

Hello. My name is Dug.

I was asked by a colleague whether experience design was an art or a science. I put my reply in a talk which I delivered to the BCS. I led the audience through a live cognitive psychology experiment (a demo of anchoring and adjustment) and explained how important love and empathy were to great experience creation.



I am a designer of policies, services, and experiences. Helping teams make things better for all service users is why I get out of bed in the morning.

In my current role I have two jobs. The second is getting customers to invest in large digital transformation projects. The first is helping my teams stay skilled, energised and excited about their work helping our customers. Getting both of those right requires a clear vision.

When I'm not arm-waving and evangelising, I am busy creating multichannel service and product experiences.

My client-side experience has lead me to ground my UX work in customer experience and customer service processes. This means that not only do I lead the creation of jaw-dropping products that customers fall in love with, I'm also mindful to connect business analysis and management information with analytics and commercial insight for more accountable results.

For the same reason, I extend context-of-use analysis beyond the screen to include call-centre operations and other difficult-to-manage touchpoints, considering them in light of real business constraints.

What's it like to work with me?

(Recommendations from LinkedIn: <https://uk.linkedin.com/in/goodlookslikethis>)

Director
Marks & Spencer Digital

"Dug is a visionary regarding the holistic customer experience, in particular with regards to pushing forward new forms of interaction and value exchange with customers"

Senior Vice President
Accenture

"Dug and I worked together for two years to create the Avanade Digital business in the UK. He did an outstanding job. He built a team from scratch, opened a number of new accounts and developed a pan Global network for the UK business. Perhaps most importantly, despite significant challenges, he started the company's change journey towards thinking about our customers' problems in a user-centred way."

Head of Design
HMRC Digital

"Knowledgeable, funny, geeky, articulate, artistic, and passionate - not just about user experience but about changing the world through empowering people to use technology to do what THEY want to do. One of the most remarkable people I have had the opportunity to work with."

Executive Design Leadership
EPAM San Francisco

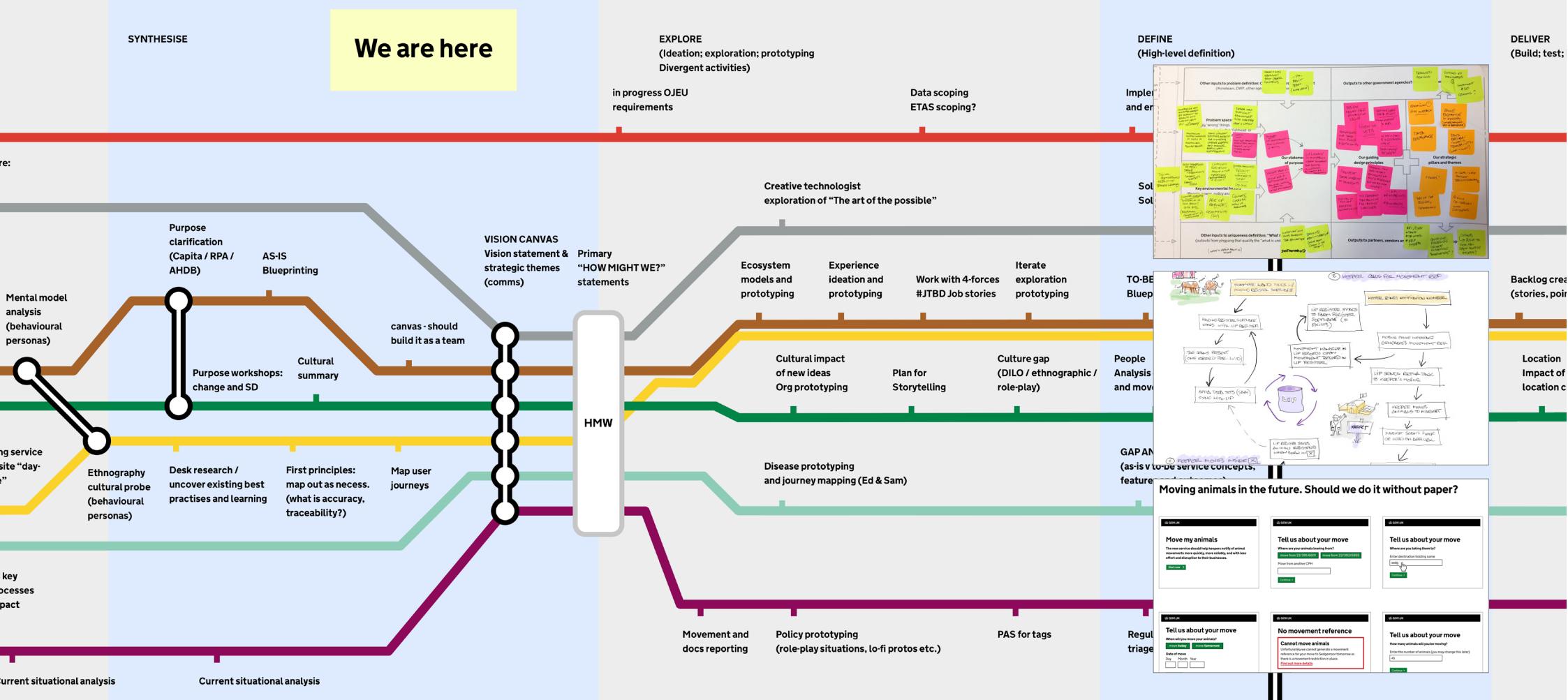
"Dug was tirelessly driven in the pursuit of delivering the best customer experience possible for Orange customers. His attention to the detail of the final design as well as the most efficient process for managing its creation and communicating his ideas exceeded expectation. A valuable member to any group or team working on cutting edge User Interface and customer experience design across any platform."

CTO
Tesco.com

"Dug is a passionate and innovative advocate for the customer experience. His technical knowledge is a strength in creating agile solutions and engaging with the IT function"

Director,
Aspect Consulting

"Dug delivers. He understands the gulf between technology capabilities and user needs; and always finds a way to cross it"



Defra Livestock Information Programme

Project situation

The LIP programme had been running for a little over two years when I joined the team as Lead Service Designer.

While many talented professionals were involved, there was no ‘glue’ holding them together and helping them to grow. In particular, there was little or no understanding of the “diverge/converge” design thinking process, and no guiding roadmap to bring together IT, data, policy and design workstreams. The design team was large and included four user researchers but had no framework with which to usefully frame their insights and develop them into initiatives.

Action and outcomes

I engaged on multiple levels, acting as trusted advisor to the leadership team, influencing stakeholders as appropriate, training the product team leads, mentoring, coaching, and transferring knowledge to the design team.

I communicated a programme-wide ‘tube map’ to explain to everyone what had to be done. First, I guided the team through a strategy phase to agree on the actual problem to solve and the strategic themes to focus on. After that, I guided the teams through a four-phase ‘double-diamond’ design process resulting in the delivery of a series of successful prototypes and an agreed specification for the service MVP.

