

# XD & DESIGN

## *Customer Experiences*

### NATIVE-FIRST EXPERIENCES

By leveraging the latest in mobile and web design theory, we set the foundations for leading edge development while adhering to the needs of the consumer.

In this section we will address:

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#### PLATFORM GUIDANCE

Education and Thought Leadership on the best approach to platform usage on a project level.

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#### HIG REVIEWS

Ensure all standards are being followed based on the Human Interface Guidelines set forth by Apple and Google.

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#### CRUX

Blended teams when both Creative and User Experience teams created a streamlined design process.

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#### ADA COMPLIANCE

Following the modern standards of ADA allows all of our work to be accessible from initial launch to a project's sunset.

# PLATFORM DESIGN GUIDANCE

VMLY&R looks to the design standards set by the platforms while providing development with the nuances to apply the client branding and voice.



**Design systems** are built by VMLY&R and are composed of core typography, color, components, layout, and patterns for a single product or across an entire ecosystem.



**Best practices and standards** are published by the platform creator, such as Google, Apple, and Microsoft, and applied by VMLY&R designers and developers in a unique product for mobile or web.

## HIG REVIEWS

As an initial effort in the discovery process, VMLY&R will deliver a review of the mobile experiences via a Human Interface Guidelines (HIG) Assessment.

This assessment looks at the current client experiences through the lens of best practices from Apple and Google and ensures ADA standards for accessible design are met. Recommendations are then formed on how best to approach and remedy the newly designed experiences.

 [View a full HIG Assessment](#)



Expected outcomes from this functional audit:

- **Explore and propose** enhancements or modifications to the experience
- **Understand** how current design approach impacts experience
- **Better Align** to Android and iOS platform standards
- **Focus** on potential key next steps for remediation

## HOW WE DESIGN

The creative and experience design (CRUX) team works together to constantly validate and craft the design, and usability testing influences the unified app and web design decisions.



### CRUX VISUAL DESIGN TEAM

VMLY&R pairs UI and UX designers for a symbiotic relationship that focuses on delivering the right experience for the users and the brand. We work with cross-functional teams in an Agile framework to deliver work on a two-week cadence.

Our goal is to develop an overarching design system that can be implemented on any screen size, device or operating system.

## DESIGN SYSTEMS & ANTI-PATTERNS

We believe that a unified design systems must be mindful of their anti-pattern tendencies, in both creative and development execution.

Therefore we favor an applied design system, one that adapts to platform standards, while maintaining brand tone and voice.

A unified design system, a design system that favors consistency over applying platform standards, is often championed as reducing overhead in design and development through feature ideation and deliver on the 'design it once' mantra.

These often custom controls require the developer to either build uniquely for each platform (offsetting the advantage) or for the designer to build a platform-agnostic control (a design anti-pattern on the platform).

# ADA COMPLIANCE

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Android and iOS provide developers with support for global styles that not only facilitate visual hierarchy in brand content, but also comply with ADA/accessibility adherence “out of the box.”

An accessibility audit is an in-depth evaluation of a set of views within the app to document the types of accessibility issues and conformance violations against W3C’s Web Content Accessibility Guidelines (WCAG) 2.0 AA with a mapping to the U.S. government’s Section 508 guidelines, and to provide detailed recommendations on how to fix these violations.



## TYPOGRAPHY

Google’s Roboto and Apple’s San Francisco typefaces offer the control and flexibility to optimally display text at a variety of sizes, in many different languages, across multiple interfaces.



## COLOR

ADA compliance ensured that content is legible and met Web Content Accessibility contrast specifications. VMLY&R looks to meet AA standards. AA means that text has a contrast ratio of at least 4.5 or higher.



## INTERNATIONALIZATION & LOCALIZATION SUPPORT

Done properly, localization goes beyond translations and also includes other elements such as image, sound, and handling display formats of different numerical values, date and time.



## SCREEN ASSISTANCE

Support for specific vision needs, screen assistance ensures that all content has supporting voice-over cues and properly articulates the content in a task/flow-oriented manner.

# FROM WHICH APP? TO FLAGSHIP

MEDICAL/MEMBERSHIP: AAFP

## A FRACTURED APP CONSTELLATION IN NEED OF A FLAGSHIP EXPERIENCE

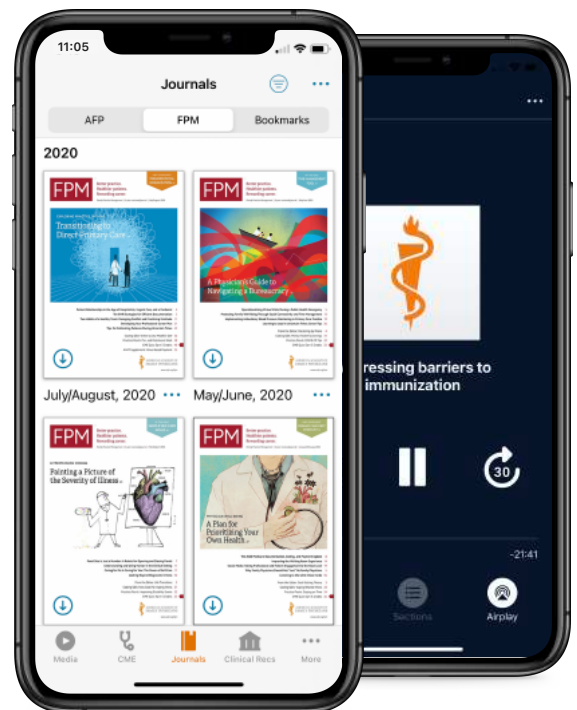
### CHALLENGE

With an active membership of 70,000-plus physicians and students, the American Academy of Family Physicians has five apps available in the App Store. Internally these apps were treated as siloed projects/teams even though they shared very similar feature sets, but not roadmaps or execution of those features. And the flagship AAFP experience was often reviewed as "nothing more than an app with links out to the web," leaving members to favor and install journal apps AFP and FPM over the AAFP app.

### SOLUTION

VMLY&R recommended that AAFP bundle the journal apps (AFP and FPM) within their flagship AAFP experience, creating:

- Subscription/Purchase access to over 100 in-app products
- Gain Access to the AFP Podcast and built-in audio player
- Natively search national residency programs with the ability to take personal notes and weigh decision factors for programs
- Natively report required continuing medical education (CME) and view current transcripts and reelection requirements
- Prepare for the medical board review with native practice quiz sets that earn members CME credits





# FROM BRICK & MORTAR



# TO MOBILE ORDERING

FOOD: QUIKTRIP

## CREATING A HABITUAL EXPERIENCE

### CHALLENGE

With more than 800 stores, QuikTrip is the largest chain of gas stations in the North American Midwest. In 2015, as they began to introduce QT Kitchens, they did not have a digital means for consumers to schedule, order, pickup and incentivize food purchases.

### SOLUTION

Using the app, customers can place a QT Kitchen order so it's ready when they arrive. They can find and view gas pricing at nearby and favorite locations, and receive coupons and promotions to drive them in-store.

Due to specific DMAs across the Southern U.S., all of our marketing, acquisition and engagement have a strong location focus to ensure we're targeting and providing utility appropriately.

65%

Retention after  
30 days

40%

Larger basket  
size v. in-store

85%

Opt-in to account  
creation

