

Orr Shtuhl

Product design portfolio

Wirecutter topic pages

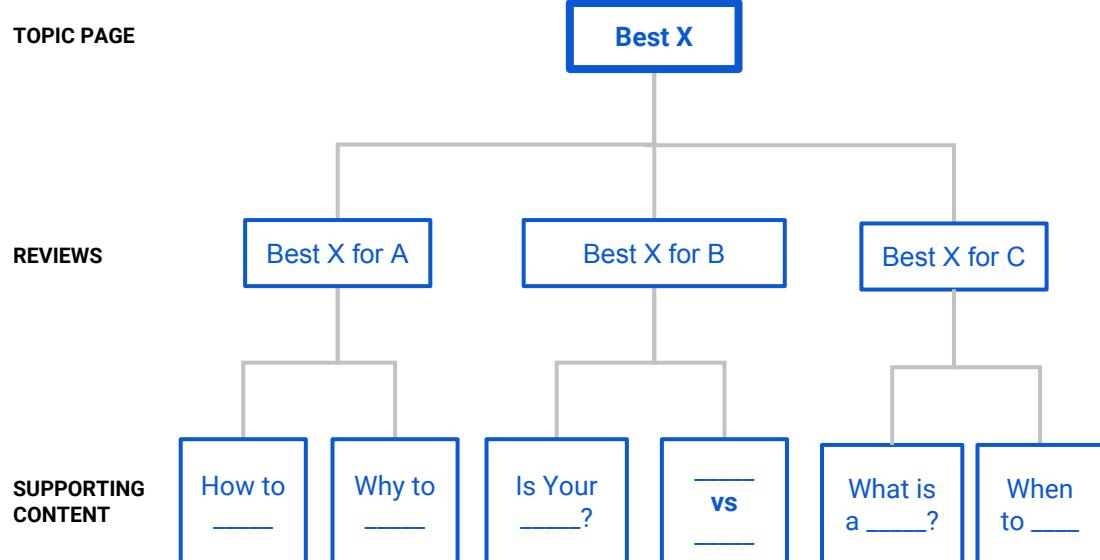
Topic pages are a new content type we created to help readers understand and buy products with many use cases to consider — such as headphones (earbuds, noise-cancelling, workout) or vacuum cleaners (canister, cordless, robot).

The result was an 11% increase in conversion rate — plus a halo of readers who recirculated to other reviews to learn more.

Role: Research, feature definition, content strategy, UX, visual design

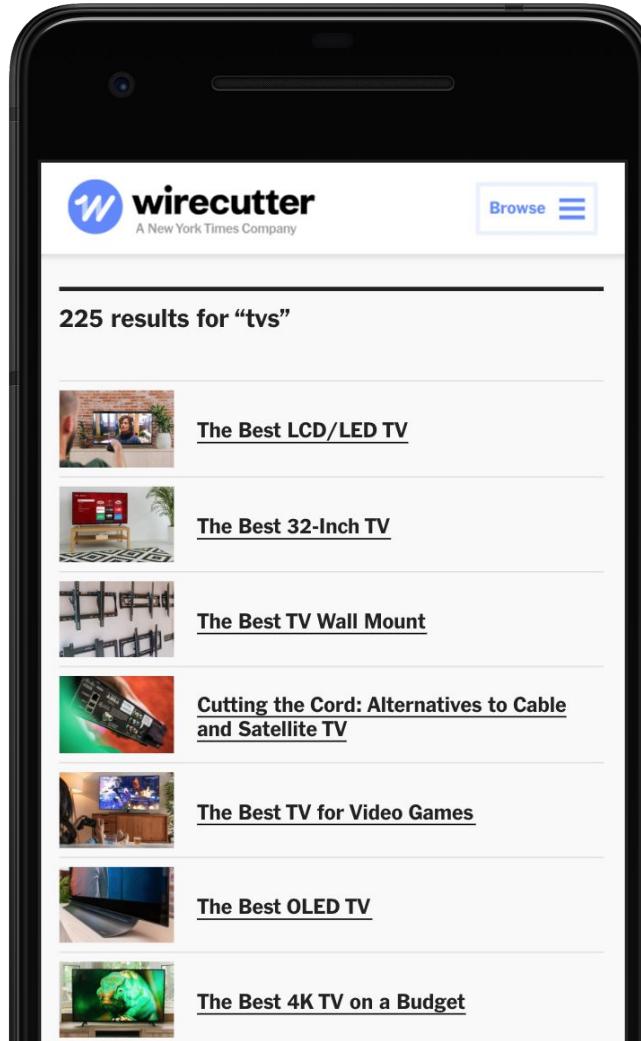
Topic pages began as an SEO requirement, not a user need. We needed to create an overall “Best X” page to build topical authority with Google.

As design lead, I looked for a way to turn this into a win for our users, too.



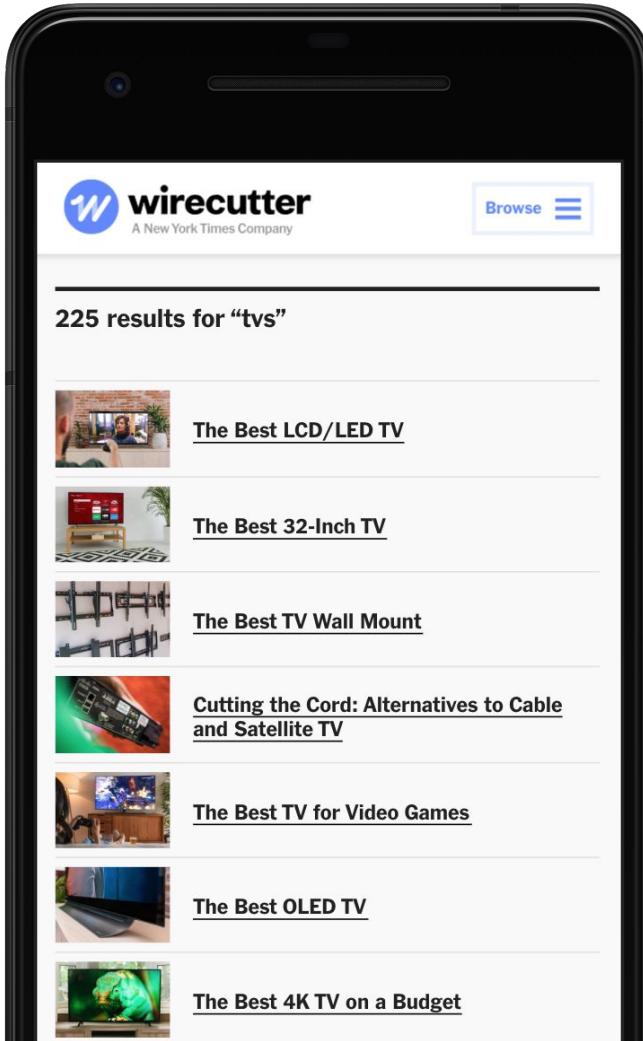
I redefined the problem around a user need:
With complex categories (like TVs), readers were overwhelmed with options.

We created topic pages to give people a clear place to start.



But was it better to give them the lay of the land first, with a comprehensive intro to the category?

Or help them find their item quickly and optimize for buying?



I came up with 2 hypotheses to test with readers.

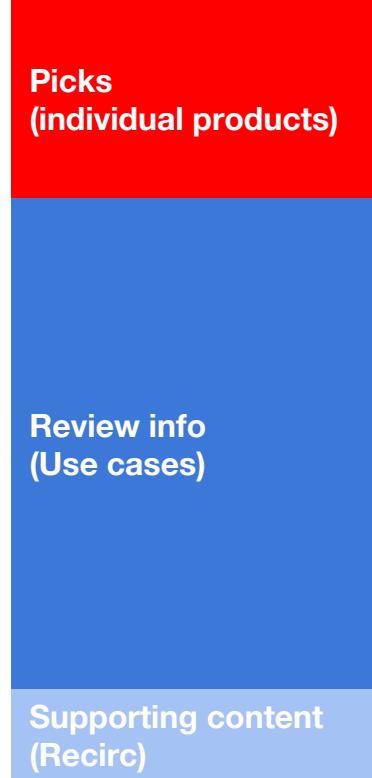
In the process, I introduced qualitative testing to the company, and coached a designer through their first testing experience.



