



Hi! I'm Tom

Hi! I'm Tom  
I'm a digital designer

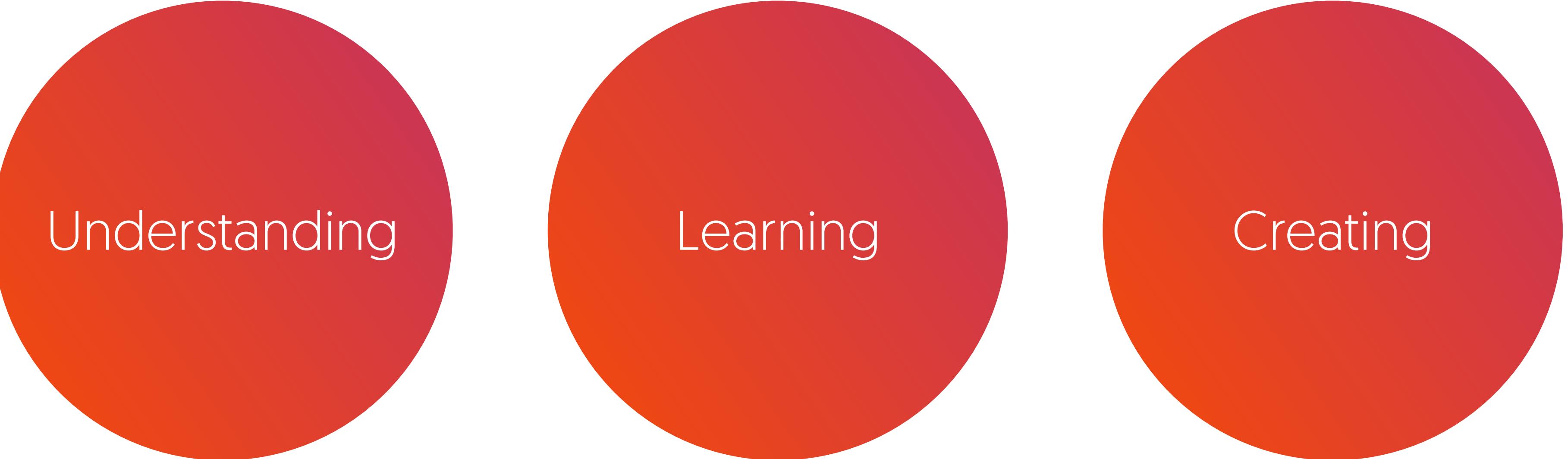
How might we work together?

I'm a digital designer  
How might we work together?

## “A flexible approach..."

- My approach to design is flexible. I have no hard-and-fast rules to achieving great results; what works for one scenario might not work for another
- Steps in the journey can be combined or skipped altogether (just don't skip the ‘understanding’ phase!)
- There are no ‘right ideas’ straight off the bat - the most appropriate end will be reached through the process
- Collaboration and sharing of expertise is essential (and the best part of the process, really)
- Let's do great work together!

# The important parts of the job



Understanding

Learning

Creating

# Understanding

## **“What problem are we solving here?”**

- Layout out a problem statement around which everyone can focus their efforts
- Understand who the audience for this solution is, their needs and goals, their pain points
- Set the requirements and scope of a project
- Define the goals and success criteria
- Consult with stakeholders and critical players (SMEs)
- Align the project team around a problem statement

# Learning

**“A lot or a little, it’s always good to learn something.”**

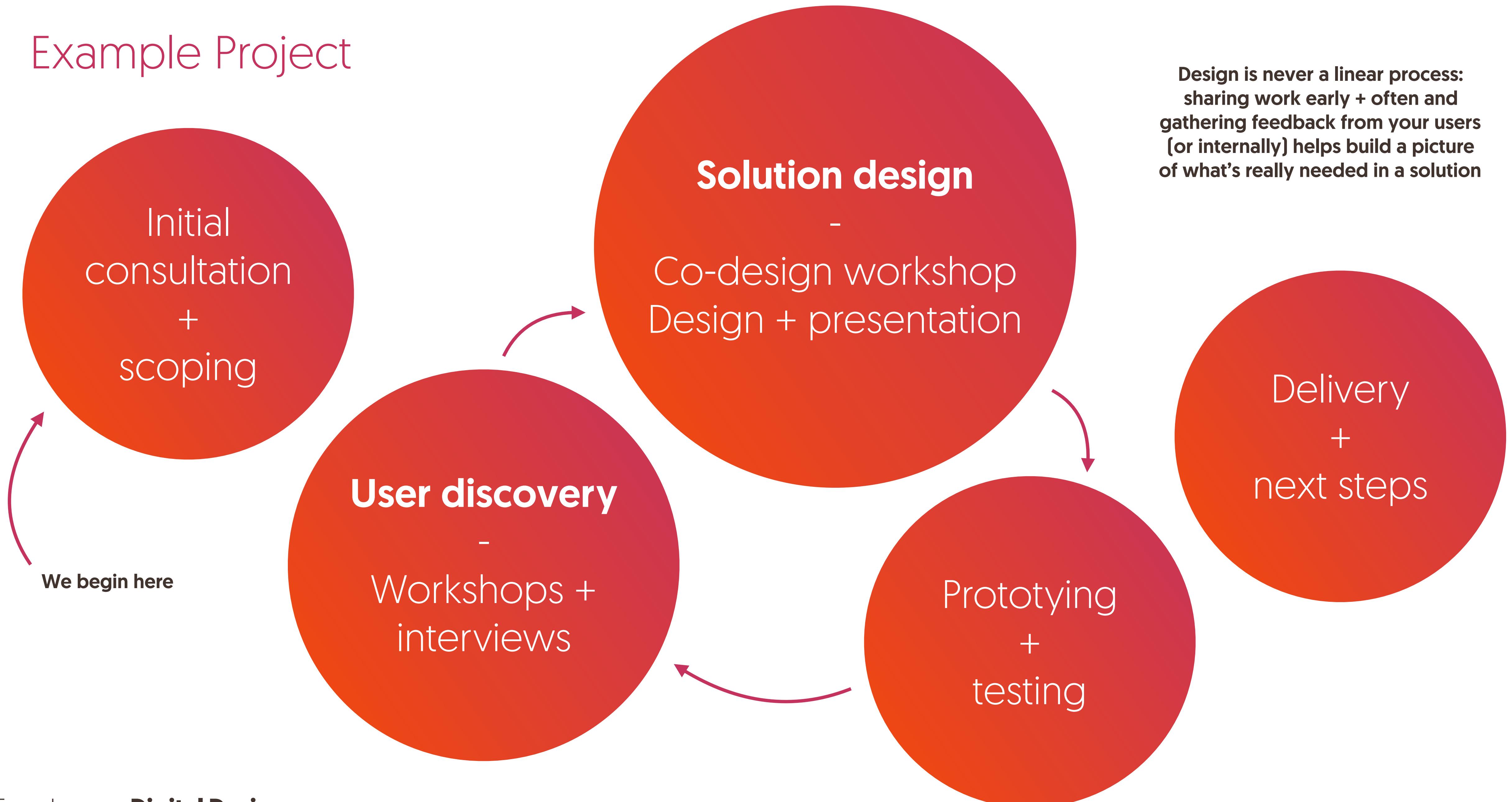
- Validate the problem with users: are you solving the right problem for your audience?
- Explore personas: is your customer definition correct?
- Marry user needs and challenges against current solutions
- Experience the existing solution and evaluate it as a user would
- Competitor analysis
- Strategic definition: setting the direction using what we know right now

# Creating

## “From the user journey to the UI...”

- Design solutions to meet the problem statement; addressing both user and business needs
- Collaborate: design workshops and co-design sessions
- Work at the appropriate fidelity: low-resistance, quick sketches into structured wireframes into prototypes into high-fidelity visuals
- Prototype, test, and iterate an idea: only by testing early and often will you know if you're on the right lines.
- Clean up the idea and ship it!

# Example Project



Here's something I made earlier...

- i. Product Feature
- ii. Mobile App
- iii. Web UI Gallery

# Core feature design for an ‘assisted living’ product

# The Problem

As part of an ongoing product project, I was asked to design a mission-critical feature which contained a cross-platform mobile app plus a connected wearable device. The product allows a person with the connected wearable to raise an alert and call for assistance.

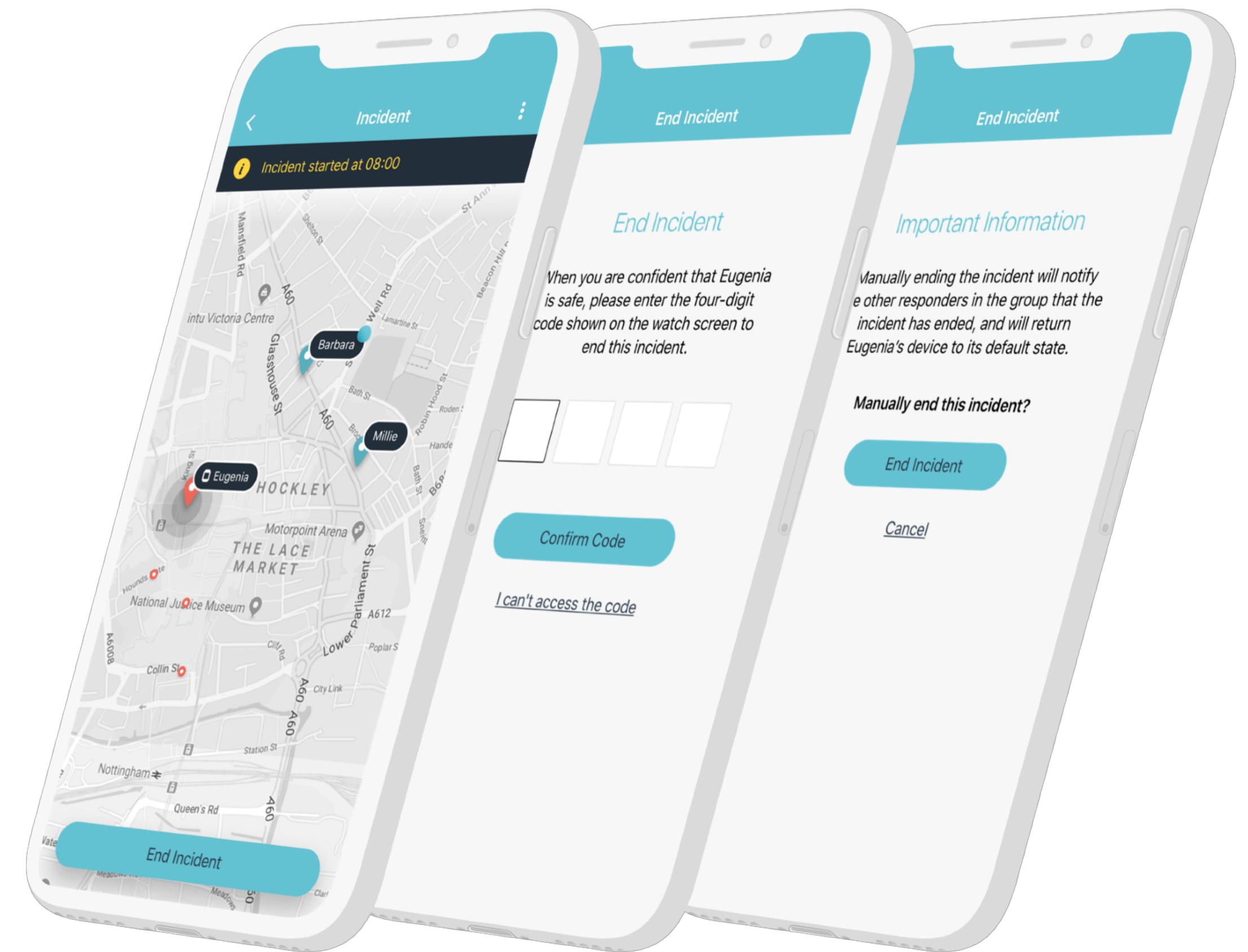
## **Problem statement**

As an app user responding to an alert, I need to be able to end the alert once I know the person for whom I am responsible is safe.

# The Solution

Answering this challenge required exploring the user journey over both the mobile apps and wearable device, and defining the scenarios in which a mobile app user would need to end an alert.

A previously-agreed method which used an ‘ending code’ shown on the wearable was kept as part of the app solution since it provided some assurance that both the person with the wearable and the mobile app user would be in the same location.

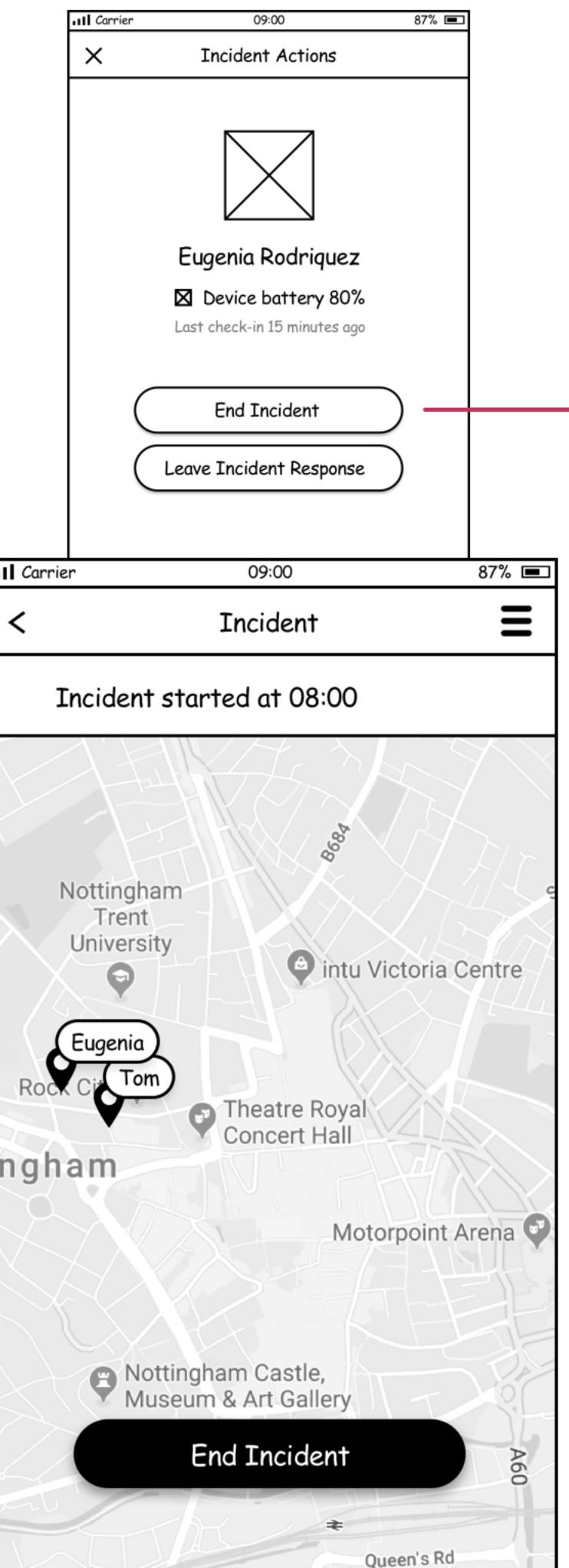


# The Solution

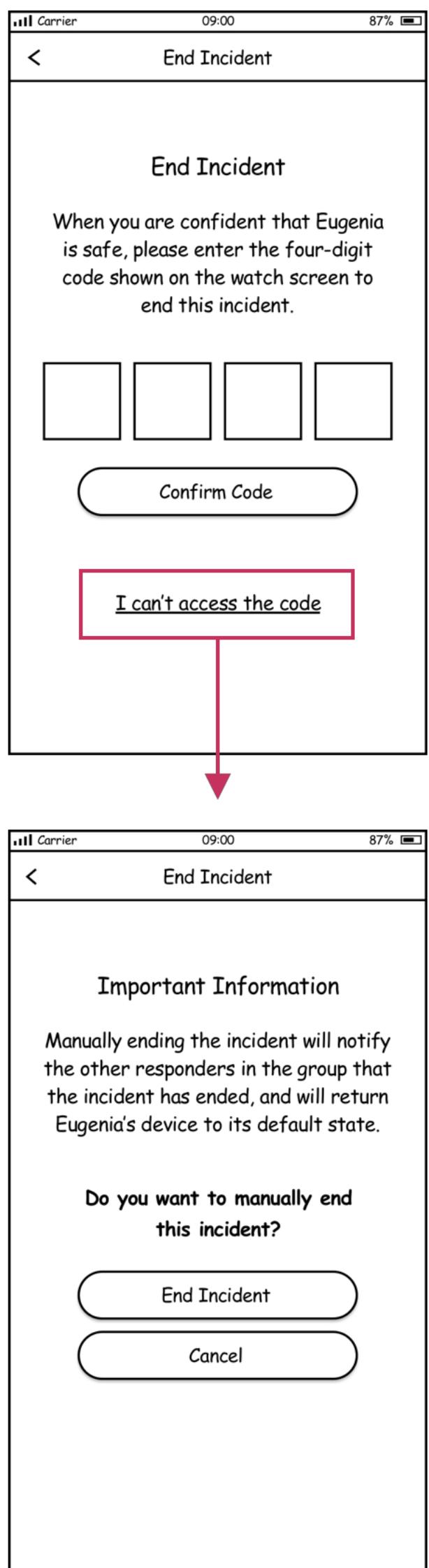
The feature was designed to be rapid, accessible, and error-resistant all at the same time. To keep the person with the wearable device safe, focus-stealing functions [e.g. additional options or messaging] were avoided.

