DOMINIC DELONG

UX PORTFOLIO

HEY THERE,

I'M DOM.

I'm a designer who's focused on user experience design, visual design, and brand identity.

My goal is to create well thought out experiences that have your users in mind first throughout the entire design process. I live for the small details that truly make your brand one of a kind and I'm here to help you get from point A to point B in the simplest way possible.

Outside of design I am an extreme horror movie fanatic, traveling to any music festival I can get my hands on, and treating my dog Kali like my first born child.

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EASTERN WASHINGTON UNIVERSITY

Redefining the student eval experience.

CLASS EVALUATIONS

Students hate filling out class evaluations.

A form is handed out to students at some point during a class at the end of the quarter. Overall the experience for students & the professor handing them out is rushed and creates a negative environment in a professor's critique.

SOLUTION

A simple evaluation form that can be done on the go.

Create a mobile first experience that gives the user total control of when & where they fill out their professor's evaluation forms while on the go.

SCOPE

PROJECT DATE:	January to March 2018
TOOLS:	Invision
	Sketch
	Hotjar
UX METHODS:	User Interviews
	User Flows
	Rapid Prototypes

The Process

CONDUCTING USER INTERVIEWS

In order to understand the experience from the students perspective, I interviewed college students at EWU (19 - 25) who have filled this form out for multiple years in multiple class room settings. I had each student walk me through how they felt about the evaluation process and the experiences they had throughout the entire process. These interviews helped me narrow done the four main user points.

" ANGRY WHILE FILLING OUT EVALUATION

" BLAMES PROFESSOR FOR DOING EVALS LAST MINUTE

" EVAL PROCESS FEELS RUSHED

" JUST CHECKS THE SAME BOXES
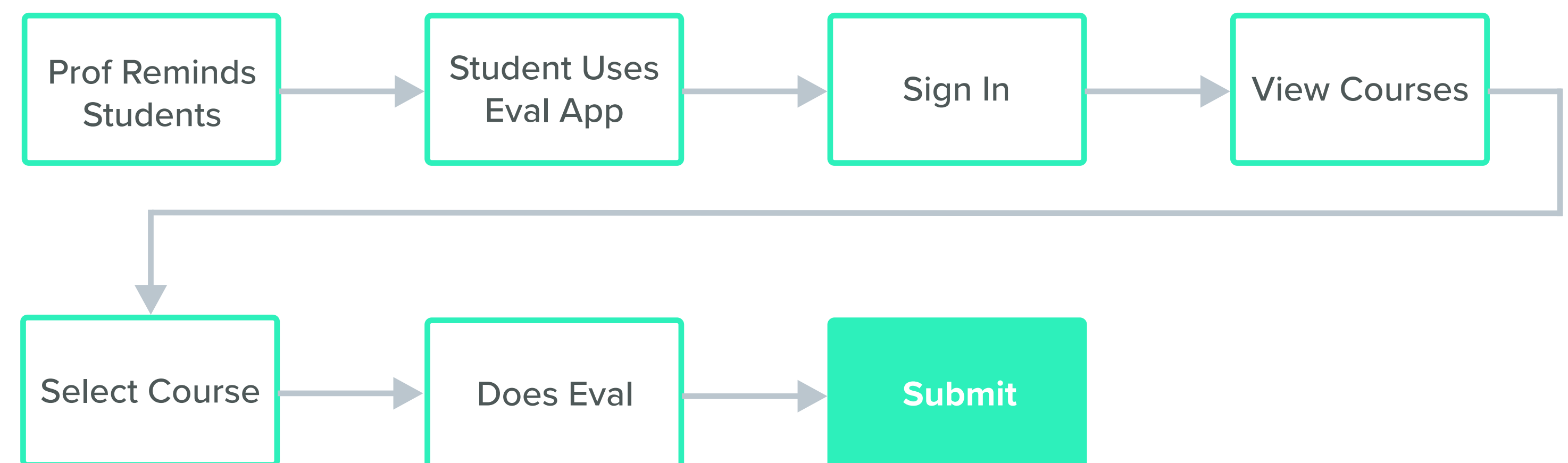
REDESIGNING USER FLOW

The issue was the inconvenience the physical form provided for our users when it came to filling out their professor's evaluation and the negative impact this could have on the student's results. The easiest way to go about tackling this problem was to allow users to do their end of the quarter evalutation on their own terms. By creating a mobile version of the form with a straight to the point user flow, allows student's the quick hassle free experience they desire.

