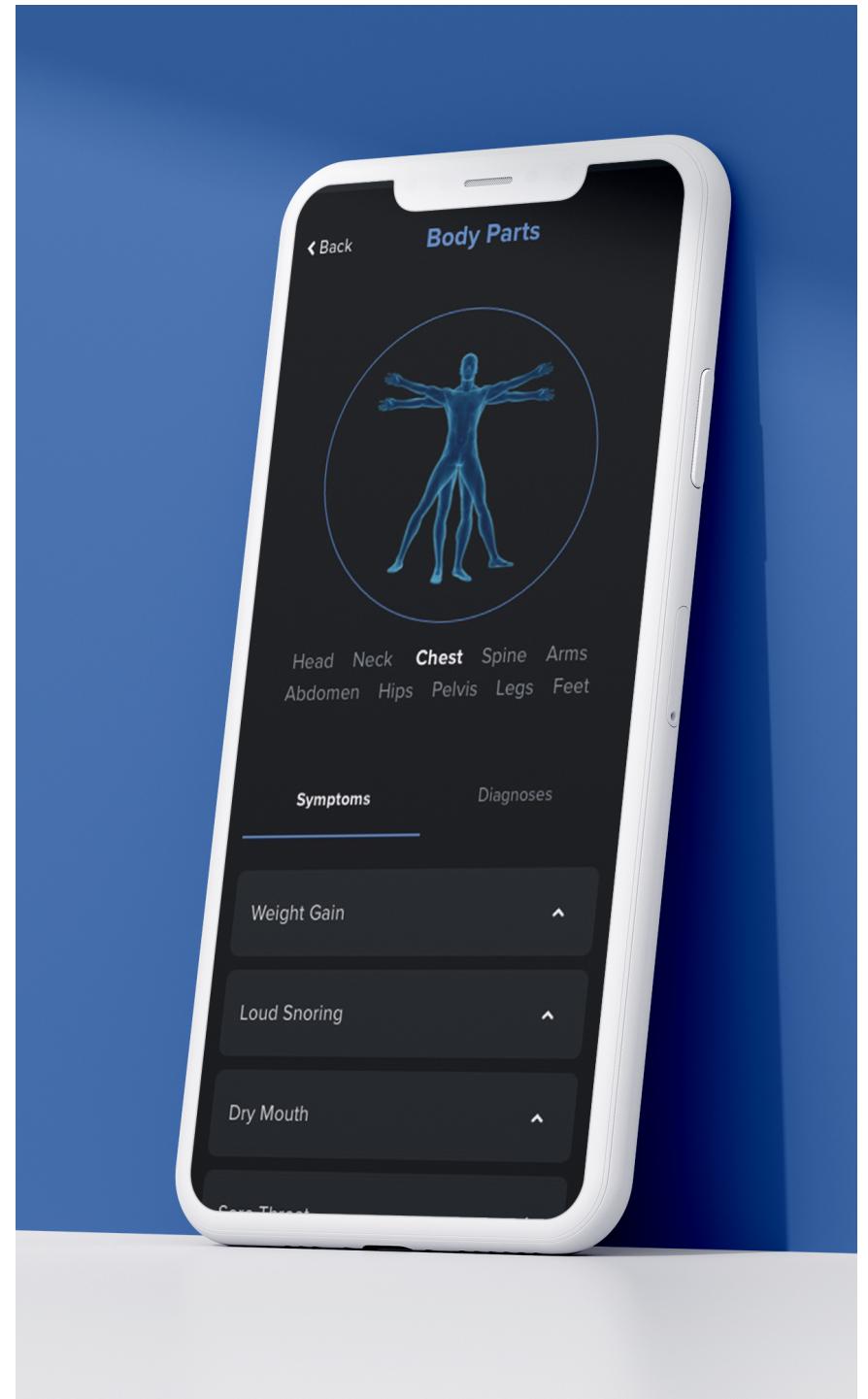


James Rountree

I am a Product Designer and Developer passionate about solving complex user experience challenges.

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Da Vinci

Target users need help obtaining monetary compensation for disabilities. In hopes to create an effective solution for this problem, we created Da Vinci: a scalable web based platform intended to help Users obtain the medical benefits they deserve in the shortest period of time.



Challenges and Goals

UX Challenge

Some of the medical questionnaires clients must fill out can be hundreds of questions long. One of the biggest challenges is breaking up the long monotonous forms with medical terms may not understand. Another significant challenge is creating a central hub where clients can check and intuitively updated disabilities for further connections.

UX Goals

Translate and display complex medical terms into laymens terms so its easier for users to comprehend having no medical background. Create a concise and easy to comprehend summary of potential connected disabilities that users can use for reference in filing for future benefits.

