

Jonathan Elbom

Portfolio Review

| My process

1.

UX/Product/Research

I partner with UX, Product, and Research to immerse in the information and research in order to understand our users needs and frame them from the users perspective.

I then work to ideate and explore solutions with that framing in mind. I bring particular design skills around user flow, interaction models, information architecture and motion.

2.

Prototype

While still exploring, I start to bring the solutions to life with interactive prototypes. Many of these are stateful prototypes that help explore all possible edge cases for a given solution

The prototypes help narrow in on what will be the chosen solution for our users' needs.

3.

Engineering

Once our solution is set, I use the prototype as an asset to help accelerate the velocity of the engineering team by providing them both a demo for what the interactive experience should be as well as production ready front-end code.

I also lead UX reviews of the implemented experience before it is deployed to production.

tripboards

Improve Collaboration

Dates
Apr 13 - 17

Guests
4 Guests, Pets

Playa Flamingo, Costa Rica
Villa Fugata Flamingo New Luxury Ho...
\$373 avg/night
★★★★★ 7
2 BR · 3 BA · Sleeps 6

Playa Flamingo, Costa Rica
Spectacular Star Beach Front villa in...
\$435 avg/night
★★★★★ 2
2 BR · 3 BA · Sleeps 6

Playa Flamingo, Costa Rica
Tremendous Ocean Views Overlookin...
\$1,100 avg/night
★★★★★ 2
2 BR · 2 BA · Sleeps 4

This place looks awesome!
Post

Kristy L. This one is perfect, and pink
View 13 comments

Barrio Pilo, La Fortuna, Costa Rica
VILLA TRENTINO-Fortuna downtown...
\$95 avg/night

Playa Flamingo, Costa Rica
Pelican Watcher's Balcony, 2 Pools, Fl...
\$230 avg/night

Playa Flamingo, Costa Rica
CASA PLAYA - Steps from gorgeous Pl...
\$240 avg/night



| Overview & Goal

The Tripboards team wants to add a set of new collaboration features to the experience.

The list of features has been determined and UX has created some rough static mocks for these features.

For over a year, I collaborated with Product and UX to bring these designs to life, helping to refine the interaction model, users flows, and ultimate path towards production implementation.

| Challenges

UX doesn't understand how to best design for the UI Tech Stack

UX lacks finesse for interaction and motion design

Engineering lacks the front-end polish skills

Design <> Dev processes lack feedback loops and discovery

| Success Metrics

Ensure production experience retains design-intent

Increase production engineering velocity

Increase user interaction and engagement

Increase downstream conversion

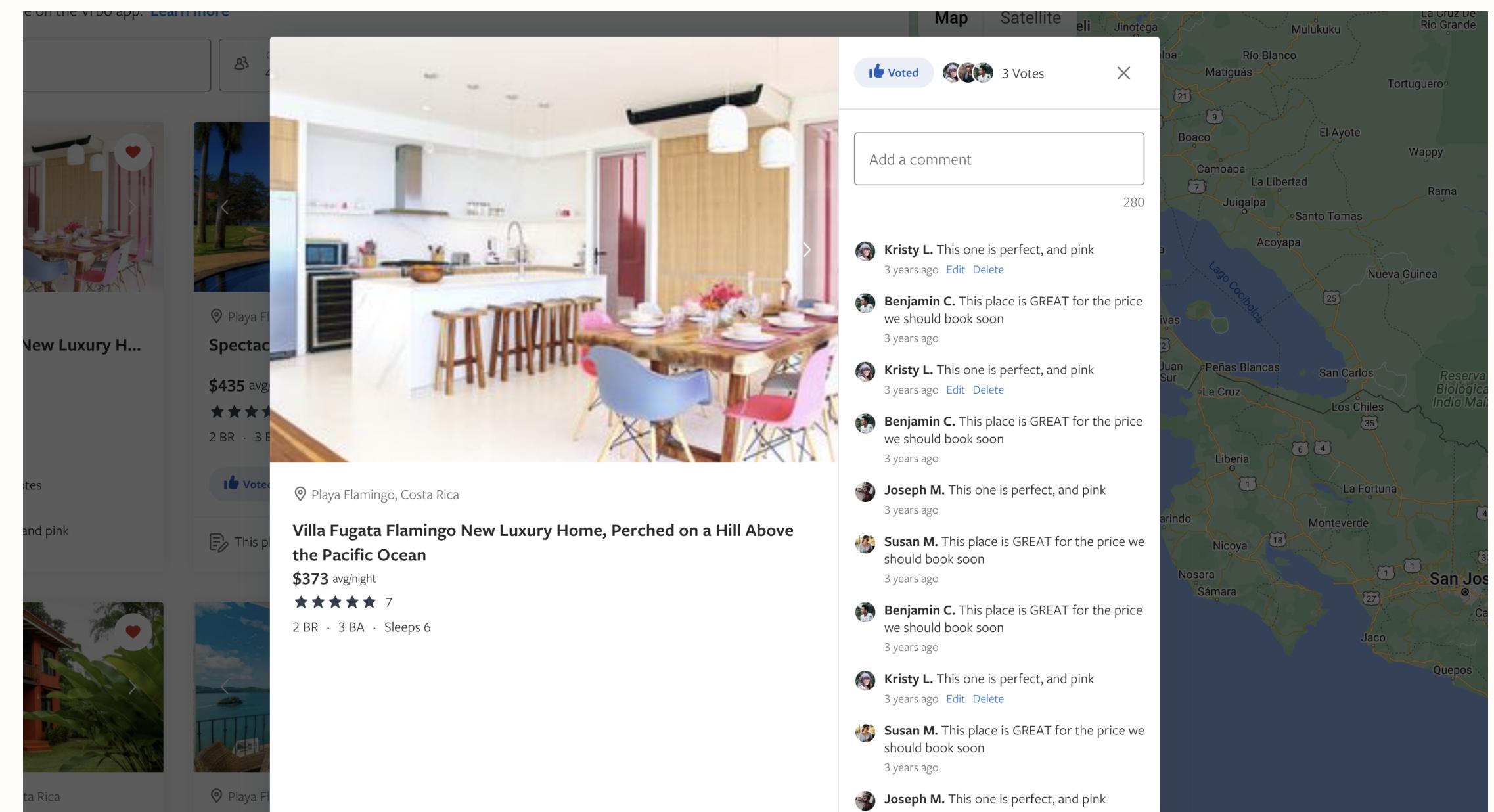
Evergreen Functional Prototype

This is a prototype built in the production UX stack, augmented where necessary, and powered by mock data that enables stateful experiences.

This evergreen, iterative prototype is a ‘living’ version of the design vision, and is a step ahead of production, evolving as a guide of where the product can go

Functional prototypes capture edge cases and highlight interaction and user flow issues and allow stakeholders to experience the design before it goes to engineering .

