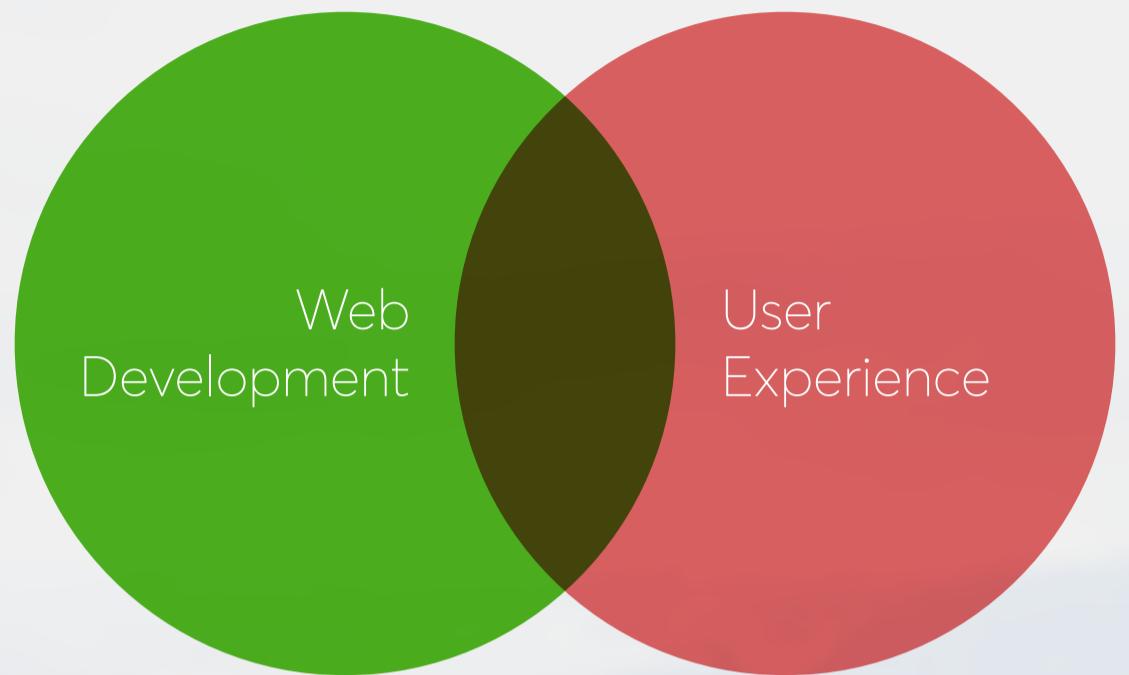


COREY MALONE

EMPATHETIC EXPERIENCE DESIGNER



I am inspired by both amazing experiences. I am motivated by bad ones.

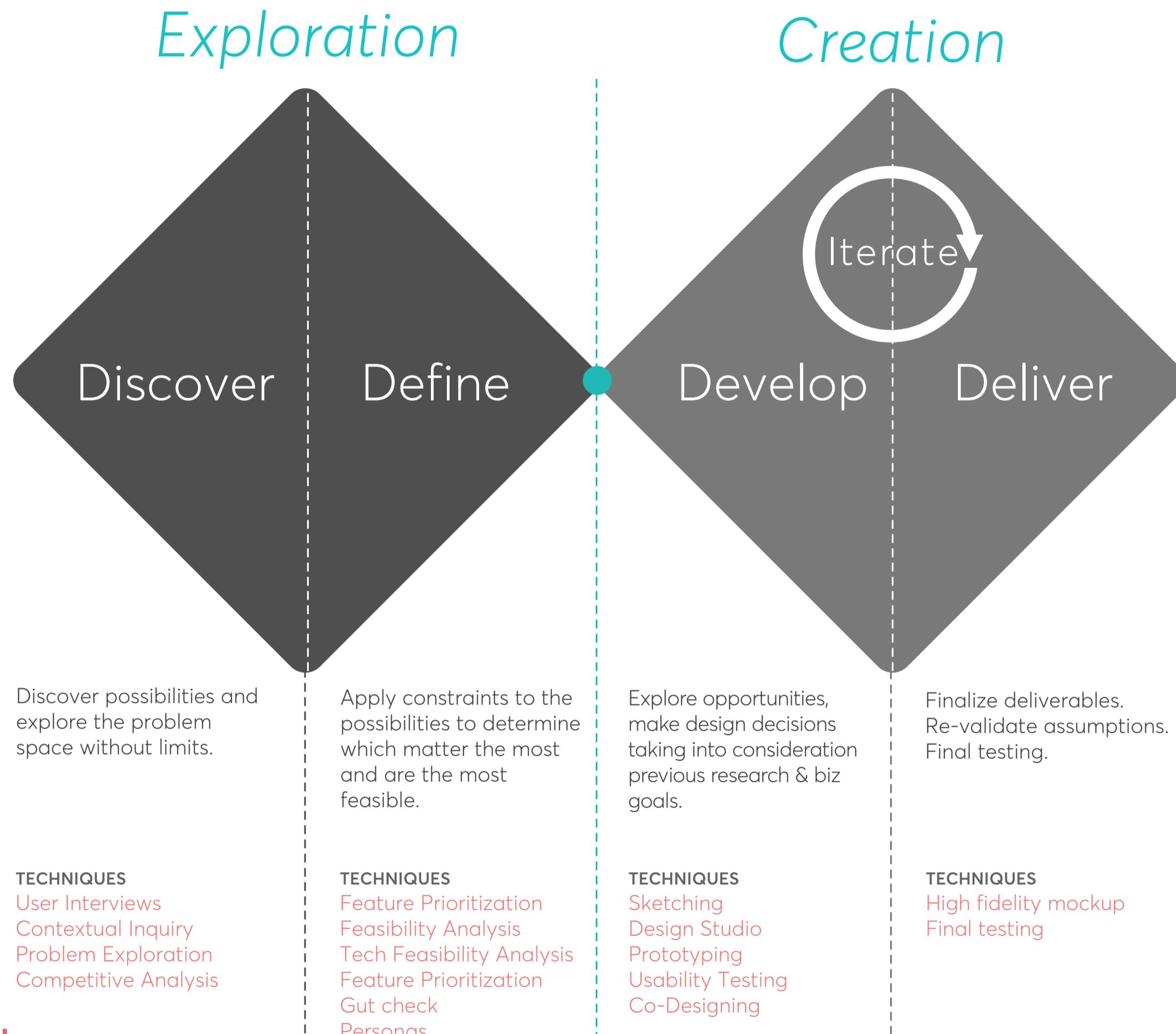
My background web development & computer security helps me think of user experiences in different dimensions:

- Technical feasibility of features
- Ability to work with the dev team



Alisan, Taiwan

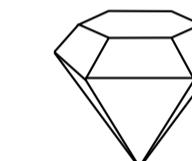
UX Process & Tools



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

Tools

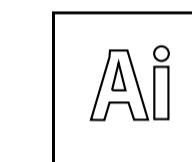
Wire-framing, Mockups & Graphs



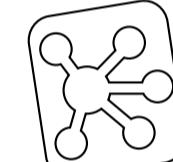
Sketch



Photoshop



Illustrator

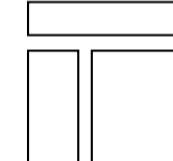


OmniGraffle

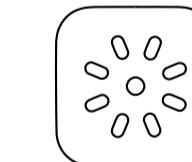
Prototyping



InVision



Axure



POP

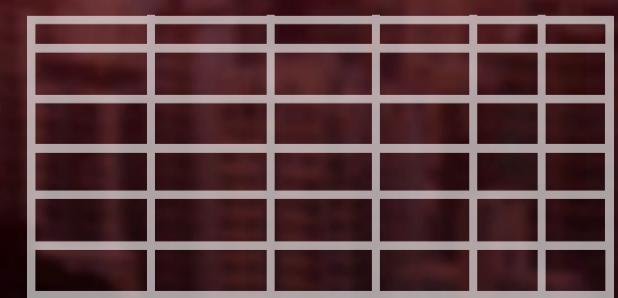


Web



Competitive Analysis

I analyze the competitors to understand the market trends, how the product differs, and potential opportunities. This analysis 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 as they would be physically close in the supermarket.

