



Siuan McGahan

---

# Product Design Portfolio



# About Me

## Siuan McGahan

---

 x@siuan.com

 +1 802 829 9198

 [linkedin.com/in/siuan/](https://linkedin.com/in/siuan/)

I am currently Principal Product Designer on **Deloitte**'s Hybrid-Operate DesignOps team.

I have over 25 years of experience in digital media, ranging across mission simulation and instrument modeling at JPL (NASA), through visual effects on *The Lord of the Rings: The Return of the King*, to my current role in product design at Deloitte.

I have a keen interest in emerging technologies such as AI, **XR**, Spatial Computing, and 3D prototyping, as well as designing for increased accessibility.

# Contents

## CONFIDENTIALITY

Some case studies will include intentionally masked content in order to protect confidentiality.

## SHARING

Please do not share this portfolio.

### 1 Case Study: **Matchlight**

Matchlight is a B2B SaaS product that monitors the dark web for client assets...

### 2 Case Study: **Money on my Mind**

Money on my Mind is a mobile app used by low-income participants to encourage...

### 3 Overview: **Other Projects**

Brief overview of other selected projects...

# Case Study

## Matchlight



## OVERVIEW

### **Matchlight (2019-2021)**

Matchlight was a Digital Risk Protection (B2B SaaS) solution that monitored for customer asset exposure across the deep, dark and open web. Differentiated by patented Fingerprinting technology, Matchlight could “find a needle in a haystack, without seeing the needle” and then alert customers.

**Role:** Principal Designer. Design team of one, in close collaboration with Director of Engineering and VP of Product.

**Deliverables:** Discovery, Competitive Analysis, Interviews, Surveys, Personas, Requirements, User Stories, Card Sorting, User Flows, Wireframes, Mock-ups, Prototypes, Usability Testing, Visual Design, Data Visualization, Animation

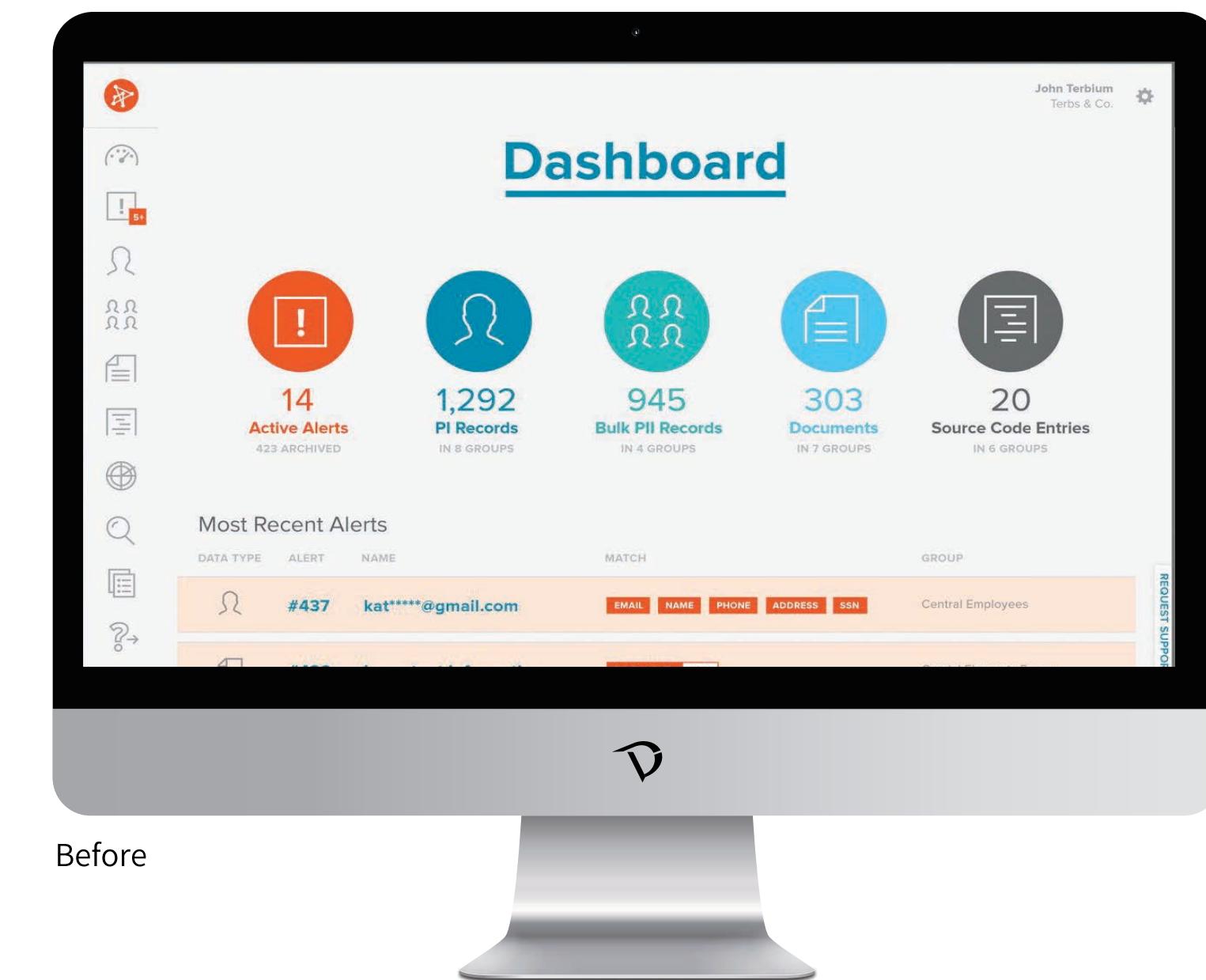


## THE PROBLEM

The original product focused solely on **dark web data intelligence** and though Terbium Labs was one of the pioneers in the field, there were an increasing number of competitors with broader scope and newer, easier-to-use products.

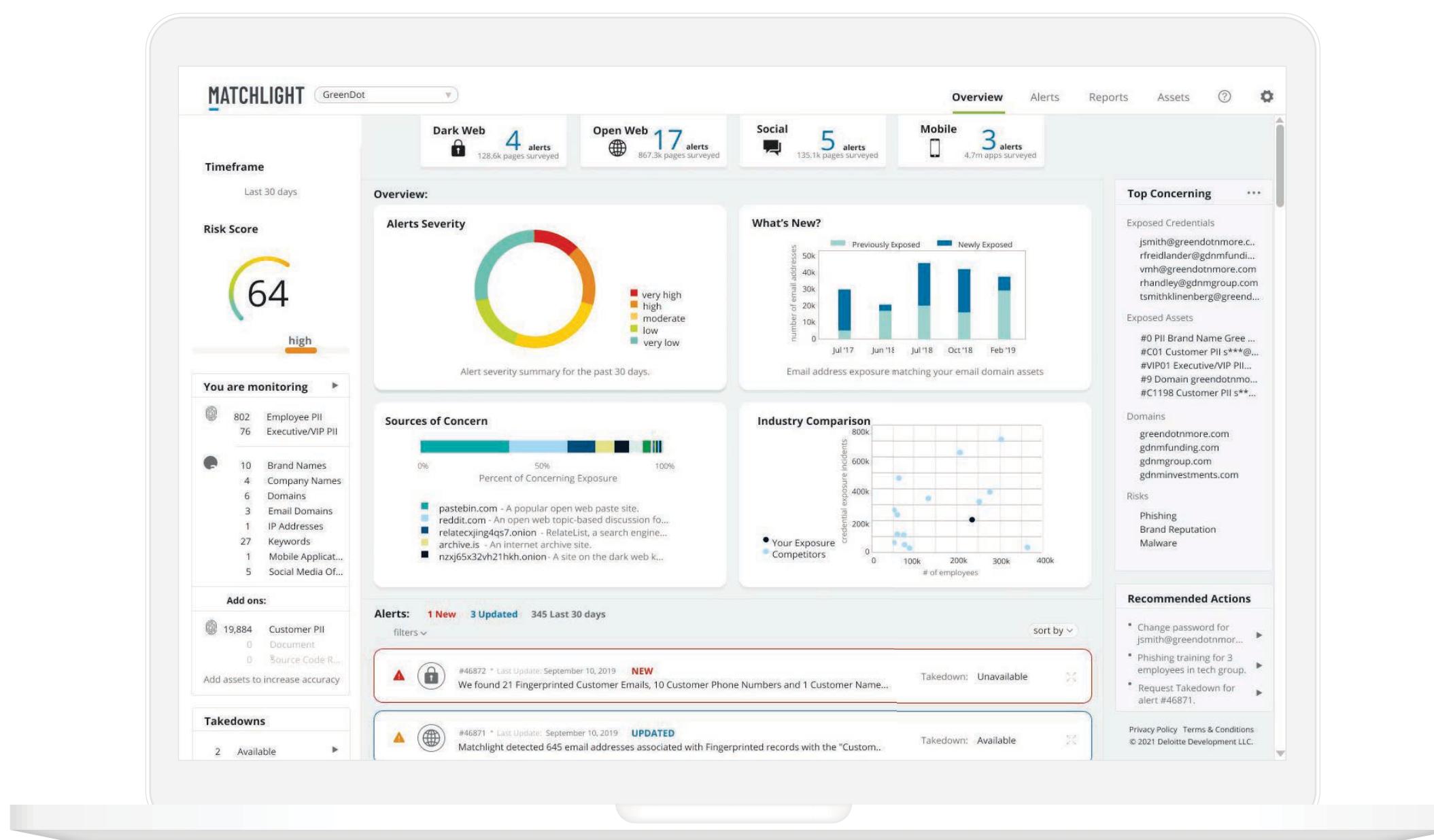
### The issues:

1. Customers did not seem to understand the key **differentiator**, the fingerprinting process, and were not utilizing this option optimally.
2. Customer **retention** for the original version was low.
3. Customers they had retained, relied heavily on human analysts for alerting and reporting, rather than utilizing the portal. Accordingly, costs were high and **scalability was limited**.
4. The User Interface (**UI**) did not look modern.



## THE SOLUTION

# A completely redesigned (and rebuilt) **Matchlight!**

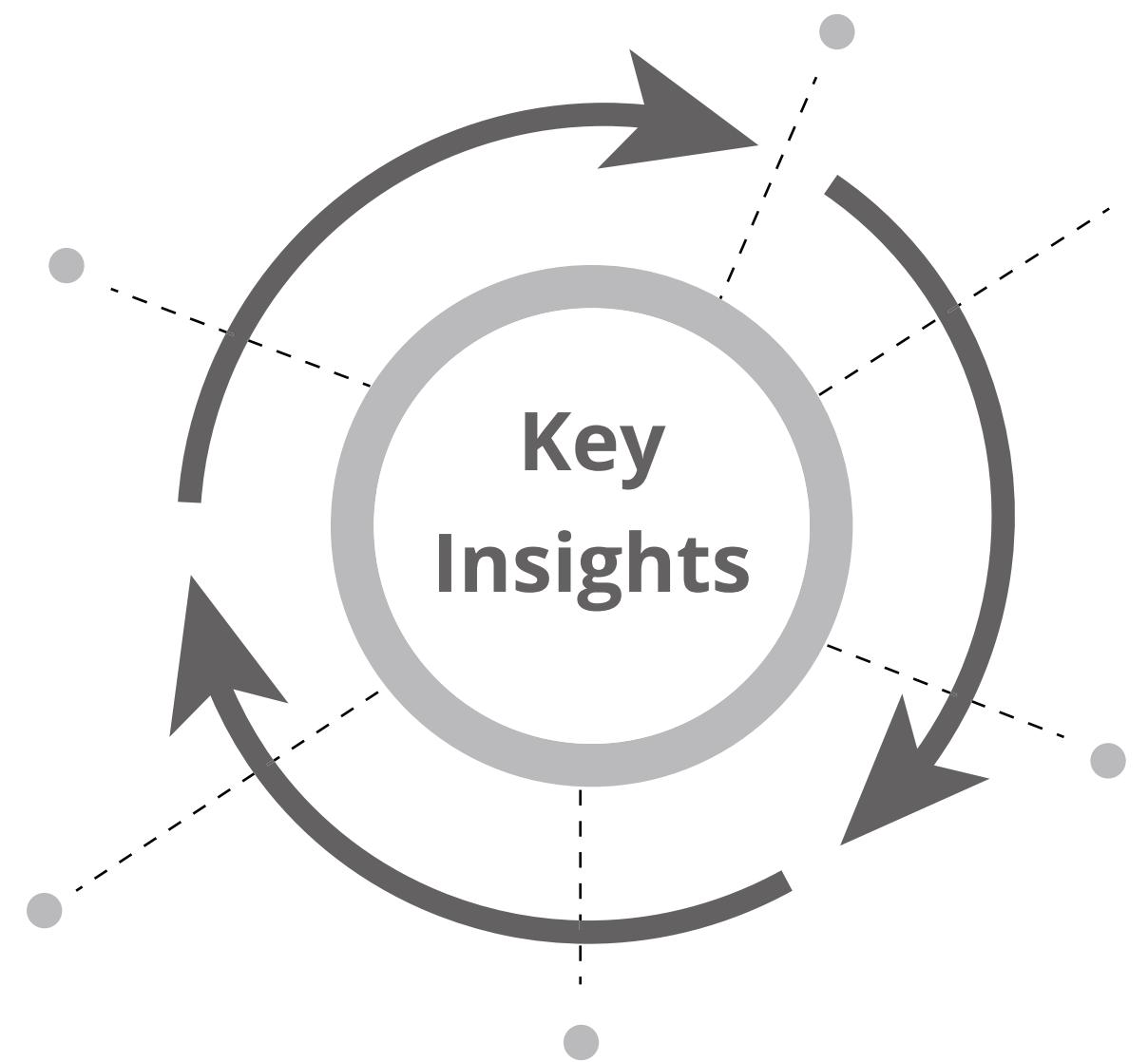


Featuring:

- ✓ A streamlined, "**social media**" inspired layout.
- ✓ A feed of **curated** alerts anchored by data visualizations that quickly tell the story of "who, what, when, where and how?"
- ✓ Combined **alerting** for all asset types in a single feed, featuring always visible, "lay of the land" insights.
- ✓ A focus on simplicity, visibility, ease of use and reducing **noise**.

