

Web: <http://bozhan.me>

Twitter: <https://twitter.com/bchipev>

Blog: <https://medium.com/@bchipev>

Behance: <https://www.behance.net/bchipev>

Email: [bchipev@gmail.com](mailto:bchipev@gmail.com)

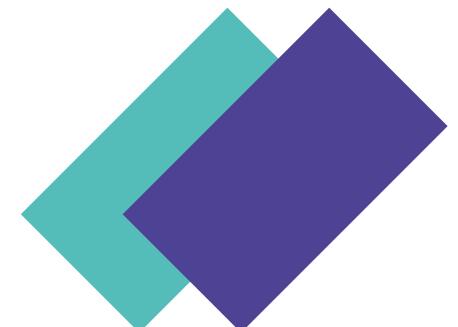
Mobile: +31 6 413 65659

Bozhan Chipev Senior UX Designer

# Portfolio

## Table of contents:

1. My process: Putting user research at the core of product design
2. Case study: Completing the redesign of a legacy content management system
3. Case study: Designing a mobile social reading experience from start to finish
4. Case study: Increasing user engagement through interaction design
5. Case study: Identifying key improvement areas through user research
6. Case study: Creating design documentation & development hand-over
7. About me: Motivation and guiding principles

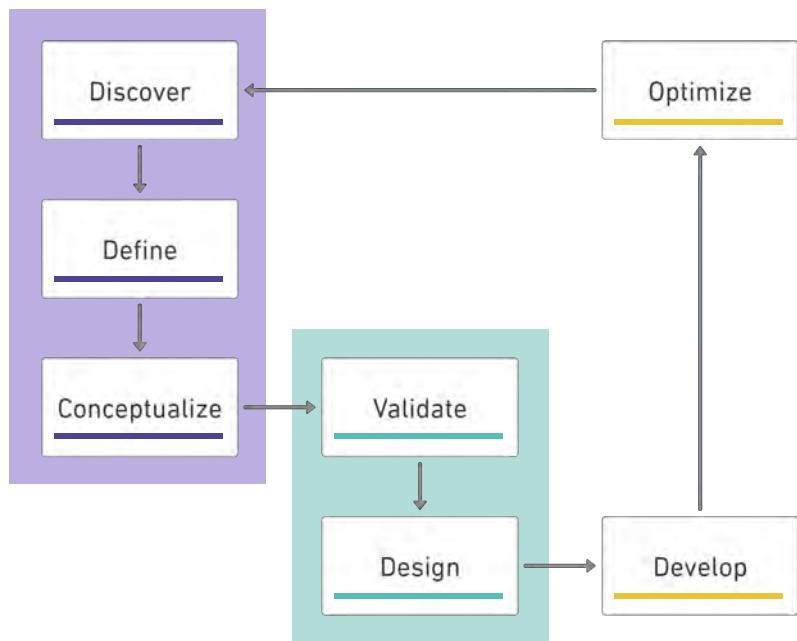


# 1. My Process: User research at the core of product design

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.

