



# Justin Kodama

user experience designer & manager



## A Brief Intro

I care deeply about the experiences people have with products they interact with. Whether that's a smartphone, a website, or something as seemingly simple as a door, the design of that product affects our daily lives. My career has been focused on crafting these experiences and designing each product with intention, focusing on the details and iterating until it's right.

The six years I spent at Palm and HP gave me the opportunity to focus on interaction design for many different types of screens (mobile, tablet, and web). The countless hours spent writing ideas on sticky notes, sketching on pen and paper, wireframing flows on my laptop, and presenting and discussing my work during design reviews made me a better designer.

The (almost) three years I've spent at LOYAL3 on a small design team has allowed me to focus on the entire design process and make me a more well-rounded designer by sharpening my skills in usability testing, visual design, and prototyping, in addition to the interaction design work.

In both places, I started as an individual contributor and later led teams of designers as a design manager. In that role, I strive to find ways to empower my team to craft amazing experiences so that we are stronger as a team than we could be individually.

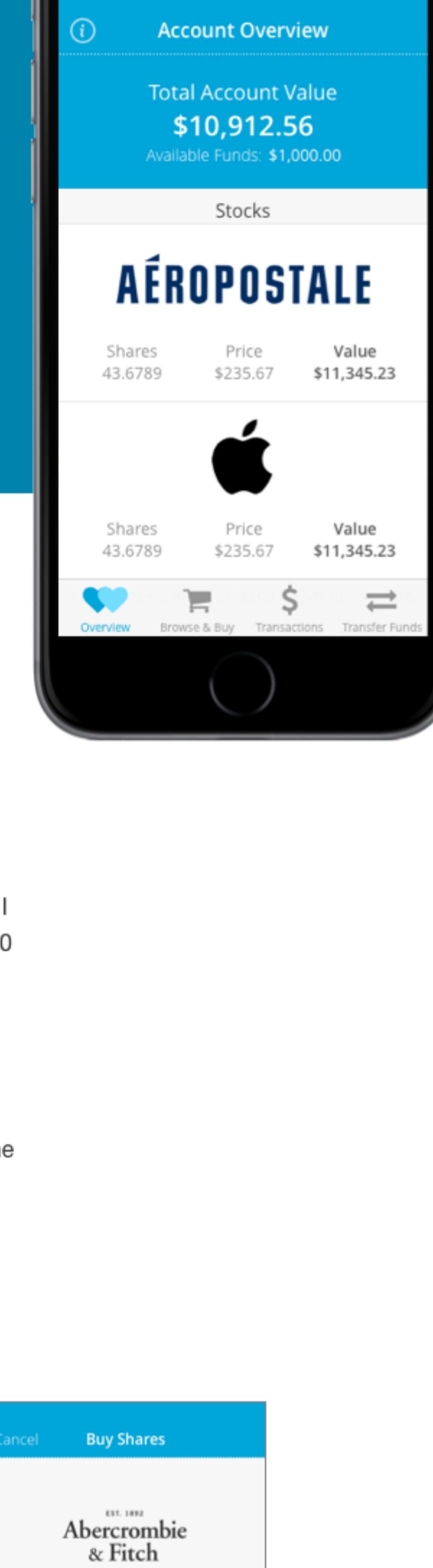
I've designed lots of things. I've managed and led teams. Most of all, I've been blessed with the opportunity to be a part of some amazing products and work with even more amazing people.

## My Portfolio

Over the next few pages, I'll walk you through some of the significant projects I've worked on over the years. They showcase the varied types of designs I've completed as well as the various skills I've used. Enjoy!

# LOYAL3 iPhone App

Until recently, LOYAL3 customers could only view their accounts through a web browser. The launch of the 1.0 iOS app changed that allowing customers quick and easy access to their accounts while taking advantage of the benefits of a native app. The initial version didn't try to replicate the same content and functionality of the website. Instead, the requirement was to give users the ability to perform all the high priority functions as a minimum viable product - view account and stock values, buy and sell stock, as well as transfer funds.



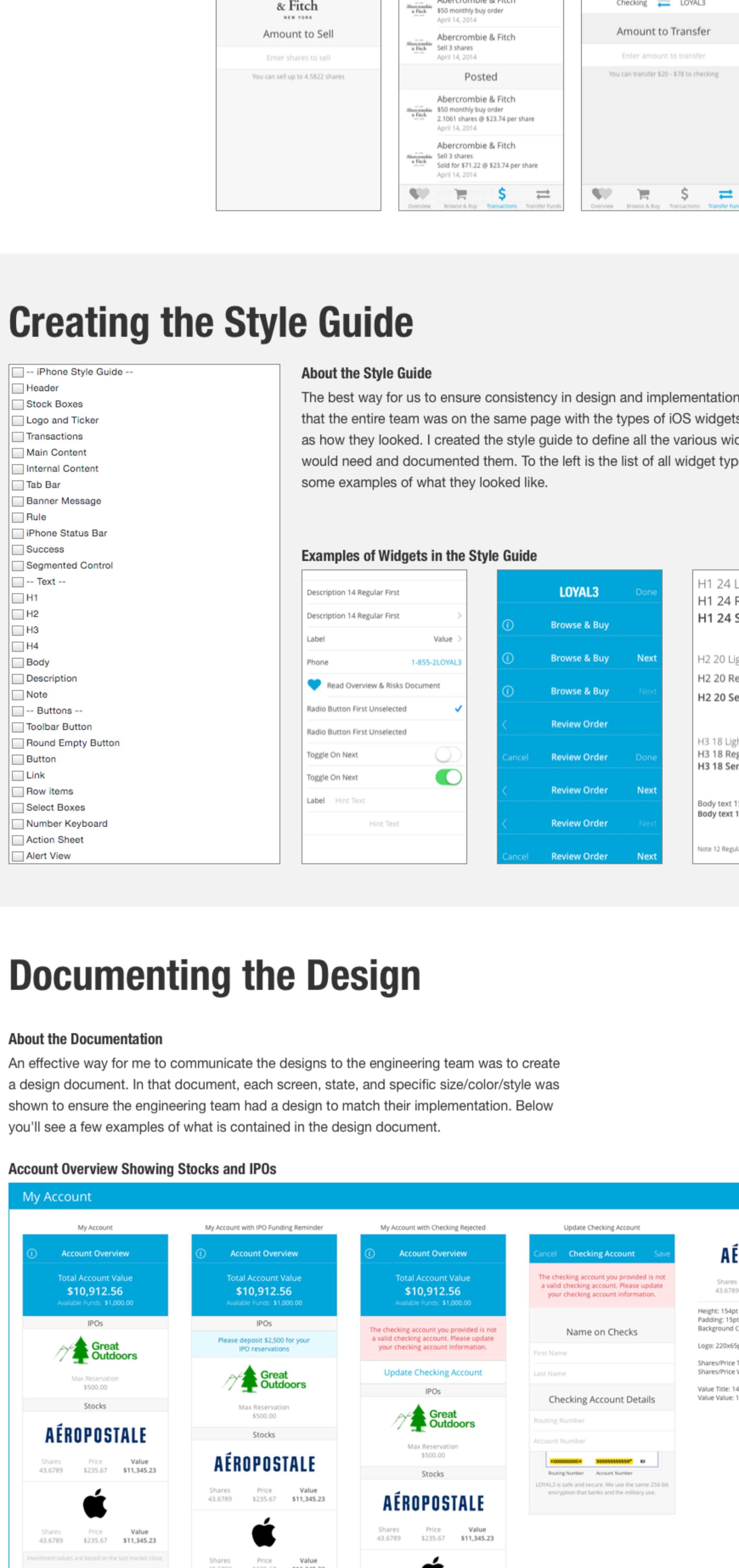
## The Designs

### My Role

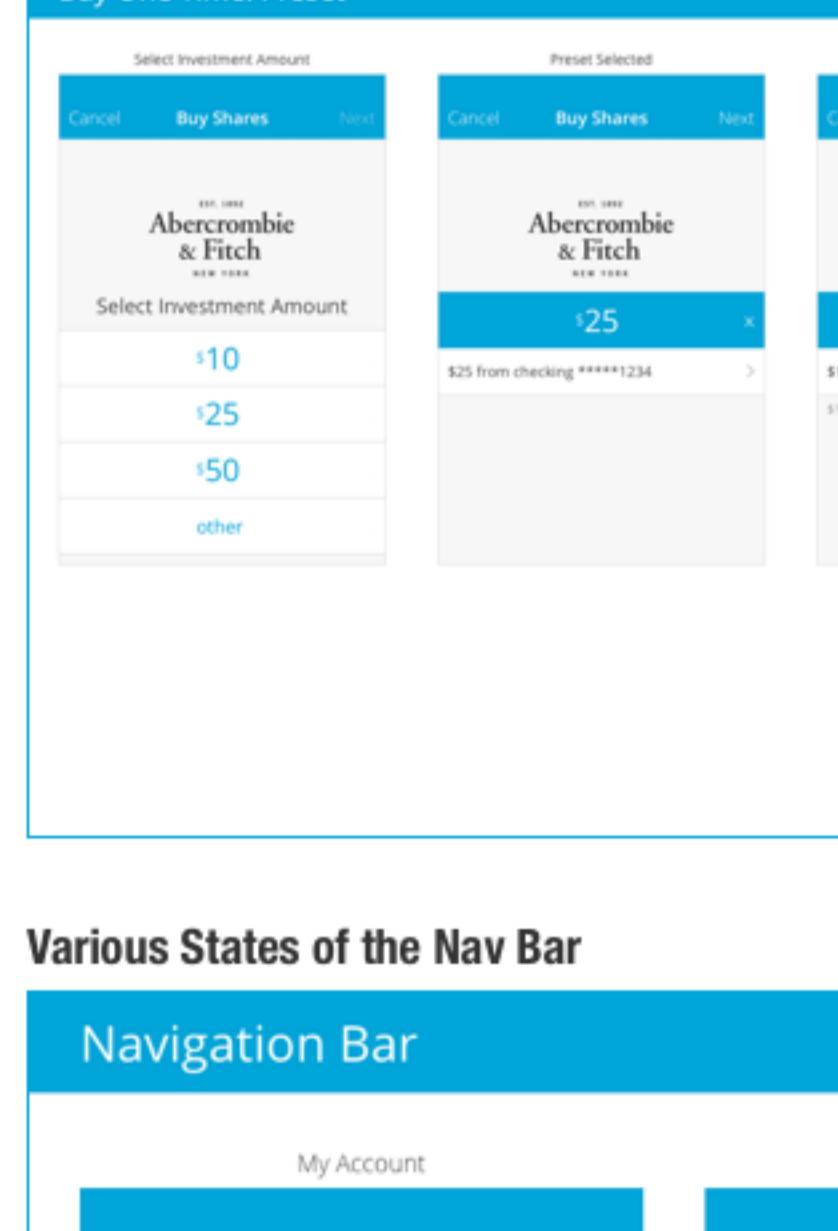
I was the design lead defining the interaction and visual design until I was promoted to UX Manager, three months prior to the app appearing in the App Store. Shortly after the promotion, I transitioned my design duties to one of our UX designers. The majority of what shipped in the 1.0 version of the app was the result of my designs. Below you'll find the app's key screens to get a sense of how the app is designed.

