

# **Luke Caish-Sadlek**

## **UX/UI Director & Experience Designer**

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**calek.co**

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Bayer Centargo

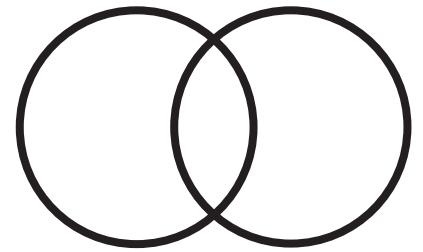
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**My passion is creating engaging digital experiences at the intersection of user and business needs.**

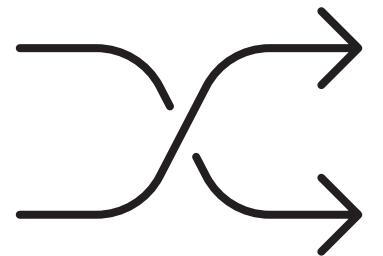
Using an understand, ideate, test & deliver approach across the UX & UI fields, I lead teams to co-create solutions with clients and users.

From my background in *Branding and Communication Design*, I learnt the value of visual communication and how it can shape someone's understanding of the world. Creating digital experiences soon caught my interest – specifically solving the design needs of complex digital platforms, their user's needs and modern interaction design.

With over 10 years of experience and hybrid skills across UX & UI, I work hands-on leading creatives to solve challenges in collaboration with multidisciplinary teams. I strive to challenge the brief and discover core business needs, understand the user's job-to-be-done and share their mindset, push creatives to find the best solution and inspire clients by creating long-lasting relationships build on shared growth.

Originally from the green and gold of Australia, I now live in Berlin where in my spare time I can be found creating lighting designs, cycling in the countryside and jumping out of perfectly good airplanes.





**No project or client are the same,  
so why should our process be the same?**

Focusing on a range of methods in the areas of understanding, ideation, testing and implementation, we can keep the user's needs clearly in focus while adapting to any situation.



## Understand

Discovering the core problem aligns the team and stakeholders to the user's world-view and creates a strong base for future ideation.

- Stakeholder Interviews
- Ethnographic/User Research
- Journey Mapping
- Market Research
- Competitor Analysis
- User Personas
- User Stories



## Ideate

Exploring a wide range of ideation will help find the idea that best meets the user's needs.

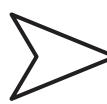
- Brainstorming
- Rapid Prototyping
- User Flows
- Information Architecture
- Wireframing
- Interactive Prototyping



## Test

Quickly testing ideas and prototypes validates them in the real world by providing insights and feedback for refinement.

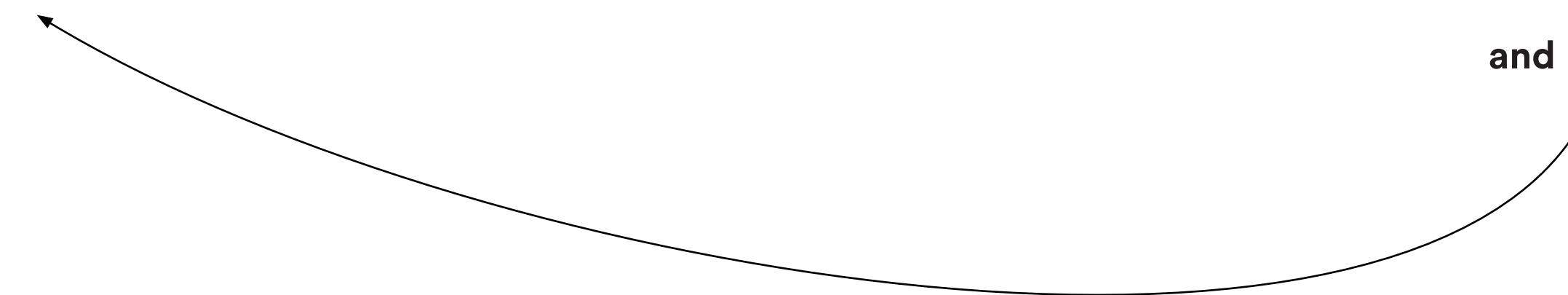
- Usability Testing
- Shadowing
- Automated Testing
- Surveys
- Analytics



## Deliver

Correctly implement the solution with pixel perfect design, motion prototypes and documentation that leaves no element untouched.

- Digital Art Direction
- UI Design
- UX Writing
- Accessibility
- Design Systems
- Motion Prototypes
- Handover & Documentation



and repeat

# My goal is to inspire and create

## with clients:

- I look beyond client's requests to discover and understand their core problems
- I aim to become a long-term partner who's shared success is built on growth
- I aim to inspire the clients via the 'Goldilocks' concept approach: one concept is what they've asked for (too safe), one concept is what they need (just right) and the final concept is too cool for them (too bold)
- I encourage progress because even a small improvement can make a huge difference

## with team & co-workers:

- I prefer to work along side team members, instead of above them as a leader, working hands-on with anyone to solve problems
- I always ask co-workers: "how can we take this to the next level?" to explore beyond their first solution
- I believe everyone can input in areas they are not experts in, by providing their own unique perspective in discussions
- I learnt from my experience B.A.S.E jumping, that the world is what you make it and the only thing stopping you from achieving what you want is dedication. I regularly tell co-workers and team members to empower themselves to make a change they believe in

## by myself:

- I believe communication is my greatest skill and aim to have an open and honest leadership style
  - I look beyond the field of UX & UI design for inspiration in the fields of technology, art and product design
  - I explore emerging technologies in my spare time including Voice and AR prototyping
- Ask about my personal projects to find out more***
- I am currently documenting how I work in the fields of UX & UI so I can better lead, teach and be an advocate for experience design
- Ask about my process website to find out more***

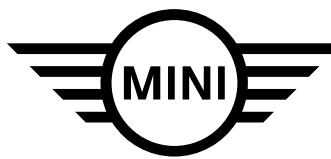
# Selected clients



Beiersdorf



DAIMLER



**Eucerin®**

Products Consultation Our Research Sustainability HCP Portal   

**PRODUCTS > HYPERPIGMENTATION**

## Anti-Pigment Dual Serum

★★★★★ 4.6 · 64 Reviews

- ✓ A dual-action serum with Thiamidol and Hyaluronic Acid
- ✓ Effectively reduces dark spots and prevents their re-appearance
- ✓ Renews skin's look

Clinical study with 35 women, 12 weeks of regular use twice a day.

Effectively reduces dark spot and prevents their re-appearance. Renews skin's look.

A dual-action serum with Thiamidol and concentrated Hyaluronic Acid for even and radiant skin

97% OF WOMEN CONFIRM: FIGHTS PIGMENT SPOTS\*

\*Individual results may vary  
\*Product in Use (PiU) study with 120 women aged 25 – 55 | Beiersdorf AG, PiU, November 2017

Show All Images

**Your Bag** 2 items

**Your items**

- Hyaluron-Filler Night Peeling & Serum 30 ml 1 25,98€
- Anti-Pigment Dual Serum 30ml 1 23,77€

**Recommended**

- Anti-Pigment Day SPF30 Add to bag 29,95€

Shipping 4,75€

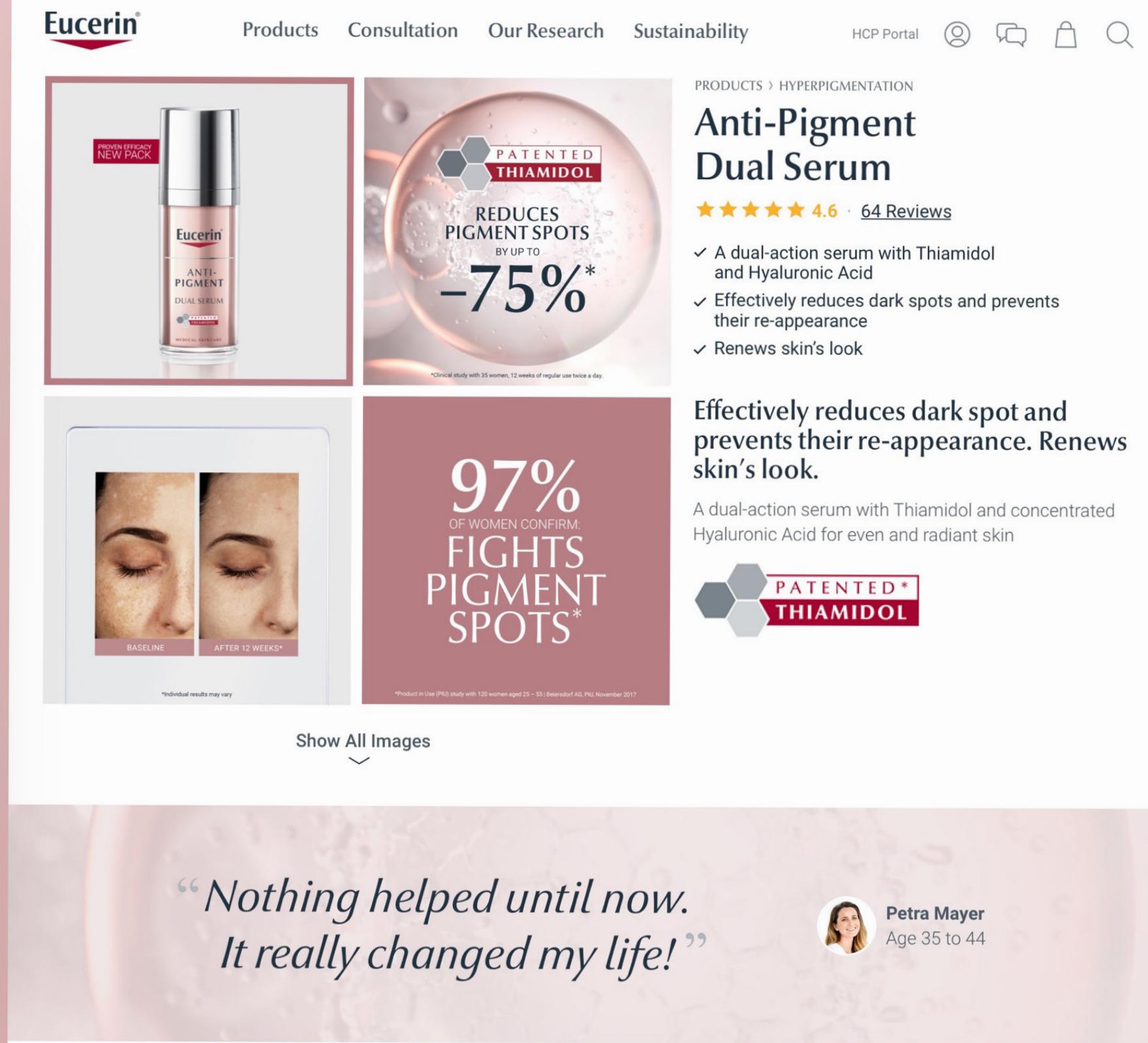
Total 54,50€

[Checkout >](#)

**Product Info** +

**How to Use** +

**Ingredients** +



# Eucerin

A digital relaunch of Eucerin's website, which exists in 45+ countries, presented an opportunity to reimagine customer communication and ecommerce for users all over the world.

Our solution aimed to exceed customer expectations of an easy-to-use website that provided them with skin knowledge, product information and clear paths to purchase.

UX/UI Director: digital strategy, responsive website & e-commerce

Completed at Wunderman Thompson

# Approach

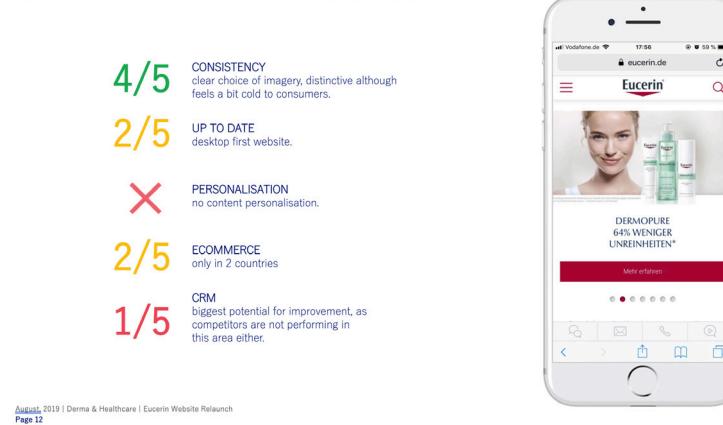
To gain stakeholder buy-in, a short green-field concept phase was conducted to imagine the best possible outcome based on priorities outlined with the client and project team during kick-off workshops.

With this buy-in secured, a full discovery phase was launched to validate our concept's assumptions against user research and analytics. Personas, experience maps and content assessments were all developed to help understand the user's needs / pain points and share these with the client team.

Following the insights from the discovery phase, full production started on the final user stories, user journeys and UX/UI designs in collaboration with developers, bringing the new website to reality via a dual-track agile process.

# User Research

## — CURRENT STATUS ASSESSMENT





**USER PERSONA**

## Dr. Kate Hackett

**ABOUT**  
Kate retired from her job as a doctor in a hospital in Plymouth. She lives with her husband in a small house on the countryside. Kate enjoys gardening and helps out in the local library three evenings per week. She started using Anti-Age skin products in her forties and always upgrades to the best product Eucerin has to offer.

**NEEDS**

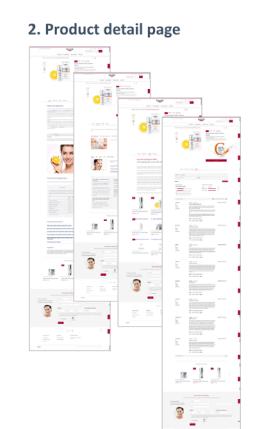
- A product that fits her skin-type and really helps
- The science behind the products

**PAIN POINTS**

- Wasting money on products that don't actually help
- Product pages full of marketing jargon

AGE 60  
JOB TITLE Retired Doctor  
STATUS Married  
LOCATION Plymouth

## — KATE'S JOURNEY



**MAIN INFORMATION/BEHAVIORAL NEEDS**

- ✓ See scientific proof
- See recommendations by the medical community
- ✓ See social proof & reviews
- ✓ Learn about the science and ingredients behind the products – in-depth
- ✓ See related/complementary product information
- Get affirmation and appreciation from brand

**CONTENT FORMAT REQUIREMENTS/UX**

- ✓ Detailed, in-depth content
- Engaging content

**CONTENT PERFORMANCE ASSESSMENT**

- We are receiving only 37 clicks of the 7,500 per month queries for the products, meaning that we are **losing** 99,5% of our potential organic traffic.
- Only 3,3% of all products traffic are engaging with horizontal tabs.
- Only 3% of all users that click on 'Buy Now' button are sticking to the workflow and interacting with the retailer, meaning that we are **losing** 97% of potential purchasers.
- The exit percentage on the products pages are high (around 70%).

Desired outcomes	Aware			
	Discover	Consider	Learn	Find
<b>KPI/Performance</b>	<b>"I hear/read about Eucerin and its products"</b>			
<b>Core Need</b>	Website traffic, search volume, impressions	Engagements metrics: bounce rate, session duration, time on page, pages per session, scroll depth, returning visitors		
	Jeff: I want to educate myself on my child's skin condition and find a solution to it	Jeff: I want a brand that is showing competence in and potential solutions to my child's condition	Jeff: I need to trust the products for my child	Jeff: I don't have much time, I have to be able to buy the products where I am
	Clara: I want to find a solution to my skin condition	Clara: I want to know more about how the product can help my skin condition	Clara: I need to see positive and independent user reviews and experience reports before I fully trust the brand and its products	Clara: I like to shop where I live and need to be able to find products there
	Erica: I want to find out which products could be right for my skin type and help me protect/nurture my skin	Erica: I want the right product for me and not just any	Erica: I need to see positive and trustworthy reviews from people, independent from what the brand tells me	Erica: I don't spend much time researching beauty brands and where to buy them, so I want an easy way to order it online
	Kate: I want to find the very best product for my ageing skin	Kate: I want a product backed by research with proven success and a friend recommended her	Kate: I want a brand that convinces me through the science behind it	Kate: I need to make sure that the product ranges cover my care
			Kate: I need to make sure that the product ranges cover my care	Kate: I don't live in the city, so I need to make sure my local pharmacy has the products available or I have to order them online
				Kate: I want to see positive results right away
				Kate: I want a brand that is staying on top of science and offers me information from other
				Kate: I would love becoming a 'medicinal brand ambassador' or at least being able to write reviews, social shares, email forwards
<b>Buy</b>	<b>"Buying Eucerin products is a seamless and enjoyable experience"</b>			
	N/A, third party data	Returning visitors, newsletter sign-ups and sign-outs, bounce rate		
	Jeff: Purchasing products has to be seamless and quick	Jeff: I need to see positive results/changes in my child's skin	Jeff: I would appreciate helpful advice and recommendations	Jeff: I want to be able to review something very easily without it taking up much of my precious time
	Clara: I need one of my local stores/pharmacies to have the products available when I am there	Clara: I want to see results and get positive affirmation from others	Clara: I would appreciate other product recommendations that improve my skin condition and match my lifestyle (e.g. hiking)	Clara: I appreciate a brand that supports my independent review and makes it easy to share my experience with others
	Erica: I need an online shop where I can purchase the products quickly and easily	Erica: I want to see positive results right away	Erica: I want a brand that gives me a reason to talk about it and makes it easy for me to review it	Erica: I want a brand that gives me a reason to talk about it and makes it easy for me to review it
	Kate: I need my local pharmacy to have the products available or I have to order them online	Kate: I want to see positive results and start to get positive	Kate: I want a brand that is staying on top of science and offers me information from other	Kate: I would love becoming a 'medicinal brand ambassador' or at least being able to write reviews, social shares, email forwards
<b>Live</b>	<b>"I don't want to switch to another brand, I feel like Eucerin has the right product for all my (different/multiple) needs"</b>			
<b>Share</b>	<b>"I share my positive experience with Eucerin (products) and I recommend it to others"</b>			

## — OVERVIEW KATE

### NEEDS-BASED ASSESSMENT

#### Information needs met **2/4**

Kate's information needs are halfway met. However, critical medical recommendations or establishment of the brand as trusted by the medical community are missing.

