

Janette Shew

User Experience Designer, Researcher, & Information Architect

Metro DC area | jes777@gmail.com | (m) 323-791-6318

Note

The examples which follow are a small sampling of delivered work products. Many have had client and project names removed to protect client confidentiality.

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Knowledge Management (KM) System

Client: American biotechnology corporation
Company: Design for Context

Development of a knowledge management system that prioritized collaboration and knowledge sharing for a leading biotechnology company.

Primary objectives:

- Promote file findability
- Enable real-time co-authoring
- Auditable tracking of data and documents through multi-year development cycles
- Automated workflows for experiments and document collaboration

Design for Context Principal / Project Manager:
Duane Degler

Key Disciplines: IA, User Research

Project contribution and responsibilities:

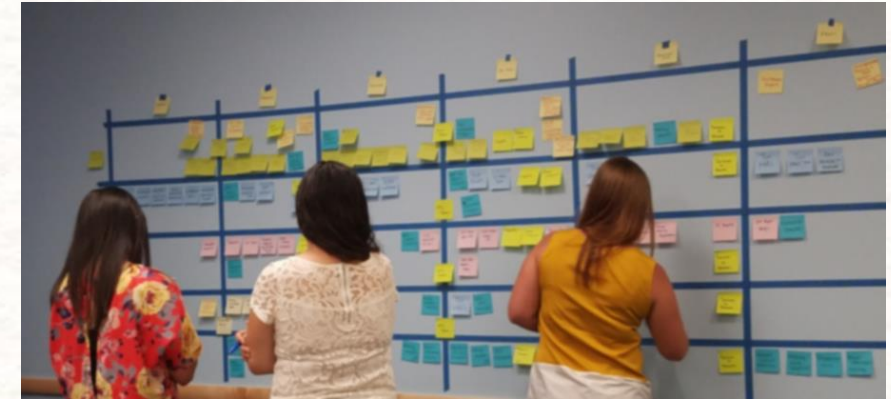
- Information architecture: content audit, navigation design
- User research: card sorting, user interviews
- Co-facilitation of design thinking workshops
- Task analysis for process improvement
- Designing auditable yet flexible task flows
- Functional requirements documentation

Samples available for in-person discussions.

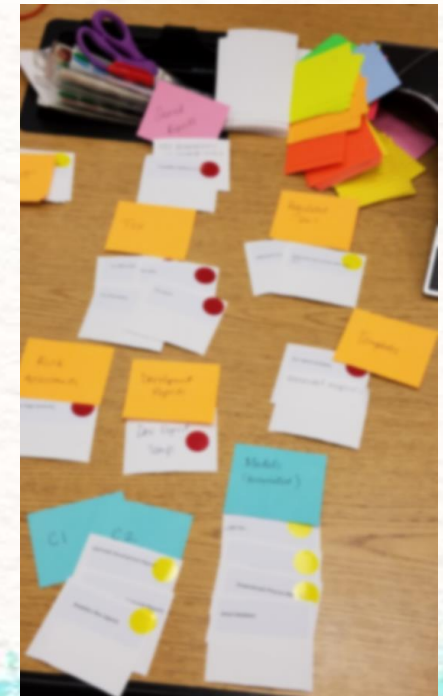
KM System: Process

- Facilitated workshops with project team/stakeholders to understand current processes and desired system functionality
- Confirmed initial objectives and priorities
- Audited content inventory to identify content groups and uncover metadata available for filtering and grouping
- Conducted card sorting workshop to gain insights on how each stakeholder thought the content should be organized, and refined requirements
- Revised card sort to reflect content inventory findings and support the refined requirements
- Designed process flows and templates that enabled workflow and content organization

Due to confidentiality concerns, the photos have been blurred and deliverables cannot be displayed.



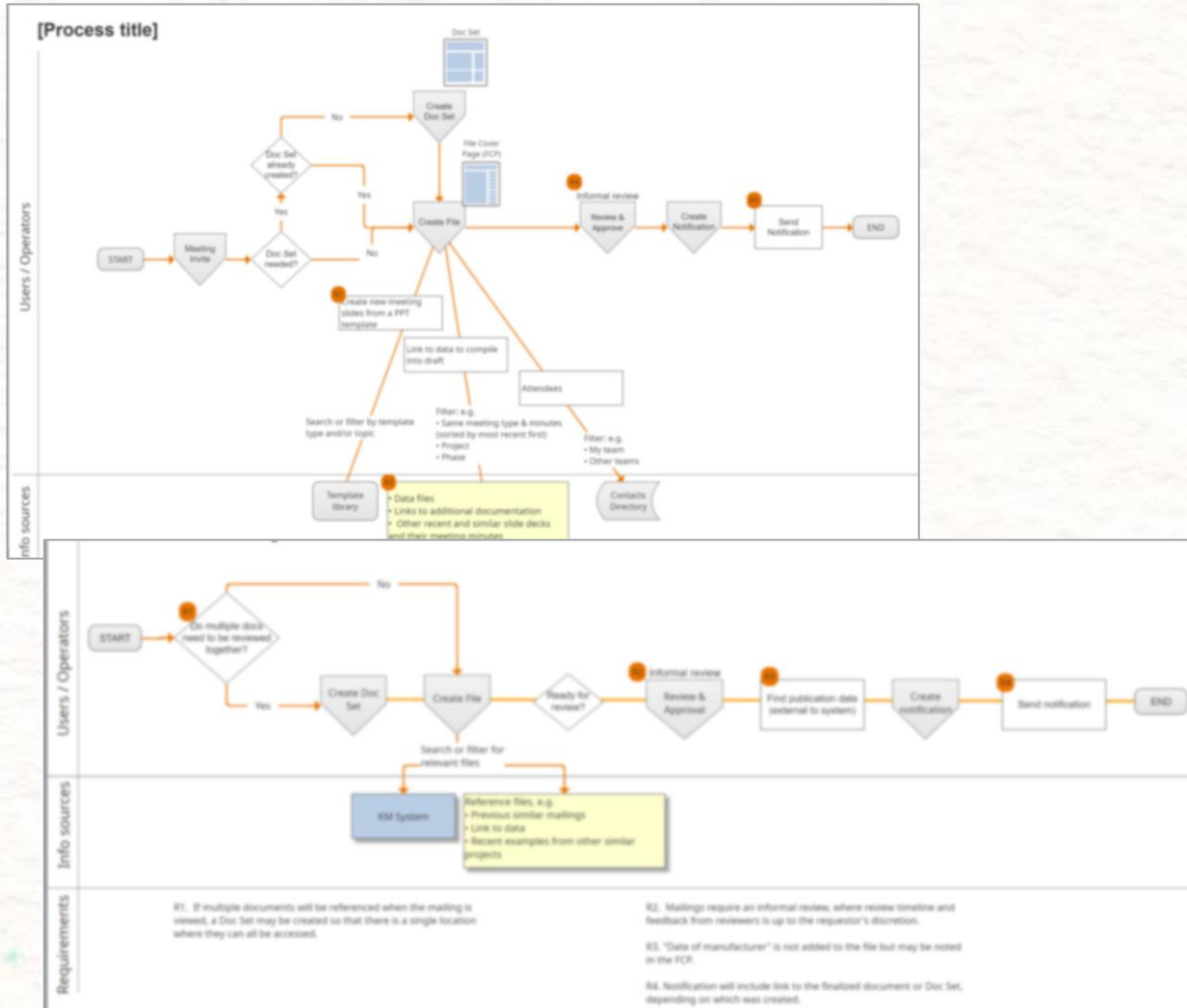
Workshop: The project team maps out the file lifecycle.



