



Tyana Ackerman

UX Design Portfolio



About Me

Hello, I'm Tyana. I am acquiring a Bachelor of Arts in Business Administration in Marketing, a Bachelor of Design in Visual Communication Design, and a certificate in User Experience Design. I am very driven and passionate about combining those to make a difference in the world and provide prospective clients with meaningful, purposeful, and successful products that represent and market them in the best way. I have attained many business and design skills through life experiences, education, and a couple of internships at a brand design and advertising agency where I dabbled primarily in marketing but also a bit in design. My goal is to utilize those skills to better the world, environment, people, and/or communities. I believe in honesty, quality, and the ability to listen and learn. I seek to grow and learn through every project and any challenges I may face.

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Thermostat Redesign



Thermostat Redesign

Summary

The Thermostat is a digital thermostat control system. Previous thermostats were either old dials that were limited in functionality and only had a single knob that was turned to a specific temperature or were smarter thermostats that were complicated to figure out, visually unappealing, and unable to integrate well with smartphone/smart home controls or technologies. My role included researching, designing, information architecture, and designing final prototype.

| | |
|--------------|---|
| Timeframe | March 29th, 2021 through June 11th, 2021 |
| Tasks | Research and Discovery Creating Low-Fidelity Wireframes Information Architecture Designing High-Fidelity Compositions Building an Interactive Prototype |
| Platform | Mobile |
| Design Tools | Figma |
| UX Methods | Research and Discovery Feature Inventory Sketches Wireframes |

Thermostat Redesign

Research and Discovery

| | |
|-------------|--|
| What | Learn more about thermostats and the people who use them |
| Why | Understanding the product and people better will help in understanding what needs to change with existing thermostats and why those changes need to occur. |
| How | Surveying / interviewing |

Common Wishes

- Programming temperatures at different times of day or seasons
- Having the thermostat know the users' preferences of temperature based on the temperature outside

Common Frustrations

- How to "hold" the temperature
- How to confirm the temperature was set

Common Inclusions

- Temperature display
- Up/down arrows or turn nob
- Some programming options or settings

Thermostat Redesign

Research and Discovery

Results

From conducting research, I came to some interesting conclusions regarding thermostats. Overall, it seems that most people have different types of thermostats. One common factor is that people tend to prefer either more “smart” versions of thermostats or “older” versions of thermostats. That being said, there tend to be common things between the two versions that users like or dislike. Users tend to agree that the “up/down” arrows and visible turn nobs are the easiest features to use as they have universal meaning across many devices. After that, users agree that features tend to get confusing.



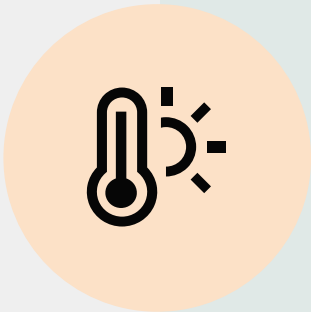
Thermostat Redesign

Feature Inventory

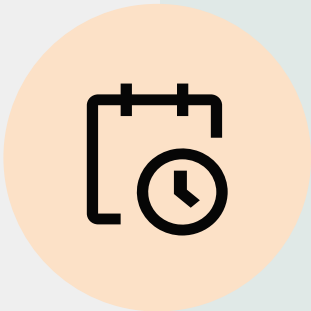
What Reflect on the research and decide which features to include as part of thermostat design.

Why Figuring out features to include prior to designing a product will help to narrow focus/scope and keep things from getting too overwhelming.

