

NORA PEKKER

*User Experience consultant &
Design Strategist*

Portfolio

*For detailed case studies please visit my website:
norapekker.com*

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Design strategy



Defining KPIs for Infinitas Learning

UX metrics

Role:
Design Strategy

Defining KPIs for Infinitas group

UX metrics

Role:

Design strategy

Summary:

Infinitas Learning is an international group of educational publisher companies from Belgium, the Netherlands and Sweden.

They own several independent country specific online platforms.

I was responsible to set up common KPIs for the group, to evaluate the success of the online products over time.

The platforms have very different functionalities, target groups and strategies. Therefor the goal was to set up generic KPIs which can be applied for all the platforms, and still be a good base for evaluation.

I set up the plan as a mixture of relevant online UX metrics such as retention and engagement, and self indicated user satisfaction measurements NPS and SUS.



Scoodle Redefinition

Educational Platform

Role:

Design strategy

Scoodle Redefinition

Educational Platform

Role:

Design strategy

Summary:

When I started at Plantyn as a consultant, Scoodle was one platform for both Primary and Secondary education teachers. My first task was to create a classroom concept for Scoodle and rethink the display of online content.

As I started my research with user interviews I discovered a huge difference in user needs among the two groups. They used different functionalities, consumed the content in different ways and adopted different concepts of ours. The decision was made Scoodle was split to better meet the specific user needs of the two target groups.

After the split: with business aligned a new strategy was set up for Scoodle secondary. I also helped to redefine the new set of functionalities, based on user interviews and online metrics.

Web applications



iCom Player for Primary Education

Web application

Role:

UX Research, UX Design, UI Design

iCom Player for Primary Education

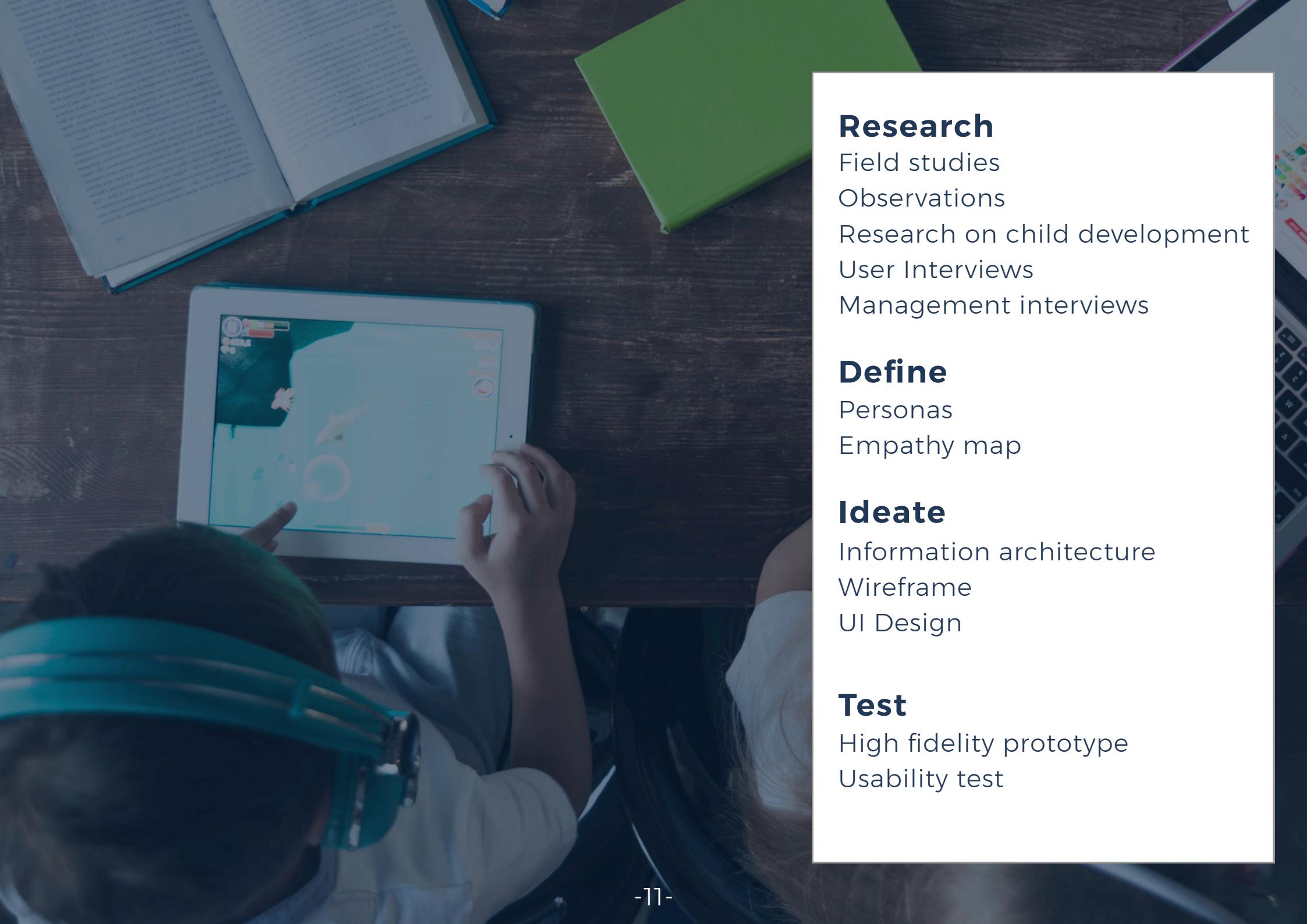
Online Exercise Player

Role:

UX Research, UX Design, UI Design

Summary:

iCom Player is an exercise player for children in primary education offered by Infinitas group. I was responsible for building up both the UX and visual concept from scratch. Because of the special target group my work included extensive research, and early stage, continuous testing of the product. I was also responsible to steer the digital transformation of our exercises, by setting up guidelines how to create content for digital display instead of print environment.



Research

Field studies

Observations

Research on child development

User Interviews

Management interviews

Define

Personas

Empathy map

Ideate

Information architecture

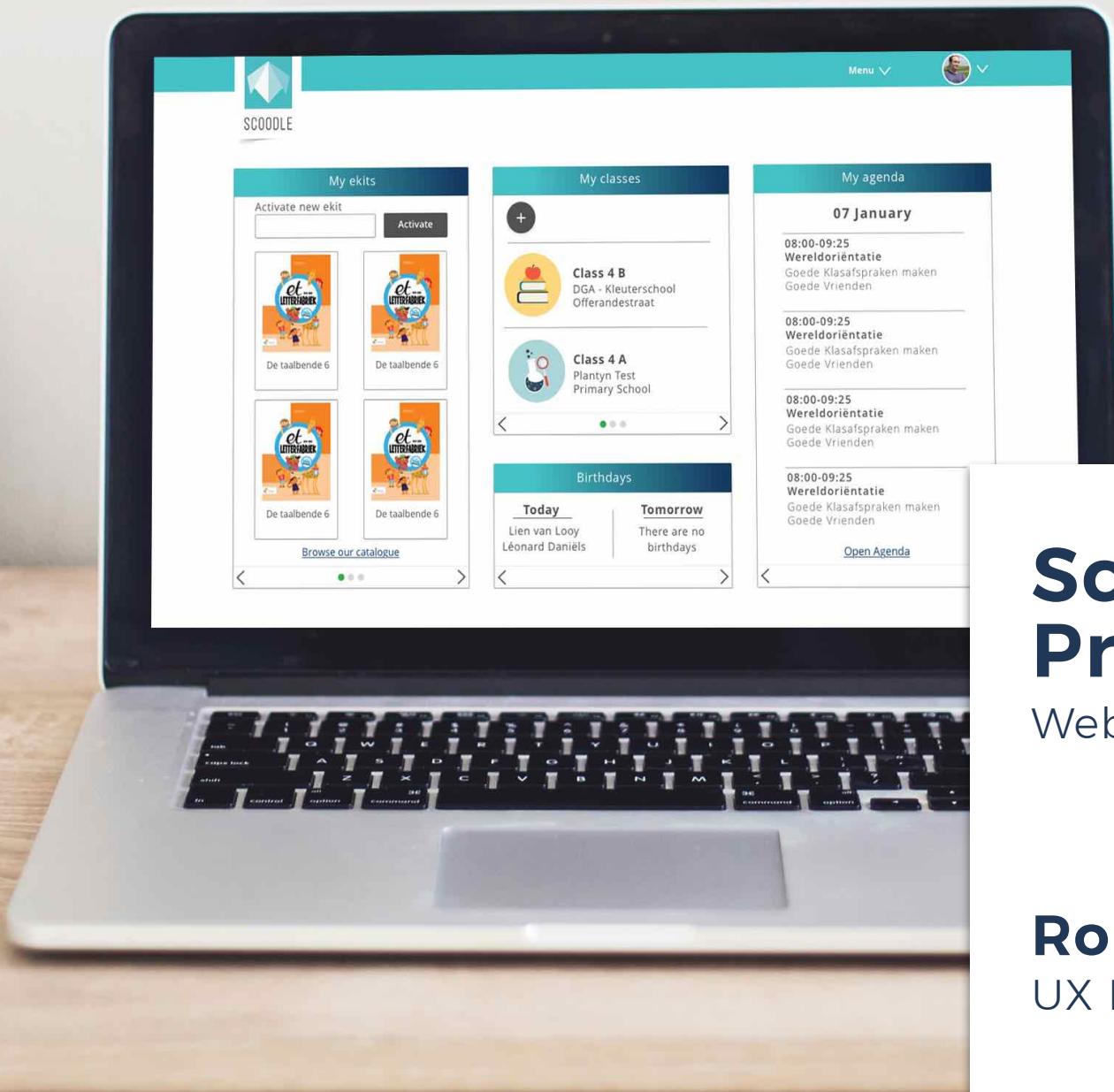
Wireframe

UI Design

Test

High fidelity prototype

Usability test



Scoodle for Primary Education

Web application

Role:
UX Research, UX Design, UI Design

Scoodle for Primary Education

Educational Platform

Role:

UX Research, UX Design, UI Design

Summary:

Scoodle is the online platform of Plantyn, a leading educational publisher in Belgium. They provide online materials and planning tools for teachers.

New concepts were developed based on user needs. That included creating a new classroom concept, assignment and results module and rearranging the information architecture for the existing features.



Research

User interviews
Field studies
Online Polls
Management interviews
Heatmaps, Analytics

Define

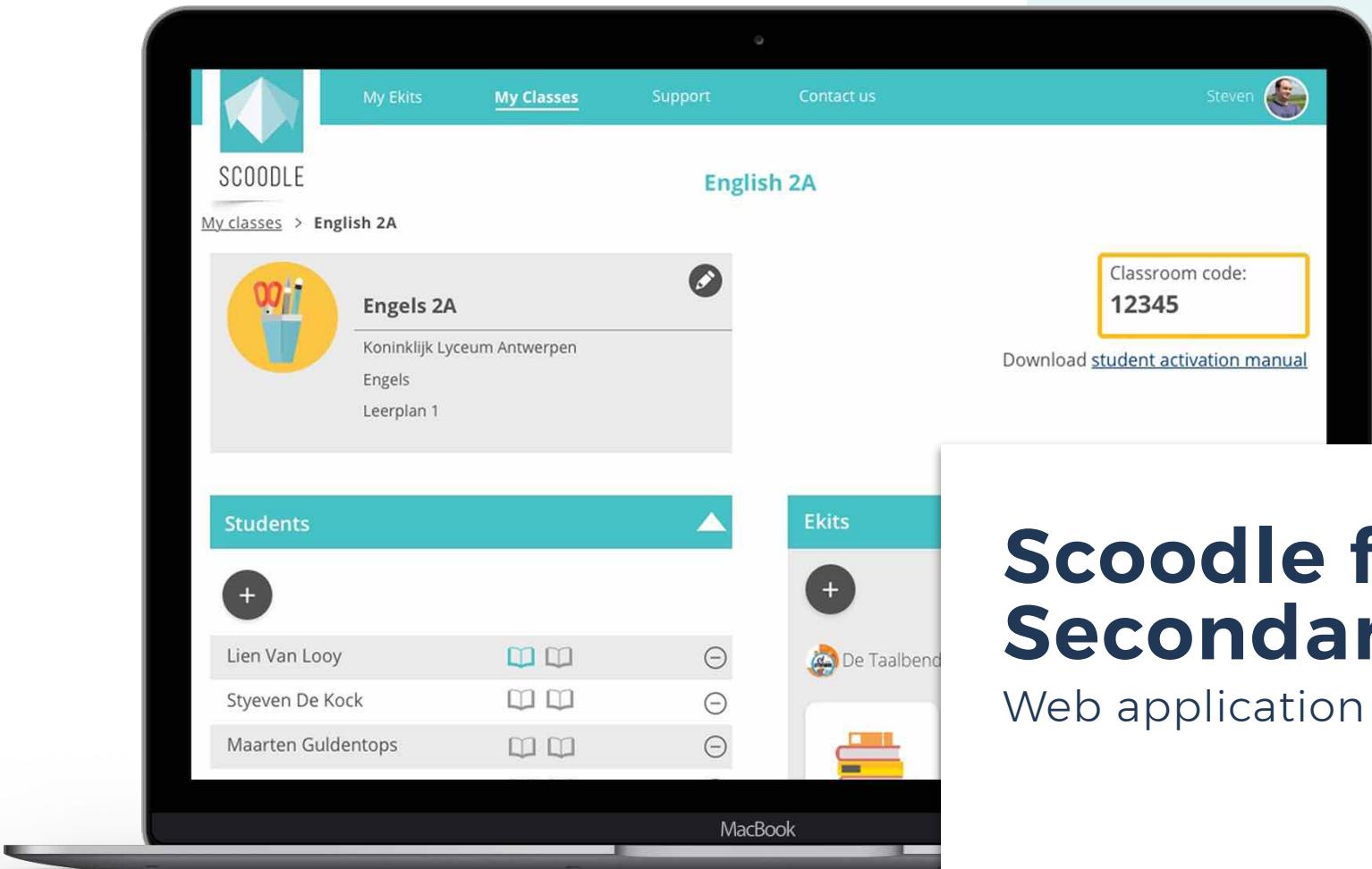
Personas
Empathy map
User journeys

Ideate

Information architecture
Wireframe
UI Design

Test

High fidelity prototype
Usability test, Interview,
Questionnaire
Online UX metrics, Heatmaps



Scoodle for Secondary Education

Web application

Role:

UX Research, UX Design, UI Design

Scoodle for Secondary Education

Educational Platform

Role:

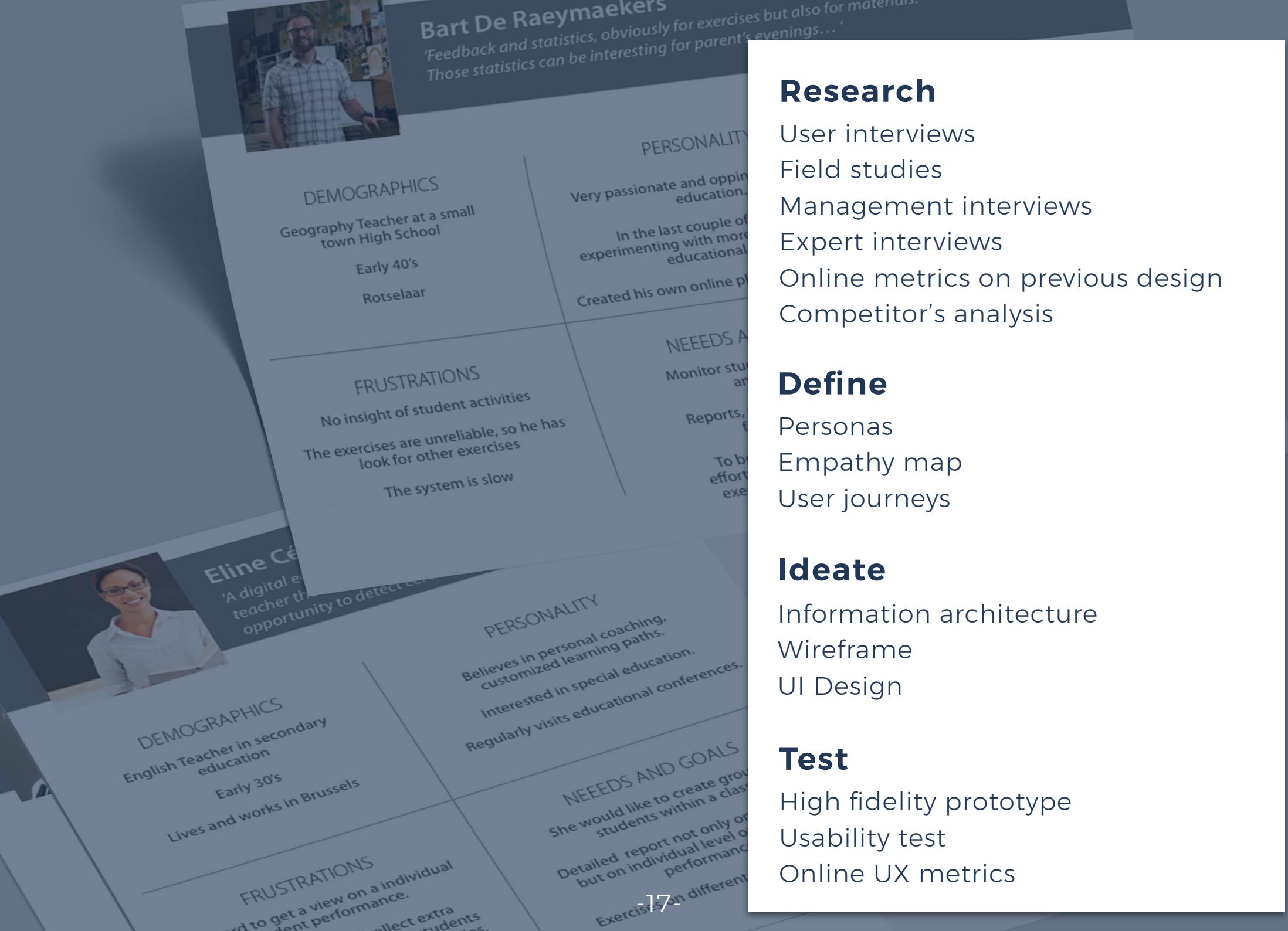
UX Research, UX Design, UI Design, Design strategy

Summary:

Scoodle is the online platform of Plantyn, a leading educational publisher in Belgium. They provide online materials and planning tools for teachers.

After the decision of separating Scoodle Primary education and Secondary education (see earlier in the portfolio) design strategy had to be set up for the newly refined target group.

I was responsible to clarify the final feature list of the product, redesign key features and create new ones such as classroom and assignment concept.



Research

- User interviews
- Field studies
- Management interviews
- Expert interviews
- Online metrics on previous design
- Competitor's analysis

Define

- Personas
- Empathy map
- User journeys

Ideate

- Information architecture
- Wireframe
- UI Design

Test

- High fidelity prototype
- Usability test
- Online UX metrics



Scoodle for Students in Secondary education

Web application

Role:

UX Research, UX Design, UI Design

Scoodle for Students

Educational Platform

Role:

UX Research, UX Design, UI Design

Summary:

Scoodle is the online platform of Plantyn, a leading educational publisher in Belgium. They offer online exercises, and ebooks for students.

In this project I was responsible for rethinking the student platform. It meant a total redesign of the features based on our research. Also to turn the platform into a responsive web application and create a Design system for the product.

Research

- Group user interviews
- Field studies
- Management interviews
- Expert interviews

Define

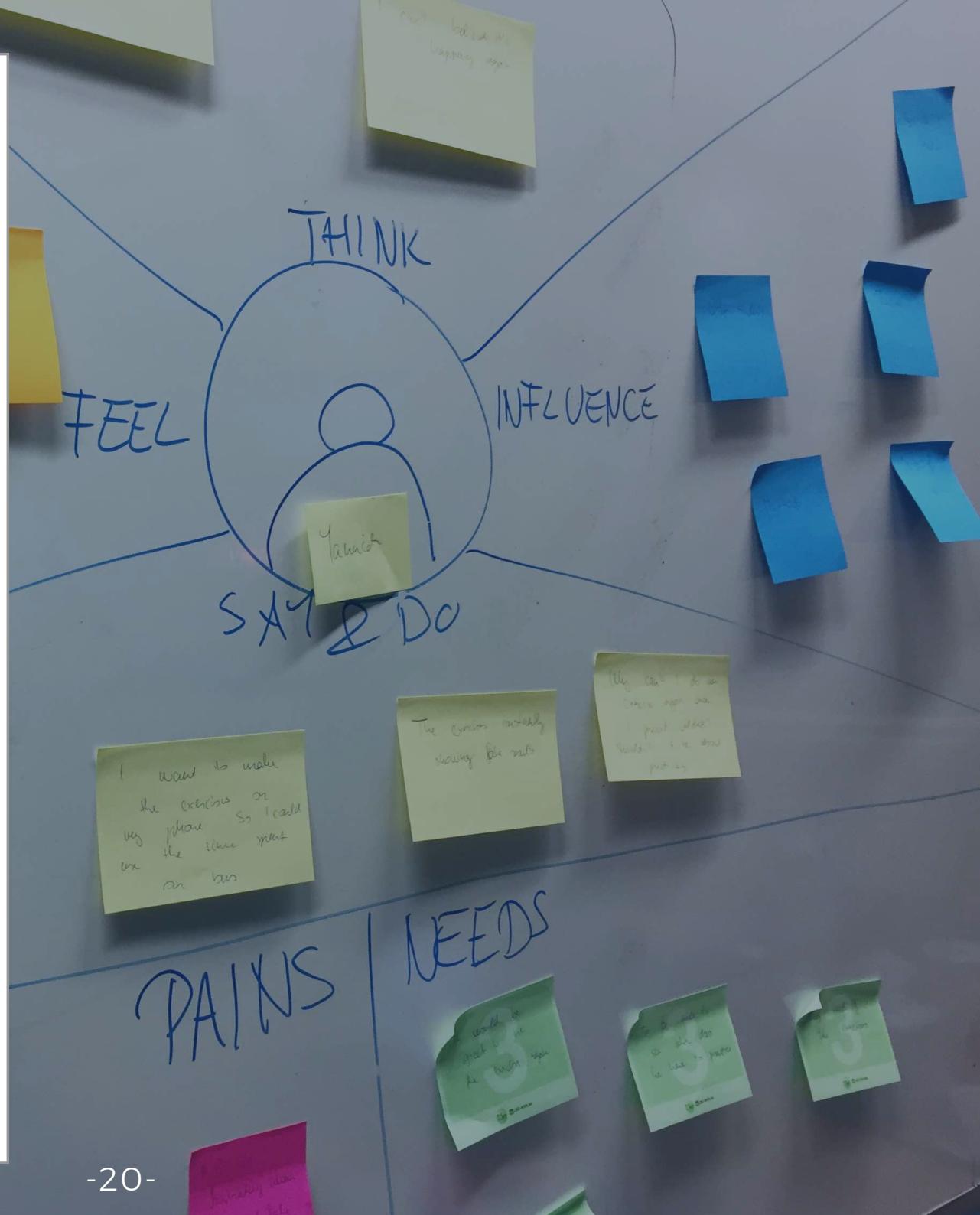
- Personas
- Empathy map
- User journeys

Ideate

- Information architecture
- Wireframe
- UI Design

Test

- High fidelity prototype
- Usability test
- Online UX metrics



Business applications



Scoodle Authoring tool

Business application

Role:

UX Research, UX Design, UI Design

Scoodle Authoring Tool

CMS tool

Role:

UX Research, UX Design, UI Design

Summary:

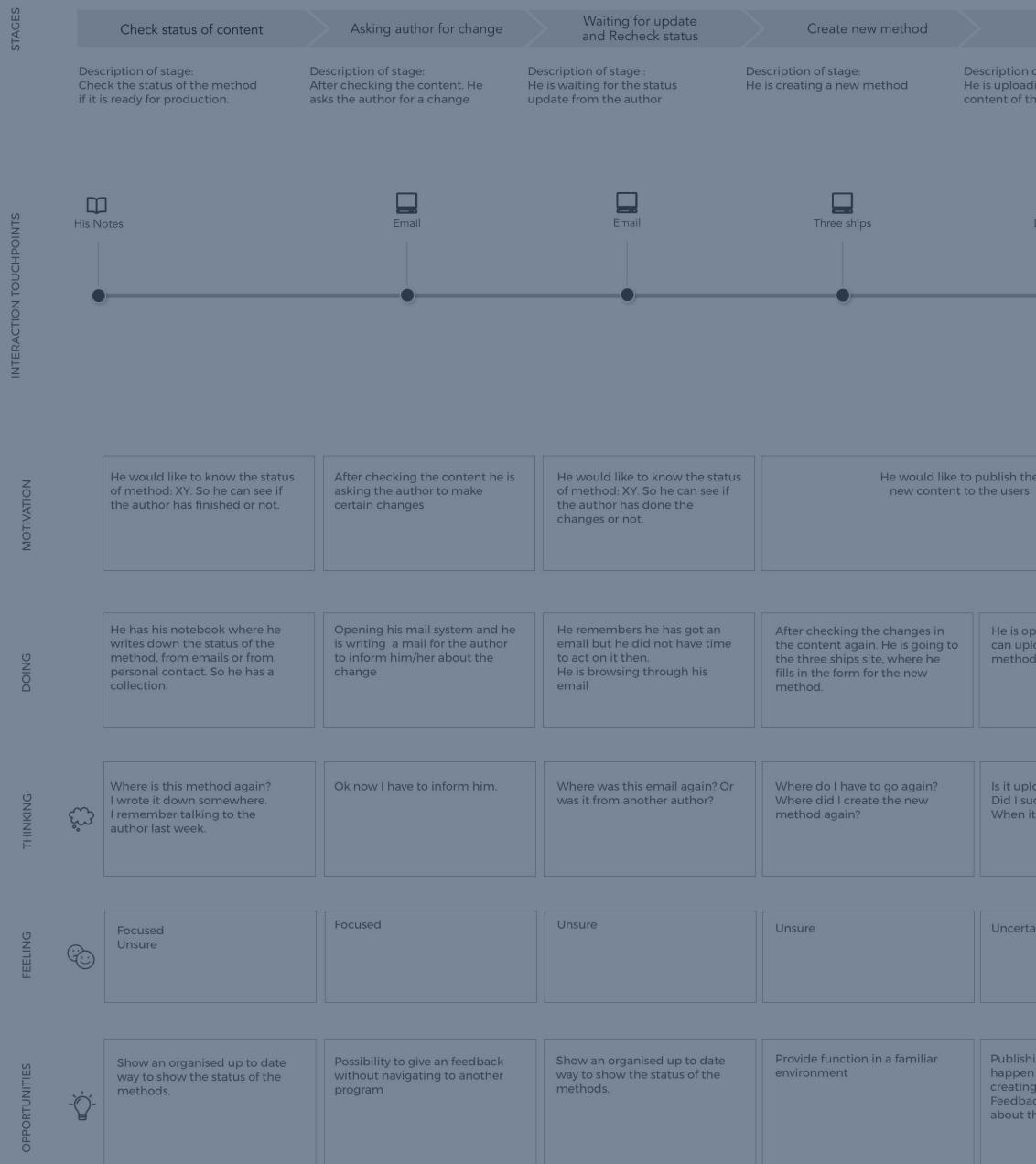
Plantyn is a leading educational publisher in Belgium. The company is currently undergoing a digital transformation.

As part of this transformation they wanted to modernise and rethink their way of publishing online content.

I was asked to create a CMS system for the company. I was leading the entire design process from research, through UX, and UI design till the prototypes and testing.

Journey Map

PERSONA REPRESENTED: Simon publisher MAIN GOAL OF THIS PARTICULAR JOURNEY: Publish a method



Research

User interviews

Field studies

Management interviews

Expert interviews

Define

Personas

Empathy map

User journeys

Ideate

Information architecture

Wireframe

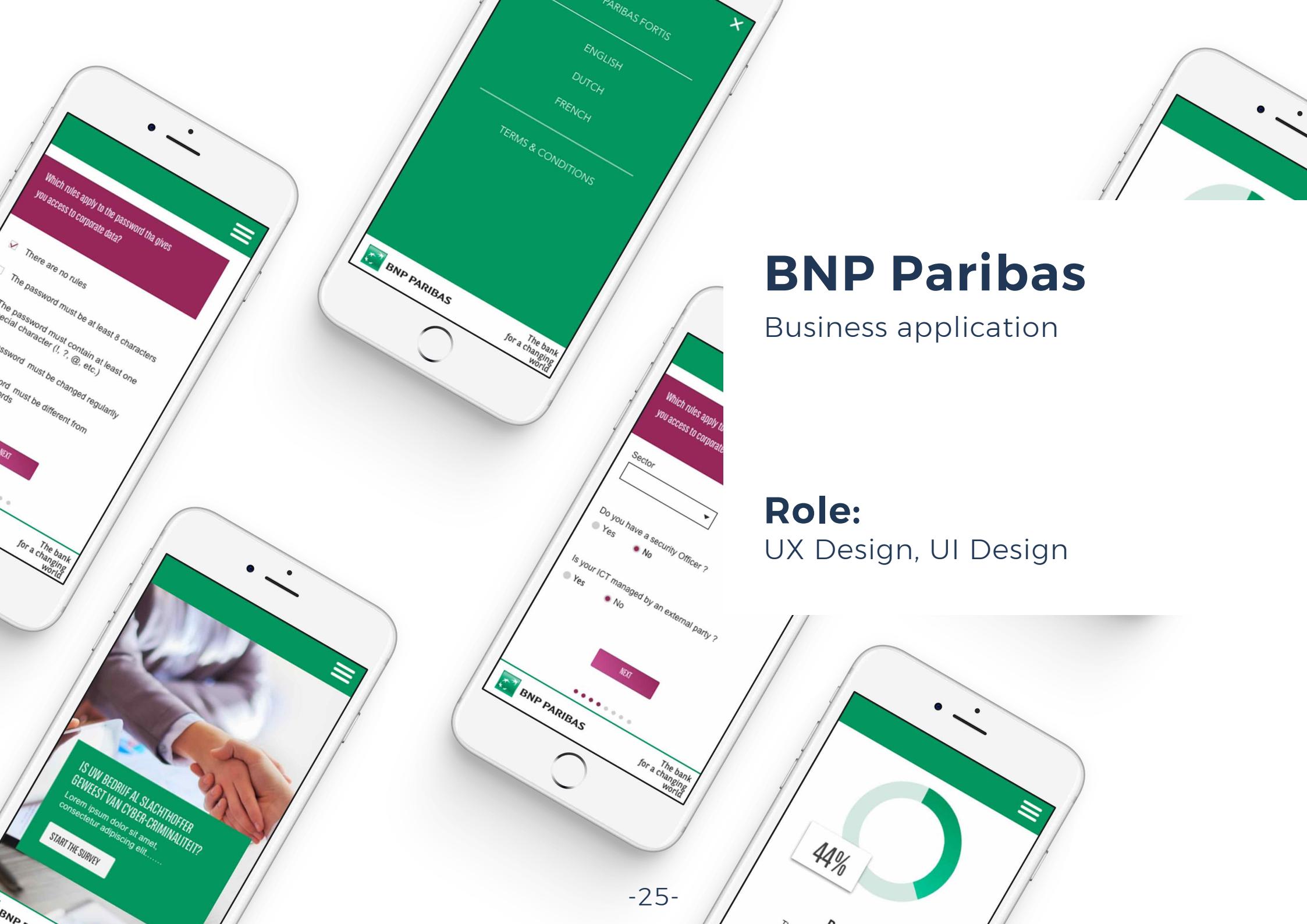
UI Design

Test

High fidelity prototype

Usability test

Online UX metrics



BNP Paribas

Business application

Role:
UX Design, UI Design

BNP Paribas Fortis

Microsite, online survey

Role:

UX Design, UI Design

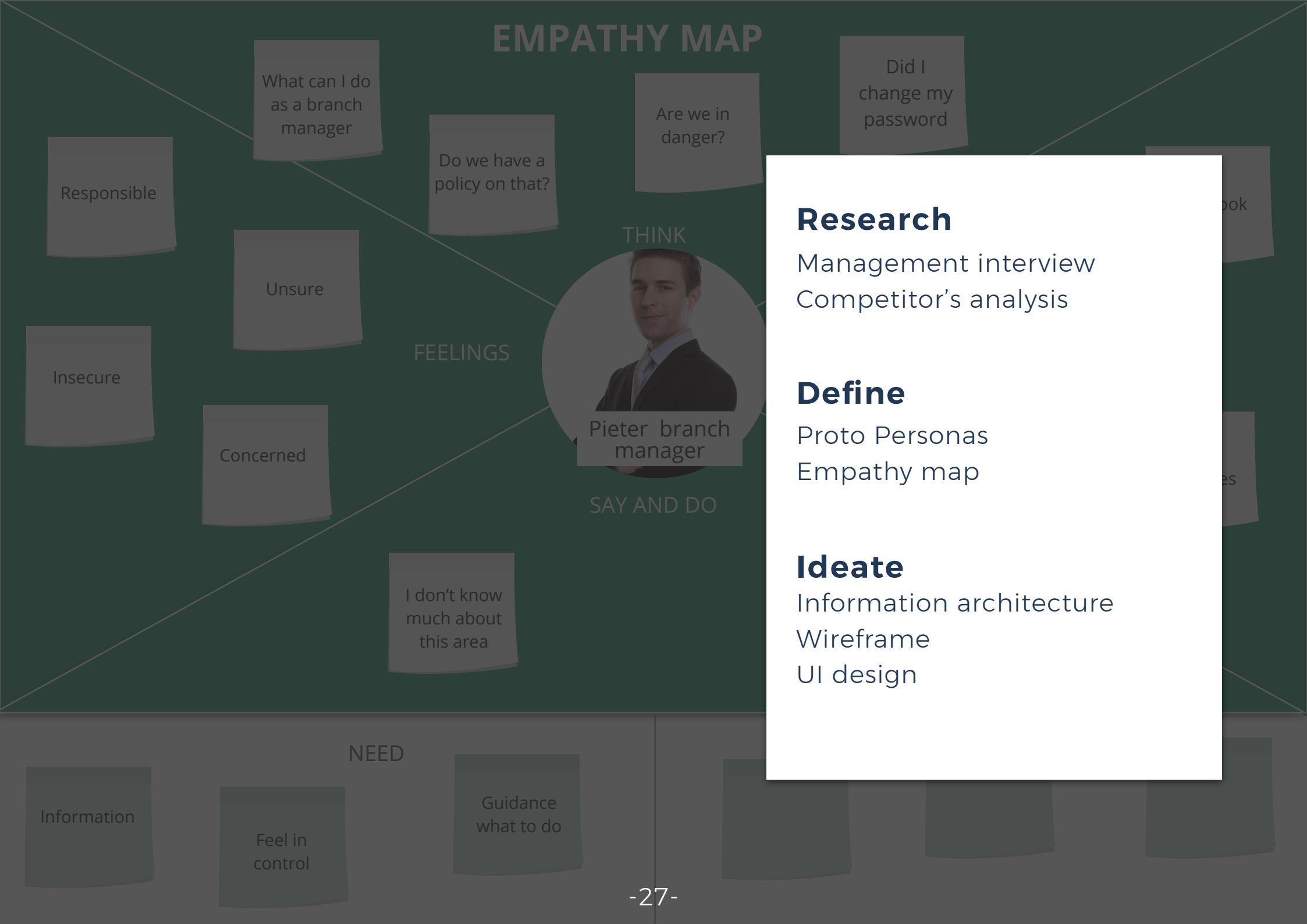
Summary:

BNP Paribas is market leader bank in Belgium. They offer wide variety of financial services to their customers.

In this project we were addressing their employees and business customers. As cybersecurity became a major threat recent years, BNP Paribas decided to raise awareness.

We created an informative micro site with an online survey, to give suggestions to managers how to raise security.

EMPATHY MAP



The image shows two devices displaying the iReservatie business application. The top device is a tablet showing the 'Reservatie - step one' screen, which includes fields for Date, Terrain, Type, and Price (20€/hour), along with a date picker from 08:00 to 18:00. The bottom device is a smartphone showing a list of reservation arrangements, including details like Dojo Training, Karate Jeugd, and specific dates and times.

iReservatie

Business application

Role:

UX Design, UI Design

iReservatie

Reservation management tool

Role:

UX design, UI Design

Summary:

Our customer OOOC is a nation-wide chain focusing on sport events and managing sport fields. We were asked to create a tool for them to manage their reservations.

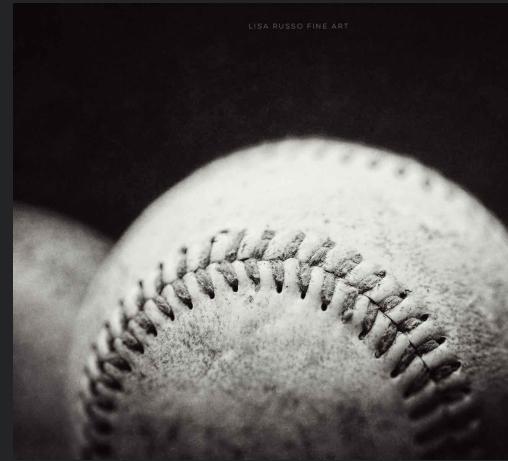
I was responsible for UX design and the visual design of the application. The application enables them to record, manage, edit reservations for their different sport fields and to communicate with customers about their booking.

ASAP Regular

abcdefghijklmno
pqrsuvwxyz

ASAP Bold

abcdefghijklmnp
qrstuvwxyz



Research

Management interview
Competitor's analysis
Field Study

Define

ProtoPersonas
User Journeys

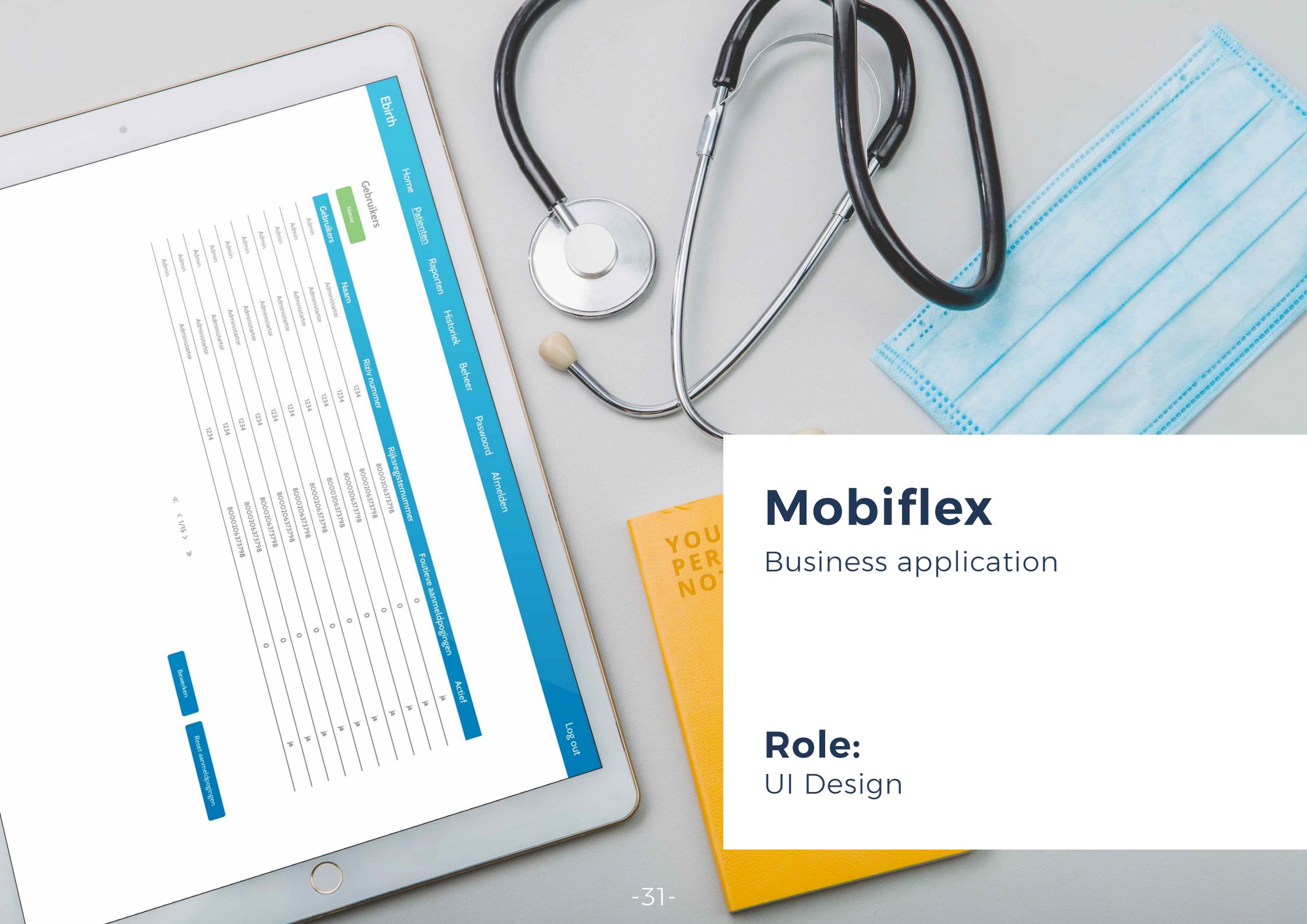
Ideate

Information architecture
Wireframe
UI design

Test

Remote Usability test





Mobiflex

Business application

Role:
UI Design

Mobiflex

Hospital management tool

Role:

UI Design

Summary:

Mobiflex is an application used by several major hospitals across Belgium. The app was created to help employees manage the administrative workload of hospitals such as entering, organising reports, manage examinations, appointments.

My role was to create the visual identity of the application. The goal was a very clean, calm interface design which fits into the world of healthcare.

UI Design

Mood Board
Styleguide
Design kit
UI design
High fidelity Prototype



Monument Real Estate

Business application

Role:
UI Design

Monument Real Estate

Project management tool

Role:

UI Design

Summary:

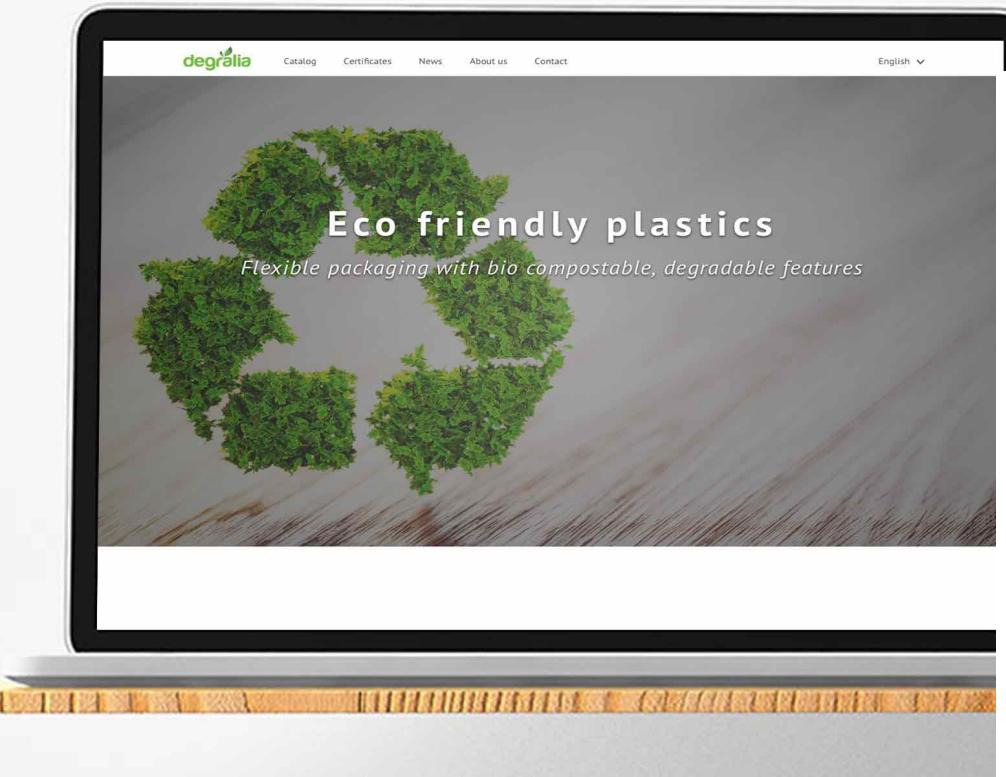
Monument Real Estate is a market leader in real estate projects in Belgium. They are running several private and commercial housing projects all around the country for 20 years now.

Our team was asked to create a project management tool for the company, where they can organise all their documentation.

I was responsible for the visual design of the application, where the main goal was visual clarity and close harmony with the brand's style guide.

