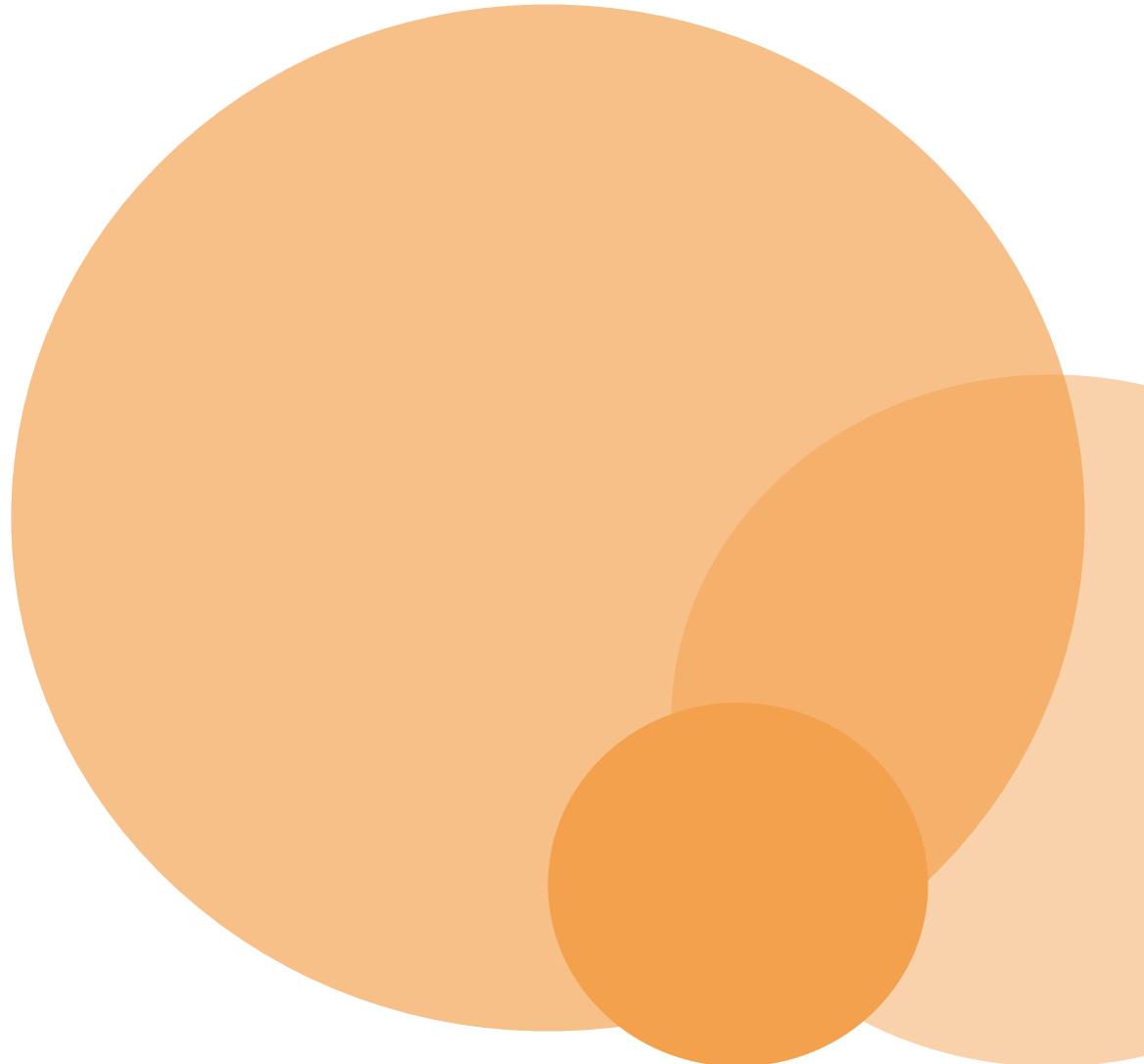


---

ALICE RICHMOND

Service design, research & strategy

# Portfolio



## DIGITAL EXHIBITIONS - WELLCOME COLLECTION

### Problem to solve

How can we Use digital content and services to make everyone's, specifically D/deaf, disabled and neurodivergent people's, visit to the Wellcome Building more accessible, enjoyable and inclusive?

