



DESIGN DIRECTOR

Brand

Communicate the unique way
that your business does business

UI & UX

Data-driven journeys and interactions:
how they look, what they do - and how

Data & Testing

Gather, assess, conclude, introduce.
Must be time to deploy and test

E-commerce

Simple, content-rich journeys
to find and order what you need

Brand

Build recognition from ownership

Why?

To deliver, brand needs to be a cherished investment, not a resented expense.

How?

Manage assets consistently to build recognition, encourage confidence, and improve efficiency from components.

Where?

At every point of engagement.
Real UX might begin with a TV advert, progress to a web app... and never end.



Logo - face (detail)

Brand 'face' logo with full detail
from original illustration

mad Jester®



Logo - text

Brand text, originally trademarked
separately from 'face' for more layout
options

Logo - face

Simplified version of logo file with reduced
detail and file size



Banner image

Use photo shoot assets to create main graphic suitable for use at various sizes across multiple-channels



Steel dogtag

Embossed logo on brushed steel dogtag
with ballchain keyring attached



Product box

Test design for branded packaging,
which was later deemed too wasteful



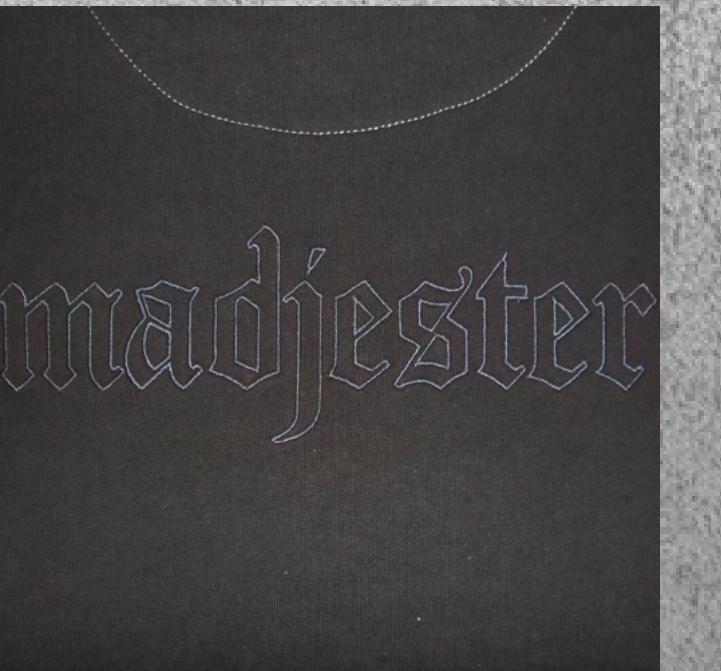
Collar label

High detail branded label stitched to inside
collar. Size label (not visible in pic) below



Lettering detail

Close-up of brand text embroidered on the back of all MadJester hoodies



Pocket detail

Close-up showing zip on double-entrance front pocket



Collar label

High detail branded label stitched to inside collar. Size label stitched below



UI / UX

Your branded journey

Why?

'Content is King', so any route to it should be easy and uncluttered. Interaction manner is part of the brand experience

How?

Data: gather, assess, re-deploy.
Minimum [components | labels] for maximum [actions | clarity]

Where?

At every point of engagement.
Real UX might begin with a TV advert, progress to a web app... and never end.

UI/UX

Mad Jester: Website

New assets from
photoshoot, showcase
products and product detail

Objectives

Responsive website with presenting clear access to:

- Brand proposition
- Main store
- T-shirts
- Hoodies
- Social proof
- Supporting stats until more reviews available

DURABLE CLOTHING
BUILT FOR COMFORT WITH FITTED DESIGNS & CUSTOM SOURCED FABRICS

SHOP NOW

HOODIES
LONGER SLEEVES, ZIPPED POCKET, FOUR DESIGNS, FIVE SIZES

SHOP NOW

T-SHIRTS
DURABLE AND COMFORTABLE FABRIC, FIVE DESIGNS, FIVE SIZES

SHOP NOW

MADJESTER REVIEWS
HERE'S SOME OF OUR FEEDBACK:

★★★★★ 5/5 This is the most comfy hoodie I've ever had. It's very warm and looks great on me, I will definitely buy some more for myself.
Andrea S, Jan 2021

★★★★★ 5/5 Fits like a glove, top quality. Cannot be any happier!
Isma P, Nov 2020

★★★★★ 5/5 Loved MJ from the start, ace fitting, long lasting and cool designs...what more do you need in a T!
Adam B, May 2020

★★★★★ 5/5 You can't go wrong with a Madjester T-shirt. Great designs and high quality fabric which lasts and lasts. 5-stars all round.
Rick, Nov 2018

SINCE STARTING IN 2004
704 SOLD SO FAR

madJester
A UNIQUE RANGE OF DURABLE CLOTHING: DESIGNED, SOURCED AND ENGINEERED TO LAST

HOODIES

MADJESTER HOODIES ARE A HEAVYWEIGHT 80% COTTON/20% POLYESTER MIX FABRIC. HAVE EXTRA LONG SLEEVES, AND ZIPPED POCKETS

'ALL MINE' £27.00 'BLACKJACK' £27.00 'GOT A PAIR' £27.00 'PERSEVERE' £27.00

MADJESTER REVIEWS
HERE'S SOME OF OUR FEEDBACK:

★★★★★ 5/5 This is the most comfy hoodie I've ever had. It's very warm and looks great on me, I will definitely buy some more for myself.
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Rick, Nov 2018

More reviews Leave a review

HOODIES SOLD SO FAR
286 SOLD SO FAR

T-SHIRTS
DURABLE AND COMFORTABLE FABRIC, FIVE DESIGNS, FIVE SIZES

SHOP NOW

madJester
A UNIQUE RANGE OF DURABLE CLOTHING: DESIGNED, SOURCED AND ENGINEERED TO LAST

UI/UX

Mad Jester: Website

Showcase product, show product exploration actions grouped together

Objectives

Present product as primary content:

- Product images
- Purchase action
- Product options
- Social proof
- Supporting stats until more reviews available

Show secondary content:

- Other designs
- T-shirts
- Reviews

The screenshot displays two main sections of the website. The top section shows a product page for a 'HOODY 'GOT A PAIR''. It features a large image of a person wearing a black hoodie with a graphic design. To the right of the image, the product title 'HOODY 'GOT A PAIR'' is displayed along with the price £27.00. Below the title are buttons for 'CHOOSE SIZE' and 'BUY'. A promotional text reads 'EMBRACE CHANGE AND TAKE A CHANCE - WHO KNOWS WHAT COULD HAPPEN?' followed by a rating of '★★★★★ Av. 5/5 from 218'. A 'MORE INFO' button is located at the bottom left of this section. The bottom section shows a 'T-SHIRTS' section with a large image of a person wearing a black t-shirt. The text 'DURABLE AND COMFORTABLE FABRIC, FIVE DESIGNS, FIVE SIZES' is above a 'SHOP NOW' button. Below this, there is a 'MADJESTER REVIEWS' section featuring five star reviews from different users. At the very bottom, a footer bar includes the text 'SINCE STARTING IN 2004'.

UI/UX

Mad Jester: Store navigation

Research leading clothing retail site navigation

A/B test simplified site-wide navigation with single logo entry point

Entrypoints to primary content:

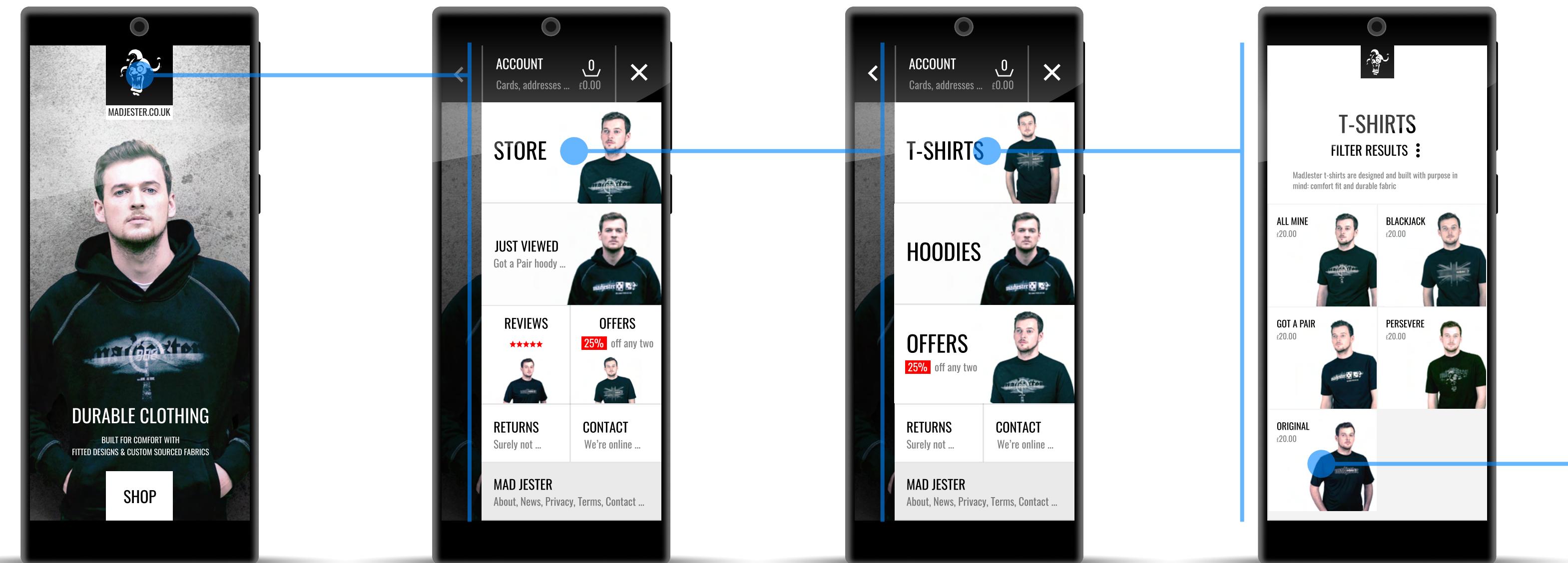
- Account
- Selected purchases (Basket)
- Store
- Recently viewed

Secondary content:

- Reviews
- Offers
- Returns
- Contact
- Company: news and corporate

Objectives

- Improve menu's contribution to click-to-sale
- Use images to increase engagement, which is like 'engagement', but missing an 'e'. Horrified gasp.
- Provide social proof (Clearly signposted reviews)
- Highlight offers and deals



Homepage

Menu: store

Menu: Products

Page: T-shirts

UI/UX

Mad Jester: Add/Edit Product

Customise product variant
and 'Add to basket' action

Brief

Minimise page clutter and reduce purchase steps:

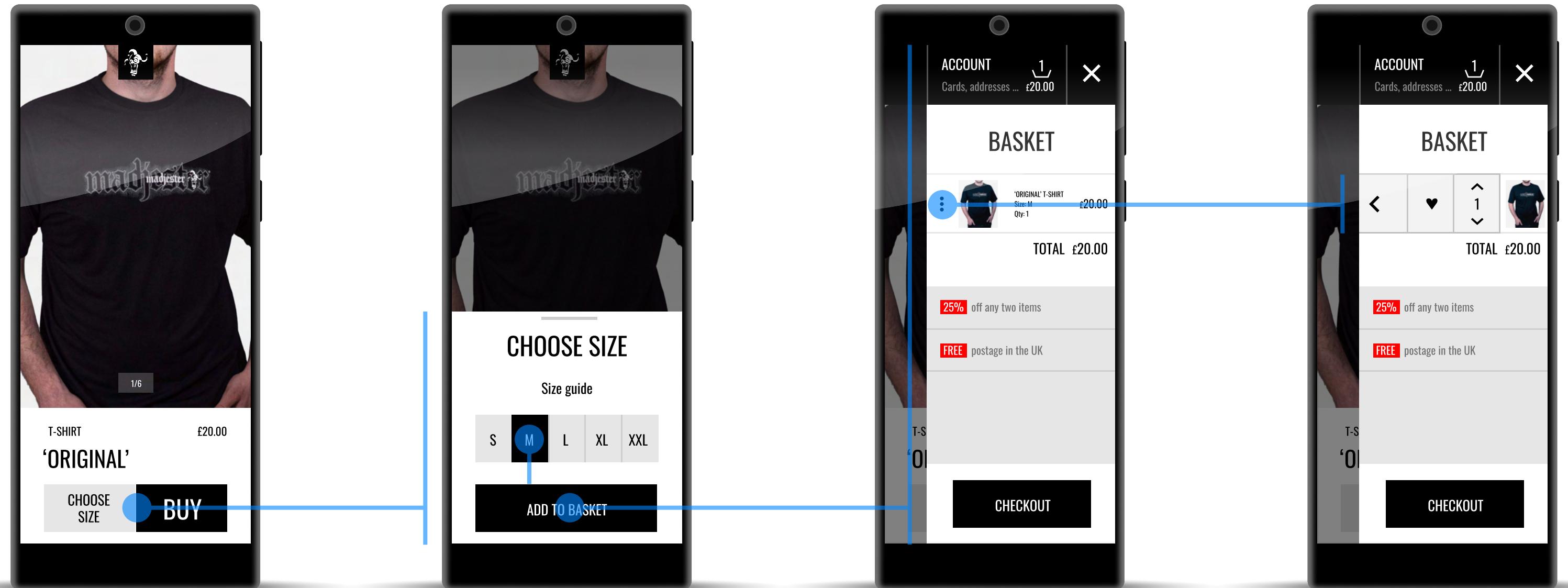
- Showcase the product
- Enable product options (size select)
- Sticky purchase button

Objectives

- Clear layout promoting product
- Minimal navigation - top logo is entry point to main navigation
- Indicate additional images
- Prominent purchase actions
- Minimal retail actions to simplify purchase journey
- Secondary content below the fold: Description, fabric, garment care, reviews, offers, also available

