SUE LEE

ux portfolio

ABOUT

I studied graphic design in school, but then spent one hundred days on a ship traveling around the world and found myself working in international development. Three NGOs and three years in Taiwan later, here I am. Back in design and loving it.

CASE STUDY: TRUESPIRIT

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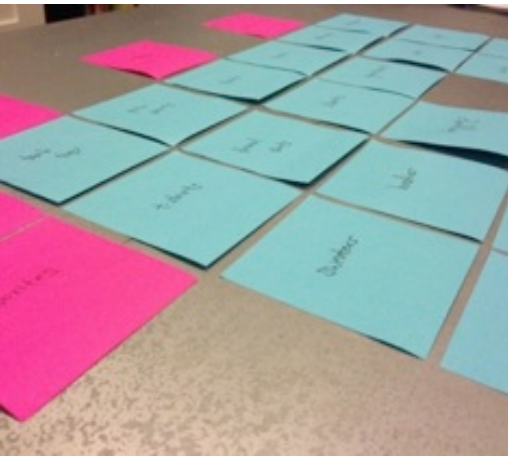
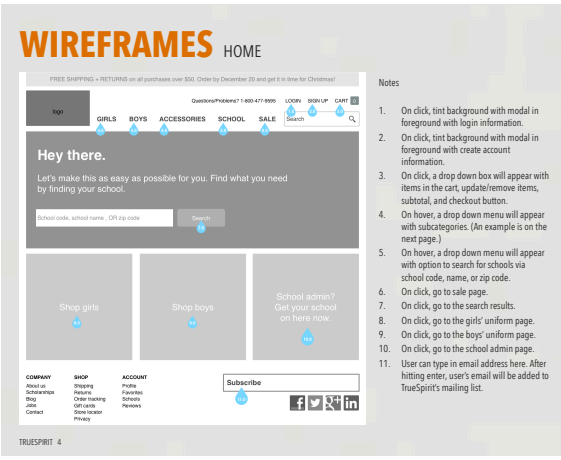




DESCRIPTION

TrueSpirit is a new school uniform retailer that is beginning to build its online presence.

TIMEFRAME

2 weeks

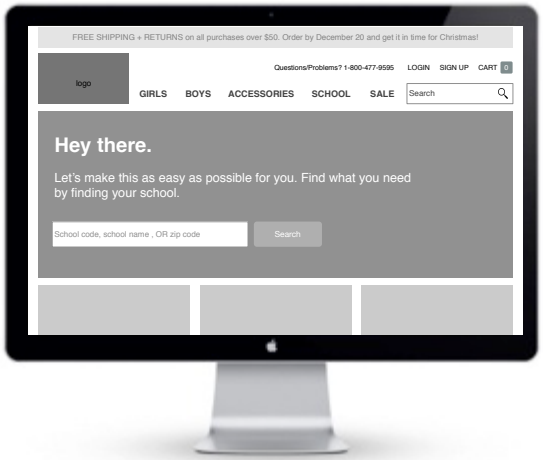
GOAL

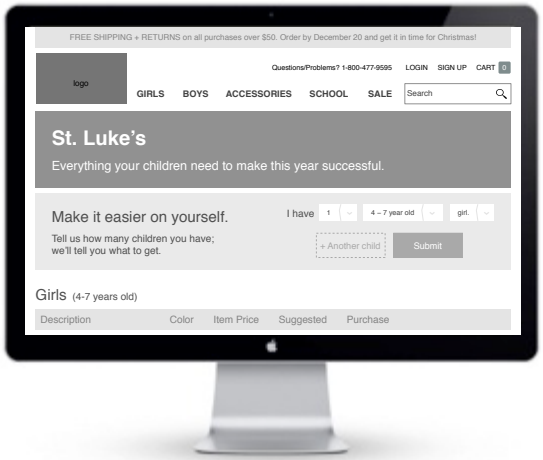
Highlighting recommended items from schools for parents to buy for their children. Making the checkout process as quick and simple as possible for busy parents.

