

DANIEL OGUNSANYA

# UX DESIGN PORTFOLIO





# Hi, I'm Daniel Ogunsanya

## UX & UI Designer



## London, England, UK

I am a dynamic individual passionate about problem-solving and creating exceptional user experiences. My journey into the world of design has been an exciting shift from my previous role as a Test Analyst.

My career began with a Bachelor's degree in Business Information Technology from the University of Kent, providing me with a analytical and problem-solving background. After that, I immersed myself in the fast-paced environment of the banking industry.

While this role brought its own challenges and rewards, I couldn't help but feel that my true passion lay elsewhere. Becoming a freelance graphic designer in my spare time was a crucial decision to find a balance between my passion and career.

The shift from testing to design is driven by the profound realisation that design is my true calling, a path that allows me to combine my technical acumen with a passion for enhancing user experiences. This led me to gain a UX Design certification by taking a design course at the School of UX.



Undergraduate Student

2017



Test Analyst

2018



Freelance Graphics Designer

2020



Junior UX Designer

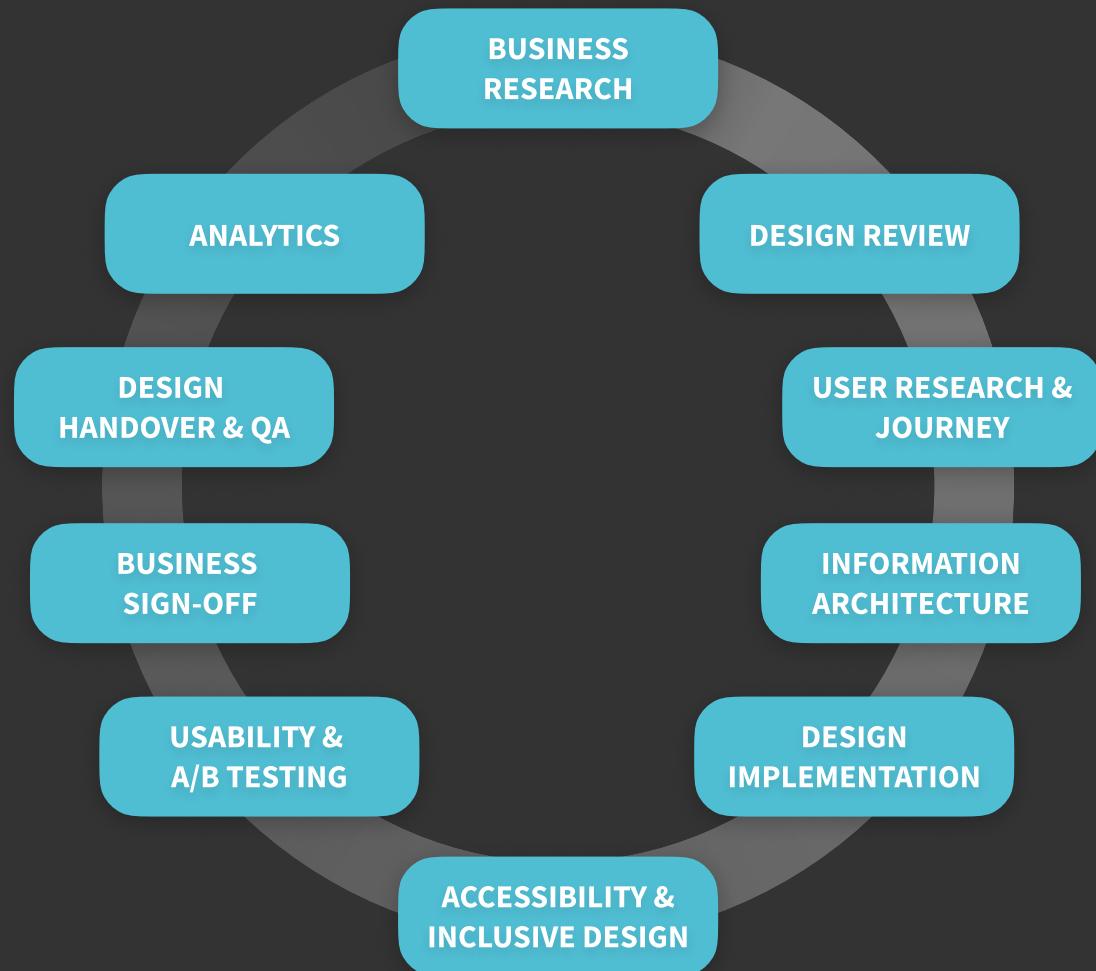
2023



# Design process

I've created a process to have a solid foundation for my work as a designer within different organisations.

This flow is to ensure the requirements are met at each stage.\*  
In this portfolio, I'll be showcasing how I follow this flow in my case studies.



(On each project page, any stage can be quickly accessed by clicking on it)

\*if applicable. Some stages have been skipped as an adjustment to the scope of the projects.



# Projects

**BBC**

## BBC Sports

*Case study of redesigning the football section of the BBC Sports app*

The diagram illustrates the UX design process as a circular cycle. It consists of four main stages: 'BUSINESS RESEARCH' at the top, 'DESIGN PROCESS' on the right, 'DESIGN REVIEW' at the bottom, and 'DESIGN IMPLEMENTATION' on the left. These stages are interconnected by arrows forming a continuous loop.

**Sainsbury's**

## Sainsbury's

*Case study of designing a self-checkout kiosk*

The diagram illustrates the UX design process as a circular cycle. It consists of four main stages: 'BUSINESS RESEARCH' at the top, 'DESIGN PROCESS' on the right, 'USER JOURNEY' at the bottom, and 'DESIGN IMPLEMENTATION' on the left. These stages are interconnected by arrows forming a continuous loop.

**UX**

## The UX Conf

*Case study of designing a dashboard*

The diagram illustrates the UX design process as a circular cycle. It consists of three main stages: 'BUSINESS RESEARCH' at the top, 'DESIGN PROCESS' on the right, and 'DESIGN IMPLEMENTATION' on the left. These stages are interconnected by arrows forming a continuous loop.

**Miles & Miles**

## Miles & Miles

*Case study of designing a mobile app for luxury car rental*

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**TfL**

## TfL

*Case study of improving the design of a journey planner*

The diagram illustrates the UX design process as a circular cycle. It consists of three main stages: 'BUSINESS RESEARCH' at the top, 'DESIGN PROCESS' on the right, and 'DESIGN IMPLEMENTATION' on the left. These stages are interconnected by arrows forming a continuous loop.





# BBC Sports

*Case study of redesigning the football section of the BBC Sports app*



# Business research

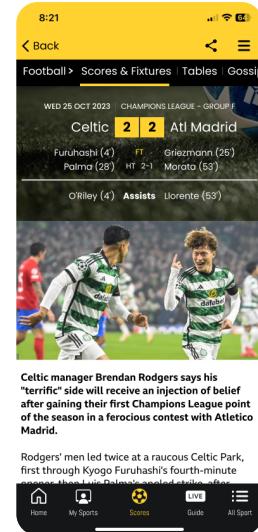
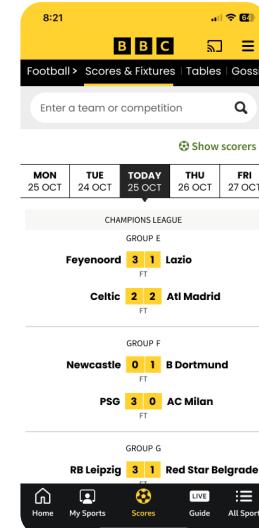
*I started by understanding the business requirements.*

## SUMMARY

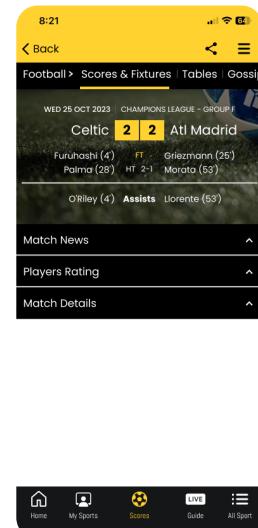
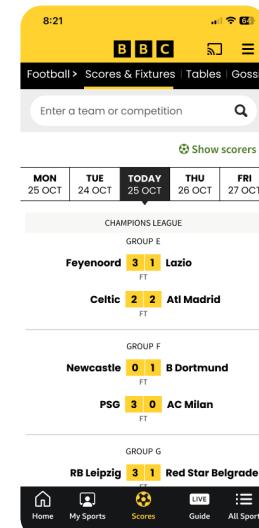
The BBC Sports app is a widely used platform for sports enthusiasts, providing comprehensive coverage of various sports, including football. To further enhance the user experience and cater to football fans, we propose a research initiative aimed at redesigning the football section of the app. The primary objective is to reduce the amount of scrolling by introducing separate accordions for football match news, match statistics, and player ratings, ultimately streamlining the user journey.