#### Content format requirements met **2/4**

Due to her medical background, Kate enjoys in-depth readings that provide scientific information. The product pages contain some in-depth information, however the campaign page does not. While the latter provides a more engaging content format, it does not provide Kate with enough information.

#### Additional observations

Different than the anti-pigment campaign page, the Hyaluron filler campaign page has no links to any article covering that topic.

### PERFORMANCE ASSESSMENT

#### Conversion **3/4**

The "products/hyaluron-filler/vitamin-c-booster" is the top performing one on conversions, and the average amount of conversions for Kate's persona is above the average (13%).

#### Engagement **3/4**

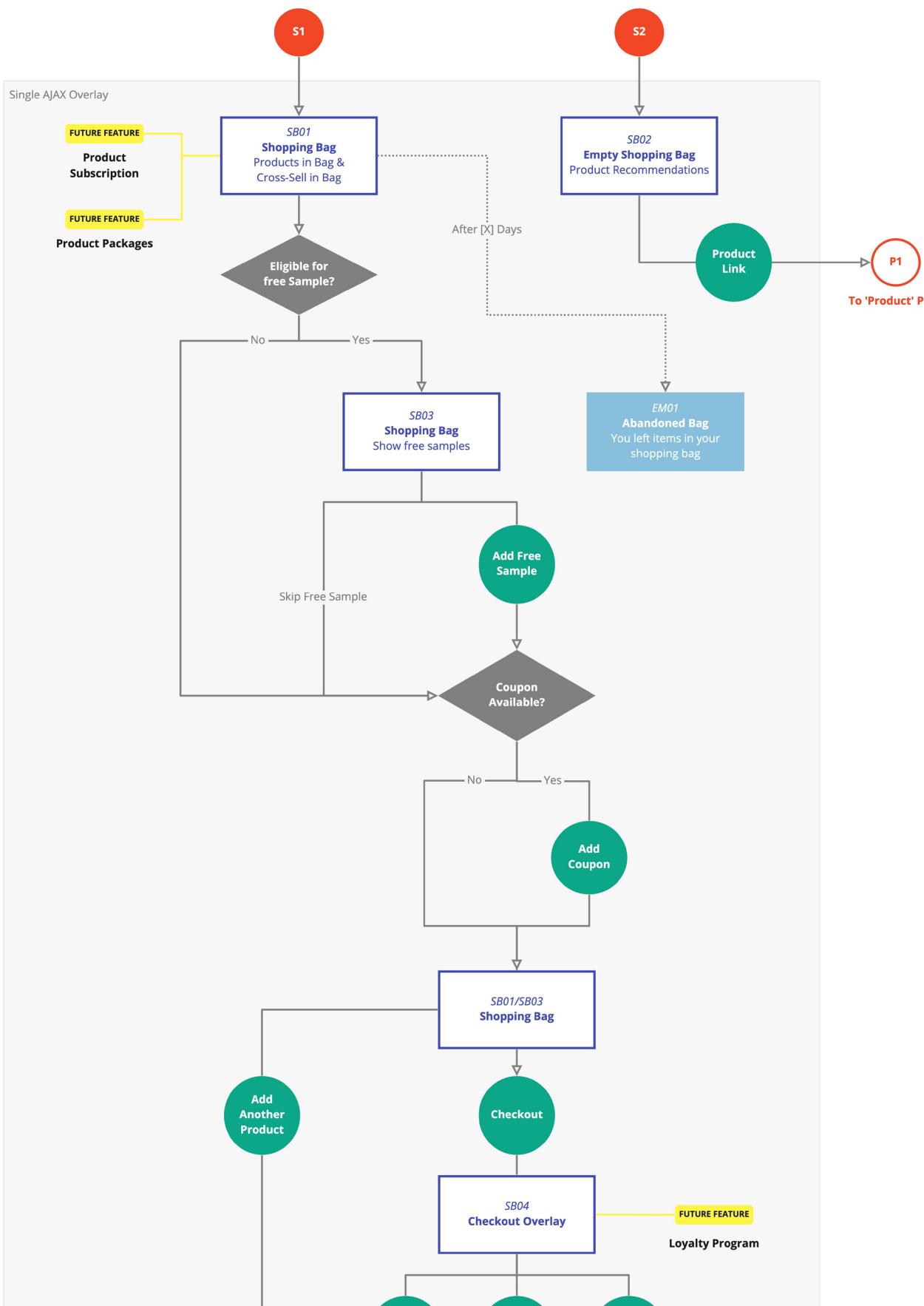
Kate is one of our most engaged personas. She's staying for around 00:03:07 on average for content pages. Also, around 40% of all users are scrolling at least 75% of the pages.

#### Organic traffic **1/4**

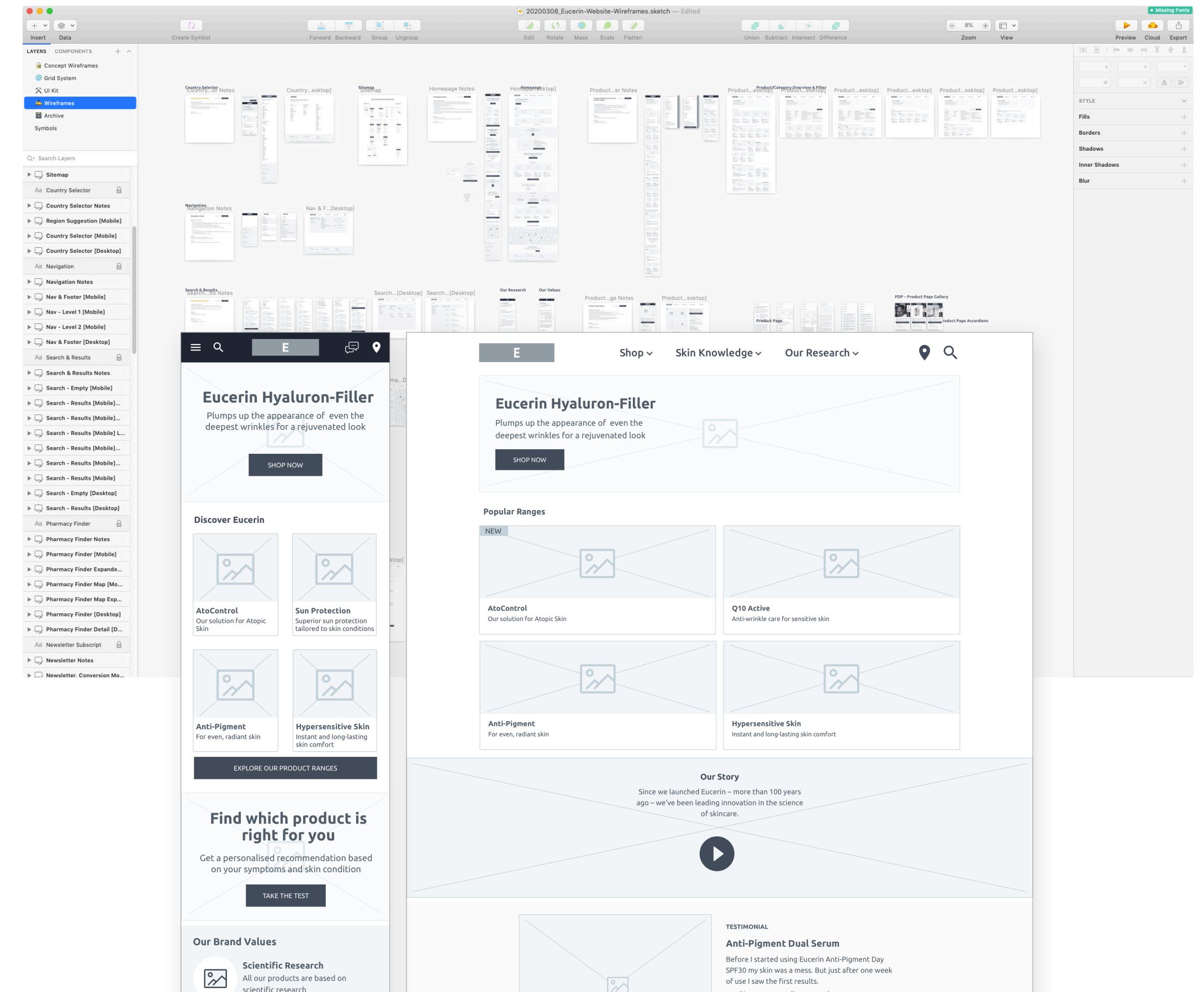
The campaign page is performing badly, and the other contents are not driving enough entries to the website. People are not getting to Eucerin once they query for related info (such as products).

# Concepting

## User journey mapping – Shopping bag



## High fidelity wireframes



# Responsive UI Design

Product Page 1 - 375px

This screenshot shows the Eucerin product page for the Hyaluron-Filler Night Peeling & Serum. It features a large hero image with the tagline "MAKE THE MOST OF YOUR NIGHTS". Below it, a section for the "Anti-Pigment Dual Serum" is shown. A testimonial from Sandra Hansen is displayed, stating: "This really has worked for me! After a week of use my wrinkles have definitely improved." Below the product descriptions are accordions for "Product Info", "How to Use", "Ingredients", and "Questions".

Product Pag...Accordions)

This screenshot shows the expanded "Product Info" accordion for the Hyaluron-Filler Night Peeling & Serum. It includes sections for "Dual anti-age peeling and hyaluronic serum", "Proven results", and a quote from Emile Hart: "This really has worked for me! After a week of use my wrinkles have definitely improved." Below the accordions are sections for "How to Use", "Ingredients", and "Questions".

Read More Reviews

Leave a Rating

Complete Your Routine

This screenshot shows the "Complete Your Routine" section, which includes a "Daily Routine" section and a "Complete the Routine" section featuring various Eucerin products.

Read More Reviews

Leave a Rating

Complete Your Routine

Read More Reviews

Leave a Rating

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Eucerin

DISCOVER THE REVOLUTION AGAINST PIGMENT SPOTS\*

Reduced by up to -75%

PROVEN EFFICACY NEW PACK

\*Clinical study with 34 women, 12 weeks of regular use twice a day. Individual results may vary.

## Anti-Pigment

The sun, hormonal influences and aging can all trigger hyperpigmentation: dark patches and age spots (also known as sun spots) that make skin look uneven. [Read more](#)

★★★★★ HYPERPIGMENTATION Anti-Pigment Dual Serum

★★★★★ HYPERPIGMENTATION Anti-Pigment Day SPF30

★★★★★ HYPERPIGMENTATION Anti-Pigment Night

★★★★★ HYPERPIGMENTATION Anti-Pigment Spot Corrector

### Related Articles

Eucerin

Products Consultation Our Research Sustainability HCP Portal

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EUCERIN AQUAPHOR  
**FOR DRY,  
ROUGH SKIN**  
360° SPRAY RELIEF

**Discover more**

\*Source: IQVIA 06/2019 - 05/2020 - Dry, cracked skin segment (dermatologist recommended brand)

**#1 FOR DRY, CRACKED SKIN IN UK\***

**Eucerin Aquaphor Body Ointment Spray**  
NEW SPRAY  
Eucerin Aquaphor Body Ointment Spray  
ACCELERATES SKIN REGENERATION  
Dry & Irritated Skin  
Medical Skincare

**Dry, rough skin** **Aquaphor skin**

**Discover Eucerin**

**NEW**  
**HYPERPIGMENTATION**  
Anti-Pigment Dual Serum  
★★★★★  
AtoControl Acute Care Cream  
★★★★★  
ANTI-AGE  
AtoControl Face Cream  
★★★★★  
HYPERSENSITIVE SKIN  
Hyaluron-Filler Vitamin C Booster  
Explore Our Product Ranges

Eucerin

Products Consultation Our Research

**EUCERIN AQUAPHOR**  
**FOR DRY,  
ROUGH SKIN**  
360° SPRAY RELIEF

**Discover more**

\*Source: IQVIA 06/2019 - 05/2020 - Dry, cracked skin segment (dermatologist recommended brand)

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Dry & Irritated Skin  
Medical Skincare

**DRY, ROUGH SKIN** **AQUAPHOR SKIN**

**Discover Eucerin**

**Discover Eucerin**

**NEW**  
**HYALURON-FILLER**  
Hyaluron-Filler Night Peeling & Serum  
★★★★★  
**ANTI-AGE**

**ANTI-PIGMENT**  
Anti-Pigment Night Cream  
★★★★★  
**HYPERTIGMENTATION**

**Ato Control**  
Face Cream helps to soothe dry, itchy and irritated skin.  
Licochalcone A, Ceramides  
Soothing daily care, especially formulated for the face.  
DRY, IRRITATED SKIN  
DERMATOLOGICAL SKINCARE

**VITAMIN C BOOSTER**  
Hyaluron-Filler Vitamin C Booster  
10% Pure Vitamin C  
Strengthens skin & plumps up wrinkles.  
After 4 days: smoother skin & fresh look  
DRY, IRRITATED SKIN  
DERMATOLOGICAL SKINCARE

**Explore Our Product Ranges**

REFINES SKIN.  
REDUCES PORES.

97% CONFIRM: SMOOTH SKIN\*

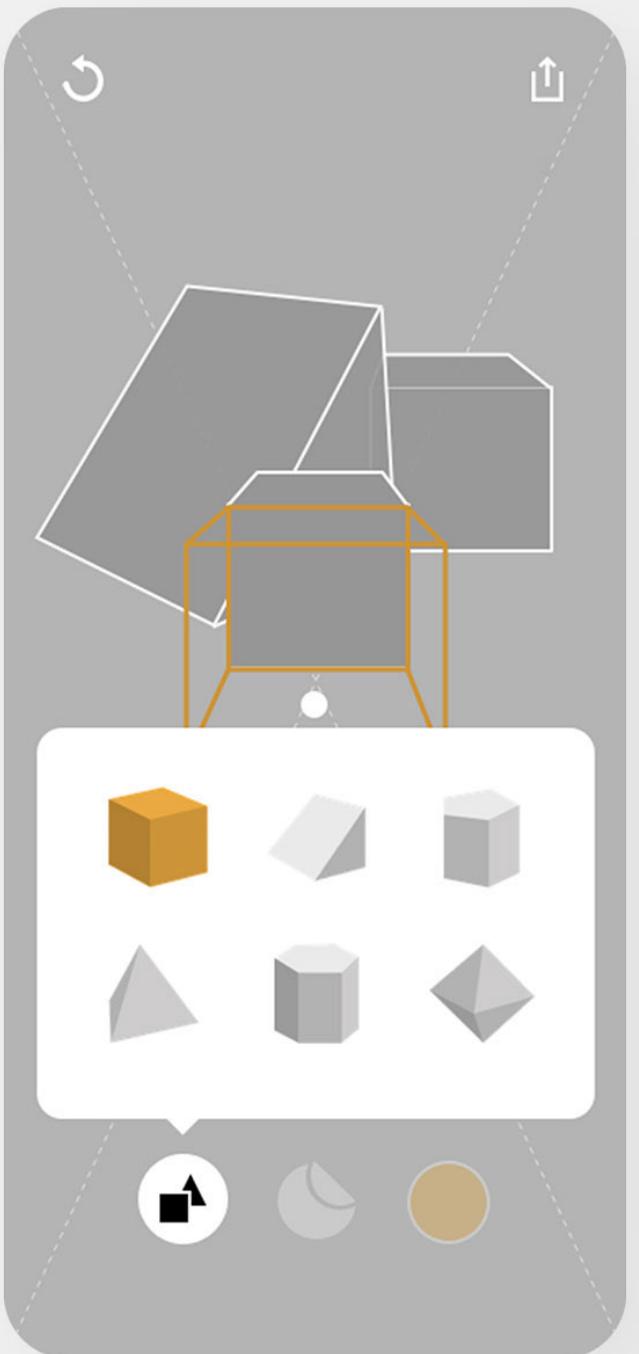
# MINI AR App Prototype

Created for one of MINI's 'Beyond Car' initiatives, MINI Living, this AR app concept helps encourage users to think critically about their urban spaces.

By placing geometric shapes in small, empty or wasted spaces around the city via a cloud-linked social AR experience, it asks users to come up with ideas for how that space could be transformed for the better. The app's ultimate goal was to help users live MINI's brand promise: big life, small footprint.