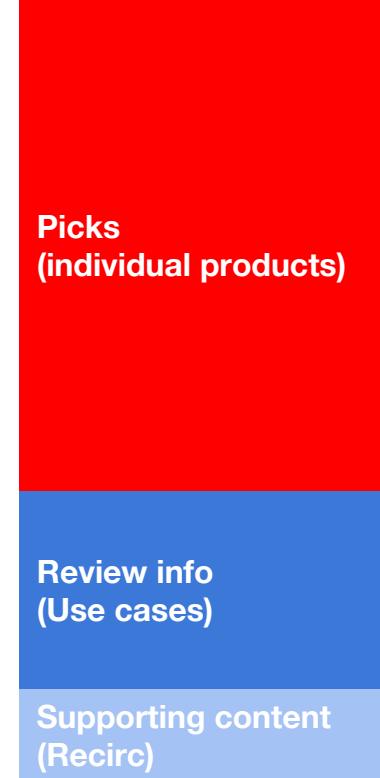
I led content strategy for
2 variations:

- 1. Optimized for education,**
organized around reviews
- 2. Optimized for buying,**
organized around picks

1: Optimized for education



2: Optimized for buying



Here were the variations:

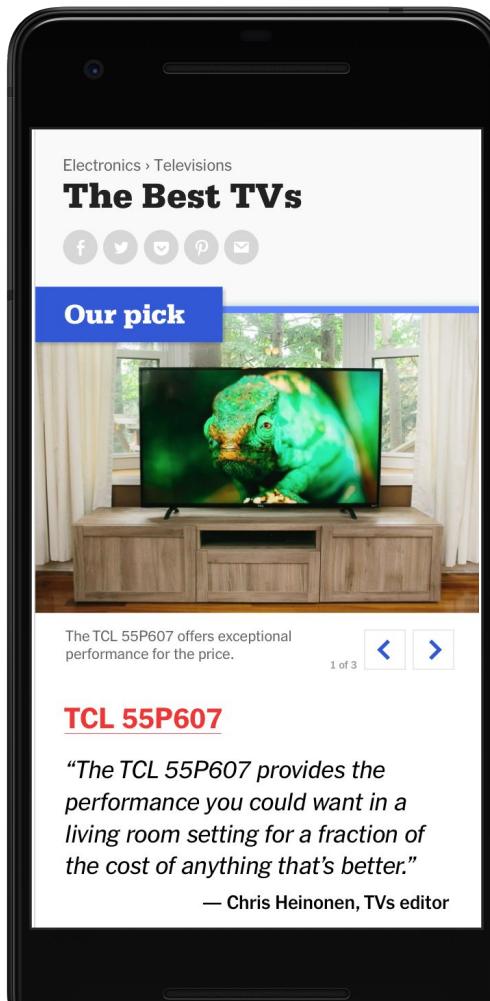
1. Optimized for education

Organized around reviews,
editorial, human

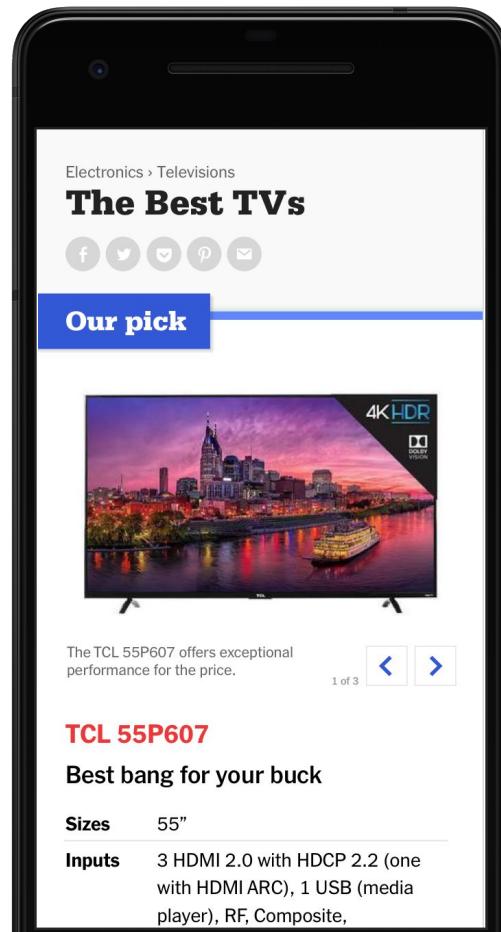
2. Optimized for buying

Organized around picks,
bite-size, scannable

1. Optimized for education



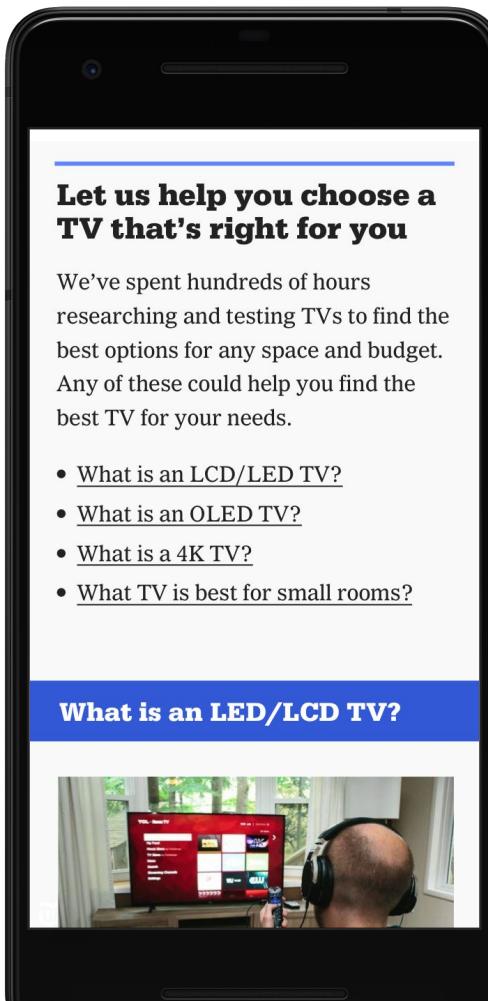
2. Optimized for buying



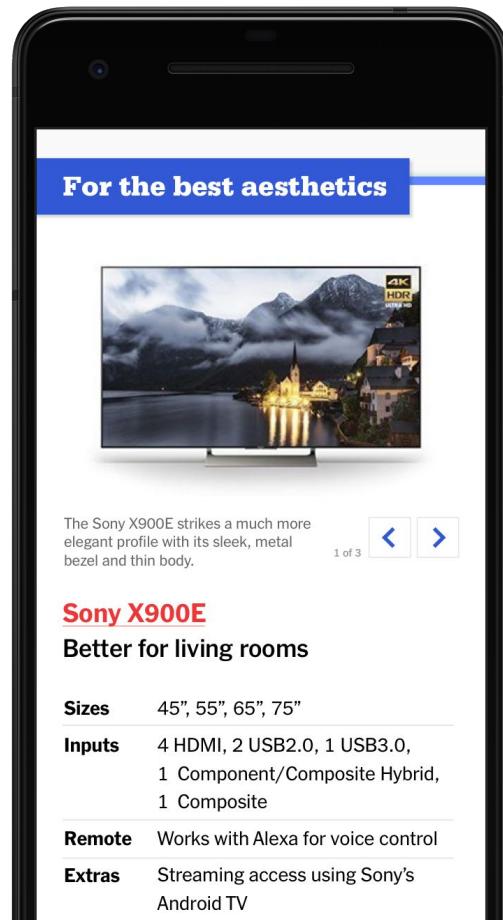
In #1 we designed modules that helped people navigate our content.

In #2 we gave them the highlights at a glance.

1. Optimized for education



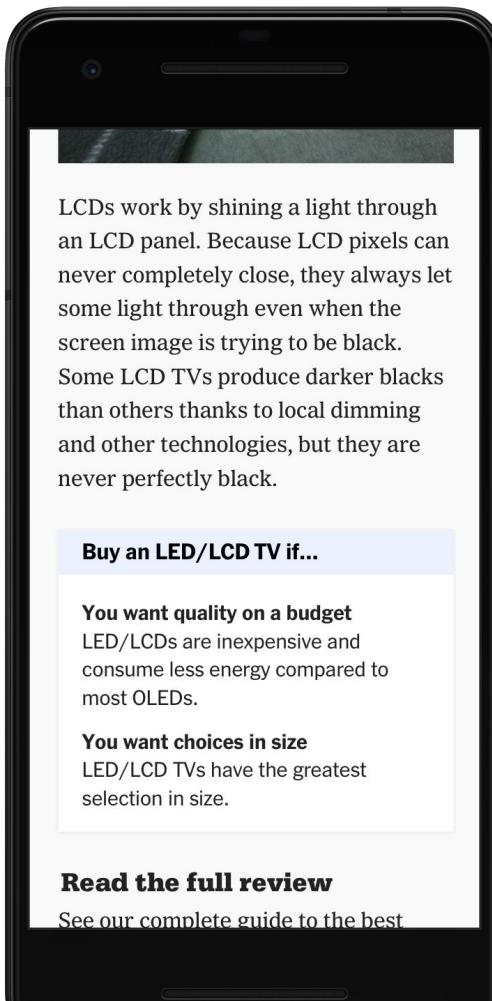
2. Optimized for buying



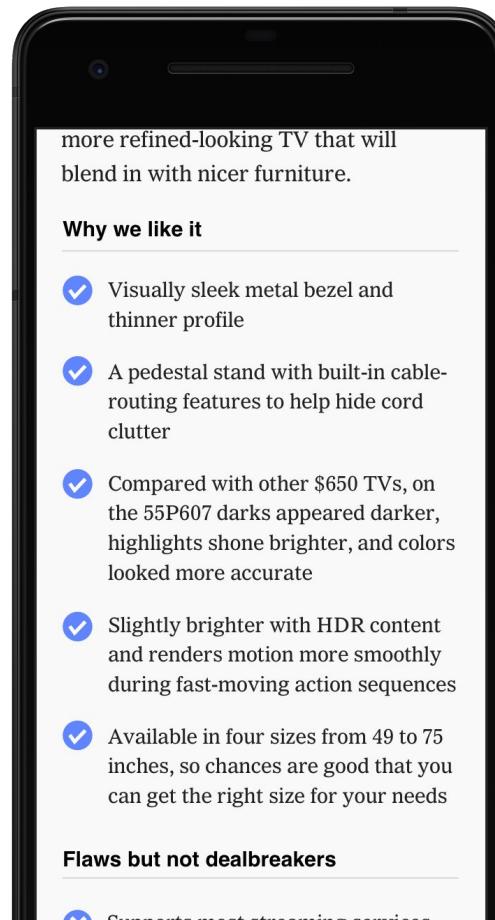
In #1 we used context to help readers parse their decision.

