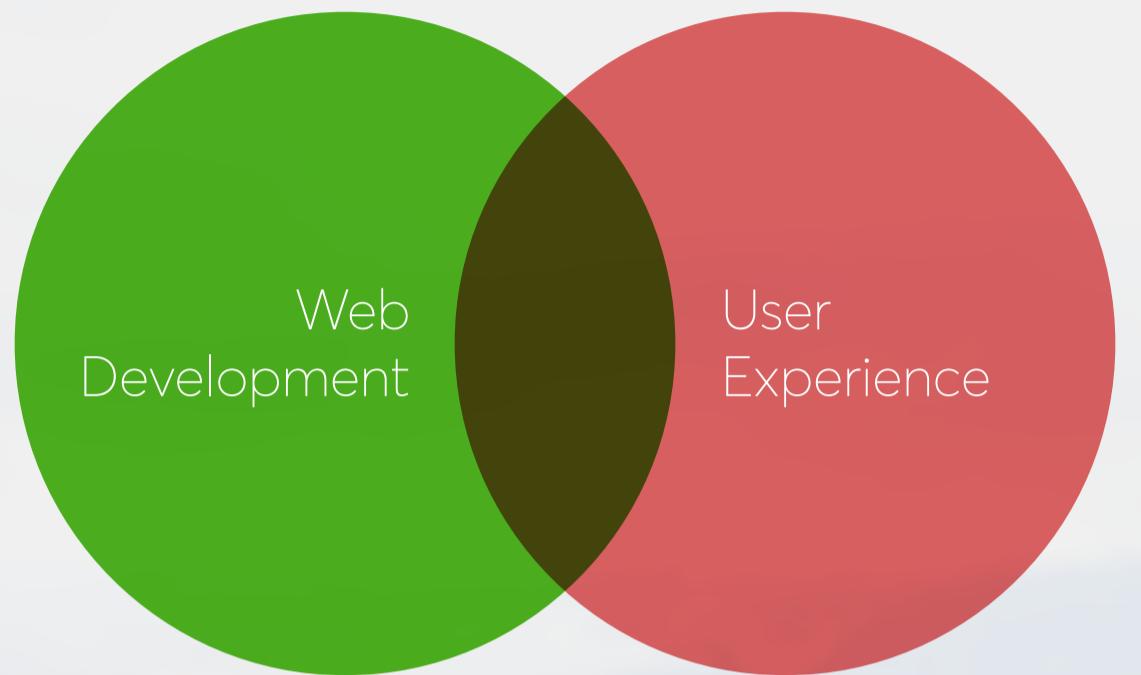


COREY MALONE

EMPATHETIC EXPERIENCE DESIGNER



I am inspired by amazing experiences.

I am motivated by bad ones.

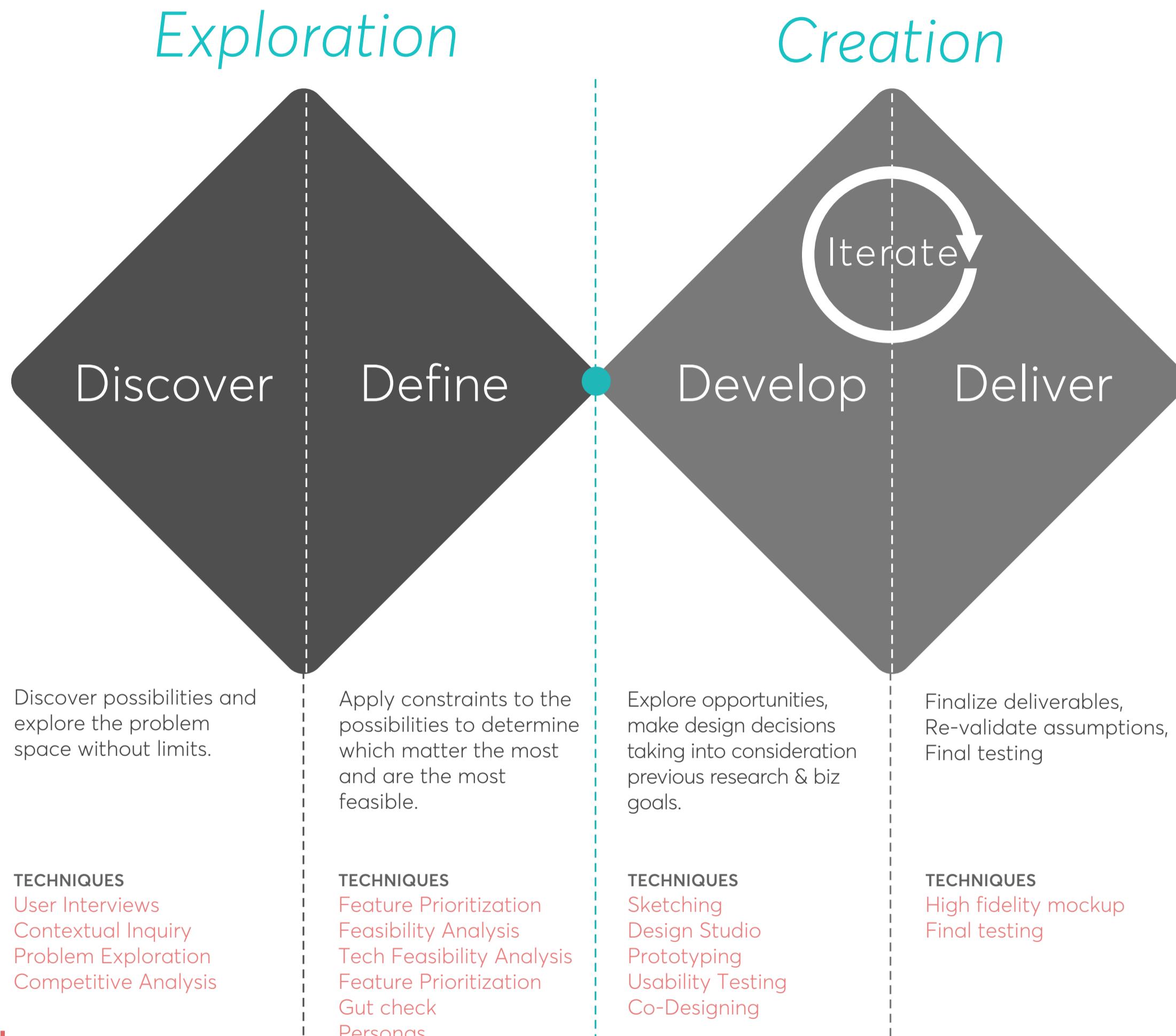
My background web development & computer security helps me think of user experiences in different dimensions:

- Technical feasibility of features
- Security issues with solutions



Alisan, Taiwan

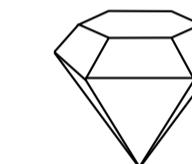
UX Process & Tools



Throughout process: Empathize with Users & Stakeholders.
Keep in mind goals of the project

Tools

Wireframing, Mockups & Graphs



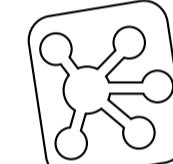
Sketch



Photoshop



Illustrator

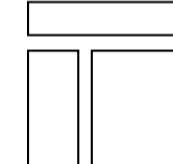


OmniGraffle

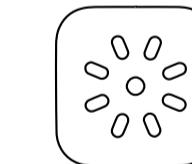
Prototyping



InVision



Axure



POP



Web



Competitive Analysis

I analyze the competitors to understand the market trends, how the product differs from others and to discover potential opportunities. This analysis also helps me understand where the product stands in the market and how people are currently solving the problem at hand.



DISCOVER: COMPETITIVE ANALYSIS

Navigation

If a site is designed correctly, the navigation should resemble the assumed user mental model of site. In the example below, Walmart assumes that people group together dairy, eggs and cheese; just as they would located physically in the supermarket.

