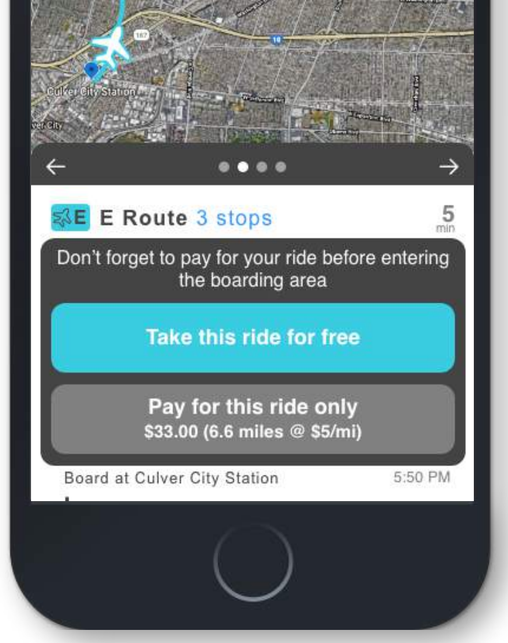
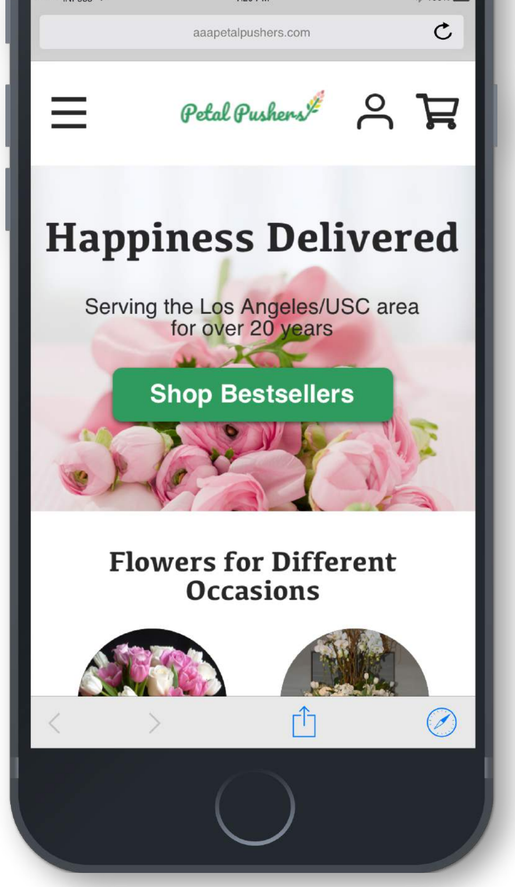
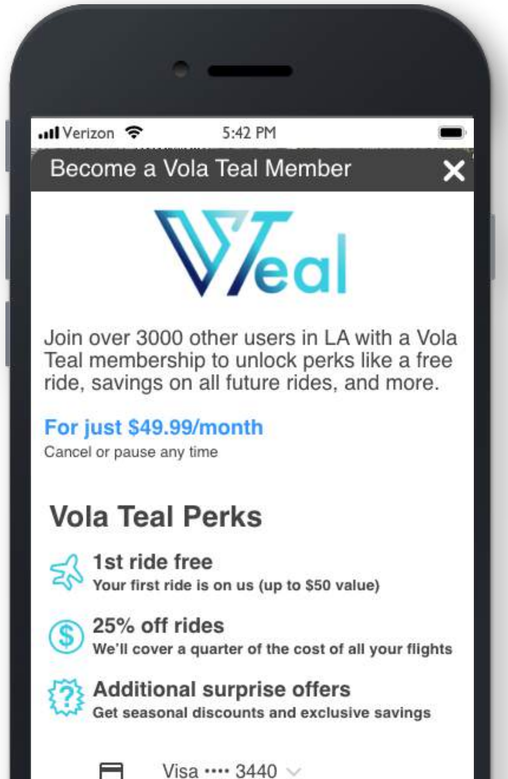
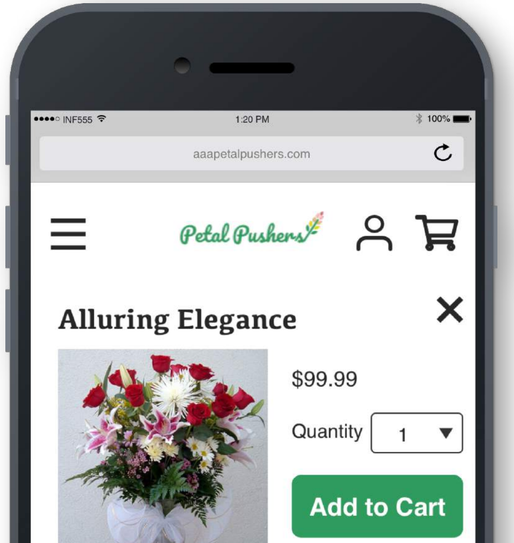








JESSICA LUPANOW

UX Strategy and Design Portfolio

May 2020

ABOUT ME

I am an LA-based engineer turned designer. I got my B.S. in engineering from Harvey Mudd College where I studied robotics and minored in creative writing. I received a National Science Foundation fellowship and joined a PhD program in Computer Science at USC studying human-robot interaction.

I found myself spending most of my free time designing websites and taking UX courses with Jaime Levy, and upon completing my M.S. in computer science in May 2020, I am leaving the PhD program to pursue human-centered design full-time.

The following projects showcase my recent UX strategy and design work. Please add me on LinkedIn, check out my website, or contact me for more information.

VOLA

Creating an App for Autonomous Flying Vehicles

May 2020

CUSTOMER DISCOVERY FINDINGS

90%

Have an issue with traffic every weekday

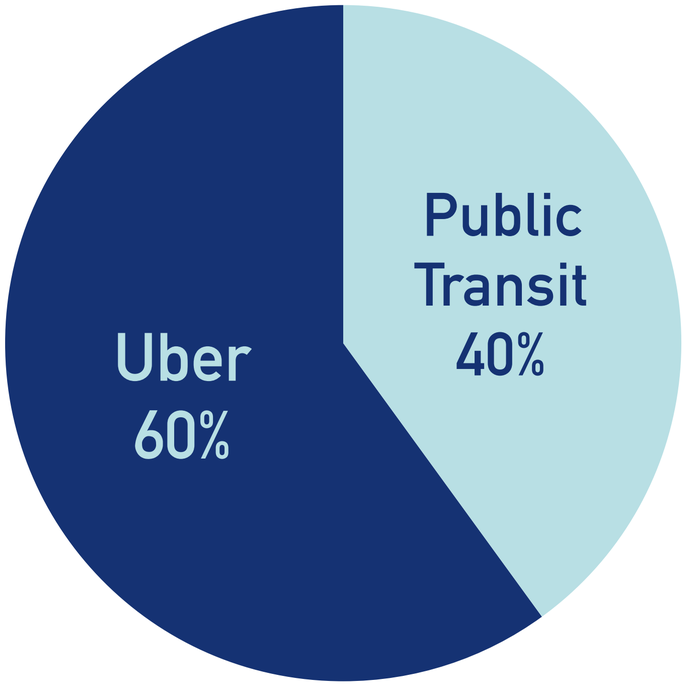
70%

See autonomous flying vehicles in LA in < 25 years

90%

Would use autonomous flying vehicles to carpool

Would taking autonomous flying vehicles work like Uber or like public transit?



