

**Hello! My name is Gavin.**

## — About me

I'm naturally an inquisitive and somewhat analytical individual — I frequently look to understand before I act. From an early age, I pulled apart many of my toys just to understand how they worked.

For more than 15 years I have used that same pattern of thought to help businesses fulfil their goals through considered design. From developing brand identities that are ingrained with meaning and originality to conceiving digital products that both delight and resonate with users.

I have a wealth of experience in the end-to-end process of many digital products, websites, apps and brand identities. From research and strategy, right through to design, iteration and execution.

Through empathy and insight, I strive for simplicity, usability, and beauty.

# — Expertise

## Product Design

From startups to enterprise, I help identify, investigate and validate business ideas and create digital products people want to use.

- Strategy & Research
- Product & Feature Definition
- Prototyping & Testing
- Visual & System Design
- User Experience Design (UX)
- Interface / Interaction Design

## UX / UI

I solve complex user problems whilst delivering impressive GUIs that are both on-brand and delight users.

- Digital platforms
- Websites
- Responsive Web Apps
- Native Mobile Apps

## Branding

Combining strategic thinking, expertise and craft, I produce memorable brands for businesses.

- New Brand Development
- Brand Refreshes
- Guidelines and Brand Collateral
- Creative Direction

# Unblu Identity

## Project details

Like many startups, Unblu kicked off their journey with a unique product and a logo. However, as the company evolved and matured it became clear its identity and messaging needed to be realigned.

Through a series of internal workshops and customer/employee interviews. Compelling themes and insights were surfaced and in turn translated into a brand strategy. This strategy clearly documented the company's vision, values, brand narrative, value proposition, internal working culture and more. Not only did this give Unblu the foundations to create a new identity, but more importantly, it re-aligned everyone in the company.

The challenge was to create an identity that personified the vision of the company, but more importantly it needed to feel human and personal — one the core values that runs deep within Unblu.

### Branding

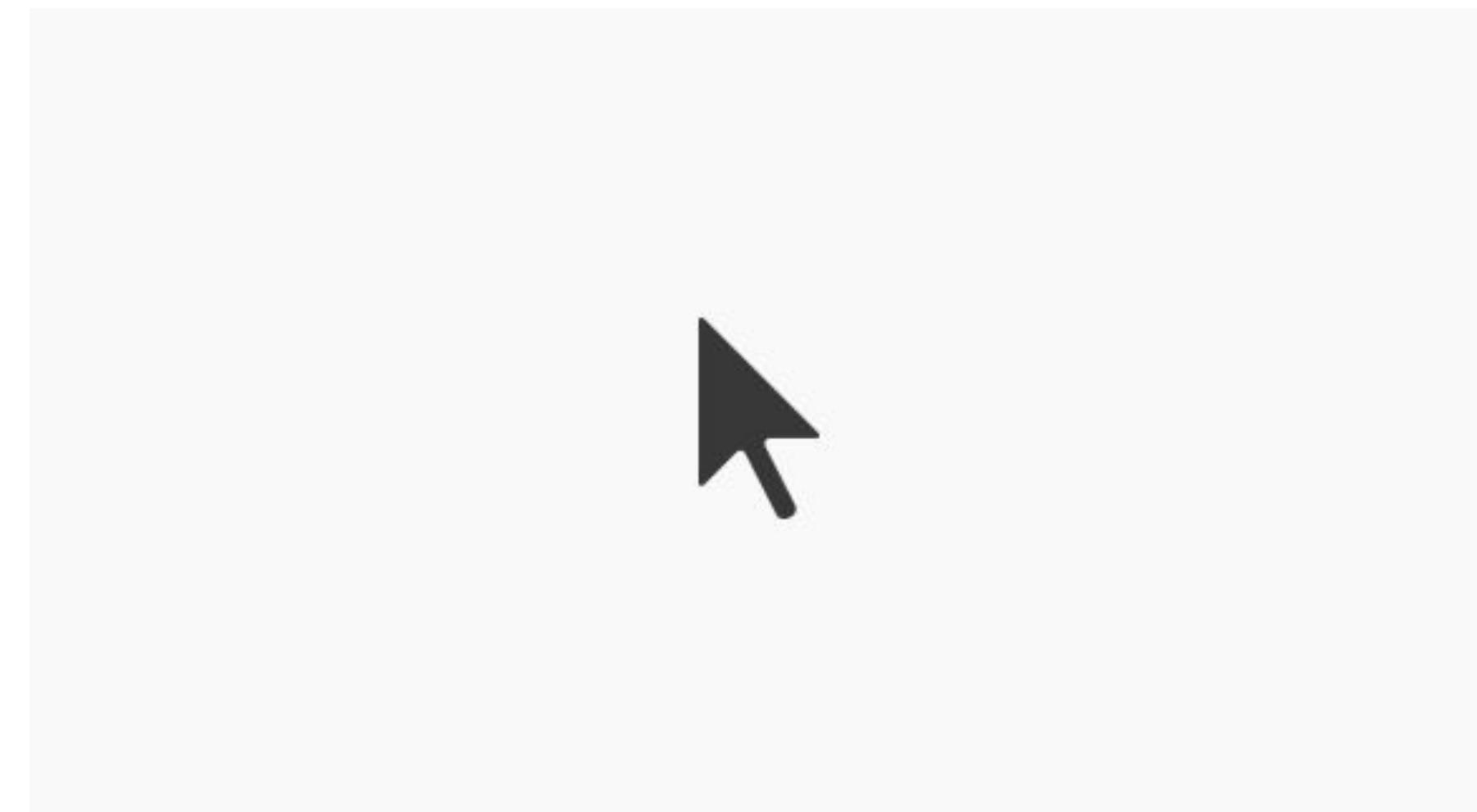
- Insight workshops
- Brand Strategy
- Logo/Identity Design
- Brand Guidelines

### Marketing

- Brand Collateral
- Print & Digital Collateral
- Website Design
- Illustrations
- Iconography

[www.unblu.com](http://www.unblu.com)

## Logo Concepts



Focused on people — customers, users etc. Using the word to create a logo mark. The 'U' can be separated and used as a mark on its own.



Vibrant & friendly, human centered. Various coloured shapes are arranged to create the shape of a 'U' with an abstract 'person' in the middle.



Human and collaborative. Abstract aerial view of two people shaking hands with a subtle play on the letter-forms of U and N.



Simple and friendly. A block 'U' shape is humanised with a curved line. A faceted block background tries to evoke aspects of digital or 'layers'.



Reciprocating and simple. Two overlapping and dynamic shapes create a simple logo mark that represents a human silhouette.



Bold, simple, fun. An uppercase 'U' letter-form with a dynamic swoosh cutting through, creates a bold ambiguous fun form.



Focused, security orientated. An almost shield-like logo mark creates a sense of security. Leans heavily toward a more corporate look.



Dynamic, bold yet cohesive or restrained. Uses abstract lines to create U shape logo mark.



Fluid, collaborative, voice. Another take on speech or communication Embodied through a this logo mark.



Collaboration and synergy. Interlacing rectangles conjure thoughts of layered digital screens.



Collaborative, human centered. Two overlapping speech bubbles frame a circle, which in turn creates a subtle abstract of a person within a screen.



Focused, industry orientated. An updated adaptation of the current logo mark, It lends itself to live alongside other financial bands.



Human, connected, flowing. Using the 'U' to create an abstract image of someone looking at a computer screen and a subtle smiling face.