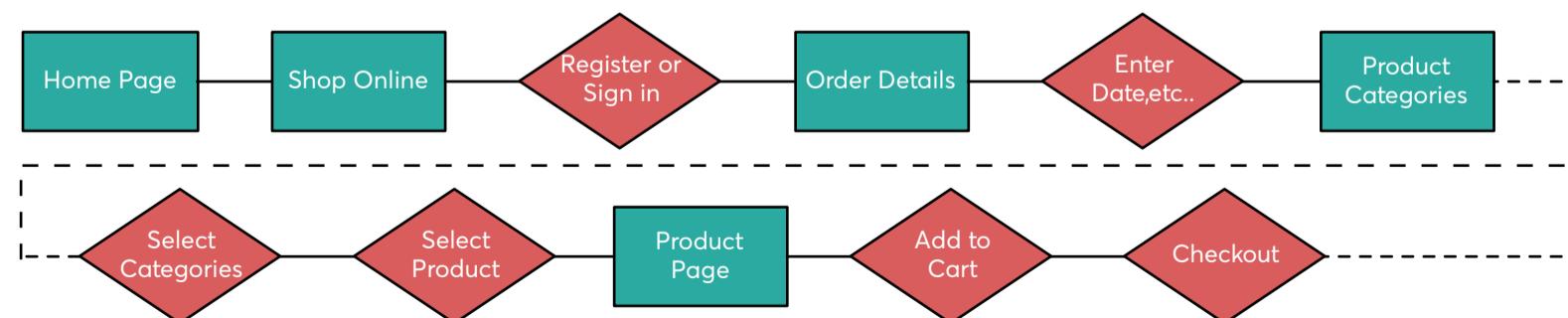
Navigation comparison for grocery items

D'Agostino	Bakery	Dairy									
Trader Joe's	Bakery	Cheese	Beverages								
Sunrise Market	Bread		Beverage		Rice	Seasoning	Frozen	Meat	Produce & Flowers	Snacks & Sweets	
Amazon			Coffee, Tea & Beverages	Dried Beans, Grains & Rice	Condiments & Salad Dressings		Frozen	Meat	Vegetable		
Walmart	Baking	Dairy, Eggs & Cheese	Beverages		Condiments, Sauces & Spices	Frozen Foods				Noodle	
										Pasta & Noodles	
										Canned, Jarred & Packaged Foods	
										Snack Foods	
										Snacks, Cookies & Chips	
										Canned Goods & Soups	
										Meal Solutions, Grains & Pasta	
										Candy & Chocolate	
										Candy & Gum	

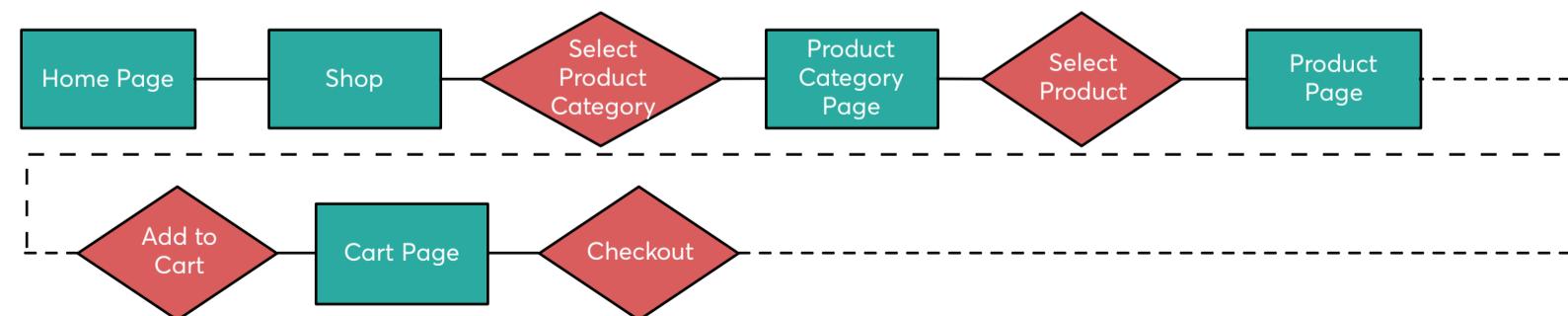
User Flows

Gives insight into customer behavio, how the company operates and what it thinks is important.

Buying A Product Online - D'Agostino



Buying A Product Online - Whole Foods



Features

What features competitors have, gives an idea as to what we are lacking and what we are doing differently. **This sets a baseline for what features people expect.**

Selected features for location based networking apps.

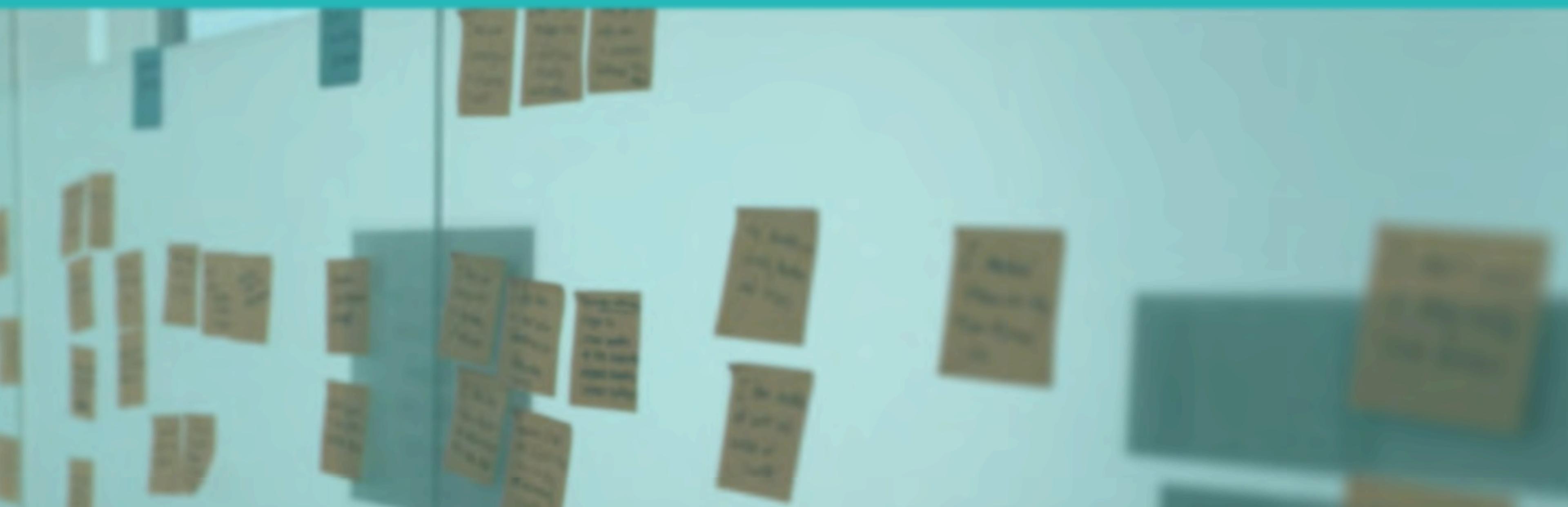
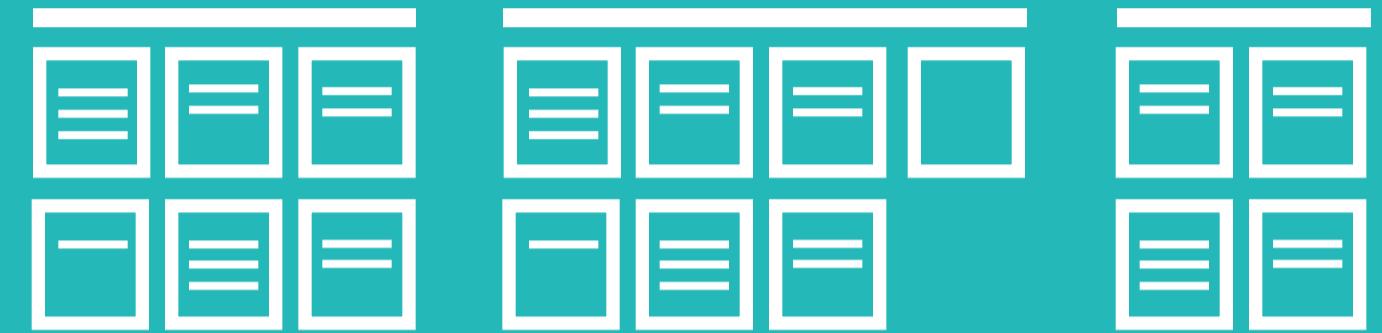
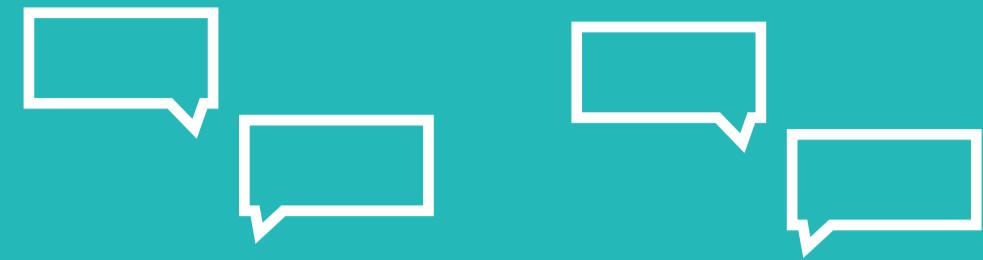
	Weave	Caliber	Shapr	Let's Lunch
Intro (How-to-use)
Linkedin Login
Facebook Login				.
Register with Email		.	.	.
Calendar				.
Quick Tips	.		.	.
Connect with Phone Contact		.	.	.
Create App Password
Networking Preference		.		
User Profile Selection		.	.	.
Push Notification	.		.	.
Geo-Location Data
Search
Saved Search	.			

User Research

I am not the user. *I am not the user.*

Great user research is the key to great UX.

Conducting user interviews and ethnographic research is the only true way to empathize with users. (Stakeholders are users too, they use the product in a different way.) It is really enjoyable to learn about people and how they think.



DISCOVER: PROBLEM EXPLORATION

Problem Exploration

Before doing user research we need to explore the problem/brief in its various dimensions using Mona Patel's problem exploration method. This allow me to think about the problem in different ways:

- Why the problem is there,
- What it means to solve the problem
- What is stopping us from solving the problem.

