

Kristine Mendoza

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Sample of my work at, Modern Climate, a Minneapolis based ad agency

User Research

Jamba Juice Discovery Project: Mobile accounts for 60% of site traffic. How do you improve this experience?

Result: After observing locations both in NYC and Minneapolis I created two personas & a storyboard for each based on two new mobile features. One storyboard and person will be shown.

Hazelden-Betty Ford: Work with client and internal to empathize with the target persona

Result: Customer Journey Map with new opportunities and areas of optimization

Interaction Design

Frontpoint Securities: How can you encourage the user to believe in the brand's story and legitimacy?

Result: Wireframes that:

- decrease sales messaging
- provide fewer options within navigation so the user goes through key pages
- support pages that display that the Frontpoint understanding customers fears and will be there past the point-of-sale
- let real customers advocate for Frontpoint



Sarah, Tim and Jane are busy college students.

Sarah is studying pre-med, Tim is looking into history, and Jane is still undecided, but volunteers at a facility for seniors to see if social work might be her calling. With a growing list of responsibilities, they are frequently overextended and generally skip at least one meal a day (mostly breakfast or lunch), and eat unhealthy snacks.

They know that with their schedule getting sick isn't an option, and try their best to stay healthy. It's just that sometimes time won't allow for it, and given that it's never really been explained to them they don't really know why something counts as healthy. (Vegetables in a burger still count as fiber, right? I've heard Paleo is the best diet, so I'll have a plate of bacon for dinner!)

PAIN POINTS:

- little time between classes
- uncertainty about what's healthy
- battle colds, hangovers, fatigue on a regular basis

NEEDS:

- quick healthy meals

INFLUENCERS ON MINDSET:

- budget friendly

TRIGGERS

- long days with little time for meals
- Similarly to caffeine, when I feel tired I get coffee. With Jamba Juice, when I feel x, be it a cold coming, sluggish, or need an after gym protein shake, I'll get a juice.



Sarah

Tim

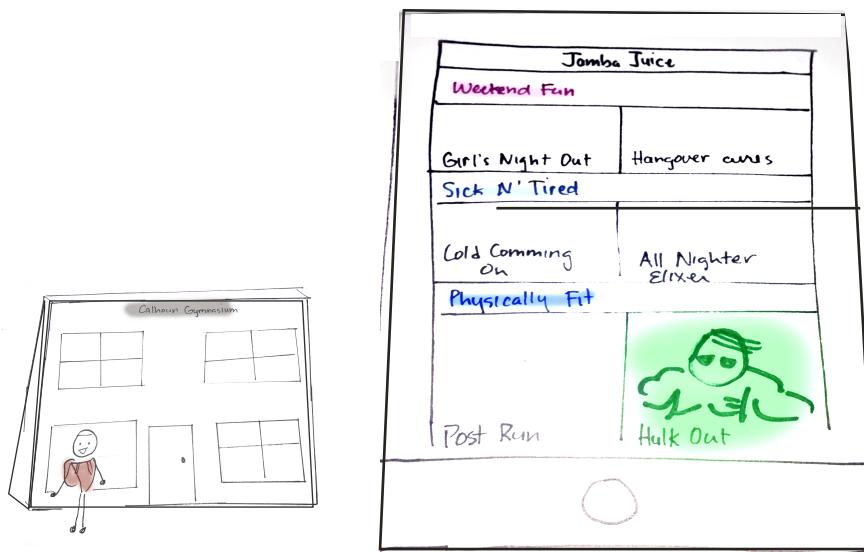
Jane

Ages: 19-20, Sophomores at the University of Minnesota
Device Usage: ✓ mobile ✓ laptop tablet

College students are in a unique time of their lives. Every day they push themselves in new ways, learning at exponential rates. But unfortunately, however, unless they intentionally understand and seek out nutritional foods there are few options that fit their fast-paced lifestyle.

