

# Samson Toor

# UX Portfolio & Insights

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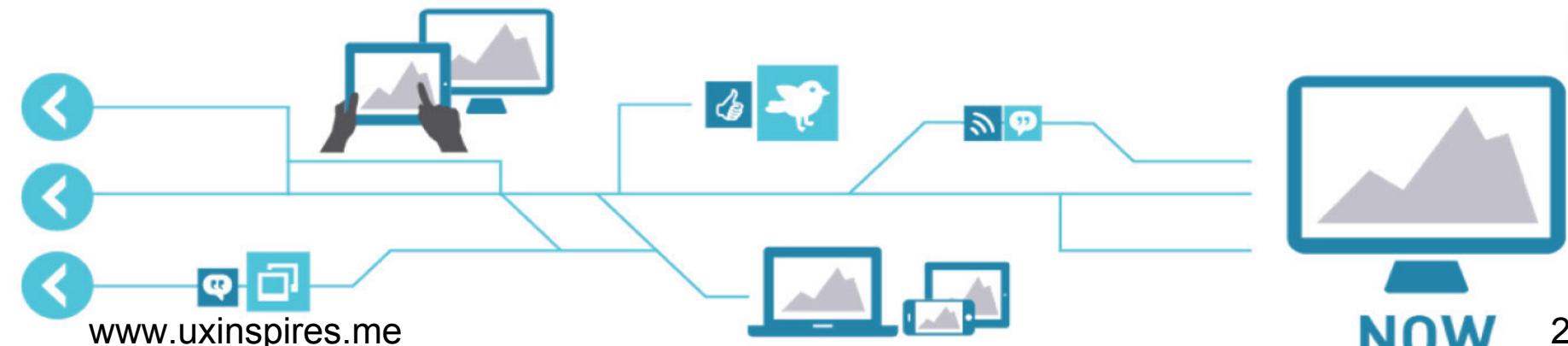
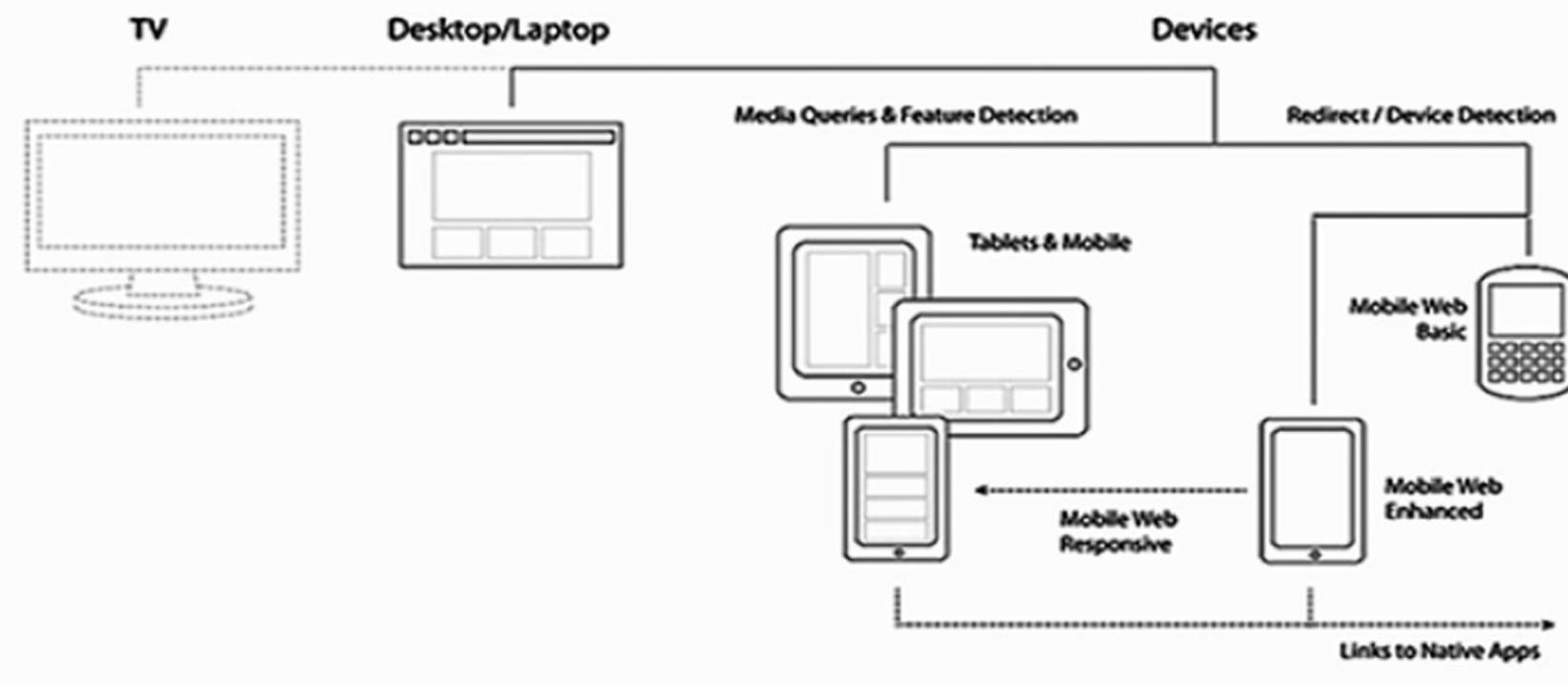
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User Experiences exist across multiple devices. They ensure people can achieve their goals seamlessly. It is my goal to make people's goals attainable—intuitively, by bringing user empathy and research validation early on in the design process, from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