PERSONA: EFFICIENT MILLENNIALS

VALIDATED

Description

20s or early 30s
Work or live in LA County
Disposable income

Behaviors

Worries about the **safety** of autonomous flying vehicles

Thinks autonomous flying **vehicles will be in LA in < 25 years**

Uses **ride sharing services or public transportation** at least once a week to make it easier to travel in and around the city

Interested in **getting work done or relaxing** while in transport

Needs & Goals

Needs **quick, affordable, and safe** ways to get around

Wants to traverse LA area while **avoiding parking and traffic**

Needs to stay within **monthly transportation budget**

Wants to **carpool** occasionally

MOST THREATENING COMPETITOR ANALYSIS

Uber

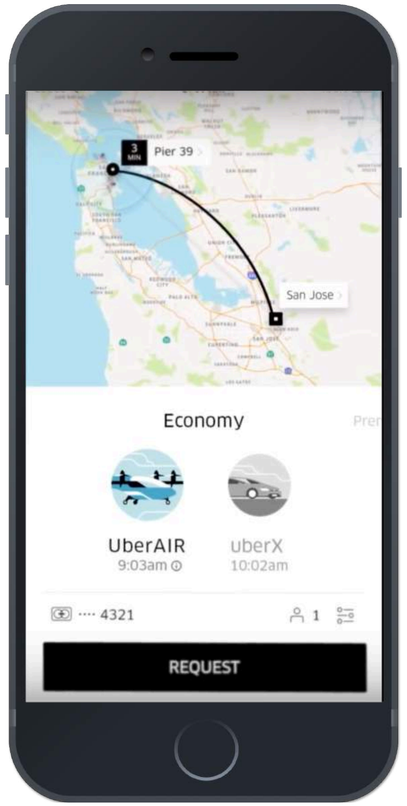
Just as skyscrapers allowed cities to use limited land more efficiently, Uber Air would take to the sky to alleviate congestion on the ground and enable riders to tap a button for a shared flight.

Pros

- Greatest brand recognition
- Integration into existing Uber app
- Selection of different modes of transportation in app

Cons

- Will cost users $5 per mile
- No demonstrations of working prototypes
- Unclear pickup and arrival times



Funding: $24.7B **Started:** 2009

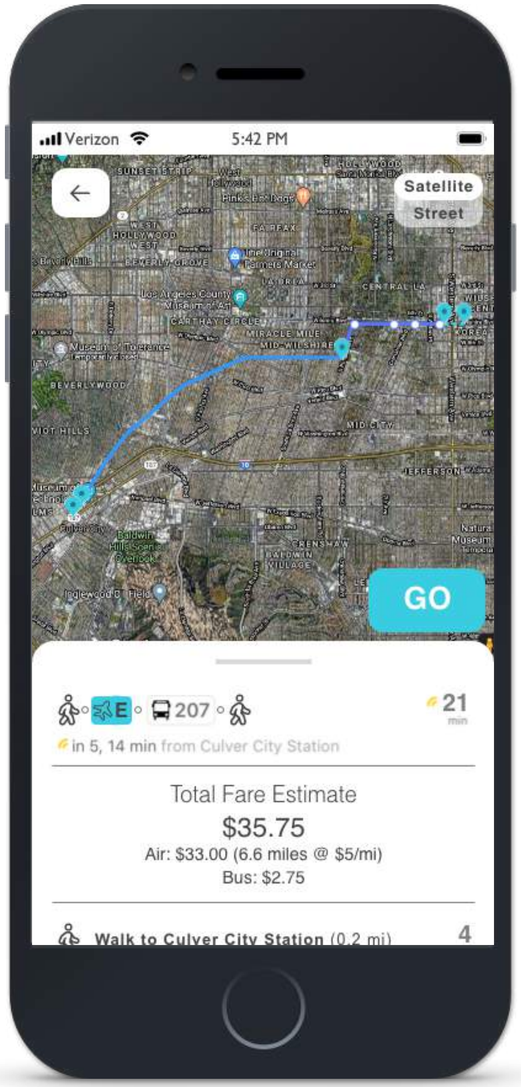
OPPORTUNITIES AND RECOMMENDATIONS

Uber Air doesn't address the needs of budget-conscious customers who still want convenience. They need a way to get to common destinations, like workplaces or concert venues, at lower prices. With competitors focused on the private ride experience for autonomous flying cars, **lower cost, shared air transportation remains a blue ocean**.

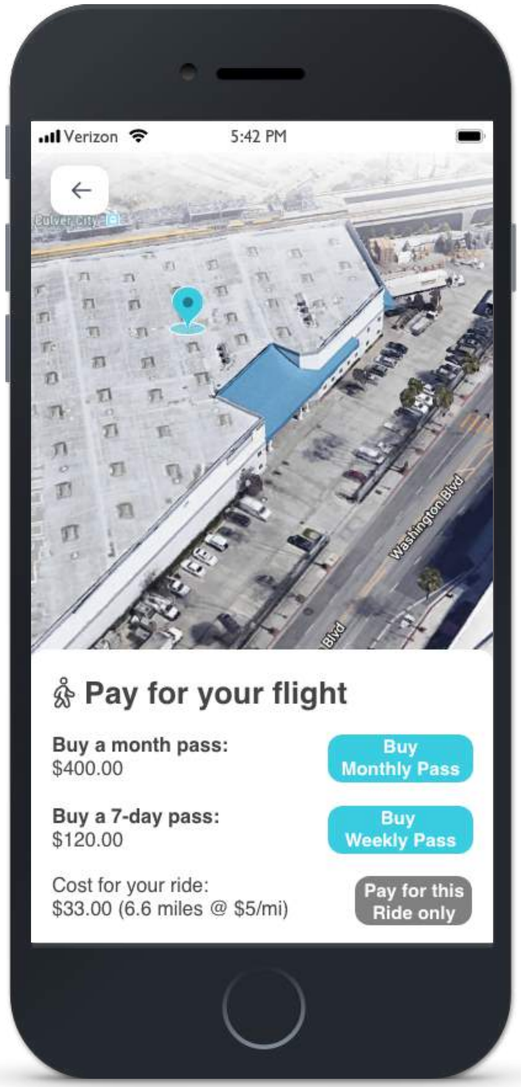
PIVOT: A **shuttle system** connecting popular destinations, supported by a phone app (to contend with Uber) that combines walking, the shuttle service, and other modes of public transportation. With defined routes and data to describe demand, optimization algorithms could limit stops to minimize operational costs, reducing cost to users. A **flat per mile fee of $5 or less** could be charged with high numbers of people on busy routes balancing the lower numbers on less busy routes, and **weekly or monthly passes** could be sold to regular commuters.

