

# APPENDIX B: SAMSON TOOR'S Comprehensive Portfolio

I need  
to know  
it all!



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



\*Supplementary exhibits available at further request



# Samson Toor

# UX Portfolio & Insights

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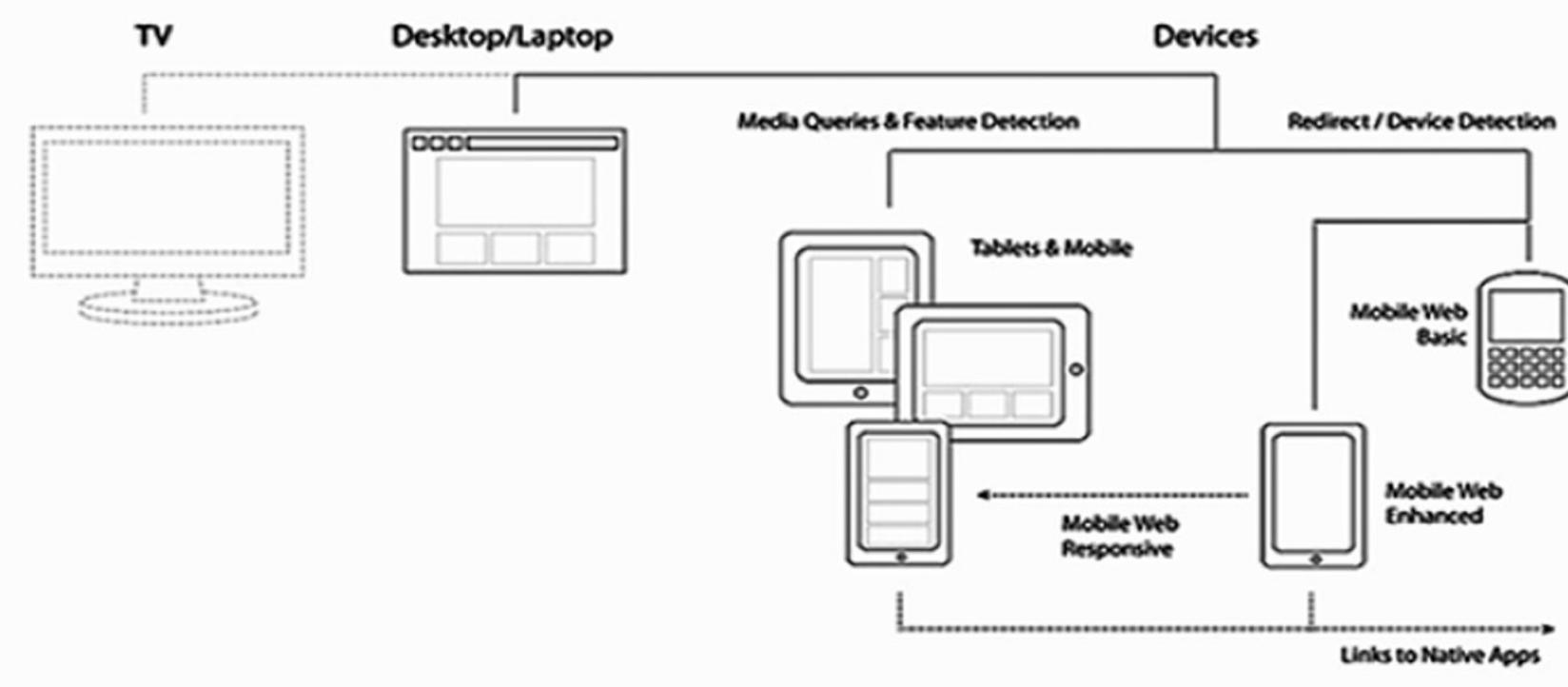
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## How I design User Experiences

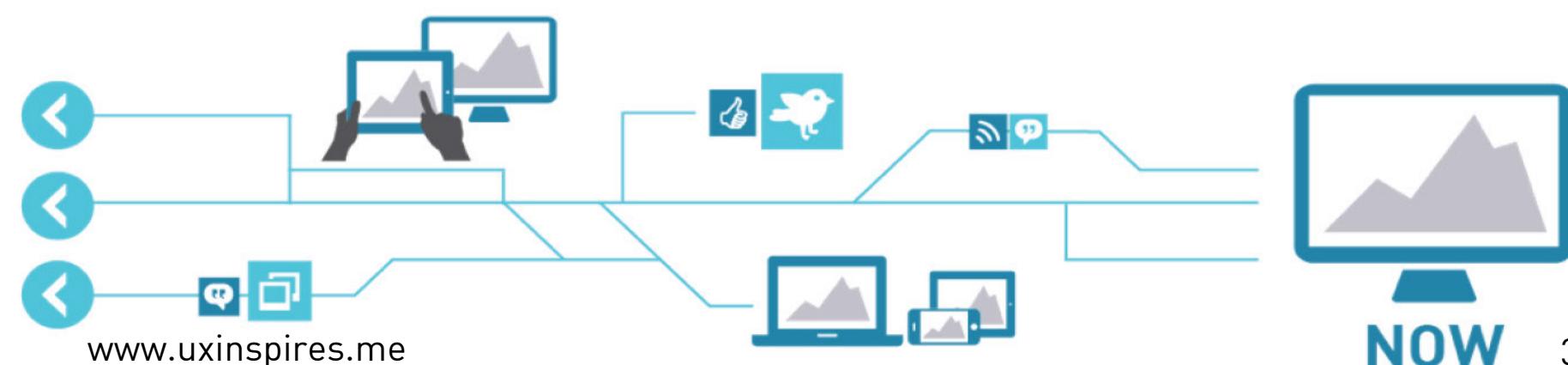
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User Experiences exist across multiple devices. They ensure people can achieve their goals seamlessly. It is my goal to make people's goals attainable—intuitively, by bringing user empathy and research validation early on in the design process, from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



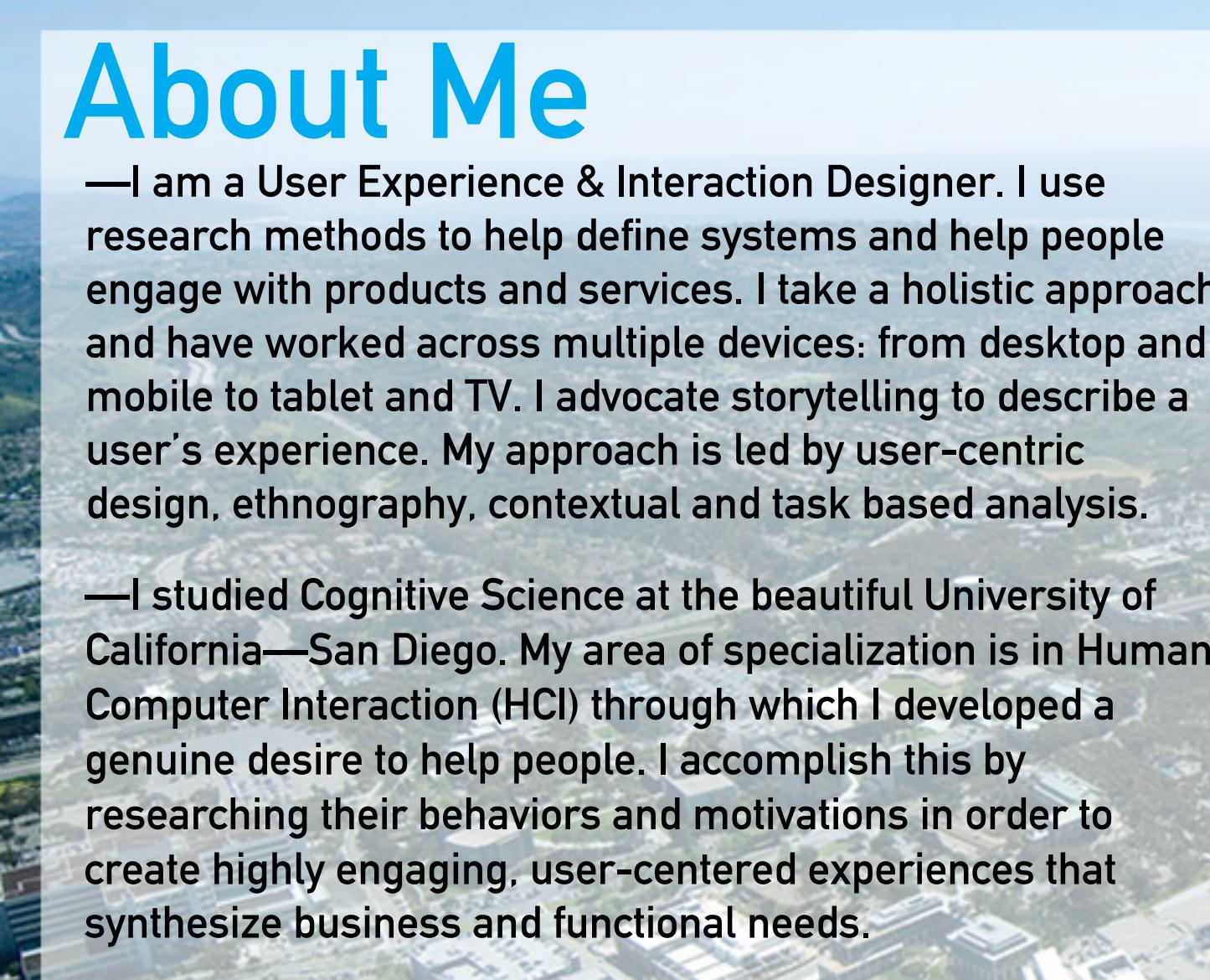
— Responsive Layouts — | — Mobile Web Apps —



# About Me

—I am a User Experience & Interaction Designer. I use research methods to help define systems and help people engage with products and services. I take a holistic approach and have worked across multiple devices: from desktop and mobile to tablet and TV. I advocate storytelling to describe a user's experience. My approach is led by user-centric design, ethnography, contextual and task based analysis.

—I studied Cognitive Science at the beautiful University of California—San Diego. My area of specialization is in Human Computer Interaction (HCI) through which I developed a genuine desire to help people. I accomplish this by researching their behaviors and motivations in order to create highly engaging, user-centered experiences that synthesize business and functional needs.



# 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

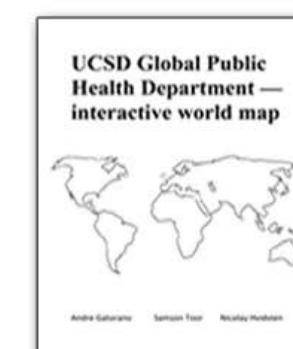
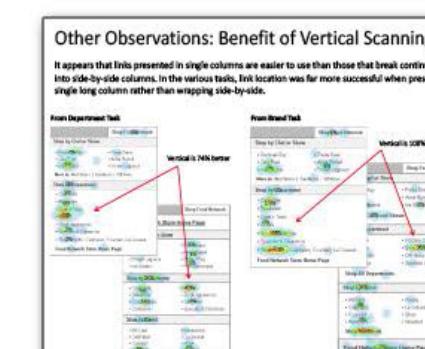
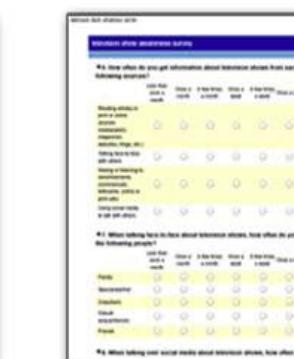


