

# Pierre Foucart's portfolio

## Featured projects:

- **BDC Client space** • 2017-2018

Changing a company design methods and tools

- **Breather Homepage optimization** • 2016

A data driven project

- **La Capitale Insurance Mobile web optimization** • 2015

User centered design

- **Tourisme Québec Responsive website** • 2014

A co-creative project

- **Energie Cardio Website and CMS** • 2013

An holistic approach to design

# BDC Client space redesign

I was hired by BDC (Business Development Bank of Canada) to redesign the user experience of their client space and help the marketing team by defining and supervising the user experience of their digital projects.

Over 18 months this led me to:

- Design, with the help of another UX designer, the user experience of a 30 millions dollar project
- Add **remote user testing** to the bank's testing tools
- **Educate multiple departments on User Experience** and define solutions with customers in mind
- **Coach the UI team** to switch from Photoshop to Sketch and **implement a design system** used by the entire organization

The screenshot shows the BDC Client Space dashboard. At the top, there's a navigation bar with links for 'financing', 'advisory services', 'capital', 'articles & tools', 'about bdc', and 'My account'. The main area is titled 'Business dashboard' and includes sections for 'Contact account manager' (listing Kelly Cotter and Bryan Coulard), 'Tasks' (a list of document requests), 'Loans' (two loan entries with download links), and 'Advisory services' (a list of three services with status, start date, and mandate #). A sidebar on the left shows 'Roland Hakim et Associés Inc.' and links for 'Business dashboard', 'Tasks and requests', 'Current loans', and 'Business information'.

## Tools and methods

- Wireframes
- Design system
- User tests
- User behavior analysis

## Designing based on users behavior and their company profile

The client space redesign was managed by the IT department. Therefore it was driven by technologists, business units and deadlines rather than user studies.

With the help of a lead business analyst, we were able to add users in the mix by analyzing users data and behaviour on the previous platform to define how new processes should be implemented in order to provide an holistic experience.

This led in particular to the creation of an account hub page and a user dashboard that were very well received by stakeholders and users that we tested it with.

The screenshot shows a user interface with a dark theme. On the left, there's a 'Log In' form with fields for 'Email' and 'Password'. To the right, there's a 'Notes & Clips' sidebar where users can type notes and see them listed with timestamps and icons. Some notes include: 'HelpFix 5 stars - male - \$100,000 - \$124,099 - Canada', 'Clear that they are making an upgrade or change to the actual portal.', 'That's actually changing and being upgraded. As far as I can tell, nothing else, that's pretty clear and far as what is changing I think what's missing is a little bit here is in the why so for example it is because we heard your feedback or some other comment has happened that has made the...', '3 steps process, set expectation to 5 minutes. Add the pictures of the yellow button or the Update my login link in context', 'Up bug orange box and the link to update, and next to the icon of log in. Add icon in the orange box top pop.', 'Is there an option if I want to use a different email...', and '7:23'. The bottom of the screen shows a taskbar with various icons.

## Implementing remote user testing

BDC only planned to do user tests in lab once the product was to be live. I preached for the acquisition of a remote user testing tool to validate designs ahead of development.

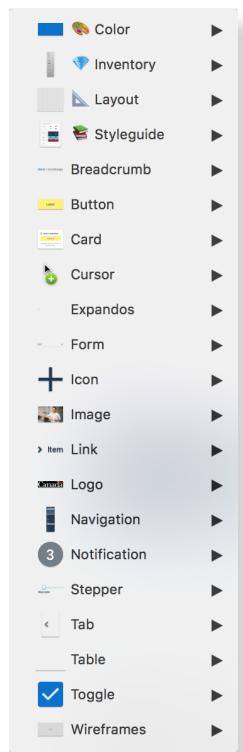
It allowed to test and iterate on mobile interfaces, loan detail screens, marketing projects and to find a new tone for the bank.

## Defining a new tone for the Bank

Being able to test our design, copy and flows with real Canadian entrepreneurs allowed us to have real data to challenge assumptions and opinions.

