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Note

The examples which follow are a small sampling of delivered work products. To protect client confidentiality, many have had client and project names removed and photos blurred.

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Knowledge Management (KM) System

Client: American biotechnology corporation
Company: Design for Context

Design for Context designed a knowledge management system that prioritized collaboration and knowledge sharing for a leading biotechnology company.

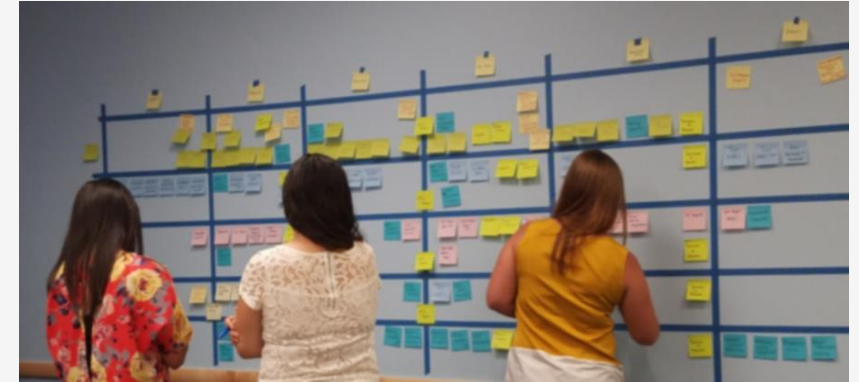
Key Disciplines: **IA, User Research**

Primary responsibilities and deliverables:

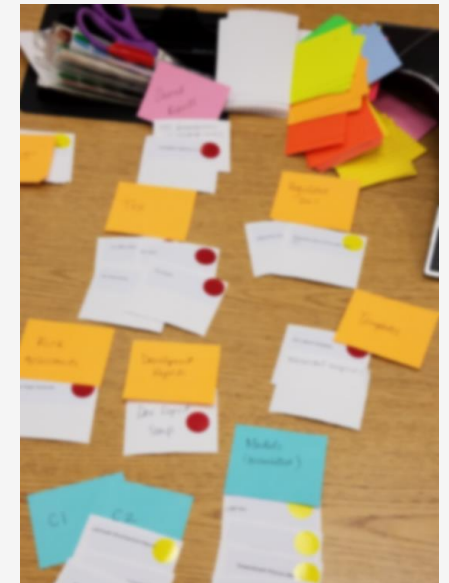
- Information architecture: content audit, navigation design
- User research: card sorting, user interviews
- Co-facilitation of design thinking workshops
- Task analysis for process improvement
- Designing auditable yet flexible task flows
- Functional requirements documentation

KM System: Discovery & Design Process

- Facilitated workshops with project team/stakeholders to understand current processes and desired system functionality
- Audited content inventory to identify content groups and uncover metadata available for filtering and grouping
- Conducted card sorting workshop to gain insights on each stakeholder's mental model of the content organization which also sparked discussion and further refinement of 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

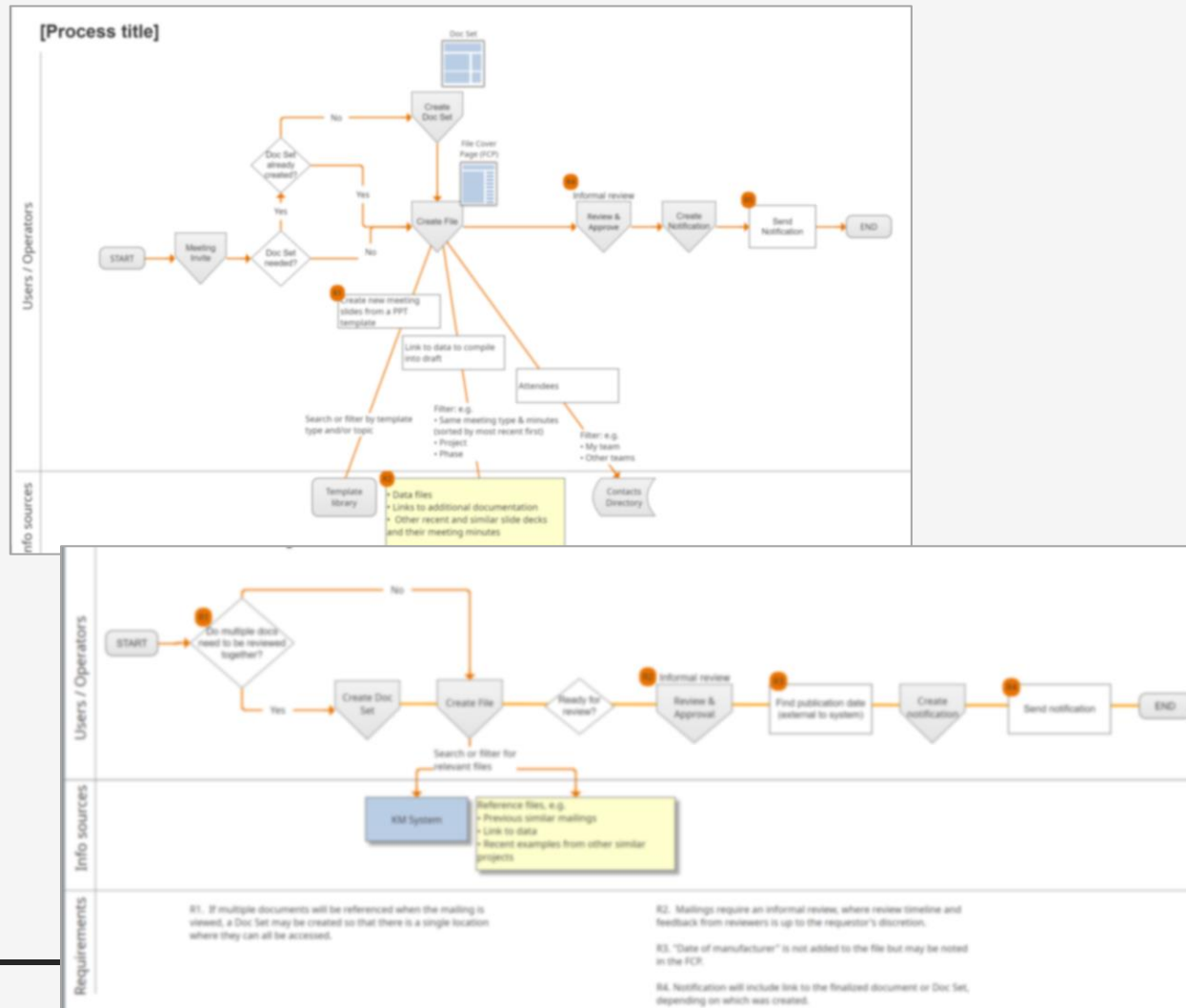


Workshop: The project team maps out the file lifecycle



Card sorting: Revealing commonalities and differences in content categorization perspectives

KM System: Task Analysis & Optimization



- Following task analysis and requirements gathering, flow diagrams for primary workflows were developed.
- The enterprise system was composed of multiple systems, so the diagrams also communicated system integration points.
- By designing page templates and modularized process flows, the project scope was simplified functionally and technically as these core utilities were reconfigured to promote reuse rather than creating new assets and processes.

