

# Tom Alterman

## UX portfolio

thomas.alterman@gmail.com  
07869 282 548  
@tomalterman

Inside is lots of amazing and confidential client work inside so please do not distribute without prior consent

I create and build user experiences across all digital platforms for high-profile commercial and government organisations. I have worked across the whole spectrum of user-centred design: from gathering requirements and user research, to delivering wireframes and performing usability testing.

This document showcases three recent projects I have been involved in that demonstrate my involvement in all aspects of the User Centred Design process.

**1. DMP - Design and build of new corporate website for a FTSE 100 company**

**2. Police social data service - Conceptual social network design**

**3. HMRC PSM - Complex user interface design**

Other clients I have worked for include:



Technology Strategy Board  
Driving Innovation

# DMP - Design and build of new corporate website

A top-tier global defence and engineering organisation asked Detica to deliver a new corporate website that captured the scale and diversity of the organisation's world-wide operations and the particular cultural and political landscape of the organisation.

In the Define phase of the project, my role was to gather requirements and identify the core functionality and content required by all key user groups.

This involved:

- Carrying out a full heuristic evaluation of all BAE content on social media channels and micro-sites, convincing the business to invest in a new content strategy
  - Organising and leading workshops to capture key user and business requirements
  - Delivering conceptual wireframes and user journeys to communicate user needs to key senior stakeholders



# DMP - Content Audit

I performed a full evaluation of all company content on external sites (Twitter, Facebook, Linkedin, Youtube) as well as company micro-sites. My findings were that over 90% was not fit for purpose. This was presented back to the client and helped convince them to invest in a digital content strategy for their new site.

Type	Platform	Content example	Recommendation	Rationale
video	youtube	<a href="http://www.youtube.com/watch?v=7F0snjXXolc">http://www.youtube.com/watch?v=7F0snjXXolc</a>	Some current videos are outdated and need to be revamped to fit brand values and internet vision <b>No single BAE youtube channel making it hard to find related videos. Different channels should represent different types of content.</b>	Video technicals jaded, lack of meta data, poor number of views/hits, derogatory comments
video	youtube	<a href="http://www.youtube.com/user/baesystemsinc">http://www.youtube.com/user/baesystemsinc</a>	Videos need accurate tags, titles, categorisation and full descriptions, including links to more information, in order to increase relevance and visibility in search results	Dispersed channels, same content featured on different channels. No clear need for baesystemsinc & BAEinfo
video	youtube	<a href="http://www.youtube.com/watch?v=sjgqQWu8LXY4">http://www.youtube.com/watch?v=sjgqQWu8LXY4</a>		Incorrect or insufficient description and tagging of videos, poor number of views
video	youtube	<a href="http://www.youtube.com/user/baecsystemzuk">http://www.youtube.com/user/baecsystemzuk</a>	<b>Content aimed at different audiences should be split into different channels or playlists</b>	Generic promotional material, product videos and amateur footage all delivered in same channel. Content aimed at school children and graduates appear in same list
video	youtube	<a href="http://www.youtube.com/watch?v=3uLv34Tp0h8">http://www.youtube.com/watch?v=3uLv34Tp0h8</a>	More quality control should be in place to ensure that only good quality, complete and working content is uploaded to official channels	Video of poor quality, missing audio, incomplete or break halfway through give unprofessional image of the company
video	youtube	<a href="http://www.youtube.com/watch?v=lMM1t6Tq42o">http://www.youtube.com/watch?v=lMM1t6Tq42o</a>	Commenting on videos should be removed as this leaves people free to post derogatory comments about the company	Few people comment of video and most what is there seems to be negative and insulting to the company
video	youtube	<a href="http://www.youtube.com/watch?v=u94IT7pFTY">http://www.youtube.com/watch?v=u94IT7pFTY</a>	More content featuring current and classic products in action should be present on youtube as this appeals to much of the audience	All most popular videos are well produced clips of exciting products
video	youtube	<a href="http://www.youtube.com/watch?v=E0J-0PrCv0">http://www.youtube.com/watch?v=E0J-0PrCv0</a>	Some videos have been uploaded twice and duplicates should be removed	Lack of views for copy. Gives unprofessional image of channel
html	facebook	<a href="http://www.facebook.com/pages/BAE-Systems-Land-Armaments/78913139326">http://www.facebook.com/pages/BAE-Systems-Land-Armaments/78913139326</a>	More emphasis should be put on recruitment with information and links	Most of the comments by followers relates to seeking employment opportunities at BAE
html	facebook	<a href="http://www.facebook.com/pages/BAE-Systems-Ship-Repair/205833320347">http://www.facebook.com/pages/BAE-Systems-Ship-Repair/205833320347</a>	Groups should be moderated to ensure any spam posts are removed	Spam messages highly visible and give impression pages are not looked after
html	facebook	<a href="http://www.facebook.com/pages/BAE-Systems-Land-Armaments/78913139326">http://www.facebook.com/pages/BAE-Systems-Land-Armaments/78913139326</a>	Emphasis should be placed on creating a community around BAE locations	Best BAE facebook pages have a lot of content by employees wanting to engage socially and foster a community
html	facebook	<a href="http://www.facebook.com/pages/BAE-Systems-Land-and-Armaments/112027888810213?ref=search">http://www.facebook.com/pages/BAE-Systems-Land-and-Armaments/112027888810213?ref=search</a>	Any duplicate pages should be removed and combined in order to ease monitoring and ensure all content is up-to-date.	Confusing amount of different pages and groups for each division, product and
html	facebook	<a href="http://www.facebook.com/pages/BAE-Systems-Land-Armaments/78913139326">http://www.facebook.com/pages/BAE-Systems-Land-Armaments/78913139326</a>	BAE systems facebook pages should engage with users, posting regular	
html	facebook	<a href="http://www.facebook.com/pages/BAE-Systems-Submarine-Solutions/103150133058861">http://www.facebook.com/pages/BAE-Systems-Submarine-Solutions/103150133058861</a>	Division organization pages should be removed and replaced with group engage with	
html	twitter	<a href="http://twitter.com/#!/BAE_System">http://twitter.com/#!/BAE_System</a>	Redundant accounts should be removed and others merged to ensure communication for different parts of the business	
html	twitter	<a href="http://twitter.com/#!/bae_jobs">http://twitter.com/#!/bae_jobs</a>	Accounts need to be updated regularly otherwise people lose confidence following	
html	twitter	<a href="http://twitter.com/#!/BAESystemsInc">http://twitter.com/#!/BAESystemsInc</a>	Background images should be tailored to space provided and fit brand v	
html	wikipedia	<a href="http://en.wikipedia.org/wiki/BAE_Systems">http://en.wikipedia.org/wiki/BAE_Systems</a>	Wikipedia entries should be monitored to ensure up-to-date and correct c	
html	wikipedia	<a href="http://en.wikipedia.org/wiki/Aztec_class_submarine">http://en.wikipedia.org/wiki/Aztec_class_submarine</a>	Product entries should include as much information and media as possi	
html	linkedin	<a href="http://www.linkedin.com/groups?gid=1941206">http://www.linkedin.com/groups?gid=1941206</a>	Groups and general presence on site needs to be consolidate and gear relationship and recruitment	
html	dotcom	<a href="http://baesystems.com/Businesses/SubmarineSolutions/index.htm">http://baesystems.com/Businesses/SubmarineSolutions/index.htm</a>	Blocks of text should be reduced in size to be more scannable	
html	dotcom	<a href="http://baesystems.com/Businesses/SubmarineSolutions/index.htm">http://baesystems.com/Businesses/SubmarineSolutions/index.htm</a>	Blocks of identical text should not be repeated on the same page	
html	dotcom	<a href="http://baesystems.com/Businesses/SharedServices/index.htm">http://baesystems.com/Businesses/SharedServices/index.htm</a>	Text should not assume knowledge of internal products or acronyms	
media	dotcom	<a href="http://www.baesystems.com/AboutUs/Video/index.htm">http://www.baesystems.com/AboutUs/Video/index.htm</a>	Ensure that video on the site is of high quality	
media	dotcom	<a href="http://www.baesystems.com/CorporateResponsibility/">http://www.baesystems.com/CorporateResponsibility/</a>	Ensure that the same media is not used repeatedly on the same page or	
media	dotcom	<a href="http://www.baesystems.com/CorporateResponsibility/EnvironmentalSustainability/index.htm">http://www.baesystems.com/CorporateResponsibility/EnvironmentalSustainability/index.htm</a>	Ensure that appropriate images are used in the correct context	
media	dotcom	<a href="http://www.baesystems.com/CorporateResponsibility/Education/index.htm">http://www.baesystems.com/CorporateResponsibility/Education/index.htm</a>	Ensure all media works correctly	
media	dotcom	<a href="http://www.baesystems.com/index.htm">http://www.baesystems.com/index.htm</a>	Ensure text is not embedded into images for accessibility	
media	dotcom	<a href="http://www.baesystems.com/ProductsServices/l_and_a_gs_black_knight.html">http://www.baesystems.com/ProductsServices/l_and_a_gs_black_knight.html</a>	More images and videos should be available on product pages to enhar	
media	dotcom	<a href="http://www.baesystems.com/ProductsServices/eis_s2_apkws.html">http://www.baesystems.com/ProductsServices/eis_s2_apkws.html</a>	Clearer and more engaging imagery should be used to create excitement	
media	dotcom	<a href="http://imagegallery.baesystems.investis.com/default.aspx?catid=5">http://imagegallery.baesystems.investis.com/default.aspx?catid=5</a>	Multimedia gallery should include all media on the site	