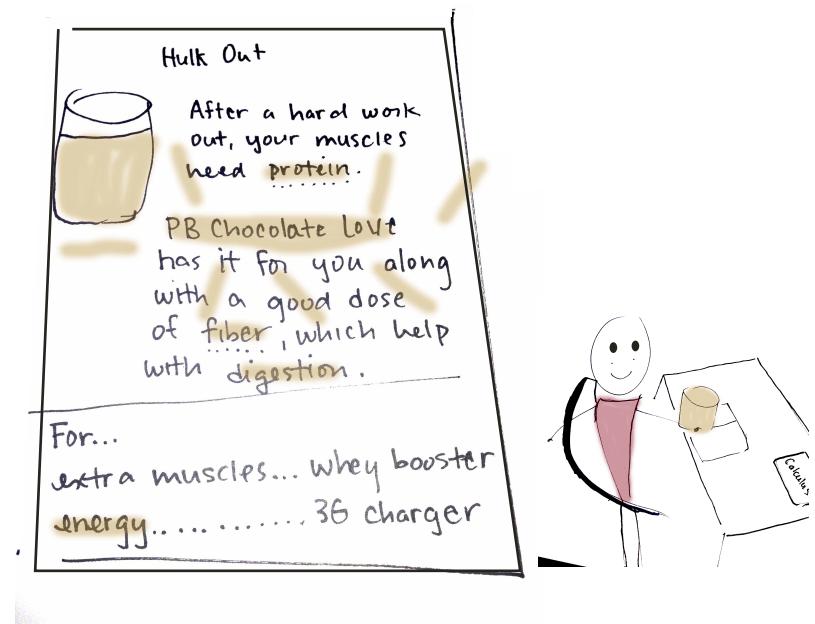
Jamba Juice locations near universities do very well. Thus they can use this opportunity to teach nutrition and promote their products. Do Your Good is a mobile application that recognizes college students have unique needs, be it more energy, quick healthy snack, glowing skin, hangover cures, and provides a Jamba Juice solution for them. Targeting this audience not only introduces them to the brand at a critical point, it fosters longer-term engagement.

