Tylen St Hilaire

Recent projects: *UCD & Innovation,* Jan 2024

Hello, I'm a experience strategist who thinks like a generalist and delivers like a specialist. For the past 10 years I've been using art, psychology and technology to make more moments matter.

Product & Service • Design Direction • Transformation

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Case reports

The consumer experience at public chargepoints (2021) 02
CX strategy, Policy Intent, Research

Valtech's product capability (2021–) 00
Leadership

Intu shopping centres Discount Portal (2018) 00
UX, UI, Art direction

Whitelable sales support tool for the MTM Agency (2016) 00
New product development, UX, UI

Fertility Network UK flagship website (2015) 00
Research, UX, UI

INEOS's flagship and brochureware websites (2014–17) 00
IA, UX

Other projects

New Style Job Seeker's Allowance service (2022)
Service design, UX, UI

Shawbrook Bank transformation accelerator (2022)
CX strategy, Service design, UX, UI, Research

Schroders Personal Wealth SaaS tools and website (2021)
Service design, UX, UI, Research

Taylor Wimpey flagship website (2019–20)
Design direction, UX, UI

NHS Business Services Authority (2019)
Campaign creative, UI

Bupa Global lead gen website (2019)
UX, UI

Intu Shopping Centres websites and online shop (2018-19)
Art direction, Research, UX, UI, IA

Intu Shopping Centres native loyalty apps (2018-19)
New product development, Research, UX, UI, IA

Intu Shopping Centres Campaigns and BAU (2017-19)
Campaign creative, UX, UI

Airbus Defence & Space microsite and graphics (2016)
Art direction, UX, UI, Graphic design

INEOS digital and print artworks (2015-17)
UX, UI, Graphic design

Braemar Shipping family of websites and graphics (2014)
UX, UI, Graphic design

Going a *greener mile*

A consultation on the consumer experience at public chargepoints

on behalf of the
Office for Zero Emission Vehicles

a story about
CX strategy *Policy intent*

——— Transportation is the UK's largest producer of greenhouse gas. Cars and vans alone emit one in every five tonnes of CO2. The scales are drastic. In response, the Government's Office for Zero Emission Vehicles (OZEV) is greasing the wheels of the UK's transition to electric vehicles (EVs) before petrol and diesel car sales are banned in 2030. Unfortunately, a successful revolution needs supporters and – like fears of early automobiles making women hysterical – negative attitudes are slowing uptake. **To win over the public, we must make EV charging forgettable.**

SUMMARY & RESULTS

In 8 weeks, I, among a medley of experts on social research, user-centred design, strategy and technology, investigated the value of a public charging experience powered by open data and applied a design process to a determine how the UK Government should use its powers under the Automated and Electric Vehicles Act 2018

33
Findings

12
Opportunity Areas

4
Solutions

How should the government use its powers to improve the consumer experience at public chargepoints?

The crux of the problem is that locating and using EV chargepoints is hard. Information silos in commercial companies is creating barriers to innovation, artificially inflating costs, and diminishing the importance of a good consumer experience through a lack of choice.

To improve on this experience, government and the market must share a commitment to meeting consumer needs, perhaps even above some of their own. This is about the climate crisis after all.

The situation, however, is complex, spanning transport, energy and government. Many actors are several steps from the end user. It's hard to know what a thread pulled in one area will do in another… and there are many to pull.

In a novel approach to meeting policy intent, we looked at the ask as a design problem. Humans are storytellers, so we would need to explain the problem through memorable, relatable stories. Similarly, humans are resistant to change, so EV ownership must become as easy petrol or diesel internal combustion engine (ICE) alternatives. These two outcomes lend themselves to a user-centred design process.

In return, we would deliver:

- A robust sample of consumer and industry needs
- An assessment of 'prior art' that might meet those needs
- Descriptions of the solution space and recommendations on a potential solution to test

This complexity, and the lack of established behaviours in a nascent industry, has driven fragmentation in a rapidly evolving ecosystem.

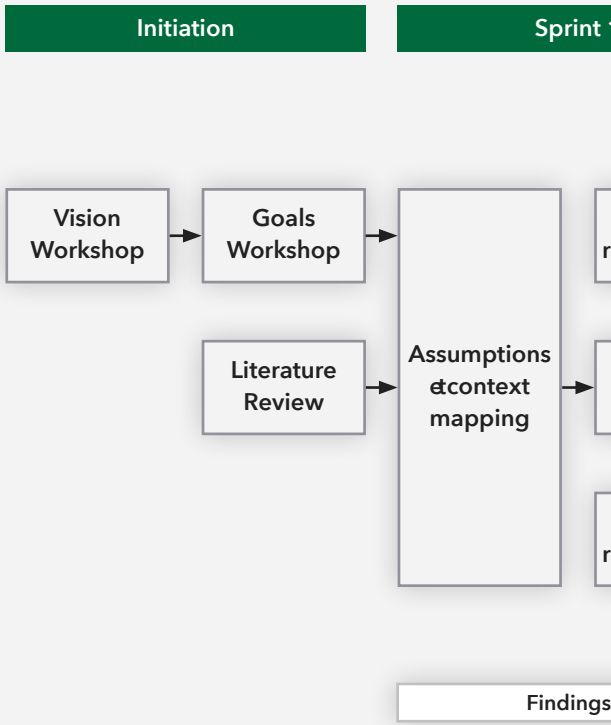
We applied user-centred practices to a policy problem...

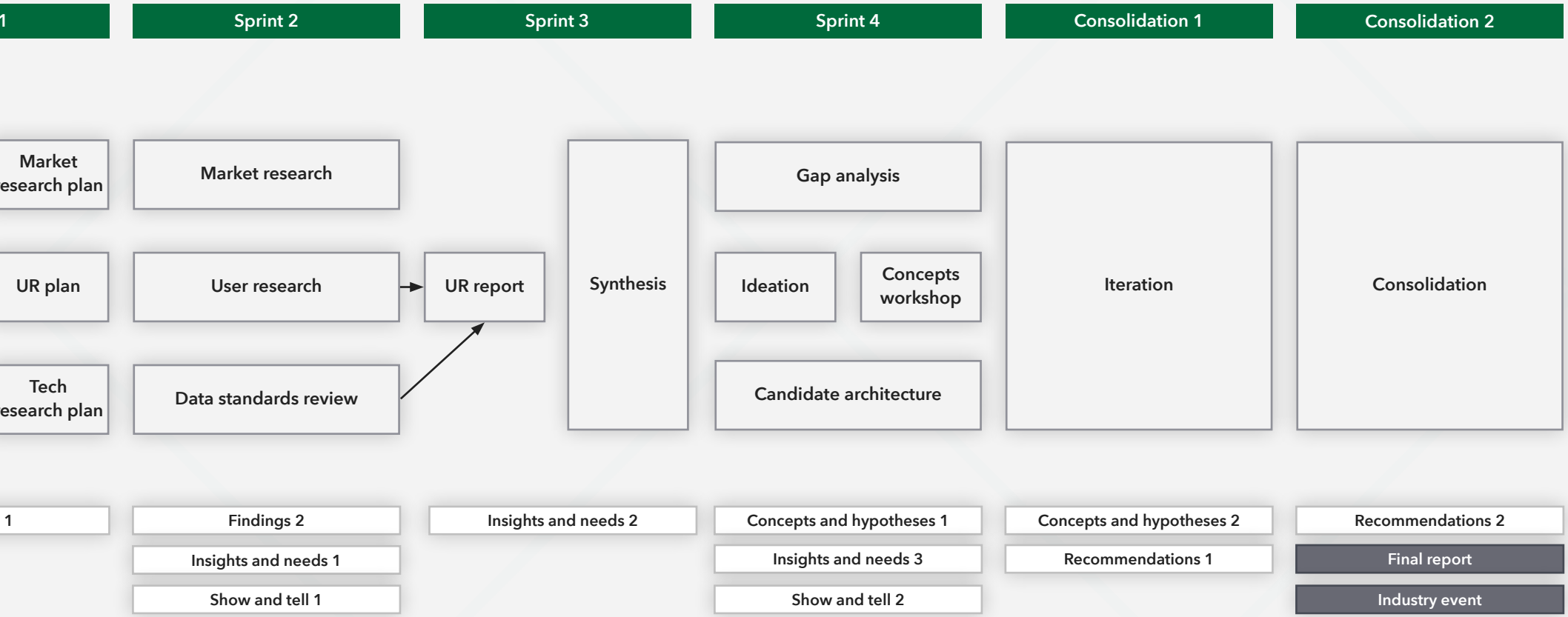
Empathise. Synthesise. Solutionise. Iterate.

Before bidding for the work, we shored up our proposition by bringing in two social researchers from TRL – the Government's own former road research body. Typical 'user research' is not rigorous enough for this kind of problem, so our partnership gave us the requisite domain knowledge to hit the ground running on a brief timescale.

Our plan was to visualise the problem through a customer experience map and connect that back to the facilitating stakeholders to tell the whole story. At the same time, we'd examine the industry forces and the technologies running our existing charging charger network to inform our solutions. These visualisations demonstrate the complex relationships between the needs of the population and the needs of the actors who meet those needs.

Knowing what we wanted to deliver, we were able create 'living documents' that would transparently share progress and reduce the time spent repackaging content for broadcast/presentation.




1
Sprint 2
Sprint 3
Sprint 4
Consolidation 1
Consolidation 2
Market
esearch plan
Market research
UR plan
User research
UR report
Synthesis
Gap analysis
Ideation
Concepts
workshop
Iteration
Consolidation
Tech
esearch plan
Data standards review
Candidate architecture
1
Findings 2
Insights and needs 2
Concepts and hypotheses 1
Concepts and hypotheses 2
Recommendations 2
Insights and needs 1
Insights and needs 3
Recommendations 1
Final report
Show and tell 1
Show and tell 2
Industry event

I ran 3 studies with over 50 participants from 8 audiences, then our team affinity sorted the findings to form 33 new insights

To start off the project we ran a literature review of 12 existing pieces of research to extract existing findings and assess their reliability. From these I was able to create a research plan for what else we needed to discover.

Our first study was a qualitative interview of 27 members of the public from diverse backgrounds, including those with disabilities. I created the screening surveys, discussion guides and consent forms, then recruited participants with the help of an EV owners association. The researchers and I then conducted the interviews in researcher-observer pairs.

I planned to run a complementary survey to for some quantified-qualitative results, however this clashed with a survey OZEV was already running, so this was repurposed to reach participants we couldn't interview.

Likewise, we ran a similar study with industry representatives, contacting 26 organisations across 7 sectors, with tweaked discussion guides per segment.

Informally one member of the project team who owned an EV would keep a diary of usage over the project, and I tested out a few chargepoint operator apps and rented an EV to experience charging first-hand. At the same time, the tech lead reviewed 8 technical sources and 12 data protocols

Audience	Segment	Organisation	Who	Why
Local Authority	Transport Authority	Transport for London	Authority for travel in Greater London	• Overview of their touchpoints in the EV Charging experience • Understand what data they'd like, and how it would be used. • Understand partner relationships • Understand blockers to adoption (e.g. ability to use data) • Overview of future plans
	Passenger Transport Executive	Transport for Greater Manchester	Authority for travel in Greater Manchester	
	Metropolitan District	Newcastle Council	Authority for passenger transport, transport planning, highways and environmental health in Newcastle	
	Metropolitan District	Nottingham Council	Authority for passenger transport,	
	Unitary District	Coventry Council	A	
Data Provider	CPO	Shell	O	
	CPO	Tesla	L	
	CPO	Pod Point	2	
	CPO	Source London	5	
	CP OEM	ZapTec	C	
Consumer Body	Advocate	RAC Foundation	T	
	Advisory	Citizens Advice	I	
	Advisory	Which?	A	
Infrastructure	Transport	British Parking Association	T	

Discussion Guide: RS02 SME Interviews

Introduc

- Introdu
- Thanks
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- We hav
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Discussion Guide: RS01 User Interviews

Introduction

- Introductions (responsibility not history, indicate comfort level for jargon)
- Thanks for sparing the time… will last about x mins…
- We're investigating the need for open EVCP data and how best to open it…
- We have topics to shape the discussion… but this is a conversation not a Q&A…
- If there's anything you can't/don't want to talk about, let us know and we'll move on.
- If no pre-consent, take through consent

I understand the reason for the research and have had the opportunity to ask questions.

I understand that my participation is voluntary and that I'm free to withdraw at any time, without reason.

I agree to the audio and video being recorded, for use by the research team.

I agree to the use of anonymised quotes in reports.

I agree to take part in the study as described.

Topics / prompts

Remember: Ask why, make them think. 'What/how' is the framing device, 'why' is the insight.

1. Their current stake in the charge-point experience
   - What type of EV they have?
   - Home charging, work charging, public charging?
2. Behaviour shifts
   - What journeys do they use EV for? (Probe for step-by-step scenarios, thinking/feeling at each step)
   - What brands/touchpoints? (Probe for opinions on convenience, reliability, trustworthiness etc)
   - Effect on if/how they plan journeys?
3. Wants and needs
   - Best and worst parts?
   - Thinking about stories told, is there anything that would make it easier? (Probe for scenarios)

Outro

Our research gave us a holistic picture of the EV experience as part of a whole journey. Pivotally, this taught us that consumers don't consider charging an 'experience' in and of itself, rather, it is part of a whole 'journey' experience.

It wouldn't be possible to address all aspects in one discovery, fortunately an earlier consultation established four critical areas for improvement: making chargepoints easy to find, making it easy to pay, making pricing understandable and creating a reliable network. The latter three would be addressed in other projects, so we could focus on 'finding a chargepoint'.

