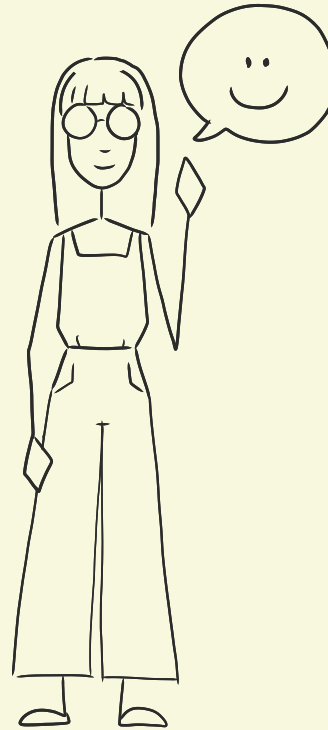
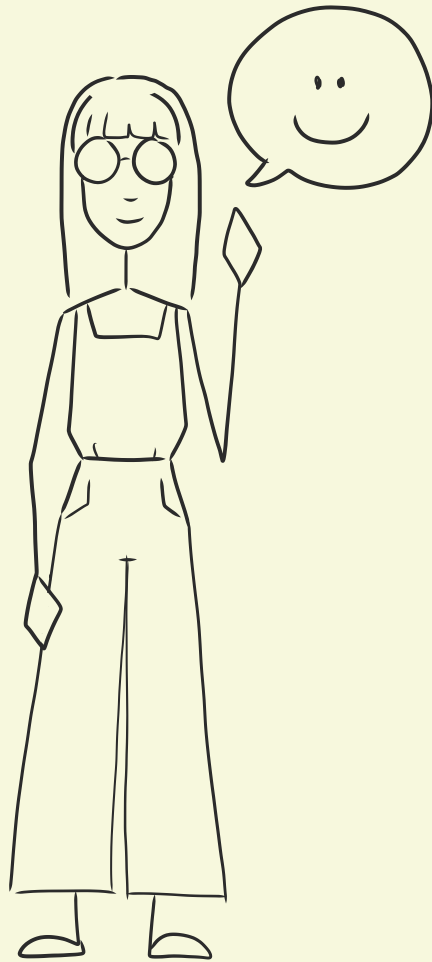


KYREENA HAY
EXPERIENCE DESIGNER



WHAT I CAN BRING TO YOUR TEAM



- **A broad range of experience design skills** from years working both as a UX Designer and Service Designer interchangeably.

- **Attention and passion for detail;** whether it's the ethics of research, or making sure to ask stakeholders "why", I strive for the best possible outcome.

- **Experience coding and working closely with Developers;** they call me the "dev whisperer".

- **I don't just do Qualitative research;** more often than not, you need to back up your qualitative research with quantitative research, which I endeavour to bring to every project.

- **A fast, diligent learner;** this is very important for rapidly understanding complex customer needs.

- **Experience with delivering for Accessibility in products and services.** Inclusion is a great passion of mine.

- **I work well with corporate clients.** My time working for large corporations has given me invaluable skills in understanding the issues and needs of corporations.

- **Education skills.** I've worked as a lecturer, mentor, and a corporate education facilitator over the years.

- **Experience with the entire project life-cycle;** I've worked from discovery to well passed launch of products and services.

CASE STUDY #1: GOVCORE

This was perhaps one of the most complex, challenging, and exciting projects I've ever worked on.

Simon Weller, the HOD for Tech Services at the City of Melbourne (CoM) council has a dream for an open-source technology framework that can be adopted by councils around the world.

If fully realised, it'd enable even the poorest councils to sufficiently service constituents at the same level as much wealthier councils. Currently, to do so councils need to spend hundreds of thousands a year for supporting software.

WHAT I DID

Our (myself and two developers from Code for Australia) first challenge, was to formulate a strategy that'd

enable us to build and test the framework in all its facets, in just 3 months.

As the sole designer, I had the additional challenge of both understanding the complex framework, and finding a place and voice for the human element. While the Tech Services team at CoM have good exposure and decent understanding of the importance of Human Centred Design, they still have misconceptions, and the developers I worked with had relatively no understanding.

This required a balance of education, firmly standing my ground for the customer, and empathy for the perspective of technology.

We decided that a good way to achieve our goal was to work on two proof of

concepts that had potential standing alone, could feed into further work, and as ways to test the framework.

The first was an open source Design System which we completed in 4 weeks successfully. What was so great about this idea, was

that it served many purposes: 1. it was sorely needed, 2. It would be useful for GovCore to have a design system to ship with, 3. it tested GovCore, and 4. it would be helpful for further work. All of which it achieved.

