Hello

I’m Crystal.

Agenda

- Introduction
- Process
- Work case 1: trusted
- Work case 2: BLUETOWN
- Work case 3: tamigo
- Q&A

Introduction

University of California San Diego
Bachelor's Degree in Computer Science

MOOVWEB

SUNGEVITY

AppDirect

General Assembly San Francisco
User Experience Design

tamigo

BLUETOWN

hypefactors

traveling & working remotely

trusted

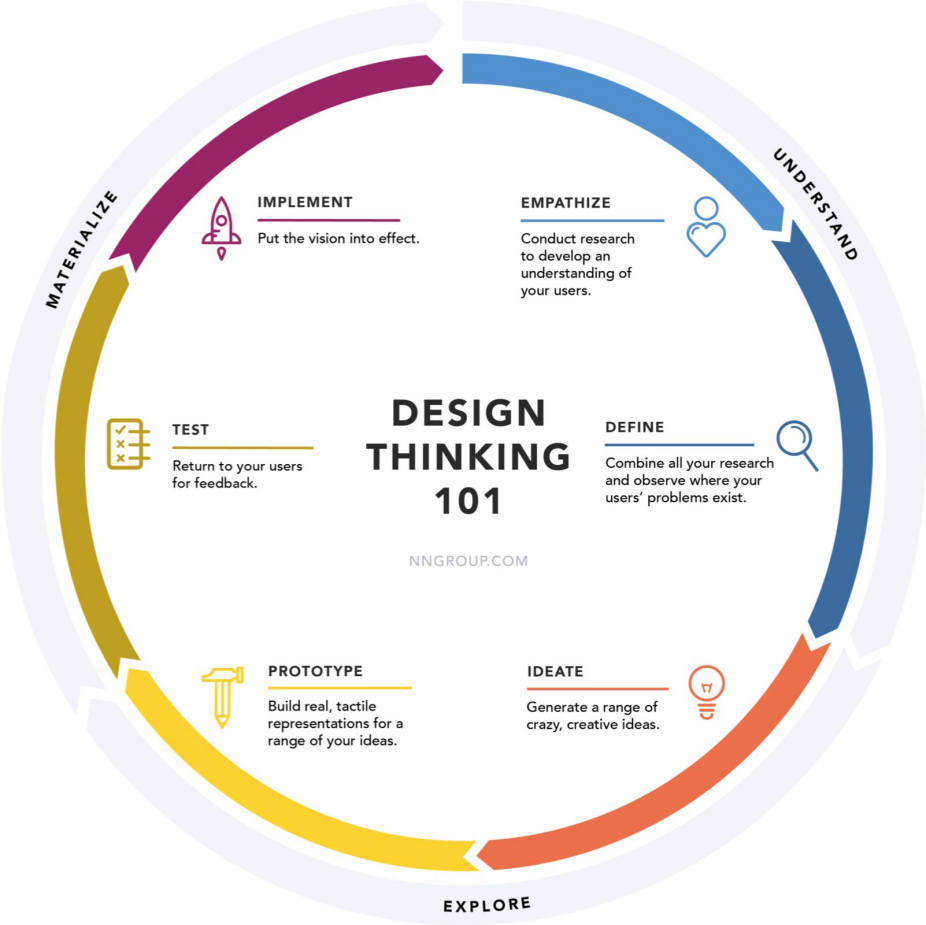
the bread project

STREET SHEET

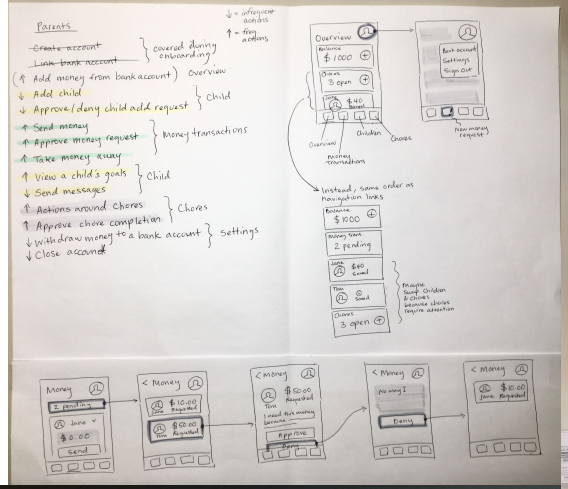
Coalition on Homelessness

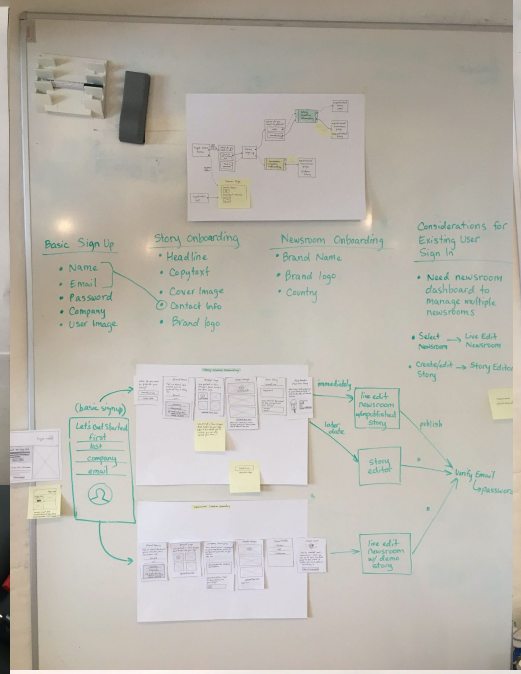
and other freelance gigs...

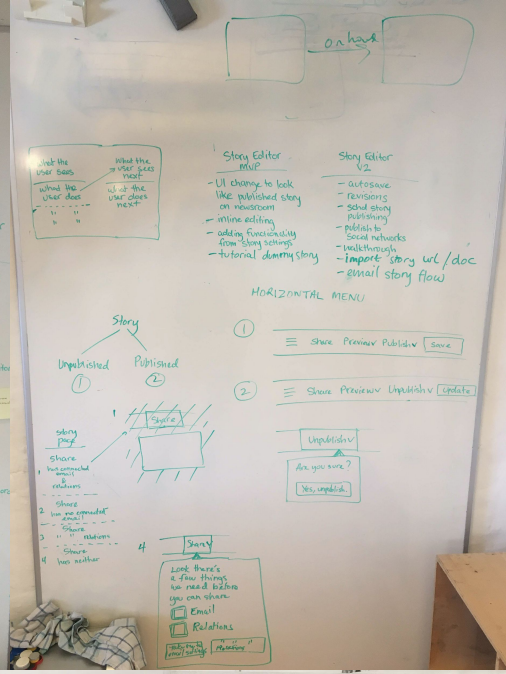
Process

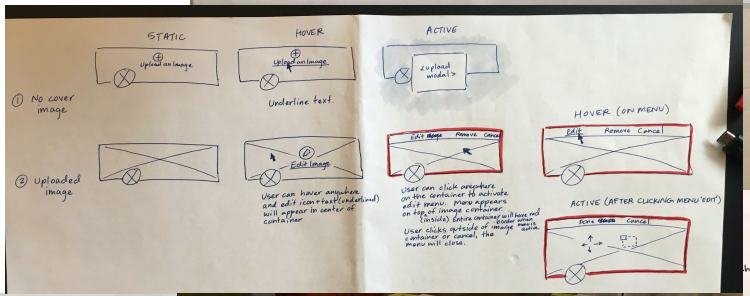

DESIGN THINKING 101
NNGROUP.COM
UNDERSTAND
EMPATHIZE
Conduct research to develop an understanding of your users.
DEFINE
Combine all your research and observe where your users' problems exist.
EXPLORE
IDEATE
Generate a range of crazy, creative ideas.
PROTOTYPE
Build real, tactile representations for a range of your ideas.
MATERIALIZE
TEST
Return to your users for feedback.
IMPLEMENT
Put the vision into effect.

