

HELLO



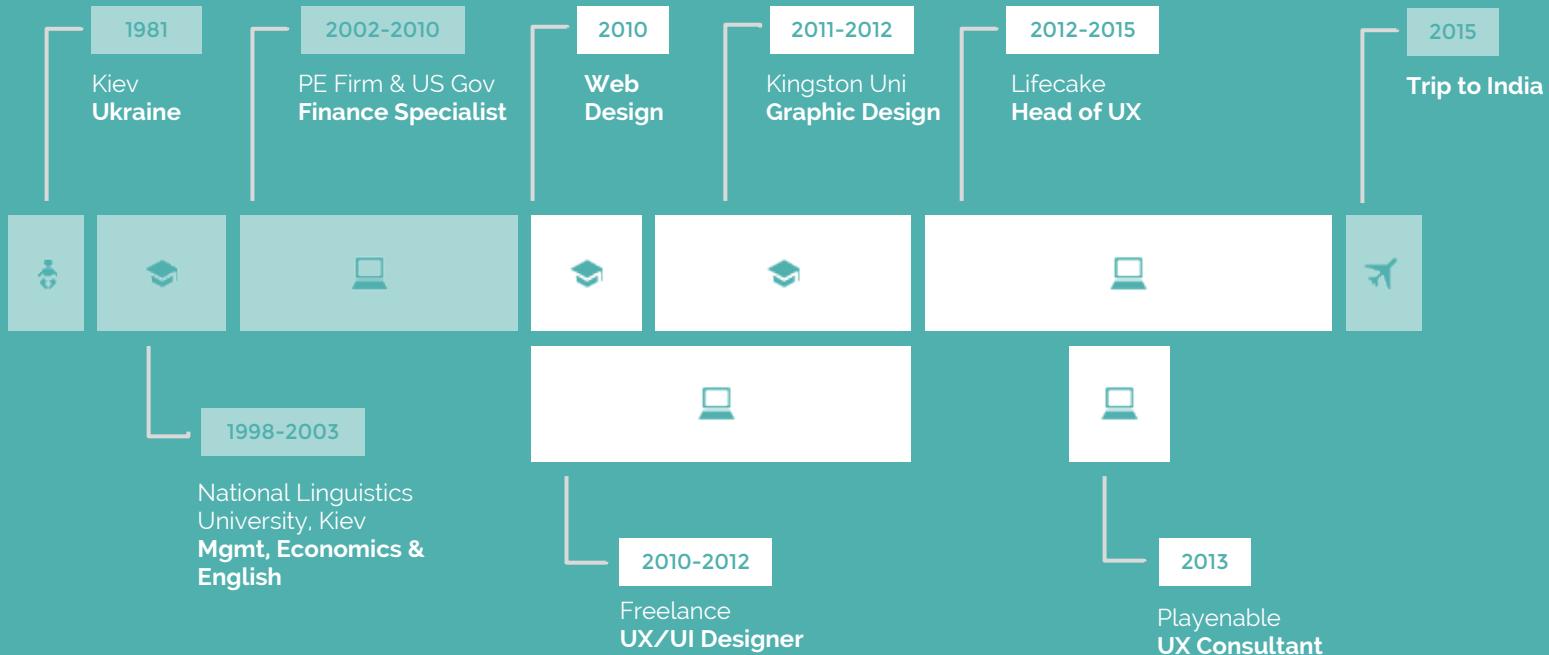
I'm Artëm.

I'm a User Experience designer.

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MY BACKGROUND



MY PHILOSOPHY

however, the concept is more widely accepted. Many in the design community understand that design must convey the essence of a device's operation; the way it works; the possible actions that can be taken; and, through feedback, just what it is doing at any particular moment. Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.

Donald A. Norman

MY APPROACH

I believe that all user interfaces should be communicating with people in the most human way.

I work with users, developers and management.

I produce, seek feedback, iterate and validate design solutions. I make sure that the product is based on data and design is informed by research.



- > Problem Identification
- > Strategy
- > Competition Analysis
- > User Research
- > Product Research