Prof Reminds Students → Student Uses Eval App → Sign In → View Courses
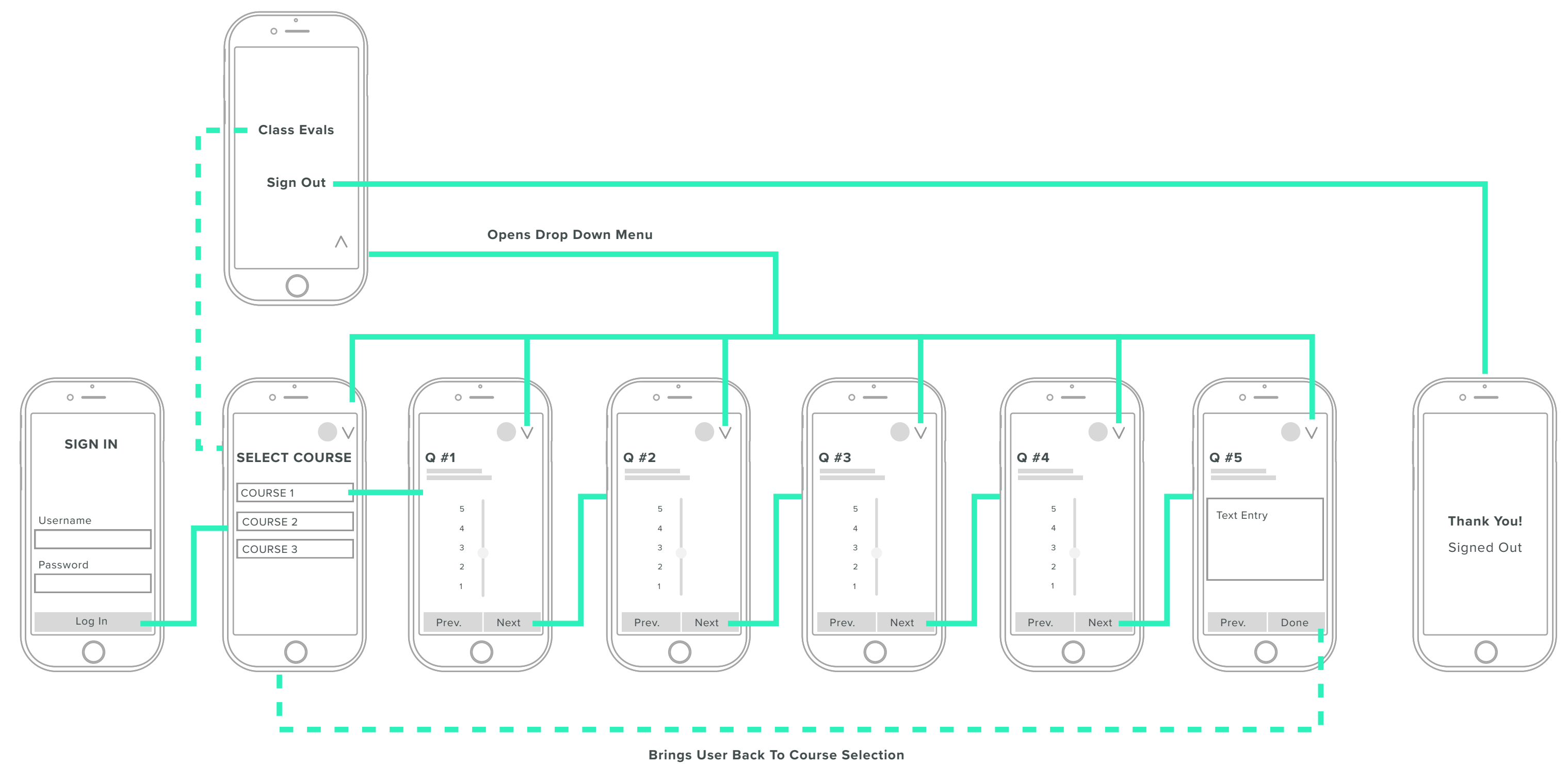
Select Course → Does Eval → Submit

The Process

WIREFRAMING & IA

Applying what I learned from my research, I went ahead and figured out what information needed to be front and center throughout the entire process. After figuring out the structure I moved along with wireframing to create a medium fidelity prototype. A second round of user testing with the medium fidelity prototype was conducted and based off of the users results I went ahead and moved on to a higher fidelity prototype.

USER FEEDBACK

After doing a couple rounds of usability testing with students, staff, and other people outside of the Eastern Washington University, I was fairly confident to move forward with a higher fidelity prototype. Using Sketch & Invision I would start to add colors, typography, and pictures to my designs.

Class Evals

Sign Out

∧

Opens Drop Down Menu

SIGN IN

Username

Password

Log In

SELECT COURSE

COURSE 1

COURSE 2

COURSE 3

Q #1

5
4
3
2
1

Prev.   Next

Q #2

5
4
3
2
1

Prev.   Next

Q #3

5
4
3
2
1

Prev.   Next

Q #4

5
4
3
2
1

Prev.   Next

Q #5

Text Entry

Prev.   Done

Thank You!

Signed Out

Brings User Back To Course Selection

The Solution

EVALS MADE EASY

A mobile first approach with a simple userflow allows college students to make the reviews they want at any time. Using the feedback throughout all of my research and testing allowed me to really step back and find the key points throughout the evaluation process. With such a clear point A to point B structure makes the entire process simple, to the point, and of above all else fast!