## PROBLEM STATEMENT:

The existing design of the football section in the BBC Sports app can be cumbersome for users, especially those seeking match-specific information such as news updates, match stats, and player ratings. The excessive scrolling and content overload can lead to user frustration and impact overall satisfaction.



Original Design



Proposed Design

# Design review

I've reviewed the current app to evaluate what works and what doesn't  
– assumptions from my professional point of view.

## WHAT WORKS

### Hypothesis 1

- ✓ **Content Depth:** The BBC Sports app provides an impressive depth of content for football fans. It covers a wide range of tournaments, leagues, and events, offering news, live scores, and in-depth analysis. The app is a comprehensive resource for football enthusiasts.

### Hypothesis 2

- ✓ **Accessibility:** The app is accessible, with a user-friendly interface that allows users to easily navigate through various sections. The hierarchy is well-structured, making it simple to find the desired information, match schedules, and results.

### Hypothesis 3

- ✓ **Live Updates:** Live score updates, minute-by-minute commentary, and live match statistics provide an engaging and real-time experience, keeping users informed during matches.

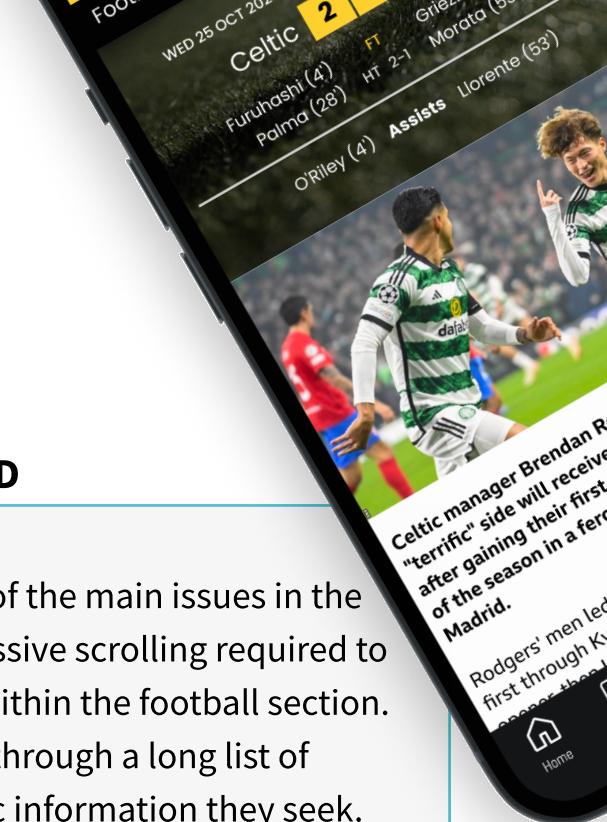
## WHAT COULD BE IMPROVED

### Hypothesis 4

- ? **Scrolling Overload:** One of the main issues in the existing design is the excessive scrolling required to access various elements within the football section. Users often have to scroll through a long list of content to find the specific information they seek. This can lead to user frustration and a less-than-optimal experience.

### Hypothesis 5

- ? **Accordion Design:** To address the scrolling issue, introducing separate accordions for football match news, match statistics, and player ratings is a promising solution. This would significantly reduce scrolling and make it easier for users to access specific content without having to scroll through lengthy lists.



# Usability testing

I wanted to validate all the design assumptions from my design review by testing the original design with stakeholders

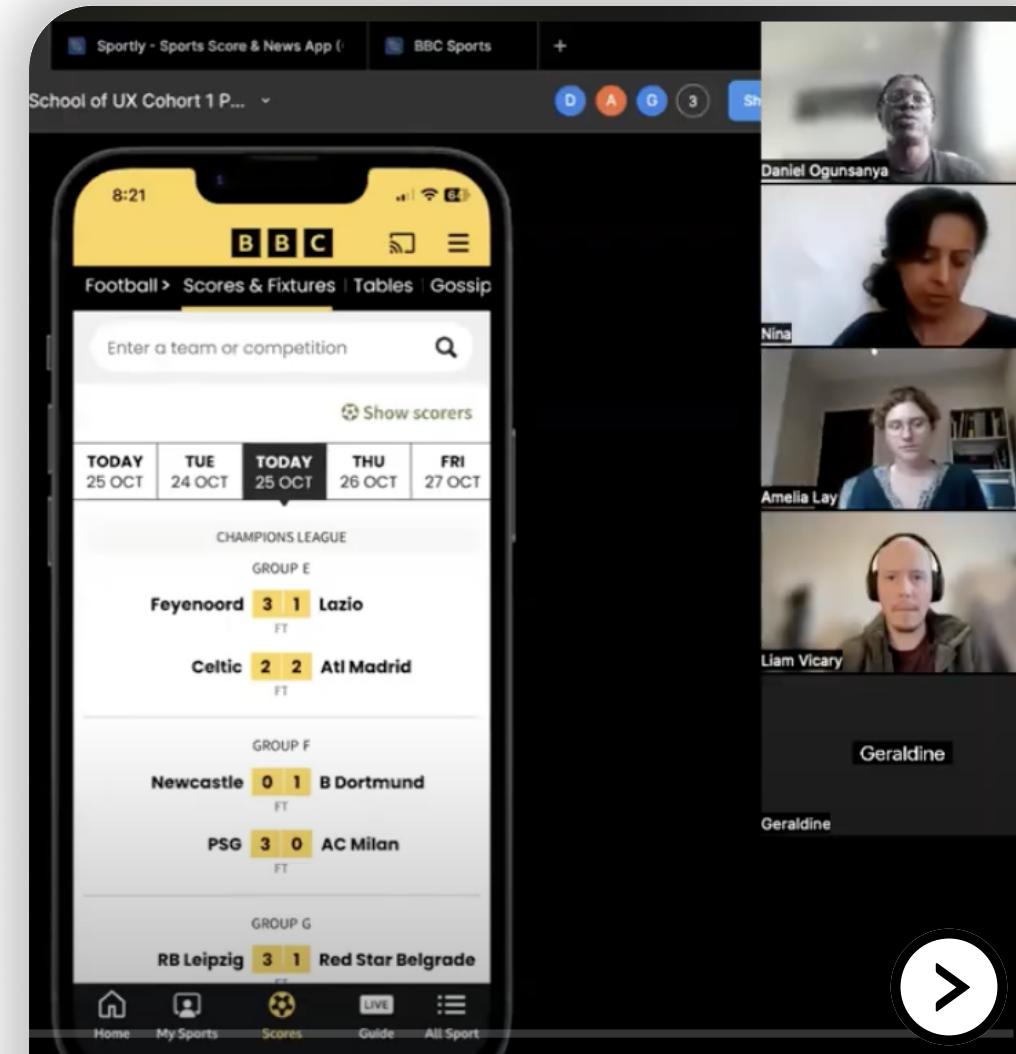
## SCENARIO WALKTHROUGH

I arranged an usability testing sessions with 4 testers to complete a set of tasks on a replicated prototype of the original design. To prove my hypotheses, I provided them a scenario and I asked them to give me feedback based on their experience. I received lots of insights that proved my hypothesis to be correct:

- i* 4 out of 4 testers agreed that there's too much scrolling required to reach the information they're looking for

### Hypothesis 4

**Scrolling Overload:** One of the main issues in the existing design is the excessive scrolling required to access various elements within the football section. Users often have to scroll through a long list of content to find the specific information they seek. This can lead to user frustration and a less-than-optimal experience.



