JENNIFER L. ANDERSON

User research, prototyping, code, and design work

During my 20-year career as a web designer, I have been responsible for the information architecture, layout, visual design, front-end code, testing, and overall successful user experience of both non-profit and commercial web properties. My work ranges from intranets for Ford Motor Company, to research guides for the Metropolitan Museum of Art, to the flagship sites for the New York Public Library and Infor.

Here are examples of my most recent work.

Note: Screenshots here represent my work; live properties may have changed.

User research & testing • Wireframes & prototypes •
Front-end code • Design & UX

Publications

Developing In-House Digital Tools in Library Spaces, IGI Global

Hook & Loop Medium channel

Talks

"UX professions panel" at Pratt Institute, March 9, 2016

"NYPL Locations project" at Pratt Institute, April 24, 2015

"NYPLBase project" at Code4Lib NYC/METRO, August 7, 2014

USER RESEARCH & TESTING

I have experience conducting user research with browser-based testing platforms, moderated in-person tests of live prototypes, and analysis of site analytics. The combination of techniques used is geared to the goals of the project, but generally I prefer to collect a variety of data types in order to properly inform the design.

The following projects demonstrate my success with different testing methods.

INFORUM 2016 ON-SITE TESTING

In 2016, I created and oversaw Infor's **first live user testing lab** for Inforum 2016, the company's largest annual convention. I wanted to take advantage of the event's "captive audience" to collect feedback from real users on new designs and prototypes. I also wanted attendees to see the user-centered design process in a way that they could experience and appreciate.

The lab comprised three enclosed rooms where I and other IAs ran both desktop and mobile design tests. We ran **96 tests total**, for five separate Infor products. I also launched a **pilot program**, the [Beta Tester Community](#). This program invites Infor customers, prospective customers, partners, and staff to sign up and offer feedback on new designs via fast and fun usability testing exercises.


ON-SITE PHOTOS OF LAB

Ⓜ Read my Medium article: "[Experiments in User Testing](#)"

INFOR.COM GLOBAL NAVIGATION

www.infor.com

The reorganization of the global nav in November 2016 **streamlined and consolidated** our categorization structure, particularly the "Products" section.

I used XMind to map out the structure, which I then tested by running several **card sorts with site users**. I built a prototype of the design using a combination of Sketch and some HTML/CSS, and ran **moderated click tests** on the prototype. The resulting design reduced the number of top categories and added subheadings and a few buttons within the dropdowns in order to clarify the purpose of each part of the UI.

Made with XMind, Sketch, and code

MAP OF STRUCTURE

FINAL DESIGN
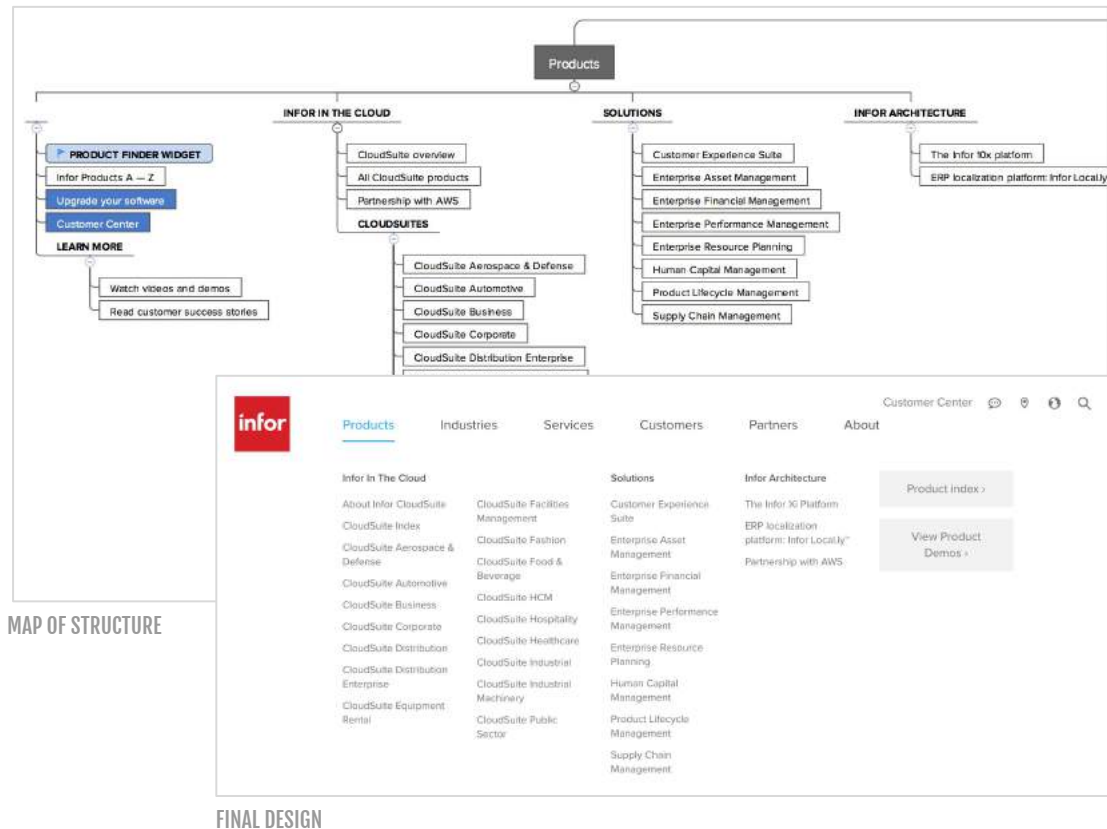
INFOR.COM GLOBAL NAVIGATION

www.infor.com

Though **changes to the mobile UI** were not part of
the original project, I found through testing that the
mobile nav UX was not very intuitive. Some changes
to the visual cues, new icons, and a lighter color
scheme made a positive difference to the test results.

Made with XMind, Sketch, and code

CURRENT VERSION

PREVIOUS VERSION

JENNIFER L. ANDERSON
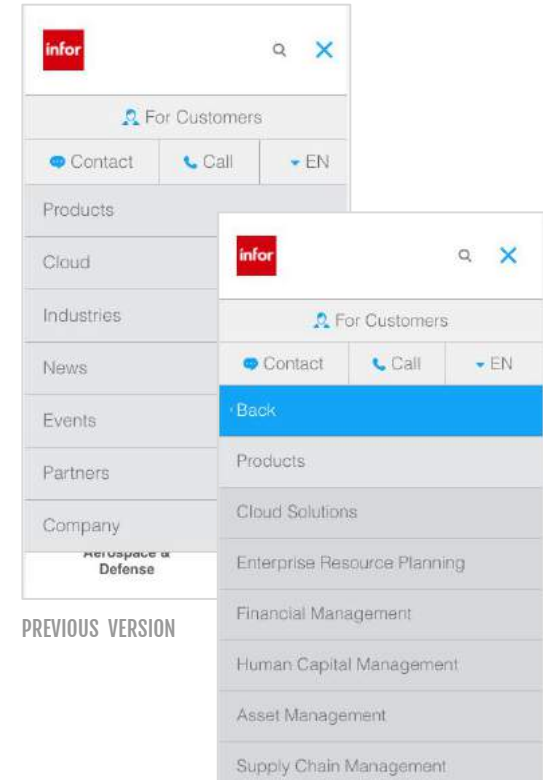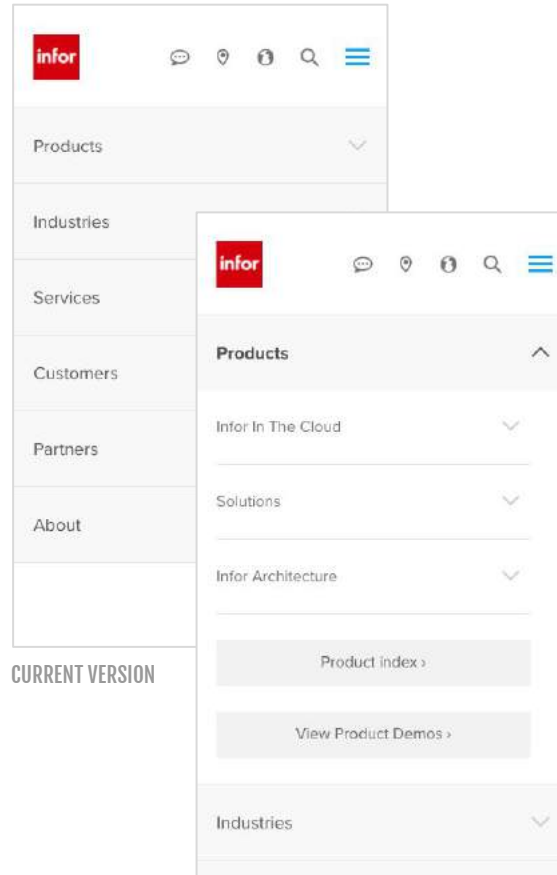
INFOR SALES PORTAL

