

SORAYA OSMAN

# UX RESEARCH PORTFOLIO



# Hi, I'm **Soraya Osman** a junior UX researcher living in London.

With over 5 years of experience in the tech industry, I have played pivotal roles in driving digital transformation for large enterprises. My journey has seen me excel as a Business Analyst, Product Owner, and now as a UX Researcher. This diverse background has honed my skills in bridging the gap between technology, the business and the customer, ensuring that user-centric products are at the forefront of my work.

My passion lies in understanding and delivering what users truly need. This dedication to user-centric design is what led me to specialize in UX Research. My technical knowledge, coupled with a keen business acumen and data analytical ability, enables me to uncover valuable insights into customer behaviour and preferences. This unique blend of skills allows me to create digital products that not only delight users but also align with business goals.



Technology Analyst

2021



Design Strategy Analyst

2024

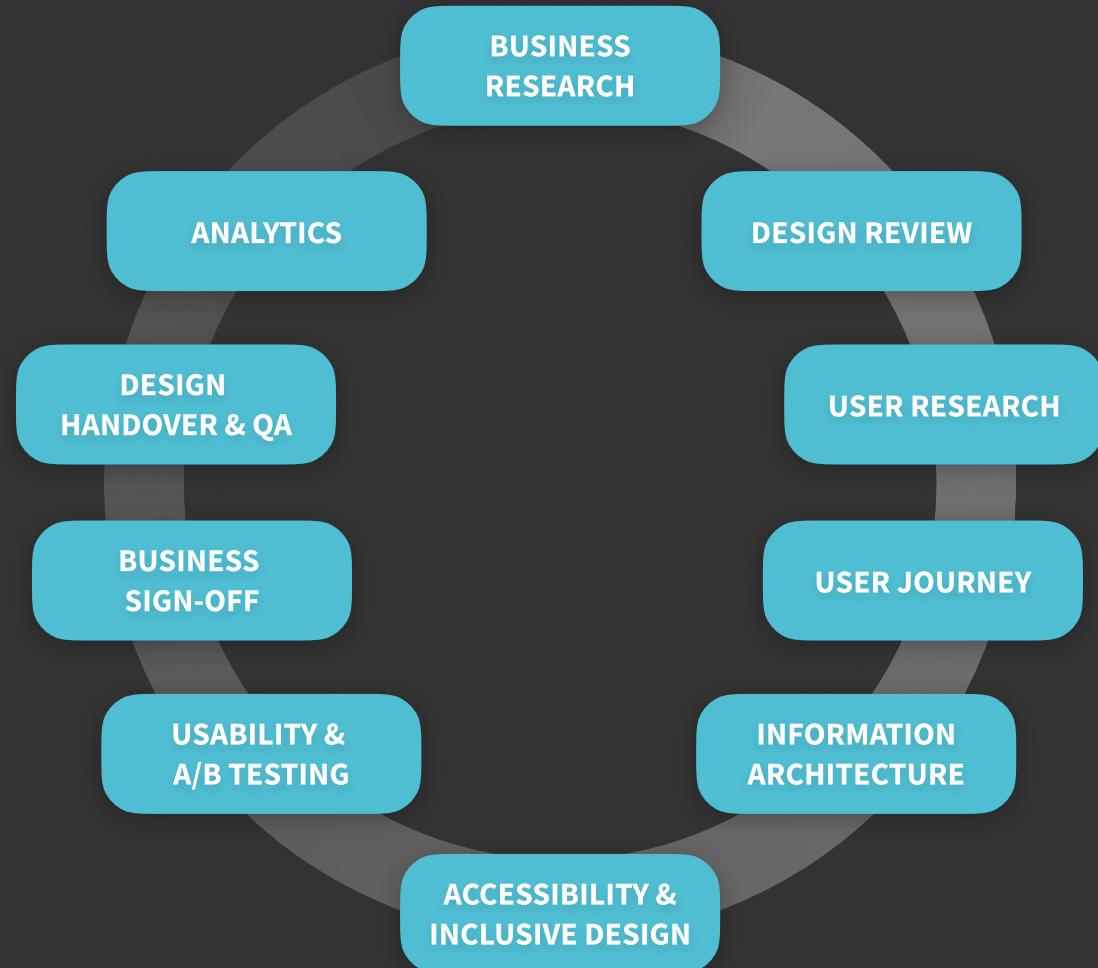


Junior UX Designer

2024

# Design process

I created an adaptable process to have a solid foundation for my work as a designer working with different clients.



