(UX) DESIGN PORTFOLIO

DANNY FORST

CONTENTS

DANIEL FORST

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EXPERIENCE

CARDCADIA • Founder / Designer / Developer
New York, NY // Fall 2012 - Present

- Ideated business model and application concept
- Conducted user surveys and received over 1500 responses
- Constructed user flows in Omnigraffle
- Wire-framed using Balsamiq and mocked up in Fireworks/Illustrator
- Created all graphical content and compiled asset library
- Custom CSS for site (on Bootstrap framework)
- Ruby on Rails for backend and test-driven development
- Version control using GitHub

UX DESIGN INTERNSHIP • Kaplan Test Prep
New York, NY // Summer 2012vv

- Wire-framed site authentication templates
- Created site overview of robust application
- Compiled application asset library
- Presented work to project overseers
- Agile project management environment

WEB CONTENT MANAGER • Nazmiyal Antique Rugs
New York, NY // October 2009 - March 2012

- Implemented inventory management and invoicing software
- Worked with developers to improve backend UX
- SEO improvements leading to #1 ranking for multiple keywords
- Email blast and ad (print and digital) design

EDUCATION

UNIVERSITY OF MINNESOTA TWIN CITIES
B.A. English / Philosophy Minor
Minneapolis, MN // September 2005 - May 2009

2006 Wilson Library Freshman Composition Award recipient
- Given to one of over 5,000 freshman for excellence in writing

ABOUT ME

I'm a self-starter with a passion for designing digital products. I have a background in retail/wholesale/e-commerce as well as UX design experience. For the past 9 months I have dedicated myself to concepting, researching, wireframing, mocking up, and developing my own web application. Now I am eager to help create, package and deliver the next groundbreaking product.

SKILLS
IN ORDER OF ABILITY

DESIGN
Photoshop
Illustrator
Fireworks
InDesign
Balsamiq Mockups
Omnigraffle Pro

DEVELOPMENT
HTML / CSS
Bootstrap SASS
Ruby (on Rails)

MANAGEMENT SOFTWARE
WordPress CMS
CRM (Sugar / Workforce)
Atlassian Jira (Agile)
Pivotal Tracker (Agile)

Welcome Screen

CARDCADIA
No malarkey. Just Magic.

WHAT IS CARDCADIA?

Cardcadia is a central trading hub where **Magic: The Gathering** players can find trades both locally and abroad.

Our goal is to **connect** our users and create a thriving community that contributes to the joy of playing, trading, and collecting Magic: The Gathering cards.
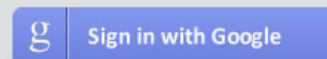
Give Cardcadia a try and experience an **easier way to trade.**

SIGN IN

Please sign in using your Facebook account:

f Sign in with Facebook
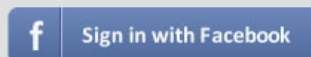
Or with one of your other favorite services:

Sign in with Twitter

g Sign in with Google

Why don't we use traditional email sign up?

I chose to use social authentiction as a primary means for login / signup for many reasons:

- Ease of use

- Users not required to remember yet another username/password for login

- Potential social applications (sharing, posting, referrals)

- Security (connecting a social account to the application account deters false account creation to help ensure 1:1 ratio of users and accounts)

My research showed users were familiar with social logins and had used them in the past

HOME	GO PREMIUM	CONTACT US	INFORMATION
Trade	Benefits	Jobs	About Us
Inventory	Costs	Advertising	Price Guide
Advanced Search		Feedback	Terms of Service
Want List			Privacy Policy
Account			

CARDCADIA
No malarkey. Just Magic.

TRADE · INVENTORY · SEARCH · WANT LIST · PROFILE

ALERTS
8

RATE YOUR TRADE
Pete T.
★★★★★

NEW MESSAGE
Owen W.
OPEN TRADE ▶

NE...
GO TO...

WELCOME BACK, DANNY
— ✕

This box is draggable, can be minimized to a compact view, or simply closed and docked in the upper right corner of the screen.

For premium members this space can include quick links, deck builder, inventory viewer, and any other feature expansion that comes in the future.

For basic users this space can promote premium, display site news and updates, or smiple user specific messages.