_in_ VIEW PROTOTYPE
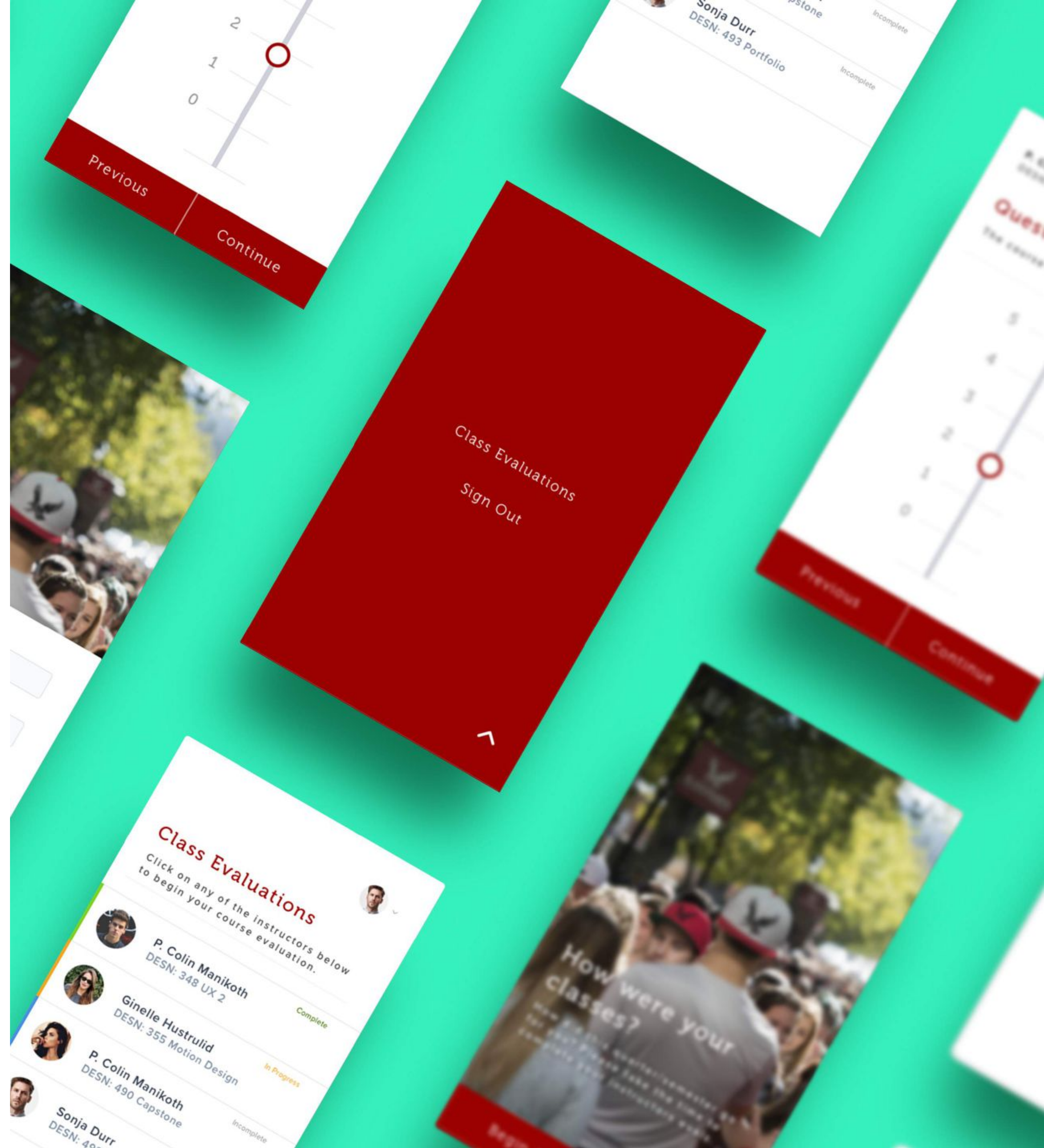
Igniting the spark behind Spark Central

MARKETING COLLATERAL

SPARK CENTRAL

GO ANYWHERE FROM HERE

THE CHALLENGE

How can Spark Central engage with a wider audience.

With outdated marketing material that only focuses on moms & their children, Spark Central's brand isn't reaching their total target audience.

SOLUTION

Creating a brand system that captivates the community.

Spark Central is a one of a kind creative institution in Spokane Washington and it is time to create an experience around them that matches what they do.

SCOPE

PROJECT DATE:	November 2nd through 27th
TOOLS:	Illustrator Indesign
UX METHODS:	Content Audit Stakeholder Interviews User Personas

The Process

STAKEHOLDER INTERVIEWS

Stakeholder interviews are a great way to get to know the client needs better. Not only will it allow gathering information about a specific project, it will also help me get an overall understanding of what the client truly wants. I interviewd **Kate Lebo, President** and **Jessica Wade, Vice-President** of Spark Central, I was able to ask a series of questions that would help understand the overall experience they were trying to create. **Here are a few examples of the types of questions I asked & a few key take aways:**

- What's the history of this business?
- What was its primary mission? Did it change?
- What are the core values of the company?
- What are the long-term business objectives?
- How THIS PARTICULAR PROJECT will help to achieve the company goals?

