

Tommy Mason

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I design products for leading agencies and scale-up companies.

Driven by insights, research studies, and the latest design methodologies.





Services

UX Insight Audit

For when you have an existing product and would like a professional audit to identify areas of opportunity to increase revenue.

Discovery Workshops

Discovery Workshops are a great way for your business and design team to align on a product vision and business goals.

Quarterly Resource

Perfect for when you need to increase your design capacity. Hire me for a set period of time to bolster your internal team.

User research

Learn more about your customers. Understand their expectations of your product and how they see it working.

Minimal Viable Product

Ideal to go from concept to a fully interactive prototype validated by real users ready to present to your team.

Design Sprints

For when you have completed the UX Insight Audit or User Research, and now need to bring these findings to life.

Brands I've worked with recently

Hastings DIRECT

Glue

MISSGUIDED



viator[®]

KEANE

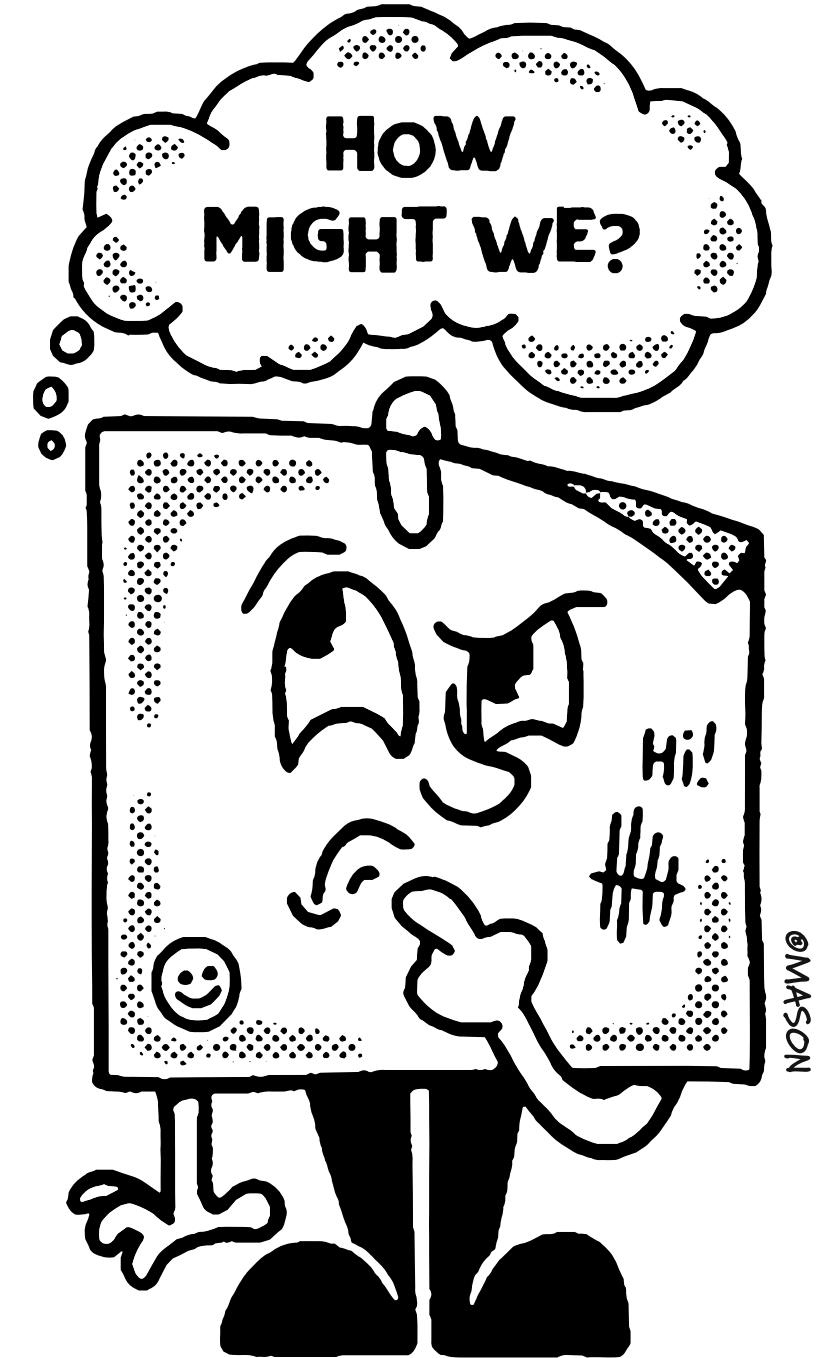
How?



Ship products fast
and design from data.



Question everything within workshops.