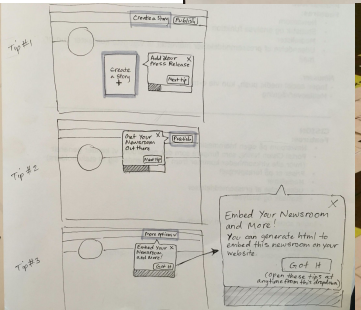
Process


Parents
Overview
Money
Chores
Settings

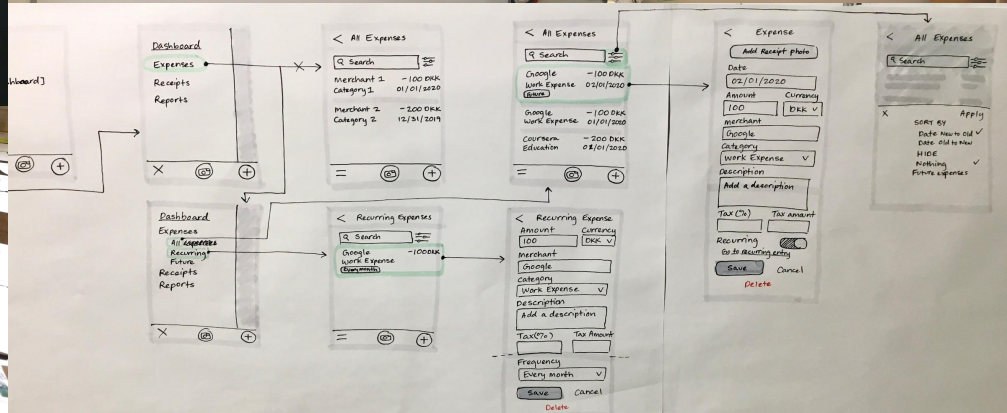

Basic Sign Up
Story Onboarding
Newsroom Onboarding
Considerations for Existing User Sign In


Story Editor MVP
Story Editor V2
HORIZONTAL MENU


STATIC
HOVER
ACTIVE
HOVER (ON MENU)
ACTIVE (AFTER CLICKING MENU 'EDIT')



TOOLS
DRIVERS


Dashboard
Expenses
Receipts
Reports
All Expenses
Recurring Expenses
Expense

Work - Trusted Health

trusted

Trusted Health

TIMELINE

4 months

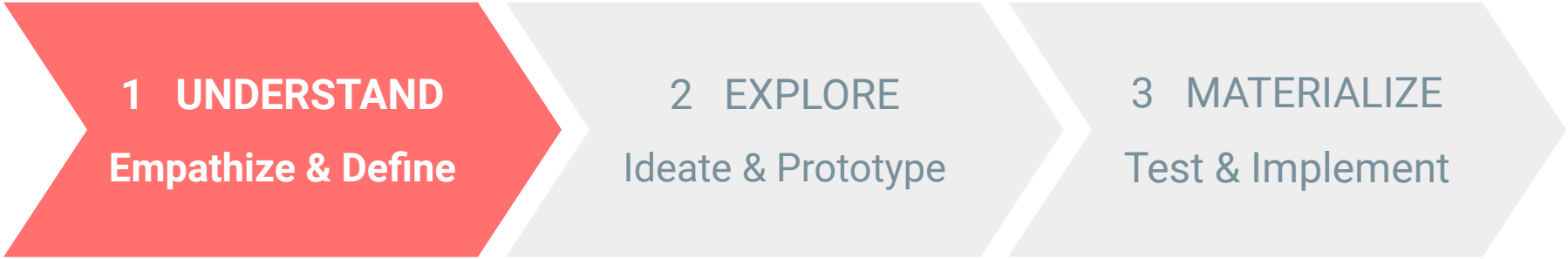
MY ROLE

Product Designer

DELIVERABLES

User Research User Interviews Journey Mapping Personas
Wireframes & Mockups (Sign up / Onboarding)

Work - Trusted Health

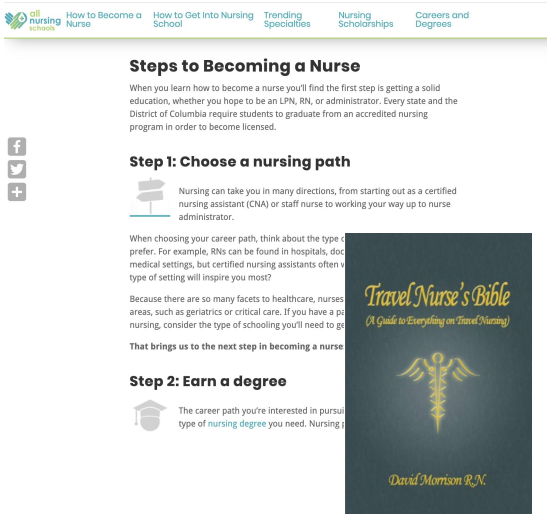


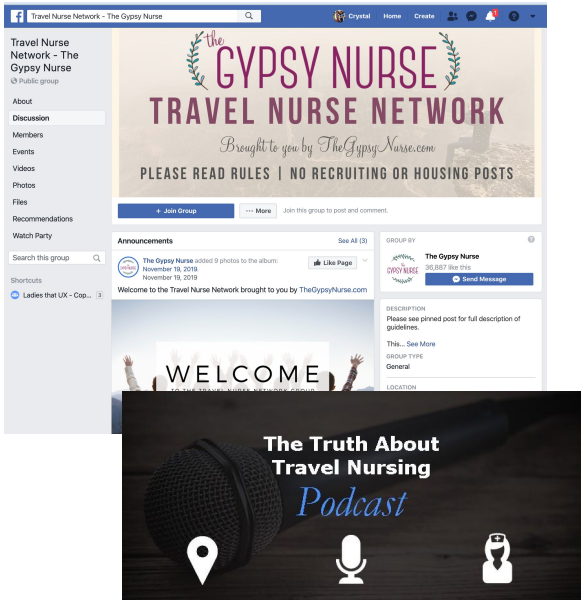
Work - Trusted Health

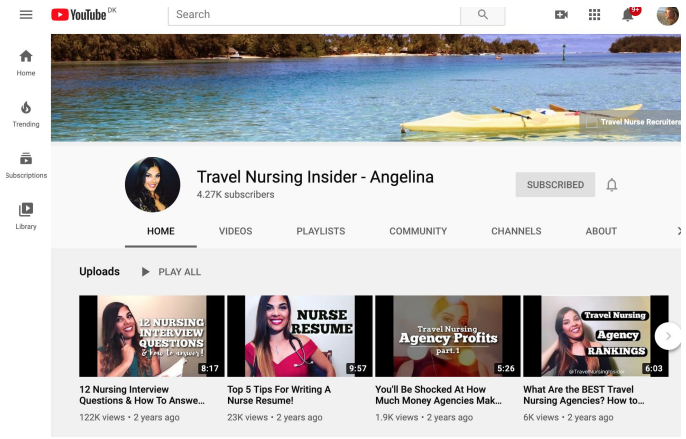
1 UNDERSTAND
Empathize & Define

2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Test & Implement







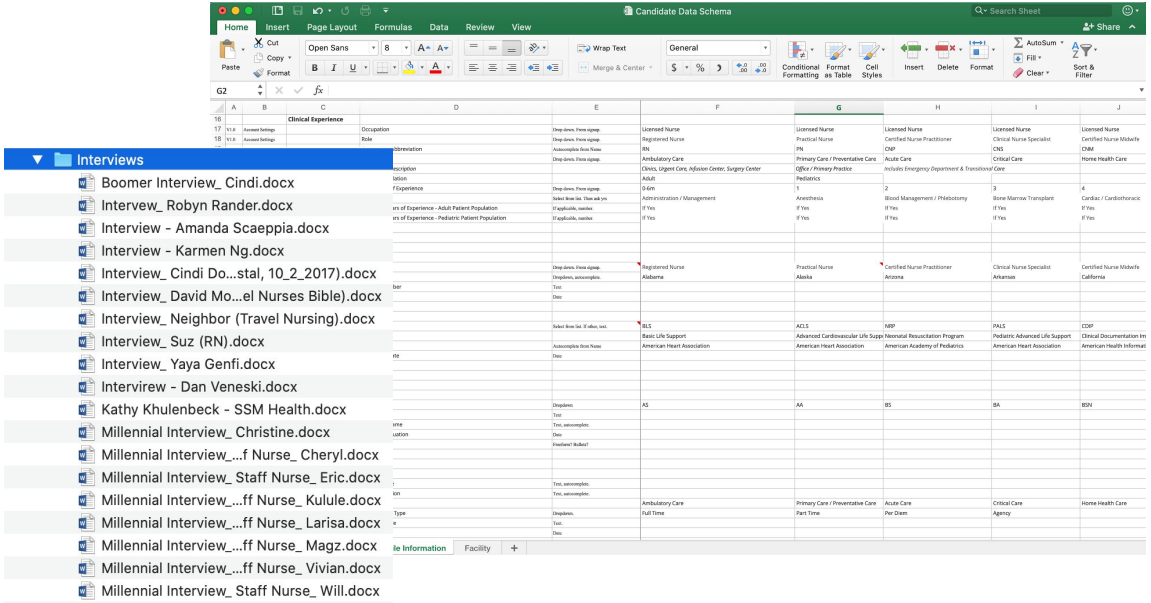
Work - Trusted Health

1 UNDERSTAND
Empathize & Define

2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Test & Implement

- **Market/user research**
- **User interviews**
- **Need finding**



1 UNDERSTAND
Empathize & Define

2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Test & Implement

- **Market/user research**
- **User interviews**
- **Need finding**

1. **They were frustrated with the length and confusion in the job application process**
2. **They felt that recruiters weren't transparent**
3. **They didn't feel respected**

Work - Trusted Health

1 UNDERSTAND
Empathize & Define

2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Test & Implement

- Market/user research
- User interviews
- Need finding
- **Journey Mapping**
- **Personas**

CYNTHIA

"I want it to be easier to find that perfect assignment."