Card sorting: Revealing commonalities and differences in content categorization perspectives

KM System: Task Analysis and Workflow Optimization

Reusable functions are represented by the hexagonal shapes.



- Based on task analysis and requirements which had been determined during the workshops and discussions, flow diagrams for each primary process were developed.
- As more than one system would be used, it was imperative to identify system handoffs, so the diagrams were also used to communicate system integration requirements.
- Despite the reality of having to manage many different processes and files, we were able to simplify the project scope by designing a set of page templates and process flows, recommending reuse of these core utilities instead of creating new assets.

Due to confidentiality concerns, the diagrams have been blurred and genericized.

KM System: Summary

Project contribution and responsibilities

- Information architecture: content audit, navigation design
- User research: card sorting, user interviews
- Workshop co-facilitation
- Task analysis for process improvement
- User process diagrams
- Functional requirements documentation

Additional samples available upon request.

Electronic Immigration System (ELIS) Transformation

Client: US Citizenship & Immigration Services (USCIS)

Company: Publicis Sapient

USCIS engaged Publicis Sapient to provide transformational, user-centered interface designs to support its shift from a decades-old paper-based process to a modern, digitally-based system, ELIS. As part of the UX team, I created interfaces and conducted user research for the immigration officer platform.

Project goals:

- Transition from paper-based to electronic process
- Increase user productivity
- Enhance processing accuracy
- Implement auditable electronic case review/approval processes

Publicis Sapient Team Lead: Lisa Goldberg

Key Disciplines: UX Design, User Research

Project contribution and responsibilities:

- Designed user-centered processes interfaces which transformed the way immigration officers and others worked.
- Collaborated with BAs and technical leads to create interactive prototypes that brought the business requirements to life for discussion and refinement
- Participated in daily status and requirements discussions with cross-functional teams with SMEs, stakeholders, tech leads, BAs, and other designers
- Conducted user research, providing research plans, scripts, analysis, findings and recommendations
- Created process to streamline system support team issues handling and improve prioritization process that focused on the highest value user value problems

ELIS Transformation: Prototyping Process



Due to confidentiality concerns, deliverables are not available.

- Reviewed users' current, primarily paper-based process and existing user research to develop a basic understanding of the users' goals, task flows, and opinions about the existing system.
- Collaborated closely with BAs and dev teams to design ELIS prototypes which reflected the business requirements and kept users' needs in mind.
- Collaborated with other designers and integrated my interface designs into the overall project prototype which represented an end-to-end, consistently designed, interactive model of the new system.
- Reviewed prototypes with stakeholders, SMEs, BAs, and dev teams.
- Conducted usability studies with SMEs, reviewed findings and recommendations with SMEs and stakeholders, and modified prototypes based on the outcome of the research and discussions.

ELIS Transformation: Summary

Project contribution and responsibilities

- Interactive prototypes
- User research: usability sessions coordination, observation, logging, and analysis, personas
- Data based review and recommendations for process improvements

Website Redesign

Client: International Professional Association

Company: Design for Context

Design for Context was brought in to improve usability and content findability in the association's website.

Project goals:

- Improve navigation and user task flow
- Enable content findability by leveraging new taxonomy
- Deliver concept designs to drive project discussions

Design for Context Lead Designer:
Karen Bachmann

Key Disciplines: **IA, UX Design**

Project contribution and responsibilities:

- Participated in remotely-conducted usability sessions with association members. Partnered with colleague to extract key findings and recommendations about terminology, website content expectations, and task execution difficulties.
- Analyzed the existing site, reviewed the new taxonomy, and considered usability session findings to identify opportunities to improve user experience and content findability.
- Designed primary page wireframes using a collaborative, online tool (ProtoShare)

Professional Association Website Redesign: Research & Wireframes

Feedback given during user research sessions revealed areas where navigation and user process could be improved. A key finding was that the site contained content which users currently did not know existed but once discovered, felt was useful.

The sessions also allowed us to gain better understanding of the differences between user types: who they were and what their goals were.

User type matrix

Stage	Notes	Associations, professional relationships	Grants, awards
Undergrad		School-related groups	<ul style="list-style-type: none">Outstanding Abstract Achievement Awards (formerly Merit Awards)
Med school - 4 yrs 2 yrs in class, last 2 yrs in healthcare setting, rotating thru different specialties OR Undergrad + med school = 6-7 yrs		May take a more leadership role in associations	<ul style="list-style-type: none">Med school / residency awards for hands-on research opportunitiesOutstanding Abstract Achievement Awards (formerly Merit Awards)
3-5 years residency, 3 year residency for pediatrics: 1st year rotation, 2nd year start thru specialties with more patient care responsibilities; 3rd year is supervisory role in a dept. After residency they're eligible to obtain med license.			<ul style="list-style-type: none">Outstanding Abstract Achievement Awards (formerly Merit Awards)Med school / residency awards for hands-on research opportunities
Obtain medical license			
Complete 2-3 year fellowship to develop advanced research and clinical skills = most are 3 years at academic	Successful fellowship research mentors from a committed faculty mentor are often the most crucial decision a trainee	<ul style="list-style-type: none">Associate membership	<ul style="list-style-type: none">Int'l Post-doctoral fellows ProgramOutstanding Abstract

Research session observations

About participant <ul style="list-style-type: none">Internal med, starting fellowship, use for reference, particularly , to keep up to date. Look at Career Development. Look at for new articles that aren't available yet. Member about 8 years.		
Scenarios		
Summary		
#	Score	Notes
1	2	Straightforward. Thought might also be in ; that was 2 nd choice.
2	1	More confusing than 1 st one. Found under "Media Library" "Media Center" would be a suitable term.
3	2	"Practice Guidelines" – very "straightforward terms" and seemed to help that "How I treat" is on right to help support she's in right place.
4	2	"Practice Patient Education". Also straightforward. Like to see what options are available and that it fits term "Practice". "Practice" makes sense to how he thinks, feels others might think of it in a different way.
5	2	If not purchased seemed he thought Publications would be good

Professional Association Website Redesign: Wireframes

Concepts started with research findings, identifying components, and hand-drawn sketches ...