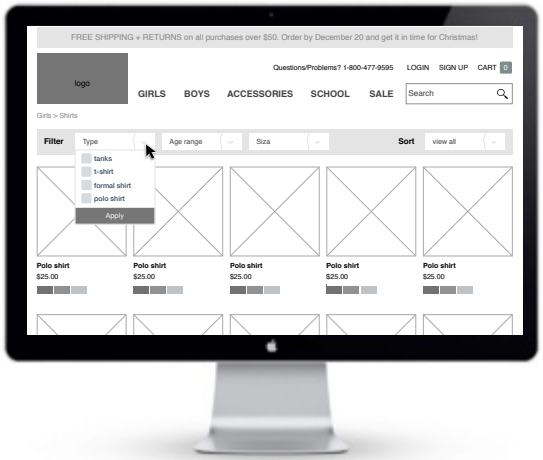
SOLUTION

I created a list that allows parents to see all the items they need on one page and be able to place orders on the same page. Parents are now able to view and make their entire purchase in less than two minutes.

CASE STUDY: TRUESPIRIT







TOOLS

Paper, Pen, Post-its, Sharpie

Omnigraffle, Invision

PROCESS

Information Architecture, Competitive Analysis, Scenarios & User Flows, Wireframes, Low-Fidelity Mockups, Specification Document, Site Map, Prototype

DETAILS

This was a student project. For our second project in UXDI, we were given personas and a list of items TrueSpirit would like to sell on their site.

First, I ran a competitive and complementary analysis on brands such as : Old Navy, Land's End, and French Toast.

After usability testing my initial designs, I realized the process was taking too long as parents were going from page to page to see items they had to buy. (They are buying uniforms after all!)

So, I simplified the process and now it's all done in one page.

View prototype

CASE STUDY: SIMPLIFLY

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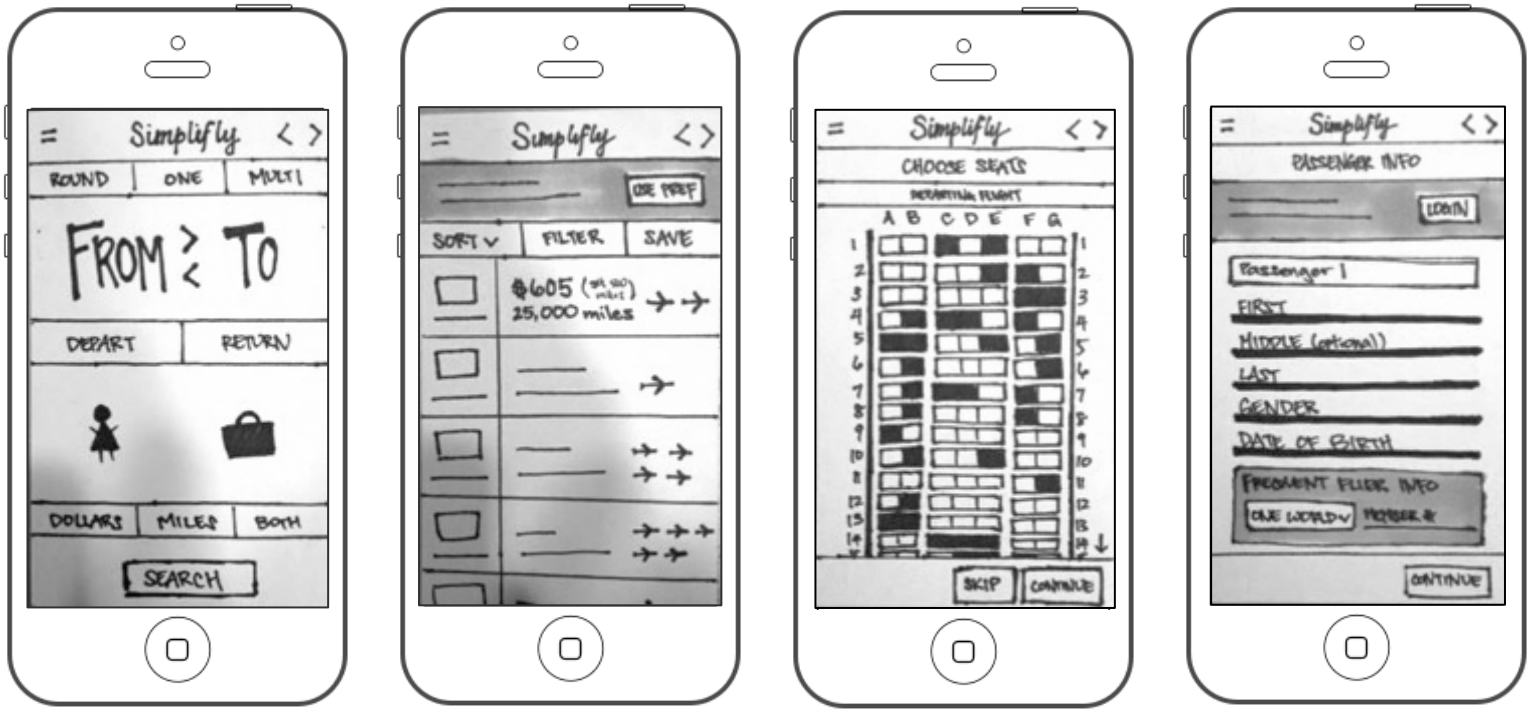