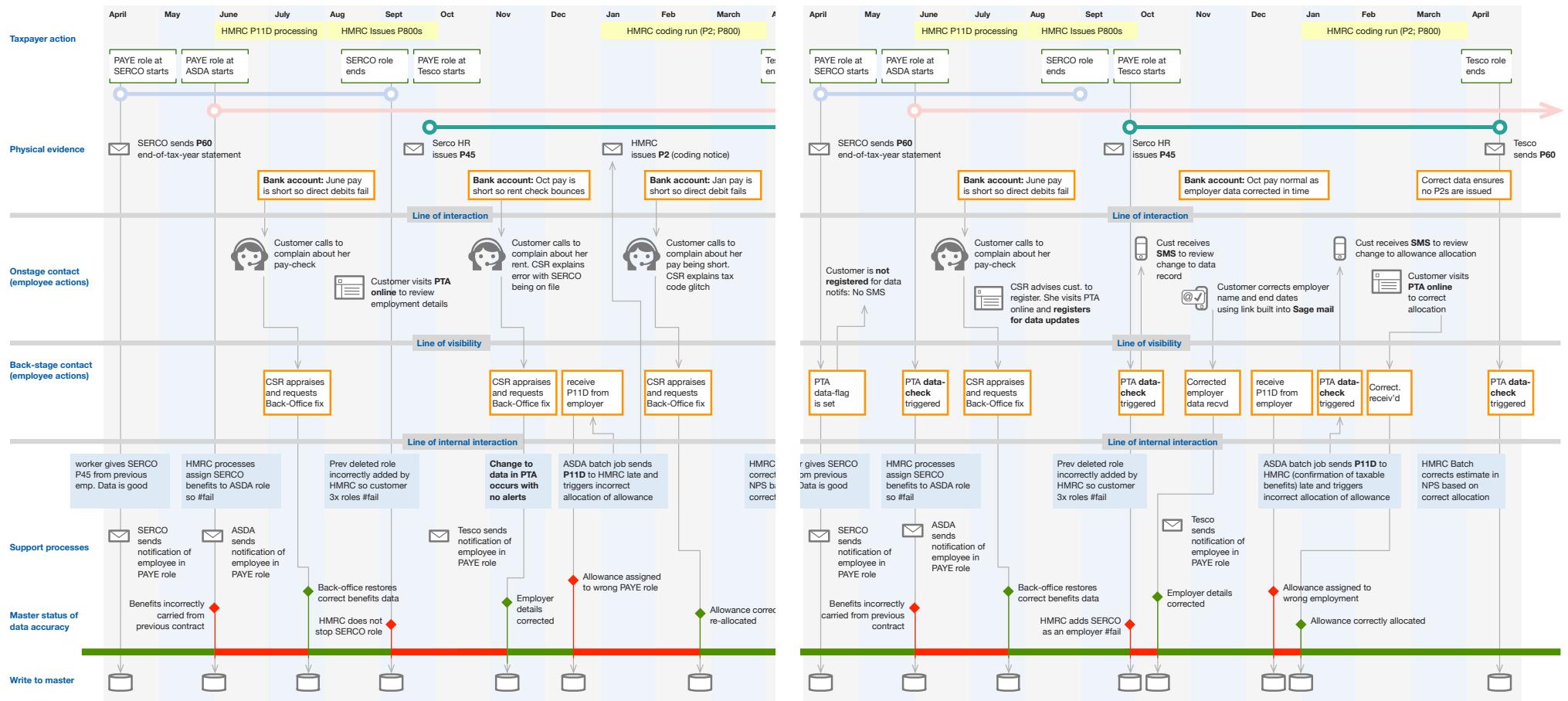
Activities

Stakeholder management
Strategy and planning
Workshop facilitation
Primary user research
As-is/to-be gap analysis
Agile ceremony design
Team mentoring
Service blueprinting
HTML coding

Above: Service design process showing organisational silos expressed as tube lines. Overlaid graphics: Vision Canvas; Journey flow diagram; prototype for user testing.

HMRC Personal Tax Account rethink

"As-is" and "to-be" service design blueprints of the Personal Tax Account service showing "moments of truth". These include: Registration for alerts will avoid call centre interactions; Reduced data errors will avoid triggering notification letters and ensuing support calls.



Project situation

The HMRC "Personal Tax Account" was suffering from a number of existential challenges. Owners and managers could not identify exactly what problem the service solved, nor could they pinpoint any specific needs it addressed.

Over time, it had become a portalised dumping ground for elements of tax code communications, PAYE, and pensions information display. This lack of clear purpose led the leadership team to kick off a phase of visioning work and I was recruited to lead this exploration.

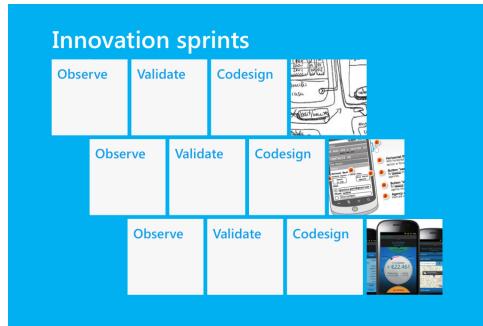
Action and outcomes

I was engaged as a service designer working across teams in the Newcastle Digital Delivery Centre. In order to bring together a large and complex network of stakeholders, I created design tools and led teams through strategy workshops: problem space; purpose definition; and vision canvas. These workshops resulted in greater clarity and a much simpler purpose statement centred on reducing costs while building citizen trust.

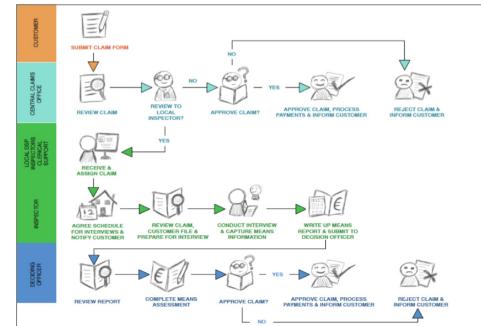
With the vision successfully in place, I expressed the as-is/to-be gaps in a series of service blueprints and wrote the next phase briefing with technical architects, business and delivery teams.

Activities

- Stakeholder management
- Strategy and planning
- Workshop facilitation
- As-is/to-be gap analysis
- Team coaching and knowledge transfer
- Service blueprinting



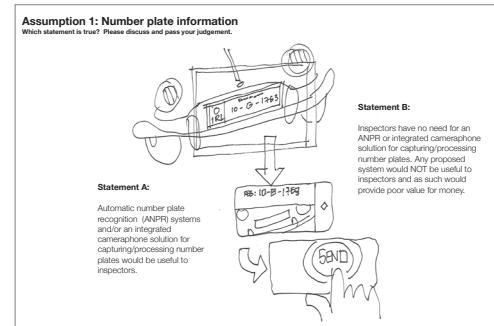
A new kind of business and service design consultancy engagement, the agile service innovation sprint. Sprints cycle rapidly between three phases, observe; validate; codesign. Checkpoints happen every two weeks.



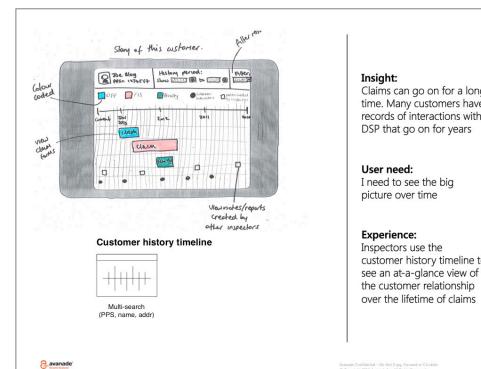
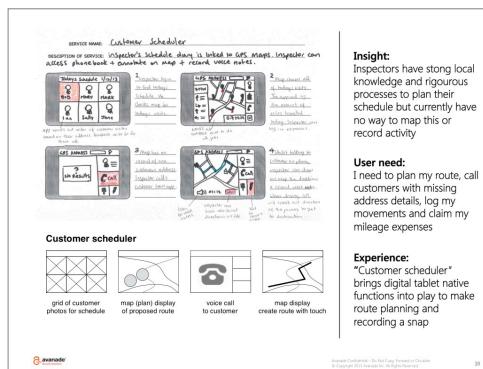
The "initiate new claim" user journey moved across a number of actors and channels. I identified issues like the mountain of paper forms built into the process and the many multiple, non-synchronous tasks.



The DSP told us employees worked in different contexts so my team shadowed inspectors in urban, suburban and rural offices to ensure we took account of a full range of service usage contexts.



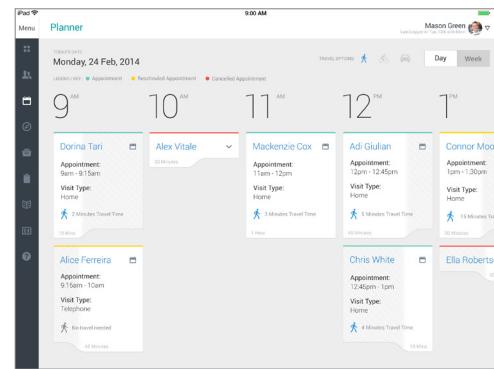
I created a new "cultural probe" design tool ("which one is true"). The outcome was insights fed into codesign were already approved by the users so they were more likely to adopt the services based on them.



Codesign outputs were mapped to insights using my "insight to experience" framework. I grouped the elements of the proposed solutions into design patterns. The customer had expressed a need to know "what app should I build?" and understanding the potential for both high adoption and high re-use was helpful for them. Once we had a candidate, that app was prototyped.



Civil servants very quickly overcame their initial reluctance to participate in hands-on codesign sessions. These were interspersed with "show and tell" sessions as we progressed.



Inspector "scheduling tool" with appointment status. This design was generated by the public servants (inspectors) themselves and tuned to their specific needs.

An Roinn Coimirce Sóisialaí (Dept. of Social Protection)

Project situation

This is the first time I helped a public sector customer execute a new kind of service design project: Agile service innovation sprints. The challenge from the Irish Department for Social Protection was that the team of inspectors were all over sixty and therefore would not tolerate a digital transformation. The fear was not only would the team simply refuse to use any new services but even if they did, the cost and time to train the workforce would be prohibitive.

Action and outcomes

Service design director. I framed the solution, defined our strategy and led the engagement. I engaged a team of two business analysts and three UX researchers and acted as a designer, shadowing workers, running interviews, creating workshop assets (including inventing new tools like "which one is true") participating in codesign and presenting our findings to the department's leadership.

