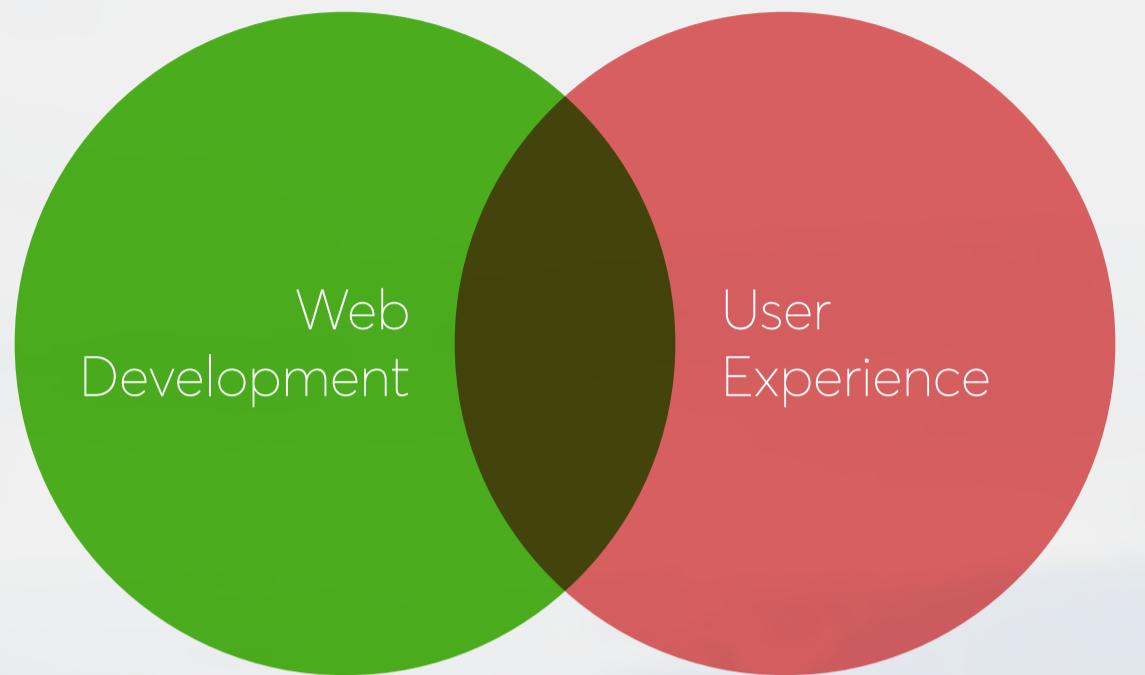


COREY MALONE

EMPATHETIC EXPERIENCE DESIGNER



I am inspired by amazing experiences.

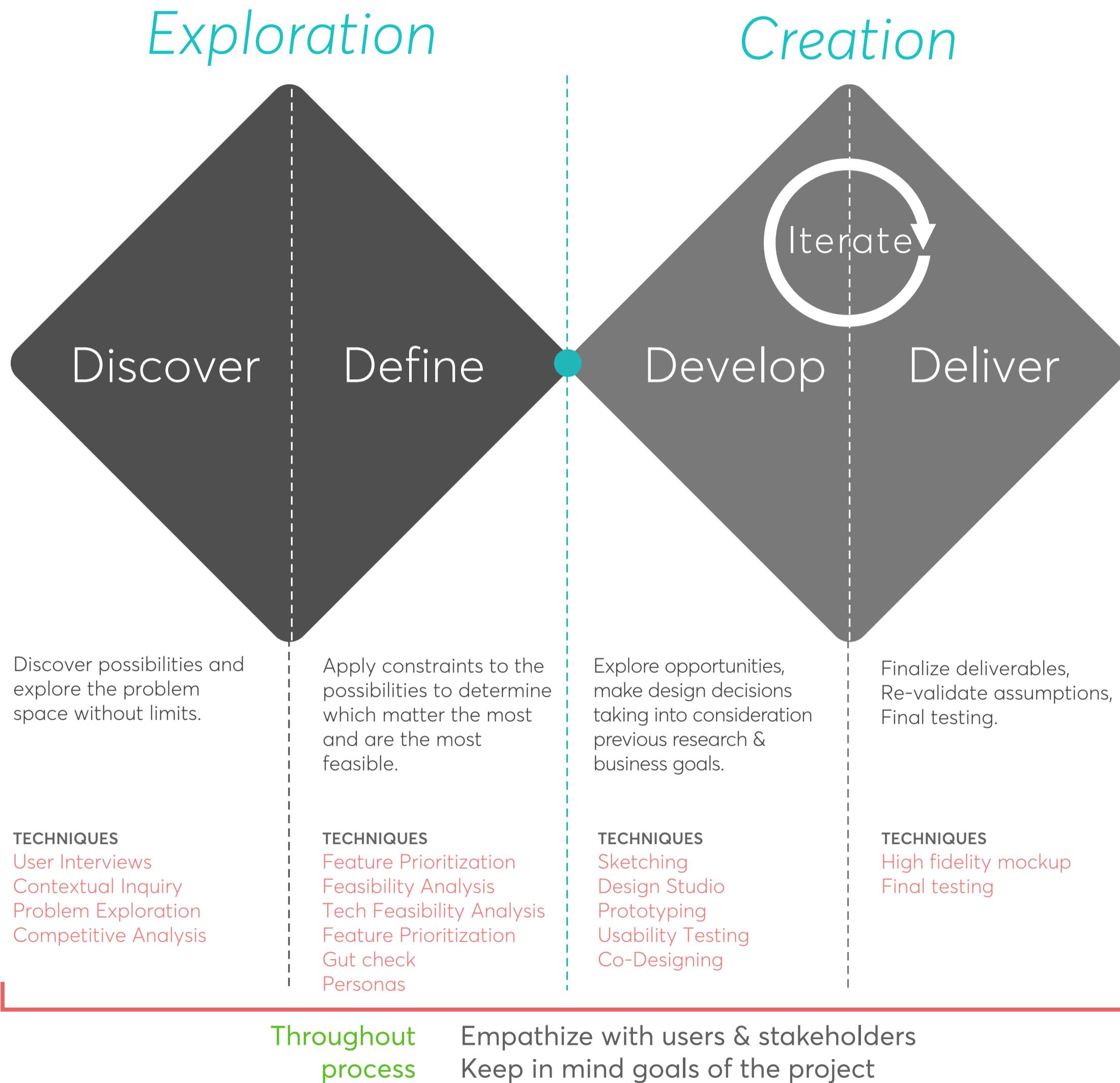
I am motivated by bad ones.

My experience in web development & user experience helps me think of problems in different dimensions. I am passionate about *empathy* and believe it is necessary to create great experiences.