ENGAGING PERSONAS

Meeting with the stakeholders showed that they needed help defining their target audience. After spending a day at Spark Central I observed and intervied their patrons. Creating personas based on my research that incorporate the emotions of the user, their psychology, backgrounds, and overal thought process of how they would react to the created marketing material.

1. NOT REACHING COMPLETE AUDIENCE

2. BRAND CURRENTLY FEELS TO CHILDISH

3. SPARK CREATIVITY & INNOVATION

4. GIVING LESS FORTUNATE A SPACE TO CREATE

Brendan
8 Years Old
Loves Super Heroes
Interested in Kids Programs
Loves Tech for His Age
Persuading Parents to let him
go to Spark Central

Stacey
38 Years Old
Working Mom
Wants Child to Learn, But Have Fun
Looking Into Programs in Spokane
Doesn't Have Money to Spend

Roy
21 Years Old
Looking to Help Kids
College Student
Looking for a degree in CSTEM

Emily
17 Years Old
Loves Coding
Wants to meet others that code
School can't Help Her Code
Looking to meet people
with same interests

The Process

CREATING A SLOGAN WITH MEANING

With a clear understanding of Spark Central's paitrons it was time to create a slogan that matched the company & their paitrons. Playing off the word **SPARK** I generated multiple phrases that would captivate everything Spark Central has to offer and above all else a slogan that made paitrons feel impowered & eager to learn/create.

"FIND YOUR SPARK

"IGNITE YOUR SPARK

"SPARK YOUR CREATIVITY

"SHOW YOUR SPARK

HIGHLIGHTING PAITRON STORIES

After creating a slogan I knew that Spark Central still needed a lil something to showcase how impactful this place can be for anyone who steps into Spark Central. Using Brendan as a example on how you can showcase paitron stories as a key part of the new Spark Central marketing campaign. With a focus on how Spark Central made Brendan's dreams come true helps show the stakeholders and the paitrons how amazing of a company Spark Central is.

Brendan, 8

- Loves Comics
- Part-Time Superhero

Finding His Spark

Brendan loves superheroes, so when he had a chance to attend our Origin Stories program where kids create their own superhero comics, he was ecstatic. He showed us some superhero moves he'd been practicing and got to work on drawing and writing nimal Man, his epic saga. One year later, Brendan is still writing episodes of his comic and hopes to one day be published by marvel.

The Solution

IGNITE YOUR SPARK AT SPARK CENTRAL

With a focus on **Igniting the Spark** I was able to create a whole marketing campaign that drives home the mesage of finding something you love and that you're very passionate about at Spark Central. Highlighting paitron stories and using engaging imagery that shows all that Spark Central has to offer helps
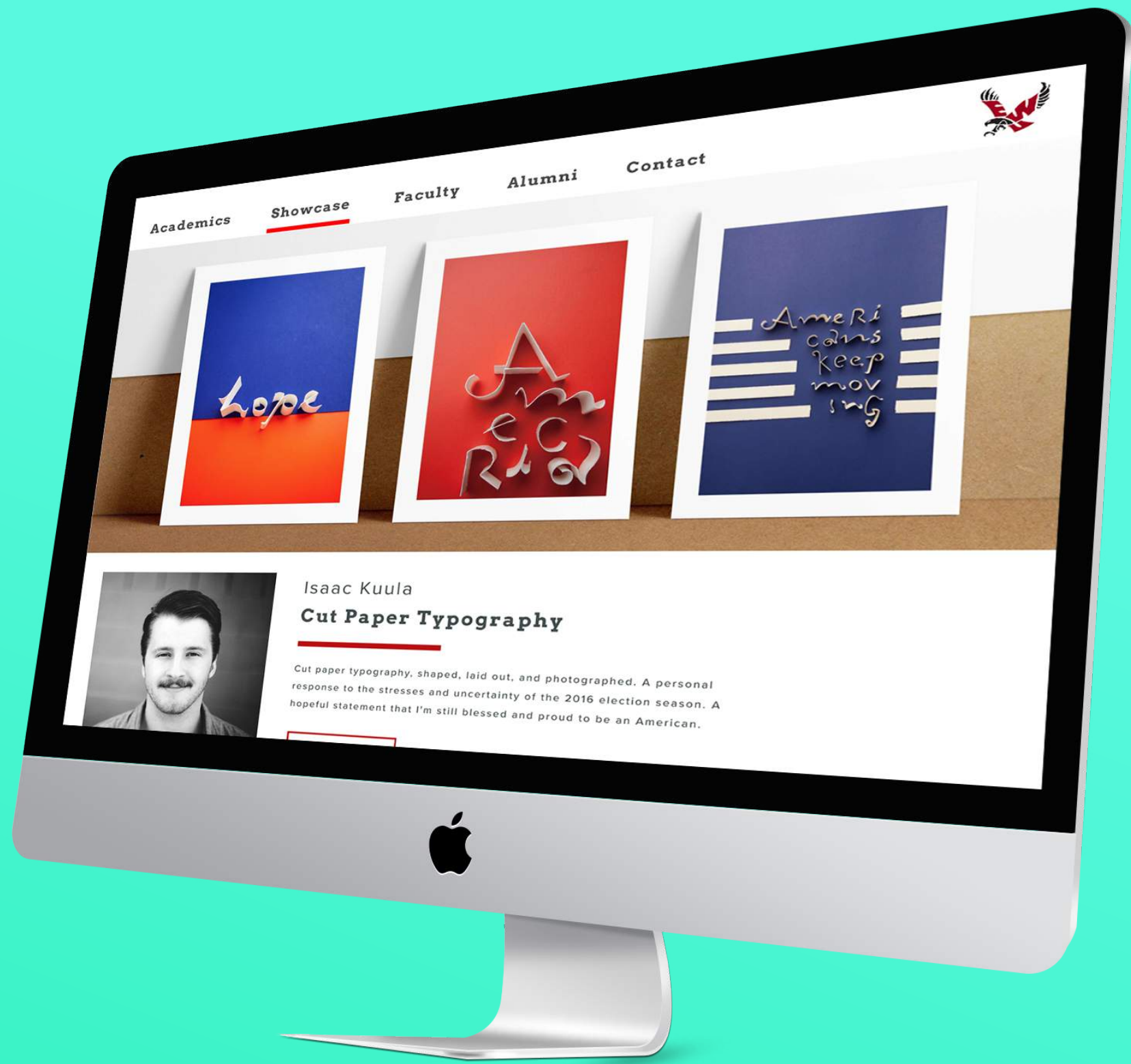

