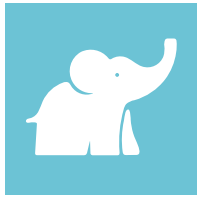# Anne Clubb
Design Portfolio

# Relevent
## RBC Amplify 2018

## Description

From May to August 2018, I worked with three other students to solve a RBC Ventures business challenge as part of the RBC Amplify competition. My team developed a family event finding web app, that allows users to view a personalized map based event feed. It was pitched to senior executives across the bank.

## Team

Anne Clubb (UI/UX Designer)
Gerald Lee (Business Analysis)
Lazo Karan (Developer)
Richie Piya (Developer

## My Role

User Research, Prototyping, Web Design, Interaction Design, Visual Design

## Tools

Photoshop, Illustrator, Adobe XD, PowerPoint

## Design Steps

1) Defined value proposition, target audience, and user goals
2) Audited competition for good and underperforming areas
3) Conducted on-street surveys and parents interviews
4) Iterated using paper prototypes and wireframes
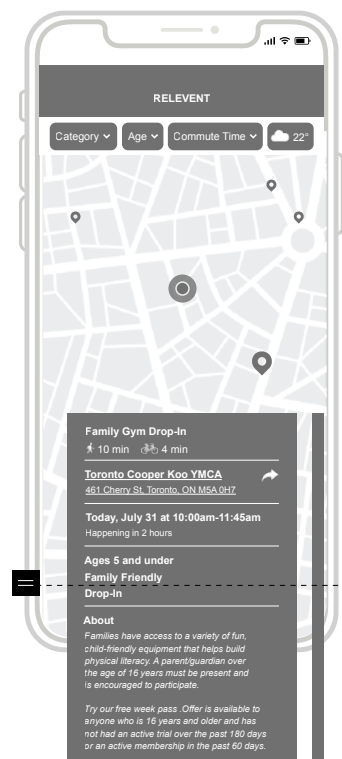5) Worked with developer to build responsive web app

## Sample of User Research

1. Conducted On-street Surveys
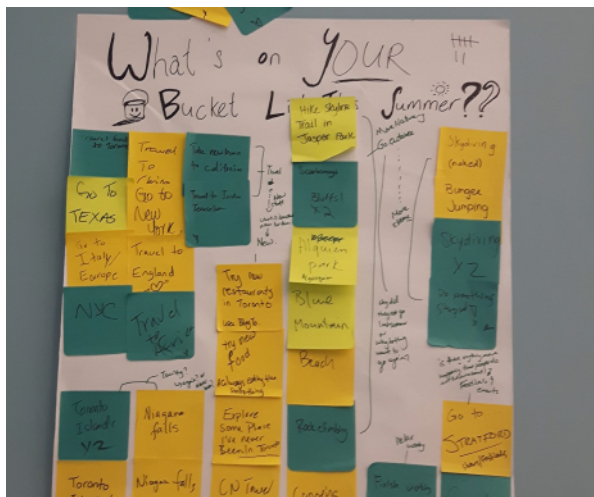


*Categorized sticky notes to determine user groups

2. Tested Wireframes

## Research Process

### 1. Discovered Needs

- Mobile friendly
- Ability to find specific age friendly events
- Increased community engagement

### 2. Built Capabilities

- Responsive web app
- Events pre-filtered by age, interests, & location
- Prioritizes smaller, and more local events

### 3. Explored Future

- Voice integration
- Searching events by tags or keywords
- Scaling to children's class registration

## Final Pitch

Relevent was temporarily launched as a live product and pitched to senior executives at RBC as a potential venture to enhance the bank's client acquisition model. It was well recieved, as we clearly articulated the iterative design process taken to develop this useful product.

