

# Victoria Poliakova

victoria\_air@hotmail.com  
917-319-9707

## 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



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

# Case Study: Patient Portal Redesign

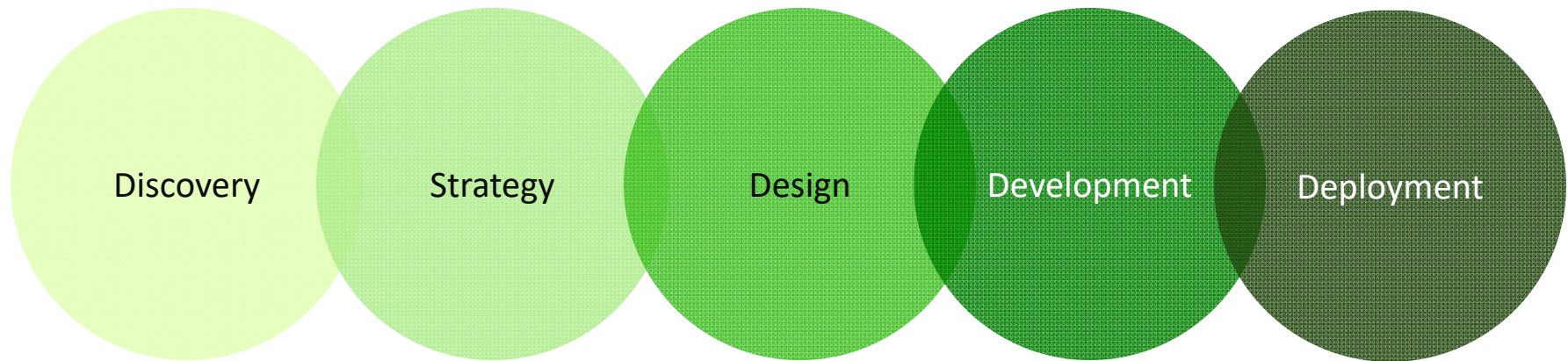


## Summary

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



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



Home Providers Directions Education Instructions Services Forms

**WRS Implementation and Training**  
Your One Stop Medical Practice

**We are the best practice ever!**

WRS Training and Implementation Practice was founded by Dr. Teat in 1986. It specializes in providing excellent, caring, and high quality healthcare to patients and their families. Medical services include physicals, GYN Exams, sick and diagnostic visits, vaccinations...

**NOTICE:**

Please provide required personal information, so that your healthcare providers will have accurate information for your care.

**Personal Information for Vivica Fox**

\* Required  
This is patient's current Personal Information.  
Keep this data up to date by making any necessary changes to each field, and then click the Submit Changes button at the bottom of the page.  
This information is kept private, in accordance with state and federal law.

**Patient must first Accept and/or Acknowledge the following policies.**

Check this box to confirm that you agree to the Waiting Room Solutions [Terms and Conditions](#)

Check this box if you acknowledge having read the practice's [Practice Privacy Policy Attestations](#)

Check this box if you accept the [Assignment of Benefits Agreement](#)

Title (e.g. Mr, Miss, Mrs., Ms.)

First Name \*  
Vivica

Middle Name

Last Name \*  
Fox

Degrees / Suffixes (e.g., PhD, PA, MD, etc.)

**My Medical Record**

Return to Dashboard

Account Email & Password 100%

Personal Info 50%

Contact Info 0%

Medications 0%

Pharmacies 0%

Medical History 0%

Social History 0%

Insurance Info 100%

Appointment History

Request History

My Healthcare Providers 100%

My Practices 100%

Directives 100%

**Contact Our Office**

Check My Inbox

Request Appointment

Topic: Refill

Topic: Referral

Topic: Billing

Topic: Clinical

General Question

Book Online

**My Reports & Tools**

Clinical Summary (CCDA)

View Test Results

Get Information Printout

My Education Resources

ENT Template Otolaryngology

Welcome, Vivica

Home Our Providers Directions Instructions Educational Links Patient Forms Accessible Version

ENT Associates of Savannah, P.C.

Dashboard Menu My Health Record (25% complete) Contact Our Office My Reports and Tools

Diet Calculator

STEP 5 - The medical history section serves as a record of your past and present health conditions.

**Medical History for Vivica Fox**

**Medical History**

if patient does not have any medical histories fill in the information in the form below.  
**Patient does not have any medical histories**

