



# Portfolio

## Céline Cosneau-Ampis

### UX Designer

*« I enjoy using my empathy to understand users' needs, and my proactivity helps me create intuitive experiences. »*

# Summary

1. About me
2. ExpertsNow, a responsive web app (UX/UI)
3. MultiLearn, a vocabulary learning app (UX)
4. Conclusion

# About me

I am Céline, a French UX Designer new on the field.

In 2020, I decided it was time for a **career change**. I needed a new challenge and a path in which I could fully bloom.

Becoming a UX Designer fitted with what I was expecting from a job: I could make use of my empathy, be challenged to find creative solutions to problems and give sense to what I do while helping on the long term.

So, after working for a Foundation in the Philippines, being an English Tutor in France and a carer in the UK, **I followed the UX Design training programme provided by CareerFoundry**.

**My past experiences are varied but all** have at least one thing in common: they **are human-centered**.

Each helped me develop different soft skills such as being well-organized & determined (Foundation), being patient & good at explaining (English Tutor) and being pro-active (Carer).

While following CareerFoundry's programme and working on projects such as ExpertsNow, I further developed those qualities as well as having fun creating something from scratch according to user's insights and needs.



# Relevant skills

User Research - User Personas - Journey Maps - User Flows - Card Sorting -

Information Architecture - Wireframing - Prototyping - User Testing -

Collaborative Design - Accessibility Design - Visual Design - HTML5 - CSS3

# Tools I like to use



Adobe XD



Balsamiq



Lucidchart



Marvel



Zoom



UsabilityHub



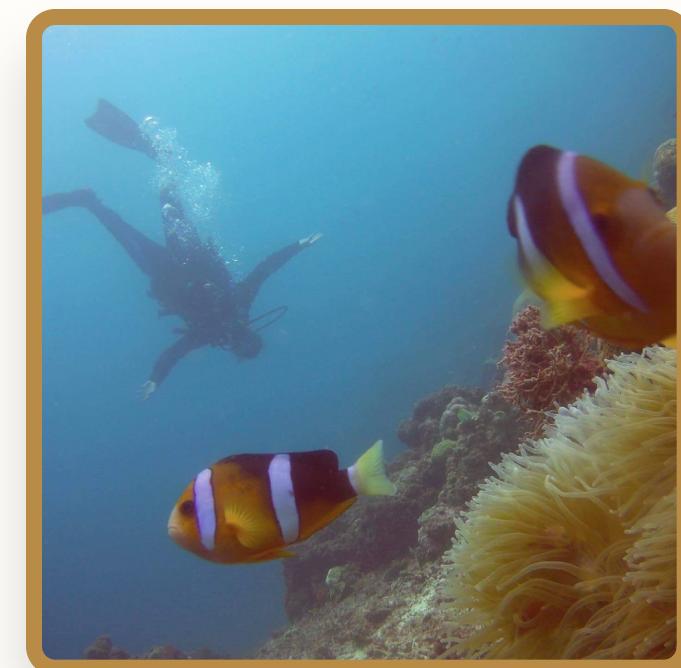
Atom



Github

# Misceallanous

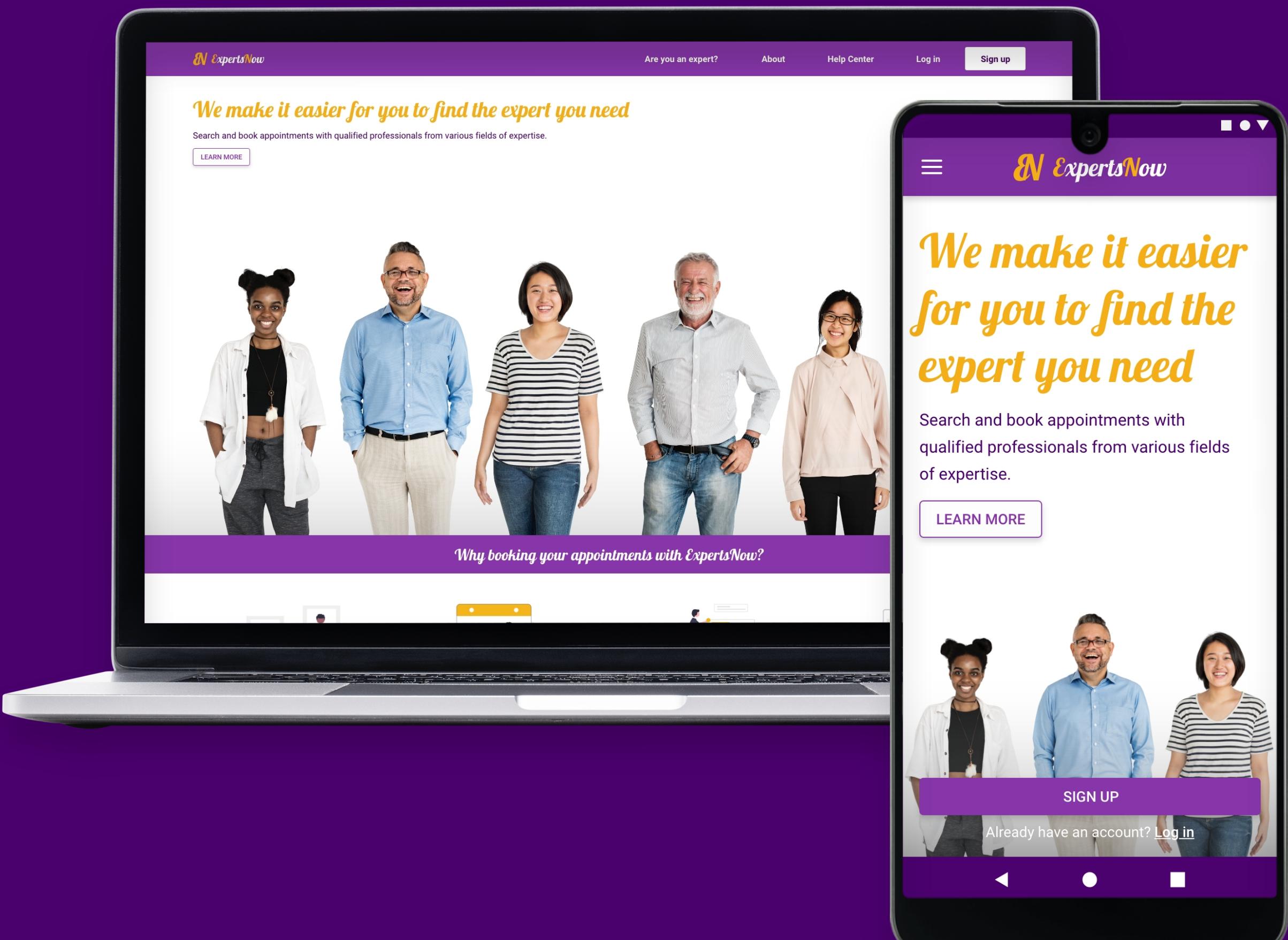
On my spare time, I love spending time with family & friends, playing boardgames, going for walks in the nature ; I also feed my geek side by playing video games and watching/reading some Japanese anime/mangas. I also enjoy doing yoga, meditating, going for a swim. As soon as I have the occasion, I usually go scuba-diving as being among the fish and other marine mammals is soothing me as mush as it is filling me with wonder.



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## UX/UI Project



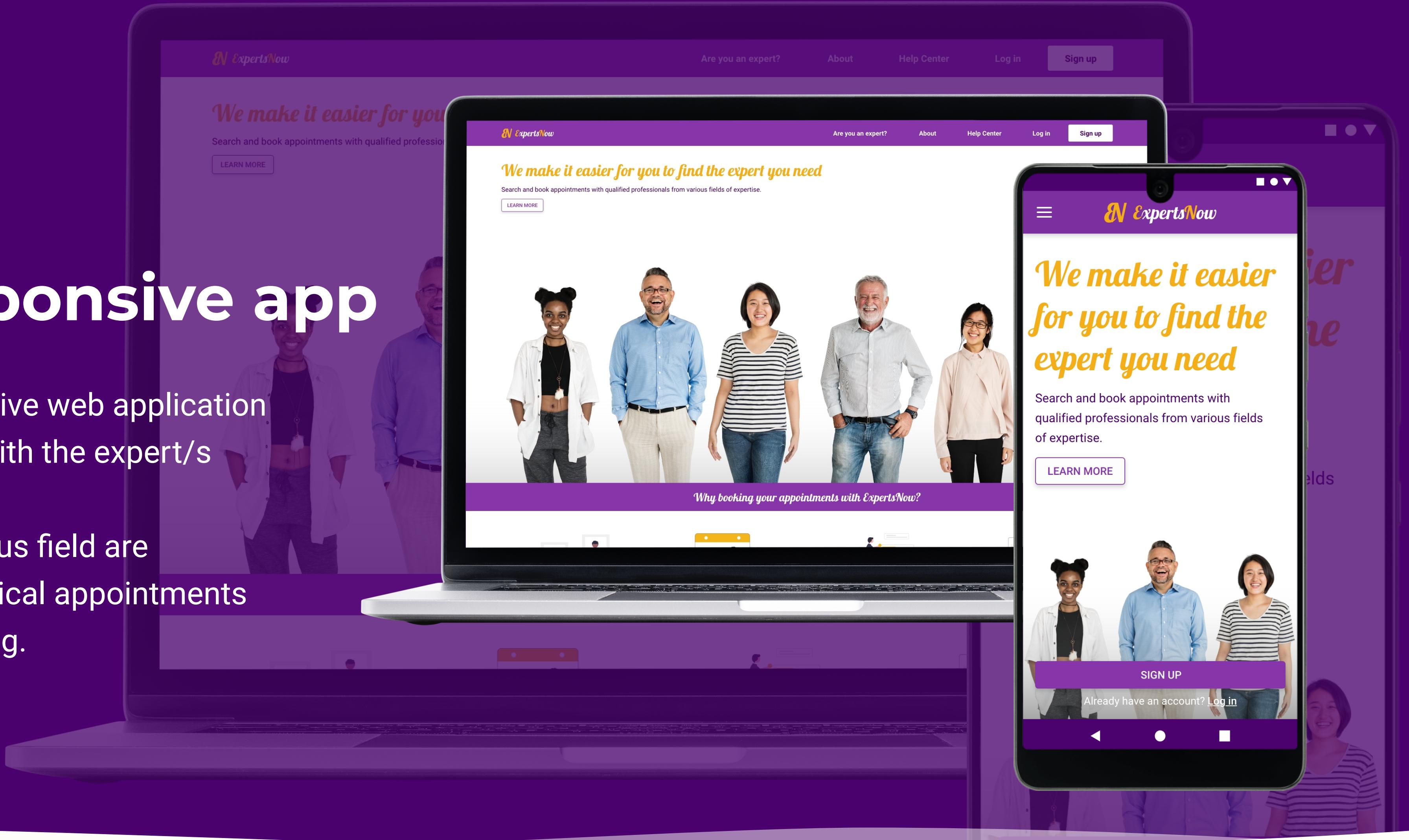
The image displays the ExpertsNow website and its mobile application side-by-side. Both interfaces share a purple header with the 'ExpertsNow' logo. The laptop screen shows the desktop version of the website, which features a banner with five diverse professionals (two men and three women) and the tagline 'We make it easier for you to find the expert you need'. Below the banner is a 'LEARN MORE' button. The mobile phone screen shows the mobile version of the site, which has a similar layout but includes a navigation menu icon and a 'SIGN UP' button at the bottom of the main content area. Both versions also include a 'Log in' link at the bottom.