### Prototypes and Usability Tests

For early versions of the designs, we brought users into the office to click through prototypes I created. This allowed us to identify some of the stumbling blocks users had and better streamline each of the primary user flows. We simplified the buy process to the point that some delighted users have said is "too easy to invest."



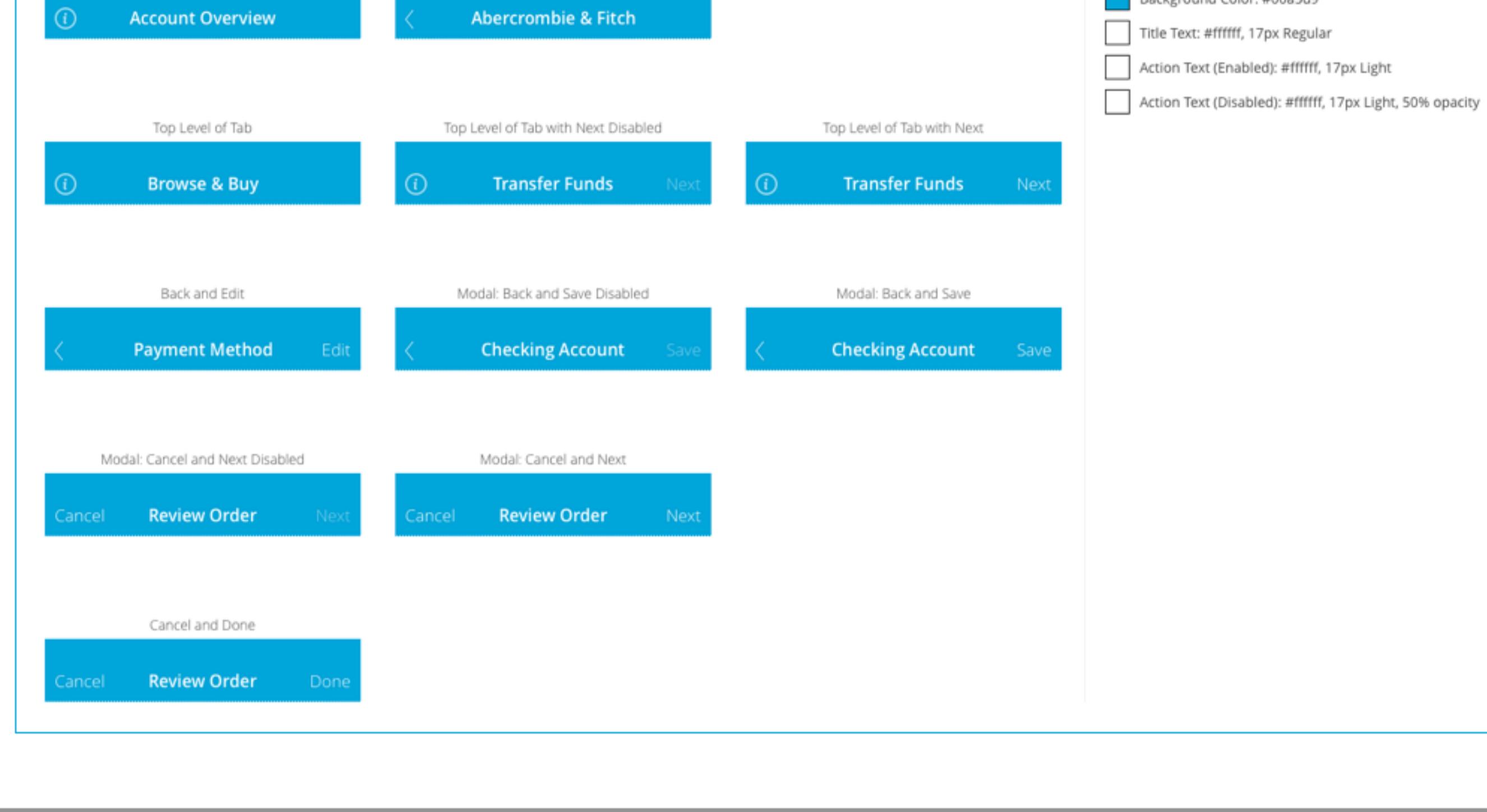
## Creating the Style Guide



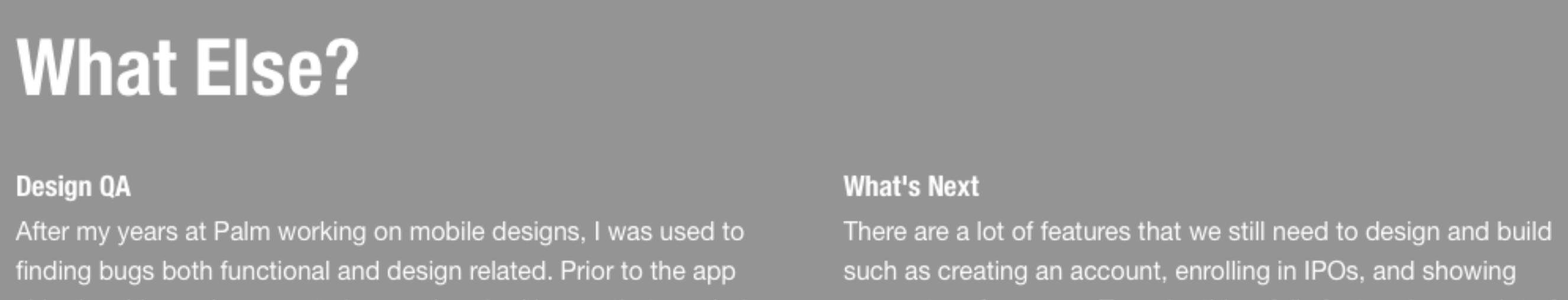
### About the Style Guide

The best way for us to ensure consistency in design and implementation was to make sure that the entire team was on the same page with the types of iOS widgets we used as well as how they looked. I created the style guide to define all the various widgets the app would need and documented them. To the left is the list of all widget types and below are some examples of what they looked like.

### Examples of Widgets in the Style Guide



## Various States of the Nav Bar



## What Else?

### Design QA

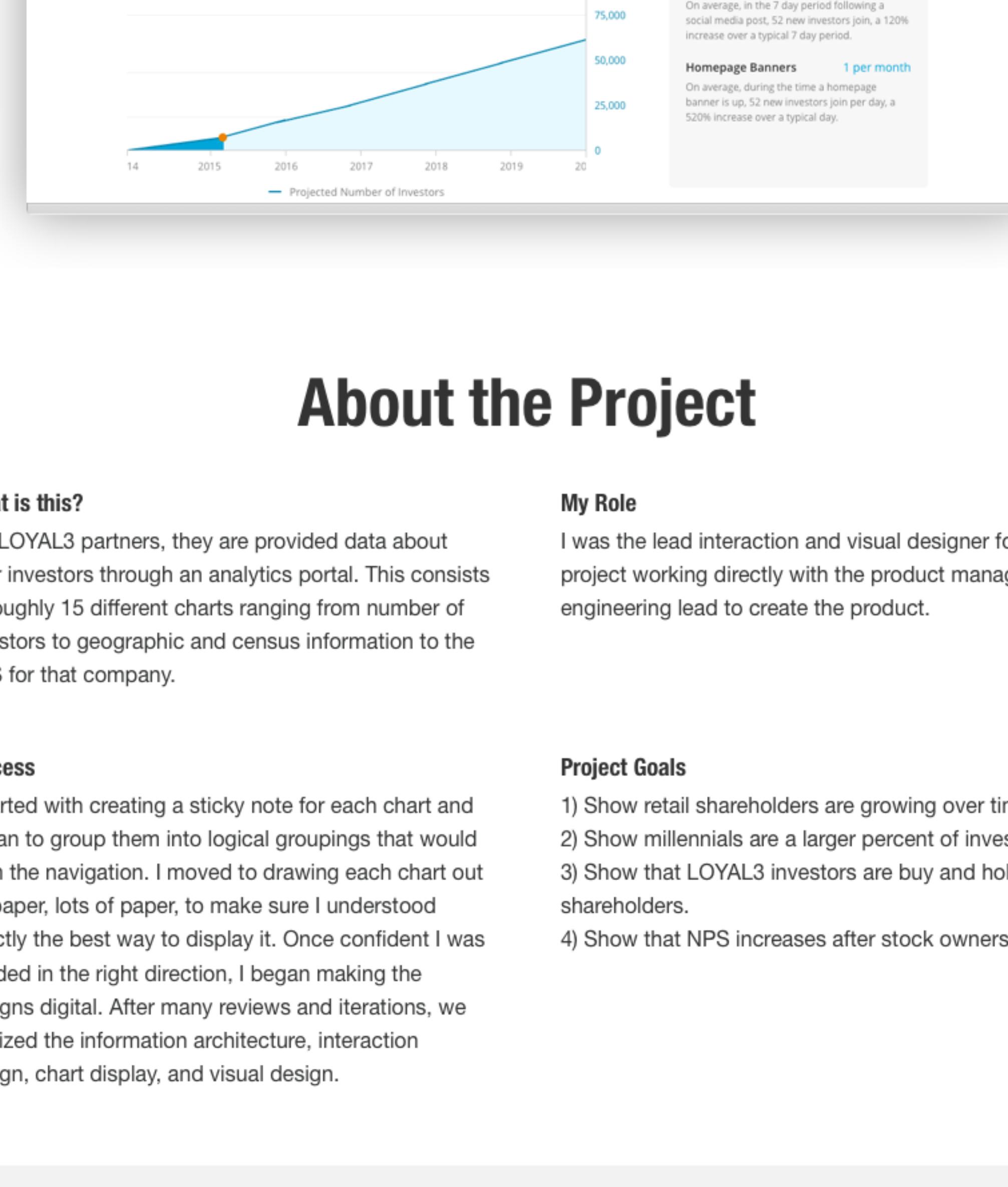
After my years at Palm working on mobile designs, I was used to finding bugs both functional and design related. Prior to the app shipping, I logged or reported over a hundred issues that needed fixing. This greatly helped ensure the design quality was up to our high standards.

### What's Next

There are a lot of features that we still need to design and build such as creating an account, enrolling in IPOs, and showing account performance. To make this a fully featured app, a lot of work still needs to be done. As the UX Manager, I'll be overseeing all of this but the specific design work will be completed by the design lead.

# LOYAL3 Analytics Portal

Allowing partner companies to learn valuable information about their investors.



## About the Project

### What is this?

For LOYAL3 partners, they are provided data about their investors through an analytics portal. This consists of roughly 15 different charts ranging from number of investors to geographic and census information to the NPS for that company.

### Process

I started with creating a sticky note for each chart and began to group them into logical groupings that would form the navigation. I moved to drawing each chart out on paper, lots of paper, to make sure I understood exactly the best way to display it. Once confident I was headed in the right direction, I began making the designs digital. After many reviews and iterations, we finalized the information architecture, interaction design, chart display, and visual design.

### My Role

I was the lead interaction and visual designer for this project working directly with the product manager and engineering lead to create the product.