+ Add New Condition

**Surgeries**

Patient does not have any Surgeries to

+ Add New Surgery

**Family History**

**Add a New Immunization record**

Immunization \*

<input type="checkbox"/> BCG	<input type="checkbox"/> DTaP
<input type="checkbox"/> DTaP-5 pertussis antigens	<input type="checkbox"/> DTaP-Hep B-IPV
<input type="checkbox"/> DTaP-IPV	<input type="checkbox"/> DTaP-Hep-IPV
<input type="checkbox"/> DTaP-IPV	<input type="checkbox"/> H1N1
<input type="checkbox"/> Hep A, unspecified formulation	<input type="checkbox"/> Hep B, adolescent/high risk infant
<input type="checkbox"/> Hep B, unspecified formulation	<input type="checkbox"/> Hepatitis A
<input type="checkbox"/> Hepatitis B	<input type="checkbox"/> Hib
<input type="checkbox"/> Hib, unspecified formulation	<input type="checkbox"/> HPV9
<input type="checkbox"/> Human Papilloma Virus (HPV)	<input type="checkbox"/> M, unspecified formulation
<input type="checkbox"/> Influenza	<input type="checkbox"/> Influenza, injectable, MDC9, preservative free
<input type="checkbox"/> Influenza, injectable, quadrivalent	<input type="checkbox"/> Influenza, injectable, quadrivalent
<input type="checkbox"/> Influenza, injectable, preservative free	<input type="checkbox"/> Influenza, injectable, quadrivalent, preservative free, pediatric
<input type="checkbox"/> Influenza, live, intranasal, quadrivalent	<input type="checkbox"/> Influenza, recombinant, injectable, preservative free
<input type="checkbox"/> Influenza, unspecified formulation	<input type="checkbox"/> Influenza, whole
<input type="checkbox"/> IPV	<input type="checkbox"/> Meningococcal
<input type="checkbox"/> meningococcal B, OMV	<input type="checkbox"/> meningococcal B, recombinant
<input type="checkbox"/> Meningococcal CY-HIB PBP	<input type="checkbox"/> meningococcal MCVP
<input type="checkbox"/> MMR	<input type="checkbox"/> OPV
<input type="checkbox"/> Pneumococcal	<input type="checkbox"/> Pneumococcal conjugate PCV13
<input type="checkbox"/> Pneumococcal polysaccharide PPV23	<input type="checkbox"/> PPD
<input type="checkbox"/> Rabies, unspecified formulation	<input type="checkbox"/> Rotavirus
<input type="checkbox"/> RSVsgv	<input type="checkbox"/> Rubella
<input type="checkbox"/> Smallpox	<input type="checkbox"/> Tetanus
<input type="checkbox"/> Varicella	<input type="checkbox"/> Zoster

OR

Search By Name \*

Immunization Date \*

Doctor \*

Doctor Unknown

Submit Cancel

# Case Study: Patient Portal: AFTER



ent specialty care | Back to ENT Specialty Care Site | Welcome, Victoria

## PATIENT PORTAL

Please review and complete registration prior to appointment  
 1 appointment scheduled  
 Payment Due

- Personal Information**  
Account info, address, contact, insurance info
- Appointments**  
View, schedule, cancel, modify
- Medical Information**  
Medications, pharmacies, medical history
- Billing & Payments**  
Billing history, make payments
- Additional Information**

**Home**

- Complete Registration
- 1 appointment scheduled
- Payment Due

**Personal Information**

- Appointments
  - 1 appointment scheduled
  - Schedule an Appointment
  - Appointment Archive
- Medical Information
  - Medications
  - Pharmacies
  - Allergies
  - Medical History
  - Test / Lab Results
- Billing & Payments
  - Make a Payment
  - Billing History
  - Payment Information
- Additional Information

**Logout**

**ENT Specialty Care**  
 1 Harriman Dr  
 Medical Arts Building #1  
 Goshen, NY 10924  
 MAE | WEBSITE

P (845) 294-8749  
 F (845) 294-8748

Facebook  
 Twitter  
 Another SM link

Privacy Policy 2017

Main Links: About Us, Directions, Educational Links, Patient Forms  
 Providers: ENT Doctor, Otolaryngologist, MD  
 Privacy Policy: Report A Problem, Accessible version

ent specialty care | Back to ENT Specialty Care Site | Welcome, Victoria

## PATIENT PORTAL

Personal Information

**Add Insurance**

This is my primary insurance  
**Aetna Insurance of CT**  
 #4567892  
 Group 34512

This is my primary insurance  
 Insurance Company  
 Enter Insurance Name  
 Policy Number  
 Enter policy number  
 Group  
 Enter group number

**Add Insurance Card Images**  
 Take photos of front and back of your insurance card with your mobile phone.  
 Test on your card photos at (845)294-8749  
 Please include a text message with your name and date of birth.

OR

Upload front and back of card images from your computer:  
 Front of Card  
  
  
 Back of Card

We are located at:  
 1 Harriman Dr  
 Medical Arts Building #1  
 Goshen, NY 10924  
 Phone (845) 294-8749  
 Fax (845) 294-8749  
 View All Of Our Locations

ent specialty care | Back to ENT Specialty Care Site | Welcome, Victoria

## PATIENT PORTAL

Medical Information

**Medications**

- Albuterol (inhal) 90 mcg/actuation aerosol inhaler
- Prednisolone
- Erythromycin
- Acetaminophen Unknown dosage/form

**Add Medication**

Medication Name

Dosage

Format

Frequency

Short-acting bronchodilator, in addition to long-acting inhaled corticosteroid

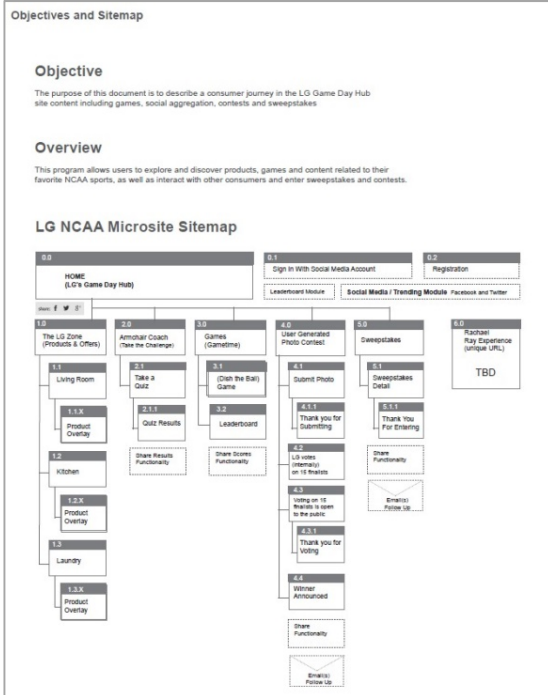
We are located at:  
 1 Harriman Dr  
 Medical Arts Building #1  
 Goshen, NY 10924  
 Phone (845) 294-8749  
 Fax (845) 294-8749  
 View All Of Our Locations

