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UX/Product Designer

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Elsevier

MyKnovel To Go

Background

About the client

Elsevier is a global publisher of scientific, technical, and medical content. Knovel is one of Elsevier's products, that focuses on content for engineers, both professional and in academia.

The core function of Knovel is to provide online access to various publications. But one of their major selling points is that they don't just provide access to content; they provide tools that help answer questions based on that content.

About the project

The Knovel team had already put years into the companion native apps for Android and iOS, but reviews were poor, and usage of the mobile apps was much, much lower than the browser-based experience.

I was brought in to find out why this contrast existed, and recommended ways to improve the mobile app experience.

Background

Major challenges

- Each discipline within the team had competing ideas as to what should be done, and which tasks should take the highest priority
- Constraints on the ability to simplify the login and signup process — by definition, the first and biggest barrier to adoption — due to the way K novel licenses are provisioned

My role

- As the UX lead on the project, my job was to:
- Build consensus across the K novel team as to where to focus their improvement efforts
 - Work with users of K novel to understand what the mobile app needed most
 - Iteratively design the new and improved features of the mobile app that were determined to be the highest priority

Stakeholder workshop

The first major activity of the project was a affinity diagramming workshop where we asked the Knovel team of project managers, product managers, and developers, "What features will help our users meet their goals?"

As a team, we put those ideas into groups, and used dot voting to rank groups by those we thought would have the most value to users.

In a subsequent meeting, I had the team discuss prioritization of the features within each group, using a variation on the Kano model:

- **Highest:** Features that the users will take for granted
- **High:** Adding these features will improve users' opinion of the app; not having them will lower their opinion of it
- **Medium:** Adding these features will improve users' opinion of the app, but not having them won't hurt
- **Low:** Will not affect users' opinion of the app

User interviews

Of course, the team's own opinion of the future of the app could only get us so far. I needed to meet with users of Knovel to discuss their day-to-day workflow as engineers and how Knovel and tools like it might fit in.

I was able to meet with seven engineers in a variety of disciplines: aerospace, petroleum, electrical, hydraulics, and material science.

Besides just getting to each of them a little bit, based on the previous workshops, I focused the interviews on their specific needs in key areas:

- Searching for relevant content
- The types of supporting content in their workflow, beyond just books
- Reading books (whether or not for work) on mobile devices
- Taking notes within e-books
- Sharing content from e-books

Key interview findings

Focus mobile app on access to books (content)

The Knovel team had built tools to extract information from their library for use on the desktop app: equations, graphs, tables and more, and were keen to bring this to the mobile app. But those I spoke to just wanted to use it to read.

Build an industry-standard reading experience

The content was served in PDF format, which meant that resizing text, changing fonts and colors, and taking notes and highlighting in context, all common features of competitors, weren't possible.

Add more context and functionality to search

The app's search function matched only on title, and only displayed the title of each result, which meant most users would search on desktop only.

Make content browsable, not just searchable

Interviewees suggested ways to discover new content:

- Recommending titles based on their history
- Listing titles related to the currently-open title
- Lists of the newest or most popular titles on Knovel
- Curated lists of titles from Knovel account managers or industry experts

Prototyping and user testing

Based on our research to this point, myself and one other UX designer set out to create wireframes representing some of the most valuable, yet nebulous, features of the mobile app.

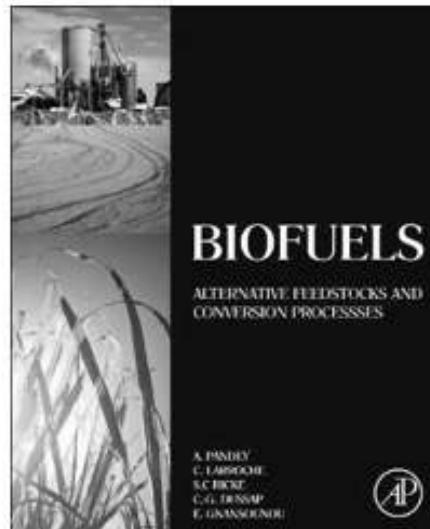
We decided to focus on these features:

- Browsing
- Searching
- Taking notes
- Saving content, in order to move between platforms
- Login and signup

We put those wireframes into InVision, presented them to the same users we had interviewed, and gathered feedback on each of these workflows.

[For You](#)
[New & Noteworthy](#)

RECOMMENDED FOR YOU

**Biofuels - Alternative Feedstocks and Conversion Processes**

Lique, Rafael; Campelo, Juan; Clark, James

**Refining & Processing**

Oil & Gas Engineering

**Activated Sludge and Aerobic Biofilm Reactors, Volume 5**

Sperling, Marcos von



Browse



Search



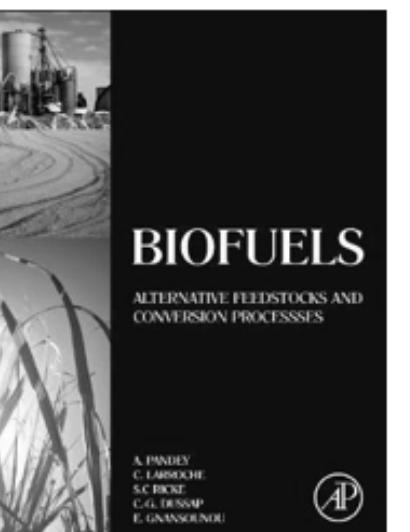
Saved



Activity



Settings

[Back](#)
[Star](#)
**Biofuels - Alternative Feedstocks and Conversion Processes**

Lique, Rafael; Campelo, Juan; Clark, James

With the increasing demand of energy world over and depleting reserves of conventional fossil fuel, there has been growing global interest in de more

Rate

Make Available Offline

Table of Contents[Front Matter](#)[Abbreviations and Important Terms](#)[Preface](#)[Table of Contents](#)[Section 1. General](#)[1 Principles of Biorefining](#)

Browse



Search



Saved



Activity



Settings

My Saved Items

Search



Important Notes

1 Item



Team Folder

1 Item • 3 Members



14. Biodiesel Production in Supercritical Fluids

Nanolithography and Patterned Techniques



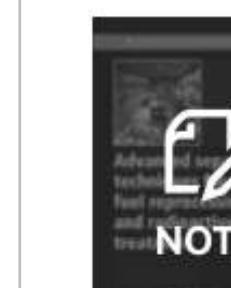
Advanced Separation Techniques for Nuclear Fuel Reprocessing and Radioactive Waste Treatment

Nash, Kenneth L.; Lumetta, Gregg J. (2011)



Books about Separation

"separation" • Books/Text, Separation



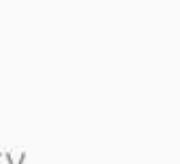
This is another note.

"If data on the settleability of the sludge..."

Biofuels - Alternative Feedstocks and Conversion Processes

12 Items

Filter
 Add Folder



Settings

separation

Books/Text Graphs/Tables Equations Definitions

Analytical Separation Science, 5 Volume Set
Anderson, Jared L.; Berthod, Alain...
323 50

Risk Assessment Method to Support Modification of Airfield Separation Standards: (ACRP Rep...
Hall Jr, Jim W.; Ayres Jr, Manuel; ...
555 50

Advanced Separation Techniques for Nuclear Fuel Reprocessing and Radioactive Waste Treatment
Nash, Kenneth L.; Lumetta, Gregg J. (2011)
434 38

11.2.2 Protein Separation Techniques
Nanolithography and Patterning Techniq...
221 2

Industrial Separation Processes - Fundamentals
De Haan, André; Bosch, Hans (2013)
1K+ 145

5,928 Results Filter Save

Browse Search Saved Activity Settings

separation

Books/Text Graphs/Tables Equations Definitions

Analytical Separation Science, 5 Volume Set
Anderson, Jared L.; Berthod, Alain...
323 50

Risk Assessment Method to Support Modification of Airfield Separation Standards: (ACRP Rep...
Hall Jr, Jim W.; Ayres Jr, Manuel; ...
555 50

Advanced Separation Techniques for Nuclear Fuel Reprocessing and Radioactive Waste Treatment
Nash, Kenneth L.; Lumetta, Gregg J. (2011)
434 38

11.2.2 Protein Separation Techniques

Filters

Sort By Relevancy >

Subject/Topic All >

Related Concept None >

Include Out of Subscription Results

Activated Sludge and Aerobic Biofilm Reactors...

not be able to go to the bottom of the sedimentation tank, thus leaving with the final effluent. In terms of the solids loading rate, it is important that the load of solids applied per unit area is not higher than the limiting solid flux. In this case, the load applied is the actual influent load to the sedimentation tank, that is, $(Q + Q_r) \cdot X$. These settleability of the sludge under study are available, the limiting flux theory can be used for the design of the secondary sedimentation tanks, as demonstrated in [Chapter 10](#). In this case, the solids loading rate

Key user testing findings

Focus on recommending content based on the users' individual activity

We had presented features showing what was popular with all users, or users within the same organization, but things like "more like [book]" or "more from [author]" were more interesting.

Re-flowable content was again a high priority

Once we could visually show what this made possible, we confirmed that changing font size and color scheme (light/dark mode) would be the most valuable features that it could provide.

Autosuggest and autocomplete were a big hit

With a visual of it, users were able to affirm the value in showing matching results (autosuggest) and common search queries (autocomplete) as they typed in the app's search box.

Two platforms, but one list of saved items

Previously, users on desktop could save content to "My Knovel", or "save to mobile". Reviewing the prototype helped users confirm that Knovel should have a single list of saved items that was simply shared between desktop and mobile.

Brooklyn Public Library (BPL)

Intranet Redesign

Background

About the client

BPL is the nation's sixth-largest library system, with 60 branches serving over 2.6 million people.

Besides providing access to books, movies, and research materials, each branch is also a key source of social services for its surrounding community.