Event finding is a complex problem, but Relevent is able to break down its complexities by throughly addressing the needs of one user group before scaling it to include others.
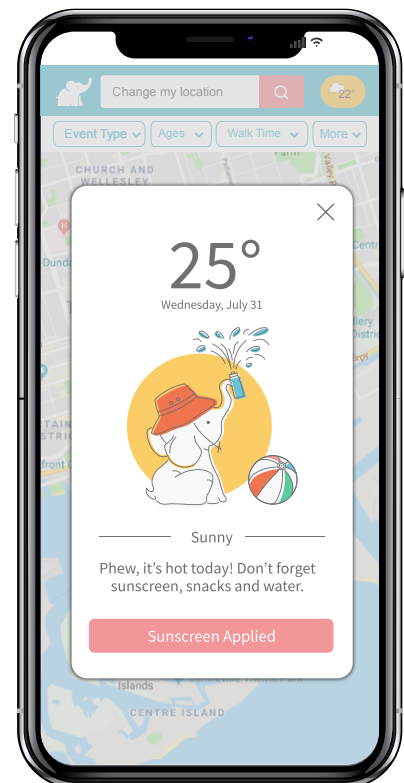
## Sample of Proposed Screens
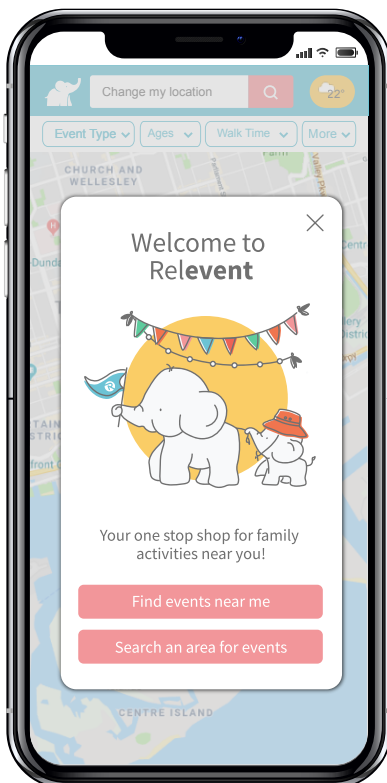


- Mobile focused
- Created custom illustrations
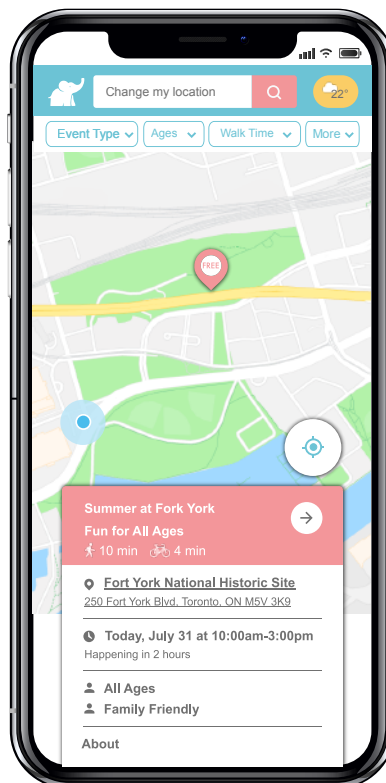
- Matches user to local events and provides directions

- Suggestions to view different activities based on the weather

# Chartis
## RBC T&O Innovation

## Description

The Innovation Products team partnered with the Stategy and Operations team to enhance their reporting capabilities. We enabled them to identify relationships to maintain or improve with other teams in the bank by tracking engagements. Chartis also provides users with visual insights to help make strategic decisions.

## Team

Anne Clubb and Emi Sato (UI/UX Designers)
Helen Phothisat (Project Manager)
Derek Burandt and Kristen McIntosh (Developers)

## My Role

User Research, Prototyping, Interaction Design, Visual Design

## Tools

Photoshop, Adobe XD, PowerPoint

## Research Phase One

The first phase of research was dedicated to creating and testing the engagement form. By completing the form after each interaction, users could see their collected data visualized on the insights page. Testing revealed the form was too long and confusing. We then created a shorter form and validated the language.