UI Design
Mood Board
Styleguide
Design kit
UI design
High fidelity Prototype

B2B websites



Degralia

B2B website

Role:

UX Design, UI Design

Degralia website

Responsive corporate website

Role:

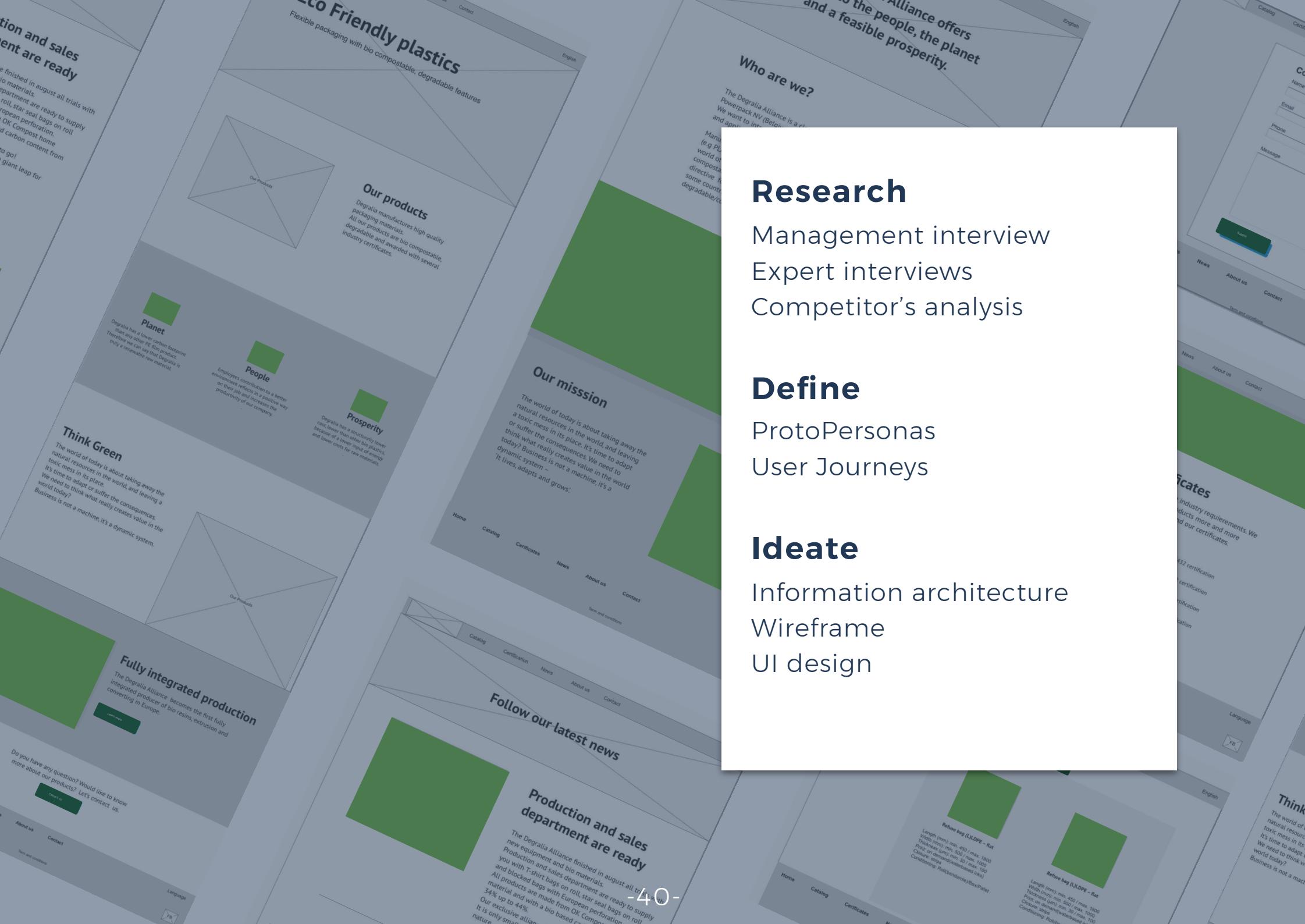
UX Design, UI Design

Summary:

Degralia is a collaboration of several international companies in the field of recyclable materials.

Their main area of business is biodegradable products.

We were asked to create a responsive B2B website for them. I was responsible for the UX and visual design.



Research

Management interview
Expert interviews
Competitor's analysis

Define

ProtoPersonas
User Journeys

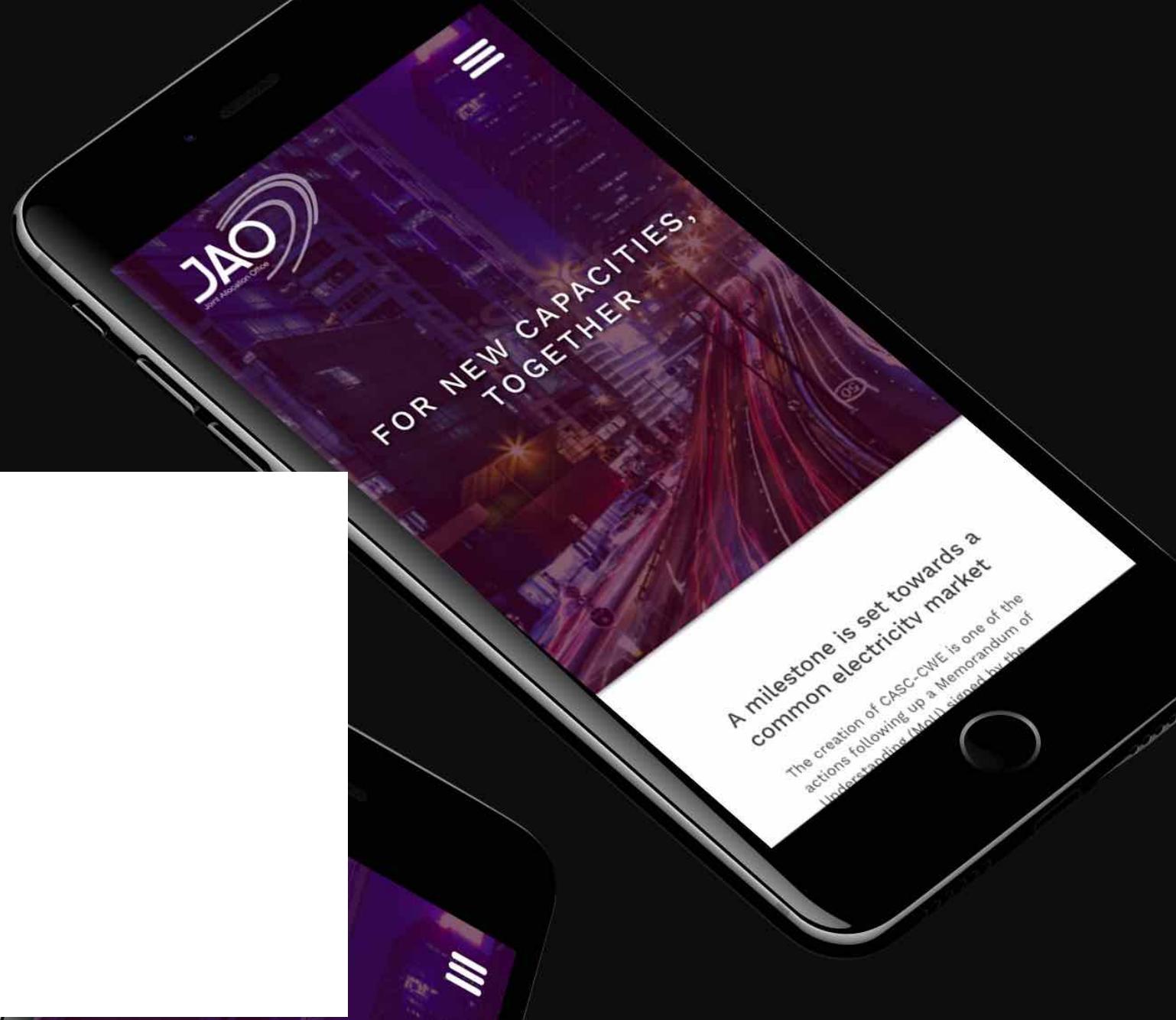
Ideate

Information architecture
Wireframe
UI design

JAO

B2B website

Role:
UI Design



JAO website

Responsive corporate website

Role:

UI Design

Summary:

JAO is a joint service company of twenty Transmission System Operators from seventeen countries based in Luxembourg. It mainly performs monthly and daily auctions of transmission rights on 27 borders in Europe.

We were asked to create a responsive B2B website for them. I was responsible for UI design on this project.



Work Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

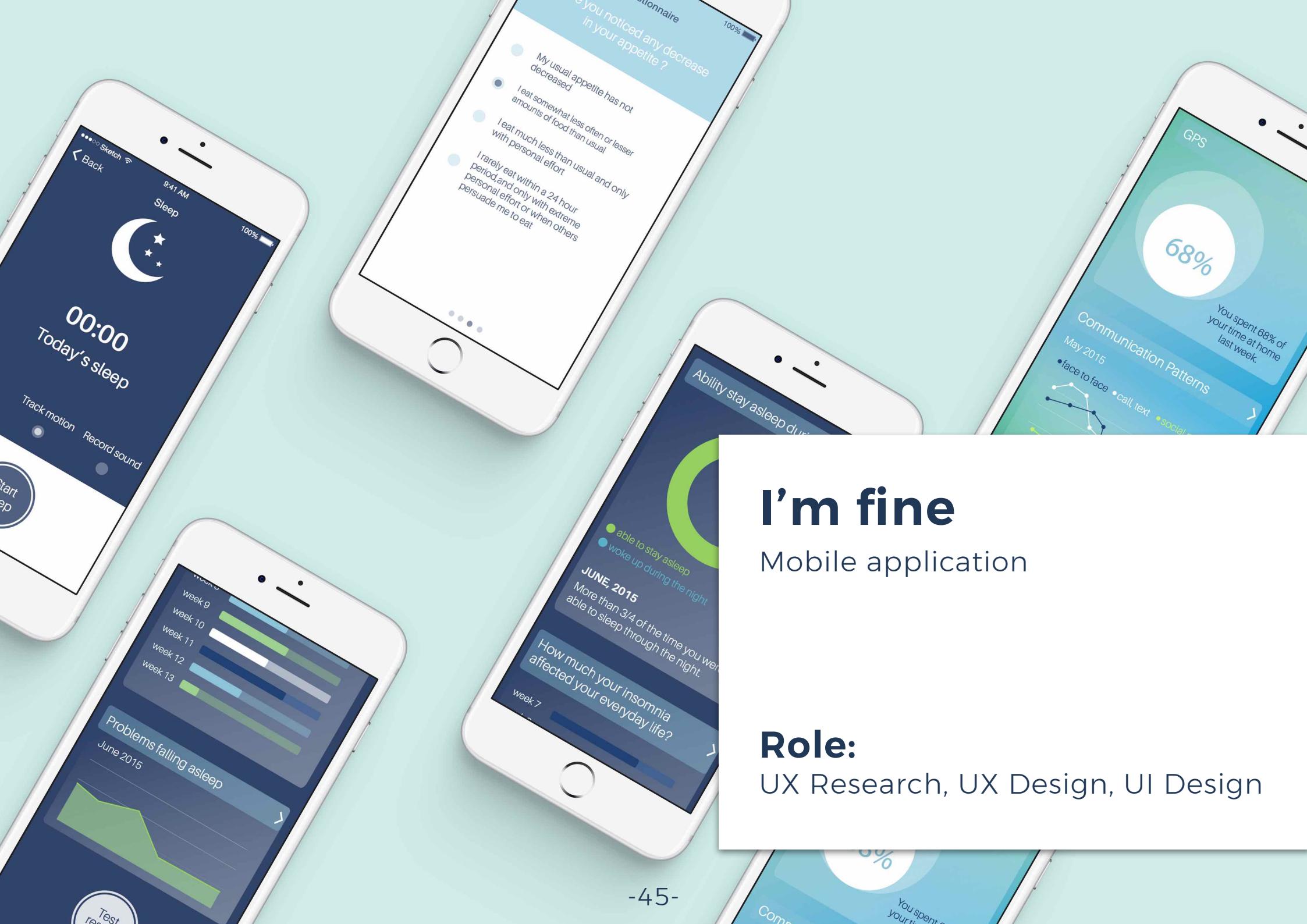
Work Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

UI Design

Mood Board
Styleguide
Design kit
UI design
High fidelity Prototype

Other



I'm fine

Mobile application

Role:
UX Research, UX Design, UI Design

I'm fine

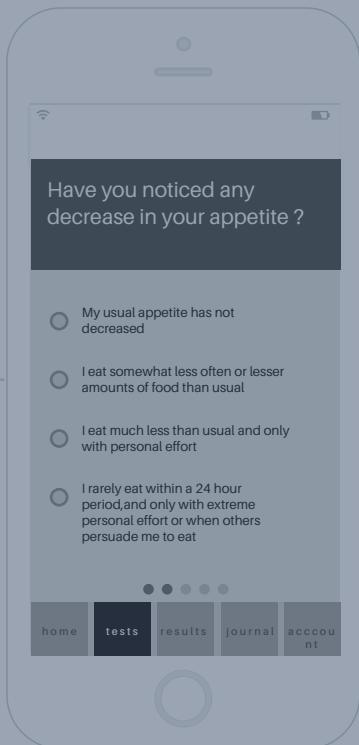
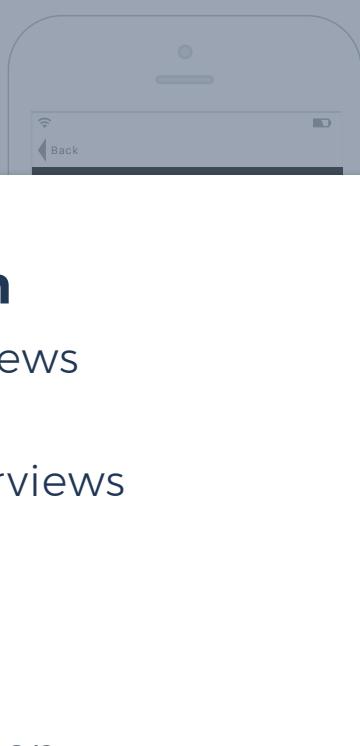
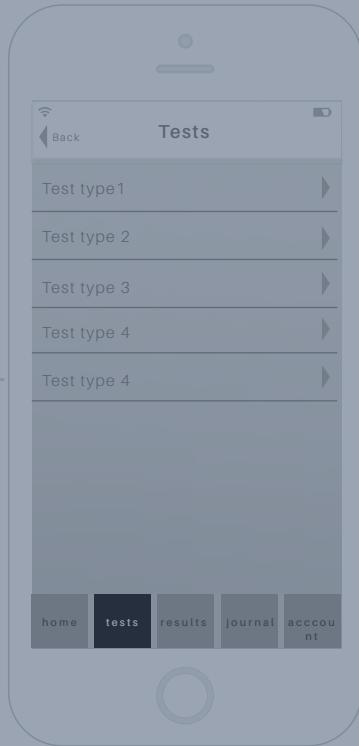
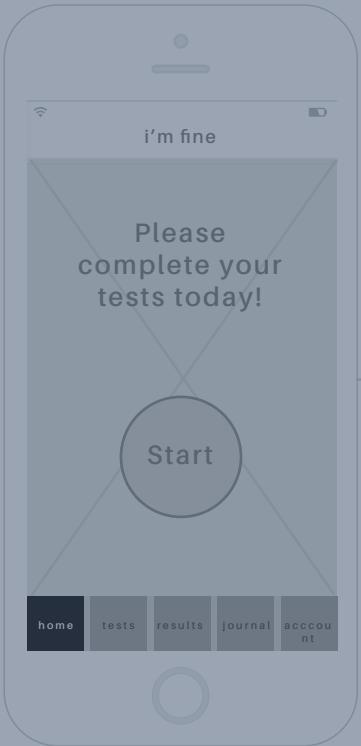
Healthcare mobile application concept

Role:

UX Research, UX Design, UI Design

Summary:

I'm fine is a healthcare mobile application concept. It was created to help patients participating psychological therapies. The main goal of the application is to maintain the contact between doctor and patient in between two face to face sessions. It helps the doctors to monitor the patient's well being. It also provides transparency. The patient records are online available for herself as well.