About the project

Years after it was deployed, BPL's intranet (the B-Line) was still not fulfilling its stated purpose, to provide employees with:

- a trustworthy resource for official organization policies
- the tools they need to successfully complete internal processes on their own
- a place to share resources that can be used to better serve the community

Background

Major challenges

- The intranet search and information architecture was so broken that to find something, employees would rely on someone more experienced who knew where to look
- Many internal processes still depended on paper forms and interoffice mail
- Editing and managing content was so difficult that the intranet content was often out-of-date

My role

As the lead UX designer, my job was to:

- understand the most pressing needs of users and stakeholders
- document and prioritize those needs to help the technology team choose the most appropriate platform
- design the various features of the new intranet within the constraints of the chosen platform

User and stakeholder interviews

I led one set of interviews with many of the department heads sponsoring the project, from finance, HR, marketing, and neighborhood services (which essentially oversees services the library provides outside of borrowing materials).

I also met with managerial staff at Central Library (essentially corporate headquarters), as well as staff at individual branches in various roles, from librarian to custodian.

Whenever possible, I met with them at their desk or place of work. I wanted to get to know the context in which they accessed the intranet as best as I could.

Generally speaking, I asked each interviewee:

- about their responsibilities at BPL, either personally, or of the department they oversee
- how they use the B-Line or other web-based tools to fulfill those responsibilities
- how they define success (for themselves or their departments), and how the B-Line does (or could) enable that

Key interview findings

There are so many places to find information, that when you're looking for something it's hard to know which to choose.

As a manager who publishes content, similarly, you're not always sure where to publish content, and would prefer to publish it in only one place.

Because my team's focus was on the B-Line, we recommended defining it as the home of all content that was:

- **objective:** content that must only one possible version for the entire organization
- **authoritative:** content that must be written by, or reviewed by, a specific BPL employee or committee
- **universal:** content that is accessible to any BPL employee

Key interview findings

When you search, it seems like it's just pulling up everything that has the words you typed in it. There's no good way to narrow it down or sort it from there.

Some of the search features we recommended:

- accommodate common, domain-specific, **synonyms and misspellings**: fundraising = development, De Kalb = DeKalb, etc.
- add more relevant content metadata, and therefore **search facets**: content type (form, policy, event, checklist, etc.), department, branch, etc.
- infer **relevance** by leveraging how often a piece of content is accessed, saved, or marked as helpful

Card sorting

One of the most universal complaints brought up in interviews was that because content was organized by each department and team, and labeled with their preferred naming, it was nearly impossible to browse for content.

Would the form to request tuition reimbursement be under HR or Finance? Does everyone know (or remember) that the form for taking vacation time is officially called a "Request for Leave (202)" form? Even if you're sure that's an HR thing, how sure are you which of the four HR teams has that form on their team site?

To give us a better idea of how employees organized this content in their heads, we asked 31 of them to participate in a card sorting exercise.

Card sorting findings

I created 53 cards representing things you can do or information you can access on the B-Line, carefully worded to not bias participants, such as:

- *Clock in when you arrive at your branch*
- *See which employees have been recently hired or promoted*
- *Figure out what business expenses you can get reimbursed for*

Participants got a random subset of 40 of these cards (electronically), had to group them together in a way they thought made sense, and then name each group.

From the responses, we concluded that:

- resources and processes related to how to deal with patrons should all be together
- the library's policies and procedures should be in a single location, not split out by department
- similarly, internal employee-to-employee services should be together, not separated by department
- HR content should be split into "personal" (W-2s, timesheets, etc.) and "general" (hiring policies, harassment policies, etc.)

Redesigning forms

Many internal processes were still done on paper forms, which meant they could be easily lost, require long feedback cycles, or lead to sensitive information being exposed.

The BPL staff identified five forms on which the team would focus our redesign effort. I then went through each with the appropriate expert to learn:

- which data, if any, could be inferred without asking for it directly
- which questions could be defaulted to the most common or typical answer
- how a question's relevance, or possible answers, depended on the answer to other questions
- which validation rules and form field types would be most appropriate for a given question

Brooklyn Public Library

Single or Double Direct Deposit Authorization Agreement

How to enroll for Single or Double Direct Deposit:

1. Read and fill in the Authorization Agreement
2. Determine where you want your paychecks and/or expense reimbursements deposited. You may have it deposited in one or two of your existing bank accounts.
3. Provide details below concerning your existing bank account
4. Return the completed Authorization Agreement to your supervisor or personnel department.

YES! Please sign me up for Direct Deposit. I authorize my employer to deposit my paycheck each payday directly into the account(s) named below in the amount(s) I have specified (not to exceed two accounts). This authorization will remain in force until I have given a written notice that I have terminated it, or until my employer has notified me that this deposit service has been terminated. I understand that I must give advance notice to allow reasonable time for my instructions to be executed. If ever an incorrect amount should be deposited into my accounts(s), I authorize my bank(s) to make the appropriate adjustment(s).

Authorization Agreement Signature

Name	Date	
Name (Print)	Employee ID#	Job Title
Home Address		
City	State	ZIP
<input type="checkbox"/> Full Time Employee <input type="checkbox"/> Part Time Employee <input type="checkbox"/> New Direct Deposit <input type="checkbox"/> Change in Direct Deposit		
Direct Deposit of Paychecks		
Account # 1 <input type="checkbox"/> Checking or <input type="checkbox"/> Savings		(If choosing only one account leave blank) Account # 2 <input type="checkbox"/> Checking or <input type="checkbox"/> Savings
Bank Name		Bank Name

Authorization Agreement Signature

Name _____

Date _____

Name (Print)	Employee ID#	Job Title
Home Address		
City	State	ZIP
<input type="checkbox"/> Full Time Employee <input type="checkbox"/> Part Time Employee		<input type="checkbox"/> New Direct Deposit <input type="checkbox"/> Change in Direct Deposit

Direct Deposit of Paychecks

Account # 1 <input type="checkbox"/> Checking or <input type="checkbox"/> Savings	(If choosing only one account leave blank) Account # 2 <input type="checkbox"/> Checking or <input type="checkbox"/> Savings
Bank Name	Bank Name
Branch Address (if known)	Branch Address (if known)
Account #	Account #
ABA # (routing # found on bottom of check)	ABA # (routing # found on bottom of check)
<input type="checkbox"/> Entire Net Pay or <input type="checkbox"/> Fixed Amt \$ _____	<input type="checkbox"/> Entire Net Pay or <input type="checkbox"/> Fixed Amt \$ _____

Direct Deposit of Expense Reimbursements

Direct Deposit my Expense Reimbursements into Account #1 or Account #2

* Please attach proof of account number(s) (Void Check, etc)

*Allow up to two pay periods for your direct deposit to become active.

*SEA access and password for part time employees may take up to two weeks to process.

For Internal Use Only

Vendor # _____

SEA Access Completed

B-Line

[My BPL](#) [Policies & Procedures](#) [Employee Services](#) [Patron Services](#) [About BPL](#)[Not following](#)[Share](#)

Search this site

Direct Deposit Authorization Agreement

Instructions

1. Determine where you want your paychecks and/or expense reimbursements deposited. You may have it deposited in up to two existing bank accounts.
2. Read and sign the Authorization Agreement.

Employee Information

Name

Inez Harris

Employee ID

38376449

Job Title

LIS

 Full Time Part Time

Employee Information

Name

Inez Harris

Employee ID

38376449

Job Title

LIS

Full Time

Part Time

Home Address

Address Line 1

Address Line 2 (optional)

City

State

ZIP

Direct Deposit of Paychecks

Account 1

Bank Name

Bank Address (optional)

Address line 1 (optional)

Address line 2 (optional)

City (optional)

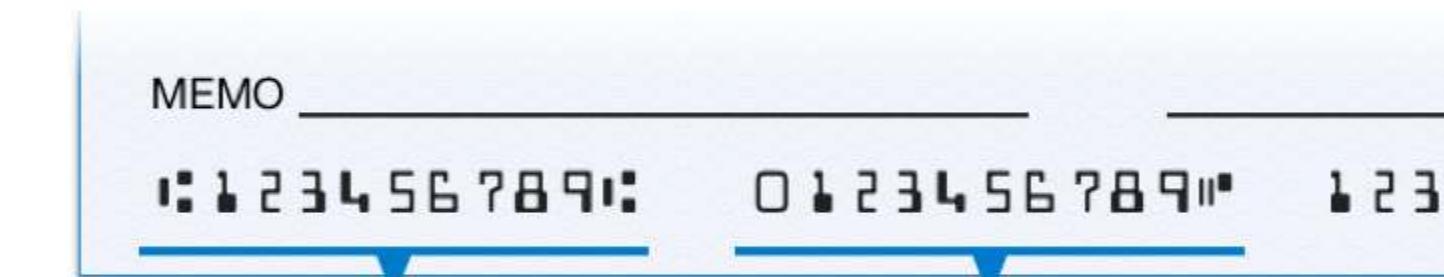
State (optional)

▼

ZIP (optional)

ABA Routing Number

Account Number



Amount to Deposit

Entire Net pay? *

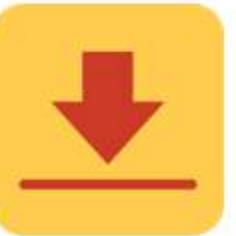
Yes

Specific Amount

\$

Add Another Bank Account

be executed. If over an incorrect amount should be deposited into my account(s), I authorize my bank(s) to make the appropriate adjustment(s).



Signature

⚠ Attention

Allow up to two pay periods for your direct deposit to become active.
SEA access and password for part time employees may take up to two weeks to process.

