

User Experience Guide for Samson Toor's Portfolio

Objective: Showcasing a UX Designer's passion, background and vision in various formats catered to each unique user's needs

I don't have time to for ALL that!



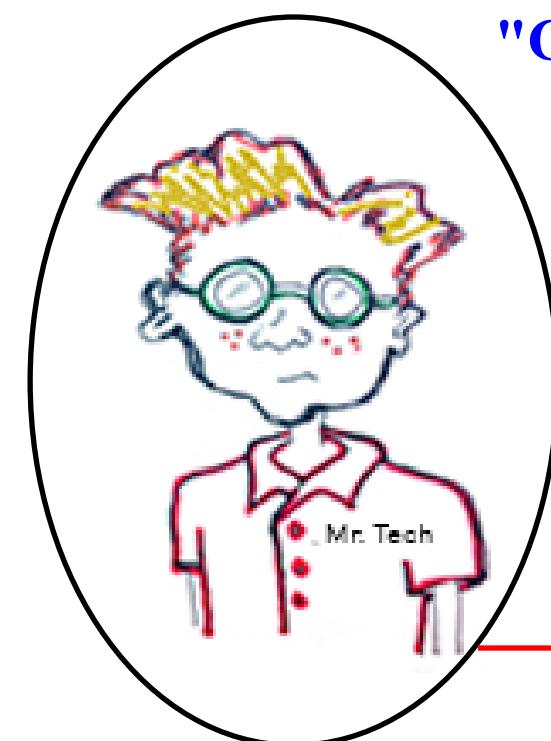
Name: Ms. No Nonsense
Location: New York City
Motto: "Time is money"
Fear: Not being original = boring
Passion: Visual Arts
Dislikes: Men who engage in long drawn out conversations

"I need to know it all!"



Name: Mr. Know it all
Location: Idaho
Motto: "I want to know it all"
Fear: Missing the 4-1-1
Dislikes: Women who leave out details

"Got www...?"



Name: Mr. Tech
Location: Silicon Valley
Motto: " If you can't click it won't stick"
Passion: Mobile Applications
Dislikes: Women who own flip phones

Recommended User Experience: Cartoon Sketch found in Appendix A

Recommended User Experience: Website: www.UX-----.com

Recommended User Experience: Full Portfolio + Exhibits found in Appendix B

Appendix A: UX Defender's Storyboard



I don't
have time
to read
ALL
that.

A Storyboard is a design tool that is used to visually illustrate concepts to an audience to communicate people's journeys through a system, in this case it is the journey of the UX Defender



Super Hero Profile

Name: Samson Toor

Title: UX Defender

Training: University of California, San Diego

Disciplined in Human Computer Interaction

Personality

Driven, Motivated, Innovative Designer that is committed to defending his user's needs through analysis & research

Passion

Assisting Corporate America in enforcing user experiences that cater to his user's unique needs ensuring That no bad Ux experience goes undetected



Patient: UX Defender

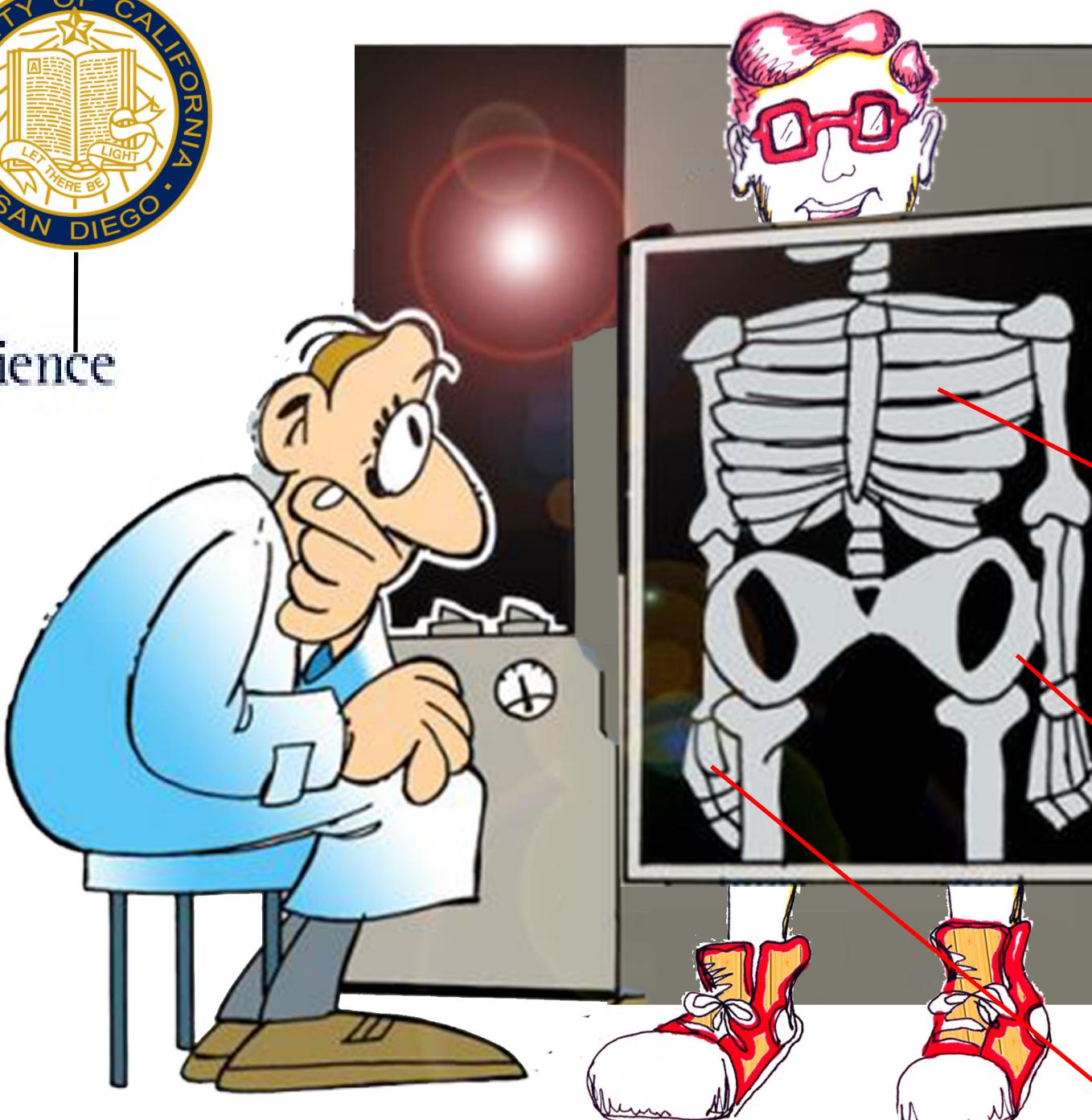
Patient Chart: X-ray of Genetic Make-Up



UC San Diego
Cognitive Science



Successful Conquests



Chromosome Capabilities

Research Methodologies: Patient is able to apply a broad range of qualitative and quantitative UX research and design Methods, examples of programmed techniques include:

- Interviews (in-person, remote)
- Facilitated Focus Groups
- Card Sorting
- Ethnographic Field Studies
- Usability Testing
- Heuristic Evaluations
- Best Practice Reports
- Competitive Analysis & Trend Analysis

Systems Design & Strategy: Patient

pertakes in a user-centric view in regards to UX systems and crafting intinuitive experiences. This view is comprised of:

- Creative Briefs + Customer Journey
- Use Case + Scenerios
- User Persona & Storyboarding

Information Design & Information

Architecture: Patient feeds off of Users very earlier in the design process and uses the information gained to analyze and build the foundation of the systems he creates, he extracts 'User Date' by:

- Sitemaps
- Information Hierachy
- Mental Models
- Content Inventory
- Functional Specification

Interaction Design: Patient is able to

create designs due to his reliance and commitment to begin with a solid framework of the system built on proper desired functionality, interactions and patterns that must be accounted for, from this he does the following:

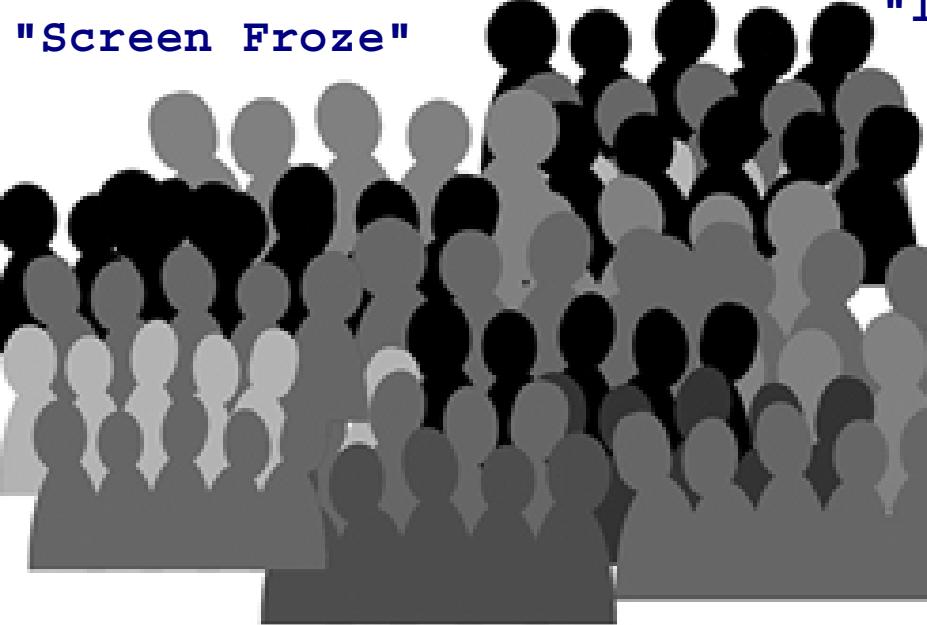
- Experience Maps +User Flows
- System Process + Flow Diagrams

Wireframes +Rapid Low/High Fidelity Prototyping

CALL OF DUTY: DAY IN THE LIFE OF UX DEFENDER



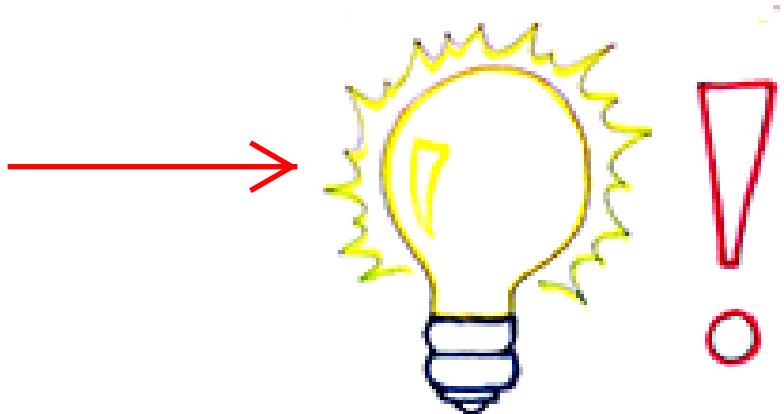
What is Wrong User Population?



Hmmm ...



"Screen Froze"
"I am confused"
"Battery is dead!"
"I am old,
buttons are
too small!"

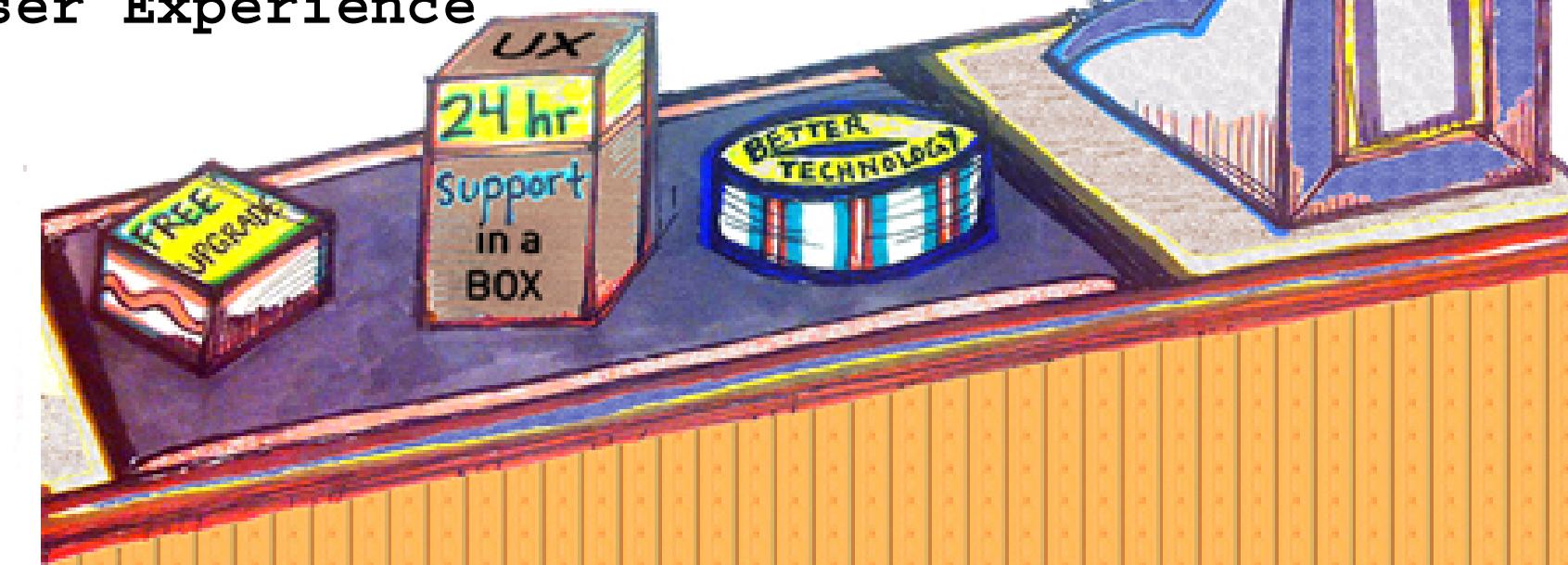


Our hero creates a "grocery list" for the civilians' well being:

DEFEND - MART LIST	
1.	helpful staff
2.	better technology
3.	24 hr support
4.	easily rechargeable battery
5.	free upgrade

RESULTS!

