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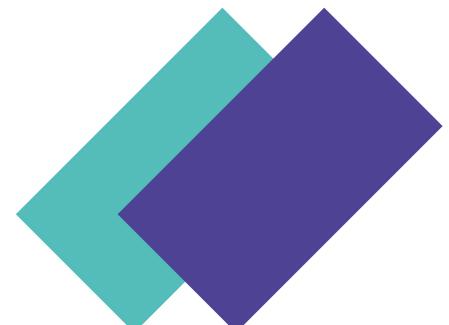
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Portfolio

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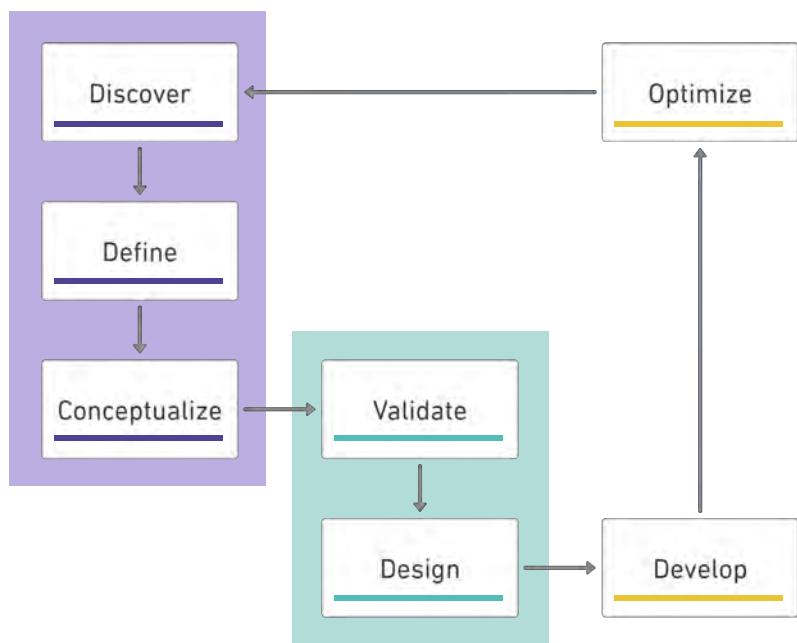


1. My Process: User research at the core of product design

I have developed this product design process based on a tireless search for an agile, de-risked and iterative approach to balancing business requirements and end-user needs.

High velocity of process throughput, alongside multiple cycles within both the preparation () and the design () stages, guarantees that only high quality products get shipped to users.

I prioritize the continued maintenance () of the product I ship. First I provide the implementation team the support it needs to develop the product. And then, I make sure an improvement roadmap is set in place for the healthy life cycle of the product.



What I deliver

at each stage of the product design process

A problem definition and an affinity diagram visualizing research gathered through stakeholder interviews and end-user testing.

A high level solution proposal showcased by an as-is and to-be variants of the customer journey map.

Wireframes of the product concept.

Summary of user testing sessions.

High-fidelity design and interaction prototypes packaged for development.

Consulting & assistance to development during the implementation process.

A roadmap for future improvement and a plan for measurement and iterative optimization.

2. Case study: Modernizing a high-traffic digital community

The challenge

The brand wanted to launch a new paid content offering, which meant the need for paid articles to be highlighted longer on the frontpage, preferably within the initial viewport.

The roadblocks

The Tweakers community is both very resistant to change and there were very loud detractors of the paid content offering leading active protests on the forums.

The process

In order to implement a change that was accepted by the community, I had to conduct numerous rounds of research and then validate prototypes with users. This is how the process went:

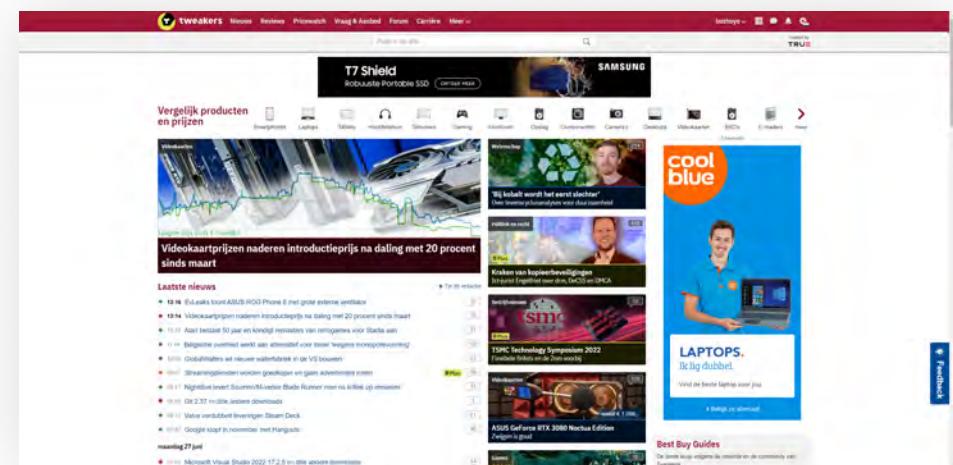
The solution

The new design managed to solve a number of user痛点:

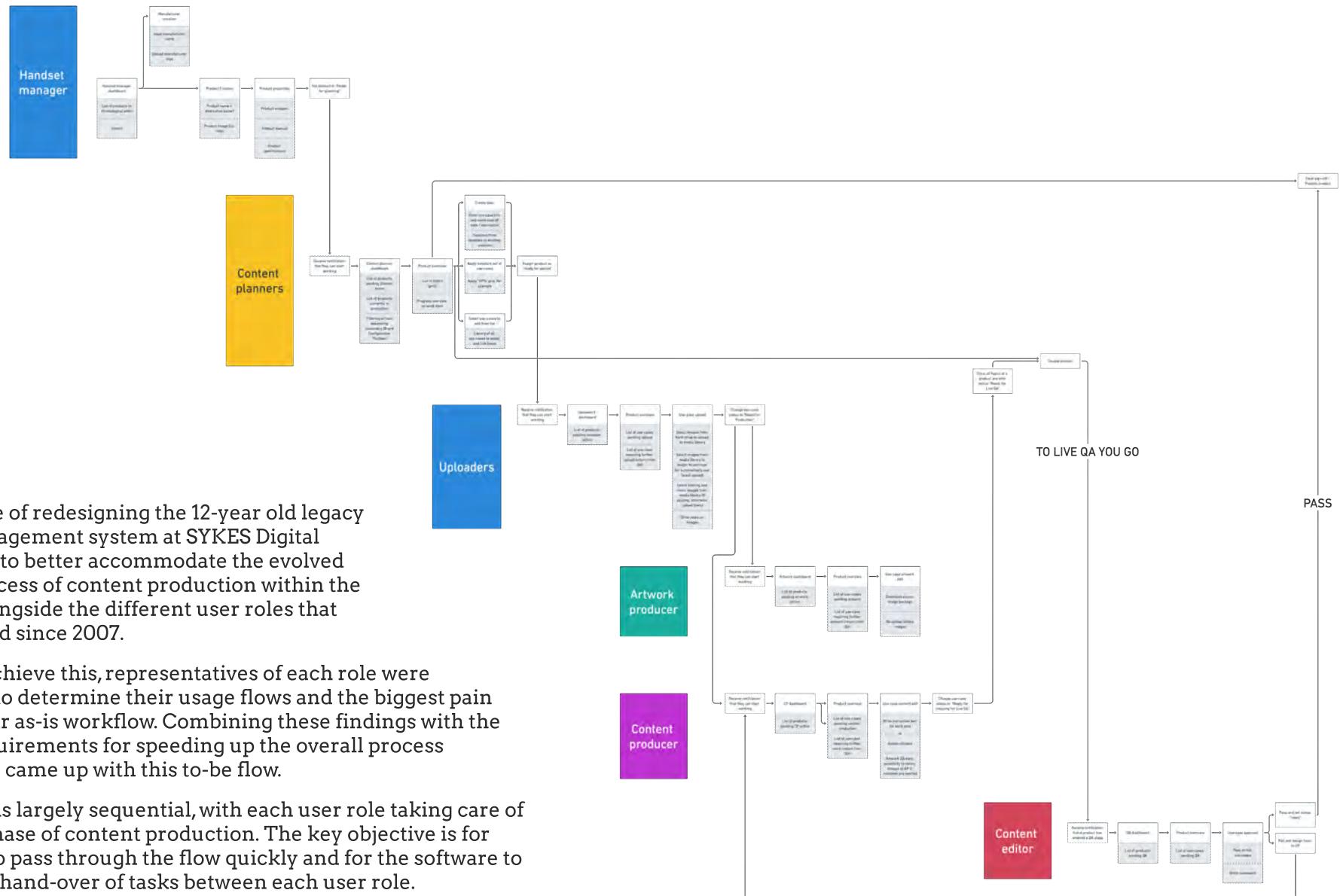
- display more headlines within the loading viewport
- show an uninterrupted list of headlines
- maximize content density
- make better use of horizontal space