DIRECTV®



UC San Diego  
Cognitive Science

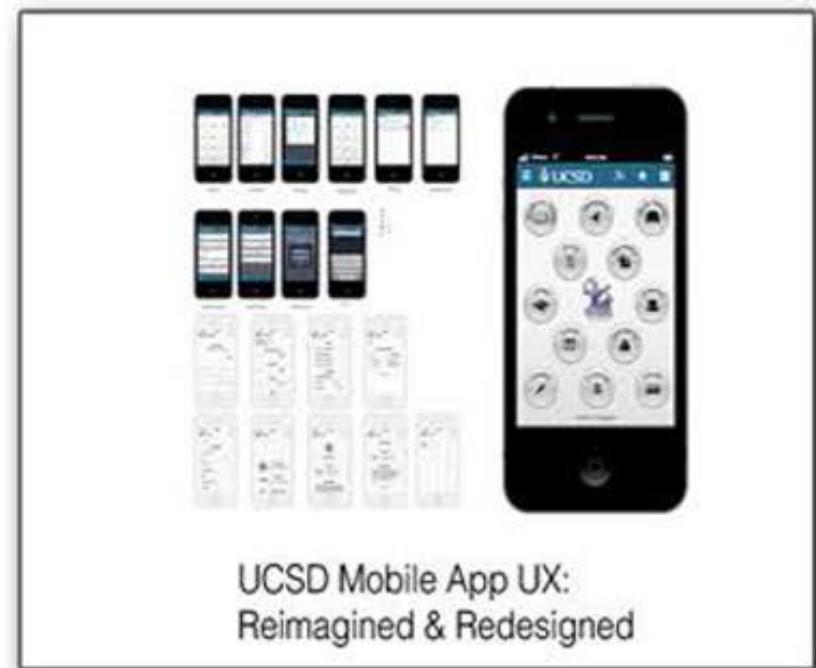
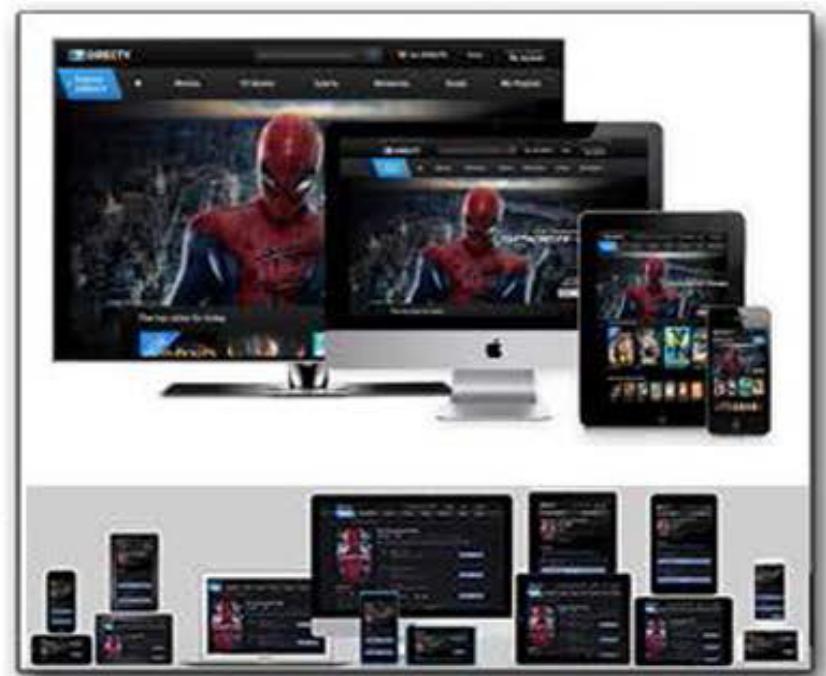
AMGEN®



# User Experience Projects

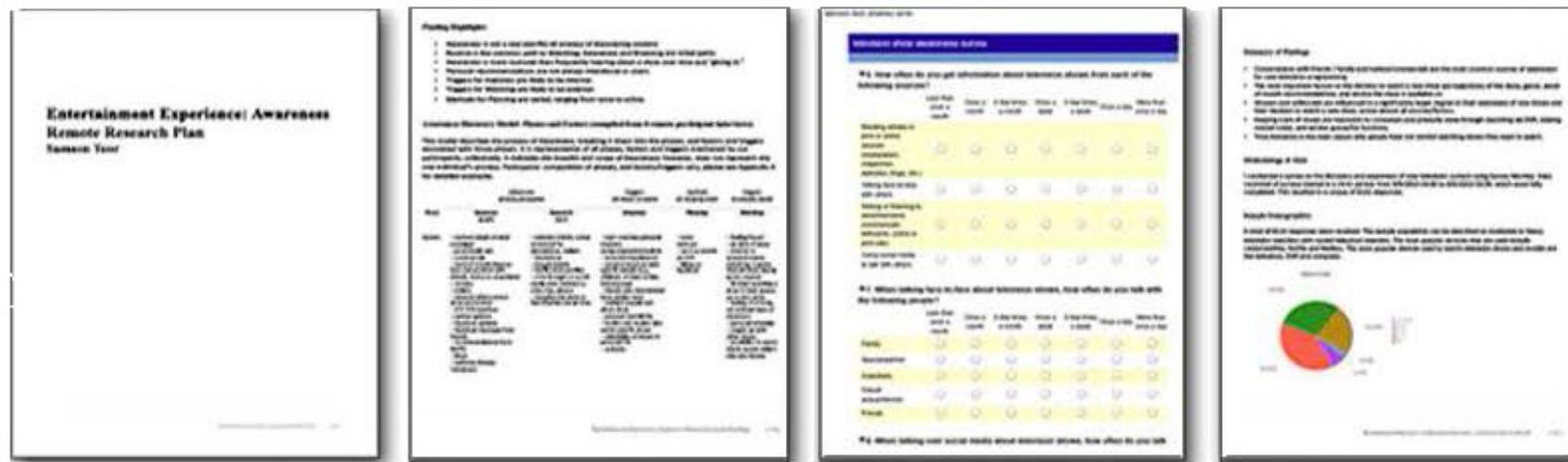
## UX Design

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



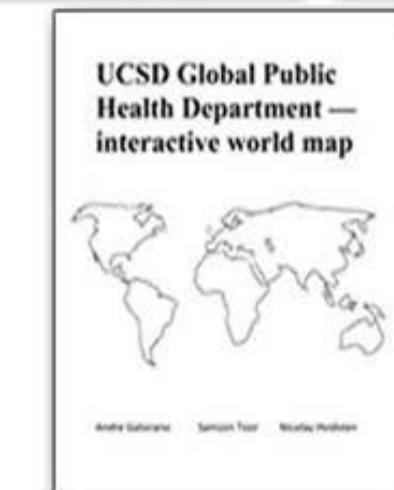
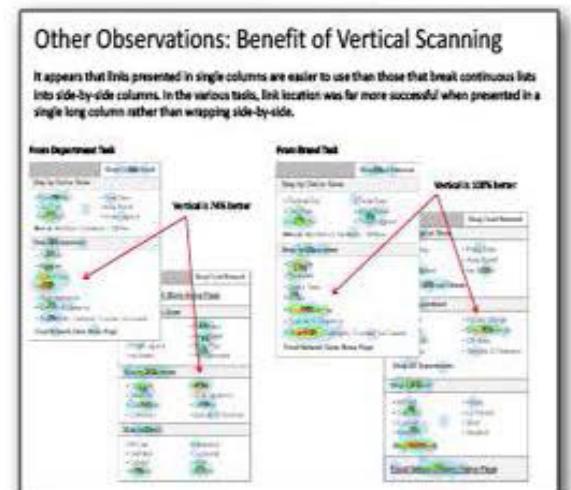
## UX Research

- Digital Entertainment Products User Experience Research



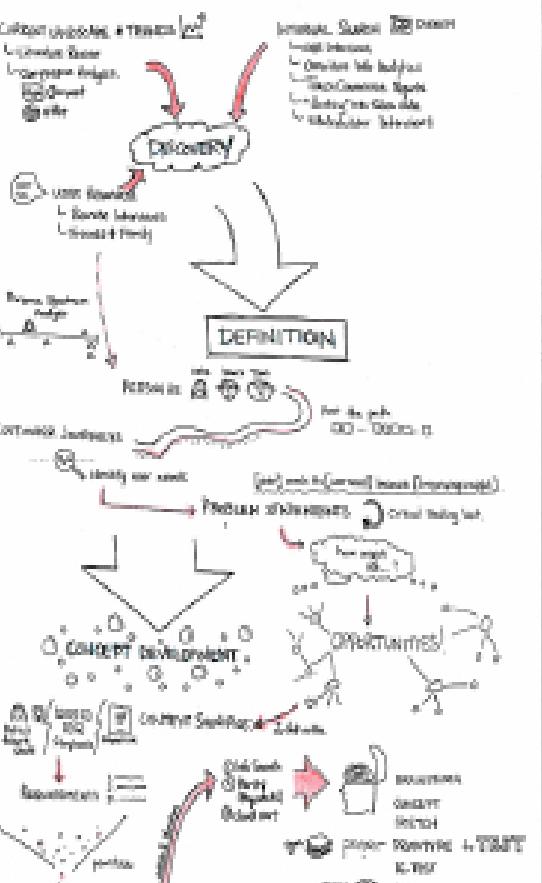
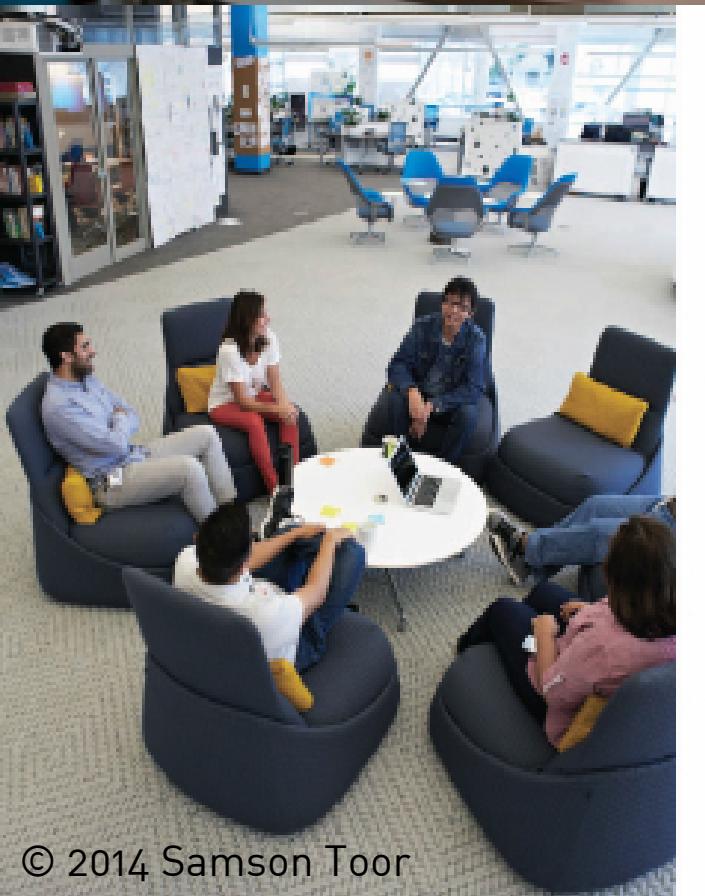
## UX Design study

- 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

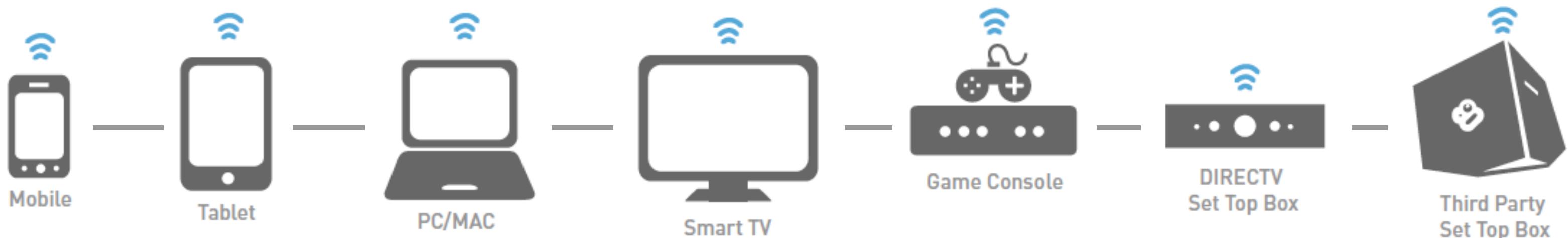
Losing significant market share as a digital satellite provider, as the industry rapidly shifts toward internet-based subscription services which are available on a broad spectrum of devices in comparison to DIRECTV'S limited user experience due to their confined singular approach allowing their services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

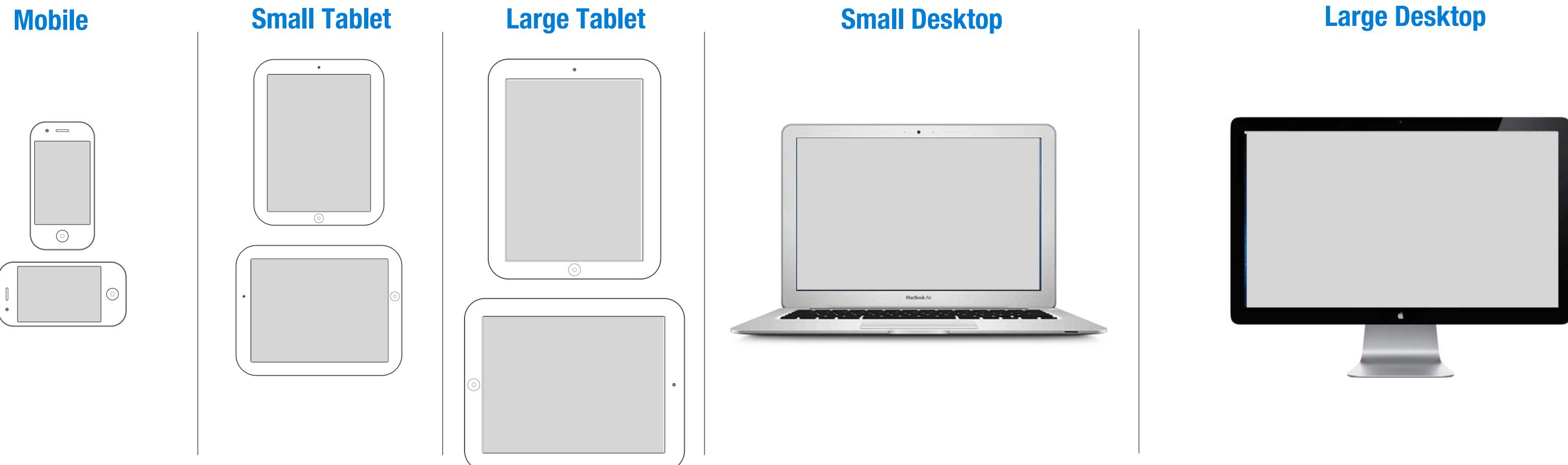
Create an intuitive and holistic experience for users across all devices and platforms: desktop, tablet, mobile, set-top box  
- integrate all content delivery methods into one common info screen for iOS, Android, Windows, and streaming devices