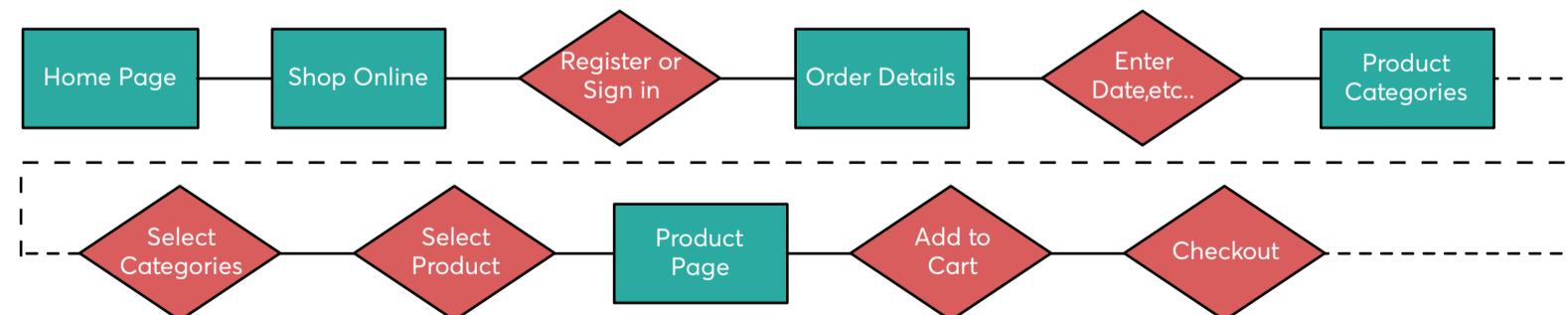
Navigation comparison for grocery items

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

User Flow

Gives insight into customer behavior. The flow also gives an idea of how the company operates and what it thinks is important.

Buying A Product Online - D'Agostino



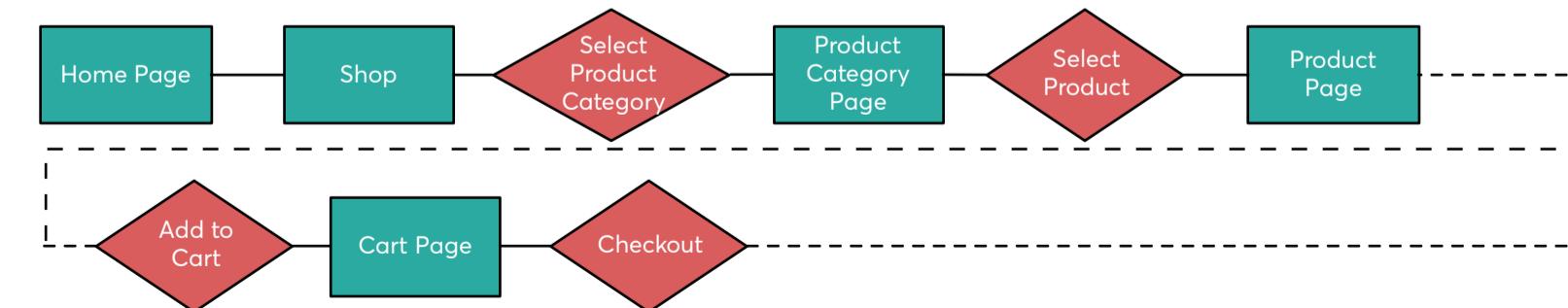
Features

See what elements competitors gives an idea 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			●	●

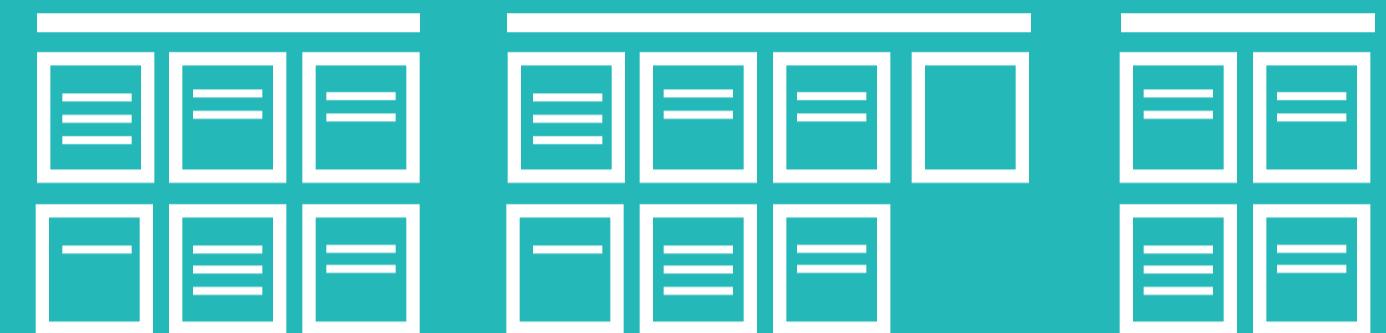
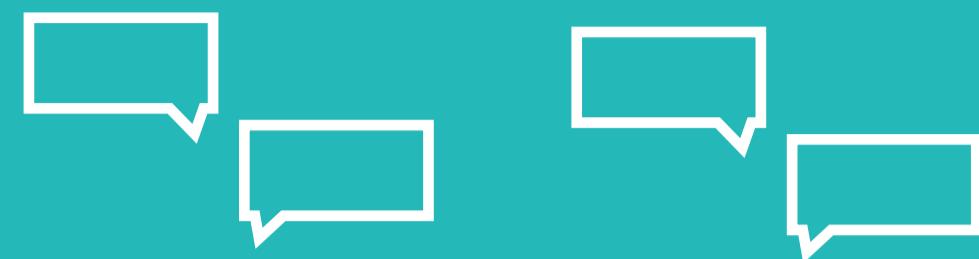
Buying A Product Online - Whole Foods



User Research

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

Great user research is the key to great UX. It is the one thing you cannot afford to cut. Conducting user interviews and ethnographic research is the only true way to empathize with users. Yes, the 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 allows 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
Consequence

Goal Space
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 I make sure to empathize with them.**