Actions

- Both BUY and Choose Size options trigger 'size select' option



Page: Product

Actions: Size, Buy

Basket: Add item

Basket: Edit item

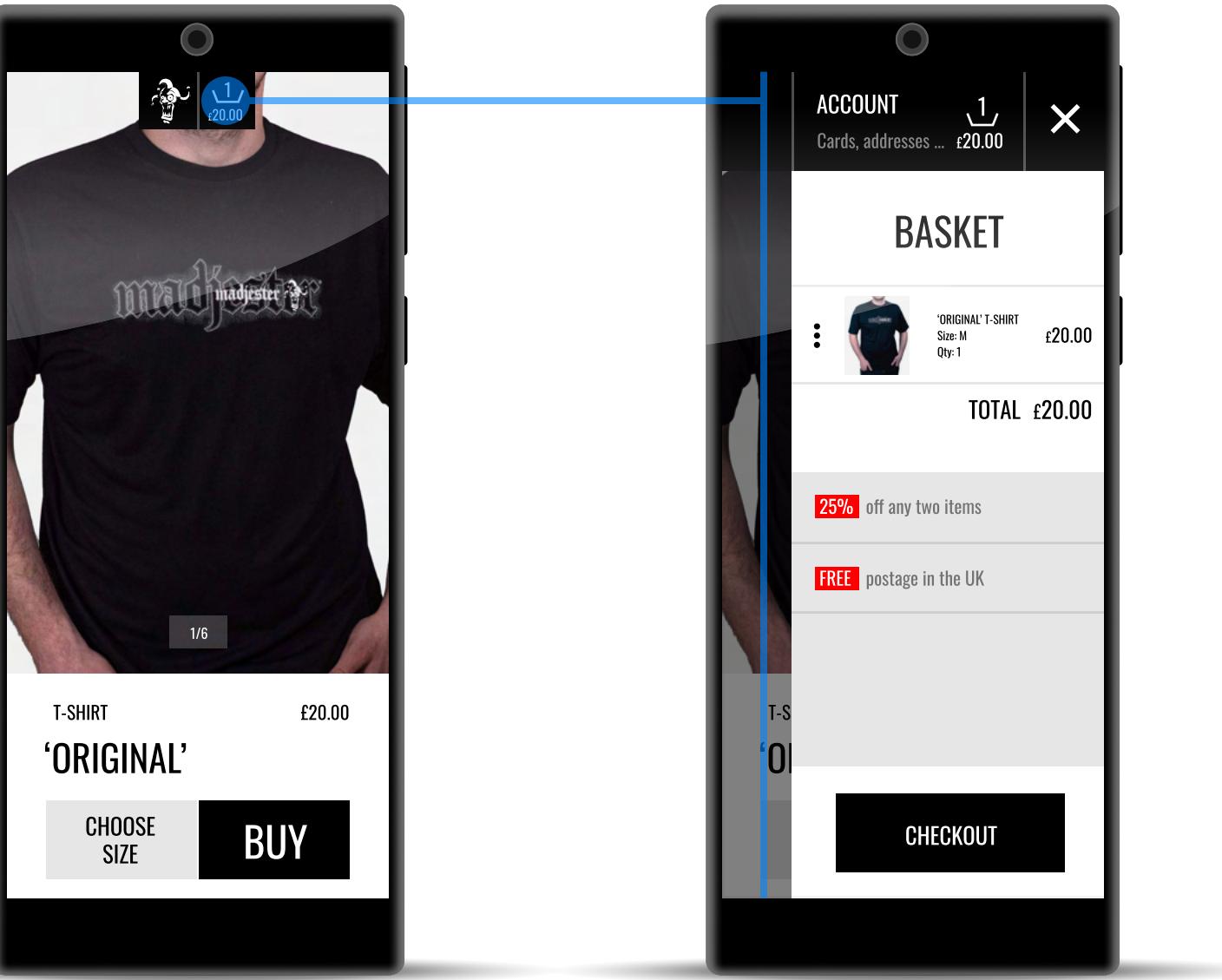
UI/UX

Mad Jester: Product added

Single product added to basket and accessible from adjacent to main logo

Objectives

- Show items added to basket
- Provide access to basket items



Basket: Item
added

Basket: Edit item

User testing

Policy Expert: Prototype insurance form

Brief

User test new prototype home insurance quote journey

Objectives

Assess improvements to problem areas in user journey:

- Navigation and tailored option accessibility
- Adding claims, policyholders, high value items
- Comparing quotes
- Extending cover with ‘bolt-on’ products

My approach

Invite customers within their renewal cycle to renew on our prototype quote system at our premises. Our test environment featured a desktop device with mirrored screen for monitoring.

This delivered

- Purer data: from users with a genuine motive to explore insurance
- Lower costs: from bringing user testing workshops in-house
- Improved contribution to renewal retention
- Faster data gathering
- Direct insight into user behaviour

N.B. The process it replaced

An external agency presented online test candidates with objectives to complete based on static media or a url they were provided. These ‘users’ had unknown motive to complete an insurance journey – so did not accurately reflect a user needing insurance.