Ultimately, they provide engineers usable production code and guidance.



```
> .publish
> .vscode
> dist
> docs
> lib
> node_modules
> pages
< src
  < components /Tripboard
    > AddToBoardModal
    > CoachmarkAnimation
    < data
      JS comments.js
      JS images.js
      JS members.js
      JS properties.js 3
      JS tripboards.js
      JS users.js
      JS votes.js
    > ErrorBoundary
    > InputTokenizeExtended
    > InviteContent
    > JoinModal
    > map
    > MiniPdp
    < MiniPdpComments
      id: 'property-0',
      title: 'Villa Fugata Flamingo New Luxury Home, Perched on a Hill Above the Pacific Ocean',
      price: '$373',
      houseDetails: ['2 BR', '3 BA', 'Sleeps 6'],
      stars: 5,
      reviewsCount: 7,
      iconDetail: 'Playa Flamingo, Costa Rica',
      url: 'https://www.vrbo.com/1334354'
    },
    id: 'property-1',
    title: 'Spectacular 5-Star Beach Front Villa in Prestigious Palms Private residences',
    price: '$435',
    houseDetails: ['2 BR', '3 BA', 'Sleeps 6'],
    stars: 5,
    reviewsCount: 43,
    iconDetail: 'Playa Flamingo, Costa Rica',
    url: 'https://www.vrbo.com/634567'
  },
  id: 'property-2',
  title: 'Tremendous Ocean Views Overlooking White Sand Flamingo Beach, Pool',
  price: '$138',
  houseDetails: ['2 BR', '2 BA', 'Sleeps 4'],
  stars: 5,
  reviewsCount: 12,
  iconDetail: 'Playa Flamingo, Costa Rica',
  url: 'https://www.vrbo.com/1142506'
},
id: 'property-3',
```

Commenting, Inviting and Adding

Add the ability for in-card comments, editting of comments, inviting by email, and adding to multiple boards.

Costa Rica

New! Group chat is now live on the Vrbo app. [Learn more](#)

Dates Apr 13 - 17 Guests 4 Guests, Pets



Playa Flamingo, Costa Rica

Villa Fugata Flamingo New Luxur...

\$373 avg/night

★★★★★ 7

2 BR · 3 BA · Sleeps 6

[I Voted](#)  3 Votes

Kristy L. This one is perfect, and pink

[View 13 comments](#)

[Add a comment](#)



Playa Flamingo, Costa Rica

Spectacular 5-Star Beach Front V...

\$435 avg/night

★★★★★ 43

2 BR · 3 BA · Sleeps 6

[I Voted](#)  3 Votes



Playa Flamingo, Costa Rica

Tremendous Ocean Vie...

\$138 avg/night

★★★★★ 12

2 BR · 2 BA · Sleeps 4

[I Voted](#)  3 Votes

Joseph M. This one is def my

[View 4 comments](#)



Playa Flamingo, Costa Rica

Pelican Watcher's Balcony, 2 Pool...

\$230 avg/night

★★★★★ 16

2 BR · 2 BA · Sleeps 6



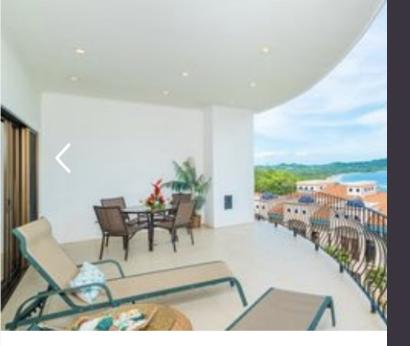
Playa Flamingo, Costa Rica

CASA PLAYA - Steps from gorgeo...

\$240 avg/night

★★★★★ 13

2 BR · 2 BA · Sleeps 6



Playa Flamingo, Costa Rica

Dramatic Ocean Views...