We found an important disconnect between the language used by the bank and the one understood by users. This led to a global discussion on tone and vocabulary used in front of clients.

Following this discovery, a copywriter has been assigned full time to the client space redesign project.



## Changing design tools to facilitate iterations

User tests, iterations and stakeholders presentations led to many iterations. So many, that the UI designer did not have time to update her designs as fast as the wireframes were changing. In order to avoid doing the work twice, I sold the idea to the team to stop using Axure RP and Photoshop to both use Sketch.

Therefore the UI designer concentrated her energy on creating new graphic assets while we, UX designers, were now using these assets to create pixel perfect deliverables. This was possible by the **definition of a design system and well specified Sketch library**. At the same time we **added Zeplin to our toolbox** to optimize our work flow with front-end developers.

We went from a waterfall process to a seamless collaboration between UX and UI designers and front-end developers.

## Results

The project was delivered in July 2018. BDC is waiting until the end of Q4 to share analytics findings.

Color Name	Hex Code
Deep Maple	#A8162C rgb(168,22,44)
Orchard Red	#D82C26 rgb(216,44,38)
Pacific Blue	#0072CE rgb(0,114,206)
Artic Blue	#4BC5E2
Cooper Green	#00BFB3
Orange	#F08A3A

# Breather Homepage optimization

I was hired by Breather to design new functionalities for their booking app and lead the UX of their **growth hacking team**. It let me to redesign the homepage.

Breather's homepage had not changed in over 10 months. The content and design was focused on sign up but was converting really poorly.

## Goals of the project

- Get a better understanding of first time user behaviour and needs.
- Make a significant change in conversion from first time visit to first booking.

## Tools and methods

- Heatmap / clickmap
- User behaviour tracking
- User tests
- A/B test
- User experience map

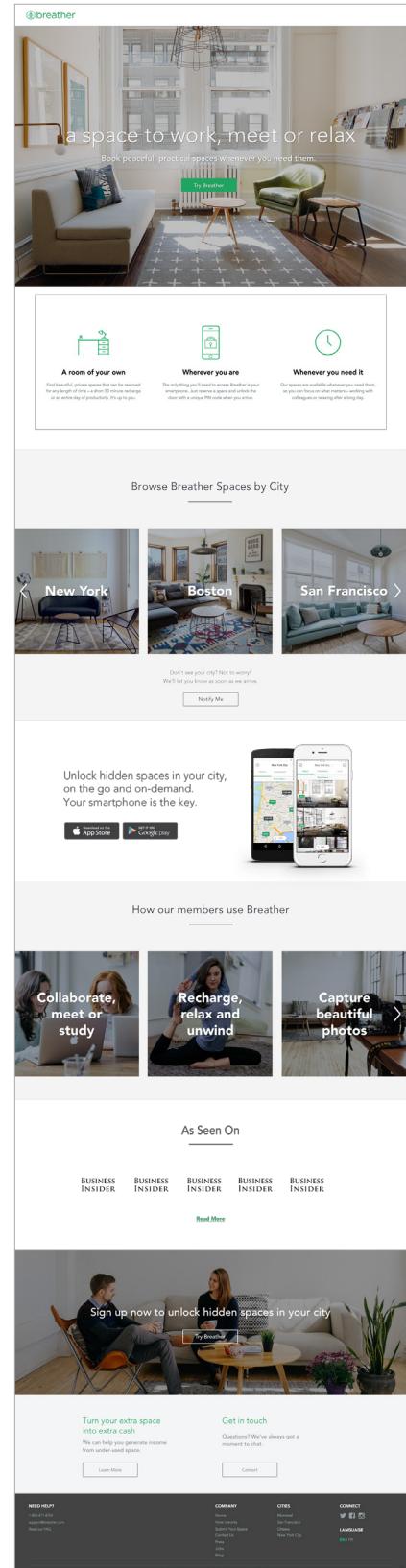
## Findings

User tests I conducted showed that users were interested by different information. Users wanted to browse meeting spaces right away while the homepage focused on explaining the spaces concept and what Breather's mission was.

