

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

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. Contrentrix 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.

We set about creating an MVP that would give Contrentrix the ability to test the new business model with a few select clients.

Role

Senior 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**

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

Personal Information

Verified

Legal Name	Luella Jackson
Email Address	luella.jackson@email.com
Phone	(555) 678 1212
Disable Access	Blocks advocate from accessing the platform <input type="checkbox"/>

Payments & Invoices

Stripe ID 12345678909865

06 Oct 2018	\$20.43	View
18 Feb 2018	\$55.2	View
03 Mar 2018	\$9.82	View
01 Feb 2018	\$9.82	View
03 Jan 2018	\$9.82	View
+ 25 more		

Awards

Innovation



Best Product



*An extremely
creative solution
to a real modern
day issue*

Global Judge for The Stevie Awards

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

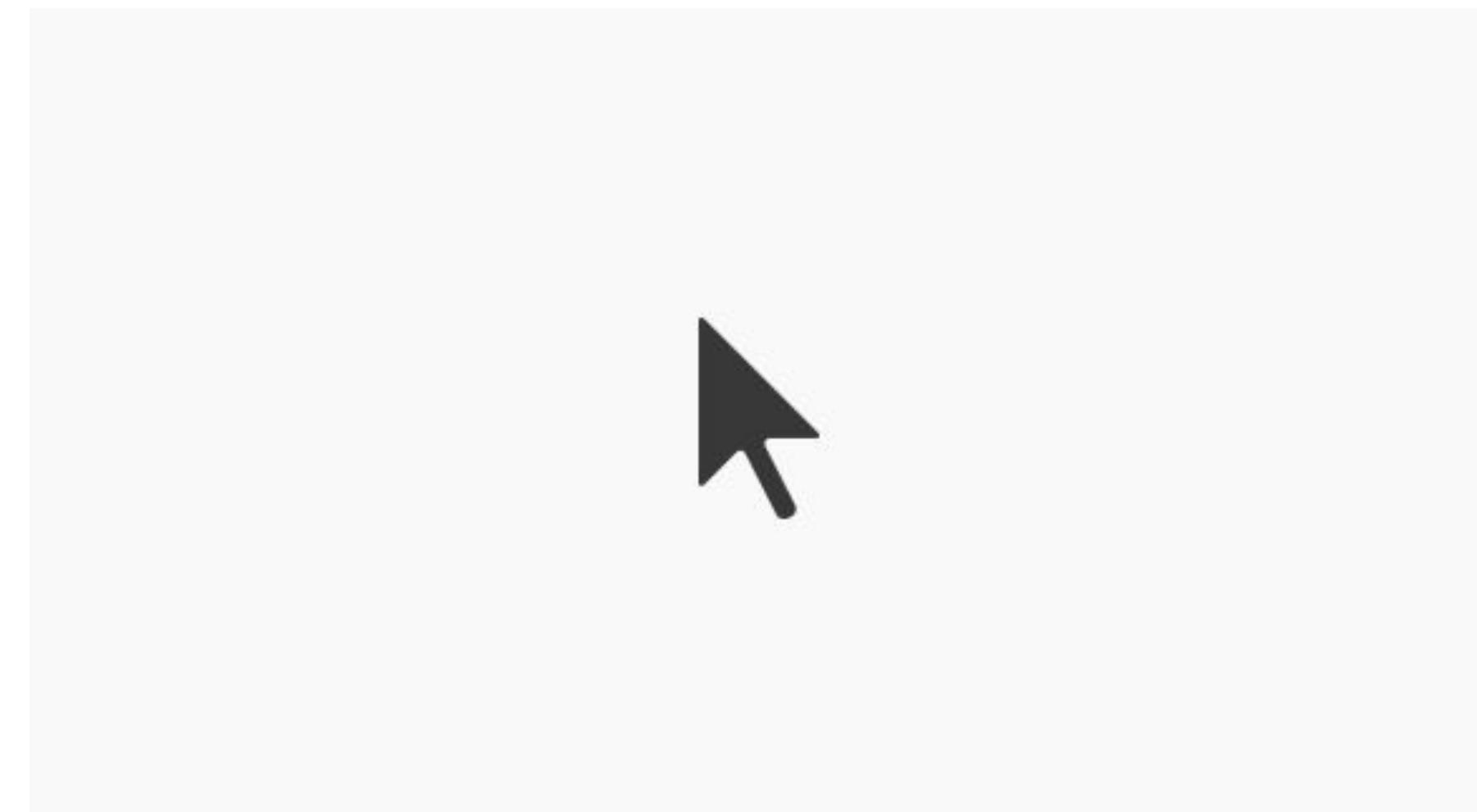
- Insight workshops
- Brand Strategy
- Logo/Identity Design
- Brand Guidelines