POSTER

POSTER

POSTER

POSTCARD FRONT

POSTCARD BACK

EASTERN WASHINGTON UNIVERSITY

Letting the student's work do the talking.

VISUAL COMMUNICATION DESIGN WEBSITE REDESIGN

THE CHALLENGE

How do we best represent EWU's VCD program?

The current website for the VCD program at EWU doesn't give the program justice.

SOLUTION

Highlighting student's work & giving VCD a voice.

Create a mobile first experience that gives the user total control of when & where they fill out their professor's evaluation forms while on the go.

SCOPE

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PROJECT DATE:	January to March 2018
TOOLS:	Invision
	Sketch
	Silverback
UX METHODS:	Competitive Analysis
	Card Sorting
	User Personas
	Usability Testing

The Process

A LOOK AT WHAT WE HAVE NOW

The horror! Starting with a audit of the current EWU VCD website and finding what is good and bad. What I learned... There's a whole lot of fixing to do... The old website is difficult to navigate, has barely any visual elements (for vcd... what?), and doesn't feel inviting or like it is an established design program.
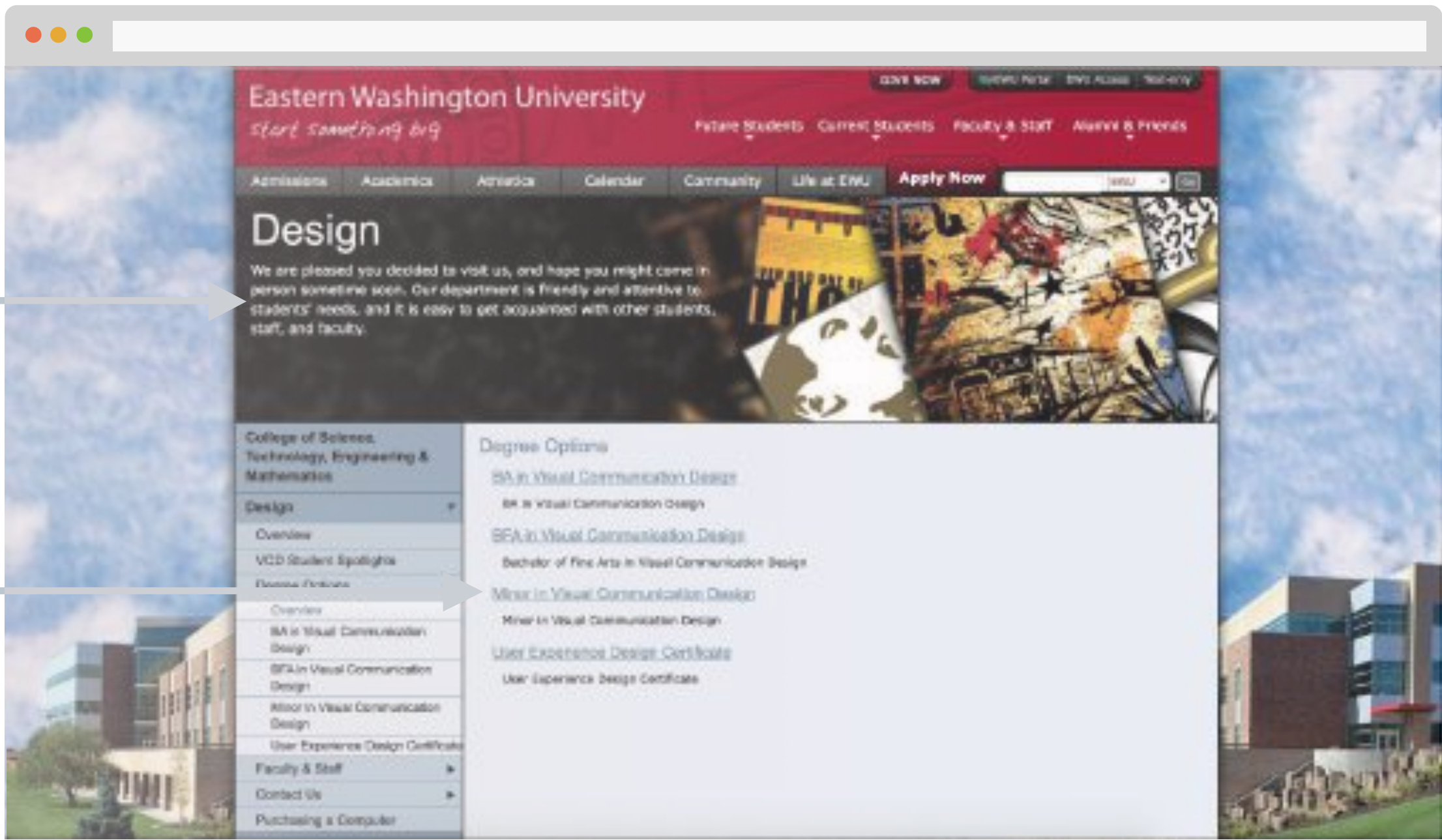