Tanya is a 26 year-old nurse who grew up in a more integrated world. She has been practicing for a few years and wants to feel like she is making progress in her career. She wants to set herself up for future success in both life and career and knows that the sooner she starts, the better. She wants to find a sense of community, support, and lasting friendship. She's looking for creative ways to save and become financially secure. She uses apps heavily to keep in touch with friends/family, to learn, and to track personal goals. Her goal is to help people and be financially secure.

Tech adoption lifecycle: Early Adopter | Has: iPhone, Macbook, iPad

Favorite apps
Instagram, Youtube, TikTok, Facebook

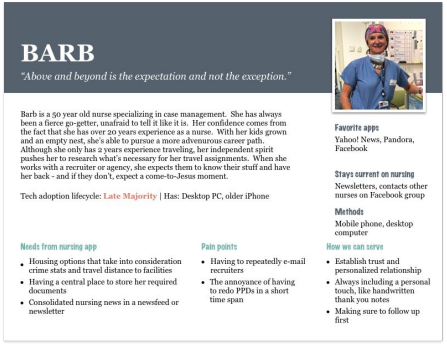
Stays current on nursing
Vlogs, blogs, social media

Methods
Mobile phone, tablet, laptop computer

Needs from nursing app
- Ability to stay connected to social media & news
- Ways to share with others and get feedback/help
- Reminders to stay on top of personal goals
- Having a centralized system of keeping track of things

Pain points
- Lack of communication from recruiter
- Confused by credentialing system/process
- Not as experienced as older nurses and want to learn without looking foolish

How we can serve
- Positive affirmations
- Non-intrusive "check-in" messages
- Ways to track her career progress
- Make it fun to use the app



BARB

"Above and beyond is the expectation and not the exception."

Barb is a 50 year old nurse specializing in case management. She has always been a fierce go-getter, unafraid to tell it like it is. Her confidence comes from the fact that she has over 20 years experience as a nurse. With her kids grown and an empty nest, she's able to pursue a more adventurous career path. Although she only has 2 years experience traveling, her independent spirit pushes her to research what's necessary for her travel assignments. When she works with a recruiter or agency, she expects them to know their stuff and have her back - and if they don't, expect a come-to-Jesus moment.

Tech adoption lifecycle: Late Majority | Has: Desktop PC, older iPhone

Favorite apps
Yahoo! News, Pandora, Facebook

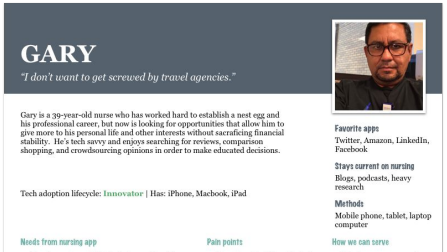
Stays current on nursing
Newsletters, contacts other nurses on Facebook group

Methods
Mobile phone, desktop computer

Needs from nursing app
- Housing options that take into consideration crime stats and travel distance to facilities
- Having a central place to store her required documents
- Consolidated nursing news in a newsfeed or newsletter

Pain points
- Having to repeatedly e-mail recruiters
- The annoyance of having to redo PPDs in a short time span

How we can serve
- Establish trust and personalized relationship
- Always including a personal touch, like handwrittten thank you notes
- Making sure to follow up first



GARY

"I don't want to get screwed by travel agencies."

Gary is a 39-year-old nurse who has worked hard to establish a nest egg and his professional career, but now is looking for opportunities that allow him to give more to his personal life and other interests without sacrafacing financial stability. He's tech savvy and enjoys searching for reviews, comparison shopping, and crowdsourcing opinions in order to make educated decisions.

Tech adoption lifecycle: Innovator | Has: iPhone, Macbook, iPad

Favorite apps
Twitter, Amazon, LinkedIn, Facebook

Stays current on nursing
Blogs, podcasts, heavy research

Methods
Mobile phone, tablet, laptop computer

Needs from nursing app

Pain points

How we can serve

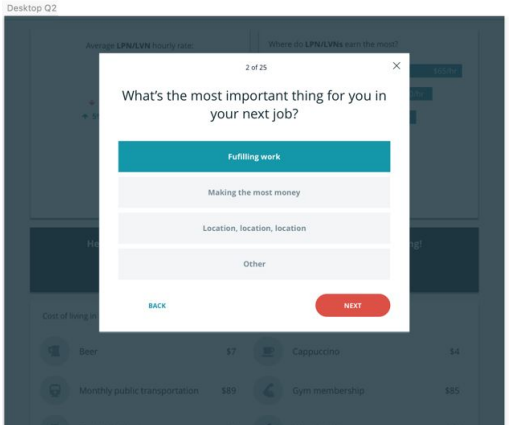
Work - Trusted Health

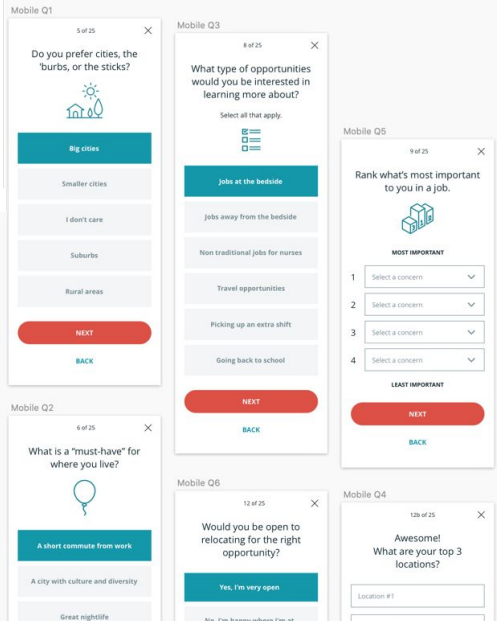
1 UNDERSTAND
Empathize & Define

2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Test & Implement

- **Sketching & ideation**
- **Wireframing**





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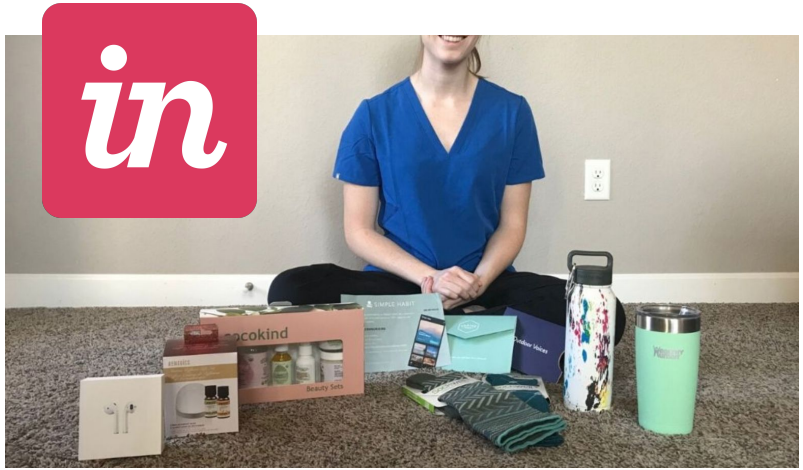


- **InVision prototype**
- **Test with nurses**
- **Launch beta** 🚀

BLUETOWN

BLUETOWN is a global internet and content service provider founded with a vision of making connectivity accessible and affordable for everyone by combining new business models and innovative technology.

BLUETOWN

TIMELINE

1 year 8 months

MY ROLE

UX Designer

RESPONSIBILITIES

User Research User Testing User Flows
Writing Stories & Acceptance Criteria
Exploratory Testing Structured Testing