# Process

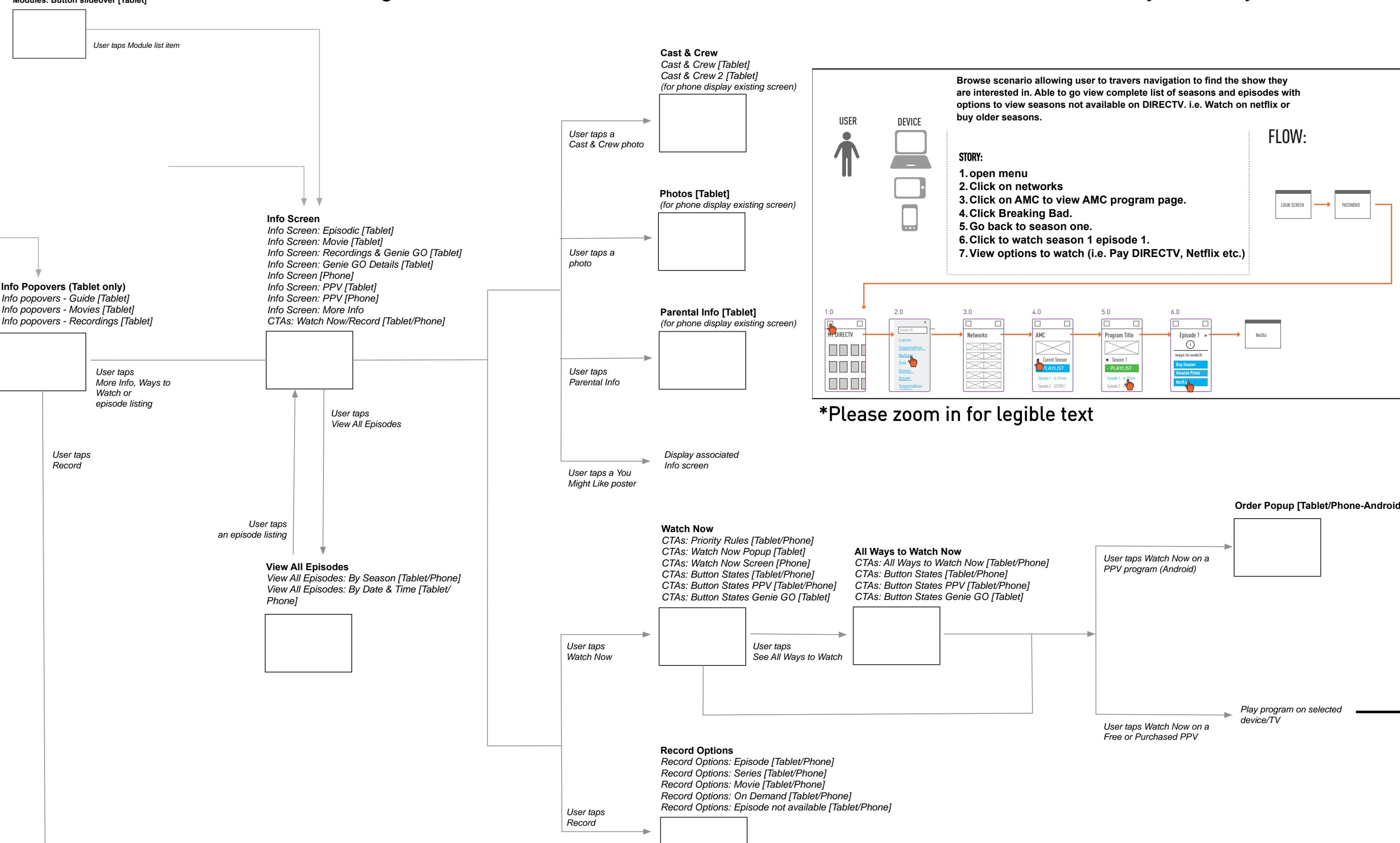
Competitive Analysis: Conduct a detailed analysis of Competitor's specifications through comparing and contrasting their central features, functions and flows which provides a basis and a foundation to evaluate areas of opportunity to further assist in wireframe design