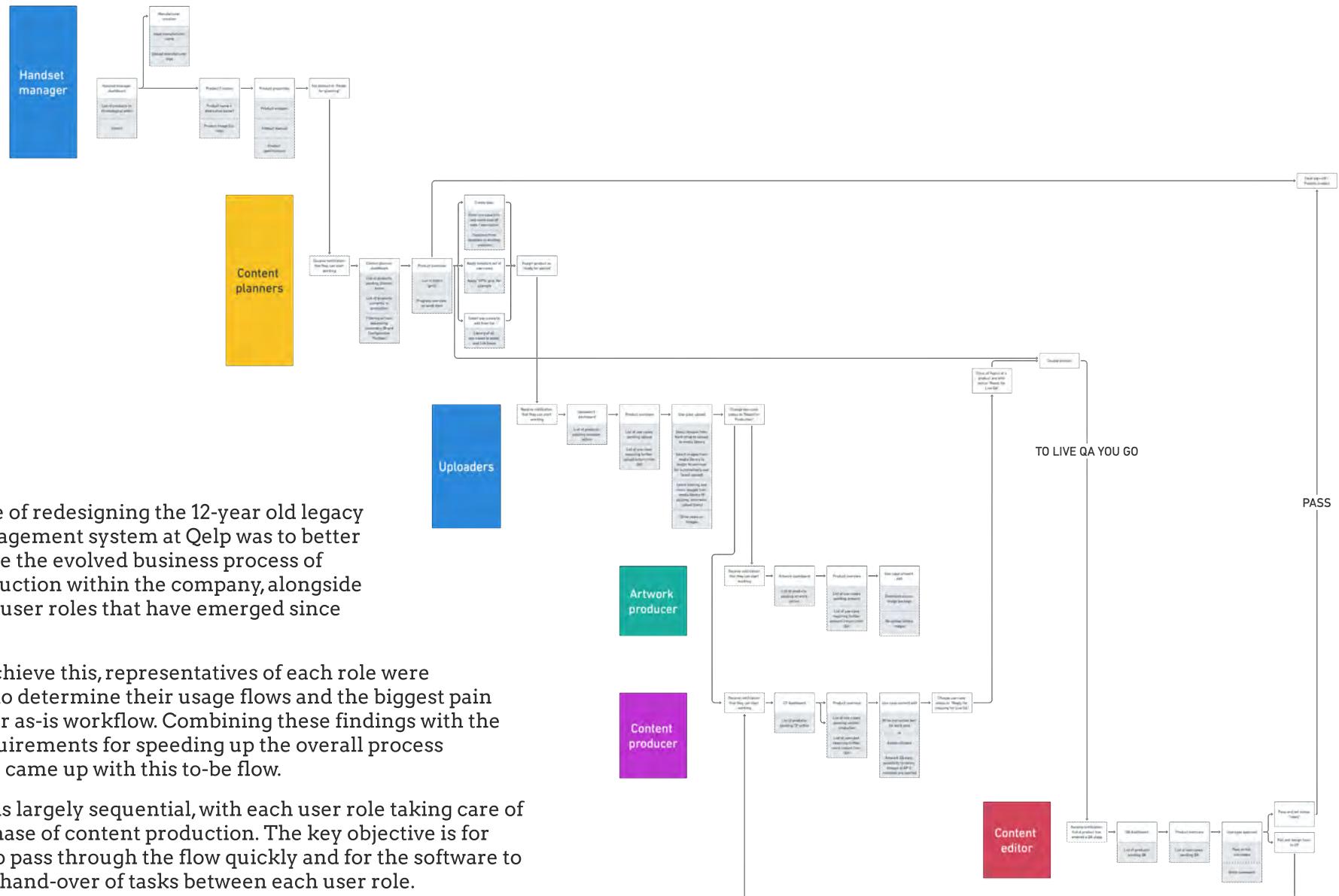
A roadmap for future improvement and a plan for measurement and iterative optimization.

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

The objective of redesigning the 12-year old legacy content management system at Qelp was to better accommodate the evolved business process of content production within the company, alongside the different user roles that have emerged since 2007.

In order to achieve this, representatives of each role were interviewed to determine their usage flows and the biggest pain points in their as-is workflow. Combining these findings with the business requirements for speeding up the overall process throughput, I came up with this to-be flow.

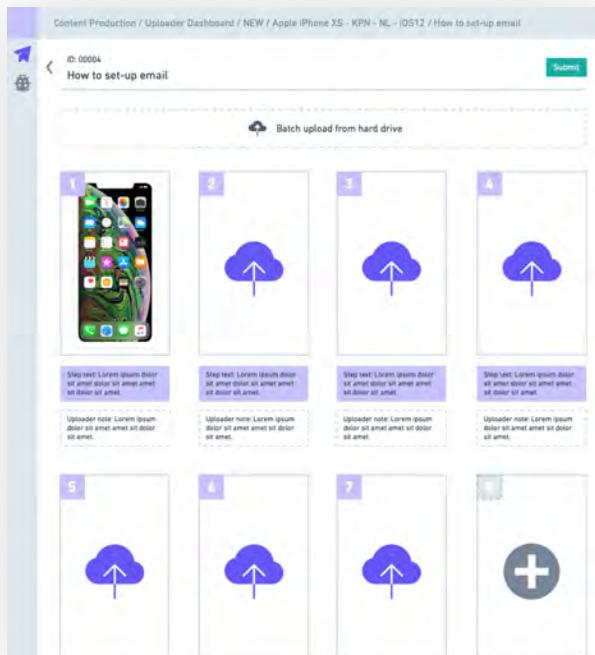
The process is largely sequential, with each user role taking care of a different phase of content production. The key objective is for work items to pass through the flow quickly and for the software to facilitate the hand-over of tasks between each user role.