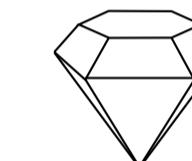
Alisan, Taiwan

UX Process & Tools



Tools

Wireframing, Mockups & Graphs



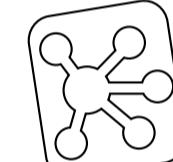
Sketch



Photoshop



Illustrator

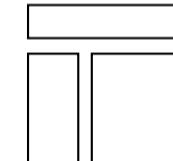


OmniGraffle

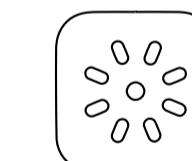
Prototyping



InVision



Axure



POP



Web



Competitive Analysis

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



DISCOVER: COMPETITIVE ANALYSIS

Navigation

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

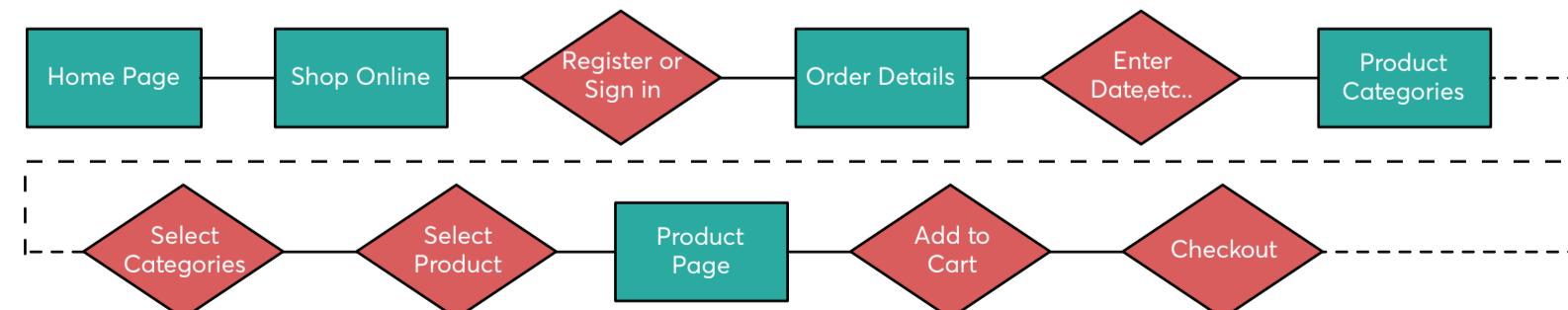
Navigation comparison for grocery items

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

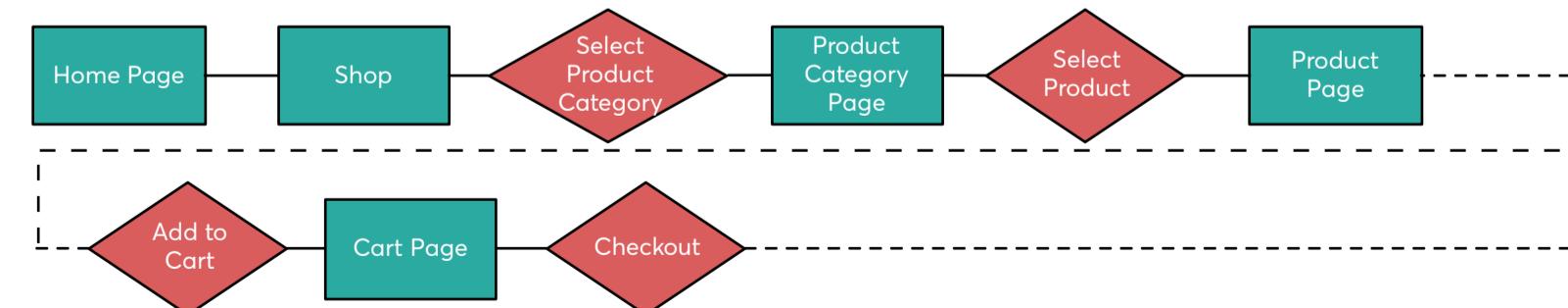
User Flows

User flows gives insight into customer behavior, how the company operates and what it thinks is important.

Buying A Product Online - D'Agostino



Buying A Product Online - Whole Foods



Features

Features analysis tells us what we are lacking and what we are doing differently. **This sets a baseline for what features users 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	.			

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

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

User Research

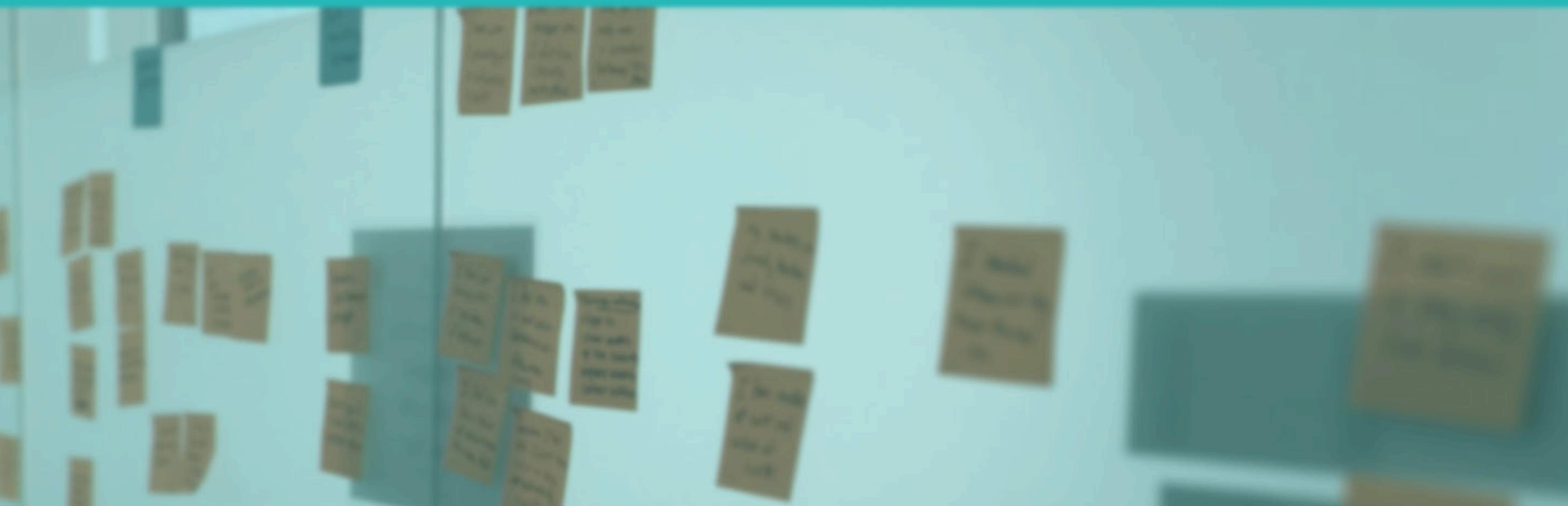
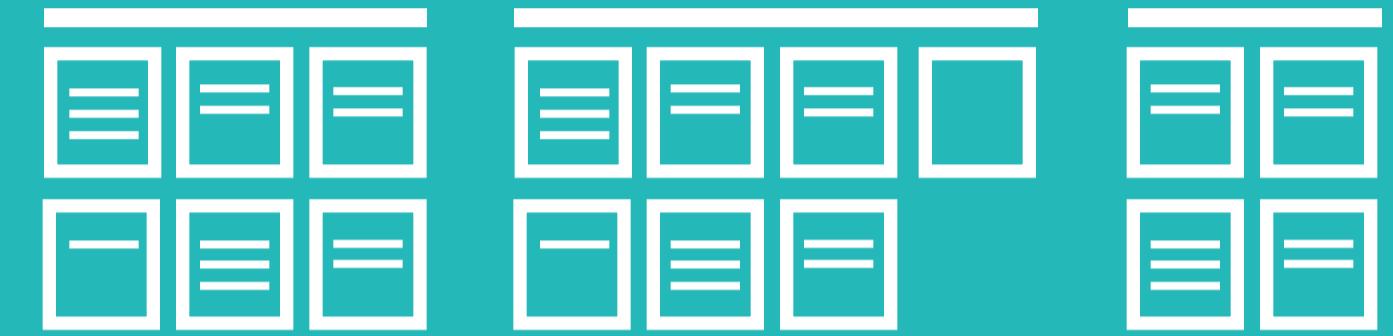
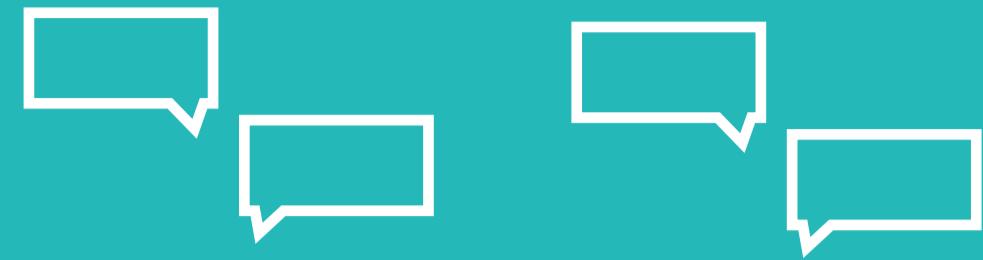
"I am not the user. I am not the user."

Great user research is the key to great UX.