DESCRIPTION

Simplifly is Kayak, but better. It factors in hidden costs such as seats with extra leg room and additional baggage.

TIMEFRAME

1 week

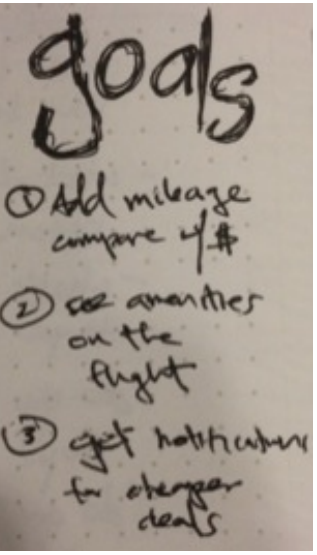
GOAL

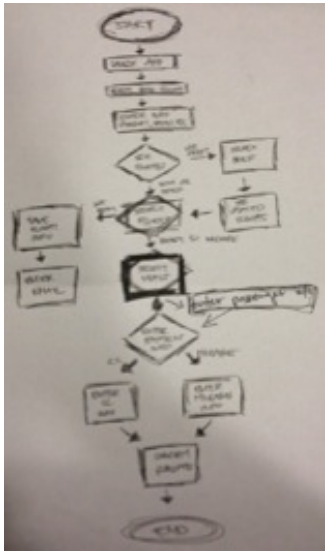
Creating a quick and easy solution for users who fly frequently. Searching for flights using both miles and money. Saving options such as seat and time of flight preferences.

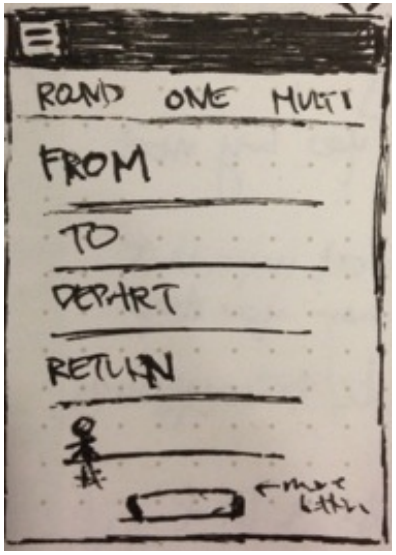
SOLUTION

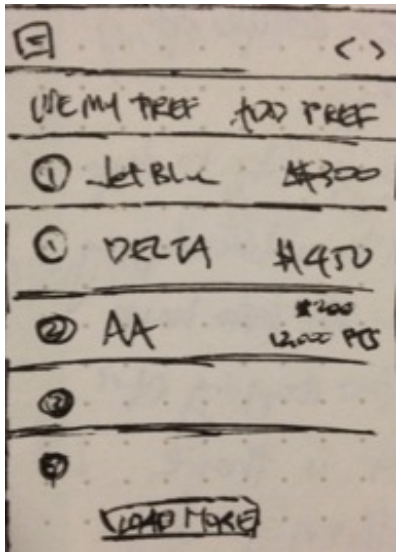
I created a graphical interface that allowed users to enter in their preferences in stages without overwhelming them or causing the process be too time consuming.