Responsive First

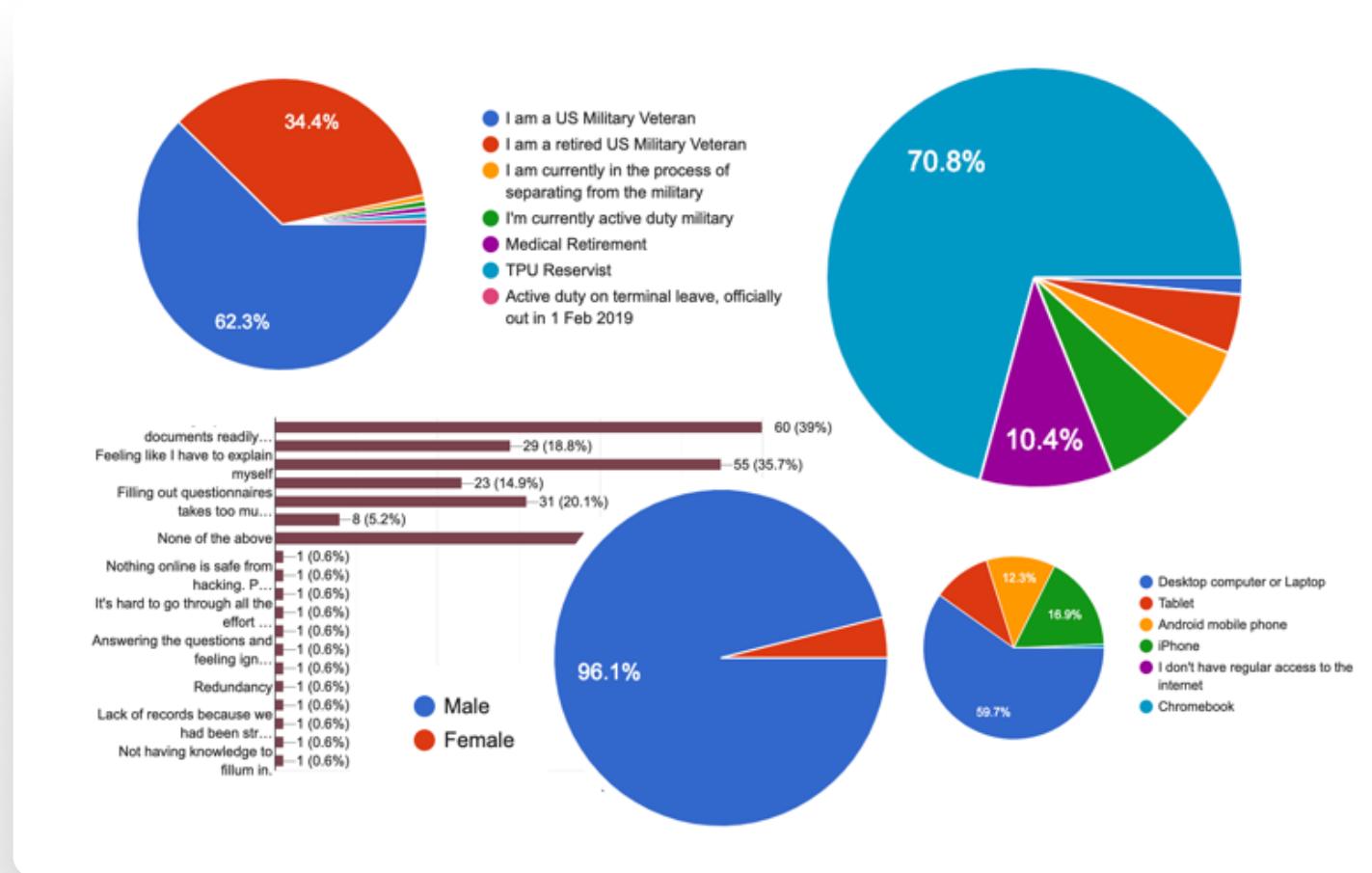
When meeting with product owners one core feature was for Users to have full function support on mobile devices. From the initial wireframes we began designing with the responsive first approach, accounting for screen sizes everything from mobile phone all the way up to a full television.

The screenshot shows a dark-themed user interface for the 'Da Vinci' application. At the top, it says 'Da Vinci > Current Ratings'. On the left, there's a sidebar with 'My Dashboard' and 'My Account' buttons. The main area has tabs for 'Disability', 'Rating', and 'Date', with 'Date' being the active tab. A question 'What is the effective date of Sleep Apnea ?' is displayed above a text input field containing '12 / 21 / 2014' and a blue 'Submit' button. To the right is a table listing disabilities with their ratings and effective dates:

Disability	Rating	Effective Date	X
Plantar Fascitis	100%	01 / 22 / 1992	X
Pes Planus	40%	01 / 03 / 1992	X
Gastroesoph...	80%	08 / 01 / 1990	X
Erectile Dysf...	20%	08 / 01 / 1990	X
Tendonitis	60%	12 / 22 / 1992	X

Research

To learn more about our user base, we sent out a brief survey to gather qualitative and quantitative data to help form the basis of our design process. We obtained 154 responses from US military veterans and received key insights that would help us understand the problem from the user's perspective.



User Empathy

Based on our research, we decided to create user personas to form a deeper understanding of our user-base in order to meet their specific needs. Predicated upon demographics, personality type, and other psychographic information, we came up with three archetypes that met the criteria of the user we're designing for.



Vietnam Vince

Retired US Veteran

"I'm at least keyboard literate, so I rather deal with a live person than a computer screen."

