



Tania Ostanina

# UX Design Portfolio

## Key skills:

Creative design:

- Sketching, drawing, visualisations
- 'Outside the box' creative thinking
- Graphic design

Interpersonal skills:

- Collaboration
- Communication
- Problem-solving

UX/UR skills:

- Prototyping and wireframing
- Interaction design
- User-centred design
- Site maps and user journeys
- User testing

Special skills and passions:

- Persuasive technology

Tools:

- Adobe Creative Suite
- Axure RP



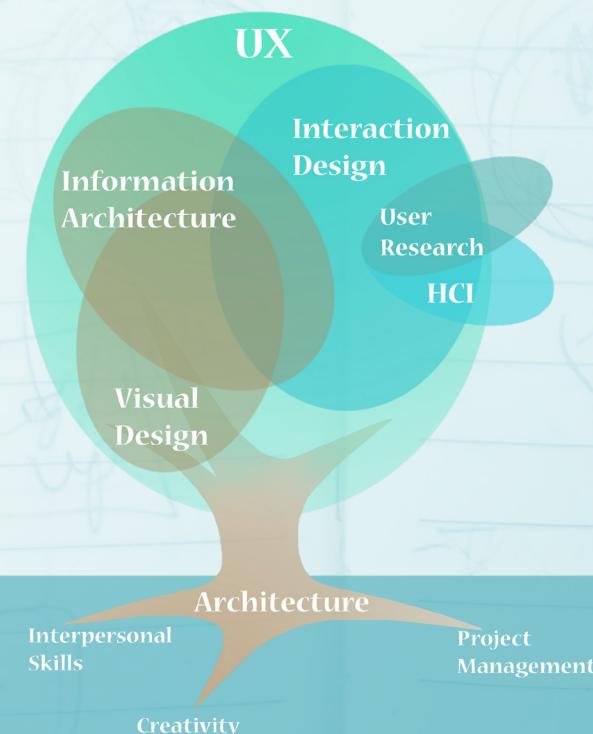
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I am a junior UX designer based in London, UK, currently studying for a MSc in HCID at City, University of London.

I am passionate about creating user experiences and products that improve people's lives. A hands-on, visual, creative thinker, I am able to drill down to the tiniest detail, collaborate and solve problems within fast-paced project environments.

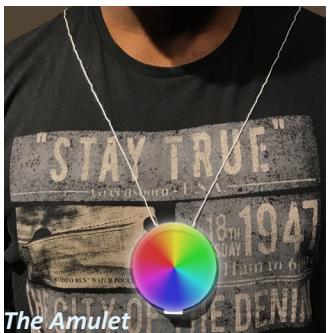
I have arrived into the field of UX via a previous career in architecture. This has given me a grounding in visual design and creativity, as well as an array of interpersonal skills. I have chosen to move into UX because it can offer me new and exciting opportunities:

- Understanding of the users' behaviour and motivations
- Being on the forefront of technological innovation
- Using UX as a force for social good.

# Tate Halo : an interactive technology for the Tate Modern

(Msc HCID, Interaction Design, 2019)

## DESIGN PROPOSAL



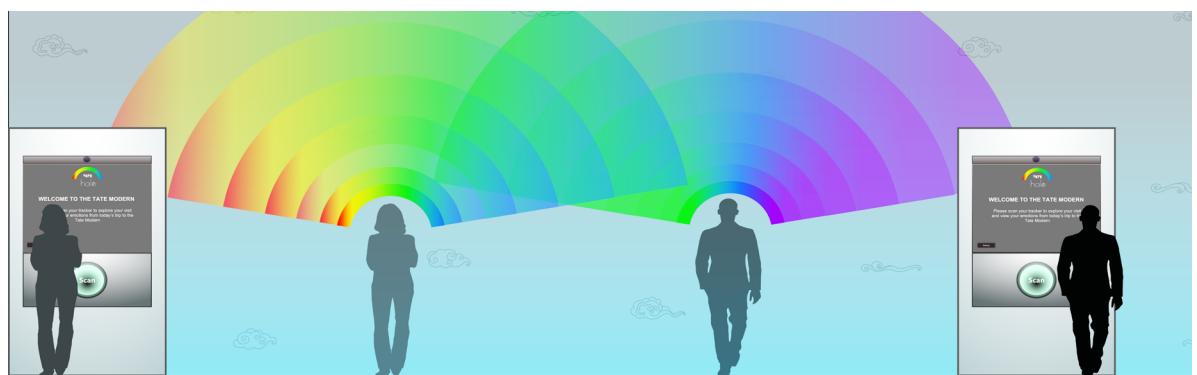
**1. The Emotion Loggers:** wearable devices that allow visitors to log their emotions, and determine their location via Bluetooth Low Energy and RFID tags

