

# Google Design Presentation

Ben Katz | Interaction Designer

# Agenda

1 About me



2 Google Waitstaff Manager



3 ShootProof



4 TEQ Charging, Inc.



5 Wrap up + Questions



# About me

Favorite movie



Marvel Comics fan



Traveled to 39 states and 9 countries



Tottenham Hotspur FC



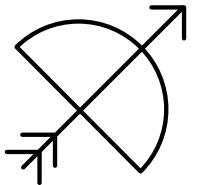
Ramblin' Wreck from Georgia Tech



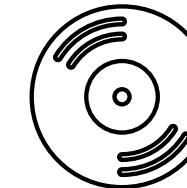
Avid tea drinker



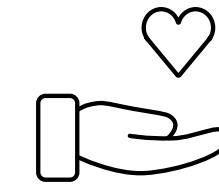
Paleo for over 1 year



Lifelong musician



Volunteer



## **Interaction Designer:**

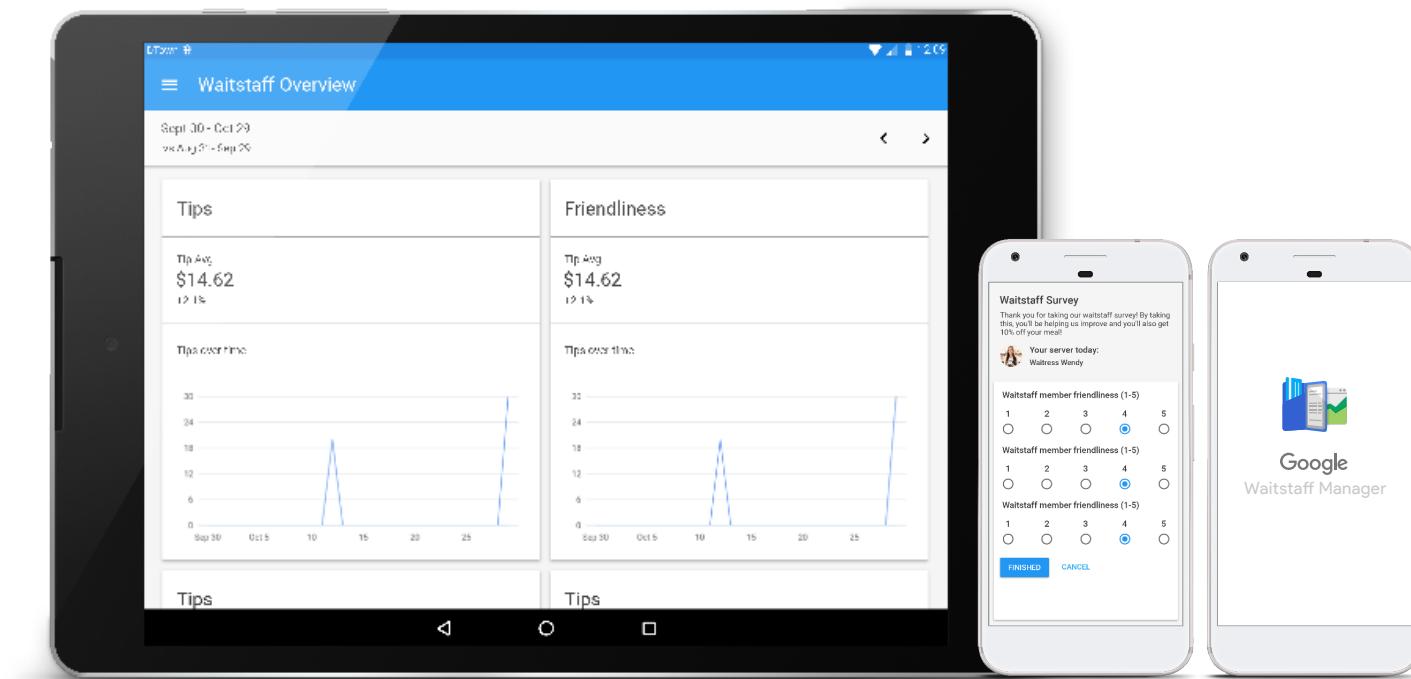
"Design and user experience (UX) are at the forefront of everything we do. The job of an Interaction Designer is to envision how people experience our products and bring that vision to life in a way that feels inspired, refined and even magical. In an Interaction Designer role, you'll tackle complex tasks and transform them into intuitive, accessible and easy-to-use designs for billions of people around the world—from the first-time user to the sophisticated expert. Achieving this goal requires collaboration with teams of Designers, Researchers, Engineers and Product Managers throughout the design process—from creating user flows and wireframes to building user interface mockups and prototypes. At each stage, you will anticipate what our users need, advocate for them and ensure that the final product surprises and delights them."

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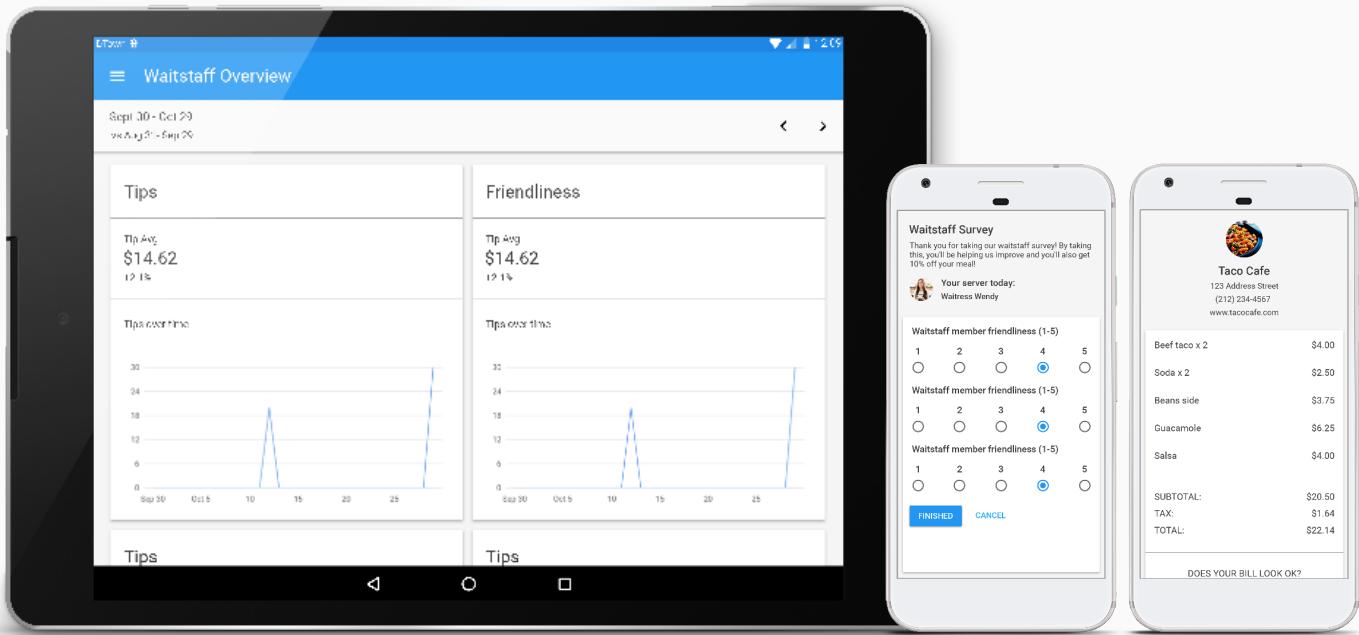
# Google Waitstaff Manager

A multi-device solution for waitstaff feedback and management.

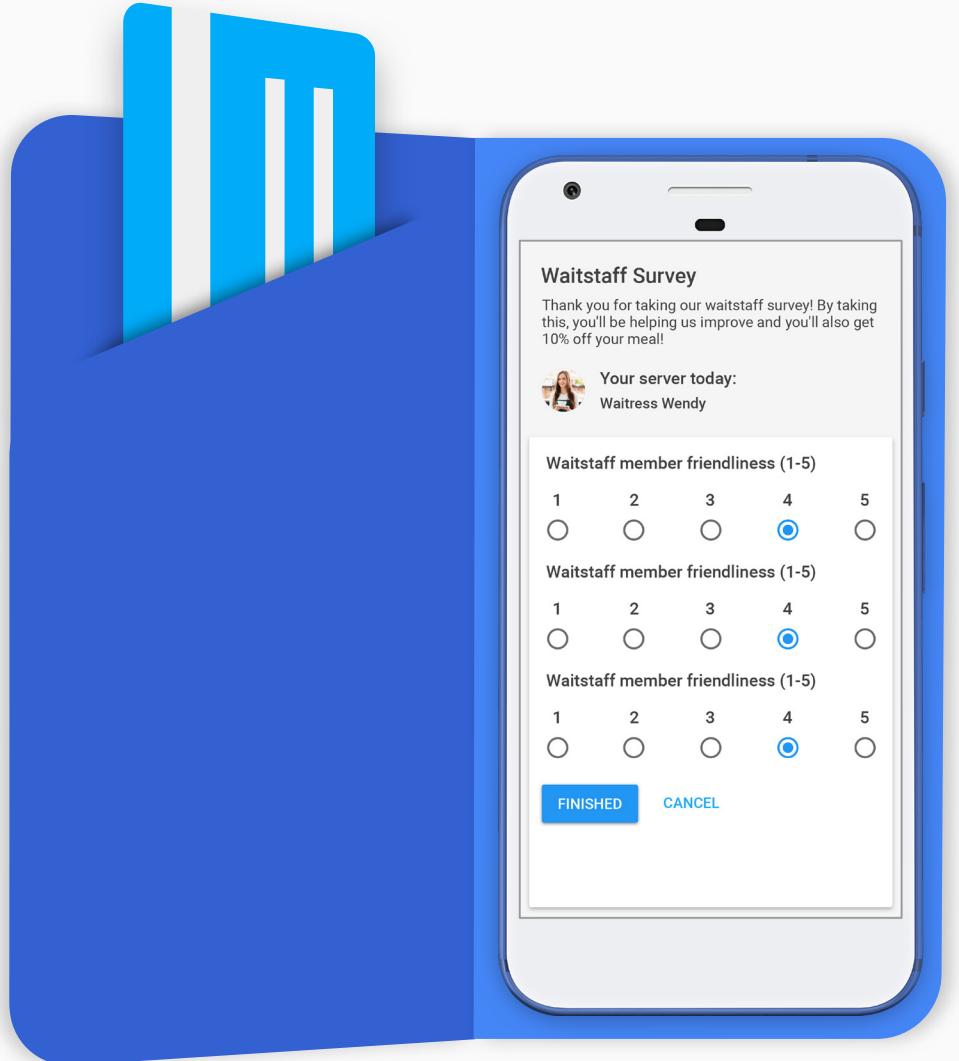




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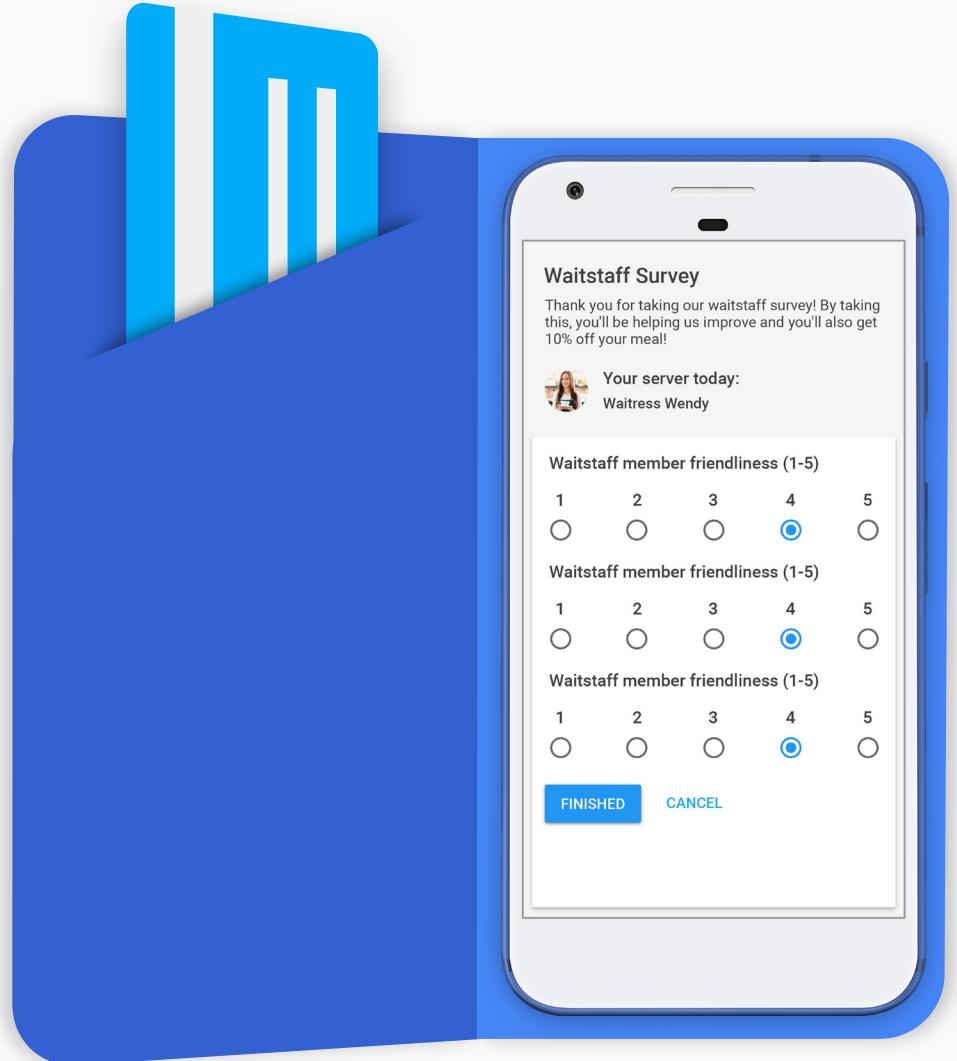


Google Waitstaff Manager is multi-device platform for taking waitstaff suggestions and using data metrics to improve and secure new employment.



Diners fill out waitstaff survey while completing their meal check, eliminating the need for waitstaff feedback outside of the restaurant environment.

The waitstaff tablet allows management to track waitstaff progress over time and make corrections to improve performance.



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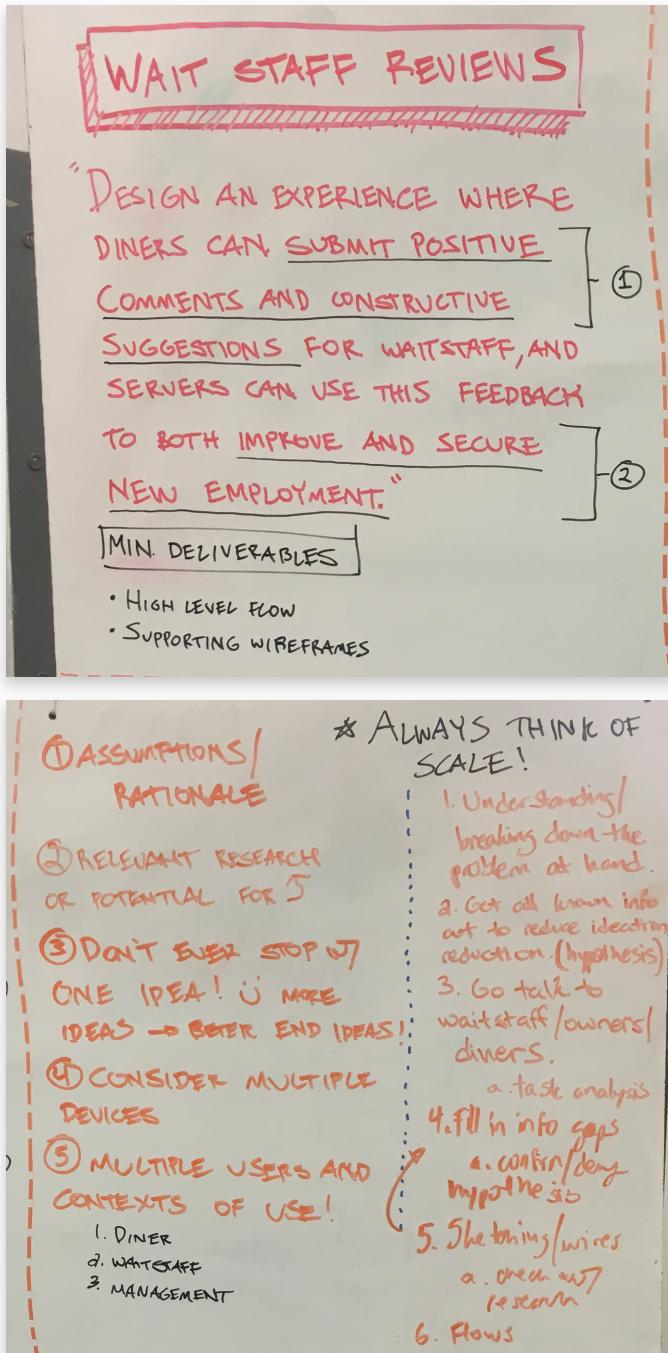
**While there are many ways to rate and review restaurants, these are not focused on evaluating individual servers.**

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**“Design an experience where diners can submit positive comments and constructive suggestions for the wait staff, and servers can use this feedback to both improve and help to secure new employment.”**

## 2 Google Design Exercise

## Breaking Down the Prompt



1

2

3

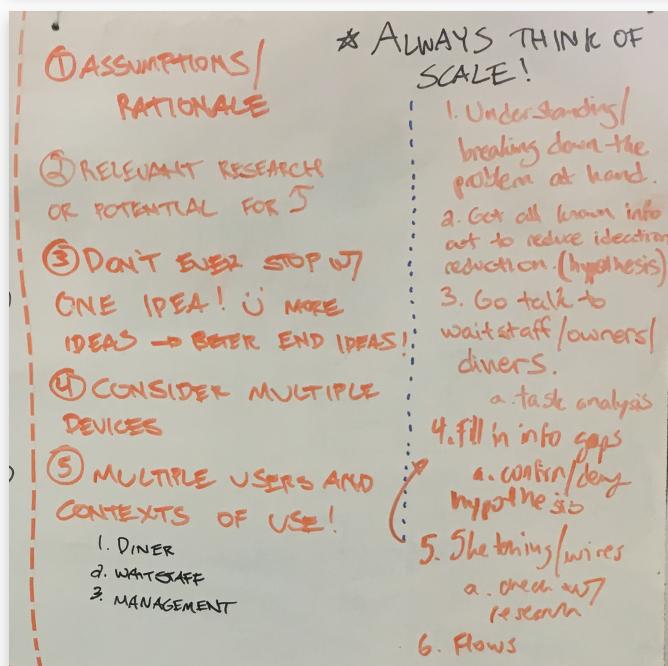
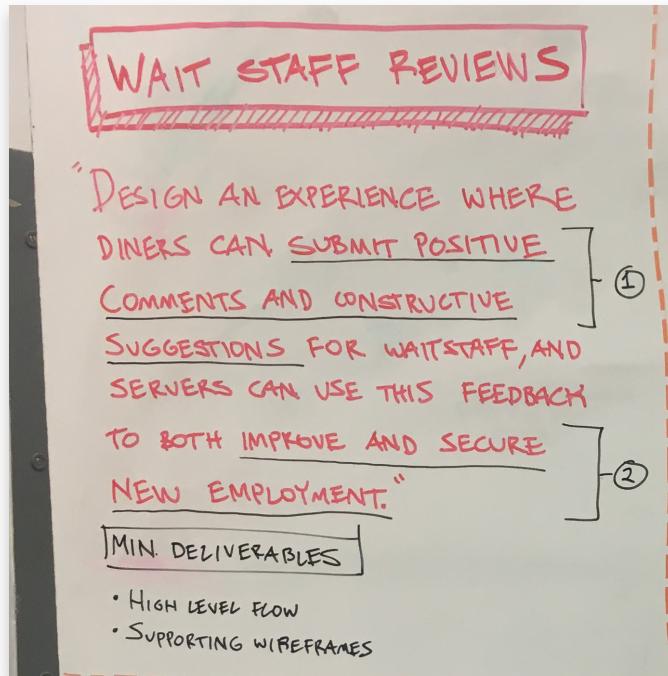
Understand design objectives and list assumptions carried into the design exercise

Notes to stay on track

Keeping ideas and research within the project's scale while considering the potential scale of Google

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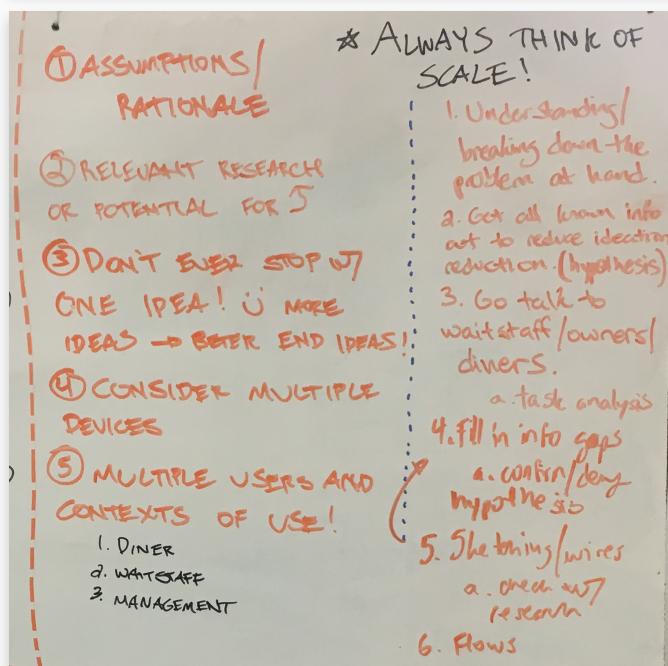
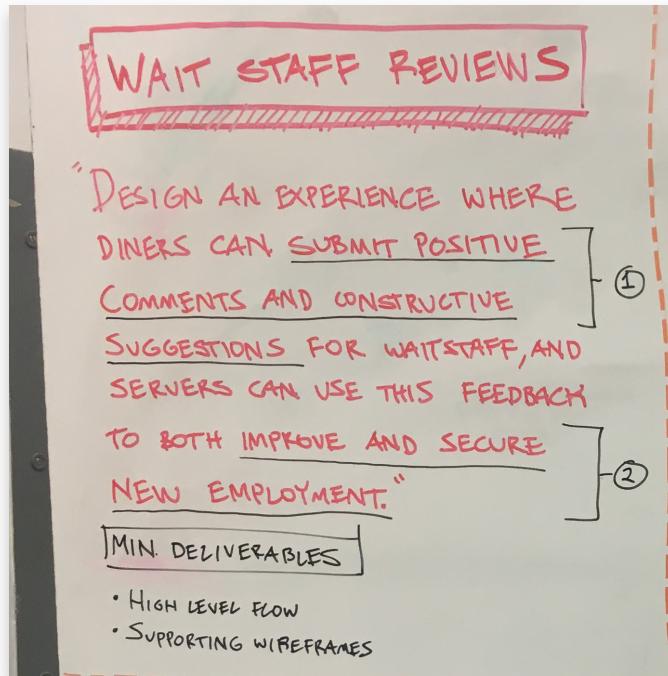
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Initial assumptions about the users, their behaviors, and their needs.

All about rapidly getting a grasp on the scope of the problem and finding where further info was needed before moving forward



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## 2 Google Design Exercise

User Groups



**Waitstaff**



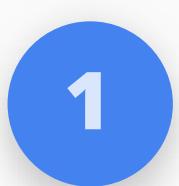
Managers



Diners

## 2 Google Design Exercise

User Groups



Waitstaff



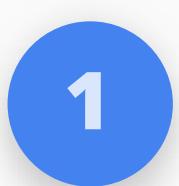
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## 2 Google Design Exercise

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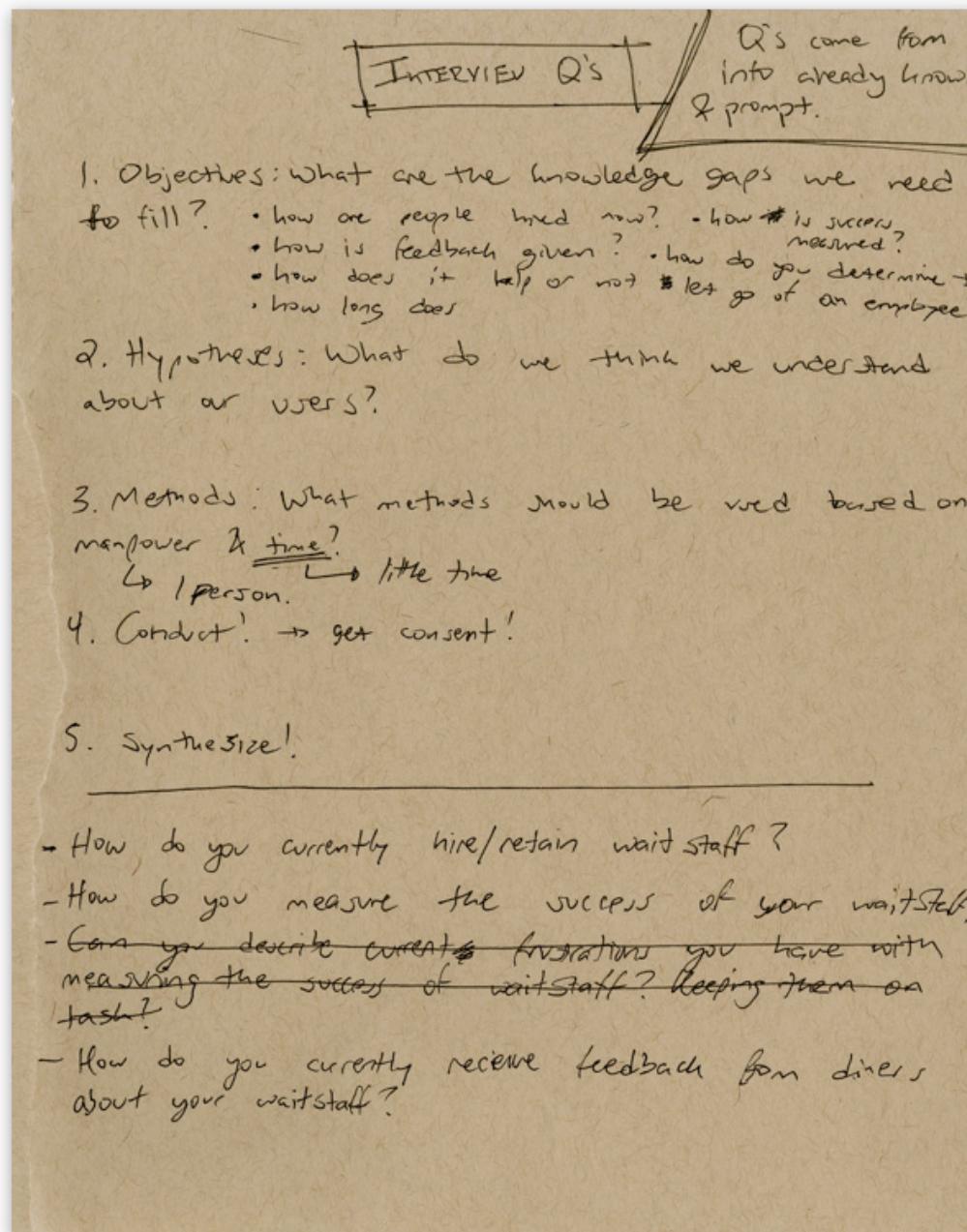
Waitstaff



Managers



Diners



Date 10/28/16 Name of Participant Stephanie Brown Dining Location Outback Steakhouse

#### Waitstaff

1. How long have you been a waitstaff member?
  - Six months
2. What do you find enjoyable about being a waitstaff member?
  - Like being on my feet, no shift was the same, meet new people
    - a. What do you find less enjoyable?
    - Restaurant wasn't well managed, personal issue, no predictability with tables, stuck at one at long time and make no money. No predictability with tips. Kitchen mishaps equal less tips and it's not my fault
3. If applicable, how do you as a wait staff member take critiques, comments, and constructive feedback?
  - Didn't get a whole lot on individual, group meetings, managers would come up with things for teams to work on. Not everyone would hear the messages. Nice comments on checks.
    - a. Do you enjoy this process and if so, what do you enjoy about it?
    - Gets everyone in line and working
    - b. What parts do you find less enjoyable?
    - Meetings weren't very helpful. Already cared, but was in minority.
      - c. What pieces or methods of critique do you find enjoyable or helpful?
4. Approximately how long does it take for customers to fill out a post-meal check and write a tip?
  - 2 min or so to set down card.
5. What makes a successful waitstaff member?
  - Informed, recommendations, knows what they're selling, anticipates needs, communication
    - a. What makes an unsuccessful wait staff member?
    - Rushing table, slow, lack of enthusiasm, lack of knowledge, low accountability, isn't a team player
6. Are the successes and areas for improvement measured or recorded?
  - Yes
    - a. If so how?
      - Get a sense of the table. Only real numbers are tip percentages based on amount sold.
      - b. Do you or other waitstaff members use these measurements? If so how?
        - Not really
        - c. How do they help?
          - N/A
          - d. How do they hinder?
            - N/A

If applicable, how do you as a wait staff member take critiques, comments, and constructive feedback?

“Didn’t get a whole lot on individual, group meetings, managers would come up with things for teams to work on. Not everyone would hear the messages. Nice comments on checks.”

**What makes a successful  
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**Are the successes and areas for improvement measured or recorded? If so how?**

**"Get a sense of the table. Only real numbers are tip percentages based on amount sold."**

## Current issues and frustrations, and opportunities

1

Waitstaff performance and restaurant experience is a product of management performance.

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There is minimal waitstaff feedback from customers and management.

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Main metrics for measuring waitstaff performance are tips, friendliness, knowledgeability, and promptness.

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## Getting Personal

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The screenshot shows a news article from ABC News. The headline is "New App Allows Diners To Rate the Waitress". Below the headline is a photograph of two hands holding smartphones over a meal on a table. The news summary discusses how the app allows diners to discreetly review a restaurant's waitstaff performance. There are sidebar links to other news stories and social sharing options.

Grate App

The screenshot shows the homepage of the getWaiter! website. It features a large image of a smartphone displaying the app interface. The text "The waiter calling and customer experience tracking tool." is displayed above the phone. Below the phone are two quotes: one from a Director at F&B September 2014 and another from Pablo Scandella - Trocadero, Sotogrande, Spain. A section titled "getWaiter! for business" is also visible.

Waiter calling + customer experience tool

The screenshot shows a livejournal entry titled "Good Service? Bad Service? Rate Your Walter!". The entry includes a title, a timestamp, and a text box containing a review of a waiter named Speedy. The review is from a user named apmehalidic. The sidebar on the right shows navigation links like "my entries", "my friends", and "rate your waiter!".

Restaurant review forum with waitstaff metrics

The screenshot shows a TIME magazine article. The headline is "Nasty Cashier? Indifferent Waitress? Here's Why You Should Complain". The article discusses how bad treatment from staff can hurt a business's profits. Below the article are sidebar links to other news stories and social sharing options.

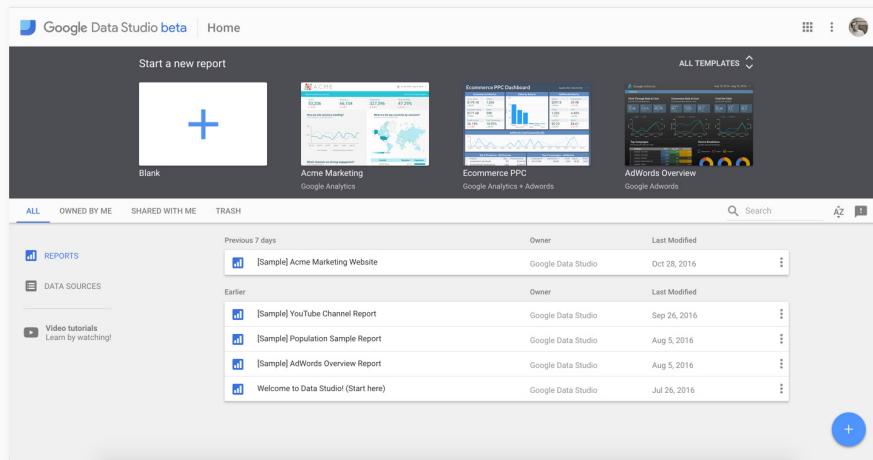
Statistical analysis of unhappy customers

The screenshot shows a mobile application interface. On the left, there is a sidebar with "Reservations" and "Favorites". The main screen displays a reservation history for "Ad Lib" on Saturday, March 7 at 6:45PM. On the right, there is a "Write Review" form with sections for "Overall", "Food", "Service", "Ambiance", and "Noise Level", each with a star rating system. There is also a "Share your experience" text area and a "Send a private note" section.