My analysis of the home page of Infor's sales team intranet in 2015 showed that 75% of home page content simply repeated the navigation, and the most timely features were located at bottom of page. **User interviews** revealed dissatisfaction with content findability.

To plan the redesign, I used a survey to determine the content types and actions most important to users. I then used **card sort exercises** to understand users' assumptions about how content should be organized. Once I developed a wireframe, I used a **click test** to evaluate its success in more effectively distributing the content.

Made with OmniGraffle

WIREFRAME

INFOR SALES PORTAL

The new design **supports primary user behavior** of search/find by locating the search box in the top center of the interface. Time-sensitive content is next in priority, and the most frequently accessed links and most popular assets have a permanent space on the page.

These changes led to a **200% increase in asset downloads** in the first month after launch.

Made with OmniGraffle

Read my Medium article: "Shuffle, Deal, Repeat"
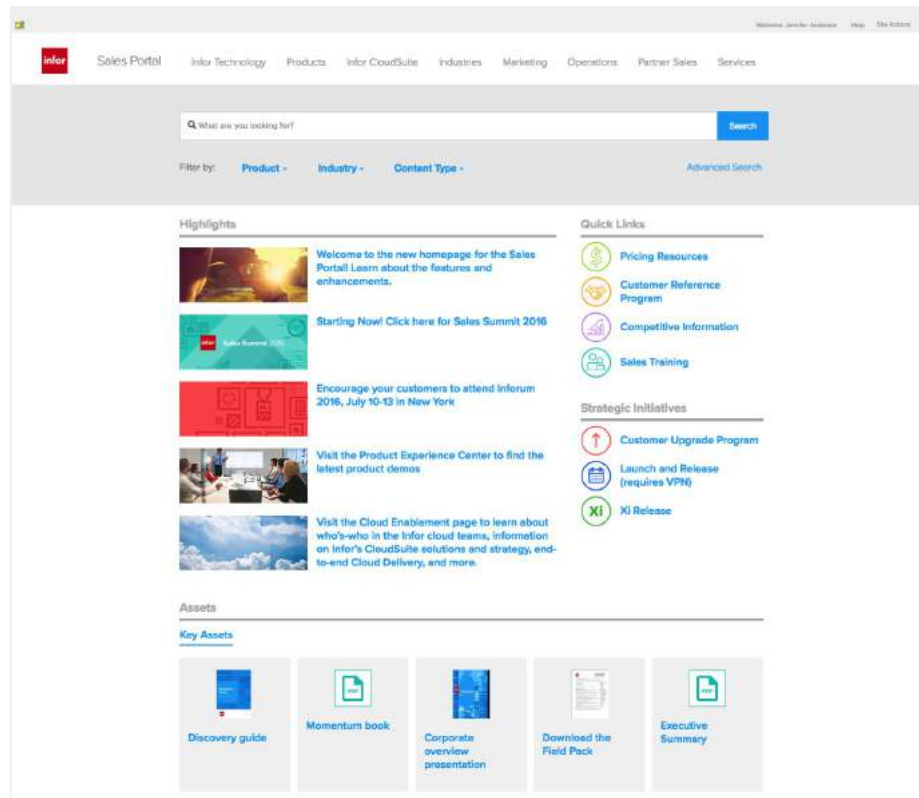
FINAL DESIGN

NYPL.ORG LOCATIONS

www.nypl.org/locations

The Locations section redesign project took approximately 13 months, during which time the section was reevaluated using a **card sort exercise** and given a **content audit**. Several surveys also went out to staff, to collect information about how they used the Locations section. This **data informed new designs**, which were tested in prototype using iPads at one of the Library's branches. Further testing was done during a beta trial period, accessible from the main site.

The **result was a service-oriented approach** to serving branch information to our patrons. Users can now search zip codes and keywords to find their branch, as well as sort by geolocation and research branches.