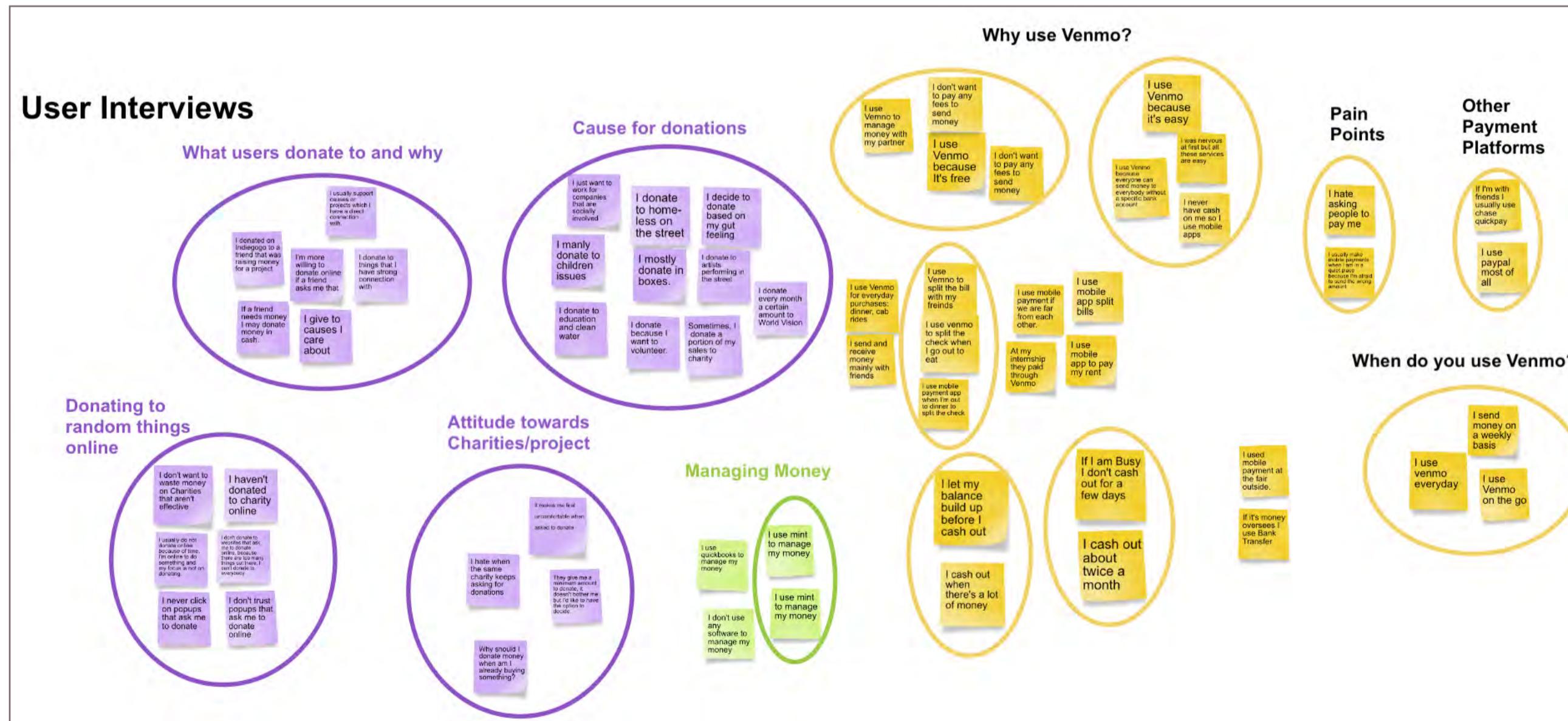
User Interview Outline for a Networking App



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 for 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

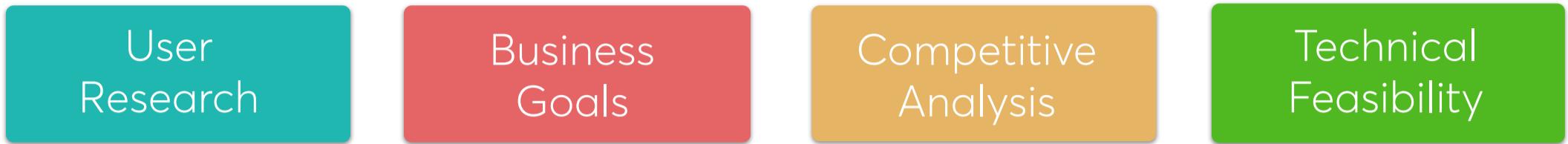
PLEASURES

- 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.