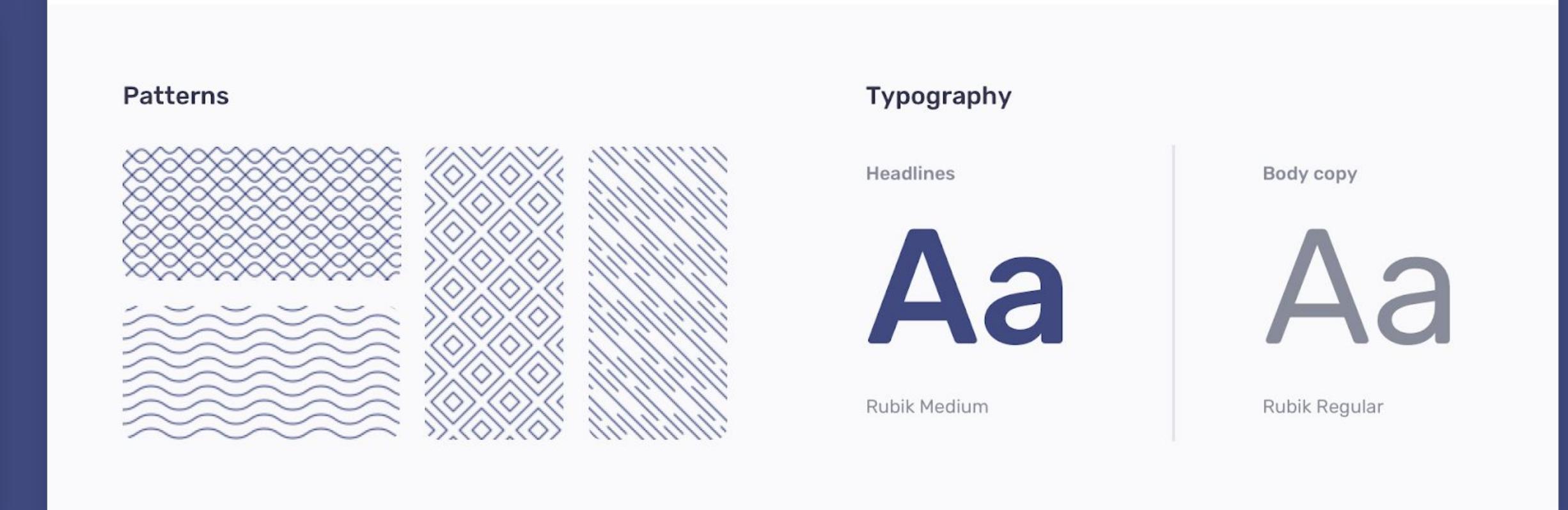
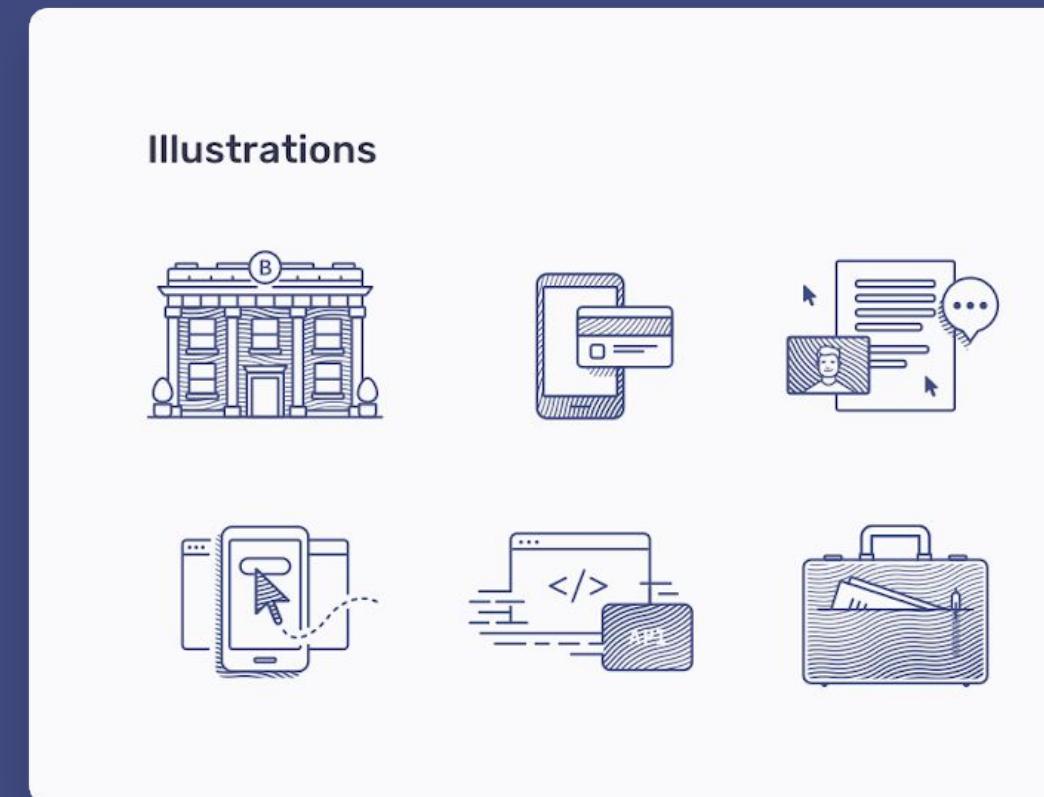
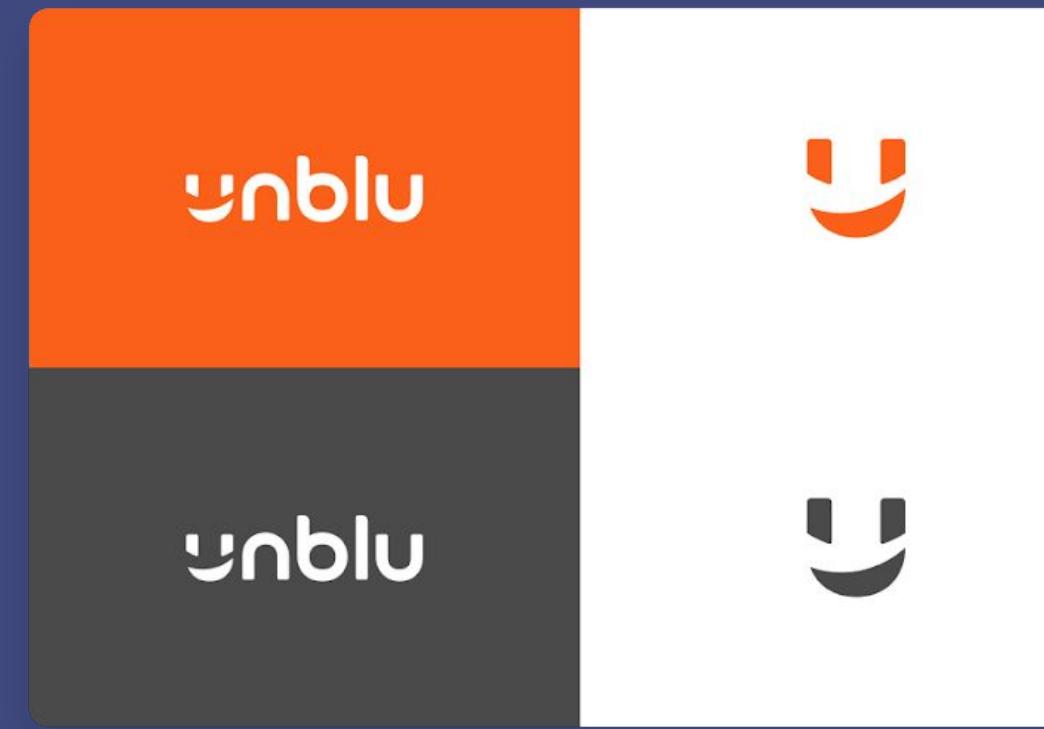
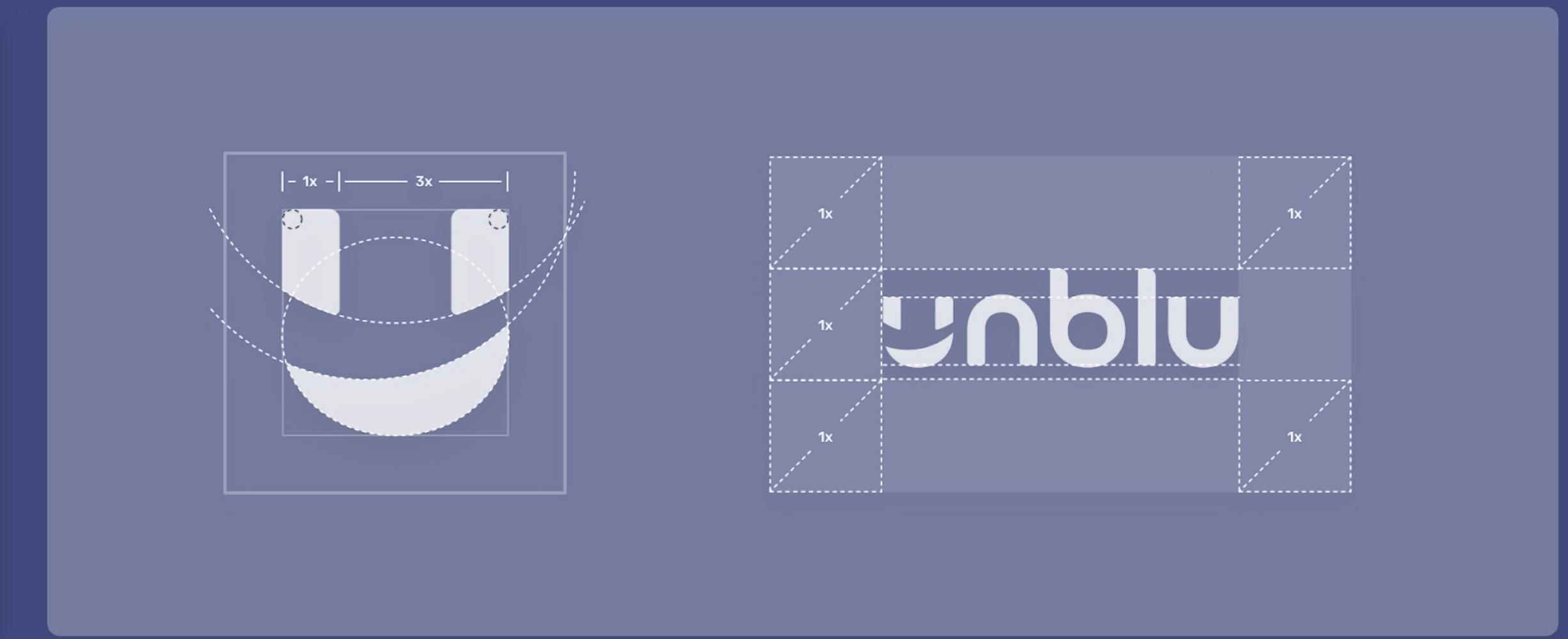