INITIAL PROTOTYPE

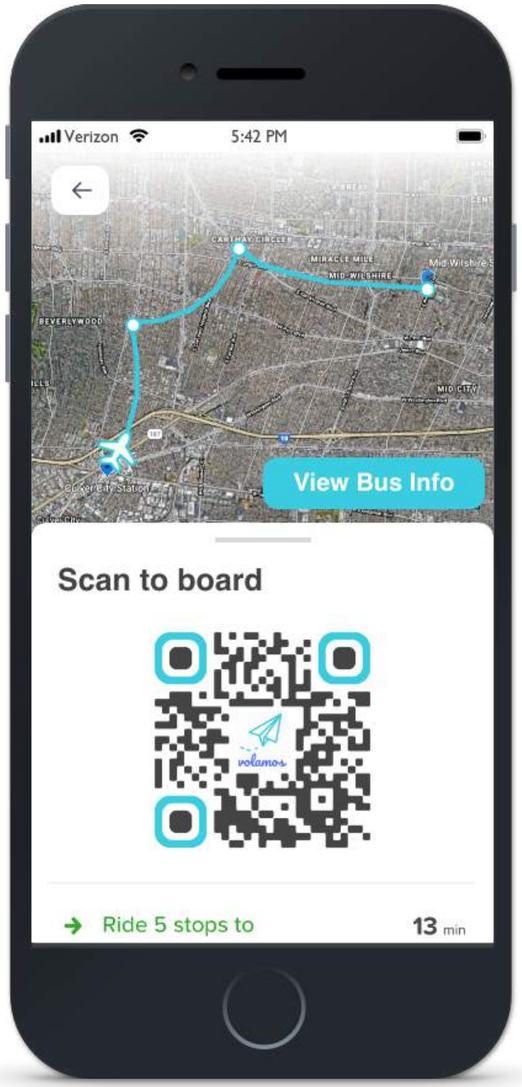
Route Overview



Flight Payment



Boarding Pass



ONLINE USER RESEARCH STUDY

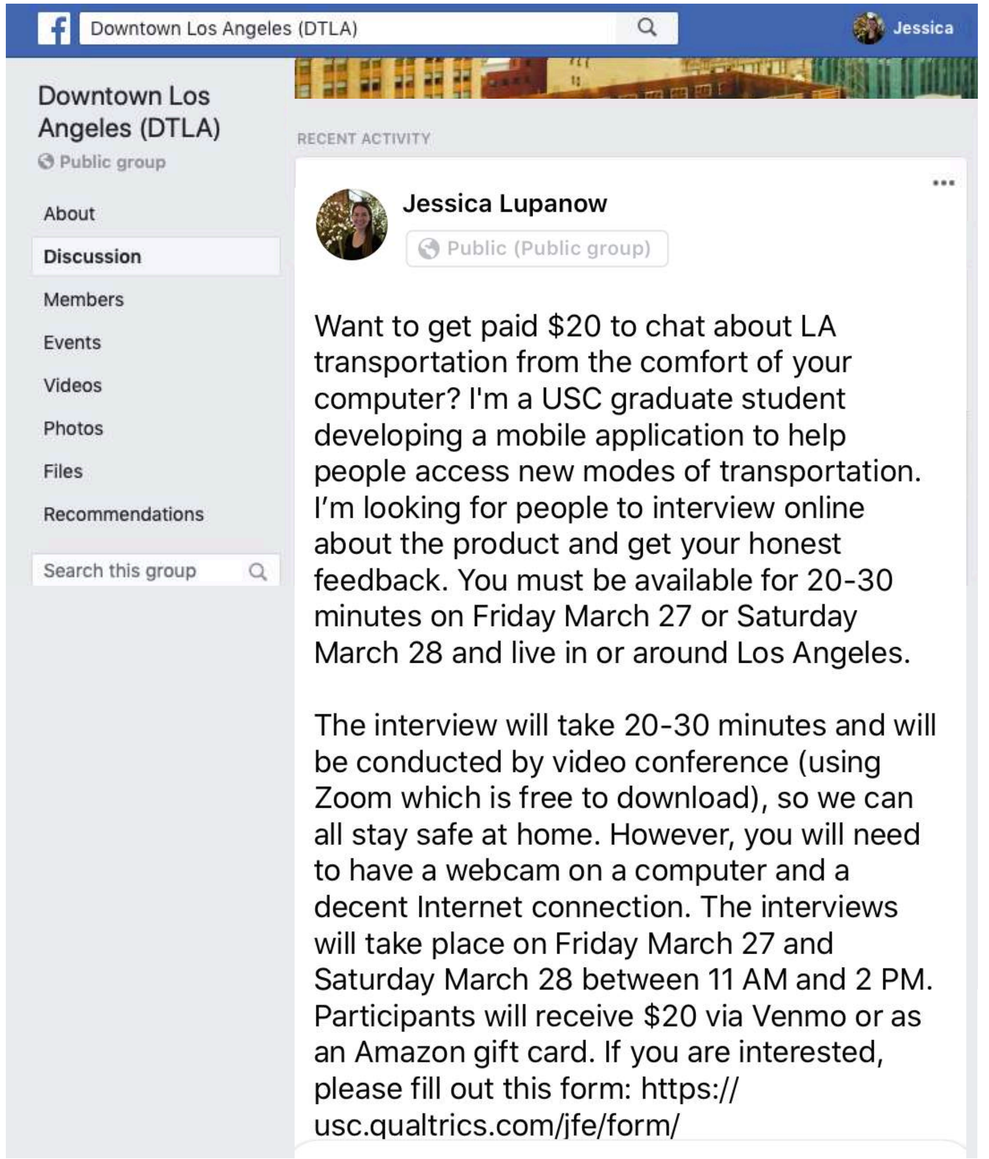
I used Facebook, Qualtrics, and Zoom for recruiting and conducting an online user research study. My goal was to validate the problem hypothesis, value proposition, and business model. My success criteria for validating these included:

80% of people **struggle with cost or time** associated with current transportation options

80% of people need/want this **solution**

80% of people like **subscription-based model**

60% of people agree with listed **prices**



ONLINE USER RESEARCH STUDY FINDINGS

VALIDATED

Problem Hypothesis

80% of people struggled with cost or time associated with current transportation options, so they were interested in new alternatives.

VALIDATED

Value Proposition

80% of people needed or wanted this solution, so it was worth continuing with this value proposition as long as the app had clearer route guidance.