Example page: **Search Results** ([url])

Template: **search_results.html**

Page Components

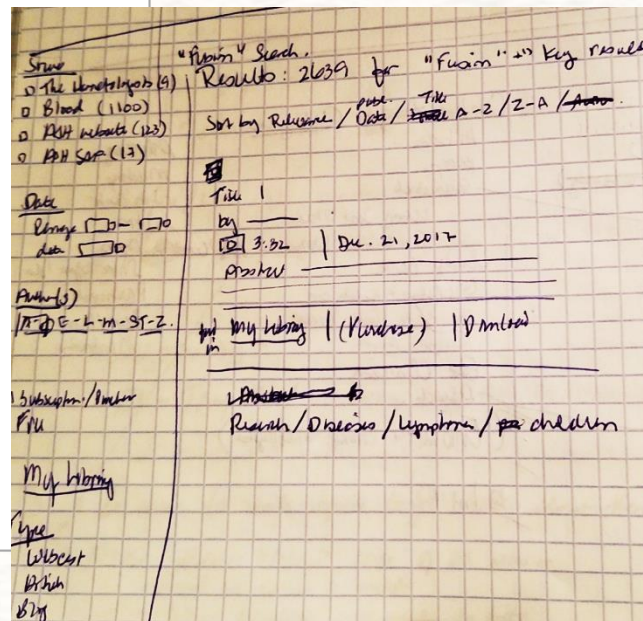
- Search term
- Search results count
- List of filters used in search results
- Facets
- Search result item:
 - o Title
 - o Author
 - o Date
 - o Description
 - o Thumbnail image

Taxonomy terms

- [terms list] – use as filters

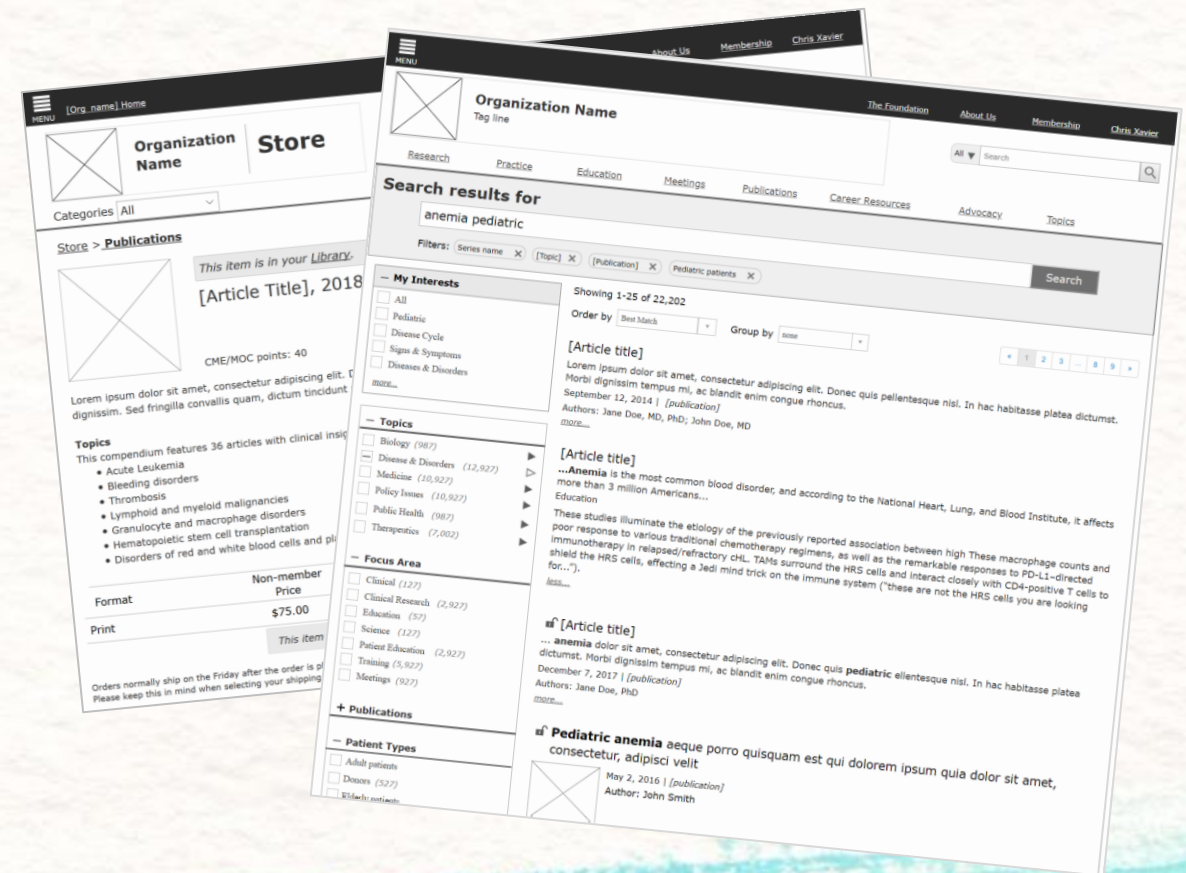
Interactions

- Search input field
- Select from filters
- View filter subgroups



...and progressed to wireframes

Each page was designed leverage the newly updated taxonomy which was based on topics rather than organization divisions. Together, they enabled improved browsing and searching activities.



Professional Association Website Redesign: Summary

Project contribution and responsibilities

- User research: user interview coordination, observation, logging, and analysis
- Abstract prototypes: content templates
- Concept wireframes

Additional samples available for in-person discussions.

Healthy Heart Program (HHP)

Client: Philips

Company: H2Wellness

Philips Healthcare engaged H2Wellness to develop a personalized motivational fitness program.

Project goals:

- Deliver a personalized, rules-based, and scalable digital platform
- Provide localization-friendly UI that could be adapted for international audiences, initially Germany, Singapore, and the Netherlands

H2Wellness UX Director: Kimberly Jennings

Key Disciplines: IA, Content Strategy, UX Design, Business Analysis

Project contribution and responsibilities:

- Led requirements gathering sessions with clients at their Amsterdam headquarters
- Mapped customer journeys to identify when and how to encourage users to continue their engagement in the program
- Audited content and business rules to ensure they could be implemented programmatically based on users' goals and personal health metrics
- Designed wireframes for key interactions such as account creation, health questionnaire, and member account management
- Developed user stories, user and system process flows, managed translation team deliverables, and documented requirements

Philips HHP: Process & Wireframes - User Onboarding

In order to set up a personalized online program, the user needed to have the Philips activity monitor. They could also use their Philips HHP scale and blood pressure monitor to provide additional metrics.

