Victoria Poliakova

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User Experience Lead

Summary

Extensive experience in all aspects of Human-Computer Interaction:
- Optimizing User Experience for a wide range of digital entities, "3.0" responsive and adaptive design across devices: desktop, mobile, tablet.
- Working in highly collaborative environments with business strategists, creative and technical leads, in Agile lifecycle methodologies.
- Industries include financial, retail, non-profit, publishing, insurance, fashion / lifestyle, automotive, and other sectors.

Current Experience

On-going User Experience design

- Strategy development
- Initial concepts based on target audience needs, Key Performance Indicators and business rules
- Prototyping (sitemap, wireframes)
- Functional specifications development
- Client guidance and mentorship
- Iterative design process
- Usability testing
- AB testing
- Optimization

Select Clients

CASE STUDY

WRSHealth

WRS Solutions provides Software-as-a-Service options to their clients.

# Case Study: Patient Portal Redesign   WRSHealth

Summary

Patient Portal Redesign required the following User Experience initiatives:

- Complete overhaul of 10+ year old web interface
- Work collaboratively with a team of Subject Matter Experts, Stakeholders, Business and Technical teams to understand options, rules and limitations
- Interview target audiences likely to use the portal:
    - Individuals in good health and active lifestyle, with limited free time
    - Individuals with health concerns, more available free time
    - Parents or guardians
    - Health Care professionals (administrator level as well as physicians)
- Evaluate, organize and propose new Information Architecture
- Brainstorm high level conceptual models
- Create Sitemap and detailed wireframes for each section of the portal
- Iterate based on feedback and discussions
- Test proposed designs
- Finalize designs and collaborate with teams to prepare for implementation (annotations)
- Future phases: art direct while in implementation phase, suggest necessary changes
- Post launch: review feedback, performance, iterate, scale

Case Study: Patient Portal: Process

WRSHealth

| Discovery | Strategy | Design | Development | Deployment |
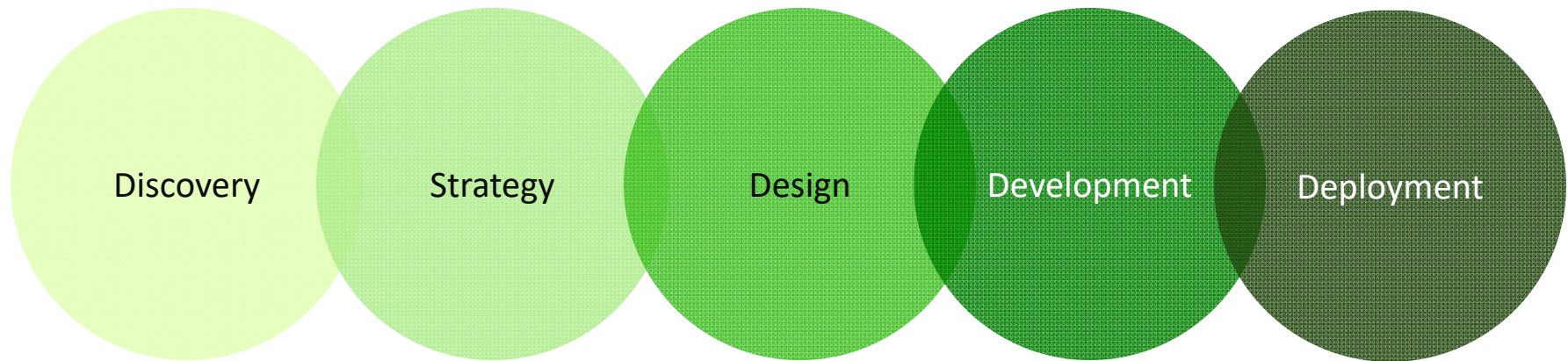
- **Discovery**
  - Reviewing and establishing gaps and opportunities in existing "legacy" Patient Portal
  - Establishing target audiences
  - Interviewing stakeholders
  - Understanding technical, regulatory and business requirements
  - Determining KPIs

- **Strategy**
  - Optimizing Content
  - Establishing Focus Points
  - Brainstorming conceptual models, reflecting on industry trends
  - Mobile-friendly