Reusable functions are represented by the hexagonal shapes.

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.

Publicis Sapient Team Lead: Lisa Goldberg

Key Disciplines: **UX Design, User Research**

Primary responsibilities and deliverables:

- Designed interactive prototypes
- Conducted user research and developed personas
- Improved triaging process for user issue reporting
- Created self-updating content repository

ELIS Transformation: Prototyping & Research



Due to confidentiality concerns, deliverables are not available for review.

- Design
 - Created user-centered, interactive prototypes to represent the new digital experience. These helped SMEs understand where requirements for the online process needed to differ from the existing paper-based process.
 - Developed designs using the ELIS design system, ensuring a consistent look and feel across the platform. Contributed new UI patterns as needed.
- Analysis and user research
 - Discussions with BAs and SMEs, user research, and review of current paper-based process provided insight on users' goals, tasks, and pain points.
 - Conducted usability studies with SMEs and modified prototypes based on the research findings and prioritization determined by stakeholders.
- Collaboration
 - Working together with BAs, dev teams, and 508 advisors enabled design of user-friendly, accessible prototypes.

ELIS Transformation: Process Improvements

- Personas
 - Developed user personas to integrate into user stories to encourage empathy for end users.
 - User research facilitator
 - Coordinated usability studies, recommended process improvements, edited research plans and scripts, participated in sessions, and consolidated findings.
 - Design and research repository
 - Teamed with UX colleague to create a design and research repository to centralize access to project artifacts published in Confluence. Colleagues quickly adopted use, commenting they liked that minimal effort was needed to keep the repository up to date.
 - User issues triage process improvement
 - Content analysis and workflow review led to creation of an improved user issues reporting system that categorized user-encountered problems so they could be assigned to the proper analysis group quickly and reduce response time, resulting in improved service and user satisfaction. Task involved analyzing issue data, stakeholder collaboration, and mocking up the revised interface.
-

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.

Design for Context Lead Designer: Karen Bachmann

Key Disciplines: **IA, UX Design, User Research**

Primary responsibilities and deliverables:

- Usability studies: coordination, logging, and analysis
- Heuristic review of existing site
- Wireframes that promoted findability and usability principles

Professional Association Website Redesign: Research

Feedback given during user research sessions revealed areas where navigation and user process could be improved. A key finding was that the site contained useful content which users had not known existed.

The sessions also allowed us to gain better understanding of the differences between user types: goals, pain points, and task flows.

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

- 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	– very "straightforward terms" and seemed to help that "How I treat" is on right to help support she's in right place.
4	2	. Also straightforward. Like to see what options are available and that it fits term " ". "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: Research to Design

Concepts started with research findings, identifying components, and sketching.

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

Template: **search_results.html**

Page Components

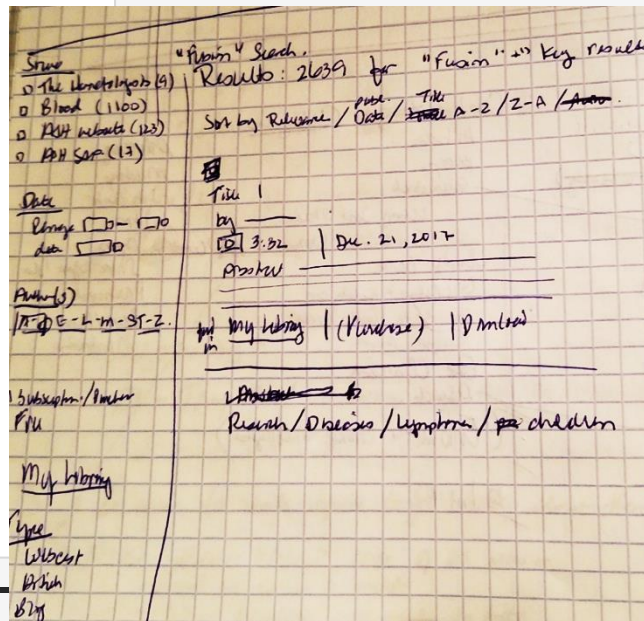
- Search term
- Search results count
- List of filters used in search results
- Facets
- Search result item:
 - o Title
 - o Author
 - o Date
 - o Description
 - o Thumbnail image

Taxonomy terms

- [terms list] – use as filters

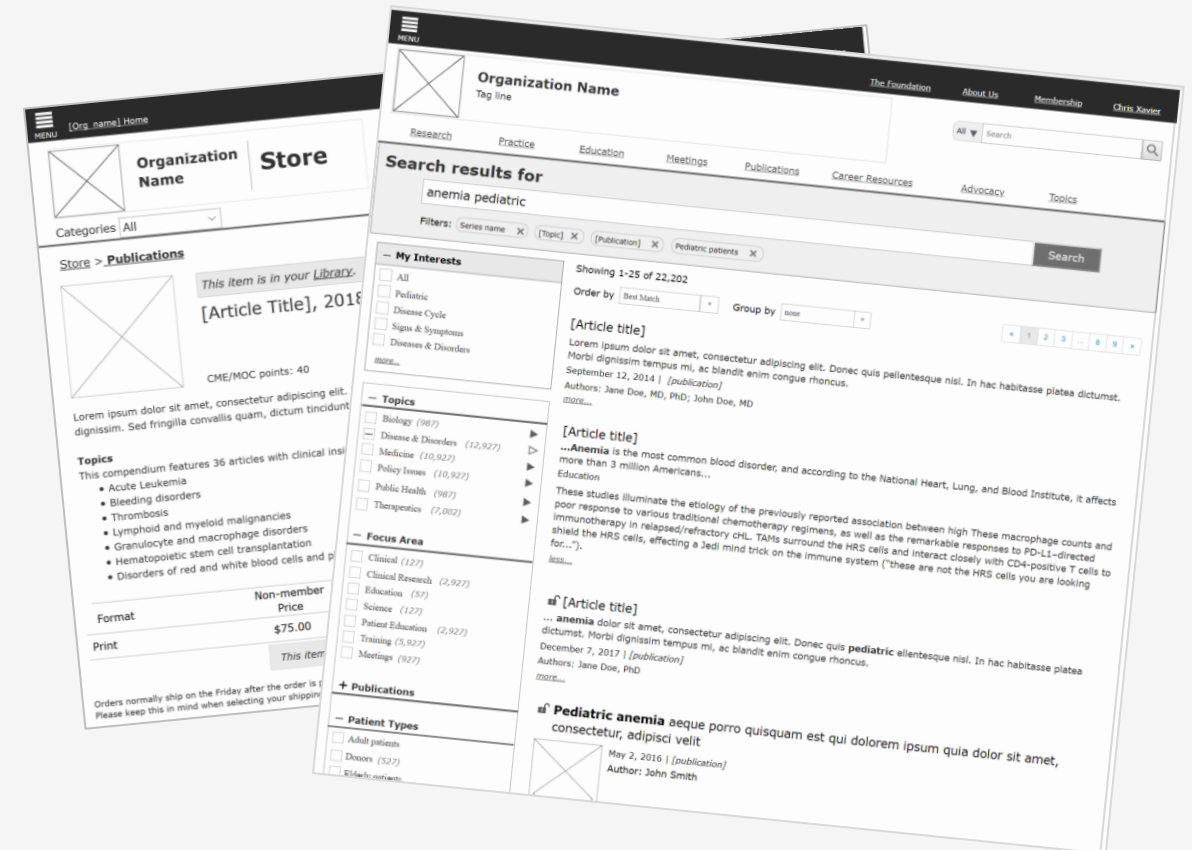
Interactions

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



Designing wireframes followed.