Reciprocating, unified, cohesive. Uses an abstract notion of bouncing echoes or voices which are subtly 'boxed' in a U shape.



Direct, focused, vibrant. Using the arrow to create a refreshed logo mark that embodies a simple, multifaceted and dynamic company.

## Identity Components



## Brand Collateral



# Website Design

The image displays a collage of website design screenshots for Unblu, illustrating various user interface elements and features:

- Sign-up Form:** A mobile-style form with fields for Name, Email, Company Name, and a password.
- Retail Banking:** A card featuring a smartphone icon and text about providing better customer support through agents.
- Private Banking:** A card featuring a building icon and text about increasing trust and loyalty through online collaboration.
- Insurance:** A card featuring a building icon and text about increasing trust, engagement, and loyalty through online claim management.
- Secure Messenger:** A card featuring a person on a laptop and text about a trusted advisor in your customer's pocket.
- Powerful collaboration tools for customer engagement:** A card featuring two people interacting and text about Unblu's user-friendly platform.
- Co-Browsing:** A card featuring a smartphone and text about seeing and interacting with your customer's web screen in real time.
- Support and advise customers with a personalised touch:** A card featuring a smartphone and text about providing a highly personalised service.

Throughout the designs, the Unblu logo and navigation menu (Product, Solutions, Resources, Partners, Company) are visible. The website URL [www.unblu.com](http://www.unblu.com) is present in several corners of the screenshots.

# Print Collateral

**The human touch online: Introducing co-browsing**



With self-service now the entrenched backbone of the financial sector, the industry is constantly evolving to keep up with customer preferences. But money is still fundamentally personal, and the human touch is a bank's lifeblood for success. Providing support and advice is a constant activity for a bank, and this is where co-browsing makes the difference. Banks can bring the human touch to online customer interactions with this "hidden gem" of customer engagement.

"Co-browsing technology is rarely used outside industries like financial services and telecoms, but it merits wider implementation. Application leaders supporting customer service should consider it a hidden gem for enabling differentiation and bridging the gap between human- and AI-driven interaction"

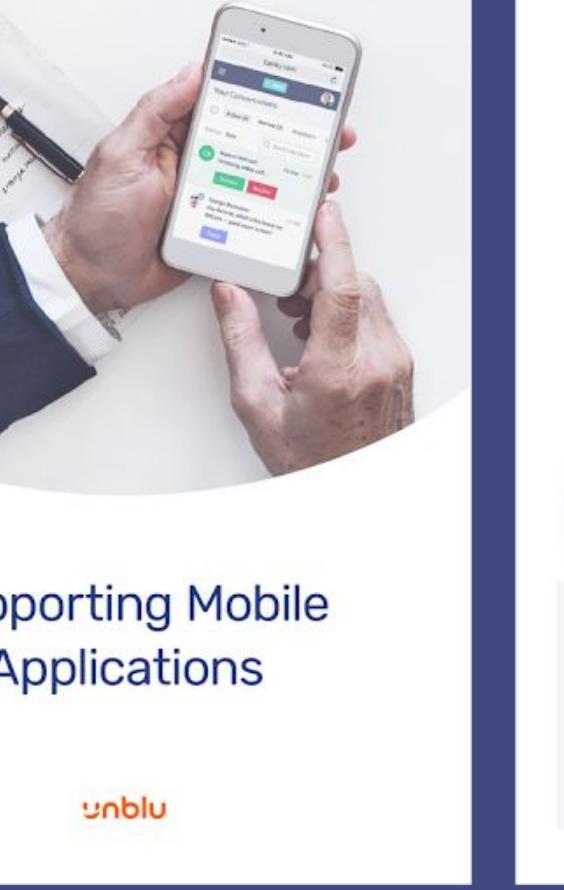
— Gartner

Using co-browsing, banks can fill in this gap between online self-service interaction and traditional communication methods. We've seen time and again that this "missing link" between the online and the offline world has a direct effect on customer satisfaction, sales conversion, and customer loyalty. In this white paper, we'll explore some of these benefits that result from using Unblu solutions. Unblu entered the market in 2006 as one of the first developers of engagement and collaboration solutions for the financial sector, our sole focus. Our state-of-the-art co-browsing software is now used by over 100 banks and insurance companies worldwide.

**Co-browsing solutions for every level of support**

The Unblu co-browsing solution gives banks the ability to be available the moment their customers need help. By securely viewing the customer's screen, an agent can carry out complex tasks such as explaining contract conditions or closing a deal - all at the customer's convenience. Unblu offers four co-browsing solutions:

- LiveView and Highlight**: The agent gets visual access to the customer screen and can see exactly where the end-user is and what they are doing. During a support call or chat, the agent can highlight particular areas on the screen.
- Embedded Co-Browsing**: A step further: the agent joins and collaborates with the customer on the bank's website, e-banking, customer portal or application, providing the missing link between the online and offline world.
- Universal Co-Browsing**: More flexibility still: The agent and customer can navigate together to any public or private site on the web.
- Document Co-Browsing**: Agent can collaborate with customers and guide them through complex documentation.



**What makes the Unblu Co-Browsing solution unique for the financial sector?**

Unblu is 100% tested in the financial sector. Integrating a secure co-browsing software into an existing banking infrastructure can be challenging. We've done it more than 100 times with the experience that comes with it.

Unblu's co-browsing is designed to facilitate compliance. We are 100% focused on the financial industry and that means we understand the specific requirements we've designed Unblu solutions to meet current and future compliance requirements (MiFID2, GDPR, etc.).

Unblu's dual side value proposition allows agents to guide customers from public to private web sites.

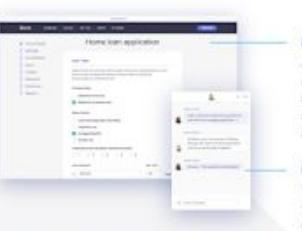
**Questions to consider when choosing co-browsing technology**

The financial sector has security constraints that need to be considered before implementing a co-browsing solution. Here's some questions to ask when you're choosing a vendor:

- Will the customer involve co-browsing through public and private web domains or documents?
- Does the company have references in the financial industry?
- Integrating a secure customer engagement solution into an existing banking infrastructure can be challenging. A vendor with experience in the FSI industry reduces risks in the integration project.
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- Will it require access to web information to support a process? Or will require all of the above at the same time? If so, is the provider capable of supporting all of these scenarios?
- With this kind of agility, there's no need for a change management process for when additional web resources are required in a consulting process.
- Will I need to install the technology on-site because of any particular security constraints?
- Banks are highly regulated and need to adhere to data privacy standards set by the financial industry. By running co-browsing in-house, banks have complete control over data flow and data storage.
- Will I need to integrate the co-browsing solution into my existing banking infrastructure?
- Is the provider already integrated with core e-banking solutions? A vendor focused on the banking sector can address the majority of integration challenges as part of their daily business. This will help reduce the risks during the integration phase and ensure that challenges can be addressed by the vendor.