Create a value driven backlog for releases



Recent works



CRO

UI

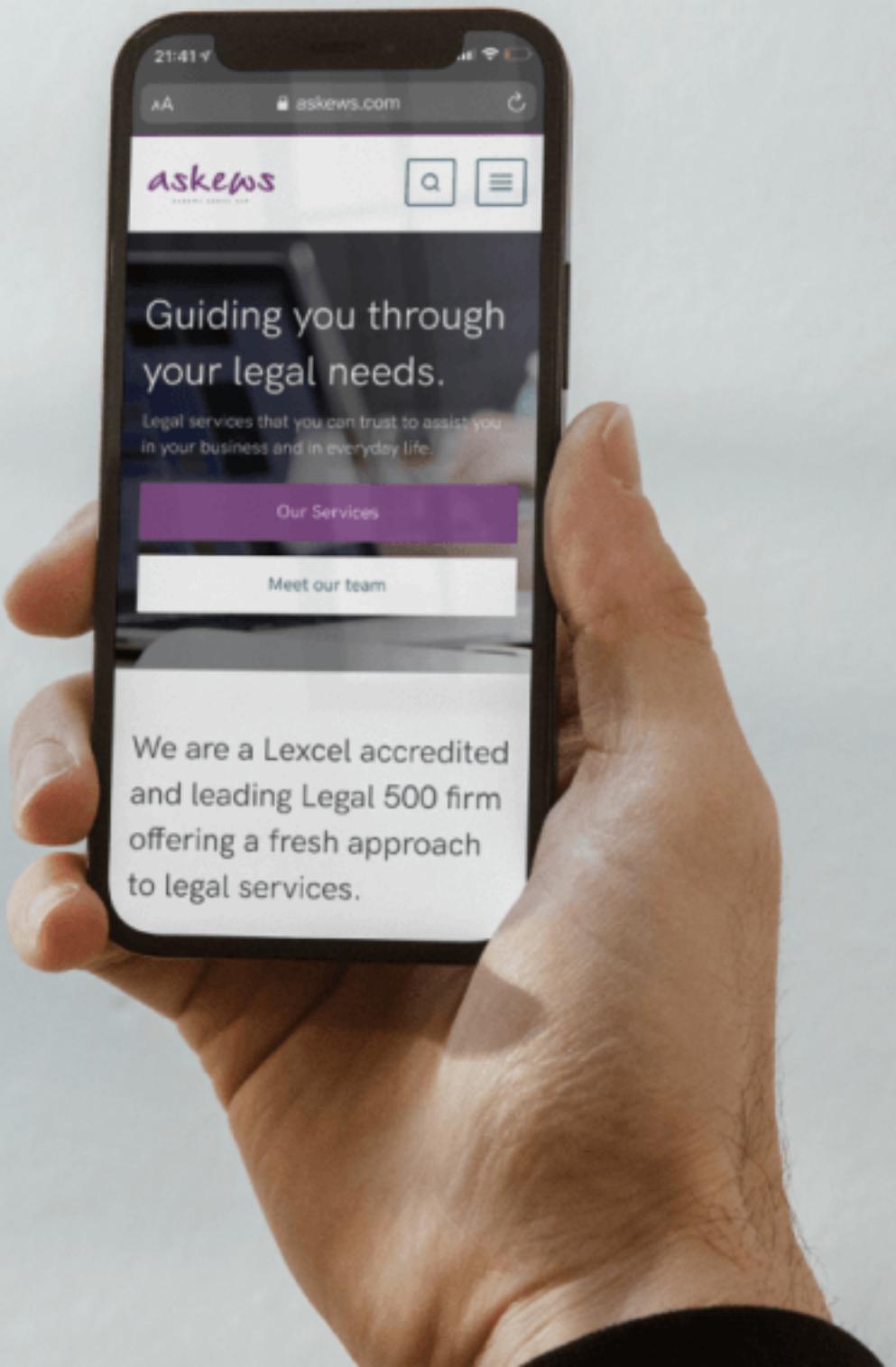
User Testing

Design Sprint

Askews Legal

The Contract

I was tasked with increasing quality enquiries through the website. I was brought on board as the UX Specialist to implement Conversion Rate Optimisation (CRO) and help them meet and exceed the client's expectations.



User Interviews

My first priority was identifying what was missing by carrying out user interviews. This step is vital in understanding the user journey before work begins.

Three users were recruited for an in-depth, half-day user testing session. These users were chosen based on a persona model created by myself and Strategist Tom Harris from the most common user enquiries, which allowed me to match Askew's own customers as closely as possible.



29 – female – \$40,000 - \$59,999 – United Kingdom

First impressions of our services	How does it make you feel in terms of our experience?	What would you change about the service listing page?	What would you expect to see behind each listing?	Service landing page	Would you submit an online enquiry?	Would you get in touch	Final thoughts?
"It makes me feel very confident, as it states they do divorce"	Not very - not very clear on how much experience you have	"I like how clean it is and how it gives you a brief summary"	I would expect for it to give me a bigger description of what that service is.	Really disliked the image	There could be more information around prices and costs	The logo tells a lot about a brand. I don't think I would. From a visual POV I'm not jumping at the chance at using this law firm.	Lot of links and hoops to jump through. I'm having to find and search for content.
3- I'd like to see how much experience you have in the independent services	The layout could change, maybe a search bar so I can learn key words as someone new to this may not know where to look.	If a certain word isn't mentioned in the summary I'll have to click through a few of the pages to find what I'm looking for.	User went straight into the end service item on the left hand navigation	Contact details	I had to jump through quite a few pages to get to here	Negative imagery with the angry man and upset child. Not sensitive at all. Not giving the right message	Be more sensitive in the visual approach. The tone of voice doesn't match the brand.
				More information on who to contact for that service.	I like the different areas that are listed	Not sure why some are linked and some aren't. I want consistency.	
					Confusing that UK law firm but the email address is .co		