The second part of the

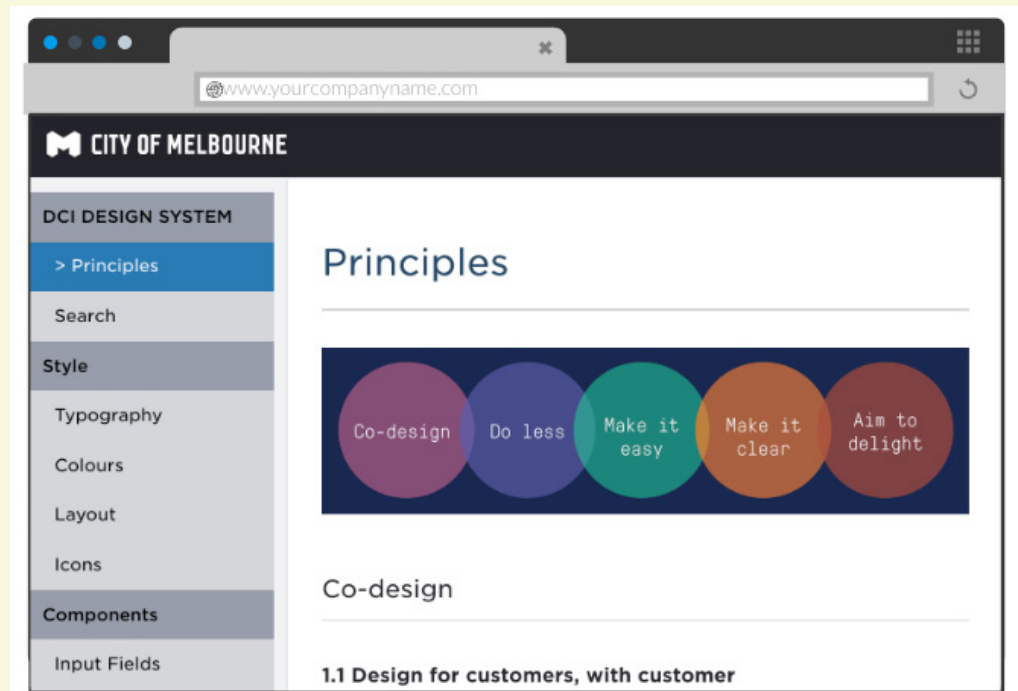


Fig 1. The Design system POC we made in 4 week.

CASE STUDY #1: GOVCORE

project is what we dubbed “GovAuth”. A Proof of Concept for a Federated Digital ID (FID) system for City of Melbourne constituents that could be shipped with GovCore.

This project was very challenging, in that there was a desire to create the FID for a long term strategy, but it lacked proof of desirability.

So as not to inhibit the opportunity for technological learnings, myself and the developers decided to work separately after I designed an MVP concept they could work with.

Splitting up enabled them to understand the ins and outs of a Federated ID system and how authentication and authorisation could work for GovCore, without having

to wait for the customer research findings, nor be inhibited by user needs this early on. It was an experimental project strategy that we feel really worked, particularly as an early stage

strategy. I’m not sure I’d recommend it for anything other than a proof of concept though.

HOW I DID IT

I’ll focus on GovAuth as it was

the most research heavy.

The most important first step was the project management and strategy aspect that involved stakeholder workshopping in order to

Key opportunities: I need to give others access

Problem

People need to get others to perform a task which either means many logins for one business, or one set that is shared.

Opportunity

Make it easier for people to collaborate on a task without sharing private login credentials or losing access when a person leaves.

How might we...

make it possible for people to share a task without sharing private credentials, so that they can quickly get the task done properly.

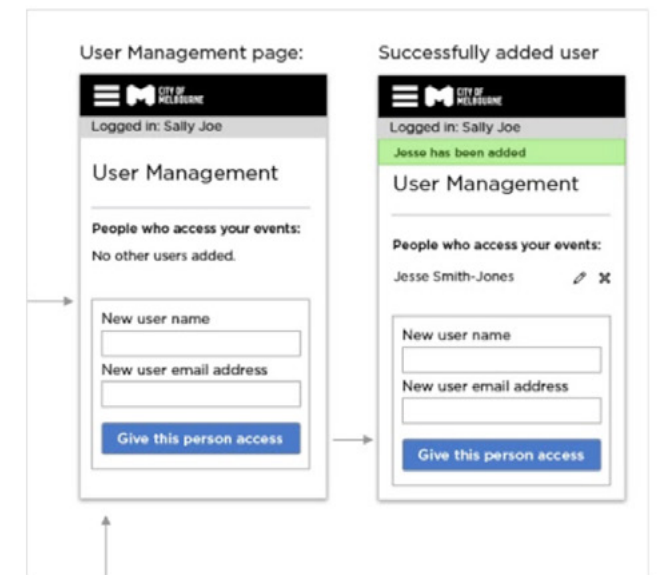


Fig 2. A slide from my research recommendations pack, outlining an opportunity that came out of the learnings.

