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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
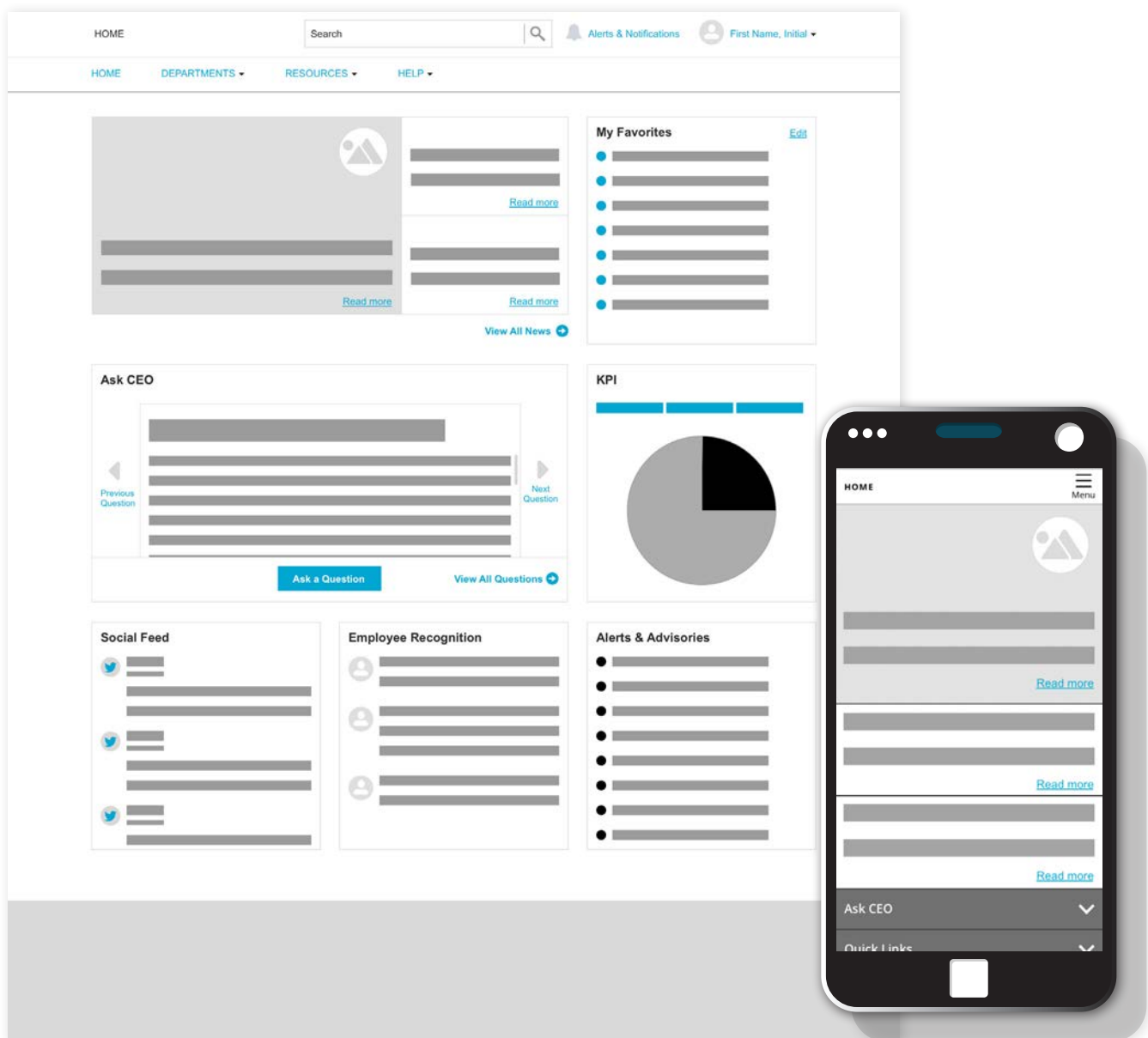
GOALS & PAIN POINTS UNCOVERED DURING DISCOVERY:

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• Lack of control of content was leading to out of date articles, policies, and forms.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


