

A handwritten signature in black ink, reading "Anne Corwell". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

## Design Portfolio

# Somnia

Role: UX Designer / UI Developer

## The challenge

A sleep startup required a new website to showcase the services they provide as well as the content that would be added as the company starts to expand.

The plan was to create a design system, design language, the information architecture and begin prototyping the Somnia native application. The initial target user base for this platform were professionals and cancer / pain-management patients who suffer from insomnia.

The project was constrained due to time and access to the target user base.

# Somnia

## What was done

### Somnia Website

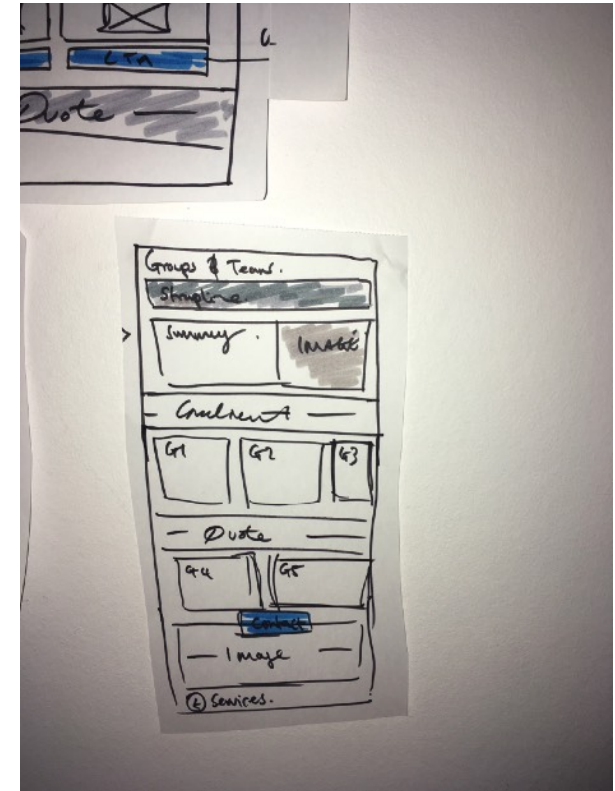
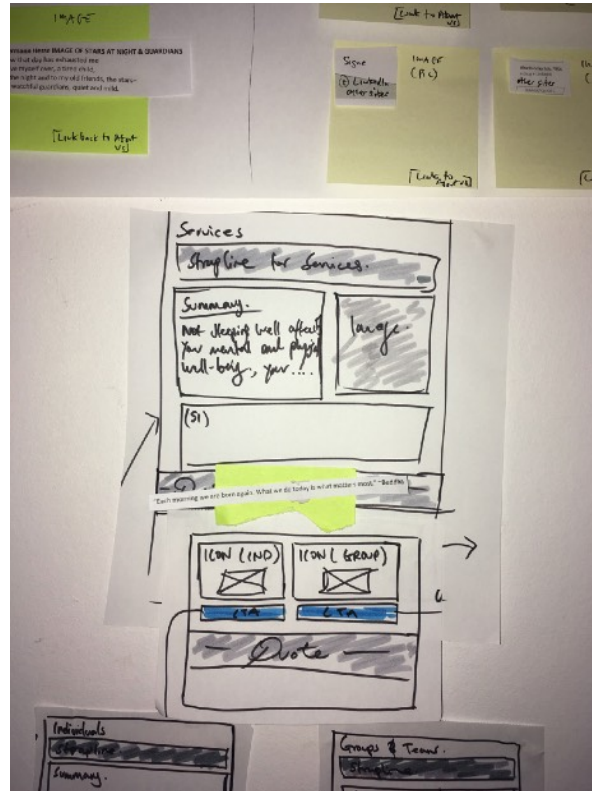
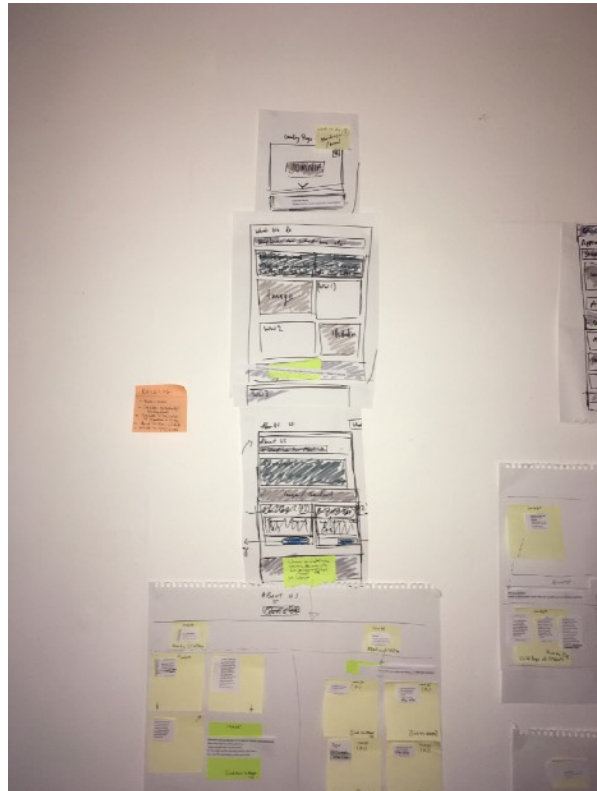
I was the UX Designer / UI Developer on the team working on the interaction design as well as the information architecture of the website.

