Gathered developers and designers to discuss design recommendations and develop a Fan (User) & Admin (User) Experience research plan. Developers agreed that a UX audit should be conducted and design recommendations should follow. Developers further walked me through a module demo and briefly introduced basic concepts to the proprietary CMS. Documented details and uploaded them to team site.

Conducted a exploratory interviews using a contextual inquiry method with YinzCam Director of Web Applications, Helpdesk Support Specialist, CMS UI Designer, and CMS Backend Developer in order to learn about system features, modules, and their design and implementations. Through these interviews (admin) user pain points were identified that informed UX priorities and pointed to larger design challenges that needed to be addressed. These interviews also uncovered opportunities to incorporate much needed functionality and next generation analytics. These inquiries informed stakeholders, developers, and designers about the current UX state of the proprietary content management system.

A contextual inquiry was conducted with Scott McLeod meant to get an overview and overall understanding of the administrative support process with relation to clients. This process includes aspects of CMS support. Scott is one of the most important points of contacts early on in the sales process and as such is involved in the team app requirement-gathering phase. Some of the pain points identified in his process include the complexities and frustration that come with managing expectations of YinzCam app updates. Being able to set client expectations and streamline app requirements so that they know what to expect well ahead of time would be most beneficial. Such process does not currently exist in a coherent and explicit form. This type of pain point could be indirectly addressed through the CMS interface Cards Module by informing team app administrators what features to expect and when. Field notes can be found under "<a href="https://docs.google.com/a/yinzcam.com/document/d/143-0wpIKyZ6cSKV\_d4Ui5ukQh3L5jP7yQ32DdCHZqns/edit?usp=sharing" target="\_blank">Exploratory Interview w/ Scott McLeod</a>" section.

Conducted UX Expert Reviews with UI Designers and the Director of System Architecture in order to generate a detailed list of user experience issues within each module. Some of the areas of improvement included the following:

* System feedback consistency
* ‘Learnability’
* Interaction and visual design language
* Onboarding process
* Personalization
* Data visualizations
* Dashboard analytics including contextual data

After conducting contextual inquiries, user interviews, and expert reviews as part of the UX research plan, I worked closely with Nouf Aljowaysir to analyze the collected data identifying themes, patterns, and UX priorities. We synthesize the raw data into one spreadsheet and further refined it into a presentation for YinzCam's CEO, Priya Narasimhan. In order to facilitate the design phase of the project I created a taxonomy that helped prioritize UX and development work as follows:

* Ground veggies – issues that could easily be fixed with little effort and in less than a working day.
* Low hanging fruit – obvious issues that could be easily fixed and may have a visual or user interaction impact.
* High tree fruit – either obvious or implicit user experience issues that have a high impact on customers that should be addressed when time permits.

Cloud candy – Aspirational nice-to-haves that may require extensive design and development but would provide a next-generation user experience.

After the UX Research phase, I used the data to produce concrete designs based on educated assumptions about the user, all while remaining flexible and open to aspirational solutions. In order to accomplish this, I took an informal <a href="http://dschool.stanford.edu/dgift/" target="\_blank" style="a">design thinking</a> approach where sufficient time was spent on divergent thinking and ideation before converging on a CMS design solution. During this phase, all judgment and feasibility concerns were suspended in order to come up with different, and sometimes innovative, ways of meeting CMS user needs and expectations. Out of these activities wireframes and sketches drawn on whiteboards, paper, and ‘stickies’ were produced. In addition, I printed out inspiring UIs gathered from <a href="http://pinterest.com" target="\_blank">Pinterest</a>, <a href="http://dribbble.com" target="\_blank">Dribbble</a>, <a href="http://squarespace.com" target="\_blank">Squarespace</a> and other public sites. I then posted them all around the walls of our workspace for quick reference while working. This design phase resulted in an initial idea of a holistic, end-to-end, user-centric CMS that reduced complexity potentially elevating the UX to the next tier.

User flows, wireframes, Sketch designs and prototypes were iteratively developed informed by guerilla usability testing.

The first ideation and user flows were on paper. I simply wanted to design the basic core functionality of specific modules. I found that a storyboard approach was very helpful and easy to draw out and follow. Once a basic user flow was designed, the actual UI design followed. I continued with low fidelity wireframes for several reasons. First, I wanted to prevent users and stakeholders alike from thinking that the designs were final, which is to say permanent, or difficult to change or modify. Second, I wanted to encourage critique, modifications and even 'do-overs.' Lastly, I wanted to make sure that color, icons, or any other aspects of visual design did not bog down developers and visual designers. The wireframes focused on functionality, features, information architecture, navigation and interaction design.