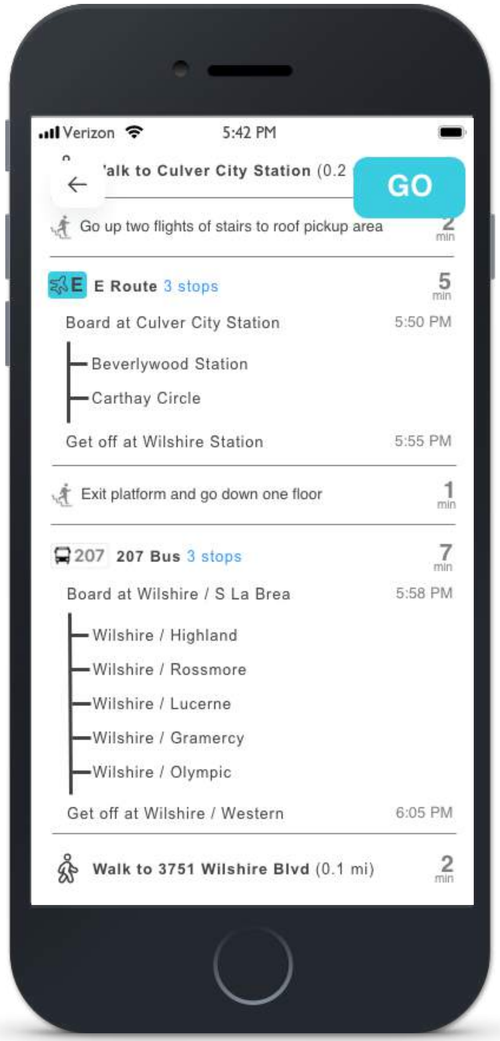
INVALIDATED

Business Model

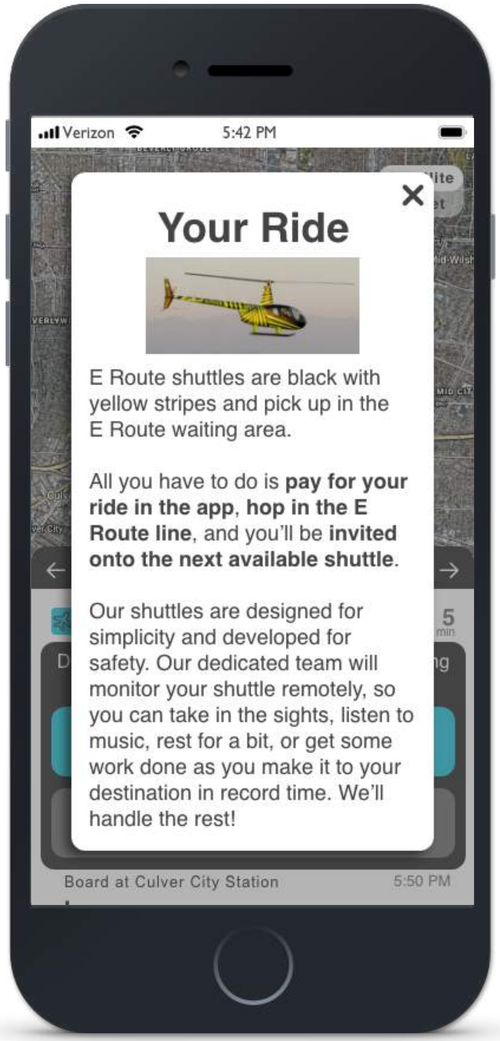
80% of people liked the subscription-based model, but 0% agreed with the listed prices, so expensive unlimited passes were replaced with a cheaper membership option.

UPDATED PROTOTYPE (FULL PROTOTYPE HERE)

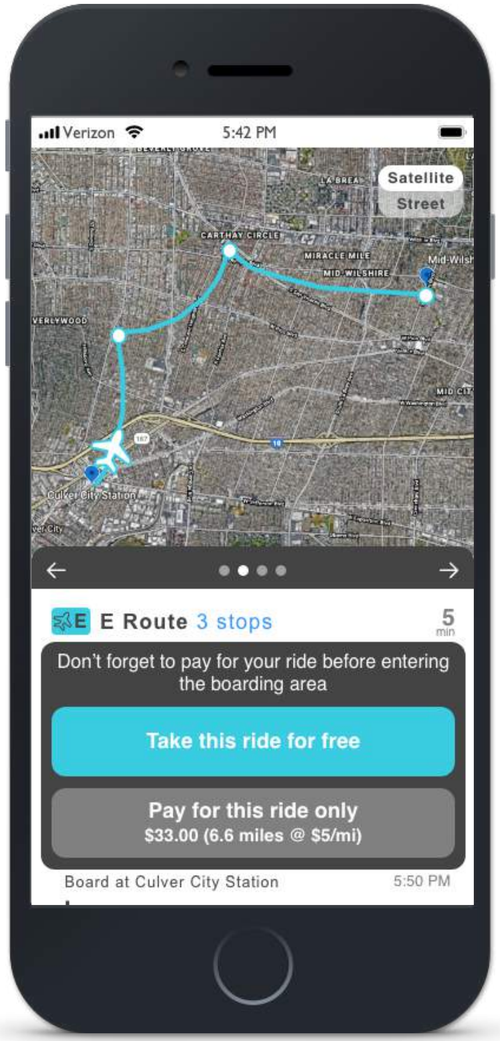
Clearer step by step instructions/arrival times



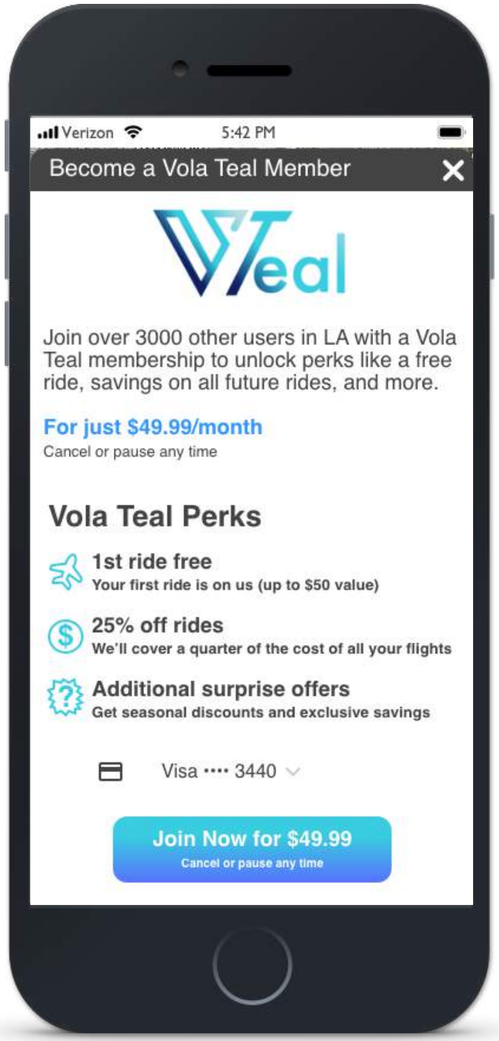
Modal to explain shuttles and pickup process