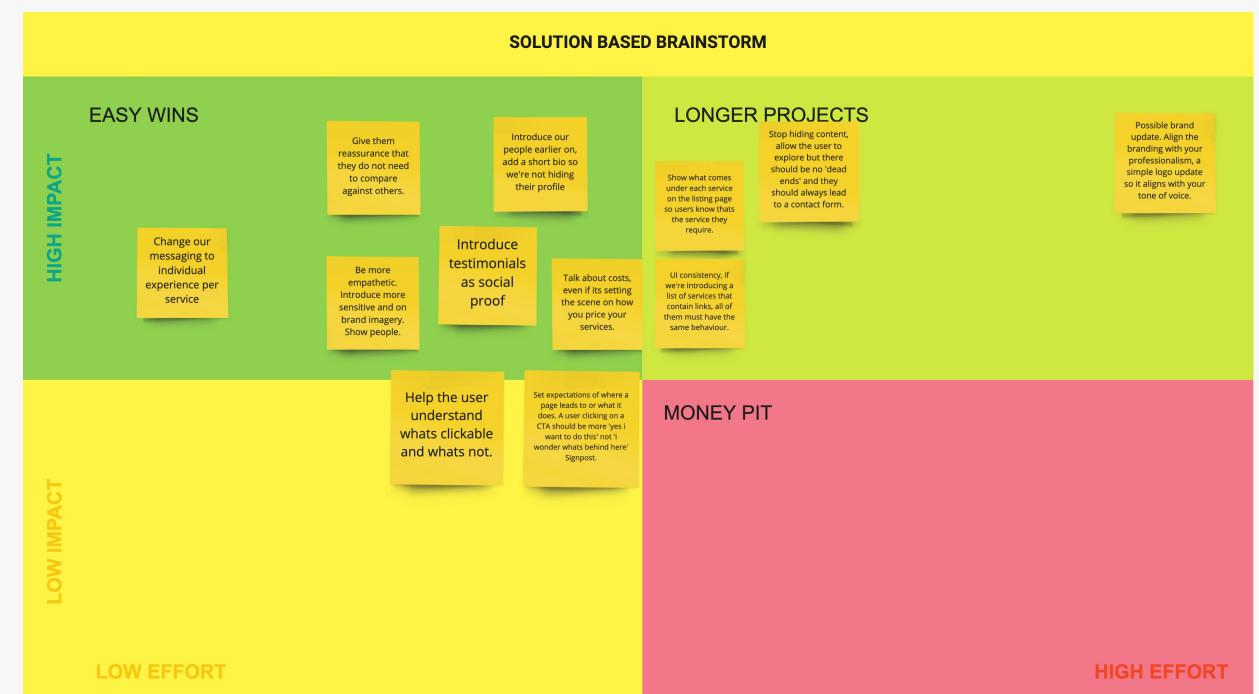
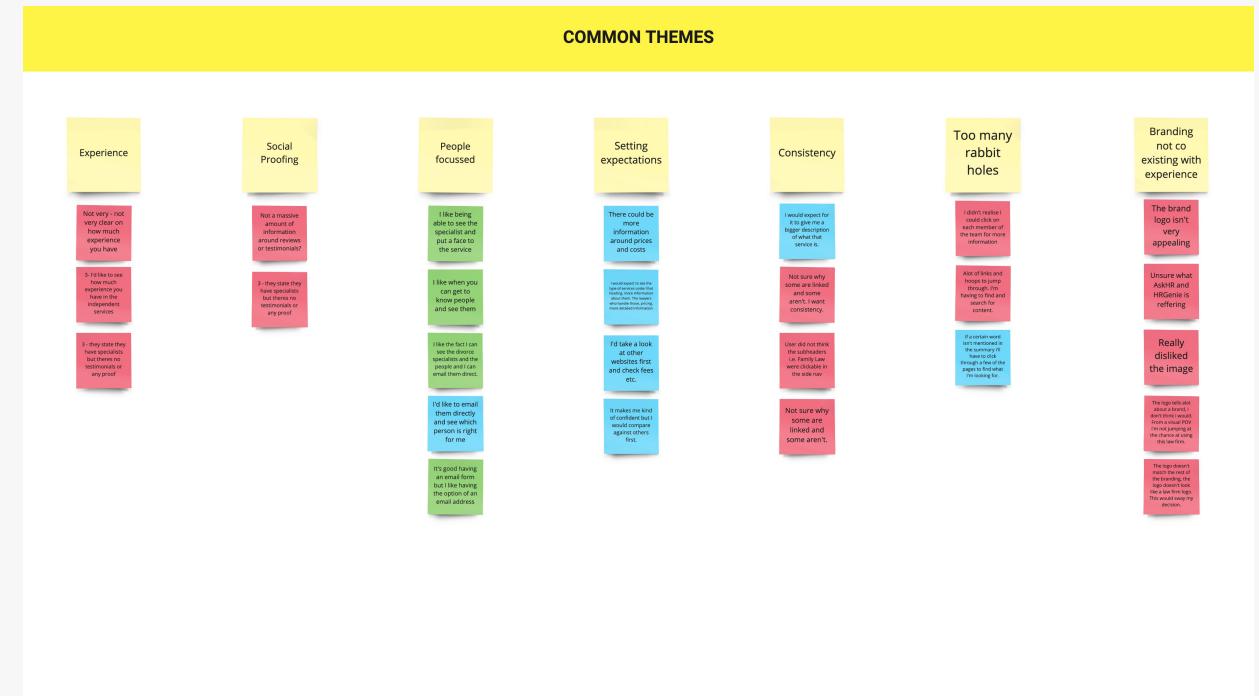
29 – female – \$40,000 - \$59,999 – United Kingdom