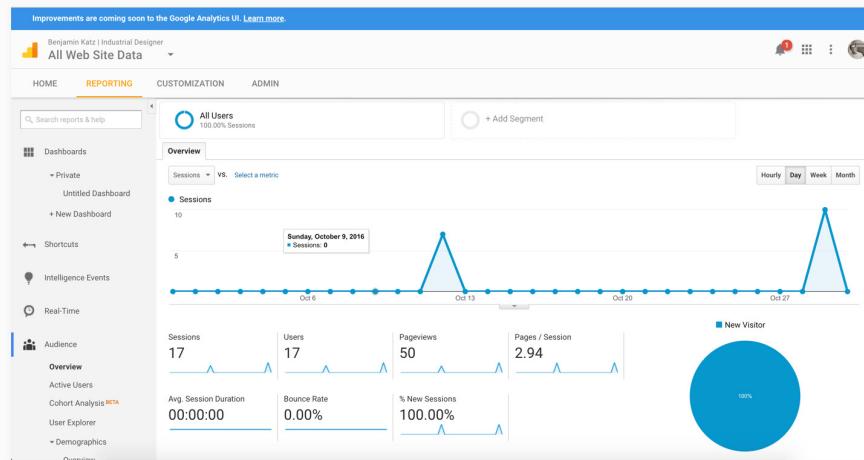
Dining app user flows

The screenshot shows a Prezi presentation slide. The title is "Rate My Server" and it is described as "built for food lovers everywhere, by college students". The slide contains text about how the platform makes it easy for users to rate and review waiters & waitresses at restaurants. At the bottom, there is a "Rate My Server" button and a link to "More presentations by Nate Monseu".

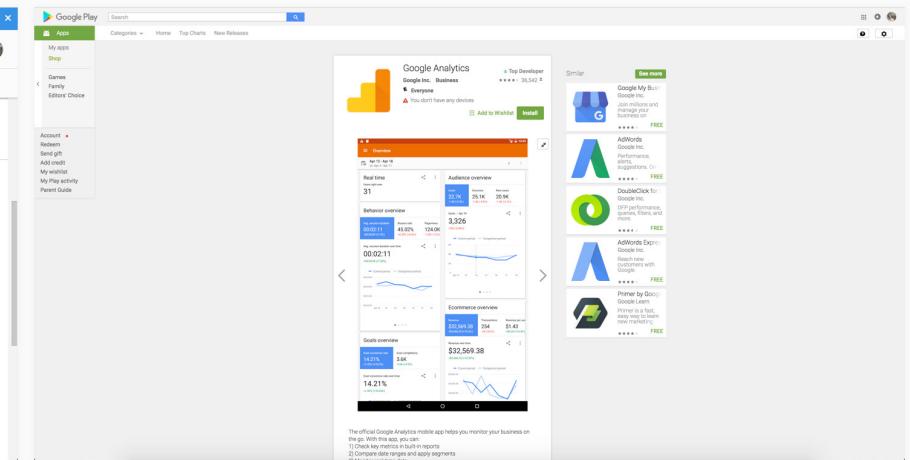
Prezi presentation on waitstaff reviewing



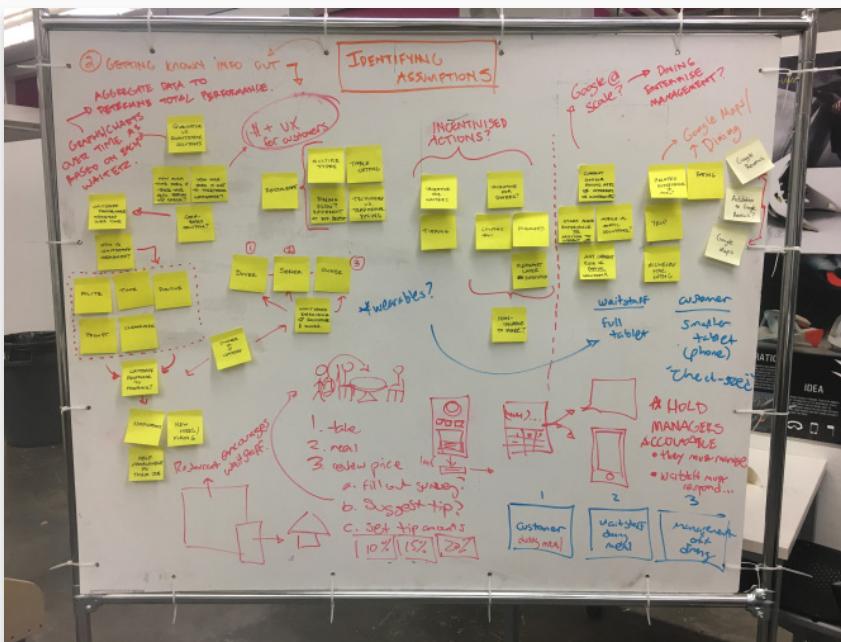
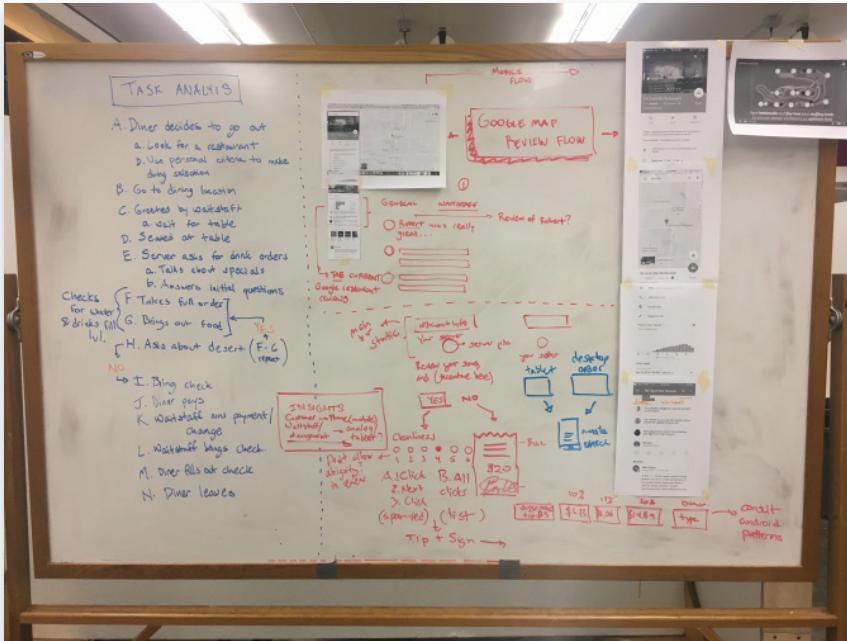
Google G Suite



Data visualization

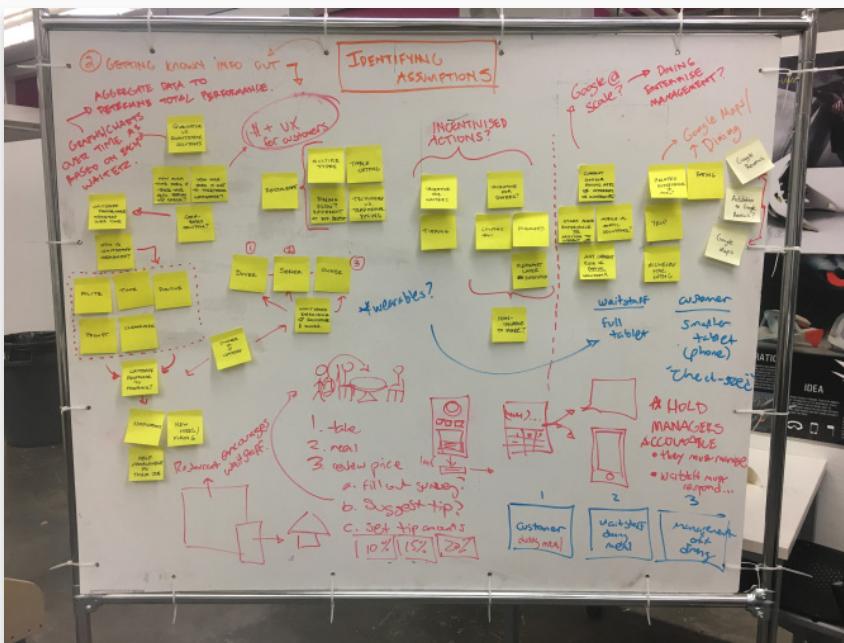
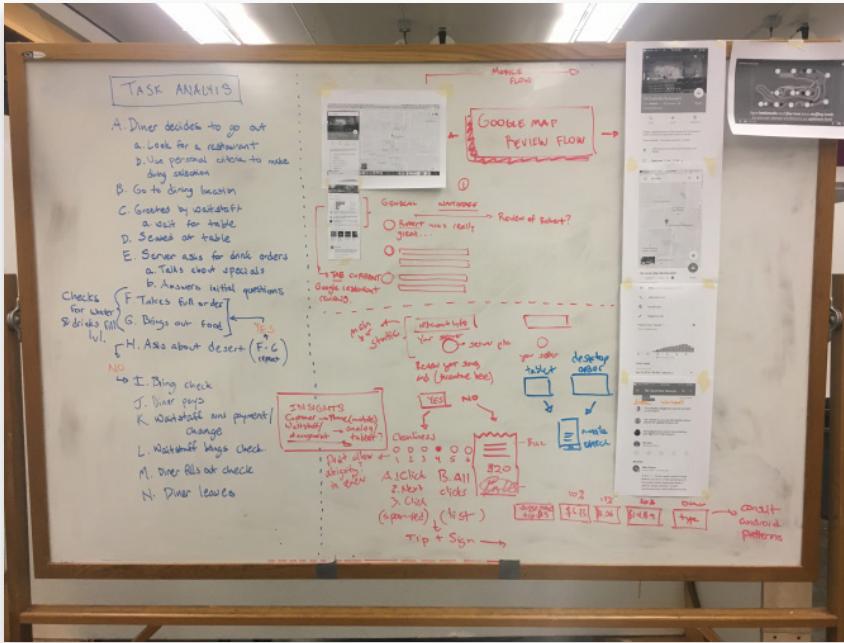


Google Analytics



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Designing for specific users, accounting for multiple use cases, and keeping the design challenge on track.

### Waitstaff Wendy



**Age:** 23

**Occupation:** Waitress

Waitstaff Wendy is a waitress who's been working at her local cafe for two years. She's very driven, but often gets caught not knowing the menu well enough or scolded for texting in the back.

### Manager Mike



**Age:** 54

**Occupation:** Cafe Manager

Manager Mike has been the manager of the cafe for four years and would love to open a new location. However, he feels that he needs better reputation and more management tools to have enough capital to grow.

### Diner Danielle



**Age:** 31

**Occupation:** Fashion Designer

Diner Danielle is a local fashion designer and foodie who frequents the cafe for coffee and fresh paninis. She is always busy, so a knowledgeable, friendly, and prompt waitstaff makes her feel like she can get on with her schedule.

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Research + initial ideation + user personas + dissected design prompt

Ensure that the design addressed the needs of all three user groups without disrupting the current flow of the dining experience.

Design an unobtrusive experience for constructive waitstaff feedback, criticism, and management that is centered around the post-meal timeline.

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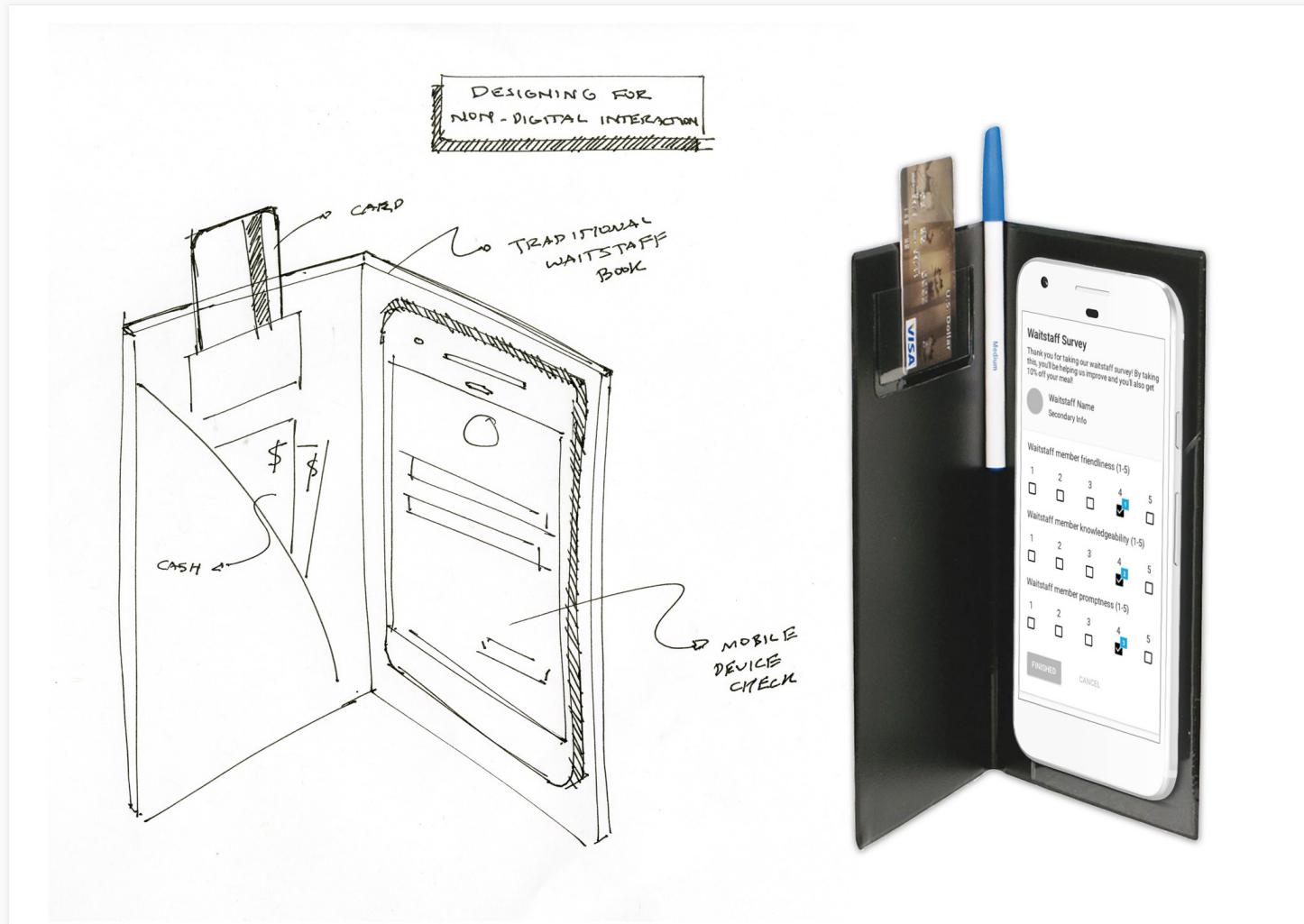
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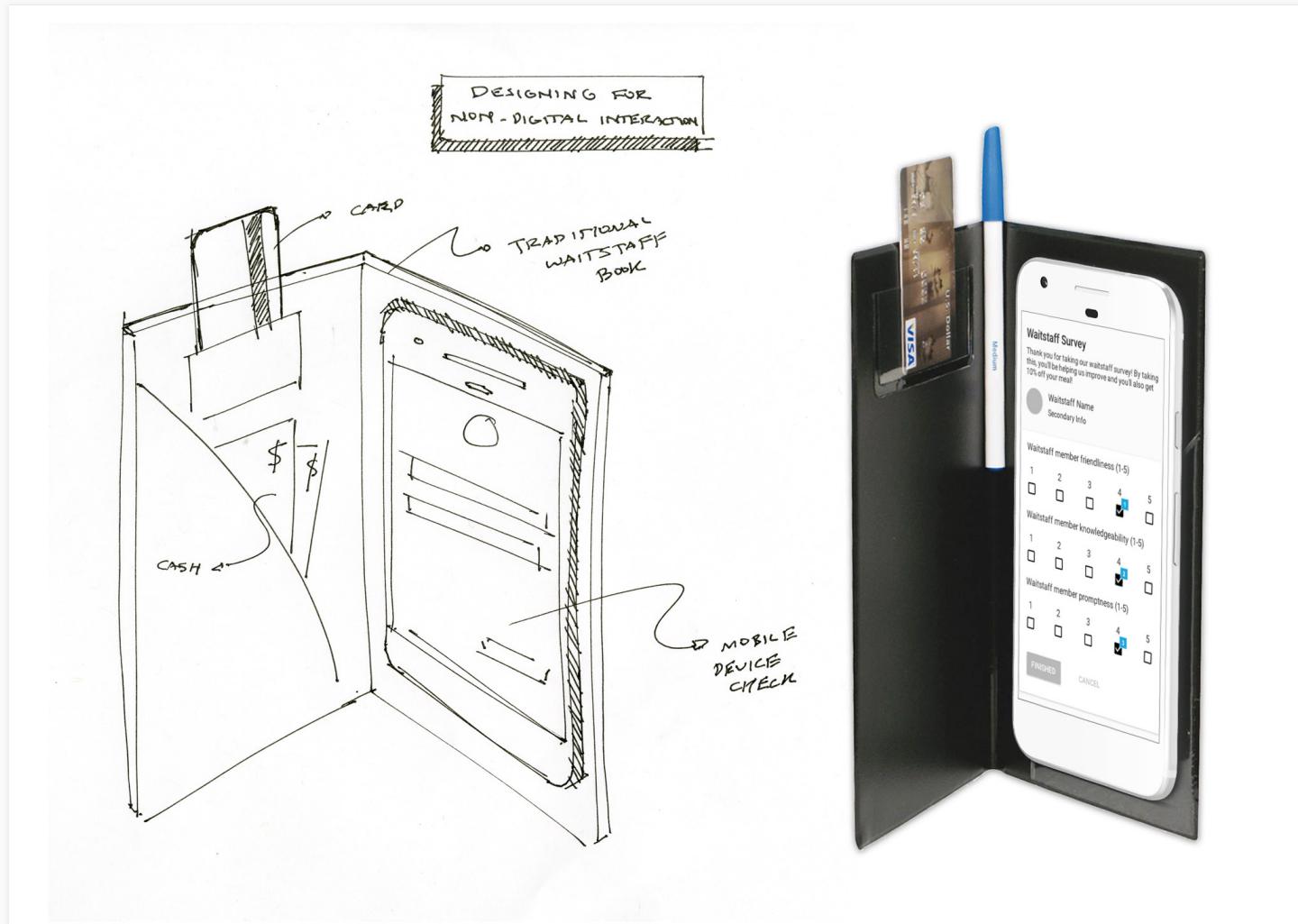
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Adding a digital component to sign and review meal checks would gently shift users towards new experiences.



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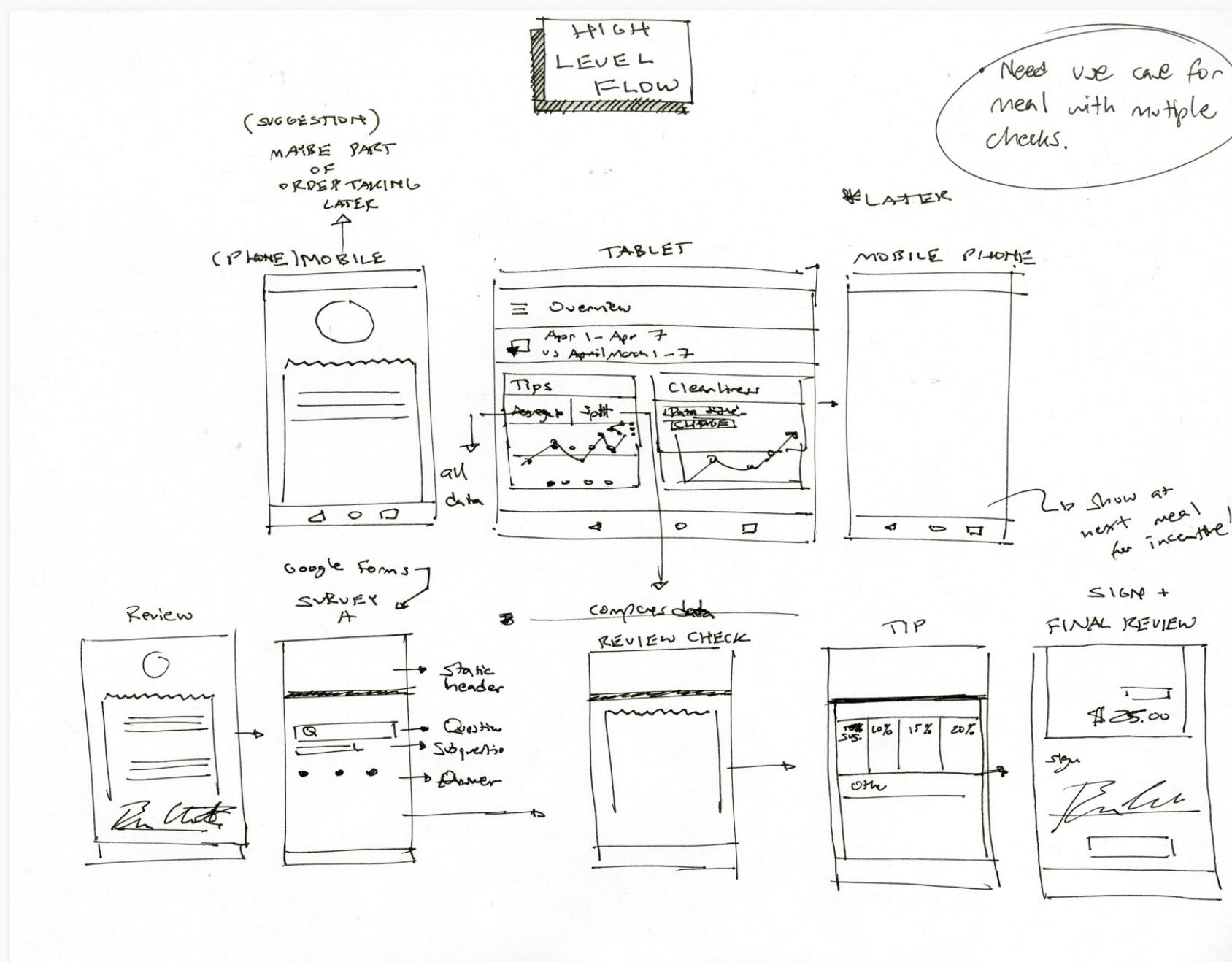
Low-fidelity flows gave me starting point that I could base the rest of my flows and refined wireframes on. The essence of these following flows show a two-device experience.

### Mobile

A mobile phone combined with the traditional waitstaff booklet would be used for meal check completion and priming the user to provide feedback to the waitstaff.

### Tablet

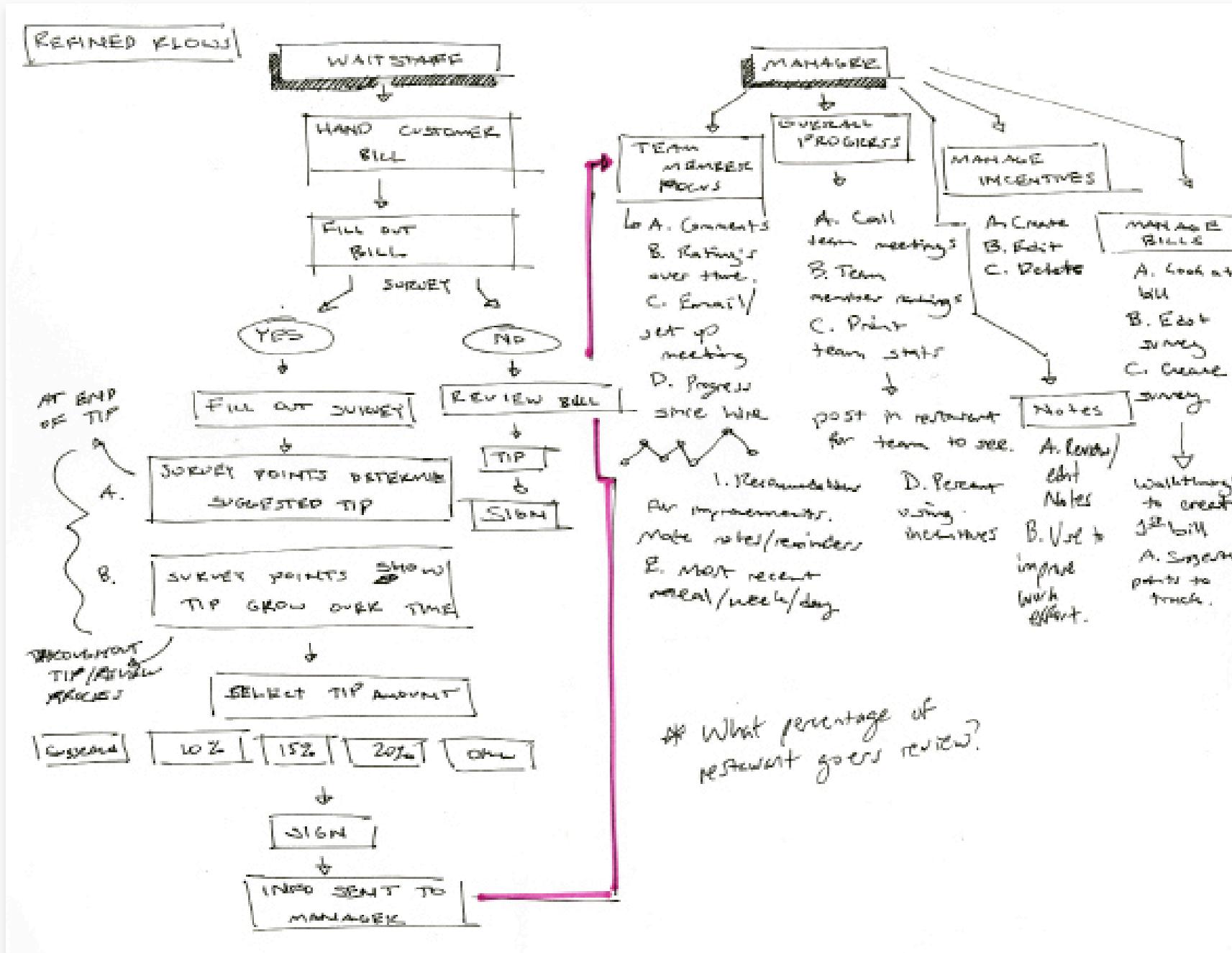
A tablet experience would be used for the management side of the experience to best visualize waitstaff metrics.



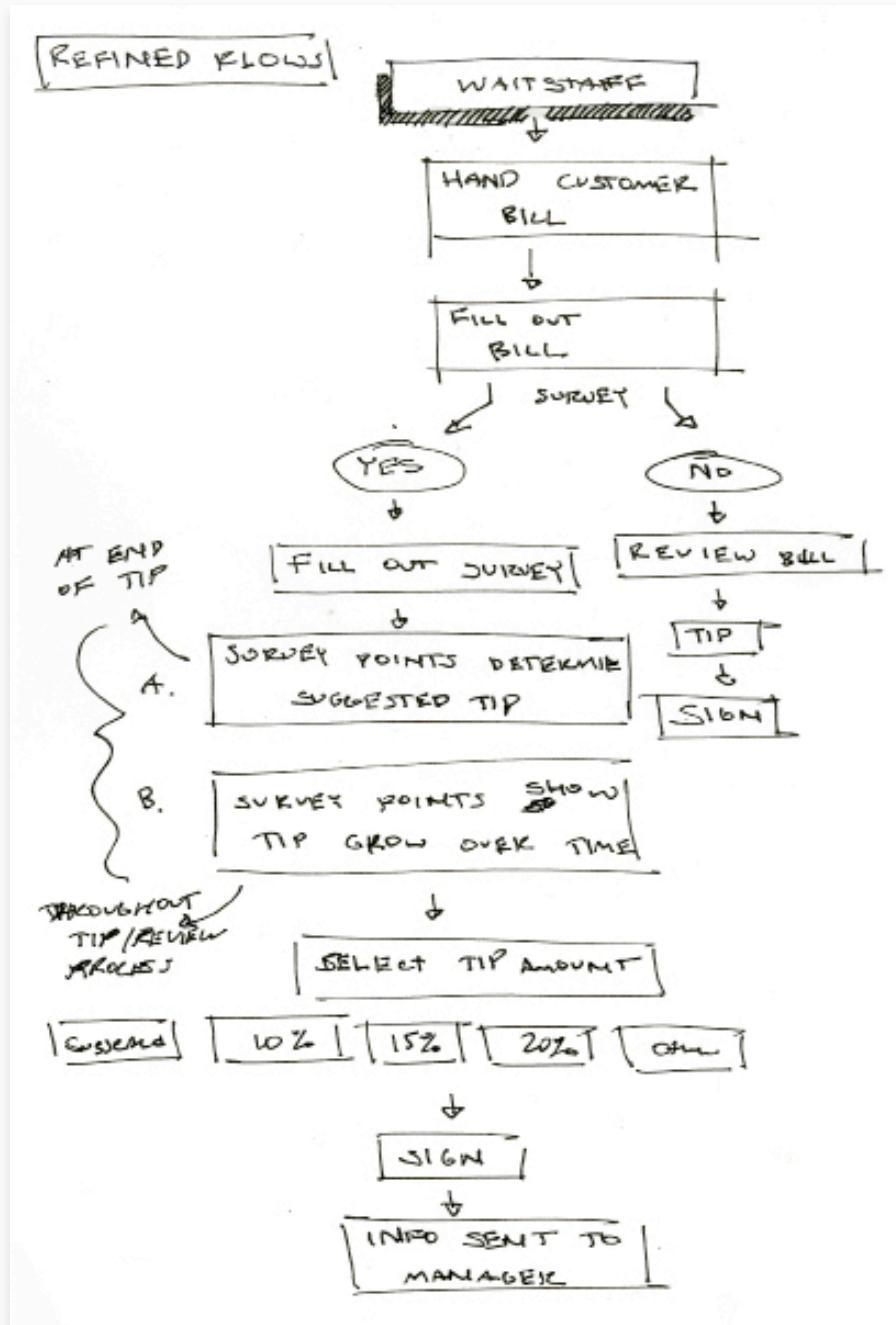
Mobile flow for feedback and data collection is fed into tablet flow for data analysis.

## 2 Google Design Exercise

## High Level Flows



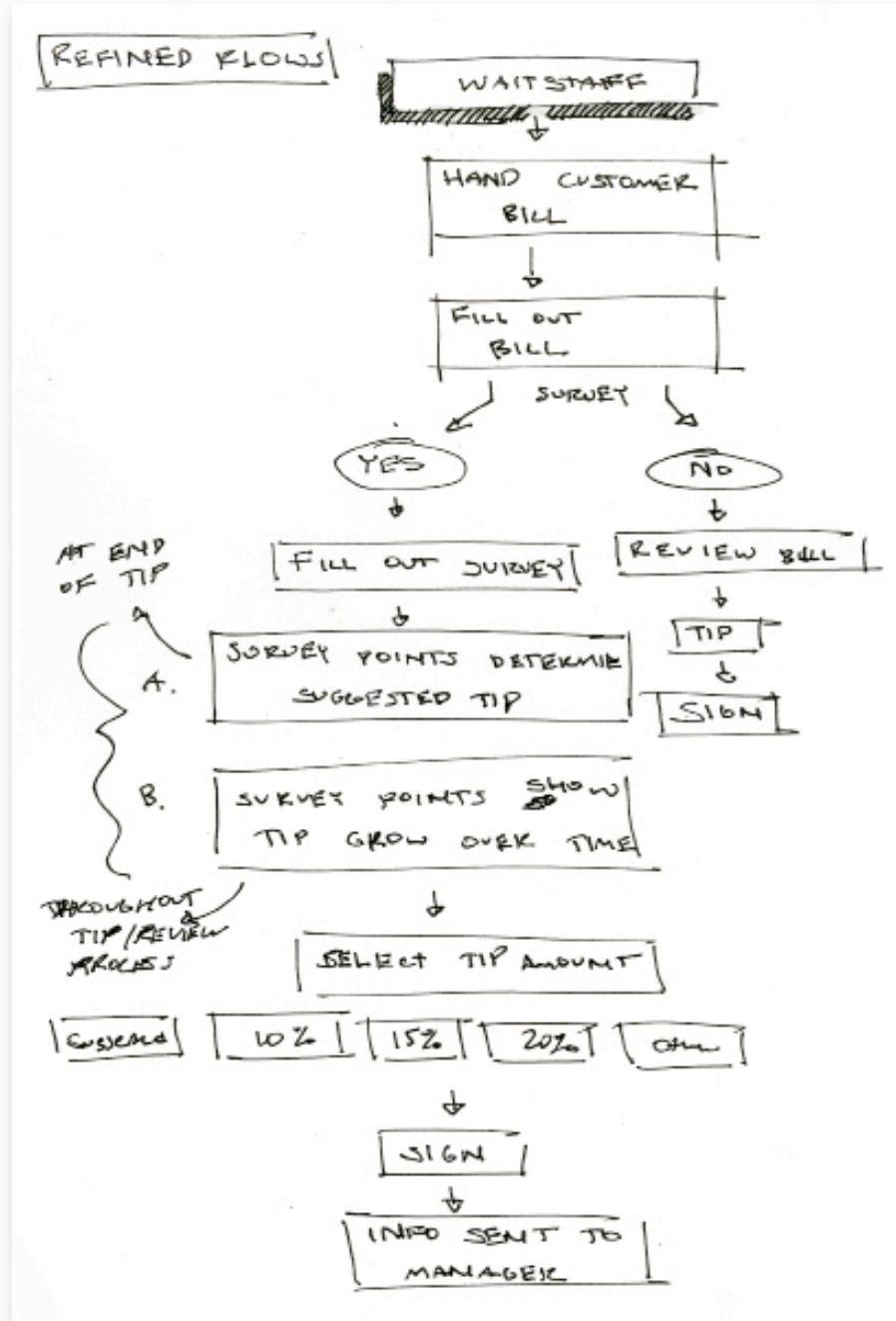
More detailed user flows and task analysis for both mobile and tablet experiences.