PENDING TRADES
3
1 Awaiting Approval / 1 New Message / 1 Needs Your Approval

● Awaiting approval · LOCAL

Joaquin P.
Brooklyn, NY

YOUR CARDS		THEIR CARDS	
1 ● Sylvan Library		1 ● Sylvan Library	
2 ● Loyal Retailers		2 ● Loyal Retailers	
1 ● Scroll Rack		1 ● Scroll Rack	
4 ● Command Tower		4 ● Command Tower	

▶ TRADE DETAILS

SHIPPING

...n W.

YOUR CARDS		THEIR CARDS	
1 ● Sylvan Library		1 ● Sylvan Library	
2 ● Loyal Retailers		2 ● Loyal Retailers	
1 ● Scroll Rack		1 ● Scroll Rack	
4 ● Command Tower		4 ● Command Tower	

▶ TRADE DETAILS

● Needs your approval · SHIPPING

Paul N.
Shaker Heights, OH

YOUR CARDS		THEIR CARDS	
1 ● Sylvan Library		1 ● Sylvan Library	
2 ● Loyal Retailers		2 ● Loyal Retailers	
1 ● Scroll Rack		1 ● Scroll Rack	
4 ● Command Tower		4 ● Command Tower	

▶ TRADE DETAILS

The single column layout is designed to create a seamless flow from one section to the next. It also allows the user to focus attention on each section as a whole without the distracting elements found in a two-column layout.

SUGGESTED TRADES
15
8 Local / 7 via Shipping

● Awaiting approval · LOCAL

Joaquin P.
Brooklyn, NY

YOUR CARDS		THEIR CARDS	
1 ● Sylvan Library		1 ● Sylvan Library	
2 ● Loyal Retailers		2 ● Loyal Retailers	
1 ● Scroll Rack		1 ● Scroll Rack	
4 ● Command Tower		4 ● Command Tow...	

✉ New message · SHIPPING

Owen W.
Dallas, TX

YOUR CARDS		THEIR CARDS	
1 ● Sylvan Library		1 ● Sylvan Library	
2 ● Loyal Retailers		2 ● Loyal Retailers	
1 ● Scroll Rack		1 ● Scroll Rack	
4 ● Command Tower		4 ● Command Tower	

TRADE DETAILS

● Needs your approval · SHIPPING

Paul N.
Shaker Heights, OH

YOUR CARDS		THEIR CARDS	
1 ● Sylvan Library		1 ● Sylvan Library	
2 ● Loyal Retailers		2 ● Loyal Retailers	
1 ● Scroll Rack		1 ● Scroll Rack	
4 ● Command Tower		4 ● Command Tower	

▶ TRADE DETAILS

The color scheme is familiar to users (derived from M:TG colors) and is used throughout site to help user location within application.

As *Pending Trades* and *Suggested Trades* share much of the same functionality, a distinction needed to be made between the two. Color helps define that distinction.

HOME	GO PREMIUM	CONTACT US	INFORMATION
Trade	Benefits	Jobs	About Us
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Advanced Search		Feedback	Terms of Service
Want List			Privacy Policy
Account			

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Trade Details

CARDCADIA
No malarkey. Just Magic.

TRADE INVENTORY SEARCH WANT LIST PROFILE

PENDING TRADE WITH Pete T.

Proposed by Pete T. on December 24, 2012

YOUR CARDS

QTY	CARD NAME	ESTIMATED VALUE
1	● Sylvan Library *Urza's Destiny (Near Mint / Foil)*	$34.50
2	● Loyal Retailers *Ascension (Heavily Played / Foil)*	$62.40
1	● Scroll Rack *5th Edition (Lightly Played)*	$2.32
4	● Command Tower *Tempest (Mint)*	$123.23

➕ ADD CARD TO TRADE

THEIR CARDS

QTY	CARD NAME	ESTIMATED VALUE
1	● Sylvan Library *Urza's Destiny (Near Mint / Foil)*	$34.50
2	● Loyal Retailers *Ascension (Heavily Played / Foil)*	$62.40
1	● Scroll Rack *5th Edition (Lightly Played)*	$2.32
4	● Command Tower *Tempest (Mint)*	$123.23

➕ ADD CARD TO TRADE

Estimated Total Value: $212.45

Estimated Total Value: $212.45

DECLINE

CURRENT MEETING LOCATION
None chosen. Need help finding one?

ACCEPT

✉ MESSAGES

Type here. Press enter to send.