Marketing

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

www.unblu.com

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.

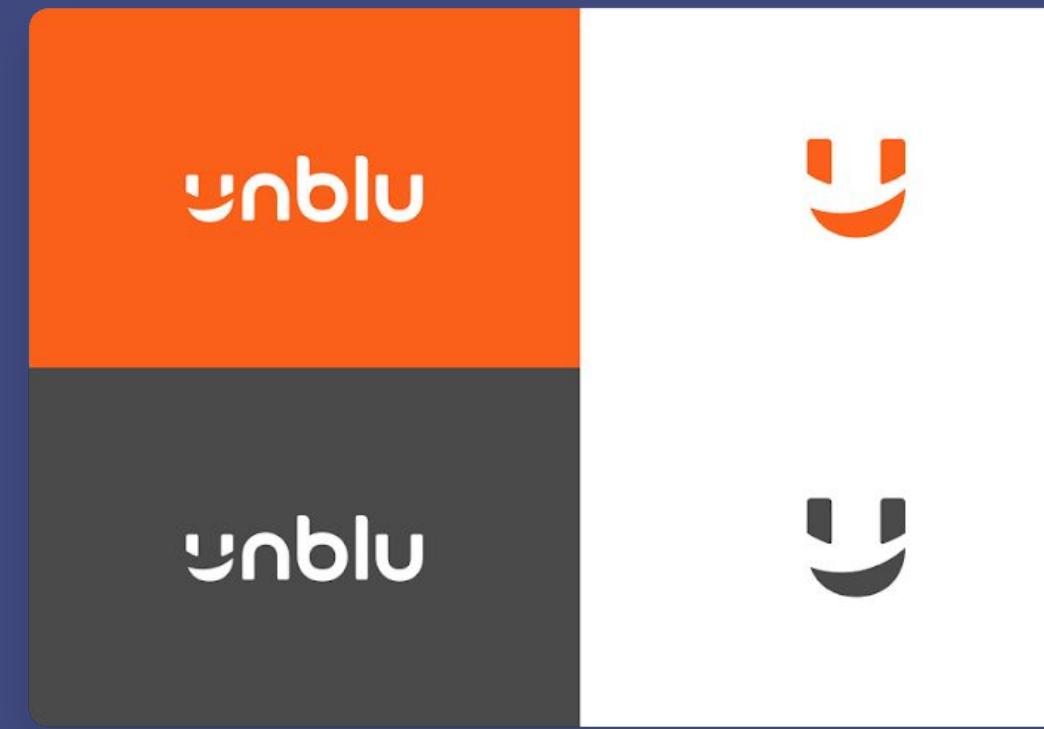
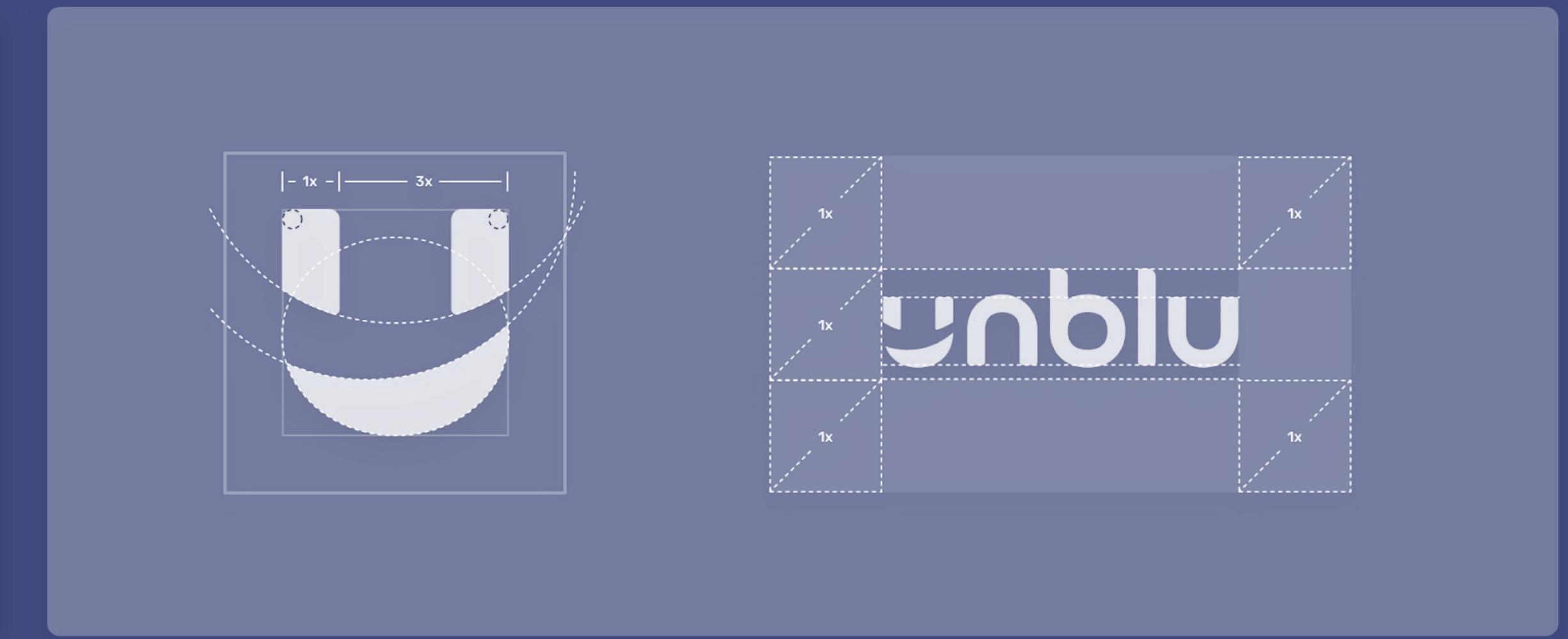


