

# Harper Woods

**UX Portfolio**

**2021**

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# BIOGRAPHY

I am a UX designer, occasional content writer, and happy introvert.

I grew up on the Northwest coast, in a little house close to the bay where the sound of seagulls was an incessant soundtrack. I now live in the Spokane region and am still getting used to four seasons.

I studied graphic design at Eastern Washington University, where I earned a Bachelors in Design, and a certificate in User Experience. What excites me about UX, and what keeps me engaged, is the process of discovery and the opportunity to leave something a little bit better than I found it.

I enjoy being presented with a challenge, and through research, brainstorming, lots of sketching and creativity, arriving at solutions that create positive experiences.

I believe in developing solutions that are socially conscious and that advocate for all users. My perspective is that Design and User Experience are invaluable tools capable of bringing information, knowledge, experience, and opportunities to everyone, while improving the effectiveness of brands, companies, and technologies.

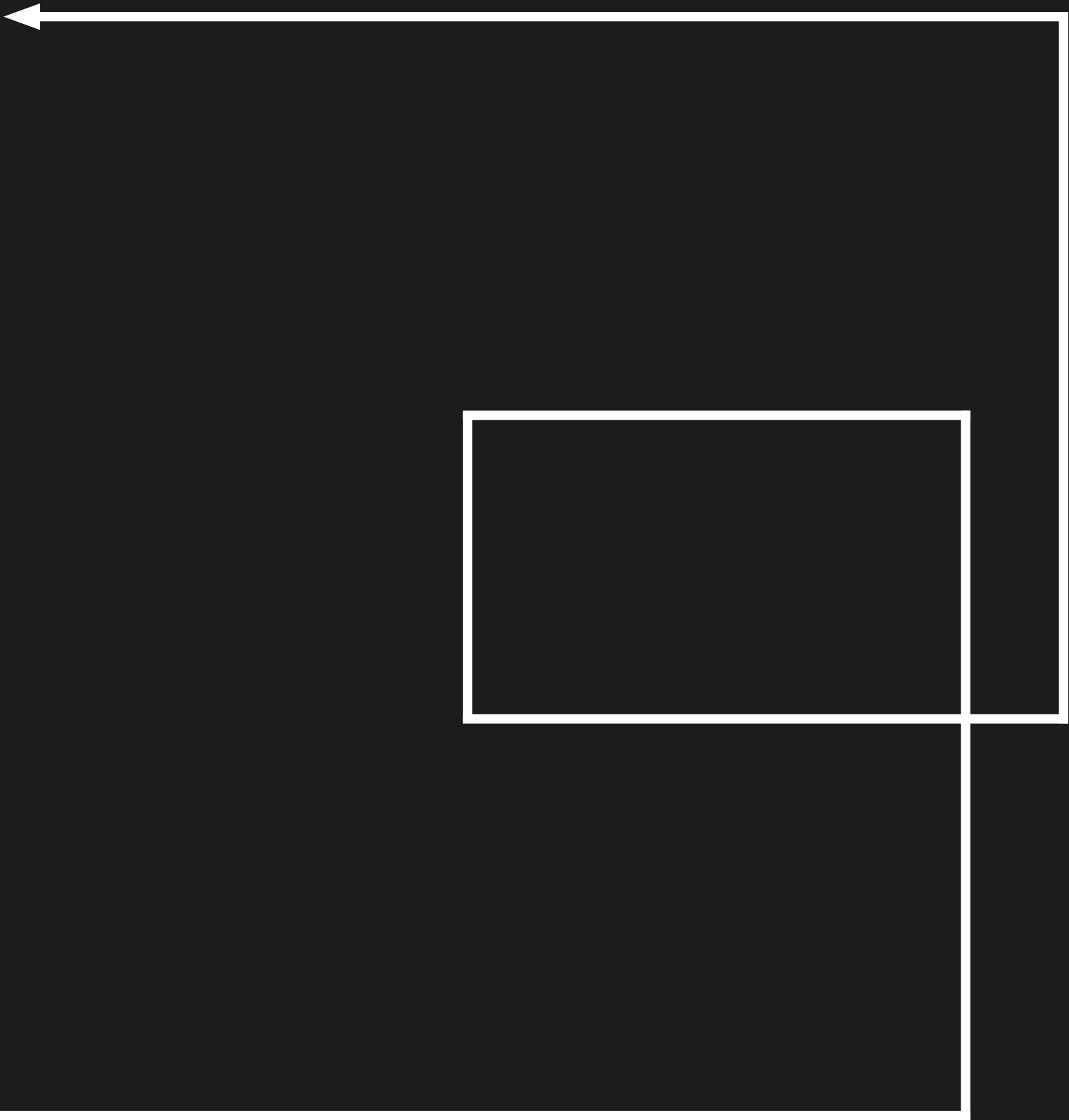
“Everything should be made as simple as possible, but no simpler.”

—Albert Einstein

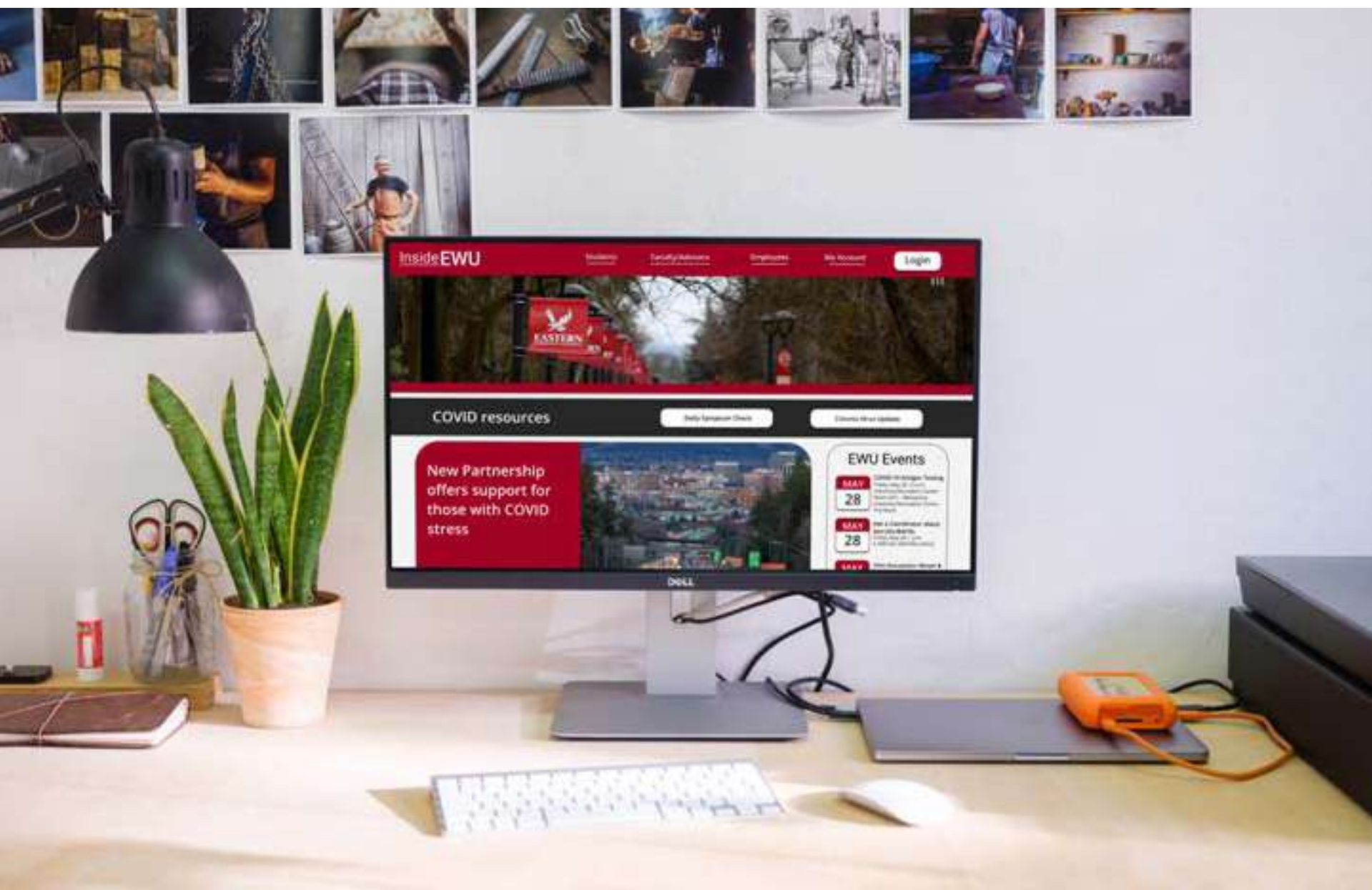
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# Inside EWU Redesign



InsideEWU is the major directory for Eastern Washington University students, staff, and faculty. The page displays University news, events, and navigations everywhere from health services to financial aid and registration, to employee time stamps. Ultimately, everyone at EWU needs to interact with this webpage. This level of content made the page confusing and frustrating to navigate.

Client:	Concept for Eastern Washington University
Tasks:	Research & discovery Organize & revise content Build wireframes Design prototype Conduct user testing
Platform:	Web
Design Tools:	Figma Google Docs pencil & paper
UX Methods:	UX project plan Heuristic markups Sketches Lo-fi wireframing Hi-fi prototyping Usability testing

## The Problem:

The original design had an overwhelming UI and several instances of duplicated content that made finding information confusing and frustrating. Since the page's purpose is to act as a directory, this was a huge problem. Overall, the webpage was incredibly dense and missed opportunities to showcase the University.

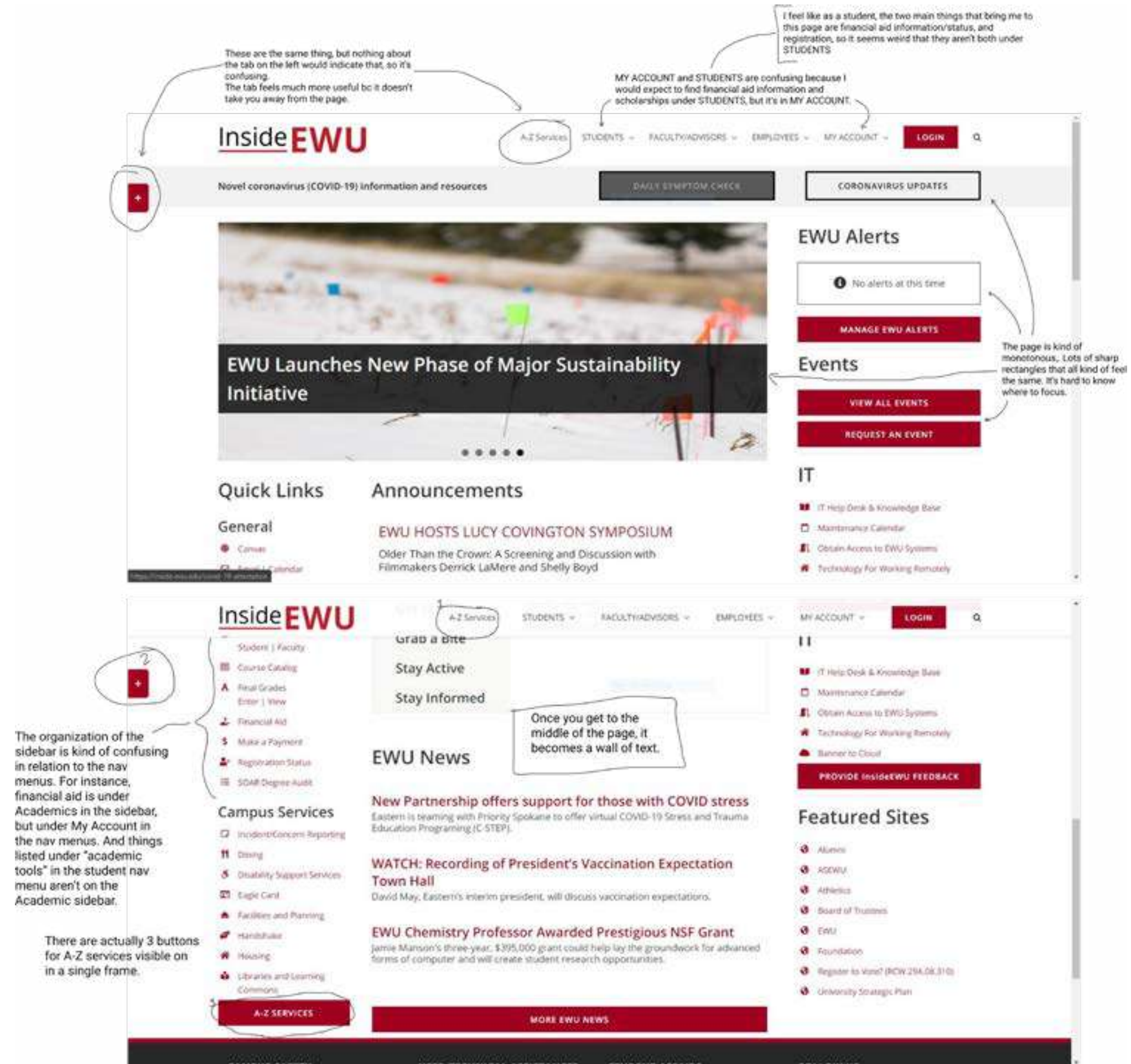
## The Goal:

To reimagine the existing design, improving intuitive user flow, skimmability, and content organization.



# The Research:

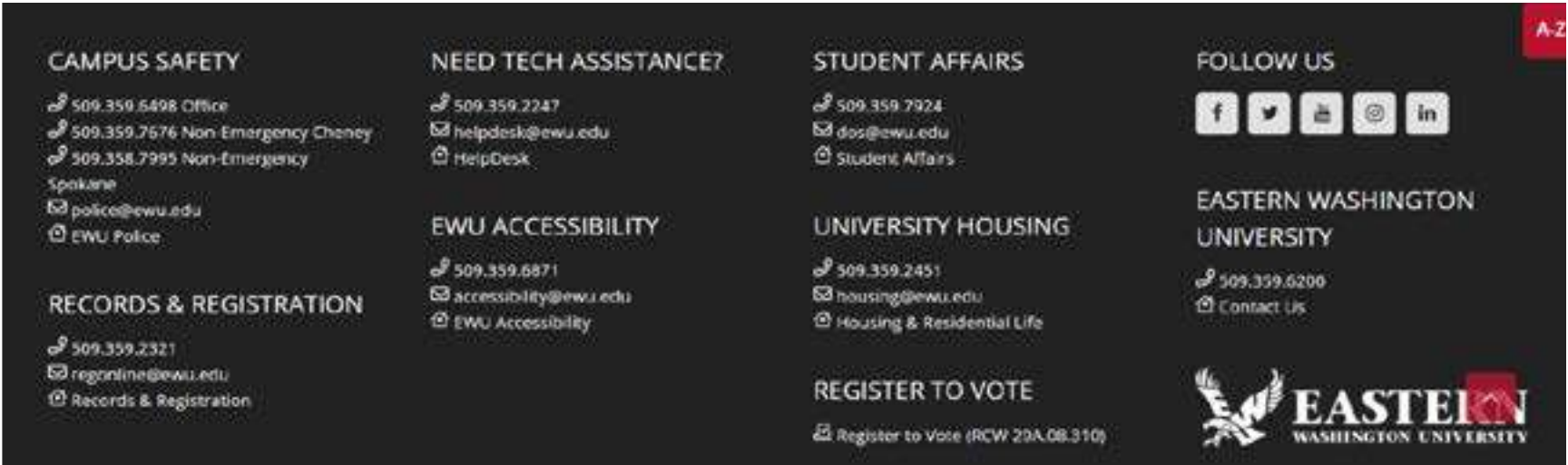
I kicked off the project research with heuristic markups. This meant spending time walking through the web page while taking notes on the experience, what was working and what was confusing. Doing this gave me a deeper understanding of the navigation experience and allowed me to identify various pain points throughout the design.