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

### Wireframing

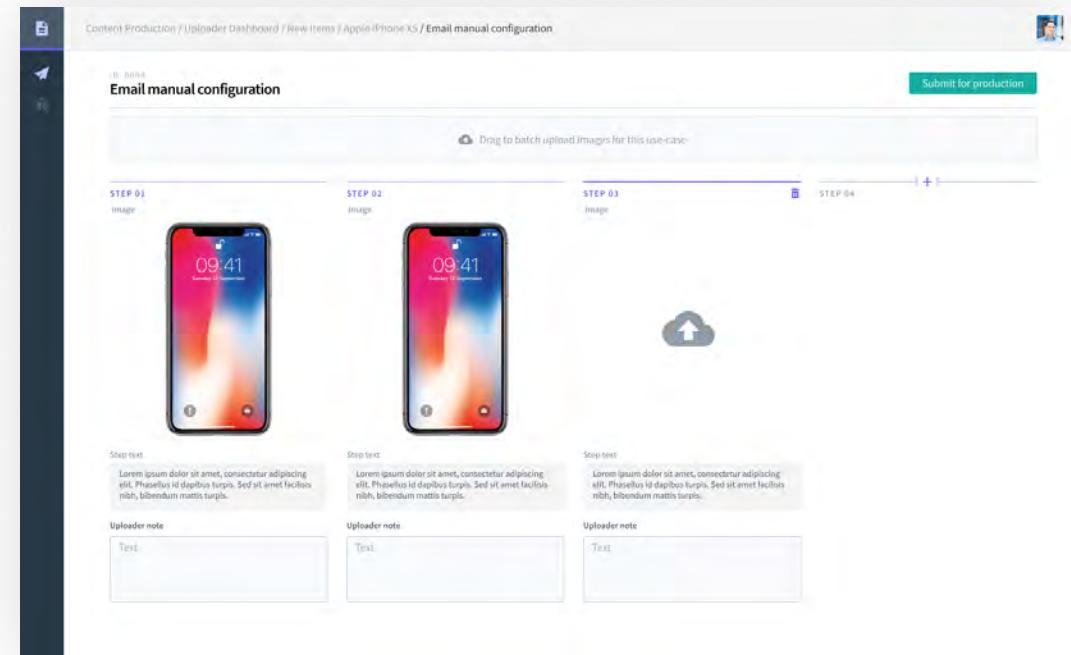
In order to validate design and flow decisions, I created wireframes and mid-fidelity prototypes and used them to test them with each separate user role of the CMS. Based on observational and attitudinal research, the wireframes were adjusted, then presented again, until the screens reached acceptance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