I worked with a sleep scientist, brand strategist and visual designer to bring the project to life. I used Sketch, Photoshop and InVision for high fidelity prototypes. Simple pen and paper was used for low fidelity / to showcase quick changes.

Some of the issues were around the development of the site, and getting the correct CMS for the site up and running.

# Information Architecture

We started with defining the site / information architecture. Once this had been established the layout of the site had been roughly sketched and a quick overview of the site had been established



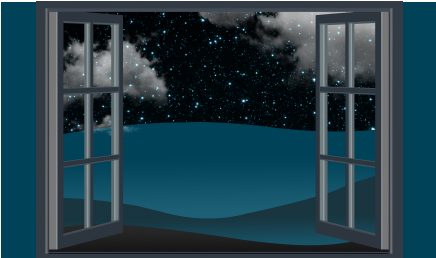
# Website High Fidelity Design

After creating a rough hand-drawn sketch of the layout was first taken into sketch to create a digital layout and also to configure layouts for multiple screens and then afterwards the lo-fi designs were taken into photoshop to add images and create a high-fidelity versions.



## What we do

The goodness of sleep



Sleep is fundamental to living a normal, healthy life. We help people who suffer from insomnia or poor sleep so they can benefit from sleeping well.

We provide easy to use, personalised services that promote better sleep. Services include one-to-one consultations, hands-on exercises or digital solutions.

What we offer combines our expertise in sleep science with our hands on practical knowledge of what people really need.

We complement this with proven skills in human-friendly digital solution design and innovation.



*Everything is created twice,  
first in the mind and then in reality*  
– Robin S. Sharma

## Projects

Sleep projects with different groups

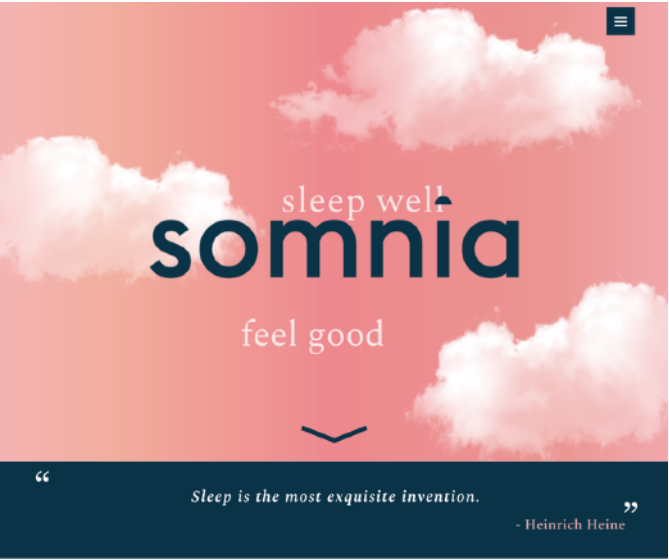


We collaborate with many diverse groups to research, develop and test new ideas and sleep solutions. If you are thinking about learning more or collaborating, please get in touch with us.

*Lay Your Sleeping Head, My Love,  
Human On My Faithless Arm...*  
– W. H. Auden

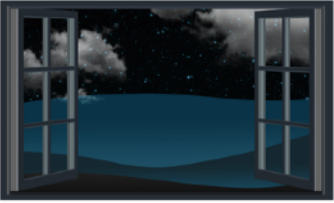
# Final Website

Once the general look and feel had been agreed upon, we decided to develop the website, once we started developing there had been a number of changes made to the design, due to either time or technological constraints. (Final developed version shown below) [as of 07 Nov 2020]



## What we do

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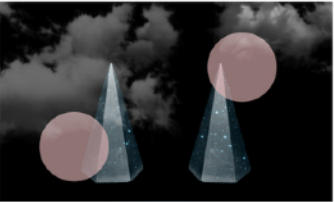
We complement this with proven skills in human-friendly digital evolution design and innovation.



“  
*I wake to sleep. I take my waking slow.*  
”  
- Theodore Roethke

### Services

Support for individuals and groups



Not sleeping well affects your mental and physical health and wellbeing, your performance at work and your interactions with the people around you.

To help prevent the impact of this Somnia provides a range of services designed to help individuals and groups

Individuals

Details

Groups and teams

Details

“  
*Each morning we are born again. What we do today is what matters most.*  
”  
- Buddha

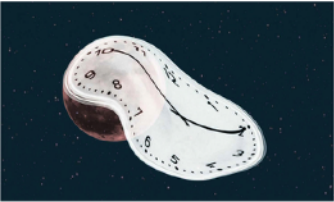
### Approach

Why what we do works

This provides you with the right tools and techniques to make changes to your behaviour, both during the day and at night.

Changes that help you establish a way of living that is naturally in sync with who you are.

Changes that will help you to sleep well. Feel good. Enjoy life.