- > IA / Map
- > Scenarios
- > User Journeys
- > Wireframes
- > Design

- > Prototypes
- > User testing
- > Review
- > Iterations

- > Final Designs
- > Assets
- > Documentation
- > Specs

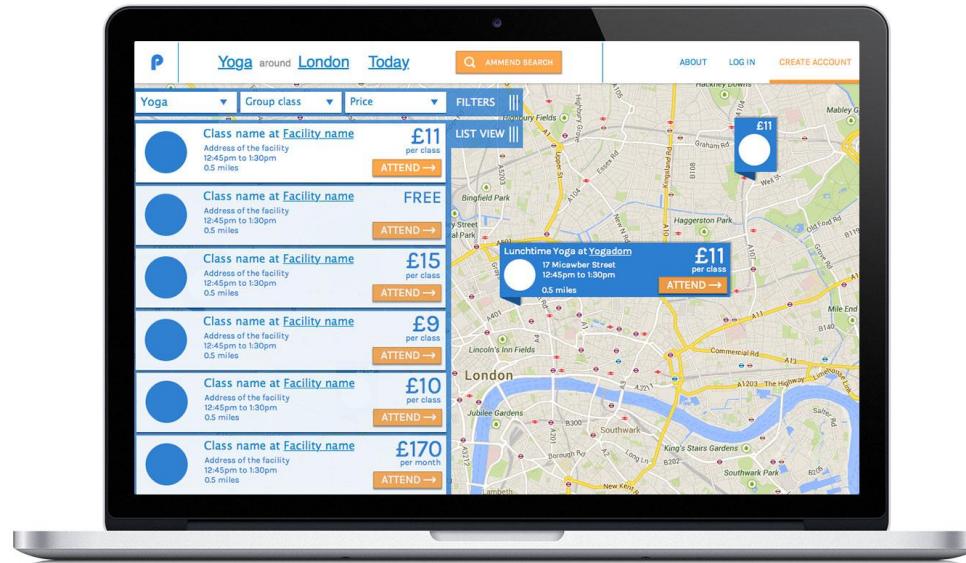
CASE STUDIES

Redesign for Playable

Web | Mobile

Playable is a service that helps users find and book fitness classes near them and helps sports venues manage their bookings and get exposure to new audience. The company's website and mobile apps have to **sell the service**, display relevant search results in a user-friendly way, and also enable users to organise and manage schedules, classes and venues via **clear dashboards**.

The challenge was to redesign desktop and mobile experiences to better present the idea of the service to customers, **facilitate and encourage engagement**, increase conversion and retention of the users.



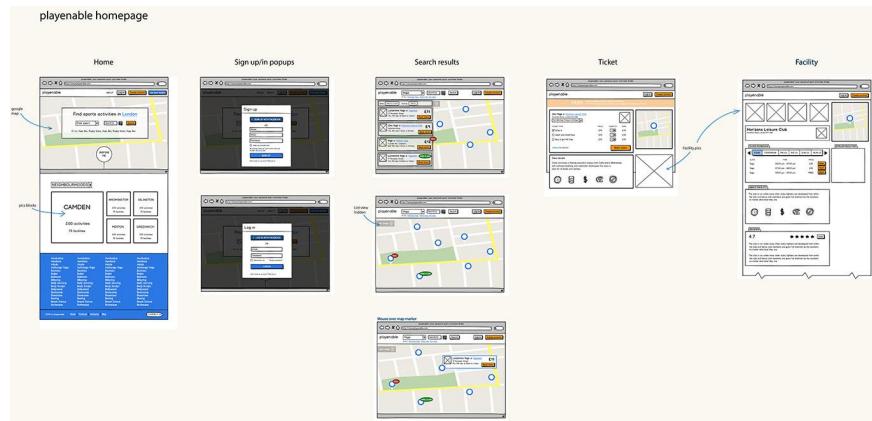
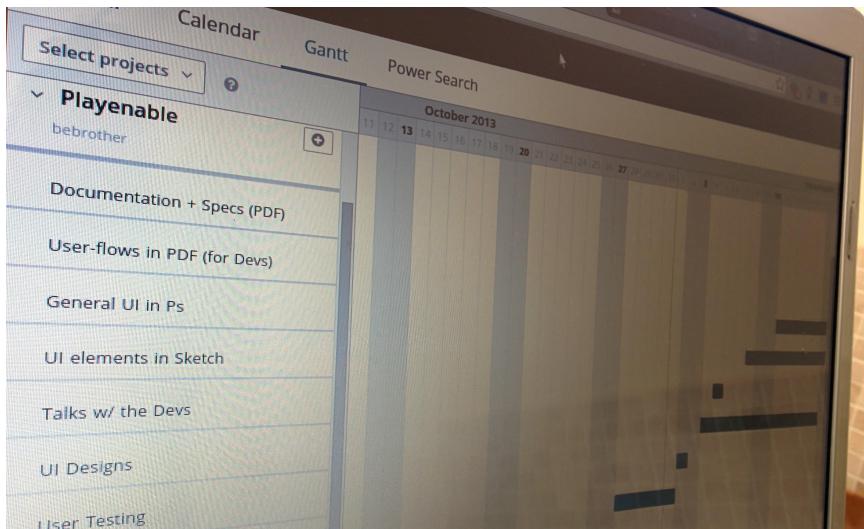
Strategy
Project Management
Research
IA
Scenarios
Wireframes
Prototypes
User testing

STRATEGY, RESEARCH, IA, FLOWS & WIREFRAMES

Before the start I planned the whole project and confirmed the timing, tasks and deliverables with the management, designers and developers.

I started off with the analysis of the existing experience in order to identify weak points in conveying the message, navigation, usability traps, etc.

Old homepage did not emphasise the main message, did not focus on one main task and did not have one main CTA. To get the best insights to shape and guide my work I organised a series of brainstorm sessions and interviews with the stakeholders. Then I re-created information architecture and validated navigation by testing it with users. After that I created a series of wireframes, arranged them into user flows and scheduled user tests with one week intervals for iterations.