Cancel

Submit

Questions about this form? Please contact



Joseph Schmo Joe
Payroll Specialist Finance Department

📞 (718) 123-4567
✉️ jschmo@brooklynpubliclibrary.org

Omnyway

Zapbuy

Background

About the client and project

Omnyway was an early-stage startup who had created a platform called Zapbuy. Zapbuy was meant to support online retail by partnering with both retailers (such as Kohl's) and payment processors (such as PayPal) to provide targeted advertising to online audiences, that could quickly and seamlessly be converted into sales. They informally summarized it as "Amazon's 1-Click, as a service".

My role

My partner on the project and I set out to:

- evaluate the initial prototype against best practices for e-commerce, and UX in general
- interview consumers to understand their online shopping habits, and concerns that may arise along with the promised convenience of Zapbuy's initial prototype
- design an updated prototype to take into account what we had learned

User interviews

Not only did we want to get eyes on the existing prototype, but we also wanted to do our best to understand online shopping habits.

Therefore each interview started by discussing:

- Where each interviewee shops most often, both online and in-person
- Which payment methods they use most often
- When and why they shop online vs. in-person
- What information they need before they're comfortable making an online purchase

Then we showed each participant the initial prototype, and discussed their reaction to the key steps of the Zapbuy experience:

- The initial online advertisement
- The product detail page
- PayPal integration (first-time customer only)
- The "shopping cart" / "place order" screen
- The final order confirmation



With ruggedly beautiful landscapes and beaches, nearly perfect weather year-round, and a unique cuisine like no other, Aruba is the ultimate girlfriend getaway!

There are countless treasures located all over Aruba, so renting a car is one of the best ways to explore the island while you work up an appetite.

Watch the ultimate foodie getaway guide to Aruba below!

KOHL'S



Instant Pot Duo 7-in-1 Programmable Pressure Cooker
6/8QT
Your Zapbuy Price 99.99 / 109.99

Click to Buy

Secured by PayPal

zap→buy shopping made simple



KOHL'S



Instant Pot Duo 7-in-1 Programmable Pressure Cooker 8 QT
\$129.99

Your Zapbuy Price: \$109.99

Free Shipping & Free Return Shipping!

Check out with PayPal

zap→buy shopping made simple

PayPal

Pay with PayPal

john.appleseed@gmail.com

.....

Stay logged in for faster purchases [?](#)

Log In

Having trouble logging in?

or

Create an Account



Instant Pot Duo 7-in-1 Programmable Pressure Cooker 8 QT

\$129.99

Your Zapbuy Price: \$109.99

Shipping To: [Edit](#)
John Appleseed
405 Woodward Avenue
Port St. Joe
FL
32456
Expected Delivery: 05/18/2018

PayPal

Agree & Continue

Hi, John!

Information from the merchant

Purchase Agreement

Ship to [Change >](#)

John Appleseed
405 Woodward Avenue, Port St. Joe, FL
32456 United States

Pay with [Change >](#)

USAA FEDERA... x-1234

I want to use **USAA FEDERAL SAVINGS BANK** x-1234 for future PayPal payments

Paying with USAA FEDERA... x-1234

PayPal
Check out with PayPal and return shipping's on us. Consider it our gift to you.
[Learn more and see limitations.](#)

Free Shipping & Free Return Shipping!

Place Order

with **KOHL'S** using PayPal

zap→buy shopping made simple

Receipt

KOHL'S

May 13, 2018, 03:47 pm

Instant Pot Duo 7-in-1 Programmable Pressure Cooker

Expected Delivery: 05/18/2018

Payment Method

PayPal john.appleseed@gmail.com \$120.39

Payment & Rewards

Subtotal	\$129.99
Promo	(\$20.00)
Shipping	\$0.00
Estimated Tax	\$10.40
Order Total	\$120.39
Savings	\$20.00



zap→buy shopping made simple

Key research findings

Advertisement

- Emphasize the retailer's branding over Zapbuy
- Include product's star rating
- Play up discount amount and urgency of deal
- Use a CTA that makes clear shoppers will have a chance to consider their purchase first
- Focus on advertising products in categories that lend themselves to impulse purchases
- Ensure products are directly related to the content they're advertised next to

Product page

- Include a visual indicator of how many steps are in the process, and where you are now
- Offer multiple product images, ability to zoom
- Continue to use urgency messaging
- Include link to reviews in addition to overall rating
- Include product description
- Explain the relationship between Zapbuy and retailer
- List estimated delivery date/shipping speed

Key research findings

Shopping cart

- Allow shoppers to edit their product option selections
- Offer an in-store pickup option
- Offer login to retailer's rewards program to confirm that shopper will get retailer rewards
- Use visual indicators to emphasize security of payment information
- Make it clear that Kohl's is fulfilling the order and will handle returns, if necessary

Order confirmation

- Include order number at the top of the screen
- Include copy to indicate to the shopper that they will receive an email confirming their order
- Offer next steps for the shopper like continuing to shop, or otherwise engage with Zapbuy
- Direct shoppers to Kohl's with any customer service concerns



With ruggedly beautiful landscapes and beaches, nearly perfect weather year-round, and a unique cuisine like no other, Aruba is the ultimate girlfriend getaway!

There are countless treasures located all over Aruba, so renting a car is one of the best ways to explore the island while you work up an appetite.

Watch the ultimate foodie getaway guide to Aruba below!



Rampage Sheryl Women's Wedge Sandals

★★★★★

Flash Sale Price

\$39.99

Valid for 00:19:57

Kohl's Price: \$49.99

GET THIS DEAL NOW

Secured by Powered by



Breakfast at Linda's Dutch Pancakes and Dizzzac



Step 1 2 3

KOHL'S

Rampage Sheryl Women's Wedge Sandals

★★★★★ See 5 reviews

**Flash Sale Price
\$39.99**

Valid for 00:19:57

Kohl's Price: \$49.99



Choose Size ▾

Choose Color ▾

Channel your inner diva when you wear these dramatic Sheryl sandals from [Show full description](#)

This item is sold by **KOHL'S**



Zapbuy's partnership with Kohl's means:

- You'll get Kohl's Cash during Kohl's Cash Promotion Period.
- If you're a Kohl's Yes2You rewards member, you'll get points for this order.
- Returns and exchanges can be made at your local Kohl's store, in accordance with [Kohl's return policy](#)
- Your order will be shipped by Kohl's
- Issues after you place your order will be handled by Kohl's customer service

[Learn more about how we work with Kohl's](#)

Show Less

Check out with PayPal

Expected delivery May 26 - 30 Shipping & returns FREE both ways!



Pay with PayPal

cynthia.alexander@gmail.com

.....

Stay logged in for faster purchases [?](#)

Log In

Having trouble logging in?

or

Create an Account

Agree & Continue

Hi, Cynthia!

Information from the merchant

Purchase Agreement

Ship to

[Change >](#)

Cynthia Alexander

405 Woodward Avenue, Port St. Joe, FL 32456 United States

Pay with

[Change >](#)

USAA FEDERA... x-1234

I want to use **USAA FEDERAL SAVINGS BANK x-1234** for future PayPal payments



Step 1 2 3

YOUR ORDER

Sheryl Women's Wedge Sandals \$39.99

Size: 9.5 Wide
Color: Natural
[Edit product options](#)

Quantity [-](#) **1** [+](#)

Kohl's Standard Shipping
Arrives May 26 - May 30 (5-9 days) **FREE**
[Change shipping speed](#)

Sales Tax Florida — 6% \$2.40
TOTAL \$42.39

SHIPPING ADDRESS

Cynthia Alexander
405 Woodward Avenue
Port St. Joe, FL 32456
United States

[Edit shipping address](#)

PAYMENT METHOD



cynthia.alexander@gmail.com

[Edit payment method](#)



\$5 in Kohl's Cash, and 40 Yes2You Rewards points, will be credited to:

cynthia.alexander@gmail.com

[Use a different Kohl's account](#)

PLACE YOUR ORDER

Expected delivery May 26 - 30 Shipping & returns FREE both ways!



Step 1 2 3

THANKS FOR YOUR ORDER!

Your **KOHL'S** Order Number:
5579658239

REVIEW YOUR ORDER

[Hide Details](#)

	Sheryl Women's Wedge Sandals	\$39.99
	Size: 9.5 Wide Color: Natural	Edit product options
	Quantity - 1 +	

	Sheryl Women's Wedge Sandals	\$39.99
	Size: 9.5 Wide Color: Natural	
	Kohl's Standard Shipping Arrives May 26 - May 30 (5-9 days)	FREE

WHAT'S NEXT?

Because we've partnered with **Kohl's** to sell this item, here's what to expect:

1 Within the next few minutes, Kohl's will be sending you a confirmation email

2 Once your order ships, Kohl's will send you an email with tracking information

3 If you have any questions about this order, contact Kohl's customer service:

- Call 1 (855) 564-5705
- Email Kohl's customer service
- Live chat with Kohl's customer service

4 If you need to return or exchange your purchase, you'll need to follow the terms of the [Kohl's return policy](#)

Thanks for shopping with Zapbuy! We hope you enjoyed this experience.



Shopping made simple.

Internet Advertising Bureau

Website Redesign

Background

About the client and project

IAB, the Internet Advertising Bureau, is the world's leading trade group for the digital advertising industry. In cooperation with their members, they set industry standards, conduct original research, provide training and certification, and coordinate conference and other major events.

They set out to redesign their website, and update their content strategy.

My role

As the UX lead on the project, partnered with a content strategist, my job was to:

- understand the audience that IAB serves, and what products and services they value most
- establish an information architecture to improve members' understanding of what IAB had to offer
- evaluate and redesign the key features of the IAB website

User interviews

I spoke with six employees of IAB member organizations, who were in some way familiar with the content on [IAB.com](#) and IAB in general. In an hour with each participant, we discussed:

- The perceived value of IAB membership
- Searching and navigating the current website
- Their motivation to attend or participate in IAB events, or industry-related events in general
- How they use the detailed technical information in IAB standards & specs
- How IAB's research and thought leadership influences their decision making process
- The value of IAB training, and work-related training programs in general
- Their experience with IAB's certification or recertification process
- Their understanding of IAB's org structure: committees, councils, and Centers of Excellence
- How their company handles charitable contributions, and D&I initiatives

User interview findings

Personalization

- “I want to be able to find meetings and events for the specific committees or councils that I'm involved in.”
- “I need to be able to highlight and annotate content to mark the parts that are helpful so I can find it later and use it in presentations.”
- “I need a way to save the white papers I've read so I can reference them later.”

