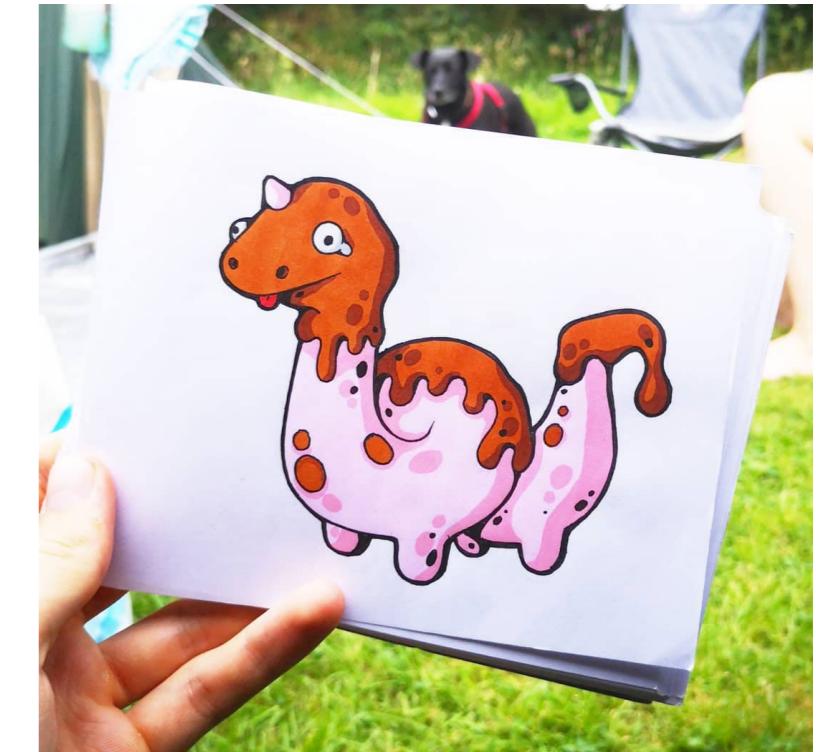
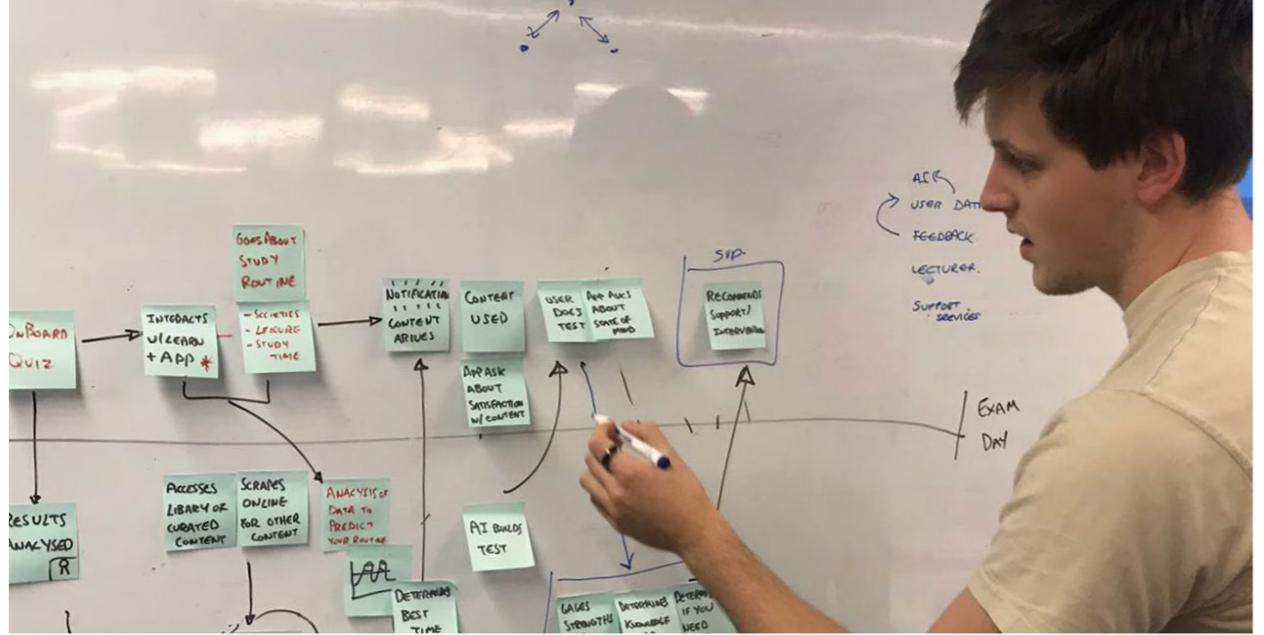


# THOMAS NATHANIEL MOTT

User Experience Design Portfolio - 2020





I'm Thomas Mott and I'm a user experience designer

I've worn many hats as a designer, working on projects that use product, graphic, web, service and user experience design. I have taken every opportunity to evolve my thinking to deliver human centred experiences.

I am passionate about creating products which are striking yet simple.

I love working with new technologies; researching new ways to use them and incorporating them with existing techniques to see the variety of results which can be achieved.

My personal driver is the constant desire to learn and expand my field of knowledge. I am responsible, organized and communicative with excellent attention to detail. I am prepared for any challenge, regardless of the level of complexity.

## Content

Ralph Lauren 1-4

Website redesign and testing project

Petlet 5-8

Industrial project with Tails.com

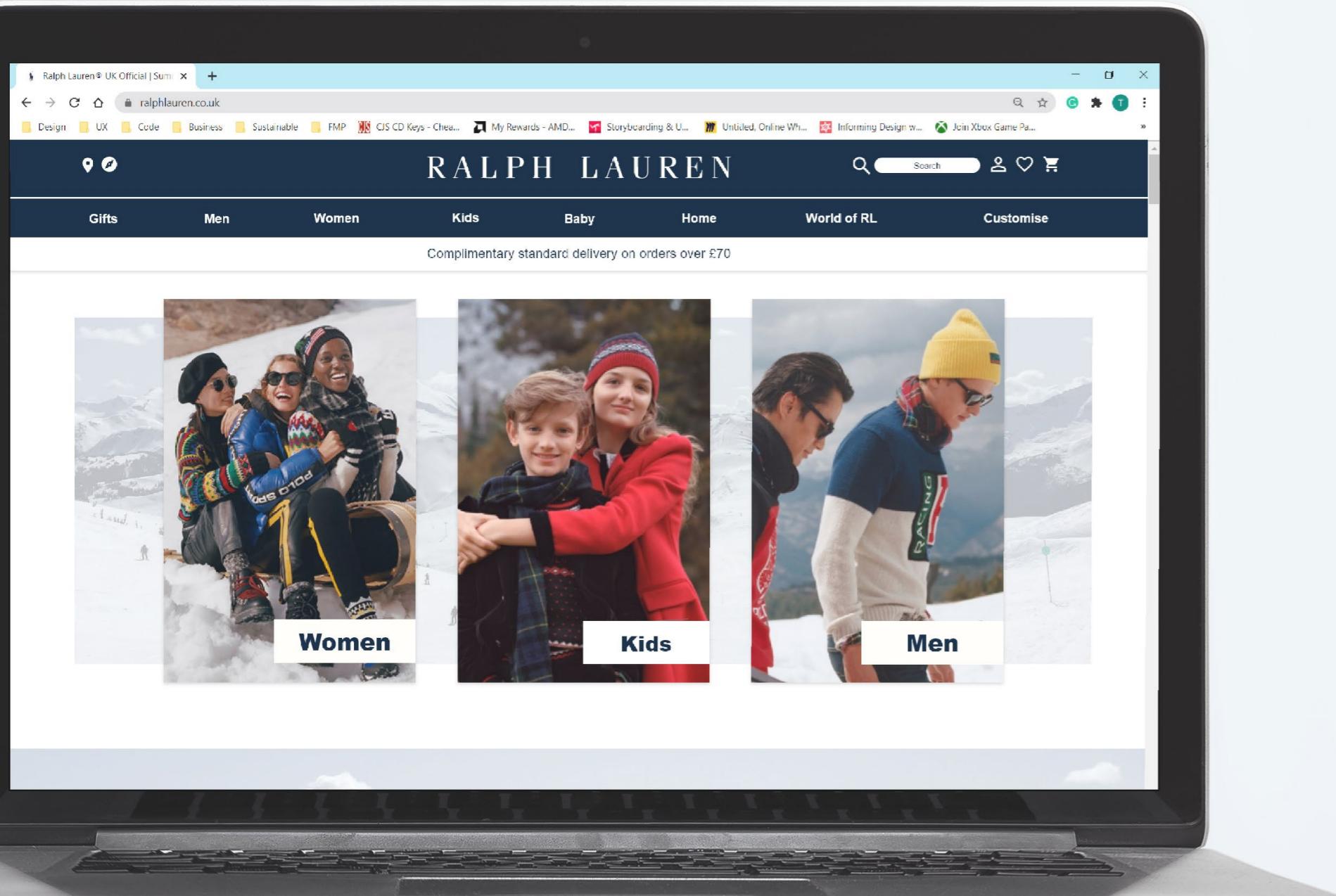
Recoll 9-12

Equipping students for industry 4.0

Jonk Design 13-14

Live freelance projects

# RALPH LAUREN



Assessment metrics for the Ralph Lauren website were conducted using expert review, satisfaction and performance assessments.