Research

User interviews
Field study
Expert interviews

Define

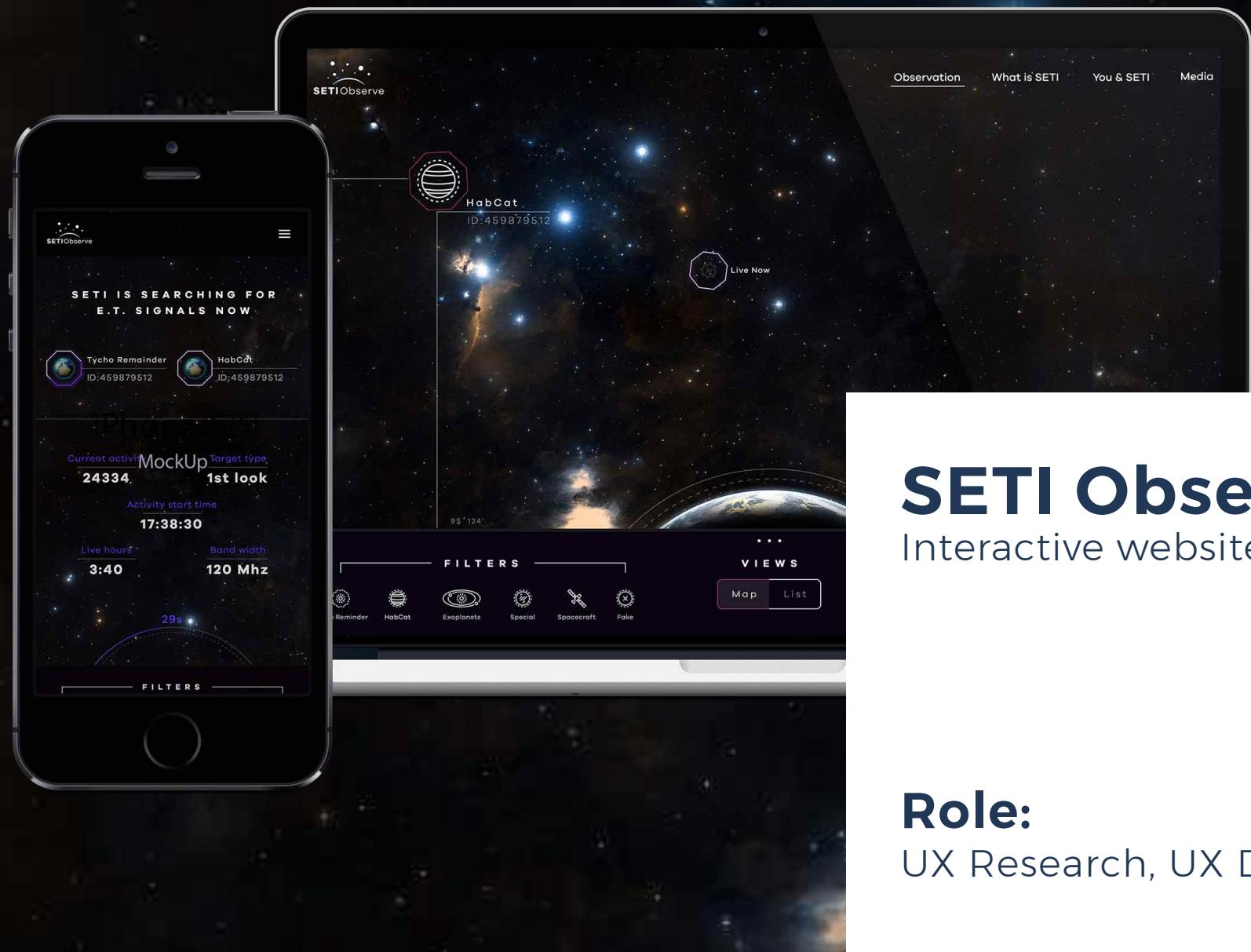
Personas
Empathy map

Ideate

Information architecture
Wireframe
UI design

Test

High fidelity prototype
Usability test



SETI Observe

Interactive website

Role:
UX Research, UX Design

SETI Observe

Telescope tracker

Role:

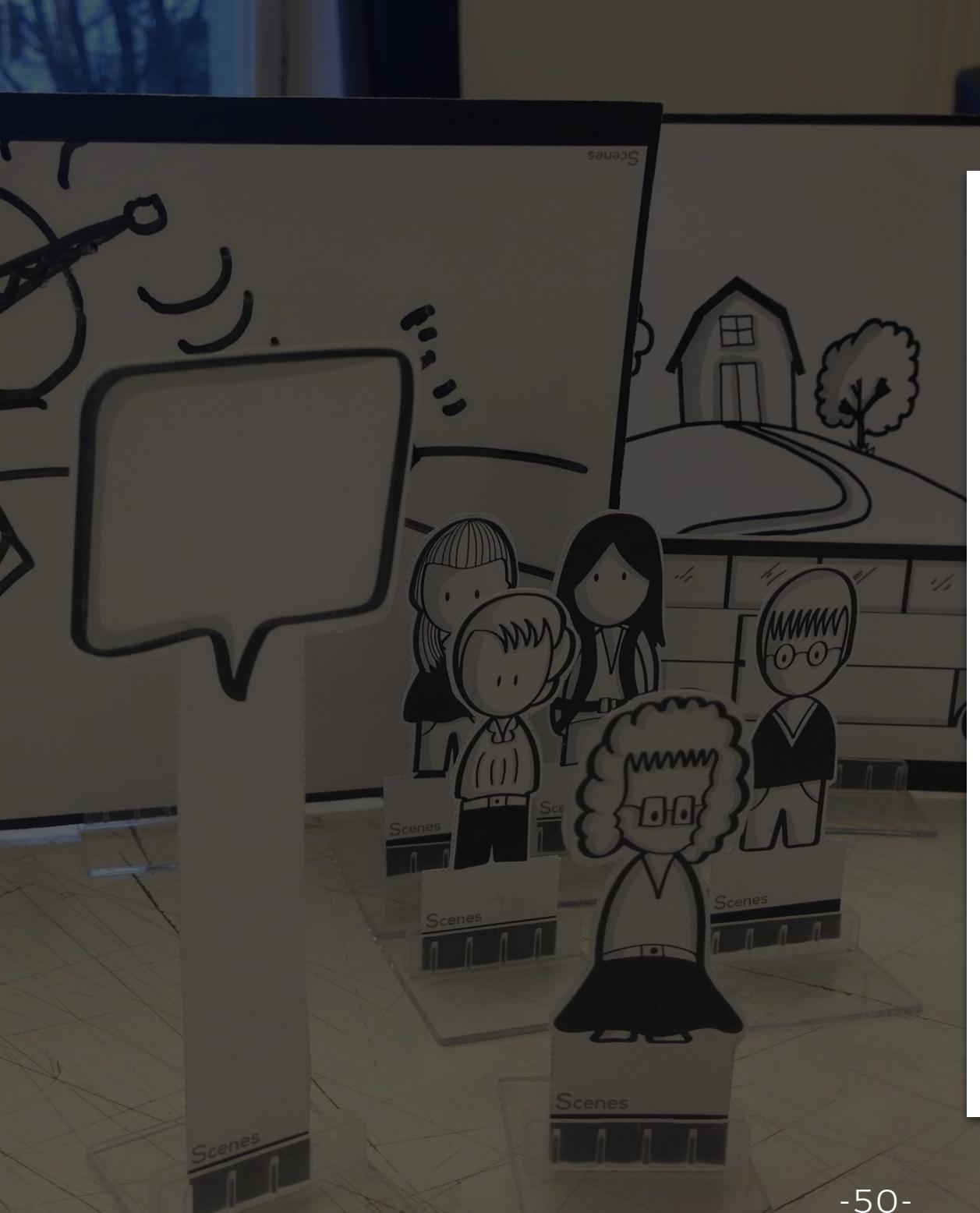
UX Research, UX Design

Summary:

SETI Observe is an institute dedicated to search for extraterrestrial life forms based on the radio signal search at the Allen Telescope Array.

The main goal of this site is to keep abreast of the ET signal search effort for the interested public . Visitors can follow along, see what they are observing, and be a part of the search.

I was working with a team of talented visual designers on this project. My role was to set up and conduct a research plan. And to deliver the UX Design.



Research

Remote user interviews
Online field study
Expert interviews

Define

User stories
Personas
Empathy map

Ideate

Information architecture
Wireframe

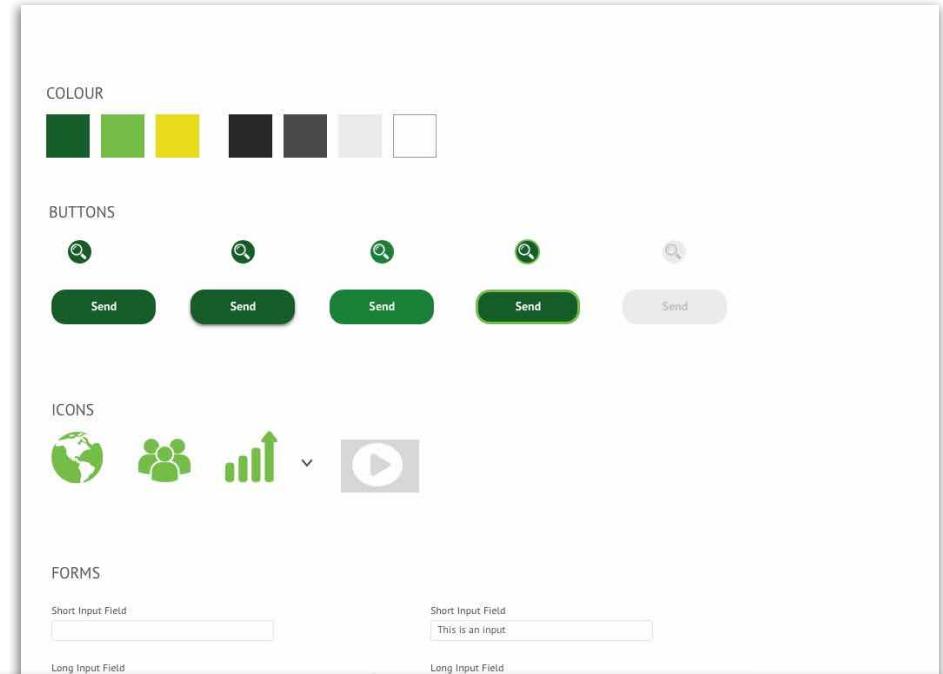
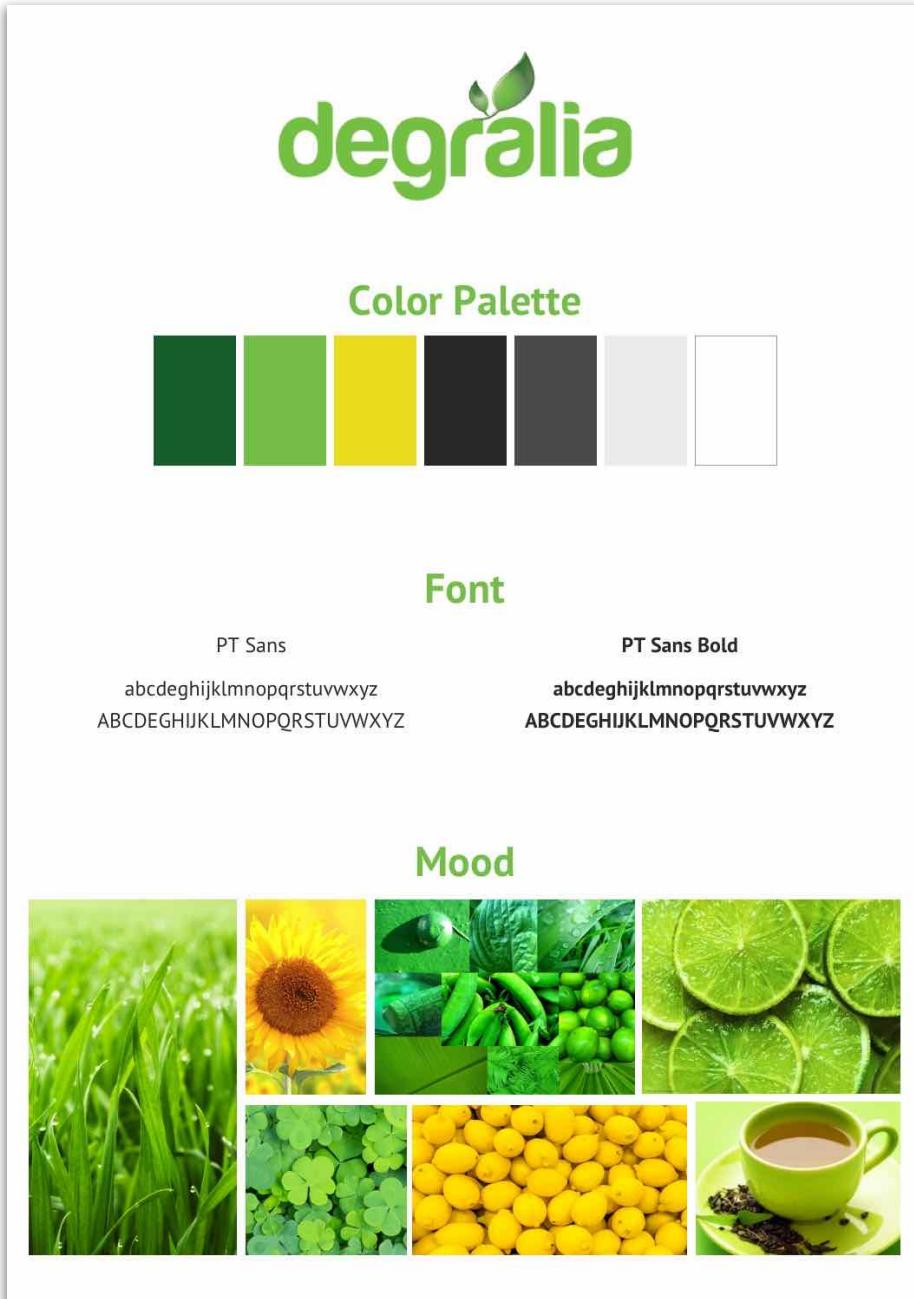
Test

Usability test

Interested to work with me?
Do you have a project in mind?
Get in touch!

hello@norapekker.com
+32 470 48 03 46

Want to see more?
Read my detailed case studies on my website:
norapekker.com



Prototype

High fidelity prototype
Remote usability test
Styleguide
UI kit

A close-up photograph of a small green plant with two leaves growing out of a pile of crumpled white paper. The paper is heavily shadowed, appearing dark grey, while the plant is brightly lit, creating a strong contrast.

Research

Stakeholder interview
Expert interview

Competitors ANALYSIS

12/09/2016

CLASSDOJO

<https://www.classdojo.com>

Classdojo is a platform for simple class management for teachers. It is also available for students and parents.