Analytics showed that the "How it Works" section did not help conversion and people were bouncing from it.

User research showed that users where using our service mainly for business use while our marketing material was pushing personal use forward.

It also revealed that users were booking far in advance and did not care about same day booking which was the app default search parameter.

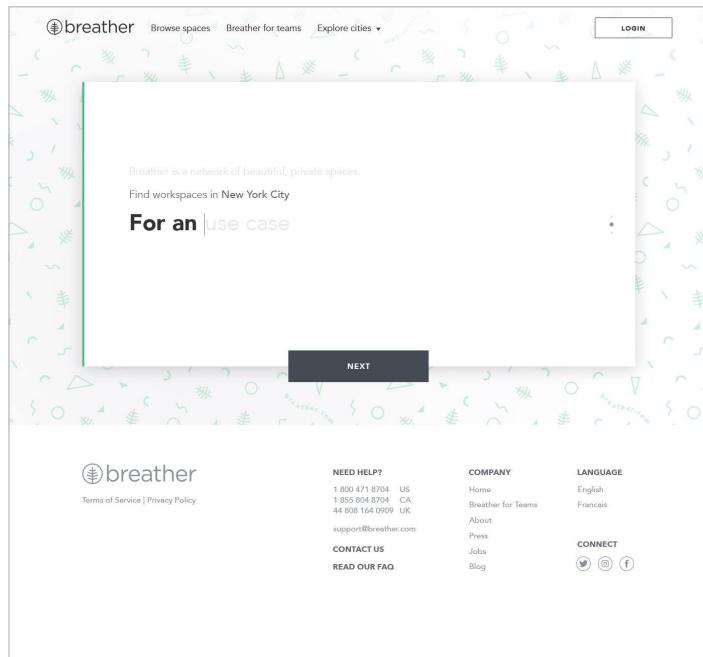
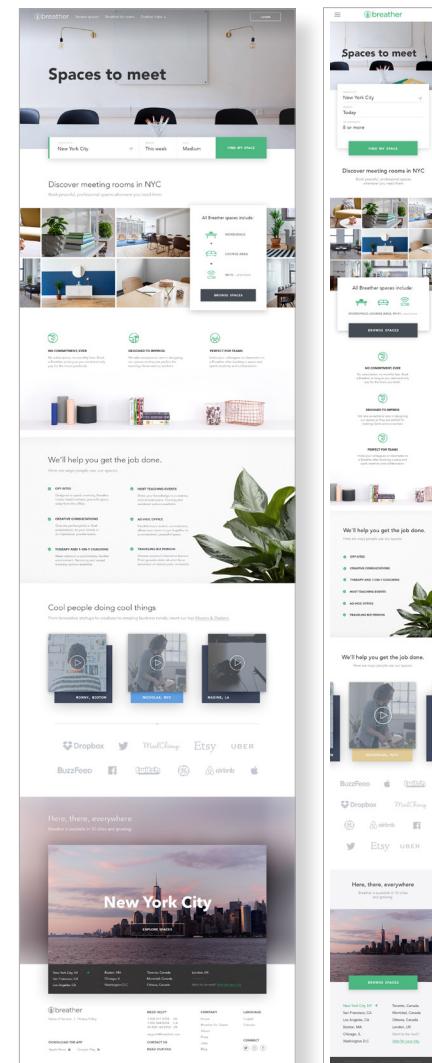


## 1st iteration

With this new information in hand, we updated the homepage content to feature our product promises and how it fulfilled needs expressed by users.

## Results

- While the new copy aligned with customer needs this iteration performed poorly.
- We had a minimal 1% increase in bookings which did not allow to get statistical significance.
- They were some good news though. Reducing the content allowed to validate that users wanted to browse right away. Removing mentions of the mobile app and the “How it works” section had no negative impact on app download and conversion.



## 2nd iteration

On this second iteration we decided to remove all the content and focus exclusively on delivering the main product promise: finding meeting spaces in the user city.

