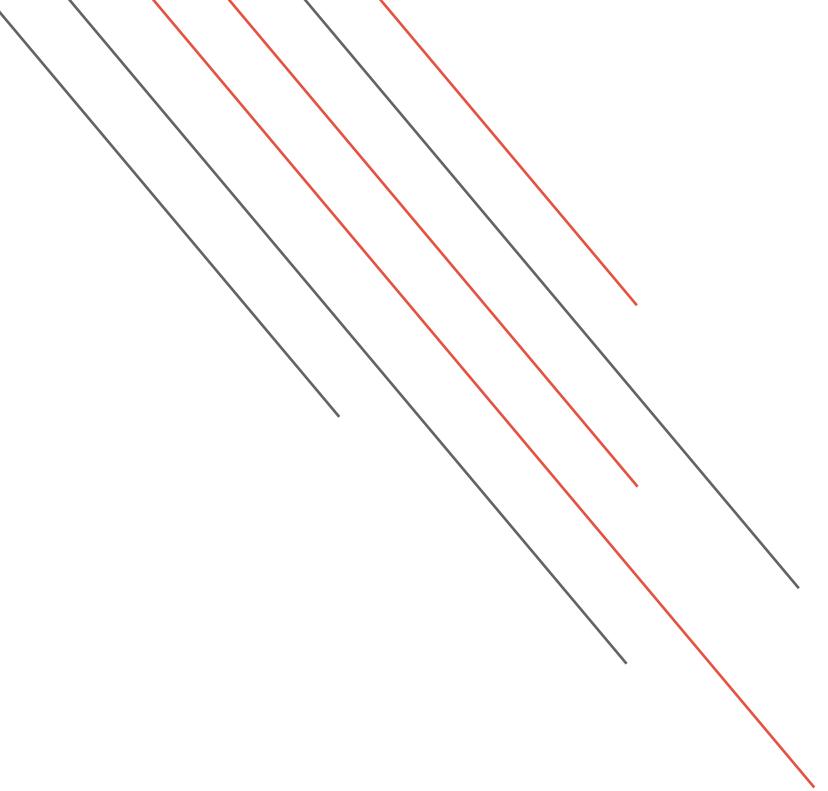


# MEG LYBBERT

designer • question-asker • thinker • mapper • problem-solver • communicator

UX PORTFOLIO



# CHALLENGE HER.

Meg Lybbert is an explorer of information and design; a graduate of Eastern Washington University's Visual Communication Design program, she has worked with a variety of clients and audiences to craft and communicate meaningful messages. Her favorite projects? The most difficult ones. Meg's body of research and design work demonstrate her keen interest in making learning and doing easier for everyone. She enjoys seeking out problems (great or small) and developing innovative solutions.

Email: [meglybbert1010@gmail.com](mailto:meglybbert1010@gmail.com) Phone: 509.9892024

# MAGPIE

**Client:** Magpie Hunt

**Project Date:** Jan 2017 - Current

**Responsibilities:** iOS UX/UI Design  
Logo Development  
CMS UX/UI Design

**Platforms:** Web Enabled Mobile Application  
Desktop CMS

**Tools:** Sketch  
InVision App  
Adobe Illustrator  
Slack

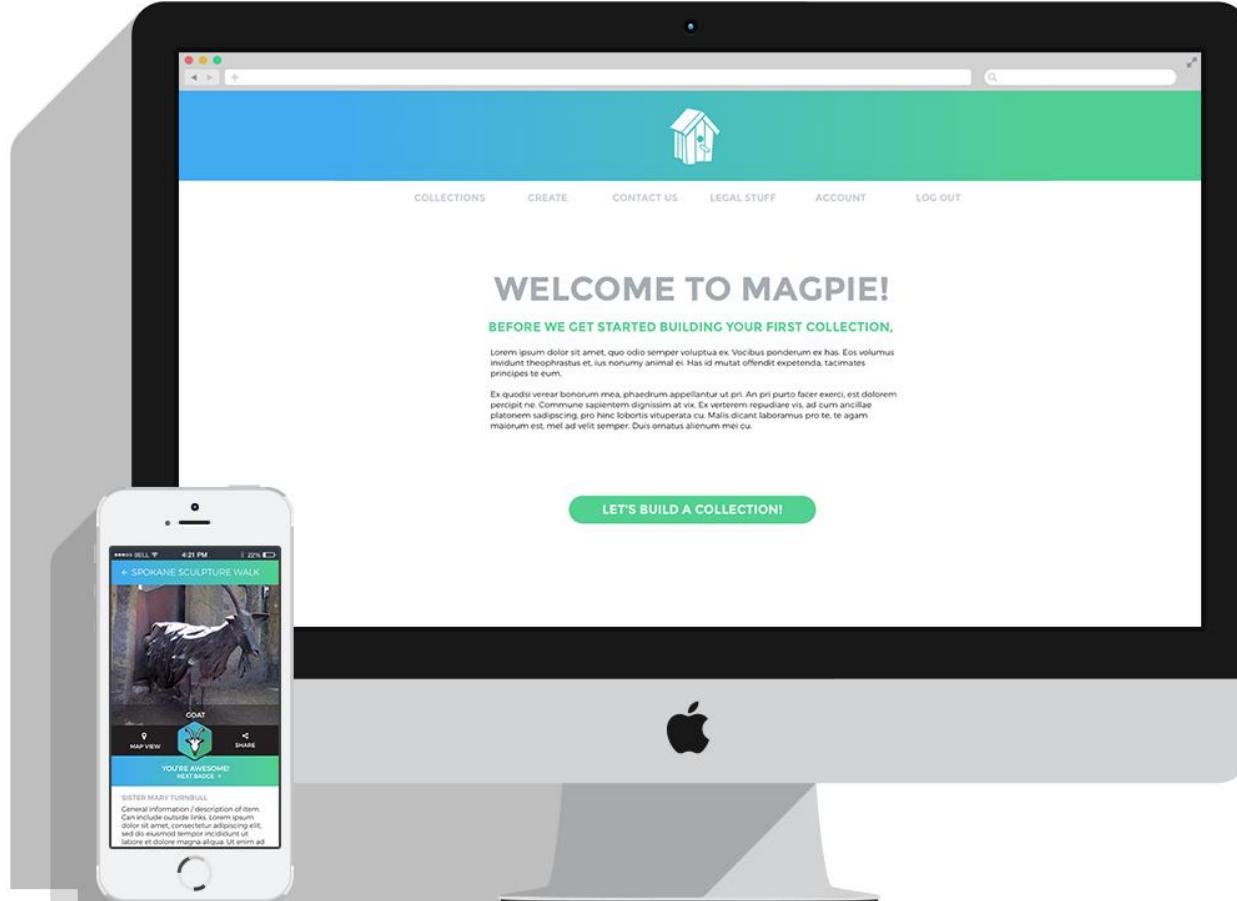
**UX Methods:** Wireframes  
Rapid Prototypes  
User Flows  
Personas