**Live Chat and Live Video**

The fastest, most effective way to provide outstanding support in real-time. Helping banks build trust and loyalty with their customers.



**Productive and organised agents**

Handle multiple conversations

Juggle multiple conversations while seeing online, active clients and their replies - all in real-time.

**Personalise your response**

Use case responses and macros to automate without losing your personalised touch.

**Share insights from session information**

Security archive staff conversations, get insights from them and share them directly with your CRM, export it, make it available for customers, or analyse it for a better customer experience.

**Integrate with internal systems**

Integrate our APIs with internal systems and deliver key information related to day-to-day activities.

**Triage chat requests with Concourse**

Ask your visitors for their information before starting a chat. This helps triage requests and prioritise high-value customers.

**Unblu Co-Browsing**

Secure and profitable online engagement for the Financial Sector



unblu

**THE UNBLU SUITE**

**Converse and collaborate with your customers throughout their online journey**

We help financial institutions increase digital adoption, deliver an outstanding customer experience and increase revenue by bringing conversations and collaboration to digital channels.

**CONVERSE**

- Live Chat**: A better way to provide live support without interrupting the customer's browsing flow.
- Secure Messenger**: A secure conversational channel that allows advisors to seamlessly communicate with their customers.
- Video & Voice**: A quicker and cost-effective way to connect with customers.
- Document Co-Browsing**: Advisors can collaborate and guide customers through complex documentation.

**COLLABORATE**

- LiveView**: Enables an agent to view the customer's screen during a chat session and understand their context.
- Co-Browsing**: See and interact with a customer's web browser – no download required.

**Third party Integrations**

- Integrate third party applications like Genesys or Salesforce for immediate contact.

**SECURE & COMPLIANT**

- We know security is paramount. We exceed the industry standard when it comes to protecting your security and your customers data.

**100% FSI Industry Focused**

- We understand financial regulations and help you meet current and future compliance requirements.

**Case Study: Unblu improves KPI's**

One of Switzerland's largest banks implemented co-browsing and LiveView Chat in an effort to reduce the time of the round trip support requests. For performing these analysis, we tracked an average of 2,500 daily requests over a two week period.

The results: Our customer saved 40% on chat sessions that integrated LiveView and 30% on phone calls that used Unblu's co-browsing. This savings will translate into approximately 82,000 €/month and close to one million €/year.

a. Reduced support cost for the call center.  
b. Better user experience and higher customer satisfaction  
c. More sales in the short and medium term because of higher customer satisfaction.

**Reduce costs and increase customer satisfaction with excellent online support.**

Co-browsing allows both your customer and agent to understand one another quickly. Consequently, customer issues are resolved quicker. With shorter support interaction times, the customer receives excellent support and a satisfied customer will be more open to adopting digital channels. By providing customers with the contextual support of co-browsing, banks benefit from:

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**The role of the Financial Advisor**

MIFID II challenges and bridging customer disconnects

unblu

**Co-Browsing**

With co-browsing, you can bridge the gap between online self-service interaction and the traditional communication methods at a bank branch. We've seen time and again that this gap between the online and the offline world has a direct effect on customer satisfaction, sales conversion, and customer loyalty. We have several co-browsing options that help you remove these barriers.

**LiveView and Highlight**

With visual access to the customer's screen, the agent can understand the end-user's context and see what they are doing. The agent can highlight particular areas on the screen during a support call or chat.

**Embedded Co-Browsing**

A step further: the agent joins and collaborates with the customer on the bank's website, e-banking, customer portal or application.

**Universal Co-Browsing**

More flexibility still: The agent and customer can navigate together to any public or private site on the web.

**Document Co-Browsing**

Agents and advisors can collaborate with customers and guide them through complex documentation.

**Trusted by world leading financial businesses**

We've implemented our platform into more than 100 of the world's leading financial institutions within the financial industry. Revolutionising the experience whilst reducing costs and improving efficiency.

**ZKB reduced call center calls by 50%.**

The ZKB customer service centre was running at full capacity, but the average time for support calls kept increasing. Help for executing a simple transaction was taking too long and customer satisfaction – particularly with retail customers – was taking a hit because of it.

**Simple, secure and collaborative**

**Simple - nothing to download**

There are no downloads, installations or plug-ins. With just a single line of JavaScript injected on your website, customers can share their browser with one click.

**100% Secure and private**

The whole process is completely encrypted and secured. Sensitive information is masked and can never be seen by the agent.

**Document Co-Browsing**

If more support or advice is needed, either invite another colleague or simply hand over the session to someone else.

**Testimonials**

Zürcher Kantonalbank

**MiFID II: Re-inventing the role of the Financial Advisor**

Clients want to speak with their advisor when they want and how they want, while they have been quick to adopt online and mobile channels for service interactions, they still prefer human contact for their important decisions. But they are reluctant to go in the branch unless it's for a worthwhile reason. So when a client does visit their branch, they expect more than mortgage scenario calculations – they do that themselves online.

Today's investors are information-hungry and resourceful. They are looking for a proactive advisor who understands their goals and who can give them a tailor-made plan based on a holistic view of their finances. Meanwhile, their advisor has to be able to demonstrate that they can guide their customers. This means they need to be less focused on routine tasks and instead, cultivate relationships and higher value interactions. For instance, document sharing tools allow clients to digitally sign documents, saving them a trip to the branch, while freeing up their advisor to focus on more valuable tasks.

In a world with fewer branches, financial advisors will have to rely less on the traditional workspace and instead leverage technology to drive customer engagement and build relationships. Their workspace is evolving into a virtual space and they need to be as connected as their clients in order to not just keep up with them, but to provide virtual advice that is relevant and useful.

**Features**

**Secure Messenger**

Designed specifically for the challenges of dedicated advisory, Secure Messenger enables authenticated customers to exchange messages with their relationship manager.

**Asynchronous Messaging**

Mobile and desktop experiences are synced to create an active relationship between relationship managers and customers.

**Video & Voice Call**

This personal, intuitive channel helps you build rapport with customers.

**Document Sharing**

Documents can be viewed and shared simultaneously with customers.

**Why instant messaging is so important for financial services**

In survey after survey, customers rank trust and expertise as paramount in their expectations of the financial services industry. They also expect personal and relevant advice when something is at stake – but they won't go to the branch for it.

**Benefits for the Bank**

Engaging and efficient conversations lead to more transactions which translates into more fee-based revenue.

**Customer Benefits**

Secure Messenger provides a more engaging, productive and satisfying relationship with their bank.

**Solutions**

**Secure Messenger**

The right tools can make all the difference

The spontaneous, natural flowing communication style of our everyday interactions is now available for our financial conversations. Connective digital tools like video chat, co-browsing and messenger allow the advisor and client to build a trusting relationship without needing to be in the same room. Financial advisor knowledge tools can extend their ability to advise on the needs, wants and preferences of their clientele.

**Put an advisor in your customer's pocket**

Clients particularly value the ability to interact on nights and weekends, when they have time to discuss their finances. One way to accommodate clients is to provide "window" experiences with extended hours for customers to connect with experts through video conferencing.

**Boost transactions, reduce costs and be known for a better customer experience**

Clients particularly value the ability to interact on nights and weekends, when they have time to discuss their finances. One way to accommodate clients is to provide "window" experiences with extended hours for customers to connect with experts through video conferencing.

**Put an advisor in your customer's pocket**

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**Solutions**

**Put an advisor in your customer's pocket**

Increase the opportunities for customers to engage through tools they use every day. Asynchronous messaging enhances the relationship between your customer and advisor when they are presented with complex products only traditionally advised in face-to-face meetings.

**Supercharge your online channels by assisting in the moment of truth**

Help your customer by providing better, contextual advice when they need it. The result is greater efficiency and a greater conversion rate all whilst reducing the cost per conversion, which increases margin.

**Reduce costs, increase customer experience and satisfaction**

Drive adoption of digital channels and assist your customers in context with online support. Significantly reduce your call center support costs thanks to contextual help tools like Live Chat and Co-Browsing.

**Features**

**Video and Voice**

High-touch is critical for success in the financial industry. Video and voice chat offers the personal, attentive one-on-one support that customers appreciate. With this personalised service, you can accelerate the sales process.