Search & navigation

- “I don't even bother trying to navigate to content; I just search for it.”
- “I need a way to narrow down search findings and get the information I'm looking for.”
- “I can't tell which version of a certain standard is the latest when I see them all in the search results.”

User interview findings

Content organization

- "Most of the content I see isn't relevant to me."
- "It's hard to decide what to do first because there are so many options competing for my attention."
- "I mostly need to know what the newest procedures, processes, and ad units are."
- "It's difficult to find everything that IAB has to offer around a particular topic, such as GDPR, regardless of what type of content it is."

Event pages

- "I usually only go to an event if someone invites me, or I at least know someone who's going."
- "During a big event I need to see, on my phone: what's happening today, where it is, who's speaking and on what topics."
- "I don't always have time to attend, but whenever I can, I'll review slides or video from an event I'm interested in."

Prototyping and user testing

Based on the user interview feedback, I created wireframes representing some of the most important parts of the site, that were identified as having the most problems to solve.

The team and I focused on these features:

- Home Page & Navigation
- Personalization
- Search
- Specs & Research
- Events
- Certification

I put those wireframes into InVision, presented them to the same users we had interviewed, and gathered feedback on each of these areas.

Empowering the digital economy to thrive

For over 20 years, digital advertising has been in our DNA. Learn how we're driving the industry forward.

ABOUT IAB

EVENT

Digital Content NewFronts

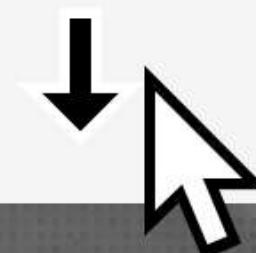
New York, NY • April 30 - May 4, 2018

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EVENT

IAB Video Symposium: How to Build a 21st Century Brand Through Digital Video & OTT

New York, NY • May 7, 2018

[LEARN MORE](#)

EVENT

IAB Women Visionaries: Female Founders & Brilliant Bosses

New York, NY • May 8, 2018

[LEARN MORE](#)

IAB Tech Lab

Nulla vitae elit libero, a pharetra augue.
Vivamus sagittis lacus vel augue laoreet rutrum
faucibus dolor auctor.

[LEARN MORE](#)

IAB Education Foundation

Cum sociis natoque penatibus et magnis dis
parturient montes, nascetur ridiculus mus.
Aenean eu leo quam.

[LEARN MORE](#)

IAB Public Policy Office

Nulla vitae elit libero, a pharetra augue.
Aenean eu leo quam. Pellentesque ornare sem
lacinia quam venenatis vestibulum.

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Maecenas sed diam eget risus varius blandit sit amet non magna. Cras mattis
consectetur purus sit amet fermentum.

someone@example.com

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Digital Content NewFronts

New York, NY • April 30 - May 4, 2018

Join us for an exciting week of seeing what the world's biggest online publishers have in store for the rest of 2018 and beyond.

[LEARN MORE](#)

YOUR UPCOMING CALENDAR

CERTIFICATION PREP

Digital Marketing & Media Foundations Certification Training 1-Day Prep Course

New York, NY or Online • April 11, 2018

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EVENT

IAB Women Visionaries: Female Founders & Brilliant Bosses

New York City • May 8, 2018

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COMMITTEES & COUNCILS

Advanced TV Committee Meeting

New York, NY or Online • May 10, 2018

Social Media
Multicultural



Always On: A Global Perspective of Mobile Consumer Experience

RESEARCH • JUNE 13, 2017



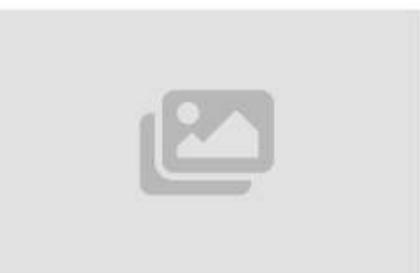
The Mobile Identity Guide for Marketers

THOUGHT LEADERSHIP • FEB. 27, 2018



Understanding Digital Commerce in the U.S. & China

THOUGHT LEADERSHIP • NOV. 10, 2016



A Global Perspective of Mobile Commerce

RESEARCH • SEPT. 27, 2016

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Maecenas sed diam eget risus varius blandit sit amet non magna. Cras mattis consectetur purus sit amet fermentum.

someone@example.com

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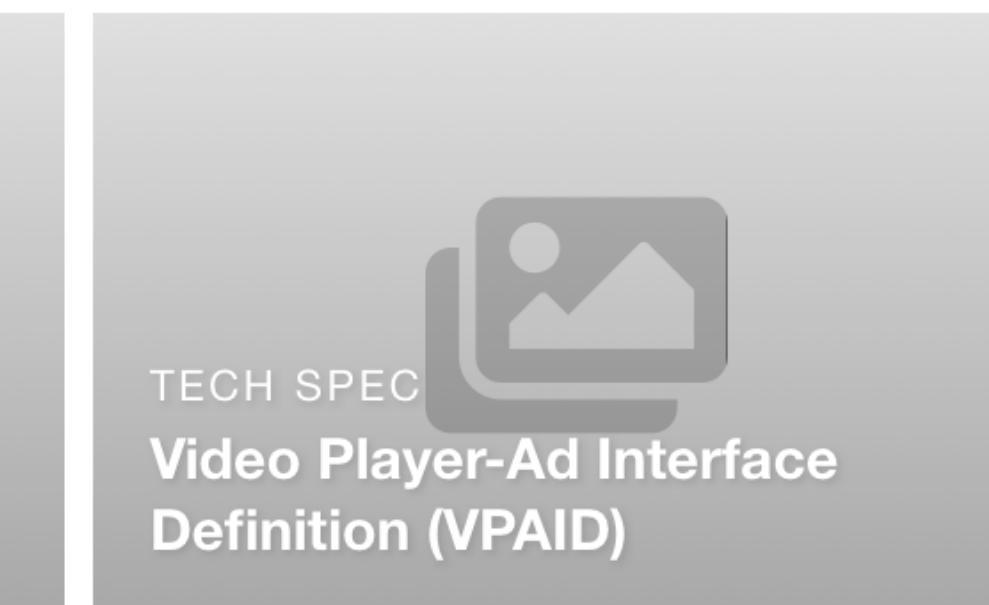
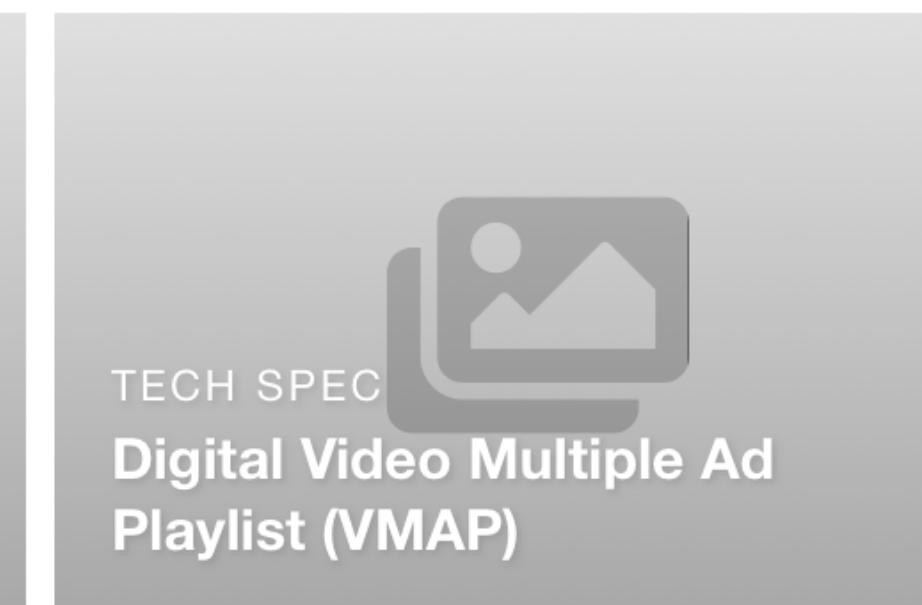
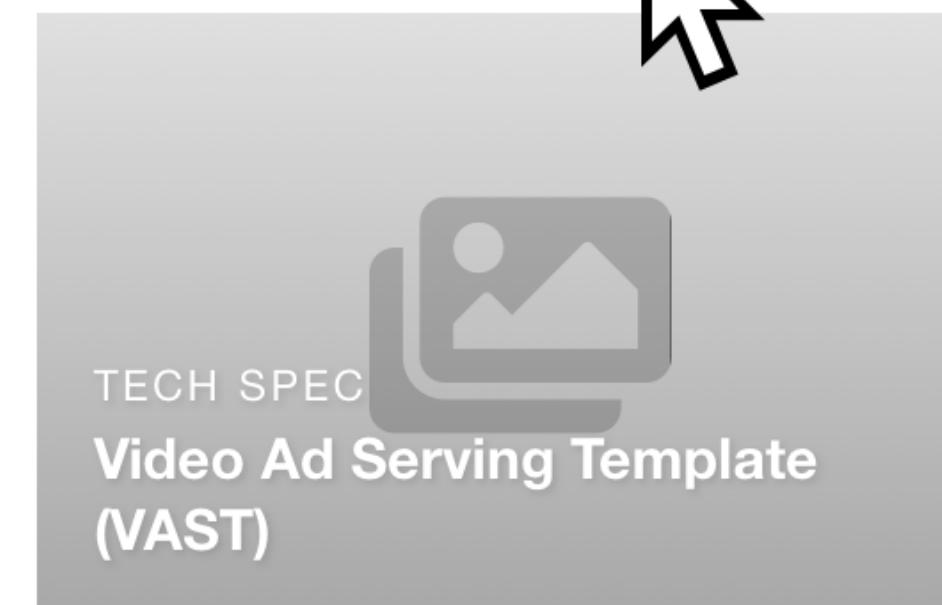
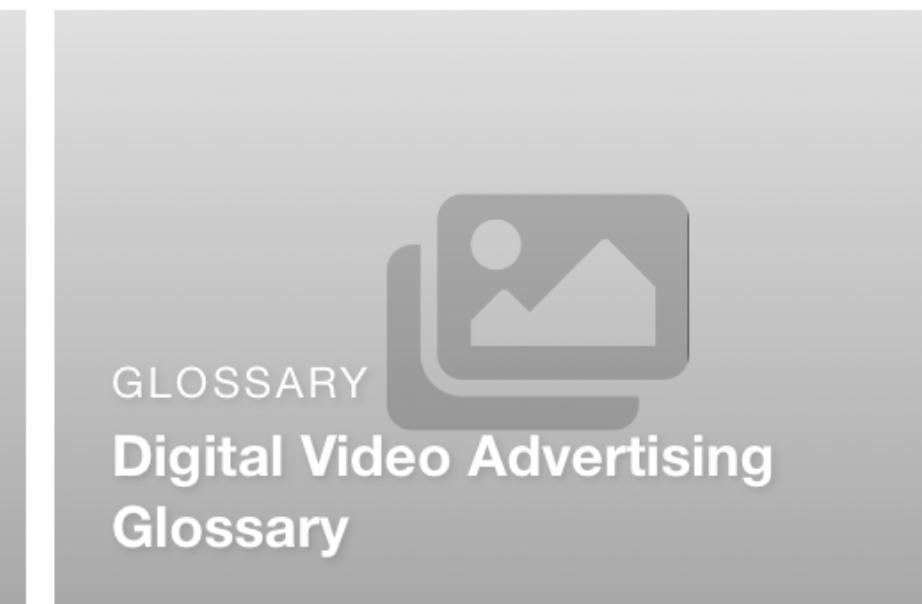
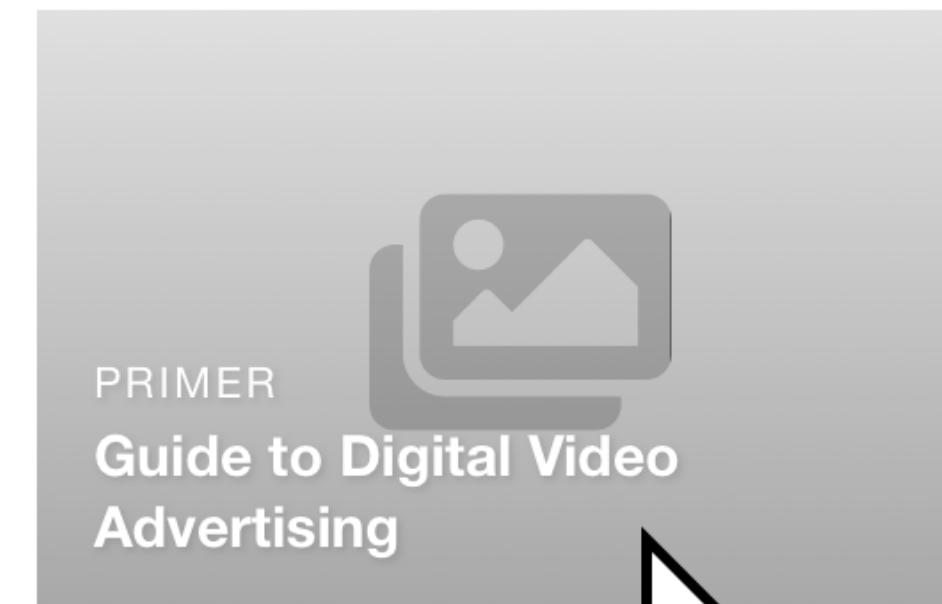
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Video