Reciprocating, unified, cohesive. Uses an abstract notion of bouncing echoes or voices which are subtly 'boxed' in a U shape.

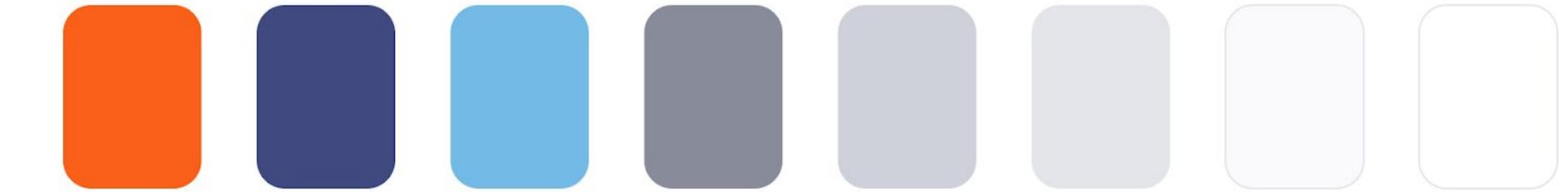


Direct, focused, vibrant. Using the arrow to create a refreshed logo mark that embodies a simple, multifaceted and dynamic company.

Identity Components



Colours



Orange

#FA6019
250, 96, 25

Slate

#404A80
64, 74, 128

Blue

#73BBE6
115, 128, 230

Grey-1

#888B99
136, 139, 153

Grey-2

#CEDODA
206, 208, 216

Grey-3

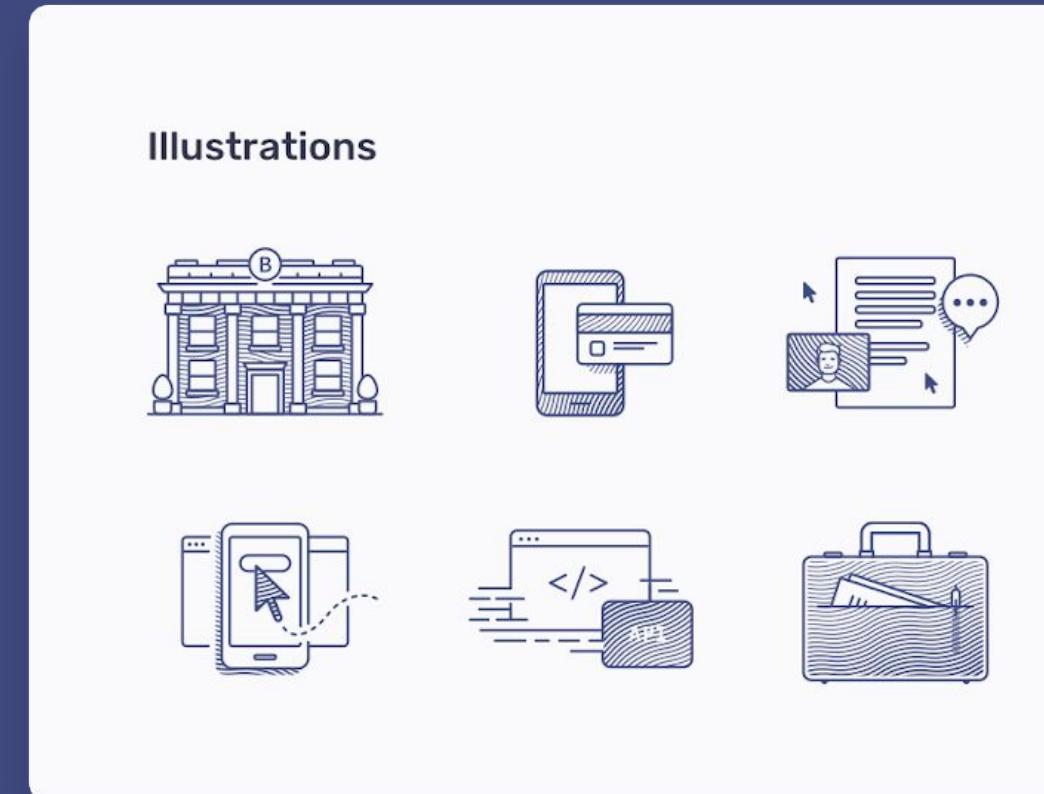
#E4E4EB
250, 96, 25

Grey-4

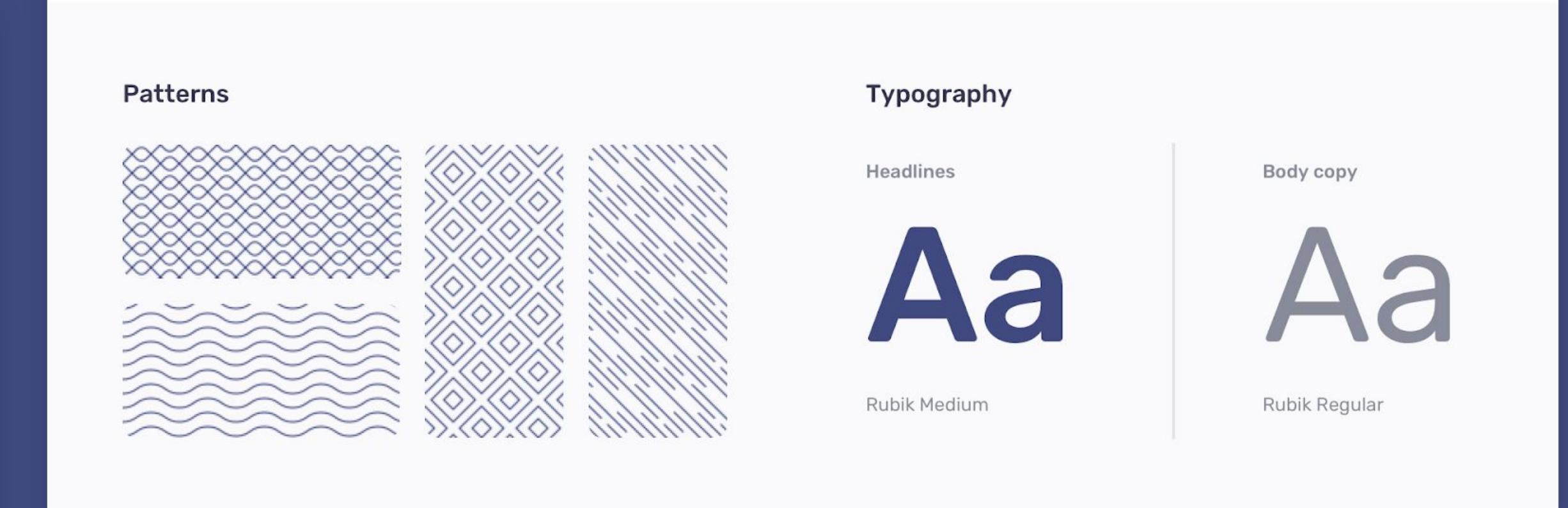
#FAFAFC
206, 208, 216

White

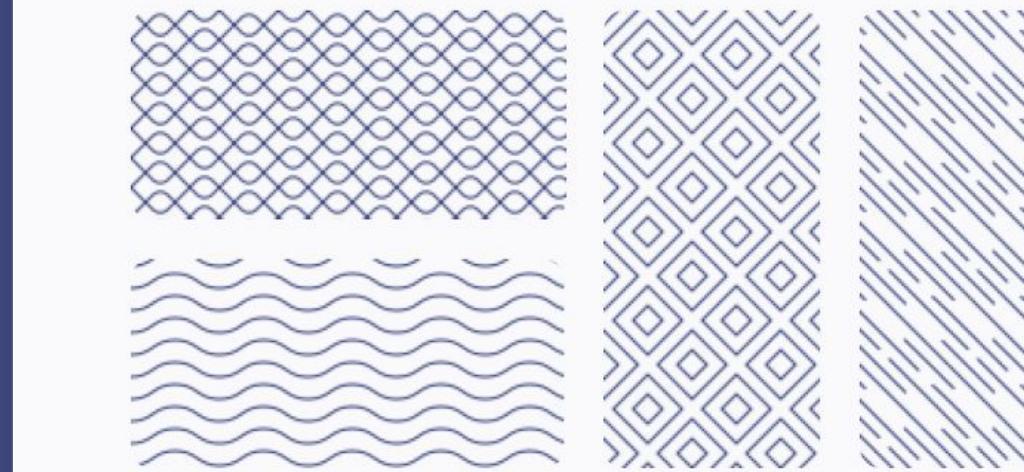
#FFFFFF
255, 255, 255



Illustrations



Patterns



Typography

Headlines

Aa

Rubik Medium

Body copy

Aa

Rubik Regular

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, titled "Retail Banking". It describes how customer support agents can work with customers online to help them purchase products.
- Private Banking:** A card featuring a building icon, titled "Private Banking". It discusses how agents can advise clients online, share expertise, and simplify purchasing processes.
- Insurance:** A card featuring a briefcase icon, titled "Insurance". It explains how agents can increase trust and loyalty by working with customers online to fill in claims forms.