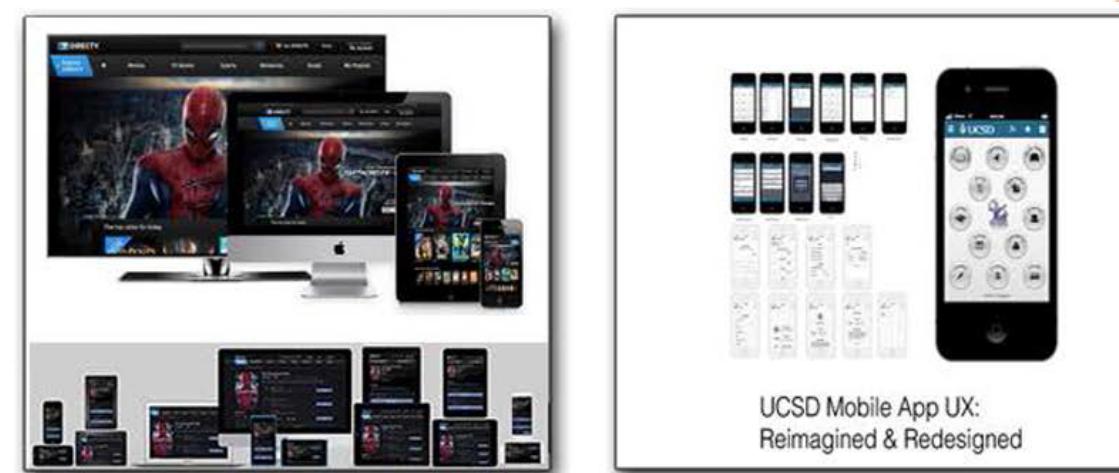
New & improved User Experience

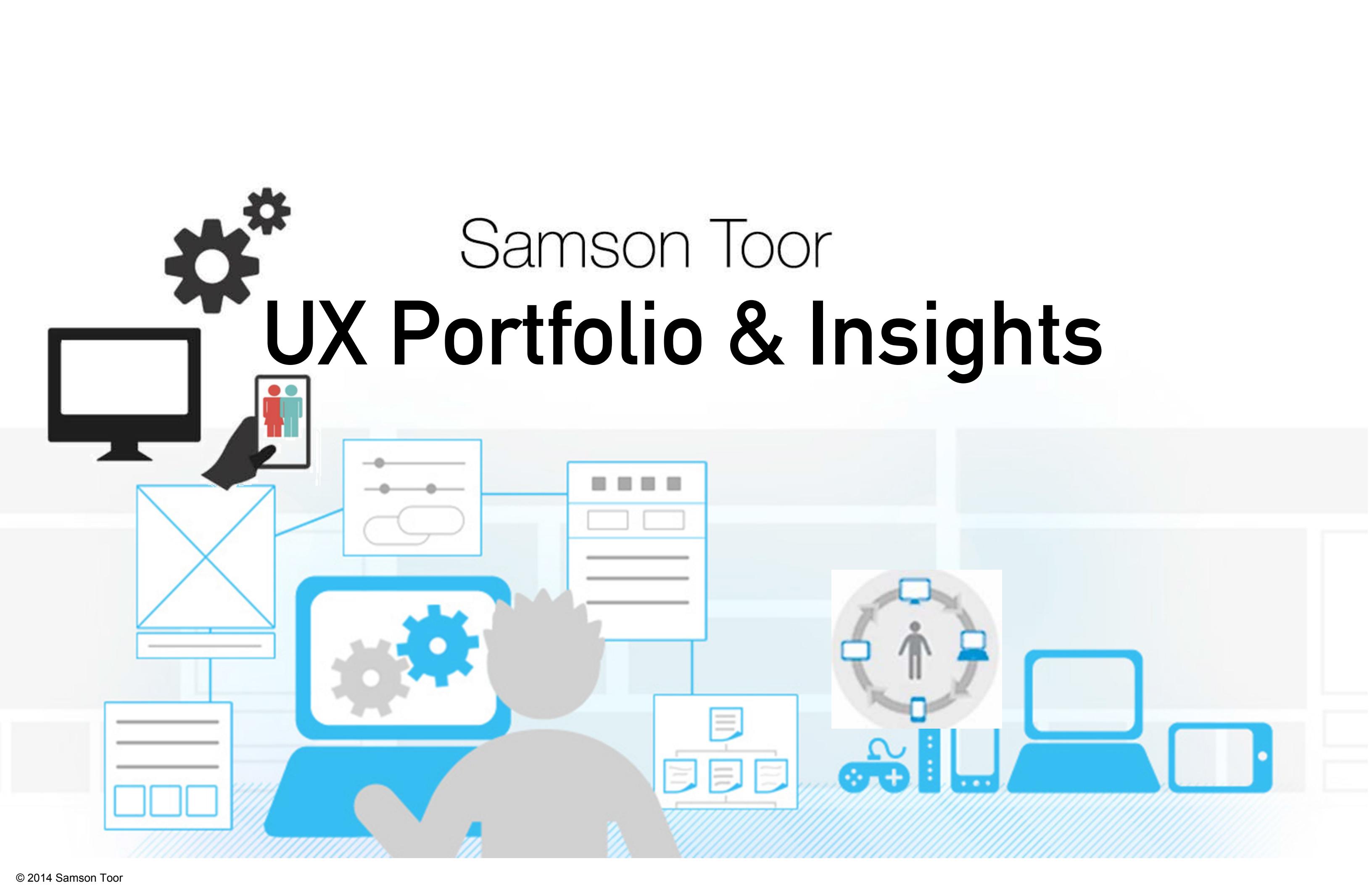


APPENDIX B: SAMSON TOOR'S Full Portfolio + Exhibits found in Appendix B



Your most unhappy customers are your greatest source of learning
-Bill Gates





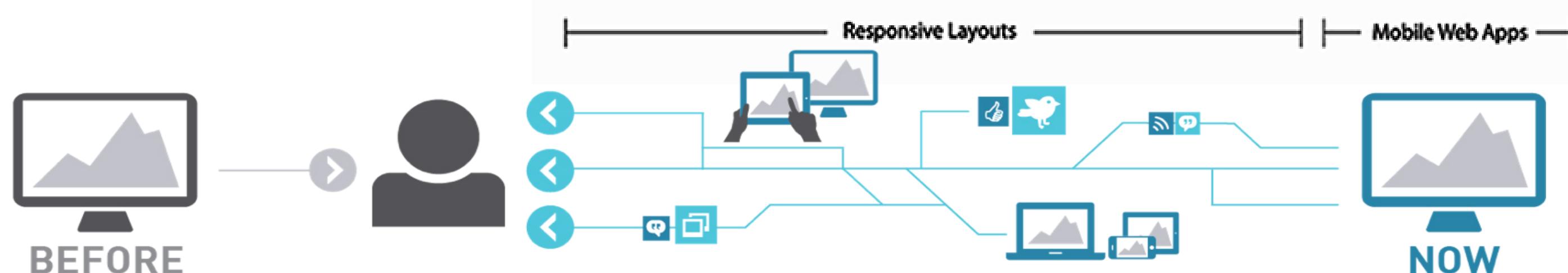
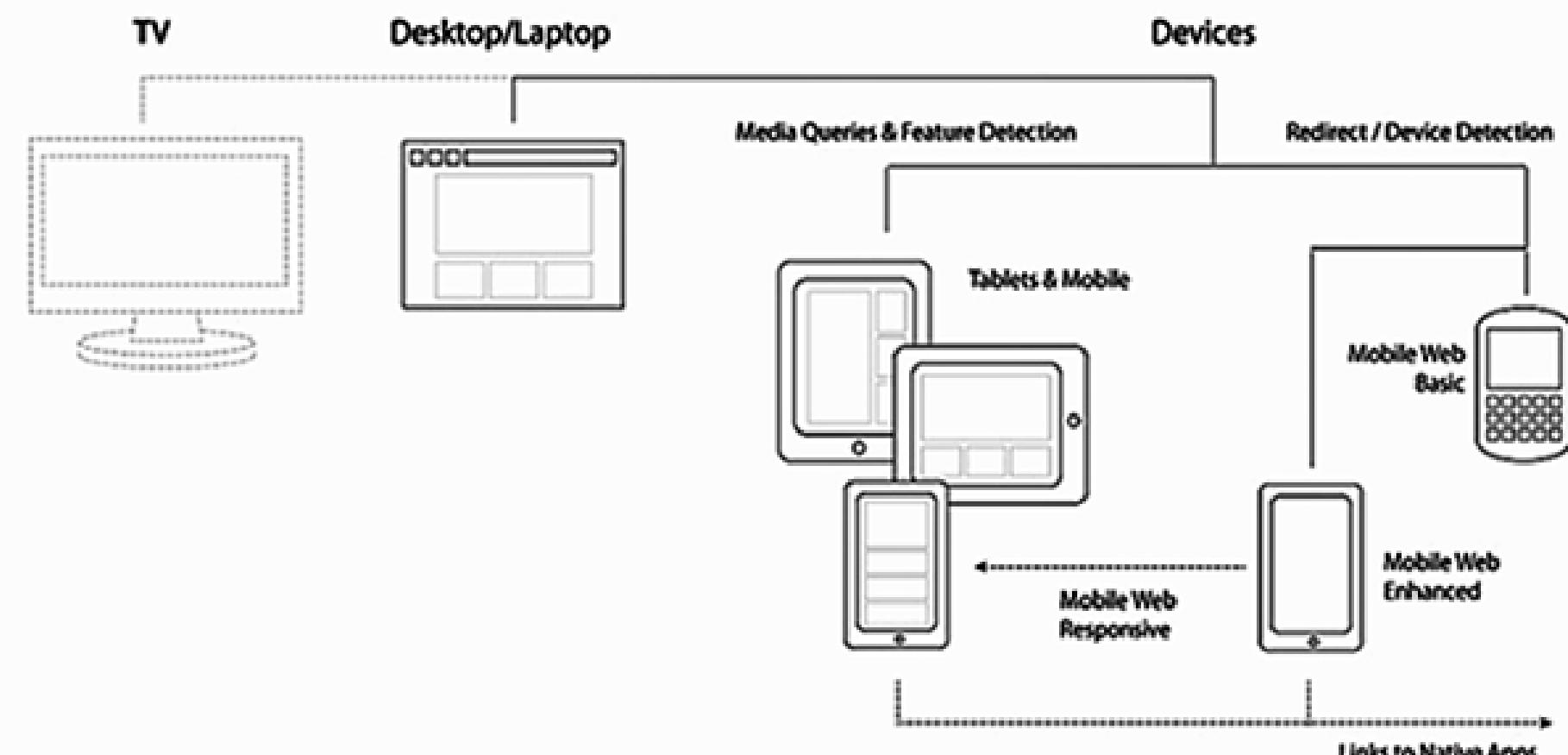
Samson Toor

UX Portfolio & Insights

Contents

- 4. About Me
- 4. Capabilities
- 5. Approaches
- Industry Experience
DIRECTV Digital Innovation Lab
- 7. Research Methodologies
- 8. Profiles, Personas & User Stories
- 9. Experience Maps & Mental Models
- Use Cases & Use Case Diagrams
- 11. How I Design UX
- 12. Flows, System Logic, & Diagrams
- 13. Storyboards & Interactions
- 14. Layout Patterns & Wireframes
- Additional Skillsets

User Experiences exist across multiple devices. They ensure people can achieve their goals seamlessly. It is my goal to make people's goals attainable—intuitively, by bringing user empathy and research validation early on in the design process, from beginning to end.



Capabilities

1. Research Methodologies

I have successfully applied a broad range of qualitative and quantitative UX research and design methods, ensuring that user experience and business objectives are met from the point of project initiation, through concept development, design, implementation and launch including: -

- Interviews (in-person, remote)
- Facilitated Focus Groups
- Card Sorting
- Ethnographic Field Studies
- Usability Testing
- Heuristic Evaluations
- Best Practice Reports
- Competitive Analysis & Trend Analysis

2. Systems Design & Strategy

For me UX is about systems and crafting intuitive experiences. I therefore take a user-centric view thinking about the ecosystem and the environment of use. The tools I use to describe and think about these systems include:

- Creative Briefs + Customer Journey
- Use Case + Scenarios
- User Persona + Storyboarding

3. Information Design & Information Architecture

From the early stages of projects, I bring the user early into the process to analyze and map how information will be used across systems. I do this using tools that include:

- Sitemaps
- Information Hierarchy
- Mental Models
- Content Inventory
- Functional Specification

4. Interaction Design

When I design a system I start with a framework for the design of the system. This includes specifying the functionality, interactions and patterns that will be used. I then create:

- Experience Maps + User Flows
- System Process + Flow Diagrams
- Wireframes + Rapid Low/High Fidelity Prototyping

Clients

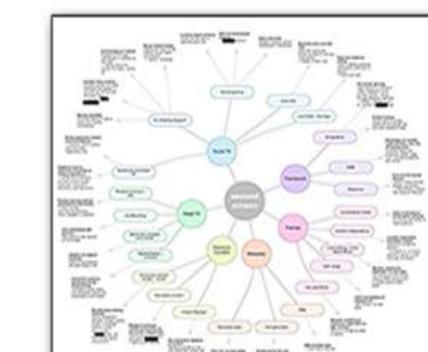
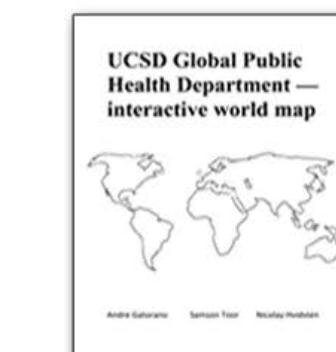
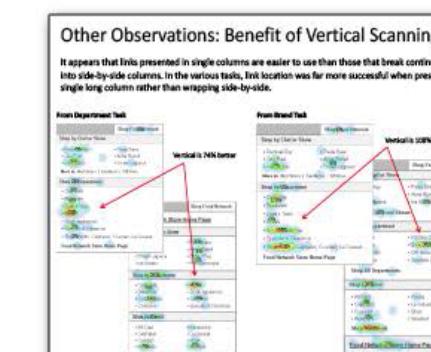