DESKTOP

PHONE
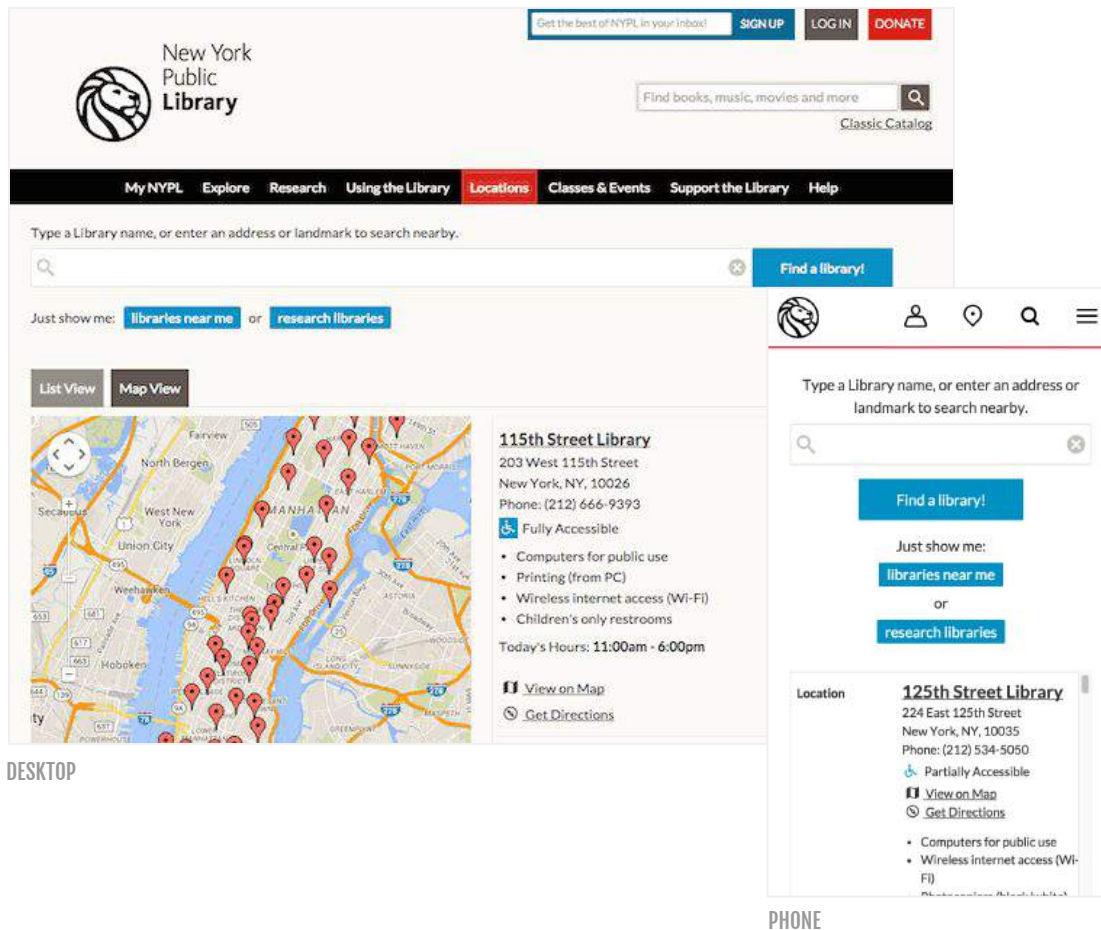
NYPL.ORG LOCATIONS

www.nypl.org/locations

Staff surveys indicated priority information such as opening times, available services, and accurate directions. As a result, the hours display prominently shows the opening times for the current day, as well as for the upcoming week. Also, each branch now lists services, and links to other branches that offer those services. Directions are linked to Google Maps, which improves upon the former written directions.

Finally, the branding of each library location was reinforced with new photography of all 92 branches and their divisions.

DESKTOP

PHONE

WIREFRAMES & PROTOTYPES

I use the wireframe stage of a project to begin an ongoing conversation with project stakeholders and to quickly test design hypotheses. I find that functional prototypes, even the simplest ones, rather than static assets, consistently save time, eliminate confusion, and avoid unnecessary redesign and recoding.

INFOR + NUCLEUS RESEARCH CALCULATOR

crmvalue.infor.com
(see prototype)

Originally this project—an online calculator of money saved by using Infor CRM software—was proposed as a long web form, but I felt it would be more engaging if the UI felt like an app. This gave me an opportunity to try a **new workflow**: Rather than creating static PDF wireframes, I started my wires in Sketch, exported into InVision, and **shared clickable prototypes with the team**. This allowed for experimentation and testing to be done quickly, which enabled us to explore many different designs.

The process worked so well that since this project was completed, I have **continued to produce only clickable prototypes**, rather than static wireframes, to both test design and document interactivity efficiently.

Made with Sketch and InVision

WIREFRAMES

Read my Medium article: "7 Reasons You Should Stop Making Static Wireframes"
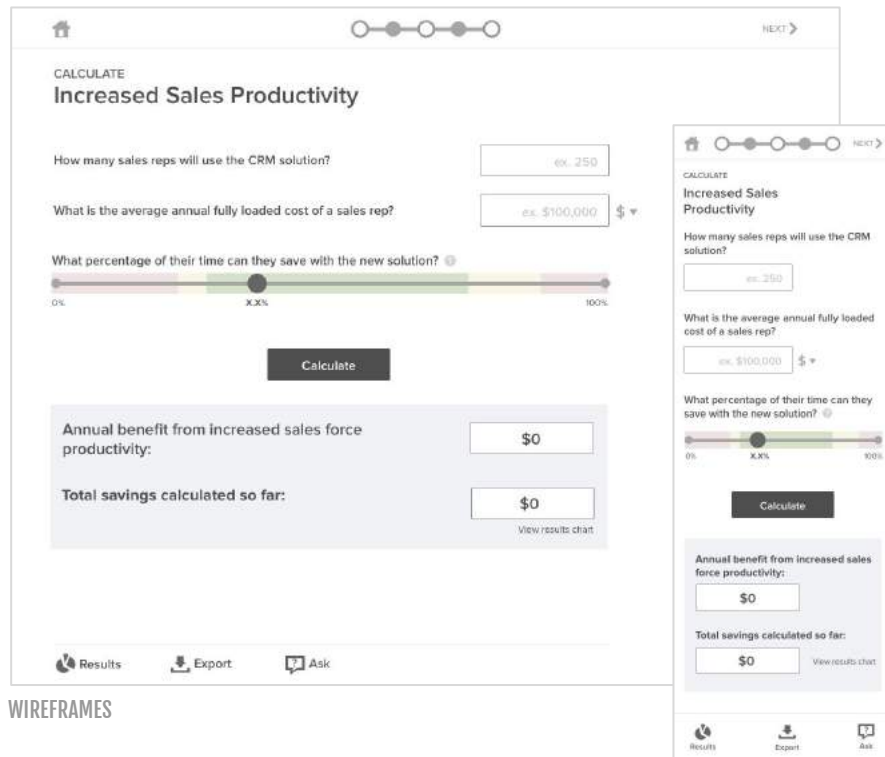
INFOR.COM SEARCH & FILTER

www.infor.com

This project began as a redesign of our video section to promote new video content, a key asset for Infor's products, and offer site users a way to discover our products through a specific medium.