Homepage Review	How does it make you feel in terms of our experience?	What would you change about the service listing page?	What would you expect to see behind each listing?	Service landing page	Would you submit an online enquiry?	Would you get in touch
Unsure what AskHR and HRGenie is referring	It appears to have a lot of details and accreditations			Slightly wordy but not a bad thing	Not a massive amount of information around reviews or testimonials?	I'd take a look at other websites first and check fees etc.
				I like the fact there is a video	I'd like to have some reassurance about other peoples experience	It makes me kind of confident but I would compare against others first.
					Not sure why some are linked and some	

Theme sorting > Effort vs impact

From the interviews, I captured the relevant feedback and filtered it into common themes to build a base from which to work. I then took these pain points and common themes, and began to think creatively about how I could tackle them.

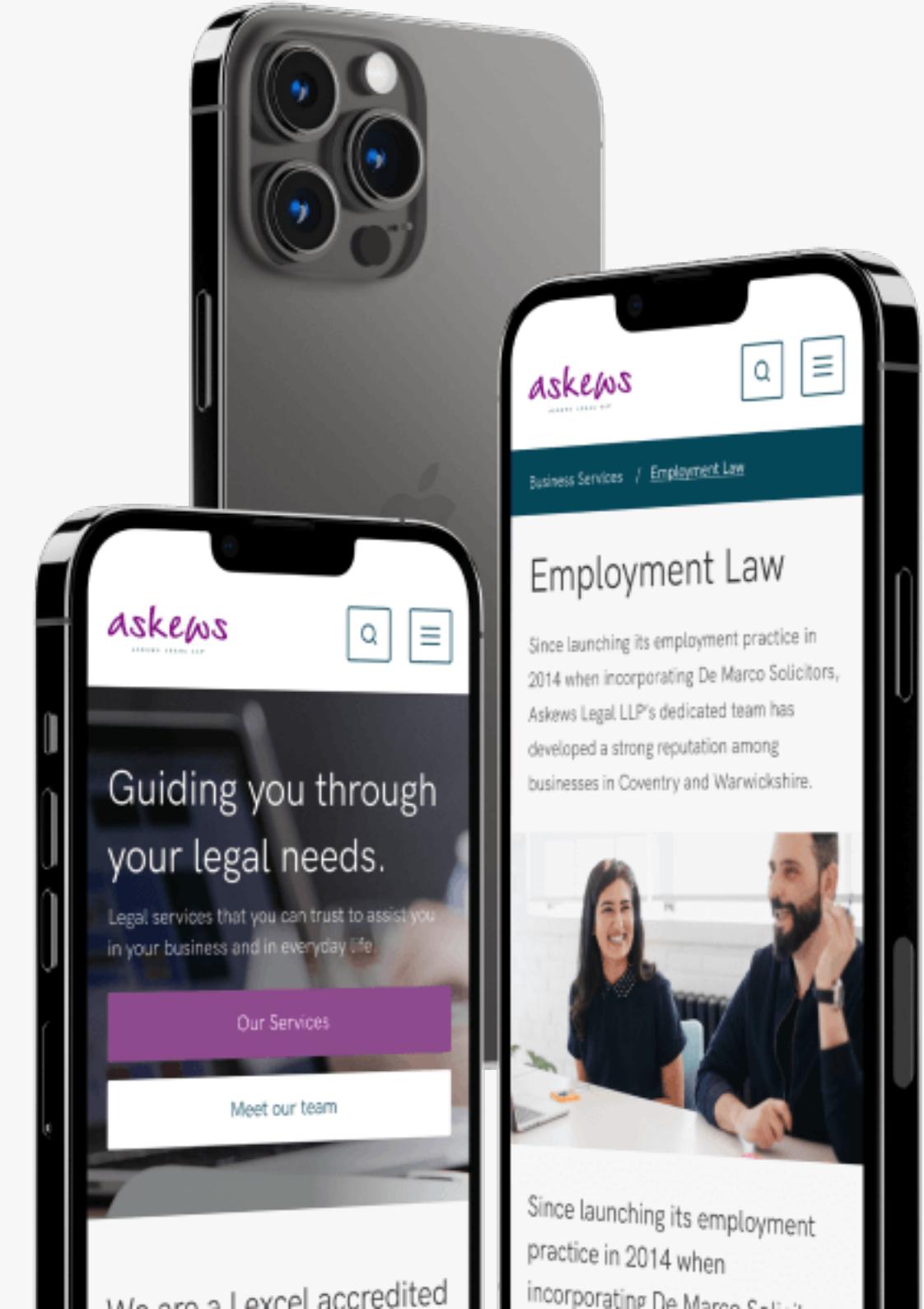
These ideas are then prioritised in an effort vs impact matrix, which is necessary to identify where time is best spent to ensure the biggest ROI, ranging from low-effort easy wins to long-term projects, as well as 'money pit' ideas which should be avoided.