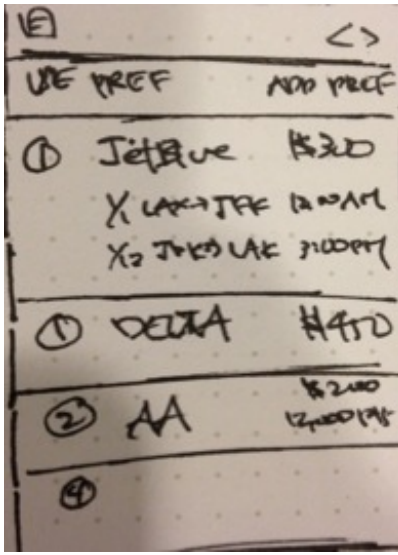
CASE STUDY: SIMPLIFLY











TOOLS

Paper, Pen, Sharpie

POP app

PROCESS

User Interview, Competitive Analysis, Scenario & User Flow, Wireframes, Low-Fidelity Mockups, Prototype

DETAILS

This was a student project. For our first project in UXDI, we had to create a mobile app for a classmate. After interviewing my partner, I came up with Simplifly.

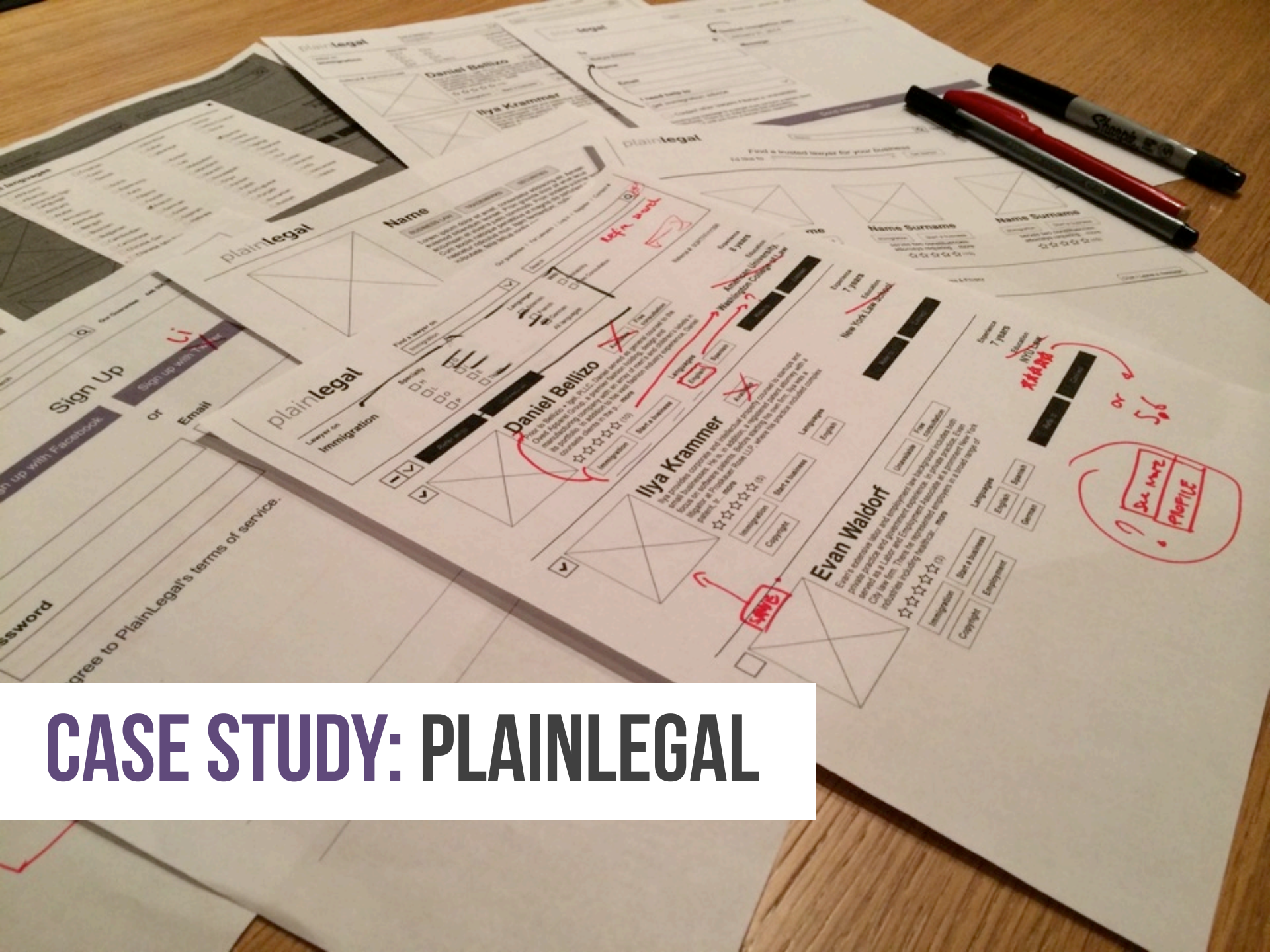
I ran a competitive analysis on apps such as JetBlue, Kayak, Hipmunk, and Expedia to see how they structure their search. Then I created a user flow with a focus on comparative shopping as that was my partner's main goal.