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



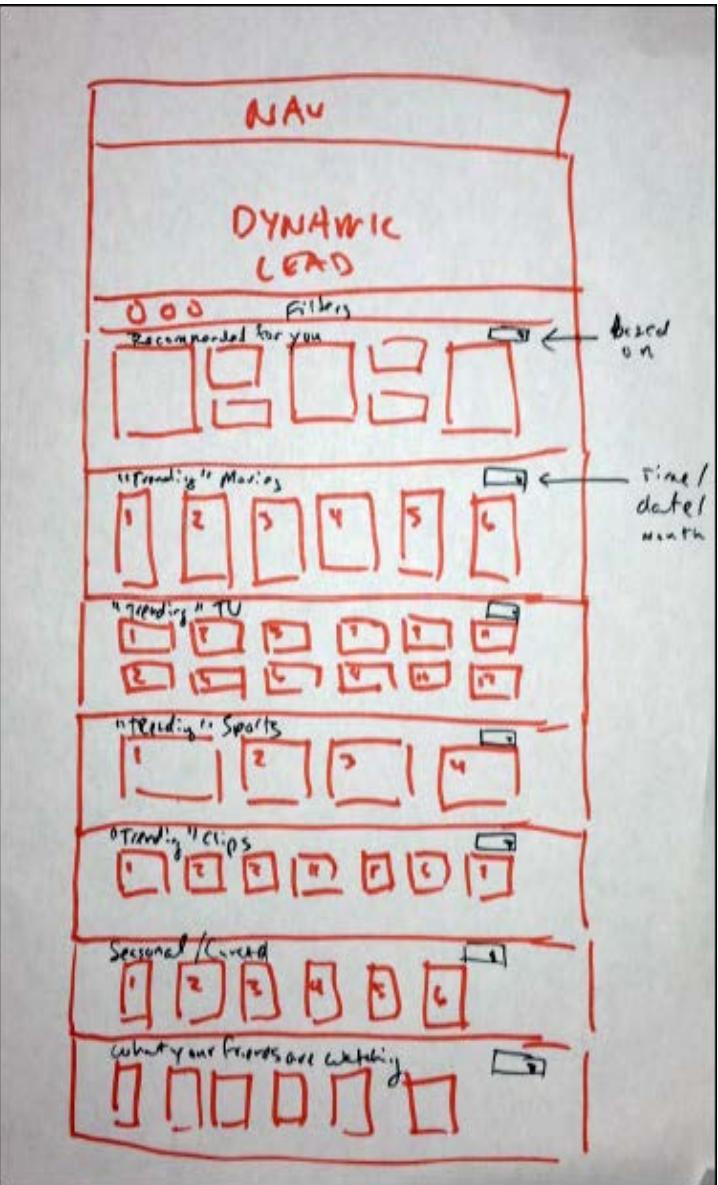
# Compiling Features: Flow Diagram

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

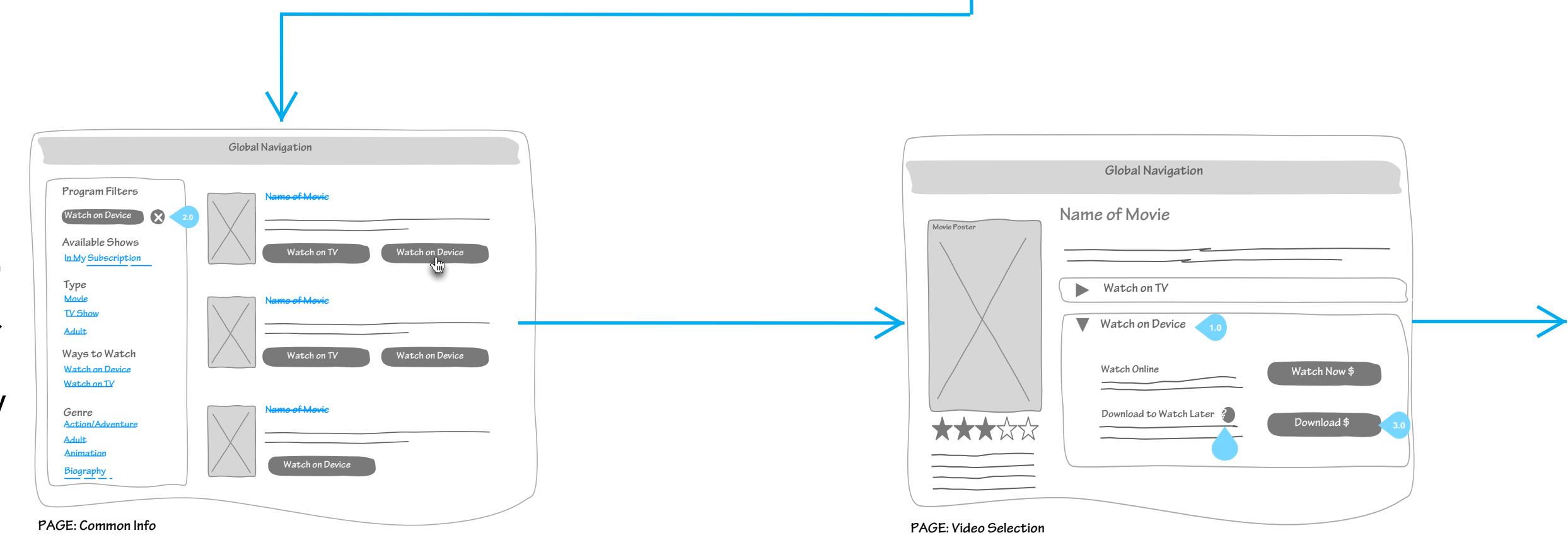


# Early Sketches

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

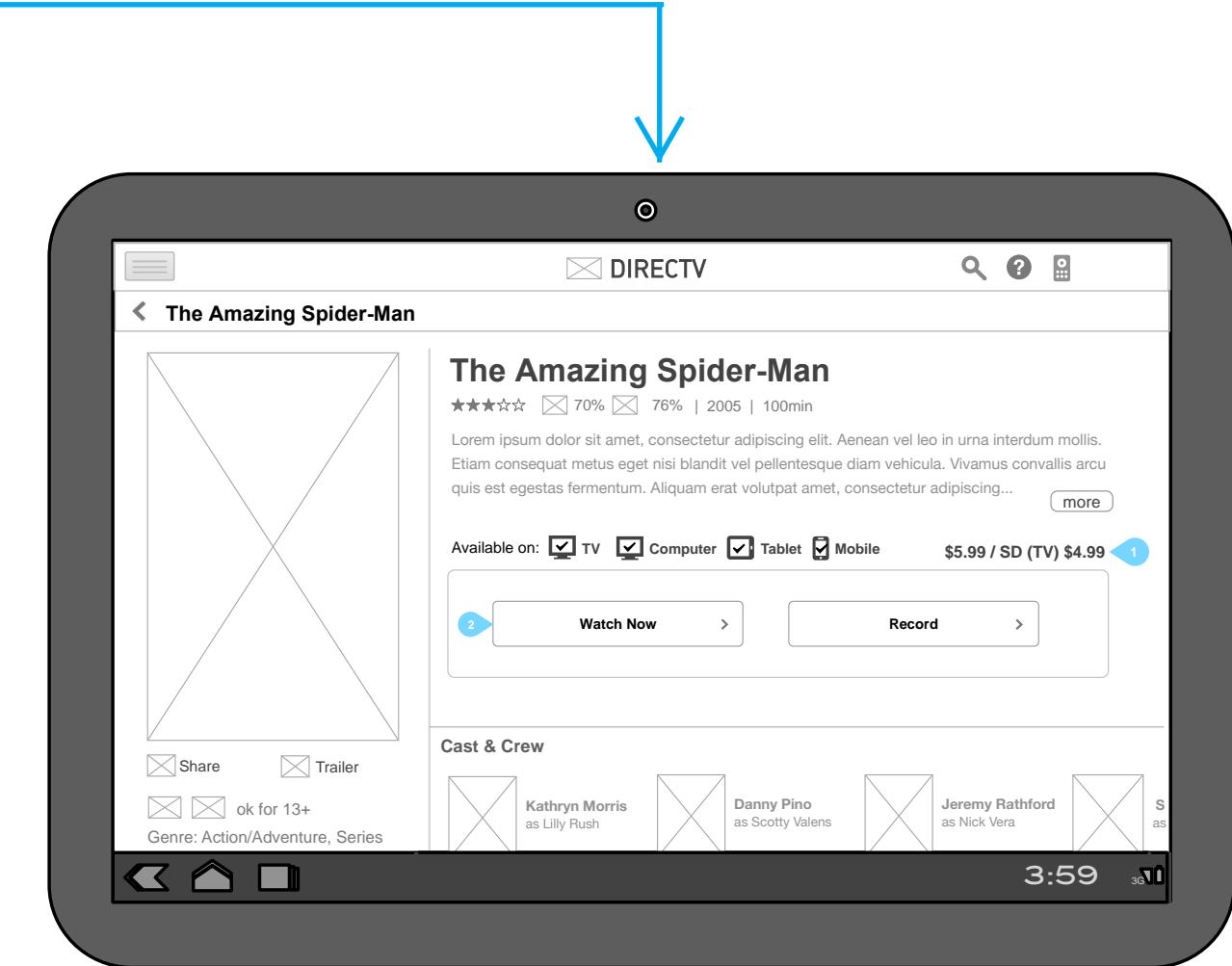
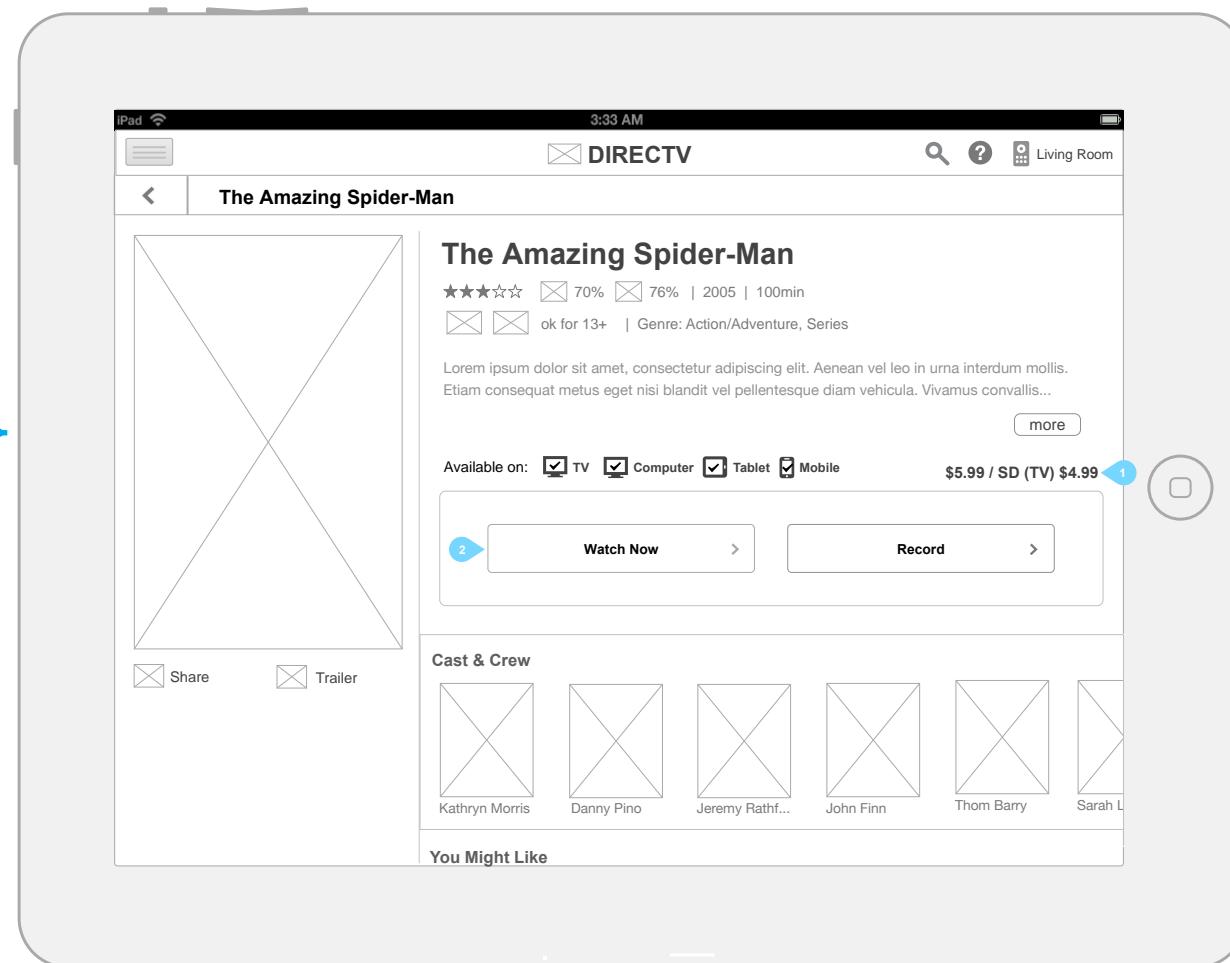


Above: Module layout sketches showcases 'media boxes' that represent content (shows, movies, series etc.) that are specifically chosen for the user based on their preferences, through analyzing trends in their past viewing activity

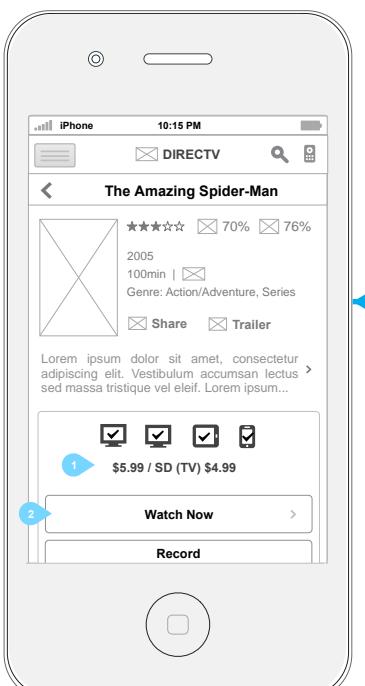


# Wireframes

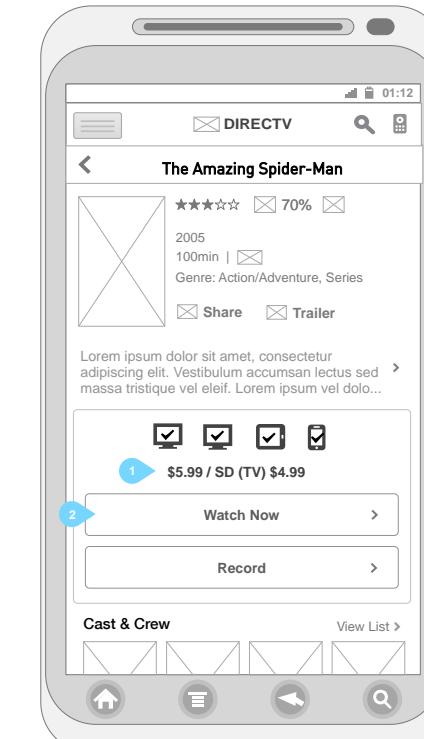
We then begin to construct the 'digital skeleton' that will be used as the foundation for production design, these wireframes will be the basis for integrating and conducting continuous adjustments before the prototype is approved and is ready to be created into 'real time' for end user use



\*For Apple Functionality

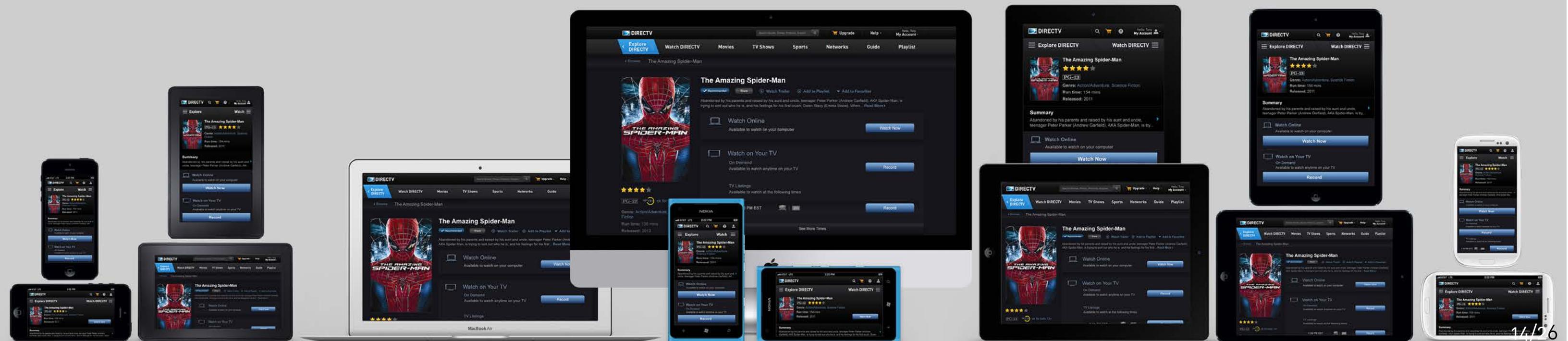


\*For Android Functionality



# 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

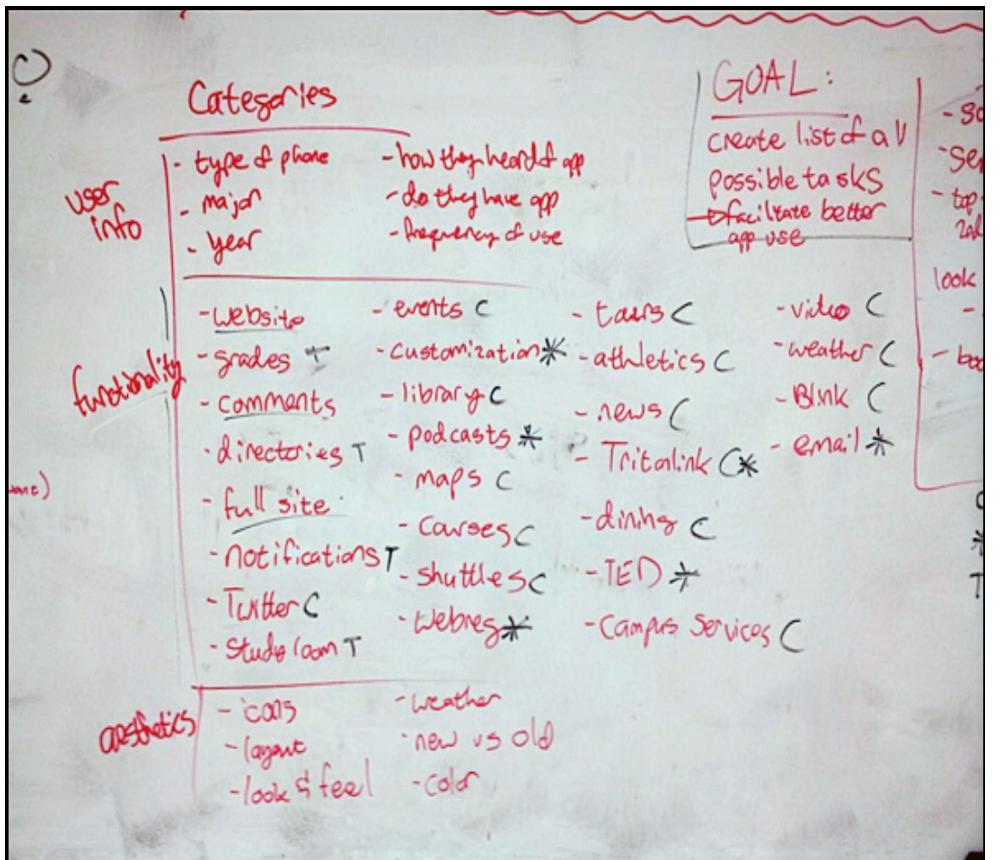
- Initial Requirements Gathering
- Work with Campus Web Office for Google Analytics data
- Contextual Interviews with UCSD staff and students
- Affinity Diagrams
- Competitive Analysis
- Persona creation
- Low-Level Visioning
- Storyboarding and Functional Specifications
- Low Fidelity Prototyping
-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

