

# SIMON ROLLETT

## 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



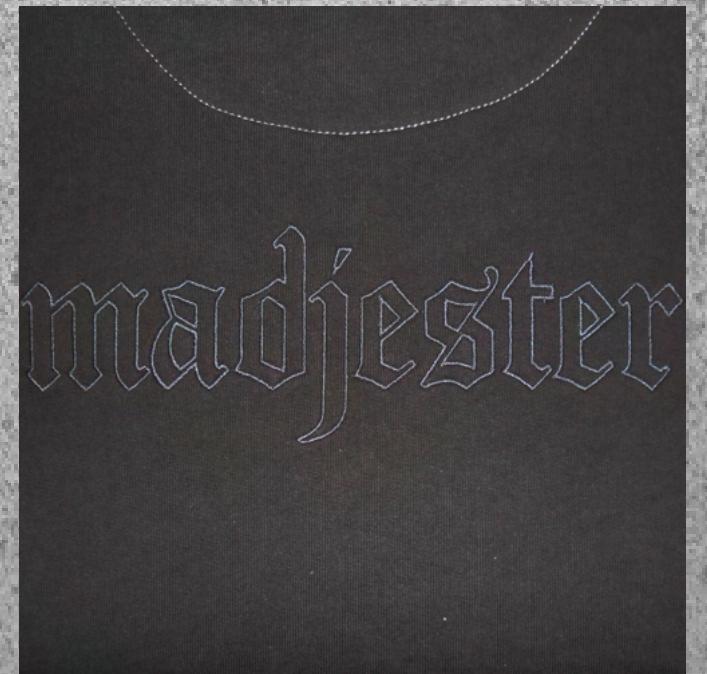
## Collar label

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

The look and feel of 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

The homepage features a large image of a man wearing a black hoodie with 'DURABLE CLOTHING' printed on it. The background is a textured grey wall with the word 'madJester' faintly embossed. A 'SHOP NOW' button is centered over the image.

**HOODIES**  
LONGER SLEEVES, ZIPPED POCKET, FOUR DESIGNS, FIVE SIZES  
**SHOP NOW**

A grid of four hoodies is shown, each with a different design: 'ALL MINE', 'BLACKJACK', 'GOT A PAIR', and 'PERSEVERE'. Each hoodie has a price of £27.00 and a heart icon.

**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**  
706 SOLD SO FAR

We've sold quite a few items at exhibitions, retailers, and online. Somewhere out there are 706 examples of MadJestery goodness. Get yours here.

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

A grid of four hoodies is shown, each with a different design: 'ALL MINE', 'BLACKJACK', 'GOT A PAIR', and 'PERSEVERE'. Each hoodie has a price of £27.00 and a heart icon.

**HOODIES**

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

**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

**HOODIES SOLD SO FAR**  
286 SOLD SO FAR

We've sold quite a few items at exhibitions, retailers, and online. Somewhere out there are 286 examples of MadJestery goodness. Get yours here.

**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 small text block 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 with a similar graphic design. The text 'DURABLE AND COMFORTABLE FABRIC, FIVE DESIGNS, FIVE SIZES' is above a 'SHOP NOW' button. Below the t-shirt image is a section titled 'MADJESTER REVIEWS' with three review snippets and buttons for 'More reviews' and 'Leave a review'.