**Collaborators:** Ginelle Hustrulid (Project Lead)  
Trent Petersen (Previous UX Designer)  
Kevin Ungerecht (Android UX Designer)

**Status:** In Development

## HUNT, LEARN, COLLECT

The Magpie App is a scavenger hunt system that allows users to find and obtain digital badges as they visit landmarks in different hunts (known as collections). Unlike traditional scavenger hunts, however, users must answer quiz questions about the landmarks' surroundings. Users are also provided with educational material regarding the sites they visit. The best part? Each time a user completes a collection, he or she receives a physical prize!

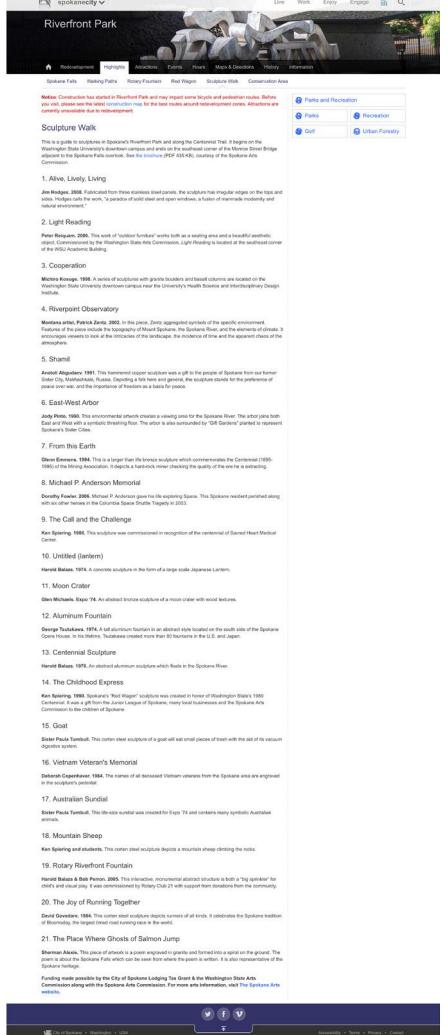


[VIEW CMS PROTOTYPE](#)

[VIEW APP PROTOTYPE](#)



Existing Brochure



Existing Website

## THE PROBLEM

The inception of the Magpie App began when Spokane Arts expressed frustration with the fact that very few people were completing their Spokane Sculpture Walk. After a lot of discussion and back-and-forth, the idea for a digital version of the walk emerged. EWU faculty and students helping with the project quickly saw that an app could be expanded and used to promote different walks and collections as well.

### Existing System

Interactive	<input checked="" type="checkbox"/>
Attractive	<input checked="" type="checkbox"/>
Easy to Use	<input checked="" type="checkbox"/>
Fun	<input checked="" type="checkbox"/>
Easy to Modify	<input checked="" type="checkbox"/>
Flexible	<input checked="" type="checkbox"/>
Track Progress	<input checked="" type="checkbox"/>
Accessible	<input checked="" type="checkbox"/>

### App

Interactive	<input checked="" type="checkbox"/>
Attractive	<input checked="" type="checkbox"/>
Easy to Use	<input checked="" type="checkbox"/>
Fun	<input checked="" type="checkbox"/>
Easy to Modify	<input checked="" type="checkbox"/>
Flexible	<input checked="" type="checkbox"/>
Track Progress	<input checked="" type="checkbox"/>
Accessible	<input checked="" type="checkbox"/>

## DEFINING AUDIENCE

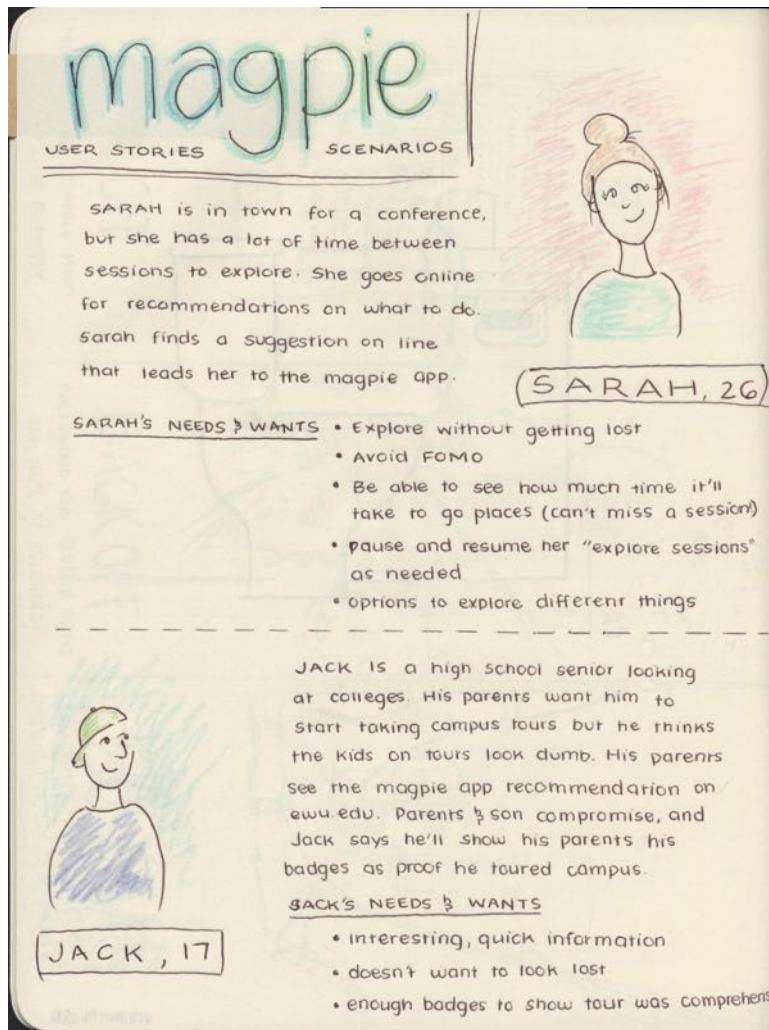
So, who exactly was going to be using this app? It was clear that there would be both Scavengers and Collection Curators. The research process included defining potential users in each category and identifying the factors that might motivate them to use the Magpie app from each end.