In #2 we put things in neat bullets.

1. Optimized for education



2. Optimized for buying



In testing, users liked both options equally; each one accommodated a different type of reader. Our takeaway was that any structured module was a breath of fresh air from our typically text-heavy site.

In the final design, the pages lead with a strong opinion on what to buy, followed by clear navigation of the topic.

The new template performed 11% better in CTR to merchants compared to the review template.

See the desktop version on the next page.



Wirecutter is reader-supported. When you buy through links on our site, we may earn an affiliate commission. [Learn more](#)

Electronics > Home Theater

The Best TVs

by Chris Heinonen

Wirecutter's pick for best TV

Vizio P-Series F1

The best overall LCD/LED TV

- Bright, clear image quality comparable with that from \$1,000+ TVs
- Integrated TV tuner, Chromecast, and built-in support for all major streaming services
- Voice control with Google Assistant or Amazon Alexa
- Must be mounted or placed on a table that is as wide as it is

Key specs:

- Ultra HD resolution
- HDR10, Dolby Vision, and HLG support
- Five HDMI inputs

\$650 from Best Buy

\$700 from Dell



The research

- **Great image quality for the price** Best for most people
Best LCD/LED TV
- **If you can't spend as much**
Best budget 4K TV
- **A brighter picture for daytime viewing**
Best upgrade LCD/LED TV
- **Upgrade for the best possible performance**
Best OLED TV
- **For small spaces**
Best 32-inch TV

Great image quality for the price

Best for most people

Best LCD/LED TV



Our pick

Vizio P-Series F1

The best overall LCD/LED TV



\$650 from Best Buy

\$700 from Dell

! May be out of stock

See our complete coverage and learn more in our full review



The Best LCD/LED TV

by Chris Heinonen

Vizio's [2018 P-Series](#), with a 120 Hz refresh rate and great HDR performance, is our favorite LCD/LED TV and comes in 55-, 65-, and 75-inch sizes.

If you can't spend as much

Best budget 4K TV



Going forward, we want to test improving in-page navigation by making it more visual, so readers can compare the products side by side.

This test is planned for 2019.

The research

- **Great image quality for the price** Best for most people

Best LCD/LED TV

- **If you can't spend much**

Best budget 4K TV

- **A brighter picture**

Best upgrade LCD/LF

- **Upgrade for the best**

Best OLED TV

- **For small spaces**

Best 32-inch TV

- **What about smart**

- **What about Samsung**

Here's how to find the right TV for you

Start by thinking about what you really need TTKT.



LCD/LED TVs

A good mix of price and quality

For most people



OLED TVs

An upgrade in image and look



4K TVs

Supports 4K streaming content



32" (SMALL) TVs

Best suited for smaller spaces



Wirecutter.com redesign

The redesign of Wirecutter.com was our first move after the company's acquisition by The New York Times. My team and I redesigned 7 templates to be mobile-first and ready for iteration.

The result was a 26% increase in our mobile conversion rate and, shockingly, a favorable reception from even our most die-hard fans.

Role: Product design director, contributing designer

My team need to apply our rebrand to every template on the site, launching our redesign by October 2017 (to avoid an SEO hit close to Black Friday).

Along the way, we sought to improve CTR to merchants on mobile, a weak spot in the site's performance.

THE WIRECUTTER

Jump to a category... ▾

Search...

HOME PAGE > AUDIO, MOBILE EXTRAS, MOST POPULAR

The Best Portable Bluetooth Speaker

LAST UPDATED: MAY 8, 2017 BY BRENT BUTTERWORTH



A blue UE Boom portable Bluetooth speaker is shown floating in clear water. The speaker has a textured, mesh-like surface and a red 'UE' logo on its side. It is surrounded by ripples and bubbles in the water.

[Tweet](#) [Share](#) [Pocket](#) [Pin it](#) [Email](#)

Hello

The Wirecutter and The Sweetest New York Times Company) are gadgets and gear for people who know what to get. When readers buy our independently chosen equipment, we earn affiliate commissions that help support our work. Here is an explanation of what we do, and how to support our work.



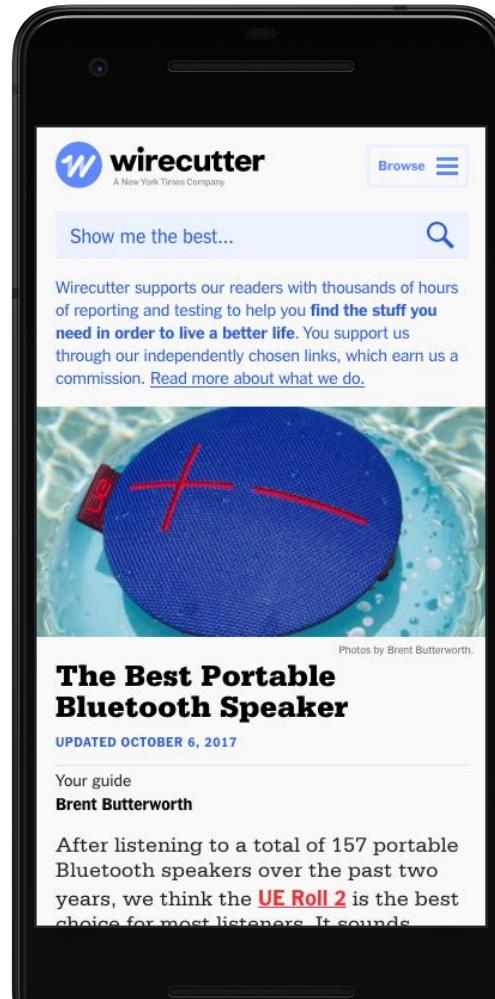
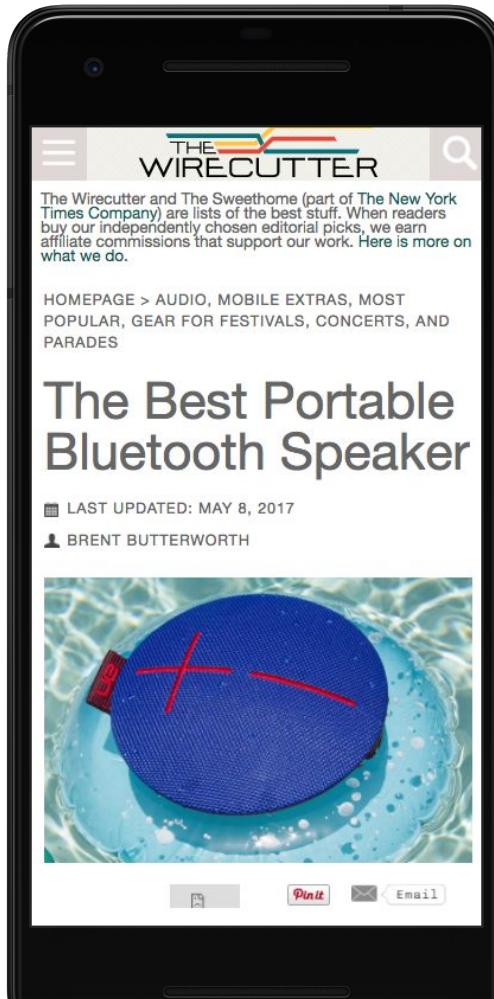
We hand-pick and analyze our deals obsessively. Follow us on Twitter at @theWirecutter to see any updates we make throughout the day.

The Best Clothing Iron



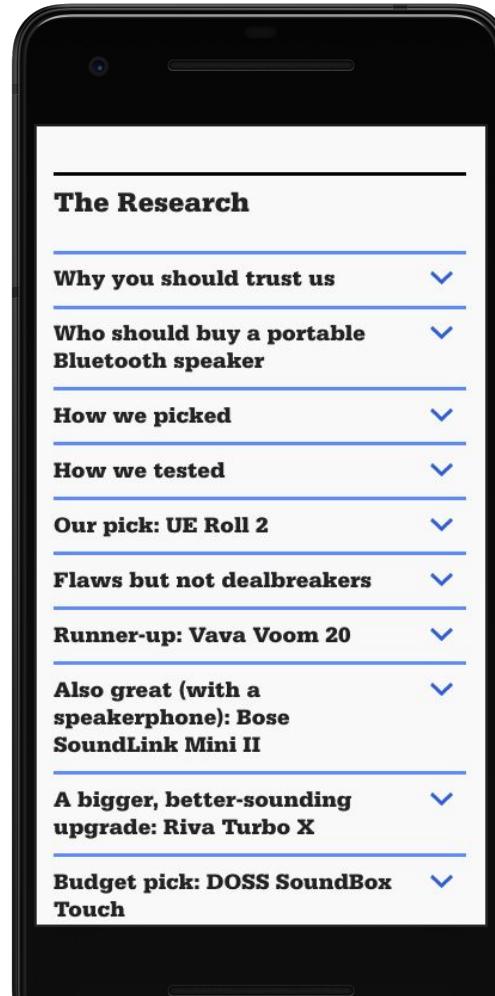
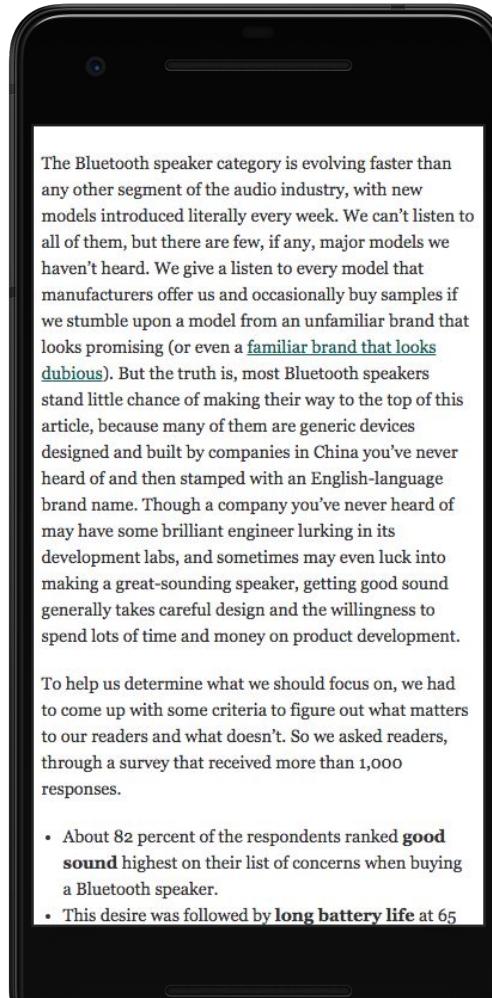
The review page is the site's workhorse, and the mobile experience was a long, undifferentiated scroll.