USABILITY TESTING

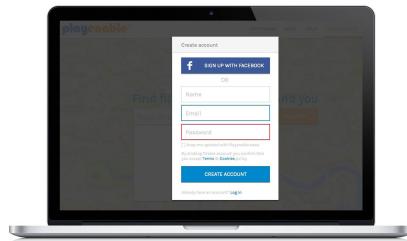
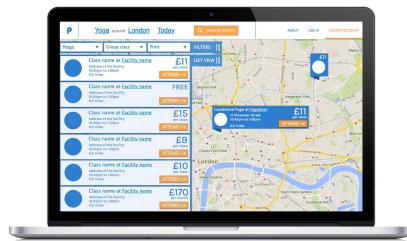
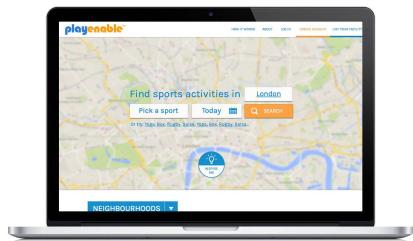
The mock-ups that I created for the tests were of low fidelity. That was more than enough for testing global and local navigation, tagline copy and the layout, but users were really distracted by the low quality of the visuals and often times commented on the design, mistakenly taking it for the final UI. That was the main thing I learned about my work process - never use low-fi prototypes for complex user experience research. (Although I still think they are useful for validating shorter user-journeys, or simpler tasks.)



OUTCOMES

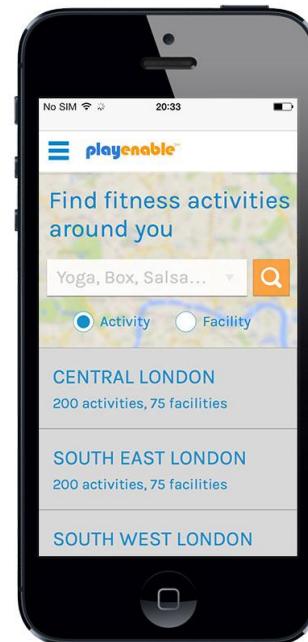
After numerous iterations I turned the mock-ups into pixel perfect (or, sometimes, vector perfect) prototypes. In the new designs the homepage concentrated around one main message with one prominent task - to enable search of fitness classes/facilities by type, location, time and additional filters.

As the next step, user saw the search results on the map plus the list view. The user was taken through the whole first-time journey with maximum comfort and minimum distraction - all the way to the checkout. User was offered to create an account in a less aggressive way, but at the same time the benefits of that were better emphasised.



All screens were designed to be responsive for all resolutions.

The outcomes of the project were hi-fidelity prototypes and specs for the in-house developers.



Onboarding optimisation

for Lifecake

iPhone | iPad | Android apps

Lifecake is a cross-platform cloud service for parents to store, organise and privately share photos, videos and stories of their children only with the people who care, without spamming the entire world on Facebook.

I have been the first employee at Lifecake. I started with the company as a UI/UX/Web/Graphic designer before the investment rounds, sharing a desk with the founders at Google Techhub in Shoreditch. Naturally, I have been involved in all aspects of product and experience design at all stages: from discovery to multiple iterations, including several major redesigns of the web interface and native mobile clients for iPhone, iPad and Android.

Requirements

Research

IA

Scenarios

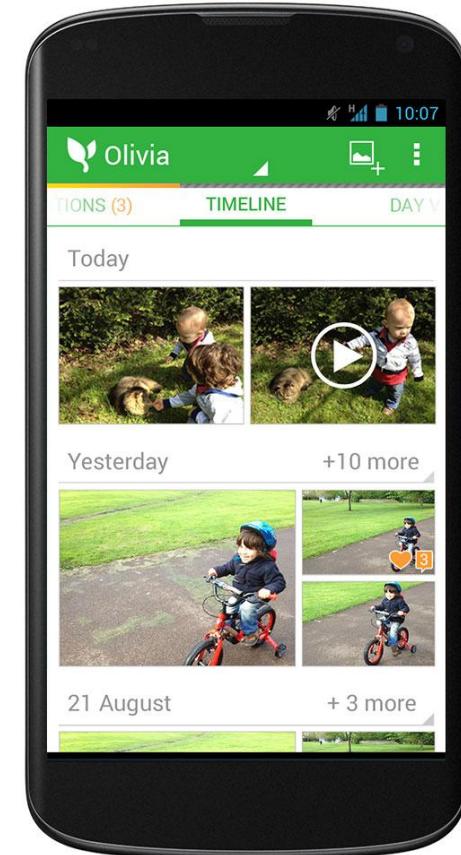
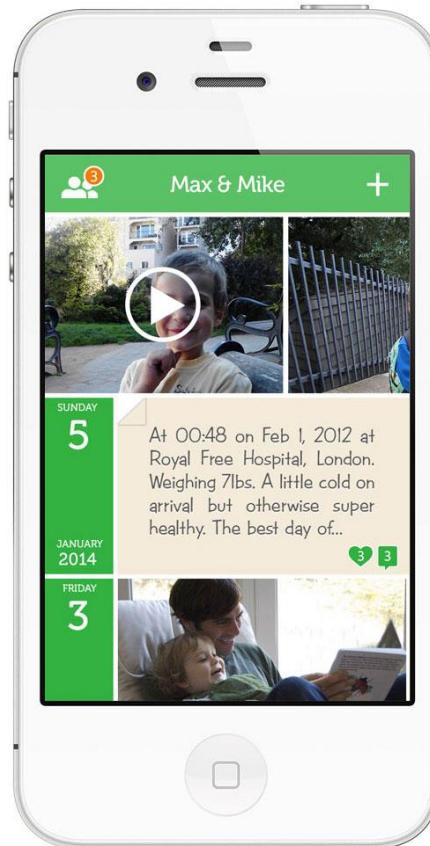
Wireframes