Design Sprints

Once I had a clear indication of where time and effort should be spent, the next step was carrying out the design sprints. These are 2-3 week periods where I work in an agile way to create a viable solution to the research found.

The site has seen a 75% increase in online enquiries since the site launched Dec 2021.



Want to discuss more about
Conversion Rate Optimisation?

tommy@studiomason.co.uk 

UI

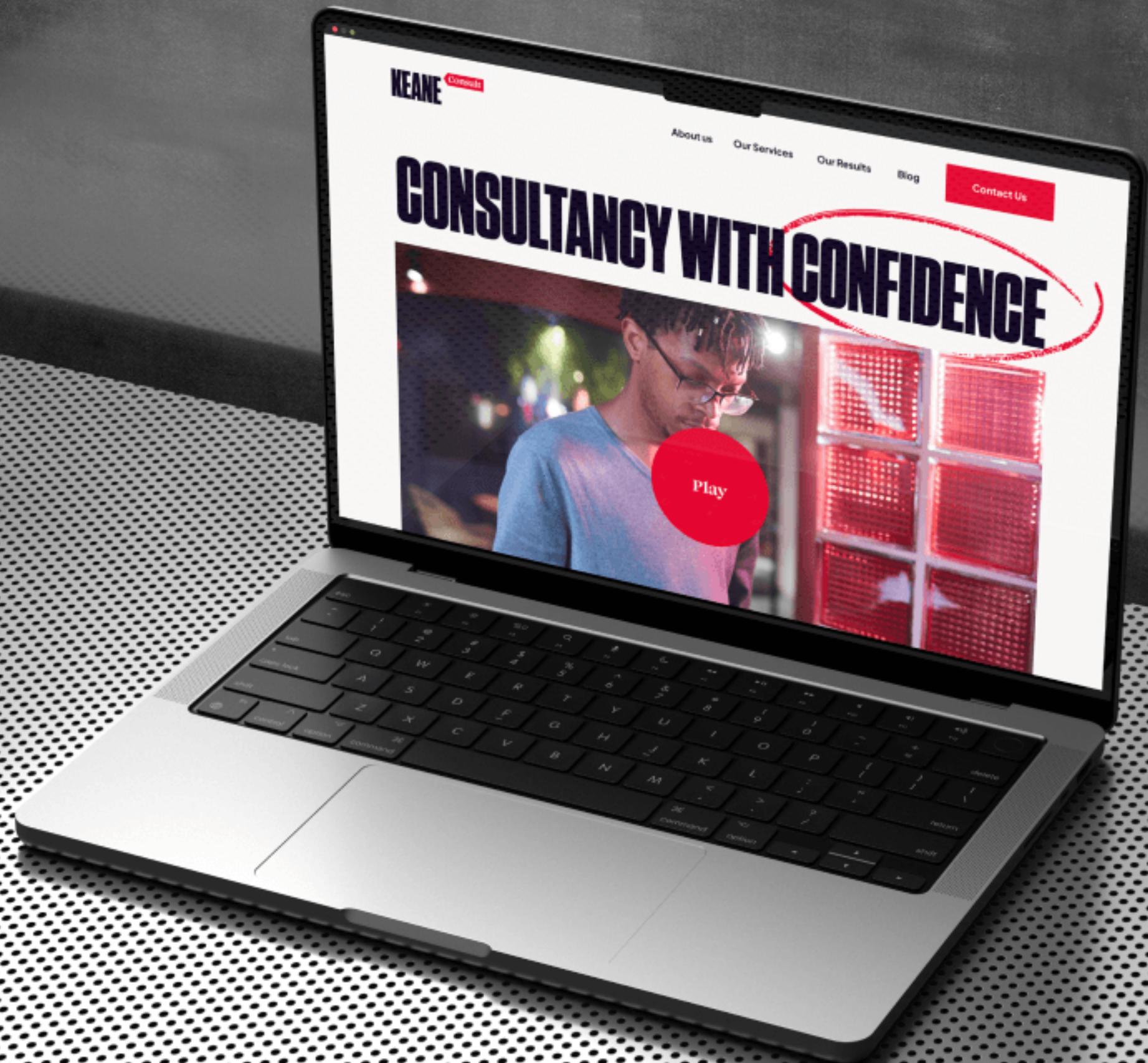
IA

Keane

The Contract

Keane Agency had recently undergone a full rebrand. They now needed to bring this to life, online.

However, the brand had also changed how it positioned the business. The team required a new website that reflects the new brand identity and business architecture.



Discovery Workshop

To get under the hood of the Keane brand and understand the business goals and challenges with the current site, I facilitated a **Discovery Workshop** with the key stakeholders.

From this, I was then able to understand the different user groups, the vision of the team, and their SMART short-term and long-term goals.

Agenda

Introductions

- 🏠 House Rules
- 👋 Quick Round table
- 🧠 Quick Miro 101

Deep Work

- 📅 Short/long term goals
- 👤 User personas
- 🌐 Brands/Sites Concept and structure Map
- 🚫 The challenges
- 😡 Competitors
- 👀 The Vision

Summary

- ⌚ Quick Flyover
- 👉 Next steps

Design Sprints

Once the **Information Architecture** outlined the content and user flows of the site, it was now time to start the UI concepts and rollout.