Tellus sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Maecenas faucibus mollis interdum. Pellentesque ornare sem lacinia quam venenatis vestibulum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

 FOLLOWING

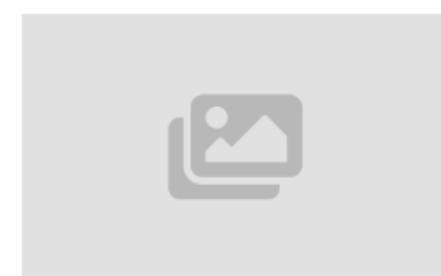
Related Committees & Councils

Digital Video Center of Excellence

A sentence or two about the Digital Video Center of Excellence that explains the difference between it and the committee with a very similar name.

Digital Video Committee

Along the same lines, this is a short description of this committee that includes how it's different from the above Center of Excellence.

**IAB Video Symposium 2018**

NEW YORK, NY • MAY 7, 2018

**Digital Content NewFronts 2018**

NEW YORK, NY • APRIL 30 - MAY 4, 2018

**IAB Video Leadership Summit 2018**

CARLSBAD, CA • JULY 9-10, 2018

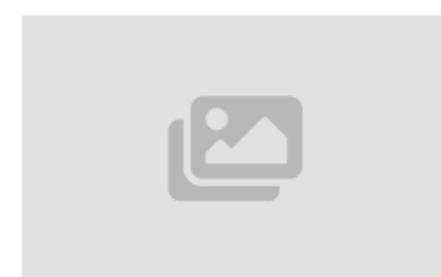
Education

Featured[Classes](#)[Courses](#)[Certifications](#)**Sem Pharetra Ornare Parturient Adipiscing**

CLASS • APRIL 12, 2018

**Egestas Consectetur Mattis Justo Porta Nibh Purus Inceptos**

CERTIFICATION

**Ultricies Sem Parturient Malesuada Ridiculus Nibh**

COURSE • APRIL 24 - MAY 17, 2018

**Cursus Adipiscing Pellentesque Pharetra Amet Nullam Aenean Vestibulum Dapibus Pharetra**

CLASS • APRIL 23, 2018

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Landscape

4. Video Ad Tech: Overview

- 4.1. The Player
- 4.2. Video Ad Server
- 4.3. Video Tags: VAST and VPAID
- 4.4. Video Player Technologies
- 4.5. Event Tracking
- 4.6. VAST Error Guide
- 4.7. Digital Video Container Format/Creative Format
- 4.8. Adaptive Bitrate Support
- 4.9. iFrames

4.10. The Player (Deep Dive)

- 4.10.1. Home-Built vs. Third-Party Video Player Companies
- 4.10.2. Player Impact on Ad Playback**
- 1 4.10.3. Standard Rendering
- 4.10.4. Custom Ad Playback
- 4.11. Ad Playback Capabilities and Limitations
- 4.12. Video Ad Server: Minimum Recommended Requirements
- 4.13. Digital Rights Management (DRM) Cross-Platform Capabilities

5. Audience, Data, and Measurement

6. Mobile Video

7. Video Automation (or

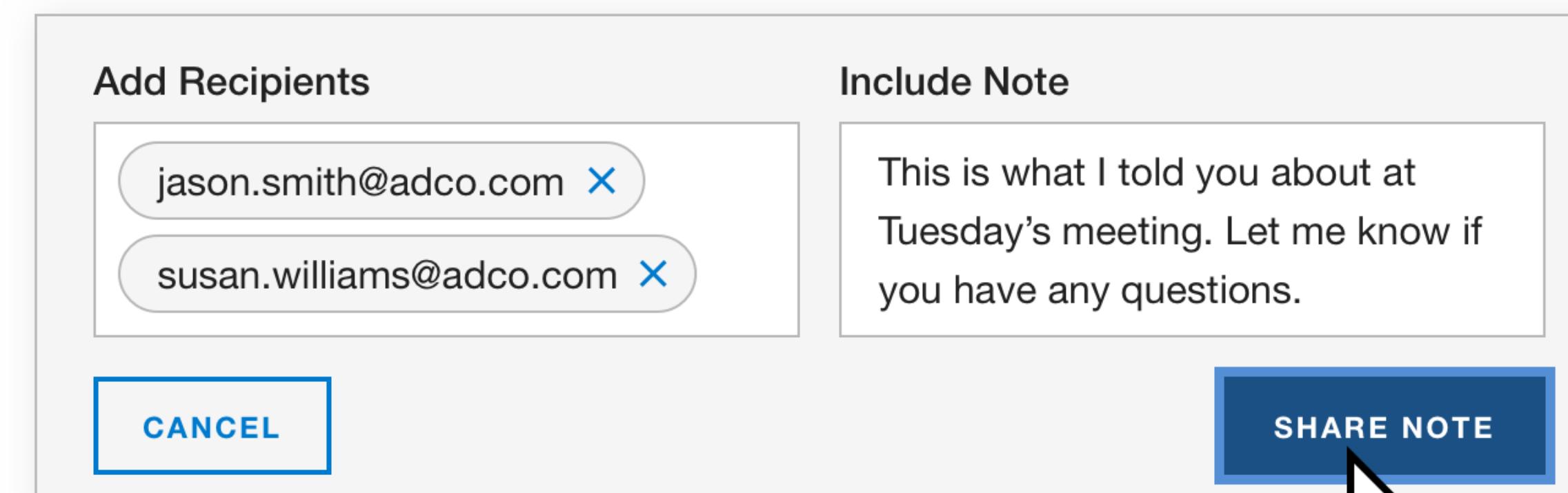
- Can handle many scenarios out of the box without custom development work.

