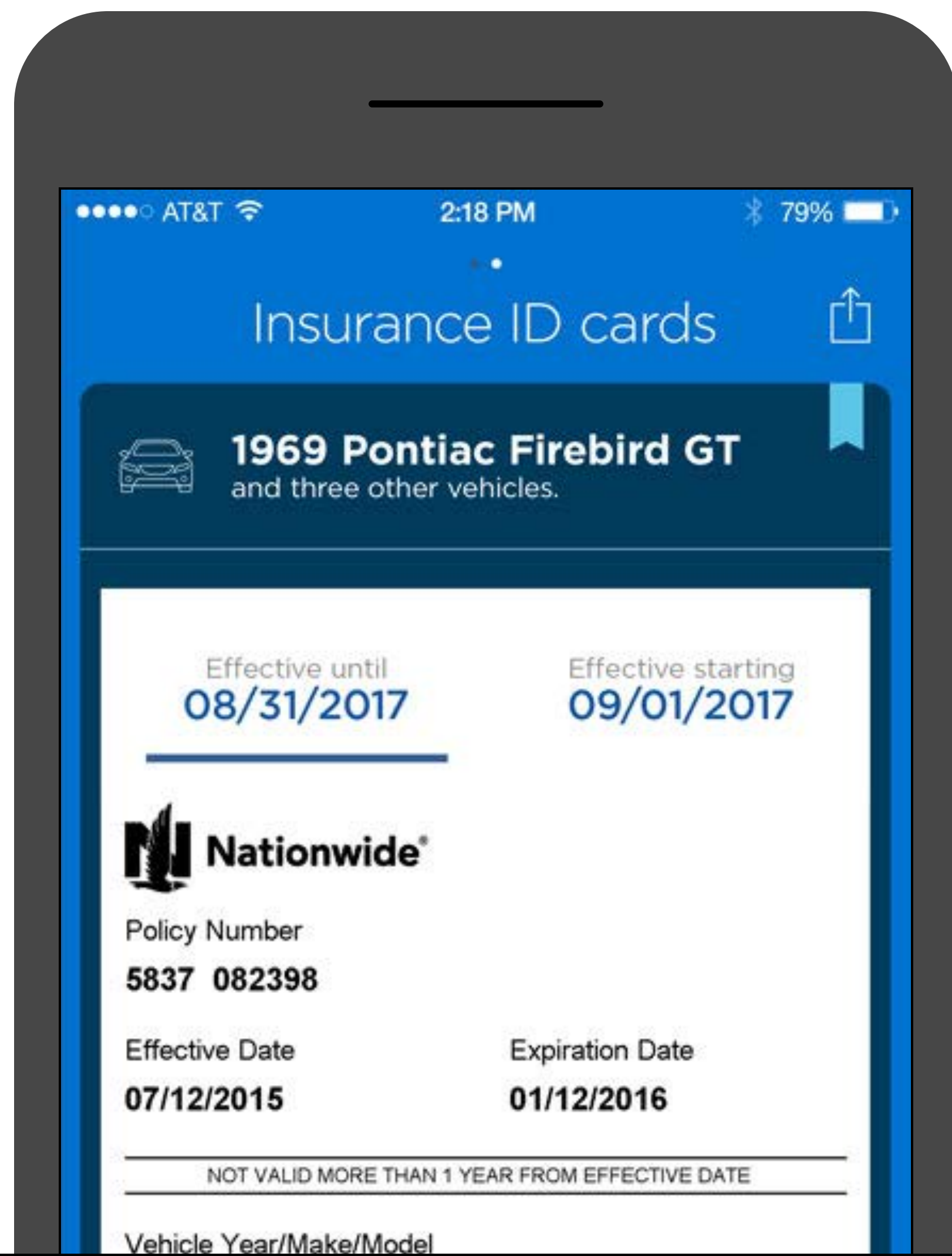


Nationwide Mobile

one app for all your sides



Nationwide's mobile app started as a blue-sky answer to the question "What should the our app experience look like?" In March of 2017, with buy in from the business, the UX team started to execute on that idea.