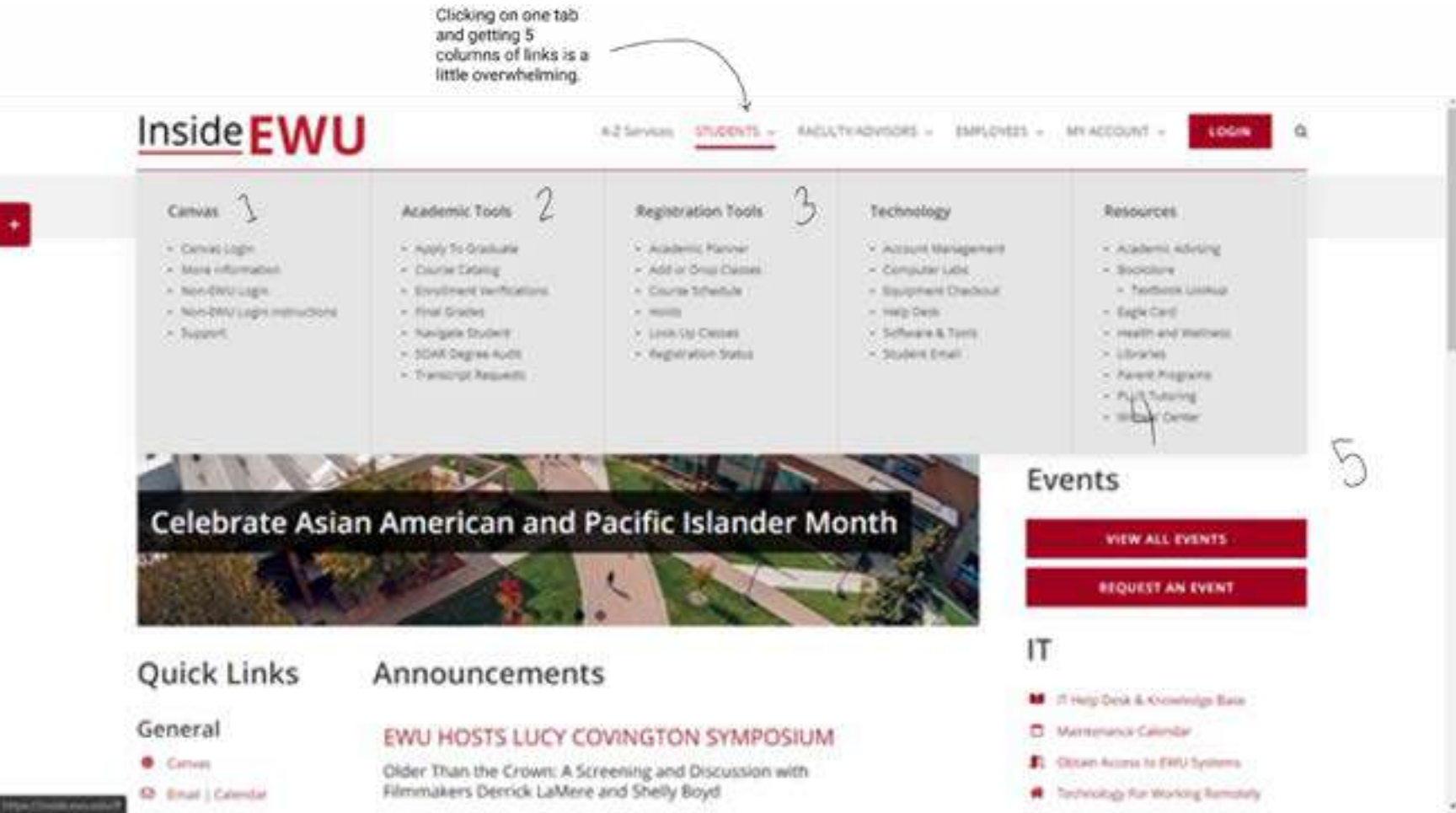
# The Research:

During the markup phase, I discovered that the page footer was essentially hiding tons of important contact information for everything from student registration to housing, and campus safety.

Additionally, the dropdown menus were dense and visually monotonous.



Original InsideEWU website footer.



Original InsideEWU dropdown menu



# The Research:

To make sure I fully understood the content and how best to organize it, I conducted a content audit. This meant combing through the page, writing down all of its content, what it is, and where it currently lives. Doing this helped me find the duplicated content, as well as fix organizational issues.

## What changed?

- Unnecessarily duplicated content was removed. This included duplicated links and content that repeated in different modules, such as a column of news links that were already displayed in a carousel.
- Financial aid information was originally located in both the head navigation bar and the sidebar under two different categories. These were consolidated and moved to the Student menu where it made more sense as one of the primary student concerns.
- Contact information originally pushed to the bottom of the page was given a more accessible location.



# The Design Process:

Once I got a sense of what wasn't working in the current design and had a deeper understanding of the content, I began designing the wireframes.

This is where I began arranging the website's revised content, branding elements, and establishing a layout.

With the first draft complete, I reached out for user feedback. My main concern was whether the layout made sense, and people were able to find what they were looking for quickly. I also wanted to know how the experience felt





# The Design Process:

Feedback in hand, I began reworking the design. This meant swapping out a series of dropdown menus (in the *Explore* module) for a modified card system that saved space and was more user-friendly, as well as condensing all news to a single module.

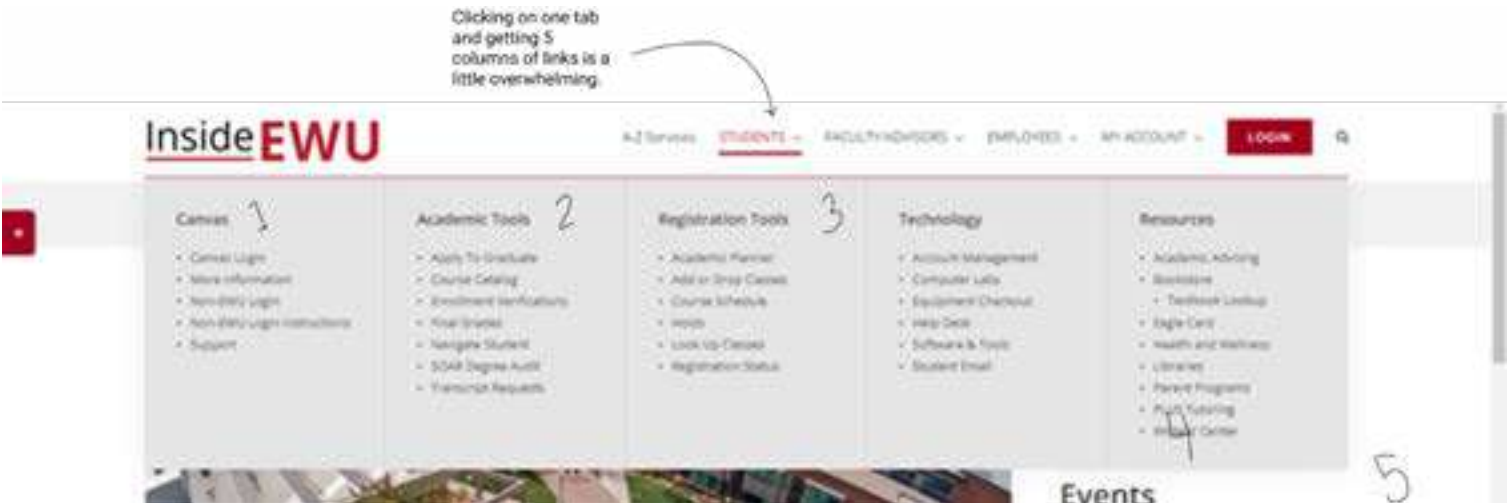


# The Design:

The new dropdown menus incorporate EWU brand colors, and the softened edges used throughout the new UI.

The contact info cluttering the original footer now has a central, easily found location, and the new footer is clean and directs users to the university’s social media.

## Before

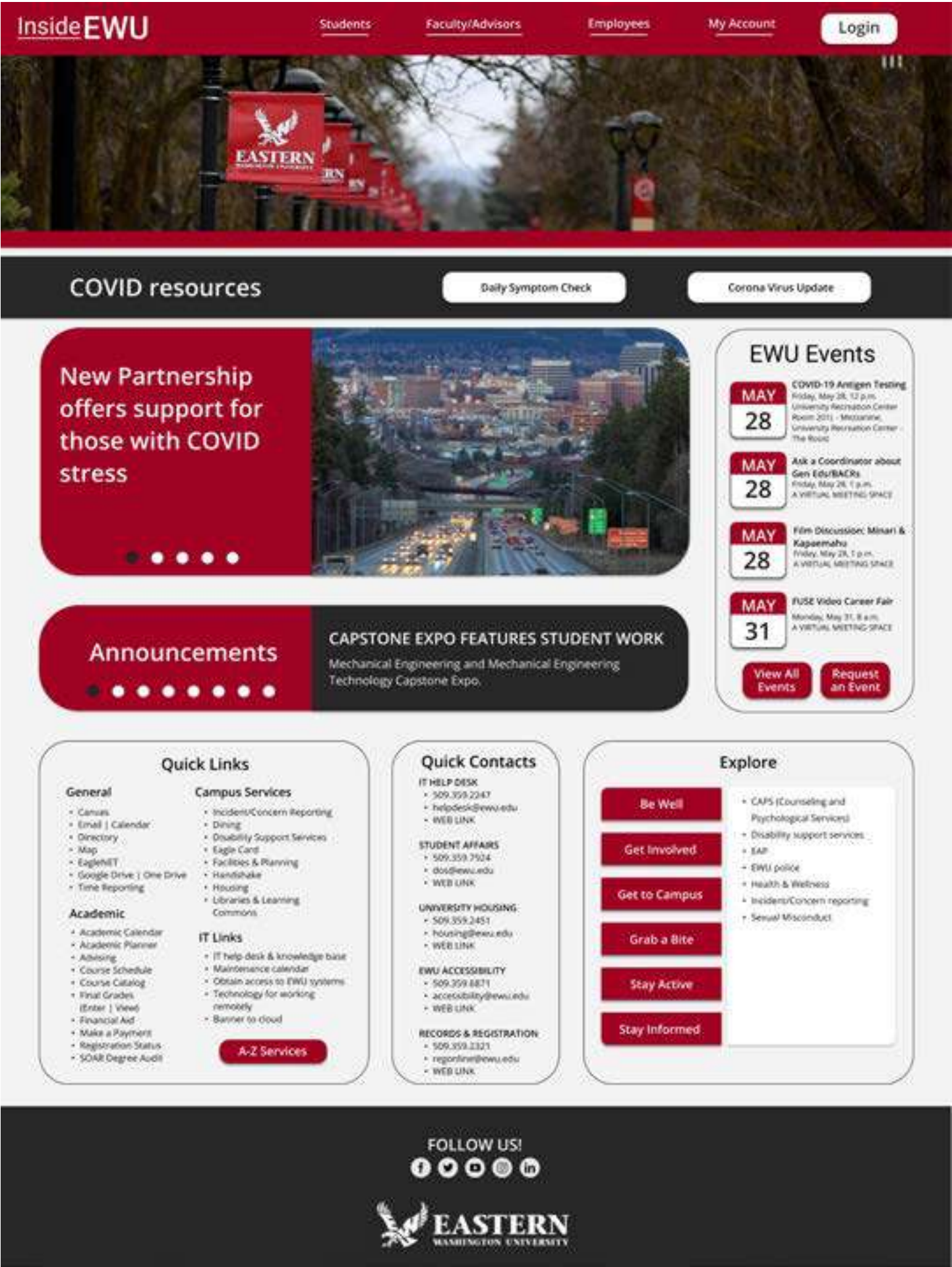


## After



# The Design:

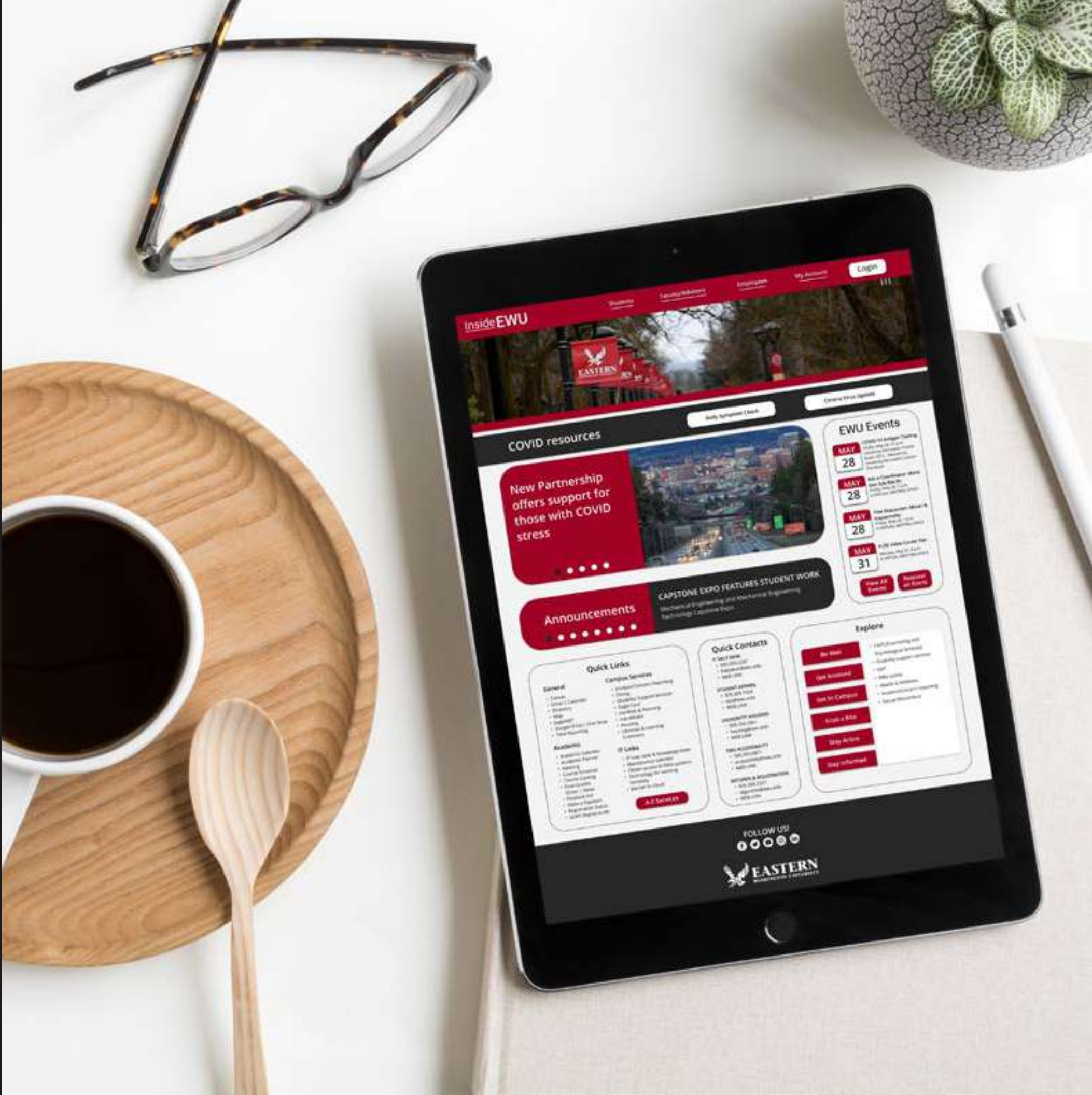
The final design uses EWU's branded colors and fonts, and is more visually engaging, with softened edges and a banner showcasing EWU pride.





# HI-FI Prototype

The new design means that students, staff, and faculty can better use the website on the go.



# Smart Thermostat UI (concept)



Programmable thermostats are available from comparably low-tech manual devices with minimal features, to high-tech smart devices with dozens of features and programming options. The purpose of this project is to assess user needs and develop an intuitive and stylish new smart thermostat UI.

<b>Tasks:</b>	Product research Design UI graphic elements Sketch concepts Build wireframes Build prototype Conduct user testing
<b>Platform:</b>	Smart thermostat
<b>Design Tools:</b>	Figma Excel pencil & paper
<b>UX Methods:</b>	Comparative assessment Feature inventory UX questionnaire Lo-fi wireframing Hi-fi prototyping Usability testing

## The Problem:

The variety of smart thermostats on the market means that there is a wealth of features. Some features users have come to expect, and others clutter and create a confusing experience for less tech-savvy users. How do you make programming a thermostat an intuitive experience for users of all technology comfort levels?











## The Goal:

To find a comfortable middle-ground between the highest-level smart thermostats and standard manual models, with a UI that is easy to understand and navigate.



# The Research:

For this project, research began with a competitive assessment. I chose a range of five (5) smart thermostats on the market and completed detailed walk-throughs to determine what worked, what didn't, and what potential users expected from a smart thermostat.

