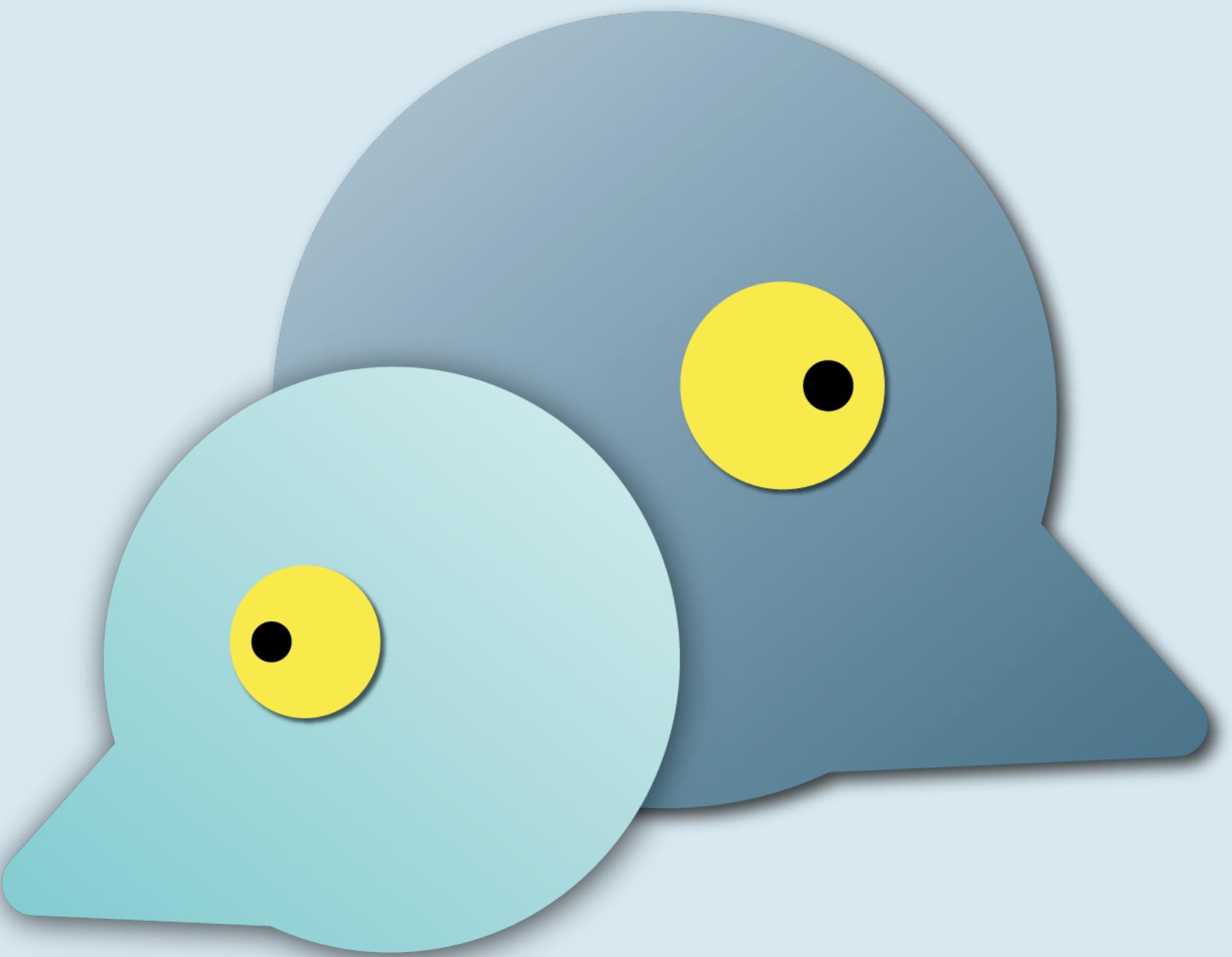
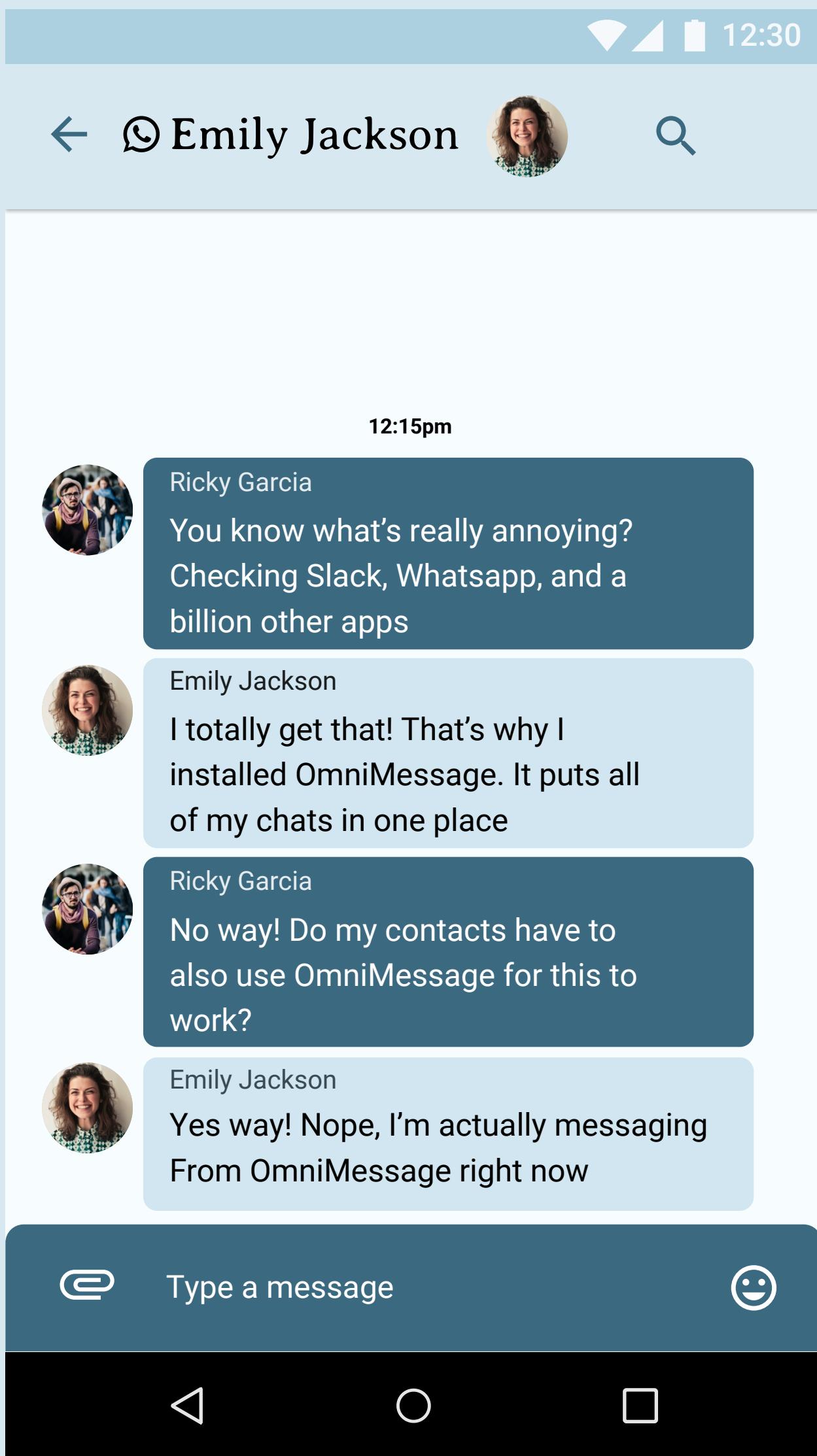


# OmniMessage

A UNIVERSAL MESSAGING PLATFORM





# We live in a world with many messaging apps

It can be difficult to keep up. OmniMessage aims to change that.

During the research phase of this project, a problem was identified: most of us care more about the people than apps. But no messaging platform works for everyone, with different users siloed into specific apps.

The answer? A unified messaging platform, allowing messages from different apps to be sent and received in one place.

## **My Role - UX Designer**

This project was created for a university class in Interaction Design. I did all of the work on this project from start to finish; from the research phase to final prototypes.

## **What I Did**

In the process of designing OmniMessage, I identified the problem, conducted informal research, and created low and high fidelity prototypes.

## **Tools Used:**

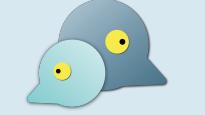
 **Adobe XD**

# Onboarding

- OmniMessage is designed to be easy to set up

12:30

## Create account



Making an account helps synchronize your settings across devices and to connect with other OmniMessage users.

Name

Phone number

Email

< PREVIOUS      NEXT >

◀ ○ □

12:30

## Add services



OmniMessage connects your existing online message accounts. Select an online account below to get started.

Search apps and services

 WhatsApp	 Telegram	 Slack	 Messenger
 Discord	 Hangouts	 Skype	 iMessage
 WeChat	 LINE	 GroupMe	 Allo

< PREVIOUS      NEXT >

◀ ○ □

12:30

## Add WhatsApp



Add WhatsApp to OmniMessage.

WhatsApp icon 

Username

Password

+ ADD ANOTHER SERVICE

< PREVIOUS      NEXT >

◀ ○ □

12:30

## Success!



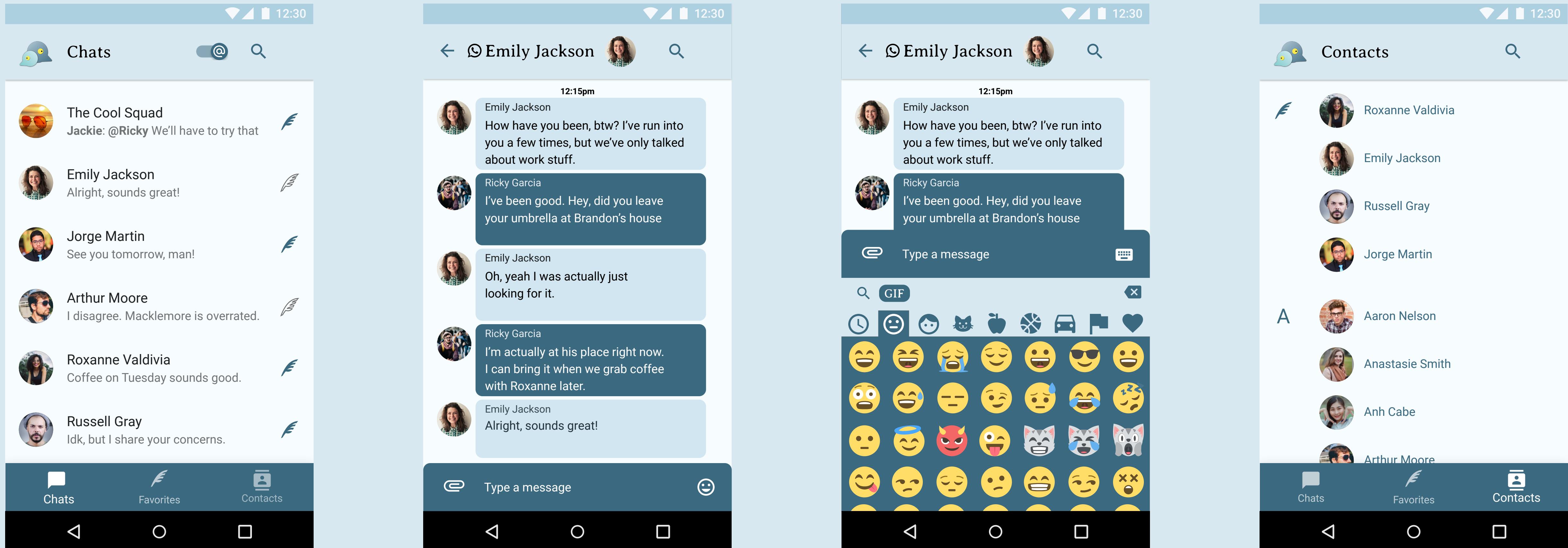
WhatsApp was added to OmniMessage. You can now chat with your WhatsApp contacts through OmniMessage.

