

Recent Work ²⁰¹⁸

Intro

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Enterprise Web Project

- Case Deep Dive

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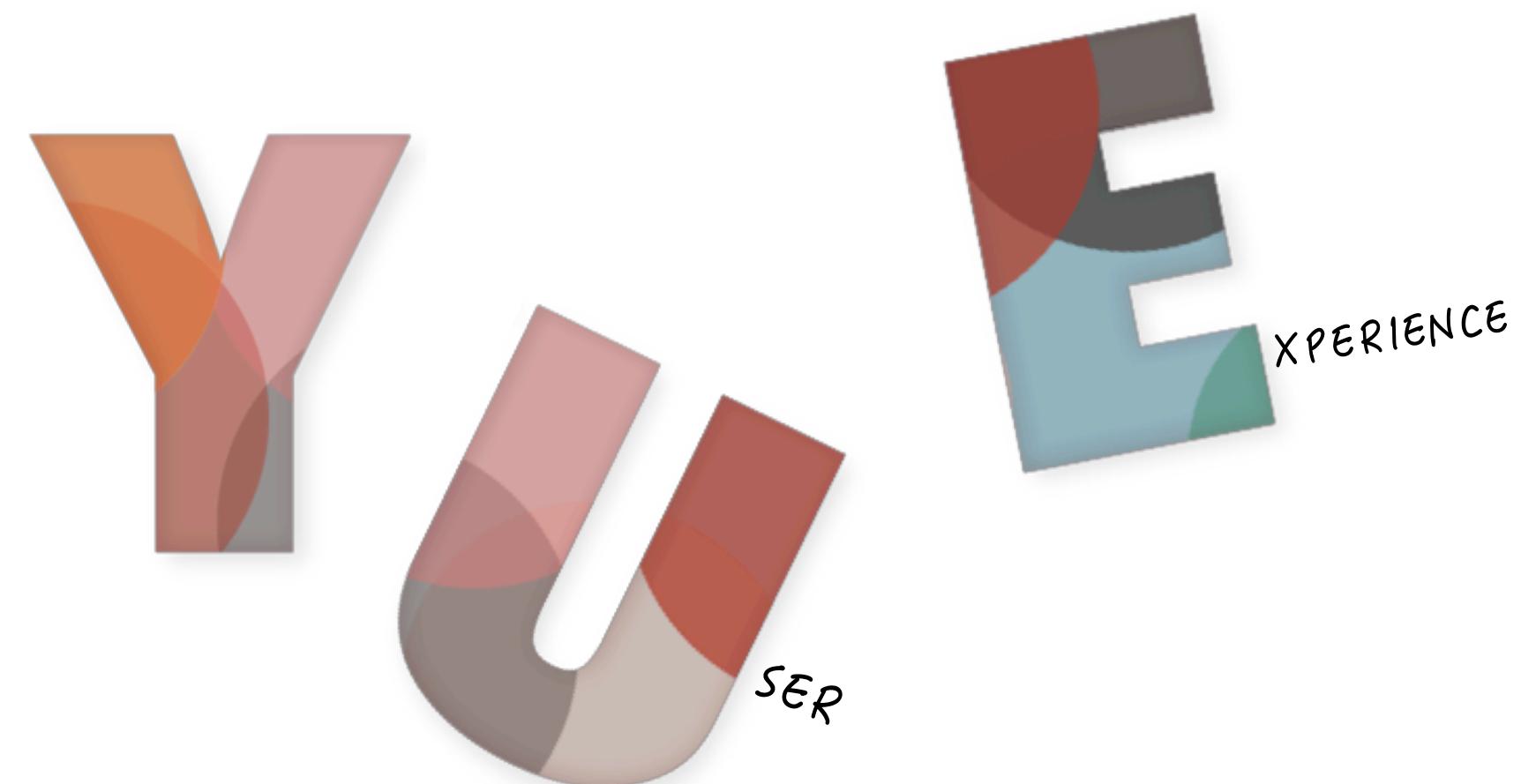
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YUE CHEN

Like my previous manager would make fun of my name, “Yue [yoo-ei] is our UX/UI designer.”

Hello! I am Yue. This document showcases the most recent projects that I have done in 2018. For previous projects, please visit: www.yueux.com

I **specialized** in creating user experiences with a product thinking. On top of my design tool belt, my strength are concretizing product vision, empathizing user needs and solutioning for complex system with a understanding of engineering feasibility. I am flexible as I embrace ideas and keep iterating on. Sometimes, I could be dangerous enough to break a thing to create a better one.

I thrive on working in multidisciplinary team and working through problems for elegant user experiences. I found the key to a successful product outcome is being with business goal and being user-centered .



Work

Previous



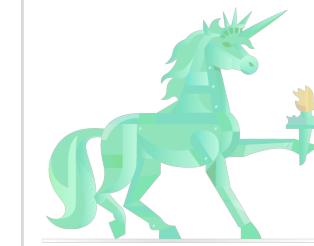
School of Information
University of Michigan

Human Computer Interaction



JOOL App
JOOL Health
Ann Arbor

Web and mobile app
UX, IA, Usability Testing



Nissan Finance
Digitas
New York

Design consultation, mobile
journey map, prototype, annotation

Current



I work at Verizon Wireless on project that span multiple user types, platforms and scales.

Customer facing
My Verizon app

Mobile

Business and IT facing
AI Manager 2.0

Web

Factory facing
My Verizon Diagnostic

Web

AI Manager 2.0

enterprise system design

AI Manager 2.0

End-to-end Design

As part of Verizon's "Enhancement of Customer Engagement" initiative, I received the ask to take over the design of AI Manager 2.0 - a **content management system for Verizon's Omni-channel online chatbots**. This platform features a powerful, efficient, friendly interface for business and IT users to build and maintain NLP conversational content, plus workflow management and analytic dashboard.

I co-drive the end-to-end design of enterprise platform, participating in full product development life cycle from requirement gathering through all fidelities of design, toward development.

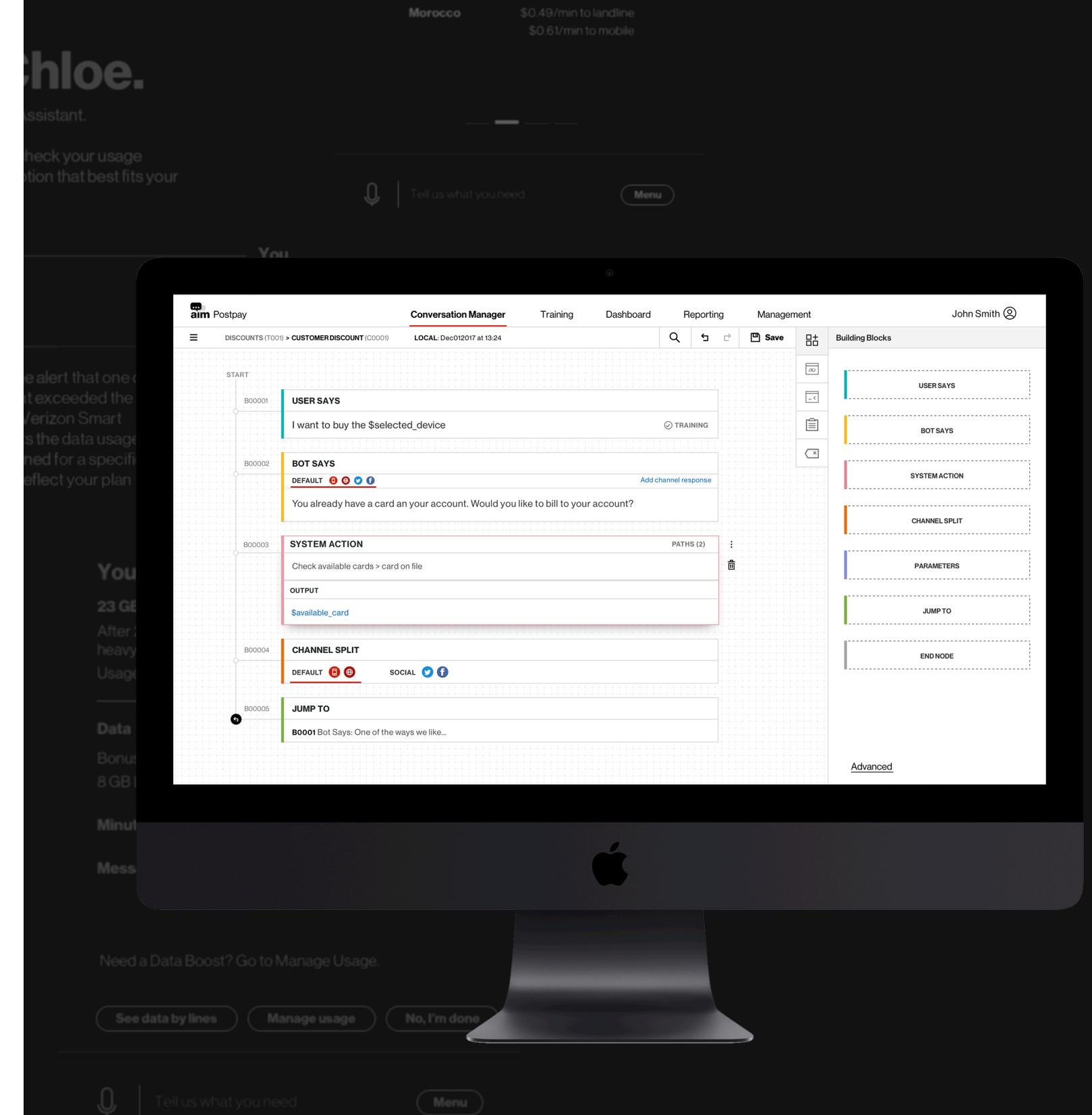
Time Frame

- Project started: 2017/11
- I joined: 2018/04
(11 months, ongoing)
- Pilot: 2018/06
- MVP Launched: 2018/08

Me
→

Team (In house and consultants)

- 2 Product Owners
- Lead Architect
- Business Analyst
- 2 UX/UI Designers
- 9 Front-end, back-end Developers
- 2 QAs



Hey, Lebowski.

I'm Verizon's Digital Assistant.

I see you want to manage your usage.
Verizon offers a variety of options based...

AI Manager 2.0

Objectives

AI Manager 2.0 was aimed at a complete new design based on Dialogflow service from the old 1.0 with Watson. Main goals of the 2.0 are:

- to quickly **build out flows** of conversation and **test new concepts**
- to **speed up the implementation** of conversational content and NLP trainings
- to **add governance** to the chatbot development process and improve workflow, e.g. QA process and requests from business to IT
- to have a **business-friendly** interface - WYSIWYG
- to **save cost** of backend services and accounts
- to add enhanced features, e.g. **analytics** and **dashboard**
- to potentially market this platform

User Groups

For each verizon business unit (aka. domain):

👤 Conversation Designer (Business)

👤 Conversation Designer (IT)

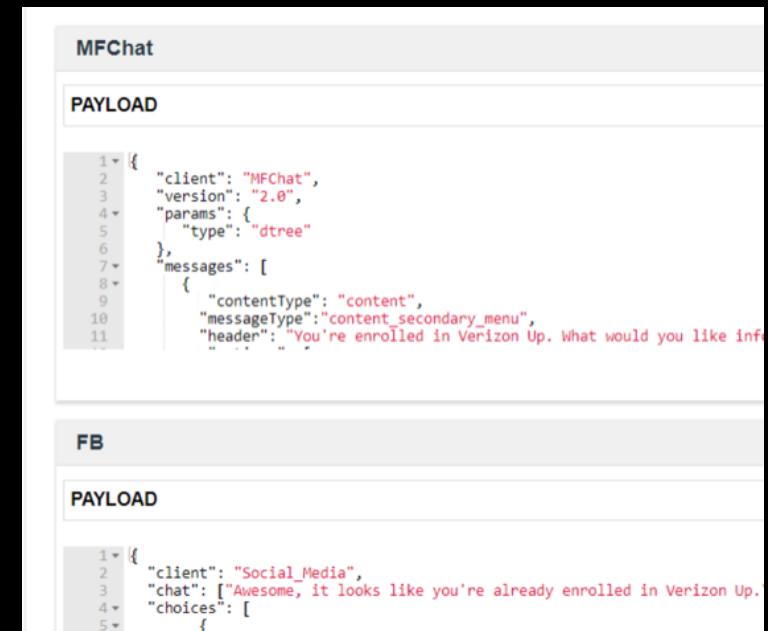
👤 NLP Specialist

👤 Lead Developer (IT)

