



NORA PEKKER

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Portfolio

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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.

The groups owns 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 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

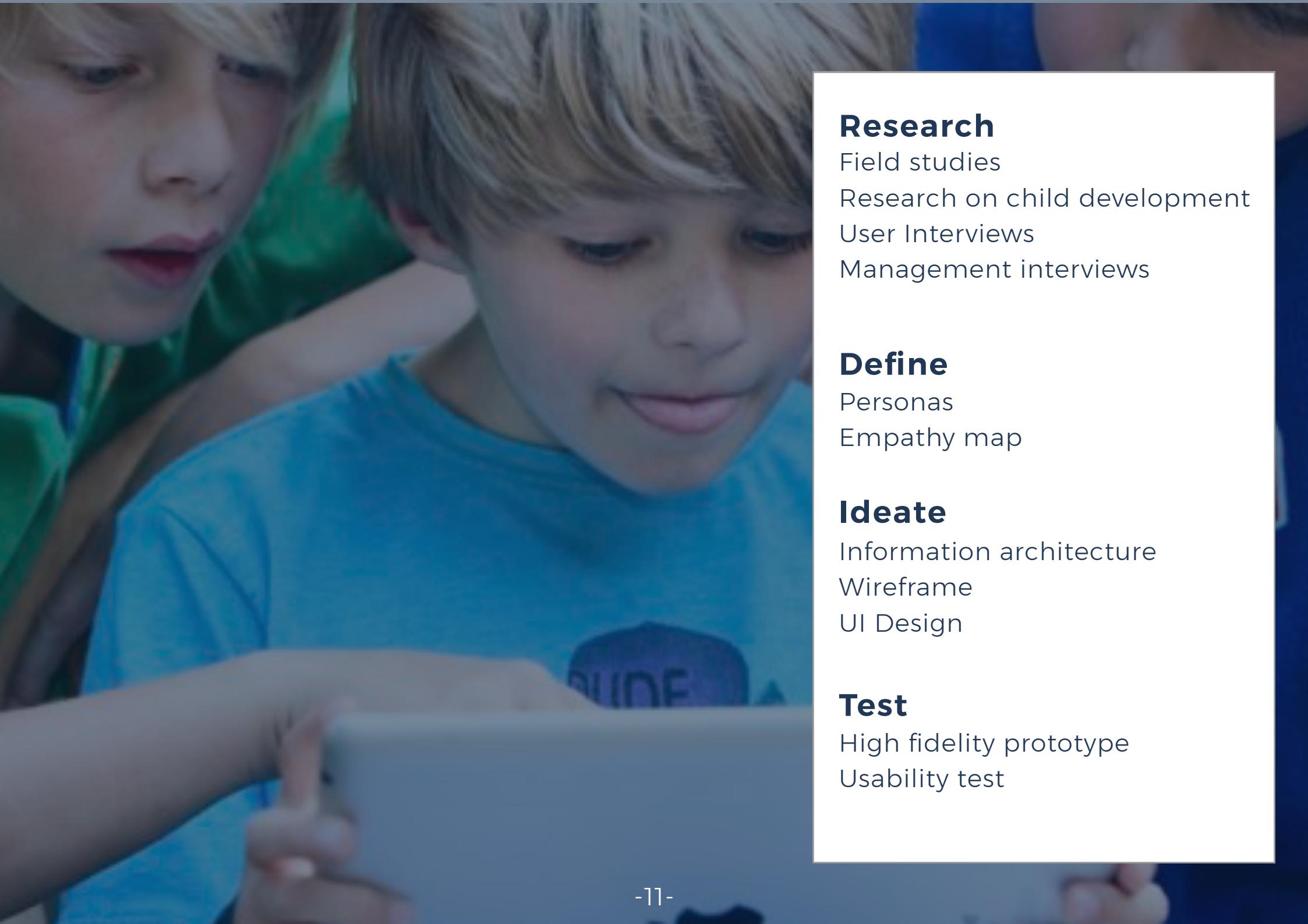
Online Exercise Player

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.

A photograph of two young boys, one with blonde hair and one with brown hair, looking down at a tablet device they are holding together. The boy with blonde hair is wearing a blue t-shirt with the word "DUDE" printed on it.

Research

Field studies

Research on child development

User Interviews

Management interviews

Define

Personas

Empathy map

Ideate

Information architecture

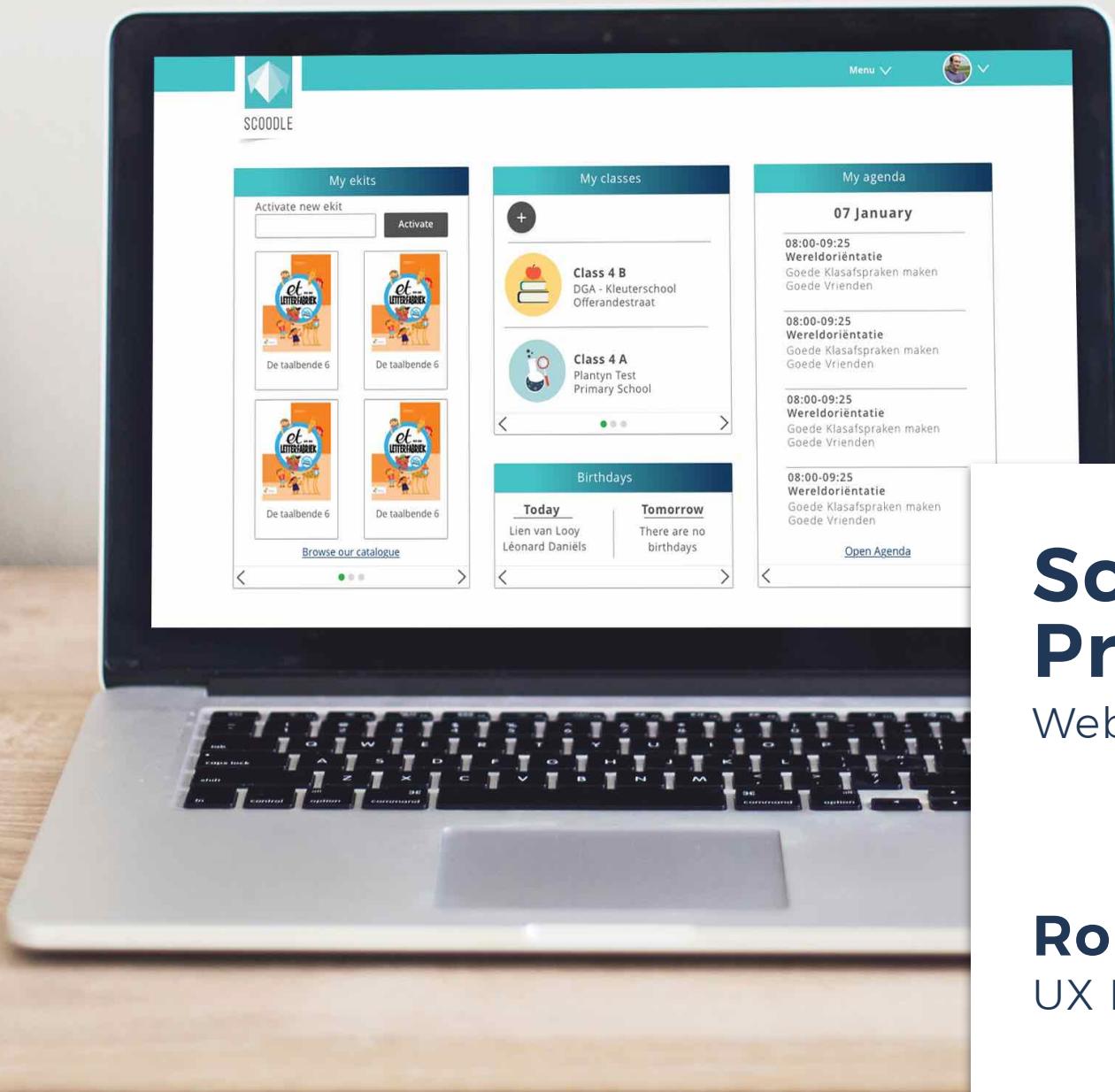
Wireframe

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.