To that end, I designed an engaging 3 steps search process that relies on users IP address or phone location to preselect their city and then guide them to select criteria matching their needs.

## Results

It was a success:

- Bounce rate dropped by 26%
- Conversion from the homepage to search results increased by 15%

# La Capitale Insurance Mobile web optimization

La Capitale Insurance had a dated platform that was only optimized for desktop browsing.

They contracted me to iterate on their current platform and design a mobile friendly solution that would have a minimal technical impact. Indeed they only had a few months to make their website mobile friendly before Google would roll out an algorithm update impacting their business reach.

Therefore I had to redesign the UX of two platforms: their corporate website and their online quoting tools. Each platform was powered by its own set of technologies and managed by a specific team.

## Tools and methods

- User behaviour tracking
- High fidelity wireframes
- UX training
- Interactive and responsive prototypes
- Remote user testing

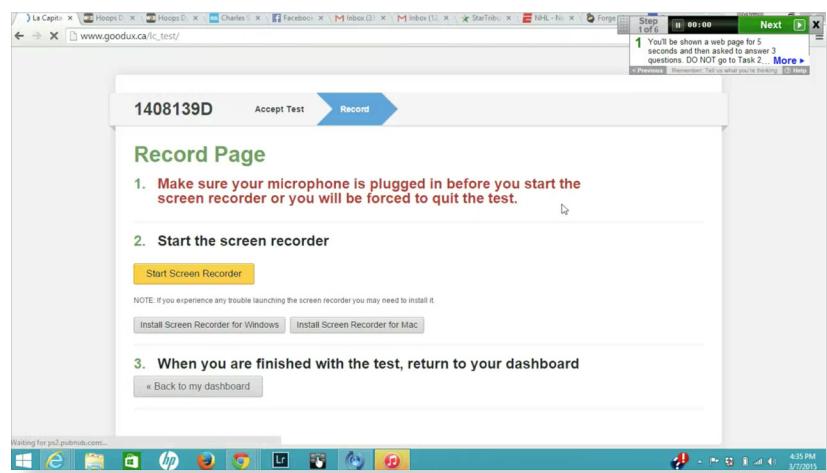
The image shows a side-by-side comparison of the La Capitale Insurance mobile web optimization process. On the left, the desktop version of the website is displayed, featuring a navigation bar with 'About you', 'Home', and 'Quote' links. Below this, a contact number '1 855 208-7768' is shown with a 'Purchase online' button and a 'Plan a call' link. A large promotional offer '\$250,50 +tx /year For a two-year contract\*' is prominently displayed. The main content area is titled 'Protections' and lists various insurance coverage options like Deductible, Civil liability, Personal Property (Contents), and Theft, each with a dropdown menu and an information icon. To the right of these, a section titled 'Also included' lists 'Your bikes are covered at no charge' and 'Payment method discount'. Further down, sections for 'Additional coverage available' (Earthquakes, Insuring valuable property, Identity theft, Legal Access Insurance) and 'Water damage' (Ground water and sewers, Above ground water) are shown. At the bottom, there are links to 'Modify home information' and 'Modify insured information'. On the right, the mobile version of the website is shown, which is a simplified and more compact version of the desktop site, designed to be viewed on smaller screens. It includes the same basic structure (navigation bar, contact info, promotional offer, Protections section with dropdowns and icons, 'Also included' section, Additional coverage, Water damage, and modification links). The mobile version is presented as a series of cards or sections that collapse or expand as the user scrolls through the page.

## The online quoting tools

This part of La Capitale's platform was managed by the marketing team which role is to optimize the conversion of quoting tools. Therefore I had a lot of data to work with which allowed me to prioritize the work.

This led me to:

- Do the **UX audit** of 10 different quoting tools (car, home, ...),
- **Manage a team** of 2 UX designers to redesign them,
- Create interactive prototypes of the new solutions to implement,
- Conduct **over 50 user testing sessions**.



Because of Canadian insurance regulations, we had to make sure that every displayed price was clear and that all options were understood and visible. User tests allowed us to do that.

