



Key skills:

Creative design:

- Sketching, drawing, visualisations
- 'Outside the box' creative thinking
- Graphic design

Interpersonal skills:

- Collaboration
- Communication
- Problem-solving

UX/UR skills:

- Prototyping and wireframing
- Interaction design
- User-centred design
- Site maps and user journeys
- User testing

Special skills and passions:

- Persuasive technology

Tools:

- Adobe Creative Suite
- Axure RP



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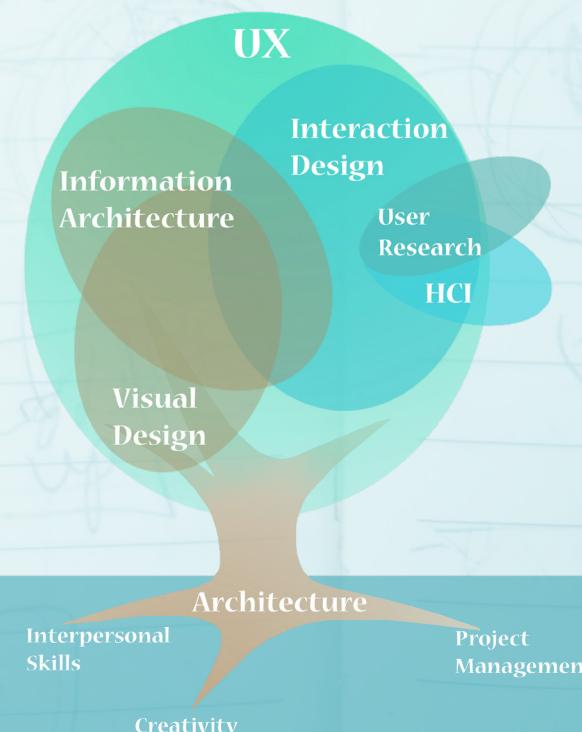
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Tania Ostanina

UX Design Portfolio



I am a junior UX designer based in London, UK, currently studying for a MSc in HCID at City, University of London.

I am passionate about creating user experiences and products that improve and enrich people's lives. A hands-on, down-to-earth, creative thinker, I am able to drill down to the tiniest detail, collaborate and solve problems within fast-paced challenging project environments.

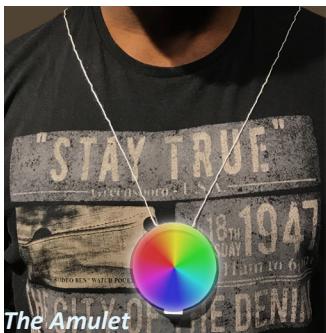
I have arrived into the field of UX via a successful career in architecture. This has given me a grounding in visual design and creativity, as well as a rich array of project management and interpersonal skills. I have chosen to move into UX because it can offer me new and exciting opportunities:

- UX opens the door to understanding users' behaviour and motivations.
- UX is on the forefront of technological innovation.
- UX has a strong emphasis on being a force for social good.

Tate Halo : an interactive technology for the Tate Modern

(MSc HCID, Interaction Design, 2019)

THE DESIGN PROPOSAL



The Amulet



The Watch

1. The Emotion Loggers: wearable devices that allow visitors to log their emotions, and determine their location via Bluetooth Low Energy and RFID tags