Do Your Good



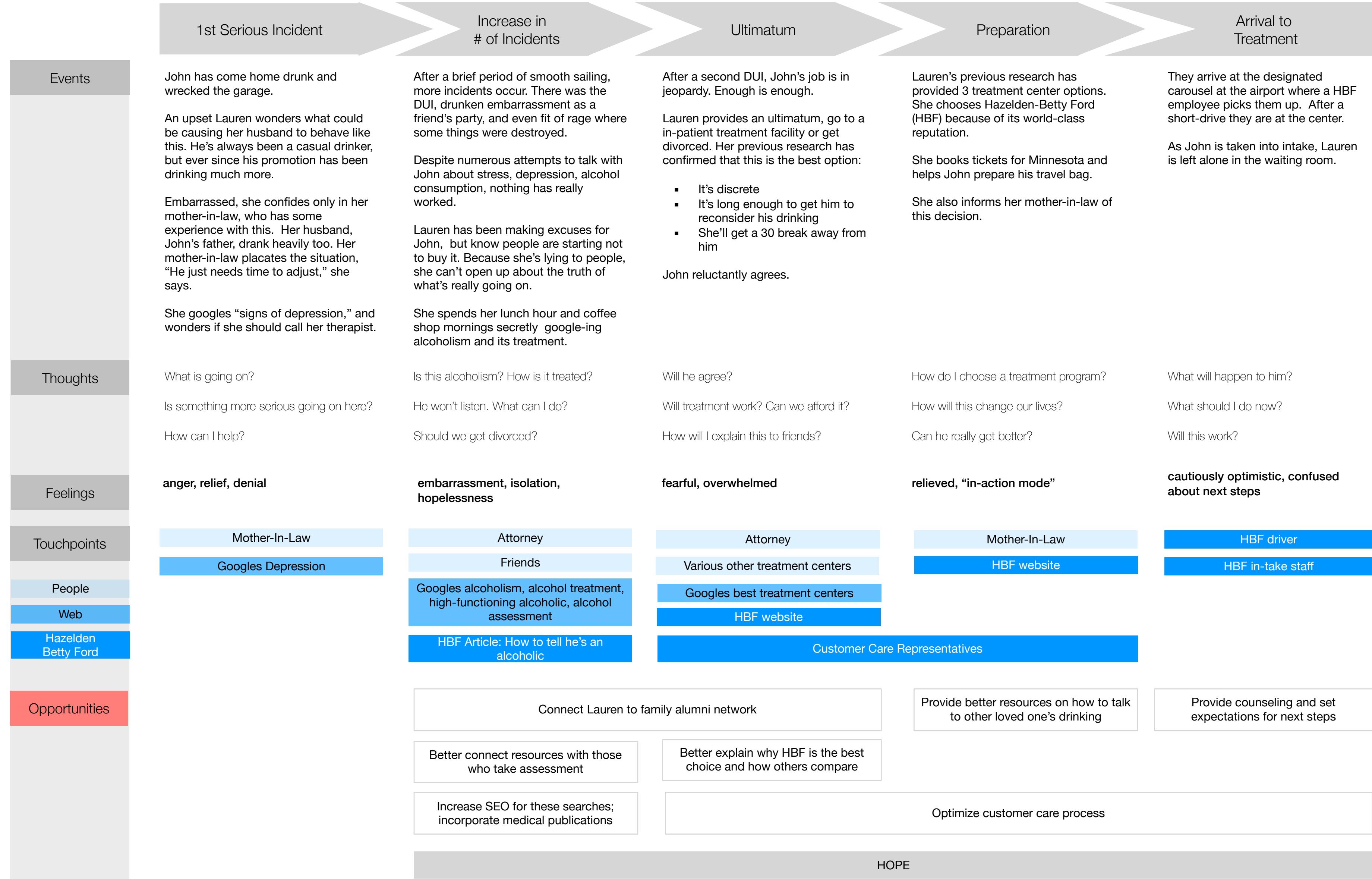
Tim has just finished a hard work out at the university gym, and wants a quick snack before he pulls another long night of calculus. Given that he's just worked out he scrolls until he finds "Hulk Out". He selects this option.

Upon launching, the app provides categories he and his friends can relate to. He laughs at some of them, like 'Hungover' and "Date Night", and thinks he'll have to give these a closer look next time. He selects Hulk Out.



Its detail page provides a short description of what's in this drink, and why it's good for his needs. It even recommends some boosters that will help with staying focused for the rest of the night.

He picks up his drink and studies calculus, knowing he's done his body good.



*Who is Lauren?

Lauren is wife of John, and our key persona for this project. She is the 'decision-maker,' as statics show that most in-patients are predominately men who have been coerced into entering a facility by their wives. Thus winning her over is critical to this project's strategy, and special details about the market segment have been excluded for the purposes of confidentiality.