## The corporate website

Maintained by the company's IT team, the corporate website was powered by an ancient CMS. I had to learn the constraints of their technical platform to find ways to make it mobile-friendly in a record time.

My involvement led me to:

- Define how key UI components would behave on each breakpoints states,
- **Coach the IT team** on UX and mobile web best practices to implement an adaptive solution.

## Results

We met a very tight deadline without compromising the user experience. This was a great achievement since these teams usually take years to roll out major updates.

# Tourisme Québec Collaborative redesign

Tourisme Québec - a provincial entity - wanted to update its digital platform to make it easier for tourists to find activities and tours in Québec.

## Tools and method

- User interviews
- Personas
- Card sorting
- Concept map
- Information architecture / site map
- Responsive wireframes

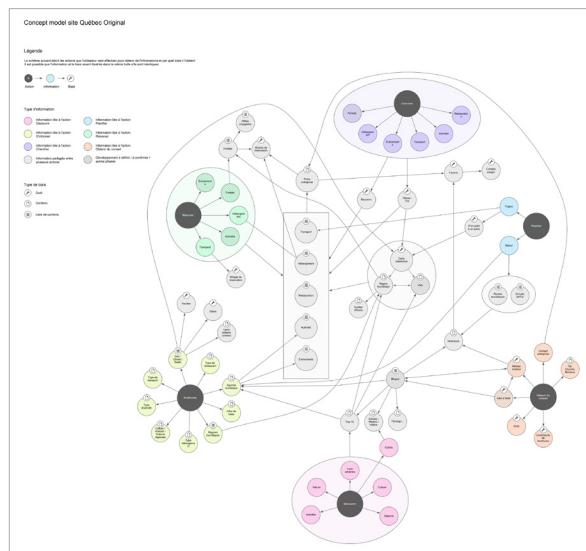


## A collaborative effort

I guided the client by the hand because they were not used to work with an external firm and were risk averse.

Each phase of the **UX process** was carefully planned and presented before their start.

I also defined a new **content strategy** and a new tone, working closely with Tourisme Québec's content director.