PERSONAS GENERATED DURING WORKSHOP

INTRANET REDESIGN

FINAL DESIGN - HOME PAGE
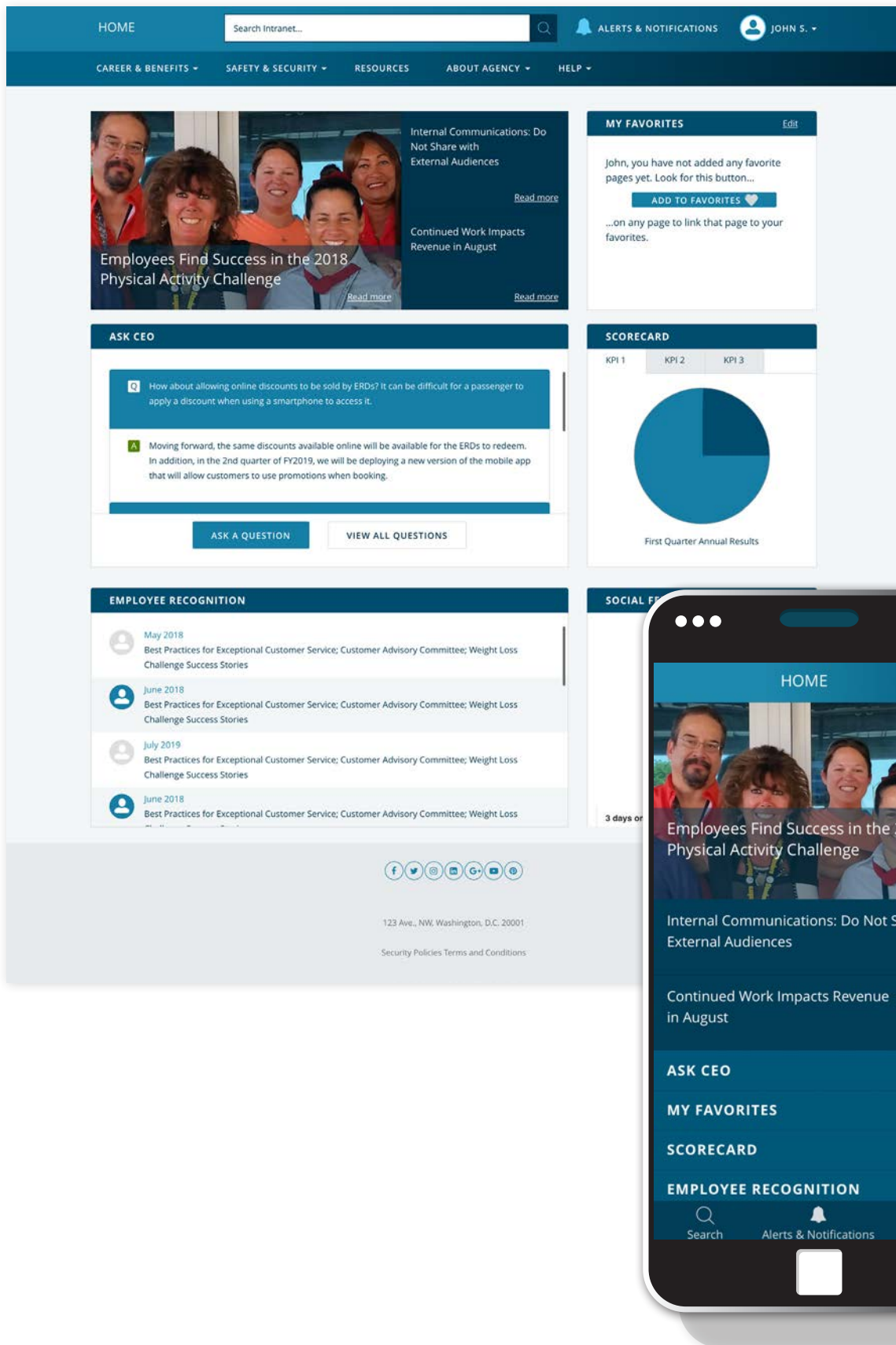
PROBLEMS UNCOVERED DURING TESTING:

• 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.
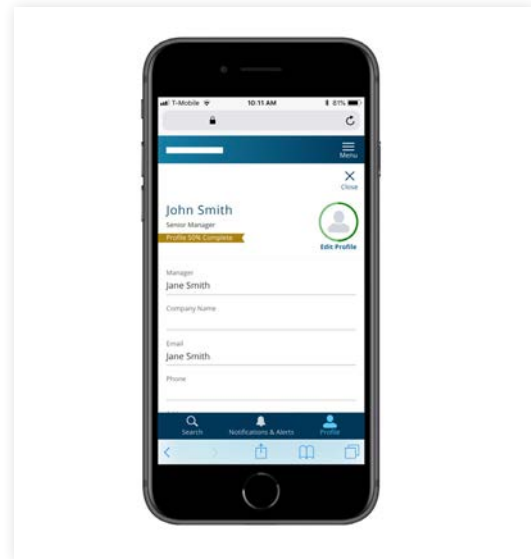

ABILITY TO RAPIDLY TEST USING FRAMER WAS VERY HELPFUL **(FRAMER LINK)**

FINAL SITEMAP

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.
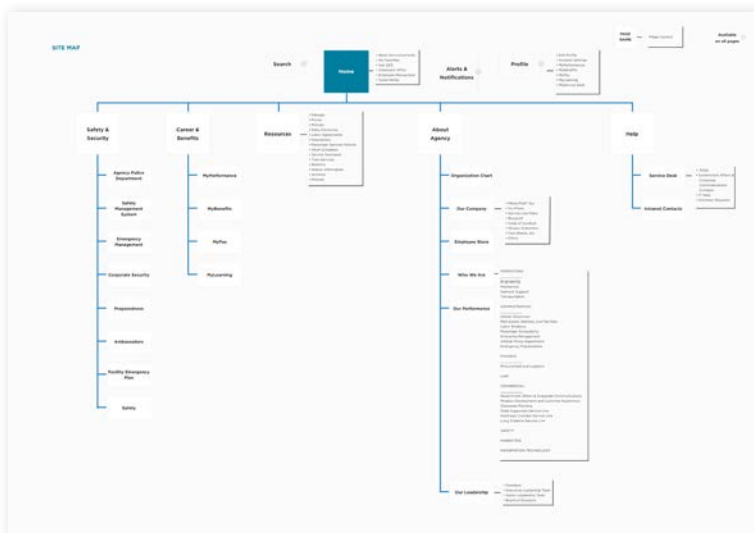
TEAM GRID