This exploration provides some guidance into what areas should be explored during user research.

Problem Exploration Areas

Problem
Space

Goal
Space

Consequence

Gaps &
Barriers

Problem Exploration as a Team

PROBLEM SPACE

- LinkedIn's messaging platform is very generic ✓
- There's no way of telling the difference between spam or legit messages ✓

GOAL SPACE

- Connecting people should be a delightful experience. ✓
- Allow people w/ the same interests/goals ✓
- Choose a topic of conversation ✓
- meet up for coffee or tea

CONSEQUENCE

- Generate an organic way of connecting people to talk about their experiences and ideas
- Motivate people to focus on quality conversations
- establish
- Infuse

DISCOVER: USER RESEARCH

User Interviewing

After creating an interview outline I create a list of questions to ask about their behavior. I also inquiry about **the context of these behaviors. I pay attention to the tone of voice and body language and empathize with them.**



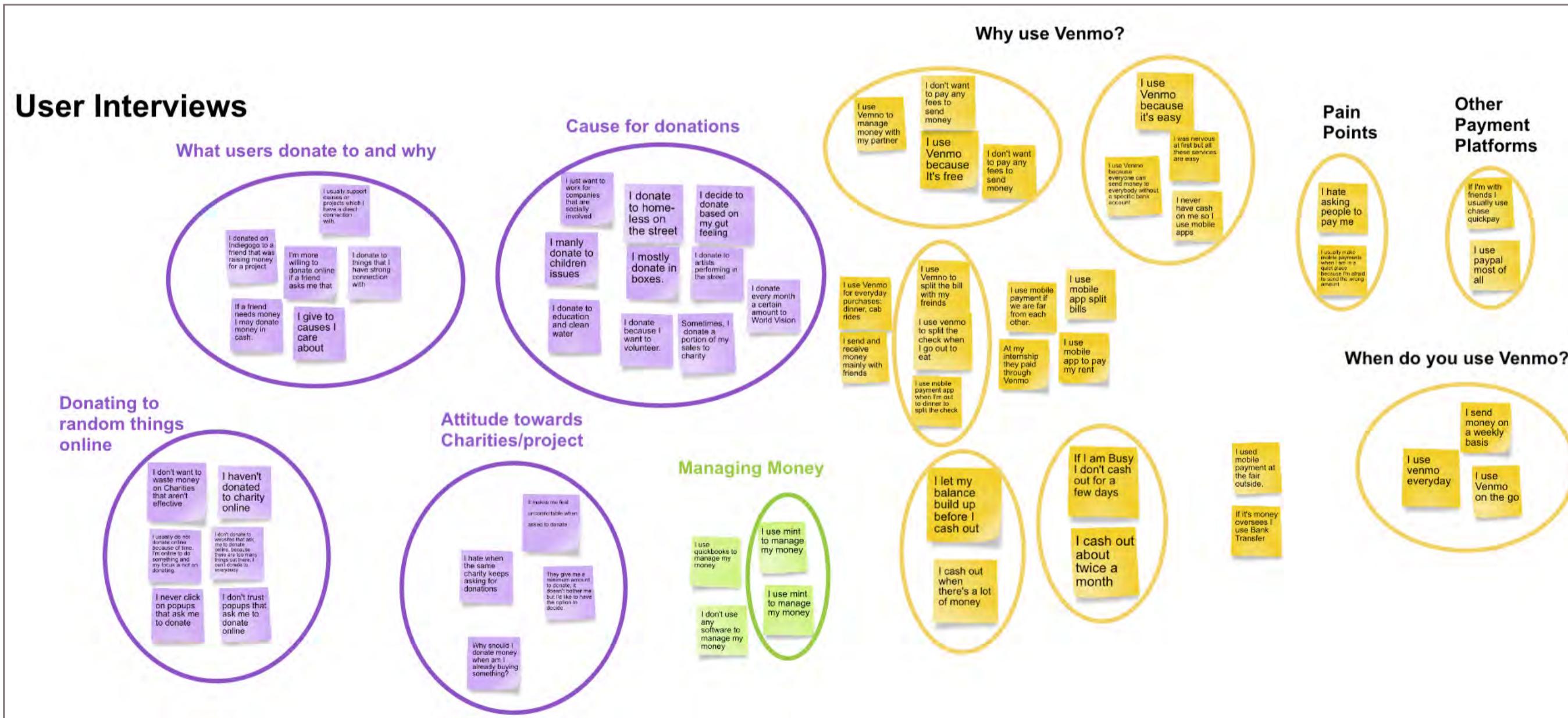
User Interview Outline for a Networking App



Synthesizing Research

I use affinity mapping to cluster similar behaviors and attitudes. These trends become the basis for the personas.

Affinity Mapping



DEFINE: USER RESEARCH

Personas

Personas are a great tool to help create empathy for the user and all parties involved.



Chris Young
26/BS/Admin Assistant & Computer Science Student
Primary Persona

BIO
Chris is about to finish school and he's ready to start his career. He typically spends his weekends with his partner and close friends. He meets new friends through friends' gathering most of the time. Recently, Chris has started going to Meetup events in the city because he wants to learn more about the industry he's about to get himself into and he wants to make sure he finds the right company to set his foot into the door upon graduation.

KEY ATTRIBUTES
Experience in Field: 4 dots
Eagerness to Network: 5 dots
Social Anxiety: 3 dots
Willingness to Mentor: 4 dots
Extrovertedness: 3 dots
Communication Tools: Text, Facebook

QUOTES
I didn't get any response from that person, it kind of left me with nothing... I kind of gave up.
I am looking for a mentor and I believe a mentor has to come from the same professional field.

PAIN POINTS

- Not knowing what to say at networking events
- Lack of response when networking online
- Networking events that are deceptive and don't provide value
- Going to the event but it wasn't what was expected - lots of weirdos
- Too many accounts to keep up with - too many passwords!

SCENARIO
Chris is about to graduate from his computer science program. As he's only had work experience working as an Administrative Assistant, he wants to find people around him to learn more about the Computer Science industry before he finishes school.

IDEAL FEATURES

- Make it easy to reach out to people, but not easy that he send useless messages that don't deserve a response
- Connecting him with the people who will appreciate him the most, giving him the confidence to grow
- Make the networking experience safe since he's new to the industry
- Allow signing in with existing social networking account

PLEASURES

- Hearing other people's experiences and how they got to where they are now.
- Having a mentor in my company that I don't directly report to
- Combine my passion and technical skills into my work



Pete J. Potter
30/BS/Information Architect
Primary Persona

BIO
During his college years Pete wanted to pursue a career in Fine Arts, but he didn't have anyone to consult with. After graduating from school, he worked at different jobs that didn't feel passionate about. One day, he met someone at his job who was doing a part-time course for User Experience Design. This motivated Pete to continue his education and focus on a career that he's passionate about and rewarding at the same time.

KEY ATTRIBUTES
Experience in Field: 5 dots
Eagerness to Network: 4 dots
Social Anxiety: 3 dots
Willingness to Mentor: 4 dots
Extrovertedness: 3 dots
Communication Tools: Facebook

QUOTES
Everyone has value
Having a mentor is extremely important, they can give you valuable feedback on your career journey.

PAIN POINTS

- Receiving too many messages without any value
- There's no easy way to connect and set up time to connect with others
- Meet ups and conferences are ineffective, there's too much pressure to suck information out of people
- Not meeting the "cream of the crop" at networking events

SCENARIO
A few weeks after finishing an immersive course for UX Design, Pete got a job as an Information Architect at a start-up company. He wants to inspire other people who are interested in pursuing a career in the field, he needs to find a way to meet and connect with them.

IDEAL FEATURES

- Filtering people's area of focus
- Easy way to set up a way to meet and talk
- See people beyond the field they're currently working in

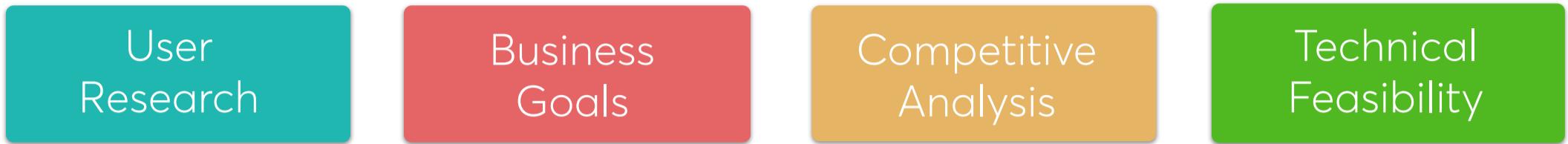
PLEASURES

- Being able to give back to the community by inspiring individuals to pursue their dream job
- Making connections with people

SCENARIO
One to one meetings are more personal than attending meetups.