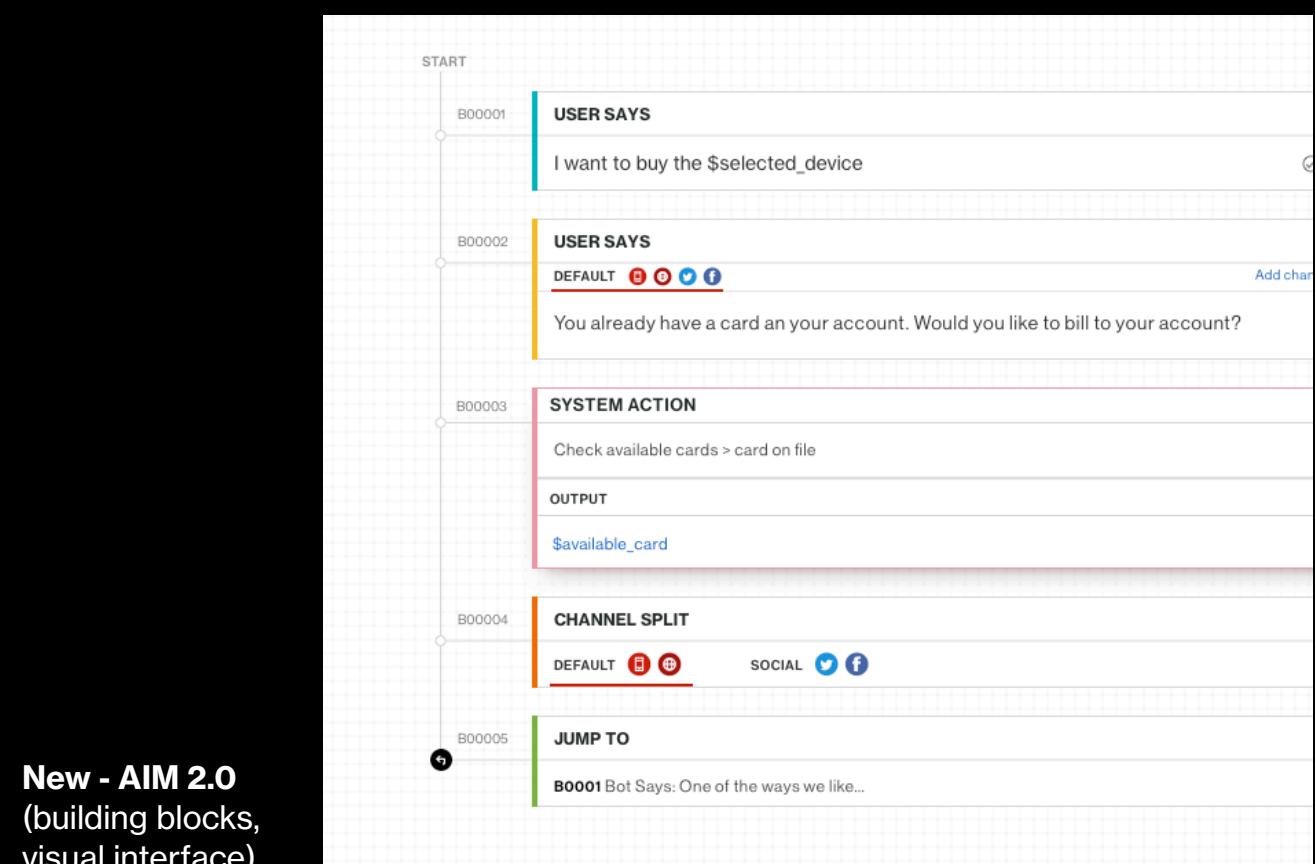
👤 QA(IT)

👤 QA (Business)

👤 Dev manager & Domain manger



```
MFChat
PAYLOAD
1  {
2   "client": "MFChat",
3   "version": "2.0",
4   "params": {
5     "type": "dtree"
6   },
7   "messages": [
8     {
9       "contentType": "content",
10      "messageType": "content_secondary_menu",
11      "header": "You're enrolled in Verizon Up. What would you like info on?"
12    }
13  ]
14 }
```



Previous - AIM 1.0
(code-heavy, IT focus)

Process

1. Need Discovery

- Journey mapping
- Contextual inquiry
- Content audit &
- Usability evaluation
(if feature currently exists)

2. Solutioning

- Brainstorming
- Industry benchmarking
- Wireframing & Rapid prototyping
- Design reviews
- Design validation

3. Making

- Hi-fi prototype
- Visual asset
- Design annotation

0. Strategy & Planing

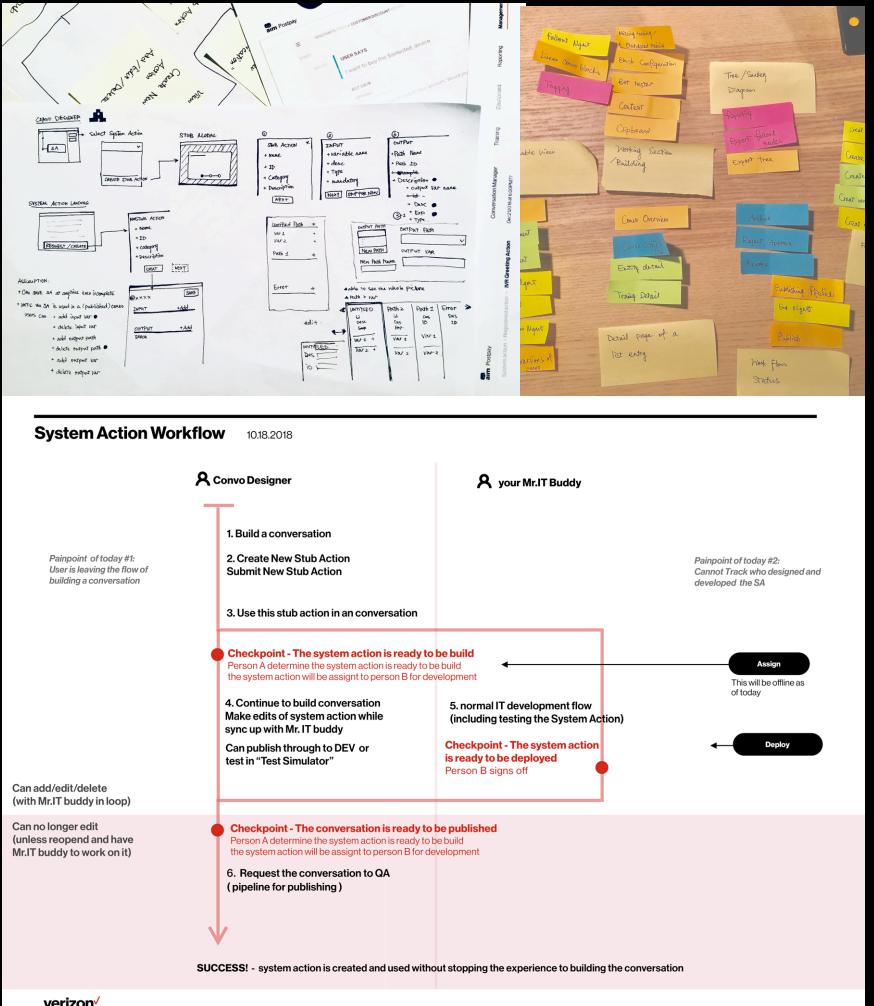
- Stakeholder meeting
- Roadmap planning

*Due to team dynamics and the complexity of this system which involves a lot of back-end dependencies and multiple user groups and workflow, on top of ideation and execution, my effort was also largely put on requirement discovery with product owner and stakeholders.

4. Development Support

- Gap & Edge case
- Visual QA

* Plan&Design sprint and Development sprint happen at the same time, while design of a feature usually starts one or two sprints before putting it into development.



Solution highlight

Multi-modal Platform

This screenshot shows the Conversation Designer interface. It displays a flowchart of interactions between a user and a bot. The flow starts with a user saying "I want to buy the \$selected_device". The bot responds with "You already have a card on your account. Would you like to bill to your account?", which triggers a system action to check available cards. The bot then says "Bot Says: One of the ways we like...". A sidebar on the right lists "Building Blocks" such as USER SAYS, BOT SAYS, SYSTEM ACTION, CHANNEL SPLIT, PARAMETERS, JUMP TO, and END NODE.

Conversation Designer

a deep dive of my approach to Left-side Panel revamp → page xx

This screenshot shows the Dashboard interface. It features a "Pending approval to QA" section with a table for "Working Queue" items. The table includes columns for NAME, TOPIC, DATE PUBLISHED (QA), CREATED BY, IMPACT, and ASSIGNEE. Below this is a "BLOCK DETAILS" table showing filter ID, filter block type, and block label. At the bottom, there are "Activity & Comments" and "REJECT" and "APPROVE" buttons.

Dashboard

This screenshot shows the Table Entry Detail View interface. It displays a list of "USER EXPRESSIONS" and "INSTANCE" details. The "INSTANCE" section includes a "CONVERSATION" table with columns for CONVERSATION ID, ENVIRONMENT, and STATUS. A large table on the right lists "User expression 1" through "User expression 15" along with their respective details and timestamps.

Table Entry Detail View

This screenshot shows the Landing Table View interface. It displays a table of "Conversations (321)" with columns for NAME, TOPIC, VERSION, and ENVIRONMENT. A search bar and filter buttons for DEV, QA, and PROD are at the top. A legend at the bottom defines symbols for User Says, Bot Says, System Action, Channel Split, Parameters, Jump To, and End Node.

Landing Table View

This screenshot shows the D-Tree View interface. It displays a hierarchical tree structure of conversation blocks. The root node is "USER SAYS: Check Verizon Up". It branches into "BOT SAYS: Awesome!" and "BOT SAYS: Let's take a look at our new loyalty program, Verizon Up...". Further branches include "LINK: Watch a video about Verizon", "USER SAYS: Watch a video to learn how the program works", "BOT SAYS: Awesome! You can enroll in Verizon Up...", and "JUMP TO: CO01B005". A legend at the bottom explains the symbols used in the tree.

D-Tree View

This screenshot shows the Analytic Reporting interface. It displays a "Traffic Fallout" section with a "Path Analysis" chart showing the percentage of traffic that falls out at various points. A "TOP FALLOUT RATE BY CONVERSATION" table lists conversations with their respective fallout rates. The "Global Fallout" section shows a breakdown of fallout by conversation ID and channel.

Analytic Reporting

Solution highlight

Information Architecture

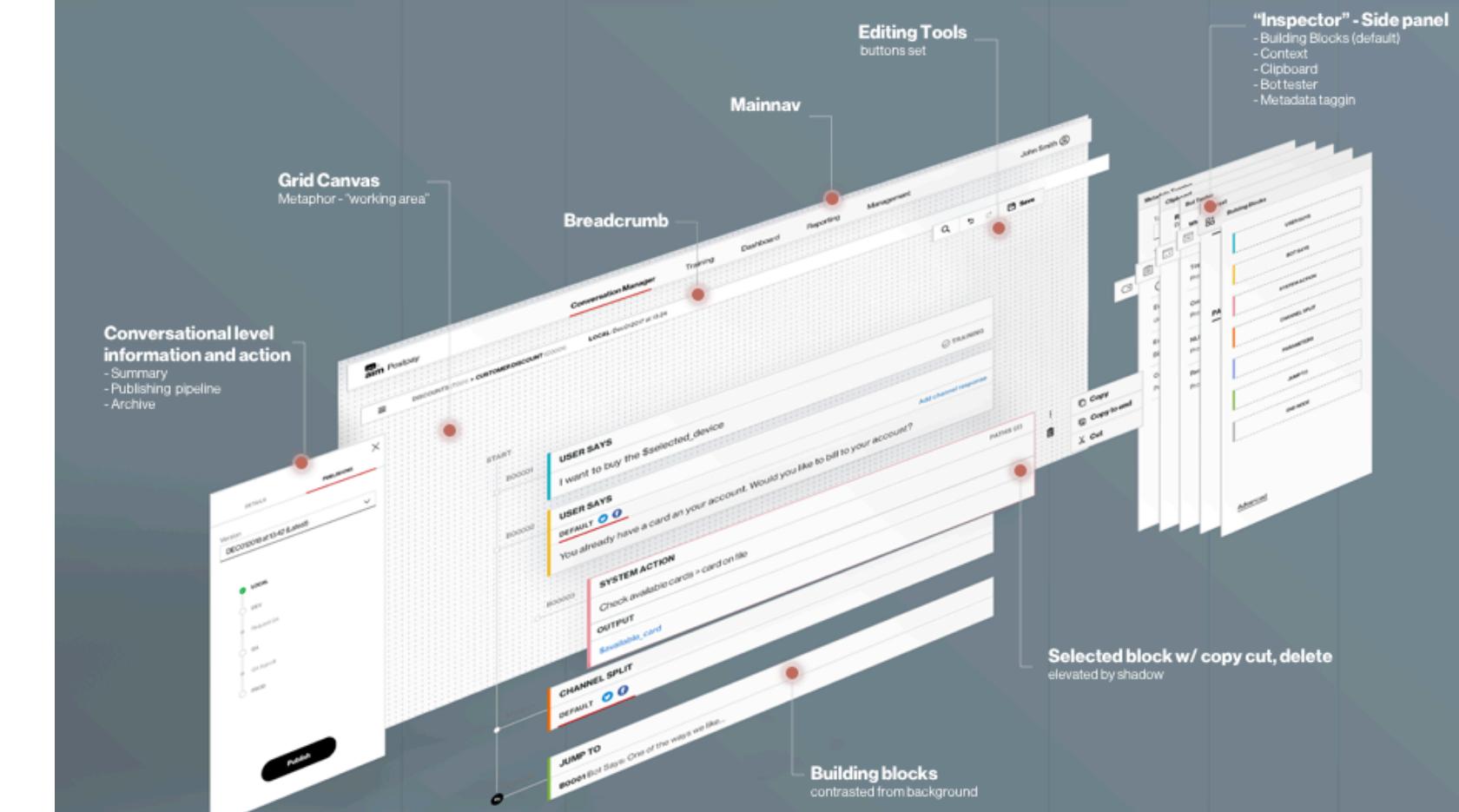
When I started working on the core AIM side, I noticed that the tool is rich in features, however they are all over. It is like an unorganized room that make it impossible find the one thing you want.

Some features were quick patches to meet the roadmap of MVP, however, as I saw opportunities to, I will try, for example, to improve information architecture and create “**space**” within sections.