Prototypes

User testing

Final UI

Documentation

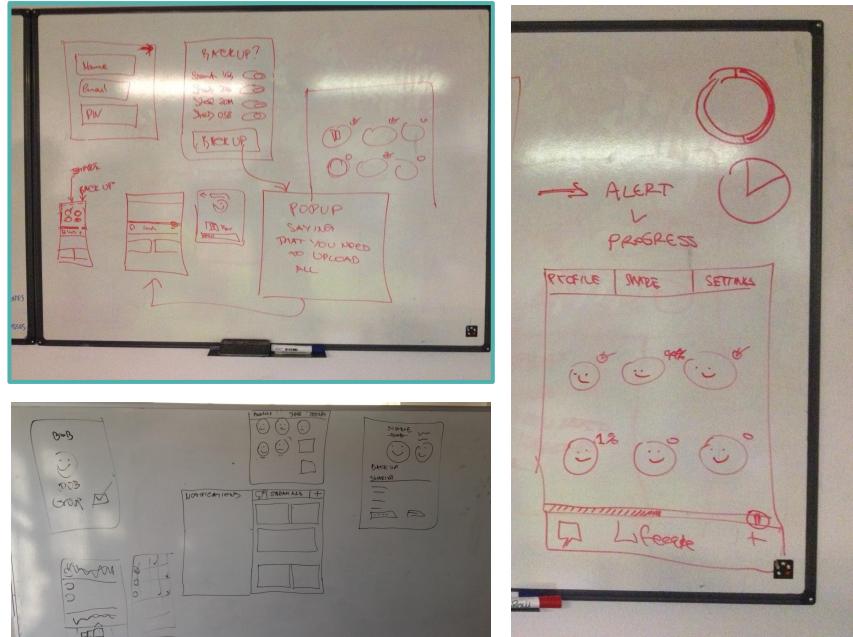
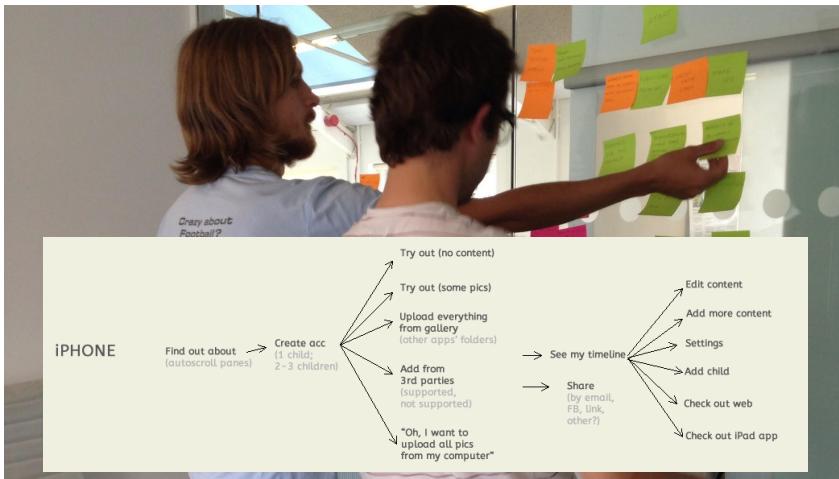


PROBLEM & REQUIREMENTS

Native iPhone app is the company's flagship, the major user-acquisition channel and the primary live testground for new features. The UI has been tweaked and even changed many times, getting a step closer to the ideal every time.

Users can perform many actions on Lifecake iPhone app: view their content - *actively* (scrolling the timeline, leaving and responding to comments, favouriting or editing moments; or *passively* - just sitting back and enjoying a nice travel through time via built-in time machine), invite family and friends or manage their contacts, add new children, connect to friends' accounts, catch up on all the news in the activity centre, create and share new moments.

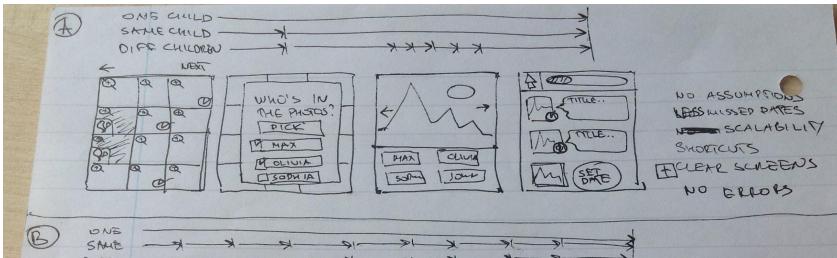
I have had many challenging tasks and projects aimed to improve app's UX. Probably the most difficult was the one to optimise onboarding.



