



ПОРТФОЛИО

Оксана Прокофьева | UX/UI Дизайн | Web-Мастеринг

Оксана Прокофьева

К областям своей компетенции я отношу:

- Разработка дизайна пользовательских интерфейсов;
- Отрисовка прототипов, макетов и графических элементов интерфейса;
- Проработка сценариев использования;
- Исследования пользовательского опыта ;
- Дизайн посадочных страниц;
- Создание и поддержка гайдлайнов;
- Верстка;
- Опыт аналитической/исследовательской работы в UX;
- Опыт и знание принципов продвижения сайтов за рубежом.

Компьютерные Навыки

HTML/CSS	<div><div></div></div>
JavaScript	<div><div></div></div>
Adobe	<div><div></div></div>
SonyVegas	<div><div></div></div>
WordPress	<div><div></div></div>
GitHub Pages	<div><div></div></div>

Английский: advanced.

UX-ДИЗАЙН

Case: социальная сеть медицинских работников. Проект научил меня двум вещам:

- 1) Работать в международной команде.
- 2) Понимать международные стандарты и нормы, принятые при разработке программного обеспечения.

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Обязанности:

Анализ требований проекта, создание макетов и подготовка дизайна.

Верстка макетов веб-страниц.

Анализ юзабилити, веб-аналитика.

Конкурентный анализ.

Нарезка и подготовка материалов для разработчиков.

"I am planning to hold 20 qualitative, semi-structured interviews with the users. I am planning to use open-ended questions. 'In semi-structured interview, the main questions are open – where you are rising the topic and indicating the kind of answer but where the actual answers are entirely up to the interviewee' (Gillham, 2005, p. 41). So, the answers in free form will allow me to reveal those aspects or phenomena in people's lives, which are of most concern to them and dominate more often in their consciousness, because when people respond to a question unpromptedly, there is a better manifestation of their daily, ordinary consciousness and their pattern of thought (Gillham, 2005, p. 22).

Another method to be applied is the method of case study. I have defined three conditions for a website to be selected by me, these conditions being optimal for my purpose:

1. High popularity of the site.
2. Availability of certain attributes featured by the site.
3. Free accessibility of the site.

At first, I am going to study website functioning as a whole to further proceed to more detailed analysis of certain functions of the network. The key focus of the study is as follows: what does this website mean in professional life of its members and what are its drawbacks, which they would like to eliminate?

In the suggested UX-research, I am planning to use qualitative methods of data collection, including, in addition to interview, observation method, which is a constituent part of case study".

Подготовка к Исследованию.

Необходимо было написать план
по подготовке к UX-исследованию
и обосновать методы
планируемые применять.

Анкетирование.

После того как план исследования был согласован разрабатываем анкеты.

Survey

1 Your first and second name

2. Occupation

3. What do you think about being in touch with your patients/doctor?

4. How many of your patients/ health care professionals do you have on Facebook or LinkedIn?

5. What would you recommend to your friend if he/she asks you to : how to find a good doctor?

6. When you are looking for a doctor for yourself or your loved ones: your search is more focused on the clinic and its equipment or more about a professional and his/her professional qualities?

7. Before making an appointment would you like to see the records of a surgeon?

8. In order to be sure that you are in good hands what qualities are the most important to you as a patient?

9. The personality of your doctor is important to you?

10. Are you happy to provide a feedback for a doctor who has done a great job?

Development questions

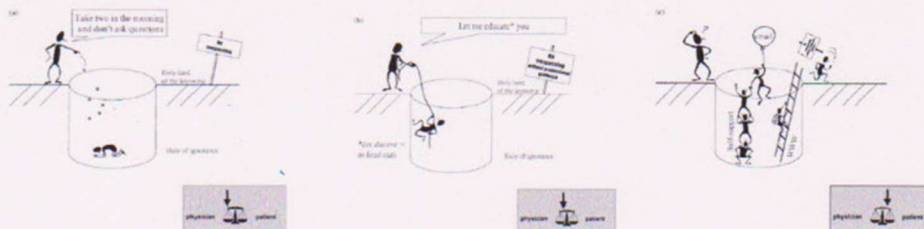
1. Which groups of our services do you value most?

a) Networking Services

b) Search Services

c) Communityware services

d) Privacy services



Historically, physicians have taken an authoritarian role, in which the patient is left uninformed in a dark hole of ignorance.

The next advancement is as follows: patients are seen as partners whose knowledge gaps should be filled by educating them—but the physicians still play the power role and the medical information is provided to patients at the physician's discretion.

Today physicians are frequently coming across patients who “e-ducate” themselves using the Internet, while most physicians do not even have an understanding or access to these modern information technologies.