Three screenshots of a digital interface titled 'YOUR VISIT: ALL LEVELS', 'YOUR VISIT: LEVEL 0', and 'HALO CAST SUCCESSFULLY'.

- YOUR VISIT: ALL LEVELS:** Shows a map of the Tate Modern building levels (Natalie Bell Building, Blavatnik Building) with room counts and a color wheel showing 'Reactions' (Angry 31%, Happy 23%, Sad 25%, Cheerful 19%). Buttons include 'Cast Halo' and 'Print Results'.
- YOUR VISIT: LEVEL 0:** Shows a map of Level 0 with rooms like Turbine Hall Shop, Learning Centre, and Turbine Hall. It includes a color wheel and 'Reactions' data (Happy 10%, Angry 20%, Sad 20%, Perplexed 50%). Buttons include 'Cast Halo', 'Print Results', and 'Email Results'.
- HALO CAST SUCCESSFULLY:** Confirmation message: 'Your halo is now projecting. We encourage you to explore interacting with it using gestures.' It shows a color wheel and 'Reactions' data (Happy 40%, Angry 20%, Sad 20%, Perplexed 20%). Buttons include 'Print Results' and 'Email Results'.

### 2. Digital Interface Doorway:

An interactive screen where visitors scan their Emotion Loggers, explore their visit and cast their Halo



### 3. Large Display Wall in Turbine Hall:

Halo are displayed here after being cast. They can be interacted with using gestures and photographed

## OVERVIEW

The project is an immersive, interactive technology for visitors to the Tate Modern.

### The challenge:

The brief for the project was to design an interactive technology that allows gallery visitors to leave a trace of their visit.

### Users and audience:

Visitors to the Tate Modern are already accustomed to highly sophisticated digital technology within a gallery setting. Therefore, the proposal must be engaging and innovative, while meeting the visitors' expectations and desires.

### Project roles and responsibilities:

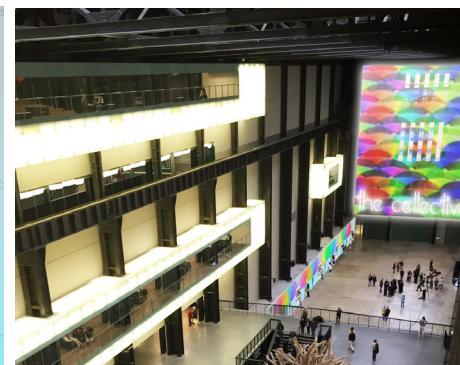
Working in a team of 4 students, I was closely involved in all stages of the project research, design and evaluation.

### My individual contribution:

- Generator of the chosen ideation concept
- Creator of the wearable technology design (the Emotion Loggers) and its physical prototypes
- Visual and graphic designer: The Collective, The Collective Cloud, group project report, group poster.

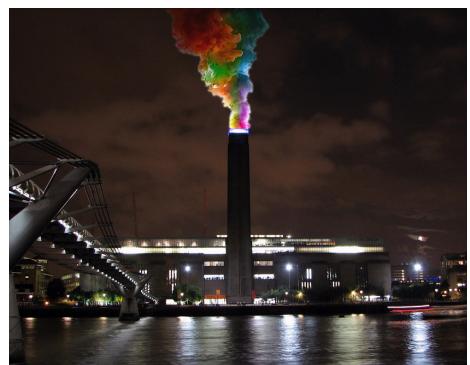
### Project scope and limitations:

Within the constraints of this project, it was not possible to produce fully interactive digital prototypes of any of the proposed artifacts. Given time and opportunity, this would have been the next phase of design development.