DIRECTV®



UC San Diego
Cognitive Science

AMGEN®

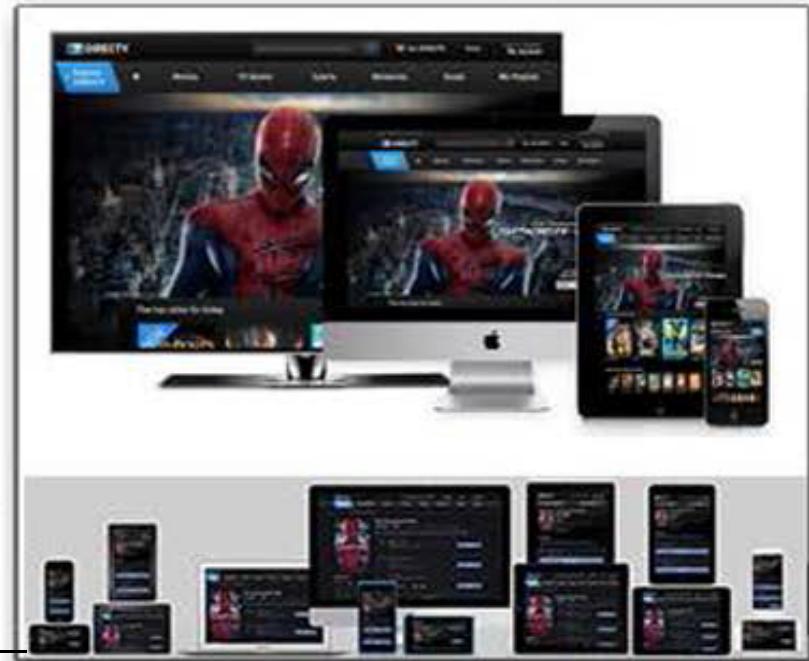


User Experience Projects

*Available Upon Request

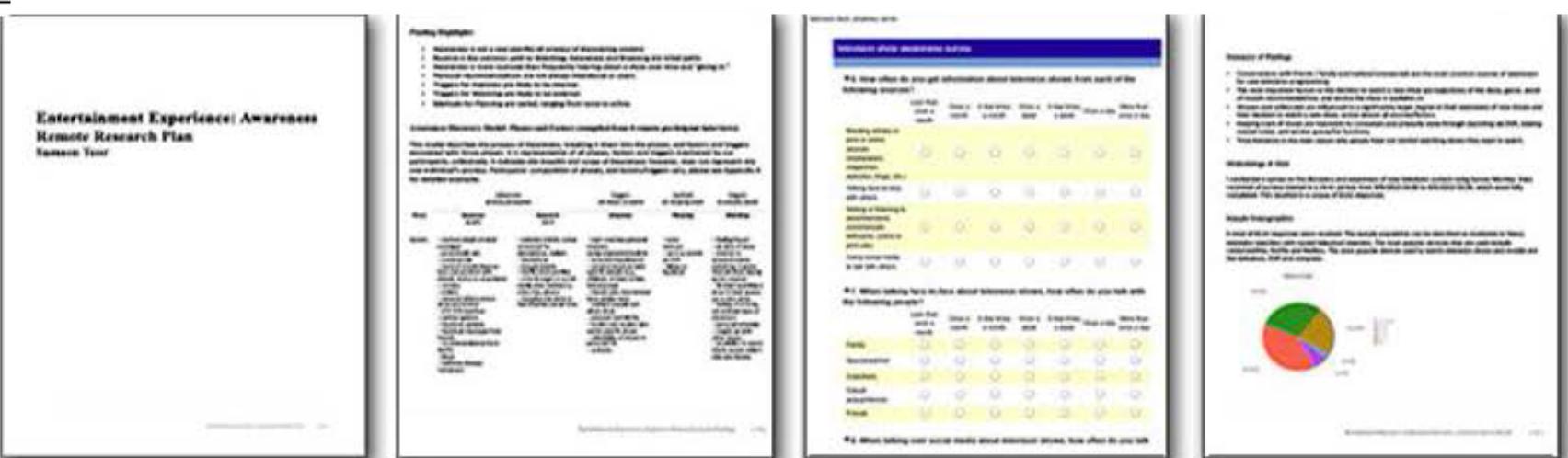
UX Design

- DIRECTV Responsive Design Cross-Platform Case Study
- UCSD Mobile UX Redesign
- Cafe 21 UX Redesign



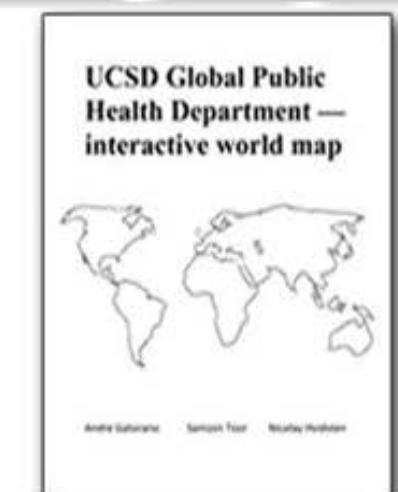
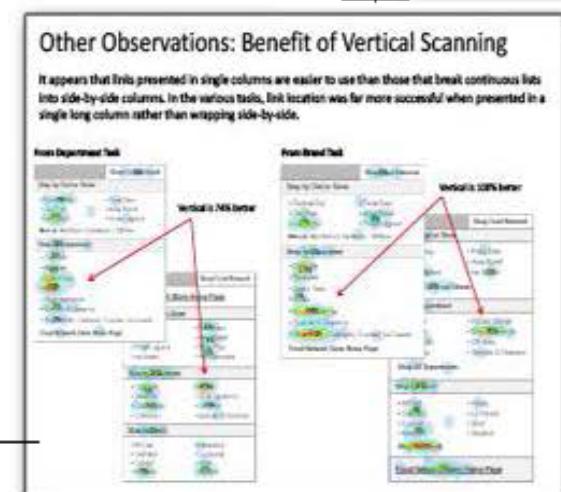
UX Research

- Digital Entertainment Products User Experience Research

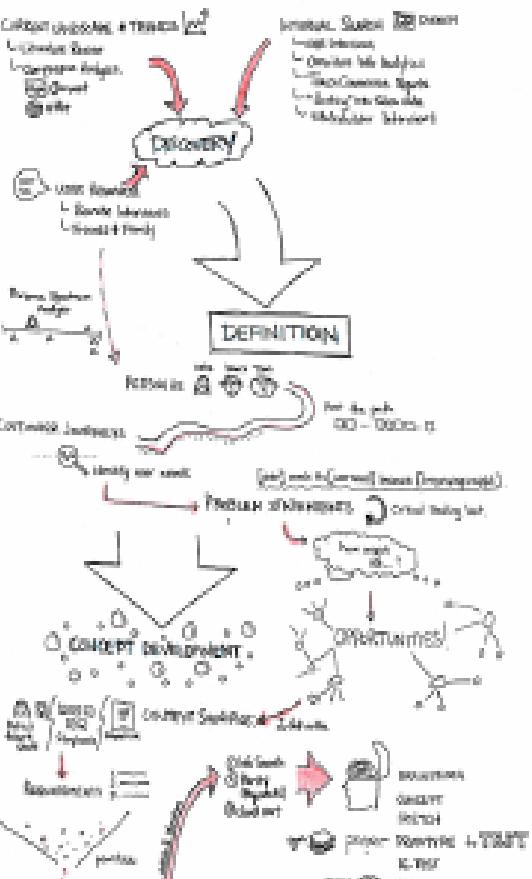
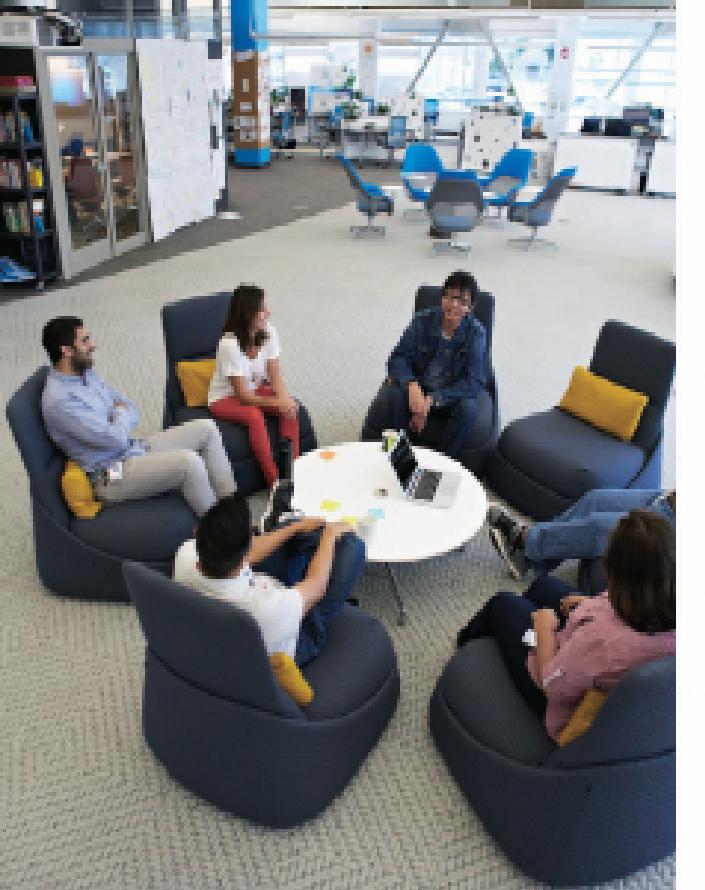


UX Design

- Usability Eye-Tracking Study
- UX Design Social Trends
- UCSD Web App. Design
- Second Screen Interaction Model



Industry Experience



DIRECTV Digital Innovation Lab

Worked alongside UX team members, project managers, technical staff, and visual designers as a User Experience Designer, to identify requirements, set design goals, study users, and craft experiences that translate business and user needs into highly engaging experiences.

User Experience Designer

- Provide direction and oversight to ensure user experience and business objectives are met from the point of project initiations through discovery, definition, concept development, and product and services lifecycle.
- Develop ideas into pragmatic business opportunities—formats include: context scenarios, use cases, sitemaps, wireframes, context maps, content inventories, functional requirements, personas, customer journeys, storyboards, and flow diagrams.

Applied Skills

- Learning/Sharing/User Empathy
- Flexibility/Speed/Agility
- Team Work/Project Management
- Communication (Writing/Speaking)
- Meeting Organization
- Business Analysis/Content Strategy



Case Study: DIRECTV

Problem

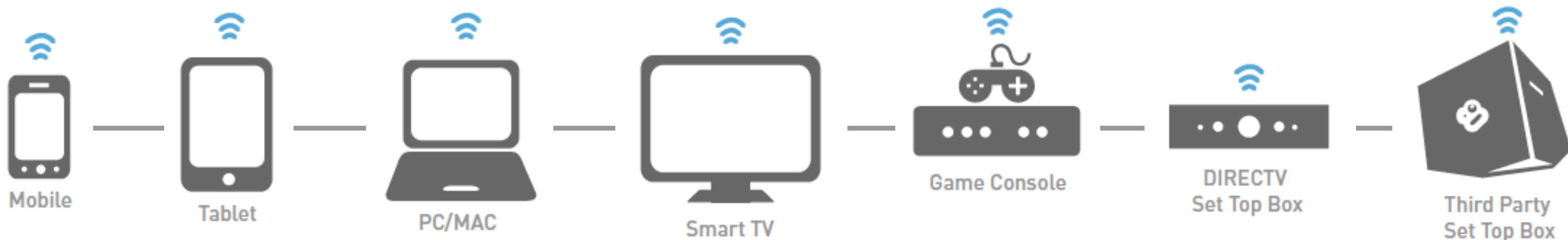
Losing significant market share as a digital satellite provider, as the industry rapidly shifts toward internet-based subscription services which are available on a broad spectrum of devices in comparison to DIRECTV'S limited user experience due to their confined singular approach allowing their services to be only administered through traditional satellite viewing capabilities

Solution:

Become competitive in the internet streaming service space and edge out direct competition by creating a device agnostic framework supporting live TV and on-demand streaming that can be easily adapted to meet future needs

User Experience Objectives

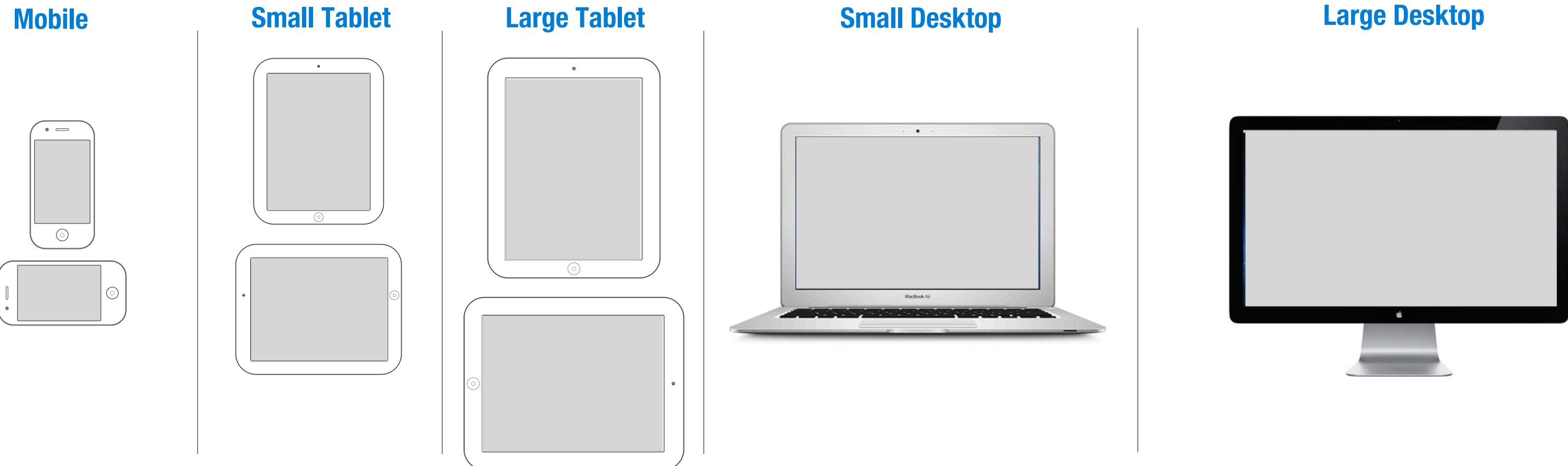
Create an intuitive and holistic experience for users across all devices and platforms: desktop, tablet, mobile, set-top box
- integrate all content delivery methods into one common info screen for iOS, Android, Windows, and streaming devices