Activities

- Define agency proposition and approach
- Stakeholder management
- Primary research
- Shadowing (day in the life study)
- Validation and codesign workshops
- Creative direction (for finished UI)
- Prototyping

Insight

From insight to experience

Customer insight	User needs	Experience concept
Financial services products are too complex	"I need to understand before I decide"	"Learning stack" structures information to gradually reveal complexity
Customers are mostly time-poor	"Why can't you work around my schedule or call me back?"	"360° viewpoint" All parts of the FPS are visually connected for rapid reference
Customers need trusted opinions	"How can I be sure this is the best product for me?"	"Social IFA" Information comes from trusted source supported by bank

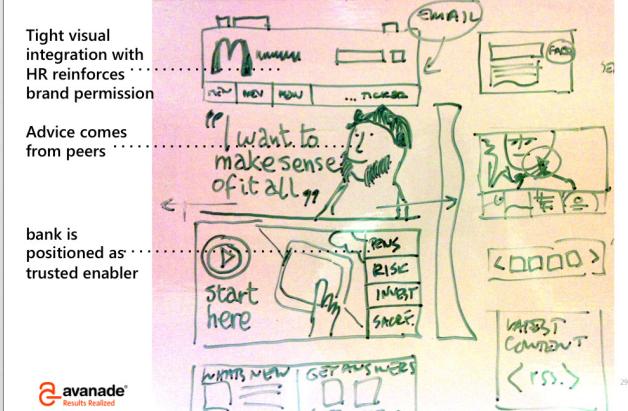
avade
Results Realized

Avade Confidential – Do Not Copy, Forward or Circulate
© Copyright 2014 Avade UK Ltd. All Rights Reserved.

Under very tight deadlines I converted the insights into user needs, then proposed experiences I believed were most aligned and most likely to delight.

Concept

"Social IFA" concept



In the pitch document I explained and illustrated all three concepts but the "Social IFA" concept was a massive winner with the customer. You know you're on to a winner when the customer starts repeating the concept names.

Delivery

The concept in a nutshell is that because nobody trusts banks anymore, it's better to buy your pension from Colin in logistics. It's all about telling the story so I went with a fairly hi-fidelity comp.

Barclays workplace pensions

Project situation

This is one of those projects where things went strangely (starting in the wrong place, most of the work was done at 3am) but ended up with fabulous results. The challenge from the client was how to promote the uptake by their customers' employees of company pensions. Our approach was to analyse the market and consumer base, identify the most useful insights and then turn those insights into proposed experiences that would deliver the required uptake.

Action and outcomes

Creative director leading the pitch. I worked with planners and researchers, created the concepts and their UX then briefed UI a Visual designer. I was running a young agency and pitching against a top-5 creative powerhouse so was super desperate to impress.

On the day the client preferred our work, so happy team:-)

Activities

- Lead pitch
- Define strategy
- Creative direction
- Sketching, UX concepts and interactions
- Present to client

Mobile service provider call-centre improvement

Customer Ledger
Site ID : 009
Status A ACTV 19/11/94 Maj Min
Co/Dv/Frn 9 447
Expiration Date
-- Credit Information --
Total .00 Connect Date 21/11/94 Ctg SIX
1=Select 5=Disp All 6=Prt 7=Dsp w/Totls I=Stmt Image Q=Stmt Image Dtls T=Taxes
? Stmt Date Cy Balance Attr Prt Freq Srv Cts MOP Process
1 20/05/13 03 29.34 SIN Y M R1 3 5730
F19=AR/Stmnt F20=Unapp Bchs F21=Adj by Srv F22=Pending Pymts

15/02 SA MW KS IM II KB

Project situation

The client had invested heavily in a customised version of a tool to show call-centre operators information about customers from many sources in one place while they handled the support calls.

They were unhappy with the performance results, the challenge from the customer was "why hasn't my investment reduced my team's average call-handling time?

Any solution I designed would have to leverage the existing investment in dashboard software customisation and ensure scalability and a high level of adoption by operators.

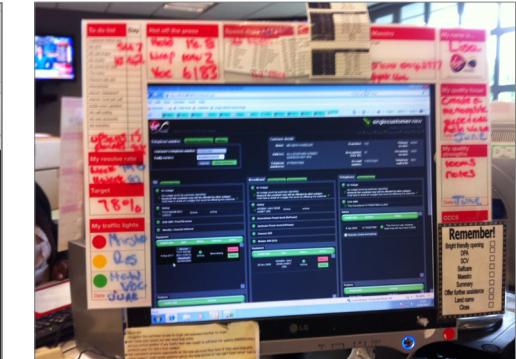
I had shadowed call-centre operators many times before and always found game-changing insights by simply listening-in and observing calls. It was no different at this customer.

Action and outcomes

I consulted on the customer's digital application creation process, helping avoid recreating the same problem in future services. I suggested changes to their project governance, so for example, BAs at this company had never challenged business stakeholder requirements.

I acted as UX Architect, working onsite with the customer and leading discovery and ideation workshops. My user research led to the discovery of a defining insight: It turned out that 80% of operators used the software in such a way as to hide the dashboard. In other words, no-one was even using the thing that the customer had already spent a large budget developing.

I redesigned the dashboard tool to replace show/hide behaviour with responsive behaviour and proposed innovative ways to summarise business metrics in a single row of controls enabling better usability and flexibility.



Operator workstation. CCA is not visible (compressed)

Customer Ledger
Site ID : 009
Status A ACTV 19/11/94 Maj Min
Co/Dv/Frn 9 447
Expiration Date
-- Credit Information --
Total .00 Connect Date 21/11/94 Ctg SIX
1=Select 5=Disp All 6=Prt 7=Dsp w/Totls I=Stmt Image Q=Stmt Image Dtls T=Taxes
? Stmt Date Cy Balance Attr Prt Freq Srv Cts MOP Process
1 20/05/13 03 29.34 SIN Y M R1 3 5730
F19=AR/Stmnt F20=Unapp Bchs F21=Adj by Srv F22=Pending Pymts

Responsive dashboard in fully extended mode.

Activities

Stakeholder management

User research

Contextual analysis

Day in the life study – shadow call-centre operators

UX concepts

Wireframe specification

Art direction

**LATEST WORK:
A DESIGN OF NOTE**

We believe business needs design thinking. It's what turns a challenge into an achievable opportunity.

We are driven to uncover and explore tangible and practical design possibilities that deliver real innovation and improvement for business as well as in the real lives of their staff and customers.

To do that we use our unique business and service design tools. They've been tested and refined over the past decade to support productive partnerships with our clients.

WE'RE LAUNCHING OUR NEW WEBSITE BEFORE IT'S READY. READ WHY.

WE DO HUMANS TO HUMAN DESIGN - PHYSICAL AND SOCIAL SPACE, NOT JUST DIGITAL - @DUGFALBY #SDNUK16

SDN UK CHAPTER @SDN_UK
NEW ZEPHYR FALBY FROM FILTER @ZEPHYRFILTER SHOWCASES LIVE LAB WHICH WON SDN AWARD INNOVATION

MAN EXPORTER @MANEXPORTER
THE STORE SKIPPING MODEL OF VALUE - LOVELY METAPHOR #SDNUK16

NILEHQ @NILEHQ
OUR VERY OWN JEN LENNON PRESENTING INVITABLE IMPACTS AT #SDNUK16 WITH @REBEKAHBLAUM @SDNETWORK @SDN_UK

"NOT everything that can be counted counts, and not everything that counts can be counted" quote from @PolicyLabUK @sdn_uk #SDNUK16

PROMOTED TWEET
SALESFORCEIQ @SALESFORCEIQ
SMART. SIMPLE. SALESFORCEIQ. TRY IT FREE FOR 14 DAYS.

DUG FALBY
DIRECTOR OF CONSULTING AT NILE | EXPERIENCE & SERVICE DESIGN

WE'RE LAUNCHING OUR NEW WEBSITE BEFORE IT'S READY. READ WHY.

PUBLISHED ON MARCH 10, 2016

28 LIKES 8 COMMENTS

BUT DUG, THERE ARE BITS THAT DON'T WORK; THERE ARE PAGES MISSING AND ALSO SOME WEIRD COPY!!! WHAT'S UP WITH THAT?

WELL YES, YOU'RE RIGHT, THERE ARE.

THE ROUGH EDGES WILL EVAPORATE OVER THE NEXT FEW WEEKS AS OUR TEAMS RAPIDLY ITERATE FROM OUR FIRST MINIMUM VISIBLE PRODUCT (MVP) RELEASE THROUGH OUR SUBSEQUENT RAPID ITERATIONS.

THIS ISN'T RANDOM, IT'S A CHOICE WE'VE MADE. HOW OFTEN DO YOU HAVE THE CHANCE TO RETHINK YOUR WEBSITE AND IN THE PROCESS RUN A LIVE AMMUNITION TEST OF THE PRINCIPLES YOU'RE SUGGESTING YOUR CUSTOMERS LIVE BY? WELL, NOT EVERYDAY BUT THIS TIME WE'RE GRABBING THE OPPORTUNITY AND JUMPING IN AT THE DEEP END.