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

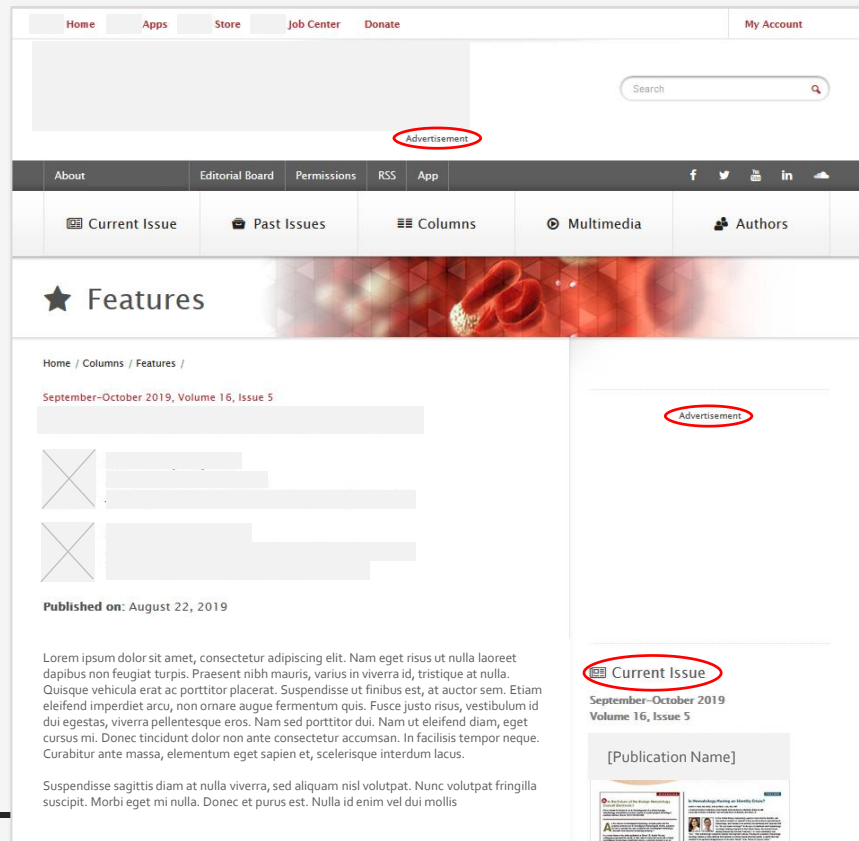


Professional Association Website Redesign: Research to Design (con't)

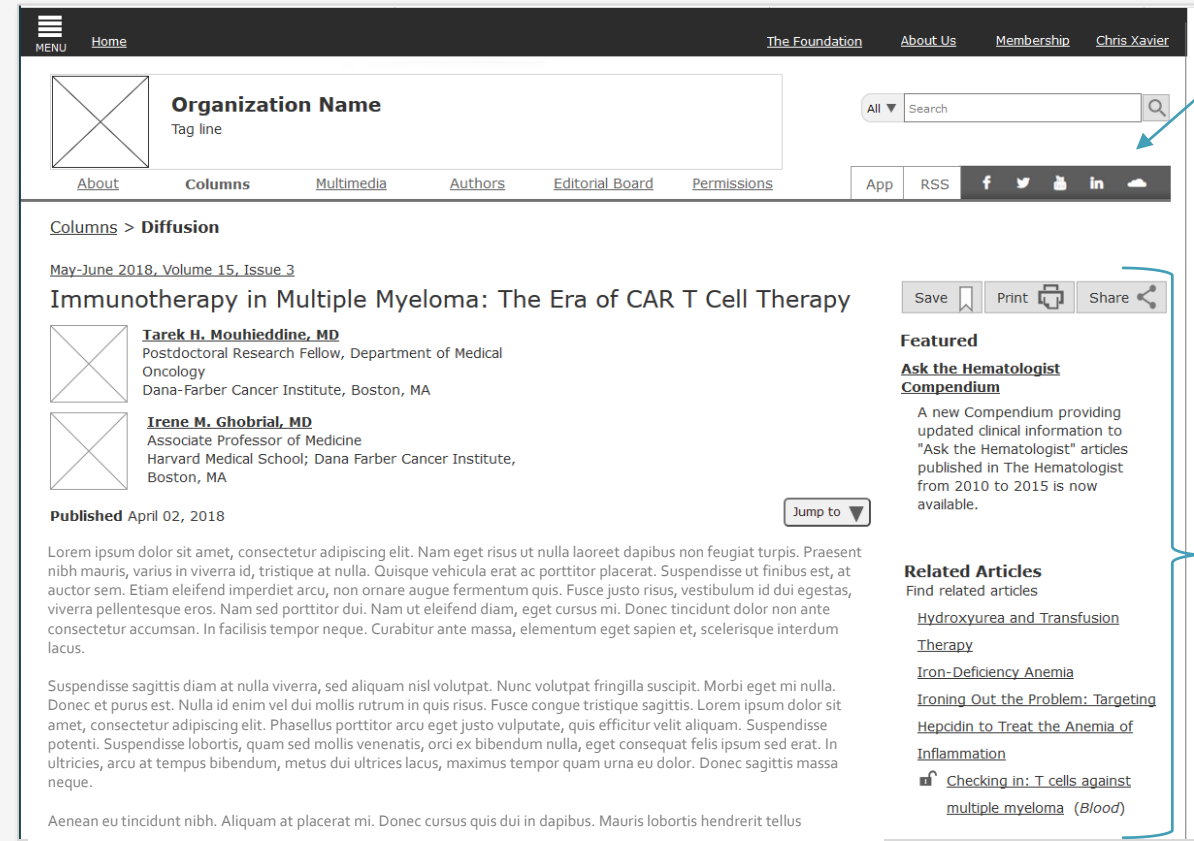
Articles

- During usability sessions, users indicated they would like to find content related to the piece they were currently viewing, and they felt the site was always marketing to them instead of offering useful information.