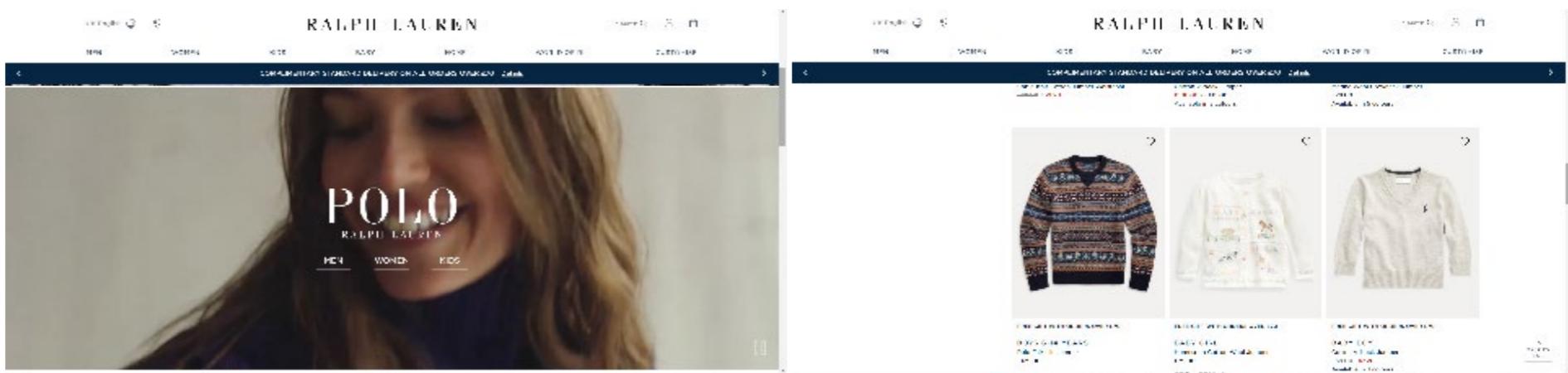
Tests run on the site included:  
Heuristic analysis, Task Time, User Errors, User Efficiency (lostness), Thematic analysis, Biometrics (eye tracking), Think aloud & SUS

Discipline learned: usability principles and practice

# Key usability issues

## Homepage

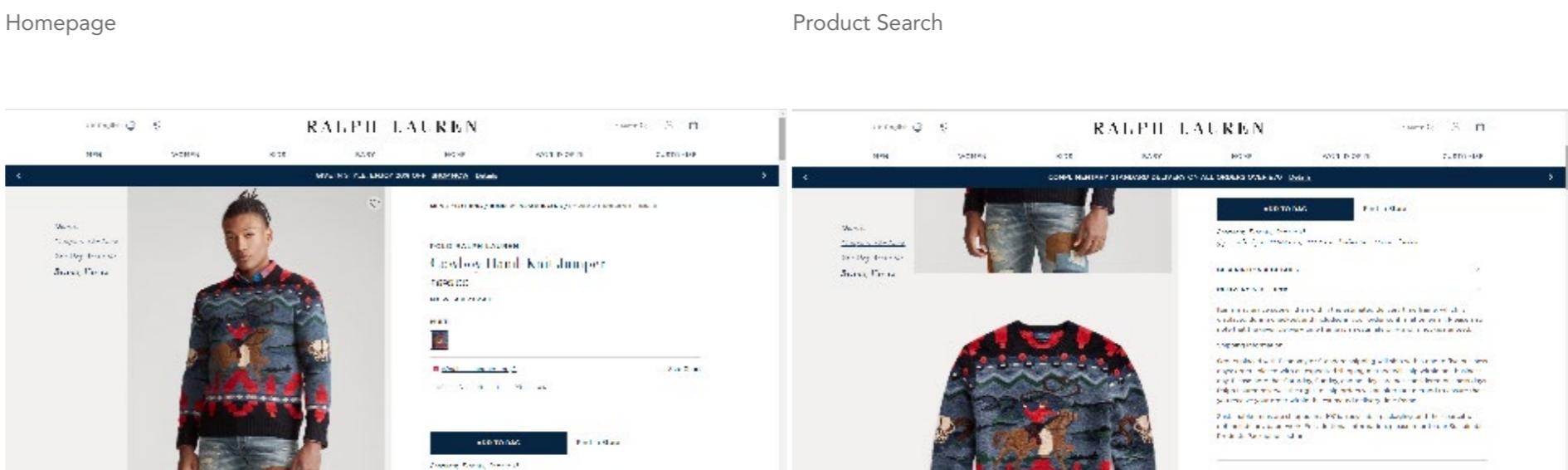
Thematic analysis, satisfaction, errors and task time showed large amounts of unwanted content. This annoys users and makes navigation difficult.



There were also problems identified with low banner contrasts and struggling to pause content.

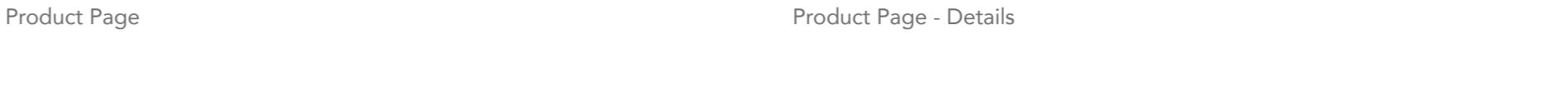
## Product search

Heuristic analysis showed inconsistencies with images.



## Product Page

Thematic analysis, heuristics and lostness showed information structure on product pages needs addressing.



Lack of reviews doesn't instil user confidence.

Sizing charts were also found to be too complicated.

## Product Page Details

Too much text.



## Basket Page

Think aloud protocol showed that information wasn't clear in the basket.



## Approach

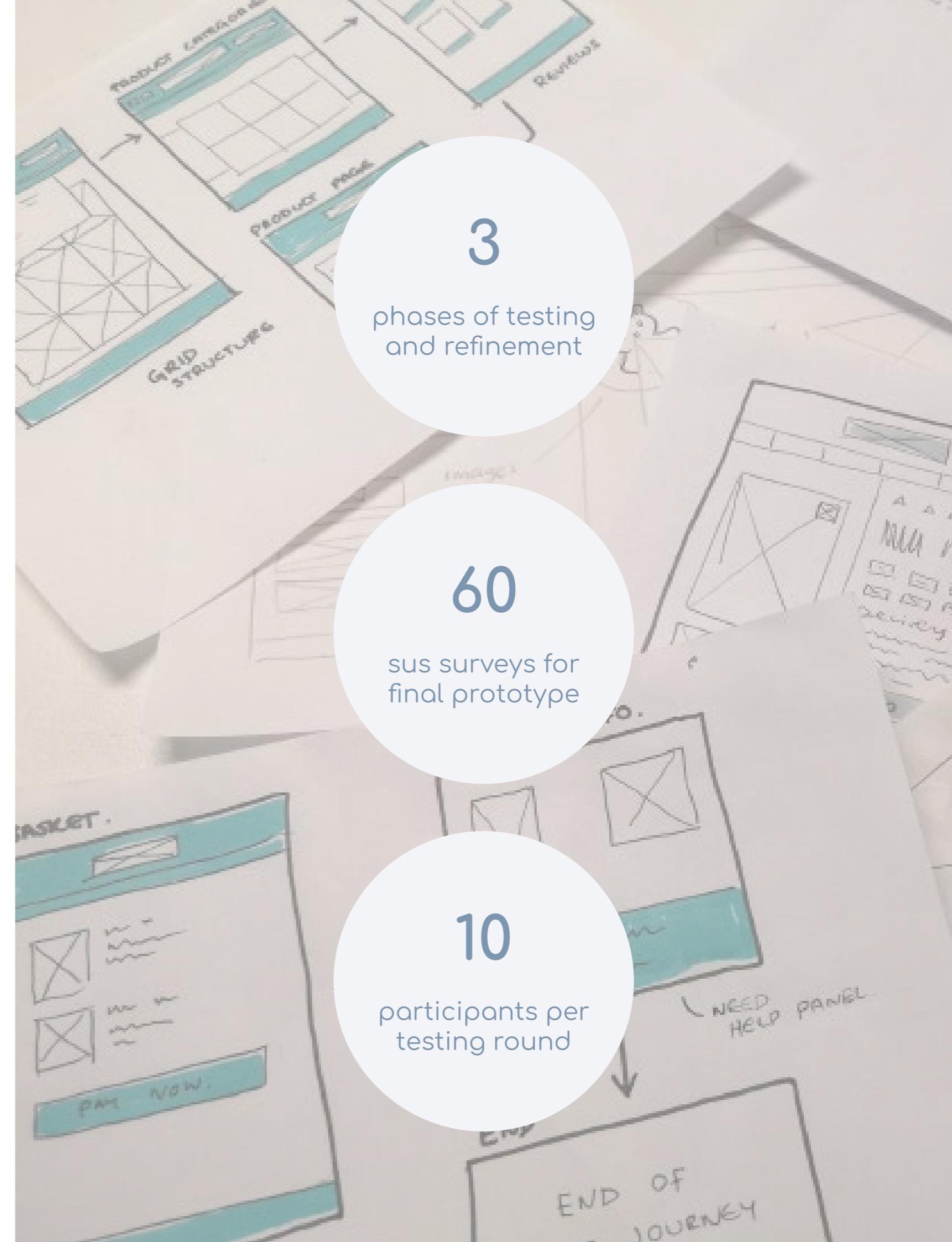
The design process followed the double diamond, with me researching and defining all the services issues. I then catalogued all the usability problems and began to ideate all the possible ways to make the site more intuitive and satisfying to navigate.