### 3. 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.

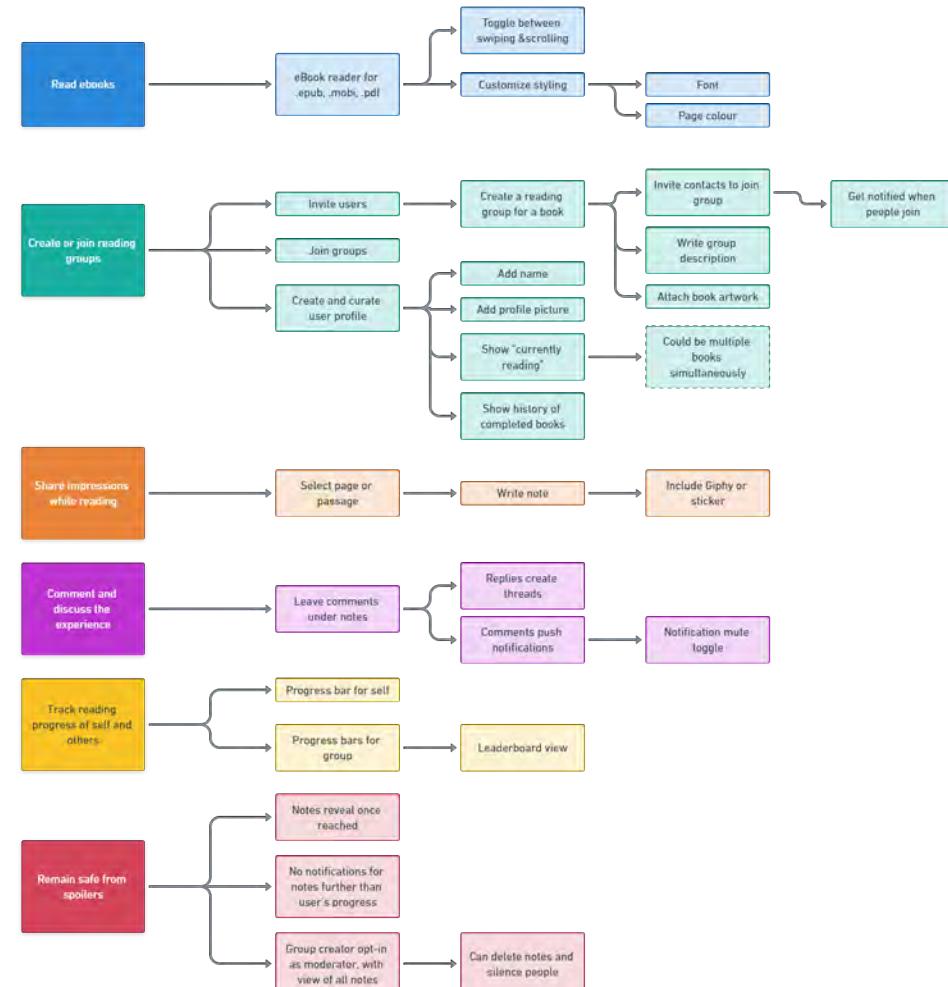
#### Behavioural challenge

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

- remaining spoiler-free while reading fiction
- 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.



### 3. 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

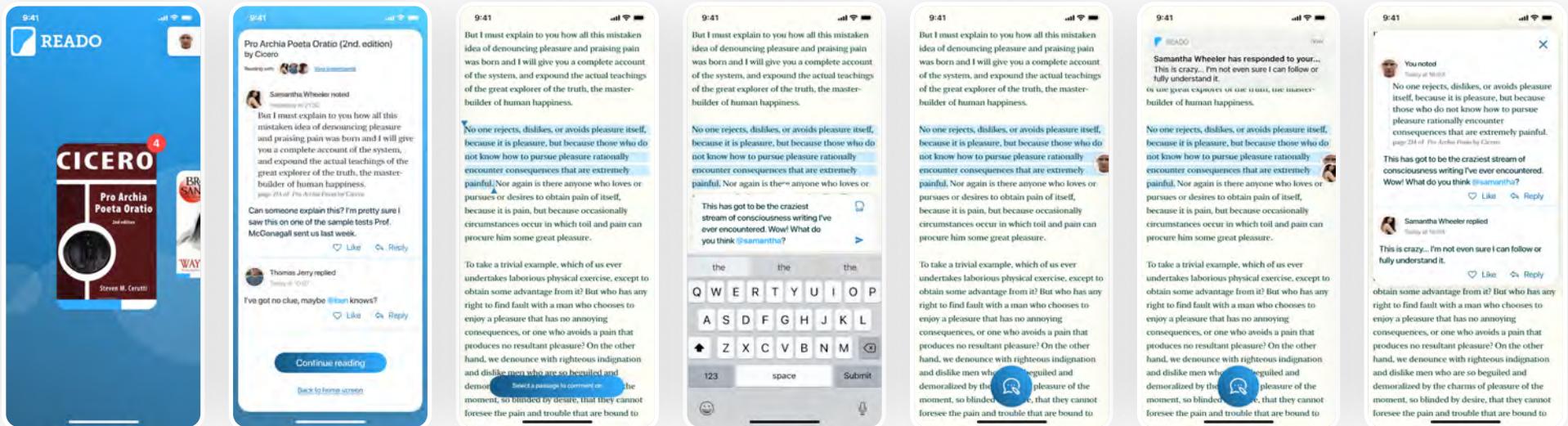
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New York