Gender: Male

Age: 55

Military Status: Retired Veteran

Patient Conditions:

- High Blood Pressure, Depression, PTSD, Diabetes (Agent Orange Exposure)

VA Services Utilized:

- My HealtheVet: secure messaging, Rx refill, blue button, lab results
- Peer Counseling Services
- Smoking cessation services
- Treatment for Diabetes from Agent Orange Exposure

Characteristics:

- Cautious, Opinionated, Loyal, and Skeptical

Desires:

- I want to be in control of my medications
- Make sure someone responds to me (Secure messaging and appointments)
- Let me see all of my health records

Closest Relationships:

- Grand children
- Other Veterans

Technology Devices:

- iPhone5 (Smartphone)
- PC (Home Desktop)
- Landline

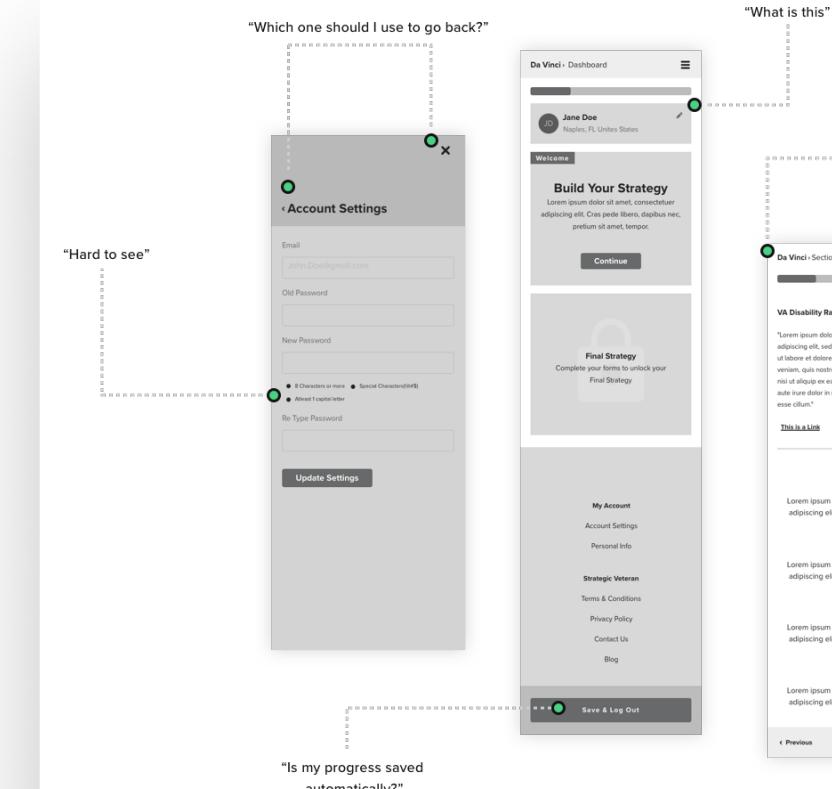
Technology Pain Points:

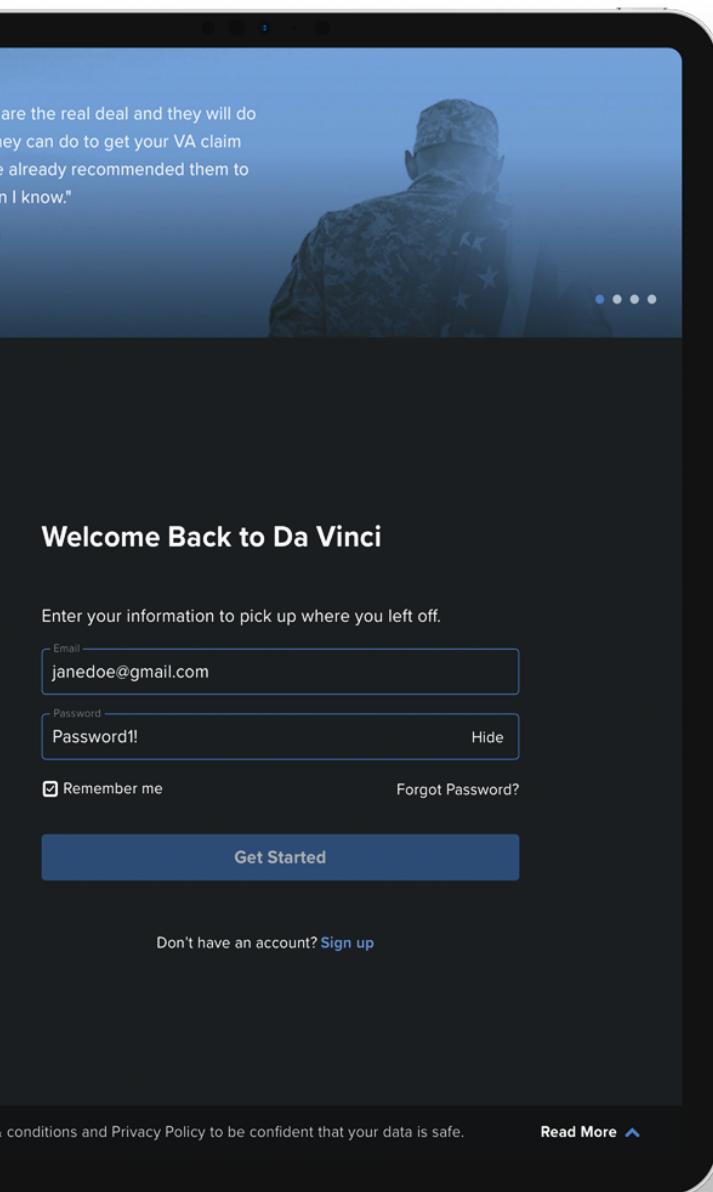
- Don't feel that apps and websites are secure
- Problems with sign in
- Too much information on VA websites

Rapid Prototypes

After ensuring the low-fidelity wireframes met all user and product requirements and scenarios, we converted our initial concept drawings into medium resolution wireframes in preparation for our first moderated usability test.