# A web responsive app

ExpertsNow is a responsive web application that will connect users with the expert/s they need.

Professionals from various field are available for virtual/physical appointments and via instant messaging.



## CONTEXT

This fictitious project came to me during my online UX Design training with CareerFoundry.

## MY ROLE

Sole UX/UI Designer

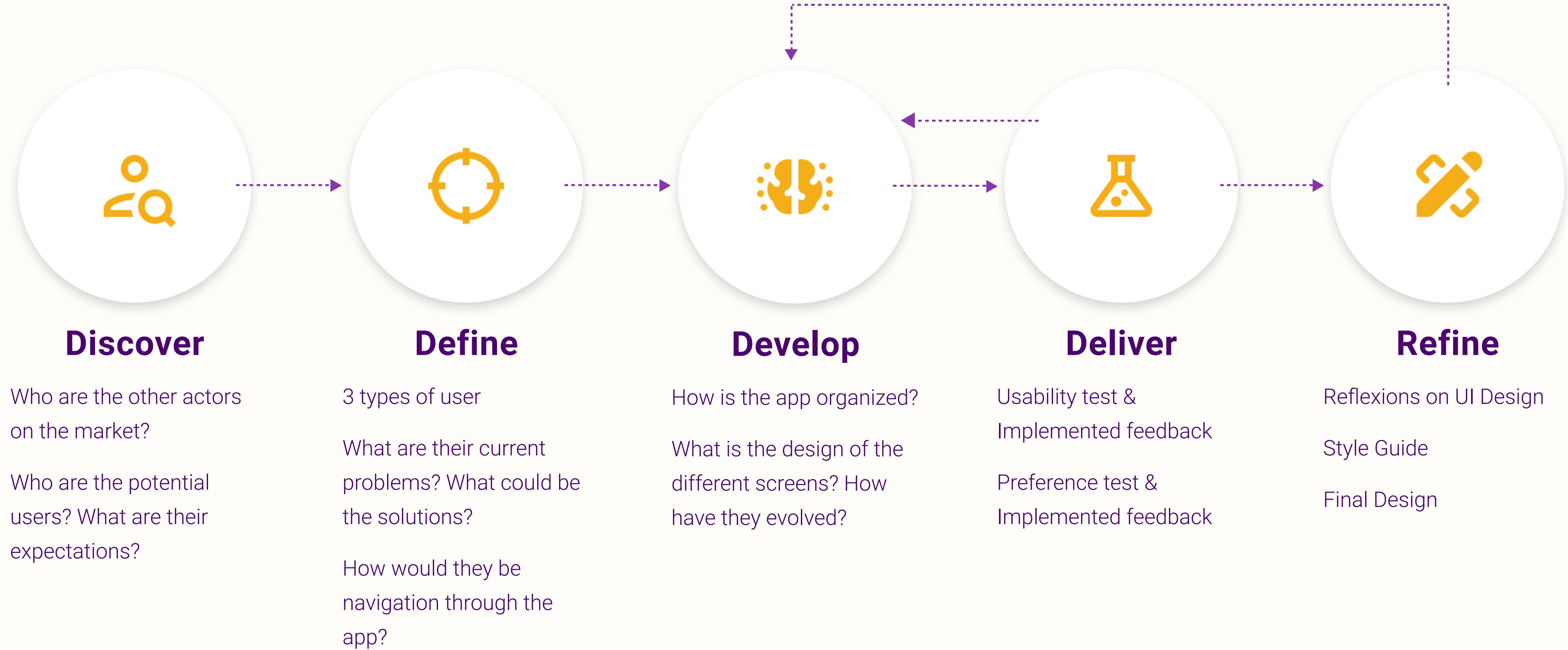
## TIMELINE

6 months

## TOOLS

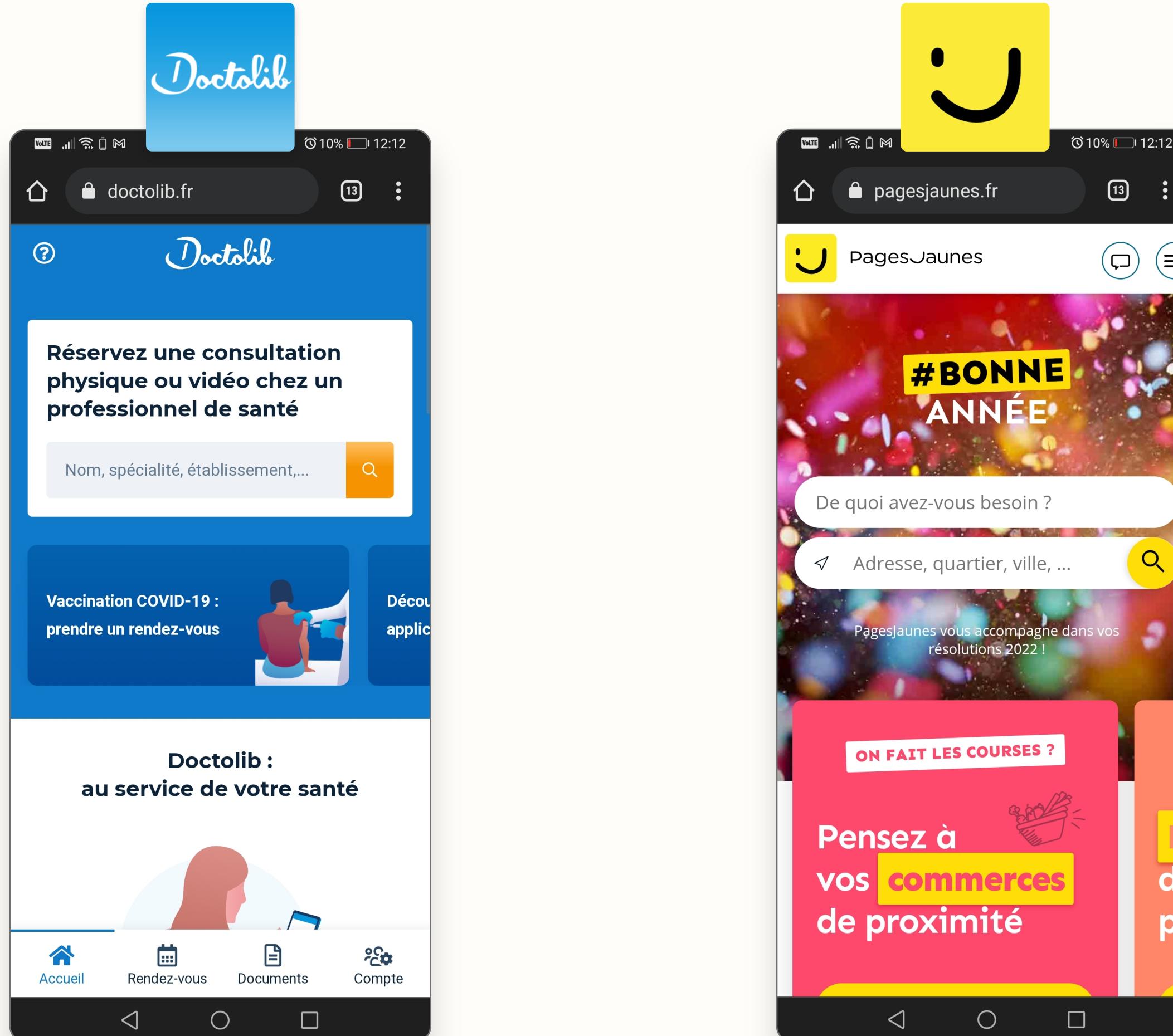


# What was my Design Process?



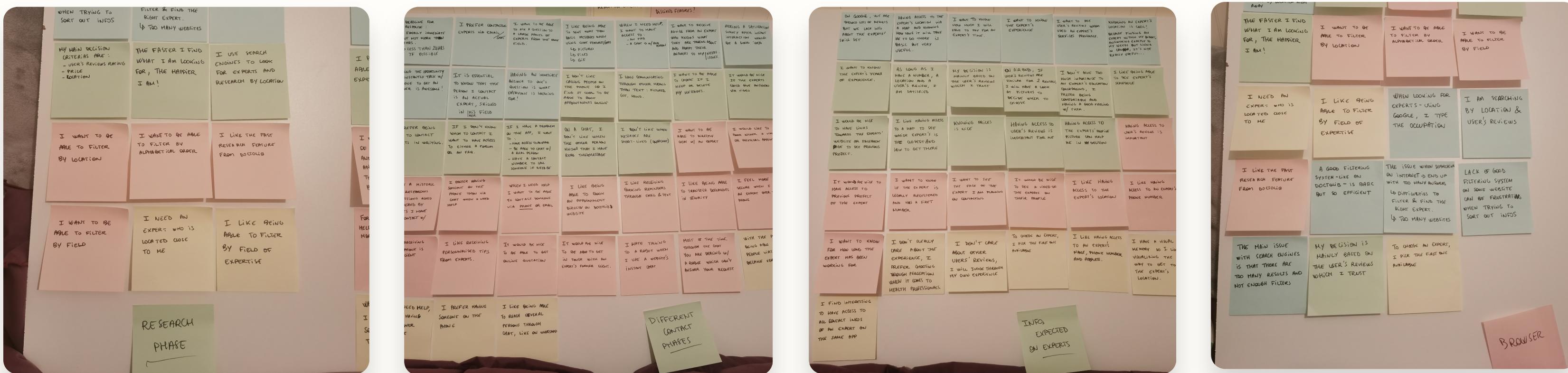
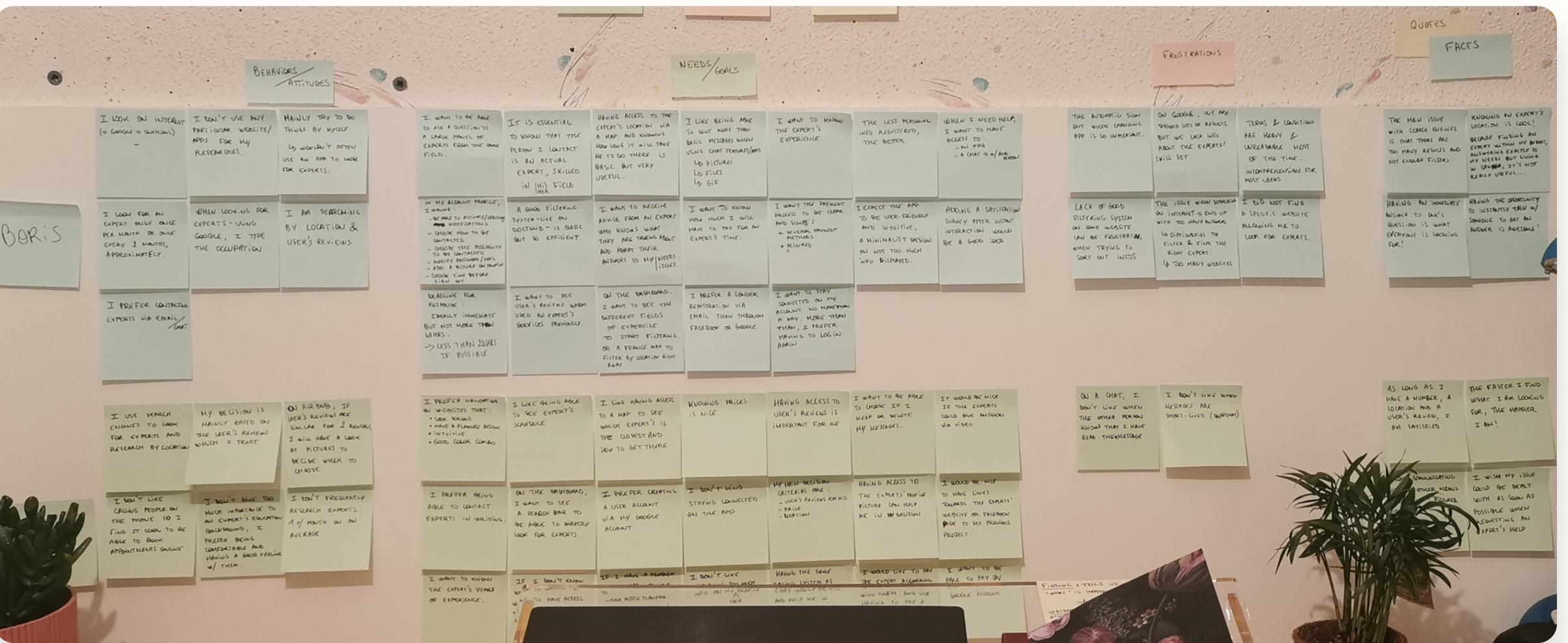
To better understand what would be the potential users' expectations, I analyzed some of ExpertsNow competitors and interviewed 4 potential users.

### COMPETITIVE ANALYSIS



Doing a **competitive analysis** made me understand the market better. Also, I was able to **determine what ExpertsNow could bring to the table**.