We implemented our new brand identity, established type hierarchy, and improved legibility.



We added a table of contents, which is initially collapsed for easy scanning.

The result was a **26%** increase in mobile CTR to merchants.



The old deals page was an unwieldy blog post – a stock Wordpress template.

From archive.org

 THE WIRECUTTER

Jump to a category... Search... | 

Hello

The Wirecutter and The SweetHome (part of The New York Times Company) are lists of the best gadgets and gear for people who quickly want to know what to get. When readers choose to buy our independently chosen editorial picks, we earn affiliate commissions that support our work. Here is an explanation of exactly what we do, and how to support our work.

Your Guides

 Adam Burakowski is a writer with a particular passion for hot deals, weight training, and a side of social issues. He's the associate deals editor for The Wirecutter and The SweetHome.
+Email
+Twitter

 Dan Kim is a writer with a very particular set of skills - most of which revolve around hot deals, martial arts, and gaming. He's the assistant deals editor for The Wirecutter and The SweetHome.
+Email


The Best Deals

LOGITECH M510 WIRELESS OPTICAL MOUSE

HOMEPAGE > DEALS

The Best Deals We Can Find

LAST UPDATED: 2 DAYS AGO

Because we think we can make a small difference by being picky, here are some great deals on solid pieces of gear.

Osprey Farpoint 40 Travel Backpack

Street Price: \$160 MSRP: \$160 Deal Price: \$124

This is a decent sale on our carry-on size pick travel backpack that comes within a few dollars of the best price. We see this backpack drop down to the \$120 range every few months, so while the \$40 drop may not be surprising, it's still a pretty good deal.

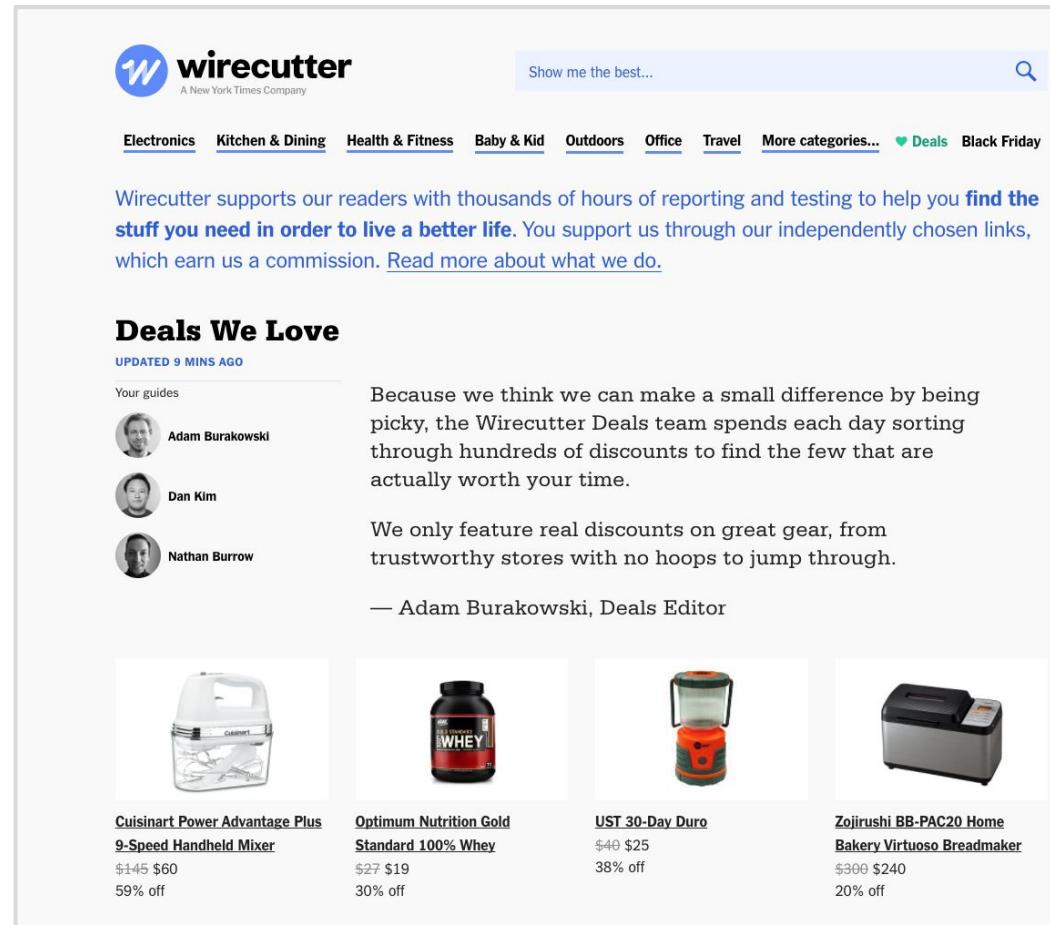
 \$124 from Amazon

Great Price
Osprey Farpoint 40 Travel Backpack

Comes within a few dollars of previous low, available in black in both small/medium and medium/large.

We increased the information density to make it more shoppable, and gave it some editorial character.

As a result, CTR to merchants on this page nearly doubled.



The screenshot shows the homepage of wirecutter.com. At the top, there's a navigation bar with categories like Electronics, Kitchen & Dining, Health & Fitness, Baby & Kid, Outdoors, Office, Travel, More categories..., Deals, and Black Friday. A search bar is on the right. Below the nav, a banner reads "Wirecutter supports our readers with thousands of hours of reporting and testing to help you [find the stuff you need in order to live a better life](#). You support us through our independently chosen links, which earn us a commission. [Read more about what we do.](#)" A section titled "Deals We Love" is highlighted, with a sub-section "Your guides" featuring profiles for Adam Burakowski, Dan Kim, and Nathan Burrow. Below this, a quote from Adam Burakowski, Deals Editor, is displayed. The main content area shows four product deals: a Cuisinart Power Advantage Plus 9-Speed Handheld Mixer, Optimum Nutrition Gold Standard 100% Whey protein powder, UST 30-Day Duro lantern, and Zojirushi BB-PAC20 Home Bakery Virtuoso Breadmaker.

wirecutter
A New York Times Company

Show me the best...

Electronics Kitchen & Dining Health & Fitness Baby & Kid Outdoors Office Travel More categories... Deals Black Friday

Wirecutter supports our readers with thousands of hours of reporting and testing to help you [find the stuff you need in order to live a better life](#). You support us through our independently chosen links, which earn us a commission. [Read more about what we do.](#)

Deals We Love

UPDATED 9 MINS AGO

Your guides

 Adam Burakowski

 Dan Kim

 Nathan Burrow

Because we think we can make a small difference by being picky, the Wirecutter Deals team spends each day sorting through hundreds of discounts to find the few that are actually worth your time.

We only feature real discounts on great gear, from trustworthy stores with no hoops to jump through.

— Adam Burakowski, Deals Editor

			
Cuisinart Power Advantage Plus 9-Speed Handheld Mixer \$145 \$60 59% off	Optimum Nutrition Gold Standard 100% Whey \$27 \$19 30% off	UST 30-Day Duro \$49 \$240 38% off	Zojirushi BB-PAC20 Home Bakery Virtuoso Breadmaker \$300 \$240 20% off

The homepage needed to convey the new brand and help readers navigate by showing them the breadth of our content.

Above the fold, I used a custom grid to lend a newsy, curated feel and an editorial point of view.



Wirecutter

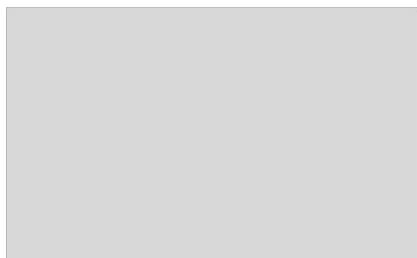
Electronics Appliances Kitchen & Dining Home & Garden Babies & Kids Pets Travel MORE CATEGORIES ▾ DEALS

COMMAND YOUR COUCH

The Best TV

The best TV for most people is the 65-inch Vizio P65-C1. With its advanced full-array local-dimming backlight, it looks better across more content than the other LCD TVs we tested and considered.