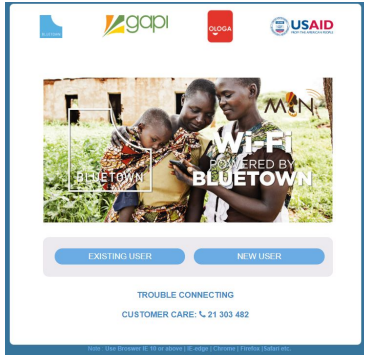
Work - BLUETOWN

Internet service

Screen design

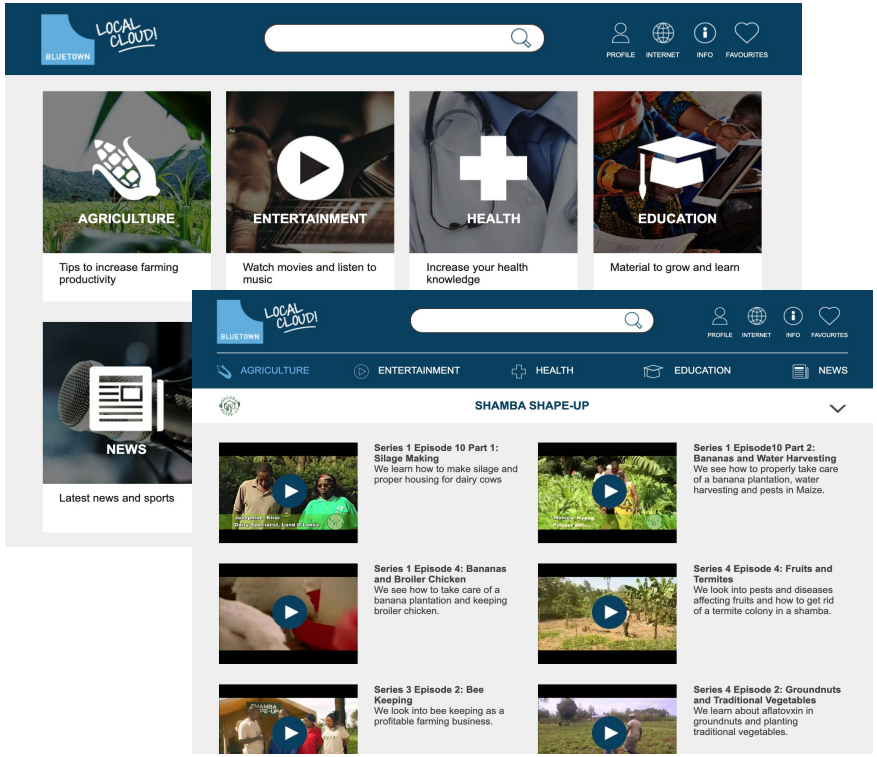
Mobile design

Accra, Ghana



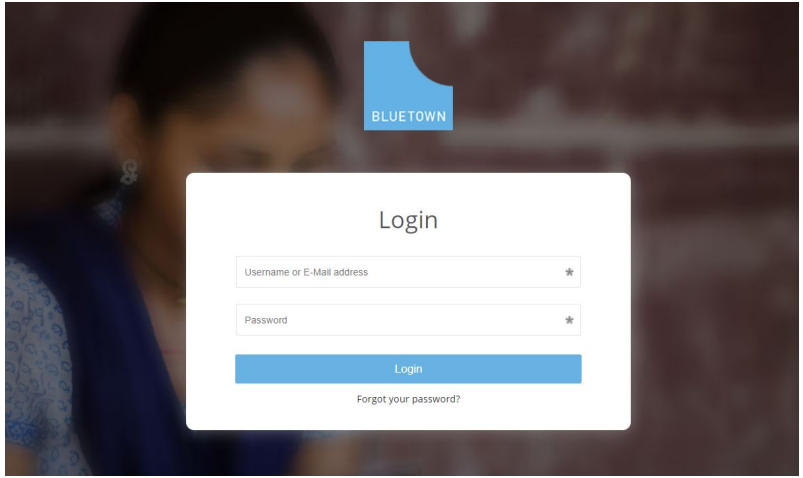
Ribaue, Mozambique

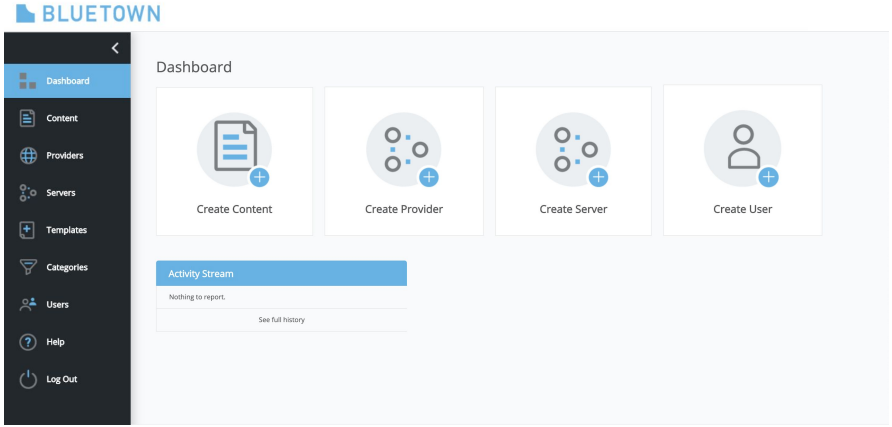
Content service

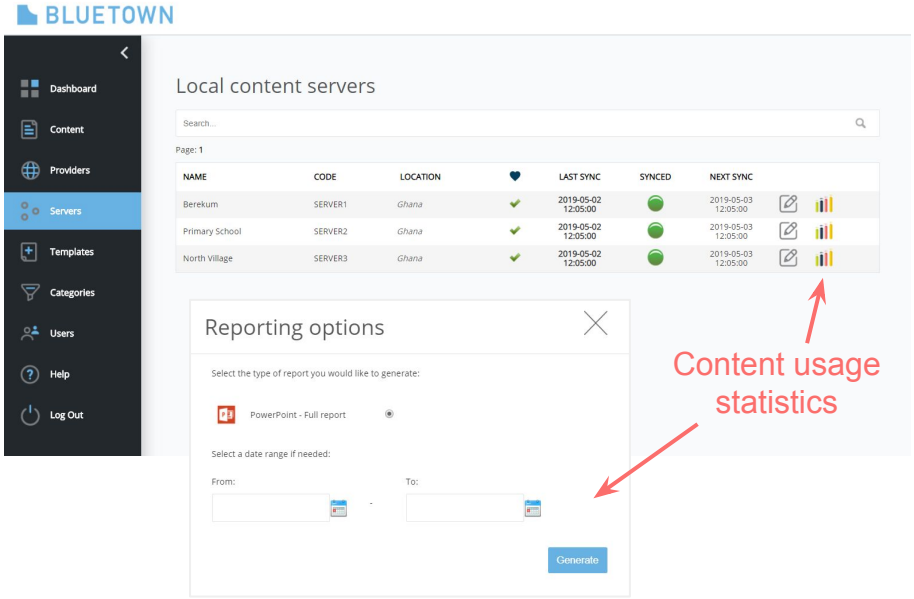


Work - BLUETOWN

Content service continued...







Work - BLUETOWN

BLUETOWN Con...
Software project

LC board
Board

- Backlog
- Active sprints
- Reports
- Releases
- Issues and filters
- Pages
- Components
- Testing Board
- Add item
- Project settings

Projects / BLUETOWN Content Solution / LC board

Backlog

Share

Only My Issues | Recently Updated

VERSIONS

EPICS

Local Cloud Sprint w45-47 11 issues

Linked pages 0

Finalize implementation and testing of user access roles and correction of critical bugs. Finalize 'Advertizement' ...
04/Nov/19 12:00 • 15/Nov/19 12:00

Link to second Servers page does not work		JS	LC-197
Unable to save changes to user settings		JS	LC-185
We need to be able to create Blueto	User Roles and Permiss...	JS	LC-188
We need to be able to create Conter	User Roles and Permiss...	JS	LC-189
We need to be able to create Conter	User Roles and Permiss...	JS	LC-190
Description of advertising capability	Advertising on Local Cl...		LC-153
Implementation of Advertisements	Advertising on Local Cl...	JS	LC-154
Update Wikipedia VM to include additional languages		QP	~~LC-172~~
Updated VLANs on the base image	Short term content bas...	QP	~~LC-148~~
Establish new master base image	Short term content bas...	QP	~~LC-151~~
Train Commercial in Local Cloud 'Ad	Advertising on Local Cl...		LC-196

Backlog 40 issues

Create sprint

Create docker image	Content Server Base Im...	JS	LC-175
Verify content on docker image			LC-182
Bluetown Admin Role Test Plan	User Roles and Permiss...		LC-181
Content Provider Admin Role Test Plan	User Roles and Permiss...		LC-192
Content Provider Author Role Test Plan	User Roles and Permiss...		LC-193
Content Check Test Plan			LC-103

LC-140 / LC-188

We need to be able to create Bluetown Admin users who would be the touch point for all partners within a region

Description

This user role would be a Bluetown employee who is the touch point for all partners within a region, like a country, and would need to have their access limited to all servers within that country. They should be able to create content providers, folders, categories, templates, and users. When creating new users, they should be able to control the access of those users including which folders and categories that those users have access to.

Linked issues

is tested by

LC-181	Bluetown Admin Role Test Pl...	TO DO
TCM-222	We can create a Blueto...	BACKLOG
TCM-239	A Bluetown admin can ...	BACKLOG
TCM-241	When editing a content...	BACKLOG

Add a comment...