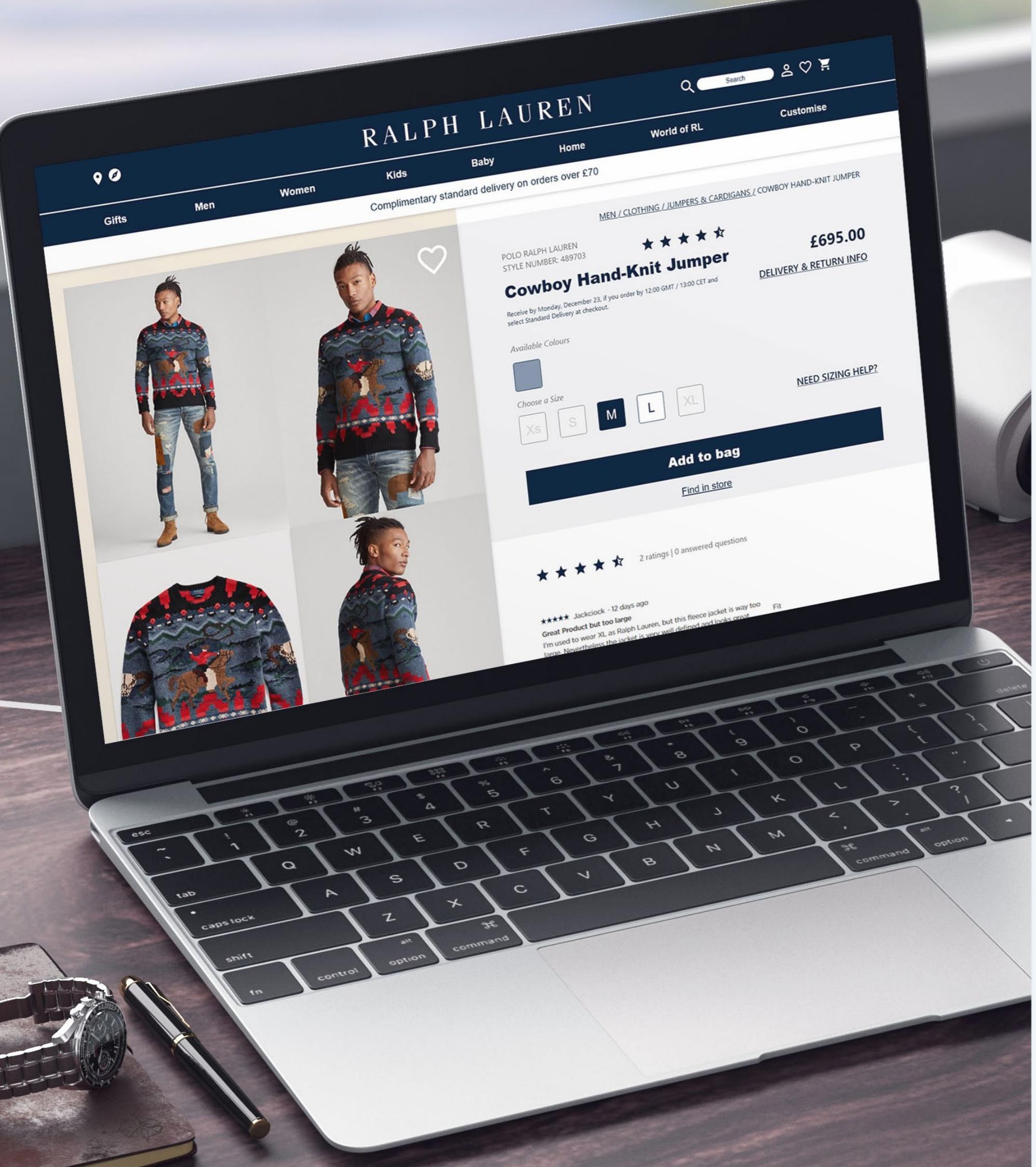
## Testing

To ensure the outcome was successful the prototypes were extensivley tested.

## Goals & Challenges

The main goal of the project, adding value to the Ralph Lauren website was particularly challenging. The company has a design team dedicated to improving sales and conversion rates. This meant that research and testing had to be very user focused to achieve a meaningful design outcome.





## Outcome

Testing showed that there was a statistically significant decrease in SUS scores between the original website (w1) ( $M = 82.1.6$ ,  $SD = 9.674$ ) to the redesign (w2) ( $M = 89.1$ ,  $SD = 10.126$ ),  $t(25) = 3.013$ ,  $p < .05$  (two tailed). The mean difference in SUS scores was 7.0. The eta squared statistic (0.275) indicated a large effect size. A power of .90 was achieved.

This means that the Ralph Lauren redesign is more 'usable' and satisfying than the original website.

We are almost 100% certain the difference is not due to chance

We are 90% certain this answer is correct

## WCAG Guidelines used

- Guideline 1.1 – Text Alternatives
- Guideline 1.3 – Adaptable
- Guideline 1.4 – Distinguishable
- Guideline 2.4 – Navigable
- Guideline 3.1 – Readable
- Guideline 3.2 – Predictable
- Guideline 3.3 – Input Assistance

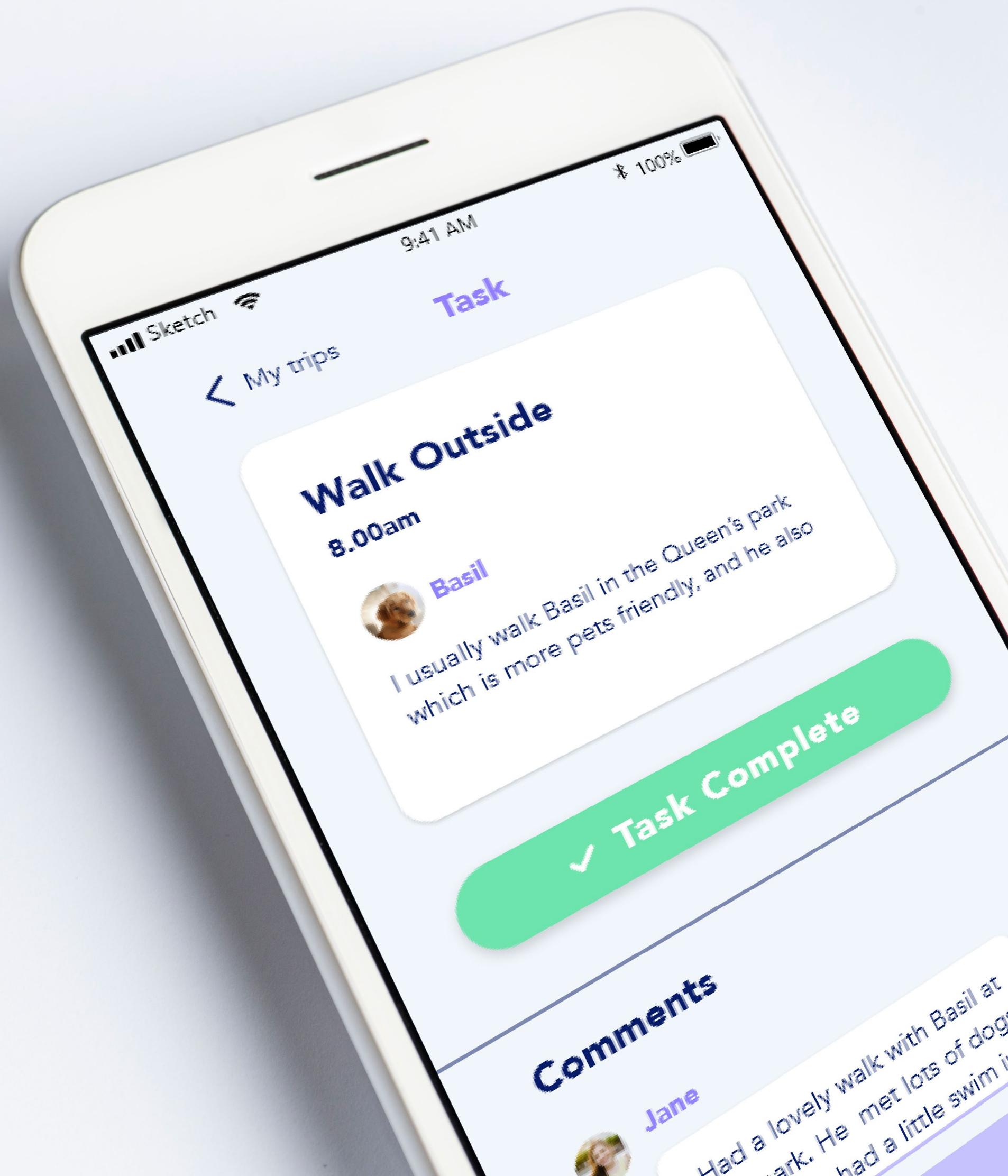
# Petlet™

As a team we worked on a 3 month industrial project with the company Tails.com.

The research based project focused on how to reduce the struggles of multi-species pet owners.

I assisted the team with a design and creativity led approach and was responsible for most aspects of the visual deliverables.