All the while also delivering on the initial goals for the project:

- 35% longer life of content on the frontpage
- 15% more traffic to highlighted content
- 5% higher conversion to the paid content subscriptions
- no negative impact on CX and user engagement



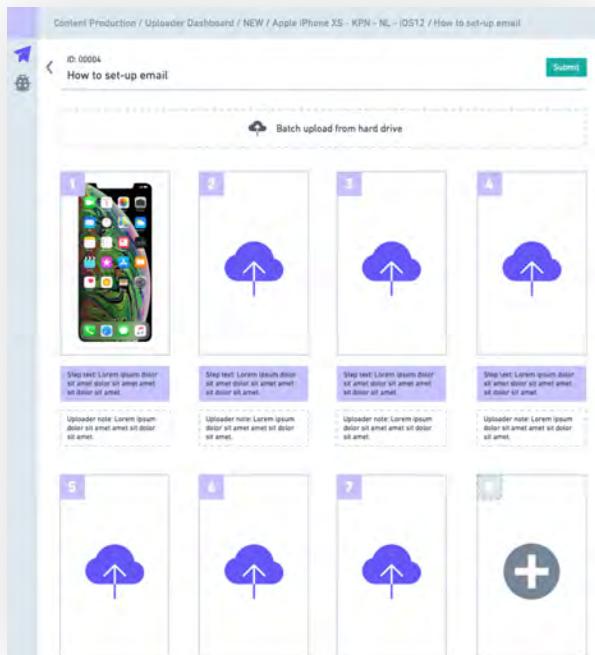
3. Case study: Completing the redesign of a content management system (Part 1)



3. Case study: Completing the redesign of a content management system (Part 2)

Wireframing

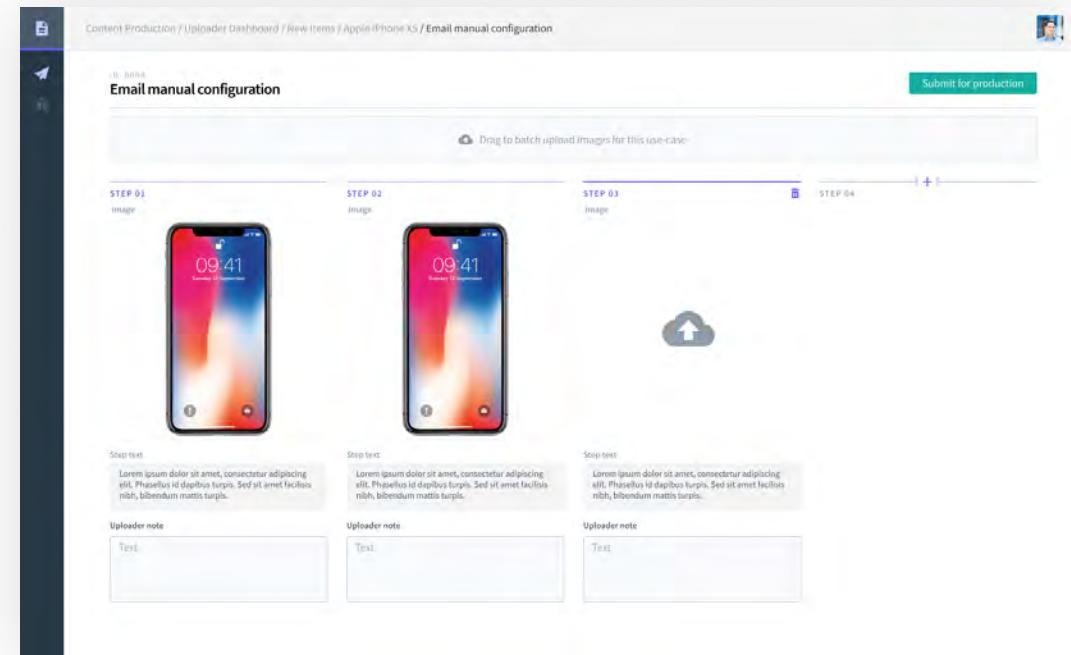
In order to validate design and flow decisions, I created wireframes and mid-fidelity prototypes and used them to test them with each separate user role of the CMS. Based on observational and attitudinal research, the wireframes were adjusted, then presented again, until the screens reached acceptance criteria.