## USER'S INTERVIEWS



With the results from the competitive analysis in mind, **I prepared and underwent interviews with potential users** in order to empathize with them and better understand their needs.

The results from the Discover phase were very useful in **defining types of user** who would be using ExpertsNow, **potential solutions to answer their needs** and a **navigation flow that would facilitate their experience**.

#### TYPES OF USER

## Glorieuse



50+ years old

#STRAIGHTFORWARD

#SECURITY

#### NEED TO ACCOMPLISH

- An easy and straightforward navigation experience
- Having access to expert's location to find those nearby

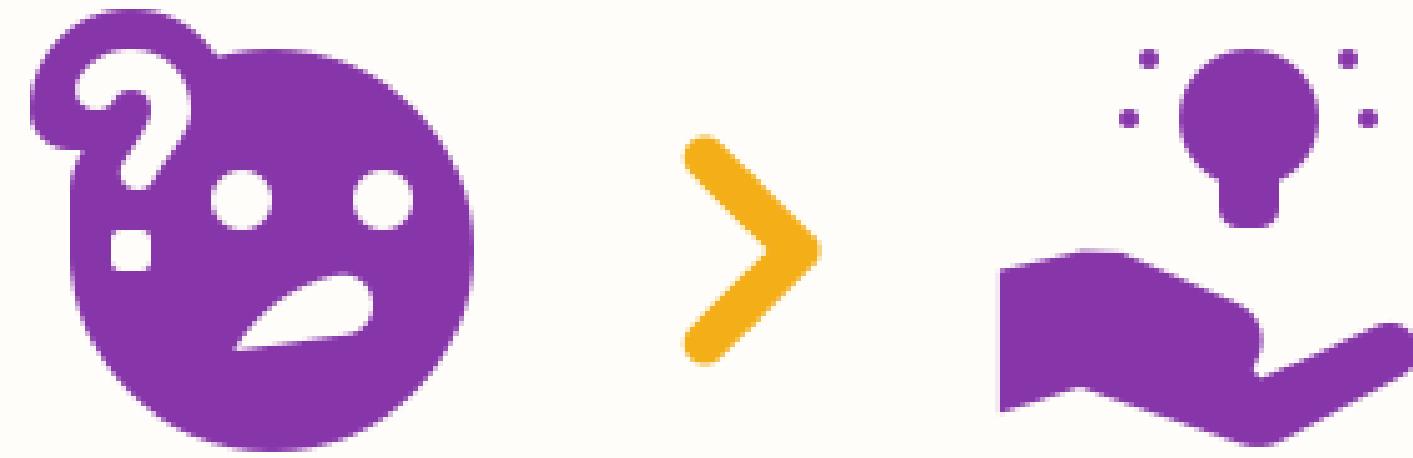
To be able to call experts

#### NEED TO FEEL

- Safe regarding payment
- Trust regarding the experts skillset

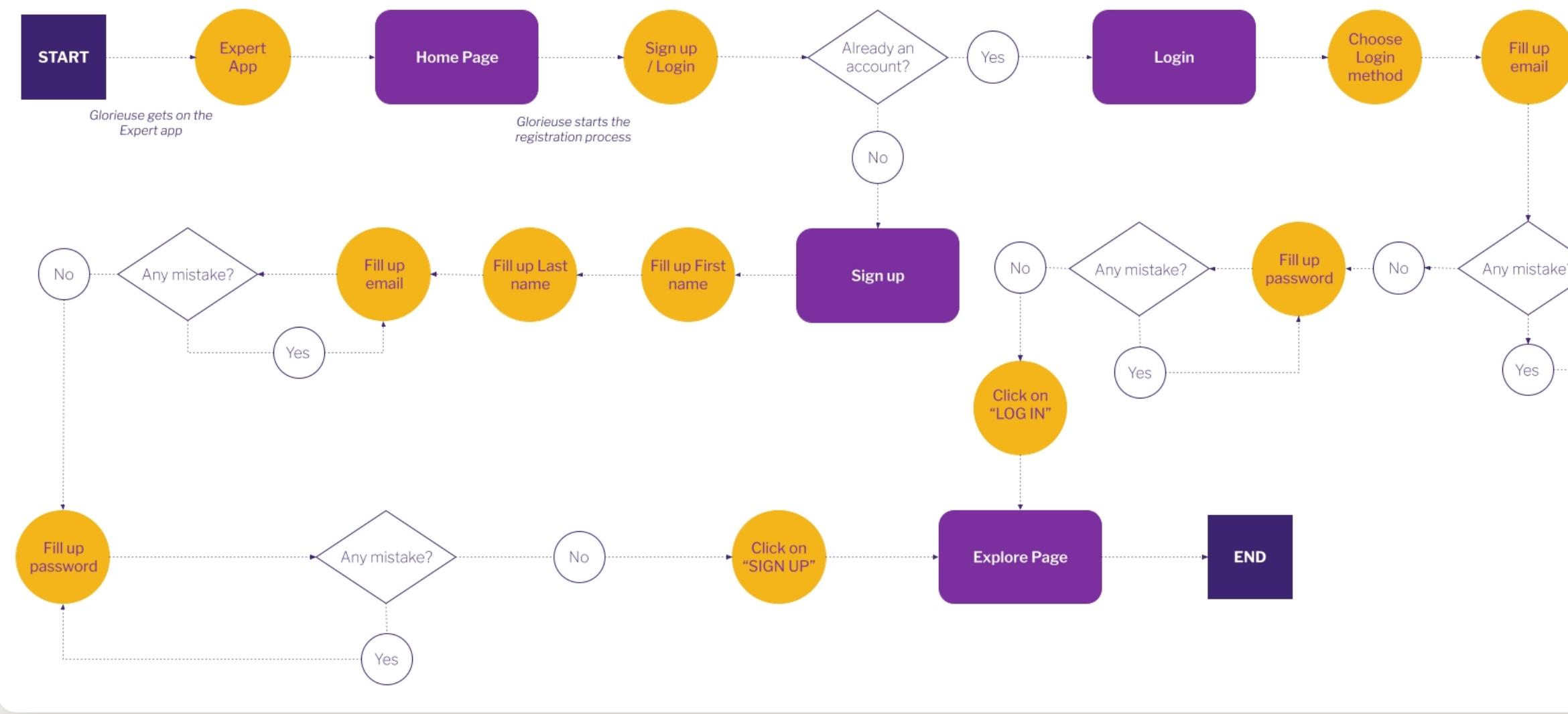
**To better empathize with users** throughout the design process, **I created 3 personas**. Each defining a type of user.