PRODUCT	DESIGN	FEATURES	FLOW	INTUITIVENESS	STRENGTHS	WEAKNESSES	OPPORTUNITIES
 <p>Honeywell Round Non-programmable Manual Thermostat</p>	 <p>Definitely a dated interface, but unobstructive, domed design that blends into the room well.</p>	Heat/Cool/Auto settings, Indoor temp sensing, compatible w/ multiple heating systems, 1 stage heating/cooling	N/A	Simple manual design is v/ easy to use. The lower needle displays the current temp, but may be confused for a 2nd setting.	Non-obstructive design = v/ easy to use	Domed cover on the interface gives a glare. Cannot be read from a distance. Not programmable.	Improve readability, maybe add a backlight. Maybe a simple manual lock to hold a temp setting a place/prevent it from changing if bumped.
 <p>Nest Learning Thermostat - 3rd Gen</p>	 <p>V/ sleek, modern design. Hi-res display on a round, hockey puck shape. Surprisingly unintrusive looking.</p>	Heat/Cool/Auto settings. Auto-scheduling/programming (it "learns" user schedules). RC via Google Home, Alexa, App. Geofencing (adjusts temp depending if the user is home or away). Econode, Usage history, Temp lock, Sunblock (adjust temp if sensor is in direct sunlight). Display options (temp, analog clock, digital clock) Compatible w/ multi-stage heating/cooling systems	Simple, uncluttered home screen w/ great flow between feature screens. Navigation is achieved by rotating the outer ring and tapping the bottom edge of the interface to select - this feels very natural.	The basic features (temp setting/eco mode/fan/etc) seem v/ intuitive. The dial+tap motion is surprisingly intuitive even across different actions (scrolling vertically & horizontally) - More in-depth features seem less intuitive (scheduling for instance). Overall, the interface does a good job of explaining its functions as you go.	Non-obstructive & attractive design. Intuitive home screen + basic features. Eco features. RC across devices. Programmable. Semi-customizable display.	Some features have confusing interfaces (temp scheduling). Navigating the features becomes more confusing as you go deeper.	Simplify or better explain certain features. Further customize display by having a choice of accent colors
 <p>Honeywell TS+ Wi-Fi Smart Thermostat</p>	 <p>Sleek minimalist square design w/ soft edges. Mirror finish on screen.</p>	Heat/Cool/Auto settings, RC w/ Siri, Alexa, and app, geofencing (home/away), screen lock, filter change alerts. Compatible w/ multi-stage heating/cooling systems.	Limited flow b/c most functions are controlled w/ the home screen. The overall layout is direct.	It's v/ easy to figure out, but the + buttons seem like they should be used to control settings other than the temp, but everything else is controlled by tapping the button until the desired mode is selected - this seems cumbersome and possibly confusing.	Remote adjust temp, simple design, filter change alerts seem handy, relatively unintrusive/attractive design.	Interface style looks dated. Somewhat confusing layout in terms of relating element displays to their controls.	Elements could be grouped together better to make their relationship/function more apparent. (Many ppl think the fan and heat modes by the temp are buttons). Usage reports and an indicator of eco-friendly temp settings would make it "smarter".
 <p>Ecobee 3 Lite</p>	 <p>Sleek, extremely minimalist square w/ soft edges. Interface has a somewhat flat finish.</p>	Heat/Cool/Auto settings, RC w/ Siri & app, geofencing (home/away), vacation mode, programmable, control access (choose which settings can be changed w/o a passcode), compatible w/ multi-stage heating/cooling systems.	Flow reminds me of smartphone navigation, i.e., long vertical menus of titlecards, scrolling, etc. It flows well, but it doesn't match the minimalist aesthetic of the home screen.	Perhaps b/c it is designed like a phone screen, it is v/ intuitive. The home screen is simple and direct.	Clean interface, attractive, ios & android apps, geofencing, access control.	Minimalist aesthetic of home screen isn't consistent throughout the interface. Geofencing requires an Apple TV to activate, so that's limiting.	Get rid of Apple TV restrictions, have it interface through your smartphone instead. Eco-friendly indicator (like the Nest leaf), screen "wake-up" options (on-tap, at x or y distance, etc)
 <p>Emerson Sensi Touch Smart Thermostat</p>	 <p>Attractive enough, but definitely looks like tech on your wall. The design resembles a small tablet or smartphone.</p>	Heat/Cool/Auto settings, RC via Alexa, Google Assistant, Apple HomeKit, & Samsung SmartThings (iOS & Android apps). Usage reports, smart alerts (detects extreme temps/humidity in home), programmable, compatible w/ multi-stage heating/cooling systems.	V/ simple, minimal flow.	V/ straightforward & easy to figure out.	Simple interface, RC, usage reports.	The interface is kind of conspicuous - it glows blue when cooling kicks on & orange when heat kicks on.	Opportunities to customize the display (dark mode? Time out, choose display content), again, some indicator of eco-friendly temp settings.

# The Design Process:

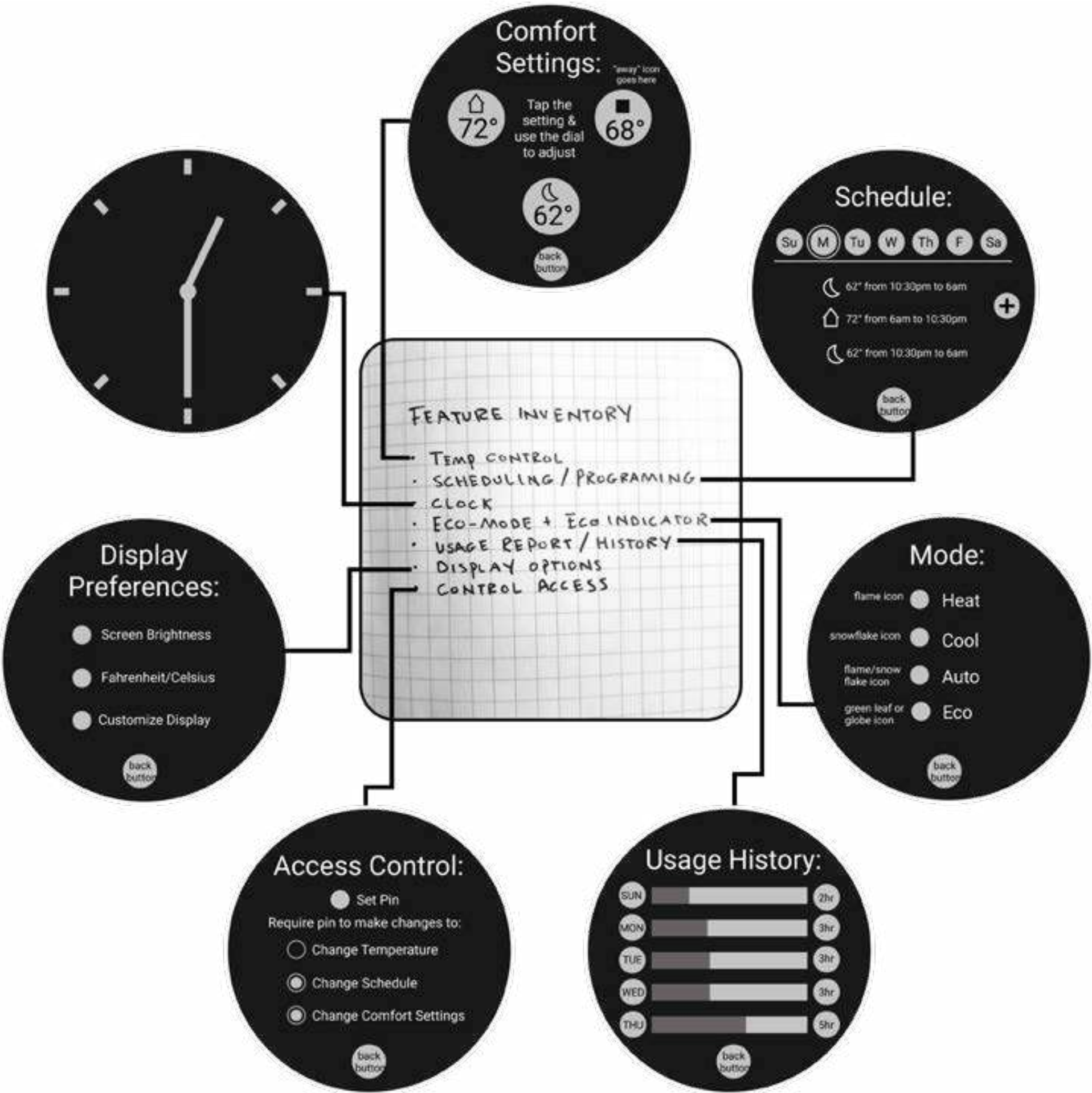
Once I had a decent understanding of user expectations I wrote out a feature inventory and began building the layout for the screens and making note of the kinds of icons the UI would need to make the information accessible. I also began thinking about how the user would interact with the thermostat, and concluded that I would combine both touch-screen and manual interactions.

While the majority of the features would use touch-screen interactions, a few would use the rotating outer-ring of the thermostat to make adjustments. These features would be things like adjusting temperature settings, and setting the time/date. Doing so accomplishes two things:

- 1: It helps to bridge the gap between users used to manual devices and the new smart models.
- 2: It uses a physical action in place of creating more screens, keeping the UI simple and uncluttered.



For example, adjusting the temperature requires tapping to temperature display on screen, then turning the outer-ring.





# Feedback:

At this point of the design, I am most focused on whether the navigation of the UI makes sense, so I sought out user feedback by conducting usability testing. I asked five (5) people how easily they could navigate the UI, and where they ran into difficulties.

## Feedback Summary:

- Intuitive layout
- Satisfied with feature options
- Found the aesthetic pleasing
- Button size is too small in some screens
- Context confusion (does the humidity display mean indoor or outdoor humidity? What does the house or moon icon indicate?)
- Placement issues (menu and icon placement, content listing order)

PERSON 1

- Likes the aesthetic  
↳ Sleek, reminds them of a "gentleman's watch"
- Super easy to navigate
  - got stuck in the clock setting b/c my call-back was kind of hidden
  - screen brightness was hard to work in the prototype b/c they couldn't hit the right spot

PERSON 2

- Likes the design  
↳ "feels very intuitive"
- Settings, Modes, Scheduling all make sense
- liked the weather data feature
- liked the order of the icons / options
- liked the Access control options
- liked the aesthetic of the analogue clock
- No negative feedback

PERSON 3

- could understand the menus and settings  
↳ knew what to click & how it was supposed to work
- Buttons in the number keypad seem a little small

PERSON 4

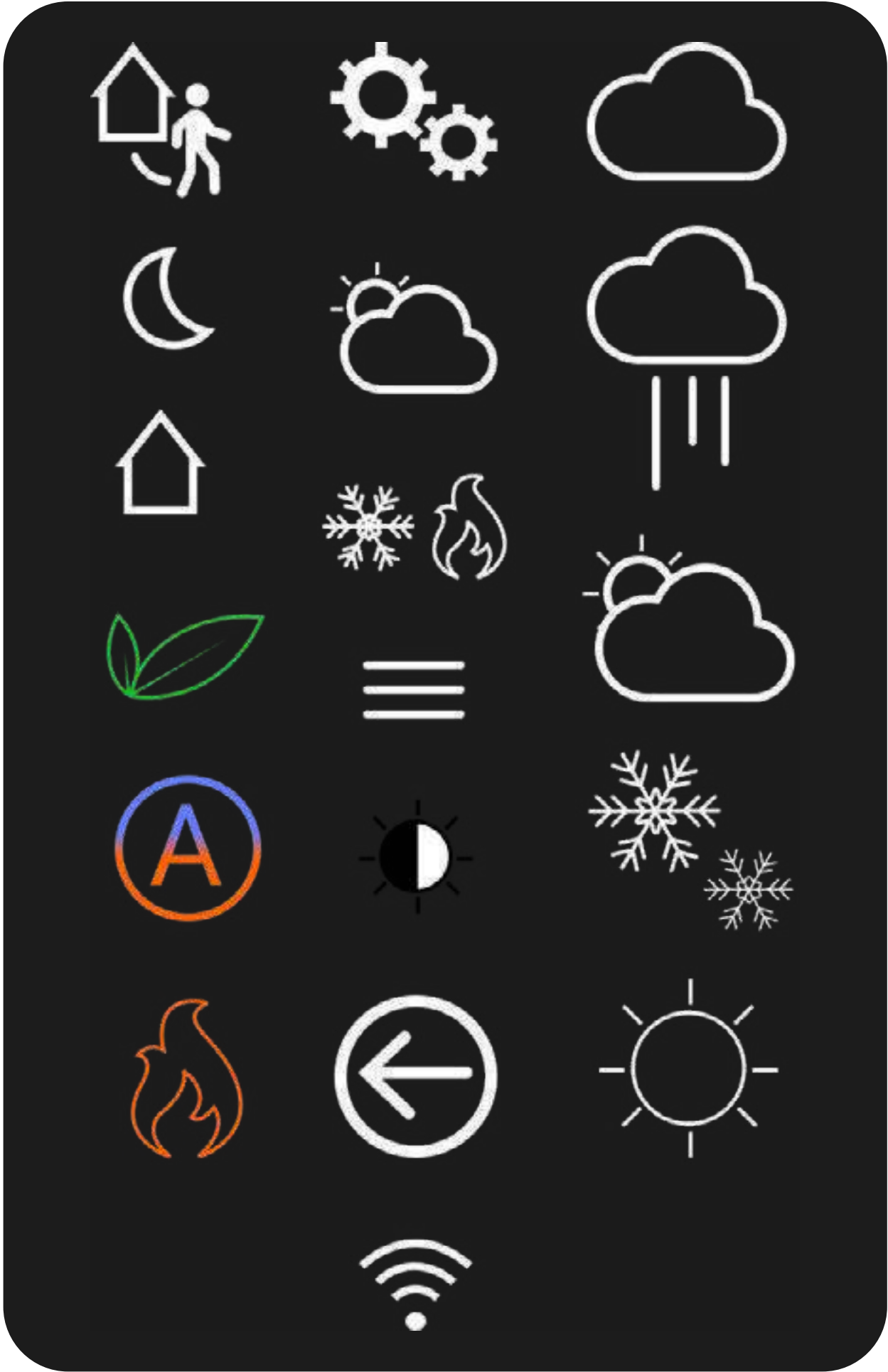
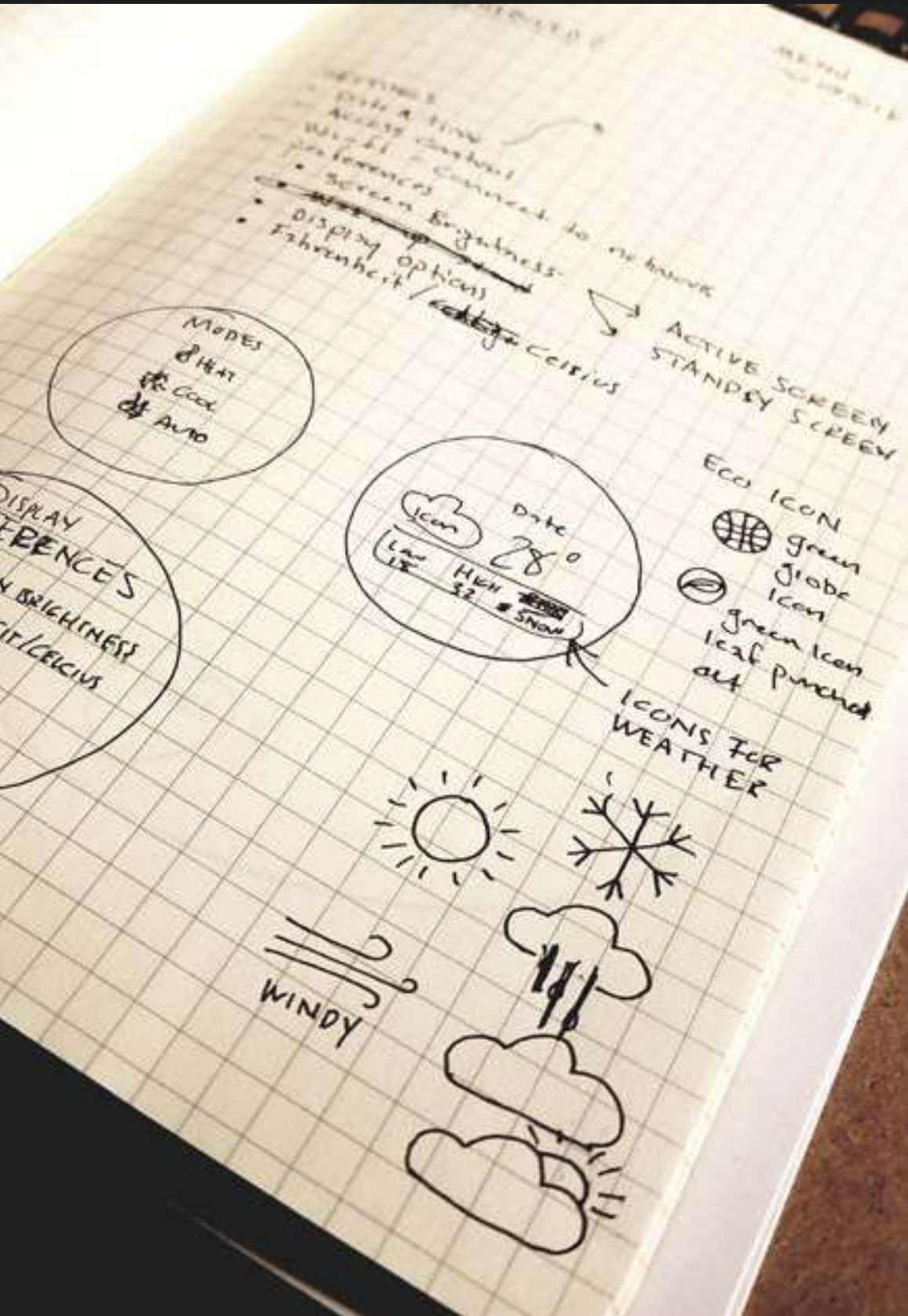
- Thought the weather button would make more sense under the current weather icon
- include labels in comfort settings
  - Wasn't sure what the house or Moon indicated
  - didn't like the Fahrenheit/Celsius as a question
  - "current temperature" in home screen content menu seems like it should be "Temperature Settings" or "Set temperature"
  - Is the humidity level inside or outside?
  - Colors seem unnecessary
  - Home screen content may be better if it was ordered the same way the home screen is

PERSON 5

- Liked "Everything" except that the weather feature wasn't below the current weather icon on the home screen