Teachers are able to create their own classes following the 6 steps:

- You choose your role (teacher, student etc)
- You pick your school
- Give a name and a year for your class
- Add students
- Invite parents
- Defining skills

After creating a classroom teachers see their students in the classroom. They can add more students. They can also invite new parents of the students. They can mark every student absent, late or present (entire class or individually) They can share a story with entire class (Like a facebook news feed)

Or message a certain pupil and his/her parents.

They can create groups, teams within the class if needed. They can give feedback on student's performance adding points on different skills: (entire class or individually) They can check on student's report (their performance) and filter on it based on the skills they set up. (new can be added or can be removed later) Skills can be either good: classroom participation, or bad: being unprepared. Remarks have their own weight set up by the teacher.

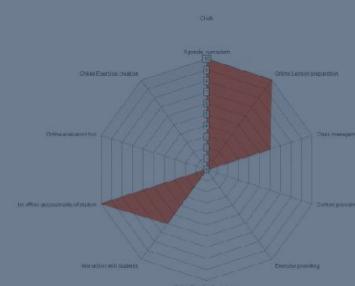
more info:
<https://class dojo.zendesk.com/hc/en-us/categories/200185275-For-teachers>

Positive:
A very nice to use interface, with very good UX and UI even in the tiniest details have been thought of and designed very well.
All the features are working perfectly and very intuitively.
Contacting the entire class, or students and parents very easy.
Evaluating students on pre-set up skills is very easy. The results of those evaluation on skills are easily comprehensible, very visual.

Chalk

Chalk provides one of the most wide range of functions. It has a planning section with agenda, curriculum, government goals etc. It has a class management function. Teachers can add their students and record certain assignments results such as test results, homework , presentation etc. Based on those manually entered results further statistics available about students progress or the task itself.

It doesn't provide any content itself, nor the chance create your own exercises. Because of lack of content the results are based on the other evaluations entered manually by the teacher similar to Classdojo. Interaction with students/parents is limited.



SCHOLOGY

<https://app.schoology.com/home>

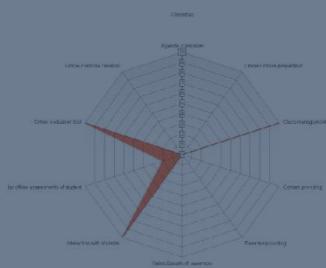
SUMMARY

After analysing our competitors, we can clearly state that all of them are offering a little bit of different mixture of functions.

The charts help to quickly summarise what do our competitor offer. When making the Scoodle classroom we have to make sure we don't try to provide everything, but we create a mixture of functions which is a meaningful combination to our customers.

Classdojo

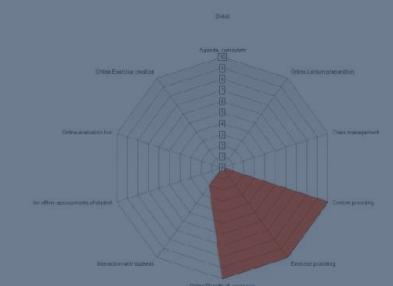
Classdojo is a platform to manage your classes. There is a possibility of assessments of students but not based on content but custom-made skills. Teachers are able to track their students based on their skill evaluation and communicate with students/parents if necessary. Classdojo is also a platform to communicate easily with your entire class. It doesn't provide though any content, or planning tools, nor the chance to create your own exercises, or lessons.



Diddit

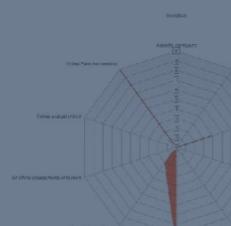
Provides content, exercises, and results on their own exercises.

They made their function in a way that it is build around their books, their content, and help to use them more efficiently. They do not provide any other functions to class management, planning, further evaluation etc.



Understand Business

Stakeholder interview
Expert interview
Competitor's analysis





Gravity

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



GRAVITY LIGHT



GRAVITY BOLD

Visual design + Prototype

Moodboard

UI kit

Styleguide

High fidelity prototype





Cabin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Sint-Maria Halle
ALGEMEEN ZIEKENHUIS

<input type="button" value="Toevoegen"/>				
<input type="button" value="Toevoegen"/>				
<input type="button" value="Toevoegen"/>				

17:00

Something is wrong

Opmerkingen

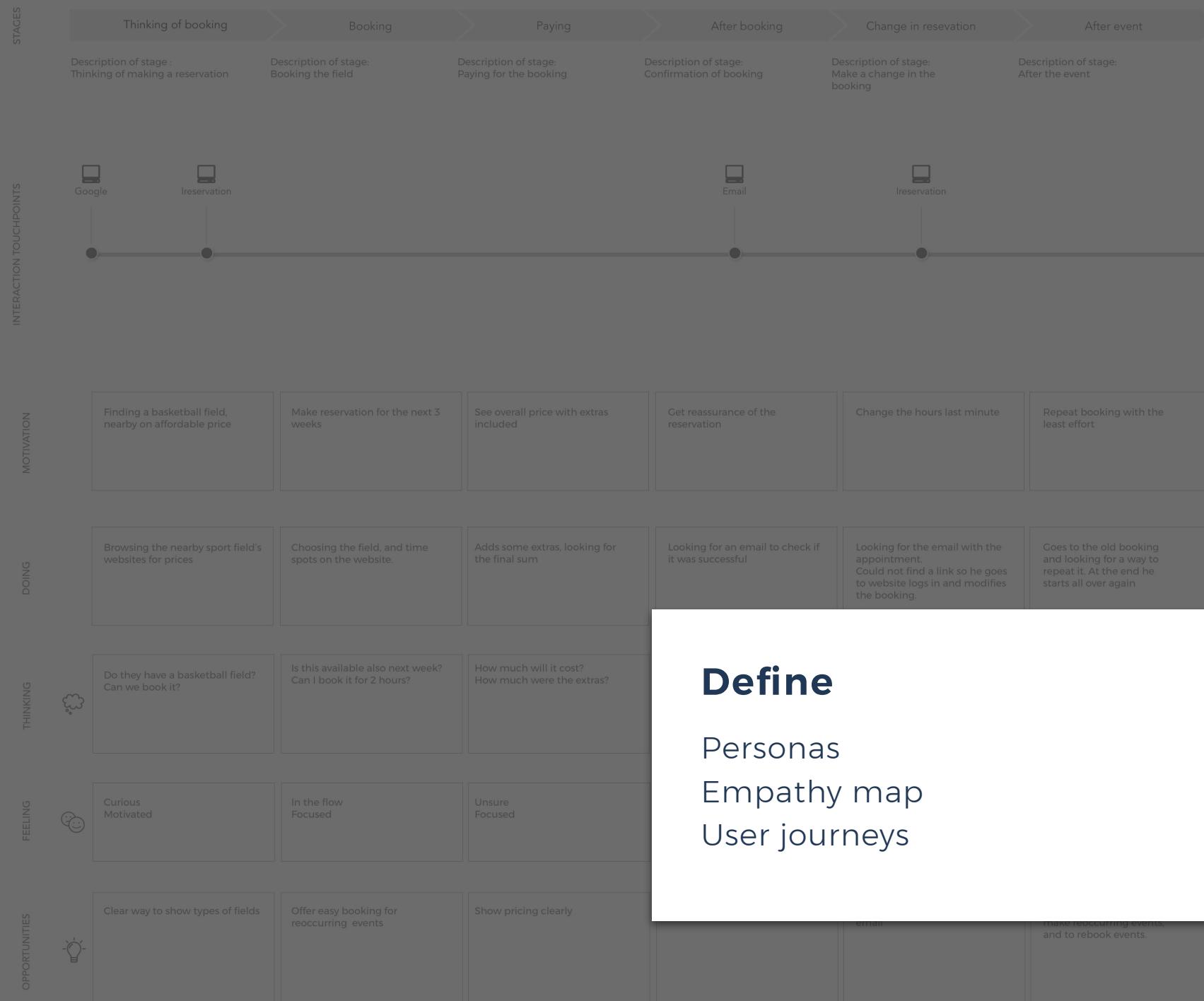
Visual design + Prototype

Moodboard
UI kit
Styleguide
High fidelity prototype

Journey Map

PERSONA REPRESENTED: Koen

MAIN GOAL OF THIS PARTICULAR JOURNEY: Book a basketball field for him and his friends