# Project #1

*My case study of working as a junior UX researcher for bp b2c customers.*

## BACKGROUND

Whilst working at Accenture, I worked with my client, bp, to increase the customer ability to self-serve and reduce the load on customer service representatives by creating user friendly digital products. This research project looked to re-shape the disjointed experience of 31 online portals into a seamless experience.

## TEAM STRUCTURE

I worked as part of the product team as a user researcher alongside UX designers, product owners, business analysts. I reported into the programme manager directly.

The screenshot shows the BP UK website's contact page. At the top is the BP logo and the text "United Kingdom". Below this is a green "Contact us" button. To its right are two sections: "General enquiries" and "UK community and investment and sponsorship enquiries". Further down are links for "Find your nearest BP", "Find your nearest charge point", and "Contact us". At the bottom are currency conversion rates: "GBP 487.25 (+8.75)" and "USD 36.43 (+0.33)\*".

The screenshot shows the BP Global website's contact page. It features a banner with the text "bp Global" and "bp.com". Below the banner is a "Contact us" section with a link to "Home / Who we are / Contact us". To the right is a large image of a fuel pump. The sidebar contains sections for "Service stations and BPme enquiries", "UK service stations and retail outlets", "BPme Rewards", and "FAQs".

## MY RESPONSIBILITIES

My task was to look into ways of improving the customer support experience across 31 portals globally by assessing the as-is state and identifying opportunities for change. I came up with 12 hypotheses to test alongside my assessments.

# Business research

*I started by understanding the business requirements.*

## KICK-OFF WORKSHOP

I organised a session to meet all the stakeholders and understand what they're trying to achieve and any design assumptions they may have. To facilitate the workshop I used a Lean Canvas to help us quickly define the current problems, business goals, value propositions and metrics.

