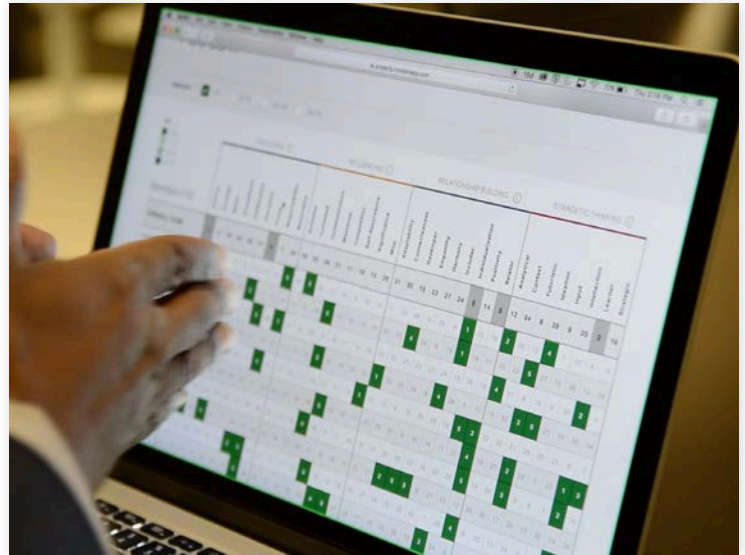
## NEW DESIGN SYSTEM/GUIDELINES



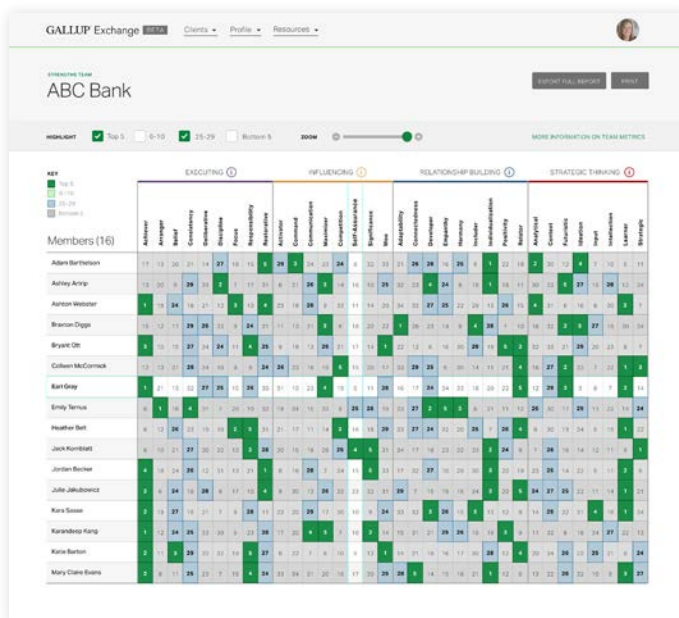
# TEAM GRID

## PROBLEMS UNCOVERED DURING TESTING:

- Users were confused by some of the elements shown on the screen
- When users scrolled down, they lost the filter features under the top navigation.
- Users struggled to view some of the numbers on the screen
- Users wanted to see percentages of team members who had a specific Strength



CONDUCTING A USABILITY TEST OF THE PROTOTYPE USING INVSION [\(click for video\)](#)



ADDED HIGHLIGHT FEATURE TO TEAM GRID

## IMPROVEMENTS

- Included zoom feature
- Removed unnecessary/confusing elements
- Made filter feature sticky, added highlight feature
- Included a page on percentages

## RESULT

- Increase of user adoption on Exchange Platform
- Increase in B2B use of Gallup Team Grid
- Improvement in ease of engagement between users and their respective clients

## LINKS

[Mobile Responsive Team Grid Video](#)

[Desktop Team Grid Video](#)

# STELLAR WARS

**PLATFORM:** iOS & Android Mobile App

**TIME ON PROJECT:** 1 Year

**CHALLENGE:** Create UI design and 2D animation for Real Time Strategy mobile game players.

**ROLE / WHAT I DID:**

*UX/UI Design, 2D Animator, Co-Game Designer*

2D Animation, Usability Testing, Game Design, Wireframes, Prototypes



# STELLAR WARS

## GOALS & PAIN POINTS UNCOVERED DURING DISCOVERY:

### Business:

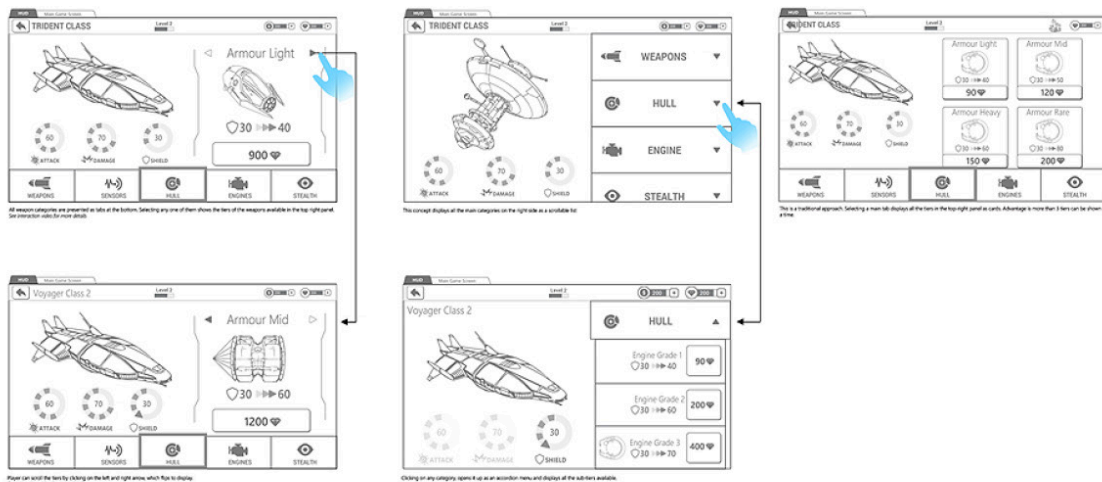
- Liv Games wanted to **expand** the “Wars” series that has been massively successful by switching to a different style of gameplay (RTS & Shooter).