Of our 33 insights, three themes stood out:

1. EV drivers still have range anxiety, but their needs can be met with availability data, or just more chargers

2. Open data can indirectly fix other problems, for example by informing city planning

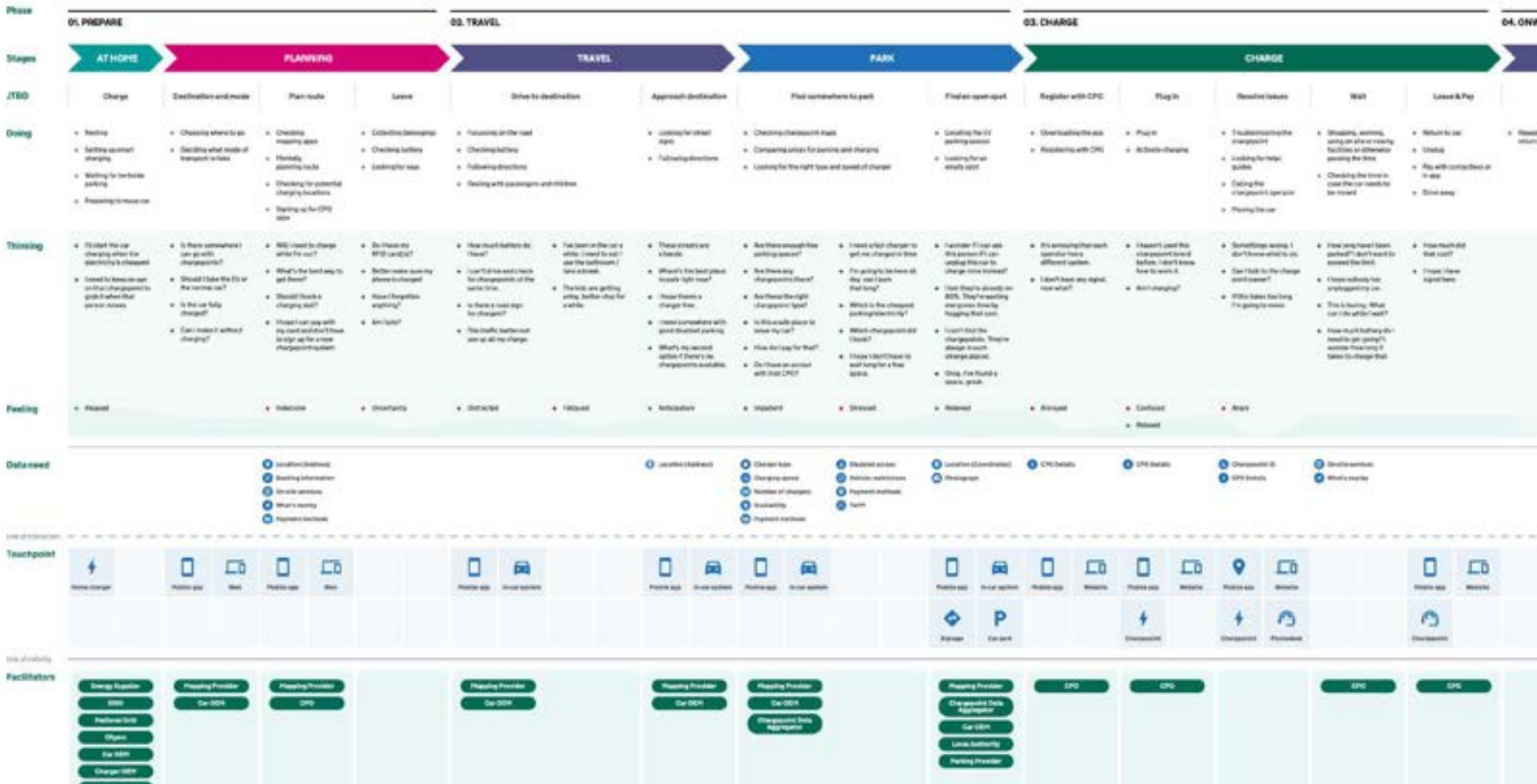
3. Consumers with access needs or disabilities struggle to find chargers they can use

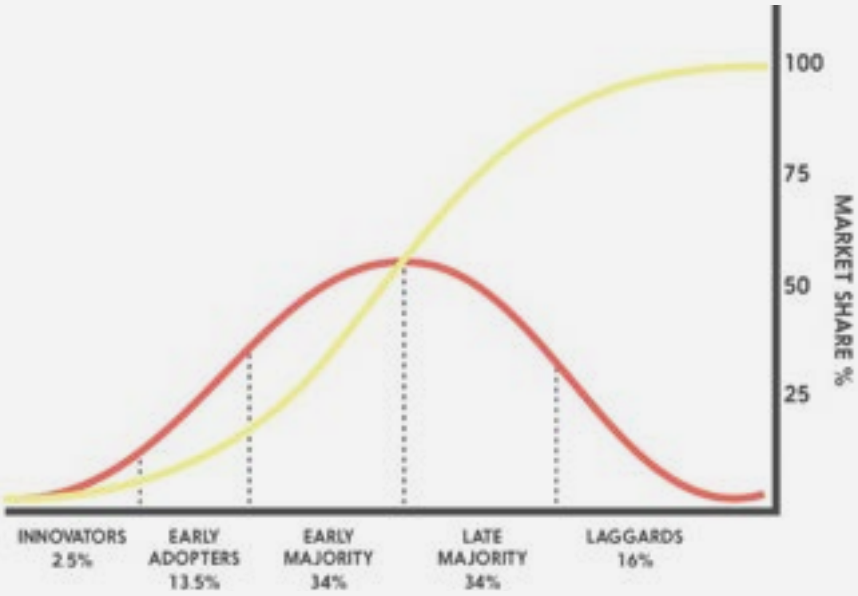
Referring back to our user and market needs, the team was able to extract five opportunity areas through an affinity clustering workshop. These opportunity areas defined the solution spaces for us to generate concepts in.

I kept a rough copy of the experience map on Miro, where everyone could contribute and I could track changes. This living document visualises our findings in a more digestible and empathetic way than the findings table alone could.

Office for Zero Emission Vehicles

Public EV Chargepoint
Consumer Experience Map





I noticed a glaring research omission and altered the plan to respond to delays

Unfortunately talking to industry representatives on schedule proved challenging given the speed of the project. Fortunately, the 'living document' method and a contingency week meant we could spread the research out and append or update our findings and insights as needed.

However not all problems were so easily resolved.

It dawned on me that almost all research we'd run or referenced considered only EV owners, introducing a massive sample bias. Worse still, EV ownership numbers and the Technology Adoption Lifecycle indicated our sample only represented 'innovators'. This segment is more likely to forgive 'growing pains' and not give a full picture of the scale of issues. This would need to be rectified in Alpha.

A few industry players were reticent, considering their data commercially sensitive or, in one case, concerned of a risk to the quality of services in their vertically integrated 'walled garden'. To continue the research I assured them that their concerns would be acknowledged in our report and that it was important to tell their stories too.

Through ideation and workshops, we shaped four recommendations to meet user needs, with example solutions, hypotheses and success metrics

With our findings and synthesis laid out, we proved that availability of data all the way up the value chain would lead to benefits for the end user. We also had evidence that the Open Chargepoint Interface (OCPI) specification is already the de-facto standard worldwide, and that the operators of most of the UK's charging network have at least partial compliance with the specification.

Given we'd seen direct correlation between mandatory OCPI adoption and increased EV usage in Europe, we were confident we could confirm the viability of opening up chargepoint data as a positive influence on the chargepoint experience.

To create our recommendations I turned again to my design methods toolkit; this time using 'How might we...', 'Concept scenario' and 'Yes, and...' exercises.

I began the session by gathering the team and stakeholders, then following the experience map – drawing attention to key opportunities. Afterwards I invited the team to create 'how might we...' statements to frame different ways of resolving pain points, then encouraged them to sketch, describe or otherwise conceptualise solutions for each. As a fun twist to end the session, we voted on our top three pain points and generated a new solution for each – each improvising ("yes, and...") one aspect of the solution in turn.

I took each concept, clustered similar ideas and recommended a set of solution spaces, each with one example solution.

To improve consumers ability to find and use public chargepoints, the government should mandate OCPI as a data standard and:

1. **Data Collection:** test a service to collect data, including quality rules to guarantee integrity

2. **Data Access:** test a service to publish data, e.g. for local authorities to use for planning

3. **Roadmap:** iterate an implementation roadmap with top chargepoint operators

4. **Knowledgebase:** publish a knowledgebase and use it to support the creation of a new OCPI accessibility module

We presented our report to a receptive audience of over 200 industry players

It's self evident that charging EVs is not as easy as jumping on public transport, checking the weather or filling up at a petrol station – all non-experiences thanks to open data or legislation. A successful transformation will be see EV charging become that forgettable.

Although market players would likely, eventually, rationalise, time is a factor. Guardrails, sticks and carrots are critical to making EVs everyone's most viable 'next car' and minimise further climate change.

The message is this; users care about the destination, not the journey. Reducing data availability is anti-competitive and harms the travel experience.

To wrap up the project and share our message, we hosted an industry event laying bare the key findings and recommendations, followed by a Q&A. With over 200 representatives in attendance, we were able to broadcast our story to a breadth of stakeholders with diverse motivations.

The project will now go to Alpha to test solutions to the needs identified in the Discovery. Through robust evidence, pivotal insights and careful application of CX transformation methods, we have mapped the route ahead for one of the UK's largest Net Zero initiatives.

Credit

Year: 2021

Client: Office of Zero Emission Vehicles

Completed At: Valtech

My Role: UCD Lead

Strategy: Shay Khomami

Technology: Krister Bone

Research: Amy Blunden, Emma Delmonte

Practice made *perfect*

Establishing a product capability and proposition

on behalf of the
Valtech UK

a story about
Leadership

Like many consultancies Valtech has a great engineering and delivery management heritage. Like many consultancies Valtech has bolstered their proposition with a design practice. And, like many consultancies, Valtech has failed to realise a unique selling point. Agile and lean are not a competitive advantage, nor elegant code, nor exquisite mock-ups. It's expected. It's blasé. They needed something different, because the herd is keeping pace. **I founded the product practice to deliver *different*.**

SUMMARY & RESULTS

Over two years I grew a product community to seed product culture at Valtech. Befitting their only cross-discipline craft, I created a programme of open- and closed-door sessions suitable for novices and experts respectively, then, with the craft's inner-circle, created Valtech's product proposition. We've since sold Product Managers on projects, turning our community of interest into a community of practice – and a viable department.

+14

Total members

c. 9.5% of total headcount

+2

Billable consultants

13/18

Maturity criteria met

So… how does a product capability make you different?

It doesn't. In fact Valtech are, at best, fast followers with regards to product. The truth is, no capability is unique because any sufficiently large organisation can buy capability through acquisitions.

But you can't buy *culture*. Consultancies sell *people*, so only their *people* can be the differentiator. The true goal of the product practice was instil a product culture – to be a value multiplier, not another addition. Though, of course, we would need to sell product management, design, innovation, strategy, et al along the way.

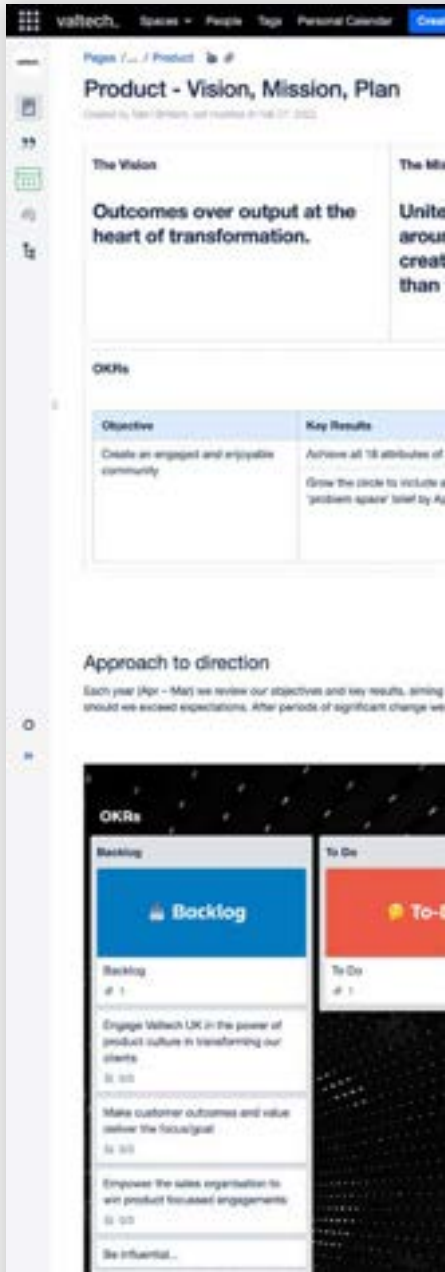
I started with workshops to gauge the need, gather evidence and create a space for my audience to become a community.

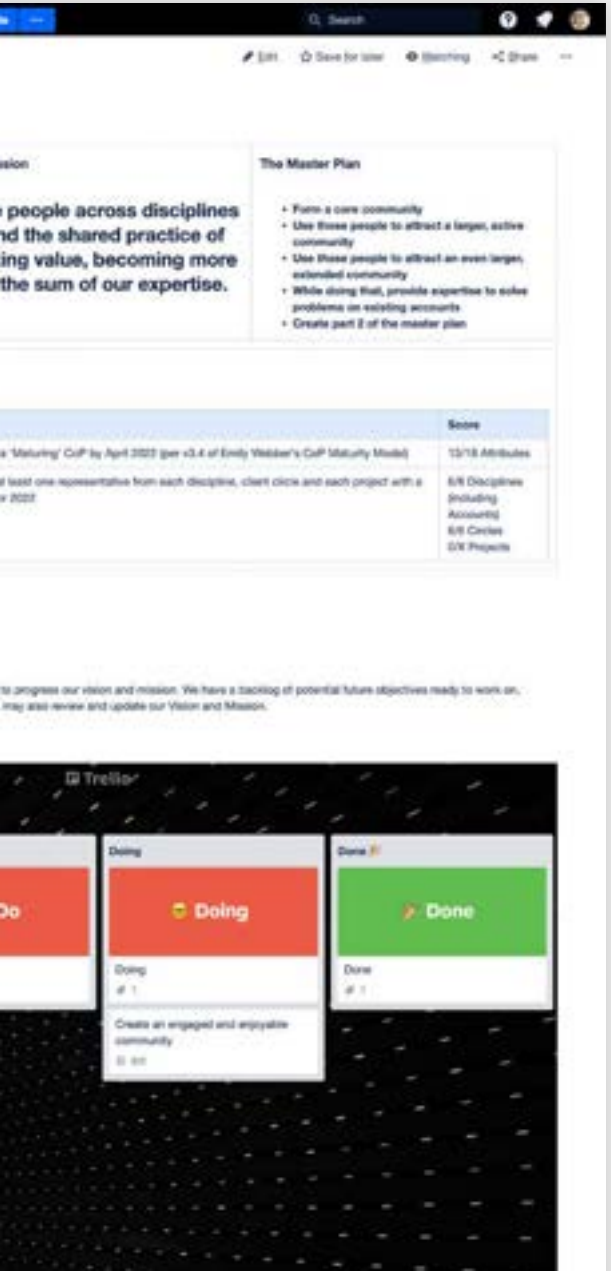
I'd had water-cooler conversations indicating an interest – a need – for product thinking. Inter-discipline clashes, indecisive clients, features over results, the usual problems. I took the opportunity to at an unconference-style 'Company Day' to drum up interest with a workshop on product maturity and invited the audience to a kick-off session for the burgeoning practice.

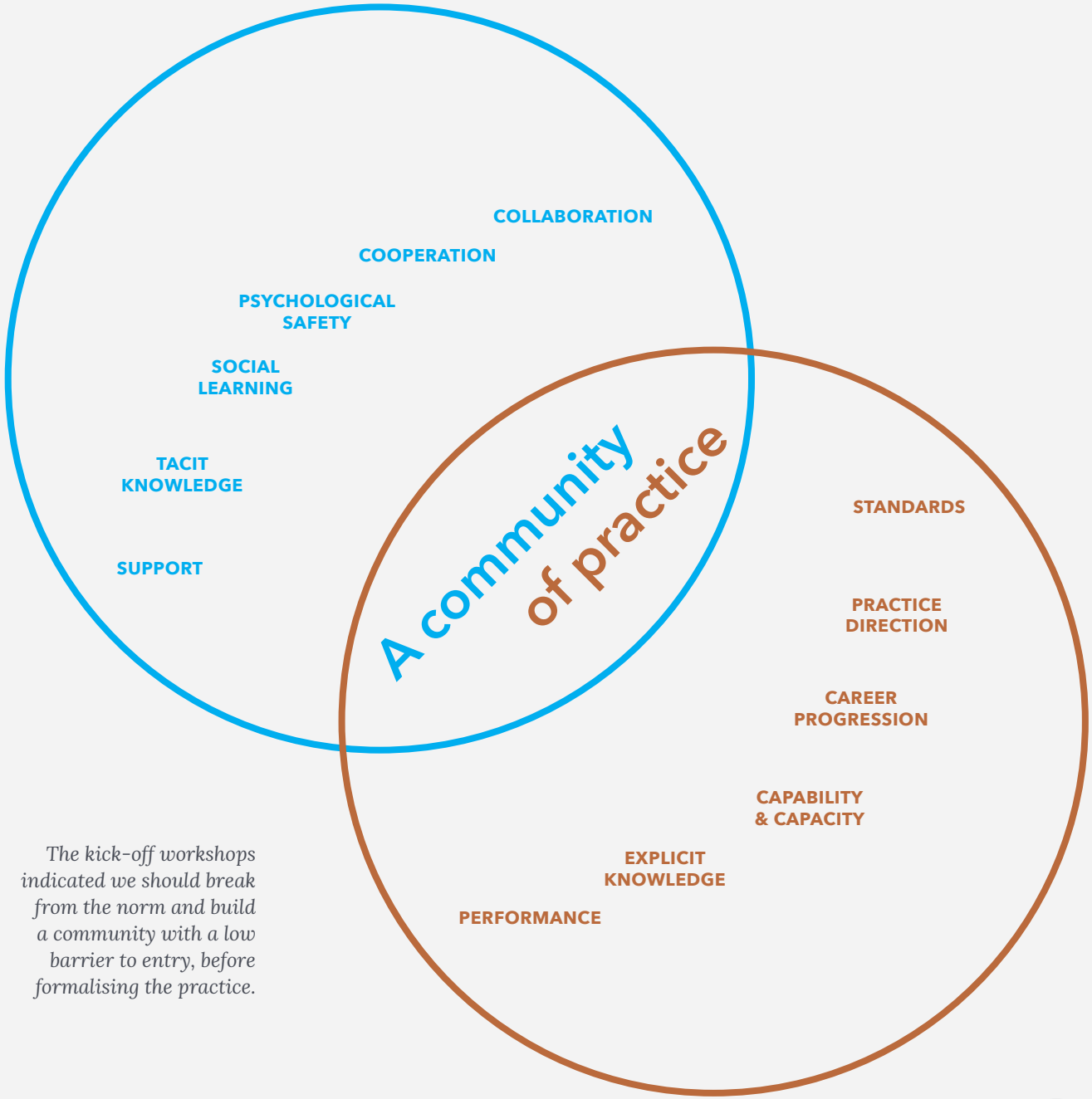
My observations from the workshop indicated interest from a range of experience levels, and I hypothesised I would need to align perspectives and personalities so the first sessions I ran prioritised, cross-discipline meet-ups, a shared definition of product and discussing our learning journeys on the subject.