Nile Service Design proposition transformation

Project situation

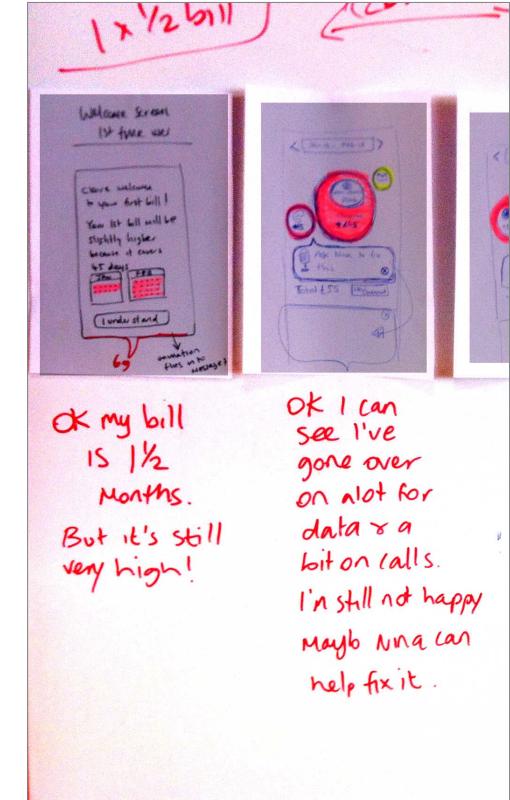
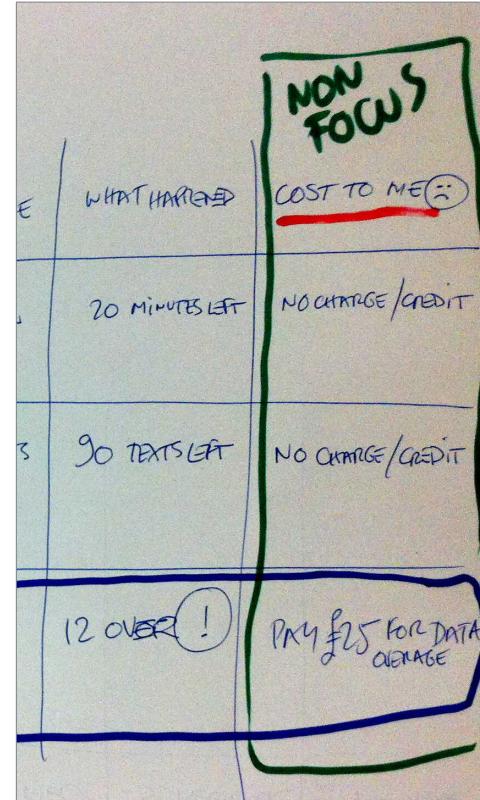
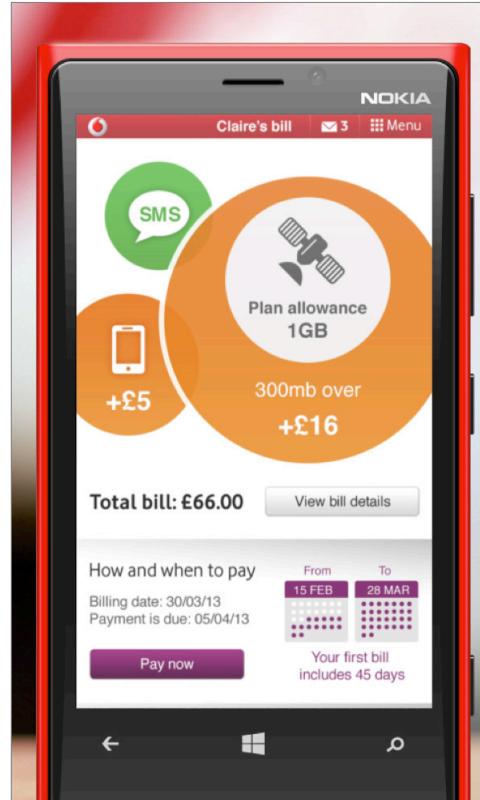
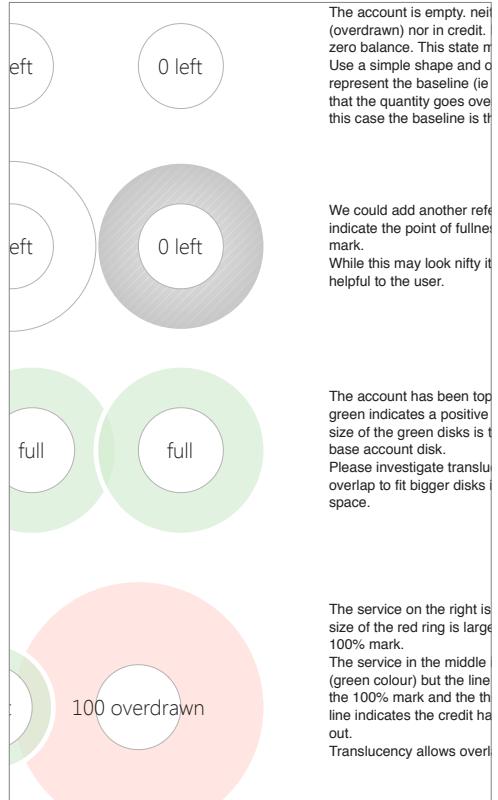
Nile had just completed two years of aggressive and profitable growth but was hampered by its perceived position in the market and was keen to overcome this challenge to be ready for the next phase in its development. To achieve this business readiness, the company needed to recruit the right people, transform its proposition and agree its strategic roadmap. Additionally, the result of all of this effort would need to be communicated in a coherent and impactful way.

Action and outcomes

Dug took an interim directorship with responsibility for giving new focus to the consultancy practise and during this period, he led the effort to redesign the proposition. Part of his programme of work was to lead the redesign of the website and social media presence. To deliver quickly and with the right outcomes, Dug migrated Nile's efforts from a traditional platform to a continuous deployment environment on GitHub and replaced the existing CMS with Jekyll, a static site generator.

Activities

- Define proposition
- Co-Define strategy
- Creative direction
- Copywriting for social and website
- Define solution architecture



Vodafone fix my bill with my finger

Project situation

Create a concept for Vodafone Group that the mobile operator could use to fuel its race to electronic self-care on the mobile platform and deploy to local markets.

The customer had already developed useful market and customer insights: A high percentage of call-centre volume globally was down to misunderstanding bill content, disagreeing with bill content or other billing query. Also, an important insight was that there was a spike in service requests during the first 90 days of the customer lifecycle.

I was able to convert these customer insights into user needs and proposed experiences that solved these problems while reinforcing the core brand message of "power to you".

Action and outcomes

Experience lead setting the strategy, writing the brief, joining in sketching and guiding delivery.

I proposed two ideas in the planning brief: First, that just because everyone is using data visualisation doesn't mean that customers understand it. I got the team to work on defining the precise meaning conveyed by the graphics as components went from the "out of focus" to "focus" states in order to remove as much information as possible.

Second, that people hate their mobile operator because they never preempt problems. Why should we make a fancy UI to describe a problem when we could use the same UI to fix the problem (as avoiding the problem in the first place wasn't realistic) in a way that hid the billing complexities from the customer and just let them know when things were OK.

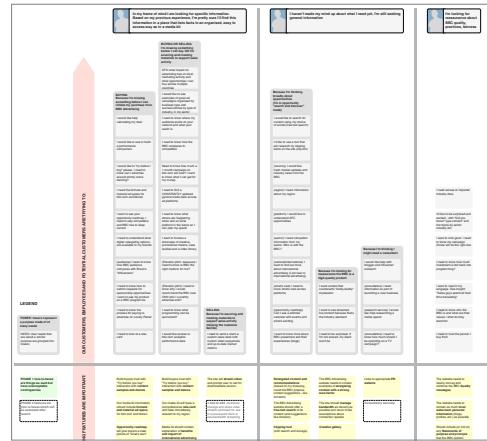
Activities

- Creative direction
- Stakeholder workshops
- User needs analysis
- Research
- Interaction design
- Wireframe specification
- Prototyping

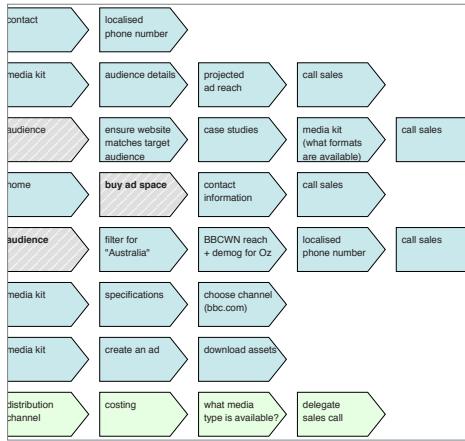
BBC value statement in White City



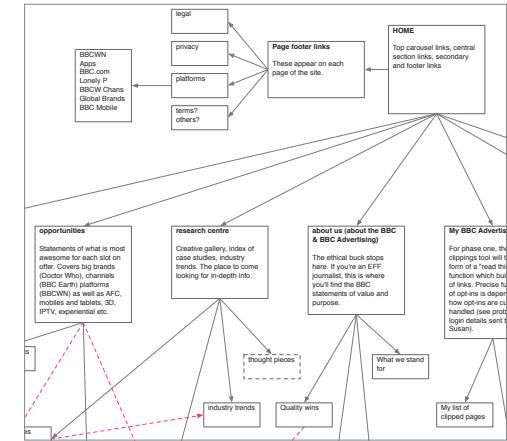
Mental model used to identify challenges and opportunities