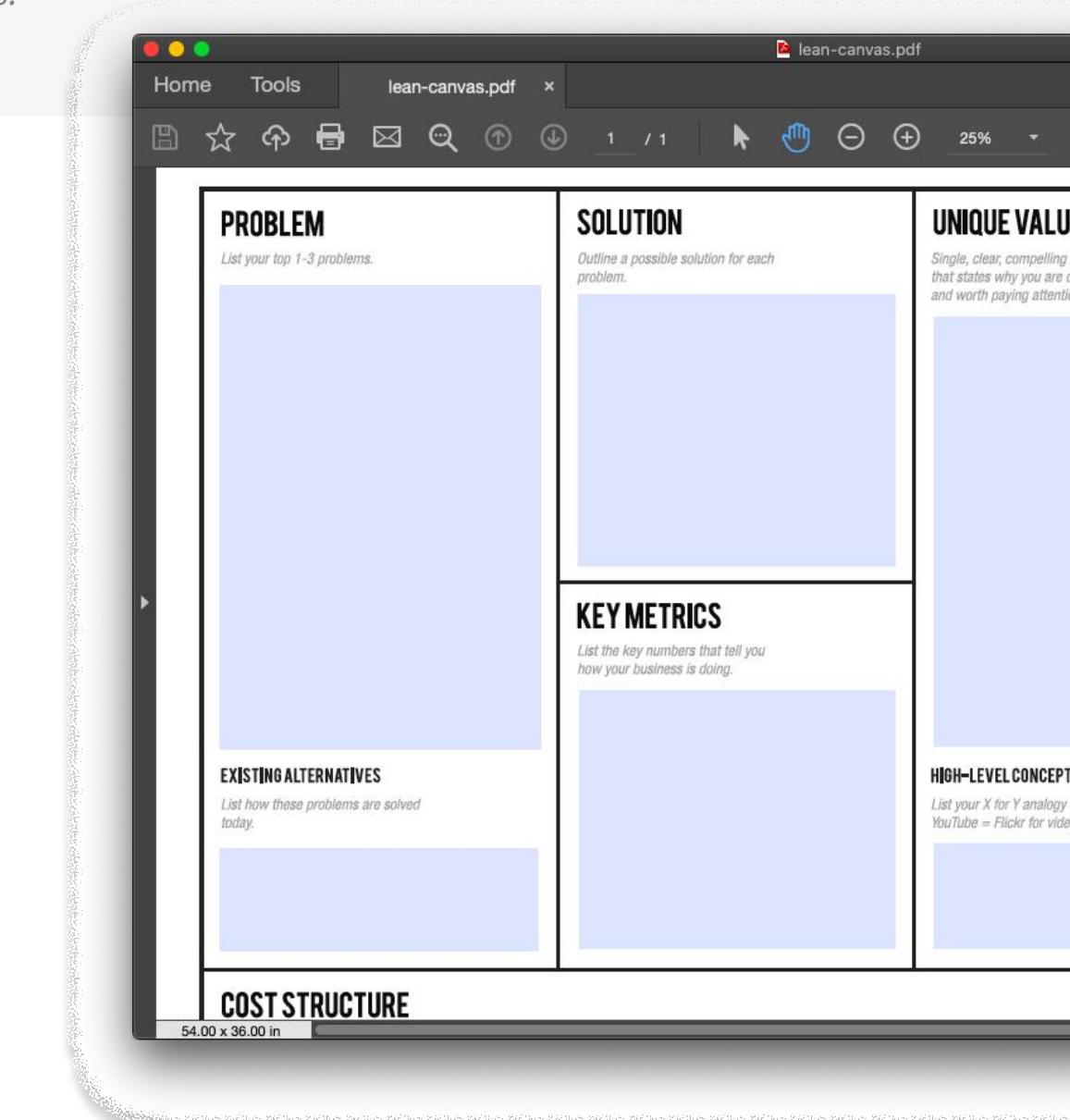
## BUSINESS GOAL

To improve customer satisfaction by transforming the fragmented experience of 31 portals into a seamless, user-friendly self-service platform.

## PROBLEM DEFINITION

Hypothesis 0

The portals are fragmented and difficult to navigate, resulting in poor user experience and high reliance on customer service representatives, calling for a more cohesive and user-friendly self-service solution.



# Usability testing

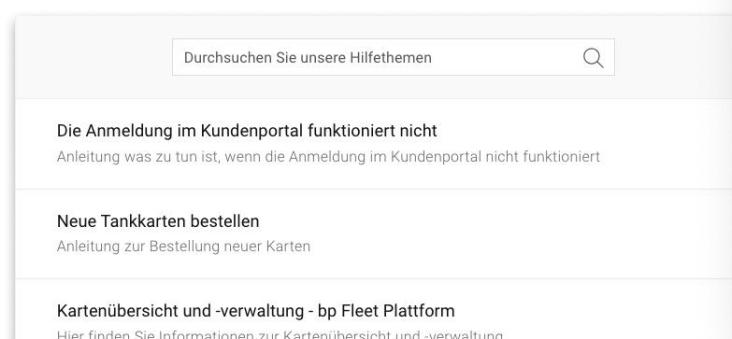
I wanted to validate the assumptions from my design review and from business stakeholders.

## QUESTION TEST

I've created another test on [UsabilityHub](#) for 50 participants to answer a set of questions, this time by viewing full-size website screenshots.

Hypothesis 0 Customers don't understand how to use basic features as no guidance or support is available		<i>i</i> 22 out of 25 people could not find any help guides, FAQs or articles within their portal
Hypothesis 6 Not enough information on where customers can go to find support		

I proposed the creation of a dedicated searchable page of knowledge articles and FAQs