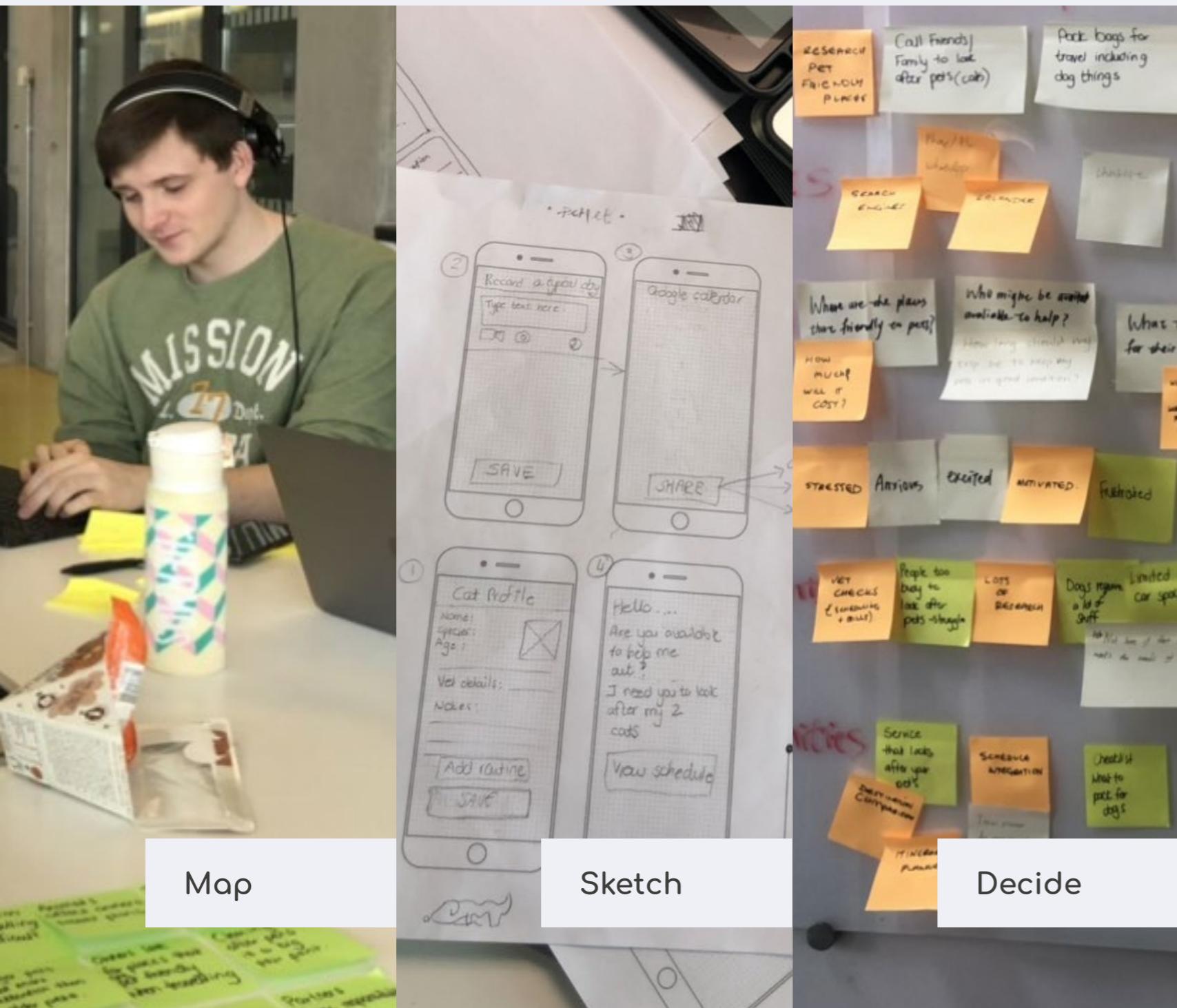
Disciplines: designing for clients, groupworking



## Approach

The project followed the double diamond with emphasis being placed on the needs of the user. We made sure to use research processes that delivered real insights (card sorting, interviews, observation)

As this was a project with a quick turnaround. We ran a week long design sprint. This was an excellent experience to work as a team in a fast paced design environment.



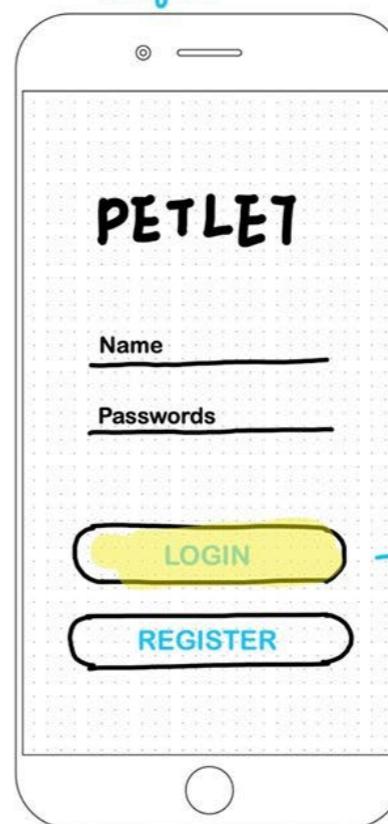
Map

Sketch

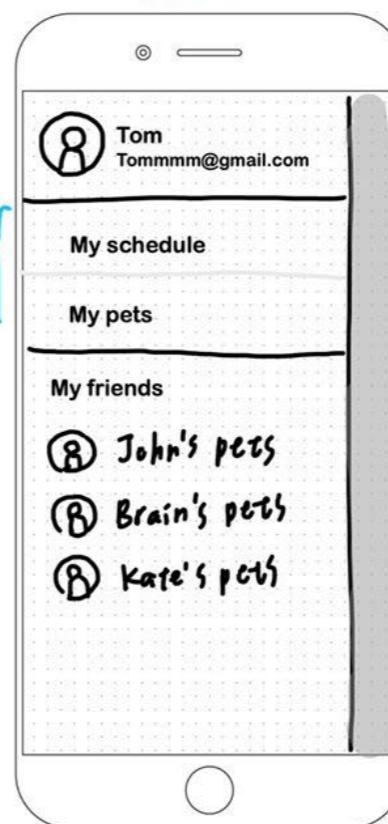
Decide

Prototype

## Login

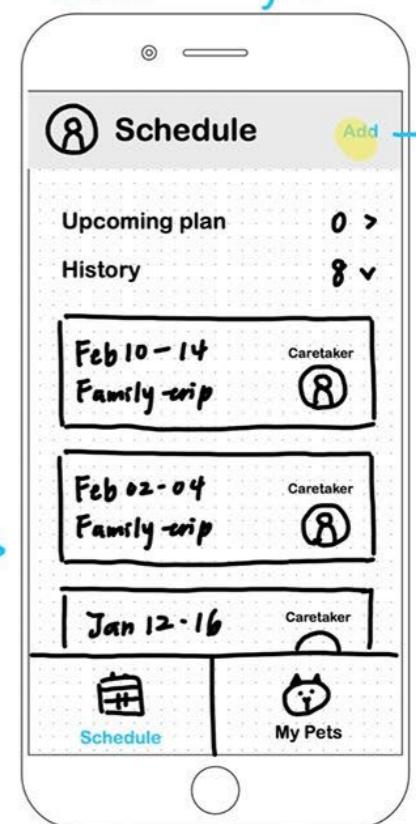


## Menu

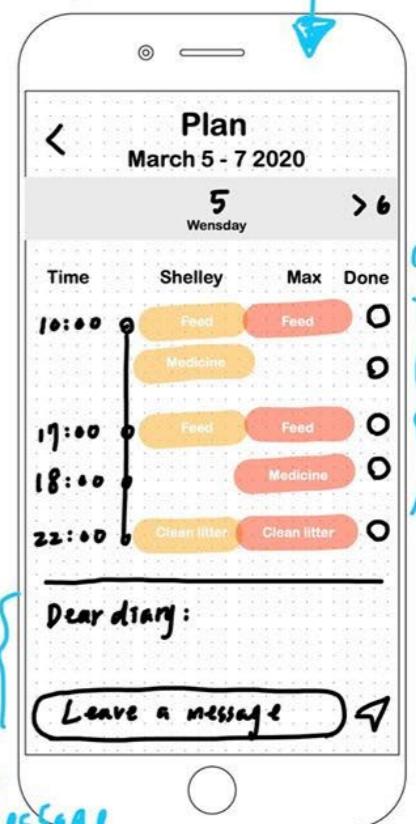


Owner's  
pets

## Plan : away from home

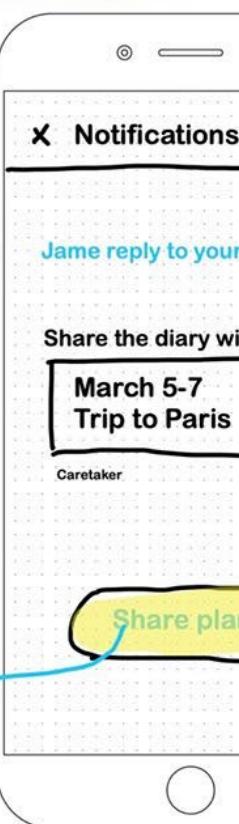
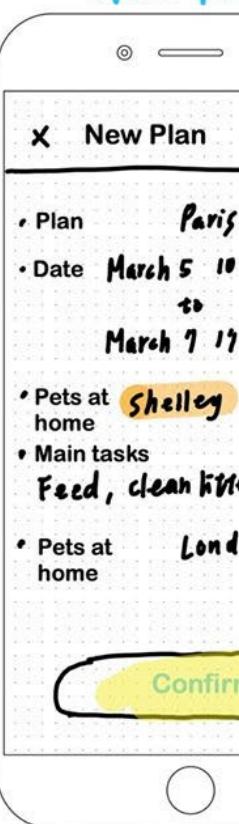