## RESEARCH

I had 6 weeks to conduct research, write user stores and build a prototype. For research, I focused on **interviews**, **personas**, **usability testing**, **story mapping** and **competitive analysis**. My initial insights:

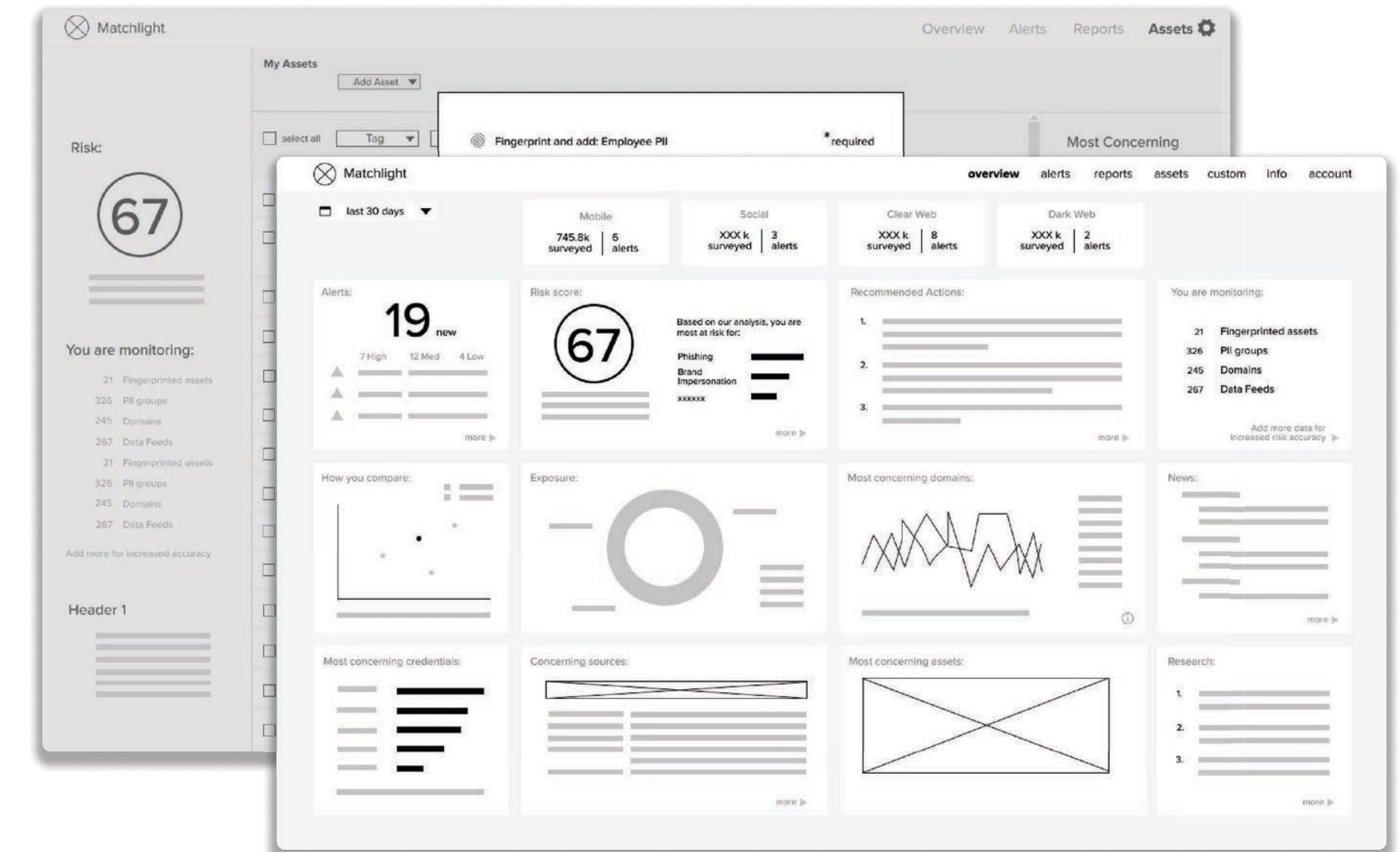


- It was originally believed that users wanted depth of information, but it turned out they really wanted to **streamline** and cut noise.
- Users found the **data visualization** charts and graphs confusing, color palettes were not optimized or differentiated.
- Competitors' dashboards were more modern looking and **easier to navigate**. Customers preferred Recorded Future and ZeroFox.
- Once we created a streamlined alerting system, we were surprised to find some customers wanted to use our system in conjunction with Recorded Future. This opened up an unanticipated **market!**

## EARLY WIREFRAMES

First step involved **low fidelity wireframes**. We tested many arrangements of cards on the landing page to see which told the right story. Some of the decisions made by these early iterations included:

1. Introduced “**Risk Score**” on both the account level and alert level.
2. Collaborated with Data Science team on **algorithms** for risk scoring and how alert score would “roll-up” to account score.
3. Included a list and categorization of which assets were **monitored** at the beginning of the story, to “set the stage.”
4. Grouped “**Top Concerning**” and recommended action lists together on the right side of the screen as the finale.
5. Leveraged a **Social Media** inspired layout, with a feed of posts in the middle, that aggregated alerts and summarized findings.



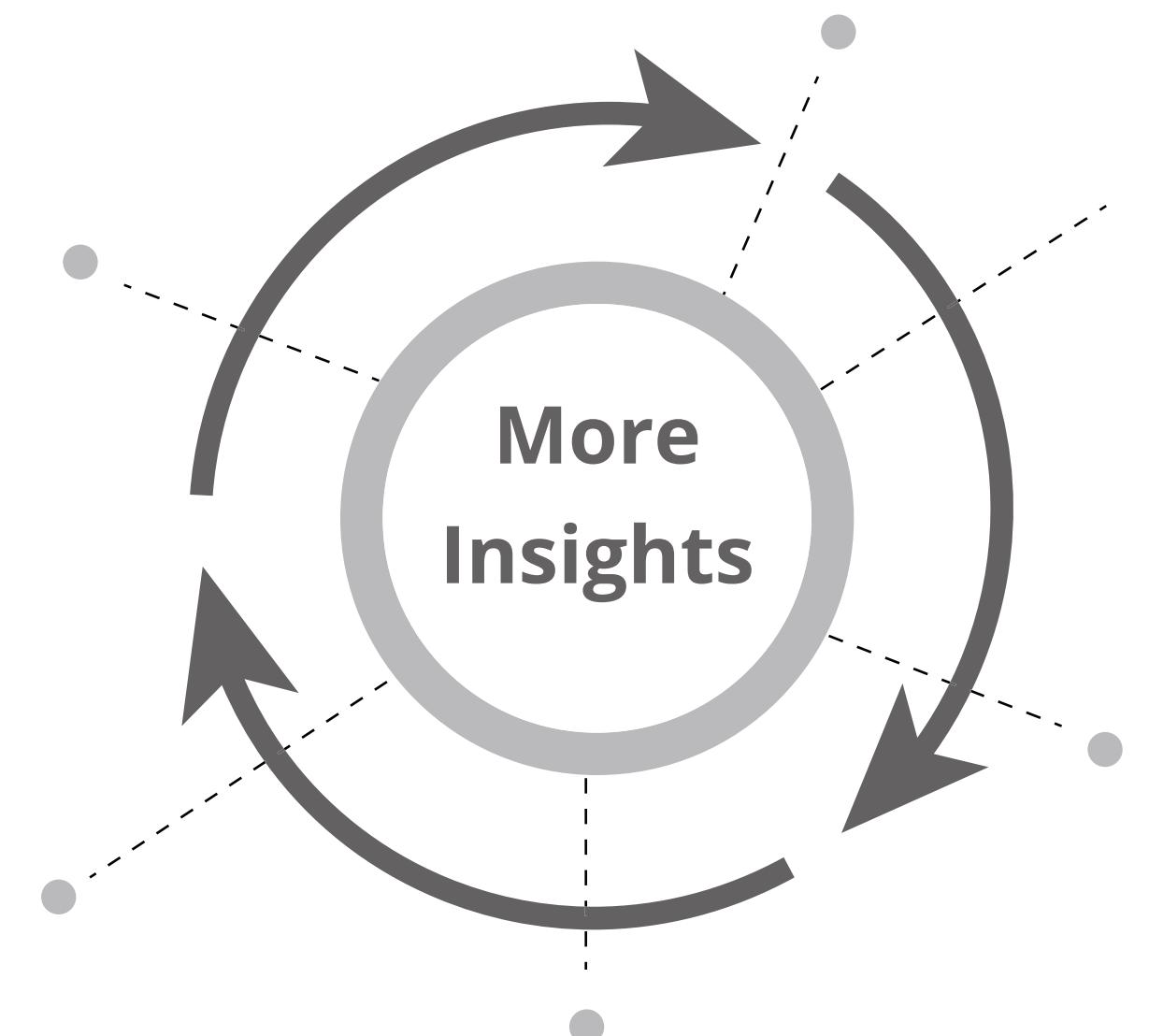
## HIGH FIDELITY DESIGNS



- ★ We kept everything clean and “**minimal**” so the data visualizations stood out, without feeling cluttered.
- ★ 3 complimentary color palettes:
  - Traffic light for **hierarchical** data.
  - Equal weight, but distinct hues for **categorical** data, that did not include the traffic light colors.
  - Gradients for **relational** data.
- ★ Tested charts for **accessibility** and vision differences, especially when presented as thin lines and dots.
- ★ Introduced **icons** for key concepts.

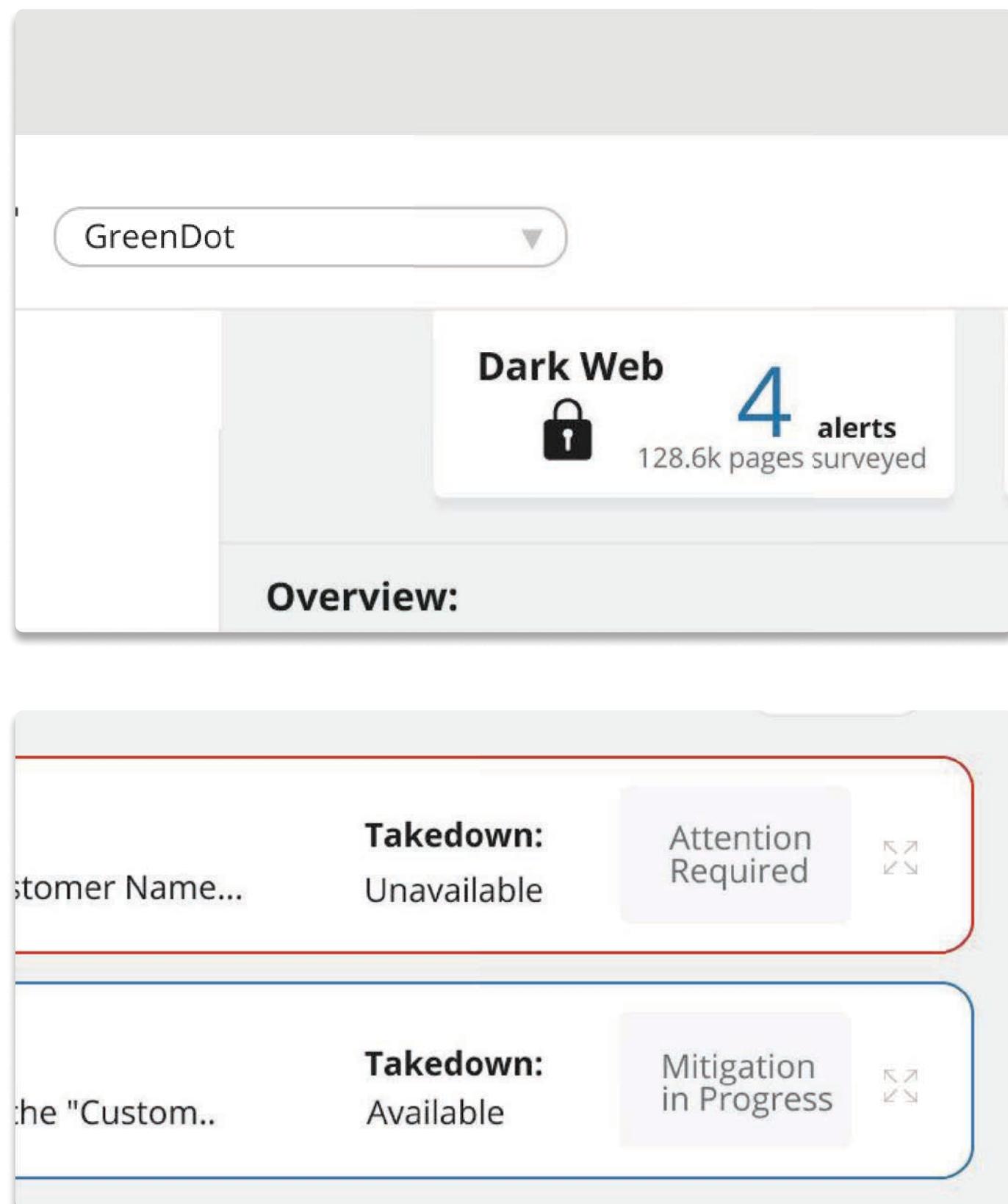
## MORE USABILITY TESTING

Once the prototype was built, **usability tests** offered more insights:



- Analysts needed an easy way to easily **switch** between the analyst portal and a client view (without having to login separately.)
- Analysts were frustrated **drilling** into layered details and leaving the original page. They liked the “Recorded Future” style of opening layered modals that they could move and close.
- Analysts wanted **status** of which alerts were already seen.
- Users wanted **in-app messaging**.
- Users wanted **image search**.

