

Hi, this is Jar Hsuan. My portfolio site is currently undergoing further updates. New information has not yet been published. But ***I can't wait to share with you some of the major projects I've participated in in 2021!*** Please see below.

Participating in Memorisely UX/ UI Bootcamp

Ongoing

1) First Case Study: Maze (Ongoing Project)

⇒ [click here to view my Figma](#)

⇒ [click here to view the mid-fi wireframes](#)

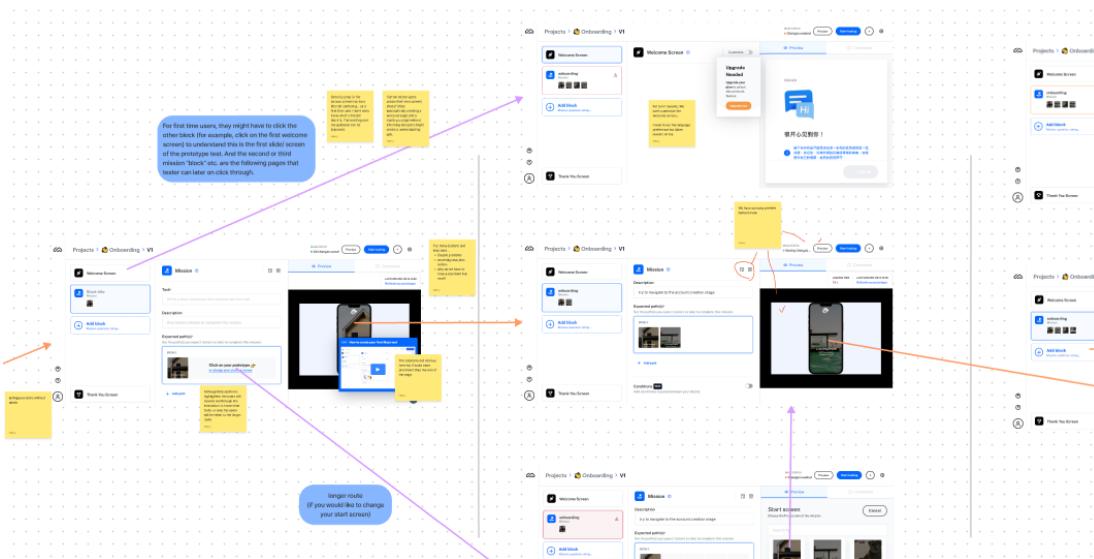


Figure 1: A screenshot of some of the observations I discovered during my hypothesis developing stage.

Maze is a remote testing platform that offers different professionals to collect insights from their target audience. The mission block is the most valuable block that Maze offers to its customers where it invites its customers to test out their prototypes. However, **it's currently challenging for our users to navigate and understand how to create usability tasks within the block. It's equally important that users are aware of the ability to add follow-up questions to track the success of each task.**

For this case study, **my team focuses on improving the experience of adding tasks to the mission blocks and suggesting meaningful as well as accurate follow-up questions to Maze's customers when they finish creating the tasks.**

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Visual Design & UX/UI Design Intern with Paladin Security
Sept 2020 to April 2021

1) Intranet SharePoint Platform ⇒ [click here to read a short slide](#)