To set up the program, the user had to create their HHP user account and activate their device(s) to enable automated syncing so that their metrics, such as pulse, heart rate, and weight, would be uploaded into their account via WiFi. Manual input was also supported.

Challenges

- To encourage device syncing, the activation process had to feel simple and quick.
- However, the process was very complex as each device had a different activation and syncing method which we could not modify.
- The project team did not have consensus on what the new registration and activation process required. Consequentially, they had not approved any of the wireframed onboarding options created by another designer. I was brought in to provide more options after these initial designs had been rejected.

Realizing that the different understandings of the business and technical requirements was the roadblock to overcome, I proceeded in a step-by-step manner, obtaining agreement and approval after each step, to reach consensus and design wireframes in a timely manner. Close collaboration with technical and business parties further enabled successful outcomes.

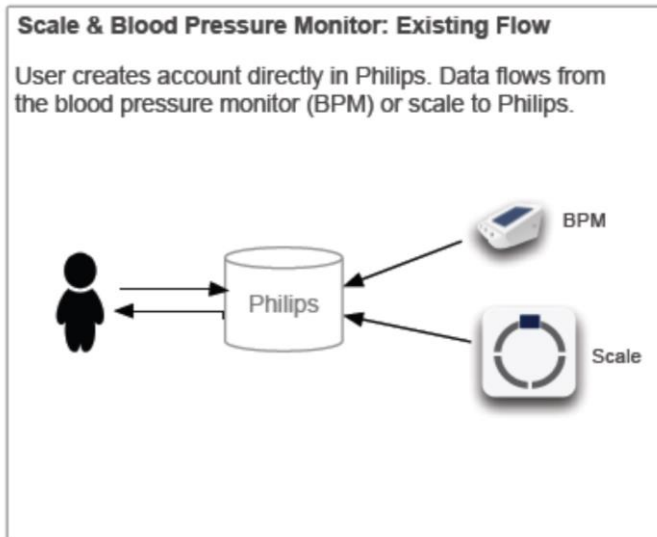
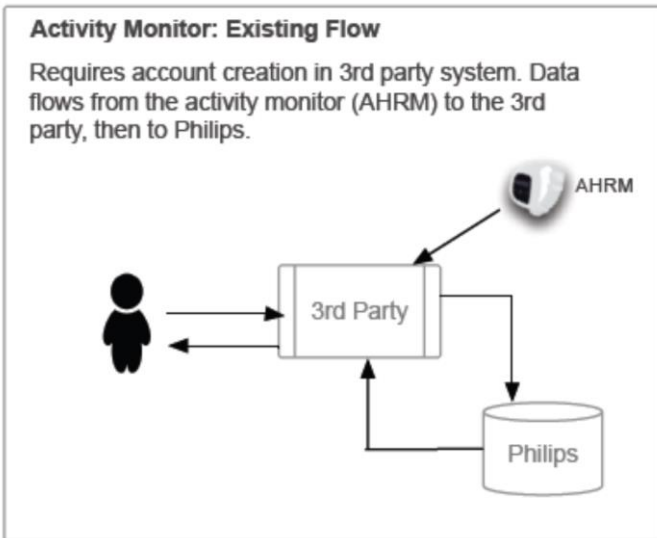
1. Gained agreement on current system and user processes, learning about the new process at the same time.
2. Identified steps in current processes to modify.
3. Presented new processes to cross-functional client project team to gain agreement on the way forward.
4. Designed wireframes based on the updated flow.

The Philips health devices:
weight scale, activity monitor,
and blood pressure monitor

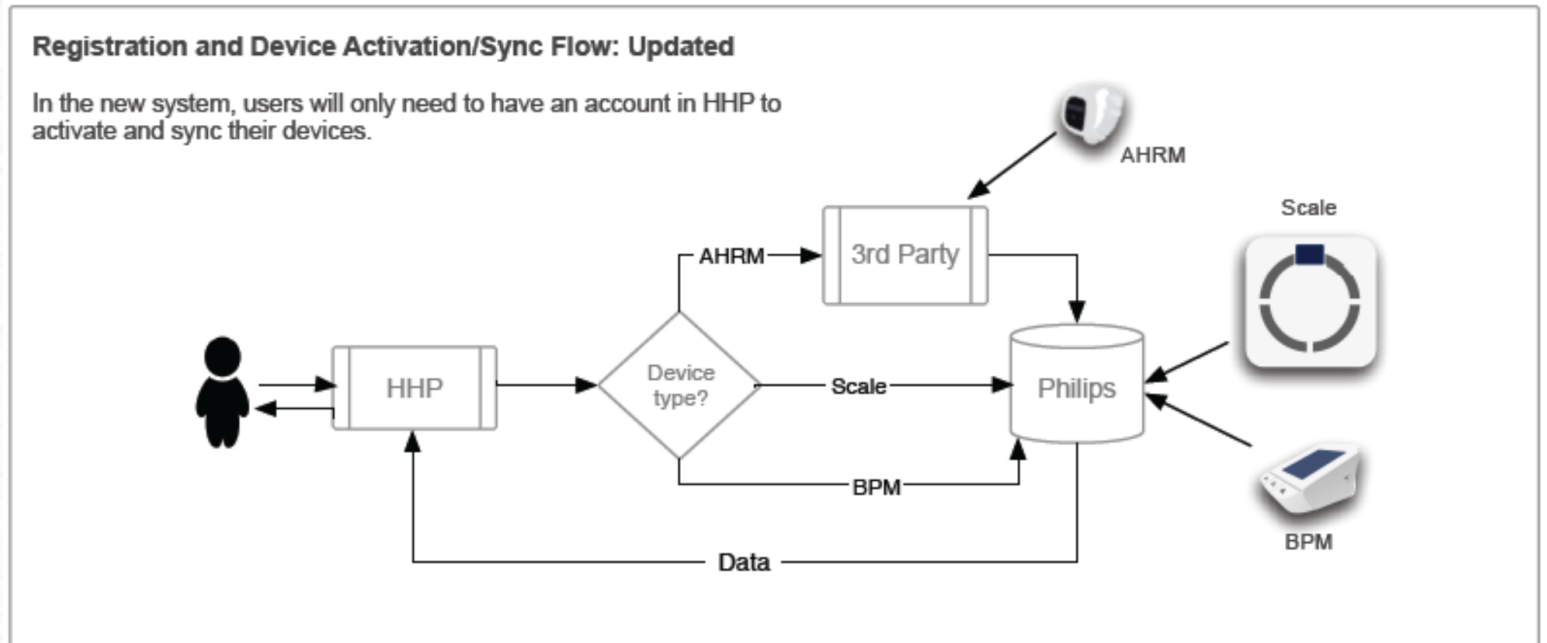


Philips HHP: Process & Wireframes – User Onboarding (con't)