## What we discovered

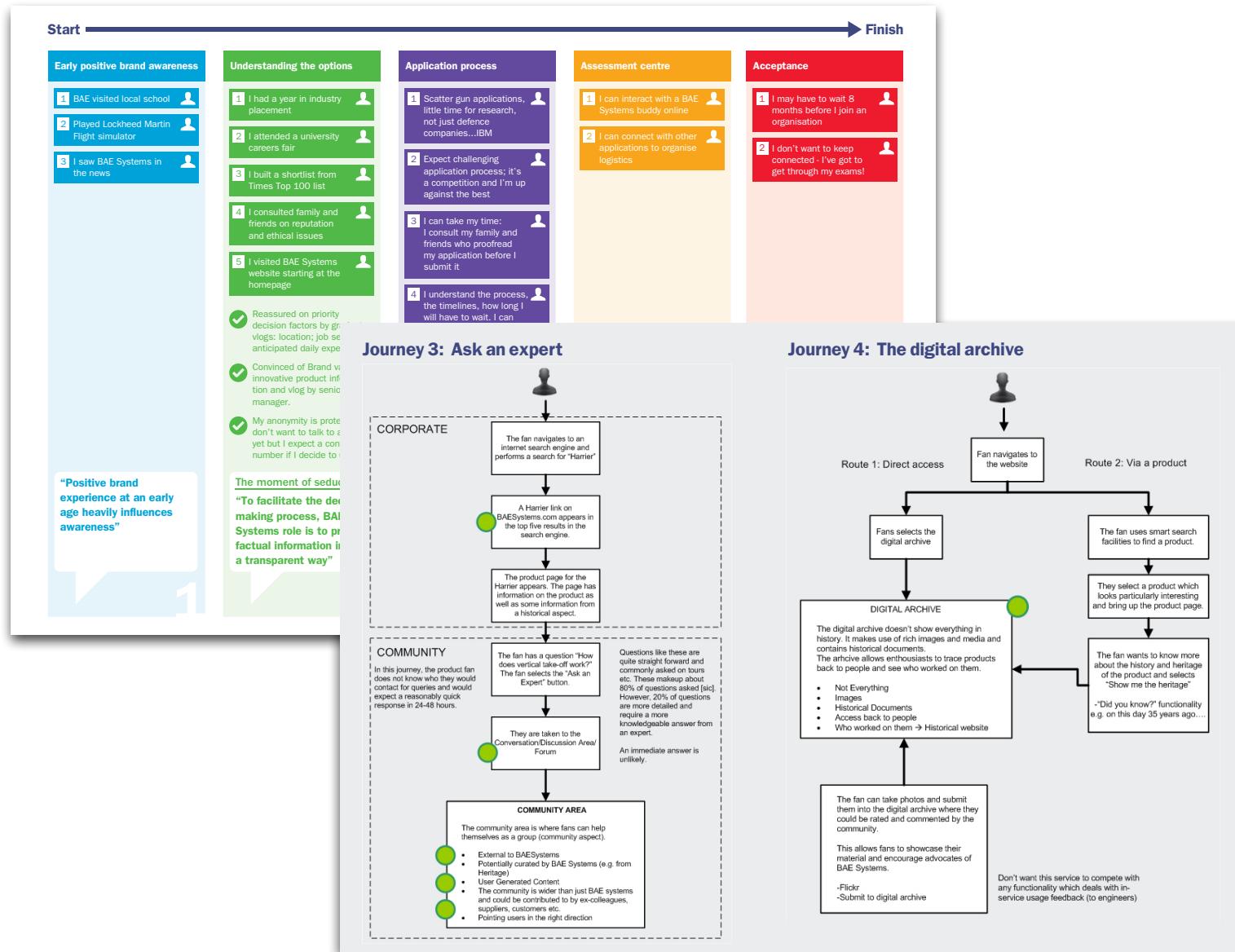
Content isn't appropriate for medium

Internet content heuristics			
Heuristics	BAE.com	Microsites	Social media
Familiar vocabulary?	▪ Acronyms, industry specific	▪ Acronyms, industry specific	▪ Acronyms, industry specific
Content salient?	▪ Oblique copy, dense message	▪ Dense or light product info	▪ Frequently unclear messages
Content succinct?	▪ Lengthy text, little rich content	▪ Lengthy text	▪ Not created for SM
Relevance for audience?	▪ Not tailored to user groups	▪ Mixed across microsites	▪ Not SM audience
Consistency & standards	▪ Labelling and terminology	▪ Mixed, architecture probs	▪ No clear message/ style
Currency	▪ Content is static	▪ Content > 6 months old	▪ Not fast paced, up to date
Reflect brand values	▪ T-o-v militaristic, traditional	▪ Inconsistent, no BAE values	▪ Doesn't reflect values
Video	▪ Video formal, dated	▪ Dated, poor quality	▪ Better descriptions, quality
Imagery	▪ Too small, not always relevant	▪ Not enough, poor aesth. qual	▪ Focus military products
Diverse formatting	▪ Limited alternative formatting	▪ Better, needs to target audience	▪ Insufficient

# DMP - User requirement workshops

Separate workshops were held with representatives of each persona. I initially helped create exercises, and then led workshops to capture the key user needs before identifying the ideal journeys to fulfill them.

## User journeys



## User requirements

**Customer: Wants and Needs**

With customers having different requirements depending on where they were in the sales process, the participants were asked to identify the wants and needs of customers at each phase. They were also asked to indicate which were of the highest priority or would require a secure channel of communication due to the sensitive nature of the desired information.

Phase	Wants	Needs
1. Understanding Requirements	Capability/Product Information (Top-level) Contact to solve a specific problem How can BAE Systems help me solve a problem? What types of solutions are available from RAF?	Capability/Gap Additional Need – SEARCHING for key words that match a need Point of Contact Local offices – contact. Names and addresses. Company Information: committed to a sector /domain /market.