- Secure Messenger:** A card titled "SECURE MESSENGER" featuring a man and woman using a laptop and smartphone respectively. It highlights the platform's use for secure communication between customers and managers.
- Powerful collaboration tools:** A card titled "Powerful collaboration tools for customer engagement". It shows two people using a laptop and a smartphone, and describes Unblu's user-friendly platform for engagement.
- Co-Browsing:** A card titled "CO-BROWSING". It shows a smartphone displaying a web application for a "Home loan application" and a laptop showing the same application. It describes how teams can help customers fill in forms and change account settings.
- Landing Page:** A main landing page with the Unblu logo and navigation links (Product, Solutions, Resources, Partners, Company). It features a large image of a man and woman interacting, and a call-to-action button "Discover this Unblu suite".
- Bottom Navigation:** A footer navigation bar with links for INNSA, PostFinance, comdirect, and INNSA SWISSBRO.

A trusted advisor in your customer's pocket

Designed for dedicated advisory and highly regulated industries, secure messenger enables authenticated customers to exchange messages with their relationship manager.

Watch a 7 Minute Demo

SECURE MESSENGER

POWERFUL COLLABORATION TOOLS FOR CUSTOMER ENGAGEMENT

CO-BROWSING

See and interact with your customer's web screen in real time

Support and advise customers with a personalised touch

The omnichannel customer engagement platform provides your customers with a personalised and customer experience.

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"

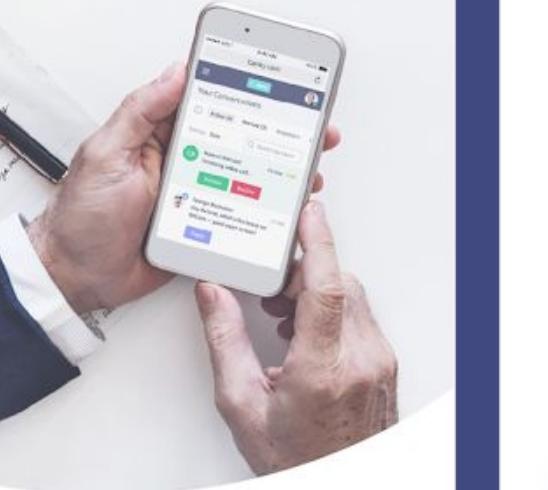
— Gartner

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:

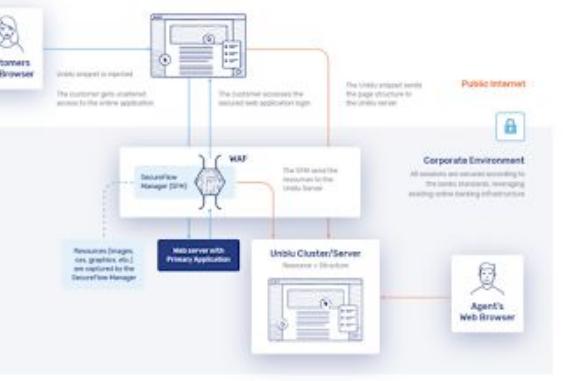
- LiveView and Highlight**: The agent gets visual access to the customer screen and can see exactly where the end-user is and what they are doing. During a support call or chat, the agent can highlight particular areas on the screen.
- Embedded Co-Browsing**: A step further: the agent joins and collaborates 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.



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.

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 FSII industry reduces risks in the integration project.

Is it simple to add co-browsing to my existing infrastructure?

Customer collaboration shouldn't be achieved by adding a separate application as an afterthought. Collaborative customer journeys have to be part of the underlying web application.

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 FSII industry reduces risks in the integration project.