Primary Navigation Overview

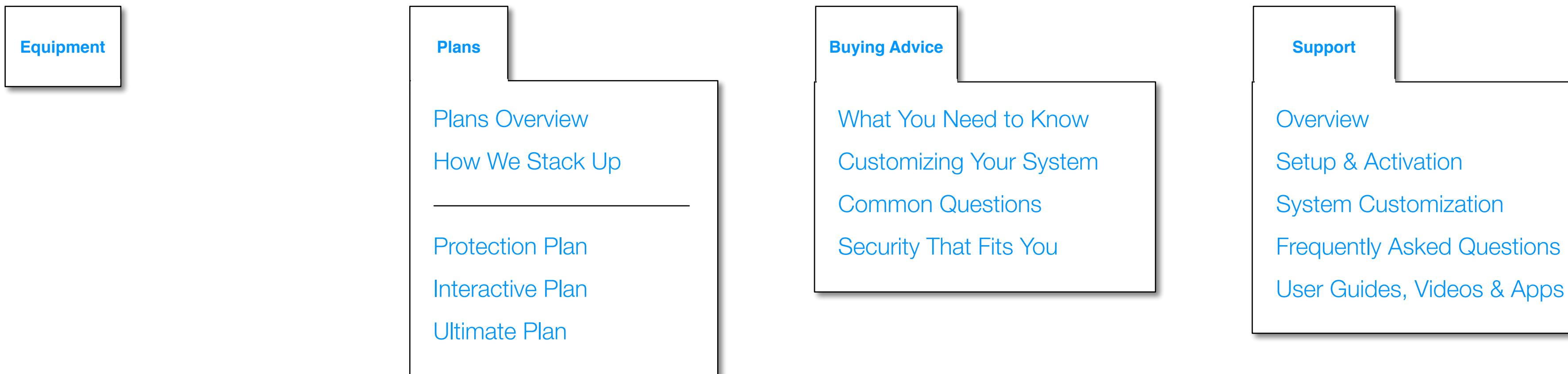
Navigation Objectives

Experience Objectives:

- Support the customer journey and acquisition
- Provide value and reduce user frustration by getting users to their desired content
- Lead users through the Frontpoint story
- Prevent users from skipping the Frontpoint story by limiting direct access to detail-level pages
- Help users understand the sub topics within a section
- Help users by providing short, easily scannable lists, to enable quick navigation throughout the site

User Objectives:

- Understand if I can find what I'm looking for
- Understand what is in each section
- Choose to keep exploring the site



Navigation At-a-Glance

Frontpoint has what you need

Frontpoint has plan options

Frontpoint is here to help

Frontpoint will support you beyond purchase

Navigation Outline

1. Direct links into the section overview
2. Detail links into the highest-level sub pages

Free smoke detector [learn more](#)

Equipment [Plans](#) [Buying Advice](#) [Support](#) [Shop](#) [Login](#)

[Get a free quote](#)
1-855-873-5597

Well equipped to be well protected

When it comes to finding a virtually fool-proof, tamper-proof, smash-proof and proven system, Frontpoint has all the equipment you need to make reliable home security possible.

Find your complete solution

Picking the right home security equipment doesn't have to be complex at all. Start with our essential Control Panel options, Sensors and Cameras to find your fit.

Controls → **Sensors** → **Cameras & Smart Home**

The Control Panel

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[Learn more about our control panel](#)

Touchpads

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SCROLLS TO REVEAL MORE - ON NEXT PAGE

Page Title:	Frontpoint Helps You Get Well Equipped to be Well Protected
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Content Strategy

Section Objectives:

- Provide an introduction into the Frontpoint system.
- Help users understand how the system works together as a whole, how the equipment components make up the system.
- Help users understand how it works and what the different types of equipment are.
- Drive users to detail-level pages.

Notes

- 1 The video will talk about the equipment components as they make up a system. This will help users understand how it works.
- 2 Users may navigate in-page between the 3 primary equipment categories.
- 3 The links within the equipment categories will take users to equipment detail pages.