### 4. The Collective:

A display in Turbine Hall showing everyone's Halos



### 5. The Collective Cloud:

Colour time-lapse vapour rising from the gallery's chimney



# Tate Halo : an interactive technology for the Tate Modern

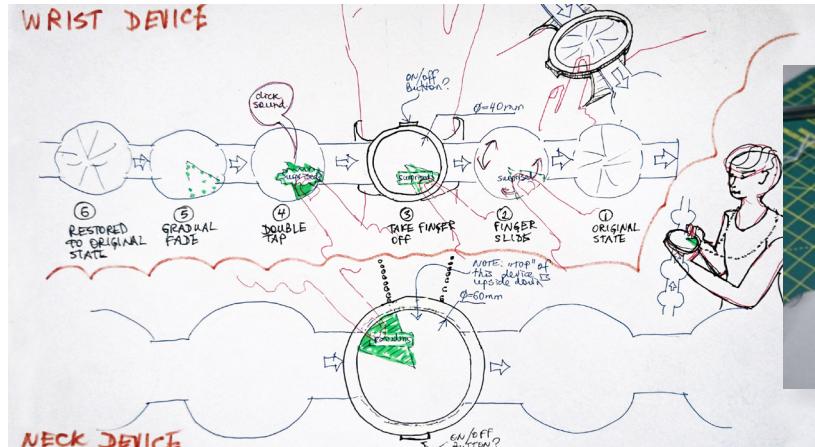
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## Detailed design

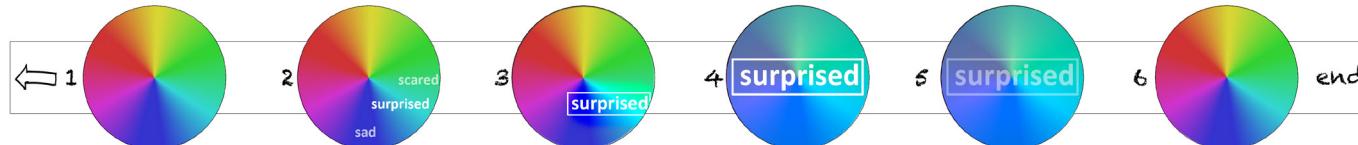
This process was informed directly by the design goals and the results of the desirability survey results.

### DESIGN PROCESS:

- **Wearable devices:** I designed and built the physical prototypes for two variations of the Emotion Loggers (the Amulet and the Watch), using cardboard, glue and a scalpel. Using Adobe Creative Suite and Axure RP, I then created a series of ‘screens’ that could be threaded through the physical prototypes to simulate digital interaction.
- **Interactive artifacts:** The team created detailed visuals to illustrate other artifacts forming the overall design proposal — the Digital Interface Doorway and the Halo display.
- **Accompanying visuals:** I created visuals for The Collective and The Collective Cloud.



My first sketch for the physical prototype design of the Emotion Loggers



Threaded ‘screens’ for the physical prototype of the Watch Emotion Logger

### Why this process?

- To hone in on the design goals set at the start of the project
- To ground the detailed design phase within the conceptual design and the user research
- To take the design to a level suitable for the final evaluation
- To attempt to recreate the immersive atmosphere of the interactive technology during the final evaluation

### Results:

A set of high-fidelity design artifacts that address the design goals, follow the previous project phases, and are suitable for use in the final evaluation.



Physical prototypes — in progress

## Final evaluation

### EVALUATION PROCESS:

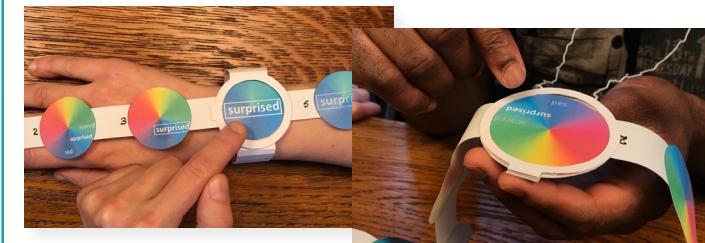
- A small-scale user test was carried out
- Test script was based on the future user journeys
- Participants tested the physical prototypes with the help of a facilitator (me) ‘playing computer’, while the other artifacts were presented to them as ‘props’ (large scale printed images)
- The test data was coded and summarised in a Rainbow Spreadsheet

### Why this process?

A small-scale evaluation was considered appropriate to test this relatively uncomplicated design.