### Users:

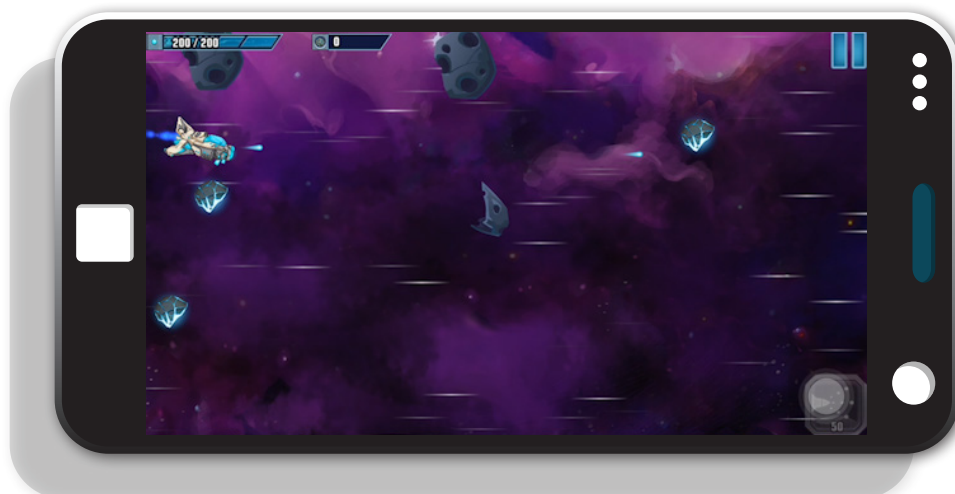
- Like all games, gameplayers want to have **FUN**.



UI OF GAME HUD  
(ARTWORK BY FELIX EMBREE)



EARLY WIREFRAMES & FLOW OF STELLAR WARS SHOP





# STELLAR WARS

## PROBLEMS UNCOVERED DURING TESTING:

Using **TestFlight**, we invited our database of users to test during different stages and found:

- UI of combat was **causing confusion** for some players.
- Users were able to **upgrade too quickly** because of their ability to easily gain in-game currency.
- Sporadic **crashing** on iOS due to heavy character sprite animation.
- Violation of **Hick's Law** - too many in-store items led to lack of purchases.

## IMPROVEMENTS

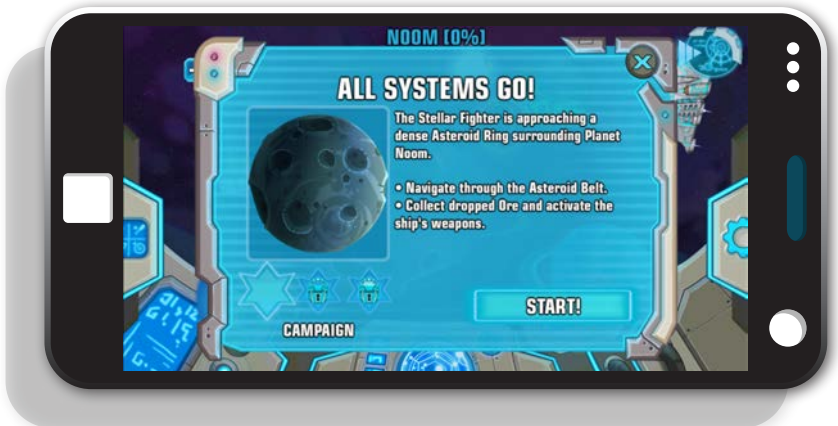
- Removed cluttered UI to keep combat more fluid and focused
- Improved in-game economy and more CTA's for purchasing of additional items.
- Featured Game Page more organized and tailored to the specific game being featured.
- Switched to skeletal animation software from sprite animation to decrease memory usage.

## RESULT

- Over 500,000 downloads (only 55,000 paid).
- Increased IAP's.
- Multiple 4-5 star reviews and a nomination from **Pocket Gamer for Best Mobile Strategy Game**.

## LINK

[Download Stellar Wars](#)