**Deciding Factors**

Deciding Factors	Interpretations
Pace of development	A key need is to reduce Time To Market which means using small innovative collaborative organisations. To improve the time still further tools are required to help reduce time scales
On-line 'Global' collaborative environment	Persuasive content: Vlog of current or previous graduate scheme participant/their family and friends: How I made it fit in with my life?
To be heard and valued (As Equals)	Collaborators want recognition for their work and support from BAE Systems
Access *	Collaborative tools that can be used by BAE Systems and collaborating partner require access that is open and easily accessible
Thought leadership	BAE Systems wants to be presented as a thought leader in many fields leading innovation
Our challenges	Dependant on the business certain challenges are present that require resolution through collaboration with other organisations
Drive enthusiasm and evangelize science and innovation	Innovation is at the heart of the BAE Systems brand message, collaboration is at the core of this and needs to be evangelised
BAE Systems as a facilitator / Mentor*	BAE Systems especially when acting with educational institutions acts as a mentor and facilitator which needs to be presented in an open and bold way
Funding*	Nearly all collaborating organisations main drive is funding for their research and innovation. BAE Systems as a provider of this funding needs to show the support that they provide to these organisations
Facilities	Corroborative organisations look to BAE Systems to provide facilities in order to support their research
Contacts*	Collaborators need to access contacts in the right parts of the organisation. This both supports future collaboration and prevents bottlenecks within BAE Systems

\*Priority wants and needs

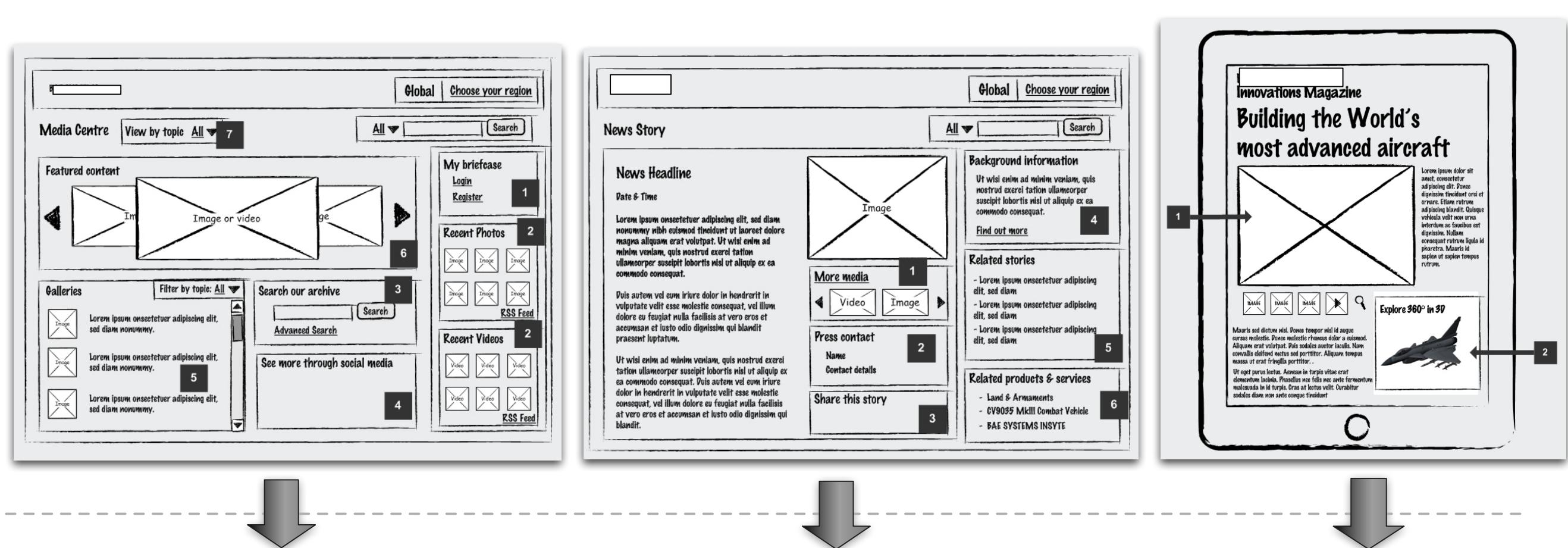
High priority requirement (Green checkmark)  
Medium priority requirement (Yellow checkmark)  
Low priority requirement (Red checkmark)