### Outcome

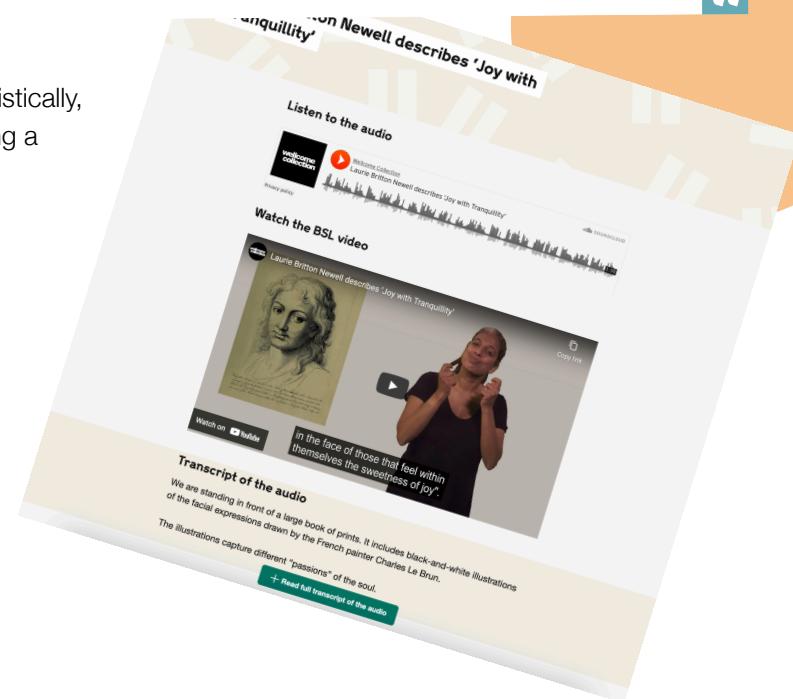
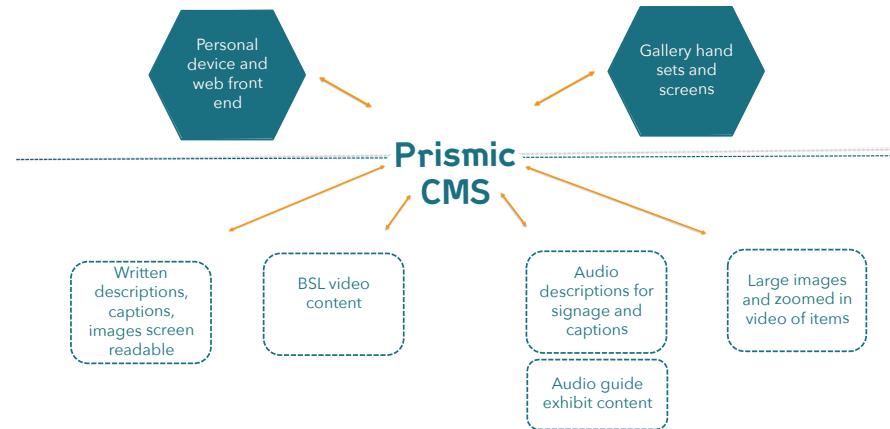
Experience strategy incorporating online and in gallery experience, to create a consistent, accessible and useful user experience across all touch points.

Including MVP design, outcomes, scope and next steps. Recommendations given for improving experiences holistically, focussing on consistency using a central CMS as a single source of truth for in gallery and online content. Building a standard for accessible interactive content for all temporary exhibitions at Wellcome.

### Responsibilities

- Leading collaborative transformational piece, coaching siloed teams
- Research - User research/ Accessibility/ User needs
- Content analysis
- Technical researcher
- UX - User journey mapping/Empathy mapping
- MVP design

## Multi-layered guides



## ALICE RICHMOND

# COLLECTIONS SEARCH - WELLCOME COLLECTION

### Problem to solve

Improve access to our collections so that our collections mean more, to more people.

### Outcome

A search and filter functionality for the Collections pages of the website that has a robust and useful return of search results. Users have 140% longer read time within the collections than a year prior to the work completed.

### Responsibilities

- Leading collaborative transformational piece, coaching siloed teams
- Research - Diary studies, 1-2-1 interviews, stakeholder research
- Interviews with subject matter experts
- Transcribing and creating insights
- Technical research
- UX - User journey mapping/Empathy mapping
- Development of search intention framework
- Translation of developer and user needs to ensure a holistic approach
- Integrating research library with product board
- Heatmapping
- Heuristic evaluation
- Setting key metrics

## Collections

Our collections are at the heart of what we do. Find out what we have by searching online or visiting our library. If you're interested in exploring and researching our collections, we're here to support you.