CASE STUDY #1: GOVCORE

understand why they felt there was a need for this project.

After understanding stakeholder needs, our team conducted Foundational research to gather existing knowledge on Federated ID in general, and in government. I reached out to contacts at Auspost, DTA, and Premier and Cabinet in order to speak to leading subject matter experts on implementing FID.

After foundational research, I started recruiting participants based off the extreme user set of small businesses. This was another challenge due to tight security protocols at the council that required a lot of red tape to gain access to 1. even knowing who I could talk to, and 2. getting their contact information.



Fig 2. Some of the visual aids I used in research.

Alongside that I kicked off other work on the project.

Using learnings from previous work we and City of Melbourne had done, I ran a workshop to map our assumptions, develop a How Might We statement to guide our project, and brainstorm an MVP concept.

After the workshop I developed the concept to a point that would make it useful for the developers to work on supporting technology, and use as a visual aid in my research.

The research purpose was to broadly understand user needs around authorisation and authentication. This

required an approach that involved speaking to customers about their current use of CoM online services, other similar services, and testing concepts.

I complimented this research by speaking to CoM community and customer support staff for their perspective on common issues they see.

To validate qualitative findings, I sent around a survey.

The output from the research provided opportunities, and mockups that addressed user needs. I was also able to provide a customer journey map, archetypes, and additional research findings to inform the high level digital strategy.

CASE STUDY #1: GOVCORE

THE RESULT

Since we launched the Design System Proof of Concept, other councils have been inspired to do the same, and used our framework and learnings to start and manage their own.

It has also inspired other departments in CoM to contribute, and gained much

praise from time-strapped staff who had deeply desired a Design System. And of course, it sped up the design and prototyping process for the GovAuth project.

I just presented the research and recommendations for GovAuth, and it went down very well. By including people in the research and concept

review, I was able to prevent an excessively complex and expensive project from being developed simply because it seemed like the right solution at the time. If it had been made, it would've frustrated City or Melbourne constituents, not helped them.

Additionally, my research learnings add to their overall digital strategy. In 5 weeks I achieved double what took a team of 14 at the City of Melbourne 4 months. And they had better access to research participants, so I'm very happy with what I achieved.

LEARNINGS:

My first learning comes from the decision to conduct development and research independent of each other. It was the best approach

for us at the time, and I'd recommend it to anyone who finds themselves in a similar position. However, it isn't for every type of project as the customer driven solution now needs the engagement of developers, which traditionally would happen alongside the work to save time.

My second learning has become a personal project of mine. Many customers desire input in the things they use, but customer engagement fatigue is very much a concern. To add to this, privacy is very important, so better systems and strategies need to be developed for customer engagement in organisations. I'm developing a strategy to address this and would like to test it and take it on the road at conferences.

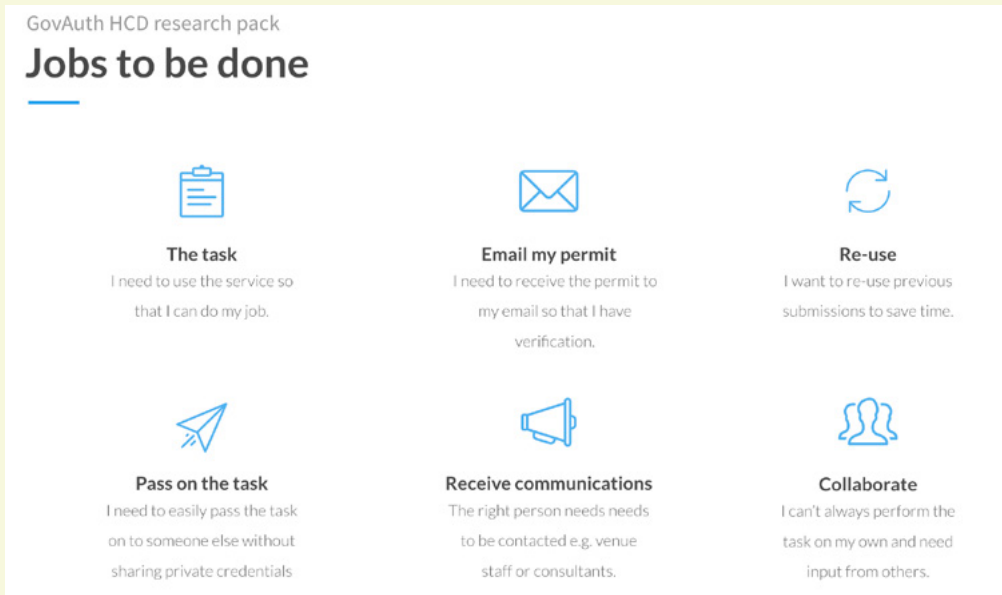


Fig 2. Some high level jobs to be done.