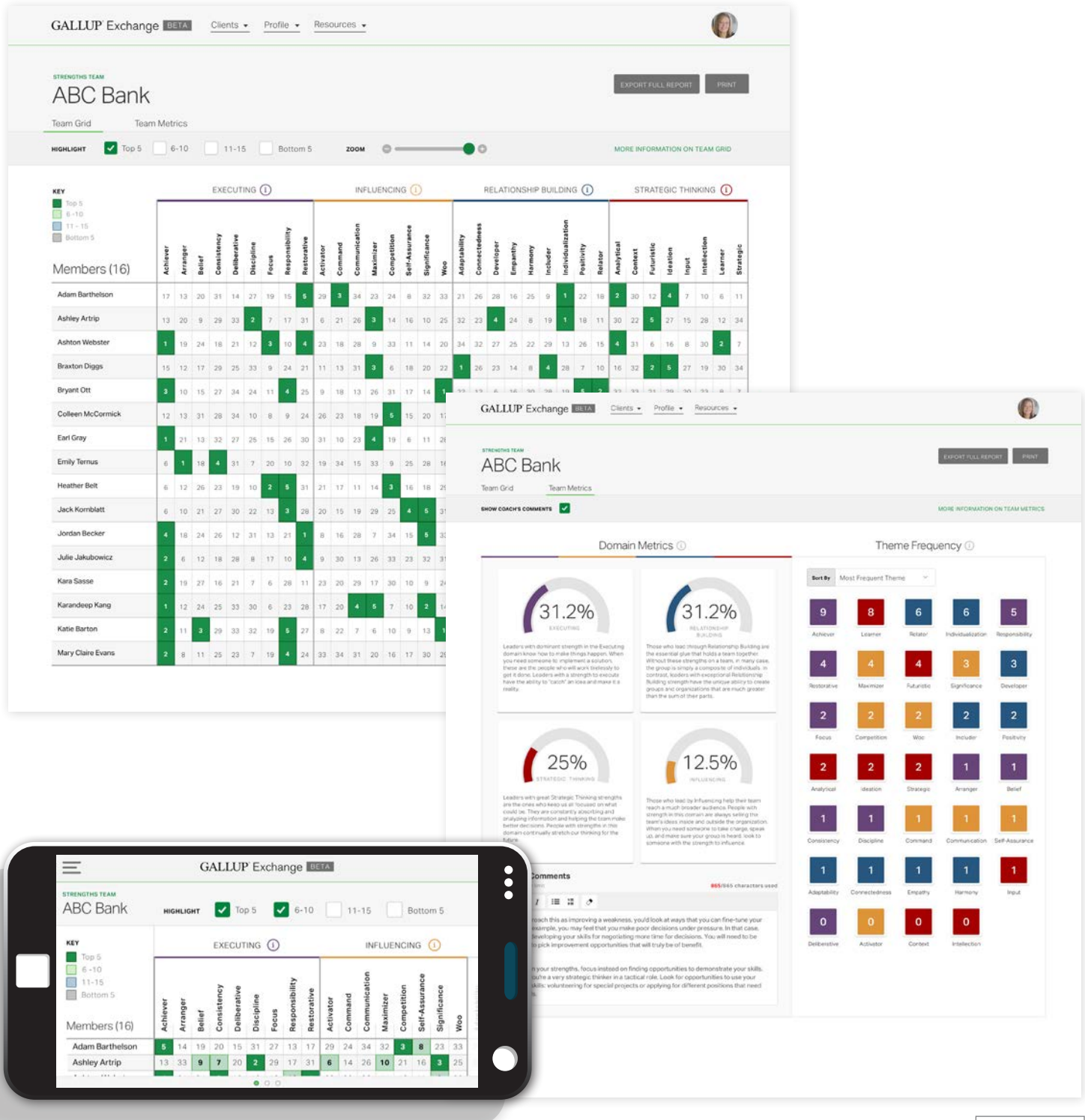**PLATFORM:** Responsive Desktop/Mobile Website

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

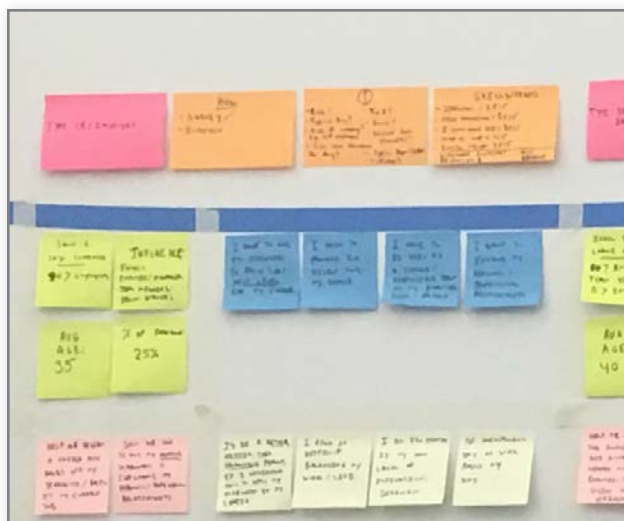**GOALS & PAIN POINTS UNCOVERED DURING DISCOVERY:**

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.