These sessions gave me the evidence I needed to decide what guidance and standards to prioritise. I asked two experienced colleagues to join me as the first 'core' members of our practice and set about writing our vision, mission, master plan and OKRs – transparently, on Confluence.

Given the lack of practitioners, the master plan was to create a self-sustaining community of interest first and descope practice needs until later. This was unconventional as all other practices had practitioners, so approval from the Heads of Experience and Delivery was no guarantee. Fortunately we got the go ahead with only a cursory discussion.







The kick-off workshops indicated we should break from the norm and build a community with a low barrier to entry, before formalising the practice.

We created a ‘safe to ~~fail~~ learn’ environment through regular contact, communal leadership, social learning, initiatives and an inclusive content programme

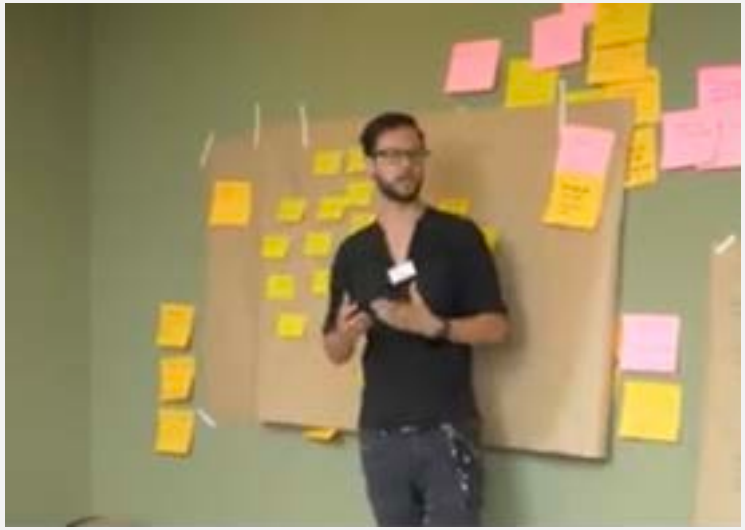
To digest the needs of the burgeoning community, I returned to the expectations each person shared in the kick-off sessions. Through affinity sorting I distilled five basic needs: mastery, purpose, autonomy, belonging and safety and proposed five imperatives to bake those needs into our culture:

1. **Belonging:** the community must meet frequently.
2. **Autonomy:** The community must own its own content programme.
3. **Mastery:** The community must teach each other.
4. **Purpose:** The community must have an actionable mission.
5. **Safety:** The community must have space for beginners and experts.

Next I introduced four session types that would cater for directed, private, mentored and social learning as well as carving out spaces where beginners could be comfortable and where experts could let loose:

1. **Open door:** accessible sessions for non-practitioners, open to all colleagues
2. **Closed door:** advanced sessions for professionals working in product, open to all circle members
3. **Working group:** practice sessions for working on craft initiatives, invitation only
4. **Office hours:** drop-in session with the practice lead, one-on-one.

Once sanity checked with the inner-circle and with the information published to our shared Confluence, we had a stable bed on which to grow the community.



CULTURAL IMPERATIVES

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SESSION TYPES

1. **Open door:** accessible sessions for non-practitioners, open to all colleagues
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Design methods paved the path the maturity and prevented complacency

Throughout the first year, the community came into its own. Some craft members were called on to advise on live projects. The engineering practice requested an owner for two internal products. Finally we were speaking in outcomes and behaviours instead of story points and features. Half, maybe three-fifths of Valtech's accounts had someone with our voice involved.

Soon we sold two business analysts as product managers. I knew then it was time to revisit what we descoped – we needed to formalise the practice. Also, the head of delivery was insisting on it.

One question that had popped up time and again was, "How can you product manage as a consultant?" Often paired with: "surely you need to be an expert in the client's business?" This question was our white whale.

I posed the problem at our next session and the core team drew out a fishbone diagram with "clients won't buy an external product manager" at the head and expanded out the potential causes. Instinctively we scoped down to what we considered the biggest hurdles, then, realising what we were doing, diverged and converged again to complete the double-diamond and arrive at our first experiment – a three-step critical path culminating in a saleable proposition:

1. Describe the value of consultant product managers
2. Finalise our Product Maturity Model and communicate its applications
3. Create sales and marketing collateral

We added these initiatives to the backlog and got to work.

Time constraints tried to snuff out the community...

Eventually cracks appeared. Atop the strains of adjusting to remote working, there was a social pressure to be billable, disincentivising professional development. We had approval, but the system did not empower us.

Also, the fact that product was a secondary community to our members meant that when they struggled to find time for their primary practice, our attendance withered doubly. Deprived of frequent meetings and a safe space to self-improve, we risked suffocation.

I convened with the other practice leads, and found we shared scheduling issues. Ad-hoc community activities hadn't empowered us to pick a time when everyone was free as we expected, such a time didn't exist. So, with the capability directors, we aligned on Fridays as our regular community day and on a half day per sprint minimum commitment to community activities. New projects would be sold with the downtime accounted for and account managers would manage the expectations of existing clients. Though this alleviated the issue for the practicing communities, it only redirected the issue for product as, being a multi-discipline community, we now had scheduling conflicts with other disciplines.

but embracing distributed working and going asynchronous helped us survive

To combat conflicts the community elected to make the craft as asynchronous as possible. As my session debrief emails were well received we trialled fortnightly, then, after feedback, monthly round-ups promoting past and *upcoming* sessions to help members plan. We also created extra guidance for Miro boards – so workshops would be easier to follow after the fact. Finally we saved our session recordings to confluence so prevent them being lost to time. Ultimately this stabilised the community, though hybrid and distributed working continues to challenge co-working norms.

Towards a Community of Action?

There continues to be opportunity in the product discipline at Valtech and its viability is well established. Surpassing all expectation, in Valtech's 2021 annual survey more colleagues self-reported as a member of the product community than business analysis. And this after just 18 months. Tellingly, other communities have also adopted similar asynchronous techniques to us, open door sessions and newsletters in particular.

The practice will continue to progress. Training, hiring and a capability progression framework are all on the docks, though the shape of the practice may yet evolve in unforeseen ways. Recently discussions between the design, product and strategy practices have floated an 'innovation' proposition, a community of 'action'. A novel idea in the workplace but perhaps a truer realisation of 'outcomes over outputs' than I ever dared imagine.

Credit

Year: 2021–

On behalf of: Valtech

My Role: Product Practice Lead

Great deal *better*

intu Digital —
Discount code portal

—— With 9 of the top 20 shopping centres in the UK, when it comes to retail intu has you covered. Retail has become a challenging space; Mom and Pop stores are all but gone, the Death of the High Street is next, eCommerce and Delivery on Demand reign supreme. To stay afloat, the physical experience needs to be reimagined and embrace the technologies that changed the space. Tasked by intu's digital innovation lab to design a service to aggregate offers from their retailers and share them publicly for redemption as part of an affiliate marketing system, I created a simple discounts portal, moulded around the new ways people think about shopping.

User Experience Design
Visual UI Design
Content Strategy

HOW DO WE SHOP ONLINE?

There are a few simple principles to consider about shopping online. The first is that while touch devices can increase conversions (as 'touching' an item makes a shopper more likely to buy), the vast majority of online shopping is done on the desktop, where it's easier to see more information, bigger pictures and alternatives all at once. Shopping sat with a computer is also much safer and more comfortable than whipping out a credit card and tapping in numbers on-the-go. Online shopping platforms must allow for that device switchover.

The second principle is that it's much easier to check the competition, whether they be brands or products so all information needs to be visible and easy to compare and you must out-compete on service or price.

The third principle is the lead time – it can be much longer online. It's often better to monitor multiple stores and wait as long as possible to make a purchase. Knowing something is in stock reduces the risk in waiting for a sale or saving up for a purchase. This lead time should be used to seal the deal against competitors.

The final principle is about discounts. Online shopping changes the way people look for discounts, which can impact when someone shops and who with, even stealing a sale at the checkout.

1) People look for offers at the checkout, using search engines to find voucher codes serendipitously

2) People browse for one or more suitable products, then search for offers to help make the final decision.

3) People actively seek voucher codes using aggregators, and make a purchase decision after seeing the coupon.

4) People use newsletters or an app to be passively notified about codes and make a purchase decision after the fact.

THE AGGREGATION SERVICE

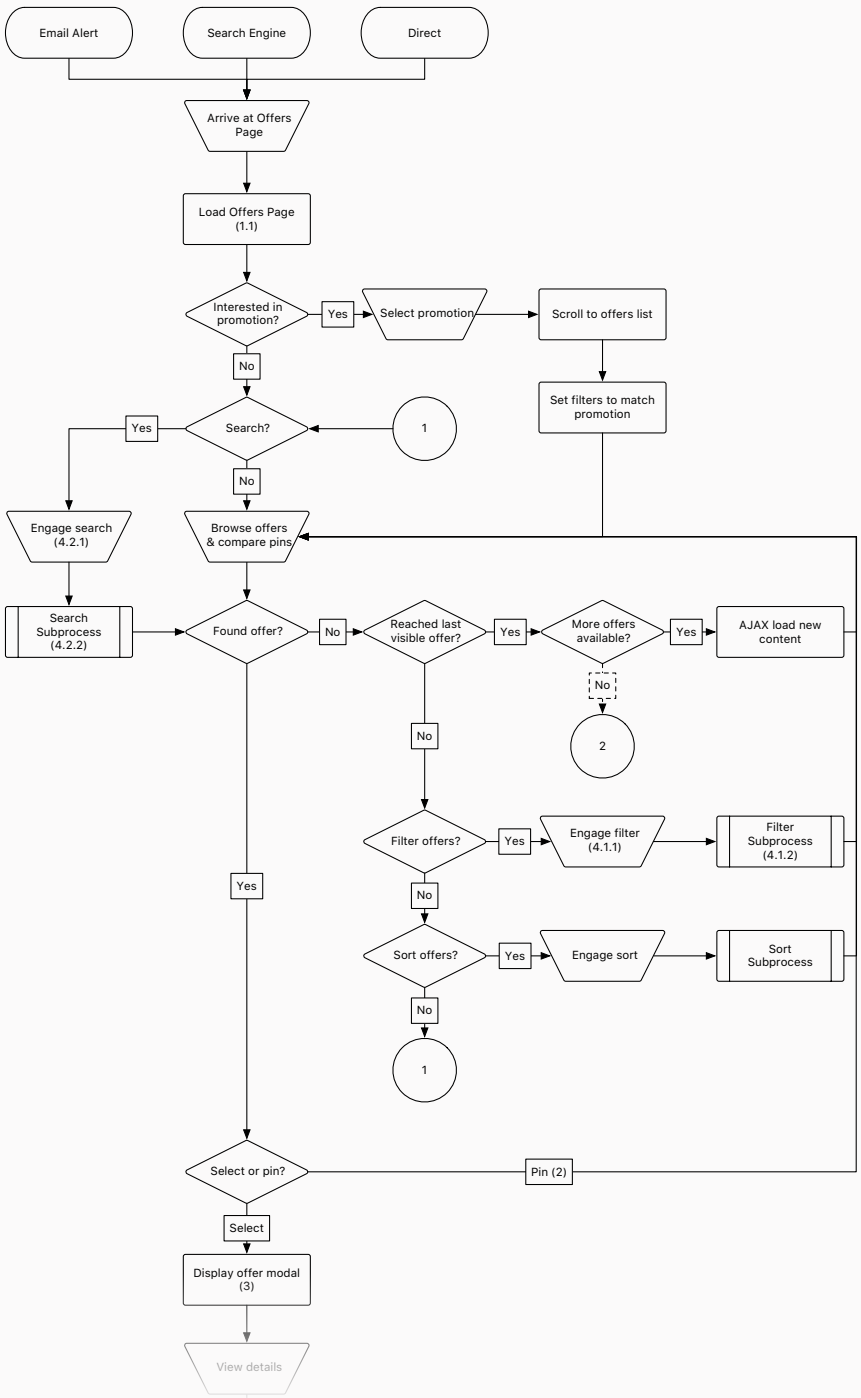
In it's current state, the aggregation service was just a dumb feed from all the retailers, however with the hard work of getting the feed working I came up with some UX elegance to make it user and editor friendly.

First, the feed is read into the CMS and each new item is imported into a database, this simple change gives the site a local copy of the data to play with and reduces the number of external calls on page load. Each item from the feed uses it's discount code as an ID, so that data can be overwritten and redacted on the fly by retailers.

Second, the database is used to create both a page for each deal and a card for the aggregated list page and populate that content. The number of database calls can be reduced at this point by caching the pages and only pulling from the database once ever 24 hours.

Turning the feed into local content and pages in this way provides a lot of SEO value and hits 3 of the 4 main methods people search for discounts. This is a huge signal boost to the retailers involved and creates more affiliate marketing opportunities for intu.

To assist comparison shopping (either between retailers or products) and to create persistence when switching devices I created a pinning/hiding system (tied to either a personal account or cookies). This way shoppers can keep track or the things they are interested in and remove the ones that they aren't, a valuable USP compared to competing services.