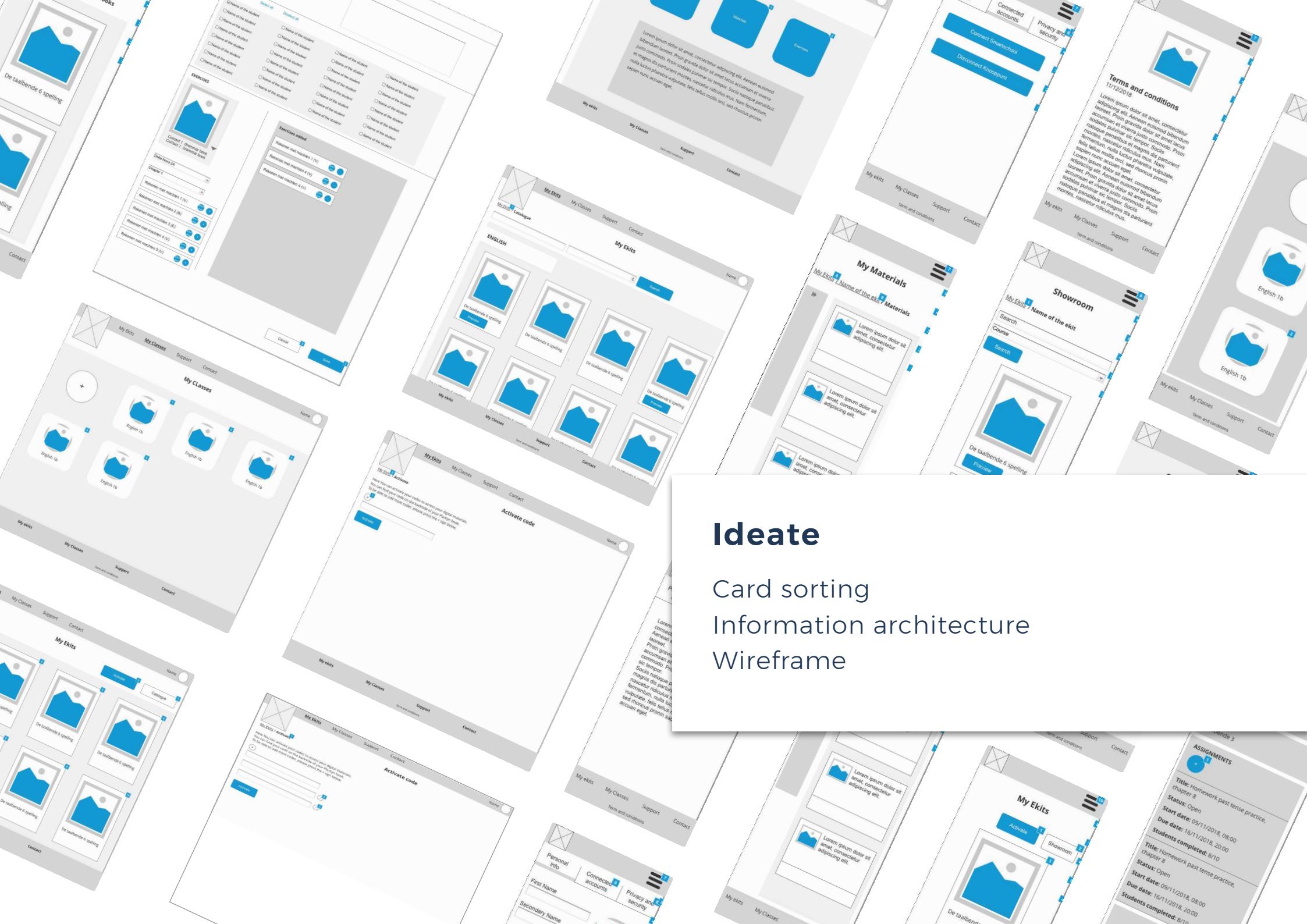


Define

Personas
Empathy map
User journeys

Ideate

Card sorting Information architecture Wireframe



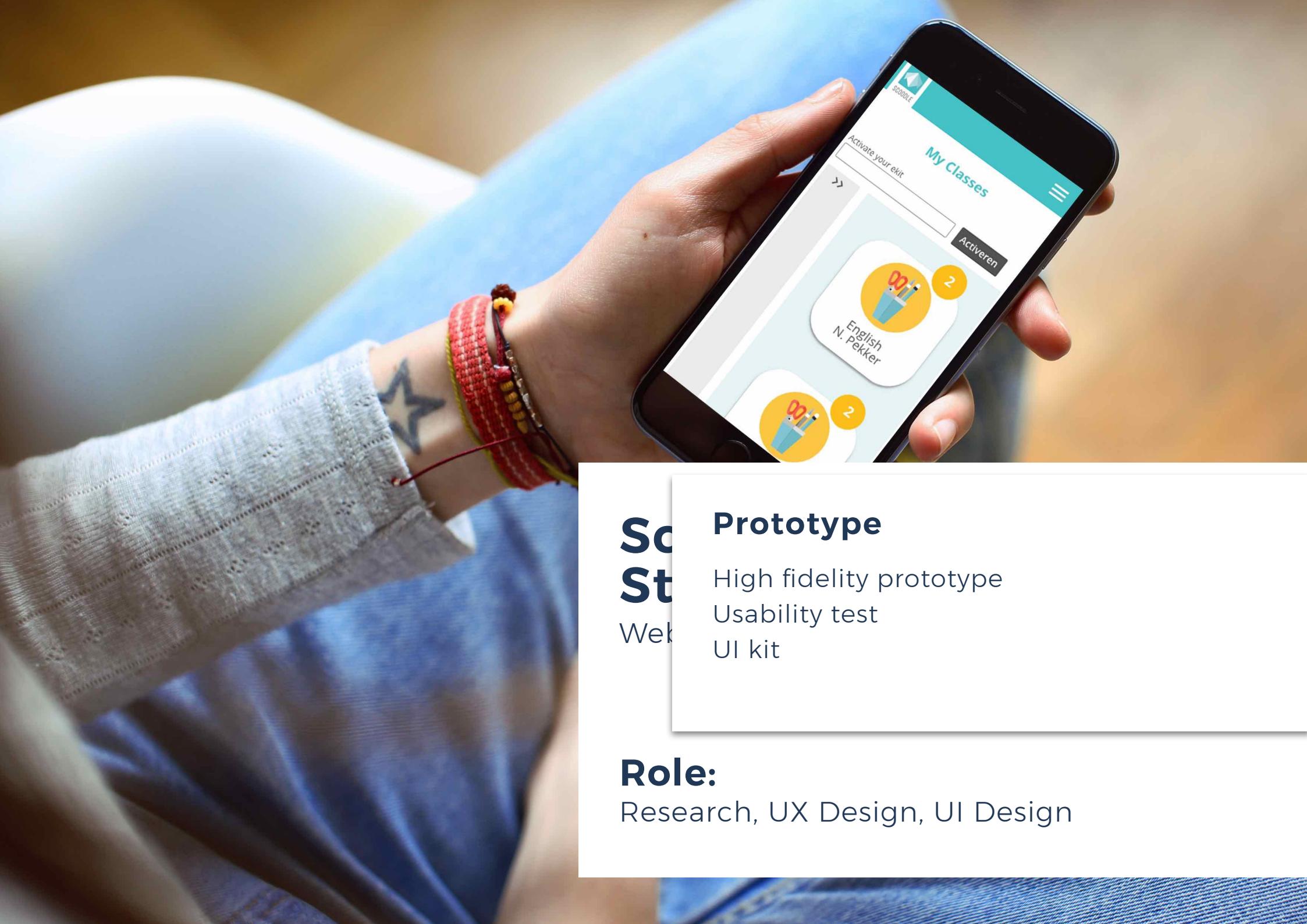
Ideate

Information architecture
Wireframe



Prototype

High fidelity prototype
Usability test
UI kit
Design strategy

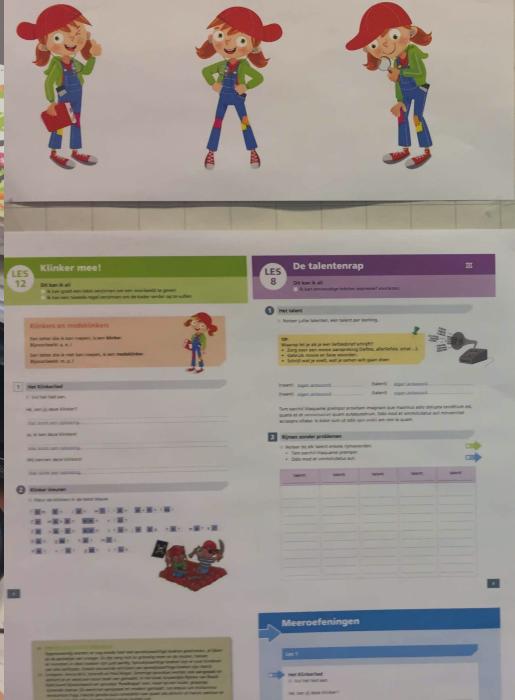
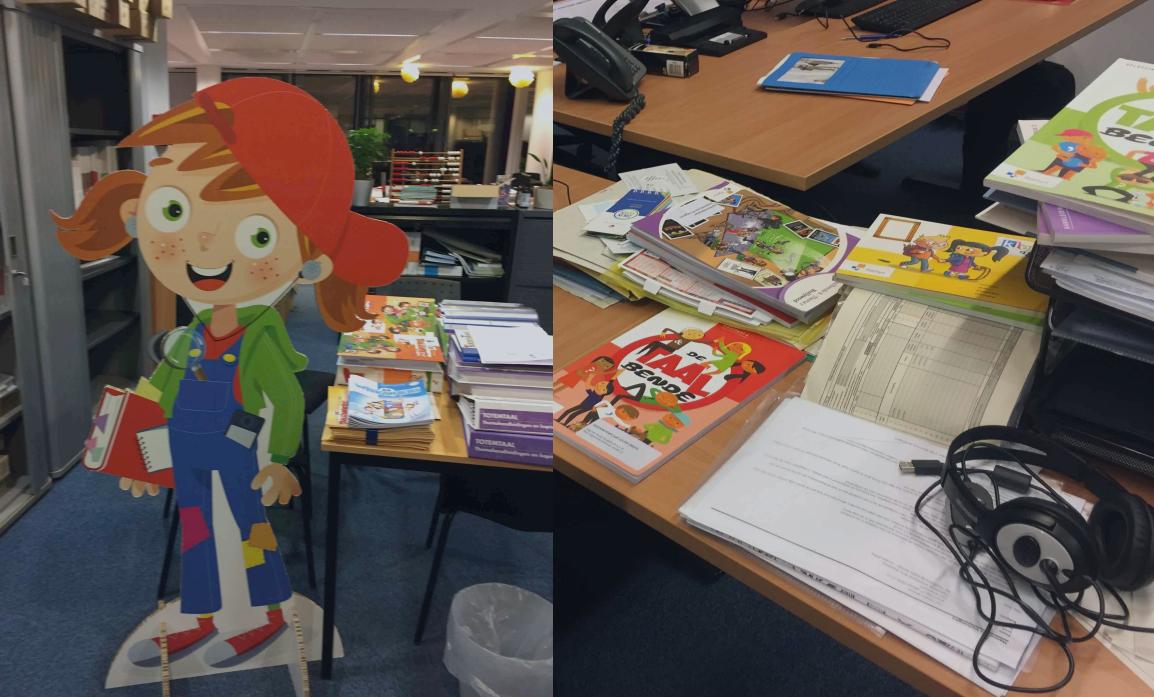


Prototype

High fidelity prototype
Usability test
UI kit

Role:

Research, UX Design, UI Design



Lawrence Klaes
19 February at 02:52



The biggest thing preventing humans from interstellar space travel
It's not technology, time, or money.
WWW.TECHINSIDER.IO

Bandeira
January at 20:41

or the addition to this group! So I'd like to know where to get it can I download the at home analyzer? How exactly does it mention that you may need to pretty beastly computer, is it run on any platform?

Comment **Share**

Comments
strong It runs quite well on my tablet
only - 21 February at 00:13
Hello. Any contribution is helpful. Any computer will do.
only - 21 February at 02:27
andela Listening...



Donald Sasan via HuffPost Science & Tech
15 February at 23:24

The Possibilities are Endless



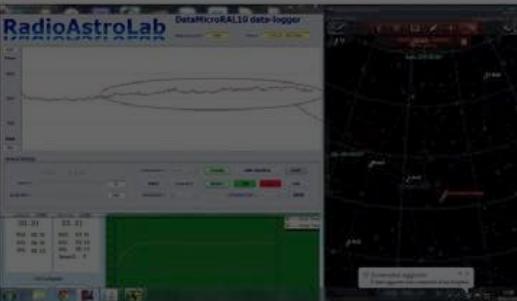
These NASA Space Tourism I And Beyond
is this what our vacations may one day look like?
HUFFTO I BY LEE MORAN

Ted Doolittle
13 February at 16:06

Happy Sat. !

Giancarlo Madiai
29 February at 17:12

...if I'm able to get Andromeda 2.5 mil.l.y far away,than...!?
any comment is welcome!!



Stephen Pearce Yes BRONCOS.
Like · Reply 42 · 14 February at 02:00

William Richard Halling Water white
Like · Reply 14 February at 19:16

Write a comment...

Giancarlo Madiai
29 February at 11:20

SETIhome in progress on my old P4!



David N. Precht
7 February at 21:45 · Watertown, MA, United States

I have participated in the SETI@home project since 15 December 2003, and has contributed 2,017,763 Cobblestones of computation (1.74 quintillion floating-point operations) to SETI@home's search for extraterrestrial life. DAMN !

Like **Comment** **Share**

29

View 7 more comments

David Finch Let me get this squared in my head. If we hold a pinhead up at arm's length we are looking at 10,000 galaxies. We are all looking for a coherent signal to somehow significantly burst through the collective radiation of this lot. By way of analogy we co... See more

Like · Reply 1 · 7 February at 23:40

Donald Sasan Congratulations, Thats wat its all about!

Like · Reply 12 February at 03:31

Darrell Bailey
SETI@home member since 15 May 1999

Rupchand Sonawane Aryaron astronomer
16 February at 15:42



Gravitational Waves Found: The Inside Story
One hundred years ago Albert Einstein in his general theory of relativity predicted the existence of a dark side to the cosmos. He thought there were invisible "gravitational waves", ripples in space-time produced by some of the most violent...
IPSCIENCE.COM

Like **Comment** **Share**

3

Write a comment...



Jean-Baptiste Faure II
28 February at 20:58

— M17 – The Omega Nebula —
This new image of the rose-coloured star forming region M17 (Messier 17) was created by the Wide Field Imager at the MPG/ESO 2.2-m

Like **Comment** **Share**

48

Michael Lopez Ralph Fellows have you looked at adding Lunatics to your system? With that config you could easily be in the top 10 crunchers



[Observe](#) [What is SETI](#) [You & SETI](#) [Média](#)



Scanning for ET
signals now



Scanning for ET
signals now



Scanning for ET
signals now

Live hours

3:40

120 KHz

ATA Telescope live

FILTERS



SLIDER ICON SET



VIEW

MAP

LIST



OBSERVER
NOTES

Apr 23, 07:41

SYSTEM: Antenna tracking error.
Operator has been notified.

Apr 23 06:32

Antenna pointing was stuck. Fixed and now
observing.

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5. Személyes értékem valamit, biztos töm. akik, aki nekem fontos szemem boldognak tetszem.
6. Nem lehetek boldog, ha nem szeret valaki.
7. mások nem szeretnek, vagyok boldog, az emberek, azzalásítanak, csinálok.
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17. Szégyenletes, ha az emberek gyengeségét látják mások.
18. Bármiben, amibe belefog az ember, meg kell próbálni a legjobbnak lenni.
19. Elkeseredem, ha hibát k
20. H



Dr. Balogh

'It would be great if the patients would already complete their test before they come to the session, therefore we could focus more on the speech therapy'

DEMOGRAPHICS	PERSONALITY	CHARACTERISTICS
Late 40's Lead Psychiatrist at one of the best Hospitals Living in the capital Mother of 2 teenage boys	Loves her job, in which she has enormous experience Well traveled lived and worked abroad for several years Always open for new ways of medication	Computer Skills Smartphone usage
FRUSTRATIONS	NEEDS AND GOALS	
Lack of monitoring patients between 2 session Tests take too much time away from the speech session	She would like to be in control even between 2 session Regular and organised data about the patient Catching 'bad period' in time	Ability to analyse charts



Lazlo

'When it gets bad it just comes so sudden'

DEMOGRAPHICS	PERSONALITY	CHARACTERISTICS
Mid 50's Administrative worker at a Bank Divorced	He is suffering from on and off depression for almost 5 years now His family doesn't really know about his illness	Smartphone usage How organised personality
FRUSTRATIONS	NEEDS AND GOALS	
He finds it hard to talk about his feelings The depressed phase arrives so sudden and he is out of control again in a second	He needs help to express his feeling, and to communicate about his situation He need to be able to monitor his well being	Risk of rapid mood change Ability of self evaluation



Anne

'Sometimes I just forgot to take my pills or I am late from my session again'

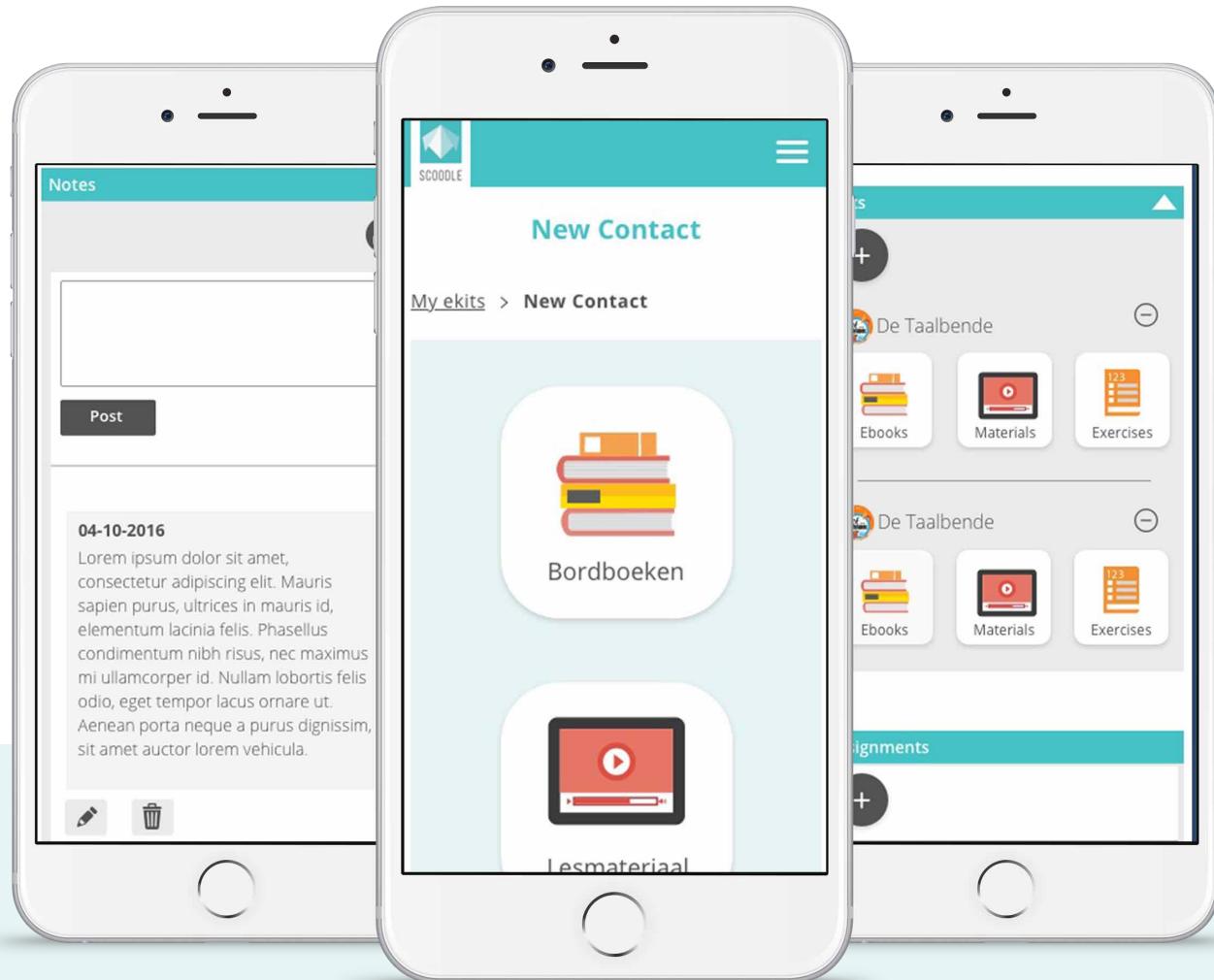
DEMOGRAPHICS	PERSONALITY	CHARACTERISTICS
Mid 20's University student she is also taking a part time job at a hootel Lives in a shared flat with her friends	She is suffering from anxiety and panic attack since she was 17 She is a talented art student but always anxious about her performance Her mental problems	Smartphone usage How organised personality
FRUSTRATIONS	NEEDS AND GOALS	
She found the entire therapy very overwhelming. In her condition all the everyday tasks seem like huge challenges.	She needs help to organise all the extra work coming with therapy: pills, session, diary etc	Risk of rapid mood change Ability of self evaluation



I'm fine

Mobile application

Role:
Research, UX Design, UI Design







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LAGER ONDERWIJS
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License / Create new license

License name

Audience

Education level

Product region

License type

License starting date

Link with

Exit 1 Exit 2 Exit 3 Exit 4 Exit 5 Exit 6 Exit 7

License type Create New license type

select selected

Name	Description	Knop product code	Number of activation	Language	Target audience	Sharing annotations	Activate date	Valid until	Terms of use
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<input checked="" type="checkbox"/> Name	<input checked="" type="checkbox"/> Description	<input checked="" type="checkbox"/> Knop product code	<input checked="" type="checkbox"/> Number of activation	<input checked="" type="checkbox"/> Language	<input checked="" type="checkbox"/> Target audience	<input checked="" type="checkbox"/> Sharing annotations	<input checked="" type="checkbox"/> Activate date	<input checked="" type="checkbox"/> Valid until	<input checked="" type="checkbox"/> Terms of use

Double click on a row: open the row in edit mode
Shift click: select multiple
Right click: delete, duplicate, if one selected: delete, duplicate, edit