## My 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



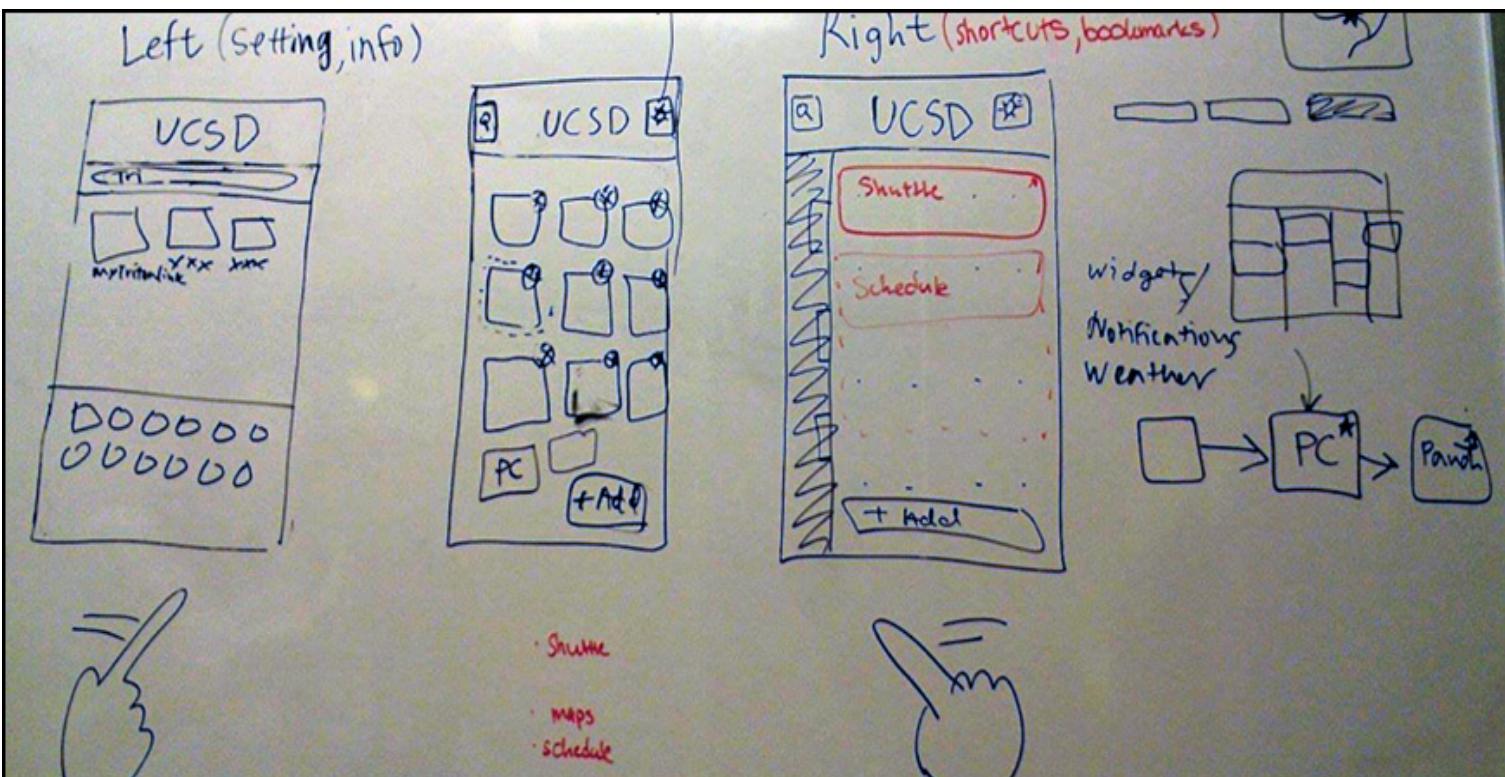
# Gathering Requirements



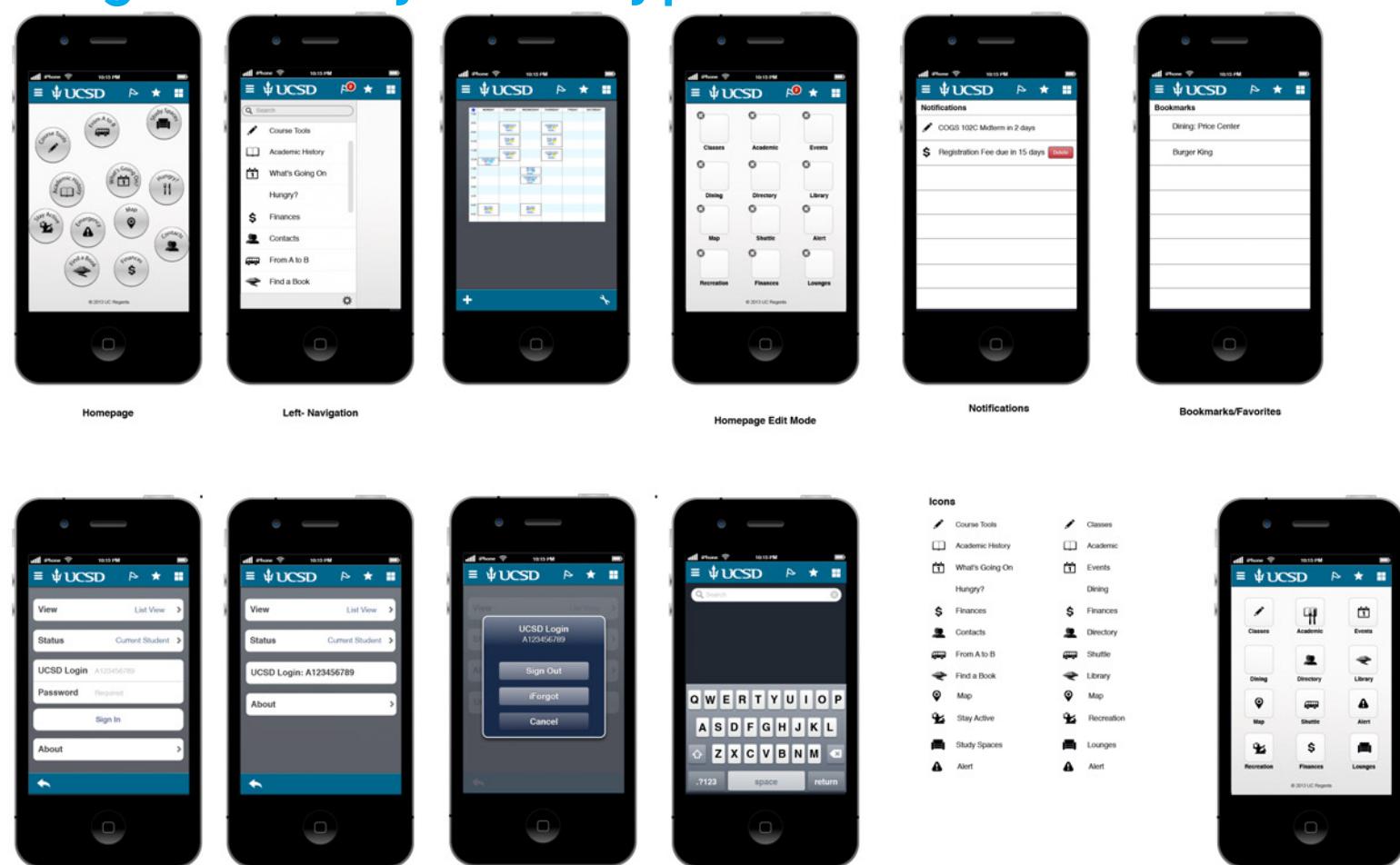
# User Personas

	4-Year Student	Transfer Student
Inexperienced	New to college. Doesn't know where anything is or how anything works	Has understanding of college, but trying to get oriented at new school. Wants to gain social life because didn't have on-campus experience in community college.
Experienced	<p>What about my classes? I'm hungry Point A to Point B</p> <p>How do I stay active? I need to get a hold of someone</p>	<p>What's going on? Where can I study?</p> <p>What about my education? What about my money?</p>
	Got the college thing down, but is looking to get a little more out of the college experience besides class. Will be graduating in a year or two and needs to start getting things in order. Needs to get in contact with resources.	Familiar with school and college experience. End of college career, needs to make sure that they have all the classes they need to graduate, and make sure all the bills are paid because they're on their own.

# Sketches



# High-Fidelity Prototypes



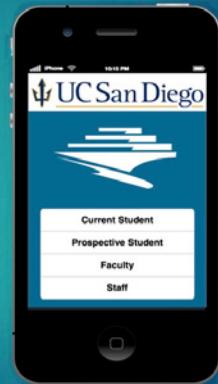
# Results

We arrived at the final design by focusing on solving problems in the app design that frustrated the most users in our user interviews we previously conducted

“ Homepage menu organization not relevant to me. ”

## Profile Selection

- Customization based on type of user – current student, prospective student, faculty and staff
- Relevant features correspond to the user status.



## Customization: Drag and Drop

- Drag and Drop System
  - Homepage icons
  - Widgets
- Enter the edit mode by holding the icon for 1.5 sec.
- WYSIWYG: Drag and Drop on the homepage.
- Trashcan holds all the removed icons
  - Tap to bring it back



“ A widget for shuttles would be helpful. ”

Problem Four

## Widgets

- Quick-View into most relevant tools
- Weekly Schedule, Shuttle Times, etc.
- Based off breakdowns and insights from data.



## Notifications

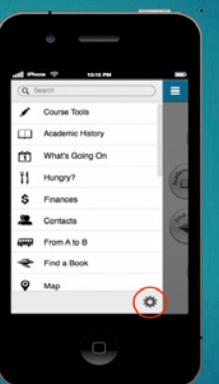
- Current Balance Changes
- Bill due date approaching
- Holds
- Study Rooms (Upon Reservation)
- Exam Dates (TED Integration)
- Unique User-Defined Reminders



“ Need to dig through the App to find the information I need. ”

## Easy Log In/Out

- Setting on the left navigation feature allows users to log in and out anytime throughout the application.
- Avoid users sign in and out multiple times.
- Save the user's authentication locally.



“ I want to be notified when the balance is due. ”

Problem Five

“ It's stupid that I have to go to the homepage to go to another feature. ”

Problem Six

## Navigation

- Navigation menu available upon left sweep
  - Accessible from any level within the hierarchy
- UC San Diego logo navigates back home
- Navigation consistent across all hierarchical levels.



# How 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.

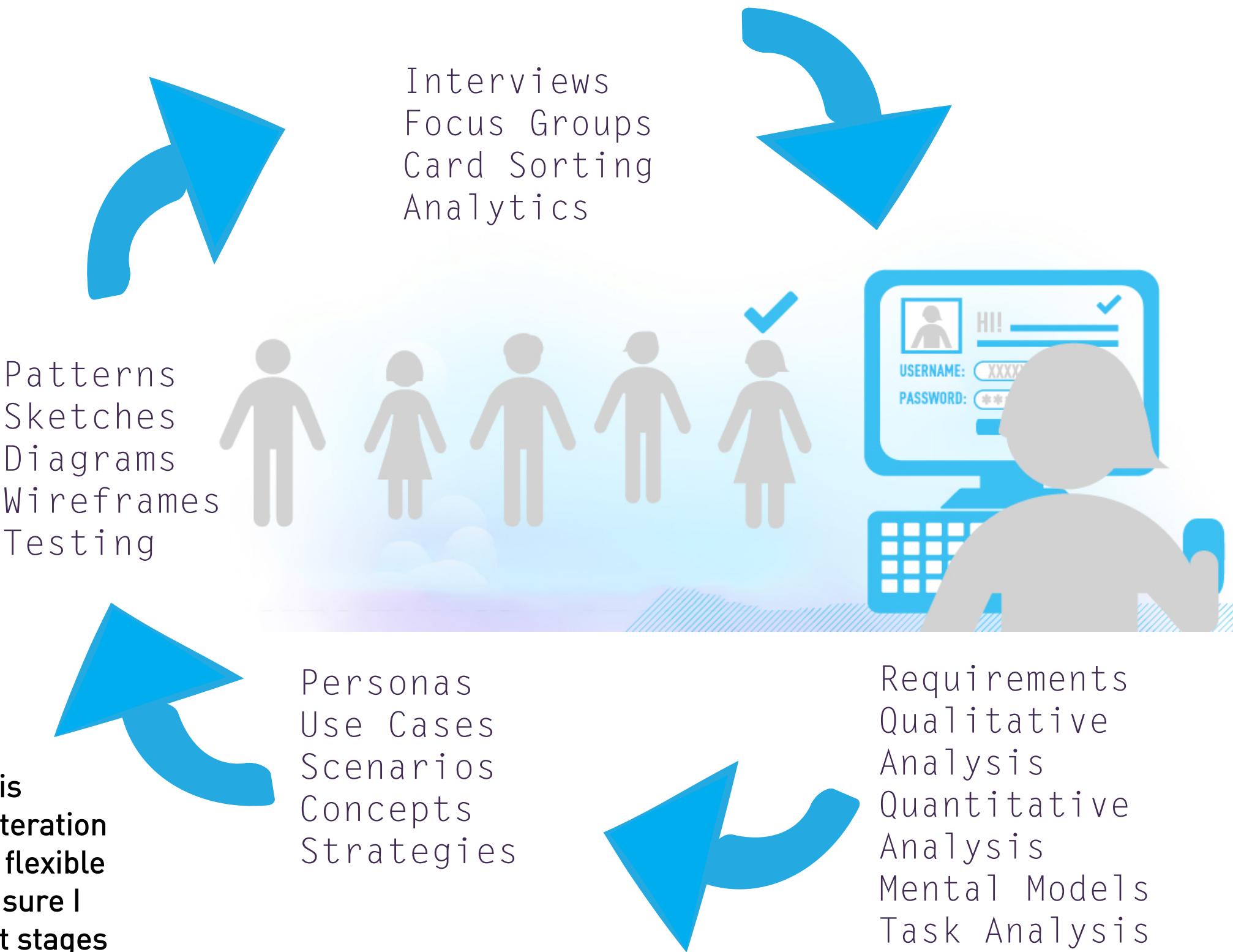
In this definition phase, I conduct research, create requirements and produce models and mappings that will inform functionality, screens and goals that the system I am designing must account for. These mappings can include experience maps, use cases, flows, information design, service design and strategies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

### The Busy Father

**Arthur**



"I just need them to show up when they say they will."