### Main findings:

All users were impressed with the design. They were able to interact with most artifacts intuitively with no instruction. Most preferred the Amulet design, and expected a greater personalisation of the interactions. However, the gesture-based interaction with the Halo caused some confusion in most users.



User testing of the Emotion Loggers

## CONCLUSIONS

- **Meeting the design goals:** the design goals have been addressed directly in the proposals, and supported by the results of the final evaluation
- **The users** were impressed with the design and able to use it as intended
- **The outcome:** an engaging interactive technology befitting the scale of the Tate Modern, albeit requiring further development to take it to the next level.

# Evaluating the UX of *Swim22.diabetes.org.uk*

(MSc HCID, Evaluating Interactive Systems, 2020)

## OVERVIEW

This project is a usability and UX evaluation, undertaken for *Swim22.diabetes.org.uk*, a fundraising website run by the charity Diabetes UK. I worked individually, designed all the materials and conducted the evaluation myself.

### The problem:

The charity asked me to investigate the usability of specific parts of the *Swim22* site, as well as the UX of the site as a whole.

### Users and audience:

The potential user base includes a broad range of people of different ages, genders, backgrounds and fitness levels.

### Scope and limitations:

- This study will have a real-world impact, as it will be used by Diabetes UK to improve their website.
- Limitations of the evaluation include participant sample size, difficulty of assessing an entire UX of a site within a single test session, and obtaining in-depth answers to questionnaires.

## METHODOLOGY

**Project goals and objectives:** a set of high-level goals was created based on the charity's brief. From these, the more detailed objectives were derived.

**Recruitment:** 5 participants were recruited and screened based on relevant characteristics such as previous fundraising experience.

### User testing:

- The participant test script was task-based, originated directly from the project objectives
- Participants were asked to think aloud
- The test sessions were recorded on video
- Post-test questionnaires were administered

Task 1: Navigating from Diabetes UK main page	Questionnaire results	Participant 3
On the scale of 1 to 7, how easy did you find this task? (1 - easy, 7 - difficult)	3	
Do you have any specific comments about this task? (For example, pain points, easy parts, expectations vs reality)	I got there, probably on the phone would be clearer and faster, another page pop-up, it was not obvious that it is swim22 and not diabetes main site.	
How did performing this task make you feel? Why?	It was OK, charities not always have best coders, so as long as I could navigate, I'm happy.	

A snapshot showing part of the post-test questionnaire

### Data analysis:

- Transcribed and coded the raw data, looking for usability and UX problems; analysed these using a customised Rainbow Spreadsheet
- The usability problems were ordered using a combined rating of severity and frequency

### Why this process?

- Project goals set the focus on the client's brief
- User testing is an appropriate technique for the evaluation of a small-scale website, where the project objectives are clearly defined
- Video recordings allow for an in-depth data analysis
- Questionnaires provide triangulation to the test data
- Rating usability problems by severity and frequency allows easy prioritisation

### Main findings:

The evaluation uncovered a total of 23 usability problems, but only 4 were so serious that they

No.	Task	Page	Description of the issue	Outcome	Severity	P0	P1	P2	P3	P4	Suggested redesign	Score
U2	2a - Site tour - What are your initial impressions?	<a href="https://swim22.diabetes.org.uk/resources">https://swim22.diabetes.org.uk/resources</a>	The downloadable resources and forms are very print heavy, with dense colourful images and no printer-friendly version	User was annoyed that if they chose to print the downloadable forms at home, this would require a lot of printer ink	Level 4						Provide a printer-friendly version of the downloadable documents that do not rely on dense colour printing	1
U3	2a - Site tour - What are your initial impressions? 3 - Signing up and creating a fundraising page	Overall site	The banner image at the top of the page is very large and takes up most of the visible screen.	Participant 0 had to scroll down to see the page main content. Expressed annoyance at the large size of the banner image. Participant 4, because of the large size of the image, did not realise they were on the right page and spent a long time looking for one, getting progressively more confused. They were eventually able to find a workaround and navigate to their individual page. (Deviation from happy path)	Level 2						Reduce the size of the banner images or remove them from some pages where users have to perform many tasks (such as the individual fundraising page) completely.	6