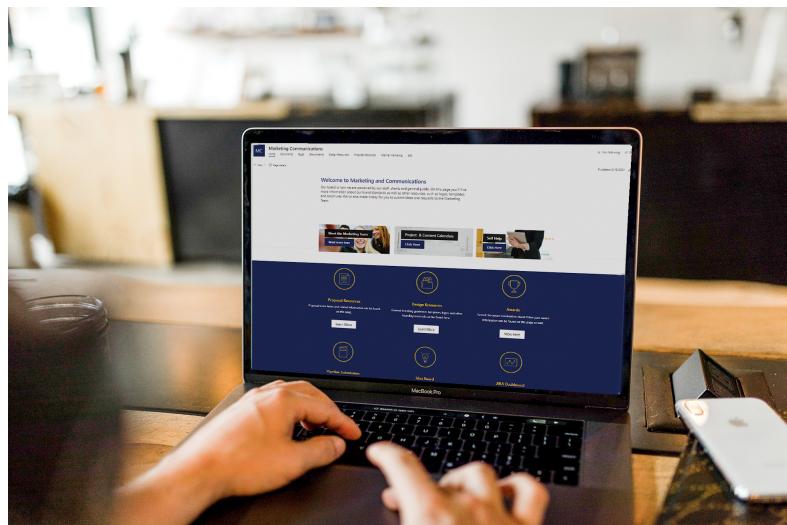


Figure 1: A picture of the final intranet SharePoint platform.

Due to the pandemic, the need of turning the company intranet platform into an engaging digital headquarter has become one of the major plans — this also applies to Paladin Security's internal SharePoint platform. My team wished to gather all the resources together so that it would be easier for people to work from home efficiently. However, was this really the only thing our employees needed? Is there anything that can benefit the company in the future? Working in an interdisciplinary team, I conducted surveys and interviews with Paladin employees to map their feedback based on their mindsets and emotions. The results showed they wanted to have better resource/tool organizations (aligning with the company expectation) and also — a sense of connection and support from Paladin remotely.

I then worked closely with the Sharepoint developer to understand the technical limitations of Sharepoint and collectively strategized ways to achieve the same outcome that employees wished. **We also took a step further to propose new ideas such as creating an open conversation board for employees to see what other branches have been doing or supporting existing content such as having employees' monthly corner or podcasts that could build Paladin into an active community in a long run.**

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2) Paladin and its group of companies in the US, PalAmerican's website homepage and career page revamp

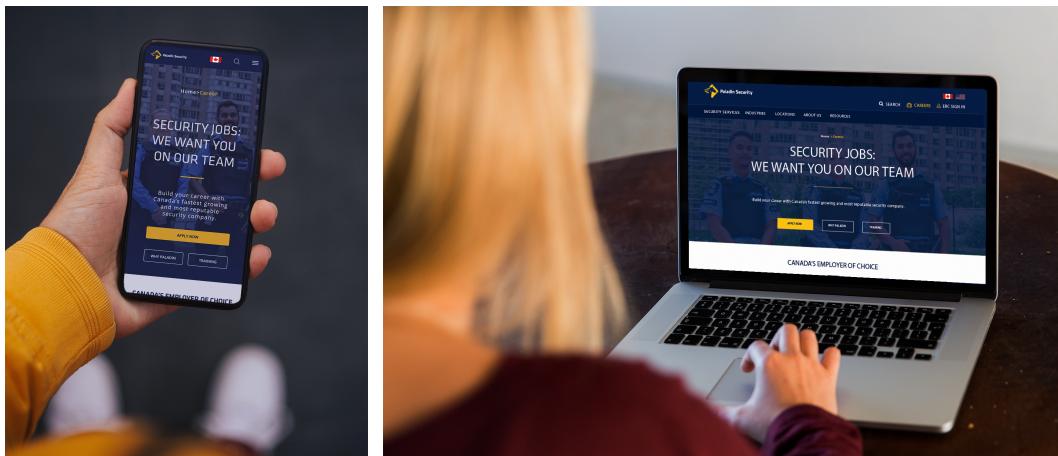


Figure 1: A collage of the final website on both mobile and desktop.

Introduction

Helping Paladin to refresh their web homepage and career page was the most difficult UX/UI project that I have worked on. It was because **we didn't have the time and budget to reach out to actual users to validate our design decisions. The only thing we could do was roll out our design quickly and collect insights in real-time.**

Problem Context

The reason why Paladin would like to revamp the current web pages was **Paladin had been struggling to recruit new security professionals. People didn't know about Paladin's culture and opportunities. Furthermore, they tended to call or email Paladin for general inquiries and job opportunities instead of browsing the website** (Figure 2). To assist the marketing and HR team's efforts in recruitment and collaboration, having an informative and engaging website is a must-have to maximize Paladin's impact. Hence, this refresh project became crucial.