## IMPROVEMENTS BEFORE MVP



Some features we included in response to initial usability tests:

- ★ A drop-down option to **switch views** between admin portal and client view.
- ★ Alerts opened in **modals** for quick review, comparison and closing.
- ★ Two different kinds of **status**.
  - System generated. We called state.
  - User generated. We called status.
- ★ We introduced a **commenting** feature on alerts, and also included a change log.

## ONGOING IMPROVEMENTS

Over the **two years** following our initial release, we introduced many new features based on user feedback and testing. Some updates included:



- Leveraged more opportunities to educate users about “**Fingerprinting**”
- Introduced pre-populated alert **templates**, to streamline analyst input.
- Added a **library** of found sites for automation of alert population
- Developed a system for bypassing **captcha** on dark web sites.
- Capability to identify and merge **mirror sites**, for streamlined reporting.
- Introduced **workflow** capabilities to assign alerts and offer increased status visibility.
- Incorporated dark web **snapshots** to minimize users’ need to access the dark web.

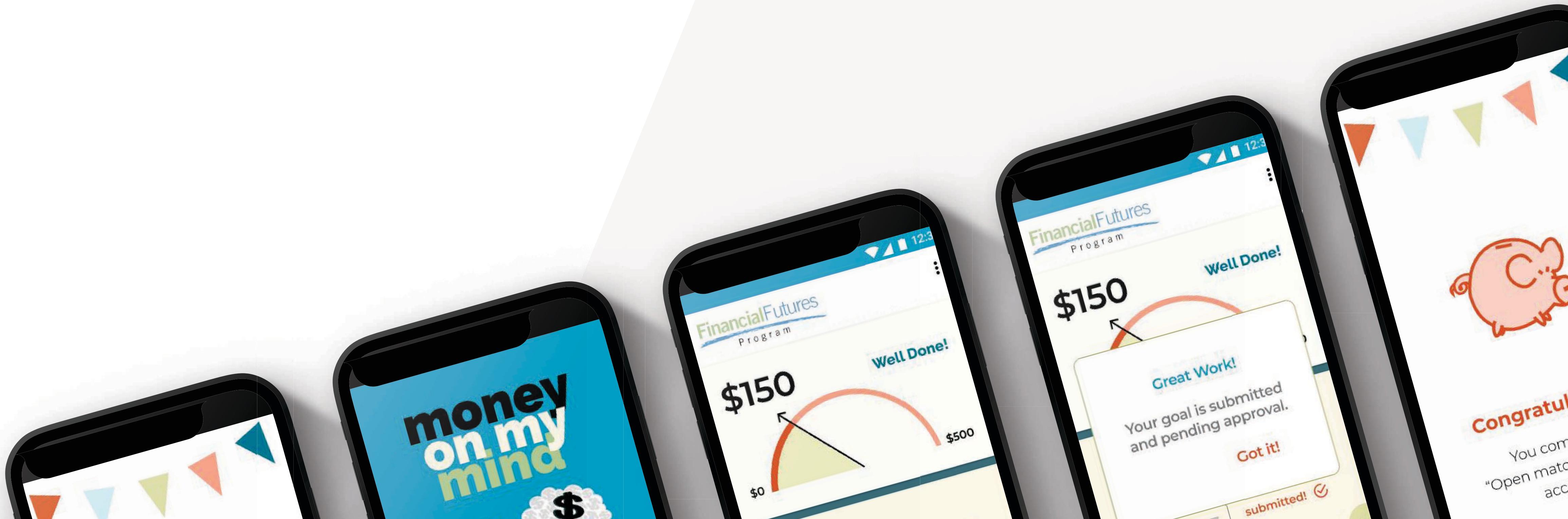
## IMPACT



- Customer retention increased **500%** in the first year.
- Analysts were able to increase the number of accounts they could service by **a factor of 10** within one year.
- Sales to new customers increased by a factor of 7 **within 6 months**.
- Customers routinely commented on how easy and **intuitive** the tool was to use.
- Matchlight received **5 stars** on reviews via Gartner.
- Within two years, the product was **acquired by Deloitte**.

# Case Study

## Money on my Mind



## Siuan McGahan | Case Study: Money on my Mind

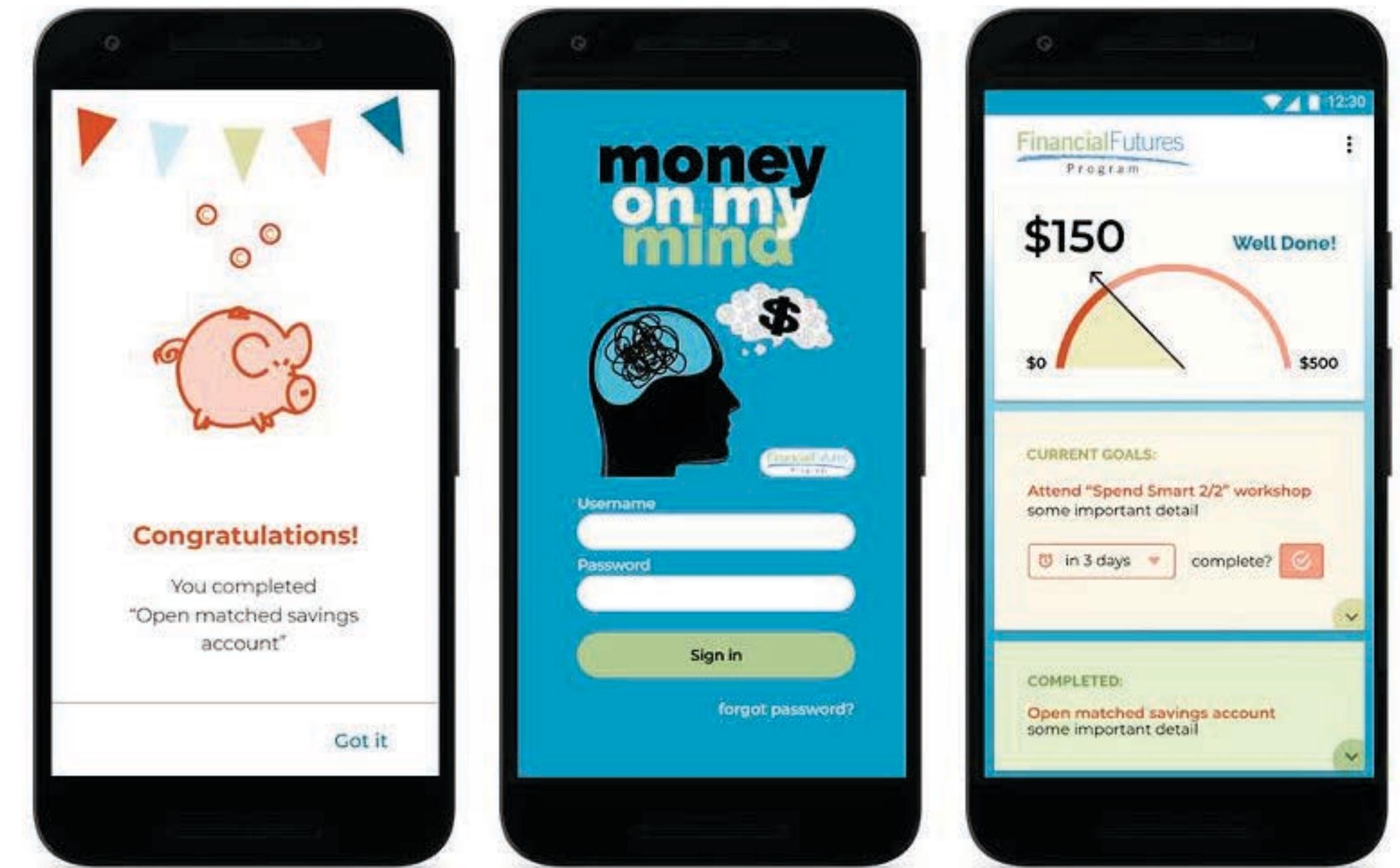
### OVERVIEW

#### **Money on my Mind (2019)**

Money on my Mind is a milestone tracking mobile app aimed at improving the completion rate for participants in the ReachUp/Financial Futures Program through the Champlain Valley Office of Economic Opportunity.

**Role:** UX Research, UX Design, Visual Design, Branding.

**Deliverables:** Competitive Analysis, User Flows, Wireframes, Usability Testing, A/B Testing, High Fidelity Mockups, Animation, Prototype



## THE PROBLEM

The Financial Futures Program is a resource available to low - moderate income Vermonters. The program provides a range of capacity building services to its participants. Participants receive an incentive stipend for accomplishing incremental **milestones** in the program, but many participants were routinely missing out on these benefits. An app was suggested.

**Constraints:** The only information the app can access, is a daily .csv file from the program's Outcome Tracker system. The app would have no capability to edit or amend the information in Outcome Tracker.

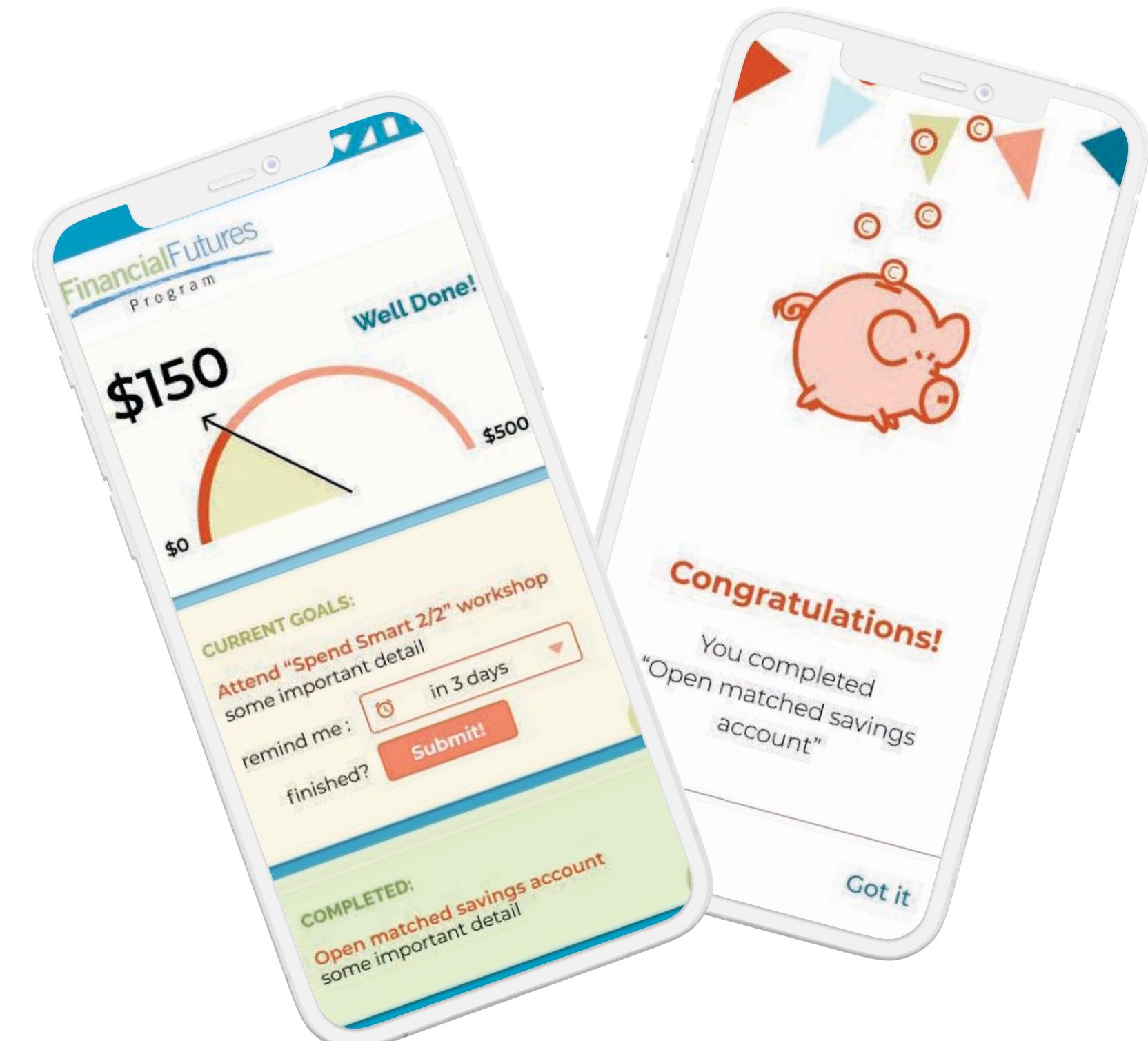
### **The Ask:**

- Help participants stay in the program, and more effectively reach program milestones and goals.
- Come up with a design that creates maximum value within these limited constraints.
- Be “playful” and “fun.”



## THE SOLUTION

- ✓ Part educational **roadmap**, part financial tracker.
- ✓ Set and pause **push notifications** for reminders about goals in progress.
- ✓ **Simple**, single-pane-of-glass dashboard.
- ✓ **Party** when goals get marked complete by coaches.
- ✓ **Goals** “submitted” as complete and marked “pending approval” to reprioritize list while waiting for tracker update.
- ✓ A jumping **piggy bank**!