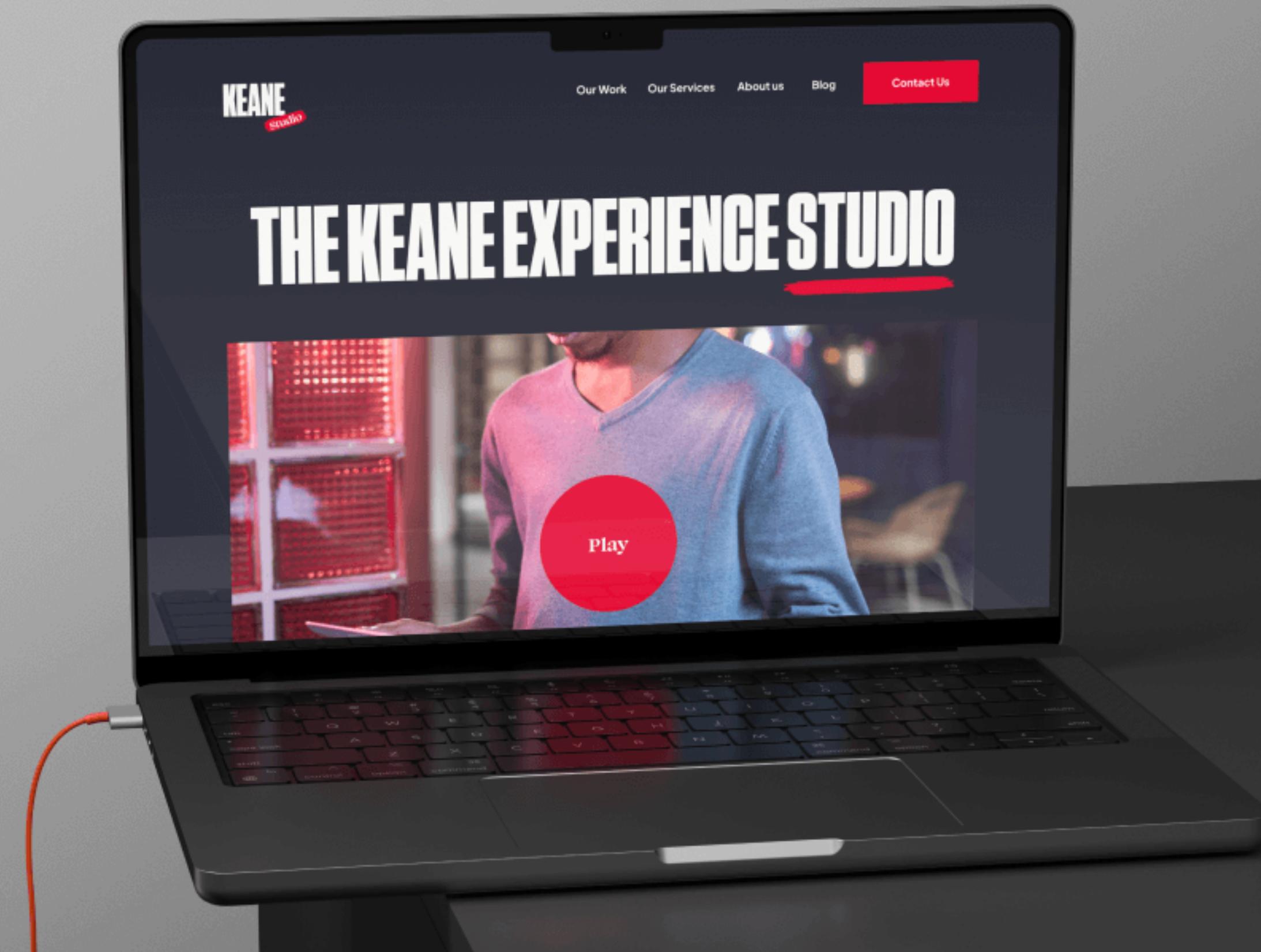
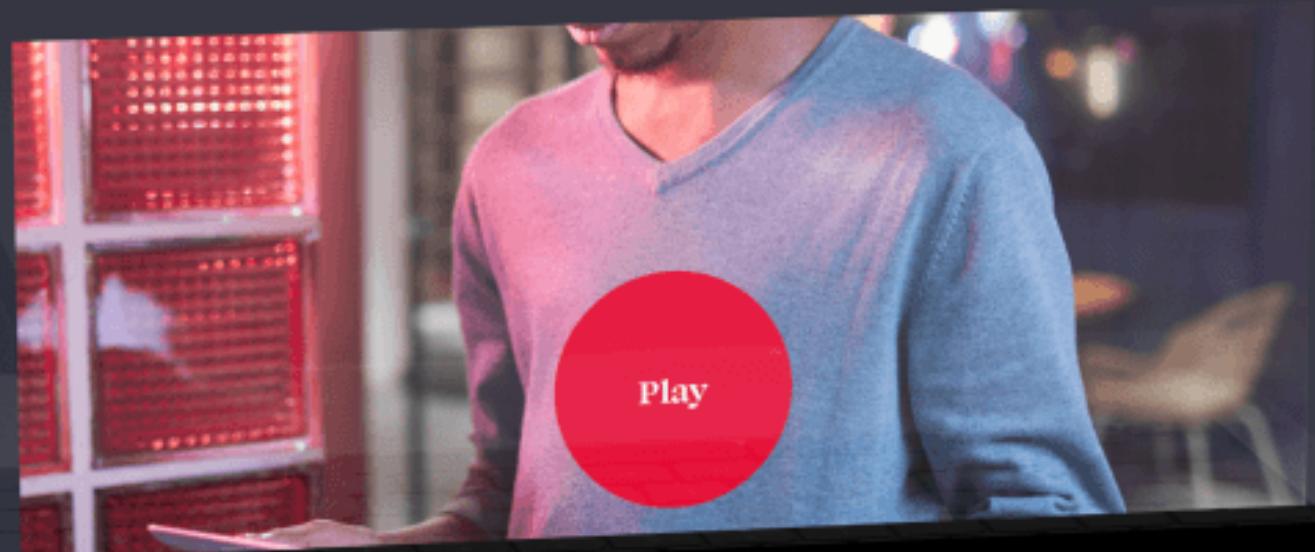