Pro tip: press M to comment

STATUS: To Do

ASSIGNEE: Jason Scheepers

REPORTER: crystal.cross

LABELS: None

START DATE: None

STORY POINTS: None

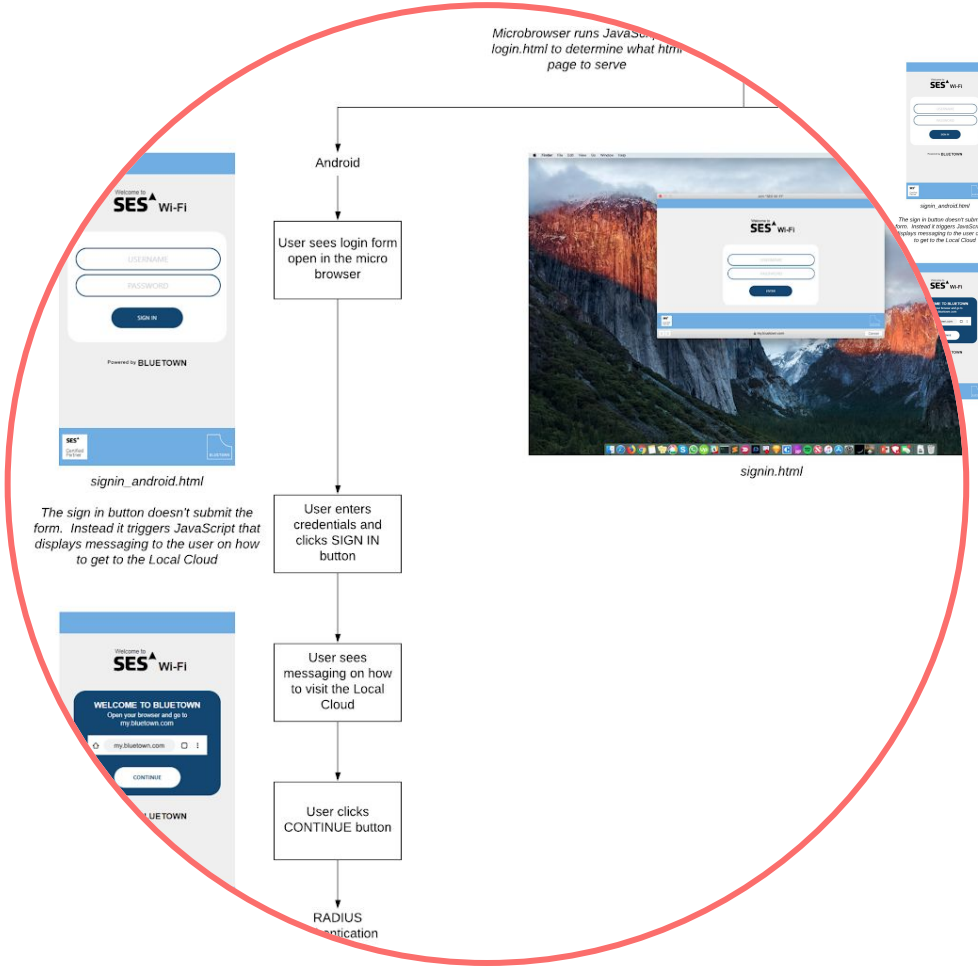
EPIC LINK: User Roles and Permission

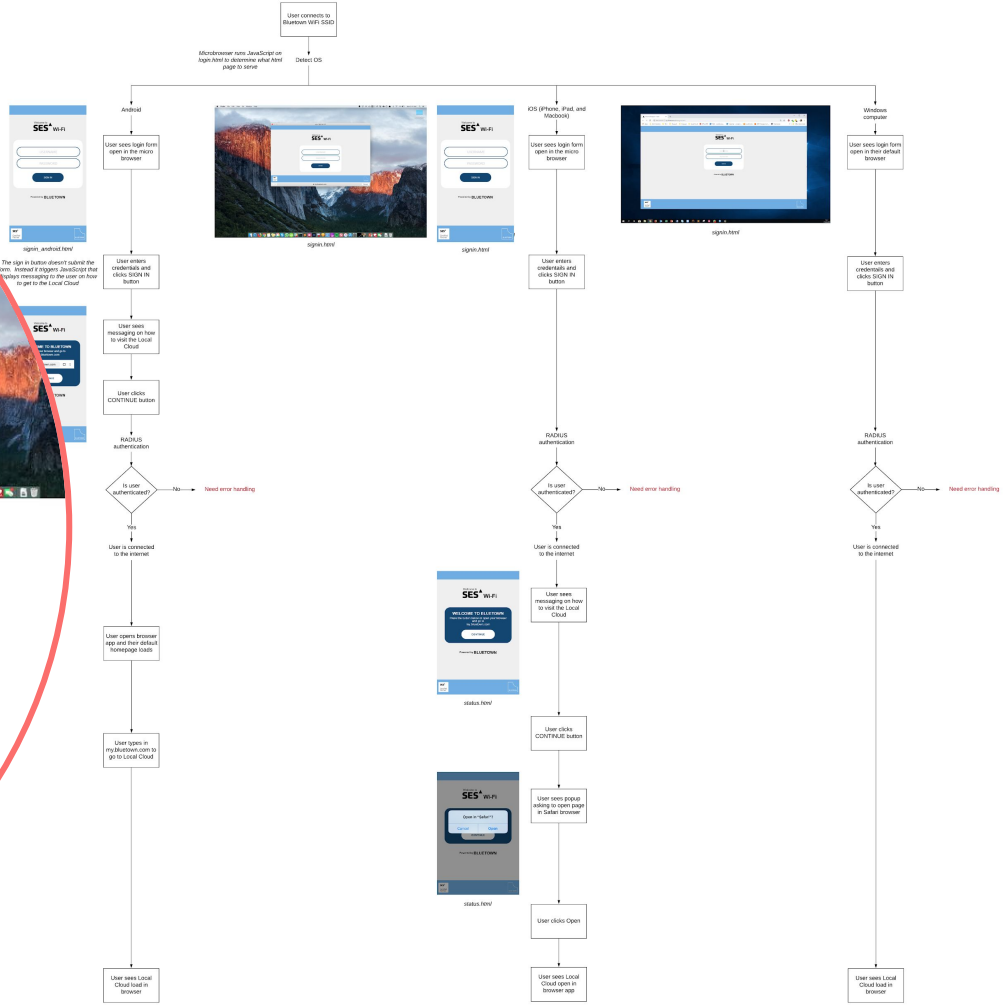
SPRINT: Local Cloud Sprint w45-...

PRIORITY: Major (High)

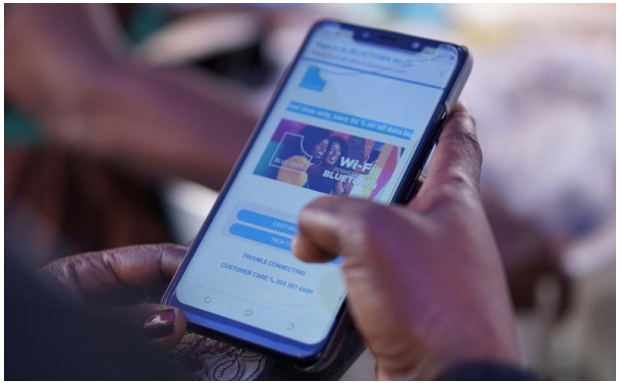
HIPTEST SCENARIOS: Open HipTest scenarios