↑ not true

3.2 E-Patients Target Audience

E-patients are informed health care consumers, using the internet to gather information about a medical condition of particular interest to them. The term encompasses both those who seek online guidance for their own ailments and the friends and family members who go online on their behalf⁶ -T. Ferguson

quotation from where?

Анализ целевой аудитории.

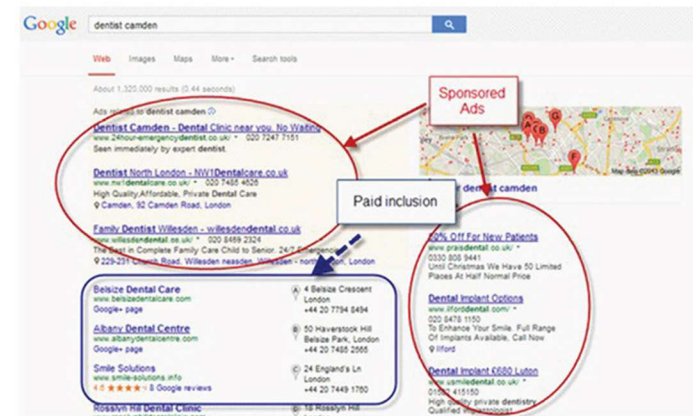
Эта часть исследования включала в себя доскональное изучение темы и исследований в области E-Health (интернет-медицина).

4. In many ways, everyone thinks their doctor is good; otherwise, they'd change. So how do you really know?

We don't but if you trust your doctor why we shouldn't trust you and your sense of judgment? Trust between doctor and patient comes from some sort of intimacy between them but trust is essential in all good relationships. You trust your doctor; we trust our patients and their experience.

And a horse is a horse because it is a horse. This is kind of circular reasoning. You like us. We like you. You like your doctor. We like your doctor. It's all good.

Except that, you haven't provided any tools to help me rank one doctor versus another for the particular problem that I want resolved.



In-context Interview.

Стадия обсуждения и согласования
планируемых выводов.

The more you talk about Google, the more I like Google. If you simply say that Google is generic search and you're aiming much higher, then you have my interest.

Since I mentioned Zagat, the obvious question is: Because Google has bought Zagat, what's to prevent Google repurposing the Zagat engine to service medical needs? You need to have thought of an answer to this question.

Key Findings

Healthcare professionals between the ages of 50-70 years prefer using telephone and email communication. They believe their best advertising is word-of-mouth recommendations. Healthcare professionals between the ages of 30-45 actively use the Internet for research, communication and advertising. The decisive factor for their decision to join a doctor-patient network is the level of usability and control over managing their networks interactions.

Healthcare professionals are sensitive about public recognition of any signs associated with their professional success and failure. They prefer to avoid competition in terms of number of comments, reviews and patients followers. Their main concerns are violations, negative comments and engaging in controversial discussions.

They acknowledge that being more accessible via social media platforms is becoming the expected norm. However they find websites Facebook, Twitter, LinkedIn, or Pinterest and similar to them are not suitable for their interactions with patients.

A website that aims to engage patients and doctors requires deep understanding of psychological boundaries. Patient reviews, feedback, and ratings create challenges. When dissatisfied patients post their comments, doctors' reputations and their practices can suffer. Physicians have to address postings where commenters might be not patients, or comments confused doctors, or where comments are competitors. Without a mechanism for balancing the negative comments physicians avoid engaging with patients online.

Doctors are also concerned about primitive rating scales that do not factor specificities of their specialization and sub-specialization, public nature of a network, and limitations of information that they able to provide online. When online, doctors cannot diagnose nor cannot treat patients; they only can provide general guidance by answering questions.

Internet Attitude

Результативная часть
(Key Findings).

В ходе обсуждения и
согласования появились новые
идеи и многие вещи стали более
конкретными.

Проектирование архитектуры.

Разработка схемы входа для
залогиненных и анонимных
пользователей.

Дизайн интерфейса инструментария.

A MS's home page (Anonymous)

Scheme

- Everyone from the internet can view this page.

The page presents the years of experience, company's logo, speciality, major activity and the self-description of a MS.