Current Site: Advertisements and Current Issue were featured



Recommended Changes



Sticky header keeps users oriented; allows sharing

Quickly re-retrieve article

Remove advertisements from main content area

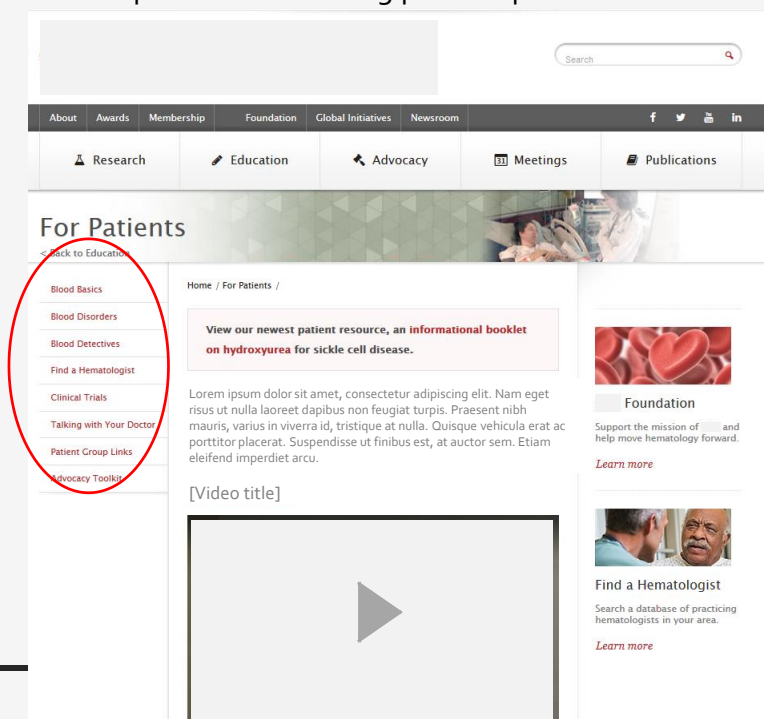
Link to related content

Professional Association Website Redesign: Research to Design (con't)

Audience-specific Content

- Doctors expressed concern that the patient-directed content did not give relevant information.
- In the heuristic review, we found search engine links took users to the correct Patient page but its content did not immediately present information that concerned patients and caregiver sought: information about their disease, finding specialists, and available clinical trials.

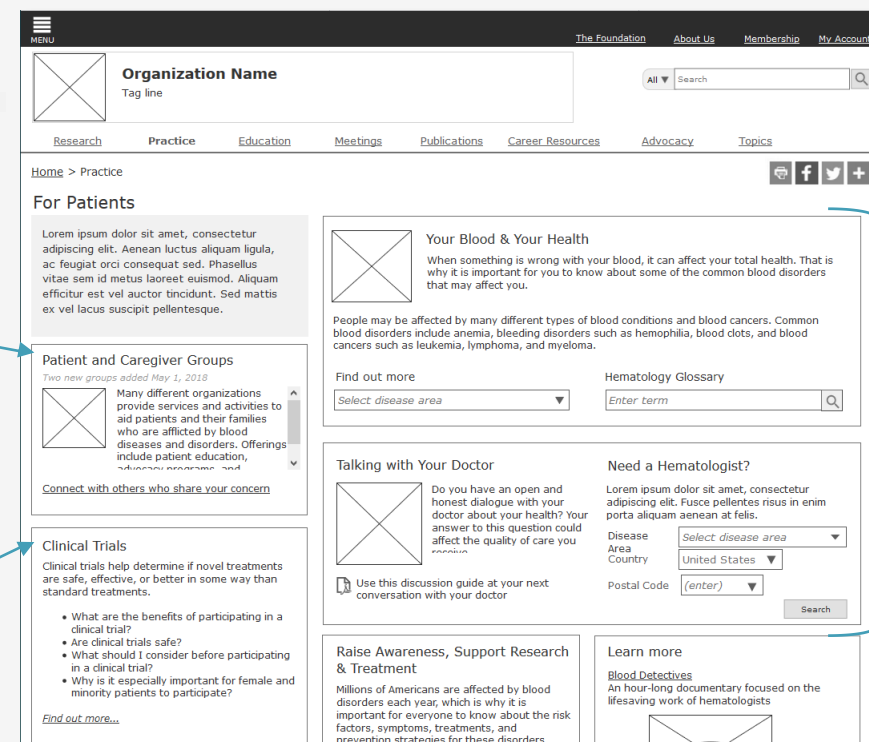
Current Site: Landing page content was general and did not prioritize answering patient questions



Recommended Changes

Find peer support

Access to clinical trial information



Sharing tools

Find specific information quickly

Help patients have useful discussions with their doctors

Heart Health Program (HHP)

Client: Philips
Company: H2Wellness

Philips Healthcare engaged
H2Wellness to develop a
personalized motivational fitness
program that would be launched in
multiple countries.

H2Wellness UX Director: Kimberly Jennings

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

Project contribution and responsibilities:

- Designed wireframes for key interactions, e.g. account creation, health evaluation, and member account management
- Developed user stories, user and system process flows
- Mapped customer journeys to identify key touchpoints
- Led requirements gathering
- Audited content and business rules to ensure the system would gather the data required to support the personalized experience
- Coordinated content translation process

Philips HHP: Account & Device Setup

Philip's personalized heart health program was a 3rd generation system, developed using existing health devices and lessons learned from earlier experiences. HHP depended upon a cloud-enabled connected ecosystem of devices and app that delivered health coach messages based on the user's personal metrics. It was essential that users could sync their devices to their online HHP account so that the device data could generate the appropriate coaching prompts programed to assist users make healthy lifestyle choices.

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



Challenges

- The activation process had to feel simple and quick.
- Technically, device activation and syncing setup was complex.
- The project team members had different ideas on what the registration experience would entail.

Approach

Close collaboration with technical and business parties and an approach that initially emphasized requirements over visuals enabled a successful outcome.

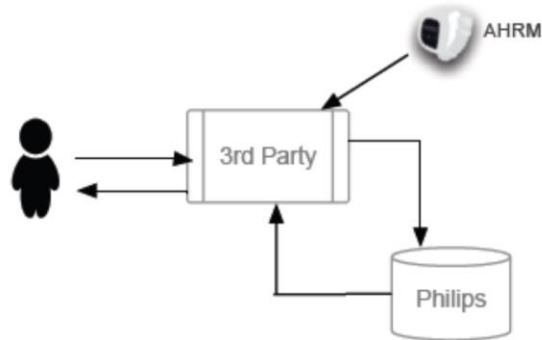
1. Gained agreement on current system and user processes
2. Identified steps in current processes to modify
3. Storyboarded the new process with minimal UI
4. Created static wireframes to allow step-by-step review of the process

Philips HHP: Account & Device Setup (con't)

Step 1. Gained agreement on current system and user processes

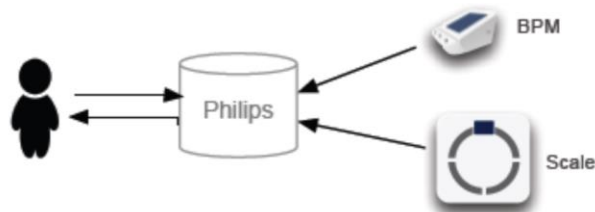
Activity Monitor: Existing Flow

Requires account creation in 3rd party system. Data flows from the activity monitor (AHRM) to the 3rd party, then to Philips.