Following a strict agile process, we made all necessary changes before committing time and energy into adding styles, icons and visual elements to the application. However, we did create symbols out of the elements that were validated from our testing sessions, so when we were ready to move into styling it was done globally, saving us a great deal of time and energy.





Outcome

After creating a high resolution prototype using Sketch and Flinto, we conducted in depth usability tests to further improve the application. It was imperative for us to gain feedback from stakeholders, customer service and sales representatives, and other key personnel within our organization that have hands on experience helping military veterans every day. This was to ensure that every feature made sense and adhered to and/or improved upon the processes that is followed on a daily basis while helping military veterans get the disability compensation they deserve.

VACP

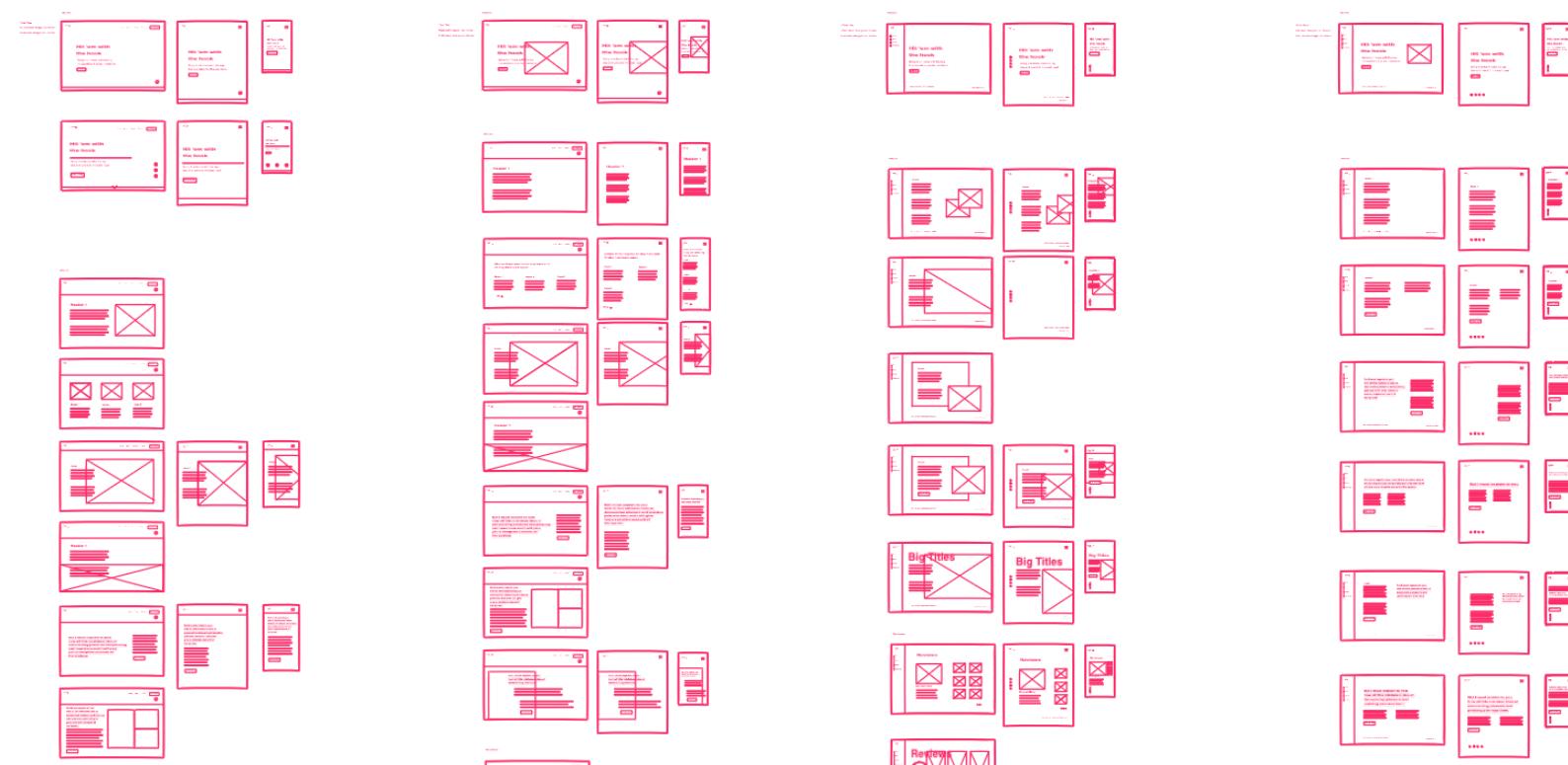
VA Claim Pros serves United States military veterans by providing them with professional medical disability consultation services. The purpose of this site is to serve as a landing page for potential clients and existing clients to learn more about the company as well as set appointments to meet with a VACP representative.

Project descriptions, proprietary information, and business assets have been redacted or altered to protect company privacy.