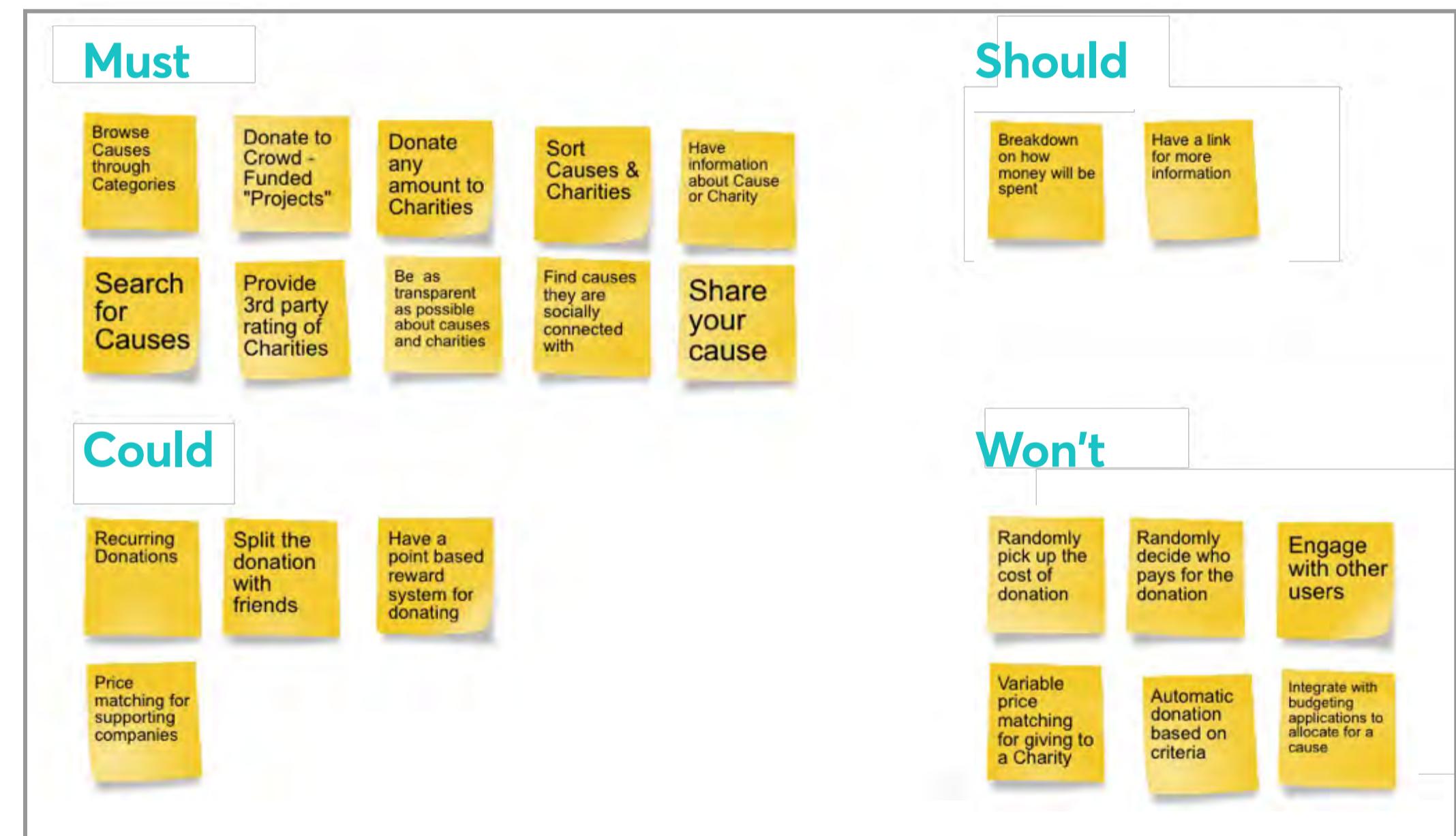
Feature Prioritization

Feature selection is used to decide what to sketch and prototype. It is based on:



MoSCoW Method

This method groups features into clearly defined decisions. It is subject to change throughout the design process.



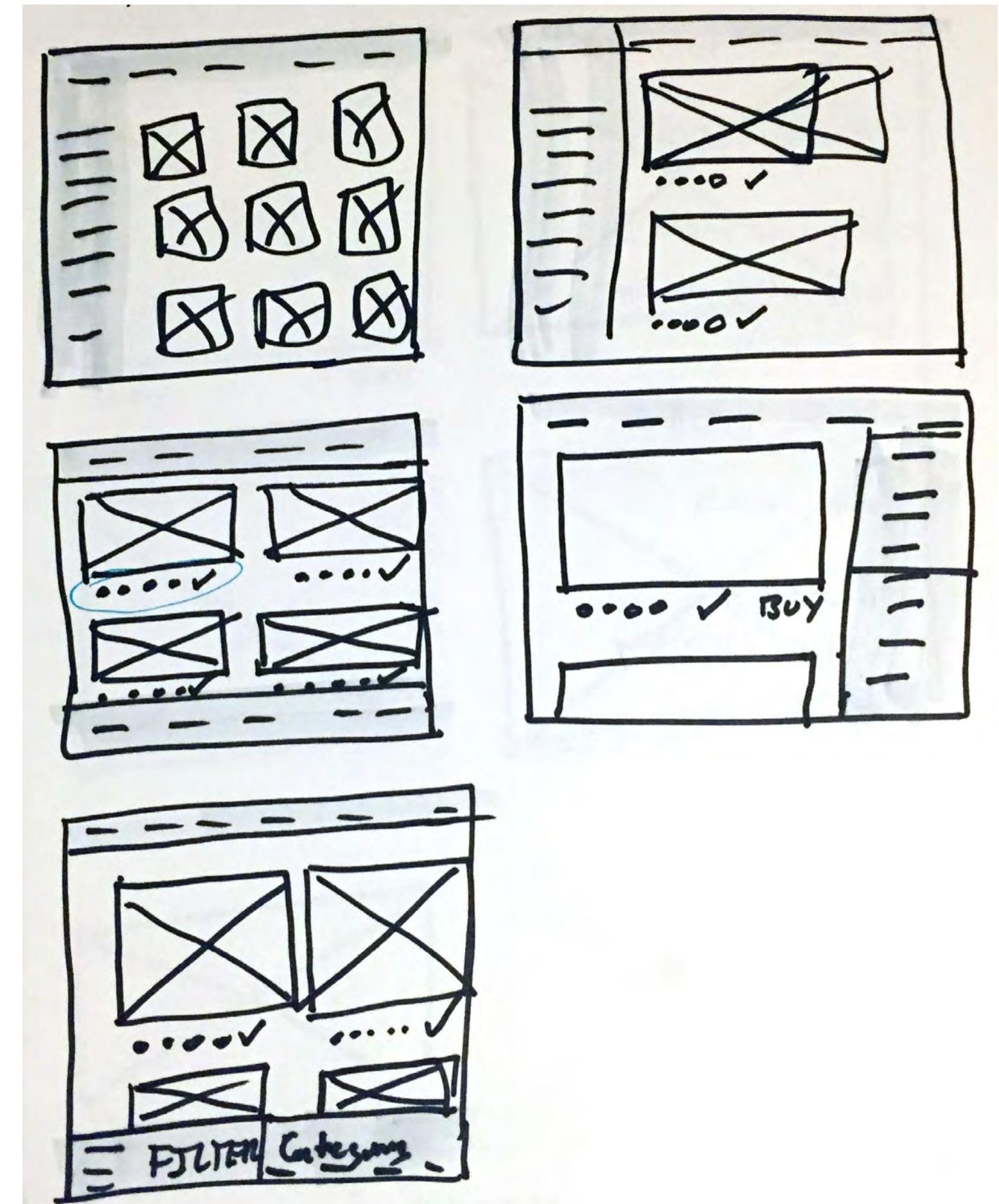
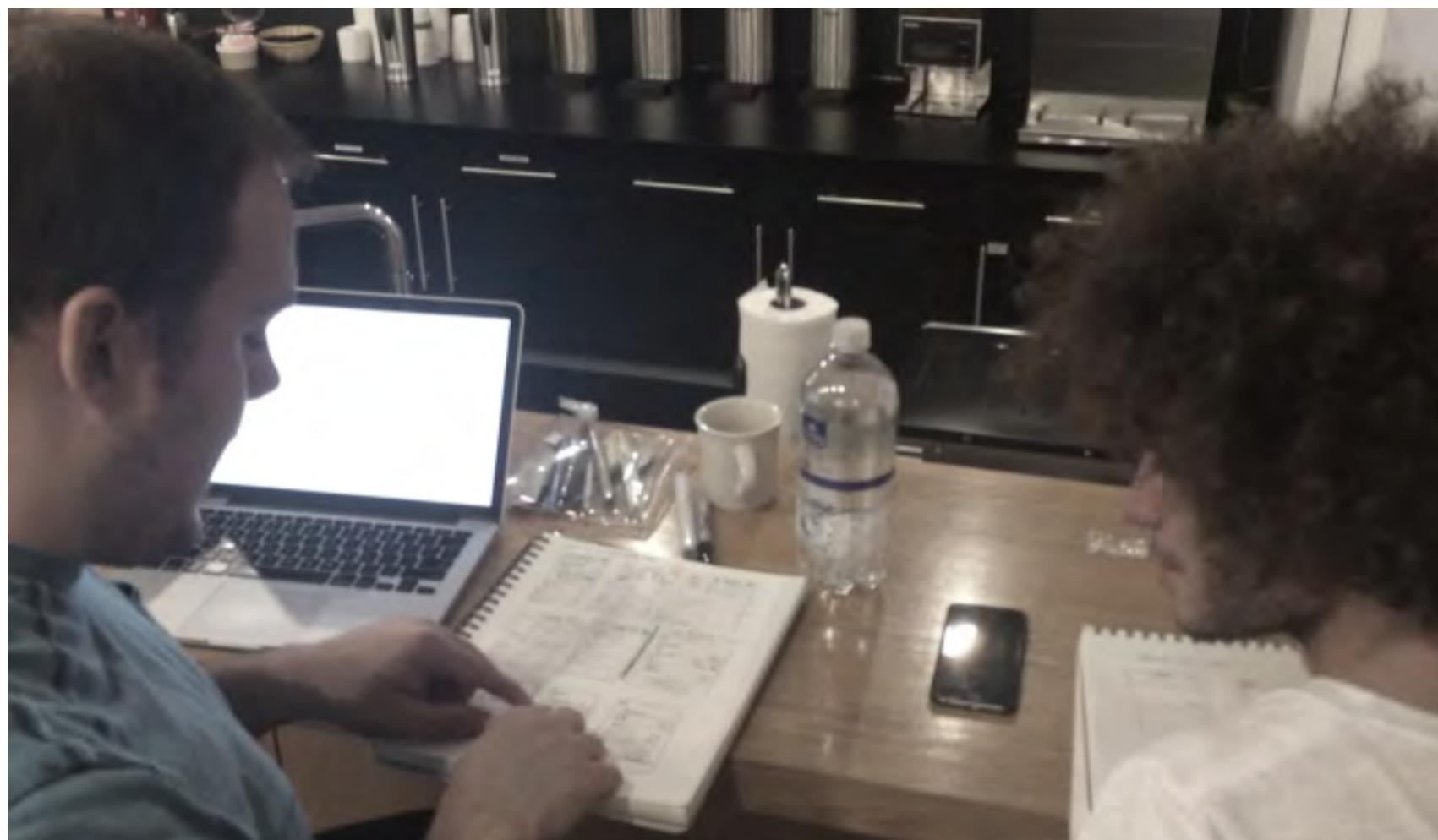
Sketching & Wireframing