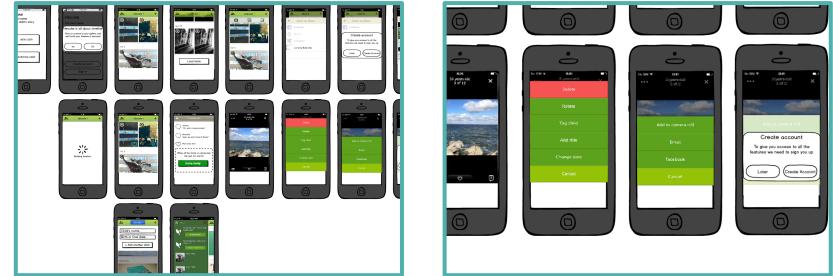
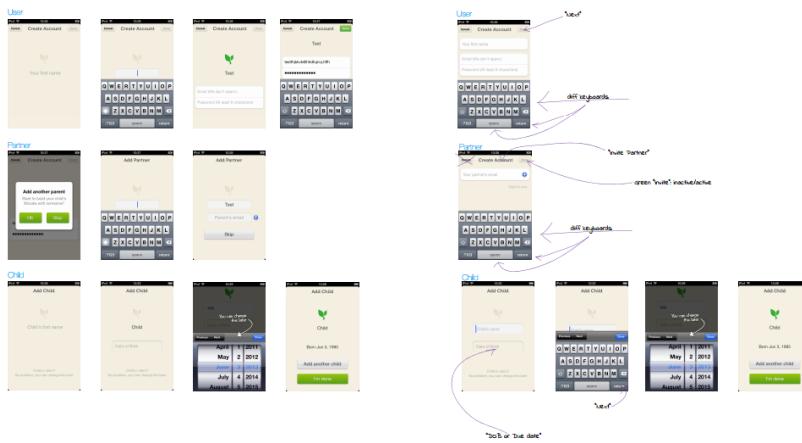
DATA ANALYSIS & USER FLOWS

The data showed that once a newly registered user invited family to share child's timeline the retention rate of that user was much higher. So we had to encourage user to invite as soon as they created an account. The main problem was that the actual onboarding flow was already quite long (initially it was as long as 9-10 steps with lots of forms to fill) and even those who successfully completed it were little motivated to go and fill in more forms to invite somebody.

WIREFRAMES, PROTOTYPES

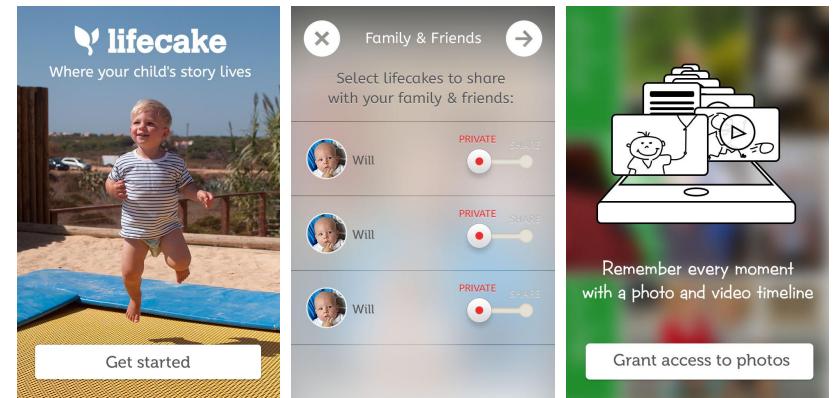


We have build and tested different approaches. First of all I tried to trim down the amount of forms - prioritising the information we collected. We tried moving screens around, adding more explanatory information and/or graphics. We changed the onboarding flow to reflect Apple's principle of only asking what you need and when you need.



USER TESTING, FINAL DESIGNS & DOCUMENTATION

At some point we tested builds with intro flows of 1 to 3 screens (asking for access to phone's gallery only). When we crafted that instantaneous onboarding, we were so happy that we finally found the best way to go! In reality, though, it was not so ideal. Later, we combined what we had learnt from that with the patterns we knew were working well to build the onboarding flow with our record highest conversion rates.



Reviews display solution for Reevoo

Web | Mobile

Reevoo is a high growth tech company in the UGC – Ratings & Reviews space. They provide market-leading services to 200+ brands across 60+ countries in 30+ languages. Reevoo is focused on helping shoppers make the best choice whilst boosting sales for their clients.

The current display solution (badge and lightbox) is outdated. The user experience is too basic and doesn't provide the best support to customer throughout the buying journey. Several clients are moving away from the lightbox because it doesn't provide a consistent experience on mobile. They want something more integrated to their website with some possibility of customisation, while still keeping the solution Reevoo branded.