After getting the basics, I worked on the visual design to make it different from all its competitors.

View prototype

CASE STUDY: SIMPLIFLY

Here are some of the designs I've made using Axure since the project ended. This is still a work in progress.



CASE STUDY: PLAINLEGAL

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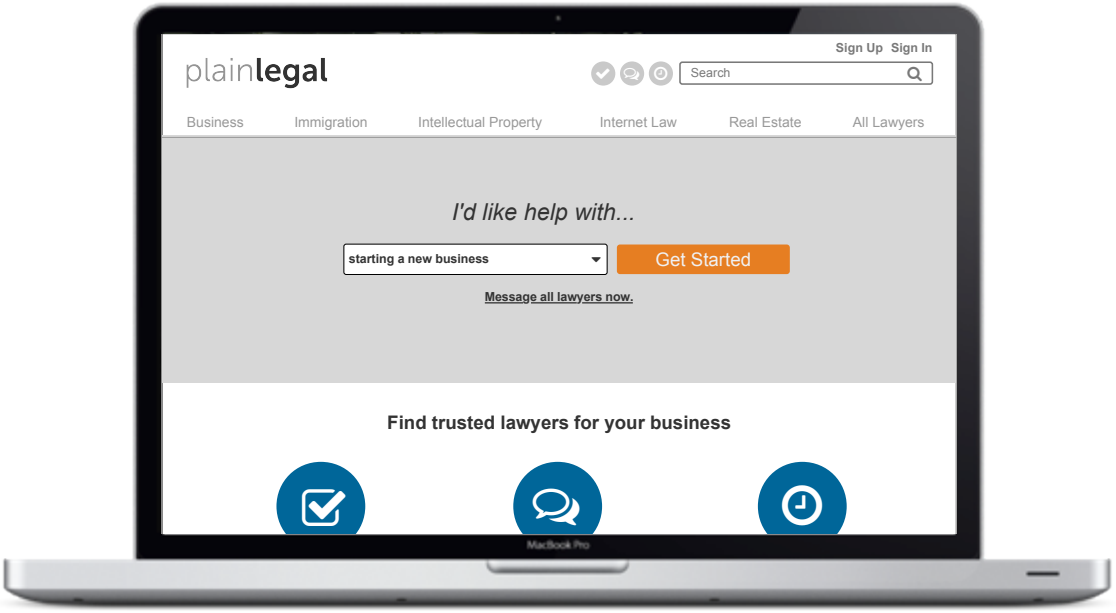


DESCRIPTION

PlainLegal is a startup connecting entrepreneurs and small business owners to trustworthy, affordable lawyers.