Payment, boarding, and route info on one screen

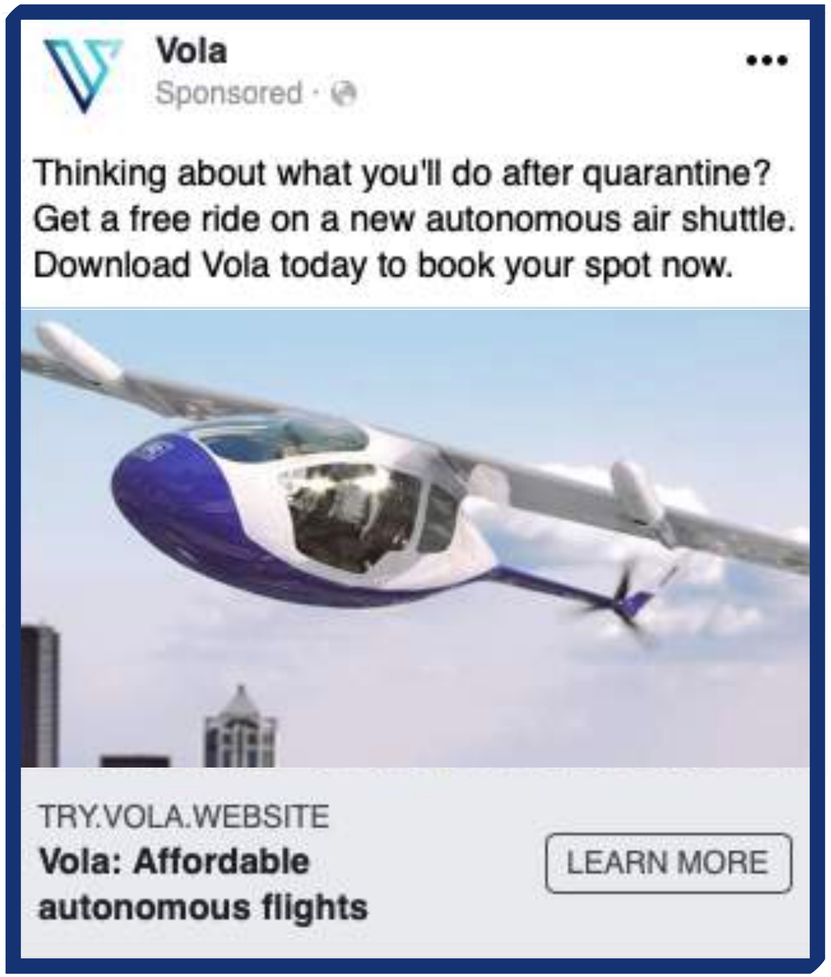


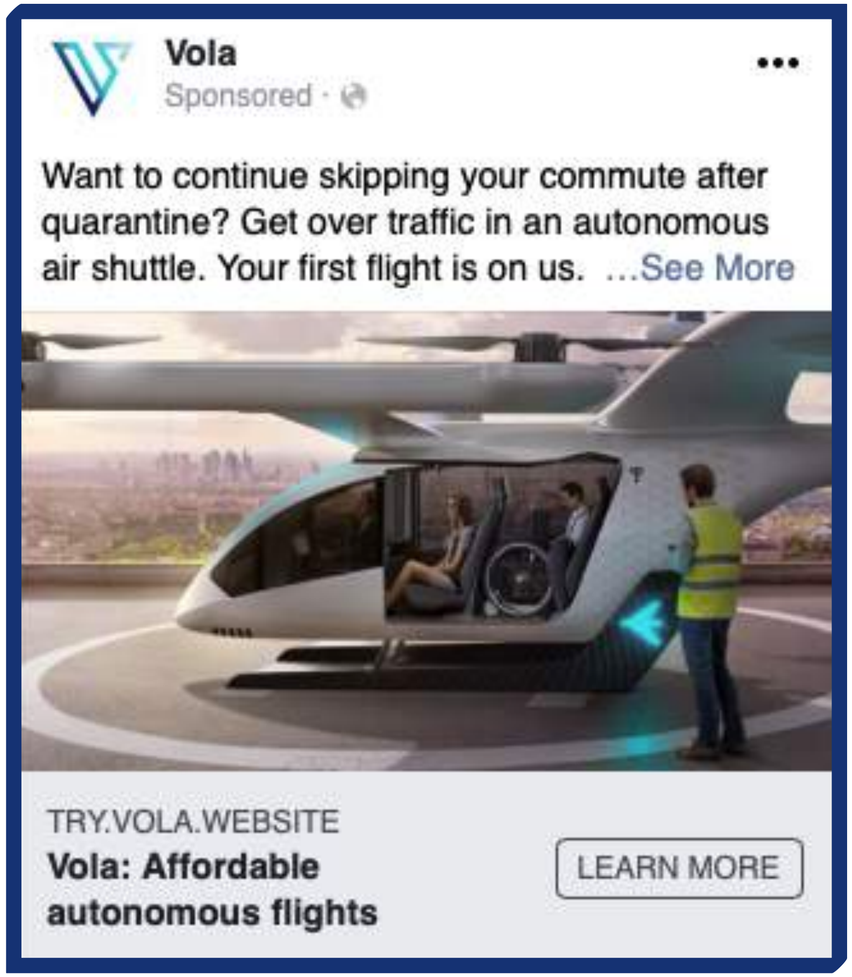
Membership option for ride discounts for monthly fee



ADVERTISING CAMPAIGN PLAN

Are people interested in autonomous flights as a one-off experience or as a new method of commuting?





The Control

Identical landing pages and exact same audience (males 24-40 who are interested in new tech and live in or have recently visited cities near LA)

The Details

Both ads will run for 24 hours. Each will have its own landing page to test conversion. Each will have a $5 budget.

ADVERTISING CAMPAIGN RESULTS

	Experience	Commuting
Reached	1147	1401
Link Clicks	11	43
Cost per Result	$0.45	$0.12
Total Views	12	44
Conversions	3	13
Conversion Rate	**25%**	**29.55%**

Campaign Success

This campaign saw conversion rates of 25% and nearly 30% for the experience and commuting ads, respectively. This successfully validated the commuting-focused value proposition.

Findings

By splitting the conversion tracking and ad clicks into experience-focused and commuting-focused segments, I validated the value of proposition of using autonomous flying vehicles for commuting in the LA area among men ages 24-40 who are also interested in new technology.

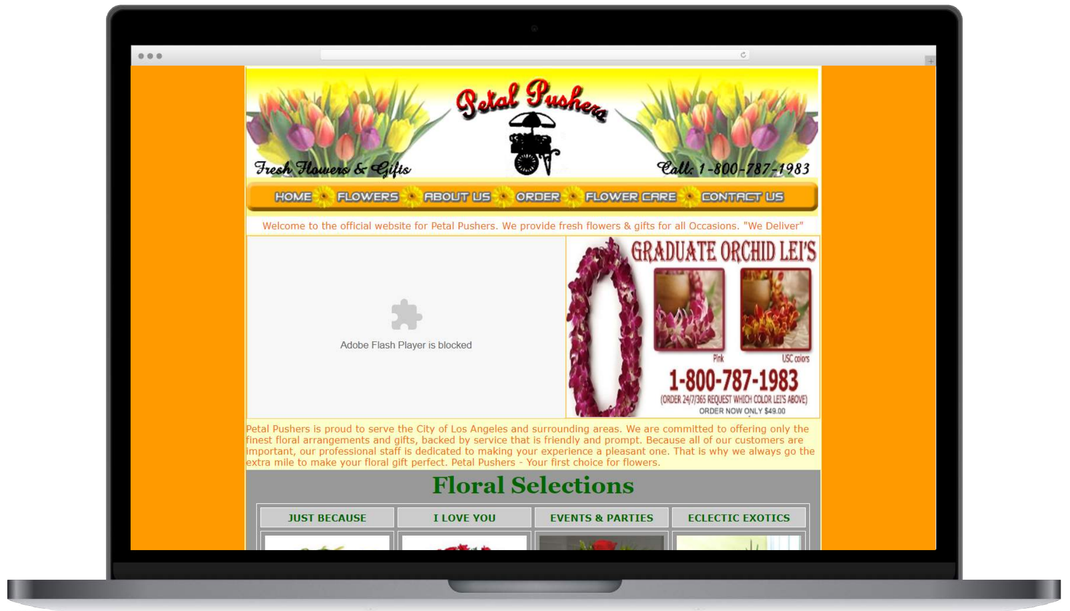
PETAL PUSHERS

Redesigning a Responsive Website for a Small Business

December 2019

INITIAL STATE

Outdated graphics, broken links, and non-responsive displays abound on the internet. Small businesses don’t always have the resources to bring their sites into the modern era, and these business owners pay the price through lost revenue. I needed to reinvent the website of a local florist to attract new customers and enhance the experience of returning customers. One of the biggest challenges was adapting their ordering process wherein customers go back and forth with the sole florist at the shop before paying.



GETTING TO KNOW USERS

I began by finding competitors, conducting stakeholder interviews with the owners, and interviewing customers. I found three distinct types of customers: parents ordering flowers for their kids at nearby USC, office administrators coordinating weekly deliveries for offices on campus, and, most surprisingly, fraternity pledges getting flowers every Monday for a long-standing tradition. As frequent customers with the highest potential for increasing revenue, this last group became the basis of my primary persona, the student buyer.