I joined in April of 2017 and took over as the UX lead of the project in September. With the help of 50+ stakeholders, our 6 person design team created an app used by 150,000 people every month.

Timeframe

8+ months

with ongoing design support

Shipping

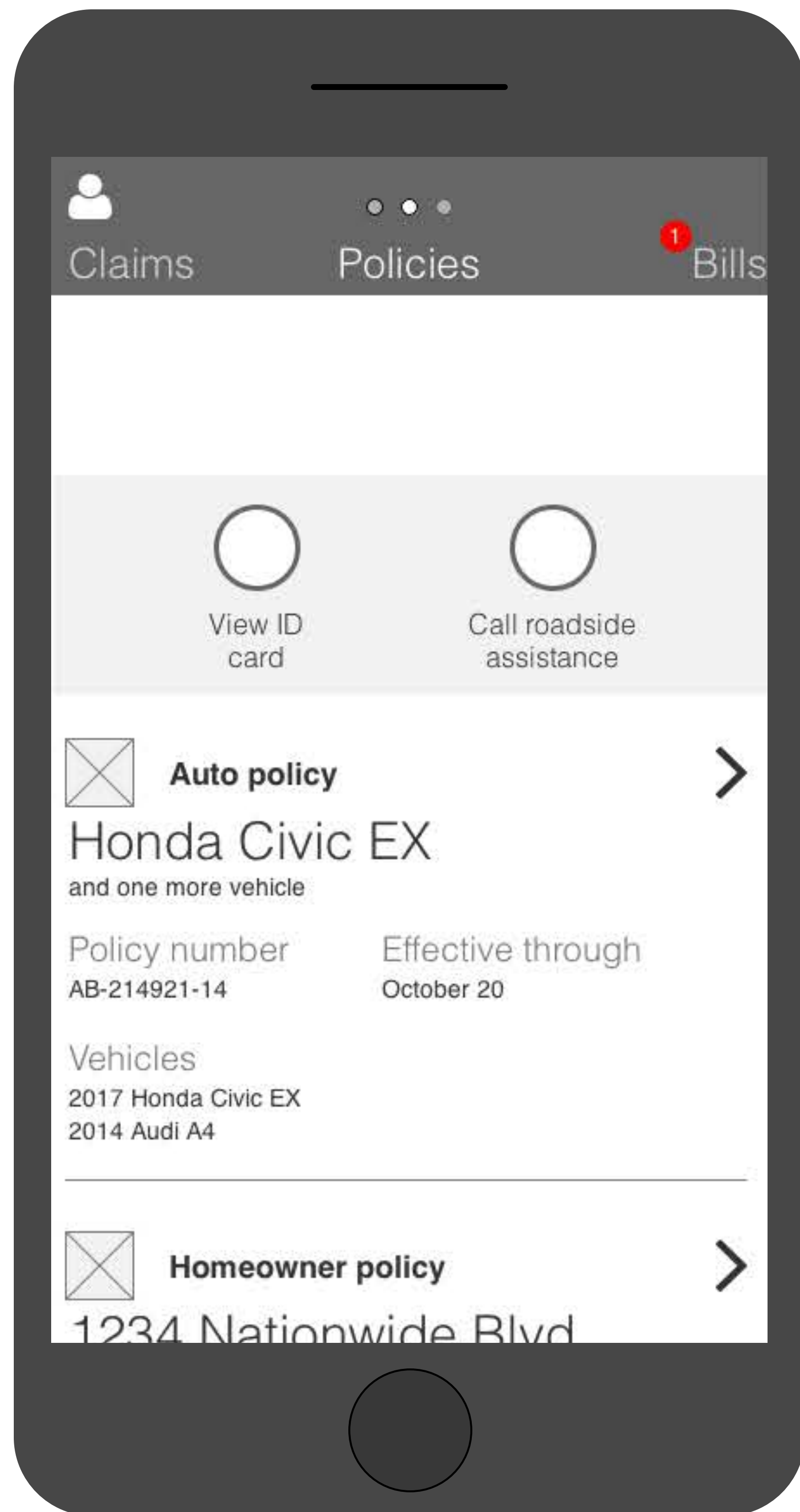
January 2018

Role

UX Lead

and Interaction Designer

Designs by Joel Wisneski
hi@Joelski.design



What we did

We laid the groundwork for what Nationwide's app will be for years to come. With 3 years of features currently planned and prioritized, we had to look ahead to emerging patterns.