# DMP - Conceptual wireframes

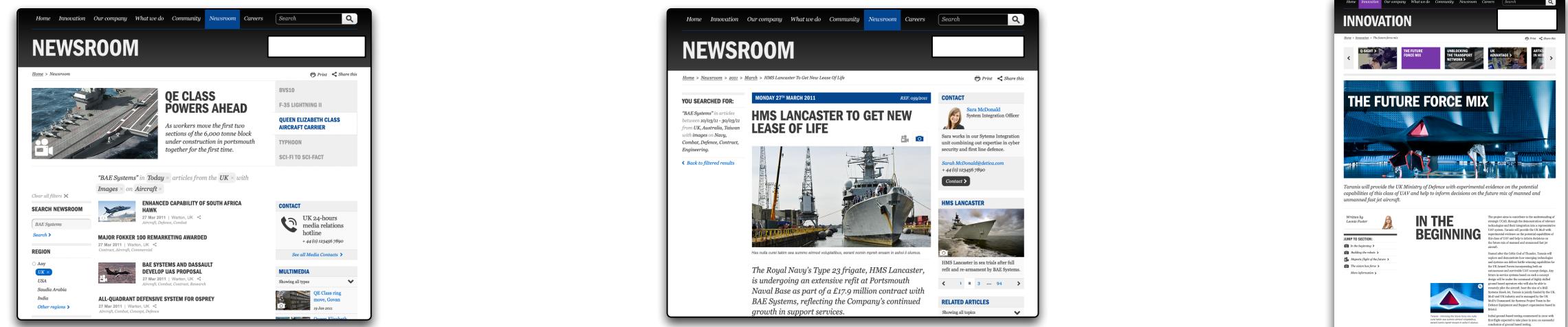
To help visualise what was required to meet the user needs, I produced conceptual wireframes that demonstrated the functionality to be included in the website and how it should be presented to the user.

These then formed the basis of the design phase of the projects where many of the concepts were used almost entirely in the final user experience specification used to build the site.

## Conceptual wireframes



## Final designs

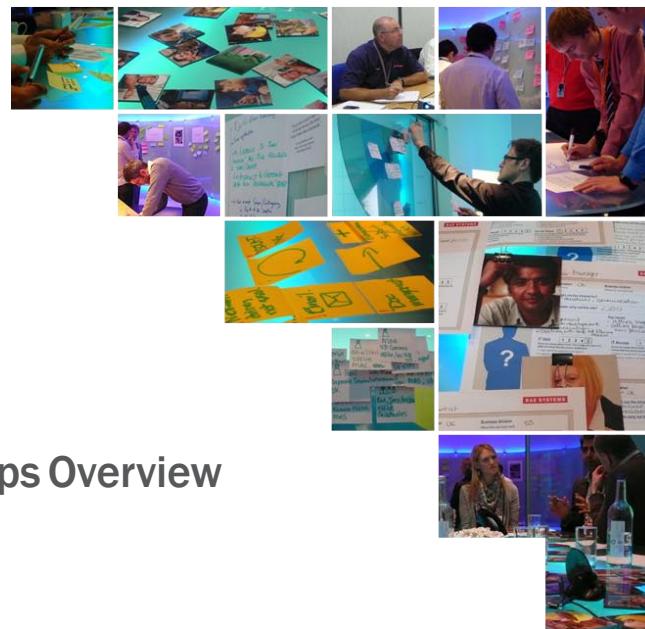


# DMP - Outcomes

The findings were compiled into a review document that was presented to senior stakeholders within the business in order to gain funding for the full design and development phases of this multi-million pound project.

The output was received enthusiastically at management board level, green lighting the next phases of the project, during which I went on to prototype and work on technical delivery of the website.

The website has now been completed and is scheduled to go live in late December 2011.



**Digital Media Programme.**

## Define Phase

### User Experience Workshops Overview

v1.0  
3rd December 2010

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research

information currency.