**Where the user research, business goals, empathy collide
into creative possibilities.**

DEVELOP: SKETCHING & DESIGN STUDIO

Sketching

Sketching get my ideas out and helps make design decisions. Design studio collapses the ideas of the team into one design (for that screen). **Any critique should address either the problem, business goals or user goals.** Visual preferences have no place during sketching.



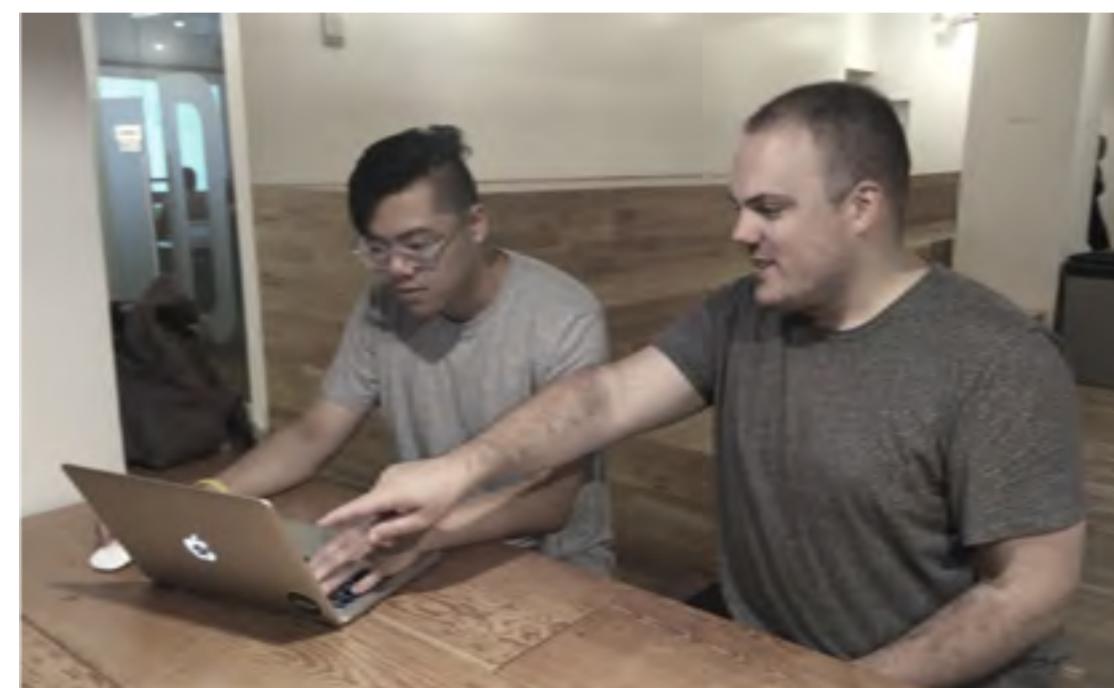
DEVELOP: PROTOTYPING & USABILITY TESTING

Wireframing

Wireframing helps the client and users understand the design better. I stay in low fidelity until the design passes enough usability tests.



Wireframes of a grocery store website

A wireframe of a grocery store website's product listing page for 'Dry Pasta'. The header includes 'EATALY' and navigation links. On the left is a sidebar with filters for 'Pasta & Rice', 'Rice', 'Risotto', 'Sauces', 'Filters' (Italian Classics, Just Arrived, Whole Wheat, Organic), 'Pasta Shapes' (Rigatoni, Spaghetti, Angelhair, Bowtie), 'Price' (\$ to \$\$\$), and 'Rating' (★★★). The main content area shows a grid of 12 pasta items, each with a placeholder image (cross-hatch), name, and rating (e.g., Spaghetti ★★★★☆, Ziti ★★★★☆, Rigatoni ★★★★☆). A footer indicates '1 of 100 ►'.

Usability Testing

- Make users feel welcome and comfortable.
- Pay close attention to the language used and stick the script.
- **Wording matters in scripts.** The wrong wording can be *leading* and allow user to complete a task "too" easily. The right wording doesn't give away the task and tests the prototype.

Client Work

Clients are not the problem. **The problem we are solving is the problem.** It is our job as designers to help the client understand the reasoning behind design decisions. It is also our job to **build empathy for the client and help them build empathy for the users.**

CLIENT : GLOBALFEST - SITE REDESIGN

Brief

globalFEST's website needs to reflect the prestige, industry credibility and the growing role it plays in supporting and exposing the world music community.

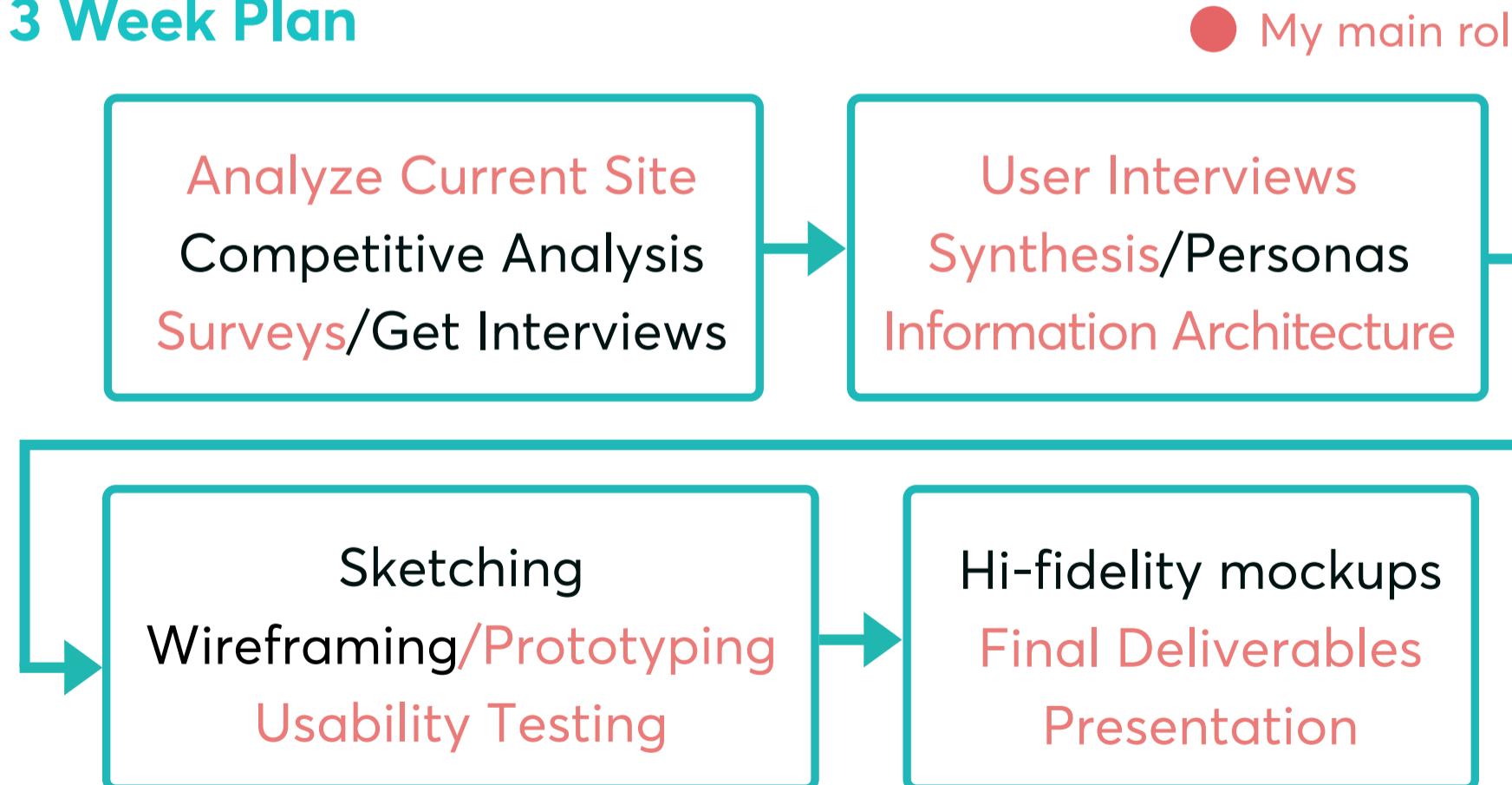
Goal : Get more users, infiltrate the market.