# ADDITIONAL WORK

## STRENGTHSQUEST DESIGN / HIGHER ED SERVICE BLUEPRINT

GALLUP

What We Do ▾ Who We Are Locations Careers Store

CliftonStrengths® for Students About Books ▾ Purchase

SIGN IN REDEEM ACCESS CODE

NEW REPORT

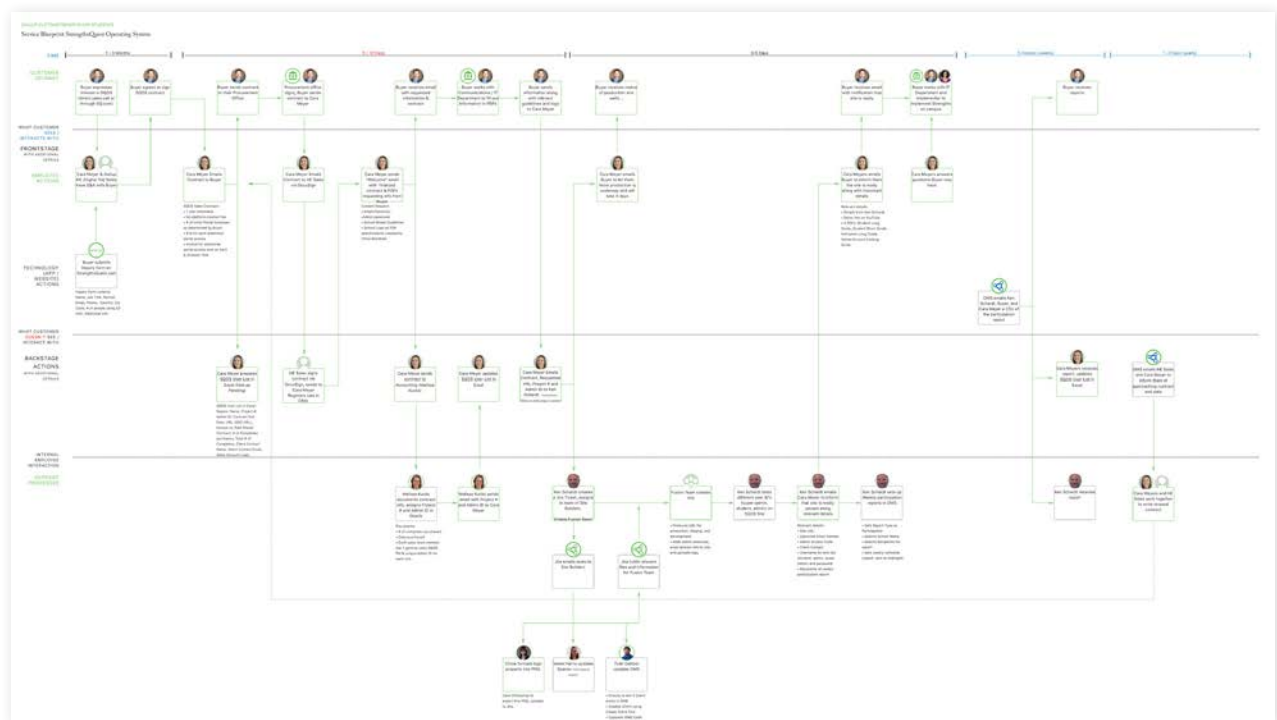
Maximize your full potential with your premium CliftonStrengths 34 Report.

\$49.99

LEARN MORE

Develop Engaged & Thriving Students,  
On Campus and Beyond.