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License name

Audience

Education level

Product region

License type

License starting date

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Exit 1 Exit 2 Exit 3 Exit 4 Exit 5 Exit 6 Exit 7

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All status All author

AUDIO

EXERCISE NAME	status	author	date
EXERCISE NAME	status	author	date
EXERCISE NAME	status	author	date

Licenses

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select selected

activate form

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Name	Product type
<input checked="" type="checkbox"/> Name	<input checked="" type="checkbox"/> Product type

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Text field In all section In all methods In all exit

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Group

NAME	date	date	date
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Name of e-Kit

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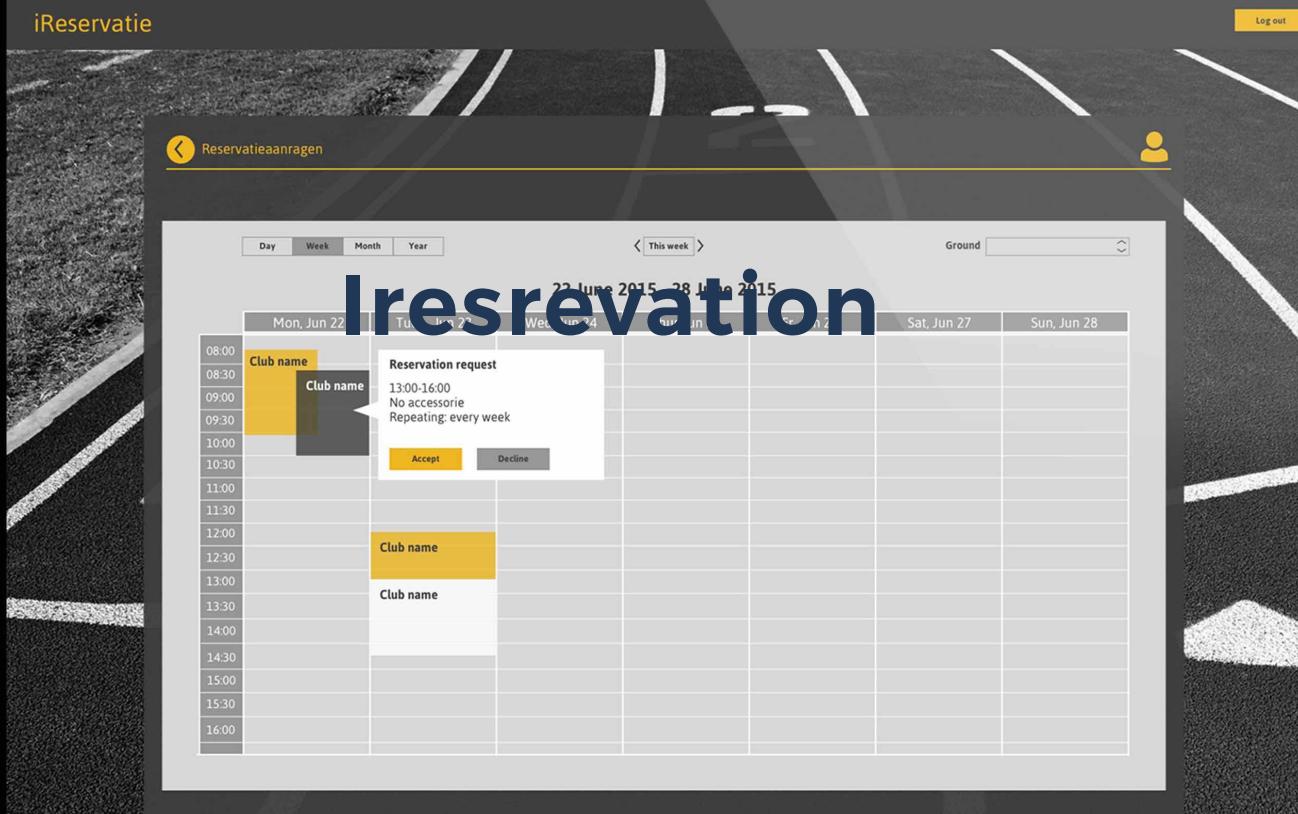


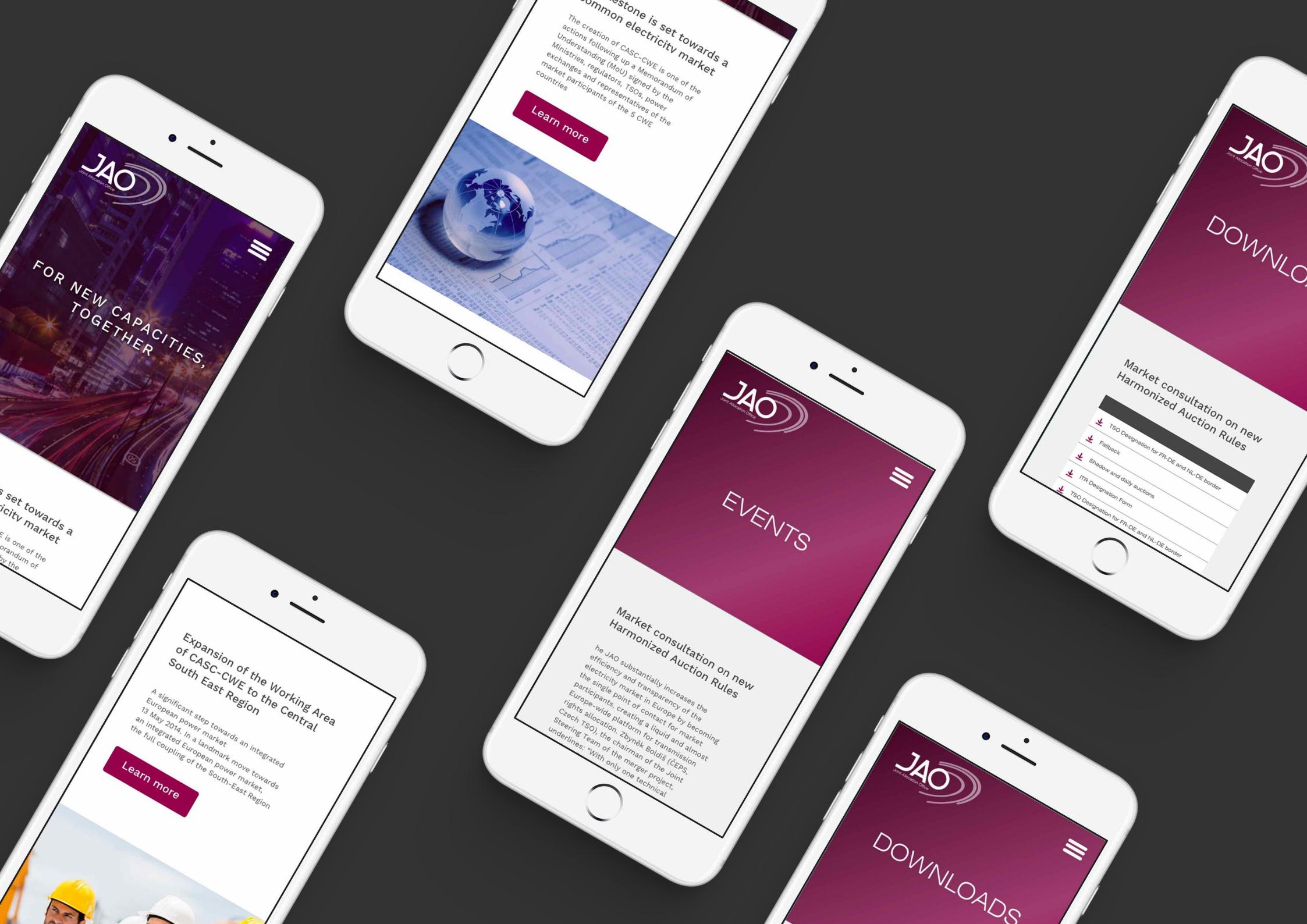
Scoodle Authoring tool

Business application

Role:

Research, UX Design, UI Design





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FOR NEW CAPACITIES, TOGETHER

Market consultation on new
Harmonized Auction Rules

Market consultation on new
Harmonized Auction Rules

is set towards a
electricity market
one of the
agreement by the

Common electricity market

The creation of CASC-CWE is one of the actions following up a Memorandum of Understanding (MoU) signed by the Ministries, regulators, TSOs, power exchanges and representatives of the market participants of the 5 CWE countries

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EVENTS

Market consultation on new
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The JAO substantially increases the efficiency and transparency of the electricity market in Europe by becoming the single point of contact for market participants, creating a liquid and almost Europe-wide platform for transmission rights allocation. Zbyněk Boldiš (CEPS, Czech TSO), the chairman of the Joint Steering Team of the merger project, underlines: "With only one technical

Expansion of the Working Area of CASC-CWE to the Central South East Region

A significant step towards an integrated European power market
13 May 2014. In a landmark move towards an integrated European power market, the full coupling of the South-East Region

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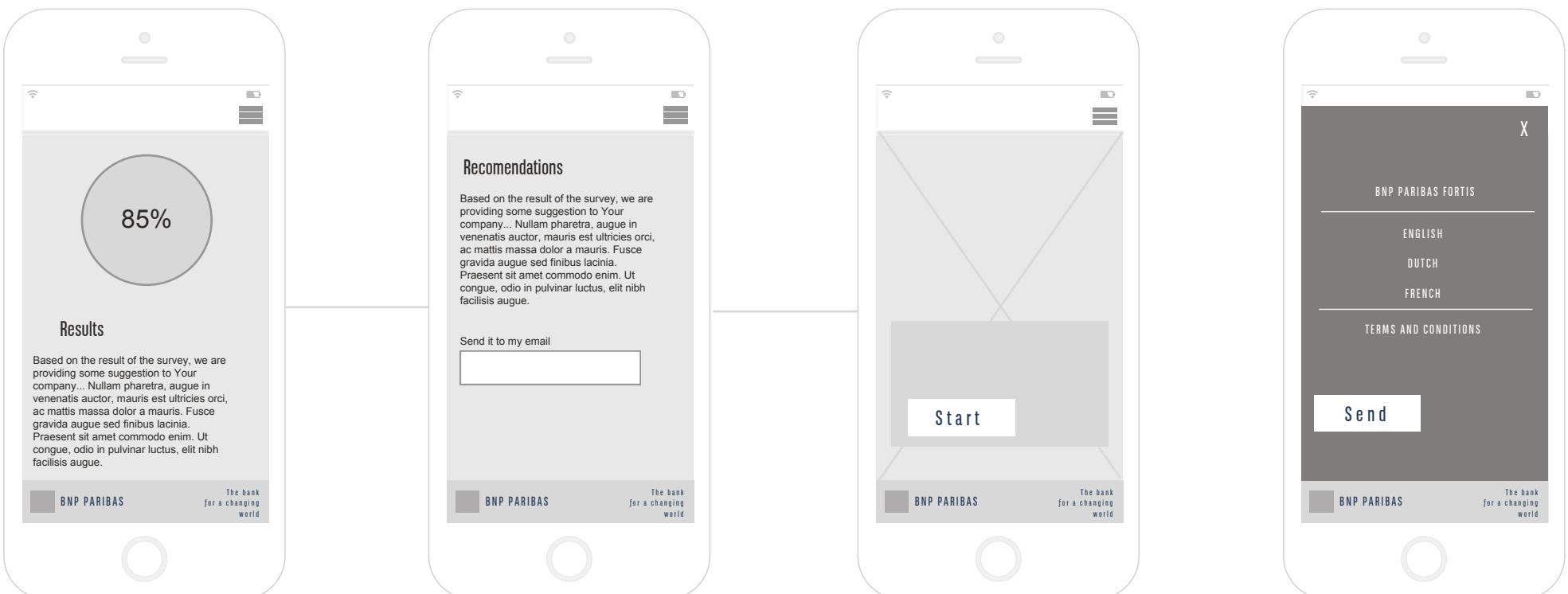
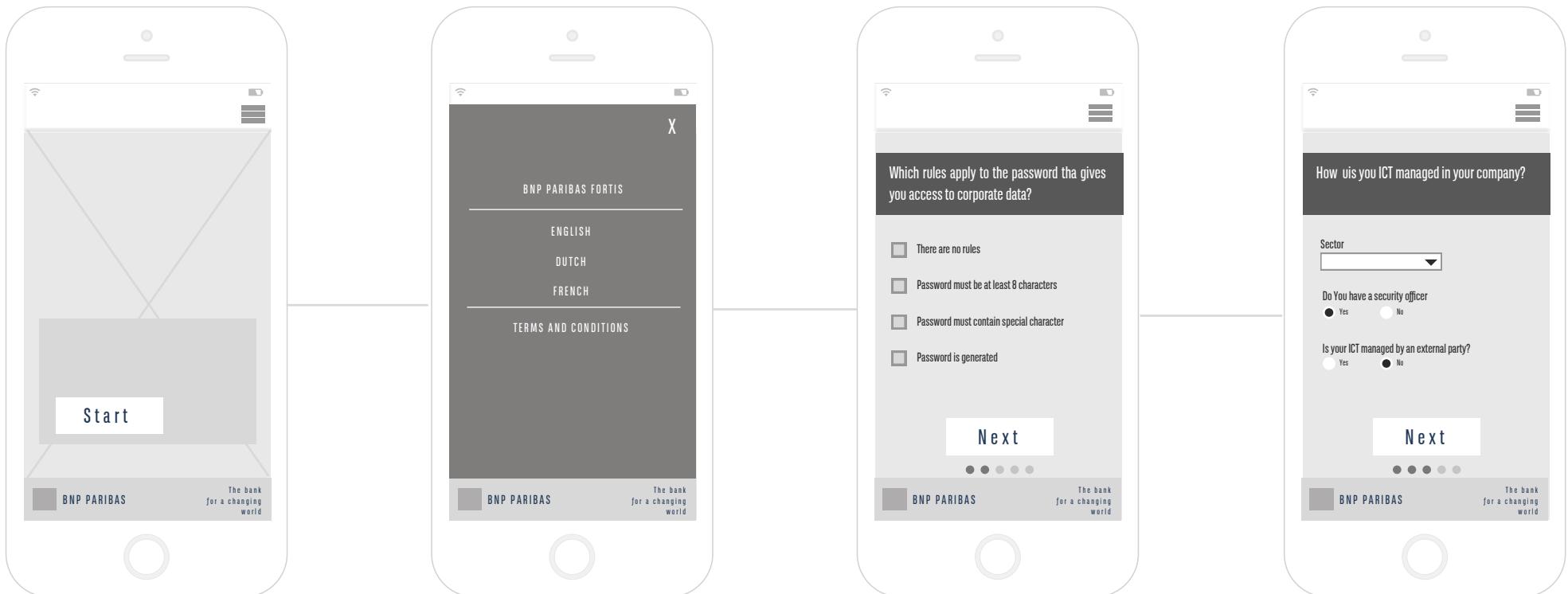
- TSO Designation for FR-DE and NL-DE border
- Fallback
- Shadow and daily auctions
- ITR Designation Form
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Work Sans Light

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Small input field

Normal input field

This is a large input field

- This is a checkbox
- This is a selected checkbox
- This is a not available checkbox

Prototype

Styleguide
High fidelity prototype

- TSO Designation Form
- Fallback
- Shadow and daily auctions
- ITR Designation Form

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ASAP Regular

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ASAP Bold

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