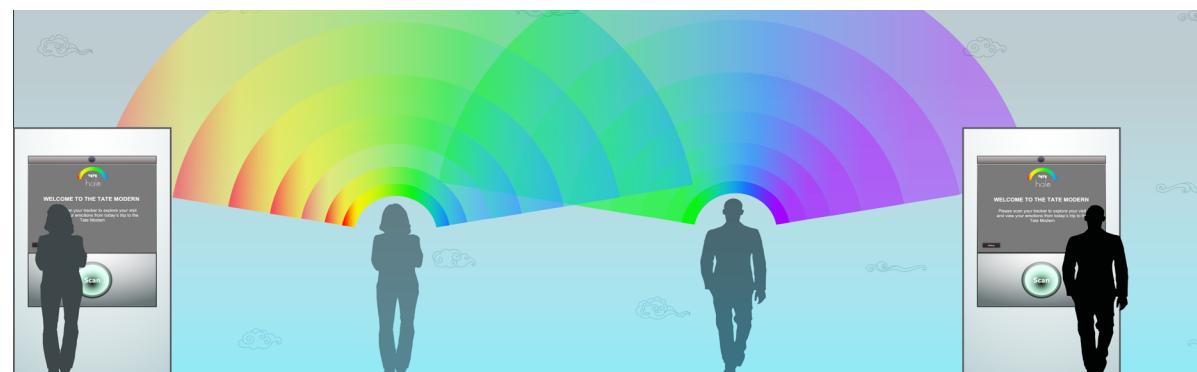
YOUR VISIT: ALL LEVELS
NATALIE BELL BUILDING
BLAVATNIK BUILDING
Viewing Level 10
Restaurants 9
Members Room 8
Staff Only 7
South Rooms 6
Tate Exchange 5
Free display 4
Lobby 3
Free display 3
Exhibition 2
Free display 1
Tate Bookshop 1
Cafe 1
Shop 1
Bridge 1
Information 1
TICKETS
Cast Halo
Settings
Touch a level or a point to view details
Ext

YOUR VISIT: LEVEL 0
TATE halo
Angry
Dreadful
Happy
Sad
Reactions
Angry (31%)
Happy (23%)
Sad (25%)
Dreadful (11%)
Cast Halo
Settings
Touch a point to view details
Back to Map
Ext

YOUR VISIT: LEVEL 0
TATE halo
Happy
Perplexed
Angry
Sad
Reactions
Happy (30%)
Perplexed (20%)
Angry (20%)
Sad (20%)
Dreadful (10%)
Would you like to save your results?
Print Results
Email Results
Settings
Touch a point to view details
Back to Map
Ext

2. Digital Interface Doorway:

An interactive screen where visitors scan their Emotion Loggers, explore their visit and cast their Halo



3. Large Display Wall in Turbine Hall:

Halo are displayed here after being cast. They can be interacted with using gestures and photographed

Overview

The project is an immersive, interactive technology for visitors to the Tate Modern.

The challenge:

The brief for the project was to design an interactive technology that allows gallery visitors to leave a trace of their visit.

Users and audience:

Visitors to the Tate Modern are already accustomed to highly sophisticated digital technology within a gallery setting. Therefore, the proposal must be engaging and innovative, while meeting the visitors' expectations and desires.

Project roles and responsibilities:

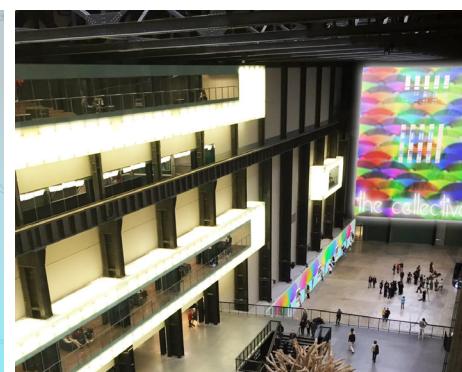
Working in a team of 4 students, I was closely involved in all stages of the project research, design and evaluation.

My individual contribution:

- Generator of the chosen ideation concept
- Creator of the wearable technology design (the Emotion Loggers) and its physical prototypes
- Visual and graphic designer: The Collective, The Collective Cloud, group project report, group poster.