Join more than 600 schools preparing students for great jobs and great

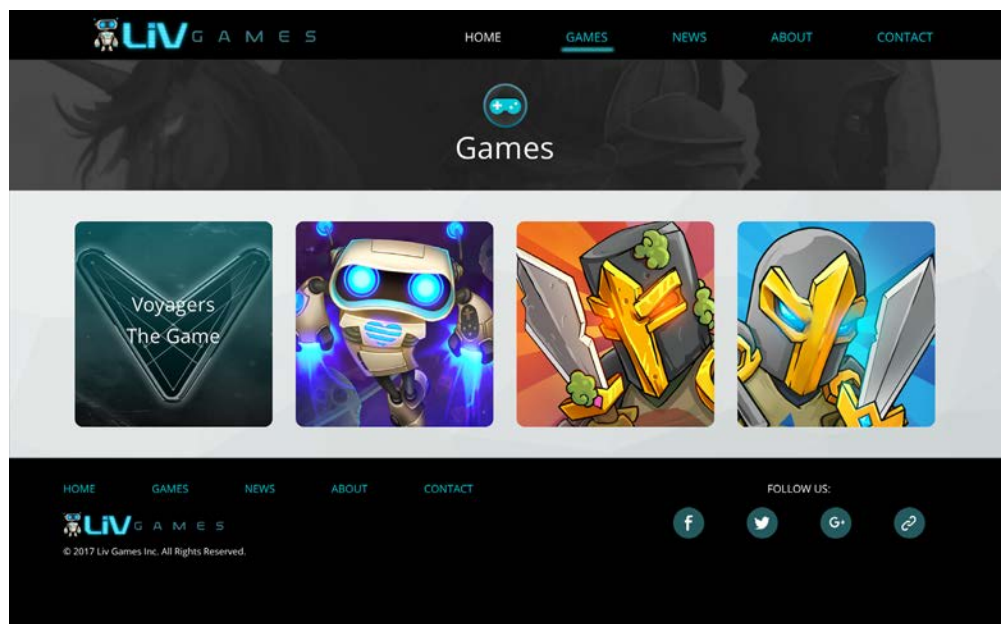
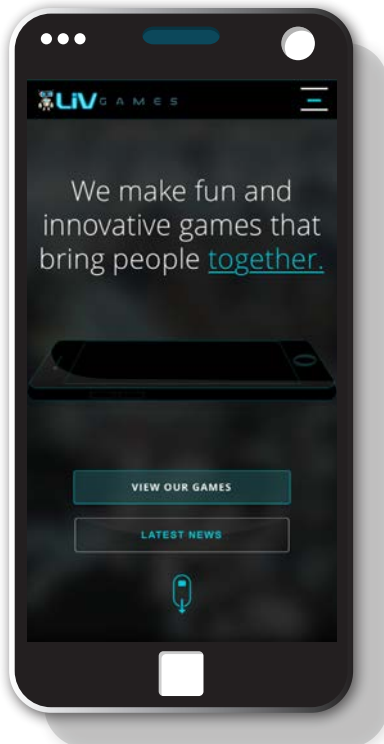
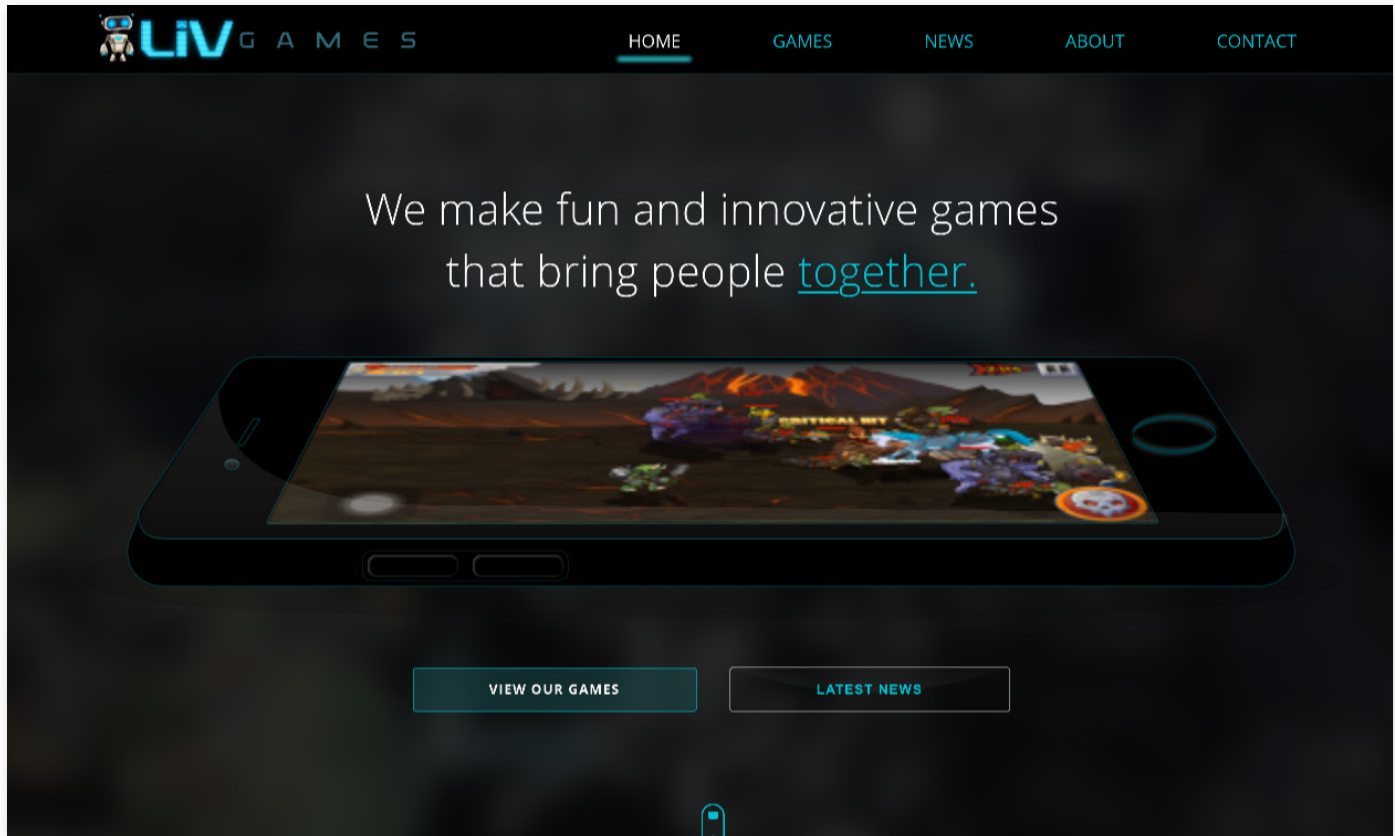


[VIEW PROJECT](#)



## ADDITIONAL WORK

### LIV GAMES WEBSITE REDESIGN (IN PROGRESS)



# ADDITIONAL WORK

## 401K WEBSITE

RETIREMENT SAVINGS PLAN

Search by quote or topic...

Messages

Your Profile

Accounts

Education

Retirement Goals

Tools

### Accounts Overview

Welcome, Viet You last logged in on December 23, 2017 at 10:39 P.M. EST.

#### Investment Accounts

ACCOUNT TYPE	BALANCE	ACTIONS
Retirement Savings Plan	\$136,280.13 <sup>1</sup>	ACTIONS
Nonqualified Savings Plan	\$63,093.53	ACTIONS
Overall Savings	\$199,373.66	

1. The amount shown excludes the remaining loan balance

#### Frequently Requested Links

- Take advantage of investment advice
- Change your investments
- Learn the basics of investing (video, 5:47 min)
- Change your contributions

#### My Account Essentials

- View Recent Requests
- View Printable Savings Account Overview
- Update Beneficiaries
- Fund Prospectuses
- View Payroll Deductions
- View Payment History

#### Documents & Resources

- Forms & Materials
- Retirement Hub
- Plan Information
- Tools and Calculators
- Connect with Quicken® or Mint®

#### Understanding investment fees

#### Will you have enough retirement income?

RETIREMENT SAVINGS PLAN

Search by quote or topic...