Team



Me, Keith, Andres

3 Week Plan



Re-designed globalFEST Website

The screenshot shows the redesigned globalFEST website homepage. At the top, there is a navigation bar with links for EVENTS, ARTISTS, APPLY, ABOUT, and DONATE. Below the navigation is a large banner image of a vibrant stage performance. The main content area features a section for "GF HANGOUT, MAY 21ST - NEW YORK, NY" with a photo of a group of people at an event. To the right, there is a "ARTISTS" section with profiles for "THE NILE PROJECT" (EGYPT) and "MARTHA REDBONE" (USA). Below this is a quote from The New York Times: "Over the last decade Globalfest has presented 21st-century world music as an accelerating fusion, a recombinant free-for-all of local traditions meeting ideas and technologies from afar. It's a realistic view of how musicians work; very few are purists. And some hybrids have grown durable enough to feel like traditions of their own." - The New York Times. At the bottom, there is a "DISCOVER" section with a video player showing "Caribou Tanya Tagaq gBSXSW 2015 Play..." and a thumbnail for "GF ARTISTS".

ANALYSIS OF CURRENT SITE

Content Strategy

- Only 3 of 9 non-industry users could correctly identify what globalFEST was based on the site.
- globalFEST was explained differently on different pages, in more than 5 different ways.

Usability Testing

"Imagine you went to globalFEST in 2014, go back and find which artists were at that event."



"Imagine you are an artist looking to join globalFEST, where would you go."



"Imagine you are a promoter and are looking for an artist to book for an upcoming event at your venue."



Key

- User completed task easily
- User completed task with difficulty
- User could not complete task.

Previous globalFEST Website



A non-profit organization serving the world music community since 2003

HOME ABOUT GF 2016 ARTIST SUBMISSIONS PRESS MEDIA ON THE ROAD TOURING FUND ARTISTS SELECTOR CD
BLOG

What's On at globalFEST

gF Hangout #4 Recap: Crash Course in Samba with Casuarina!



Fresh back from SXSW! Read more about the globalFEST showcase at Speakeasy in Austin



Sign Up for the globalFEST Newsletter for Line-up Announcements & more!

* indicates required field

Email:

Submit

LIKE US / FOLLOW US



GLOBALFEST

gF is a groundbreaking international music festival and a volunteer run non-profit organization dedicated to fostering cultural exchange. [More info](#)

DONATE NOW

\$ type amount min \$10

DONATE NOW ▶
POWERED BY Razoo
Embed this on your site

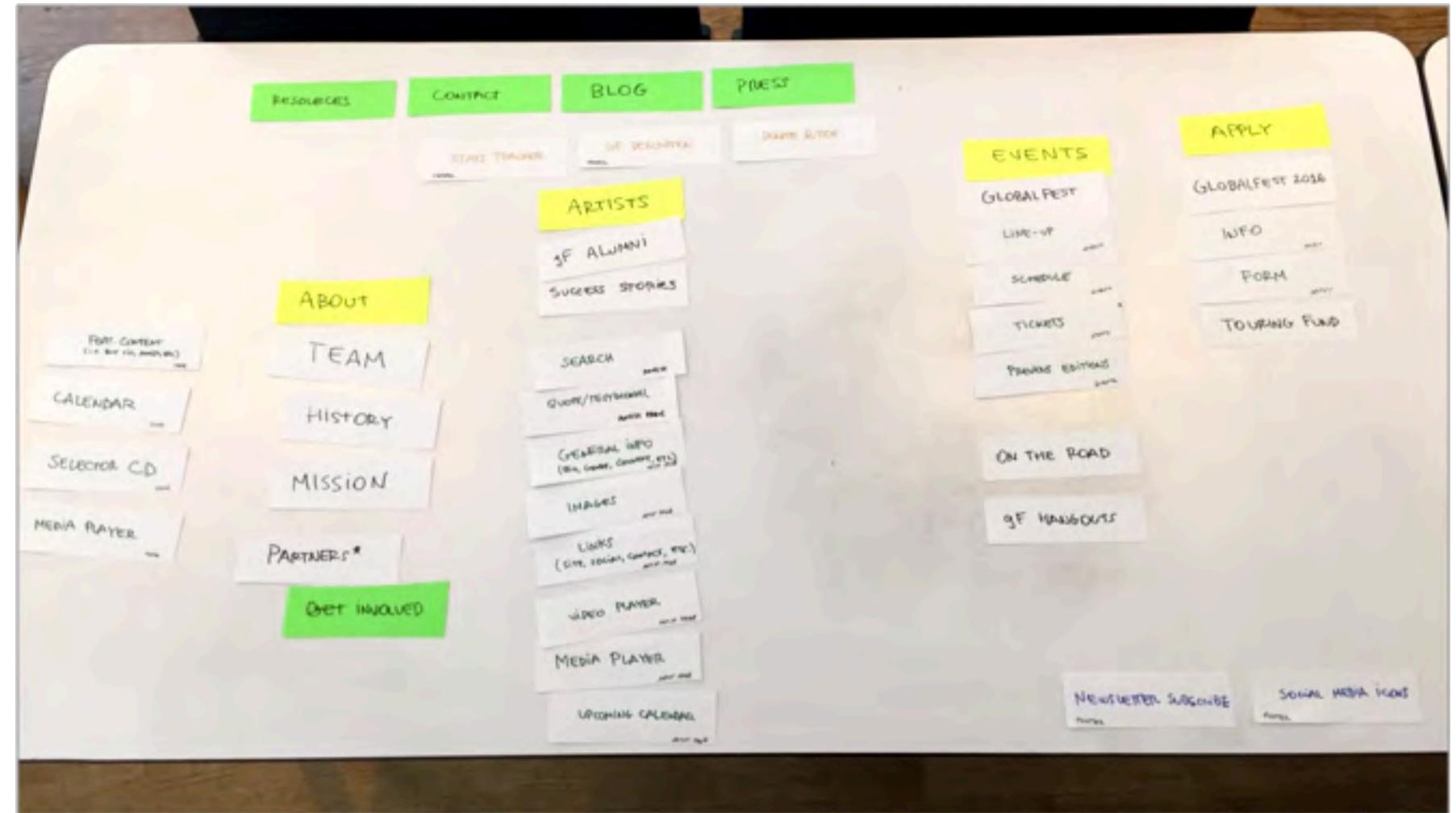


CO-DESIGN

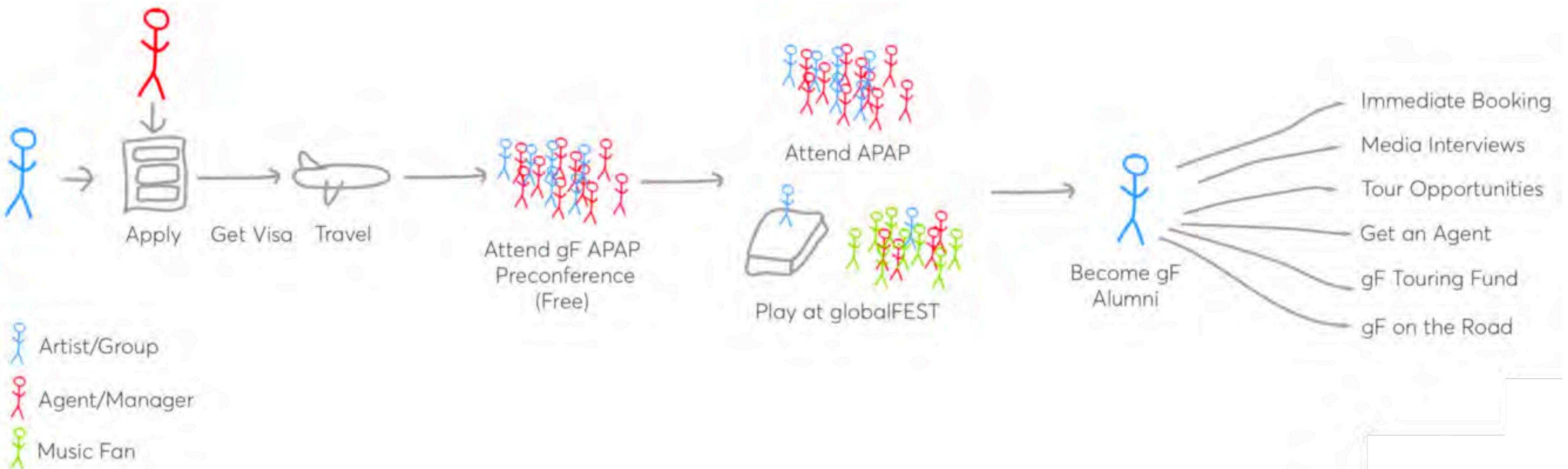
We met with the globalFEST team to figure out the Information Architecture and the journey of a globalFEST artist.