An additional route ‘out’ of the alert was created so app users could close events which had been created accidentally. It required the user to enter their password to prevent it becoming an ‘easy exit’ during critical scenarios.

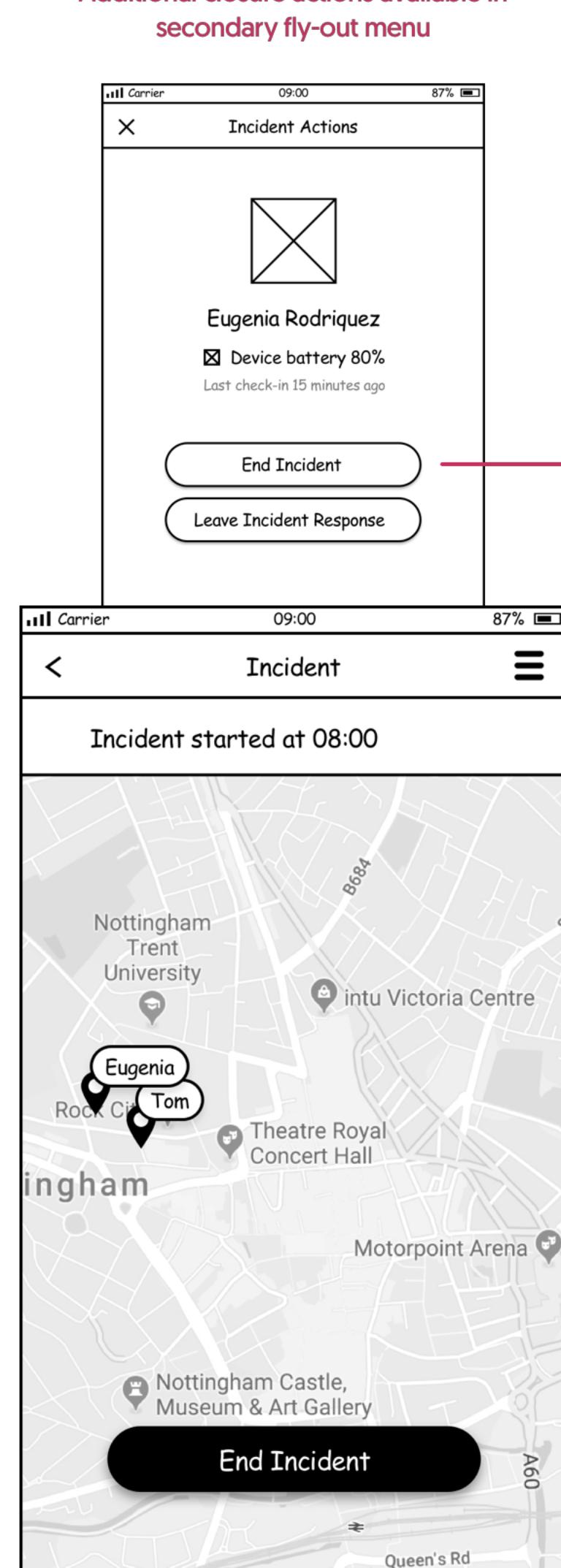
Additional closure actions available in secondary fly-out menu



The primary closure route: users prompted to enter a code, assuming proximity to the wearable / wearer

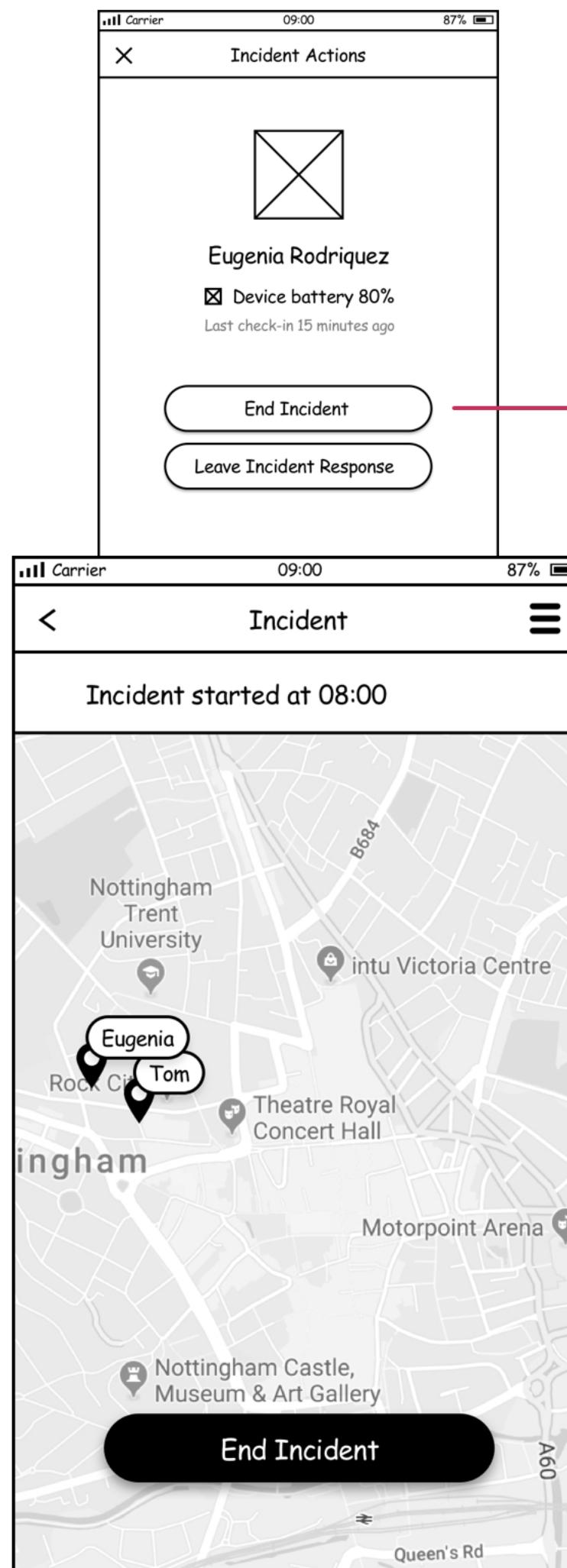


The 'End Incident' button is available on the primary map view at all times to all mobile app users on the map

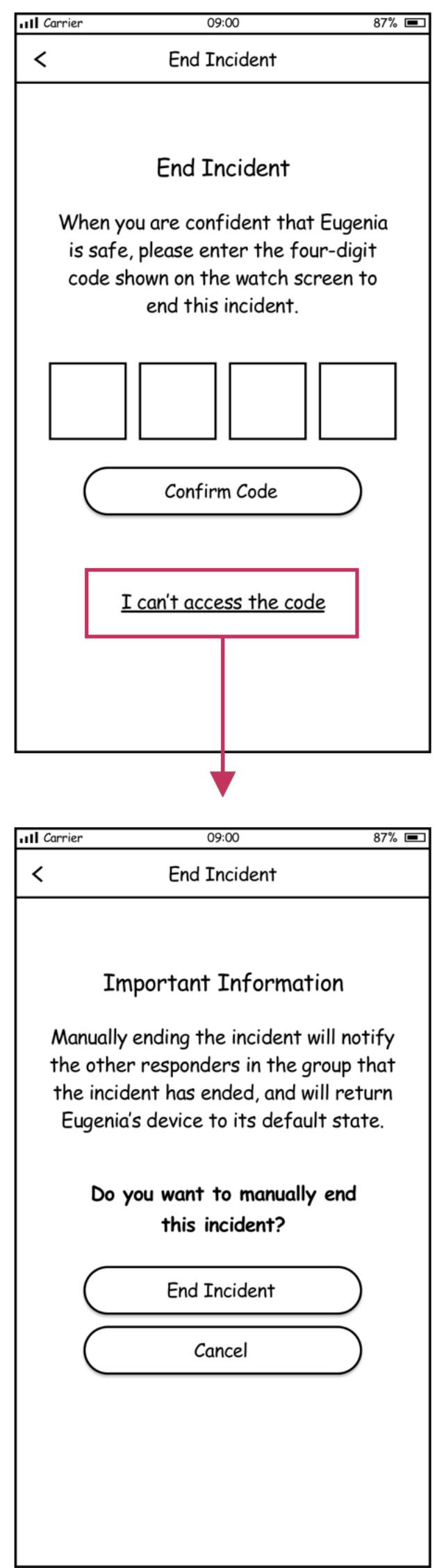


Secondary route: it's not a 'quick quit' option. Friction points used to slow the user's action preventing misuse

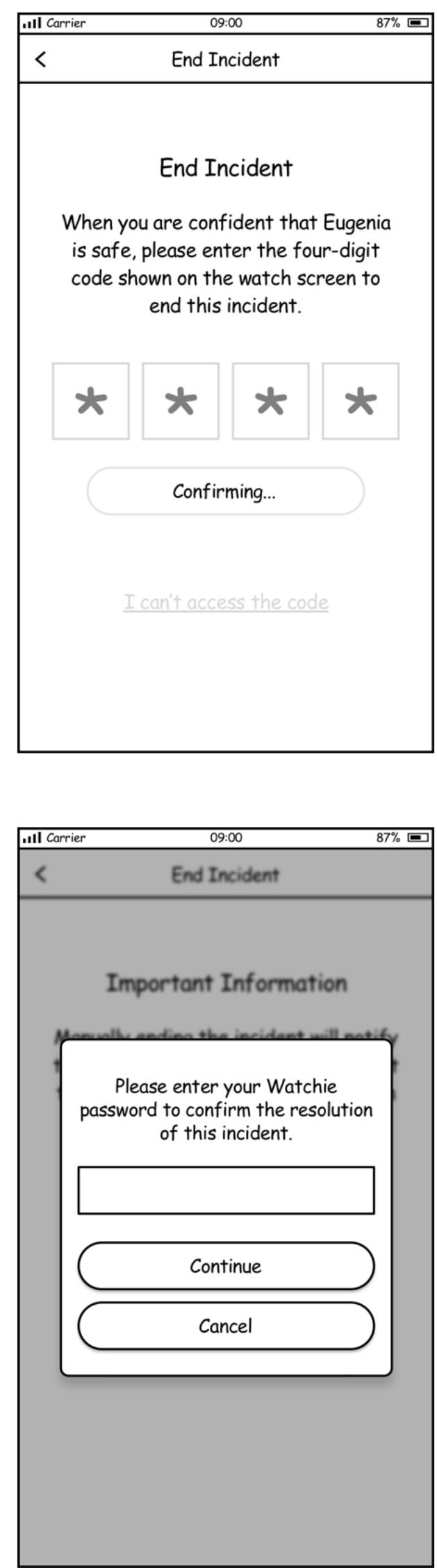
Additional closure actions available in secondary fly-out menu



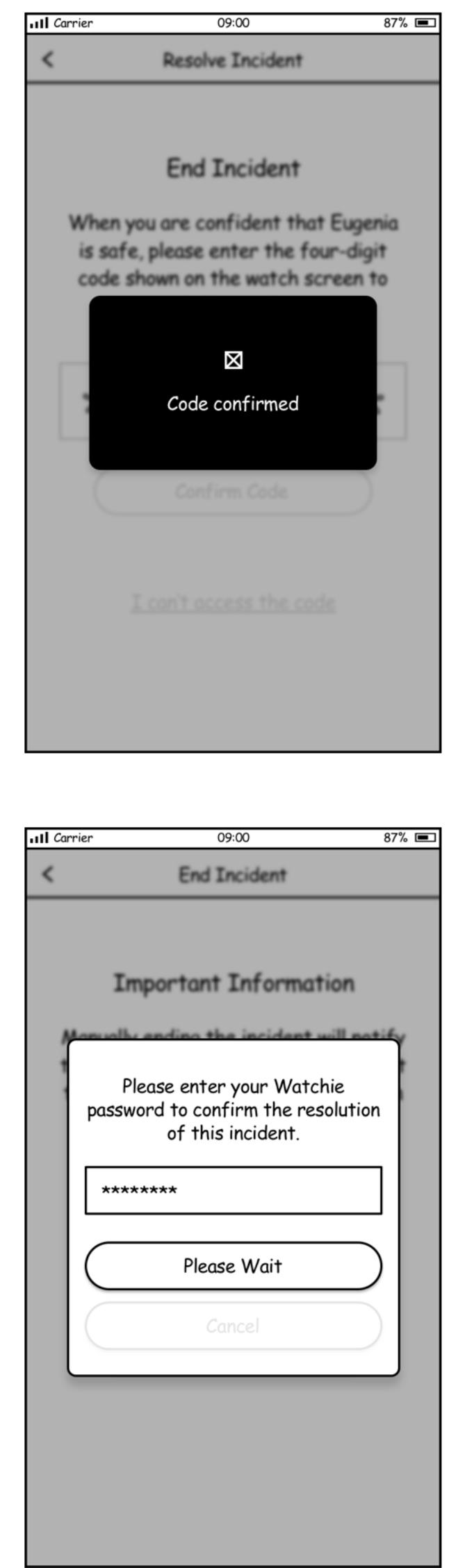
The primary closure route: users prompted to enter a code, assuming proximity to the wearable / wearer