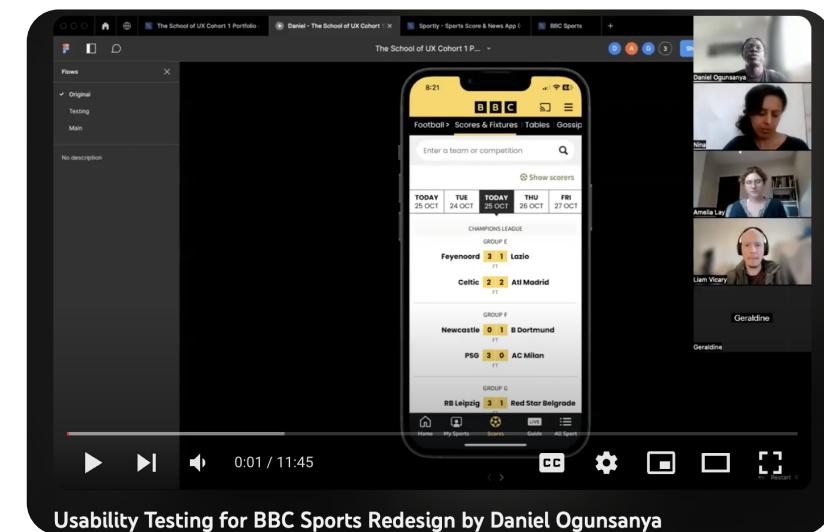
# Usability testing

I wanted to validate all the design assumptions from my design review by testing the original design with stakeholders

## QUESTIONS & RESULTS

Below are the questions I asked during the session and the feedback received from each participants

	Were you able to find the information you needed?	Did it take you long to find the information?	Rate the experience from 1 - 5. (1 - terrible, 5 - exceptional)	How can the experience be better for you?
Nina	Yes, the breadcrumbs were really clear stating the current page.	No but need some guidance to find the information I'm looking for	4	- An icon to scroll down will be useful
Liam	Yes	Not too long but can it be shorter.  Too much info is being shown before the match stats	3.5	- Have quicker access to the match stats.  - Having the match stats at the top, above the news.
Amelia	Yes but wouldn't know information existed without guidance	Not long	3.5	- Guidance for new users
Geraldine	Yes	Not long but there's lots of scrolling	4	- Be able to go directly to the information I'm looking for



Usability Testing for BBC Sports Redesign by Daniel Ogunsanya

## VIDEO

The session can be watched here:

<https://youtu.be/YeXaa9Opuds>



# Design implementation

I want to ensure users are able to access match stats and player ratings more efficiently, with less effort

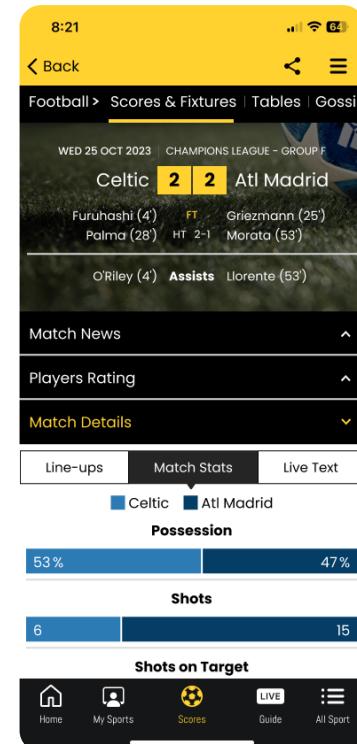
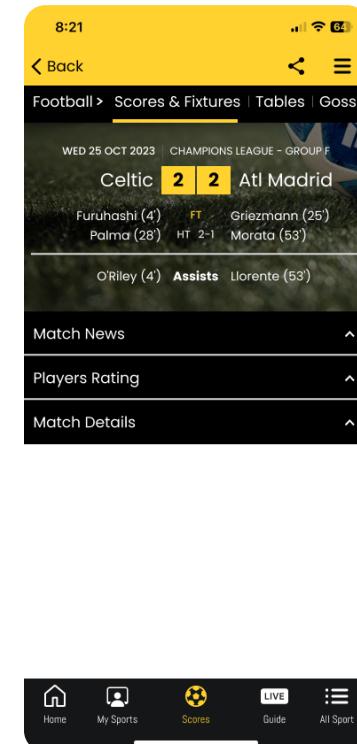
## ORIGINAL

Based on the results of the usability testing, the feedback on how long it took the user to find required information such as Match Stats proves that scrolling is an issue.



## PROPOSED

The sleek and compact design of accordions (*Hypothesis 5*) were introduced to the Match page to reduce the effort required to reach information.



# A/B testing

*My aim was to prove the accordions improves user experience based on facts rather than gut feeling.*

## MATCH PAGE

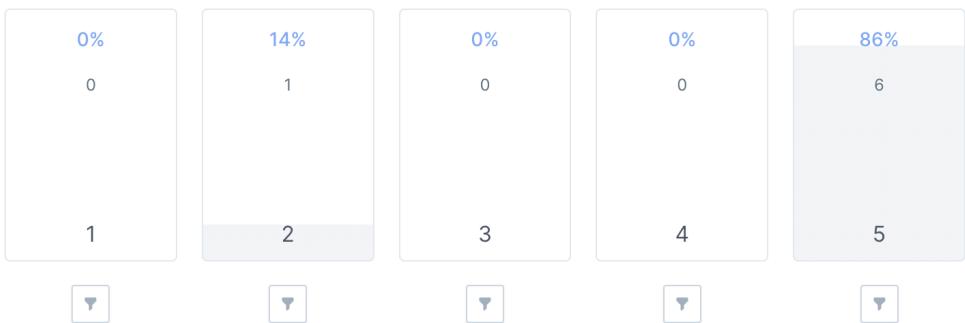
I've set up an A/B test on [Lyssna.com \(UsabilityHub.com\)](#) where 7 people from the target audience completed a task using a prototype of both the original and proposed design.

→ 2.1. Linear scale question

How easy was the task of finding the match facts and player ratings?

Very difficult

Very easy



6 of 7 respondents agreed that the task was easier on the proposed design

**Instruction**

Imagine a scenario where you've missed the Celtic vs Atl Madrid match and want to view the match facts and player ratings. Please go ahead and navigate to both sections on the Original design.

Click to explore this prototype and answer the questions. Don't worry if you click on something and it doesn't respond – this just means it's not clickable.

**Continue**

# A/B testing

*My aim was to prove the accordions improves user experience based on facts rather than gut feeling.*

## RESULT

The success of the A/B Test proved that Hypothesis 5 improved the user's satisfaction while searching for other match facts.

A 2.2. Short text question

Which version do you prefer? And why?

≡ Answers 7    Tags 0    Word cloud

Select all

Search responses

Add/edit tags

The new version as I don't have to scroll for as long and the headings are right there to tell me what the content topics are

The second one because it is faster

The second. It doesn't overwhelm you with a wall of text.

Improved, as I can navigate to the relevant information quicker

2

(B) The section is one of the first things you see and is clearly labelled. The prior design had the statistic hidden below the content which was odd.

I prefer the redesign. Having dropdown menus for large amounts of information works well when looking to find specific information quickly

The full results can be viewed here: [A/B Testing for BBC Sports](#)

8:21

< Back

Football > Sc

WED 25 OCT 2

Celt

Furuhashi

Palma

O'Riley



### Instruction



Imagine a scenario where you've missed the Celtic vs Atl Madrid match and want to view the match facts and player ratings. Please go ahead and navigate to both sections on the Original design.

Click to explore this prototype and answer the questions. Don't worry if you click on something and it doesn't respond – this just means it's not clickable.