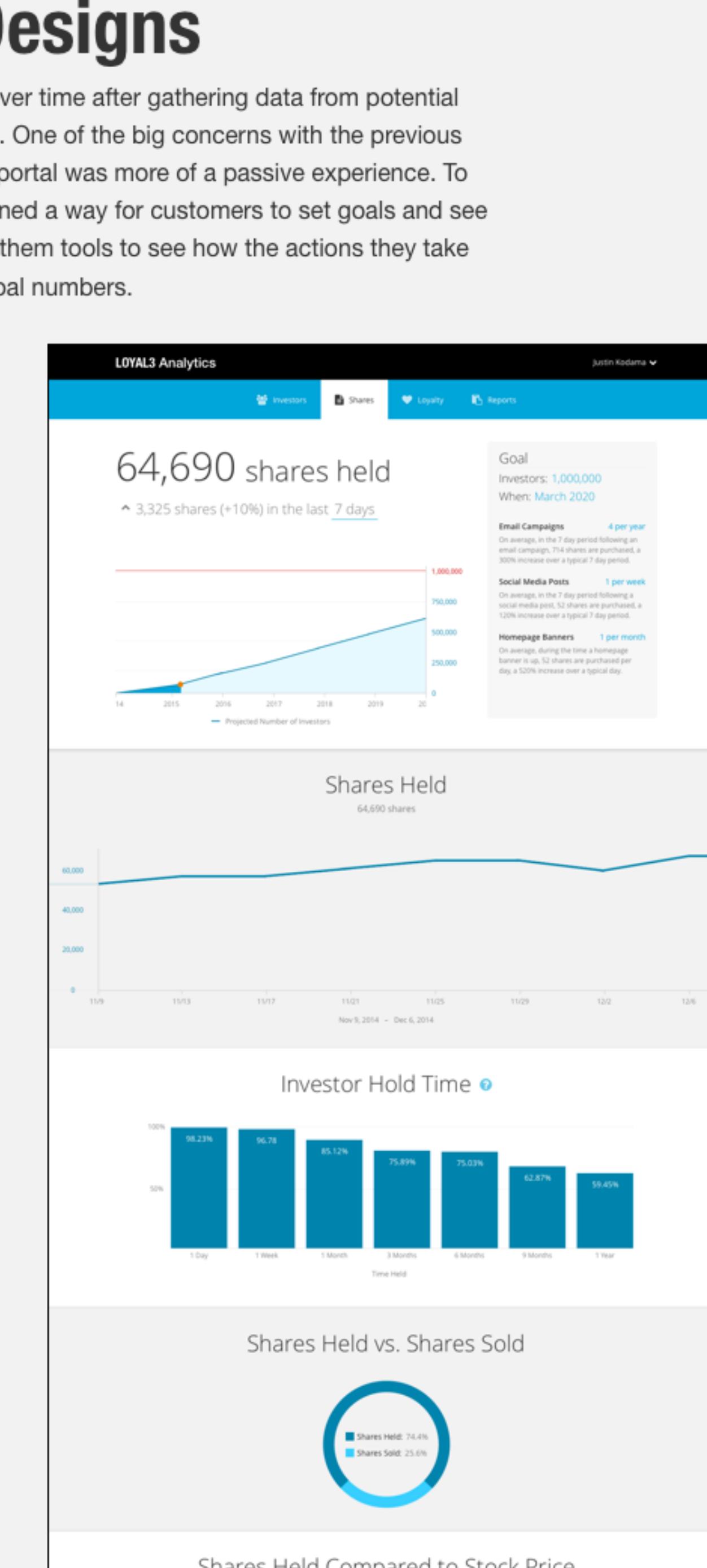
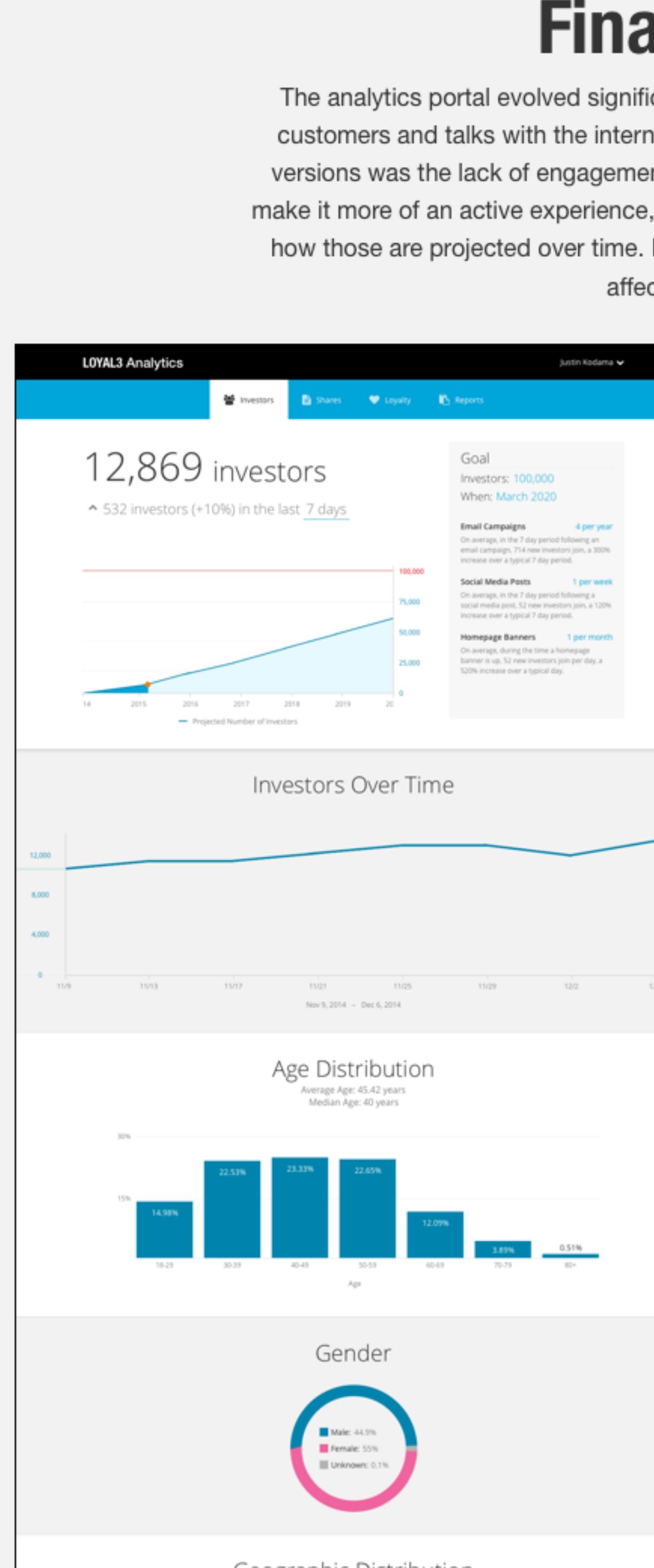
### Project Goals

- 1) Show retail shareholders are growing over time.
- 2) Show millennials are a larger percent of investors.
- 3) Show that LOYAL3 investors are buy and hold shareholders.
- 4) Show that NPS increases after stock ownership.

## Dashboard: The Evolution

We started with the concept of a dashboard where someone who logs in can quickly get an overview of the most important numbers estimating visits would be frequent and short.

However, after talks with potential customers, their usage of the analytics portal was projected to be infrequent but lengthy visits. Users would have time to dive deep into the numbers at each visit. This led us to scrap the dashboard and reorganize the data around three key data points: investors, shares, and loyalty. Below, you'll see how the dashboard evolved and that the characteristics of those designs carried over to the final version.



## Navigation and Information Architecture

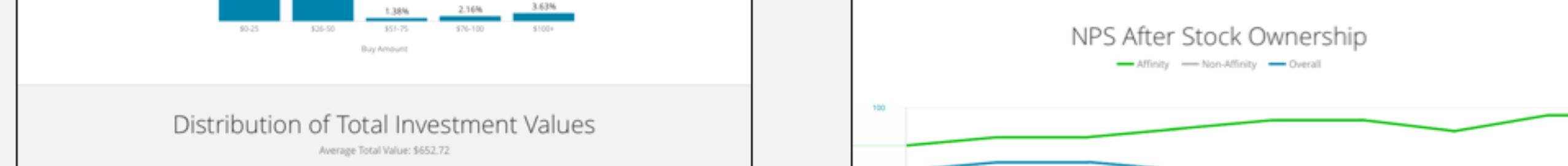
### Initial Version of Navigation

The analytics content was broken down into five different categories each themed after the project goals.



### Iteration

Added the ability for the user to logout and edit the profile information. Moved the primary navigation to a separate line and added useful icons.