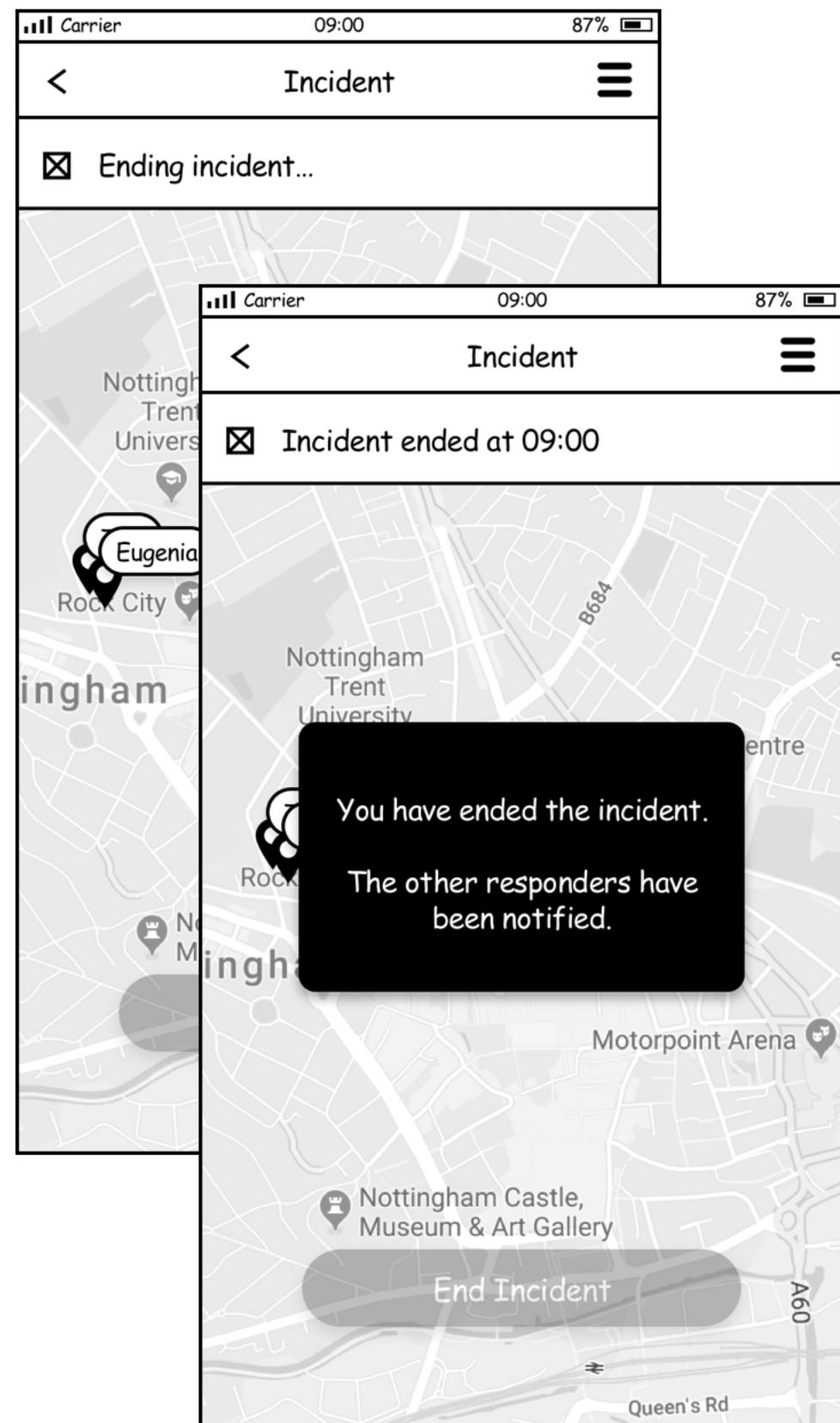
Awaiting confirmation ...  
Just-in-time messaging used in state changes to keep user updated



Confirmation confirmed!  
Direct interrupt on screen to show the process is complete



The user is returned to the map screen where messaging is used to show the closure process is resolving; no further actions are available while this takes place



The 'End Incident' button is available on the primary map view at all times to all mobile app users on the map

Secondary route: it's not a 'quick quit' option. Friction points used to slow the user's action preventing misuse

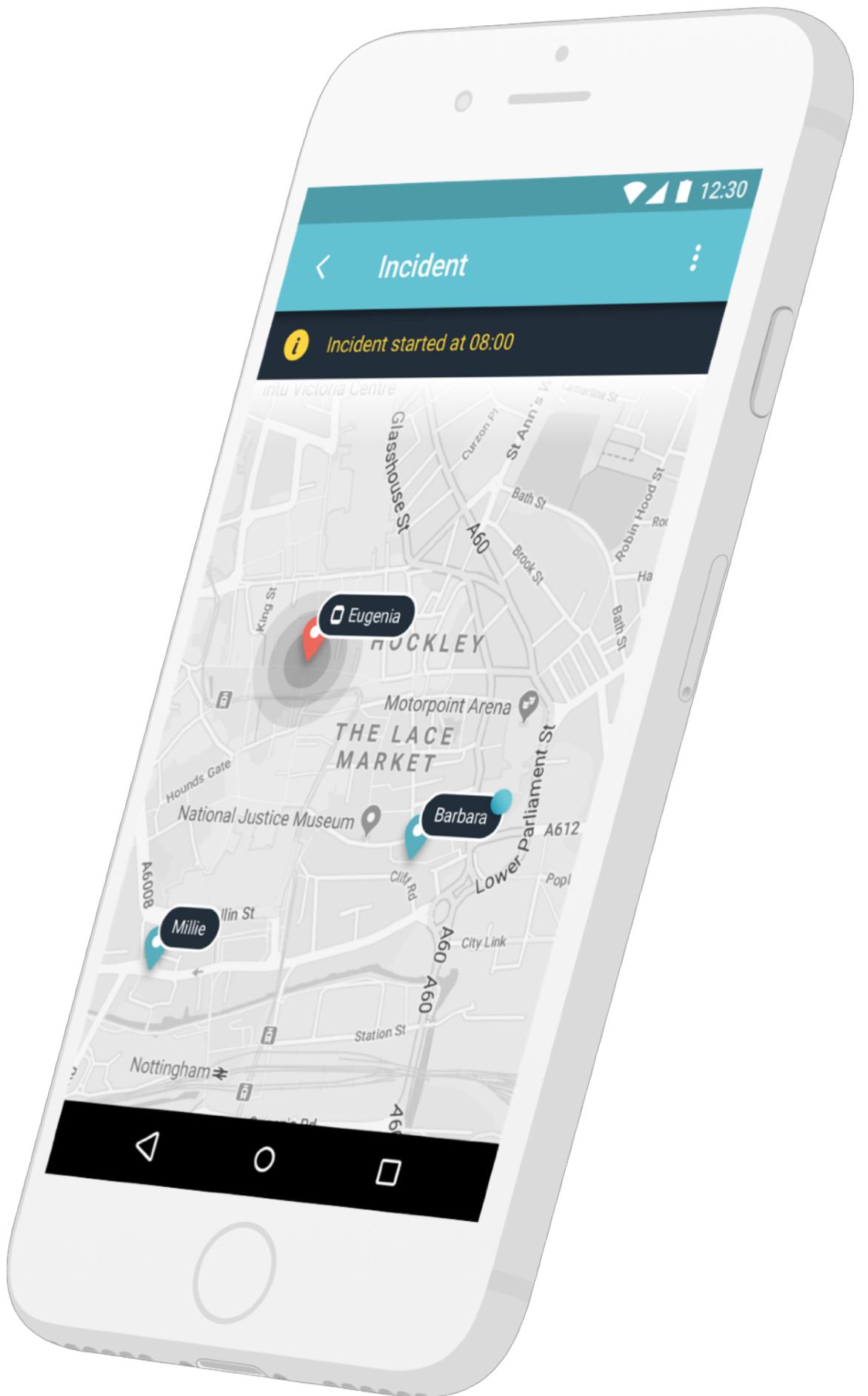
Account password is required to utilise the secondary closure route

State change / just-in-time messaging used to show processes in action

# Approach: Collaborative Work

Understanding the user needs, product requirements and legacy solutions was imperative for this design: I spoke with team members who had worked on other iterations and reviewed the extensive documentation to understand how this had been considered previously.

The design approach was collaborative. Whiteboard sessions with a technical/non-design colleague were held to gather different perspectives on proposed solutions and generate a lot of rapid ideas; user journeys were mapped and re-mapped and key friction points were worked through.



# Approach: User Discovery

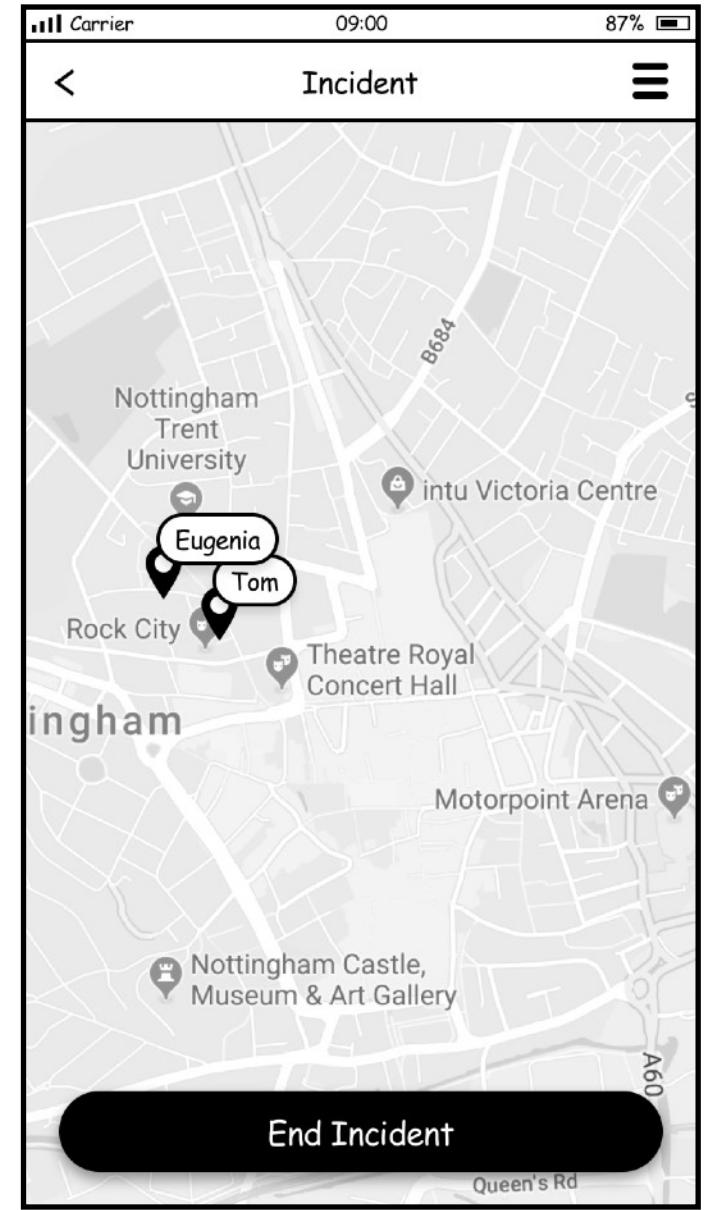
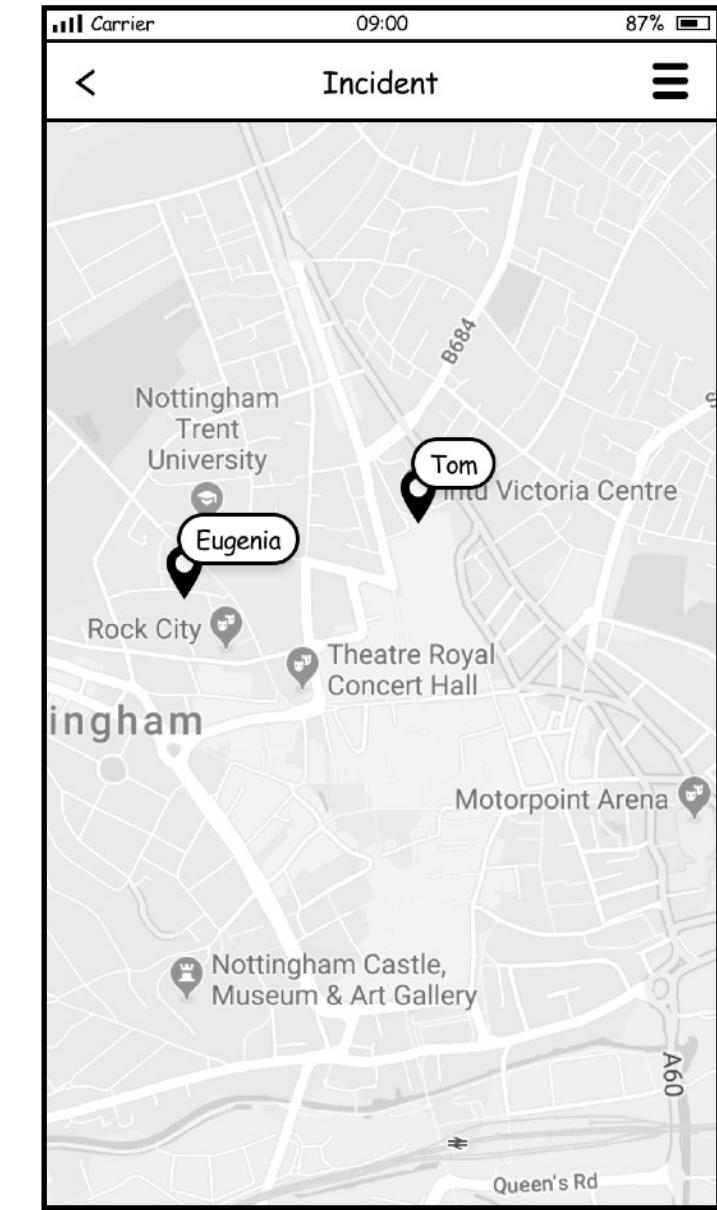
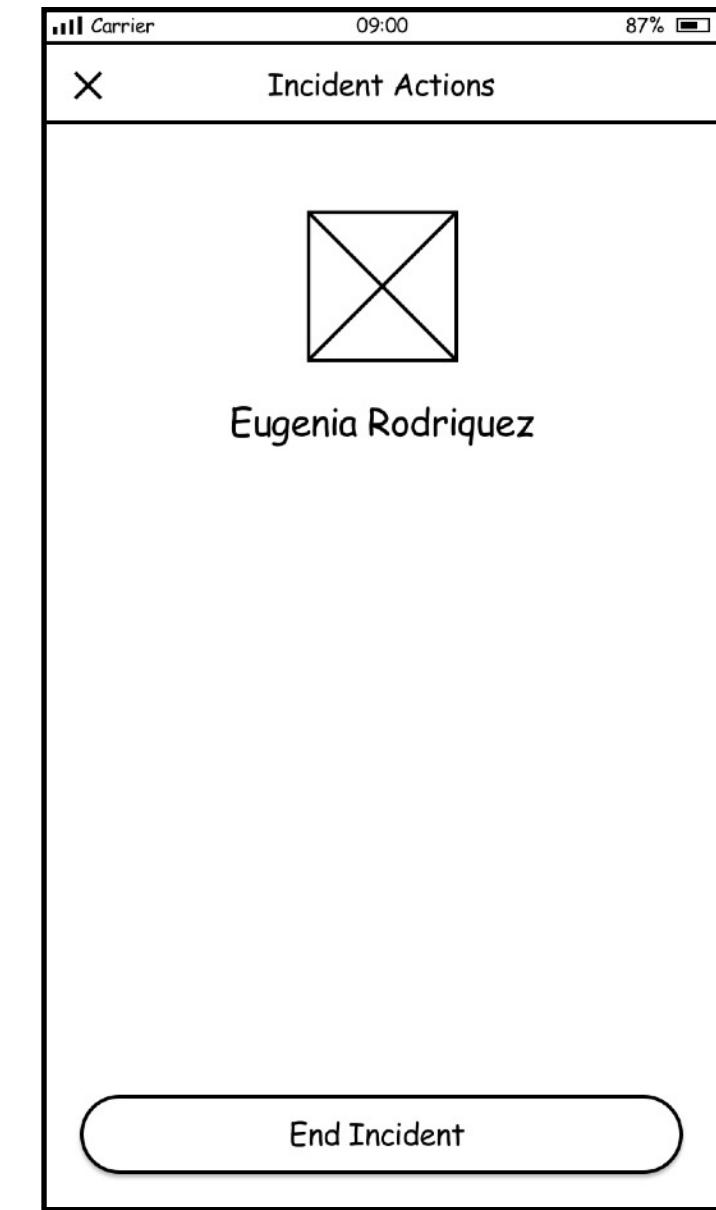
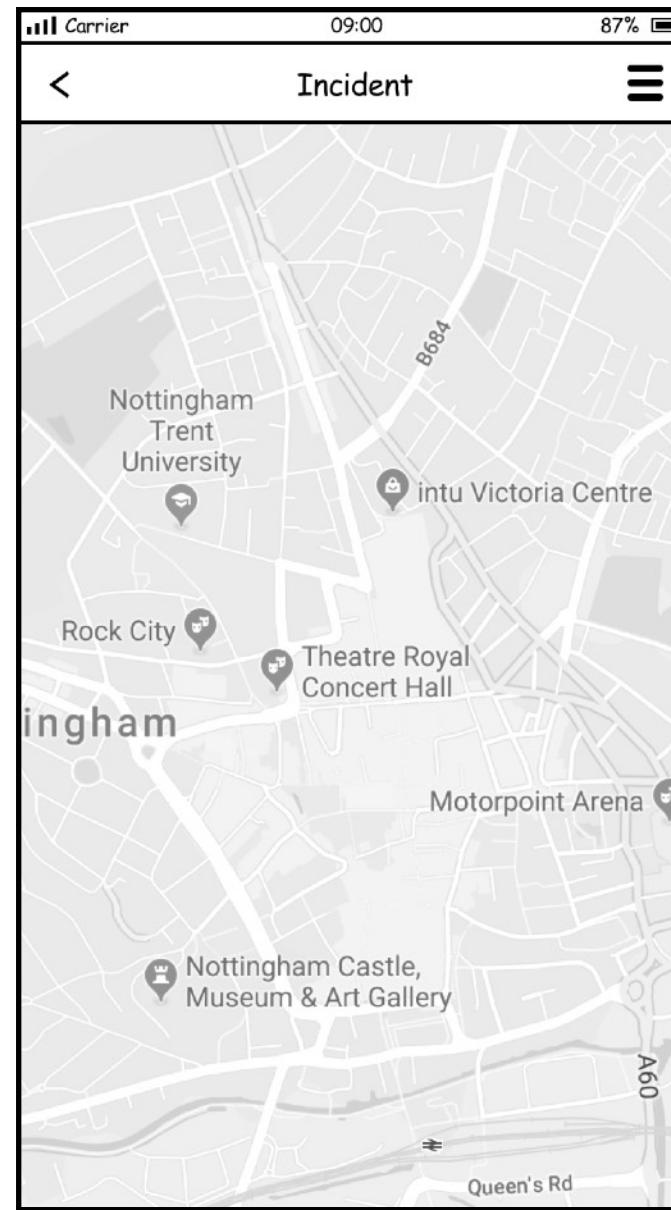
It was clear that the primary user of this new functionality would be in a heightened state of sensitivity and would more than likely not want the intrusion of having to access a mobile app once they knew the person with the wearable was safe; keeping this in mind to help minimise stress and added risk was important.