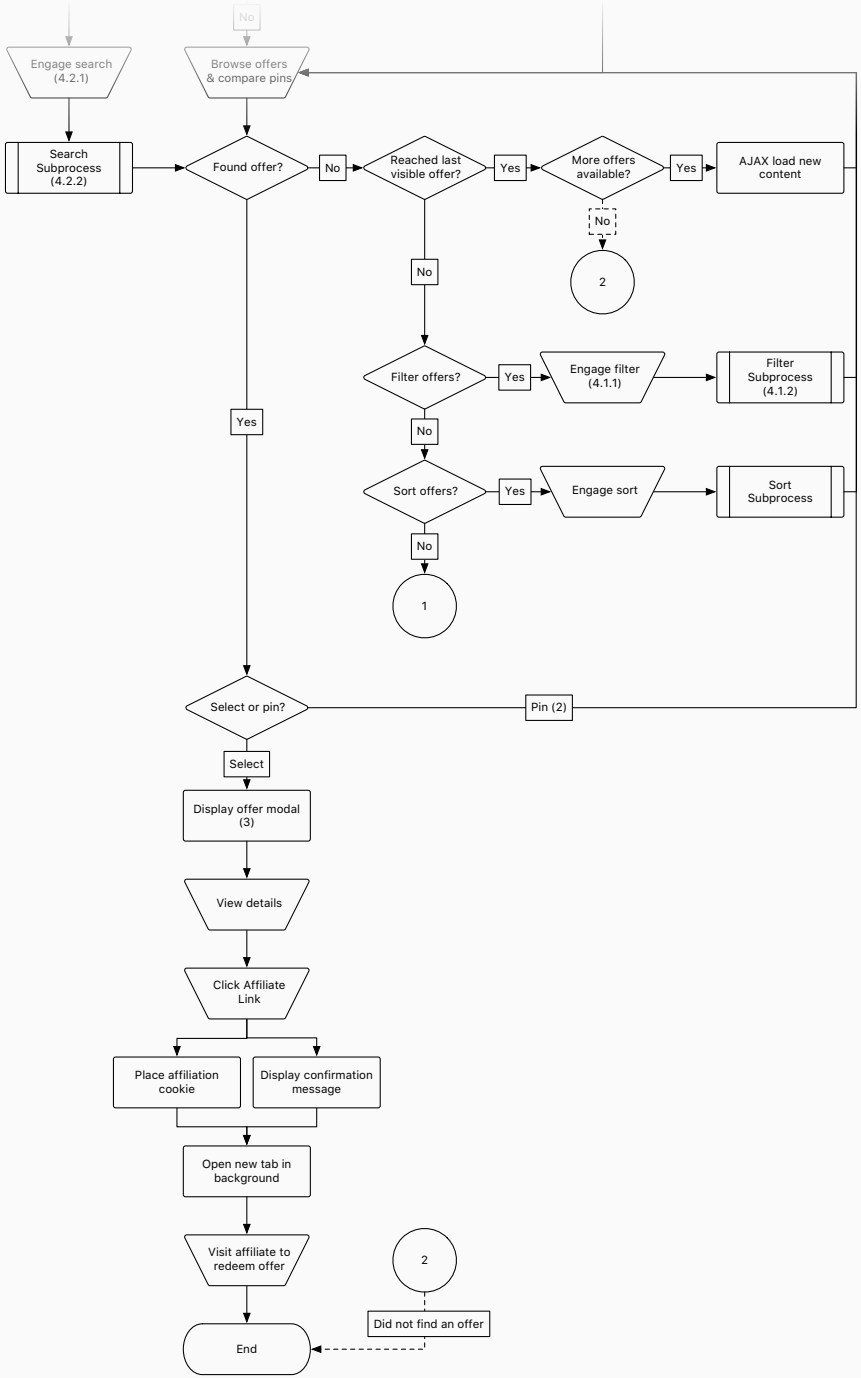
THE REDEMPTION SYSTEM

The redemption system is very simple. Clicking a card (or visiting the offer page) reveals the discount code and the details of the offer and clicking the affiliate link takes you to the site where you can complete your purchase.

The affiliate link also places a time-limited cookie on the shoppers browser, which will be checked for by the affiliate to track the purchase back to intu. This could also be preferably achieved (along with auto inputting codes and adding items to baskets) with query strings, however this would be difficult to set up and maintain with third-parties.

On older browsers the offer card would link directly to the offer page, but on modern browser the click is intercepted with JavaScript to reveal the modal for seamless browsing. When this happens the URL is updated to match that of the relevant offer page using window.history.pushState() for easy link sharing.

Once an offer is expired its URL redirects to a page stating as such, with a link back to the aggregated list (perhaps with an option to pre-filter the list with relevant offers). This maintains the SEO value, while allowing seasonal offers to be revived at the same location.



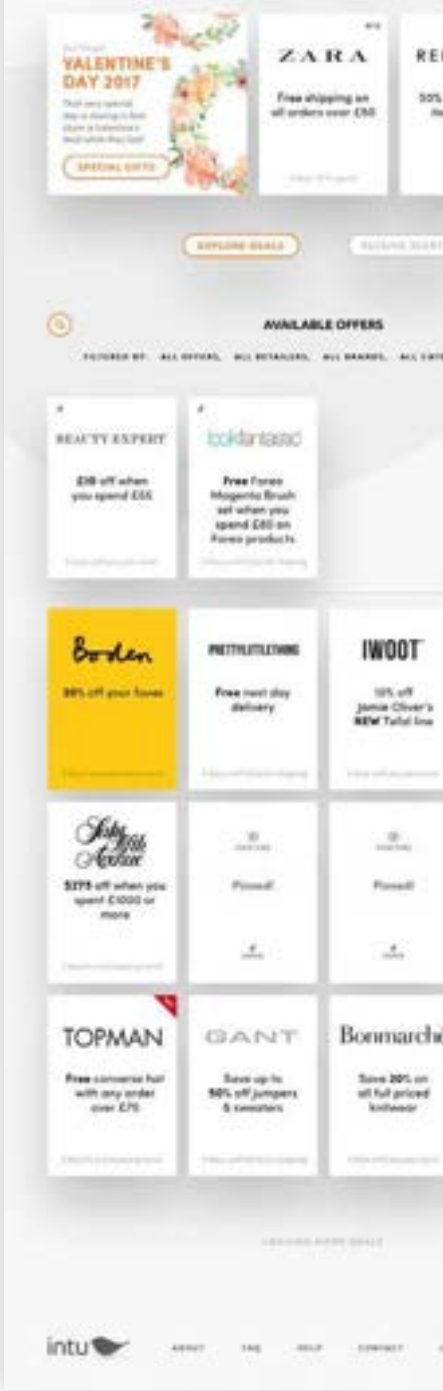
Top offers and seasonal promotions are listed at the top of the page to increase conversions with topical content.

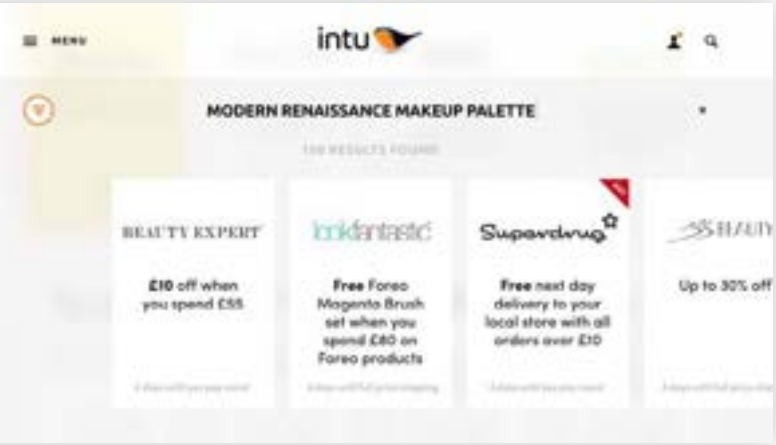
Below that, shoppers can sign up for notifications about deals, hitting acquisition method number 4.

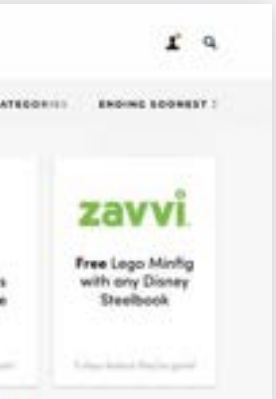
By using a local database, I was able to add more filters than provided by the feed itself, such as brands and product categories. Looking for keywords in the offer text helps us categorise the offers on our end (without additional effort from the retailer), because we know, for instance that Topman falls under 'men's fashion' or that 'Apple' is a popular enough brand to be searched for and mentioned by name.

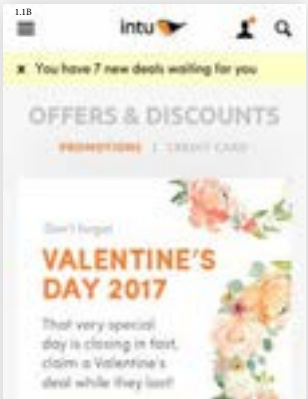
The datable also allows us to create our top offers and add a label to new or hot deals because we can add metadata to the cards whenever we need to.

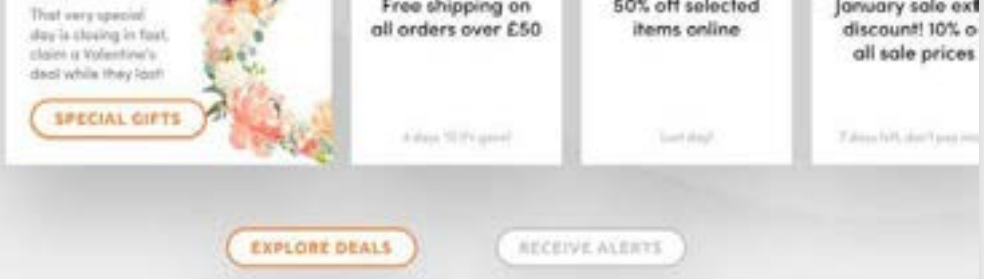
Sponsored offers and intu exclusives are differentiated by colour and image. Sponsored offers can appear anywhere in the list of offers as they respect the sort order and filters, this is atypical behaviour for sponsors but less irritating for users. As a caveat, sponsored offers can not be hidden.











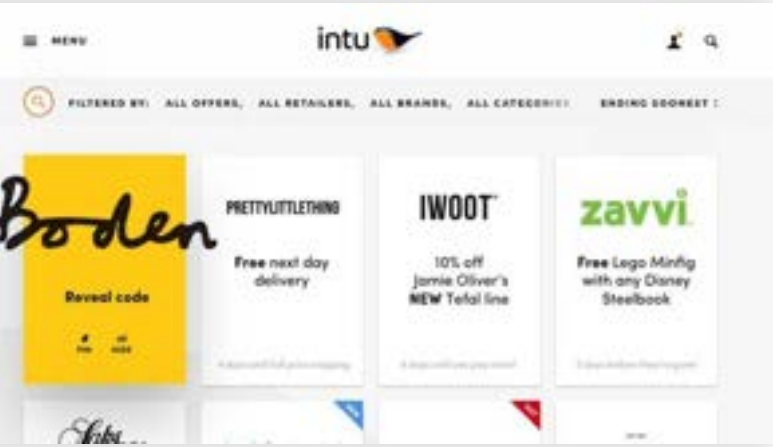
EXPLORE DEALS

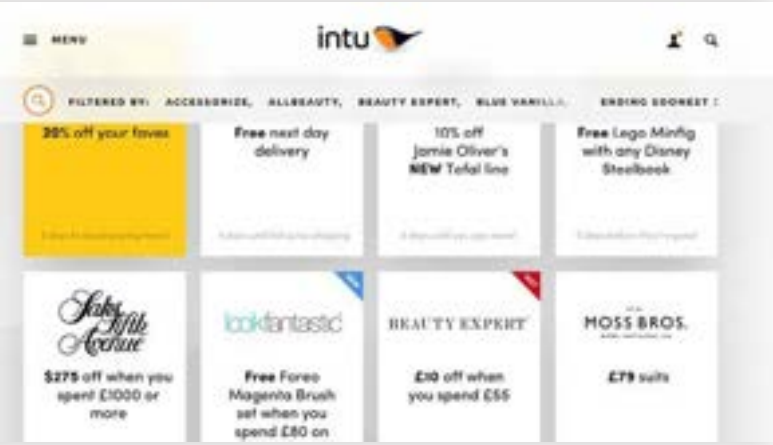
RECEIVE ALERTS

AVAILABLE OFFERS

FILTERED BY: ALL OFFERS, ALL RETAILERS, ALL BRANDS, ALL CATEGORIES ENDING SOONEST :

LOADING MORE DEALS





Credit

Year: 2017

Client: intu Group

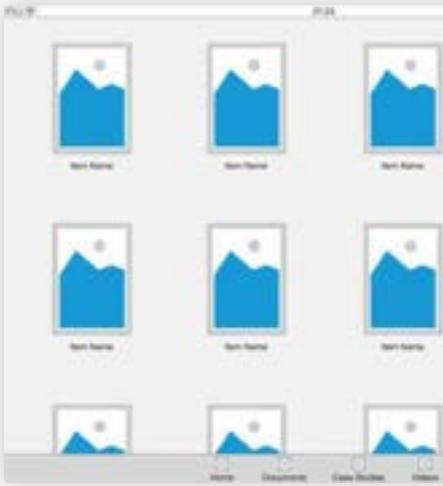
My Roles: Concept & Solution, UX, Visual Design

Pitch *perfectly*

The MTM Agency —
iOS communications support tool

—————— Whether B2B or B2C it's important to have the right tools to communicate with your audience. On a number of occasions MTM's clients requested native apps and we would either make the case for alternative solutions or shift the build to an outside source. Over time I noticed that these briefs all had, in principle, the same requirements and came up with the idea for a white-label product that we could use to tackle these briefs more efficiently. In 2016 I had the opportunity to bring this product to life, creating a hand-held content library for the iPad to support one-on-one conversations and pitches on the road.

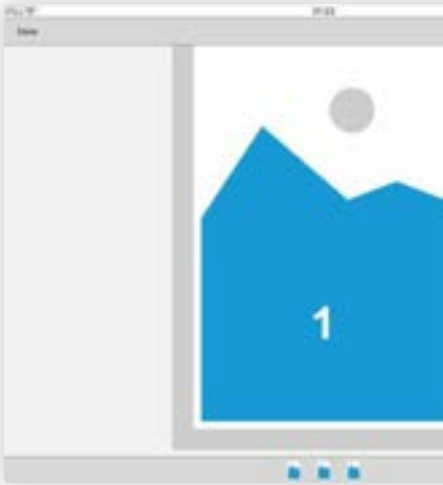
Project Management
Visual UI Design
User Experience Design



THE SOLUTION

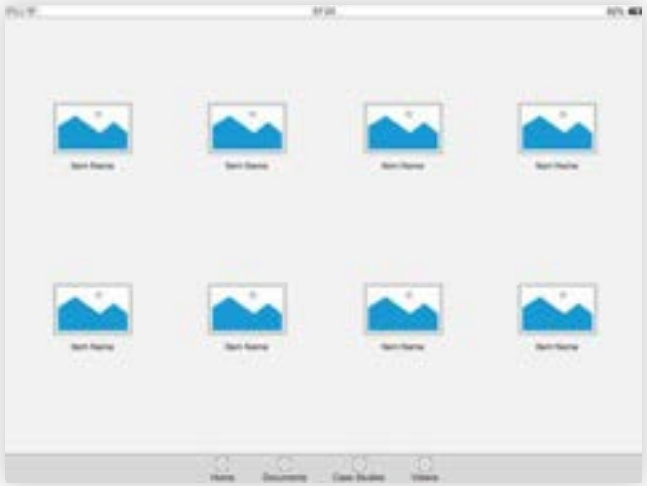
The driving principle of the app is that there are only 4 types of content you really need to support any conversation; videos, images, documents and multimedia presentations. It works by downloading a .json file on launch which then tells the app what other files to download, where to store them, what UI to use and what menu items to place on the tab bar. These are saved locally for offline use. New media is added and old media removed every time the app is launched while connected to the internet. This implementation allows the content and even the IA to be redefined on the fly by a simple file-system based CMS on the back-end. The app can be quickly cloned and reskinned with a new icons and the correct typefaces and colours for any given brand ready to be distributed on the B2B app store.