A snapshot showing part of Rainbow Spreadsheet

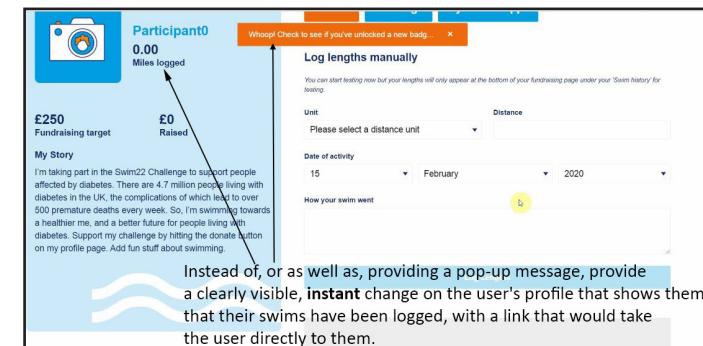
prevented the users from completing key tasks on the site. The project report recommended fixing these serious problems first, providing redesign suggestions.

### Lessons learned:

I was able to carry out consistent user test sessions, working with the challenges of a live, frequently updated website, by noting any unexpected website changes and accounting for them in the data analysis.

## CONCLUSIONS

- The project goals, and therefore the client's brief, were successfully addressed through the structure of the study.
- The study identified only a small number of serious problems for immediate fixing, which will help the charity address the balance between the practicality of running the website with the requirements of its users.



A suggestion for fixing a serious usability problem

# Homes > CO<sub>2</sub> : a website for reducing carbon in your home

(MsC HCID, Information Architecture, 2019)

## OVERVIEW

Working individually, I researched, designed and tested the information architecture and wireframes for a new website to help reduce carbon emissions in the home.

### The challenge:

The focus of the brief was the development of the site's information architecture. I chose the domain because it was a personal interest of mine, as well as because it filled a gap in the market – as there were no similar online resources in existence.

### Users and audience:

The potential user base consists of individuals living in the UK who are interested in reducing carbon emissions in their home and require practical advice on how to do so.

### Scope and limitations:

The project focus is not on fulfilling existing user needs, so no user research has been carried out.

Due to the limitations of the project, these items could not be developed:

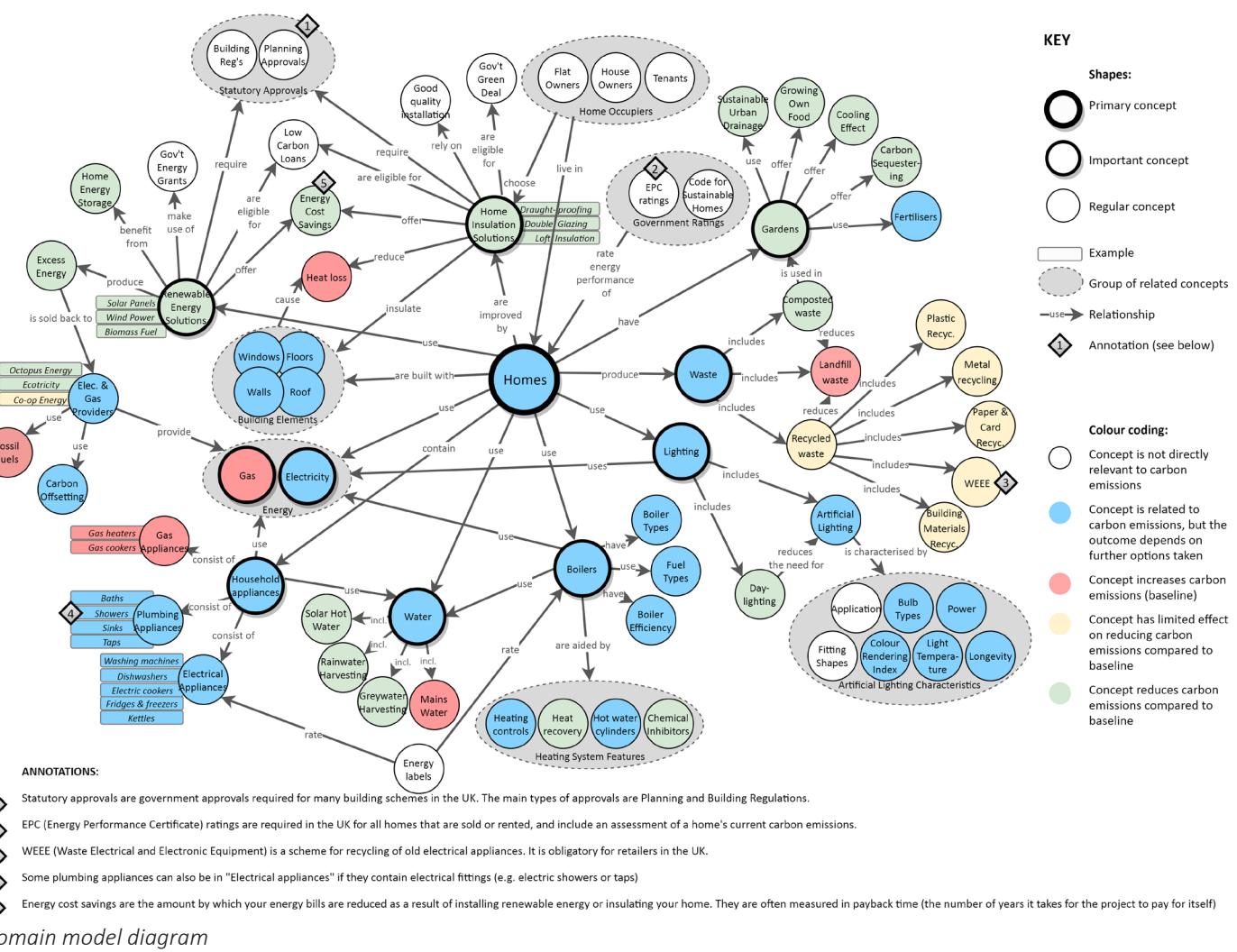
- Some aspects of the IA, such as thesauri or database metadata
- A full set of wireframes (only key ones are provided)
- The UI of the site
- Due to the fast-paced nature of this project, the user evaluations were not carried out as rigorously as would be expected for a live project.