## Content considerations

Given the critical nature of this feature and its potential impact on the person with the wearable, a balance needed to be struck between full, instructive copy and concise, explicit instructions for the mobile app user.

At the point where a user would look to 'quick close' an alert, the detail and severity of the messaging was increased to provide positive friction preventing over- or accidental use of feature.

# Implementation Exploration



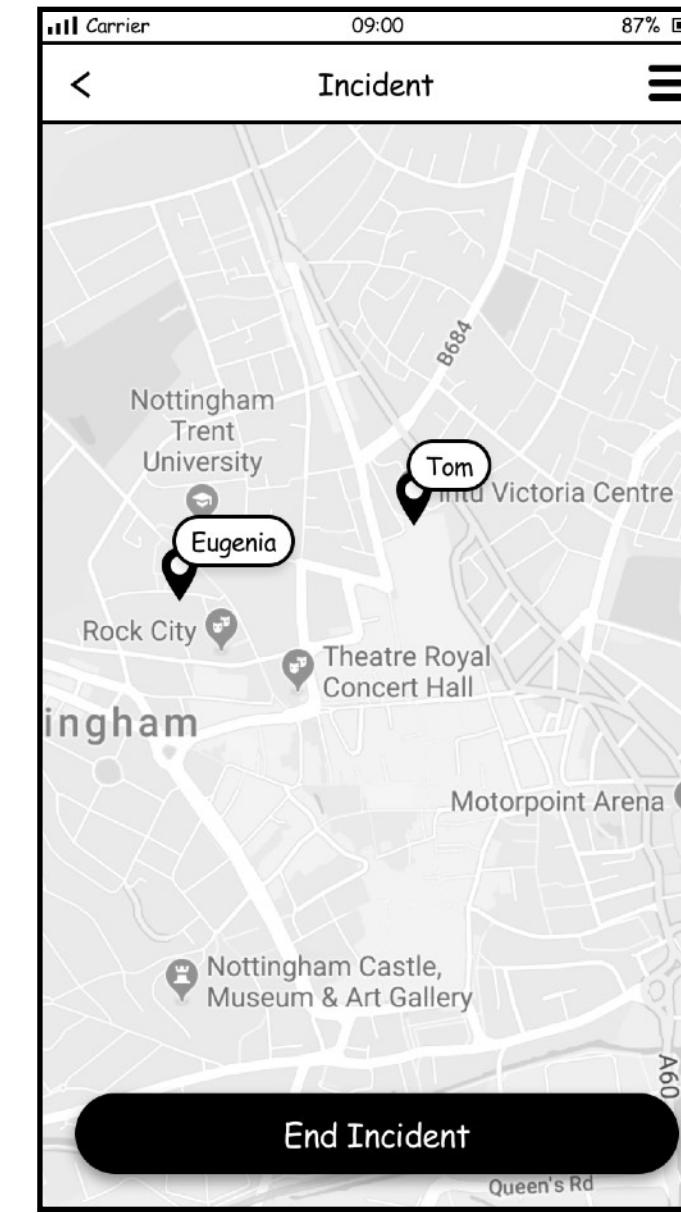
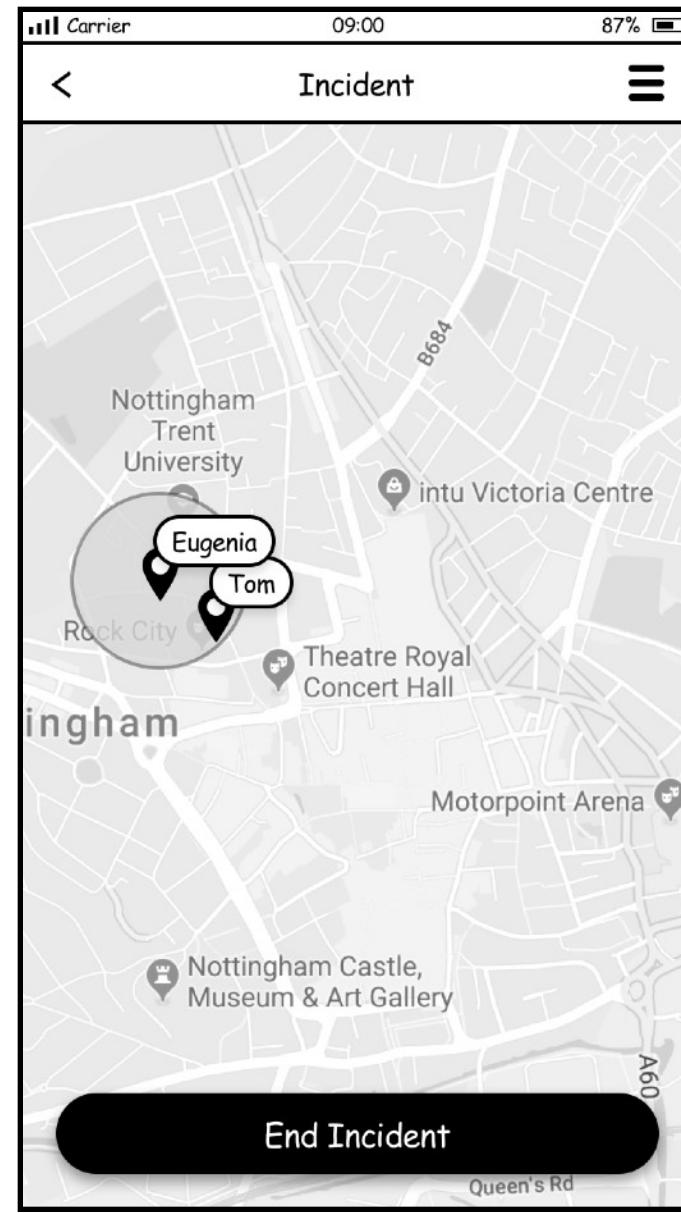
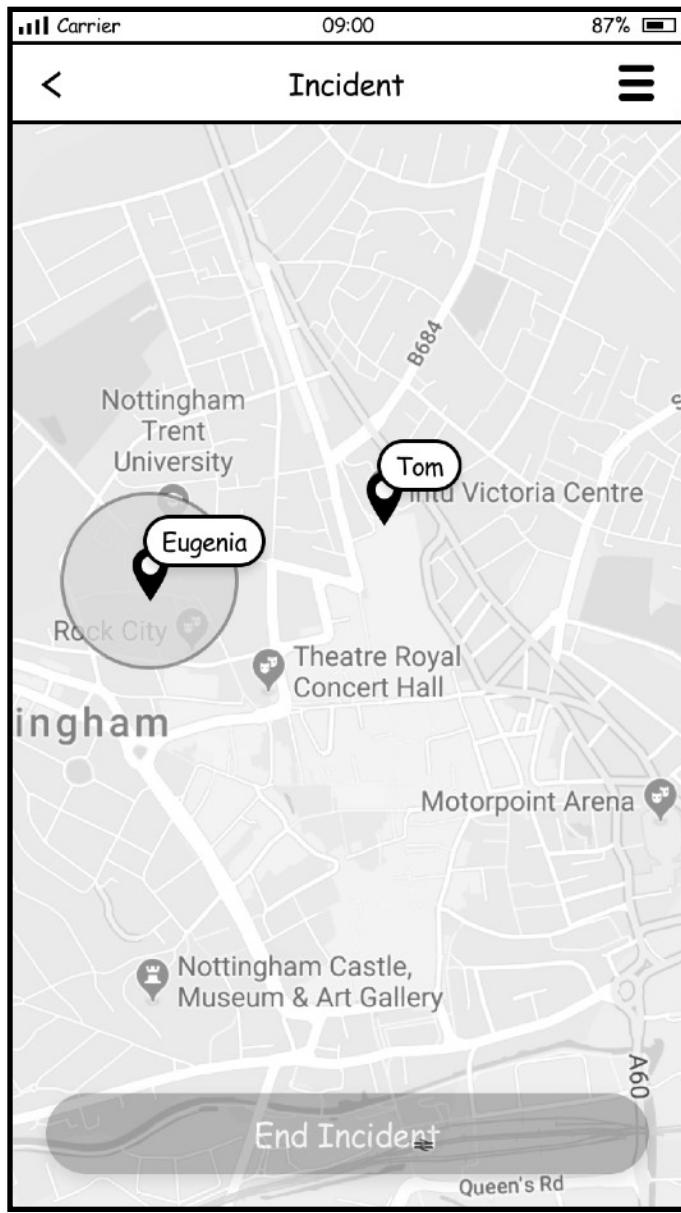
## Putting the closure actions in the fly-out menu.

This approach presented challenges for the user, since they had to go and find the button when they needed it.

## Progressive disclosure of the closure event.

Use location and proximity to the wearable to display the call to action for ending the event.

# Implementation Exploration [cont.]



**Action in an accessible space in the UI with contextual availability.** Timed delays before unlocking the button; using location to show or unlock the button.

**Action button in an accessible space with a single-track user journey which also had the ‘escape’ route for accidental triggers.** There were multiple, small components to this approach which presented the opportunity to focus the user on simple tasks.

# Learnings

1. When reviewing some of the solutions, UI clarity and decluttering at the cost of other critical functions in a process caused some headaches and deal-breaking error opportunities for the user: removing a button or placing it out of site immediately lowers its importance and availability to the user [file under ‘UX things we know but likely forget in the name of giving priority to another part of the feature!’]
2. Limitations with current technologies prevented successful implementation of more radical interface approaches. The refresh time and location accuracy of the wearable prevented exploring the progressively disclosed action approach past the concept.

# Designing a medication record app from the ground up

# The Problem

Taking care of poorly people is not a glamorous job; it's stressful, tiring, and can consume many days and nights. Keeping an accurate record of medicines given when you're tired is an added stress that nobody wants, despite it being an essential part of caring for someone. Tiny scraps of paper, the back of your hand, and the trusty smartphone notes app all get filled with medication notes, sometimes indecipherable from one another.

There must be a better way...

## **Problem statement**

As a someone responsible for caring for a person who is unwell, I need a simple solution to record medicines that have been administered so I can keep track of their progress and reduce the risk of over-medication.

# Solution Strategy: Product Vision



“CheckMate is a quick-to-use app that allows people caring for someone who is unwell to record their medications and status. The core driver is to remove friction and stress from an already stressful situation, and help them deliver the best care they can.”

# Solution Strategy: User Focus

1

## Who is using it?

The primary persona for the first version of CheckMate is a parent looking after a poorly child

2

## What are they doing?

A person is looking after someone else or themselves during a period of illness

3

## Where are they using it?

The solution can be used anywhere since it is on a mobile device. It could be used at any time, day or night

4

## When are they using it?

The app's used when someone needs to track 'mission critical' information:

- **Type and volume of medication**
- **Time delivered and to whom**

CheckMate could be used when a carer is extremely tired or under significant stress.

5

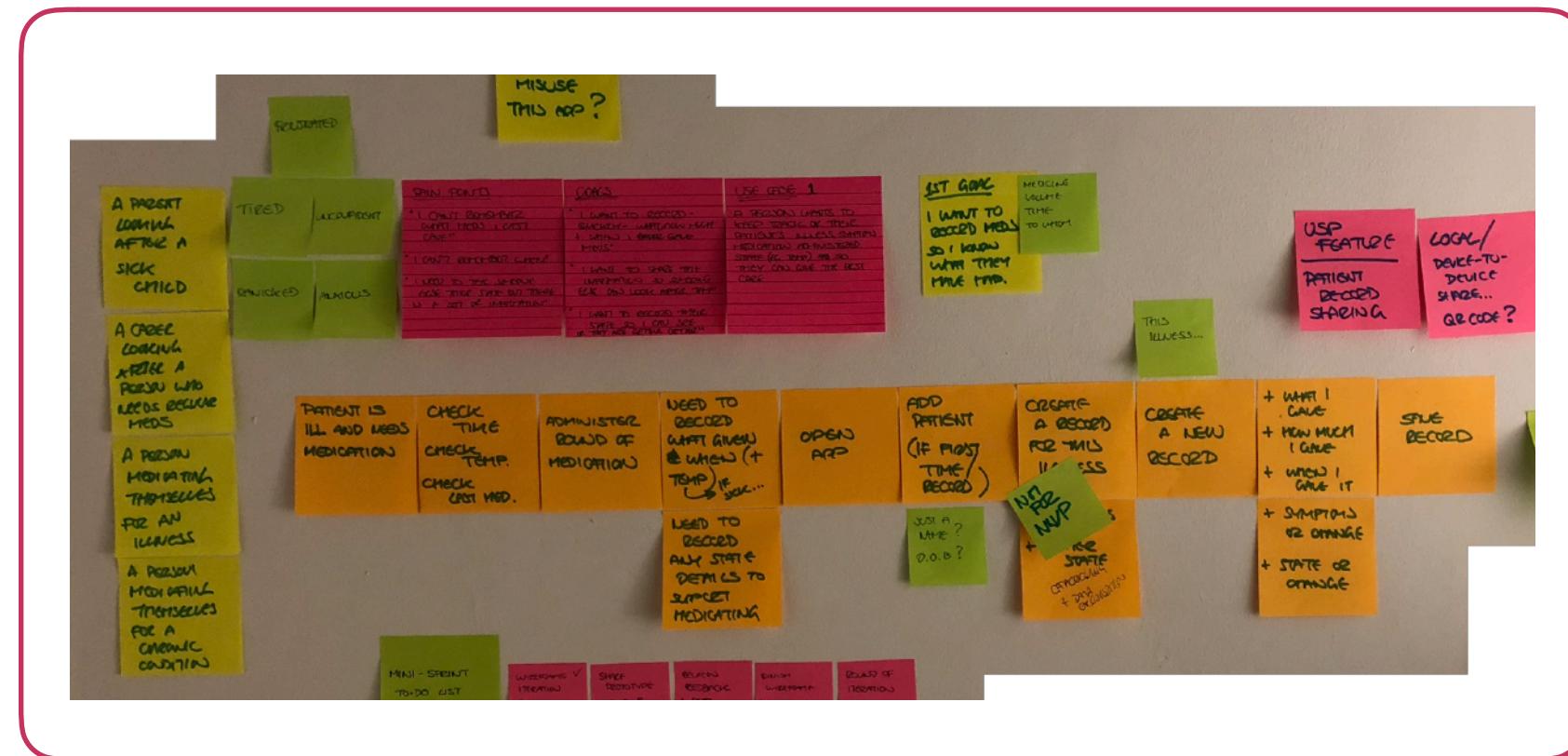
## Why do they need it?