# 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®

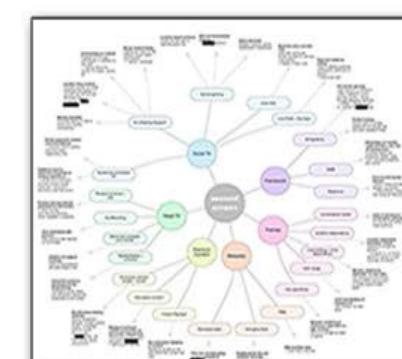
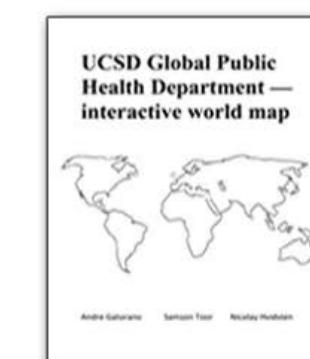
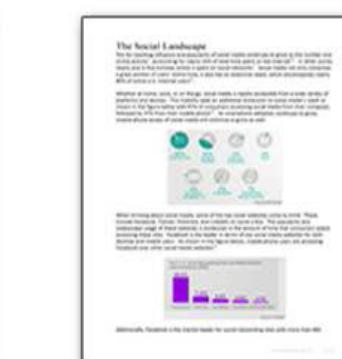
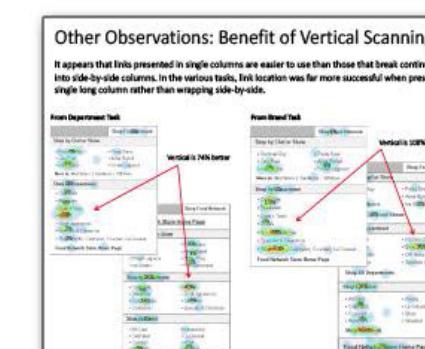
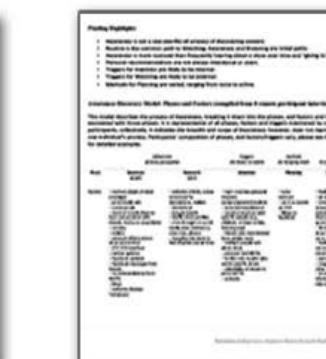