CASE STUDY #2: ASYLUM SEEKER RESOURCE CENTRE

The Asylum Seeker Resource Centre (ASRC) is a not for profit that provides a wide range of excellent services to asylum seekers in Australia.

Myself and a team of other service designers in Melbourne got together and volunteered our skills to help them identify ways to improve

those services.

Splitting into groups, I worked with another service designer on the stream that empowers asylum seekers in their endeavours as entrepreneurs, called the “Entrepreneurship stream”.

MY ROLE:

Service Designer

WHO I WORKED WITH:

Service Designer, Program Coordinator, Coaches, and ASRC members.

WHAT I DID:

With the help of the other Service Designer, I developed a service blueprint for the stream, that fits into the full ASRC service blueprint.

service blueprint which we subsequently developed with them.

After identifying problems and opportunities, we left the Entrepreneurship team to spend time addressing them.

We checked in a few months later, and updated the blueprint with them.

We also followed up a few months later to update the blueprint after the ASRC made changes to their services. Later, I conducted contextual inquiry, and surveyed coaches to inform opportunities and solutions with real insights.

HOW I DID IT:

We spent a half day interviewing the Program Coordinator and coaches to develop archetypes which helped to inform the

At the update I identified a need for contextual inquiry into a new coaching framework they had started implementing with little uptake.

After spending a day with coaches and members, I distributed a survey to validate my findings.

I presented my findings that the new framework doesn't need strict enforcement, as it



Fig 3. Working with the ASRC team to develop a service blueprint

CASE STUDY #2: ASYLUM SEEKER RESOURCE CENTRE

isn't pertinent to the needs of members or coaches.

This came as a shock to the Program Coordinator, which I had anticipated. By providing a road-map for more effective solutions – and introducing a volunteer developer to the team – I was

able to ease his concerns and get his approval to focus on their flawed member communication system instead.

OUTCOME:

We are starting work on implementing an automated SMS system using open

source software. I estimate that an automated system will enable coaches to see at least one more ASRC member a day, and significantly reduce stress

and frustration for members and coaches alike.

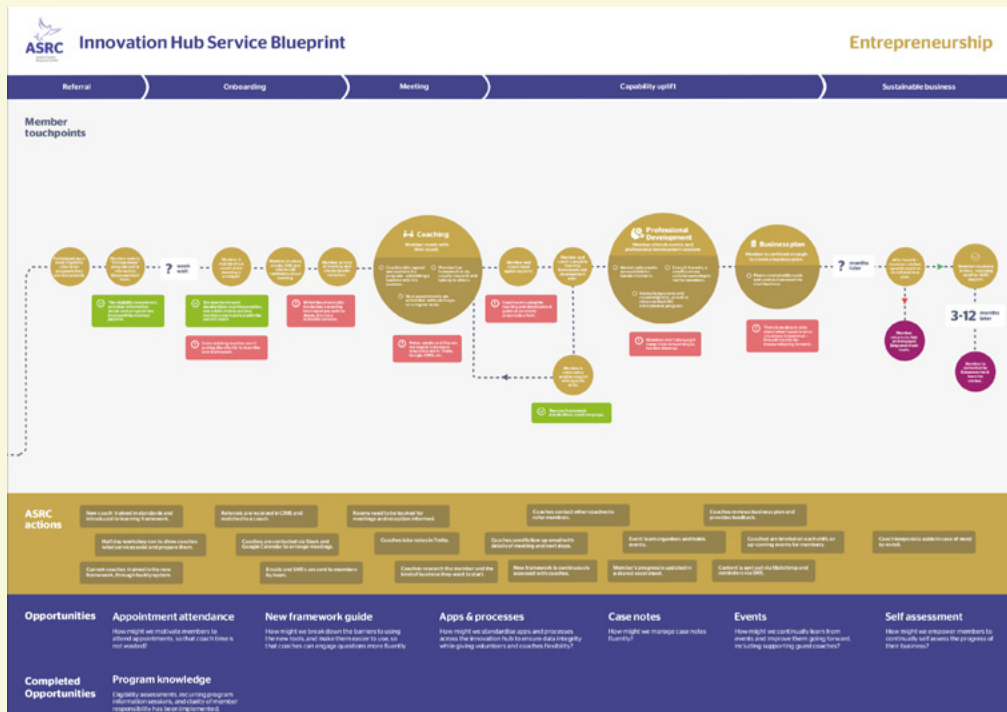


Fig 2. The updated service blueprint, with resolved issues marked in green.