# APPENDIX

*Additional Samples: UX-related deliverables*



# Do Game Day Right Campaign (desktop and mobile)



### User Generated Contest: Phase I: Entry Form

**Contest Title**  
Enter all required information

First Name

Last Name

Email Address   
This address will be used for winner notification

Zip Code

**Submit Photo**  
Requirements for photo submission are described here. Airtular sunt volupta foremp coned quam fugia acitatur sunt volupta foremp doupti coned quam fugia

Select Photo  
 Upload existing photo (optional)  
 Email Opt-in Airtular sunt volupta foremp coned quam  
 Age gate for entrants to actively check they are 18+ and a legal resident of the UG.

**Submit**

NCAA and final four are trademarks of the national collegiate athletic association.

When user selects a photo to upload it shows up in the thumbnail for user to confirm it is their selected choice.

### NCAA EXPERIENCE

**Contest Title**  
First Name

Last Name

Email Address

Zip Code

**Submit Photo**  
Requirements for photo submission are described here. Airtular sunt volupta foremp. Select Photo

Email Opt-in Airtular sunt volupta foremp coned quam  
 Over 18 age gate disclaimer and legal US resident disclaimer

**Submit**

Contest Rules  
Terms & Conditions

NCAA and final four are trademarks of the national collegiate athletic association.

Depending on the prize estate required to present Contest name, overview, supporting visuals, the form may need to appear in a separate screen, after user clicks on Entry Form

**Champions of Clutch Sweepstakes**  
Enter to win a chance to win prizes to the 2014 NCAA Final Four and other great LG prizes. We'll announce winners in early May.

**Champions of Clutch Sweepstakes entry**

First Name

Last Name

Email Address

Zip Code

Phone Number

I agree to receive email product information, special offers and other news from LG

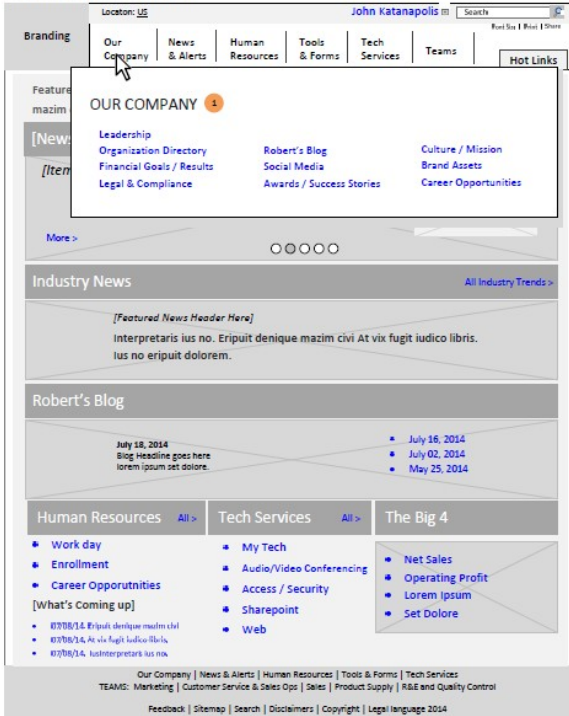
I agree to receive product information, special offers and other news from LG

**SUBMIT NOW**

NCAA and final four are trademarks of the National Collegiate Athletic Association.

## Intranet Redesign, Corporate Site Optimization

### Mega Navigation: Our Company



Location: US John Katanapolis Search

Branding Our Company News & Alerts Human Resources Tools & Forms Tech Services Teams Hot Links

**OUR COMPANY**

- Leadership
- Organization Directory
- Financial Goals / Results
- Legal & Compliance
- Robert's Blog
- Social Media
- Awards / Success Stories
- Culture / Mission
- Brand Assets
- Career Opportunities

More >

Industry News [All Industry Trends >](#)

[Featured News Header Here]  
Interpretaris ius no. Eriput denique mazim civi At vix fugit iudico libris. tus no eripuit dolorem.