# 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:

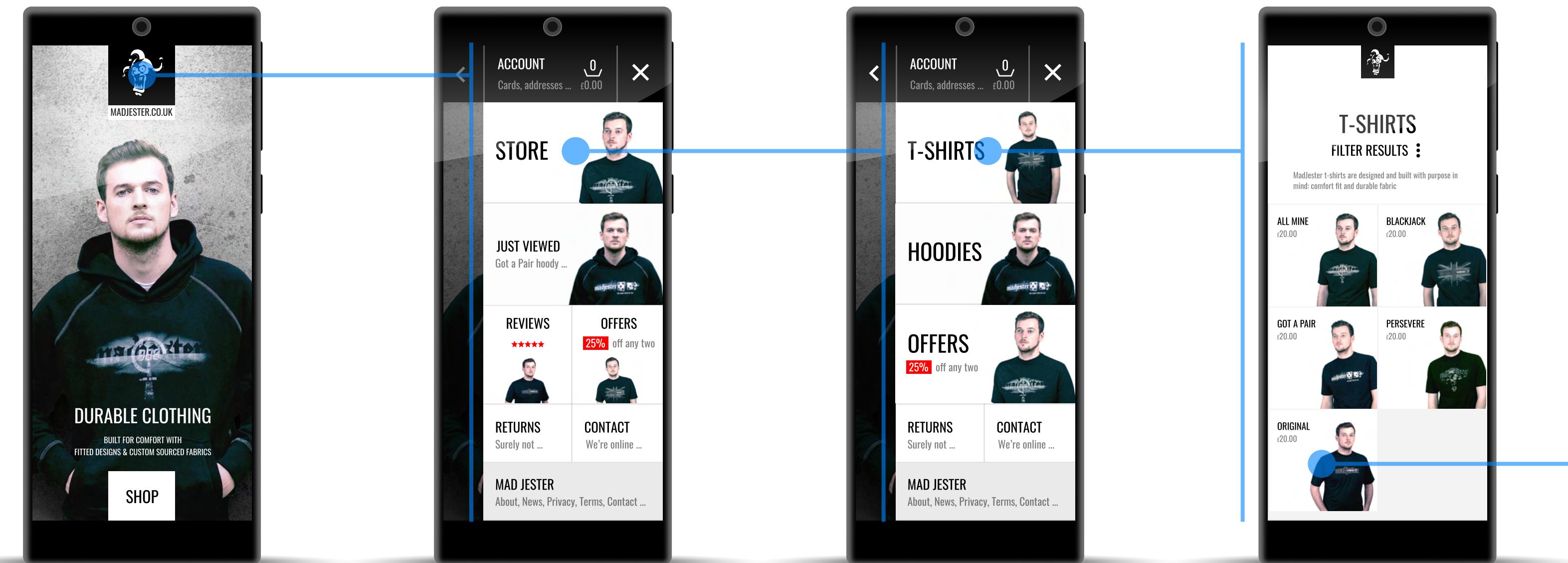
- Account
- Selected purchases (Basket)
- Store
- Recently viewed