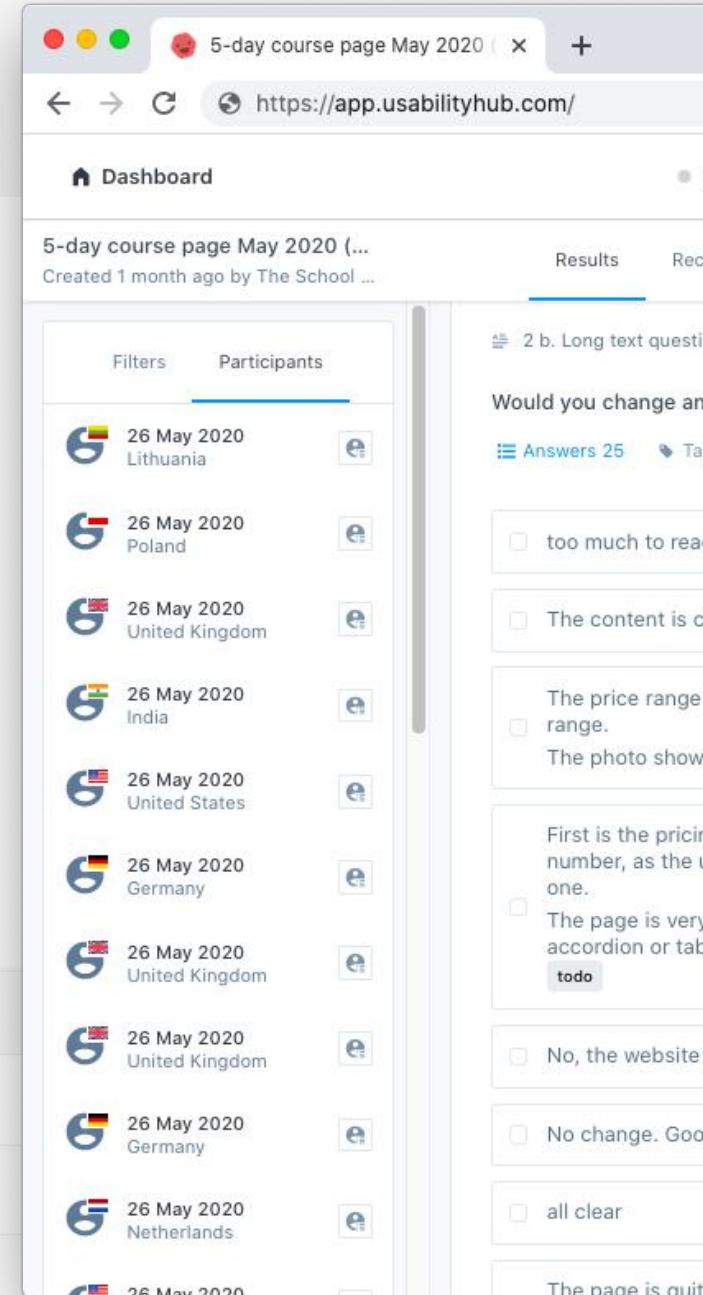


Durchsuchen Sie unsere Hilfethemen

Die Anmeldung im Kundenportal funktioniert nicht  
Anleitung was zu tun ist, wenn die Anmeldung im Kundenportal nicht funktioniert

Neue Tankkarten bestellen  
Anleitung zur Bestellung neuer Karten

Kartenübersicht und -verwaltung - bp Fleet Plattform  
Hier finden Sie Informationen zu Kartenübersicht und -verwaltung



5-day course page May 2020 | x https://app.usabilityhub.com/

Dashboard

5-day course page May 2020 (...  
Created 1 month ago by The School ...)

Results Rec

Filters Participants

	26 May 2020 Lithuania	26 May 2020 Poland	26 May 2020 United Kingdom	26 May 2020 India	26 May 2020 United States	26 May 2020 Germany	26 May 2020 United Kingdom	26 May 2020 United Kingdom	26 May 2020 Germany	26 May 2020 Netherlands
Would you change anything about the website?	<input type="checkbox"/> too much to read	<input type="checkbox"/> The content is confusing	<input type="checkbox"/> The price range is too high	<input type="checkbox"/> The photo shows the wrong products	<input type="checkbox"/> First is the pricing number, as the title is not clear	<input type="checkbox"/> The page is very slow to load	<input type="checkbox"/> The page is very slow to load	<input type="checkbox"/> No, the website is good	<input type="checkbox"/> No change. Good	<input type="checkbox"/> all clear
Answers 25	1	1	1	1	1	1	1	1	1	1

The page is quite good. The navigation is clear.