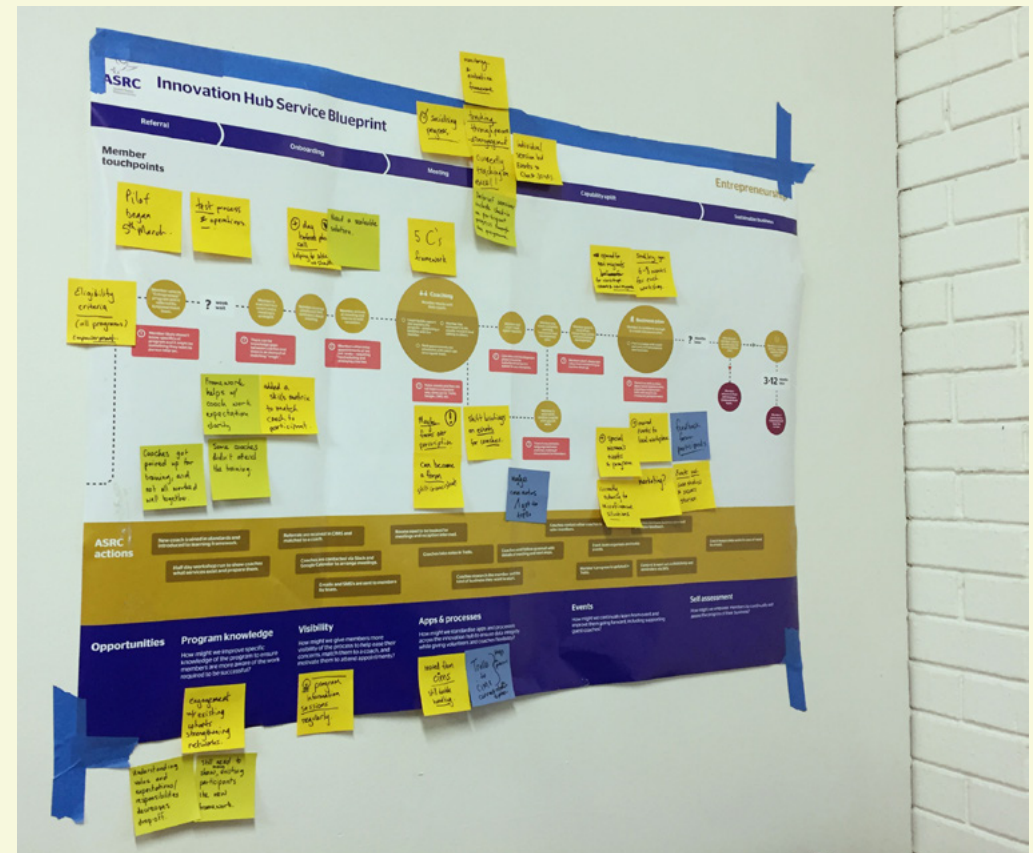


Fig 3. Updating the blueprint.

CASE STUDY #1: SUPERSAVER

Supersaver started out in NAB Labs, as a desire to innovate in Superannuation, by encouraging millennials to save for their retirement.

The result was an app that helped millennials to envision their future as well as round up all transactions they make,

and deposit the remainder into their superannuation.

MY ROLE:

User experience researcher & Interaction Designer

WHO I WORKED WITH:

Product Owner, BA, Scrum Master, Developers, CX

Designer, UI Designer, other business stakeholders, Lawyers, Risk department, and customers.

WHAT I DID:

The CX Designer and I conducted customer interviews using props and scenarios to understand the

difference between their intended and actual savings behaviours.

Desktop research was another important part of the work, as was talking to superannuation staff about their experience, and general discovery customer



Fig 4. The customers we spoke to.

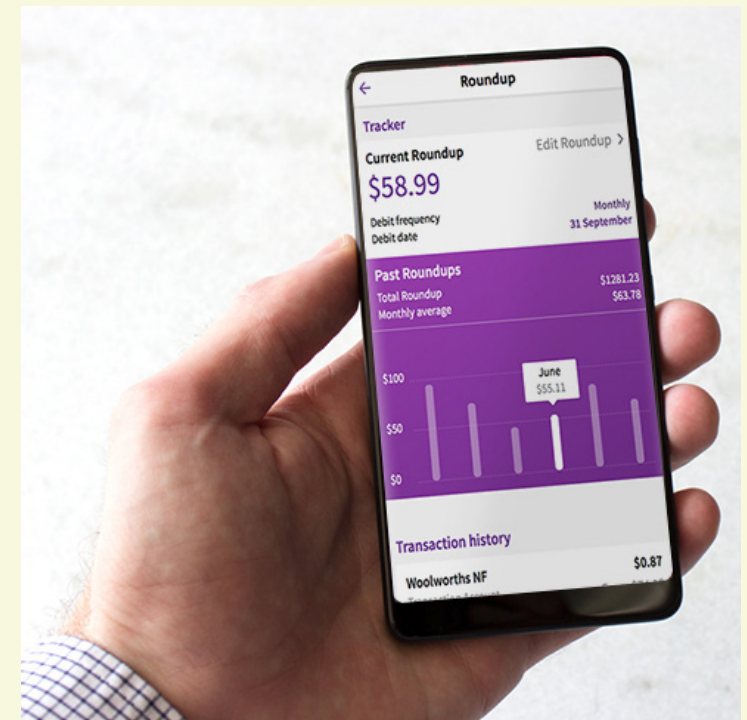


Fig 5. The SuperSaver app close to launch.