High-fidelity prototyping

After the acceptance criteria of the users was met, high-fidelity designs and prototypes were developed for executive stakeholder review and consequent implementation reference.

The high-fidelity prototypes showcased one end-to-end flow through the CMS, resulting in the successful publishing of a content entity. The prototype also showcased micro-interactions, hover and active states, etc.



4. Case study: Designing a mobile social reading experience (Part 1)

Behaviour discovery

The idea for Reado was born out of two key assumptions. Firstly, that reading is a solitary experience. And secondly, that there is a commonly practiced behaviour around discussing books, both fiction and non-fiction.

A combination of market research and user interviews was conducted to validate these assumptions and extract the key objectives and behavioural problems readers faced online.

Main user groups

The user groups identified during the research stage were
 a) avid readers with friends and
 b) students and their teacher.

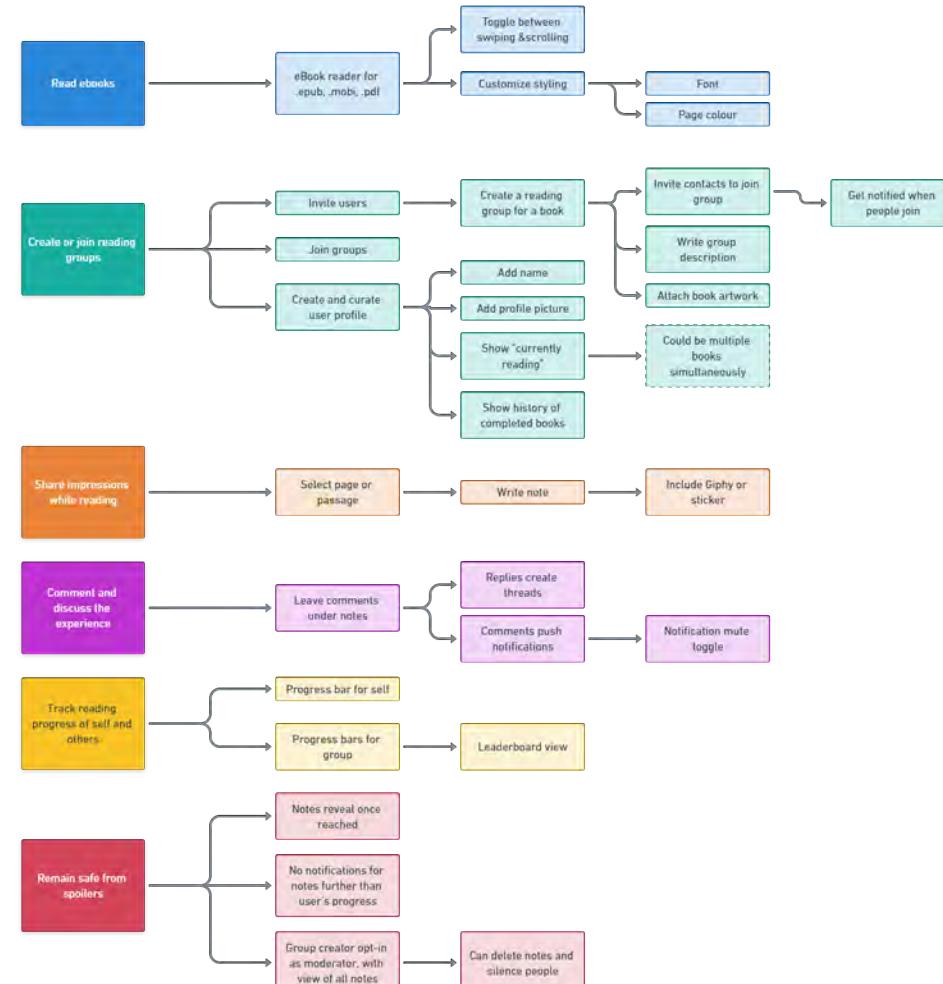
Behavioural challenge

The key obstacles to social reading as identified in the research stage were

- a) remaining spoiler-free while reading fiction
- b) motivating every member of a class or reading group to finish reading the entire book.