The screenshot shows the Wellcome Collection's website. At the top right is a large orange sun graphic. Below it is a header with the word "Collections". Underneath is a search bar with the placeholder "Search the catalogue" and a green "Search" button. To the left of the search bar are two tabs: "Library catalogue" (selected) and "Images". In the top right corner of the search bar area is a "BETA" label and a "Find out more" link.

### About our collections



The screenshot shows the search results page for the query "dog". At the top are three images related to the search term. Below them is a search bar with "dog" typed in, a "Search" button, and a "BETA" label with a "Find out more" link. Underneath the search bar are filter options: "Filter by", "Formats", "Dates", "More filters", and checkboxes for "Show items available", "Online (5286)", and "In the library (5389)".

9091 results for "dog"

Sort by: Relevance ▾ Page 1 of 364 ➔

Benbow's dog mixture : purifies the blood, produces a smooth and healthy appearance in their coats... / Benbow's Dog Mixture Co.

Benbow's Dog Mixture Co.  
Date [192-?]

Ephemera Online



Journal of veterinary behavior : clinical applications and research : official journal of : Australian Veterinary Behaviour Interest Group, International Working Dog Breeding Association.

## ALICE RICHMOND

# NATIONAL LEADERSHIP CENTRE - THE CABINET OFFICE

### Problem to solve

Understand the landscape and opportunities for collaboration of time poor and unsupported senior public sector leaders to improve the integrity and success of public sector organisations

### Outcome

Omni channel approach to networking through website, concierge service, telephone and WhatsApp. Delivering a website, CRM integration, searchable database and more.

### Responsibilities

- Lead end to end product life cycle
- Stakeholder management
- Design sprints
- Service blue printing
- Agile coaching
- Facilitation - Inception workshops, agile ceremonies
- User research and insight analysis

- UX- User journey mapping/Personas/Empathy mapping
- Service assessment preparation

The Network of Senior Leaders

The National Leadership Centre is connecting senior leaders from across every sector and region, in order to help improve public services.

Persona Name: *Hider Network*

User group: <i>Hider Network</i>	Is there previous research? - Deceitful with - BTR research	What do we need to find out from this group? <i>They are here Very jagged Not very stable, but firm - useful Wise Confident Credible others</i>	Notes:
User group details: <i>Some on Programme but many caught in one 1500 group</i>	What do we know already?		

Researched  
Time pressured  
Introverted

**Robert** is a Chief Executive of a local authority. He is 57 years old and has held similar roles for over 15 years.  
This is a full on job, and he needs to entirely focus on getting it done. He knows it is important to stay keep learning and stay current, but he doesn't have the time to browse or read long books on leadership.

**Peter** is a Director General in the civil service. He is 49 years old and was promoted one year ago.  
He prefers to test what he is learning in his own time either by himself or with a small group of trusted colleagues. He is at his best when he understands who will be involved in training, key meetings, or large events.

**He** wants the NLC to facilitate people to come together and build relationships over time. He wants information in advance.

**He** doesn't want the NLC to hold more large events that only make superficial connections.

## ALICE RICHMOND

# DIRECTORY OF SERVICES DISCOVERY - HACKNEY AND CITY

### Problem to solve

Discovery into opportunities for a digital directory of services signposting citizens of Hackney and City to reduce pressure on already over stretched organisations and improve trust within the community.