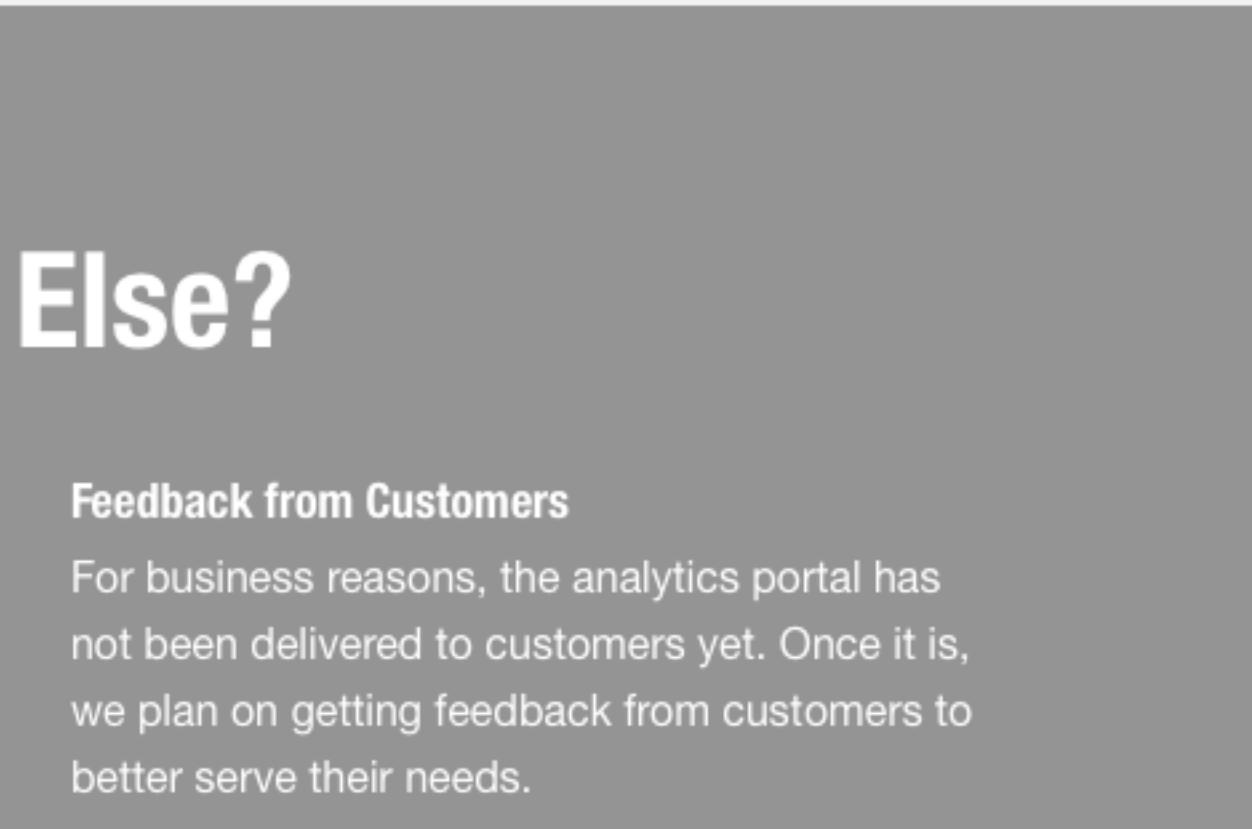
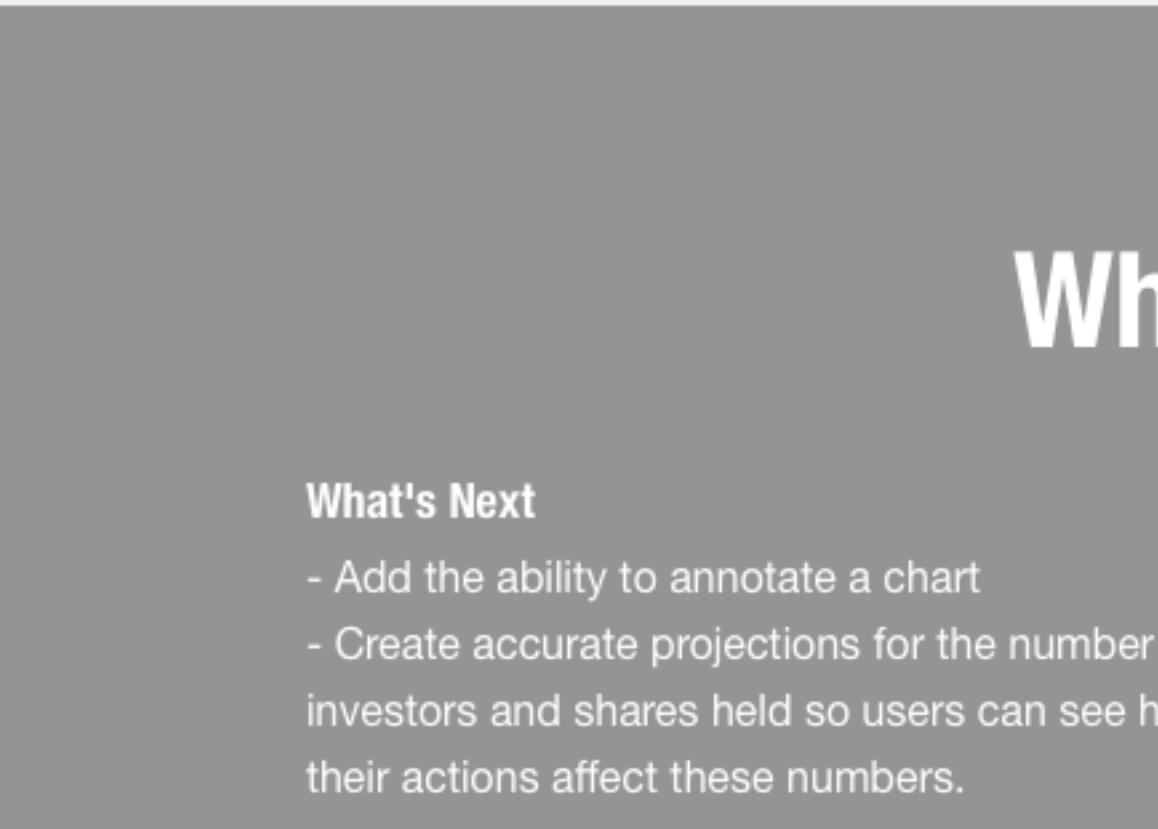
### Final Navigation

Simplified the navigation by reorganizing the content into more logical groups that are easier to understand what's contained in them rather than according to our project goals. Allowed us to highlight the most important data - number of investors, number of shares held, and the loyalty rating. Also removed the dashboard (described above) and moved that information to the top of each tab.



## Final Designs

The analytics portal evolved significantly over time after gathering data from potential customers and talks with the internal team. One of the big concerns with the previous versions was the lack of engagement. The portal was more of a passive experience. To make it more of an active experience, I designed a way for customers to set goals and see how those are projected over time. It gives them tools to see how the actions they take affect the goal numbers.



## What Else?

### What's Next

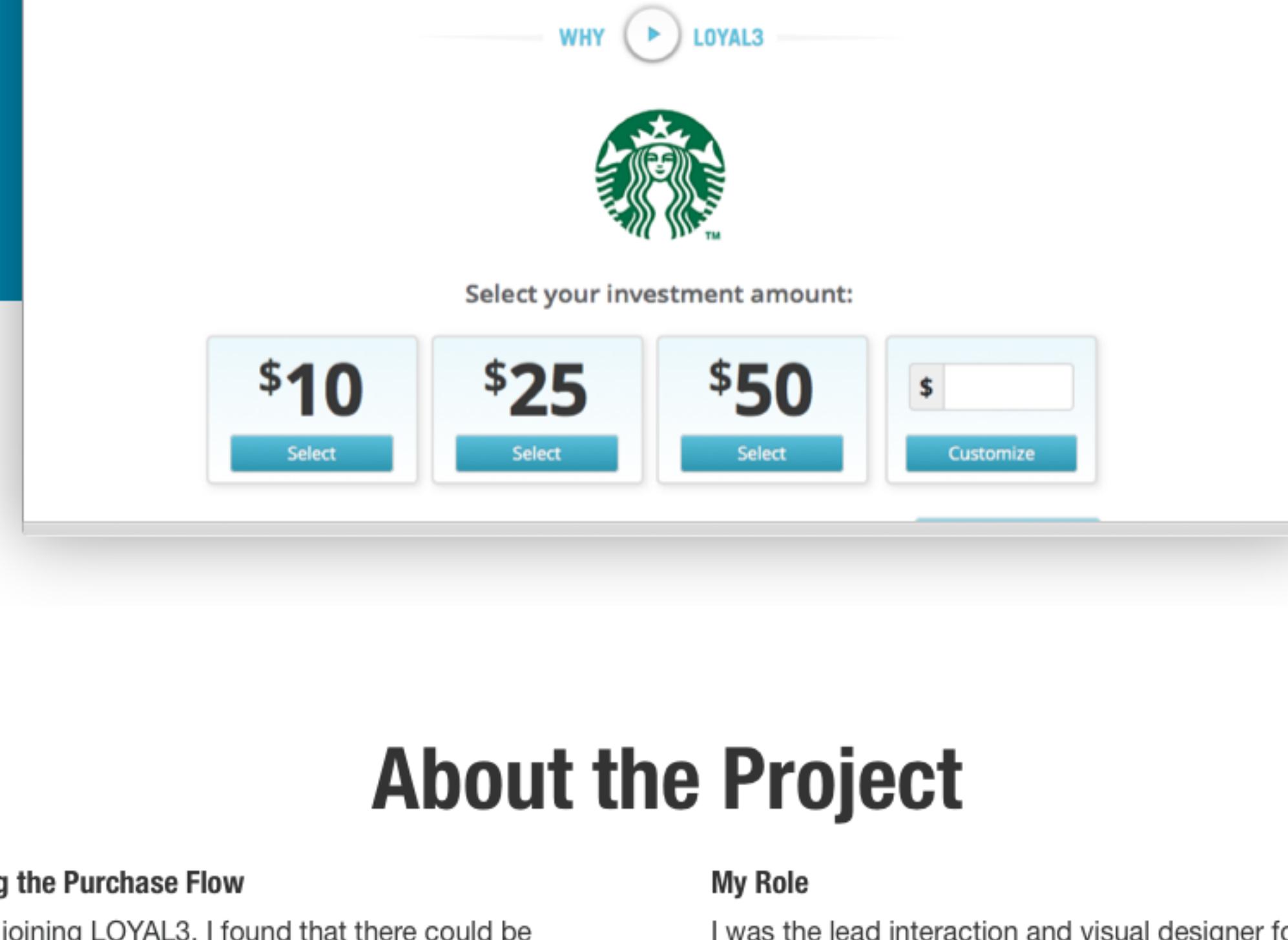
- Add the ability to annotate a chart
- Create accurate projections for the number of investors and shares held so users can see how their actions affect these numbers.

### Feedback from Customers

For business reasons, the analytics portal has not been delivered to customers yet. Once it is, we plan on getting feedback from customers to better serve their needs.

# LOYAL3 Purchase Flow Redesign

Improving the interaction and visual design for purchasing stock.



## About the Project

### Fixing the Purchase Flow

After joining LOYAL3, I found that there could be improvements made to the purchase flow for making an investment. This centered around fixing the page where users select their investment amount and where they review their order.

### My Role

I was the lead interaction and visual designer for this project. I started the process by running usability tests on the existing designs, then moved to wireframing ideas for improvements, and iterated multiple times on the final interaction and visual comps.

## Select Your Investment Redesign

### Initial Version

The initial version had a few problems we wanted to solve:

1. It was unintentionally biased towards monthly purchases
2. People didn't know how to select a one-time investment (customers just ended up selecting monthly investments instead or not investing at all).
3. In an effort to make the company the most important piece on the page, the LOYAL3 branding got lost.

### Redesign

This new design simplifies the amount of information a user needs to comprehend into two simple and clear steps, (1) select an investment amount and (2) select an investment type.

The redesigned page does more than just improve the selection process, the visual design is cleaned up with a better use of whitespace and a couple issues from usability testing are also resolved: show the stock price and reinforce the LOYAL3 value proposition.

## Review Page Redesign

### Initial Version

The existing version took users from the select an investment amount page to a review page. This is fine, but the review page had too much unnecessary information on it. Buying stock shouldn't require you to review your personal, employment, and tax information every single time.

### Redesign

The updated design started the same way with the select an investment amount page, but the review page shows only what's necessary to complete the order. For this updated design, I removed all the information on the review page except for a review of the order and what payment type. It's about making buying stock as simple as buying a book on Amazon.