## DESIGN PROCESS

- **Domain expert interviews:** carried out 4 semi-structured interviews with domain experts, noting key concepts and relationships mentioned in them
- **Domain model:** created based on the interview data
- **Site map:** developed from the domain model, using an org-chart-like format to reflect the domain's hierarchical structure

- **Card sorting and tree testing:** tested the site map using Optimal Workshop
- **User flow diagrams:** created the user flows of key tasks performed by the users on the site
- **Paper prototypes:** sketched with pen and paper
- **Evaluation of paper prototypes:** tested these with a small group of participants. Test script was based on user flows

- **Wireframes:** developed using Axure RP
- **Evaluation of wireframes:** tested these with a small group of participants, focussing on the clarity of the site's navigation labelling, ease of orientation and sensemaking, findability and discoverability



# Homes > CO<sub>2</sub> : a website for reducing carbon in your home

(continued)

## Faceted browsing:

- Used for relevant sections of the site to support searching of specific large databases within the site
- Allows alternative routes to the same database, for those who choose to navigate in different ways
- The evaluation has shown the faceted browse function to be working well

An example wireframe showing a faceted browse function

## Why this process?

- Domain-driven design is a good fit for a new digital information environment where the content is yet to be defined
- User evaluations at every step are required to ensure that the domain driven design is adjusted to real users
- Faceted browsing is important to allow users to explore large databases, and to avoid a 'zero result' if search requirements are too narrow.