4.10.2. Player Impact on Ad Playback

When it comes to actually displaying an ad, several variables are taken into account. Standard VAST linear ads interrupt content playback.

Interactive Media Ads (IMA) HTML5 SDK renders VPAID creatives in a cross-domain iFrame by default, which limits VPAID creatives access to the page **DOM**. As a result, some creatives may not work properly. Most VPAID ads expect friendly iframe access to the page DOM in order to work properly.

Additionally, the IMA SDK team [calls out ↗](#) standard vs. custom ad playback and the pros and cons of each in a recent [blog post ↗](#).



the user, it looks like one video player switching from content to an ad, but **in reality** it's another video player appearing on top of your content to play an ad and then disappearing.

The main benefit to this standard rendering involves buffering. Using a separate video player to render ads allows us to preserve your content buffer while ads are playing. If



IAB Women Visionaries

Female Founders & Brilliant Bosses

New York, NY • May 8, 2018



\$399 for IAB members
\$499 for non-members

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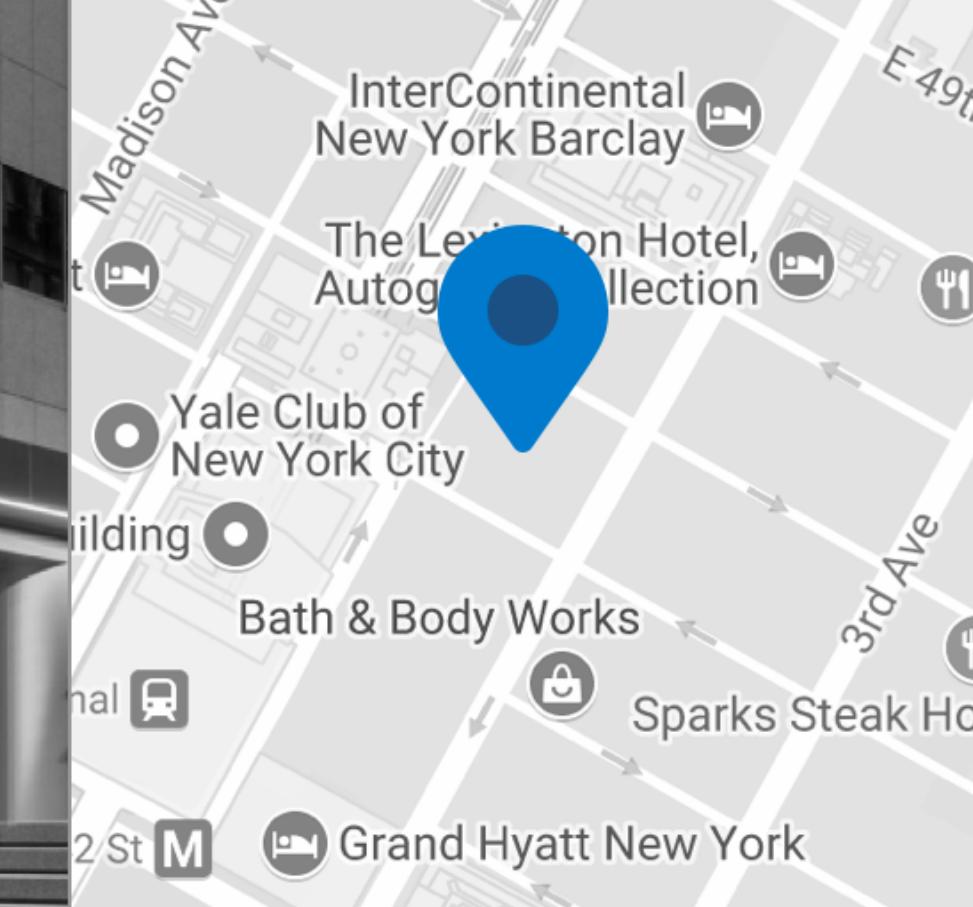
In this not-to-be missed, first-time event, IAB is convening top leaders in tech, media, and marketing to share great lessons in leadership and real-world takeaways to advance women's trajectories, and the workplace at large. This one-day conference will offer dynamic leader-to-leader management conversation. Nullam id dolor id nibh ultricies vehicula ut id elit. Vestibulum id ligula porta felis euismod semper. Female founders, brilliant bosses and



Convene
237 Park Avenue
New York, NY 10016

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Early bird tickets are now available for IAB Women Visionaries 2019!

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In the first iteration of this event, IAB convened top leaders in tech, media, and marketing to

About the Venue



RELATED



DOOR3

Design System

Background

About the project

On every DOOR3 project, even though the clients and their needs were different, there were certain UI components and UX flows that we found ourselves redefining and recreating over and over again.

In most cases a given project would have unique requirements, but a themeable design system could provide a basic starting point to accelerate the design and development process.

Ultimately, the design system would consist of:

- **design principles** that inform the creation of UI components
- **documentation** of the behavior of those UI components
- **design assets** used to create representations of those UI components
- **front-end code** for the actual UI components
- **design patterns** that suggest ways to use those UI components together
- **governance** to determine how all of the above would be distributed, managed, and updated over time

Fundamentals

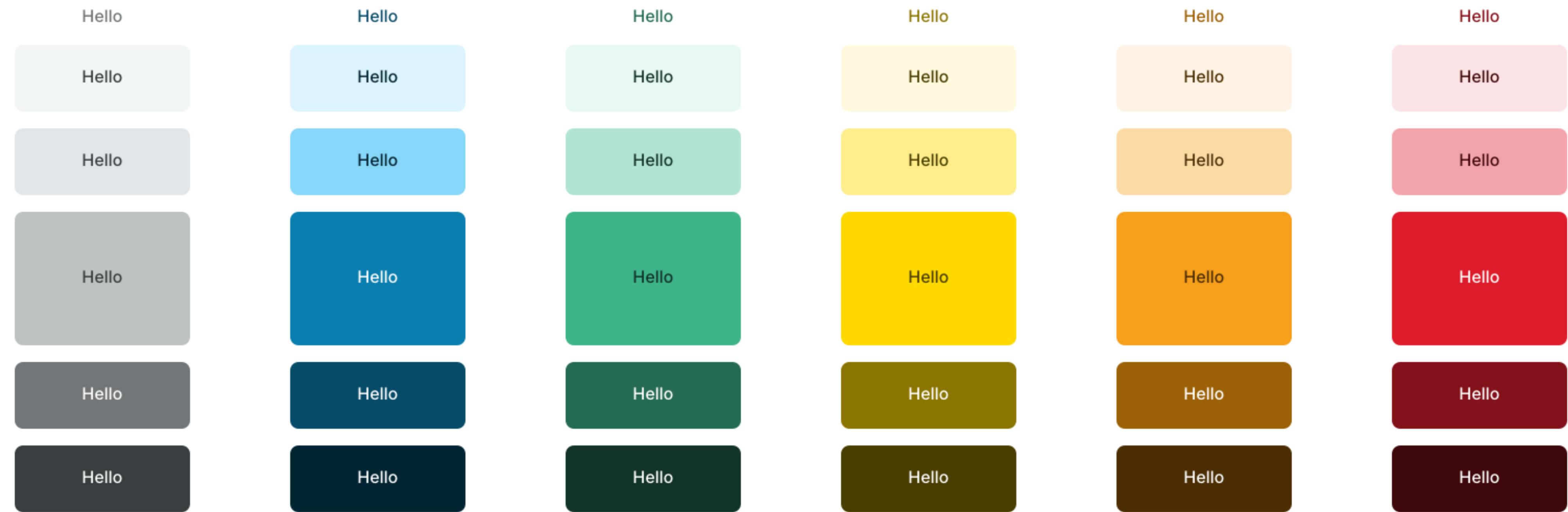
I used the term **fundamentals** for the things that needed to be considered (or explicitly agreed upon as irrelevant) on every project before a single pixel or line of code were created.