Scale & Blood Pressure Monitor: Existing Flow

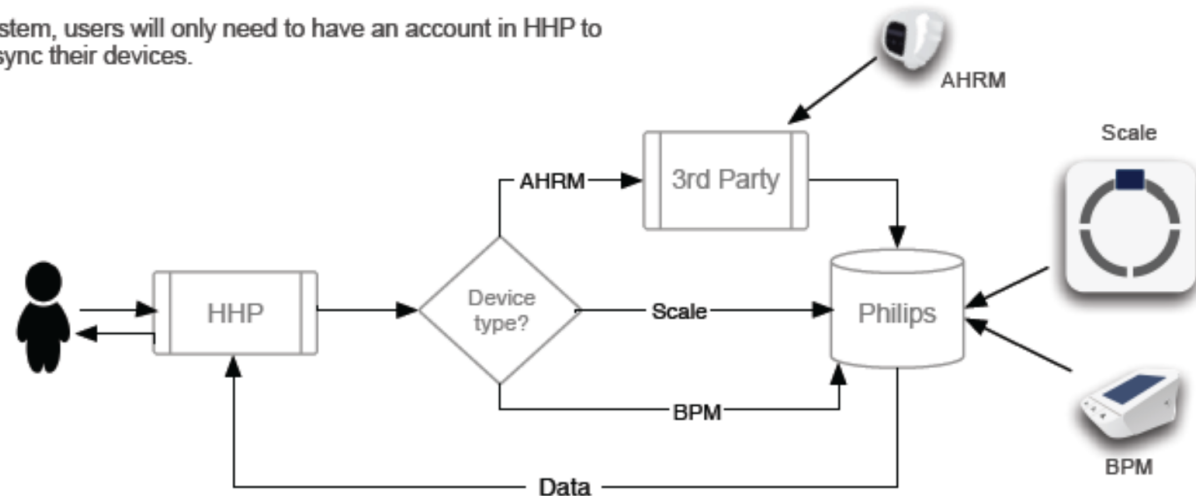
User creates account directly in Philips. Data flows from the blood pressure monitor (BPM) or scale to Philips.



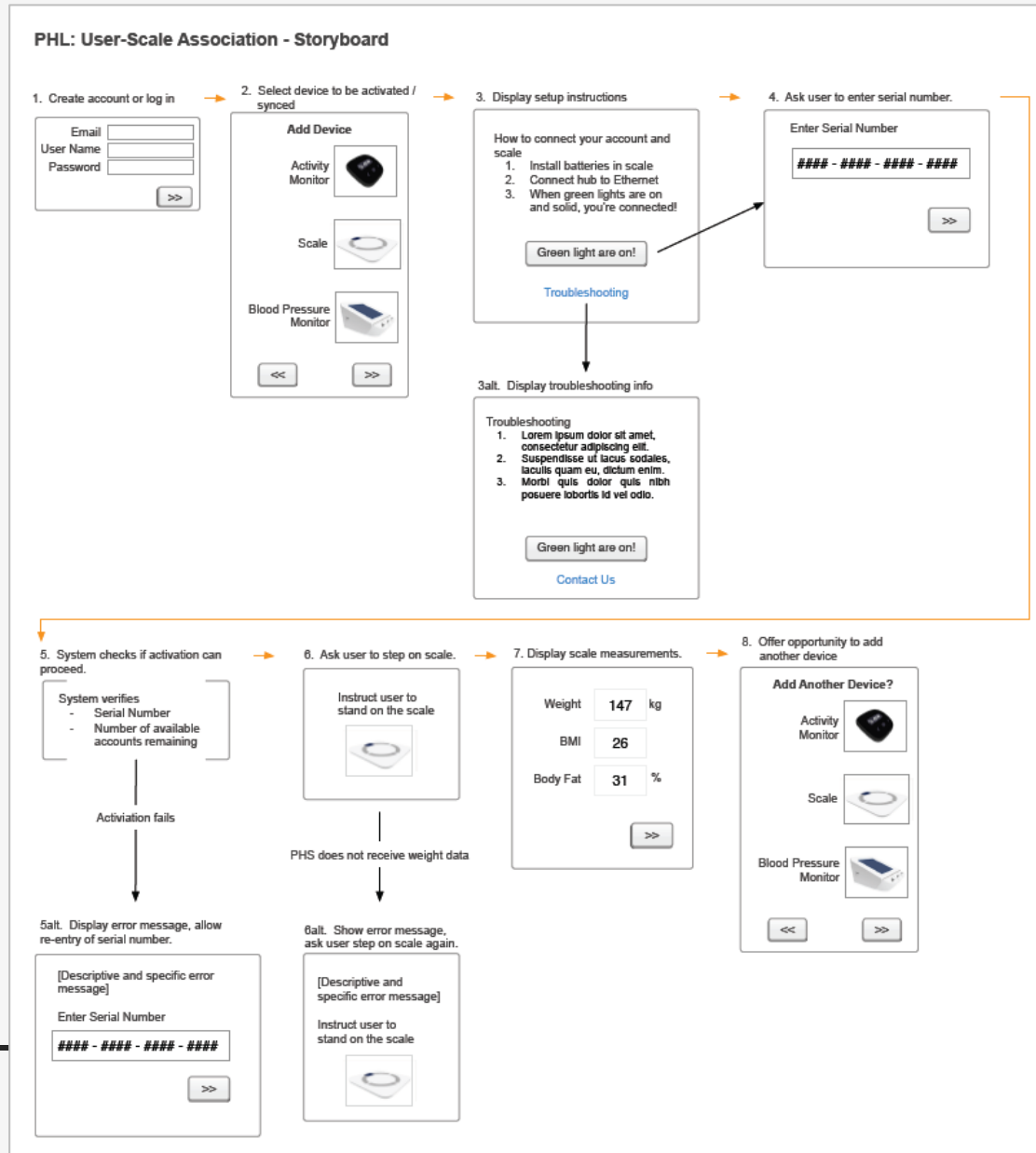
Step 2. Identified steps in current processes to modify

Registration and Device Activation/Sync Flow: Updated

In the new system, users will only need to have an account in HHP to activate and sync their devices.



Philips HHP: Account & Device Setup (con't)



Step 3: Storyboarded the new process using only the most critical UI elements

By presenting storyboards that outlined the key steps and data that needed to be gathered, discussion was focused on content and process rather than the interface design. The outcome was agreement on what was needed for successful account and device activation, thus enabling progress to the next step: wireframes.

Philips HHP: Account & Device Setup (con't)

Step 4: Created static wireframes to allow step-by-step review of the process

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

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

Once the account has been set up, the user is encouraged to activate their device(s).

FP - (v5) Account Creation Completed; Add Device

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

4

No thanks, not now

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.

Pg. 19

NVFS: Improving the Client Experience

Client: Northern Virginia Family Services (NVFS)

Non-profit organization NVFS focuses on getting their clients to achieve self-sufficiency. They sought to provide a more holistic client experience by moving from granting ad hoc requests to developing personalized service portfolios that would more fully provide the support needed to get clients back on their feet.