I was asked to create new features around the need of giving online exercise to students. 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

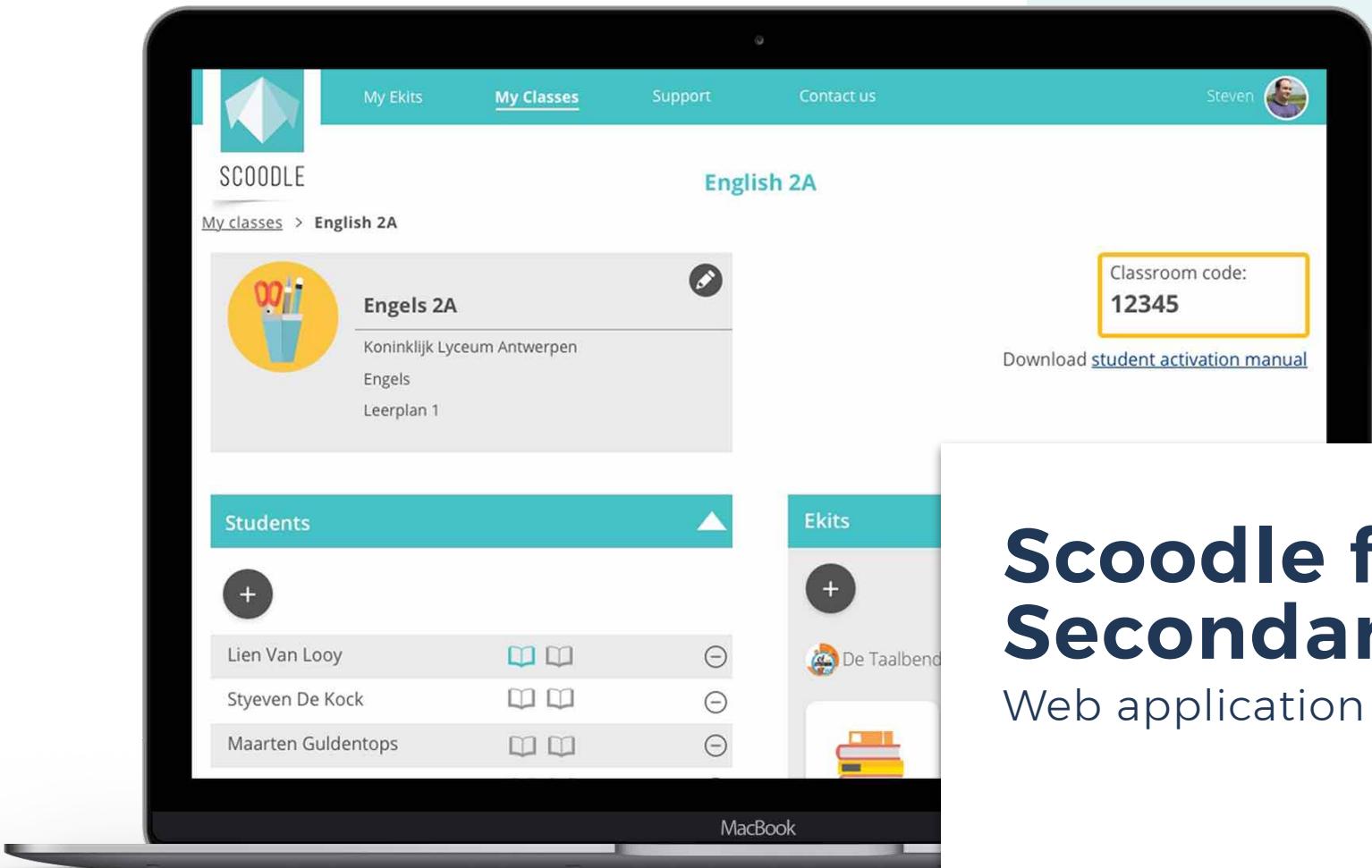
Personas
Empathy map
User journeys

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



Bart De Raeymaekers

'Feedback and statistics, obviously for exercises but also for materials.
Those statistics can be interesting for parent's evenings...'

DEMOGRAPHICS

Geography Teacher at a small town High School

Early 40's

Rotselaar

PERSONALITY

Very passionate and opinionated about education.

In the last couple of years he has been experimenting with more educational approaches.

Created his own online platform.

FRUSTRATIONS

No insight of student activities

The exercises are unreliable, so he has to look for other exercises

The system is slow

NEEDS AND GOALS

Monitor student progress

Reports, feedback

To be able to offer more effort to each exercise

Eline Céline

'A digital education teacher that wants to make the most of the opportunity to detect certain learning difficulties.'

DEMOGRAPHICS

English Teacher in secondary education

Early 30's

Lives and works in Brussels

PERSONALITY

Believes in personal coaching, customized learning paths.
Interested in special education.
Regularly visits educational conferences.

NEEDS AND GOALS

She would like to create groups of students within a class.

Detailed report not only on individual performance but on group level of performance.

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FRUSTRATIONS

Hard to get a view on a individual student performance.
Collect extra information from students.

Research

Group 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 the total rethinking of 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 new styleguide.