So I did a card sorting exercise, dissected current design to take down all main feature points and ran 2 rounds of sorting to:

Round I. check if the sectioning of the system is reasonable

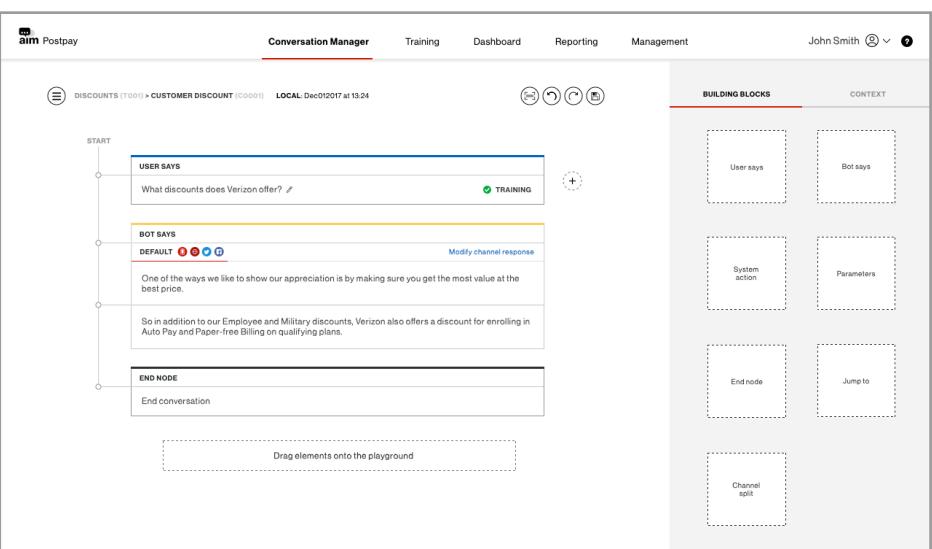
Round II. group similar page so as to unify style and experiences



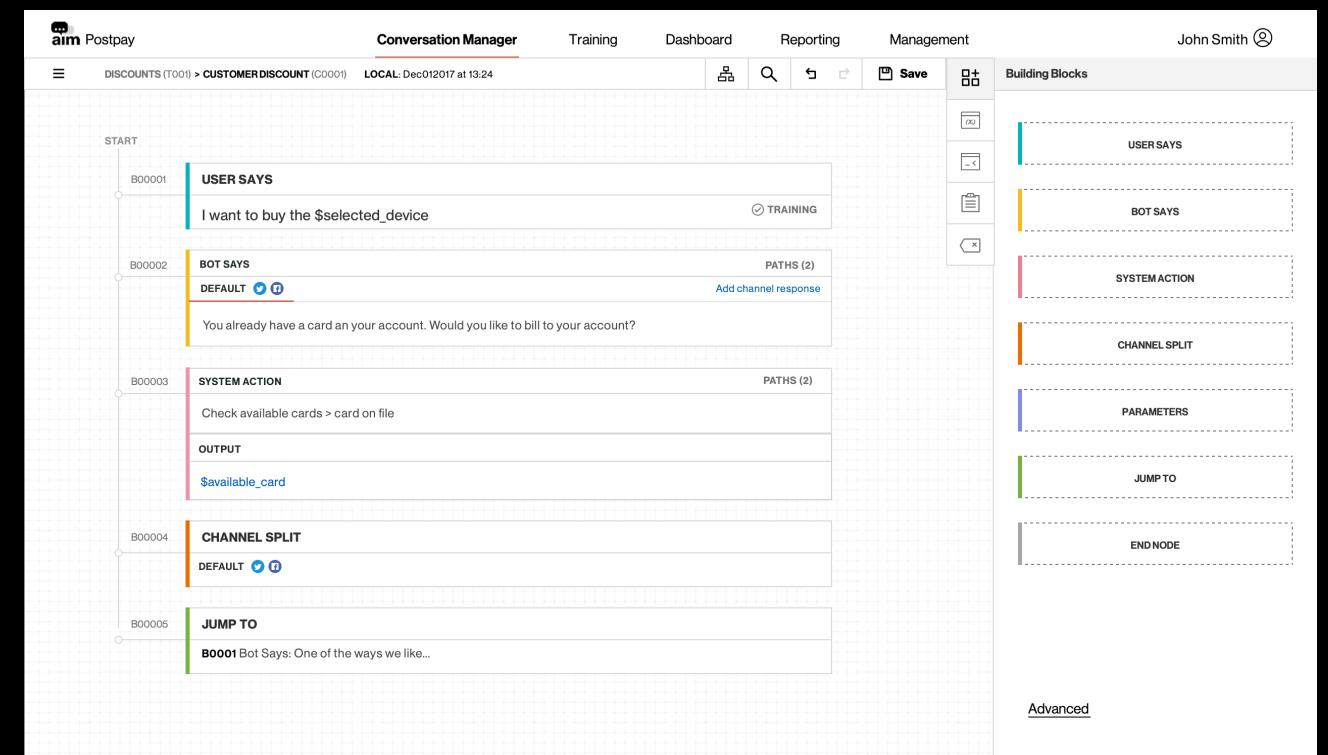
Solution highlight

Conversation Manager revamp

With usability insight, previous design and the old tool, I created a new design that was implemented to optimize the one of the “bread and butter” features of the platform. This revamp was well received and laid a scalable ground architecture when we added other new content-building features.



Before

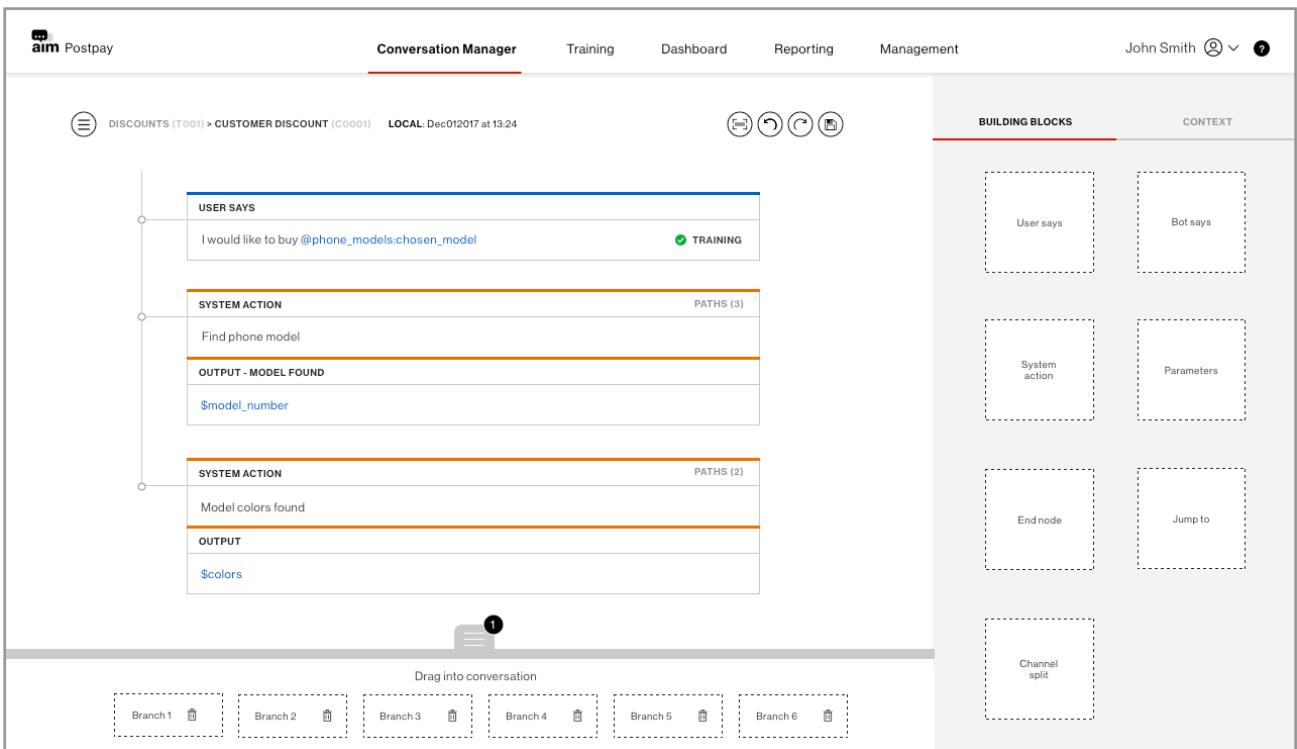


After

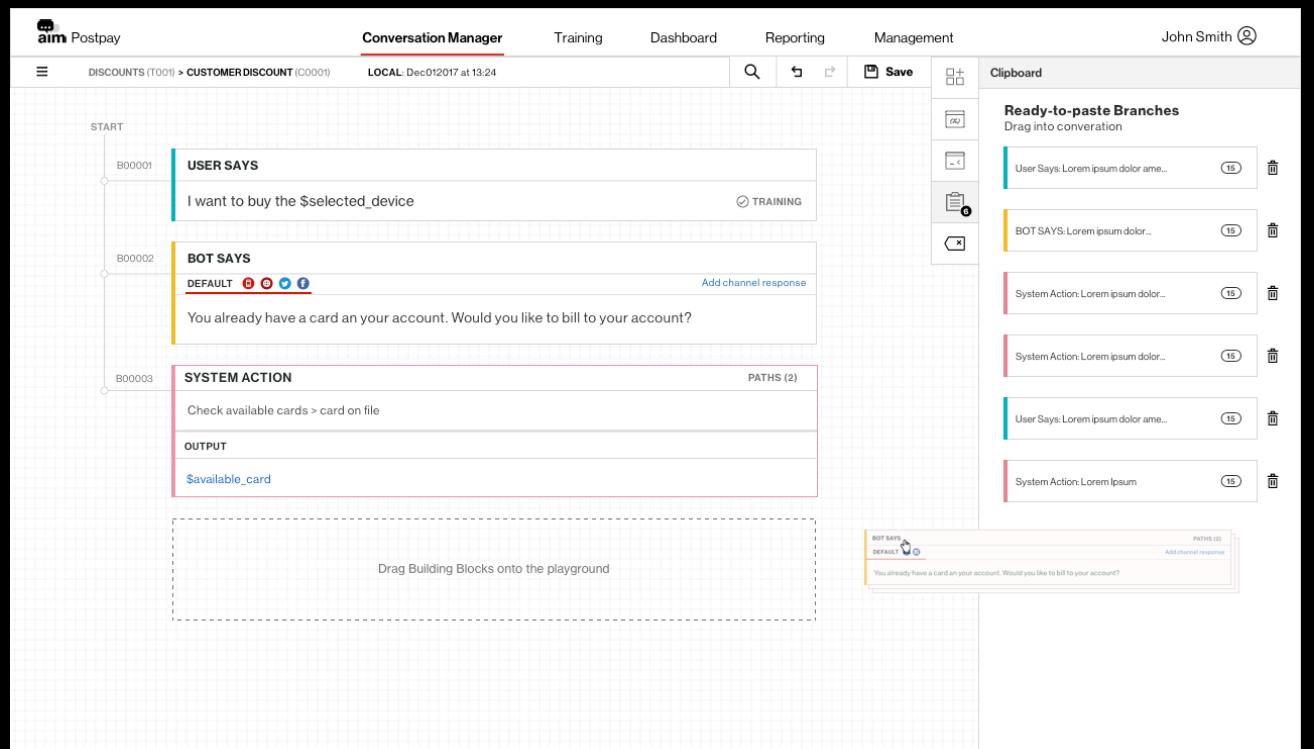
Solution highlight

Conversation Manager - Clipboard

- **Prevent conflicting actions and improved discoverability**
 - Conversation building tools & configurations to be housed in a side “Inspector” panel with tabs to switch between them.
 - CTAs to edit to be moved to the top bar.
- **Help users make informed decision**
 - The blocks in the clipboard to indicate the number blocks in each clip with meaningful color coding
 - on dragging, to show the ghost block as with more meaningful color coding
- **Use of metaphor**
 - added grid background to the canvas to add contrast and use metaphor of a canvas as of the “working area”.



Before



After

Solution highlight

Conversation Landing page revamp

Recently Modified Conversations (3)

CONVERSATION NAME	TOPIC	VERSION	ENVIRONMENT	LAST MODIFIED BY
Schedule an appointment	Shop	Dec112017 at 13:24 (Latest)	Dev, QA, PROD	google
Why is my bill so high	Bill Payment	Dec112017 at 13:24 (Latest)	Dev, QA, PROD	google
Pay bill	Bill Payment	Dec112017 at 13:24 (Latest)	Dev, QA	coatch8

Create new conversation

Major issue:

- Each edit saved will create a new version of the conversation
- each version is a list item, while the table by default sort latest
- filter interaction is broken
- format of the version is hard to read

All these make it so hard to find the version that a user is looking for.

Before

Convo Name: Sort, Search

Environment: Filter

Topic Filter with key measures

Table interaction - sort, filter, search

Conversations (321)

NAME	TOPIC	VERSION	ENVIRONMENT
Appt Schedule with Date	General	11/07/2018 11:24	[DEV] [QA] [PROD]
Appt Schedule with Date & Time	General	11/07/2018 11:21	[PROD]
Add Insurance	Upgrade	11/07/2018 10:19	-
BAU Calling User Expression	International	11/07/2018 10:19	-
BAU International Escalation	International	11/07/2018 18:23	[PROD]
Billing	Billing	11/07/2018 17:53	[PROD]
Bill Explanation	Bill and Payment	11/07/2018 18:23	[DEV] [QA] [PROD]
Bill Surcharge	Bill and Payment	11/06/2018 18:23	[DEV]
Call block	Upgrade	11/06/2018 18:23	-
Caller Name ID Cost	Upgrade	11/06/2018 18:23	[DEV] [QA]
Cancel Order	General	11/06/2018 18:23	[DEV] [QA] [PROD]
Change Account Pin/Password	Billing	11/06/2018 18:23	[DEV] [QA]
Change Address	Billing	11/06/2018 18:23	[PROD]
Account Management	Accoung Management	11/06/2018 17:57	[PROD]
Check Account Role UAT	Account Management	11/06/2018 17:40	-
Check Account Role UAT Octobober	Account Management	11/06/2018 17:32	[DEV]
International Calling Practice	International	11/05/2018 19:32	[DEV] [QA] [PROD]
International Menu	International	11/05/2018 08:40	[DEV] [QA] [PROD]
Make A Payment	International	11/04/2018 08:38	[DEV] [QA] [PROD]
One size does not fit all	Billing	11/04/2018 08:21	[DEV] [QA] [PROD]
Holiday Discount	Billing	11/04/2018 08:21	-

Improved on:

- Version grouping: always present users the latest version upfront together with an ability to select in detail page other published versions
- a functional and intuitive sort, filter, search
- scalability, readability and hierarchy

Solution highlight

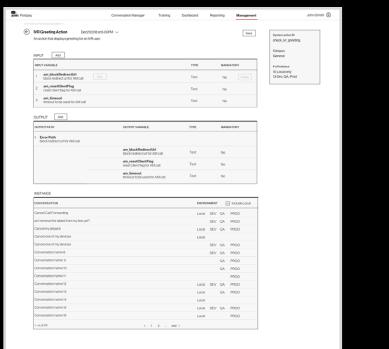
System Action Detail page

This screenshot shows the original system action management interface. It features a 'SYSTEM ACTION DETAILS' form with several input fields and dropdown menus. The main area is a large grid for defining output paths, which is visually cluttered and lacks clear structure.