Continue

Celtic manager "terrific" side wi after gaining the



Home

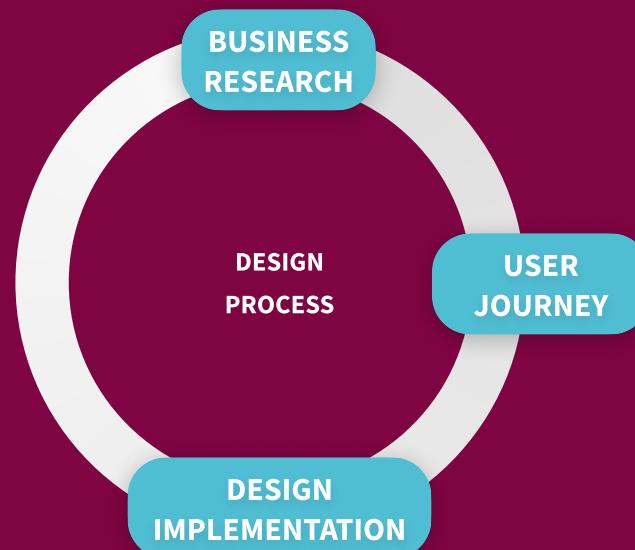


My Sport

Sainsbury's

# Sainsbury's

*Case study of designing a self-checkout kiosk*



# Business research

*I started by understanding the business requirements.*

## SUMMARY

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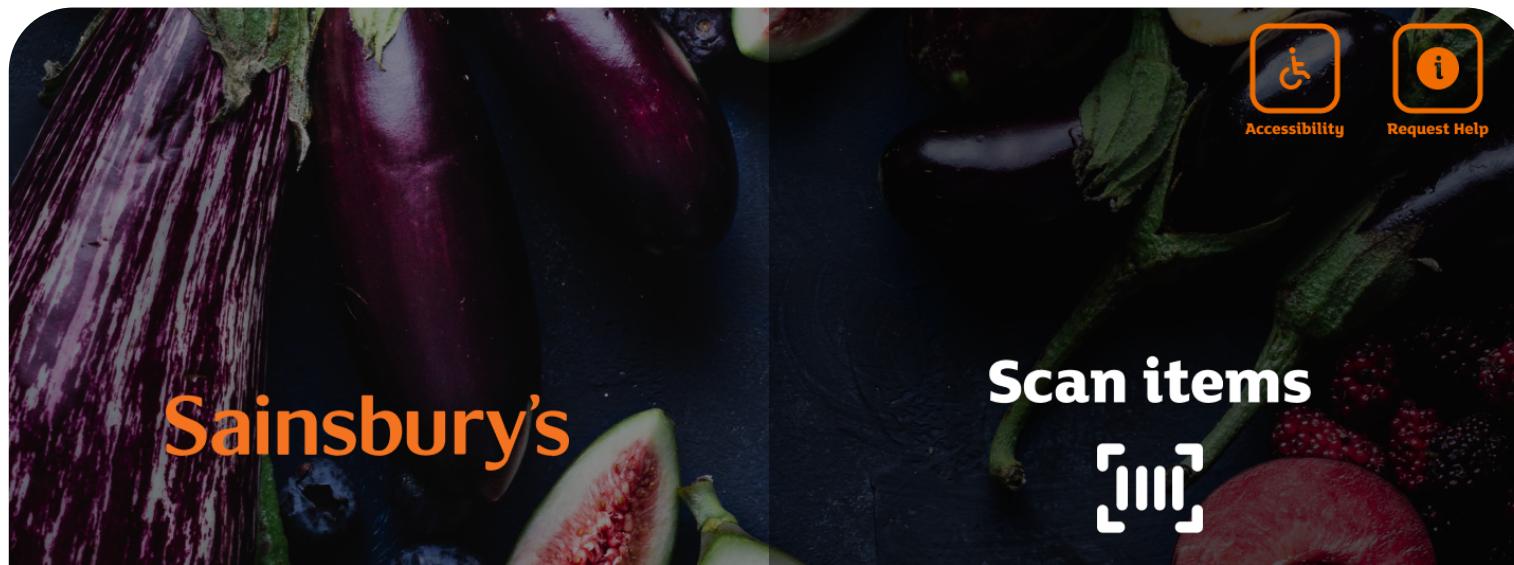
In an increasingly digitised world, the user experience (UX) at self-checkout kiosks in supermarkets plays a critical role in customer satisfaction and operational efficiency. As technology evolves and user expectations change, it is essential to continually improve the design of these kiosks.

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## PROBLEM STATEMENT:

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The current self-checkout kiosk design may not fully align with evolving user preferences, leading to occasional usability issues, user frustration, and potential loss of business. I aimed to address these concerns by proposing a new design.



# User journey

I'd like understand how many steps does it take for users to complete a checkout for their shopping and if it could be optimised.

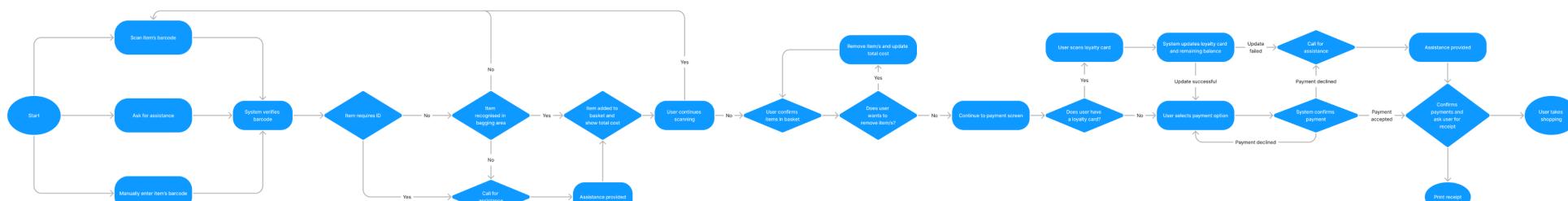
## CURRENT SELF-CHECKOUT JOURNEY

Using FigJam, I highlighted the pivotal steps in the user journey when engaging with a self-checkout system.

I designed this flowchart to illustrate the initial user interface, offering three interaction pathways:

- Scan item's barcode
- Manually enter barcode
- Ask for assistance

These choices initiate a series of user interactions aimed at barcode verification and product validation. The system subsequently assesses whether the item has been successfully placed in the bagging area before incorporating it into the user's basket and recalculating the total basket value.



## UNHAPPY PATHS AND ERROR STATES

It's important not to neglect those scenarios when things go wrong – that's when users get frustrated most and will most likely end their journey. I've mapped those unhappy scenarios such as when an item is not recognised in the bagging area or if a payment gets declined.

# Design implementation

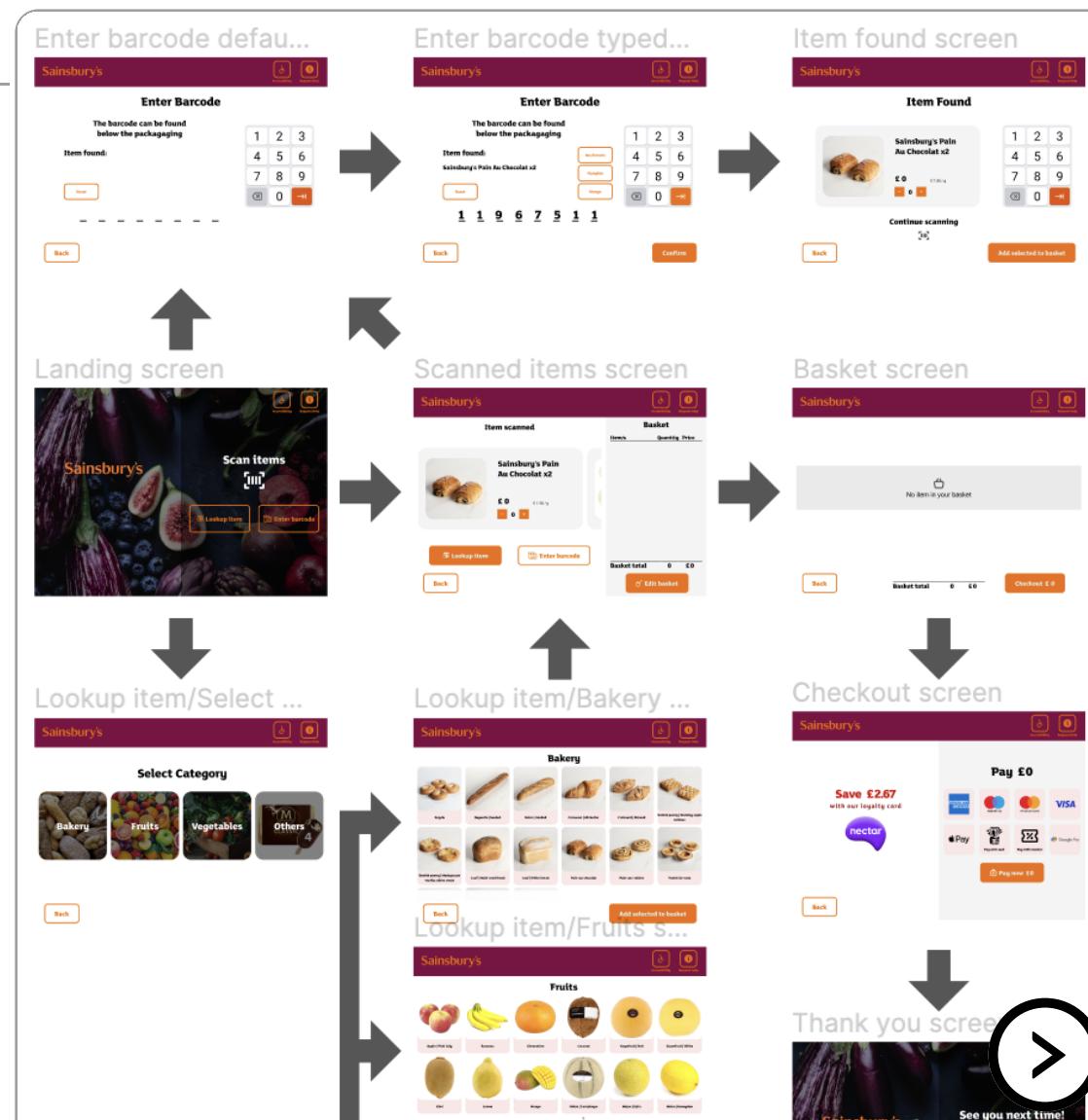
*I want to ensure users are able to navigate the kiosk with ease and less complex steps*

## PROPOSED

The self-checkout kiosk design aims to optimise the user experience by incorporating innovative features for seamless item scanning, manual entry, and efficient basket management.

Using variables and conditional interaction, the prototype introduces an auto add/remove functionality based on item's quantity and updates the basket totals upon user interaction.

This creates a more intuitive and responsive checkout process, which results to user satisfaction and ease of use at the self-checkout kiosk.