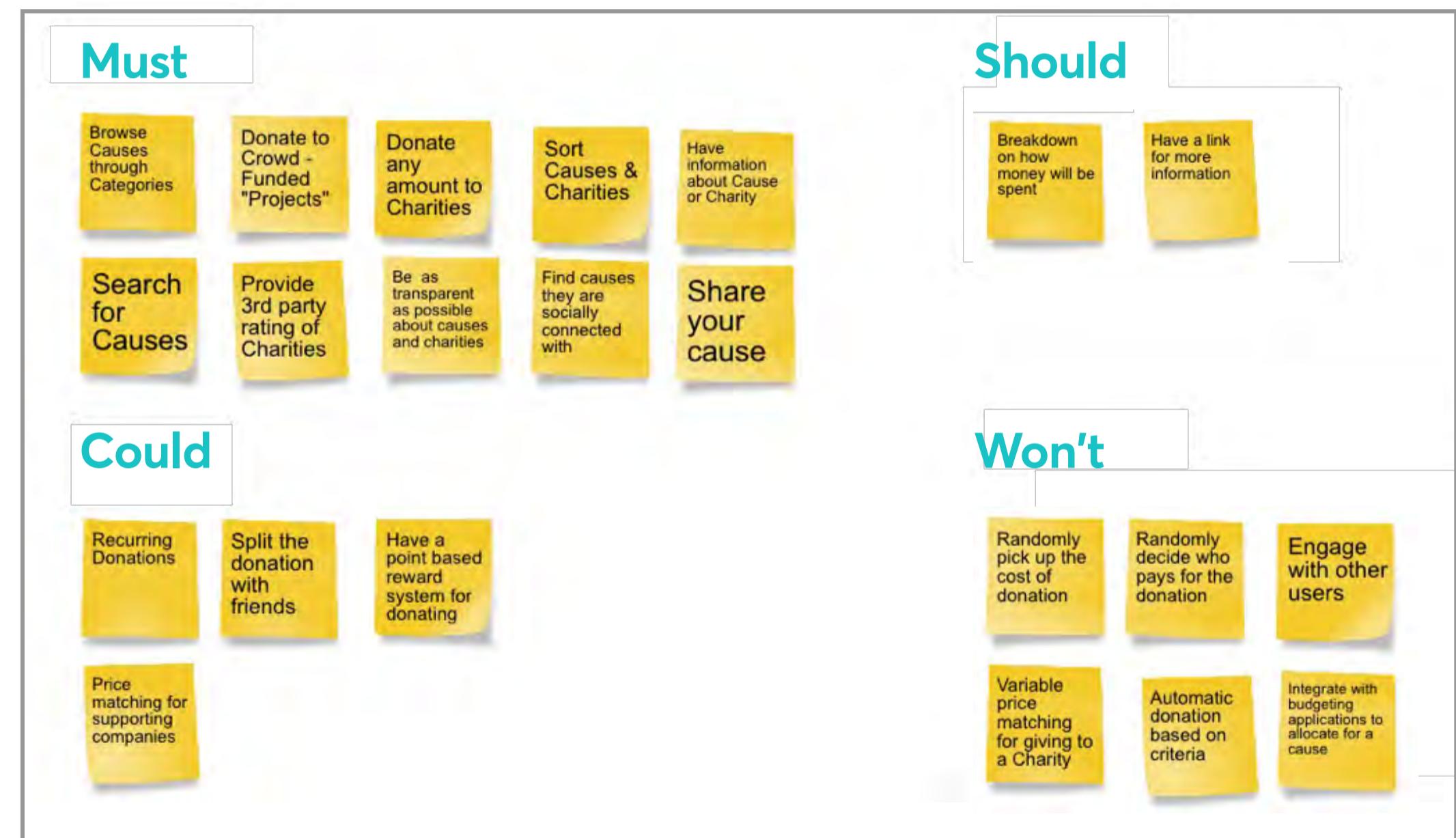
Feature Prioritization

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



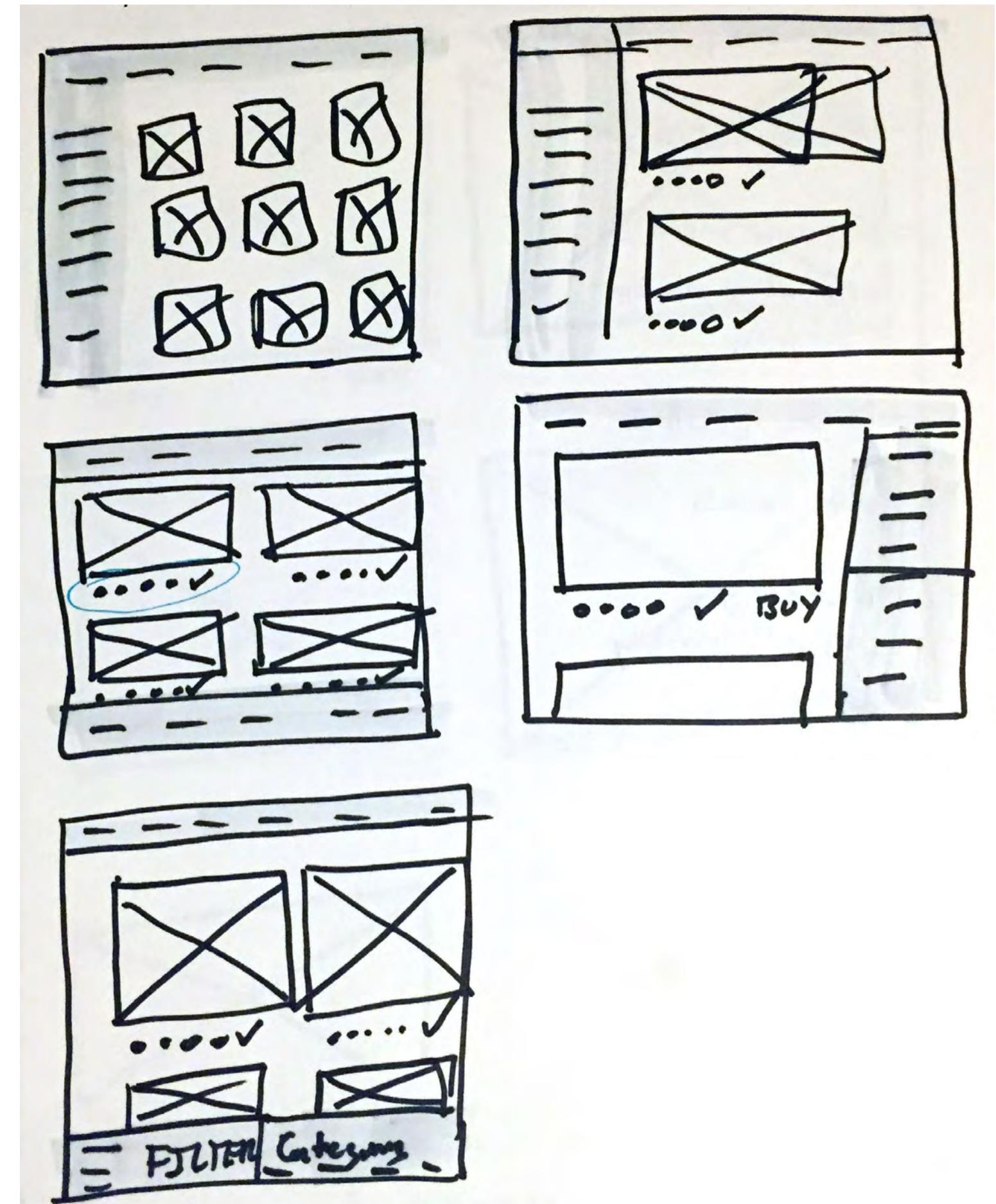
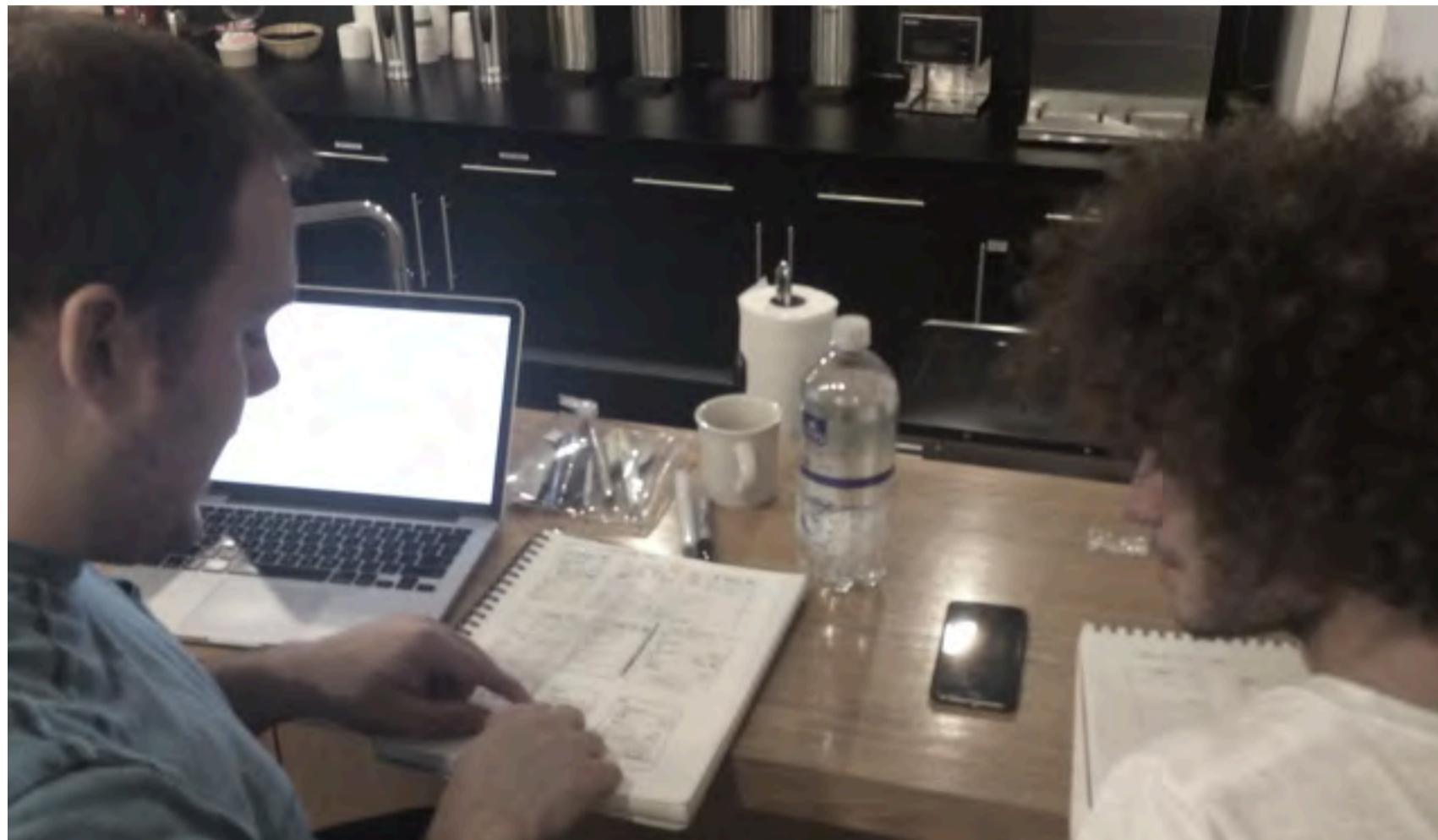
Sketching & Wireframing