Research

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

Define

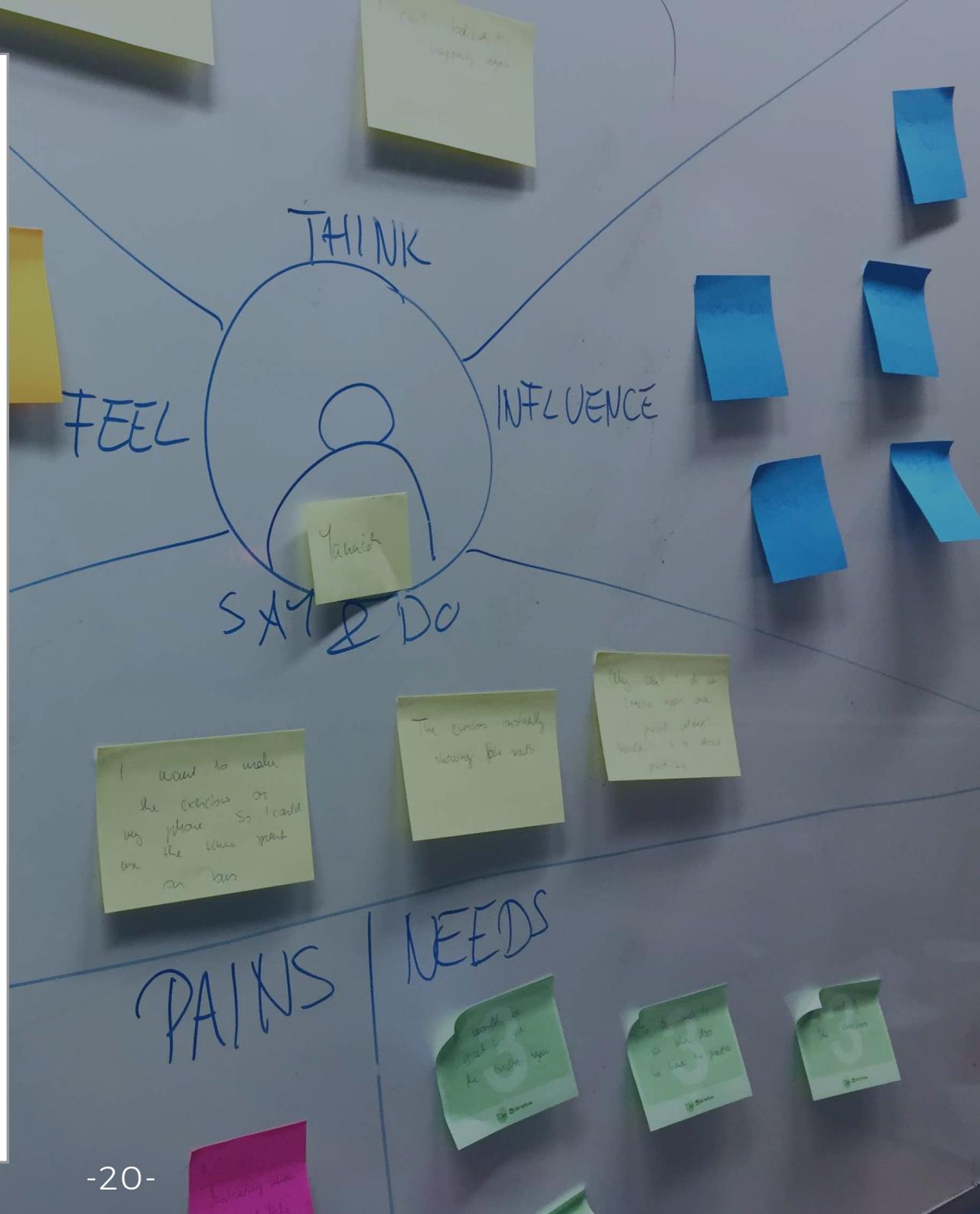
- Personas
- Empathy map
- User journeys

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:

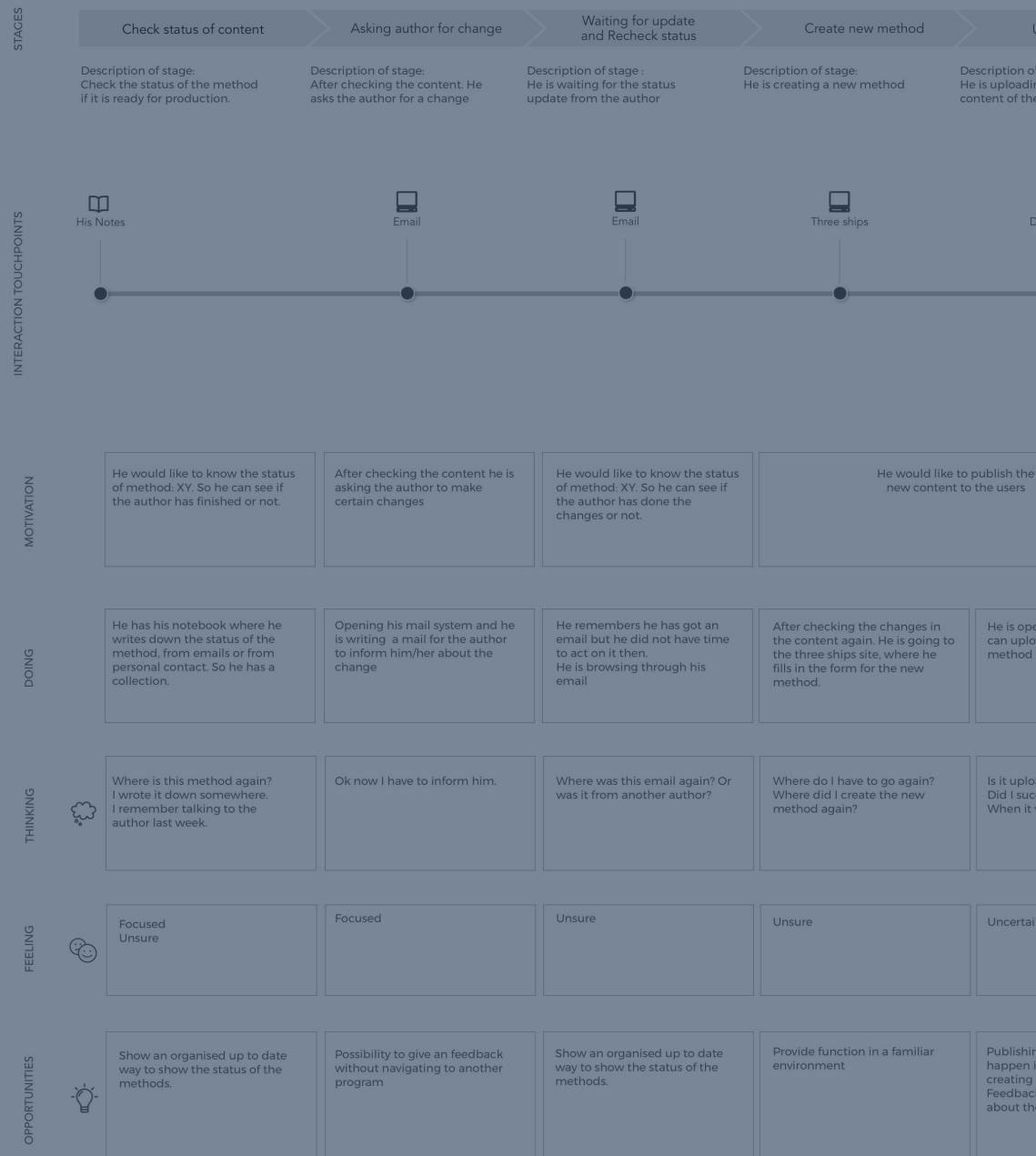
Plantyn is a leading educational publisher in Belgium. The company is currently undergoing a digital transformation.