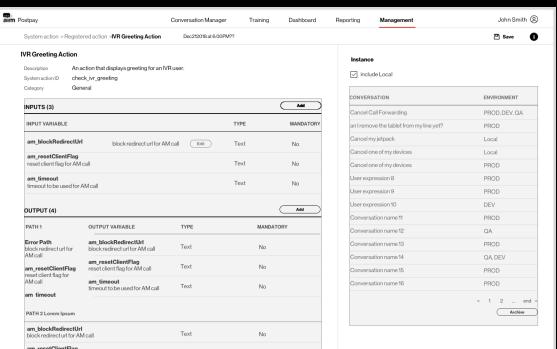
Before

This screenshot shows the redesigned system action management interface. The central grid from the previous version has been removed, and the paths are now organized into distinct sections: 'INPUT' and 'OUTPUT'. This makes the configuration process clearer and easier to manage.

After



Wireframing - Fixed on the side



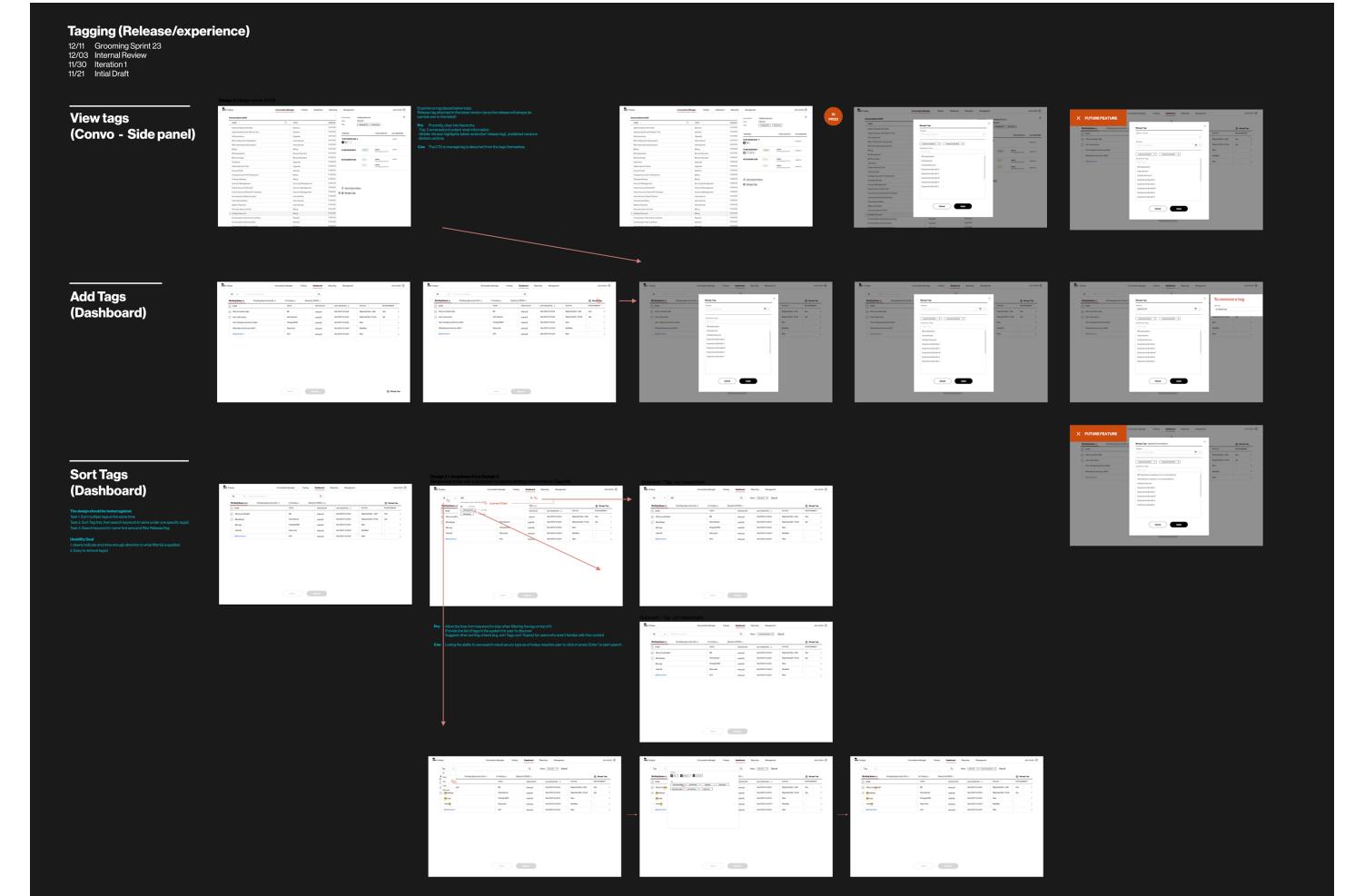
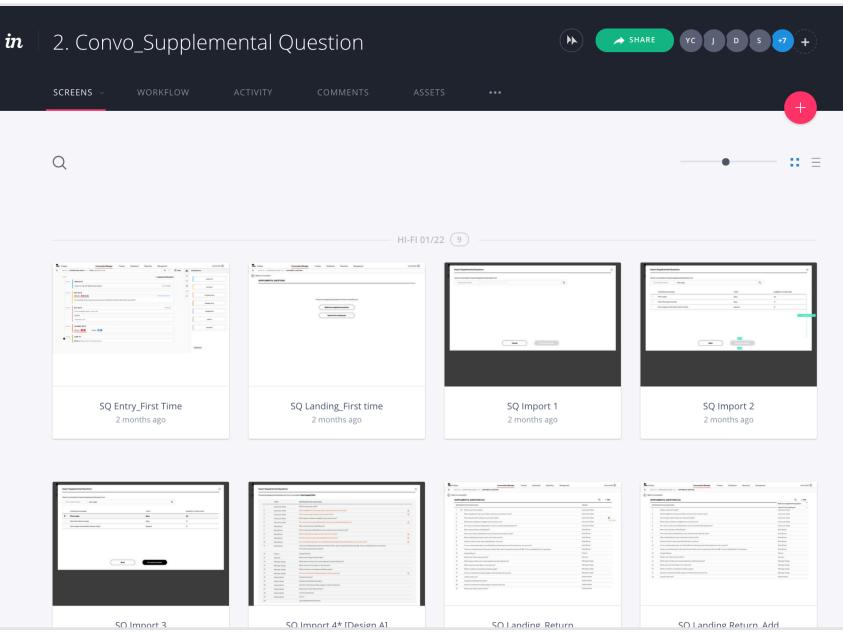
Wireframing - Fixed on the side

Solution Highlight

User Flows



Sample I. Import supplemental question flow



Sample II. Conversation tagging experiences

Solution Highlight

Pattern Library

Layout

Full page view Landing pages 3/4 Right Panel View Conversation manager

Layout guide

Form - Text fields

32px (side inspector, etc)
6px gutter in between

42px (Middle/ full width screens)
8px gutter in between

	Default	Focus	Typing	Complete	Error	Disabled	View only
Form Label							
Form Label							
Form Label							

UI Element style guide

Jump to

B10000 JUMP TO C001 B005

B10000 JUMP TO C001 B00205 Go to block

right click

B10000 BOT SAYS Awesomel Let me check for you.

Jump in point

B10000 BOT SAYS Awesomel Let me check for you.

Multiple jump-ins

B10000 END Escalate to agent - Immediate escalation: AskVerizon_WirelessSales_DTD

Click to show where it jumps from

Channels: Export

Go to block
will bring the underlying block to the center of the canvas

Legend View/hide

User Says
Bot Says
System Action
Channel Split
Parameters
Jump to
EndNode

Legend

Legend

Channels: Export

B00005

Visual Assets

Interaction Sheets

Outcome

What I brought to the project

- **Faster and quality** design delivery
 - Improved user satisfaction and **fewer user error**
 - **Improved process** - more engagement with users and stakeholders
 - From merely engineer-driven to having **a voice from design being heard**
 - **Better defined requirements** and more edge cases covered
-
- 30+ user flow, 10+ epic features, 400+ screens
 - Design system and pattern library
 - Icons and visual asset
 - Interactive Prototypes
 - Development specs

"I like the redesign of the product. I feel like every release I can expect to see new features and the tool is becoming more and more stable."

- From a conversational designer of AI Manager 2.0

"We've accomplished a lot in the last few months and you played a big role in that. Both quality and the pace of output of new designs increased significantly when you joined the team."

- From a Product owner of AI Manager 2.0

Deep dive

AI Manager - “Left-side panel” Revamp

As always, the requirement came in as a one liner...

Ever since I was put onto this project, the left-side panel in the conversation manager section has been a ux desert. Due to the resource and the roadmap, I tried to brought it up but was never a good time for the business to have resource, timeline to actually work on it....

But finally one day, product owner came...

“We need to revamp of the left-side panel”

so why?

Navigating through ambiguity

Content Audit + Stakeholder meeting + Usability evaluation + User study

Features that are no longer needed or do not belong here

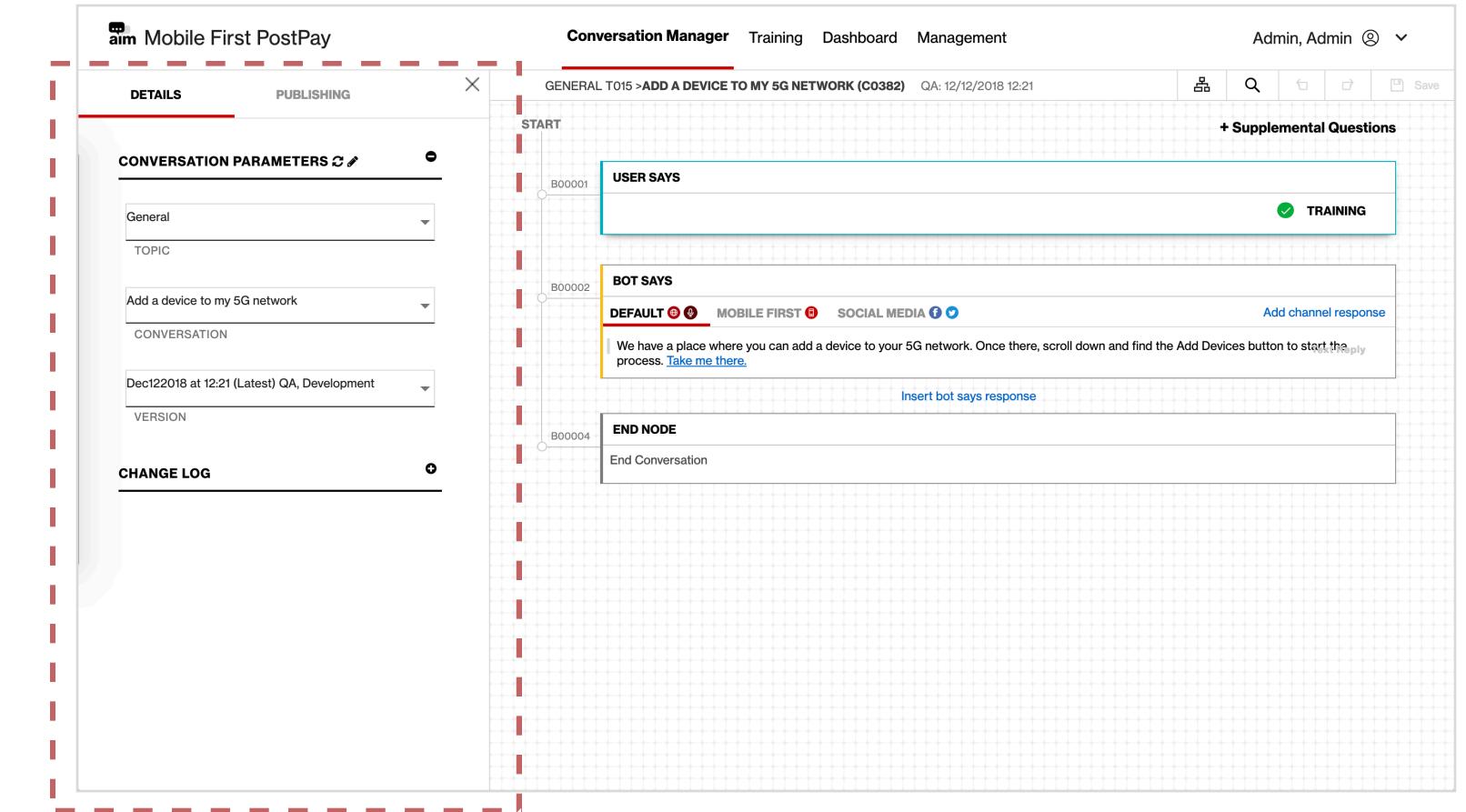
- users are not using some features in the way it is expected
- user are not using some or part of the feature
- some features has moved or taken out

New feature and rules were added to the system

- since it was originally designed, tags, new roles and permission were added but has not been incorporated yet