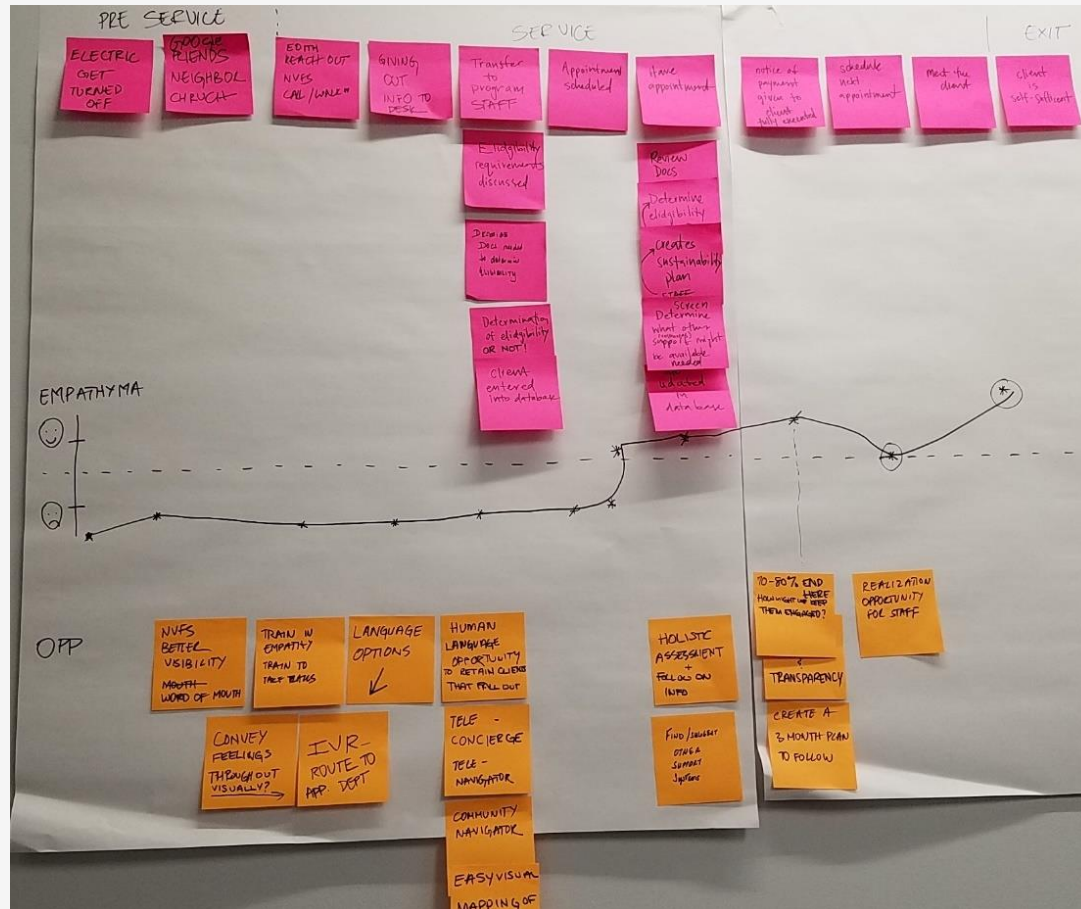
Pro bono "Barn Raise" project organized by Adaptive Path
with support from Slalom in McLean, VA

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

Project contribution and responsibilities:

- Co-facilitated design thinking session
- Created customer journey map in collaboration with stakeholders
- Developed user flow for a new digital intake process

NVFS: Design Thinking Workshop



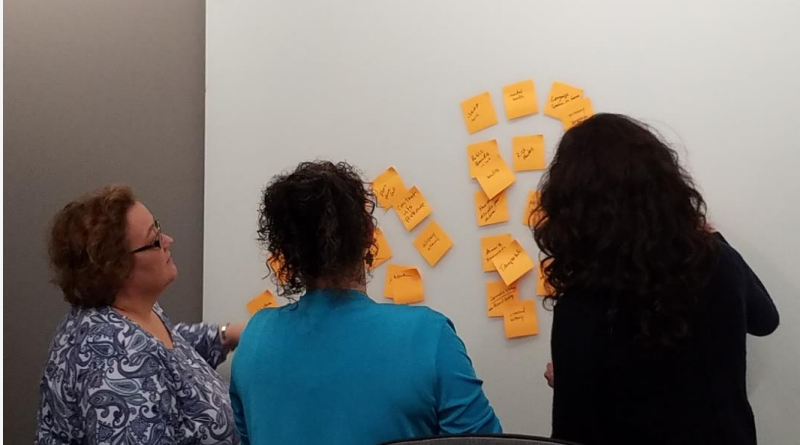
NVFS' client journey map: identifying and aligning the user's actions, his/her emotional scale during the journey, and NVFS' engagement opportunities.

The design thinking session started off by gaining insights from our NVFS representatives about their goals, services, and the challenges inherent in creating a more encompassing client care portfolio.

The next step was developing a customer journey map for a typical NVFS scenario: a person approaches NVFS requesting help with paying the electric bill, and later returns for a different type of assistance. NVFS wanted to be proactive and discover in the first encounter if the client would need more support so that a more comprehensive plan could be created.

Clients were normally hesitant to share financial and personal information, creating a challenge in developing a proactive approach.

NVFS: Design Thinking Workshop (con't)

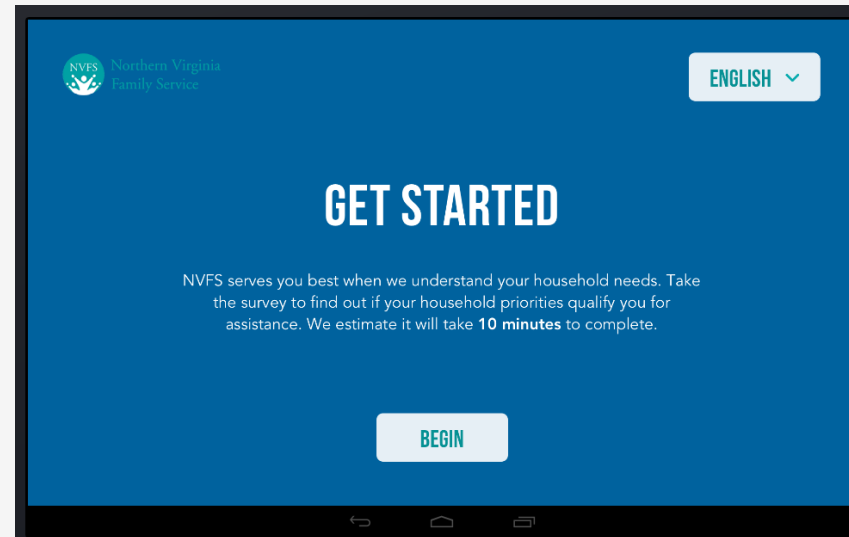


NVFS staff identified the information needed to fully serve users.