UNIVERSITY  
OF  
LOUISIANA  
Lafayette



UC San Diego  
Cognitive Science

AMGEN®



# User Experience Projects

## UX Design

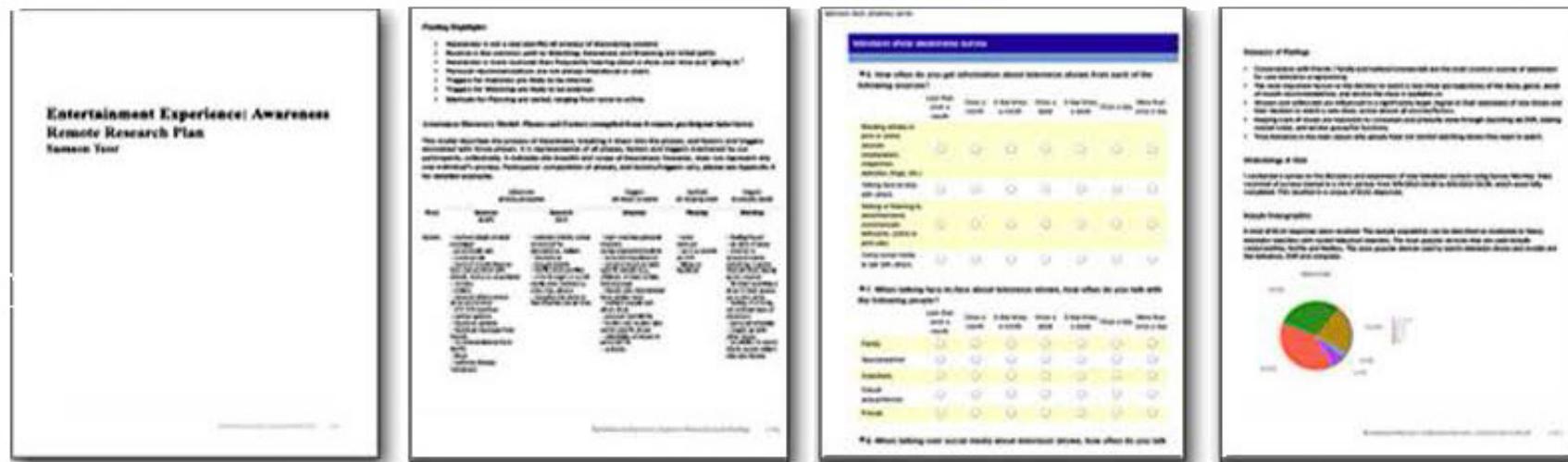
- DIRECTV Responsive Design Cross-Platform Case Study
- UCSD Mobile UX Redesign
- Cafe 21 UX Redesign



UCSD Mobile App UX:  
Reimagined & Redesigned

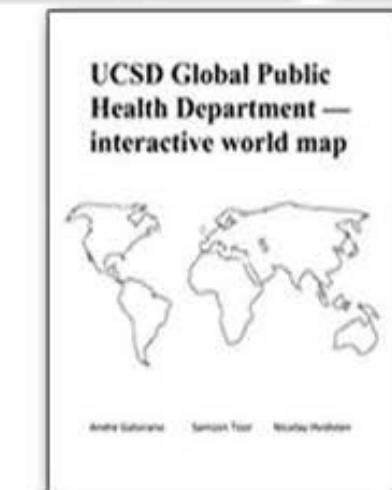
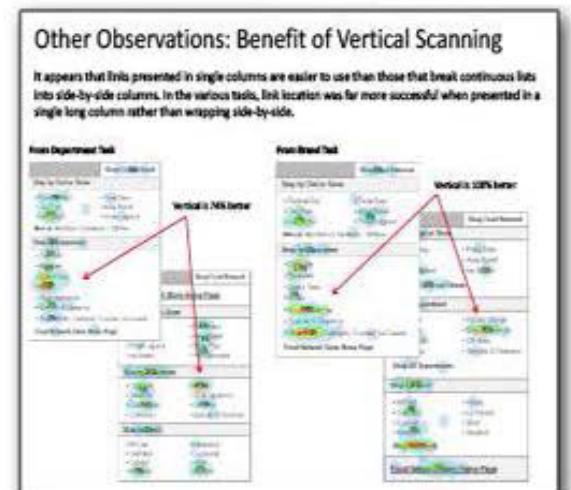
## UX Research