### POTENTIAL SCAVENGERS:

- College Students
- Middle/High School Students
- Families
- Tourists
- "New to Towners"
- Bored People

### POTENTIAL CURATORS:

- Parks
- Museums
- Companies
- Advertisers
- Universities
- Teachers



BOB & MARGO are a set of retirees looking to get out of the house and get some exercise; they heard about Magpie from their granddaughter who downloaded the app on Margo's phone. Bob and Margo think they can use it to help them find interesting walk routes.

- NEEDS & WANTS
- easy to use
  - varied collections
  - walking distances between badges
  - way to share activity with family & friends who live far away

RAY, 33



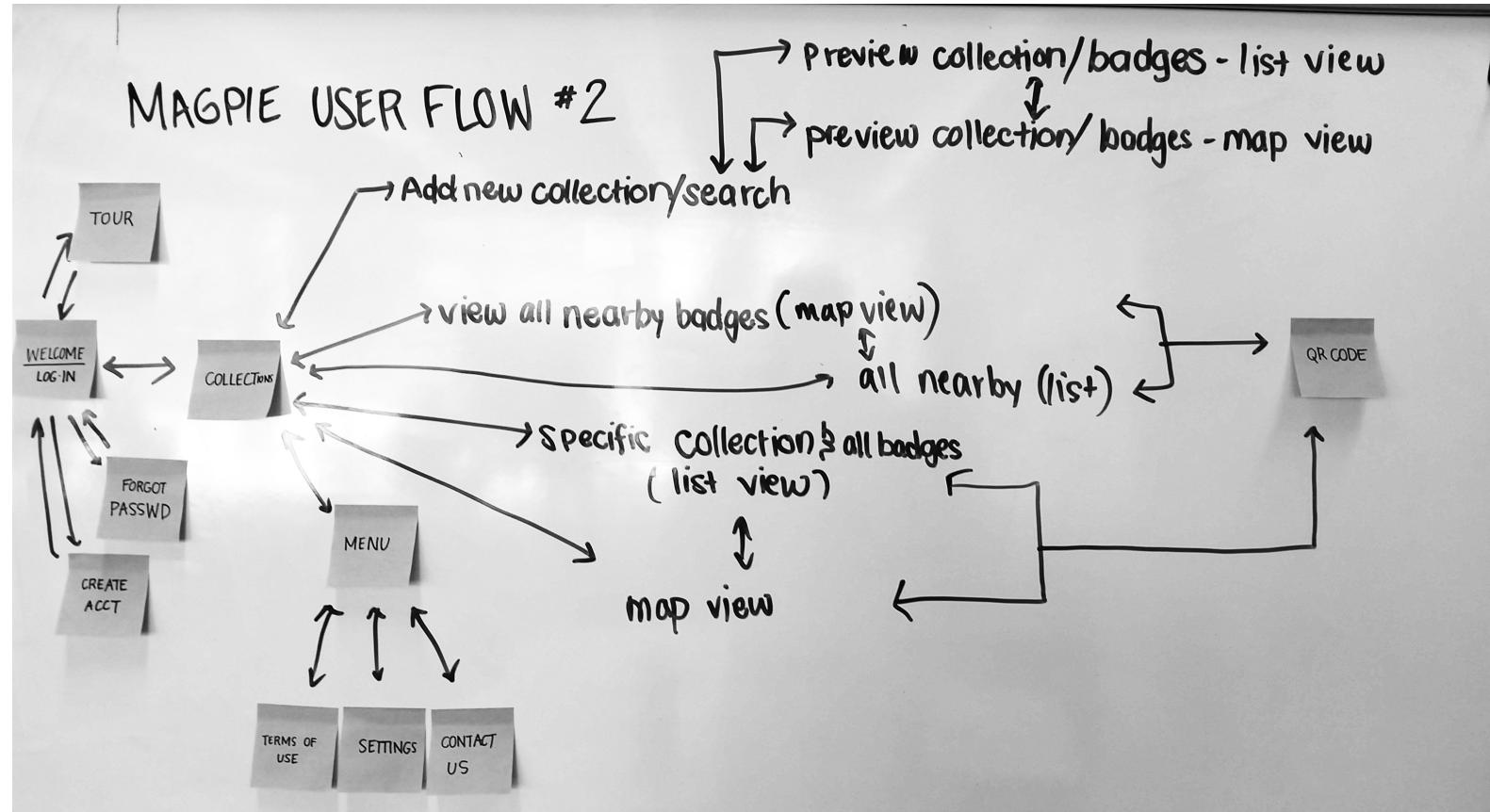
RAY is a stay at home dad with a 5 month old daughter and a 4 year old son. Money for him is tight, what with student loans and hospital bills to pay. He downloads magpie after seeing friends' Instagram posts. He figures it will be an affordable (free!) way to entertain his son.

#### RAY'S NEEDS & WANTS

- kid-friendly collections
- achievements that unlock real/fun prizes to share with his kids
- interesting & fun info at different locations
- badges that his son understands

BOB & MARGO, 65





**WHAT DO WE WANT TO KNOW ABOUT EACH BADGE?**

- Name of item
- Geolocation of item
- Image of item (photo)
- Brief description (text)
- Link to outside info → Yes? no?
- Actual badge icon
  - choose from provided/generic
  - upload own badges → BW
  - Color
- Custom → what amount to donate to EWU?

*also, distance from item to achieve badge?*

**WHAT DO WE WANT TO KNOW ABOUT A COLLECTION?**

- Name of collection
- City where the collection is located
- # of badges
- Reward for completing collection
  - Title
  - Image Upload? → How exactly will the reward be given to the User?
  - Text box? → Do we know?

*What if someone makes a multicity/state collection? Do we even care?*

## FINDING THE FLOW

Because the most attractive qualities of the app are the ability to learn, gain a sense of achievement, and receive awards, we began by defining the experience of a scavenger. Once we figured out what kinds of information they would need to see, we knew what our CMS would need to ask for.