1
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700px Fold

2

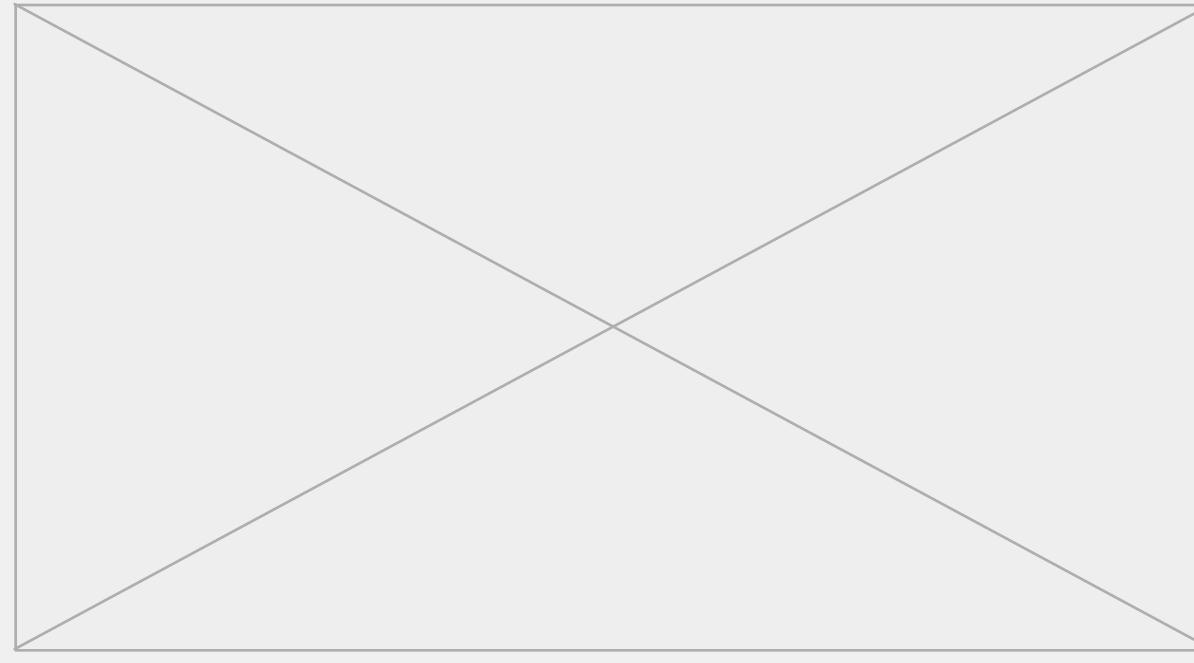
3

SCROLLS TO REVEAL MORE - FROM PREVIOUS PAGE

ipsum.

[Learn more about our control panel](#)[Get a free quote](#)