The person in the carer role is administering medications regularly to help alleviate the symptoms of the illness. They want to keep a record to share with someone else, track the patient's progress, and reduce the risk of over-medication.

# Approach: User Journey

The primary user journey for CheckMate was mapped using post-its, starting at the initial pain point outside of the app through to the user completing the goal.

Additional features and journey steps were pared back to help keep the focus on the main purpose of the app.



The result of a journey mapping session, covering steps in the journey, personas, and user goals

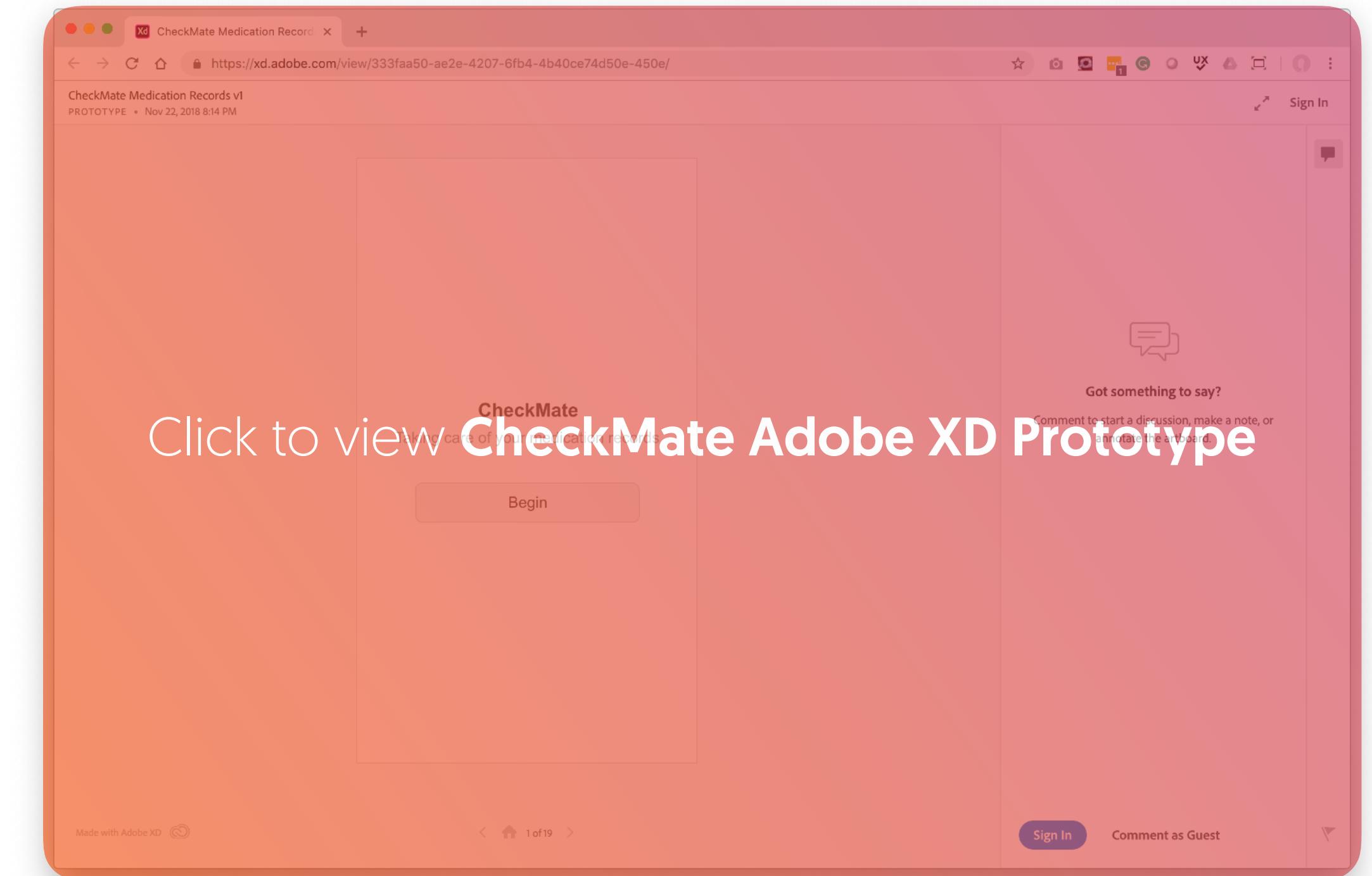
## User Journey (v1)

1. Patient is ill and needs medication
2. Carer checks time, patient state, last medication given
3. Carer administers round of medication
4. "I need to record what I've given, when, and my patient's state"
5. Open the CheckMate app
6. Add a \*patient record\* (if first use)
7. Save the patient record
8. Add a new \*medication\* record
9. Save the medication record

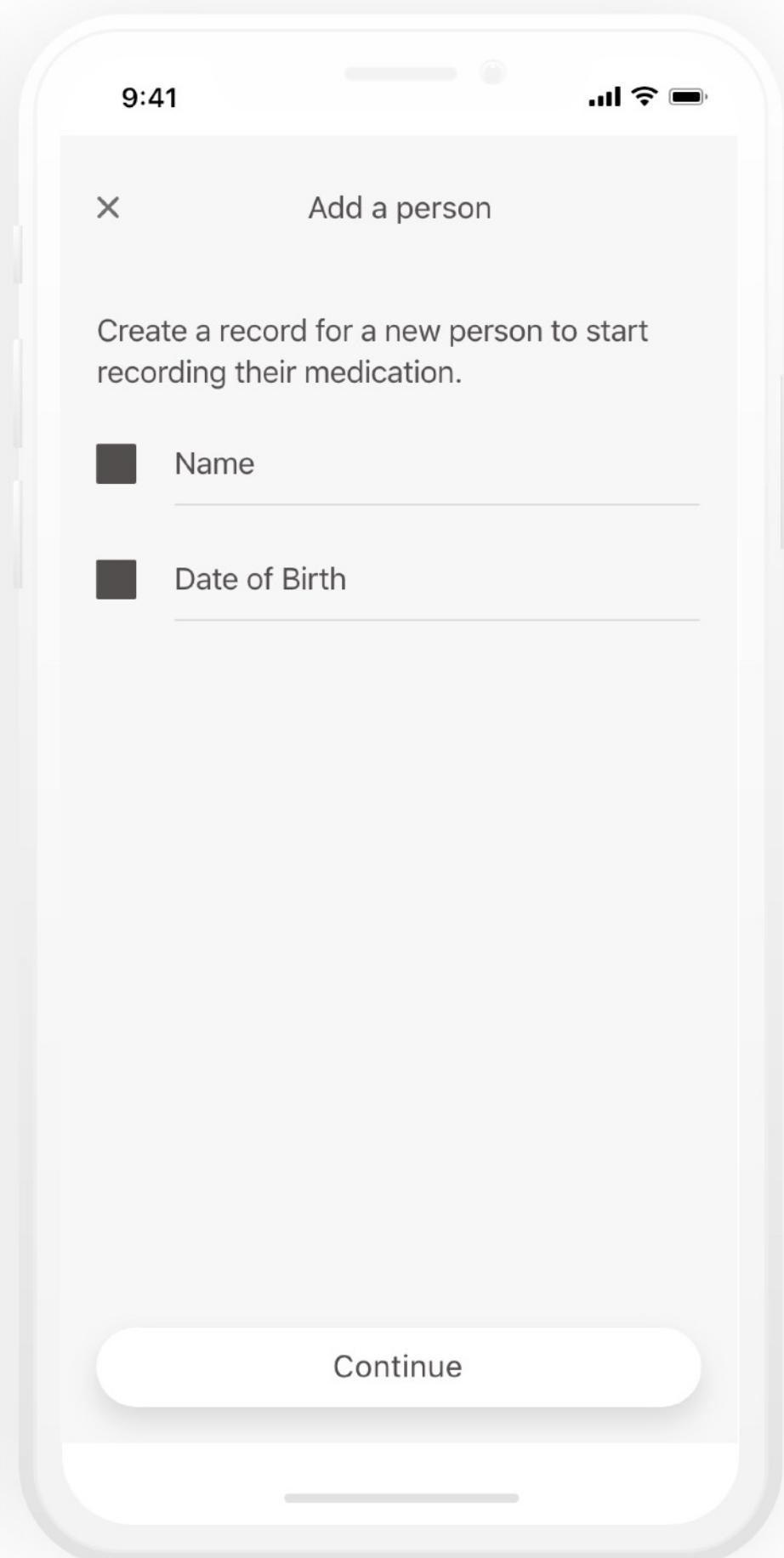
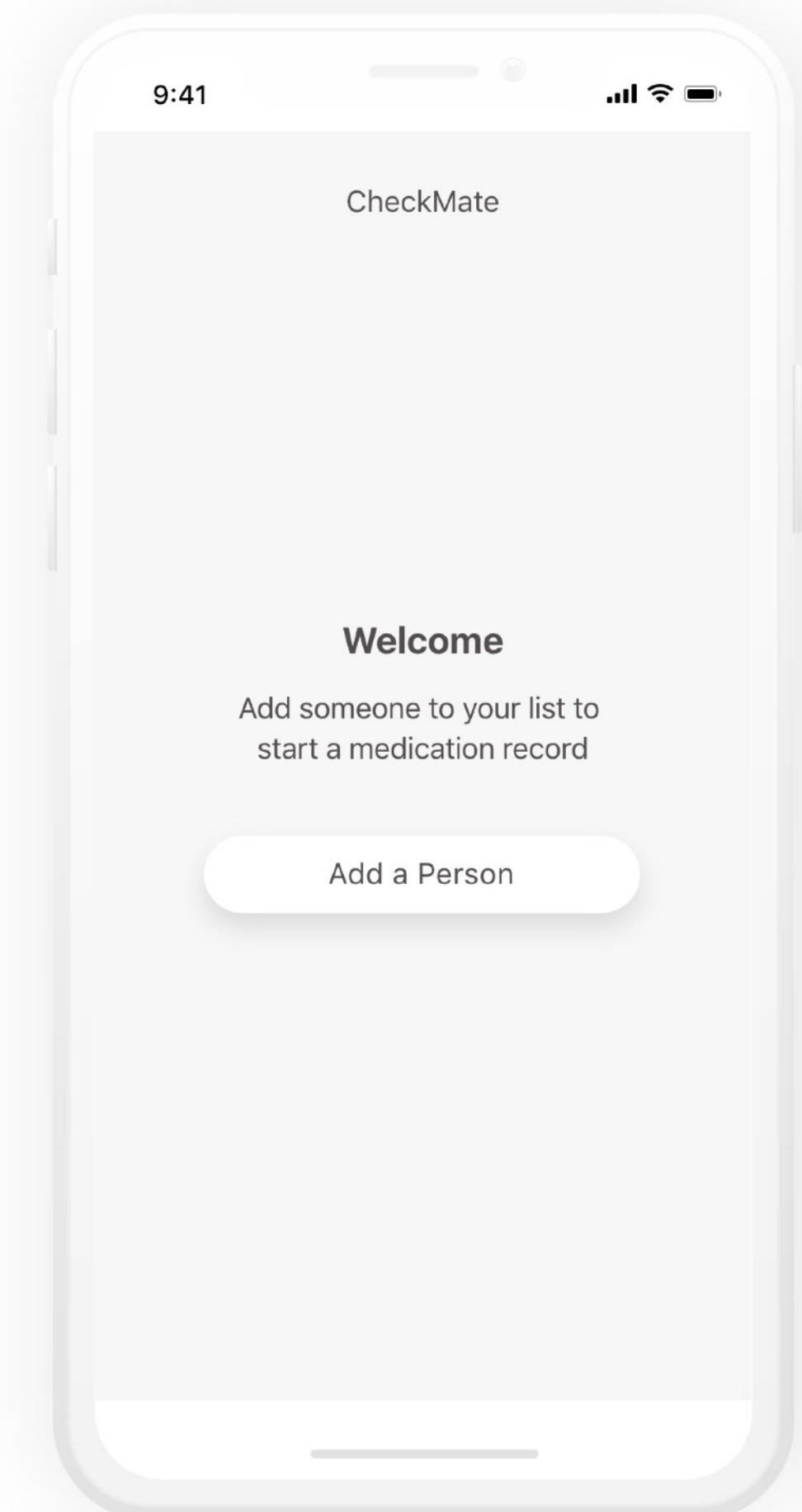
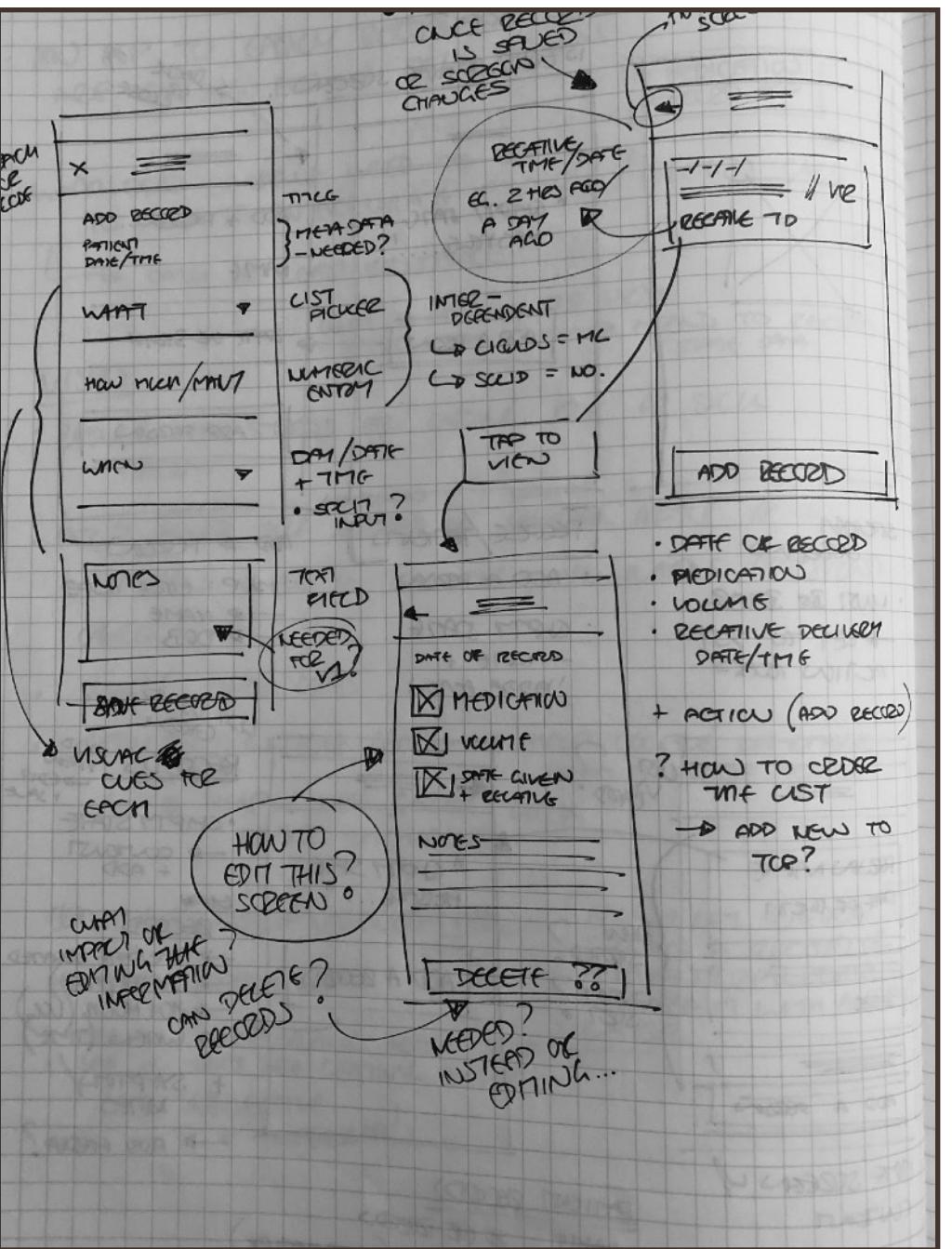
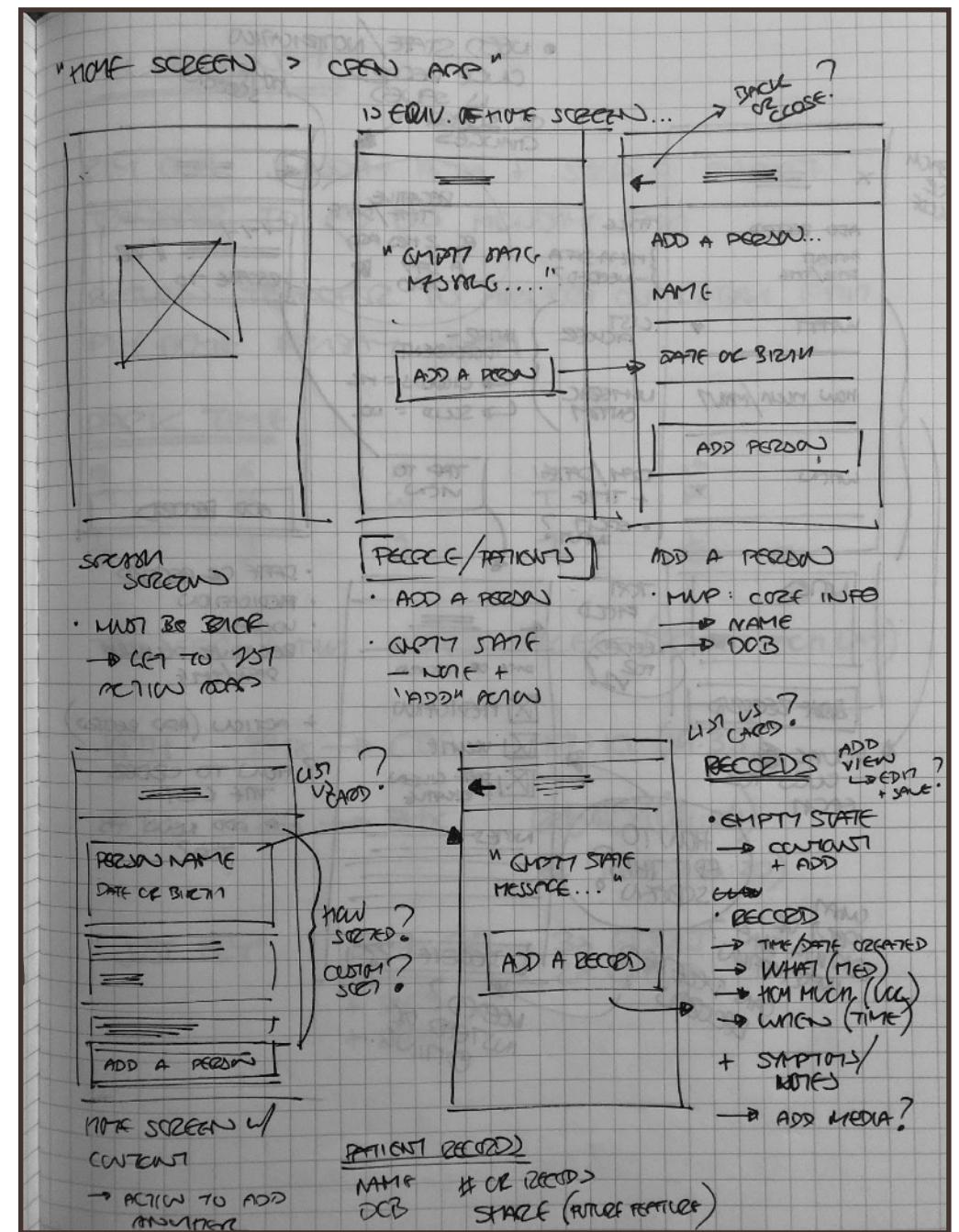
# Approach: Wireframe + Prototype