- Results**
- Temperature Control
 - Schedule / Smart Setback
 - Rooms



Temperature Control



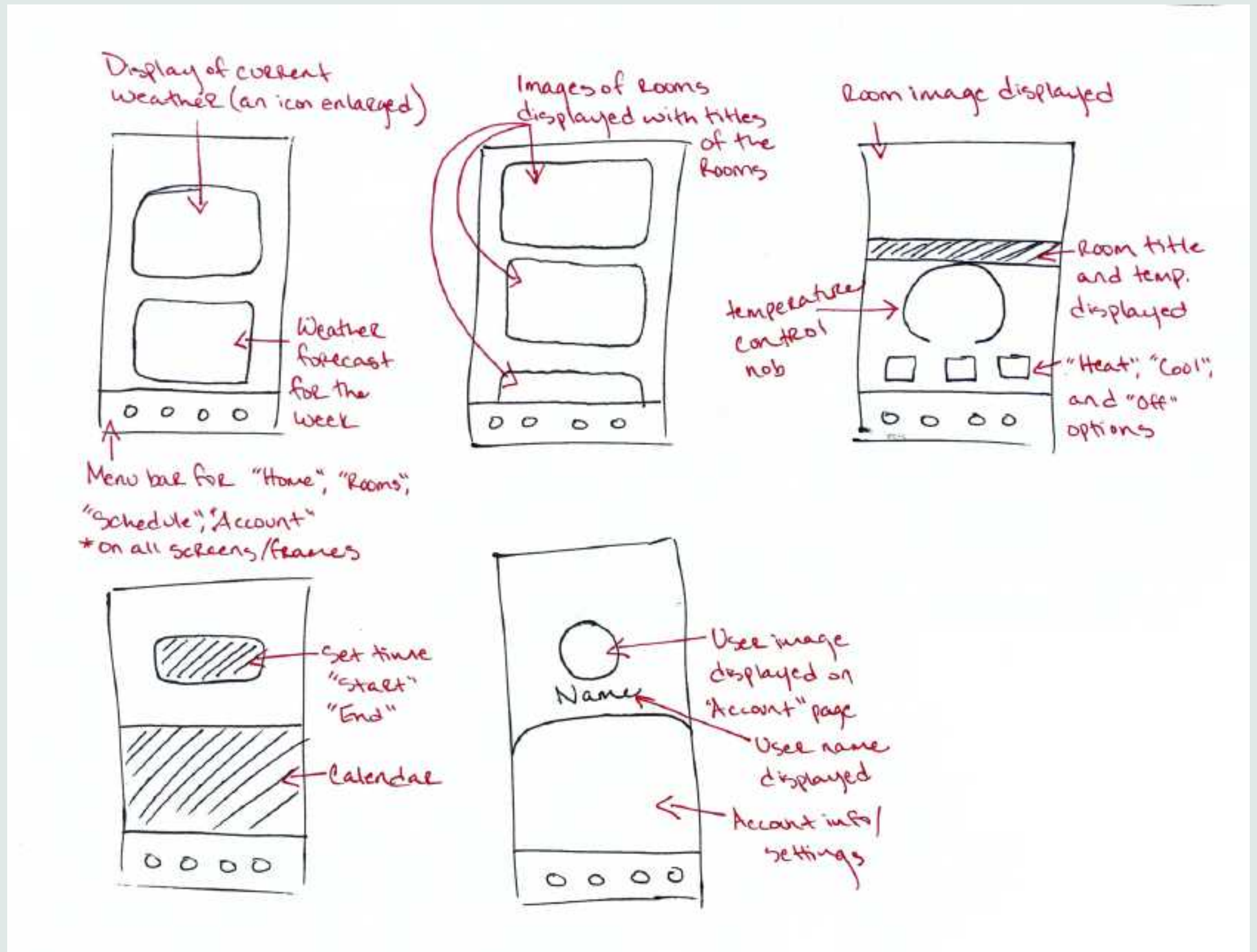
Schedule / Smart Setback



Rooms

Thermostat Redesign

Sketches



Thermostat Redesign

Low-Fidelity Wireframes



Thermostat Redesign

User Interface

Colors



#ACCCF8



#F5AF26



#FFF497



#F5F7FA

Logo



Typography

Winsome
Regular

Mulish

Regular

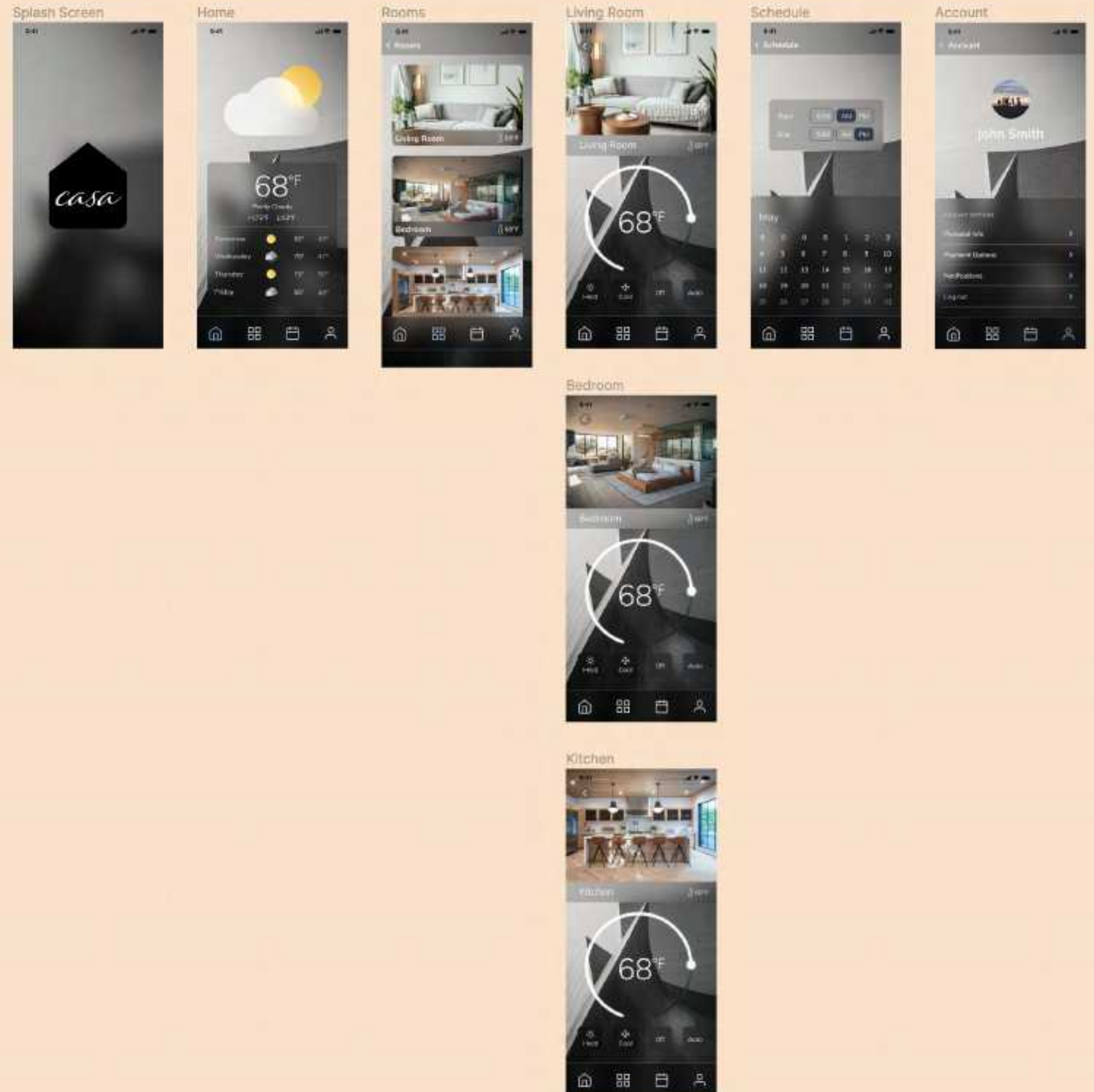
SemiBold

Bold

ExtraBold

Thermostat Redesign

High-Fidelity Wireframes



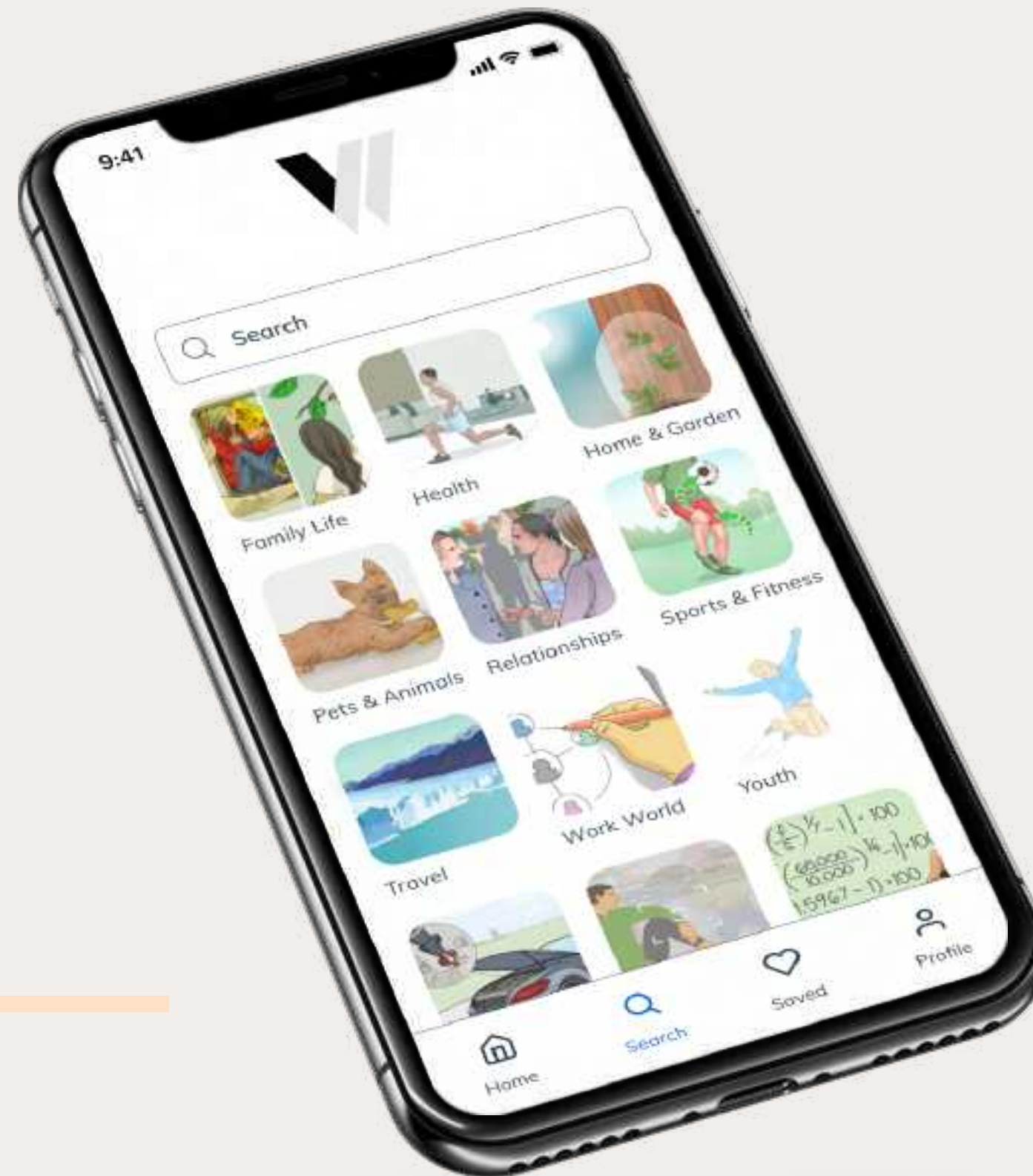
Thermostat Redesign

Prototype

[Thermostat Redesign](#)



WikiHow Redesign



WikiHow

Redesign



Summary