We use a holistic approach, listening and learning about your particular circumstances and needs to make changes that will help you sleep well and feel

“  
*Lay your sleeping head, my love, Human on my faithless arm...*  
”  
- W H Auden


### Contact us

Sleep well, feel good


Send us a message



Call  
+44 (0) 7966 133 193



Address  
Circus Park, London



Email  
hello@somnia.org.uk

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# Somnia

## What was done

### Somnia Application

I was the team lead & UX Designer working on the interaction design as well as the information architecture of the mobile application.

I worked with a sleep scientist, strategist, developer and visual designer. I used Sketch and InVision for low/high fidelity prototypes.

During the preliminary phases we spoke to patients to gain a better understanding of their experiences, what their pain points were when accessing services and painting a picture of the user journey.

Since the project was developed as part of a 2-day design hackathon and as such there were time constraints therefore not being able to properly formulate the ideas.



# Somnia Application

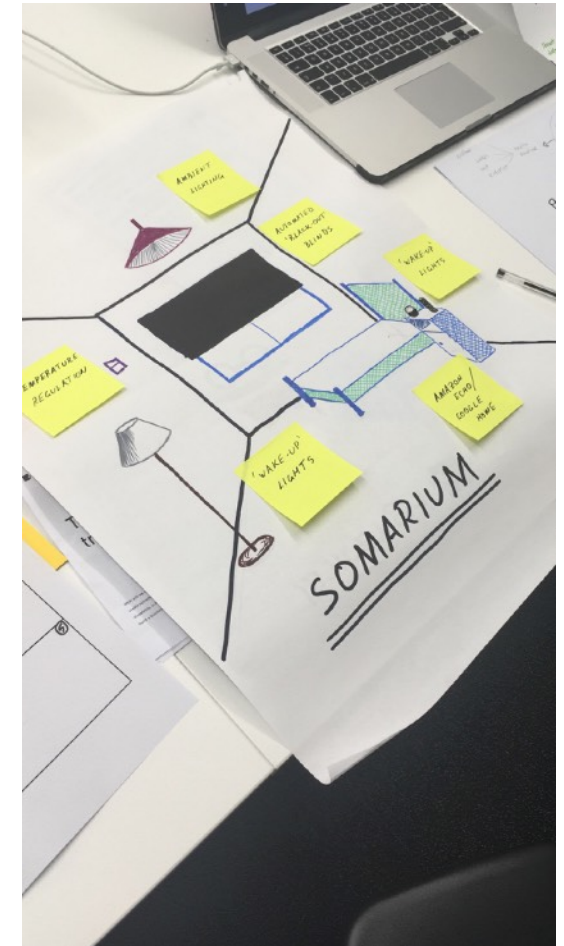
A part of the somnia service is to provide a digital experience for those who may be having trouble sleeping. Ideas had been developed as part of a 2 day design hack. There had been multiple ideas, such as creating an environment that would be optimised for relaxation to developing self-help sites.



