

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 UX designer (but I prefer 'human' to 'user' experience) and making things better everywhere I can 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."

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."

Head of User Experience Zone

"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 an opportunity to work with."

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"

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

Project

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.

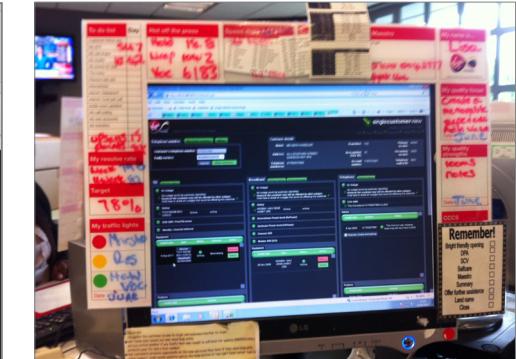
I had shadowed call-centre operators many times before and always found game-changing insights by simply listening-in and observing calls. It was no different at this customer.

Role

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)

CXOSCLR 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

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

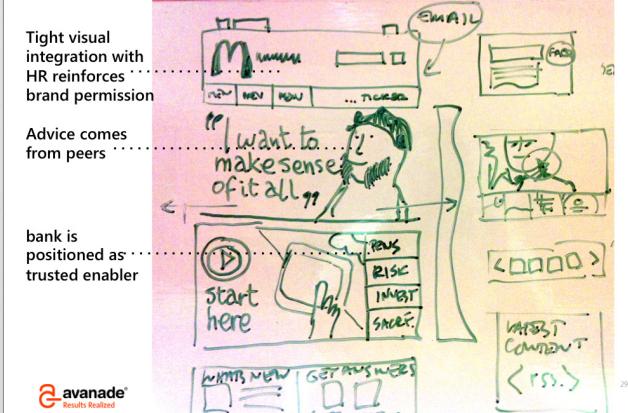
avade
Results Realized

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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

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.

Role

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

**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.

DESIGN THINKING MEANS
SEEING THINGS DIFFERENTLY

nile 1.639 tweets 737 followers 1.310 following 236 lists

Wile do humans to human design - physical and social space, not just digital - #designthinking #SDNUK16

SDN UK Chapter @sdn_uk New Zeynep Falby @Filter @warenetlon shows off Live Lab which won SDN award #innovate

Matt Edgar @matt_edgar_ Jun 30 The store skipping model of value" - lovely metaphor #SDNUK16

NileHQ @nilehq Jun 30 Our very own Jen Lennox presenting Invisible Impacts at #SDNUK16 with @RebeccaLuton @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

Smart. Simple. SalesforceIQ. Try it free for 14 days. salesforceIQ

We're launching our new website before it's ready. Read why.

Dug Falby, Director of Consulting at Nile | Experience & Service ... Published on March 10, 2016

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 viable 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-ammo test of the principles you've been 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

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.

Role

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

Your challenge to us:

You cannot design a mobile service that will be adopted by inspectors without extensive disruption and massive amounts of training.

Our response:

Yes we can. If we work together and follow Avanade's agile mobile application design process.

This process is based on:

adoption = alignment * value

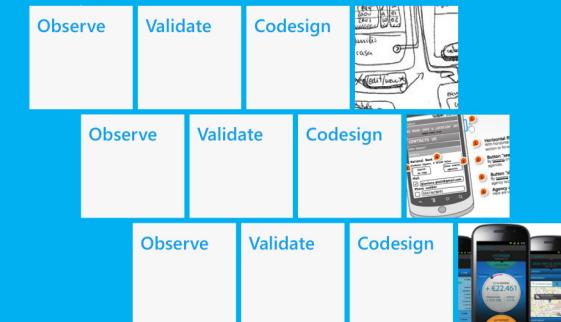
If your mobile service respects your users' context and aligns with their needs it will be adopted.

So together,
we are now working through
an **agile UX process**
structured to engineer alignment
and discover value

Each sprint:

Observe and learn
Validate and share
Co-design and prioritise

Innovation sprints



An Roinn Coimirce Sóisialaí - fieldforce mobilisation

Project

This is an important project for me as it's the first time I defined, sold and delivered a new kind of UX consultancy engagement, agile UX innovation sprints. The challenge from the Irish Department for Social Protection was that the team of inspectors are 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.

Role

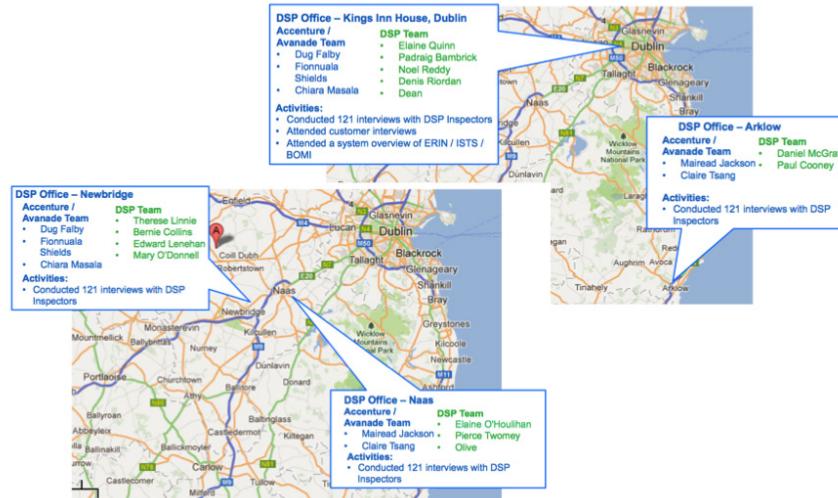
Experience director. I framed the solution, defined our strategy and led the engagement. I engaged a team of two business analysts and three UX researchers and acted as a designer, shadowing workers, running interviews, creating workshop assets (including inventing new tools like "which one is true")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

Activities

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

My team visited four DSP locations

The customer told us employees worked in different contexts so it was important to shadow inspectors in urban office, in a wider urban landscape and in a rural context.



