**Template**

Beginning

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| **Beginning** | **Middle** | **End** |
| Project Metadata | Show your work | Share your learnings |
| Introduction & Summary | UX & Design Artifacts | Metrics |
|  | Tell a Story | Testimonials |

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| **Metadata** | **Metadata Input** *(delete examples, replace with your own)* |
| Project Name | Yelp Reservations UI |
| Project Tagline | Making reservations seamless for Yelp users |
| Project Summary | Yelp Reservations is an app that saves time for tech savvy diners. It removes the pain of online reservations with an innovative, seamless user interface. My role was to research, design and test all UIs related to the project. I collaborated with design, product development and engineering to launch this project. |
| Company/Client Name | Yelp |
| Project Date or Timeframe | 3/25/2016 - 5/25/2016 |
| Your Major Tasks & Responsibilities | Develop the UI to showcase as a demo to potential investors |
| Platforms | **Webapp** ~~Mobile~~ Tablet Watch |
| Design Tools / UX Methods Used | Sketch, Axure, InVision, Cardsorting, A/B Testing |
| Key Performance Metrics | # of downloads, engagement time |
| Team Members & Collaborators | UX Designer: Sarah Jane (me), Technical Lead: Dev Nishka |
| Link to FInal Project | [www.insertyourfinalproject.com](http://www.insertyourfinalproject.com) |

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| **Design Stage** | **Deliverable** | **I did \_\_\_\_\_\_ in order to achieve \_\_\_\_\_\_** |
| Discovery | User Testing | *Because design doesn’t exist in a vacuum, I decided to understand our product from the customer’s perspective through 5 user tests. I had users go through several tasks on UserTesting.com, and the way they struggled with the booking process was really eye-opening for me. There were simply too many steps in the process.* |
| Discovery | Competitive research | *The personal finance SaaS space is a crowded one, so I conducted research on the top 5 most relevant competitors.* |
| Design | Wireframes | I prefer starting out with low-fidelity wireframes (**what)** to think through the structure of webpages (**why)**. I used Sketch and Axure to iterate through the design process **(how).** |
| Design | Prototypes | *Seeing is believing, and userflows finally “clicked” for the client after I had them play with my Axure prototype. These medium-fidelity prototypes were also used in UserTesting with 10 users to gauge between two of the major design options. The option using dropdowns won by a landslide.* |

**BASE WRITING TEMPLATE EXAMPLE**

I **created low fidelity wireframes** to **iterate through many design options**.

**> EXTENDING THE BASE TEMPLATE WITH MODIFIERS**

After distilling the research **(when)**, I created low-fidelity wireframes **(what)** using Sketch and Balsamiq **(how)** to iterate through design options quickly. Working with the product manager **(who)**, we used the wireframes to discuss product strategy **(why)**.

**LEARNINGS**

* (*Question:* *What did you learn?)* I learned about the process of creating an iOS app and all the logistics that go into approval from the App Store. Mobile app development is both complex and fun!
* *(Were there any insights from user research that surprised you?)* During the user research process, I was genuinely surprised to see how many users completely ignore the hamburger menu. It was not as obvious of an affordance as our team thought, so we converted to text-based icons. This tested to be much more effective with users.
* *(What was the most challenging thing about this project and how did you overcome it?)* The project had many challenges, but the most difficult piece was communicating with the remote offshore development team. Thankfully we were able to get everyone on Slack, which made back-and-forth changes much more fluid.
* *(Can you show how you measured the success of the product?)* At the start of our project, 5% of our traffic signing up for the premium version of the mobile app. After the redesign of the mobile landing pages and calls to action, we saw conversion rates jump up to 8% - a 160% increase! We also saw engagement - the number of interactions, time on each screen - increase.
* *(Did you particularly enjoy any part of the design process?)* While the whole project was a huge learning experience, I especially loved iterating on designs and testing those new designs on users. This tight feedback loop helped take ambiguity out of our designs, and it felt good to produce designs with the confidence that users would enjoy and understand it.
* *(Do you have testimonials you can include?)* Without Jane’s blend of quick UX research and fast prototyping skills, our team wouldn’t have been able to launch our app on time. We’re so glad Jane was here to help lead our design efforts!

**Case Study 1, Lombard E-sign**

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| **Metadata** | **Metadata Input** |
| Project Name | Lombard E-sign |
| Project Tagline | Allowing Customers to e-sign documents digitally during the Quote and finance for the assets instead of wet-sign. |
| Project Summary | Lombard E-sign project is part of Asset Management in Lombard. Assets like Vehicles, Agricultural, Marine, Technology, and others assets are financed to the customers or companies. My role is to identify the problem and design solution based on the business and user goals and create a working demo of the solution to the client and project team. |
| Company/Client Name | Lombard Digital |
| Project Date or Timeframe | 15/03/2021 - 26/04/2021 |
| Your Major Tasks & Responsibilities | My task was to create User Experience |
| Platforms | Web application. (Responsive Design) |
| Design Tools / UX Methods Used | Adobe XD, Figma, / Empathy Map, Persona, Task Flow, User Journey Map, Information Architecture. |
| Key Performance Metrics | Task Completion Rate. |
| Team Members & Collaborators | Managers, Clients, Business Analyst, Developers and Architects |
| Link to FInal Project |  |