### KEY FEATURES FOR SCAVENGERS

- See progress
- See location
- Have more than one collection
- Map functionality
- Receive prizes
- Easily differentiate between badges
- Easily differentiate between collections
- Different view types

### CONTENT NEEDED FROM CURATORS:

- Badge locations
- Badge descriptions
- Images
- Badge/Collection graphics (optional)
- Reward description
- Payment

## CREATING A TEST CASE

Due to the early interest of Spokane Arts in a way of improving the Spokane Sculpture Walk, the first collection to officially be built is the Spokane Sculpture Walk hunt. Upon the launch of the app, however, other curators will be able to build their own walks and share them with the world.

### SPOKANE SCULPTURE WALK SPECS:

- 21 sculptures/badge
- 21 summaries
- 21 pop quiz questions
- 1 prize per scavenger
- 2.5 hours long
- 4 miles

The image displays a 2x5 grid of screenshots from the Spokane Sculpture Walk app, illustrating its features:

- Top Row:**
  - MAGPIE**: Home screen featuring a bird icon and the word "MAGPIE".
  - SPOKANE SCULPTURE WALK**: List of challenges. Challenges include "Goat" (12 min, .8 mi), "Footsteps to..." (14 min, 1 mi), "Alive, Lively, L..." (14 min, 1.2 mi), "The Call and t..." (12 min, .8 mi), and two others partially visible.
  - SPOKANE SCULPTURE WALK**: Pop Quiz screen asking: "Which of the following items is located directly to the left of the Goat sculpture?". Options: a bench, a tree, two bike racks, one bike rack, a drain. Includes a "SUBMIT" button and navigation icons.
  - SPOKANE SCULPTURE WALK**: Collection completion screen showing a large moon badge and the text "YOUR COLLECTION IS COMPLETE! SWIPE LEFT TO REDEEM YOUR AWARD".
- Bottom Row:**
  - MY COLLECTIONS**: Screen showing four collections: SSW (Spokane Sculpture Walk), EWU (Eastern Washington University Tour), THM (Thomas Hammer Coffee Blitz), and FAK (Friends, Amigos, Kids). Each collection has a dropdown arrow.
  - BADGES NEAR ME**: Map view showing the location of badges near the user's current position.
  - SPOKANE SCULPTURE WALK**: Detail screen for the "GOAT" badge, showing a photo of the sculpture, a summary, and a "SHARE" button. It also says "YOU'RE AWESOME! NEXT BADGE →".
  - SPOKANE SCULPTURE WALK**: Congratulations screen for earning a badge, offering "TWO FREE MOVIE TICKETS & A FREE LARGE POPCORN!". It includes a "REDEMPTION CODE: 345UIX" and a note about redeemability at the Garland Movie Theatre.