EXCEL VERSION MODIFIED BY A USER

PERSONA DEVELOPMENT IN 6 SEGMENTS
(PROCESS DESCRIBED ON PAGE 21)
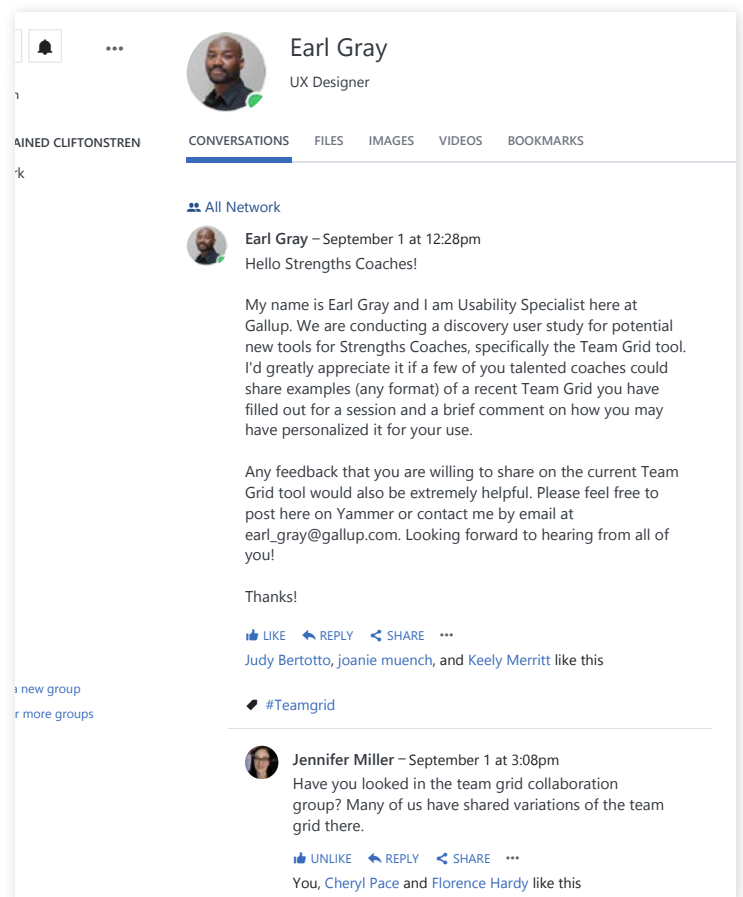
SPEAKING WITH COACHES AND MANAGERS ON YAMMER GROUP

TEAM GRID

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
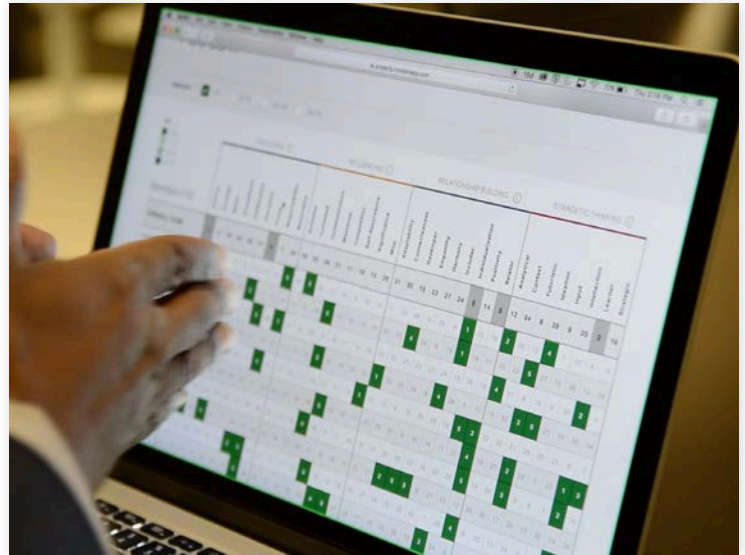
CONDUCTING A USABILITY TEST OF THE PROTOTYPE USING INVISION **(click for video)**
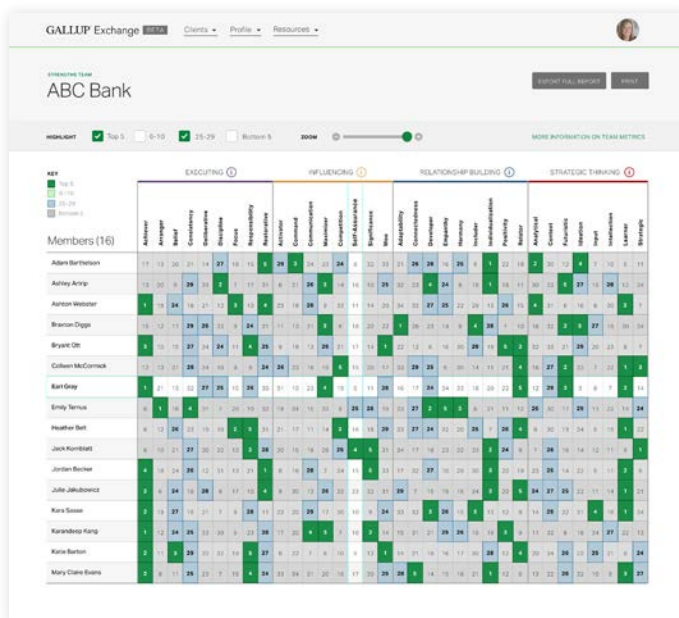
ADDED HIGHLIGHT FEATURE TO TEAM GRID

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:

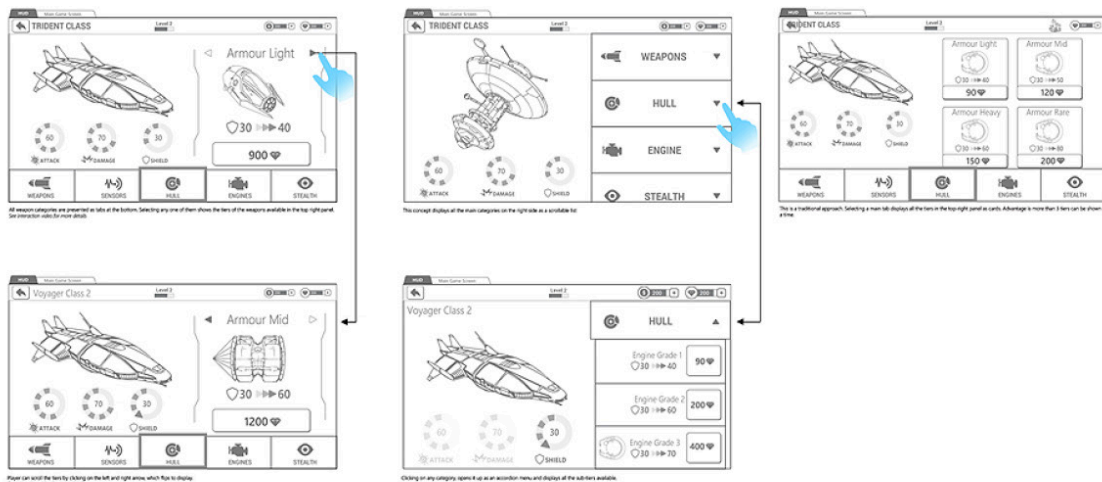• Liv Games wanted to **expand** the "Wars" series that has been massively successful by switching to a different style of gameplay (RTS & Shooter).
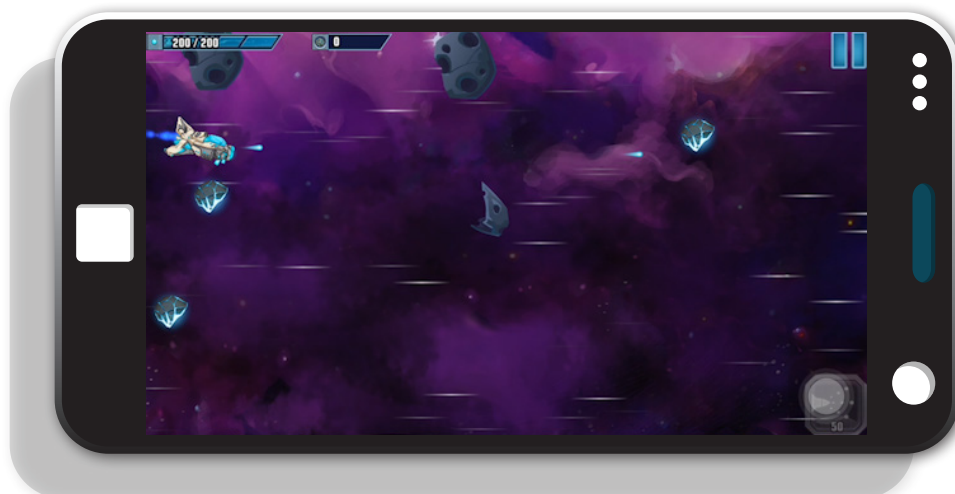
Users:

• 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
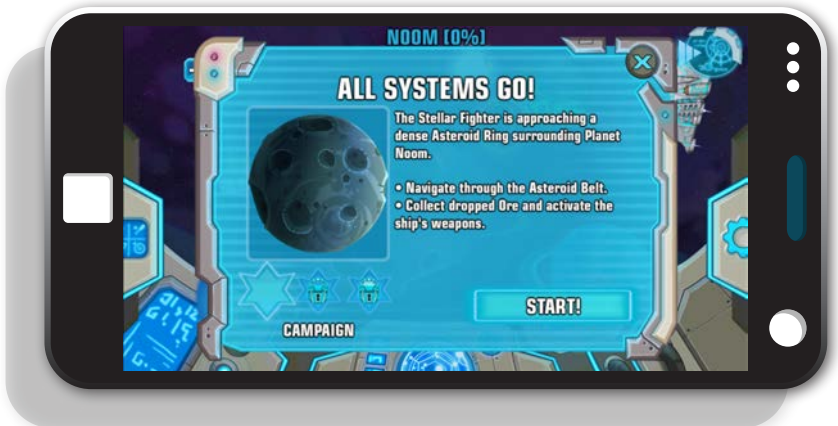
STRENGTHSQUEST DESIGN / HIGHER ED SERVICE BLUEPRINT

VIEW PROJECT

LIV GAMES WEBSITE REDESIGN (IN PROGRESS)