## What Else?

### Continuing to Refine the Design

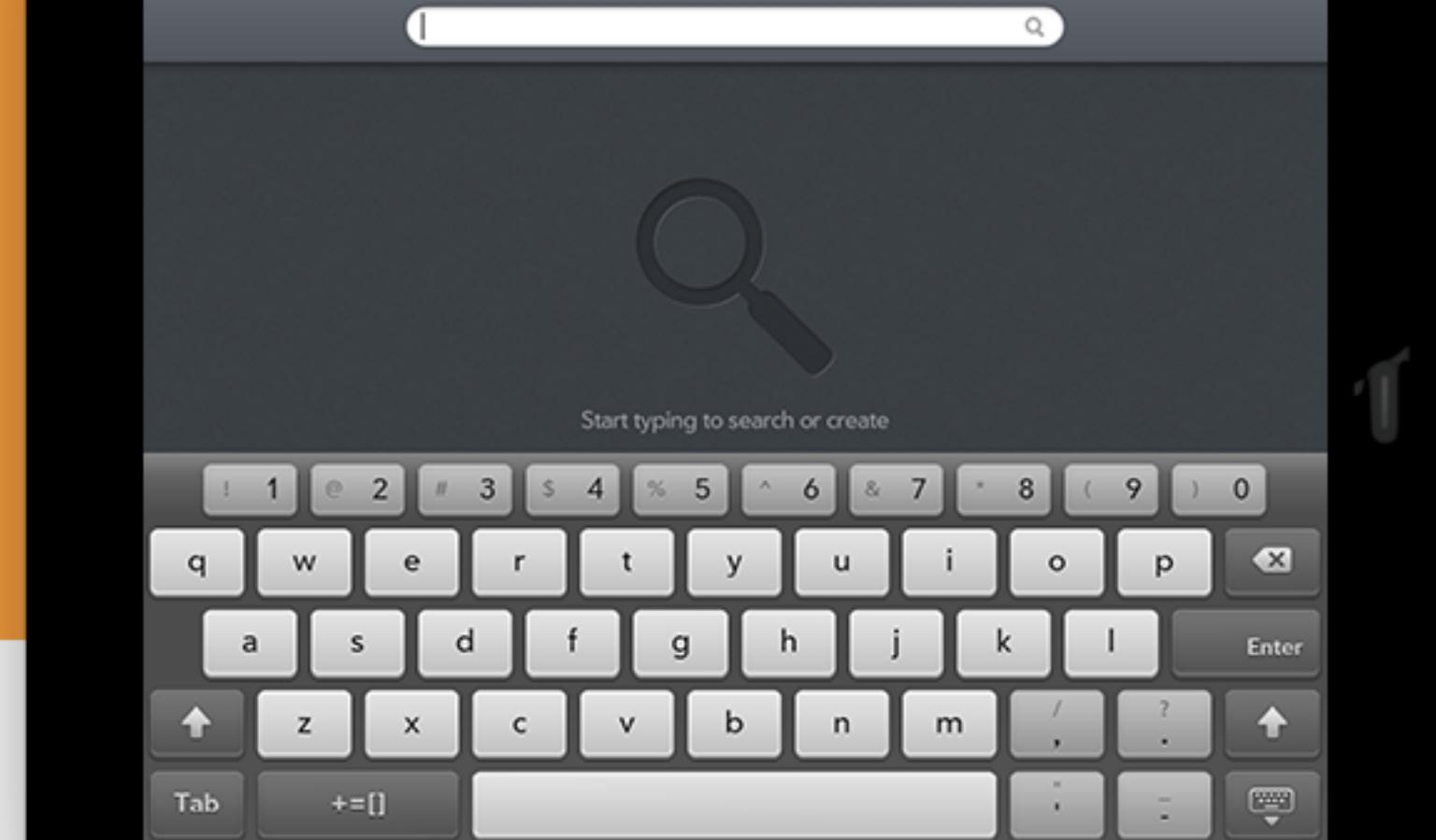
After these initial versions were built, the design team continued to iterate on the design to further refine it visually and work on the animations.

### Employing Analytics

We also continue to monitor the data for these pages checking the conversion funnel and the amounts purchased.

# webOS Keyboard

Designing the first digital keyboard for webOS



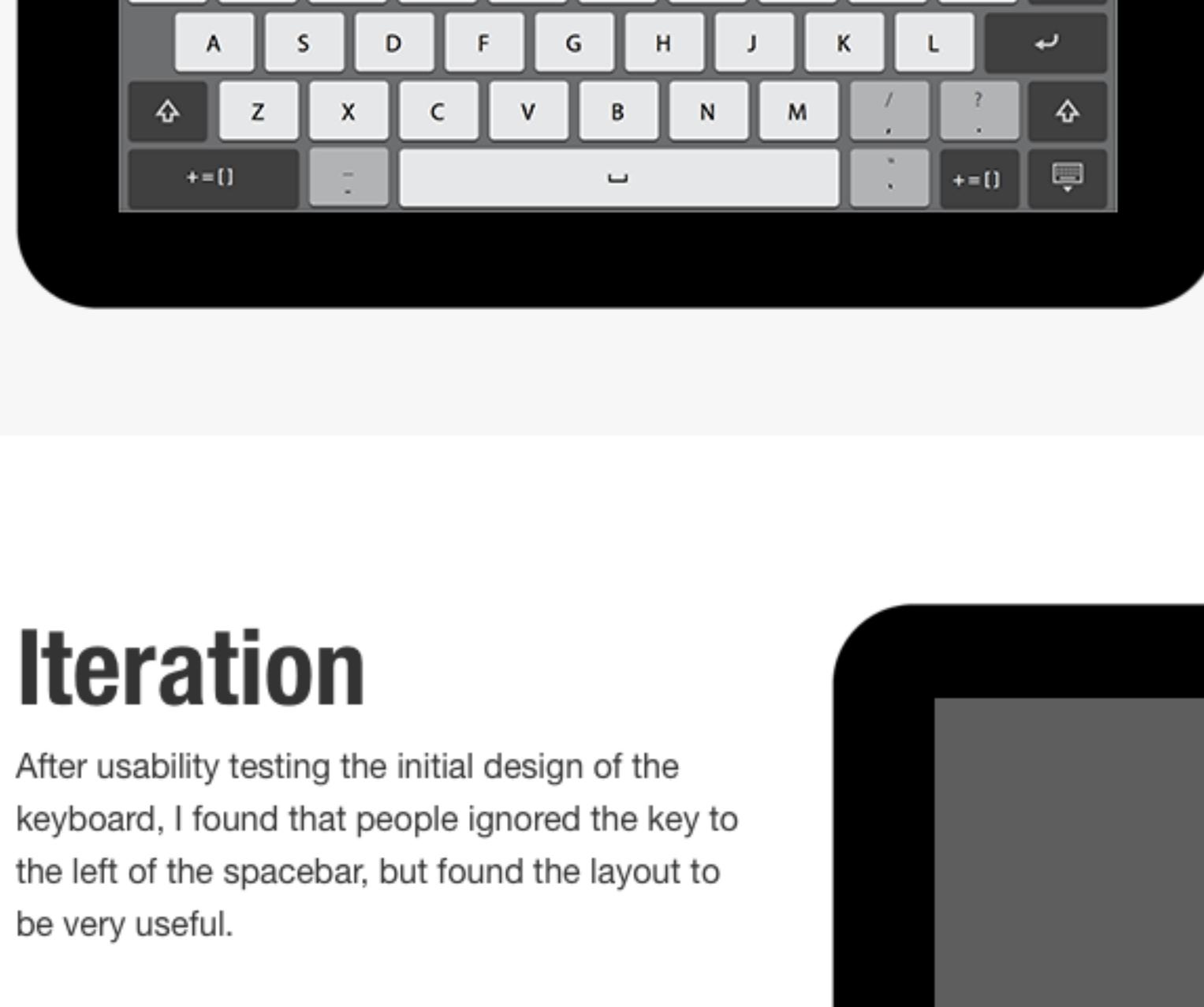
## About the Project

### What is this?

When webOS went from using a physical keyboard to a digital keyboard, I needed to design all aspects related to it. This meant establishing how the keyboard interacted with system elements (e.g. textfields), designing how the actual keyboard worked in QWERTY, QWERTZ, and AZERTY, and also defining text correction rules.

### My Role

For this digital keyboard, I was the design lead and interaction designer. I worked with usability team to test the wireframes, the visual designer to make it beautiful, and with the lead developer on a daily basis to make tweaks as things got built.



## Initial Version

The initial design of the keyboard focused on being as familiar as possible with what users are accustomed to in physical keyboards. So unlike other virtual keyboards, I added a number row. This eliminates a lot of switching between multiple keyboard modes to find keys. Almost every key is available to the user without needing to switch keyboard states.

## Iteration

After usability testing the initial design of the keyboard, I found that people ignored the key to the left of the spacebar, but found the layout to be very useful.

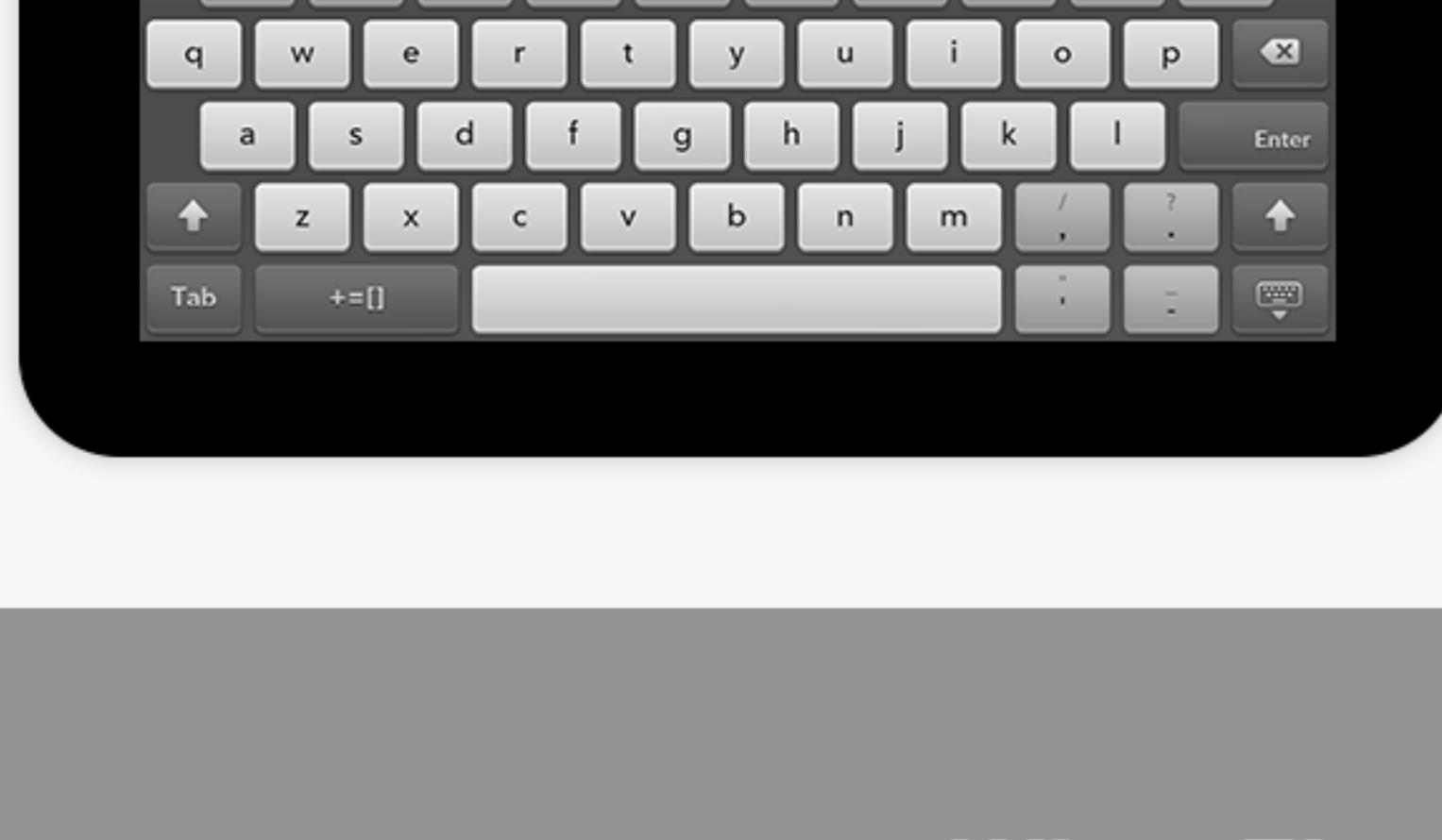
I added a tab key as a way to either insert a tab or navigate between next and previous textfields just as a physical keyboard works.