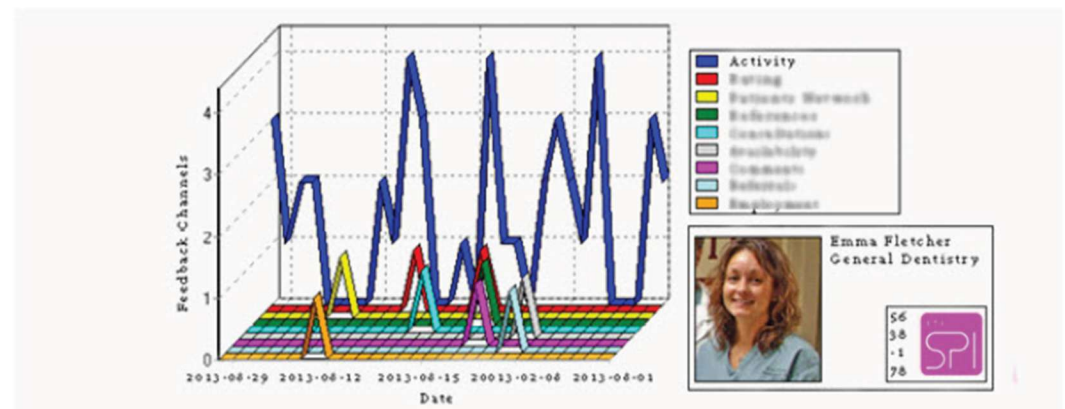
Left SideBar: Location, availability, languages, related tags.

- In the middle of the page, we focus on CONTACT TABS. If a user has logged in his account, and clicks one of the tabs he will be redirected to the "Contact page" where he can view all the contact details of the MS.
- If he is not registered with us he will be redirected to the registration page.

A MS's home page (Login)

Scheme

- Dashboard: Once a MS has logged in his account: he will be redirected to his/her messaging centre (inbox) where he can view new messages. (In this page, two kinds of message will be presented: personal and comment notifications emails.
- The MS can read and reply the messages.
- The MS also can write new messages.
- The receiver of a message could be a patient, student or a MS.



8. If I am sick with something serious, then I want to talk to a “smart” prior patient offline. I want to be able to ask tough questions without the other person having to worry about any legal ramifications. And then I want to have a no-holds barred conversation with the physician. Now, if I am a patient that has survived something, I am not too sure why I want to participate. What’s in it for me? The best is that I get some good karma for helping others. The worst is that I am engaged in a lawsuit because of some defamatory comments. I don’t like the downside.

5

6

Patient groups can be closed or open. If a moderator (doctor or patient) setup a particular group they could have invite only. So, the user would request an invite. Only members would be able to see the content.

Some groups also *allow anonymous* participation. You will not be required to identify yourself. So, you can feel free to ask any questions you like.

Interaction Prototype.

Продумываем поведение и
коммуникацию пользователей.

Тестирование.

Баг репорт. Составление отчета по
ошибкам.

Summary

MS Profile

Submitter

xeni

Provided Links (Files)

Jkostyla

Hampster12

<http://146.185.173.252/users/dr-julie-kostyla>

Bugs

- 1. Country and the first part of the postcode is not displayed*
- 2. Registration Body is not displayed*
- 3. Phone Number is not displayed*
- 4. Favorite Quote is not displayed*
- 5. Medical experience two times (Remove from about me)*
- 6. Personal website is not displayed*
- 7. Address of my Practice is not displayed*
- 8. From Edit –About me – Remove “Keywords Medical Specialty”*

SEO-ОПТИМИЗАЦИЯ

Мой опыт по продвижению сайтов начался с ведения отчетов по сканированию журналов посещаемости страниц. В дальнейшем мой опыт стал включать в себя работу с Google Search Console и аналитику, которая заключалась в визуализации данных.

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Также я работала с социальными агрегаторами, которые служили средством для привлечения трафика и распространения контента.

По технической SEO-оптимизации контента у меня есть небольшой опыт работы с Firefox Developer Tools.

Accelerated Mobile Pages

Fix errors on your Accelerated Mobile Pages (AMP) in order to have them prominently served to mobile users. [Learn more.](#)

Status: 5/3/16

9 Indexed AMP pages 8 AMP pages with errors



Error	Pages with errors ▼	
1 Error in required structured data element	6	>>
2 Prohibited or invalid use of HTML Tag	2	>>



Method	Domain	File	Cause	Type	Transferred	Size	0 ms	80 ms	160 ms	240 ms	320 ms	Head
GET	www.software...	tes...	document	html	546 B	171 B		54 ms				Request UR
GET	www.software...	tes...	script	js	cached	51 B		56 ms				Request me
GET	www.software...	favi...	img	vnd.micros...	cached	5.30 KB						Remote add

- 1) Работа с Google Search Console.
- 2) Составление хронологических лент. Визуализация, презентация, аналитика.
- 3) Мониторинг HTTP трафика. Для отчетов по времени загрузки.