Best 4K TV on a Budget
Best Gear for Building Your Home Theater



The Latest Deals

Because we think we can make a small difference by being picky, here are some great deals on solid pieces of gear.



Deal name
\$100 \$75



Deal name
\$100 \$75



Deal name
\$100 \$75



Deal name
\$100 \$75



Deal name
\$100 \$75



Deal name
\$100 \$75

Wirecutter supports our readers with thousands of hours of reporting and testing to find the right gear to live better. You support us through our independently chosen links, which earn us a commission. Find out more about what we do and how to support us here.

NEW AND UPDATED REVIEWS









Best Audio Editing Software for Beginning Podcasters
Audacity

Best Trolley Bags
Eagle Creek Pack-It Specter Wallaby Small

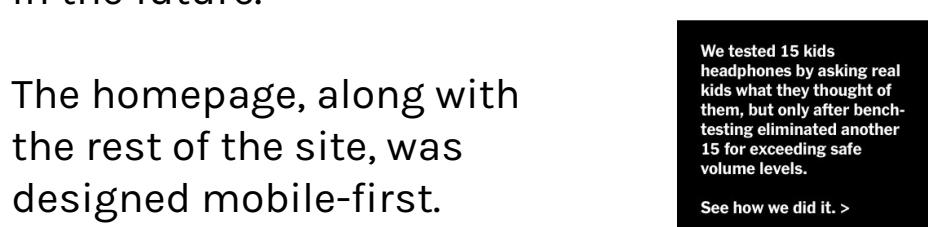
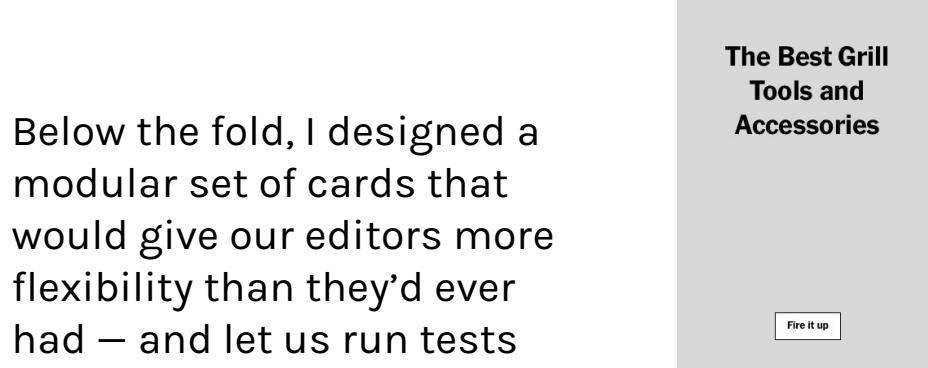
Best Multiroom Wireless Speaker System
Sonos Play:1

Best Canopy Tent for Camping and Picnics
REI Co-op Screen House Shelter

All deals

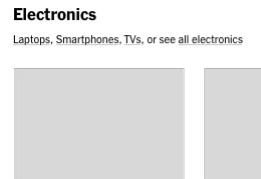
Below the fold, I designed a modular set of cards that would give our editors more flexibility than they'd ever had — and let us run tests in the future.

The homepage, along with the rest of the site, was designed mobile-first.



The Best Grill Tools and Accessories

After testing more than 90 tools over four years, we have over a dozen grill-accessory recommendations: spatulas, thermometers, tongs, and everything else you need to have an amazing barbecue.

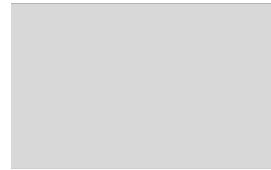


The Best Gaming Laptop The Best S



Pack Like a Pro

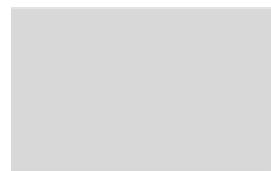
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The Best Gear for Travel

By Wirecutter Staff

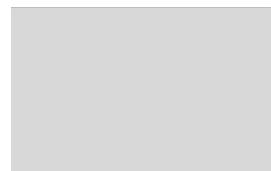
What does it mean to travel well? Avoid hassle, pack a single bag, and bring only the necessities.



Best Water Bottle

By Séamus Bellamy

We've conducted almost 70 hours of research into bottles over three years, considered dozens of pieces, and tested 54 bottles made from various materials.



Best Portable Bluetooth Speaker

By Brent Butterworth

After listening to a total of 157 portable Bluetooth speakers, we found the best ones for you.

Visual design was a collaboration with the rest of the team.

At top, we extended the blue and green brand colors, establishing a system that we'd carry through the site.

The screenshot shows the homepage of wirecutter.com. At the top, there's a navigation bar with links for Electronics, Kitchen & Dining, Health & Fitness, Baby & Kid, Outdoors, Office, Travel, More categories..., Deals, and Black Friday. A search bar is also present. Below the navigation, there's a yellow callout box with the text "New home, same crew." followed by a link to "Read more about our redesign and tell us what you think.". To the right of this, there's a large image of several coffee grinders and a French press on a wooden surface. To the left of the main content area, there's a sidebar with sections for "Deals We Love" (listing a Cuisinart Power Advantage Plus 9-Speed Handheld Mixer at \$60 off) and "Optimum Nutrition Gold Standard 100% Whey" (at \$27 off). The main content area features several articles with titles like "The Best Air Mattress", "The Best Wireless Earbuds", "The Holiday Gifts We'd Love to Give in 2017", "The Best Wireless Earbuds Under \$50", "The Best iPhone 7/8 and 7/8 Plus Cases", and "Our Guide to the iPhone X, 8, 8 Plus, 7, 7 Plus, 6s, 6s Plus, and SE". Each article includes a small thumbnail image and a publication date (e.g., TODAY or NOVEMBER 10). On the far right, there's a section titled "RELATED" with links to "The Best French Press", "The Best Espresso Machine, Grinder, and Accessories for Beginners", and "The Best Cheap Coffee Maker". At the bottom right, there's a link to "See all 95 deals".

wirecutter
A New York Times Company

Show me the best... Search

Electronics Kitchen & Dining Health & Fitness Baby & Kid Outdoors Office Travel More categories... Deals Black Friday

New home, same crew.
Read more about our redesign and tell us what you think.

New + updated reviews

The Best Air Mattress
TODAY

The Best Wireless Earbuds
TODAY

The Holiday Gifts We'd Love to Give in 2017
TODAY

The Best Wireless Earbuds Under \$50
NOVEMBER 10

The Best iPhone 7/8 and 7/8 Plus Cases
NOVEMBER 10

Our Guide to the iPhone X, 8, 8 Plus, 7, 7 Plus, 6s, 6s Plus, and SE
NOVEMBER 10

The Best Coffee Grinder
by Liz Clayton

After 65 hours of research and hands-on testing with coffee pros, we think the ultra-consistent [Baratza Encore](#) is the best coffee grinder for most people.

RELATED

The Best French Press

The Best Espresso Machine, Grinder, and Accessories for Beginners

The Best Cheap Coffee Maker

Deals We Love

Cuisinart Power Advantage Plus 9-Speed Handheld Mixer
\$80 \$60
25% off

Optimum Nutrition Gold Standard 100% Whey
\$27 \$19
30% off

Schlage Connect Touchscreen Deadbolt
\$166 \$118
30% off

See all 95 deals

Below the fold, you can see the modular system in play.

Editors can arrange the sections in any order, and select from a system of layouts.

Electronics

[Accessories](#), [Cameras](#), [Smartphones](#), or [see all in Electronics](#)



The Best Wireless Earbuds

UPDATED NOVEMBER 13, 2017

by Lauren Dragan

We tested 25 Bluetooth in-ear headphones for use when commuting or at work, and we think the [Phiaton BT 100 NC](#) gives you the best experience for the money.



The Best Wireless Earbuds Under \$50

UPDATED NOVEMBER 10, 2017

by Lauren Dragan

We tested 11 wireless earbud pairs under \$50, and we think [Skullcandy's Ink'd Bluetooth](#) gives you the most for your money.



The Best iPhone 7/8 and 7/8 Plus Cases

UPDATED NOVEMBER 10, 2017

by Nick Guy

After testing 32 cases for the iPhone 7, 7 Plus, 8, and 8 Plus, we think that Silk's thin, protective, and affordable [Base Grip](#) is the best for most people.

Health & Fitness

[Personal Care](#), [Exercise](#), [Medical Supplies](#), or [see all in Health & Fitness](#)



The Best Electric Razor

UPDATED NOVEMBER 7, 2017

After eight months of testing a dozen shavers on a variety of beard types, we found the [Braun Series 7 760cc](#) to be the best electric shaver for most people.



The Best Running Gear

UPDATED NOVEMBER 1, 2017

You can run while wearing just about anything, but that doesn't mean you'll have a good time

Change is hard for any hardcore user base, but our readers took it well :)



E to the V to the A
@Evees_H

Follow



Replying to @wirecutter

Looks awesome!! Such a BIG Improvement!
Thanks for the easy to use changes!

10:17 AM - 3 Oct 2017



Brian Stucki
@brianstucki

Follow



Replying to @wirecutter

Love the new look.

The Best designed recommendation site:
Wirecutter
Last updated: today

2:11 PM - 3 Oct 2017



tibbs
@tibbsBETA

Follow



Replying to @wirecutter

Looks great! Feels good on mobile 100

10:20 AM - 3 Oct 2017

Soon after, we received our highest praise to date: a parody in McSweeney's.