## Sleep research



## Web service research

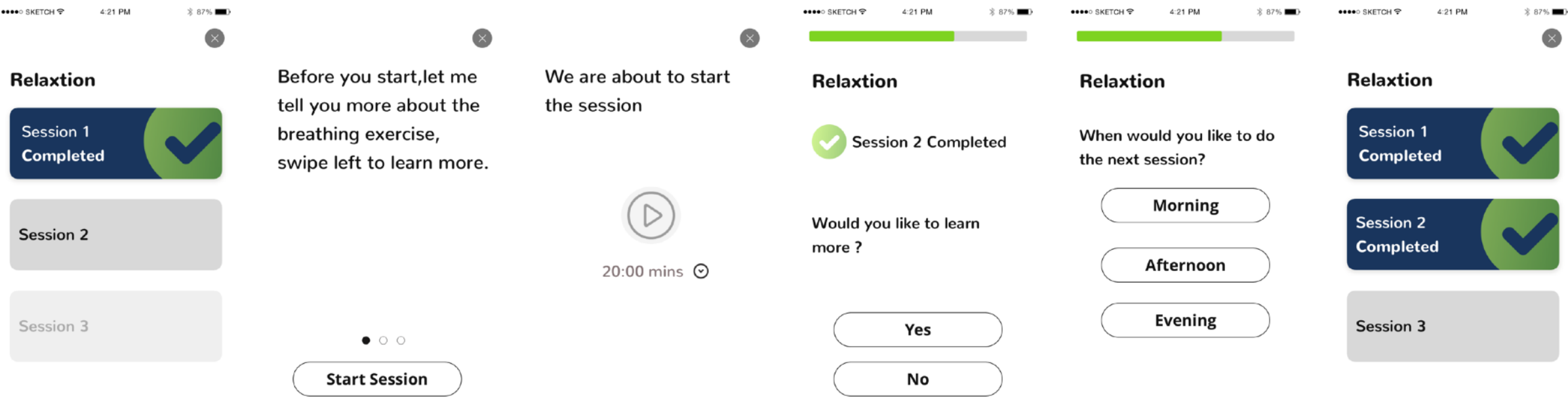


### Optimising an environment



# Somnia Application

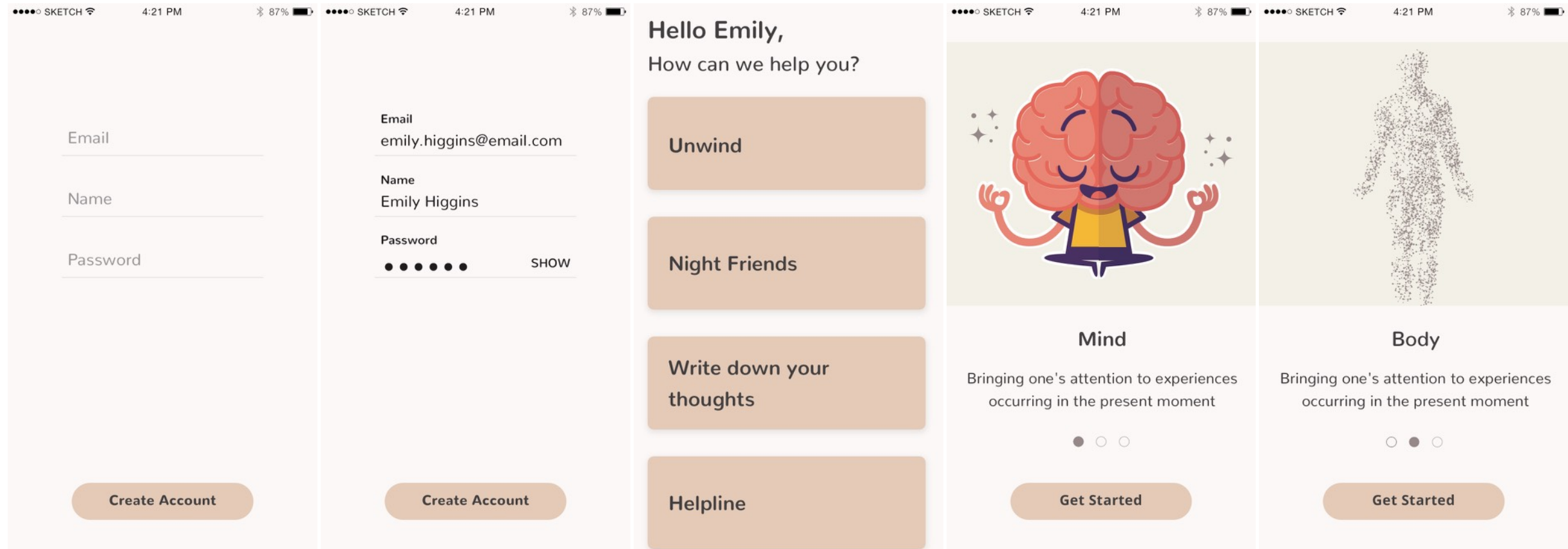
In the end we opted for a more traditional method of using a mobile application, and by using Sketch I was able to create a quick lo-fi version of what the layout maybe as well as the intended interaction.



Sample screens from initial stages depicting the flow for a specific use case

# Somnia Application

Once the stakeholders were happy with flow of the different use cases, I started experimenting with various designs, with the understanding of trying to limit the amount of blue used within the designs.



*Sample screens from initial stages of the high fidelity designs*

# Somnia

## What was done

### Somnia Application

After multiple iteration between UX and visual design, an interactive prototype had been created to test on users, to give them a relatively native experience. To do this, we used inVision to create iPhone prototypes.

[Open Prototype](#)

Password: portfolio\_2020

*I'd like to ask you not to forward this link / password to anyone else,  
thank you for your understanding*

# Somnia

## Evaluation / Impact

### Somnia Application / Somnia Website

When the website launched we saw an increase in the number of people seeking advice on sleep and how they are able to improve their own sleeping patterns.

In regards to the application, we held a focus group with Maggie's and was allowed to test the application with a select group of individuals who provided valuable feedback. This was then taken into consideration when we did the design iteration.

# Chatbot [Citi Velocity]

Role: UX Designer / Project Lead

## The challenge

To design a virtual assistant that will alleviate the pressures placed on support dealing with easy / frequently asked questions.

The plan was to create a chat bot for traders / salespeople who were either institutional clients or internal, to deal with questions that may be easily solved through automated answers.

The challenge was balance the expectation of the stakeholders and what was technically possible within a 3 month timeframe.

# Chatbot [Citi Velocity]

## What was done

### Chatbot

I was the UX Designer & visual designer on the team.

I worked with developers, a global product manager and a local product manager. In the beginning whilst talking to a local product manager to understand what the user workflow would be for certain questions / queries.

I created business flows for how one would reset their accounts if they had issues logging in. I used Visio to create business flows, Sketch and InVision to do the interaction design and prototyping.

We had issues with development especially in regards to icons, text sizing and general spacing issues.