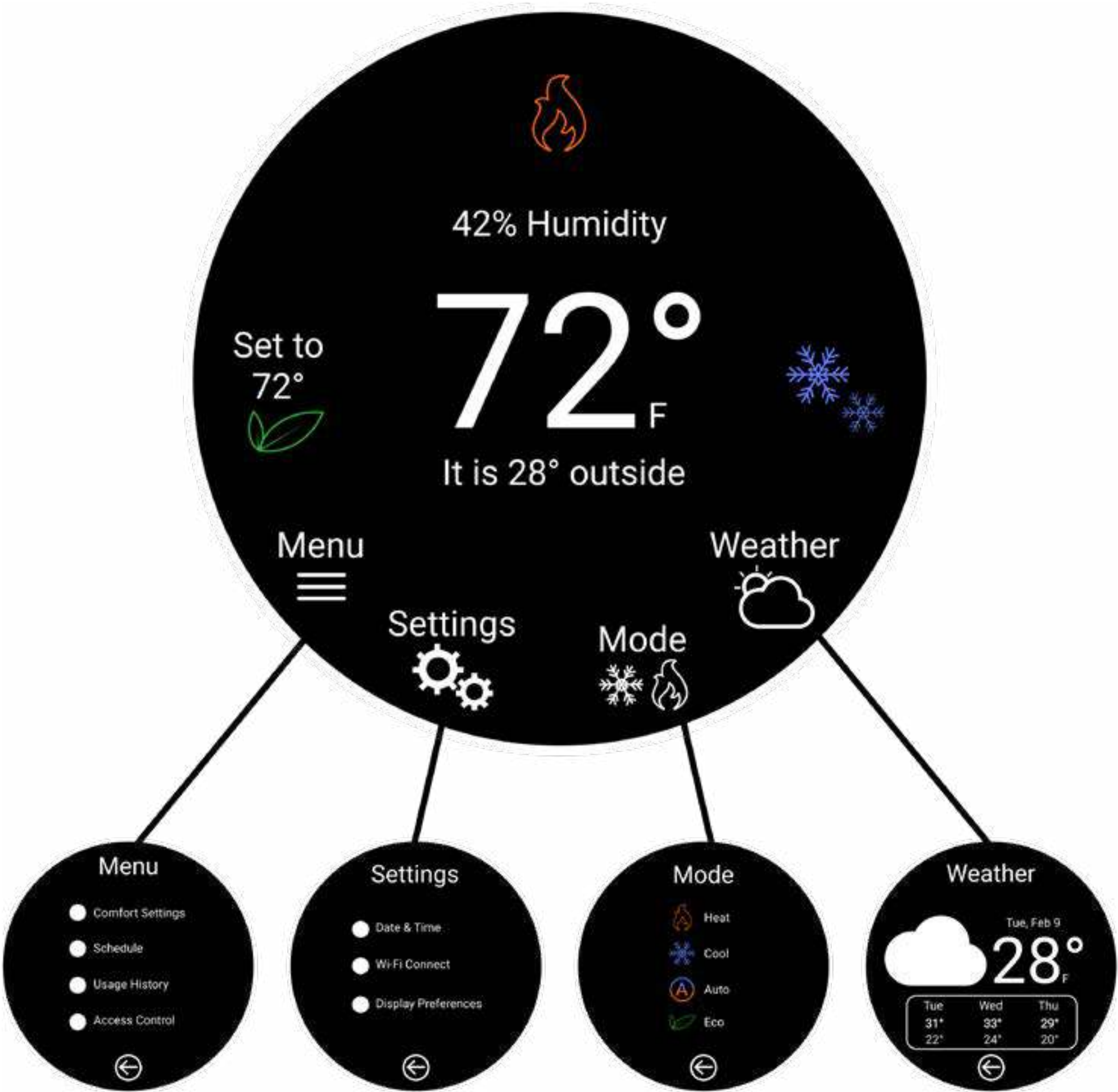
# The Design Process:

With user feedback in hand, I began designing the icons for the UI. The icons are needed to build the hi-fi prototype.



# The Design:

I listened to user feedback and made several corrections to icon placement, content order, and the size and space of UI elements. The final draft of the Thermostat interface is visually uncluttered, with clear options and navigation.

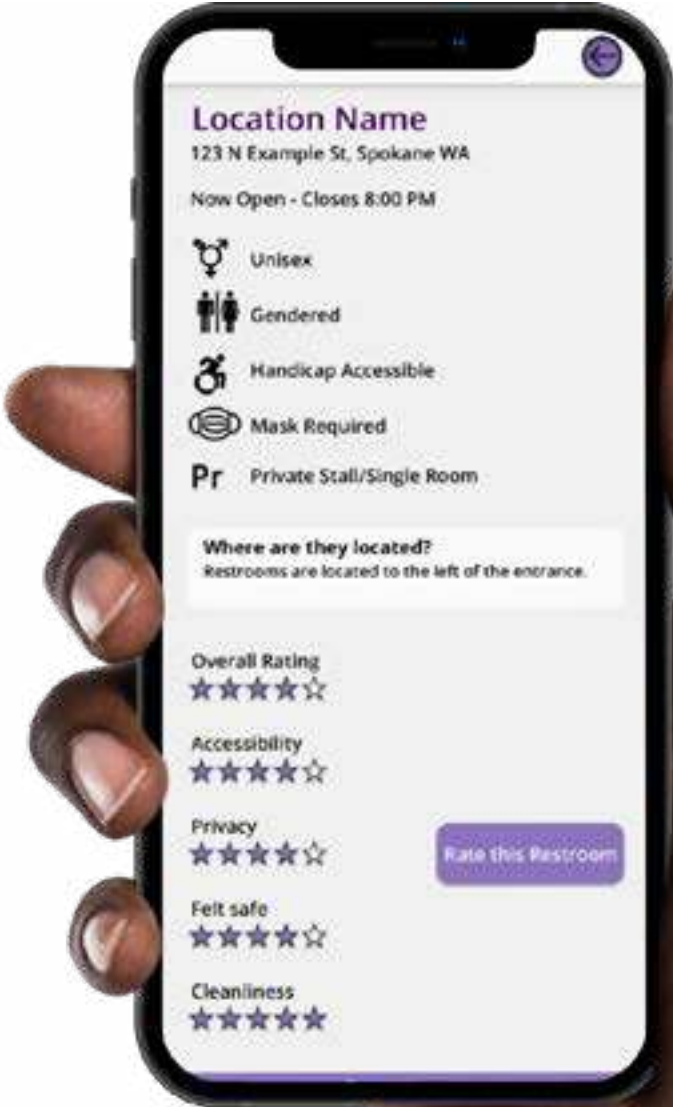




## HI-FI Prototype:



# TransSafety App



Transgender individuals face a series of complicated social issues. Violence against the trans community means that many trans and gender-nonconforming people do not feel safe using public restrooms.

Avoiding using the restroom means that many people face adverse health effects, such as dehydration and infection.

The TransSafety mobile app is a simple directory that users can contribute to, creating a growing database of safe locations and information to help our Trans and gender-nonconforming family and friends feel safe.

Tasks:	Research & discovery Conduct comparative analysis Create decision tree & user flow Build wireframes Build prototype Conduct user testing
Platform:	Mobile app
Design Tools:	Figma pencil & paper
UX Methods:	Comparative assessment User research UX questionnaire Decision tree/user flow Lo-fi wireframing Hi-fi prototyping Usability testing



# The Goal:

Design a simple app that quickly informs users of safe restroom options near them.

# The Problem:

Going to a public restroom is an uncomfortable and sometimes dangerous experience for many transgender and gender-nonconforming people. Not knowing if a restroom includes private stalls, or if a unisex option is available makes using public restrooms a gamble for many in the Trans community.

How do you quickly and accurately give people the information they need to feel safe?

What information do users need, how can we ensure the data is useful, and how can we present it in a way that is intuitive and user-friendly?

# The Research:

I began researching the project by seeing what had already been done, and seeking out Trans stories (Youtube and articles were very helpful resources) as well as conducting surveys with trans and gender-nonconforming people.

While similar apps/websites existed, I quickly realized that because they lacked cohesive rating criteria, their information wasn't very useful.

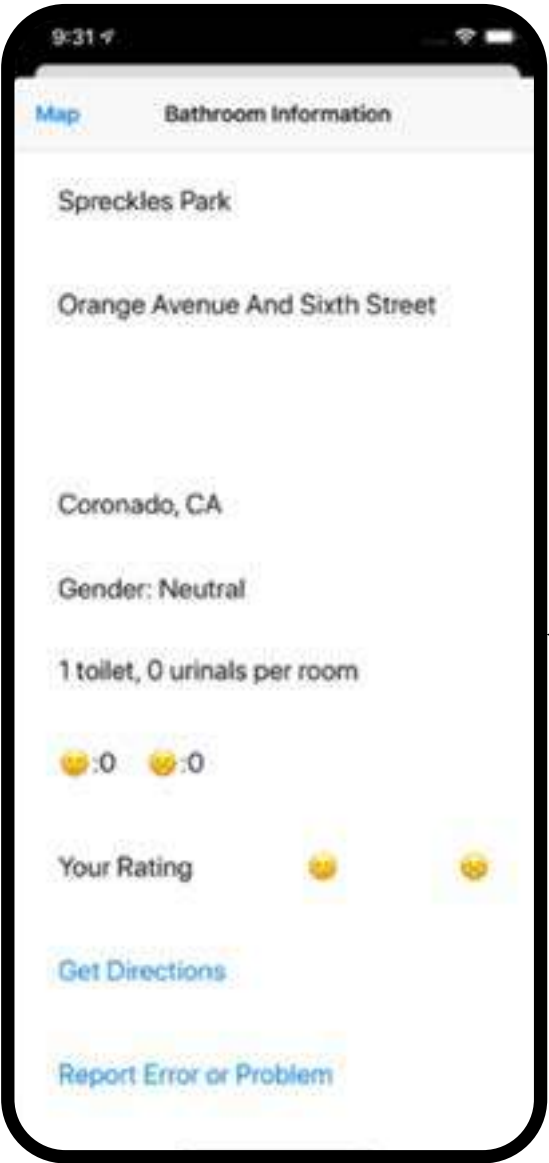
Does 5-stars mean the restroom is LGBT-friendly or that it is clean? Does 1 star mean the bathroom is dangerous, or dirty?

This lack of specificity showed me that I needed to design a rating system that is clearly defined.

## WHAT I DISCOVERED:



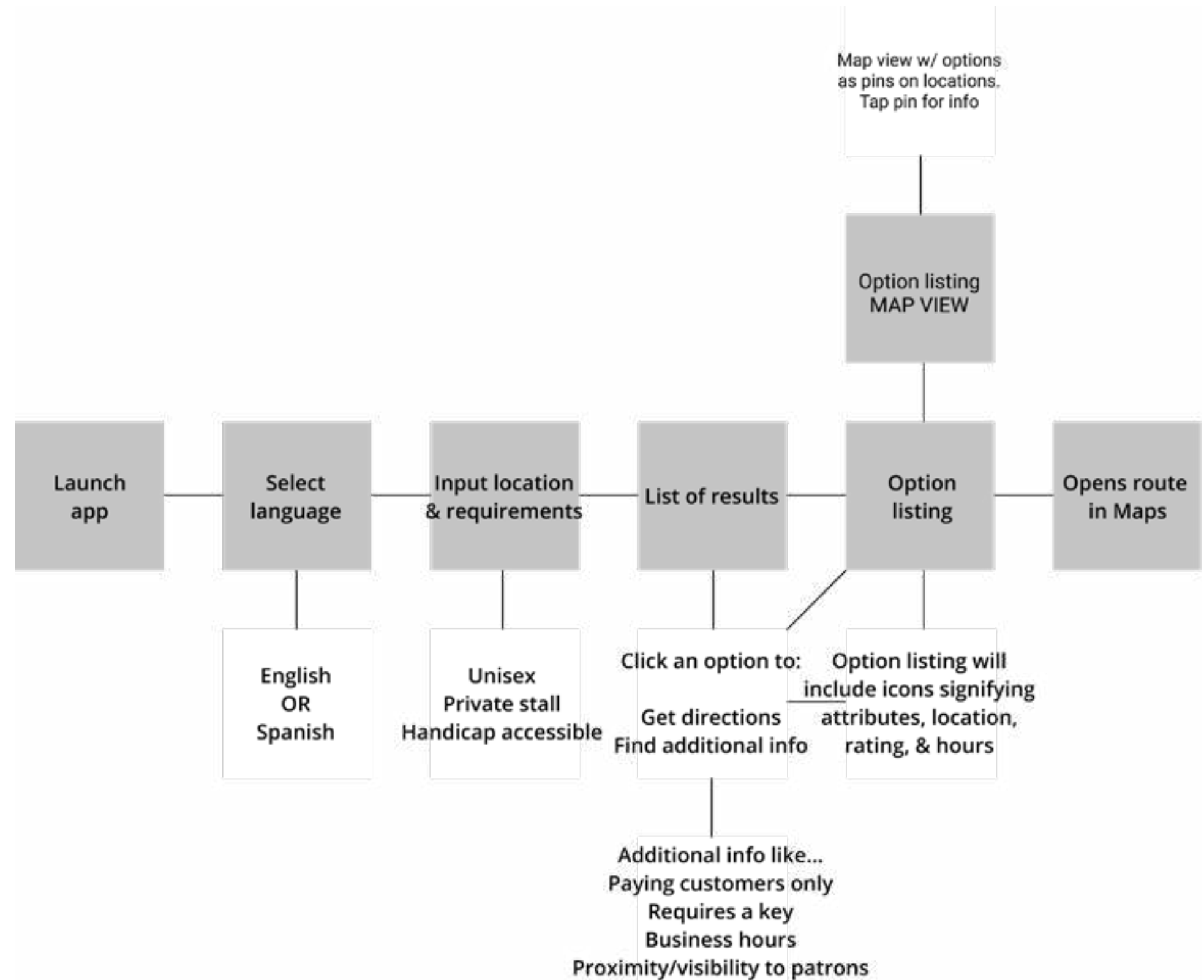
Safe Transgender Bathroom App for iPhone



This iPhone app only uses happy or sad emojis for its rating system.

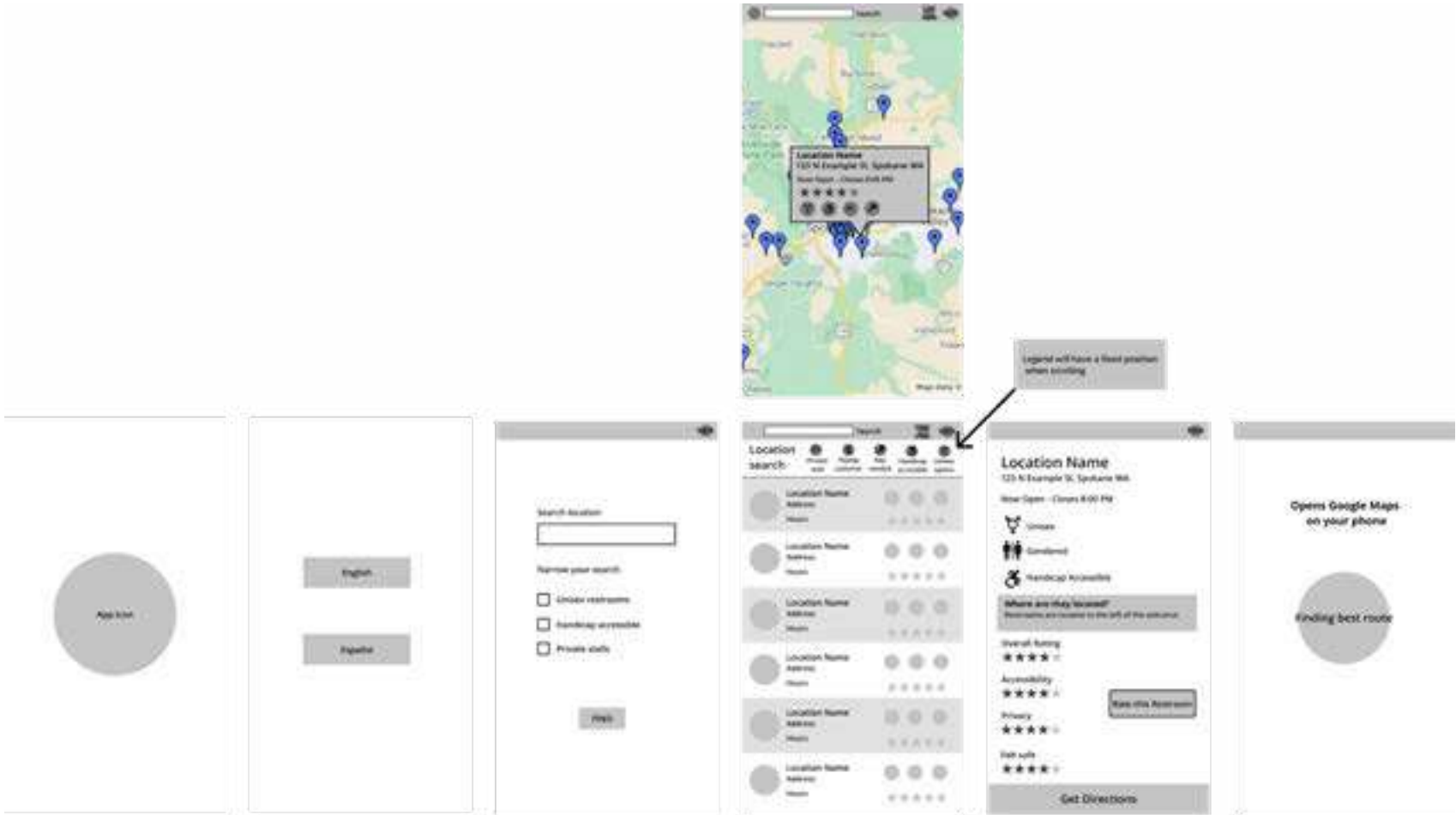
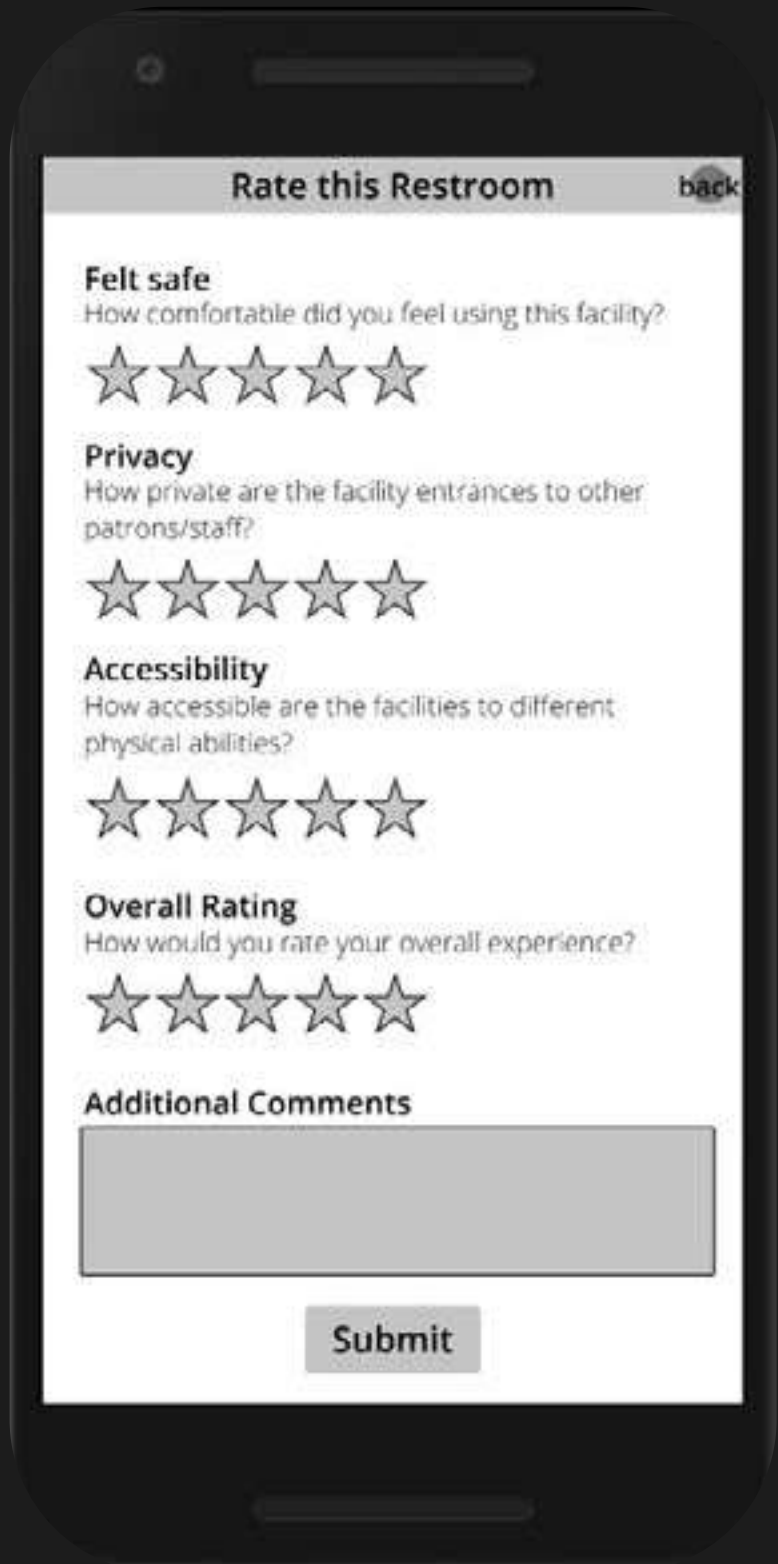
# The Design Process:

Designing began by mapping out how the user would navigate the app, and the kinds of information they would need. This included different restroom configurations (stalls, private room, handicap accessible, unisex, etc) and their different options (paying customers only, requires a key). This was where everything I learned listening to the stories of the Trans community came into play.



# The Design Process:

After I had the user flow mapped out and thought of the user's concerns, I began fleshing out a rough draft of the app.



**When designing the rating system, I broke the experience down into categories:**

- Did the user feel safe in that environment?
- How private were the facilities?
- How accessible were the facilities to people of different physical abilities?
- Rating the overall experience.
- Additional comments

In the final design, I included a rating for cleanliness based on user feedback.










# The Design:

One of the primary goals of the design was to have information at a glance. Thus, info icons became an integral part of the UI



An icon legend is always a tap away on the results page, producing a simple overlay that quickly explains icon meanings as the user browses.

Legend	
	Gendered options
	Unisex options
	Handicap accessible
	Key required
	Paying customers only
	Private/single room
	Mask required

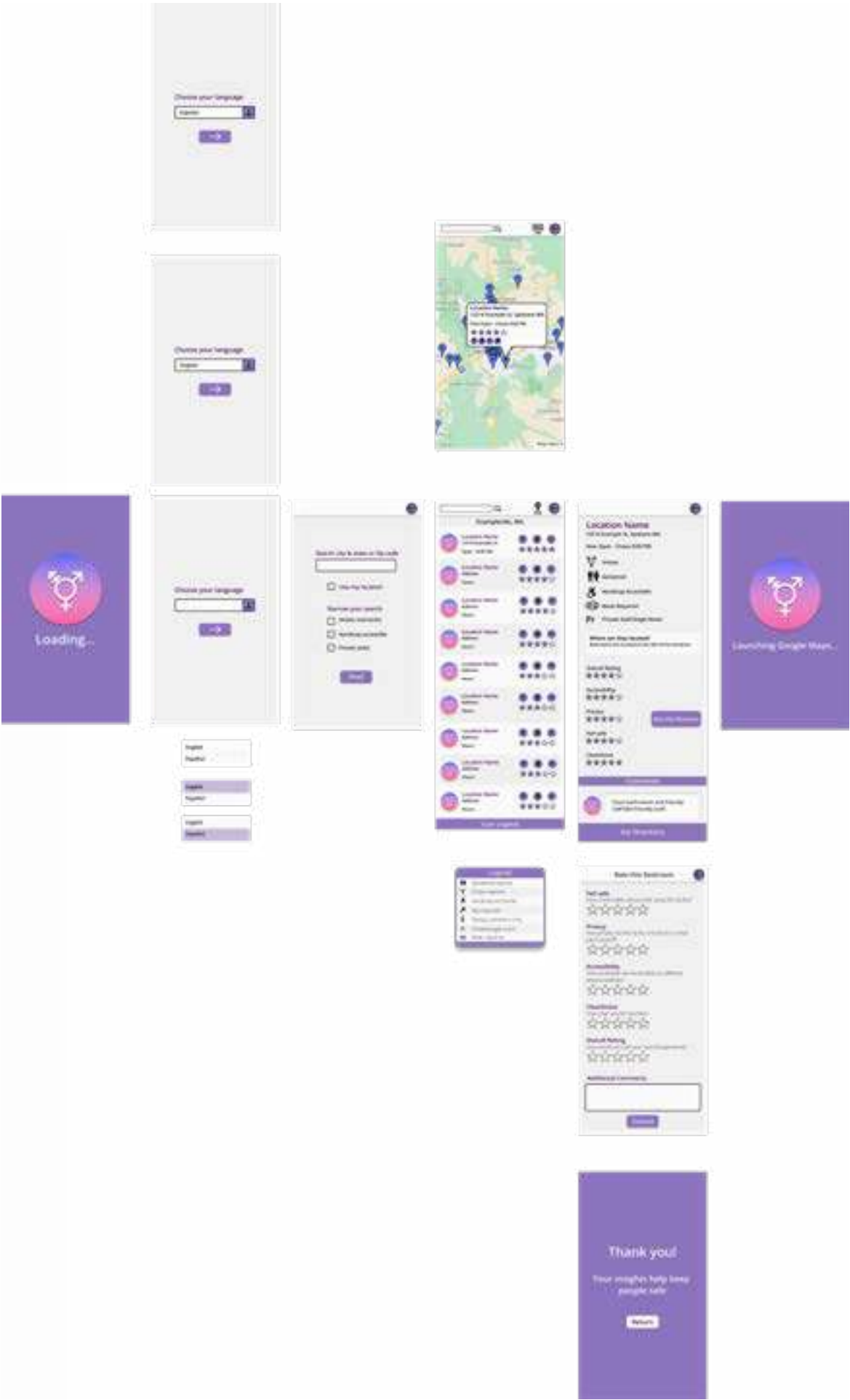
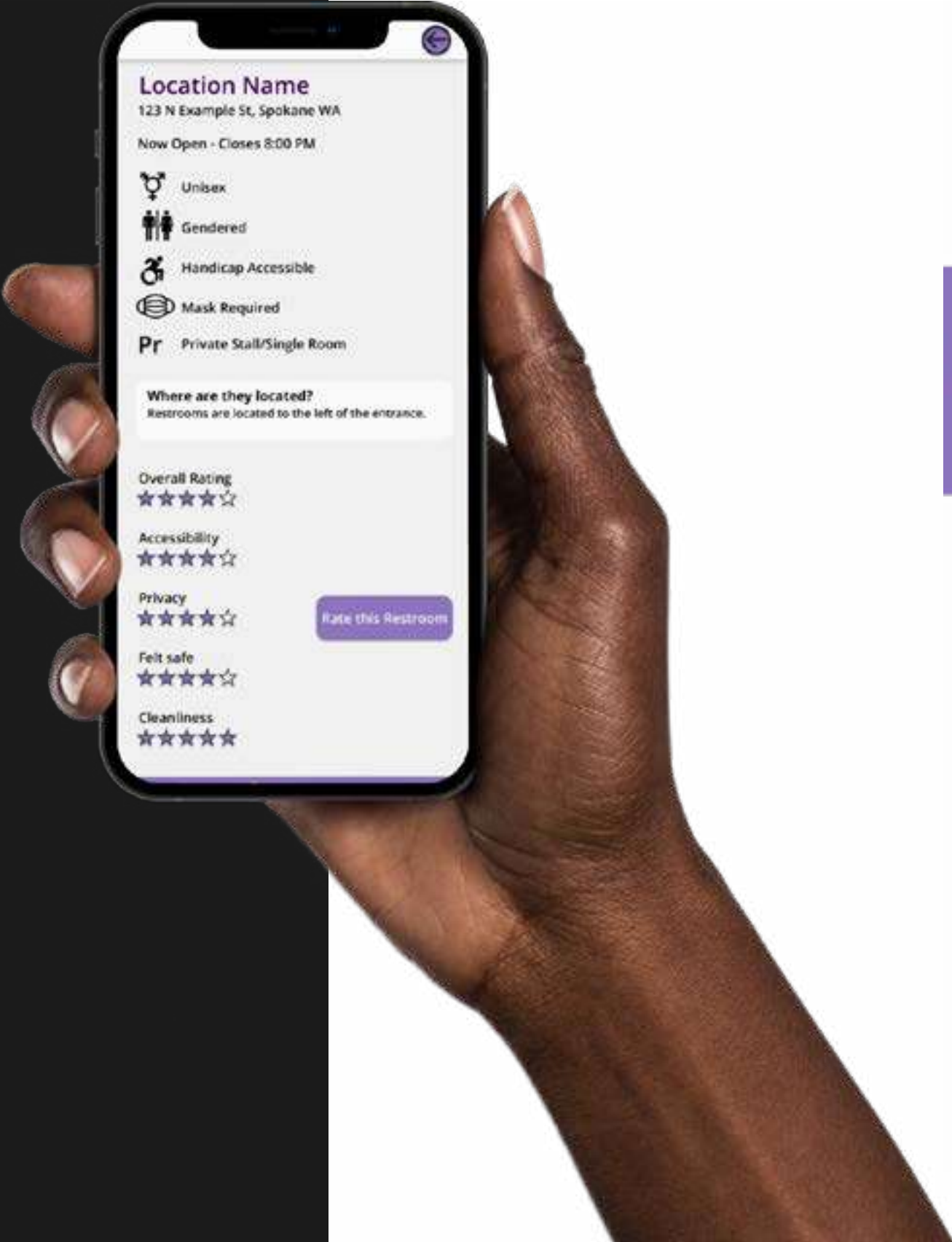




# HI-FI Prototype:

Open on Mobile

Scan with your phone's camera or QR code app to view.



# InstagramTV



InstagramTV is a longform video app by Instagram. It combines the instant stream of content of TikTok with the longform video capabilities of Youtube. As of now, the app is only available on mobile, but like so many mobile apps, the push for bigger is almost inevitable. This is one possible solution for adapting InstagramTV to the 4K TV experience, taking into account it's unique mobile attributes.

**Client:** Concept for Instagram

**Tasks:** Product research  
Content audit  
Heuristic markups  
Build prototype  
Conduct user testing

**Platform:** 4K TV

**Design Tools:** Figma  
Framer  
paper & pencil

**UX Methods:** Design sprint  
Sketches  
Wireframes  
Hi-fi prototyping  
Usability testing

# The Goal:

Intuitively adapt the Instagram TV mobile experience to 4K TV, creating an easily navigable platform that is just as easy to interact with as mobile.

# The Problem:

Instagram has a “mobile first” perspective, which means that their content is uniquely designed to be viewed in the native orientation of mobile devices; vertical. Adapting vertical content to a horizontal platform is challenging because it leaves so much unused space.

Another challenge lies in the differences between mobile touch-screen interactions and navigations, versus 4K TV remote navigation. How do we organize content in a way that retains the Instagram look and feel while accommodating the navigation of this new platform?



# The Research:

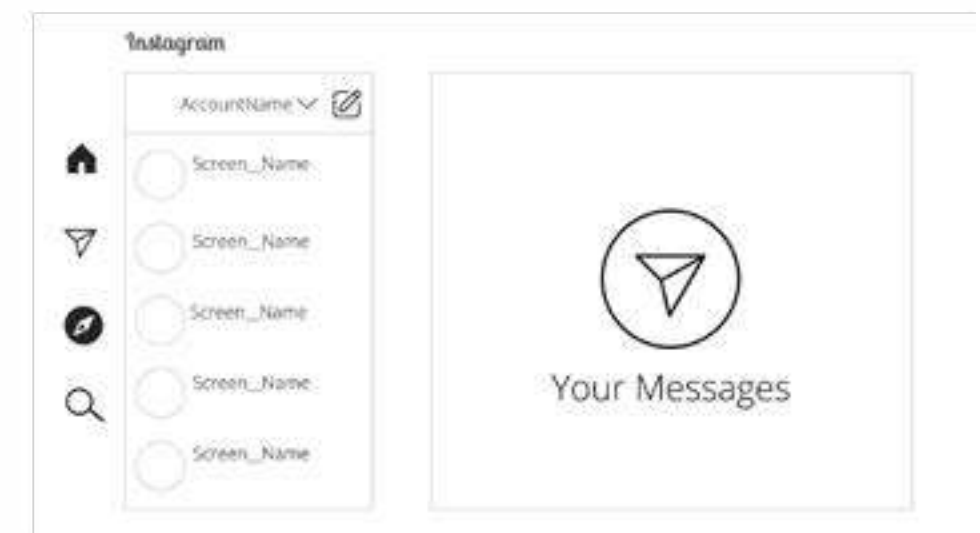
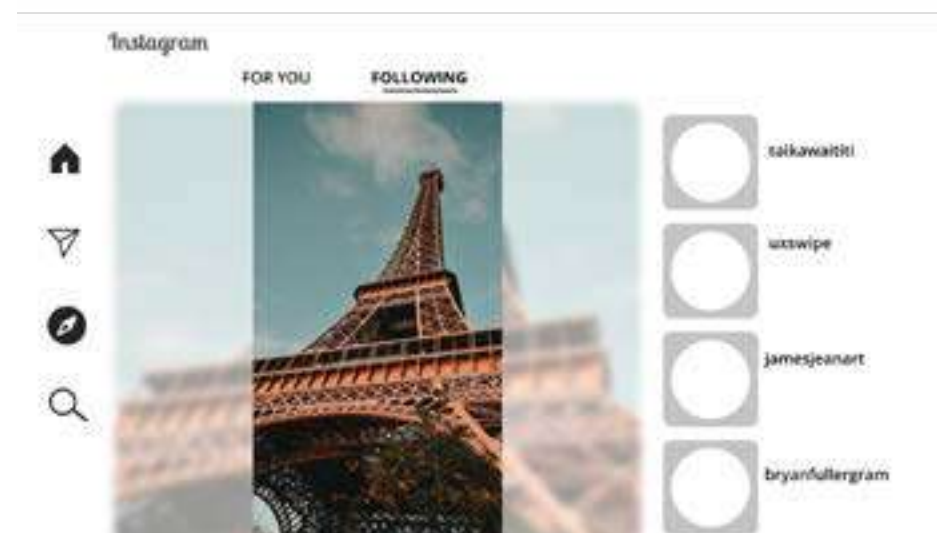
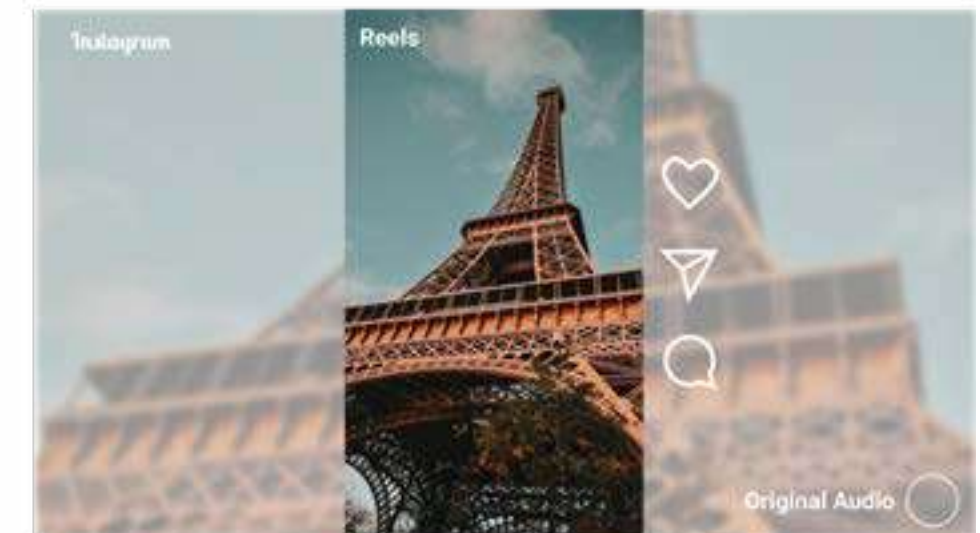
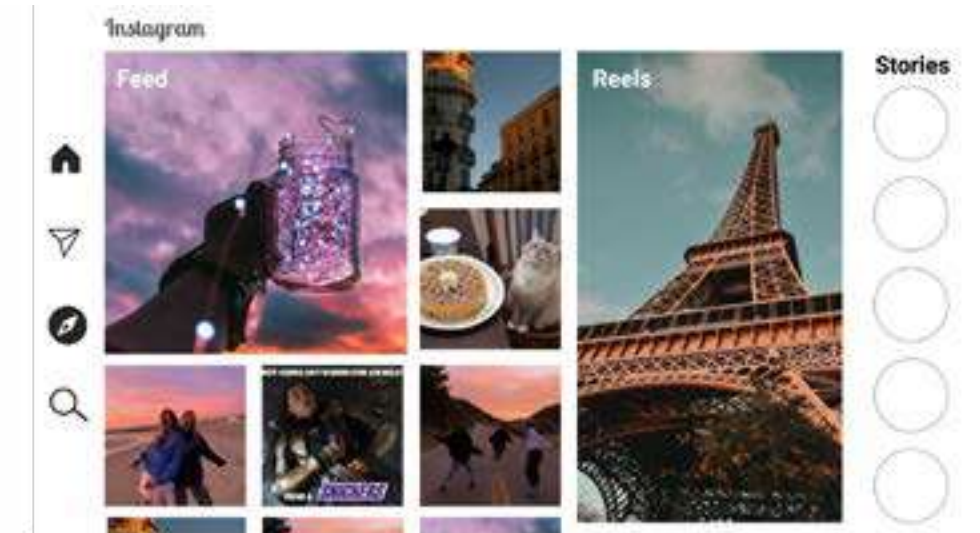
**Design Sprints:** Design sprints are concentrated bursts of rapid prototyping. We begin by defining our problem statement (I.e., how do you adapt vertical content to a horizontal platform?) and then rapidly generate possible solutions and concepts.