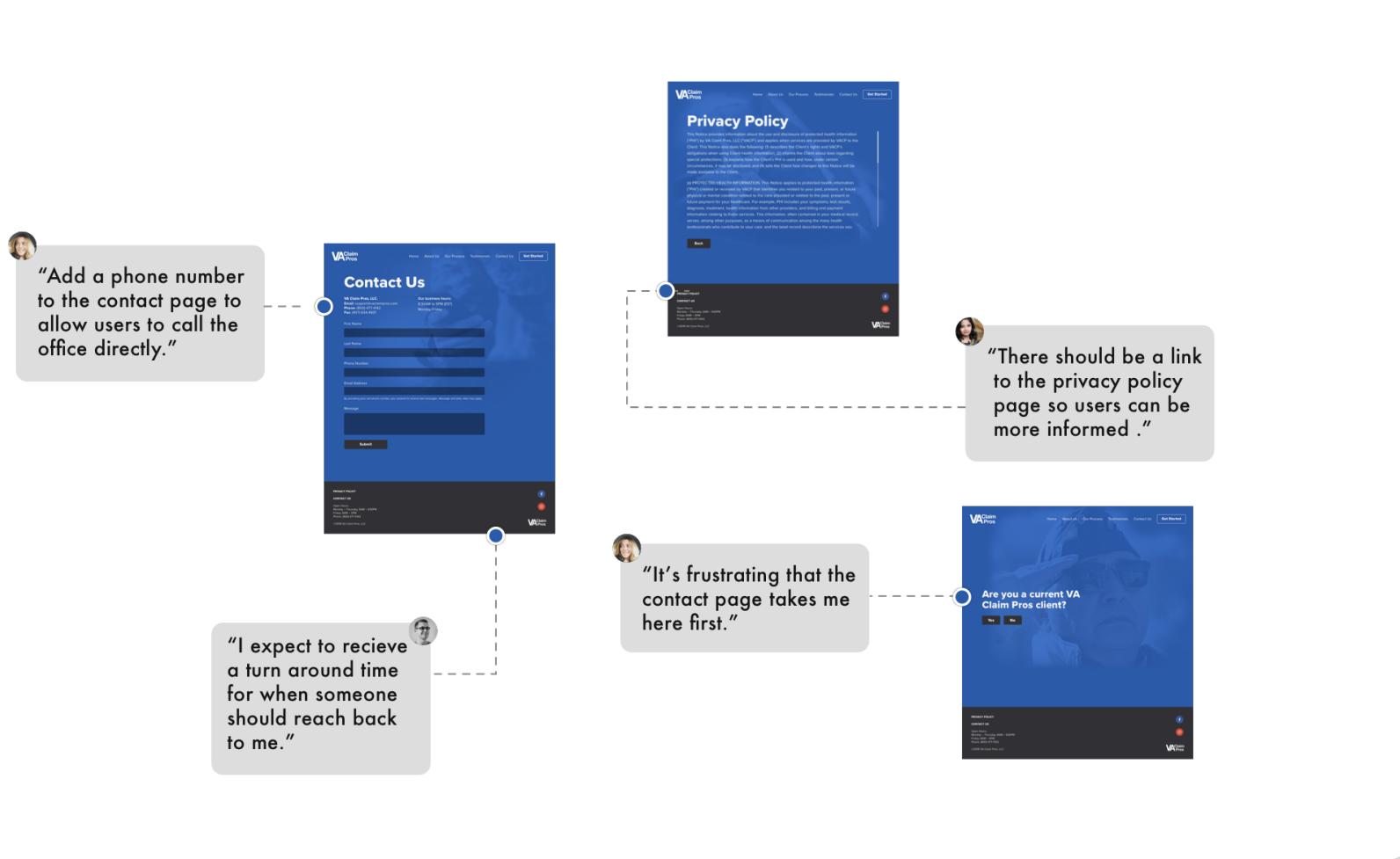
Quick Concept

After laying out the site structure, we decided to immediately begin iterating several design alternatives. We then regrouped to decide which layout would work best for the desired outcome from both a user and business perspective. Although there were many changes in our approach, this prototyping session was helpful in allowing us to explore all possible ideas in order to determine the most viable option.



User Testing

We decided to conduct user testing sessions at almost every step in our process from low to high res to validate our design decisions. In each session, we realized that there were many opportunities to improve the experience for the user. After organizing all feedback into a Trello board from user testing, we prioritized all of the changes to be made and implemented them into the each version of our designs while adhering to stakeholder requirements.



Home Page

US Military Veterans appreciate doing business with established companies they can trust and believe in. The about page was designed to build rapport and credibility with the user base.

Our Process

In hopes to increase disability benefits for US Military Veterans on a wide scale, the site is designed to take users through a flow that leads them into scheduling an appointment with one of our representatives in a scalable format. Current clients have the ability to reach out directly to client support which reinforces user support and trust.

VA Claim Pros

Our Pros

We review any medical symptoms you may not realize you have. Then we look at the medical conditions to develop a personalized list of potential disabilities. We then apply extensive application of pathology to establish a medical NEXUS, attorney, and evidence to support your claim.

After a formal medical diagnosis, we will file a claim for you to receive a VA Service Connection. We then loop back to the specific condition and file the appropriate Diagnostic Code in accordance with the 38 CFR guidelines.