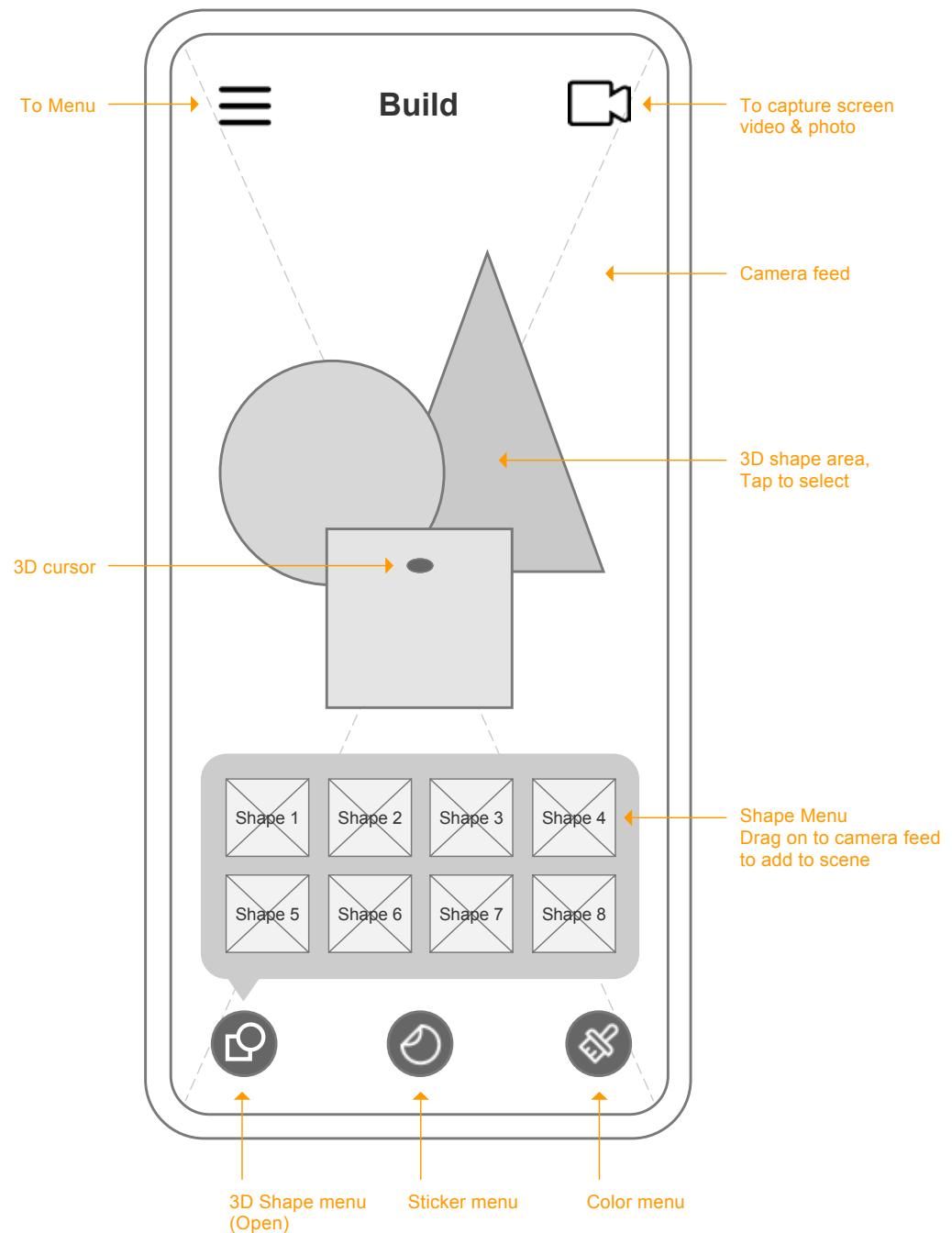
UX/UI Director: app concept,  
user experience & interaction design