M C S W E E N E Y ' S
Daily humor almost every day.

OCTOBER 18, 2017

WIRECUTTER REVIEW: THE BEST PAPER TOWEL FOR MOPPING UP TEARS

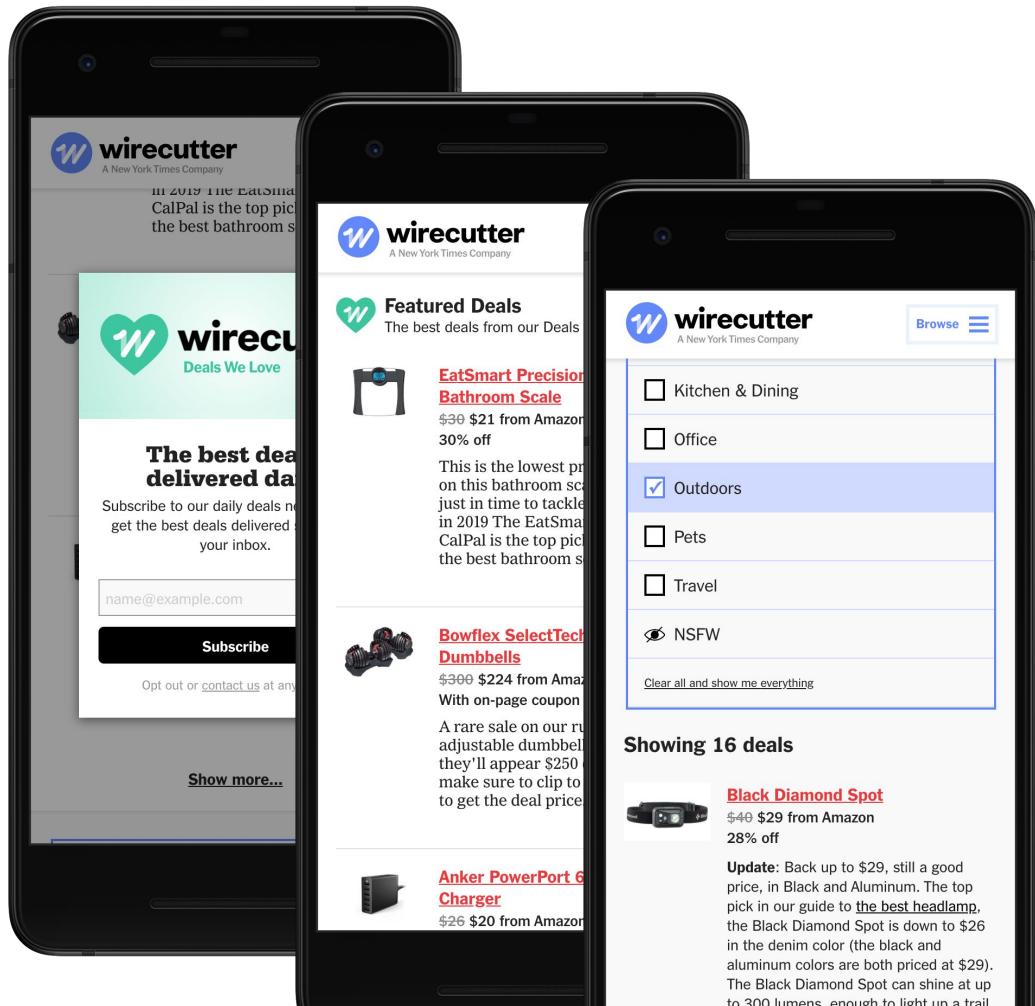
by ANDREW CUSHING

With so many paper towel options available, it's easy for the average consumer to get bogged down. The difference between various brands and styles can be confusing. So we conducted a series of tests of over 40 kinds of paper towels to help determine which is best for cleaning the most common household spill: tears.

Why You Should Trust Us

Drawing from decades of experience covering cleaning products, we created a grading system by consulting at length with paper towel experts and manufacturers. Then, we corroborated our findings

Today we continue to experiment and improve deals coverage, adding filters, featured deals, and new ways to attract newsletter signups.



WeTeachNYC

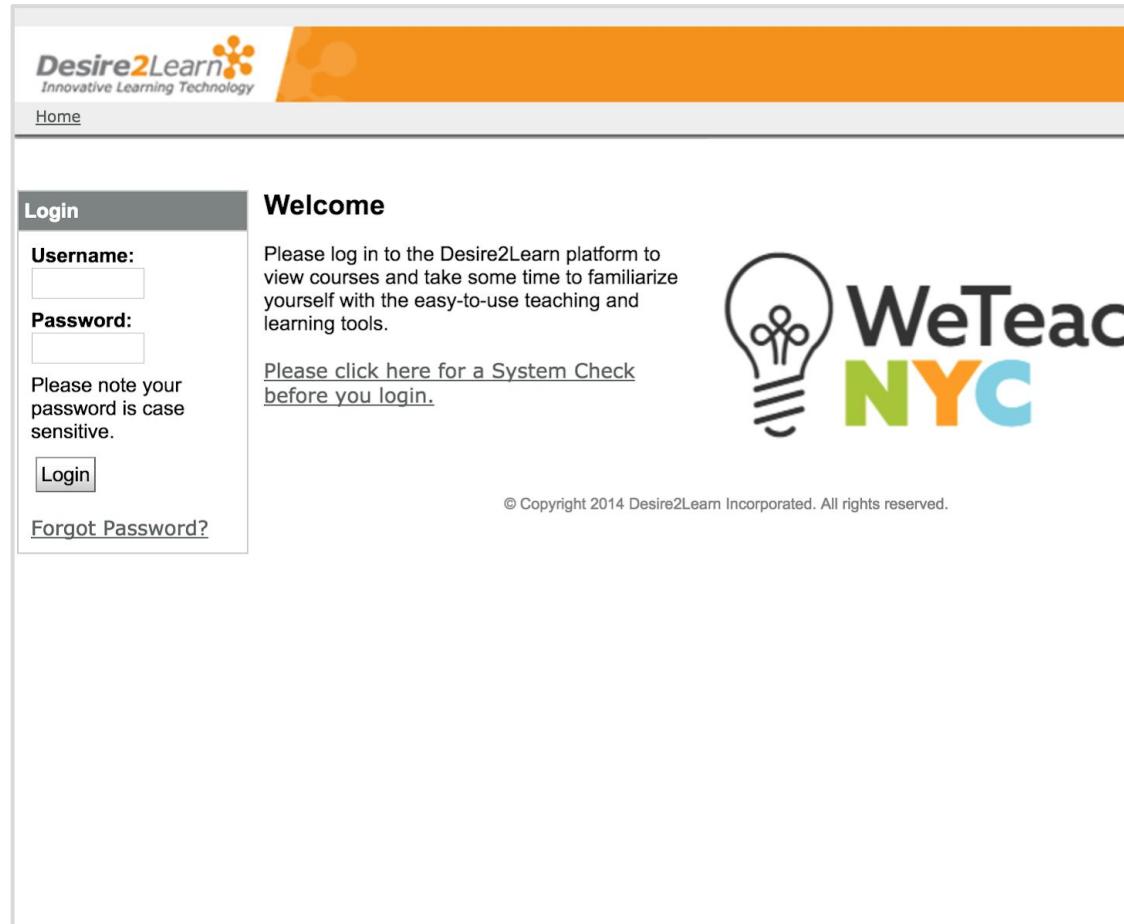
The NYC Department of Education wanted to rethink professional development for its 86,000 teachers.

As author of the product strategy, I replaced their unused enterprise software with an organic, teacher-centered product that grew user adoption by 100x.

Role: Product owner, UX designer

When we started, the site looked like this. It was an enterprise app behind a login wall.

The license was costing the city \$250 million each year. About 300 teachers were using it.



The screenshot shows the Desire2Learn login interface. At the top left is the logo "Desire2Learn Innovative Learning Technology". Below it is a navigation bar with a "Home" link. The main area has a "Login" form on the left and a "Welcome" message on the right. The "Login" form includes fields for "Username" and "Password", a note about case sensitivity, and "Login" and "Forgot Password?" buttons. The "Welcome" message encourages users to log in to view courses and familiarize themselves with the platform. A copyright notice at the bottom right states "© Copyright 2014 Desire2Learn Incorporated. All rights reserved." To the right of the screenshot is the WeTeach NYC logo, featuring a lightbulb icon and the text "WeTeach NYC".

Welcome

Please log in to the Desire2Learn platform to view courses and take some time to familiarize yourself with the easy-to-use teaching and learning tools.

[Please click here for a System Check before you login.](#)

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WeTeach
NYC

The DOE asked us to audit SaaS solutions, but none of the existing products were palatable.

I refocused them on the real problem — user adoption.