# Design implementation

I want to ensure users are able to navigate the kiosk with ease and less complex steps

## KEY FEATURES:

### Auto Add/Remove Functionality

- Upon increasing the item quantity, the system intelligently adds the product to both baskets.
- Simultaneously, the system dynamically removes the "No item in your basket" placeholder, ensuring a visually responsive and clutter-free interface.

The screenshot shows the Sainsbury's kiosk interface. At the top, it says "Sainsbury's" and has accessibility and help icons. Below that, the "Item scanned" section shows a photo of two chocolate croissants, the text "Sainsbury's Pain Au Chocolat x2", the price "£ 0", and a weight of "£ 1.55 / g". There are minus, zero, and plus buttons for quantity. Below this are buttons for "Lookup item" and "Enter barcode". At the bottom are "Back" and "Edit basket" buttons.

The screenshot shows the Sainsbury's kiosk interface. At the top, it says "Sainsbury's" and has accessibility and help icons. Below that, the "Basket" section shows a table with columns "Item/s", "Quantity", and "Price". The table is currently empty. At the bottom, it shows "Basket total 0 £ 0" and a "Checkout £ 0" button. A message "No item in your basket" with a shopping cart icon is displayed in the center.



# Design implementation

I want to ensure users are able to navigate the kiosk with ease and less complex steps

## KEY FEATURES:

### Manual Barcode Entry

- Users have the option to manually enter an item's barcode through a dedicated screen.
- This feature caters to scenarios where items might not have a scannable barcode, offering flexibility in the checkout process.
- Users can also choose from three preset items. To streamline the process for commonly purchased goods.

Sainsbury's

Enter Barcode

The barcode can be found below the packaging

Item found:  
Sainsbury's Pain Au Chocolat x2

Mushrooms  
Pumpkin  
Mango

1 2 3  
4 5 6  
7 8 9  
Reset

1 1 9 6 7 5 1 1

Confirm

Back

Sainsbury's

Item Found

Sainsbury's Pain Au Chocolat x2

£ 0      £ 1.55 / g

- 0 +

Continue scanning

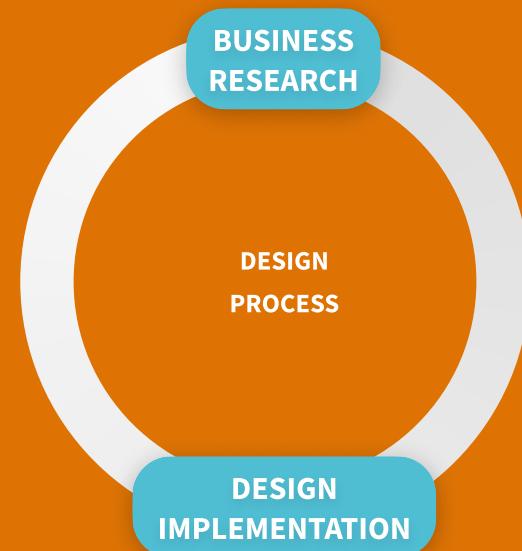
Add selected to basket

1 2 3  
4 5 6  
7 8 9  
0 →



# The UX Conf

*Case study of designing a dashboard*



# Business research

*I started by understanding the business requirements.*

## SUMMARY

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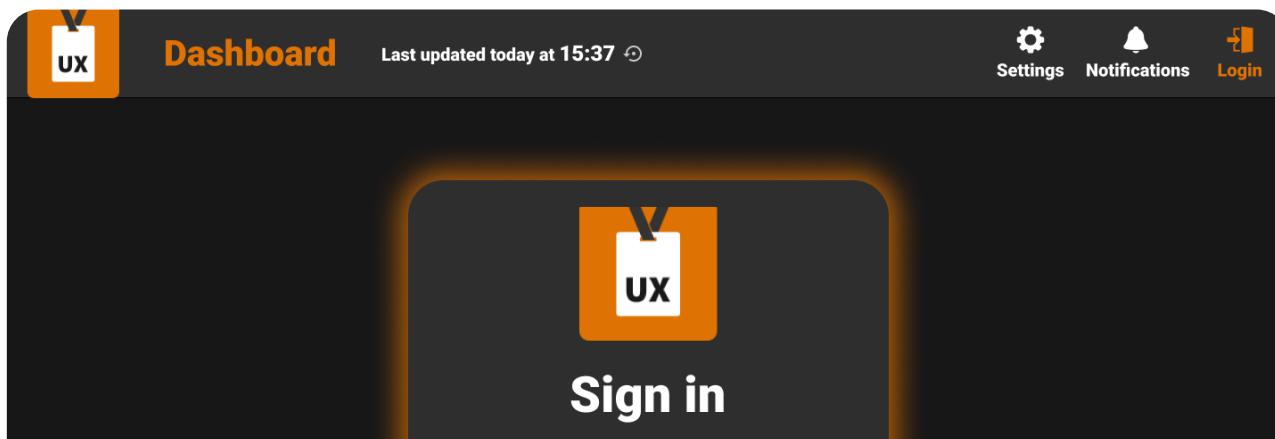
TheUXConf, a leading design conference, is dedicated to fostering creativity and collaboration within the UX design community. To enhance the experience of attendees, speakers, and organizers, we propose a comprehensive research initiative to develop a user-centric Booking Management Dashboard. This tool will streamline the conference booking process and provide valuable insights to optimise event planning and execution.

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## PROBLEM STATEMENT:

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The current system for managing conference bookings lacks user-friendliness, resulting in inefficiencies and potential user frustration. As the conference continues to grow, we recognize the need to overhaul and optimize our booking management process.



# Design implementation

I want to ensure users are able to view key information and notifications on the main dashboard screen.

*Additional: drag-and-drop the customisable tiles*

## PROPOSED

The Dashboard design aims to create a modern and interactive dashboard for users, enhancing their experience and productivity. The design focuses on providing real-time insights and updates through a user-friendly interface with a drag-and-drop feature, pop-up notifications, and announcement banners. The main dashboard page features four key tiles that display essential information.

## BENEFITS:

- Enhanced user experience through customisation and interactivity.
- Real-time insights with the ability to rearrange and prioritise data.
- Keeps users informed with notifications and announcements.
- Access to critical information at a glance through the main dashboard tiles.



# Design implementation

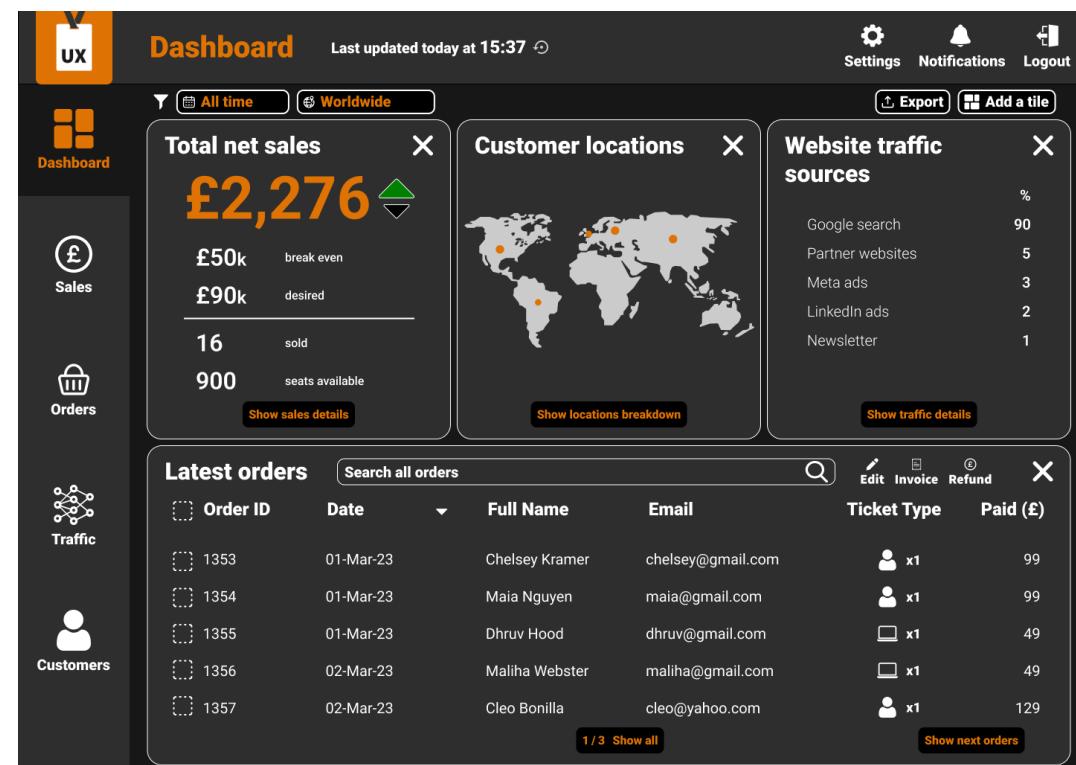
I want to ensure users are able to view key information and notifications on the main dashboard screen.