**1**

Form Options

| Meeting Rating | Lead Contact |
| Meeting Tags | Stakeholder |
| Notes | Time / Date |
| Record Meeting | Subject Line |
| Resources | Timeline |
| Other | Frequency |

Asked users to pick preferred fields to create wireframes



**2**

Logo          Sign Out

Directory    Engagement    Create

New Engagement

Stakeholder

Subject

Initial Engagement

Engagement Type

Engagement Frequency

Timeline

Lead Contact

Secondary Contacts

Notes

Unsure where page is found

Form is still too long and confusing

*Need to revise and prioritize certain fields

## Research Process Phase Two

After continuous testing and iteration, I created user flows and improved the engagement form by simplifying it from eleven fields to five fields. Below, is a sample user flow that outlines how a user can record their engagement using Chartis.
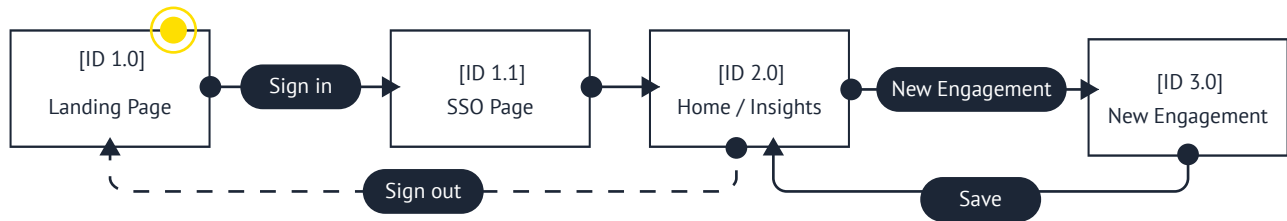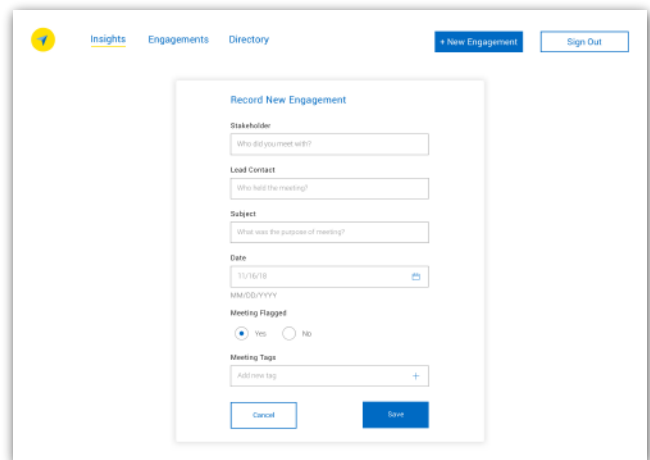