## plan



check  
message

## Add pl



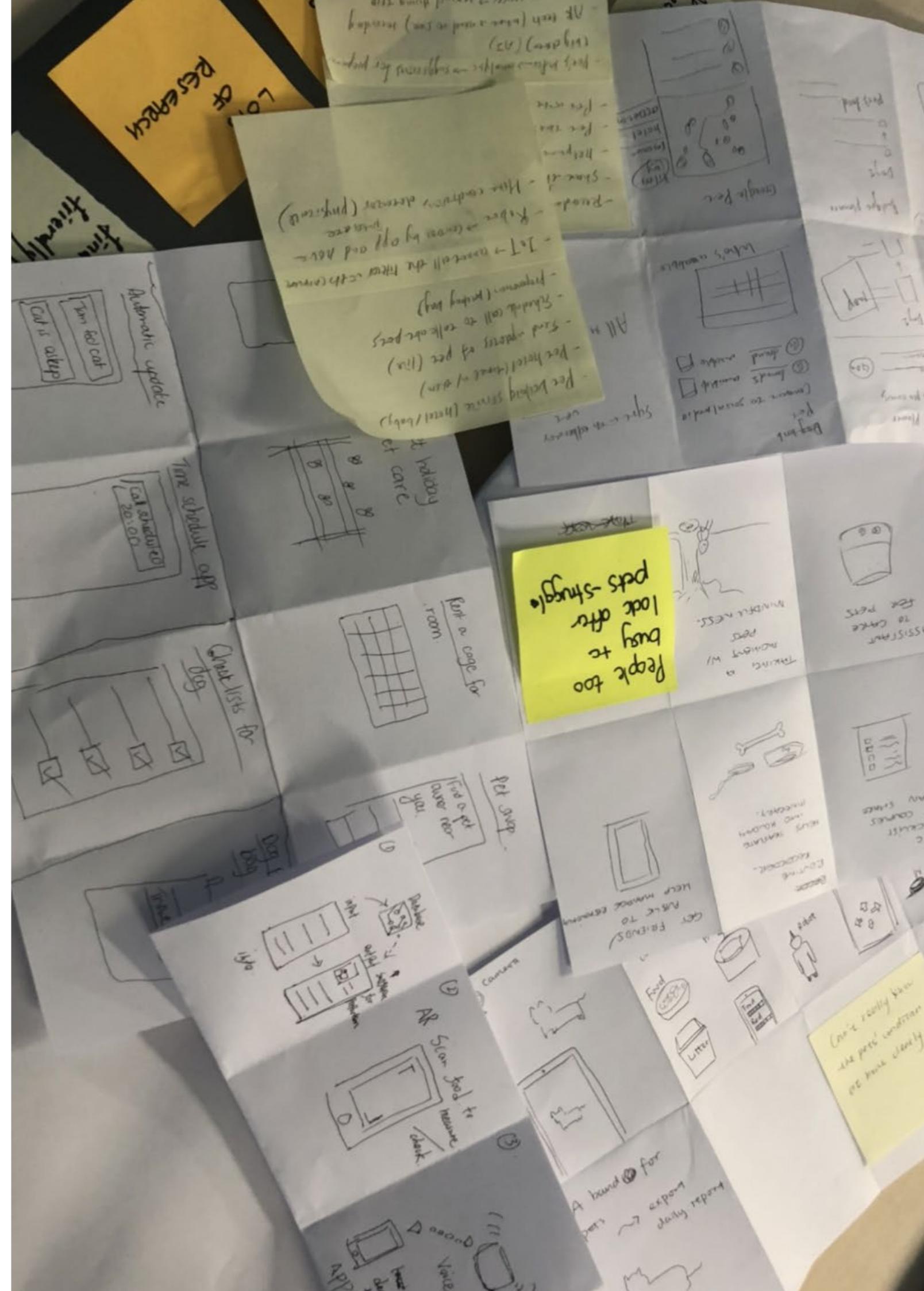
## Testing

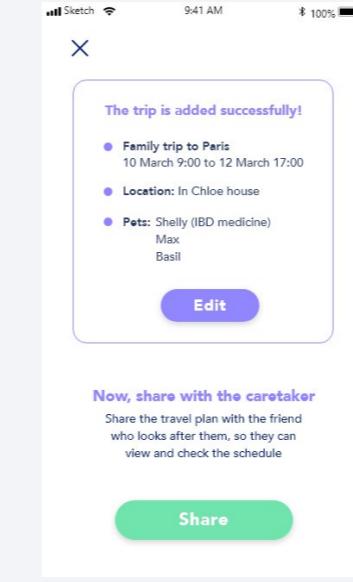
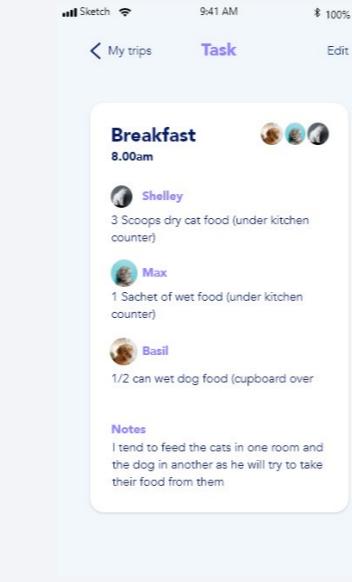
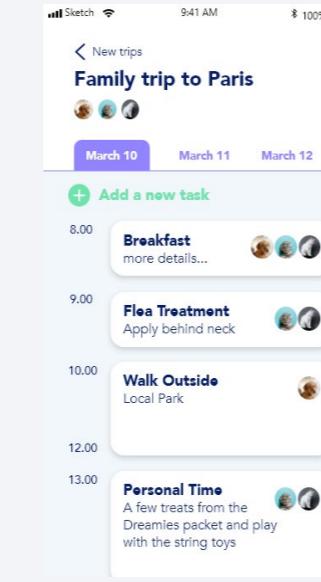
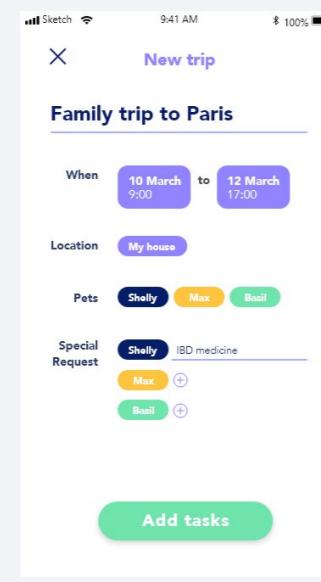
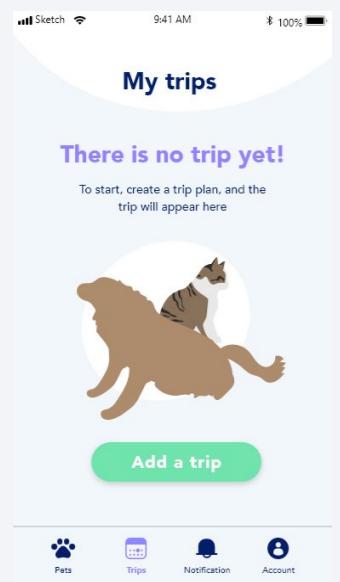
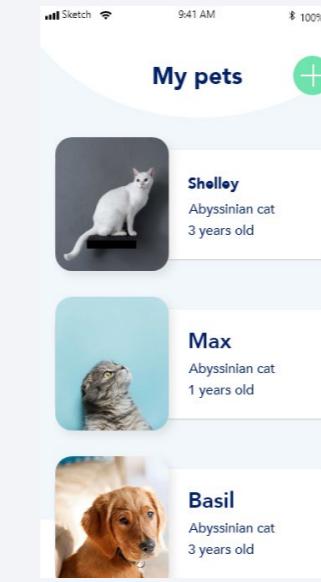
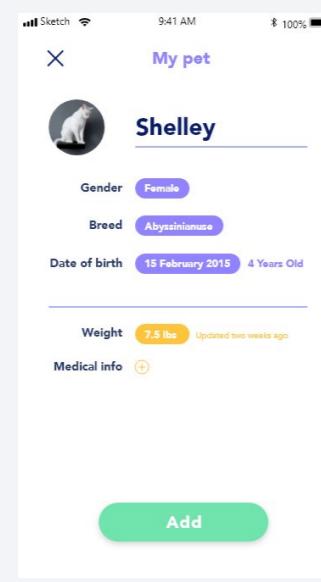
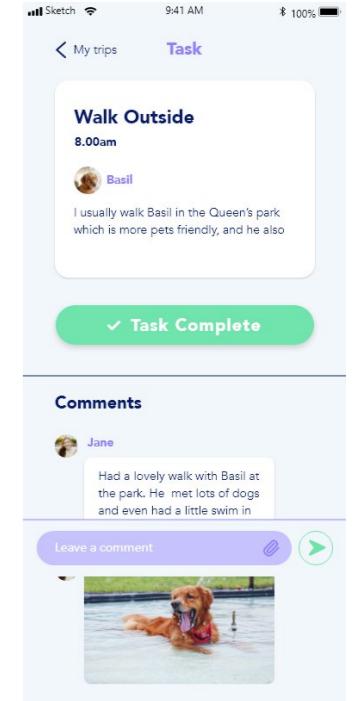
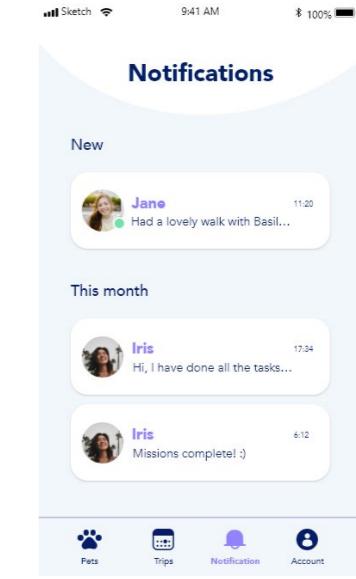
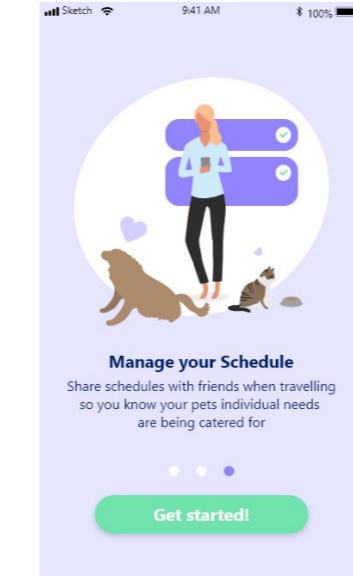
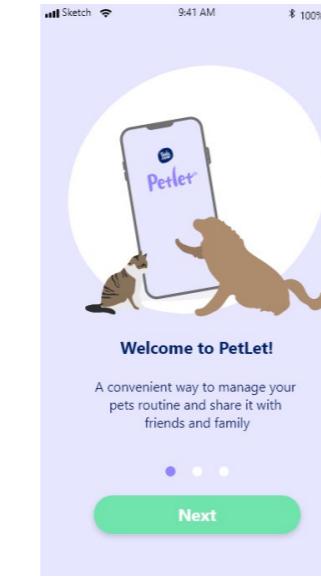
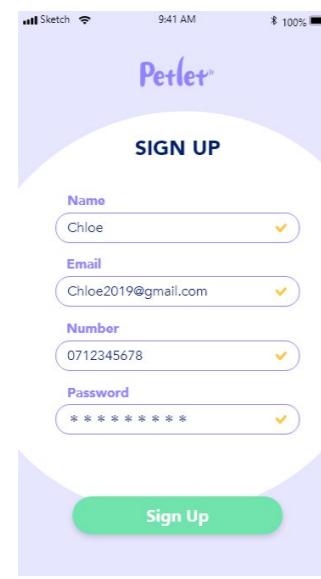
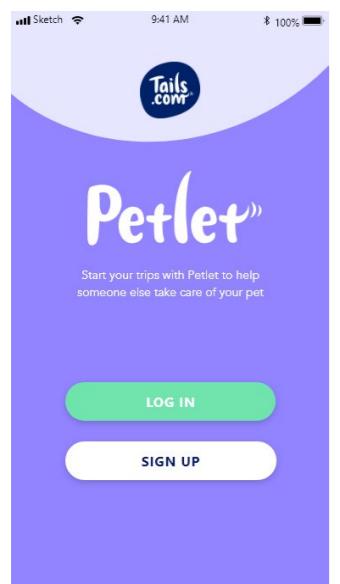
To ensure the outcome was successful the prototypes were extensivley tested with defined target users.