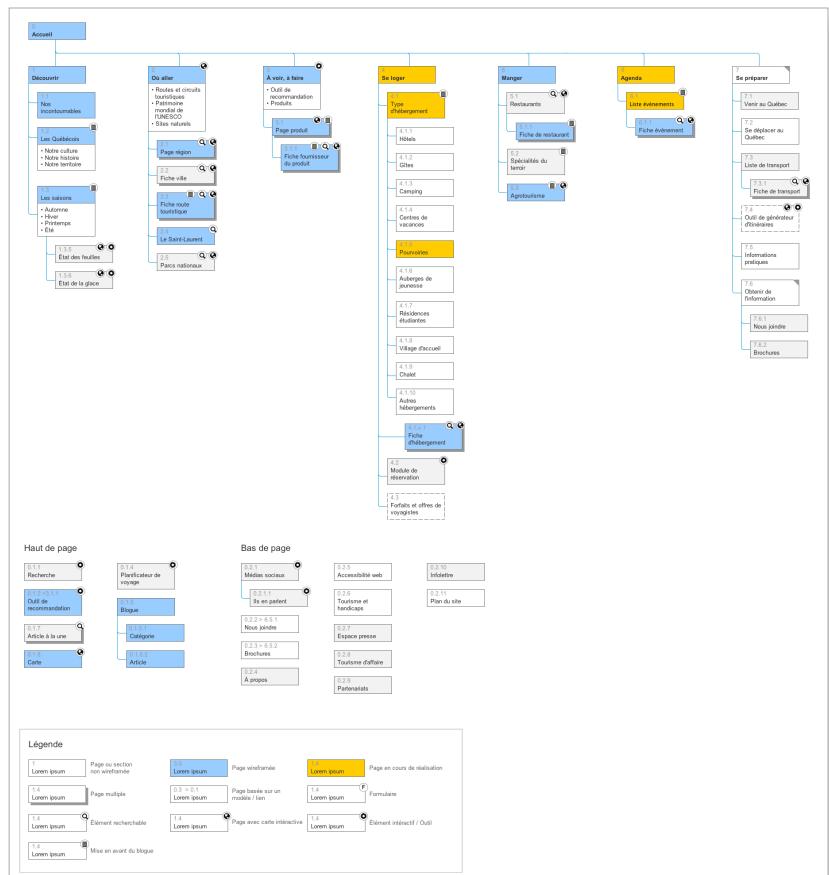


# Reorganizing a massive database

At the time, Tourisme Québec had a database of 15,000 professionals distributed over 260 categories. I therefore started an important **information architecture** work by redefining categories and classifying professionals in main sections.

A matrix was created with seasons and themes to allow users to find activities based on their interests. This matrix allowed us to built a powerful recommendation tool aligned with our personas.

The new information architecture only had 22 categories.



## Documented deliverables

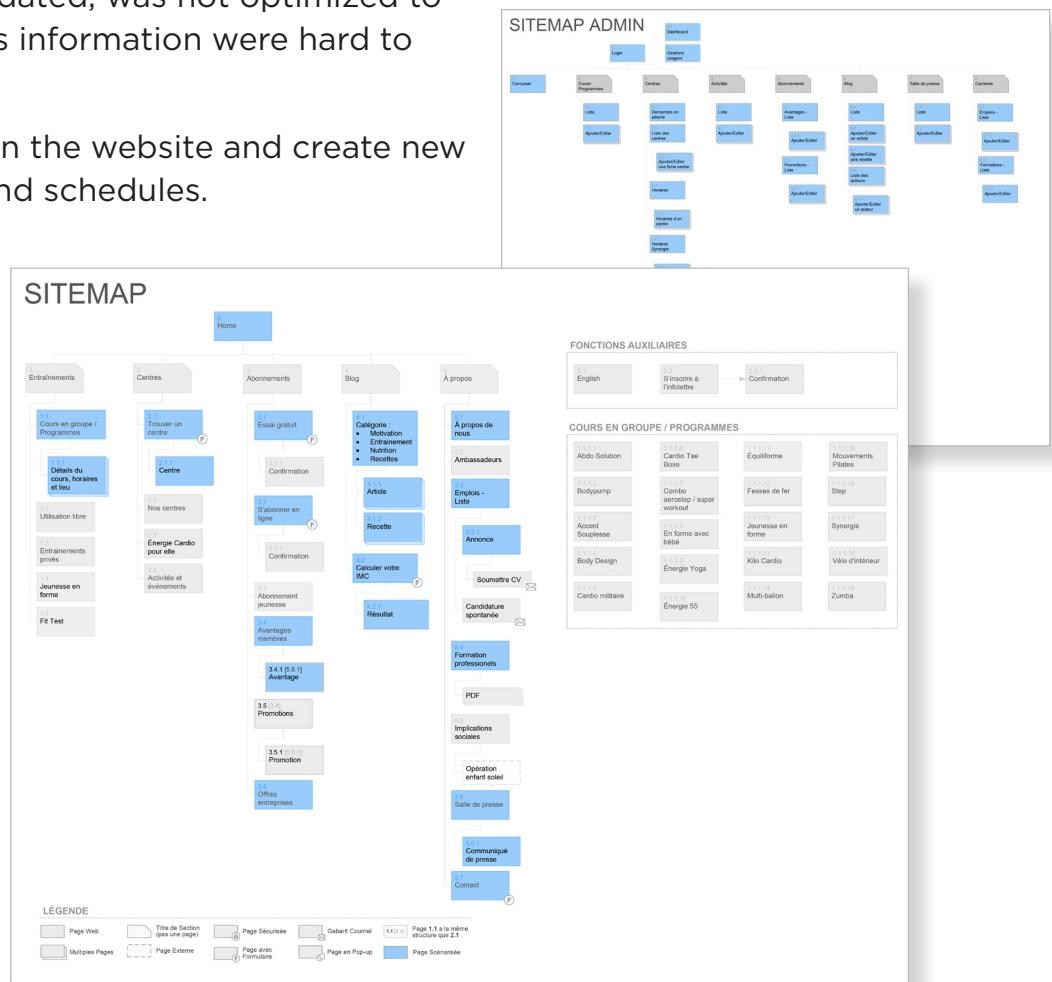
Because government entities need to be able to justify each actions and decisions, each step of the **UX process** was fully documented from planning to deliverables.