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

DEVELOP: SKETCHING & DESIGN STUDIO

Sketching

Sketching get my ideas out and make design decisions. Design studio focuses the team on the users and goals. Design studio collapses the ideas of the team into one design (for that screen). Any critique given must address the problem or the user goals. **Visual preferences have no place during sketching.**



DEVELOP: PROTOTYPING/USABILITY TESTING

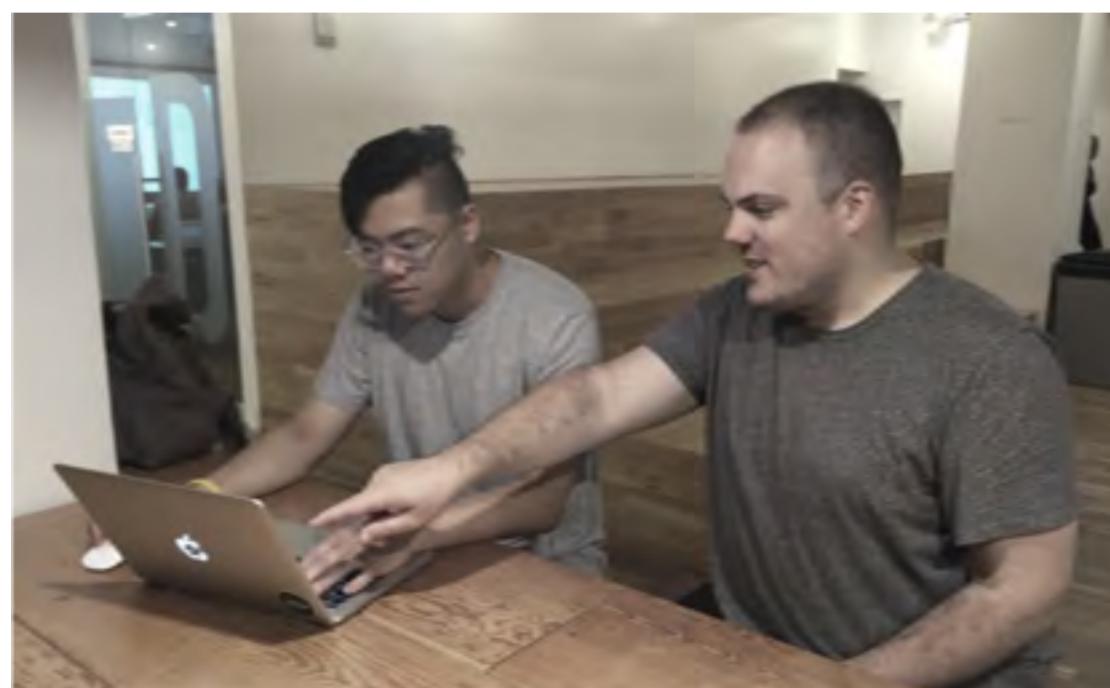
Wireframing

Wireframing helps people understand the design better for usability testing.

I stay in low fidelity until it passes enough usability tests.



Wireframes of a grocery store website

A low-fidelity wireframe of the Eataly grocery store page. The left sidebar includes filters for 'Pasta & Rice', 'Rice', 'Sauces', 'Filters' (Italian Classics, Just Arrived, Whole Wheat, Organic), 'Pasta Shapes' (Rigatoni, Spaghetti, Angelhair, Bowtie), 'Price' (\$-\$-\$), and 'Rating' (★★★). The main content area shows a grid of 12干面 products, each with a placeholder image, name, and rating. A navigation bar at the top includes 'SHOP', 'DINE', 'RECIPES', 'LOCATIONS', a search bar, and a user profile for 'Corey'. A footer at the bottom shows a 'Questions?' section with a 'Chat with us' button and contact information: 212.229.2560 and guestrelations@eataly.com.

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 lead a user to complete a task easily. The right wording doesn't give away the task.

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.