Outdated Background Image

Cluttered Drop Down Menus

Tons of text & Dull Colors
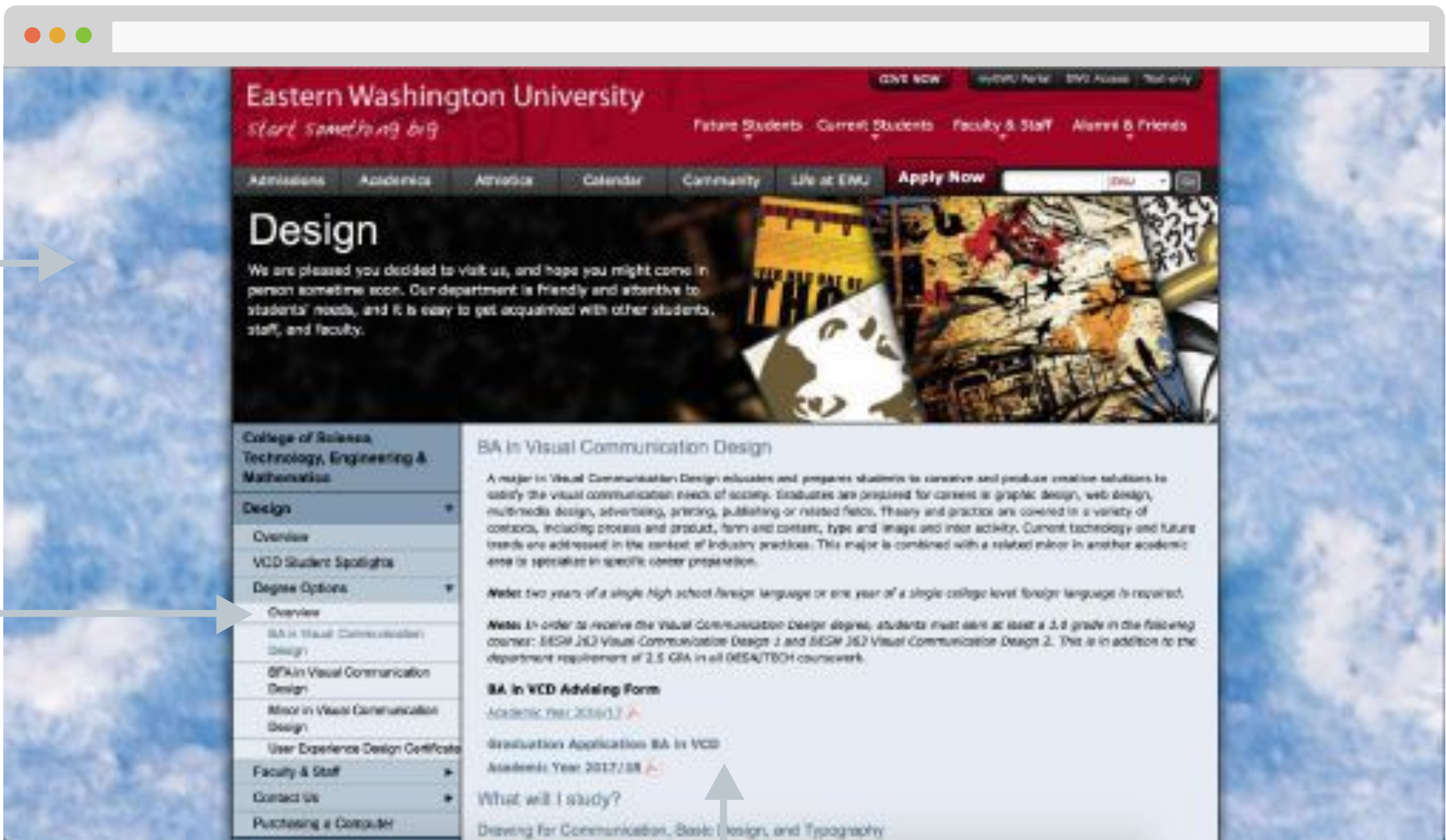
Super Sad "Hero" Element