Conducting user interviews and ethnographic

research is the best 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: USER RESEARCH

User Interviewing

I create an interview outline and a detailed list of questions to be asked. I also inquiry about the context of these behaviors. I pay attention to their tone of voice and body language to empathize with them.



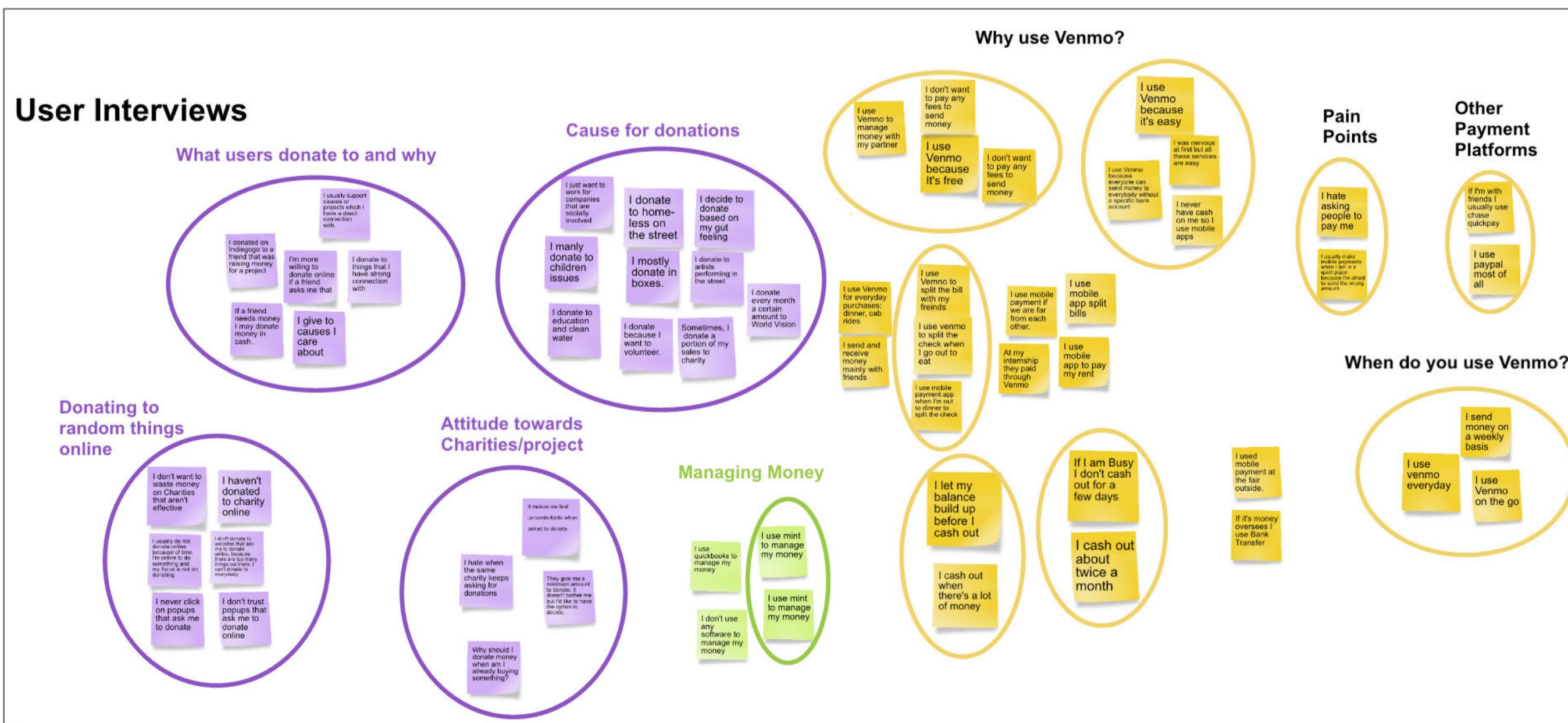
User Interview Outline for a Networking App



Synthesizing Research

I use affinity mapping to cluster similar behaviors and attitudes, these trends become the basis for 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: 5 dots
Eagerness to Network: 5 dots
Social Anxiety: 4 dots
Willingness to Mentor: 5 dots
Extrovertedness: 4 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."

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

QUOTE
"I just stood there and I didn't know where to go or what to say, so I felt kind of awkward."

 **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: 5 dots
Social Anxiety: 4 dots
Willingness to Mentor: 5 dots
Extrovertedness: 4 dots
Communication Tools: Facebook

QUOTES
"Everyone has value"

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

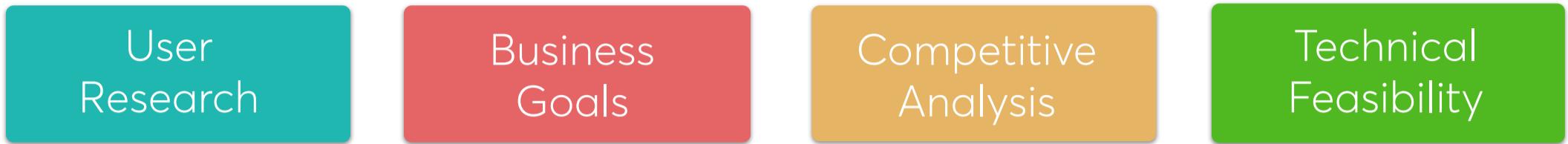
SCENARIO
A few weeks after finishing an immersive course for UX Design, Pete got a job as an Information Architect at a start-up company. He wants to inspire other people who are interested in pursuing a career in the field, he needs to find a way to meet and connect with them.

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

QUOTE
"Having a mentor is extremely important, they can give you valuable feedback on your career journey."