From the initial journey I created wireframes, exploring the individual elements a person might need to achieve their goal at each step. I adopted an OOUX (object-oriented user experience) approach for the screen design, mapping controls and components to critical functions and actions the user might take.

These wireframes were digitised using Adobe XD and turned into a click-through prototype which I could use to validate my thinking with real users.



# Approach: Wireframe + Prototype



UI thinking starts on paper, quickly working through ideas and uncovering new questions. Low-style digital wireframes are created in XD to explore screen elements before committing to a working design.

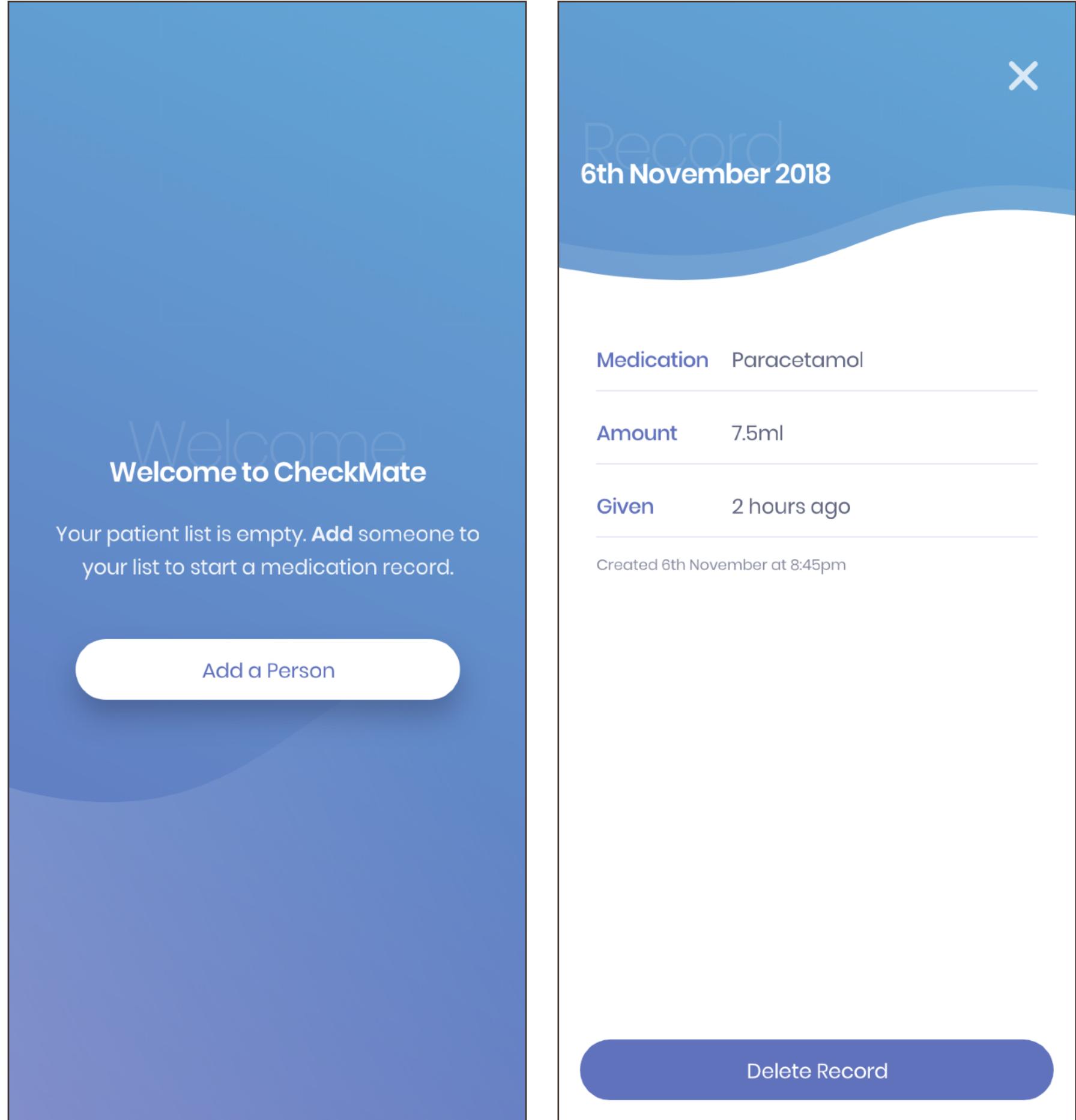
# Approach: UI Design

From the feedback received on the wireframe prototype, functionality was more important than the form the app took. Ease of use and something ‘not cutesy’ were also common themes.

The first approach to the UI was to present an app concept which was:

- Non-fussy and without ‘fluff’
- Clear and instructive
- Calming

Additionally, a secondary UI treatment was created to offer a high-contrast ‘dark mode’ for when the app was used at night.



“Standard”

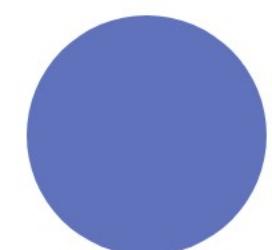
## Typography

Poppins Semi-Bold

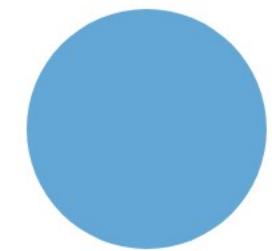
Poppins Medium

Poppins Regular

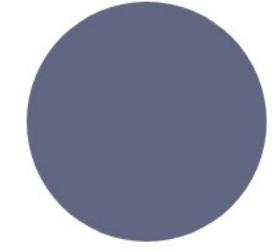
## Colour



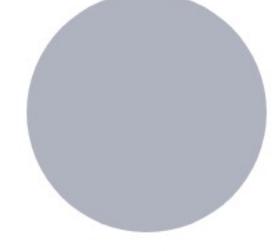
Primary  
#6172BD



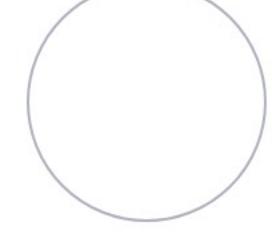
Secondary  
#62A7D6



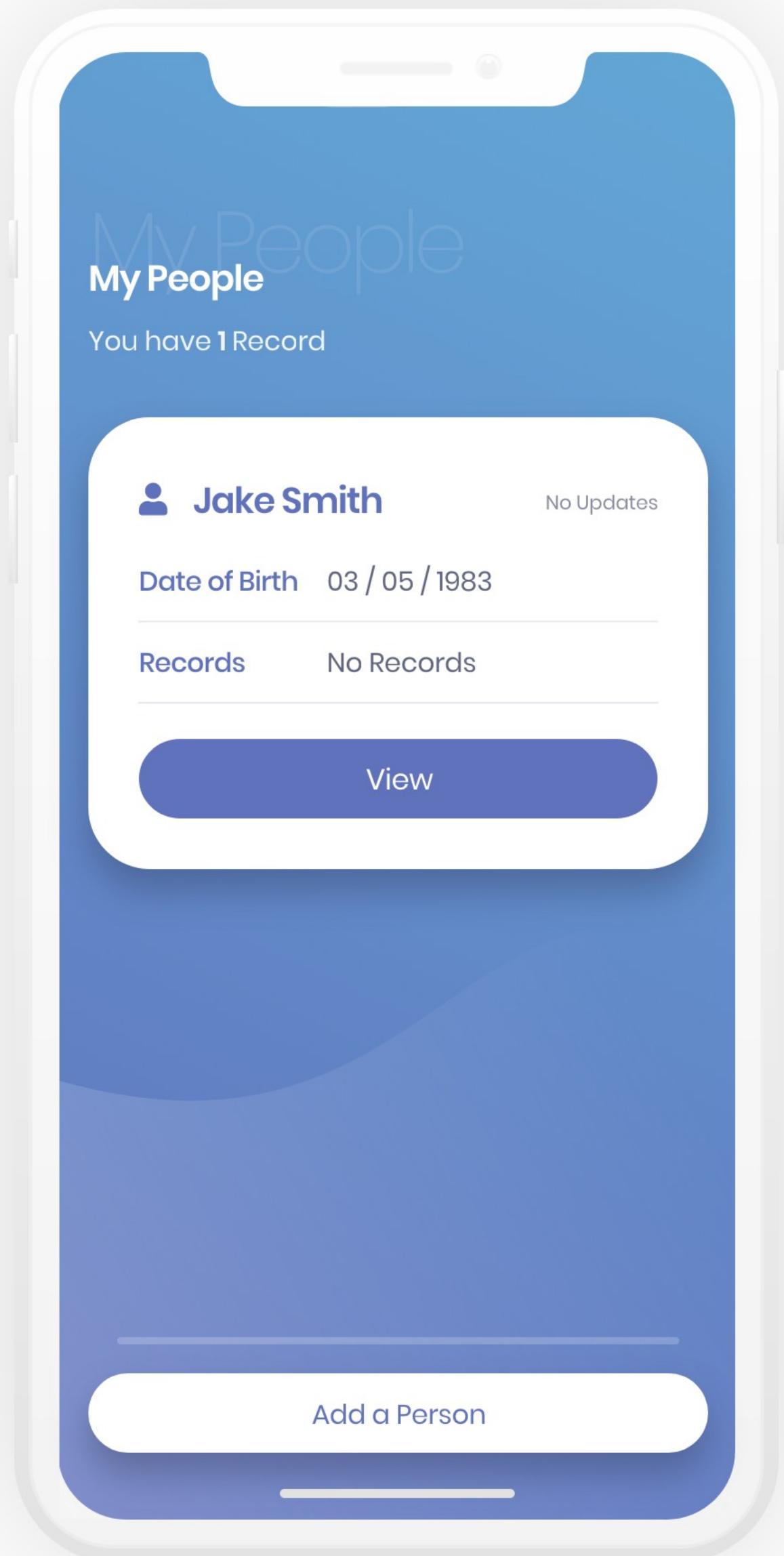
Dark  
#2C3457 @ 75%



Dark  
#2C3457 @ 38%



White  
#FFFFFF



“High Contrast”