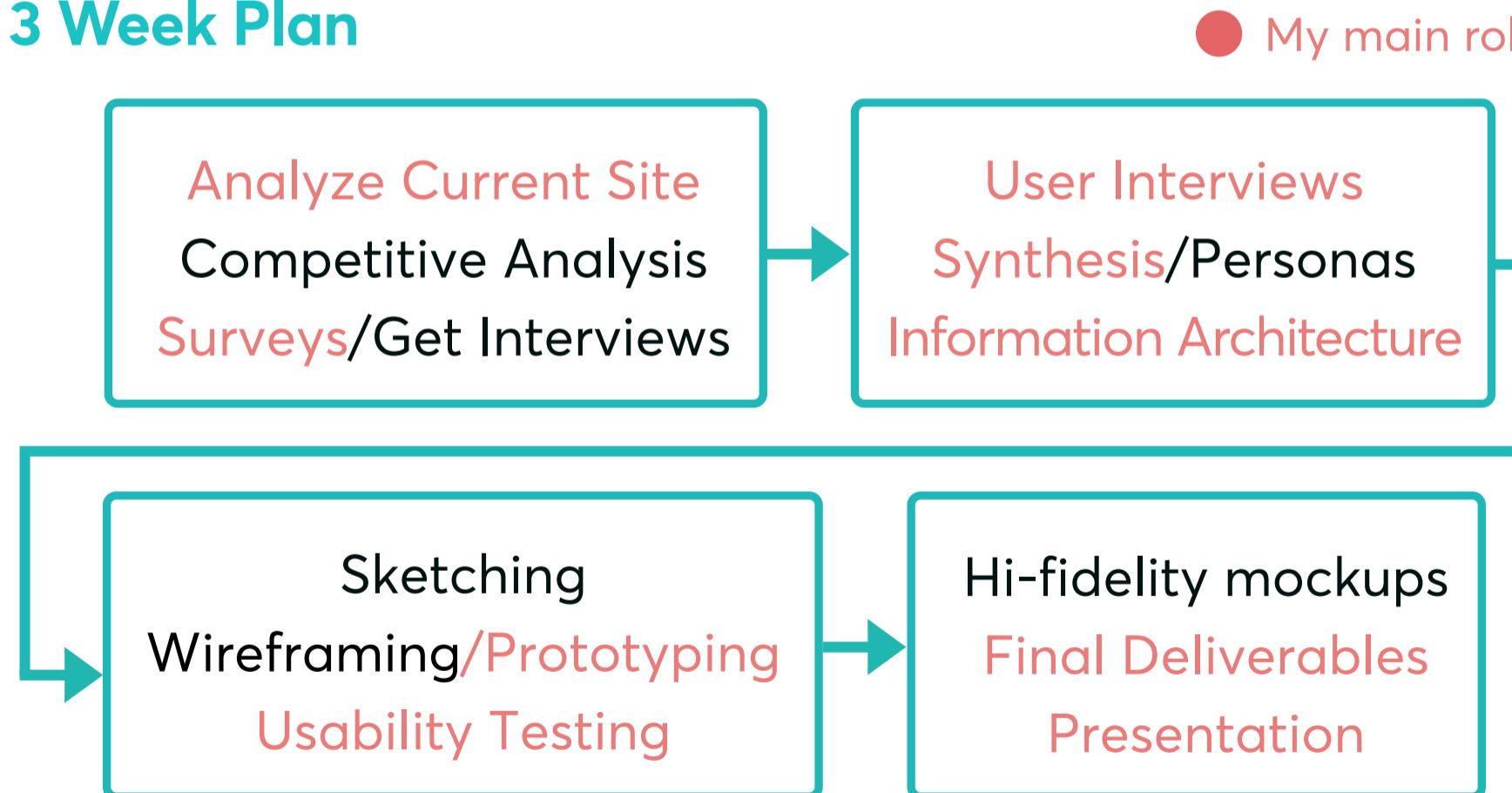
Goal : Get more users, infiltrate the market.