TIMEFRAME

2.5 weeks

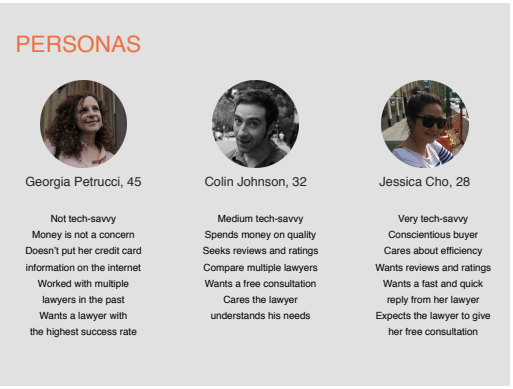
GOAL

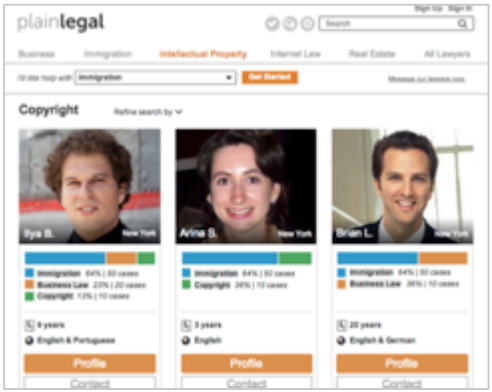
Reducing the bounce rate of visitors on the site. Increasing conversions for subscribed users. Creating an efficient process for users to find quality, trustworthy lawyers.

SOLUTION

My group redesigned key pages, made elements such as quick response times and the lawyer vetting process more prominent, and pushed the sign up process to after the user has already messaged the lawyer.

CASE STUDY: PLAINLEGAL





TOOLS

Paper, Pen, Post-its, Sharpie, Silverback, Axure

PROCESS

Information Architecture, Competitive Analysis, User Interviews, Persona Creation, Scenario & User Flow, Wireframes, Mockups, Usability Tests, Specification Document, Site Map, Prototype

DETAILS

For the last project in UXDI, three classmates and I were tasked to help PlainLegal.com.

We started with user research by doing interviews and usability tests in person and over Skype. We created three personas based on our findings. We analyzed competitors and complementors such as Avvo, LawDingo and Elance.

We standardized the lawyer profile page to make it easier to scan, created pre-filled messages when users contacted lawyers, added the ability to message multiple lawyers at one time, and established credibility of the site and its lawyers prominently.

View prototype

CASE STUDY: FOURSQUARE

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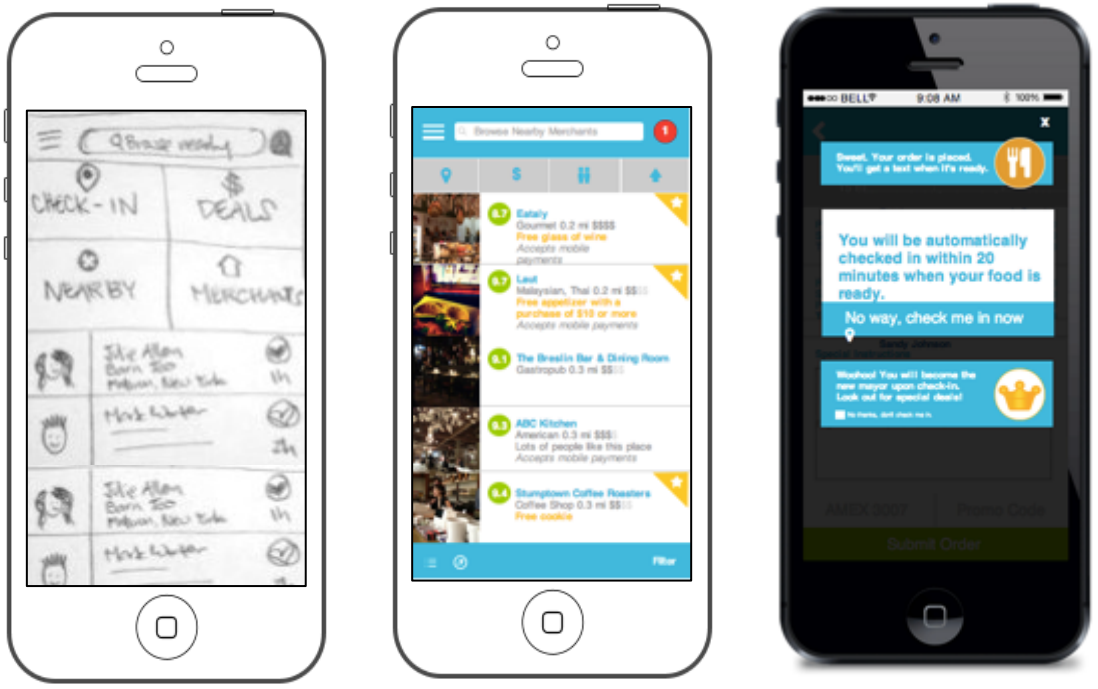


DESCRIPTION

Foursquare would like to add a mobile payment component to check-ins.