## Research Process Phase Three

The focus of this phase was the data visualization or 'Insights' page, which quickly shows the user the quantity of engagements they hold with each team and trends occuring over the fiscal year. Refer to image 4 below.
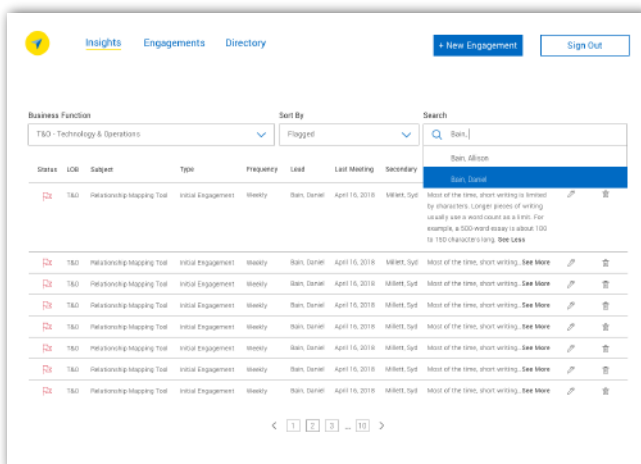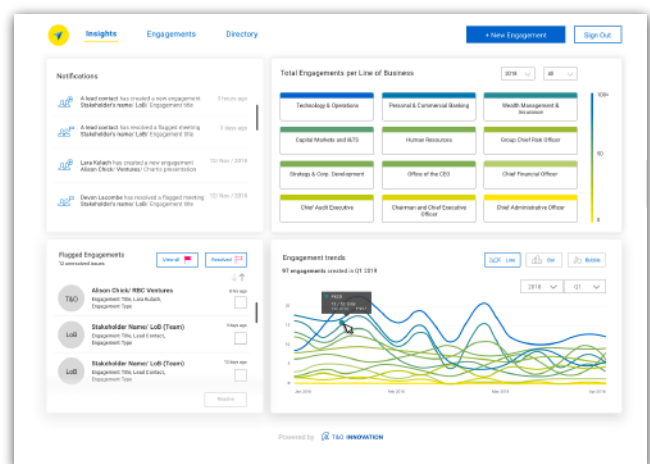
## Samples of Proposed Designs
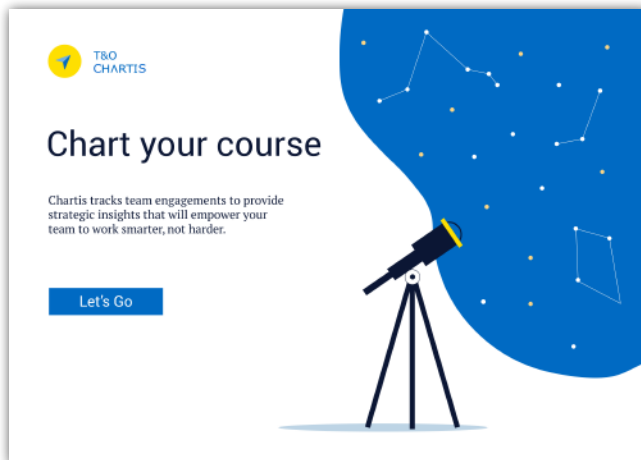


1. Landing Page



2. New Engagement Page



3. Sort List of Engagements Page



4. Engagement Insights Page

# Speakeasy
## RBC T&O Innovation

## Description

T&O Innovation built a tool to collect feedback after hosting events. However, their existing tool, Feedback app, lacked an accessible admin panel, which made it difficult for users to create, share, and evaluate their surveys. It was also inconsistent with RBC's design guidelines and required a new name to distinguish it from other tools.

## Team

Anne Clubb and Emi Sato (UI/UX Designers)
Helen Phothisat (Project Manager)
Graham Miller (Developer)

## My Role

User Research, Prototyping, Interaction Design, Visual Design

## Tools

Photoshop, Adobe XD, PowerPoint

## Value Proposition

Speakeasy offers three primary value propositions: accessibility, simplicity, and live data capture. This internal service makes it easy for RBC employees to design surveys, distribute them, and provide meaningful insights. Its simplicity and ability to capture incomplete surveys sets it apart from other surveying tools on the market.