# APPLE TV REMOTE



**Client:** Apple

**Project Date:** Apr - May 2017

**Responsibilities:** Mobile UX/UI Design

**Platforms:** Web Enabled Mobile Application

**Tools:** Sketch  
RealTimeBoard  
InVisionApp

**UX Methods:** Wireframes  
Rapid Prototypes  
Content Analysis  
User Flows

**Collaborators:** P. Colin Manikoth (Instructor)

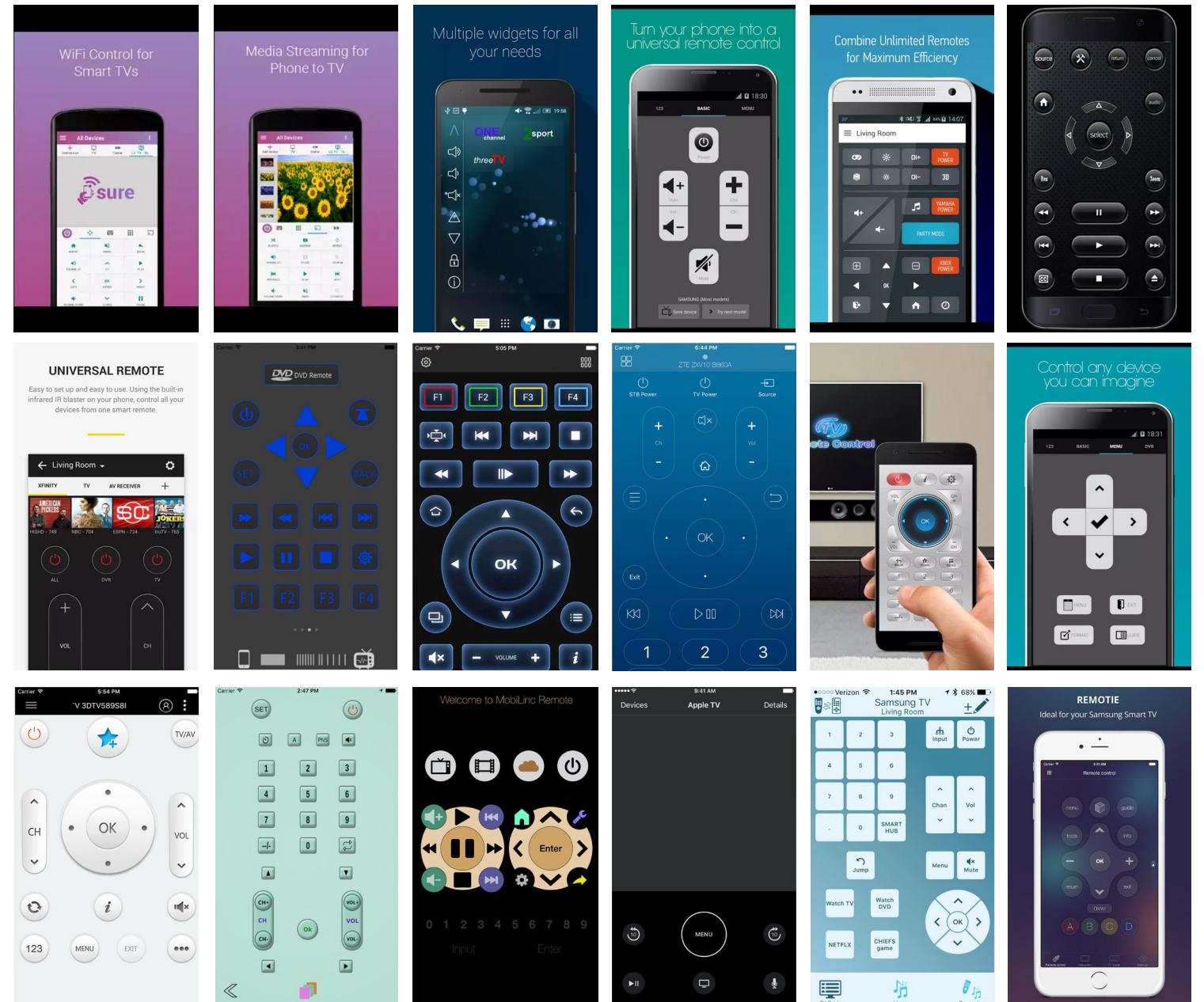
**Status:** Concept

## I JUST WANNA WATCH TV

The AppleTV Remote project arose out of the need for a decent control app for the AppleTV device. The current app remote has limited features, and the physical remote is easily lost. The goal with this concept app was to provide users and viewers with a beautiful way to browse for new things to watch, find key information, and control their device all while actually watching one program on the screen.



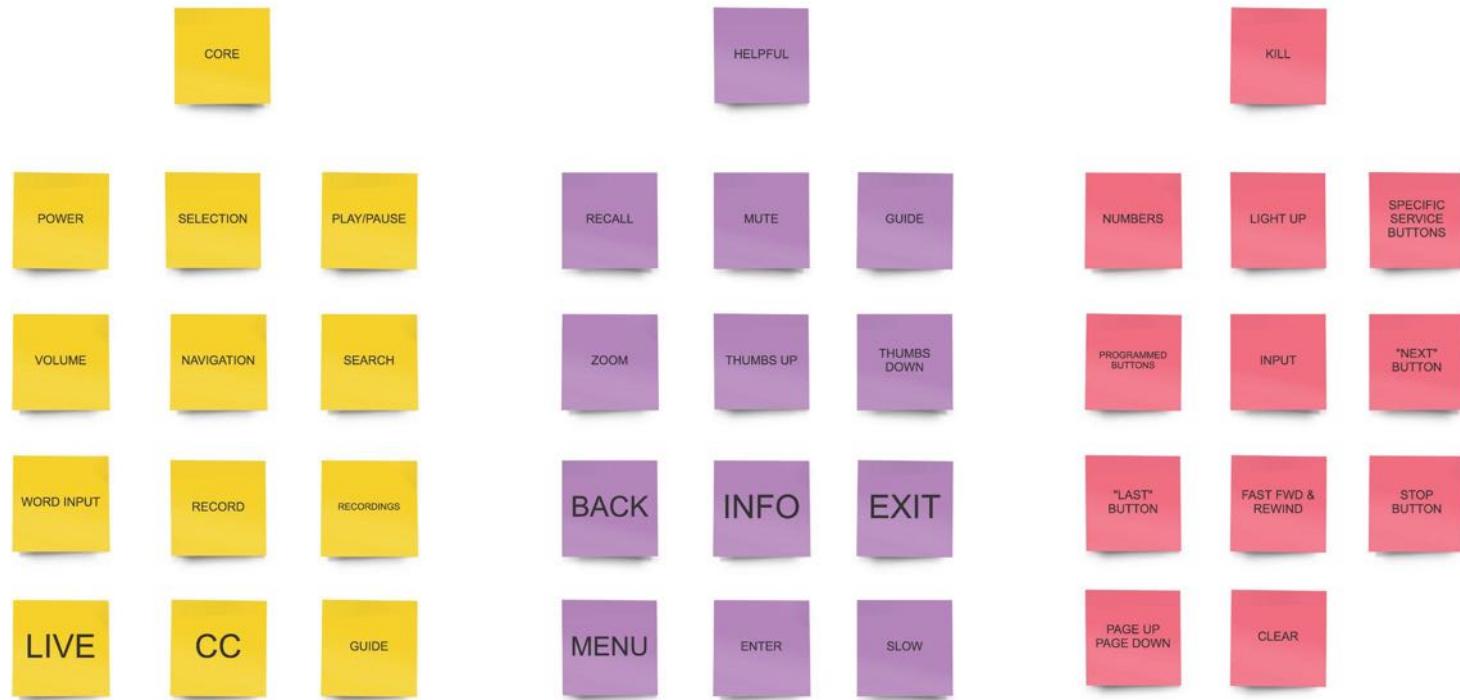
VIEW PROTOTYPE



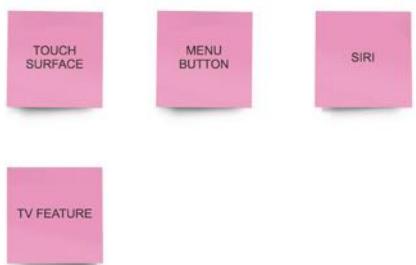
## THE PROBLEM

Almost all streaming services offer their own mobile app remote control. The app store is also full of remotes to control TVs themselves. Unfortunately, many of these digital remotes do not take advantage of the flexibility provided by a touch display and simply mimic traditional physical remotes. These poorly designed monstrosities are just as difficult to use as the real thing. Alternatively, the remotes are too empty, or have too few features, like the current AppleTV remote.