As I developed a search-and-filter UI for the video content, I realized that a **shift in overall design pattern** was needed in similar sections of the site. The project then expanded to include a comparable redesign of our news section and site search results. I **adapted the design pattern I had created** for the video content to suit each other section's unique needs, while **keeping a consistent UI** across each section.
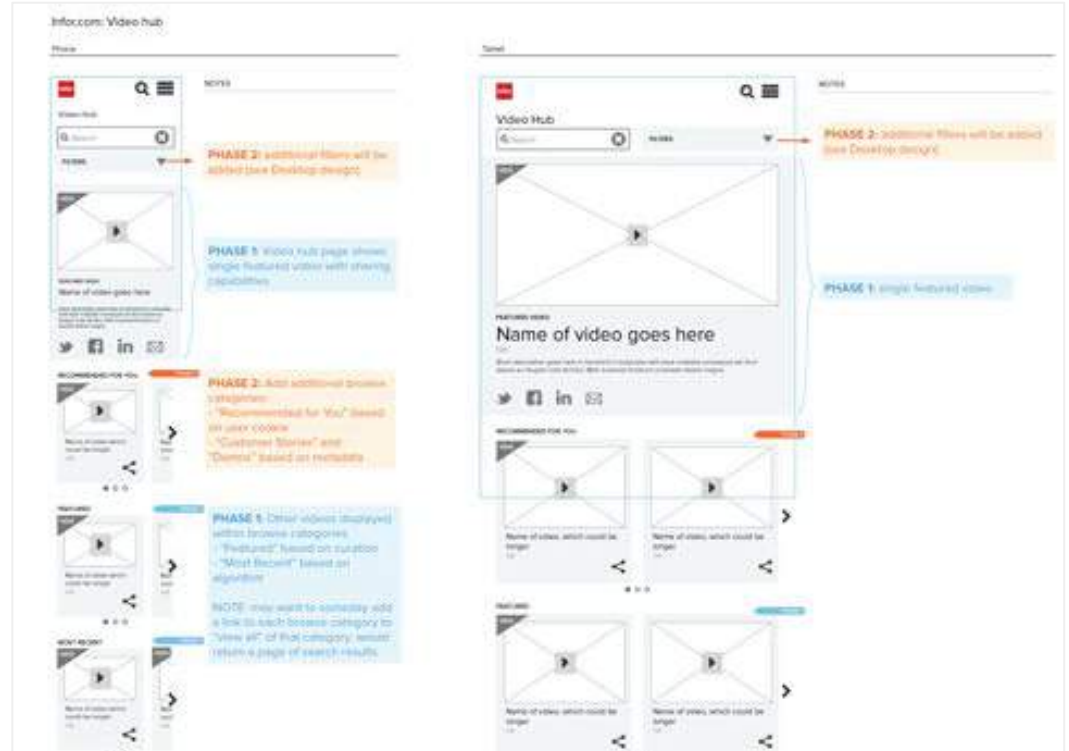
Made with Omnigraffle
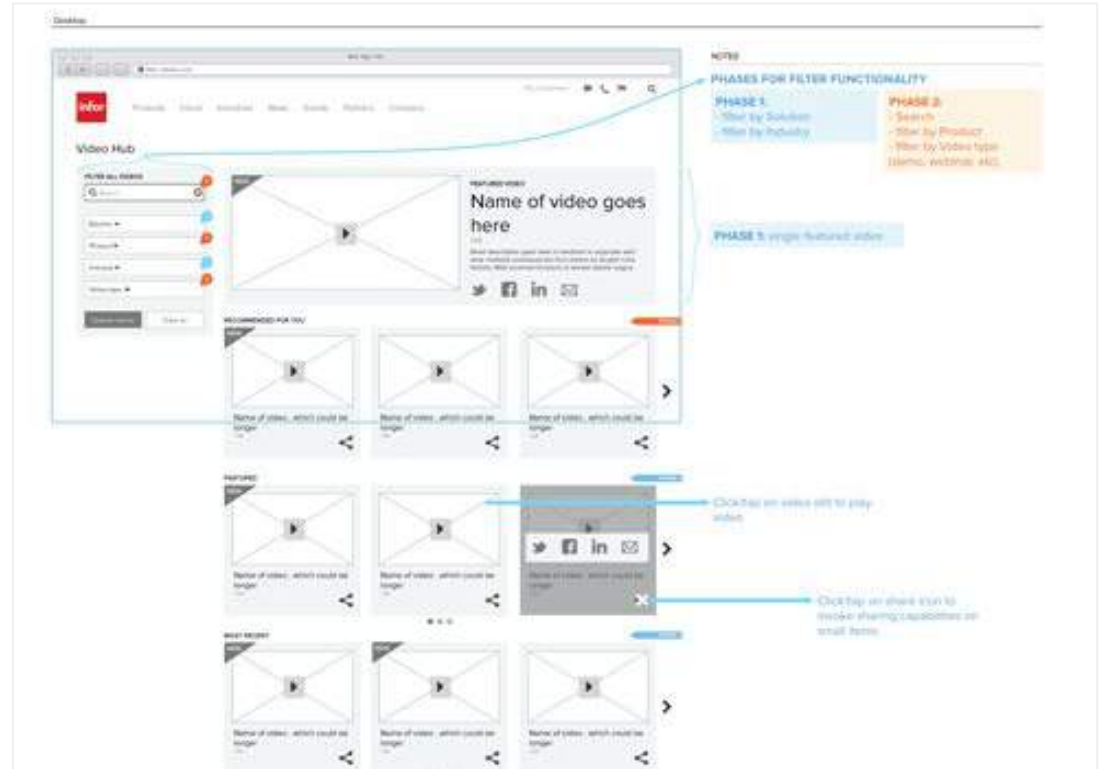
WIREFRAMES: DESKTOP VERSION

INFOR.COM SEARCH & FILTER

www.infor.com

The new search-and-filter UI pattern includes options such as tabs for filtered results and featured content or categories. These variations are currently represented on the following areas of the site:
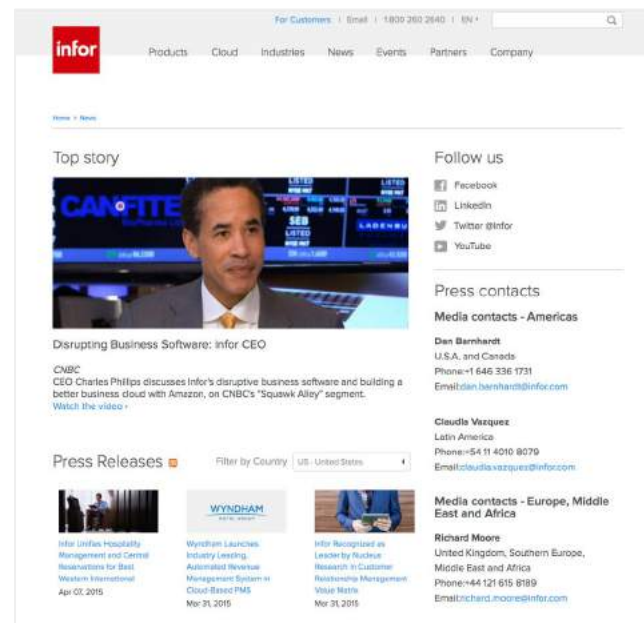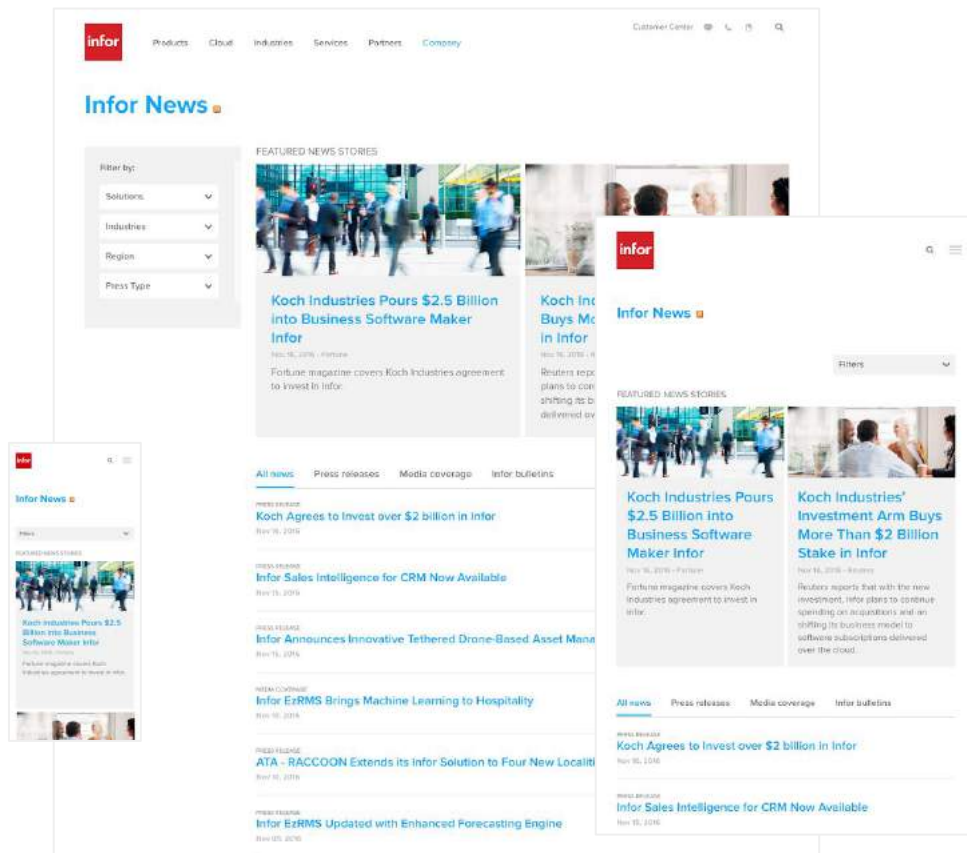
- Demos and videos
- News
- Site search
- Customer references