- **Design**
  - Bucketing content
  - Building sitemap
  - Developing low- and high-fidelity wireframes
  - Creating and testing prototypes
  - Revising iteratively

- **Development**
  - Future Phase
  - Front-end implementation
  - Revising prototypes (UX)
  - Interim testing (UX)
  - Database integration and (UX) review

- **Deployment**
  - Measuring success post-launch
  - Optimizing based on feedback
  - Scaling, expanding, evolving

Case Study: Patient Portal: BEFORE

Case Study: Patient Portal: AFTER

APPENDIX

Additional Samples: UX-related deliverables

Do Game Day Right Campaign (desktop and mobile)

Intranet Redesign, Corporate Site Optimization

BMW – Dealership Site Optimization

DIAGEO

New CMS for Admin Content Implementation

PhotoBooth Kiosk User Experience (interactive device in bars and restaurants)
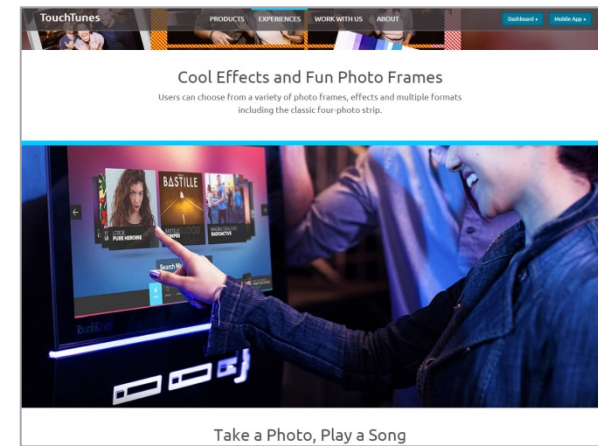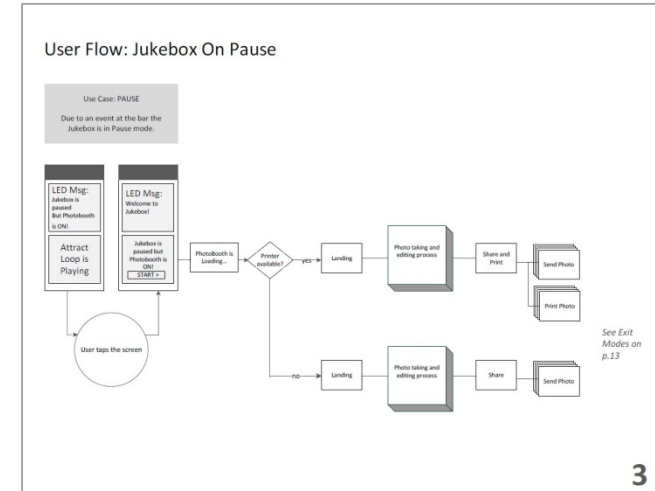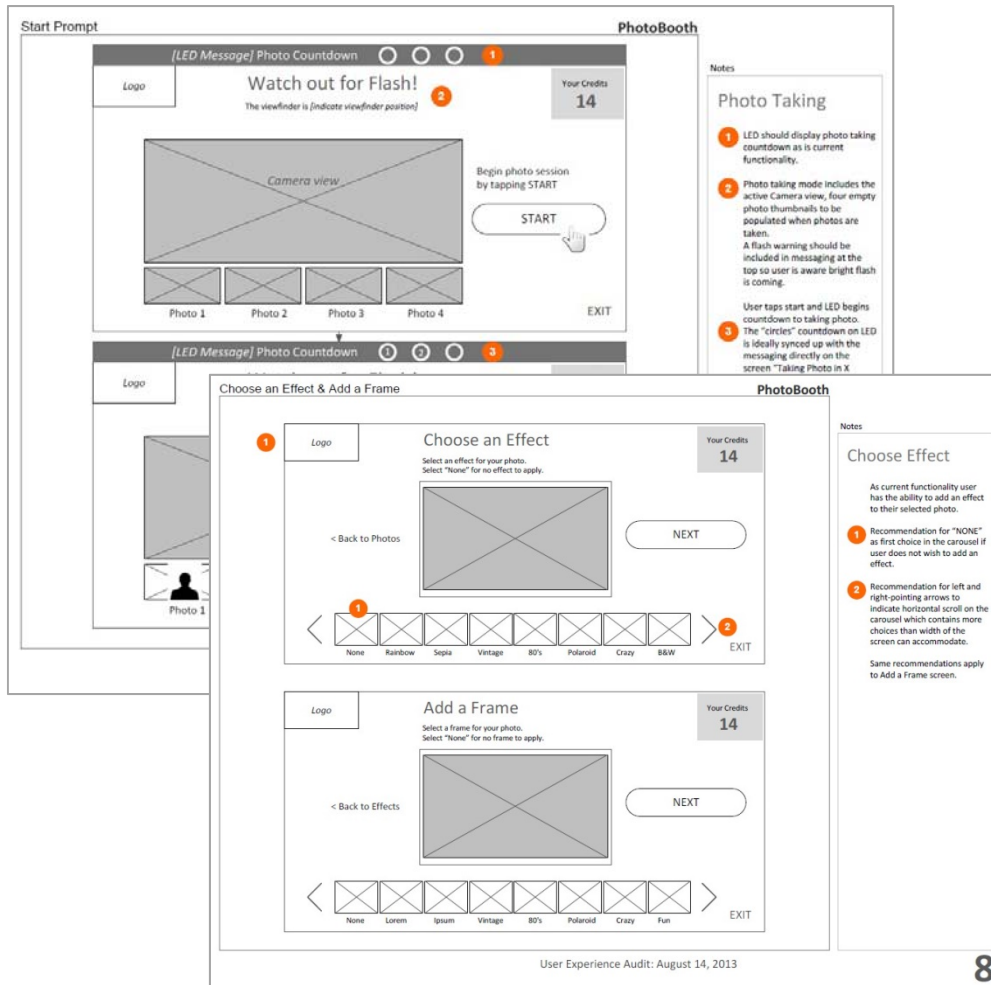
WRS Solutions Software-as-a-Service Optimization (Annotated Final Deliverable)