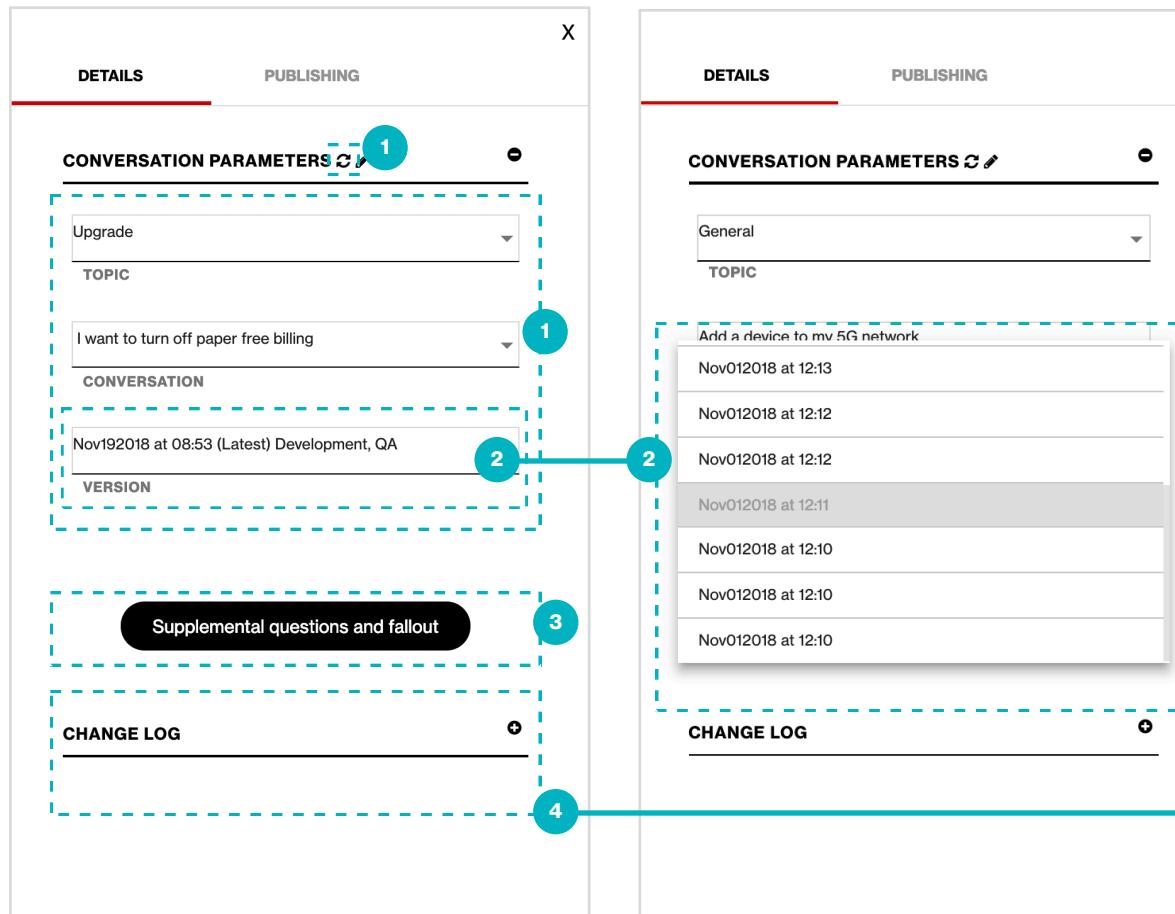
Other legacy usability issues

- unintuitive interaction, redundancy and inconsistency
- missing information to help user make informed decision
- the information presented is too trivial to the level that users need
- feature was put together and moved around in a agile way leaving a lot of leftovers
- no proper visual QA was in place,
- bad conversation versioning
- gaps in conversation publishing pipeline



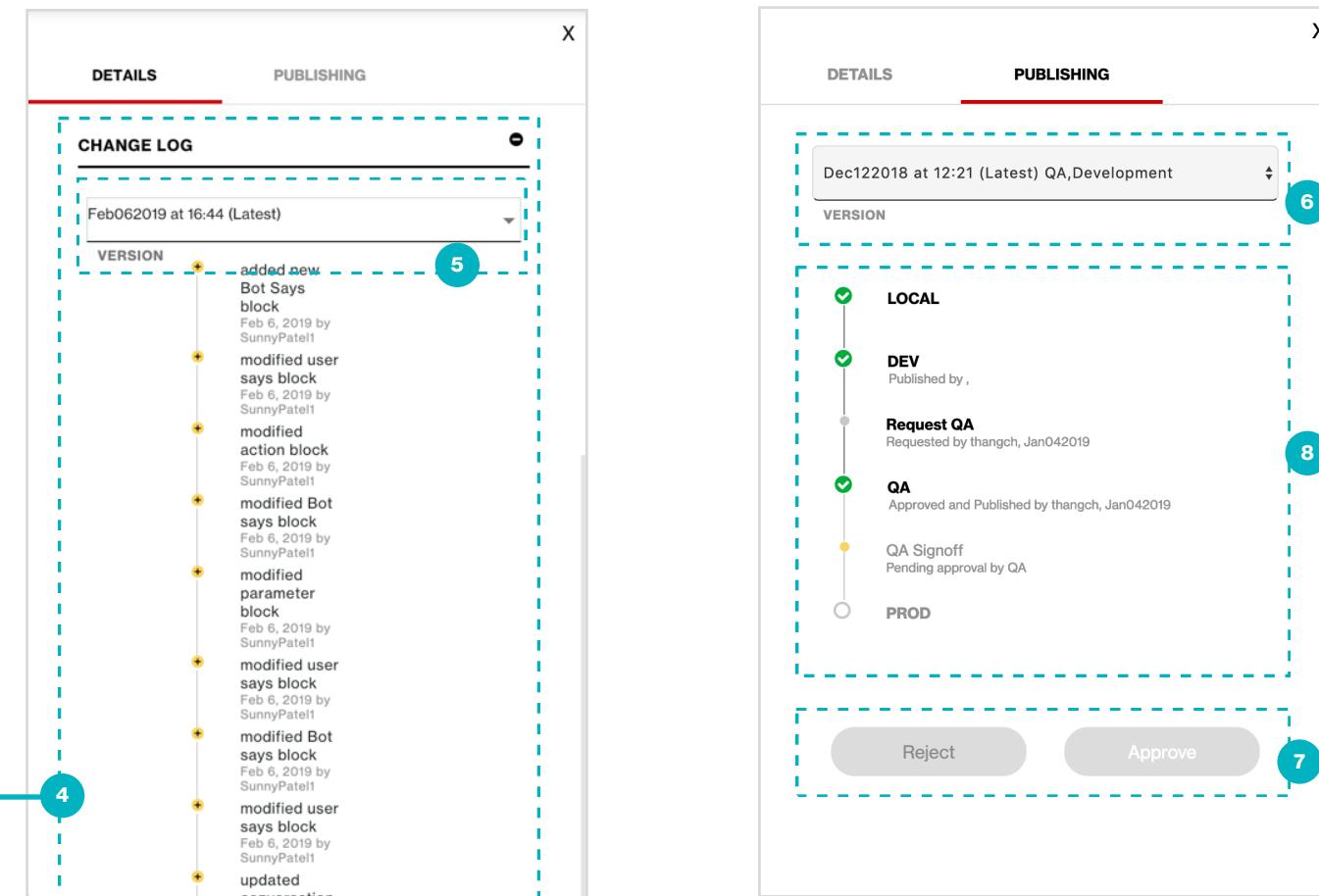
Deep dive Usability evaluation

“Details” tab



- 1 Evil interaction to switch between versions and conversations
- 2 Poor discoverability to find the version they actually want
- 3 Feature has moved
- 4 Unused feature

“Publishing” tab

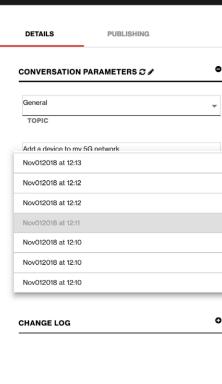
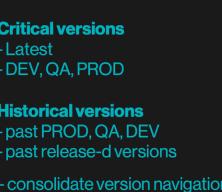
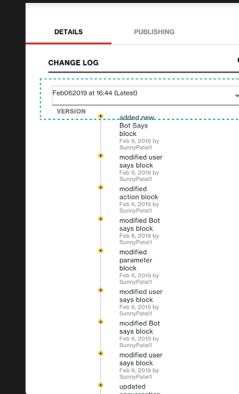
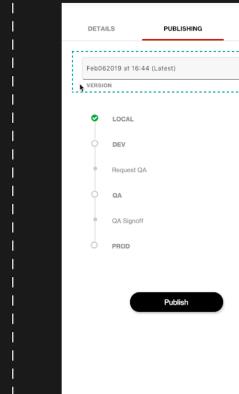


- 5 Another different way to switch between versions
- 6 A third version navigation...
- 7 CTA states is confusing to the user
- 8 Visualization of few publishing pipeline states are ambiguous

so why?

Navigating through ambiguity

Review existing features and usability issues, and also discuss about what other existing or new features should go into this section

BAU Features	Conversation Summary	Version Navigation	Change Log (removed)	Publishing pipeline	+ (New) Publishing Queue	+ (New) Dependency	Importance	Level of effort	
Conversation Summary	<ul style="list-style-type: none"> Info: <ul style="list-style-type: none"> - Topic - Conversation name - Version Action: <ul style="list-style-type: none"> - edit topic edit - edit conversation name - navigate to between versions - navigate to a different conversation (tbremoved) Entry: <ul style="list-style-type: none"> - Supplemental-Qs - Fallout (tbremoved) 	Version Navigation <ul style="list-style-type: none"> 1 2 3   	Change Log (removed) <p>To-do:</p> <ul style="list-style-type: none"> - remove version dropdown - only show critical actions (tbd) - Analysis of the Impact (block-level) 	Publishing pipeline <p>(See publishing pipeline gap analysis)</p> 	+ (New) Publishing Queue <p>+ (New) Publishing Queue</p> <ul style="list-style-type: none"> - a status for pending publishing (estimated time) <ul style="list-style-type: none"> e.g. in 1 min, in 5 mins, in 10 mins (Engineer to test out the number) 	+ (New) Dependency <ul style="list-style-type: none"> - Number of jump dependency - Which conversations - which block is the jump-in point 	High	High	
Opportunity	<ul style="list-style-type: none"> Critical versions <ul style="list-style-type: none"> - Latest - DEV, QA, PROD Historical versions <ul style="list-style-type: none"> - past PROD, QA, DEV - past release-d-versions - consolidate version navigation - possibly integrate version history to help user find milestone versions - highlight versions that has been previously - published - shadow tag - owner of that version - uswin Read/Write Model <ul style="list-style-type: none"> - prevent use error to created unnecessary versions or accidentally 	<ul style="list-style-type: none"> Critical versions <ul style="list-style-type: none"> - Latest - DEV, QA, PROD Historical versions <ul style="list-style-type: none"> - past PROD, QA, DEV - past release-d-versions - consolidate version navigation - possibly integrate version history to help user find milestone versions - highlight versions that has been previously - published - shadow tag - owner of that version - uswin Read/Write Model <ul style="list-style-type: none"> - prevent use error to created unnecessary versions or accidentally 	<ul style="list-style-type: none"> - show aggregated changes, similar to Workflow Summary section - show div comparing to the last saved-version 	<ul style="list-style-type: none"> - fill in missing states - remove "local" - incorporate full functionality for different user groups 	+ (New) Read/Write Mode <p>Bill Pay(C0007) — edit last saved 02/07/2019 14:20</p> <ul style="list-style-type: none"> - if user did not save and they navigate away, it will be (temporarily) auto-saved <p>Only make a version when user explicitly saved - Bill Pay (Autosaved)</p> <p>Actual Revert is needed for full blown version - explicit "Restore"</p>	+ Scope of conversation <p>Number of nodes (focus on the landing page)</p>	High	Low	
					+ Experience tags <p>ability to add and manage tag</p>	+ Notes & Comment?? <p>Goal: Multiple people can't publish at the same time</p> <p>e.g: Queue (idling?) XYZ is currently in publishing queue</p>	Medium	Low	
					+ Notes & Comment?? <p>Overall Left Panel Show/Hide:</p> <ul style="list-style-type: none"> - display on arriving at the page - hide right-panel when pulling out left-panel 	Low	High	Future	
							Low	Low	Maybe

Requirement gathering

Objectives

What our user is looking for?

- a summary/overview of the conversation, including the scope of the conversation
- information about the publishing state of the conversation
 - a clear indication the environment that the conversation live in, is it a pending state that someone need to take actions, or an approved state ready to be published
 - persons who has moved it along the pipeline
 - the actions they can take, and of course should include unhappy states like reject/revoke
- an easy way to find the version of the conversation they want

Opportunity from system perspective

- + **Queuing mechanism** can be added to unblock users from publishing multiple conversations at the same time
- + **Publishing pipeline** can be redesigned to better be in context for different user groups and permission
 - proper documentation of this major and complex feature since it was never created since the project started
- + **Versioning** : stay away from “1000 versions” issue → a version navigation with only important versions
- + auto-save, since it was implemented, has caused more user errors → **Read only mode**
- + convert **Role-based to Permission-based** for future product scalability

Solutioning Left Panel Skeleton

Conversation

Check Account Role

Topic: Account Management

Number of blocks: 39

Tags: Holiday2018, VerizonUp

Release tags: N/A

of blocks: 39

12/10/2018 at 11:49 (DEV)

Publishing pipeline: Open Conversation

DEV (checked)
Version from 02/18/2019 17:23 (Currently open)
Deployed: 02/18/2019 17:23
User: uswin

QA (unchecked)
Version from 02/15/2019 11:20
Deployed: 02/17/2019 19:30
User: uswin

PROD
No version of this conversation is in QA

View History **Manage Tags**

Publishing in progress (est. 5 min)

Idea 1

Check Account Role

Topic: Account Management

Tags: Holiday2018, VerizonUp

Release tags: N/A

of blocks: 39

12/10/2018 at 11:49 (DEV)

Publishing pipeline: Open Conversation

DEV (checked)
Published by uswin 12/01/2018

QA (unchecked)
Request QA Published by uswin 12/01/2018

PROD
Approved and published by uswin 12/01/2018

View History **Manage Tags**

Publishing in progress (est. 5 min)

Idea 2

✓ Favoured

Check Account Role

Topic: Account Management

Tags: Holiday2018, VerizonUp

Release tags: N/A

of blocks: 39

12/10/2018 at 11:49 (DEV)

Publishing pipeline: Open Conversation

DEV (checked)
Published by uswin 12/01/2018

QA (unchecked)
Request QA Published by uswin 12/01/2018

PROD
Approved and published by uswin 12/01/2018

View History **Manage Tags**

Publishing in progress (est. 5 min)