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THE KEANE EXPERIENCE STUDIO



Need to bring to life online?

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UI

IA

User Interviews

Career Assistant

The Contract

Jobs.co.uk wanted to create a new product, fast. Career assistant had been an idea boiling away for some time now at the business.

Unfortunately, the business didn't know what to do for **MVP** to prove the concept. I helped the team identify this by carrying out user interviews, rapid prototyping, and testing, and helped deliver their Day 1 product.



Make your life
decisions with
knowledge.



Take the Career Quiz

Voice of the customer

To really identify the challenges with the Career Assistant website, I carried out a bunch of user interviews with users that matched the persona models that we defined within a **Discovery Workshop**.

For these interviews I used the Rose, Thorn, Bud model within Miro. Here you see something positive from the users in **green**, something negative in **red** and a suggested improvement is **blue**.

User 4 Abdul // English Graduate

First impressions of the homepage	Try and find an accountancy course	Find me live job with finance	When looking for a university college course, what are the main things you look for	When looking for a job, what are the main things you look for	What 3 words would you use to describe this website?	What resources would you want?
Friendly	Testimonials from other students about courses	1 it was easy to find a course	Modules	Salary	Friendly	Tips on CVs and cover letters
I like bright colours	Career reviews	User struggled to find the job descriptions	Entry requirements	Location	Eye opening	Reviews of a certain job
Initially looks easy to look at	How it has changed someones life	This part is quite confusing	What you learn	What you roles are in the job	Simple	
I'd like it to be a bit brighter		I don't know how the right hand side relates to the left	Location	The requirements		
I'd like to see students with their bags etc.		User failed this task completely	Accommodation			
Should be easy for the user to find what they're looking for		User had to try and do this multiple times				
		It was quite confusing, when you click on the jobs, the same thing comes up on the right hand side				
		Is this a generalised job for a finance officer or a real job I can apply to				
		Are these general descriptions of the job type?				



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Themesorting

Once all of the interviews had been conducted, I then theme sorted the feedback into groups to outline the overarching issues that needed to be addressed.

Themes						
First impressions of the homepage	Branding UI needs to feel more current	Search hasn't been stress tested or designed for failure	The split screen results don't make sense for users	Users struggle to reach a job description page	Button designs and interactions	The quiz is a good idea
I would like to see courses i.e. time management	Boring logo, looks unprofessional or incomplete	User misspelt 'finance' to 'finanse' so no results were displayed	Why have I got a separate mini search on the right hand side?	I couldn't open the details, it was hidden, it was a bit difficult.	The 'more' buttons do not work	I like the idea of a quiz
I'd like to see testimonials and pictures of the students	Looks a bit dated	The search uses only exact matches i.e. the user searches for finances and no results showed	It's too difficult to understand	It's unclear how you view the job listing itself	I didn't know the text were buttons	I like the idea of a quiz it could match my interests to my career
I'd like to see some examples	Outdated, very old	User had to try and do this multiple times	Theres too much clutter	User struggled with this part of the journey and couldn't work out how to see job descriptions	I think the buttons at the bottom look like they could stand out more	The Career quiz
	The slogan looks like an afterthought			User struggled to find the job descriptions	These don't look like buttons but text on a photo	
	Bit bland				This part is quite confusing	
	Maybe a bit more colour, more exciting				User failed this task completely	
					Is this a generalised job for a finance officer or a real job I can apply to	
					Are these general descriptions of the job type?	

Solution brainstorm

I then created a solution brainstorm around different patterns, ui components and proven techniques that could solve the challenges I found within the user interviews.

Solution Brainstorm				
A way of making the huge left hand results list more digestible	Making the appearance of the different search pages more obvious so they know where they are in the site	Reimagine the left and right screen split on the results pages	Pictures of students	A better way to view the listing itself
More aspirational imagery throughout the journey	Better sort/filter on the search results	Better user flows so job descriptions are easier to reach	Cookies not compulsory	Consistent button styling as users couldn't learn what was clickable and what wasn't
SSL certificate to reinforce the site is safe	A user interface a bit more on trend less dated	A refresh of the logo	More obvious ui components that are more intuitive for example the accordians	Show the users what they can achieve
Search to have 'did you mean' or suggested results	Soft skill online courses and guidess	Video content	Really push the quiz as users wanted this	More intuitive language i.e. live jobs vs jobs
A bit more exciting	Tips throughout the site	Show me where i could be in 5/10 years time	Reviews of jobs	Better layout and alignment
Surface the information they want to see	Blog	Practical advice		