USE CASES

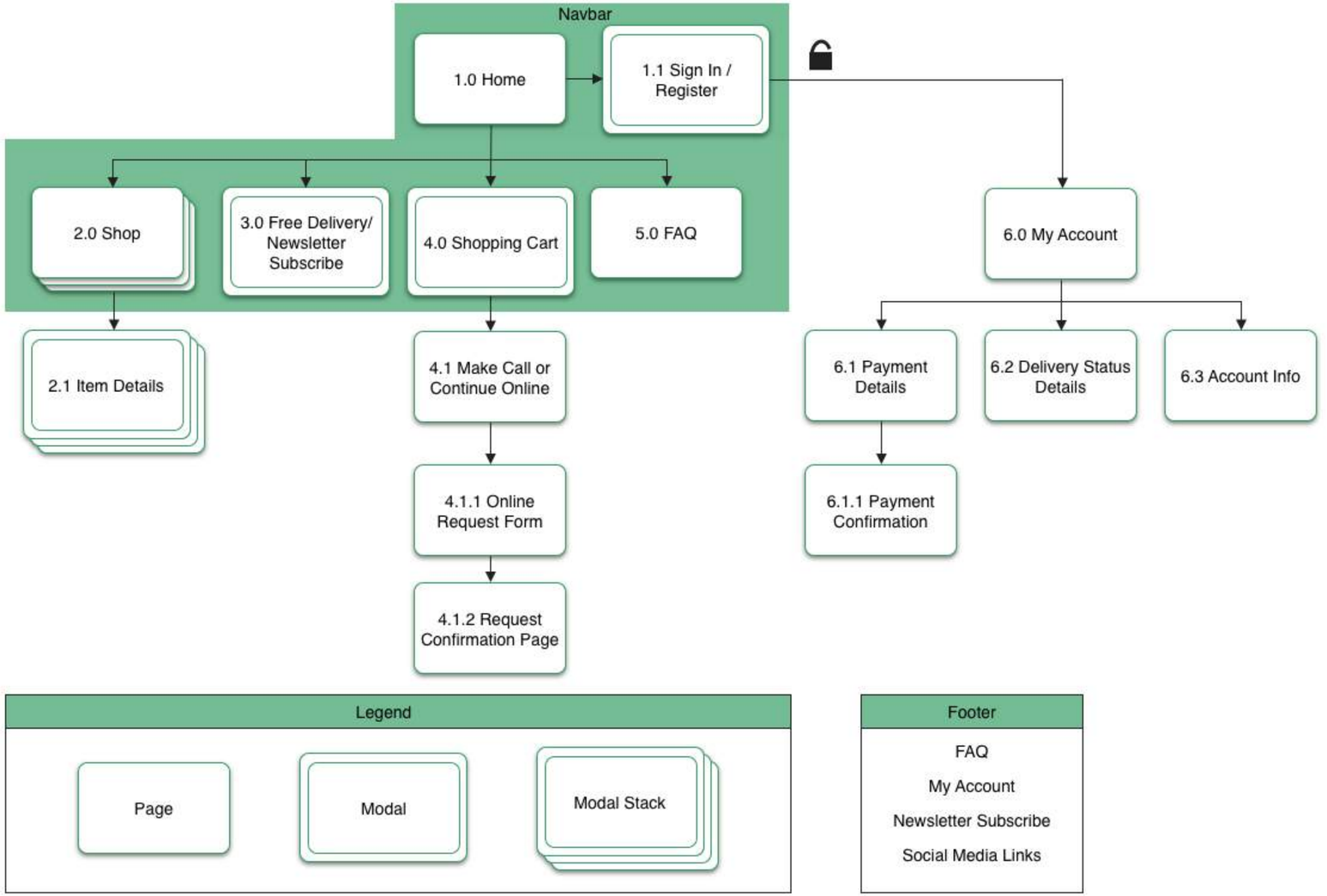
Submit online request

1. Browse arrangements on “Shop” page and click on an arrangement
2. Read arrangement description in modal window and click “Add to Cart”
3. Click the shopping cart icon and click the “Checkout” button
4. Fill out form describing arrangement preferences, write any notes to florist, and click “Submit”
5. See thank you page with order request number

Pay for arrangement

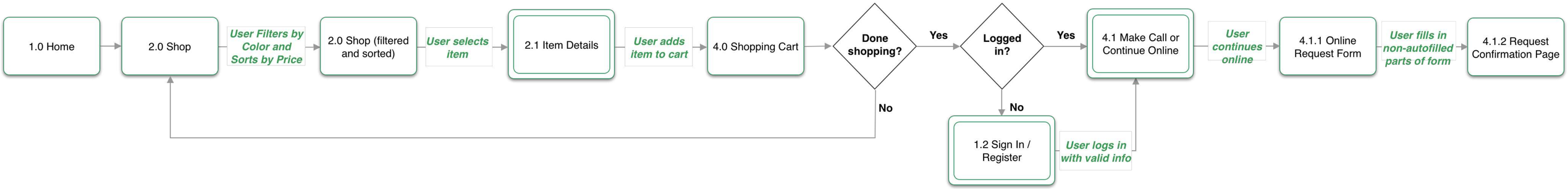
1. Click on “My Payments” section of “My Account”
2. Click the “Make Payment” button
3. Review florist's arrangement description and select from available delivery options
4. Enter payment info and click “Submit”
5. See thank you page and receive emailed receipt

LAYING OUT THE INFORMATION

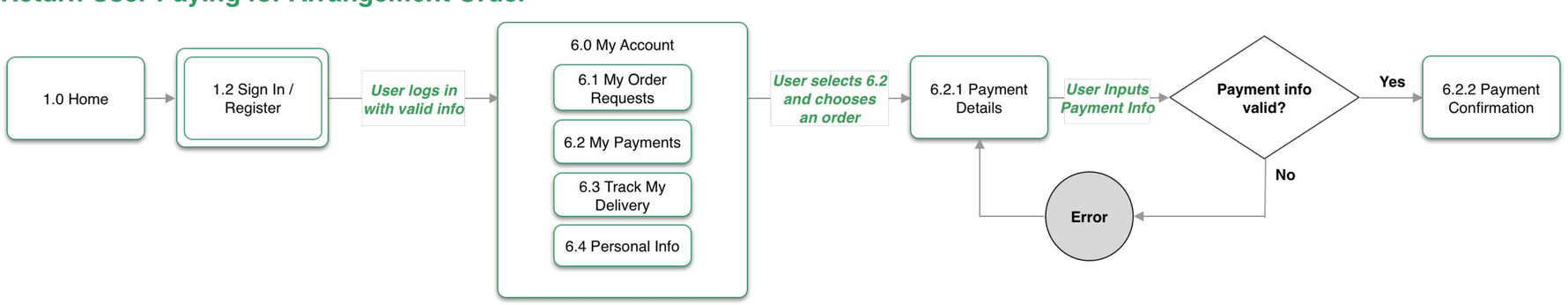


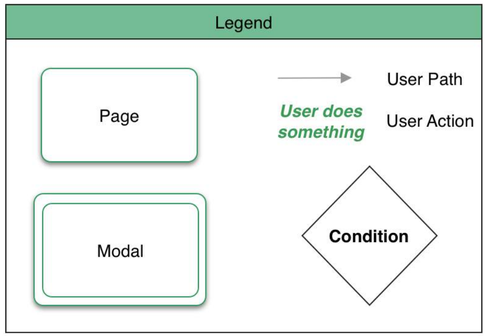
USER FLOWS

Return User Requesting New Arrangement(s)