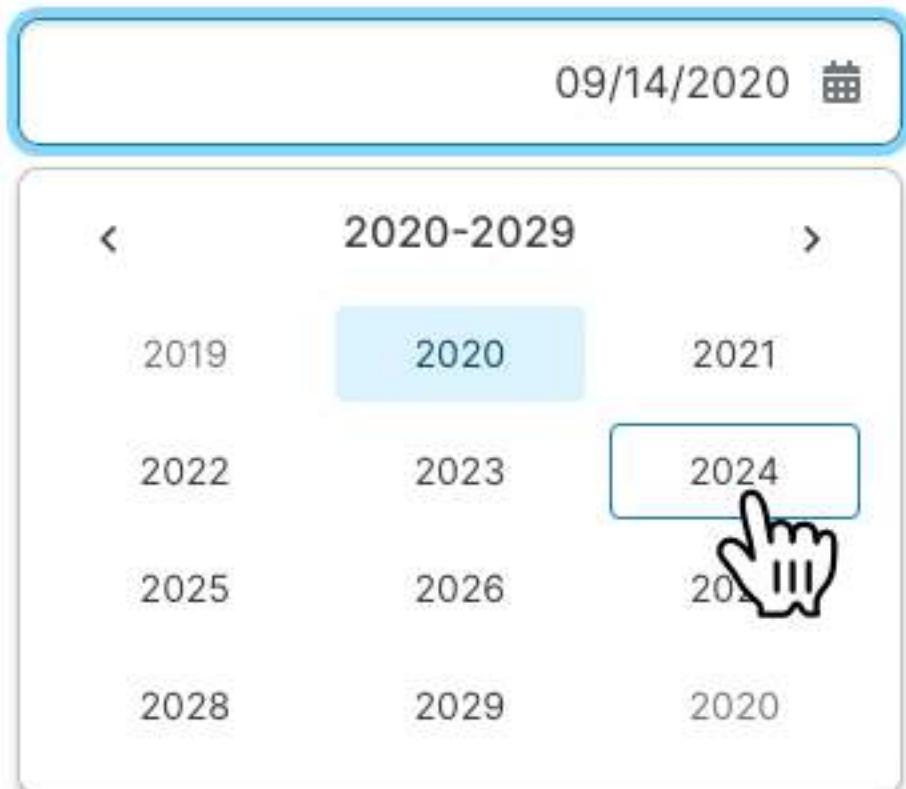
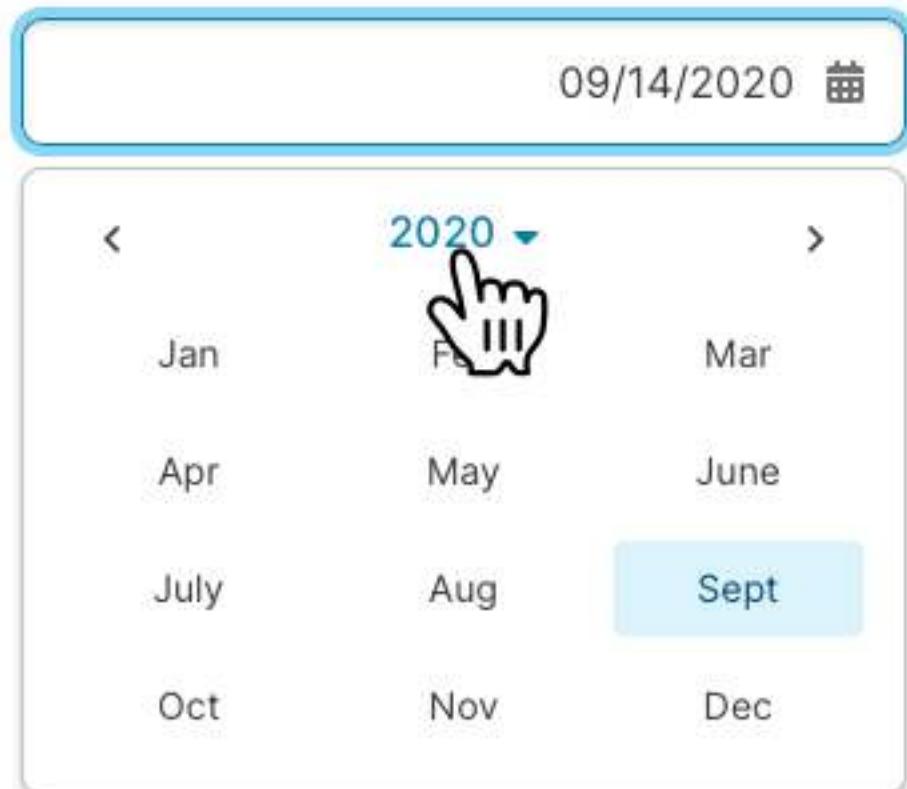
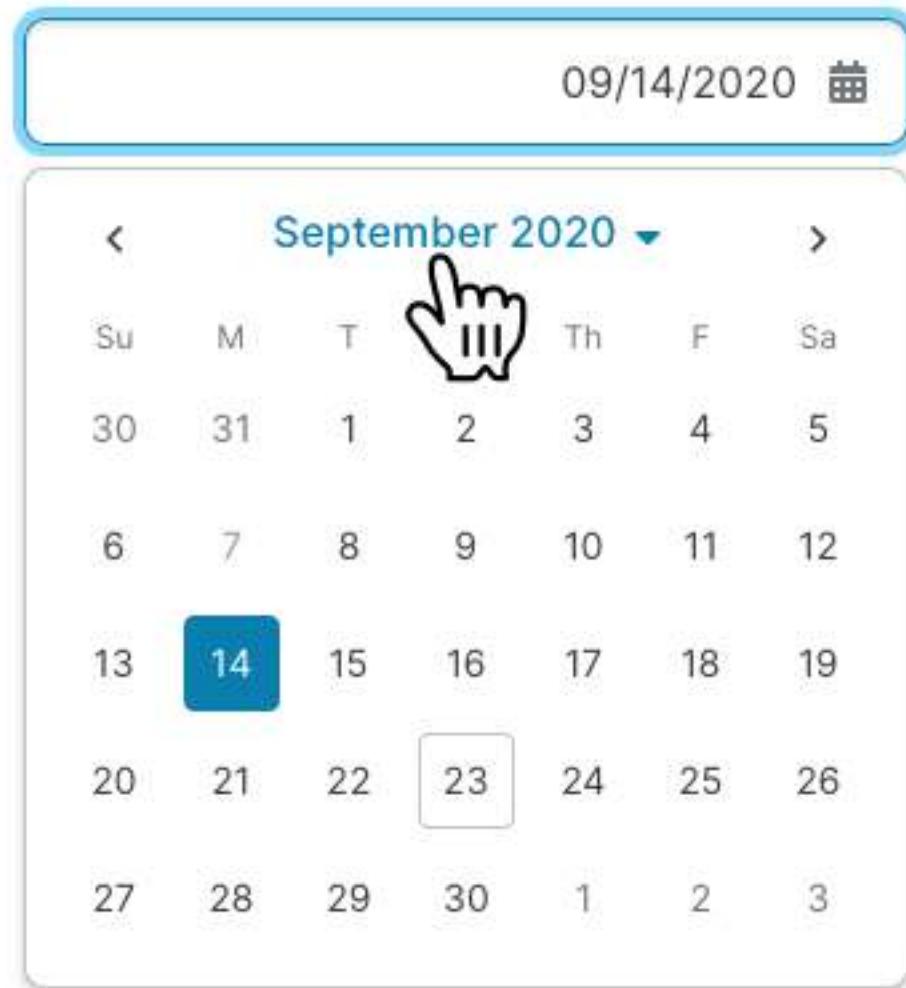
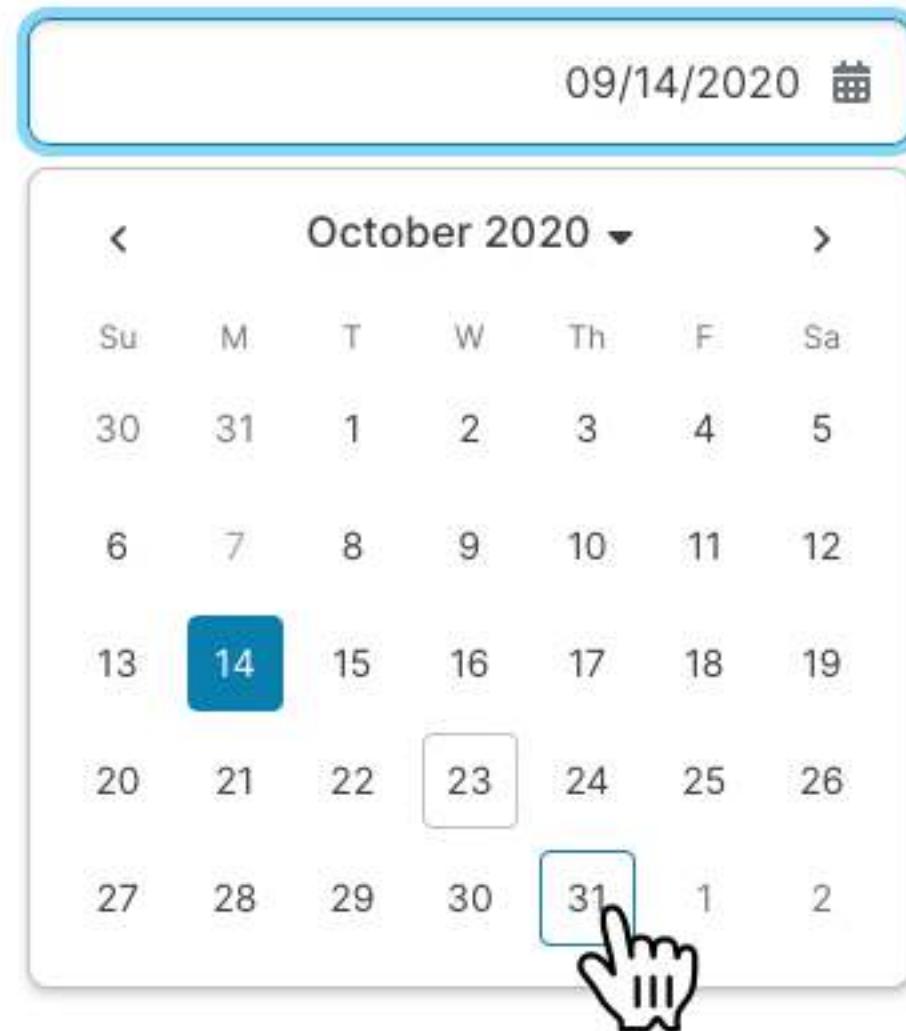
- Understanding the Business
- Understanding the Users
- Data Visualization
- Content Strategy
- Copywriting
- Imagery
- Animation
- Accessibility (A11Y)
- Scalability
- Search Engine Optimization (SEO)
- Internationalization (I18N)
- Working Offline
- Testing with Users

Patterns

I used the term **patterns** for the common flows or features that the design tokens and components within the design system would be used to create.