Designed for

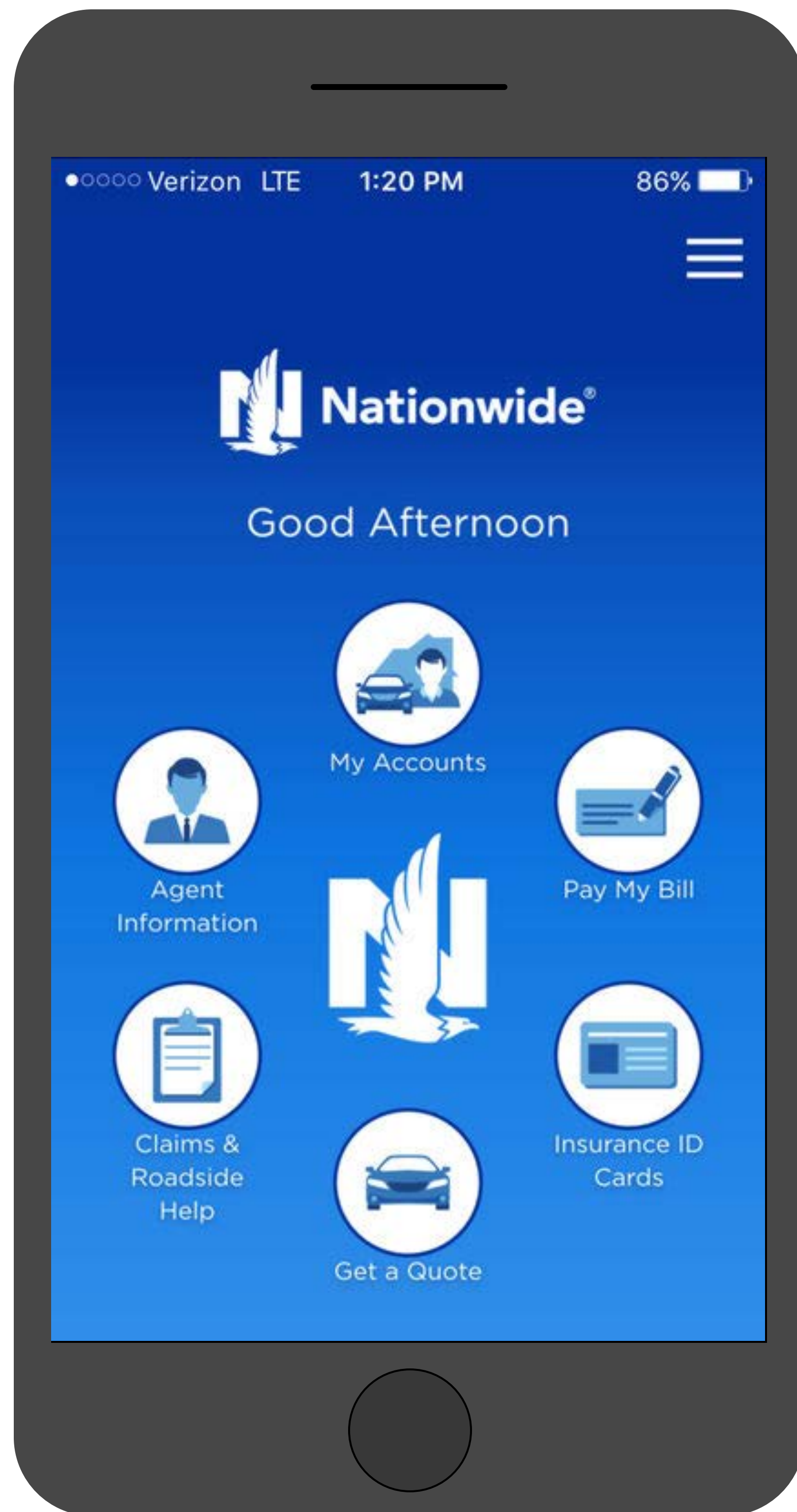
Customers

not for the business

Made to be

Scalable

with design modules



Why we did it

the current app just doesn't cut it



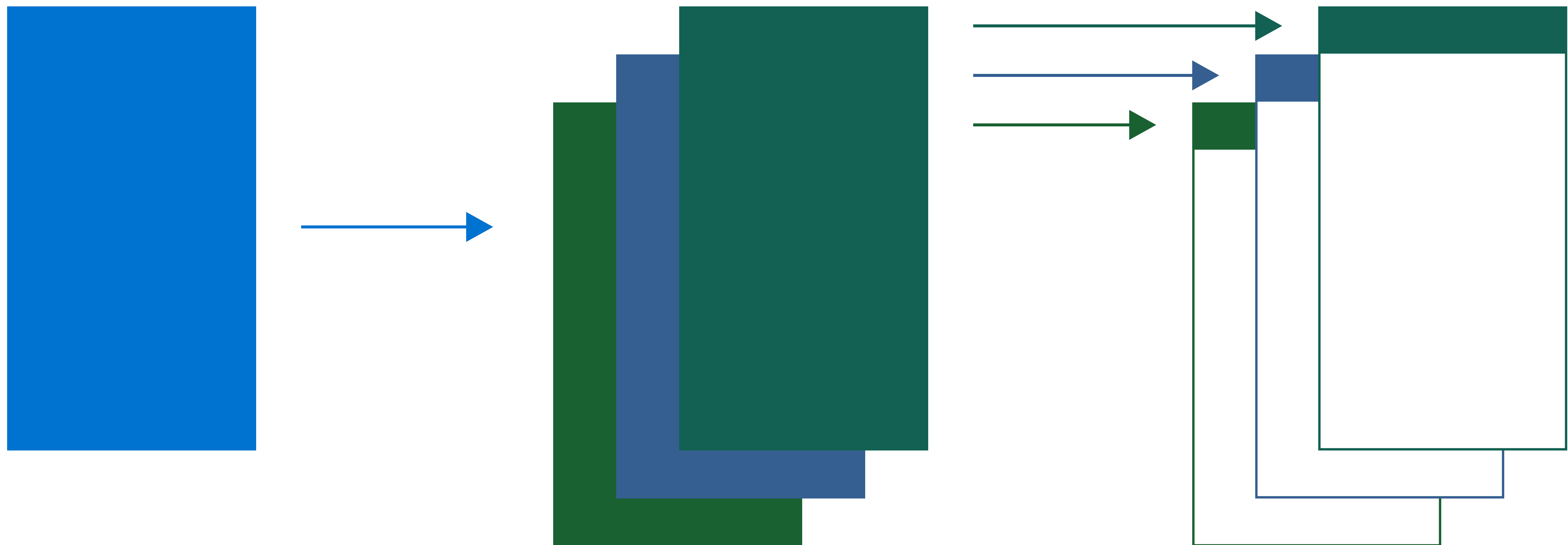
Nationwide Mobile's App Store rating December 2017

The current Nationwide app was made for the business, not for the customers. We used this feedback to start over from scratch. Where the current app isn't scalable our design is modular and features can be added or removed with little effort.

Scaling up with ease

everything is modular

The design removes the classic hamburger menu in favor of scrolling and swiping to navigate. To add information we can add a data module. To add entire features we can add a collection of modules.