Research
Scenario
Usability Inspection
Wireframes
Prototypes
User testing

PICANTO VR7 FROM £9,095
**0% APR
REPRESENTATIVE**
£91 PER MONTH
Over 25 months with 30% deposit.
Personal Contract Purchase. Anticipated
Annual Mileage 9,000. Optional Final
Payment of £4,182.00

VIEW BROCHURE

VIEW OFFERS FOR ALL MODELS: Please select model

0% APR Personal Contract Purchase 4.9% APR Personal Contract Purchase Customer Saving

Picanto VR7
The Picanto "VR7" is a stylish...
Bluetooth and reversing sensor...
From only £9,095...
Picanto "VR7" 5 door
24 monthly pay

picanto

reevoo INDEPENDENT REVIEWS
Read 119 reviews

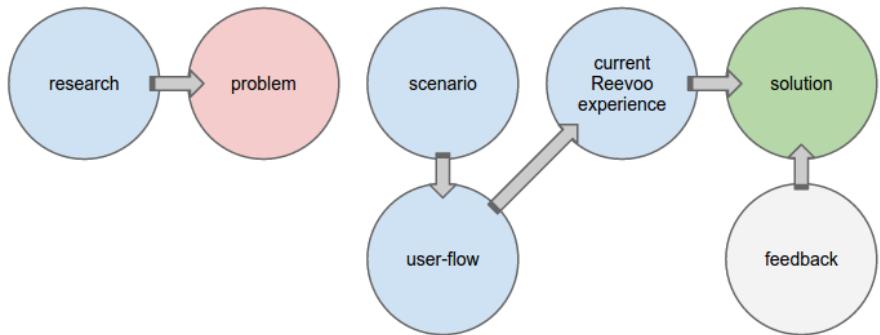
picanto

reevoo INDEPENDENT REVIEWS
Read 119 reviews

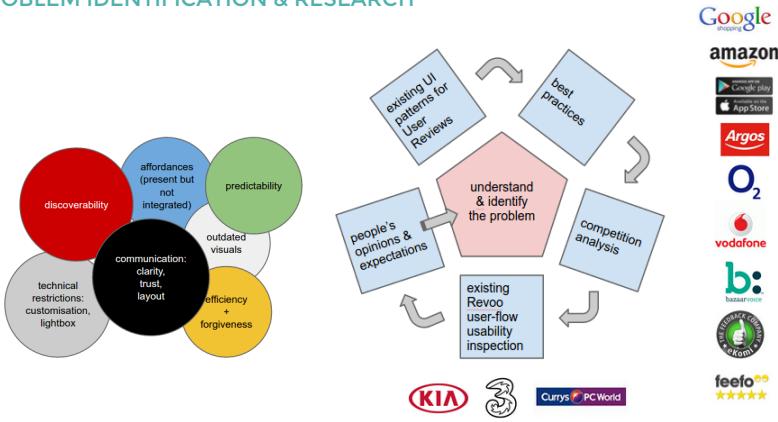
BEFORE

AFTER

STRATEGY



PROBLEM IDENTIFICATION & RESEARCH



USABILITY INSPECTION

The screenshots show a sequence of 12 current experiences on the PC World website, highlighting various usability issues:

- CURRENT EXPERIENCE: Shows a product page for an HP 14" Chromebook.
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Annotations:

- Screenshot 7: A yellow box highlights the 'Add to basket' button, with the note: "hard to discover out of context looks like a button".
- Screenshot 10: A large teal circle highlights the review section, with the note: "1 Screen - review is away from the product - interaction feels like an additional step - the whole screen looks busy".
- Screenshot 11: A yellow box highlights the overall rating of 9.0, with the note: "2 Lightbox - product? only small pic - 'progress bars' are nice looking, but not legible enough (colours, overall rating, small built-in numbers) - brand: What's Reevo? Why should I trust?".
- Screenshot 12: A yellow box highlights the overall rating of 9.0, with the note: "3 Mobile - broken user journey".

Review Section (Screenshot 10):

REVIEW BY CANTO reviews verified by Reevo®

9.0 out of 10

Aspect	Score
Comfort	8.7
Build quality	8.8
Performance	8.4
Fun to use	8.8
Practicality	9.0
Fuel economy	8.4
Features and specification	8.7
Value for money	8.2
Overall rating	8.8

Score: 9.0 out of 10 based on 2174 reviews

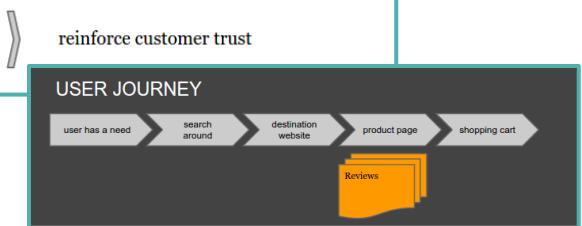
Great for my parents who only need internet and email and Facebook. No skype

SCENARIO & USER-FLOW

User wants to buy a product, comes to a store/website, looks around, pick one or several options.