WikiHow is an online community consisting of how-to guides. Different people seek different things from an app. All want the same content, just delivered in different ways. My role included researching, designing, information architecture, and designing final prototype.

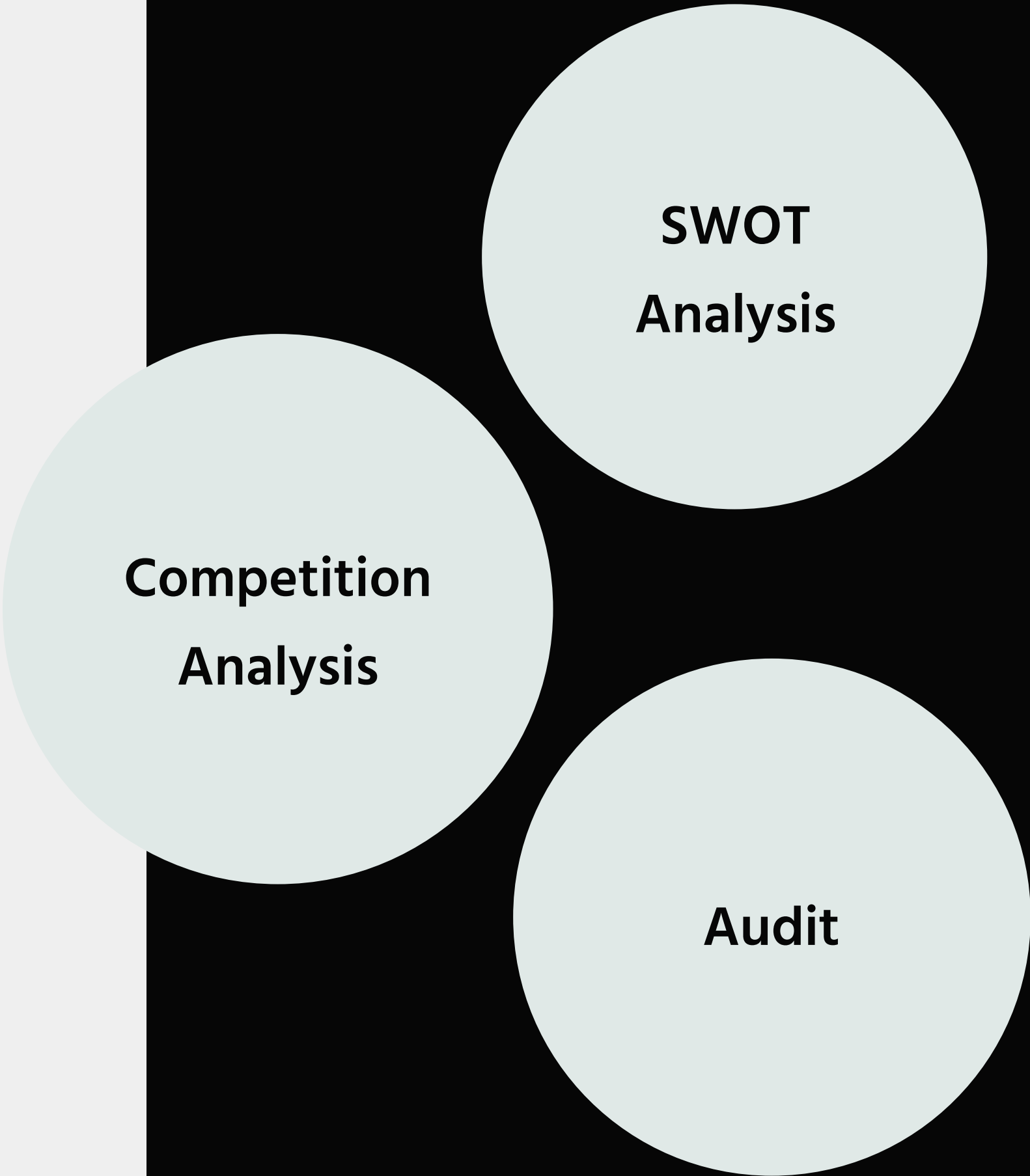
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| Timeframe | March 29th, 2021 through June 11th, 2021 |
| Tasks | Research and Discovery Creating Low-Fidelity Wireframes Information Architecture Designing High-Fidelity Compositions Building an Interactive Prototype |
| Platform | Mobile |
| Design Tools | Figma |
| UX Methods | Research and Discovery Auditing Sketches Wireframes |