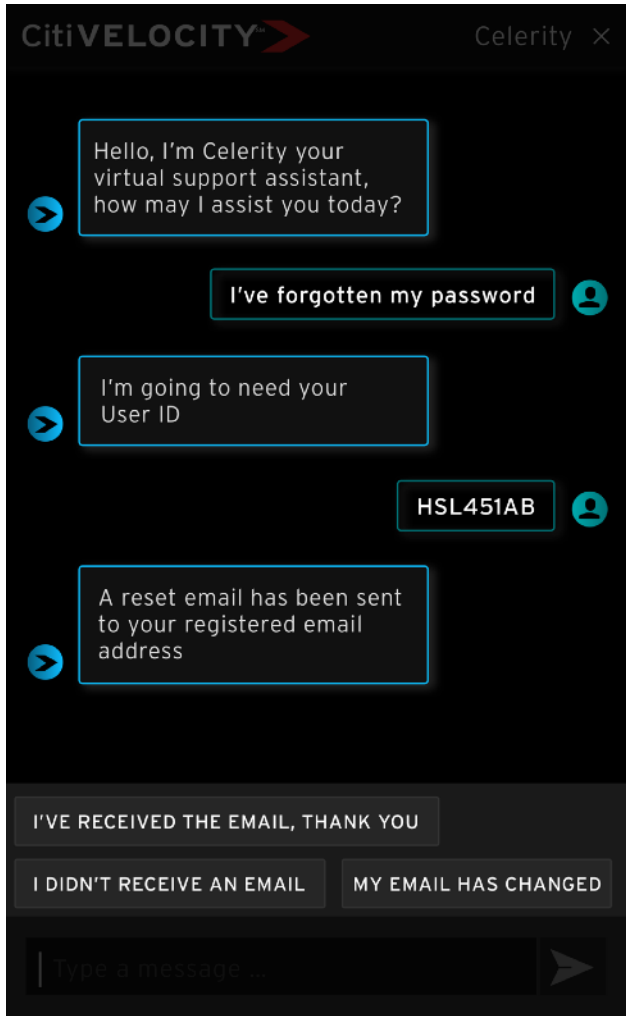
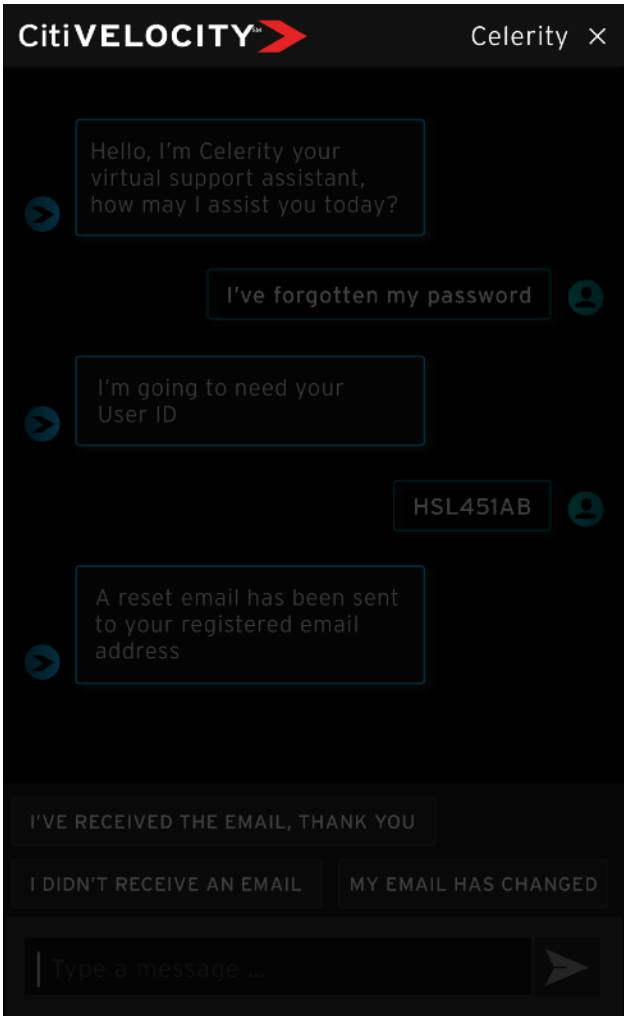
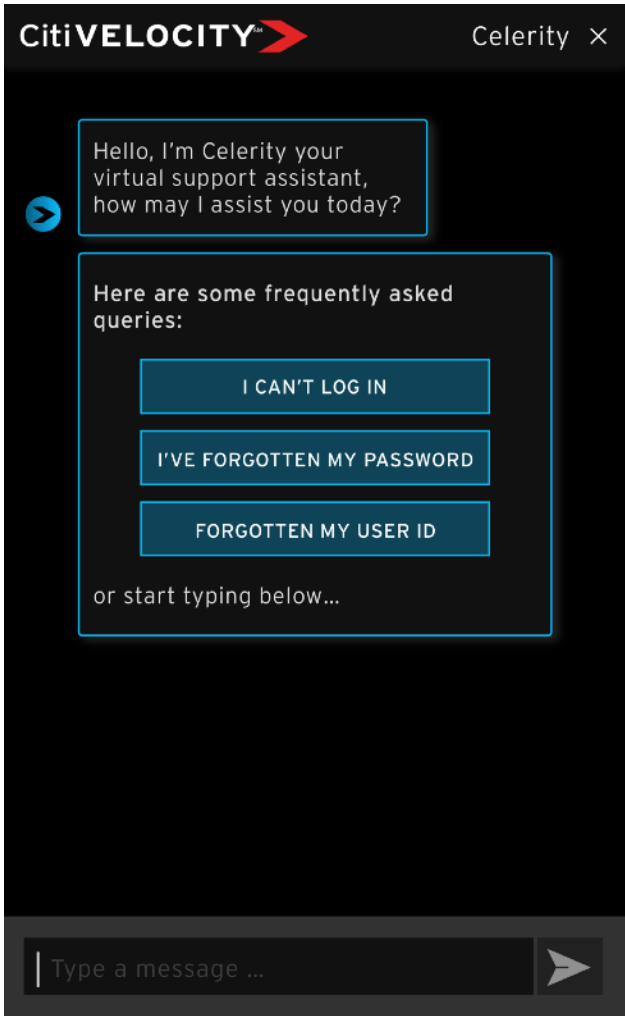