Completed at Wunderman Thompson

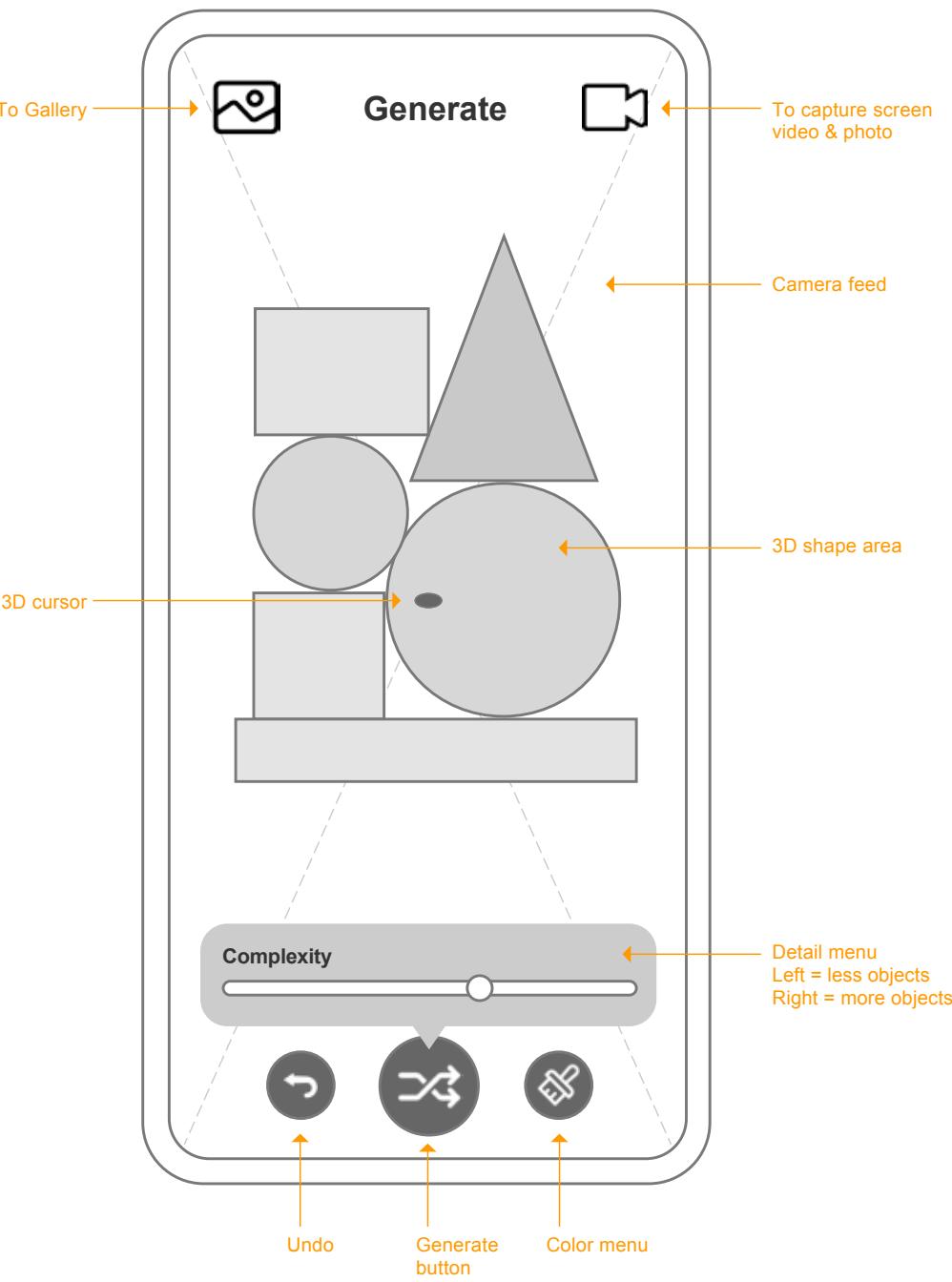


# Exploration of interaction structures

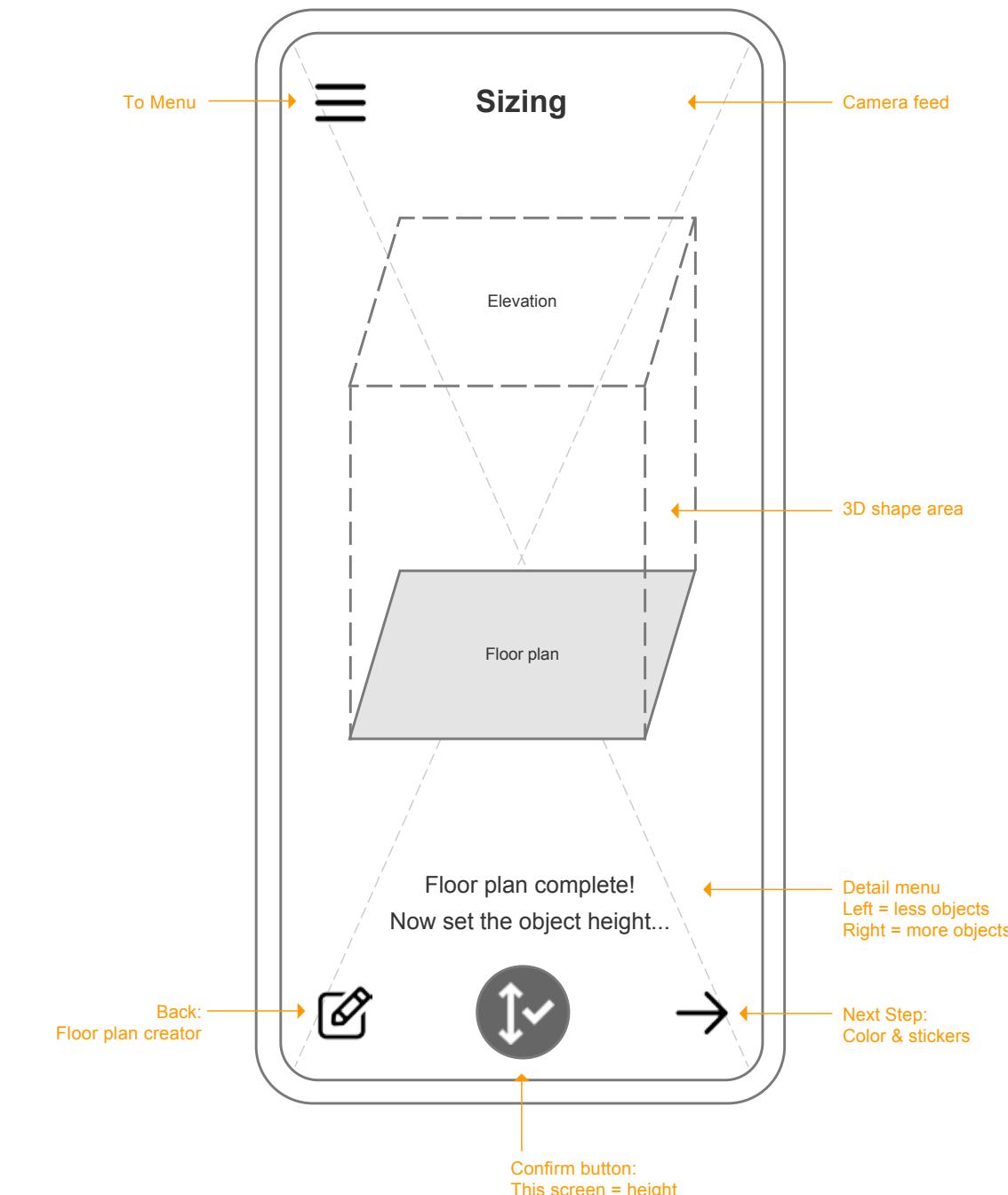
Concept #1: full custom editing



Concept #2: auto generated with settings

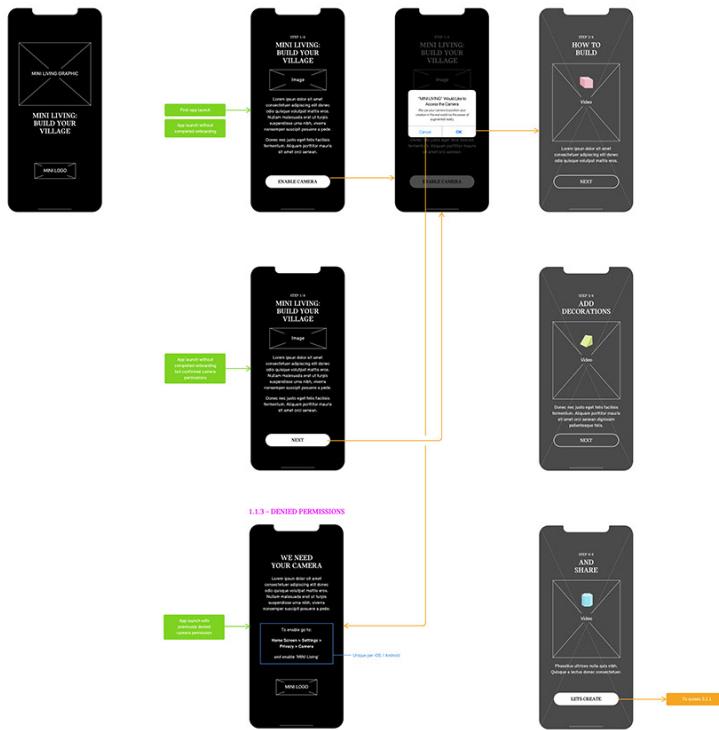


Concept #3: simple minimal object

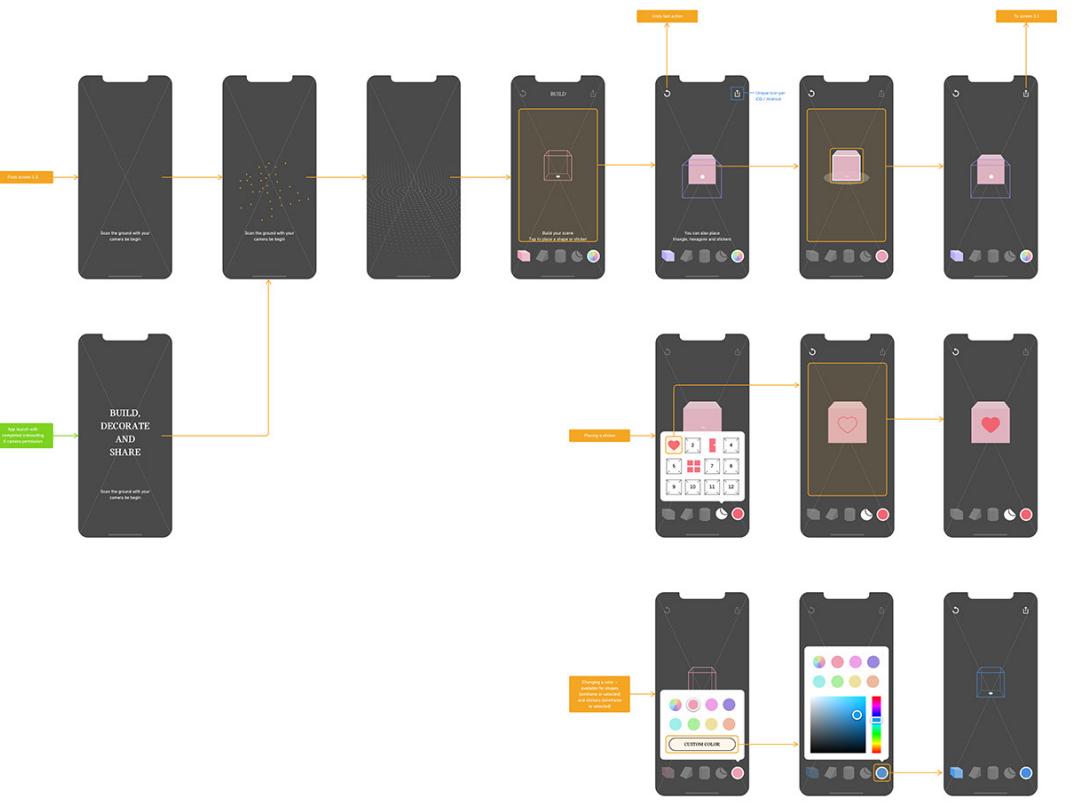


# Concept #1 development – user flow wireframes

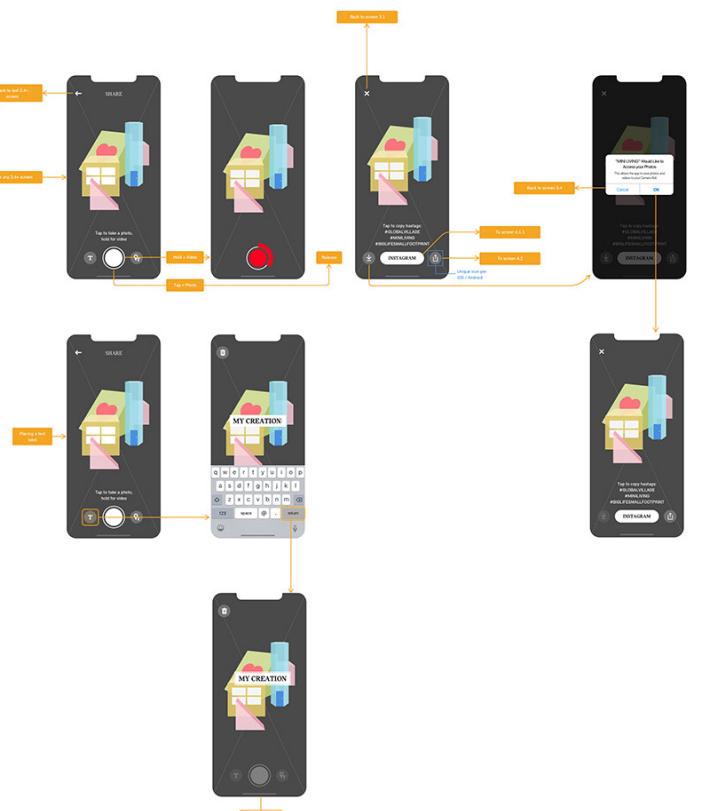
## Onboarding



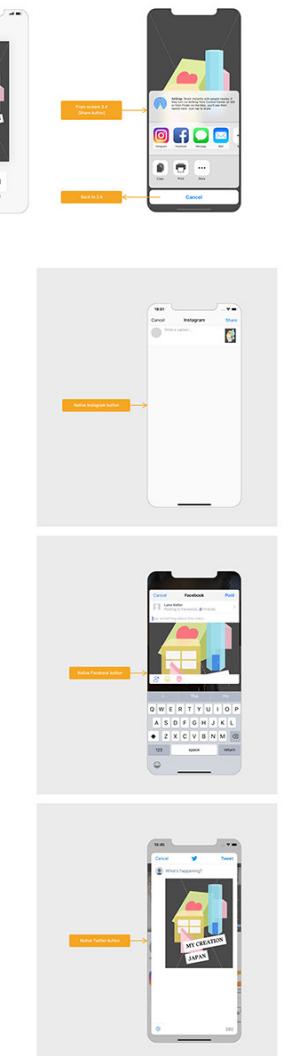
## Build



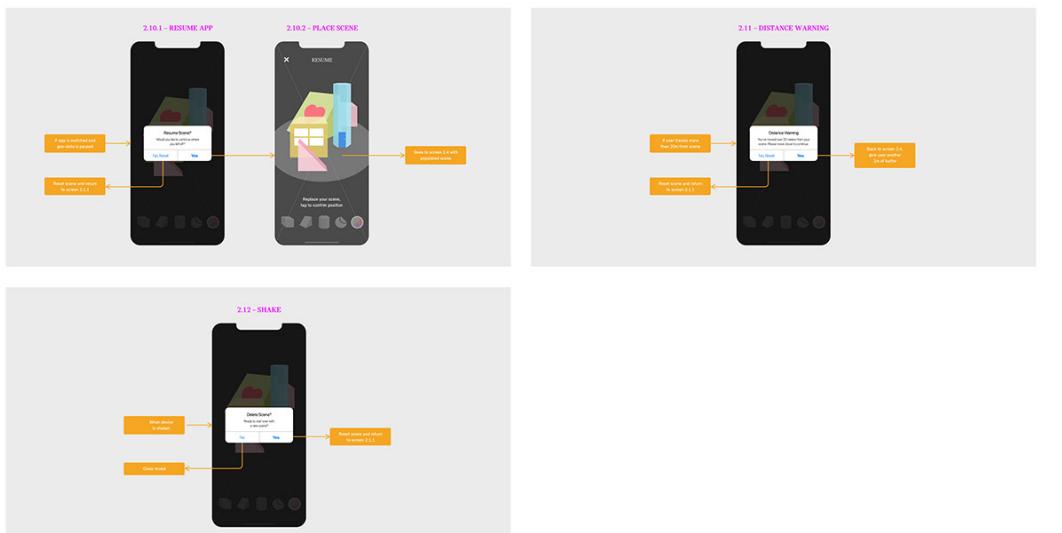
## Capture



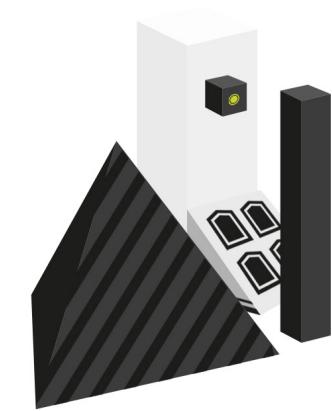
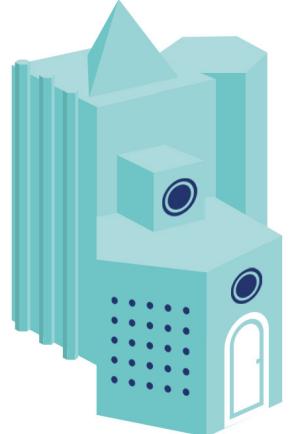
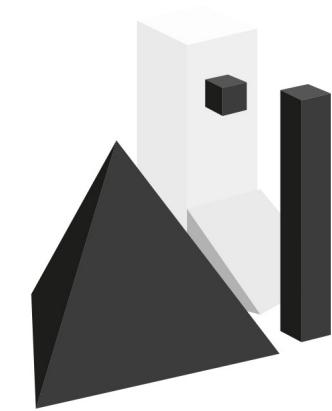
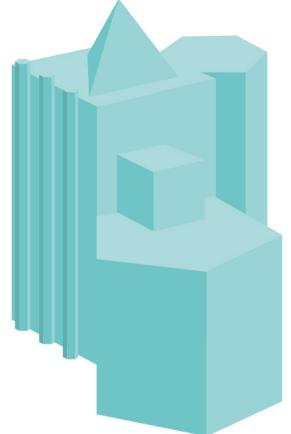
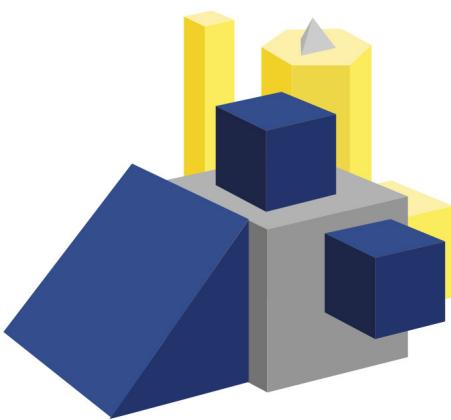
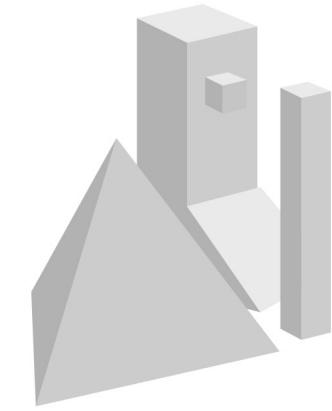
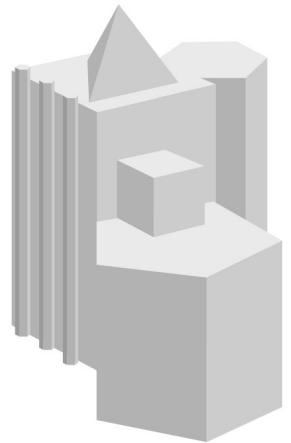
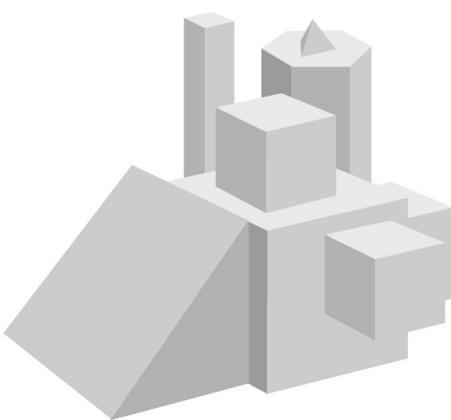
## Share



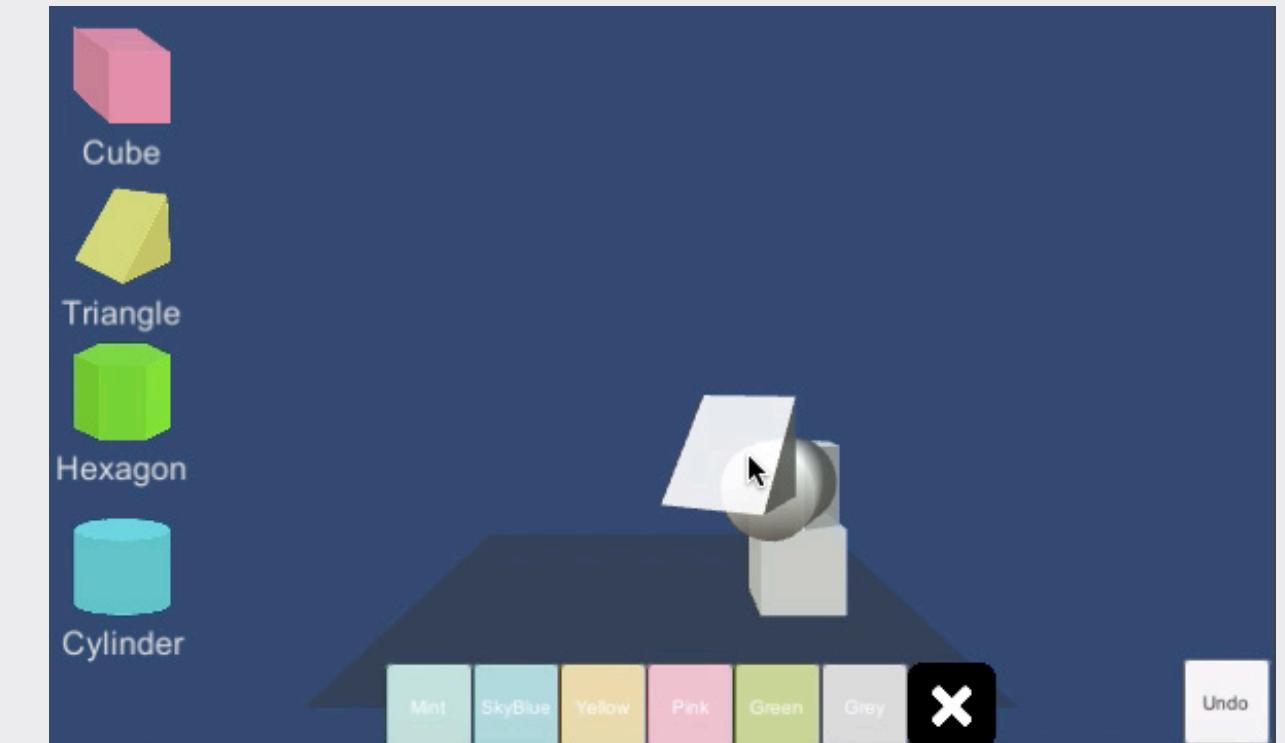
The full user flow was mapped out into 4 stages. Each stage had a single purpose, helping guide users to the end goal of sharing their creation via social media.



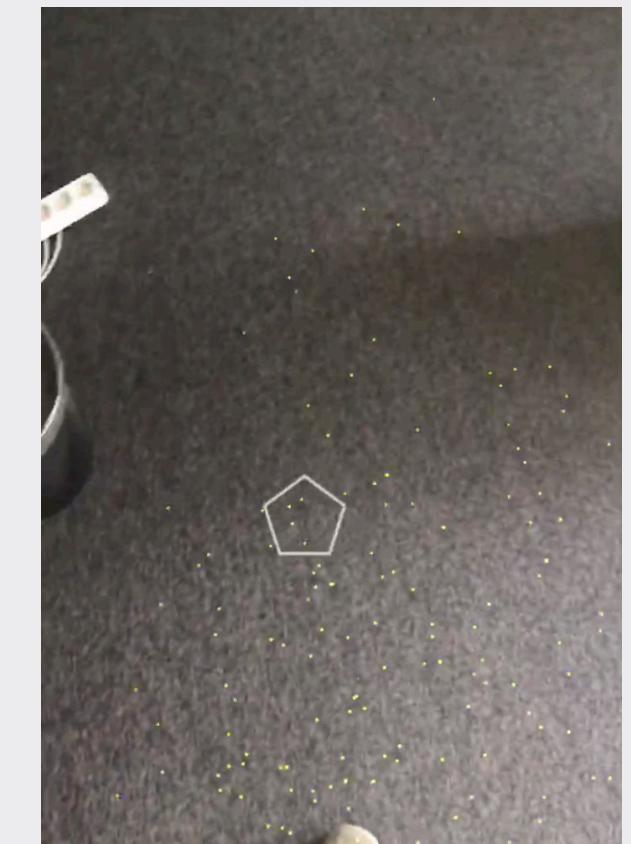
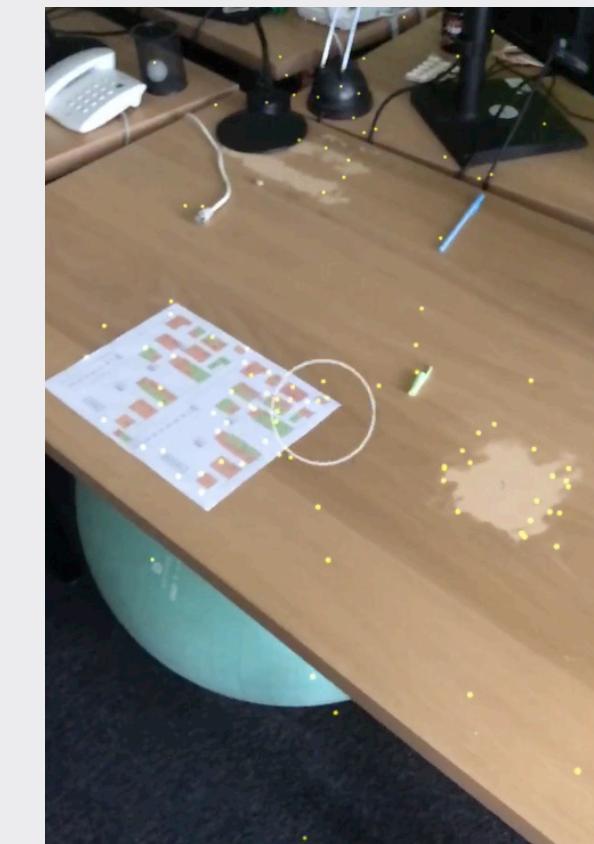
Example creation concepts



Proof of concept building editor



Proof of concept AR surface recognition



# Bayer Centargo

With a new injector system launching soon, Bayer needed a bold new communication asset to help sales people effectively communicate the value of Centargo to clients in-person and via remotely video calls.

The solution was to create an iPad based edetailer that used interactivity to allow sales staff to showcase Centargo and create their own product and sales narrative crafted to suit each customer's needs.

UX/UI Director: digital strategy & app

Completed at Wunderman Thompson

DO LESS. CARE MORE.

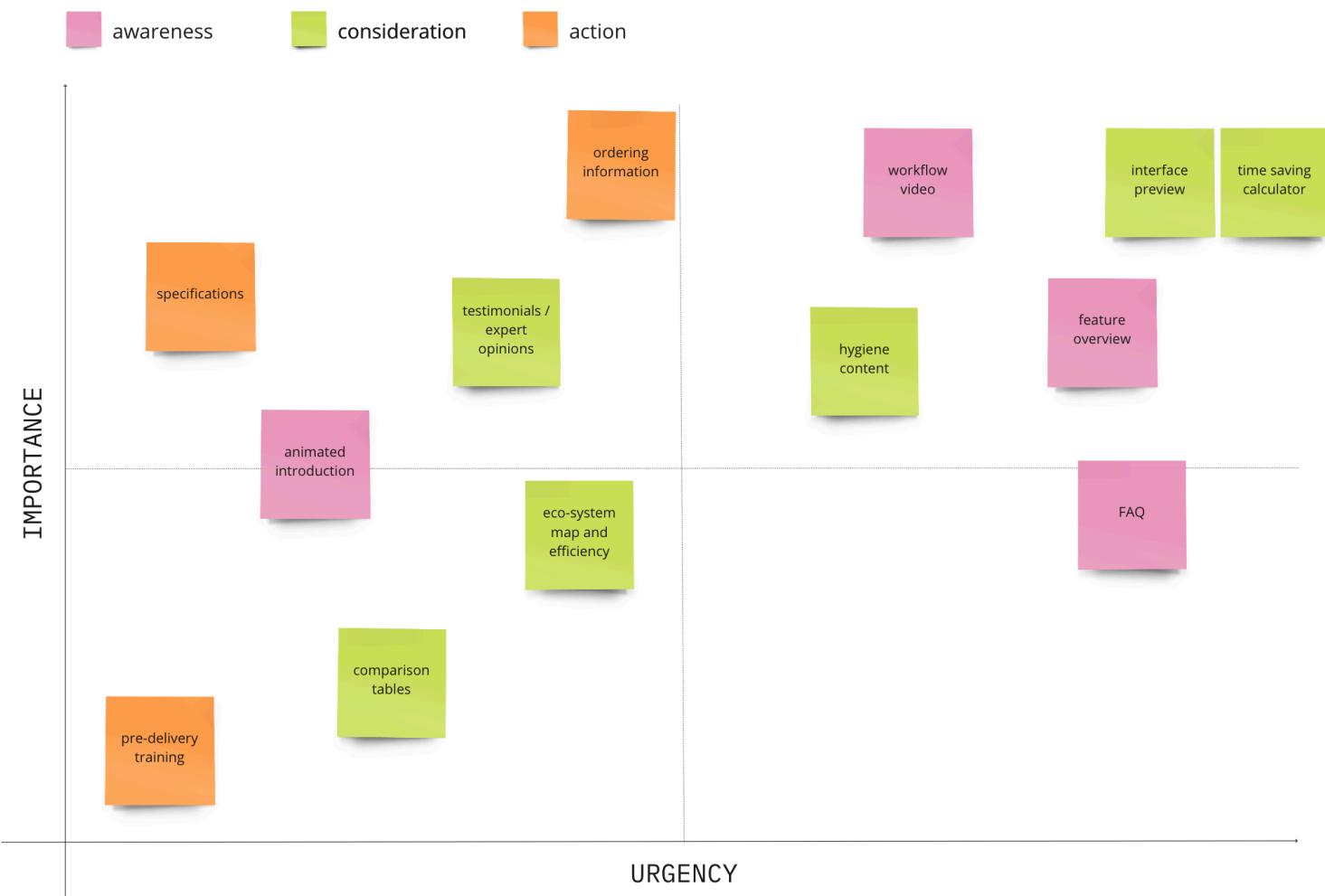
MEDRAD® Centargo  
CT Injection System

Clear Direction. ➤ From Diagnosis to Care.