CASE STUDY #1: SUPERSAVER

interviews.

Once we had an understanding of customers, I worked with the CX Designer to develop target archetypes and segments, personas, and a customer journey map.

With these artefacts as aids, the CX Designer ran a workshop for ideation, and I mocked up the resulting concepts on paper to use as visual aids in testing the ideas further.

Though we recommended that desire for an app was not strong, we developed a backlog of features as the client requested.

The decision from the business was to move forward with an app, so my role became lead user experience designer,

strategist, and interaction designer during development and to prepare for launch.

OUTCOME:

The work I did leading up to launch proved that an app was not the right solution for the problem, as superannuation is something people - particularly millennials - prefer to “set and forget” rather than maintain vigilantly.

This saved the business millions of dollars in further development and investment. In addition to this, all UX learnings have been documented and used to aid other work at NAB.

LESSONS LEARNED:

Since this project, I have learned to use visual aids, like the Sitemap displayed, to aid

difficult project decisions. The experience gained has also given me the knowledge to end doomed projects fast.

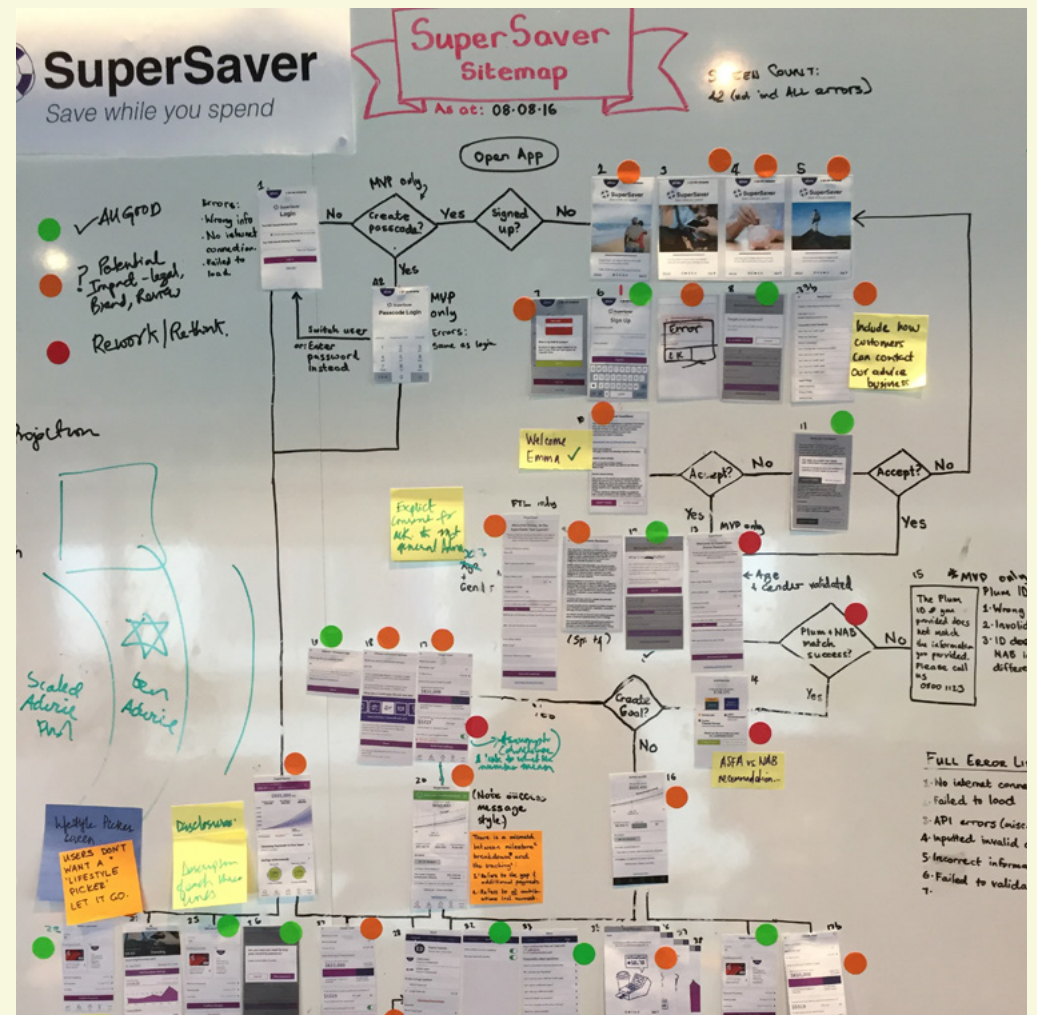


Fig 6. I created a physical sitemap to a) communicate with all stakeholders, and b) communicate the complexity of the app to the client.