Team



Me, Keith, Andres

3 Week Plan



Re-designed globalFEST Website



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

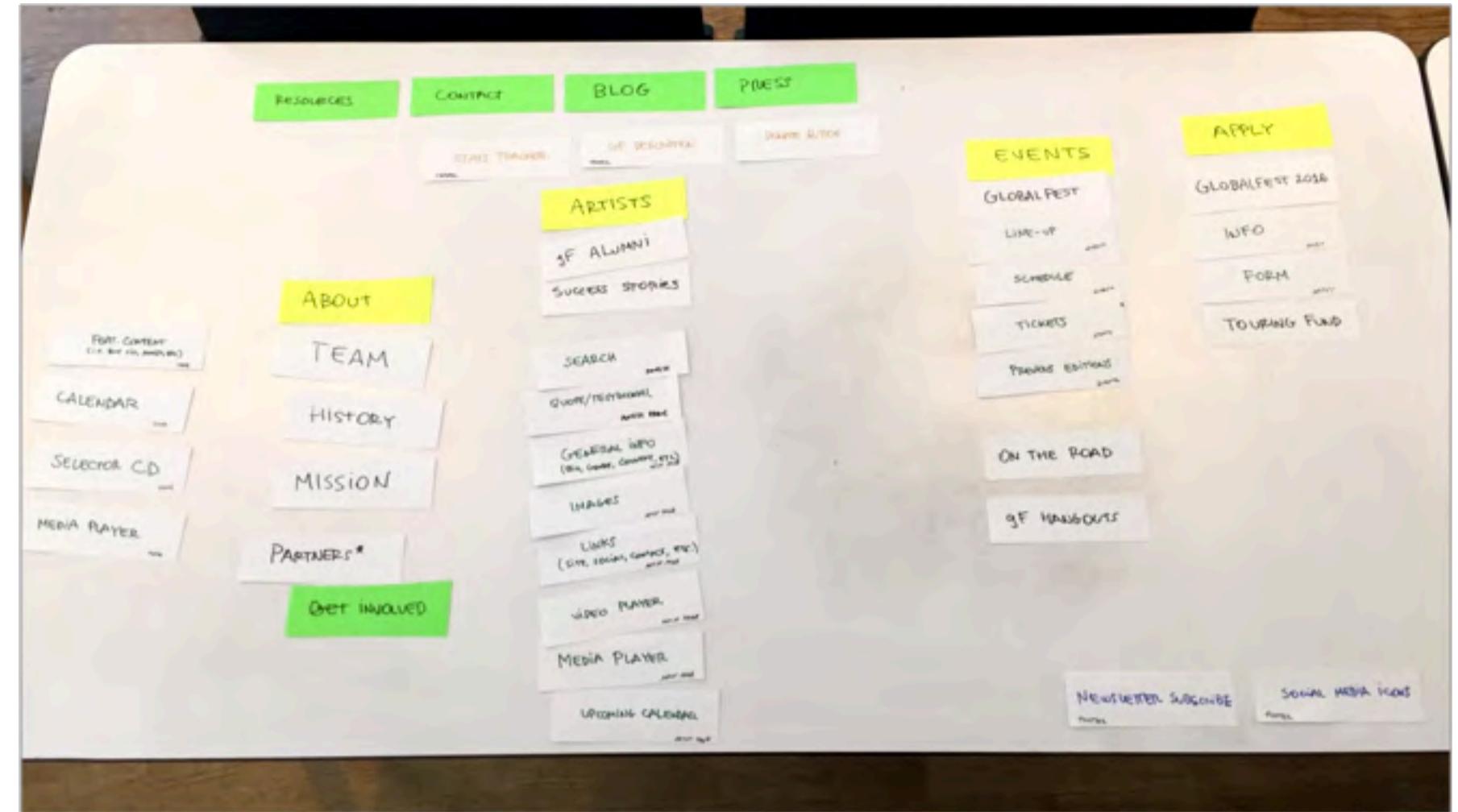


CO-DESIGN

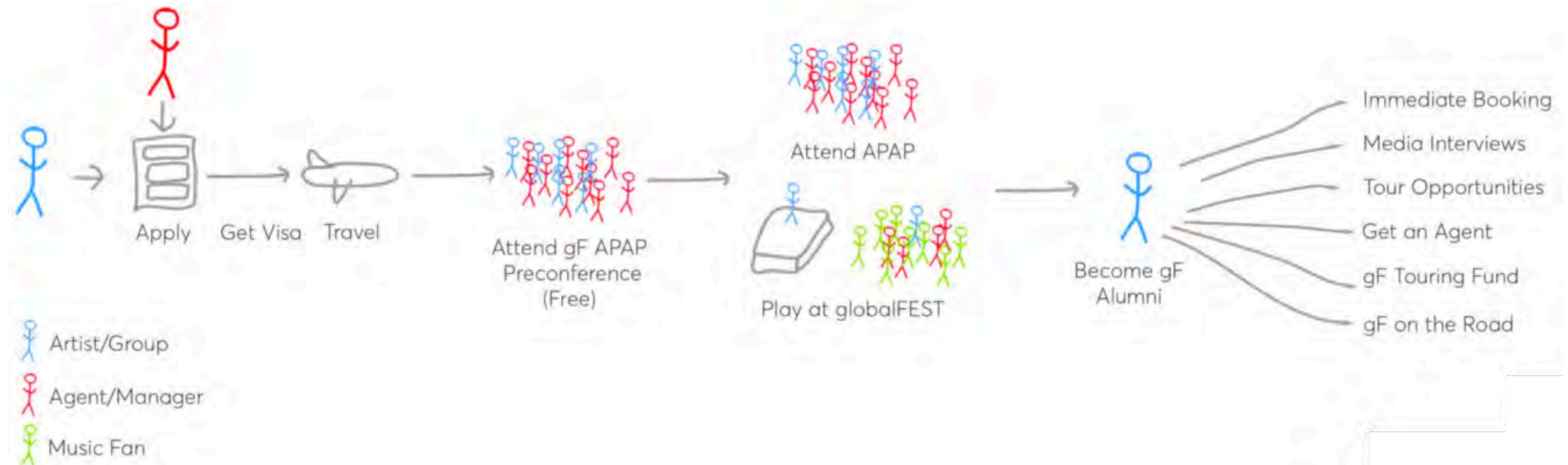
We met with the globalFEST team to figure out the Information Architecture and the journey of a globalFEST artist.



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 the banner, there's a section about the festival: "We have a festival every year showcasing the newest world artists." A callout "gF 2016 is happening in Januray - Find out more" is highlighted with a red circle labeled 2. Another section discusses how they help artists, with a red circle labeled 3 pointing to the text "Working with PR Firms, Getting them a US agent, Promoting Artist Collaboration". The next section, "We support world music outside the festival too!", includes links for "gF Touring Fund" and "gF Hangouts", each with a red circle labeled 4. At the bottom, there's a "Discover our Artists" section with a play button and a list of artists, with a red circle labeled 5 pointing to the play button. The footer contains social media links and a newsletter sign-up, with a red circle labeled 6 pointing to the newsletter link.

Iteration 2

This screenshot shows the second iteration of the globalFEST website. The top banner now reads "globalFEST is a non-profit showcasing & serving the world music community". Below the banner, there's a large image of a band performing on stage, with a red circle labeled 7 pointing to it. A section for "GF HANGOUT, MAY 21ST - NEW YORK, NY" is shown, with a red circle labeled 8 pointing to the image. To the right, there are artist profiles for "PROJECT EGYPT" (Martha Redbone) and "ARTISTS USA" (Martha Redbone). A quote from "The New York Times" is displayed in the center, with a red circle labeled 10 pointing to it. The "Discover" section at the bottom features a video player with a play button, with a red circle labeled 11 pointing to it. The footer remains consistent with the first iteration.

1. Explain what globalFEST 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

GLOBALFEST ON THE ROAD GF HANGOUTS

globalFEST Webster Hall, New York January 2016

BUY TICKETS

INFO

Placeholder text: 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

GLOBALFEST ON THE ROAD GF HANGOUTS

GLOBALFEST

Placeholder text: 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

ON THE ROAD

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Praesent libero.

LEARN MORE

GF HANGOUTS

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Praesent libero.