- Digital Entertainment Products User Experience Research



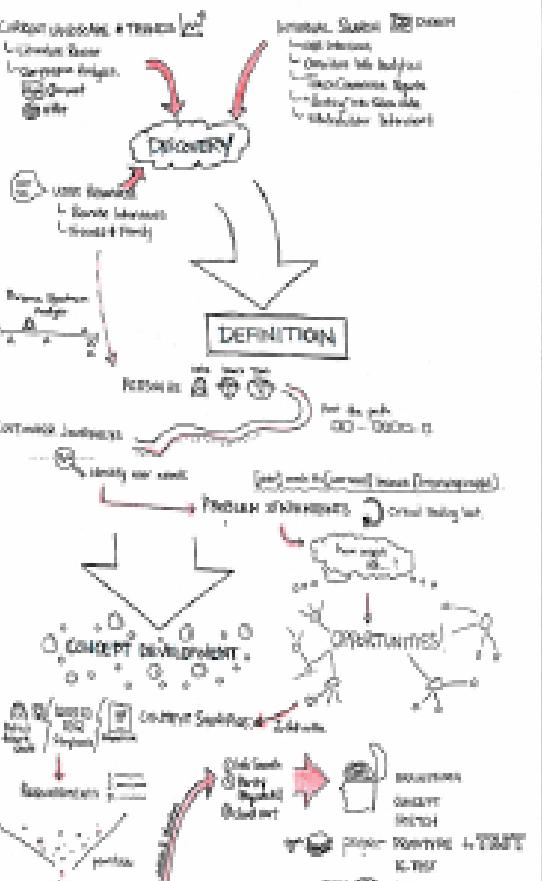
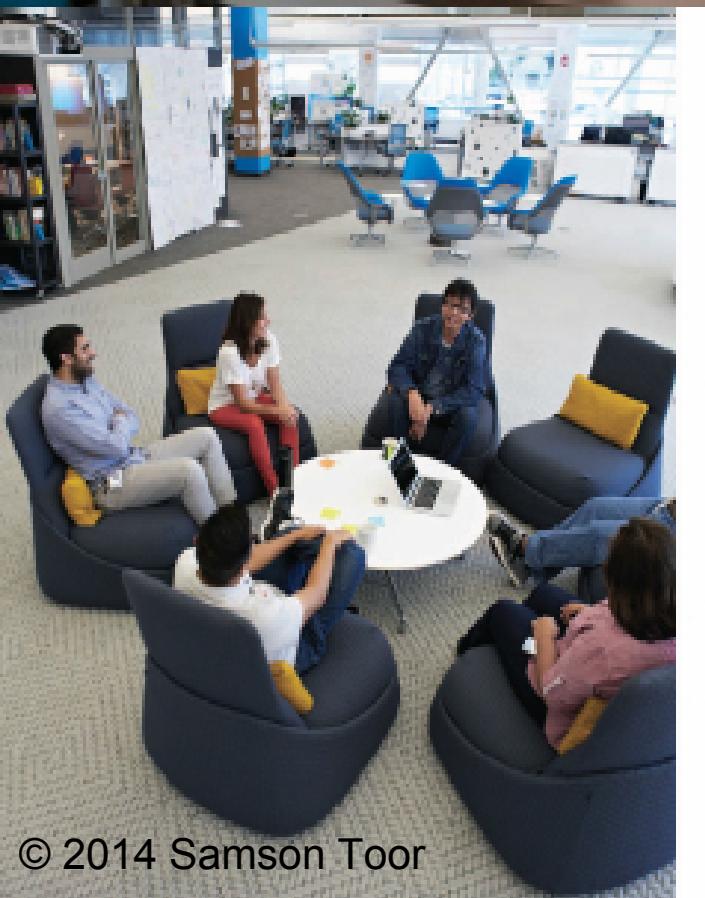
## UX Design study

- 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

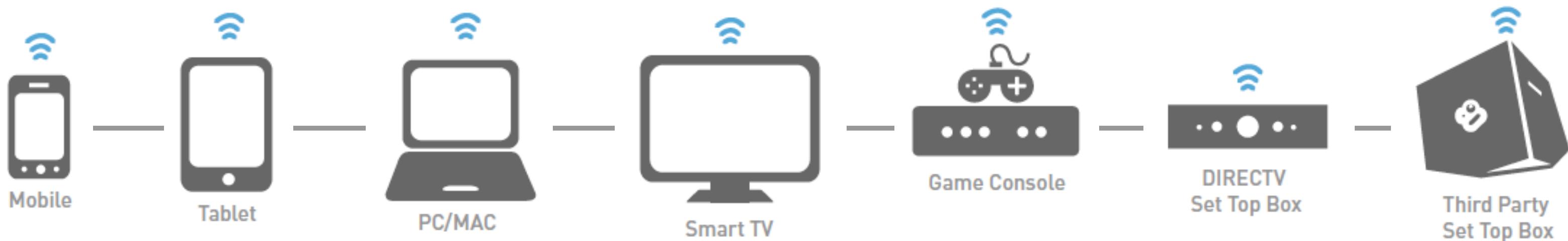
Losing significant market share as a digital satellite provider, as the industry rapidly shifts toward internet-based subscription services which are available on a broad spectrum of devices in comparison to DIRECTV's limited user experience due to their confined singular approach allowing their services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