# DVR



Apple TV



Both



iTunes Remote



## THE RESEARCH

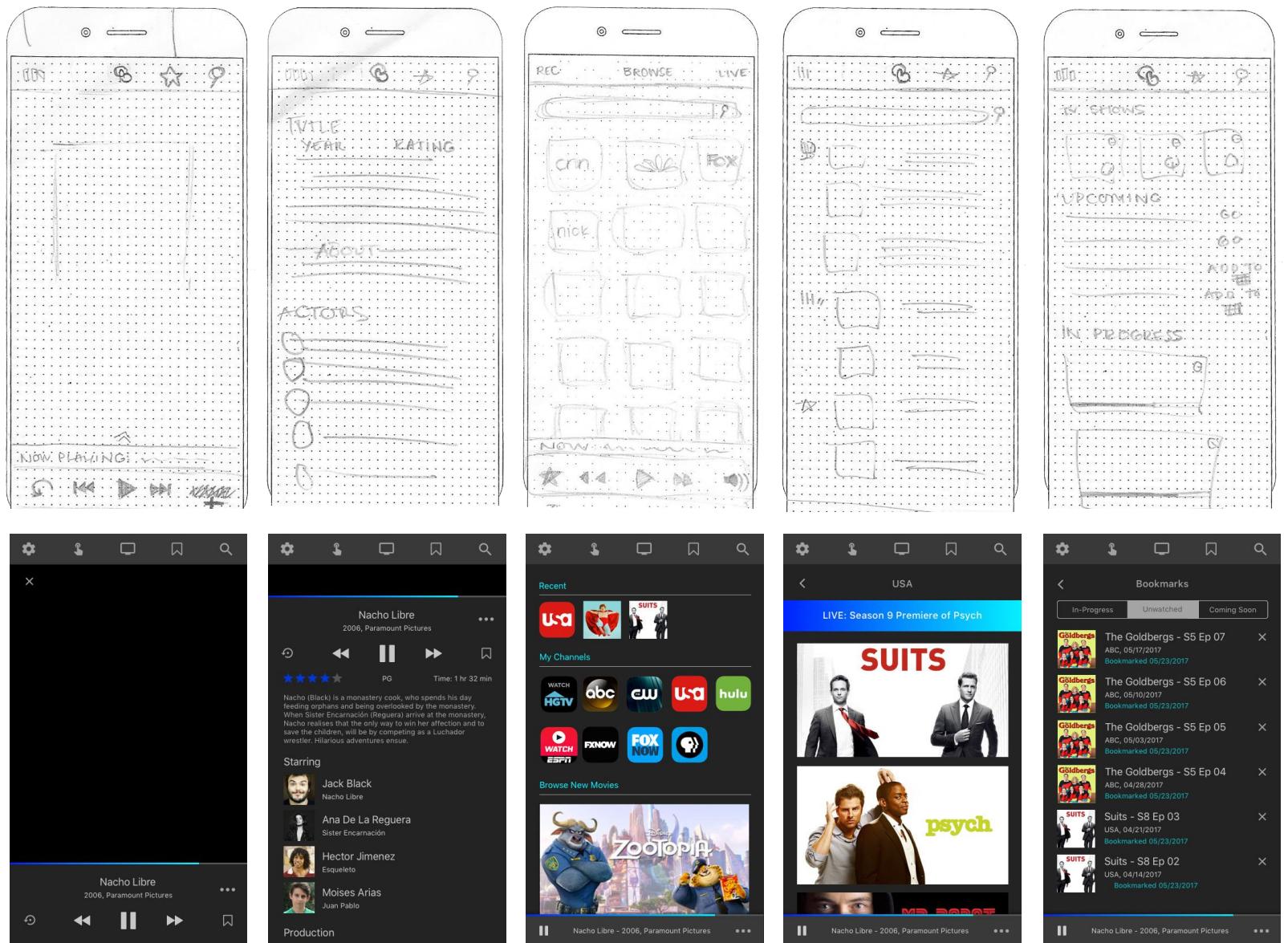
In an effort to better understand the remotes, I conducted an analysis of popular features on analog remotes, as well as the actual features on the AppleTV remote. I also looked at how the controls and menus in music apps are set up - after all, looking for and listening to music isn't all that different from looking for and watching videos.