Process

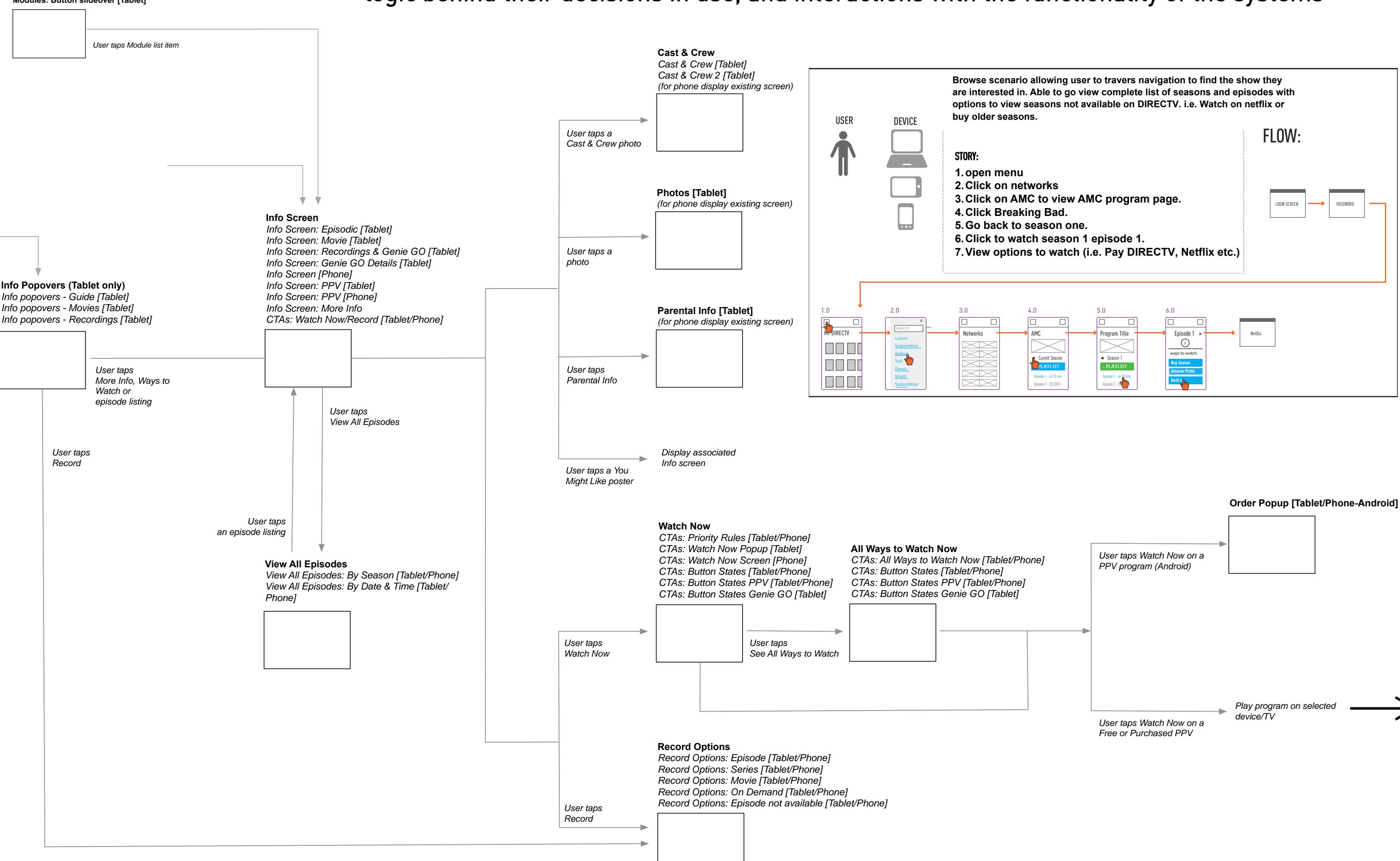
Competitive Analysis: Conduct a detailed analysis of Competitor's specifications through comparing and contrasting their central features, functions and flows which provides a basis and a foundation to evaluate areas of opportunity to further assist in wireframe design

URLs	Directv.com	Dish.com	Verizon.com	Att.com	Comcast.net	Netflix.com	Hulu.com
Entertainment							
PPV							
PPV Promo (redeem for PPV movies)	X	✓	✓	X	X	X	X
Browse PPV (movies, sports, events, adult)	✓	✓	✓	X	X	X	X
Expand and collapse view	X	✓	X	X	X	X	X
Title details (description, format, times, price)	X	✓	X	X	X	X	X
Queue displaying number of titles	X	✓	X	X	X	X	X



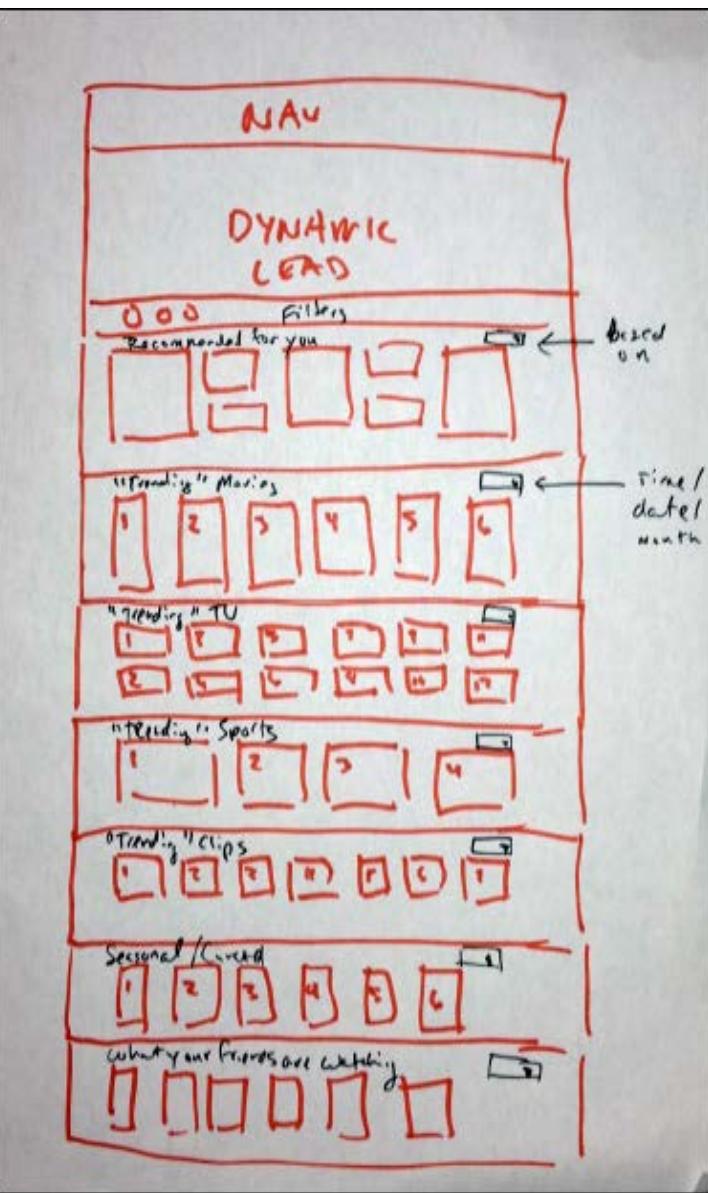
Compiling Features: Flow Diagram

Retrieve and analyze various 'systems' which assists in understanding the working relationship between various systems and most importantly- gaining essential insight on user behavior, logic behind their decisions in use, and interactions with the functionality of the systems



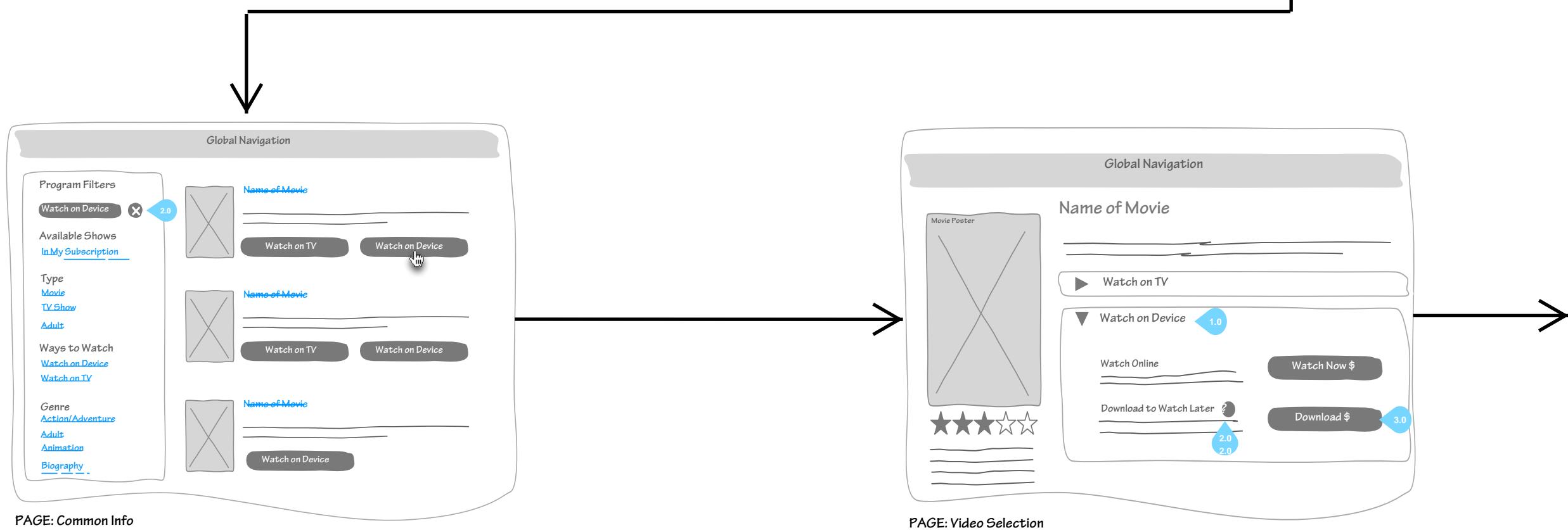
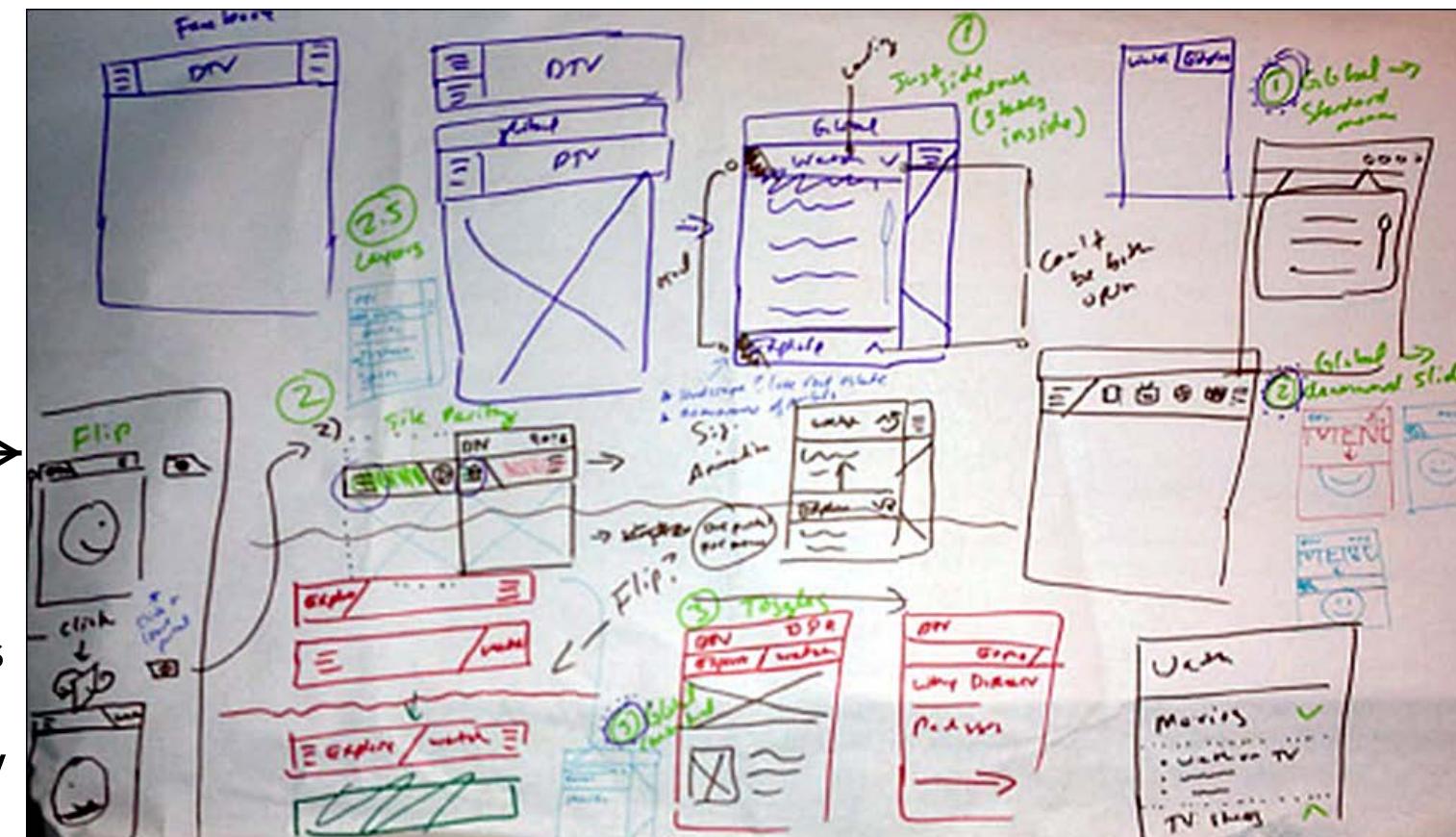
Early Sketches