2 week iterations

and the challenge of agile design

Week 1	Week 2
Monday Design Sprint Kickoff	Monday Evaluating results
Tuesday Framing the problem	Tuesday Design changes
Wednesday Divergence	Wednesday Other project work
Thursday Convergence	Thursday Planning for next week
Friday Testing with customers	Friday Preparing for next week

We wanted to sync up with our development teams so we used 2 week design iterations to keep work flowing.

For some projects we developed a design sprint model to fit testing into our workflow. If it's on the calendar you have to do something.

I think a common pitfall of agile design is the lack of time for discovery and exploration. These sprints gave us a little time to think creatively and we used many of those ideas to redefine our overall vision for the project.

Getting feedback

any way we can get it

With tight deadlines we took sketches and low fidelity prototypes to the cafeteria to get quick and dirty feedback. UserZoom provided more detailed insights on higher fidelity prototypes.



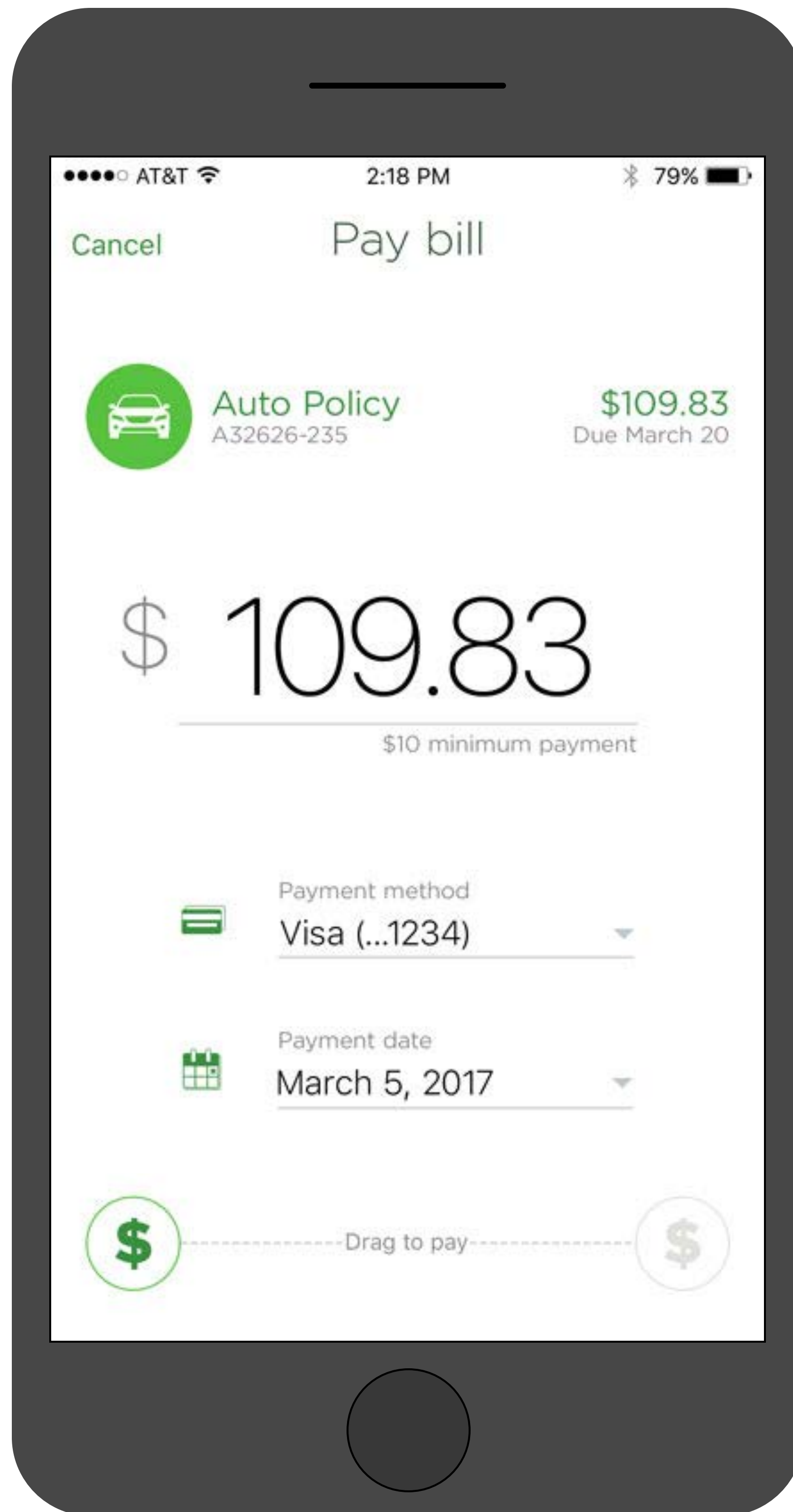
Taking the lead

filling the role after a quick departure

After about 4 months, our UX Lead suddenly left the project. I had to take over his role as well as mine within a few hours.

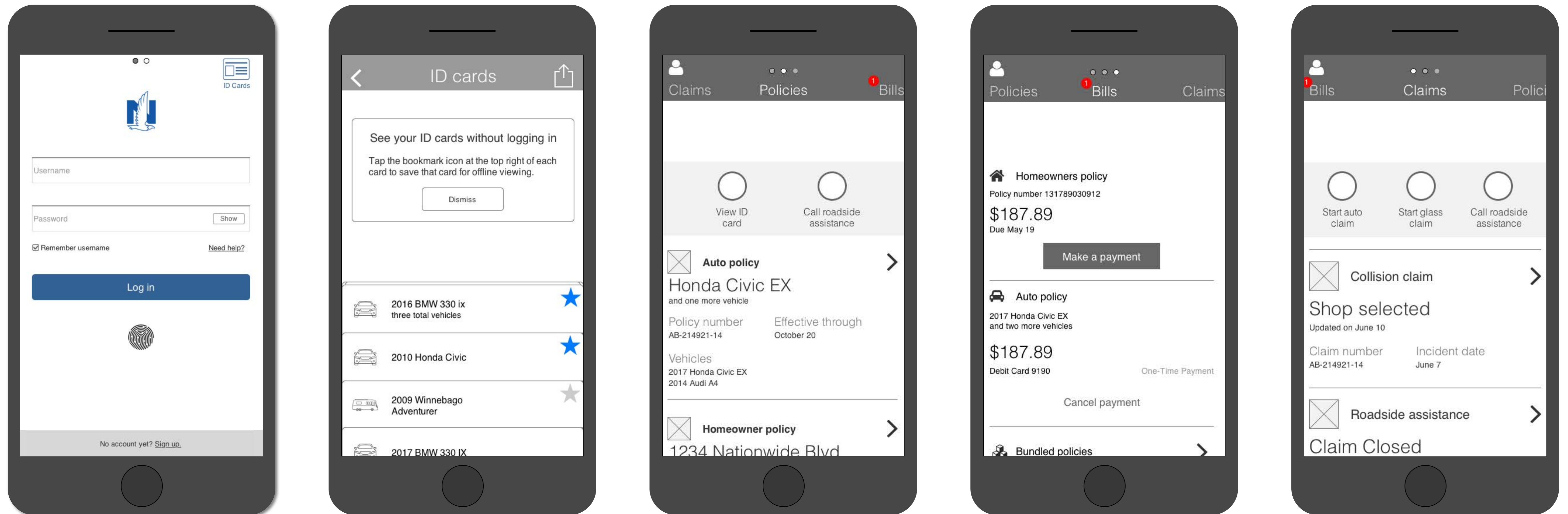
Not only was I responsible for my own work but my team's work as well. I had to develop an intake process and communicate progress to 50+ stakeholders every week.

It's been a challenge to jump into this role without much time to prepare but this has been a huge learning opportunity as well.



Live January 2017

coming to the App Store and Google Play



See where I came from

or say "hey"