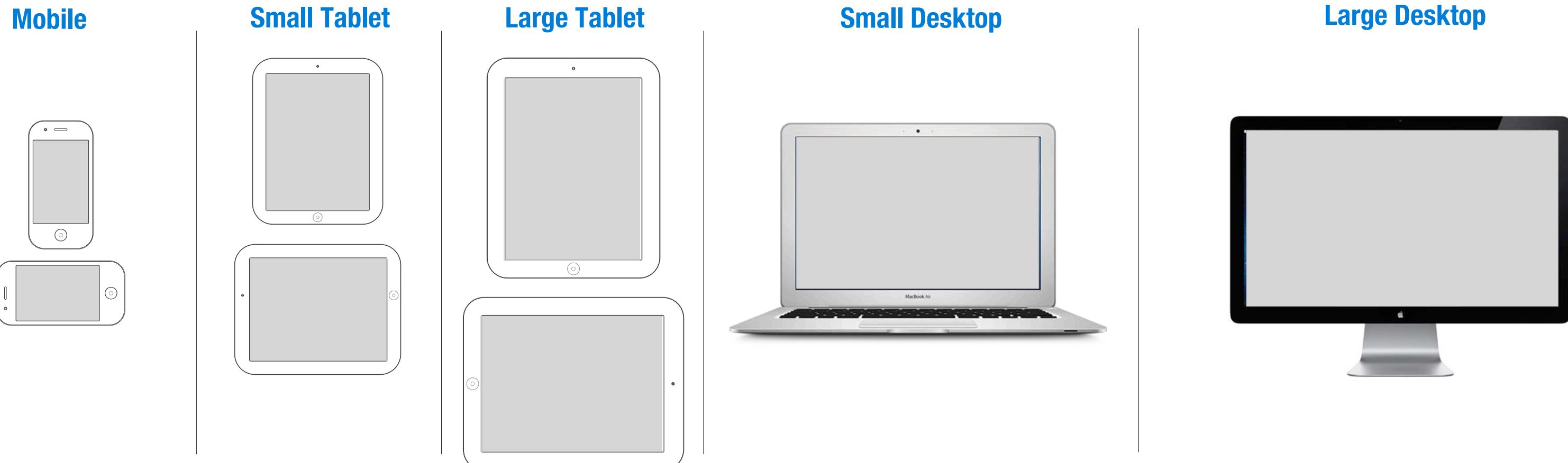
Create an intuitive and holistic experience for users across all devices and platforms: desktop, tablet, mobile, set-top box  
- integrate all content delivery methods into one common info screen for iOS, Android, Windows, and streaming devices



# Process

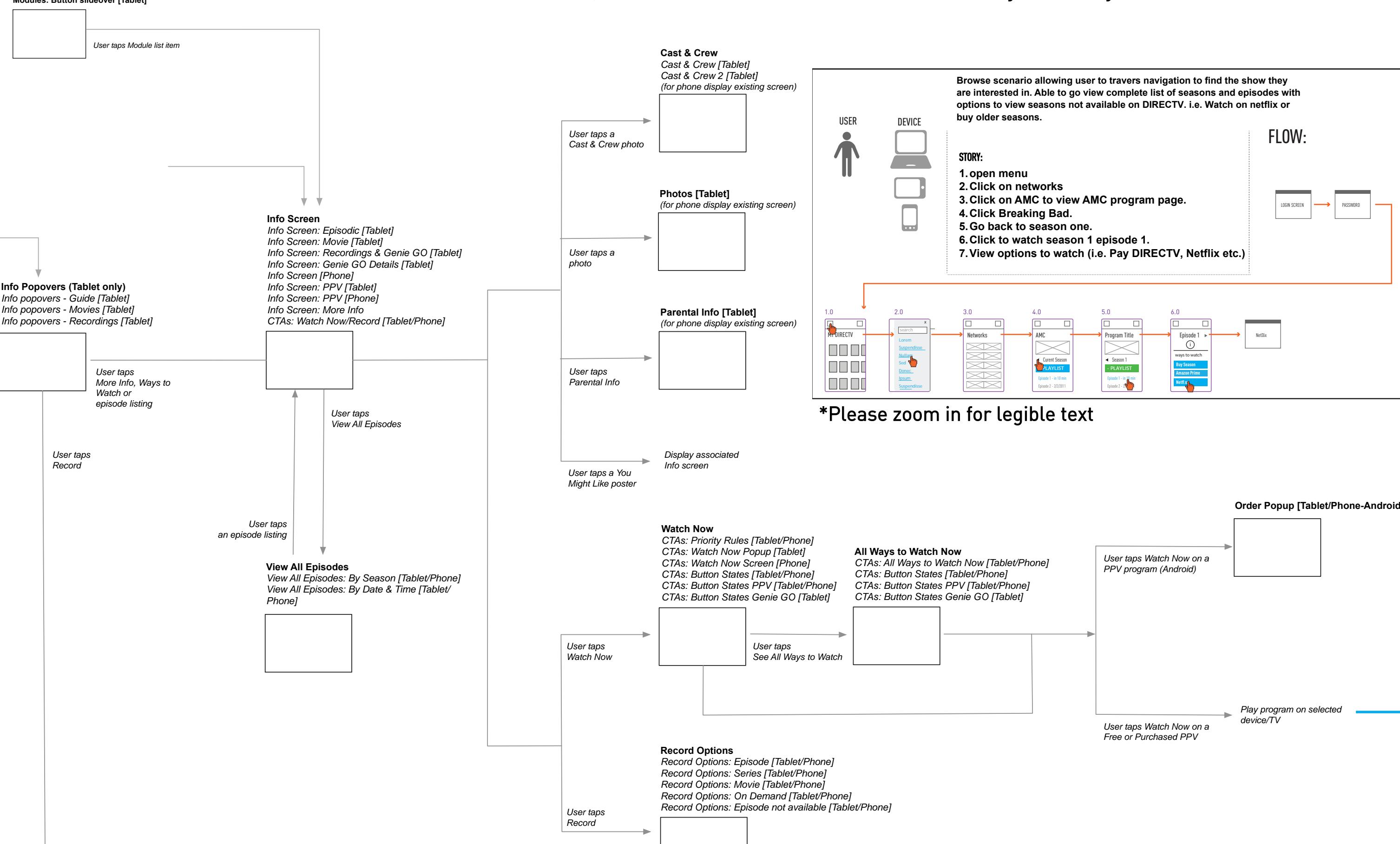
Competitive Analysis: Conduct a detailed analysis of Competitor's specifications through comparing and contrasting their central features, functions and flows which provides a basis and a foundation to evaluate areas of opportunity to further assist in wireframe design