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

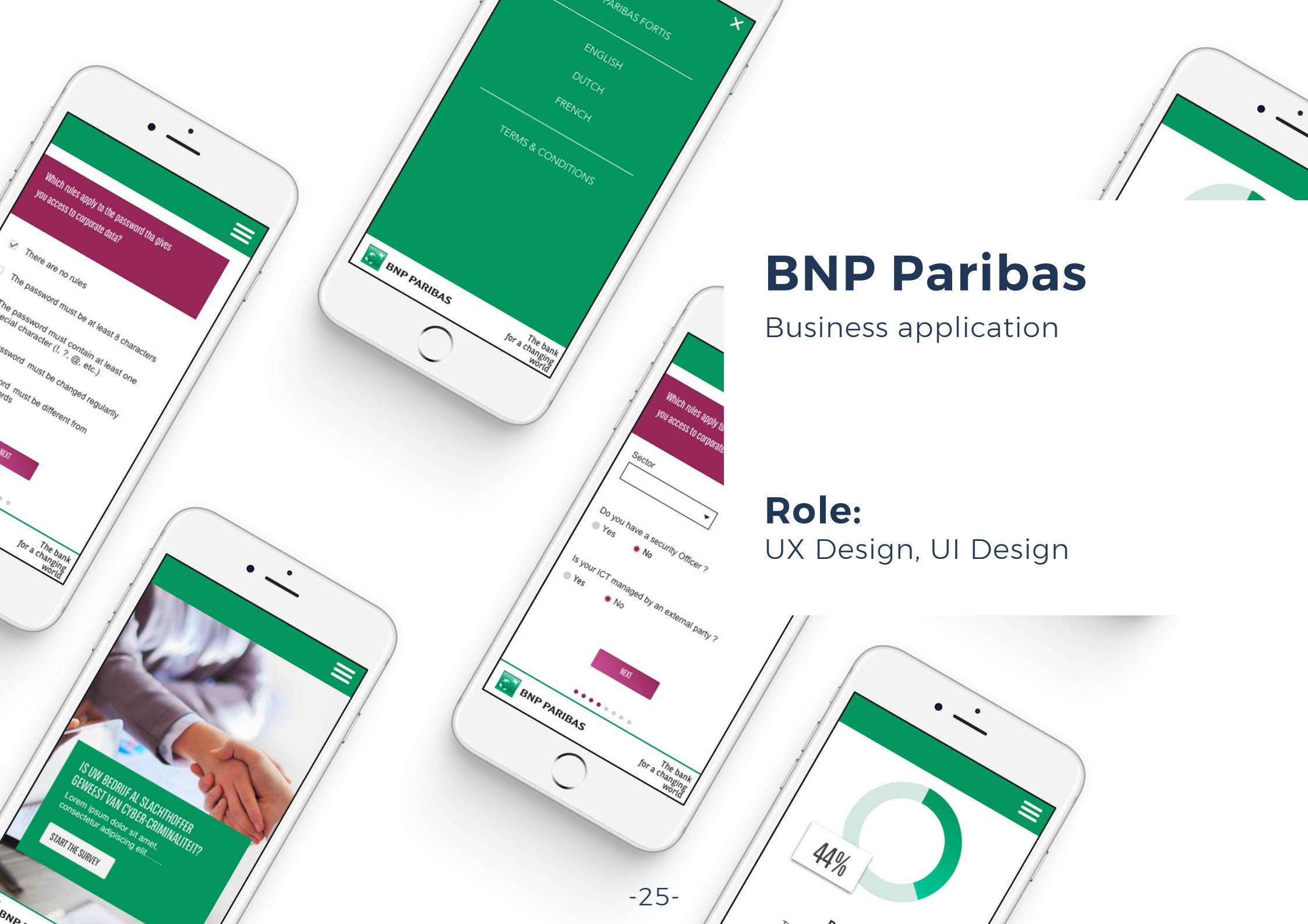
UI Design

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

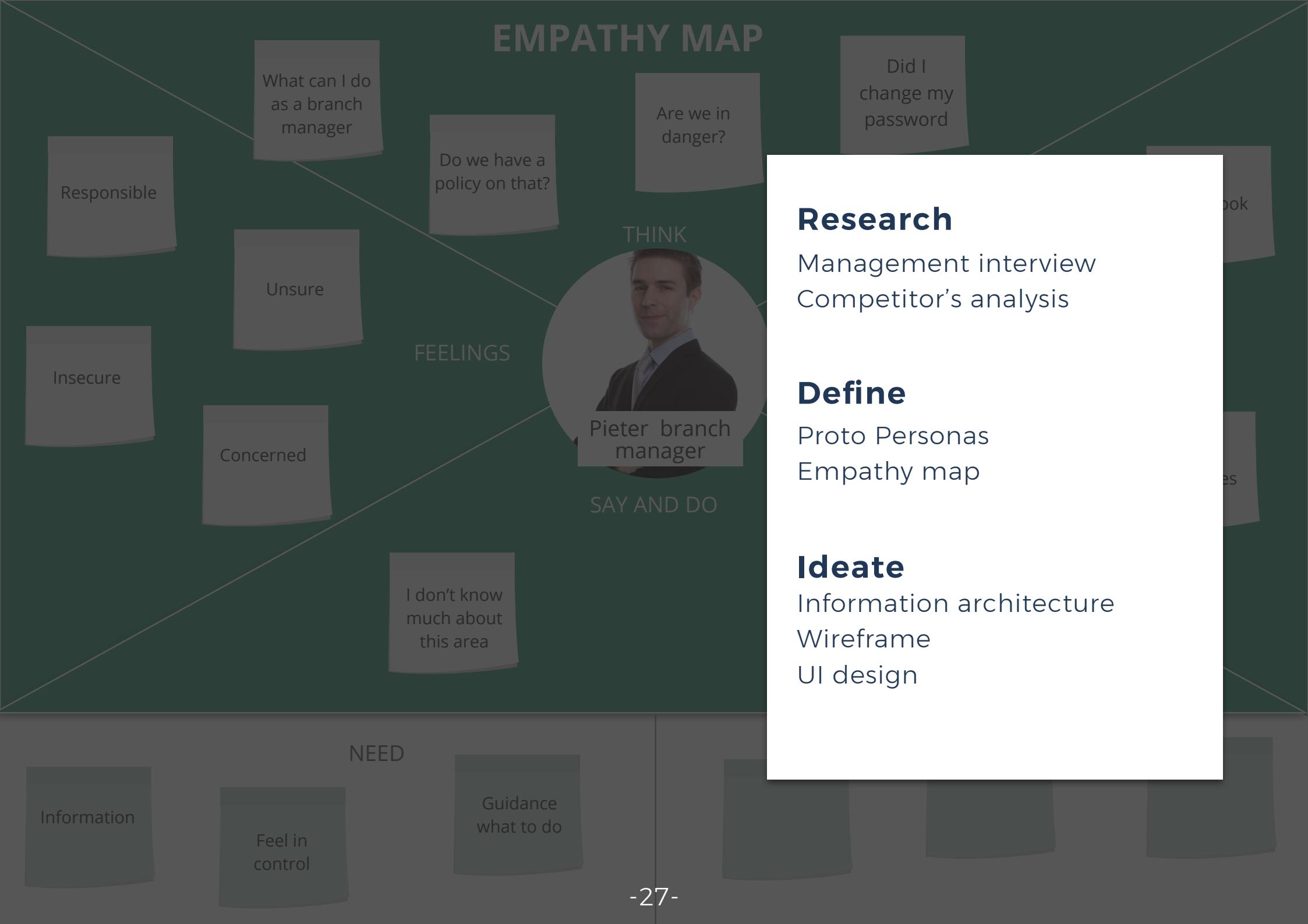
Summary:

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



Research

Management interview
Competitor's analysis

Define

Proto Personas
Empathy map

Ideate

Information architecture
Wireframe
UI design

The image shows two devices displaying the iReservatie 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 checkbox for 'HOVE is my hometown'. Below this is a date picker from 08:00 to 18:00. The bottom device is a smartphone showing a list of reservation arrangements. The list includes details such as Dojo Training, Karate Jeugd, and Karateclub Fuji Yama Hove, with dates ranging from 01/07/2015 to 30/06/2016, times from 19:00-20:30 to 19:00-20:00, and weekly/weekly basis indicators.

iReservatie

Business application

Role:

UX Design, UI Design

iReservatie

Reservation management tool

Role:

UX design, UI Design

Summary:

Our customer OOOOC 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.