WIREFRAMES: MOBILE VERSIONS

Made with Omnigraffle
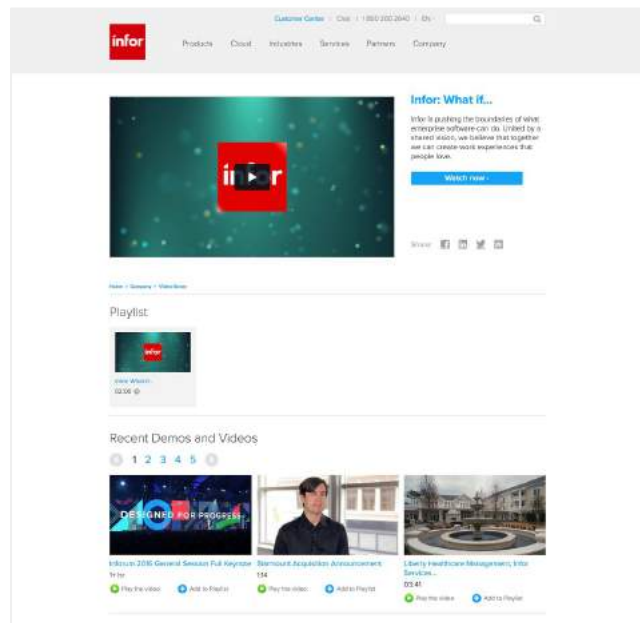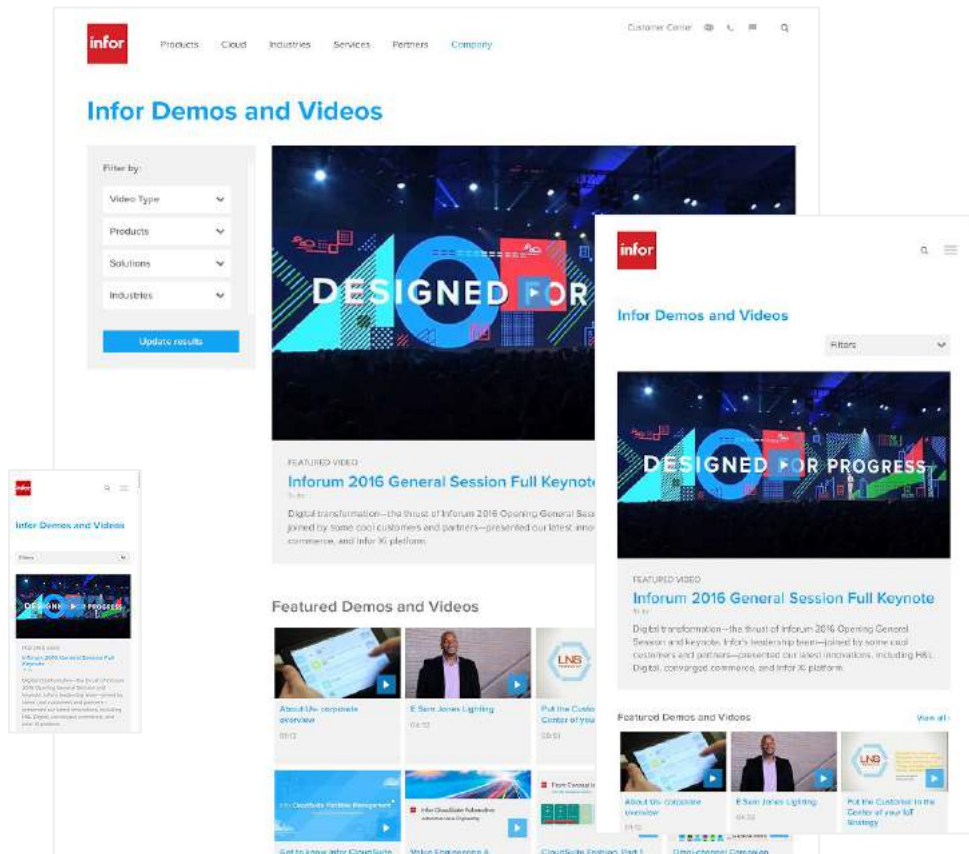
NEWS: CURRENT VERSION, LAUNCHED JULY 2016

PREVIOUS VERSION

VIDEO: CURRENT VERSION, LAUNCHED MAY 2016

PREVIOUS VERSION

"THREE FAITHS" EXHIBITION SITE

exhibitions.nypl.org/threefaiths

The goal of this exhibition site was to showcase NYPL's illustrative collection treasures in Judaism, Christianity, and Islam.

The wireframes I created **helped facilitate conversation** between the high-level stakeholders on the project, which had previously been a challenge. The weekly stakeholder check-ins became working meetings, where I **led the group through each iteration** of the wireframes. As a result, we were able to achieve a **universally approved and functional design**. Rather than simply approving finished designs, the stakeholders were part of the design process, and therefore felt a **sense of investment and ownership**.
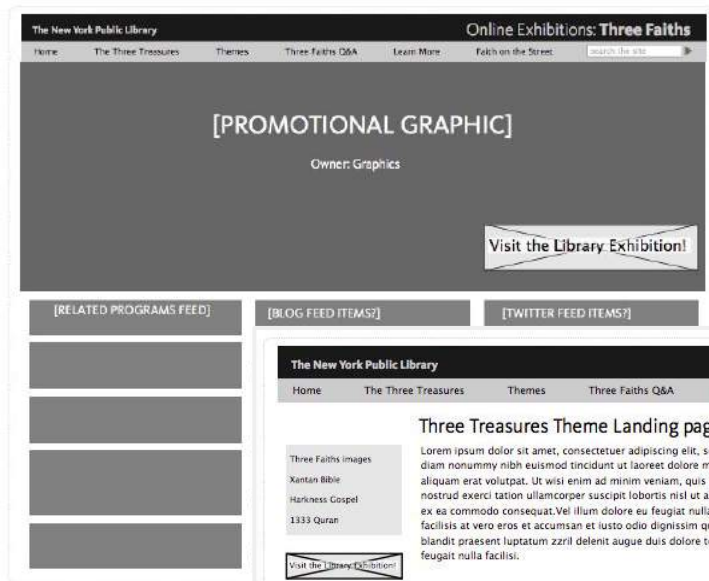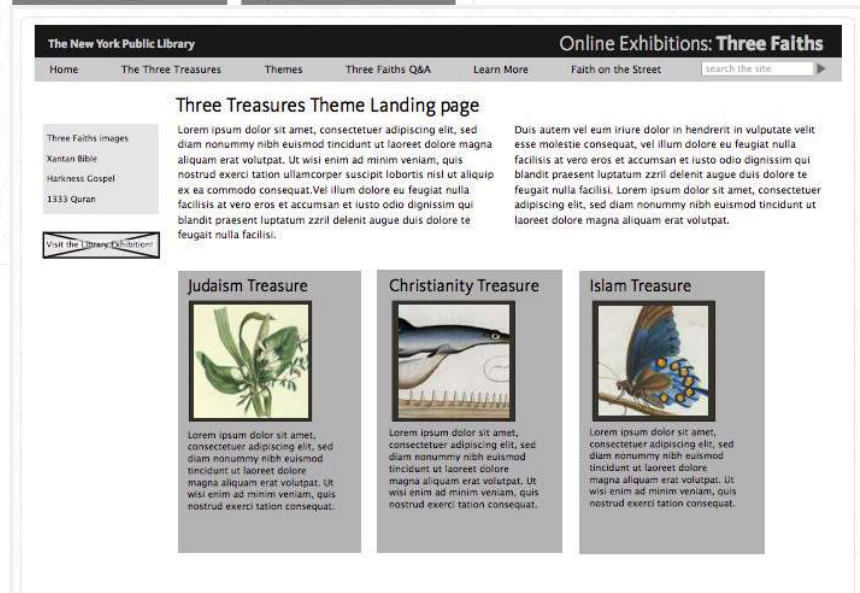
Made with Adobe Illustrator

WIREFRAMES

JENNIFER L. ANDERSON

"THREE FAITHS" EXHIBITION SITE

exhibitions.nypl.org/threefaiths

Stakeholder feedback indicated that the user being able to interact with the objects was a priority. The resulting design puts the **object in the center of the page**, with navigation controls above and below, and the metadata and description to either side.