Work - BLUETOWN

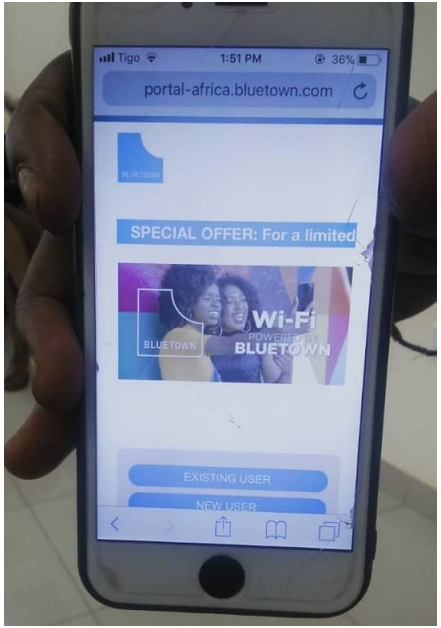


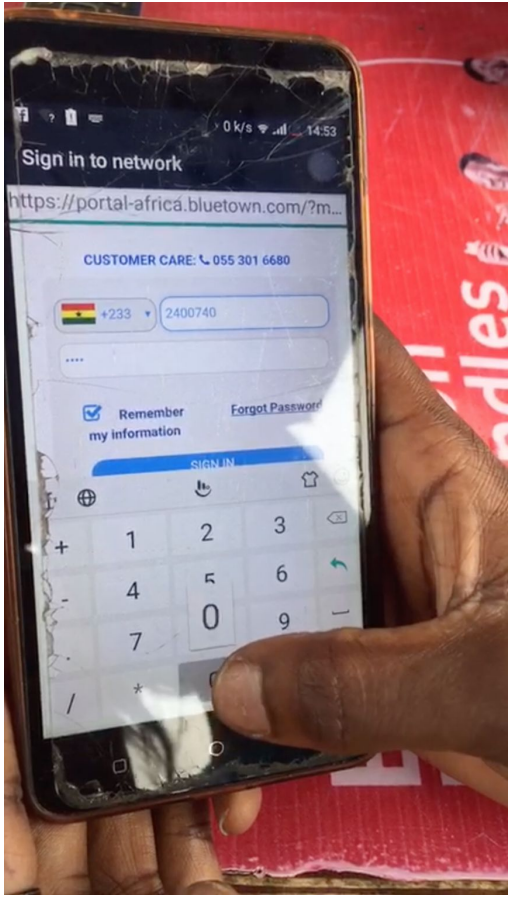


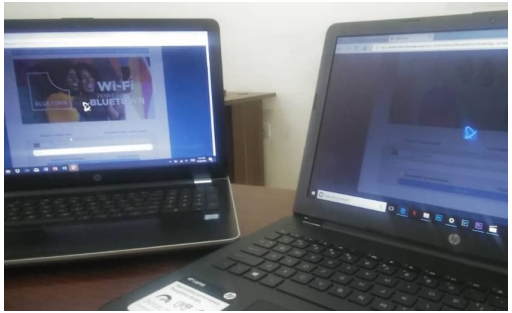
Work - BLUETOWN



Work - BLUETOWN







Work - tamigo

tamigo

tamigo

TIMELINE

Current position

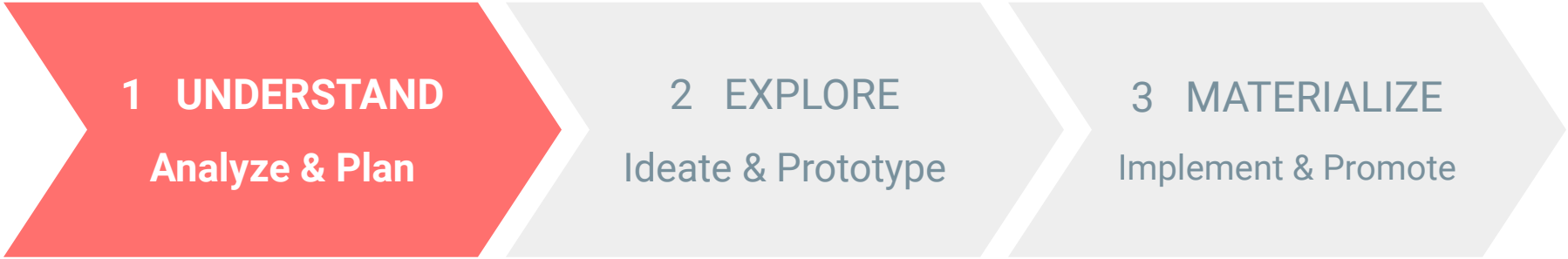
MY ROLE

Product Designer

RESPONSIBILITIES

User Research User Testing User Flows
Wireframes & Mockups Interactive Prototypes
Design System Exploratory Testing

Work - tamigo


1 UNDERSTAND
Analyze & Plan
2 EXPLORE
Ideate & Prototype
3 MATERIALIZE
Implement & Promote

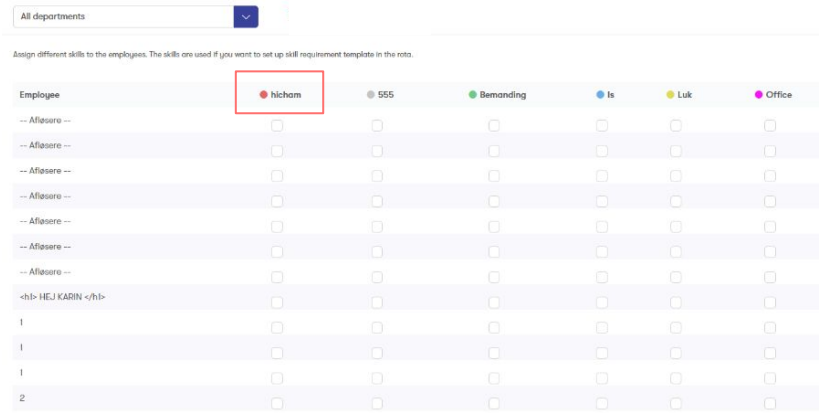
1 UNDERSTAND
Analyze & Plan

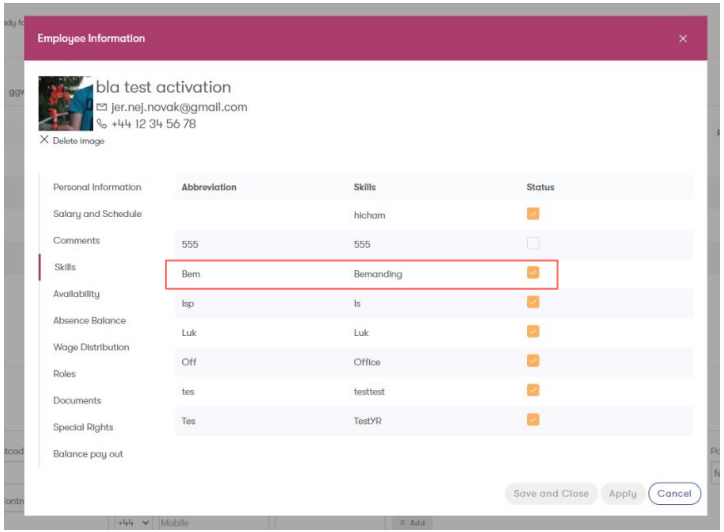
2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Implement & Promote

- **Analyze the actions and objects across product**

Work - tamigo


All departments
Assign different skills to the employees. The skills are used if you want to set up skill requirement template in the rota.
Employee
hicham
555
Bemanding
Is
Luk
Office
-- Afløsere --
<h1> HEJ KARIN </h1>


Employee Information
bla test activation
jer.nej.novak@gmail.com
+44 12 34 56 78
Delete image
Personal Information
Salary and Schedule
Comments
Skills
Availability
Absence Balance
Wage Distribution
Roles
Documents
Special Rights
Balance pay out
Abbreviation
Skills
Status
hicham
555
555
Bem
Bemanding
Isp
Is
Luk
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Off
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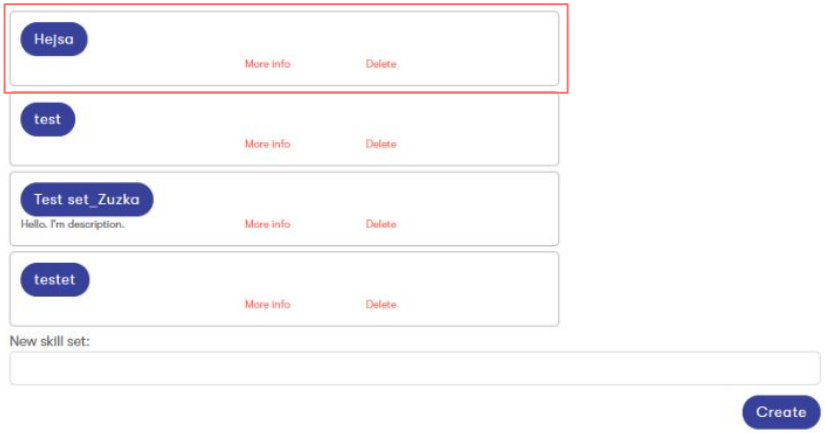
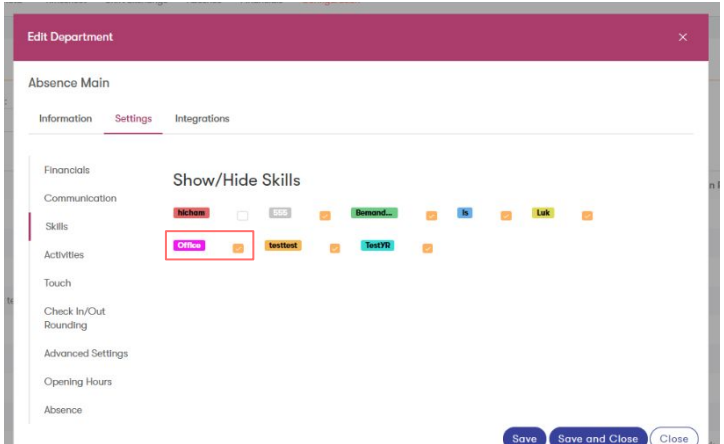
tes
testtest
Tes
TestYR
Save and Close
Apply
Cancel


Hejsa
More info
Delete
test
More info
Delete
Test set_Zuzka
Hello. I'm description.
More info
Delete
testet
More info
Delete
New skill set:
Create


Edit Department
Absence Main
Information
Settings
Integrations
Financials
Communication
Skills
Activities
Touch
Check In/Out Rounding
Advanced Settings
Opening Hours
Absence
Show/Hide Skills
hicham
555
Bemand...
Is
Luk
Office
testtest
TestYR
Save
Save and Close
Close

1 UNDERSTAND
Analyze & Plan

2 EXPLORE
Ideate & Prototype

3 MATERIALIZE
Implement & Promote

- Analyze the actions and objects across product
- **Group objects logically to create more dense table**