Co-designing the information architecture and prioritizing the content with globalFEST



The story of a globalFEST Music Artist



USER RESEARCH

We researched users in and outside of the globalFEST community.

Personas

RAJ 52

FAN



Johnny lives in New York and is a huge music geek. He attends as many indie concerts as his work schedule allows.

PAINS

- Not being able to **identify a song**
- Music that interrupts his flow

PLEASURES

- Going to festivals
- Discovering world music
- Feeling the spiritual vibe

HOW TO SERVE

- **Provide artist content** and help fans engage
- Enable a ticket buying portal
- Keeping him updated on the GF calendar

MARIA 32

MUSICIAN



Maria moved a lot when she was young and was exposed to many different cultures. She loves going out on tour to share her gift and take in the local scene.

PAINS

- **Funding** her tour
- Managing her social media
- **Networking**

PLEASURES

- Playing shows for **meaningful** causes
- Receiving **grants**
- Helping artist friends

HOW TO SERVE

- **Showcase** artist content and story
- Easy application process
- Provide info and resources for other grants

BEN 35

MANAGER



Ben lives in Austin but spends half the year traveling throughout North Africa where he scouts new talent. He wants nothing more in life than to make great things happen for other people.

PAINS

- **Finding gigs** for his artists
- Outdated websites
- **Extensive forms**

PLEASURES

- Finding **new artists** to sign
- **Securing tours** for his artists
- Tacos

HOW TO SERVE

- Provide **updated content**
- Help liaise with presenters
- Keep forms **minimal**

ITERATIONS - HOME PAGE

Iteration 0

This screenshot shows the initial iteration of the globalFEST website. It features a large banner at the top with the text "globalFEST is a non-profit showcasing & serving the world music community". Below this, a section titled "We have a festival every year showcasing the newest world artists." includes a link "gF 2016 is happening in Januray - Find out more" (marked with red circle 2). A "We help them by:" section lists "Working with PR Firms", "Getting them a US agent", and "Promoting Artist Collaboration" (marked with red circle 3). Another section "We support world music outside the festival too!" details the "gF Touring Fund" and "gF Hangouts". A "Discover our Artists" section shows a list of artists with play icons (marked with red circle 5) and a "See more" button. The footer contains links for "ABOUT", "ARTISTS", "EVENTS", "APPLY", "BLOG", "PRESS", "RESOURCES", and "DONATE" (marked with red circle 6).

Iteration 2

This screenshot shows the second iteration of the globalFEST website. The header now includes "globalFEST" and "globalFEST is a non-profit showcasing & serving the world music community". Below the header is a large image of a band performing on stage (marked with red circle 7). A "GF HANGOUT, MAY 21ST - NEW YORK, NY" section (marked with red circle 8) includes a photo of people socializing and a "PROJECT EGYPT" thumbnail (marked with red circle 9). A quote from "The New York Times" (marked with red circle 10) is displayed: "Over the last decade Globalfest has presented 21st-century world music as an accelerating fusion, a recombinant free-for-all of local traditions meeting ideas and technologies from afar. It's a realistic view of how musicians work; very few are purists. And some hybrids have grown durable enough to feel like traditions of their own." The "DISCOVER" section (marked with red circle 11) features a video player showing "Caribou Tanya Tagaq" and "SELECT FEST". The footer includes links for "EVENTS", "ARTISTS", "ABOUT", "PRESS", "RESOURCES", and "DONATE".

1. Explain what globalFEST(gf) is
2. Find out more about gF
3. Explain what else gF does
4. More of what gF does & donation
5. Media from artists
6. Footer navigation

7. **Strategy change**, we show what gF is through content/images, not words so users can better understand what gF is.
8. Most recent event, **keeping the home page fresh**.
9. Featured artists of the week
10. Credibility
11. Link to artists added

ITERATIONS - EVENTS PAGE

Iteration 0

globalFEST

ABOUT ARTISTS **EVENTS** APPLY

BLOG PRESS RESOURCES DONATE

2

1

globalFEST Webster Hall, New York January 2016

BUY TICKETS

INFO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur sodales ligula in libero. Sed dignissim lacinia nunc.

Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh. Quisque volutpat condimentum velit.