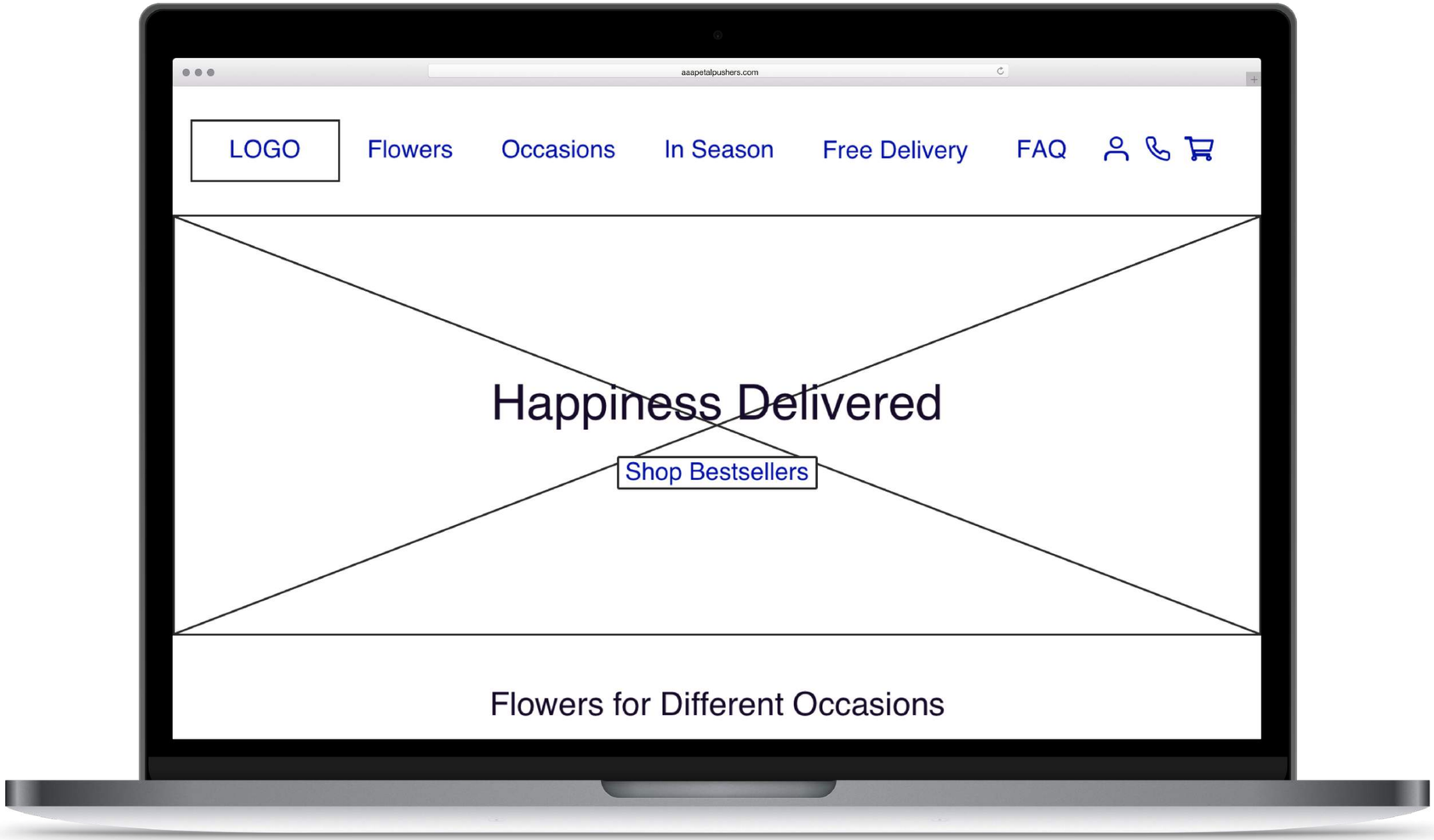


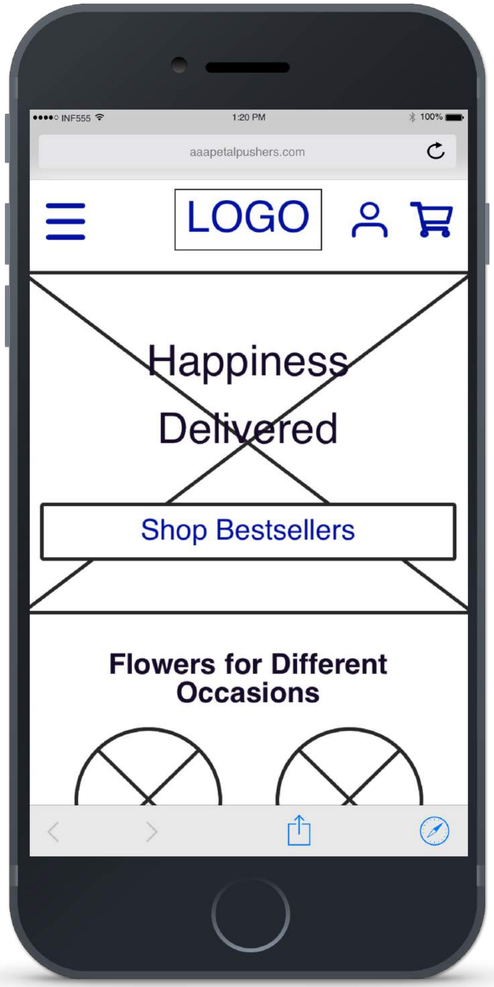
Return User Paying for Arrangement Order