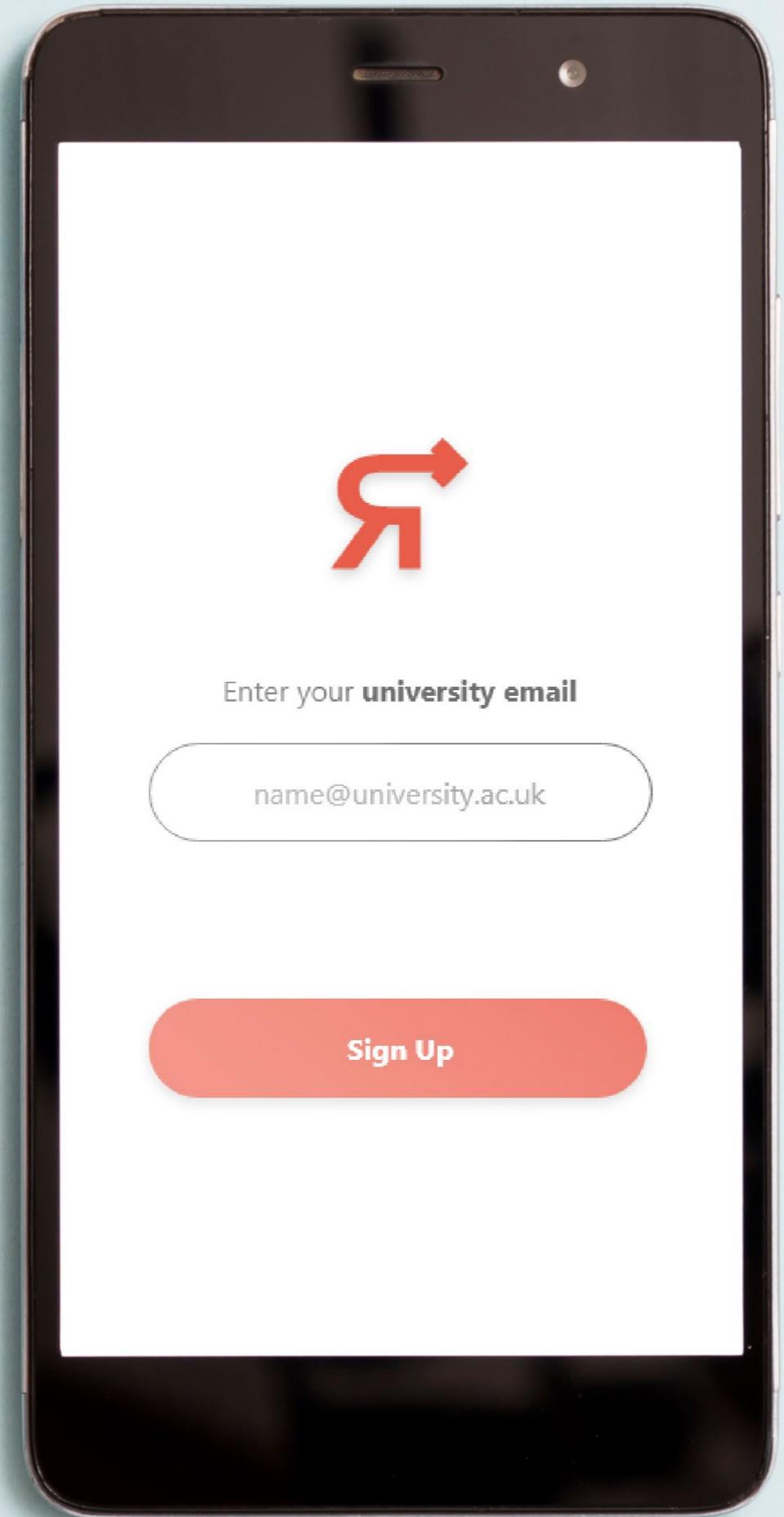
They were encouraged to interact with the prototypes so we could ensure it was intuitive.

## Goals & Challenges

The main goal of the project was to improve the lives of people who are used to dealing with multiple pets. As pets are extremely personal and important, one of the biggest challenges was conducting research respectfully whilst gathering enough detail to produce a meaningful design solution.







# Recoil

The university experience needs to be adjusted to make students more ready for industry 4.0.

This project looked to solve meaningful issue, defined through detailed user centred research, for education 4.0 using Artificial Intelligence.

This was a 3 month long team project, in which I led the analytical and artificial intelligence modelling.

Disciplines: designing for AI, groupworking, experience design



**University is a **high cost service**.**

**Students need to feel that the experiences they receive make them feel **valued, listened to** and in **control**.**

### Issues to consider

Making sure data remains private

Preventing overloading by not pushing content too hard or too often

Making sure that AI empowers lecturers rather than competing with existing university systems.

### AI Models

Learner model:

Manages learning styles and content preferences.

Domain model:

Automates content labelling and assignment.

Delivery model:

A reward based AI that learns when users are most receptive to content.

### Persona

Chloe is a 2nd year Engineering student at Loughborough University. Having struggled during her 1st year, she feels pressured to achieve highly in her second year.

She uses university and external resources to learn, but finds it difficult to find the best content for her learning style.

She needs extra support from the university and feels that getting assistance adds value to her experience.



### Task Goals

Find study material

Manage resources

Find support

### Exp Goals

Feel in control

Feel motivated & rewarded

### Pain Points

Idiosyncrasies of lectures

Content hard to manage

No long term learning

Revision is isolating

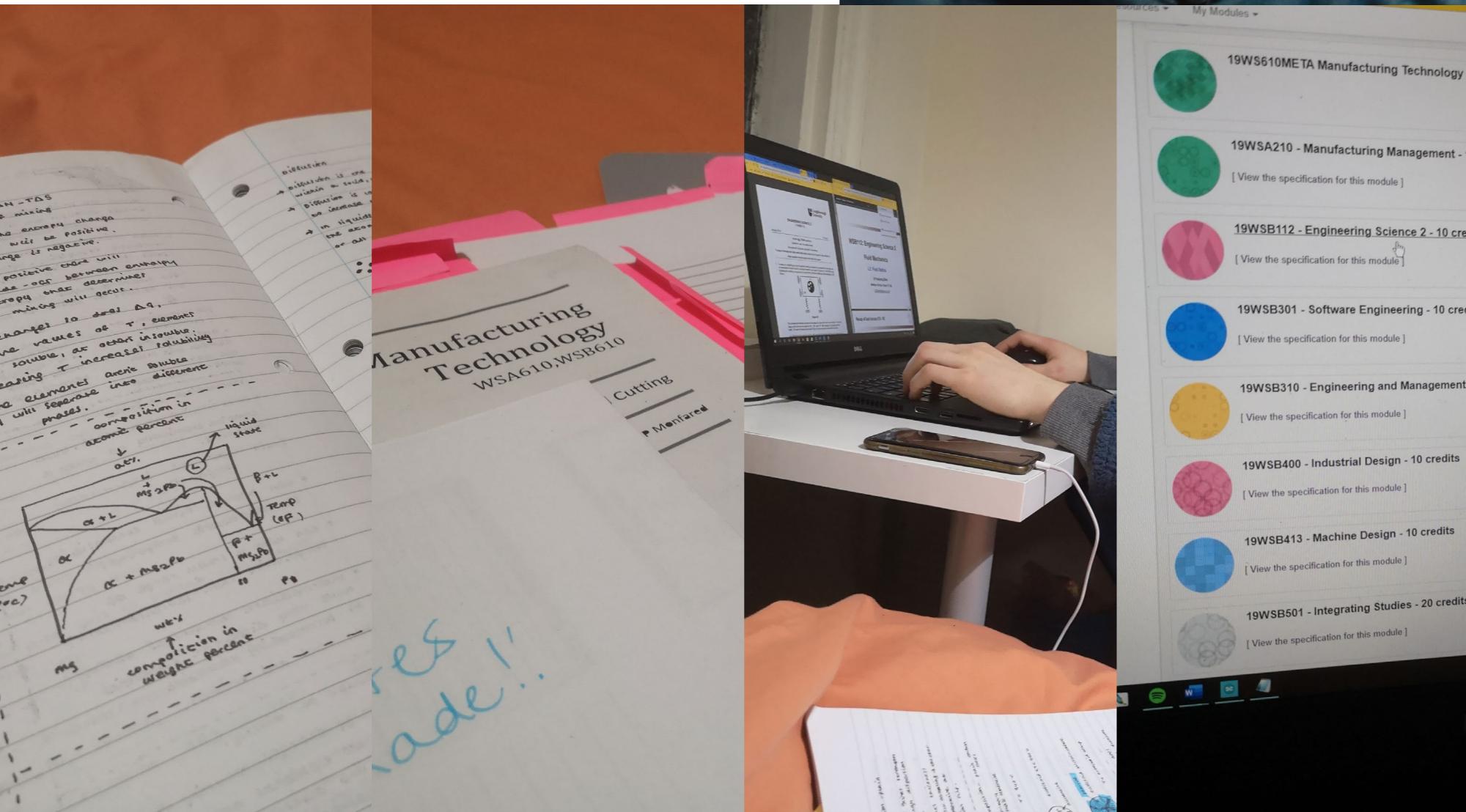
"  
I want to feel valued and supported as a student... Especially during stressful periods

## Testing

Initial wire-frame were sketched out so I had an idea of how the app would flow. These were tested with body-storming.