Once critical information is analyzed and compiled, the resulting ideas and new and improved strategy is then mapped into 'rough' sketch format, to outline the improved methods/systems and provide the basis for the wireframes

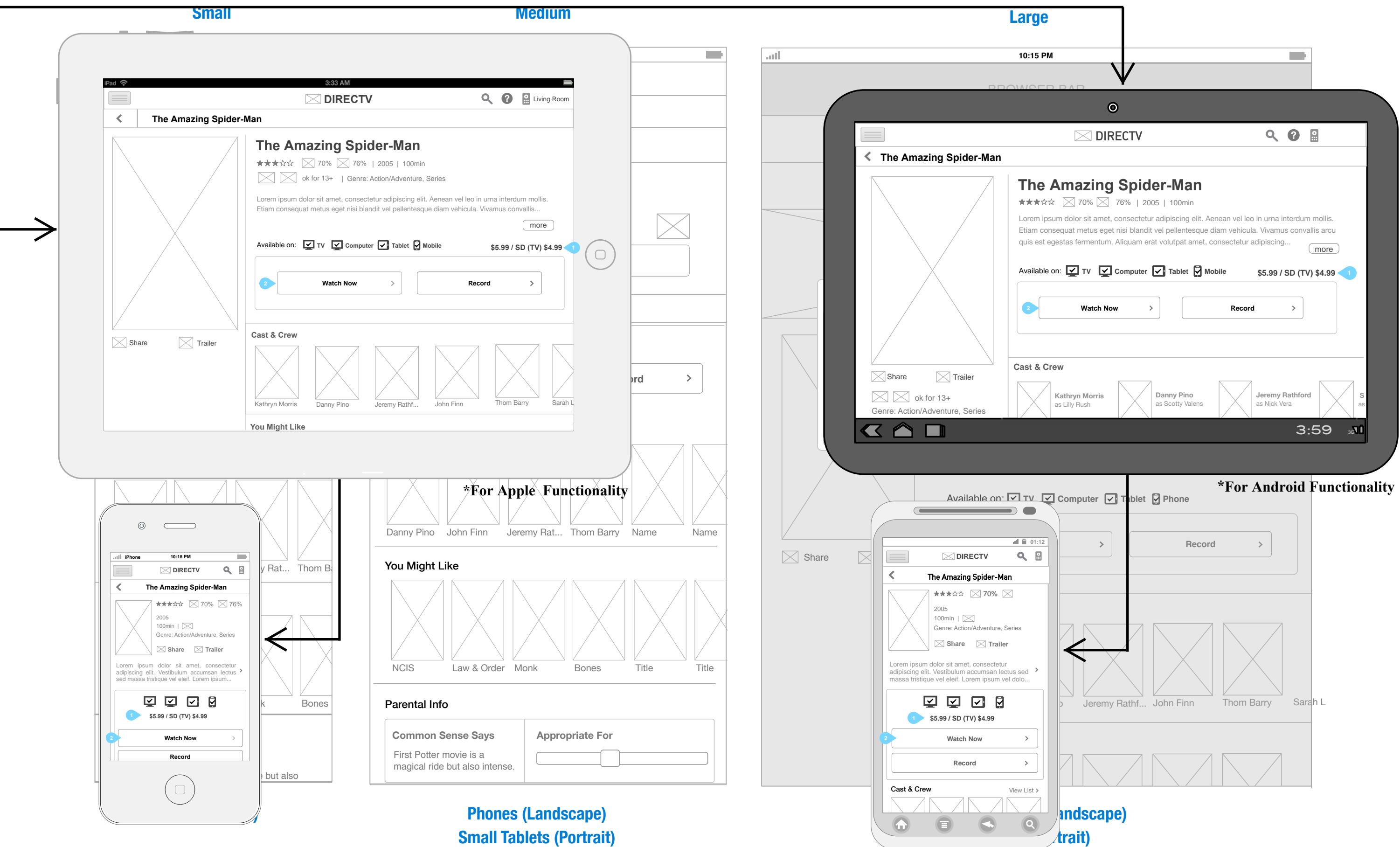


Above: Module layout sketches showcases 'media boxes' that represent content (shows, movies, series etc..) that are specifically chosen for the user based on their preferences, through analyzing trends in their past viewing activity

Right: This sketch outlines responsive design techniques that optimize usability for cross-platform devices of any screen size

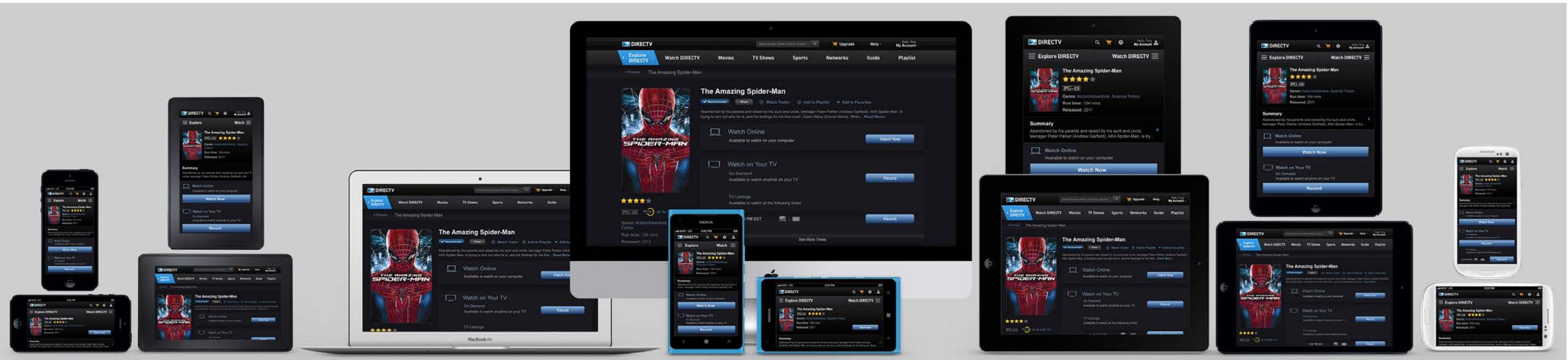


Wireframes We then begin to construct the 'digital skeleton' that will be used as the foundation for production design, these wireframes will be the basis for interacting and conducting continuous adjustments before the prototype is approved and is ready to be created into 'real time' for end user use



Results

A highly intuitive, user-centric experience consistent across all internet connected devices for viewing DIRECTV digital products anywhere, anytime, live or on-demand.



Case Study: UCSD Mobile UX Redesign

Problem

The official University of California San Diego smartphone application was not widely utilized by students or staff due to various problematic design flaws, outdated app functionality, and information architecture issues resulting in a poor user experience

Objectives

To improve the mobile application user experience and to increase the amount of user traffic to the application through a user-centered and data-driven design process

Process

- Initial Requirements Gathering
- Work with Campus Web Office for Google Analytics data
- Contextual Interviews with UCSD staff and students
- Affinity Diagrams
- Competitive Analysis
- Persona creation
- Low-Level Visioning
- Storyboarding and Functional Specifications
- Low Fidelity Prototyping
- High Fidelity Omnigraffe Wireframes
- Testing and iterating mobile prototypes
- Final design testing

Contributions

- + Came up with initial idea for app UX redesign and co-led team
- + Conducted 20 contextual interviews
- + Created competitive analysis for competing university apps
- + Created one of four personas
- + Led team in visioning and conceptual flow modeling
- + Designed half of all high fidelity prototypes with a partner
- + Designed wireframes for app landing page, favorites, notifications, settings pages, side navigation and widgets page
- + Managed the distribution of roles in creating the final paper documentation up till submission
- + Served as group spokesperson in presentation and QA sessions



UCSD Mobile UX Redesign

Results

A data-driven, user validated prototype built with user-centered design principles which improve the overall user experience for the UCSD mobile application with an intuitive navigation and quicker load times throughout.



How I Design User Experiences

My Approach to User Experience Design

Define User Experience Design begins by defining the scope and nature of the solutions it will design to. This includes the nature and scope of the requirements for both business and user.

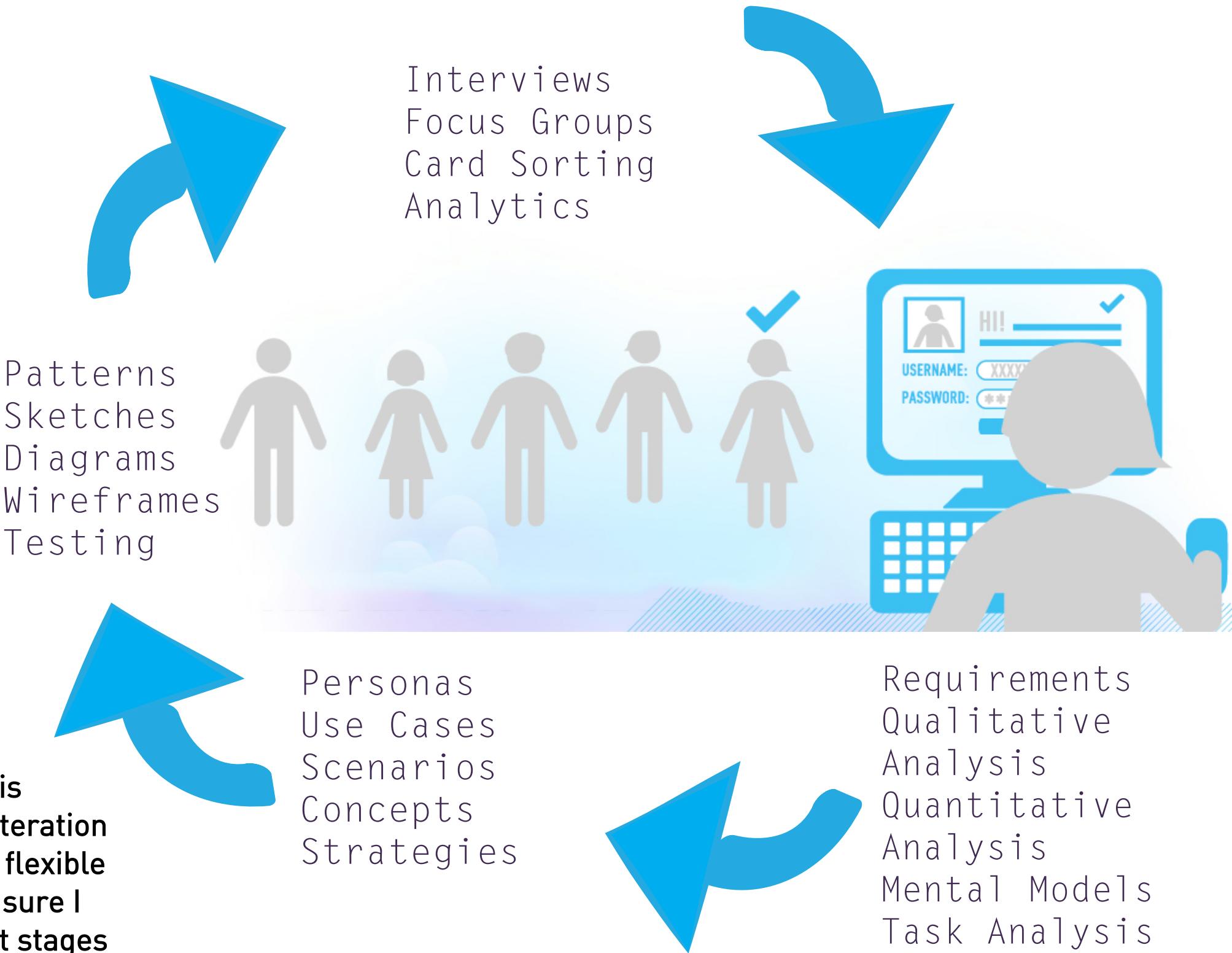
In this definition phase, I conduct research, create requirements and produce models and mappings that will inform functionality, screens and goals that the system I am designing must account for. These mappings can include experience maps, use cases, flows, information design, service design and strategies and concepts that will help realize a system.

Design

I typically design in between two and three phases depending on the projects scope. My approach is based on my experience of project requirements. The first phase of design is always done in broad strokes. Future iterations refine designs and where it helps I build prototypes.

Specification, Testing & Iteration

Finally, I build detailed specifications. Where testing is required I provide plans and conduct usability tests. Iteration is something that is always accounted for. Through a flexible approach to projects, processes and designs, I make sure I am always on hand to work through the final and next stages of any project I am working on.



Profiles, Personas & User Stories

Profiles

By building profiles, I have helped develop an understanding of users values, goals and aspirations. Knowing these helps me think and design to user needs and define the way in which technologies can support the things people do.

By understanding the limitations that exist for a group of people, I have helped identify the constraints people have.

Profiles also act as a context from which we can all map ideas. Primarily, profiles I develop have acted as a communication tool through the project process.

Personas

I have created many personas and have worked on projects in which the goal was the creation of personas and projects where personas have supported design. Personas inform design and business decisions, grounding them in a common understanding.

Stories

I use stories and scenarios as a starting place for design. A scenario can cover a lot of ground prior to working through use cases and flows. They also help identify important parts of a system early.

Home Owner — Life Event
Paul and Helen



"I guess we can put anything in there. I'm just not sure how much will fit."