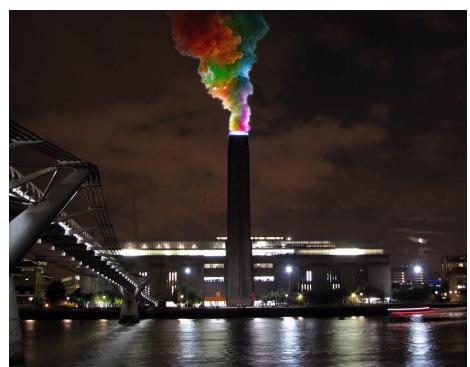
Project scope and limitations:

- Not possible to run full scale evaluations
- Not possible to produce a fully interactive digital Emotion Logger prototype or a fully immersive, large scale environment, which limited the evaluation results



4. The Collective:

A display in Turbine Hall showing everyone's Halos



5. The Collective Cloud:

Colour time-lapse vapour rising from the gallery's chimney

Tate Halo : an interactive technology for the Tate Modern

(continued)

THE DESIGN PROCESS

The project follows the user-centred design process — a good fit for a project where the users are known and where their requirements can be researched.

User research

OBSERVATIONS AND INTERVIEWS:

- Gathered data on how people were spending their time at the gallery, by observing them over the course of a week
 - Conducted semi-structured user interviews with gallery goers
 - Analysed the data in Miro affinity diagrams
 - Created personas from the user research data
 - Created existing user journeys for the personas



A snapshot showing part of Miro affinity sorting board

Why this process?

- To identify the desires and expectations of the Tate Modern visitors
 - The interviews provided a deeper understanding of the visitors' motivations than observations alone

Main findings:

We discovered that there were two main types of gallery goer: a lone visitor and a social visitor. Both shared a desire to know how other people experienced the exhibitions—therefore, this features heavily in our design goals.

DESIGN GOALS:

Four design goals were derived from the user research data, using the “What? So What? Now what?” technique

What?	So what?	Now what?
Participants talked to people about their interpretations of the displays	Sharing opinions and reactions is important to visitors	How might we allow visitors to share their reactions with others?
Visitors take photos of things that interest them and share on social media or messaging apps	Having something "Instagrammable" and unique to each visitor helps them engage/capture their visit	How might we provide a unique photo opportunity to each guest?
Guests appreciated the size and scale of the Turbine Hall	There's an expectation for immense and visually impressive things at the Tate Modern	How might we make our interactive technology stand out?
Participants may explore just one or multiple exhibitions in a visit	This is a massive variable and will be a defining feature of our design	How might we make our design relevant to all visitors?

Design goals

Name Alice Roebuck

Age 34

Job title Digital Designer

Location London

Background The Tate Modern is Alice's favourite London. She'll visit multiple times a year, sometimes but often on her own. She's got a discount card affordable to go to all the exhibitions she's interested in.

She may post photos of things she enjoyed online, won't necessarily discuss other emotional experiences, enjoys it when she sees or hears other opinions

Goals

- Spend an afternoon in a nice environment taking in some inspirational work
- Be inspired
- Explore new ideas

Tech Behaviour

Technology	None	Some	Heavy
Social media use	●	●	○
Mobile device use	●	●	○
Novel tech experiences	●	●	○

Personas

Name Patrick Salter

Age 49

Job title Senior Designer

Location London

Background Patrick lives in London and spends his weekdays in the office. He gets on well with his current and previous colleagues and they regularly arrange for social outings, including museums. Patrick is interested in late night events and specific exhibitions, rather than just the Tate Modern, as it's always on his doorstep.

He enjoys sharing his experiences with those he is with as well as on social media and in group chats.