FINISH OMNIMESSAGE SETUP

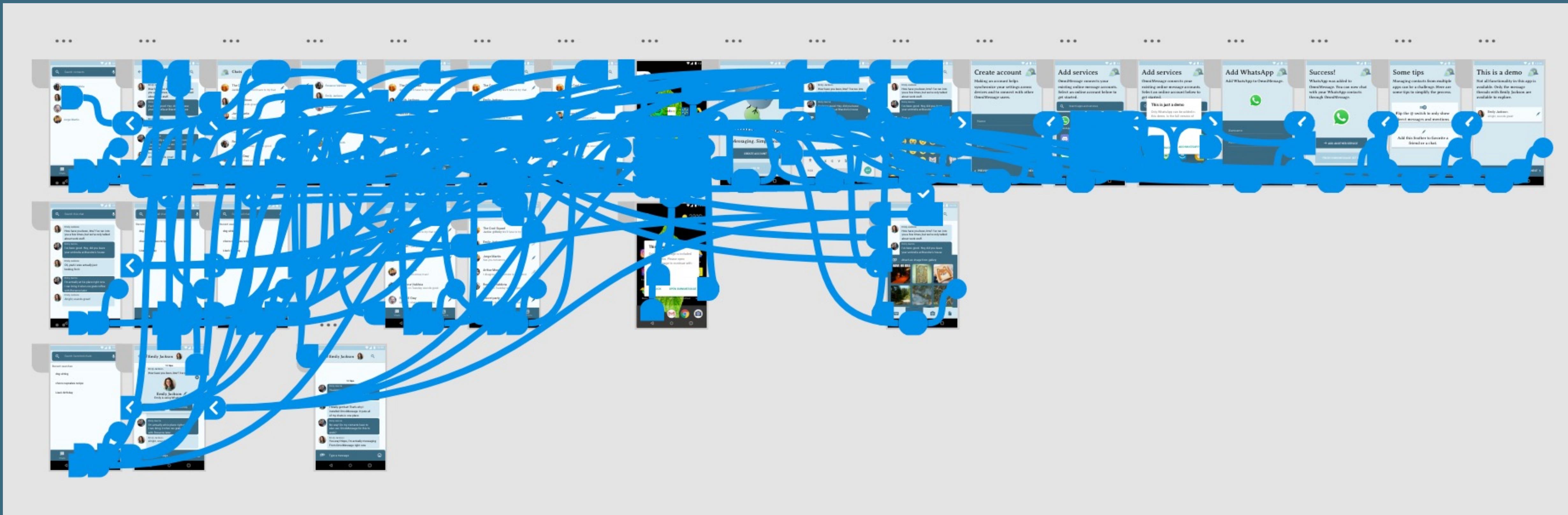
< PREVIOUS      NEXT >

◀ ○ □

# A familiar experience - based on research of existing messaging app designs



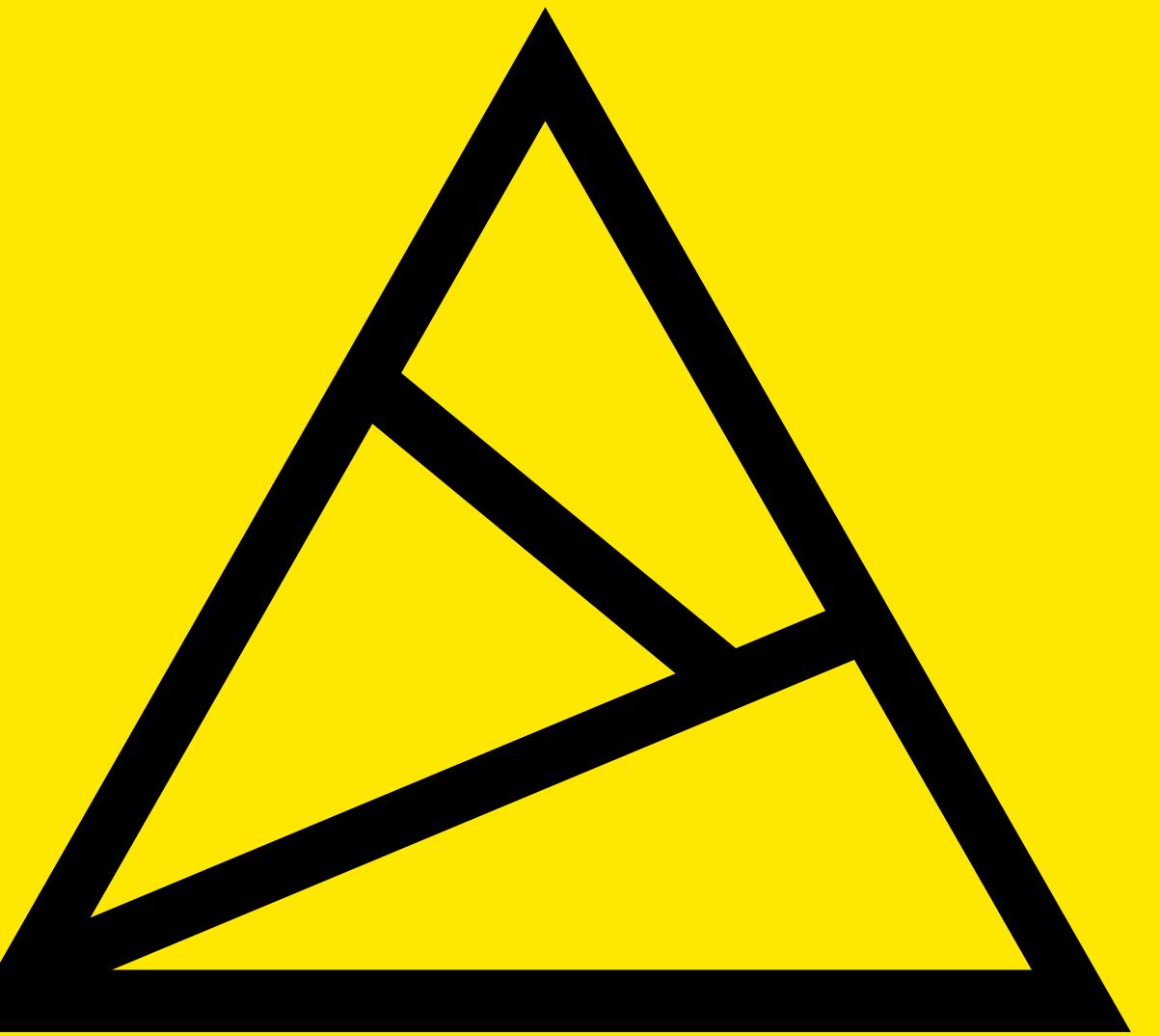
# This prototype is interactive!

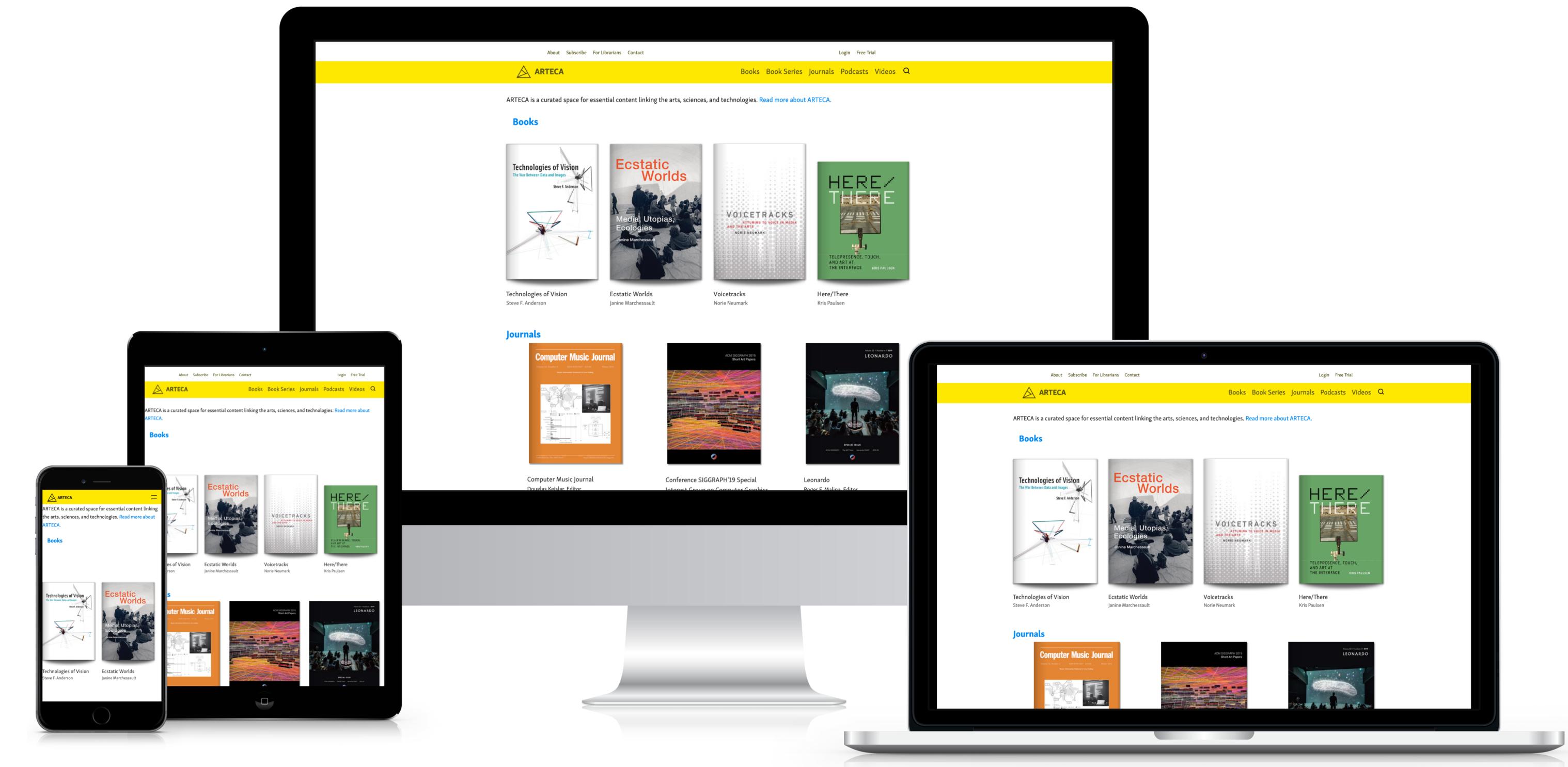


View all screens in an interactive format here: <https://bit.ly/omnimessage>

# ARTECA

An Art Science platform





In collaboration with Leonardo/ISAST, and The MIT Press, ARTECA was created to be a curated space for essential content linking the arts, sciences and technologies.