Now user wants to know more about selected products:
consciously and/or subconsciously looks for something that can help decide:

- product info and specs
- advice
- social proof



WIREFRAMES

An indicator + subtle branding above the fold.
And in the right context.

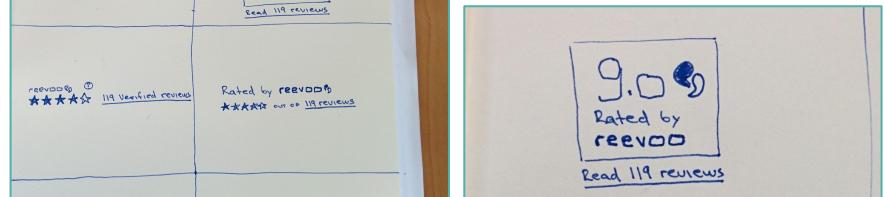
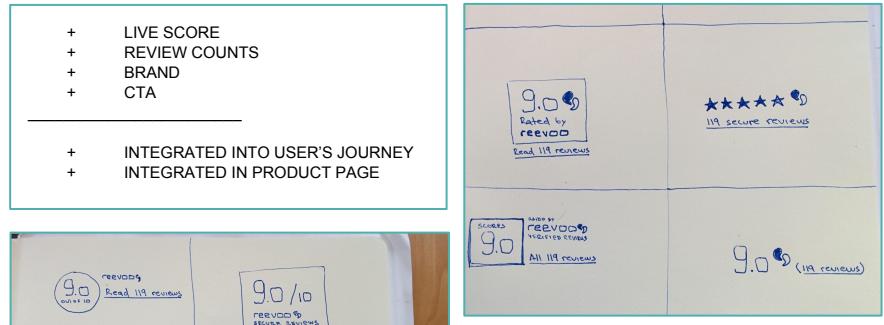
Fold line

Main REVIEW area below the fold.
Here we get full user's attention and set of mind.

Branding here
Total review
Individual reviews

BADGE CONCEPT & PROTOTYPES

- + LIVE SCORE
 - + REVIEW COUNTS
 - + BRAND
 - + CTA
-
- + INTEGRATED INTO USER'S JOURNEY
 - + INTEGRATED IN PRODUCT PAGE



£199.99

reevoo 119 verified reviews

Save £30.00

picanto

SCORES **9.0** OUT OF 10 **reevoo** INDEPENDENT REVIEWS Read 119 reviews

white

£199.99

reevoo 119 verified reviews

was £229.99 (£229.99 From 13/10/14 to 18/02/15)

Save £30.00

- NVIDIA Tegra K1 Processor

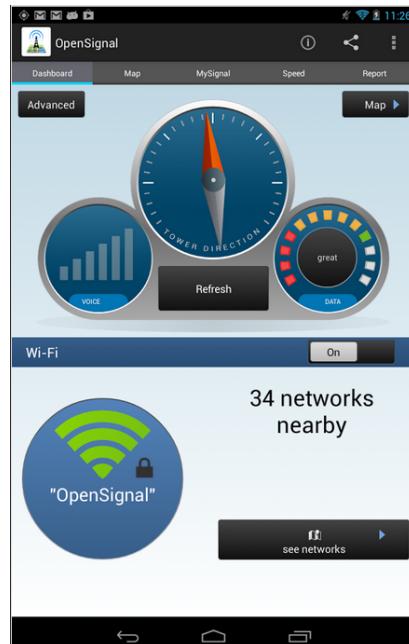
Find Better Signal screen

for OpenSignal

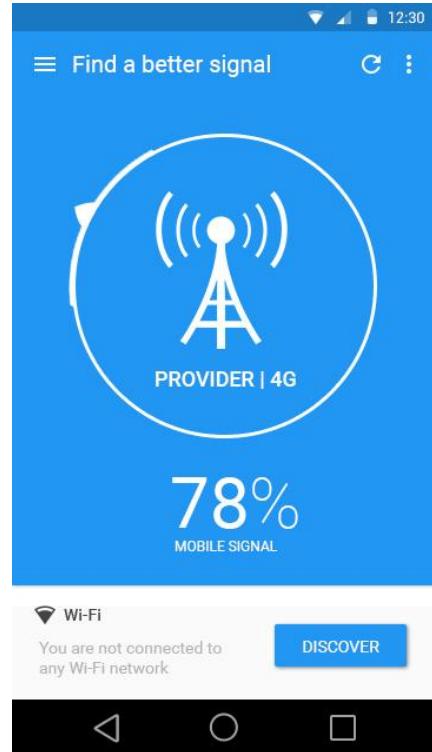
Android App

OpenSignal is the world's largest crowdsourced mobile sensor network. With over 10 million downloads, 1.5 million active users. OpenSignal application provides wireless market insights to major customers such as McKinsey, Opera, Telefonica and ChinaMobile.