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Figure 2: A heat map of our career page. We can see the main content is not being read through (blue). Improving our content and the ways we present them might be something we have to test out.

User Research Challenges

Before conducting any new user research, I reached out to my team to check whether there was any generative research about our job applicants. I was then given a document of job applicant profile where it listed out three different groups of people that interact with Paladin's job opportunities — they are the new generation of law enforcement graduates, immigrants with law, military or security backgrounds and career transitioners. Although it would be best to reach out to these groups of people to conduct further interviews, because of the budget, time and confidentiality concerns, I wasn't able to perform any of this research.

To best estimate and propose the next direction, I closely examined the applicant profiles and held meetings with the entire marketing team to further understand who these applicants were and any potential ways to pinpoint their major pain points. I discovered our main applicants had one major thing in common — most of them are new to either the industry or the country. This piece of information suggested that these job applicants possibly need more information

than just having a usual job description. Perhaps making sure to **highlight the company-paid training and employee growth/teamwork environment would be something crucial.**

To verify my assumptions, I quickly created a **user journey map to estimate our job applicants' emotions and feelings when browsing our website** (Figure 3). It turned out the **content could be more organized and goal-oriented. The content should help the viewers understand who Paladin is and how Paladin is able to assist them to advance in the security industry. Finding a way to represent these ideas more humanely would be ideal.**