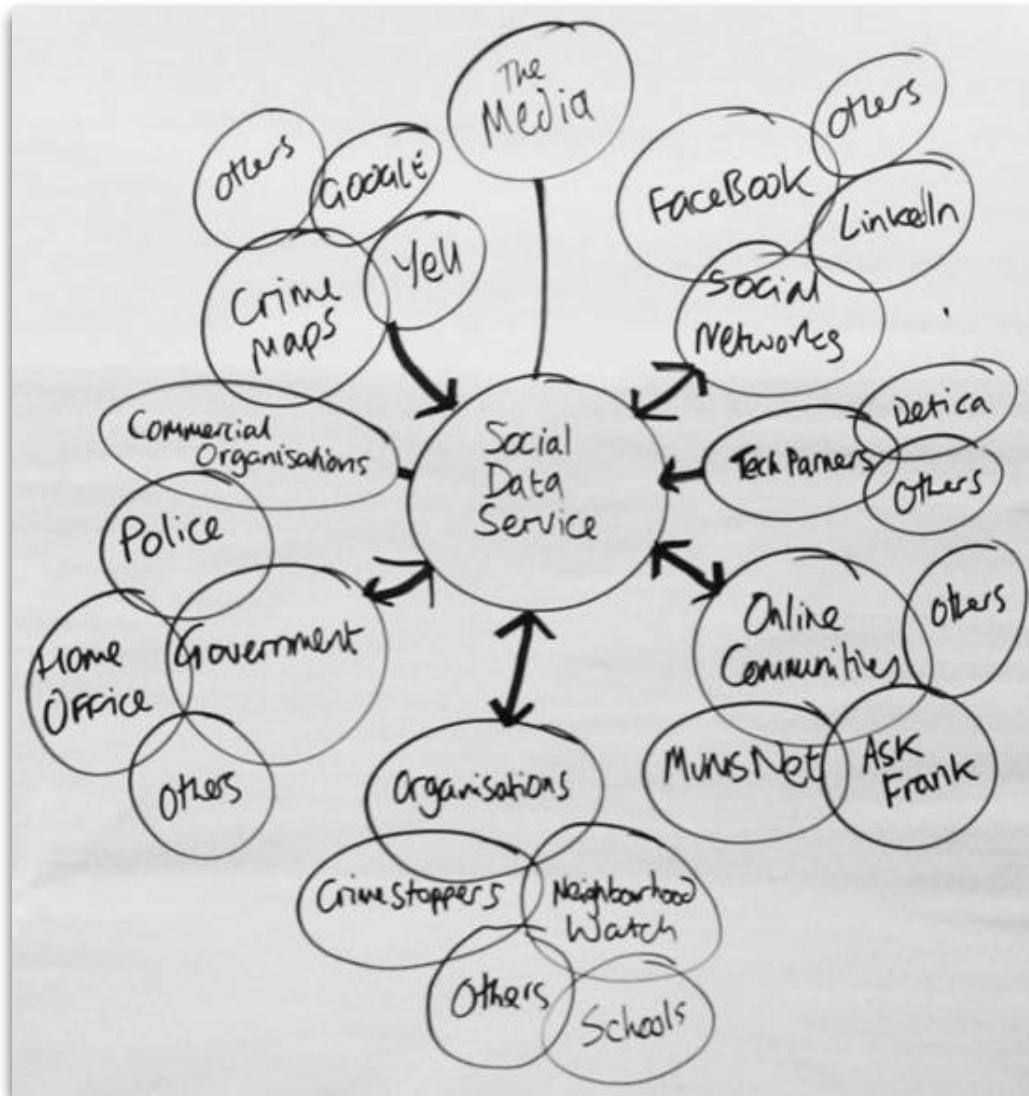
# Social data service -

Conceptual social network for HM Government advisor



Detica were asked by the Prime Minister's Chief Advisor of Police Technology, Lord Wasserman, to help make crime statistics more accessible to the public. We decided to push that remit further by designing a platform that would allow people to engage with the police and their community on crime and help tackle local issues together.

My role was to research the competitive landscape, identify user needs and produce conceptual wireframes to demonstrate the potential of the platform.



# Social data service - Competitor & interaction analysis

First step was to investigate the current services available to the public, as well as the various ways that people could interact with public information.

It was clear from the research that although many platforms visualised crime data in local areas in interesting ways, none helped people to do anything about it. We therefore decided to develop a social data service which allowed people to engage with their local community and tackle issues in their area.

## The Interaction Landscape

Making the information more accessible and visible to communities.

Existing initiatives can be used (e.g. Cabvision) to allow citizens to access community information in public transport.

Digital billboards are becoming more prominent, appearing on road sides, the sides of buses and could be used for citizen-centric information.

Community news could be projected onto civic buildings and be tied with cultural installations.

Information can be made available on a wide variety of consumer devices.

## The Competitive Landscape

A view of the current data services

There are already several services which present the data through visually rich and compelling interfaces.

# Social data service - Persona Creation

Once we had come up with the idea, we started identifying the different users who would use such a platform, which were then boiled down to behaviours. We built the personas as a team, in which I focussed on what the motivations would be behind each persona wanting to engage with the service.

## Concerned Citizen



**Mary, 39**

It's Monday evening and Mary has just finished a tiring parents evening. She's been talking to parents with teenagers just like her own two boys.

Like her, they are concerned about the influences on young people today and the problems in their community.

One of the parents tells her about an online community where local parents are coming together to discuss their concerns and share information. Mary feels she wants to get involved and registers on the website.

She notices a link to 'social data from your area' which is of particular interest to her and a 'Parents Together Group'.

She downloads an app onto her mobile phone to keep her informed on discussions around the 'Parents Together Group' and local police alerts.

**What does she see?....**

## Responsible Business Owner



**Bob, 48**

Bob is alerted early one morning of a broken window at his DIY shop on Lansdowne High Street. It's the third time this year and he reports it to the Police. He has to spend the whole morning cleaning the graffiti and arranging repairs.

He talks to Graham, the supermarket manager next door. They feel things are getting worse and vandalism is escalating.

They are concerned about the effect on their business and their customers.

Bob decides to do some research and goes online to search for government stats on 'trends in vandalism' in the local area.

Without knowing, he's on the government's new Social Data Service.

**What does he see?....**

## Accountable Local Commissioner



**Sanjay, 36**

Sanjay is starting to put together his campaign policies for the forthcoming local commissioner election.

It's a month since an update on crime stats and trends in the Lansdowne area was published online. He's really pleased about the local Police force's performance and thinks that local initiatives have really helped. He wonders what the local community thinks?

He goes to the new government Social Data Service to start his planning.