# User research

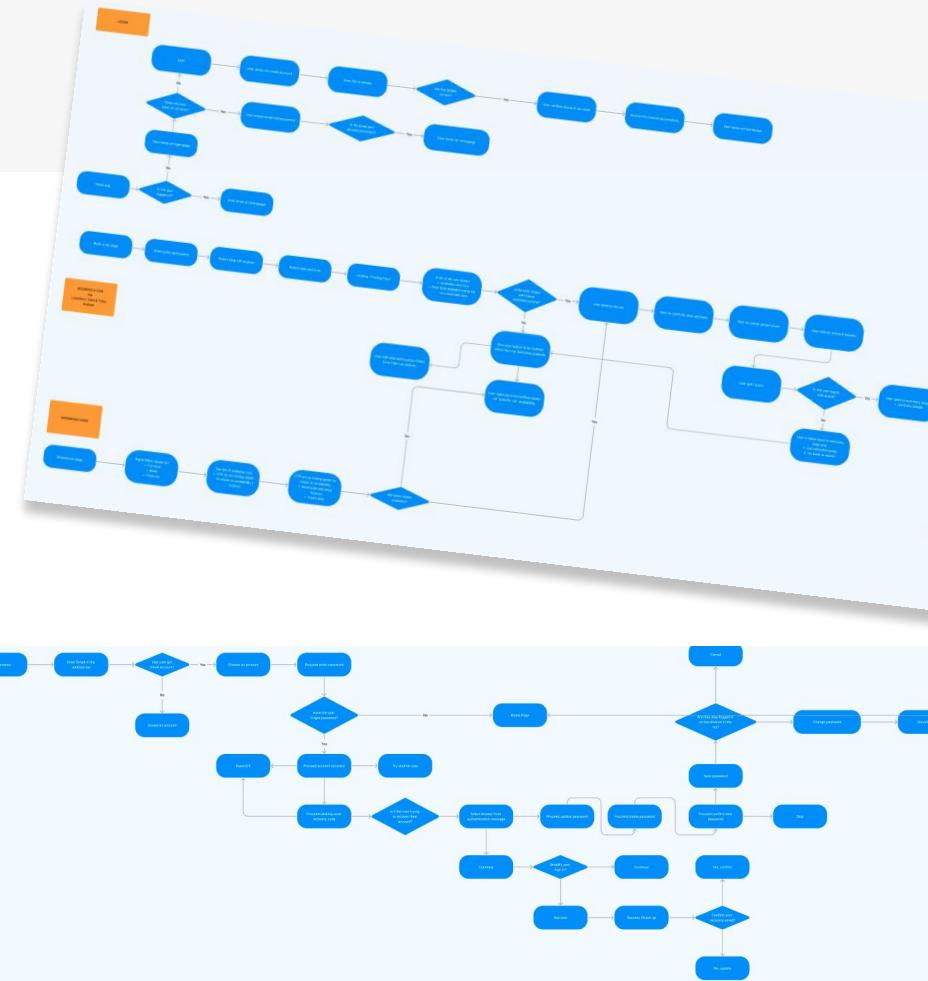
*I want to understand the average user's profile based on the current customer base, and prove my & business' hypotheses.*

## USER INTERVIEWS

I arranged 30-45 min interviews with 15 portal owners to understand more about their customers, business processes that may be limiting the development of their portal (e.g. legacy architecture), any improvements already in their backlog and, to dive deeper into how to use the portal and the self-service features already available.

## USER JOURNEYS

I wanted to understand the key customer journeys and how many steps it takes to complete key tasks to compare across the different portals. I mapped out the key journeys identifying any pain points or points of frustration for a user. I also ensured I mapped out unhappy scenarios when things go wrong for example, customers getting stuck in a loop when trying to edit their delivery address leading to frustration and complaints.



# User research

*I want to assess the levels of self-maturity across the portals to understand what needs to be built in the backlog.*

## SURVEYS

I created a scorecard on excel using VBA to create a survey based on key customer needs and scored each option with a score of 1, 3 or 5.

### Key Customer Needs:

- Onboarding
- Account management
- Order management
- Invoice management
- Customer support
- Customer experience

## REPORTING FINDINGS

I prepared an executive summary for management with my recommendations for them to prioritise as well as shared my findings and outputs with the portal product owners.

## 1 - FIX THE BASICS

the minimum functionality required to complete tasks, addressing basic usability but lacking refinement. Users may encounter inefficiencies and require additional support.