My work with ARTECA centered around identifying the user journey, usability testing, as well as implementing new features using the Drupal platform, planning project phases, and coordinating work with other developer and designers.

## My Role - UX Architect / Project Manager

During my time with ARTECA, I ended up wearing two different hats. The first was UX Architect, meaning that I spearheaded research efforts and sought to bring clarity to the design issues of the platform.

My second role was project manager. In this role I planned phases for the project and led standup meetings.

## What I Did

My work with ARTECA centered around identifying the user journey, usability testing, as well as implementing new features using the Drupal platform, planning project phases, and coordinating work with other developer and designers.

### Tools Used:

 **Drupal**

 **HTML**

 **CSS**

 **GitHub**

 **OBS**

 **Adobe XD**

 **Keynote**

# ARTECA Experience Map



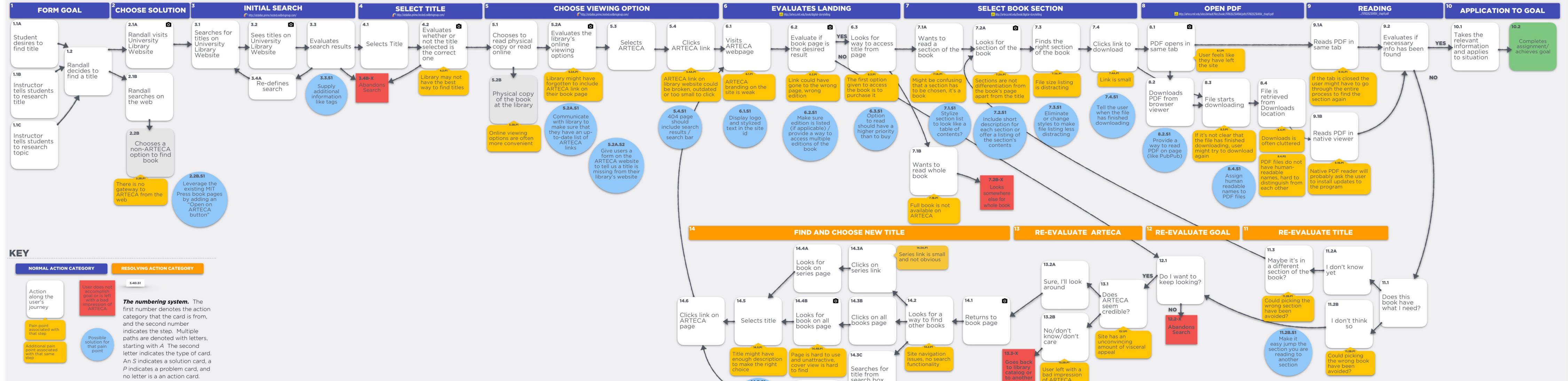
This is a map shows the possible user journeys of Randall, an undergraduate college student studying experimental film. He is writing a paper, and wants to learn about the influence of Stephen Spielberg's use of special effects on the genre of action films. He is using Chrome on his Mac from a study lounge at UT Dallas.

Joel Ewing  
jxe160430@utdallas.edu  
(859)-227-3540

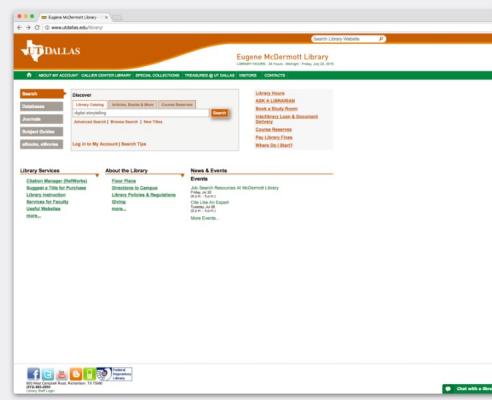
Associate UX Architect,  
ARTECA



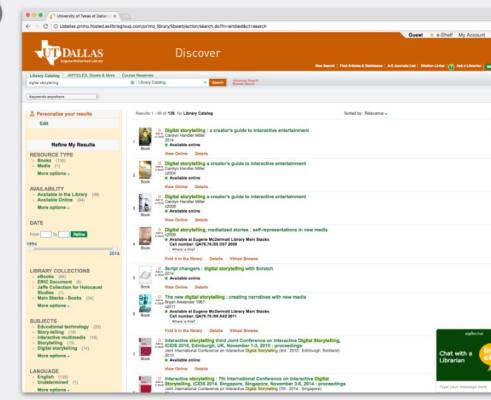
July 15, 2016, Version 0.5.7



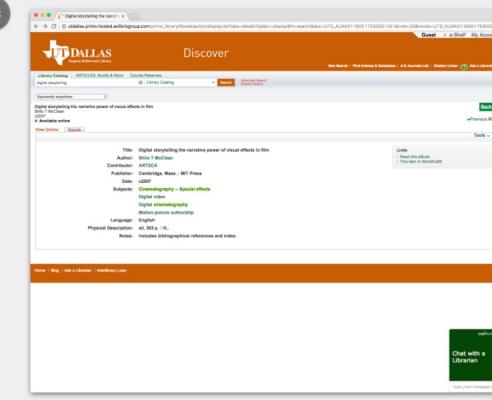
## SCREENSHOTS



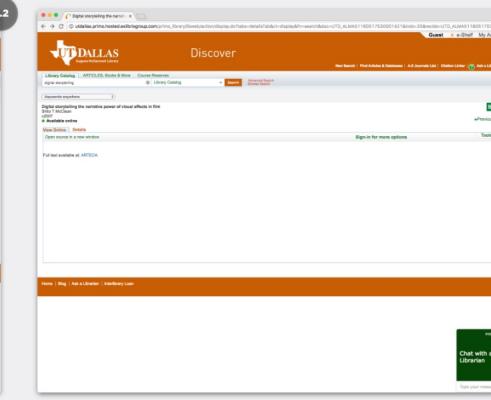
This is the home page of the UT Dallas library website. If the student is browsing off-campus, they will have to sign into their account.



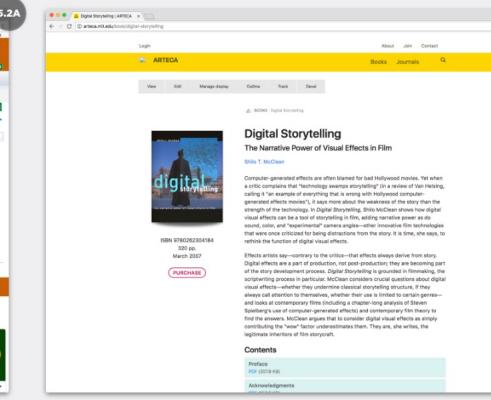
This is the search page on the UT Dallas library website, showing the results for the search term "digital storytelling".



This is one of the results from the search, and presents the user with information on the book and how to access it.



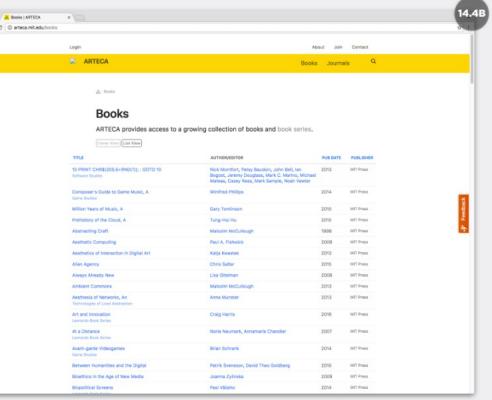
This is the page that shows the online viewing options for the title on the UT Dallas website. This is the book page for *Digital Storytelling* by Shilo T. McClean.



Scrolling down the page, you can see the different sections of the book, including a section about Stephen Spielberg.



After clicking on that section's link, the PDF for that section opens in the same tab.



The ARTECA website includes ways to browse for other titles.

With the ARTECA project, I created a user journey map to show the flow of navigation through the system, highlighting potential pain points.



# Crafting the ARTECA user experience

Joel Ewing, Roger Malina\*, Cassini Nazir\*  
A project of ArtSciLab



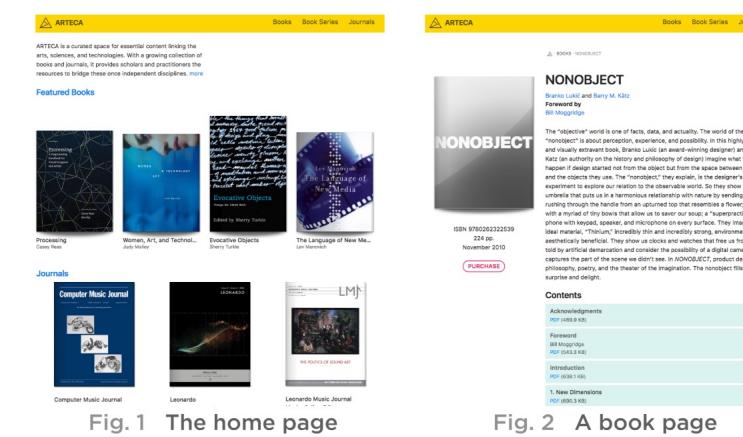
## 1 Introduction

How can libraries adapt to meet the needs of an evolving digital landscape? Paving the way for libraries to provide online resources, ARTECA ([arteца.mit.edu](http://arteца.mit.edu)) is an interdisciplinary online database of books, journals and other content linking art, science and technology. ARTECA, a collaborative effort from The MIT Press, Leonardo/ISAST and UT Dallas, is a community hub for authors, researchers, educators, and students, as well as a platform for experimental publishing.



The first phase of development (ended August 1) focused on providing books and journals. Future phases will add grey literature, multilingual podcasts and other multimedia content. The ARTECA design team has adopted several design methods to ensure that the site will be user-friendly for the target audience.

My design research focused on improving the ARTECA experience for college students.



## 5 Literature cited

Cooper, Alan, et al. **About Face: The Essentials of Interaction Design**. Indianapolis, Indiana: Wiley, 2014. Print.