**What does he see?....**

# Social data service - Wireframes

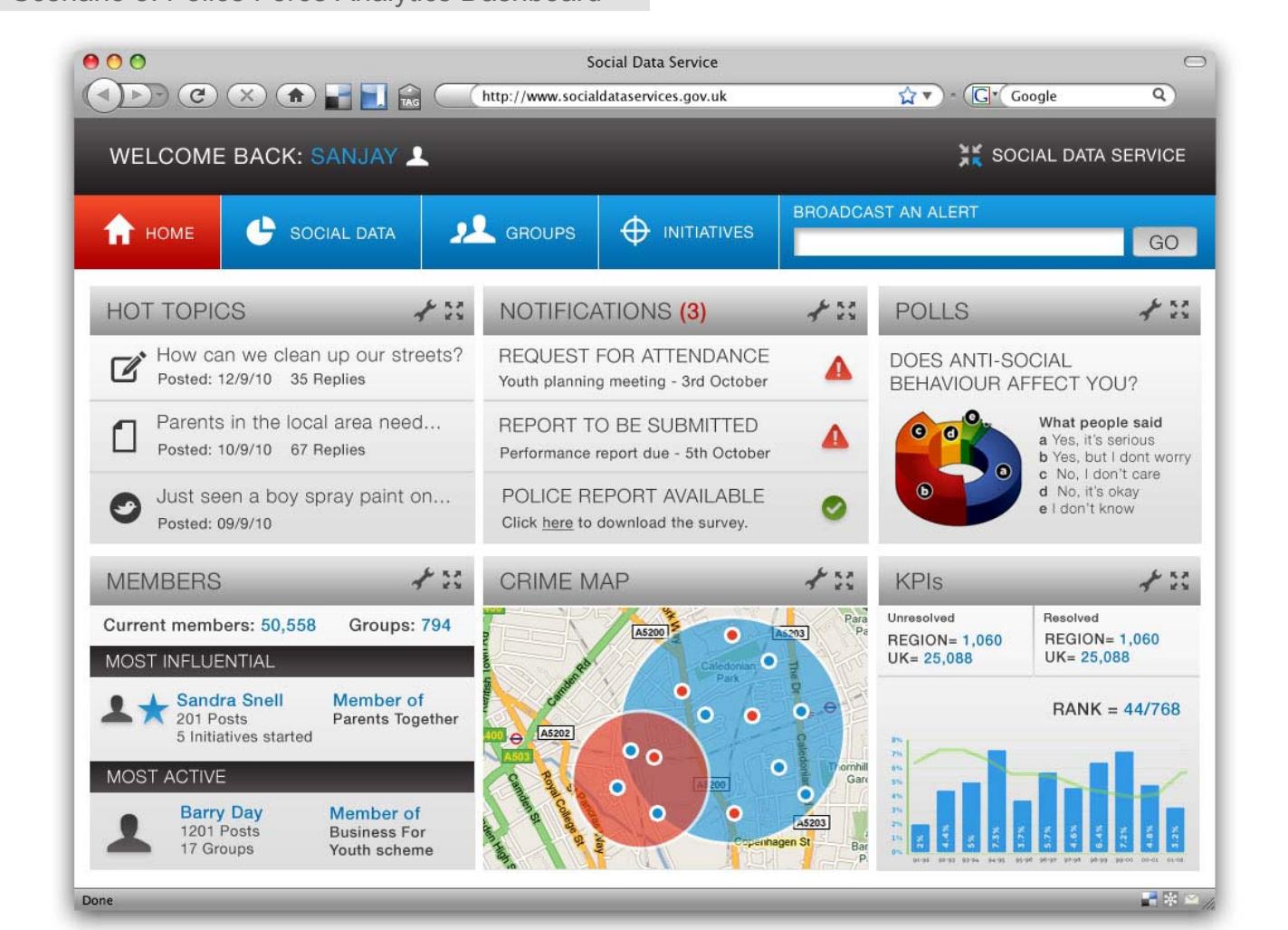
I produced the wireframes below to show the functionality that would be required by each persona to achieve their goals. I was also involved in producing example mobile designs to show the cross-platform nature of the service.

The work was extremely positively received with further conceptual designs commissioned and presented at 10 Downing street to Home Office ministers and other government advisors. It has now been taken on as a social enterprise project and I have been asked to take on the delivery of a full UX specification for the platform.

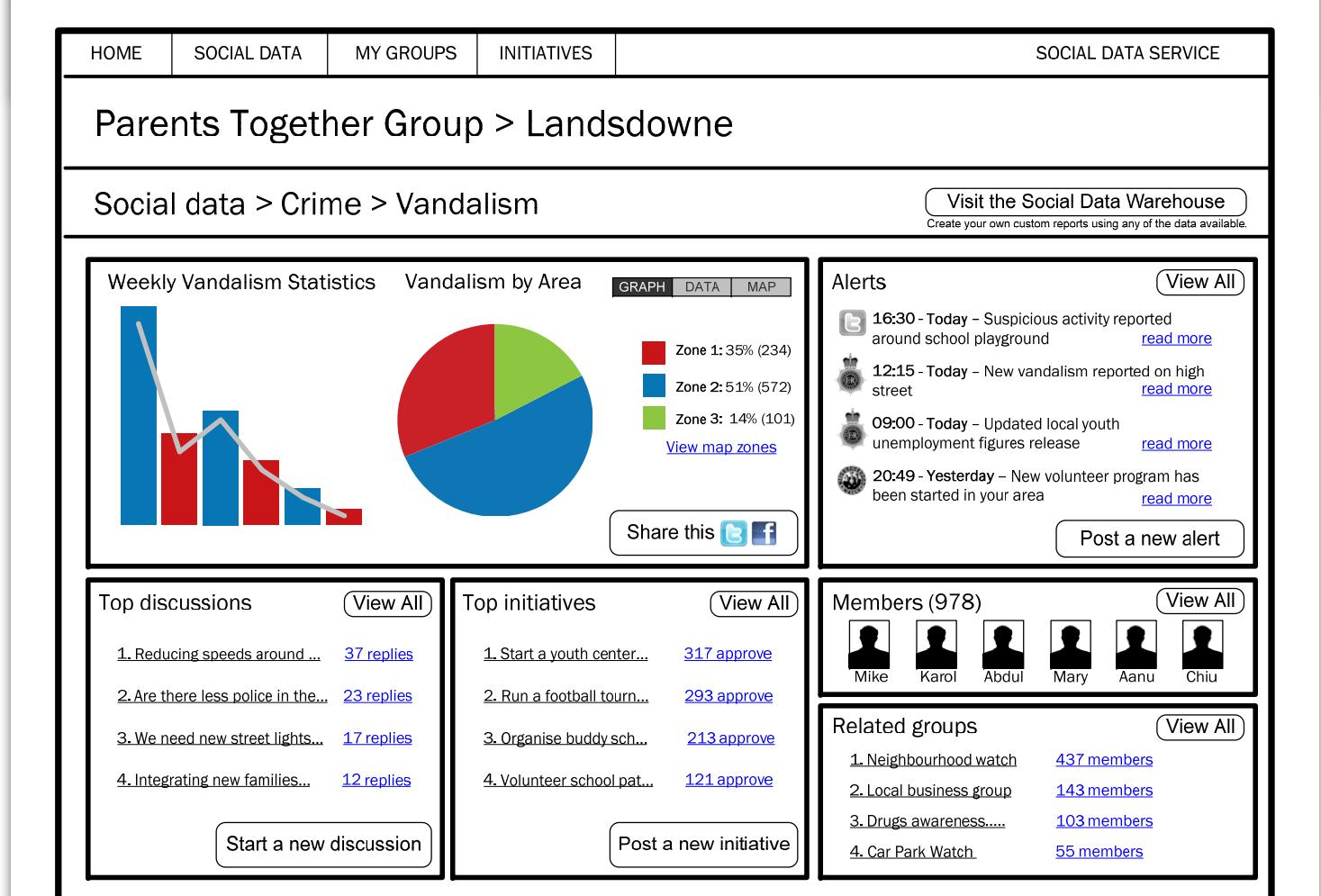
Scenario 2: Parents Together mobile application