Process Deliverables 1 of 2

Competitive Summary: Visual and User Experience

Legend:
- 🔴 Excels
- 🟡 Average
- ⚪ Sub Par

	CoreHR	MHR	ADP	SDWorx	SAGE
Architecture Is the site easy to navigate?	🟡	🟡	🟡	🟡	⚪
Ease of Use Can user find their way around?	🟡	🟡	🟡	🟡	⚪
Content Org Is content organization clear?	🔴	🟡	🟡	🟡	🟡
User Journey Are all points across the journey addressed?	🟡	🔴	🟡	⚪	⚪
Engagement Does the site keep user interested?	🔴	🟡	🔴	🟡	⚪
Design Is Design busy? Clear? Well-executed?	🔴	🟡	🟡	🟡	⚪
Responsiveness Is the site suitable cross-device?	🔴	🟡	🔴	🔴	⚪

Competitors: CoreHR

Offers best-in-class presence – both in user experience and visual presence
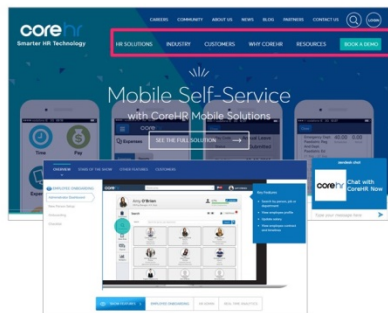
UX
- Well-executed content organization emphasizes Solutions (products), Industries, Customers (case studies)
- User has many options and ways to peruse information – accommodates user journey points
- Gallery slides are both swipe-able and click through, with sections identified

VISUAL
- Strong brand presence, effective use of color, type hierarchy and modern font usage
- Well-executed copy headlines – legible, well-contrasted against background imagery
- "Read More" CTA leads to an interactive guided product experience
- Nuances such as "reveal on scroll" open white space, relevant and simple icons helps create balance and less clutter
- Photography – treated with darker tone/blur – feels intentional and well-integrated with their products, rather than generic stock