1-855-873-5597



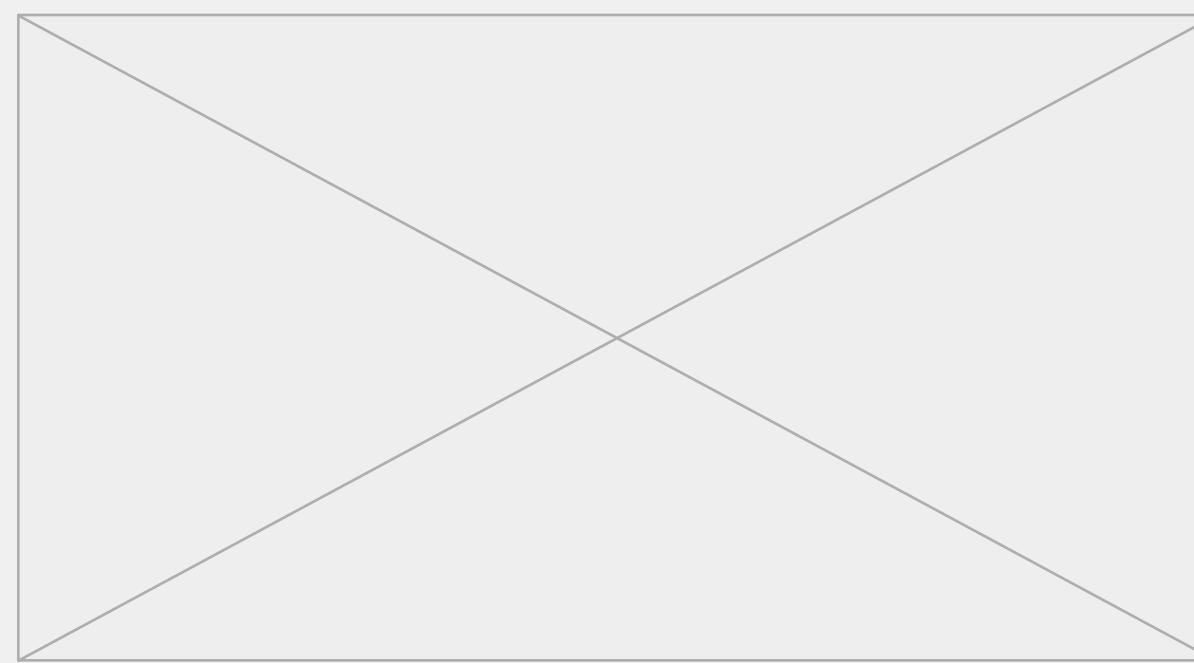
Touchpads

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[Learn more about our Touchpads](#)[Touch Screen](#)[Talking Remote Touchpad](#)

Remotes

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[Learn more about our remotes](#)[Keychain Remote](#)[Panic Pendant](#)

Mobile

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[Learn more about our mobile equipment](#)[Mobile Apps](#)[Light Control](#)[Door Lock](#)[Thermostat](#)[< Sensors](#)[Cameras & Smart Home >](#)

SCROLLS TO REVEAL FOOTER

Page Title:

Frontpoint Helps You Get Well Equipped to be Well Protected

Content Strategy

Section Objectives:

- Provide an introduction into the Frontpoint system.
- Help users understand how the system works together as a whole, how the equipment components make up the system.
- Help users understand how it works and what the different types of equipment are.
- Drive users to detail-level pages.

Notes

1 The links within the equipment categories will take users to equipment detail pages.

2 Navigation at the bottom of the equipment overview pages will help users move between the overview tabs.

The wireframe shows a header with a logo placeholder, navigation links for Equipment, Plans, Buying Advice (which is active), Support, Shop, and Login. A call-to-action button for 'Get a free quote' and phone number '1-855-873-5597' are also present. The main content area features a large silhouette of a person's head and shoulders. Below it, a navigation menu includes 'What You Need to Know' (selected), 'Building Your System', and 'Common Questions'. The main heading 'Buying Advice' is at the top left. The footer contains a 'PAGE SCROLLS' section.

Buying Advice

What You Need to Know

To Choose the Right Security System

1 How does a home security system work?

A generic system starts with security sensors. They "stand guard," ready to react to specific situations. Like when a door opens or a window breaks. When a sensor detects an issue, it alerts the Control Panel. With monitored systems, the Control Panel immediately signals the Monitoring Center, usually using your phone or internet connection. (Cellular alarm systems are safer and don't require a landline!)

Professional monitoring is key to your safety. The monitoring team promptly dispatches your local authorities - police or fire - 24/7.

If you have a Frontpoint system, the sensors are 100% wireless. They are incredibly easy to set up, without drilling or complex wiring. Even more important, the Control Panel communication with the Monitoring Center is cellular. It is NOT dependent on a phone line. Frontpoint is also interactive, which means you receive instant alerts when sensors trigger, no matter where you are. The Frontpoint system offers sensors to protect against fire, flood, medical and other emergencies. This protection is included for no extra charge in your monthly monitoring plan.

2 Why are some home security systems safer than others?

Not all security systems are created equal. Choose a solution with the safest technology, from a company with the best customer satisfaction. Check their track record for service and reliability.

Systems that depend on wired connections have inherent vulnerabilities: burglars can cut wires and phone lines. Internet connections can go down. Intruders can break Control panels. Frontpoint's safer wireless technology ensures that signals always get through. The Frontpoint Control Panel will send out a cellular alarm, even if it's smashed.

Frontpoint uses the highest quality GE Security equipment, with a 2-year warranty. Our Control Panel guards against power failures, with batteries lasting 24 hours.