1	Middle East				
2	CUBA	BURMA	NIGERIA	IRAN	
3	WEBSITE	ARTICLE'S NAME	LANGUAGE	LINK	
4	Blogspot.com	Protestant pastors interrogated by Cuban	Portuguese	http://aindarest	
5	Blogspot.com	Protestant pastors interrogated by Cuban	Portuguese	http://adielxavi	
6	Anointed.com	Protestant pastors interrogated by Cuban	English	http://www.anc http://www.me	
7	Wordpress.com	Protestant pastors interrogated by Cuban	Portuguese	http://gospelno	
8	Typepad.com	Protestant pastors interrogated by Cuban	Blog English	http://marcma	
9	Blogspot.com	Protestant pastors interrogated by Cuban	General Info Portuguese	http://diariodos	
10	Zomidaily.com	Col Petition Delivered to British	General Info English	http://www.zor	
11		Kim Il Sung badges soldiers blew scared to commit suicide			
12	Blog.sina.com.cn	Burma: petition	Chinese Ne Chinese	http://blog.sina	

Individual Relationship for Business Information Systems

File Edit View Relationship Help

Save and Close

General 1 General 2 Attributes/Notes

Biographical

Last name:

First name:

Middle name:

Titles:

Suffixes:

Nick name:

Maiden name:

ID:

☒ Education Class of 2003

For this organization, this individual is a(n):

☒ Employee ☒ Primary business information

☒ Contact ☐ Do not mail to this contact

Contact type:

☐ Print organization name with address

Address: Business

Country:

Address line:

City:

State: Nevada

ZIP: DPC:

☒ Telephone Numbers ☒ Email Addresses

Source Rec...	DMC	Type	NU
Cadin Daily	Home	415-555-3214	
	Business	800-555-5212	

☐ Show inactive phones and emails

Position: ☒ Print?

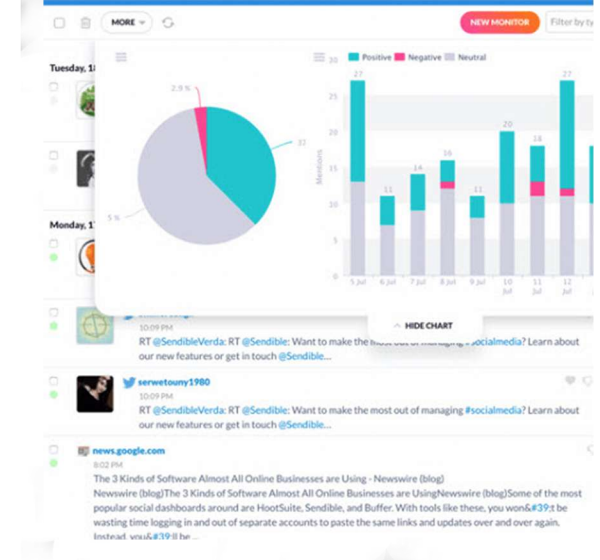
Profession:

Relationship:

Reciprocal:

Date from:

10/26/2015



- 1) Составление отчетов по сканированию. Работа с базами данных.
- 2) Программа Raiser's Edge. Ведение и составление базы пользователей.
- 3) Социальный агрегатор. Планирование новостной ленты по социальным сетям.

БРЕНДИНГ

Работа над идеями для рекламных кампаний,
разработка бренд-айдентики и рекламной полиграфии.

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- Маркетинговые исследования.
- Исследования имиджа бренда.
- Фирменный стиль.
- Предпечатная подготовка дизайн-макетов.
- Создание логотипов, баннеров.



Health Informatics

**Find health care professional
by recommendation...**

Ease your journey through choices

WEBSITE

[SPL]



Health Informatics

**Find health care professional
by recommendation...**

Ease your journey through choices

WEBSITE

[SPL]



Health Informatics

**Find health care professional
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WEBSITE

[SPL]

Макет "Облегчи свой путь в мире выбора (доктора)".

Исследование ассоциации пользователей. Чернокожая леди. Этот образ был утвержден как получивший наиболее позитивную обратную связь.

Ассоциации: больница, доброжелательная атмосфера, мультикультурализм, доброта.

WHAT IF...

You could get questions answered without necessarily having to go to the doctor's office?

WHAT IF...

You just want to say thank you to those who "have been there" for you?

WHAT IF...

You can make an informed decision selecting a treatment or a doctor?

Макет "What if...".

Как и в предыдущей работе я была дизайнером графики. Идея заключалась в том, чтобы в слайдах используя известное выражение "what if..." донести концепцию до пользователей.

Спасибо за внимание.

Оксана Прокофьева | UX/UI Дизайн | Веб-Мастеринг

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