You
:00 pm

I don't think 2 regular card names for 1 really extraordinarily long card name is fair...what about 2 regular card names for 4 short card names?

Are you looking for a really extraordinarily long card name by chance? I have one that you may be interested in...

Pete T.
December 24th @ 4:29 pm

You
:29 pm

I don't think 2 regular card names for 1 really extraordinarily long card name is fair...what about 2 regular card names for 4 short card names?

Are you looking for a really extraordinarily long card name by chance? I have one that you may be interested in...

Pete T.
December 22nd @ 3:49 pm

You
December 21st @ 9:29 pm

I don't think 2 regular card names for 1 really extraordinarily long card name is fair...what about 2 regular card names for 4 short card names?

The *Messages* section isn't expected to be heavily used and is therefore placed below trade details (rather than being integrated higher on the page).

However, this will be one of my main targets for user testing throughout beta and in the first months of launch to see if adjustments are needed.

HOME	GO PREMIUM	CONTACT US	INFORMATION
Trade	Benefits	Jobs	About Us
Inventory	Costs	Advertising	Price Guide
Advanced Search		Feedback	Terms of Service
Want List			Privacy Policy
Account			

Trade Location

TRADE INVENTORY SEARCH WANT LIST PROFILE

PENDING TRADE WITH Pete T.

LOCAL | SHIPPING

...sed by Pete T. on December 24, 2012

YOUR CARDS

QTY	CARD NAM...	ESTIMATED VALUE
1	Sylvan L... *Urza's Destiny...*	$34.50
2	Loyal Re... *Ascension (He...*	$62.40
1	Scroll Ra... *5th Edition (L...*	$2.32
4	Comman... *Tempest (Min...*	

DE... ...PT

TRADE LOCATION

Feel free to use the search form below to help set up a local meeting location. If you are meeting your trading partner for the first time, we strongly suggest you meet at a **public place** that you are both comfortable with.

Enter business name, business type, address, or cross streets:

Magic the gathering

One of the key functionalities that sets this application apart from the rest, the *Trade Location* is meant to assist users in quickly finding a close, safe, and enjoyable place to conduct trades.

Search Results | Recent Locations | Suggested Locations

A Joe's Magic Cafe
584 Manhattan Ave
Greenpoint, NY
11222
212-555-3847
www.JoesMagicCafe.com

10 Reviews ★★★☆

"Luis (one of the owners) gives solid, sage competitive advice regarding Magic the Gathering. Very nice board game selection. Lauren (the other Co-Owner ..."

SELECT

Depending on popularity, possible revenue streams could come from sponsored listings by local game stores or coffee shops.

B Steve's Magic Empo...
16 Jewel St.
Greenpoint, NY
11222
212-555-3482
www.StevesMagic.com

84 Reviews ★★★★

"Way better than Joe's."

SELECT

C Magic Castle
202 Bedford Ave.
Williamsburg, NY
11222
212-555-9483
www.MagicCastle.com

2 Reviews ★★★★

"This place has the best hamburgers ever. I hear they have FNM here too, even though I haven't played in years. Might have to give it another..."

SELECT

NOT RIGHT NOW

HOME	GO PREMIUM	CONTACT US	INFORMATION
Trade	Benefits	Jobs	About Us
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Account			

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Trade Summary

CARDCADIA
No malarkey. Just Magic.

TRADE INVENTORY SEARCH WANT LIST PROFILE

SUMMARY OF YOUR TRADE WITH *Pete T.*

LOCAL

Proposed by Pete T. on December 24, 2012 @ 2:39 pm

CONGRATULATIONS!

We're really glad everything worked out for you and Pete T. Below is a simple summary of your trade agreement that you can print and save for your records (we'll email you a copy as well).

Once you have completed your trade with Pete T. **please come back and rate your trade experience.** This site thrives on its awesome community and your feedback makes that community stronger and more trustworthy.

If you don't need to review the summary, perhaps you'd like to do one of the following:

HOME

SEARCH

INVENTORY

Readily apparent links to other parts of the site deter bounce rates after trade completion and keep users in the natural flow of the application.