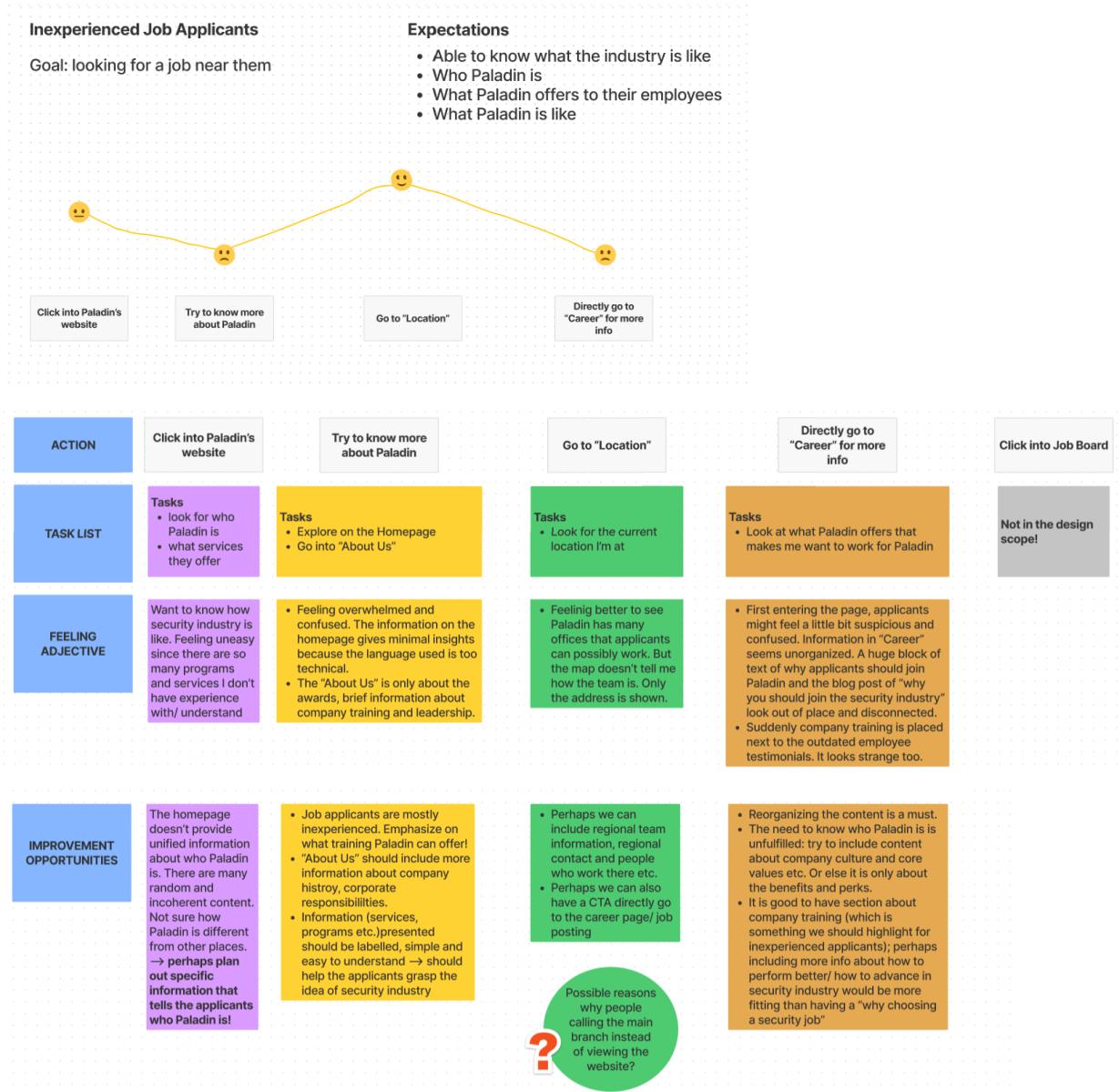


Figure 3: A screenshot of the estimated user journey map. The map shows a lot of places for content improvements. Perhaps the lack of these specific content had contributed to the applicants' decision of calling Paladin.

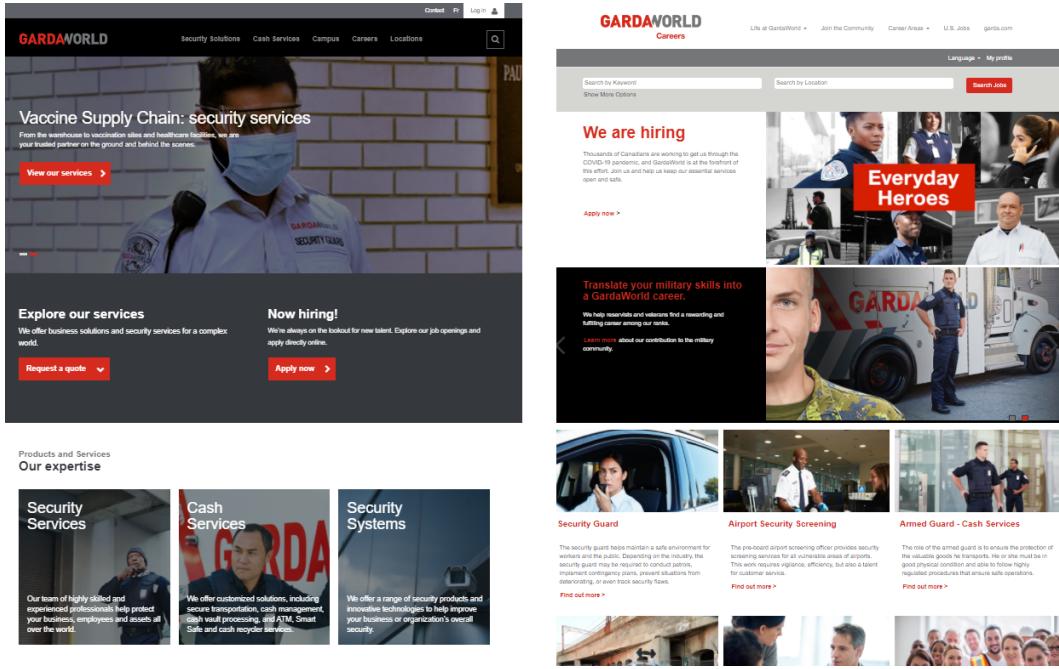


Figure 4: A screenshot of Paladin's top competitor — Garda World's homepage and career page. Garda World has detailed information about who they are and what they offer to their clients as well as potential job applicants. This clarity has inspired us to provide more diverse content and design opportunities.