Our business model is very simple. One of our key value-add points is to develop a personalized list of potential disabilities for each provider. Oftentimes Veterans are not aware of the symptoms they don't realize might be related to their military service.

[Get Started Today](#)

PRIVACY POLICY

CONTACT US

Open Hours:
Monday – Thursday, 8AM – 630PM
Friday, 8AM – 5PM
Phone: (800) 477-4142

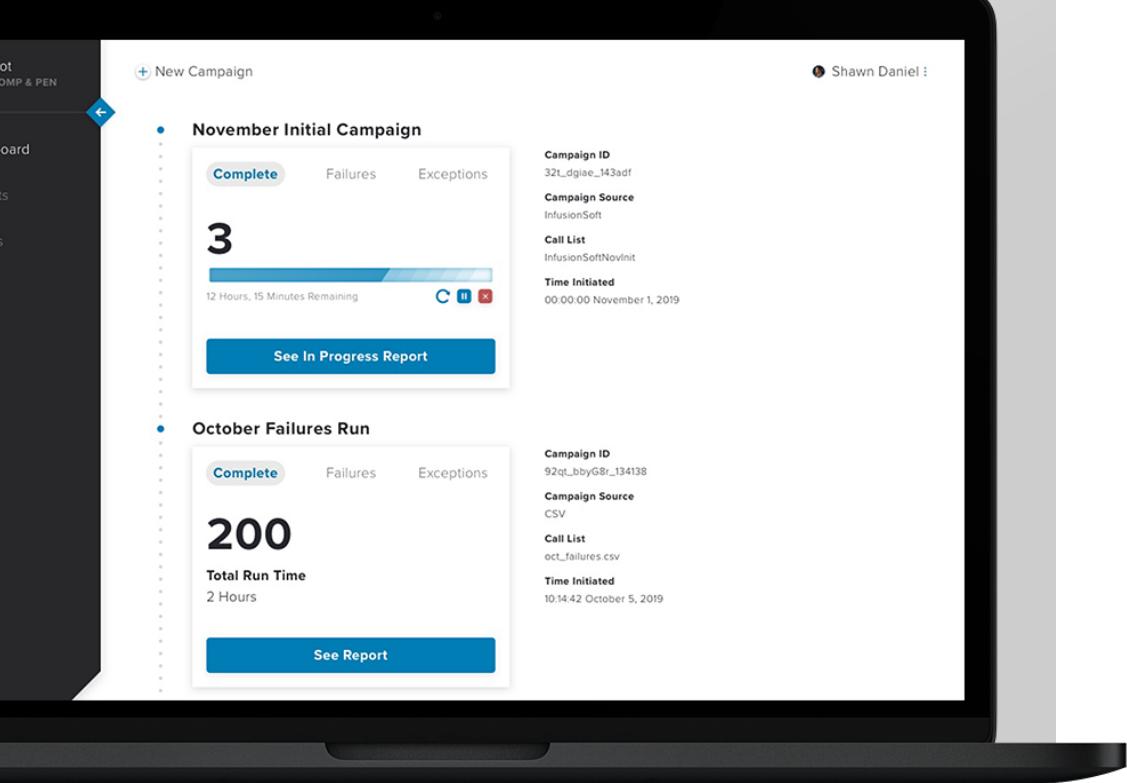
©2018 VA Claim Pros, LLC

Eric S.
★★★★★
VA Claim Pros has helped thousands of veterans identify and receive the benefits they have been promised.
[Read More](#)

[Read Our Story](#)

CallBot

Callbot is an application built to run or schedule processes for an internal team. The goal of developing a user interface for Callbot was to allow employees to view campaign results, manage client statuses, and view historical records in an attempt to democratize the process of running the application and bring in non-developers to use the tool.



Design Mockups

After ensuring the low-fidelity wireframes for each major component met all user and product requirements and scenarios, we converted our initial concept drawings into medium resolution mockups. We then styled them and added all reusable components using the design system.

The image displays six medium-resolution mockups of a campaign management interface, arranged horizontally. Each mockup shows a list of contacts with their last name, first name, email, and status (READY, IN REVIEW, FAILED). The interface includes a header with the campaign name, a toolbar with buttons for Complete, Review, Failed, and Exceptions, and a footer with buttons for Mark For Review and Export.