Idea 3

✓ Favoured

Check Account Role

Topic: Account Management

Tags: Holiday2018, VerizonUp

Release tags: N/A

of blocks: 39

12/10/2018 at 11:49 (DEV)

Publishing pipeline: Open Conversation

DEV (checked)
Published by uswin 12/01/2018

QA (unchecked)
Request QA Published by uswin 12/01/2018

PROD
Approved and published by uswin 12/01/2018

View History **Manage Tags**

Publishing in progress (est. 5 min)

Idea 4

Check Account Role

Topic: Account Management

Tags: Holiday2018, VerizonUp

Release tags: N/A

of blocks: 39

12/10/2018 at 11:49 (Latest)

Publishing pipeline: Open Conversation

DEV (checked)
Published by uswin 12/01/2018

QA (unchecked)
Request QA Published by uswin 12/01/2018

PROD
Approved and published by uswin 12/01/2018

View History **Manage Tags**

Publishing in progress (est. 5 min)

Idea 5

Check Account Role

Topic: Account Management

Tags: Holiday2018, VerizonUp

Release tags: N/A

of blocks: 39

12/10/2018 at 11:49 (Latest)

Publishing pipeline: Open Conversation

DEV (checked)
Published by uswin 12/01/2018

QA (unchecked)
Request QA Published by uswin 12/01/2018

PROD
Approved and published by uswin 12/01/2018

View History **Manage Tags**

Publishing to DEV

Iteration II

Check Account Role

Topic: Account Management

of blocks: 39

Tags: Holiday2018, VerizonUp

Version from 02/18/2019 17:23

DEV (checked)
Published by uswin 12/01/2018

QA (unchecked)
Request QA Published by uswin 12/01/2018

PROD
Approved and published by uswin 12/01/2018

View >

Check Account Role

Topic: Account Management

of blocks: 39

Tags: Holiday2018, VerizonUp

Version from 02/18/2019 17:23

DEV: yes
Version from 02/18/2019 17:23 # of blocks: 123

QA: yes
Version from 02/18/2019 17:23 # of blocks: 123

PROD: no
Version from 02/18/2019 17:23 # of blocks: 123

View >

Few other out-of-box ideas

Final Design

Left Panel Anatomy

1. Convo Summary
+ edit name
+ edit topic

2. Version Navigation

3. Version Summaray

4. Publishing Pipeline
(version-dependent)
(consistent with dashboard - with full functionality)

5. Publishing Queue
(only one task per conversation can be queued)

6. History
+ anything related (see separate screens)

7. Manage Tag (modal)

8. Archive (Conditional)
(validation modal)

9. (Future feature)
Quick Navigation to Dashboard

New → ← count of blocks

1. Conversation Summary
+ edit conversation name & topic model
on Hover - show pencil icon

2. Version Navigation
By default, user will see "critical versions"
If they have opened several other non-critical/historical versions within current session apply to a recent versions

3. Check Account Role
Topic: Account Management
Tags: Holiday2018, VerizonUp

4. Edit model - on Click the CTA to edit
Edit Conversation Details
Name: Check Account Role
Topic: Account Management
Save

5. Publishing Queue
The conversation is publishing → PROD (est. 5 min)
History, Tags, Dashboard, Archive

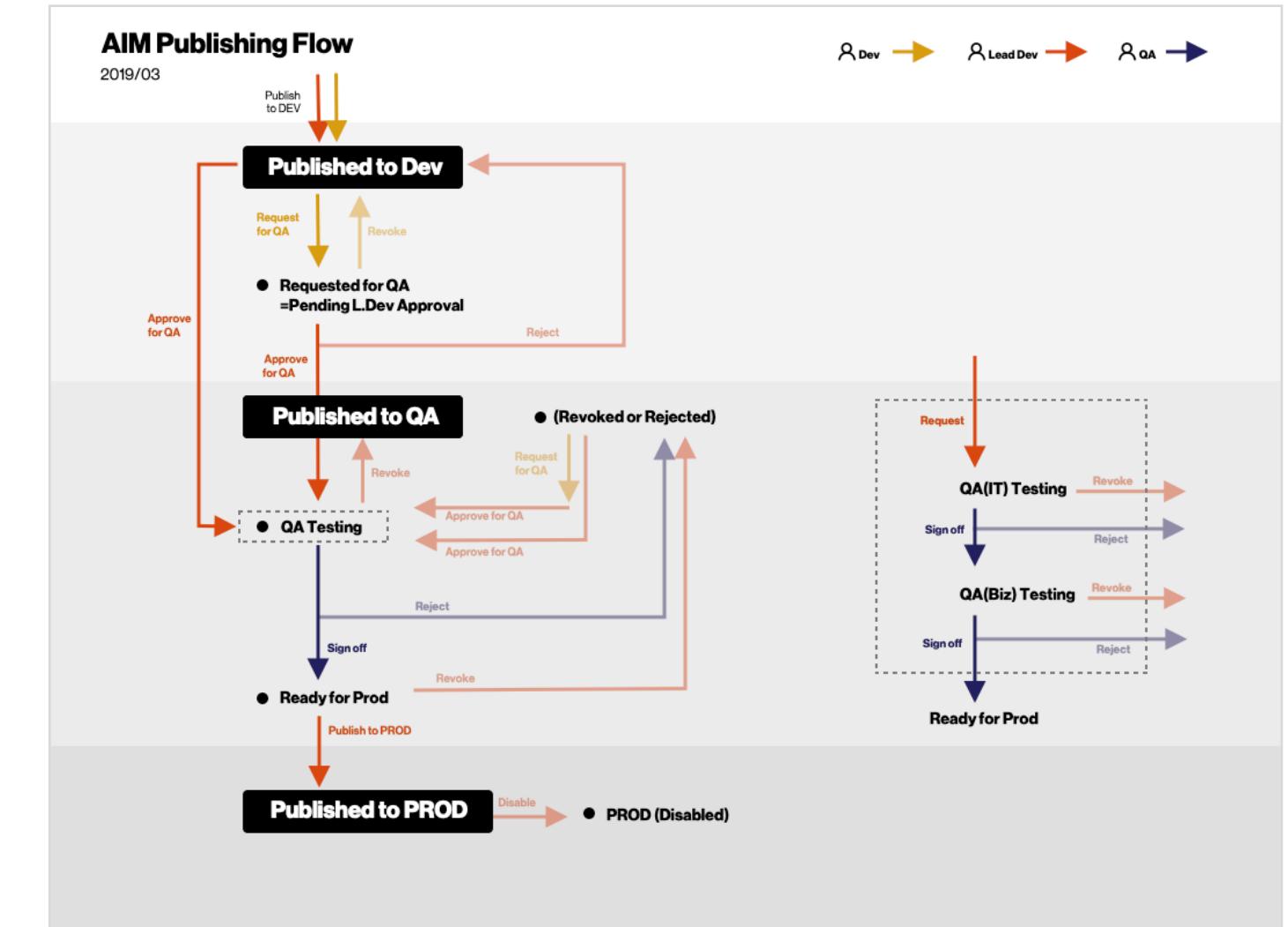
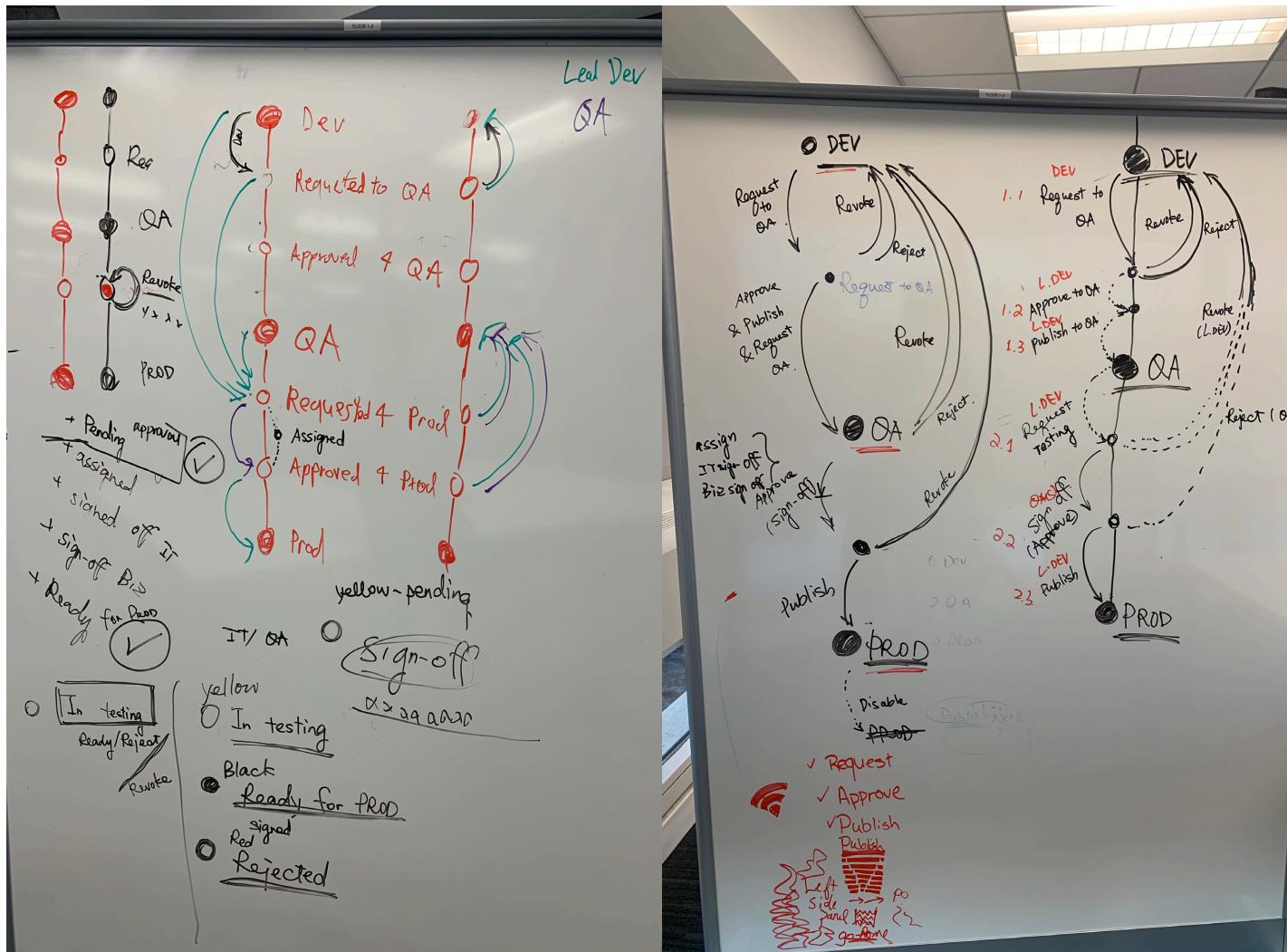
6. History
Check Account Role
Topic: Account Management
Tags: Holiday2018, VerizonUp

7. Manage Tags
Manage Tags
Release Version specific
Experience tags
Enter tag
Bit explanation
International
Holiday Discount
Experience Bundle U
Experience Bundle V
Experience Bundle W
Experience Bundle X
Experience Bundle Y
Cancel, Apply

8. Archive
Archiving this conversation last time
Archive Failed
Successfully Archived
This conversation cannot be archived
Conversation A (C002) DEV QA PROD
Conversation B (C003) DEV QA PROD
Got It

Solutioning Publishing Pipeline

When I moved on to the visualize the publishing pipeline part, Originally, the product owner thought for the publishing pipeline, it is just a matter of documenting existing behaviors. However, from what I observed and after trying to walk through the pipeline myself for the multiple user groups, I found several gaps. So I took the initiative to have a design exercise for the pipeline optimization.



Workshop with product owner & BAs to visualize the existing workflow between our multiple user groups, and how we can possibly optimize in this redesign