*Additional: drag-and-drop the customisable tiles*

## KEY FEATURES:

### 1. Main Dashboard Tiles:

- **Total Net Sales & Remaining Spaces:**
  - Displays real-time data on total net sales.
  - Provides insights into remaining spaces or inventory.
- **Customer Locations:**
  - Offers a geographic representation of customer locations.
  - Helps identify customer demographics and hotspots.
- **Website Traffic Sources:**
  - Visualises traffic sources for the website.
  - Identifies which channels are driving the most traffic.
- **Latest Orders:**
  - Showcases the most recent orders.
  - Includes details like order number, date, and ticket type.
  - Allows users to click for more order details.



# Design implementation

I want to ensure users are able to view key information and notifications on the main dashboard screen.

*Additional: drag-and-drop the customisable tiles*

The dashboard features a sidebar with icons for UX, Dashboard, Sales, Orders, Traffic, and Customers. The main area displays a summary card with total net sales of £2,276, customer locations, and website traffic sources. A prominent pop-up notification in the center says 'Notifications' and 'You have received new notifications', with a button to 'Open notifications'. At the bottom, there's an announcement banner: 'Announcement: The dashboard will be unavailable tomorrow between 2pm and 4pm. We'll email you with more info'.

## KEY FEATURES:

### 2. Pop-up Notification Message:

- Users will receive pop-up notifications for important updates and alerts.
- Notifications are designed to be unobtrusive yet noticeable, providing a seamless way to stay informed.

### 3. Announcement Banner:

- An unobtrusive announcement banner temporarily appears at the bottom of the dashboard.
- The banner will display critical announcements and can be dismissed by the user for uninterrupted viewing.



# Design implementation

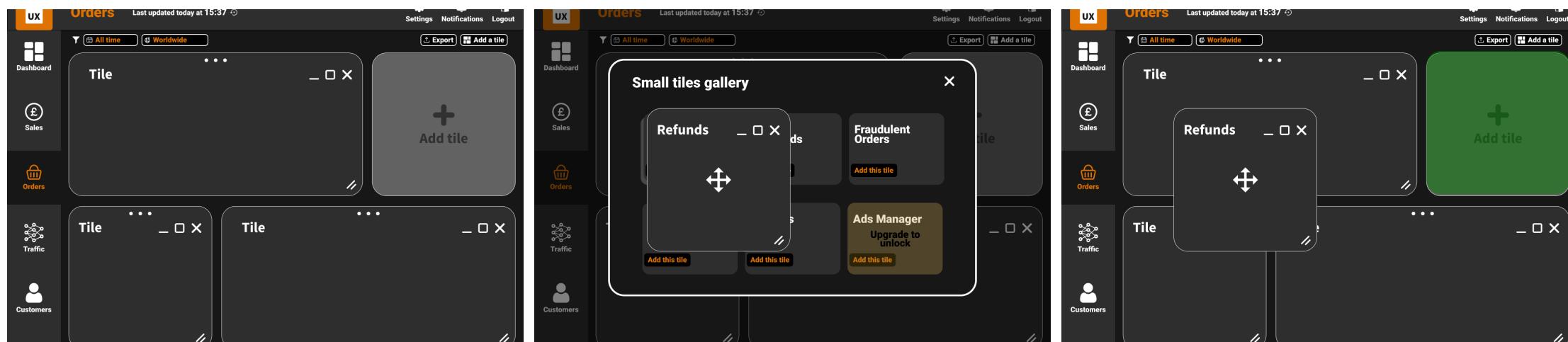
*I want to ensure users are able to view key information and notifications on the main dashboard screen.*

*Additional: drag-and-drop the customisable tiles*

## KEY FEATURES:

### 4. Drag-and-Drop Feature:

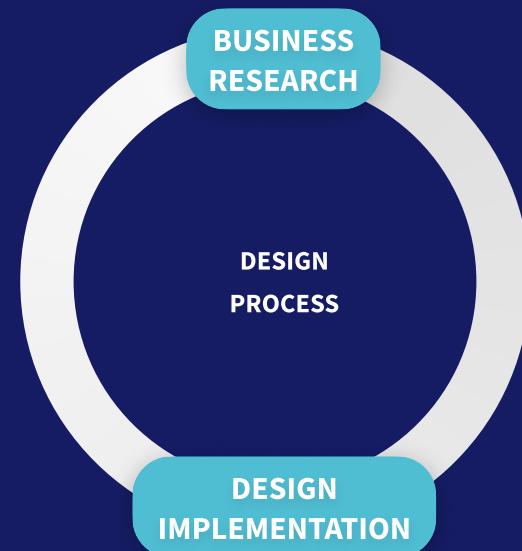
- Users can rearrange and customise their dashboard layout by dragging and dropping tiles.
- Customisation allows users to prioritise the information they find most relevant.
- The feature is prototyped using Figma to ensure a seamless user experience.





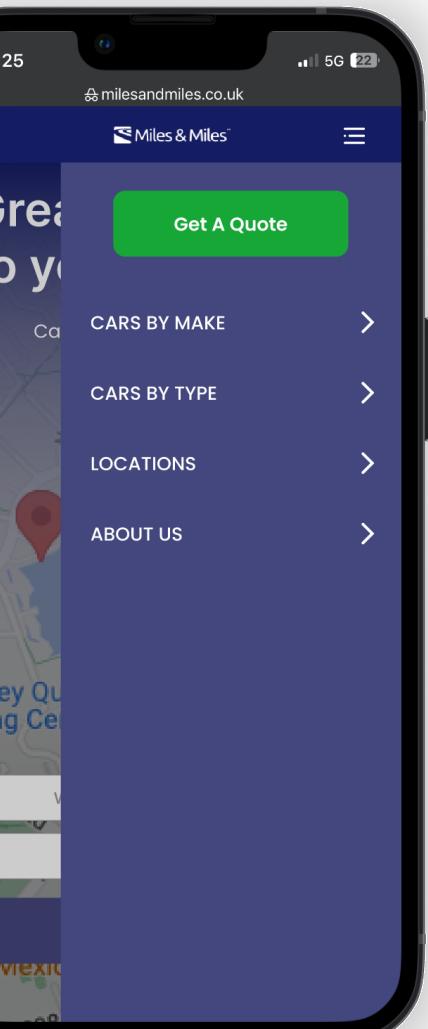
# Miles & Miles

*Case study of designing a mobile app for luxury car rental*



# Business research

I started by understanding the business requirements.



## SUMMARY

Miles&Miles, a distinguished provider of travel services, is committed to delivering exceptional experiences to its customers. In response to the growing demand for luxury car rentals in London, I proposed designing a mobile app for the convenient and seamless rental of home-delivered luxury cars. The primary objective is to enhance the user experience (UX) for customers who wish to access Miles&Miles' premium services on the go.

## PROBLEM STATEMENT:

The absence of a dedicated mobile app for luxury car rentals poses a challenge for Miles&Miles customers who seek a convenient and efficient way to access and book their desired vehicles. The current website may not fully meet the expectations of mobile users, potentially impacting conversion rates and customer satisfaction.



# Design implementation

I want to ensure users have an intuitive, visually appealing, and error-free experience when exploring and renting luxury vehicles through the app.

## PROPOSED

The Miles&Miles app design mockup focuses on delivering a sleek and modern user interface, prioritising user engagement and ease of navigation. With an emphasis on user-friendly features, the design introduces filters for vehicle types and model brands, large and intuitive CTAs, and thoughtful error/helper messages for text input fields.

## BENEFITS:

- Improved user experience with clearer navigation, allowing users to explore/book a range of luxury vehicles.
- Strategically placed CTAs, encouraging users to take desired actions, such as initiating the rental process, exploring more vehicle details, or applying filters.
- Smart filters to refine search of vehicles based on preferences.
- Real-time error messages for validation and helpful prompts to ensure accurate and efficient data entry.



# Design implementation

I want to ensure users have an intuitive, visually appealing, and error-free experience when exploring and renting luxury vehicles through the app.