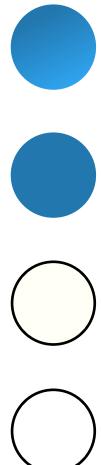
A B C D E F G I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### High-fidelity design

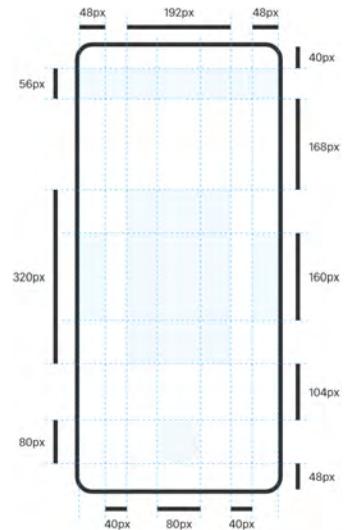
After validating the features and flows of the application using wireframes, I produced high-fidelity designs of the app.



#### Color



#### Grid

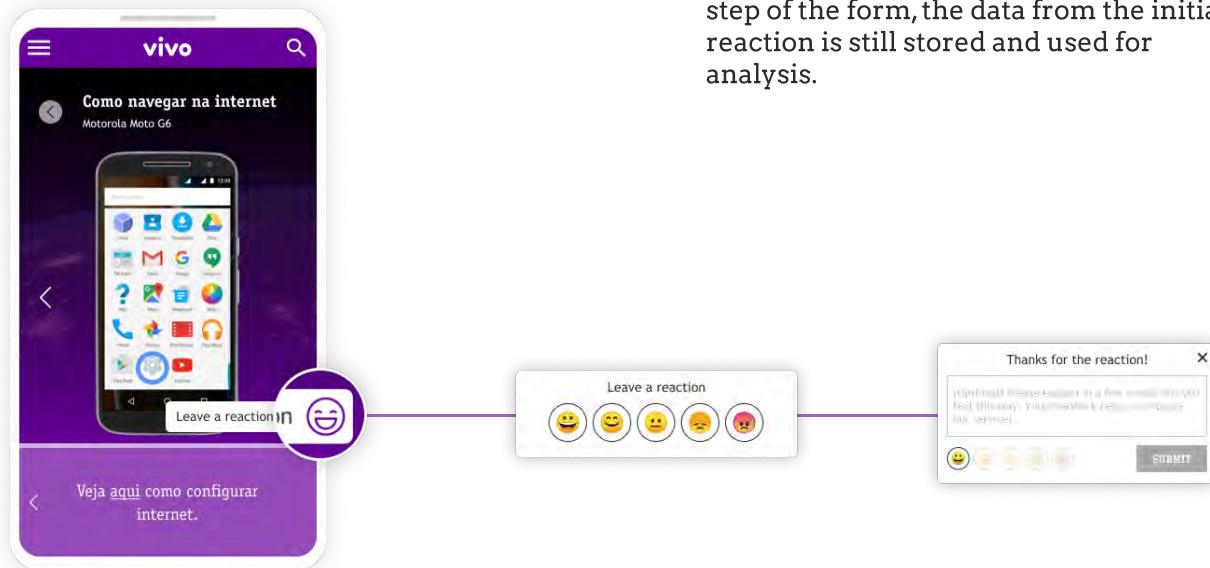


## 4. Case study: Increase user engagement through interaction design

### Problem definition & objective

Gelp 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

## 5. 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.

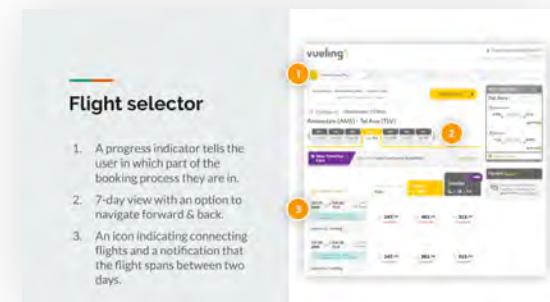
### Analysis methodologies

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

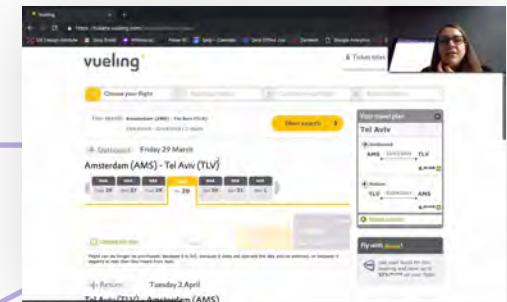
### Analysis outcome

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)

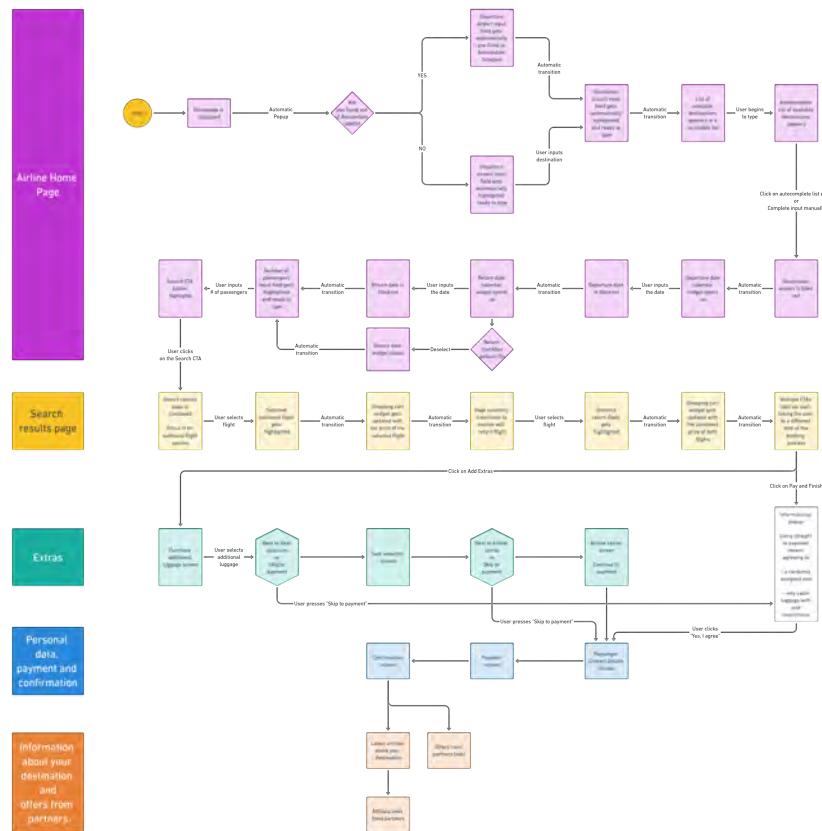


# 6. Case study: Design documentation & development hand-over

## 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 flights and prices for the selected date, load an empty 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**

Are you sure you want to skip to payment?

If you skip, you will:

- NOT be able to purchase additional luggage
- NOT be able to reserve assigned seats

But you can still add extras!

Are you sure you want to skip to payment?

The top CTA goes to 3. Add extras.

The bottom CTA goes to 4. Passenger information.

## 7. 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.

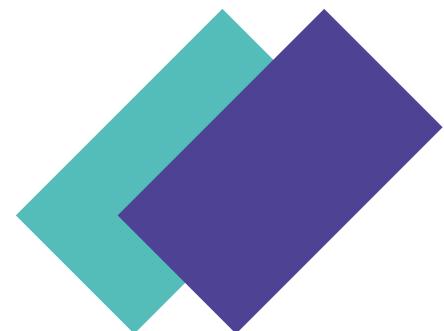
### Guiding principles

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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Email: [bchipev@gmail.com](mailto:bchipev@gmail.com)

Mobile: +31 6 413 65659