**Runs on any browser or device**

Based on web friendly WebRTC, customer don't need to install or download any software. A single click kicks off the interaction with an agent.

**Geo-location restrictions**

Restricts server-side processing to geographic regions.

**Secure and compliant communication**

All communication is handled via full customer history, call recording, archiving video sessions and encrypting archives.

**About Unblu**

Unblu helps the world's leading financial institutions provide the best possible experience online. We provide high-quality software enabling banks to submit the experience of their clients. Unblu's revenue and efficiency while reducing costs and improving the customer experience. Our solutions have been adopted by major financial institutions around the world, including four times as many client meetings as the competition. Our recommendation rate is significantly higher than our competitors.

**Testimonials**

Zürcher Kantonalbank

**Would you like to find out more?**

Visit [www.unblu.com/resources](http://www.unblu.com/resources) to learn more about our products and services.

**FAQs**

If you have any questions, please email us at [support@unblu.com](mailto:support@unblu.com).

# **Unblu Product**

## Project Brief

Unblu went from being a simple co-browsing product built specifically for the financial sector, to a complex enterprise product with a suite of features.

I have helped Unblu tackle the challenges of making the product feel intuitive and easy to use for its diverse user types. With interactive features like co-browsing, live chat, video and voice calling and document sharing, the product is a haven for defining new interactive paradigms — whilst still maintaining a level of cognitive familiarity for the user.

One of the challenges of being an enterprise product is that the UI needed to be entirely customisable to a clients brand (i.e. white-labelled). I developed a UI/UX design system that not only alleviated the issues with customising the interface, but also helped guide the development team when implementing client specific UI components.

### Role

Product Designer

### Skills

- User Experience (UX)
- User Interface (UI)
- Interaction Design (IxD)
- UI/UX Pattern Documentation
- Information Architecture
- Prototyping
- Validating and Testing
- Native/Web Mobile Design
- Iconography

# Agent Desk

B + New 1 George B X Virgie F X Patricia ▾

## Your Conversations

All Active (1) Important Closed ⚙️

▲ All Areas (2091)

Support (298) Mortgage (596) Loan (1,209) Sort by: Date ▲ Next item from queue

Search by name

Manuel Bonzani to: Support Incoming video call... Waiting 5s Answer Decline Re-queue

Lula Glover to: Mortgage Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vehicula ornare malesuada. Nunc sodales metus nec ante malesuada sollicitudin suspendisse feugiat... Waiting 2:35m Accept Re-queue

George Buchanan to: Loan Nunc sodales metus nec ante malesuada sollicitudin suspendisse 1 5:35s ...

Virgie Fitzgerald to: Loan Nunc sodales metus nec ante malesuada sollicitudin suspendisse 3h ago ...

Milton to: Loan You: Hello? 8h ago ...

Carol Bryant to: You You: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce vehicula ornare malesuada. Nunc sodales metus nec ante malesuada sollicitudin suspendisse feugiat... 9h ago ...

Ronnie Hubbard to: Support You: Nunc sodales metus nec ante malesuada sollicitudin suspendisse 2 Nov ...

# Agent Co-Browsing

B + New John S. Patricia End Session

Website www.unblu.com

Banky DASHBOARD FORECASTS UNITS PROJECTS HELP Sales\_DPT

Admin EDIT

Derivatives FORECAST ACTUAL CLOSED

10,000,000  
8,000,000  
6,000,000  
4,000,000  
2,000,000

T1 T2 T3 T4 T5 T6 T7 T8 T9 T10 T11 T12 T13

Cash 2,145,876 ↑ Reverse Repo 1,654,126 ↓ Sales 3,166,845 ↓ ND 2,145

Business Units Stats FORECAST ACTUAL CLOSED

Business Unit Name Document Co-Browsing View and share documents together Individual Contribution Actual

Sales 23,543% 1,234,574 ↑

UX Coe 1,234,574 ↓

End Co-Browsing

John Smith Almost there John Connecting you to Laura...  
Laura Hi John, how are you today?  
Unblu Bot John wants to start a co-browsing session with you  
Laura Accept

Type %/ to insert canned message Reply Note

Reply

End Session

B + New

- Global Cloud Settings
- Account Details
- Subscription
- General
- Languages
- Appearance
- Domains
- Named Areas
- Agent Desktop
- Chat
- Concierge**
- Messages
- Canned Responses
- Video
- Advanced
- CoBrowsing
- Teams
- Users
- API Keys
- Developer API
- Mobile SDK
- Webhooks
- Your Settings

Team Funnelling

Concierge can route customers to the right team and queue

Directional messaging max. 60 characters

What department are you after today?

Select primary teams 3 of 3

Accounts X Digital Banking X Investing and Trading X

Add additional teams (optional) 4 of 12

Payment transactions X Credit Cards X Retirement planning X

Apply to named area

All  None  Select

<company name> Bot

Hello, I'm <company name> Bot

Firstly, i have to let you know by using this chat service you agree to <company name>'s [terms of service](#).

What department are you after today?

Accounts Digital Banking

Investing and Trading more...

Send a message... 

Restore default Save

# Visitor Chat

www.banky.com

Banky DASHBOARD FORECASTS UNITS PROJECTS HELP Sales\_DPT ▾

Admin EDITOR

Derivatives ▾ FORECAST ACTUAL CLOSED

10,000,000  
8,000,000  
6,000,000  
4,000,000  
2,000,000

T1 T2 T3 T4 T5 T6 T7 T8 T9 T10 T11 T12

Cash 2,145,876 ↑ Reverse Repo 1,654,126 ↓ Sales 3,166,845 ↓

Business Units Stats FORECAST ACTUAL CLOSED

Business Unit's Name Individual Contribution Active

Sales	23,543%	1,234,574
UX Coe	13,629%	1,234,574

Conversations with banky

Zachary Boyd Support 4h Hi Mr Hüschli, lorem ipsum dolor sit ament df...

Daniel Pena Mortgage Advisor 2 days Hi Mr Hüschli, lorem ipsum dolor sit ament df...

John Kelley Support 1 Oct Hi Mr Hüschli, lorem ipsum dolor sit ament df...

Speak to a support agent

Start Cobrowsing with PIN • Call Support

▼

# Visitor Co-Browsing

www.banky.com

Banky DASHBOARD FORECASTS UNITS PROJECTS HELP Sales\_DPT ▾

Admin EDITOR

Derivatives ▾ FORECAST ACTUAL CLOSED

10,000,000  
8,000,000  
6,000,000  
4,000,000  
2,000,000

T1 T2 T3 T4 T5 T6 T7 T8 T9 T10 T11 T12

Cash 2,145,876 ↑ Reverse Repo 1,654,126 ↓ Sales 3,166,845 ↓

Business Units Stats FORECAST ACTUAL CLOSED

Business Unit's Name Individual Contribution Active

Sales 3,166,845 1,234,574 1,234,574 1,234,574

UX Coe 1,234,574 1,234,574 1,234,574 1,234,574

Document Co-Browsing  
View and share documents together

End Co-Browsing

VIEW EDIT

You John PostFinance Bot Almost there John

Connecting you to Laura...

Hi John, how are you today?

Unblu Bot Patricia wants to start a co-browsing session with you

Laura Accept

Send a message...

Back Home Chat

# UX/UI Pattern Documentation

Affects the visual style of the badge

Example	State	Description
	Important	The person is online and available.
	Subtle	The person is online but unavailable.
	Default	The person is offline or away and unavailable.
	Presence	The person is offline or away and unavailable.