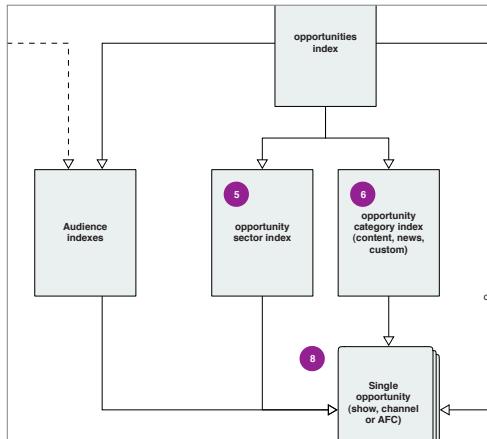
Task list for user testing. Completion of each UC is a pass



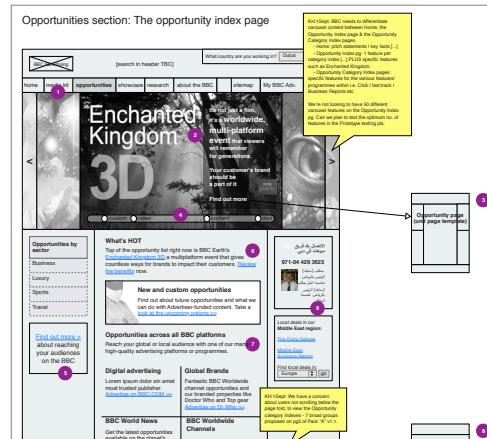
Analysis of journeys to identify most profitable cross-linking



User flows covered by wireframe specification



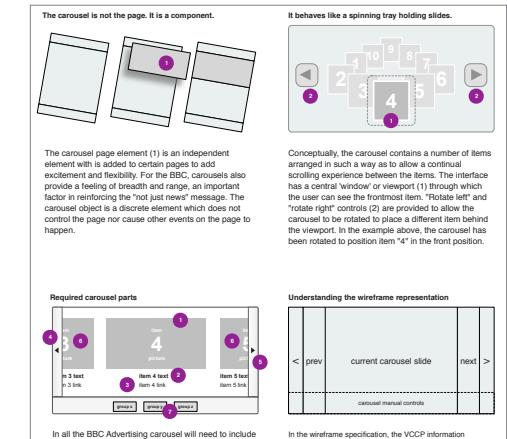
Instructions for personalisation of carousel data



BBC Marketing leadership join a 'design the box' workshop



CMS template and module structure for international



BBC Advertising user experience research

Project situation

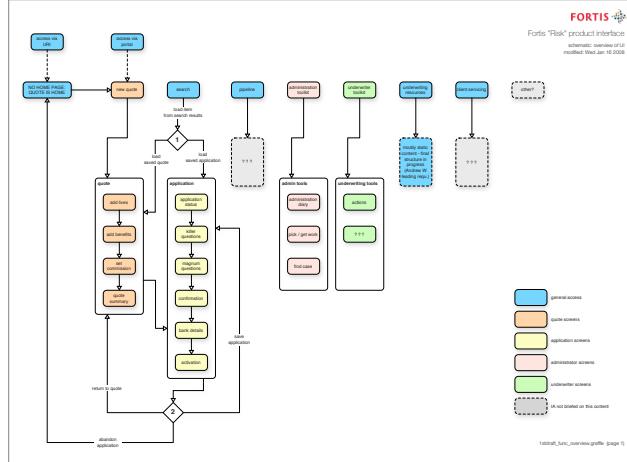
Create a unified portal for BBC Enterprises' non-UK ad sales. The core challenge of the project was defining an experience framework that would support the different global organisations under one banner. The single repository of sales support materials and presales support such as sales team details would allow global customers to experience a familiar "BBC" quality experience while finding all they expected from their local sales organisation.

Action and outcomes

Independent design consultant. This project is a good example of digital brand activation, as the core values of "trust" and "quality" needed to be conveyed in every part of the experience and the choices made in the design were based on digital planning activities to understand the market forces in play. In particular, I was able to conduct "design the box" activities with senior marketing stakeholders which allowed me to pinpoint and communicate the key drivers and values.

Activities

- Stakeholder workshops
- International interviews
- User needs analysis
- Mental modelling
- Design the box (brand workshop)
- CMS strategy and Sitecore persona logic
- Wireframe specification



Forte's "Risk" product interface
schematic overview of UI
modified Wed Jan 16 2008

Lives

Sarah McDonald
Customer ref. FORT-12988BL17-MCDON
Female, married
Born 12 May 1968, non-smoker
Salesperson

John McDonald
Customer ref. FORT-12988BL17-MCDON
Male, married
Born 2 August 1972, non-smoker
Senior member of the inspectorate of highways

Total premium

€80 a month
Total initial commission: €967.00
<return to quote | back details>

Cover applied for

Joint I Term assurance I €300,000 I 20 years I expires 30/12/2007 I €47 a month rated renewable

1 Terms offered - non standard
We are pleased to offer Mrs Sarah McDonald and Mr John McDonald this Benefit. However the offer is on non-standard terms and subject to the following:

2 A rating has been added for Mr John McDonald
This is because of reasons explained here lorem underwriting ipsum details consectetur lorem ipsum consectetur underwriting ian Roberts says lorem ipsum into here.

3 No indexing
Unfortunately we are unable to offer Indexation options

4 Other control ? download statement of terms [X] remove benefit

5 Sarah I Accelerated critical illness I €100,000 I 20 years I €33 a month

6 More information required
We are unable to provide an underwriting decision for Mrs Sarah McDonald online. The following information is required:
A medical report from the claim's doctor [capture GP details] and download GPR

7 John I CI I €75,000 I expires 30/12/2007 I €71 a month

8 Terms offered
We are pleased to offer Mr John McDonald this benefit.

9 download statement of terms [X] remove benefit

10 download documents for printing
Sarah's underwriting Q&A [copy] [pdf cov format]
John's underwriting Q&A [copy] [pdf cov format]
Client introductory letter [pdf pdf format]

11 **12** **13** **14** **15** **16** **17**

Your application

your reference: 2008-123-A-117b
Sarah's application requires a GPR. Action this now other important info about the application goes in this block

application steps:
+ completed - incomplete

Sarah McDonald	John McDonald
about you	about you
disclosure	disclosure
general health	general health
detailed health	6 year health
family health	detailed health
life style	life style
travel & pastimes	travel & pastimes
employment	lorem question
capture GP detail	lorem ipsum
bank details	activate

notes

The underwriting decision is expressed in the form of an application summary. This same screen is used as the entry point to an application from a search.

Benefits are displayed as boxes beneath the lives as in the quote summary.

Each life or benefit is displayed in a visual surround. The surround needs to be of a flexible height to accommodate longer names or products when Robert increases the size of his browser font.

In the example, Sarah and John have been offered some terms which Robert could activate those benefits. When the user enters the URL it is a double click on the button just beneath the life's details pertinent to it. In this example, Sarah needs to provide a medical report.

Item button bar: if terms are offered, the terms may downloaded from each benefit's button bar.

Contextual "next" button: if the application is in a state where the next step towards completing an application is known, the next button links to it.

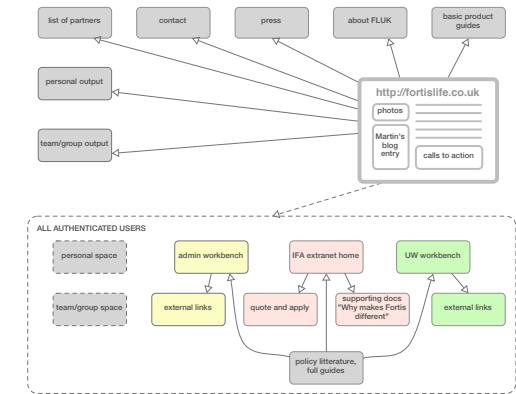
Link to trigger a rated re-quote for this benefit.

Once the first underwriting question has been answered Robert can download a cov file of the underwriting questions and answers.

This document download panel should also be used to add further required evidence items. The link to the document is placed in this panel and the cov file is placed in the application browser (see note 11)

Born lives and at status markers are always visible. NOTE: when a show-stopping issue occurs in capturing information or proving evidence is required to activate the relevant link appears in the to-do list.

An important information about the status of the application is clustered in these areas above and in the



"Porous membrane" content strategy to build trust with customers and IFAs (connects main content with UGC)

Fortis Life UK insurance portal

Project situation

A City insurer needed to launch a large and very complex multichannel transactional service, but a lack of UX research and process was threatening delivery.