WIREFRAME

Made with Adobe Illustrator

FRONT-END CODE

My coding skills are entirely self-taught. I began by learning HTML in 1997, wrote my first CSS stylesheet in 1999, and have been using Sass since 2012. I am also conversant with PHP and jQuery, and have built several sites in WordPress.
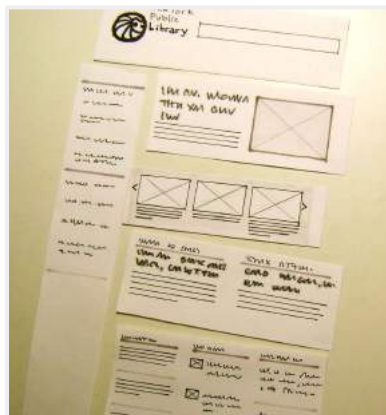
NYPLBASE STYLE GUIDE

One of my innovations at NYPL was the conception and creation of the Library's **first style guide and rapid prototyping system** for web properties. After facing chronic challenges resulting from the institution's lack of design documentation, I decided to build my own. The goals of the "NYPLBase" project were to produce a package of code, for use by designers and developers, that provides coded NYPL branding as well as a reference of NYPL design patterns.

I **designed the patterns and styling, tested paper prototypes, and built the first version of the full code base** over a period of about six months.
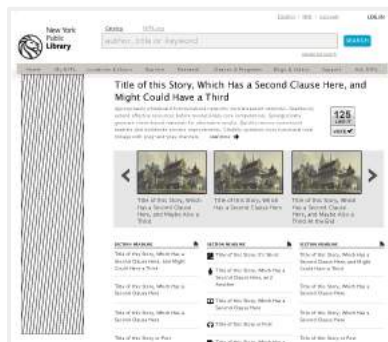
The code of NYPLBase is built on the InuitCSS Sass framework, and provides an easy way to quickly build styled, mobile-ready prototypes.

The in-progress style guide and code base are both available on GitHub.

Made with HTML, Sass, and jQuery

PAPER PROTOTYPE

WIREFRAME

STYLE GUIDE

DESIGN & UX

During my eight years at the New York Public Library, I worked on the design, layout, and code of NYPL.org, as well as its other core web properties. I continue this collaborative design work at Hook & Loop, where I work closely with our graphic designers to ensure consistent branding, even across disparate properties, and also with front- and back-end developers to design responsively for all projects.
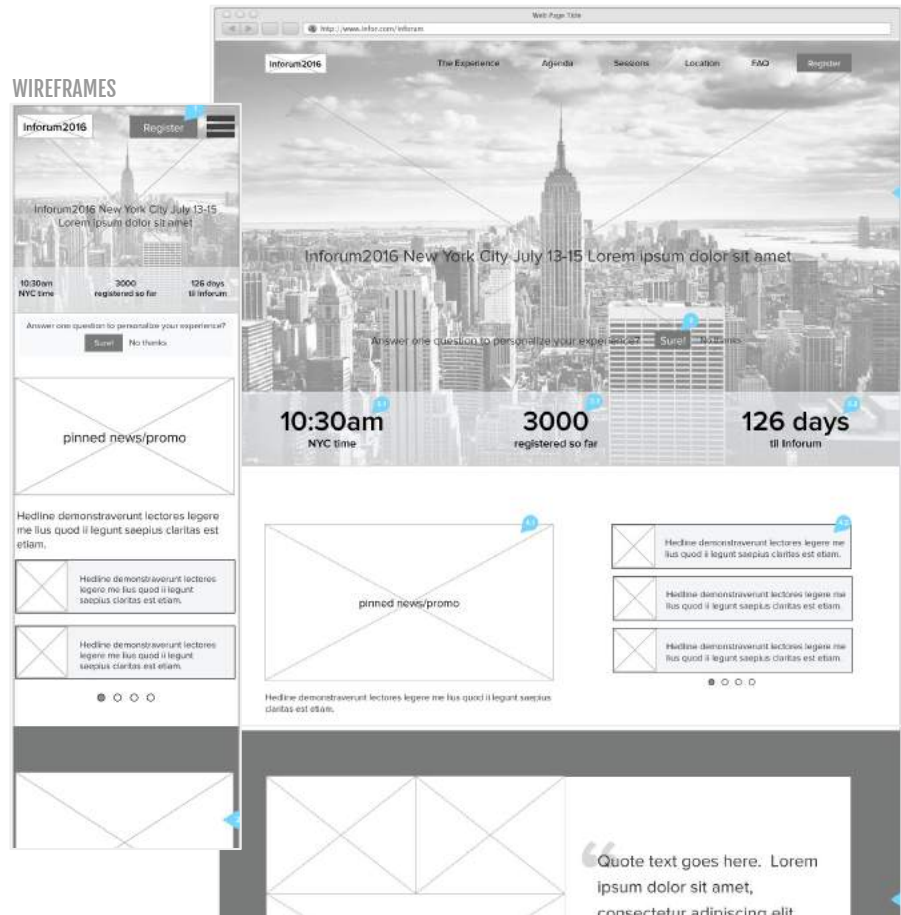
INFORUM 2016 EVENT SITE

www.inforum2016.com

The challenge of this project, the **event website for Infor's largest annual convention**, was to showcase the Infor home city of New York and still provide clear access to registration, logistics, and subject matter. I evaluated Infor's previous event sites and found they lacked detailed information and interactivity.

I proposed **elements of "awareness" to immediately engage users**, such as an NYC video background. I also designed an interactive element for the home page, which allows users to choose their area of interest and receive a snippet of relevant content before exploring the rest of the site.
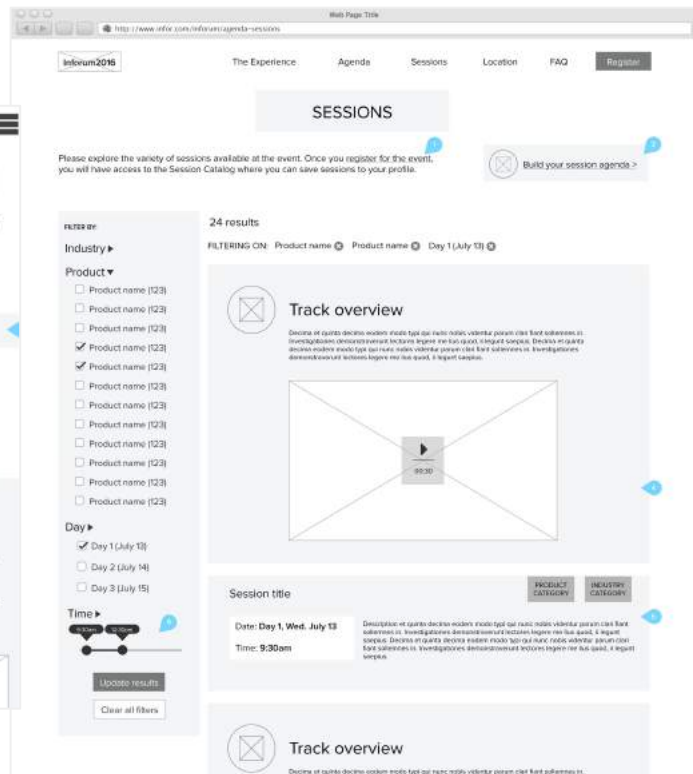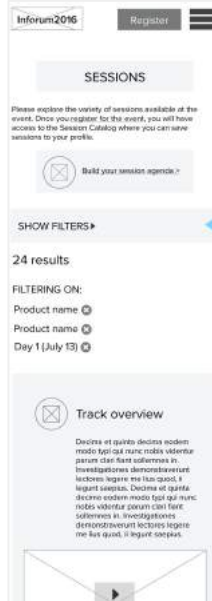
Made with OmniGraffle