401K WEBSITE

ADDITIONAL WORK

UNTITLED PC FANTASY GAME
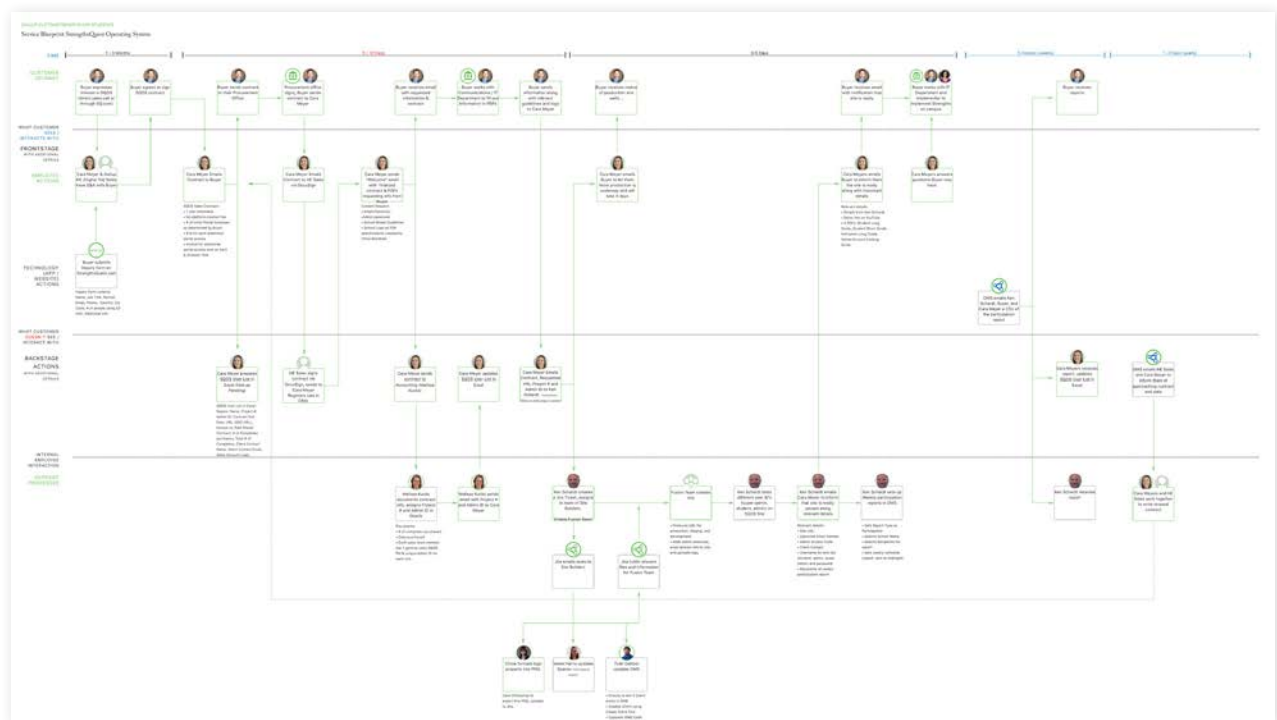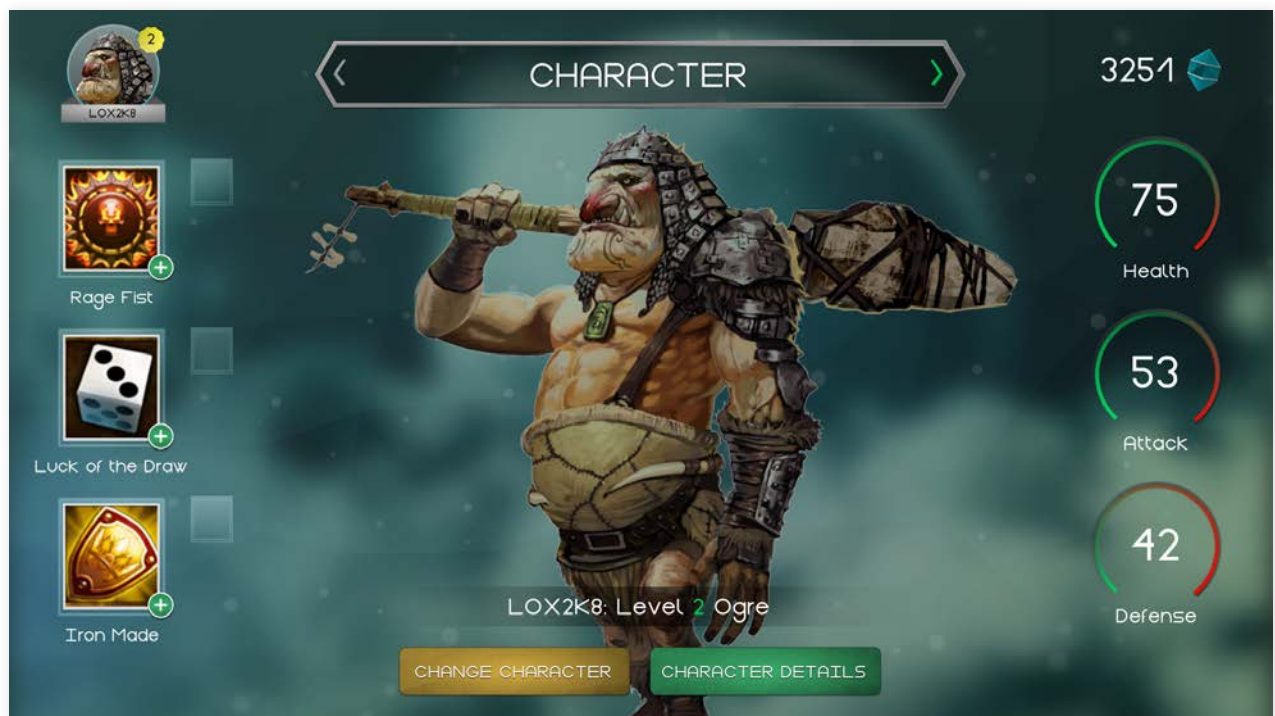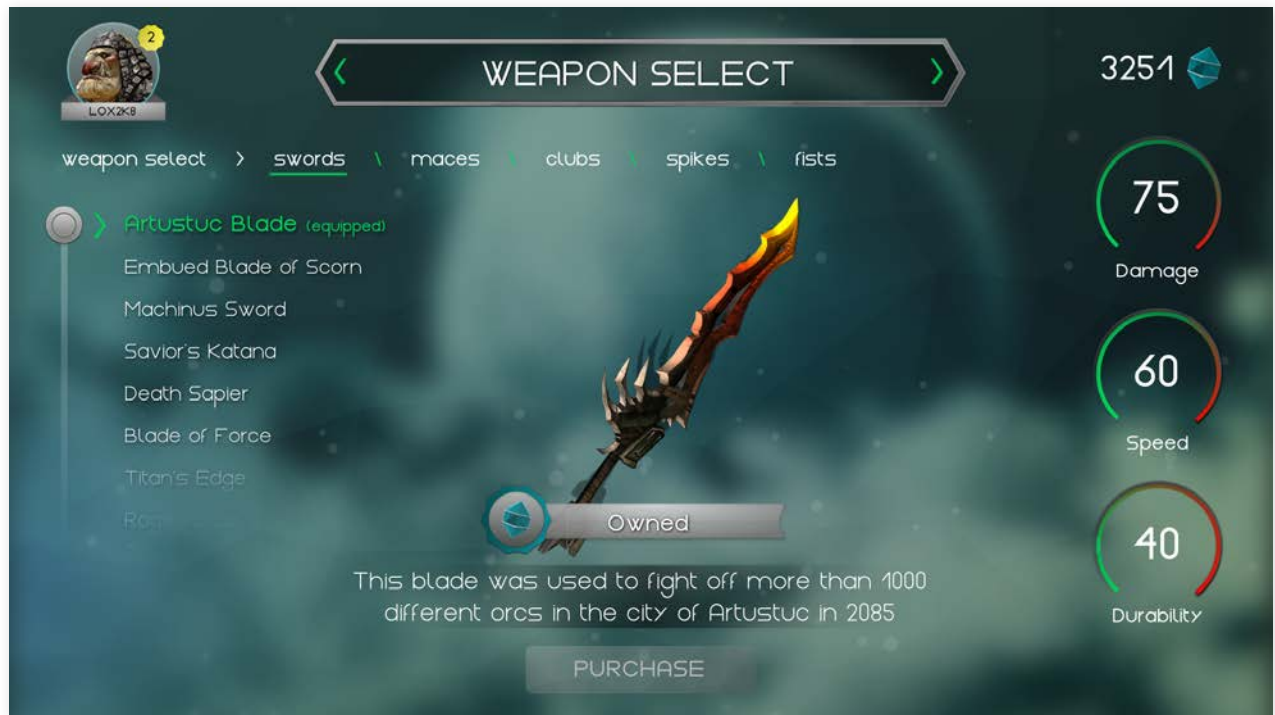
VIEW PROJECT