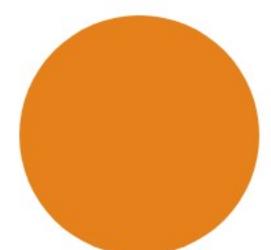
## Typography

Poppins Semi-Bold

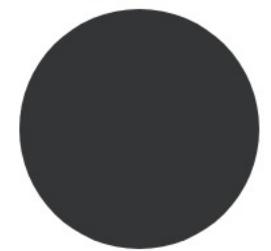
Poppins Medium

Poppins Regular

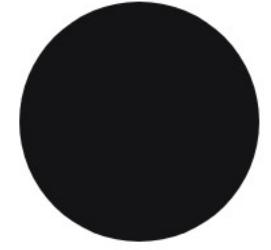
## Colour



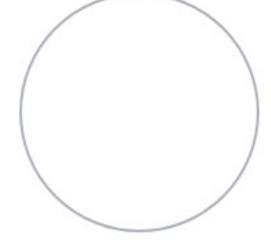
Primary  
#6172BD



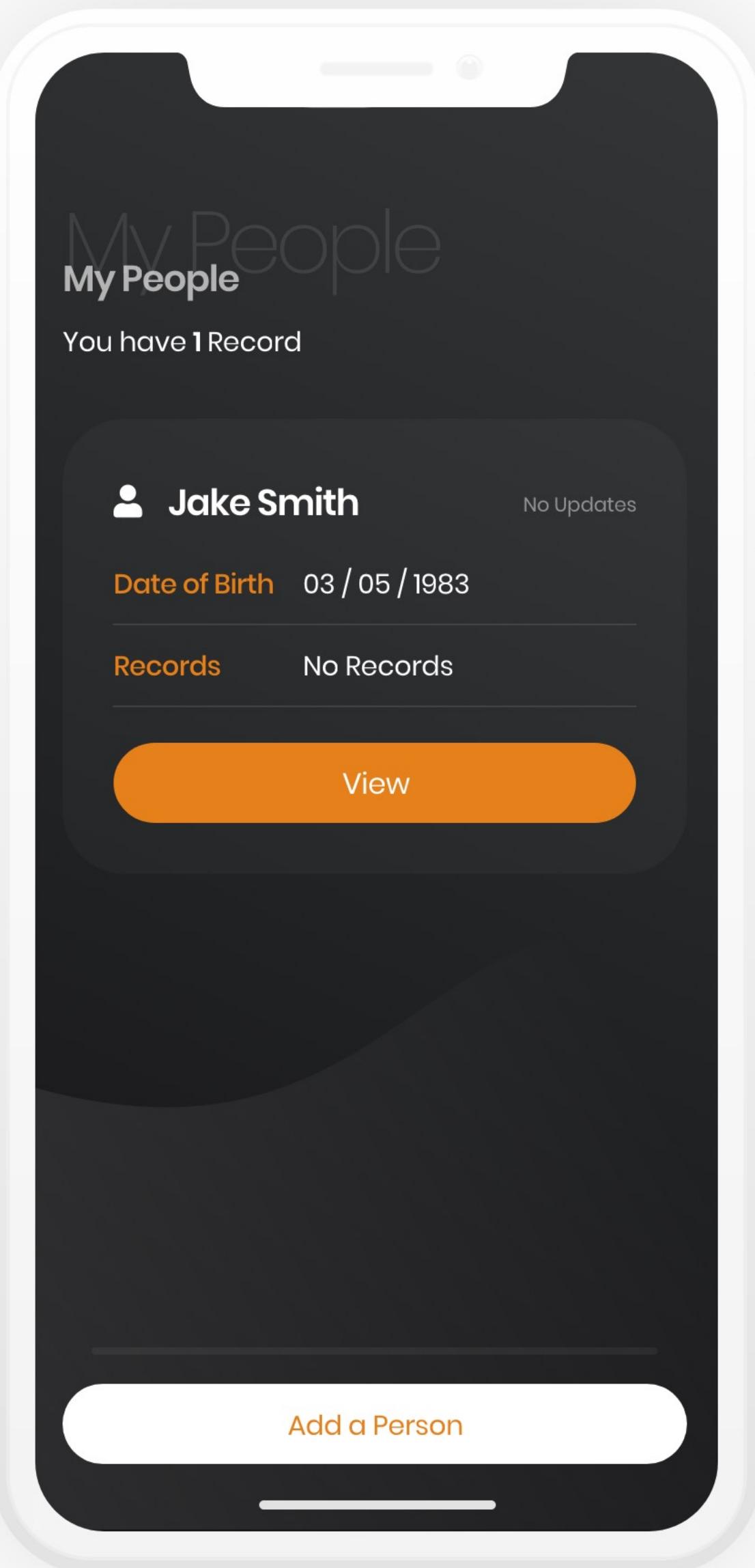
Secondary  
#333536



Dark  
#141415



White  
#FFFFFF



# Next Steps

User testing of the product concept and XD prototype, shone a light on a number of needs which will help inform future iterations:

- Sharing records with other carers: an important feature for ‘passing the baton’ of care
- Notes for recording someone’s state or symptoms
- Reminders for next medication to reduce cognitive load on the app user
- Warnings for over-medication [eg. a warning for use of ibuprofen over three days]
- Alexa or voice control for both accessibility and ‘smarthome’ integration

# Web Examples

# Web Examples

A website can be the portal to a new world of information and education for a user and offer opportunities to build customer loyalty and an increased customer base for a business. The story told on a website can be as important as the product it is selling.

My approach to web design is to hone in on the journey which a site user is taking, the content they will encounter, and the goals they want to achieve. Targeting these facets of a site early in the design process will help create an engaging experience that delivers value for both the site user and the business which is being represented.

The following examples offer a visual overview of some recent website and web app work.

# Portfolio

Tom Jepson **Digital Designer**

Tom Jepson

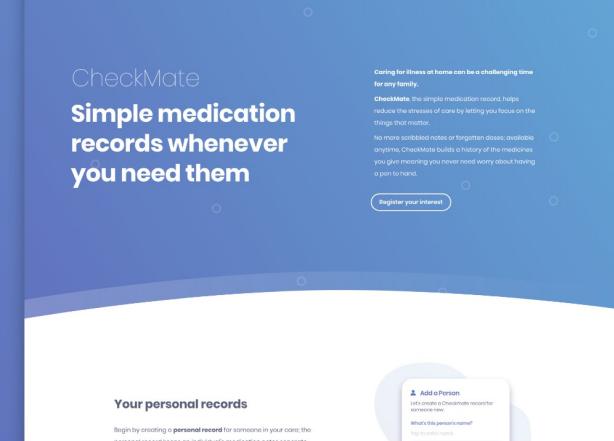
About Get in touch

Hi, I'm Tom, a freelance digital designer based in Nottingham.

Specialising in user experience, web, and app design my focus is creating great products and solutions with real people at their heart.

Recent work

**CheckMate**



More work

**Biotaware**  
**Buying Butler**  
**Tech Nottingham**

"We have always been incredibly happy with the work Tom has produced and are delighted to recommend him to anyone who needs design work."

Find me elsewhere

Twitter  
Dribbble  
Medium

Get in touch

[hello@tomjepsoncreative.work](mailto:hello@tomjepsoncreative.work)

Your personal records

Add a Person

Begin by creating a **personal record** for someone in your care; the

What's this person's name?

More work

**Biotaware**  
**Buying Butler**  
**Tech Nottingham**

"We have always been incredibly happy with the work Tom has produced and are delighted to recommend him to anyone who needs design work."

Find me elsewhere

Twitter  
Dribbble  
Medium

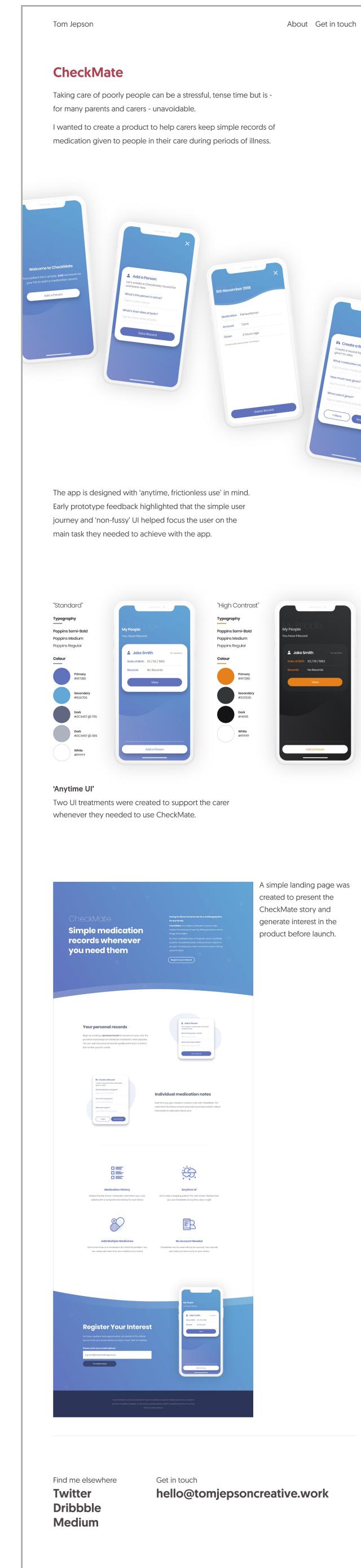
Get in touch

**hello@tomjepsoncreative.work**

Emma Seward  
Director  
Tech Nottingham

# Case Study

Tom Jepson **Digital Designer**

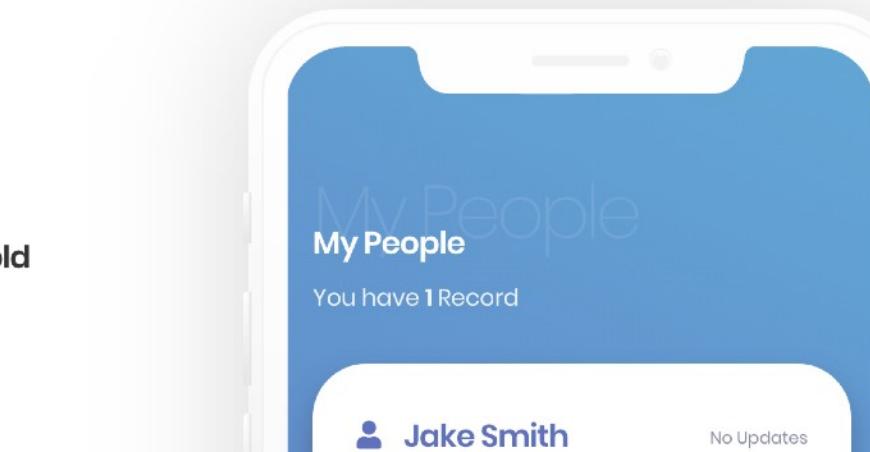


The app is designed with 'anytime, frictionless use' in mind. Early prototype feedback highlighted that the simple user journey and 'non-fussy' UI helped focus the user on the main task they needed to achieve with the app.

## "Standard"

### Typography

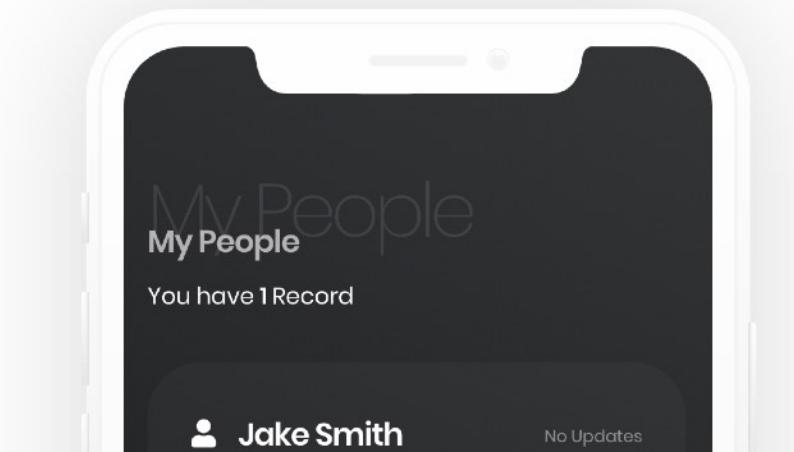
Poppins Semi-Bold  
Poppins Medium  
Poppins Regular



## "High Contrast"

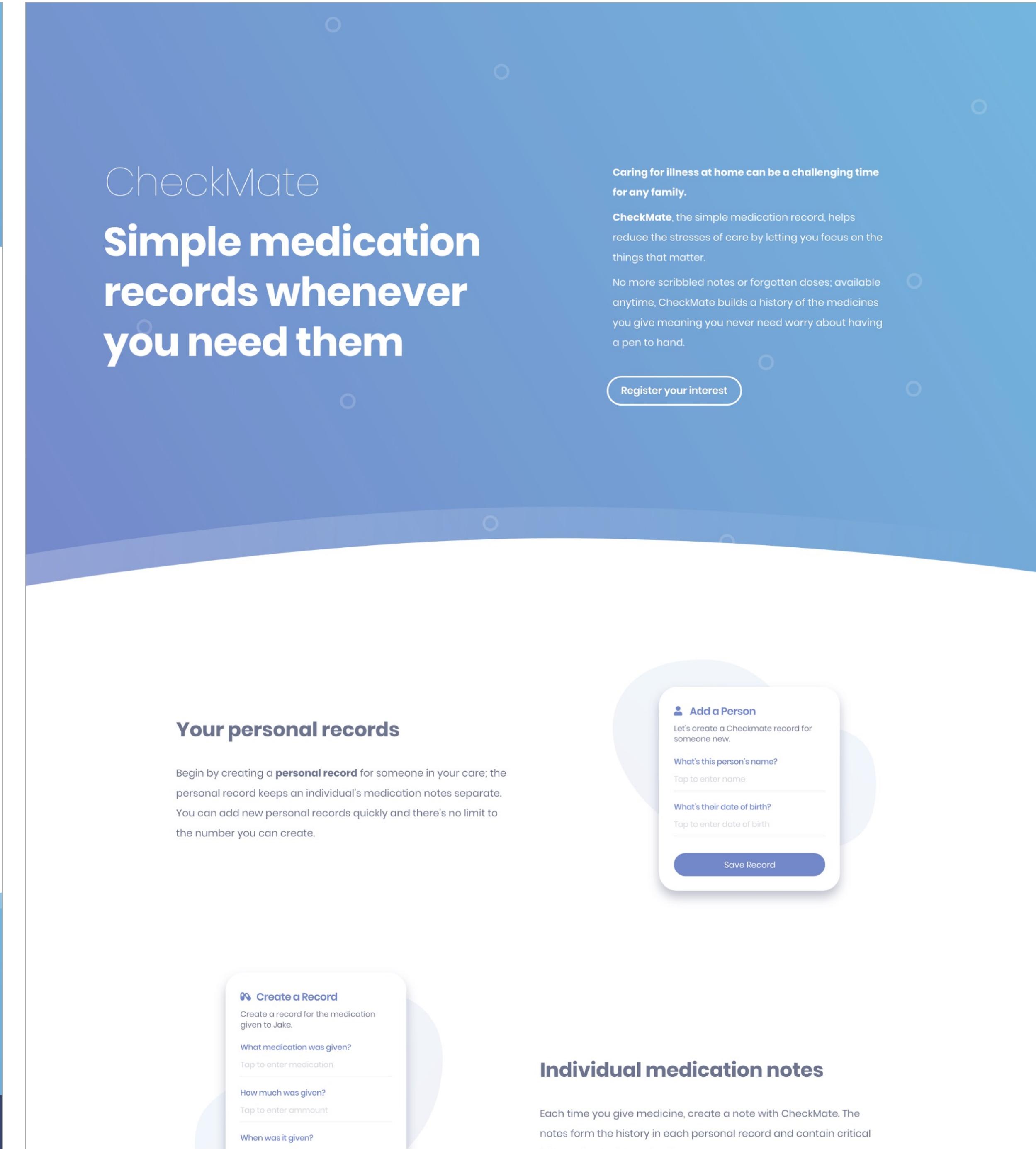
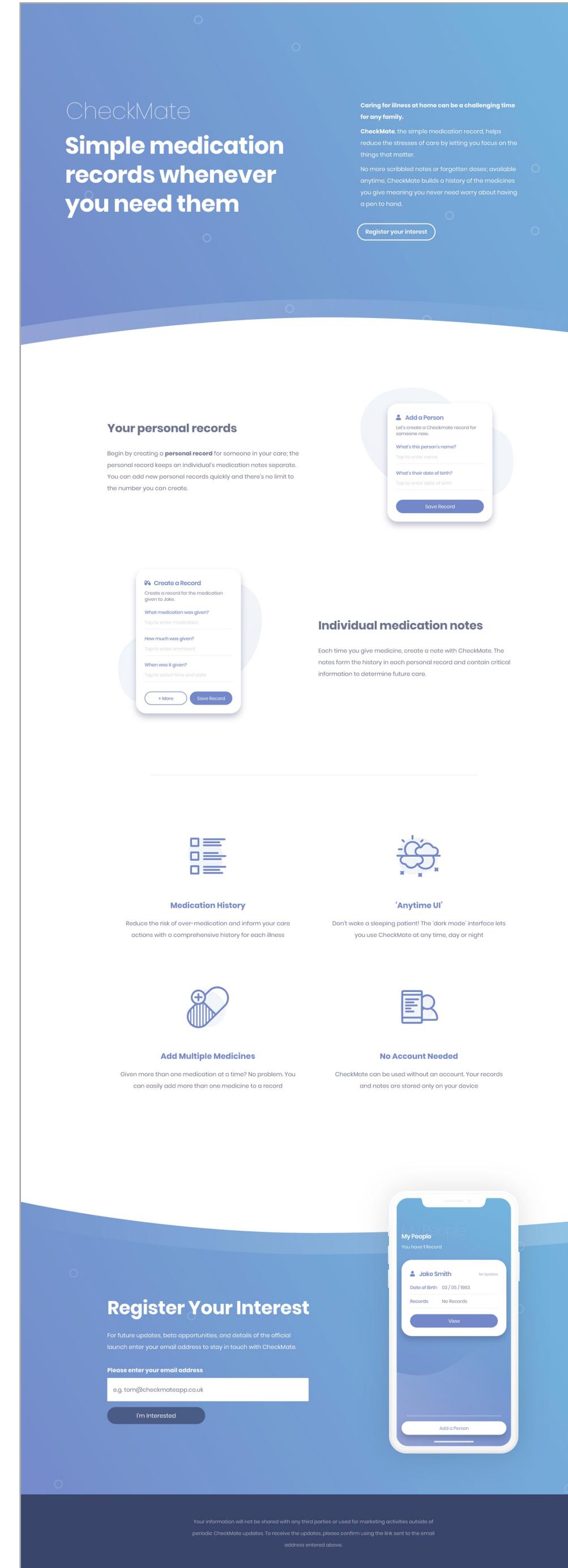
### Typography