Mapping user goals to functionality

Below, you see the outcome of a high-level functionality mapping exercise, which took place before the first app concepts were designed.



4. Case study: Designing a mobile social reading experience (Part 2)

Typography

Aa

San Francisco Pro Rounded

A B C D E F G I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

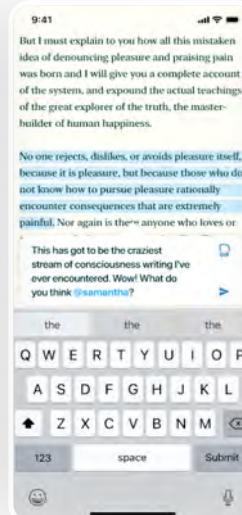
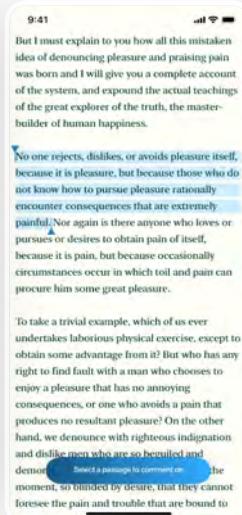
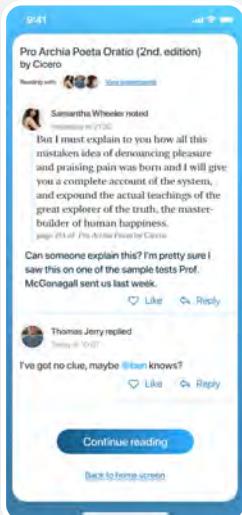
Aa

New York

A B C D E F G I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

High-fidelity design

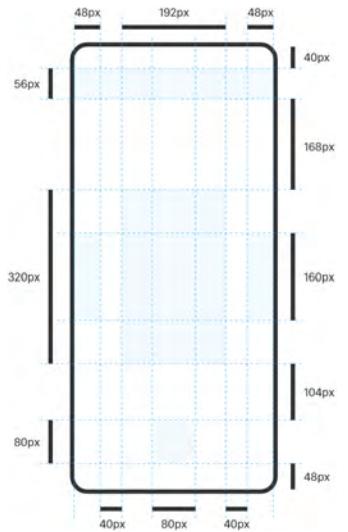
After validating the features and flows of the application using wireframes, I produced high-fidelity designs of the app.