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



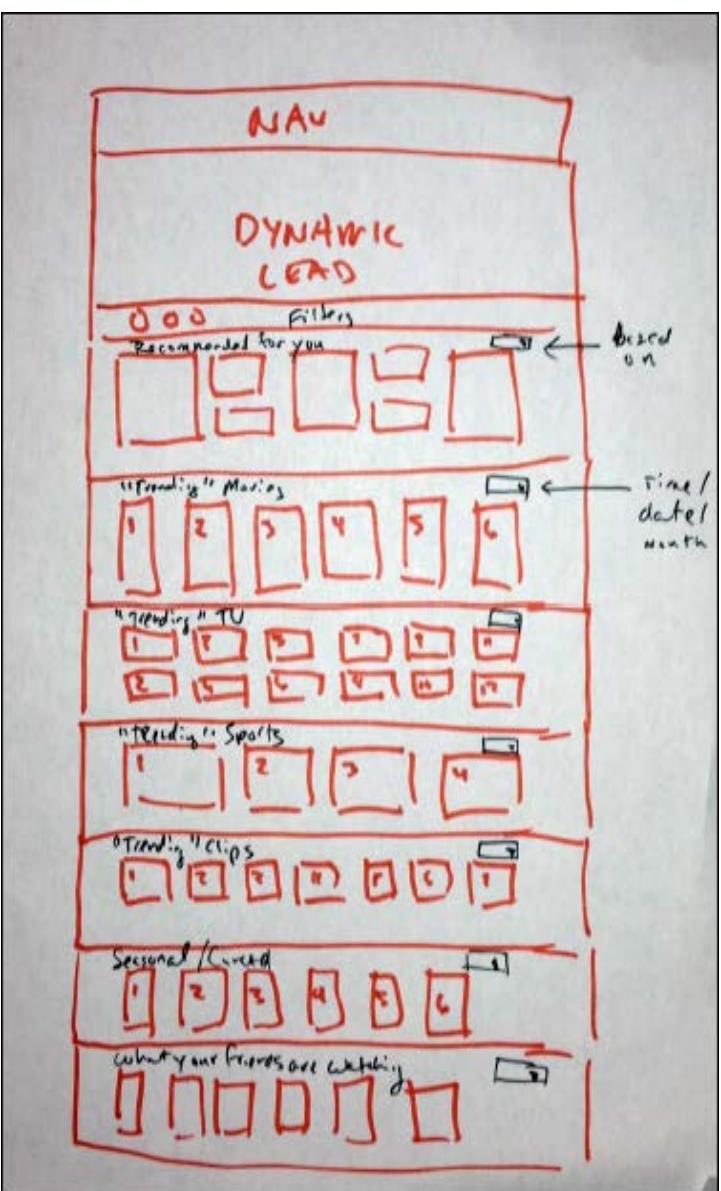
# Compiling Features: Flow Diagram

analyze various features 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

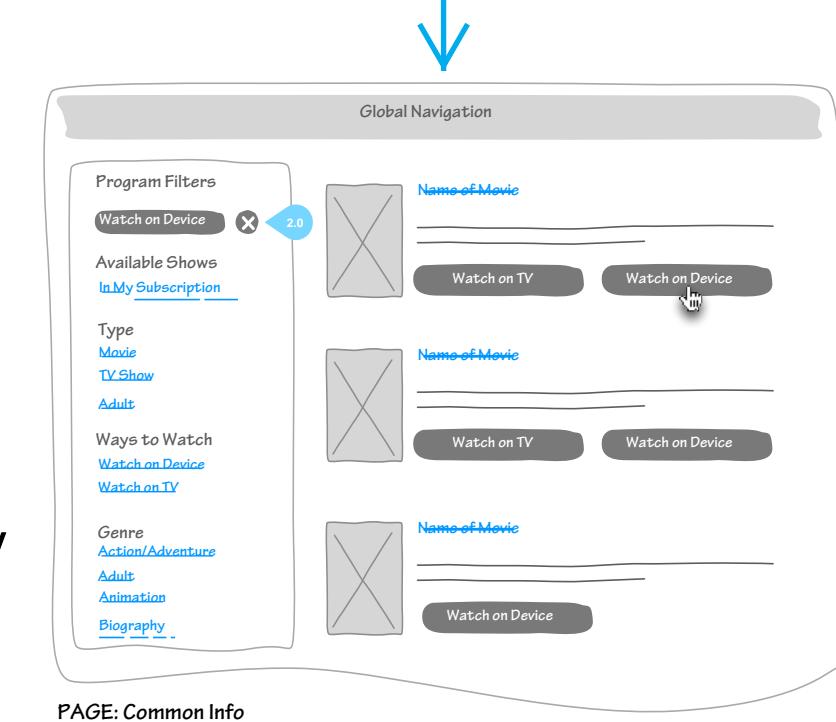