# Citi Velocity - Chatbot

**Colour** is used to differentiate between the user and the virtual assistant. The colour is consistently applied to the avatars and conversation elements

**Conversational:** The virtual assistant should try and mimic a normal conversation

**Suggested Responses:** The virtual assistant will allow the user to select from a list of multiple answers



# Chatbot [Citi Velocity]

## Evaluation / Impact

### Chatbot

When the chatbot was launched there was a decrease in the number of support tickets being created for forgot password/ username issues.

There was also an email sent across the various teams throughout the organisation commending the people who had worked to create a deliver the chatbot.

This was one of the main features that was released to production in 2019.

# Pulse [BBOXX]

Role: UX Designer / UI Developer

## The challenge

BBOXX is a solar energy company, when I joined the company in 2015 I was tasked with revamping their CRM tool, which they used to monitor solar energy systems installations, repossessions and payment information of their customers

The plan was to create a customer relationship management tool for area managers, retail supervisors and sales people.

The challenge was to create a system that would allow users to administer and use an application in the remote areas of developing countries. The application would have to be small in terms of size and low latency to deal with the mobile internet coverage in remote parts of Rwanda, Uganda & Kenya.

# Pulse [BBOXX]

## What was done

### Pulse CRM

I was the UX/UI Designer and UI Developer on the team.

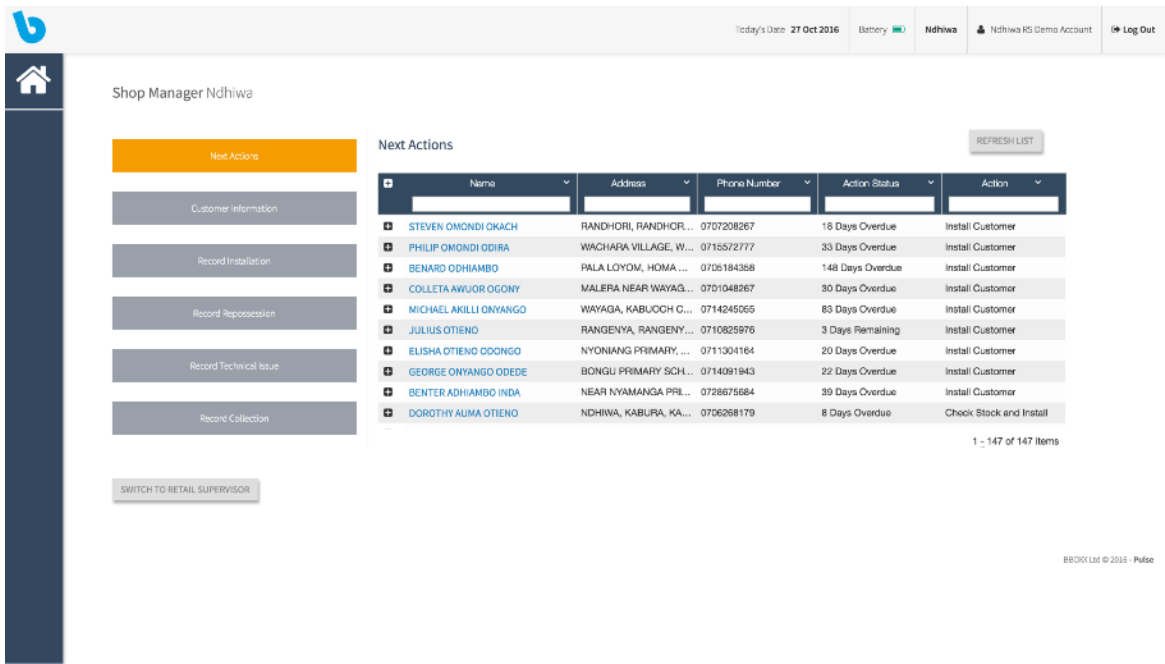
I worked with developers, global product managers, retail supervisors and area managers. I began with understanding the requirements by going through the product requirements with one of the product managers, the CTO and the developers of the previous system, to understand what the basic functionalities of the app would be.

I began with creating flows installations, reposessions and viewing payment/account information. I used Axure, Adobe Illustrator and Photoshop, Keynote to create the designs and present a rough walkthrough / prototype of the WebApp.