### 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:

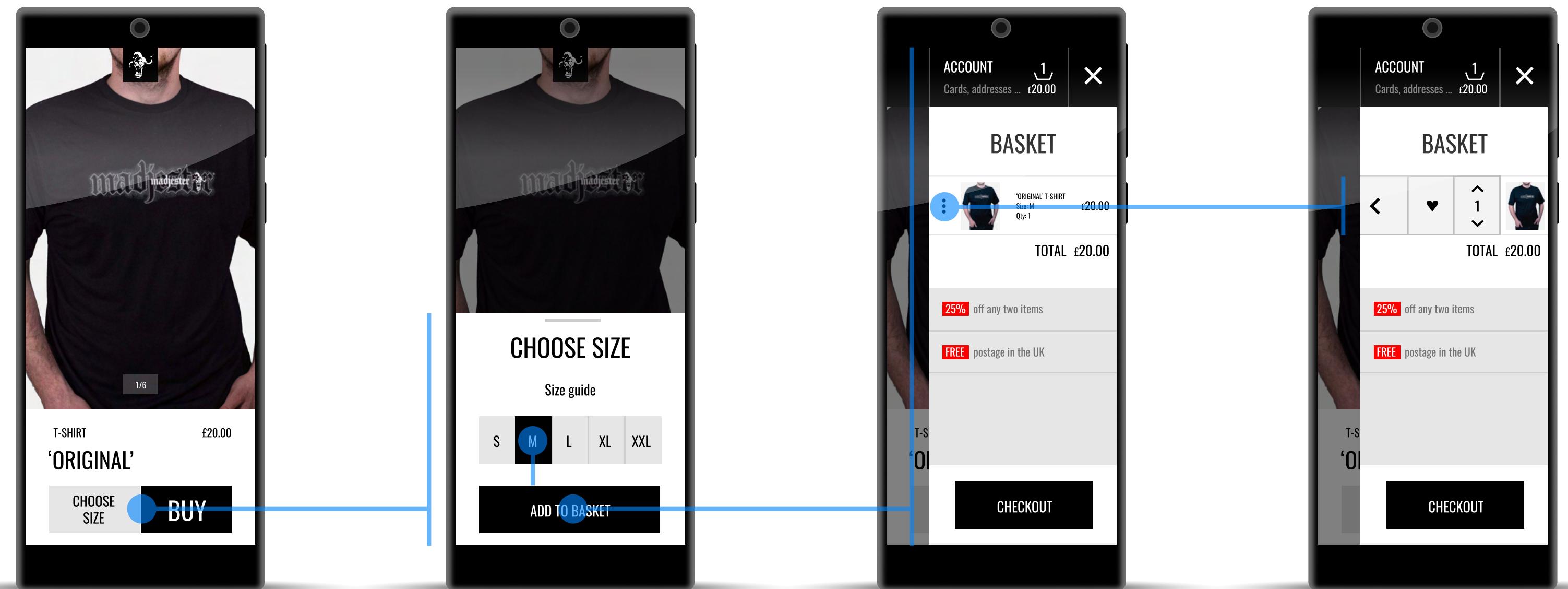
- Showcase the product
- Enable product options (size select)
- Sticky purchase button