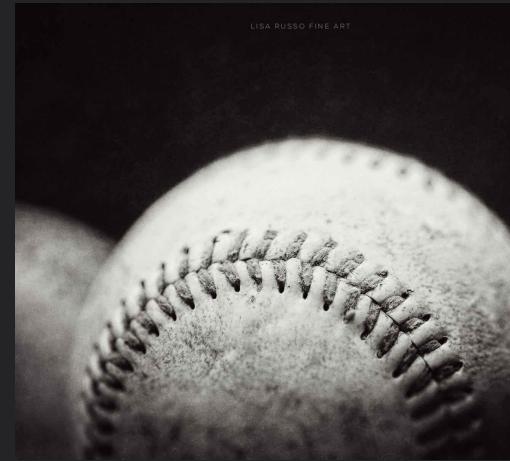
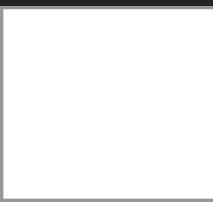
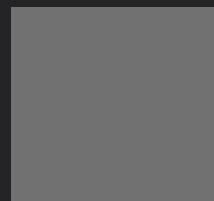
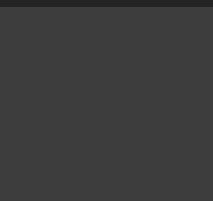
I was responsible for UX design and the visual design of the application. The application enables them to record, manage, edit reservations for their different sport fields and to communicate with customers about their booking.

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:

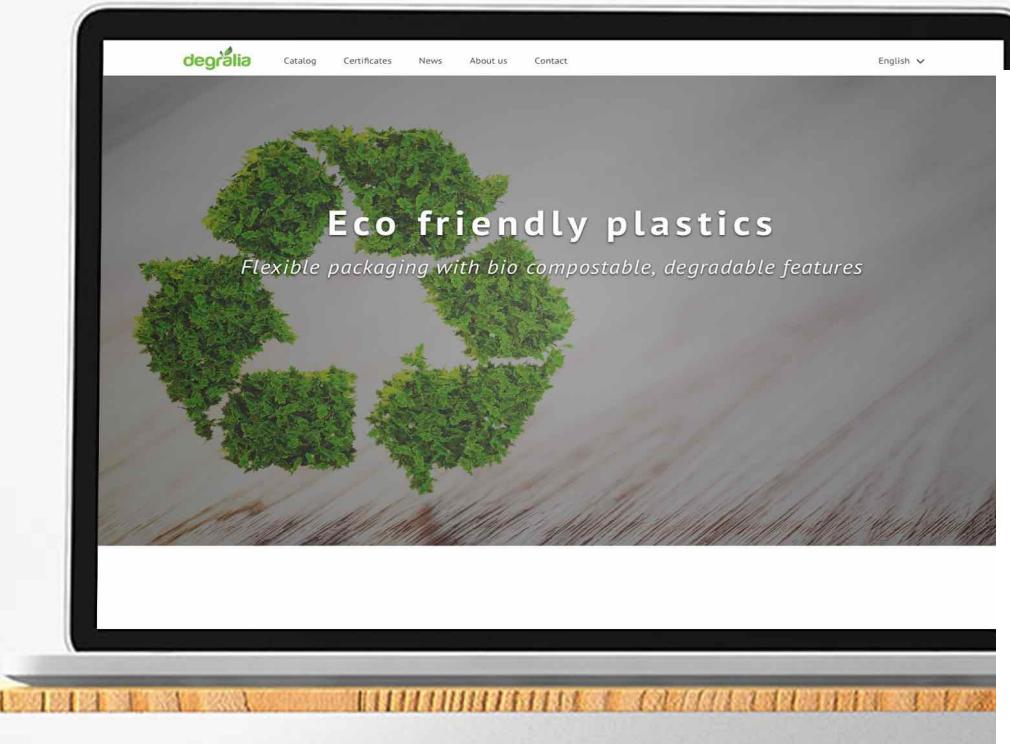
Monument Real Estate is a market leader in real estate projects in Belgium. They are running several private and commercial housing projects all around the country for 20 years now.

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:

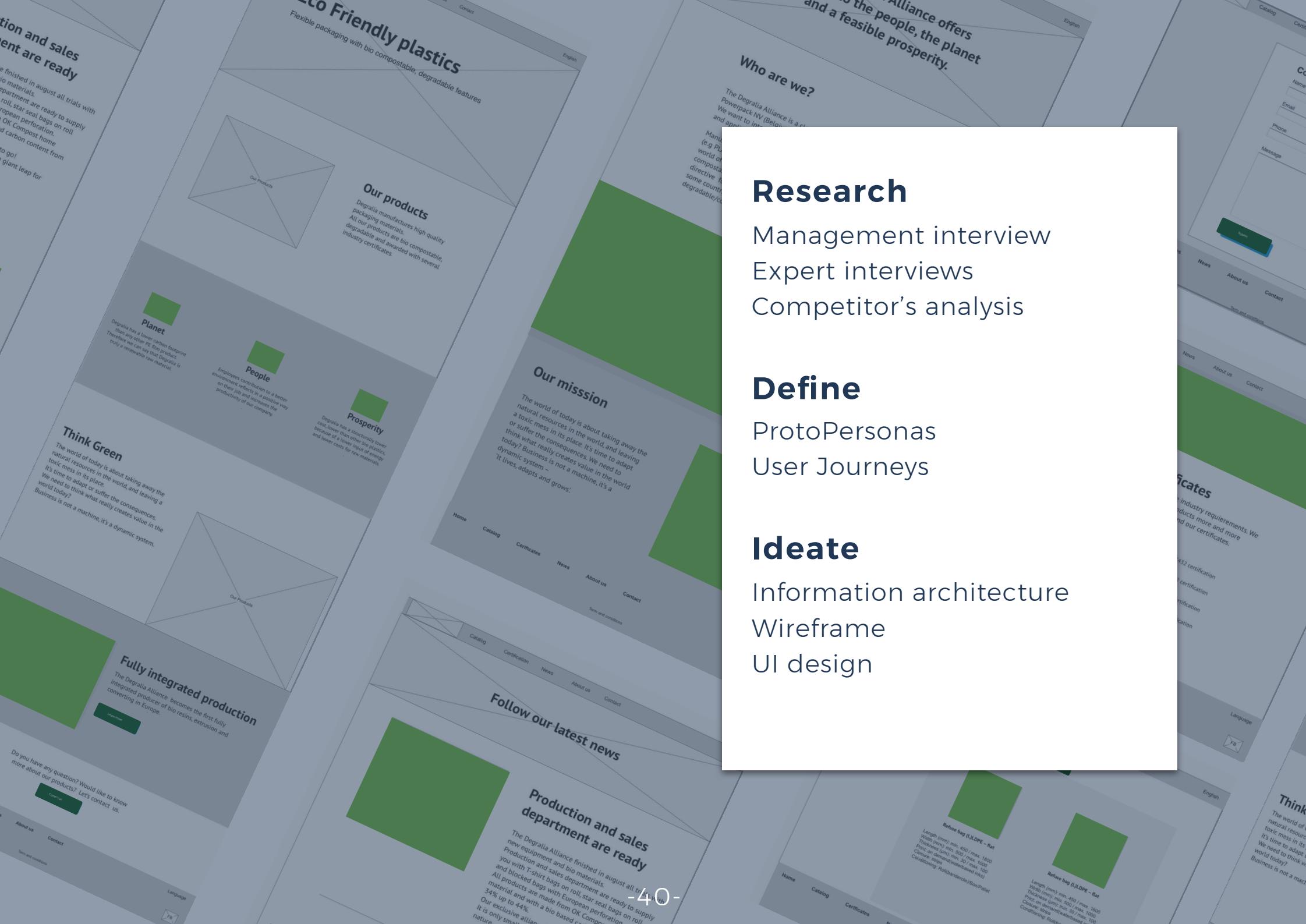
UX Design, UI Design

Summary:

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

Their main area of business is biodegradable products.

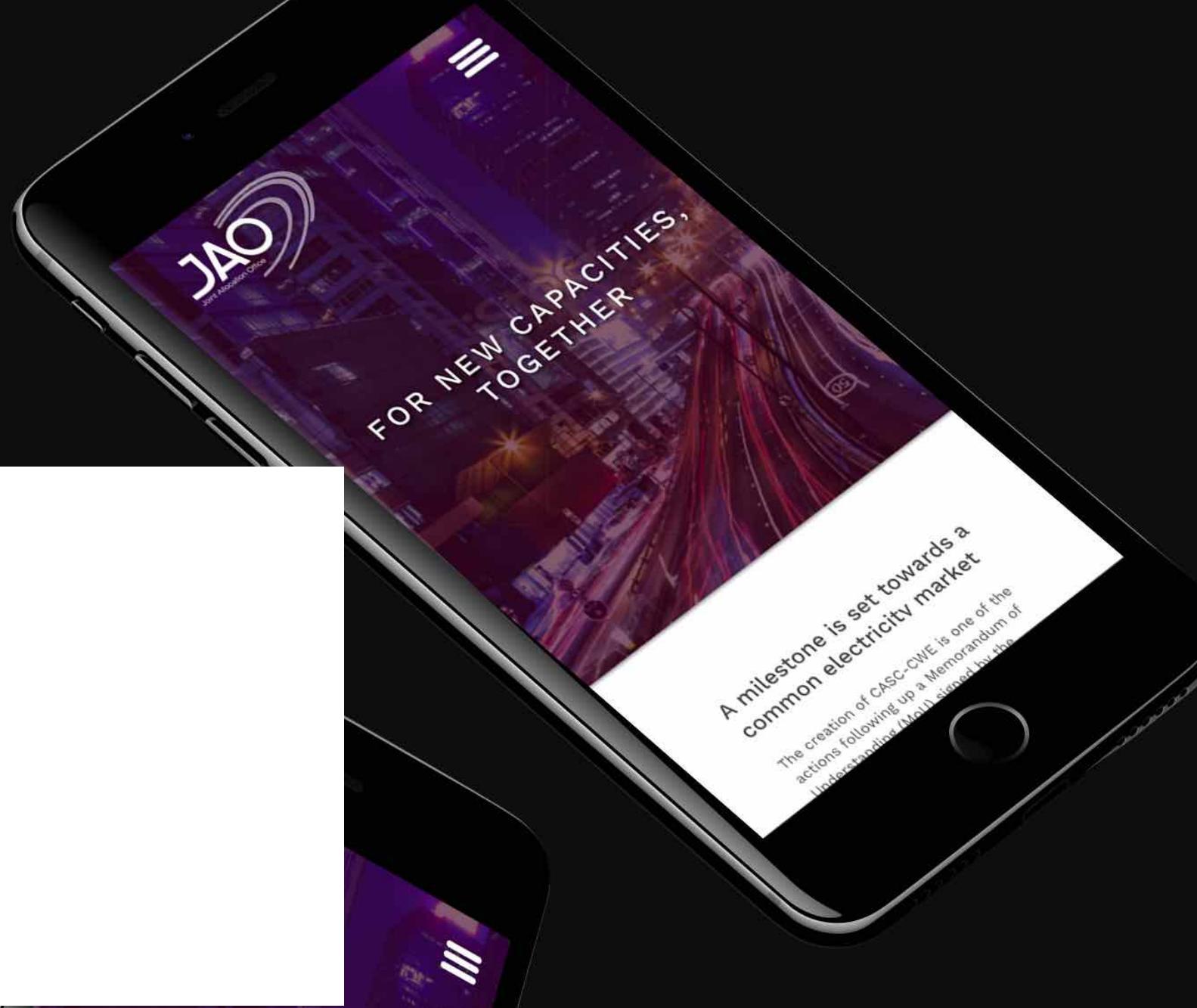
We were asked to create a responsive B2B website for them. I was responsible for the UX design and also for the visual design.