## Screen Comparison

1) Existing page to build surveys

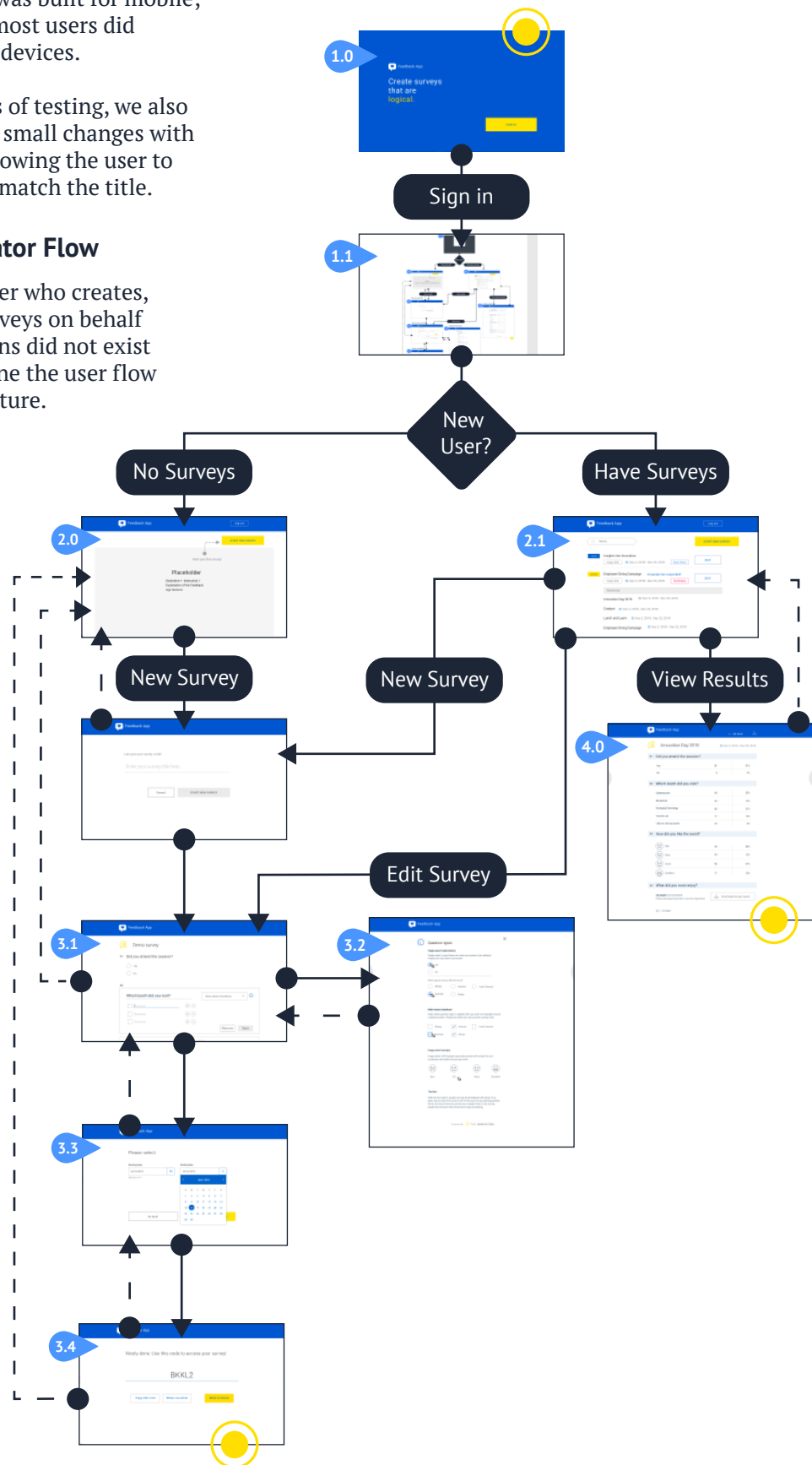2) Newly proposed page to build surveys

## Discovery and Exploration

The original survey tool was built for mobile; however, we found that most users did their surveys on desktop devices.

Through multiple rounds of testing, we also discovered ways to make small changes with large impacts, such as allowing the user to edit their survey code to match the title.

## Speakeasy Administrator Flow

The administrator is a user who creates, shares, and evaluates surveys on behalf of their team. Most screens did not exist so it was vital to determine the user flow and information architecture.

**1.0**

Sign in

**1.1**

New User?

No Surveys

Have Surveys

**2.0**

**2.1**

New Survey

New Survey

View Results

**4.0**

Edit Survey

**3.1**

**3.2**

**3.3**

**3.4**

BKKL2

Thank you!