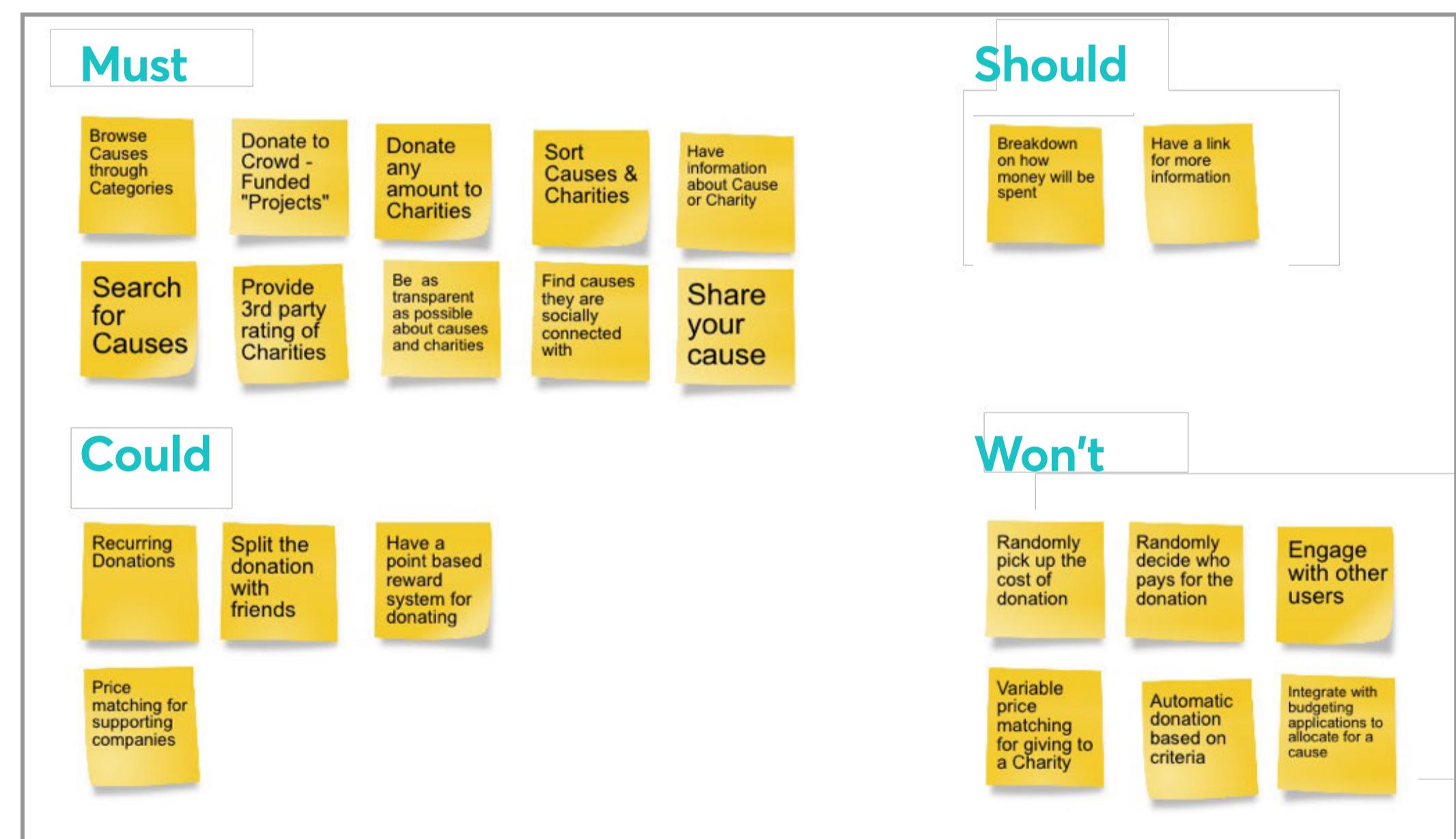
Feature Prioritization

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.



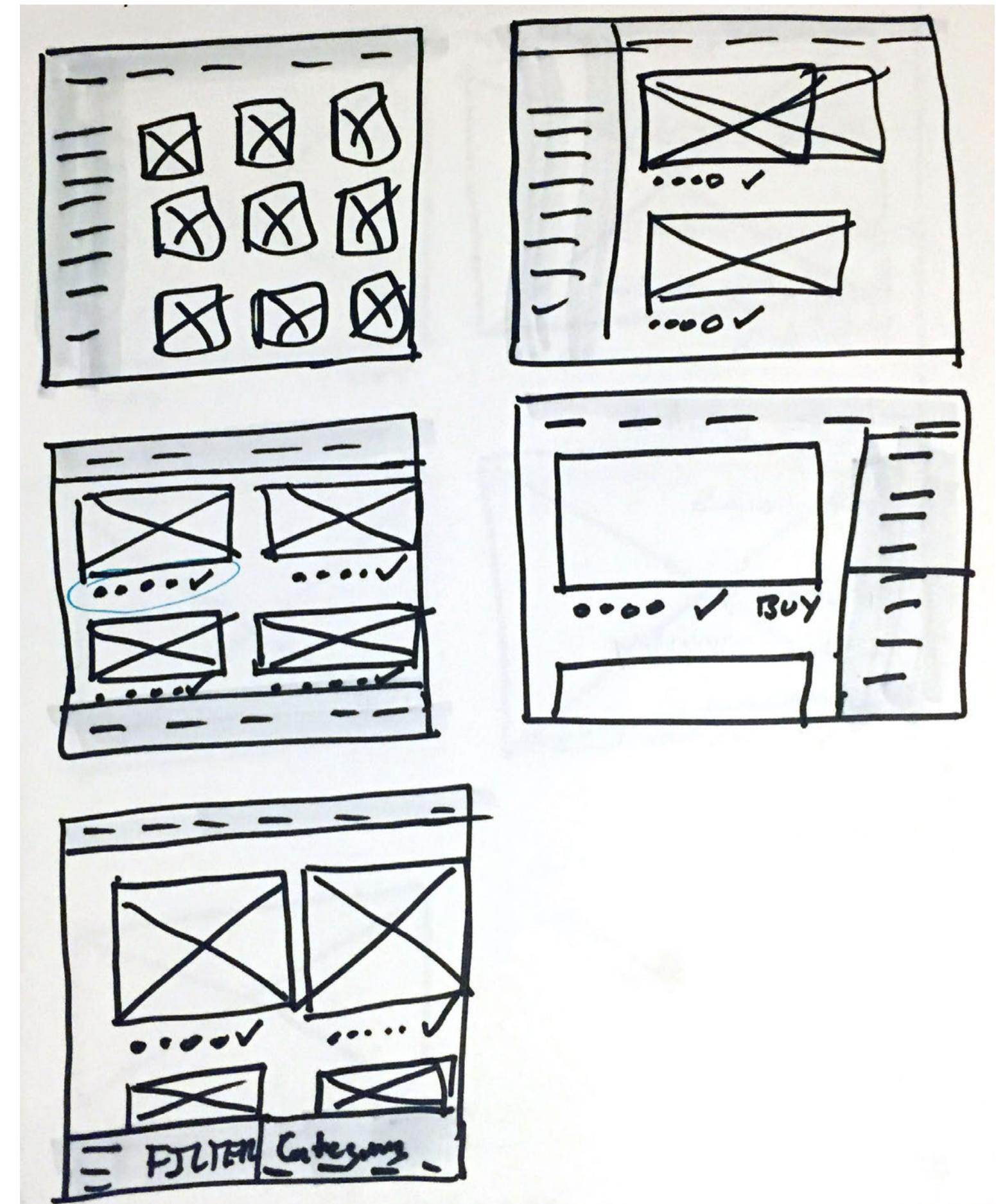
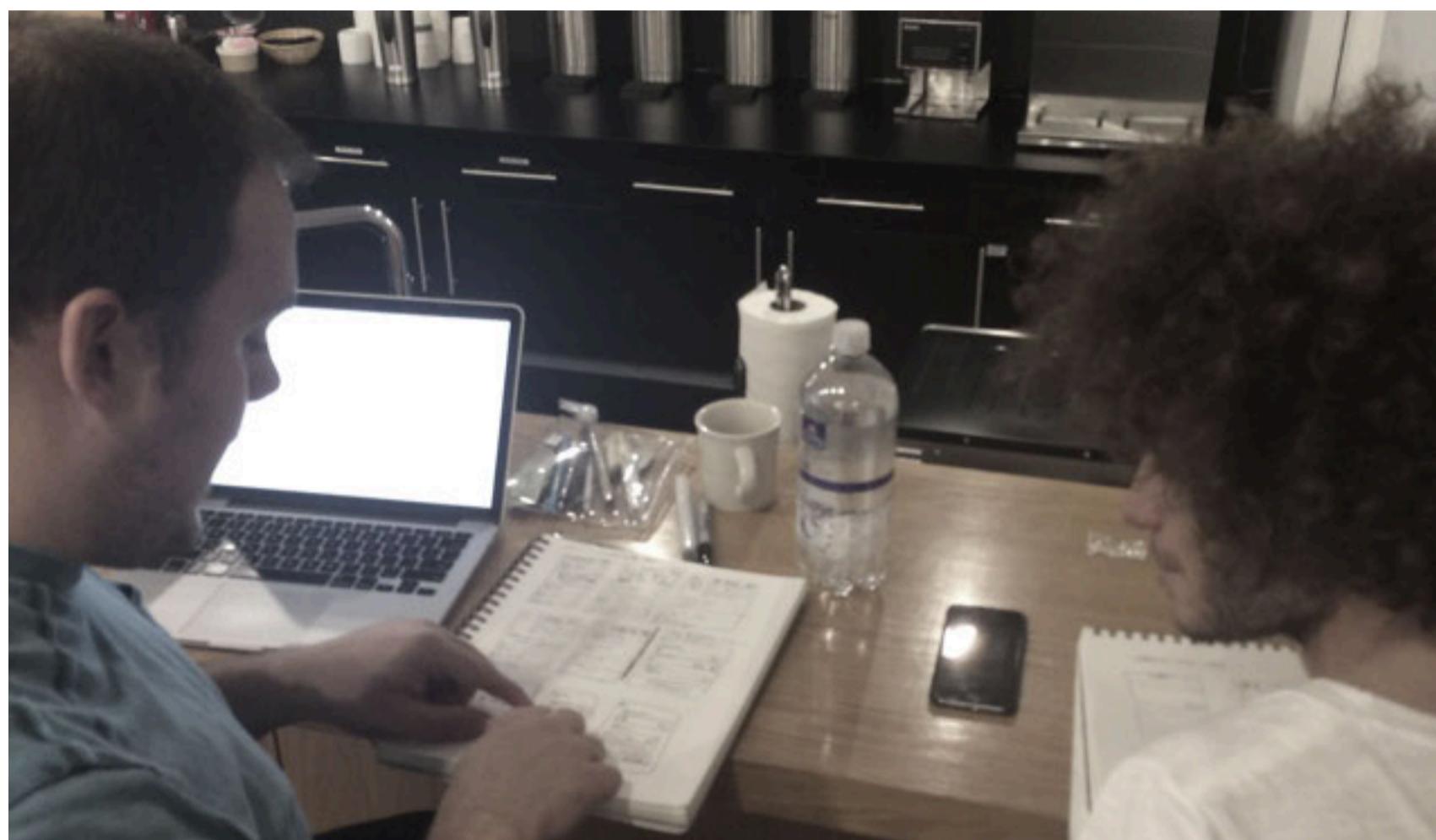
Sketching & Wireframing