CARD SUMMARY

YOUR CARDS

QTY	CARD NAME	ESTIMATED VALUE
1	Sylvan Library *Urza's Destiny (Near Mint / Foil)*	$34.50
2	Loyal Retailers *Ascension (Heavily Played / Foil)*	$62.40
1	Scroll Rack *5th Edition (Lightly Played)*	$2.32
4	Command Tower *Tempest (Mint)*	$123.23

Estimated Total Value: $212.45

THEIR CARDS

QTY	CARD NAME	ESTIMATED VALUE
1	Sylvan Library *Urza's Destiny (Near Mint / Foil)*	$34.50
2	Loyal Retailers *Ascension (Heavily Played / Foil)*	$62.40
1	Scroll Rack *5th Edition (Lightly Played)*	$2.32
4	Command Tower *Tempest (Mint)*	$123.23

Estimated Total Value: $212.45

LOCATION SUMMARY

Allowing users to easily add trade event to datebook is original functionality that contributes to overall user experience.

JOE'S MAGIC CAFE
December 25th @ 2:30 pm

ADD TO: iCAL GOOGLE CALENDAR FACEBOOK OUTLOOK
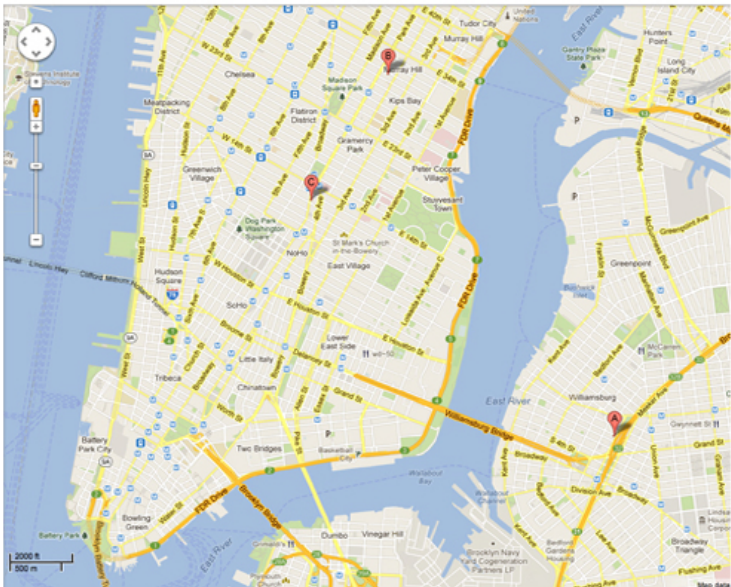
584 Manhattan Ave
Greenpoint, NY
11222
212-555-3847
www.JoesMagicCafe.com

GET DIRECTIONS

PRINT

Reiterating *Suggested Trades* helps deter bounce rates like the links at the top of the page and gives the user a sense of direction.

SUGGESTED TRADES
8 Local / 7 via Shipping

● *Awaiting approval* LOCAL

Joaquin P.
Brooklyn, NY

	YOUR CARDS		THEIR CARDS
1	Sylvan Library	1	Sylvan Library
2	Loyal Retailers	2	Loyal Retailers
1	Scroll Rack	1	Scroll Rack
4	Command Tower	4	Command Tower

TRADE DETAILS

● *New message* SHIPPING

owen W.
Dallas, TX

	YOUR CARDS		THEIR CARDS
1	Sylvan Library	1	Sylvan Library
2	Loyal Retailers	2	Loyal Retailers
1	Scroll Rack	1	Scroll Rack
4	Command Tower	4	Command Tower

TRADE DETAILS

● *Needs your approval* SHIPPING

Paul N.
Shaker Heights, OH

	YOUR CARDS		THEIR CARDS
1	Sylvan Library	1	Sylvan Library
2	Loyal Retailers	2	Loyal Retailers
1	Scroll Rack	1	Scroll Rack
4	Command Tower	4	Command Tower

TRADE DETAILS

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GO PREMIUM
Benefits
Costs

CONTACT US
Jobs
Advertising
Feedback

INFORMATION
About Us
Price Guide
Terms of Service
Privacy Policy

Magic the Gathering and it's respective properties are copyright Wizards of the Coast.

Trade Details (Wireframe)

Logo

E.g. "Black Lotus" Search

Trades | Want List | My Cards | Search + | Profile Settings

Pending Trade with Pete T.