Goals

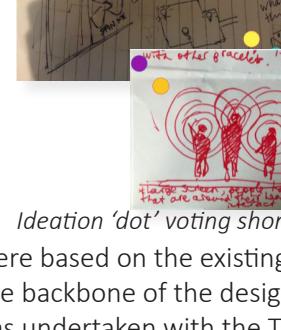
- Socialise with colleagues
- Have somewhere interesting available at the right times of day
- Explore the work of a displaying artist
- Broaden horizons

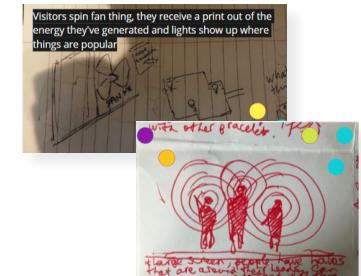
Tech Behaviour

Technology	None	Some	Heavy
Social media use	●	●	○
Mobile device use	●	●	○
Novel tech experiences	●	●	○

Current User Journey - Alice			
	Before the Exhibit	Arrival	In the Exhibit
Interaction			
Context	At home	In the Turbine Hall	In the exhibit (3rd floor) Crowded.
Progression	I see a friend's Facebook post about the exhibition. Intrigued, I search for it online.	I take a photo of the large statue in Turbine Hall (had seen it before) on my mobile. I move towards the escalators	I move from room to room, reading only some descriptions. Taking lots of photos of the exhibits and of the descriptions.

Conceptual design

- **Ideation** generated 28 initial design ideas. These were 'dot' voted to narrow them down to a shortlist of two.
 - **Parallel conceptual designs** were developed from the ideation shortlist
 - **Future user journeys** were based on the existing user journeys, and formed the backbone of the designs
 - **A desirability survey** was undertaken with the Tate Modern visitors, to establish which design to pursue.



Ideation 'dot' voting shortlist

Why this process?

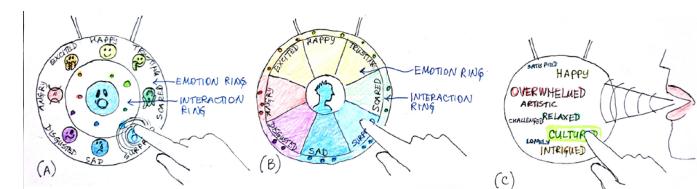
To explore the possible avenues first, to ground the design in the previous user research, and to obtain a clear user perspective on the proposal before proceeding to the next stage.

Results:

The results of the desirability survey showed a strong preference for my design idea of the interactive 'halo'. This was therefore chosen as the winning design.

Lessons

For the Emotion Logger sketch designs, version C was my favourite, but the desirability surveys placed version B in the lead. This was a lesson to me — proving that my opinions as a designer are secondary to the requirements of the user!



My three sketch designs for the Emotion Loggers

Tate Halo : an interactive technology for the Tate Modern

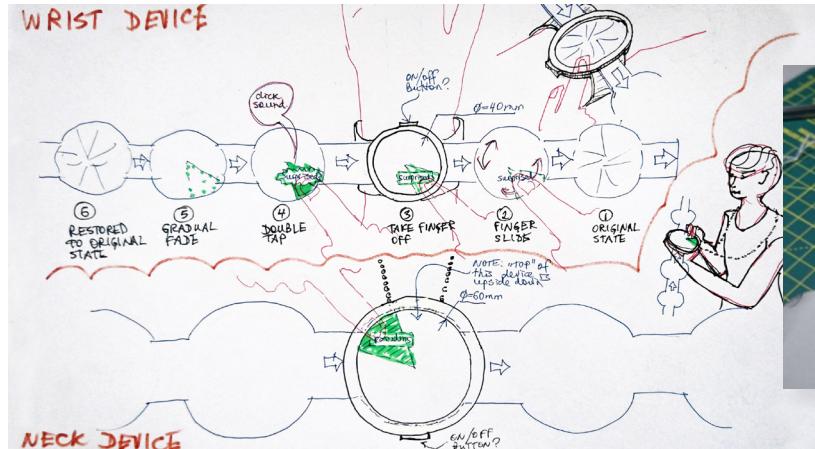
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Detailed design