Krug, Steve. **Don't Make Me Think, Revisited: a Common Sense Approach to Web Usability**. Berkeley, California: New Riders, 2014. Web.

## 2 Methods

A variety of user experience methods were used to refine the design of ARTECA. Because ARTECA is a new product, research was necessary to produce an effective site.

Exploratory, generative, and evaluative methods inform us about what the user does (behavioral) or what the user says (attitudinal).

### Prototyping

Prototyping exercises followed a college student's journey with ARTECA. Low-fidelity prototyping with sticky notes on a whiteboard, enabled ArtSciLab members to quickly make suggestions in a participatory design process. The second version, a high fidelity prototype, brought clarity to the steps in the user journey. These diagrams captured user pain points and suggested solutions.

### User Feedback

Throughout the design process we sought feedback from potential and active users. Quantitative research with Google Analytics was balanced with qualitative input from user feedback and interviews. In particular, the design goals were greatly shaped by an interview with potential ARTECA customers.

Fig. 3 Design research methods



Fig. 4 Methods and user behavior

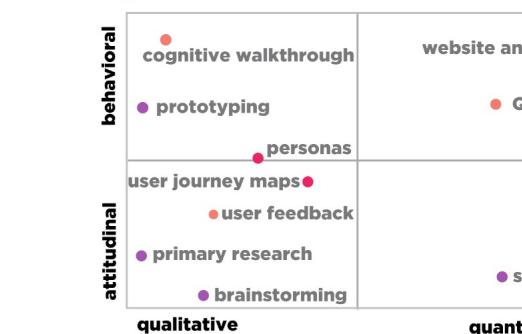


Fig. 5 & 6 Low-fidelity prototype



Fig. 7 High fidelity prototype

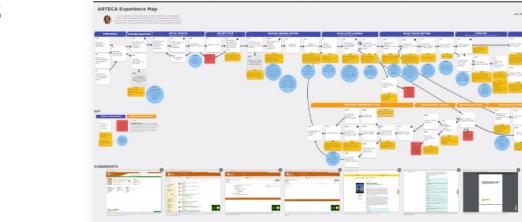
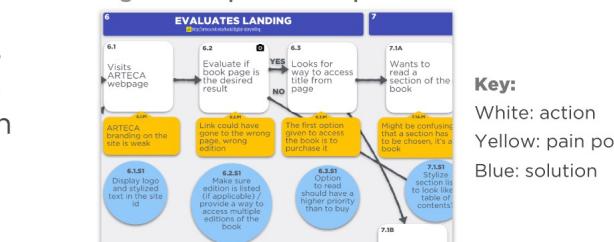


Fig. 8 Pain point examples



## 3 Results

### Prototyping

The prototyping exercise was important in uncovering usability problems with the site that were previously unknown to the ARTECA team. Many of the issues were fixed before the ARTECA launch. These fixes improved finding titles, discovering related content, and navigating the ARTECA site.

### User Feedback

Google Analytics kept the team informed on quantitative information, including popularity of titles, user location, and information about the user's browser and OS. The customer interview helped us to refine the design requirements by learning about research needs from researchers in our target audience. User feedback helped the team to prioritize which issues affected users the most, so that the most important problems could be fixed before launch.

The team launched ARTECA on August 1.

The design changes have improved user access to a growing collection of materials which currently includes 180 books and 3 journals.

## 4 Conclusion

As the future of reading becomes increasingly centered around online resources, research will be facilitated by websites like ARTECA. These resources need to be user-friendly in order to be an effective tool for researchers.

By fixing problems uncovered by prototyping and user feedback, the design of ARTECA becomes more user-friendly. In the next phases of ARTECA development, new designs will be created for access to multimedia content. Additionally, new methods including usability testing will be used to craft ARTECA.

## 6 Acknowledgements

Many thanks to Cassini Nazir, Roger Malina, Hillary Campbell, Paul Pantano, Chaz Lilly, the members of the ArtSciLab, Leonardo/ISAST and The MIT Press.

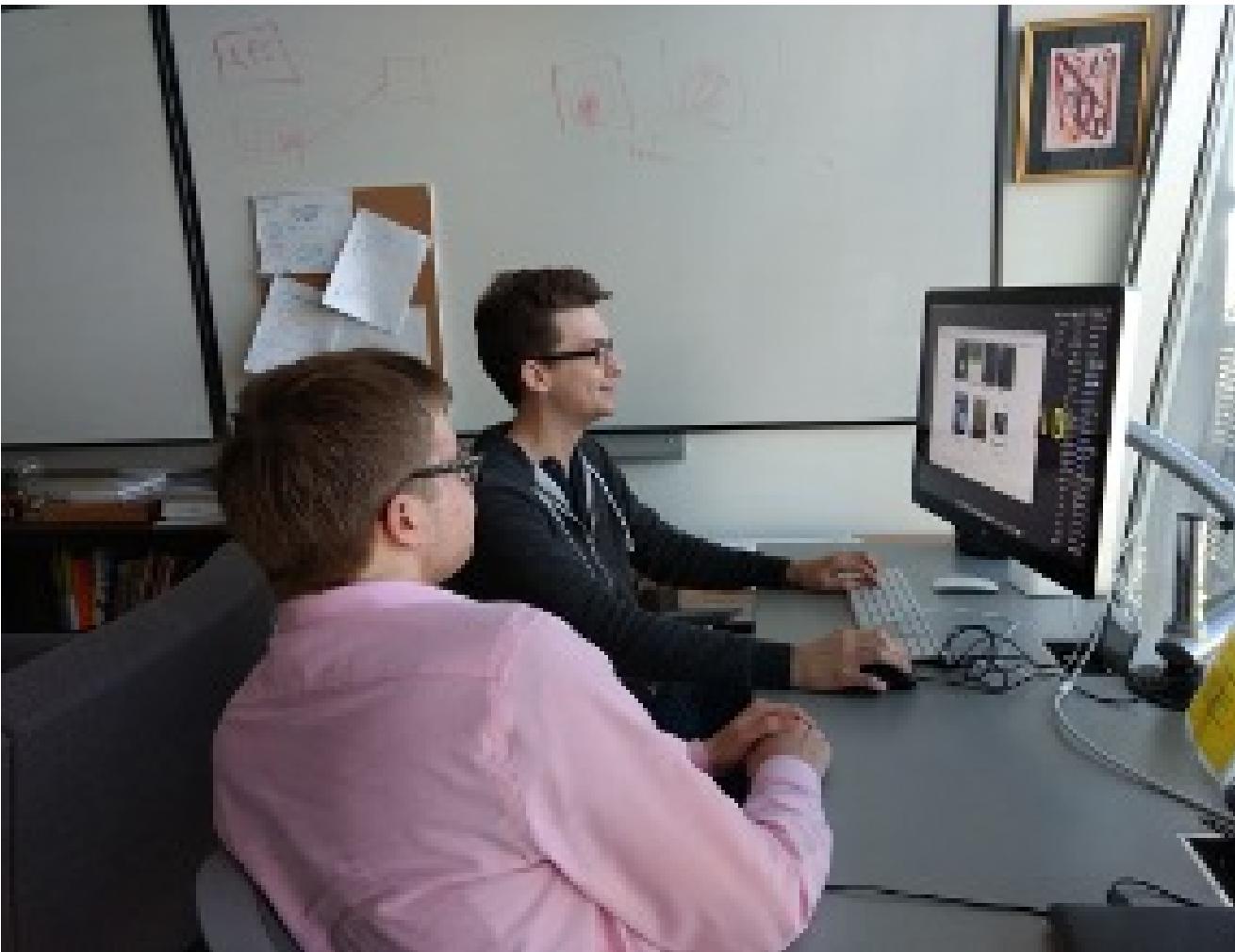
## 7 Further information

Visit ARTECA at [arteца.mit.edu](http://arteца.mit.edu). UT Dallas students will have free access to ARTECA.

View this poster online at [bit.ly/arteccaposter](http://bit.ly/arteccaposter)  
Learn more about the ArtSciLab at [artscilab.atec.io](http://artscilab.atec.io)  
Email me: [joel.ewing@utdallas.edu](mailto:joel.ewing@utdallas.edu)

I presented my research about improvements to ARTECA's navigation at the 2016 Clark Summer Research Symposium.

# Usability testing

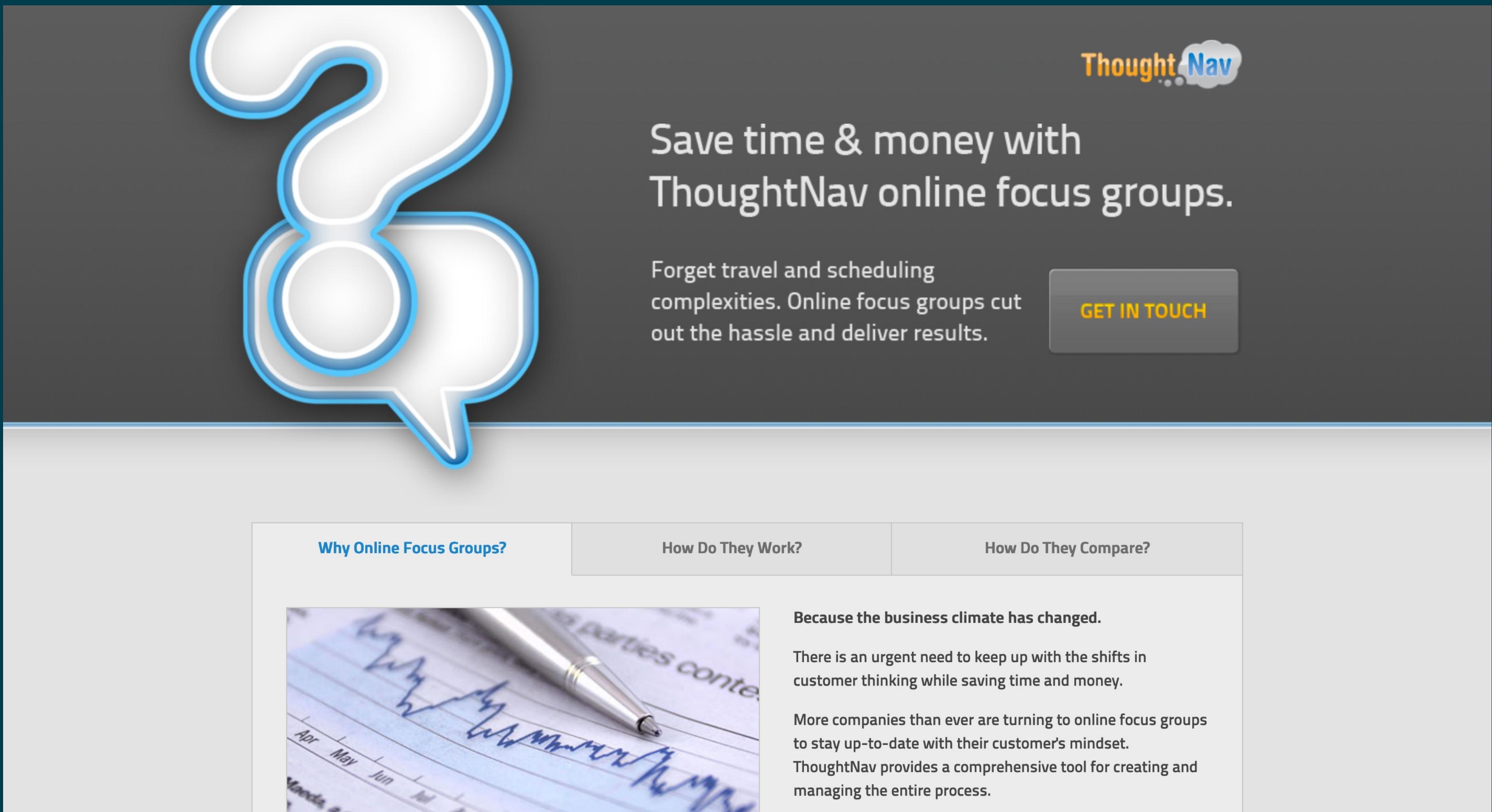


Usability testing is a research method that involves observing a user walk through a prototype or existing implementation of a website or app to identify issues with the product that make it more difficult to use.