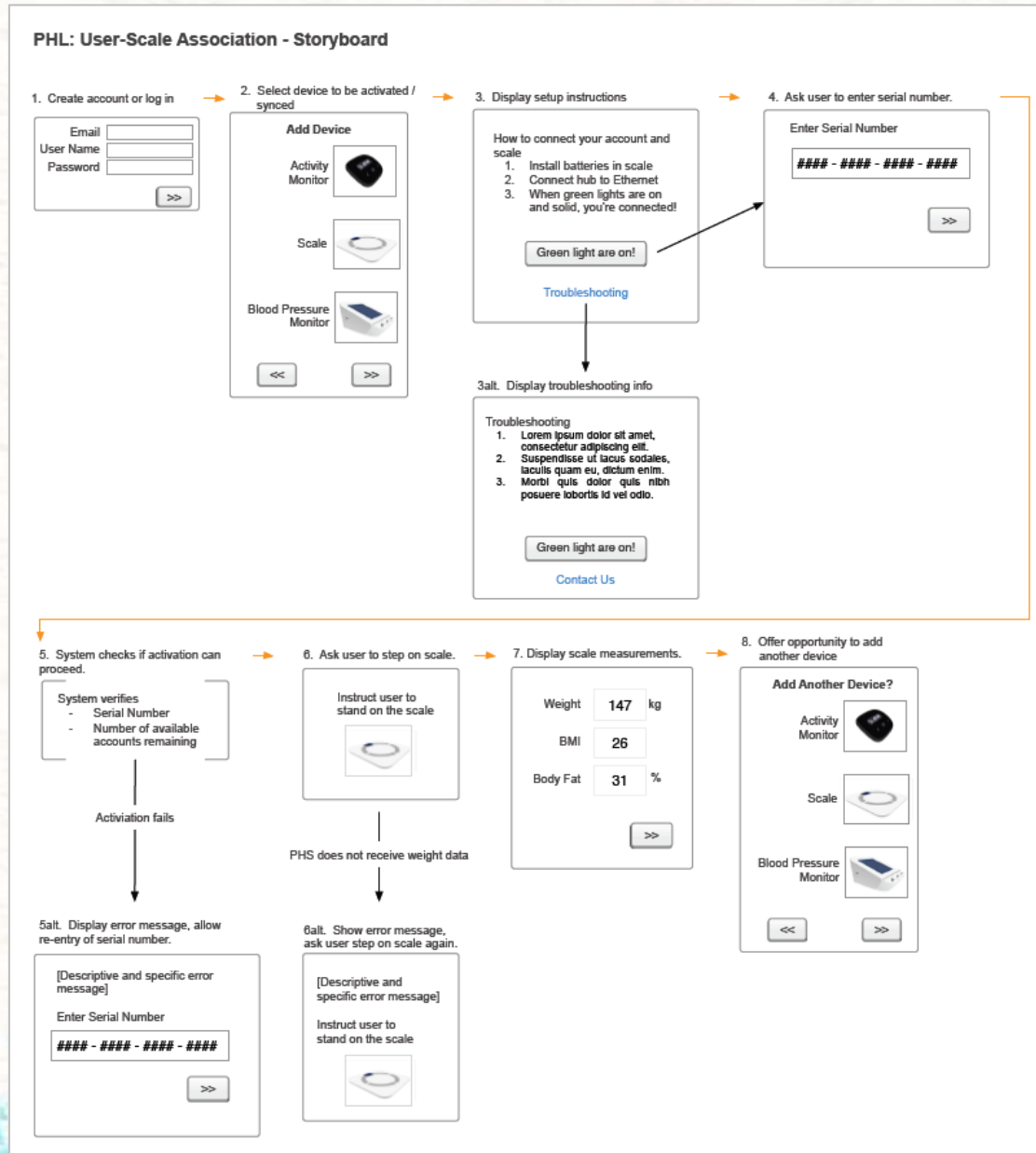
Step 1. Convey current system and user processes.



Step 2. Identify steps in current processes to modify.



Philips HHP: Process & Wireframes – User Onboarding (con't)



Step 3: Present new processes to cross-functional client project team to gain agreement on the way forward. This was achieved by developing a storyboard that outlined the key steps and data that needed to be gathered, placing focus on the process, not the interface design.

Philips HHP: Process & Wireframes – User Onboarding (con’t)

Step 4: Design wireframes based on the updated flow.

Registration form designed for users from different countries.

Create An Account

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc scelerisque volutpat risus et placerat. In ac bibendum nisi. Maecenas et elementum. Nullam varius id turpis vel ullamcorper.

All fields are required unless indicated.

Language

German

Time Zone

CET - Frankfurt, Germany

Country

Germany

User Name

Please select another user name. How about

- kyle.madchen721
- k.madchen1234
- kyle.a.madchen789

kylem

Create Password

Strength:

Reenter Password

Email Address

Salutation (optional)

(Select one)

First Name

Middle Name (optional)

Last Name

Tell Us About Yourself

We are asking for this information so we can provide a system tailored to you. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc scelerisque volutpat risus et placerat.

Gender

Female

Male

Date of Birth

Show Measurements in:

Metric (cm, kg)

Height

cm

Weight

kg

☐

 I accept the [Terms & Conditions of Use and Privacy Policy](#).

Cancel

Create My Account

FP - (v5) Account Creation Completed; Add Device

Page 5 of 20

Notes

Note: items in bold are displayed on current page.

1) System confirms account creation has been completed.

2) System displays "Add your device" interface.

3) User selects BPM.

4) Upon radio button selection, system displays activation message. Activation message is device-specific but the same message will be displayed for all users of the device. (E.g. Scale users 1-10 will all see the same scale related text.)

5) User clicks "Next" to go to next step.

5a) If user selects another device instead, system displays the selected device-specific activation message.

5) "No thanks" takes user to the landing page. As users will be encouraged to account-device association, this is the non-preferred option and so is de-emphasized, though it will not be not hard to find.

Logo

1

Welcome! You've completed setting up your account.

You can now set up your devices to sync with your account. If you have an AHRM, we suggest setting that up first.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

You can also add devices later by going to "My Account" and selecting "Manage Devices".

2

Which would you like to add?

Activity Heart Rate Monitor

Scale

3

Blood Pressure Monitor

6

No thanks, not now

Philips HHP: Summary

Project contribution and responsibilities

- UX Requirements lead
- Process and system flows
- Content and business rule auditing
- Responsive interface wireframe designs
- Translation team coordination
- CMS user manual

Additional samples available upon request.

NVFS: Improving the Client Experience

Client: Northern Virginia Family Services (NVFS)
Pro bono project

NVFS is a non-profit organization that strives to help their clients achieve self-sufficiency. They sought to improve their service offerings by moving from satisfying ad hoc service requests to developing personalized service portfolios that would more fully provide the support needed to get clients back on their feet.