WIREFRAMES

INFORUM 2016 EVENT SITE

www.inforum2016.com

One of the most complex parts of this project was a new feature of the event site that integrated detailed session catalog information from a third-party database. I worked with developers to create a **new sortable/filterable session page** that allows attendees to target their session searches for subject matter and time.

Made with OmniGraffle

WIREFRAMES

JENNIFER L. ANDERSON

INFORUM 2016 EVENT SITE

www.inforum2016.com

(This concept was my idea. :)

Made with OmniGraffle

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NYPL.ORG HOME PAGE

www.nypl.org

This design was born of a prototype that displayed many events and features at once, in an effort to **demonstrate the depth and breadth of the Library's offerings**. Subsequent user testing of the prototype was very positive, with many users expressing surprise and delight at the variety of the Library's offerings.

The final design was tied to a back-end Drupal function that allows staff members to easily customize the order of items on the home page.
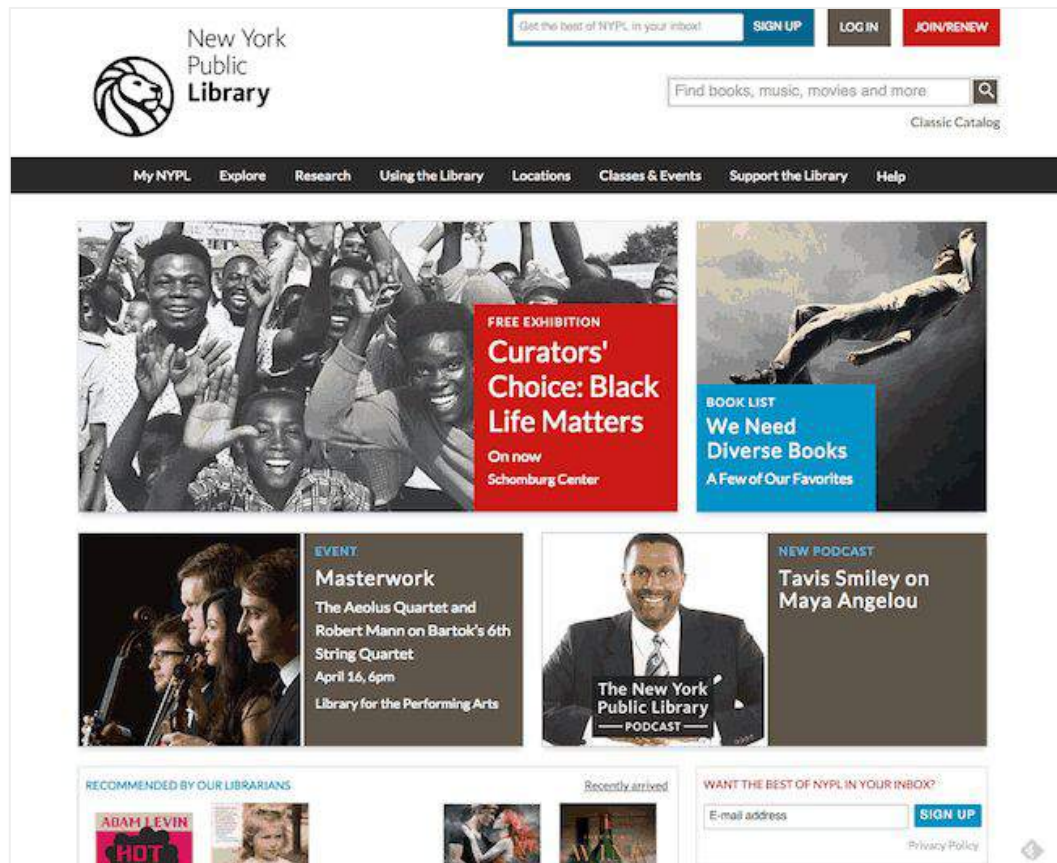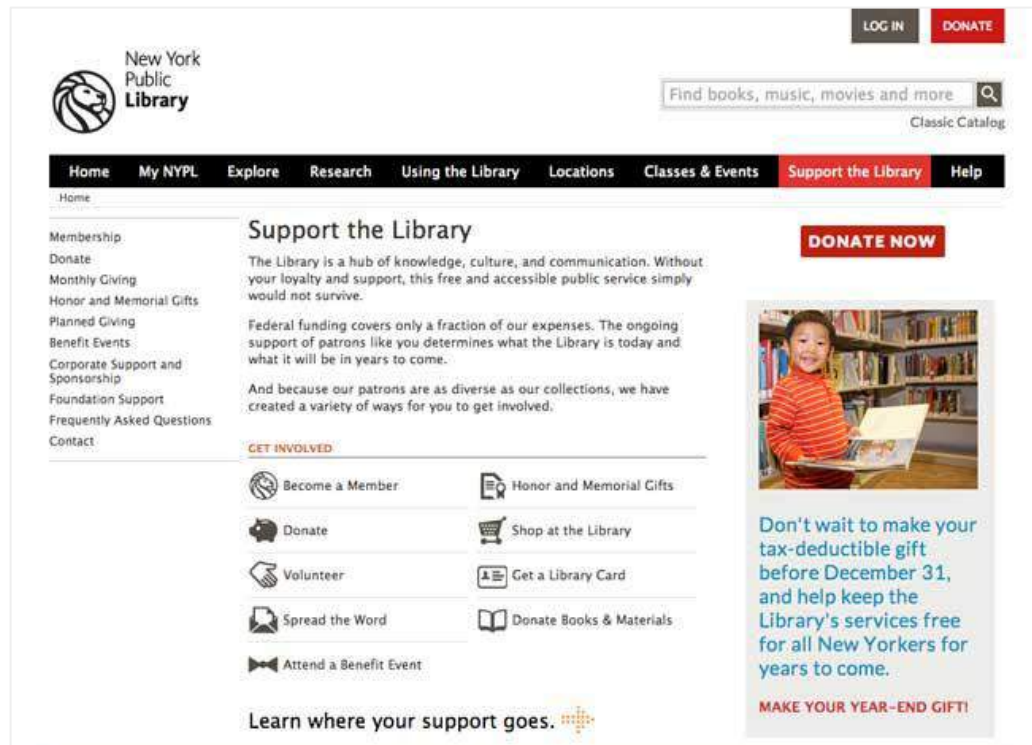

DESKTOP

NYPL.ORG SUPPORT

www.nypl.org/support

The Support pages redesign clarified the variety of ways to contribute to the Library, and highlighted the impact of donations made to the Library as a whole. I worked with the Development Department as a **"UX team of one"** to plan the content priorities, test iterations of wireframes, and hone the content message.