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

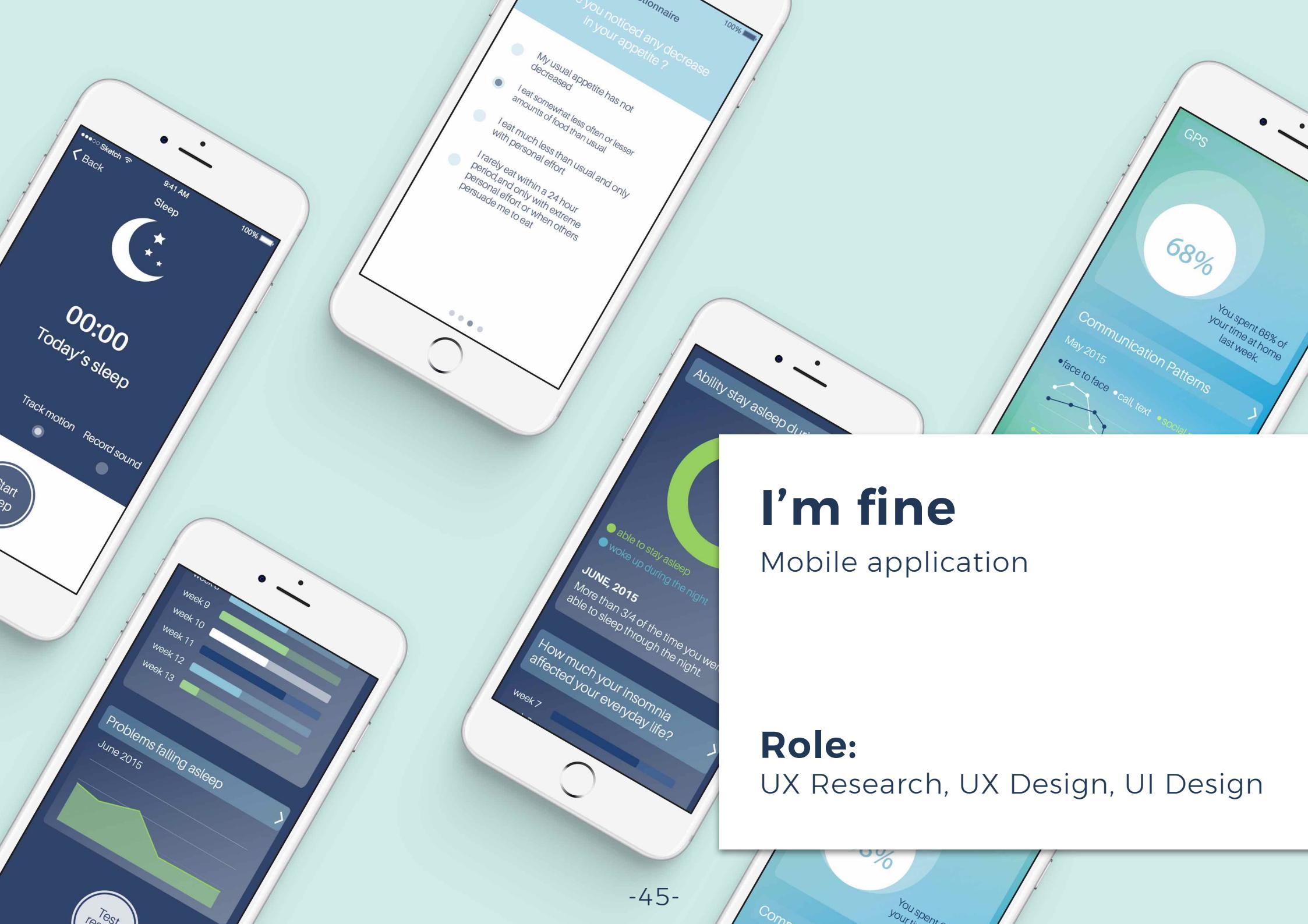
Work Sans Medium

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

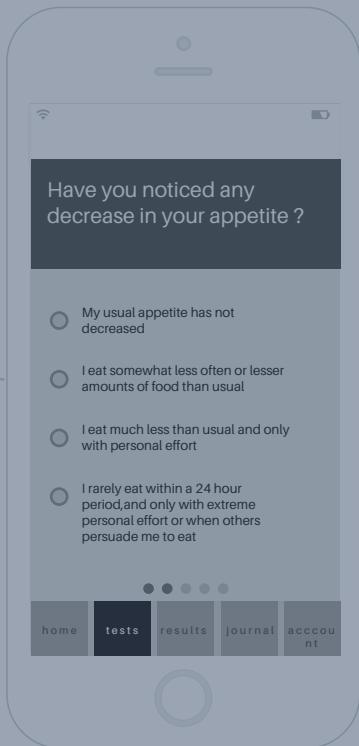
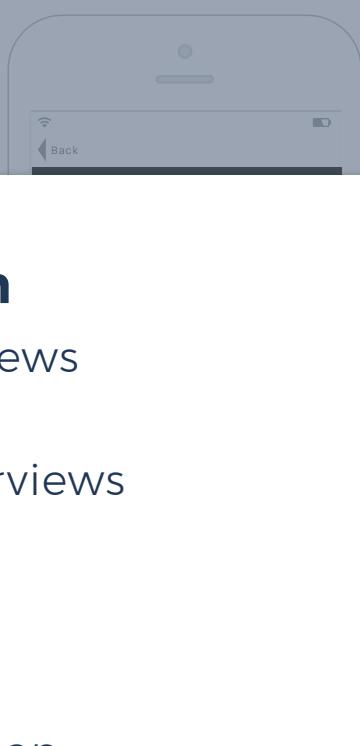
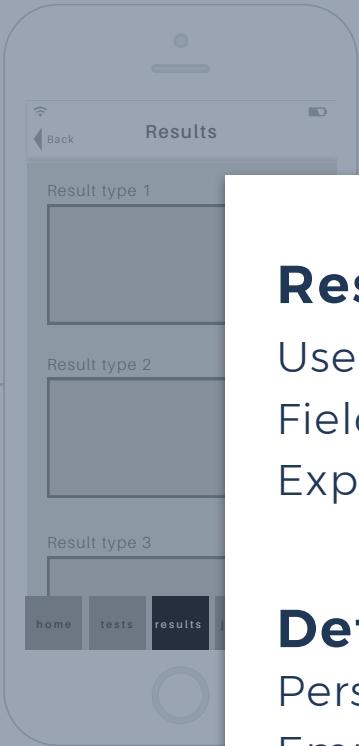
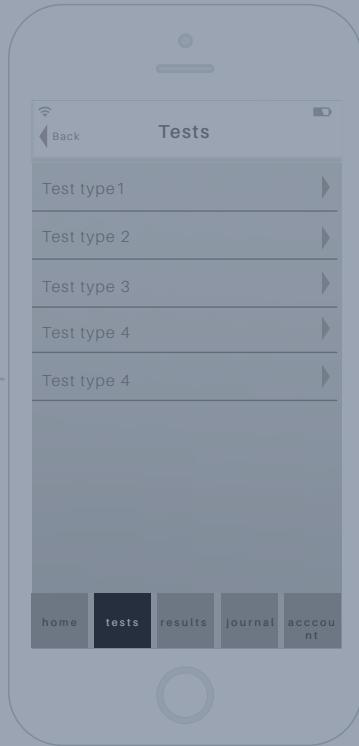
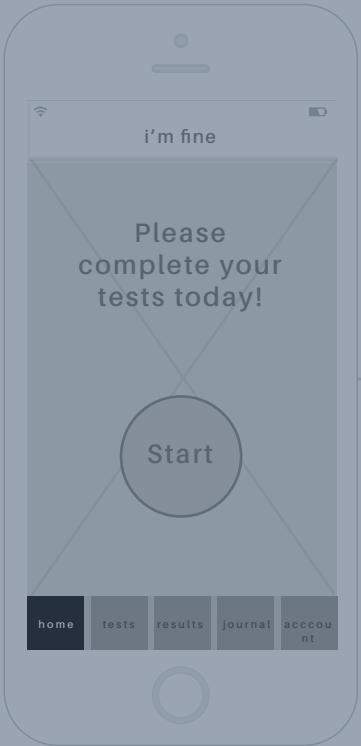
Healthcare mobile application concept