WikiHow

Redesign

Research and Discovery

| | |
|------|--|
| What | Learn about what currently exists and how it does or does not work. |
| Why | Understanding what currently exists and the product better will help in understanding what needs to change with existing experience and why those changes need to occur. |
| How | SWOT Analysis Analysis of Competition Audit |



WikiHow

Redesign

Research and Discovery

SWOT Analysis

Strengths

- Extensive database
- Wide range of “how-to guides”

Opportunities

- Organizational appeal
- Increased satisfactory from experience

Weaknesses

- Poor UI
- Disorganization
- Competition

Threats

- Increasing competition
- More appealing apps/sites emerging

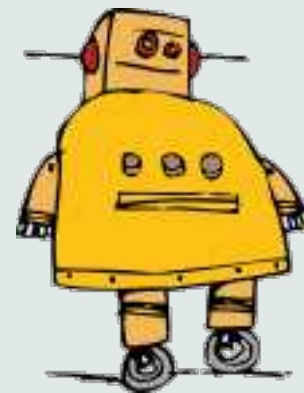
WikiHow

Redesign

Research and Discovery

Competition Analysis

eHow



instructables

lifehacker

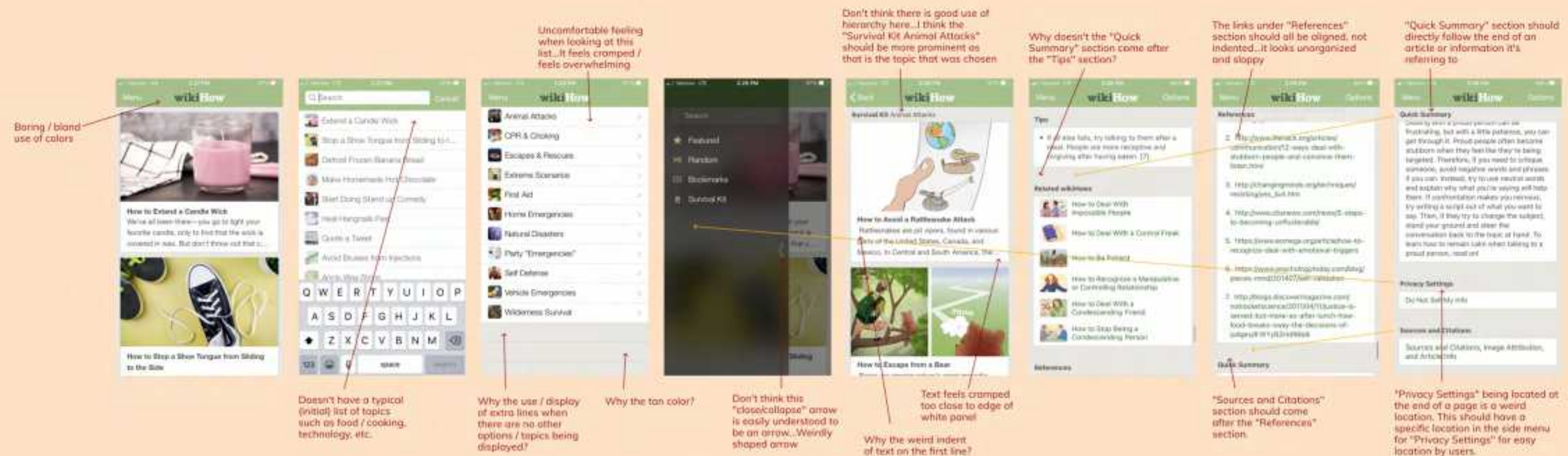
howstuffworks

WikiHow

Redesign

Research and Discovery

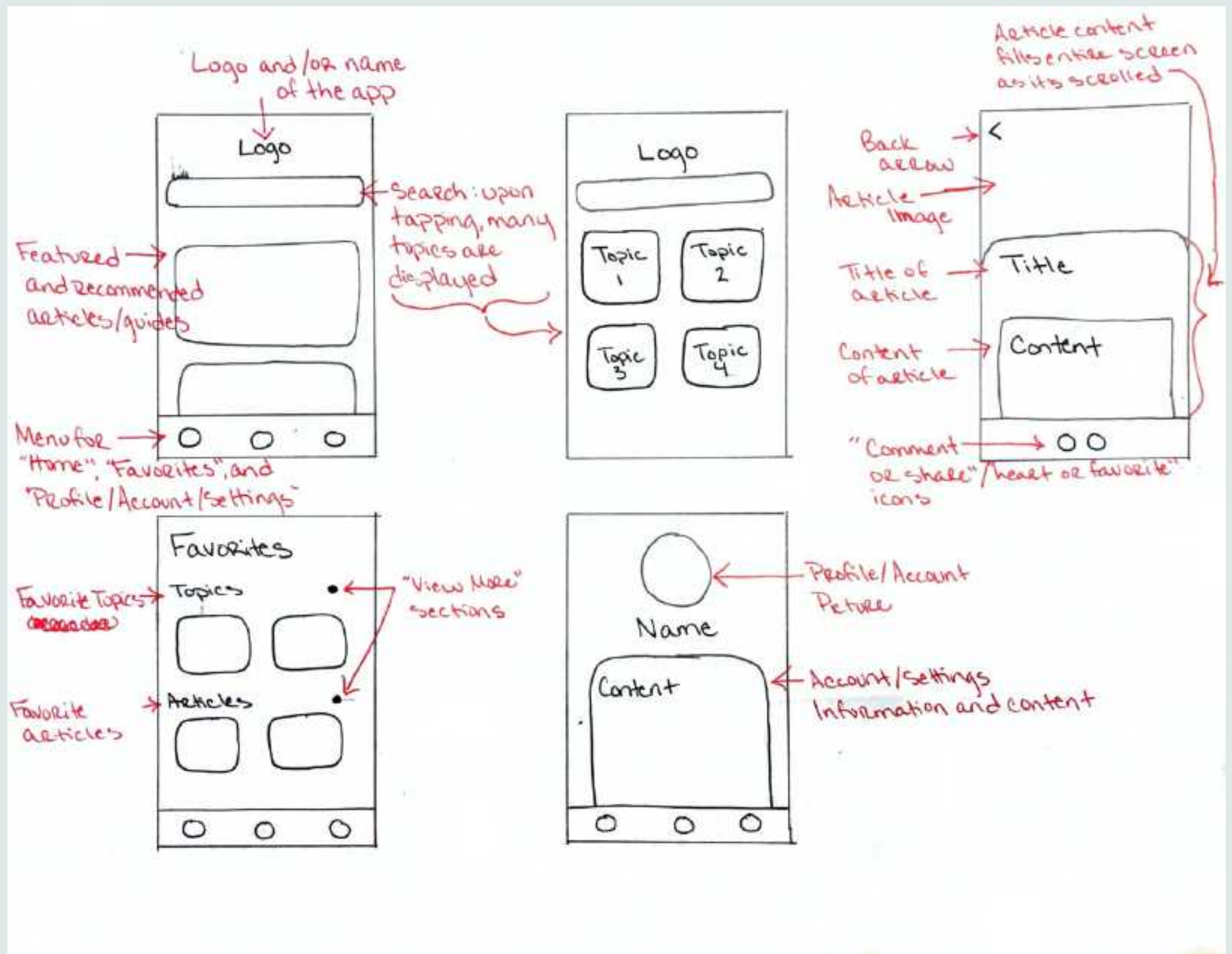
Audit



WikiHow

Redesign