**High fidelity wireframes** were created for each screens, states and viewports of the website experience. All interactions were annotated in a 250 pages long document to make sure that technical partners had all the necessary information.

# Énergie Cardio User-centered redesign

Énergie Cardio is the largest gym franchise in Québec. Their website branding was dated, was not optimized to push free trials and branches information were hard to find.

Our mandate was to redesign the website and create new tools to find clubs, classes and schedules.



## Tools and methods

- Information architecture
- High fidelity wireframes
- UX coaching
- Creative direction

## 0 - HOMEPAGE

This wireframe shows the current homepage layout. It features a large banner with the word 'Synergie' and a 'ESSAI GRATUIT' button. Below the banner are four activity thumbnails: Synergie, Bodypump, CX Worx, and Cardio Militaire. A section titled 'DÉCOUVREZ NOS ACTIVITÉS' shows three more thumbnails: Escalade, Bodypump, and CX Worx. To the right, there's a blog section with four thumbnail images. At the bottom, there's a newsletter sign-up form with fields for email and a 'Découvrir notre blog' button.

**ANNOTATIONS**

- 1 Carousel**  
L'image de fond prend la pleine largeur de la page.  
Jusqu'à cinq éléments de promotions peuvent être définis dans le CMS.  
Un timer passe automatiquement d'une promotion à la suivante. Le défilement fonctionne en boucle.  
Les éléments sont animés.
- 2 Outils**  
Cliquer sur un de ses outils affiche directement un panneau de saisie.
- 3 Activités mises en avant**  
Le CMS permet de mettre en avant des activités sur la homepage.  
Des tags peuvent y être associés pour les mettre en avant, comme ici avec Synergie.

## Less is more

The client had a print mentality where everything has to be shown and available at foresight. We challenged that mentality by only displaying information that users needed the most.

We conducted user interviews to know which information were the most important and used it to prioritize deliverables and define **information hierarchy**.

### 2.1.1 - TAB 3 - HORAIRES

**Annotations:**

- Message spécial global**: L'administrateur a la possibilité de définir un message spécial qui sera affiché sur l'ensemble des pages centres.
- Message spécial du centre**: Le gestionnaire du centre a la possibilité de définir un message qui sera affiché sur la page du centre.
- Activité**: Seules les activités correspondantes à ce centre sont listées ici. Synergie n'est pas disponible dans la liste.
- Sessions**: Il y a jusqu'à 4 sessions par an. Elles sont les mêmes pour tous les centres et toutes les activités, à l'exception de Synergie qui a des sessions plus courtes et plus nombreuses, mais communes à tous les centres.
- Pas de cours**: Dans le cas où aucun résultat n'est retourné un message est affiché.

## A new back end interface

Because Énergie Cardio is a franchise model most of the information on their website is entered by local branches. To facilitate this process, we developed a new CMS based on local owners feedback.

This new CMS had to 2 goals:

- Provide an intuitive interface that gym managers and trainers would use to updated classes, trainer biographies and schedules.
- Support a process which allows Énergie Cardio's headquarter to validate sensible information and maintain consistency.

## Results

- The overall website was very intuitive.
- Users are now able to find classes based on their fitness goals (building mass, cardio, ...), find clubs near them and print a training calendar based on their classes and favorite trainer.
- The overall website content was updated more frequently and had a higher completion rate.

### 1.1.1 - HORAIRES

**Annotations:**

- Session de 10 septembre 2012 au 06 janvier 2013
- QUEL PROGRAMME POUR VOUS?
- Découvrez Fit Test