Color



Grid

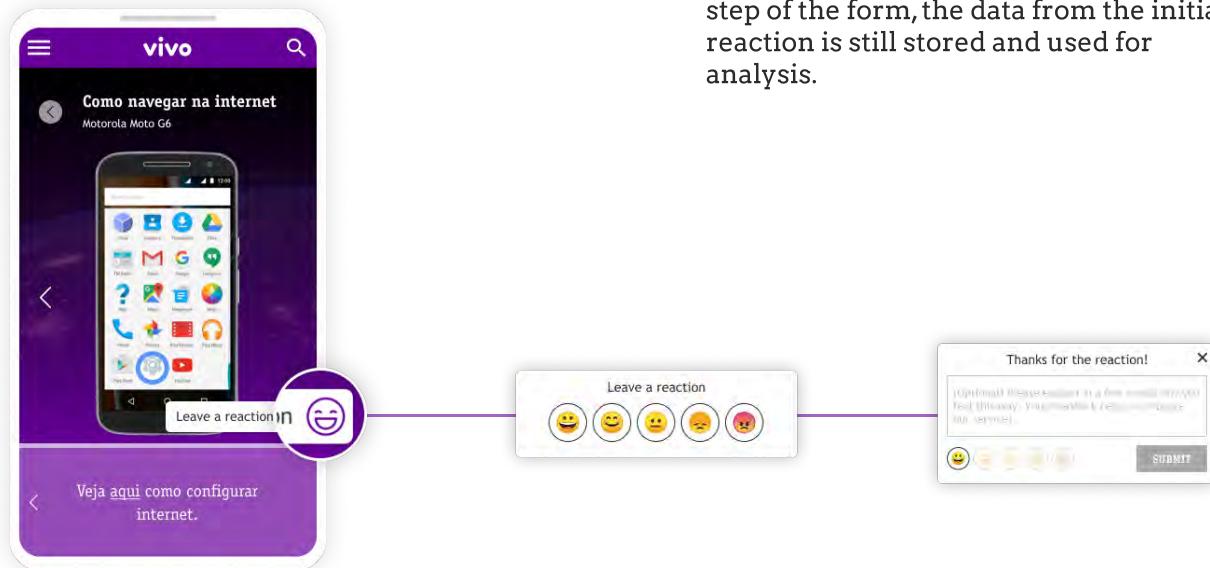


5. Case study: Increase user engagement through interaction design

Problem definition & objective

SYKES Digital Services handles the digital self-service for the biggest phone operator in Brazil - Vivo. In their web support application, there was a static feedback form meant to gauge the effectiveness of support content. Unfortunately, the form was receiving too little user input, and the data it generated was not sufficient to make any meaningful conclusions.

That made increasing the engagement with the feedback form a key objective in the overall redesign of the digital self-service application for Vivo.



Solution

In order to make the feedback form perform better, I wanted to make it more prominent, but only in contexts when leaving feedback is appropriate.

I achieved this by placing the form behind a "Leave a reaction" button. The button would be a small square with a smiley face icon at first, only expanding with full call-to-action text in the appropriate point of the user journey.

In addition, I implemented a progressive disclosure technique to the form, asking for sentiment first and for comments later. Even if the user decides not to leave a comment and click away from the second step of the form, the data from the initial reaction is still stored and used for analysis.

Impact

The change had a positive impact on the amount of feedback collected and achieved its initial objective.

It also enabled a higher quality sentiment analysis to be performed on the digital self-service application - something that the client ended up building an entire business case around.

In summary, the issue was resolved in a modern, elegant and non-intrusive to the user way, all the while generating long-lasting value to the client.

460% more feedback collected from visitors

700 comments collected each week

2 support content improvement projects enabled by new data

15% increased problem resolution score as a result of improvements

6. Case study: Identify key improvement areas through user research

Research objectives

As part of the certification process of the UX Design Institute, candidates were tasked to conduct multilateral user research in order to determine the key improvement areas of a flight booking flow.

The research objective I set was: "Discover whether users really need or want to engage with additional offers and partner offers during the flight booking process".

Testing methodologies

The qualitative methodologies I chose were competitor benchmark, user interviews and usability testing. The quantitative methods were a multiple choice online survey and web analytics dataset.

Analysis methodologies

The findings of the research were compiled into an affinity diagram, which was later funneled into a customer journey map.

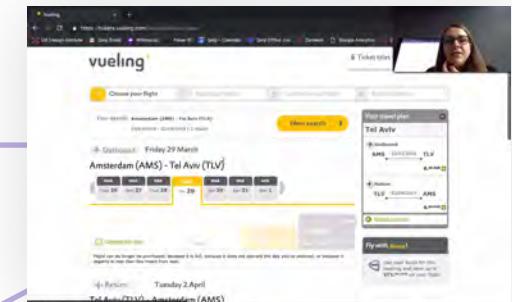
Analysis outcome

The research analysis confirmed the initial assumption that additional airline offers and partner offers only have value when they are presented in a contextually relevant way, within an opt-in engagement schema.

Competitor benchmark



Observational usability test



Online survey



Customer journey map



Affinity diagram (before & after sorting)