Theme

Changes the badge colors for use with different color themes

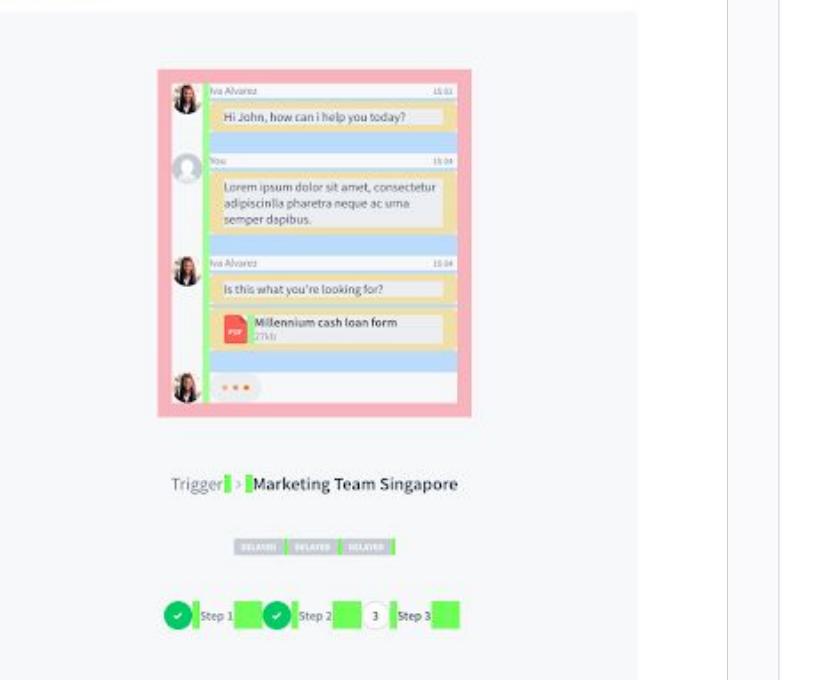
Example	State	Description
	Default	Highlighted
	Green	Positive action
	Red	Negative action
	Yellow	Warning
	Grey	Neutral

## Spacing

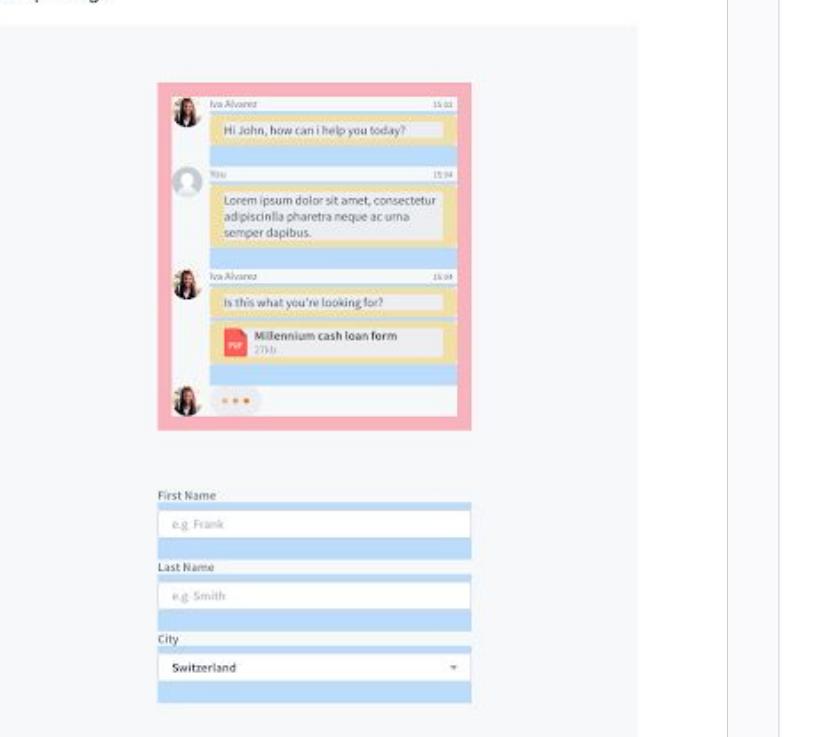
We have a predefined spacing model to cater for any range of layout requirements, whilst also maintaining a strict ruleset and consistent visual rhythm across our platform.

Inset, inset squash, stack, inline, and grid should cover the vast majority of our library's CSS rules for space: padding, margin, left, right, top, and bottom. This model also enhances how each atomic is self-contained – improving compositability.

### Example usage



### Example usage



## Buttons

### Primary Button

Use to highlight the most important actions in any experience. Don't use more than one primary button in a section or screen to avoid overwhelming users.

- Use Primary Buttons when the user needs to submit a form or mark the completion of a task (e.g. Save, Done).
- To indicate the next step in a multi-step process (e.g. Next, Continue).
- To initiate a new task (e.g. Create new team, Create new user).

Primary	Hover	Focus	Active	Disabled

### Default Button

Used most in the interface, default buttons are used to highlight important actions where a primary button also exists.

Default	Hover	Focus	Pressed	Disabled

### Ghost Buttons

Use Ghost Buttons for secondary actions, destructive actions such as "Cancel", or to discourage usage. Links should open in the current window unless the user may lose information, e.g. when filling out a form or the destination is an external site.

- They must lead with strong, actionable verbs (e.g. Add, Cancel).

Cancel	Cancel	Cancel	Cancel	Cancel

### Link Buttons

A Link buttons is a less-prominent version of the primary button. Use to highlight important actions in an experience but not the most important. Should not be used in conjunction with a primary button.

- There is unnecessary visual cognitive load (for instance, multiple buttons in a table, multiple options in a section).
- Always use a link button in a table with multiple buttons.
  - Align the buttons to right
  - If there are a combination of links and primary buttons, align all to the right.

| Add menu item |
|---------------|---------------|---------------|---------------|---------------|
|               |               |               |               |               |

## Examples

### Icon & label

Use when you want to draw more attention to the button, or when an icon helps to convey more meaning.

| Q Icon & label |
|----------------|----------------|----------------|----------------|
|                |                |                |                |

### Icon

Use when space is constrained and the function of the button is obvious. A button with a label is preferred over this approach.

- Icon buttons are reserved for actions that can be summarised by an easily understood icon. Use caution when applying this style, as it can be quite challenging to establish icons for each corresponding action. (examples: email, print, etc)

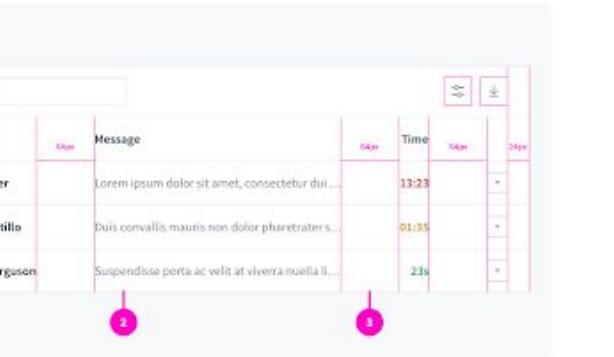
Q	Q	Q	Q

### Ghost Icon

Use when a toolbar or standard buttons would draw attention away from more important content. It is often used at the top of a page or section and must use an icon and label.

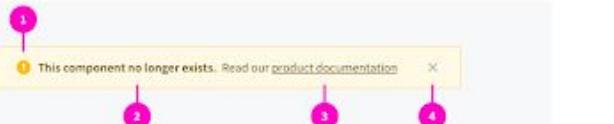
- There is unnecessary visual cognitive load (for instance, multiple buttons in a table, multiple options in a section).
- Always use a link button in a table with multiple buttons.
  - Align the buttons to right
  - If there are a combination of links and primary buttons, align all to the right.

Q Icon subtle	Q Icon subtle	Q Icon subtle	Q Icon subtle



## Behaviour and style

Use to convey general information or actions that aren't critical. For example, you might show a banner that asks for a user's feedback. Default banners contain lower priority information and should always be dismissible.



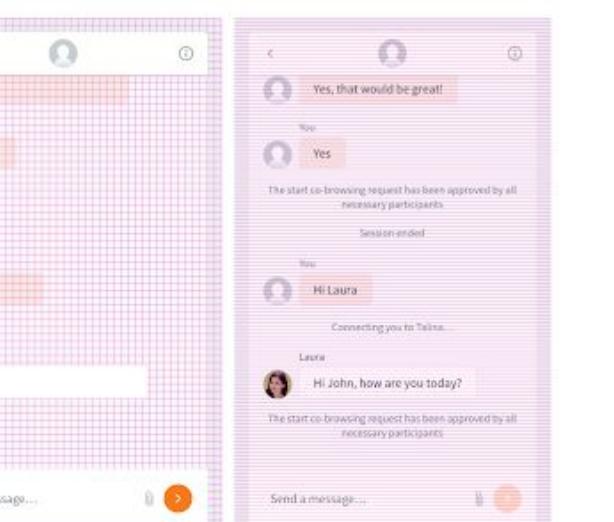
1. **Icon:** Helps users identify the severity of the message
2. **Title and message:** Give a short description of the issue and include an action or information to remedy.
3. **Actions (optional):** Should be a link to a clear call to action or next steps. Any links to documentation should open in a new browser tab.
4. **Dismissible:** All banners should be dismissible unless they contain critical information or an important action that a user is required to take.