Messages

Your Profile

Accounts

Education

Retirement Goals

Tools

Accounts Overview > Account Summary

### Account Summary

A quick look at how your money is performing - as of June 27, 2018.

ACCOUNT Retirement Savings Plan

ACTIVITY

PERFORMANCE


CONTRIBUTIONS

ASSET MIX

View Asset Mix

Change Asset Mix

View Fund Performance




5 Investments - Market Value: \$199,373.66

#### Asset Mix

INVESTMENT TYPE	CURRENT MIX %	MARKET VALUE
Large U.S. Equity	36%	\$48,565.35
Bond	30%	\$40,403.42
Small U.S. Equity	21%	\$28,707.27
International	13%	\$18,592.74
GIC Stable Value	0%	\$11.89
Investments Total	100%	\$199,373.66

#### Tip #1

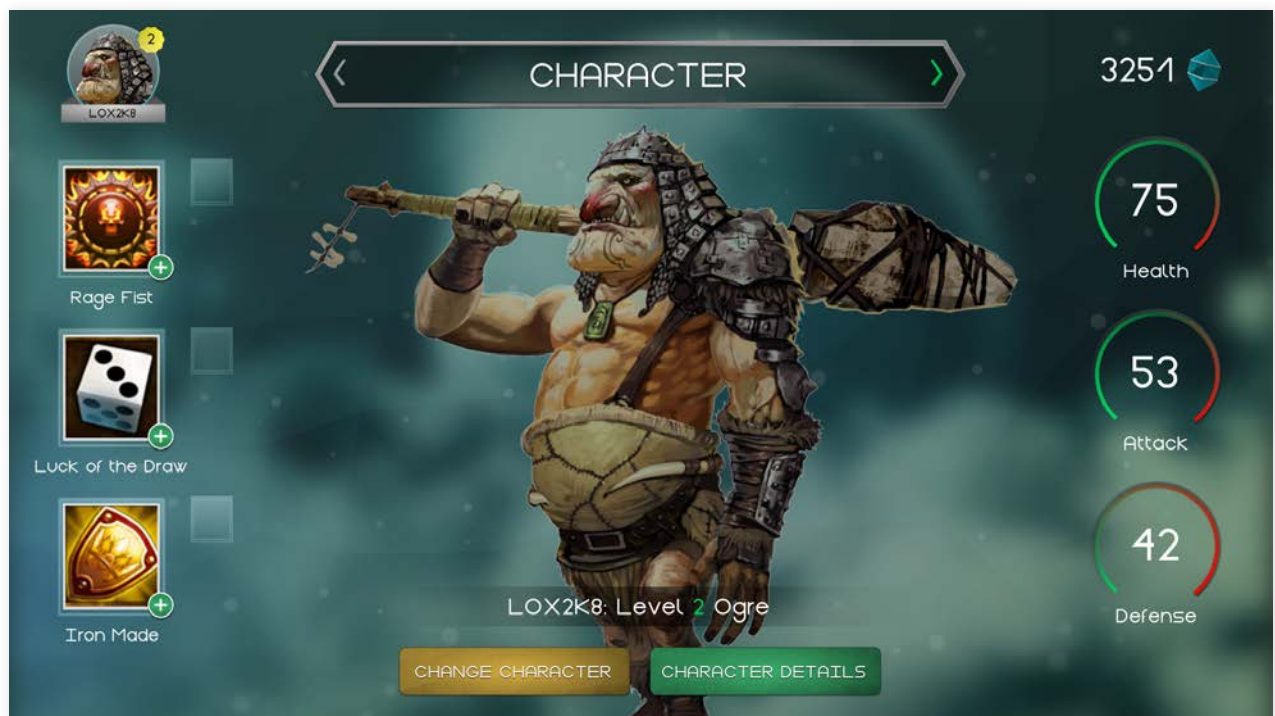
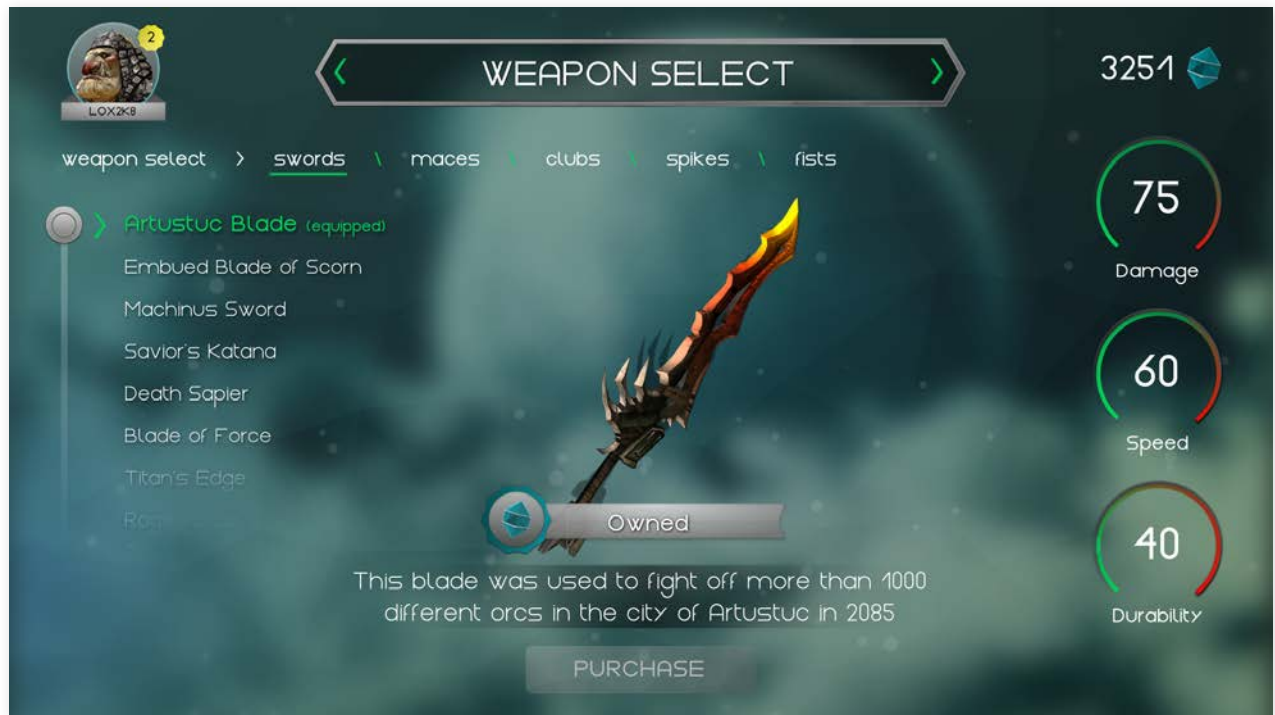