ADDITIONAL WORK

BULLET AGE - NINTENDO SWITCH

VIEW PROJECT

FRESH REDESIGN MOBILE CHECKOUT

Screen 1:
Fresh CLOTHES FOR MEN
Account | Address | Confirm
Your Purchase Summary ›
Sign in
* EMAIL/USERNAME
john_withers@email.com
* PASSWORD
****
* Required   Forgot Username/Password?
SIGN IN
CONTINUE AS GUEST
Don't have an account? Register Now ›

Screen 2:
Account
Sign
EMAIL/U
emma_f
PASSWOR
****
Required
Don't have
Purchase Summary
Heathered Thermal Henly
SIZE: XXL
QTY: 1
SUBTOTAL: $25.00
Total: $25.00
‹ Return to Checkout

Screen 3:
Fresh CLOTHES FOR MEN
Account | Address | Confirm
Your Purchase Summary ›
Shipping Details
● Wednesday, Feb 8 - Standard 7 Day Shipping - Free
○ Tuesday, Feb 3 - 2 Day Shipping - $15.00
○ Monday, Feb 2 - 1 Day Shipping - $25.00
* FIRST NAME   * LAST NAME
John   Withers
* COUNTRY
United States
* ADDRESS LINE 1   P.O. Box Policy

Screen 4:
Billing Details
* FIRST NAME   * LAST NAME
* COUNTRY
China
* ADDRESS LINE 1   P.O. Box Policy
* ADDRESS LINE 2
* CITY
* STATE/PROVINCE/REGION   * ZIP/POSTAL CODE
* Required
CONTINUE

Screen 5:
Fresh CLOTHES FOR MEN
Account | Address | Confirm
Purchase Summary
Heathered Thermal Henly
SIZE: XXL
QTY: 1
SUBTOTAL: $25.00
Edit
DELIVERY (STANDARD 7 DAY SHIPPING - WED. FEB 8):   FREE
TAX: $0.00
Total: $25.00
Payment Information
* CARD NUMBER   * CID
4123456789012345   123
* EXP. MONTH   * EXP. YEAR

Screen 6:
Total: $25.00
Payment Information
* CARD NUMBER   * CID
4123456789012345   123
* EXP. MONTH   * EXP. YEAR
January   2021
* Required
SHIPPING ADDRESS
John Withers
7425 Democracy Street, Bethesda, MD 20817
United States
Use a different address
BILLING ADDRESS
Same as shipping address
Use a different address
🔒 PROCESSING PURCHASE...
Thank you. We are securely processing your payment. Please do not close this window or click the back button on your browser.

