Nathaniel Koehler

User Interface ◦ User Experience

PORTFOLIO

Selected Professional Works

NCR ALOHA CLOUD INTERACTIVE DEMO

EMPATHY BYTES WEB RESTRUCTURE
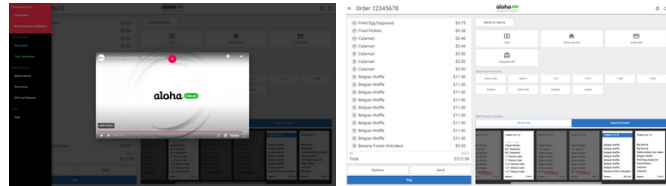
Aloha Cloud Interactive Demo
NCR Corporation - Summer 2022
https://www.natekoe.com/aloha-cloud-interactive-demo/

The Aloha Cloud POS is an NCR POS primarily targeting small to medium-sized restaurants

Role - Project Lead, Designer, Programmer
Team - NCR Hospitality Marketing Web Team

Problems -
How do we decrease the distance between our customers and our product?
How can we improve the NCR web experience of potential sales leads?
How can we populate the website with quality, relevant content?

Timeline -
The Hospitality team asked for improvements on their product, the Aloha Cloud Point of Sale, pages from a UI/UX perspective. I started with a **site audit** that cleaned high-traffic pages and spoke with web team members about site retention.

I correlated the decline in-site retention to the site pages lacking the relevance customers asked for.

Come June, I performed a competitor analysis of competitor web user experiences, including a breakdown of what our competitors lacked on their pages. I organized conferences with the head of hospitality marketing and product managers to pitch the idea of a Web Demo for the Aloha Cloud POS.

Interactive Demo Goals -
1. Increase Site Engagement
2. Shift Brand Perception
3. Drive Sustainable Growth *(NCR Goal)*
4. Obtain Higher Quality Leads *(HOSP Goal)*
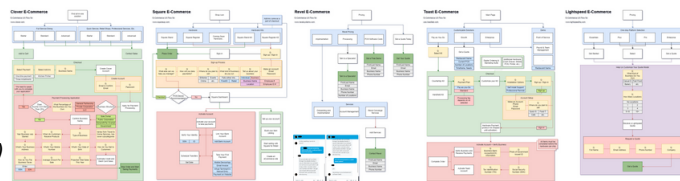
Overview -
The Aloha Cloud POS The Interactive Demo would increase site engagement as, within my competitor analysis and site audit, I found that customers visit the NCR site to understand/try NCR's products, **why not let them try it?**

I built out and designed the Aloha Cloud Interactive Demo using frameworks familiar to the Web Team and other BSUs: Figma, React.js, and Material UI 5. I worked closely with the Aloha Cloud POS Product Team to add features beyond a replica of the Aloha Cloud Hardware in a different programming language: feature videos, integrated forms on the left sidebar, descriptions of hardware features, and translations of a swipeable interface into mouse and keyboard.

I pitched the project several times with other teams to pose the interactive demo as a cross-BSU project with applications in marketing, sales, and product teams. I spoke with senior developers to establish a quality assurance pipeline during August and wrote out explanations for my code and design documents to the Hospitality Marketing Web Team so that it would continue into production after my internship. I also spent my last day in conferences with web devs and product managers to clarify any questions.

Empathy Bytes Web Restructure
Empathy Bytes - Spring 2022

https://educast.library.gatech.edu/

Empathy Bytes is a Georgia Institute of Technology organization that focuses on building an immersive digital archive of interviews, photographs, multimedia, and writings from diverse communities. They explore the connections these communities have to Georgia Tech research and creative endeavors.

Role - UI/UX Designer, Programmer
Team - Empathy Bytes Web UX Team

Problems -
How can we modernize our older site pages within WordPress 6.0?
What are current issues on the site that need to be addressed?
Is it worth exploring different web frameworks (React.js)?

Timeline -
The Empathy Bytes Web team was primarily interested in creating a platform that allows for better access to the interviews, articles, and media that is stored on their WordPress site.

To best understand how I could improve the site, I spent a week outlining every problem I found with the current site to document changes I would make from immediate problems to minor user experience optimizations.
I used Figma to propose many of the design changes as the Team had members handling designs within both Figma and Adobe XD. I familiarized myself with both to best suit the teams.

Collectively, we pitched the idea of creating about-us pages for each subteam of Empathy Bytes to document and showcase the current projects in development within Empathy Bytes.

About Us Page Restructure Goals -
1. Modernize the aesthetic of the overall Empathy Bytes Platform
2. Merge and shorten the content held within each page
3. Outline current projects within Empathy Bytes *(Org Goal)*
4. Build pages that support future development *(Web UX Team Goal)*

Overview -
I created several Figma Pages and prototyped pages using WordPress 6.0, primarily focusing on creating multiple interactions between various team about-us pages: **https://educast.library.gatech.edu/app_promo/** .

We translated all existing pages into WordPress 6.0, and used many of the new features in our efforts to modernize the pages. During our upgrade, I also pitched several ideas for new framework solutions, including using React.js, which several members already had experience in. While this was not approved, we established the platform and foundation for if we were to ever switch in the future, and created design documents for future pages, whenever they were added.