UI/UX

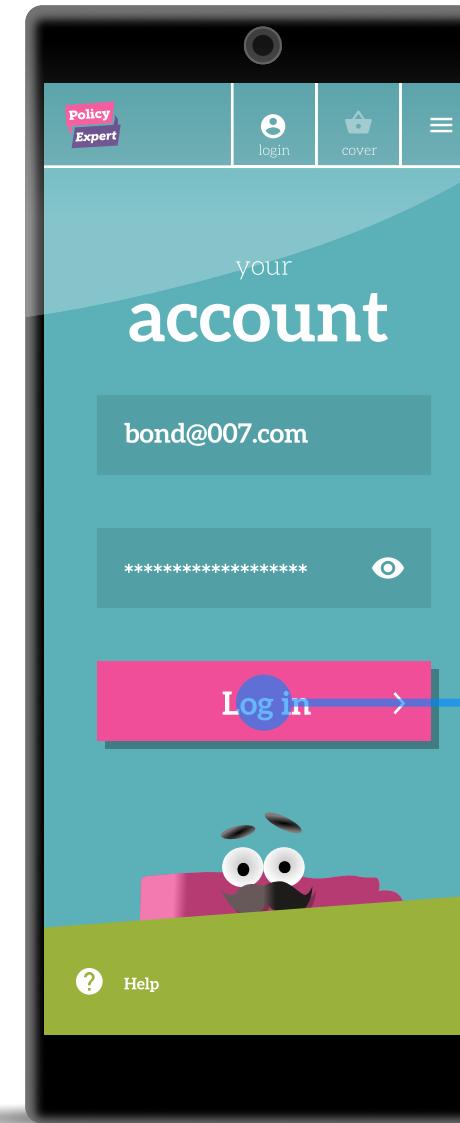
Policy Expert: Account > policy

Prototype customer account based on data gathered from contact centre enquiries, Google Analytics and browser client event tracking.

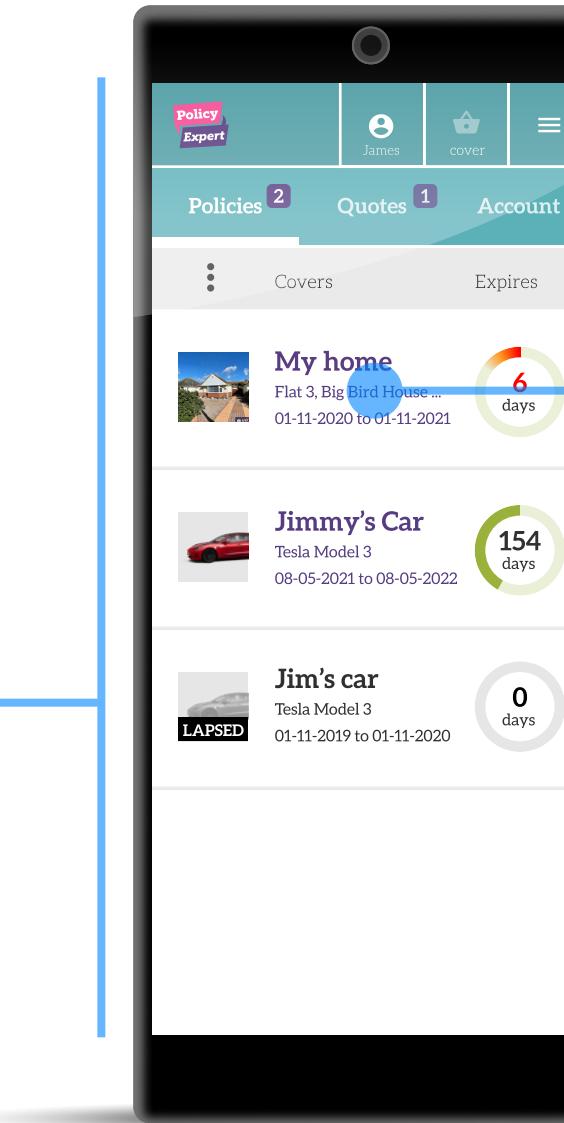
Brief

Improve entrypoints and actions so customers enjoy simplified insurance management whilst increasing profitability:

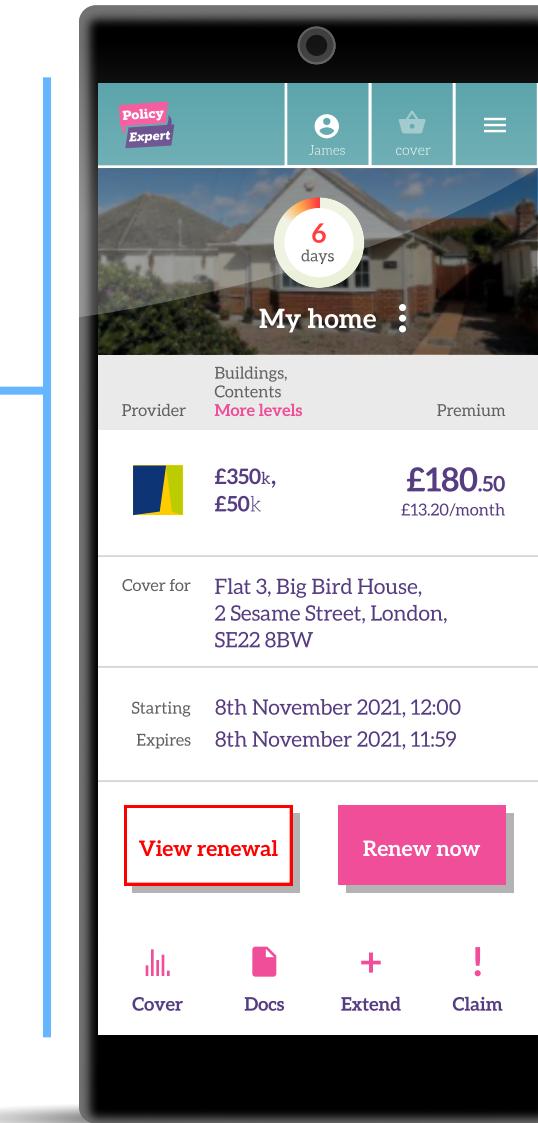
- Provide policy information
- Reduce auto-renewal cancellations
- Reduce queries to contact centre
- Increase sales volume
- Optimise the manual renewal rate
- Improve click to sale%
- Improve click to enquiry%
- Increase income per policy
- Increase add-on penetration
- Increase bolt-on penetration
- Upsell to more expensive products
- Clear entrypoint to add/edit optional extras



Page: Log in



Page: Policies



Page: Policy 1

UI/UX

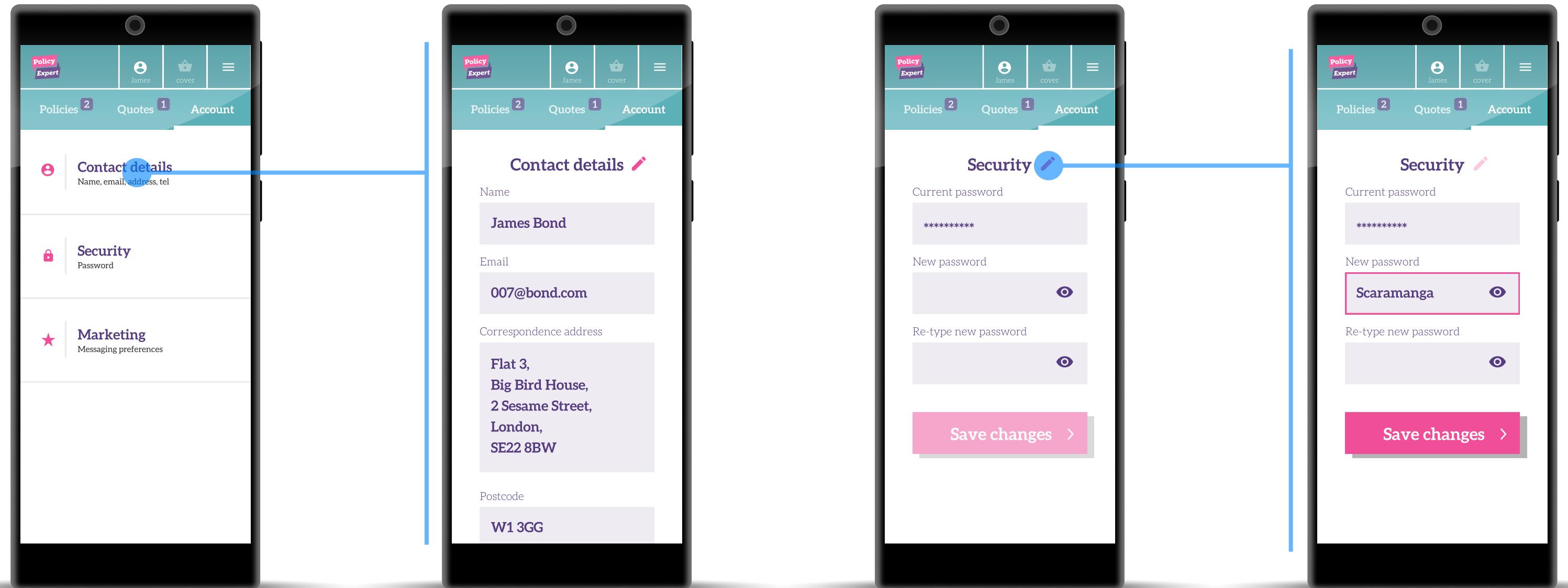
Policy Expert: Account > settings

Accessing account contact information for editing

Brief

Provide users access to control:

- Account information
- Account security
- Marketing preferences



Page: Account

Page: Contact

Page: Security

Edit: Security

UI/UX

Policy Expert: Insurance quote

Assess collated user data and use existing brand asset library and protocols to improve the mobile-first journey for users researching or renewing insurance

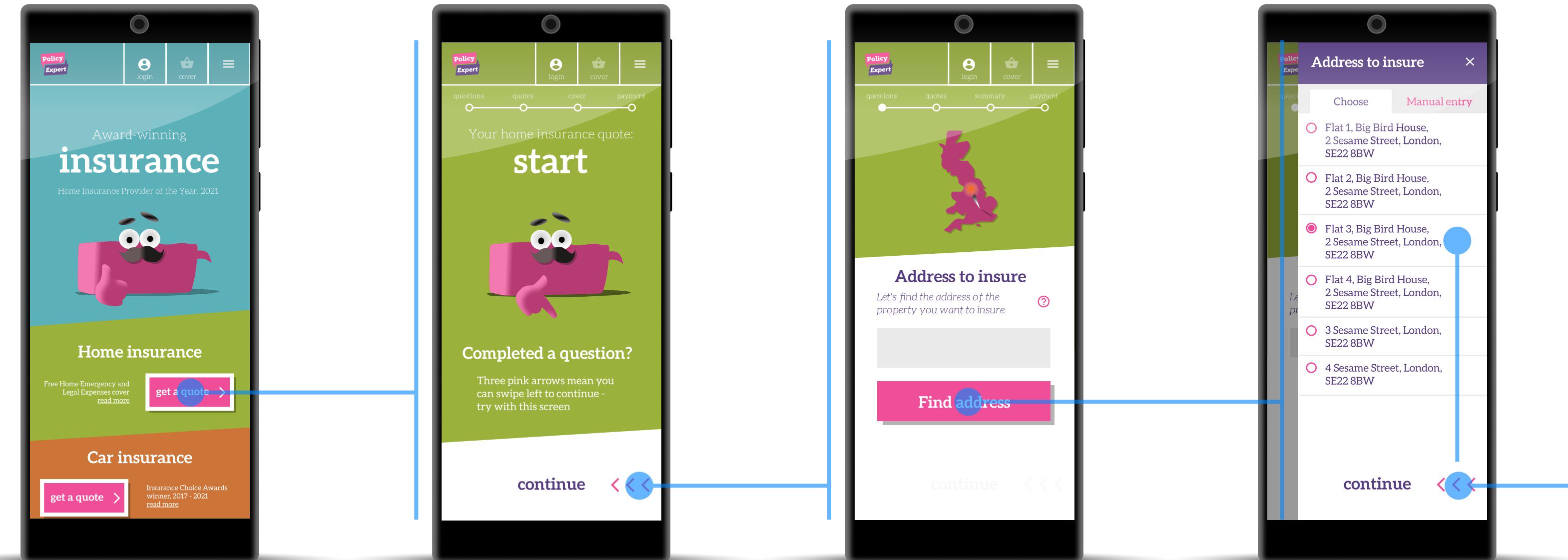
Objectives

- Reduce landing page bounce rate
- Increase click-to-sale
- Improve cross-sell of bolt-on products
- Present returned quotes in browseable layout
- Reduce journey steps
- Simplify cover customisation

Actions

Introduce animated characters for brand reinforcement and to improve engagement / visual interest.

Eyebrows move, eyes blink and look down to action buttons below.



Page: Home

Page: Start

Page: Postcode

Input: one of many

UI/UX

Policy Expert: Insurance quote