Through our usability tests, we had each user go through the most common tasks that would be performed on that website. Using this method we were able to uncover lots of issues that led to improvements in our design.

# ThoughtNav Redesign

A platform for focus groups



The image shows a screenshot of the ThoughtNav website. At the top, there is a large, stylized blue and white question mark icon. To its right is the ThoughtNav logo, which consists of the word "Thought" in orange and "Nav" in blue, all contained within a white cloud-like shape. Below the logo is a headline: "Save time & money with ThoughtNav online focus groups." Underneath the headline is a subtext: "Forget travel and scheduling complexities. Online focus groups cut out the hassle and deliver results." To the right of this subtext is a grey button with the yellow text "GET IN TOUCH". At the bottom of the main section, there is a navigation bar with three tabs: "Why Online Focus Groups?", "How Do They Work?", and "How Do They Compare?". The "How Do They Compare?" tab is currently active, indicated by a grey background. Below the tabs is a photograph of a pen resting on a piece of paper with handwritten notes, including the words "parties" and "conten". To the right of the photo, under the "How Do They Compare?" tab, is a block of text: "Because the business climate has changed. There is an urgent need to keep up with the shifts in customer thinking while saving time and money. More companies than ever are turning to online focus groups to stay up-to-date with their customer's mindset. ThoughtNav provides a comprehensive tool for creating and managing the entire process."

ThoughtNav

Save time & money with  
ThoughtNav online focus groups.

Forget travel and scheduling  
complexities. Online focus groups cut  
out the hassle and deliver results.

GET IN TOUCH

Why Online Focus Groups?

How Do They Work?

How Do They Compare?

Because the business climate has changed.  
There is an urgent need to keep up with the shifts in  
customer thinking while saving time and money.  
More companies than ever are turning to online focus groups  
to stay up-to-date with their customer's mindset.  
ThoughtNav provides a comprehensive tool for creating and  
managing the entire process.

ThoughtNav is a tool created by Aperio Insights to conduct online focus groups. It has been used by large companies to gather essential feedback for business opportunities and design decisions.

The motivation for re-designing ThoughtNav was twofold. The first reason was the dated appearance of the design and usability issues. The second reason was to make a responsive design that was well-suited for mobile devices.

## **My Role - UX Researcher**

On this project, I was the UX Research lead, although I also participated in the design and discussions regarding developing ThoughtNav.

## **What I Did**

My work on this project included a thorough Competitor Analysis that looked at the features provided by alternative platforms, prototyping, and usability testing.

## **Tools Used:**



**Balsamiq**



**OBS**



**Microsoft Excel**

# Competitive Analysis

- a look at competitors and alternatives to ThoughtNav

ID	Name	Company		Website	Address	Country	Employees	Demo/Free	Cost	Number of Projects	Number of Participants	Support	Cloud support, premium plan, unlimited	Accessibility	Languages	Activity features	Requires account creation	Requires payment card	API
		Name	Address																
1	Blitz Technology	bitzmeets.com	3000 Research, Indianapolis, IN	bitzmeets.com	3000 Research, Indianapolis, IN	USA	1000	Free	\$14.99	1,000	1,000	Phone	No	No	No	No	No	No	No
2	Aha!	aha.com	1000 1st Street, San Francisco, CA	aha.com	1000 1st Street, San Francisco, CA	USA	1000	Free	\$14.99	Demo/Free	1,000	1,000	Phone	No	No	No	No	No	No
3	Blugrey	blugrey.com	Academy Road, Bathgate, West Lothian, EH48 1JL	blugrey.com	Academy Road, Bathgate, West Lothian, EH48 1JL	UK	1000	Free	\$14.99	Free service pricing tier 1, unlimited premium plan (free), unlimited (paid)	No	No	Phone	No	No	No	No	No	No
4	Chorus	chorus.com	OneOne North, Worcester, MA	chorus.com	OneOne North, Worcester, MA	USA	1000	100,000	\$14.99	Demo on request	No	No	Phone	No	No	No	No	No	No
5	CyberLink	cyberlink.com	Robot Interactive Prague	cyberlink.com	Robot Interactive Prague	Czech Rep.	1000	Free trial	\$14.99	5-10 recommendations	Phone	No	No	Arabic, English, French, German, Spanish, Turkish	No	No	No	No	No
6	DecideIt	decideit.com	Academy Road, Bathgate, West Lothian, EH48 1JL	decideit.com	Academy Road, Bathgate, West Lothian, EH48 1JL	UK	1000	Free	\$14.99	Demo on request	No	No	Phone	Yes, VOICE, D&D	No	No	No	No	No
7	FocusGroupit	focusgroupit.com	FocusGroupit Rochester, NY	focusgroupit.com	FocusGroupit Rochester, NY	USA	1000	Free	\$14.99	Free service pricing tier 1, 1 project per participant (tier 1), other plans: 10, other plans: 10, Available with Premium Plan	No	No	Phone	English, Spanish, Mexican, Portuguese, French, Italian, German, Polish	No	No	No	No	No
8	FocusOn	focuson.pl	FocusOn.pl, Warsaw, Poland	focuson.pl	FocusOn.pl, Warsaw, Poland	Poland	1000	Free	\$14.99	1 day trial, 1000, 1000 min surveys, unlimited	No	No	Phone	English, Polish	No	No	No	No	No
9	Forther	forther.com	Another London	forther.com	Another London	England	1000	Free	\$14.99	Demo on request	No	No	Phone	No	No	No	No	No	No
10	Inspirosoft	inspirosoft.com	Insiprosoft Corp., Canada	inspirosoft.com	Insiprosoft Corp., Canada	Canada	1000	Free	\$14.99	1000, 1000	No	No	Phone	No	No	No	No	No	No
11	ManagementCenter	managementcenter.com	Management Center Austin, TX	managementcenter.com	Management Center Austin, TX	USA	1000	Free	\$14.99	Demo on request	No	No	Phone	No	No	No	No	No	No
12	Melding	melding.com	Melding London	melding.com	Melding London	England	1000	Free	\$14.99	Demo on request	No	No	Phone	No	No	No	No	No	No
13	MyInstitute	myinstitute.com	MyInstitute, Middlesbrough, England	myinstitute.com	MyInstitute, Middlesbrough, England	England	1000	Free	\$14.99	1000+	Yes	No	Phone	Yes, SMS, additional Yes	No	No	No	No	No
14	MyInstitute	myinstitute.com	MyInstitute, Boston, MA	myinstitute.com	MyInstitute, Boston, MA	USA	1000	Free	\$14.99	Demo on request	No	No	Phone	No	No	No	No	No	No
15	MyInstitute	myinstitute.com	MyInstitute, Stockholm, Sweden	myinstitute.com	MyInstitute, Stockholm, Sweden	Sweden	1000	Free	\$14.99	As many as you need, 1-100 depending on the p Online D&D	No	No	Phone	Yes, 1-10, depend	No	No	No	No	No
16	MyInstitute	myinstitute.com	MyInstitute, Berlin, Germany	myinstitute.com	MyInstitute, Berlin, Germany	Germany	1000	Free	\$14.99	1000	No	No	Phone	Yes, through web or app	No	No	No	No	No
17	MyInstitute	myinstitute.com	MyInstitute, Paris, France	myinstitute.com	MyInstitute, Paris, France	France	1000	Free	\$14.99	1000	No	No	Phone	Yes, 1000	No	No	No	No	No
18	Online Focus Groups	groupquality.com	GroupQuality Australia	groupquality.com	GroupQuality Australia	Australia	1000	Free	\$14.99	1000	No	No	Phone	Yes, during business hours	No	No	No	No	No
19	Online Surveys	researchnow.com	Research Now, Dallas, TX	researchnow.com	Research Now, Dallas, TX	USA	1000	Free	\$14.99	1000, 1000, 1000	No	No	Phone	No	No	No	No	No	No
20	Qualidata	qualidata.com	The Thinking Box London	qualidata.com	The Thinking Box London	England	1000	Free	\$14.99	1000, instant requests, free recruiting	No	No	Phone	No	No	No	No	No	No
21	RecruitMe	recruitme.com	RecruitMe, Bellevue, Canada	recruitme.com	RecruitMe, Bellevue, Canada	Canada	1000	Free	\$14.99	1000, 1000, 1000	No	No	Phone	No	No	No	No	No	No
22	Resource Grid	resourcegrid.com	User Innovate Cambridge, MA	resourcegrid.com	User Innovate Cambridge, MA	USA	1000	Free	\$14.99	Free office, 1000, 1000, 1000, unlimited with Resource Grid plan	No	No	Phone	No	No	No	No	No	No
23	Respondent	respondent.io	Respondent New York, NY	respondent.io	Respondent New York, NY	USA	1000	Free	\$14.99	Demo offered, Self Service TBC	TBC	1000	Cloud-based interview, Project manager assigned for interview, self-service	No	No	No	No	No	No
24	ThoughtNav	thoughtnav.net	Apple Insights, Santa Clara, CA	thoughtnav.net	Apple Insights, Santa Clara, CA	USA	1000	Free	\$14.99	1000	No	No	Phone	No	No	No	No	No	No
25	Vision	visionteamresearch.com	ThoughtNav New Bedford, CT	visionteamresearch.com	ThoughtNav New Bedford, CT	USA	1000	Free	\$14.99	1000	No	No	Phone	No	No	No	No	No	No
26	Vi-Online Project Manager	vi-online-projectmanager.com	Vi-Online Project Manager, London	vi-online-projectmanager.com	Vi-Online Project Manager, London	England	1000	Free	\$14.99	1000	No	No	Phone	No	No	No	No	No	No