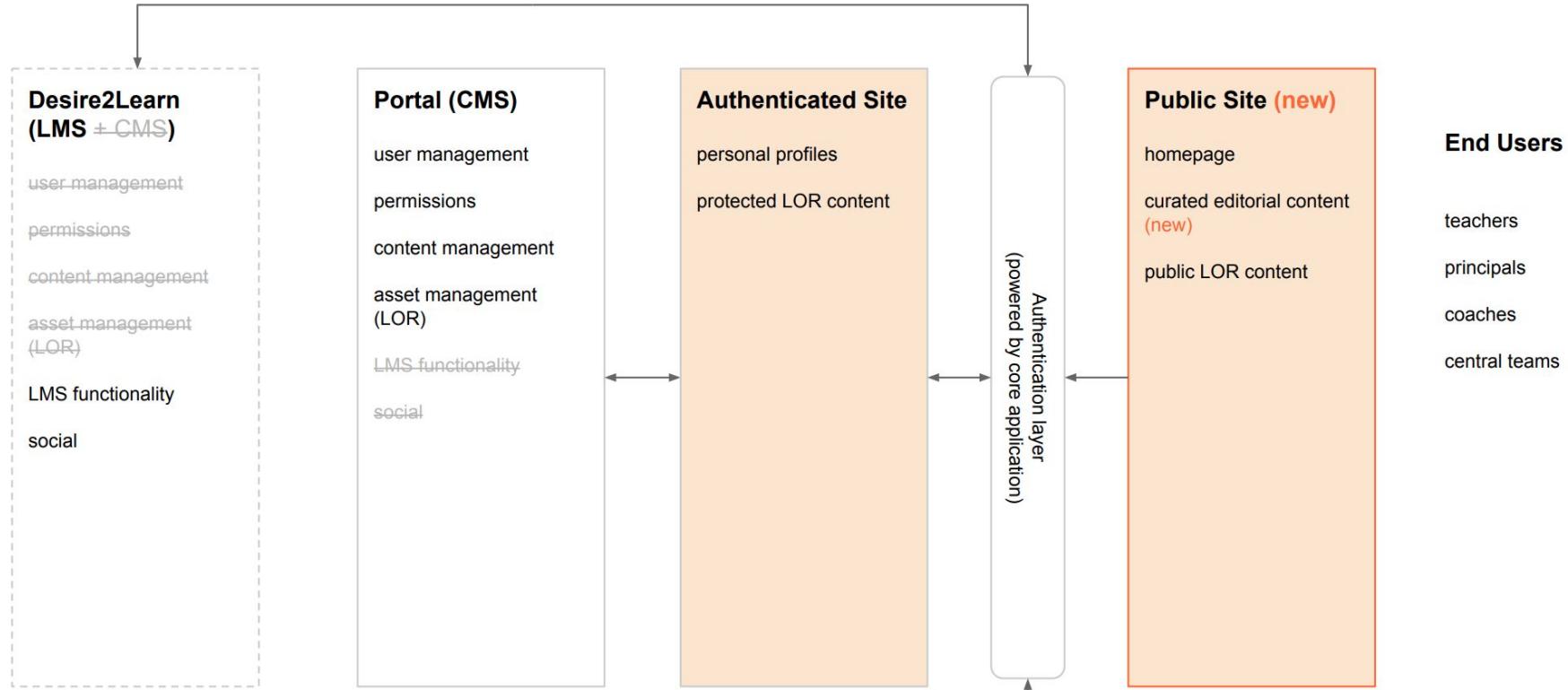
This would be the focus of our new product.

Search		
	Description	Priority (Required, Highly Desired, Nice to Have)
	Customizable search filters	Required
	Different search filters can be applied to different repositories	Required
	Ability to both search and browse based on taxon paths	Required
	Ability to search select metadata fields in a simple search (i.e. if a user types in 8th grade, it will also search the grade field and return results tagged as 8th grade)	Required
	Both simple and advance search options	Highly Desired
	Ability to browse select repositories by taxon path	Highly Desired
	Employ either semantic search and utilize a thesaurus to allow greater discoverability	Highly Desired
	Ability to browse and then apply a search on those resources	Nice to have
	Display related results on resource display pages to provide users with multiple browse pathways	Nice to have

Metadata Administration		
	Description	Priority (Required, Highly Desired, Nice to Have)
	Ability to easily copy and paste metadata for similar resources.	Highly Desired
	Ability to link to related materials based on metadata.	Highly Desired
	Ability to have different metadata fields required for different groups of resources	Required

Sample requirements

To convince the DOE, my proposal included a reframing of the problem as well as a 2-year roadmap of both user features and technical migrations.



In interviews, teachers said they had their own ways of finding resources online. They were deeply skeptical of anything coming out of the DOE.

They wanted flexibility and control, not top-down constraints.

“Teachers want something that they can take control of, rather than something happening to them.”

—6th grade teacher in Queens

My first rule for the new WeTeachNYC was to default to “open” – remove login walls whenever possible.

It was a cultural shift for the DOE, but we opened up 1,000 teaching resources to the public.

The screenshot shows the WeTeachNYC website interface. At the top, there is a navigation bar with the logo "WeTeachNYC" (featuring a lightbulb icon), "Search Library", "NYC's Approach", and three user icons for "Communities", "Log In", and "Help". Below the navigation is a dark banner with "POPULAR SEARCH TERMS:" followed by "Black History", "Hidden Voices", and "discussion". To the right is a search bar with a magnifying glass icon. The main content area features a large circular icon with a document and a red header, labeled "CLASSROOM STRATEGIES". The title "Whole class academic discussion and conversation" is displayed in bold black text. Below the title are two small buttons: "Grades 6 - 12" and "English Language Arts". A "View" button with a download icon is located at the bottom of the circular icon. To the right of the title, a descriptive text reads: "Read a short explanation of the teaching practice called 'Whole-Class, Student-Led Conversation' in which students facilitate their own conversation with peers, using teacher assistance only as needed. Use the sample conversation prompts to help sustain the conversation as students are first learning this process." At the bottom, another text block states: "This resource is excerpted from Teaching to Transform: An instructional practice guide to support struggling readers and writers in grades 6-12. To access the full guide, [click here](#)." A bookmark icon is visible on the right edge of the page.

As a result, **1 in 3** of users at launch found the site through organic search – representing new acquisitions.

The screenshot shows the WeTeachNYC website interface. At the top, there's a navigation bar with the logo "WeTeachNYC" (featuring a lightbulb icon), "Search Library", "NYC's Approach", and links for "Communities", "Log In", and "Help". Below the navigation is a dark banner with "POPULAR SEARCH TERMS:" followed by "Black History", "Hidden Voices", and "discussion". To the right is a search bar with a magnifying glass icon. The main content area features a large circular icon with a document inside, labeled "CLASSROOM STRATEGIES". The title "Whole class academic discussion and conversation" is displayed prominently. Below the title are buttons for "Grades 6 - 12" and "English Language Arts". A "View" button with a download icon is located below the circular icon. To the right of the title, there's a detailed description of the teaching practice. At the bottom, a note states that the resource is excerpted from a larger guide, with a link provided.

Communities Log In Help

POPULAR SEARCH TERMS: Black History Hidden Voices discussion

Search Library

NYC's Approach

Communities Log In Help

Search Library

CLASSROOM STRATEGIES

Whole class academic discussion and conversation

Grades 6 - 12 English Language Arts

View

Read a short explanation of the teaching practice called "Whole-Class, Student-Led Conversation" in which students facilitate their own conversation with peers, using teacher assistance only as needed. Use the sample conversation prompts to help sustain the conversation as students are first learning this process.

This resource is excerpted from Teaching to Transform: An instructional practice guide to support struggling readers and writers in grades 6-12. To access the full guide, [click here](#).

The homepage led with grade and subject filters. Suggested search terms added a touch of curation.

A spacious design and minimal navigation left room for additional features.

The screenshot shows the WeTeachNYC homepage. At the top right are links for "HELP", "NYCDOE LOGIN", and "PARTNER". Below them are three buttons: "Search Library", "Classes & Communities", and "NYC's App". The main header features a lightbulb icon and the text "WeTeach NYC". A large search bar contains the placeholder "Search for lessons, professional learning resources, and more". Below the search bar is a row of "POPULAR SEARCH TERMS": "scope and sequence", "independent reading", "videos", and "lessons". Underneath this is a horizontal navigation bar with dropdown menus for "Grades" (PK, K, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12), "Subject", and "Educational Use".

Welcome to
WeTeachNYC!

WeTeachNYC is an online resource library and professional learning portal created by the New York City Department of Education.

Introduction to WeTeachNYC

We launched for the 2016-2017 school year. When A few months in, it had **32,000 unique monthly users**, with a 50% return rate.

When I left Blenderbox in 2017, we were rolling out new features like playlists, communities, and recommendations algorithms.

The image displays the WeTeachNYC platform interface across three main sections: Community Home, User Profile, and Saved Resources.

Community Home: This section shows a "Collaborative Action Research" project. It includes a "Community Goal" box detailing the CARP project's purpose and a "NEXT STEPS" list. There are also "Recent Discussions" and "Event Upcoming" sections.

User Profile: This section is for Fernando Silva. It features a circular profile picture of him smiling, his name "Fernando Silva", and his email "FSilva@schools.nyc.gov". It also shows his location "X730: Bronx Charter School for the Arts".

Saved Resources: This section displays three "Template" cards for "Landscape Analysis of NonCognitive Measures" across three different grade levels: Grades 6-8 Mathematics.