Project goals:

- Get a more complete picture of new clients' needs
- Gather client information in a single intake form that can be added onto as client relationship grows
- Implement a solution as quickly as possible

Pro bono “Barn Raise” project organized by Adaptive Path with support from Slalom in McLean, VA

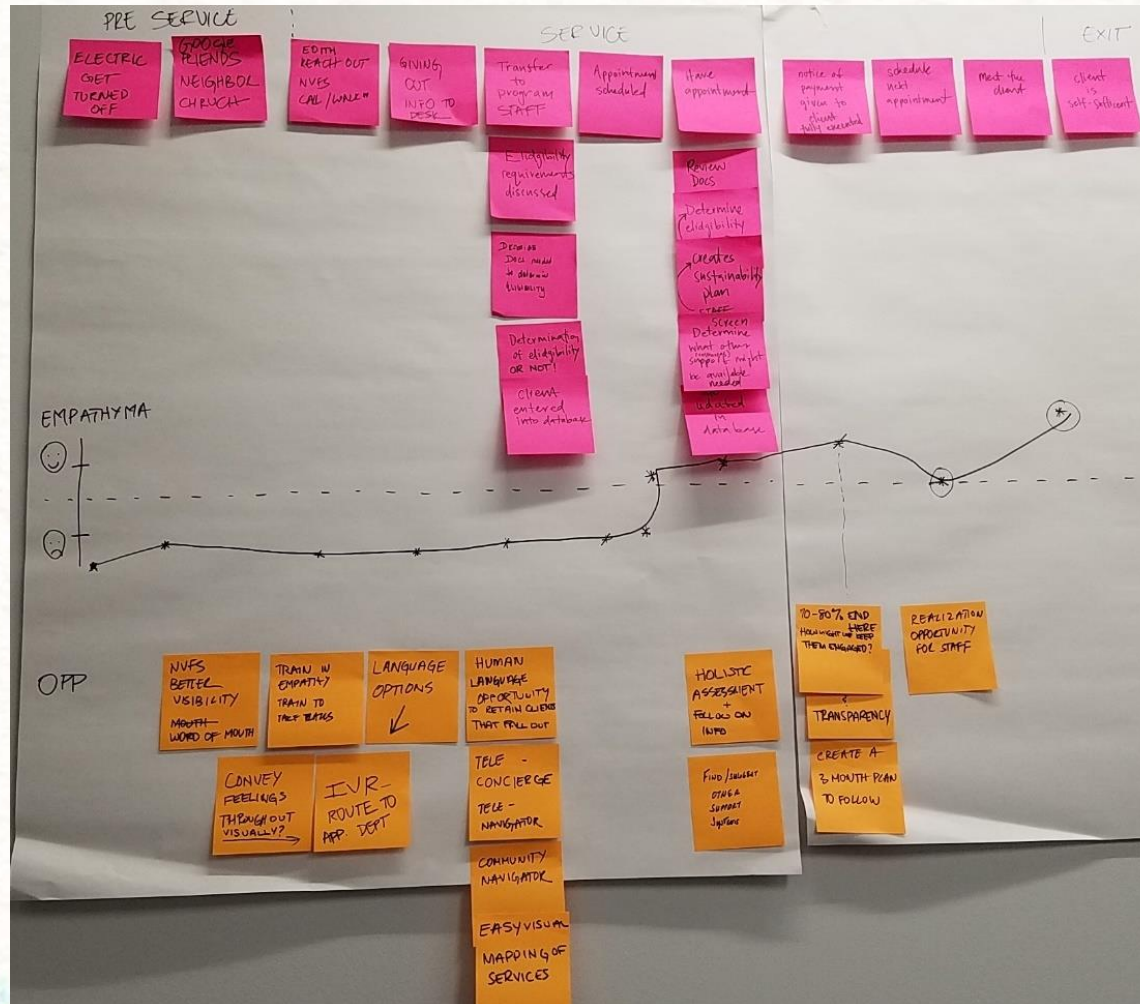
Key Disciplines: **User Research, Workshop Facilitation**

Project contribution and responsibilities:

- Co-facilitated design thinking session with stakeholders, eliciting information about the barriers that prevent clients from seeking assistance and NVFS' sensitivity to their clients' privacy concerns while also providing needed resources
- Collaborated with NVFS and other UX researchers to create a customer journey map which identified when and how it would be most opportune to elicit information from the NVFS clients. We then designed an online intake flow that reflected the findings from the discussion.

NVFS: Improving the Client Experience – Design Thinking

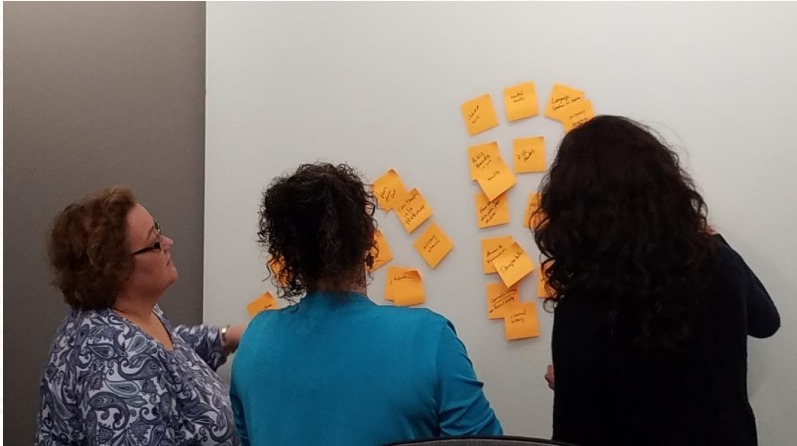
We started with understanding the different services that NVFS provides, then we walked through a common scenario: someone approaches NVFS requesting help with paying the electric bill and later they return for a different type of assistance.



NVFS' client journey map: identifying and aligning the user's actions, his/her emotional scale during the journey, and NVFS' engagement opportunities.