Robert's Blog

- July 18, 2014  
Blog Headline goes here  
lorem ipsum set dolore.
- July 16, 2014
- July 02, 2014
- May 25, 2014

Human Resources [All >](#) Tech Services [All >](#) The Big 4

- Work day
- Enrolment
- Career Opporunities
- [What's Coming up]
- 03/06/14. Et iudic denique maem cilid
- 03/06/14. At vix fugit iudico libris
- 03/06/14. iustinterpretark ius nix
- My Tech
- Audio/Video Conferencing
- Access / Security
- Sharepoint
- Web
- Net Sales
- Operating Profit
- Lorem ipsum
- Set Dolore

Our Company | News & Alerts | Human Resources | Tools & Forms | Tech Services  
TEAMS: Marketing | Customer Service & Sales Ops | Sales | Product Supply | R&E and Quality Control

Feedback | Sitemap | Search | Disclaimers | Copyright | Legal language 2014

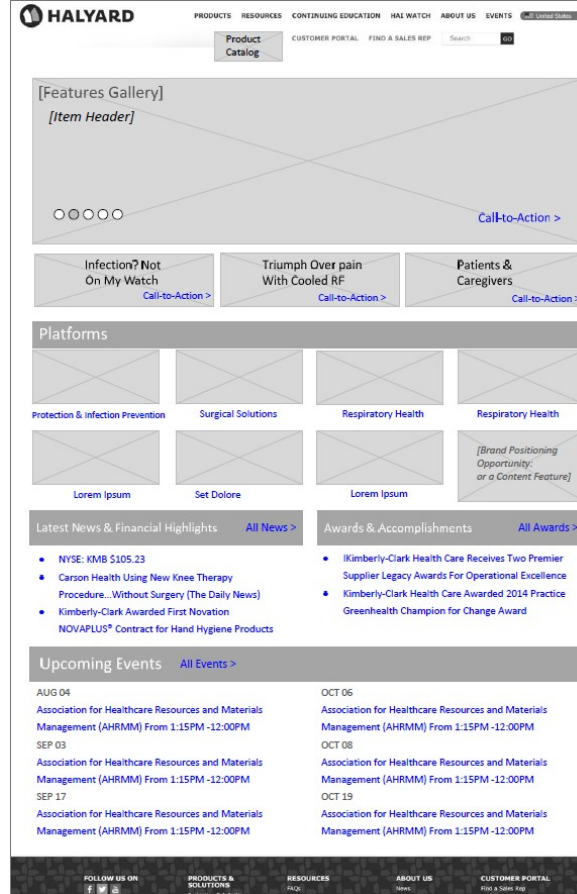
All copy and nomenclature for placement purposes only, not final version.

#### NOTES

- Mega navigation  
This type of navigation is available at each category in the main horizontal nav.

For future phases suggested additional functionality includes "top five links" menu and also "featured content" areas

Featured content areas can bring up any contextual or section-related items so users can access these without having to click deeper in the navigation.



**HALYARD** PRODUCTS RESOURCES CONTINUING EDUCATION HAL WATCH ABOUT US EVENTS

Product Catalog CUSTOMER PORTAL FIND A SALES REP Search

[Features Gallery]  
[Item Header]

Call-to-Action >

Infection? Not On My Watch [Call-to-Action >](#) Triumph Over pain With Cooled RF [Call-to-Action >](#) Patients & Caregivers [Call-to-Action >](#)

Platforms

Protection & Infection Prevention Surgical Solutions Respiratory Health Respiratory Health

Lorem Ipsum Set Dolore Lorem Ipsum [Brand Positioning Opportunity, or a Content Feature]

Latest News & Financial Highlights [All News >](#) Awards & Accomplishments [All Awards >](#)

- NYSE: KMB \$105.23
- Carson Health Using New Knee Therapy Procedure...Without Surgery (The Daily News)
- Kimberly-Clark Awarded First Novation NOVAPLUS® Contract for Hand Hygiene Products
- Kimberly-Clark Health Care Receives Two Premier Supplier Legacy Awards For Operational Excellence
- Kimberly-Clark Health Care Awarded 2014 Practice Greenhealth Champion for Change Award

Upcoming Events [All Events >](#)

AUG 04 Association for Healthcare Resources and Materials Management (AHRMM) From 1:15PM -12:00PM

SEP 03 Association for Healthcare Resources and Materials Management (AHRMM) From 1:15PM -12:00PM

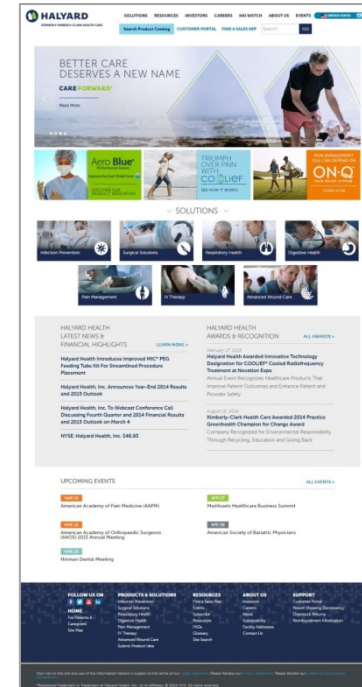
SEP 17 Association for Healthcare Resources and Materials Management (AHRMM) From 1:15PM -12:00PM

OCT 06 Association for Healthcare Resources and Materials Management (AHRMM) From 1:15PM -12:00PM

OCT 08 Association for Healthcare Resources and Materials Management (AHRMM) From 1:15PM -12:00PM

OCT 19 Association for Healthcare Resources and Materials Management (AHRMM) From 1:15PM -12:00PM

FOLLOW US ON PRODUCTS & SOLUTIONS RESOURCES ABOUT US CUSTOMER PORTAL



**HALYARD** SOLUTIONS RESOURCES CAREERS HAL WATCH ABOUT US EVENTS

Search Product Catalog CUSTOMER PORTAL FIND A SALES REP

BETTER CARE DESERVES A NEW NAME  
CARE FORWARD

SOLUTIONS

HALYARD HEALTH AWARDS & RECOGNITION

UPCOMING EVENTS

FOLLOW US ON PRODUCTS & SOLUTIONS RESOURCES ABOUT US CAREERS



# BMW – Dealership Site Optimization

BMW Site Optimization

BMW Logo Sales: 973-575-8055 | Parts & Service: 973-575-8055

Log In | Register

HOME NEW VEHICLES PRE-OWNED PARTS & SERVICE FINANCE Offers ABOUT US

Featured New Vehicles

Lease a 2016 BMW Coupe for 36 mos., with \$1995 Down!