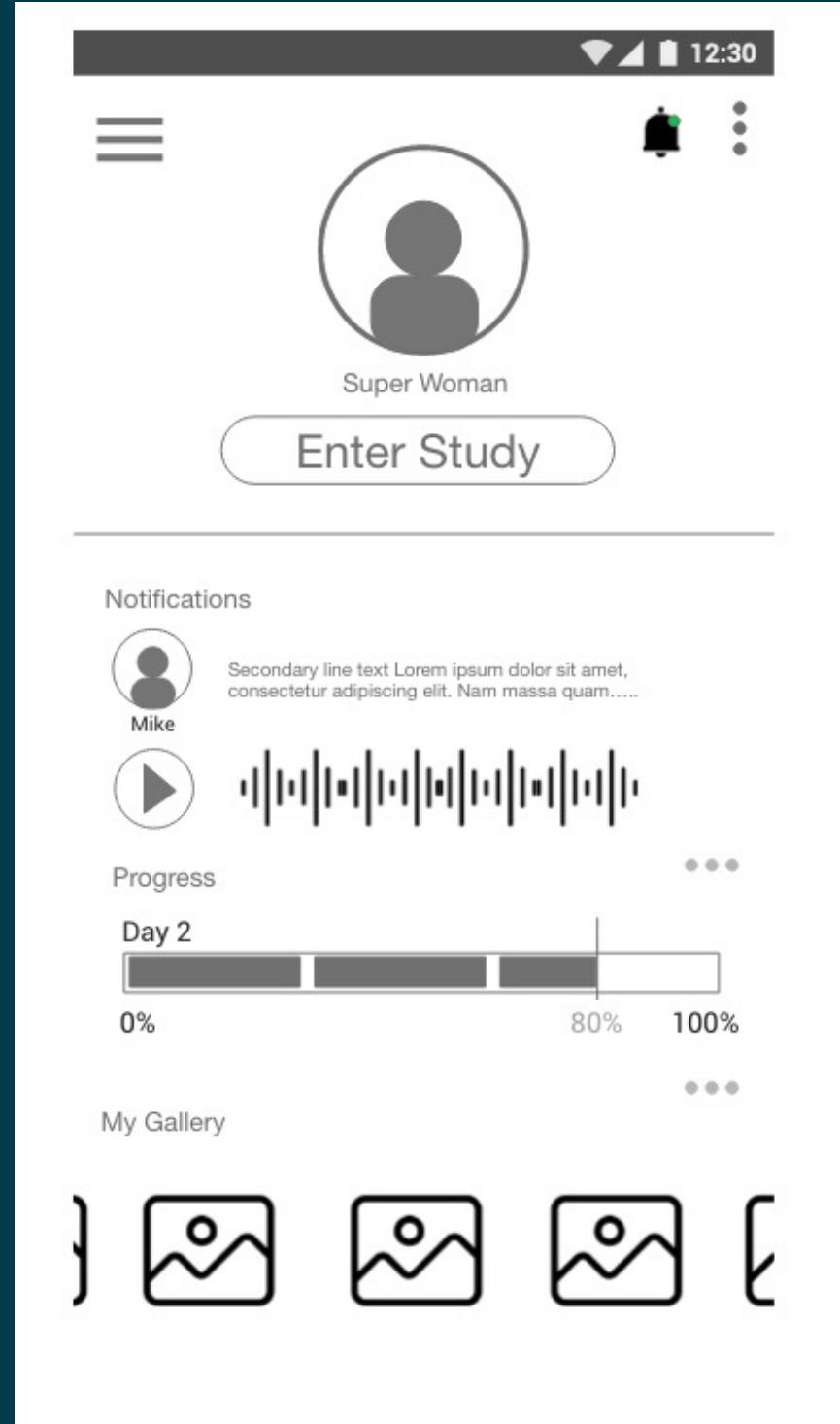
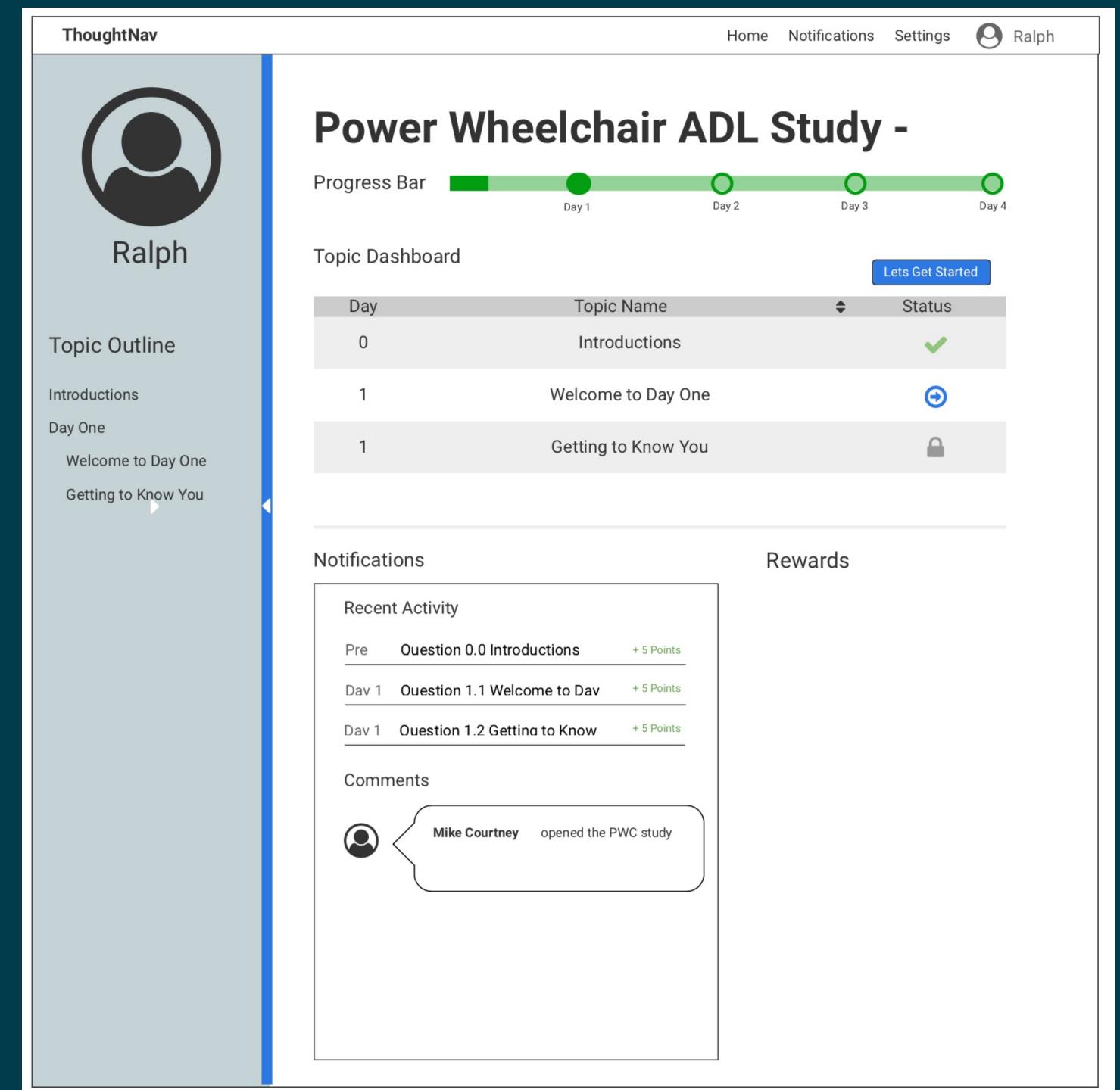
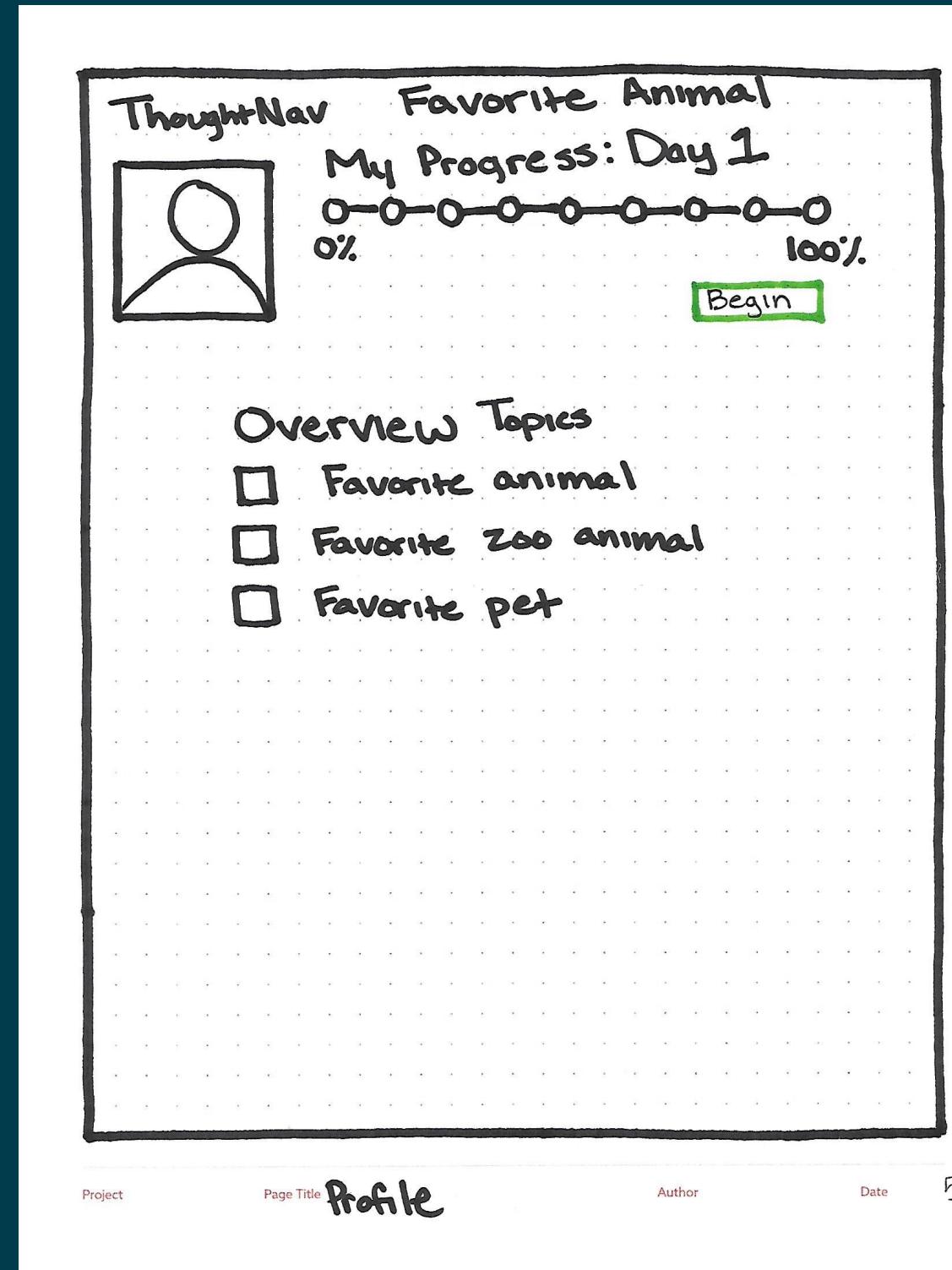
The first part of this competitive analysis was a feature matrix comparing different features and abilities of each platform. The second part of this analysis narrowed down on the strongest competitors and examined the design paradigms.