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

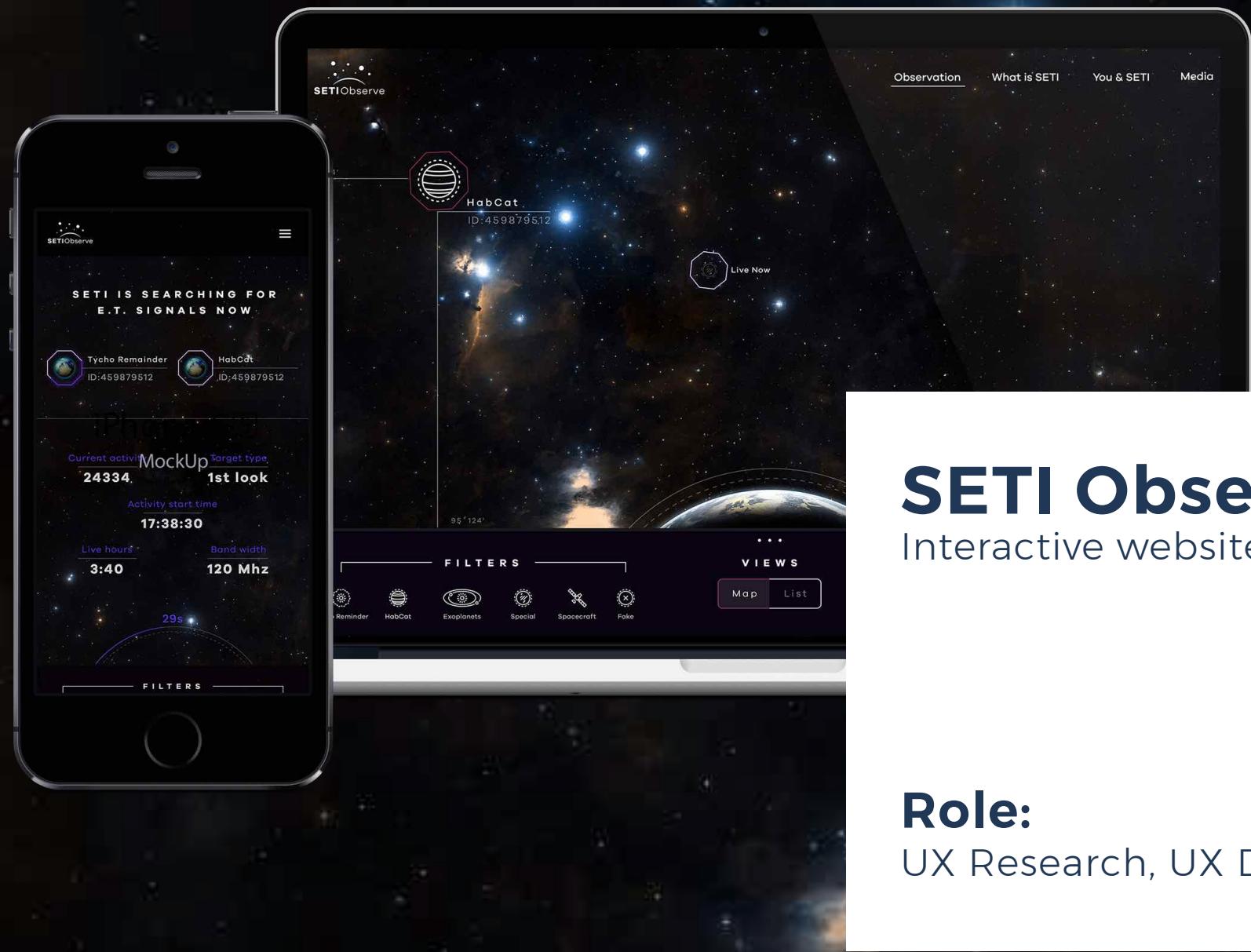
Personas
Empathy map

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:

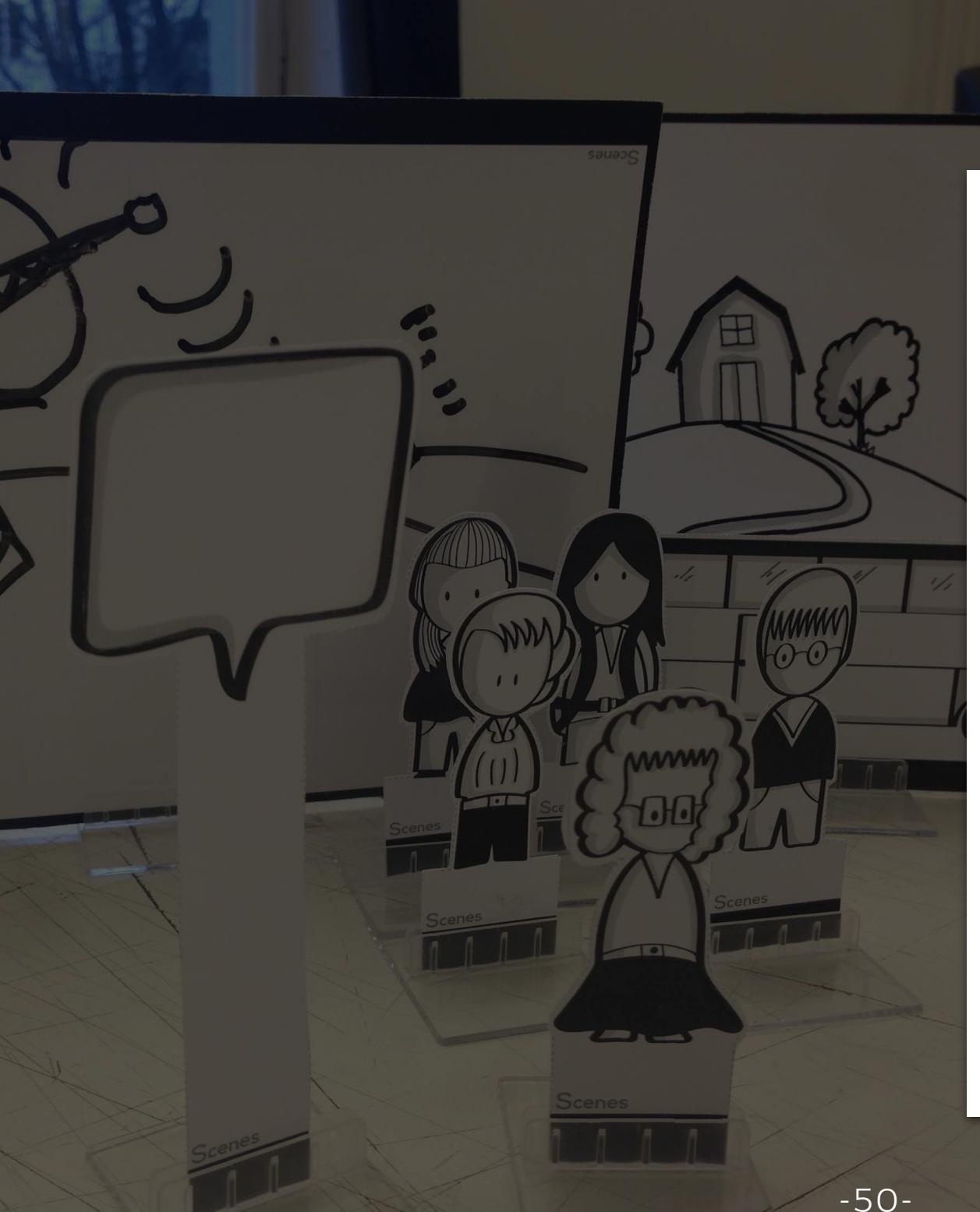
UX Research, UX Design

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!

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