Local / **Shipping**

Proposed by Pete T. at 10:13 pm on Dec. 25, 2012

Your cards

Qty	Card Name	Estimated Value ($ per card x Qty.)
1	Really extraordinarily long card name	$34.92
	Condition: Near Mint Edition: X (Foil)	
2	Regular card name	$8.94
	Condition: Varies Edition: Antiquities	
1	Regular card name	$17.32
	Condition: Heavily Played Edition: M 2013	

+ Add   − Remove   Estimated Total Value: **$34.92**

Pete T.'s cards

Qty	Card Name	Estimated Value ($ per card x Qty.)
3	Regular card name	$1.83
	Condition: Near Mint Edition: Urza's Legacy (Foil)	
1	Really extraordinarily long card name	$53.23
	Condition: Damaged Edition: Tempest (Foil)	
2	Regular card name	$32.14
	Condition: Varies Edition: Arabian Nights (Foil)	

+ Add   − Remove   Estimated Total Value: **$34.92**

⬅ Back

Current Meeting Location:
None chosen. **Help me find one!**

Accept ➡

Messages

Type message here

Trade Log // Dec 24 ⌄

Pete T. made the following changes to the trade:
- Removed Card name 1 and card name 2 from the trade
- Added Card Name 3 to the trade
- Changed the Quantity of Card Name 4 from 2 to 1

See previous version of the trade

Pete T. // Dec 24 ⌄

I don't think 2 regular card names for 1 really extraordinarily long card name is fair...what about 2 regular card names for 4 short card names?

Me // Dec 23 ⌄

Are you looking for a really extraordinarily long card name by chance? I have one that you may be interested in...

more

Trade Summary (Wireframe)

Logo

E.g. "Black Lotus"   Search

Trades   Want List   My Cards   Search +   Profile Settings

Finalize Trade with Pete T.

Congratulations!

We're really glad everything worked out for you and Pete T. Below is a simple summary of your trade agreement.

This site is dedicated to its community and your input makes that community stronger. **After your trade is completed please be sure to come back and rate your trade experience.** Your rating will only be released for public viewing when both traders have completed their review. Your inventory will also be automatically adjusted to reflect the trade upon completion of the review.

Your cards

1	Really extraordinarily long card name
2	Regular card name
1	Regular card name

Pete T.'s cards

3	Regular card name
1	Really extraordinarily long card name
2	Regular card name
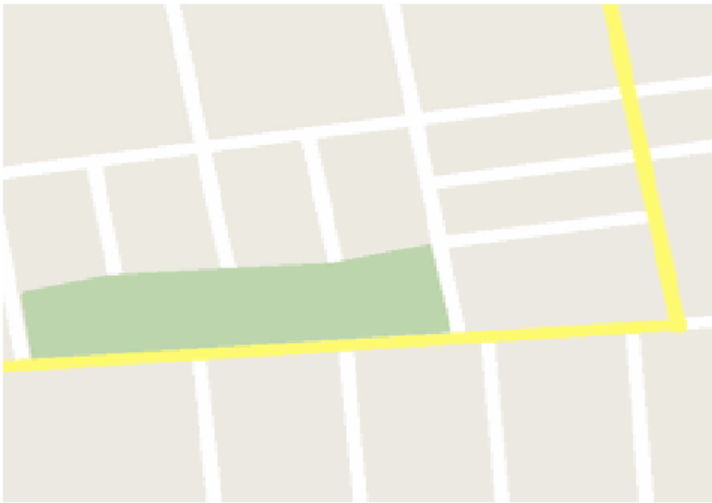
Meeting Location and Details

Joe's Magic Cafe on December 25 at 2:30 pm

Get Directions

We'll send you an email the day before your trade to remind you. You can also choose to receive additional notifications in your settings. If you have to cancel or reschedule for any reason, please be courteous and give your trade partner at least 24-48 hours advanced notice.

Check out some of these other trades you might be interested in

Jack W.	Jack W.	Jack W.	Jack W.
★★★★★	★★★★★	★★★★★	★★★★★
Detroit, MI	Detroit, MI	Detroit, MI	Detroit, MI
4 cards	4 cards	4 cards	4 cards
that you need	that you need	that you need	that you need
See Details	See Details	See Details	See Details

See more...

User flow

Trade Flow for Return User

Home Page

Logged in to social auth? — No → Login/signup

Yes

Main dashboard

Pending Trades

Pending trades? — Yes → Requires user approval? — Yes → User approves? — No → Modification? — No → User declines

No (Pending trades?)

No (Requires user approval?)