BAYER

# Concept Direction

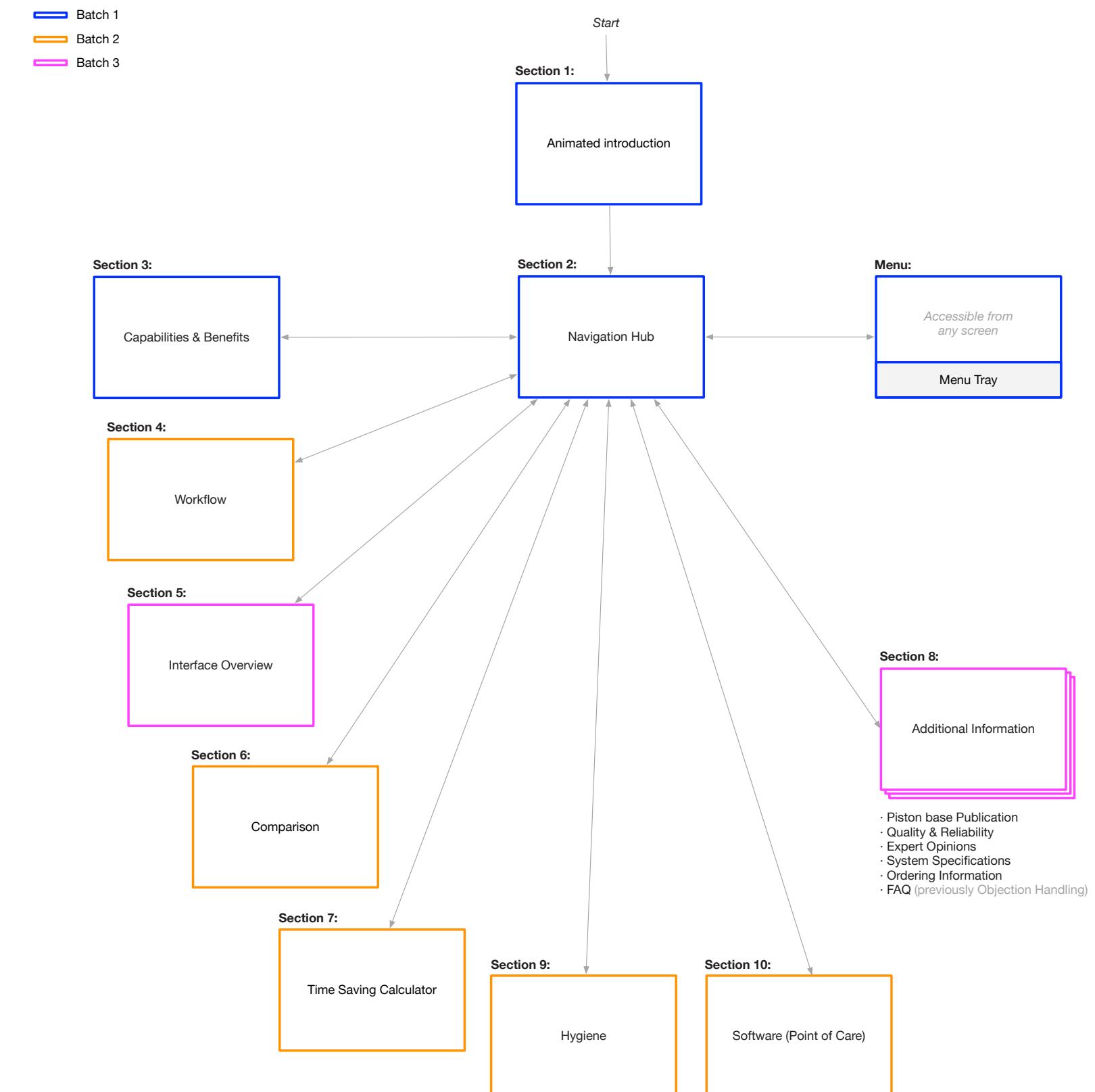
## Research – stakeholder interviews & card sorting



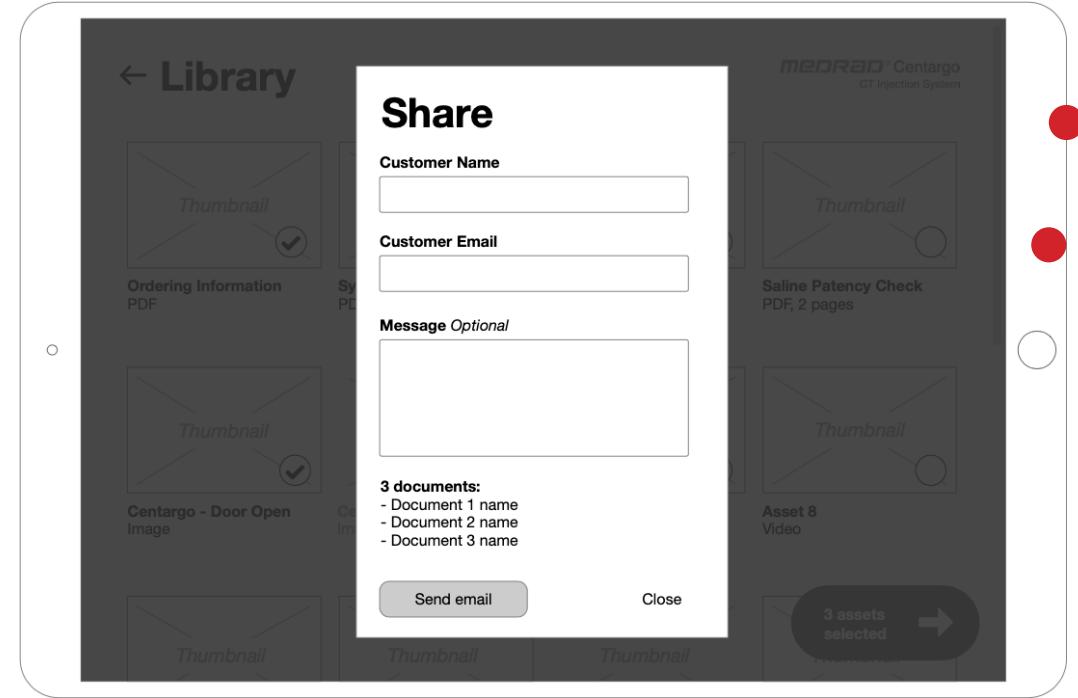
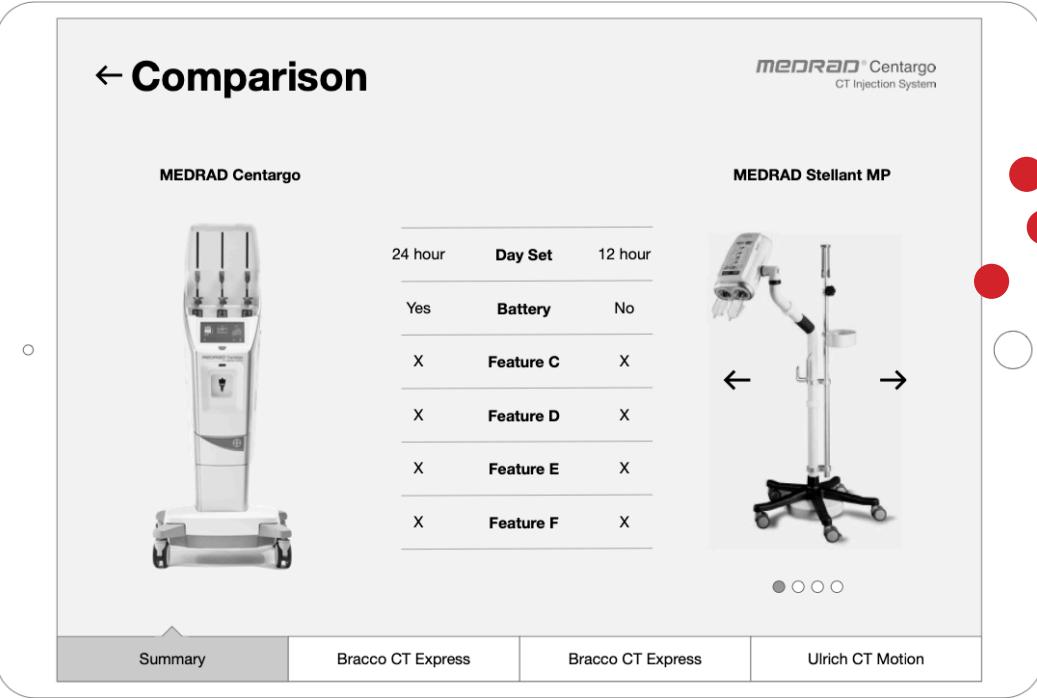
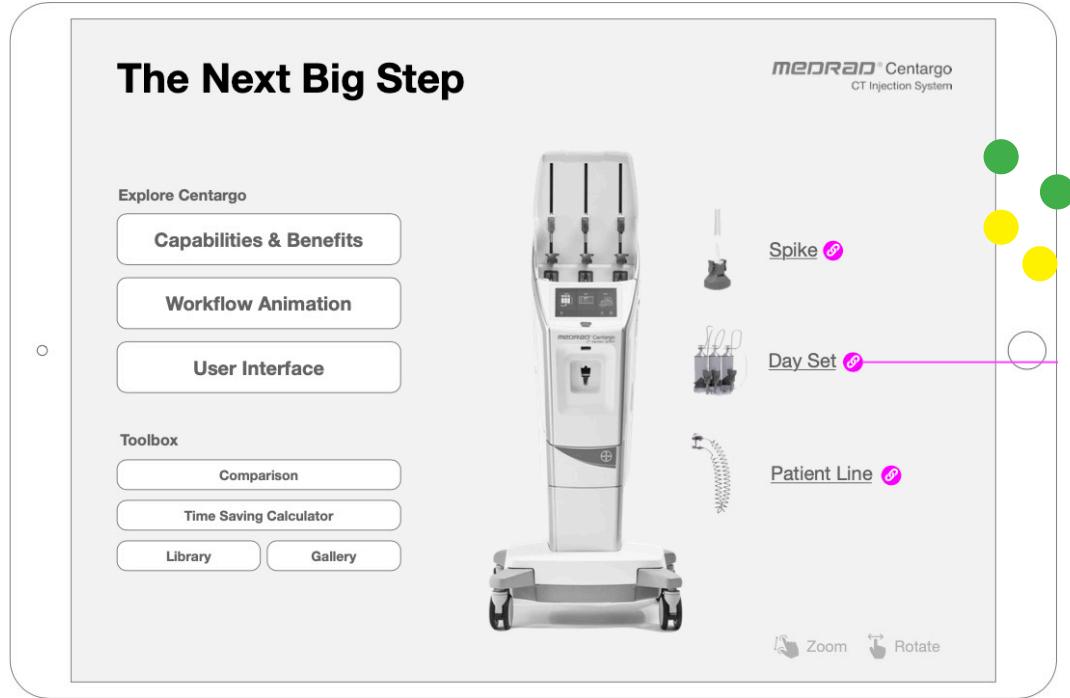
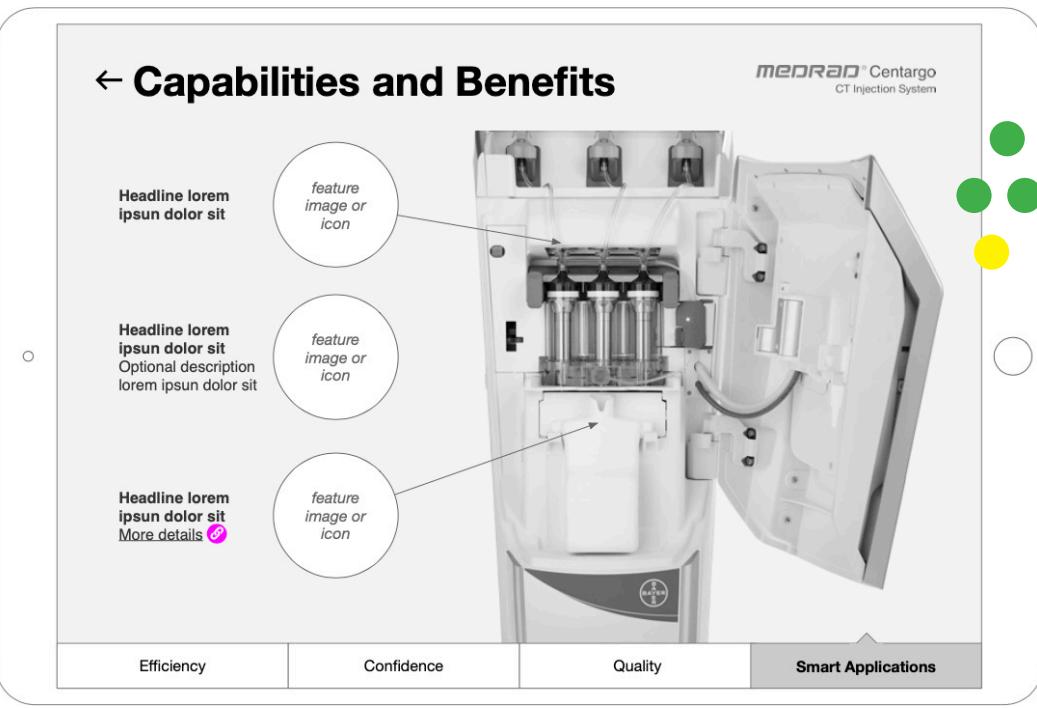
To best address sales staff need's, a range of stakeholder interviews and competitor research were completed. The outcome of this research was a large list of feature possibilities, which were then tested and prioritised with end users to create a roadmap for staged development and rollout of the iPad edetailer.

Card sorting exercises with end users gave us clarity on their communication needs when selling Centargo to clients at hospitals and remote meetings. The key insight from this work, was a need for communication tools to help show the workflow difference between Centargo and its competitors digitally, since the Centargo injector device was never taken to sales appointments due to its large size and complex initial setup.

## Proposed sitemap & user flow



## Feature exploration & testing



*"Facts and figures can be misleading. How does it really work?" - User*

During testing, users indicated they preferred to know more about the Centargo workflow via interactive tools than direct comparisons. This lead to a new round of concepts focusing on showing not telling.

# Handover documentation

02.0 - Navigation Hub Notes

**Navigation Hub Notes**

**Description:**

- A central screen that provides in-page navigation to all other sections of the edetailer. The injector in the middle of this screen is interactive and should be zoomable & rotatable.

**Interactions:**

- x6 main buttons, each linking to a different screen.
- Pinching or Swiping on the Injector takes users to 'Screen 2.2'
- When in the zoom view 'Screen 2.2' most Hub elements disappear and a new 'Close' button appears.
- Ability to launch x2 Pop-Up Viewers

**Zoom & Rotate Interactions:**

- When the user pinches or swipes on the Injector there are zoom and rotate animations.
- See motion prototype 'Screen 2 - Navigation Hub' for reference.

**Description:**

- An interactive zoom and rotate view of the injector.
- Most elements from 'Screen 2.1' disappear on this screen.

**Interactions:**

- Users can pinch to zoom in and out
- Users can swipe vertically to pan up and down
- Users can swipe horizontally to rotate left and right
- 'Close' button fully zooms out the injector, returning the user back to 'Screen 2.1'.

**Implementation:**

- To be confirmed...

02.1 - Navigation Hub

**The Next Big Step**

**medRAD® Centargo**  
CT Injection System

**EXPLORE CENTARGO**

- Benefits
- Animation
- User Interface

**TOOLKIT**

- Time-saving Calculator
- Library
- Gallery

**Zoom** **Rotate**

02.2 - Zoom & Rotate View



02.X - Interaction Styles

**Navigation Hub Interaction Styles**

**Orange Buttons – Normal**

**Capabilities & Benefits**

**Orange Buttons – Pressed**

**Capabilities & Benefits**

**Text Button – Normal**

**Text Button – Pressed**

**Close Button – Normal**

**Close**

**Close Button – Pressed**

**Close**

02.1 - Navigation Hub - Touch Targets

**The Next Big Step**

**medRAD® Centargo**  
CT Injection System

**EXPLORE CENTARGO**

- to Screen #3.1 Benefits
- to Screen #4.1 Animation
- to Screen #5.1 User Interface

**TOOLKIT**

- to Screen #6.1 Time-saving Calculator
- to Screen #7.2 Library
- to Screen #7.1 Gallery

**Pinch or Swipe to Zoom, Rotate & Pan to Screen #2.2**

**Launches Pop-Up Viewer #P01**

**Launches Pop-Up Viewer #P02**

**Zoom** **Rotate**

02.2 - Zoom & Rotate View - Touch Targets



## The Next Big Step

**EXPLORE CENTARGO**

- Benefits
- Animation
- User Interface

**TOOLKIT**

- Time-saving Calculator
- Library
- Gallery

 MEDRAD® Centargo  
CT Injection System

 24-Hour Day Set >

 Patient Line >



## < Do Less. Care More.

 24-hour Day Set >

 One-click Patient Line >

 Integrated Barcode Reader >

 Automatic

**MEDRAD® Centargo**  
CT Injection System

 Flexible Fluid Loading >

## < Save Time. Care More.

**MEDRAD® Centargo**  
CT Injection System

Enter your current injector statistics:

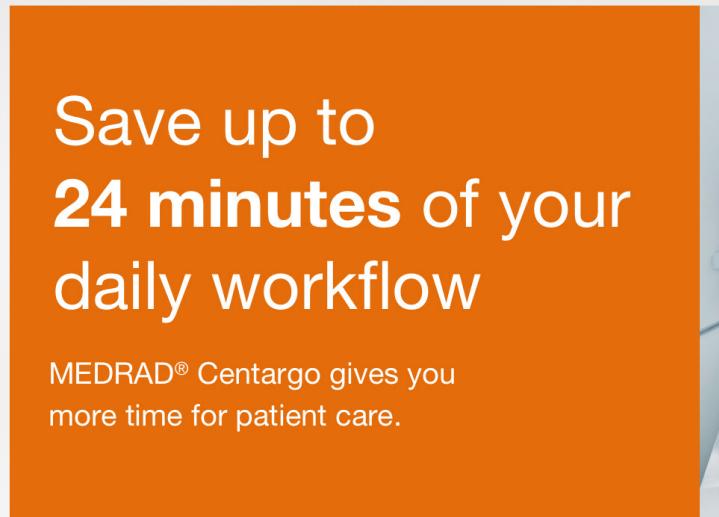
Setup time – start of day: 5 minutes

Number of multi-patient sets used per day: 3 sets

Patient change over time: 2 minutes

Number of contrast-enhanced procedures per day: 35 patients

Calculate Time Savings

  
Save up to  
**24 minutes** of your  
daily workflow

MEDRAD® Centargo gives you more time for patient care.