Arthur is a busy father who prioritizes reliability over expressiveness and goes奔忙. He has a wife and two young children. He works long hours at his office and tries to keep his family involved in his work. He is a good provider but lacks time for his family.

**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 there's quite a bit they'll need to clean out first. The house plus lots of other renovation work is the major bottleneck.

**Characteristics**

- Simple needs like the acquisition of a family estate or small remodeling job (e.g. bathroom).
- Little to no experience with acquiring a home.

**Goals**

- Get a reliable service.
- Get rid of all the stuff they aren't keeping or donating.
- Find motivation for the property during the process.
- Avoid lengthy delays.
- Get rid of that clutter quickly (use it's time).

**Influences**

- Available when needed.
- Price.
- Wider range for the property from their friends.
- Getting the condition she wanted before.
- Speed of service and picking up customers.
- On-time service for scheduling and payment.
- Quality and cleanliness of equipment.
- Reliable and honest employees.

**Frustrations & Pain Points**

- Initial service offers.
- Interaction with the process.
- Don't know what they don't know.
- Waiting for updates to capture opportunities before work.

**Qualities**

- How anything that gets left.
- How quickly can they return and pick up?
- What have the property in the condition it was originally?
- How does the work?
- Is there a permit required?
- How much will it cost?
- How easily can I get a hold of someone if I need to?

### PERSONA

**Thomas Petrowski**  
Age: 35, Male, Married

"I had a great life with Paul and Helen [sic], but I'm not connected to go with either."

**Knowledge**

**Skills**

**Interests**

**Goals**

- Buying a house.
- All the publicity about it.
- Ensures that it's being built.
- Getting a good deal.
- Saves on costs.
- Planning to sell.

**Influences**

- Reliable offers needed.
- Price.
- Wider range for the property from their friends.
- Getting the condition she wanted before.
- Speed of service and picking up customers.
- On-time service for scheduling and payment.
- Reliable program.
- Quality and cleanliness of equipment.
- Reliable and honest employees.

**Frustrations & Pain Points**

- Initial service offers.
- Interaction with the process.
- Don't know what they don't know.
- Waiting for updates to capture opportunities before work.

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- How anything that gets left.
- How quickly can they return and pick up?
- What have the property in the condition it was originally?
- How does the work?
- Is there a permit required?
- How much will it cost?
- How easily can I get a hold of someone if I need to?

**Thomas's TV Experience**

- TV: Netflix (selected movies), Hulu (with family), Netflix.
- Concert Subscription: Blurred TV, Home, Photo, Photo (3-5 hrs).
- Location: [Address], New York City, NY, USA.
- Competence: [Competence] TV - [Competence]
- Work: [Work] - [Work] - [Work] - [Work].
- Technology: [Technology] - [Technology] - [Technology].
- Home: [Home] - [Home] - [Home] - [Home].

**Thomas's Devices + Digital Mobility**

- Smartphone: iPhone 6 Plus (Android)
- PC: Laptop (MacBook Pro)
- Mobile Device: iPhone 6 Plus (Android)
- Frequency of mobile phone usage: 3 times a day
- Device with housing app: 3 times a day
- Device with messaging on mobile phone: 3 times a day
- Frequency of buying an mobile phone: 3 times a year

**Thomas's Budget**

Tom is considering a new travel agency that is offered by Thomas. Tom is a single man with a limited income. He has been saving money for his vacation. He is looking to book his flight to a location, specifically when he has the freedom of a play his vacation.

**Tom's Goals for TV**

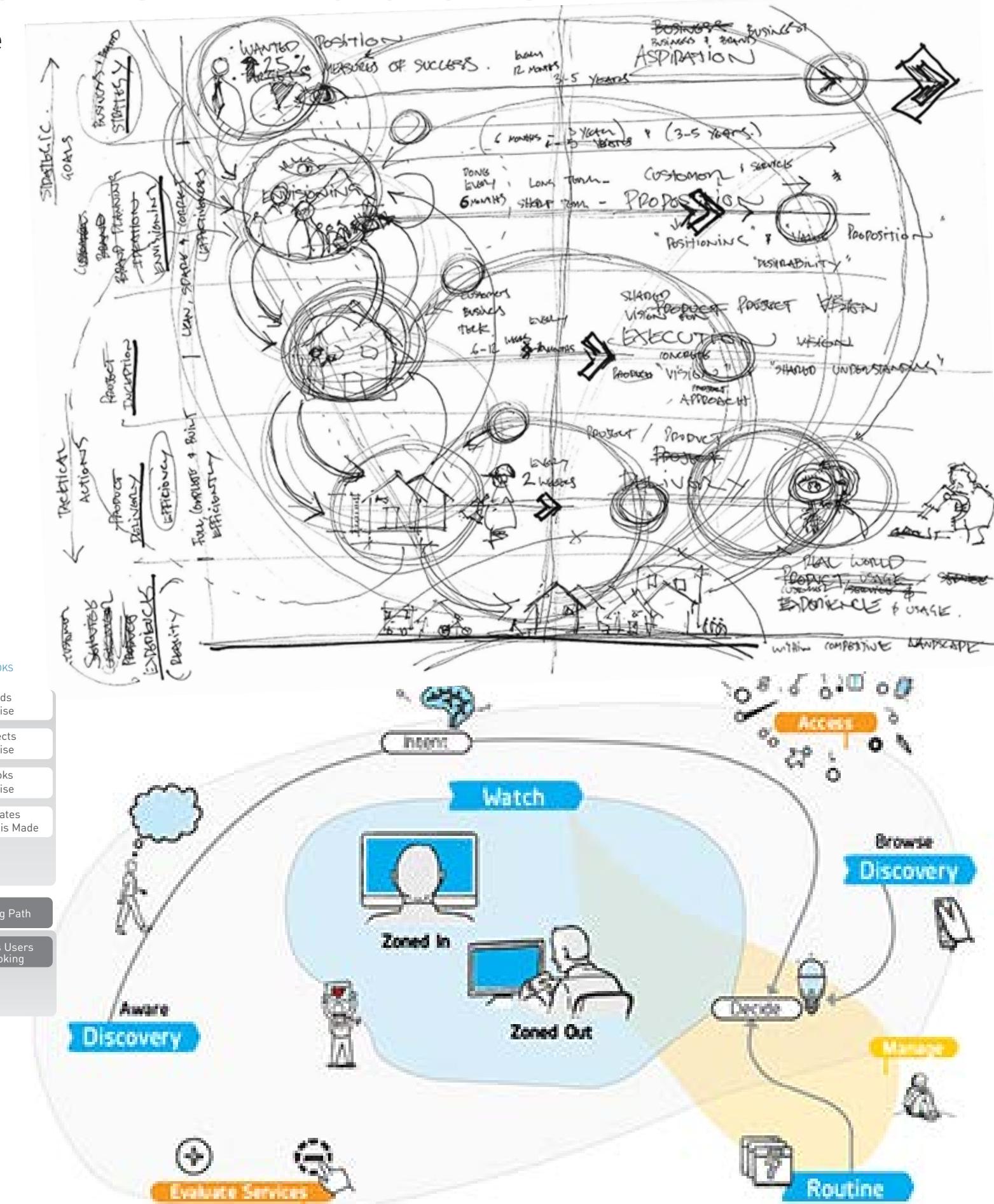
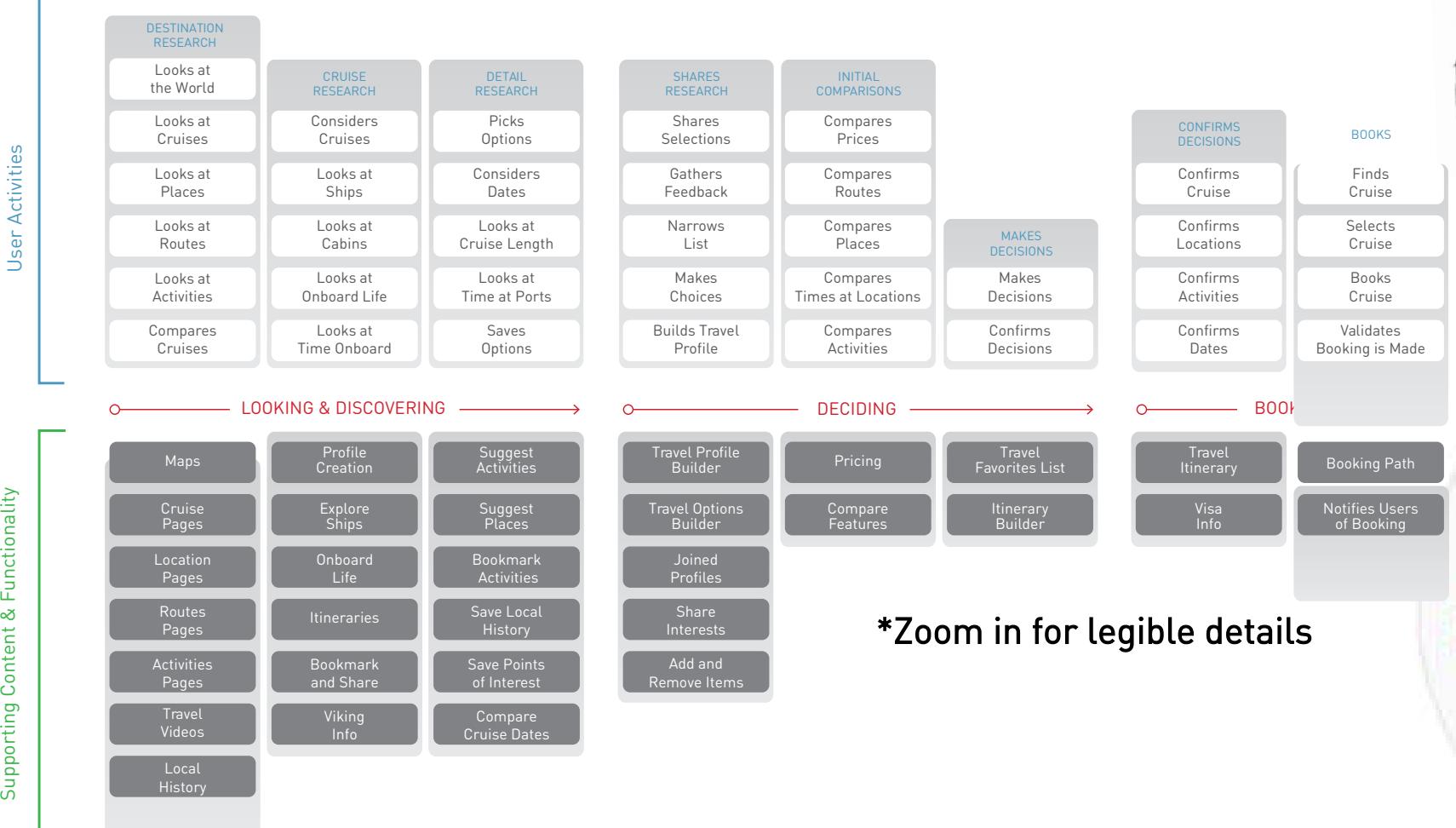
All I want to get the best value TV package I can afford before my Comcast bill rises. I want to renew another provider with my internet service represented since Comcast doesn't seem to value the five years I have been with them.