CASE STUDY #2: AFTERPAY + VISA

This project began as an “experiment” in NAB Labs to understand how NAB might partner with AfterPay to the benefit of customers.

The partnership continues to this day as an on-going project “stream” with Visa involved as it was found their cards with us would be of most benefit to customers.

MY ROLE:

UX researcher & Interaction Designer

WHO I WORKED WITH:

Product Owner, BA, Scrum Master, Developers, CX Designer, UI Designer, other business stakeholders, Lawyers, Risk department, customers.

WHAT I DID:

Initially, I worked with the CX Designer to understand customer mindset in regards to the services a NAB and AfterPay partnership can provide.

This began with talking to AfterPay about what they understood of their customers, conducting

customer interviews, and reading the various facebook fan groups that exist for an unadulterated insight into their behaviours (such an amazing resource!).

Once we had personas developed, as well as an understanding of what drives AfterPay customers, we ran a workshop and

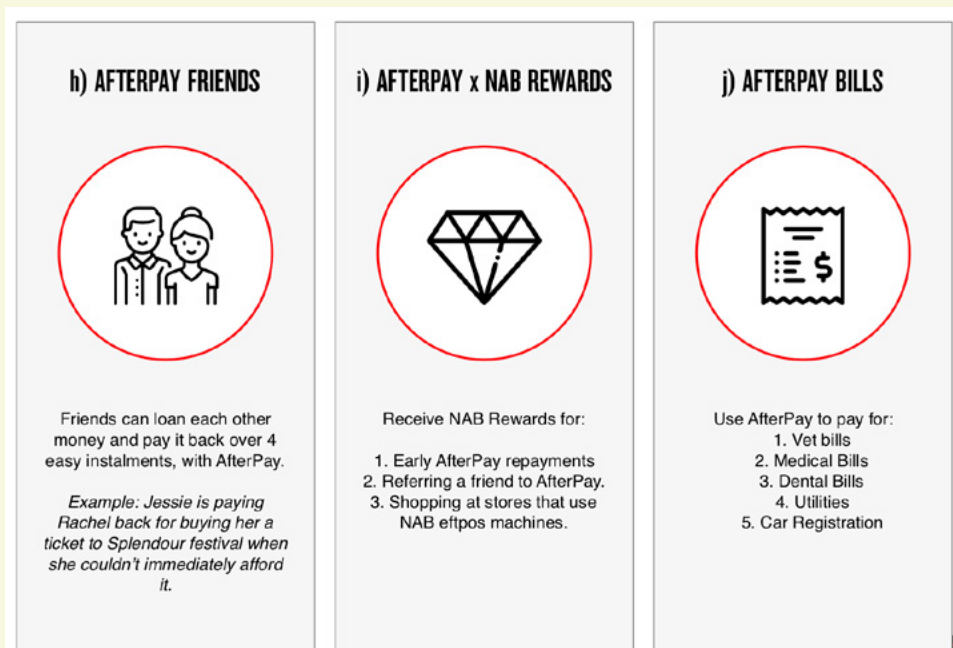


Fig 7. These were used as service concepts to test and for stakeholder engagement.