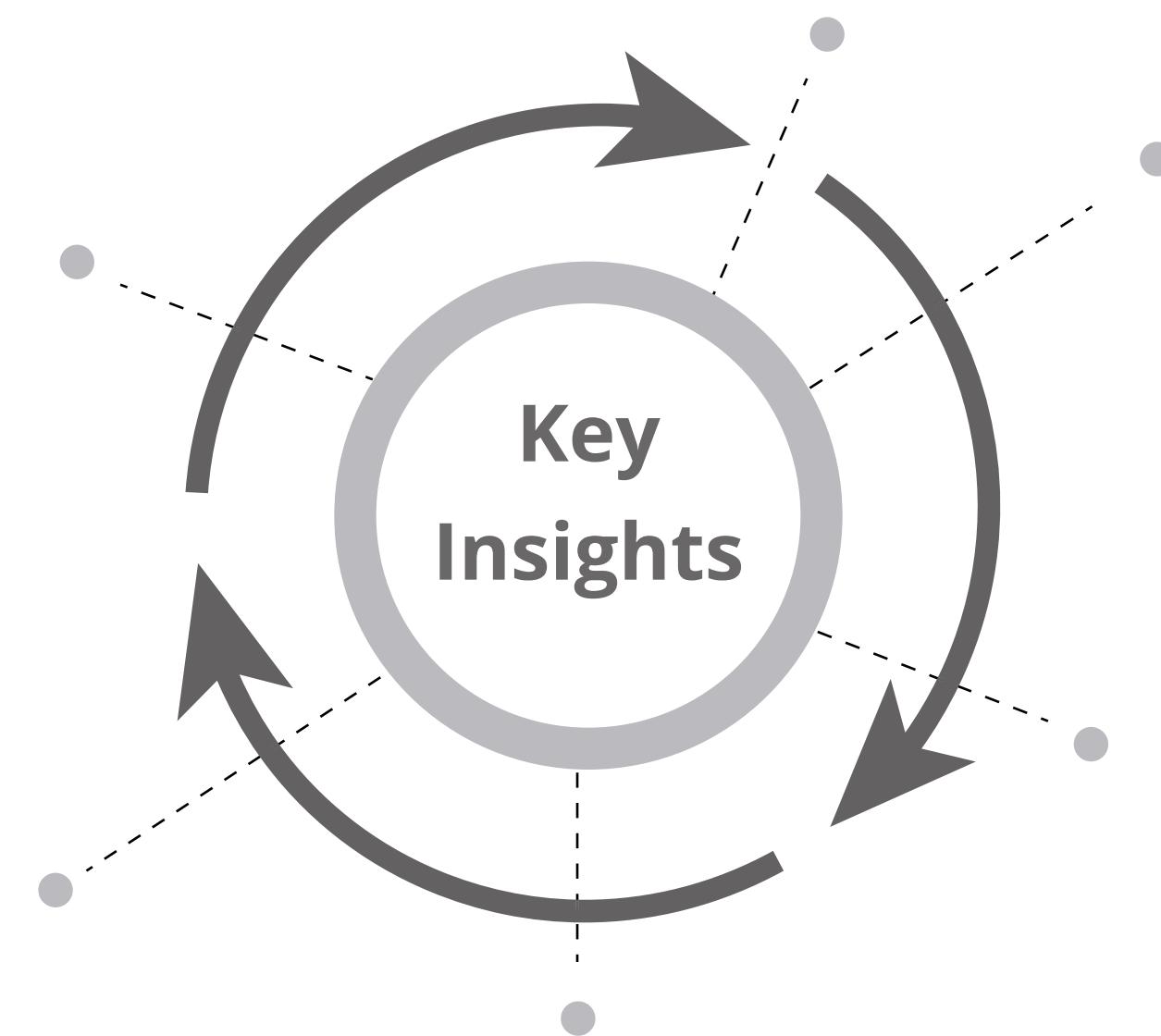
## RESEARCH

Discovery activities:

- **Reading** all the printed and marketing materials for the program.
- **Interviews** with program director and coaches (no access to participants for confidentiality reasons).
- **Field Studies** with coaches using milestone tracker.

Findings:

- **Barriers to completion:**
  - a. Forgetting when scheduled meetings, classes or deadlines were.
  - b. Losing track of progress made, potential financial reward and the steps needed to finish.



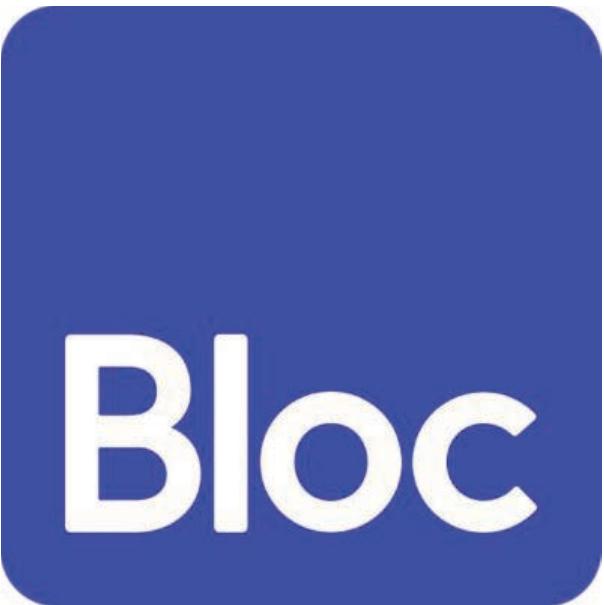
## COMPETITIVE ANALYSIS

Even when there are no direct competitors, I often like to review other products that I believe are trying to solve **similar problems**. I do this for inspiration and to usability test similar user stories.

Two apps that I turned to for more in-depth scrutiny were Experian (for **financial** reporting) and Bloc.io (for **educational** roadmap) inspiration.

**Experian** - The experian app featured a “snippet” of all relevant information, on the landing dashboard. It was organized in a linear sequence, with the option to deep-dive into each section. There was also a summary “score” at the very top, that related to the content below.

**Bloc** was an educational program with a nice mobile dashboard. I liked how they represented “progress” and “position” in relation to their final goal.

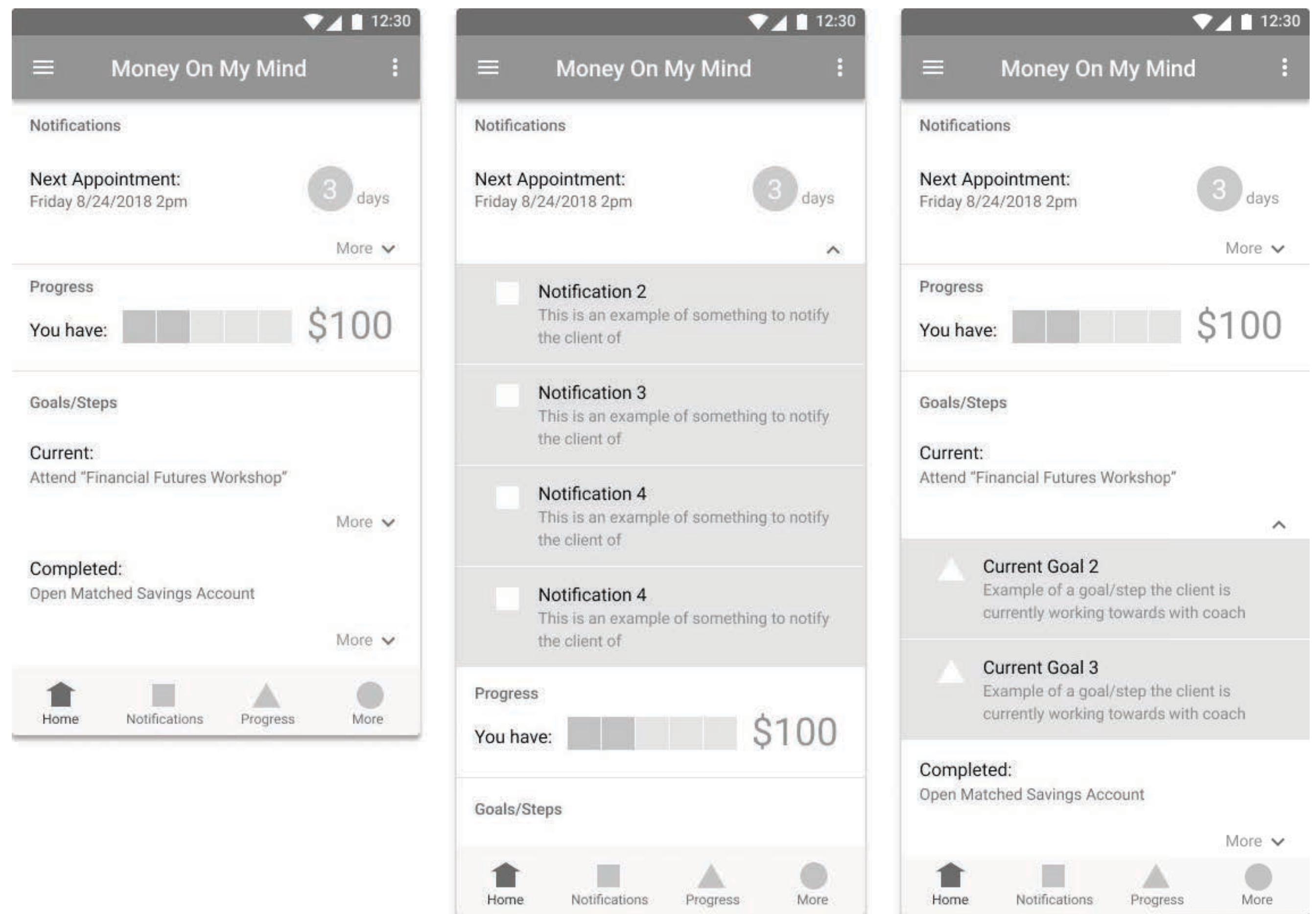


## Siuan McGahan | Case Study: Money on my Mind

### WIREFRAMES

I started with **low fidelity wireframes**, incorporating some ideas from my competitive analysis, as well as the needs identified by talking to coaches.

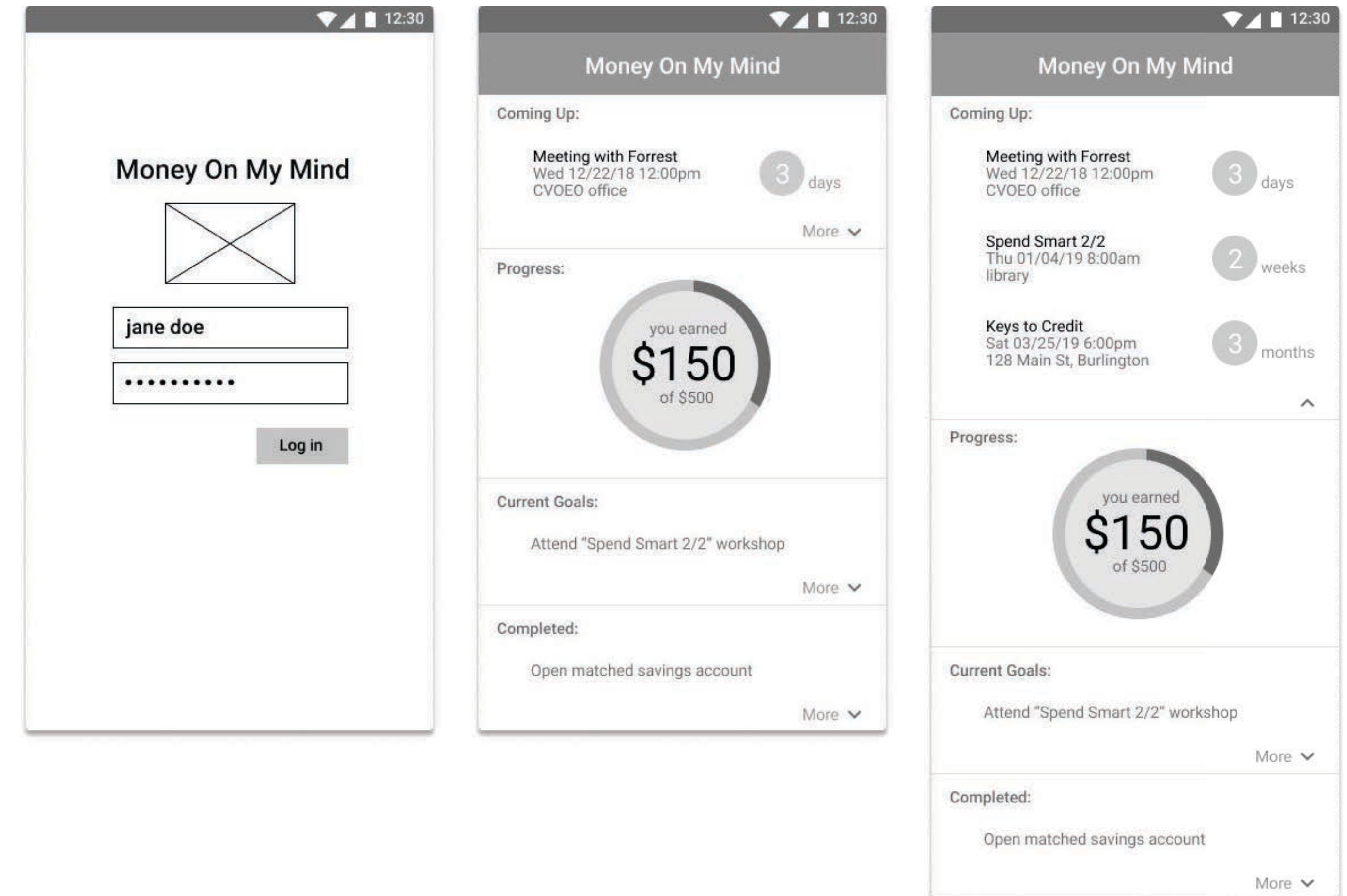
My goal was to simplify the information architecture as much as possible and present a summary of relevant information on a “**single-pane-of-glass**.”