# Early Sketches

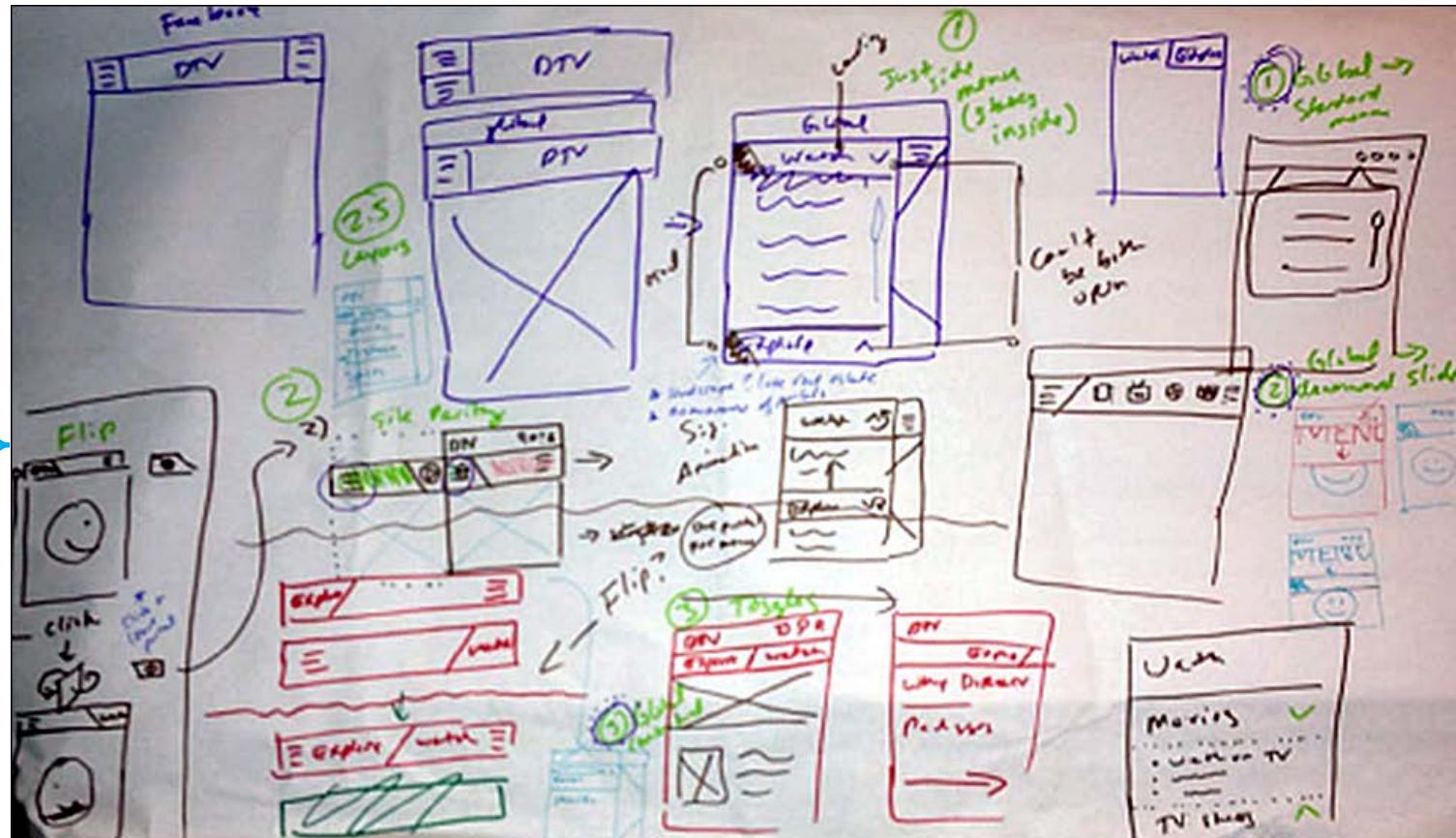
Once critical information is analyzed and compiled, the resulting ideas and new and improved strategy is then mapped into 'rough' sketch format, to outline the improved methods/systems and provide the basis for the wireframes