When a bill is given to a customer with the digital check booklet, they review their check.

Users are prompted to provide feedback about the waitstaff using a three-question survey based on the three metrics identified on research.

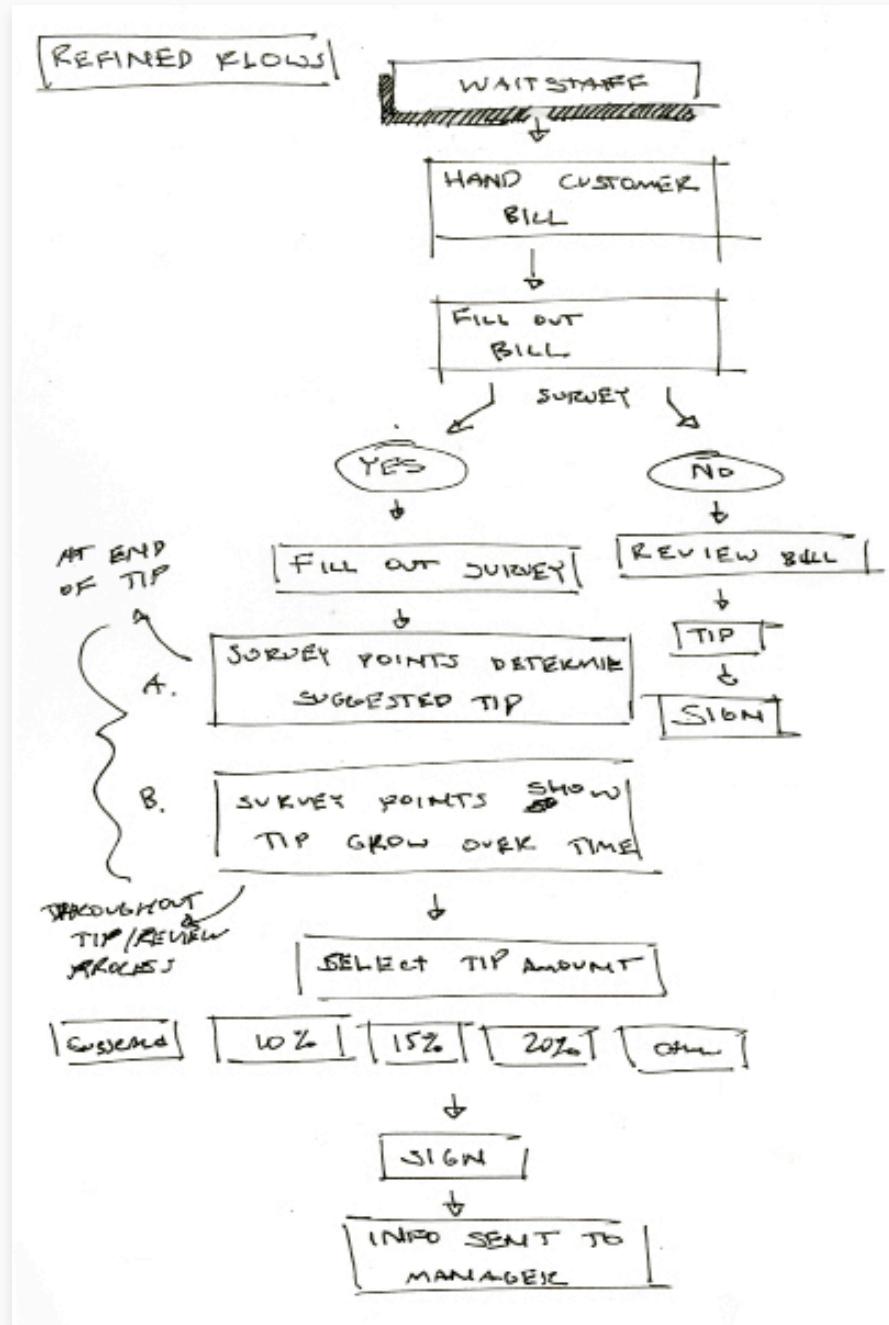
In exchange for an incentive such as a meal discount or survey.



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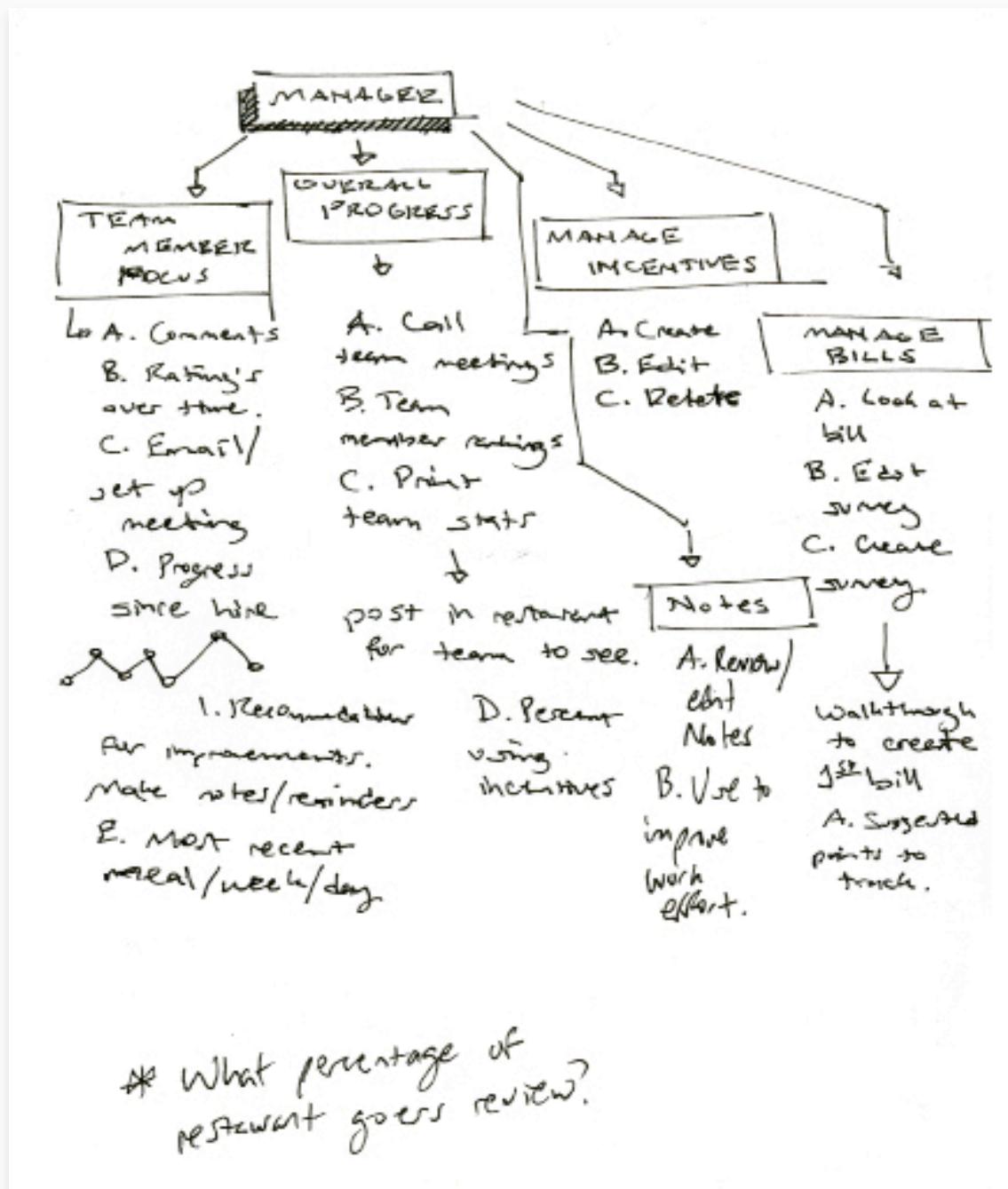
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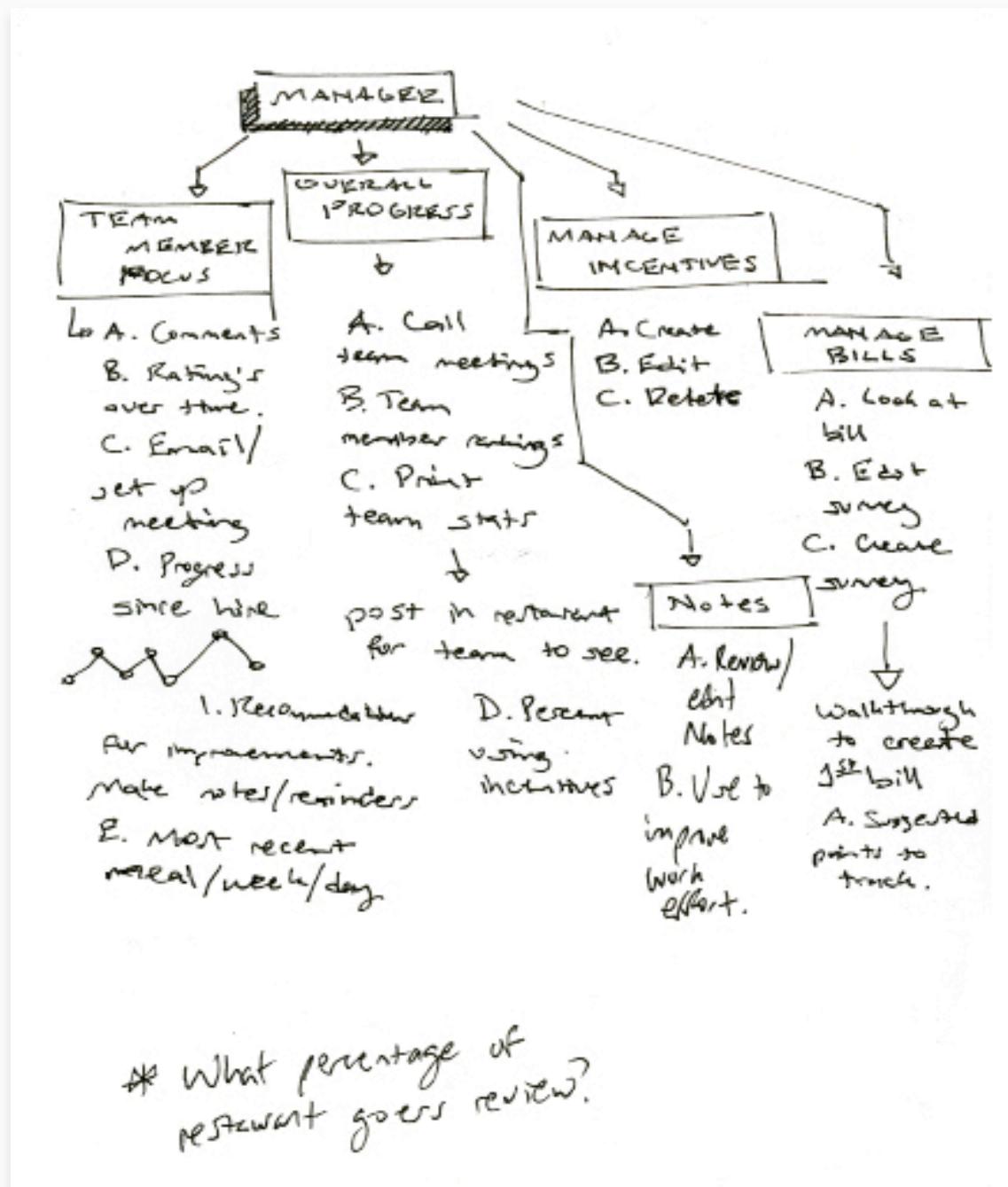
Users are prompted to provide feedback about the waitstaff using a three-question survey based on the three metrics identified on research.

In exchange for an incentive such as a meal discount or survey.



The data is then sent to cloud storage and shown in the form of data visualization on the management tablet experience.

Managers and waitstaff can analyze individual team members' metrics, view overall waitstaff progress, manage incentives, manage checks, and take notes about waitstaff performance.

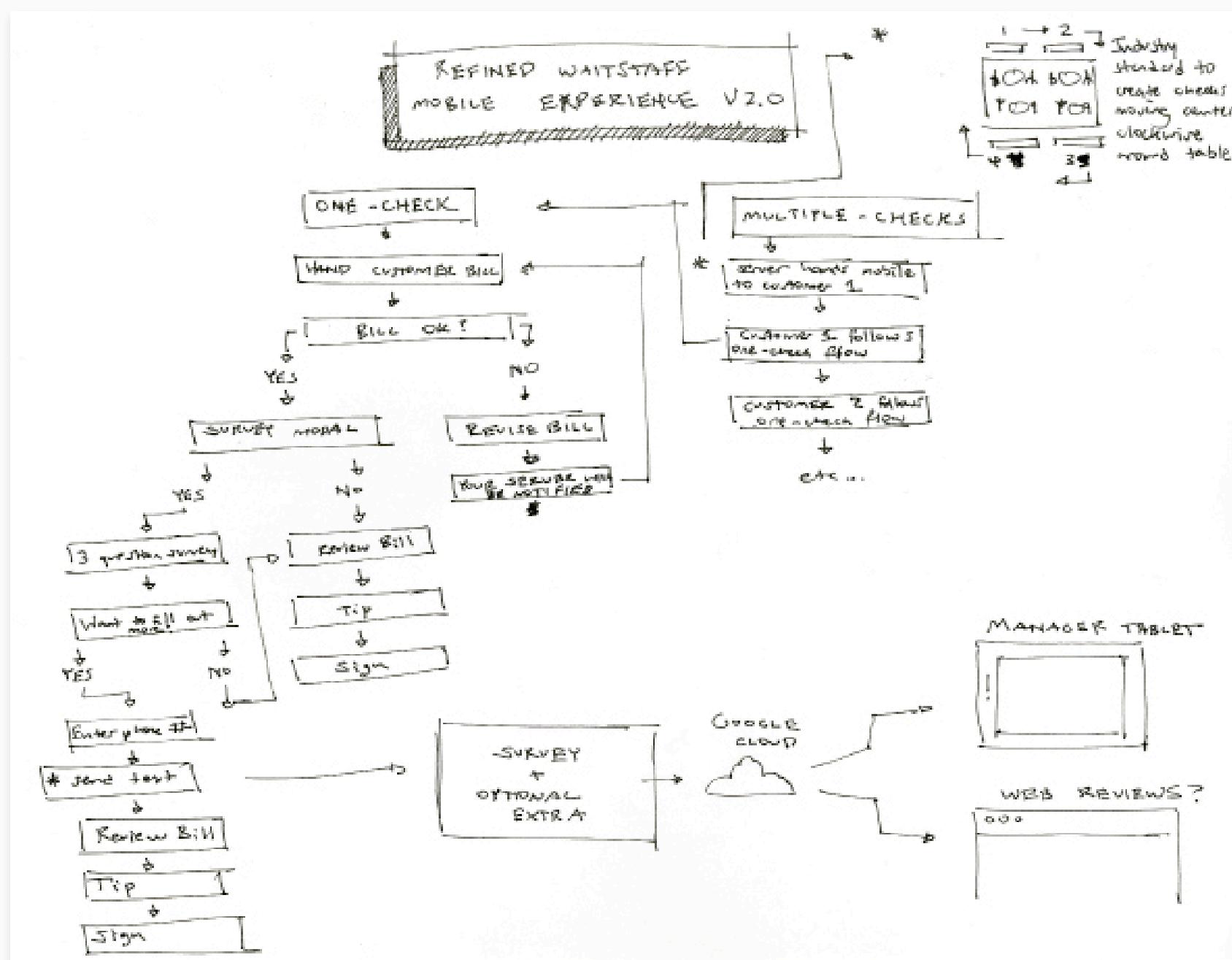


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## 2 Google Design Exercise

## Refined Mobile Flows

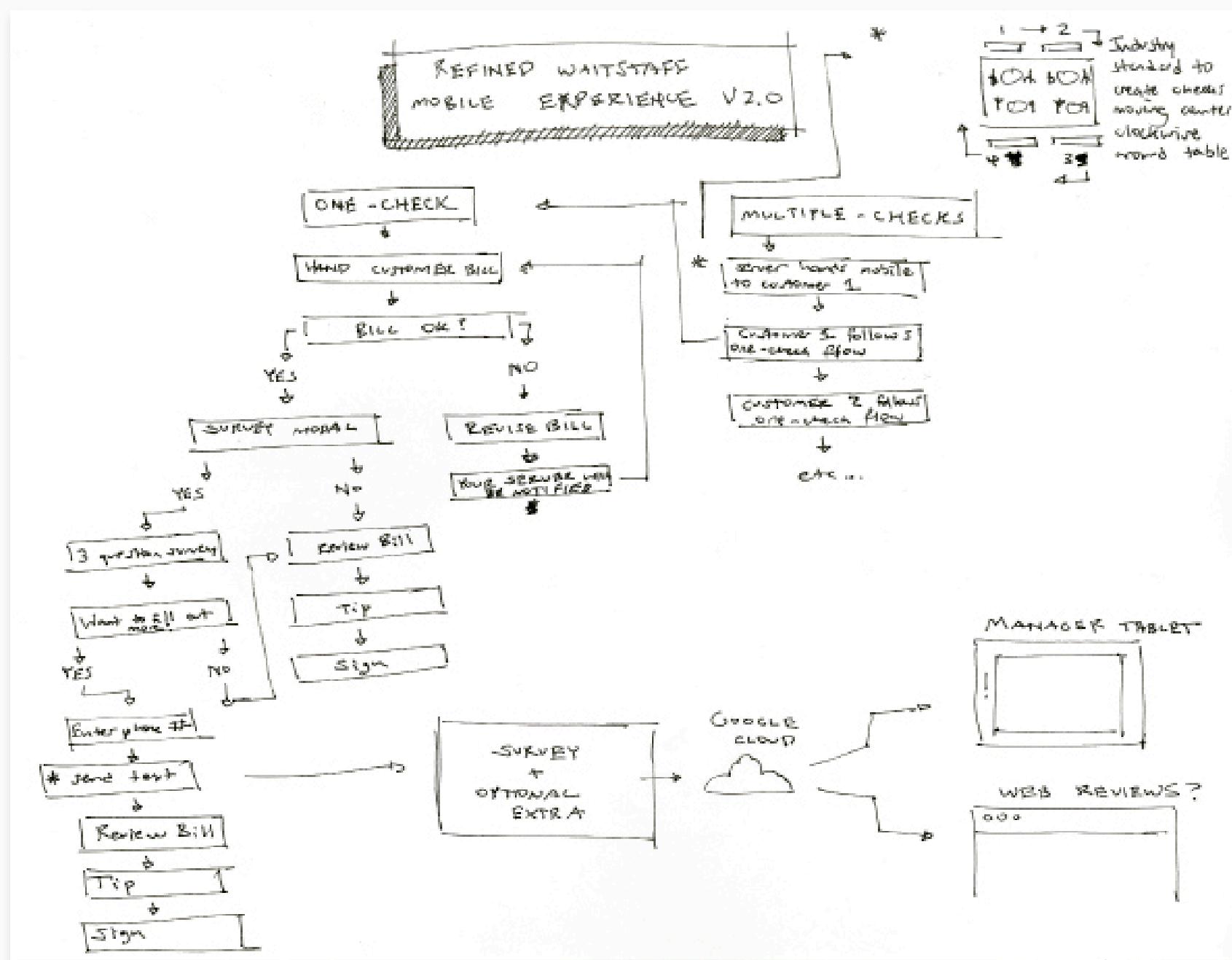


A high-level flow for the mobile check experience.

The flow accounts for multiple use cases (one check and multiple checks) and also uses the industry standard of clock-wise service to ensure smooth bill payment.

## 2 Google Design Exercise

## Refined Mobile Flows

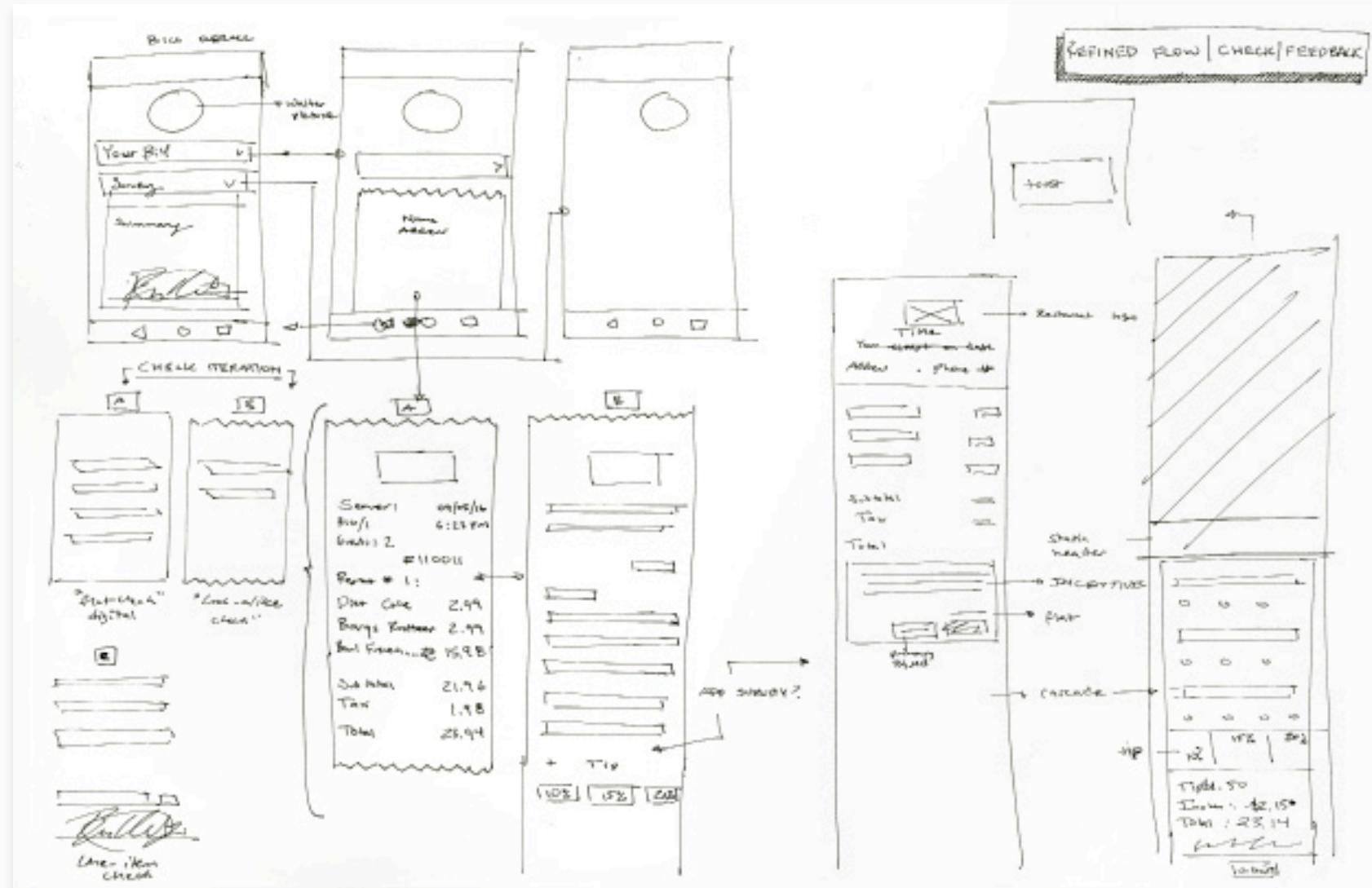


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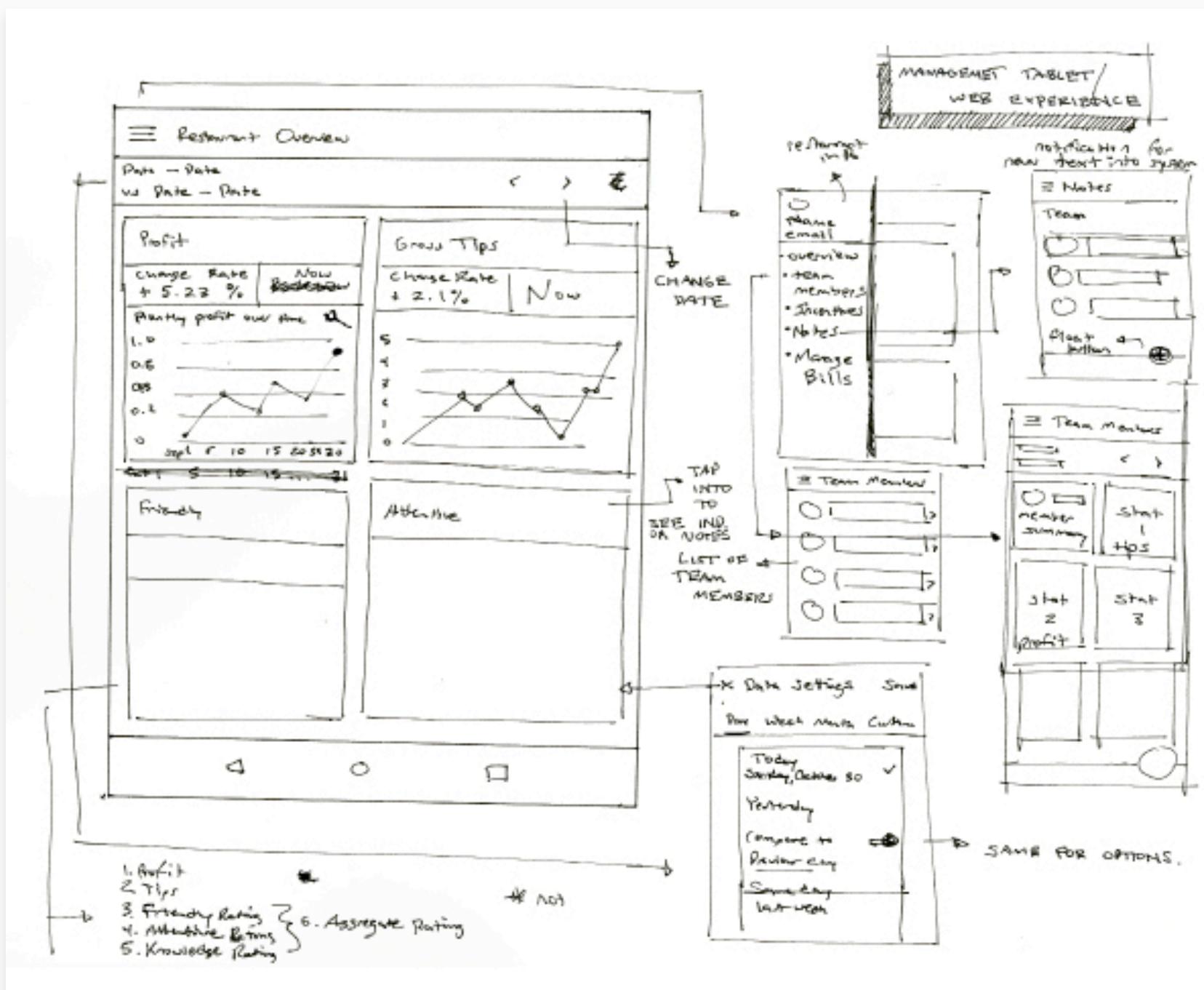
The flow accounts for multiple use cases (one check and multiple checks) and also uses the industry standard of clock-wise service to ensure smooth bill payment.

## 2 Google Design Exercise

## Refined Mobile Wireframes

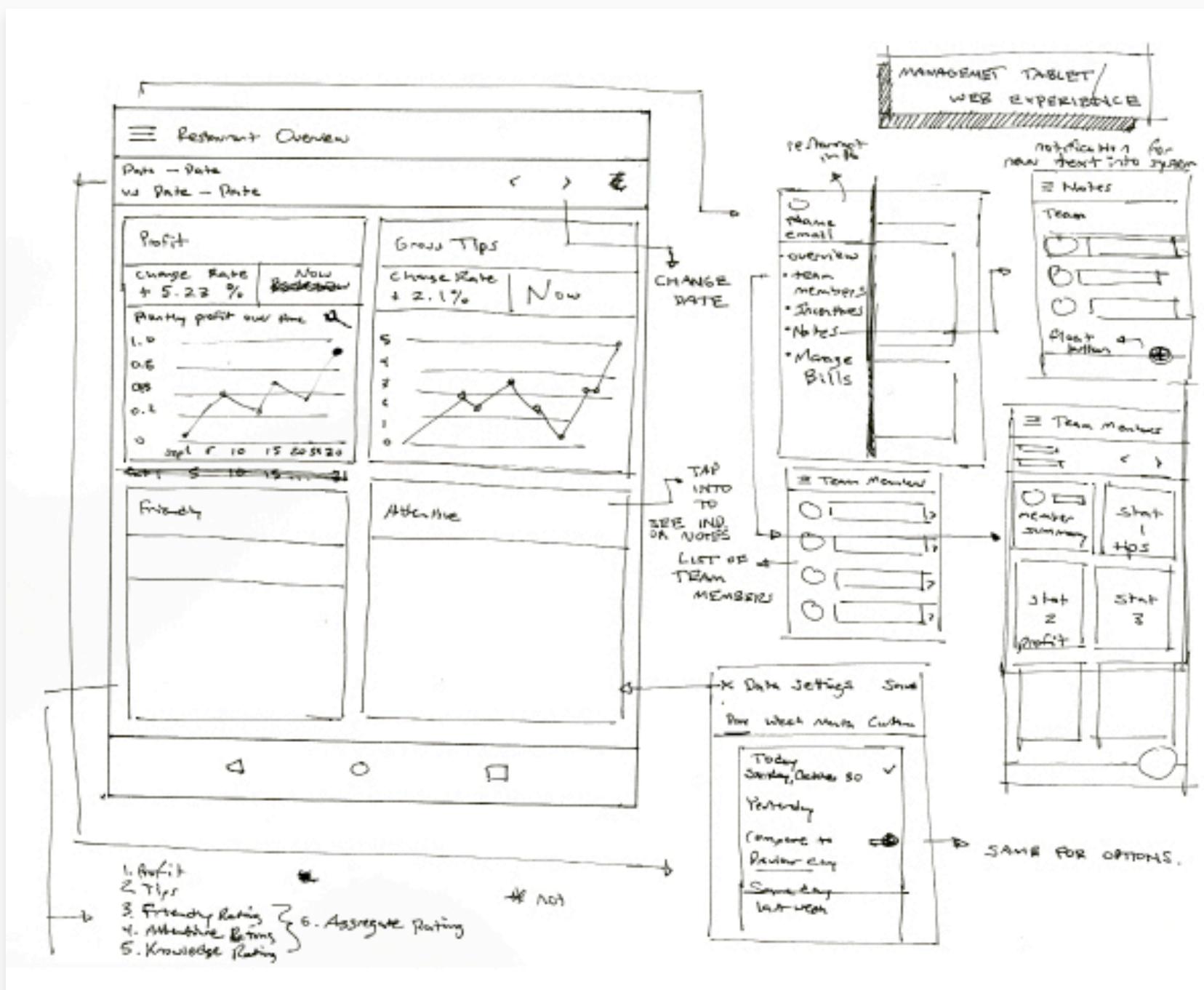


More detailed high-level flows for the mobile check experience. Specifics of the information architecture used in the digital check were also addressed.



Management tablet experience high-level flows.

The tablet experience shows visualized metrics for waitstaff tips, profit, friendliness, knowledgeability, and promptness addressed in my research.



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2

## Google Design Exercise

## Proposed Final Wireframes + Flows

The image displays three wireframe prototypes for a mobile application, likely a Google Design Exercise.

- Wireframe 1 (Left): Restaurant Bill Review**  
A wireframe showing a bill summary for a restaurant. It includes the restaurant's name, address, phone number, and website. Below is a detailed breakdown of items on the bill, followed by a subtotal, tax, and total. At the bottom, there is a question "DOES YOUR BILL LOOK OK?" with "YES" and "NO" buttons.