TIMEFRAME

2 weeks

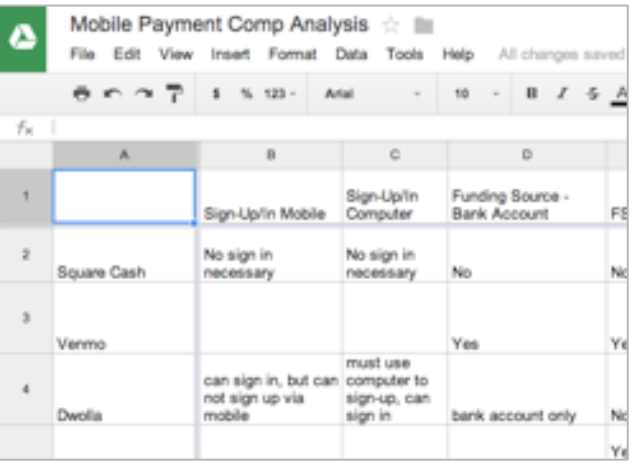
GOAL

Getting their users to notice and start using the new mobile app payment feature when they check-in at their locations.

SOLUTION

My group combined a service like Seamless and GrubHub to Foursquare, making it easy for people to pay for their food when they check-in.

CASE STUDY: FOURSQUARE


Mobile Payment Comp Analysis

File Edit View Insert Format Data Tools Help

	A	B	C	D
1		Sign-Up/In Mobile	Sign-Up/In Computer	Funding Source - Bank Account
2	Square Cash	No sign in necessary	No sign in necessary	No
3	Venmo			Yes
4	Dwolla	can sign in, but can not sign up via mobile	must use computer to sign-up, can sign in	bank account only

TOOLS

Paper, Pen, Post-its

Sharpie, Axure

PROCESS

Competitive Analysis, User Interviews, Persona Creation, Scenario & User Flow, Wireframes, Mockups, Usability Tests, Specification Document, App Map, Prototype

DETAILS

This was a student project. For project #3 of UXDI, my group was tasked to add a mobile component to Foursquare.

After doing user research and competitive analysis, my group discovered users wanted to combine Foursquare with Seamless, Groupon or both.

In the end, we add a food ordering functionality which allowed users to pick up orders at nearby restaurants and check-in or place their order as they waited in line.

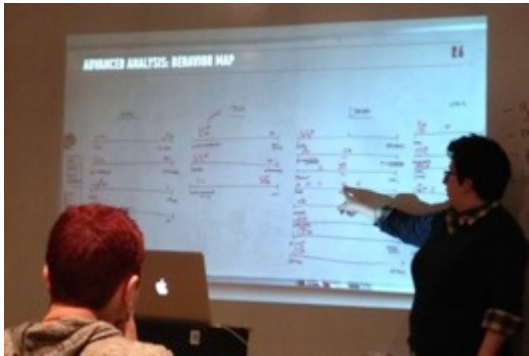
View prototype

CASE STUDY: FOURSQUARE

Since the project has finished, I have been playing around with a redesign of the app entirely, focusing on flat UI. Above are two rough ideas for the home screen and the restaurant profile page.

color
sale
new

WELCOME


ADVANCED ANALYTICS: BEHAVIOR MAP

FAQs

Why User Experience?

I've been doing UX since before I even heard of the term. UX is a great combination of three things that I love—design, code, and efficiency. I also love french fries.

FAQs

Where do you want to work?

Some place innovative. I want to work somewhere that focused on technology and making people's lives easier. I want to push the boundaries and have my own pushed. I love a good challenge.

FAQs

Tell me what you can do.

User research, competitive analysis, wireframes, prototyping, the whole deal. Adobe Creative Suite, Axure, Omnigraffle. HTML, CSS, and basic Rails. I can also make an awesome soufflé.

FAQs

Alright, I'm hooked. How can I reach you?

www.itssue.com

its.sue@gmail.com

+1 626 506 6998

THANKS.