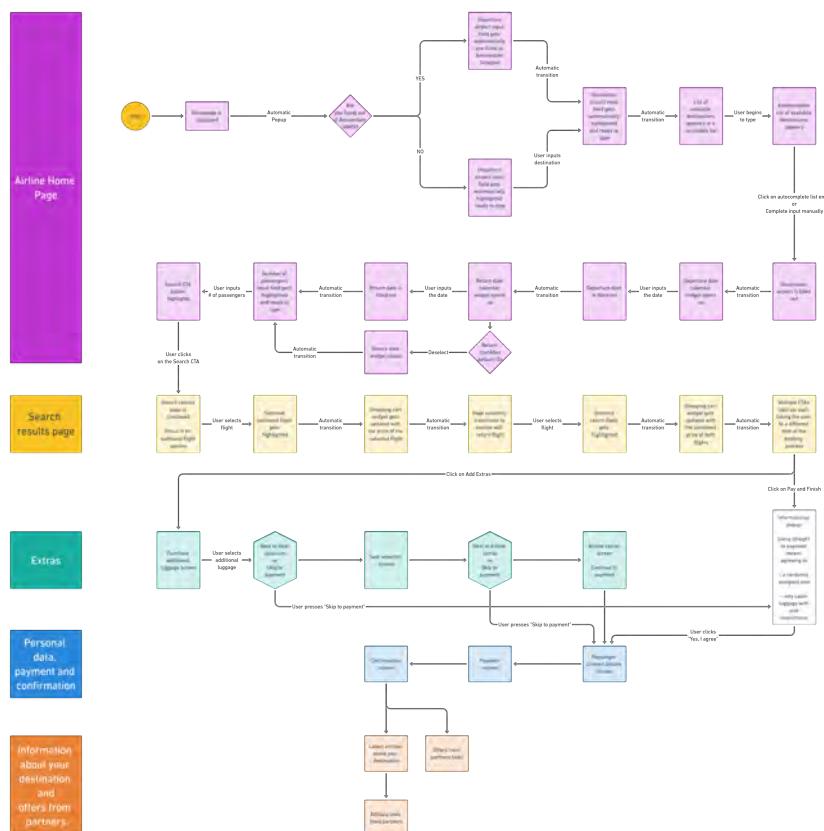


7. Case study: Design documentation & development hand-over

Application screen flow

Basing design decisions on the outcomes of the user research, I created the application screen flow for the airline's improved flight booking flow.

This screen flow served as the foundation of the design documentation and development hand-over.



Annotated wireframes

After producing high-fidelity prototypes that passed all acceptance criteria, the design documentation and development handover was completed with annotated wireframes. The annotations explain both behaviour and styling across different states.

02. Search results

07.06.2019

Search results-empty-state

While the page is waiting for the API to return the flight and prices for the selected flights, load the state with matching colour boxes in place of where text and price data would be later displayed.

As soon as the data is received from the API, load the next state (see Search results-loaded-state below).

Search results-loaded-state

Query the API for the lowest price currently available and display it here.

Selecting a flight fades out the other select buttons for this flight and adds the cost to the total in the bottom bar.

After having both flights selected, the two CTAs load.

Finish & Pay opens the warning overlay (see skip-to-payment-warning-overlay below).

Add extras opens the next page 3. Add extras.

Display progress bar. Each stage is visualized by a completed stage (solid grey), active stage (blue outline), and future stage (grey outline).

Selecting flights adds them to a list view next to the pricing.

The total pricing is displayed in large bold blue letters on the right.

skip-to-payment-warning-overlay

Display the overlay in the middle of the page, with the rest of the viewport darkened (#000000 at 25%).

The top CTA goes to 3. Add extras.

The bottom CTA goes to 4. Passenger information.

8. About me: Motivation & guiding principles

Motivation

My motivation is to design software that lives up to Clarke's Third law:

“Any sufficiently advanced technology is indistinguishable from magic”.

Unlike magic, however, I want to make the products I work on accessible and approachable to everyone. Basically, I strive to make regular every-day users feel like wizards.

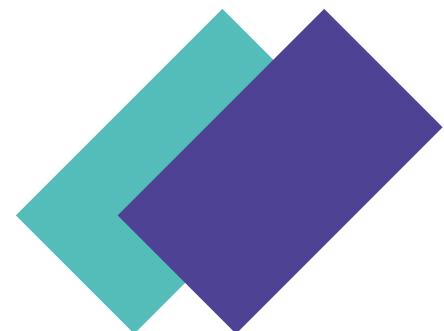
Guiding principles

Doing robust research has been foundational for my career growth and success in every position I've ever held.

Sticking to a structured process has allowed me to reach a level of repeatable, predictable success.

In my work, I draw upon my knowledge in various connected fields - marketing and commercial strategy, community building, and communications.

Being a generalist makes me a better designer. It helps me see beyond the aesthetic package and focus my work on achieving business objectives.



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