Item on bill	\$12.34
Item on bill	\$12.34
<b>SUBTOTAL:</b>	\$12.34
TAX:	\$43.34
<b>TOTAL</b>	\$43.34

DOES YOUR BILL LOOK OK?  
YES NO

- Wireframe 2 (Middle): Manager Dashboard**  
A wireframe for a manager account. It shows the manager's name (Mike) and account type (Manager Account). On the left is a sidebar with navigation links: Overall Progress, Waitstaff Members, Notes, Manage Incentives, and Manage Bills. The main area is currently empty.
- Wireframe 3 (Right): Friendliness Report**  
A wireframe for a friendliness report. It shows the average score (4.1) and a 23% increase. Below is a chart titled "Friendliness over time" showing a sharp peak around October 12th.

## 2 Google Design Exercise

## Mobile Wireframes + Flows

The image displays four mobile wireframes illustrating a survey process, numbered 1 through 4.

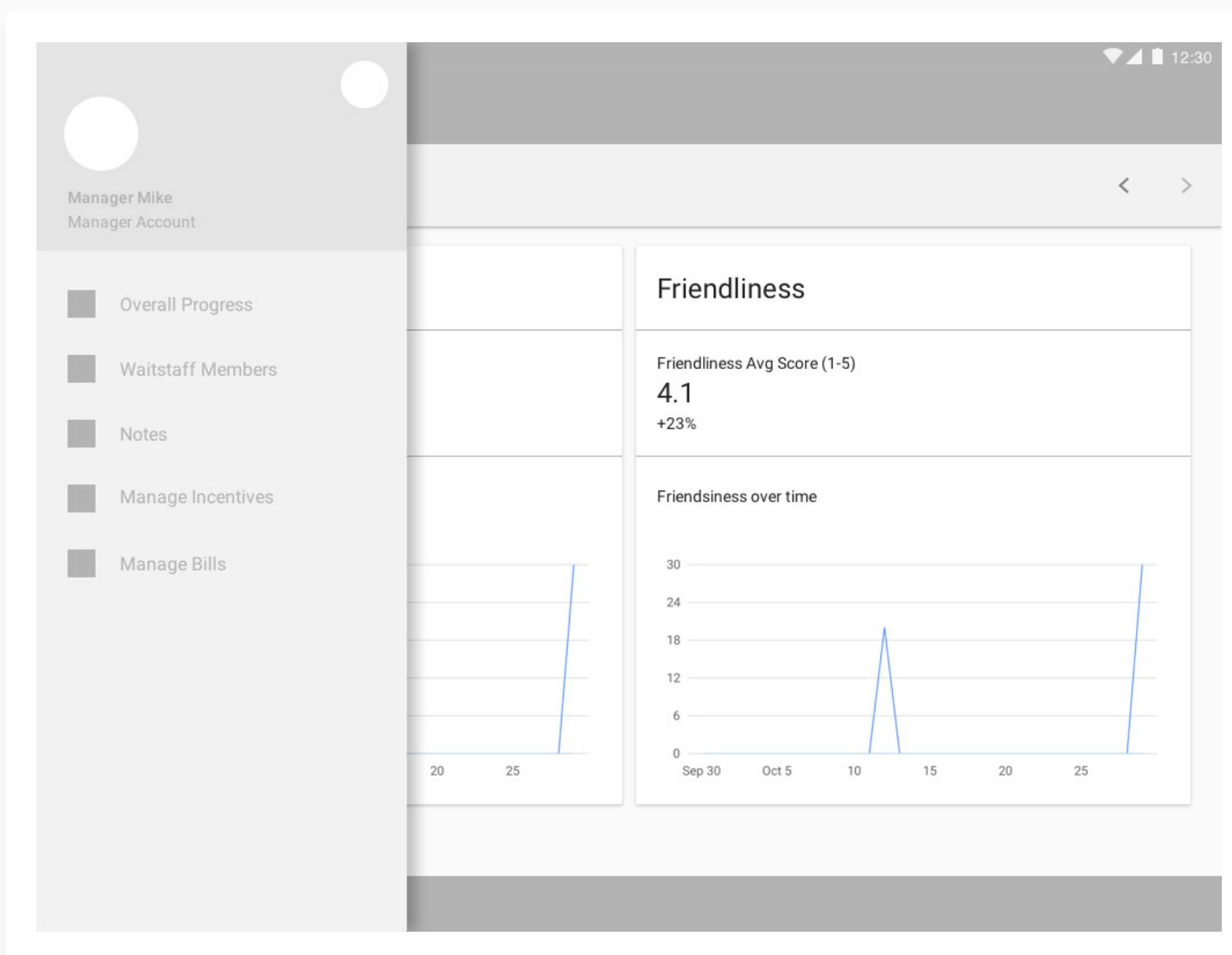
- 1 Initial check:** Shows a list of 10 items, each with a title, a progress bar, and a "View details" button. The first item is highlighted with a blue border.
- 2 Survey prompt:** A modal window titled "Details of a participant" contains a question: "Would you like to receive a summary of your survey results via email?". Below the question are five radio buttons labeled 1, 2, 3, 4, and 5. A blue horizontal bar indicates the modal's scrollable area.
- 3 Survey:** A page titled "Overall Survey" with a sub-section "About the survey". It lists five questions, each with a radio button and a scale from 1 to 5. The first question is highlighted with a blue border. A blue vertical bar indicates the scrollable area.
- 4 Review check:** A page titled "Thank you" with a sub-section "Review of your survey results". It shows the same 10 items from the initial check, each with a progress bar and a "View details" button. The first item is highlighted with a blue border. A blue horizontal bar indicates the scrollable area.

The image displays a series of Google tablet wireframes for a management application, arranged in a grid-like structure. The wireframes are connected by blue lines, indicating flow between different screens.

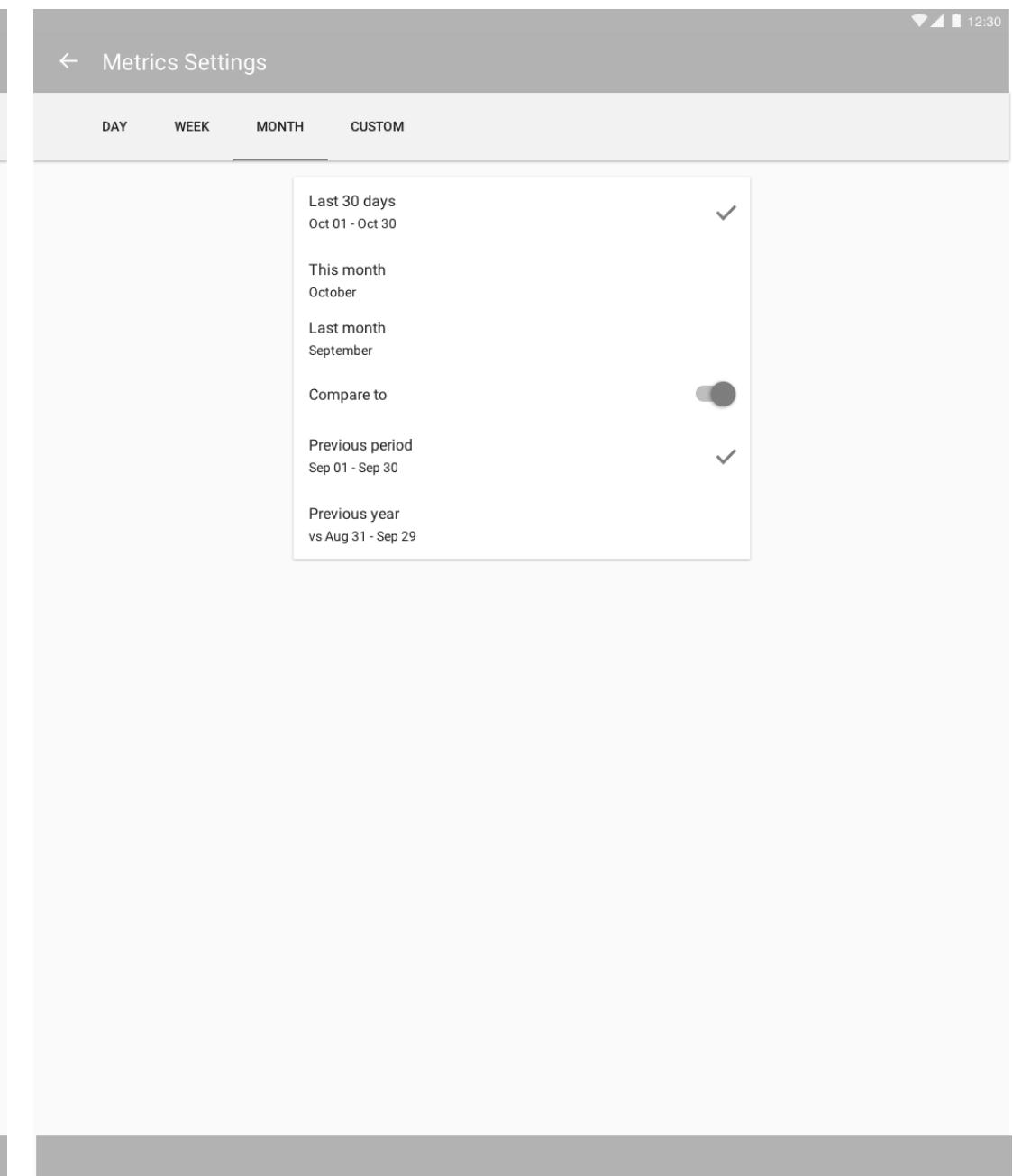
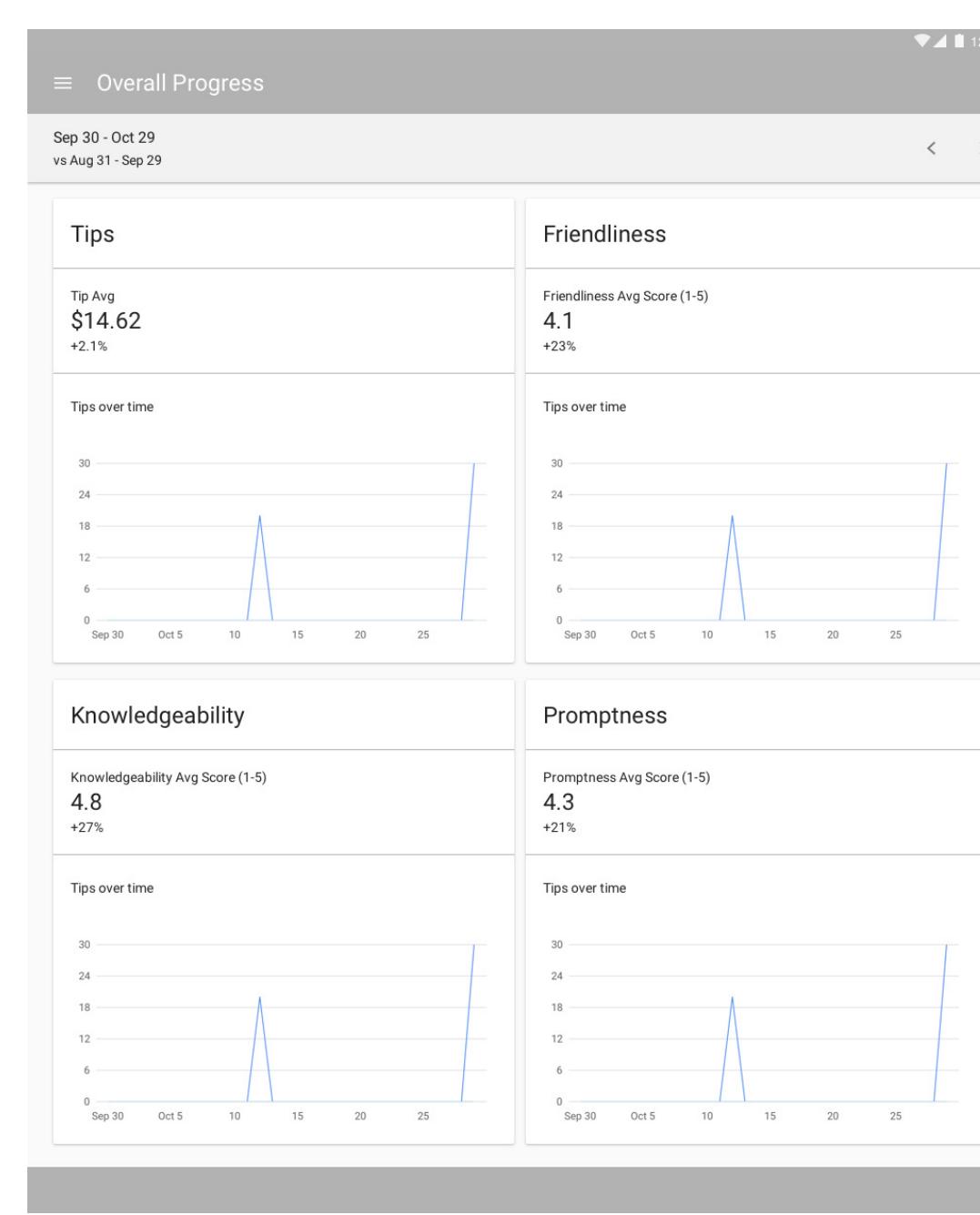
- Overall Progress:** Shows Manager Mike's Manager Account. It includes sections for Overall Progress, Waitstaff Members, Notes, Manage Incentives, and Manage Bills. A 'Friendliness' card shows an Avg Score of 4.1 (+23%) over time. A 'Manage Incentives' section lists Incentive Names. A 'Metrics Settings' screen allows selecting a period (e.g., Last 30 days, This month, Last month, Previous period, Previous year) and comparing it to another period.
- Waitstaff Members:** A list of waitstaff names with secondary info.
- Notes:** A list of notes with secondary info.
- Manage Bills:** A list of bill names with secondary info.
- Waiter Name Metrics:** A screen showing metrics for waiter names, similar to the Overall Progress screen but for specific waiters.
- Metrics Settings:** A shared settings screen for metrics, allowing selection of a period and comparison.

## 2 Google Design Exercise

## Tablet Navigation Drawer

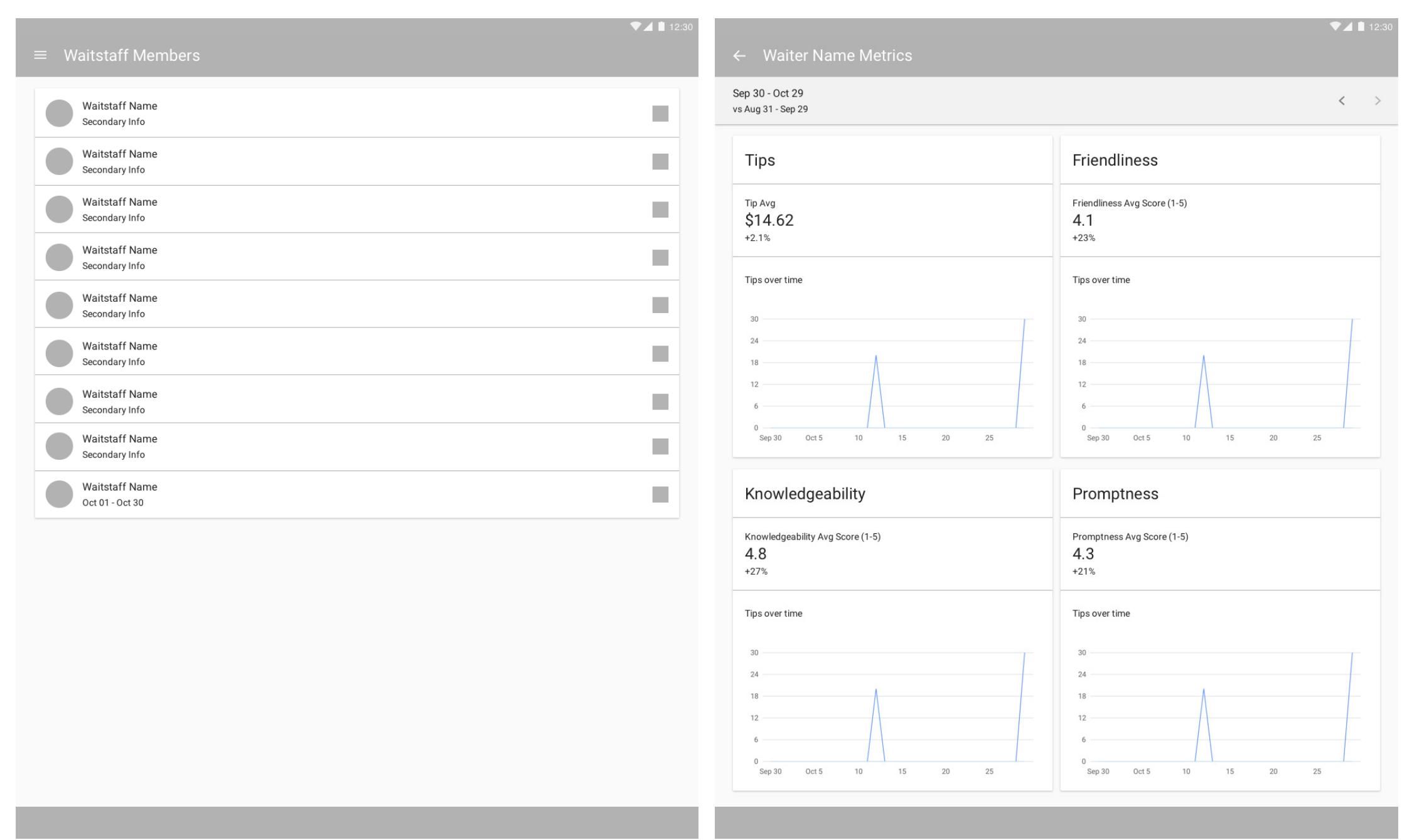


Destinations for the Google Waitstaff Manager tablet experience and account management tools aligned with Material Design patterns.

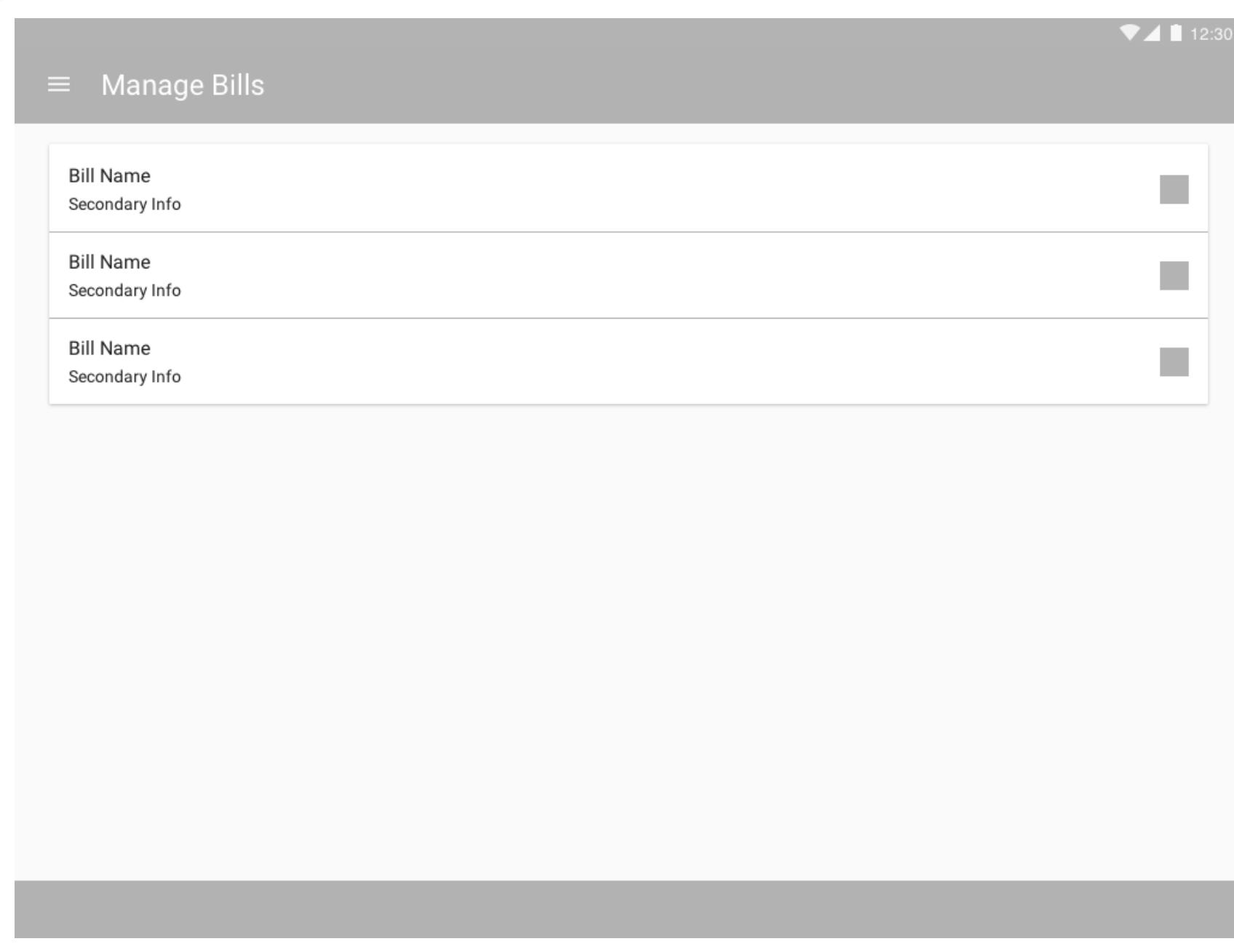


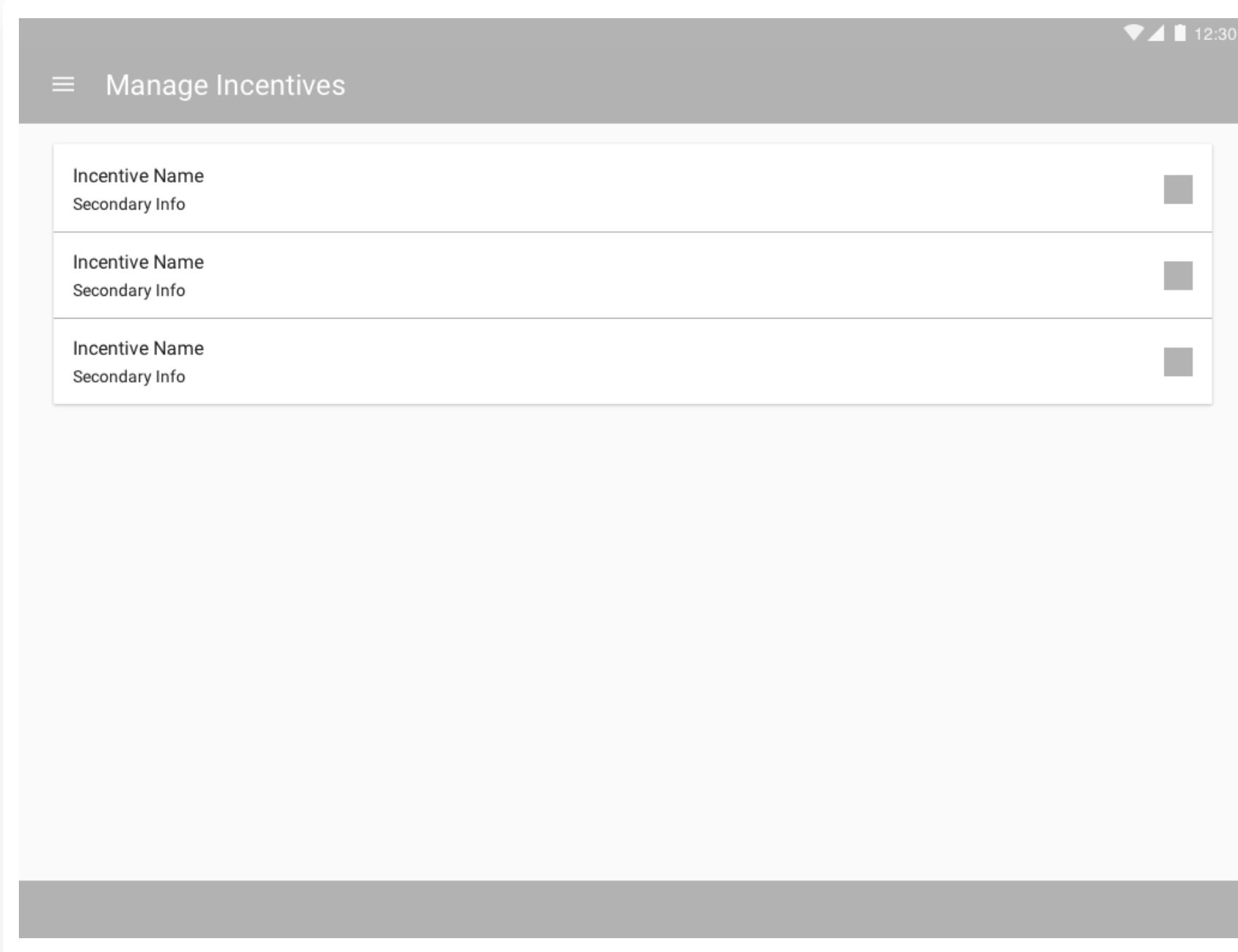
# Google Design Exercise

# Tablet Team Member Analytics

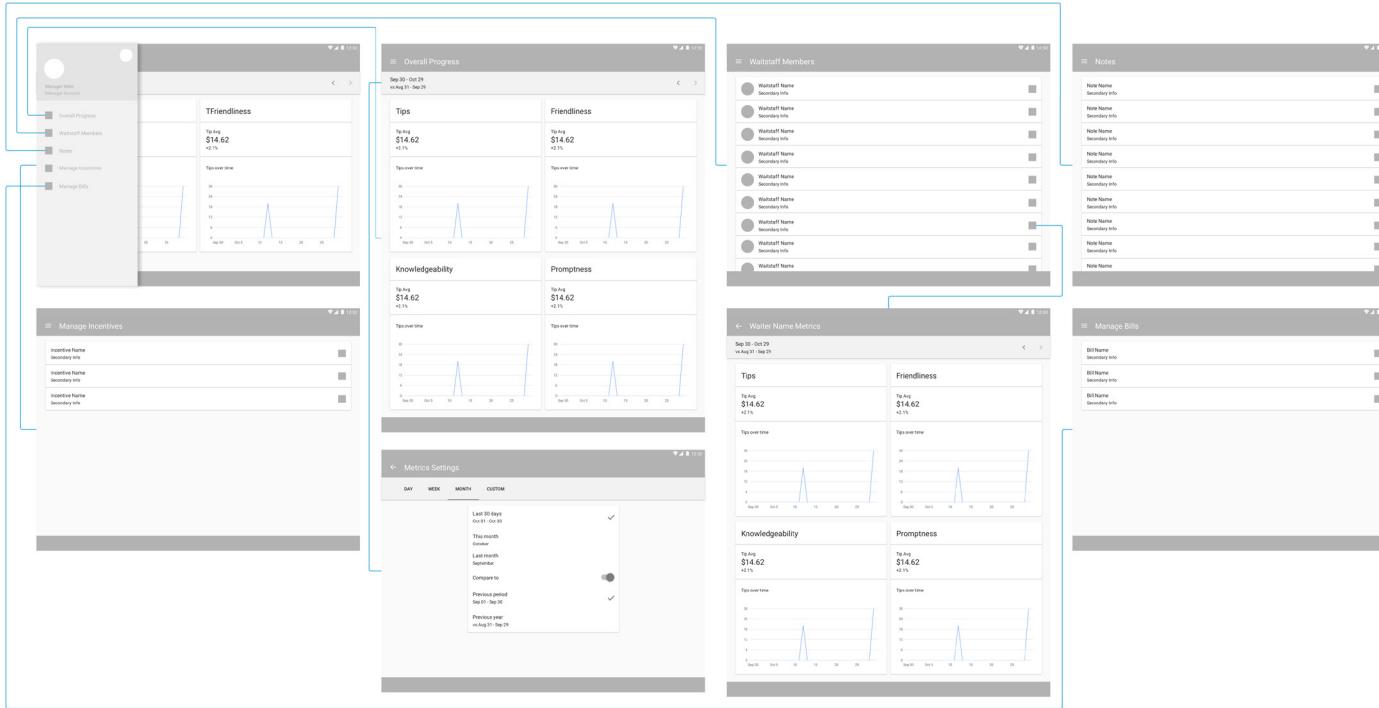




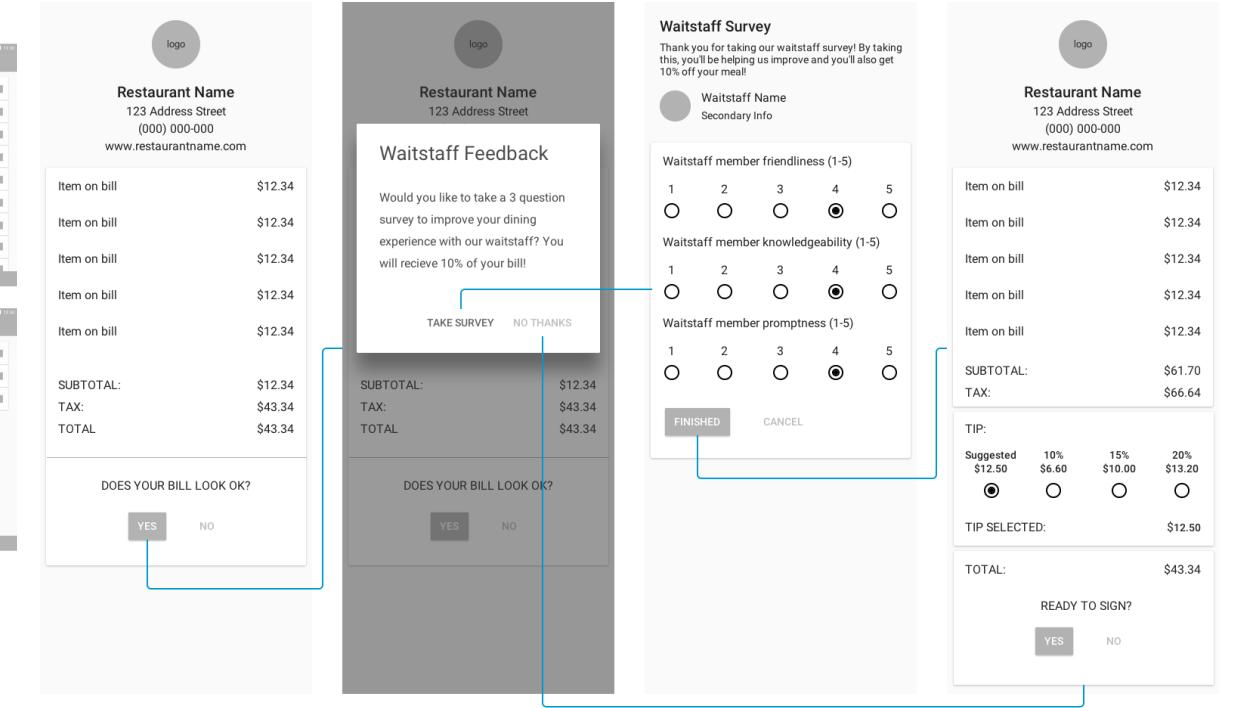




## Tablet



## Mobile



## 2 Google Design Exercise

## Design Exercise Reflection

### Goals

Achieved goals of designing with a backed rationale, considering multiple directions, and thinking about Android design UX and IxD patterns.

### Process

Considered mutiple devices, user groups, and use cases to deliver a novel solution to a design problem that affects diners, waitstaff, and management.

### Future Design

Expand waitstaff review and management experience and use the unique capabilities of Google to support a full range of business management and support solutions.

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## 2 Google Design Exercise

## Design Exercise Reflection

### Goals

Acheived goals of designing with a backed rationale, considering mutiple directions, and thinking about Andriod design UX and IxD patterns.

### Objectives

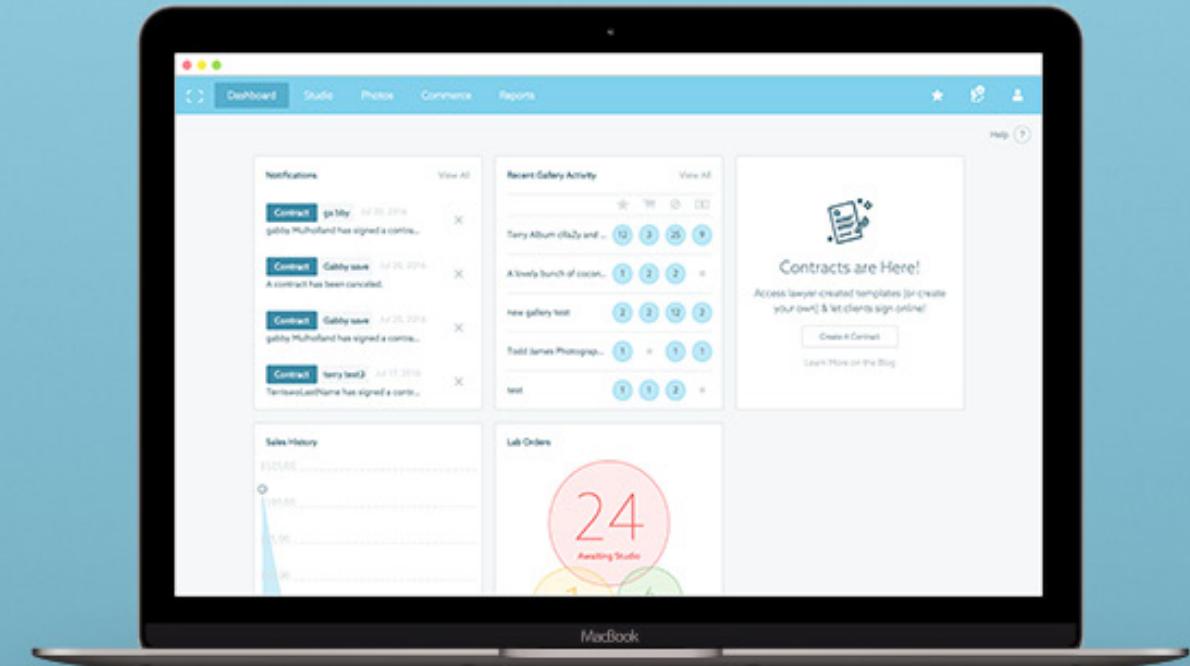
Considered mutiple devices, user groups, and use cases to deliver a novel solution to a design problem that affects diners, waitstaff, and management.

