**Design process**

**UX methods you use**

**Insights about your users**

**Design decision**

**The challenge-methods-results triumph**The challenge lies in the task received. When introducing the challenge, talk about the business and user objectives. NUMBERS

Introduction:

One of my biggest struggles when finishing my degree was a course to re-evaluate a client’s system and to give them a technical solution that they can implement. Ironically, our biggest problem didn’t come from analytics, but being motivated to work harder. Our team was comprised of all seniors set to graduate at the end of the semester –many of us were not technical, had no coding experience and already had jobs lined up.

Although extremely frustrating, this project helped me gain skills to motivate people (without cash), learn the basics of website development (HTML, CSS, PHP, SQL) and form a system analysis.

Our team was tasked to consult a soccer coach and help him identify ways to make his sign-up process more efficient. We approached the problem following waterfall methodology:

INSERT PICTURE OF WATERFALL METHOD

Gathering Requirements:

To start our fact-finding, we met with the coach to figure out why he thought his sign-up process was inefficient. His biggest pain points were tracking who signed-up and following up with customers for payments. The soccer league was still using paper applications and only accepting cash or checks in 2017 –so in his words, “a lot of parents moved their children to other leagues to play because we were too slow in responding back and only accept cash or check.” We also looked at his current systems of tracking; this was done mainly through excel sheets and paper documents in a folder.

INSERT ERD

We were lacking empathy

The solution we came up was a website that could track applicants and streamline the payment process to create an easy user experience for the clients. This solution was premature, but we figured this out much later in the design process.

INSERT SCOPE OF PROJECT

Starting The Design:

To be completely transparent, we made many reiterations and struggled immensely. Many of our team was not motivated now and nobody has design experience (At this time point in my career I have not yet touched any prototyping tools).

* Attach system analysis somewhere (Tl;DR)
* Talk about important steps DFD screen shot a few screens
* Post pictures of CRUD matrix
* Feasibility
* Interviewing clients, changing design 🡪 adding a section for them to track events ; have events( lack of community)
* Cost Matrix

Sub-Header Coding Pages

None of us had much coding experience, so a lot of trial and errors and bootstrap was used for design. Post screens of features that streamline processes :

* Payment ; paypal API for secure trust payment
* One button to push to send out to parents payment information and schedule acceptance
* Forms
* Calendar
* Personal pages

Conclusion:

* Coach did not move on, was closing down and changing careers
* We expected certain outcomes based on our implementation based on research ( hope I have numbers?)

Lessons Learned

* Very important to prototype to save time
* End-user research / empathy is needed/ do early –consider personas
* Motivating a team early
* Talk about certain challenges for all of these and why it was necessary to learn from this moving forward

Talk Local :

Few projects:

1. Facebook integration : only worked on userflows and mock-ups / press hits

2. Alexa only worked on user flow – online video for this/ also has press hits

A lot of my project are Ad Hoc Based… more analytics, finance, administrative, management

Concur:

system analysis, prototyping, end-to-end trial experience

DFD of sending

Deli:

Increased sales by 22% with a better user experience

* Added to go menus
* Gave out samples, asked for feedback on sandwhiches
* Started an e-mail list with deals
* Hired another person on sandwhich line to increase production, shorter lines
* Tried creating a community with sandwhich by people and naming it after ppl

Know audience 🡪 position yourself

-Input/ output ecosystem

Why did running a deli get boring…?

* What was the objective ( was it accomplished/ why did it get boring)?