Yes (User approves?) → Trade logged

Yes (Modification?) → Modifies and sends to other user

Suggested Trades

Suggested trades? — Yes → Any with potential? — Yes → Review and approve → Sends for trade partner's approval → Others? — Yes

Others? — No

No (Suggested trades?)

No (Any with potential?)

Updates want list ← Yes — Needs new cards?

No

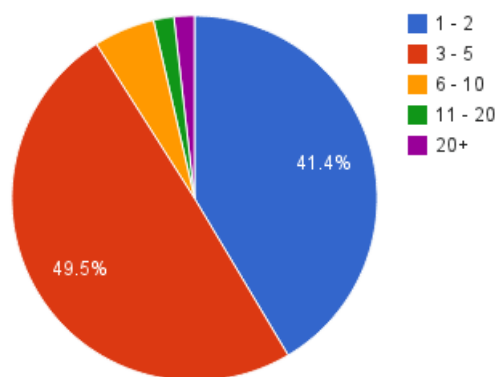Updates inventory ← Yes — New inventory?

No

Leaves site

The graphed data is taken from a series of user surveys I created and published using Google Forms.

Surveys were submitted to closed forums for TCG players with the hopes that those participating in online forums would also be willing to try online trading methods.
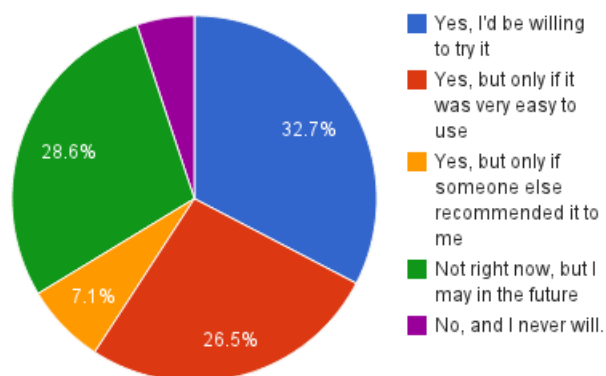
With over 1500 survey responses to over 90 questions, the results showed that the majority of responders were not only open to using a trading service, but nearly half were willing to pay for one.

Other questions helped determine layout options for design as well as site heirarchy and user flow.
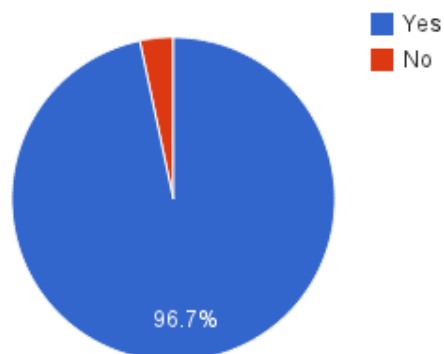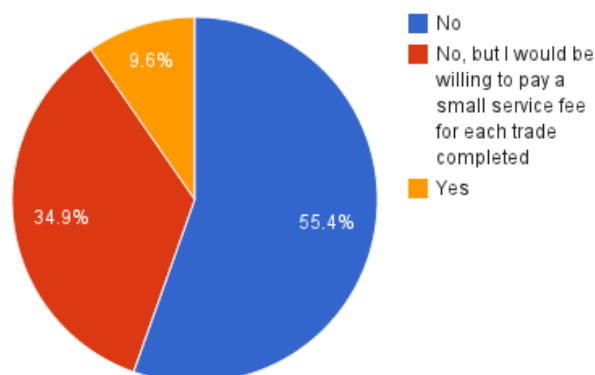
Number of Cards Traded in Single Transaction

- 1 - 2
- 3 - 5
- 6 - 10
- 11 - 20
- 20+

41.4%
49.5%

Would You Use an Internet-based Trading Application

- Yes, I'd be willing to try it
- Yes, but only if it was very easy to use
- Yes, but only if someone else recommended it to me
- Not right now, but I may in the future
- No, and I never will.

32.7%
26.5%
7.1%
28.6%

Do you press Enter or Return after typing in a search?

- Yes
- No

96.7%

Willingness to Pay Subscription for Card Trading Service

- No
- No, but I would be willing to pay a small service fee for each trade completed
- Yes

9.6%
55.4%
34.9%

CONTACT

Email: Forst056@gmail.com
Phone: (414) 379-7434

GitHub: https://github.com/forst056/cardcadia
Behance: http://www.behance.net/d4st