### Future Design

Expand waitstaff review and management experience and use the unique capabilities of Google to support a full range of business management and support solutions.

# ShootProof

A summer of designing professional sales tools  
and client galleries for photographers.

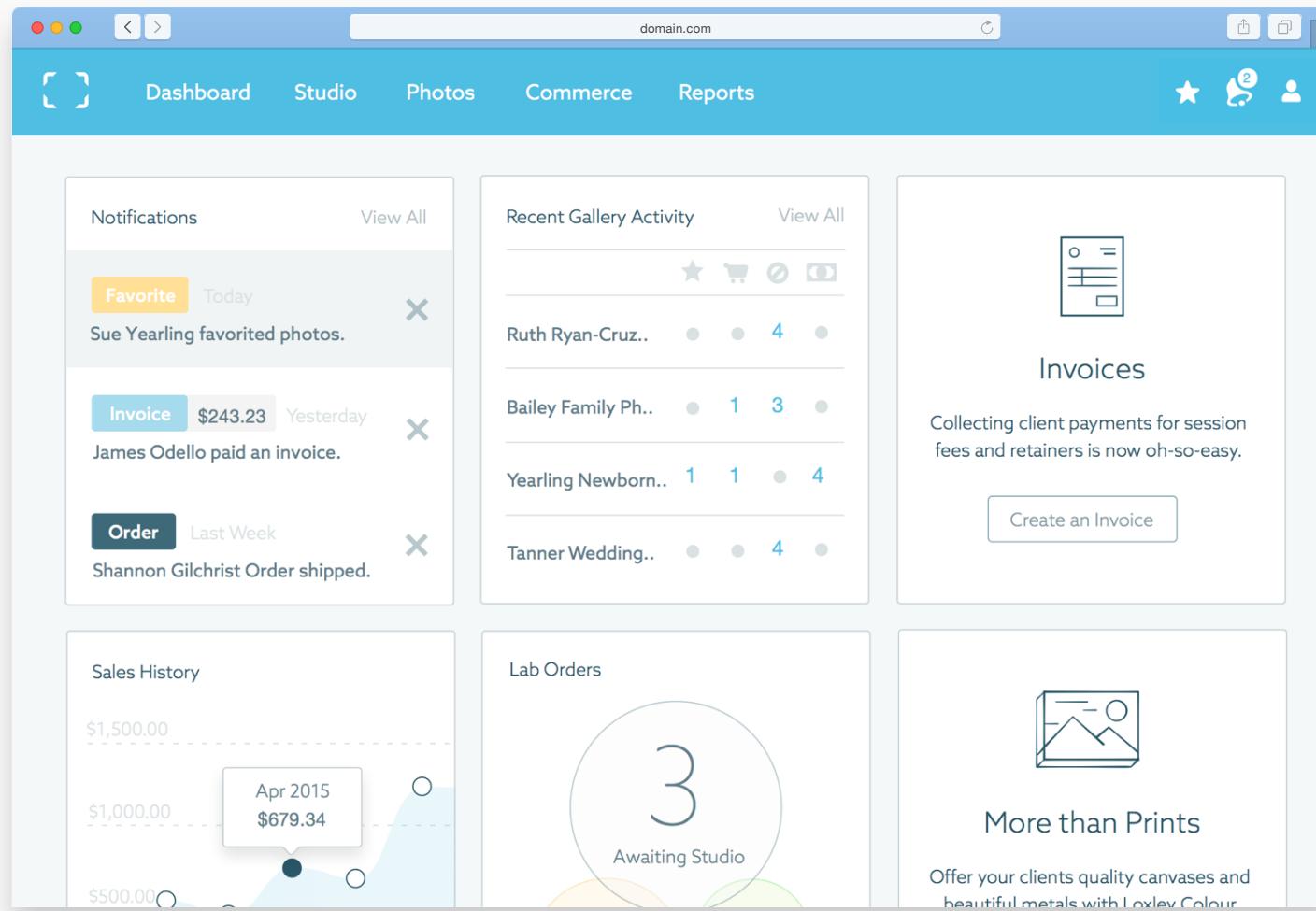


The screenshot shows the ShootProof dashboard with a blue header bar containing the navigation menu: Dashboard, Studio, Photos, Commerce, Reports, and a user icon. Below the header are two main sections: 'Notifications' and 'Recent Gallery Activity'. The 'Notifications' section includes a 'Favorite Today' item from Sue Yearling and an 'Invoice Yesterday' from James Odello. The 'Recent Gallery Activity' section lists Ruth Ryan-Cruz., Bailey Family Ph., Yearling Newborn., and Tanner Wedding. At the bottom, there are cards for 'Sales History' (a line graph showing revenue over time), 'Lab Orders' (a circular chart with a '3 Awaiting Studio' indicator), and 'More than Prints' (an offer for canvas and metal prints).

# ShootProof [ ]

Photography studio management tools

Online photo proofing, studio branding, product sales, digital photo delivery, mobile apps, invoices and payments, and contracts.



# ShootProof [ ]

Photography studio management tools.

Online photo proofing, studio branding, product sales, digital photo delivery, mobile apps, invoices and payments, and contracts.

The screenshot shows the 'Planning and Billing' section of the ShootProof web application. At the top, there's a navigation bar with links for Dashboard, Studio, Photos, Commerce, and Reports. Below that is a secondary navigation bar with icons for a star, a person, and a question mark, along with a 'Save' button. The main content area is titled 'Photo Plan' and contains a sub-section 'Select a plan to fit your needs. You can upgrade or downgrade at any time.' Below this, there's a table listing seven different photo plan options:

Photos	Mobile Apps	Invoicing & Contracts	Monthly	Yearly
100	No	No	\$10/yr	\$100/yr
1,000	Unlimited	Yes	~\$10/mo	\$100/yr
5,000	Unlimited	Yes	\$20/mo	\$200/yr
25,000	Unlimited	Yes	\$50/mo	\$500/yr
50,000	Unlimited	Yes	\$100/mo	\$1000/yr
100,000	Unlimited	Yes	\$150/mo	\$1500/yr
Unlimited	Unlimited	Yes	\$200/mo	~\$2k/yr

One of my first projects at ShootProof was to redesign the Planning and Billing Page to better reflect the updated visuals on the rest of the web app.

The screenshot shows the original 'Planning and Billing' page from ShootProof. At the top, there's a navigation bar with 'Dashboard', 'Studio', 'Photos', 'Commerce', and 'Reports'. Below that is a secondary header with a star icon, a gear icon, and a user profile icon. The main content area has a title 'Planning and Billing' and a sub-section 'Photo Plan'. It includes a note: 'Select a plan to fit your needs. You can upgrade or downgrade at any time.' Below this is a table with various plan options:

Plans	Mobile Apps	Invoicing & Contracts	Monthly	Yearly
100	No	No	\$10/yr	\$100/yr
1,000	Unlimited	Yes	\$100/yr	\$100/yr
5,000	Unlimited	Yes	\$200/mo	\$2000/yr
25,000	Unlimited	Yes	\$300/mo	\$3000/yr
50,000	Unlimited	Yes	\$400/mo	\$4000/yr
100,000	Unlimited	Yes	\$500/mo	\$5000/yr
Unlimited	Unlimited	Yes	\$60/mo	n/a

The original Planning and Billing Page was cluttered and visually overwhelming, making it difficult to identify a current plan and change to another one.

Poor information architecture and use of space

The screenshot shows the original 'Planning and Billing' page from ShootProof. At the top, there's a navigation bar with 'Dashboard', 'Studio', 'Photos', 'Commerce', and 'Reports'. Below that is a secondary header with a star icon, a gear icon, and a user profile icon. The main content area has a title 'Planning and Billing' and a sub-section 'Photo Plan' with the sub-instruction 'Select a plan to fit your needs. You can upgrade or downgrade at any time.' Below this is a table listing various photo plans:

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100	5	-	\$10/yr	\$100/yr
1,000	Unlimited	Yes	\$100/yr	\$100/yr
5,000	Unlimited	Yes	\$50/mo	\$200/yr
25,000	Unlimited	Yes	\$200/mo	\$2000/yr
50,000	Unlimited	Yes	\$400/mo	\$4000/yr
100,000	Unlimited	Yes	\$600/mo	\$6000/yr
Unlimited	Unlimited	Yes	\$800/mo	n/a

The original Planning and Billing Page was cluttered and visually overwhelming, making it difficult to identify a current plan and change to another one.

Poor information architecture and use of space

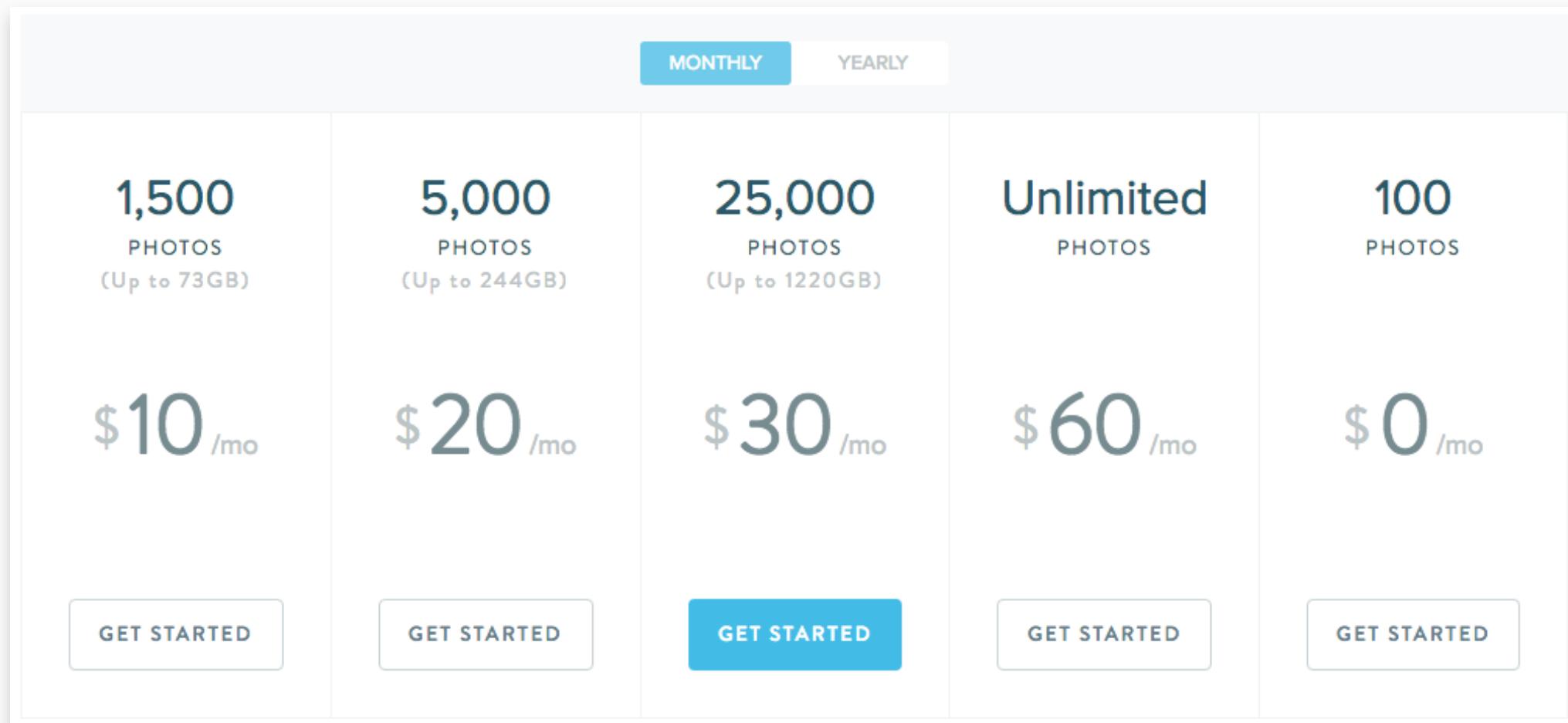
Photos	Mobile Apps	Invoicing & Contracts	Monthly	Yearly
100	5	-	\$10/yr	\$100/yr
1,500	Unlimited	Yes	Your Plan	\$100/yr
5,000	Unlimited	Yes	\$20/mo	\$200/yr
25,000	Unlimited	Yes	\$30/mo	\$300/yr
50,000	Unlimited	Yes	\$40/mo	\$400/yr
100,000	Unlimited	Yes	\$50/mo	\$500/yr
Unlimited	Unlimited	Yes	\$60/mo	n/a

Photos	Mobile Apps	Invoicing & Contracts	Monthly	Yearly
100	5	-		Free
1,500	Unlimited	Yes	Your Plan	\$100 USD/yr
5,000	Unlimited	Yes	\$20 USD/mo	\$200 USD/yr
25,000	Unlimited	Yes	\$30 USD/mo	\$300 USD/yr
50,000	Unlimited	Yes	\$40 USD/mo	\$400 USD/yr
100,000	Unlimited	Yes	\$50 USD/mo	\$500 USD/yr
Unlimited	Unlimited	Yes	\$60 USD/mo	n/a

Photos	Mobile Apps	Invoicing & Contracts	Monthly	Yearly
100	5	-	Free	
1,500	Unlimited	Yes	Your Plan	\$100/yr
5,000	Unlimited	Yes	\$20/mo	\$200/yr
25,000	Unlimited	Yes	\$30/mo	\$300/yr
50,000	Unlimited	Yes	\$40/mo	\$400/yr
100,000	Unlimited	Yes	\$50/mo	\$500/yr
Unlimited	Unlimited	Yes	\$60/mo	n/a

Photos	Mobile Apps	Invoicing & Contracts	Monthly	Yearly
100	5	-	Free	Free
1,500	Unlimited	Yes	Your Plan	\$100/yr
5,000	Unlimited	Yes	\$20/mo	\$200/yr
25,000	Unlimited	Yes	\$30/mo	\$300/yr
50,000	Unlimited	Yes	\$40/mo	\$400/yr
100,000	Unlimited	Yes	\$50/mo	\$500/yr
Unlimited	Unlimited	Yes	\$60/mo	see talk

Concept iterations, mostly considering button styling for clarity and information architecture.



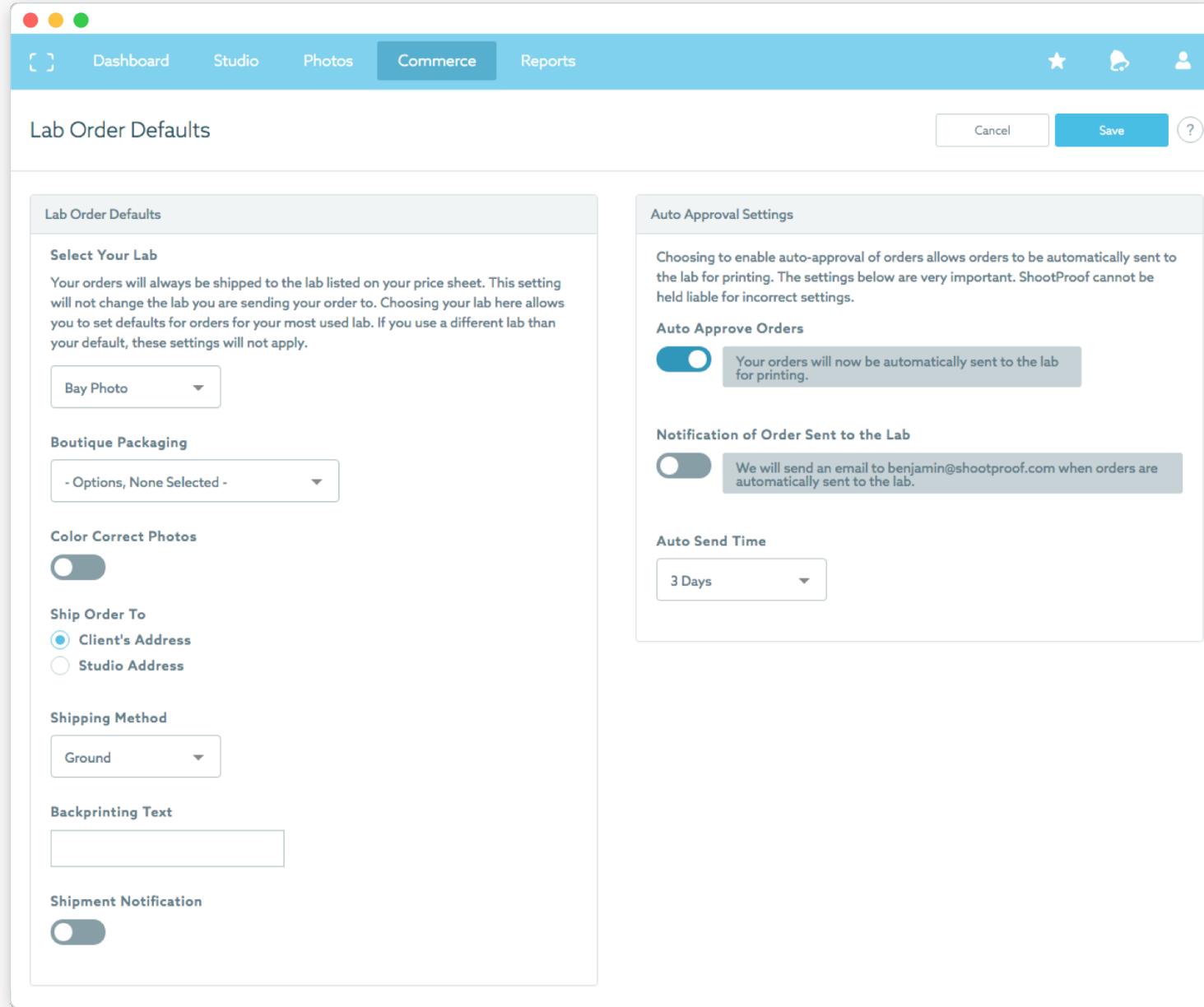
The screenshot shows the 'Planning and Billing' section of the ShootProof interface. At the top, there's a navigation bar with icons for Dashboard, Studio, Photos, Commerce, and Reports, followed by user profile and save buttons. Below the navigation is a title 'Planning and Billing' and a 'Save' button. A tab menu includes 'Plan Info' (which is selected), 'Credit Card', and 'Web Credit'. The main content area is titled 'Photo Plan' with the sub-instruction 'Select a plan to fit your needs. You can upgrade or downgrade at any time.' Below this is a table comparing seven photo plans across various features.

Photos	Mobile Apps	Inviting	Contracts	Monthly	Yearly
100	5	✗	✗	Free	Free
1,500	Unlimited	✓	✓	Your Plan	\$105 USD/yr
5,000	Unlimited	✓	✓	420 USD/mo	\$200 USD/yr
25,000	Unlimited	✓	✓	210 USD/mo	\$300 USD/yr
50,000	Unlimited	✓	✓	600 USD/mo	\$400 USD/yr
100,000	Unlimited	✓	✓	550 USD/mo	\$500 USD/yr
Unlimited	Unlimited	✓	✓	600 USD/mo	N/A

Final redesigned Planning + Billing page.

### 3 ShootProof

## Lab Order Defaults Page Redesign



Redesign the flow and visuals of the Lab Order Defaults web app page.

The original page caused clients to unintentionally authorize automatic lab order approvals, costing thousands of dollars needlessly.

### 3 ShootProof

## Lab Order Defaults Page Redesign

The screenshot shows the 'Lab Order Defaults' page within the ShootProof web application. The top navigation bar includes 'Dashboard', 'Studio', 'Photos', 'Commerce' (which is selected), and 'Reports'. Below the navigation is a toolbar with a star icon, a bell icon, and a user profile icon. The main content area is titled 'Lab Order Defaults'. It contains several sections:

- Select Your Lab:** A note stating that orders will always be shipped to the lab listed on the price sheet. A dropdown menu is set to 'Bay Photo'.
- Boutique Packaging:** A dropdown menu showing '- Options, None Selected -'.
- Color Correct Photos:** A toggle switch that is turned on.
- Ship Order To:** Radio buttons for 'Client's Address' (selected) and 'Studio Address'.
- Shipping Method:** A dropdown menu set to 'Ground'.
- Backprinting Text:** An input field containing placeholder text.
- Shipment Notification:** A toggle switch that is turned off.

**Auto Approval Settings:** A section with a note about enabling auto-approval for printing. It includes a 'Auto Approve Orders' toggle switch (turned on), a note that orders will be automatically sent to the lab, and a 'Notification of Order Sent to the Lab' toggle switch (turned off), which notes that an email will be sent to benjamin@shootproof.com. It also includes an 'Auto Send Time' dropdown menu set to '3 Days'.

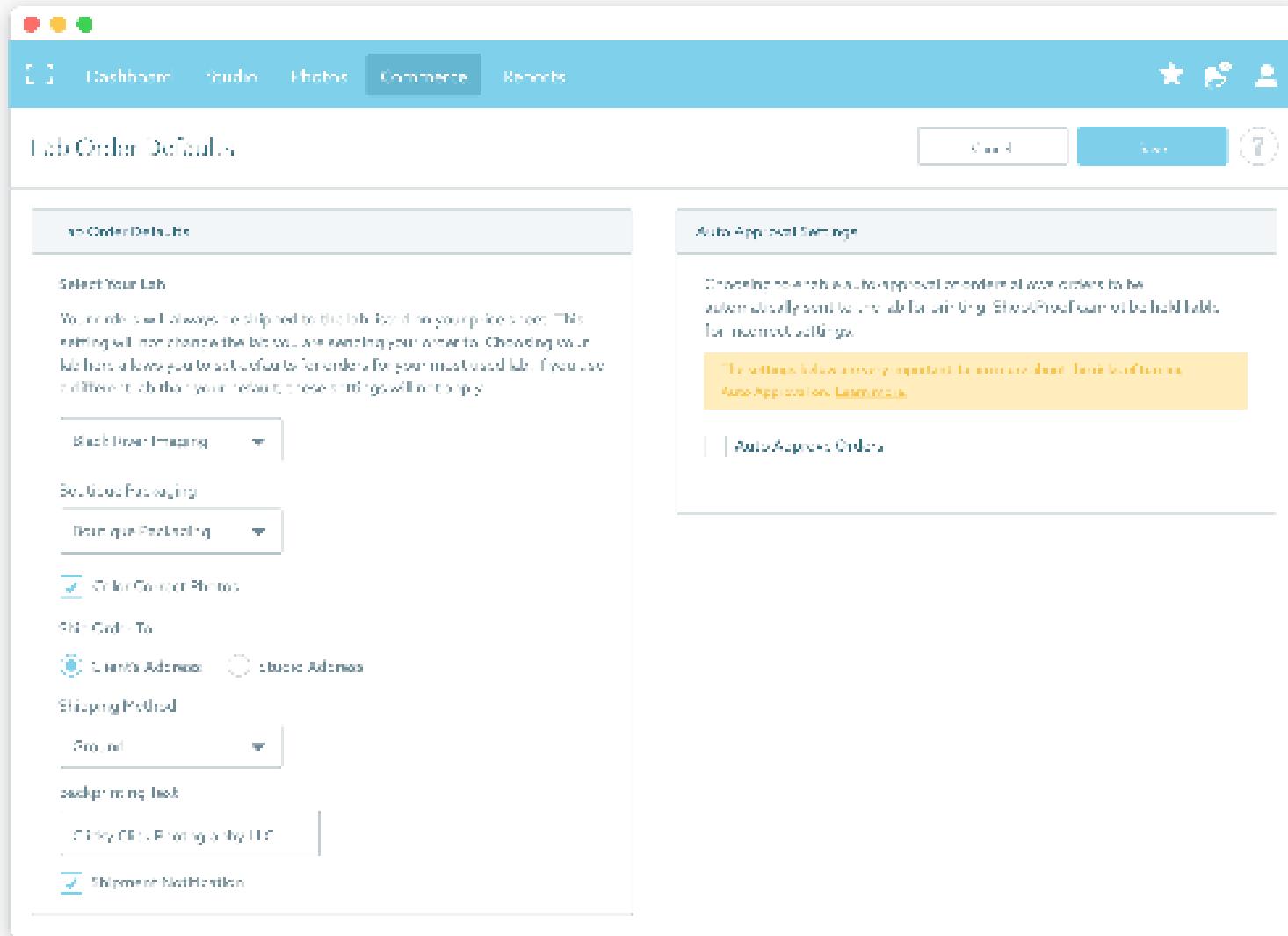
**Buttons:** 'Cancel', 'Save', and a question mark icon.

Redesign the flow and visuals of the Lab Order Defaults web app page.

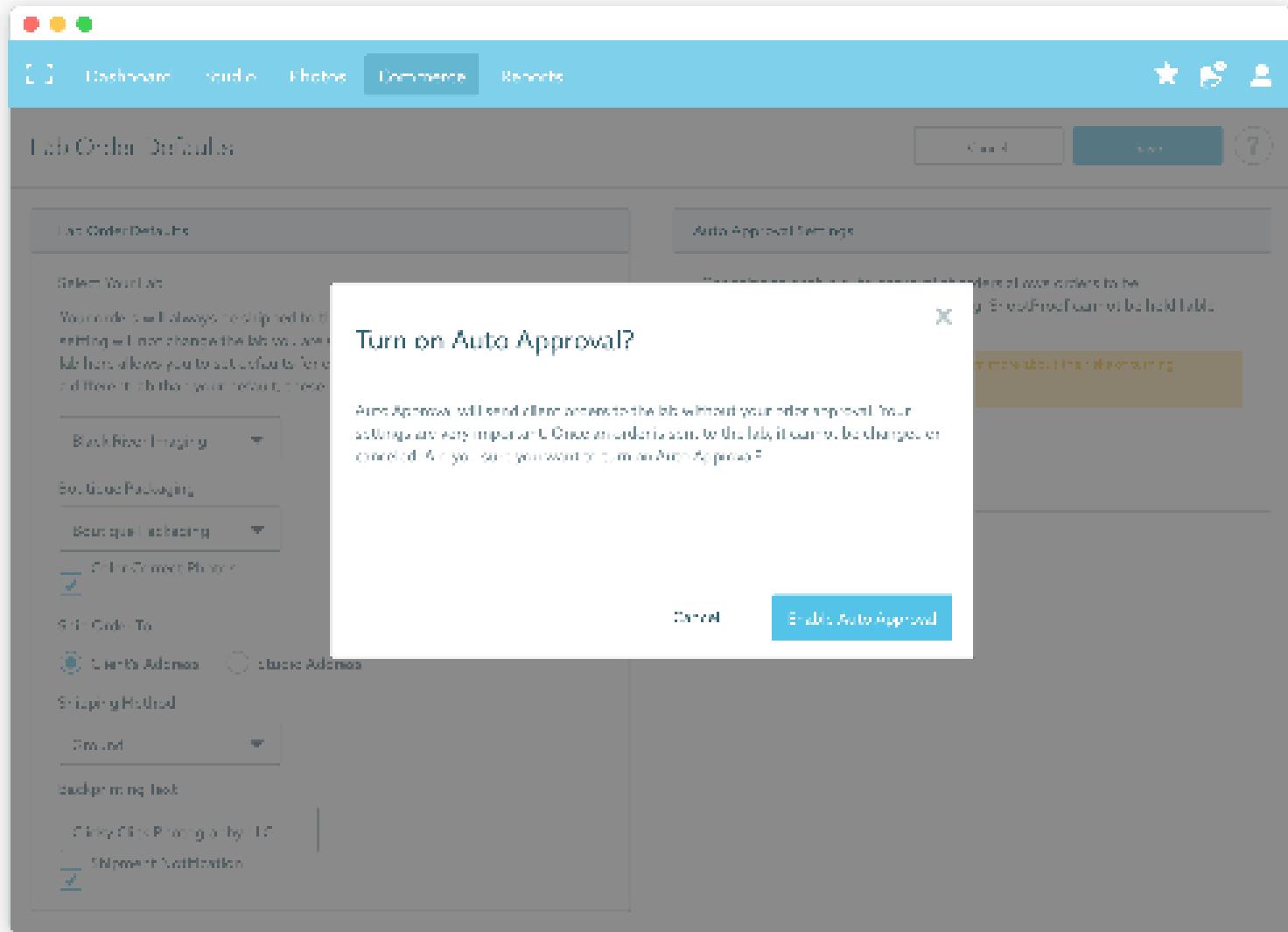
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### 3 ShootProof

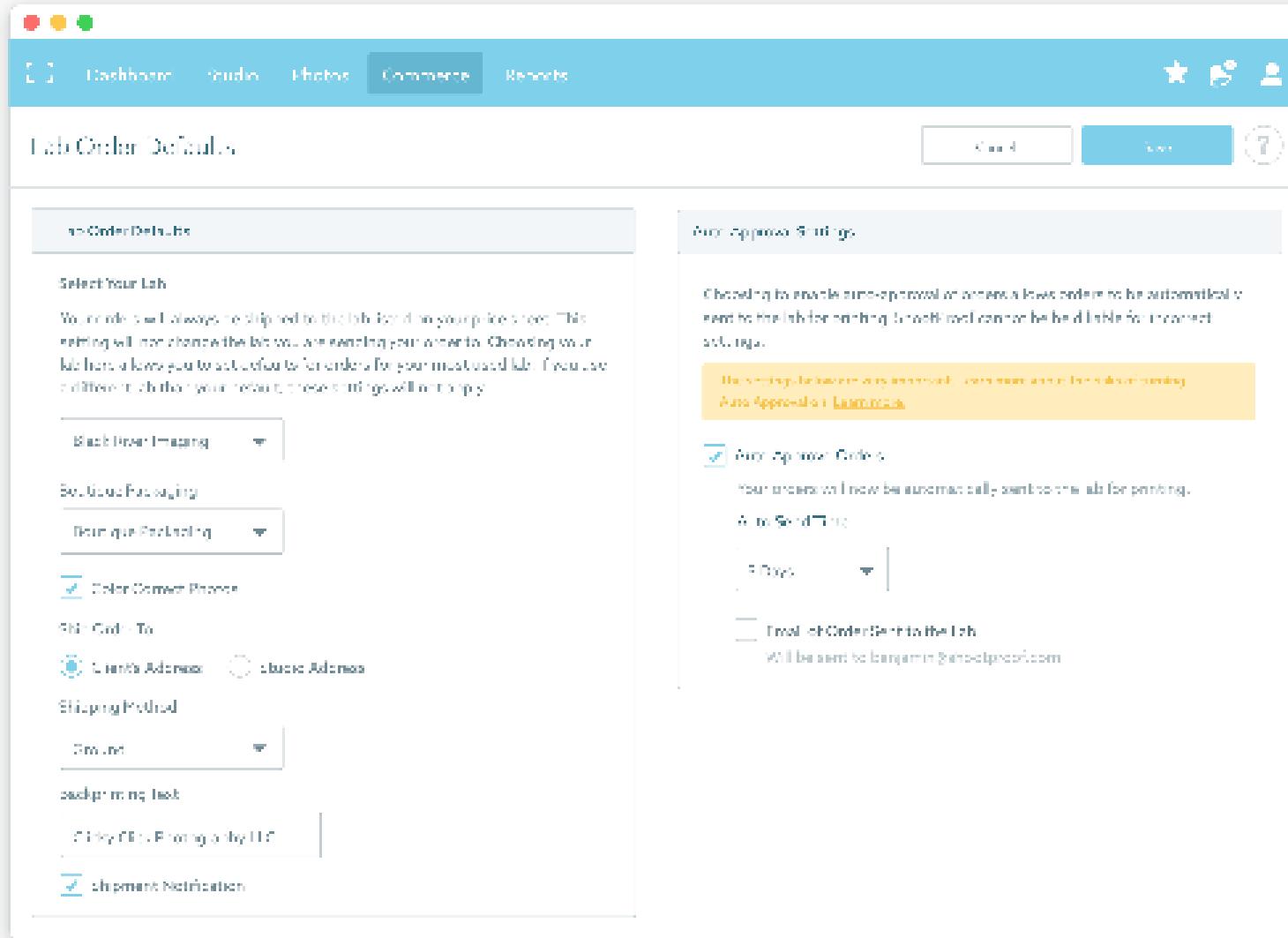
## Lab Order Defaults Page Redesign



Redesigned Lab Order Defaults page considered revised ShootProof aesthetic and UI patterns.