The challenge of this project was to **improve design concept for the in-app dashboard screen.**



BEFORE



AFTER

Research
Scenario
Wireframes
Prototypes
User testing

PROBLEM & USER TASK

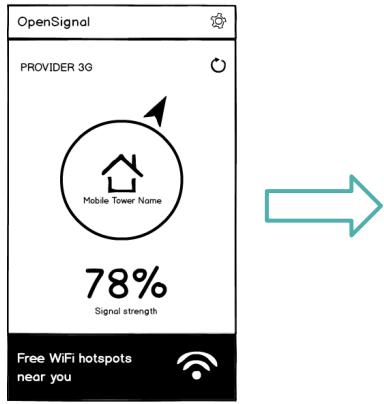
OpenSignal in-app dashboard is positioned as something that can help users improve signal at a glance: point towards the direction for better signal and show where users can get WiFi nearby.

SCENARIO ANALYSIS & WIREFRAMES

This is a screen that users turn to at those moments when the signal connection on the phone doesn't seem to be working. The feedback received was that the old screen was overwhelming and it was not clear what the app could do.

I analysed the current experience, tested it with users to help me identify the main problems and verify my assumptions.

For the new screen I concentrated on primary functionality of the screen, simplifying the UI and removing all unnecessary distractors.



RESEARCH, PROTOTYPE & USER TESTING



Interface for building books

for Lifecake

Web

This was one of the most enjoyable projects at Lifecake. It was before Flat design and the challenge was to re-create a real-life photobook building experience.



Research

IA

Scenarios

Wireframes

Prototypes

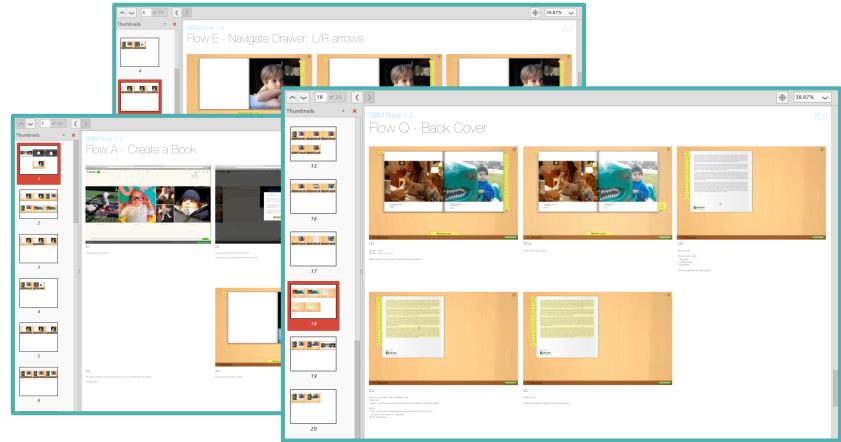
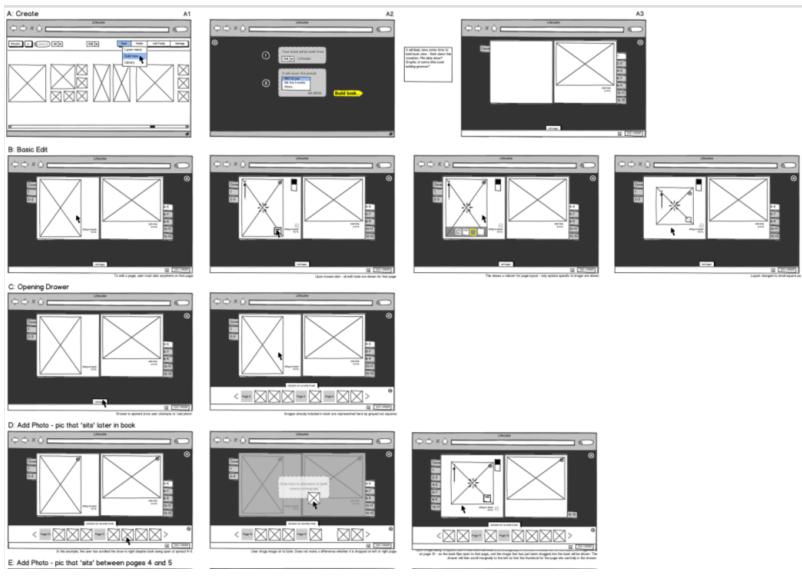
User testing

CHALLENGE, RESEARCH, WIREFRAMES, TESTS

I did a profound competition analysis, noted the best practices and functionality examples. I printed out some pictures and tried to make a photobook myself.

We were working on the wireframes together with the Product manager. We tested, iterated and tested again until we felt confident that the UI was clear but powerful. After that I coded high-fidelity prototypes and we tested those with our current users.

Those tests revealed many flaws that seemed to work ok during earlier wireframes testing. We fixed them, validated the results with the users and were ready to go live.



PROTOTYPES, DOCUMENTATION, BETA, POLISHING & LAUNCH

First, we rolled this feature out to a limited amount of beta-group users to do live testing, after found bugs were fixed we made a silent launch to all users, collecting early feedback and fixing more bugs. Eventually, we did some more tweaks and fine-tuning before advertising the feature to all customers.



Adventures of Kai
The first 15 months with our magic little man

THANK YOU

I'm looking forward to meeting you.

shevchenko.artem@gmail.com

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