If bad guys are out there, don't you want the best technology on your side?

[See how Frontpoint stacks up against the competition.](#)

3 Do home security systems require professional installation?

Some do, and that can be expensive and time-consuming.

For a quick, simple set up, consider Frontpoint's wireless system. In about 30 minutes you can set up Frontpoint yourself, on your own schedule.

Buying Advice - What You Need to Know 1

Page Title:	Frontpoint System Introduction
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Content Strategy

Section Objectives:

- Help users who are looking for clarity amidst confusion shopping for a home security system.
- Inject the Frontpoint brand personality to this prospective customer audience.
- Show and tell why Frontpoint is the clear choice.

Page Objectives:

- Address the top user questions who are in the consideration part of their consumer journey.
- Tell a compelling, easy to understand story.

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CONTINUED FROM PREVIOUS PAGE

3

Do home security systems require professional installation?

Some do, and that can be expensive and time-consuming.

For a quick, simple set up, consider Frontpoint's wireless system. In about 30 minutes you can set up Frontpoint yourself, on your own schedule.

Step 1 – Plug in (Control Panel)
 Step 2 – Peel-and-stick (Sensors)
 Step 3 – Call (Activation team)

Your Frontpoint system is pre-configured for your home. Our activation team will confirm your equipment is working perfectly. They'll walk you through the simple operating instructions. A system this easy lets you expand as needed. Take it with you when you move.

The alternative? A traditional system requires scheduling – and waiting – for a technician to show up. They'll run wires and drill holes through your walls to connect the equipment. A landline phone or internet connection is required for these systems. (If that connection goes down, so does your security.)

4

What happens if there's a security problem while I'm gone?

Most security systems notify you by phone if an alarm sounds at your house. You can then confirm that it's not a false alarm, and talk to the monitoring team about taking action.

However, in today's mobile society, you may need a security system with more advanced interactive features. Whether working, running errands or on vacation, you never want to be out of touch with your home security. Choose a system you can access from anywhere. Frontpoint mobile apps keep you on the go, while your home stays secure.

The Frontpoint alarm system is integrated with the internet, so you can access and control your security from any connected device, like a laptop or smartphone. Emails and text alerts provide instant updates on all security-related activity. Want more? With Frontpoint's live video, seeing is believing. Check your house anytime, while safe in the knowledge the Frontpoint monitoring team is on the job, every minute of every day.

5

How much does it cost?

Simple question, right? You didn't need us to remind you of this one. But when you visit some security websites, you have a hard time finding a straight-forward answer. You see all kinds of complex "packages." But when you try to figure out how much you'll pay for each feature... it's a dark mystery.

We've discovered why many companies bury the cost issue. It's because they have so many hidden fees! You want cellular monitoring? That's extra. You want protection from environmental hazards? Pay extra. Oh yes, installation costs money, too. And activation!

Frontpoint doesn't do hidden fees. We hate them. Our pricing is simple and upfront. Every monitoring plan includes intrusion, fire, environmental and life safety, with that all-important cellular signaling. No extra charge. No installation fee, no activation fee and even free shipping!

Here's how much Frontpoint costs. Check out our [Plans](#) section for details on each plan.

Protection Monitoring - \$34.99/mo
 Interactive Monitoring - \$42.99/mo
 Ultimate Monitoring - \$49.99/mo

For pricing on our equipment, visit our [online store](#).

Still have questions?

Chances are, we've covered them in our Frontpoint blog.

[See Our Blog](#)

PAGE SCROLLS TO REVEAL FOOTER

Page Title: Frontpoint System Introduction

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Partner with Frontpoint

We believe that our best customers come from our best partners. That's why our Affiliate Program is one of the best in the business.

[Get Started](#)

Already an Affiliate? [Access our Affiliate Portal](#)

Hi. We're Frontpoint.