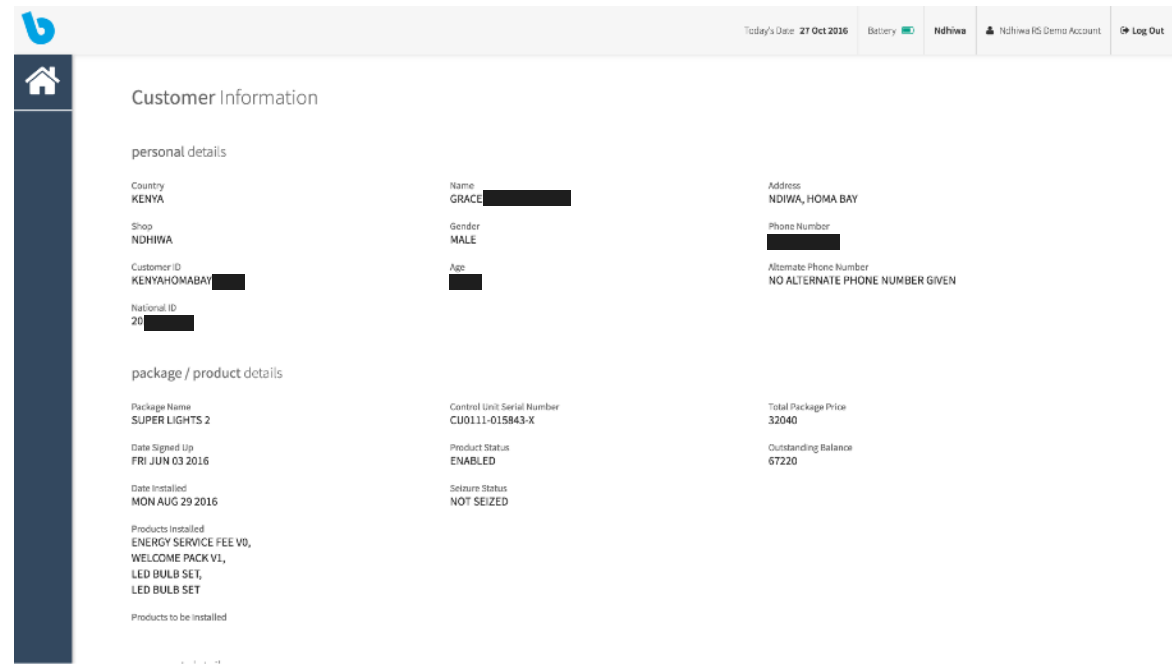
Talking to users was difficult due to the language barrier as well as getting meaningful access to various user groups.

# BBOXX - Pulse CRM

**Initial Designs:** These were the initial designs for the CRM, that were built before going to Rwanda to conduct focus groups / user testing / in-field application testing.



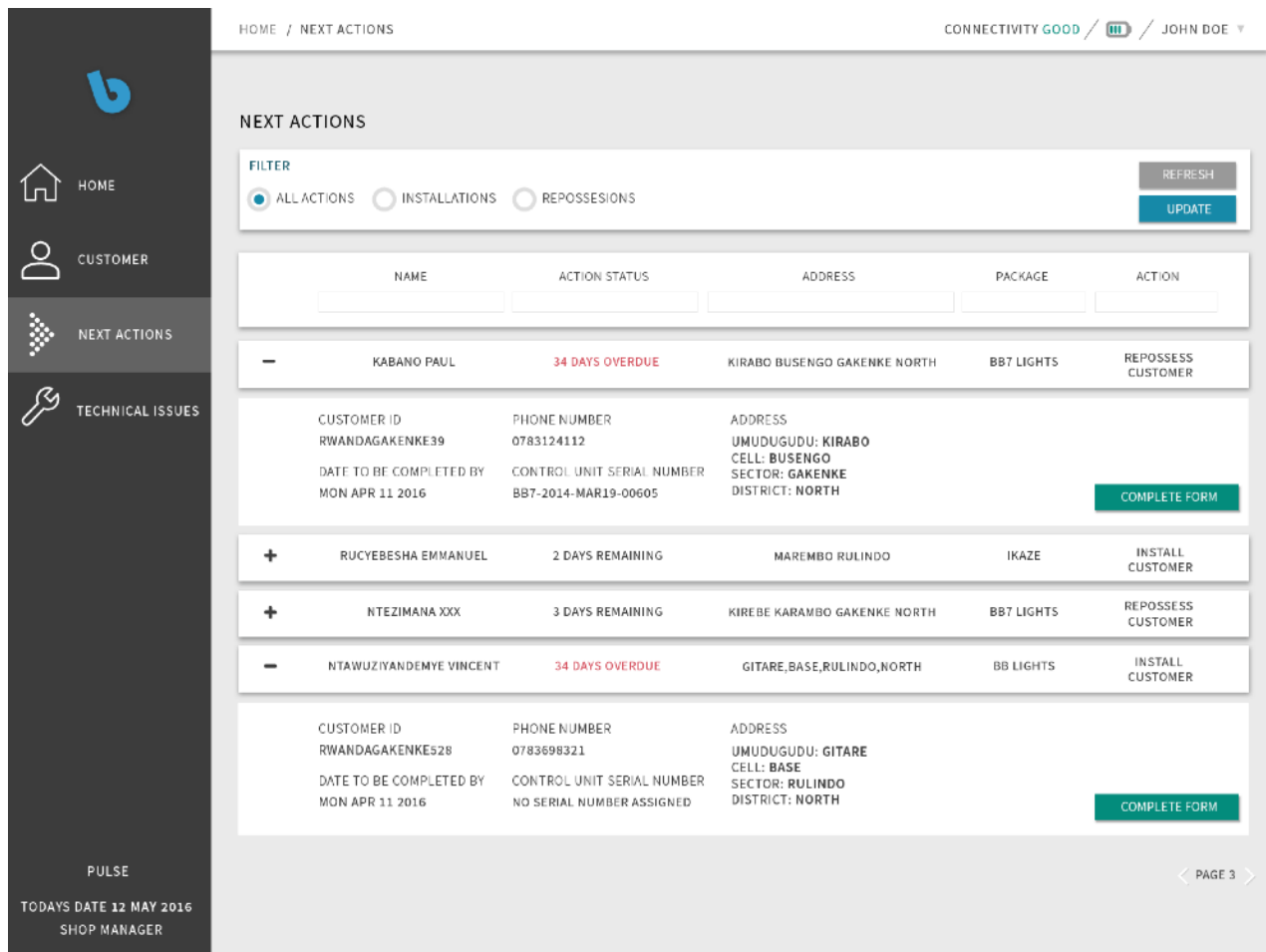
Shop Manager / Supervisor is able to view what needs to be done for the day