This was then transferred into Adobe XD to create something more interactive and tangible.

To make sure the prototype was suited to my research participant I sat down an observed them, noting down key information.



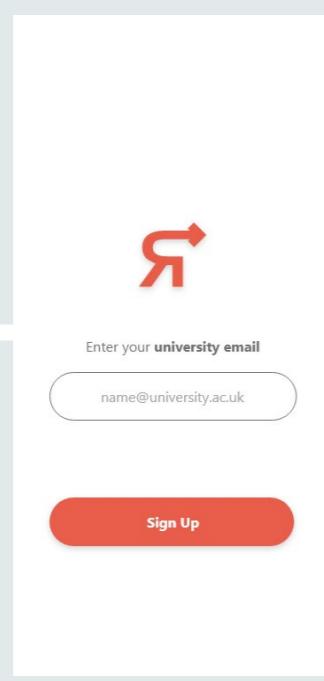
## Goals & Challenges

The main goal of the project was to improve the university experience for those who were not feeling supported. The greatest challenge of the project was enabling the individual without having a negative impact on the existing services. Making sure the AI was relevant and that data was handled ethically were also primary concerns.

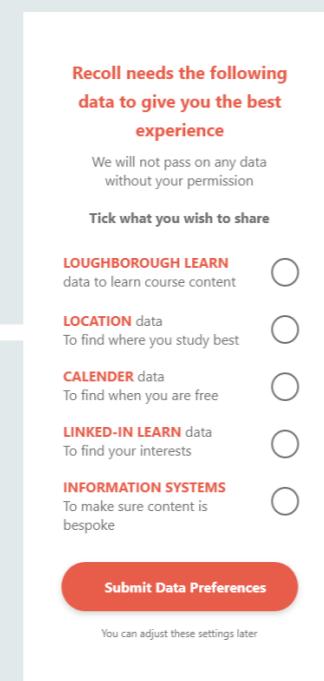
## 'Hero' page



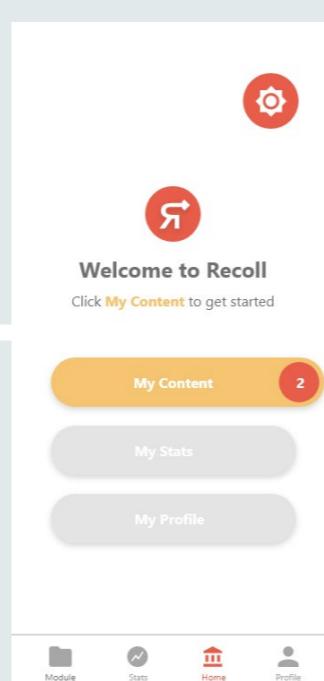
## Sign In



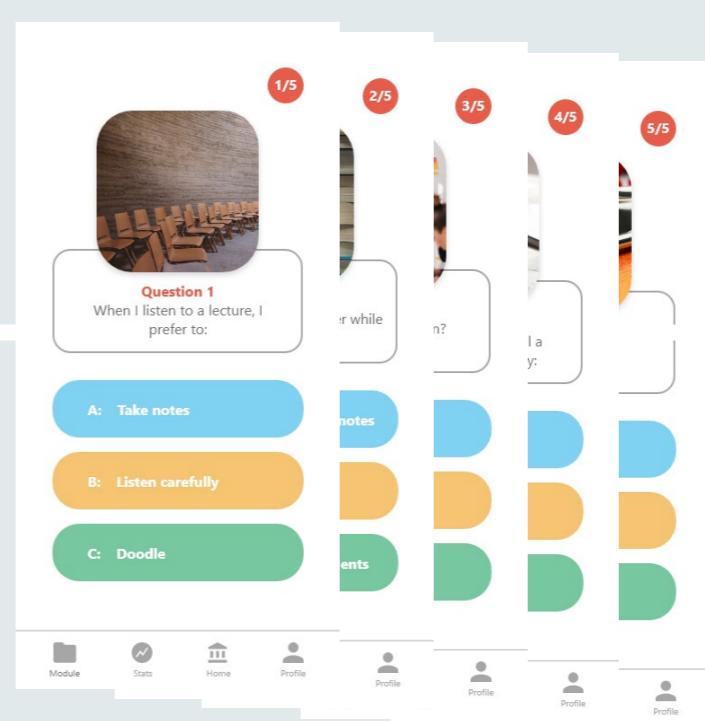
## Data



## Homepage

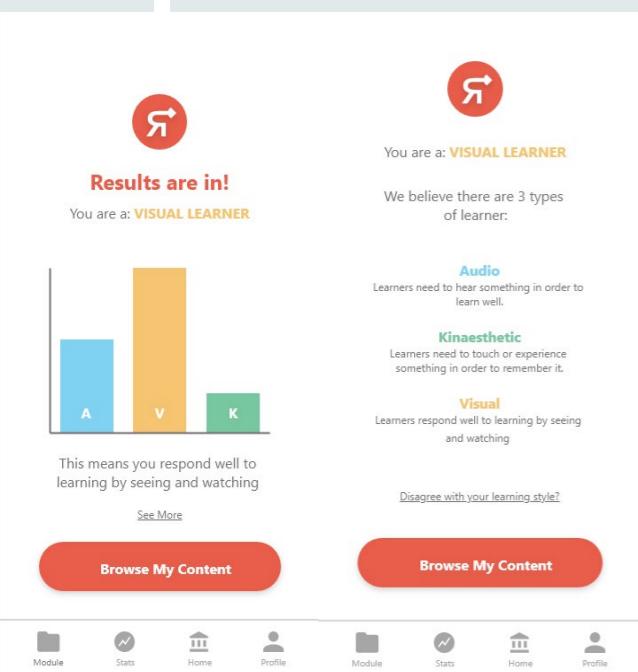


## Quiz



Results from the quiz inform the Artificial Intelligence.