I recruited designers and established Agile UX processes. I led an extensive discovery phase, interviewing potential stakeholders and users and analysing context-of-use by shadowing call-centre operators on live customer calls and testing prototypes.

Working closely with the managing director, I converted the Fortis brand values into interactions and established functional branding through the use of interaction principles.

Action and outcomes

I was commissioned as an independent contractor to set up a UX team, research the service and design the service as part of the Agile software development function

My UX research resulted in a product that was not only game-changing but overtook its nearest competitor in its first three months of operation.

Success metrics include:

- Scored 9.5 out of 10 in "Which", their highest rating ever
- Big efficiency gains and 60% immediate decisions (ie without call-centre intervention)
- First year customer satisfaction survey showed 97.5% customer satisfaction
- Product experience rated F&TRC "eee" excellence (highest industry rating)

Activities

User research including interviews, live call-centre shadowing
Stakeholder workshops
Product backlog management
User needs analysis
Creative direction
Interaction design
Prototyping
Wireframe specification
UAT acceptance criteria

The Lecture List

The homepage features a large banner with three featured lectures: "Editor's Pick" (Prof Gerd Gigerenzer: Risk Savvy), "Today" (Prof Saskia Sassen: How to tell stories that...), and "This Week" (Prof Michael Tye: Do fish have feelings?). Below the banner is a section for "Upcoming Lectures" with cards for LSE, ICA, HUMA, ZARA FLEMING, and DR MARIE. To the right is a "My Schedule" calendar for May.

A detailed view of a lecture by Prof Gerd Gigerenzer titled "Risk Savvy: how to make good decisions". The page includes a description, speaker bio, and a map of London. A modal window titled "I am going!" allows users to organize a meet-up at a specific venue. The "My Network" section shows users attending the same event.

"meet ups" allow Lecturelisters to meet like minded people at events

Site is responsive and retains the same UI focus while using mobile patterns

Three mobile screenshots show the website's responsive design. The top screenshot shows a "Meet up info" section. The middle screenshot shows a "Meet up" list with messages from users like Jack Willson and Anna Morris. The bottom screenshot shows a "Who is going?" list for an event.

Project situation

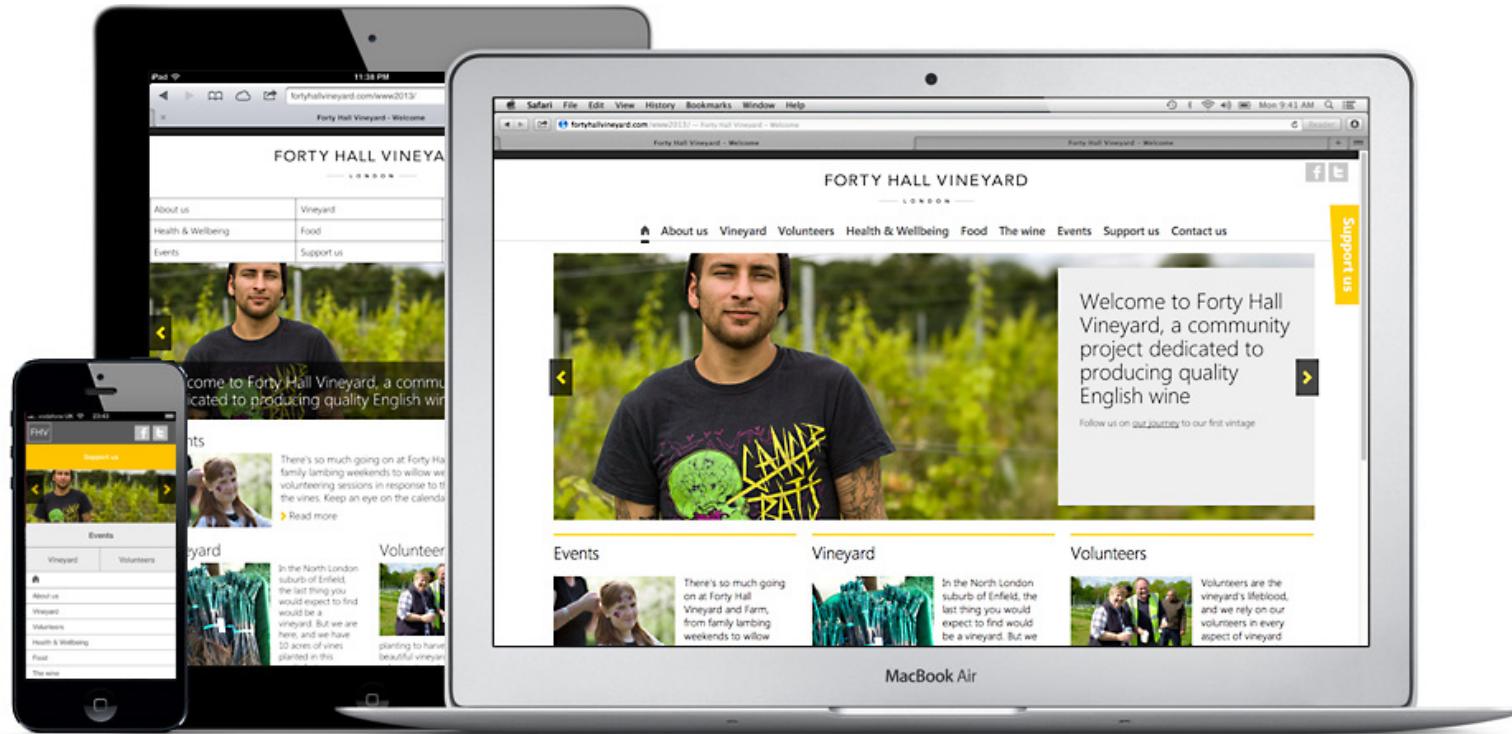
I launched the Lecture List in 2003 with 100k funding from NESTA, the National Endowment for Science, Technology and the Arts. At the time there was no listing of public lectures online so the site was breaking new ground. The site acts as a self-service entity allowing lecture organisers large and minuscule to post their events at no charge and in a format that guarantees them great SEO driven rankings. When funding ran out I developed a network of volunteers to manage the moderation queue and provide support to new posters.

Action and outcomes

Independent design consultant and Director of Niminim, a non-profit limited company set up to create and manage the Lecture List service. I developed the publishing workflow including defining how best to structure the data, created scenarios and set up the search and information architecture (creating the nine "supercategories" to describe the sum of human knowledge was fun). This year I am relaunching the service with UI Visual designer Rieko Vining to introduce a dating service designed to help pay for hosting and maintenance.

Activities

Brand development
Product development, write NESTA proposal
Business modelling, understanding posters
User needs analysis (admins, posters, users)
Information architecture
Interaction concept
Wireframe specification



Forty Hall Vineyard launch: brand, comms, social and mobile

Project situation

A rare opportunity to work closely with a customer right from the inception of their brand. Forty Hall Vineyard had a range of needs: a corporate identity, packaging and labels, a comms platform, a strategy to guide how best to use social touch points to increase donation revenue.

My team at Avanade built the responsive site and I ran training sessions to bring the vineyard volunteers up to a level where they could effectively self support with their new tools.

Action and outcomes

Experience director owning the client relationship and leading strategy, writing the brief, joining in sketching and guiding delivery. Additionally, I performed Apache configuration and coded CMS templates.

I guided the Vineyard team though the process of distilling and expressing their values and vision. I led the creation of the Vineyard visual identity, analysed the customer's target markets and briefed community managers, designers and content writers.

Activities

- Creative direction
- Stakeholder workshops
- Market research
- Social strategy
- Visual identity design
- Packaging design
- CMS Build
- Responsive website design



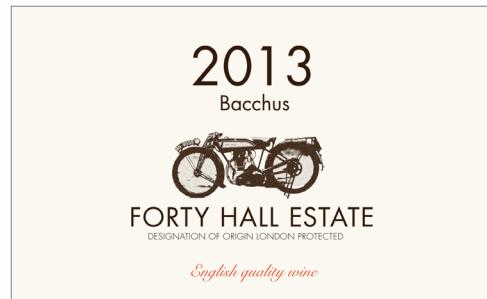
Values and purpose workshop outputs



Label test



Label test: sparkling



Label test: Straight Bacchus

A new thing has happened at the vineyard. We have a photograph of the event to upload.

Now the picture is in the blog entry.

Vineyard volunteers update the blog and maintain the site



806 Twitter followers in third month

Brand and proposition

I took the customer through a series of workshops to identify the key drivers of the future brand. I analysed the competitive space and researched the likely customers for the wine. I mapped the planned vintages to a series of attitude segments and used those to drive the design brief.

The result was a map of three types of customer and four identity key values. Based on these I produced designs for the logo, bottle labels and website.

Core values and brand position in the market (what resonates with our audience?)