## Grids

The unblu product adapts to any possible screen size. It includes a flexible grid that ensures consistency across layouts, breakpoint details about how content reflows on different screens, and a description of how an app can scale from small to extra-large screens.

### Baseline grid

All components align to an 8px square baseline grid. However, typography requires greater flexibility to accommodate precise line-heights — it adheres to a 4px square baseline grid.

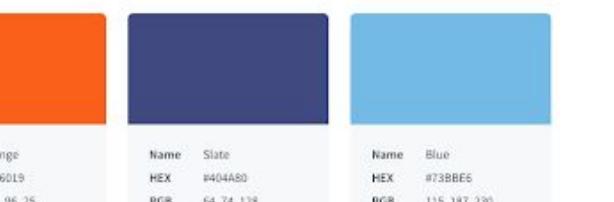


## Colour

Where appropriate, we enable customers to introduce their own color palettes. Our product adapts intelligently and flexibly to cater for the user's preference. We are also committed to complying with AA standard contrast ratios. To do this, choose primary, secondary and extended colours that support usability by ensuring sufficient colour contrast between elements so that users with low vision can see and use the interface.

### Primary color palette

Our primary palette is comprised of neutrals with the unblu orange as our accent colour. These colours are present across most touch points from marketing to product.



Example	Size	Description
	Large (64px)	Use when an avatar is a focal point (e.g. on a single customer card).
	Medium (48px)	Use this icon for listings or when grouping avatars together, such as a team listing.
	Default (32px)	Our most used avatar size. Use primarily within chat sessions and queue management.
	Small (24px)	Use in mobile views, containers or larger text fields.

### Type

Avatars also have 4 types of states depending on the usage situation.

Example	State	Description
	Default	Used for visitors or agents without images.
	Image	Agents with images.
	Team	Used for teams or grouping of people.
	Company	Used primarily for the chatbot and assistance tab.

### Availability

Avatars can also display presence status to indicate availability.

Example	State	Description
	Available	The person/team is online and available.
	Busy	The person/team is online but unavailable.
	Away	The person/team is offline or away and unavailable.
	Unavailable	The person/team are away for long periods of time.

## Layouts

Layouts are common configurations of structures, Unblu strives to support some of ou

Establish a familial resemblance

Choose layouts that are predictable and familiar, experience that is recognisable across products, familiarity and comfort. Ensure that layout

Maintain user context by staying in place

Use inline forms and controls where possible. Avoid complex layering. And be thoughtful about connecting, when to connect, and how to surface their original context.

Guide the user where appropriate.

Use layout to show the user what comes next. The user will need to reference that information for the help section and for chat. A split view, long list, pertinent to something like a mess

content implies that there is a task to be completed.

### Navigation

Session Bar

### Content

### Session layer

### Chat layer

### Collaboration

Video layer

# Emprevo

## Project Details

Finding skilled aged care nursing staff in Australia is becoming a massive problem. Especially when the aging baby boomer cohort are now heading into retirement. Emprevo had seen this first hand and recognised they needed a solution.

The challenge: How do we enable Aged Care facilities to source pre-vetted, skilled—and more importantly, available nursing staff? And on the flip side how do we enable part-time workers wanting to find more work?

Working with key Emprevo stakeholders. We developed a product that gave shift managers the ability to create a staffing roster in minutes, find the resource gap, and instantly publish to all available skilled workers on the platform. In turn, skilled workers were able to fill the gaps in their work week and find more work.

### Role

Product Designer

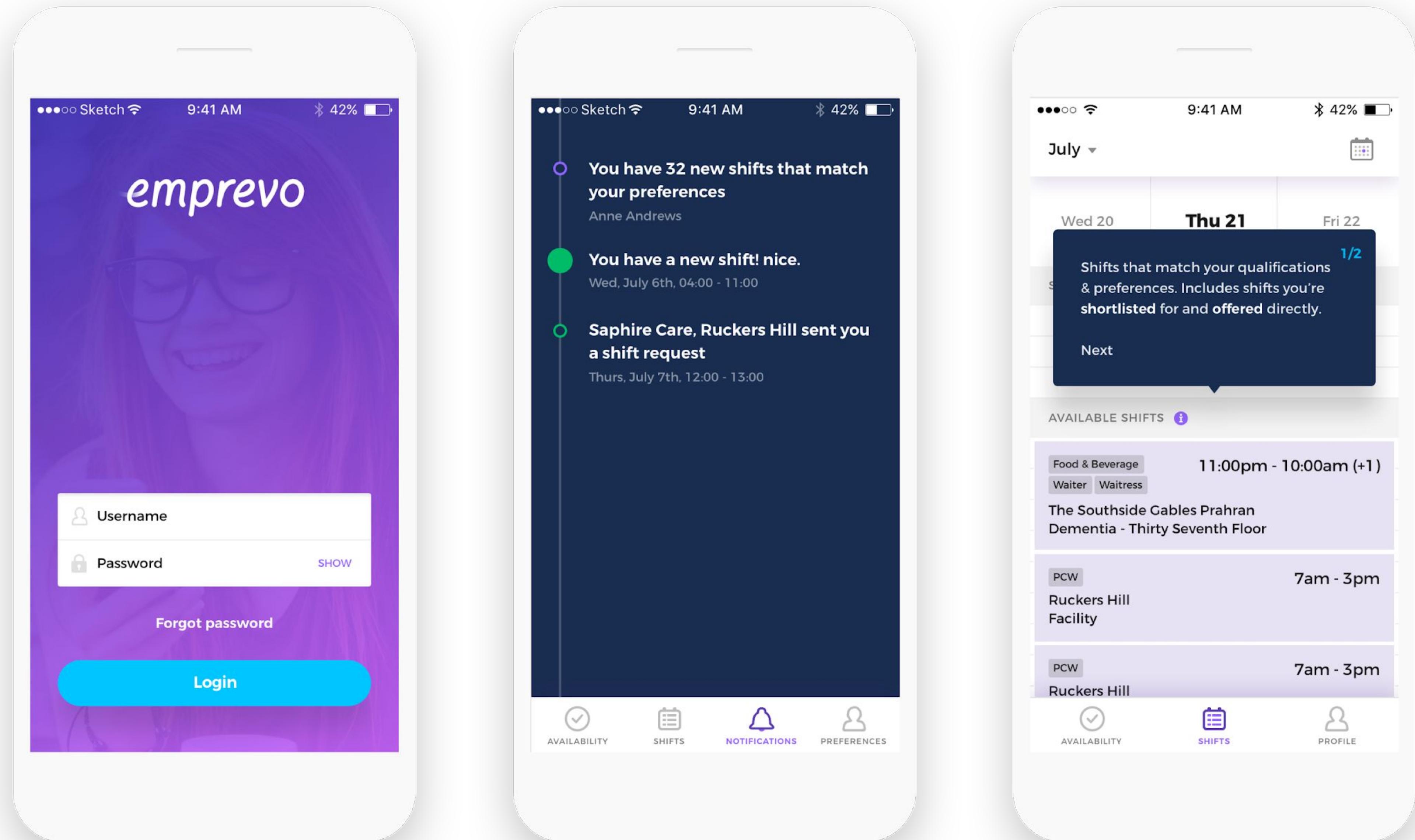
### Skills

- Product Strategy
- User Experience (UX)
- User Interface (UI)
- Prototyping
- Validating and Testing
- Responsive Web App Design
- Native App Design

### Agency

Tigerspike

# Shift Worker App



# Finding Shifts

The image displays three sequential screenshots from a mobile application for managing work shifts.

**Screenshot 1: July Calendar View**

Shows the calendar for July. The 21st is highlighted in blue and labeled "Thu 21". The 22nd is also highlighted in blue and labeled "Fri 21". A green button labeled "Available" is visible at the bottom right of the calendar area.

**Screenshot 2: Shift Details for Friday, July 22**

Shows the shift details for Friday, July 22. The shift is listed as "PCW ...6:00am" with a "Confirmed" status. Below it, other shifts are listed as "Available shifts": "PCW 11:00pm - 6:00am (+1) Ruckers Hill Care - Ground Floor" (status: "Shortlisted") and "PCW 7am - 3pm Ruckers Hill Care - Ground Floor".

**Screenshot 3: Shift Details for Registered Nurse (RN)**

Shows the shift details for a "Registered Nurse (RN)" shift. The shift is "11:00pm - 6:00am (+1)" on "Fri 22nd July 2016" at "Ruckers Hill". The location is "17 Montague Street, Preston Vic 3072" and the phone number is "(03) 8480 1200". The shift is categorized under "Care – Ground Floor" and has "8 hrs (inc. 60min break)". The manager is listed as "Anne Andrews Registered Nurse (RN)". A large green "Apply for Shift" button is at the bottom.