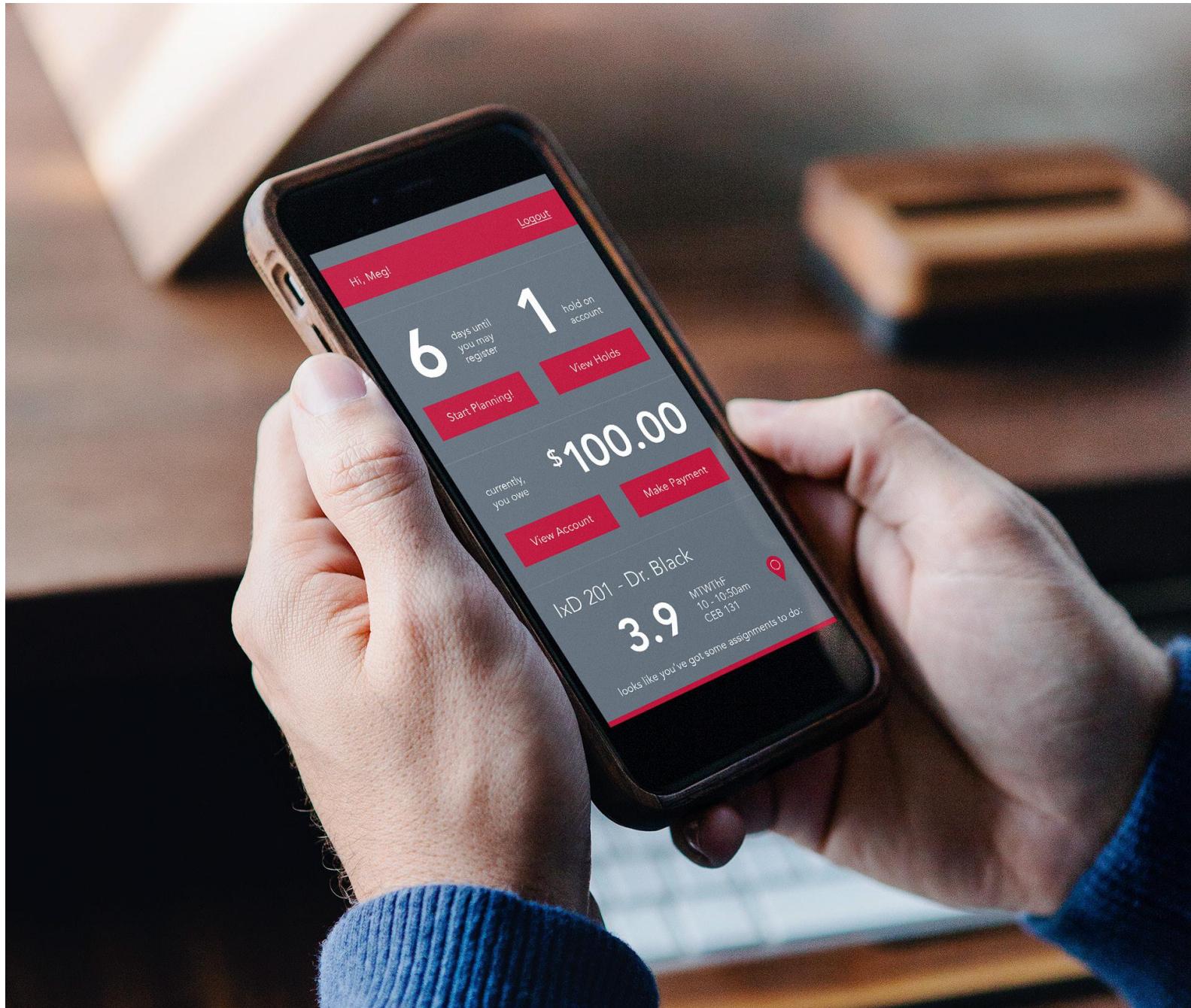
## THE DESIGN

After combining the research results and the Apple HIG, I proceeded to draw quick wireframes and build rapid prototypes. After ironing out some kinks, digital, a high-fidelity prototype was built to show how easily the remote could be used. The app allows users to search, browse, and go through menus either on their TV using a digital D pad, or on their phone while watching a video on the TV or other display device.

### KEY FEATURES FOR SCAVENGERS

- Look at show/movie information
- Find similar shows and movies
- Save videos for later
- Save channels
- Pause live streams
- Rewind any video
- Save live streamed videos for later
- Access play/pause anytime
- "Scrub" to fast-forward/rewind
- Different view types





# MY EWU PORTAL

**Client:** Eastern Washington University

**Project Date:** Nov 2016

**Responsibilities:** Mobile UX/UI Design

**Platforms:** Web Enabled Mobile Application

**Tools:** Photoshop  
InVision App

**UX Methods:** Wireframes  
Cardsorting  
Rapid Prototypes  
User Flows  
Personas

**Collaborators:** P. Colin Manikoth (Instructor)

**Status:** Concept

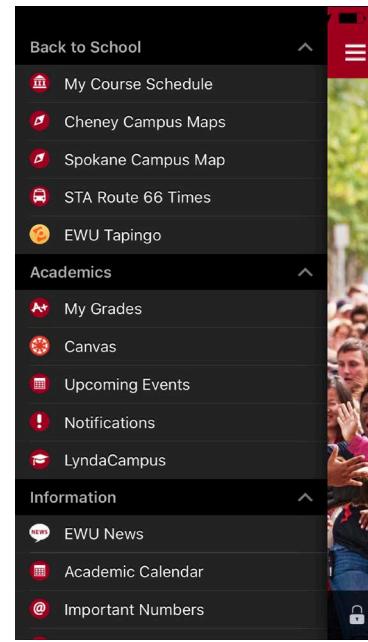
## A STUDENT DASHBOARD

The MyEWU Portal concept app provides students with a quick and easy way to view important tidbits of information relevant to their education, register for classes, submit assignments, make payments, and view grades - all in one place! The app eliminates linking out to other websites and apps to provide a seamless user experience for the hurried student.



VIEW APP PROTOTYPE

## MOBILE APP



## MOBILE WEBSITE

The mobile website for EagleNET is displayed across several screenshots. The top row shows the homepage with links for My Course Schedule, Cheney Campus Maps, Spokane Campus Map, STA Route 66 Times, and EWU Tapingo. Below this, the 'Academics' section lists My Grades, Canvas, Upcoming Events, Notifications, and LyndaCampus. The 'Information' section includes EWU News, Academic Calendar, and Important Numbers. The main content area shows course details for DESN 348-01 (Rhetoric of User-Centered Desn), DESN 378-01 (Web Design 2), DESN 463-01 (Visual Communication Design 3), DESN 493-01 (Portfolio), and DESN 499-04 (DS/Digital Media & Society). The bottom row of screenshots shows the user navigating through the Student Records, Financial Aid, and Employment sections of the website.

## WHAT WE HAVE

Currently, the Eastern Washington University MyEWU portal provides students with access and links to vast amounts of information. However, the site is extremely difficult to navigate in a mobile setting precisely because there is so much information on display, and the site isn't fully responsive. The University also has an app available for students that provides some information, but it does not allow students to act on that information.

### APP USABILITY ISSUES:

- App only displays information, doesn't allow users to act on/edit information
- ALL information is nested away beneath menu
- App signs users out too frequently

### SITE USABILITY ISSUES:

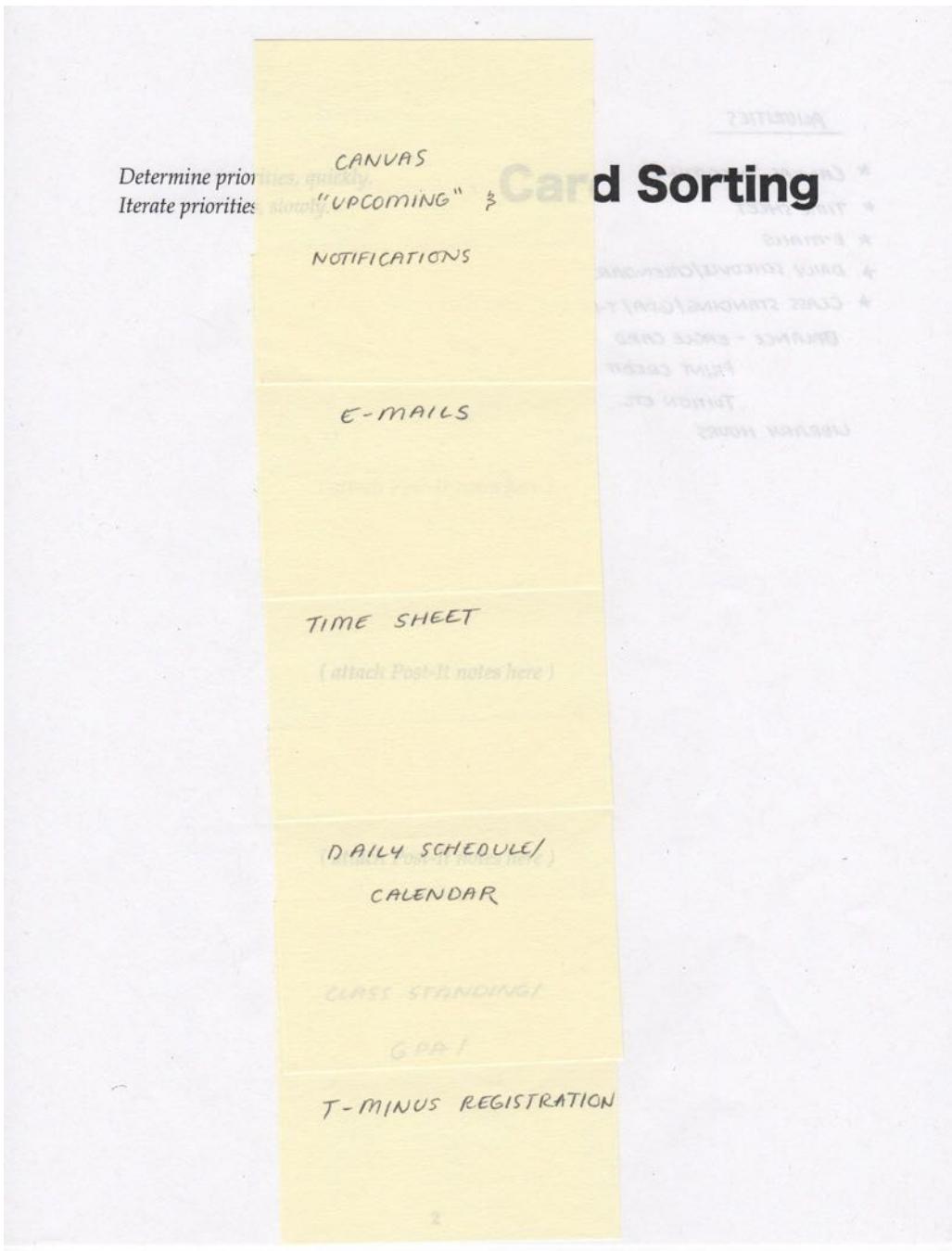
- Not responsive
- Lots of difficult to find links
- Limited hierarchy
- Not all labels understandable
- Lots of clicking for each action
- Excessively nested and redundant menus
- Tiny touch points