Logan Airport

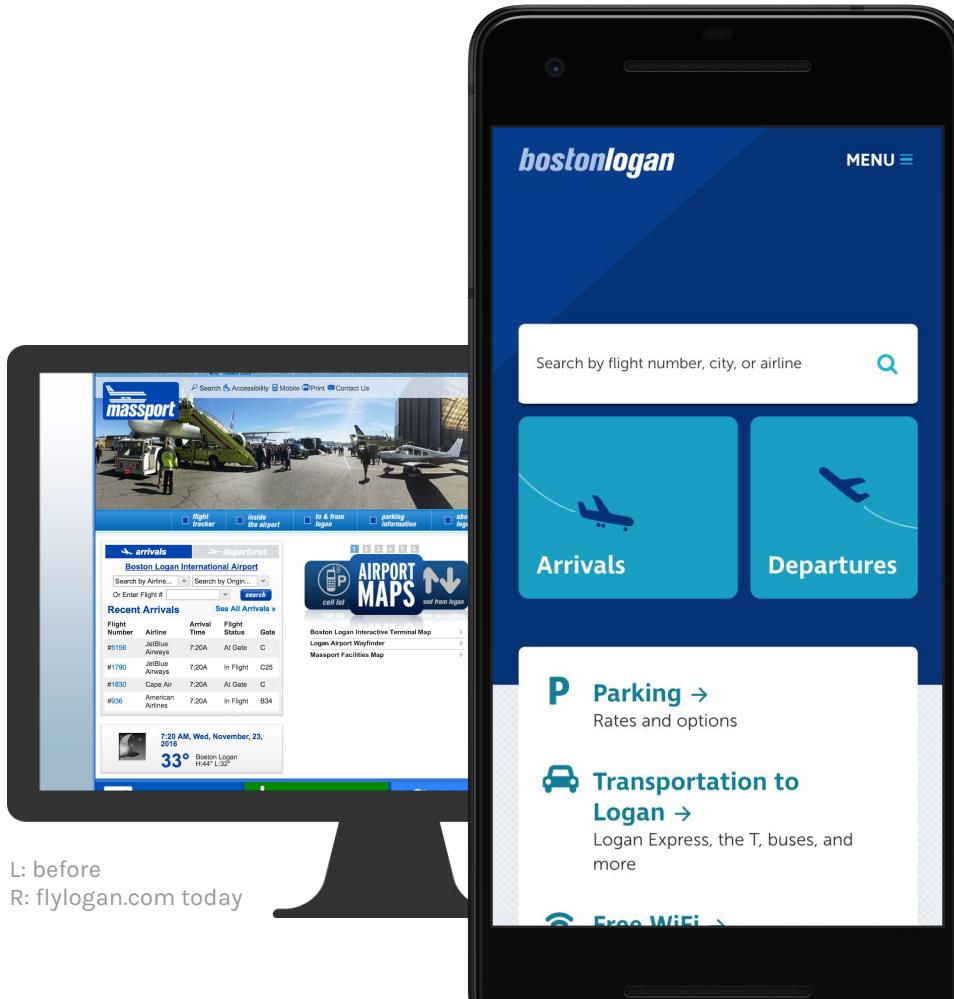
I worked on a team to redesign the Logan Airport website, which serves 4 million people a year, from nearly every country in the world.

I focused the team on mobile usability and devised features to alleviate 11% of site searches. I also led 3 days of usability testing, honing navigation to raise task completion rates from 30% to 60%.

Role: UX director, UX designer, researcher

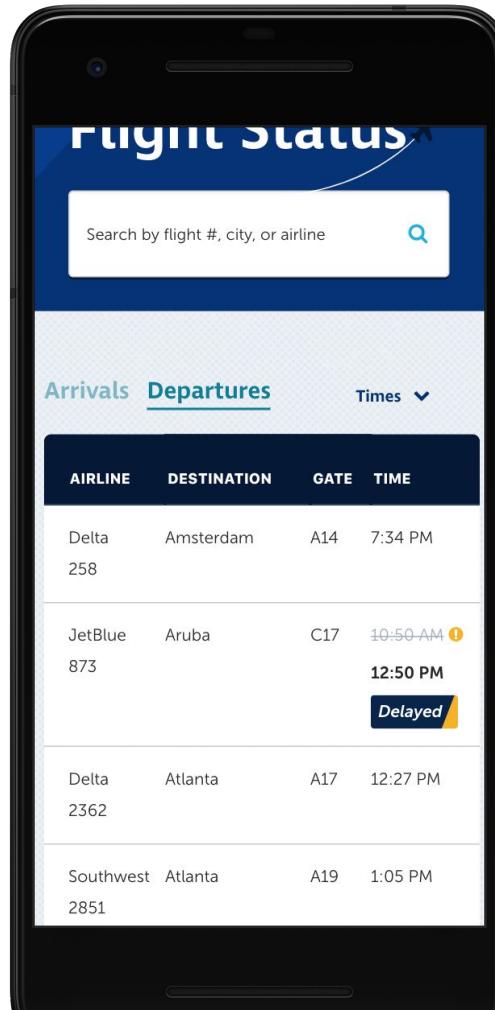
I designed the site mobile-first because most users were on mobile – and they’re the most vulnerable (think back of a cab, or sprinting through a terminal).

To start, I removed extraneous imagery, and focused on clarity and load time.



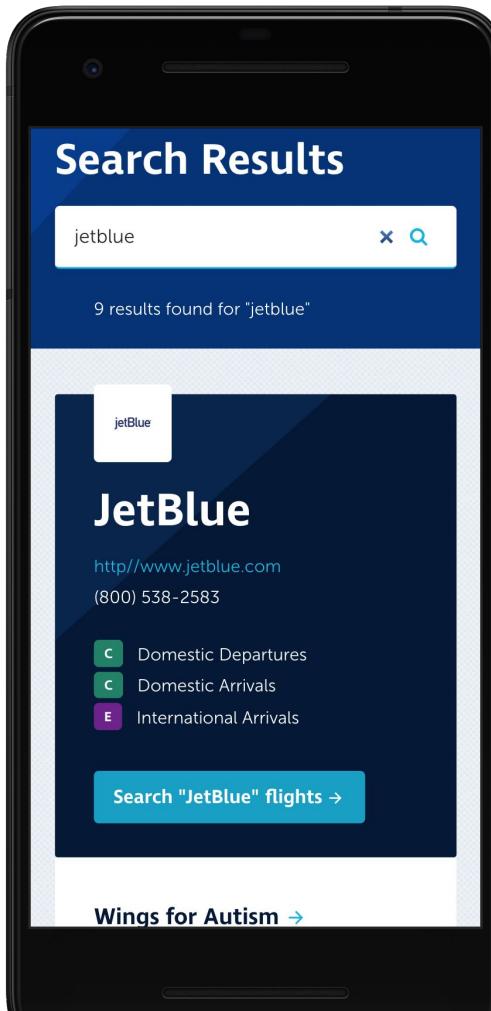
I made tradeoffs to fit tabular data on mobile, combining airline and flight into one field.

Color was used sparingly to make sure alerts stood out.



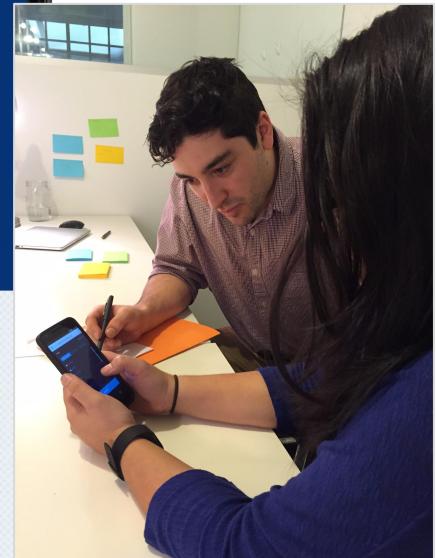
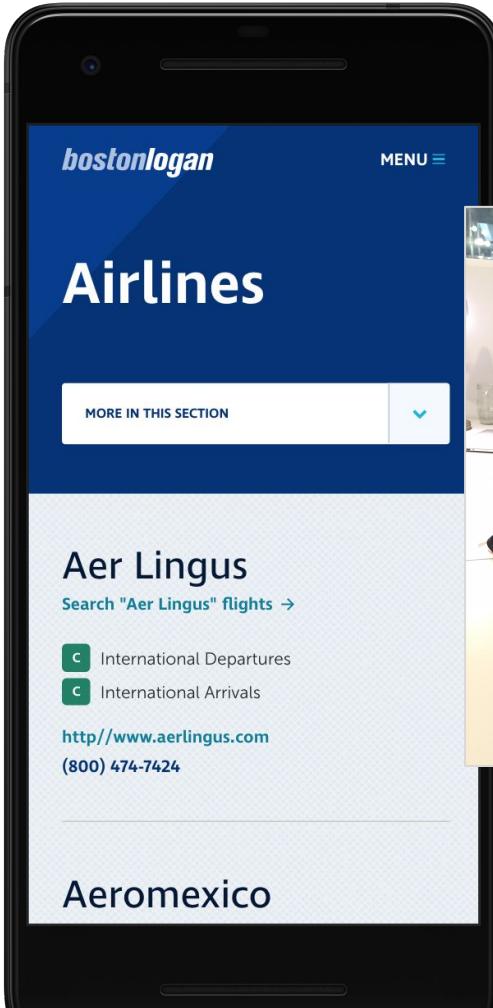
For site search, I analyzed a year's worth of queries. Out of 172,000 searches, 6% were airline names, and 5% were terminals.

We detected these queries with regex, and designed special cards for the results – which decreased calls to customer service.



Initial tests showed that most users didn't engage with the secondary navigation ("More in...").

We worked with the content team to include in-page links, but this isn't always feasible.



So we added a “pre-footer” at the bottom of the page that duplicated the navigation.

In follow-up tests, nearly half of users used it, **doubling task completion from 30% to 60%.**



Thanks!

If you've made it this far, thank you for reading.

Get in touch at orrshtuhl.com