A quick competitor analysis was done to examine how our competitor, Garda World, was doing for their job applicants since they are probably dealing with similar types of applicants (Figure 4). I found out Garda World introduces their services, hiring opportunities, company values and office location right away on their main page without visual distractions. Inside their career page, they have clear information about what positions they offer as well as further details about their work culture, locations and values. **Coming from a visual background, I also did a quick observation on the Paladin's layouts. Inclusive/diverse photos, clean layouts, accurate descriptions and noticeable primary buttons are needed to improve the current company image. I also suggested to the team to create new informative content so that our applicants can understand Paladin's core values, services and history.**

Discover the Major Problem and Verify New Opportunities

After collecting insights from Paladin's competitor and mapping out a user journey, I decided to do a narrower observation on the existing user flows to explore opportunities. When the users came to the website, they faced a pile of information about the services provided by Paladin and all the security programs Paladin tailored to different industries without much context. The website also included a long list of irrelevant contact sections, blog content without any specific focus that helped build Paladin's professional image and company culture.

Website users might not know Paladin has a group of sub-companies tackling various security issues. **It took me a while to discover that some services stated on the website were a part of the sub-companies responsibilities. The**

inconsistent website information forced the users to call instead of fully trusting Paladin's website.

When we took a look at the actual **career page itself**, it didn't have information that describes Paladin's company culture — even when users move to the "about us" page, users were greeted with awards and leadership and not so much about Paladin's commitments and Paladin's core value — **Paladin Difference**. After these observations, the previous journey map and competitor findings, our team decided to collectively explore ways to **build trust back through content refreshes and sorting out where to embed Paladin Difference**. Since I was only in charge of the career page and the homepage, I mapped out the places that could be improved (Figure 5).

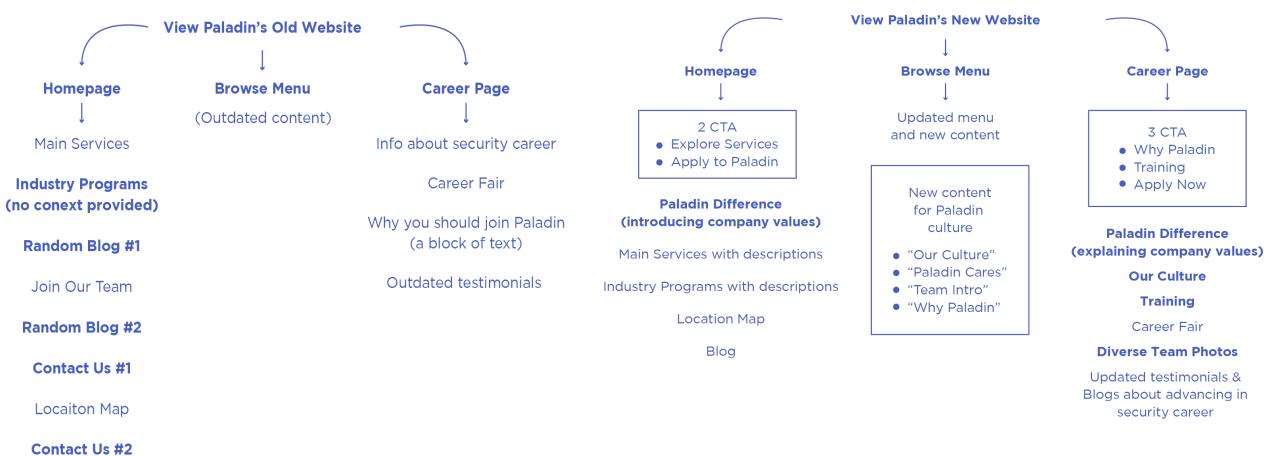


Figure 5: This is a representation of how Paladin's websites look like before/after the refresh. There were not many actions users could take in the old website. The content was also outdated as well — which might have created disconnection and confusion. By laying out the sitemap of the old website, my team was able to discover where to place effective content to improve user experiences and introduce Paladin as a company that cares for people's safety.