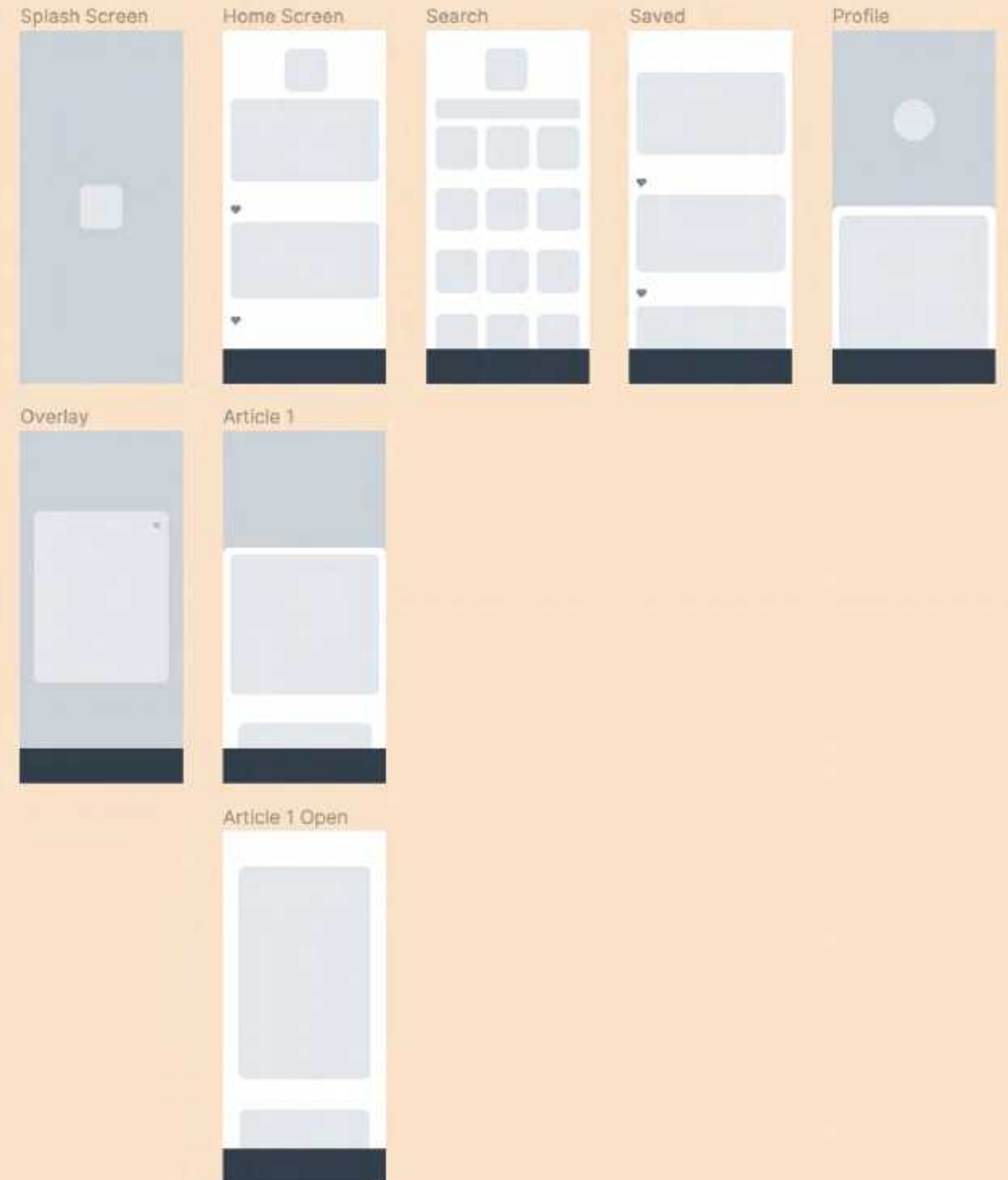
Sketches



WikiHow

Redesign

Low-Fidelity Wireframes



WikiHow

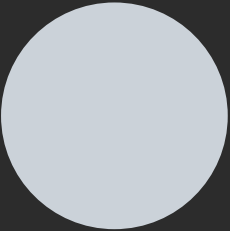
Redesign

User Interface

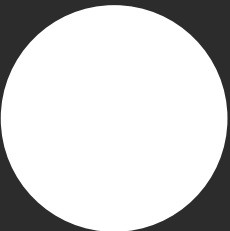
Colors



#2F80ED



#CBD2D9



#FFFFFF

Typography

Mulish

Regular

SemiBold

Bold

ExtraBold

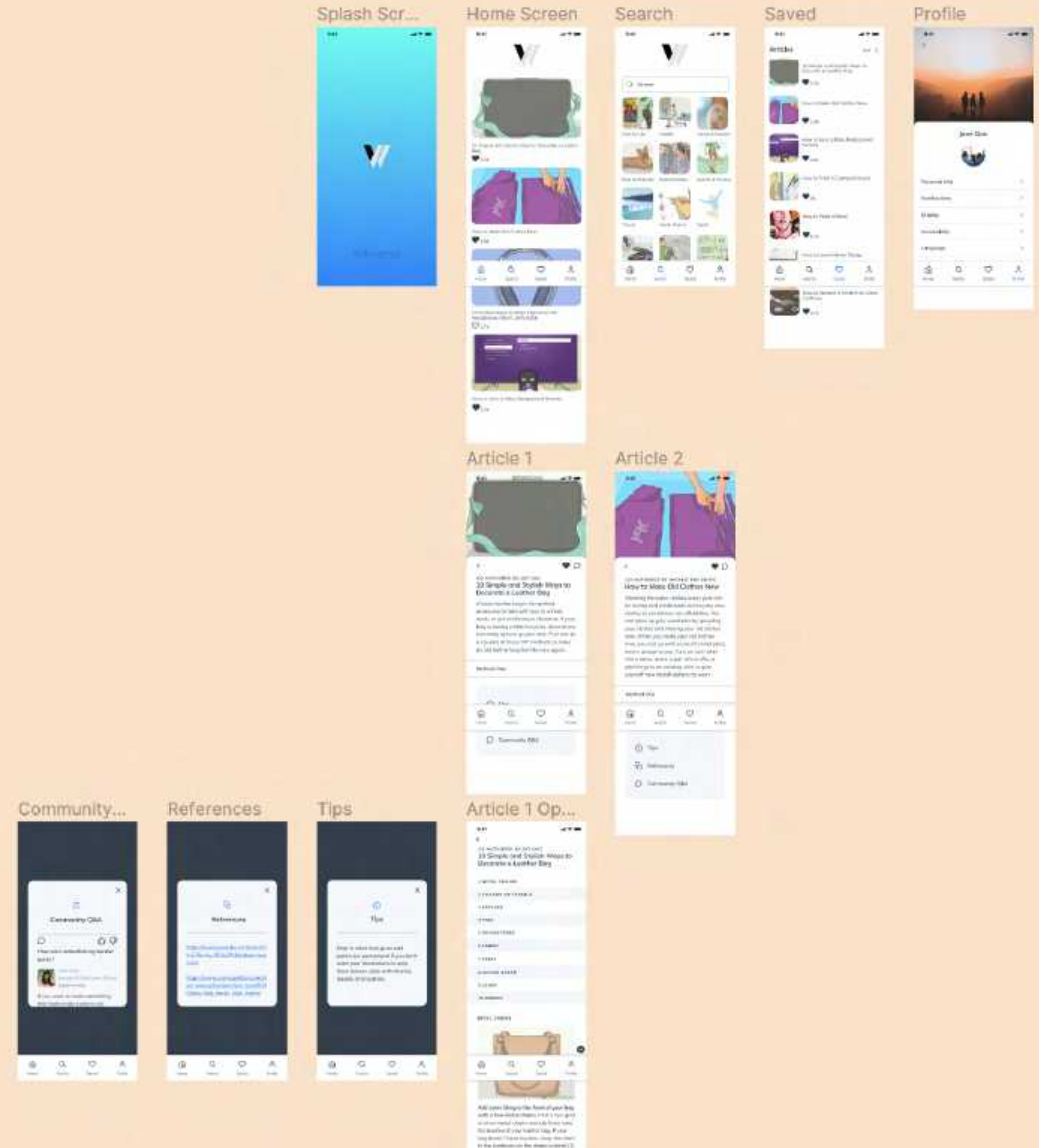
Logo



WikiHow

Redesign

High-Fidelity Wireframes

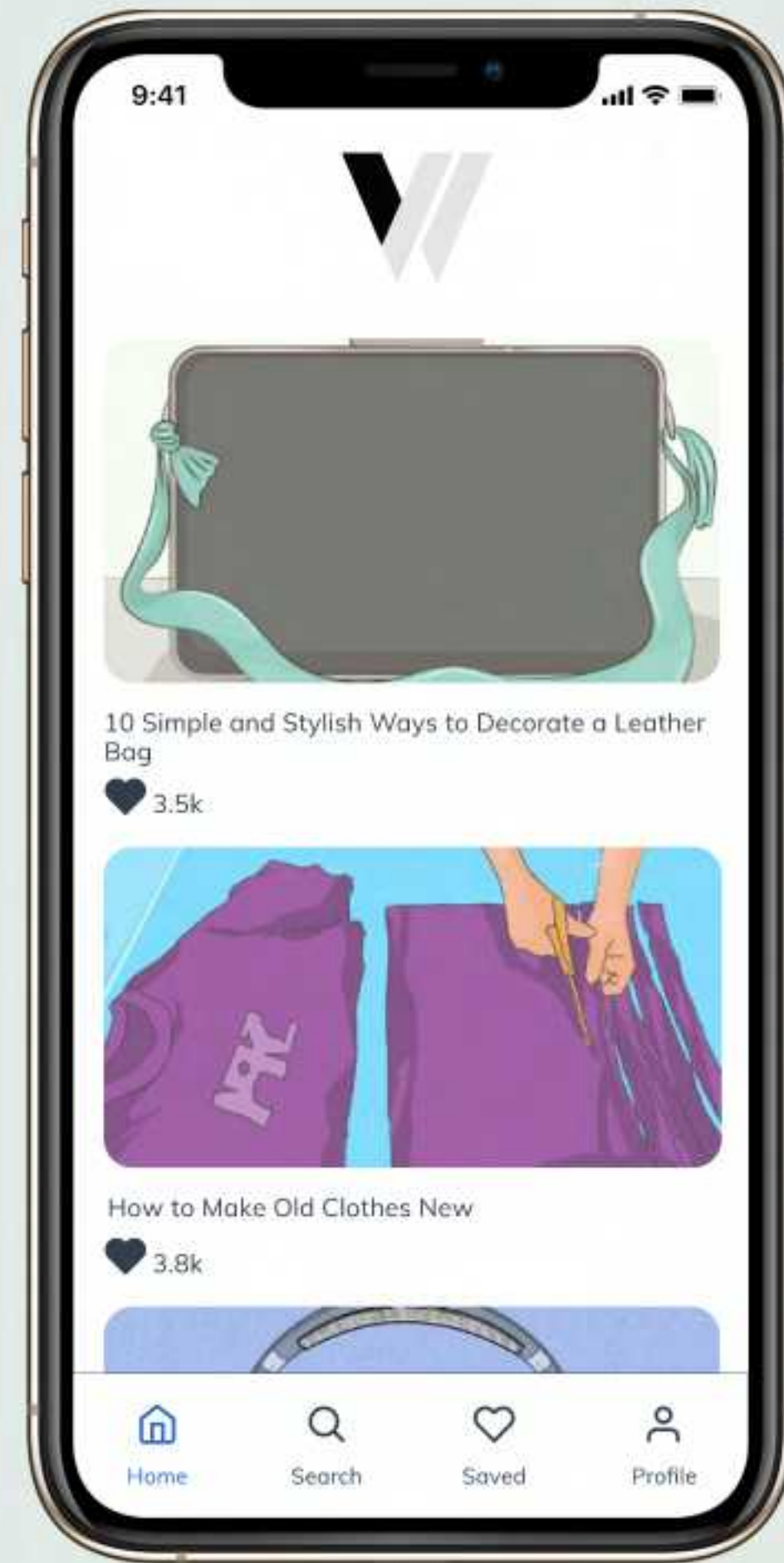


WikiHow

Redesign

Prototype

[WikiHow Redesign](#)