Consider automatic rebalancing to help you maintain your long-term investment strategy

NEXT TIP

## ADDITIONAL WORK

### UNTITLED PC FANTASY GAME



[VIEW PROJECT](#)

## ADDITIONAL WORK

### BULLET AGE - NINTENDO SWITCH



[VIEW PROJECT](#)



## ADDITIONAL WORK

### FRESH REDESIGN MOBILE CHECKOUT

The image displays six mobile app screens for the 'Fresh' clothing store, showing the checkout process. The app has a dark blue header with the 'Fresh' logo and 'CLOTHES FOR MEN'. The checkout process is divided into three main sections: Account, Address, and Confirm.

**Screen 1: Sign in**  
 - Header: Account, Address, Confirm  
 - Sub-header: Your Purchase Summary  
 - Title: Sign in  
 - Fields: \* EMAIL/USERNAME (john\_withers@email.com), \* PASSWORD (masked)  
 - Links: [Forgot Username/Password?](#)  
 - Buttons: SIGN IN, CONTINUE AS GUEST  
 - Footer: Don't have an account? [Register Now](#)

**Screen 2: Purchase Summary**  
 - Header: Account, Address, Confirm  
 - Sub-header: Purchase Summary  
 - Title: Sign in  
 - Fields: \* EMAIL/USERNAME (emma\_f), \* PASSWORD (masked)  
 - Item: Heathered Thermal Henly, SIZE: XXL, QTY: 1, SUBTOTAL: \$25.00  
 - Total: \$25.00  
 - Button: Return to Checkout

**Screen 3: Shipping Details**  
 - Header: Account, Address, Confirm  
 - Sub-header: Your Purchase Summary  
 - Title: Shipping Details  
 - Radio buttons: Wednesday, Feb 8 - Standard 7 Day Shipping - Free (selected), Tuesday, Feb 3 - 2 Day Shipping - \$15.00, Monday, Feb 2 - 1 Day Shipping - \$25.00  
 - Fields: \* FIRST NAME (John), \* LAST NAME (Withers), \* COUNTRY (United States)  
 - Field: \* ADDRESS LINE 1  
 - Link: [P.O. Box Policy](#)

**Screen 4: Billing Details**  
 - Fields: \* FIRST NAME, \* LAST NAME, \* COUNTRY (China), \* ADDRESS LINE 1, \* ADDRESS LINE 2, \* CITY, \* STATE/PROVINCE/REGION, \* ZIP/POSTAL CODE  
 - Link: [P.O. Box Policy](#)  
 - Button: CONTINUE