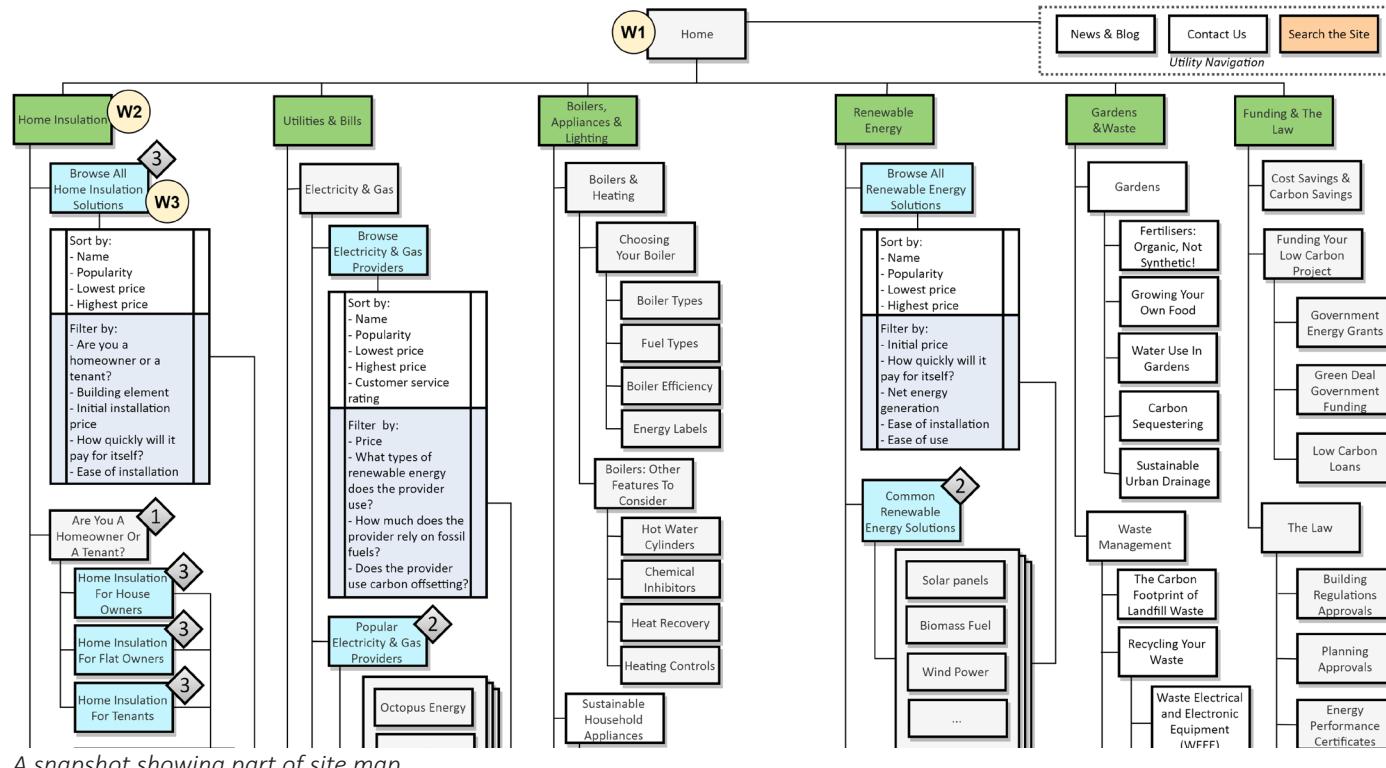
## Lessons learned:

- Domain model terminology:* initially adopted from the domain experts, the terminology was difficult for the users to understand, so it was revised to employ simpler language
- Site map organization scheme:* initially a topic-based scheme (e.g. 'energy') was followed, but tree testing revealed that users expected items to be organised according to a task-based scheme (e.g. 'paying bills' or 'finding funding').
- Audience-based organisation:* initially not considered, it was introduced to some parts of the site following the evaluation results. It divided the users into 'House owners', 'Flat owners' and 'Tenants' to improve search customisation.

## CONCLUSION

The result of this project is a basic website taxonomy and a series of mid-fidelity wireframes. It has taught me the foundations of information architecture, but requires further work to be viable, such as more rigorous evaluations, the development of thesauri and controlled vocabularies, and the creation of database metadata.