# USABILITY TESTING

Some quick usability testing with the initial wireframes, informed a couple of changes before we moved on to visual design.

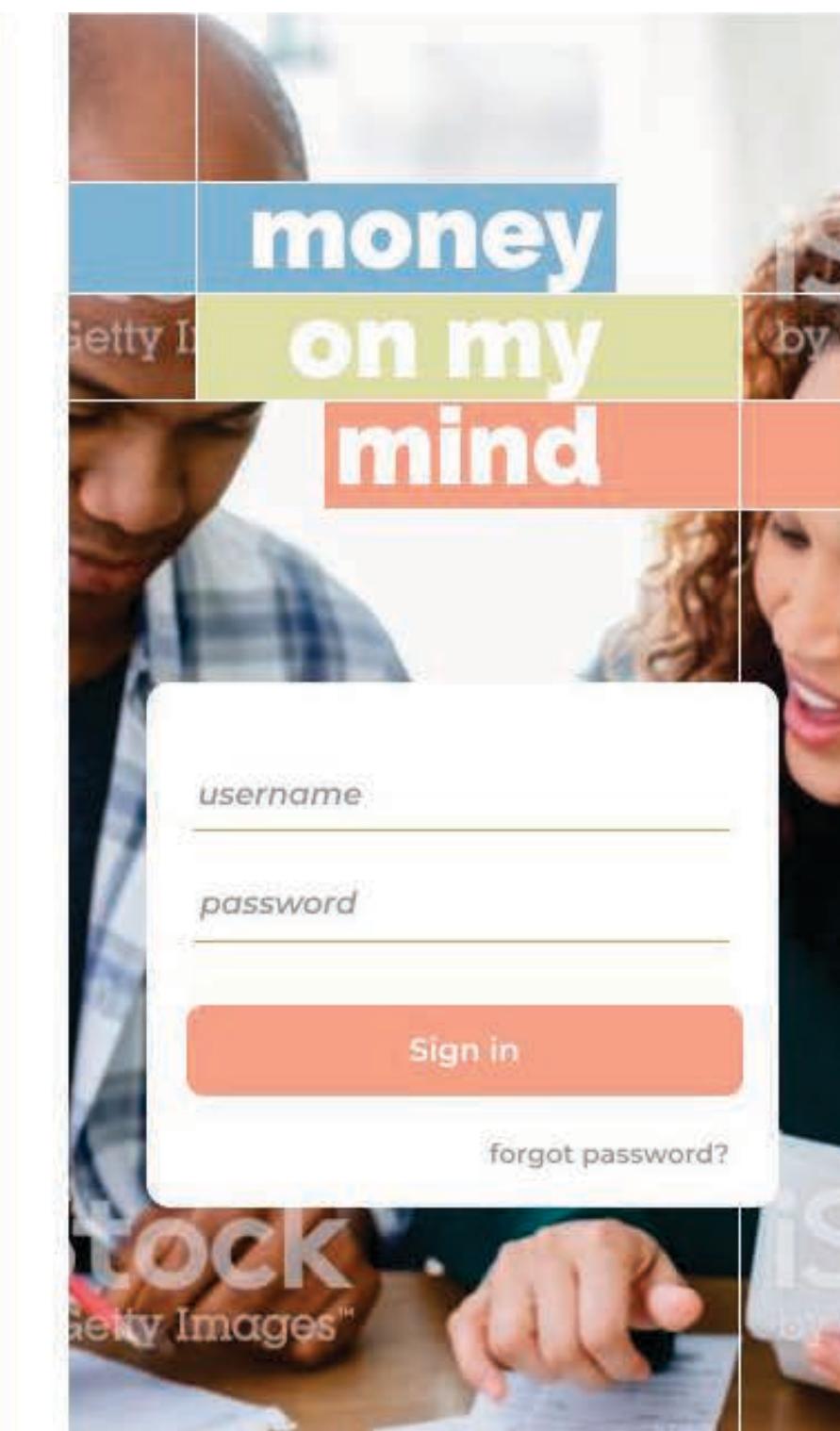
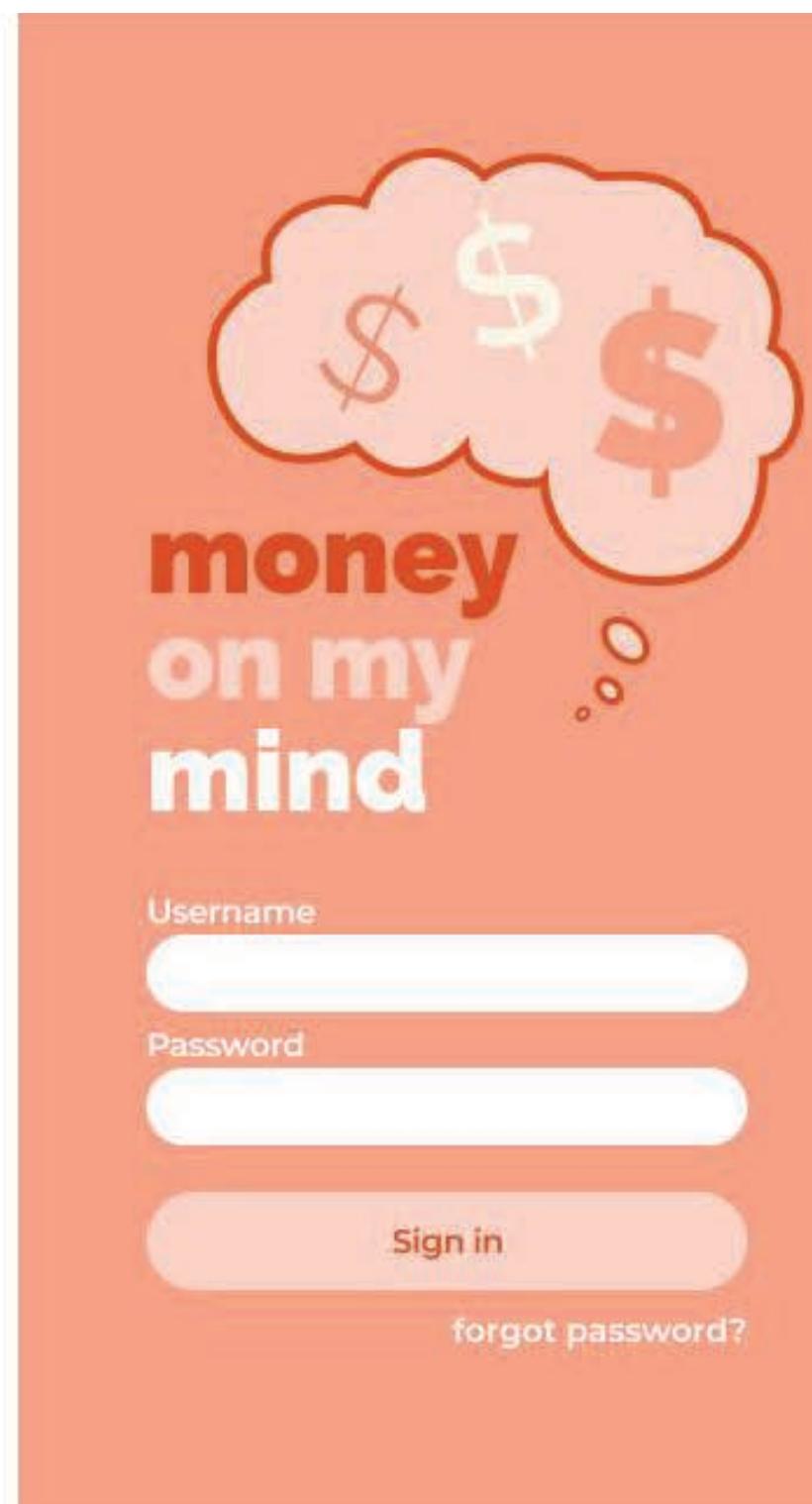
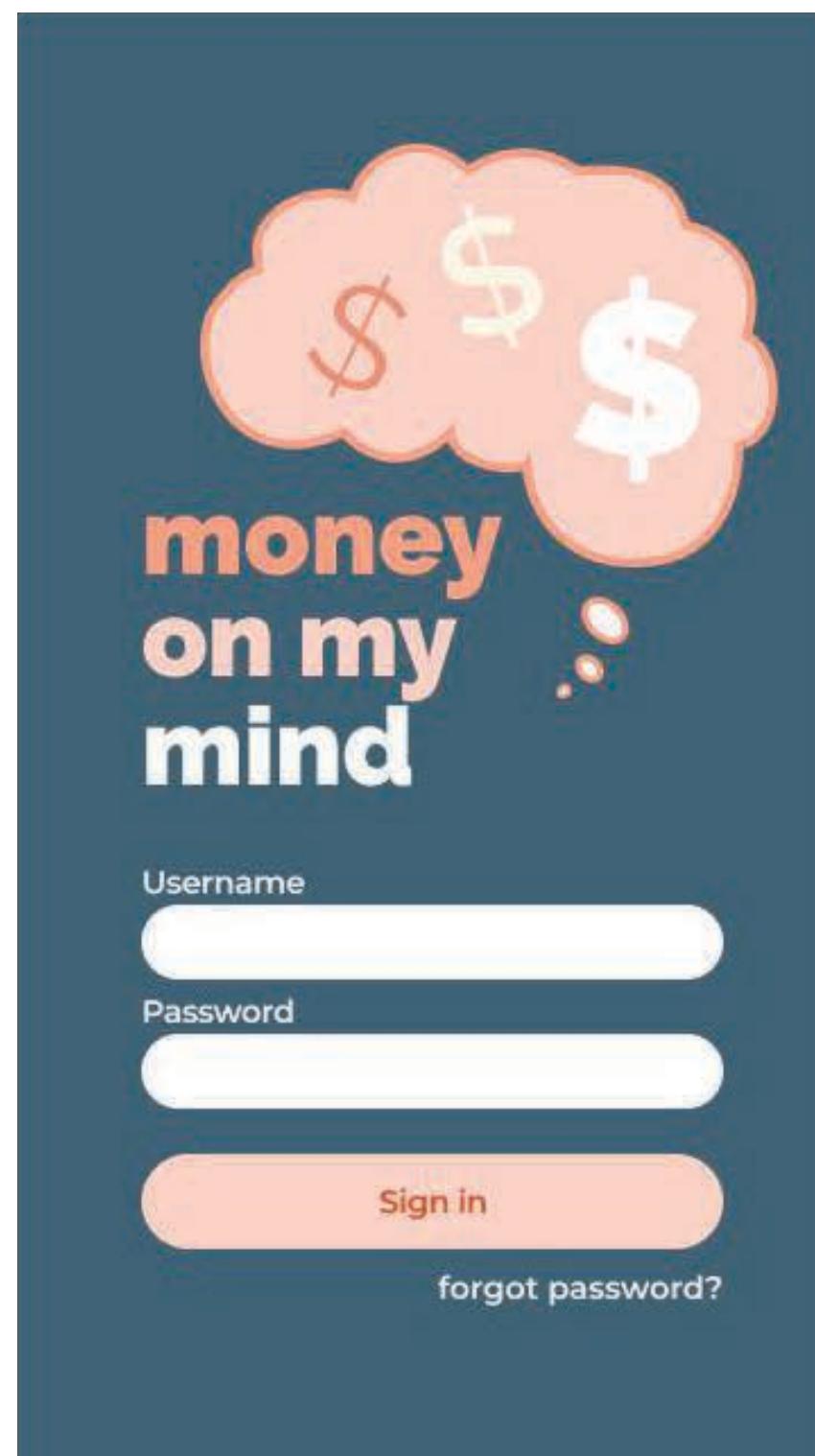
1. Be more explicit about the **goal amount** that can be earned.
2. Include the **location information** for upcoming meetings or classes.



## Siuan McGahan | Case Study: Money on my Mind

### VISUAL DESIGN

The Design Brief asked for something “**playful and fun.**” I created some early drafts for preference testing.

