Quality of work (from Julie Zhuo):

1. The idea (rationale, problem)

2. Usability (thoughtful, easy, clear, common interactions)

3. Craftmanship (sweat the details, well-made)

**Improving User Checkout Experience at Juvo**

While I can’t showcase all of my work and process here due to NDA, you can still read more about my work at Juvo below. If you’re interested in learning more, please send me an email.

**Overview / Executive Summary**

Role: Design Technologist Intern

Timeframe: May–August 2019 (10 weeks)

Design Tools: Figma, XCode, InVision Studio, After Effects

Direct contributions:

* Proposed new user checkout interactions for the Juvo mobile app (JuvoUP)
* Reimagined the Juvo Design System
* Generated conversation surrounding interaction design (ID) and design in general internally at Juvo

**Process**

Iterative timeline that began with onboarding and a careful investigation of the product deployments, followed by a series of three research, design and engineering (RDE) 2-week-long sprints, included multiple Product and Design System focus group sessions, and concluded with a final presentation with prototype deliverables to the entire team of Juvo HQ in SF.

**Results**

1. New user checkout interactions

I explored interaction design principles and best practices to improve the user experience of making a purchase and seeing purchase confirmation in the JuvoUP app, a critical point in the user journey of Juvo’s primary mobile app offering.

1. Reimagined the Juvo Design System

I joined Juvo when the Product and Design teams were convinced of the merits of a design system, but the existing design system was not functioning seamlessly cross-functionally. With members of Juvo Design in focus group sessions, I dissected the communication & technical barriers hindering uptake within Juvo before offering suggestions based on my research of other well-known design systems.

Moreover, I authored documentation of animation, transitions, and micro-animations based on my own work in the existing Juvo Design System.

1. Increased ID conversation and design interest at Juvo

Crafting a beautiful product and user experience simply isn’t possible unless everyone who touches the product believes in the design process. It was a welcome surprise that my project and time at Juvo would spark so much interest and conversation within all teams, including Engineering, about interaction design and the general “feel” of the app.