This process quickly illuminates what you don't know, and helps direct your future research.

## What don't I know?

- What features are present on the InstagramTV app?
- What content exists on each screen?
- What are the visual elements and assets that users expect from Instagram?
- How have others solved the vertical content on a horizontal screen problem?
- Are these solutions worth pursuing?
- How can they be improved?
- What is the least distracting way to include multiple groups of content?

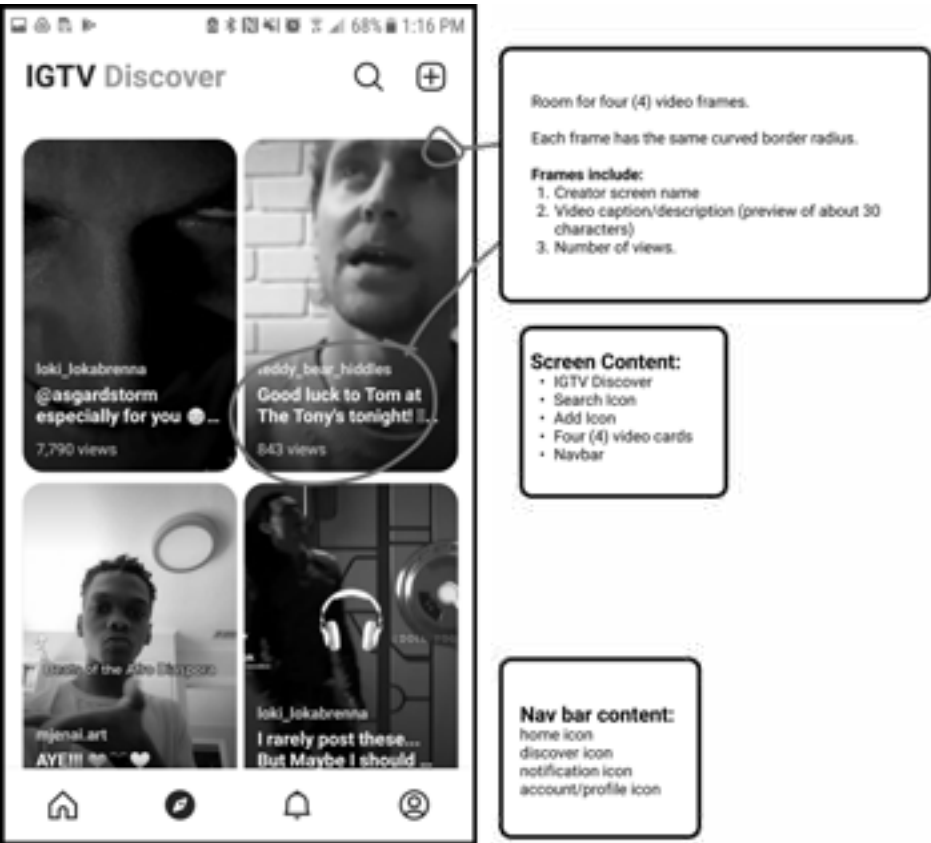
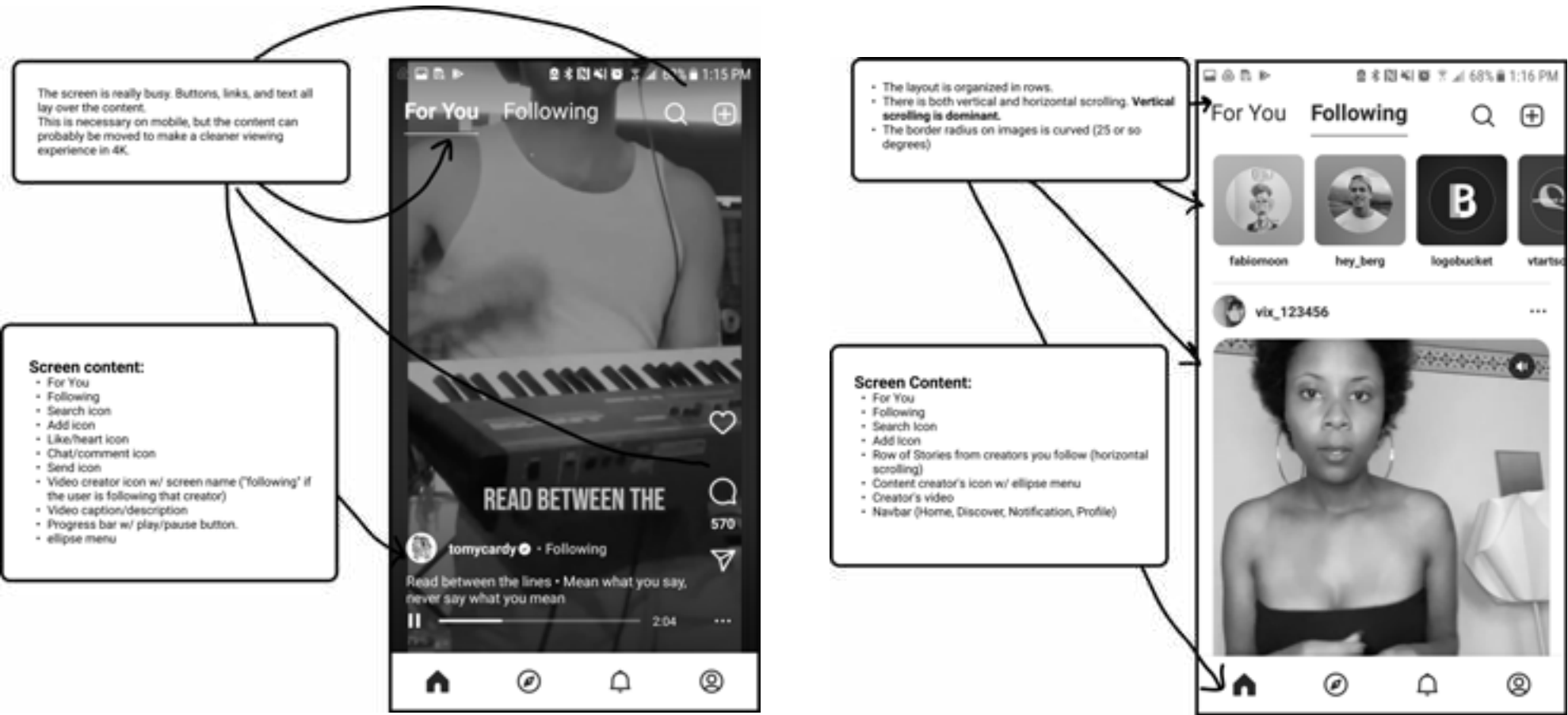
With this list of questions in mind, I focused my research.



# The Research:

I downloaded the InstagramTV app and interacted with it, taking note of the features and content throughout the app.

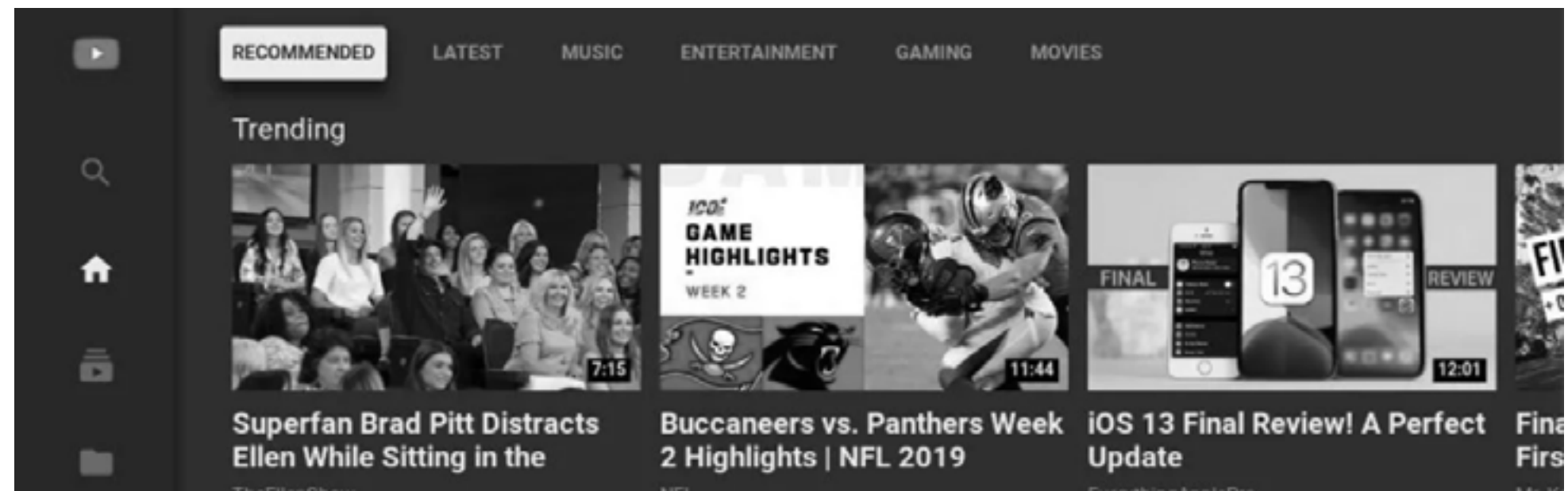
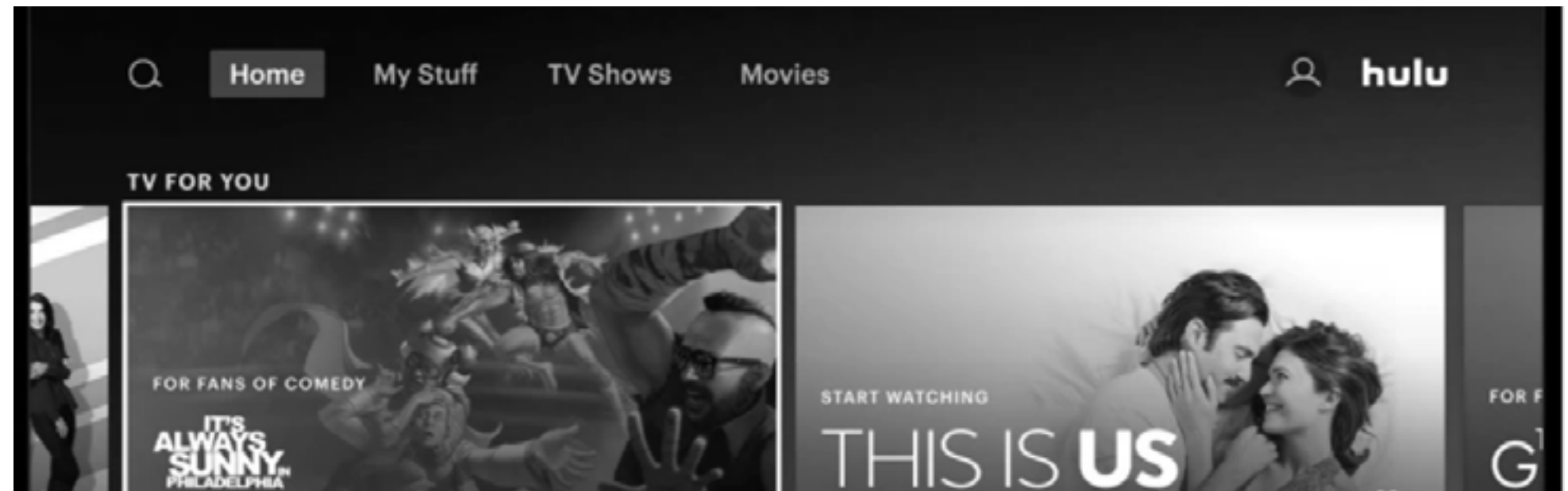
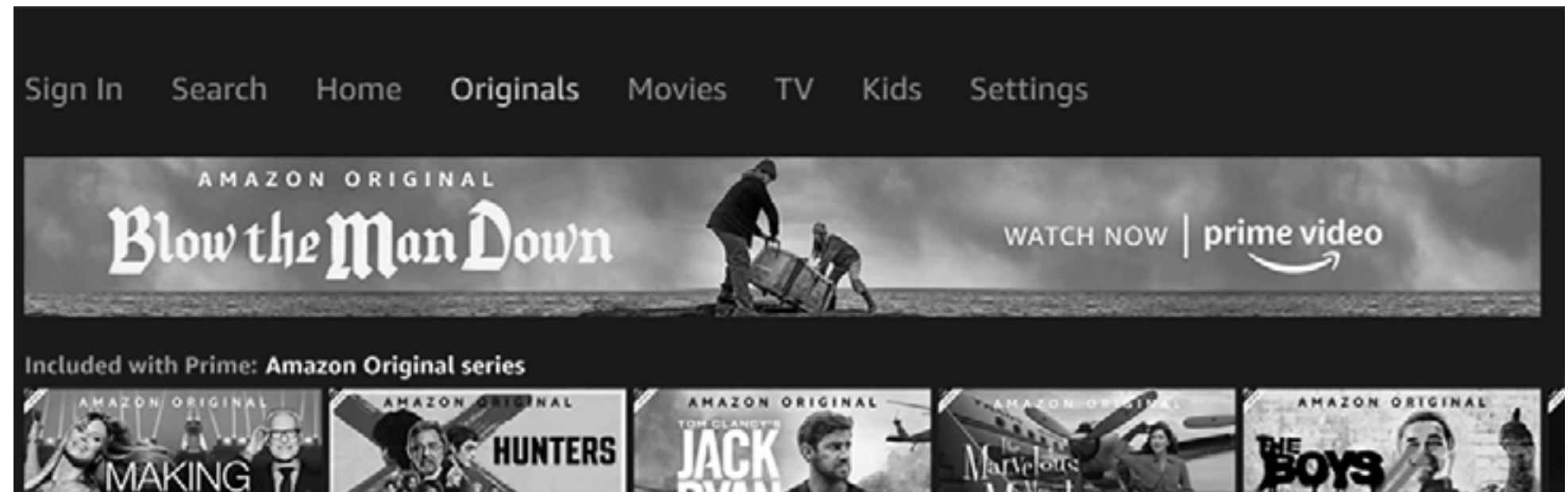
This resulted in a short content audit/heuristic markup where I took note of the content on each screen, its layout and navigation, as well as visual features that make up the Instagram look & feel. This information helped me to start planning out ways to adapt the content to our new horizontal platform.