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

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% FSII 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 it took to resolve 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.

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:

- Reduced support cost for the call center.
- Better user experience and higher customer satisfaction.
- Hire sales in the short and medium term because of higher customer satisfaction.

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 it took to resolve 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.



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 time 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.

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 support visually at the very page where they were stuck and, in the process, reduced average call duration by 50%.

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 elderly customers – was taking a hit because of it.

100% Secure and private

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

Simple with your team

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

Trusted by world leading financial businesses

We've implemented our platform into more than 100 financial institutions across the globe, 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 elderly customers – was taking a hit because of it.

We've used Unblu since 2012, and our customer experience has improved significantly. We have reduced average call duration by 50% while improving customer satisfaction!

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.

Secure Messenger enables authenticated customers to exchange messages with their relationship manager. With customer conversations now active and efficient, a relationship manager can indulge and guide a customer conversation to the moment of truth.

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

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

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

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.

SOLUTIONS

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

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

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

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.

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 kick-offs 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.

Would you like to find out more?

Visit www.unblu.com/resources to learn more about our solutions and use cases about our customers.

About Unblu

Unblu helps the world's leading financial institutions provide a better customer 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 customer satisfaction.

FEATURES

Secure and compliant communication

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

Would you like to find out more?

Visit www.unblu.com/resources to learn more about our solutions and use cases about our customers.

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

Senior 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

+ 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

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	Action
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 UNITES 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 1,234,574 ↓ UX Coe 1,234,574 ↓

Document Co-Browsing
View and share documents together

End Co-Browsing

You John PostFinance Bot Almost there John

Connecting you to Laura... Patricia Hi John, how are you today?

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

Laura Accept

Send a message...

Send a message...

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.

Code

[View code](#)

[Copy code](#)

[Close](#)

[Save](#)

[Delete](#)

[Edit](#)

[Share](#)

[Import](#)

[Export](#)

[Sync](#)

[Logout](#)

[Help](#)

[Feedback](#)

[About](#)

[Contact](#)

[Support](#)