### 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



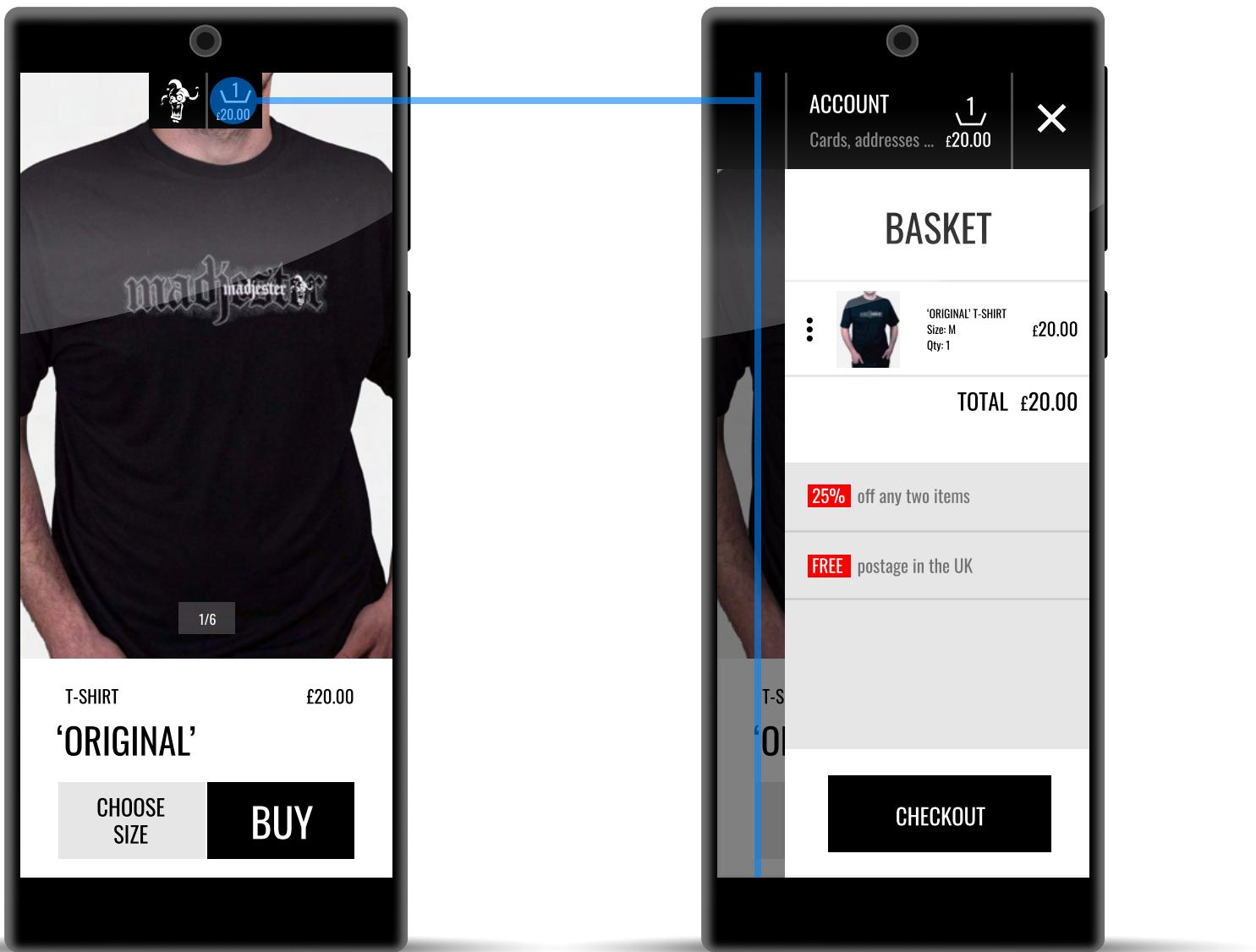
# UI/UX

## 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

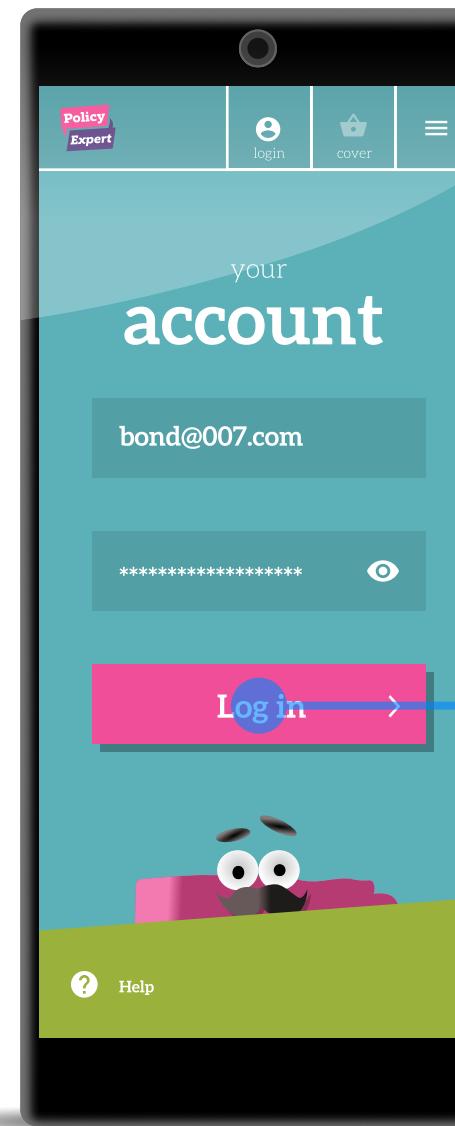
## Policy Expert: Account > policy

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

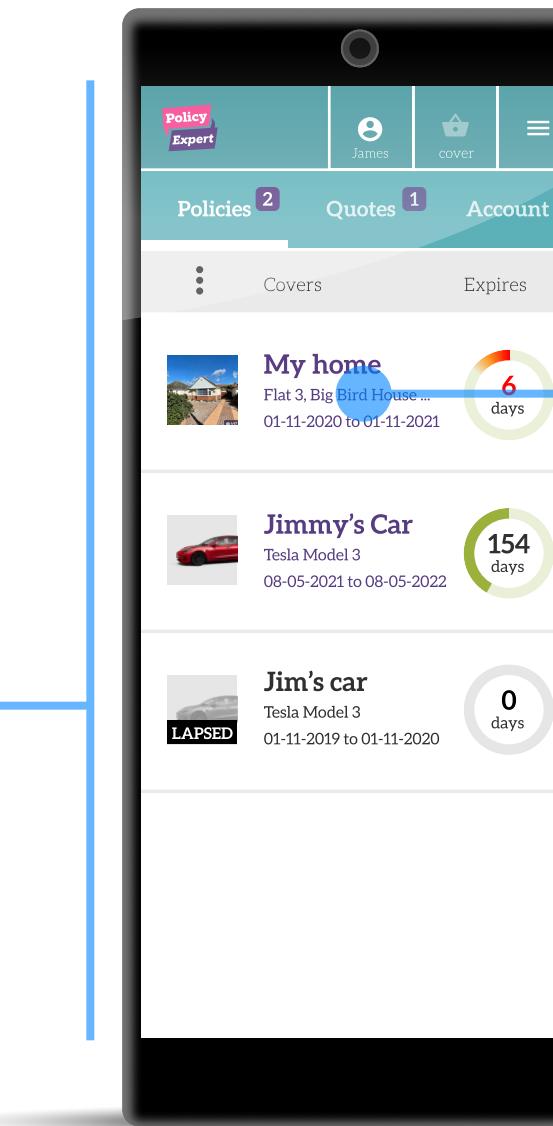
### Brief

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