Payment Type:
 

- Lease
- Finance

 Price: From \$40,885 To \$180,885 Refine

Year: 2017 (133) 2016 (109) 246 Vehicles 2017 \* 2 Series \* 3 Series \* Z Series \* S35i xDrive \* Sedan \* Gray \* Black \*

2016 BMW 5 Series 528i xDrive Sedan \$42,553
 

- Stock: 2160125
- VIN: SALCP28BGVGH00633
- City MPG 20.0 Hwy MPG 26.0 Four Wheel Drive
- Exterior: Santorini Black Metallic Interior: Ebony
- Lease Starting at \$300 / month! Offer Details >
- 973-575-8055 GET BEST PRICE >

2016 BMW 5 Series 535d xDrive Sedan \$40,123
 

- Stock: 2160125
- VIN: SALCP28BGVGH00633
- City MPG 20.0 Hwy MPG 26.0 Four Wheel Drive
- Exterior: Santorini Black Metallic Interior: Ebony
- Lease Starting at \$299 / month! Offer Details >
- 973-575-8055 GET BEST PRICE >

1-800-35-miller

Our Brands: Jaguar, Porsche, Audi, Bentley, Volkswagen, Land Rover, MINI, Volvo, Subaru, Toyota, Service Specials, Pre-Owned, Parts Specials, Services, Finance, Parts, Parts Specials, Order Parts Quote, Parts Staff, Parts, Service Specials, Schedule Service Online, Service Staff, Finance, Credit Application, 2016 Paul Miller Auto Group, LLC Privacy Policy

All copy and nomenclature for placement purposes only, not final version. BMW Vehicle Optimization 2016 4

BMW-Homepage V1 BMW Site Optimization

BMW Logo Sales: 973-575-8055 | Parts & Service: 973-575-8055

Log In | Register

HOME OFFERS NEW VEHICLES PRE-OWNED PARTS & SERVICE FINANCE ABOUT US

The Lineup H1 Header Copy Goes In This Area

BMW Model 1 BMW Model 2 BMW Model 3 BMW Model 4 BMW Model 5

Search Inventory:
 

- Vehicle Type: Next
- Body Style: Next
- Year: Next
- GO

What Car is Right For You? Use our step-by-step guide to help narrow your vehicle choices. Our inventory has something for every lifestyle, budget and taste. Find a Car

Exclusive Sale Offers: Offer Header Lease a 2016 BMW for 36 mos., with \$2500 Down!

Featured New And Used Vehicles:
 

- NEW VEHICLES PRE-OWNED VEHICLES VIEW ALL NEW VEHICLES
- 2016 BMW 435i Open Coupe \$539 per month / 36 months
- 2016 BMW 435i Open Coupe \$539 per month / 36 months
- 2016 BMW 435i Open Coupe \$539 per month / 36 months

Parts & Service: Book a Service Appointment > Parts Inquiry > Contact a Service Advisor >

Trade In: Want to take control of the trade-in process? Start with your instant cash offer powered by AutoTrader.com. Get Started >

Sign Up: Unlock the Exclusive Features & Offers on Exclusive access to private events. Calculate lease payments. Check on service and parts. First Name: Email Address: Sign Up >

Our Brands: Jaguar, Porsche, Audi, Bentley, Volkswagen, Land Rover, MINI, Volvo, Subaru, Toyota, Service Specials, Pre-Owned, Parts Specials, Services, Finance, Parts, Parts Specials, Order Parts Quote, Parts Staff, Parts, Service Specials, Schedule Service Online, Service Staff, Finance, Credit Application, 2016 Paul Miller Auto Group, LLC Privacy Policy

All copy and nomenclature for placement purposes only, not final version. BMW Vehicle Optimization 2016 2