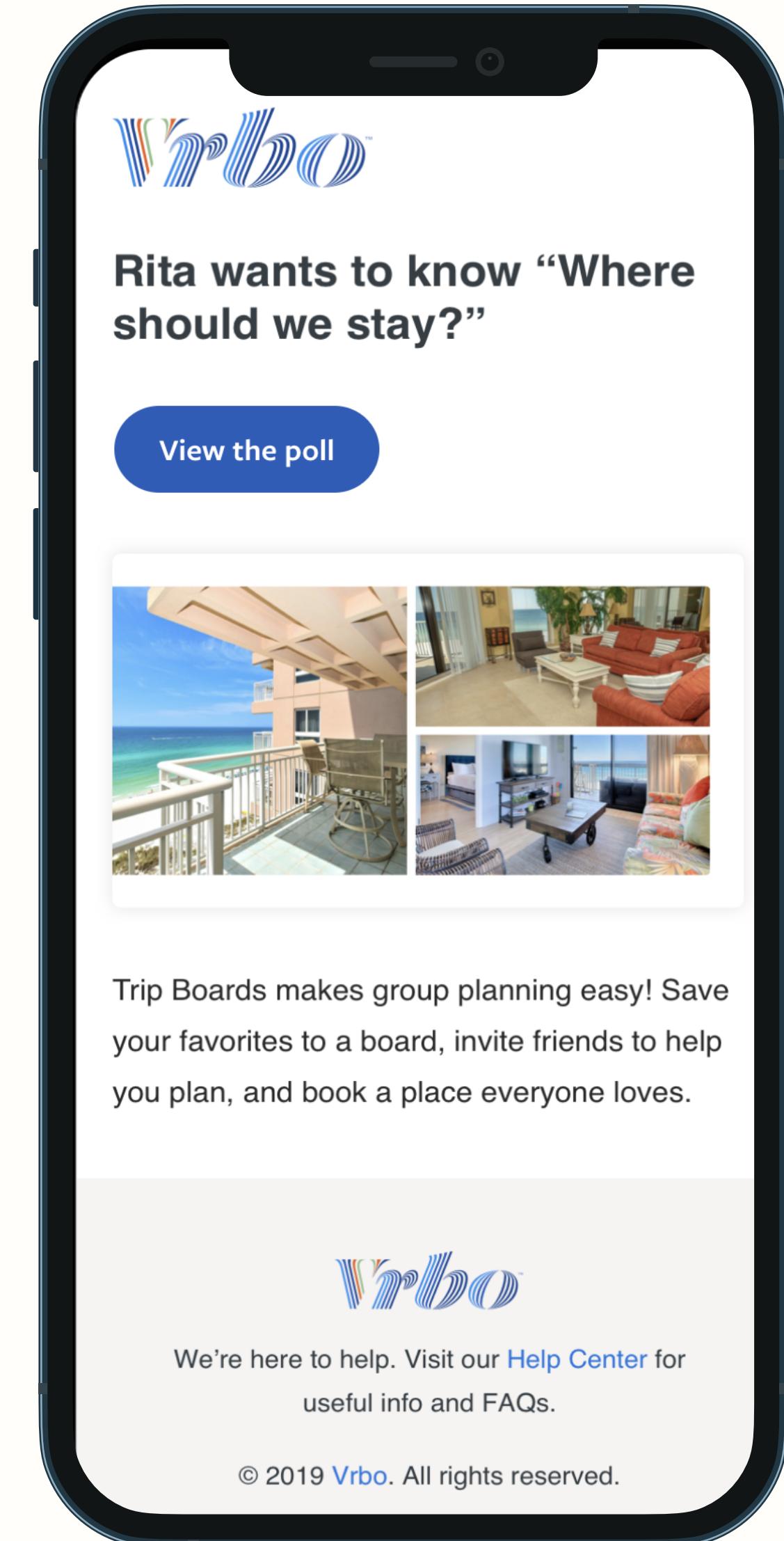
\$124 avg/night

★★★★★ 12

2 BR · 2 BA · Sleeps 6

Polling

Give users the ability to create polls for their Tripboard groups in order to foster collaboration in app and help with the decision making process.

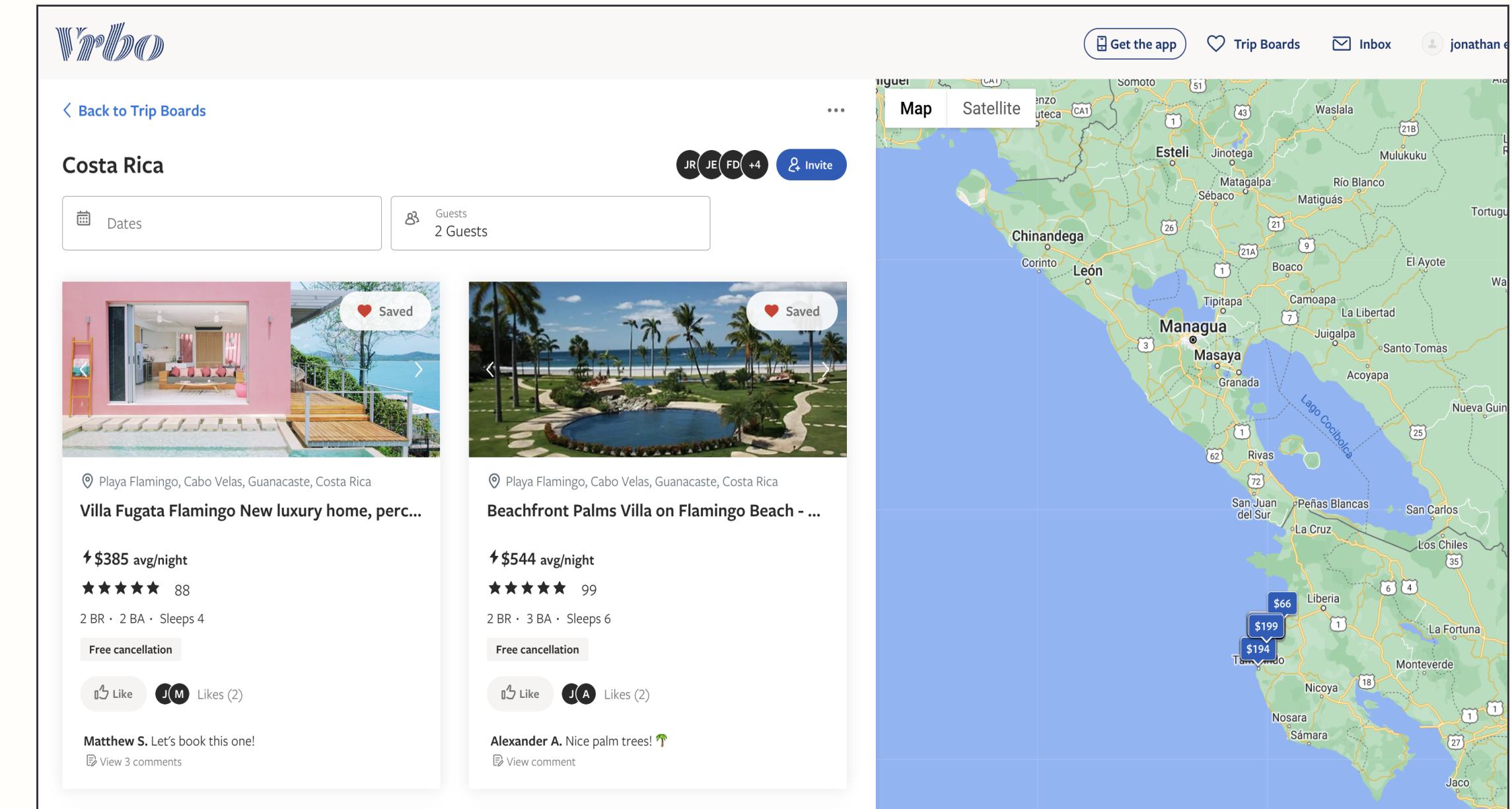


Outcomes

Using ~60-70% of the prototype code, the production engineering team is able to implement these features under their expected timeframe and with the design-intent intact.

After A/B testing verification, the Tripboards production experience very closely matches the Tripboards prototype.