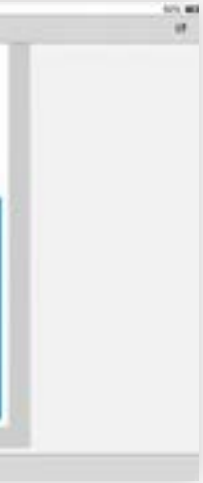
The app opens at a dashboard with the key 'stories' to tell displayed as large panels. Each panel can be tapped to begin that 'story'. 'Stories' are the multimedia, interactive experiences or presentations. They're created with web technologies (but stored locally) and displayed in a UIWebView. This approach allows for seamless, rich experiences to be developed quickly and reused on the web or across other platforms. The tab bar is used to navigate to other libraries, with the various content types represented by .pdf, .mp4 and .jpeg files. The different libraries were based on iOS system UIs as seen in the Mail app and iBooks. This made the learning curve practically nil, so almost anyone can pick up the app and run with it.



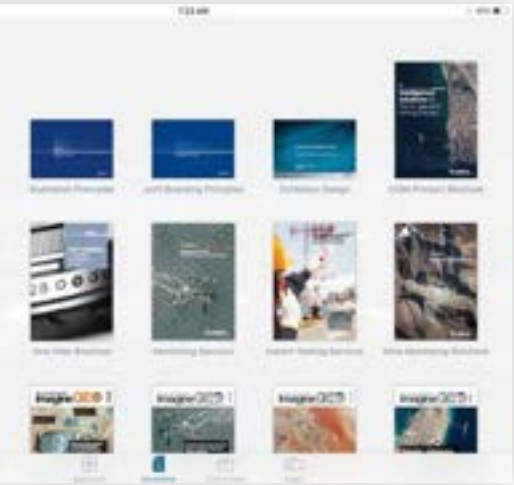
Axure prototype →

No Case Study Selected





1



INEOS Upstream
INEOS UPSTREAM: A NEW OIL AND GAS EXPLORATION AND PRODUCTION BUSINESS
LIFECYCLE OF A SHALE PAD
HOW DOES IT WORK?

Every stage of a project needs planning and monitoring to be successful. Discover how our satellites and expertise make us your ideal partner from beginning to end.
BEGIN PROJECT

Out of this World
INTELLIGENCE
OIL • GAS • MINING
EXPLORE

PICK A QUESTION

Case Studies
4h 58

ONE TASKING
Discover One Tasking

Credit

Year: 2016

Clients: INEOS Group, Airbus Oil & Gas, Airbus Defence & Space

Completed At: Merchant Technology Marketing

My Roles: Project Management, UX, Visual Design

Development: Nick Ager, Constantin Anca

Thanks: Hasan Nawaz (DevOps)

5

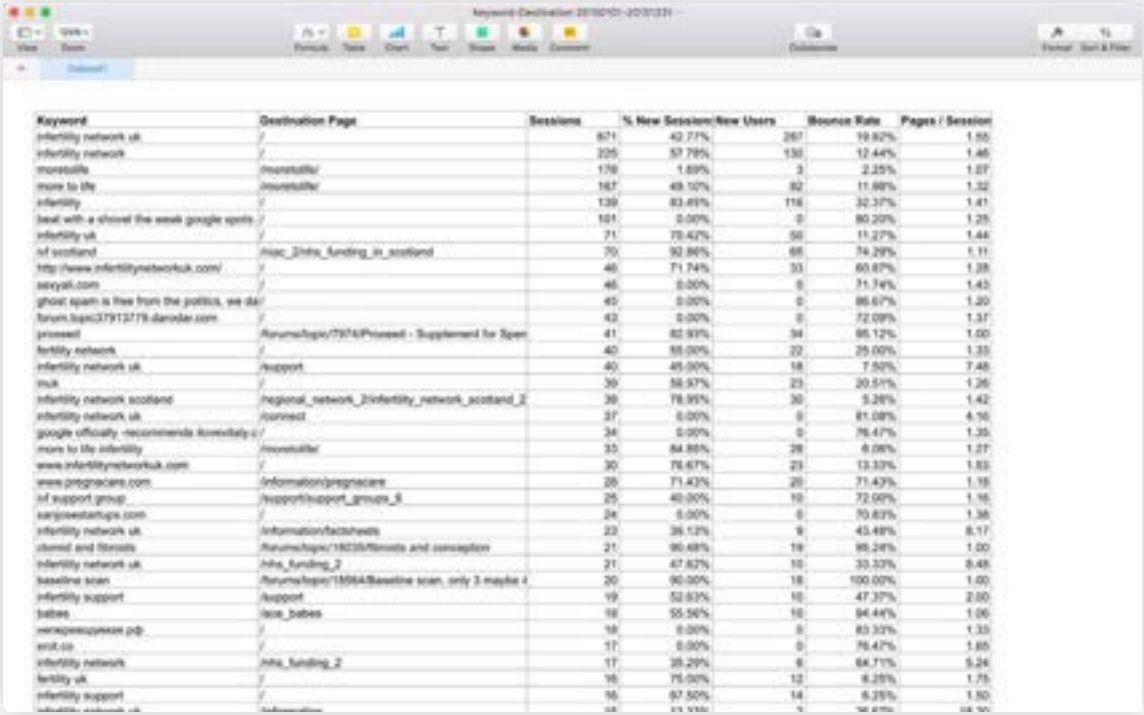
Creating a *family*

Fertility Network UK —— Flagship information website

—————— As the leading patient-focused fertility charity in the UK, the Fertility Network provides support, advice and understanding to anyone affected by fertility issues. Infertility is one of the few remaining taboo subjects in our culture, so communicating with the 3.5 million affected people across Britain is vital. To accompany a rebrand in 2016, I worked on a new website that would combine the Infertility Network, ACeBabes and More To Life portals into a single, unified experience. Driven by the concept of a community-based hub for fertility support, the website delivers a sympathetic health information service designed to comfort the affected and alleviate feelings of isolation.

User Research
Information Architecture
User Experience Design
Visual UI Design
Content Strategy

Fertility Network Website →



Keyword	Destination Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
infertility network uk	/	671	42.77%	287	19.92%	1.55
infertility network	/	225	57.78%	130	12.44%	1.46
monstulife	/monstulife/	178	1.69%	3	2.25%	1.07
more to life	/monstulife/	167	49.10%	82	11.98%	1.32
infertility	/	139	83.45%	116	32.37%	1.41
beat with a shovel the weak google spots	/	101	0.00%	0	80.20%	1.25
infertility uk	/	71	70.42%	50	11.27%	1.44
ivf scotland	/nisc_2/nhs_funding_in_scotland	70	92.86%	65	74.29%	1.11
http://www.infertilitynetworkuk.com/	/	46	71.74%	33	60.87%	1.28
sexyall.com	/	46	0.00%	0	71.74%	1.43
ghost spam is free from the politics, we da	/	45	0.00%	0	86.67%	1.20
forum.topic37913779.darodar.com	/	43	0.00%	0	72.09%	1.37
proceed	/forums/topic/7974/Proceed - Supplement for Spam	41	82.93%	34	95.12%	1.00
fertility network	/	40	55.00%	22	25.00%	1.33
infertility network uk	/support	40	45.00%	18	7.50%	7.48
mvk	/	39	58.97%	23	20.51%	1.26
infertility network scotland	/regional_network_2/infertility_network_scotland_2	39	76.95%	30	5.26%	1.42
infertility network uk	/connect	37	0.00%	0	81.08%	4.16
google officially -recommends ilovebaby.c	/	34	0.00%	0	76.47%	1.35
more to life infertility	/monstulife/	33	84.85%	28	6.06%	1.27
www.infertilitynetworkuk.com	/	30	76.67%	23	13.33%	1.83
www.pregnacare.com	/information/pregnacare	28	71.43%	20	71.43%	1.18
ivf support group	/support/support_groups_6	25	40.00%	10	72.00%	1.16
sanjosestartups.com	/	24	0.00%	0	70.83%	1.38
infertility network uk	/information/factsheets	23	39.13%	9	43.48%	8.17
clomid and fibroids	/forums/topic/18035/fibroids and conception	21	90.48%	19	95.24%	1.00
infertility network uk	/nhs_funding_2	21	47.62%	10	33.33%	8.48
baseline scan	/forums/topic/18564/Baseline scan, only 3 maybe	20	90.00%	18	100.00%	1.00
infertility support	/support	19	52.63%	10	47.37%	2.00
babies	/ace_babies	18	55.56%	10	94.44%	1.06
[illegible]	/	18	0.00%	0	83.33%	1.33
erit.co	/	17	0.00%	0	76.47%	1.65
infertility network	/nhs_funding_2	17	35.29%	6	64.71%	5.24
fertility uk	/	16	75.00%	12	6.25%	1.75
infertility support	/	16	87.50%	14	6.25%	1.50

REQUIREMENTS GATHERING

I began the design process with an audit of the site as it stood, compiling a list of pages, templates and functionality. The site was a mess of outdated and duplicate content, with broken links and hard to find pages from years of updates.

Next I tackled analytics, recording the top performing keywords, keyword landing pages, most frequently visited pages, pages with the longest read times and common visitor flows.

Afterwards I ran a friendly interview with a few current service users about their experience with the charity and their observations on the current site, which I recorded into a set of personas for future reference.

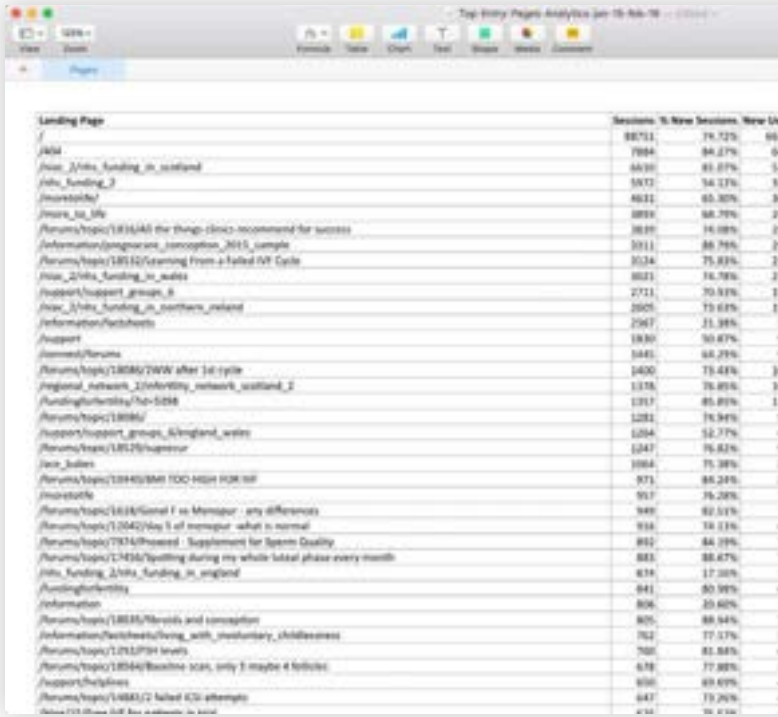
With all that data I was able to make recommendations on which parts of the site to strip and which to keep, as well as get insight into the key topics of the site.

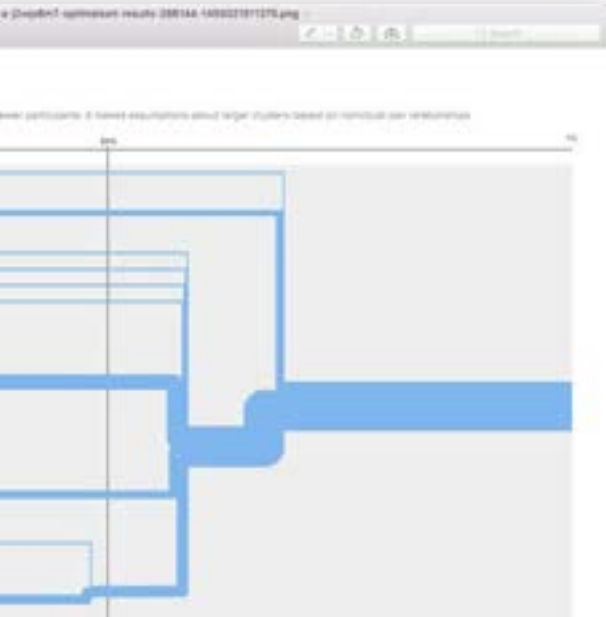
Armed with my insights, I re-recruited my interviewees and others who fit the personas to take part in some card-sorting workshops. I included extra topics suited to those supporting someone else with fertility issues as I identified this as an audience segment that had been overlooked by the client.

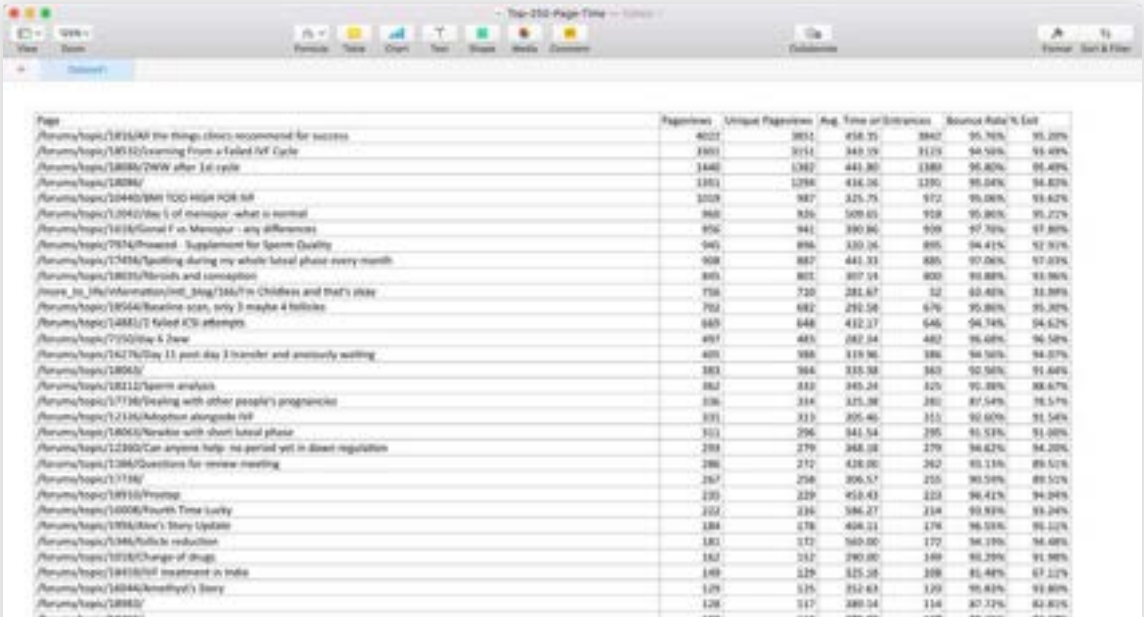
Using the results of the card-sorting with the user flows I was able to begin pulling together an architecture for the new site.