## 2 - IN THE PACK

Improved usability and more intuitive interfaces. It meets industry standards and user expectations but does not exceed them.

## 3 - PLAY TO WIN

A best-in-class, highly intuitive experience with advanced features that delight users. The ‘north star’ experience that exceeds user expectations and sets a benchmark for excellence in the industry.

# Results

I want to ensure the website's content is well organised to make it easy to discover and navigate through.

## DATA ANALYSIS

I ran statistical analysis on each scorecard to identify weak and stronger scoring areas within each portal. I then did a cross-analysis where I compared different portals depending on their business area, region or other relevant similarities.

- i* Over 60% of portals assessed had Customer Support as the weakest scoring area

C	D	E	F	G	H	I
Customer Need	Result	Cell Value	Final Score		Row Labels	Sum of Fin
I want to be onboarded	1	1	1		④ Account Management	
I want to become a customer	2	2	3		I want to amend an existing order	
I want access to digital channels	5	5	3		I want to download reports	
I want all of my login details	1	1	3		I want to manage my account details	
I want login details for my team	5	5	1		I want to place an order	
I want to change my password	2	2	3		I want to update my account details	
I want to change my username	3	3	3		④ Customer Experience	
I want to manage my account details	4	4	1		I want access to digital channels	
I want to update my account details	5	5	3		I want all of my login details	
I want to download reports	3	3	5		I want to be onboarded	
I want to place an order	1	1	3		I want to be part of a community	
I want to amend an existing order	3	3	1		I want to become a customer	
I want to change my delivery address	2	2	3		④ Customer Support	
I want to schedule reoccurring deliveries	5	5	1		I want to be onboarded	
I want to contact customer service	2	2	1		I want to be part of a community	
I want to leave feedback	4	4	3		I want to contact customer service	
I want to be part of a community	1	1	1		I want to leave feedback	
I want to be onboarded	5	5	1			
I want to become a customer	4	4	1			



**Key area of improvement: Customer Support**

## DASHBOARD

I used a simple dashboard using bar charts to show at a high level the scores of each customer need as well as an exec summary of how the portal performed as a whole making the results easy to digest for presentations to a range of stakeholders.

*i* Only 2/13 portals scored 5+ in their order management experience

# Recommendations

*From the scores, I was able to generate a set of recommendations for each portal*

## PRIOTISED BACKLOG

I generated a set of industry backed recommendations per customer need tailored to the customer archetypes for each portal. I presented both tactical and strategic roadmaps to tackle the most pressing issues quickly and most cost effective along with a long term strategy. This was presented back to the portal owners to discuss how to prioritise the recommendations and build them into their backlog.

## HELP CENTRE

The Help Centre was part of the long term strategy as a result of this project. As Customer Support was so weak across the board, we needed to drastically improve one of the most key user experiences and therefore, the Help Centre was born with knowledge articles, virtual assistant, instant feedback form and a dynamic contact us form.

*Note: the first instance of the Help Centre was rolled out in Austria*

The screenshot displays the bp help centre website. At the top, there's a navigation bar with the bp logo, 'Help centre', 'Wissen' (Knowledge), and 'Kontakt' (Contact). Below this is a search bar with the placeholder 'Durchsuchen Sie unsere Hilfethemen' and a magnifying glass icon. A banner titled 'Hallo, wie können wir helfen?' (Hello, how can we help you?) includes a welcome message and a search bar. Below this, a section titled 'Ausgewählte Hilfethemen' (Selected topics) shows three cards: 'Neuer Kunde werden / Vertrag abschließen' (New customer / sign contract), 'Erste Anmeldung im Kundenportal' (First login in the customer portal), and 'Die Anmeldung im Kundenportal funktioniert nicht' (The registration in the customer portal is not working). To the right, a 'Virtueller Assistent' (Virtual Assistant) is shown in a green box, with a message: 'Hallo, ich bin der Virtuelle Assistent und helfe Ihnen bei all Ihren Anliegen.' (Hello, I am the Virtual Assistant and help you with all your concerns.). It also lists 'Datenschutzerklärung hier' (Data protection declaration here) and a feedback section asking for website feedback and satisfaction levels. The bottom right corner features a 'Nachricht eingeben' (Enter message) input field and a small image of a smiling person at a desk with a laptop.