PRODUCTION

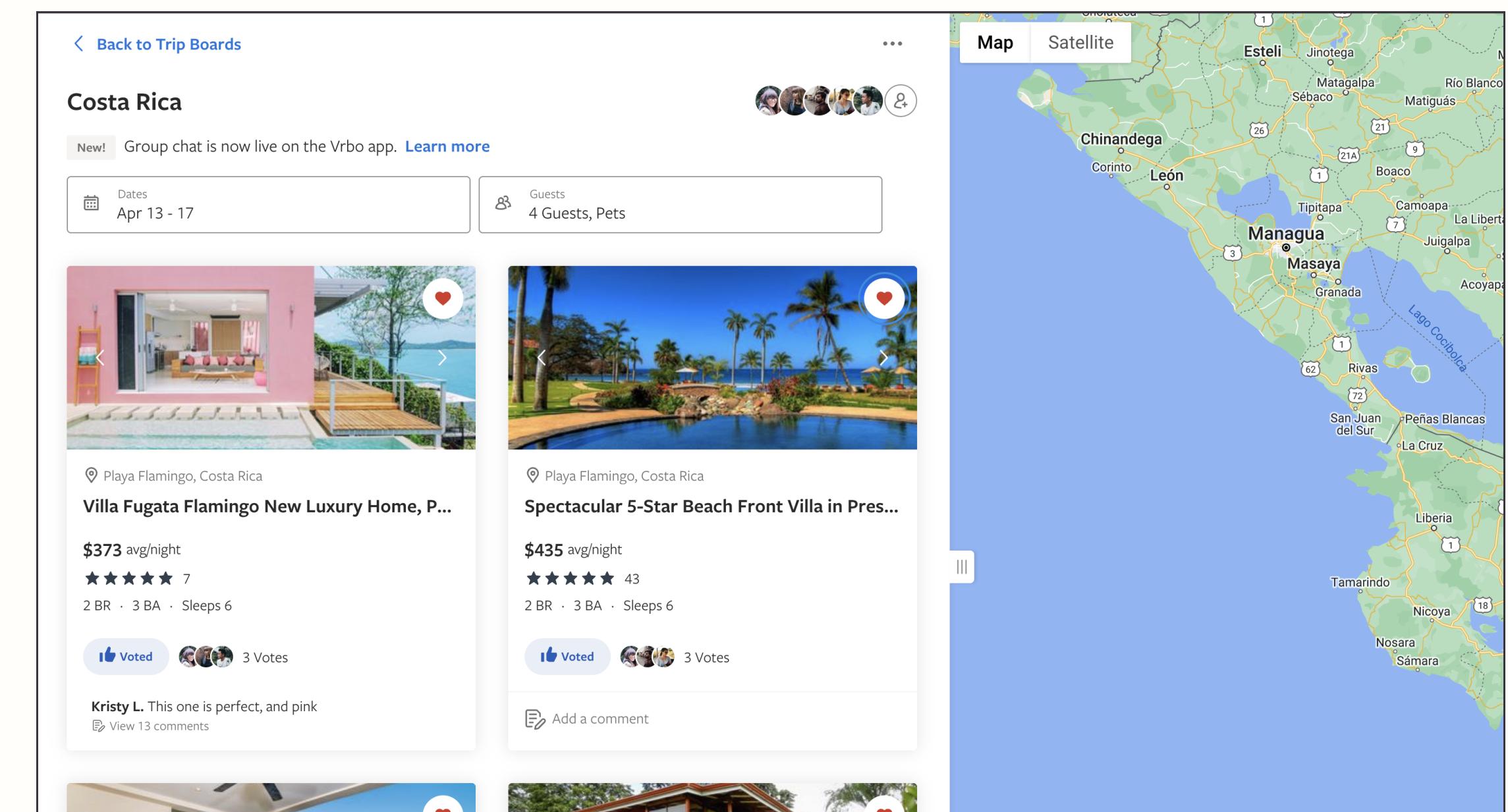


The screenshot shows the Vrbo production interface. At the top, there's a header with the Vrbo logo, user profile information (JR, JE, FD, +4), and navigation links (Get the app, Trip Boards, Inbox). Below the header, a search bar is set to "Costa Rica" with "Dates" and "Guests 2 Guests". The main content area displays two vacation rental listings:

- Villa Fugata Flamingo** (New luxury home, perched above the ocean): \$385 avg/night, 88 reviews, 2 BR · 2 BA · Sleeps 4. Includes a photo of a pink interior room and a view of the ocean.
- Beachfront Palms Villa on Flamingo Beach**: \$544 avg/night, 99 reviews, 2 BR · 3 BA · Sleeps 6. Includes a photo of a tropical garden with palm trees and a pool.

Below the listings, there are user comments and interaction buttons like "Like" and "Free cancellation". To the right, a map of Central America highlights Costa Rica with a blue shaded area.

PROTOTYPE



The screenshot shows the Tripboards prototype interface. At the top, there's a header with the Tripboards logo, user profile information (JM, 2 Guests, Pets), and navigation links (Back to Trip Boards, Learn more). Below the header, a search bar is set to "Costa Rica" with "Dates Apr 13 - 17" and "Guests 4 Guests, Pets". The main content area displays two vacation rental listings:

- Villa Fugata Flamingo** (New Luxury Home, Perfect for Families): \$373 avg/night, 7 reviews, 2 BR · 3 BA · Sleeps 6. Includes a photo of a pink interior room and a view of the ocean.
- Spectacular 5-Star Beach Front Villa in Playa Flamingo**: \$435 avg/night, 43 reviews, 2 BR · 3 BA · Sleeps 6. Includes a photo of a tropical garden with palm trees and a pool.

Below the listings, there are user comments and interaction buttons like "Voted" and "Add a comment". To the right, a map of Central America highlights Costa Rica with a blue shaded area.

 Add photos to a space

DONE

Categorizing your photos into the right spaces has shown to increase bookings!

UnifiedOnboarding Supply Partner Experience

| Overview & Goal

The Supply Partner team has just transitioned to a new UI Stack and was starting to build the Unified Onboarding experience for VR property owners.

I joined this team, working with both the UX and core engineering team to help them understand how to design and build with the new UI Stack.

Through design crits and engineering reviews, I targeted key projects to focus on.

| Challenges

Design and Engineering team just moved to a new UI stack

Design <> Dev processes lacks proper hand-offs, feedback loops and discovery

Broader Engineering team is de-centralized.