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

DEVELOP: SKETCHING & DESIGN STUDIO

Sketching

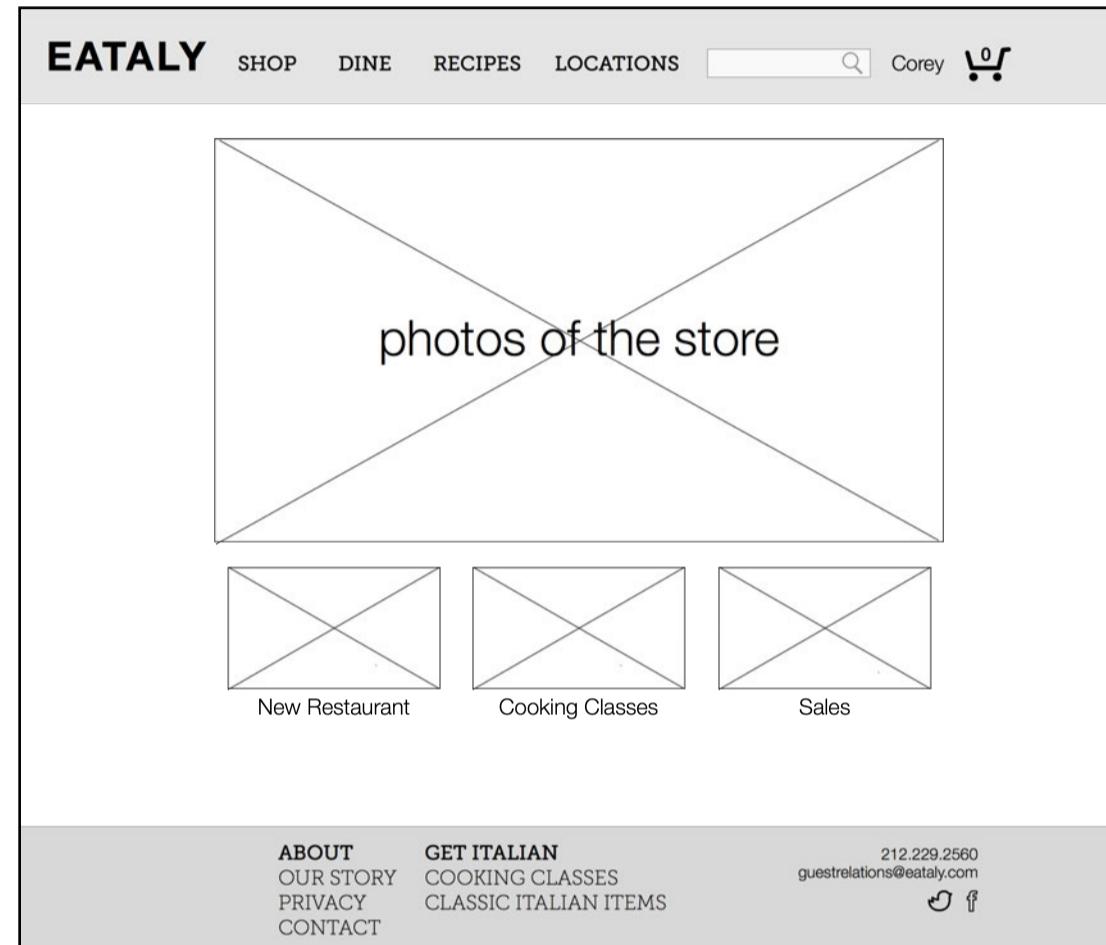
Sketching gets my ideas out and helps make design decisions. Design studio collapses the ideas of the team into one design (for that screen). Any critique given should address the problem, business goals or user goals.



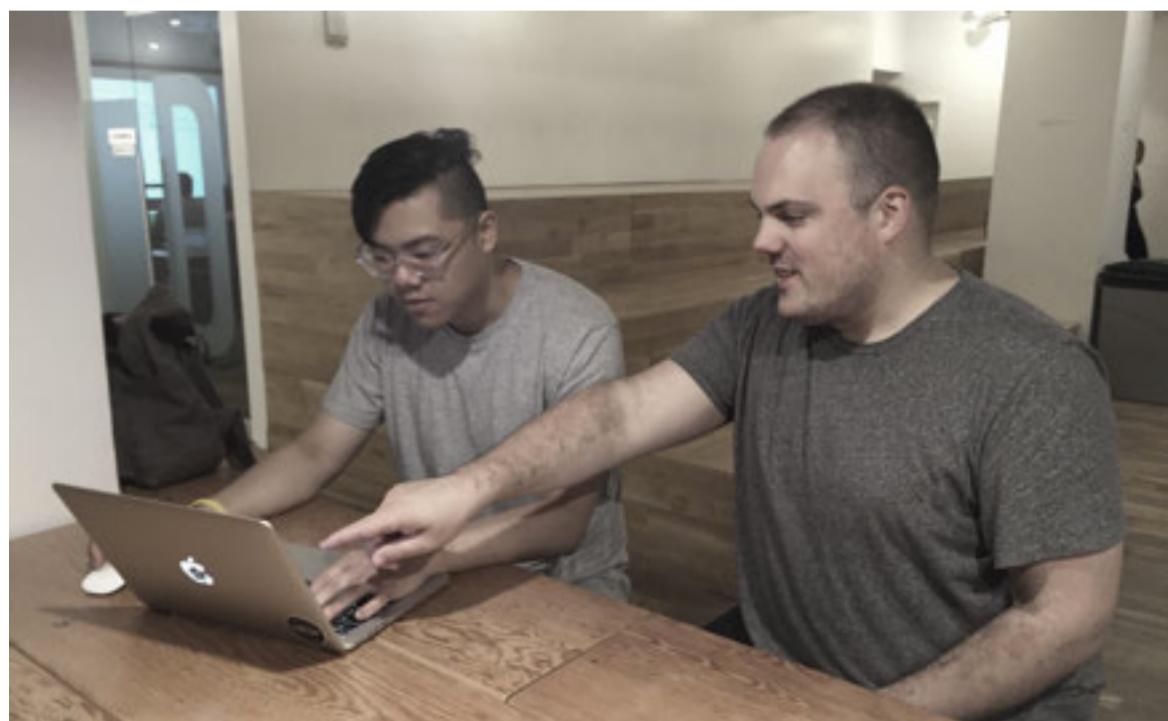
DEVELOP: PROTOTYPING & USABILITY TESTING

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 for dry pasta. The header includes 'EATALY' and links to 'SHOP', 'DINE', 'RECIPES', 'LOCATIONS', a search bar, and a user profile for 'Corey'. The main content area shows a grid of 12干 pasta products. Each item has a placeholder image with a star rating. The categories shown are 'Pasta & Rice', 'Dry Pasta', 'Rice', 'Risotto', and 'Sauces'. On the left, there are filters for 'Italian Classics', 'Just Arrived', 'Whole Wheat', 'Organic', 'Pasta Shapes' (with sub-options for Rigatoni, Spaghetti, Angelhair, and Bowtie), 'Price' (\$, \$\$, \$\$\$), and 'Rating' (4 stars). A sidebar on the right shows a 'Sort By' dropdown set to 'Most Popular'. The footer includes a 'Questions?' section with a 'Chat with us' button and a '1 of 100 ►' link.