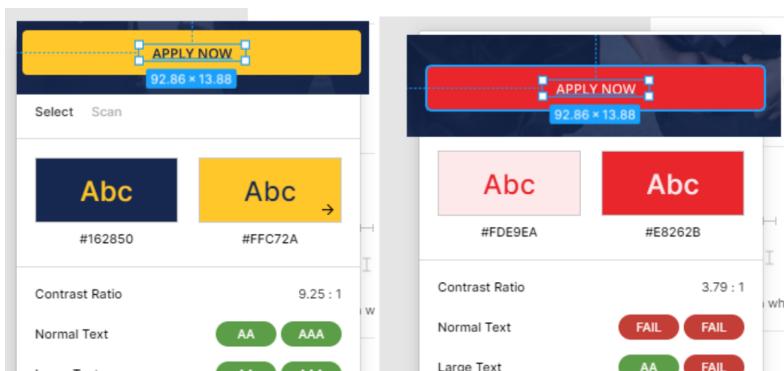


Figure 6: A screenshot of me trying to find out what colour combination works for the buttons by going through accessibility guidelines. Feasible options were then submitted for further reviews

Working with these ideas in mind, I put forward several desktop/mobile wireframes using Illustrator and Figma. I also **created their first-ever version of the design system to further improve SEO performance** (Figure 6&7). Currently, the websites are live for further revisions.

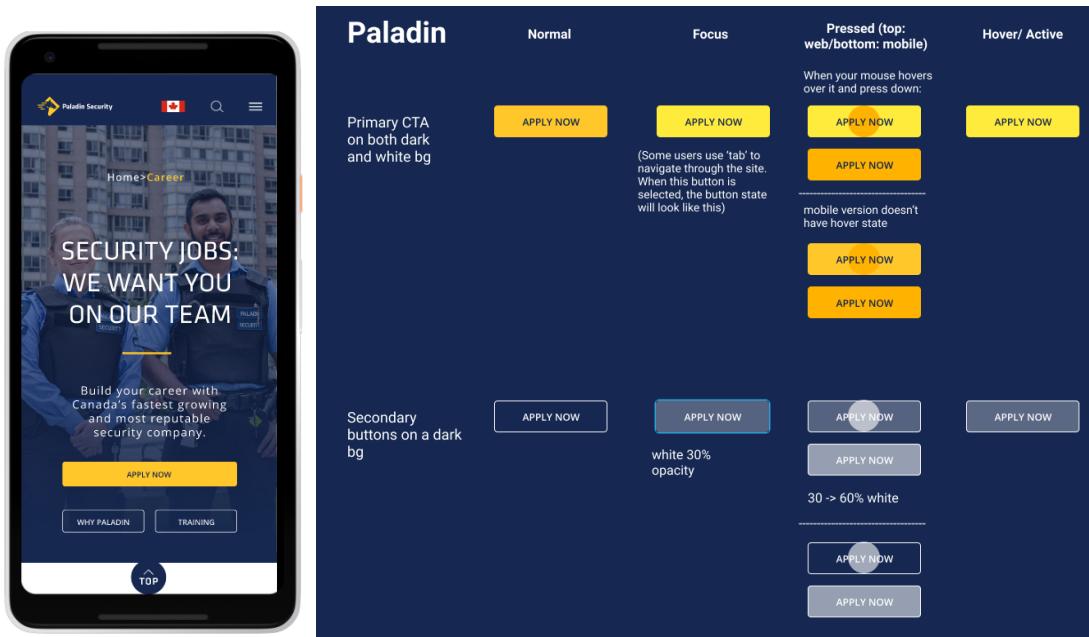


Figure 7: a screenshot of the [mobile prototype made on Figma](#) and a snippet of the very first design system/ style guide for Paladin's website.