## SOLUTIONS TO USER'S NEEDS



With my 3 user personas, I was able to **define difficulties that users are currently experiencing**. And so, **think about potential solutions** to solve those pain points.

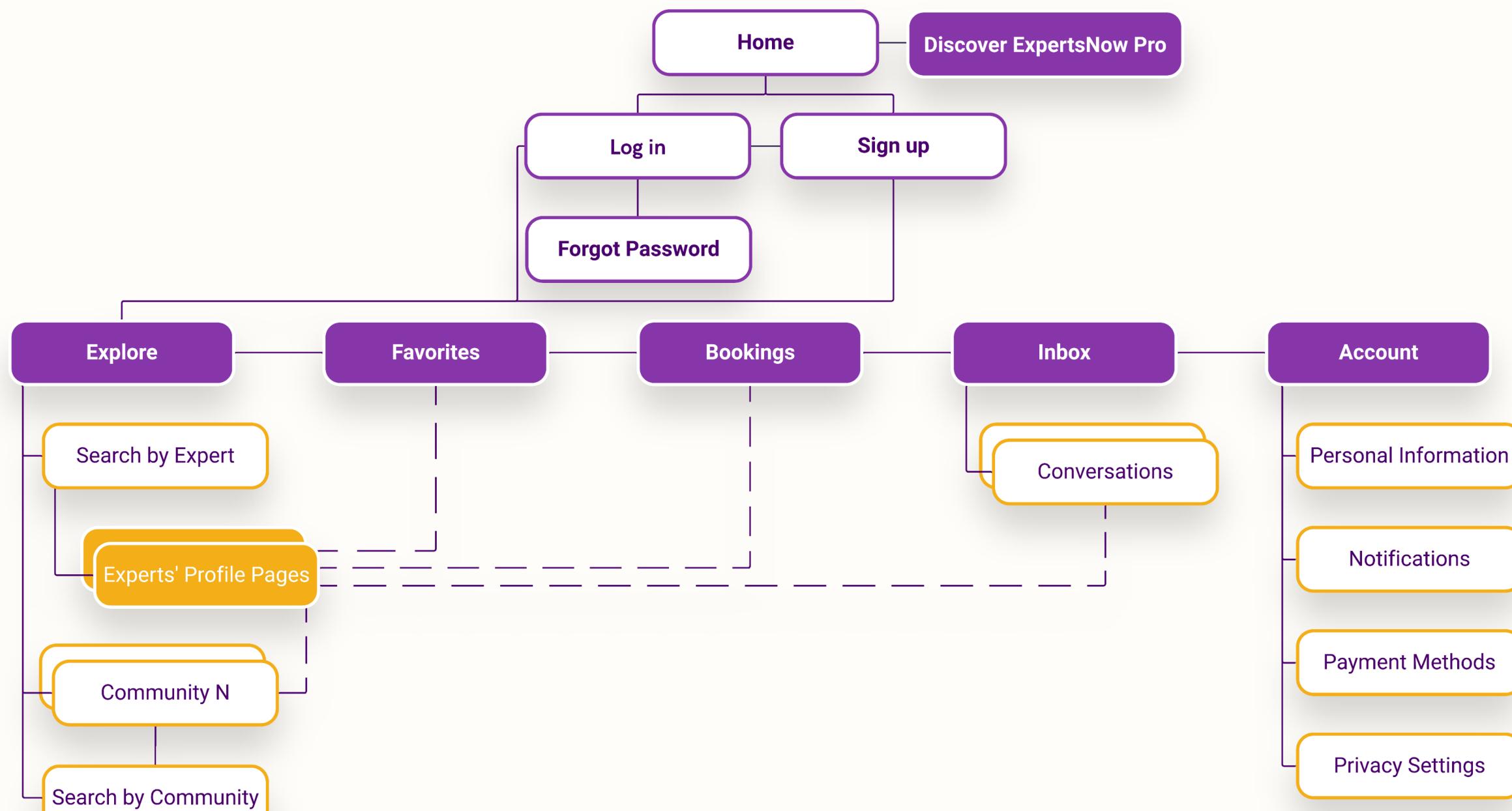
## USER'S FLOWS



Following the three previous potential solutions, I **created 3 user flows**. For each, I focused on one persona's needs.

With the previous user flows in mind, I was able to **map out ExpertsNow and start designing its different screens.**

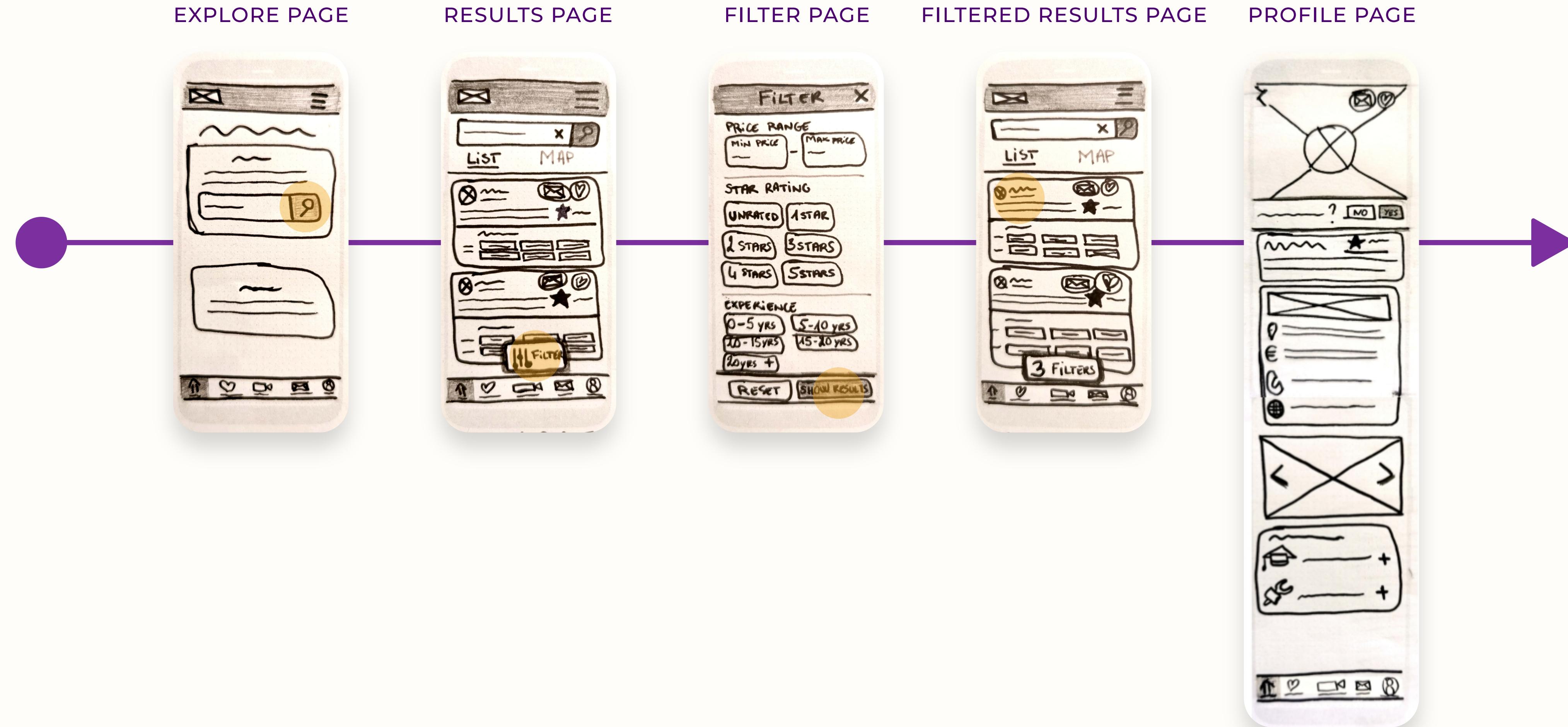
## INFORMATION ARCHITECTURE



Thanks to my personas' user flows, I was able to map out ExpertsNow. **This sitemap gave me an overview of how the app should be organized and all the different screens needed.**