Confirmation modal required two-step authorization to avoid unintended setting state change.



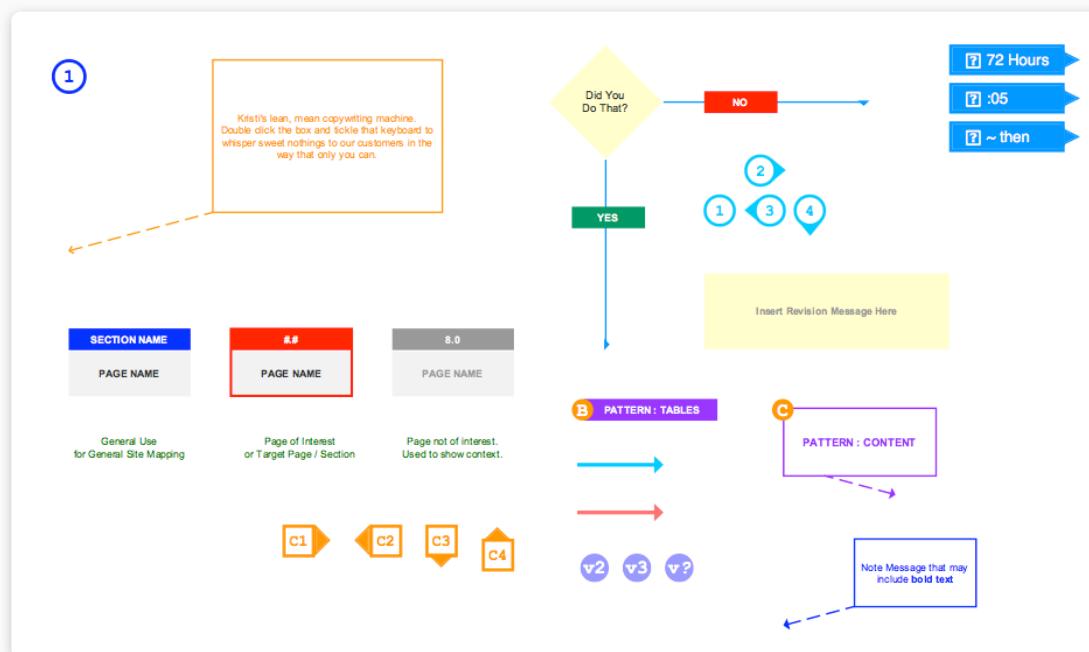
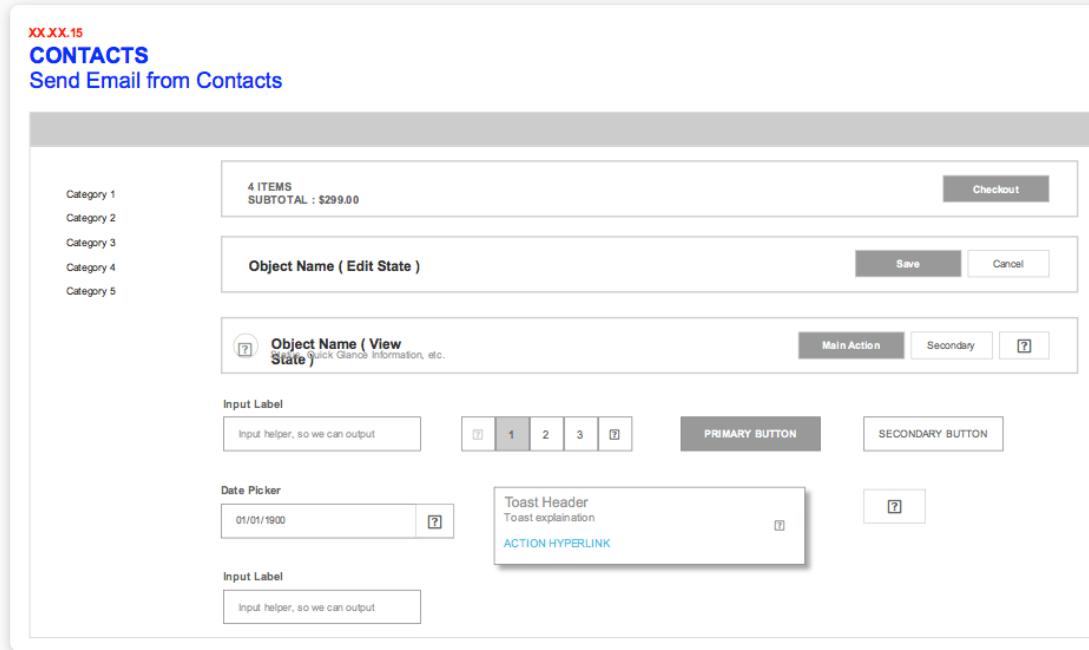
## Post modal Auto-Approval Settings

# 3 ShootProof

# Lab Order Defaults Page Redesign

The current interface for setting lab order defaults is a single, large modal window. It contains several sections: 'Select Your Lab' (dropdown for Bay Photo), 'Boutique Packaging' (dropdown for Options, None Selected), 'Color Correct Photos' (checkbox), 'Ship Order To' (radio buttons for Client's Address and Studio Address), 'Shipping Method' (dropdown for Ground), 'Backprinting Text' (text input field), and 'Shipment Notification' (checkbox). A second section titled 'Auto Approval Settings' includes 'Auto Approve Orders' (checkbox with a note about automatic lab sending) and 'Notification of Order Sent to the Lab' (checkbox with a note about email notifications). The 'Save' button is located at the top right.

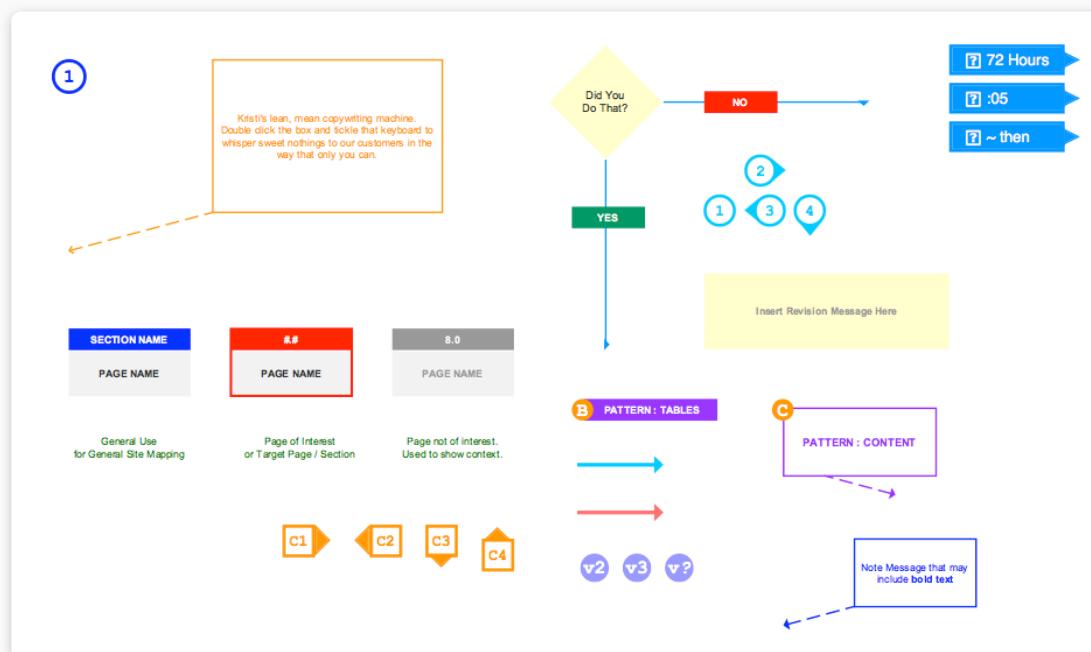
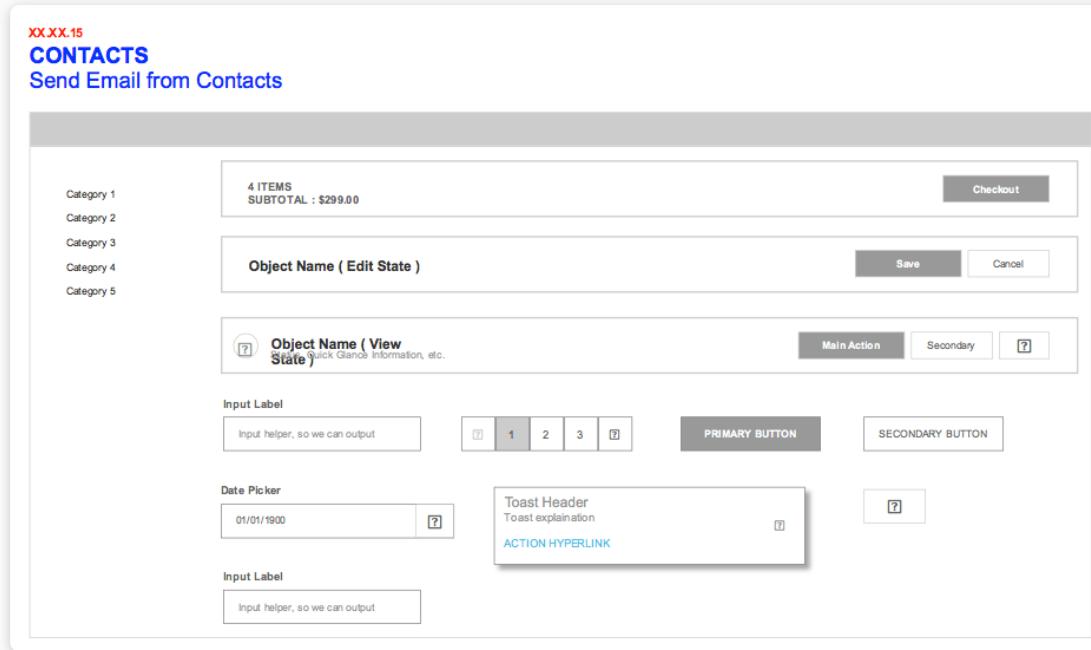
The proposed redesign splits the 'Auto Approval Settings' section into its own separate modal window. This new window has a title bar and includes a 'Cancel' button, a 'Save' button, and a help icon. It contains the same 'Auto Approve Orders' and 'Notification of Order Sent to the Lab' settings as the original, but with a yellow background and a bolded title 'Auto Approval Settings'. The main 'Lab Order Defaults' window remains largely the same, with the addition of a 'Save' button at the bottom right.



The old wireframes and annotations used at ShootProof did not properly relay information architecture.

The visuals of the wireframes were conflicting and had too much contrast.

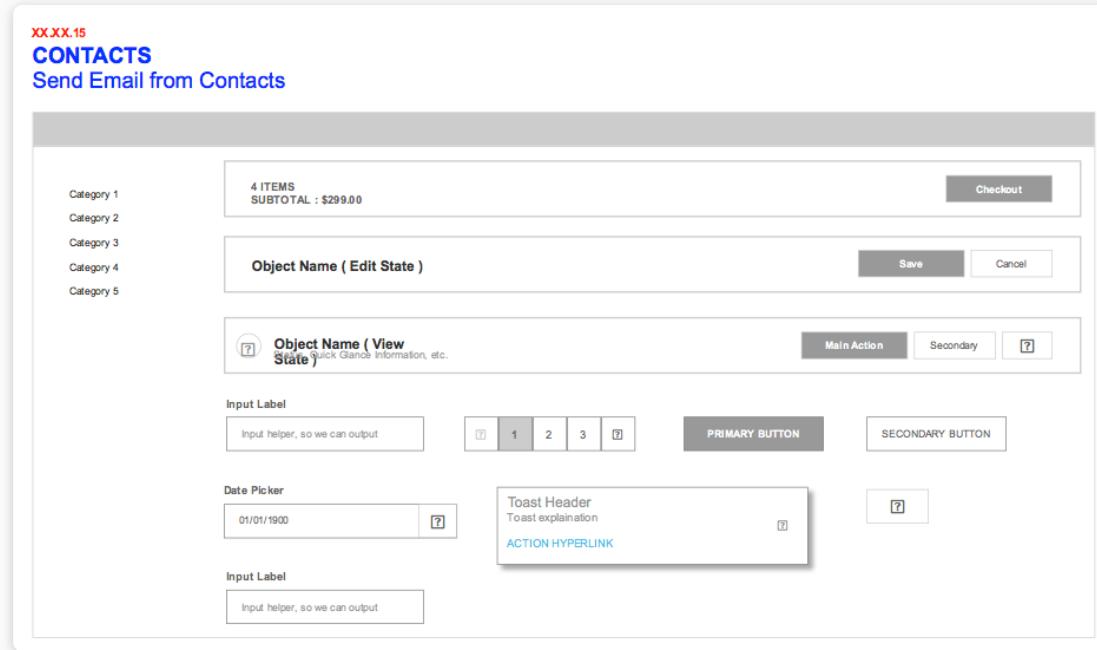
My goal was to soften the visual design of the wireframes and adapt them to high fidelity visuals of the ShootProof app



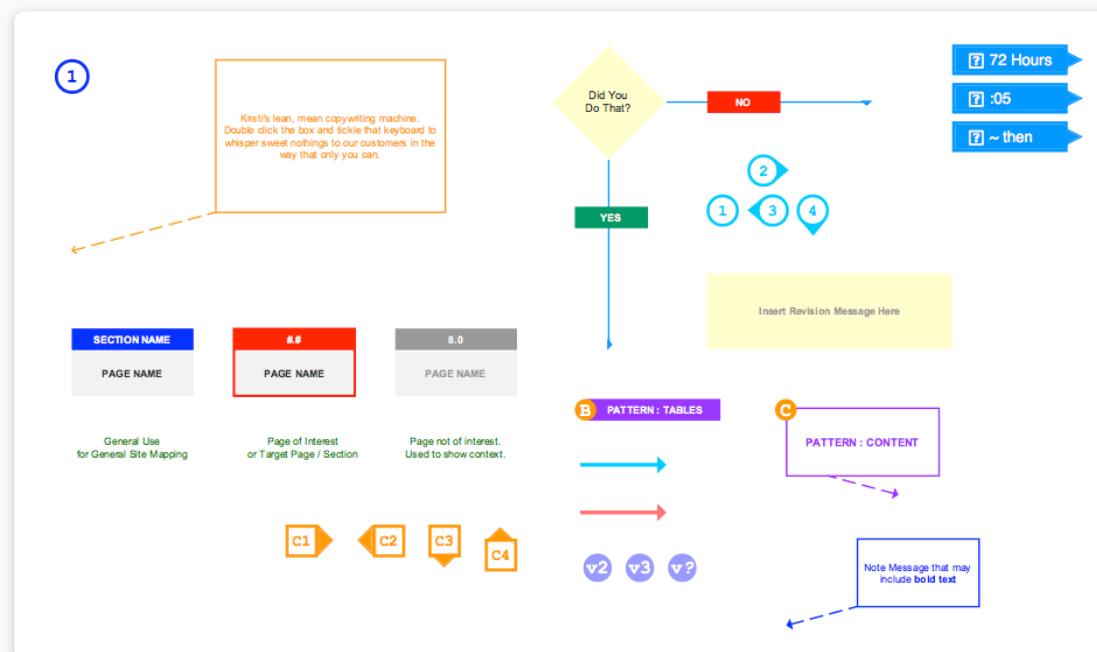
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My goal was to soften the visual design of the wireframes and adapt them to high fidelity visuals of the ShootProof app

### 3 ShootProof

## Wireframes + Flows Redesign

Transferring the aesthetic from Shootproof's high fidelity mockup's to a master set of wireframes that conveyed information heirarchy and architecture without sacrificing creative potential.

### High Fidelity

The high-fidelity mockup displays a clean, modern dashboard with a blue header bar containing navigation links: Dashboard, Studio, Photos, Commerce, and Reports. Below the header are several cards:

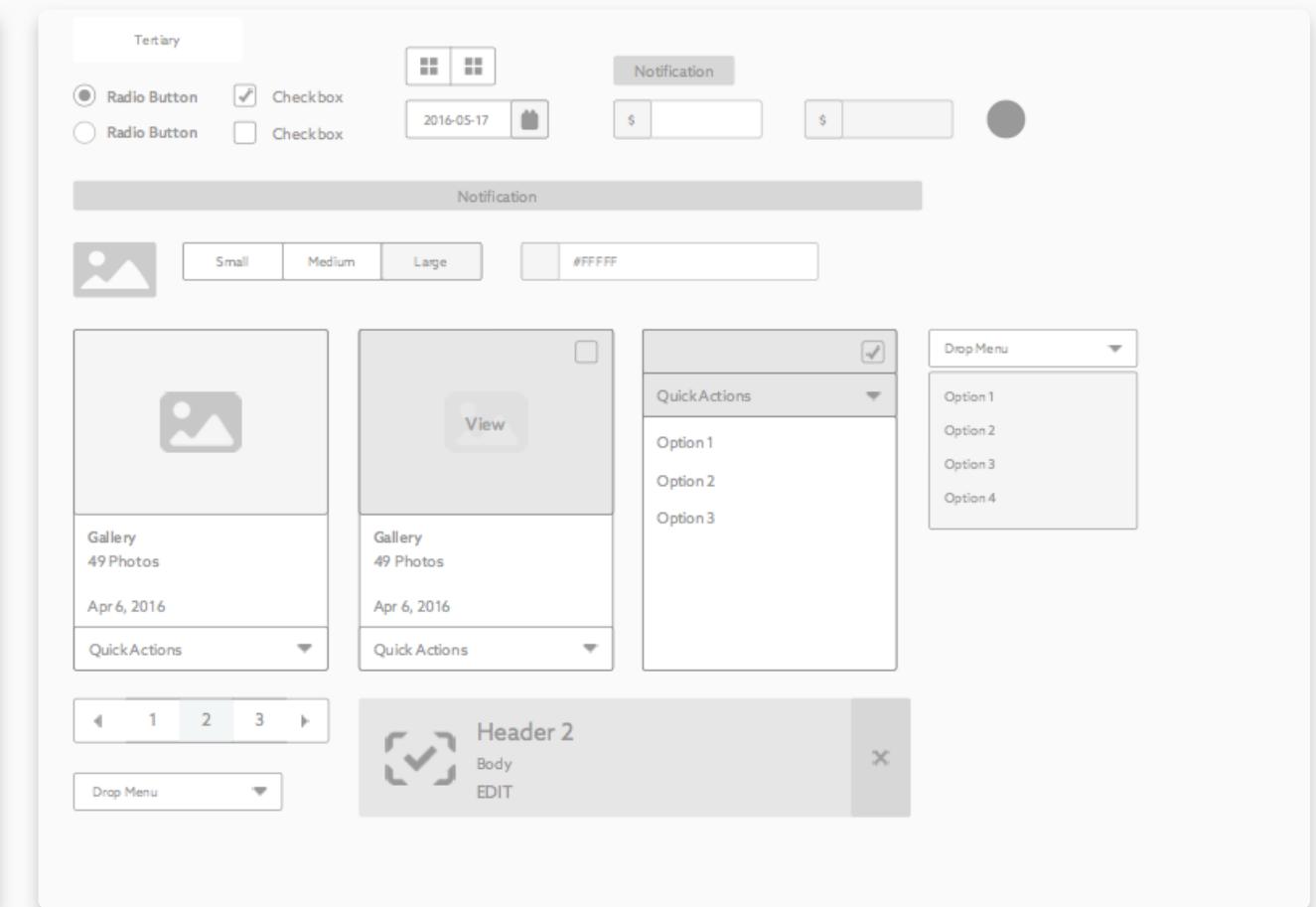
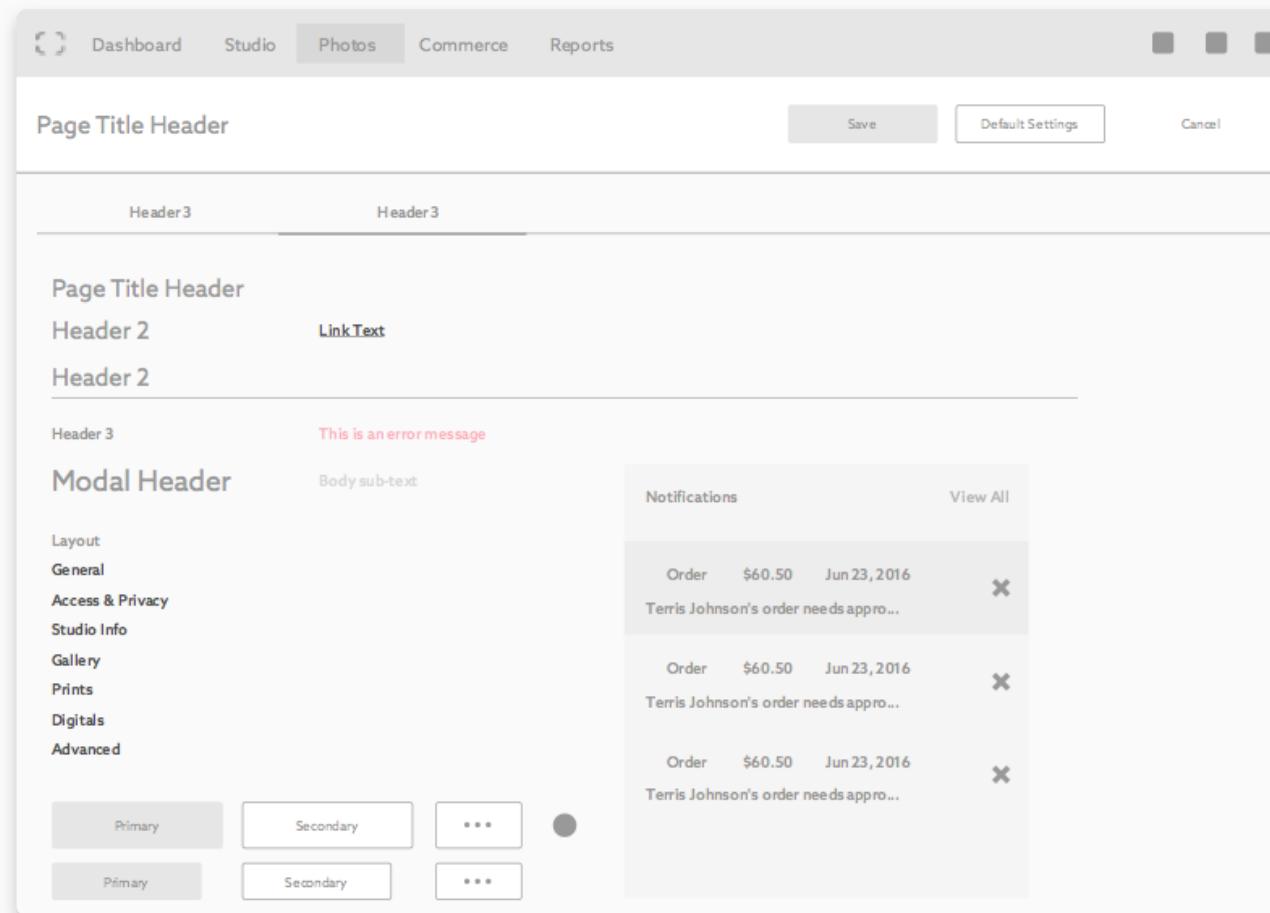
- Notifications:** A card showing a "Favorite Today" notification for Sue Yearling favorited photos, an "Invoice Yesterday" for James Odello paid an invoice, and an "Order Last Week" for Shannon Gilchrist Order shipped.
- Recent Gallery Activity:** A card listing Ruth Ryan-Cruz., Bailey Family Ph., Yearling Newborn., and Tanner Wedding. with small circular icons next to their names.
- Invoices:** A card featuring a document icon and the text "Collecting client payments for session fees and retainers is now oh-so-easy." It includes a "Create an Invoice" button.
- Sales History:** A chart showing revenue over time, with a callout for April 2015 at \$679.34.
- Lab Orders:** A card with a large number "3" and the text "Awaiting Studio".

### Wireframes

The wireframe version of the dashboard maintains the same layout and structure as the high-fidelity mockup, but replaces specific content with placeholder text and icons. The cards include:

- Notifications:** Placeholder text for orders and invoices.
- Recent Gallery Activity:** Placeholder text for gallery items.
- Invoices:** Placeholder text for invoices.
- Sales History:** Placeholder text for sales history.
- Lab Orders:** Placeholder text for lab orders.

Example master wireframe elements including text styles, buttons, toasts, drop downs, and toggles.



**Large**

**Multiple Payment Invoices**  
Add payments  
12.12.16

→  
→  
→

Y N  
Y N

Has items in cart?

Creating an Invoice

Step: 1

Step : 1

Page Label

3n Page Label

3n Page Label

**Annotations**

**1 Annotation**  
Lorem Ipsum stuff here...and more stuff here...and again!

**1 Dev Notes / Logic**  
Lorem Ipsum stuff here...and more stuff here...and again!

**3 Revision**  
Lorem Ipsum stuff here...and more stuff here...and again!

**c1 Copy**  
Lorem Ipsum stuff here...and more stuff here...and again!

**Annotations**

**3n Annotation**  
Lorem Ipsum stuff here...and more stuff here...and again!

**3n Dev Notes/Logic**  
Lorem Ipsum stuff here...and more stuff here...and again!

**3n Revision**  
Lorem Ipsum stuff here...and more stuff here...and again!

**3n Copy**  
Lorem Ipsum stuff here...and more stuff here...and again!

**3n Revision**  
Lorem Ipsum stuff here...and more stuff here...and again!

**3n Dev Notes / Logic**  
Lorem Ipsum stuff here...and more stuff here...and again!

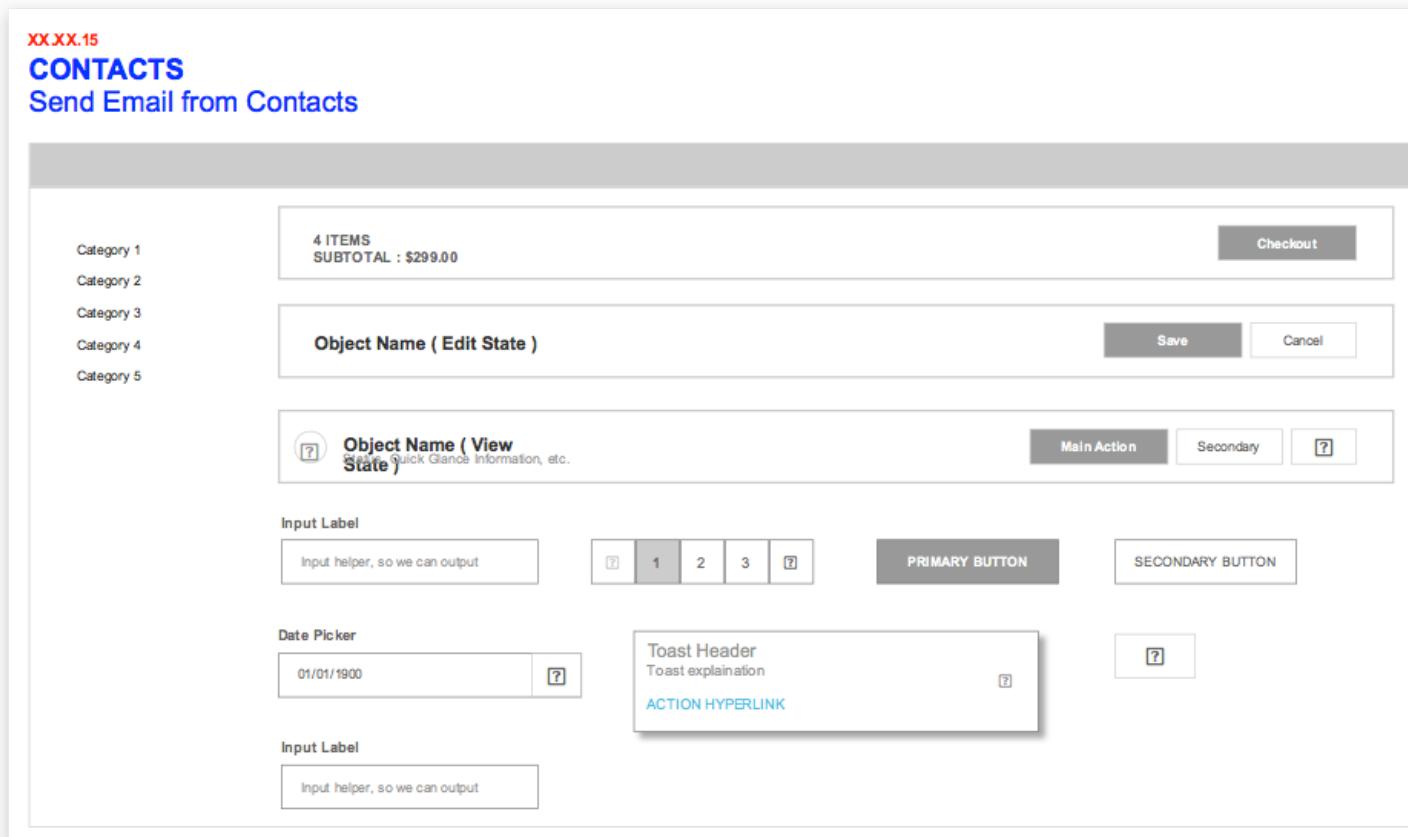
**3n Invoice table clickable headers:**  
Clicking on any of the headers sorts the table on that variable

**3n Invoice table clickable headers:**  
Clicking on any of the headers sorts the table on that variable

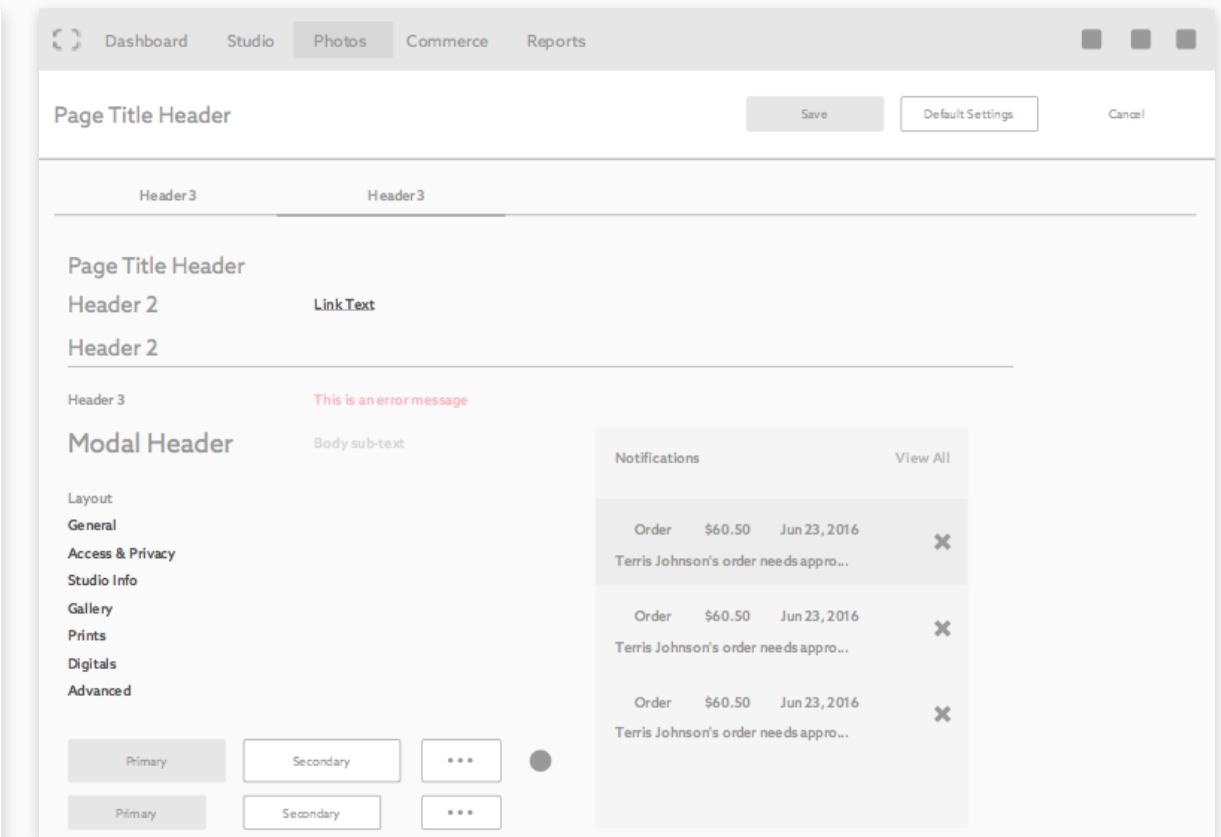
**3n Invoice table clickable headers:**  
Clicking on any of the headers sorts the table on that variable