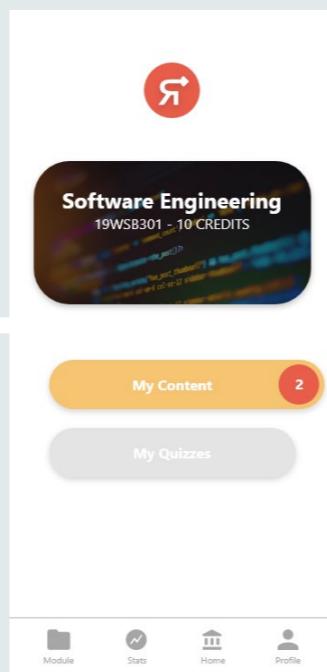
## Results & Info



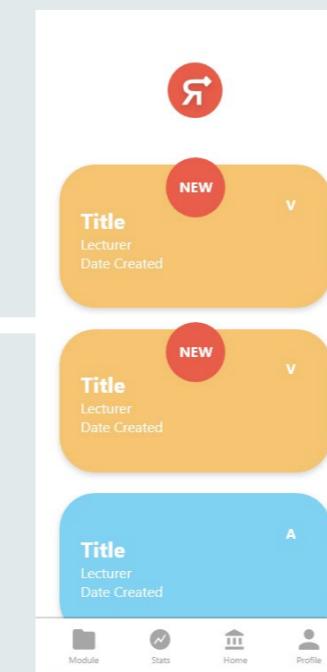
## Modules



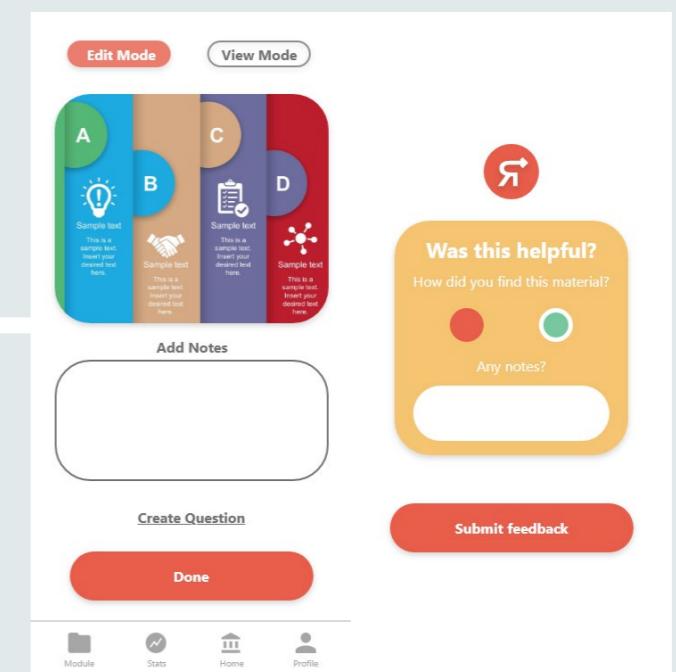
## Module info



## Content



## Notes & review



OS : Android 10,  
KitKat  
Handset: Huawei p20  
Prototyped in:  
Adobe XD

## Projects in industry

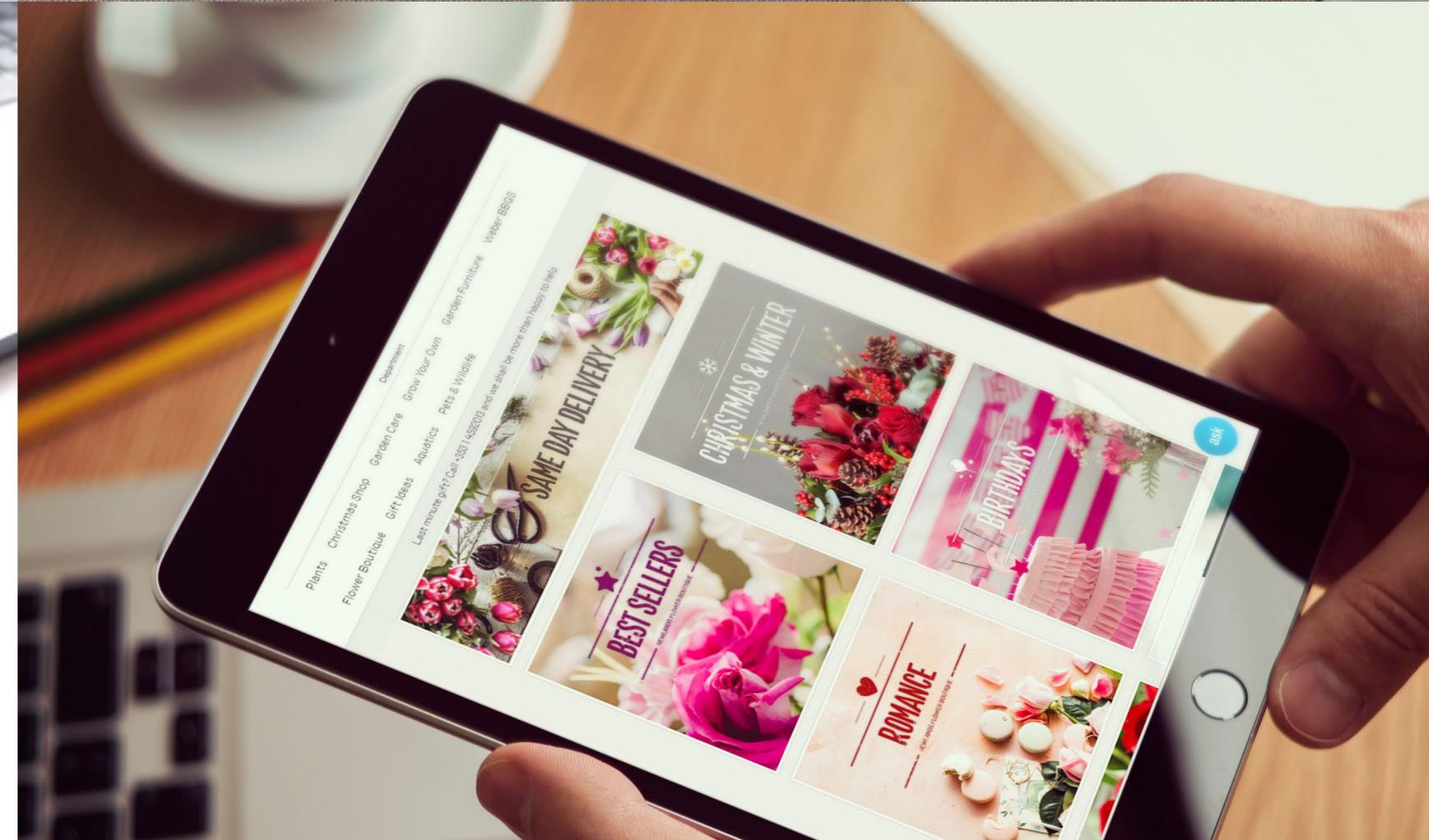
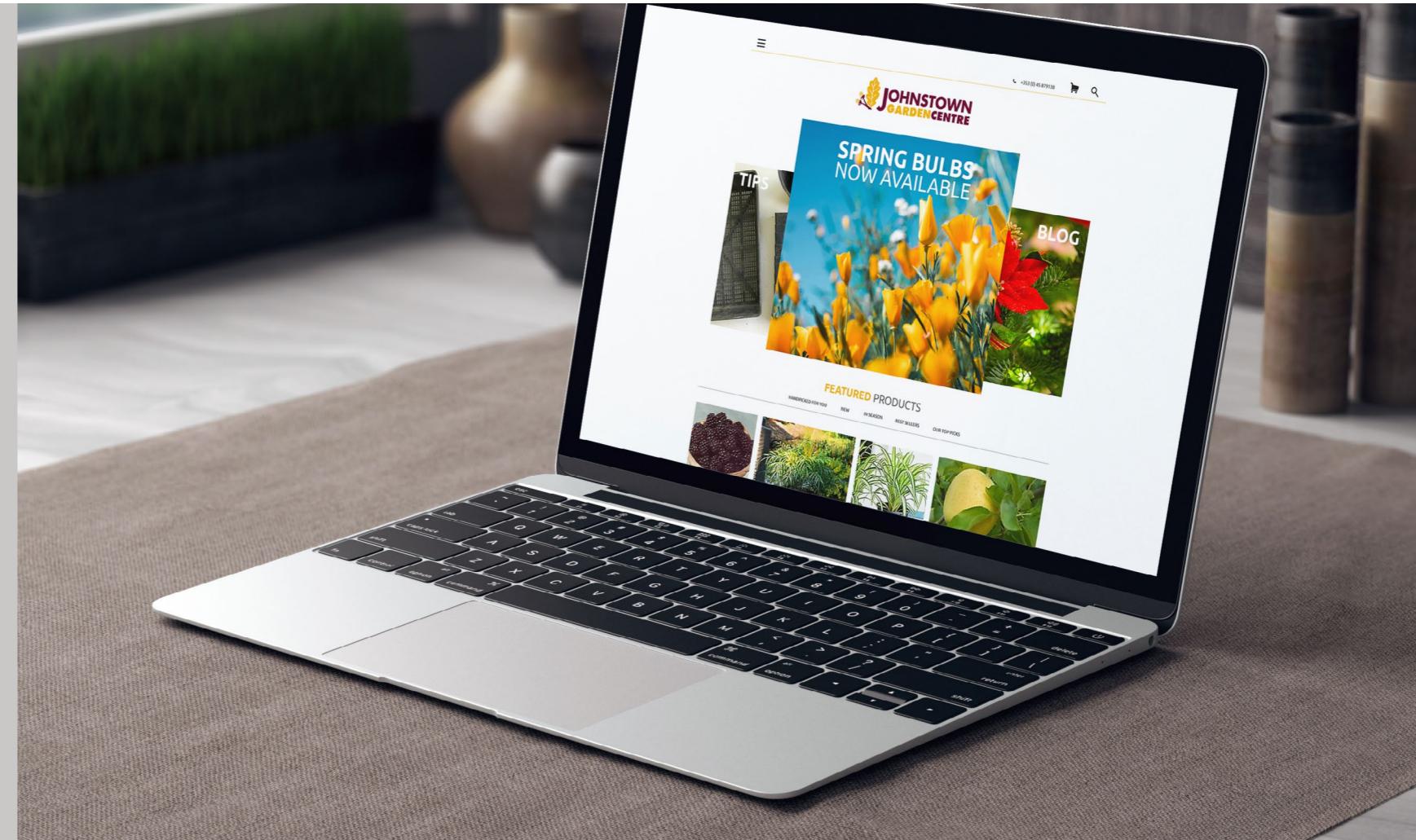
Here are some projects that I have worked on while working at Jonk Design

I created banners and quick-links designed and implemented across Newlands.ie to improve experience and make navigation easier. This was initially planned for one department, but the client was so impressed they commissioned it across the entire site.

This was the chosen wire-frame mock up from a range that I developed for the client [www.johnstongardencentre.ie](http://www.johnstongardencentre.ie). They were created using Photoshop.

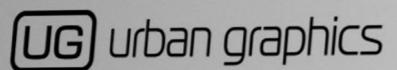
The site is now under development

These are Photoshop visual mock-ups for the [www.jonkdesign.co.uk](http://www.jonkdesign.co.uk) website. They were made to showcase some of the companies leading projects.



Homepage design and visual  
mock-ups for  
[www.urban-graphics.co.uk](http://www.urban-graphics.co.uk)

This site is currently under  
construction



HOME

ABOUT US

OUR CLIENTS

PUBLICATIONS

CONTACT



Urban Graphics is a communications and graphic design company that specialise in town planning, urban design, infrastructure and the built environment sectors. We deliver high quality print, online and interactive tools that help shape the world we live in.

## About me

### My journey

Sunderland Peacock Architecture,  
Clitheroe  
Oct - Nov 2016

WM Design & Architecture, Anglesey  
Jan - Mar 2017

Woodscape, Blackburn  
Jan - Aug 2018

Tom Vousden, Llangefni  
Jun - Jul 2018

M-Sparc, Gaerwen  
May - Sep 2019

Tmto Design, Bangor  
Nov 2018 - Nov 2019

Jonk Design, Dwyran  
Oct 2018 - Jan 2020

## Design

### Software

Solidworks, Illustrator, Photoshop, Indesign, Adobe XD,  
Sketch, Axure RP, Blender, Keyshot, Arduino, Python,  
Visual studio code, Django, HTML, CSS

### Prototyping

Wire-frames, sketching, 3D Printing, Foam Modelling,  
Photoshop mock-ups (websites & products)

## Education

Bangor University  
Product design BSc                    1st (78%)

Loughborough University  
User Experience Design                    Merit(68% predicted)

## Volunteering

Hoddlesden Scout Group  
Oct 2010 - May 2015

British Heart Foundation  
Sep 2015 - Feb 2016