Laboratory Website Redesign



Laboratory Website Redesign

Summary

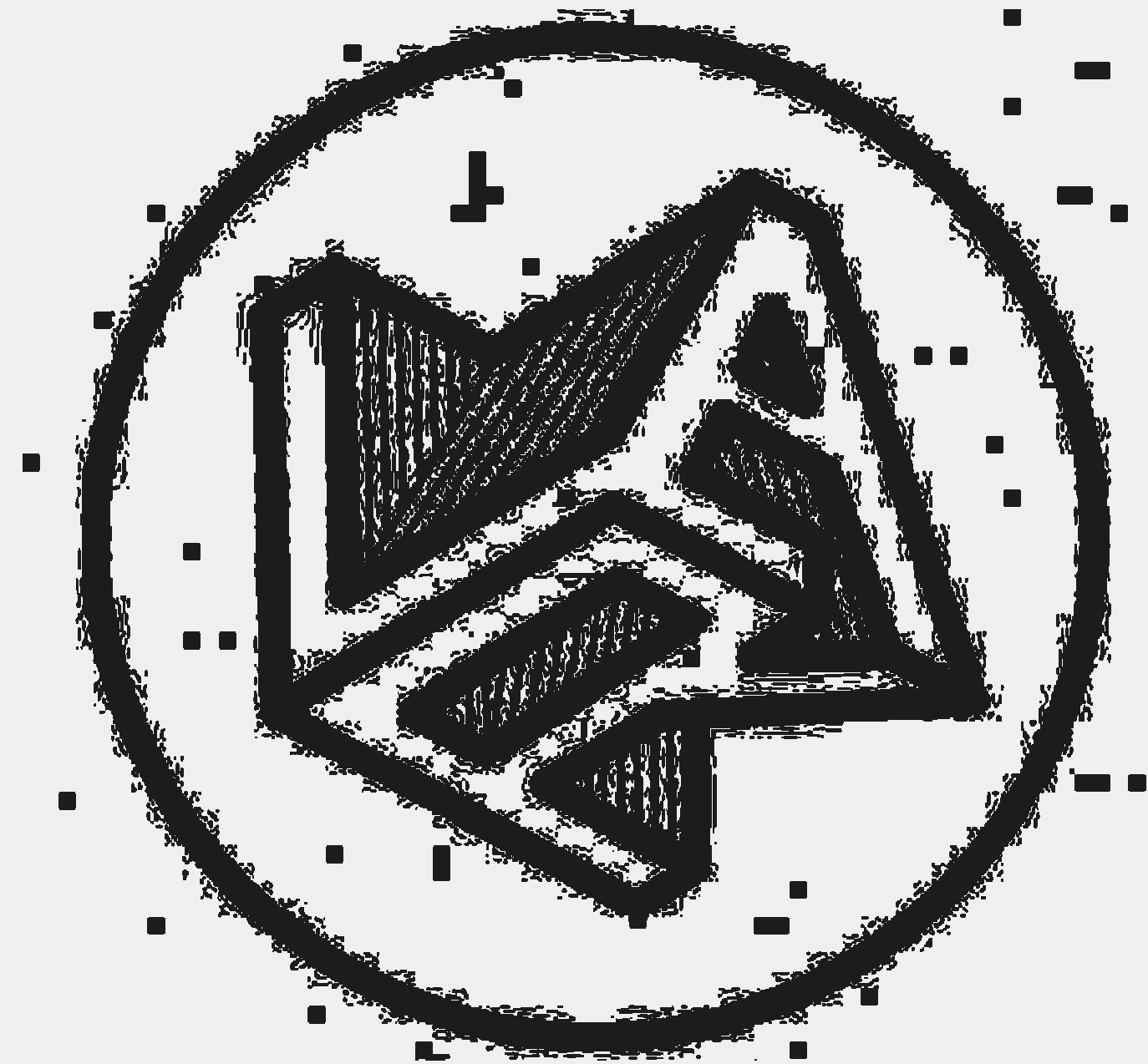
The Laboratory website is a residency site that connects artists with resources to further experiences. The previous website was poorly designed with many flaws and difficult to navigate. My role included researching, art direction, and designing final prototype.

| | |
|---------------|--|
| Timeframe | March 29th, 2021 through June 11th, 2021 |
| Tasks | Research and Discovery Art Direction Designing High-Fidelity Compositions Building an Interactive Prototype |
| Platform | Desktop / Mobile |
| Design Tools | Figma |
| UX Methods | Research and Discovery Feature Inventory Sketches / Wireframes User Testing |
| Collaborators | Alex Davisson Rachael Deboer Carrie Schreiner Matthew Slape |

Laboratory Website Redesign

Research and Discovery

| | |
|-------------|--|
| What | Learn more about Laboratory website's experience and competition |
| Why | Understanding the product and what's already out there better will help in understanding what needs to change with existing website and why those changes need to occur. |
| How | SWOT Analysis User Research Analysis of Competition |



Laboratory Website Redesign

SWOT Analysis

Strengths

- Useful content
- A lot of information to work with
- Unique logo

Weaknesses

- Lack of accessibility / user-friendly (should be user-friendly / accessible to everyone: blind, disabled, elderly)/ those with slow internet/ those with epilepsy
- Information architecture (information should be presented in a way that it is easy for users to find/locate)
- Formatting of content (headings, sub-headings, paragraphs, etc. for ease of scanning by users)
- Navigation
- Pixilated Images
- Serif Font
- Unecessary content/information

Opportunities

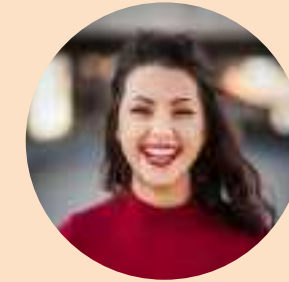
- Ease of use
- Good information architecture
- Better navigation and structure (easy to navigate sections, content understandable, etc.)
- Recognize donors and provide more information for donors
- Showcase resident work (past & present)
- Professionalism