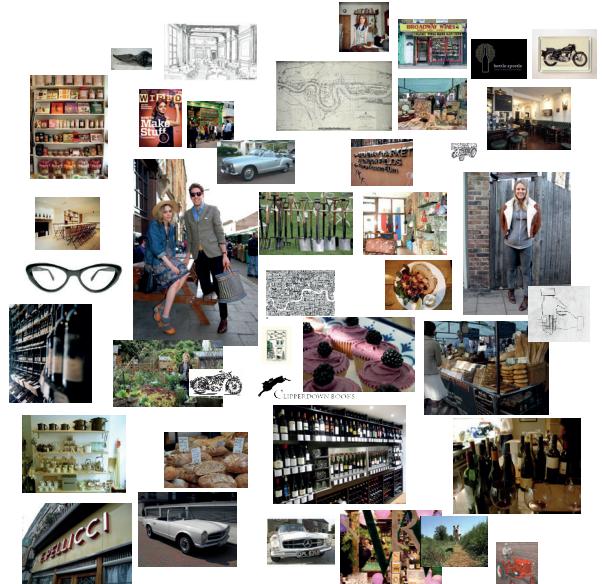
Our core values (shortlist)

Brave, optimistic, hopeful, breaking away, drinker-to-maker, Etsy, learning, growing, not for profit, doing the right thing, helping, learning, living, [craft], quality, rustic-in-urb, yes we can! controlling your environment, doing it well

Core

Four core values stand out above all others and define the personality and attitude of the Forty Hall Estate brand:

Hopeful
Brave
Quality
Community



Brand values for the two vintages are based on core FH values

Enfield Bacchus

The wine is:

Forty Hall Estate Bacchus 2013 is a crisp, elegant quality wine made in London.

The customer thinks:

- Bacchus is the English answer to Sauvignon Blanc.
- I know this will taste good because EWs are winning awards - it must be good.
- I know I will enjoy this because it is similar to other wines I've enjoyed.
- The wine maker shares my adventurous nature.
- I like to sponsor local produce, this wine is local.
- This is sustainably produced.
- This wine helps people improve their lives. It shares my values

The customer feels:

- This feels like a wine I could drink every day.
- This winemaker shares my adventurous nature (fun label).
- This bottle wouldn't look out of place in my home.
- I enjoy surprising my friends with my knowledge.
- This is not what my dad does/thinks/drinks/believes.
- I'm not my dad

London Brut

The wine is:

Forty Hall London Brut is an elegant sparkling wine traditionally made using a blend of Chardonnay, Pinot Noir, and Pinot Meunier, and would enhance any celebration or special occasion.

The customer thinks:

- TBC

The customer feels:

TBC

Hopeful. Brave. Quality. Community

Dixons Stores Group

The Currys, Dixons and PCWorld websites were tired and underperforming. The Dixons Group brand landscape was confusing and the company had no clearly defined experience strategy or clearly defined proposition in place.

Project situation

My primary KPI was to deliver a transformed ebusiness user experience on the three chain websites in time for Christmas 2010 peak trading. I did this successfully and at the same time established processes elsewhere in the business that are still on course today.

Action and outcomes

I was recruited in year two of a four-year transformation programme to join a senior management team designed to turn the ecommerce part of the business around. In my role as Head of Customer Experience, I commissioned agencies, recruited and led analytics, UX, graphic design, content, social creation and social moderation teams

Success measures:

- Saved 450k on external agencies in Q12011
- 18% savings in routed calls in Q42010
- Continual improvement of customer satisfaction index
- 7% uplift in sales with algorithmically-driven merchandising
- I deployed an integrated analytics platform including Foresee Results, Site Catalyst and Test & Target

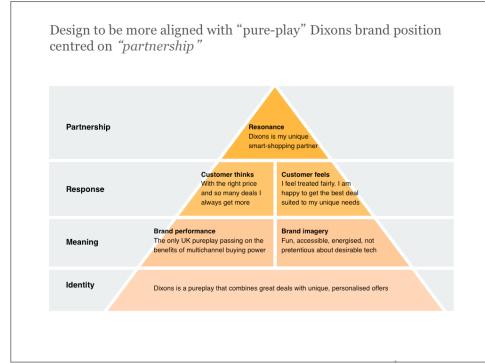
Activities

Team building
Process troubleshooting
Budgeting, planning and commissioning
Creative direction (internal & vendor teams)
Art Direction (photo shoots)
Supplier management and negotiation
Market research
Social strategy

The screenshot shows a product page for a Samsung UE40B6000 40" Full HD LED TV. The top navigation bar includes links for TV & DVD, Computer, Photo, Audio, GPS, Games, and Household. The main headline is "Welcome to superior viewing" followed by "SAMSUNG UE40B6000 40" Full HD LED TV" with a price of £478.99 and a "Buy now" button. Technical specifications listed include Model no: KDL46W5710, Television type: LCD, Freeview tuner: Yes, and Electronic programme guide: 7 days. Below the main product image, there are sections for "Inspire me", "Buy and save", "Extras", and "Discover more". A sidebar on the right shows other TV models: SAMSUNG UE40B6000 40" Full HD LED TV (price £352.99), LG 42LE5900 42" Full HD LED TV (price £1299.99), and a third model partially visible. The bottom section features a large image of the TV with a woman's face on the screen, along with descriptive text about its unique style and space-saving design, and links for "Explore more features", "Free delivery", "We'll recycle", "Home installation", and "Discover more".

Dixons and Currys: Experience strategy

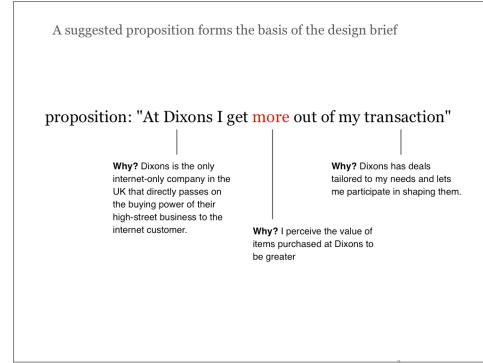
Dixons brand was confused. I launched a review



Future experiences lab output: Experts club (ask an owner)

User engagement: Dixons API for cool stuff (Intel Apps)

Proposition development



Design brief for Currys and Dixons refresh (post agency)

- The home page needs ways to show more offers
- The site should convey the impression of "more ways to save"
- The design should be a bit more fun, including dynamic sales mechanics built into the platform
- The design of marketing pages and microsites needs to include dynamic sales and dynamic pricing

The experience manifesto

Our online channels will give our customers access to a flexible and resilient network of businesses that will engage in uniquely meaningful dialogue with them to plan for and deliver precisely what they need.

At every point in the customer's journey we will offer them opportunities to invest their time, their attention, their affection for our mutual benefit.

In this way, we will ensure that every service we deliver and every product we sell is more valuable to our customer than the same product or service bought elsewhere regardless of price.

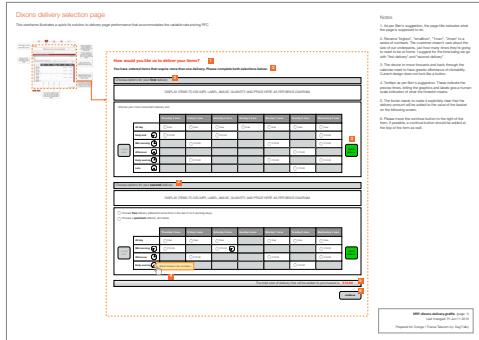
Our experiences must:

1) Try to enable dialogue with our customers, give access to the information they need, share risk where possible and appropriate

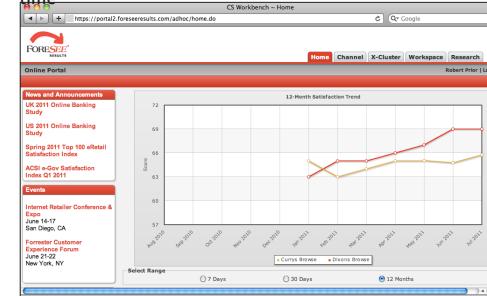
2) Be flexible enough to support unique experiences, the "segment of one"

3) Support the customer's investment in us in every transaction

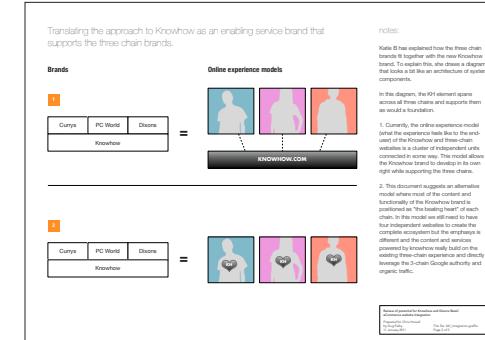
Re-platform: I improved the delivery experience