Helen's mother died a few weeks ago and they're just now getting around to emptying the house. They plan on selling the house, but aren't quite sure they'll need to clean out first. The house also needs some renovation work to the master bathroom. The basement is flooded with mud. Helen's mother collected over the past couple of the years. She never threw anything away. She has souvenirs and family mementos from their years as parents. There are a few things Helen wants to keep. Most of the clothing and furniture will be donated to Goodwill. Helen's favorite, most of her mother's "treasures" have been passed down to her son and mother. She also has joint savings, but Paul and Helen don't know if the joint account should be split.

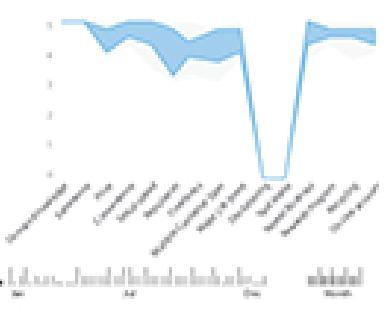
They've been trying to sell the house through advertising like this. They don't even know where to begin. They just want this to be as easy as possible. They know they need to change what isn't working now, but still hold onto what they assume just about everything else is the same. Other homeowners have told them that other sellers can make mistakes that damage their credibility. They're hoping to find a company who can make the transition fast, like a contractor that can take the part where they deliver or pick up the drywall.

Key Characteristics
• Single parent (one acquisition of family member or adult non-married individual)
• Renting job
• Little if any joint savings

Goals
• Get a better quote
• Find a reliable contractor

Influences
• Realistic offer needed

Frustrations & Pain Points
• Getting older quote



The Busy Father
Arthur



"Just need them to show up when they say they will."

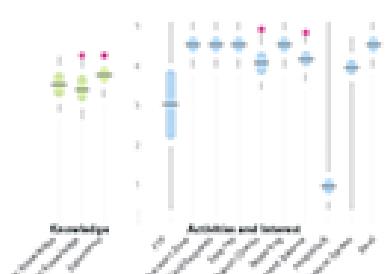
Arthur is a busy father raising two children. He tries to keep his life as simple as possible, but finds it hard to keep up with his responsibilities. He's a single parent who works long hours at night, so he doesn't have time to take care of his children. He's also a bit of a perfectionist, always trying to make sure everything is perfect. He's been trying to find a reliable contractor to help him with his home improvement projects, but hasn't been able to find one yet. He's been looking for someone who can provide him with a quick estimate and a clear timeline for completion.

Key Characteristics
• Single parent (one acquisition of family member or adult non-married individual)
• Single parent with the process

Goals
• Get a better quote
• Find a reliable contractor

Influences
• Available after needed
• Price

Frustrations & Pain Points
• Getting the best possible number to large providers
• All the additional charges the hourly doesn't tell you



PERSONA
Thomas Petrowski
MARRIED WITH CHILDREN
PARENT
"We heard about this place and liked it, but I'm not convinced to go with either."

Profile
• AGE = 40-49 • MARRIED

Single Person

Opportunities (Acquisition, Retention, Cross-Sell, Up-Sell)

Interactions (In-Person, Online, Phone, Email, Social Media)

Device Usage

Goals
• COOKTOP SUBSCRIPTION, BUNDLED TV, HOME PHONE, ADVERTISED 0% FINANCING

Location & Services (Geographic, Demographic, Behavioral)

Demographics
age: 40-49
profession: 0-1
technology: 0-1
income: 0-1

Interactions
• COOKTOP SUBSCRIPTION, BUNDLED TV, HOME PHONE, ADVERTISED 0% FINANCING

Device Usage
frequency of mobile phone usage: 0-1
contact with digital device: 0-1
frequency of using digital device: 0-1
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• COOKTOP SUBSCRIPTION, BUNDLED TV, HOME PHONE, ADVERTISED 0% FINANCING

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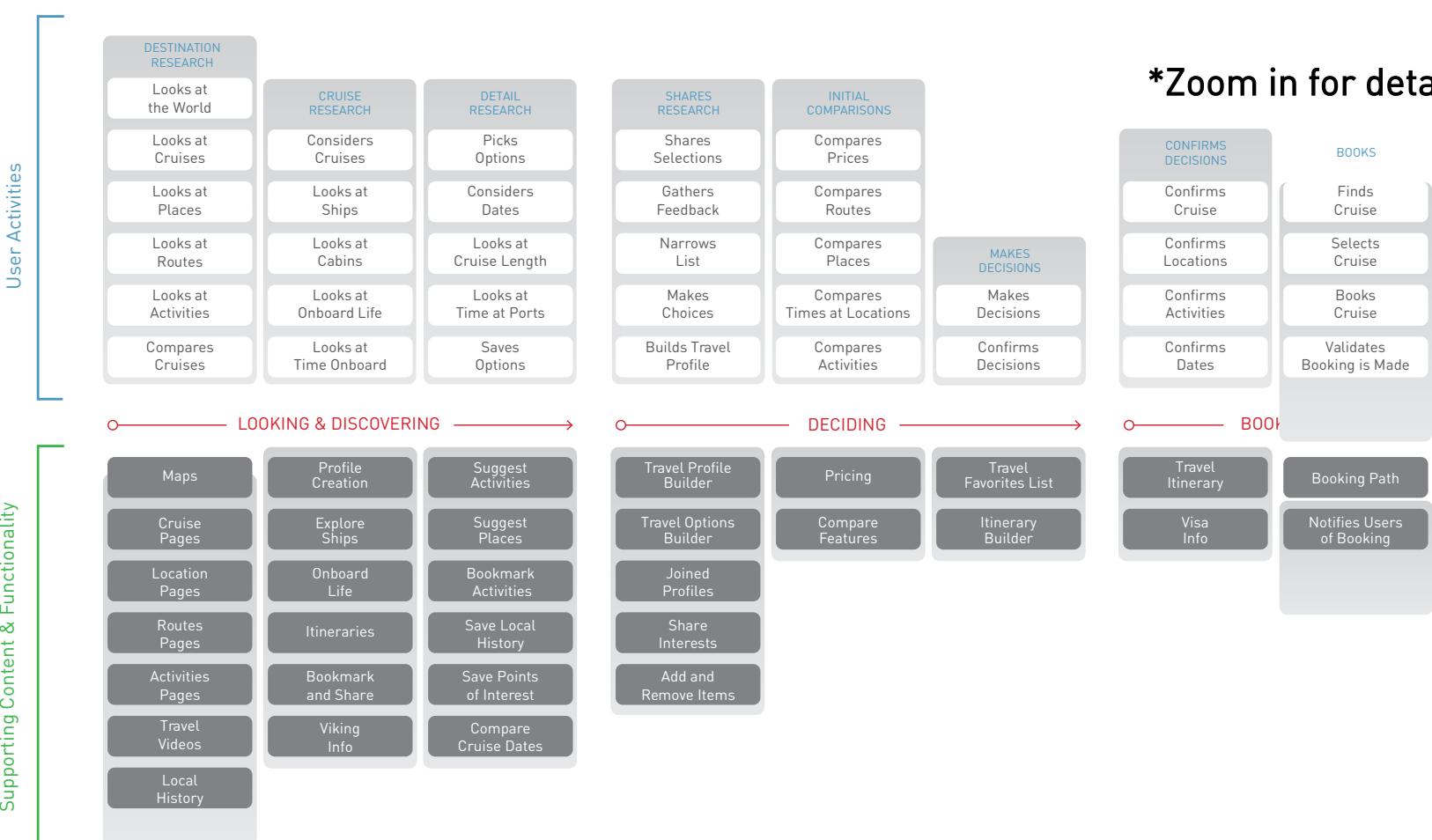
Device Usage
frequency of mobile phone usage:

Experience Maps & Mental Models

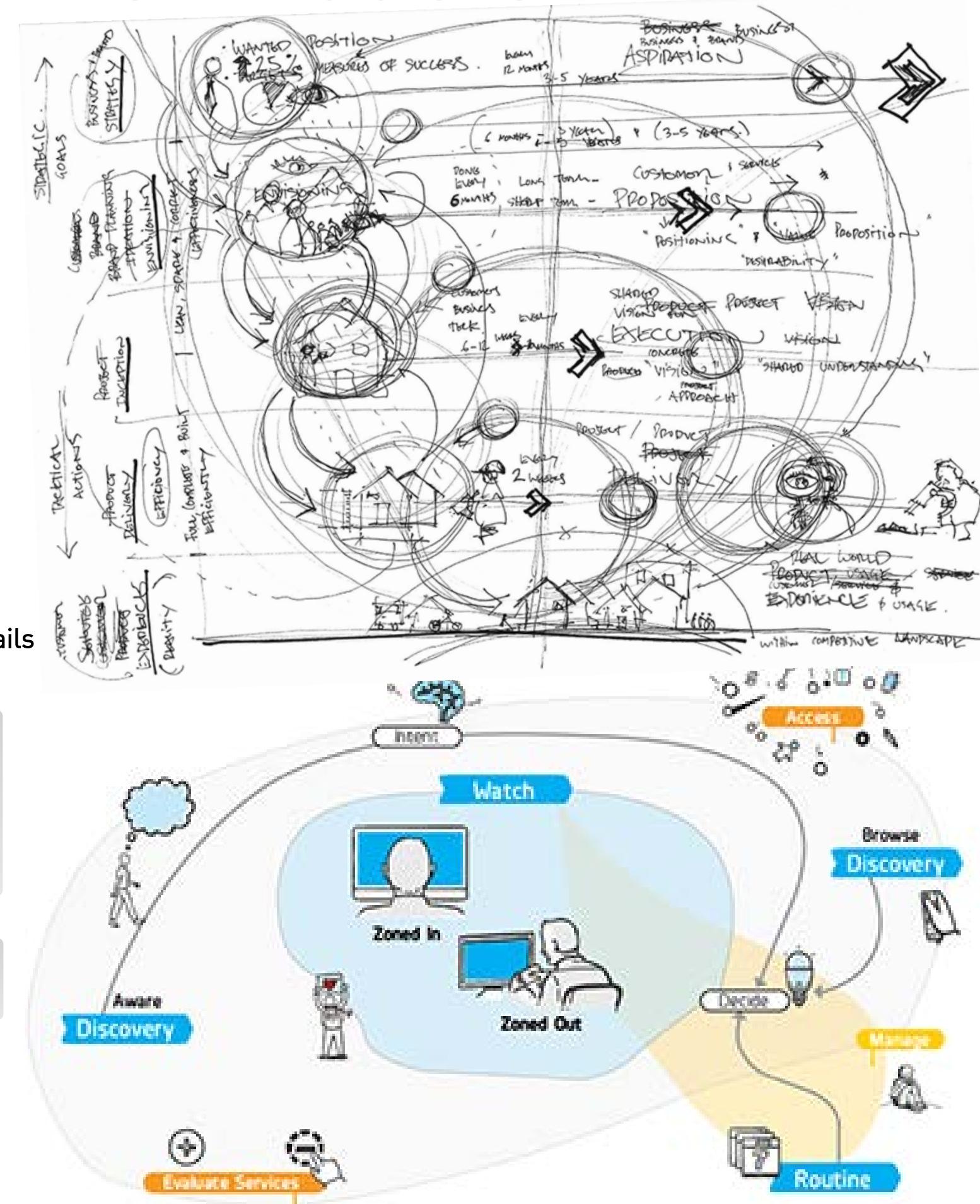
People interact with more than an interface. Websites and applications are all parts of an ecosystem in which information serves different roles at different times. At each of those times peoples needs, goals and attitudes change. By thinking beyond the interface and looking across the whole system, a bigger picture can be built that allows us to look across a whole journey and into its parts. By building blueprints of those touchpoints, service interaction points, and journeys, I work to help create:

- Strategies that are global
- Interaction models that work across an ecosystem
- Find opportunities to better engage with people
- Identify when, why and how a person is using a system

All with the sole purpose of ensuring that the systems we design are true to the service model, ensuring their relevance beyond the initial concepts and through the lifespan of the user.



*Zoom in for details



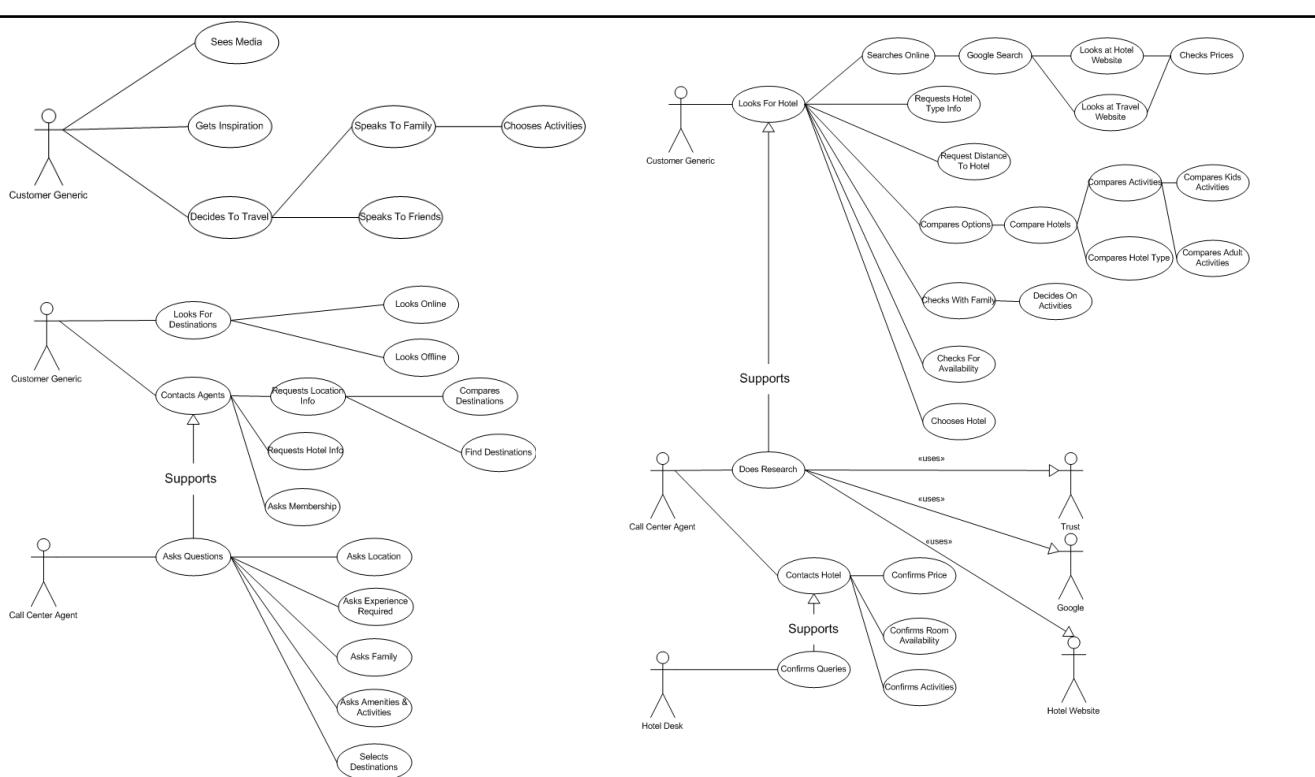
Use Cases & Use Case Diagrams

From stories, I write use cases. These can be written to any level of granularity and include the logic and interactions users will find in a system. Use cases have helped to act and define comprehensive views of the systems I have worked on:

- They define key interactions
- They define key pieces of functionality
- They define the main parts of a system
- They identify complexities in a system
- They help consolidate a view of how a system should work

Use Case Diagrams extend use case outlines and illustrate, not just the primary interactions but, the steps that go beyond those initial steps a person takes to achieve a goal. Beyond that I use Use Case Diagrams to:

- Illustrate how interactions are supported
- Identify the main sequences of steps
- Begin the process of architecting a system
- Identify the data that a system will need at each point of contact
- Tie a system together



Use Case Outlines

Use Case 1: User Creates an Account

1. User arrives at the website
2. User selects sign-in/register
3. User selects create an account
4. User sees the account creation page
5. The user completes the required fields
6. The user arrives at their main account page

Use Case 8: User Purchases

1. User has items in their cart
2. User selects check-out
3. User sees shopping cart
4. User chooses to add items, remove items or add to wish-list
5. [If user selects wish-list user is asked to sign-in]
6. [If user makes modifications to cart then shopping cart is modified]
7. User selects check-out
8. [If user is not signed-in user adds billing and shipping information]
9. [If user is signed in they have the option to modify both billing and shipping details]
10. User proceeds to check-out
11. User sees price on confirmation page
12. User selects to purchase
13. User sees purchase confirmation and receives e-mail

Use Case 2: User Finds a Product

1. User arrives at the website
2. User sees they can browse collections of products by design
3. User chooses a design
4. User arrives at a landing page for the selected design
5. User sees a banner, a description of the design style and products that share the design
6. User marks products on the page to view later
7. User browses page and sees a module that displays similar design styles
8. Result set is sorted by sort criteria
9. User selects a product from the list
10. User arrives at a Product Detail Page
11. User adds item to cart
12. User selects check-out
13. User proceeds to check-out

Use Case 5: User Browses Designs

1. User arrives at the website looking for a collection of items
2. User sees they can browse collections of products by design
3. User chooses a design
4. User arrives at a landing page for the selected design
5. User sees a banner, a description of the design style and products that share the design
6. User marks products on the page to view later
7. User browses page and sees a module that displays similar design styles
8. Result set is sorted by sort criteria
9. User selects a product from the list
10. User arrives at a Product Detail Page
11. User adds item to cart
12. User selects check-out
13. User proceeds to check-out

Use Case 6: User Buys a Gift Card

1. User wants to buy a Gift card for a family member
2. User selects the option to buy a gift card
3. User sees a page with gift card options
4. User selects the options they want
5. User selects purchase
6. User proceeds to check-out

Use Case 7: User Compares Products

1. User arrives at the site
2. User sees the category of product the wish to purchase
3. User selects the product category
4. User arrives at the product listing page and sees a list of products
5. User filters the list
6. User sees a filtered list of products
7. User sorts the list
8. User scrolls the list
9. User changes the view from list view to grid view
10. User selects an item from the list
11. User arrives on a Product Detail Page

Use Case 4: User Browses Bundles

1. User arrives at the website looking for a collection of items
2. User sees collections of products on the homepage
3. User chooses to browse a collection of bundles
4. User arrives at a page with a list of bundles
5. User browses page and sees a module that displays similar bundles
6. User marks page to view later
7. User selects related bundle

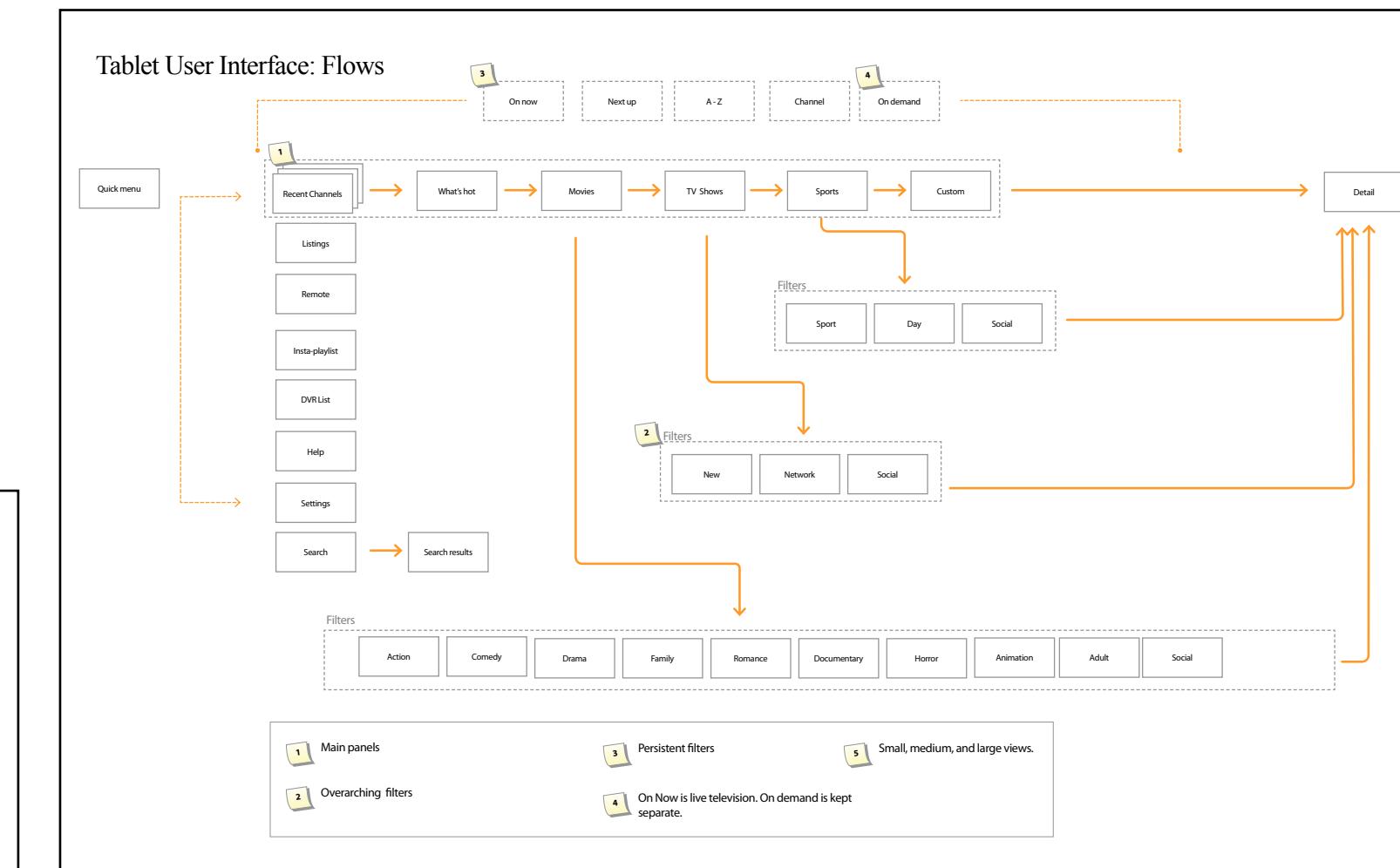
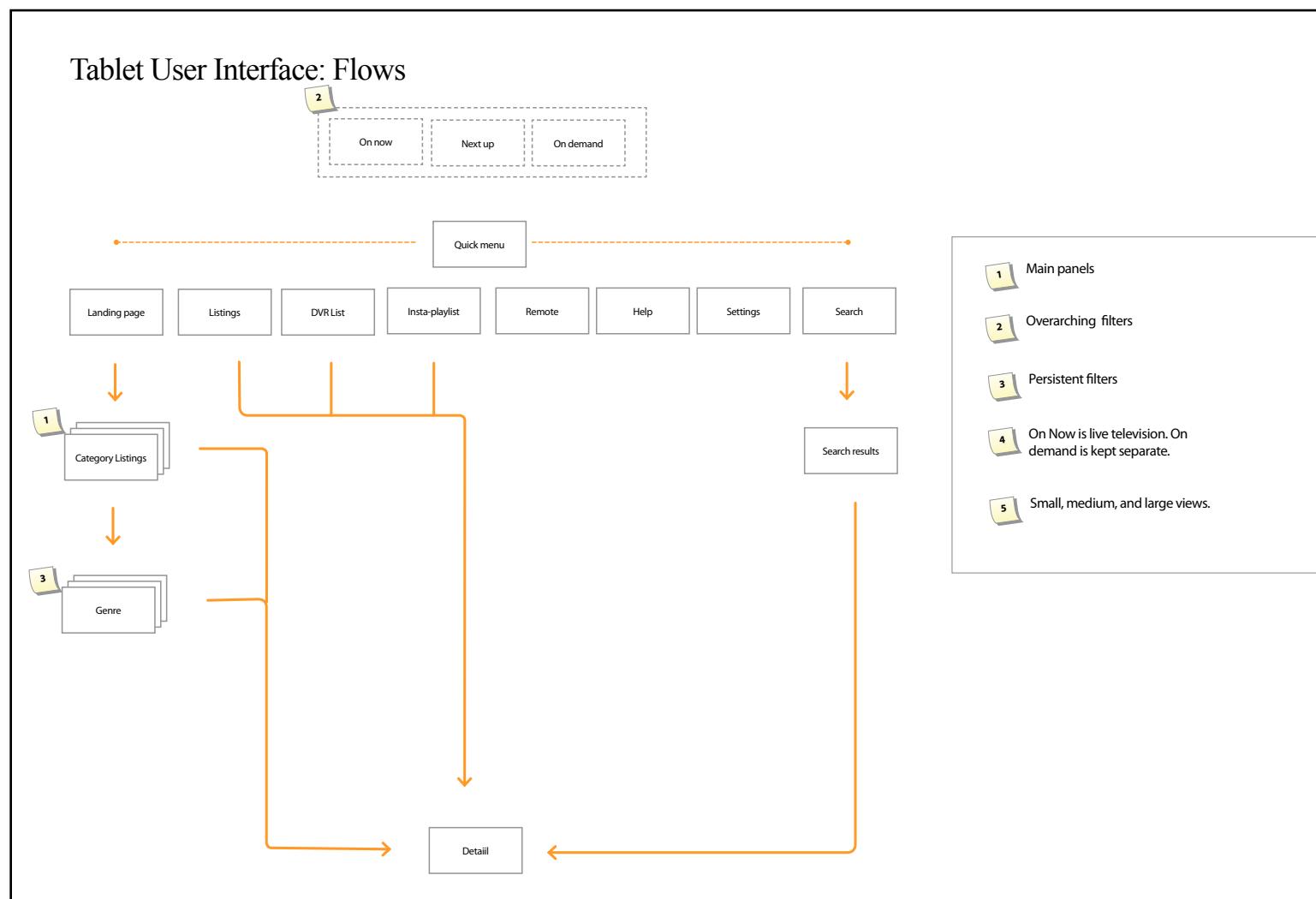
*zoom in for details

Flows, System Logic & Diagrams

Every project I have worked on has required an attention to the details of a system. I have accounted for everything from states of a system to the information that has to be mapped based on a user's decisions in a system.