2016 BMW 328i xDRIVE SEDAN \$399 per month / 36 months

HEADLINE GOES HERE

FEATURED NEW AND PRE-OWNED VEHICLES

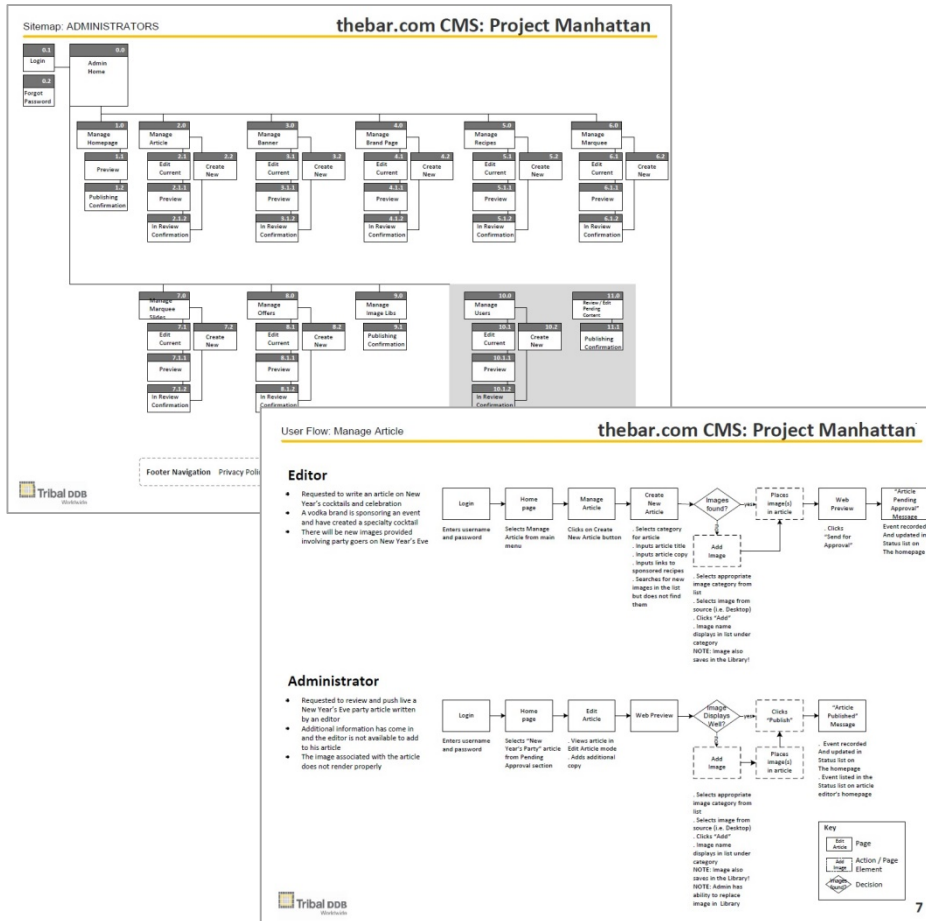
2016 BMW 435i Open Coupe \$539 per month / 36 months

2016 BMW 435i Open Coupe \$539 per month / 36 months

2016 BMW 435i Open Coupe \$539 per month / 36 months

2016 Paul Miller Auto Group, LLC Privacy Policy

## New CMS for Admin Content Implementation



**Edit Article: Select Image From Library**

**thebar.com CMS: Project Manhattan**

Home > Manage Article > Edit Article

**Edit Article**

Current URL: <http://www.thebar.com/en-us/Articles-and-Videos/Party-Hosting/Playing-Matchmaker-A-Guide-to-Pairing-Food-and-Cocktails.aspx>

Article Category: Party Hosting

Article Title: Playing Matchmaker: A Guide to Pairing Food and Cocktails

Article Image: [http://assets.thebar.com/v2/v1.1.2/EN-US/IMAGES/Article/marquee/article\\_detail\\_food\\_cocktail.jpg](http://assets.thebar.com/v2/v1.1.2/EN-US/IMAGES/Article/marquee/article_detail_food_cocktail.jpg)

**Image Library**

Name	Date	Edited By	Edited By	Edited By
article_detail_food_cocktail.jpg	02/10/2011	D. Abrams	D. Abrams	D. Abrams
article_detail_food_cocktail.jpg	02/01/2011	S. Ericson	S. Ericson	S. Ericson
article_detail_food_cocktail.jpg	11/05/2010	B. Smith	B. Smith	B. Smith
article_detail_food_cocktail.jpg	11/04/2010	V. Panjwani	V. Panjwani	V. Panjwani
article_detail_food_cocktail.jpg	10/30/2010	D. Abrams	D. Abrams	D. Abrams
article_detail_food_cocktail.jpg	02/10/2011	S. Ericson	S. Ericson	S. Ericson
article_detail_food_cocktail.jpg	02/01/2011	B. Smith	B. Smith	B. Smith
article_detail_food_cocktail.jpg	11/05/2010	V. Panjwani	V. Panjwani	V. Panjwani
article_detail_food_cocktail.jpg	11/04/2010	D. Abrams	D. Abrams	D. Abrams