Poppins Semi-Bold  
Poppins Medium  
Poppins Regular

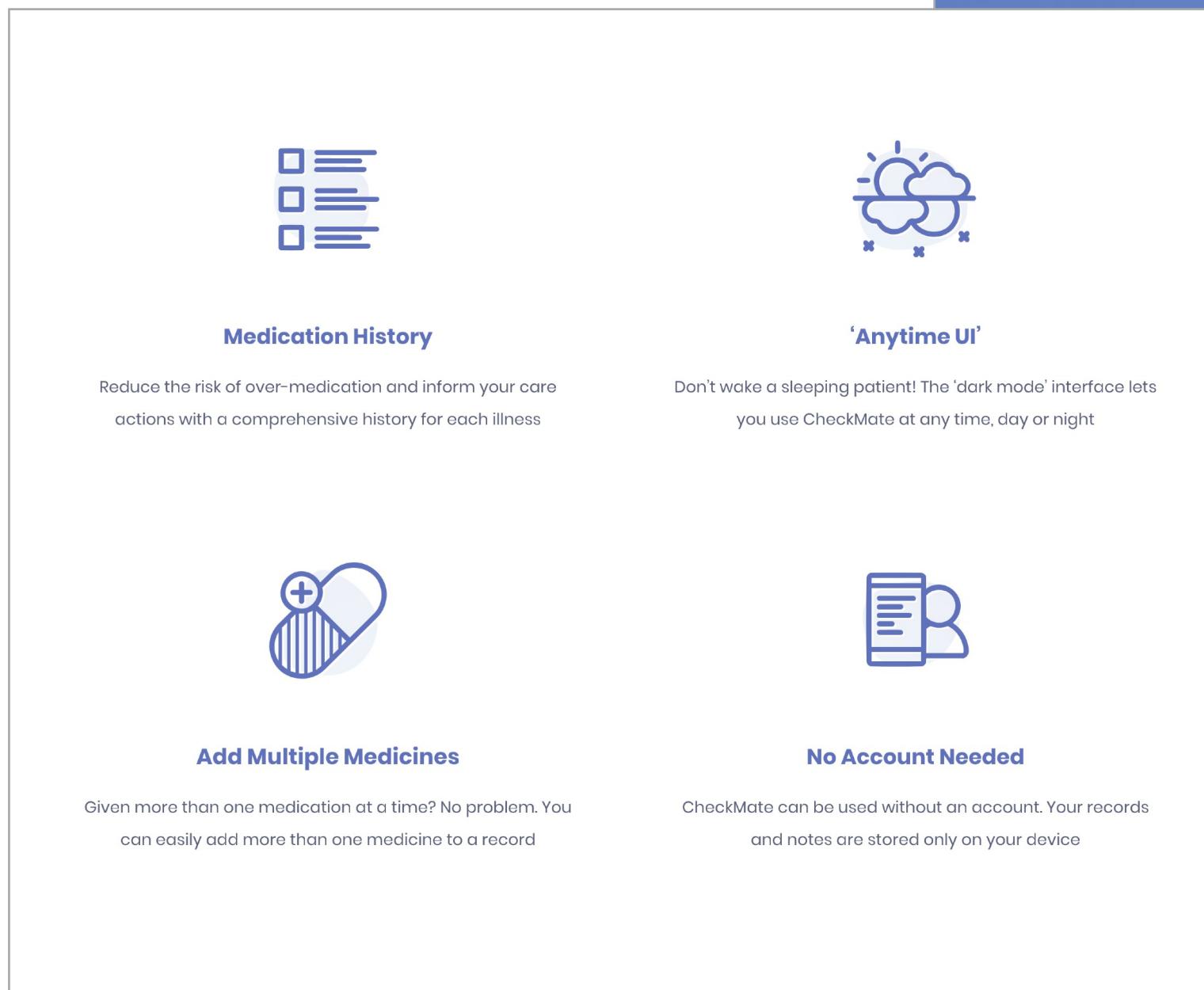


# Product Site

The landing page for a new mobile app, offering key feature information and a focussed sign-up form, calling users to register for future updates.



# Product Site



# Register Your Interest

For future updates, beta opportunities, and details of the official launch enter your email address to stay in touch with CheckMate.

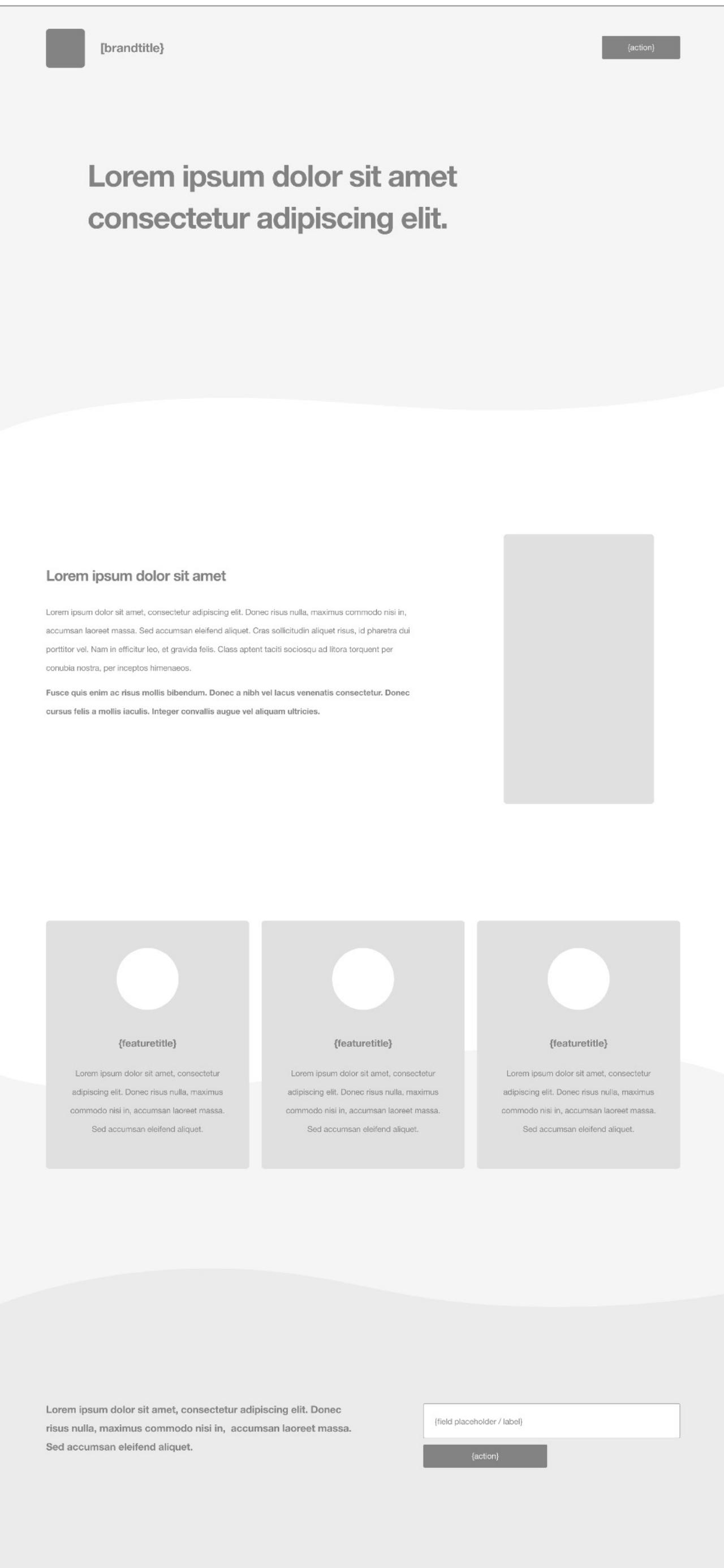
Please enter your email address

I'm Interested

Your information will not be shared with any third parties or used for marketing activities outside of periodic CheckMate updates. To receive the updates, please confirm using the link sent to the email address entered above.

# Product Site

These wireframe designs informed the user journey, key actions, and visual design for the product landing site in the previous examples.



# Web App

This interface was used as part of a transactional journey for an automotive marketplace web app.

The screenshot shows the 'Buying Butler' web application interface. At the top, there's a navigation bar with a user profile icon for 'Tom'. Below the header, a green banner features a car search bar with 'Search', 'Specifications', and 'Preferences' tabs, and a prominent 'Help Me Buy' button. A sub-header reads 'Select from the options below to help us match you with your ideal vehicle.' and includes a link 'Know what you want? We can help.' On the left, a sidebar lists various vehicle categories. The main content area contains a 'Budget' section with sliders for 'Minimum' (0) and 'Maximum' (80000+). Below it are sections for 'Usage' (School Run / Shopping, Large Family, City Driving, Rural / Adventure, Spirited Driving, Motorway Commuting), 'Preference' (Safety First, Cheap to Run, Reliability, Premium Badge), 'Doors' (Front only, Front and rear), 'Seats' (2, 4, 5, 6+), and 'Transmission' (Manual, Auto / Semi-Auto). To the right, a 'My Results' section displays a list of vehicle options, each with a thumbnail, model name, and price: Abarth 124 (124), Abarth 500 (500), Abarth 595 (595), Abarth 695 (695), Abarth (77), Abarth 695 (695), Abarth Grande Punto (Grande Punto), and Abarth Punto (Punto). A 'Reset Selections' button is located at the top right of the results section.

Buying Butler

Search Specifications Preferences

Help Me Buy

Select from the options below to help us match you with your ideal vehicle.

Know what you want? We can help.

Budget

Minimum 0

Maximum 80000+

Reset Selections

499 options available. Scroll to see results.

My Results

Select a vehicle to continue

Abarth 124

Abarth 500

Abarth 595

Abarth 695

Abarth

Abarth Grande Punto

Abarth Punto

Usage

- School Run / Shopping
- Rural / Adventure
- Large Family
- Spirited Driving
- City Driving
- Motorway Commuting

Preference

- Safety First
- Cheap to Run
- Reliability
- Premium Badge

Doors

- Front only
- Front and rear

Seats

- 2
- 4
- 5
- 6+

Transmission

- Manual
- Auto / Semi-Auto

Tom

Search

Specifications

Preferences

Help Me Buy

Select from the options below to help us match you with your ideal vehicle.

Know what you want? We can help.

Budget

Minimum 0

Maximum 80000+

Reset Selections

499 options available. Scroll to see results.

My Results

Select a vehicle to continue

Abarth 124

Abarth 500

Abarth 595

Abarth 695

Abarth

Abarth Grande Punto

Abarth Punto

Usage

- School Run / Shopping
- Rural / Adventure
- Large Family
- Spirited Driving
- City Driving
- Motorway Commuting

Preference

- Safety First
- Cheap to Run
- Reliability
- Premium Badge

Doors

- Front only
- Front and rear

Seats

- 2
- 4
- 5
- 6+

Transmission

- Manual
- Auto / Semi-Auto

# Home Page

Custom iconography and screen visuals were created for this digital health home page design.

The screenshot displays the Biotaware homepage with the following sections:

- Connected digital health.** Simplified.  
A sub-section under this header features a smartphone icon with a circular interface labeled "SYNCING DATA".
- Bringing to life your digital health data initiative.**  
A detailed paragraph about Biotaware's mission to collect human centric data for healthcare professionals. It highlights their global cloud platform, remote device monitoring, and passion for connected healthcare.
- Connecting Digital Health Devices**  
**Reliable. Accurate. Tracked.**  
A sub-section featuring icons of a smartphone and a smartwatch, both displaying heart rate and activity data.
- Big Data for Health**  
**Acquisition to Insight.**  
A sub-section featuring a cloud icon above a server stack, with a detailed paragraph about the company's data storage and processing capabilities.
- Introducing BiotaSense**  
A sub-section featuring a smartphone displaying a dashboard with study overview and participant data, along with a "Learn More" button.

## Bringing to life your digital health data initiative.

Biotaware helps healthcare professionals collect human centric data in order to gain insights and improve outcomes.

Specialising in deployments involving mobile, consumer and smart medical devices, we leverage our global cloud platform to collect data and deliver results. Combined with our remote device monitoring capabilities, we ensure data stays accurate and meaningful throughout the lifecycle of your project.

Our passion for connected healthcare lets us deliver results that match ambitions and exceed expectations. We pride ourselves in building trusted relationships and delivering excellence throughout every aspect of a digital health initiative.

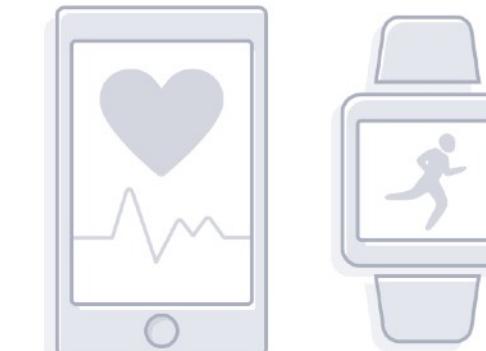
[Our Services](#)



## Connecting Digital Health Devices **Reliable. Accurate. Tracked.**

Wearables and biosensor enabled medical devices play a critical role in many digital health projects. Advances in technology are creating new opportunities to capture biologically originated data at an unprecedented pace.

Biotaware's platform provides the ability to manage and monitor biosensor devices and to reliably collect and deliver data from these devices at scale.



Additional works-in-progress and  
project examples can be found at  
[https://dribbble.com/tom\\_jepson](https://dribbble.com/tom_jepson)

[www.tomjepsoncreative.work](http://www.tomjepsoncreative.work)

hello@tomjepsoncreative.work

skype: tomjepson83\_1