I use diagrams to:

- Communicate the logic of a system
- Illustrate the steps and decisions that can be made
- Identify the key paths and interaction points of a system
- Help define the requirements, states and scope of a system
- Provide the basis for the information strategy of a system



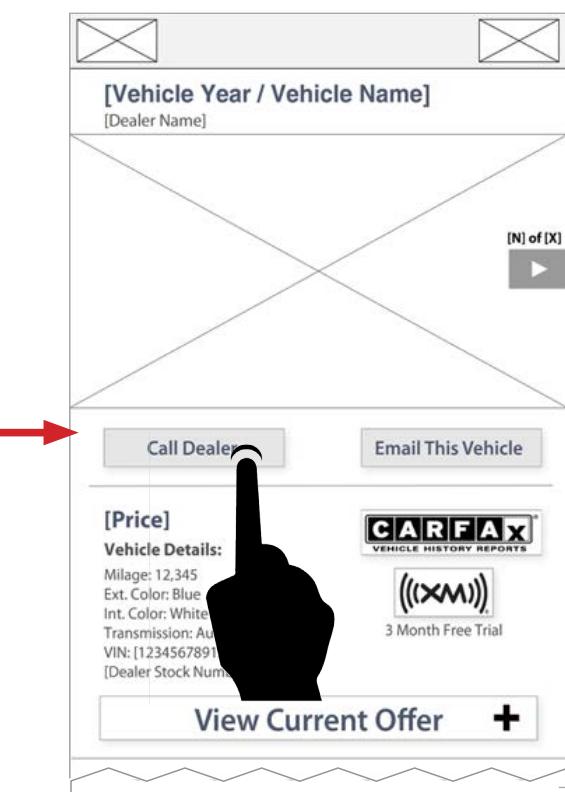
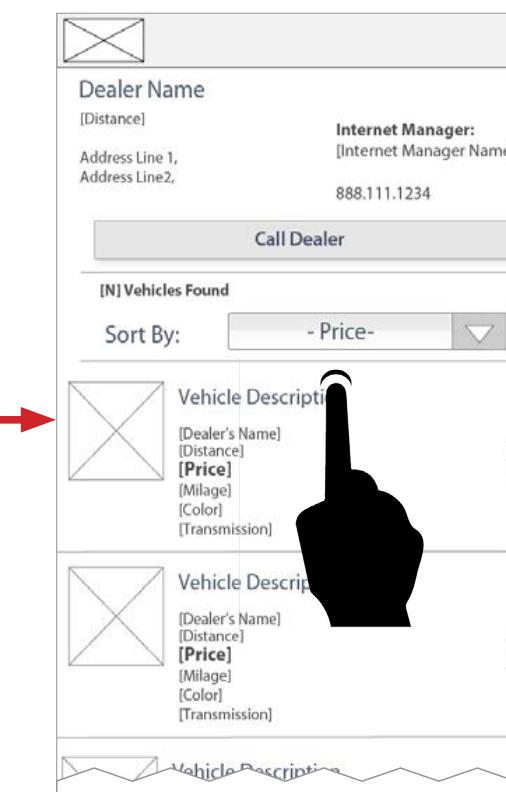
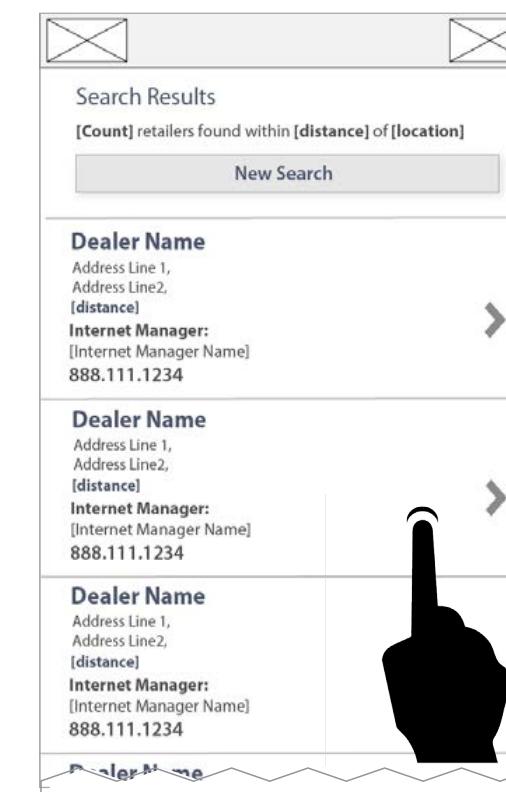
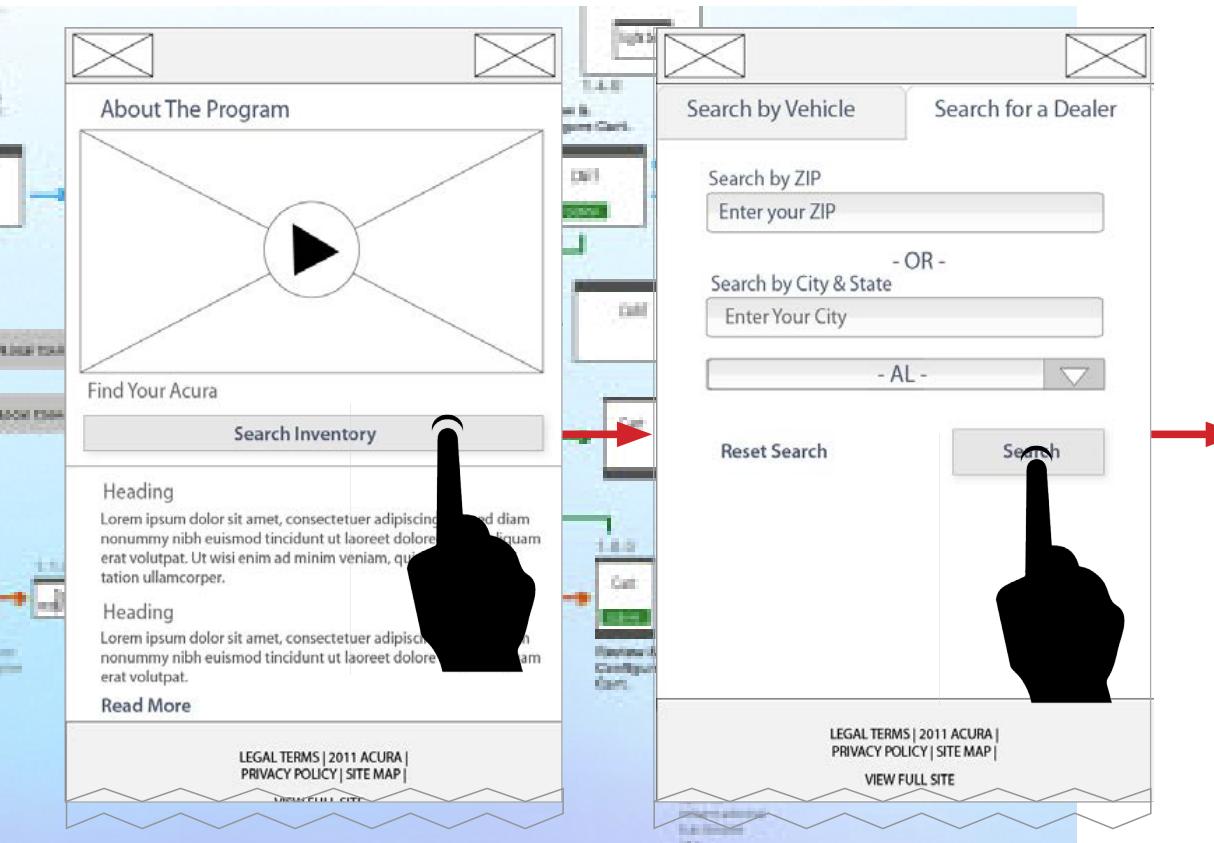
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Storyboards & Interactions

Storyboard and interaction flows tell the visual story of an interface. They bring concepts to life.

I use them to:

- Communicate interaction concepts
- Bring flows to life
- Illustrate the main steps people can take to achieve goals
- Illustrate the steps people can take to achieve goals
- Find and identify additional opportunities and paradigms that support people's journey through a system



Layout Patterns & Wireframes

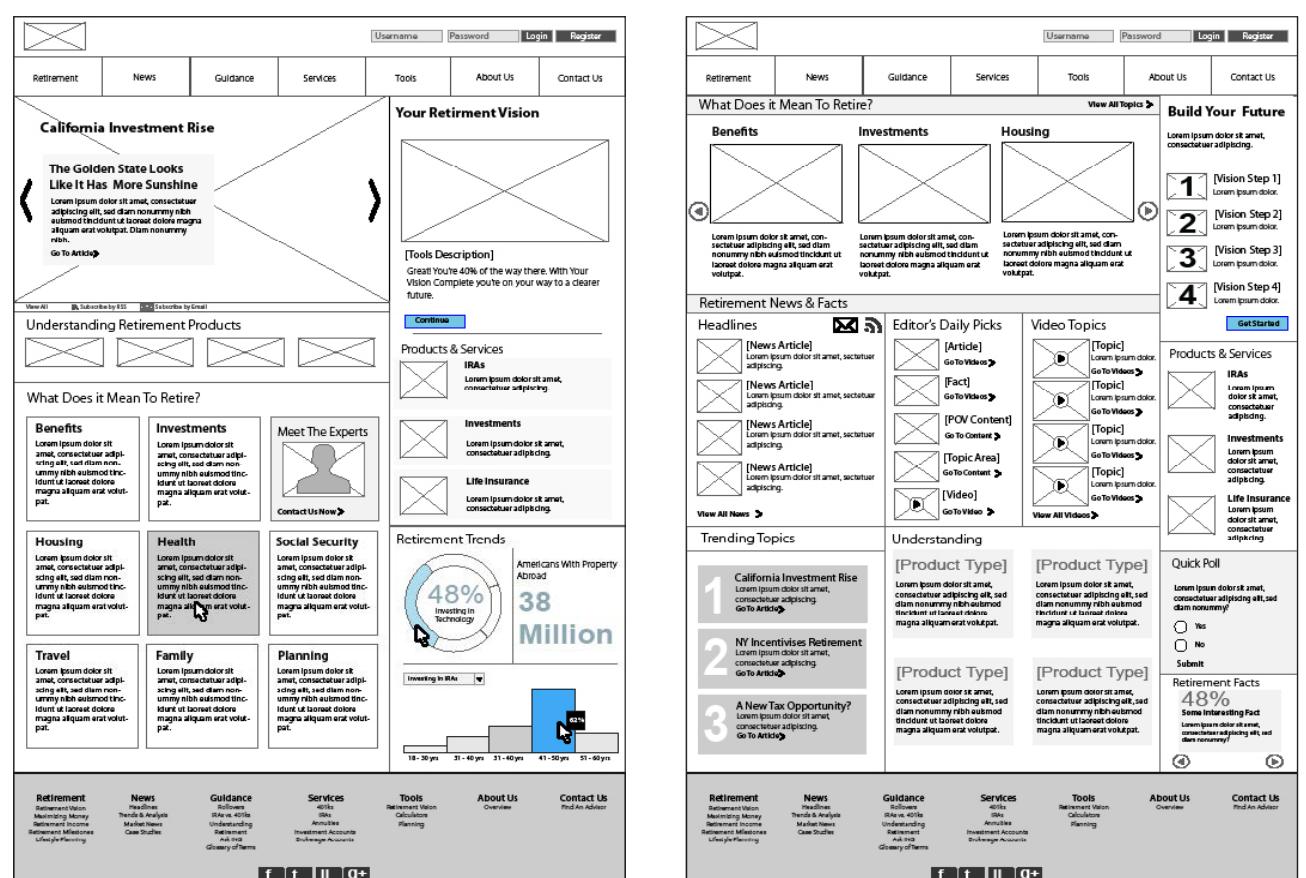
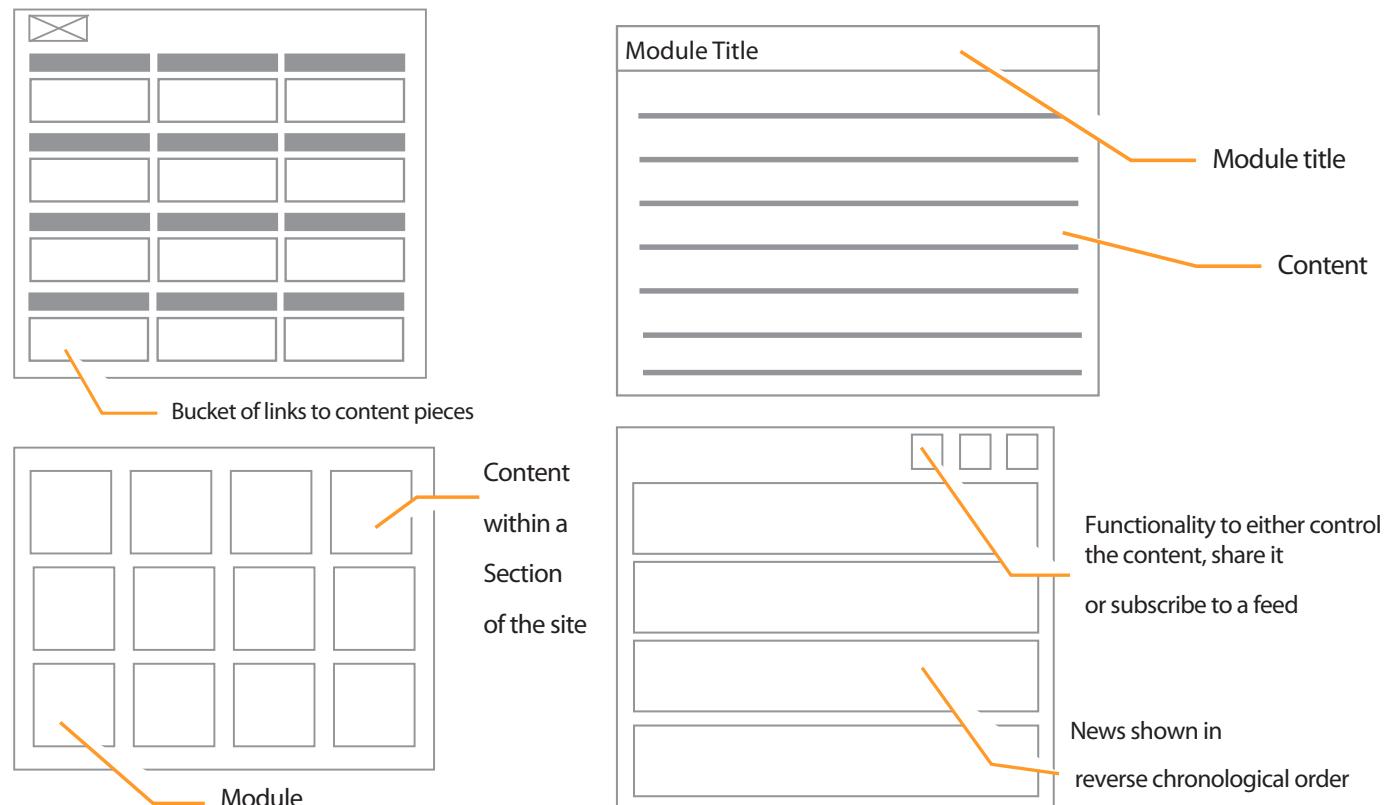
A layout, the patterns used in a layout, and the rationale behind their use, are first steps in design. By identifying patterns:

- I define the common patterns used in a site system
- Communicate how layouts meet requirements
- Identify which patterns best meet goals
- Identify best practices

Wireframes allow us to communicate design ideas, build the basis for iterating through design concepts and create specifications for development. Wireframes:

- Communicate the intent and usability of a page
- Specify use, interactions, layout and functionality of a page
- Allow collaboration and communication at different stages of a project

I have worked across desktop, tablet, mobile and TV. In every project I've worked on, the wires have been the basis for dialogue, design, and iteration. From sketches to high-fidelity wireframes and prototypes, I am fluent at producing and communicating at the right level for any audience. In addition I am fluent at several application for design from Adobe's software through to Omnigraffe and Axure.



Thank You!

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