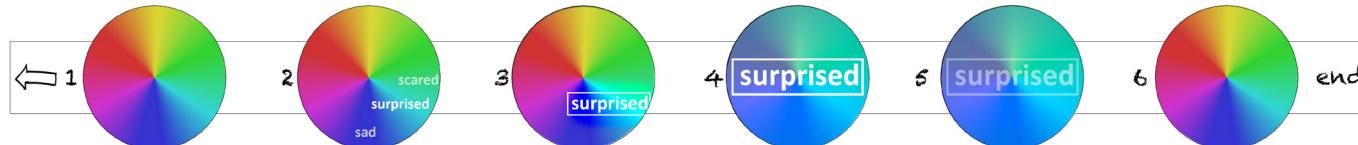
This process was informed directly by the design goals and the results of the desirability survey results.

DESIGN ACTIVITIES:

- **Wearable devices:** I designed and built the physical prototypes for two variants of Emotion Loggers (the Amulet and the Watch), using cardboard, glue and a scalpel. Using Adobe Creative Suite and Axure RP, I then created a series of ‘screens’ that could be threaded through the physical prototypes to simulate digital interaction.
- **Interactive artifacts:** The team created detailed visuals to illustrate other artifacts forming the overall design proposal — the Digital Interface Doorway and the Halo display.
- **Accompanying visuals:** I created visuals for The Collective and The Collective Cloud.



My first sketch for the physical prototype design of the Emotion Loggers



Threaded ‘screens’ for the physical prototype of the Watch Emotion Logger

Why this process?

- To hone in on the design goals set at the start of the project
- To ground the detailed design phase within the conceptual design and the user research
- To take the design to a level suitable for the final evaluation
- To attempt to recreate the immersive atmosphere of the interactive technology during the final evaluation

Results:

A set of high fidelity design artifacts that address the design goals, follow the previous project phases, and are suitable for use in the final evaluation.



Physical prototypes — in progress

Final evaluation

EVALUATION PROCESS:

- A small-scale user test was carried out
- Test script was based on the future user journeys
- Participants tested the physical prototypes with the help of a facilitator (me) ‘playing computer’, while the other artifacts were presented to them as ‘props’ (large scale printed images)
- The test data was coded and summarised in a Rainbow Spreadsheet

Why this process?

A small-scale evaluation was considered appropriate to test this relatively uncomplicated design.

Main findings:

All users were impressed with the design. They were able to interact with most artifacts intuitively with no instruction. They preferred the Amulet design, and expected a greater personalisation of the interactions. However, the gesture-based interaction with the Halo caused some confusion in most users.



User testing of the Emotion Loggers

CONCLUSIONS

- **Meeting the design goals:** the design goals have been addressed directly in the proposals, and supported by the results of the final evaluation
- **The users** were impressed with the design and able to use it as intended
- **The outcome:** an engaging interactive technology befitting the scale of the Tate Modern.

Evaluating the UX of *Swim22.diabetes.org.uk*

(MSc HCID, Evaluating Interactive Systems, 2020)

OVERVIEW

This project is a usability and UX evaluation, undertaken for *Swim22.diabetes.org.uk*, a fundraising website run by the charity Diabetes UK.

The problem:

The charity asked me to investigate the usability of specific parts of the *Swim22* site, as well as the UX of the site as a whole.

Users and audience:

The potential user base includes a broad range of people of different ages, genders, backgrounds and fitness levels.

Project roles and responsibilities:

I designed the entire evaluation and the relevant materials. I carried out the user test sessions myself.

Scope and limitations:

- This study will have a real-world impact, as it will be used by Diabetes UK to improve their website.
- Limitations of the evaluation include participant sample size, difficulty of assessing an entire UX of a site within a single test session, and obtaining in-depth answers to questionnaires.

METHODOLOGY

Project goals and objectives: a set of high-level goals was created based on the charity's brief. From these, the more detailed objectives were derived.

Recruitment: 5 participants were recruited and screened based on relevant characteristics such as previous fundraising experience.