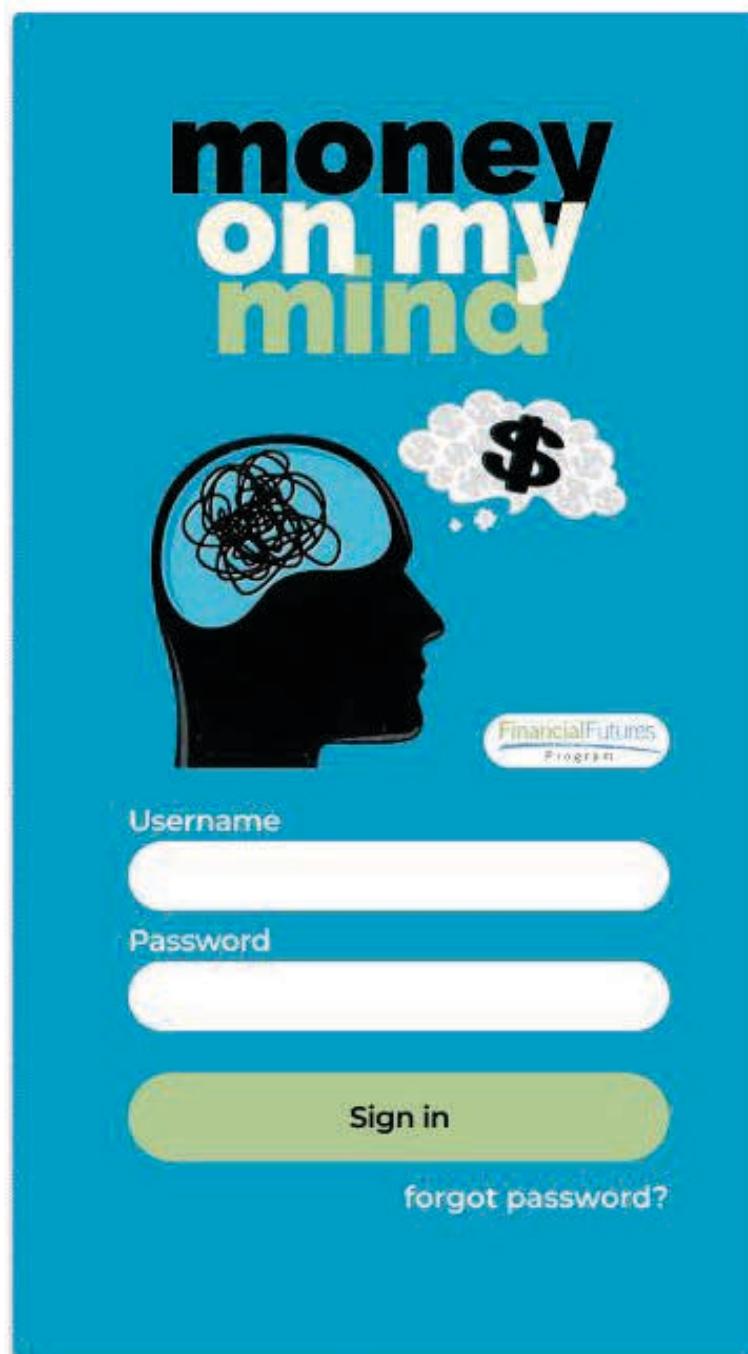


## Siuan McGahan | Case Study: Money on my Mind

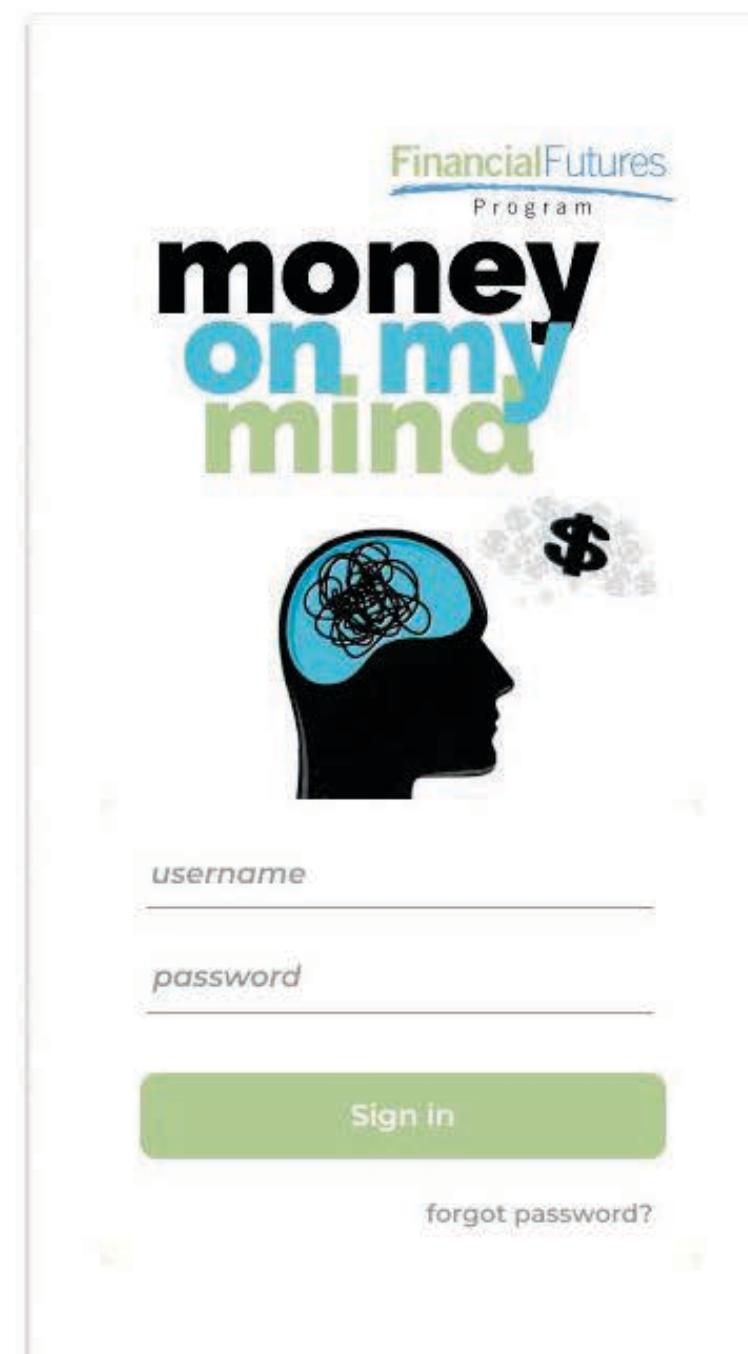
### VISUAL DESIGN REVISIONS

The client liked our designs, but they had a graphic they wanted to incorporate instead. So, more **iterations to test:**

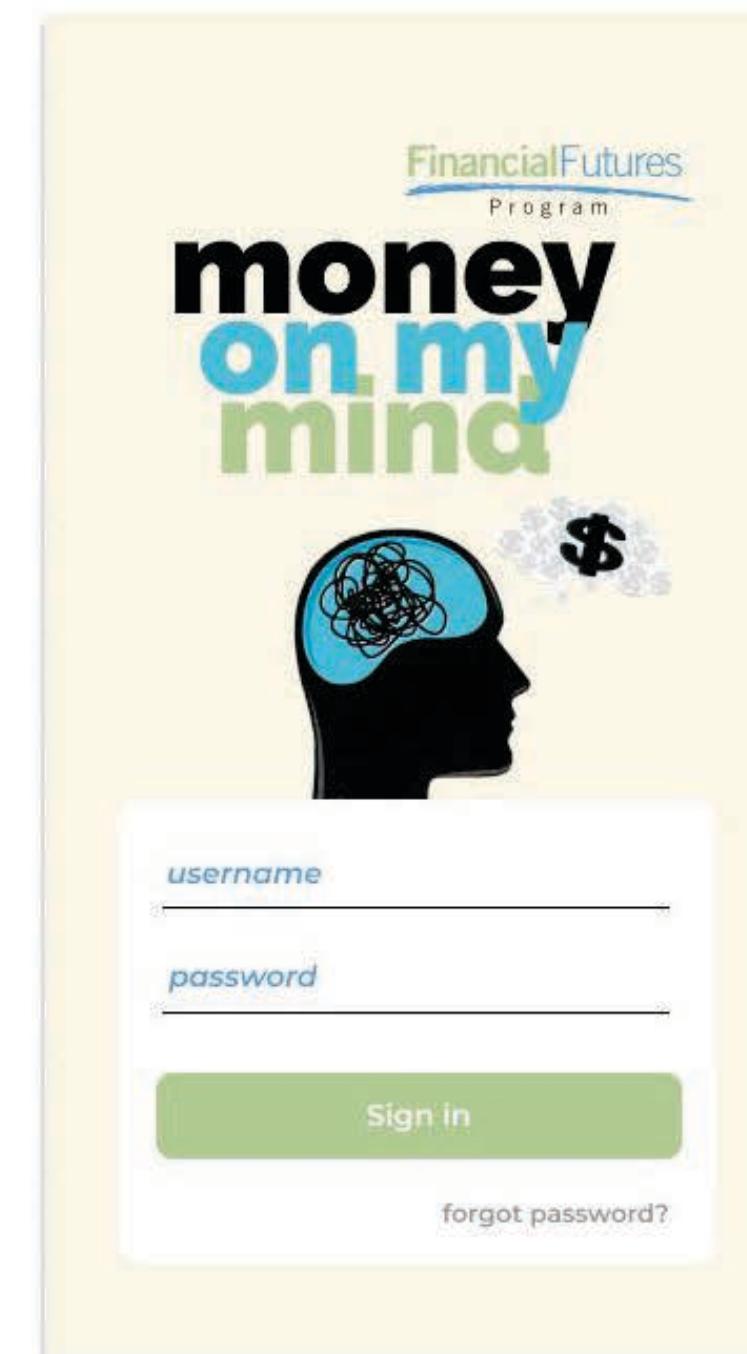
A.



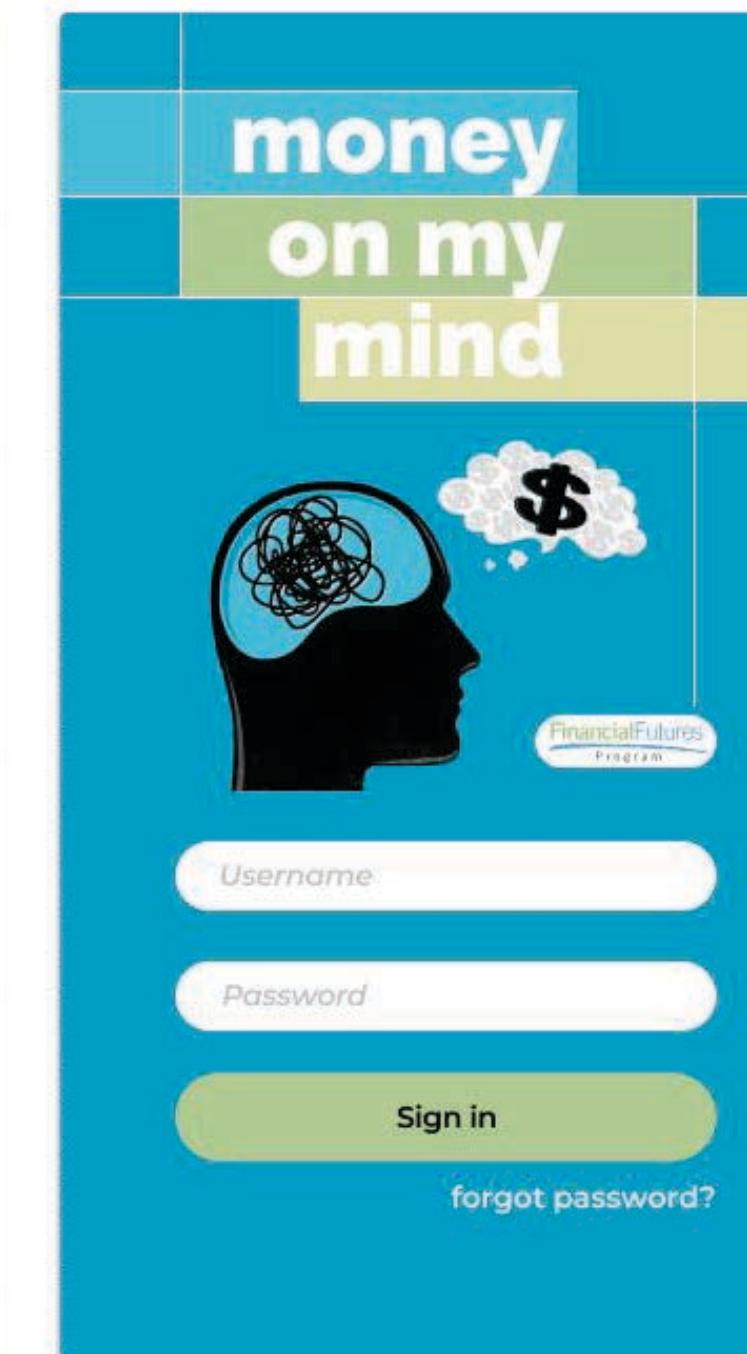
B.



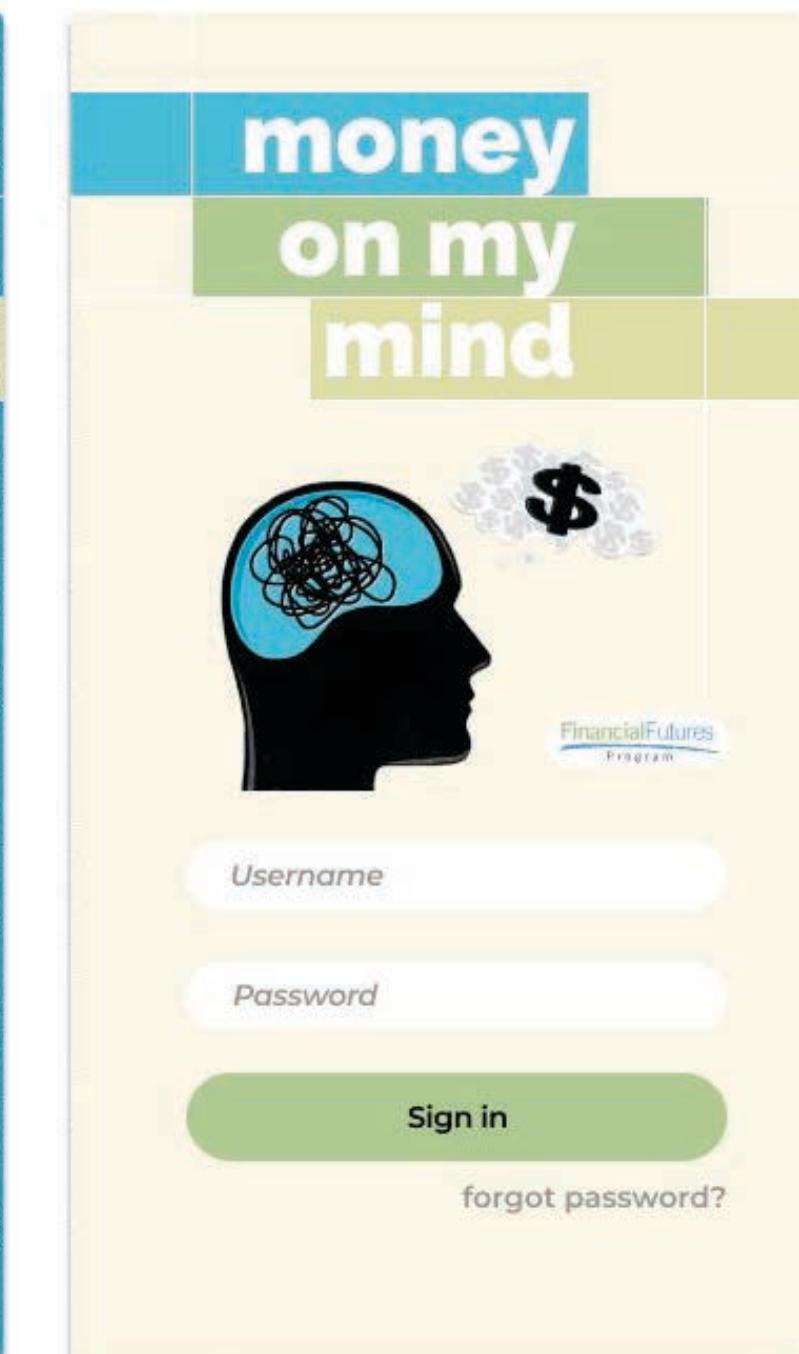
C.