In order to understand the features of alternative platforms, and the strategic position of a product like ThoughtNav in a space that already had some competitors, a competitive analysis was performed.

The first part of this competitive analysis was a feature matrix comparing different features and abilities of each platform. The second part of this analysis narrowed down on the strongest competitors and examined the design paradigms.

# Prototyping

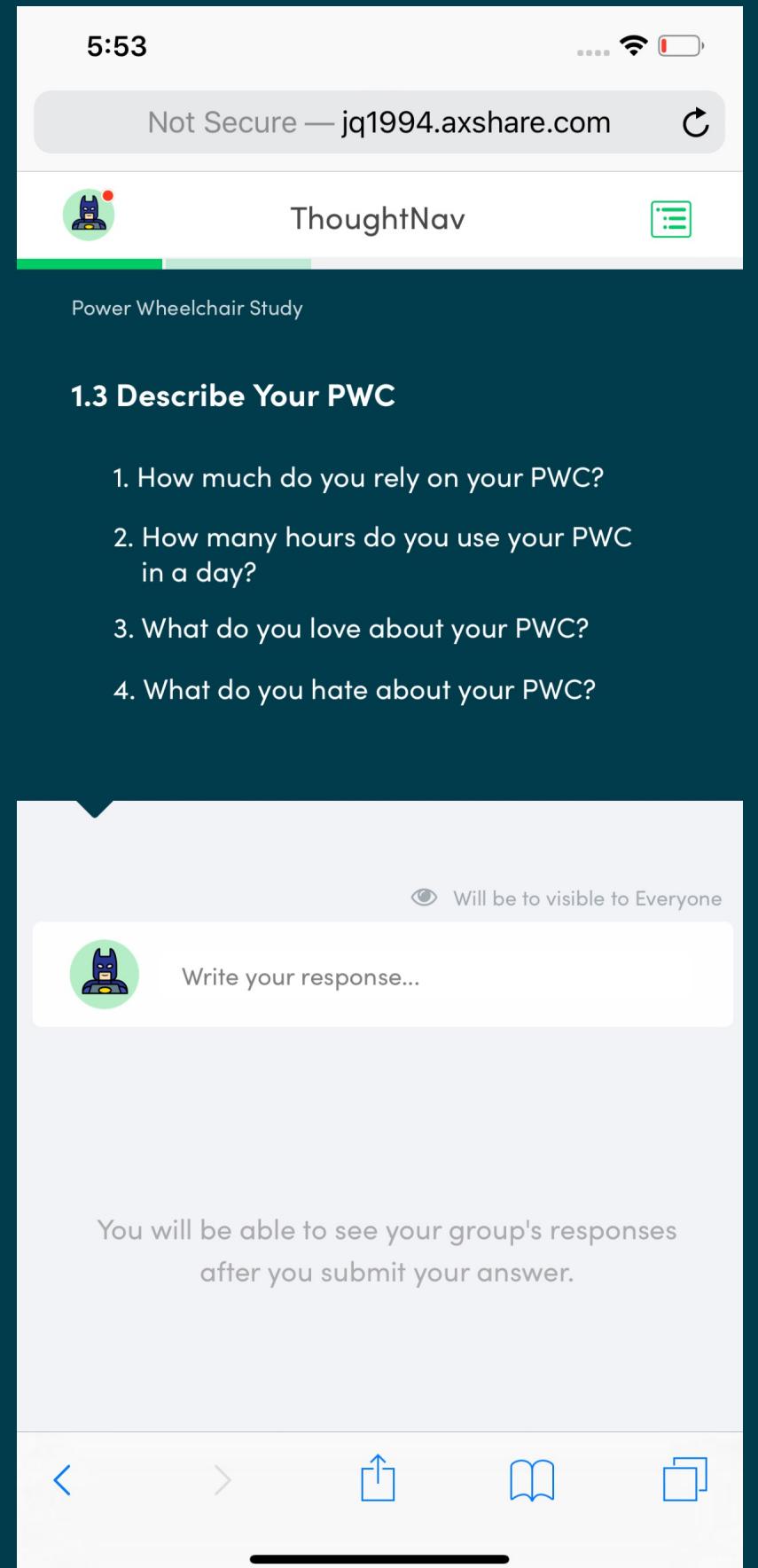
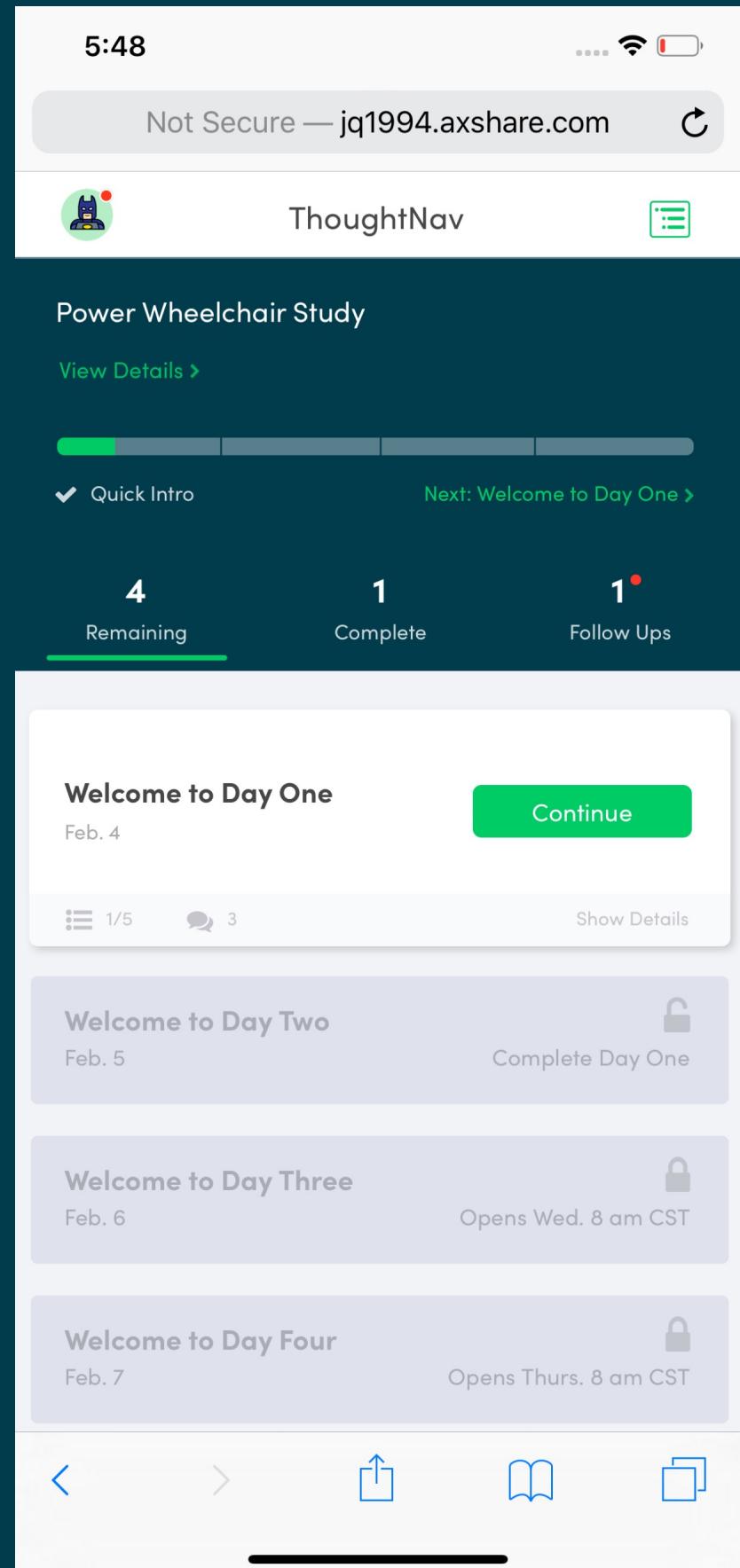
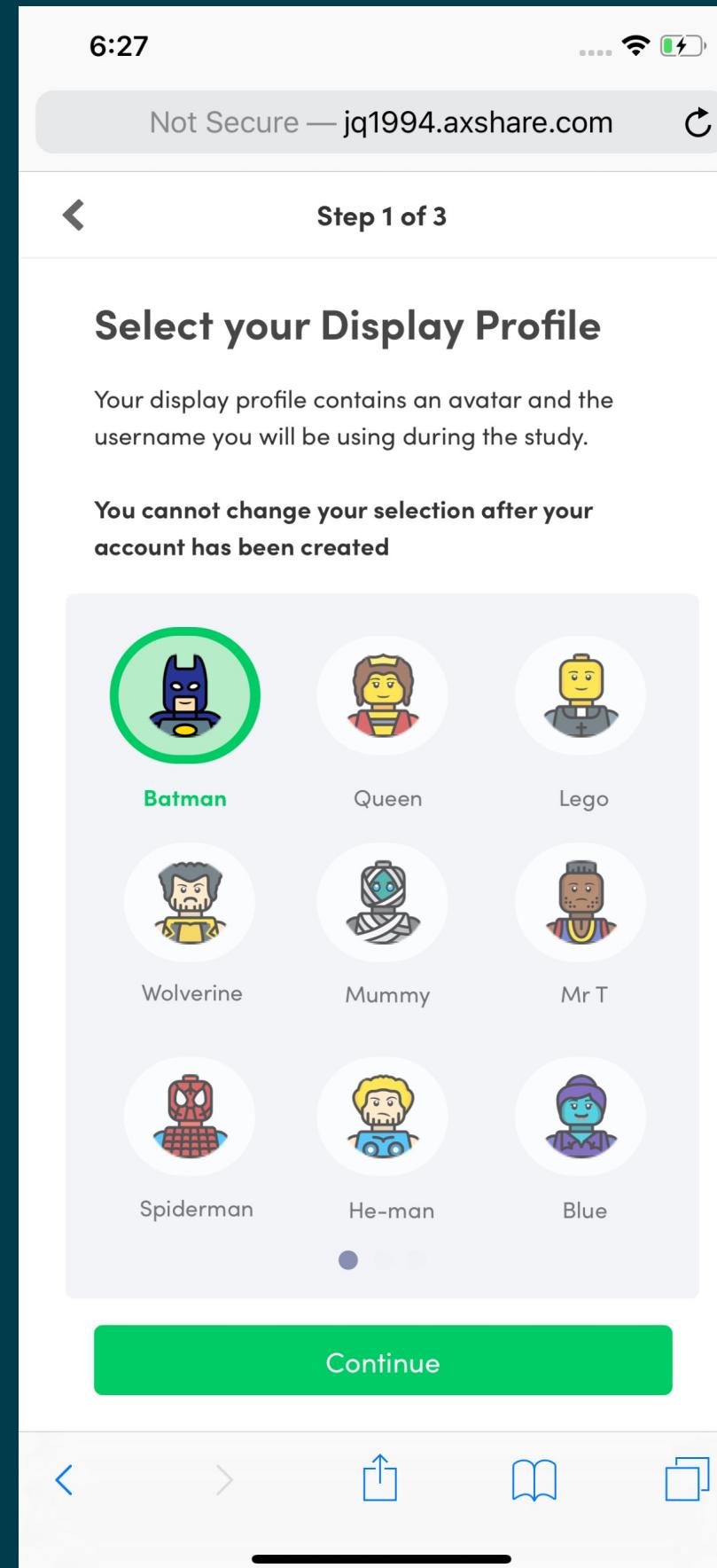
- an iterative approach



The design process of ThoughtNav was fundamentally an iterative one. The first phase focused on paper prototypes that could be easily drafted and modified by any team member in group design sessions.