Sitemap after Usability Test & Refining the design

## WIREFRAMING

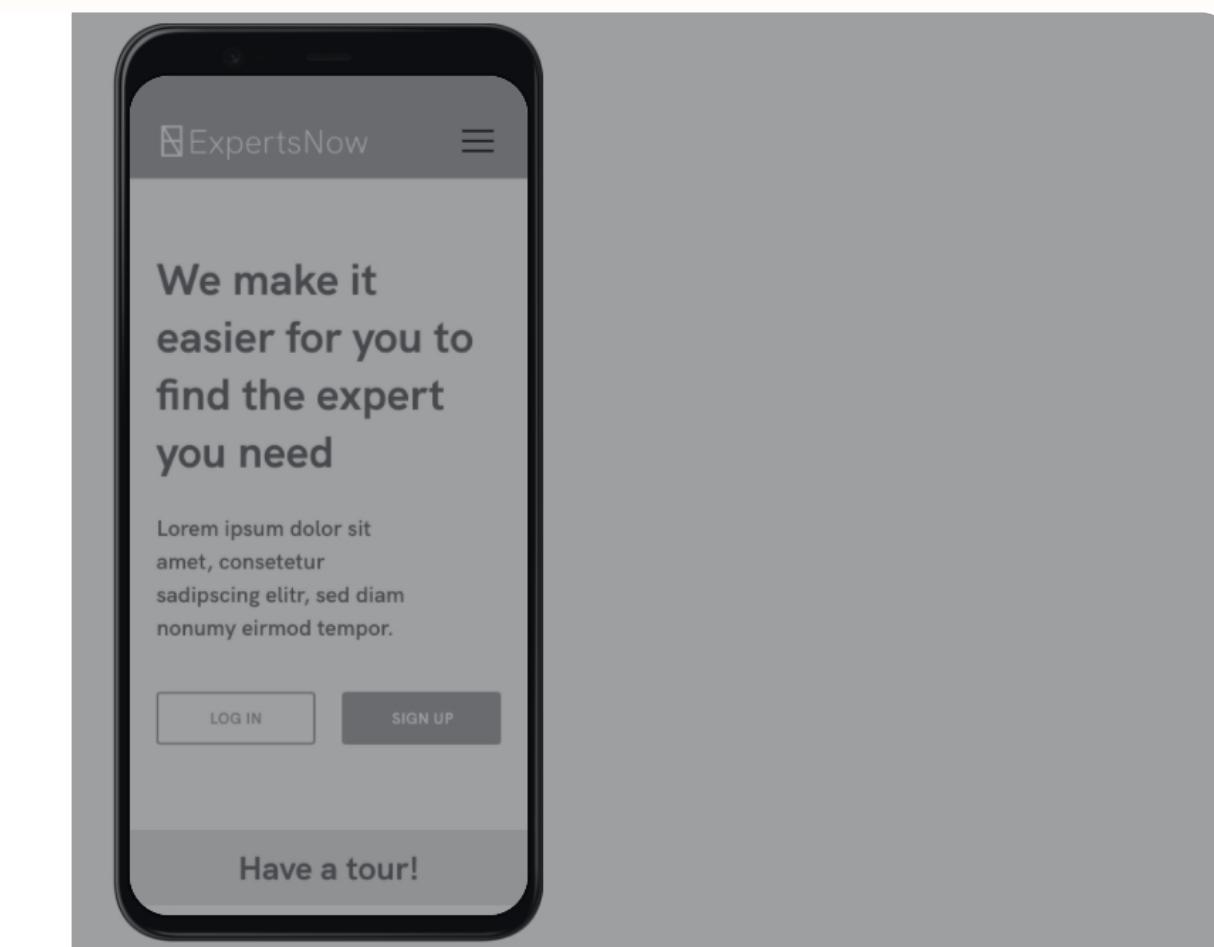


Example of Search for an Expert flow in Low-Fidelity

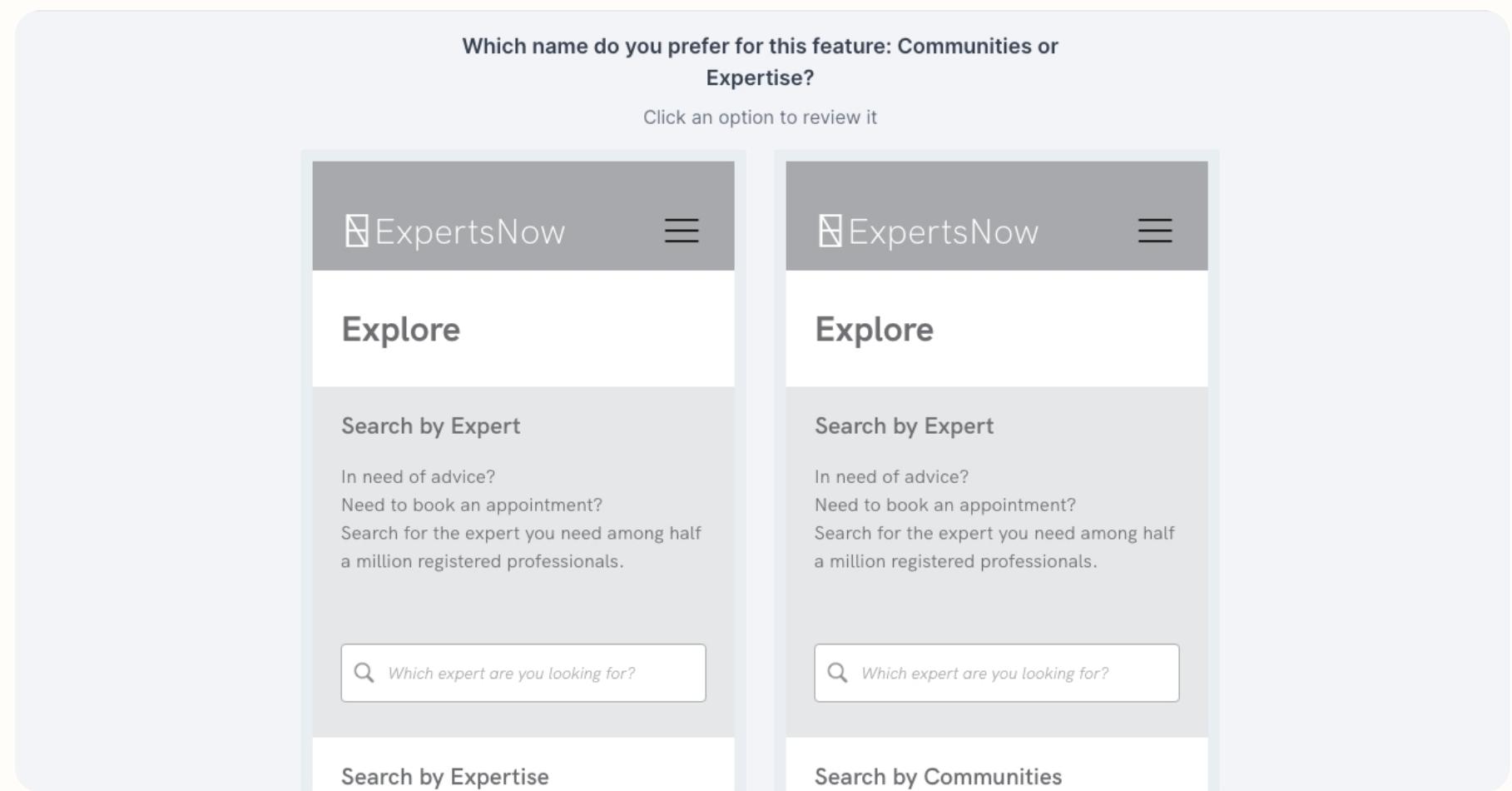
With the sitemap in mind, I was able to start **designing the different screens step by step.**

Once I finished designing all the screens from the 3 key features, I performed a **Usability** and a **Preference test** to check if the organization and navigation flow of ExpertsNow were intuitive enough.

### USABILITY TEST



### PREFERENCE TESTS



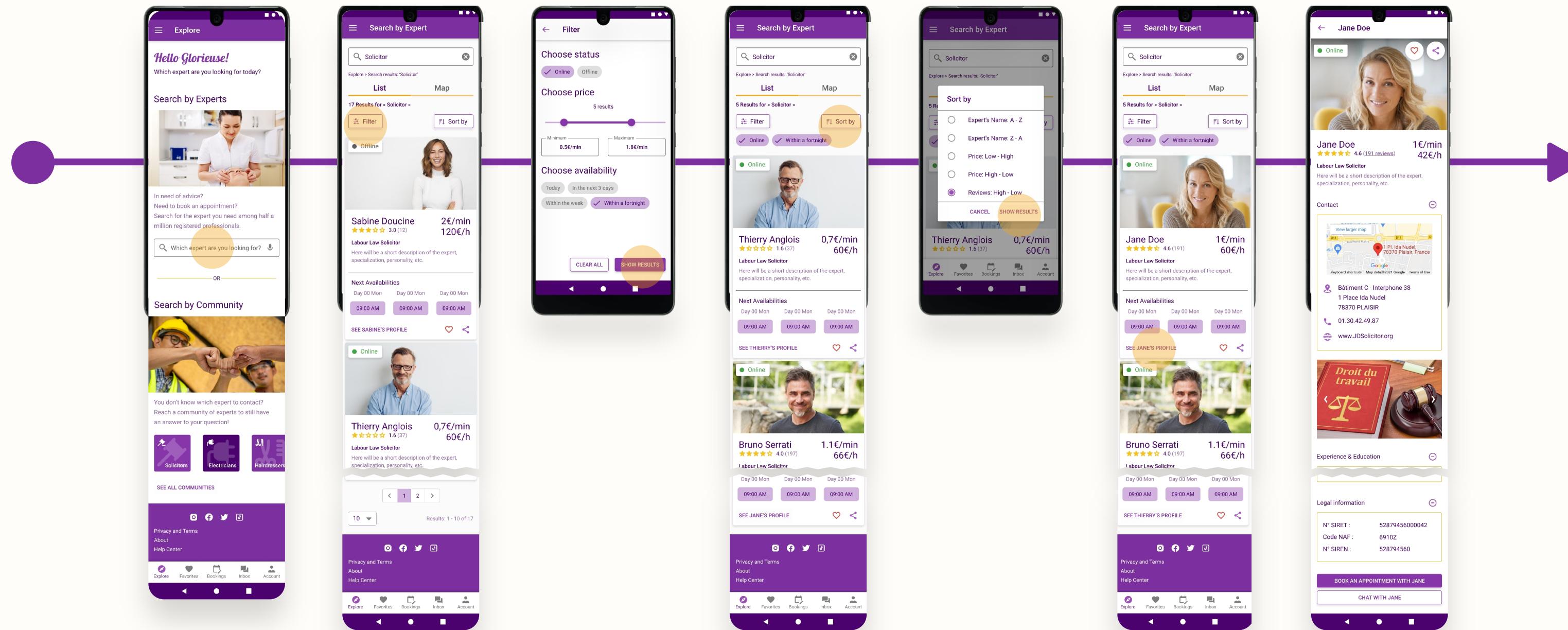
I performed moderated usability tests to assess the intuitiveness of ExpertsNow (1 in-person & 5 remote).