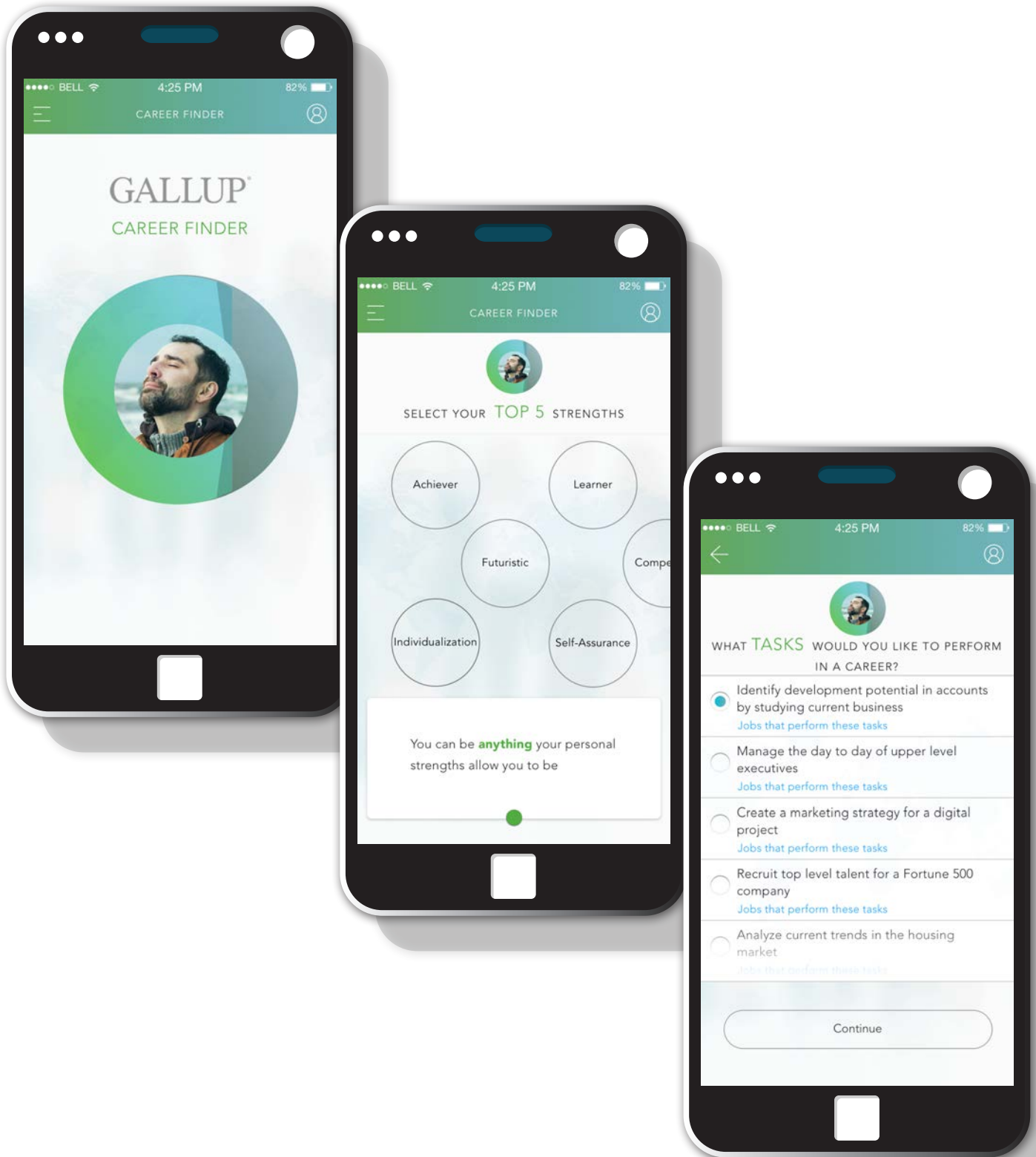
**Screen 5: Payment Information**  
 - Header: Account, Address, Confirm  
 - Sub-header: Purchase Summary  
 - Item: Heathered Thermal Henly, SIZE: XXL, QTY: 1, SUBTOTAL: \$25.00  
 - Delivery: DELIVERY (STANDARD 7 DAY SHIPPING - WED, FEB 8): FREE  
 - Tax: TAX: \$0.00  
 - Total: \$25.00  
 - Title: Payment Information  
 - Fields: \* CARD NUMBER (4123456789012345), \* CID (123), \* EXP. MONTH (January), \* EXP. YEAR (2021)  
 - Link: [Edit](#)

**Screen 6: Shipping and Billing Address**  
 - Title: Payment Information  
 - Fields: \* CARD NUMBER (4123456789012345), \* CID (123), \* EXP. MONTH (January), \* EXP. YEAR (2021)  
 - Section: SHIPPING ADDRESS  
 - Text: John Withers, 7425 Democracy Street, Bethesda, MD 20817, United States  
 - Link: [Use a different address](#)  
 - Section: BILLING ADDRESS  
 - Text: Same as shipping address  
 - Link: [Use a different address](#)  
 - Button: PROCESSING PURCHASE...  
 - Footer: Thank you. We are securely processing your payment. Please do not close this window or click the back button on your browser.