# 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.



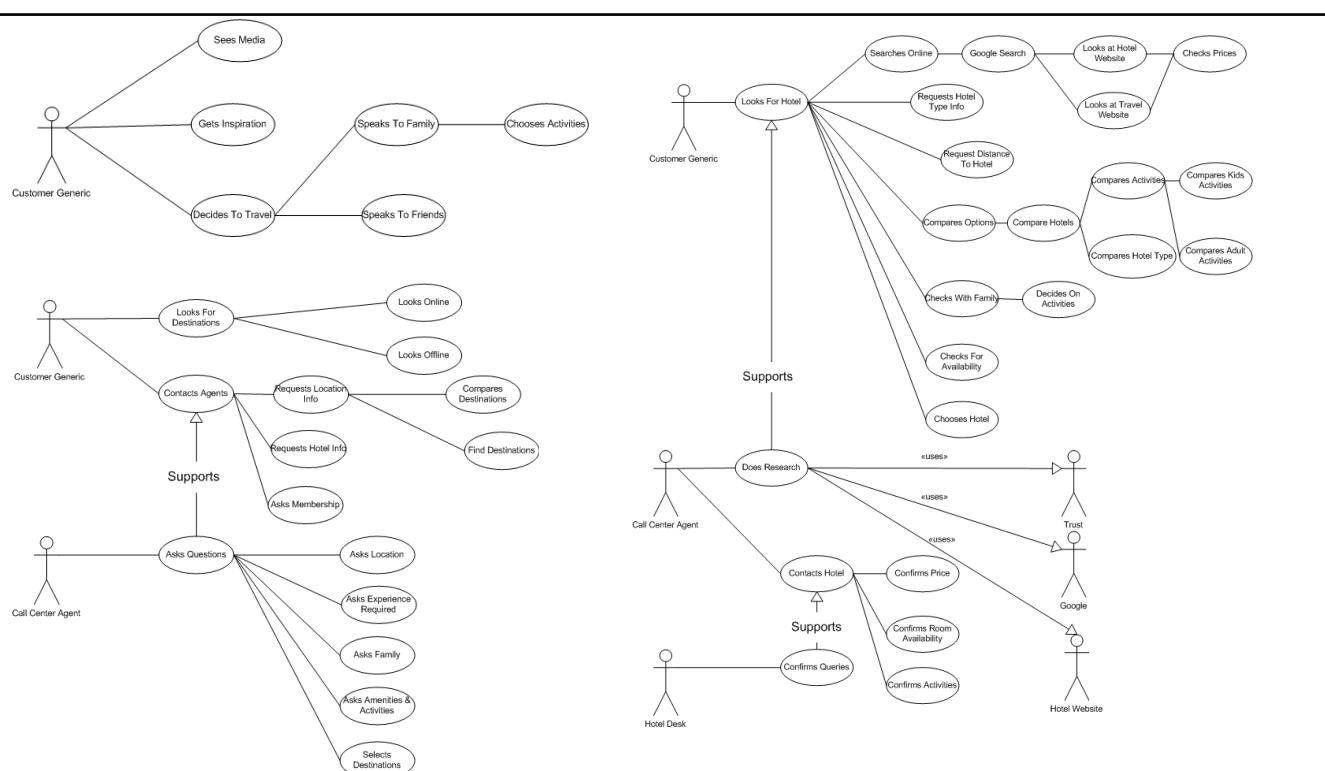
# Use Cases & Use Case Diagrams

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

8. User removes items from the list
9. User sees bundle and product descriptions
10. Users browses images
11. User adds bundle to cart
12. User proceeds to check-out

15. User selects the product they are most interested in
16. User adds to cart
17. User proceeds to check-out
18. User proceeds to check-out

### 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 9: User Selects Spanish Version of Site

1. User arrives at site and sees content is in English
2. User sees option to view spanish version
3. User selects language options
4. Page reloads with content in Spanish

### Use Case 2: User Finds a Product

1. User arrives at the website
2. User sees the category of product they 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. 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

14. User sees price on confirmation page
15. User arrives at new design landing page
16. User sees design and product descriptions
17. User browses images

### Use Case 3: User Searches

1. User is at the website
2. User decides to perform a search for the product, category or brand
3. User enters product type in the search box
4. User submits the search
5. User sees a search result list
6. User scrolls the list
7. User changes the view from list view to grid view
8. User selects an item from the list
9. User arrives on a Product Detail Page

18. User sees purchase confirmation and receives e-mail

### Use Case 7: User Compares Products

1. User arrives at the site
2. User sees the category of product they 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. Result set is sorted by sort criteria
9. User marks products to compare
10. The products are displayed as selected in the list
11. User selects the compare view
12. User sees a screen with the products they've selected to compare
13. User selects products they want to compare against each-other
14. User sees product descriptions, images and features

### 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

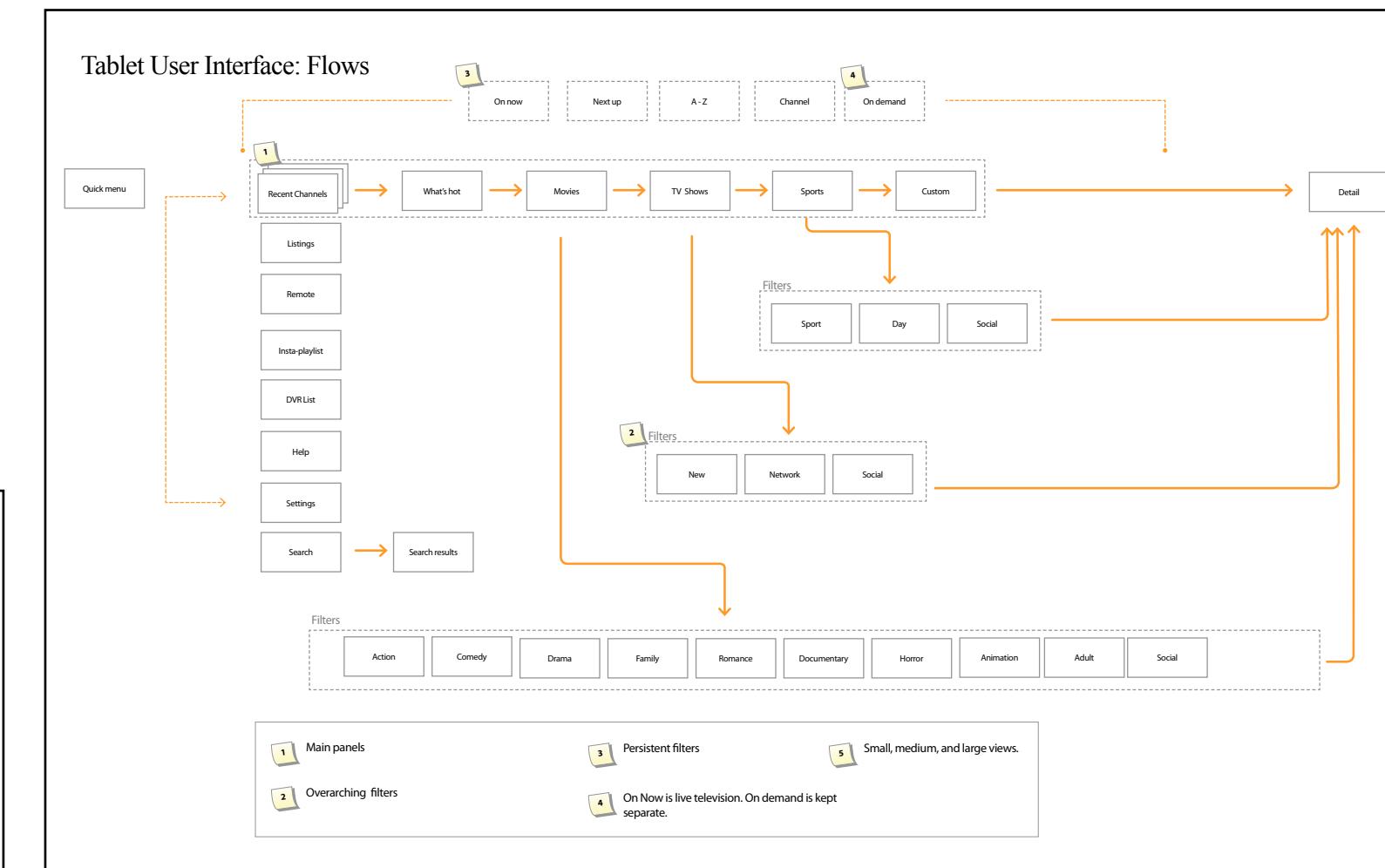
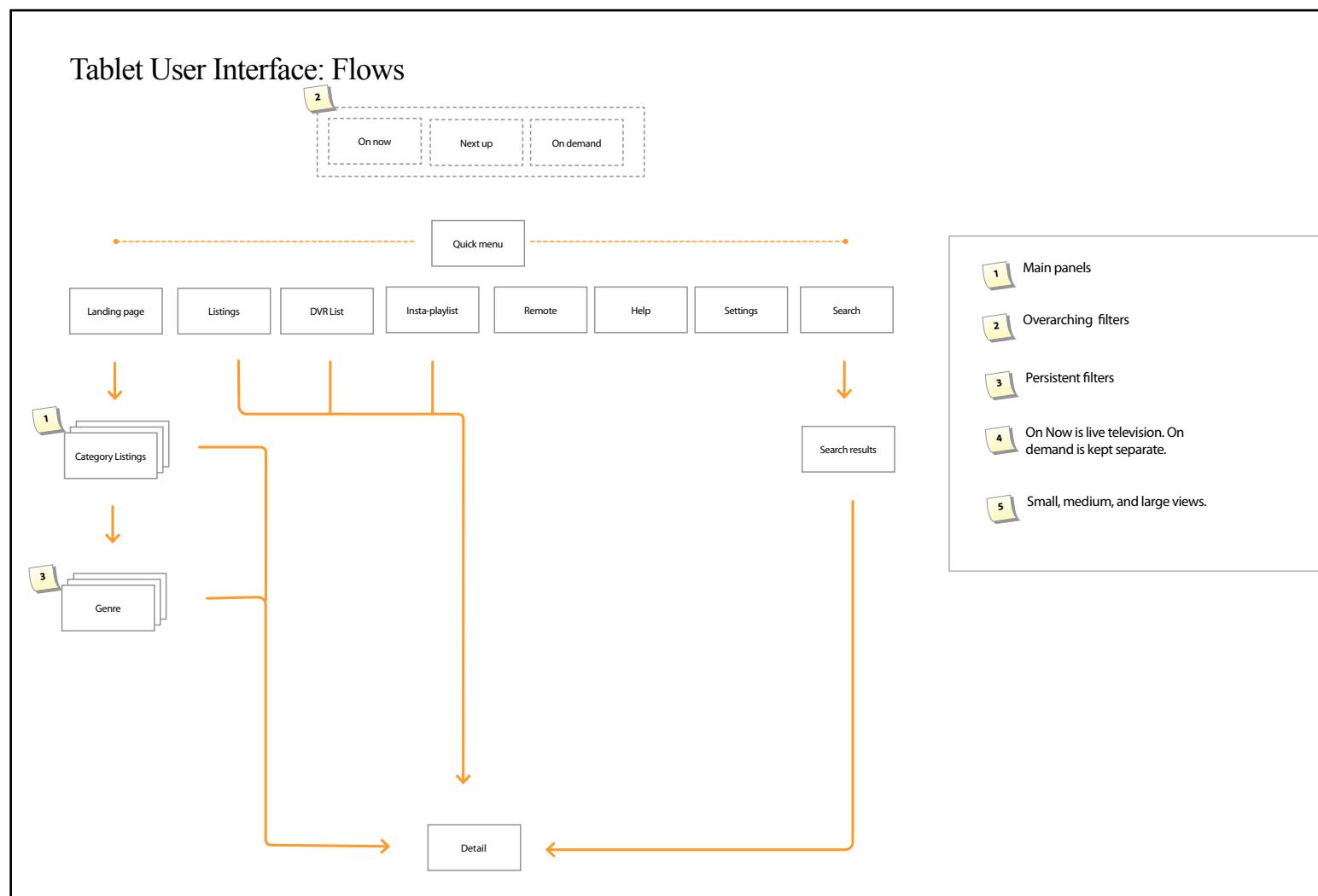
\* zoom in for details