To well grasp all the pain points from the test participants, I analyzed their answers via affinity maps and then, through a rainbow spreadsheet. In my design iteration process, I focused on the 5 most urgent issues.

Participants were mainly confused while on the **Homepage, Explore page and Booking page**. So, I carried out 3 preference tests to come up with the best solutions to avoid further confusion.

After testing my prototype and implementing the different tests participants' feedback, I focused on the visual aspect of ExpertsNow.

### FINAL DESIGN



Search for an Expert flow after feedback implementation and with UI Design

After having **determined my own color strategy**, I created a **UI kit** that I **documented in a Style Guide**. Then, In a second Iteration Process, I **asked 3 of my fellow CareerFoundry students to review ExpertsNow and to give me feedback** from UX Designers point of view. I **also took another look at the app to improve its accessibility**.

After the second iteration process, I finalized updating my prototype. I then reflected on what could the next steps be to further improve the app and what outcomes could I take from this training project.

#### PROCHAINES ÉTAPES

1. Make new improvements according to the other 14 pain points that the participants pointed out.
2. Carry out new Preference tests to get significant enough results in order to implement the best solutions possible.
3. Verify if the app is indeed « accessible », I should carry out a Usability Test with relevant potential users.

#### CE QUE J'EN RETIENS

During this project I learnt in details what the UX Design Process was. While working on some of the different and varied steps I went through, I felt frustrated at times because of my lack of experience. But I know now how to improve and be more efficient regarding certain steps (especially Usability Test preparation, Hi-Fi wireframing and UI design). I also learnt how to use different tools, such as Adobe XD and it was really fun. Finally, what I will remember from this project is how much I enjoyed it. Creating something according to users' needs & wants felt so satisfying and fulfilling. I could give sense to what I was doing and I knew that all the modifications I was bringing to ExpertsNow were in the best interest of potential future users.

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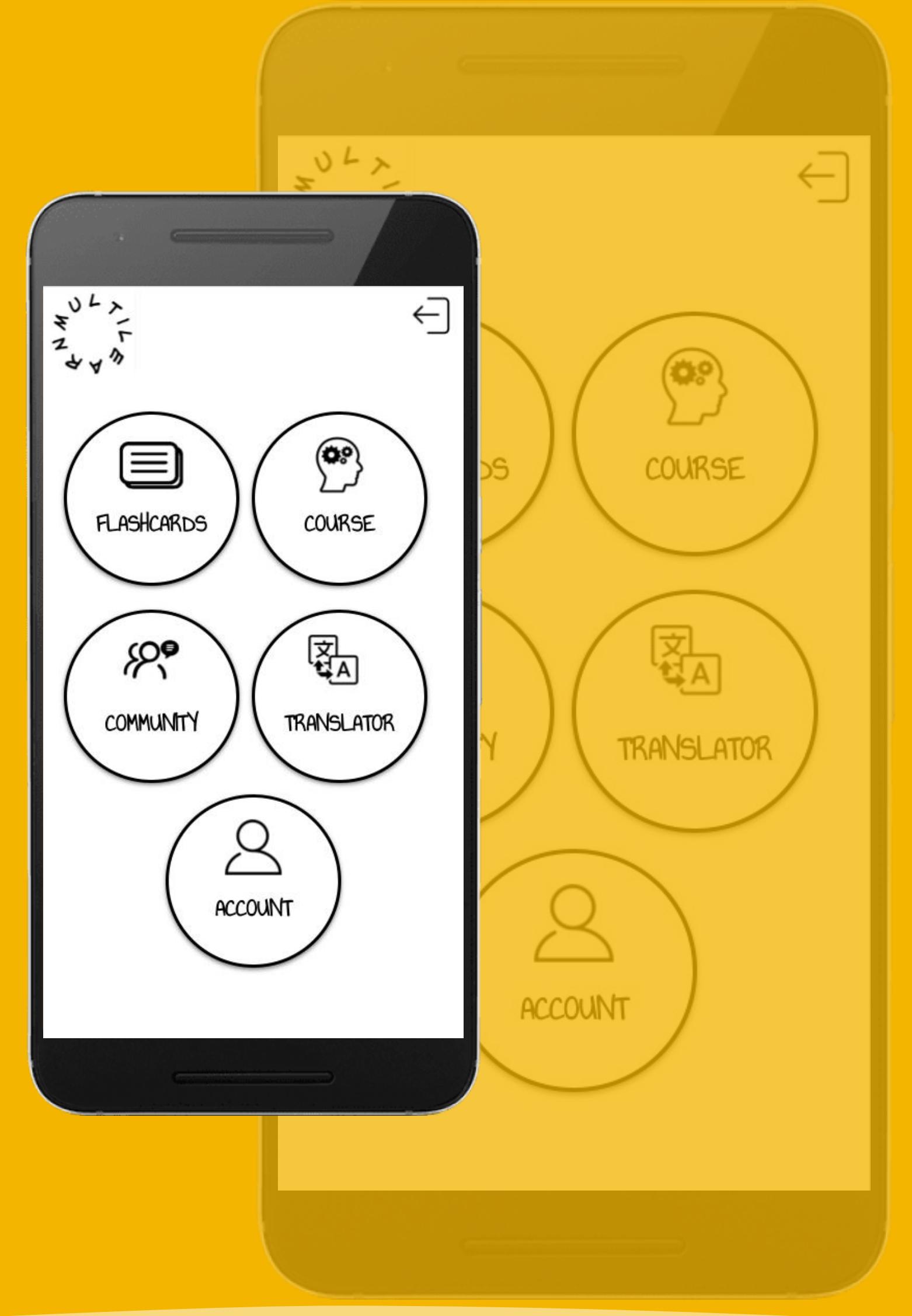
UX Project



# A vocabulary-learning app

MultiLearn is a vocabulary learning application which aims to empower people to learn.

It is a 4-in-1 app with which users can create their own flashcards, learn a new language, discuss with other users and even translate.



## CONTEXT

This fictitious project came to me during my online UX Design training with CareerFoundry.