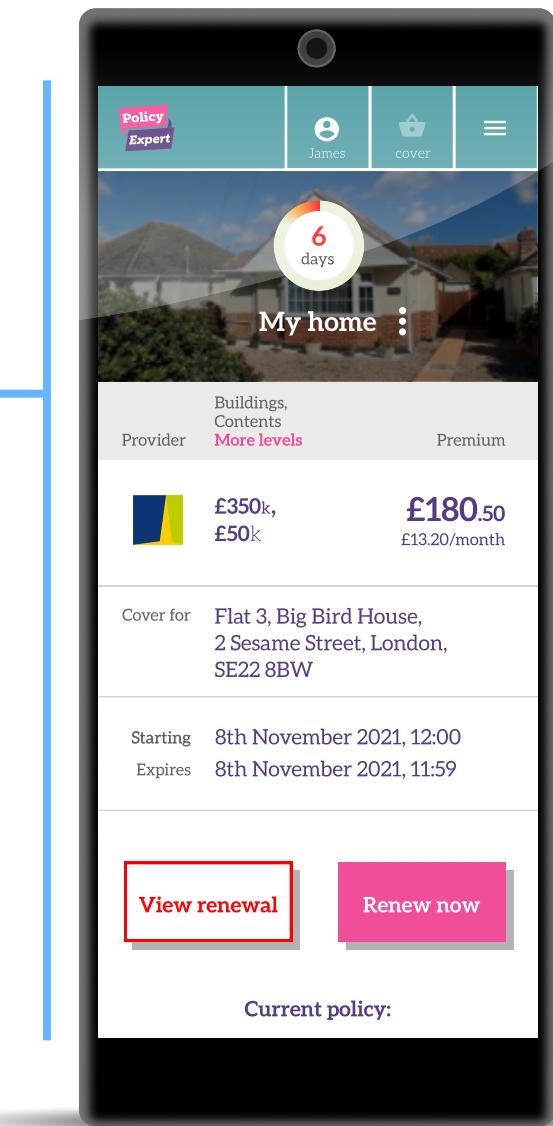
- Provide policy information
- Reduce auto-renewal cancellations
- Reduce queries to contact centre
- Increase sales volume
- Optimise the manual renewal rate
- Improve click to sale%
- Improve click to enquiry%
- Increase income per policy
- Increase add-on penetration
- Increase bolt-on penetration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