# 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



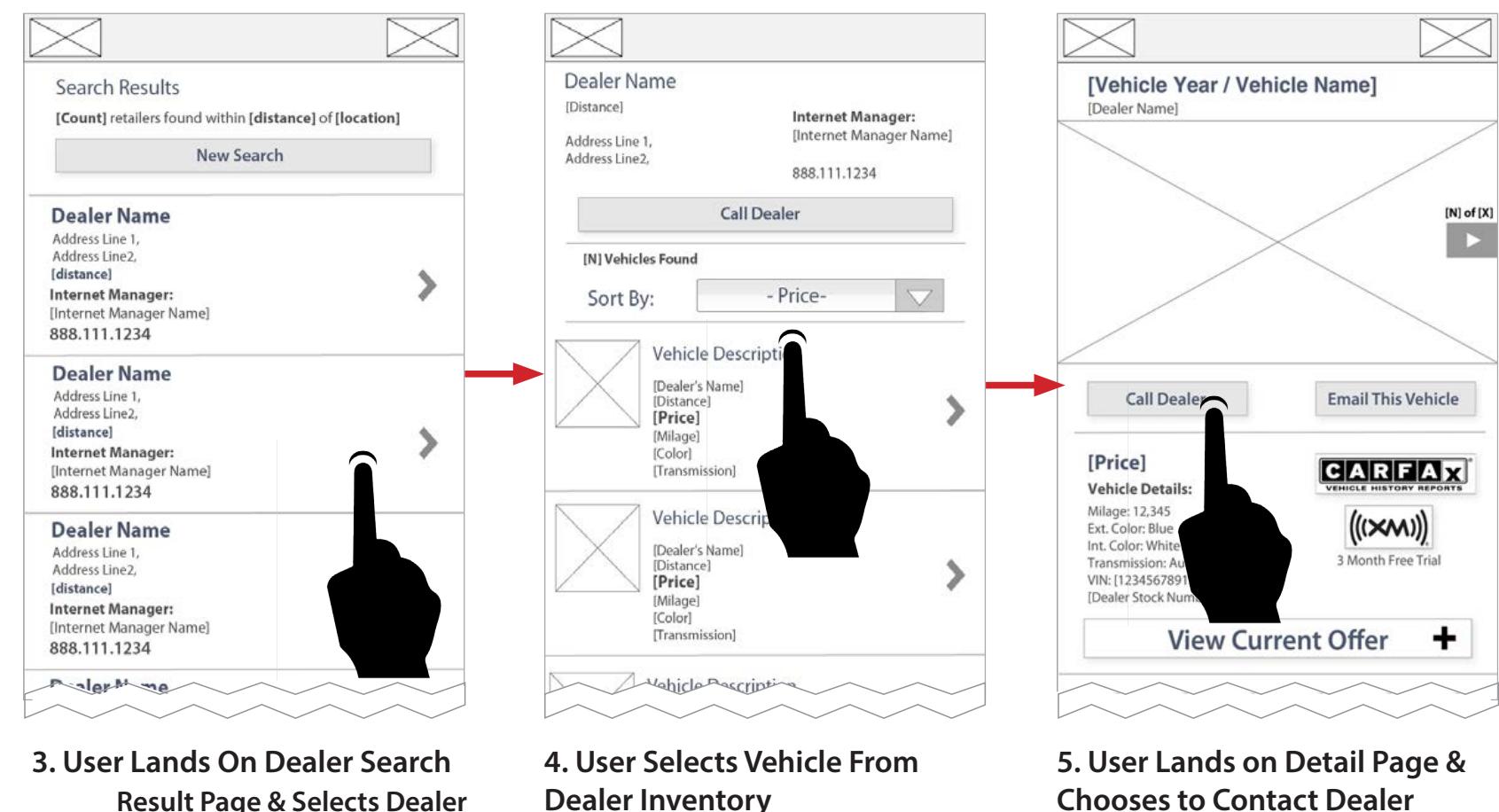
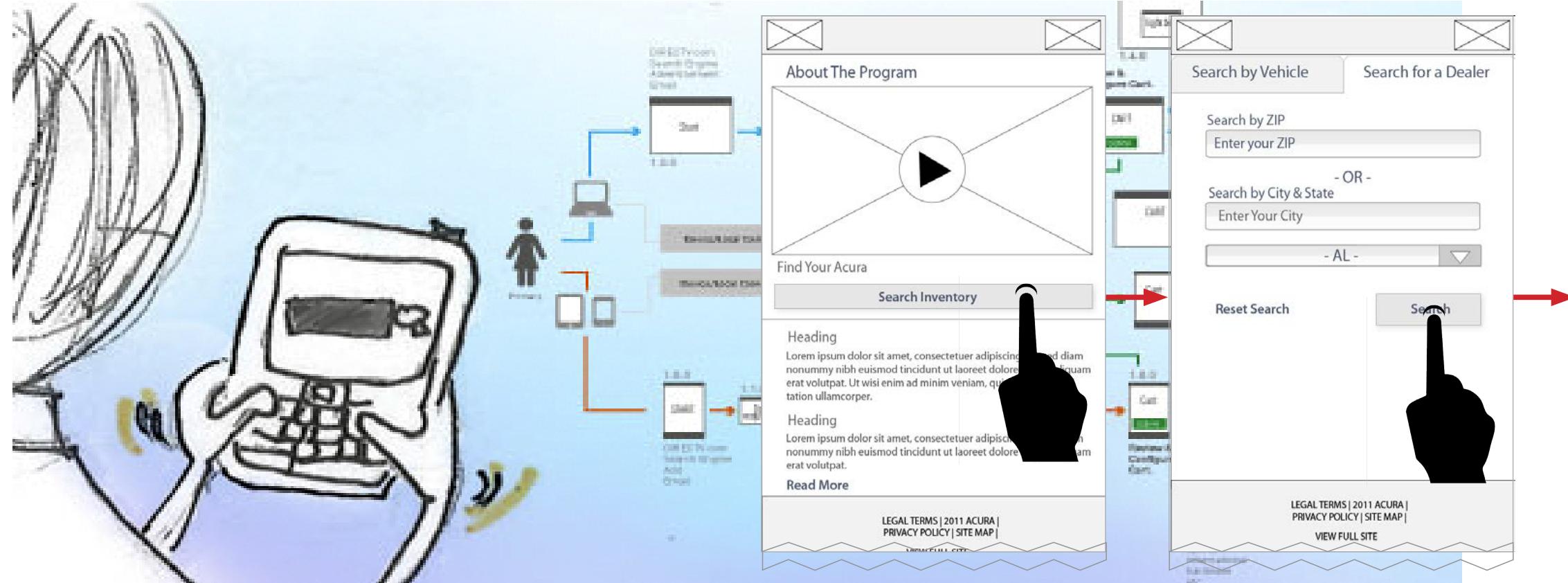
\*zoom in for details

# 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

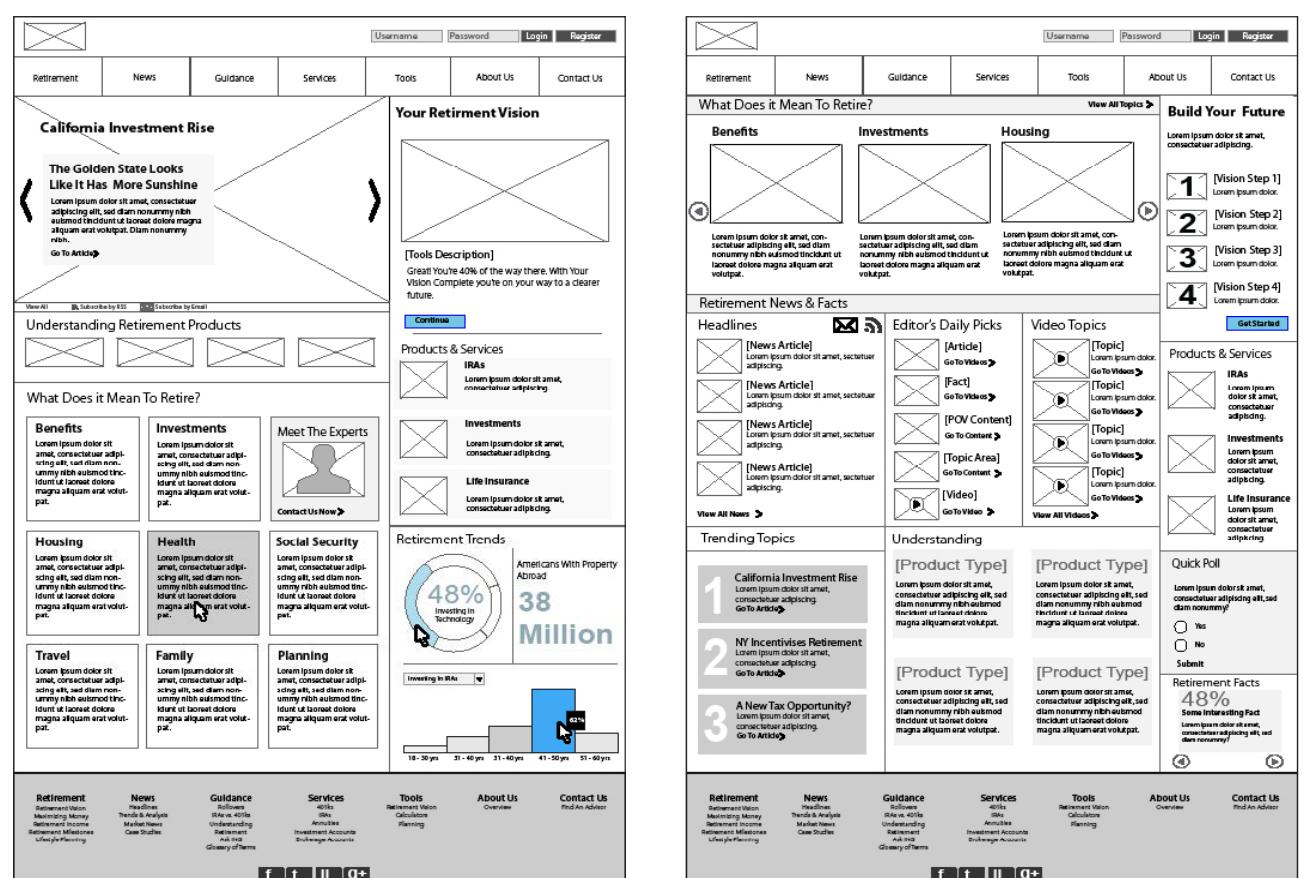
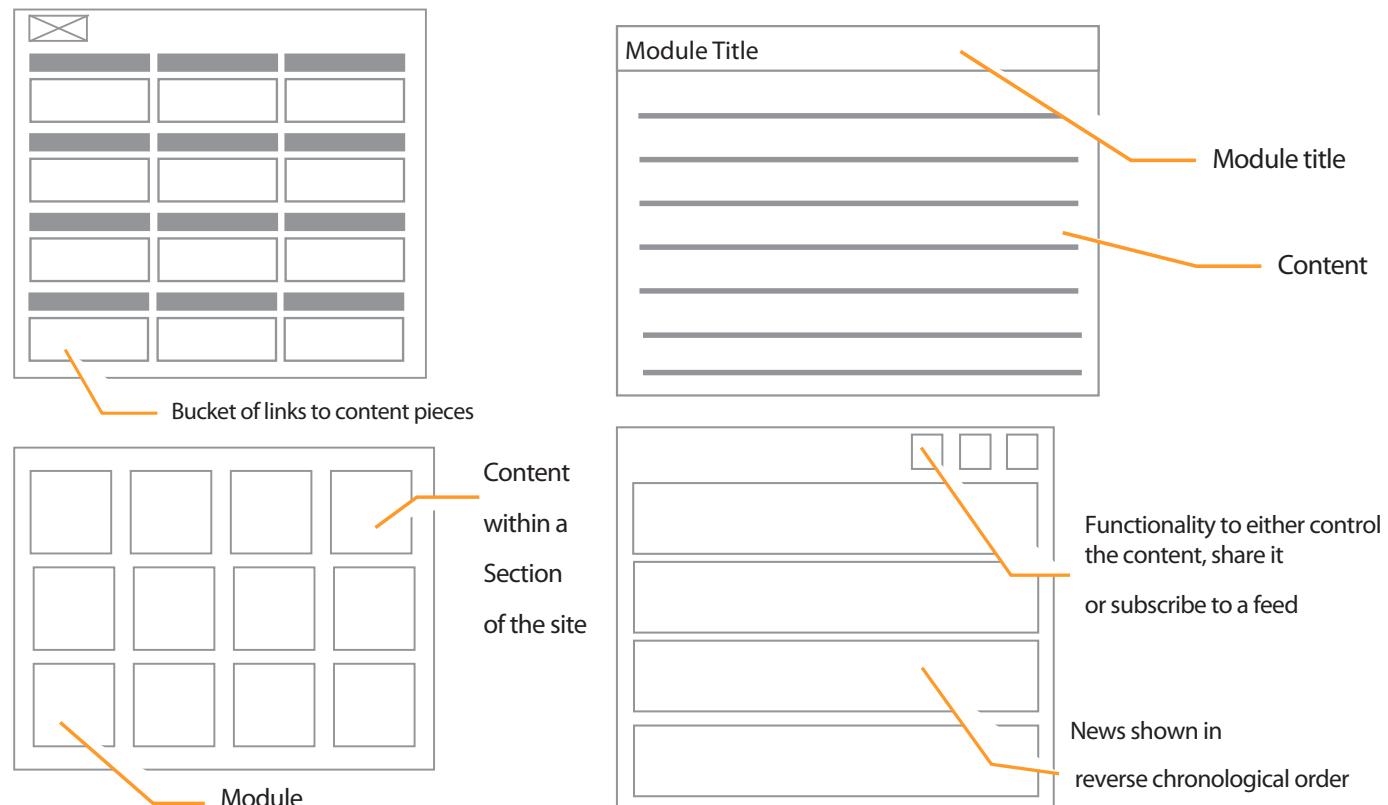
A layout, the patterns used in a layout, and the rationale behind their use, are first steps in design. By identifying patterns:

- 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.



We need to reengineer companies to focus on figuring out who the customer is, what's the market and what kind of product you should build

Eric Ries

THE LEAN STARTUP ERIC RIES

DESIGNING FOR THE DIGITAL AGE

KIM GOODWIN



KUNIAVSKY OBSERVING THE USER EXPERIENCE

Ulrich I Eppinger

PRODUCT DESIGN AND DEVELOPMENT

Second Edition



MENTAL MODELS by INDI YOUNG

Rosenfeld

About Face

The Essentials of Interaction Design

Cooper  
Reimann  
Cronin



Handbook of Usability Testing

SECOND EDITION



Gamestorming

Gray Brown Macanufo

THIS IS SERVICE DESIGN THINKING

Stickdorn / Schneider

INNOVATION GAMES

Hohmann

Communicating Design SECOND EDITION

Your customers are not you. They don't look like you, they don't think like you, they don't do the things that you do, they don't have your expectations or assumptions. If they did, they wouldn't be your customers they'd be your competitors.

Mike Kuniavsky

Your most unhappy customers are your greatest source of learning

Bill Gates

# Thank You!

Contact Info:  
Samson Toor



Website:  
[www.uxinspires.me](http://www.uxinspires.me)  
Email:  
[samson@uxinspires.me](mailto:samson@uxinspires.me)  
Phone: 909 438-1425