# The Research:

I then looked at other video apps on TV, taking note of their navigation experience and content organization. Youtube, Hulu, and Amazon Prime were my three (3) primary examples

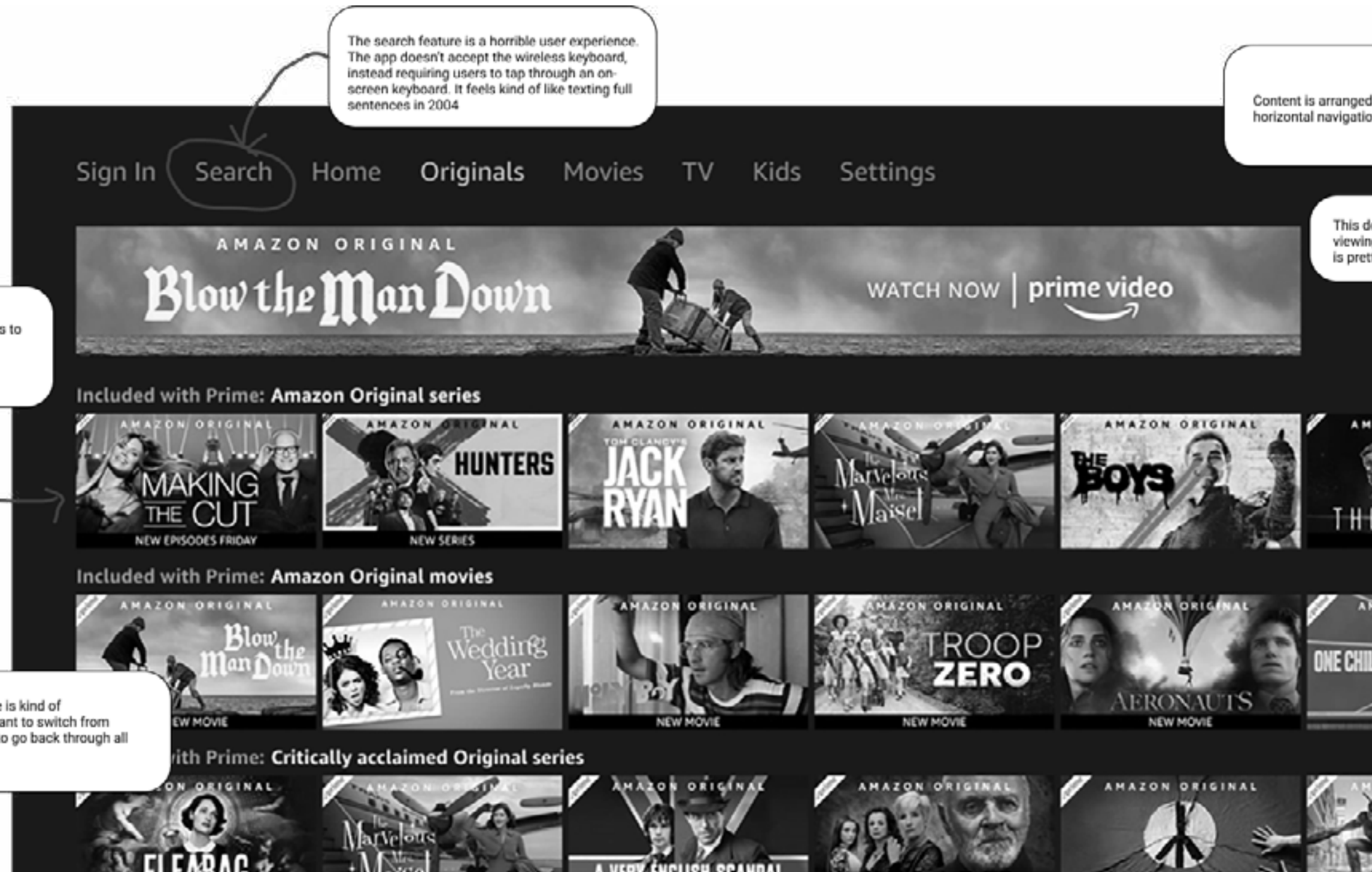
I discovered that because most TV video apps consist of horizontal content, they are laid out in rows. This does not always create the most enjoyable viewing experience.





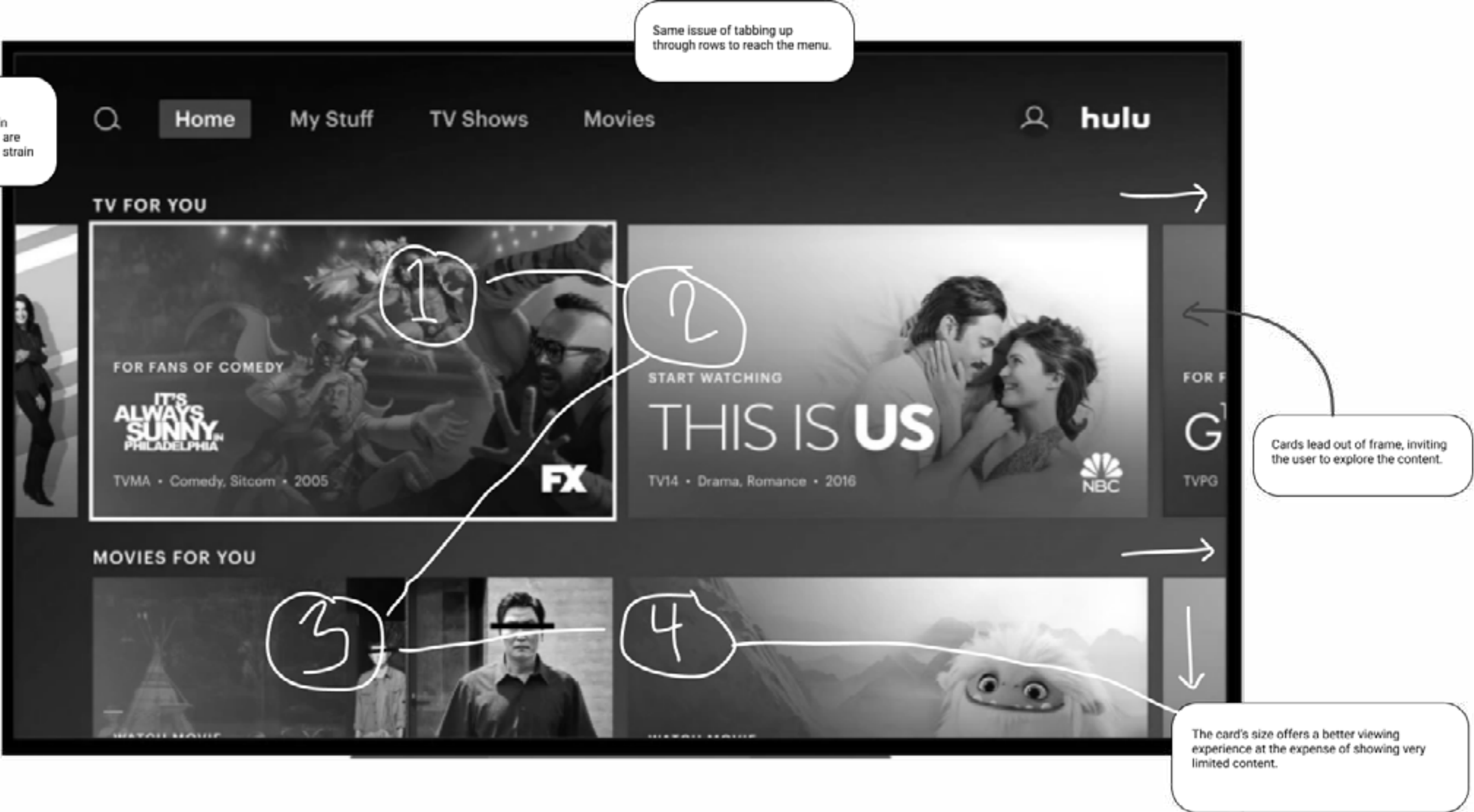
# Amazon Prime Video

In the case of Amazon Prime's TV app, the large amount of content requires the film cards to be rather small, causing the user strain over time.



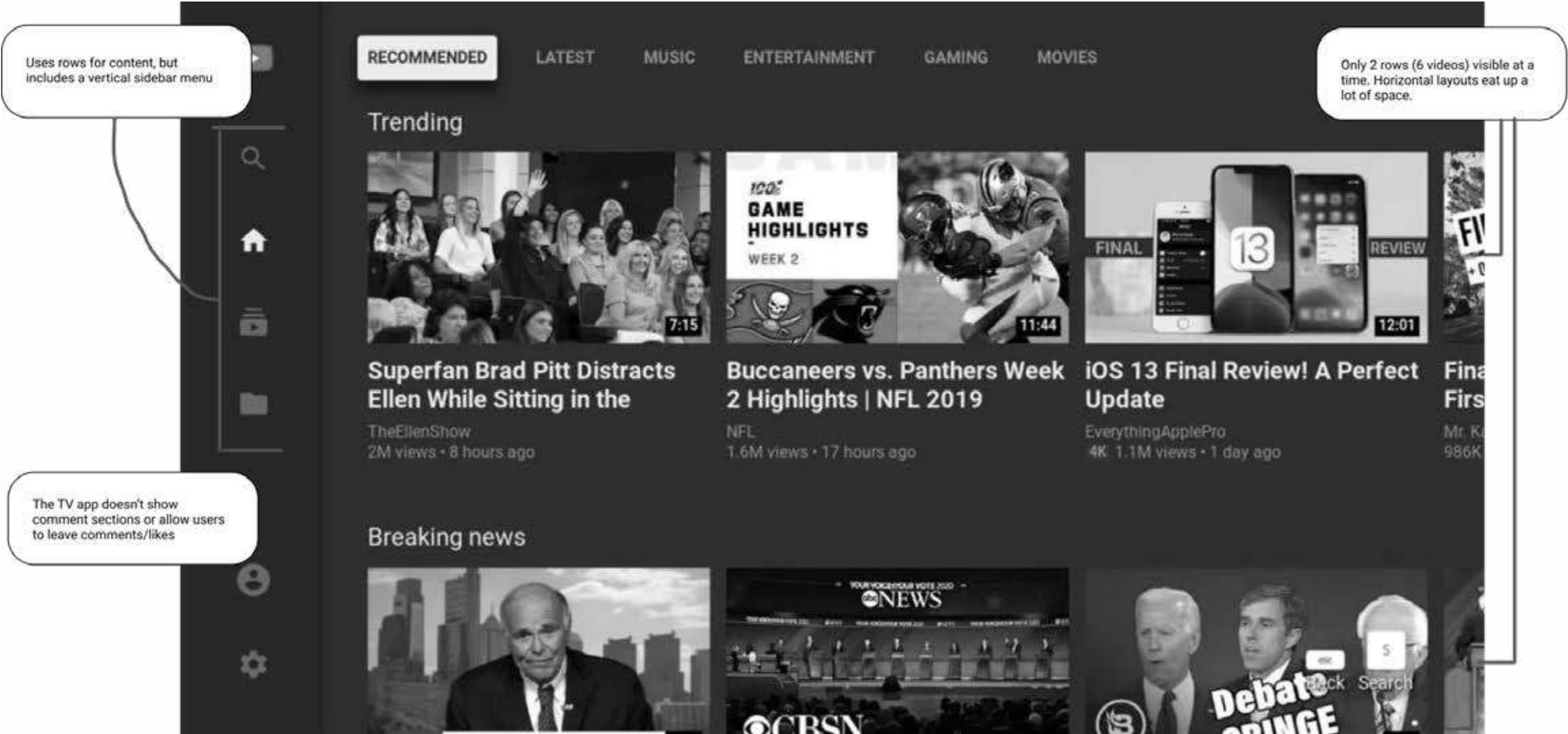
# Hulu

On the flip side, Hulu capitalizes on easy visibility at the expense of how much they can display.



# Youtube

Depending on a single orientation for all content also creates an annoying journey back through everything you just looked at in order to access the features in the nav bar at the top. Both Amazon Prime and Hulu have this issue, while Youtube uses a sidebar.

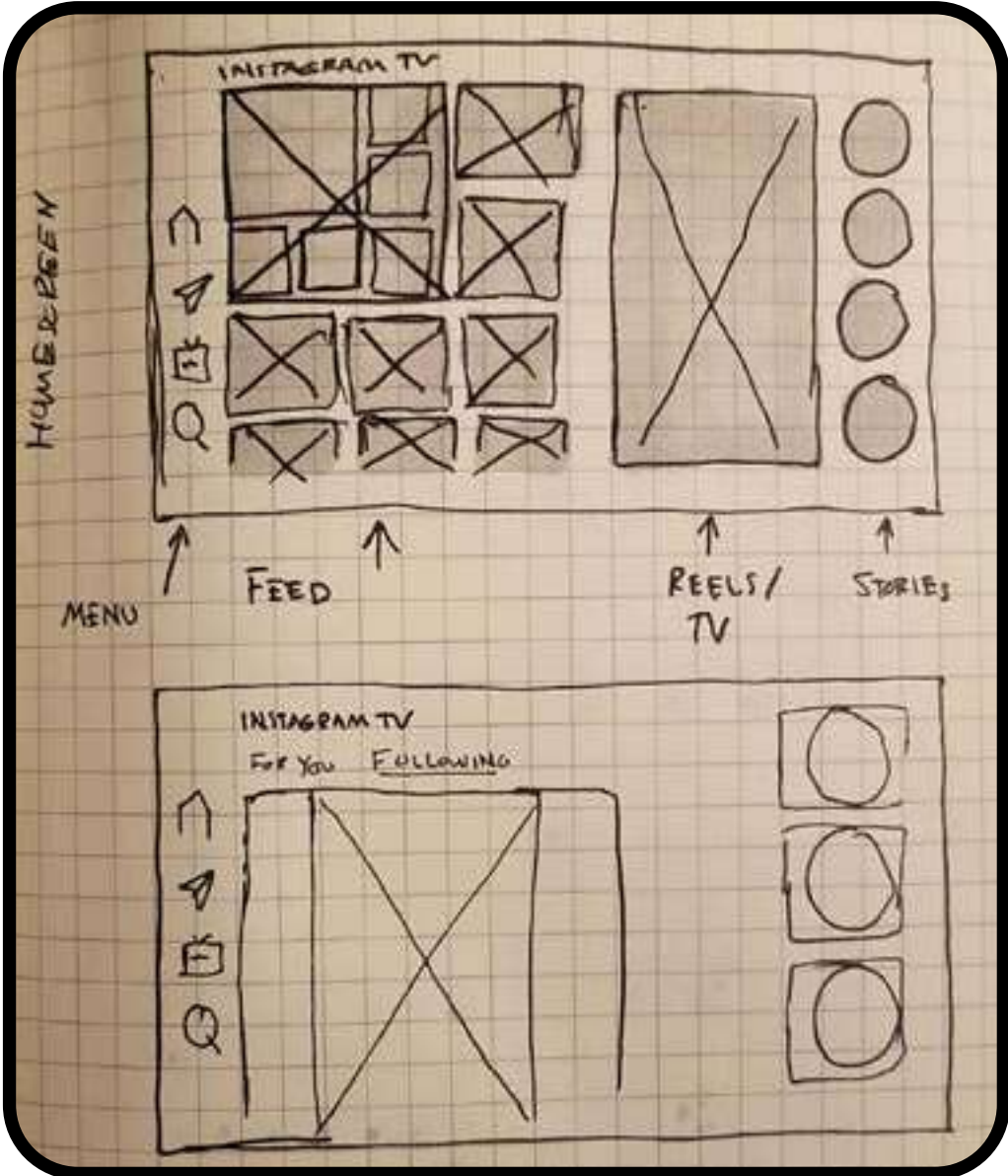
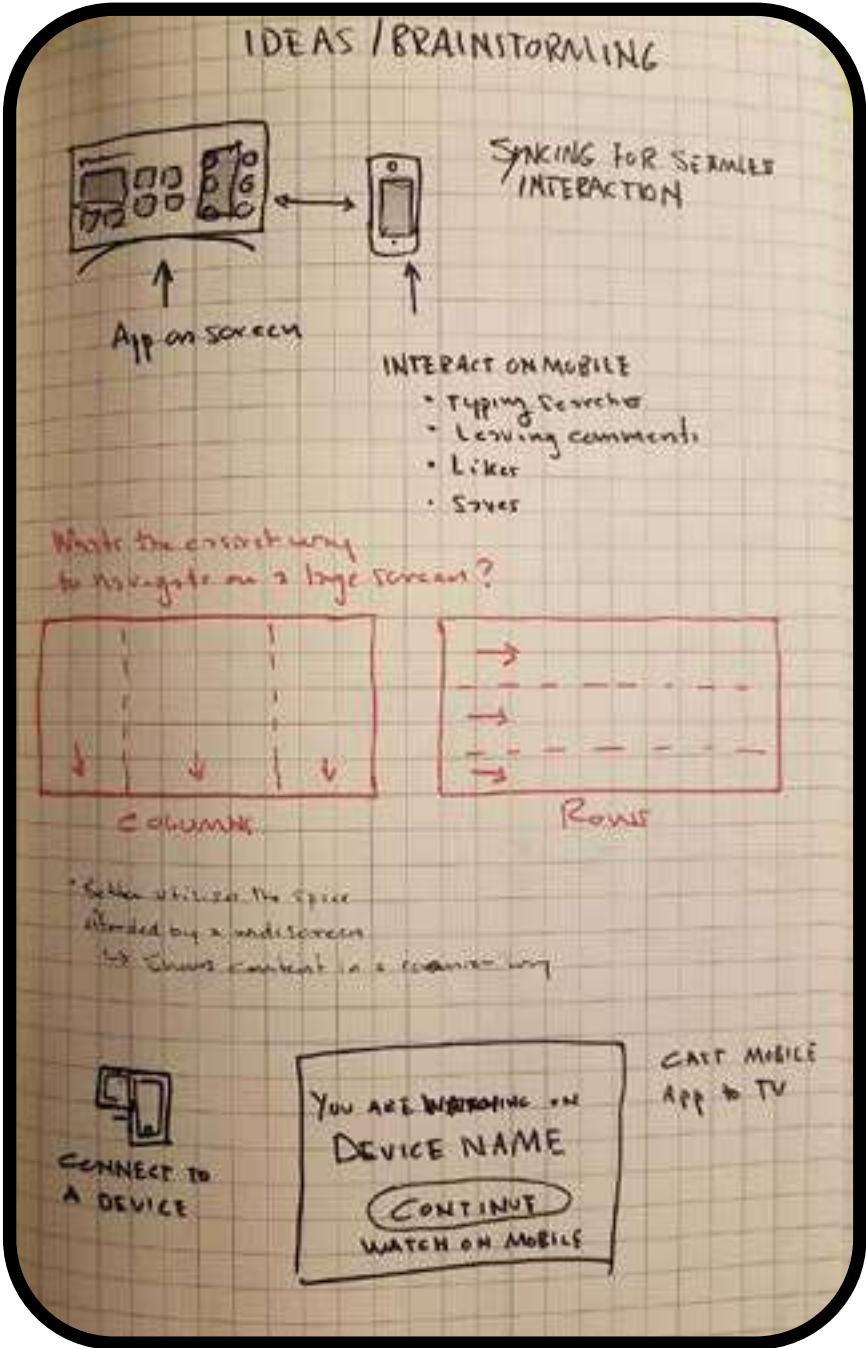
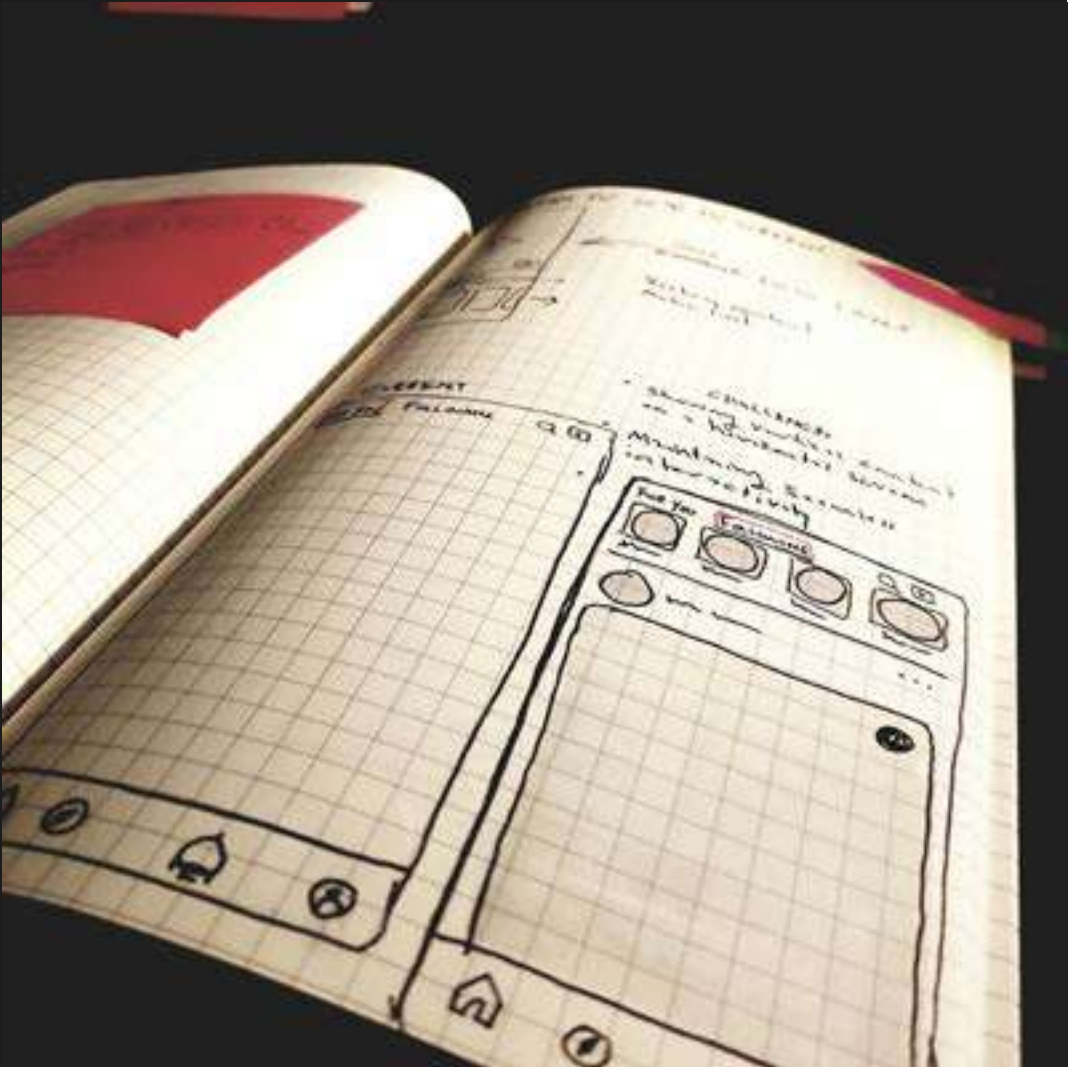