After the team worked on the paper prototypes, there was a phase that focused on medium-fidelity prototypes using Balsamic, and then finally high-fidelity prototypes with Adobe XD and Axure.

# Final prototypes



These finalized prototypes were created by another student on the team, Justin Webber.

To see the rest of the final prototypes, go to his website: <https://webbr.io/project/thoughtnav>

# PlantAmigo

A collaborative gardening app





# DIALEXA

PlantAmigo was created as a part of a design challenge called Dialect EDU, hosted by Dialexa in Dallas. Three teams, from TCU, UNT and UTD (the team I was on) competed.

This challenge taught me a lot about the way product development works within startups.



## My Role - UX Researcher / Designer

On this project I helped to organize meetings, and I performed design and research tasks.

## What I Did

My work with this project included helping to research business opportunities for this platform, as well as working on low and high fidelity prototypes.

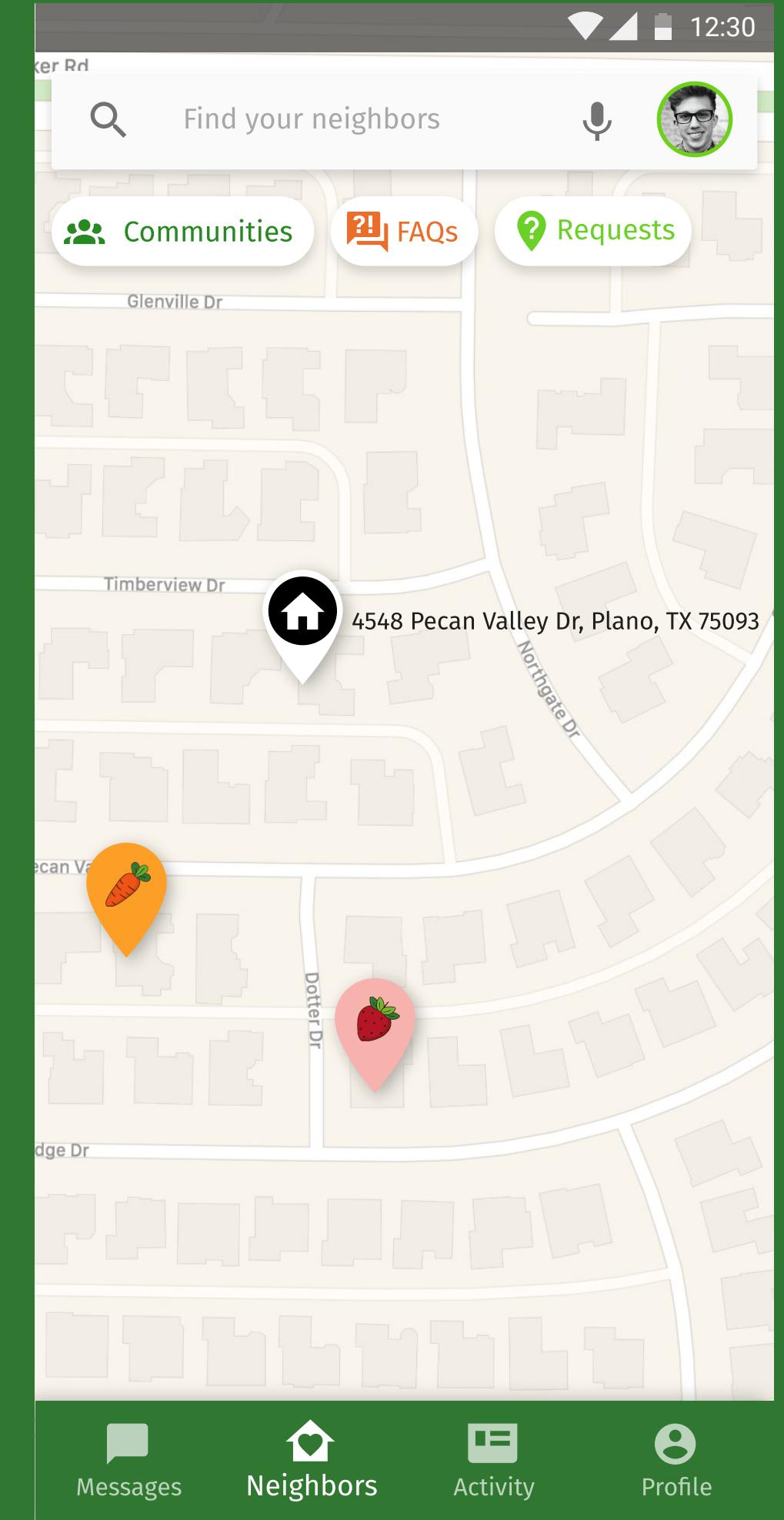
## Tools Used:

 Adobe XD



# Onboarding

- PlantAmigo is designed for ease of use





# Activity

- PlantAmigo is designed to encourage community garden efforts

Claire Shephard harvested strawberries. Would you like to make a trade?

No thanks   Let's trade!

Find your neighbors   Communities   FAQs   Requests

Messages   Neighbors   Activity   Profile

Dan's Community Board

Dan Kirkland  
Have something to say?

Blanche Devereaux  
Hey, I've just harvested some carrots! Come by and grab so...

Stan Zbornak  
I have a question about this thing that started growing on my plant...

Rose Nylund  
Request!!! I hurt my back and need some assistance in the gard...

Claire Shephard  
Hey, I've just harvested some green beans! Come by and g...

Eddie Danza

Messages   Neighbors   Activity   Profile

Dan's Garden

"I'm new to gardening, so feel free to share tips with me!"

Pepper   Strawberry   Carrot

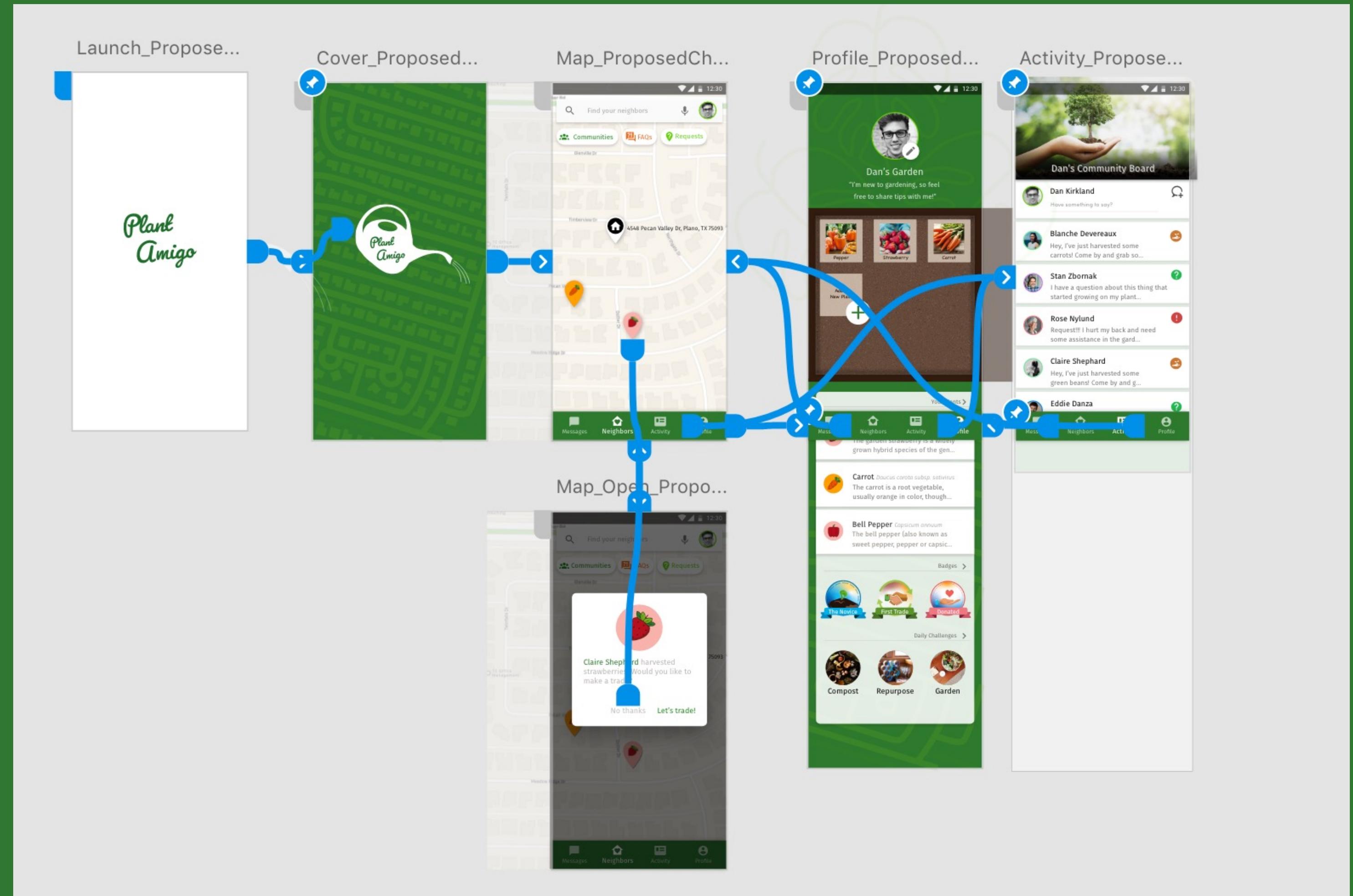
Add a New Plant

Your Plants >

Messages   Neighbors   Activity   Profile



# This prototype is interactive!



View all screens in an interactive format here: <https://bit.ly/PlantAmigo>