**Text Content:**

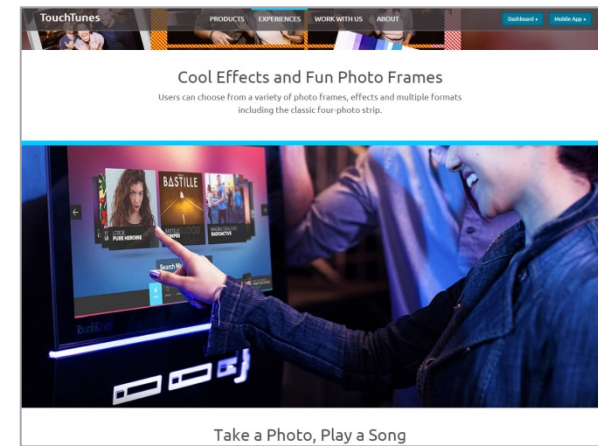
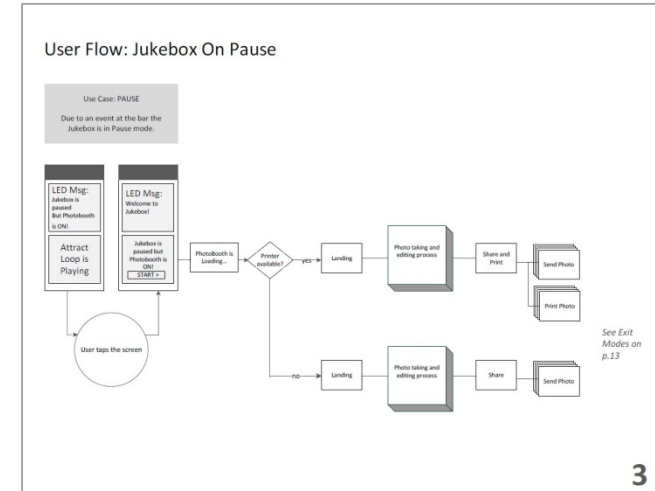
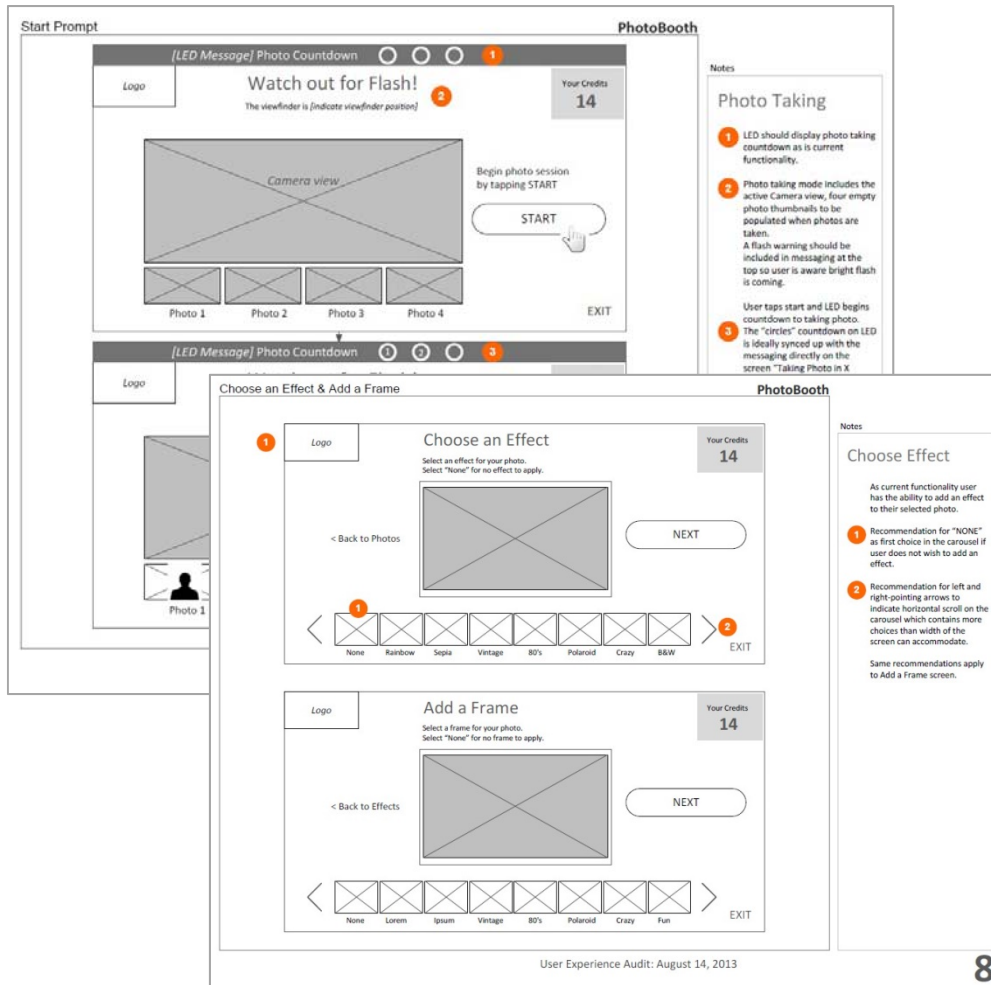
If you're a rookie on the pairing playground, you may want to start by serving cocktails with dessert. Coffee-based cocktails like **Mexican Coffee** and **Burrito Irish Coffee** go particularly well with desserts the acidic flavor in the coffee complements the sweet taste of sugar in desserts.

**Complicated recipe, easy cocktail**  
If you're making a dish with complicated flavors, serve a cocktail that's simple and distinct. For example an herb-ousted rack of lamb, with its multiple seasonings and flavors, deserves a straightforward cocktail like a **MintJalisco**.