| Success Metrics

Ensure production experience retains design-intent

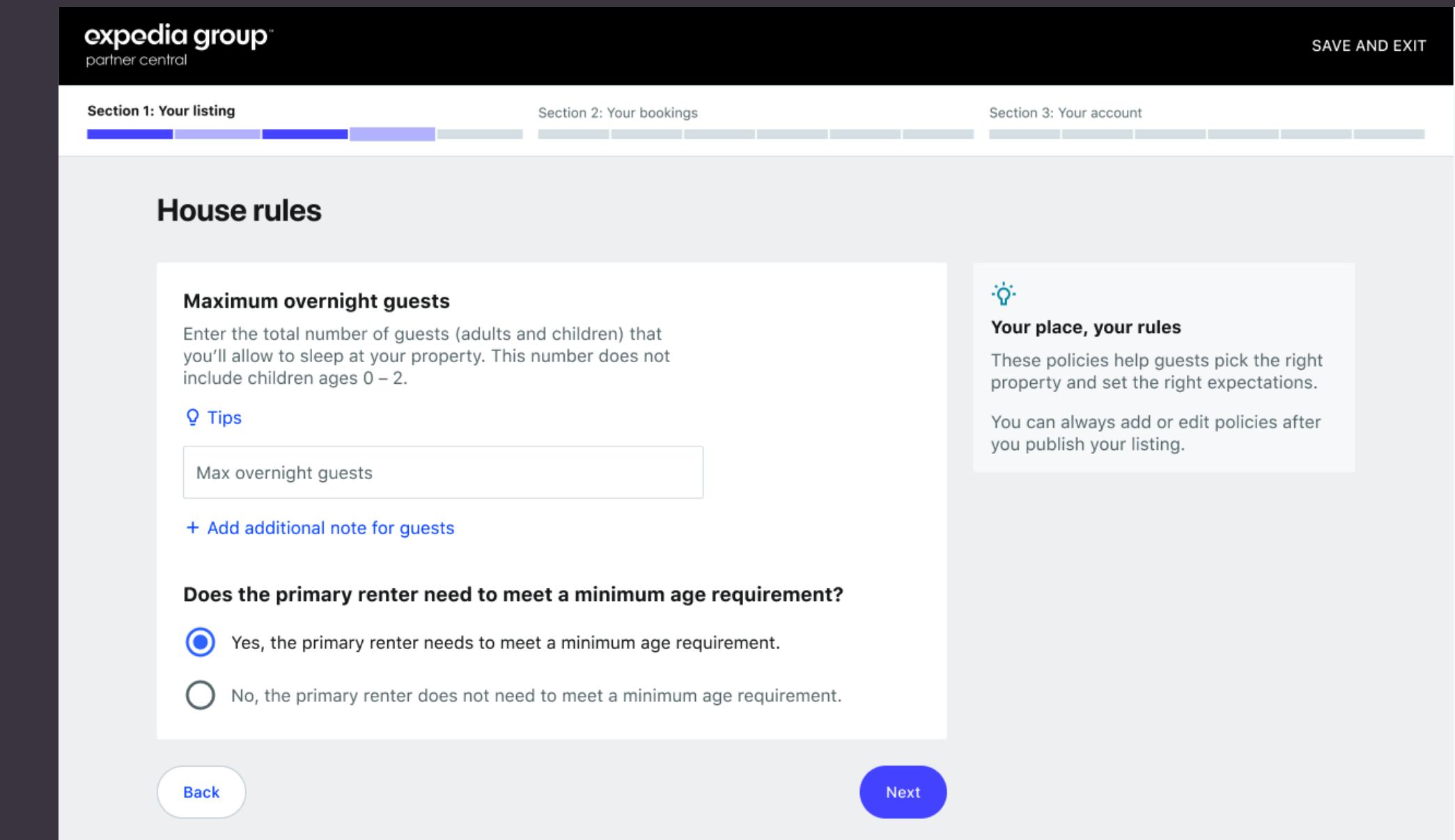
Increase engineering velocity

Create prototypes that can be used for both usability testing and production

App Shell Design and Implementation

I worked with design to understand the separation of concerns between the App Shell and the App Content, and how each should be designed

I then implemented these structures in the production code base. I created an abstracted ViewTemplate that minimized the work new teams would need to do when adding their experiences to the app, while ensuring a consistent experience for our end users.

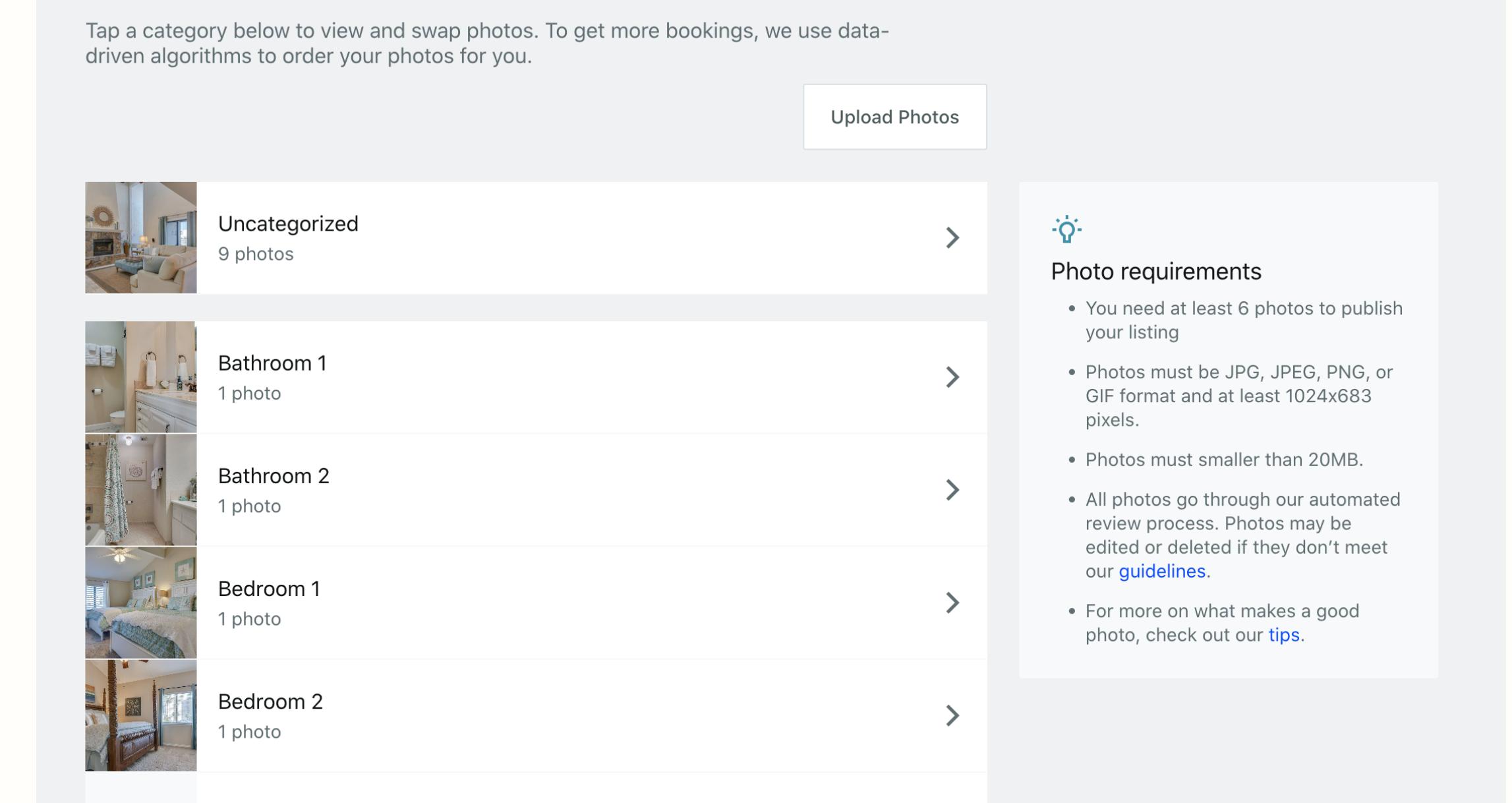


```
const ViewTemplate = ({ children, pageName, classes, isNavigation }) => {  
  const eventTemplate = pageName && ClickStreamEventTemplate.getInstance();  
  const ViewTitleComponent = getComponent(children, [ViewTitleType]);  
  const PrimaryContentComponent = getComponent(children, [PrimaryContentType]);  
  const SecondaryContentComponent = getComponent(children, [SecondaryContentType]);  
  const mainContentClasses = classnames(classes, {  
    'main-content-area': !isNavigation,  
  });  
  
  return (  
    <>  
      {pageName && (  
        <TrackingTrigger  
          event="pageview"  
          payload={eventTemplate.pageViewEvent({  
            pageName,  
          })}  
      />  
    )}  
    <OneColumnLayout width="medium" classes={mainContentClasses}>  
      <Grid>  
        <>  
          {ViewTitleComponent && [  
            <>  
              <Cell {...primaryContentCell}>{ViewTitleComponent}</Cell>  
              <Cell {...secondaryContentCell}>{SecondaryContentComponent}</Cell>  
            </>  
          ]}  
          <Cell {...primaryContentCell}>{PrimaryContentComponent}</Cell>  
          <Cell {...secondaryContentCell}>{SecondaryContentComponent}</Cell>  
        </Grid>  
    </OneColumnLayout>  
  );  
};  
  
ViewTemplate.propTypes = {  
  children: PropTypes.node.isRequired,  
};
```