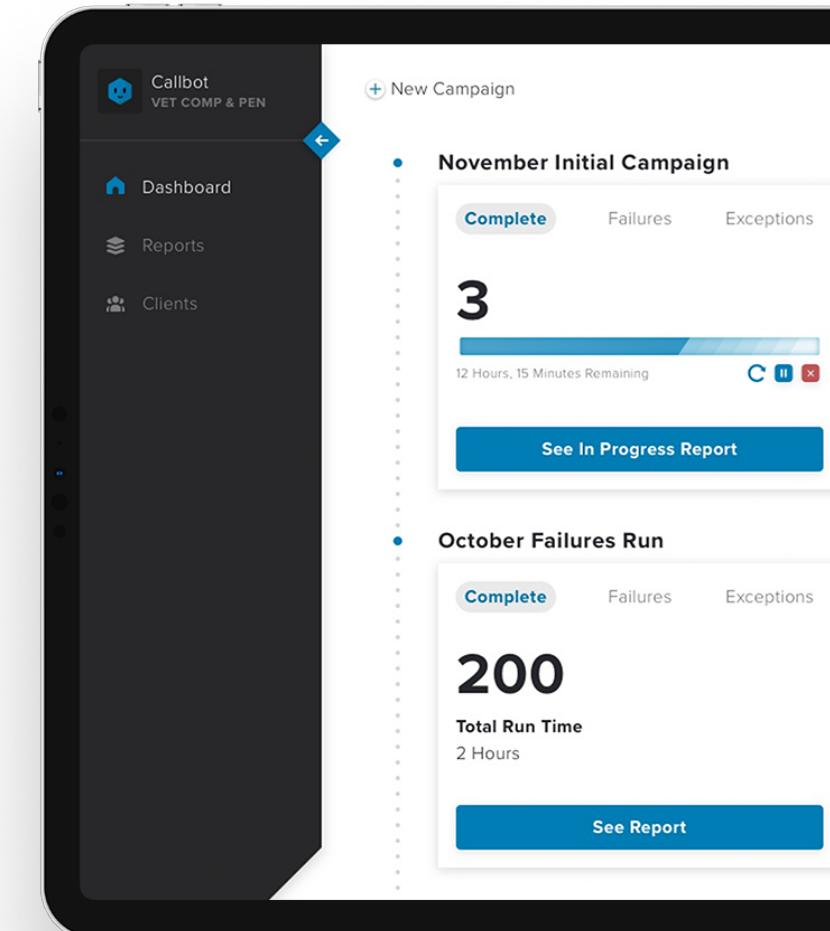
- Complete:** Shows two contacts: Santiago and Fastlane, both marked as READY.
- Complete Details:** Shows the same two contacts. Below the contact list, there is a "Details" section with fields for Campaign ID, Campaign Type, Form Queue, and Time Initiated (12:00 AM, 11/09/2019).
- Complete Selected:** Shows the same two contacts. A "Select All" button is present at the top of the contact list.
- In Review:** Shows two contacts: Santiago and Fastlane, both marked as IN REVIEW.
- Failed:** Shows two contacts: Horserider and Corvette, both marked as FAILED. Below the contact list, there is a "Reason" section with fields for Baseline (\$0), Email (therealmingus1@hotmail.com), and Keywords not captured.
- Failed Details:** Shows the same two contacts. Below the contact list, there is a "Reason" section with fields for Baseline (\$0), Email (bootscootin@gmail.com), and Reason (Reason).