## Final Design

In the final version, I worked with the visual designer to add in the visual styles as well as make some minor tweaks. One notable tweak was to make the enter button be text rather than a symbol. We found that users were confusing that button with the delete button.

Additionally, but not shown here, we added in the AZERTY and QWERTZ designs for international users, as well as defining which additional symbols would appear on each key upon a press and hold.



## What Else?

### What We Would Have Done Next

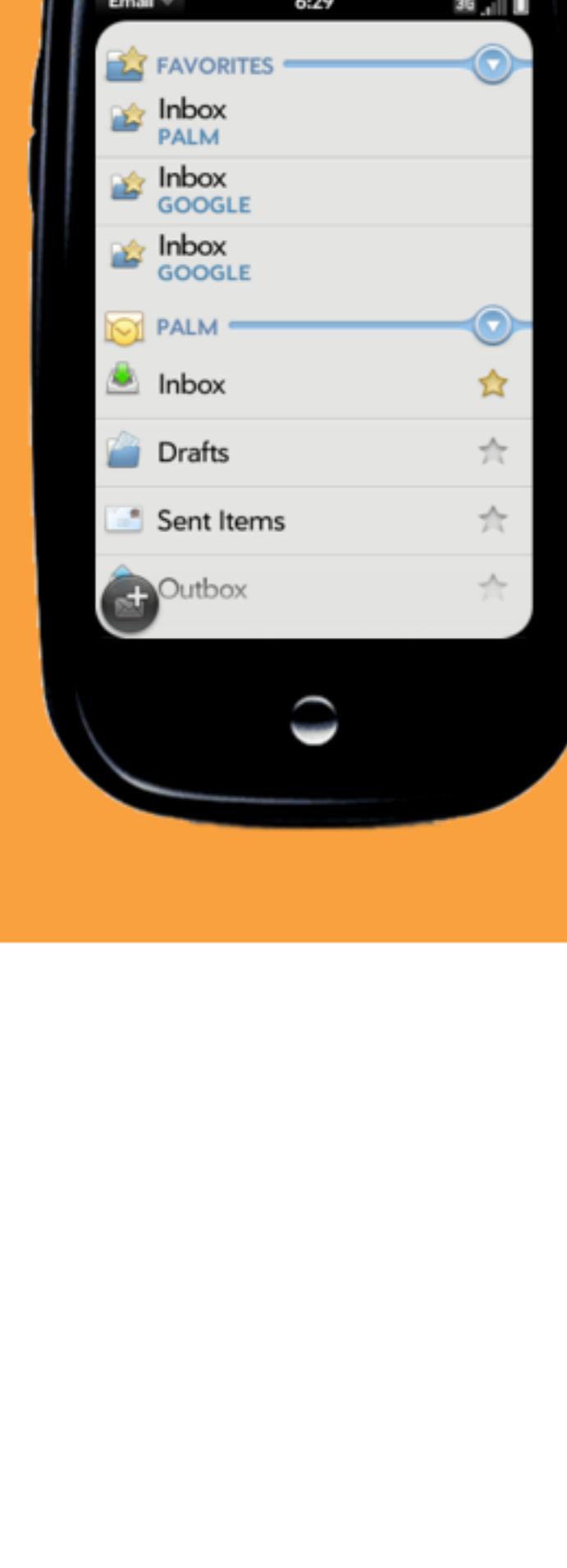
- Analytics
- Smarter and more accurate text correction
- Tweak the size of the buttons
- Study usage behavior of how people type and possibly offer options (one handed, two handed, home rows, hunt and peck)

### What We Did Not Do

There were a lot of key stakeholders who wanted to add predictive text but based on usability tests and internal usage it was found to be more distracting than helpful.

## webOS Email

One of the most frequently used apps on any smartphone is the Email app. I designed it for productivity, allowing the user to quickly read and respond to mail as well as compose new messages across multiple accounts.



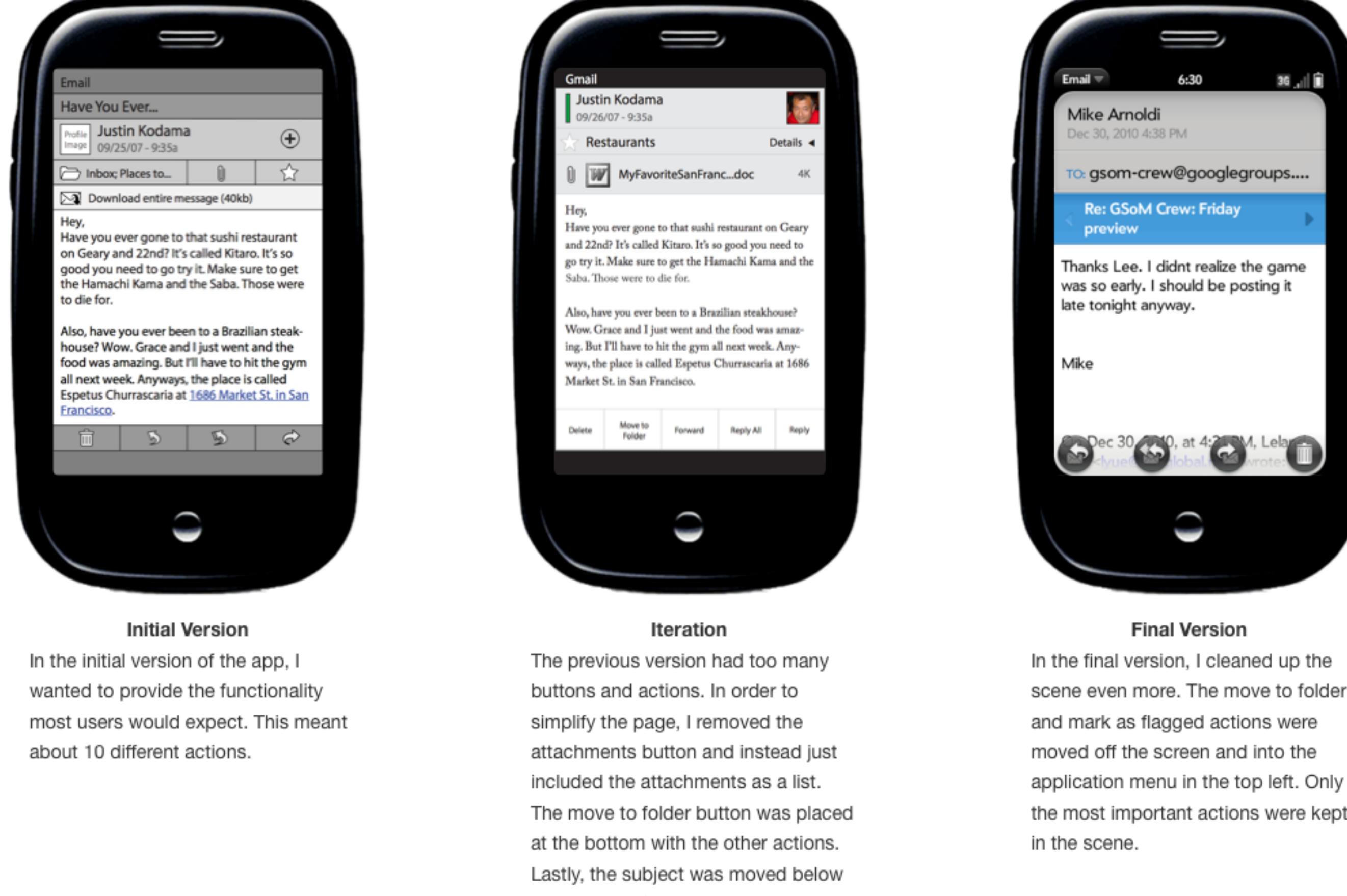
## The Designs

I was the design lead and interaction designer on this project. I coordinated the design efforts amongst the design team (usability testing, visual design, and prototyping) and worked directly with the product manager, qa lead and developers.



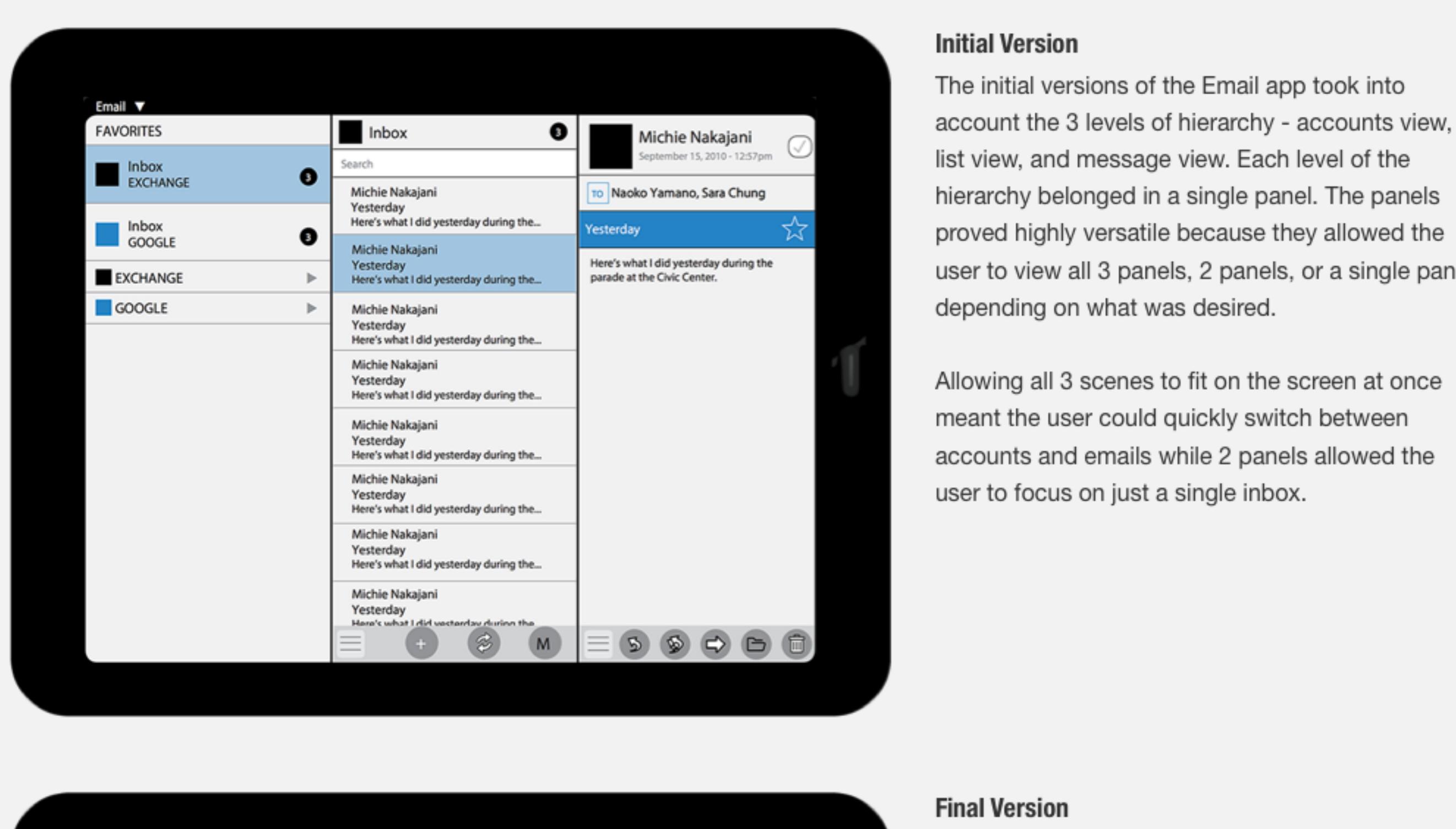
## Accounts View

Most users have multiple email accounts so I needed to make sure they had quick access to the most important folders in each account without needing to go back and forth between multiple screens. If you remember, at the time, Apple's iPhone forced users to go up and down multiple levels to switch between accounts and folders. I knew webOS needed to be easier to navigate between folders. So, I designed this shared view that allowed you to place the most important or frequently accessed folders at the top of the screen.