Scenario 3: Police Force Analytics Dashboard



Scenario 2: Parents Together Group Page



# PSM -

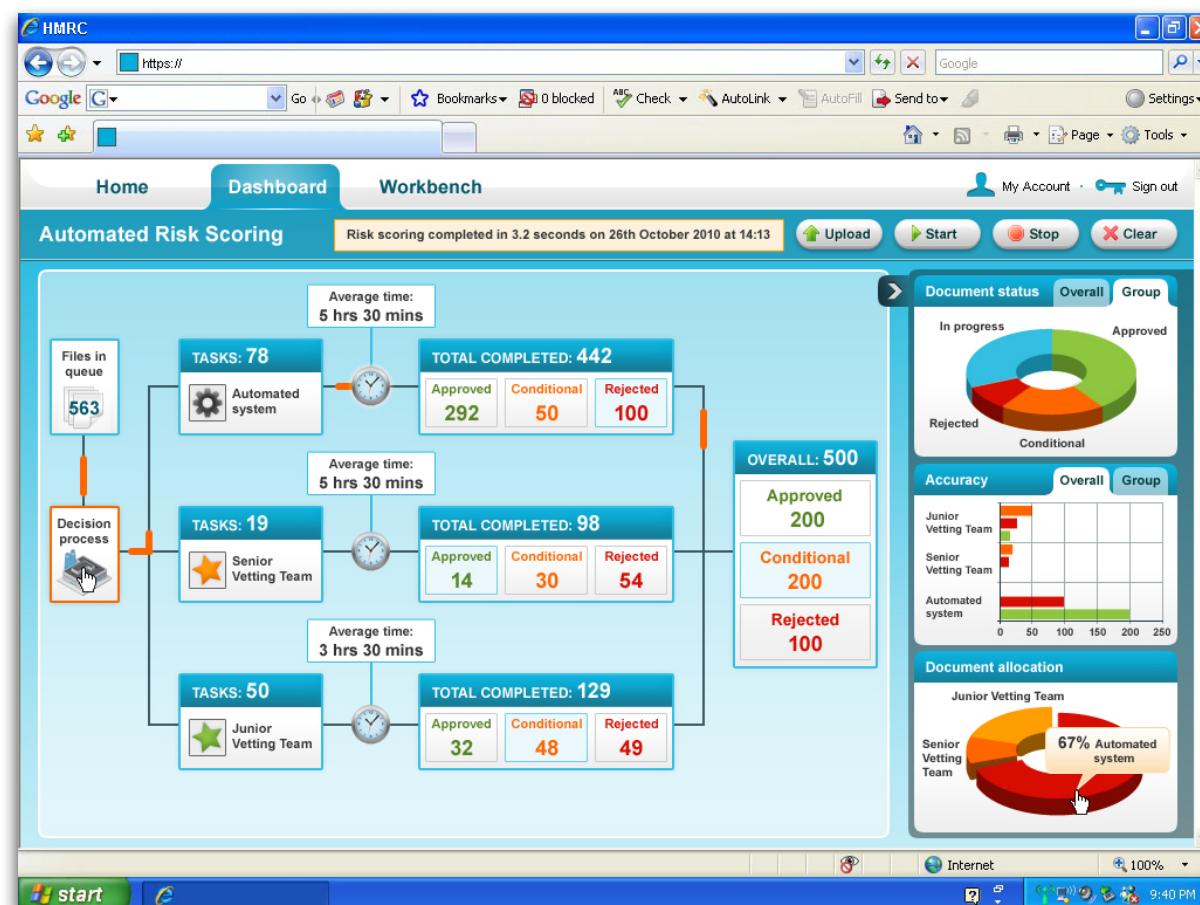
## User interface design

Detica was asked to deliver a transaction decision-support platform that could automatically process vast data sets and automatically flag fraudulent transactions based on a complex risk scoring system.

I was in charge of designing and delivering an intuitive user interface that would allow managers to oversee the process, monitor documents passing through the system and drill down into individual cases.

This role involved:

- Iteratively producing all user experience deliverables including key flows and wireframes
- Working with senior management and technical stakeholders to ensure user needs remained at the forefront of the final product
- Overseeing the development of the visual design and interactive prototype to be passed to the back-end development team



# HMRC PSM - User journeys

With intense time pressures on delivery, I decided to adopt an iterative approach to the deliverables, quickly mocking up versions of the journeys and wireframes, getting feedback and developing them further.

## User Journey

### Automated Risk Scoring process

**Upload documents**  
Click on the “upload files” button and select the relevant XML file to use

**Start process**  
Number of docs to score will be displayed along with text to indicate that the process is ready to start

**Sort in progress**  
Animations will show the documents being assigned to each group. With values updating at set intervals.

**Visuals displayed**  
Once the documents have been sorted, the animations cease with each table containing updated values.

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### Detecting manual updates