## WHAT WE NEED

Because of the mobile lifestyle of the average college student, a MyEWU app that would allow students frequent and simple access to some of the most used information and tasks within MyEWU without the need to find a desktop or laptop computer.

### TOP PRIORITIES AND USES:

- Canvas: Upcoming & Notifications
- E-mail
- Daily schedule & calendar
- Registering for classes
- Make payments



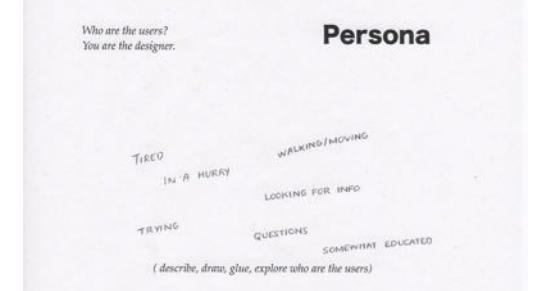
Design should be judged on problems identified, solved, and also the new ones created.

## Project Definition

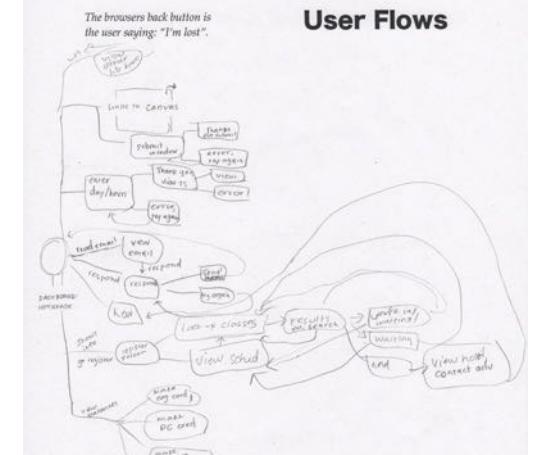
1. What are the goals of this project?  
- Have the "portal", create a dashboard  
"make me information come to me".

2. Describe the users and their needs.  
- in a hurry, stressed about registering or whatever  
- gen. 18-24  
- in class/early morning, etc  
- P'

3. What is the minimum viable product (MVP)?  
- register for classes  
- see email  
- money owed  
- now?  
- semester  
- current schedule  
- canvas "upcoming"



## Persona



## User Flows

**ACCESS**

Hi, Meg! [Logout](#)

**6** days until you may register **1** hold on account

Start Planning! [View Holds](#)

currently, you owe **\$100.00**

[View Account](#) [Make Payment](#)

IxD 201 - Dr. Black  
**3.9** MTWThF  
10 - 10:50am  
CEB 131

looks like you've got some assignments to do:

- Do Assignment #3 Due 11/13
- Take Quiz #1 (2 attempts) Due Today

[View Grades](#)

**SEE**

## Account Statement [Home](#)

**You Currently Owe:** **Due:**  
**\$100.00** **11/30/16**

**Transactions:**

Comprehensive Health Fee	95.17
Design Course Fee	88.20
Pence Union Building Fee	65.00
Recreation Center Fee	65.00
Refund	3444.91
RES Undergrad Tuition	2036.72
Technology Fee	35.00
Transportation Fee	20.00
E&V Nansen	755.00
Federal Pell Grant	1939.00
MW Consulting	333.00
Martin & Helen Terzieff	841.00
State Need Grant	1982.00
<b>Graduation Application Fee</b>	<b>100.00</b>

[Make a Payment!](#)

**DO**

## Make a Payment [X](#)

You owe \$100 for the [Graduation Application Fee](#). You may pay the full amount now, or make a simple partial payment. Simply enter the amount you would like to pay after entering your payment method information. An invoice will be sent to your school email address.

Card Number

Security Code

Expiration Date

Billing Name

Billing Address

Billing City

Billing State

Billing Zipcode

Amount I Want to Pay

I agree to pay the specified amount.

Remember this payment method for me.

[Pay It!](#)

**WHAT WE COULD HAVE**

The MyEWU app would provide students with access to their grades, their schedule, Canvas submissions, registration for classes, information about teachers and course locations, the ability to pay bills, and view account history. This new app would allow students not only access to information but the ability to act on information as well.

**What users can see:**

- Current schedule
- Money owed to EWU
- Upcoming assignments
- Campus maps

**What users can do:**

- Register for next quarter
- Make payments
- Submit assignments
- Navigate to locations