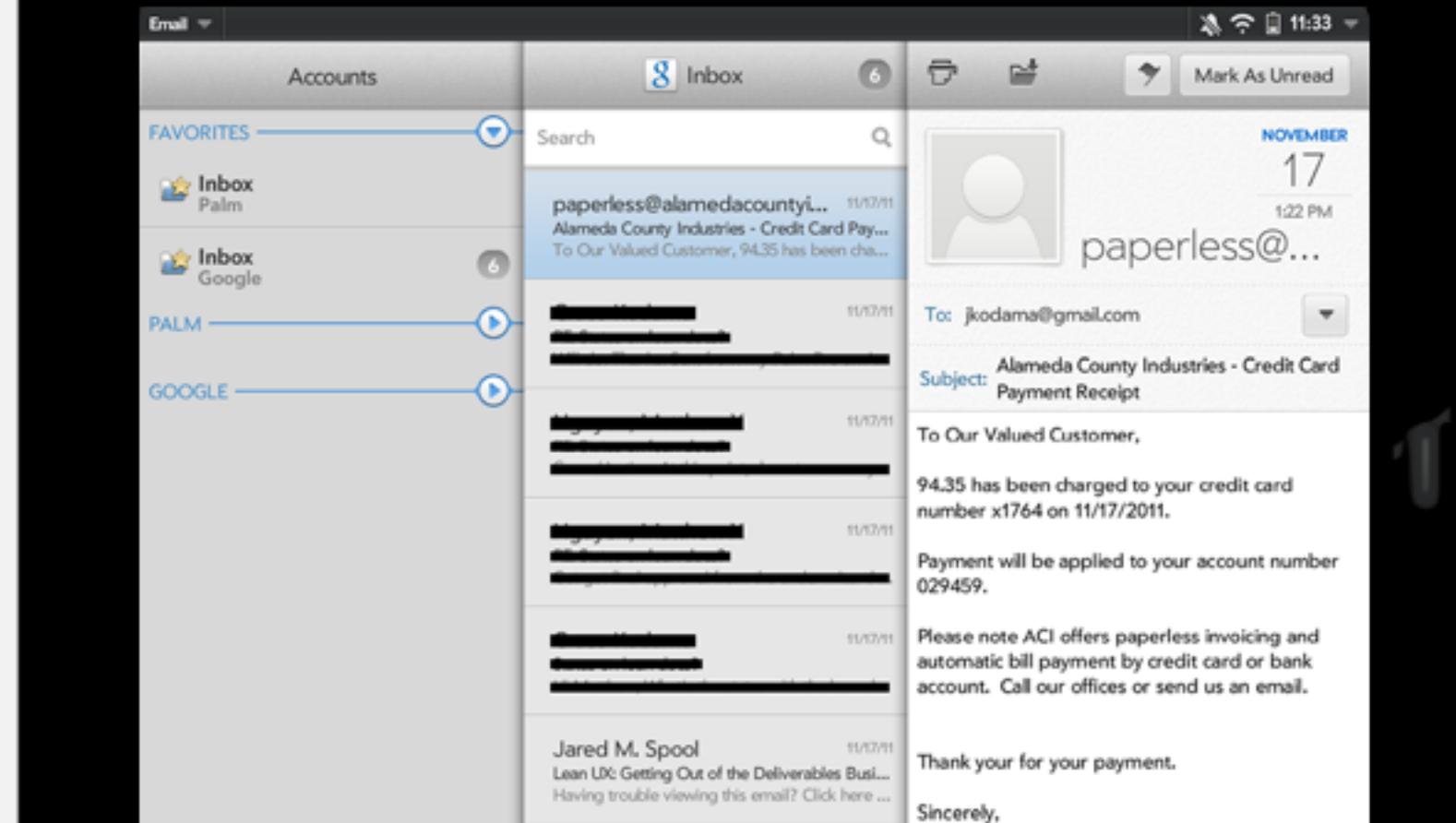
## Message View

Users expect to perform many actions in the message view. On a mobile device, I really focused on the primary use cases: reading and replying quickly. The design needed to carefully balance the expected functionality with ease of use for the primary use cases.



## Designing Email for Tablets

The tablet version of webOS came a bit later. It needed an update to the interaction model to be suited for the significantly larger screen. Because we were starting from scratch, we needed to define interaction patterns that would be consistent across the system. The primary interaction pattern to nail down was the use of sliding panels to navigate, show, and hide content. The Email application was the perfect option for this. My designs using the sliding panels showed how they should be used and where they were best suited. Email became the model application for other designers to follow.



### Initial Version

The initial versions of the Email app took into account the 3 levels of hierarchy - accounts view, list view, and message view. Each level of the hierarchy belonged in a single panel. The panels proved highly versatile because they allowed the user to view all 3 panels, 2 panels, or a single panel depending on what was desired.

Allowing all 3 scenes to fit on the screen at once meant the user could quickly switch between accounts and emails while 2 panels allowed the user to focus on just a single inbox.

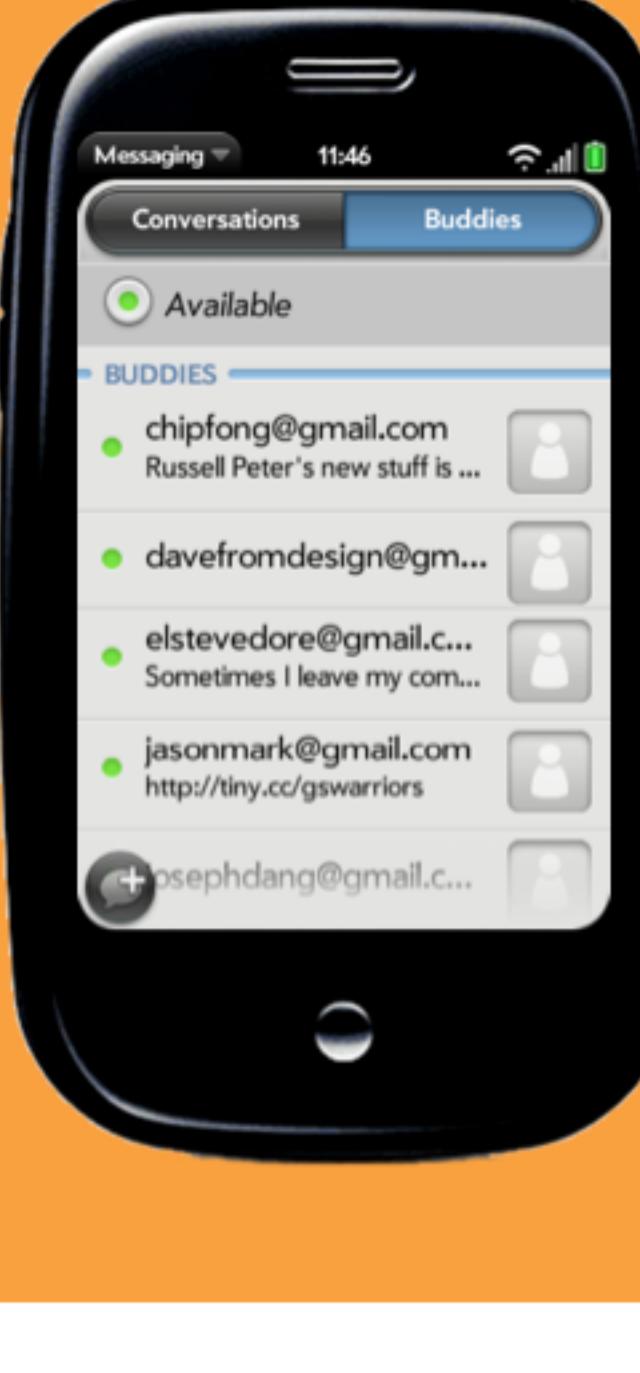
### Final Version

With the visual styles applied by the visual designer, you can better anticipate how the sliding panels behave.

In the final version, the message view received the biggest update with the secondary controls moving to the top chrome rather than being inside the scene, as was shown in the wireframe.

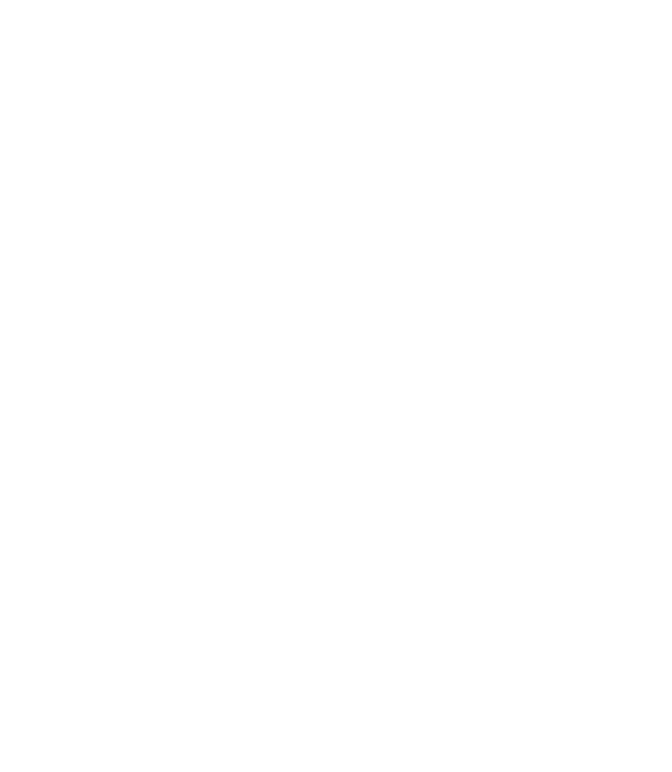
# webOS Messaging

I designed the Messaging app with the belief that people care more about the person they send a message to rather than the transport (text messaging, Google Talk, or Yahoo IM). Thus, I combined what is typically separated across multiple apps, text messaging and instant messaging, into a single, elegant application. The idea is that when you want to send a message to someone, you go to the Messaging application. You don't have to first think about the transport type and if you want to send a text or instant message.



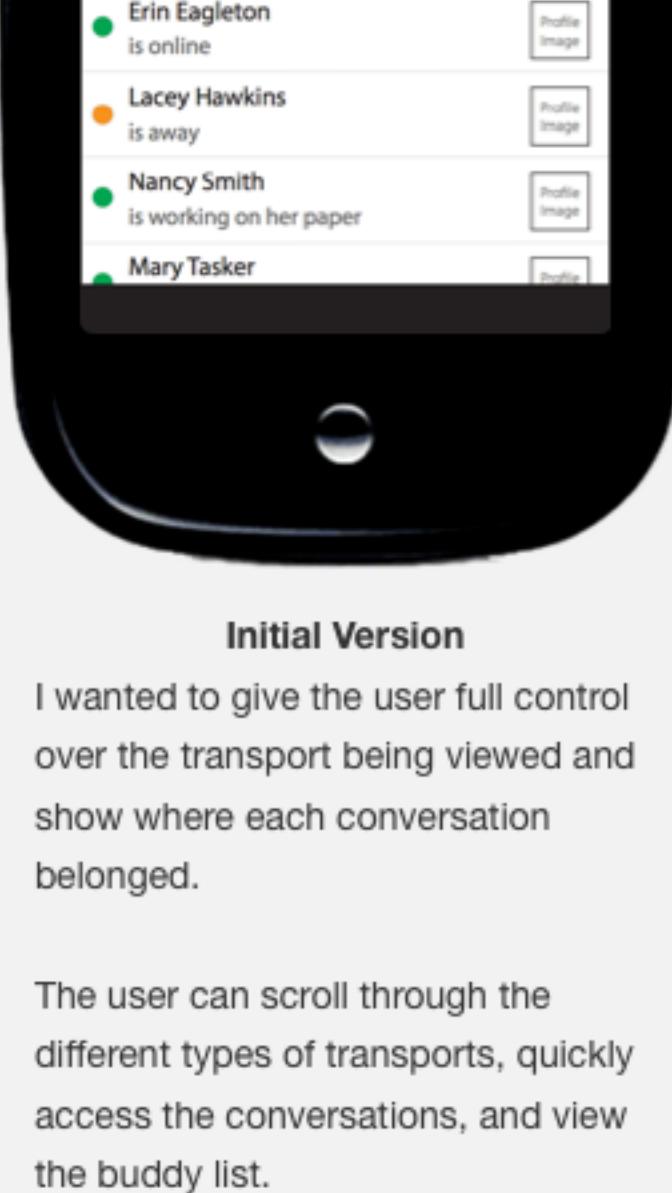
## The Designs

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## List View

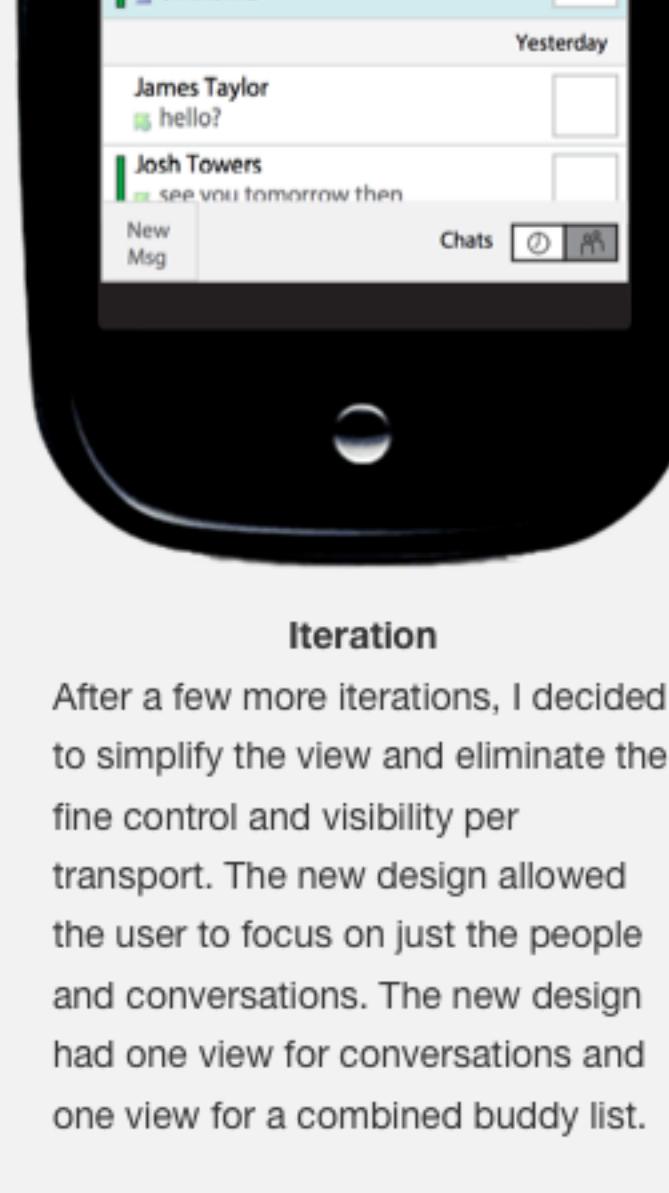
The list view needed to allow the user to start a new conversation, access previous conversations, and view the buddy list.



**Initial Version**

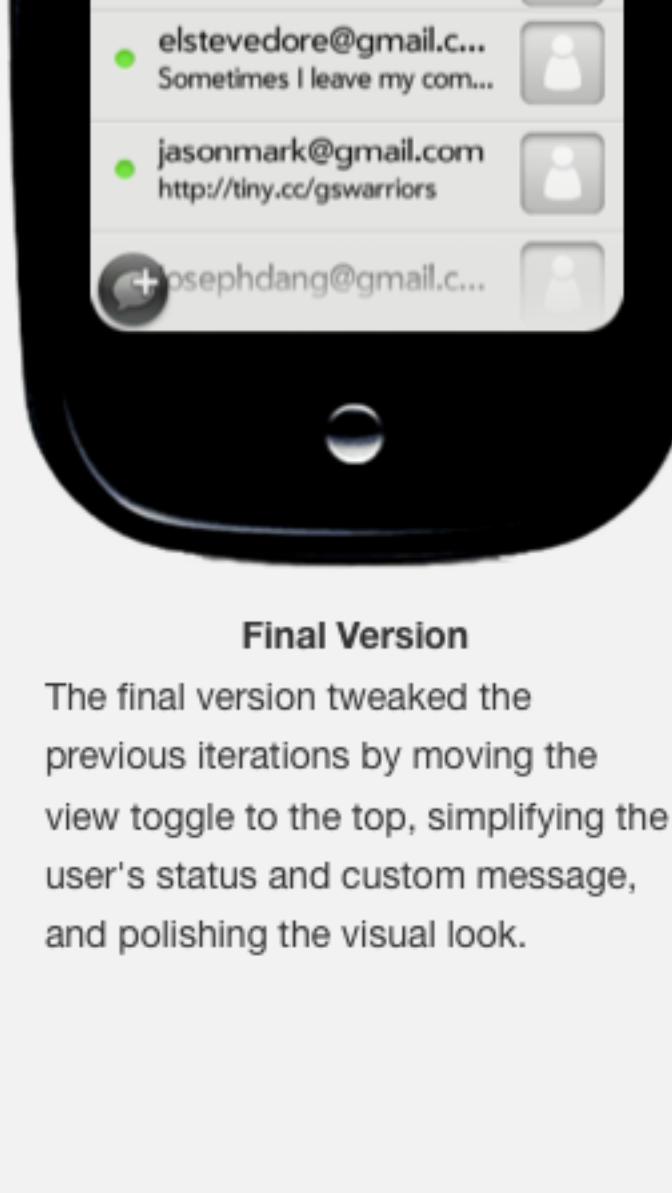
I wanted to give the user full control over the transport being viewed and show where each conversation belonged.

The user can scroll through the different types of transports, quickly access the conversations, and view the buddy list.



**Iteration**

After a few more iterations, I decided to simplify the view and eliminate the fine control and visibility per transport. The new design allowed the user to focus on just the people and conversations. The new design had one view for conversations and one view for a combined buddy list.



**Final Version**

The final version tweaked the previous iterations by moving the view toggle to the top, simplifying the user's status and custom message, and polishing the visual look.

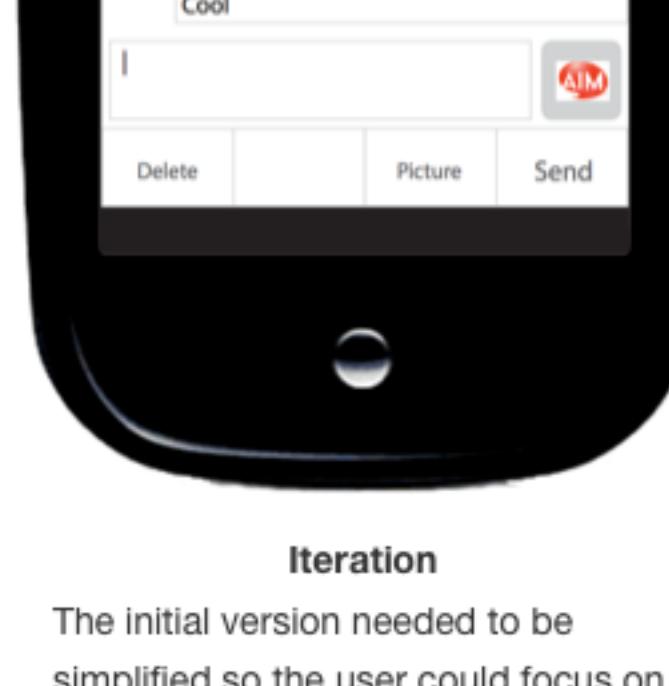
## Chat View

Because Messaging mixes SMS/MMS and IM, not only did the chat view need to allow users to send and receive messages, but also allow them to be able to switch between multiple transports.



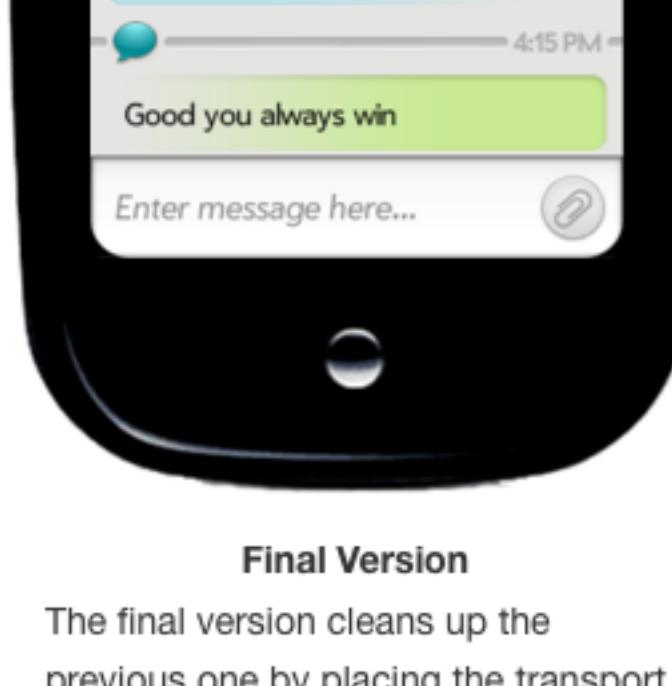
**Initial Version**

As in the list view, I designed the chat view so the user has full control over what was viewable in the chat window and which transport would be used to send a message. The user can choose to view messages from all transports or a single one. The user can choose to send a message from any one of the transports.



**Iteration**

The initial version needed to be simplified so the user could focus on sending and receiving messages, not the type of data in the view. To do this, I eliminated the ability to change the content of the chat. The user always sees all messages, all the time. The user can still select which transport to send a message.



**Final Version**

The final version cleans up the previous one by placing the transport picker in the header, removing the delete button, and combining the attach and send buttons.