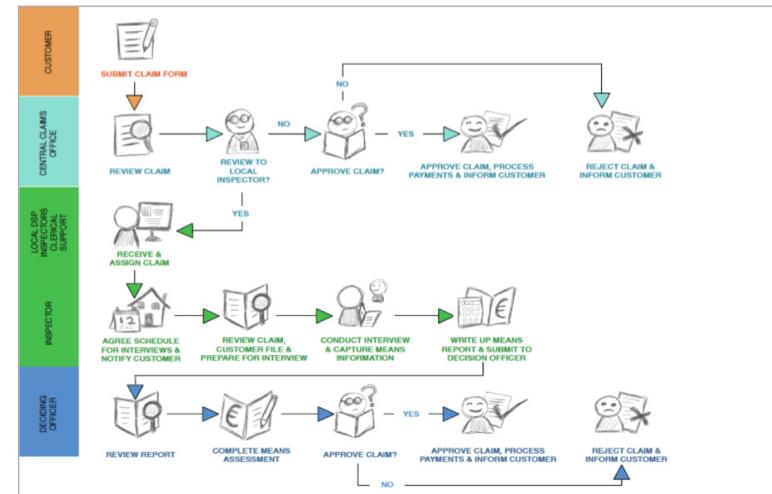
We uncovered insights based on observation

Shadowing inspectors as they helped their customers surfaced a number of key insights. These were evaluated and validated in groups and then used as stimulus for subsequent codesign workshops.

Inspectors carry large files / briefcases		Workflow is driven by paper movement	
Inspectors have very deep knowledge of their local area		Offices are different (no homogeneous environment)	
Most systems and forms are claim centric as opposed to customer centric		It takes 20 mins to record a potential fraud investigation	
There is no way to log evidence of different types / sizes		15% of customers are not in for the scheduled interview	
Some inspectors do not use the full capabilities of Outlook		"This is my room" each inspector cares for their own environment	

I analysed the "initiate new claim" process

The process 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-synchronised tasks.



Inspectors (the users) validated our assumptions

Participants debated the relative truth of each assumption, so that we entered codesign with proposed experiences based on assumptions the users already agreed with.

Digital signature support is a positive: **Mostly agree**
A reliable, consistent system to capture, manage and compare signatures is vital to inspector's jobs. A mobile system that extended the signature experience present in the Kings Inn House office would help them fight fraud and serve customers better.

A digital solution for capturing and analysing registration plate data is desirable: **Mostly agree**
Automatic number plate recognition (ANPR) systems and/or an integrated cameraphone solution for capturing/processing number plates would be useful to inspectors. If these performed automated searches that would be even better.

Tablets in interviews would not cause problems or reduce the quality of the interaction: **Mostly agree**
It is true that adding technology to some environments may seem inappropriate. But just as a PC does not harm the interview process in the DSP office, a digital device on an inspector's lap or on a desk would not overwhelm the interview and would not get in the way.

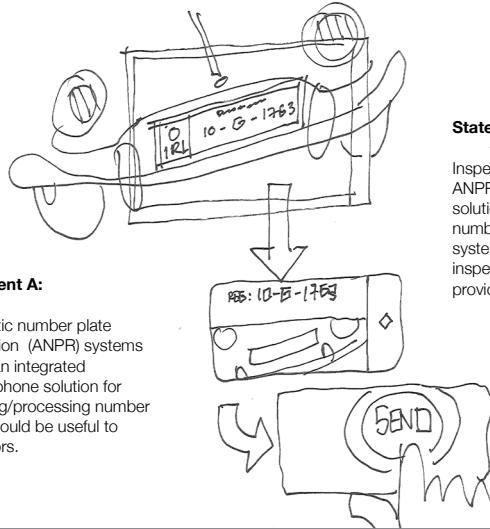
A mobile solution for capturing evidence of different shapes and sizes is desirable: **Mostly agree**
Inspectors need to record many different types of evidence (from large, hand-written documents to small receipts or faded photographs). A digital solution which could incorporate phone, scanner, camera and send to storage would help inspectors.

We should move customer files to digital: **Agree with caution (need to guarantee big picture is retained and no loss of useful insight happens as a result)**
Inspectors only need a small fragment of the many forms, copies and paper documents contained in a customer's file. We should explore opportunities to move as much of this paper to digital devices to reduce the weight of the inspector's briefcase.

We should explore creating tools to compare and calculate numerical data: **Mostly agree**
There are likely to be financial tools that would assist inspectors on the move. These would help compute self-employment income; interpret bank transfers; discover assets like inherited houses and stocks or shares. We should explore what tools to create for inspectors.

Assumption 1: Number plate information

Which statement is true? Please discuss and pass your judgement.



Statement A:

Automatic number plate recognition (ANPR) systems and/or an integrated cameraphone solution for capturing/processing number plates would be useful to inspectors.

Statement B:

Inspectors have no need for an ANPR or integrated cameraphone solution for capturing/processing number plates. Any proposed system would NOT be useful to inspectors and as such would provide poor value for money.