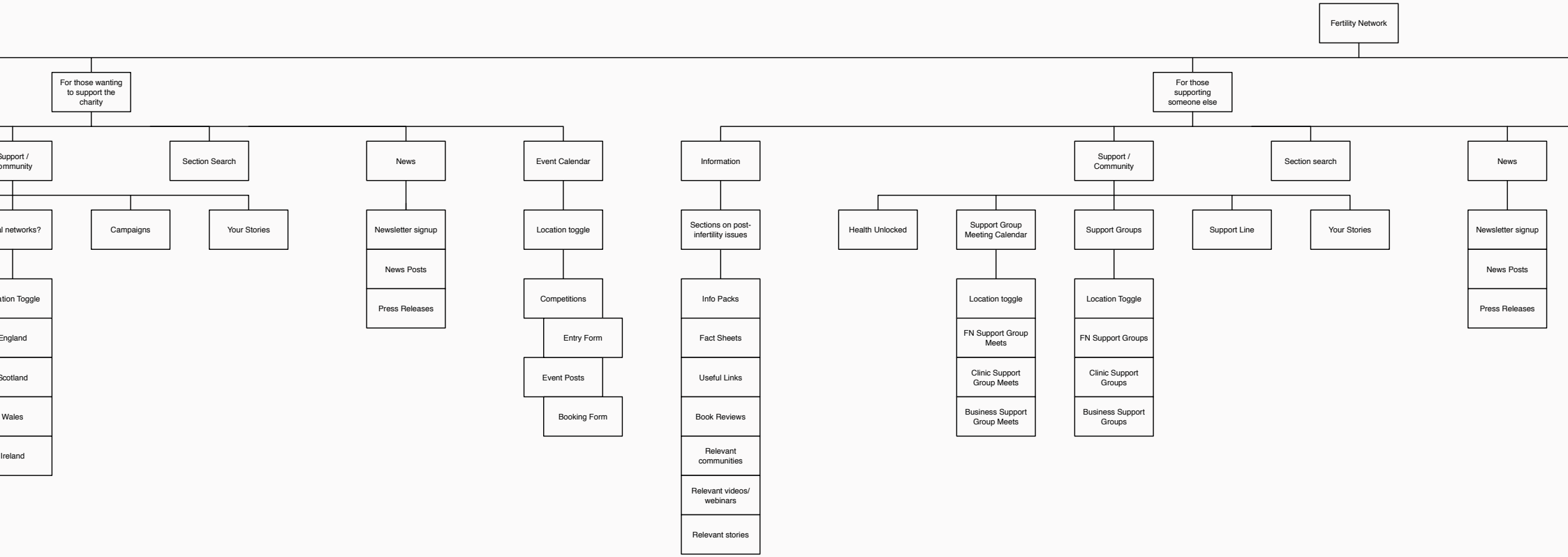
I identified a crucial overlooked audience group, the loved ones of those with issues.

Similarity Matrix









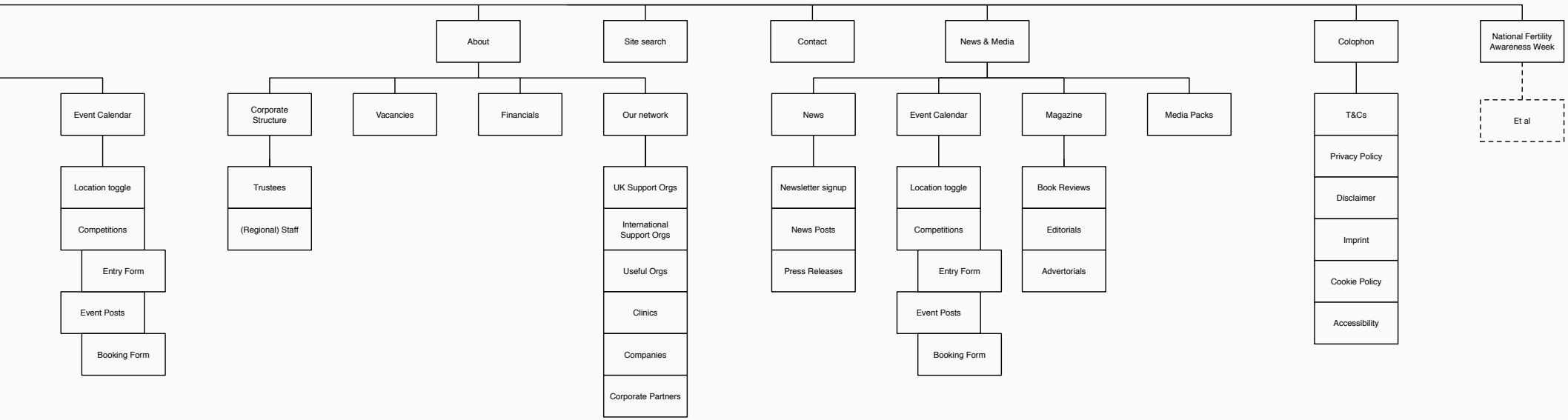
A ROBUST ARCHITECTURE

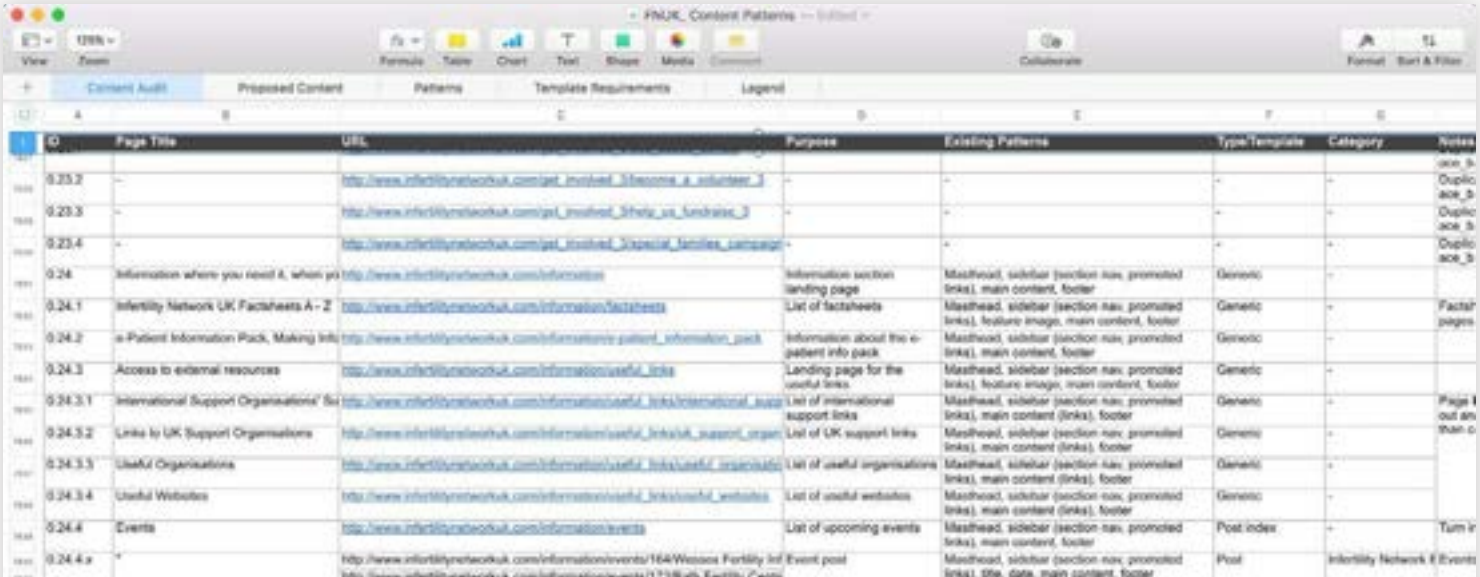
Using the results of the card-sorting workshops and the visitor flows I was able to organise the pages into a simple conceptual model that would be easy to navigate. This approach made more sense than a traditional sitemap because of the huge reorganisation of content that was involved as instead of instructing where to place content it would provide guidance on how to work out where content should go.

The architecture allows for the 'model' to be repeated multiple times, to target each audience segment. This modularity not only fulfils the need to share or isolate content between audiences but gives room for the site to change over a longer lifespan than a typical website. Each segment acts as a 'chapter' of the Fertility Network, which is necessary given the sensitive nature of the subject matter – for instance many of those who are unable to have children do not want to ever see any content aimed at those still trying.

After sharing and agreeing the conceptual model with the client and some of the target audience I moved on to content modelling, creating a list of content types and their respective domain models and taxonomies. These formed the basis of my content pattern library.

Sensitive topics required clever channelling of content to avoid distressing visitors.


About
Site search
Contact
News & Media
Colophon
National Fertility Awareness Week
Event Calendar
Location toggle
Competitions
Entry Form
Event Posts
Booking Form
Corporate Structure
Trustees
(Regional) Staff
Vacancies
Financials
Our network
UK Support Orgs
International Support Orgs
Useful Orgs
Clinics
Companies
Corporate Partners
News
Newsletter signup
News Posts
Press Releases
Event Calendar
Location toggle
Competitions
Entry Form
Event Posts
Booking Form
Magazine
Book Reviews
Editorials
Advertorials
Media Packs
T&Cs
Privacy Policy
Disclaimer
Imprint
Cookie Policy
Accessibility
Et al

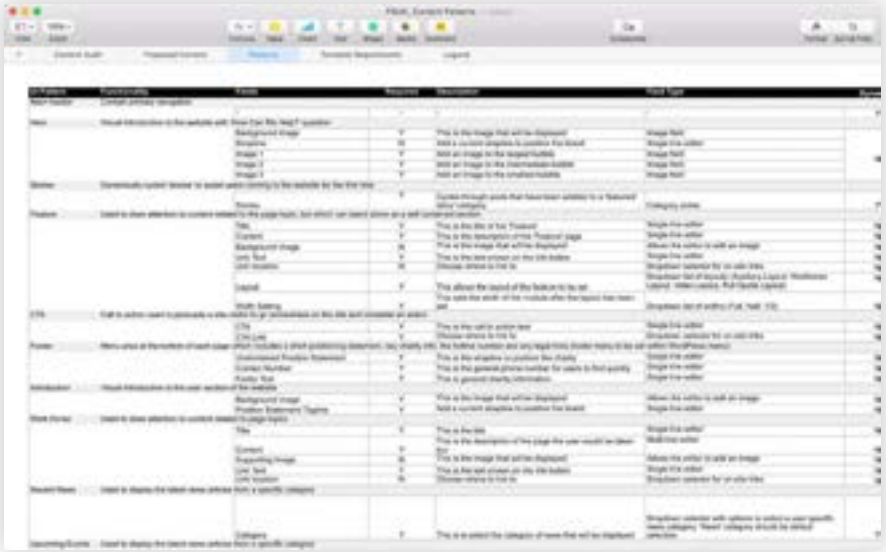

FNUK_Content Patterns
View
Zoom
Formula
Table
Chart
Text
Shape
Media
Comment
Collaborate
Format
Sort & Filter
Content Audit
Proposed Content
Patterns
Template Requirements
Legend
ID
Page Title
URL
Purpose
Existing Patterns
Type/Template
Category
Notes
0.23.2
0.23.3
0.23.4
0.24
Information where you need it, when yo
http://www.infertilitynetworkuk.com/information
Information section landing page
Mastheat, sidebar (section nav, promoted links), main content, footer
Generic
0.24.1
Infertility Network UK Factsheets A - Z
http://www.infertilitynetworkuk.com/information/factsheets
List of factsheets
Mastheat, sidebar (section nav, promoted links), feature image, main content, footer
Generic
0.24.2
e-Patient Information Pack, Making Infe
http://www.infertilitynetworkuk.com/information/e-patient_information_pack
Information about the e-patient info pack
Mastheat, sidebar (section nav, promoted links), main content, footer
Generic
0.24.3
Access to external resources
http://www.infertilitynetworkuk.com/information/useful_links
Landing page for the useful links
Mastheat, sidebar (section nav, promoted links), feature image, main content, footer
Generic
0.24.3.1
International Support Organisations' lis
http://www.infertilitynetworkuk.com/information/useful_links/international_supp
List of international support links
Mastheat, sidebar (section nav, promoted links), main content (links), footer
Generic
0.24.3.2
Links to UK Support Organisations
http://www.infertilitynetworkuk.com/information/useful_links/uk_support_organ
List of UK support links
Mastheat, sidebar (section nav, promoted links), main content (links), footer
Generic
0.24.3.3
Useful Organisations
http://www.infertilitynetworkuk.com/information/useful_links/useful_organisatio
List of useful organisations
Mastheat, sidebar (section nav, promoted links), main content (links), footer
Generic
0.24.3.4
Useful Websites
http://www.infertilitynetworkuk.com/information/useful_links/useful_websites
List of useful websites
Mastheat, sidebar (section nav, promoted links), main content (links), footer
Generic
0.24.4
Events
http://www.infertilitynetworkuk.com/information/events
List of upcoming events
Mastheat, sidebar (section nav, promoted links), main content, footer
Post index
0.24.4.x
http://www.infertilitynetworkuk.com/information/events/164/Wessex Fertility Inf
Event post
Mastheat, sidebar (section nav, promoted links), title, date, main content, footer
Post
Infertility Network U

PROTOTYPING

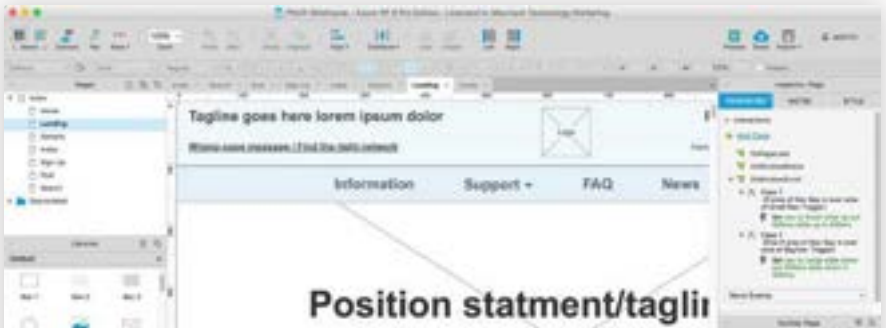
With the structure and content planned I moved on to wireframing. Using the list of features I collated at the beginning I sketched out and linked up lo-fi versions of the required templates in Axure, simultaneously filling out the pattern library with documentation on the use cases, functionality and back-end requirements for each feature.

By sticking to a mobile-first layout system I had used in the past I was able to create testable wireframes quickly, safe in the knowledge that the patterns were touch friendly and would scale up and down suitably for any size viewport.

The first round of wireframes tested well with the audience but were deemed too complex by Fertility Network's stakeholders (who would be the editors ongoing), so I was required to simplify the content structure in a round of revisions.



Axure prototype →



Support line: 01213 235 025

We're here for anyone who has ever experienced in fertility problems

Previous

Next

Feature group

The feature group will be a set of reusable patterns with different size options for generic use, eg page links, CTAs, advertising, quotes, pictures. Pages can have multiple groups and groups can have multiple rows. The title and description are optional.

Workhorse Layout

The workhorse layout includes content areas for an image (of fixed dimensions), title, text and a button/ctaa. Each content area is optional as multiple layouts can be created by combining the different optional content areas

Read more

Workhorse Layout

The height of each row will be rationalised to the tallest box to keep a harmonious vertical rhythm and regularterly spaced grid

Read more

Workhorse Layout

Donec ullamcorper nulla non metus auctor fringilla. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nullam quis risus eget urna mollis ornare vel eu leo. Donec id elit non mi porta gravida at eget metus.

Read more

CTA text lorem ipsum dolor sit met

Unshortened position statement lorem ipsum dolor

Phone number: XXXXX XXX XXX

Charity Registered in England No. 1098680 and in Scotland No. SC039917 | Company Registration No. 4802075

Legal Notices

Logo

Position statement lorem ipsum dolor sit amet

How can we help?

Other ways we've helped

Dreams can come true...

Julia and her husband were together for 11 years before they started trying for a family unfortunately they had problems from day one and she was diagnosed with Polycystic Ovarian Syndrome.

See how Julia kept her hopes up even when success seems unlikely

Naomi's Story

Inspired by reading a piece about donor sperm insemination, I thought I would put pen to paper (or should that be finger to keyboard!?) to tell our story of fertility treatment using donor eggs.