Usability Testing

Usability testing is one of my favorite parts of UX Design. It is amazing to see the design in action. During testing, I am careful to:

- Make users feel welcome and comfortable.
- Pay close attention to the language used and stick to 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 a “problem” in the UX process. **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

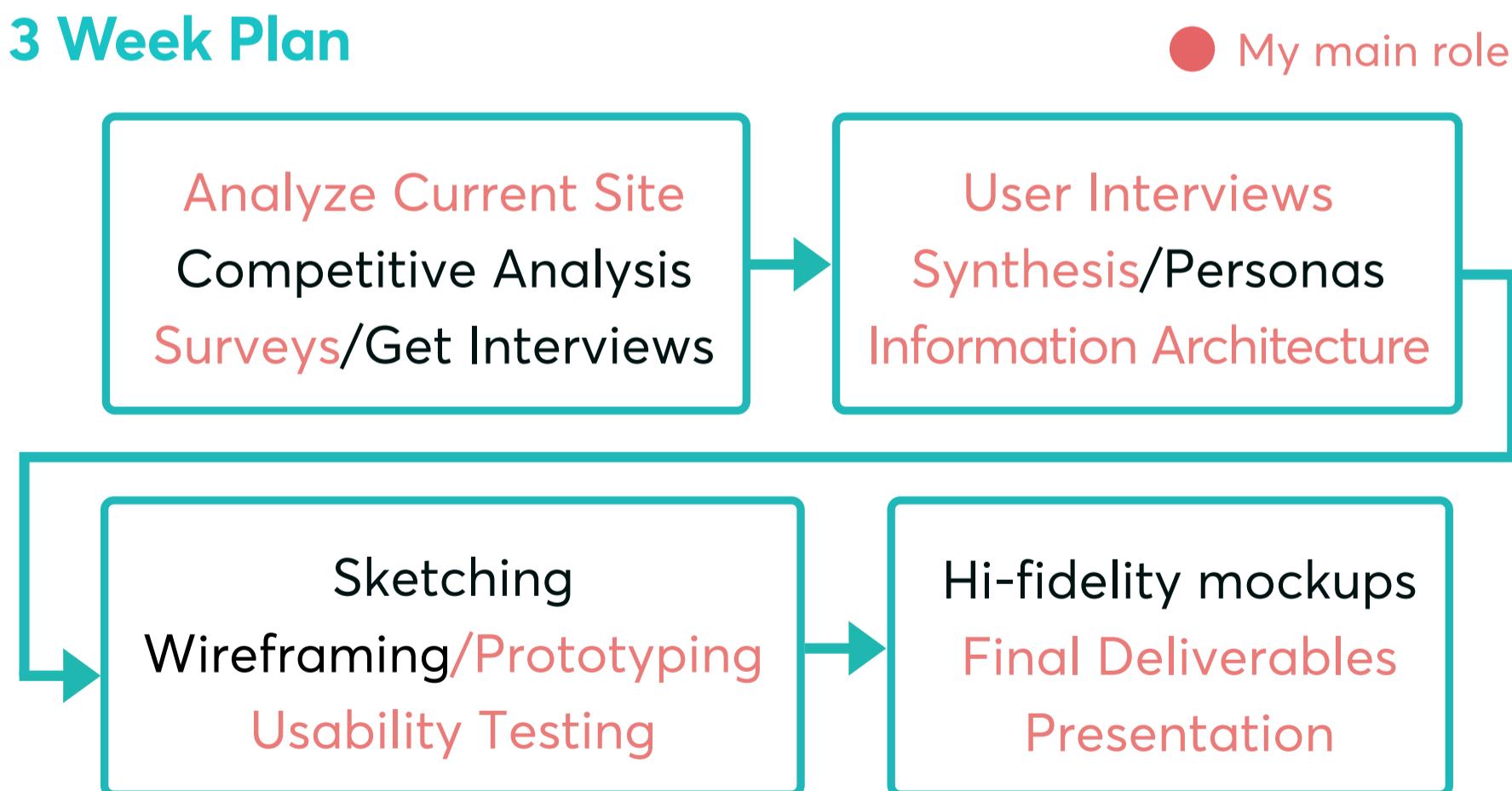
globalFEST's website needs to reflect the prestige, industry credibility and the growing role it plays in supporting and exposing the world music community.

Goal : Get more users, infiltrate the market.

Team



3 Week Plan



Re-designed globalFEST Website

The screenshot shows the redesigned globalFEST website. At the top, there is a navigation bar with links for EVENTS, ARTISTS, APPLY, ABOUT, and DONATE. The main header features the text "globalFEST is a non-profit showcasing & serving the world music community". Below the header is a large image of a vibrant stage performance. Underneath the image, there is a section titled "GF HANGOUT, MAY 21ST - NEW YORK, NY" showing a group of people at an event. To the right, there is a "ARTISTS" section featuring "THE NILE PROJECT" from EGYPT and "MARTHA REDBONE" from USA. At the bottom, there 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." followed by "globalFEST is happening in January 2016 FIND OUT MORE".

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 in 5 different ways on different pages

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:

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

Tweets

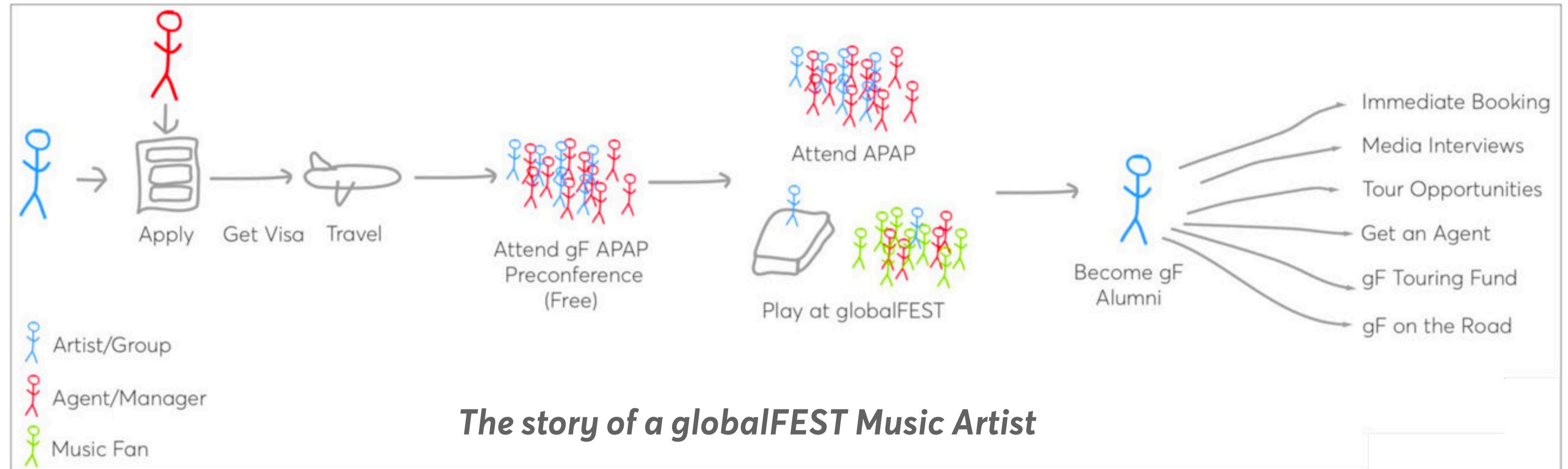
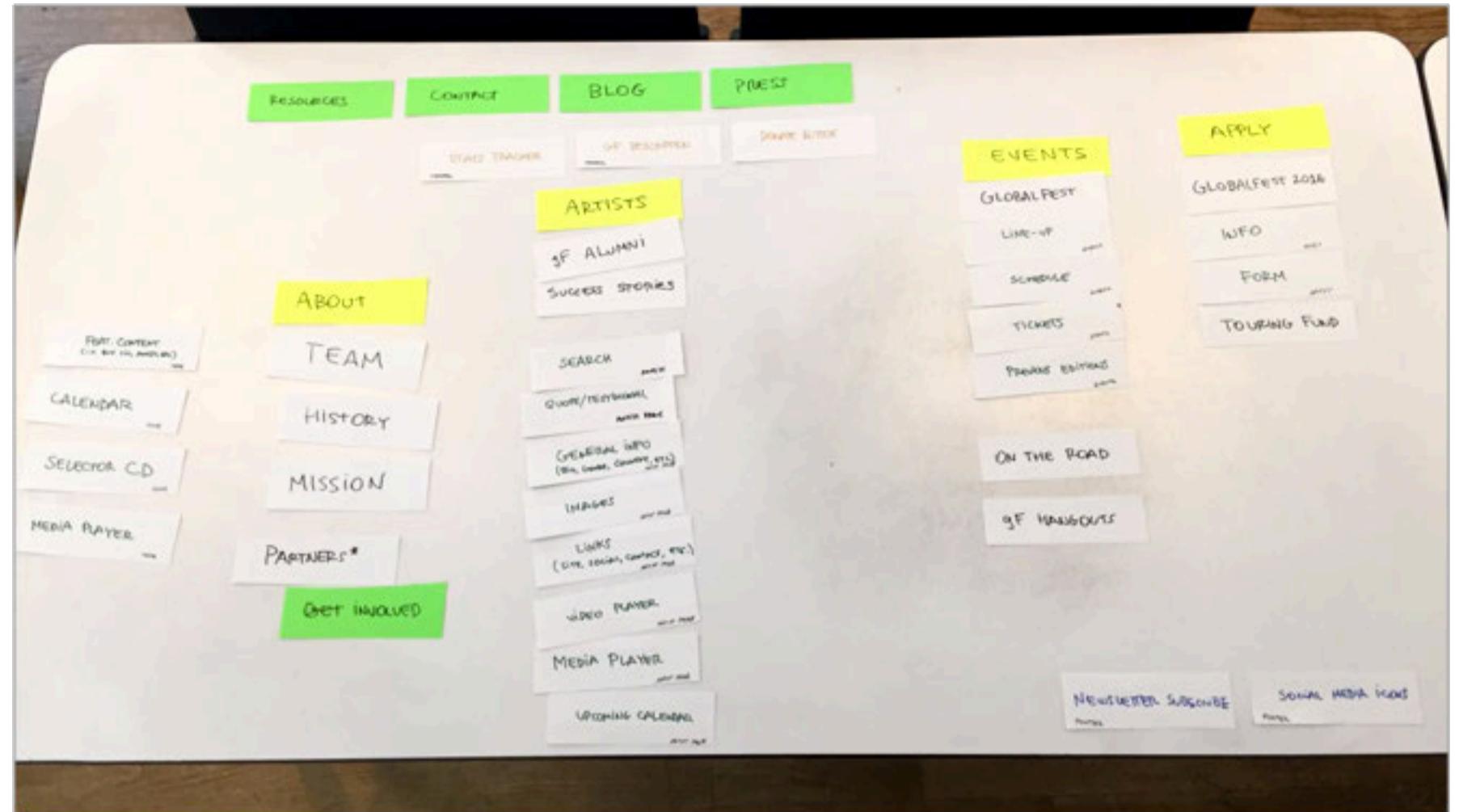
- Penn State CPA @PSUpresents 20 Aug
Here's a crash course in #samba with @grupocasuarina! They'll be here w/ @globalFEST_NYC's Creole Carnival Feb. 25th! [globalfest-ny.com/2015/08/gf-han...](#)
Retweeted by globalFEST
Expand

CO-DESIGN

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



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



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 version 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 says "We have a festival every year showcasing the newest world artists." A callout "gF 2016 is happening in January - Find out more" is highlighted with a red circle labeled 2. Another section titled "We help them by:" lists "Working with PR Firms", "Getting them a US agent", and "Promoting Artist Collaboration", each marked with a red circle labeled 3. A "Discover our Artists" section at the bottom shows a list of artists and their tracks, with a play button icon and a red circle labeled 5.

Iteration 2

This screenshot shows the updated version 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, with a red circle labeled 7. A "GF HANGOUT, MAY 21ST - NEW YORK, NY" section follows, featuring a photo of people socializing and a video thumbnail of Martha Redbone singing, both marked with red circles labeled 8 and 9 respectively. A quote from The New York Times is displayed in the center, with a red circle labeled 10. The "Discover" section at the bottom features a "Caribou Tanya Tagaq" video thumbnail and a "SELECT" image, both marked with red circles labeled 11. The footer contains standard navigation links.

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

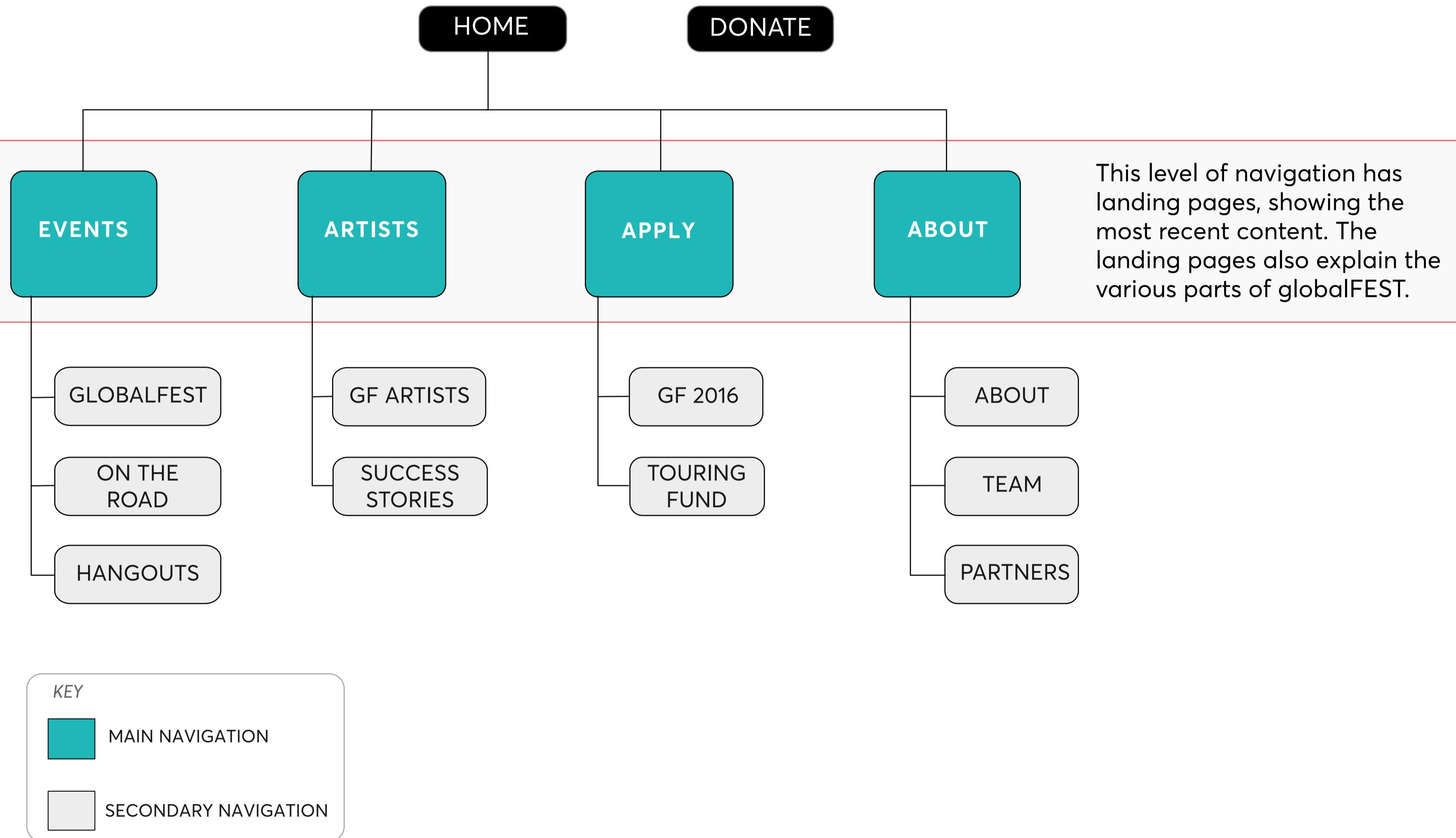


Iteration 2

1. Rarely used navigation elements moved to footer to keep users focused and reduce choices presented
2. Navigation elements re-ordered to represent the core of gF (EVENTS/ARTIST). "EVENTS" now goes to a landing page.