Sparse matrix creates a load on human memory

Actions ---------- **Objects**	Edit	Send	Save	Close	Cancel	Activate	View	Ok	Upload	Send to server	Add	Choose file	Delete	Export	Download	Print	Assign	Transfer	Approve	Select	Apply	Swap	Bid
Front page	x		x																				
SMS		x				x	x																
Email		x				x	x																
Calendar			x																				
Document	x		x								x	x	x		x								
Message							x							x									
Employee	x		x	x	x	x			x		x	x	x	x				x					
Image	x				x			x	x	x	x	x	x										
Employee login							x							x									
Flex Account							x																
Data update														x									
Contact list														x									
Skills	x			x							x		x				x						
Rota	x		x	x										x	x				x	x	x		
Template	x				x								x								x		
Shift			x													x			x			x	x
Bid			x																x				x
Swap																			x			x	

1 UNDERSTAND
Analyze & Plan

2 EXPLORE
Build & Prototype

3 MATERIALIZE
Implement & Promote

- Analyze the actions and objects across product
- Group objects logically to create more dense table
- **Understand and pick the right components and widgets to create consistency**

Component Patterns

Name	Attribute	Action	Object	Logic/Behavior
Label	x	x	x	The name attribute of anything, in hypertext a navigate action
Radio button	X			Selection of on state within a set of many attributes
Toggle Button	X			On/off state for only one attribute
Checkbox	X			One of many states of given attribute
Drop list	X			A collection of attribute values
Combo box	X	X		A collection of attribute values with the action to add a new attribute in place
Value Slider	X			Point and click way to choose the numeric value of an attribute
Button		X		Click to execute action it represents
Hypertext link		X		Special case of button with only action to be view/navigate
Icon	x	X		Mostly for actions, some can show visual state
Field (value)	X			Type a value which represents an attribute (typically on of many) for a parent object
Text entry box	X		x	Mostly for annotation which is an attribute
Menu	x	X		Mostly for actions but sometimes change the state of an attribute
Tabs	x		X	Used for granular unit of division for functionality

Legend: X (Primary) x (Secondary)

Widget Patterns

Name	Attribute	Action	Object	Logic/Behavior
List			X	Table with one column (can be horizontal like a Carrousel or Cover flow)
Table	x		X	Table itself or each row can be an object
Tree control			X	Represents hierarchy of Object
H-Grid				Combination of tree and table, so set attributes be shown as well
Master-detail	X		X	Combination of list of objects and its attributes or Attributes and sub-attributes
Form	x		X	Logically represents an object, fields and controls inside are attributes
Card	x		X	Expanding (Detail)/Collapsing (Summary) element used for a series of object.
Chat box		x	X	Conversation is an object as are the people you have it with
Filter panel	X	X		Uses the action of turning on/off specific attributes to filter data
Shuttle control			X	Two list boxes side by side that allow the selection of objects
Picker	X			Visual palette for colors, fonts, shadow and other visual attributes
Wizard	x	X		Context maybe one object, purposes is to set attributes and commit on final action
Property sheet	X			Container of attributes of given object type
Leader board	X		X	Gamification list of object (people or avatars) sorted in top to worst order
Media control		X		Stop, start, fast forward audio or video

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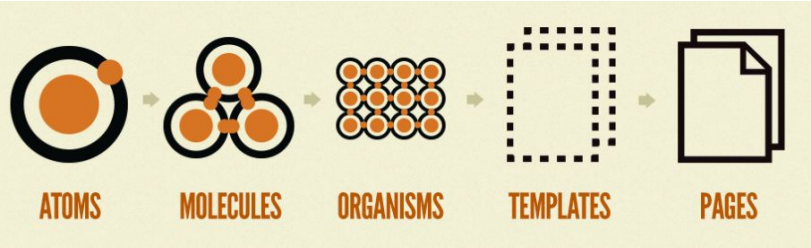
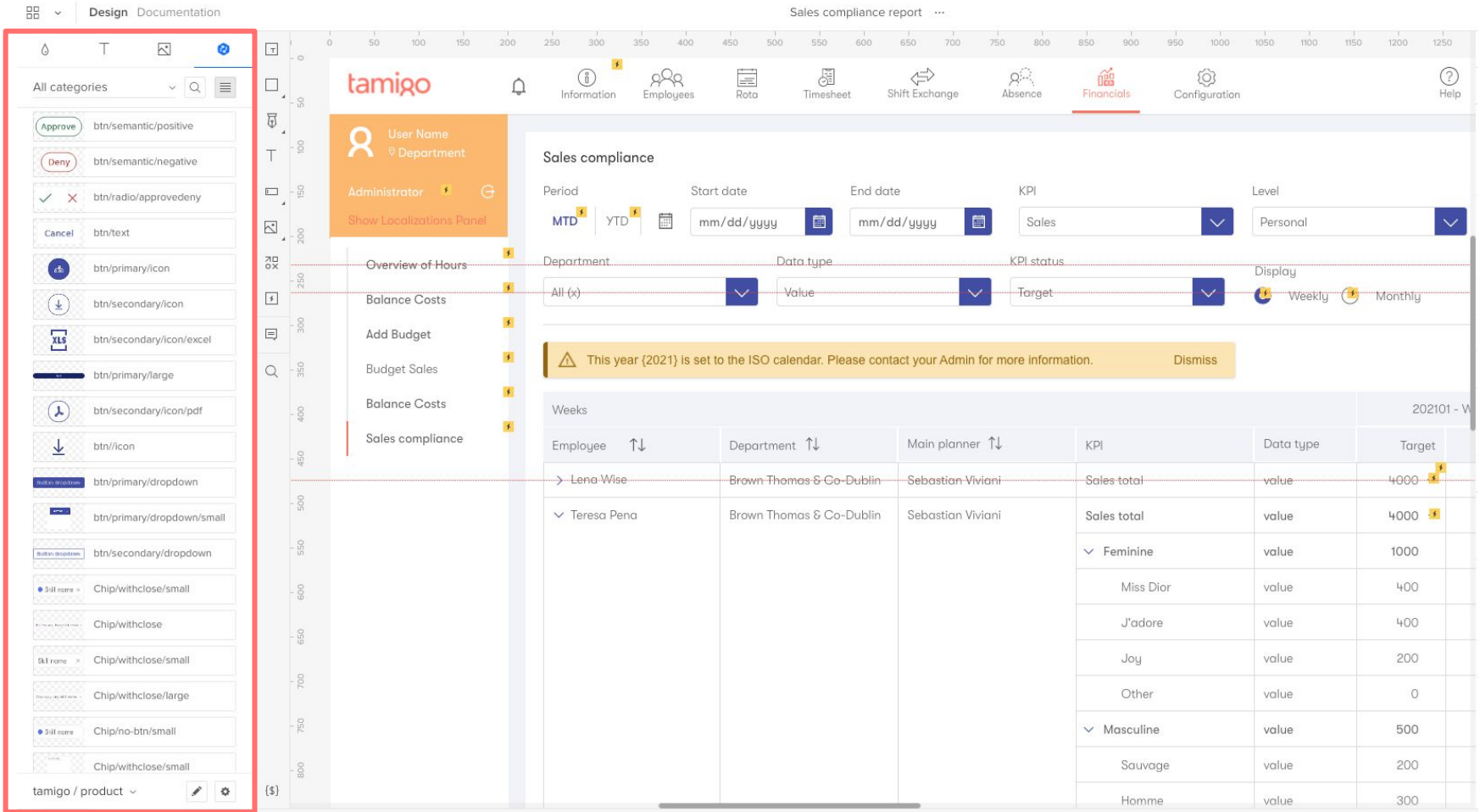
- **Build following atomic design**
- **Add to design system library**



Work - tamigo


Design
Documentation
Sales compliance report
All categories
Approve
btn/semantic/positive
Deny
btn/semantic/negative
btn/radio/approvedeny
Cancel
btn/text
btn/primary/icon
btn/secondary/icon
btn/secondary/icon/excel
btn/primary/large
btn/secondary/icon/pdf
btn//icon
btn/primary/dropdown
btn/primary/dropdown/small
btn/secondary/dropdown
Chip/withclose/small
Chip/withclose
Chip/withclose/small
Chip/withclose/large
Chip/no-btn/small
Chip/withclose/small
tamigo / product
tamigo
Information
Employees
Rota
Timesheet
Shift Exchange
Absence
Financials
Configuration
Help
User Name
Department
Administrator
Show Localizations Panel
Overview of Hours
Balance Costs
Add Budget
Budget Sales
Balance Costs
Sales compliance
Sales compliance
Period
MTD
YTD
Start date
mm/dd/yyyy
End date
mm/dd/yyyy
KPI
Sales
Level
Personal
Department
All (x)
Data type
Value
KPI status
Target
Display
Weekly
Monthly
This year {2021} is set to the ISO calendar. Please contact your Admin for more information.
Dismiss
Weeks
202101 - W
Employee
Department
Main planner
KPI
Data type
Target
Lena Wise
Brown Thomas & Co-Dublin
Sebastian Viviani
Sales total
value
4000
Teresa Pena
Brown Thomas & Co-Dublin
Sebastian Viviani
Sales total
value
4000
Feminine
value
1000
Miss Dior
value
400
J'adore
value
400
Joy
value
200
Other
value
0
Masculine
value
500
Sauvage
value
200
Homme
value
300