Based on 2 min daily (24 hour) set-up time and 20 second change over time per patient.

## < Library

**MEDRAD® Centargo**  
CT Injection System

**Technical Specifications** PDF, 3 pages

**Ordering Information** PDF, 2 page

**Air Management: Design Strategy and Verification** PDF, 2 pages

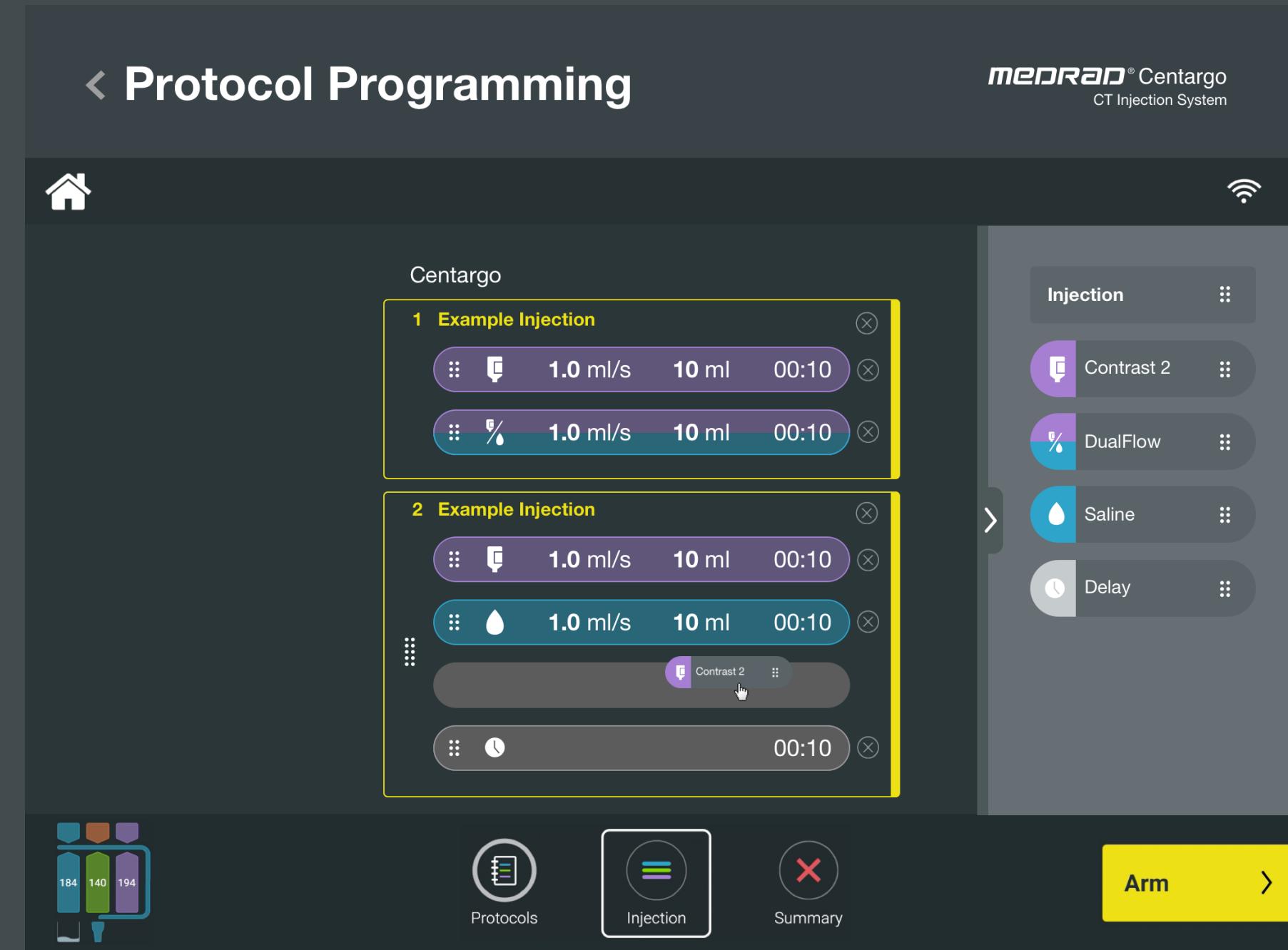
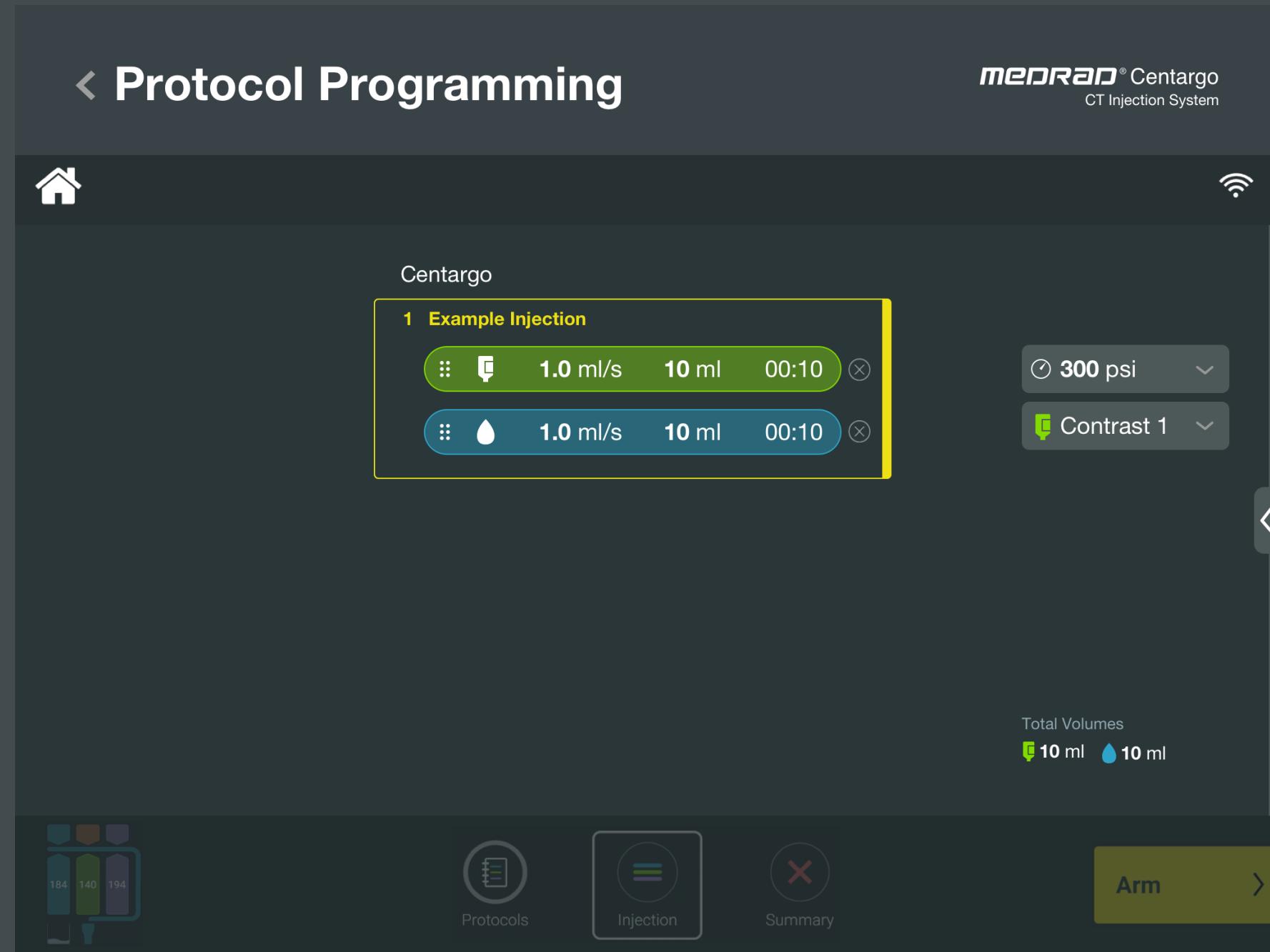
**Battery Life and Charging Performance** PDF, 2 pages

**Heat Maintainer Performance**

**Saline Patency Check: New Features**

**Use of Two Contrast Media In**

**Labeling and Sterilization Approach**



The most detailed feature we designed and built was a limited scope version of Centargo interface directly in the iPad edetailer. This allowed both sales staff and customers to program real workflows and see the benefit of Centargo's focus on workflow efficiency.

# #MyContraception

#MyContraception is a personalised campaign and responsive website created to help women explore their contraceptive options.

Using 9 personas, digital re-targeting and personalisation in Drupal via Acquia Lift, content was specifically tailored to every stage of the communication cycle: Awareness, Consideration & Act. This resulted in always delivering the right message, at the right time.

UX/UI Director: user experience & interaction design

Completed at Wunderman Thompson

Bayer Global Contact us Select Location & Language

HOME CONTRACEPTION METHODS CAN YOU RELATE? Search...

**#MYCONTRACEPTION**

LATE PERIOD?  
DON'T WORRY,  
SUPPORT IS  
AVAILABLE

FIND OUT MORE →

KNOW YOUR OPTIONS

**THE IUS**  
Also known as 'The Hormonal Contraceptive'.

**THE IUD**  
Also known as 'The Copper Coil'.

**THE IMPLANT**  
A small, flexible silicone rod that

**THE PILL**  
A small tablet containing

mycontraception.com

Bayer Global Contact us Select Location & Language

#MYCONTRACEPTION

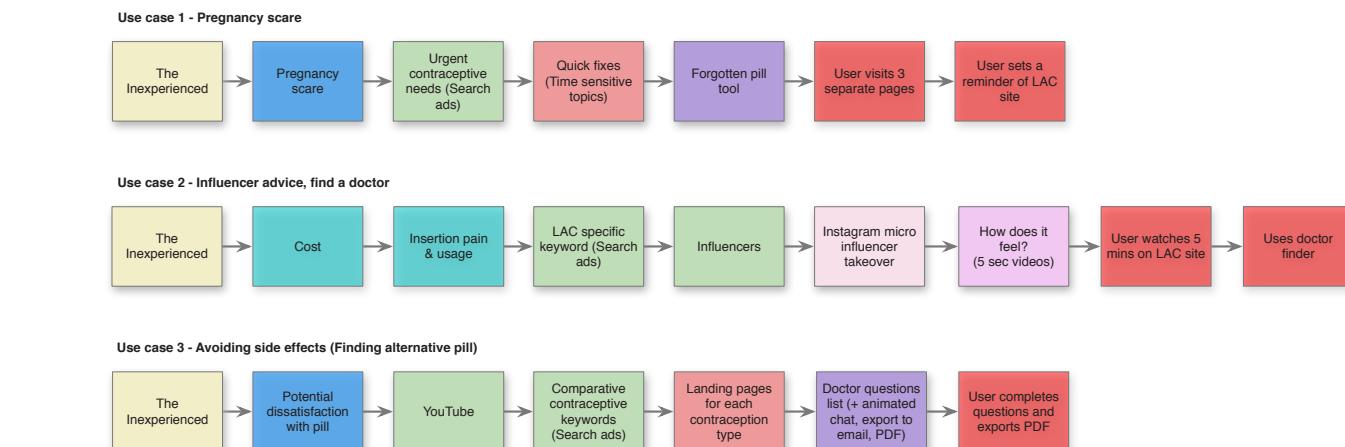
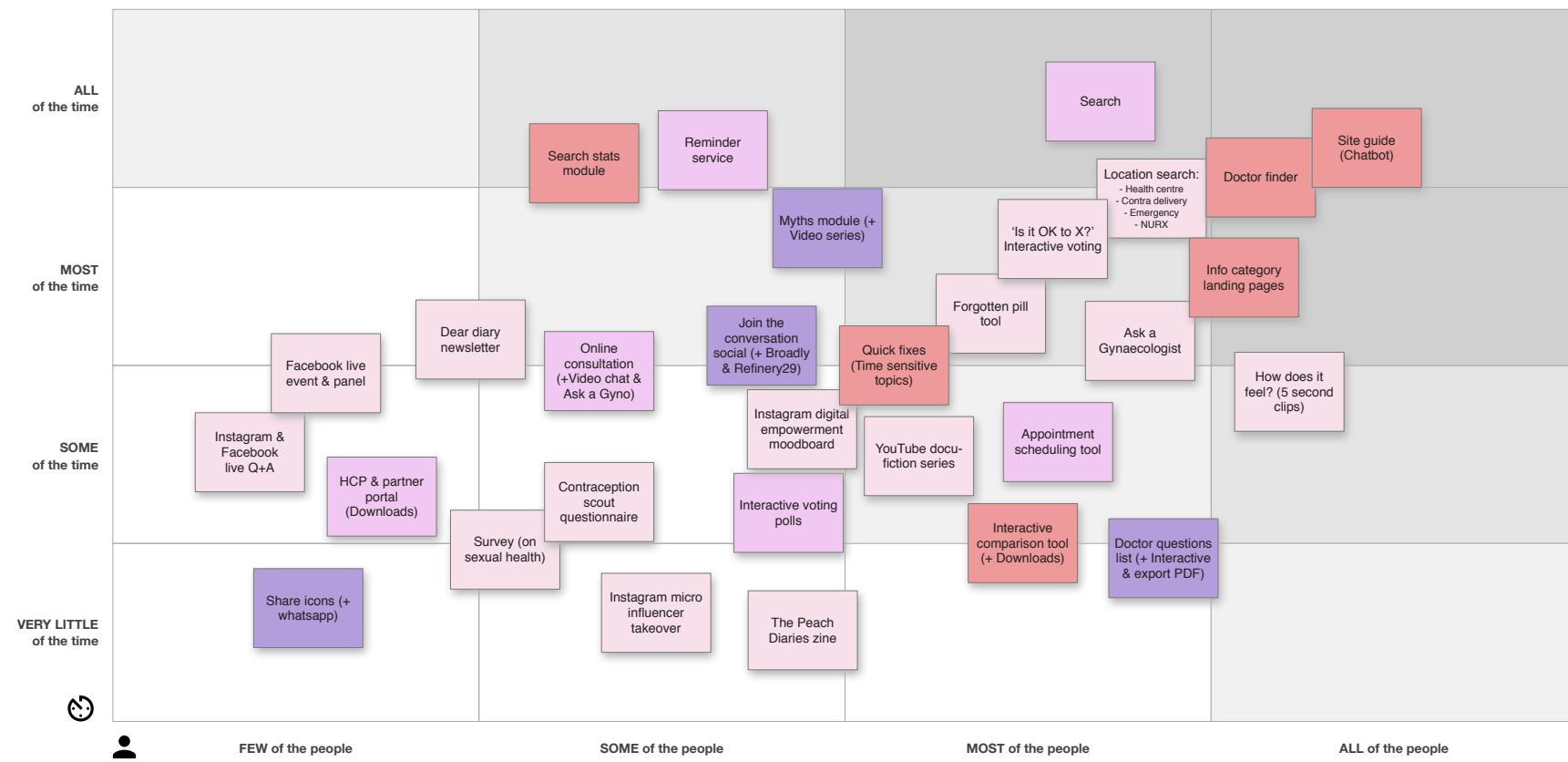
FORGOT YOUR PILL?  
IT HAPPENS TO THE  
BEST OF US.