### Outcome

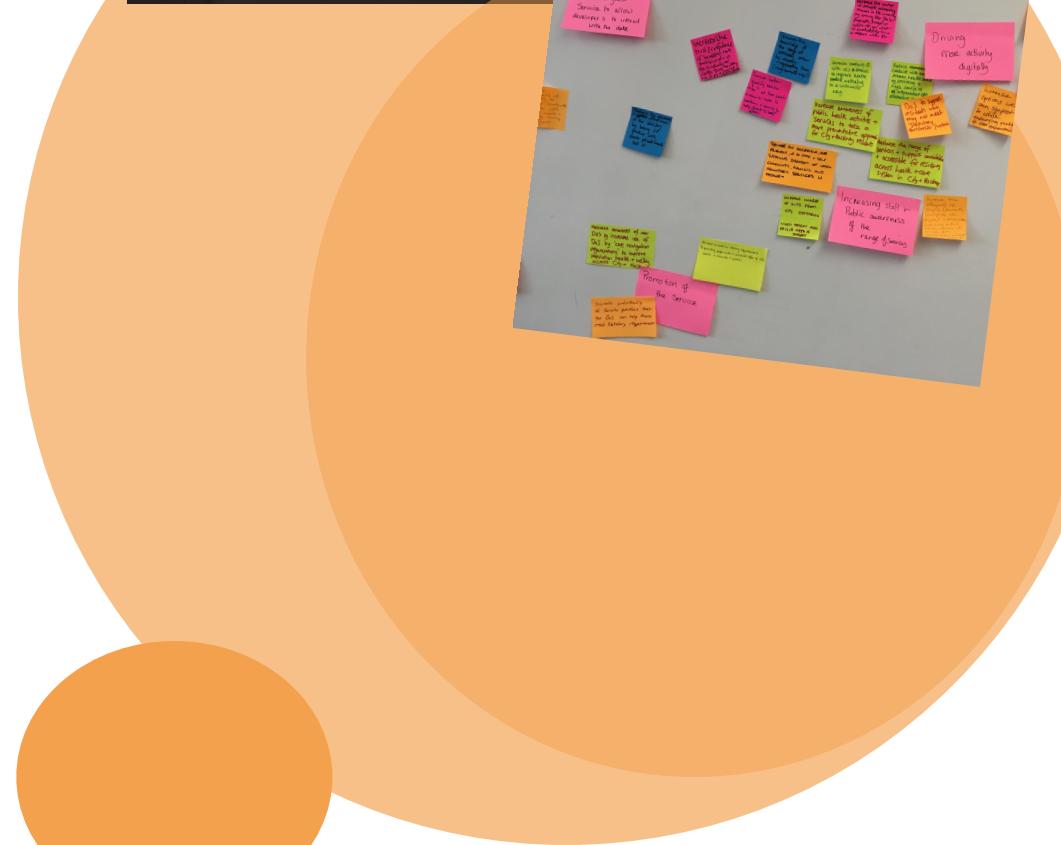
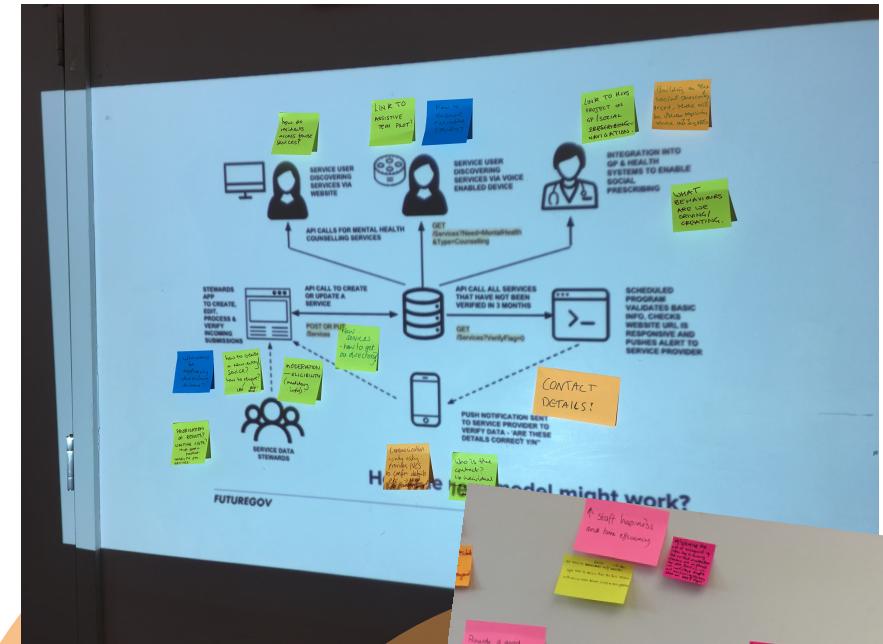
Discovery highlighted poor data maintenance and low trust in digital services because of lack of reliability, recommendations included funding for greater standardisation and maintenance of existing data before building another product.

### Goals

Provide a clear overview of the current situation with users and service providers mapping risks, limitations and opportunities

### Responsibilities

- Lead end to end product life cycle
- Stakeholder management
- Agile coaching
- Facilitation - Inception workshops, agile ceremonies



- User research and insight analysis
- UX- User journey mapping/Personas/Empathy mapping
- Data workflow mapping