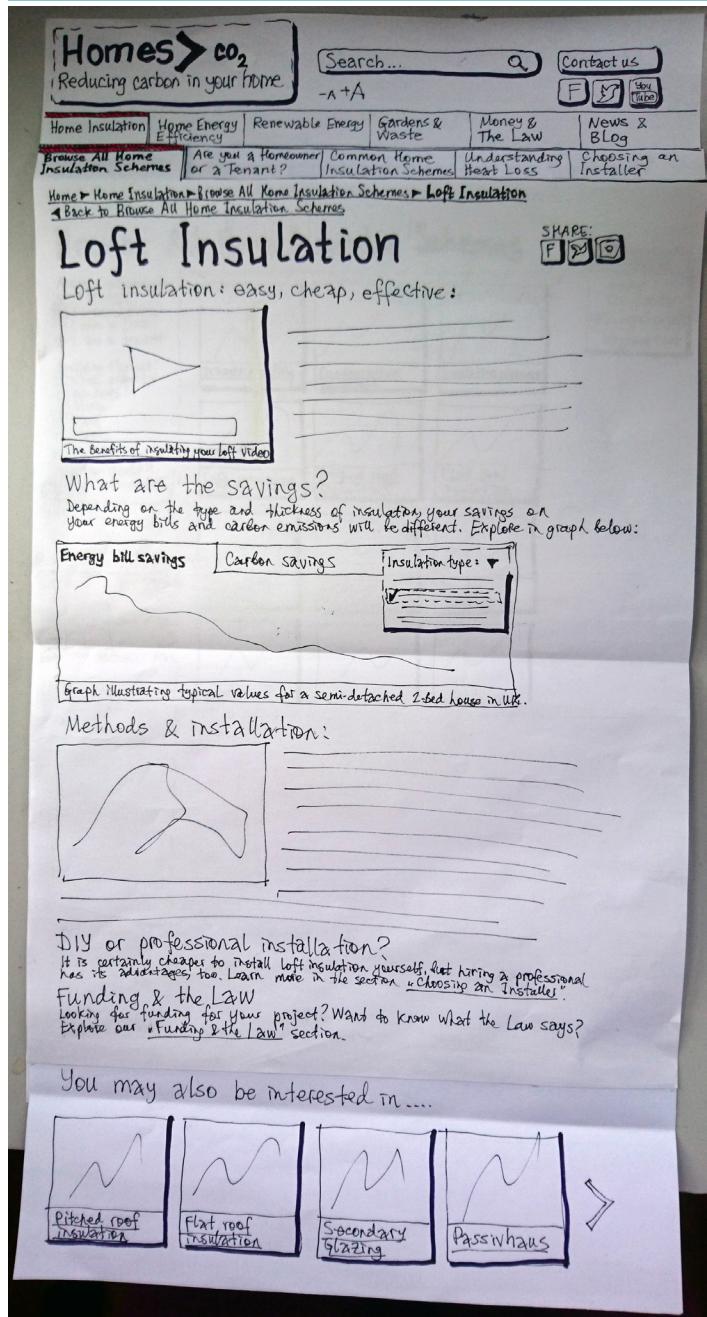
I have a personal interest in the subject domain of reducing carbon in the home, so, taking the above on board, I aim to develop this project into a live website in the future.



A snapshot showing part of site map

# Homes > CO<sub>2</sub> : a website for reducing carbon in your home

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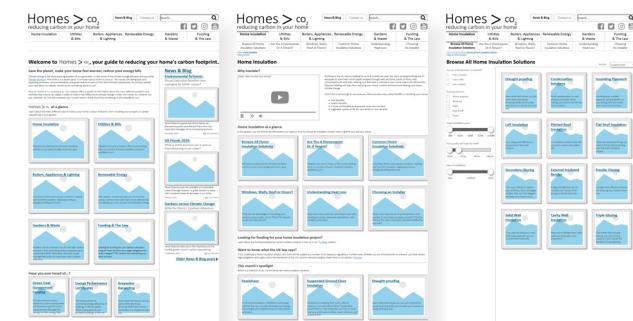
An example initial paper prototype

**(1)** **(2)** **(3)** **(4)** **(5)** **(6)**

An example wireframe developed from the initial paper prototype

## Notes on wireframe design

- (1) Visual consistency:** a homepage link, a utility navigation bar and a global navigation menu appear in the same place on every page, to prevent users from getting lost.
- (2) Horizontal navigation:** shown to be more space efficient than vertical navigation in early wireframe iterations.
- (3) Local navigation on hover:** not initially visible, local navigation becomes and stays visible when the user hovers or keyboard-tabs on a global navigation category, allowing the user to preview its content before deciding to follow the link.
- (4) 'Breadcrumbs'** are included on every page other than the homepage. These provide extra clarity of navigation and allow the user to return more easily to the higher levels of the website.
- (5) Discoverability** plays an important role in the layout of the wireframes. The “Other roof and loft insulation solutions...” section offers alternative links that are very similar to the current content page. This feature also attempts to reduce ‘pogo-sticking’ behaviour by offering alternatives without forcing the user to return to the browse page.
- (6) Obscure terms:** following evaluation results, I added clickable links explaining obscure (but unavoidable) terms to users who might be unfamiliar with them.



Thumbnails of other wireframes

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