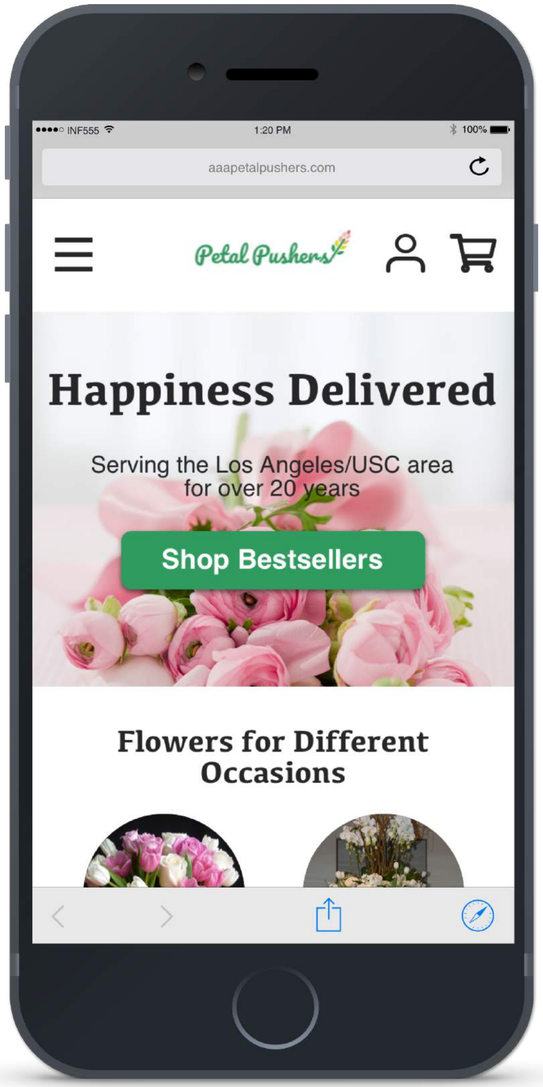
WIRE-FRAMING: 1.0 HOME



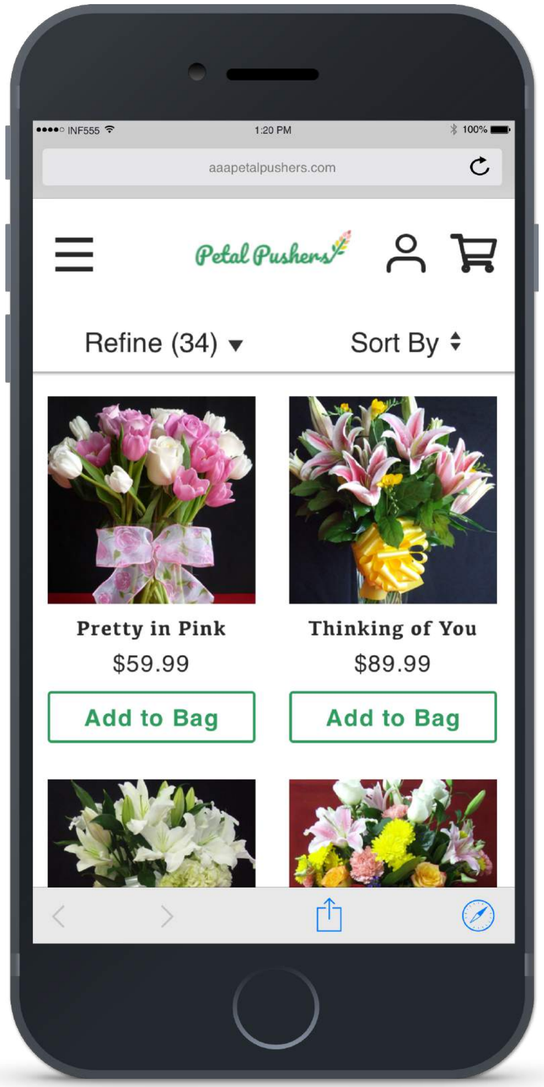


VISUALIZING THE FINAL PRODUCT

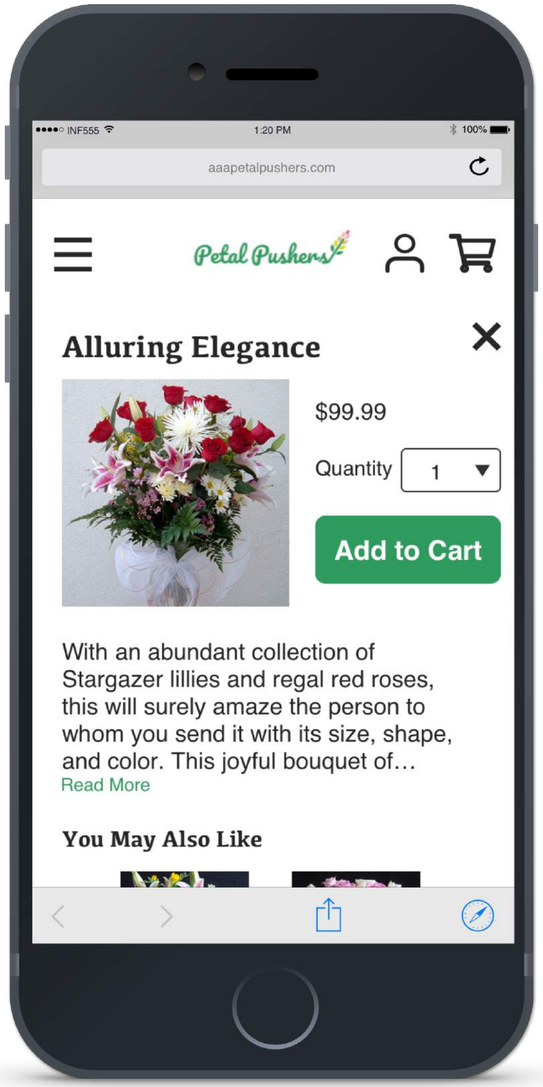
1.0 Home



2.0 Shop



2.1 Item Details



USABILITY TESTING PLAN

Goals and Assumptions

Determine if users can easily submit an arrangement request and order

Assume users have bought flowers before

User Profile

A college student or parent of a college student who has ordered flowers in the last 2 years

Establishing Questions

How did you go about buying flowers the last time? Was it easy or hard and why?

Have you bought flowers online? If so, which websites did you use? Was it easy or hard? If not, why not?

Are you a current or recent college student or parent of a current or recent college student?

Tasks

Explore the home page.

Your friend and her twin daughters just moved into a new house and you want to send them flowers to congratulate them on the big move. Browse the options on this site.

You have some arrangements in your cart. Now order the arrangements.

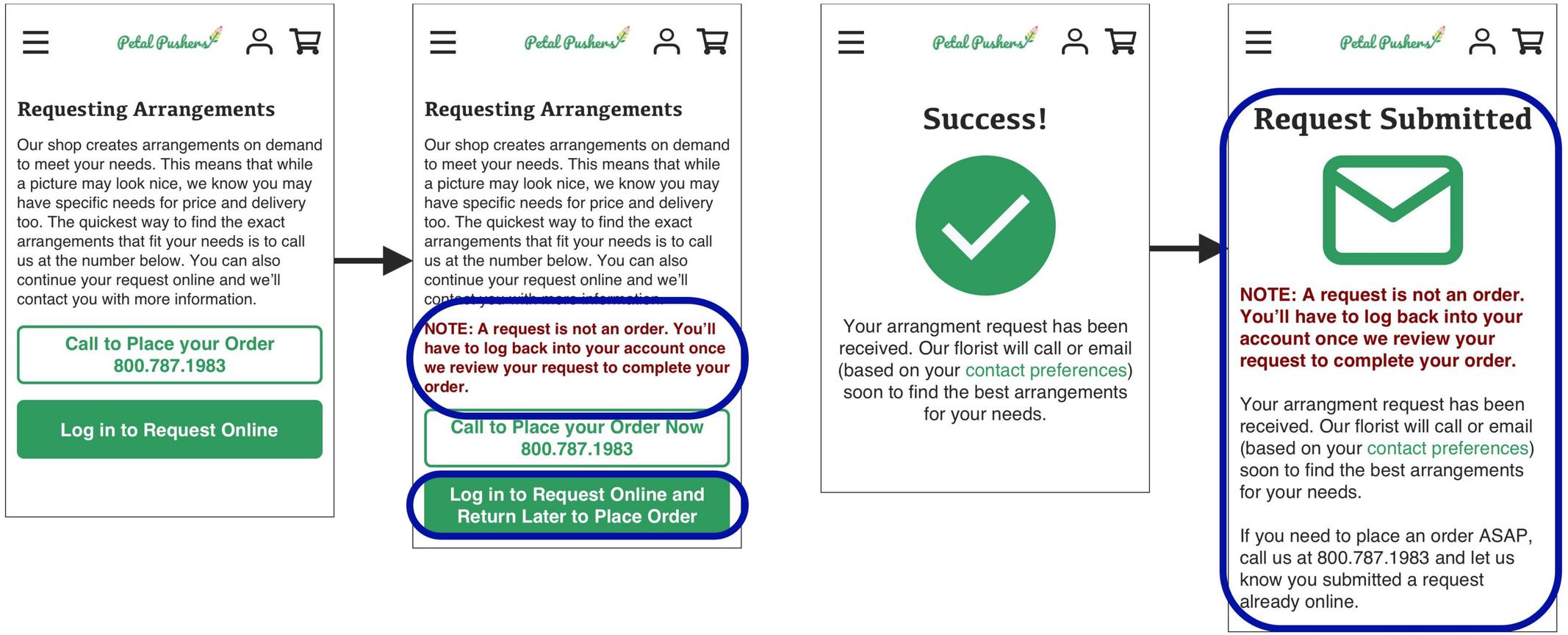
You just got an email telling you that the florist has responded to your request and that you should check your account for more info. Finish placing your order.

ONLINE USABILITY TESTING RESULTS

I used Validately to conduct my unmoderated online usability tests. Users who passed the screener were able to navigate through the prototype online while recording their screens and talking aloud. Here is a highlight reel showcasing the results of the test.

	Avg Time	Passed	Failed
Task 1: Home page	00:01:03	4	0
Task 2: Explore flowers	00:01:12	4	0
Task 3: Request flowers	00:01:09	4	0
Task 4: Finish order	00:03:26	1	3

UPDATED PROTOTYPE (FULL PROTOTYPE HERE)



THANK YOU

I greatly appreciate you taking the time to review these projects. I am currently looking for full-time positions in UX, product design, and human-centered design. If you'd like to chat, please reach out on LinkedIn, contact me through my website, or send me an email.