CAREER FINDER APP
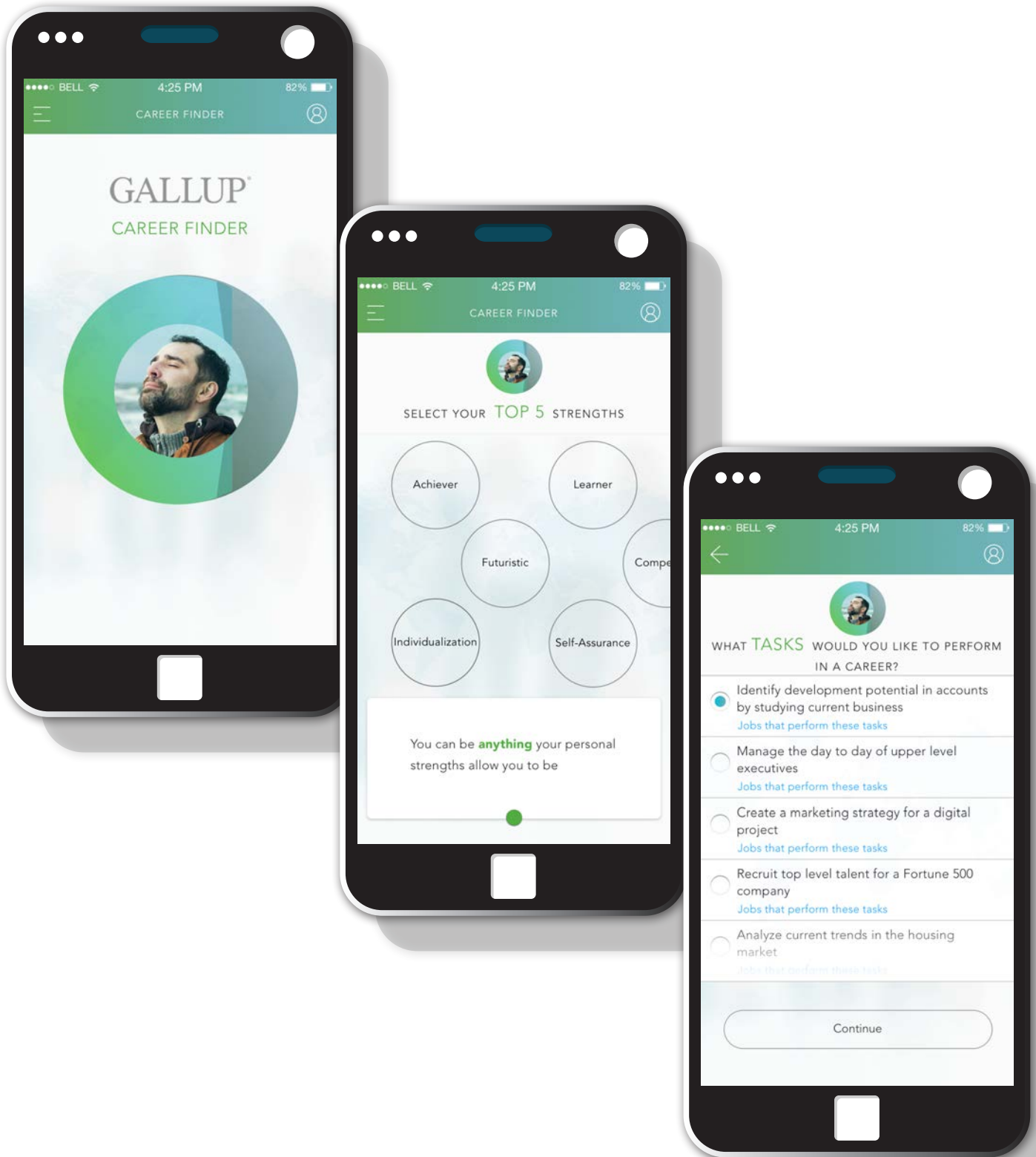
VIEW PROJECT

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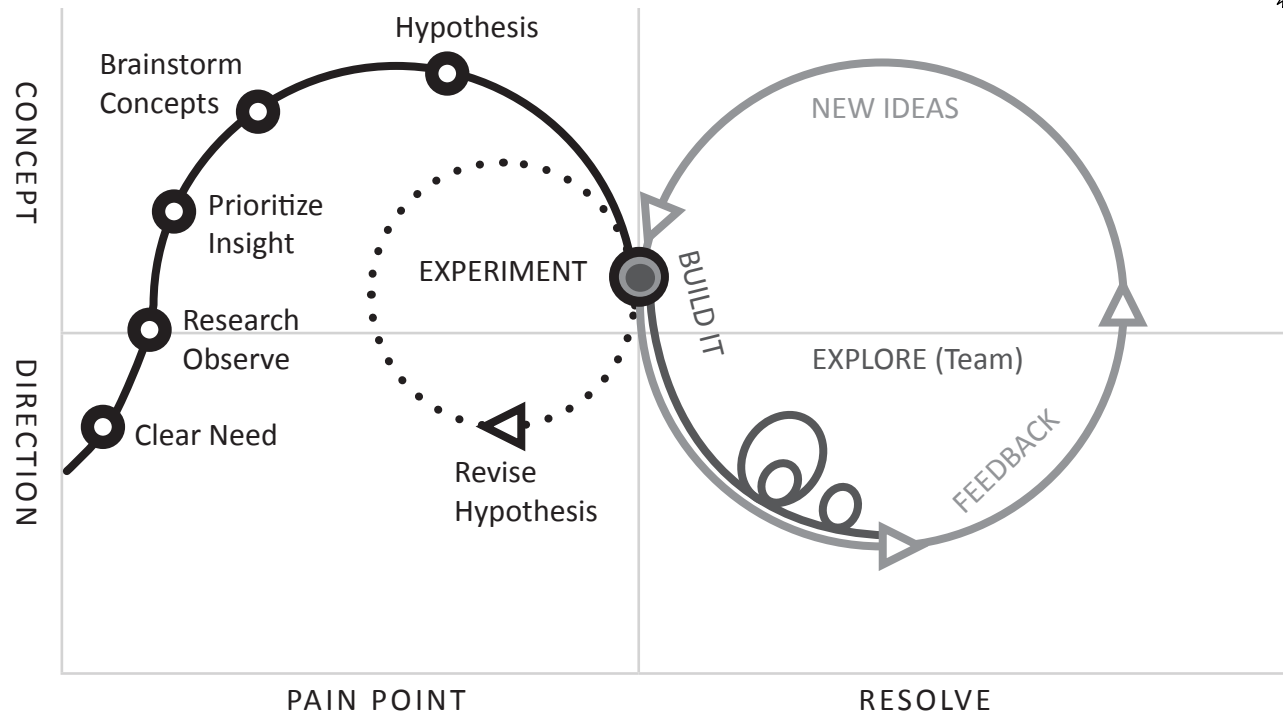
Design Thinking: Quickly and effectively conduct qualitative and quantitative research to better understand the goals and needs of users (and business). Establish a relationship with users in order to help future research and testing efforts. Requirements are validated BEFORE any production.

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**

GALLUP EXCHANGE PLATFORM

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 <u>her</u> 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 <u>unique</u> 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 a 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 FAMILIARITY	1 2 3 4 5
COACHING FAMILIARITY	1 2 3 4 5
E-COMMERCE USE	1 2 3 4 5
MOBILE USE	1 2 3 4 5
SOFTWARE KNOWLEDGE	1 2 3 4 5

MY USABILITY TESTING

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**.

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			

THANK YOU!

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