User testing:

- The participant test script was task-based, originated directly from the project objectives
- Participants were asked to think aloud
- The test sessions were recorded on video
- Post-test questionnaires were administered

Data analysis:

- Transcribed and coded the raw data, looking for usability and UX problems; analysed these using a customised Rainbow Spreadsheet
- The usability problems were ordered using a combined rating of severity and frequency

Task 1: Navigating from Diabetes UK main page	Questionnaire results	Participant 3
On the scale of 1 to 7, how easy did you find this task? (1 - easy, 7 - difficult)	3	
Do you have any specific comments about this task? (For example, pain points, easy parts, expectations vs reality)	I got there, probably on the phone would be clearer and faster, another page pop-up, it was not obvious that it is swim22 and not diabetes main site.	
How did performing this task make you feel? Why?	It was OK, charities not always have best coders, so as long as I could navigate, I'm happy.	

A snapshot showing part of the post-test questionnaire

Why this process?

- Project goals set the focus on the client's brief
- User testing is an appropriate technique for the evaluation of a small-scale website, where the project objectives are clearly defined
- Video recordings allow for an in-depth data analysis
- Questionnaires provide triangulation to the test data
- Rating usability problems by severity and frequency allows easy prioritisation

Main findings:

The evaluation uncovered a total of 23 usability problems, but only 4 were so serious that they

No.	Task	Page	Description of the issue	Outcome	Severity	P0	P1	P2	P3	P4	Suggested redesign	Score
U2	2a - Site tour - What are your initial impressions?	https://swim22.diabetes.org.uk/resources	The downloadable resources and forms are very print heavy, with dense colourful images and no printer-friendly version	User was annoyed that if they chose to print the downloadable forms at home, this would require a lot of printer ink	Level 4						Provide a printer-friendly version of the downloadable documents that do not rely on dense colour printing	1
U3	2a - Site tour - What are your initial impressions? 3 - Signing up and creating a fundraising page	Overall site	The banner image at the top of the page is very large and takes up most of the visible screen.	Participant 0 had to scroll down to see the page main content. Expressed annoyance at the large size of the banner image. Participant 4, because of the large size of the image, did not realise they were on the right page and spent a long time looking for one, getting progressively more confused. They were eventually able to find a workaround and navigate to their individual page. (Deviation from happy path)	Level 2						Reduce the size of the banner images or remove them from some pages where users have to perform many tasks (such as the individual fundraising page) completely.	6

A snapshot showing part of Rainbow Spreadsheet

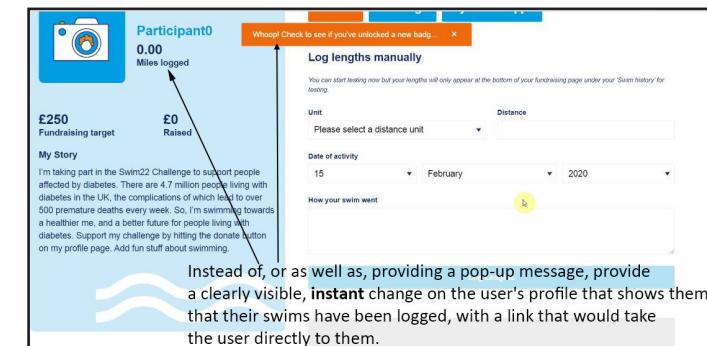
prevented the users from completing key tasks on the site. The project report recommended fixing these serious problems first, providing suggestions on how to do so.

Lessons:

I was able to carry out consistent user test sessions, even working with the challenges of a live, frequently updated website, by noting any unexpected website changes in and accounting for them in the data analysis.

CONCLUSIONS

- The project goals, and therefore the client's brief, were successfully addressed through the structure of the study.
- Recommending only a small number of serious problems for immediate fixing will help the charity address the balance between the practicality of running the website with the requirements of its users.



A suggestion for fixing a serious usability problem