As the fastest growing GE security dealer that offers only 100% wireless services, we believe that what we offer our customers is value. [And the good news is that they agree.](#)

But we're in the business of building quality relationships, and that includes our affiliates. There is no risk, no obligation. We do the heavy lifting. We're great at converting leads to sales, which means a higher payout for you.

“The main reason I purchased Frontpoint was for the cellular connection, with no extra cost. Thank you Frontpoint, we sleep well at night...”

Our Benefits

- Get Paid**
- Get Help**
- Get Results**

A qualified activation means at least \$300 for you. You give us the lead, we'll convert them to a customer and you get money! It's a program that's hard to beat.

We're ready with all the tools and resources you need to help with marketing efforts. Our in-house creative team is always at your disposal.

You'll get thorough, accurate data every day to track your progress. Because your leads arrive with unique URLs or call-in numbers, there are fewer errors, so you'll get your reward faster.

PAGE SCROLLS

Page Title: Affiliate Program

Content Strategy

Page Objectives:

- Highlight key advantages of affiliate program (payout, dedicated management team)
- Stringent enough to weed out low level affiliates, but flexible enough to entice moderate traffic drivers

A

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B

Questions

- A** FP referenced linking to an affiliate portal in the input document, what is the affiliate portal?
- B** Does FP have a quote or statistic to highlight from a affiliate?

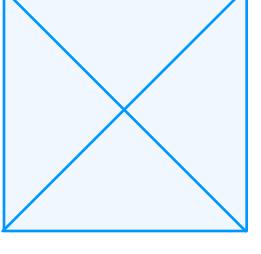
PAGE SCROLLS

Think you're a fit?

[Get a free quote](#)
 1-855-873-5597

What makes a great fit? <ul style="list-style-type: none"> A large business Proven success working with affiliates A well crafted affiliate marketing plan Aggressive-super regional Targeting large national audiences Aggressively targeting super-local audiences 	What we've learned doesn't work well. <ul style="list-style-type: none"> A small business Little or no success with affiliate marketing No affiliate marketing plan
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Want to learn more?



Frontpoint's Approach to Partnership
More on Frontpoint's unique approach to partnership.

This could be the start of great partnership.

Apply now to become a Frontpoint affiliate.

[Get Started](#)

PAGE SCROLLS TO REVEAL FOOTER

Page Title:	Affiliate Program
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Content Strategy**Page Objectives:**

- Highlight key advantages of affiliate program (payout, dedicated management team)
- Stringent enough to weed out low level affiliates, but flexible enough to entice moderate traffic drivers

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EDUCATION	<p>Master of Human-Computer Interaction Carnegie Mellon • The University of Madeira December 2013</p> <p>Bachelor of Arts in Economics Bachelor of Arts in International Political Economy Fordham University • Cum laude • May 2006</p> <p>Philosophy, Politics and Economics Oxford University • Junior Year Abroad</p>
EXPERIENCE	<p>User Experience Intern Modern Climate • April 2014 - Present</p> <p>Researching, designing, and testing digital experiences for clients. Clients include: Hazelden-Betty Ford Foundation, Frontpoint Securities, Jamba Juice.</p> <p>User Experience Lead Wow!Systems • January 2013 - December 2013</p> <p>Led user experience strategy for a team of four; planned and executed user research and user testing; worked with one other in building out wireframes and interaction design; presented finding and work to client</p> <p>Remote Listing Coordinator Patch.com • September 2010 - December 2012</p> <p>Composed original marketing content for business at community focused startup</p>
SKILLS	<p>HCI Methods</p> <p>Accessibility evaluation • Analytics • Content Strategy • Contextual inquiry • Ethnography • Heuristic evaluation • Storyboarding • Task analysis • Usability testing • Wireframing</p> <p>Software</p> <p>Axure • Balsamiq • HTML/CSS • InDesign • Illustrator • InVision OmniGraffle • Photoshop</p>