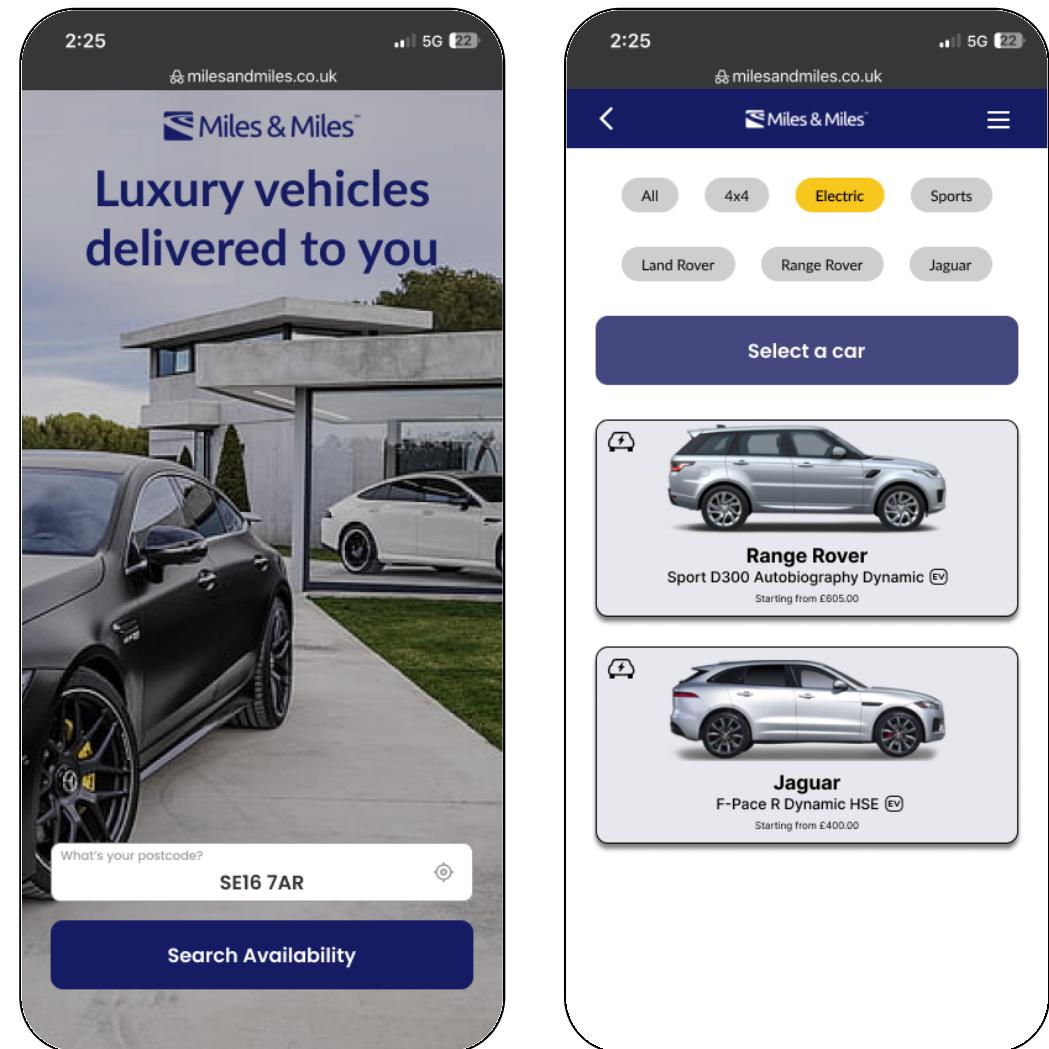
## KEY FEATURES:

### 1. Sleek and Modern Design:

- The app embraces a contemporary and visually appealing design, creating an immersive and delightful user experience.
- A clean interface with a consistent colour scheme and modern typography enhances the overall aesthetics.

### 2. Vehicle Make and Type Filters:

- Users can filter vehicle options based on their preferences using dedicated filters for vehicle types (4x4, electric, sports, etc.) and model brands (Land Rover, Range Rover, Jaguar, etc.).
- This feature ensures a tailored browsing experience, allowing users to find vehicles that match their specific requirements.



# Design implementation

I want to ensure users have an intuitive, visually appealing, and error-free experience when exploring and renting luxury vehicles through the app.

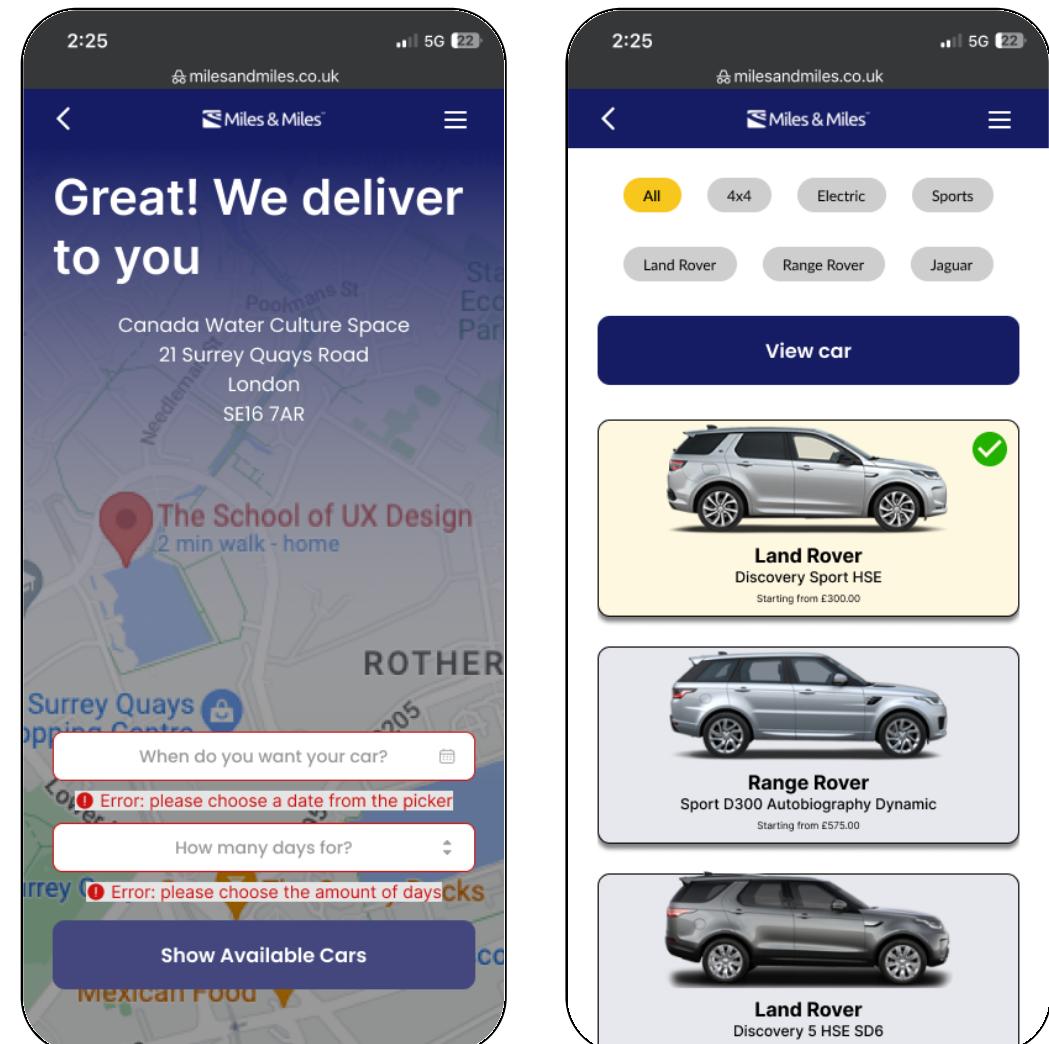
## KEY FEATURES:

### 3. Large CTAs:

- Prominent and strategically placed Call-to-Action (CTA) buttons guide users seamlessly through the app.
- Visually striking CTAs to enhance user engagement and facilitate intuitive navigation.

### 4. Error/Helper Messages on Text Input Fields:

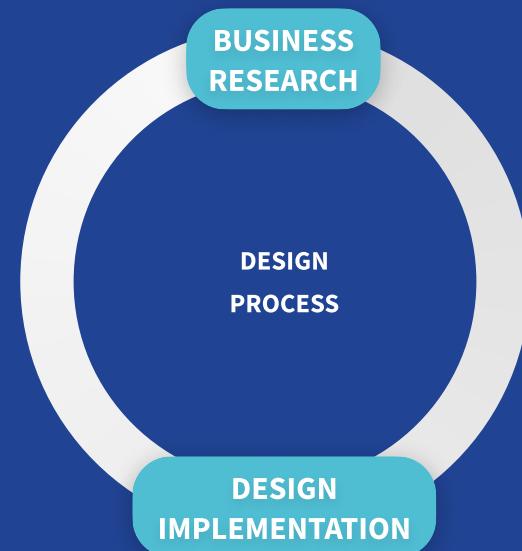
- Text input fields are equipped with clear and context-sensitive error and helper messages.
- Users receive immediate feedback, guiding them through the input process and addressing any errors or providing assistance as needed.