D.



E.

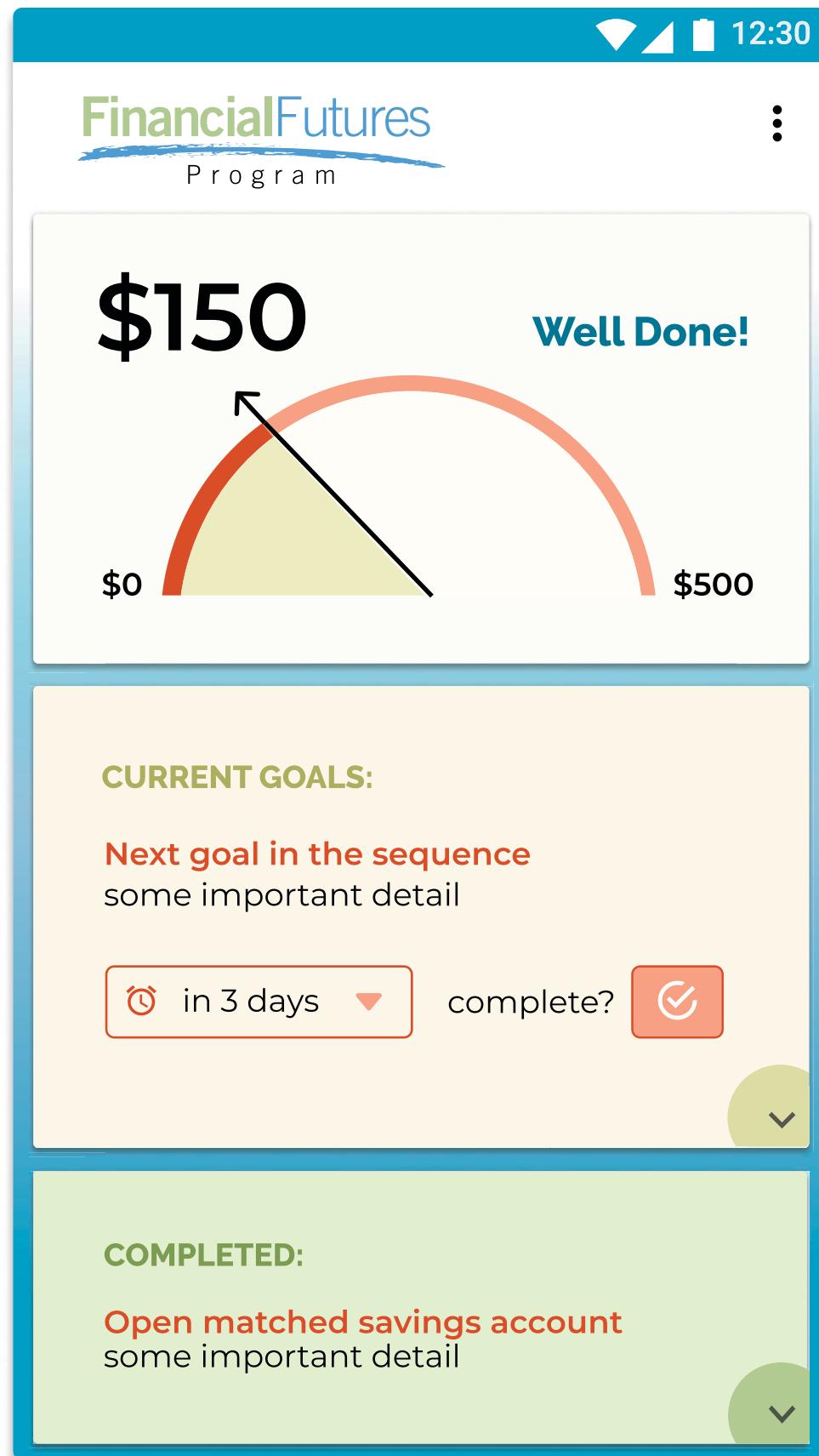


## PREFERENCE TEST

- ★ **Option “A”** emerged as the clear winner of the preference tests.
- ★ This informed the **color palette** for the rest of the app.
- ★ Because the brief was “**playful and fun**,” I kept things colorful on the dashboard.
- ★ To utilize space more efficiently, we changed the donut to a **meter**.
- ★ The meter opened up space for some positive **Messaging**.



## DESIGN REVIEWS



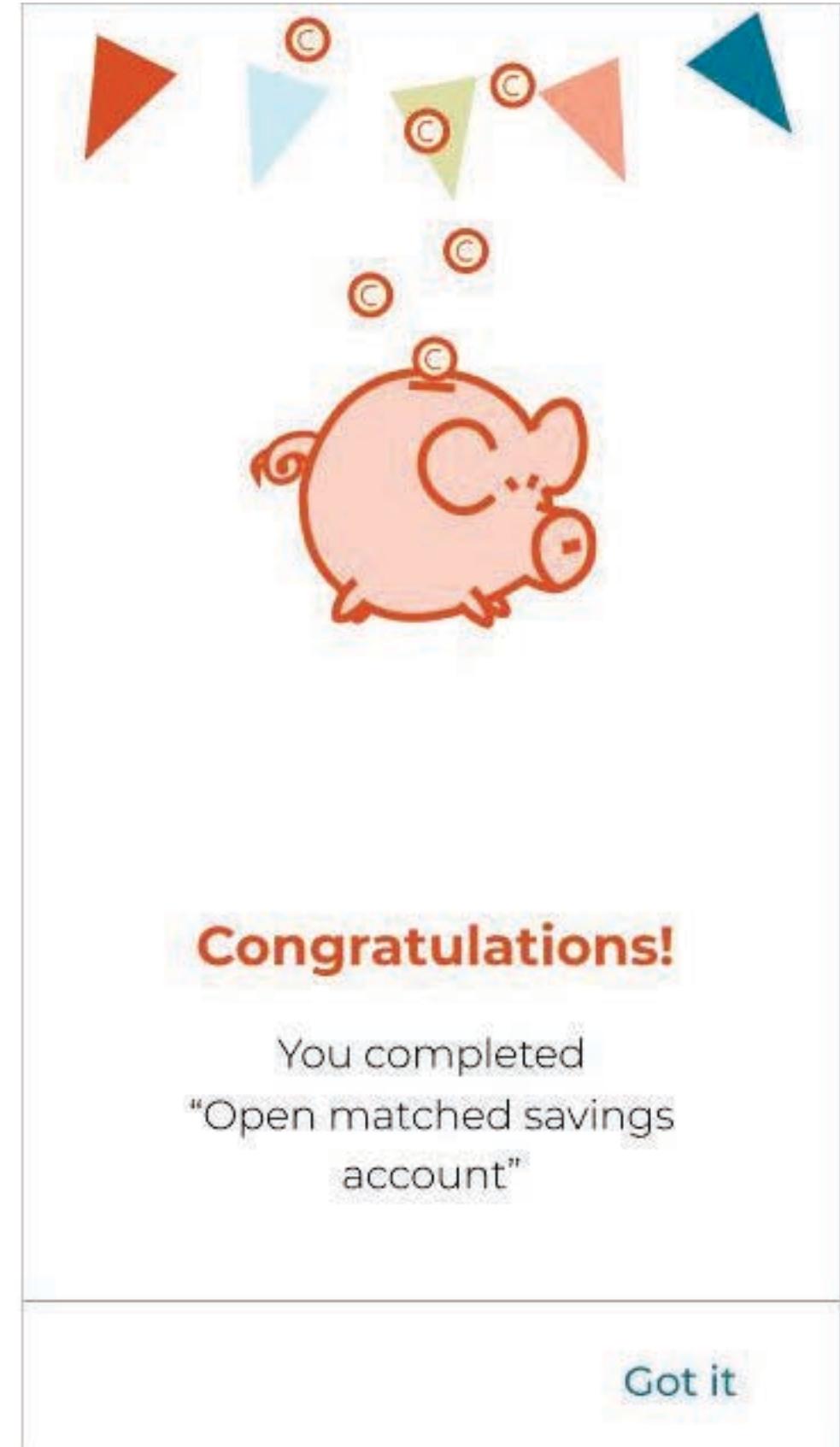
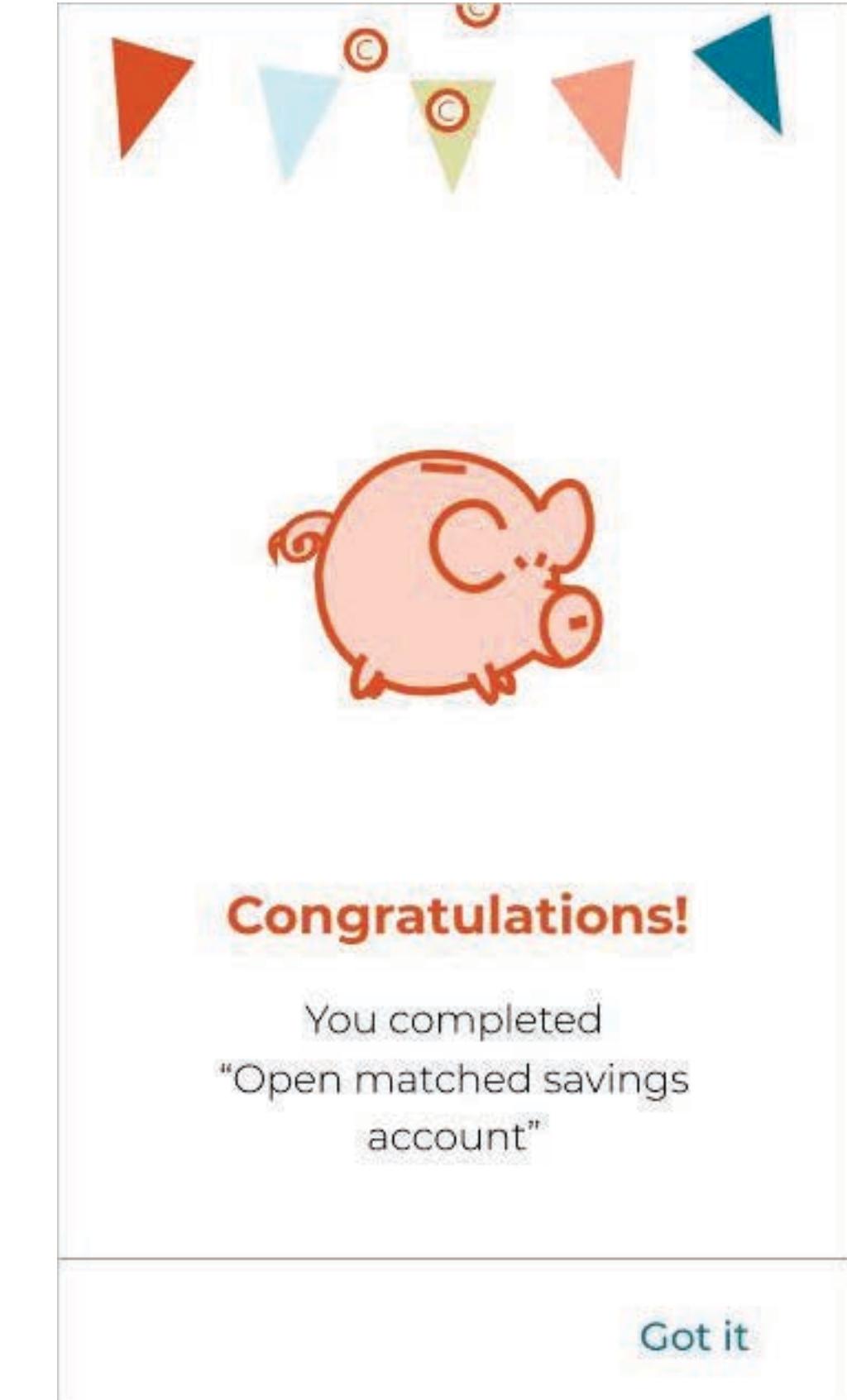
- One issue that arose during final reviews with dev and product, was that they didn't believe we could populate the "**“coming up”**" card, so we needed to remove that for now.
- The client also wanted a way for participants to get **reminders**. So we made an option for the user to set and control scheduling reminders, independent of the tracker.
- Users could also mark a goal complete, in order to **pause** the reminder, even if it didn't interact with the actual tracker.
- One last request... how can we make this more **engaging** and “fun”?