LEARN MORE

UPCOMING

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

BUY TICKETS

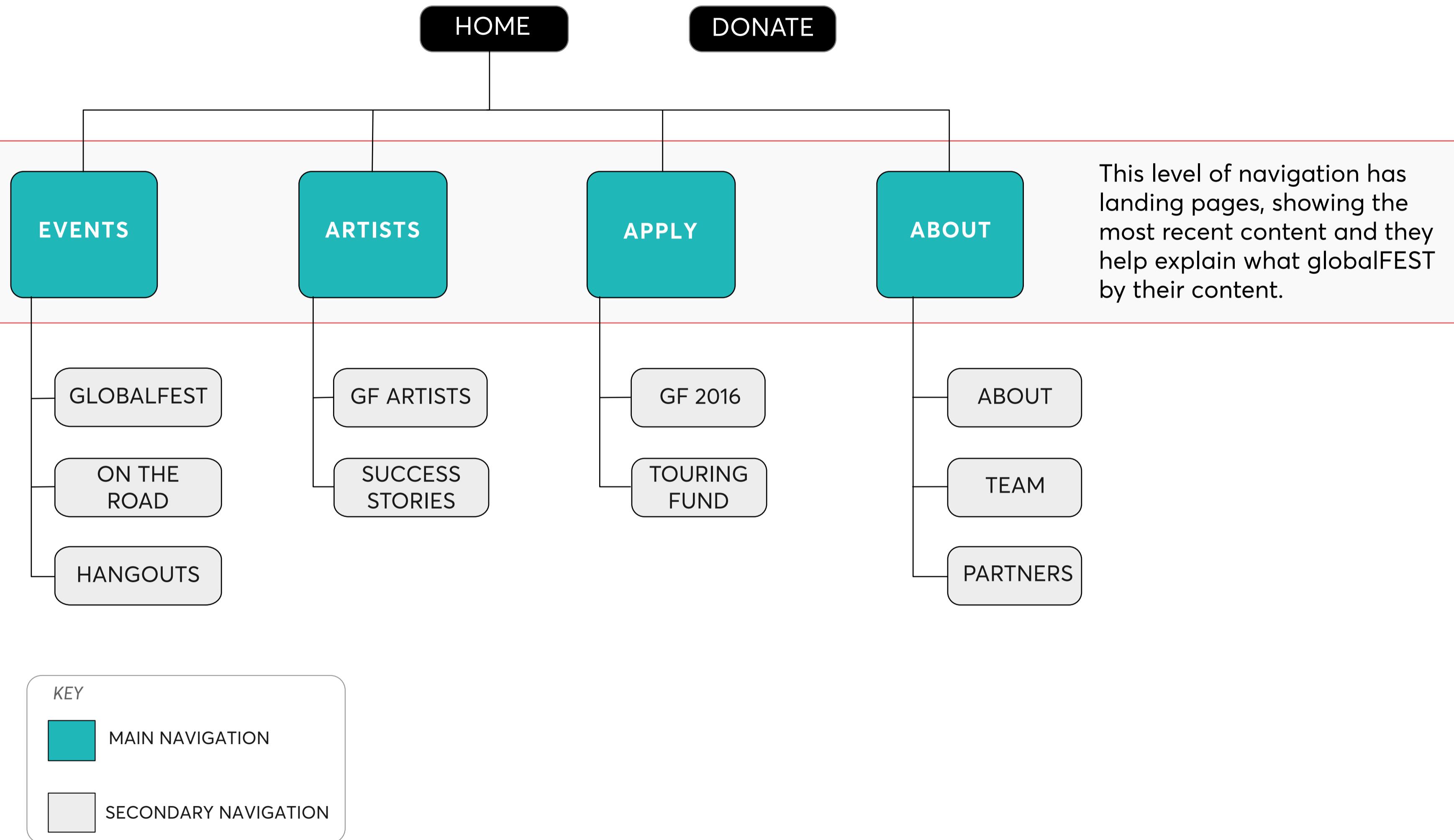
BUY TICKETS

BUY TICKETS

BUY TICKETS

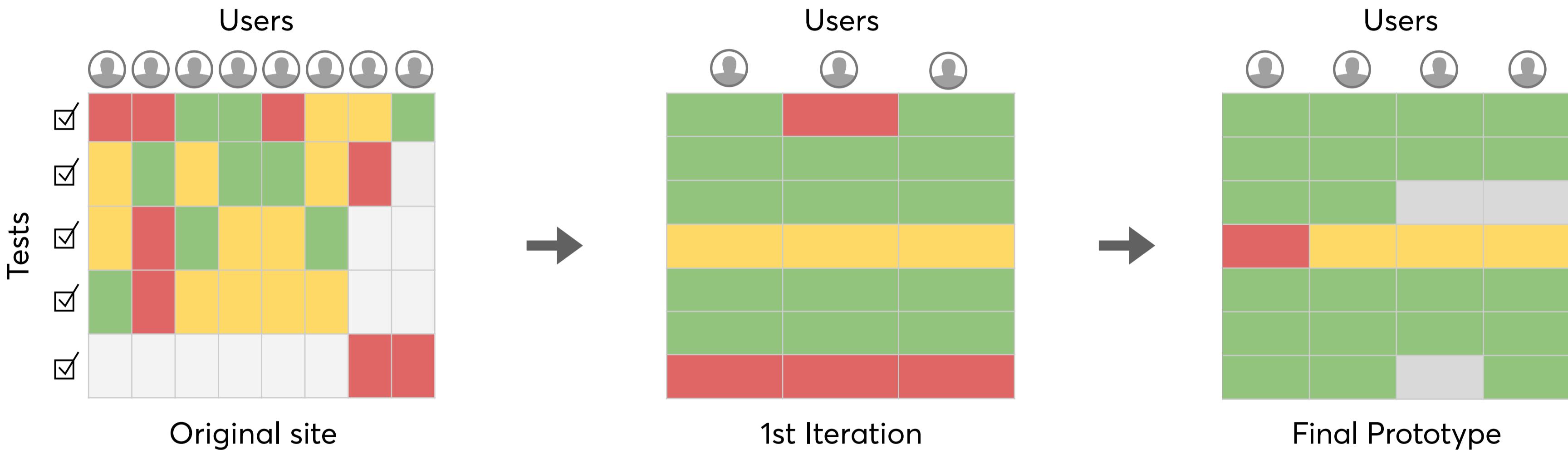
1. Rarely nav items moved to footer to keep users focused and reduce choices presented
2. Elements re-ordered to represent the core of gF. Also "EVENTS" now goes to a landing page
3. Left aligned for consistency
4. Upcoming events keep the page fresh
5. Explanation of different events

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.

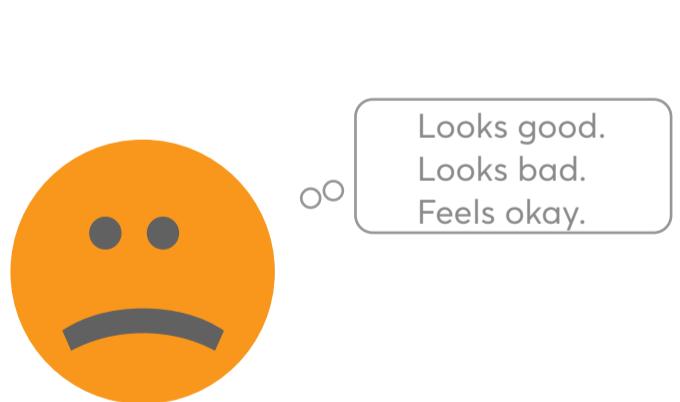
Soul Level Love
video training series

Why Hasn't He Called

MEET THE MAN
WHO'S MADE FOR YOU

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

KAVITA J PATEL
 EXTRAORDINARY LOVE
 EXTRAORDINARY WOMEN

WATCH & LEARN >

blog work with me client reviews about


4 LOVE TYPES
 What "type" are you when it comes to love?
 Take this FREE quiz if you are a smart, successful, loving woman. You'll identify if you are the Fixer, The Nurturer, The Idealist, or The Doubter and how that has been unknowingly holding you back from love and relationships.

Full Name
 Email Address
 Grab my quiz

LASTEST BLOG POST
 Does love have to be so complex?

 How do I know if I'm wasting my time?
I can feel the Fall breeze in the Summer air. This Summer was filled with LOTS of family time. We as a family (my mom, dad, and brother) have had some heart-probing breakthrough conversations. I'm going to be writing about this soon. ... Continue Reading >

VIDEOS
KAVITA tv
Have you ever been in a relationship with a man who had kids before you got together? Or maybe totally written a guy off if he had children, without letting him take you on a date? A man with kids can be ... Watch Video >


Discover More
[How do I know if he's the one?](#) FIND OUT HOW HERE [How can I be more of myself with men?](#) FIND OUT SOME TIPS [How do I date a high quality man?](#) FIND OUT WHERE THEY'RE HIDING

WHAT OTHERS ARE SAYING

 Sarah Jenkins
Coach + Founder of Live More Weigh Less
"Kavita is finally removing the veil of dating and showing us what it really takes to get into a great relationship. Kavita will take you deep, will make you cry (in a good way) and will help you see men, women and yourself in a whole new light. No one is doing what Kavita does, and I can safely say that every single woman who wants to find love should work with her."

AS SEEN IN

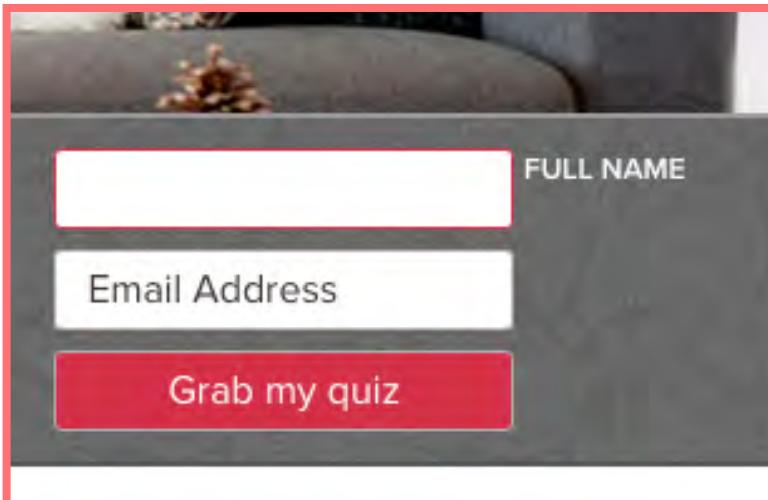

GET WEEKLY LOVE TIPS Full Name Email Address

CLIENT : KAVITA J PATEL

Sticky Navigation

I started with 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. They can still see what they are typing on the right.

Testimonials Carousel

Initially I was told to make this slide automatically. But with so much text we decided to just let it stay one on person. However, the testimonial shown is randomly selected upon loading.

Re-design I coded

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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