Dual-use Functional Prototype

This is a prototype built in the production UX stack, augmented where necessary, and powered by mock data that enables stateful experiences.

This dual-use, iterative prototype serves both as a testable experience for usability labs and as a guide for the UX and Engineering production solution.



```
64
65 const Flow = ({
66   spaces = {
67     allowImageUploading: false,
68     useProvidedImages: false
69   },
70   photos = {
71     useProvidedImages: false
72   }
73 }) => {
74   const {state} = useFlow();
75   const {showPhotos} = state;
76
77   return (
78     <SpacesProvider>
79       <PhotosProvider>
80         {!showPhotos ? (
81           <>
82           <Spaces />
83           <AddASpaceDialog {...spaces} />
84         ) : [
85           <PhotosFlow {...photos} />
86         ]}
87       </PhotosProvider>
88     </SpacesProvider>
89   );
90 }
91 }
```

Spaces

The Spaces experience has a final design, but the production engineers were struggling to achieve it.

I built a prototype around how to implement that design, but i also ultimately ended up contributing to the production code-base.

Rooms and Spaces

Property details

Accessibility

Room and Space details

Here are the spaces you've added. If needed, you can add more or edit details within each space.

Bedroom 1 <ul style="list-style-type: none">• 200 sq feet• 1 King bed• Television + 2 amenities EDIT	Bedroom 2 that ha... <ul style="list-style-type: none">• 100 sq feet• 1 Queen bed• 1 Twin bed• Television + 1 amenity EDIT	Bedroom 3 <ul style="list-style-type: none">• 150 sq feet• 2 Full beds• Television EDIT	Bedroom 4 + ADD DETAILS
---	--	--	---

+ Add another space

Other sleeping arrangements

Shared spaces with beds or couches? Add them here.

Bedroom 1 X

* Required information

Room name (optional) Bedroom 1

Room size (optional) 200 sq feet

Sleeping arrangements

Bed type: King

- 1 +

+ Add another bed type

Rooms and Spaces

Property details

Accessibility

Room and Space details

Here are the spaces you've added. If needed, you can add more or edit details within each space.

Bedroom 1 <ul style="list-style-type: none">• 200 sq feet• 1 King bed• Television + 2 amenities EDIT	Bedroom 2 that ha... <ul style="list-style-type: none">• 100 sq feet• 1 Queen bed• 1 Twin bed• Television + 1 amenity EDIT	Bedroom 3 <ul style="list-style-type: none">• 150 sq feet• 2 Full beds• Television EDIT
---	--	--

+ Add another space

Other sleeping arrangements

Shared spaces with beds or couches? Add them here.

Bedroom amenities

Let guests know which amenities are in this room.

Television

Linens provided

Fireplace

Desk

Balcony

Patio

Photos

A newly hired designer was tasked with designing the photos experience. They were overwhelmed with both the complexity of this task and their unfamiliarity with our Design and UI stack.

I created a prototype the demonstrated several interaction model for uploading and categorizing photos and navigating these collections.

This prototype demonstrated flexible user flows for being able to change categories and upload additional photos at multiple spots

My work also served as a guide for the Shenzhen team who implemented this experience

Upload photos

Add photos of your property
Show guests why they should pick your property with well-lit, landscape-oriented photos. Add at least 6 photos to publish listing.

Upload Photos

Back Next

Photo requirements

- You need at least 6 photos to publish your listing
- Photos must be JPG, JPEG, PNG, or GIF format and at least 1024x683 pixels.
- Photos must smaller than 20MB.
- All photos go through our automated review process. Photos may be edited or deleted if they don't meet our [guidelines](#).
- For more on what makes a good photo, check out our [tips](#).

Categorize photos

Group your photos into different categories to help guests better imagine a stay at your property.

Uncategorized
8 Photos

Categorize

To attract more guests, we'll automatically order your photos to put the best ones up front.

	Bedroom 1 0 photos	>
	Uncategorized 8 photos	>

Photo requirements

- You need at least 6 photos to publish your listing
- Photos must be JPG, JPEG, PNG, or GIF format and at least 1024x683 pixels.
- Photos must smaller than 20MB.
- All photos go through our automated review process. Photos may be edited or deleted if they don't meet our [guidelines](#).
- For more on what makes a good photo, check out our [tips](#).

Bringing it together for the Lab

My prototyping work for both Spaces and Photos proved invaluable when UX Research wanted to run a usability lab examining users understanding of how Spaces and Photos relate to each other.

There was particular interests in examining how users reacted to the options to add photos in the Spaces section, in the Photo section, or both, and the mental models users formed through these different combinations of experiences.

Utilizing my existing prototypes, within a week, I was able to create a Lab prototype that join these 2 experiences and gave research the ability to test all the options of interest.

SPX Photos Lab

SPX Photos UX Lab Flows

- SPX lab flow 1 [No images in spaces, no pre-loaded images]
- SPX lab flow 2 [Images in spaces, no pre-loaded images]
- SPX lab flow 3 [Images in spaces, preloaded photos]
- SPX lab flow 4 [No images in spaces, preloaded photos]

Rooms and Spaces

Let guests know more about the property's rooms and spaces.