To build trust and the relationship with NVFS' clients, the online user flow we designed started with asking only the most necessary and least intrusive questions. As clients continued engaging with the platform, we gathered more sensitive information. Clients could skip questions and stop entry at any time, with ability to return to resume later.



My colleagues and I categorized the information needs.



NOTE: I did not design the UI. This screen has been provided to show the outcome of the workshop discussions.

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.

Key Disciplines: **UX Designer**

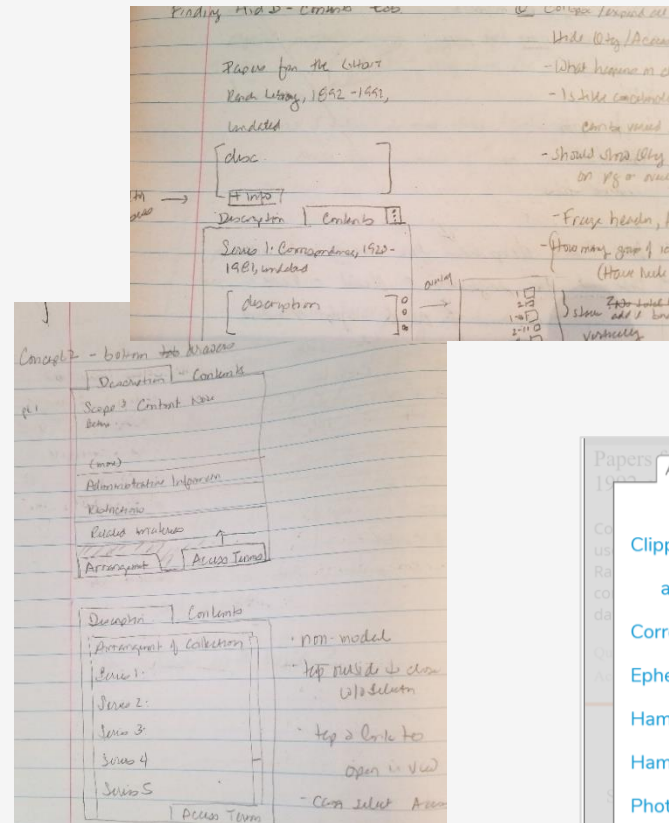
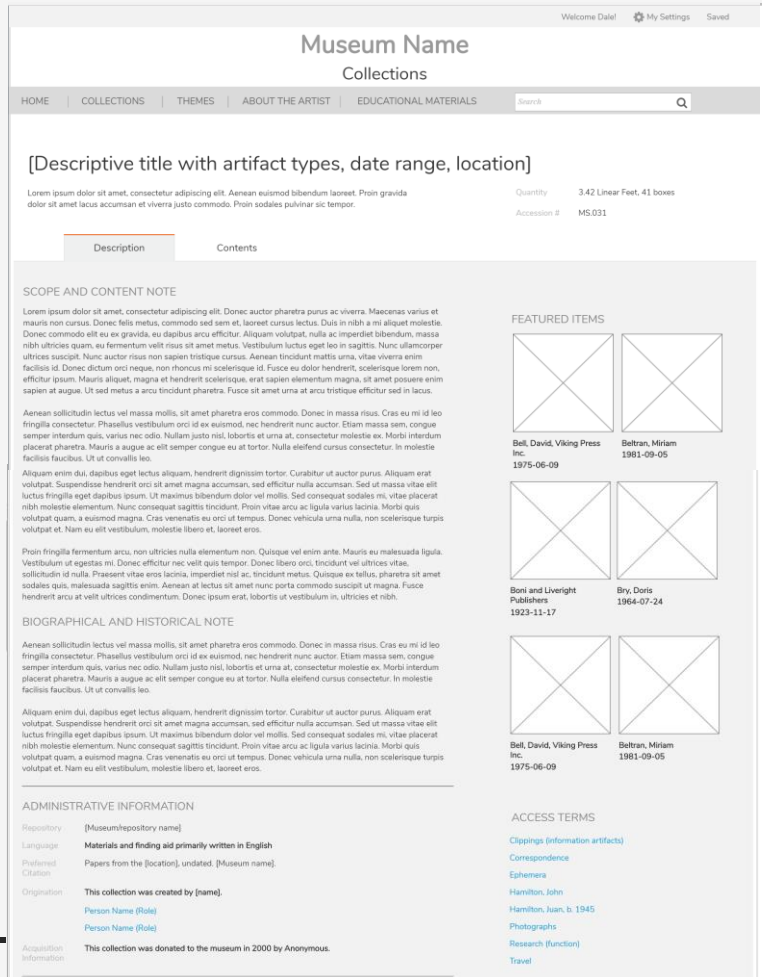
Project contribution and responsibilities:

- Discovery: Gathered understanding around project priority to provide improved search and browse experience
- Designed adaptive wireframes for tablet and phone

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

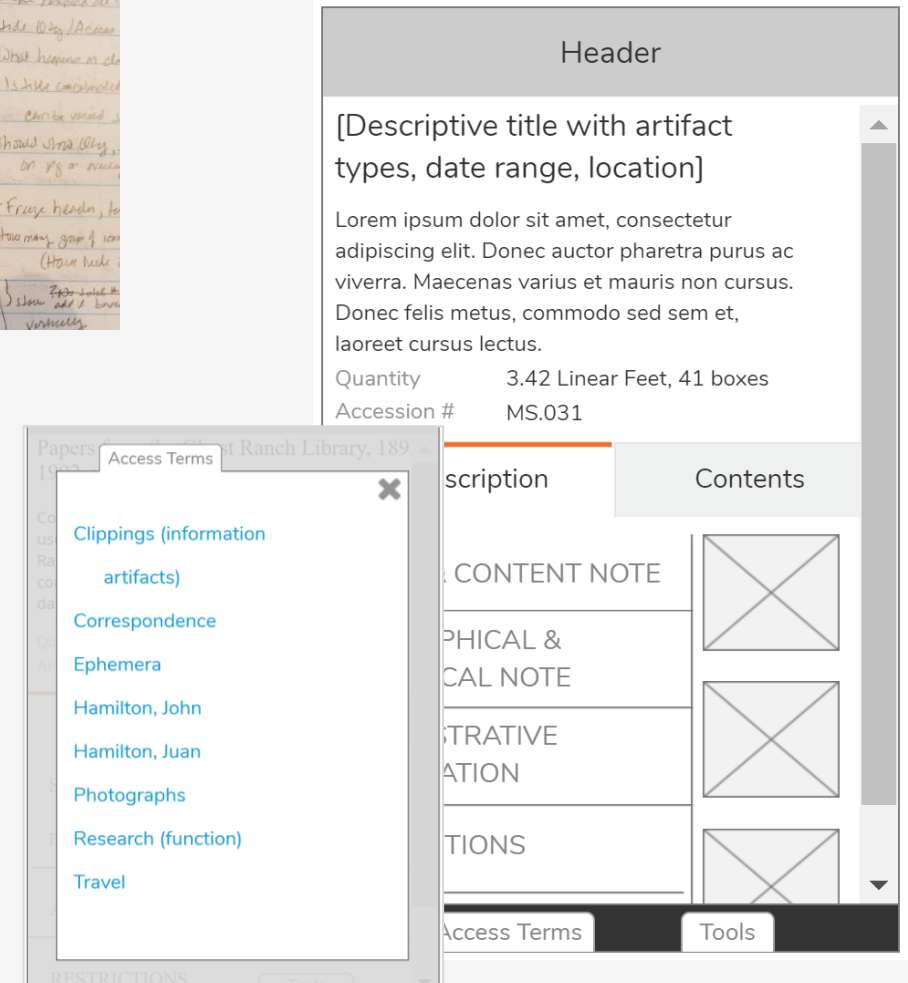
Museum Website Redesign: Adaptive Wireframes

The web-first approach provided the starting point designing for the tablet and phone viewports. Sketches based on the website layout quickly led to the adaptive interface designs.