Threats

- Emerging competitors (new features, layouts, etc.)
- Changing user needs
- The organization changing

Laboratory Website Redesign

User Research



User 1

Age Range | 20-30

Home Page

- Moving graphics is hard on those with poor internet and epilepsy
- Interactive artist residency was understood based on the small description in the middle of the video
- Did not scroll because the video is super big so they did not realize there was more below
- Wished the mission was on the page sooner
- Why are there two donate buttons since the button is very different in style but leads to the same place which is confusing
- Logo is awesome

Completed Works Page

- Does not show the work, seems to only show the people behind the work which is confusing
- Took until now to understand that the home video was things that creators have made during their residency
- Wishes there were clickable links that lead to the artists' work
- There is a lot of text and they wish that they had embedded work on the page and a link that leads to their work
- The page seems to be selling the artist without their artwork which is weird
- Likes the YouTube video embedded for the Black Movement Portraits
- Very long page so it needs a directory at the top or categories (by artist rather than work is how this page is laid out it seems to them)

About Page

- Understands what they are about

Apply Page

- The suggested topics are a great addition
- Clear and easy to navigate

Past Cohorts Page

- Feel like they are set up really nicely

Laboratory Website Redesign

User Research



User 2

Age Range | 50-60

Home Page

- What is an interactive artist residency?
- Background visuals shows what they do but they are unsure if that is actually their artwork or not
- Why would you donate? (Second tab scares them off because it is alarming)
- Clicked on pst cohorts but it doesn't do anything which was frustrating
- Needs something eye catching (something that draws you into who they are)
- It isn't telling them what their website or company is about at all

Completed Works Page

- Thought they were back to the same page as before which is the cohort page
- Guessing this is a transgender site

About Page

- Doesn't make a lot of sense for the history "showing work" should be showing artwork?
- What does interactive artwork mean?
- Not quite sure what residency program means but guesses that they stay there
- Start with showing some of the art that the artists have done should be the focus
- Why is there name Laboratory because they do not understand the connection between the name and their purpose

Past Cohorts Page

- What is a cohort? Unsure of that
- By now they have figured out this is a site for artists
- Focus on gender in their bios which was weird for them (took that as the website had something to do with transgender people)

Laboratory Website Redesign

Competition Analysis

Harvest Works

- Nice layout
- Clean navigation
- Easy to read
- Nice visuals

Steim

- Easy to navigate
- Really nice *Events* tab that is split into current and past events, like an archive

Pioneer Works

- Great *Artist Display*

Eye Beam

- Great footer
- Large company name
- Really nice carousel
- Difficult to read the font

Bemis Center

- Good use of typography
- Distracting visuals
- Really nice *Front Page* content
- Great visuals

Laboratory Website Redesign

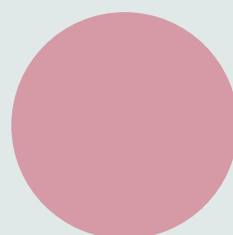
Low-Fidelity Wireframes



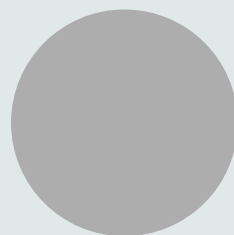
Laboratory Website Redesign

User Interface

Colors



#D59AA6



#BCBCBC



#FFFFFF

Typography

Montserrat Alternates

Regular

SemiBold

Jost

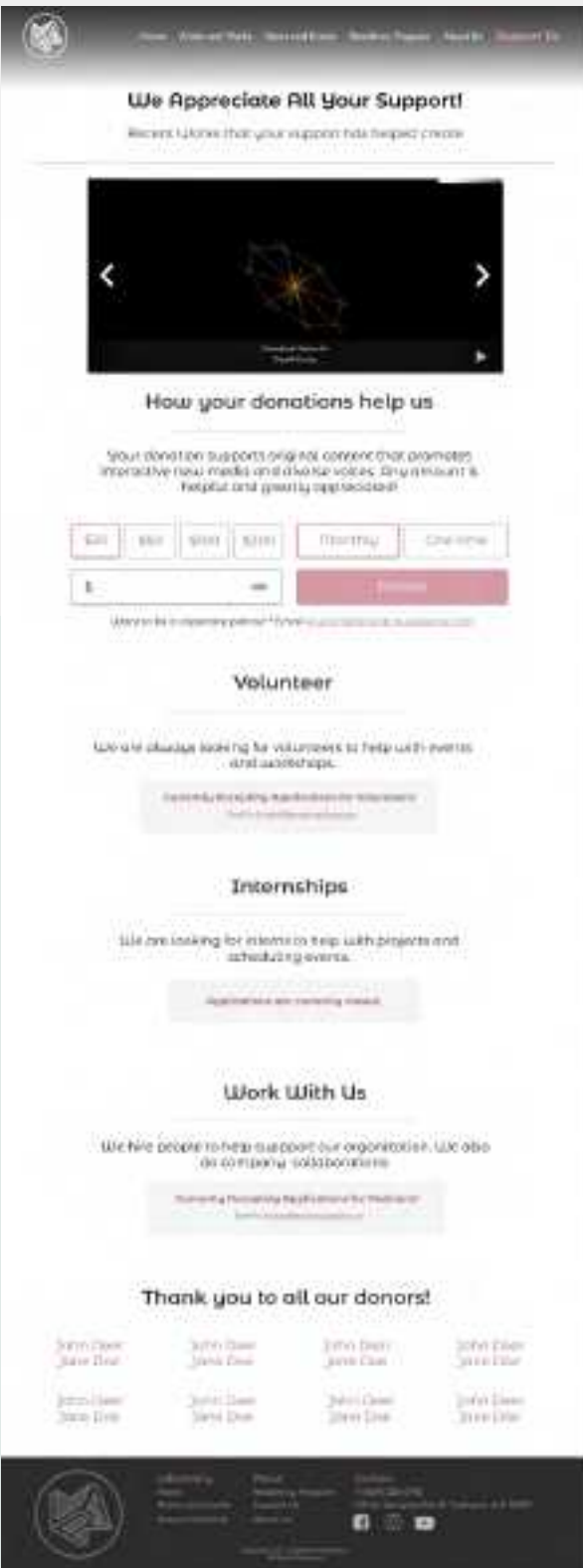
Regular

Logo



Laboratory Website Redesign

High-Fidelity Wireframes



Laboratory Website Redesign

Prototype

[Laboratory Website Redesign](#)