Bedroom 1

- 1 Full bed
- Photos (2)

[Edit](#)

[+ Add another space](#)

[Back](#)

[Next](#)

Outcomes

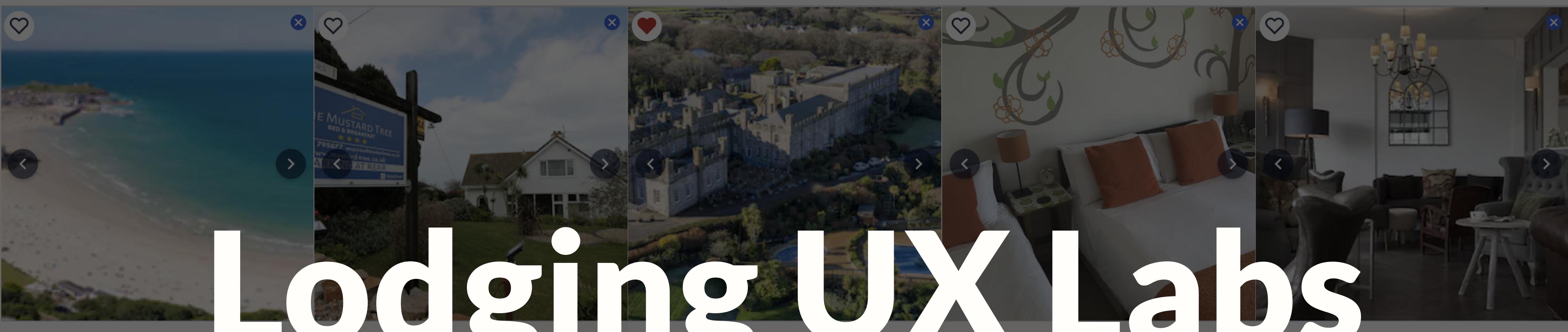
My prototyping and production work help ensure that the Unified Onboarding App Shell, Spaces, and Photos Experience MVP was delivered on time with design-intent intact.

The learnings from the Usability lab gave us information to make the decision to remove photos from spaces until we could further evolve the flow between those two experiences.

 Compare

LodgingUX Labs

Search Compare

				
St Ives Harbour Hotel	The Mustard Tree	Tregenna Castle Resort	Green Apple Bed and Breakfast	The Gannet Inn
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
St Ives	Carbis Bay	St Ives	Carbis Bay	Carbis Bay
4.2/5 Very good (356 reviews)	4.9/5 Exceptional (94 reviews)	3.9/5 Good (551 reviews)	4.1/5 Very comfortable (27 reviews)	4.6/5 Wonderful (54 reviews)
£1,500 £250 per night includes taxes & fees	£1,037 £173 per night includes taxes & fees	£1,268 £211 per night includes taxes & fees	£720 £120 per night includes taxes & fees	£1,710 £285 per night includes taxes & fees
 Breakfast included	 Breakfast included	 Breakfast available	 Breakfast included	 Breakfast included
 Non-refundable	 Free cancellation	 Free cancellation	 Free cancellation	 Free cancellation
 Parking included	 Parking included	 Parking included	 Parking included	 Parking included
 Pool	 Pool	 Pool	 Pool	 Pool
 Free WiFi	 Free WiFi	 Free WiFi	 Free WiFi	 Free WiFi
 Restaurant	 Restaurant	 Restaurant	 Restaurant	 Restaurant

| Overview & Goal

Lodging UX Labs seek to understand the user impact of an extention or addition of a feature to the existing product experience.

In order to best achieve that, it is important to create an lab experience that is realistic.

I balance the use of production data and components, new UI elements, and static images to efficiently build lab experiences that provide the necessity level of fidelity

| Challenges

Need to find production data that can be used

Need to leverage and be able to modify existing production components that can utilize that data

Don't want to rebuild the production experience.

Challenging for design to understand all the ramifications of this mixed model.

| Success Metrics

Gain qualitative insight on the perceived vs actual usefulness of this feature

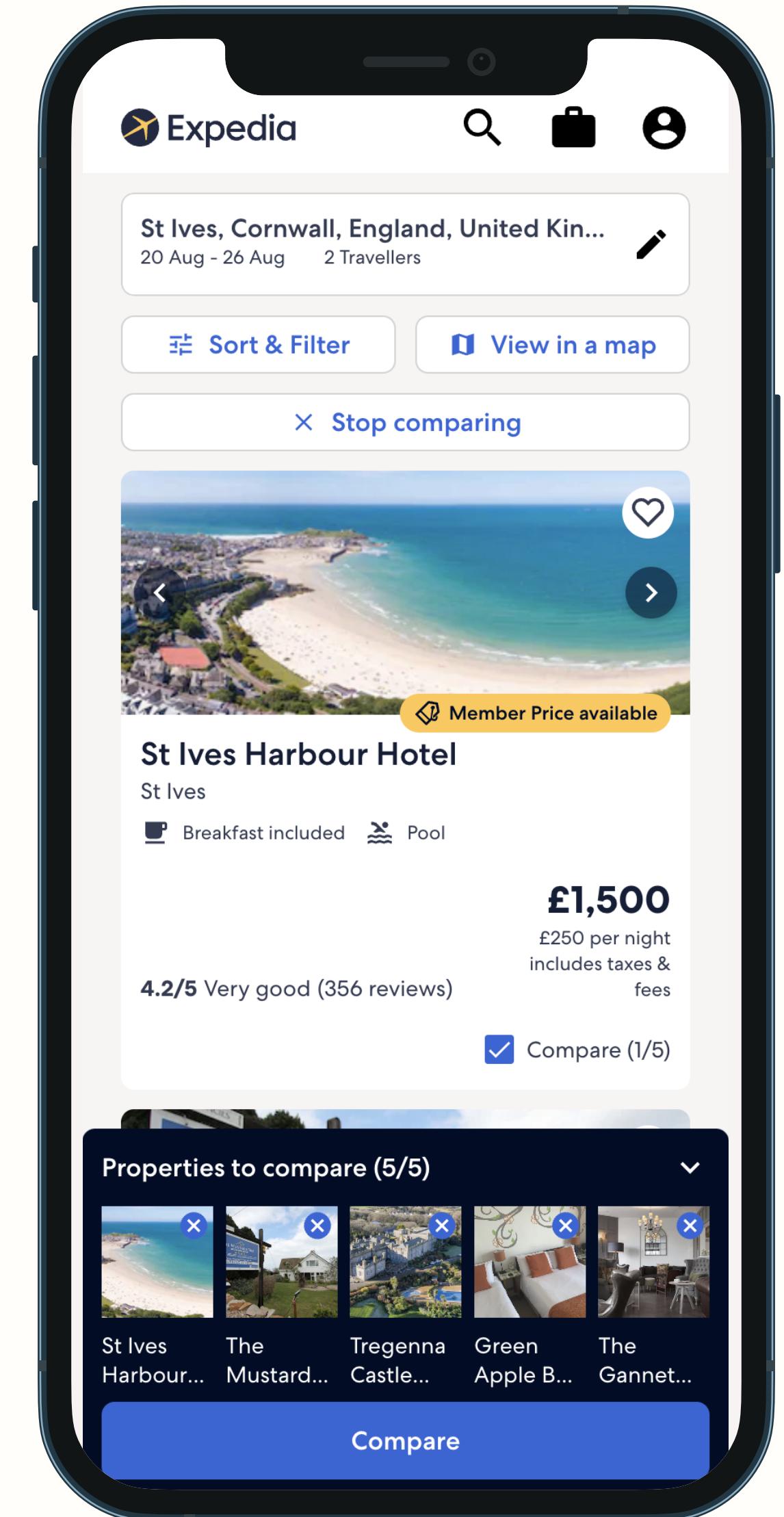
Gain qualitative insight around the interaction modal and user flow of the proposed solution

Functional Prototype with Production Elements

This is a prototype built in the production UX stack and augmented where necessary. This type of prototype leverages production data and the corresponding elements that consume this data.