# Creating a Shift

emprevo SCHEDULE WORKFORCE

Location: Ruckers Hill ▾ All Areas ▾ All Roles ▾ All Statuses ▾ Create shift X

July 27 - August 2

Mon 18	Tue 19	Wed 20	Thu 21	Fri 22
Care, Ground 22:00-07:00 RN 10 Anne Andrews	Care, Ground 22:00-07:00 RN 10 Augusta Norris			
Care, First Floor				
Care, Second Floor 23:00 - 7:00 (+1) RN 10 To Specific Staff				

Shift details

Position: Select a role

Time: 22:00 - 6:45 (+1) 8 hours

Day(s): 18/07/16, 19/07/16 2 days

Location: Ruckers Hill Care - Second Floor

Shift Notes: Add ^  
eg. Please arrive 15 mins before the shift starts.

Publish to: All eligible Shortlist Specific staff

Search or select worker

53 workers match your criteria (49 available) 0 selected

Seth Gill PCW Available

Seth Gill PCW Available

Cancel Shift Publish shift

# Concentrix

## Project Details

Call center support staff typically have a high attrition rate. To find, train and redeploy staff back into these roles is a major cost to any services business. Contentrix recognised this as a critical problem, however, they equally identified the trend of on-demand contract workers as a major disruptor to their entire business model.

The challenge was to build a product that enabled on-demand workers to get paid for solving support tickets.

Utilising a stock React Native UI library, we set about creating a bare bones MVP that would give Contentrix the ability to test the new business model with a few select clients.

### Role

Product Designer

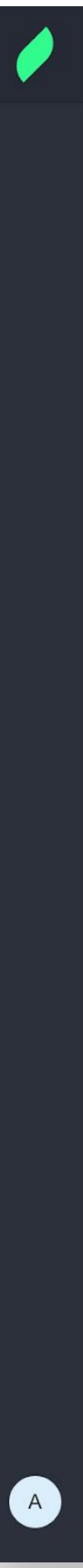
### Skills

- Product strategy
- User Experience (UX)
- User Interface (UI)
- Prototyping
- Responsive Web App Design

### Agency

Tigerspike

# Advocate Onboarding



## Welcome aboard <FirstName>

Before you can assign support tickets and earn money. We need get a few additional steps out of the way and verify your account.

### Contract Agreement

[View](#)

### Verify Your Email Address

### Complete Induction

[Start](#)

### Setup Payment Method

[Add Payment Details](#)

Create an account with our payment provider Stripe and add your Bank Account Details

Powered by **Stripe**

A

# Assigning Tickets

The screenshot shows a ticket management interface with a dark sidebar on the left and a light-colored main area.

**Left Sidebar:**

- A green leaf icon at the top.
- Three blue square icons below it: a clipboard, a gear, and a chart.
- A circular badge with the letter 'A' at the bottom.

**Main Area:**

## Tickets

Open   In Progress   Done

**Ticket 1 (Top):**

Xh ago      \$00.00      URGENT

Here is my situation: I have a MacBook with 1 USB-C port. I have a external portable hard drive that I want to use with the MacBook. My question is how can I hook up the hard drive as well as having the power ...

Open      Assign to me

**Ticket 2 (Second from Top):**

Xh ago      \$00.00

Hey, I wonder if you could help me.  
I recently loaded a lot of music onto my iPhone from iTunes. Afterwards I did an iOS upgrade 11.2.1. After the upgrade I went into the music app and th...

Open      Assign to me

**Ticket 3 (Third from Top):**

Xh ago      \$00.00

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mustafafel lo...

Open      Assign to me

**Ticket 4 (Bottom):**

Xh ago      \$00.00

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mustafafel lo...

Open      Assign to me

**Right Sidebar (Preview Area):**

I can't solve      Mark as solved

C      Here is my situation. I have a MacBook with 1 USB-C port. I have a external portable hard drive that I want to use with the MacBook. My question is how can I hook up the hard drive as well as having the power cord plugged in? Do I need a switch or splitter to accomplish what I want?

You are previewing this ticket. Assign to reply.

Send a message...      Reply

# Rating Ticket Complexity

Tickets

Open In Progress Done

Xh ago

Here is my situation: I have a MacBook with 1 USB-C port. I have a external portable hard drive that I want to use with the MacBook. My question is how can I hook up the hard drive as well as having the power ...

Closed

\$00.00 URGENT

C Here is my situation. I have a MacBook with 1 USB-C port. I have a external portable hard drive that I want to use with the MacBook. My question is how can I hook up the hard drive as well as having the power cord plugged in? Do I need a switch or splitter to accomplish what I want?

Sent · 12 min ago

Ticket Closed

How complex was that ticket?

1/10

Easy Moderate Difficult Complex

Skip Submit

A

# Client Dashboard



## Monitoring

BUDGET		TICKETS	
Total Cost	\$3,000,000.00	Open	1,934,579
Ticket Price 	\$3.00	In-progress	934,579
		Closed	134,579
		Paid	1,000,000

### Insights

AVG. RESPONSE TIME 2h 23m 1s	AVG. TIME SPENT 25m 3s	AVG. PRICE \$3.00	AVG. TICKET COMPLEXITY Moderate (4/10)
CLOSED FIRST ROUND 66.7%	SUCCESS RATE 66.7%	AVG. CUSTOMER SATISFACTION 3.25	

# Support Ticket Transcript

Tickets

OPEN IN PROGRESS **DONE**

COMPLETED	TIME TO COMPLETE	COMPLEXITY
20/05/18, 10:23:16	1hr 34m 23s	1
20/05/18, 10:23:16	1hr 34m 23s	7
20/05/18, 10:23:16	1hr 34m 23s	Not Rated
20/05/18, 10:23:16	1hr 34m 23s	6
20/05/18, 10:23:16	1hr 34m 23s	9
20/05/18, 10:23:16	1hr 34m 23s	5
20/05/18, 10:23:16	1hr 34m 23s	4
20/05/18, 10:23:16	1hr 34m 23s	2
20/05/18, 10:23:16	1hr 34m 23s	9
20/05/18, 10:23:16	1hr 34m 23s	9
20/05/18, 10:23:16	1hr 34m 23s	2
20/05/18, 10:23:16	1hr 34m 23s	2

Ticket 33969 X

**Insights**

Abandonments 0

**Chat History**

Ticket ID123456789 Created 20/05/18, 08:30:40

C I've been locked out of my iPhone. Kelp!

Assigned to <advocateName> 20/05/18, 08:30:40

A This is a message sent one after another

A Hey, check this link: <https://dev.kelp.t.../bd6145c3f6>

A Auxiliary message info

Ticket Closed 20/05/18, 08:30:40

You rated the complexity as **EASY - 1/10** 20/05/18, 08:30:40

<customerName> has rated the chat ★ ★ ★ ★ 20/05/18, 08:30:40

# Managing Advocates

Advocates

NAME	CSAT
Augusta Phelps	-
Angel Farmer	4.56
Luella Jackson	3.45
Stanley Burke	-
Isabel Wolfe	-
Hallie Huff	0.56
Alan Copeland	-
Darrell Dennis	3.10
Lelia Saunders	2.34
Timothy Fernandez	4.30
Steven Ryan	-
Alice Dean	-
Pauline Ball	-

Stanley Burke

Verified

**Personal Information**

Legal Name	Luella Jackson
Email Address	luella.jackson@email.com
Phone	(555) 678 1212

**Disable Access** Blocks advocate from accessing the platform

**Payments & Invoices**

Stripe ID	Date	Amount	Action
12345678909865	06 Oct 2018	\$20.43	<a href="#">View</a>
	18 Feb 2018	\$55.2	<a href="#">View</a>
	03 Mar 2018	\$9.82	<a href="#">View</a>
	01 Feb 2018	\$9.82	<a href="#">View</a>
	03 Jan 2018	\$9.82	<a href="#">View</a>
	+ 25 more		

— Thank You

# Get in touch

Gavin Johnson

0472 684 722

[hey@gavinjohnson.me.uk](mailto:hey@gavinjohnson.me.uk)  
[www.gavinjohnson.me.uk](http://www.gavinjohnson.me.uk)

[LinkedIn](#)