# A/B testing

*My aim was to pick the best performing design variation based on facts rather than gut feeling.*

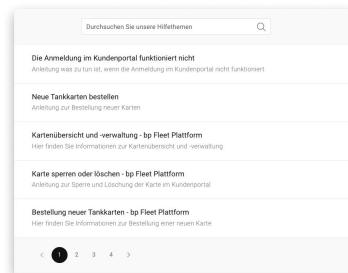
## LANDING PAGE DESIGN

Our marketing manager insisted on having the list of searchable knowledge articles on the landing page of the Help Centre. I believed this did not create the personalised customer experience we were aiming for and that customised tiles relevant to the customer (based on login details) would provide a much better UX experience.

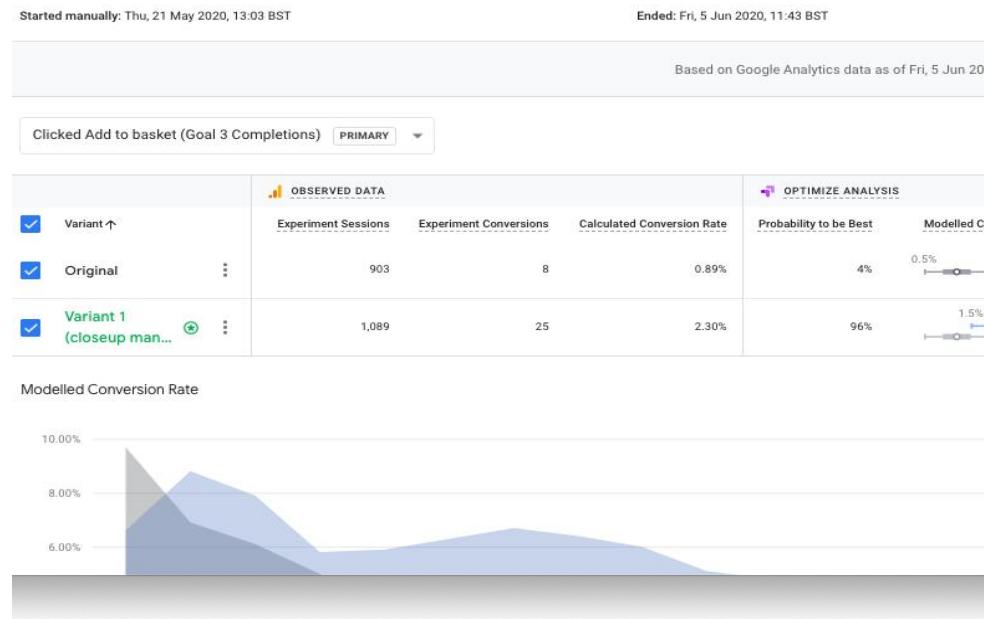
I set up an A/B test on a live website using [Google Optimize](#) with both variants of the landing page:



Variant 1



Variant 2



- i* Variant 1 has a significant 96% probability to be the best based on the number of conversions for customers interacting with the Help Centre.

### Hypothesis 8

The lack of personalisation makes it difficult for customers to know where to look



Pass

# Reflections

*Looking back on the project to understand what went well and what can be improved for future projects.*

## WHAT WENT WELL?

The Self-Serve Maturity Scorecard was a key tool in assessing the current state of the portals. It allowed for a consistent approach alongside portal owner interviews to provide a baseline view of what the currently outlook is.

The roll up of recommendations and results into the brand new Help Centre was a huge win for both myself and customers. The Help Centre is a ‘one-stop shop’ for customers to find all the customer support they need through clear knowledge articles and guides as well as further support through the chatbot with the contact us form as a final layer of support if customers need further support.

My ability to build trusted relationships with the portal owners allowed me to come in and provide recommendations from an outside point of view and was received warmly despite having some challenging conversations.

## WHAT COULD GO BETTER?

The Scorecard took several iterations to become finalised with the first handful of portals assessed due to time limitations. It would be preferable to have tested it out end-to-end before beginning the assessments to allow for greater speed in carrying out the assessments.

Similarly, the presentations back to the business and portal owners had to be re-designed several times to please different audiences. It would have been more efficient to have one scoring template and executive summary to work with from the start.

# Hire me.

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