The redesigned pages were much cleaner, and resulted in a **33% increase in membership over six months.**

DESKTOP

NYPL.ORG SUPPORT

www.nypl.org/support

The NYPL.org Donate page was new content to this section, and the goal was to collect under one heading all the ways to give to the Library. I used icons to **offer visual interest and help guide the eye** to each item. I also kept the "Donate Now" button prominent, as a major goal of this page was also to get users to the donation form.

The Membership section was given a more graphic presentation in order to help users better understand the differences between each level of giving. **A/B testing** was done on the "Join or Renew!" button to determine the best language.
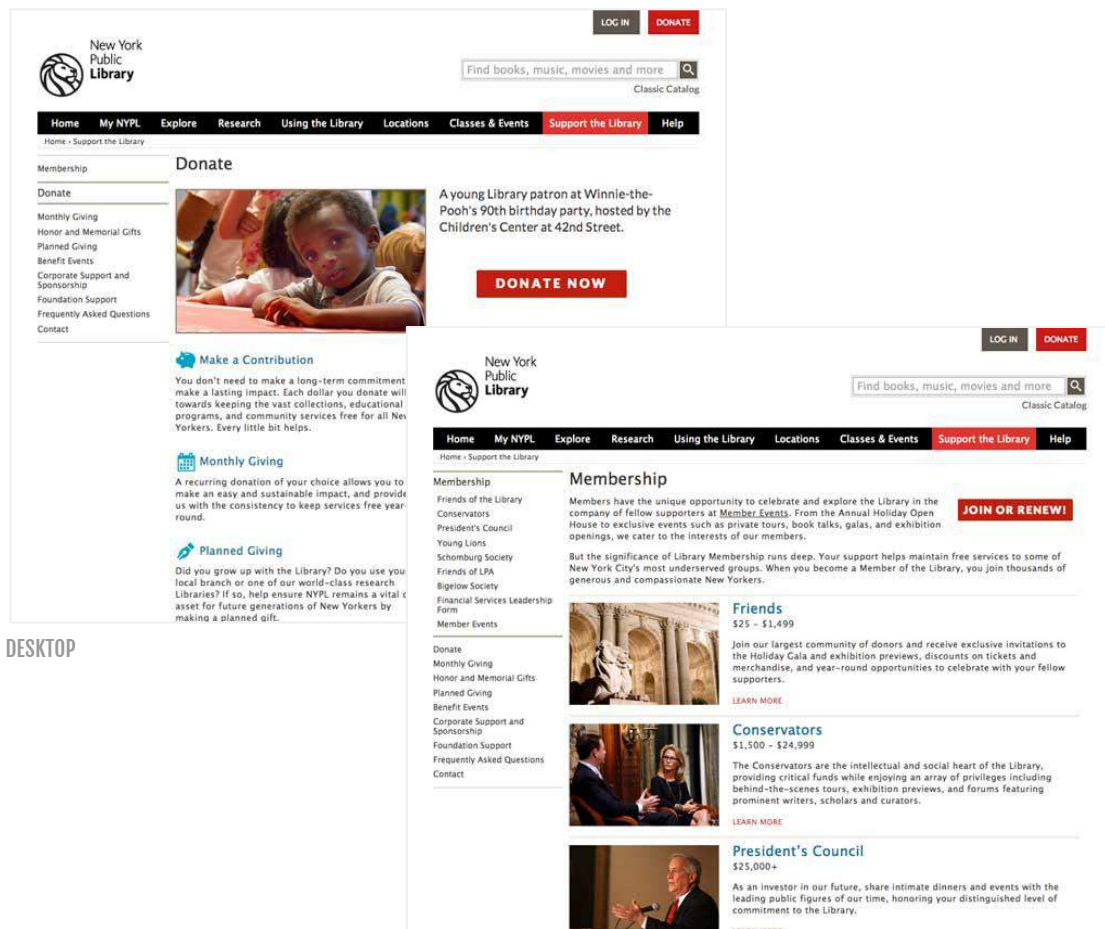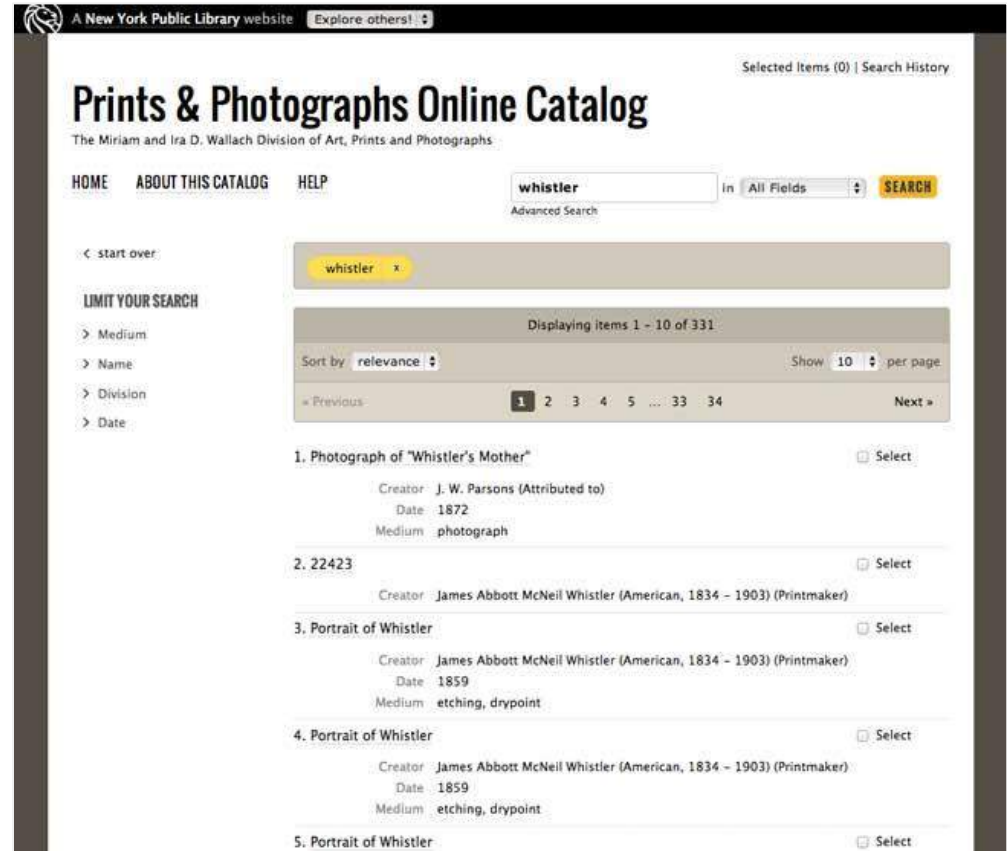

DESKTOP

WALLACH PRINTS & PHOTOGRAPHS ONLINE CATALOG

wallachprintsandphotos.nypl.org

This catalog comprises the holdings of the Wallach Prints and Photographs division of the New York Public Library, which is one of the most accessible collections of its kind in the country.

This site was **built using Blacklight**, an open-source platform for discovery. My task was to design the theme layer for Blacklight's output.

A particular challenge for this site was that it was not technically possible to display images. My goal was to make the results display **visually interesting and easily scannable** without imagery. I achieved this objective with a careful use of typography and contrast.

DESKTOP

JENNIFER L. ANDERSON

www.linkedin.com/in/00janderson/

memorabilist.com