Page: Log in



Page: Policies



Page: Policy 1

# UI/UX

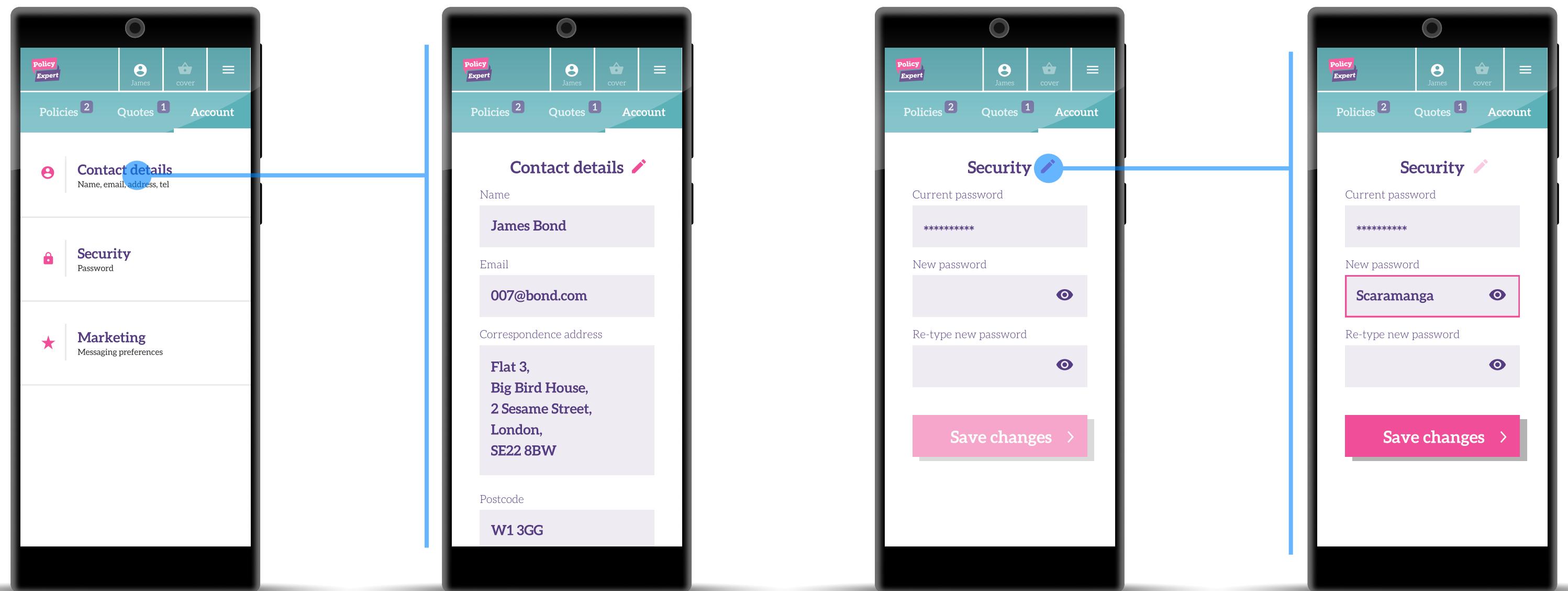
## Policy Expert: Account > settings

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

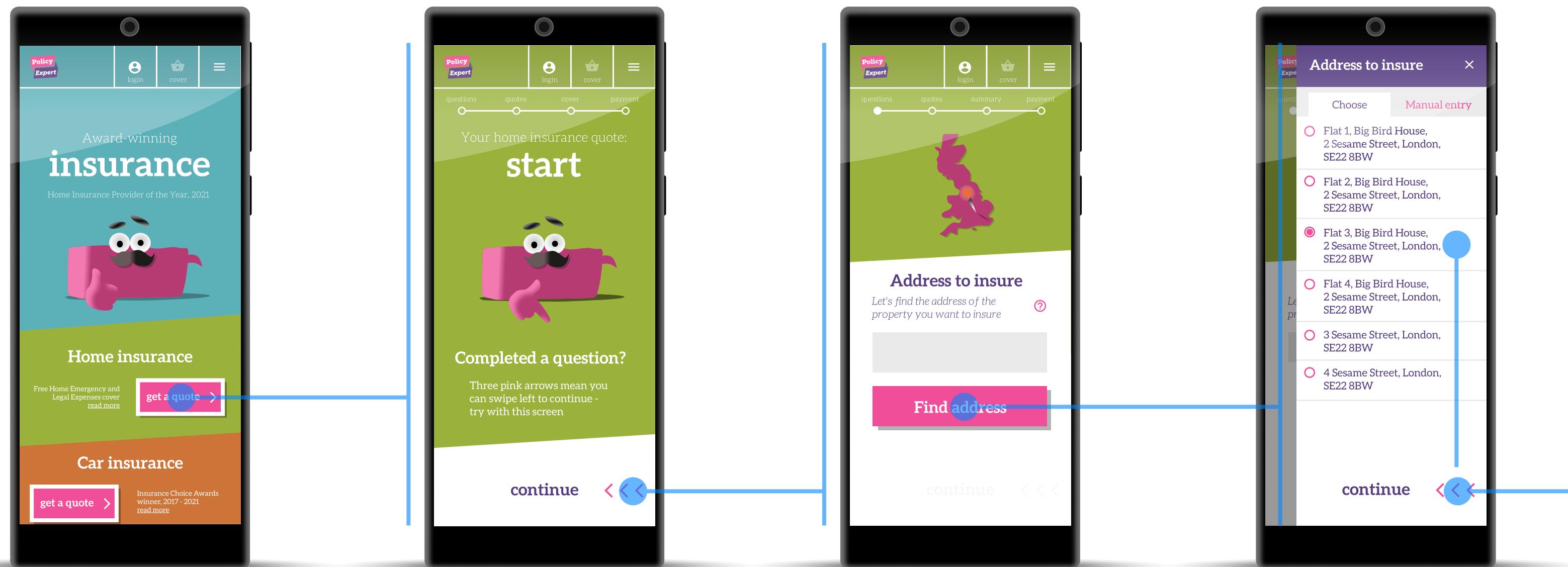