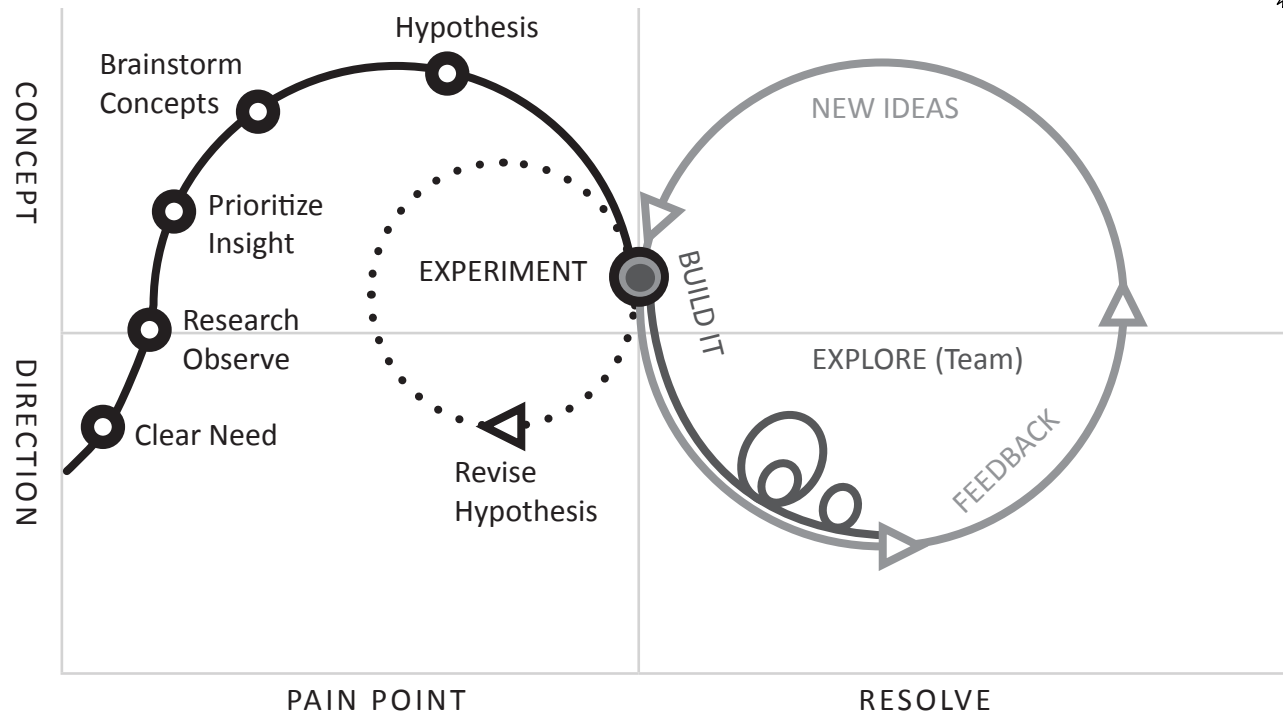
## ADDITIONAL WORK

### CAREER FINDER APP



[VIEW PROJECT](#)

# MY DESIGN THINKING



● **Design Thinking:** Quickly and effectively conduct qualitative and quantitative research to better understand the goals and needs of users (and business). Establish a relationship with users in order to help future research and testing efforts. Requirements are validated BEFORE any production.

● **Lean & Agile UX:** Validate that we are creating the right product for users (and business) using KPI's to measure product market fit. Work closely with team members (cross-functional), given individuals autonomy to do their job efficiently, rapidly test, and keep communication with users.

☼ I did not create this chart, but I DO use the philosophy behind it. It perfectly captures how Lean UX, Agile, and Design Thinking can be combined to create a better, human centered designed solution.

# MY PERSONA DEVELOPMENT

Whether created as a result of in-depth qualitative and/or quantitative research of the user(s) or stakeholder perception of the user(s) (e.g. proto-persona), I believe **personas are fundamental** in keeping teams focused on who they are attempting to solve a problem for.

When I generate personas, I typically try and answer a few questions related to **6** key things:

- Demographic Information
- Environment
- Pain Points
- Goals/Motivations
- Spectrum Items
- Design Imperatives



**Gina Smith**  
Manager of Talent & Development

Environment

Gina works for a large pharmaceutical corporation that employs over 1,500 employees and is directly responsible for the career development and wellbeing of their **50+ employees Sales Team**.

She starts her workday morning by checking Outlook calendar in order to make sure she is adequately prepared to tackle the day's tasks. Once in the office, she receives an update from the HR specialists who help her manage the various online and offline training and development programs she has created to aid the Sales Team. She then immediately checks on the Sales Team using various different platforms that measure their progress while taking notes on each individual member.

Since Gina is allotted a quarterly budget dedicated to the purchase of necessary leadership training and sales materials for both new hires and team leads, she ensures that the budget is wisely spent. Both decisive and meticulous in her planning, Gina (a.k.a. the "Mother Hen" of the Sales Team), will heavily advocate for ideas and resources that she confidently feels will have a profound impact on the productivity and engagement of her team.

Goals

Gina wants each member of the Sales Team to succeed and thrive in their personal and professional lives. The joy she gets from seeing an employee learn and excel is immeasurable. For her, being an effective leader and reliable advocate is essential to helping achieve that end goal.

Frustrations

Gina is easily overwhelmed by the various platforms she needs to use in order to track each Sales Team member. She is especially frustrated when decisions are made by people in upper management who lack a basic understanding of her role, resulting in a negative impact on her and those she is responsible for. Situations tend to arise that she simply cannot control which make balancing her work/life difficult at times.

Needs

- Show me content expertise and authenticity. Refine my needs well enough for me to choose. This Coach has to solve the unique needs of my team/company.
- I need to establish a rapport with a Coach to ensure they are the right fit ("free trial").
- Show me and my team how to be better leaders and team players, stay motivated, and reach our highest potential.
- Allow me to confidently and quickly purchase necessary packages/coaching sessions with my corporate card.

"I want to help develop employees so that they can be their absolute best."

AGE	42
GENDER	Female
EDUCATION	Master's Degree
STATUS	Married - 2 Children
TIME IN JOB	13 years
REPORTS TO	Chief HR Officer
EMPLOYEES	5 HR Specialists

PERSONALITY TRAITS: Empathetic, Highly motivated, Detail-oriented, Relatable

BUDGET	1	2	3	4	5
STRENGTHS	1	2	3	4	5
FAMILIARITY	1	2	3	4	5
COACHING	1	2	3	4	5
FAMILIARITY	1	2	3	4	5
E-COMMERCE	1	2	3	4	5
USE	1	2	3	4	5
MOBILE USE	1	2	3	4	5
SOFTWARE	1	2	3	4	5
KNOWLEDGE	1	2	3	4	5

# MY USABILITY TESTING

	Task #1		
	What They Did	What They Didn't Do	What We Didn't Know They Would Do
User #1			
User #2			
User #3			
User #4			
User #5			

I am a **big** proponent of in-person, moderated testing, although there are times when remote, unmoderated testing is the only option. Before any test, I **strategize** on the generation of tasks. For each task, what is the objective? What are we trying to discover? Is there anything during the development process that we speculated might fail?

From there, once I have a solid list of tasks (and a nice user testing script), I run the test while taking as many notes as possible - If I'm working with another UX/UI Designer, I ask them to observe and take notes. Afterwards, I/we review, task by task using the chart **shown**.

# THANK YOU!



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