Shop Manager / Supervisor is able to view customer information to verify and solve any issues

# BBOXX - Pulse CRM

After my initial designs, I travelled to Rwanda to get a better understanding of the users as well as the limitations they faced using the current system. I supervised focus groups, user testing, observed users in different locations around Rwanda and had one-to-one sessions, speaking in both English and Kinyarwanda. The outcome of the various interactions and observations was that I was able to refine the design to show more information and added more functionality.




The next actions screen went into its own side tab on the side bar, they were also able to filter out the actions by installations / repossessions.


The table also provided client side filtering, therefore when the user started to search for a name, it automatically started filtering the client names and other related details





# BBOXX - Pulse CRM


Customer information was cleaned up and any warnings were made prominent so that supervisors and managers do not inadvertently upgrade/ disable / repossess a client mistakenly.



 HOME

 CUSTOMER

 NEXT ACTIONS



 PERFORMANCE

PULSE

TODAYS DATE 12 MAY 2016

RETAIL SUPERVISOR

HOME / CUSTOMER / CUSTOMER DETAILS

CONNECTIVITY GOOD  / JOHN DOE 

CUSTOMER DETAILS

CUSTOMER ID	ADDRESS	SHOP
RWANDAGAKENKE528	UMUDUGUDU: KIRABO	GAKENKE
	CELL: BUSENGO	
NAME	SECTOR: GAKENKE	AREA
UWIZEYEMARIYA MARIE GORETTE	DISTRICT: NORTH	AREA 1
PHONE NUMBER	NATIONAL ID	COUNTRY
0783678321	1900 B 0162251 0 80	RWANDA
ALTERNATE PHONE NUMBER		
NO ALTERNATE PHONE NUMBER GIVEN		
GENDER		
FEMALE		
AGE		
45		

PERSONAL

PACKAGE


PAYMENT


PAYMENT HISTORY


THIS CUSTOMER CAN NOT UPGRADE


# BBOXX - Pulse CRM

Another functionality was added to allow different types of users to see different views. Retail area managers are able to see sales projections and totals for the shops in their area.



 HOME

 CUSTOMER


 PERFORMANCE

PULSE

TODAYS DATE 12 MAY 2016

RETAIL AREA MANAGER

HOME / PERFORMANCE / SALES AGENTS

CONNECTIVITY GOOD  / JOHN DOE ▾

TECHNICIANS

SALES AGENTS

GRAPHS

TABLE

FILTER

☒ SALES

☐ LEADS

☐ CONVERSION RATIOS

SEARCH

NAME	TODAY (12/05)	11/05	10/05	09/05	WEEK 1	WEEK 2	WEEK 3	WEEK 4	MONTHLY TOTAL	MONTHLY PREDICTION	CALLED
— AREA 1	63	54	45	42					204	408	
— MUSANZE	14	16	14	13	-	-	-	-	57	114	CALLED
JEAN-CLAUDE	6	7	6	5	-	-	-	-	24	48	
MELANIE	5	4	6	3	-	-	-	-	18	36	
ERIC	3	5	2	5	-	-	-	-	15	30	
+ KIRAMBO	20	16	12	6	-	-	-	-	54	108	CALL
+ GAHINGA	19	11	7	10	-	-	-	-	47	94	CALL
+ VUNGA	10	11	12	13	-	-	-	-	46	92	CALLED

# Pulse [BBOXX]

## Evaluation / Impact

### Pulse CRM

When the CRM was launched there were an increase in installations, repossessions. The data that was collected had significantly less errors, users were happy in using the system. It was less complicated and therefore provided a better user experience.

The success of the project was measured through the productivity of the workers, productivity was measured through how quickly/ how many tasks had been completed compared to when the older system was used. Here we saw a 1000% increase in the number of customers being served, we also witnessed payments had increased and the recording of payments was more organised.

If we were to re-do the project I would embed myself with the users who would be using the system on a daily basis, understanding the user journey from their perspective and understanding how they interact with the customers.