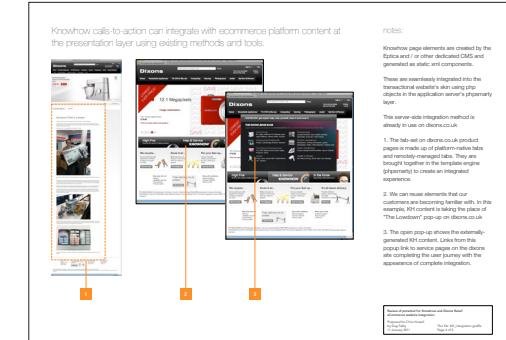
I bought Foresee Results to measure design quality over time



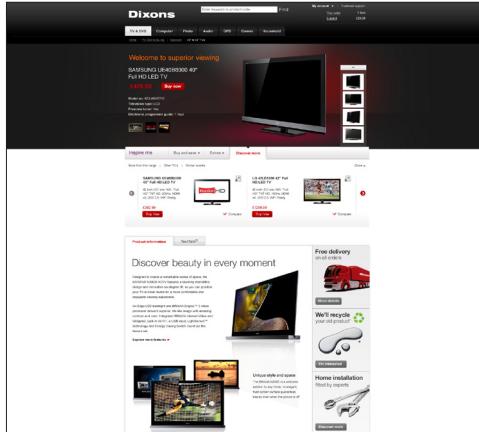
Branding workshops: making sense of Knowhow brand



Setting up service and social channels as part of the site



The new design balanced value choice and service



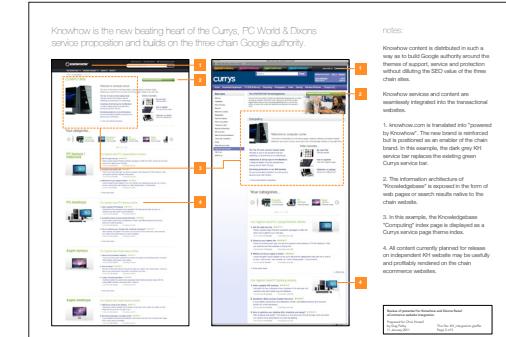
I focused Currys on the “service” part of the triangle



I merged Twitter posts into the core ecommerce platform



Explaining how the Currys and Knowhow experience fitted



Dixons: Continual improvement of the design and processes



une interface fiable, chaleureuse, charmante, dédiée, professionnelle, protectrice, ayant un comportement paternel, belle, fun, satisfaisante les normes de sécurité, ayant une performance de pointe, engageante, sympathique et pleine de couleurs a quoi ça ressemble?



SME user UI moodboard



Advanced level protect UI

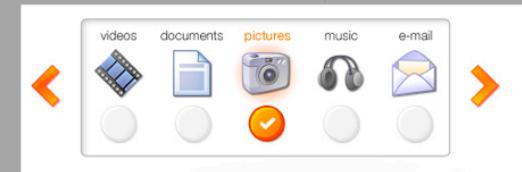


Simple “protect” UI



Protect in progress

Clear steps 1 2 3 4 5



skype™

Pour Giselle, nous espérons proposer des éléments interface qui réduisent le nombre de décisions en proposant des solutions préparées.



Have I made a mistake?



Orange online backup

Project:

Based in Orange Group Services, I managed a budget to launch new services and improve existing ones.

The purpose of the project was to apply Orange brand thinking and personality to a legacy java backup tool. The absolute core of the project was to identify what customers felt, cared about and understood about their backup needs. I identified the need for three parallel service configurations based on user type and the need to create a product language more aligned with customer needs and values. For example, I changed the way the service described what it did from "Cloud backup and restore" to simply "Protect me" and "Repair my files"

Role:

Independent design consultant acting as design authority for Orange Group services. This project demonstrates the power of task and attitude-based segmentation (attitude-based personas) in selling new experiences in a large, matrix managed organisation.

While at France Telecom (Orange parent company) I worked entirely in French, leading workshops, directing, selling and supervising design teams, software vendors and integrators across the UK and France.

Online backup was one of many services managed and launched under my leadership.

Activities:

- Lead stakeholder workshops
- Digital strategy
- User needs analysis
- Segmentation and personas
- User testing
- Art direction

Orange B2B Office cloud

The screenshot shows the Orange B2B Office cloud calendar interface. At the top, there's a navigation bar with links like 'me@company.com', 'Option', 'Deconnexion', 'link', 'to-other', 'services', 'go-here', 'shared-online-disk', 'Web-conferencing', and the Orange logo. Below the navigation is a toolbar with icons for email inbox, contacts, calendar (highlighted in orange), email from, and email to. The calendar view shows a week from Monday 5 to Sunday 11 of February 2007. A yellow event 'Spanish holiday 6-9 February' spans from Tuesday 6 to Friday 9. A blue event 'Julie away' is on Wednesday 7. A tooltip '3 More' with arrows points to the right. On Saturday 10, there's a yellow event 'Bob do...'. A 'create event' dialog box is open in the bottom right corner, prompting for event information. On the left, a sidebar titled 'my calendars' lists 'Standard' (selected), 'UK holidays', 'Julie & Carl wed', and 'Cashflow forcast'. It also has buttons for 'add calendar' and 'find'.

Project situation

A project to create a user interface toolkit for a European comms product for Orange and Mobistar business customers. The project was a joy to run, a real testament to what a small team running Agile methodologies can do even as part of a heavyweight organisation.

The end product was rolled out quickly to the two markets and has been a huge success. After the launch, learnings from this product development were fed back into the France Telecom consumer portal which now offers its customers best-in-class converged communications tools.

Action and outcomes

Independent design consultant acting as design authority for Orange Group services.

I worked with a three-man team (in French), helping dev teams move from waterfall-based production methodology to a user-centred design process built on the Garrett elements of user experience. The challenge was to manage stakeholders and guarantee delivery excellence in three international locations. I Creative Directed a design team in Bristol, acted as product owner facing off to the business in Paris and covered quality control with the dev team in Sophia.

Activities:

- International management
- Lead stakeholder workshops
- User needs analysis
- User testing
- Supported creation of product backlog
- Wrote UAT test success criteria
- Creative direction
- CSS coding and rationalisation

b) The molecular modeller as a user researcher
have access to the homology models



Brand moodboards



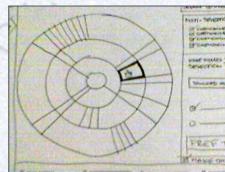
Proposition messaging



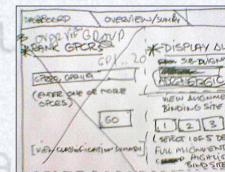
User segmentation



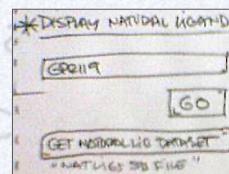
Tasks and interactions



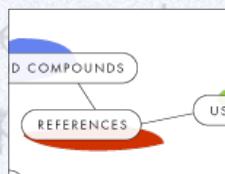
Interaction concepts



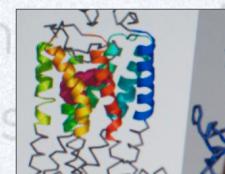
Early testing on paper



Interface sketches



Alexander Calder concept



Refining SVG UI elements

The screenshot shows the GPCR SARfari v2.2 dashboard. At the top, there are tabs for Sequence Search, Alignment, Modelling, Binding Site, Ligands and Compounds, and a user guide. The Alignment tab is active. Below it, there's a search bar for 'database' and a section titled 'Alignment displays' with dropdowns for 'Select subgroup:' (set to Anaphylatoxin) and 'No highlighting'. A 'GET DATA' button and a link to 'show full alignments page' are also present. To the right, there's a 'Modelling' section with a dropdown for 'Download homology models of one or more of the following GPCRs:' and a list of profiles A, B, C, and D, all checked. A 'Choose profiles:' section follows. Below that is a 'Compound library' section for 'Anaphylatoxin' with a 'Download' button. A large blue modal window is open, asking 'Add sub-family to download?' with a checkmark. The modal lists 'Anaphylatoxin', 'CC', 'XC', and 'CX3C'.

GPCR SARfari workbench rethink

Project situation

This is an early project and is shown here as an example of an experience consultant delivering the whole product lifecycle hands-on. The brief was to create a new web-based front end experience for GPCR SARfari, an integrated chemogenomics workbench focused on GPCRs.

The purpose of the redesign was to bring together a number of remote services and package the product prior to a parent company merger. The product is now maintained by the European Molecular Biology Laboratory.

Action and outcomes

I acted as an independent design consultant. This project illustrates how a competent UX practitioner does not need to specialise in a vertical to create successful experiences. With no prior scientific knowledge I interviewed and workshoped with chemogeneticists and made sense of their complex subject matter and processes.

I have done the same many times in other complex industries such as financial services and agribusiness.

Activities

- Lead stakeholder workshops
- Lead product brand identity sessions
- User needs analysis, competitive landscape
- Lead co-design workshops
- User testing
- Sketching, prototyping in rough HTML
- UI Visual design
- Front end coding (HTML/CSS)

Thank you:-)

Get in touch

dug@goodlookslikethis.com

<http://uk.linkedin.com/in/goodlookslikethis>

<http://twitter.com/dug>