**Think of Cocktails as condiments**  
Try not to think of beverages as complements to a meal, but as condiments like salt, pepper, olive oil and vinegar. As with wine, consider the contrasting or similar components of both food and cocktail. The soft flavor of fish, for instance, can be enhanced by

Buttons: Cancel All Edits, Save Draft, Submit For Review

# PhotoBooth Kiosk User Experience (interactive device in bars and restaurants)



## WRS Solutions Software-as-a-Service Optimization (Annotated Final Deliverable)

**Medications Default Landing**

**This is the default Medications landing page.**  
Following are general requirements or rules for functionalities on this page:

- Follow currently implemented Medications page for all existing functionalities. Majority of actions, elements and functions have been incorporated in this new design.
- Keep all "right click" functionalities from live design and implement in the new design. i.e. all action item menus -- as they currently appear when clicking an item -- should also appear on the newly implemented page.
- All modules are expand/collapse able. Default view is shown, where the only modules expanded are Current Allergies, Current Medications and the drug prescription area, as well as Notes at the top. User is able to expand or collapse any module.
- "Remember" function -- user preferences should be saved after user leaves the screen. This applies when tabs are selected and last worked on as well as when modules are expanded or collapsed. If user expanded all modules at previous visit, they will get the same every-module-expanded on their next visit. This also applies to the tab selection. When a provider keeps Prescription tab open, this should show on their next access to this page. If Administer Medication tab was used last, this should show on the next visit to the page. Etc.

WRS Health 2017 | Medications UX Redesign **2**

**ORDERS AND PROCEDURES**

**Mockup shows two orders added to the Current Orders list.**

- Grey out those codes which have been selected
- Display lab-specific, order-specific code under lab drop-down. Lab default should depend on practice affiliation with lab and also on patient insurance lab network. User is able to change lab default by selecting another lab (if available) from the drop-down menu.
- All CPTs and functional ties have been retained from current design. Layout may differ slightly, refer to current mock-up.

**For Current Orders, display included settings for Diagnosis, Lab and Expected DOC.**

**Once these are entered they should apply to all the items in the list. User is able to override individual fields as necessary.**

**NOTE**  
When a default lab is not applicable to an order such as imaging, display upon highlighting with a "Select Imaging Facility" prompt. Drop down should only include values for applicable imaging facilities for that order (ex. MRI).

# Process Deliverables 1 of 2

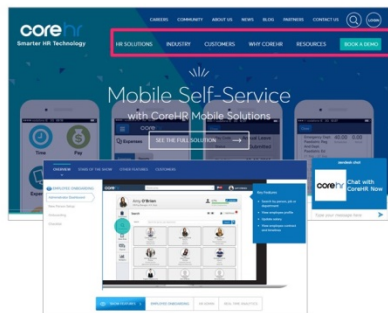
## Competitive Summary: Visual and User Experience



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

## Competitors: CoreHR

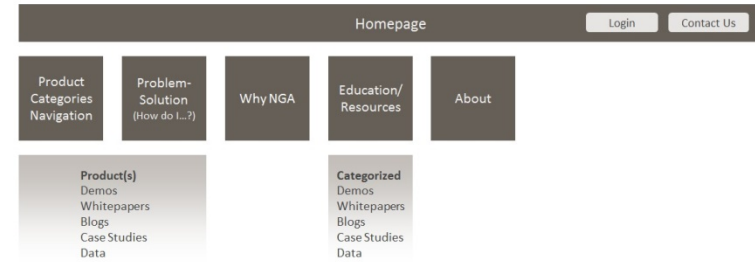
Offers best-in-class presence – both in user experience and visual presence



- 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

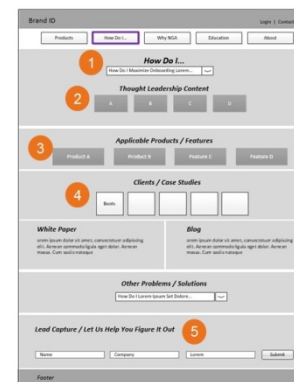
- VISUAL**
- Strong brand presence, effective use of color, type hierarchy and modern font usage
  - Well-executed copy headlines – legible, well-contrasted against background imagery
  - “Read More” CTA leads to an interactive guided product experience
  - Nuances such as “reveal on scroll” open white 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

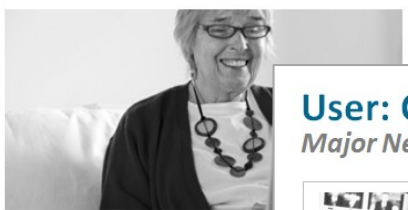
- Consider Problem-Solution construct stating specific issue (phrased as question); feature this on the Homepage or include in navigation
- Showcase best practice that address specific issue/customer pain point
- List of NGA UK/I products that solve issue
- Comprehensive clients/case studies that are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

# Process Deliverables 2 of 2

## Personas

### User: Consumer

*Mrs. Doris Morae*



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

Doris's friend pays all her bills encourages Doris to give it a try. She is nervous about the process and the amount involved but wants to keep up with the service to eliminate trips to the post office.

Has a hard time with technology and is nervous to pay bills online. Anxious about the process and using an interface she is not familiar with.

Hoping for an easy sign up and a simple payment process. May want to learn about the company's environmental efforts.

### User: Corporate

*Major News Media*



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.

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

### User: Customer Service

*Jason Brown*



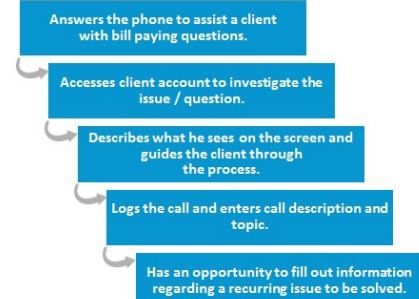
A client calls to find out how to pay bills online. Needs to learn to view monthly statements online.

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 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





**Thank You**

**Victoria Poliakova**

User Experience Lead

victoria\_air@hotmail.com

917-319-9707