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

Senior Designer

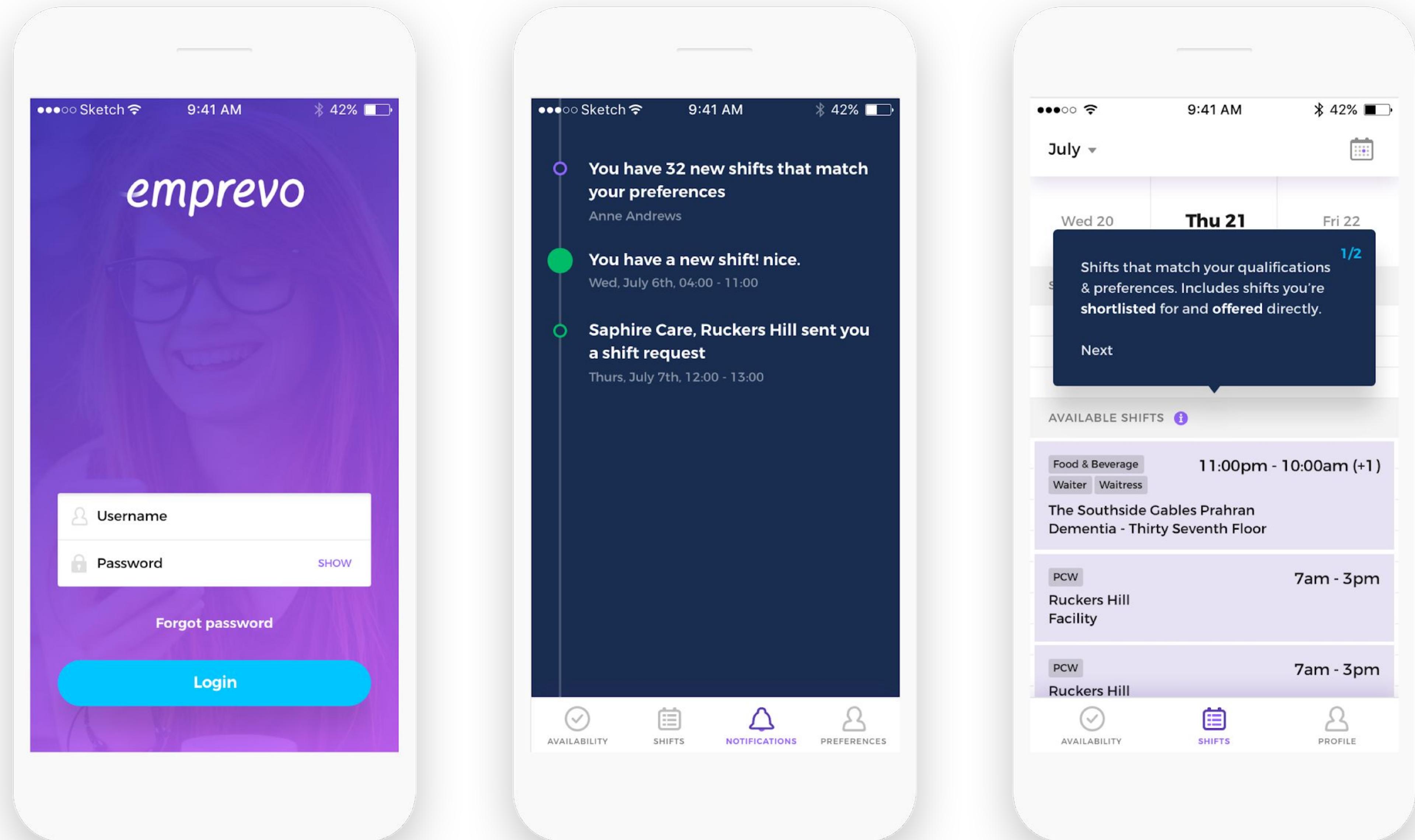
Skills

- 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 screens from a mobile application for finding shifts:

- Screen 1: July Calendar**
Shows the month of July with days from Mo to Su. A specific shift on Thursday, July 21st, is highlighted with a blue border. Below the calendar, the date "Thu 21" is displayed with the status "Available".
Below the date, the section "Shifts for me" shows a shift for "PCW" from "11:00pm - 6:00am (+1)" at "Ruckers Hill, Care- Ground Floor" which is "Confirmed".
The bottom section "Available shifts" lists shifts for "PCW" from "7am - 3pm" at "Ruckers Hill, Care - Ground Floor".
- Screen 2: Shift Details for Fri 22**
Shows the date "Fri 22" with the status "Available".
The section "Shifts for me" shows a shift for "PCW" from "...6:00am" which is "Confirmed".
The section "Available shifts" shows two shifts for "PCW" from "11:00pm - 6:00am (+1)" at "Ruckers Hill, Care - Ground Floor": one labeled "Shortlisted" and another at "7am - 3pm".
At the bottom, there are navigation icons for "AVAILABILITY", "SHIFTS", and "SETTINGS".
- Screen 3: Shift Details for Registered Nurse (RN)**
Shows the details for a shift for "Registered Nurse (RN)" from "11:00pm - 6:00am (+1)" on "Fri 22nd July 2016".
Details include:
 - Location:** Ruckers Hill, 17 Montague Street, Preston Vic 3072, (03) 8480 1200
 - Area:** Care – Ground Floor
 - Hours:** 8 hrs (inc. 60min break)

The manager is listed as Anne Andrews, Registered Nurse (RN), with a profile picture.

[Apply for Shift](#)
At the bottom, there are navigation icons for "AVAILABILITY", "SHIFTS", and "SETTINGS".

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

— Thank You

Get in touch

Gavin Johnson

0472 684 722

hey@gavinjohnson.me.uk
www.gavinjohnson.me.uk

[LinkedIn](#)