**3n Invoice table clickable headers:**  
Clicking on any of the headers sorts the table on that variable

Old



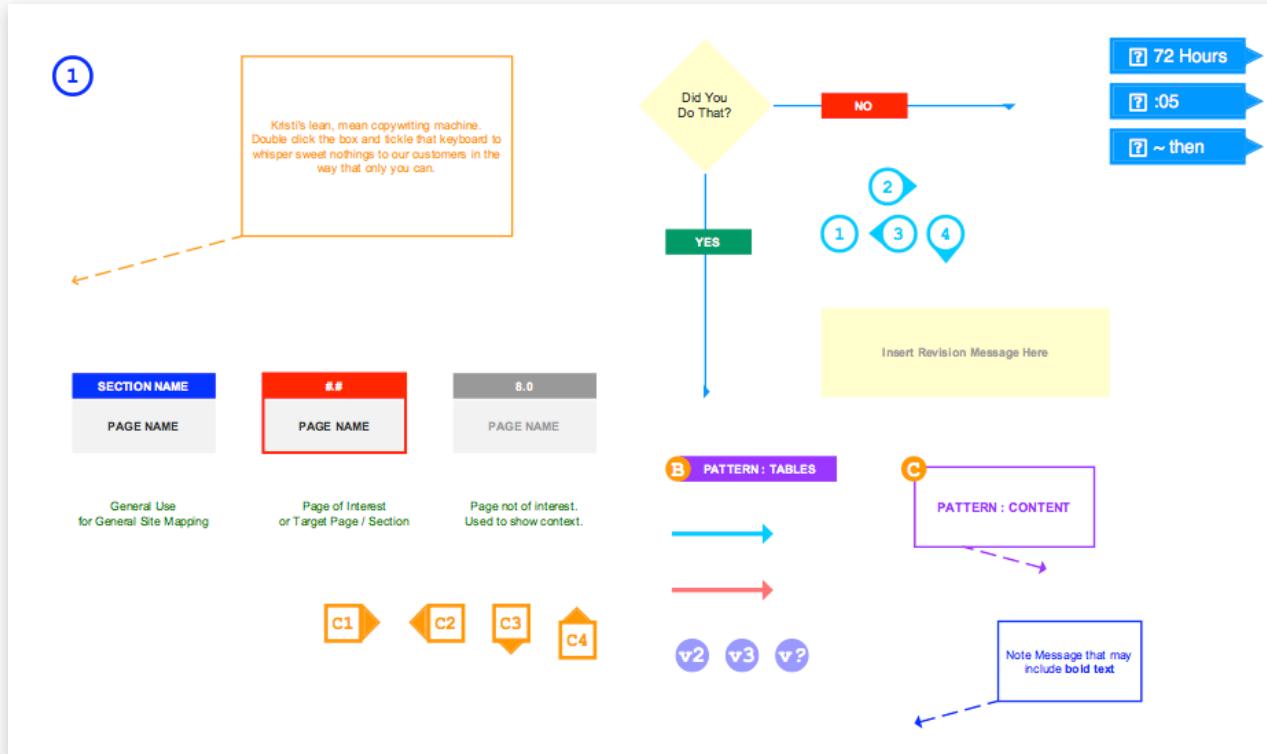
New



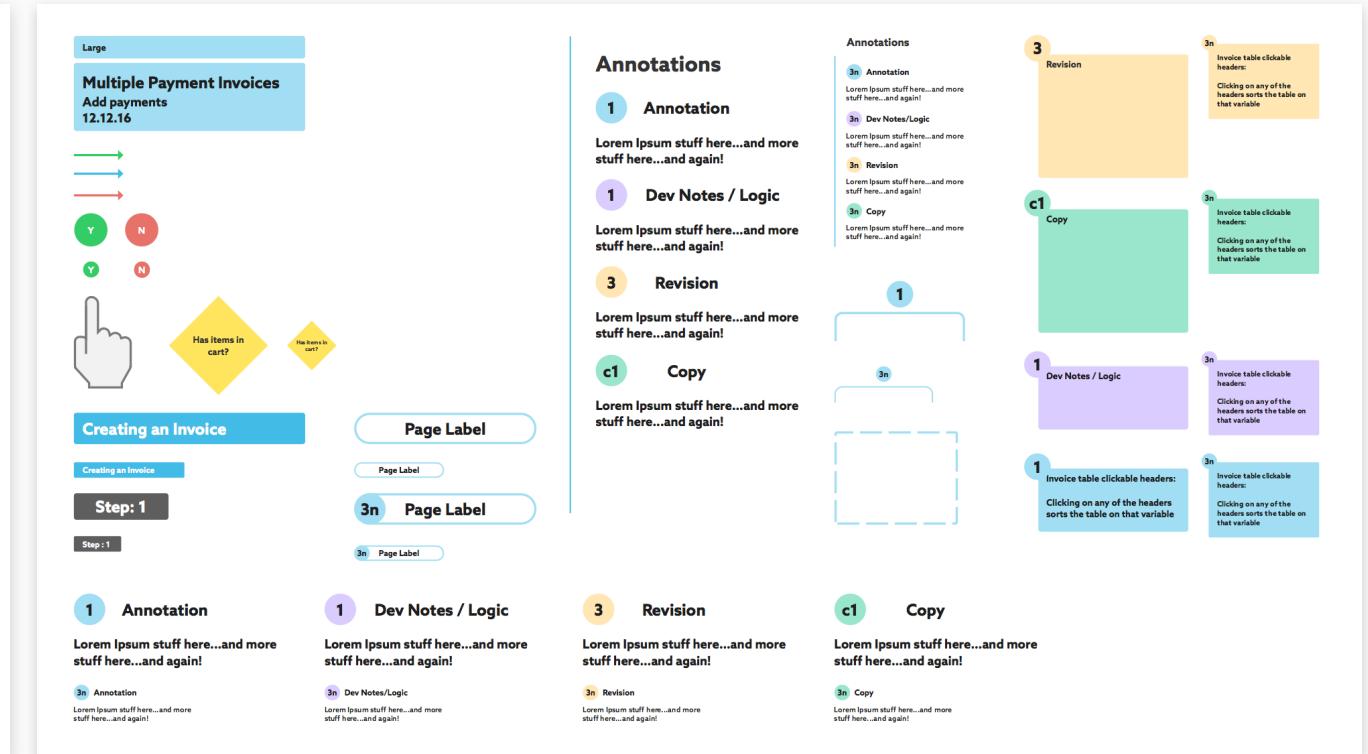
# 3 ShootProof

# Wireframes + Flows Redesign

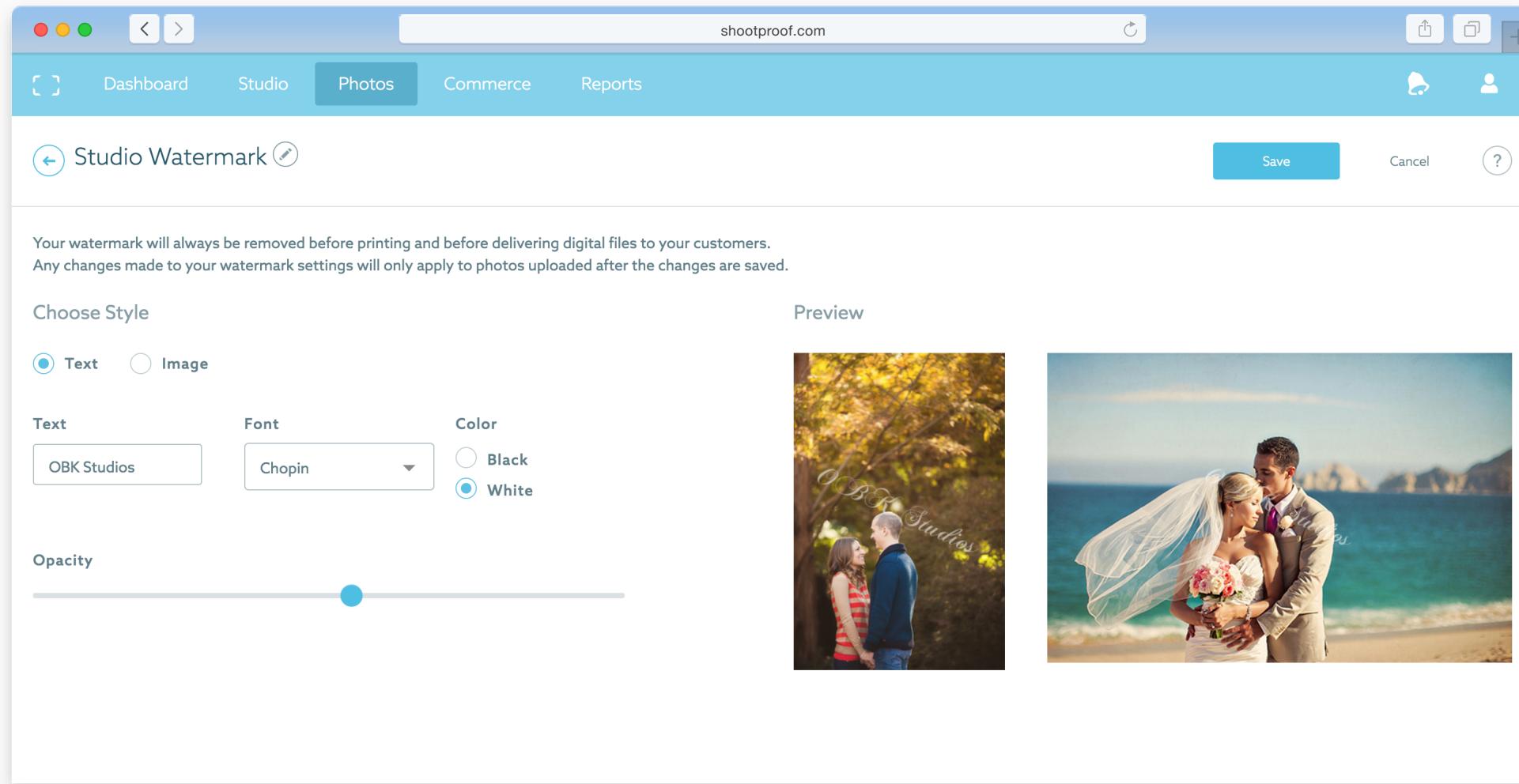
Old



New

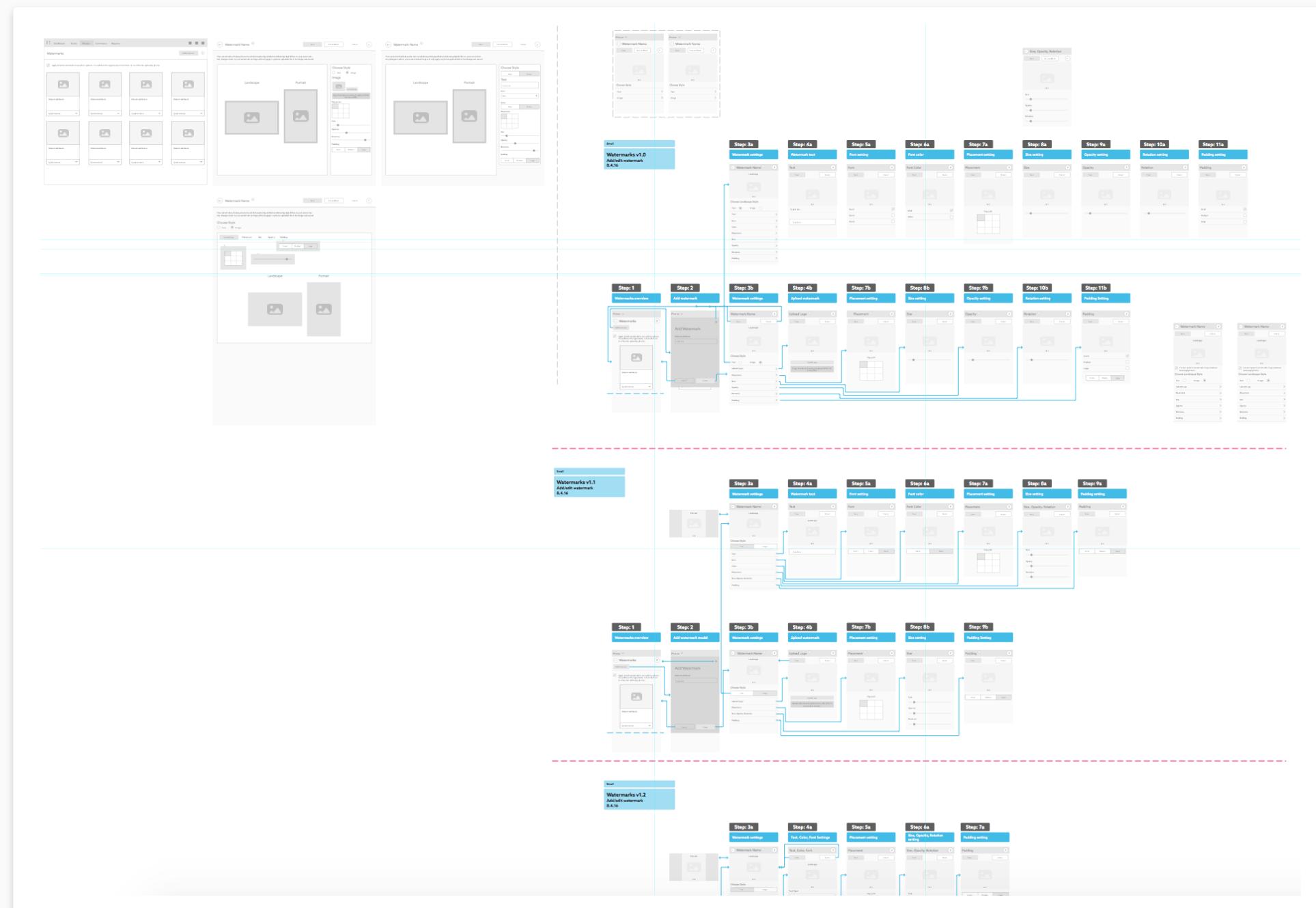


The old Watermarks page below had poor information architecture and did not properly reflect the information that needed to be conveyed to the user.

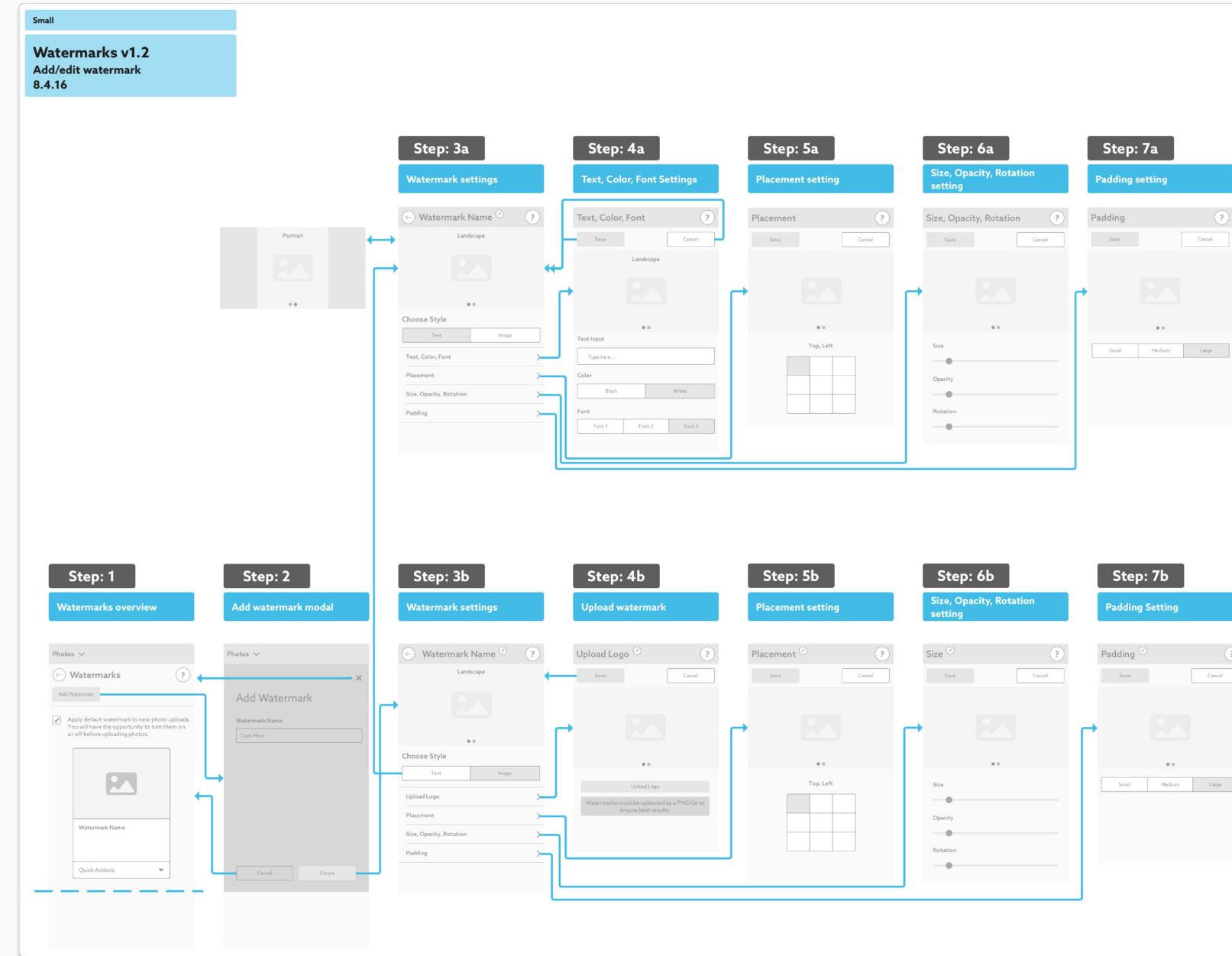


Atlassian JIRA (Issue & Project Tracking) customer request tickets that I took into account when redesigning this page.

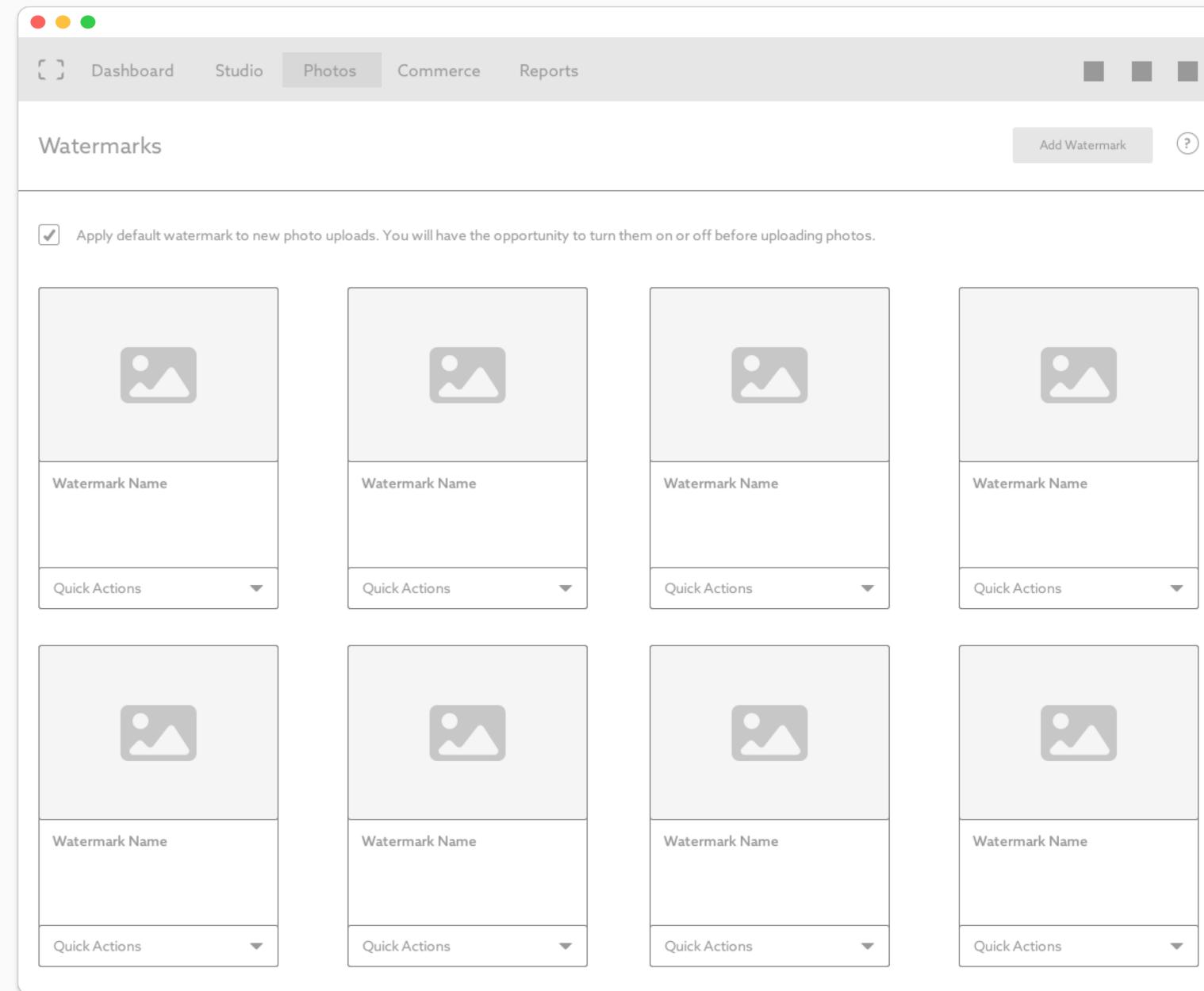
Yes	No	Future / Maybe	
Feature request	SUP-173	4	07/01/16 Watermarks   Horizontal & Vertical Watermarks
Feature request	MANTIS-1767	4	01/13/16 option to set one watermark for portrait photos and another for landscape
Feature request	SUP-156	3	07/01/16 Studio   Watermark Options and Labels for All
Bug	MANTIS-2183	3	09/24/15 Vertical text watermark gets cut off when photos are not at least 2000px wide
Feature request	MANTIS-1115	3	12/23/15 Watermark - more options for text watermark than slanted, e.g. straight text and position like bottom/top/center
Feature Request	SUP-1262	1	07/01/16 Watermark   Ability to customize size and location of text based watermark
Feature Request	SUP-1248	1	07/01/16 Watermark   Ability to set custom position for watermark
Feature Request	SUP-1595	0	07/01/16 Watermark   Need copy to indicate that the watermark file must be a PNG file
Feature Request	SUP-1536	0	05/24/16 Watermark   Ability to selectively watermark images within same gallery (some white, some black)
Usability	SUP-1423	0	07/01/16 Watermark   Make notice that watermark will be removed from digital downloads more apparent
Usability	SUP-1323	0	05/24/16 Watermark   Studios do not know how to remove or add a watermark to an existing gallery
Patterns	DES-40	0	04/20/16 Studio Panel: Settings Pattern Alignment: Watermark
Feature Request	MANTIS-3798	0	09/24/15 Ability to Add "Padding" to the Watermark on Images (float off the edge by x pixels)



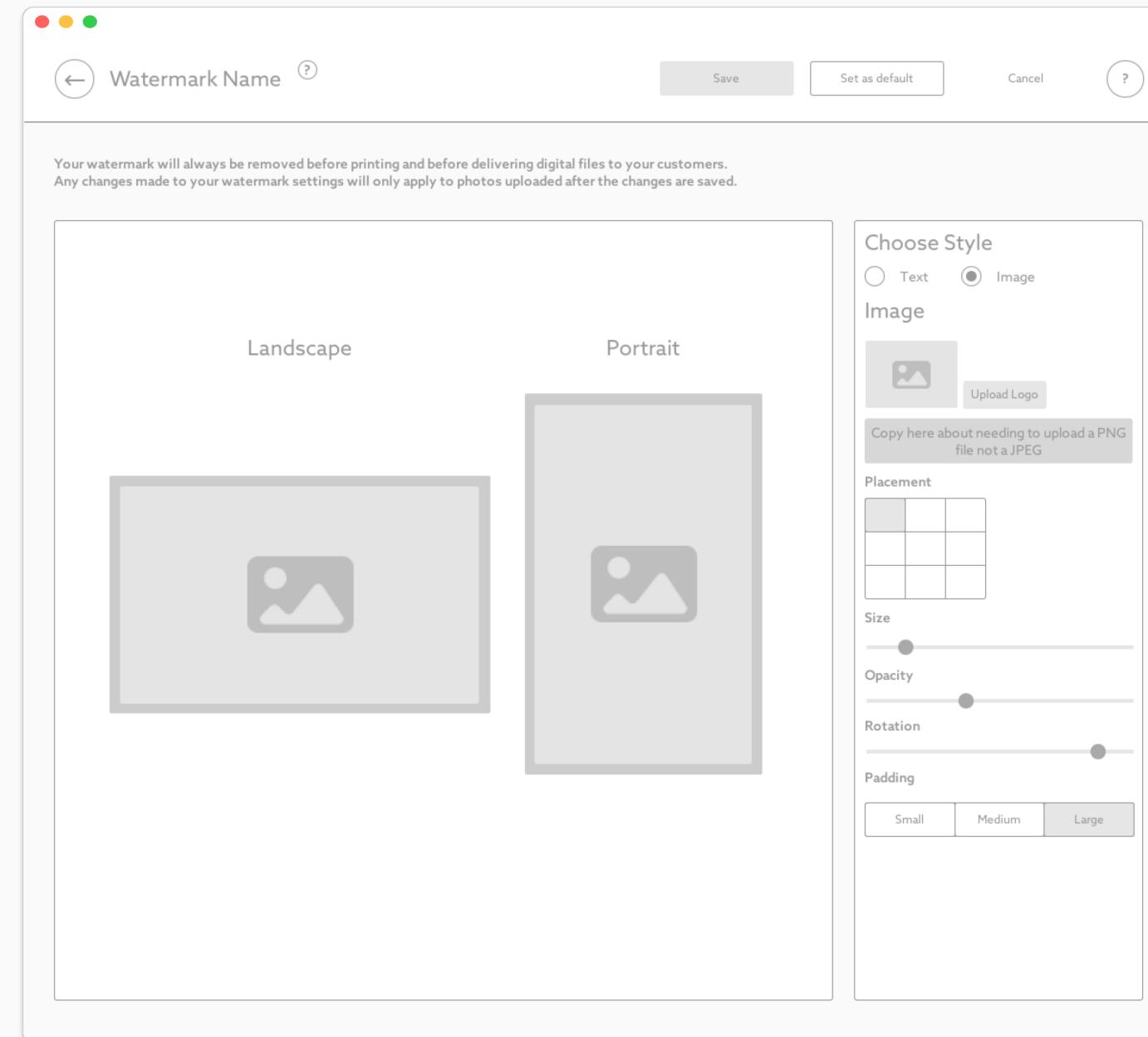
## Mobile watermarks wireframes and flows



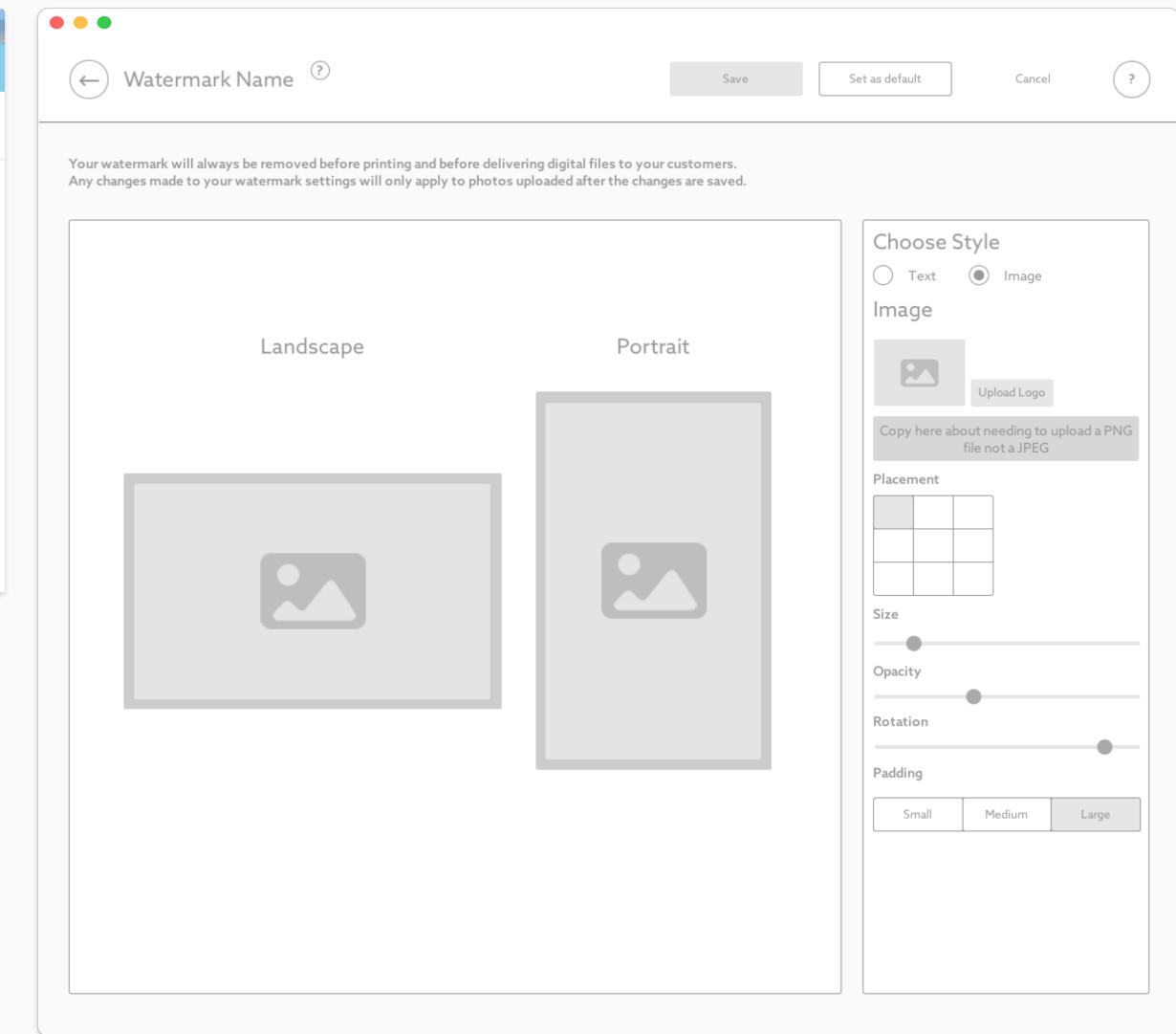
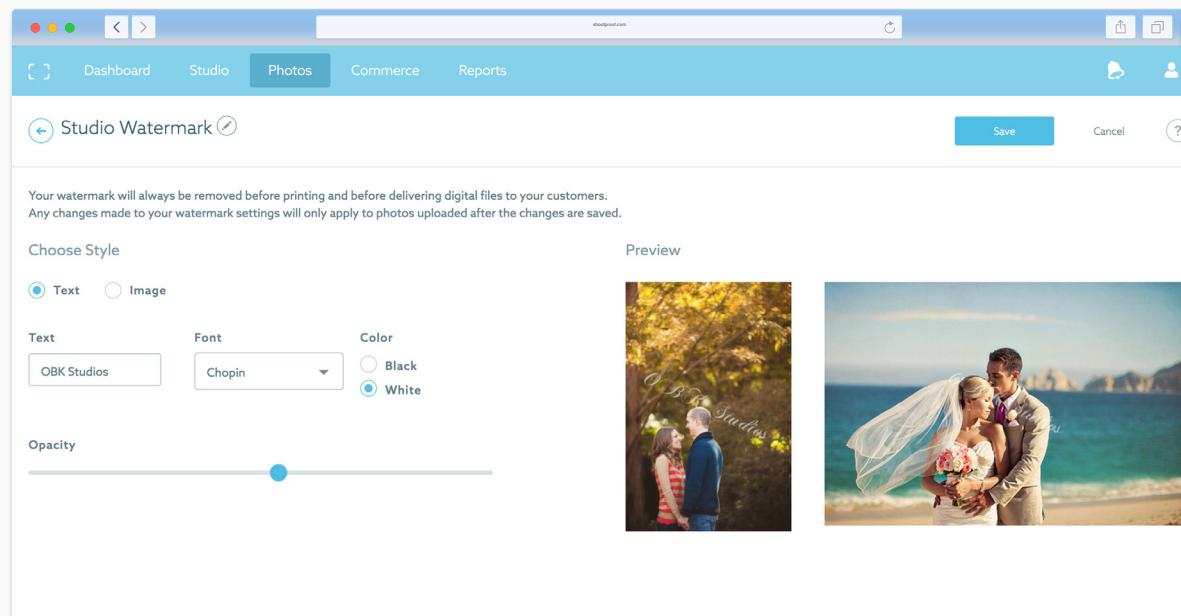
Main watermarks page wireframes



## Watermarks edit state page wireframes



A comparison between the old and new watermarks pages



## Goals

Achieved goals of updating web app pages to align with v3 patterns, as well as boosting design team efficiency by creating master wireframes for ongoing use.