## MY ROLE

Sole UX Designer

## TIMELINE

2 months

## TOOLS



Google Draw

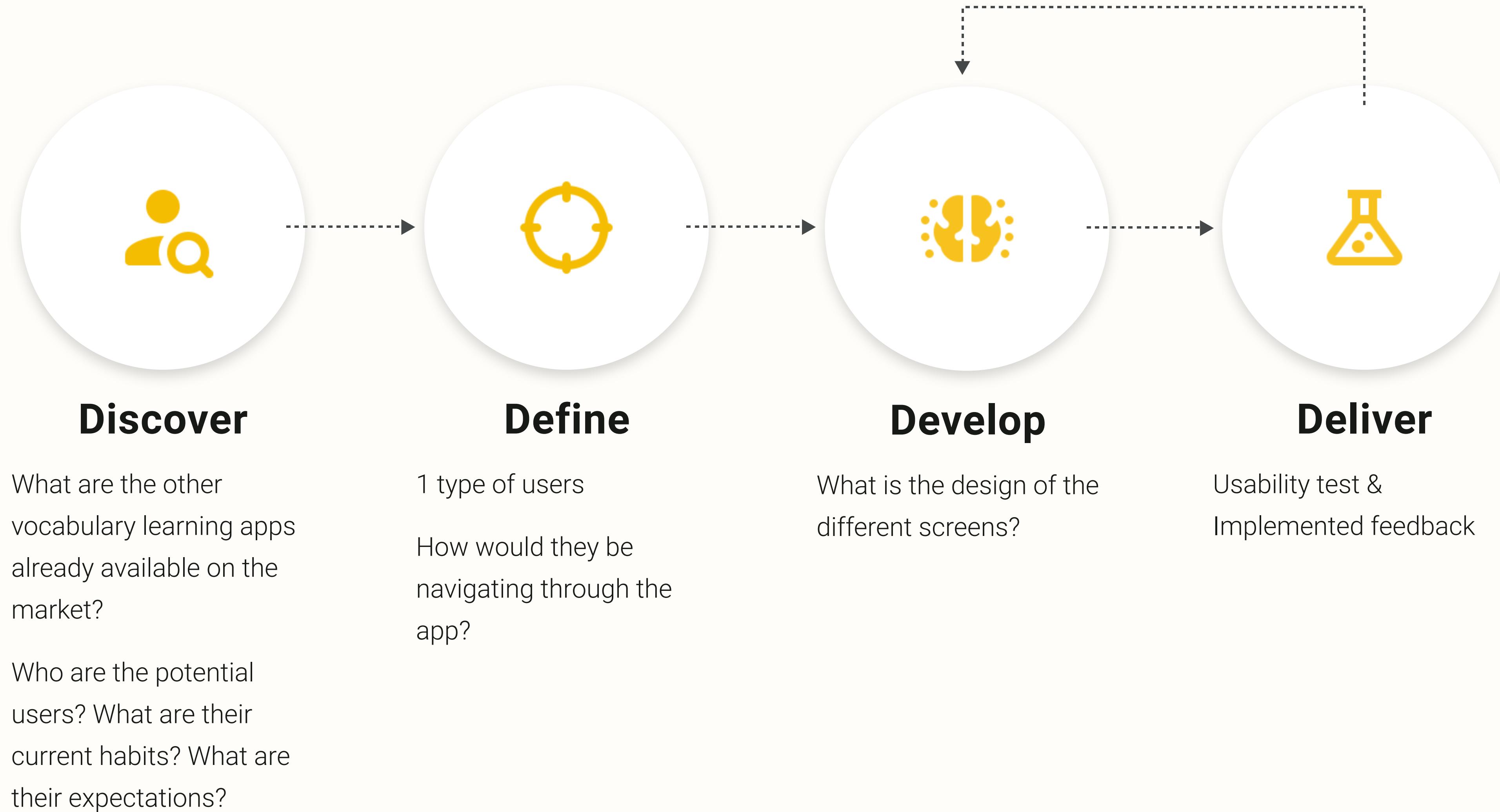


Marvel



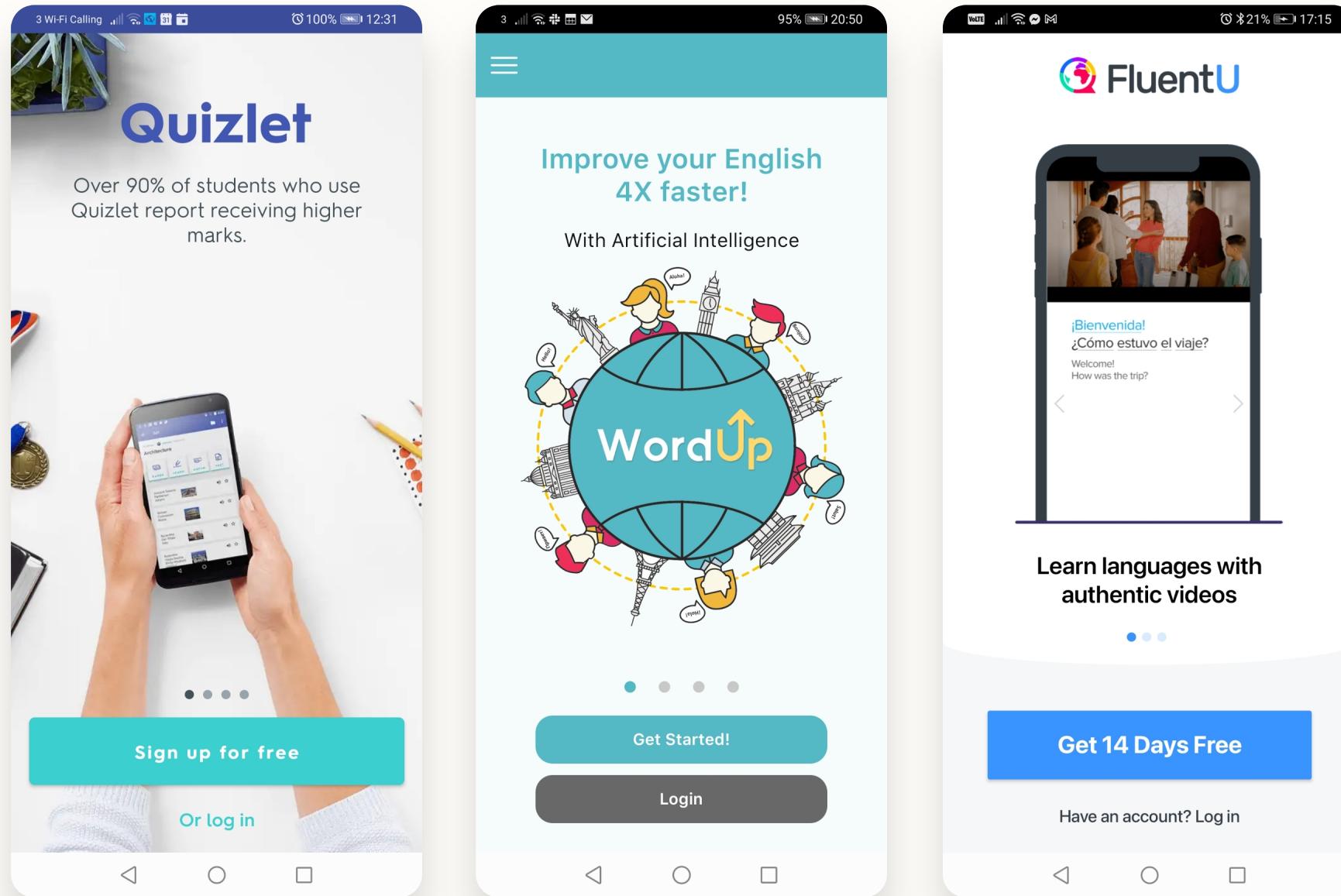
Google Meet

# What was my Design Process?



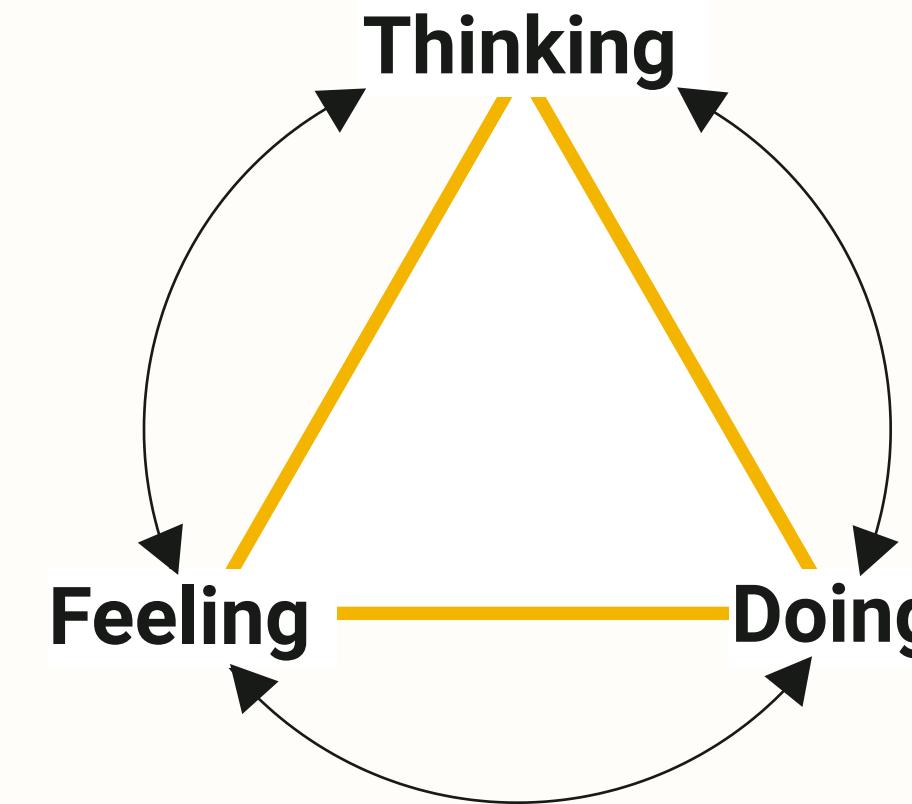
In order to better understand the users and their expectations, I **analyzed and compared 3 vocabulary learning apps**. I also **carried out 5 interviews** with potential users.

#### COMPETITIVE ANALYSIS



To better understand the users expectations, I **started by analyzing 3 similar apps to MultiLearn**.

#### USERS' INTERVIEWS



With the results from the Competitive Analysis in mind, I **conducted interviews with 5 potential users** in order to empathize with them and better understand their needs and expectations. I **analyzed the results** from the previous interviews through what the participants were « Doing », « Feeling » and « Thinking ».

Thanks to the interview results from the Discover Phase, I was able to **define a type of users** that MultiLearn would be directed to. Then, I **worked on the Information Architecture through user flows**.

## PERSONA

### Ailin

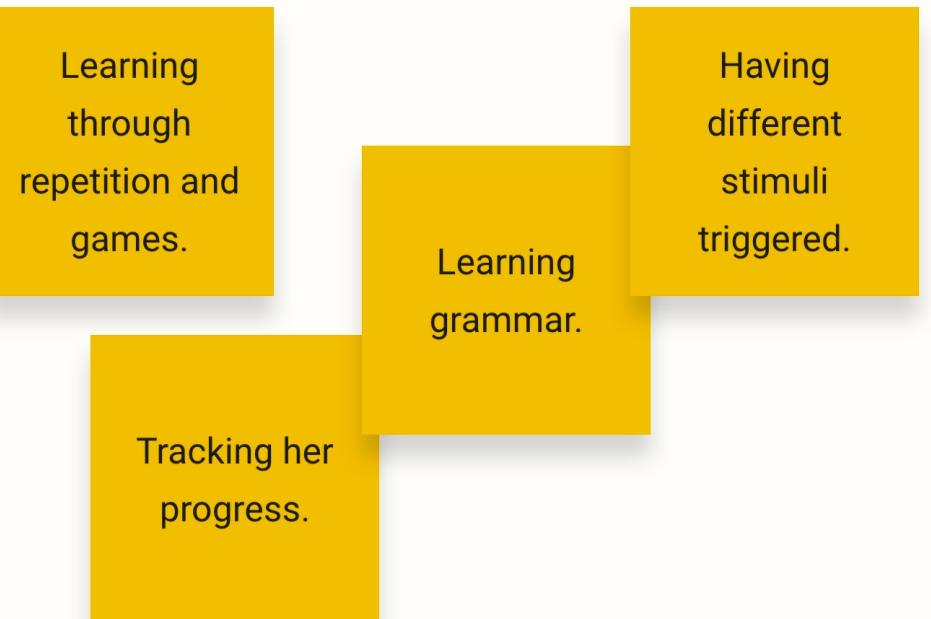


« Learning a new language is hard... I know I memorise better when I am having fun, but I also want to track my progress somehow! »