### Objectives

- 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

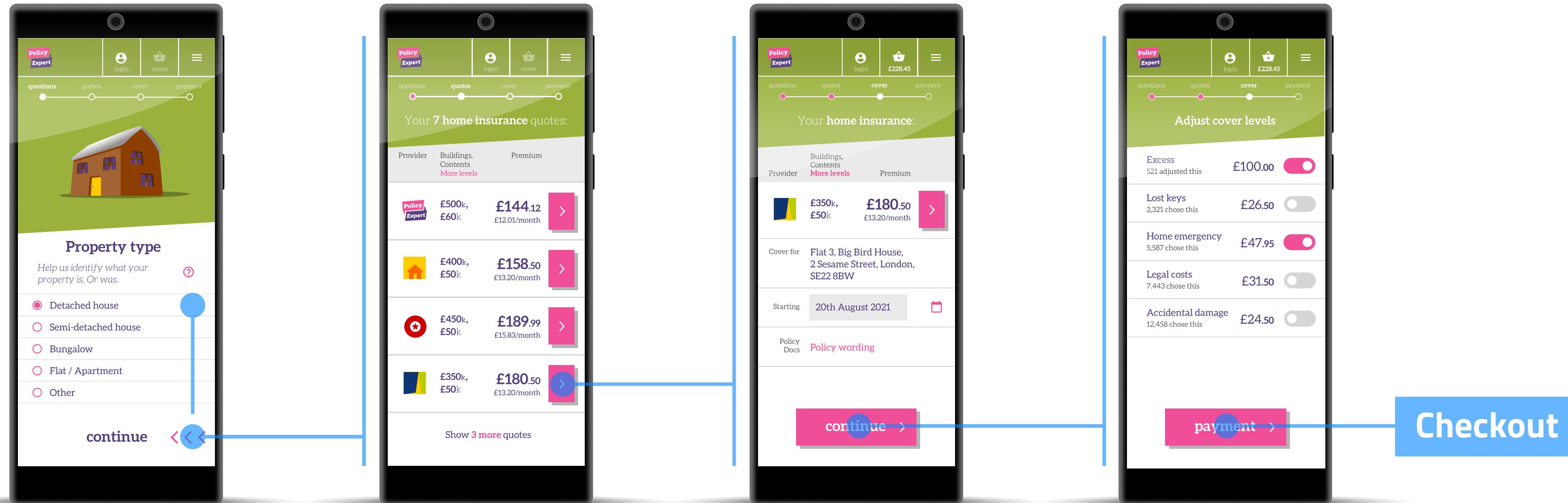
Page: Start

Page: Postcode

Input: one of many

# UI/UX

## Policy Expert: Insurance quote



Input: one of many

Page: Quotes

Page: Quote

Page: Customise