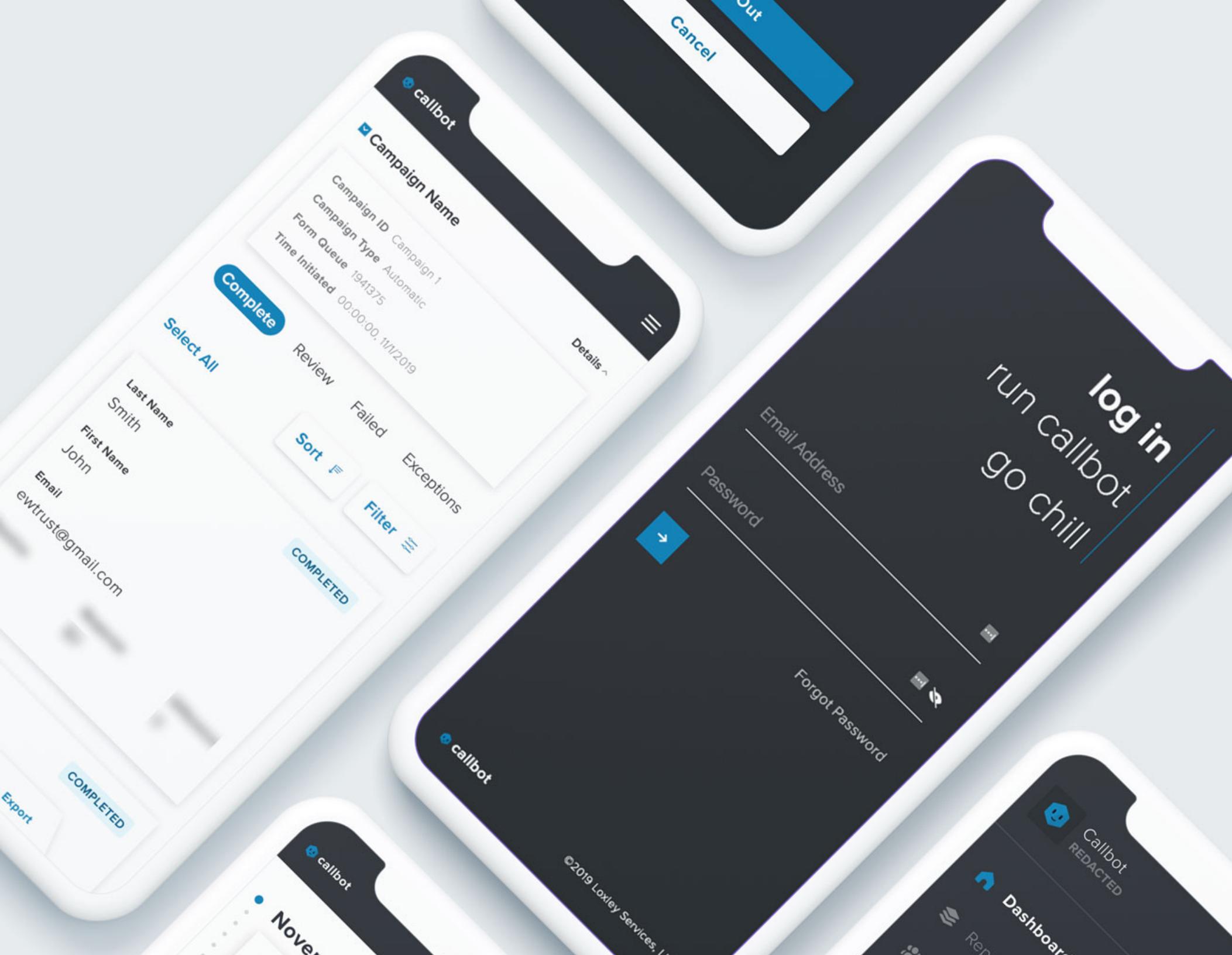
Accessibility

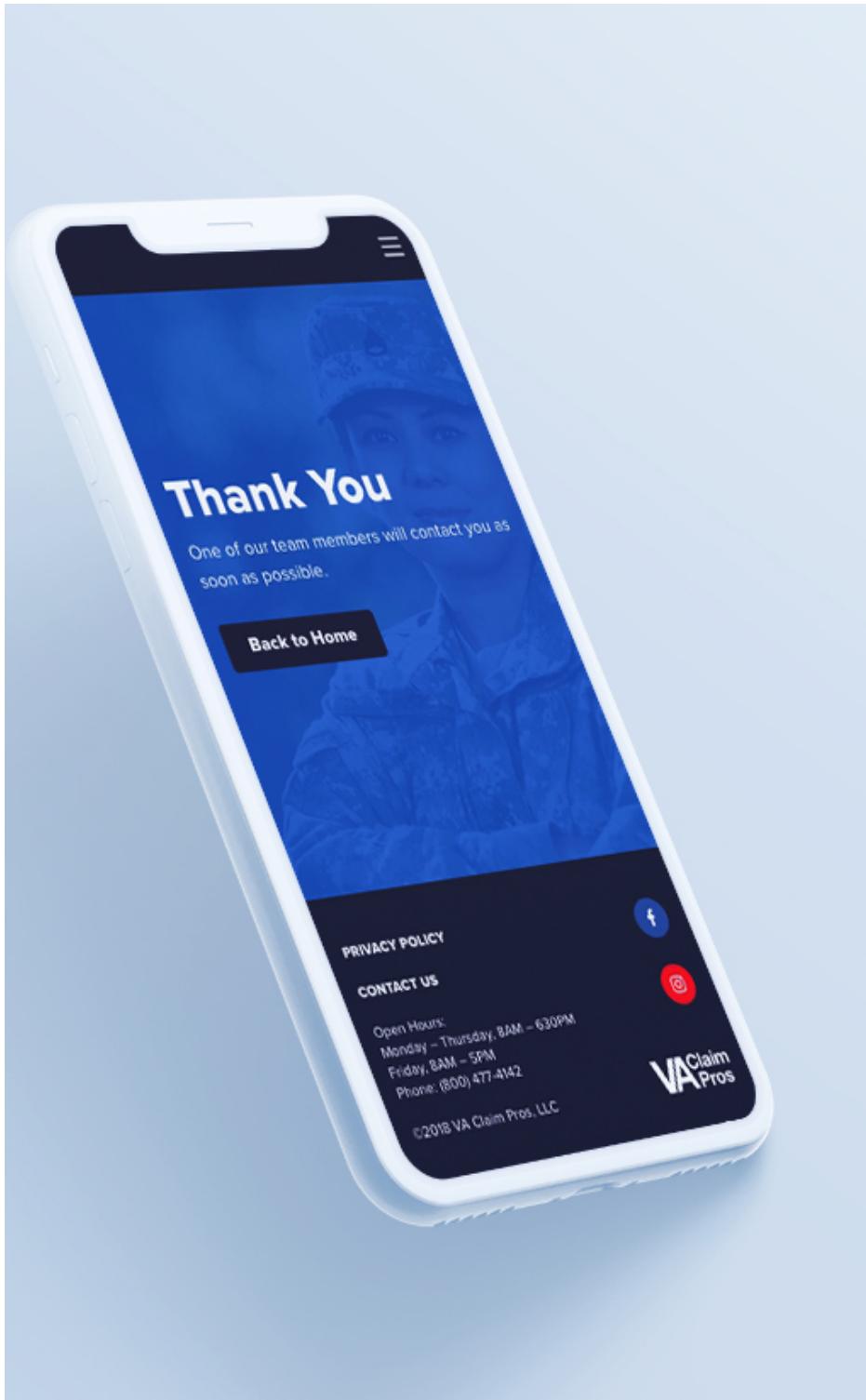
Having the product development team spearhead front-end development also helped ensure accessibility in our product from the outset, by writing semantic HTML and ensuring WCAG and ADA compliance.

Agile

By embracing agile methodologies and building out each major component per design sprint, we were able to produce results fast and keep the development process moving in tandem with our design process.







Lets Connect!

Thank you for taking the time to view some of the highlights of my work.

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