MANY WOMEN  
STRUGGLE TO  
REMEMBER EVERY DAY

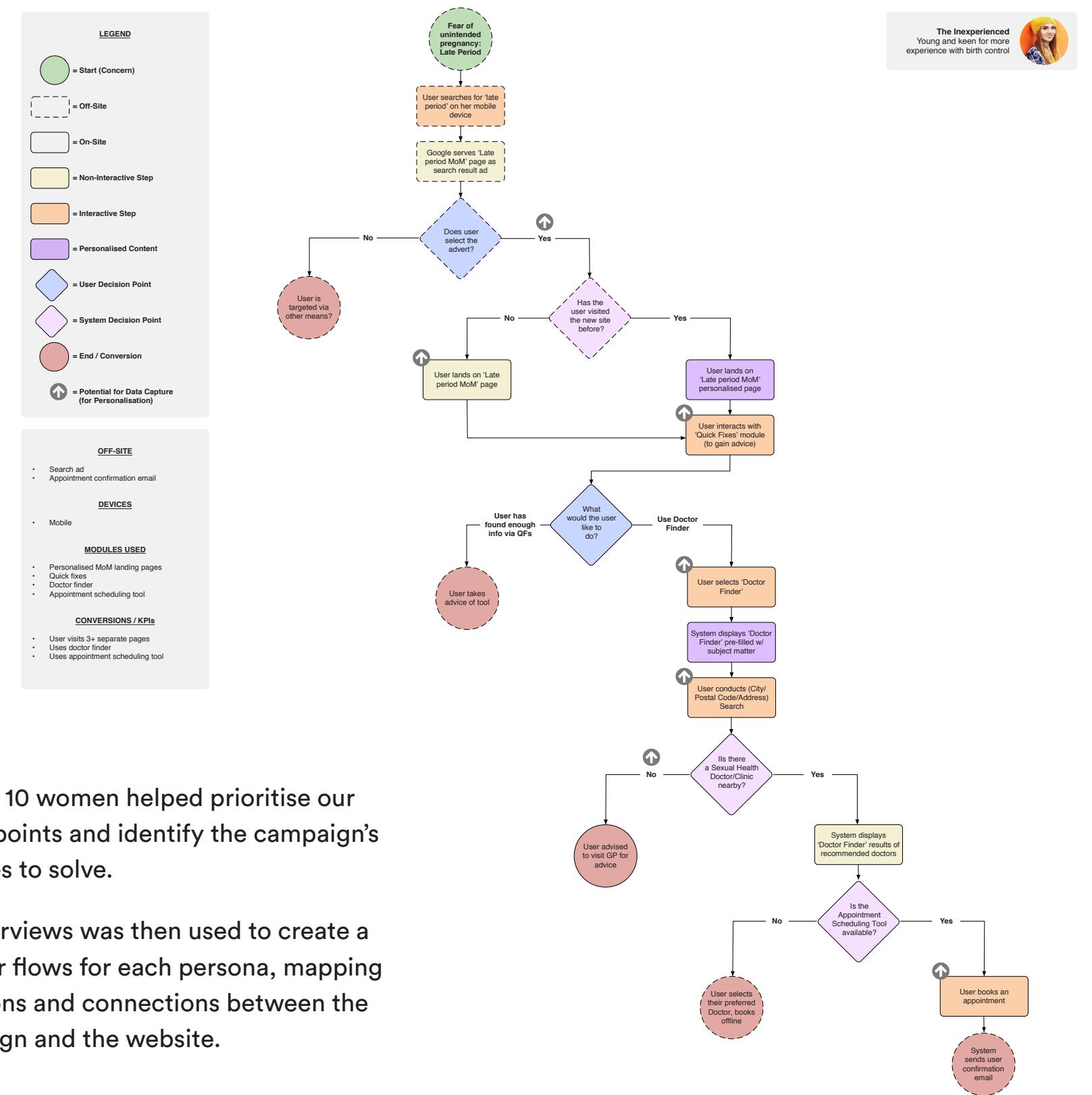
It may sound simple, but for many women remembering to take the pill every day is easier said than done. Whether you forgot your pill due to work, travel, family, or other

# Concept research

## User interview results



## User journey

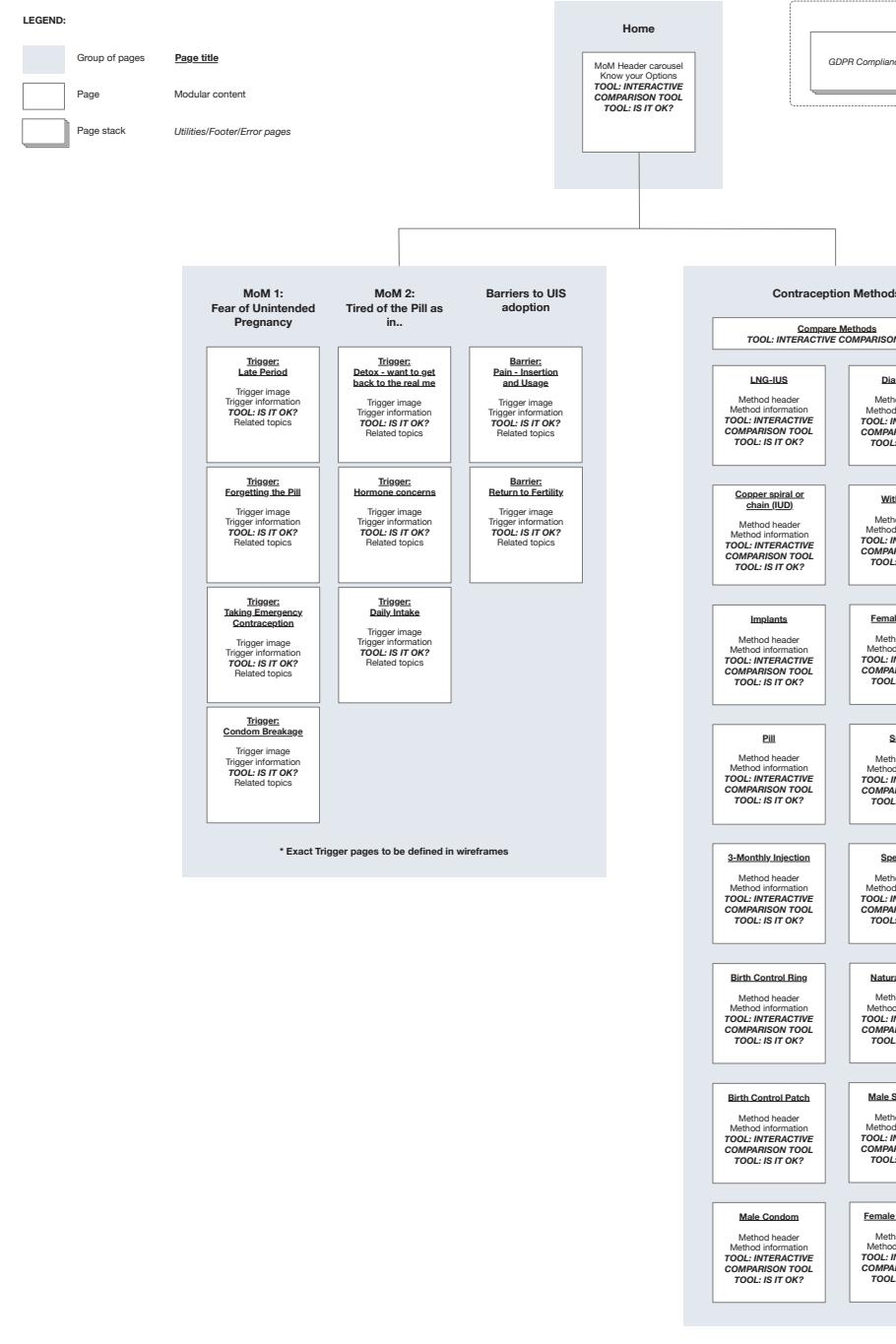


User interviews with 10 women helped prioritise our concepts, find pain points and identify the campaign's biggest opportunities to solve.

Data from these interviews was then used to create a series of sample user flows for each persona, mapping out all possible actions and connections between the social media campaign and the website.

# Concept development

## Site architecture



## High fidelity wireframes

**#ITSMYCHOICE**

Home Moments of meaning ▾ Contraception methods ▾ Search English ▾ Logo

**LOREM IPSUM DOLOR SIT AMET**  
#ITSMYCHOICE

**PHOTO**

**KNOW YOUR OPTIONS**

**Method 1 »** Lorem ipsum dolor sit amet consectetur adipiscing elit donec odio quisque volutpat mattis.

**Method 2 »** Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci aenean dignissim.

**Method 3 »** Phasellus ultrices nulla quis nibh. Quisque a lectus donec.

**Method 4 »** Morbi in sem quis dui placerat ornare pellentesque odio nisi euismod in pharetra.

**ICON**

**ICON**

**ICON**

**ICON**

**COMPARE METHODS**

**WEBSITE INTRODUCTION**

LOREM ipsum dolor sit amet consectetur adipiscing elit. Phasellus hendrerit pellentesque aliquet nibh nec urna in nisi neque, aliquet vel dapibus id mattis vel nisi.

**PHOTO**

**FEATURE: INTERACTIVE COMPARISON TOOL**

LOREM ipsum dolor sit amet consectetur adipiscing elit donec odio quisque volutpat mattis eros.

**EXPLORE >**

**HIGHLIGHT 1**

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci aenean aliquam augue, eu vulputate magna. Donec nec justo eget felis facilisis fermentum.

**HIGHLIGHT 2**

Nunc dapibus neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna. Donec nec justo eget felis facilisis fermentum.

**IS IT OK?**

LOREM IPSUM DOLOR SIT

VESTIBULUM AUCTOR

ALIQUAM TINCIDUNT

Carrier 12:00 PM 95%

Start 1 2 3 4 5 6 7

**Contraception Scout Questionnaire**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Start »

Live points tally

0 0 0 0 0 0

Icon Icon Icon Icon Icon Icon

What do these scores mean? ^

2+ 2+ points: Lorem ipsum dolor sit amet, consectetur adipiscing elit

1+ 1+ points: Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

0 0 points: sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Carrier 12:00 PM 95%

Question 1 of 9

**How would you describe your current sex life?**

I'm in a relationship and have sex with a steady partner.

I am single and have sex with changing partners.

I have irregular or occasional sex.

« Back Skip » Next »

Live points tally

2 2 2 1 1

Icon Icon Icon Icon Icon

What are your results, in order of recommendation? Now export them and take to your doctor, or use our Doctor Finder

Download PDF Doctor Finder »

1. The IUS » 12 POINTS

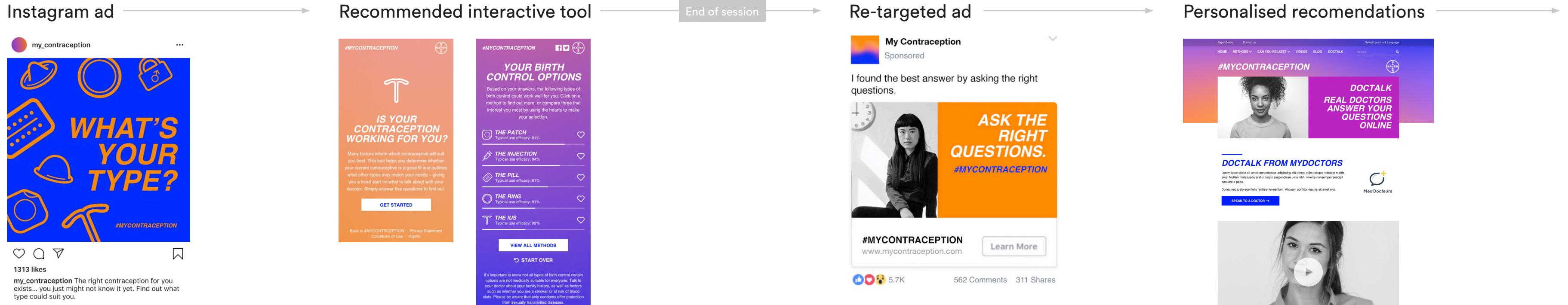
2. The IUD » 12 POINTS

3. The Implant » 11 POINTS

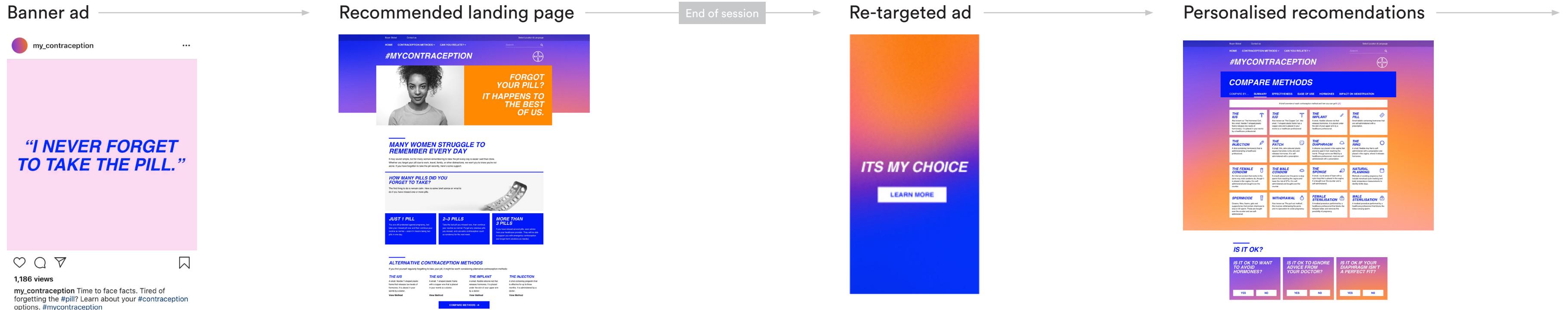
LOREM ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

# Personalisation via Acquia Lift

## Example journey #1



## Example journey #2





## #MYCONTRACEPTION

**THE IUS – AKA THE HORMONAL COIL**

A SMALL DEVICE THAT STOPS SPERM IN THEIR TRACKS.

**FITTED IN MINUTES,  
WORKS FOR YEARS**

The intrauterine system (IUS) is a small, soft, T-shaped device with a reservoir containing a progestin hormone that is placed in your womb by your doctor or nurse. It slowly releases the hormone, which thins the lining of your womb and thickens cervical mucus, making it harder for sperm to get through. It's 99.8% effective, so you're about as protected against pregnancy as you can be.

A couple of consultations with your doctor or nurse is about all that's needed. Once you've discussed it, and decided that it's the right method for you, the IUS can be fitted. It works continuously for up to 3 or 5 years with no daily or weekly routine to remember, so it's a great option for everyone looking for a long-acting contraception. If and when you decide to stop using it, the contraceptive effect of the IUS wears off quickly, allowing you to return to fertility.

**HOW IT MEASURES UP****EFFICACY WITH TYPICAL USE**

Since it is given with a prescription and inserted by a doctor or nurse, the possibility for error is very low and the efficacy of the hormonal coil is high. Should you have a concern about the placement of your IUS, consult your doctor or nurse immediately.

[View 'Perfect' Use Efficacy Rate](#)**HORMONES**

Yes. A progestin hormone is released from the IUS into the womb and acts mainly locally.

**EASE OF USE**

The IUS must be fitted by a doctor or nurse, but once it is correctly placed it is effective for up to 3 or 5 years. If you want to stop using the IUS, a doctor or nurse can remove it in minutes.

**MY PERIOD**

Heavier periods may become lighter and less painful, and periods may become less frequent in general. However some women experience cramps and irregular bleeding. Spotting is also common in the first 6 months of use.

[COMPARE METHODS →](#)**CAN THE IUS FALL OUT OR GET STUCK INSIDE ME?**

The Hormonal Coil must be placed by a doctor or nurse, who will ensure it is correctly positioned. Occasionally, muscle contractions during menstruation can push it out of place or expel it, and very rarely it can perforate the wall of the uterus. If you experience any unusual bleeding, pain, or discomfort, you should consult your doctor or nurse as soon as possible.

**IS IT OK?****IS IT OK TO SWITCH PILL BRANDS?****YES****NO****IS IT OK TO TAKE THE PILL AT A DIFFERENT TIME EVERY DAY?****YES****NO****IS IT OK TO TRY TO GET PREGNANT AS SOON AS YOU STOP TAKING THE PILL?****YES****NO****KNOW YOUR OPTIONS****THE IUS**

Also known as 'The Hormonal Coil', this small, flexible T-shaped plastic frame releases low levels of hormone(s). It is placed in your womb by a healthcare professional and lasts for 3 to 5 years.

**THE IUD**

Also known as 'The Copper Coil', this small, flexible T-shaped plastic frame has a copper wire and is placed in your womb by a healthcare professional. It prevents pregnancy for 5 to 10 years.

**THE IMPLANT**

A small, flexible silicone rod that releases hormones for up to 3 to 5 years. It is placed under the skin of your upper arm by a healthcare professional.

**THE PILL**

A small tablet containing hormones that needs to be swallowed at the same time each day.

[COMPARE METHODS →](#)

# RETHINK YOUR CONTRACEPTION.

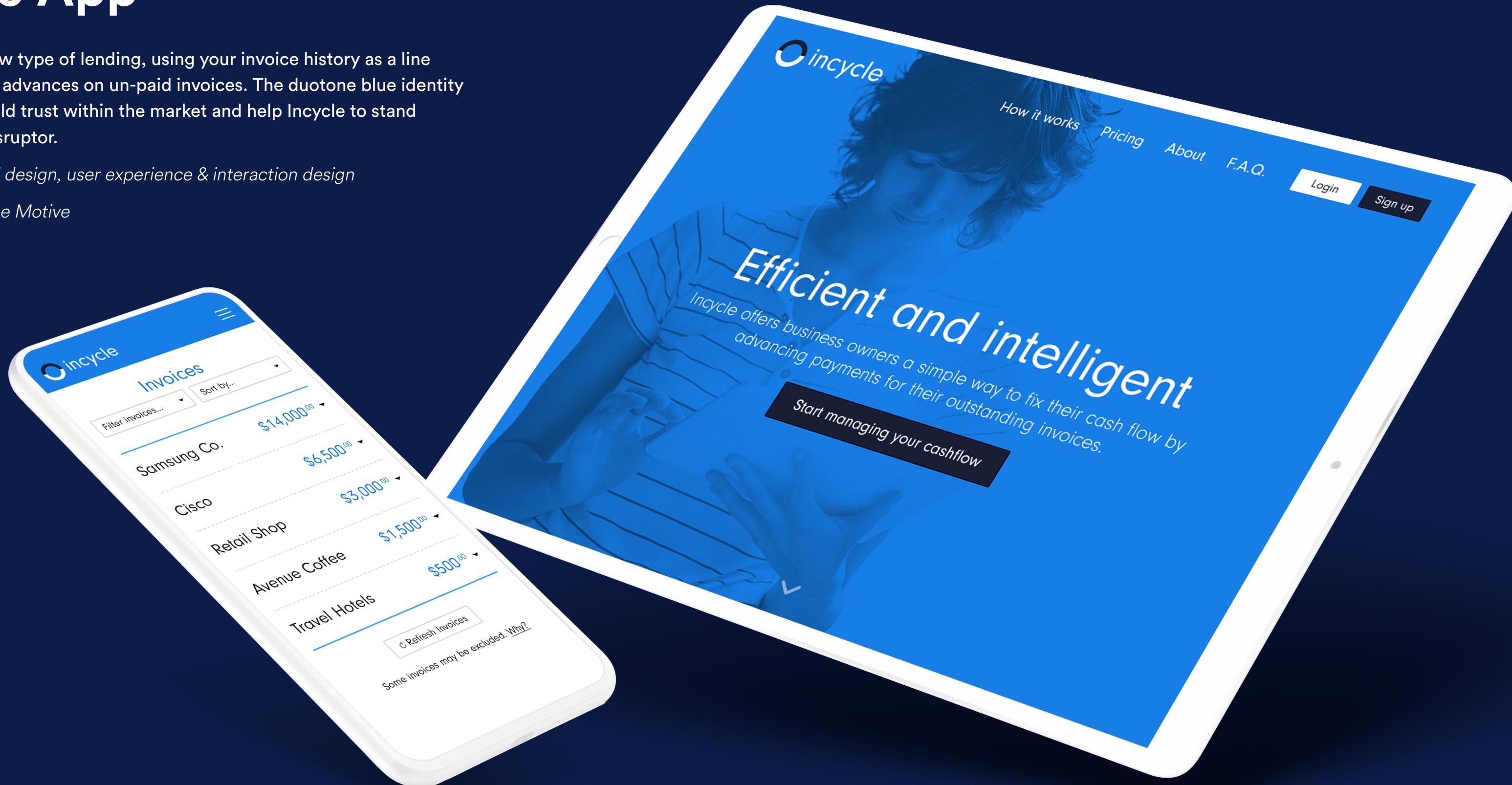
SHARE

# Incycle App

Incycle offers a new type of lending, using your invoice history as a line of credit, allowing advances on un-paid invoices. The duotone blue identity was created to build trust within the market and help Incycle to stand out as a market disruptor.