## Process

Grew as a designer and creative by diving into a well-rounded design team. Practiced user-centered research and design while working with dev, UI, and marketing teams.

## Future Design

Prep web app for v4 “mobile first” design. Catalog customer requests, support tickets, and field research to spur concept generation.

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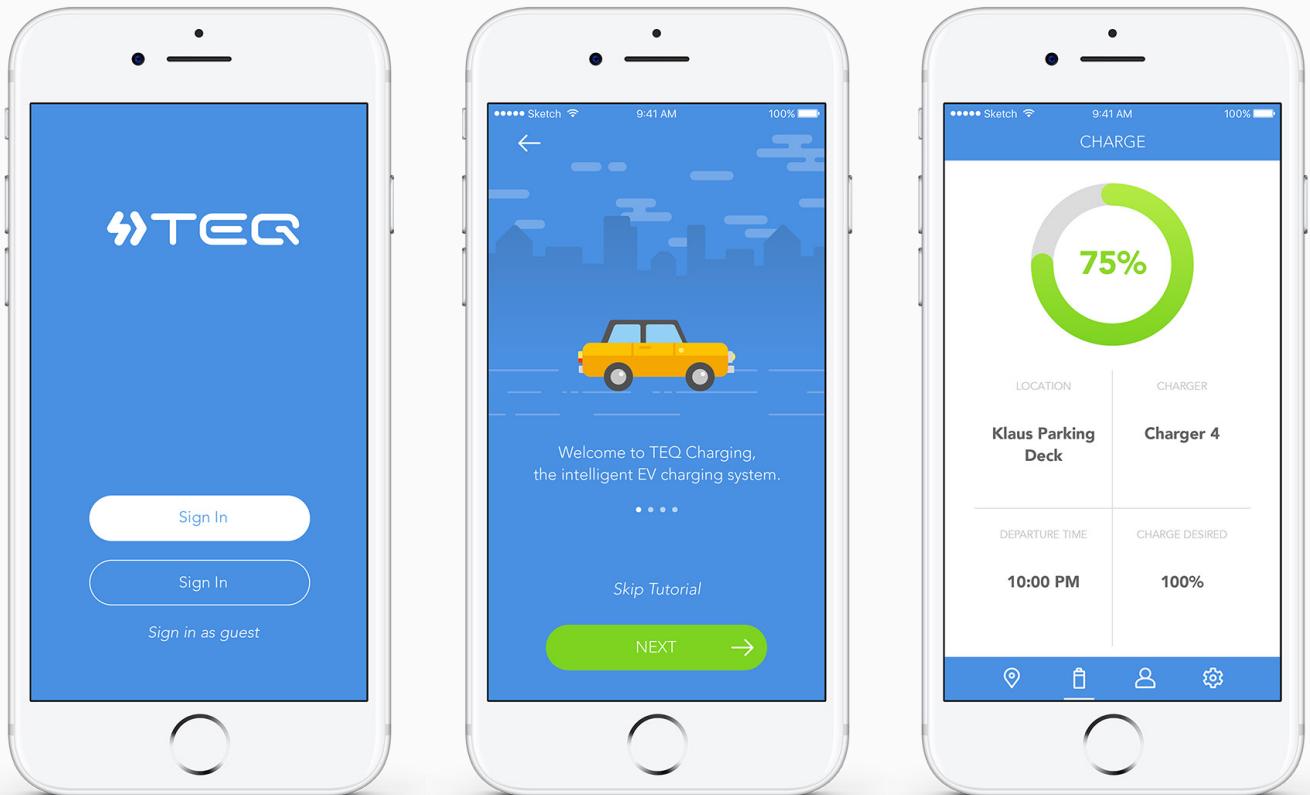
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# TEQ Charging, Inc.

Brand development and mobile app design for a  
new way to charge electric vehicles.





TEQ Charging is an Atlanta-based startup that uses a patent-pending algorithm to efficiently charge electric vehicles in a queuing system using a combination of smart chargers and a “brain” hub.

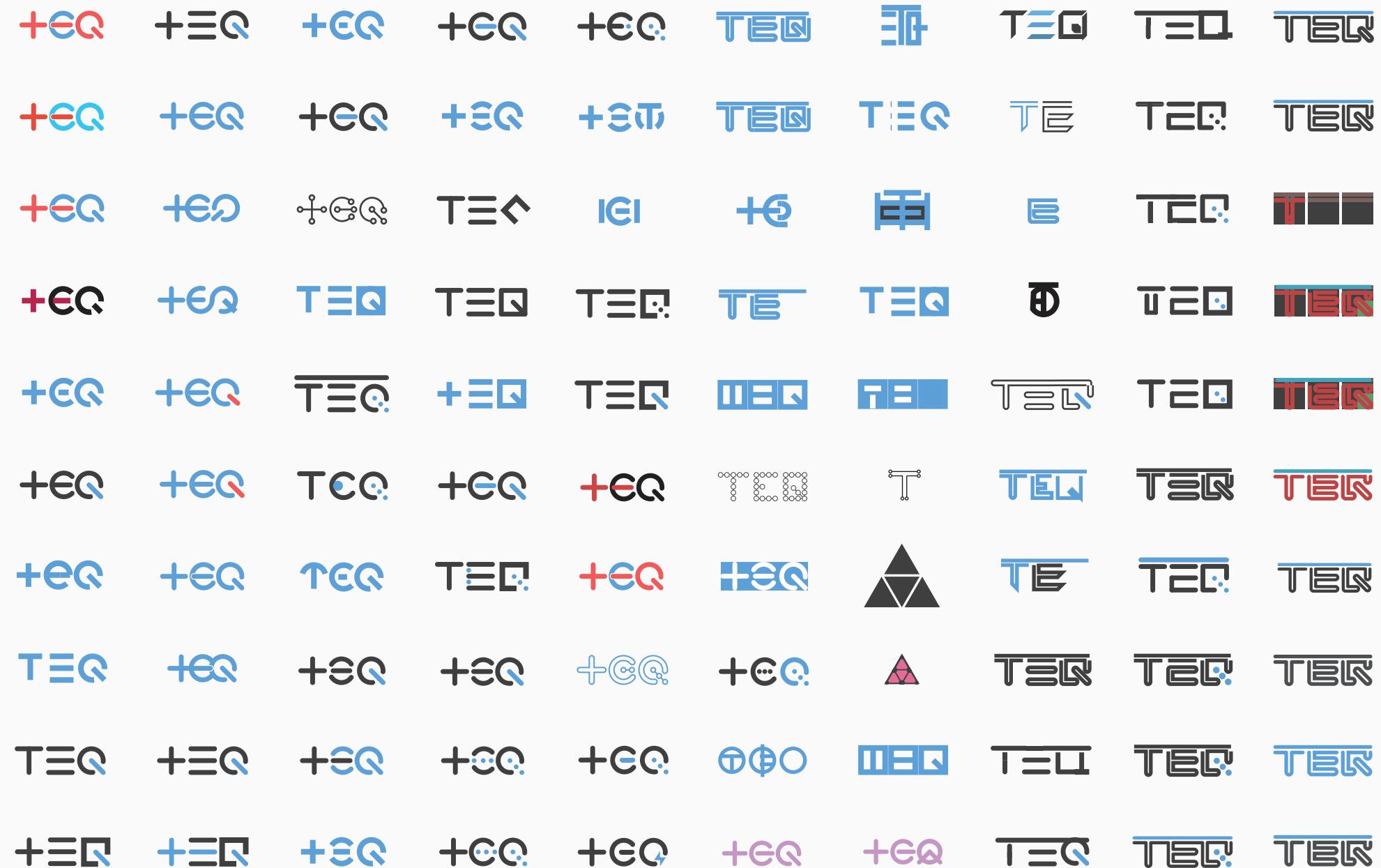
I designed several iterations of their mobile charging experience, branding, and logo design.

**US Nonresidential Chargers: \$750 Million in 2014.**

**Installation costs: #1 determinant of NPV of adding chargers.**

**2010: 5.3 EVs/charger**

**2014: 11.19 EVs/charger**

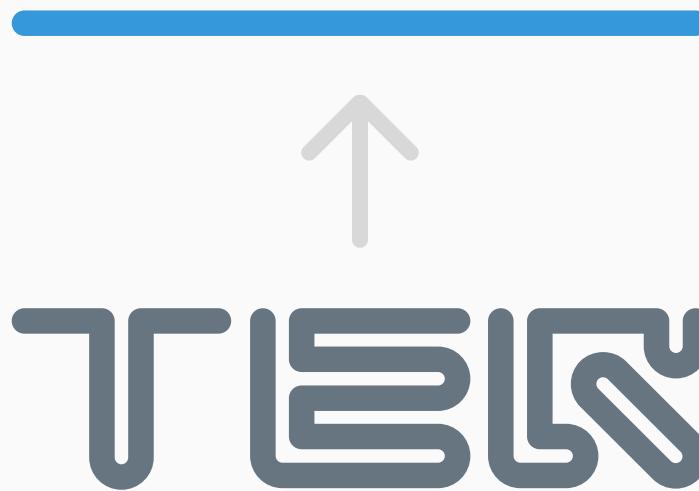




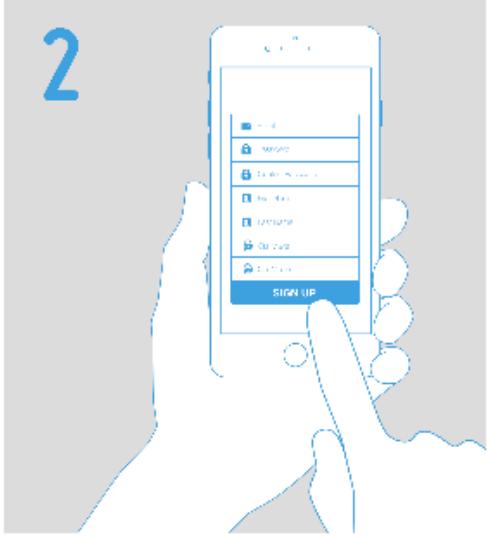
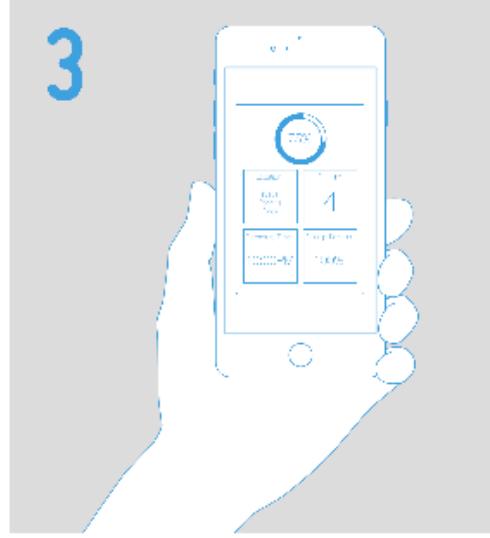
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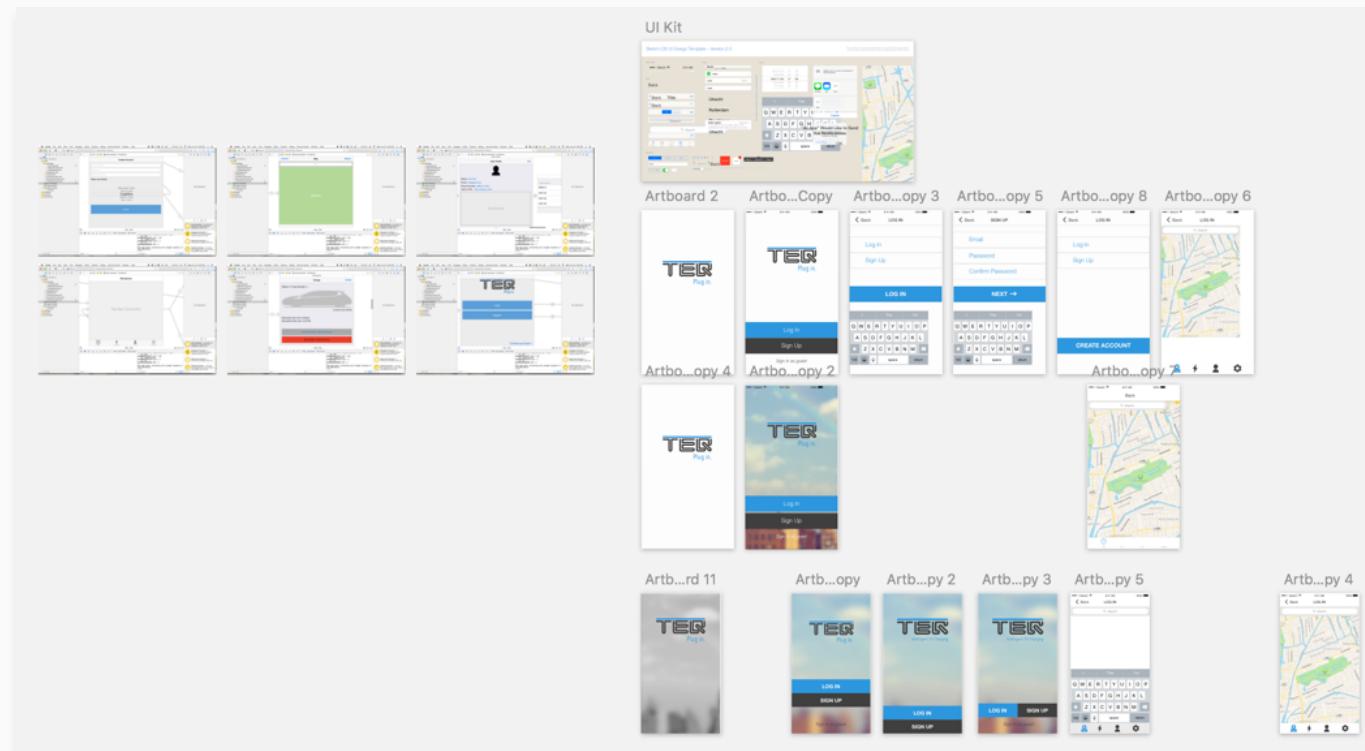
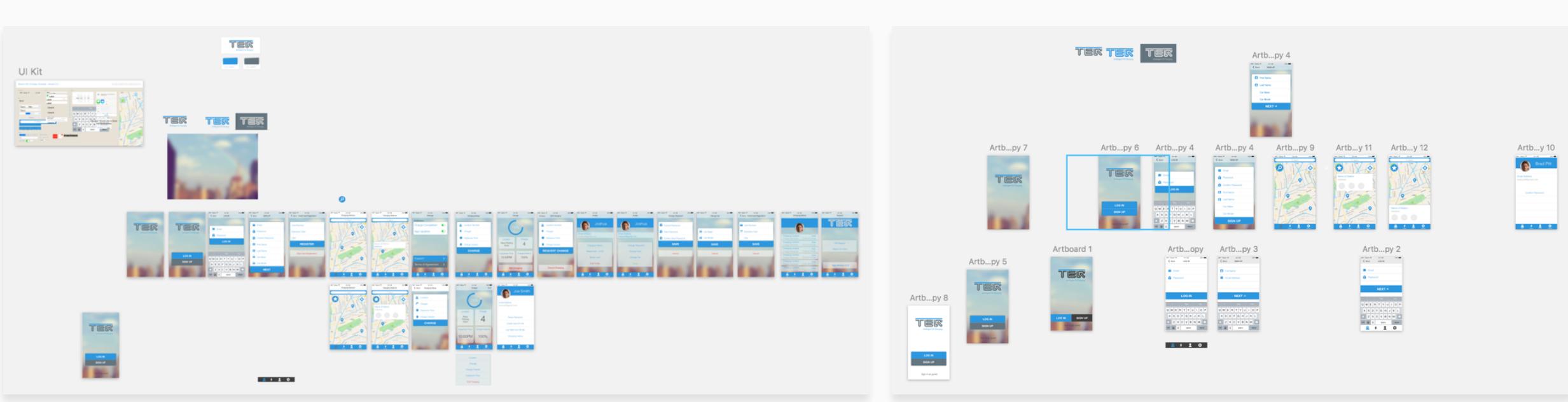
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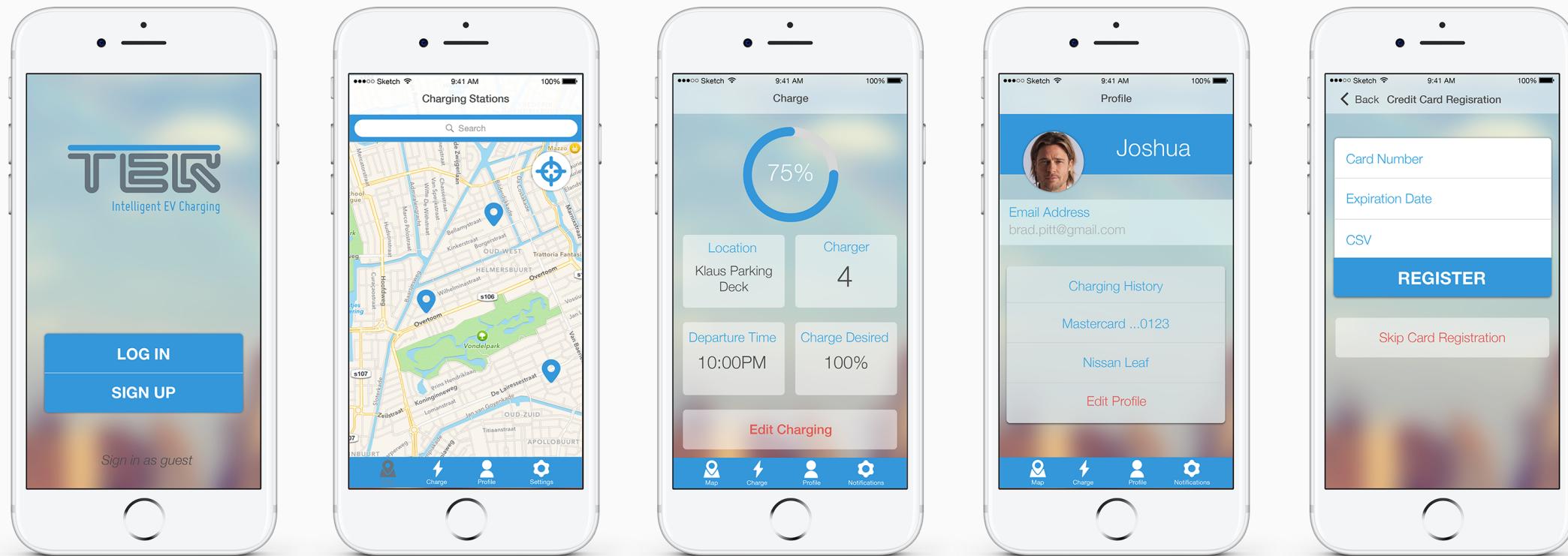


## Getting Started with TEQ Charging

- 1  Download TEQ Charging app from iOS/Android store
- 2  Create user profile
- 3  Start charging with this location and charger number

Location: **Charger:** 





1

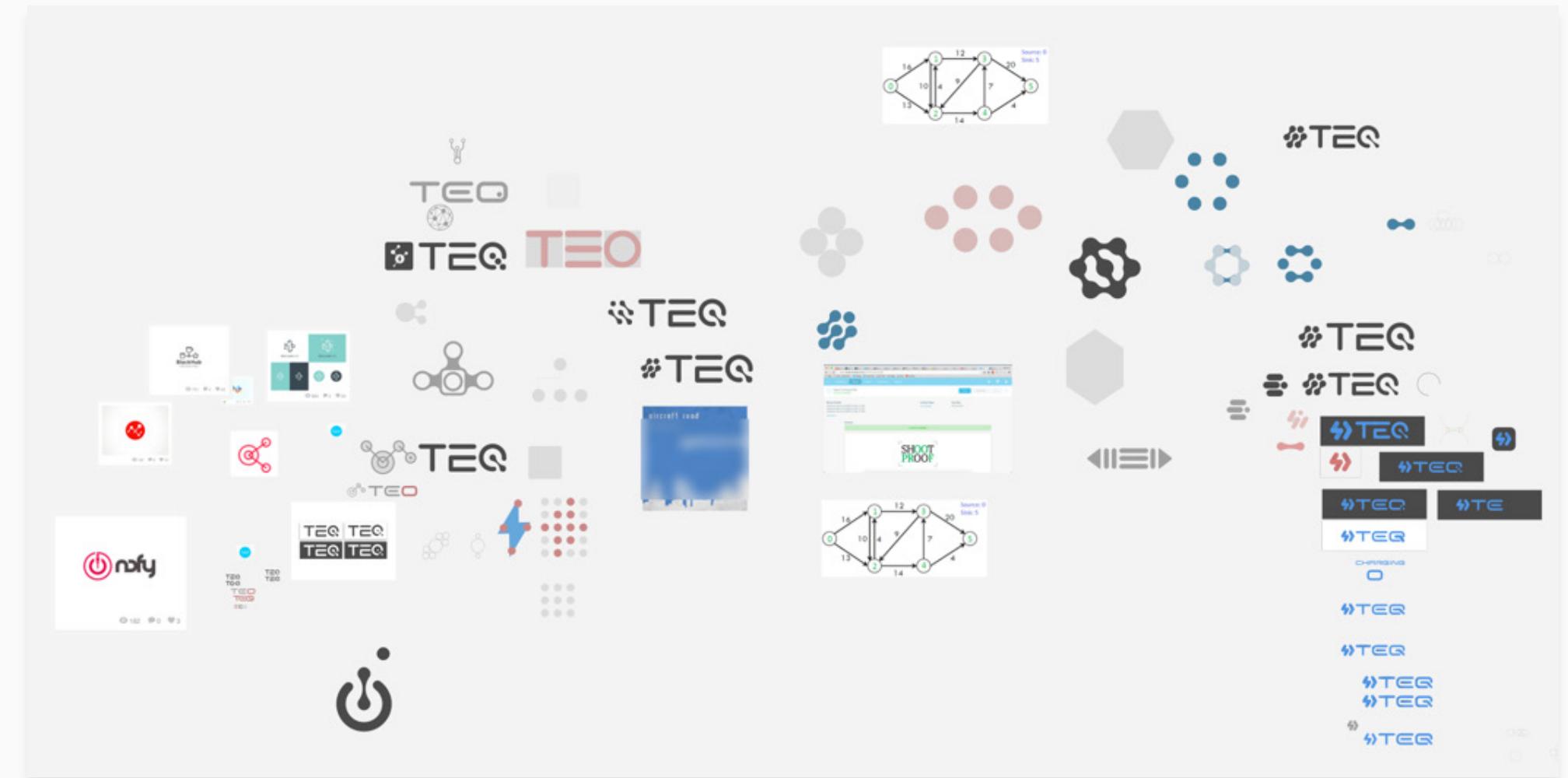
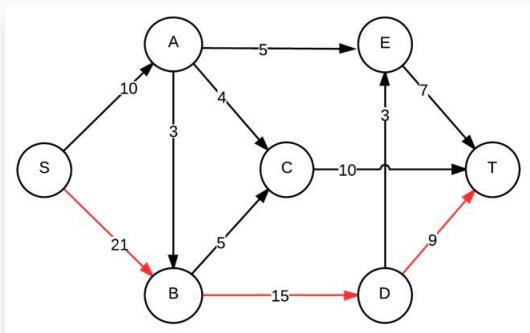
Lack of logo and branding versatility.

2

Mobile app background is distracting.

3

UI patterns not aligned.



energy focus



+



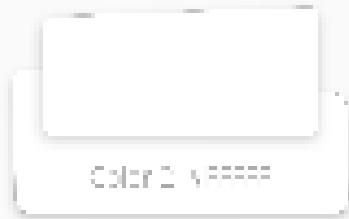
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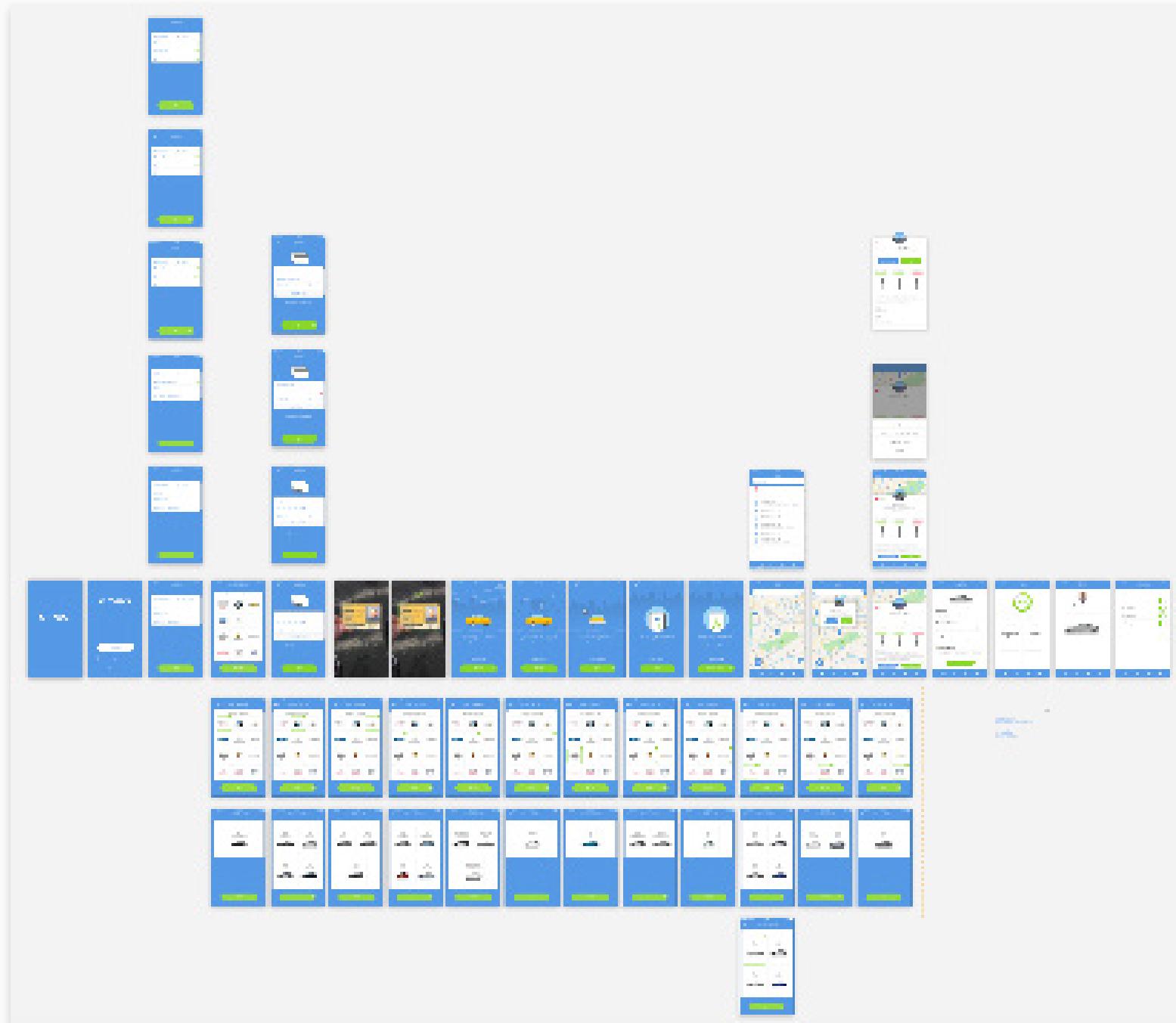
progress

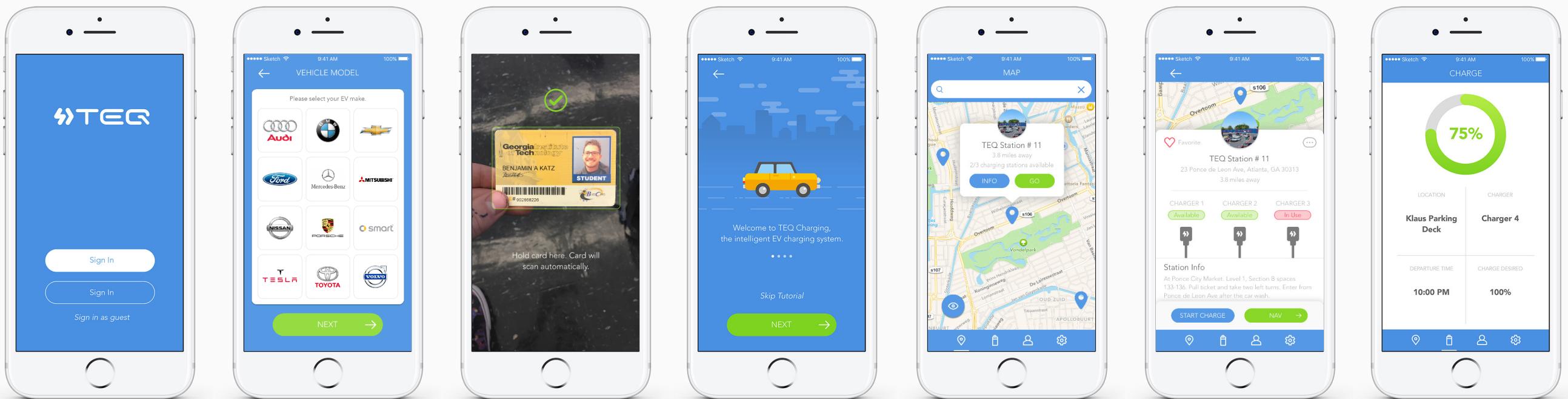
“the electric queue”

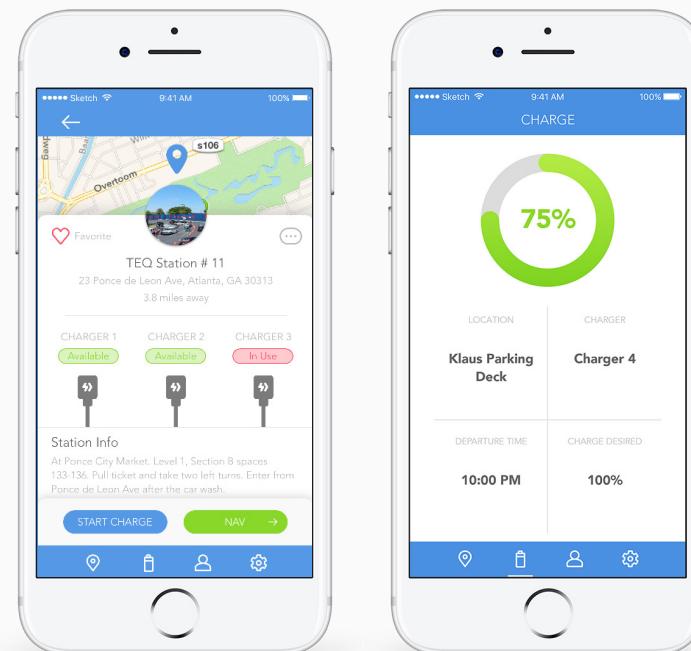
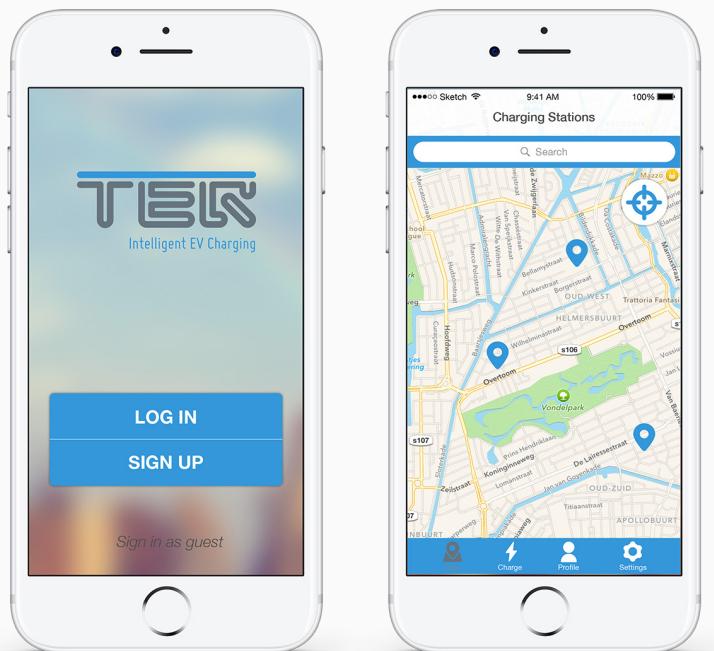




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## Goals

Acheived goals of completing two rounds of design iteration to land on a design that reflected the experience TEQ Charging wants to provide to their customers.

## Process

Design work forced personal and professional growth due to time frame and constraints of design. Designed for both current and future uses of product.

## Future Design

Thorough user testing and pattern alignment. Field research and objective refinement from support tickets and feedback from Techstars incubator process.

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4

## TEQ Charging, Inc.

TEQ Charging featured in...



Thanks! Any questions?