- Signup
- Authentication
- Password Reset
- Introducing New Features
- Geolocation
- Managing User Roles and Permissions
- Collecting People's Names
- Collecting Addresses
- Collecting Payment Methods
- Loading Content
- Search
- CRUD
- Multi-Step Forms
- Form Validation
- Exporting Data from a Collection
- Importing Data to a Collection
- Connecting Items
- Printing
- Sharing
- Version History
- Workflows
- Notifications



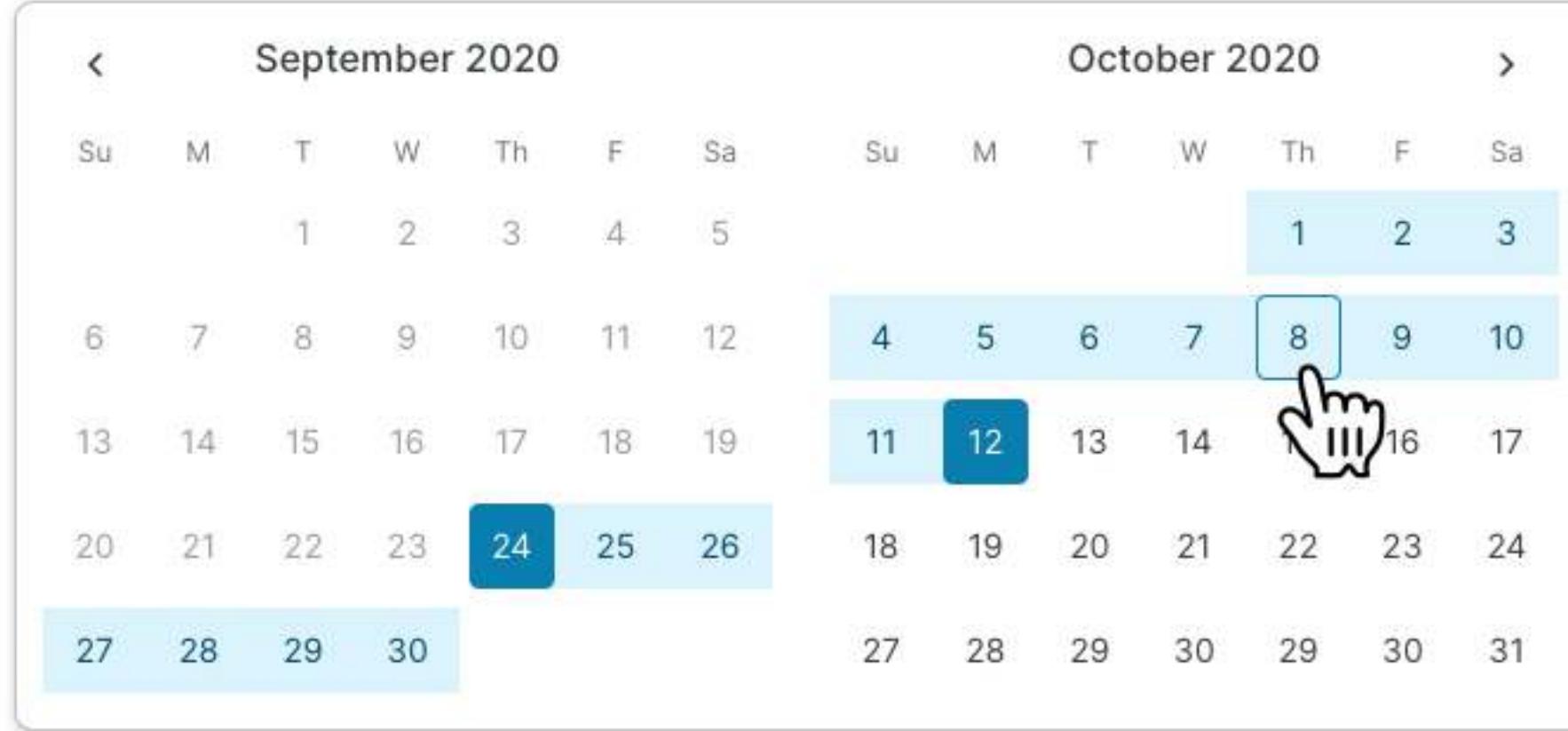


Departure date

09/24/2020

Arrival date

10/12/2020



Apples Optional

② Help

2 selected

Search

Green

Granny Smith

Newtown Pippin

Red

Pink Lady

Red Delicious

Apples Optional

② Help

Granny Smith

Red Delicious

Red Delicio

Green

✓ Granny Smith

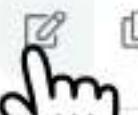
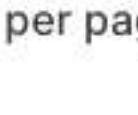
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Pink Lady

✓ Red Delicious



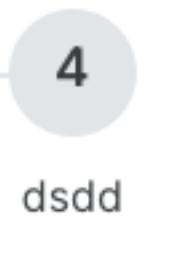
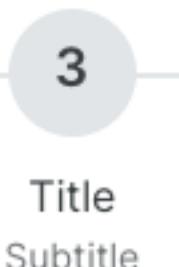
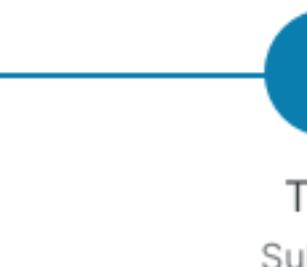
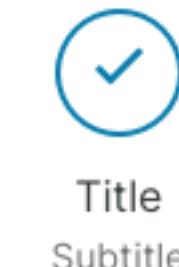
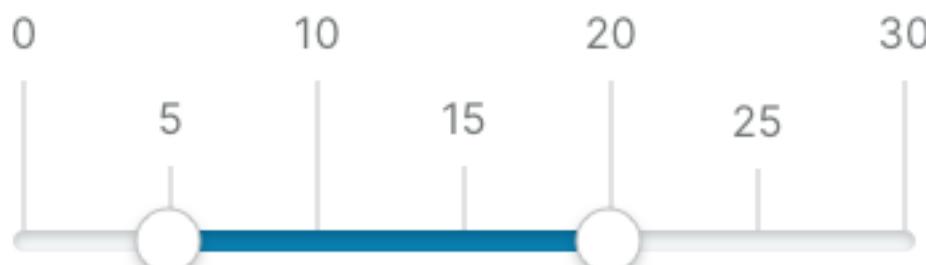
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<input checked="" type="checkbox"/>	Sit Dapibus	Etiam porta sem malesuada	8 applications  	\$1,234.56	Vivamus Sagittis Lacus Vel Augue	 No	2020-Sept-20	   
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Showing 1-10 of 1,234 results

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Items per page

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Preferred time
12:00pm 
✓ 12:00pm
12:15pm
12:30pm
12:45pm
1:00pm



Ansell

Guardian One

Background

About the client

Ansell is an international manufacturer of personal protective equipment of all types: gloves, sleeves, masks, goggles, headwear, and bodysuits.

They specialize in meeting the unique needs of many work environments, regardless of industry: manufacturing, food service, oil & gas, healthcare, life sciences, and more.

About the project

Guardian One is a system that allows Ansell's sales team to create personalized recommendations for the Ansell products that will best meet the needs of a specific prospect.

It was vitally important that it was clear how to enter information into the system correctly, so that the system could return accurate suggestions with a minimum of salesperson training, supervision, or rework.

Assessments ▾

Create New Assessment

Help

Step 1
Settings**Step 2**
Floor Plan

About this Assessment

Assessment ID: 5000207913

Assessment Name

AL Williams Guardian

Distributor Name

WW Grainger

Components

Customer Name

AL Williams Guardian

[Salesforce](#) ↗

Parent Account

AL Williams Worldwide, Inc.

Contact Name

TCO Savings

- Cost Performance
- SKU Reduction
- Laundering
- Dispensing
- Vending
- Injury Prevention

Per Application

- Critical Factors

One-Time Costs & Savings

Customer Name

AL Williams Guardian X

Salesforce 

Parent Account

AL Williams Worldwide, Inc.

Contact Name

Dianne Stevens X

Izabella Tabakova X

Industry

Choose an Industry ▼

Region

North America ▼

Currency

USD ▼

Description

Optional

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Cancel

Continue 

- Dispensing
- Vending
- Injury Prevention

Per Application

- Critical Factors

One-Time Costs & Savings

- Training
- Investments

Assessments ▾

AL Williams Guardian

Draft

Total Savings

+\$61,728.35

Summary

Floor Plan

TCO Savings

Training

Investments

Timeline

Report

Settings

Cost Performance

SKU Reduction

Laundering

Dispensing

Vending

Injury Prevention

Notes

Total Savings from Cost Performance

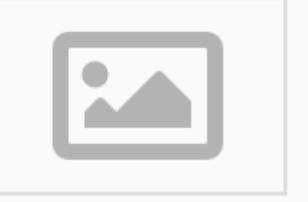
+\$223

Product Comparison

Current Products 3

\$356

Product	Cost	Used In	Replaced By	Actions
SuperGlove 1000	\$72.00	3 applications Show ▾	AlphaTec 58-430	
Body Suit MaxPro	\$72.00	6 applications Show ▾	AlphaTec 58-430	
Safety Sleeve XL	\$72.00	9 applications Show ▾	AlphaTec 58-430	

Product	Cost	Used In	Replaces	Actions
 AlphaTec 58-430	\$72.00	3 applications Show ▾	2 products Show ▾	  
 AlphaTec 58-430	\$72.00	6 applications Show ▾	1 product Show ▾	  

[!\[\]\(d6aad4f5f3a3490eafad821ab9ac8608_img.jpg\) Jump to Page](#)1 

Items per Page

10 [!\[\]\(d1a88bef3b1503d05207105457efd072_img.jpg\) Add Product](#)

Notes

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[Cancel](#)[!\[\]\(93891996b41fff7d4935b1c607f97b73_img.jpg\) Save Changes](#)

Assessments > AL Williams Guardian > TCO Savings > Cost Performance >

Add Current Product

Help

Step 1
Product Search

Step 2
Application Use

Step 3
Application Details

Showing 1,234 products

Region

North America

Search

Type a product name, manufacturer, brand, or style

+ Add New Product



AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:





AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:



AlphaTec 58-430

Manufacturer:



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Cancel

Continue



Thank you!

For more information...

- visit my website: <https://www.robkovacs.com>
- find me on LinkedIn: <https://www.linkedin.com/in/robkovacs46/>
- email me: roblastovacs@gmail.com