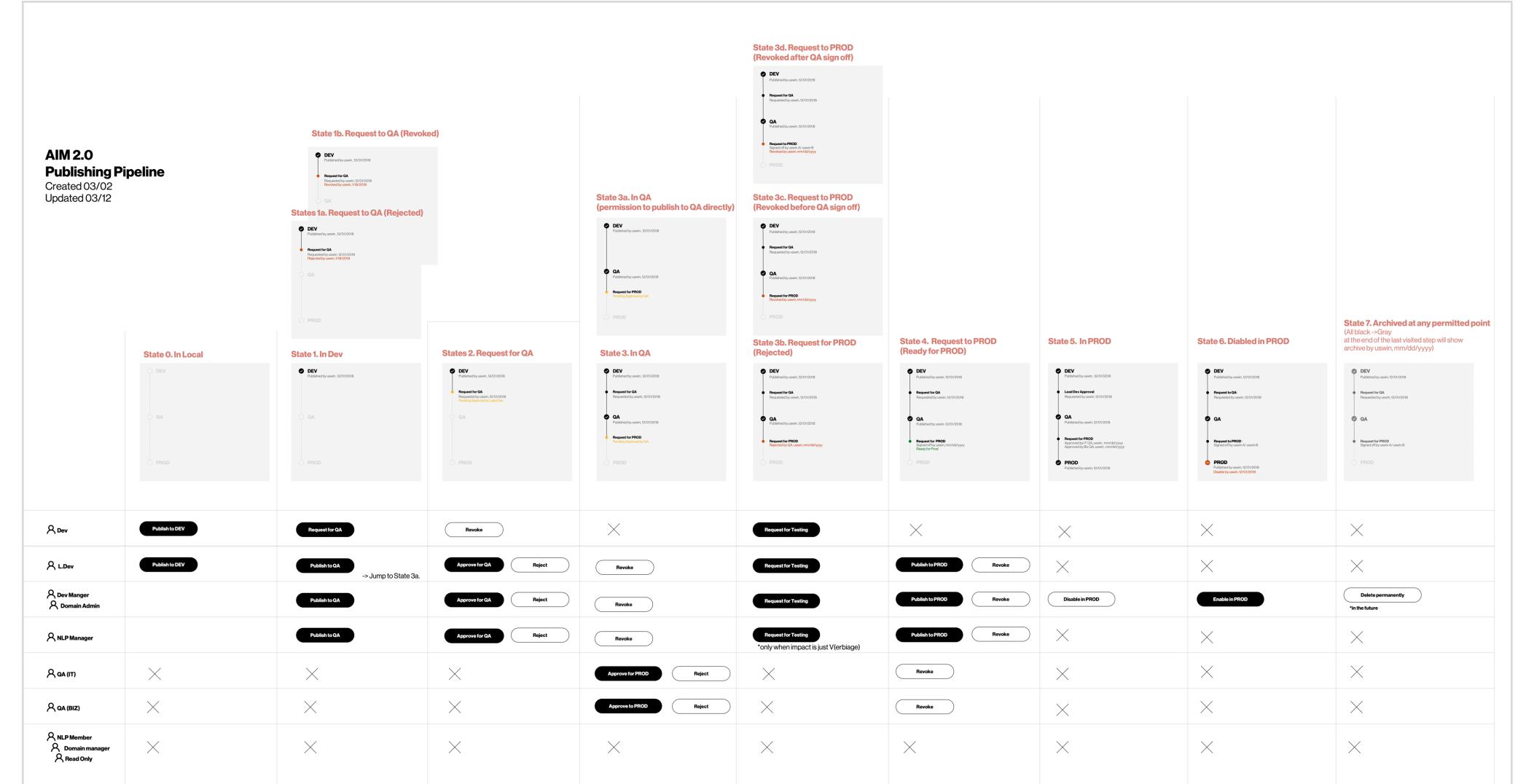
Solutioning Publishing Pipeline

1. CTA matrix status x role

Role	Status	In Local	In Dev	Request to QA	In QA (testing going on)	Ready for Prod	In Prod	Disabled in Prod
Read only		×	×	×	×	×	×	×
Developer	Publish to Dev	Request to QA	Revoke	Archive (if conv never made it to Prod)	Archive (if conv never made it to Prod)	×	×	×
Lead Developer	Publish to Dev	Publish to QA	Approve & Publish to QA & Request testing	Revoked - Requested - Request testing?	Publish to Prod (enabled with permission)	Revoke	Archive (if conv never made it to Prod)	×
Dev Manager	Publish to Dev	Publish to QA	Approve & Publish to QA & Request testing	Reject	Archive (if conv never made it to Prod)	Archive (if conv never made it to Prod)	Published to Prod	Disable
NLP Member								Archive Enable
NLP Manager	Publish to Dev	Publish to QA	Approve & Publish to QA & Request testing	Approve for Prod only items with V	Approve for Prod	Published to Prod	Revoke	×
Domain Manager	Publish to Dev	Publish to QA	Approve & Publish to QA & Request testing	Reject	Archive (if conv never made it to Prod)	Archive (if conv never made it to Prod)	Published to Prod	Disable
Domain Admin								Archive Enable
IT QA					Approve for Prod	Reject for Prod	Revoke	×
Biz QA					Approve for Prod	Reject for Prod	Revoke	×



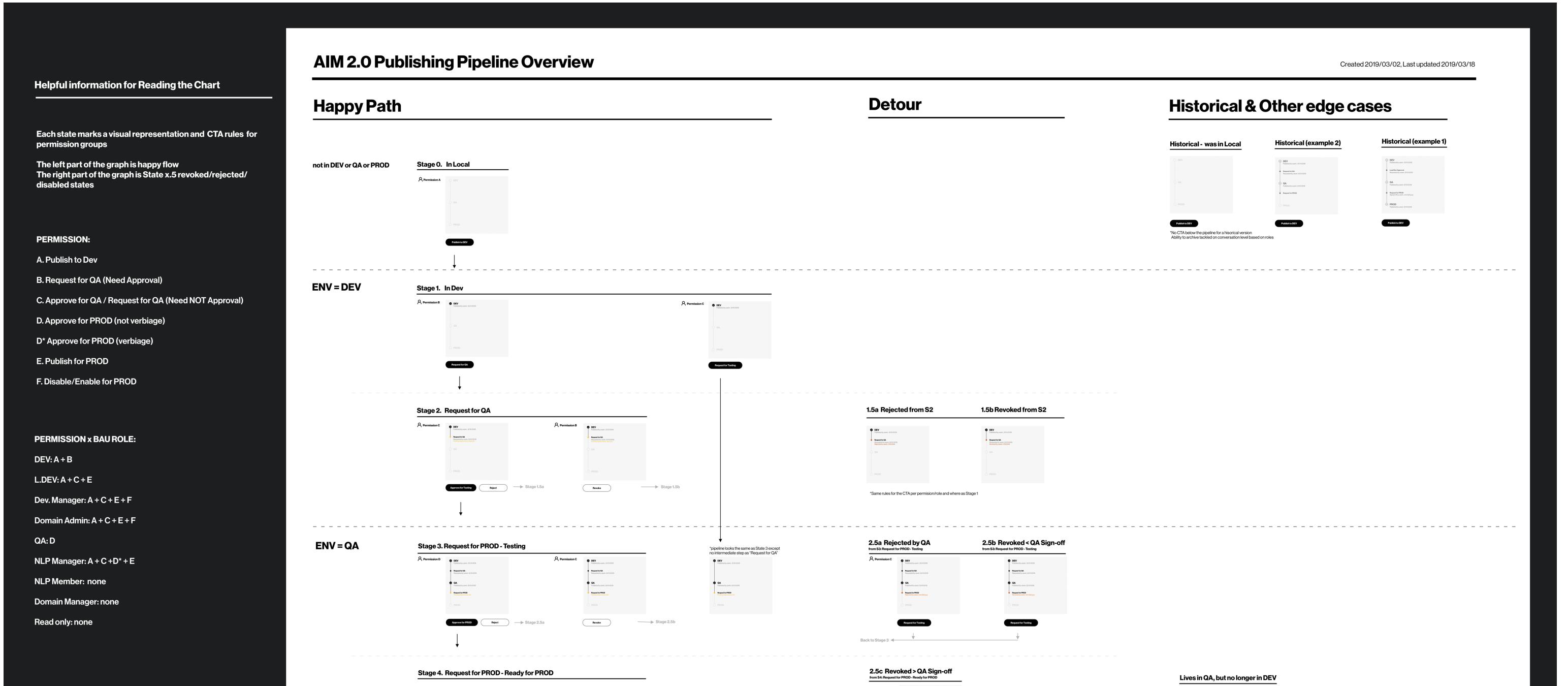
2. Happy path w/n CTAs per role



3. Full flow with CTA for each role at each stage

Final Design Publishing Pipeline

After some iterations, I finally came up with this full publishing pipeline chart for the redesign. Noticing that one of next roadmap items is a role-base to permission-base revamp, I created this final feature chart based on permission proactively with a mapping to roles.



Final Design Publishing Pipeline

For this feature, I also played a large part in drafting the requirement. My logic and system thinking help me explain this feature to its full detail. The developers on the team found it really helpful

verizon					
Spaces	Forums	People	Calendars	Create	...
#	Title	User Story	Priority	Notes	
3	Publishing Pipeline - in DEV (stage 1)	<p>US: As a user I should be able to:</p> <ol style="list-style-type: none">see from the pipeline that the conversation sits in DEV environment, and who and when it is publishedrequest the conversation from DEV to QA so that the someone could approve for testing OR move the conversation directly to QA's queue for testing (may or may not need approval depending on permissions)	Sprint 29 FE: BE: SP	<p>Definition of Done:</p> <ul style="list-style-type: none">Pipeline Content<ul style="list-style-type: none">"DEV" will be displayed in color black with a checkmark icon on the pipeline"QA", "PROD" all grey out #D8DADAPermissions and CTAs<ol style="list-style-type: none">Permission B: Ability to <u>request for QA</u> from DEV environment (Need approval from Permission C to publish the conversation to QA environment)<ul style="list-style-type: none">Roles that have this permission: DevCTA states "Request for QA"<ul style="list-style-type: none">Upon clicking the CTA, the pipeline should show the conversation now in stage 2 - <i>Request for QA</i>Permission C: Ability to <u>request for Testing</u> (No approval needed) so as to publish the conversation to QA environment and placed in <i>Request for PROD - Testing</i> state (state 3)<ul style="list-style-type: none">Roles that have the permission: Lead Dev, Dev Manager, Domain admin, NLP managerCTA states "Request for Testing"<ul style="list-style-type: none">Upon clicking the CTA, the pipeline should show the conversation now be published to QA environment and be moved to the QA's queue for testing - stage 3. <i>Request for PROD</i>for BAU roles that do not have either of the above permissions: QA, Read only, NLP member, Domain Manager<ul style="list-style-type: none">The CTA should not be presented to the user	

My Verizon App

verizon[✓]

My Verizon App Overview

My Verizon app is one of the most large-scale customer-facing applications of Verizon. I worked on multiple projects of the the App since joined Verizon, including re-branding, new flows, optimizations, and proof of concepts.