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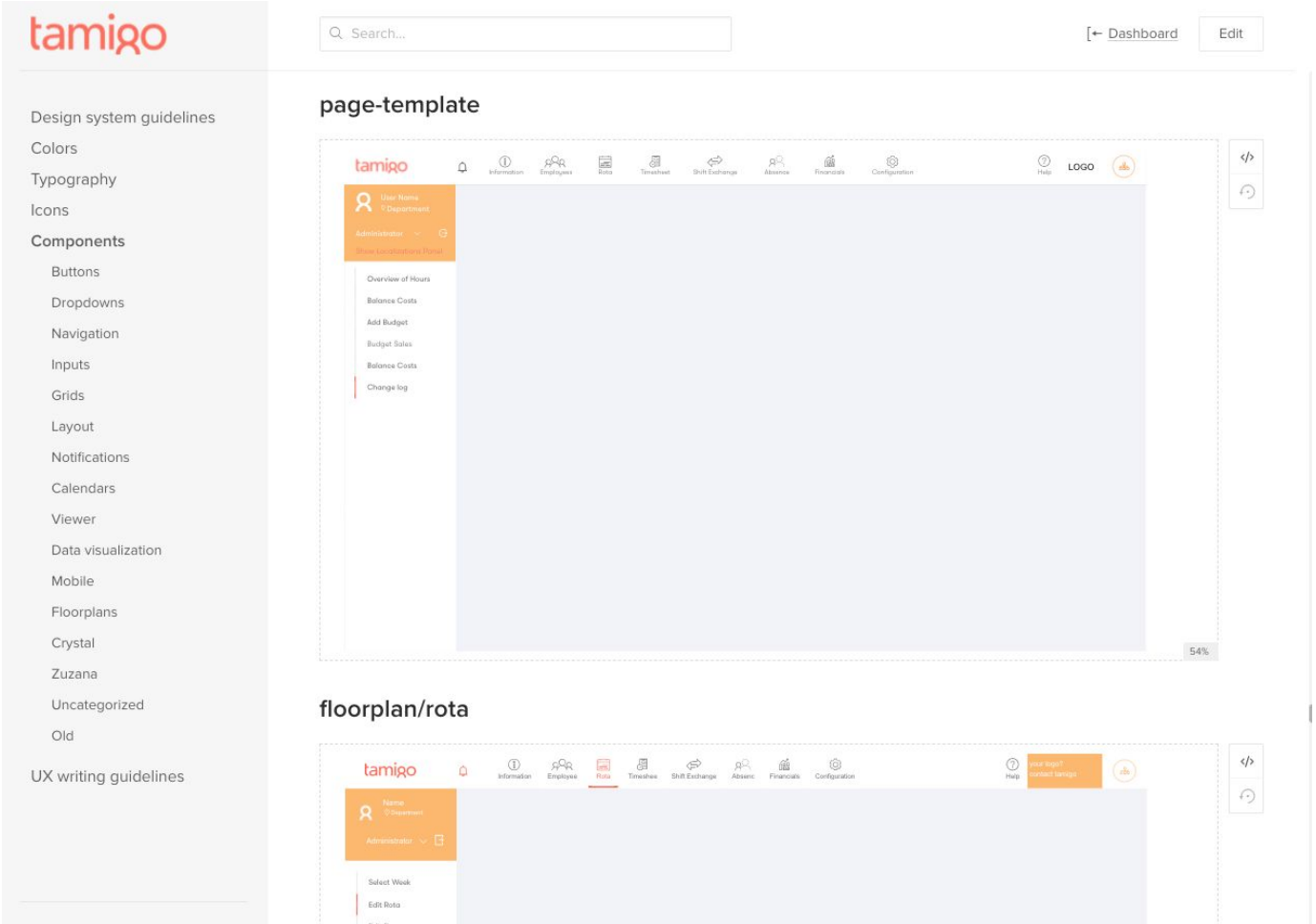
- **Created internally accessible design system**

Work - tamigo


tamigo
Search...
Dashboard
Edit
Design system guidelines
Colors
Typography
Icons
Components
Buttons
Dropdowns
Navigation
Inputs
Grids
Layout
Notifications
Calendars
Viewer
Data visualization
Mobile
Floorplans
Crystal
Zuzana
Uncategorized
Old
UX writing guidelines
page-template
LOGO
54%
floorplan/rota

Work - tamigo

message/strip-static

Static error message comes here.

The message strip is a component that is used as an information bar. It contains information about an object or a status and can be embedded within the detail area of an object or page.

If you want to display a status related to an object, keep the interaction static and do not show the Close button.

skill/with-color

Skill name

filter/popover

Search

Languages

- Skill name
- Skill name
- Skill name
- Skill name
- Skill name
- Skill name
- Skill name
- Skill name
- Skill name

sidebar/panel

Request absence

Absence category

Denmark

Absence type

Vacation (DK)

Your current balance is 3 days.

Start date

02/07/2021

End date

09/07/2021

Future Balance

- 1	2
After request	End of absence year

Comment

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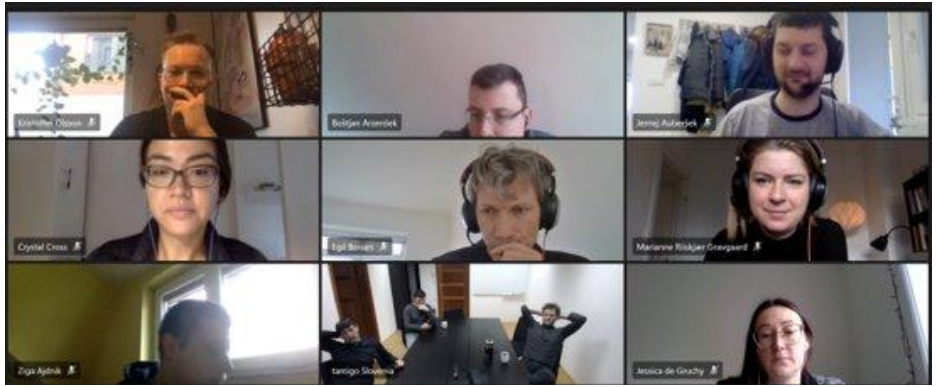

- Created internally accessible design system
- **Promote within product development team i.e. when onboarding new employees**

Work - tamigo

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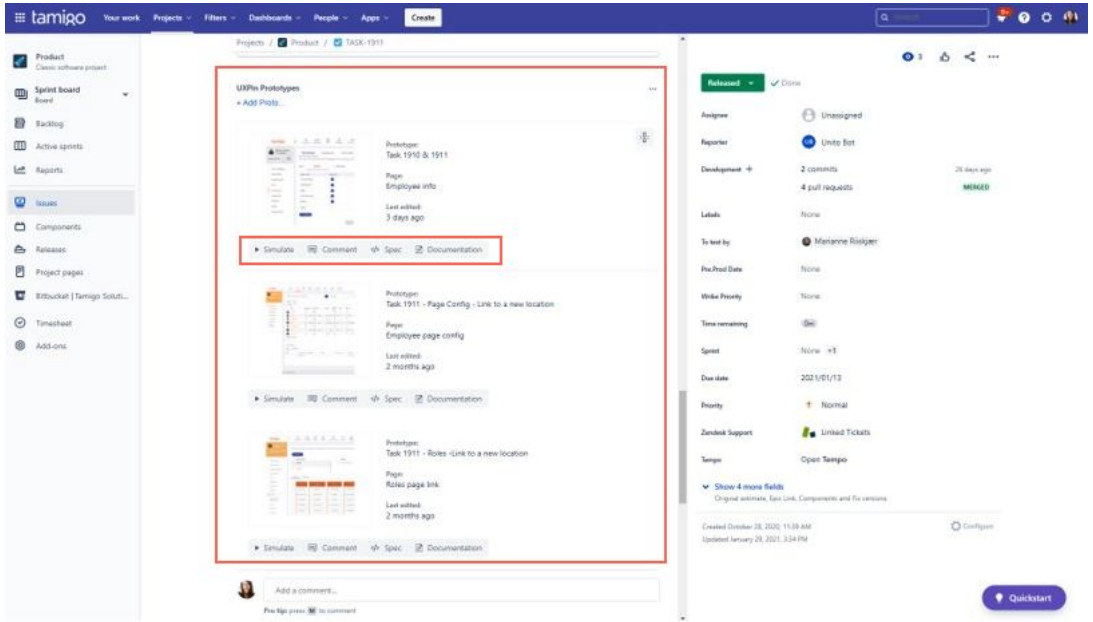

- Created internally accessible design system
- Promote within product development team i.e. when onboarding new employees
- **Promote with developers in daily work**

Questions?