Read Naomi's experience with donor eggs

Post Title

Summary text should be pulled from the standfirst in a post. The content should be keyword rich to catch the visitors attention allowing them to quickly scan and identify a topic and assess whether

Custom read more text

Post Title

Summary text should be pulled from the standfirst in a post. The content should be keyword rich to catch the visitors attention allowing them to quickly scan and identify a topic and assess whether

Custom read more text

I'm just paying back the gift

Mark and I got married at the ages of 25 and 23 in

1985. After being married for a couple of years or so we began to think about having children. As I had very irregular p-

a little longer to hav- was not ovulating re

Find out how you can pay it back by helping us

Men and IVF

Infertility and IVF are topics that men don't talk about. Only men who know other men who have been through, or are going through the process may, on occasion, touch upon the subject. In general, outside of t- going to be on your

Infertility affects both halves of a couple. Here's what you might go through

Are you a *Special Family*? 1 in 6 are, share your story.

One in every six couples struggle to conceive, and when they do finally become a family - whether they are successful through treatment, adoption, fostering or even by conceiving naturally after years of trying - they are very special.

We work closely with our friends across Europe and they have launched a Special Families' Campaign - if you can, share your story on their wall of hope and give hope to others who are still struggling.

Read more link

Logo

For those trying to conceive

How can we help?

Support line number

Information | Support | News | Events

Information

If you are struggling to conceive and need information, you are in the right place.

We have information on a wealth of topics including: local availability of NHS funding, what to do if denied funding, how to maximise your chances of conception, local support groups and information on specific conditions or treatments.

If you can't find the information you are looking for, or would like to suggest we include information on a specific issue please do contact us.

Top links

- IVF & Embryo transfer — Read more
- NHS Funding — Read more
- Premature Ovarian Failure — Read more

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Adoption From Abroad

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Adoption in the UK

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Alternative Medicine

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Artificial Insemination & IUI

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

Asherman's Syndrome

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

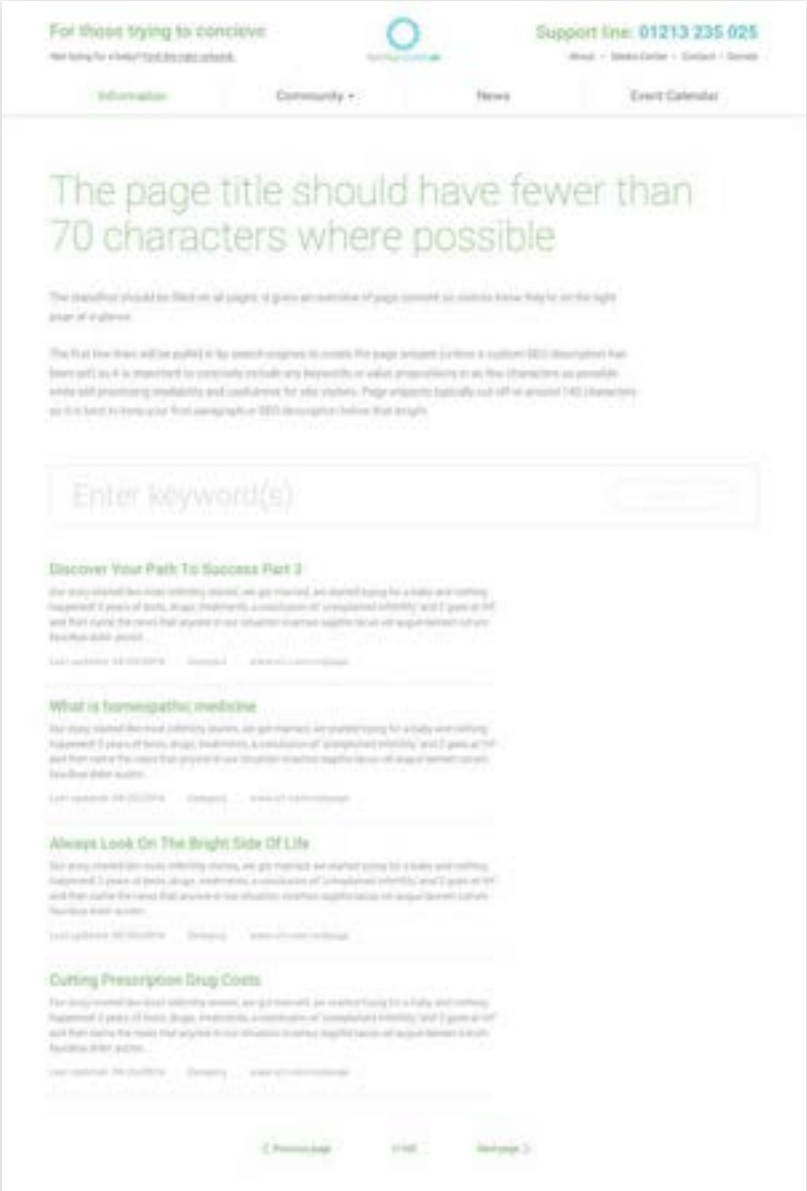
Read more

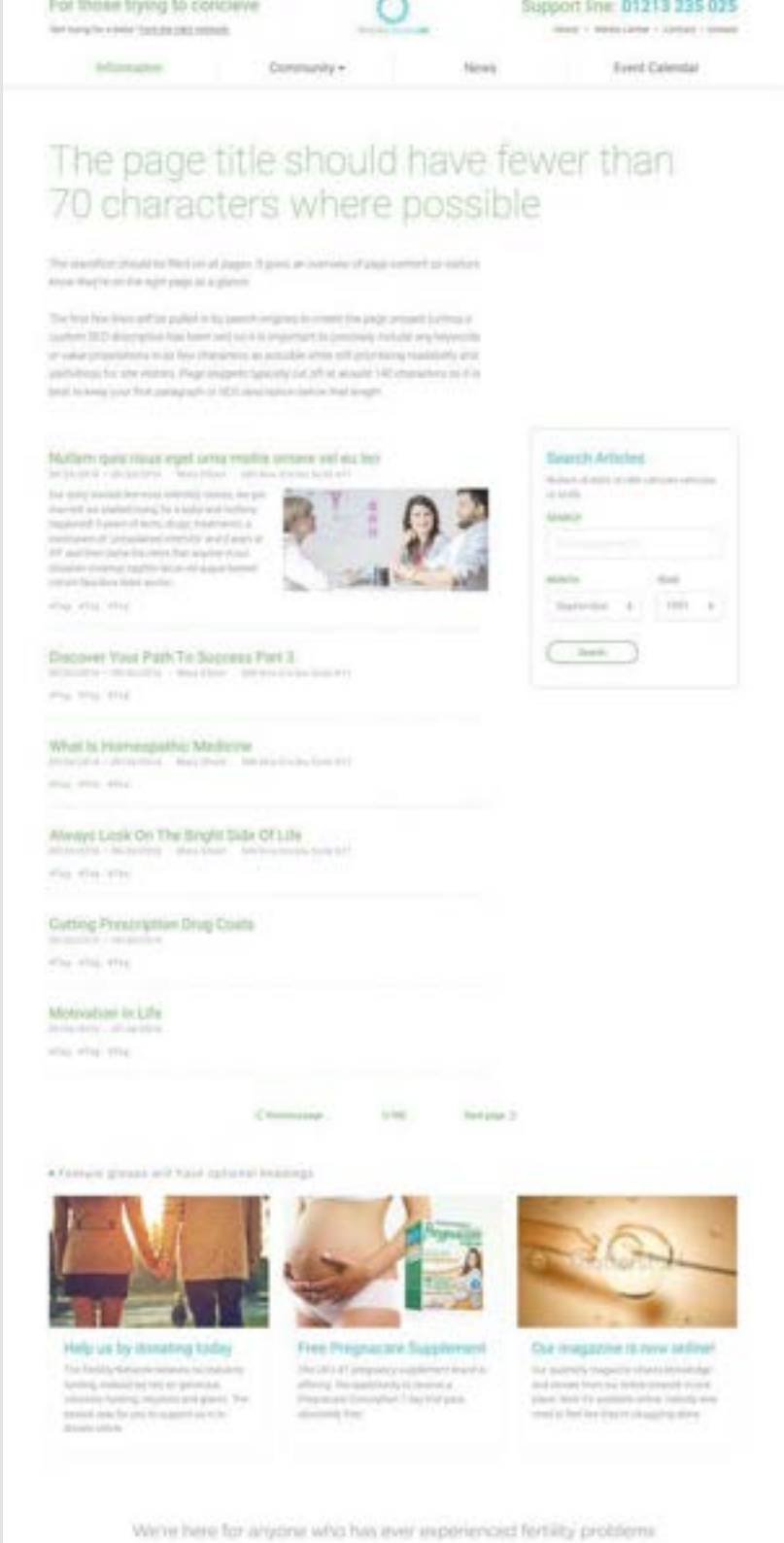
Chlamydia

Adopting a child from overseas is a positive, life enhancing experience for both you and the child.

Read more

SUPPORT LINE: 01213 235 025


For those trying to conceive
Support line: 01213 235 025
Information
Community
News
Event Calendar
The page title should have fewer than 70 characters where possible
Enter keyword(s)
Discover Your Path To Success Part 3
What is homeopathic medicine
Always Look On The Bright Side Of Life
Cutting Prescription Drug Costs


For those trying to conceive
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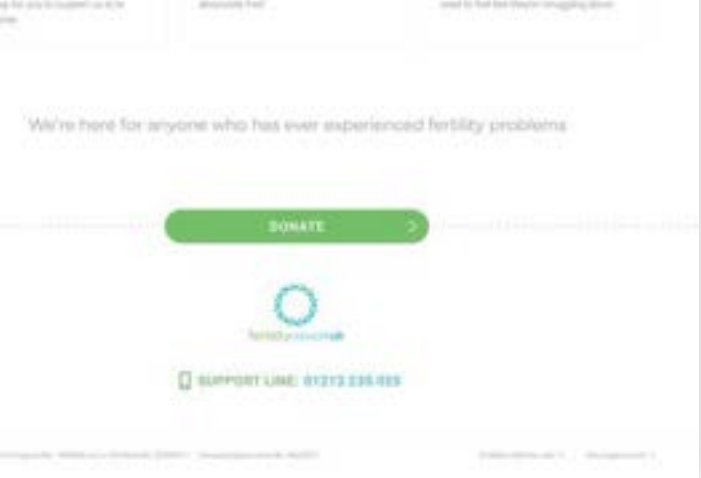
Information
Community
News
Event Calendar
The page title should have fewer than 70 characters where possible
Search Articles
Discover Your Path To Success Part 3
What is Homeopathic Medicine
Always Look On The Bright Side Of Life
Cutting Prescription Drug Costs
Motivation In Life
Help us by donating today
Free Pregnacare Supplement
Our magazine is now online!
We're here for anyone who has ever experienced fertility problems



Credit

Year: 2016

Client: Fertility Network UK

Completed At: Merchant Technology Marketing

My Roles: Research, IA, UX, Visual Design, Content Strategy

Project Manager, Editor: Alice Berry

Development: David Janning

Good *chemistry*

INEOS Group Limited —— Flagship corporate website

—————— Of the top ten chemicals producers in the world, INEOS is the only company still privately held. Run with a fiercely entrepreneurial culture, INEOS is comprised of a fluctuating number of independent business units each with their own product range. Due to the group's dynamic structure and autonomous management, a flexible and reusable website is key to uniting the units under one easily navigable hub. In support of a step into the oil and gas industry in 2015 that put INEOS and fracking in the public eye, I worked on a new information architecture that would restructure INEOS' 5000-page strong web presence to better represent and support its changing structure and the sudden public interest in their dealings.

Information Architecture *User Experience Design*

INEOS Group Website →

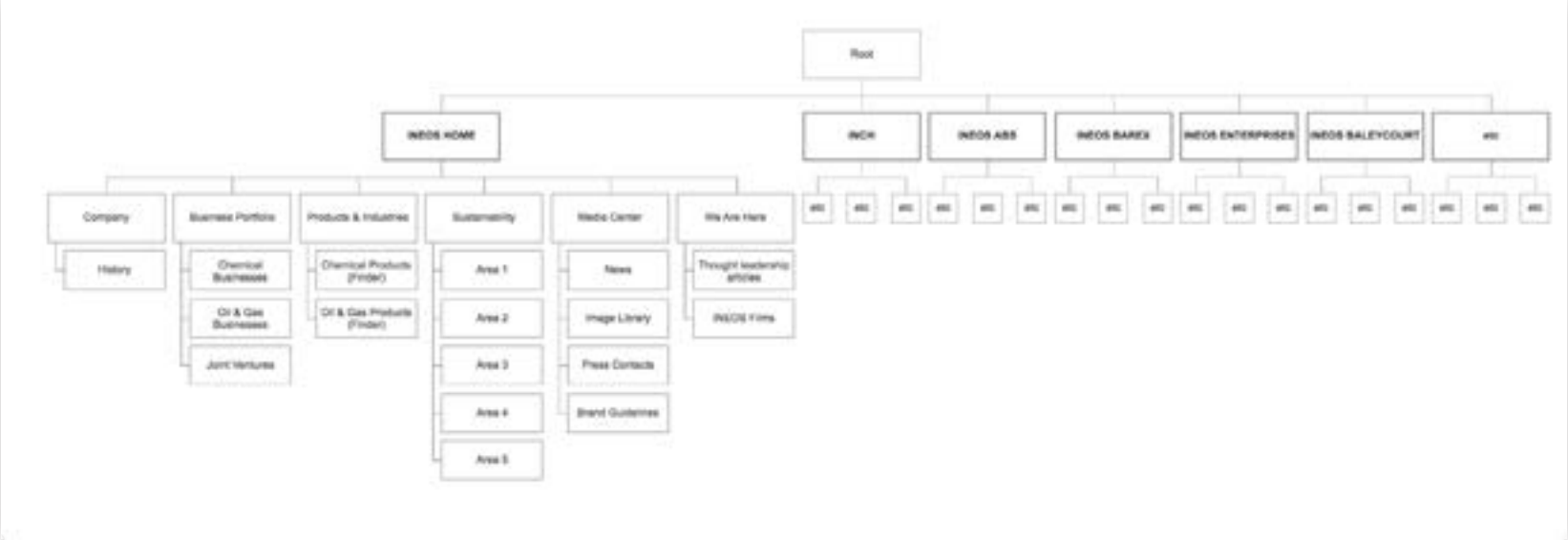
THE ARCHITECTURE

My first problem to tackle was how to place the new oil & gas businesses, would they sit alongside the chemicals businesses or somewhere else? Complicating matters was INEOS Enterprises and it's own set of sub-businesses.