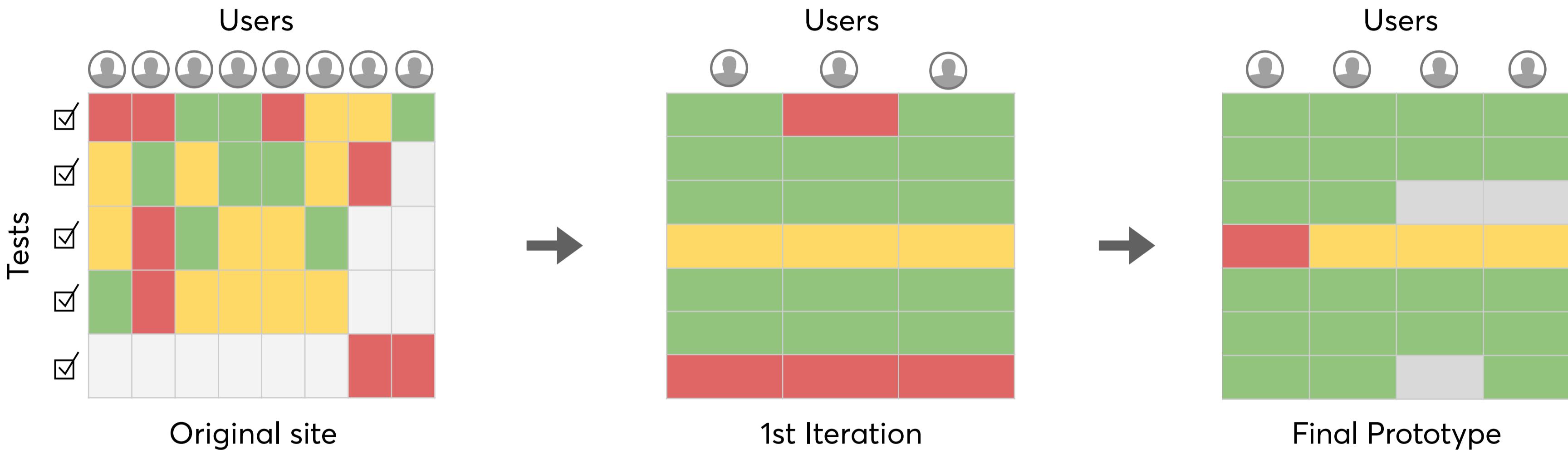
3. Left aligned for consistency
4. Upcoming events keep the page fresh
5. Explanation of different events

FINAL SITE MAP



FINAL RESULTS

Usability Tests Improvement



Final Recommendations

- Create a visual brand. Take that brand and apply it 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 content.

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

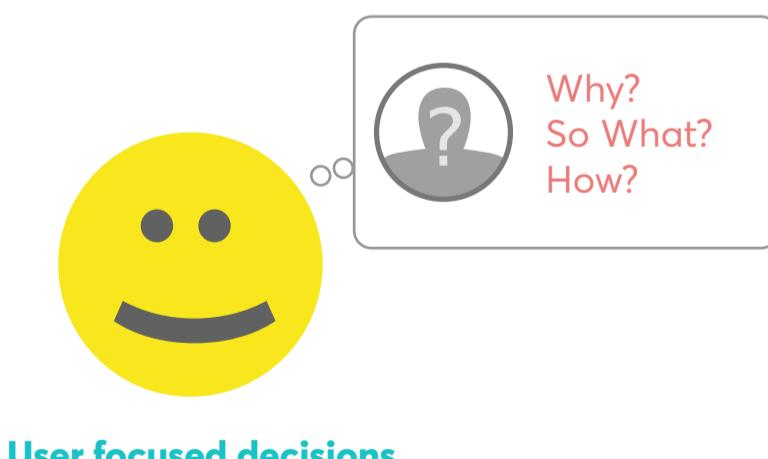
Successful. Smart.
ready for love.

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 feelings, **Asking why**



Feeling based decisions



User focused decisions

Re-design I coded

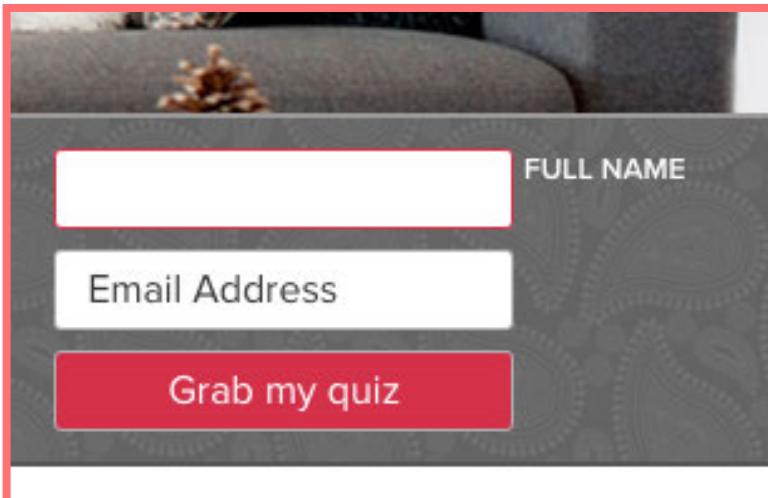
The screenshot shows the redesigned website for Kavita J Patel. At the top, there's a navigation bar with links for 'WATCH & LEARN', 'blog', 'work with me', 'client reviews', and 'about'. The main header features the 'EXTRAORDINARY LOVE' logo with 'KAVITA J PATEL' and 'EXTRAORDINARY WOMEN'. Below the header, there's a banner for 'Soul Level Love' video training series, featuring a woman sitting on a couch. To the right, there's a quiz section titled '4 LOVE TYPES' with a red button to 'Grab my quiz'. A blog post thumbnail for 'Does love have to be so complex?' is shown with a photo of two women. On the right, there's a video player for 'KAVITA tv' with a thumbnail for 'Should you date a man with kids?'. Below the video player, there's a testimonial from Sarah Jenkins, Coach + Founder of Live More Weigh Less. At the bottom, there's a sign-up form for 'GET WEEKLY LOVE TIPS' with fields for 'Full Name' and 'Email Address' and a 'Get it' button.

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.

Improved Form Interactions



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

Testimonials Carousel

Initially we agreed to make this slide automatically. However, **the copy was too long for people to read quickly, so we stopped the automatic sliding**. As a compromise, the testimonial shown is randomly selected upon loading.

Re-design I coded

Re-design I coded

KAVITA J PATEL
EXTRAORDINARY LOVE
EXTRAORDINARY WOMEN

blog work with me client reviews about

LASTEST BLOG POST
Does love have to be so complex?

VIDEOS
FIND EXTRAORDINARY LOVE THAT LASTS
KAVITA tv

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 »

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 Jenks
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

THE HUFFINGTON POST FOX NEWS CHANNEL Women's Health Time Out New York CBS NEWS

GET WEEKLY LOVE TIPS Full Name Email Address Get It

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 an app, that's mere usage. I dare say true engagement may actually only be measured through self experience, contextual inquiry or deep shifts in culture.



corey@coreyux.com



@devtoux



@devtoux

esc

~
-

tab

•

caps lock

shift