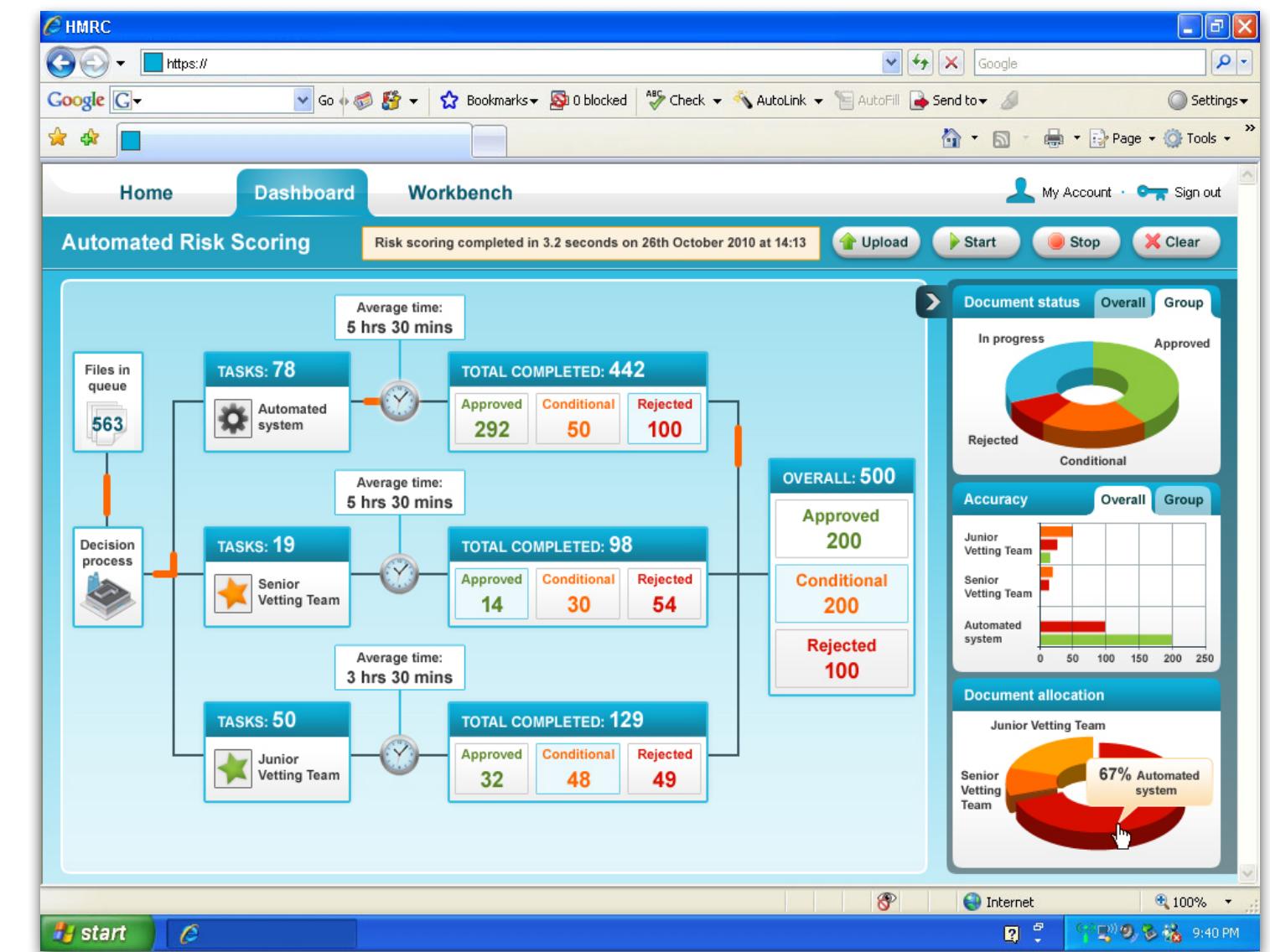
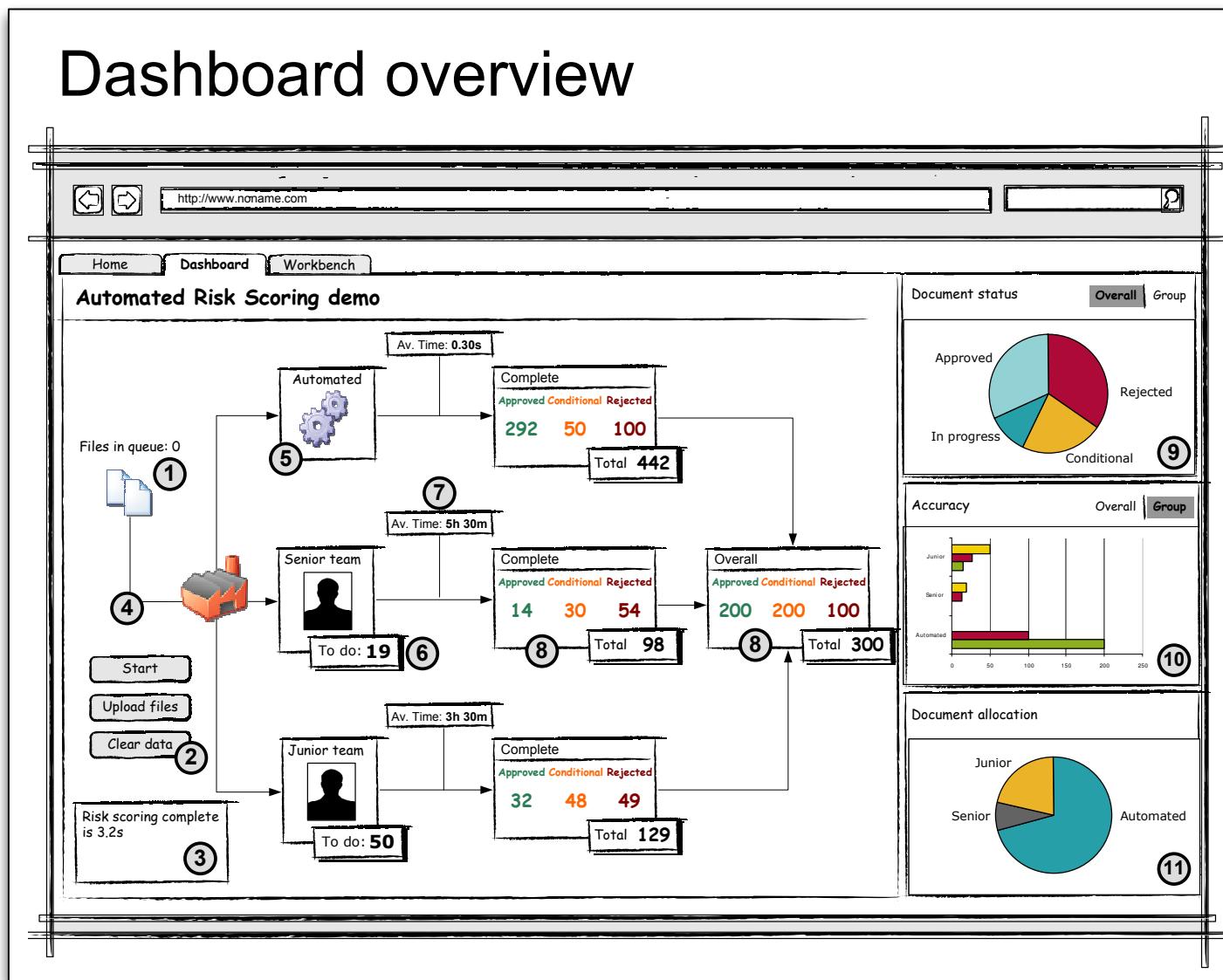
**Manually complete form**  
A team member opens a form assigned to them, and decides whether to accept or reject it

**Update stats**  
Once this change in status is detected, an animation will show the transition to completion, with the values and graphs updated

# HMRC PSM - Wireframes -

Once I had completed the wireframes, I oversaw the design and worked with the front-end developer to ensure the delivered interface matched the client's expectations.

The interface was able to visualise the significant benefits of this platform. The client noted that the visually attractive front-end made it very easy to see what was going on in the processing layer. This lead them to commission further work to produce a production-ready solution.



# Thank you

thomas.altermann@gmail.com  
07869 282 548  
@tomaltermann