Customer history timeline



Multi-search (PPS, name, addr)

Registration search



multi-input search (photo, txt, voice)

results in list



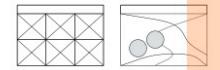
multi-panel display of full details

people list with ID photos

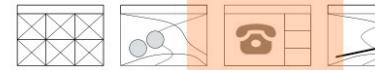
Customer scheduler



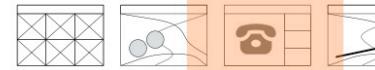
grid of customer photos for schedule



map (plan) display of proposed route



voice call to customer



map display create route with touch

Smart form with evidence



Create record links to sections



form entry detail with evidence capture launch



Capture evidence add annotations

ET Phone home



Launch call from home screen



Launch from another service



3 types of call

Inspector briefcase



Multi-search (PPS, name, addr)

profile (person view)



profile (address view)



profile (claim view)



profile (relationship view)

Reader for circulars



Sortable, filtered list of circulars



Reading view with annotation tools



List of "my favourites"

Device-native services (voice, OCR, camera)

If we use device-native features we should ensure the visual language is consistent across experiences

Customer history timeline



Multi-search (PPS, name, addr)

Registration search

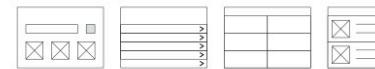


multi-input search (photo, txt, voice)

results in list



multi-panel display of full details



people list with ID photos

Customer scheduler



grid of customer photos for schedule



map (plan) display of proposed route



voice call to customer

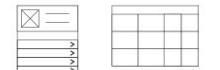


map display create route with touch

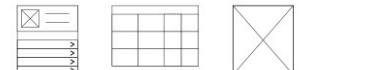
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Sortable, filtered list of circulars



Reading view with annotation tools



List of "my favourites"

As part of the innovation sprint concept's "validate" phase I created a new workshop tool, "which one is true". After synthesising the findings of shadowing into promising insights and assumptions, I wrote two opposing statements for each. I organised the inspectors into four-person teams and then each team argued which statement was more true. The end result was that the insights that fed into codesign were already approved by the users, meaning that the design ideas were based on observations they believed to be true and therefore they were more likely to adopt the services based on them.

Roadmap planning

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. I used a process based on Indi Young's mental modelling to group proposed features and rate them against likely benefit to users.

Codesign outputs

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.

Customer scheduler

Insight: Inspectors have strong local knowledge and rigorous processes to plan their schedule but currently have no way to map this or record activity

User need: I need to plan my route, call customers with missing address details, log my movements and claim my mileage expenses

Experience: “Customer scheduler” brings digital tablet native functions into play to make route planning and recording a snap

Reader for circulars

Insight: 15% of customers are out when inspectors call. As a result, inspectors occasionally have 30 minutes of down time

User need: I need to make use of this time to catch up

Experience: Inspectors use the circulars tool to read circulars, store favourites and add notes for sharing with other team members

Customer history timeline

Insight: Claims can go on for a long time. Many customers have records of interactions with DSP that go on for years

User need: I need to see the big picture over time

Experience: Inspectors use the customer history timeline to see an at-a-glance view of the customer relationship over the lifetime of claims

Inspector Scheduling tool

Insight: 15% of customers are out when inspectors call. As a result, inspectors occasionally have 30 minutes of down time

User need: I need to make use of this time to catch up

Experience: Inspectors use the circulars tool to read circulars, store favourites and add notes for sharing with other team members

Claimant customer overview and digital evidence

Customer Overview

NAME: Ella Robertson **TELEPHONE:** 028-9018-0113
ADDRESS: 5 Smithfield Square, Dublin 7, Ireland **MOBILE:** 077-7373-4009
EMAIL ADDRESS: ella.robertson@hotmail.co.uk

AGE: 28 **GENDER:** Female **RELATIONSHIP STATUS:** Single **PREVIOUS MARRIAGES:** N/A **EMPLOYMENT STATUS:** Unemployed **EMPLOYMENT POSITION:** N/A

PARENTS: Mr. James Robertson, Mrs. Anna Robertson **DEPENDENTS:** Miss. Amanda Robertson **CLAIMS:** Child Support, Income Support, Housing Support

SIBLINGS: Mr. Ethan Robertson, Miss. Miriam Robertson **PARTNER:** N/A **VISIT HISTORY:** Last Seen By: Alexander Morris, Last Visit Date: 05-02-2013, Visit Type: Home Visit

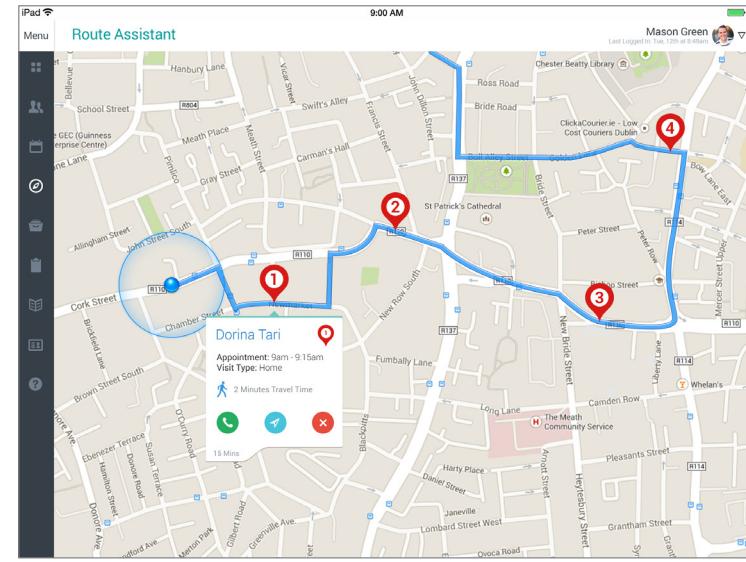
Customer Evidence

House Deed: Issued 05-02-2013 **Rental Agreement:** Issued 10-01-2013 **Child Benefits Form:** Issued 05-01-2013 **Child Care Form:** Issued 04-01-2013

Council Tax: Issued 14-01-2013 **Bank Statement:** Issued 05-01-2013

Add Evidence

Planning tool that allows inspectors to plan their route



Inspector scheduling tool with appointment status

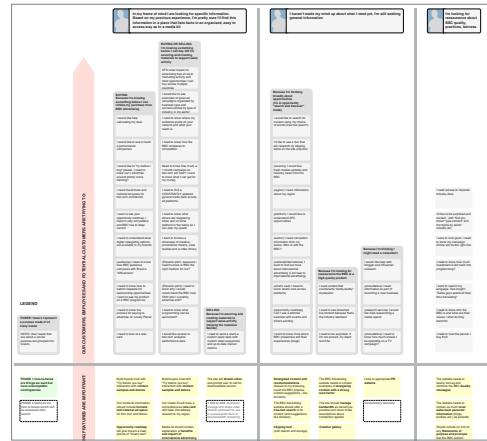
Planner

The interface shows a 24-hour timeline from 9 AM to 1 PM. It lists appointments for several inspectors: Dorina Tari (Appointment: 9am - 9:15am), Alex Vitale (Appointment: 10:15am - 10:30am), Mackenzie Cox (Appointment: 11am - 12pm), Adi Giulian (Appointment: 12pm - 12:45pm), Connor Moore (Appointment: 1pm - 1:30pm), and Alice Ferreira (Appointment: 12:45pm - 1pm). Each entry includes visit type (Home or Telephone) and travel time.

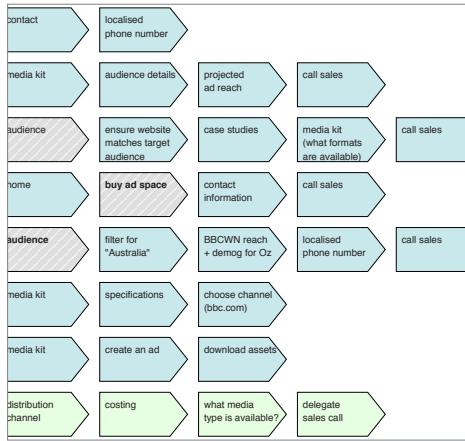
BBC value statement in White City



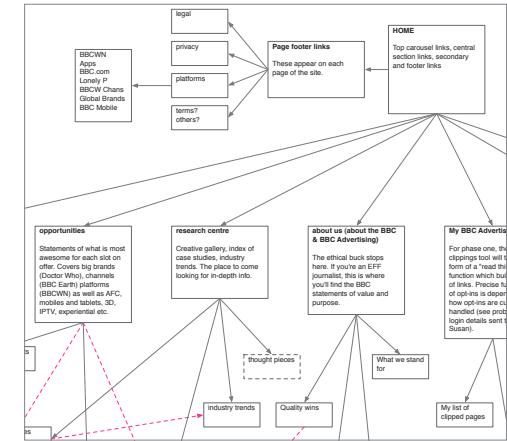
Mental model used to identify challenges and opportunities



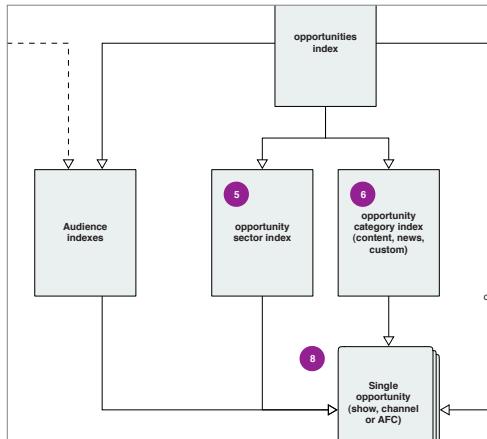
Task list for user testing. Completion of each UC is a pass



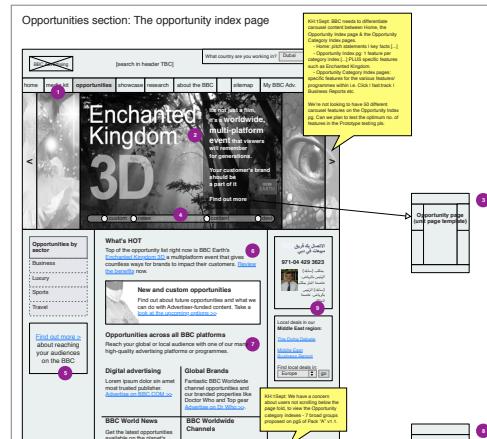
Analysis of journeys to identify most profitable cross-linking



User flows covered by wireframe specification



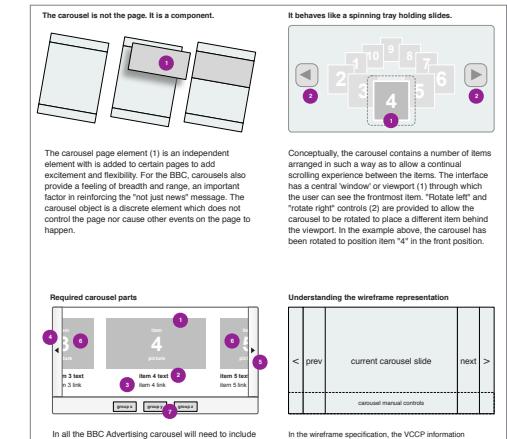
Instructions for personalisation of carousel data



BBC Marketing leadership join a 'design the box' workshop



CMS template and module structure for international



BBC Advertising user experience research

Project

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.

Role

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

The Lecture List

Upcoming Lectures

- LSE**: Poverty, Justice and Development by Prof David Hulme, Prof Thomas Pogge (London School of Economics & Political Science)
- ICA**: Culture Now by Joshua Decter (ICA)
- HUMA**: Demystifying Feelings by Miriam Chachamu (Human Givens College)
- ZARA FLEMING**: England: a nation defined by dissent by Zara Fleming
- DR MARIE**: The golden age of dutch art / Jan Steen

My Schedule

Upcoming schedule for May:

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Upcoming Lectures

Risk Savvy: how to make good decisions by Prof Gerd Gigerenzer (London School of Economics & Political Science)

My Schedule

Upcoming schedule for May:

Topic	When	Where
Art / Design	Today	
Business	This week	
Entertainment		
Global Issues	May	
Music	14 (Wed)	
Politics	15 (Thu)	
Religion	16 (Fri)	
Science	17 (Sat)	
Sports	18 (Sun)	
Technology	19 (Mon)	

My Network

Jack Willson is going to The golden age of dutch art

Stephanie Soto is going to Food in Fashion

Sandra Collins is going to Pepe le Moko - film screening

Jack Willson is going to The golden age of dutch art

Cancel **OK**

DR MARIE **Wed 28 May** **The golden age of dutch art / Jan Steen**

The site is thoughtful and fresh. The UI is touch-first and tablet friendly

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

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

I am going!

Meet up information

Jack Willson has organised a meet up! [Check the detail.](#)

Who is going?

- Robert Crosbie is going
- Lin Wong is going
- Thomas Castillo is going
- Davi Morales is going

Project

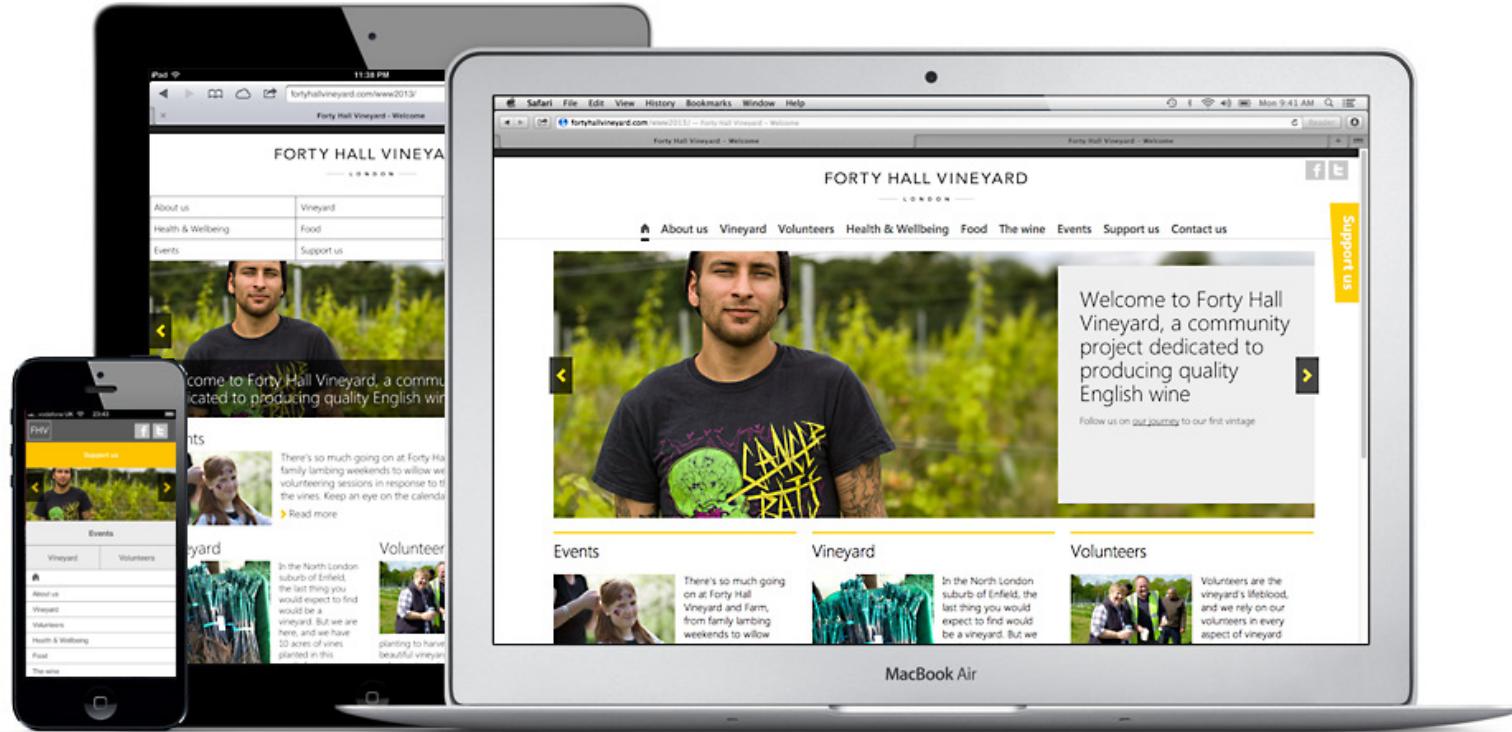
I launched the Lecture List in 2003 with 100k funding from NESTA, the National Endowment for Science, Technology and the Arts. At the time there was no listing of public lectures online so the site was breaking new ground. The site acts as a self-service entity allowing lecture organisers large and minuscule 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.

Role

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

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.

Role

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



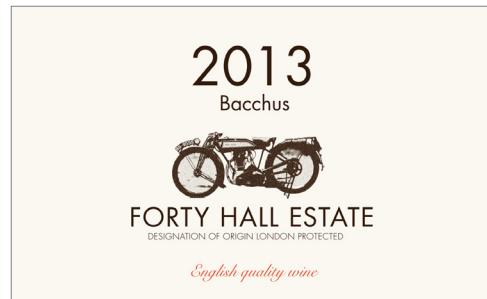
Values and purpose workshop outputs



Label test



Label test: sparkling



Label test: Straight Bacchus

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?)

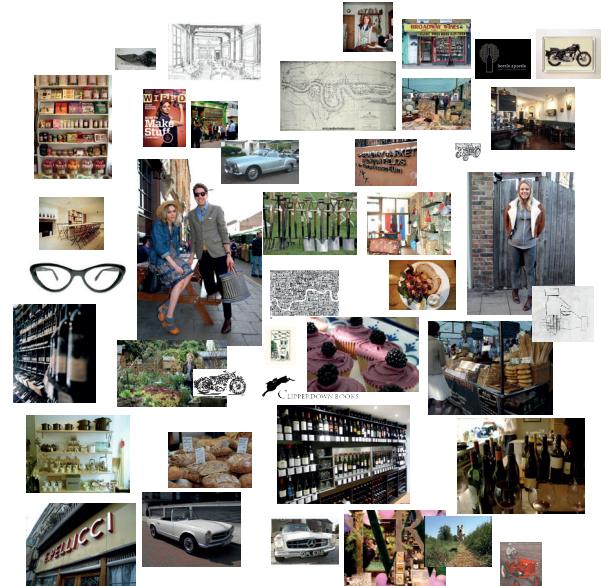
Our core values (shortlist)

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.

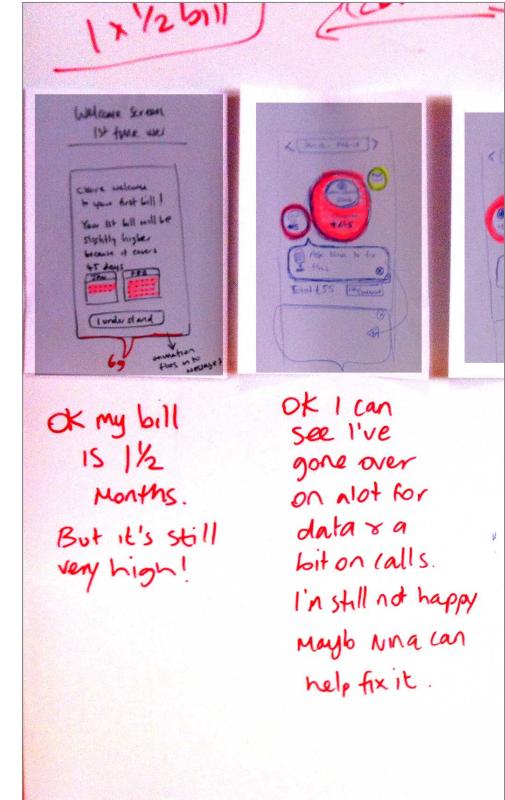
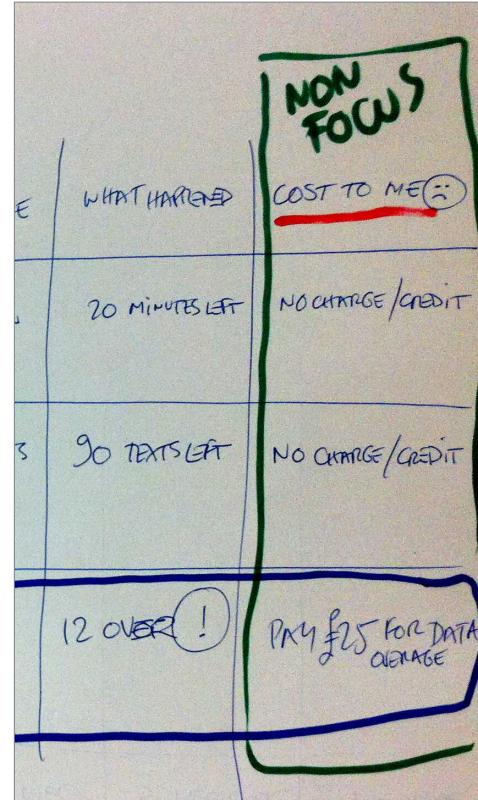
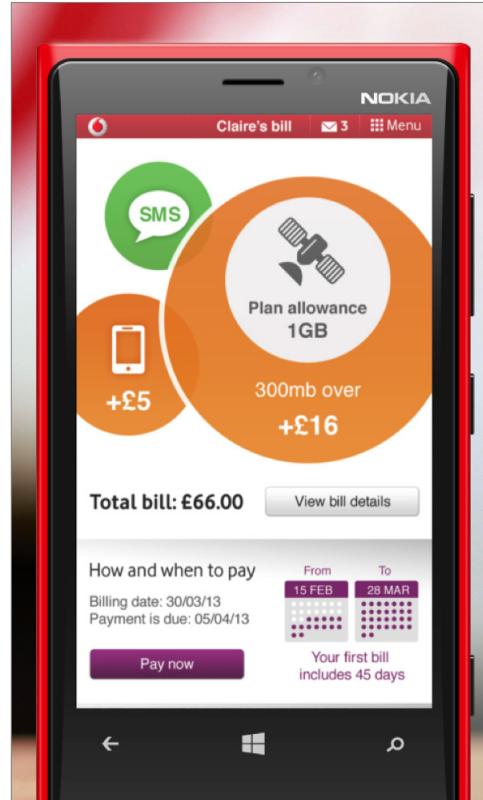
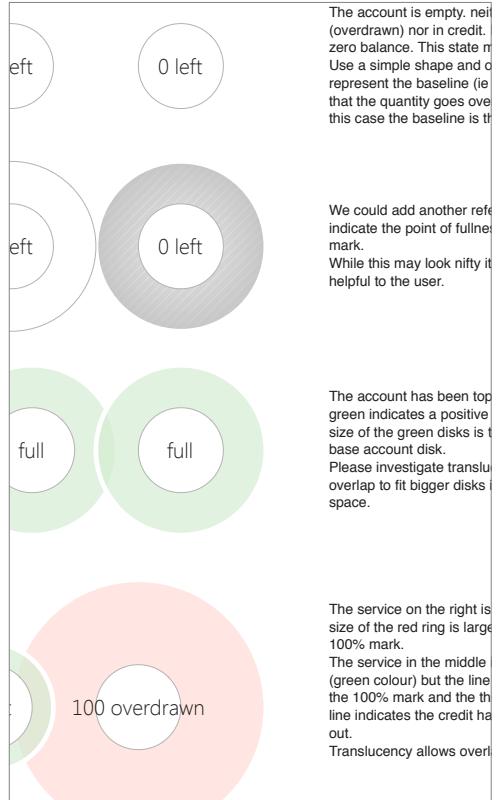
The customer thinks:

- TBC

The customer feels:

TBC

Hopeful. Brave. Quality. Community



Fix my bill with my finger

Project

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".

Role

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

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

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.

Role

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

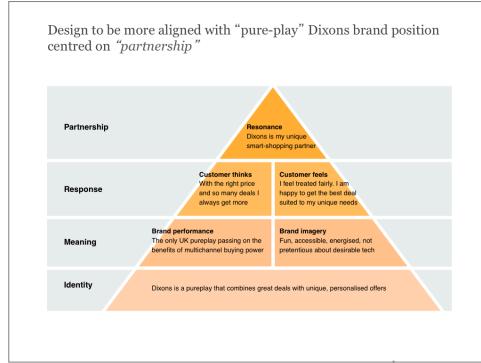
Activities

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

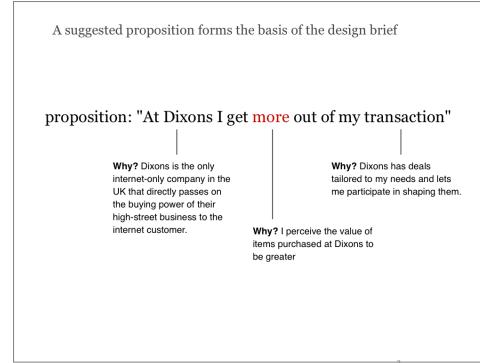
The screenshot shows a product page for a Samsung UE40B6000 40" Full HD LED TV. At the top, there's a search bar and navigation links for TV & DVD, Computer, Photo, Audio, GPS, Games, and Household. Below the header, a large image of the TV is displayed with the text "Welcome to superior viewing". The TV is described as a "SAMSUNG UE40B6000 40" Full HD LED TV" priced at £478.99 with 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". Further down, there are other TV models listed: SAMSUNG UE40B6000 40" Full HD LED TV (£352.99), LG 42LE5900 42" Full HD LED TV (£1299.99), and a section for the BRAVIA NX800 HDTV. The page also features a sidebar with "Free delivery on all orders", "We'll recycle your old product", "I'm interested", and "Home installation fitted by experts".

Dixons and Currys: Experience strategy

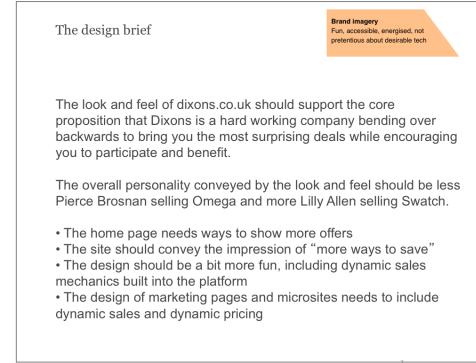
Dixons brand was confused. I launched a review



Proposition development



Design brief for Currys and Dixons refresh (post agency)



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

Lab output: Group buy (buying club) integrated on sites

Lab output: Branded home support network (need ink?)

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

Dev using Dixons API to create home improvement app

Dev using Dixons API to create home improvement app

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.

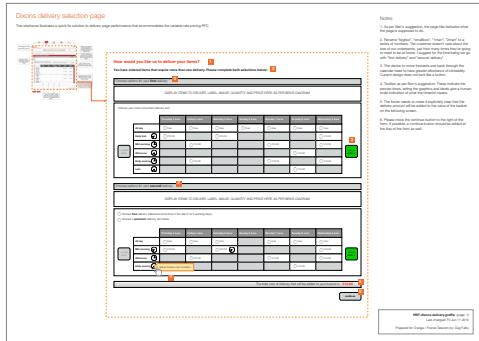
Our experiences must:

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

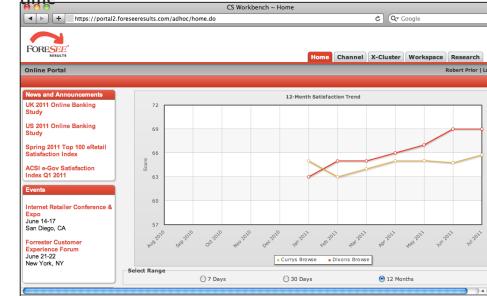
2) Be flexible enough to support unique experiences, the "segment of one"

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

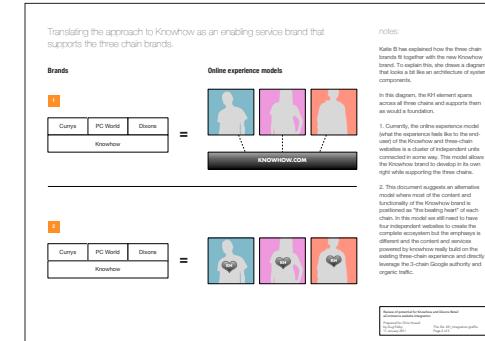
Re-platform: I improved the delivery experience



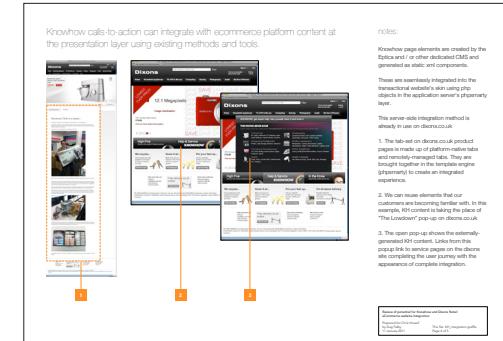
I bought Foresee Results to measure design quality over time



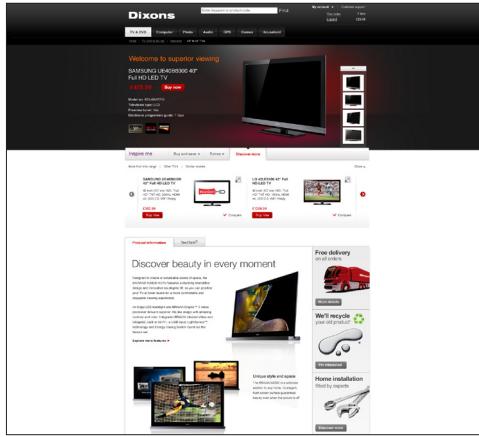
Branding workshops: making sense of Knowhow brand



Setting up service and social channels as part of the site



The new design balanced value choice and service



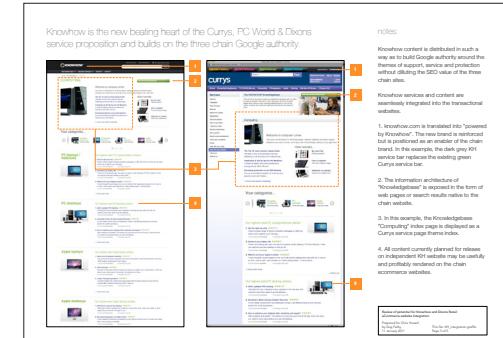
I focused Currys on the "service" part of the triangle



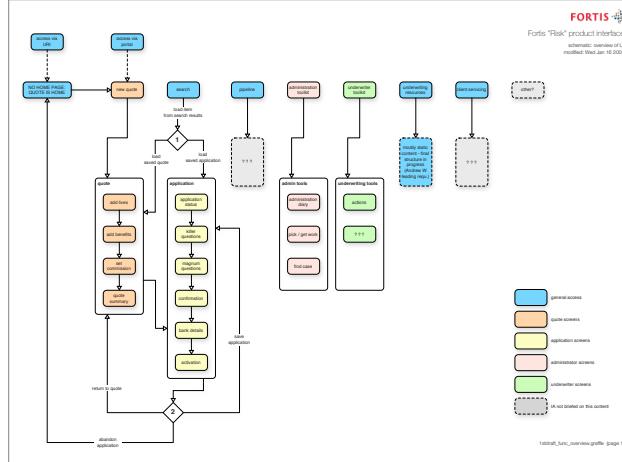
I merged Twitter posts into the core ecommerce platform



Explaining how the Currys and Knowhow experience fitted



Dixons: Continual improvement of the design and processes



FORTIS
Fortis "Risk" product interface
schematic overview of UI
modified Wed Jan 16 2008

Lives

Sarah McDonald
Sonidairy Von Tuppen den Huijt
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 €33 a month I 10 years

6 More information required
We are unable to provide an underwriting decision for Mrs Sarah McDonald online. The following information is required:

7 Medical report from the claim's doctor [capture GP details] and download GPR

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

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

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

11 download statement of terms [X] remove benefit

12 [contextual next >]

13 Lorem copyright Fortis life 2008 structures pemphema lorem ipsum

14 [contextual previous <]

15 [contextual next >]

16 [contextual previous <]

17 download documents for printing

18 Sarah's underwriting Q&A [copy] [edit] cov format
John's underwriting Q&A [copy] [edit] cov format
Client introductory letter [copy] [edit] format

19 notes

20 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.

21 Benefits are displayed as icons beneath the lives as in the quote summary.

Your application

application steps:
+ completed - incomplete

Sarah McDonald John McDonald

about you about you
disclosure disclosure
general health general health
detailed health 5 year health
family health detailed health
life style life style
travel & pastimes travel & pastimes
employment lorem question
capture GP detail lorem question
bank details lorem question
activate

download documents for printing

22 list of partners

23 contact

24 press

25 about FLUK

26 basic product guides

27 http://fortislife.co.uk

28 photos

29 Martin's blog entry

30 calls to action

ALL AUTHENTICATED USERS

personal space

team/group space

admin workbench

external links

IFAs extranet home

UW workbench

external links

policy literature, full guides

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

Fortis Life UK insurance portal

Project

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.

Role

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



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

videos documents pictures music e-mail

iStockphoto

skype™

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

simple."

Giselle

Have I made a mistake?

UNDO

ONE WAY

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 'link | to-other | services | go-here | shared-online-disk | Web-conferencing |' and the user email 'me@company.com'. Below the navigation is a toolbar with icons for 'email inbox', 'contacts', 'calendar' (which is selected), '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

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.

Role

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.

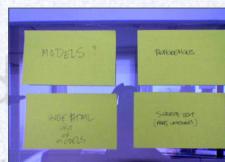
Activities:

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
have access to the homolo



Brand moodboards



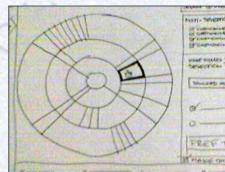
Proposition messaging



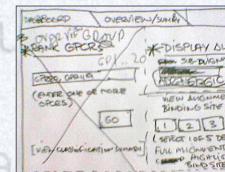
User segmentation



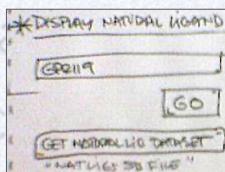
Tasks and interactions



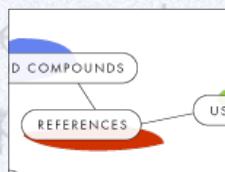
Interaction concepts



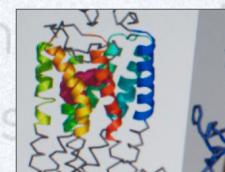
Early testing on paper



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. Below these are sections for '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'. To the right, there's a 'Modelling' section with a dropdown for 'Download homology models of one or more of the following GPCRs' containing 'A', 'B', 'C', and 'D'. Below that is a 'Choose profiles:' section with checkboxes for 'A', 'B', 'C', and 'D', and a 'Add sub-family to download?' dropdown. A finger is pointing at the 'DOWNLOAD' button in a modal window titled 'Add sub-family to download?'. The modal lists sub-families: Anaphylatoxin CC XC CX3C.

a) They would spend time using the alignment displays comparing the clustering of different binding sites, doing this

GPCR SARfari workbench rethink

Project

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.

Role

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>

<http://about.me/dug>