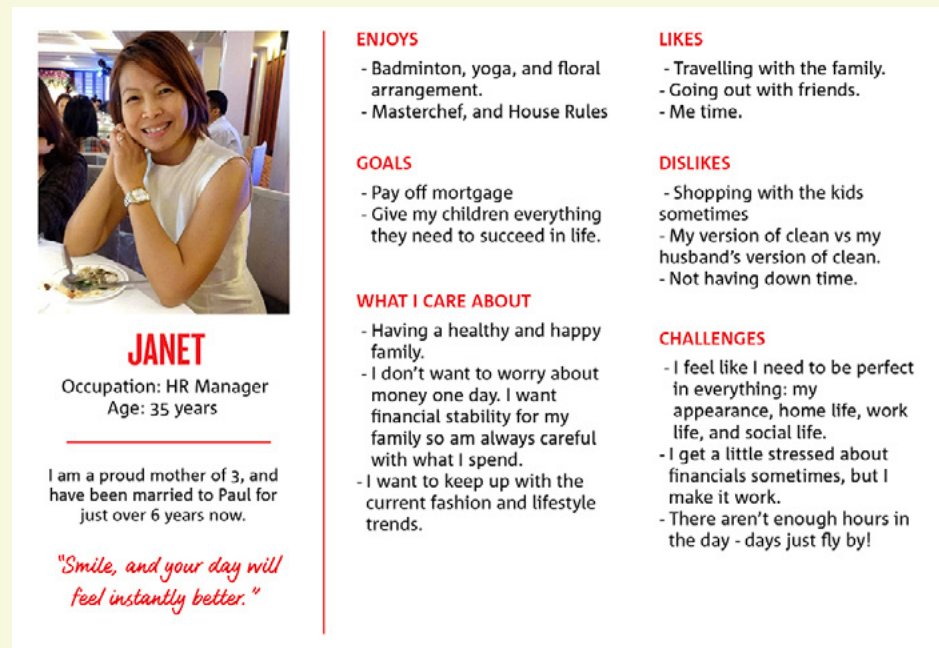


Fig 8. One of 5 personas created from the qualitative and quantitative research.

CASE STUDY #2: AFTERPAY + VISA

ideated with the team and other stakeholders to create concepts that I made into visual aids.

I then tag-teamed with the CX Designer in talking through and ranking the concepts with customers in one-on-one interviews.

To compliment the qualitative research, I ran a survey with 400 people through Survey Monkey to gain quantitative insights on concept ranking.

From this work, we found that there isn't much NAB can provide to benefit the online purchasing experience for AfterPay customers. However, an opportunity was found to improve the in-store purchasing experience.

This discovery lead to contextual inquiry work

observing the in-store experience of customers. This was a piece I lead and recruited for entirely, as the usual recruitment agencies could not help us.

In addition to observing customers, we spoke with the merchants and their staff for their perspective on the experience of using AfterPay in store.

OUTCOME:

The work we did has lead to a healthy backlog of opportunities and features that are either already launched at an MVP level, or are in development.

The NAB app endorsement of AfterPay has increased their customer base by 35%, and we have seen 28% more transactions made by NAB customers.

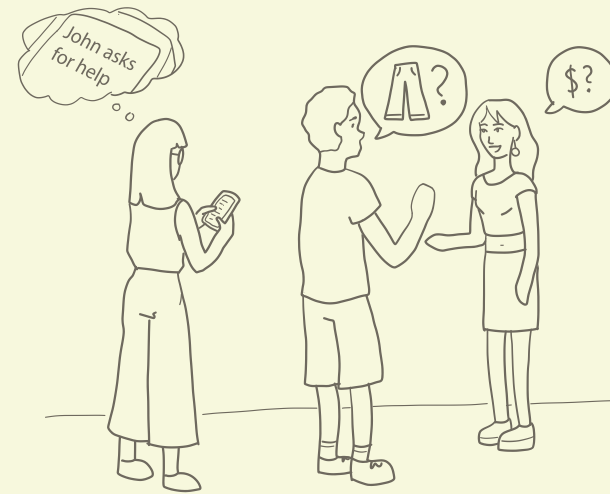


Fig 6. Me trying to look inconspicuous whilst note-taking on my phone in a retail store contextual inquiry session.

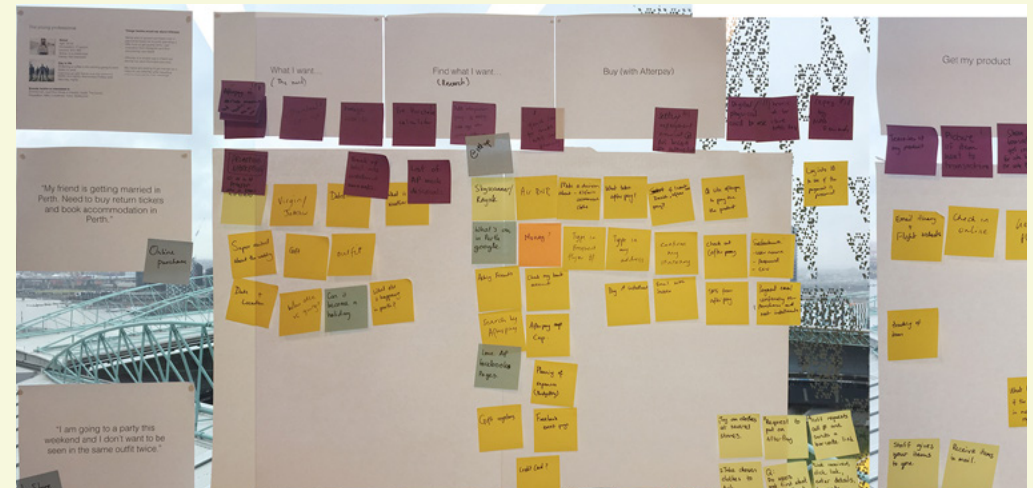


Fig 9. Look mum, I can synthesise data! All by myself! More eyes are better though.