Concept 3:

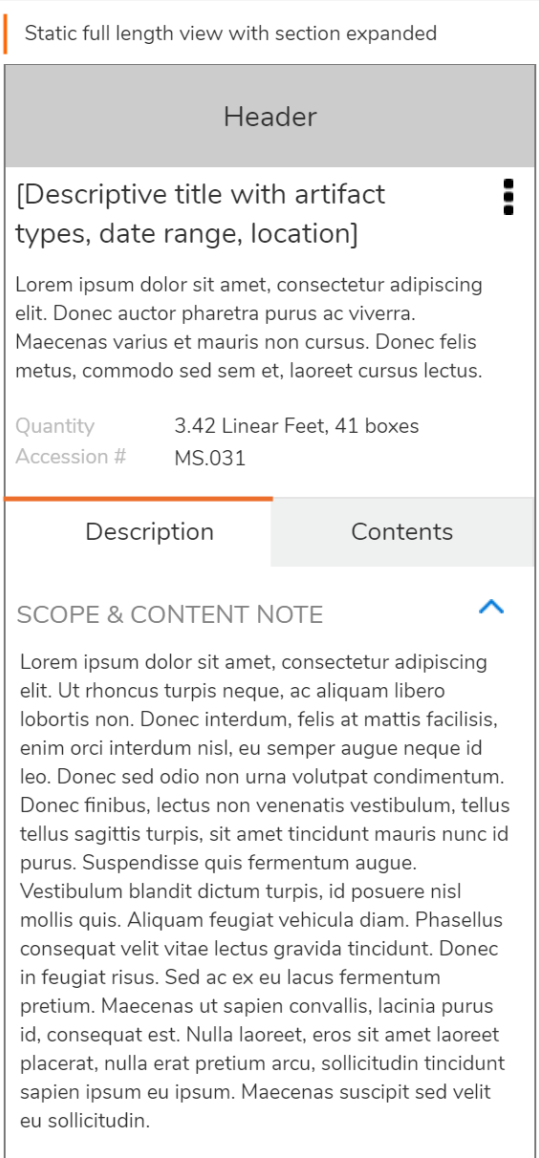
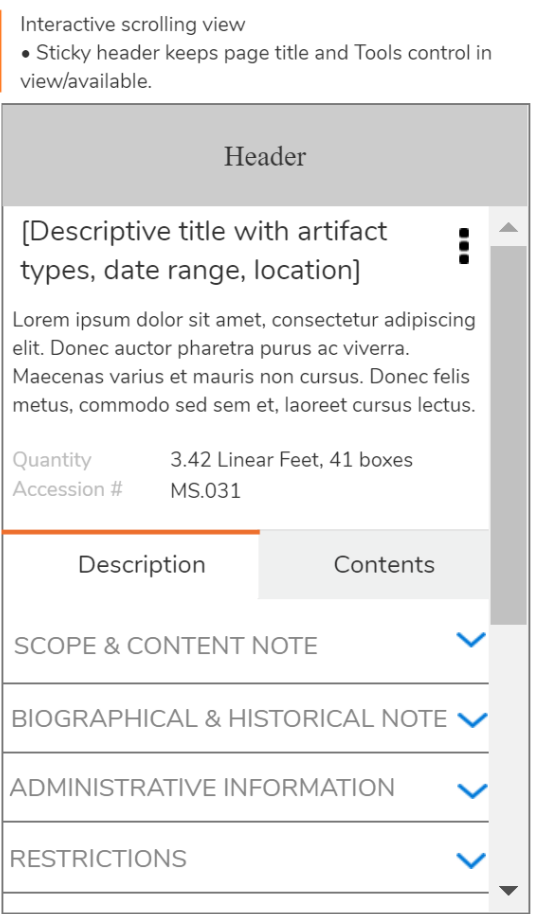
- Featured Items untitled at right can be swiped through independently from the rest of the screen contents.
- Access Terms and "Tools" buttons (or drawer tabs) at bottom open modal widows.



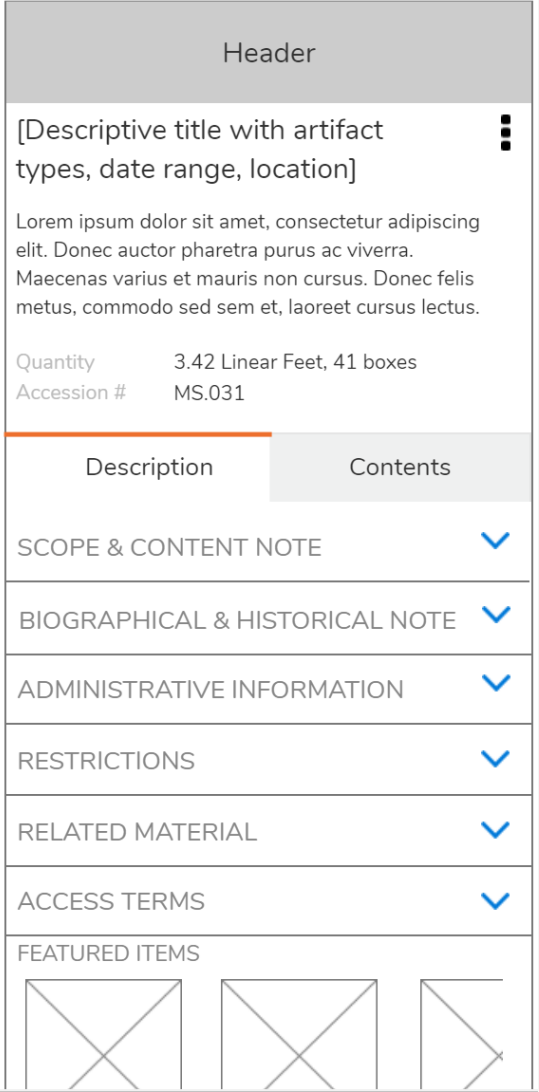
The desktop layout for which adaptive layouts were being designed.

Museum Website Redesign: Adaptive Wireframes (con't)

Interactive and annotated wireframes provide a close representation of the desired interface behavior and identify revisions when designs look similar.



- 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.



Thank you for viewing!

Additional samples available upon request

Janette Shew

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