Time Frame

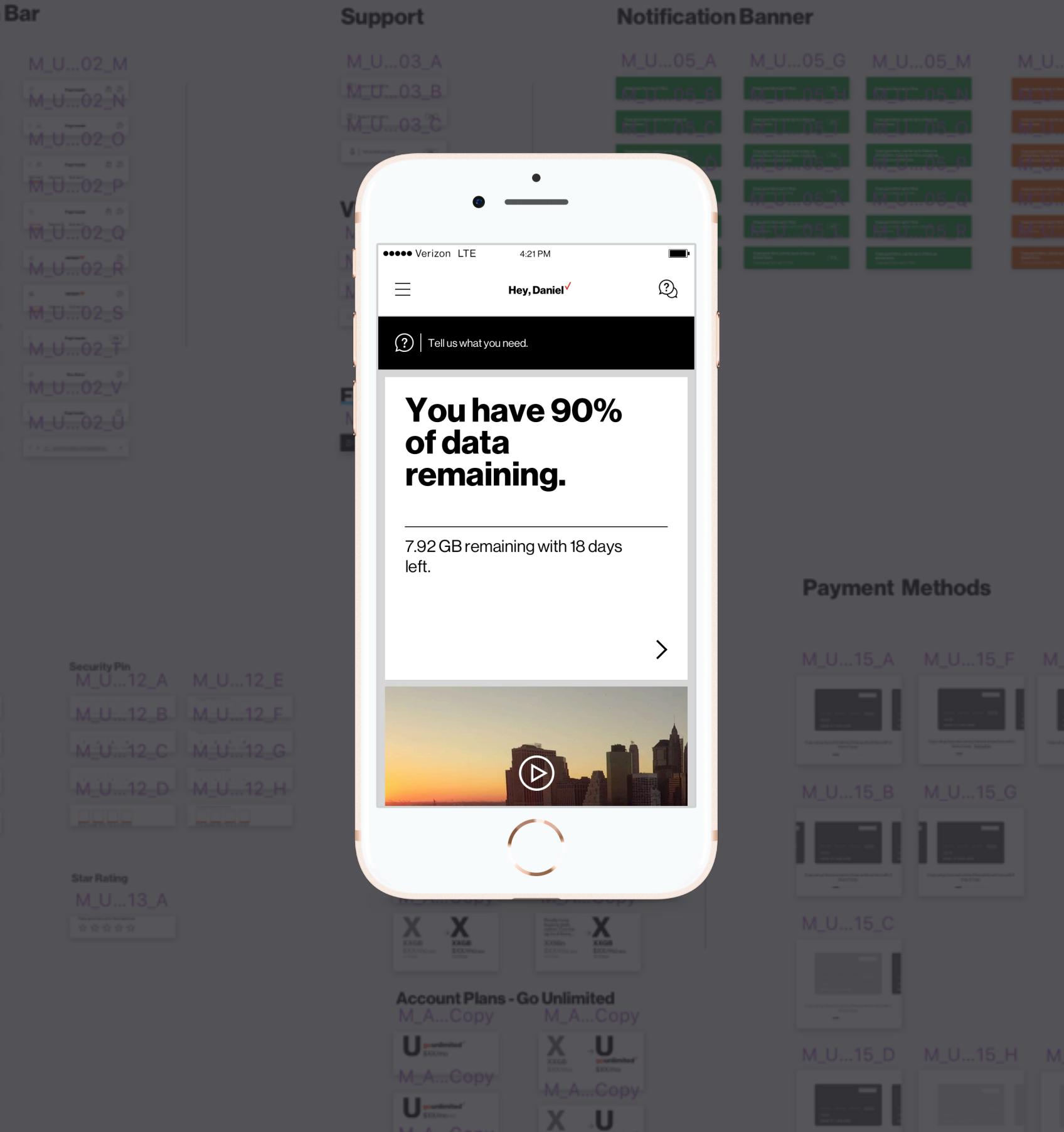
- 11 months and ongoing

Tools

- Sketch, Invision, Principle, Zeplin, Jira

Project 01 - Brand Refresh

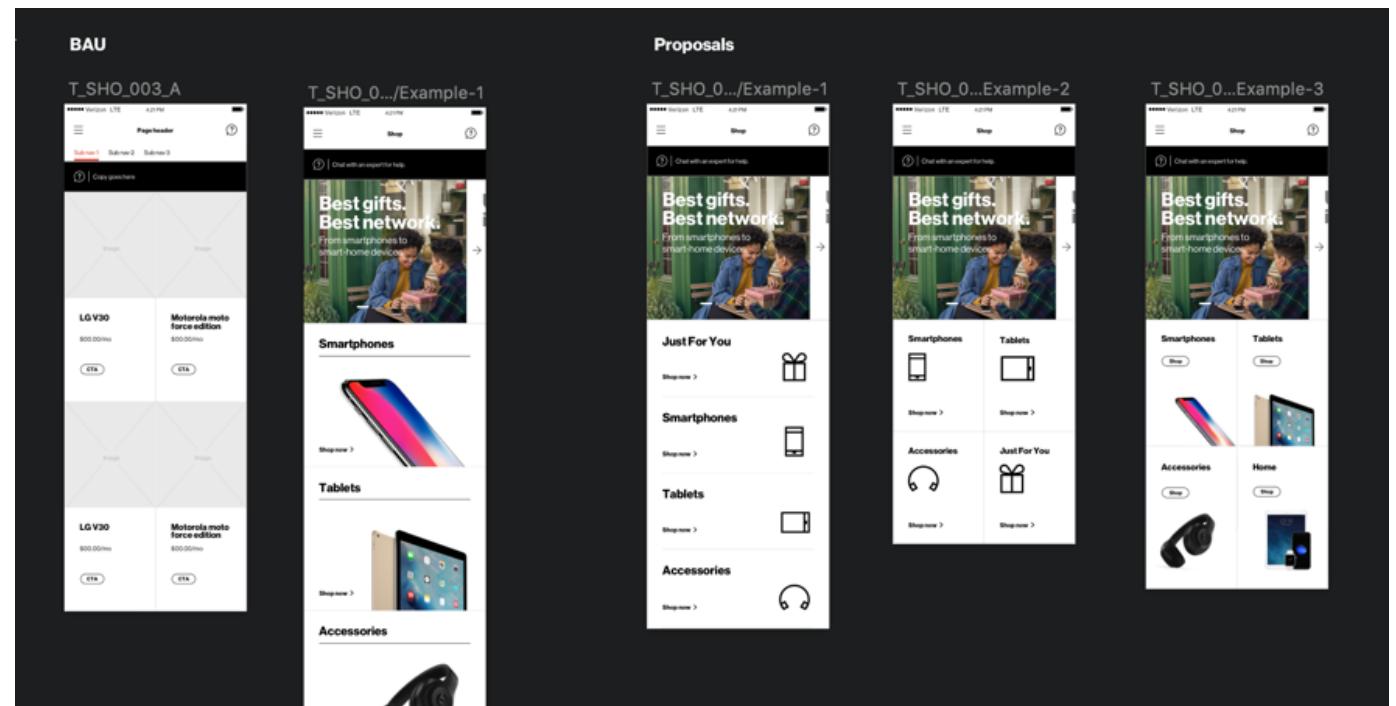
During my first 3 months, I worked collaboratively with other design teams, business and IT units to **re-brand the My Verizon App** after the new brand identity of Verizon corporate. As a one-stop app for Verizon Wireless users, it has features including, but not limited to, account, device, shop, support, with thousands of screens and innumerable flows and use cases. I **worked with and helped enrich our atomic design system**. I also worked with IT to **communicate design and visual QA** the product across iOS, Android and tablet.



My Verizon App

Project 02 - “Shop” Optimization

Based on Verizon customer feedback, I helped work on the ask to optimizing the shop landing page for better discoverability of the categories. I worked closely with UX researcher to prepare prototype and get user testing data, and then incorporate the insights into the final design solutions.



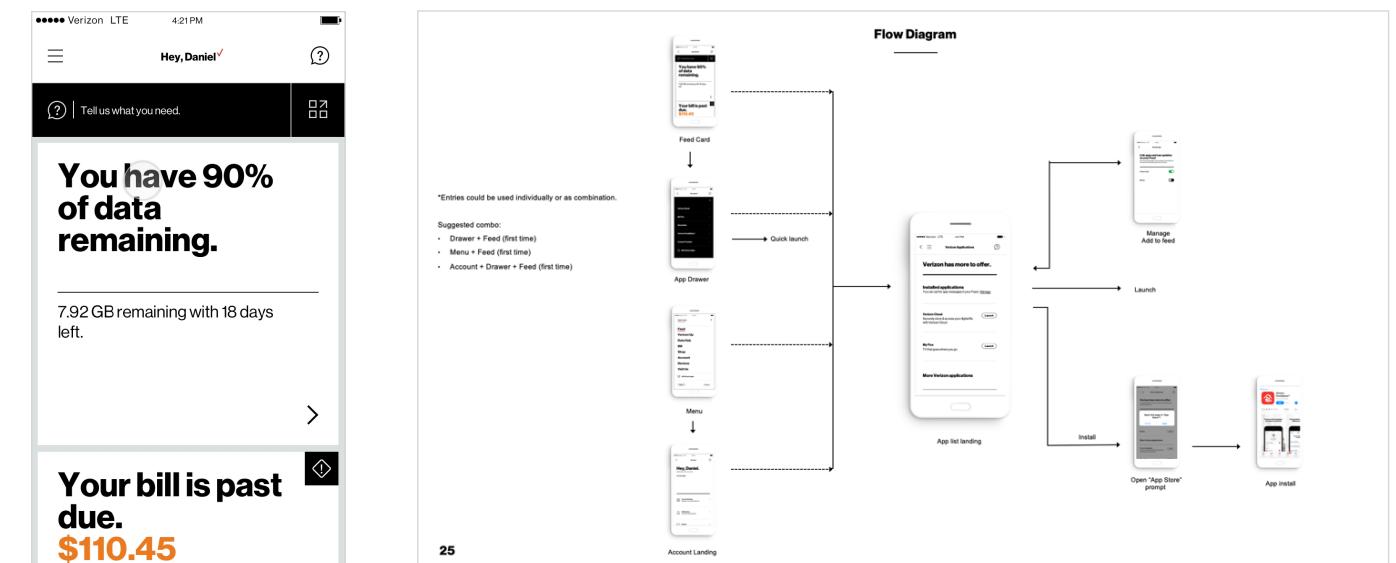
Project 03 App Launcher

App Launcher is a new feature that aims to provide My Verizon app users a point of entry to other mobile apps within Verizon family. In order to help stakeholders pitch this idea to the business, I created solutions of different scales: from quick-win which is simple and requires least development effort, to long-term more sleek design which involves some micro-animation with possible Aha-moment.

Sometimes, I created motion design and interactive prototype to better elaborate design ideas.

A snippet of motion video: <https://drive.google.com/file/d/1nOWnV4FR4k27FyE-f6hQPXDSOlvecgSg/view?usp=sharing>

Design Deck: <https://drive.google.com/file/d/1xeQTylq4F3NvomTxeJnJpm8k8M7x-xb/view?usp=sharing>



My Verizon App

Project 04 - In-home Coverage

Business Objectives

- Service transparency
- Customer engagement
- To reduce the call-in rate
- To communicate to the customers the quality of Verizon services especially for 5G

My Design Goals

- To give clear instructions for the user to conduct test with best accuracy
- To display test results so that it's easy read and compare
- To anticipate user's need so that they can complete the task seamlessly
- The flow, UI style and tone of the content should be aligned with the rest of the app

User Objectives

As a Verizon user, I want to be able to:

- To obtain information the network services of my home, workplace, etc.
- To compare my cellular and Wi-Fi speed, to choose the one base on performance or to diagnose my device
- To monitor network performance so that I can make informative decision on their future plan and network services changes.

Time Frame

- 3 weeks

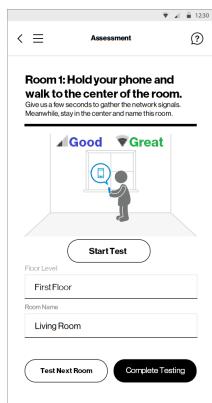
Status

- Design handed-off, currently in development, targeting at October release

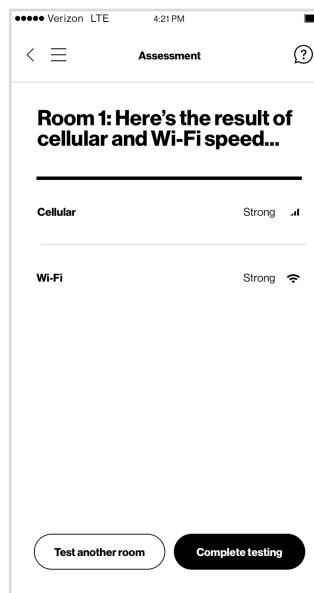
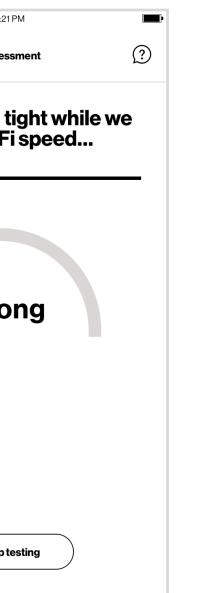
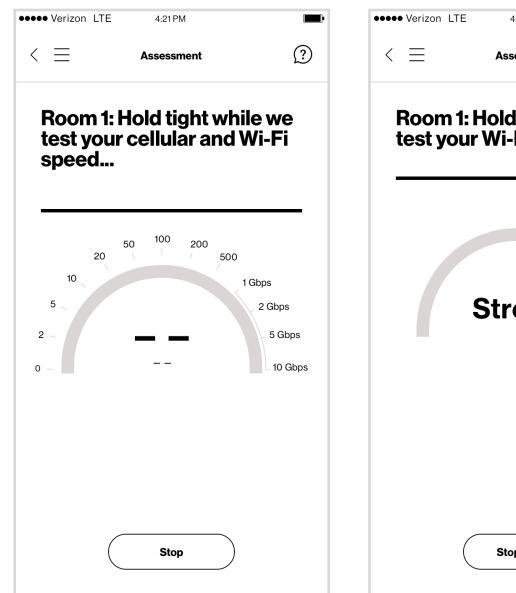
Solutions Design Evolution

Aligning the design with business and user objectives, I was able to turn around the project quickly. One big advantage of experiences working with Verizon's atomic design system is that when creating new design I can quickly mock up design ideas using elements and modules. And since Verizon's new brand is black and white and minimal, sometimes the wireframes is close to final deliverables.

Received ask from IT



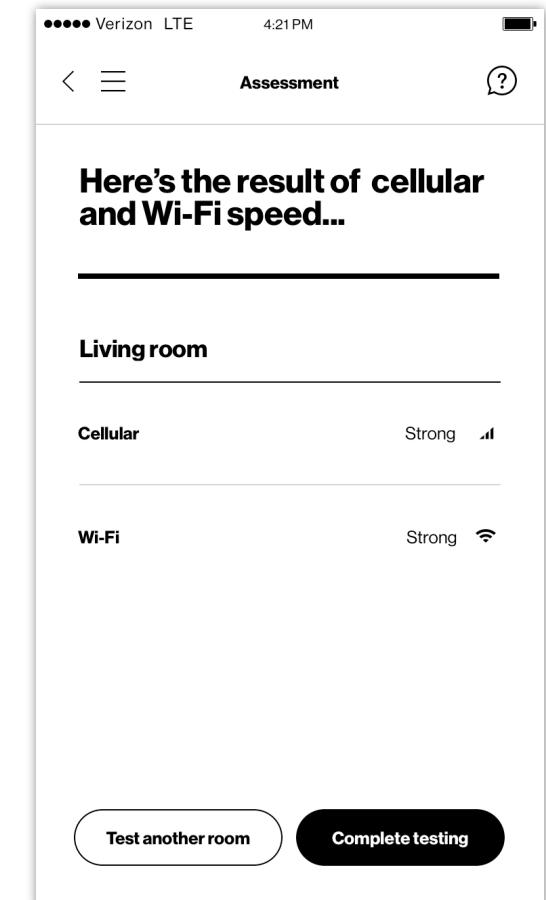
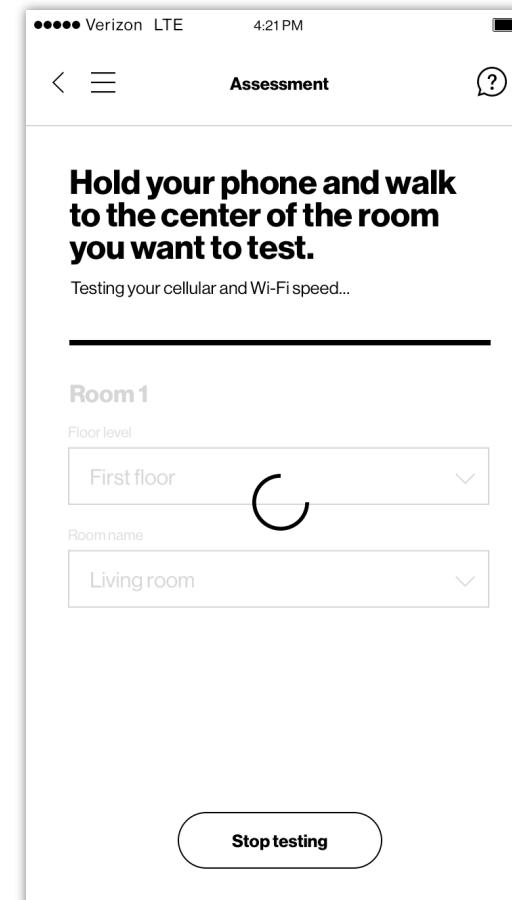
Proposed brand-aligned solutions



1. & 2. Using existing widgets

3. Using new element

Final Solutions



Elements and modules

Flow in consideration, New element approved - list item with icon

Solutions

Screens and Flows

Point of Entry

DEV_HomeCoverage 1
DEV_HomeCoverage 2
DEV_HomeCoverage 3

Run assessment

DEV_HomeCoverage 4
DEV_HomeCoverage 5
DEV_HomeCoverage 6
DEV_HomeCoverage 7
DEV_HomeCoverage 8
DEV_HomeCoverage 9

DEV_Hom...verage 4*

View Assessment History

DEV_HomeCoverage_History 1
DEV_HomeCoverage_History 2
DEV_HomeCoverage_History 3

Thank you.



For more project, please visit: www.yueux.com

Yue Chen

yuetchan@umich.edu
734.846.0655

Lastly...

Tired of seeing black and white and minimal?

There are several things being an in-house designer at Verizon teaches me:

- Take **ownership** of design.
- Design is never done, **keep evolving and iterate on**.
- Design is much more than drawing and making, a huge part of it is **communicating**, with users, with stakeholders, with engineers.
- Requirements done right, everything else follows.
- Use at least 5% of the time to keep up with trend.
- If stuck, look up and do something fun.

a Memphis style AI Manager!