18-35 years old

#REPETITION #GAMES #VARIETY

#### NEEDS & GOALS

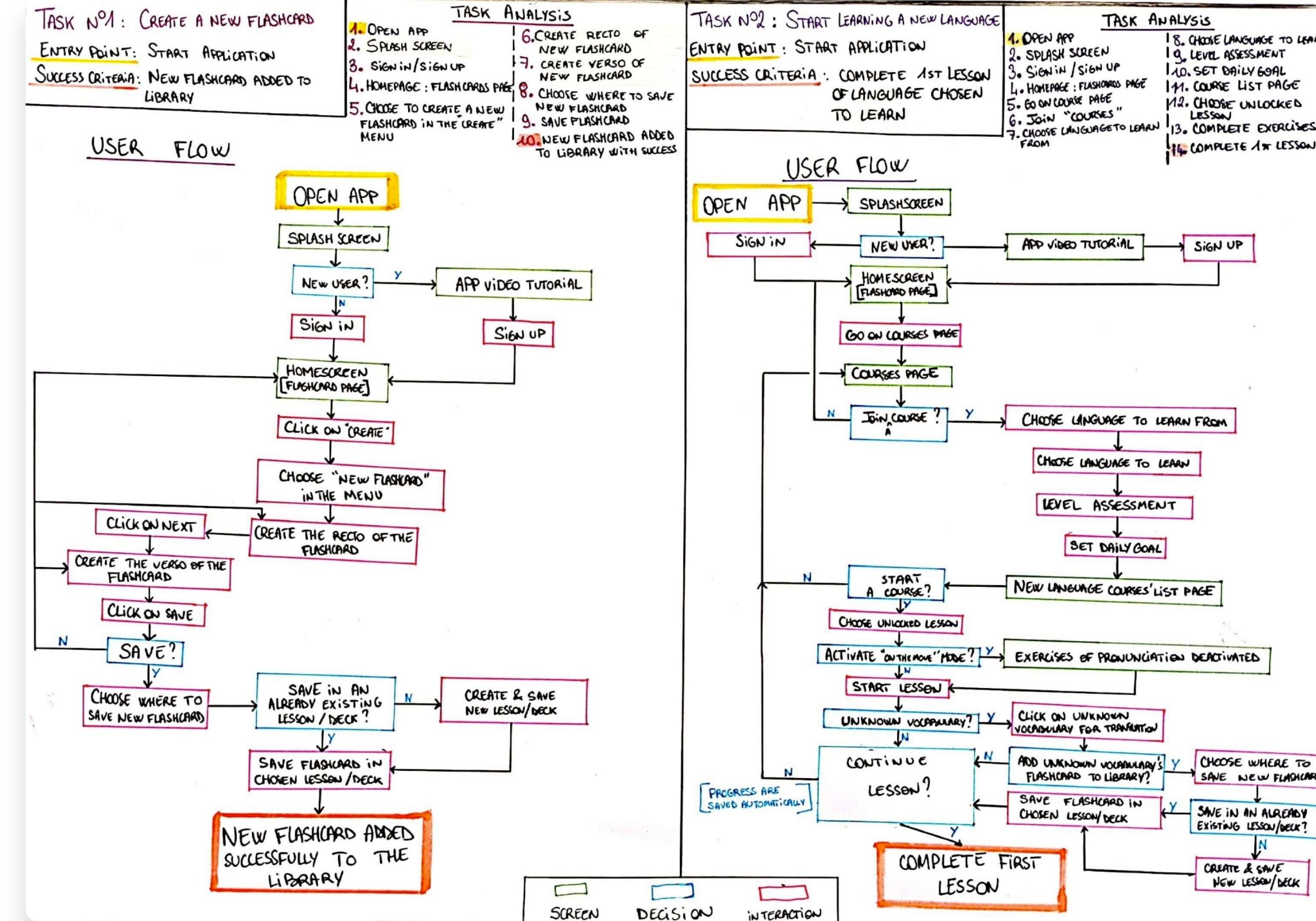


#### BEHAVIORS



Thanks to the analysis of the interviews results, I was able to **define a type of users** that would potentially use MultiLearn under the proto-persona of Ellis.

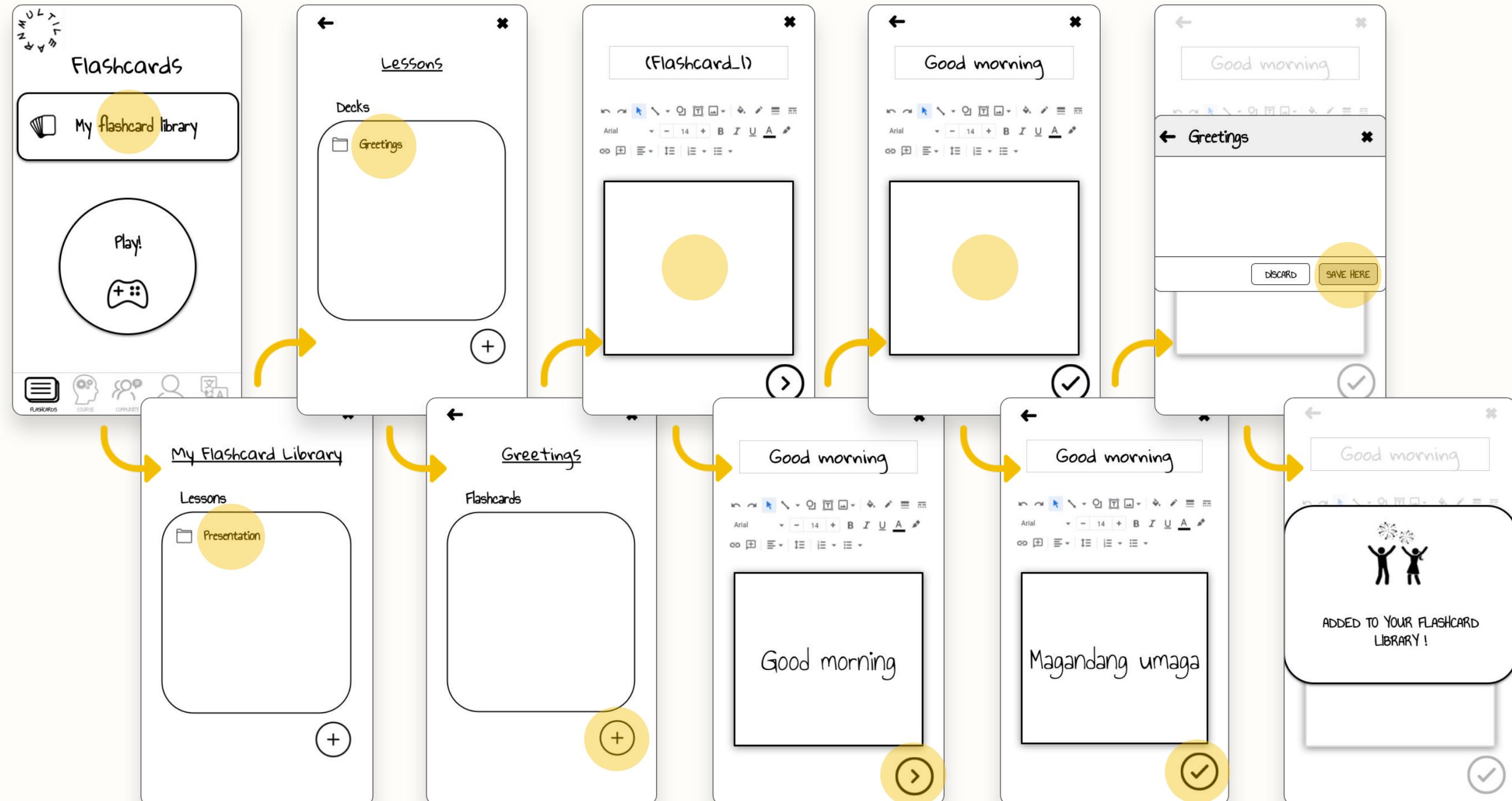
## USER'S FLOWS



Having defined the general needs & goals as well as behaviors from potential users through the persona of Ailin, I was able to work on how to organize Multilearn by creating user flows.

With the previous user flows in mind, I started creating the different screens of MultiLearn.

## WIREFRAMING & PROTOTYPING



Example of « Create New Flashcard » flow in Hi-Fidelity

Thanks to the user flows, I **designed the different screens of 3 key features of MultiLearn**: Sign up / Log in - Flashcards - Courses. Then, I **linked the screens into an interactive prototype**.

I put my **interactive prototype** to the test in order to **check if there was any usability issues**. I then **implemented the feedback received**.

#### USABILITY TEST & IMPLEMENTING FEEDBACK



I carried out 3 moderated-remote **usability tests** to **assess the intuitiveness of MultiLearn**. I then **analyzed its results** by rating my observations **according to Jacob Nielsen's severity ratings**.

After implementing the feedback from the Usability Test, I updated my prototype. I then reflected on the possible next steps to further improve MultiLearn. Finally, I assessed my learnings during this project and on what I should improve as a designer.

#### NEXT STEPS

1. Test participants showed interest in the « Community » feature which would enable them to communicate with other users and natives of the language they chose to learn. So, to further improve MultiLearn, I need to add more wireframes to its other features.
2. After working on completing the other key features, a second round of Usability Test would be needed to check again the good intuitiveness of MultiLearn.
3. After a second Usability Test, I would work on implementing its feedback before adding some UI design.

#### WHAT WENT WELL AND WHAT COULD BE BETTER

During this project I was satisfied with the focus I put on each step, because I was able to be well-prepared for the next one. Gathering potential users' feedback through interviews and usability tests was very interesting and really gave sense and purpose to this project. I enjoyed working both on the Information Architecture and Wireframing/Prototyping steps as it was fun and fulfilling to see my ideas and concepts becoming tangible. For my next projects, I do know now that I will need to improve on my « paper-wireframing skills » as to make them cleaner. That it is better to take notes during interviews/usability tests since transcribing is really time-consuming. And I will also have to improve on better wording usability test tasks to avoid any confusion.

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# Conclusion

Thank you for the attention you gave to my Portfolio.

If you liked my work and want to discuss professional opportunities, thank you to contact me via email or via my LinkedIn.

MY E-MAIL

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MY LINKEDIN

*linkedin.com/in/ccosneauampis*