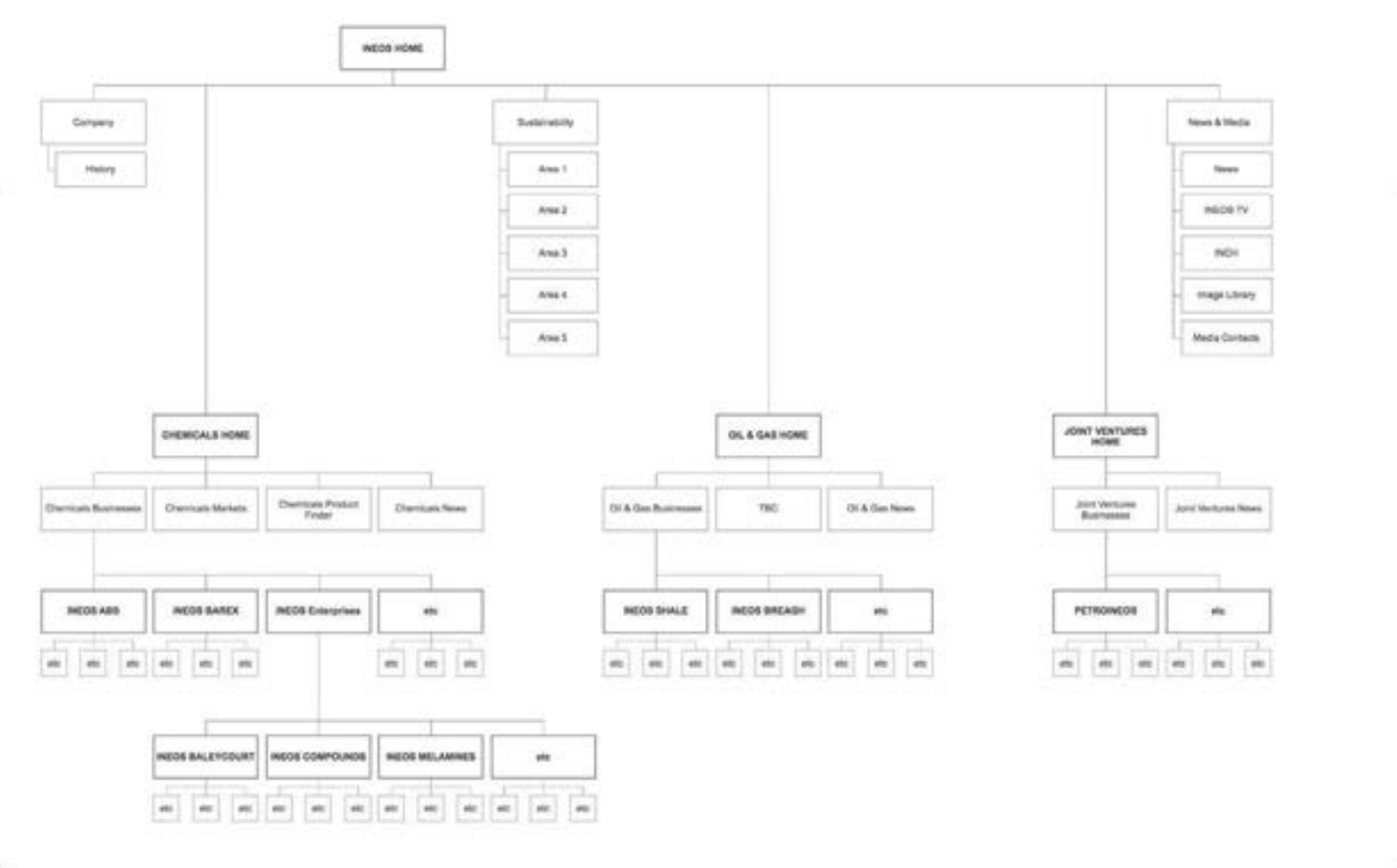
In total I tested out 5 different architectures at varying degrees of resolution, before settling on the idea that the business units didn't need to be nested like Russian dolls.

As each business has equal standing regardless of the corporate structure, I would place them all as siblings in the architecture. The intricacies of the corporate hierarchy could then be explained explicitly in content rather than implied from the breadcrumb bar or URL scheme.

As a back-up plan I prepared a second architecture that more closely matched the corporate structure, just in case.



Architecture Prototype →



Structuring the site according to corporate hierarchic formalities was a mistake. The structure ought match the way the businesses were perceived.

THE NAVIGATION

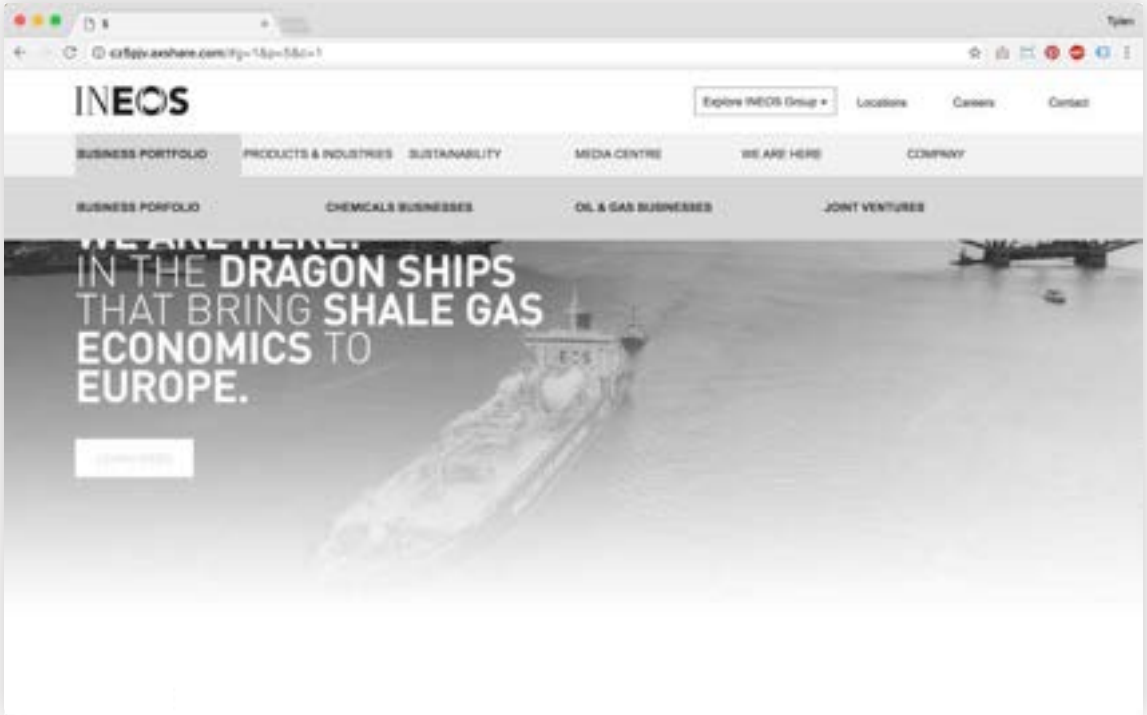
The next challenge was figuring out how to structure the navigation, as I was essentially telling INEOS how to present itself.

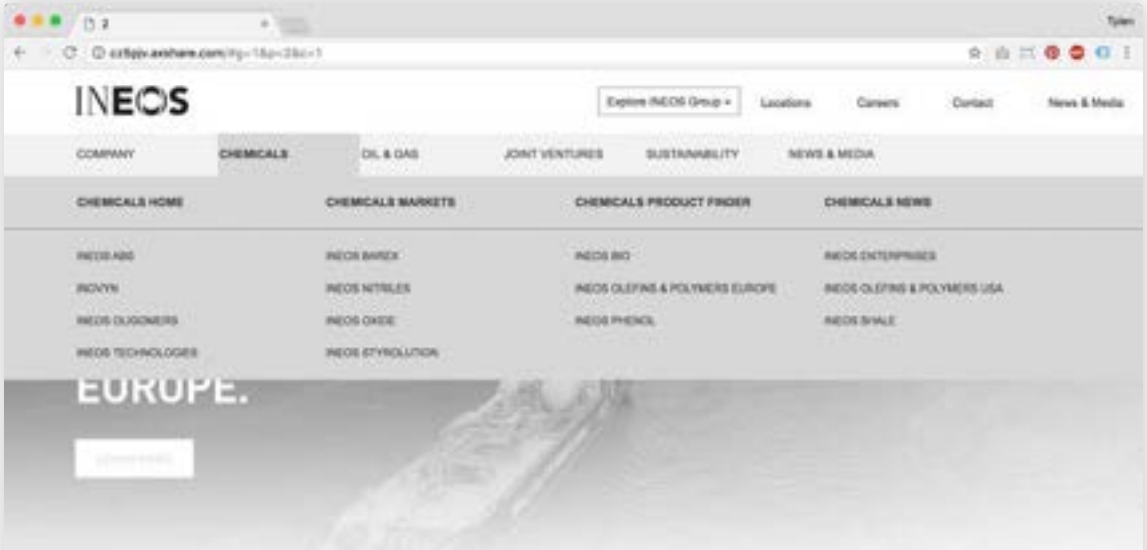
I looked at other chemical giants and umbrella companies to learn how they structured themselves and why, then I cherry-picked the best features, including;

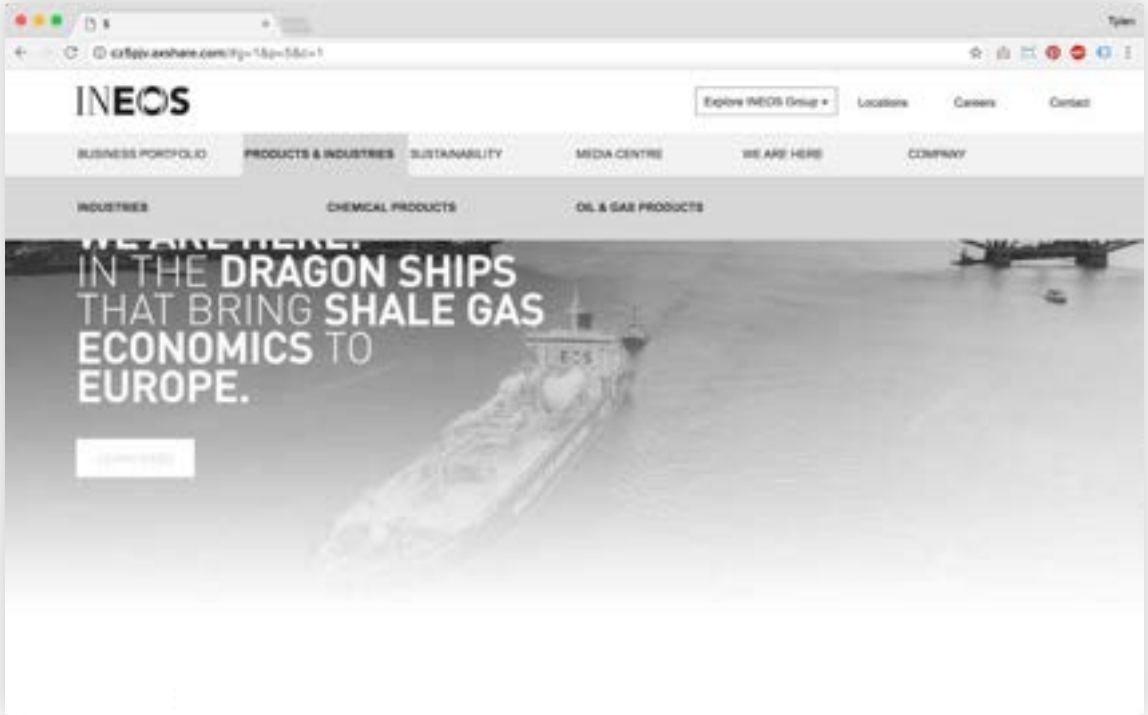
- Business Portfolio, to showcase businesses the way Unilever showcases products and satisfy the need to show corporate structure.
- Products & Industries, to show what INEOS makes and how it can be used, similar to Dow's Products & Solutions section. This area also helps to cross-pollinate between businesses and makes it easy for customers to find product details.
- Top-level media centre, for highlighting recent news and updates, and signposted for journalists.
- Top-level spaces for sustainability and PR campaigns, such as the "We Are Here" promotion, to garner goodwill and assuage the worries of the public.

I was also able to remove redundant navigational elements, leaving only the business explorer as the point of interaction to switch to navigate to another business.

I presented my architecture directly to the Group Communications Manager at INEOS, who responded favourably to my proposal.






INEOS
Explore INEOS Group
Locations
Careers
Contact
BUSINESS PORTFOLIO
PRODUCTS & INDUSTRIES
SUSTAINABILITY
MEDIA CENTRE
WE ARE HERE
COMPANY
INDUSTRIES
CHEMICAL PRODUCTS
OIL & GAS PRODUCTS
IN THE DRAGON SHIPS
THAT BRING SHALE GAS
ECONOMICS TO
EUROPE.

INEOS
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BUSINESS PORTFOLIO
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SUSTAINABILITY
MEDIA CENTRE
WE ARE HERE
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MANUFACTURING THE FUTURE
BUILDING THE BEST WORKFORCE
STRONG PARTNERSHIPS
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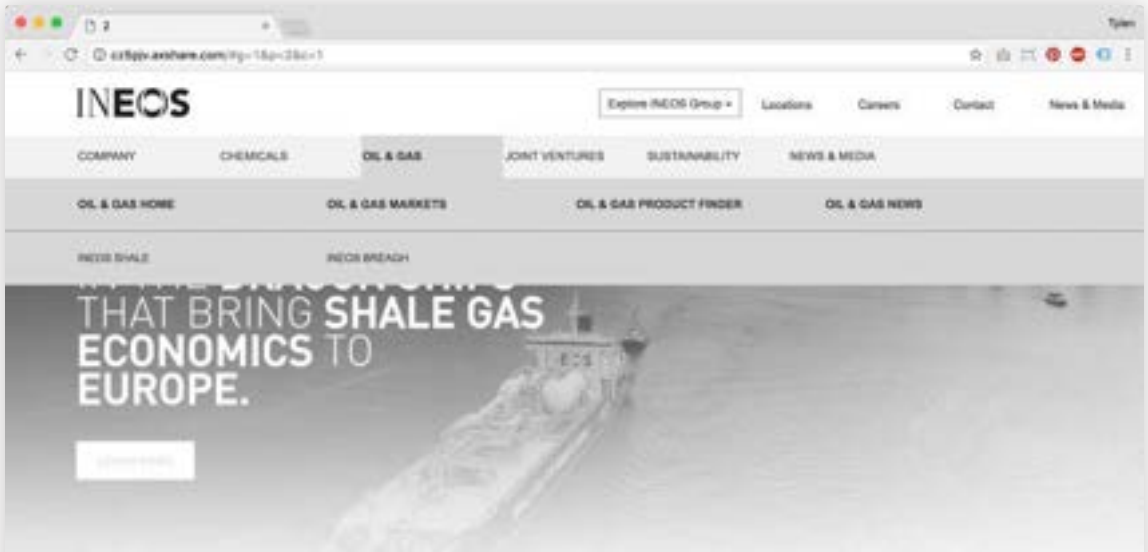
INEOS
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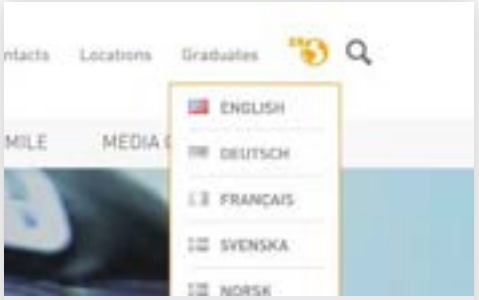
News & Media
COMPANY
CHEMICALS
OIL & GAS
JOINT VENTURES
SUSTAINABILITY
NEWS & MEDIA
OIL & GAS HOME
OIL & GAS MARKETS
OIL & GAS PRODUCT FINDER
OIL & GAS NEWS
INEOS SHALE
INEOS BREACH
THAT BRING SHALE GAS
ECONOMICS TO
EUROPE.

OTHER PRODUCTS

In addition to the IA, I have also worked on and/or led a number of other features on the INEOS website that are in the product pipeline, as well as creating a number of brochures, exhibition graphics and other PR materials.



Multilanguage functionality →

Locations →

Careers (Archived)

Logistics Matters (Archived)

INEOS TV →

Investor Relations (Archived)

Sustainability (Archived)

Site pages (Archived)

Credit

Year: 2016

Client: INEOS Group

Completed At: Merchant Technology Marketing

My Roles: IA, UX, Visual Design

Project Management: Gordon Hawes & Richard Broughton

Development: Constantin Anca, Anup Zaver

Thanks: Pete Luffman (Visual Design), Mounir Boudouda (.net)

Tylen St Hilaire