These elements can then be augmented to introduce new or modified features

This prototype allows us to test a realistic version of the current production experience with modified or extended features.



Production Data

To create a large collection of real properties, I copy the GraphQL response for the search listings.

If we need to change the location or dates, we can just do a new live search and copy that response.

Production Components

To easily consume the production response for the listings, I copy the production Search Card components.

By doing this, very little time is required to get this UI rendering as it would on production. I can now also start to modify these production components - I can easily add a compare checkbox to each card.

The Mustard Tree
Carbis Bay
Breakfast included
Fully refundable
4.9/5 Exceptional (100 reviews)
We have 1 left at \$191
\$1,144 total

Green Apple Bed and Breakfast
Carbis Bay
Fully refundable
4.6/5 Wonderful (277 reviews)
We have 2 left at \$118
\$852 total

Beechwood House
Carbis Bay

The Mustard Tree
Carbis Bay
Breakfast included
Fully refundable
4.9/5 Exceptional (82 reviews)
£1,037
£173 per night
includes taxes & fees
✓ Compare (2/5)

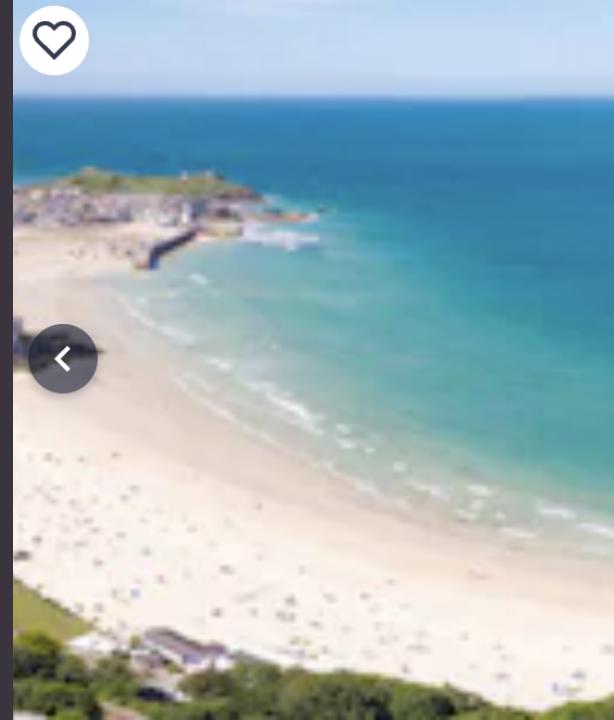
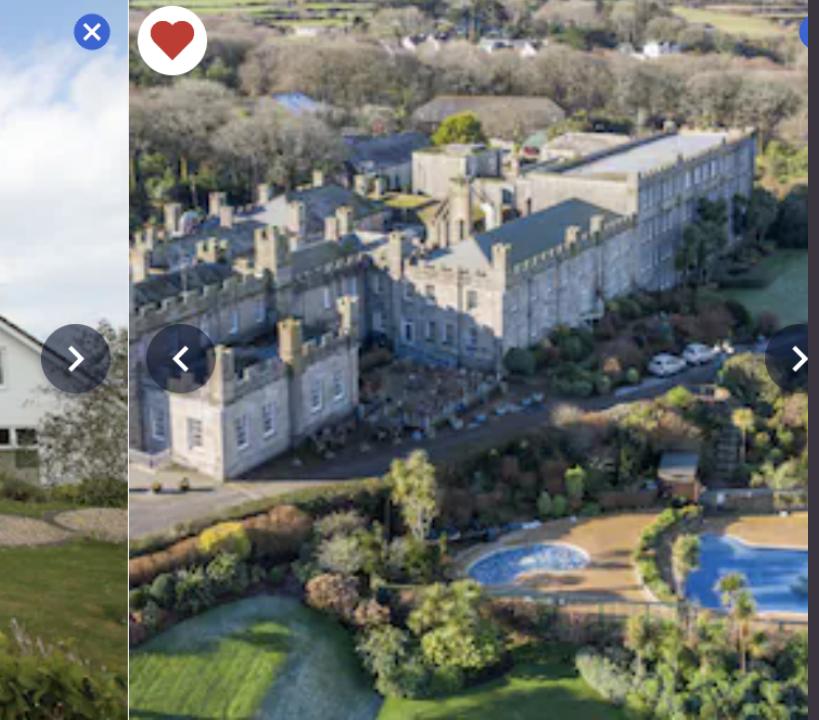
Tregenna Castle Resort
St Ives
Pool
3.9/5 Good (551 reviews)
£1,268
£211 per night
includes taxes & fees
✓ Compare (3/5)

Green Apple Bed and Breakfast
Carbis Bay

Outcomes

The findings of the Usability lab indicated that our solution is on the right track and was used to justify additional resourcing to begin to explore how to bring an MVP version of this feature to the product.

The prototype also served to help indicate where might have gaps in our current UI components to support a fully on-road version of this experience.

Compare		
		
St Ives Harbour Hotel	The Mustard Tree	Tregenna Castle Resort
★★★★★	★★★★★	★★★★
St Ives	Carbis Bay	St Ives
4.2/5 Very good (356 reviews)	4.9/5 Exceptional (82 reviews)	3.9/5 Good (551 reviews)
£1,500 £250 per night includes taxes & fees	£1,037 £173 per night includes taxes & fees	£1,268 £211 per night includes taxes & fees
 Breakfast included  Non-refundable  Parking included	 Breakfast included  Free cancellation  Parking included	 Breakfast available  Free cancellation  Parking included
 Pool  Free WiFi  Restaurant  Bar  Spa  Housekeeping	 Pool  Free WiFi  Restaurant  Bar  Spa  Housekeeping	 Pool  Free WiFi  Restaurant  Bar  Spa  Housekeeping