## THE FUN!

- ★ One topic that kept coming up since the early visual design drafts:

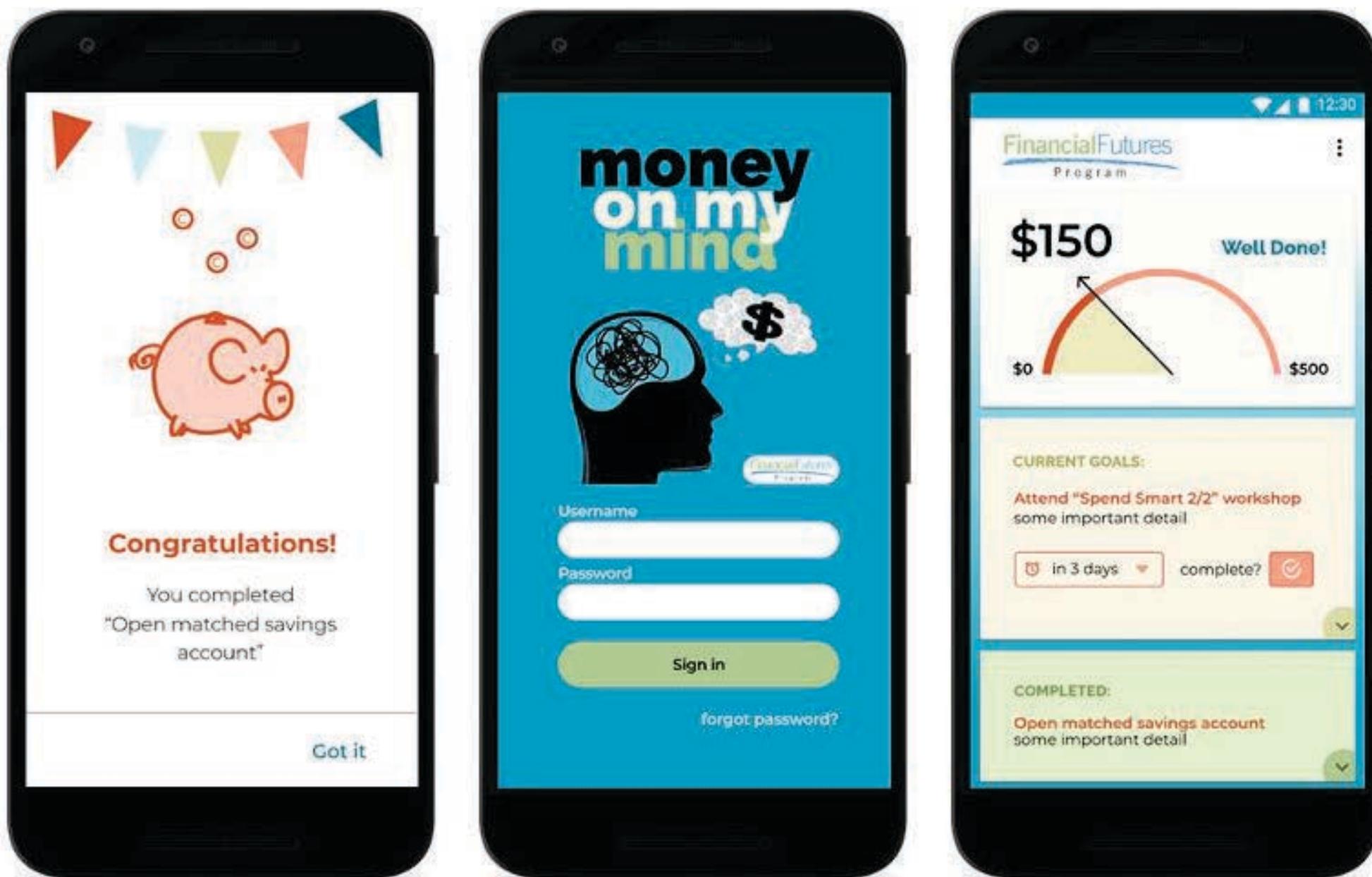
**"I just really loved the pig"**

- ★ So, we brought the piggybank back.
- ★ ...and to make it even more fun, I made the piggy bank jump and collect coins- throwing a **"party"** whenever a goal is completed.
- ★ Now that's **fun!**



## Siuan McGahan | Case Study: Money on my Mind

### IMPACT



- Coaches reported the rate of missed appointments dropped by almost **35%**.
- The number of participants that completed the program increased by **40%**.
- Those participants that didn't complete the program, still earned **25%** more than those who had not completed in the past.
- Participants loved the jumping pig!

3

# Case Study

## Other Projects



## DELOITTE

### **Asset Design or Redesign**

While at Deloitte I led the design or redesign of numerous assets across Hybrid-Operate Advisory. Functionality of these assets included cryptocurrency, sustainability, accounting, AI and cybersecurity.

### **Accessibility**

I led a company-wide initiative to increase accessibility of assets in conformance with WCAG 2.2 AA standards.

With respect to confidentiality, I can not share images or details of this work.

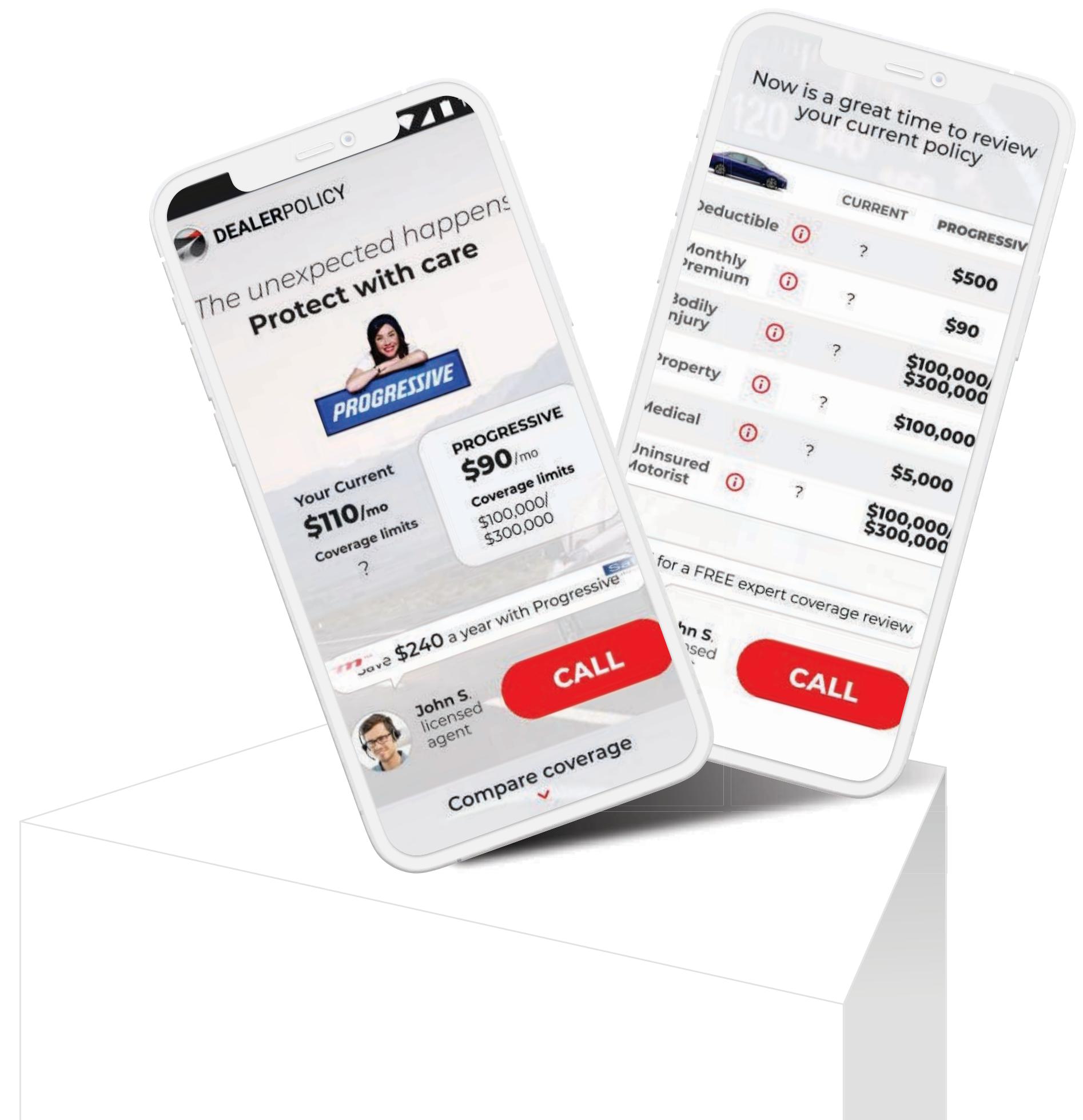
## DEALER POLICY

### Dealer Policy Chase (2019)

Mobile “chase” to follow-up when client clicks on push notifications.

**Role:** UX Design, Visual Design

**Deliverables:** Wireframes, Usability Testing, High Fidelity Mockups, Prototype



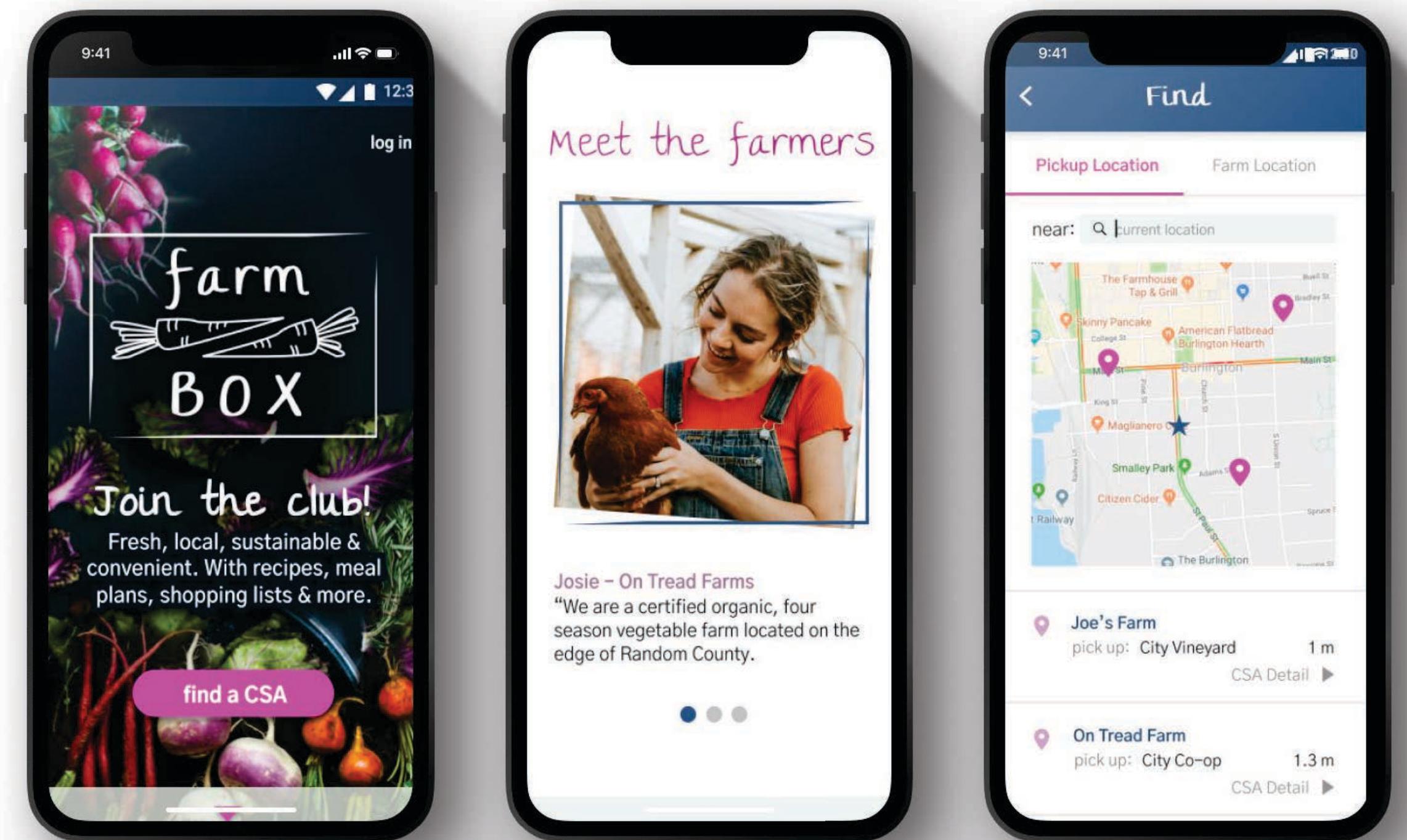
## FARMBOX

### **CSA mobile app (2018)**

A mobile app designed to increase participation and retention in Community Supported Agriculture (CSA) programs.

**Role:** UX Research, UX Design, Branding, Visual Design

**Deliverables:** Surveys, Interviews, Competitive Analysis, Wireframes, Usability Testing, High Fidelity Mockups, Prototype



## GATHER

### Cloud Storage (2018)

A desktop and mobile app for managing cloud storage files..

**Role:** UX Research, UX Design, Branding, Visual Design

**Deliverables:** Surveys, Interviews, Competitive Analysis, Wireframes, Usability Testing, High Fidelity Mockups, Prototype



# Siuan McGahan

---

About me

 x@siuan.com

 +1 802 829 9198

 [linkedin.com/in/siuan/](https://linkedin.com/in/siuan/)

## Thank You!

Please reach out if there is more you would like to know.