Recommended Sitemap Revisions: User-Focused
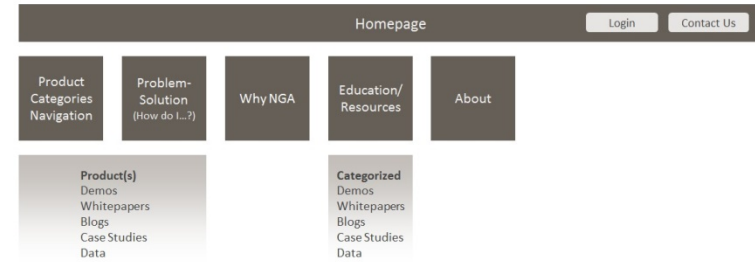
- Emphasize and capitalize on problem-solution construct
- Leverage supporting content in context with relevant product or problem-solution (e.g., papers, features, blogs, case studies)

New Section: Recommended Problem-Solution (How Do I...)
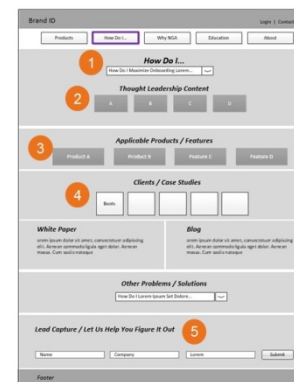
Recommendations

1. Consider Problem-Solution construct stating specific issue (phrased as question); feature this on the Homepage or include in navigation
2. Showcase best practice that address specific issue/customer pain point
3. List of NGA UK/I products that solve issue
4. Comprehensive clients/case studies that are customized for
   - Specific industry
   - Current and future needs
   - Company size
5. Lead capture with an input form to gather customer pain points

Process Deliverables 2 of 2

Personas

User: Consumer
Mrs. Doris Morae

SUEZ environnement
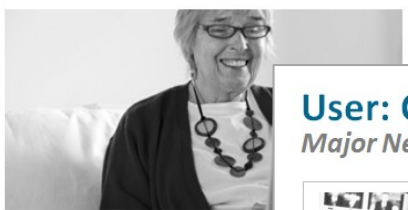
- Owns a home in NJ
- Diligently pays her bill every month

Doris's friend pays all her bills [...]
encourages Doris to give it a tr[...]
nervous about the process an[...]
involved but wants to keep up [...]
eliminate trips to the post offi[...]

Has a hard time with technolo[...]
to pay bills online. Anxious ab[...]
and using an interface she is n[...]

Hoping for an easy sign up and [...]
process. May want to learn a[...]
information about United Wat[...]
environmental efforts.

User: Corporate
Major News Media

- Writing / Producing a news announcement
- Wants to learn about the company

United Water launches Aquassistance North America to coordinate responses to water and sanitation crises.

Major News Media is covering the event and needs to communicate all information and background about the company to its viewers and readers.

User: Customer Service
Jason Brown

- Answers phone on customer support line
- Accesses client database and information daily and on multiple occasions
- Able to access and edit information quickly and efficiently
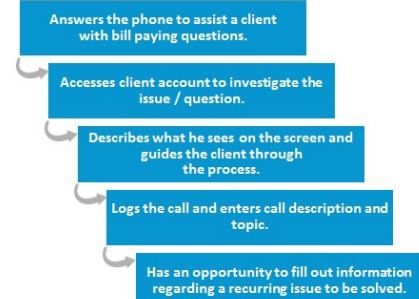
Potential User Flow

A client calls to find out how to pay bills online. Needs to learn to view monthly statements online.

Administrator needs to access client information in a timely manner. Needs straightforward and to-the-point interface (dashboard).

Develop trust with newly signed up clients to ensure return visits. Ability to communicate repeated client concerns or issues so these can be solved and implemented to continuously improve on client UX.

| Answers the phone to assist a client with bill paying questions. |
| Accesses client account to investigate the issue / question. |
| Describes what he sees on the screen and guides the client through the process. |
| Logs the call and enters call description and topic. |
| Has an opportunity to fill out information regarding a recurring issue to be solved. |

Thank You

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