LINE-UP

2016 ▼



Iteration 2

globalFEST

EVENTS ARTISTS APPLY ABOUT

3

globalFEST

GLOBALFEST ON THE ROAD GF HANGOUTS

GLOBALFEST

LEARN MORE

ON THE ROAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

LEARN MORE

UPCOMING

4

On The Road: SXSW
March 14th, 2015
Some Pub // Austin, TX

gF Hangouts: Edition #3
August 14th, 2015
Subrosa // New York, NY

gF Artist: Martha Redbone
August 13th, 2015
Betsy Head Park // Brooklyn, NY

globalFEST: 2016
January 17th, 2016
Webster Hall // New York, NY

5

LEARN MORE

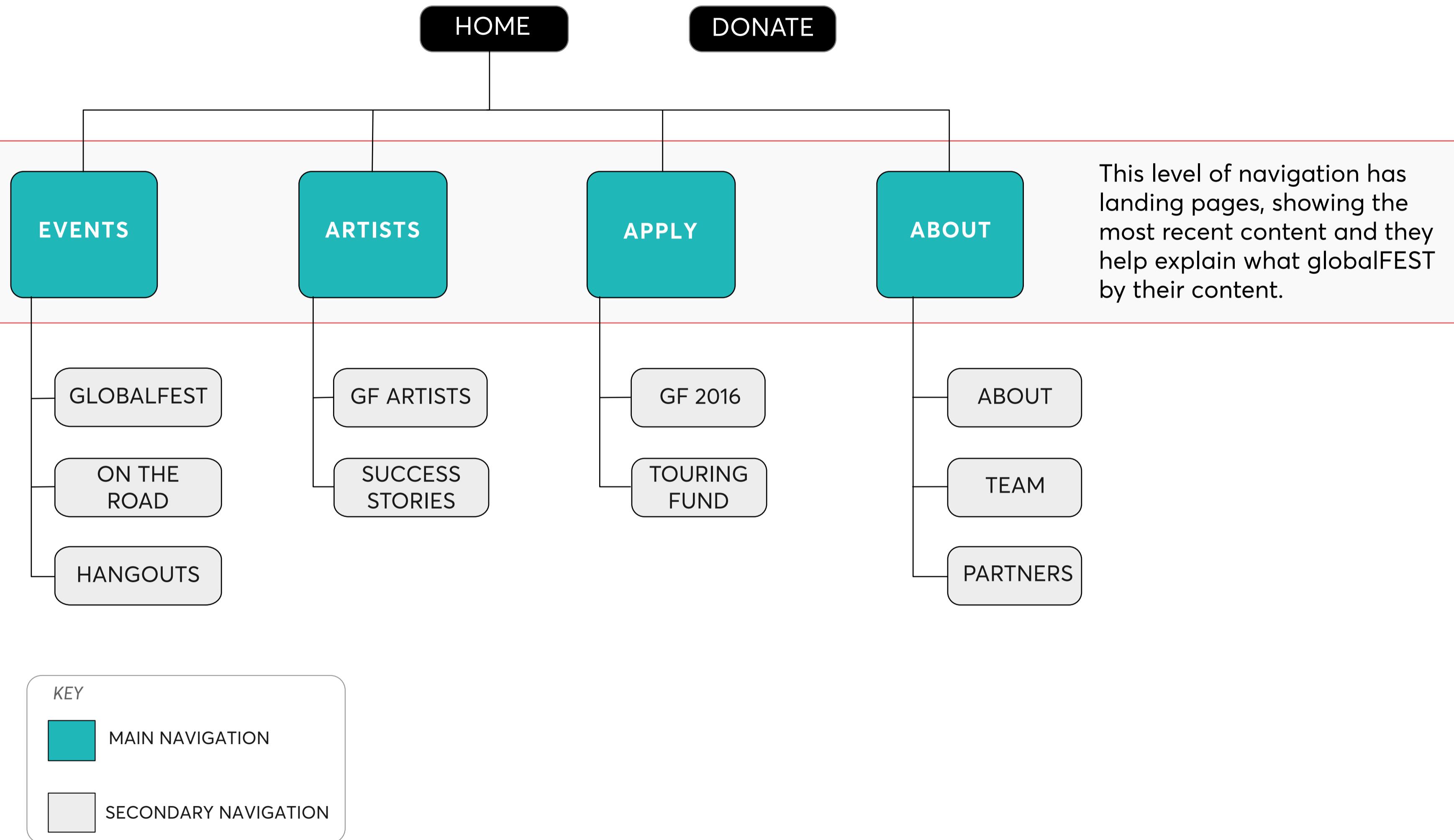
LEARN MORE

LEARN MORE

LEARN MORE

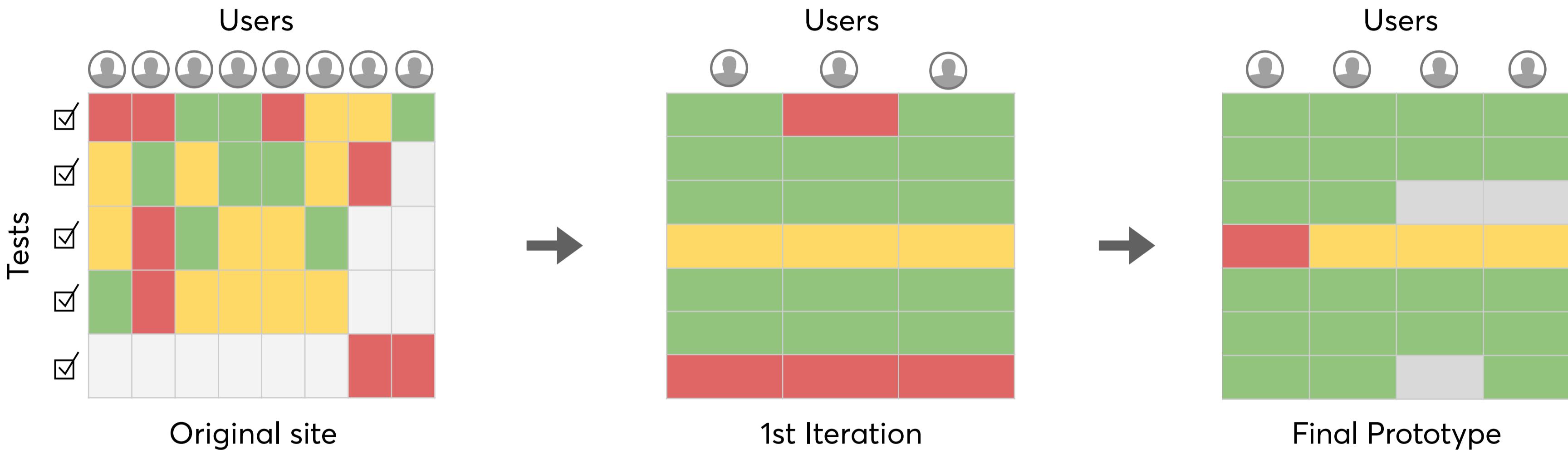
1. Rarely nav items moved to footer to keep users focused and reduce choices presented
2. Elements re-ordered to represent the core of gF. Also "EVENTS" now goes to a landing page
3. Left aligned for consistency
4. Upcoming events keep the page fresh
5. Explanation of different events

FINAL SITE MAP



FINAL RESULTS

Usability Tests Improvement



Final Recommendations

- Create a visual brand. Then take that brand and apply to the website.
- Create the content first. Try to create a consistent message about what gF is.
- Keep using WordPress as it's easy to update contact.

Key

- User completed task easily
- User completed task with difficulty
- User could not complete task.

CLIENT : KAVITA J PATEL

My Role

Full stack web developer

User Advocate

Visual Designer

User flows

Launches

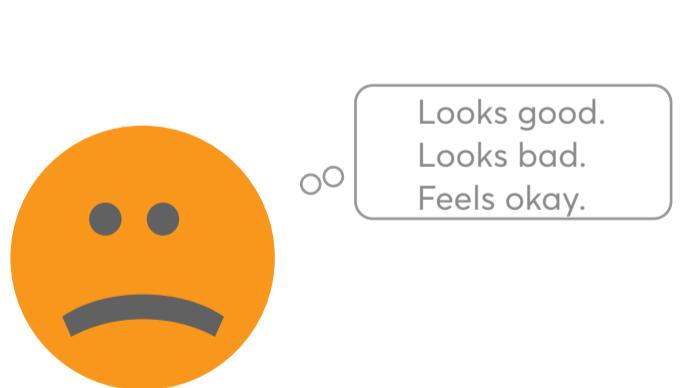


Done With Being Single
VIDEO TRAINING SERIES

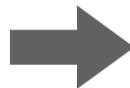
Successful. Smart.
ready for love.

Accomplishments

- Improved form interactions
- Consistent branding across platforms**, services and documents
- Responsive Websites for a consistent experience
- Removal of popups and video autoplays
- Base design decisions on what is best for the user and the goals, not on feeling. **Asking why.**



Feeling based decisions



User focused decisions

Re-design I coded

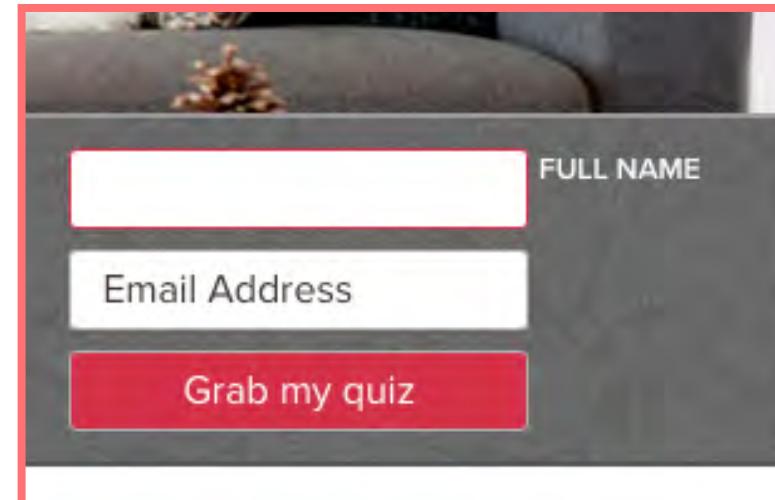
The screenshot shows the homepage of Kavita J Patel's website. At the top, there's a navigation bar with links for 'WATCH & LEARN', 'blog', 'work with me', 'client reviews', and 'about'. The main header features the text 'EXTRAORDINARY LOVE' and 'KAVITA J PATEL EXTRAORDINARY WOMEN' next to a colorful geometric logo. Below the header, there's a photo of Kavita sitting on a couch. A red book titled '4 LOVE TYPES' by Kavita J Patel is visible on the couch. To the right, there's a form for users to enter their 'Full Name' and 'Email Address' to 'Grab my quiz'. The central part of the page features a section titled 'Soul Level Love video training series' with the sub-section 'Why Hasn't He Called'. Another section below it is titled 'MEET THE MAN WHO'S MADE FOR YOU'. On the left, there's a 'LASTEST BLOG POST' with the title 'Does love have to be so complex?' and a thumbnail image of two women. On the right, there's a 'VIDEOS' section titled 'FIND EXTRAORDINARY LOVE THAT LASTS' with a thumbnail for 'KAVITA tv'. Below these, there's a 'Discover More' section with three cards: 'How do I know if he's the one?', 'How can I be more of myself with men?', and 'How do I date a high quality man?'. At the bottom, there's a testimonial from Sarah Jenkins, a 'Coach + Founder of Live More Weigh Less', followed by logos for 'THE HUFFINGTON POST', 'FOX NEWS channel', 'Women's Health', 'Time Out New York', and 'CBS NEWS'. A footer bar at the bottom allows users to 'GET WEEKLY LOVE TIPS' by entering their 'Full Name' and 'Email Address' and clicking 'Get it'.

CLIENT : KAVITA J PATEL

Sticky Navigation

I used a sticky plugin for jQuery and modified it to improve performance. It also handles the transition to mobile where there is no stick nav.

Improved Form Interactions



Clicking on a field will make the field blank, letting users know they can type. Users can still see what they are typing on the right.

Testimonials Carousel

Initially we agreed to make this slide automatically. But with so much text we decided to just let it stay one on person. As a compromise, the testimonial shown is randomly selected upon loading.

Re-design I coded

The website features a sticky navigation bar at the top. A modal-like overlay covers the middle of the page when a user interacts with the quiz form. The testimonial section is a static image of two women talking, with a circular profile picture of Sarah Jenks and her quote below it. The overall design is clean and modern with a focus on user interaction and engagement.

Contact me

Design should help people engage with themselves at a deeper level and enable them therefore to engage with others in a meaningful way. I don't consider user engagement to be clicks on a page or the number of times a user opens app, that's just usage. I dare say true engagement may actually only be measured through self experience, contextual inquiry or deep shifts in culture. In other words through empathy.



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