# The Design Process:

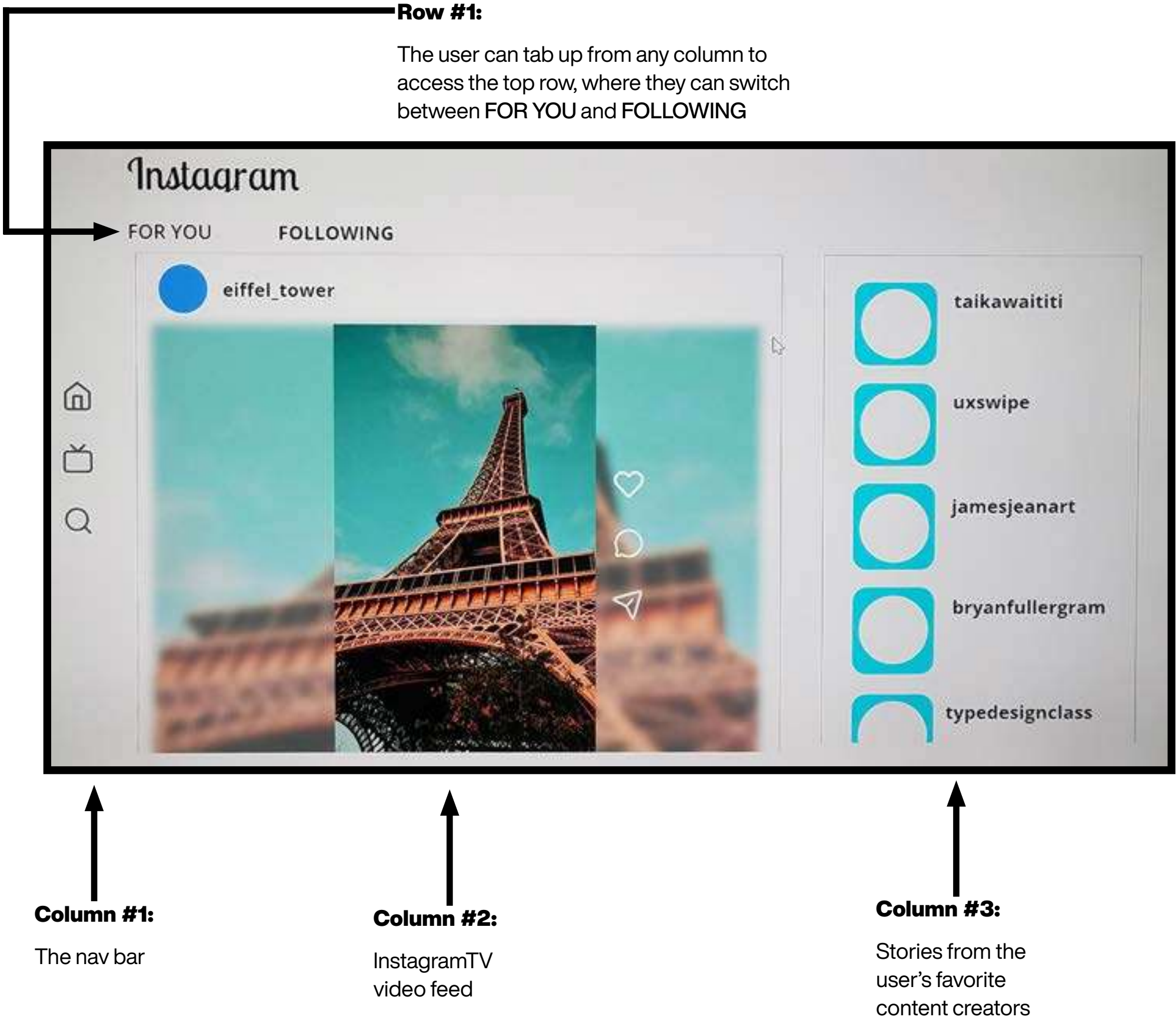
I began sketching out possible layouts and figuring out the best way to section off the available space. Ultimately, I found that organizing the content in columns allowed for the easiest navigation experience, as well as allowed each group of content plenty of room to be displayed comfortably.

With these rough concept sketches in hand, I began designing the experience.



# The Design Process:

Because the InstagramTV app will be primarily navigated with a remote, I found the best way to break up the content for optimal viewing and easy navigation was into columns. A menu column, a video column, and a stories column.



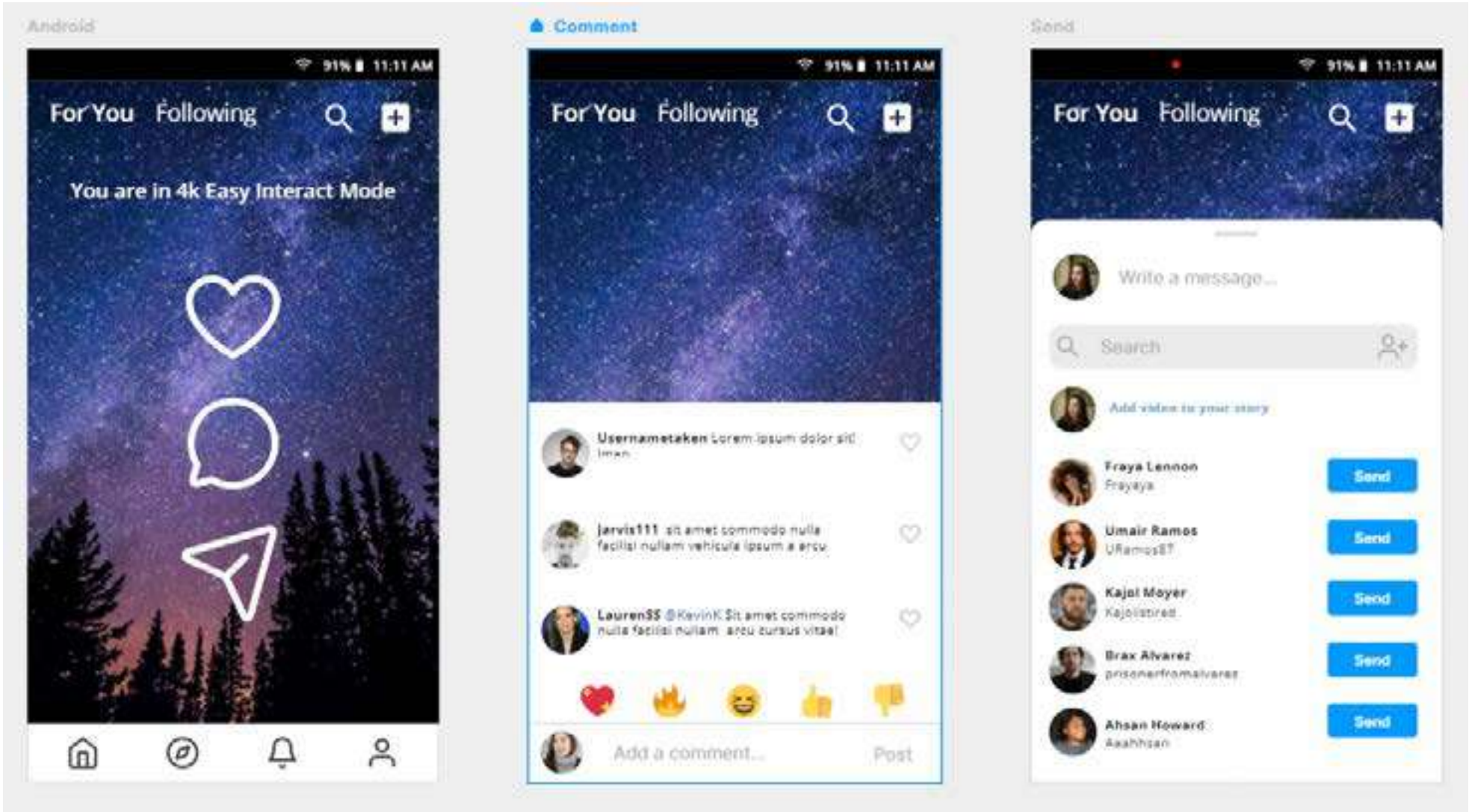


# Mobile Interaction:

One of the primary frustrations of navigating TV apps is the relative “clunkiness” of remotes when users perform more involved tasks, like typing in searches or leaving comments. These tasks require a wireless keyboard, or the frustration of navigating an on-screen keyboard with the remote’s arrow keys.

To fix this, I proposed syncing between the user’s mobile phone and 4K TV.

When the user has the InstagramTV app open on the TV, they can enter the app on their phone and enable syncing. In this mode, they can watch and navigate the InstagramTV app on the big screen, while seamlessly interacting with the content on their phone.

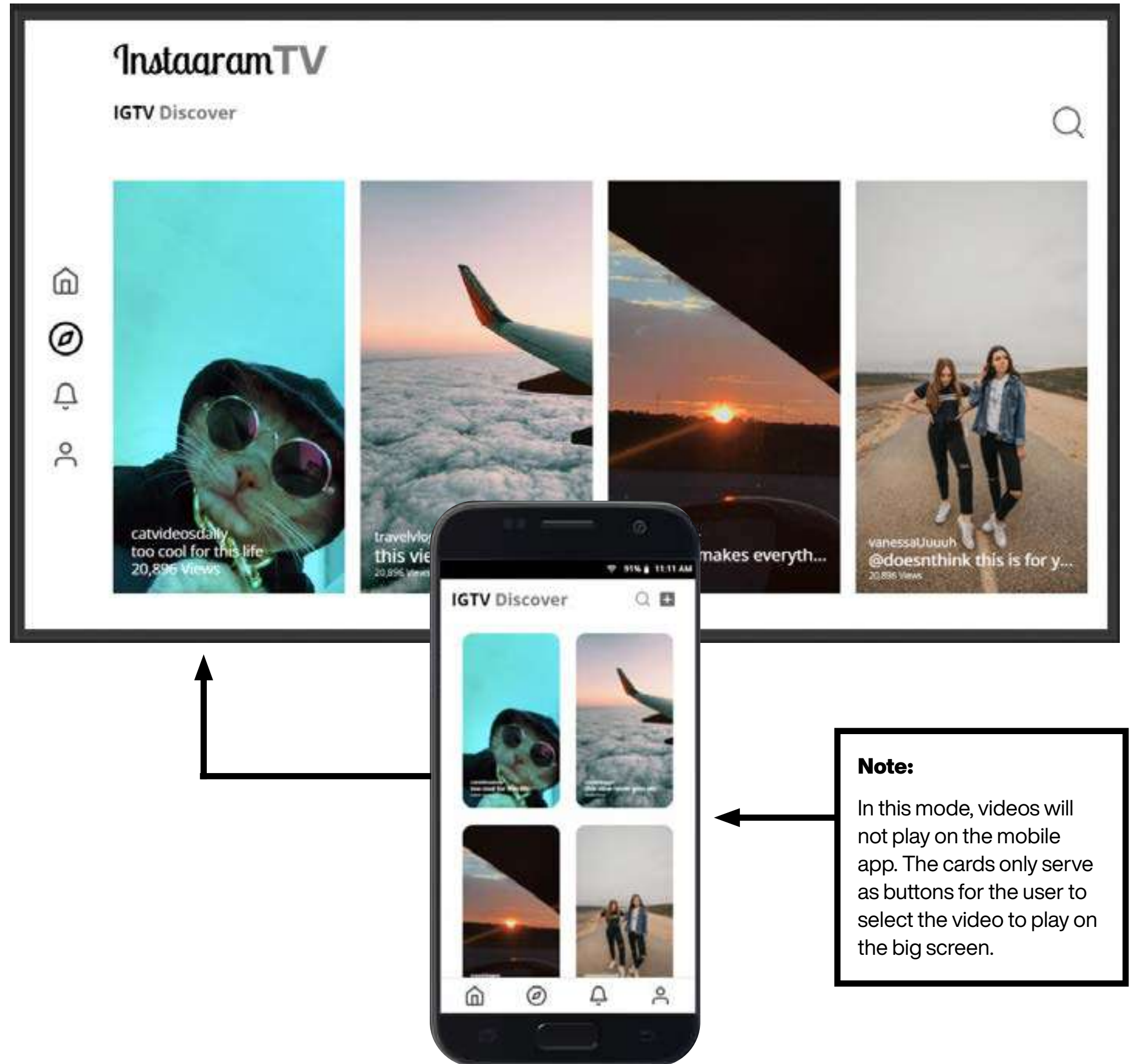




# The Design:

App integration will also apply to selecting videos in the Discover page.

Users will have the ability to tab through content with their TV remote, **or** scroll through and select which video they want to play using the mobile app.



# HI-FI Prototype:

