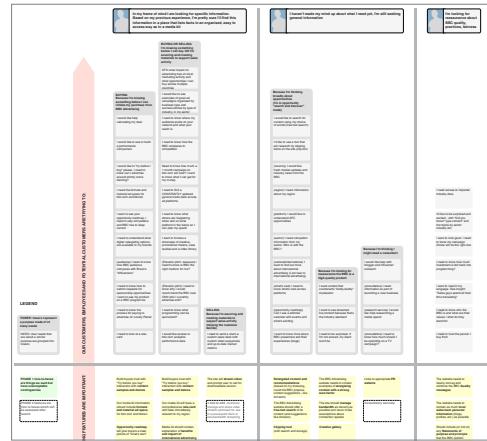


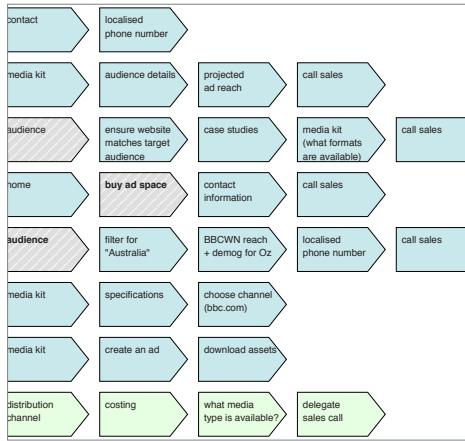
## BBC value statement in White City



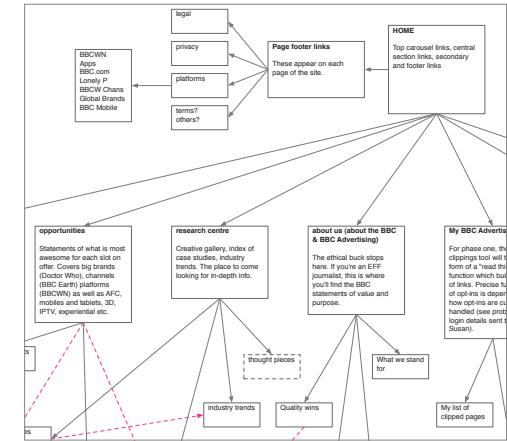
## Mental model used to identify challenges and opportunities



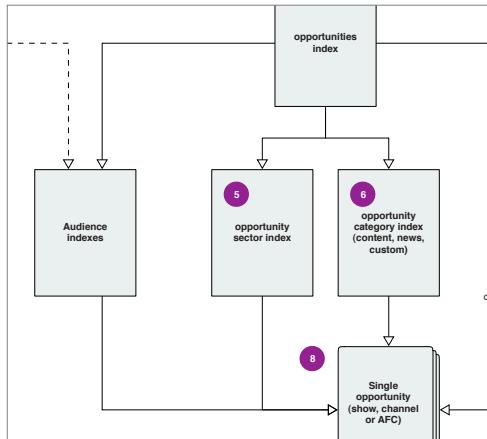
## Task list for user testing. Completion of each UC is a pass



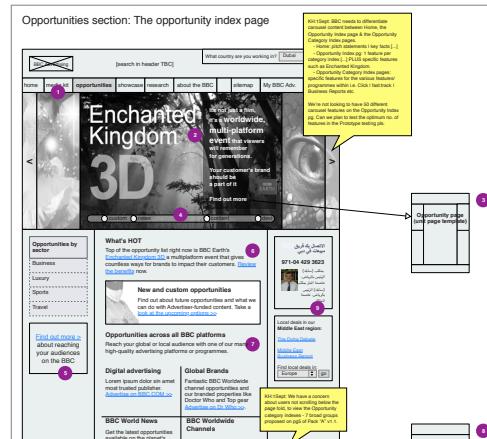
## Analysis of journeys to identify most profitable cross-linking



## User flows covered by wireframe specification



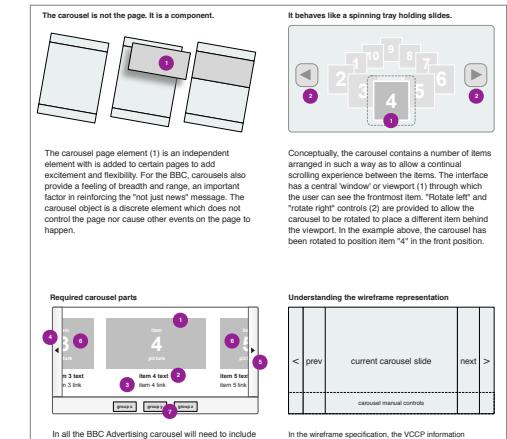
## Instructions for personalisation of carousel data



## BBC Marketing leadership join a 'design the box' workshop



## CMS template and module structure for international



# BBC Advertising user experience research

## Project situation

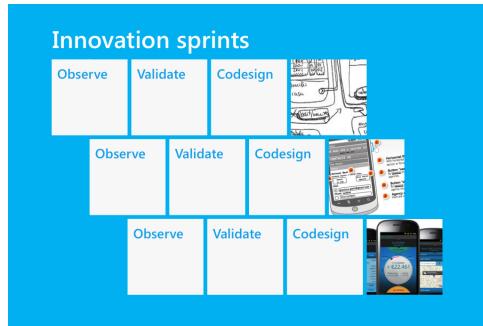
Create a unified portal for BBC Enterprises' non-UK ad sales. The core challenge of the project was defining an experience framework that would support the different global organisations under one banner. The single repository of sales support materials and presales support such as sales team details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

## Action and outcomes

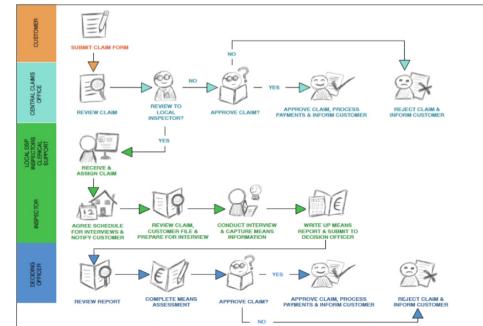
Independent design consultant. This project is a good example of digital brand activation, as the core values of "trust" and "quality" needed to be conveyed in every part of the experience and the choices made in the design were based on digital planning activities to understand the market forces in 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



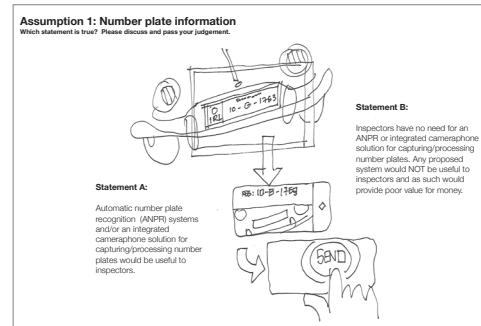
A new kind of business and service design consultancy engagement, the agile service innovation sprint. Sprints cycle rapidly between three phases, observe; validate; codesign. Checkpoints happen every two weeks.



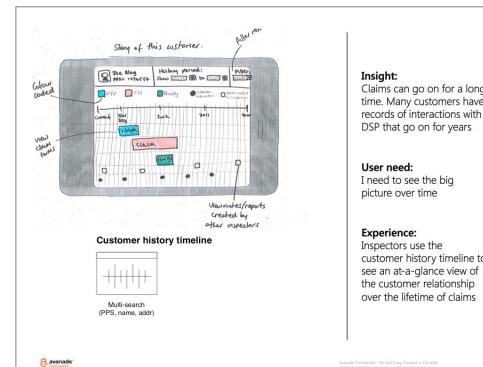
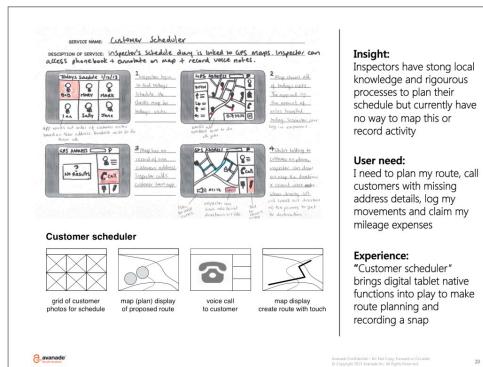
The “initiate new claim” user journey moved across a number of actors and channels. I identified issues like the mountain of paper forms built into the process and the many multiple, non-synchronous tasks.



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.



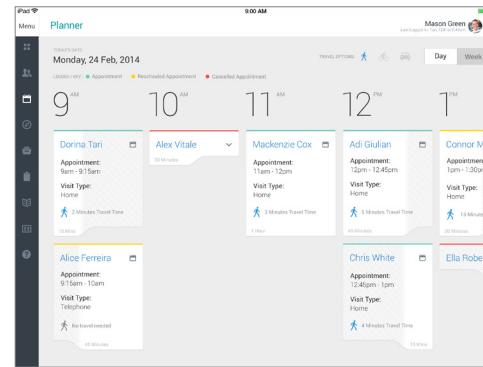
I created a new “cultural probe” design tool (“which one is true”). The outcome was insights fed into codesign were already approved by the users so they were more likely to adopt the services based on them.



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

# Mobile service provider call-centre improvement

## 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.

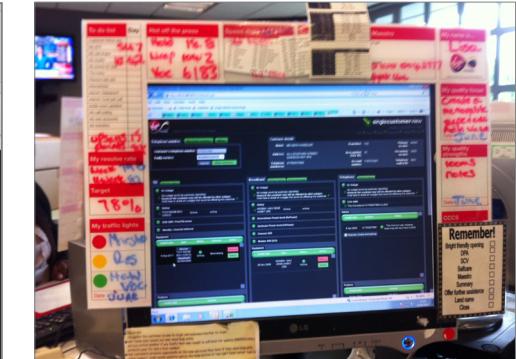
I had shadowed call-centre operators many times before and always found game-changing insights by simply listening-in and observing calls. It was no different at this customer.

## 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)

Responsive dashboard in fully extended mode.

## Activities

Stakeholder management

User research

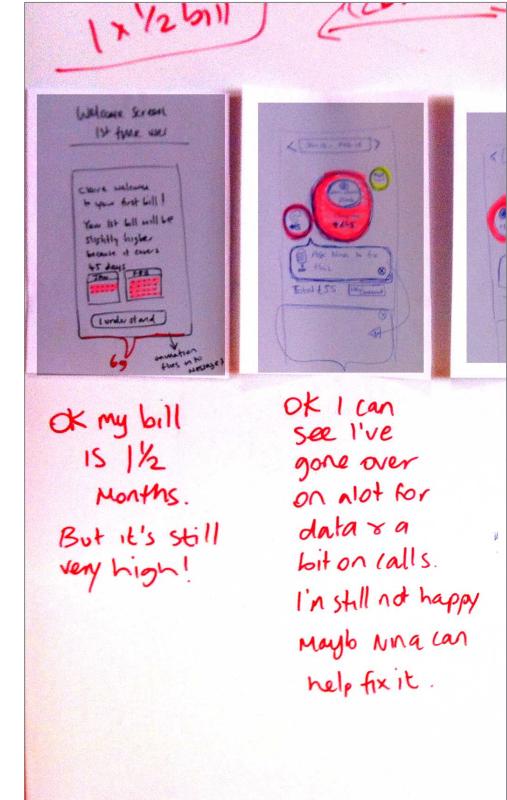
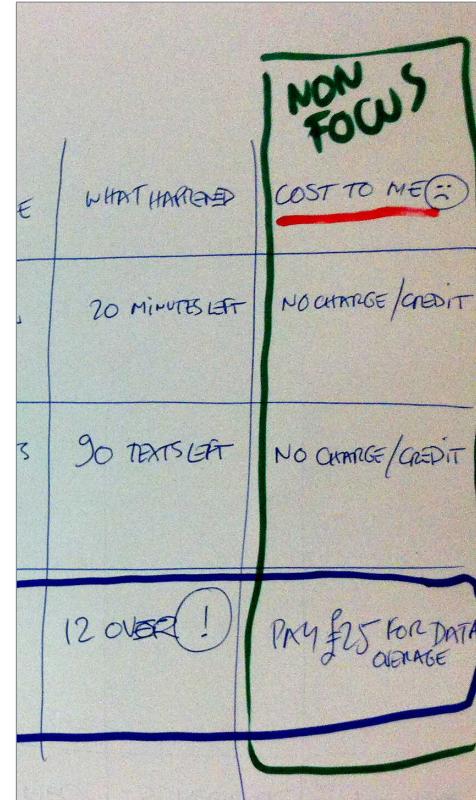
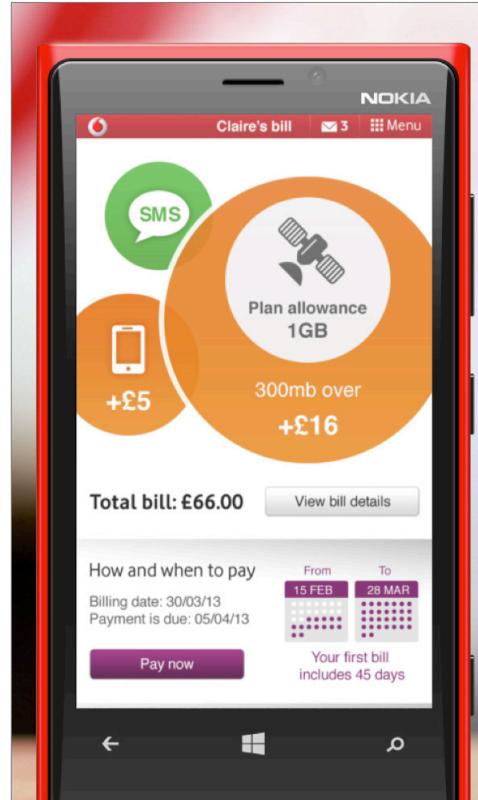
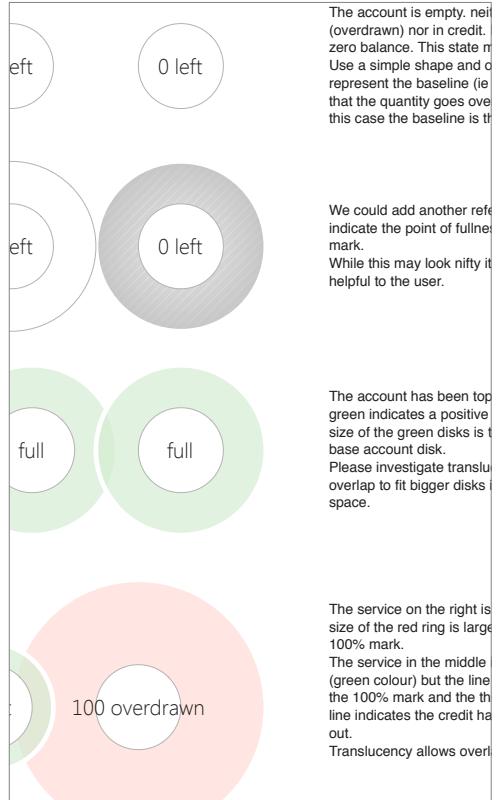
Contextual analysis

Day in the life study – shadow call-centre operators

UX concepts

Wireframe specification

Art direction



# 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

# The Lecture List

The homepage features a large banner with three speakers: Prof Gerd Gigerenzer, Prof Saska Sassen, and Prof Michael Tye. Below the banner, there's a section for "Upcoming Lectures" listing events from various institutions like LSE, ICA, HUMA, ZARA FLEMING, and DR MARIE. A "My Schedule" section shows a calendar for May.

A detailed view of a lecture by Prof Gerd Gigerenzer titled "Risk Savvy: how to make good decisions". On the right, a modal window titled "I am going!" allows users to organize meetups at various locations like cafes or bars. The "My Network" section shows other attendees for 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

The mobile version of the site shows a map of London with event locations marked. It also displays a list of attendees for a specific lecture, along with buttons to "Write a comment" and "Organise your meet up".

## Project situation

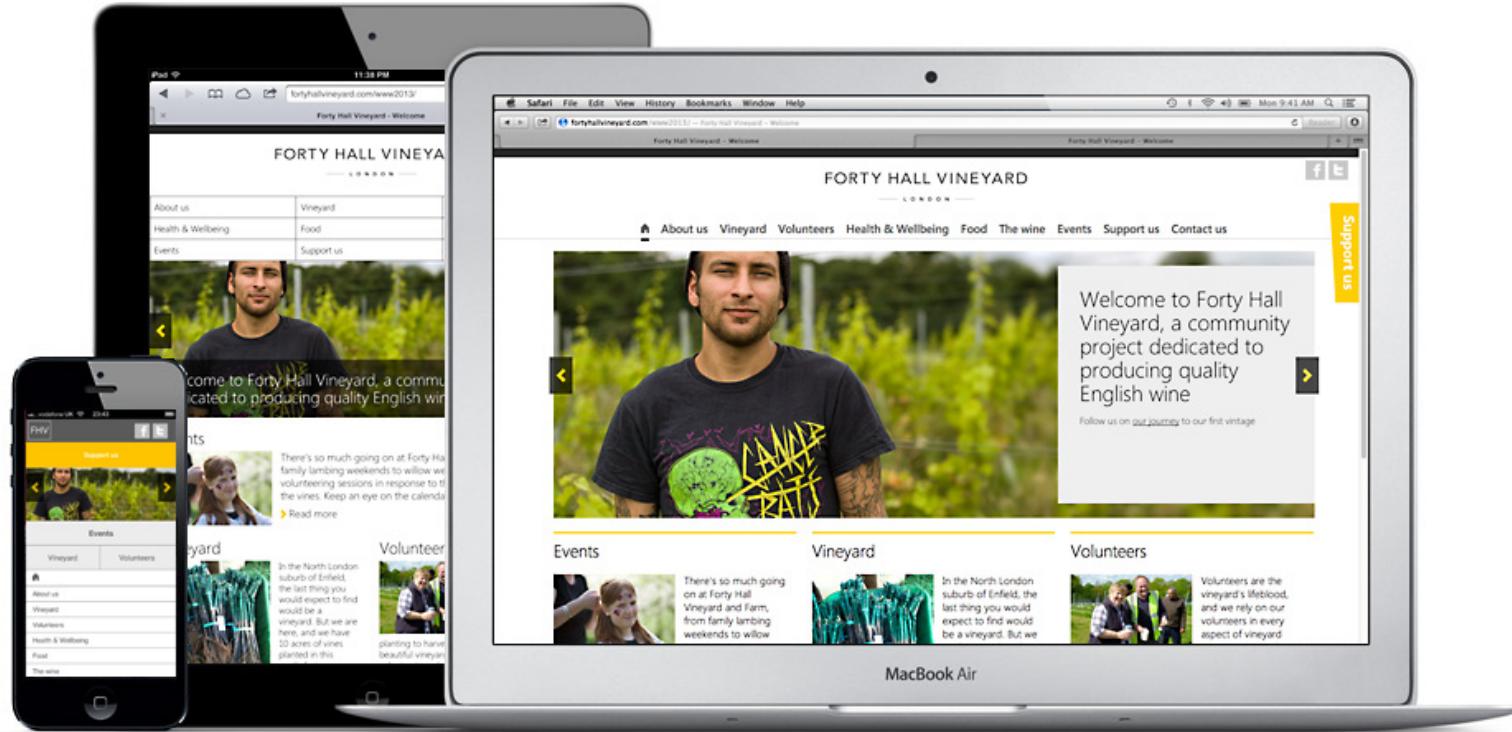
I launched the Lecture List in 2003 with 100k funding from NESTA, the National Endowment for Science, Technology and the Arts. At the time there was no listing of public lectures online so the site was breaking new ground. The site acts as a self-service entity allowing lecture organisers large and minuscule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

# Thank you:-)

Get in touch

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