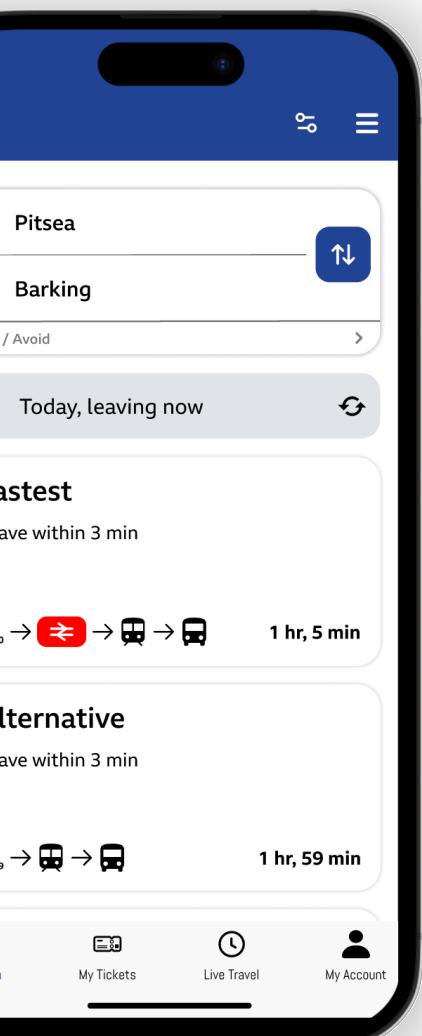
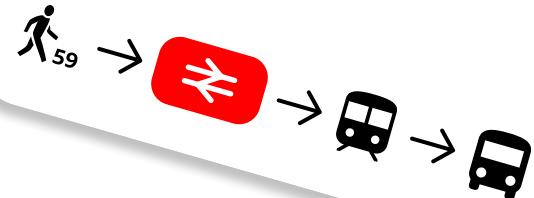
# TfL

*Case study of improving the design of a journey planner*



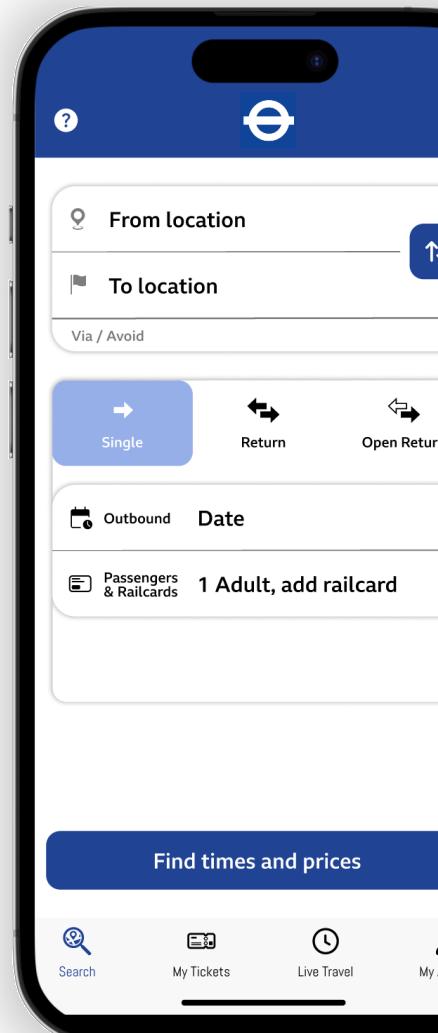
# Business research

I started by understanding the business requirements.



## SUMMARY

The Transport for London (TFL) website is a crucial tool for millions of commuters and travelers navigating the city's extensive transportation network. The mobile website plays a pivotal role in providing journey planning and real-time information. To enhance user experience and streamline the journey planner and results section, I propose a redesign of the website.



## PROBLEM STATEMENT:

The current design of the TfL mobile website may not fully align with evolving user preferences, leading to occasional usability issues, user frustration, and potential loss of business. These challenges can hinder the overall user experience and discourage users from relying on the TfL website as their primary source of travel information. It is imperative to address these concerns by focusing on the journey planner and results section.



# Design implementation

I want to streamline the journey planning process.

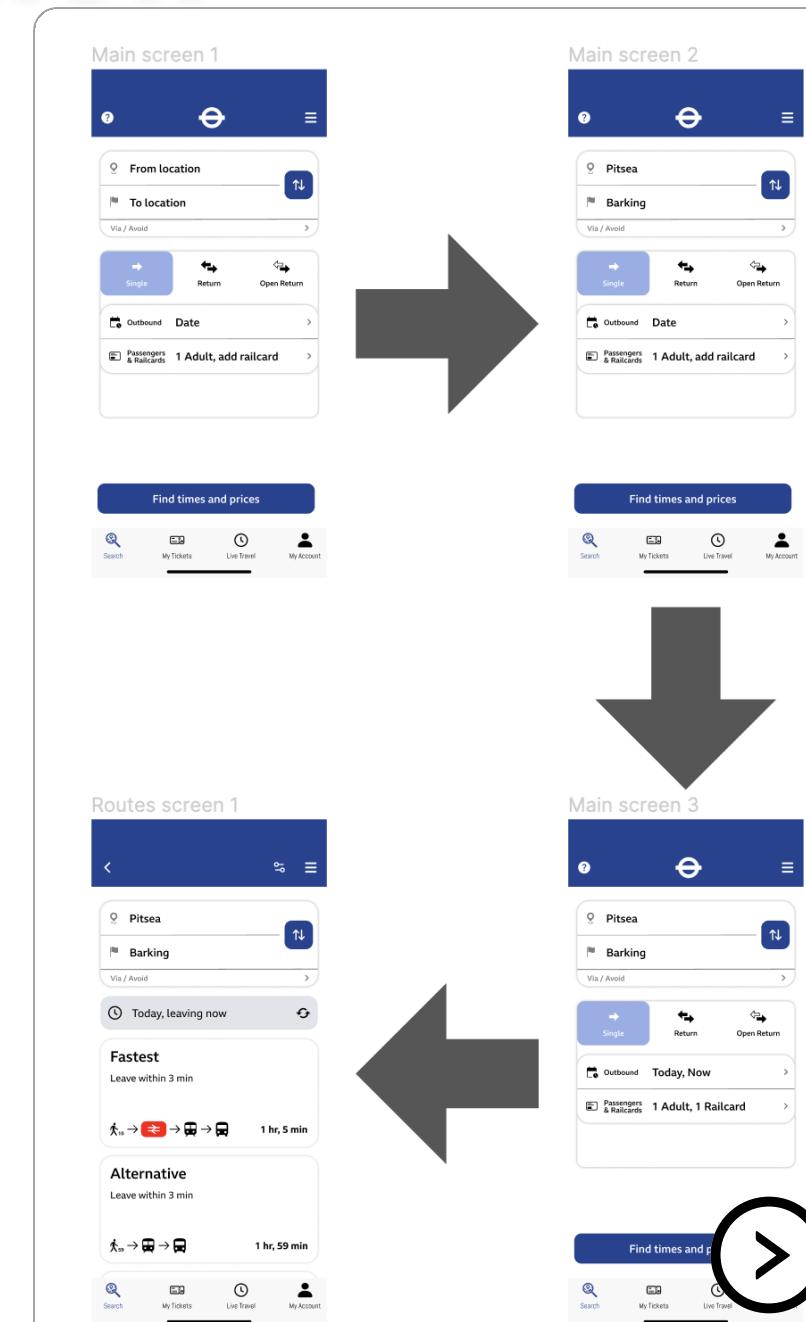
## PROPOSED

The redesign mockup for the mobile TFL website focuses on optimising the user experience within the Journey Planner by streamlining the journey planning process. Key enhancements include:

- a dynamic button for swapping from and to locations
- switchable tabs for different journey types
- a fixed navigation bar providing easy access to important pages.

## BENEFITS:

- Improved user experience with clearer navigation, allowing users to explore/book a range of luxury vehicles.
- Strategically placed CTAs, encouraging users to take desired actions, such as initiating the rental process, exploring more vehicle details, or applying filters.
- Smart filters to refine search of vehicles based on preferences.
- Real-time error messages for validation and helpful prompts to ensure accurate and efficient data entry.



# Design implementation

I want to streamline the journey planning process.

## KEY FEATURES:

### 1. Swap Locations Button:

- The prominently placed button between the location fields allows users to effortlessly swap them, providing flexibility and convenience in journey planning.
- This feature simplifies the input process, especially in scenarios where users may have entered locations in the wrong order.

### 2. Switchable Tabs for Journey Type:

- Intuitive tabs for journey types (single, return, open return) are incorporated, allowing users to easily switch between different travel plans.

### 3. Fixed Navbar for Easy Navigation:

- The navbar includes quick links to essential sections (*Search, My Tickets, Live Travel, and My Account*) enhancing user convenience and navigation efficiency.