The Career Assistant

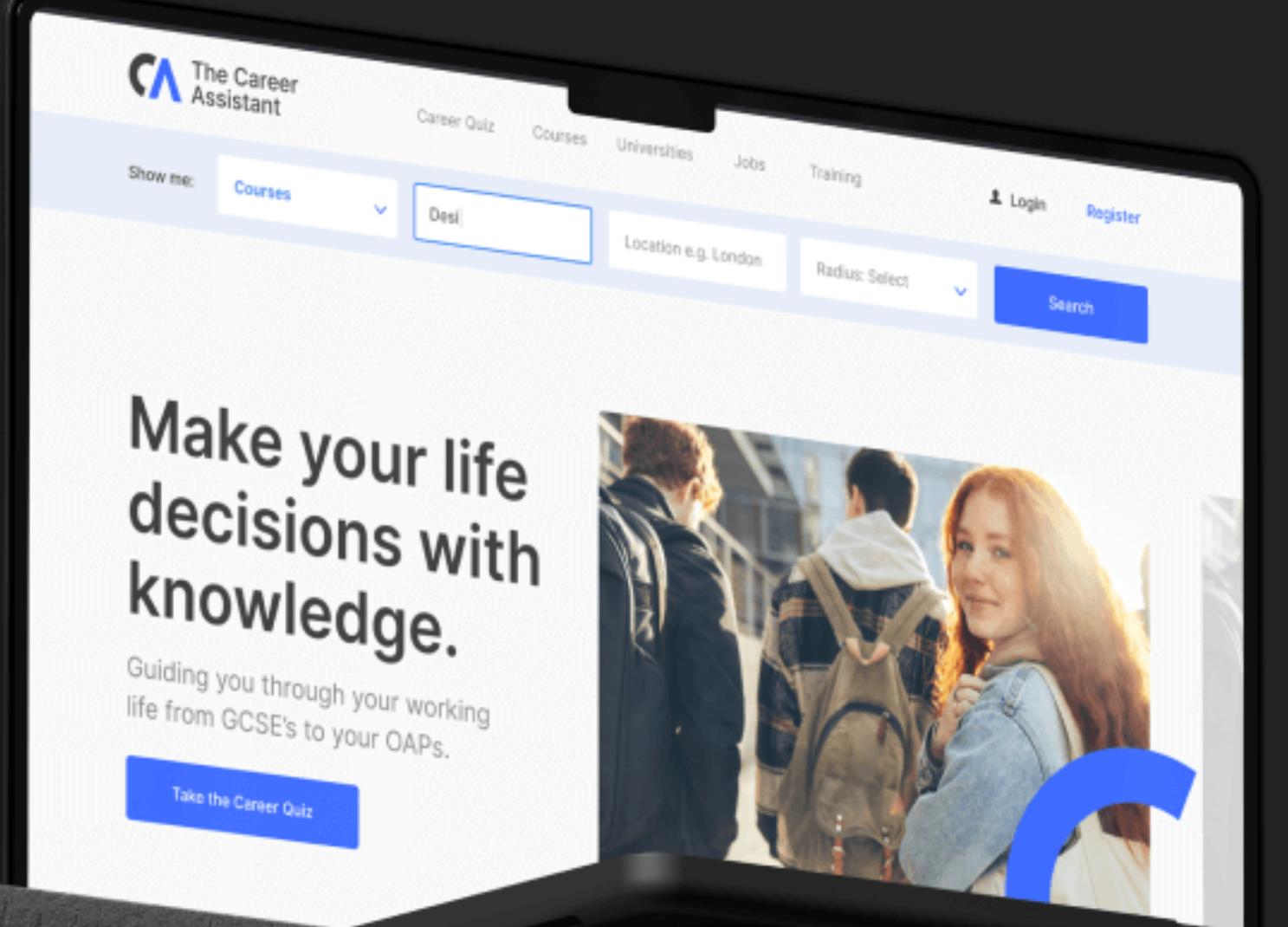
Career Quiz Courses Universities Jobs Training

Show me: Courses Desi Location e.g. London Radius: Select Search

Make your life decisions with knowledge.

Guiding you through your working life from GCSE's to your OAPs.

Take the Career Quiz



Want to discuss more about reimagining
your UI for a better user experience?

tommy@studiomason.co.uk 

Testimonials

"Tommy helps conceptualise and validate ideas quickly. The question most companies ask is, can we build this? But Tommy helps you step back and ask the right question, should we build this? The stuff Tommy produces is always based on a solid understanding of user cognition and mental models."

Yogi Patel, Product Manager
Hastings DIRECT

"I've recently collaborated with Tommy on a digital transformation piece for Hastings Direct where we teamed up on a broad range of challenging projects including, user research, discovery workshops, usability testing and rapid design sprints.

The value and depth he adds to your team is priceless and I look forward to collaborating with Tommy on other projects in the future."

Joe Powell, Creative Director
LUXONPay

"Tommy is one of the most perceptive, intelligent, and thoughtful designers I've had the pleasure to work with. He doesn't just think in terms of interface, interaction, and UX but sees the bigger customer experience picture and brings this perspective to every project I've worked on with him."

Jacob Dutton, Co Founder & CEO
FutureFoundry

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