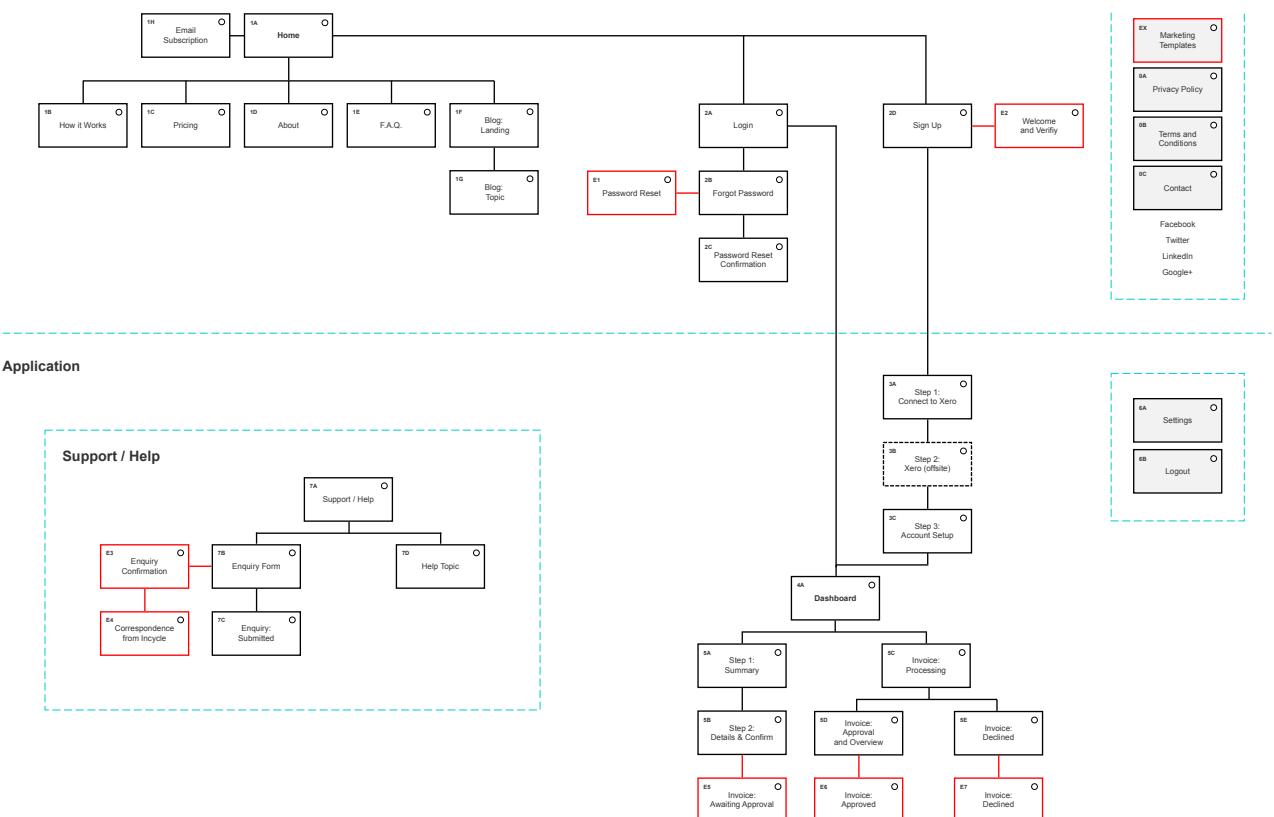
Project lead: brand design, user experience & interaction design

Completed at Prime Motive



# Wireframe development

## Public vs. login site architecture



Mapping out the structure of the completely new service was our first step in bringing Incycle to life. Website and app architecture and the user flow options were fully mapped out in their ideal state, while collaborating with development and 3rd parties.

Ethnographic research and interviews with potential customers tested, refined and challenged the sign up and lending process.

## Interface exploration

Modal 1.

You receive	You return
\$13,300	\$14,000

Weekly repayments  
12 ⚡  
Each payment  
\$1,166

Repayments begin  
25<sup>th</sup>Jan, 2015

Repayments end  
4<sup>th</sup> Apr, 2015

**CONTINUE**

Modal 2A.

Only displayed when multiple bank accounts exist

**Bank account**

Back

- Tyler P Coleman
  - COMMONWEALTH BANK  
AL9020 81100 003 9531
  - Business Saving  
ANZ  
AL9020 81100 003 9531
  - ISA Account  
ANZ  
AL9020 81100 003 9531
  - Tax Savings  
ANZ

Modal 2B.

**Bank account**

Back

Bank name  
Commonwealth Bank BSB  
630-000

Account name  
Tyler P Coleman

Account number  
AL9020 81100 003 9531

I confirm all the details above are correct

**SUBMIT & CONFIRM**

By submitting you agree to our  
Payment terms & Terms of use

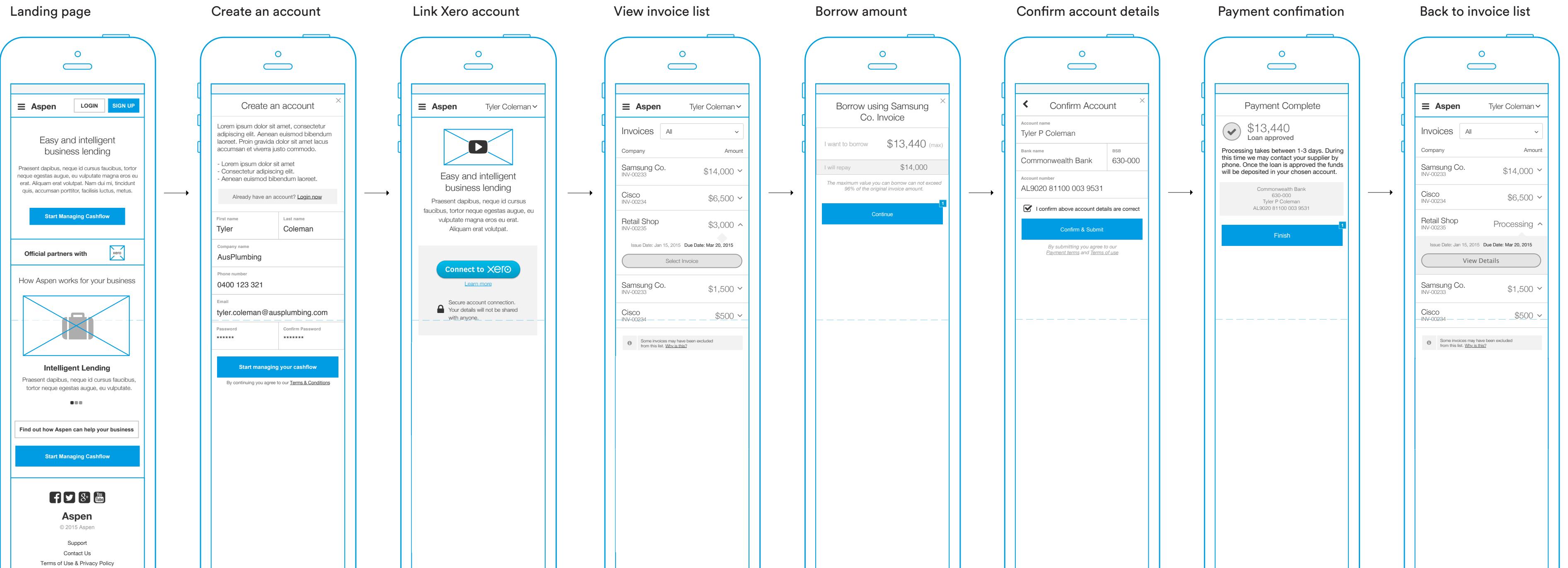
## High fidelity wireframes

Invoice	Company	Due Date	Invoice Total	Loan Amount
INV-00233	Samsung Co.	Mar 4, 2015	\$14,500.00	<b>\$14,000.00</b> ⓘ
INV-00234	Cisco	Mar 13, 2015	\$7,200.00	<b>\$6,500.00</b> ⓘ
INV-00235	Retail Shop	Mar 20, 2015	\$3,300.00	<b>\$3,000.00</b> ⓘ
INV-00236	Avenue Coffee	Mar 22, 2015	\$1,800.00	<b>\$1,500.00</b> ⓘ
INV-00237	Travel Hotels	Mar 26, 2015	\$520.00	<b>\$500.00</b> ⓘ

**incycle** © 2015 incycle | Support | Contact Us | Terms of Use | Privacy Policy

**Chat now**

## Example user flow



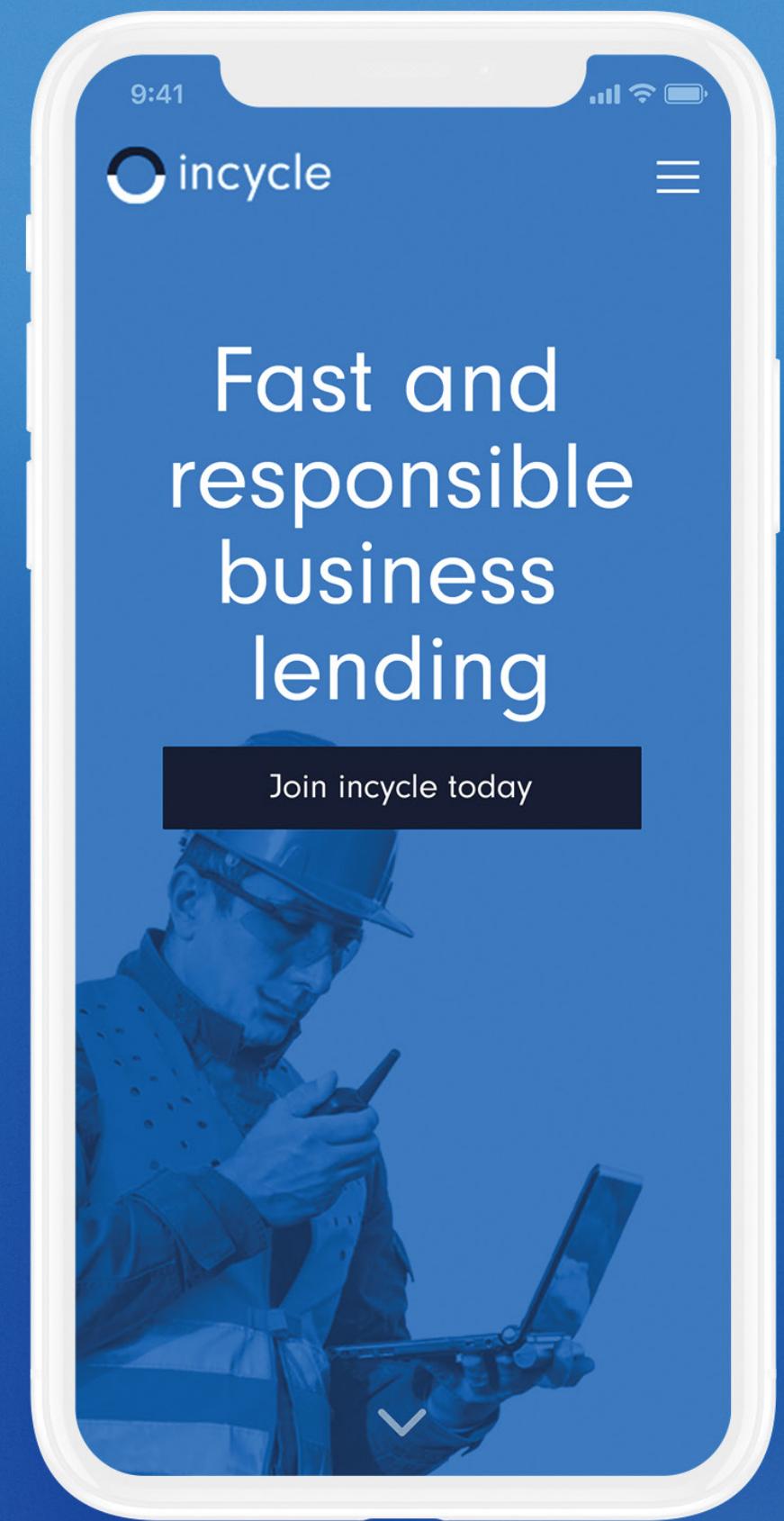
**incycle**

Invoices

Filter invoices... Sort by...

Samsung Co.	\$14,000.00
Cisco	\$6,500.00
Retail Shop	\$3,000.00
Avenue Coffee	\$1,500.00
Travel Hotels	\$500.00

Refresh Invoices Some invoices may be excluded. [Why?](#)



**incycle**

Step 1 of 3

Link your Xero account to Incycle

Get started by connecting your Xero account to Incycle...

Connect to Xero

Secure account connection. Your details will not be shared with anyone.

**Efficient and intelligent**

Incycle offers business owners a simple way to fix their cash flow by advancing payments for their outstanding invoices.

[Start managing your cashflow](#)

### How it works

Things don't always go according to plan so you can count on us when you need to get out of a bind. Incycle supports your small business by bridging the gap between business cycles.

**Step 1** Sign up to Incycle. It's quick, it only takes 2 minutes.

**Step 2** Connect your Xero account to Incycle.

**Step 3** Select an invoice to clear and confirm a few quick details.

**Step 4** If approved, you'll receive payment within 24 hours. Repayments start in 3 weeks.

**Pricing**

Invoice amount: \$12,000   Lending fee: 4%   Fee amount: \$480   Loan amount: \$11,520

Invoice amount	Lending fee	Fee amount	Loan amount
>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lucus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.	4%	\$480	\$11,520

**INV-00233 (\$14,500.00)**  
from Samsung Co.

Unfortunately this loan has not been approved.

Hi Tyler,

Unfortunately we are unable to approve the loan on this invoice...  
lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio.

There are many risk factors that we look at when evaluating each individual invoice... lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. If you'd like further information on why this invoice was unable to be approved please contact us on [invoices@incycle.io](mailto:invoices@incycle.io).

Since all invoices are assessed on a case by case basis, you may still be able to borrow money from other invoices, even other invoices from the same company.

[Clear another Invoice](#)

Thanks,

John Hill  
Incycle Loan Assessment Team

**Looking to avoid the small business cycle?**  
Talk to Macquarie about business loans... adipiscing elit.  
Donec odio. Quisque volutpat mattis eros.  
[www.macquarie.com.au/business-loans](http://www.macquarie.com.au/business-loans)

SPONSORED CONTENT

Incycle's business model is to disrupt the short-term business loan market and provide flexibility to its users. Its branding had to strike a balance between a modern disruptor and a trusted lending alternative, with great care taken to ensure the brand didn't alienate small business owners.

The main marketing landing page (left) and the loan-declined screen (above) show just two of the many styles of communication the brand needed to convey at different touch points on a user's experience with the service.

# Oincycle

**Invoices**

Company	Invoice Total	Loan Amount	Progress
Samsung Co.	\$14,500.00	\$14,000.00	<span>Clear Invoice</span>
Cisco	\$7,200.00	\$6,500.00	<span>Clear Invoice</span>
Prime Motive	\$6,350.00	\$5,980.00	<span>Clear Invoice</span>
Retail Shop	\$3,300.00	\$3,000.00	<span>Under Review</span>
Avenue Coffee	\$1,800.00	\$1,500.00	<span>Active Loan</span>
Travel Hotels	\$520	\$500.00	<span>Active Loan</span>

Some invoices may be excluded. [Why?](#) Refresh Invoices

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Account name <b>Tyler P. Coleman</b>	Bank <b>Commonwealth Bank</b>
BSB <b>630-000</b>	Account number <b>AL9020 81100 003 9531</b>

Upon approval funds will be deposited within 1 working day.



<b>Invoice Total \$600.00</b>	<b>Loan Amount \$600.00</b>	<b>Repayment Total \$600.00</b>
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# **Luke Caish-Sadlek**

## **UX/UI Director & Experience Designer**

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