NVFS: Improving the Client Experience – Design Thinking (con't)

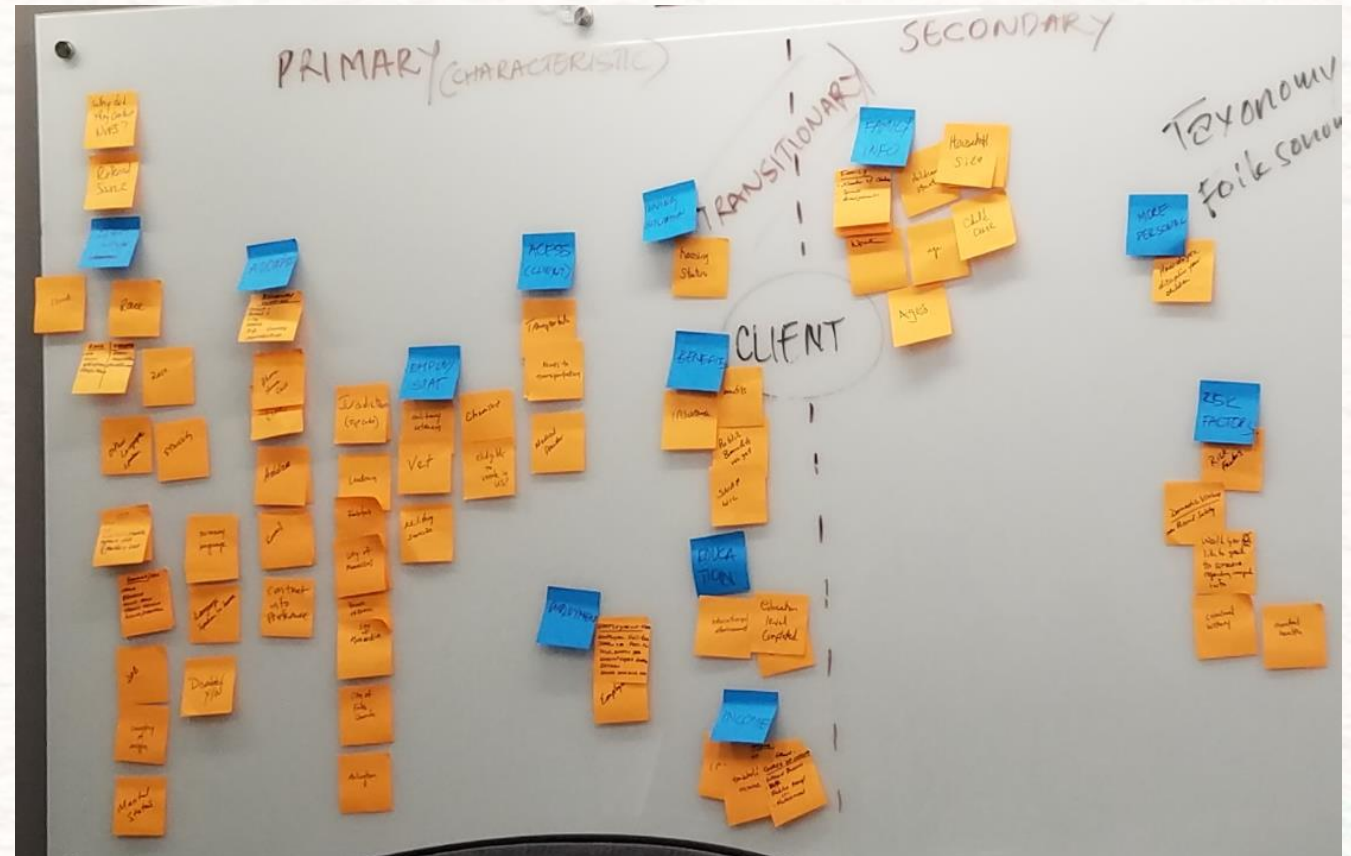
NVFS staff identified the information needed to fully serve users.



My colleagues and I categorized the information needs.



We organized the information to replicate the order in which we suggested the data be gathered: start with the least sensitive questions and build the relationship and trust before asking for more. We also realized that the client may initially decline to give some information and so we built in a way for them to add to their profile at a later time.



NVFS: Summary

Project contribution and responsibilities

- Facilitation of design thinking workshops
- Customer journey map
- Content strategy

Museum Website Redesign

Client: American museum
Company: Design for Context

A major American museum sought to update its online archives to make it more easily searchable and usable on any device type and size.

Project goals:

- Improve search and browse experience
- Adaptive website designs

Lead UX Designer: Lisa Battle, Principal at Design for Context

Key Disciplines: **UX Designer**

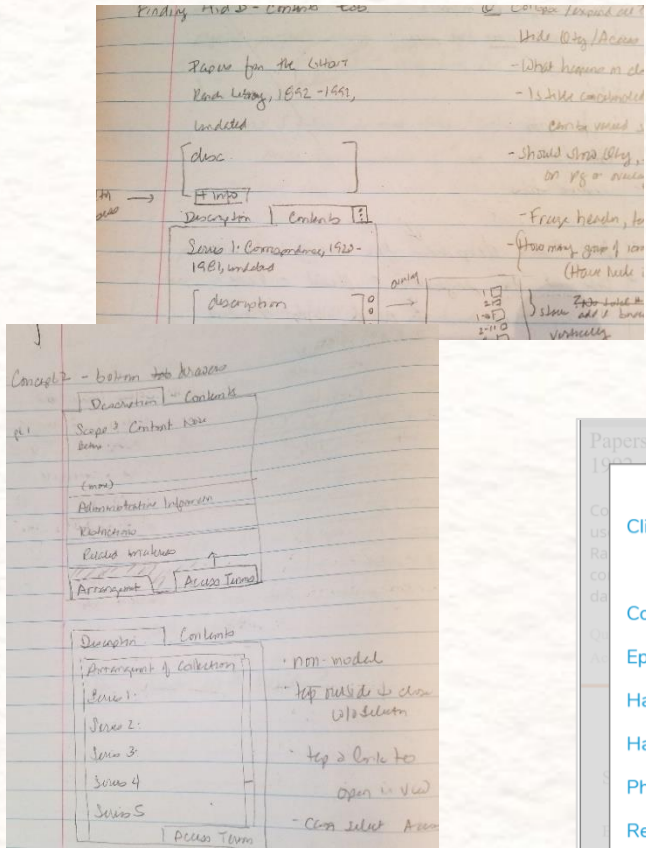
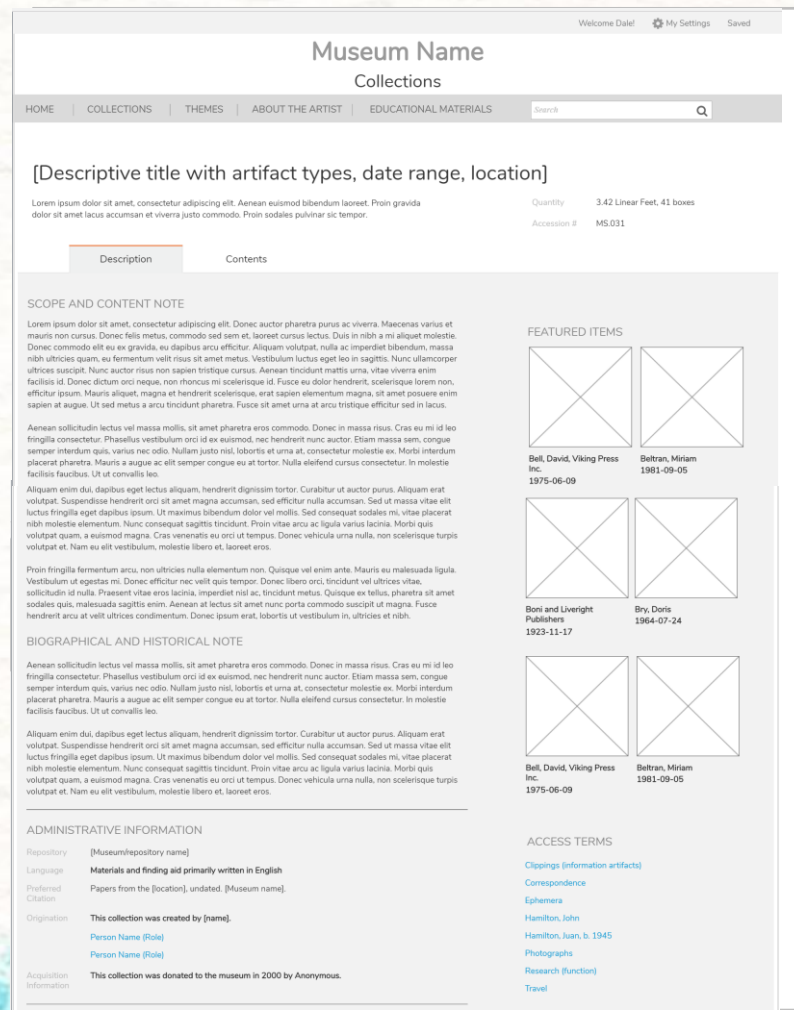
Project contribution and responsibilities:

- Designed adaptive wireframes for tablet and phone
- Designing began with understanding the institution's prioritized objectives in giving users access to the collection. The content and tools to support those objectives became the prioritized components in the mobile layout.

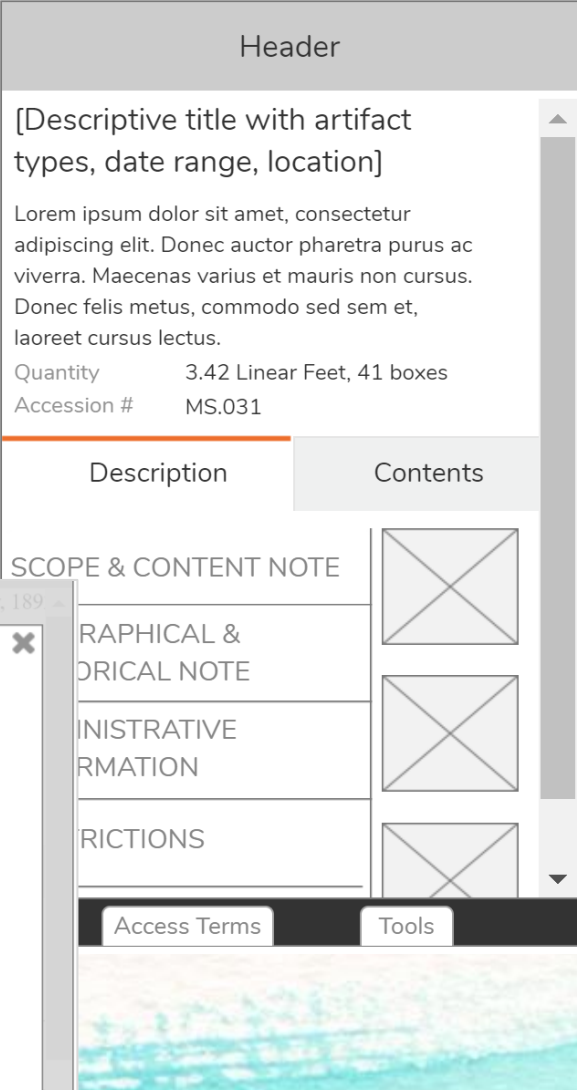
Museum Website Redesign: Adaptive Wireframes

By starting with rough sketches of the full screen and individual components, interactions are thought through and worked out quickly. Sketching is followed by wireframing in a tool like Axure or Protoshare.

The desktop layout for which adaptive layouts were being designed



- Concept 3:
- Featured Items untitled at right can be swiped through independently from the rest of the screen contents.
 - Access Terms and "Tools" buttons (or drawer tabs) at bottom open modal widows.



Museum Website Redesign: Adaptive Wireframes (con't)

To help convey the desired interaction when presenting printed deliverables, annotated wireframes are interactive and static displays of different states also provided.

Interactive scrolling view

- Sticky header keeps page title and Tools control in view/available.

Header

[Descriptive title with artifact types, date range, location]

Quantity3.42 Linear Feet, 41 boxes

Accession #MS.031

DescriptionContents

SCOPE & CONTENT NOTE

BIOGRAPHICAL & HISTORICAL NOTE

ADMINISTRATIVE INFORMATION

RESTRICTIONS

Static full length view with section expanded

Header

[Descriptive title with artifact types, date range, location]

Quantity3.42 Linear Feet, 41 boxes

Accession #MS.031

Description

Contents

SCOPE & CONTENT NOTE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut rhoncus turpis neque, ac aliquam libero lobortis non. Donec interdum, felis at mattis facilisis, enim orci interdum nisl, eu semper augue neque id leo. Donec sed odio non urna volutpat condimentum. Donec finibus, lectus non venenatis vestibulum, tellus tellus sagittis turpis, sit amet tincidunt mauris nunc id purus. Suspendisse quis fermentum augue. Vestibulum blandit dictum turpis, id posuere nisl mollis quis. Aliquam feugiat vehicula diam. Phasellus consequat velit vitae lectus gravida tincidunt. Donec in feugiat risus. Sed ac ex eu lacus fermentum pretium. Maecenas ut sapien convallis, lacinia purus id, consequat est. Nulla laoreet, eros sit amet laoreet placerat, nulla erat pretium arcu, sollicitudin tincidunt sapien ipsum eu ipsum. Maecenas suscipit sed velit eu sollicitudin.

Initial view. Changes from Desktop:

- Added the "Tools" menu that was available in the desktop view.
- Fonts for the 2 Notes enlarged so they are the same size as the other titles.
- Replaced "and" with "&" in order to gain space for the expand/collapse controls.
- Reordered "Featured Items" and "Access Terms" so the terms would not get lost underneath the images.

Header

[Descriptive title with artifact types, date range, location]

Quantity

3.42 Linear Feet, 41 boxes

Accession #

MS.031

Description

Contents

SCOPE & CONTENT NOTE

BIOGRAPHICAL & HISTORICAL NOTE

ADMINISTRATIVE INFORMATION

RESTRICTIONS

RELATED MATERIAL

ACCESS TERMS

FEATURED ITEMS

Thank you for viewing!

Additional samples available upon request

Janette Shew

Experience Designer, Researcher & Information Architect