More Text.....
More Hyperlinks...

The Process

WIREFRAMING & IA

After doing a site audit & a competitive analysis on what other universities are doing I knew what didn't work and what could improve EWU's VCD site. With a clear focus on showing off student work & what alumni are doing in the design world with bold imagery & Text. After doing usability testing with the wireframes I moved on to a high fidelity prototype and did one more round of usability testing to get a even better look into the users thought process.

SILVERBACK USABILITY TESTING

Using Silverback allowed me to get a more accurate analysis on what my users were doing. Silverback made it easy to track there clicking, eye movement, facial expressions, and easily communicating their entire thought process throughout using my prototype. Before allowing the users to start navigating the prototype I gave them instructions to talk outloud about their thought process and I would give them certain tasks and situations that they would try to have to solve while going through the site.
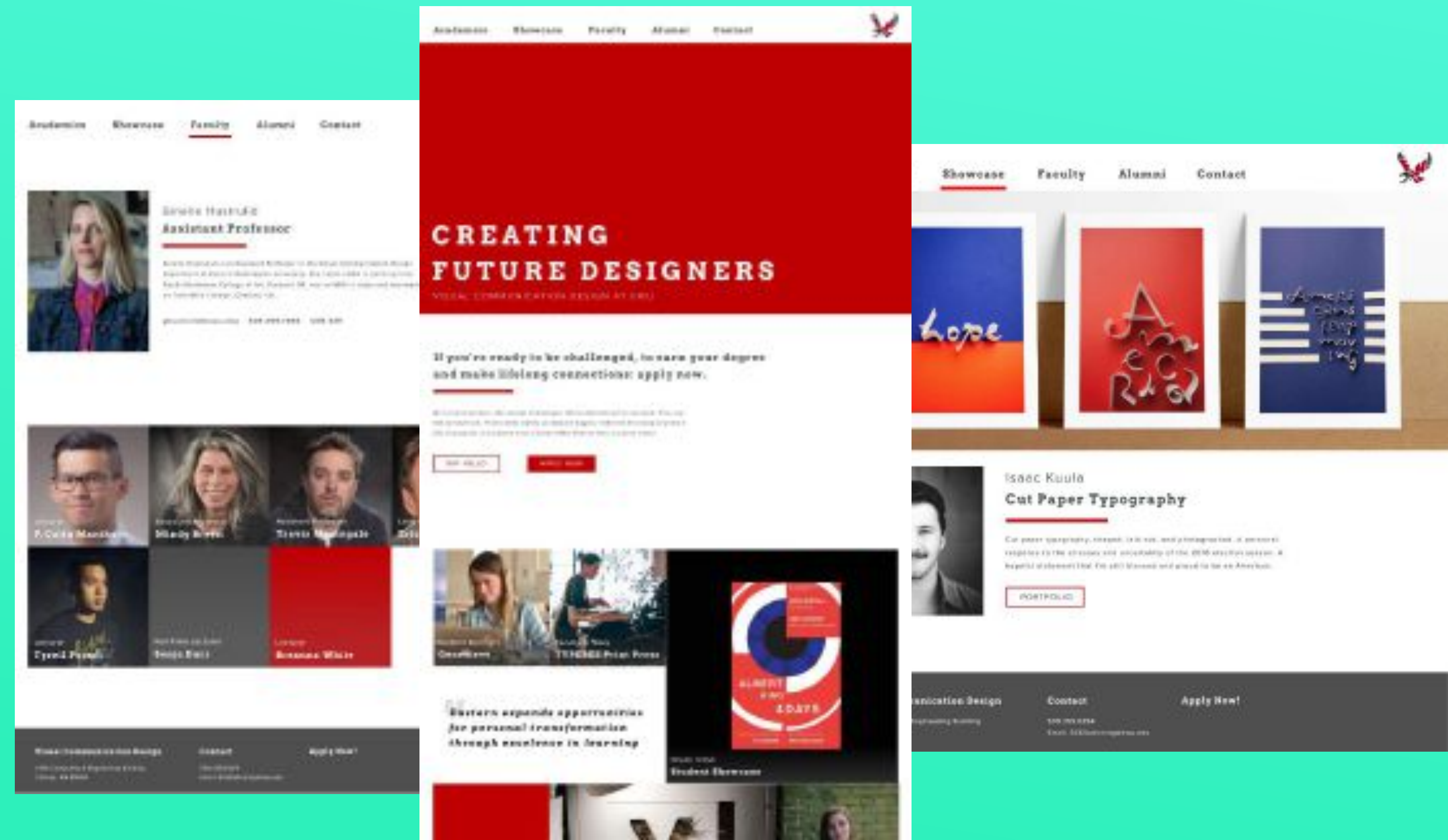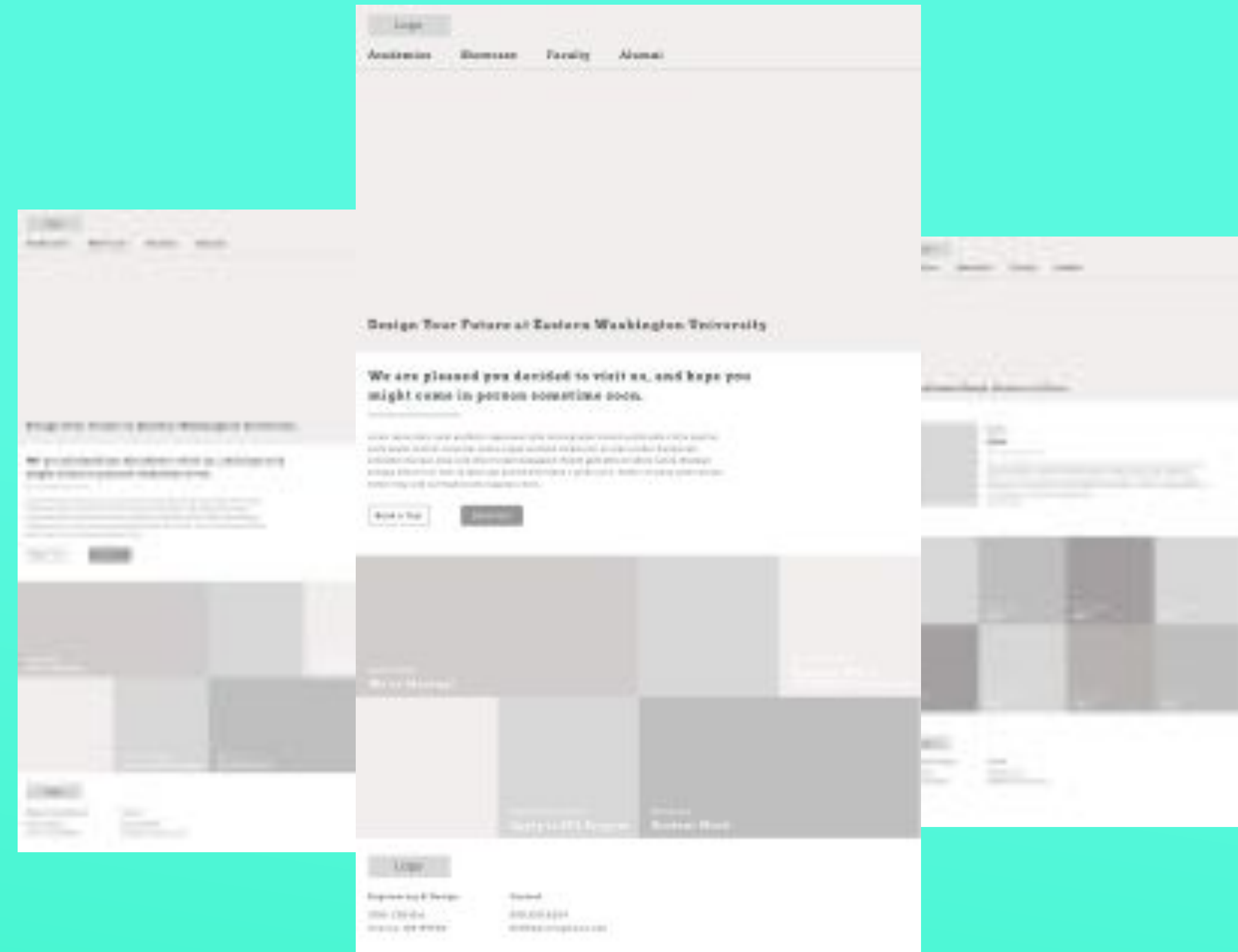
The Solution

ADDING SIZZLE TO THE STEAK

Creating a website healvily based on showcasing student work & showing off some cool alumni gives the VCD program the edge it needs to show everyone that VCD here is no joke. Giving future students, the public, and employers hope that this program is producing amazing designers that are ready to take the design industry industry by storm.

in STUDIO PROTOTYPE