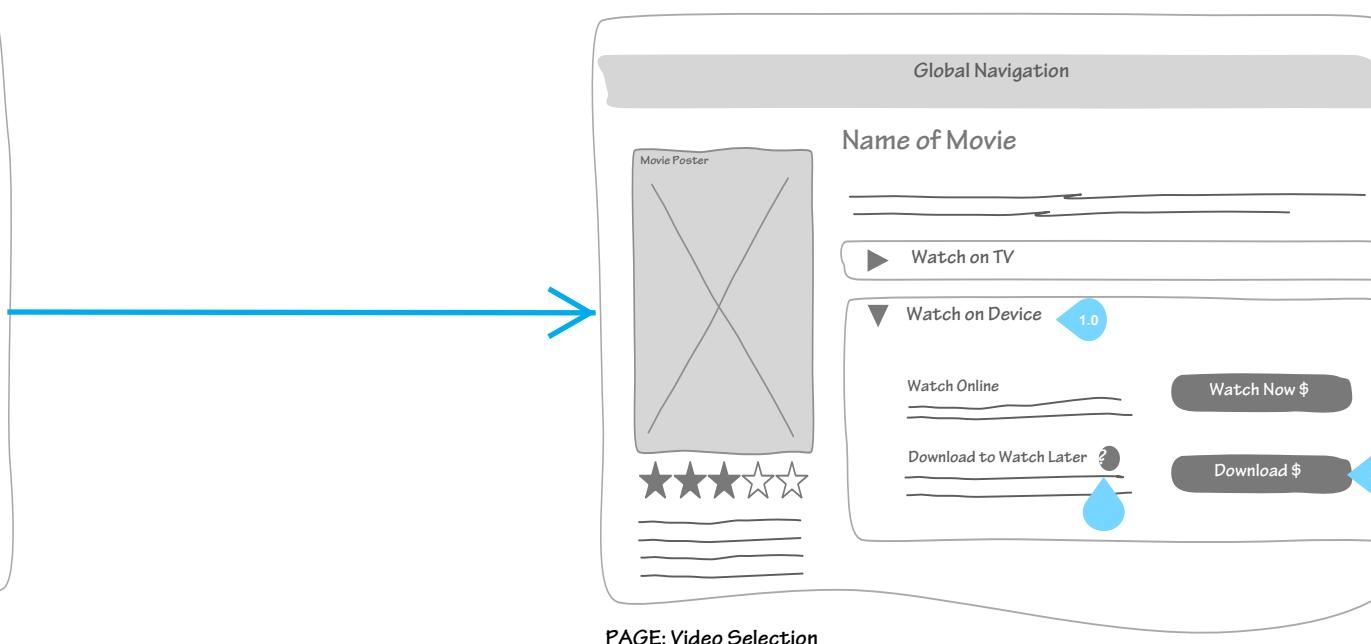
Above: Module layout sketches showcases 'media boxes' that represent content (shows, movies, series etc.) that are specifically chosen for the user based on their preferences, through analyzing trends in their past viewing activity



PAGE: Common Info



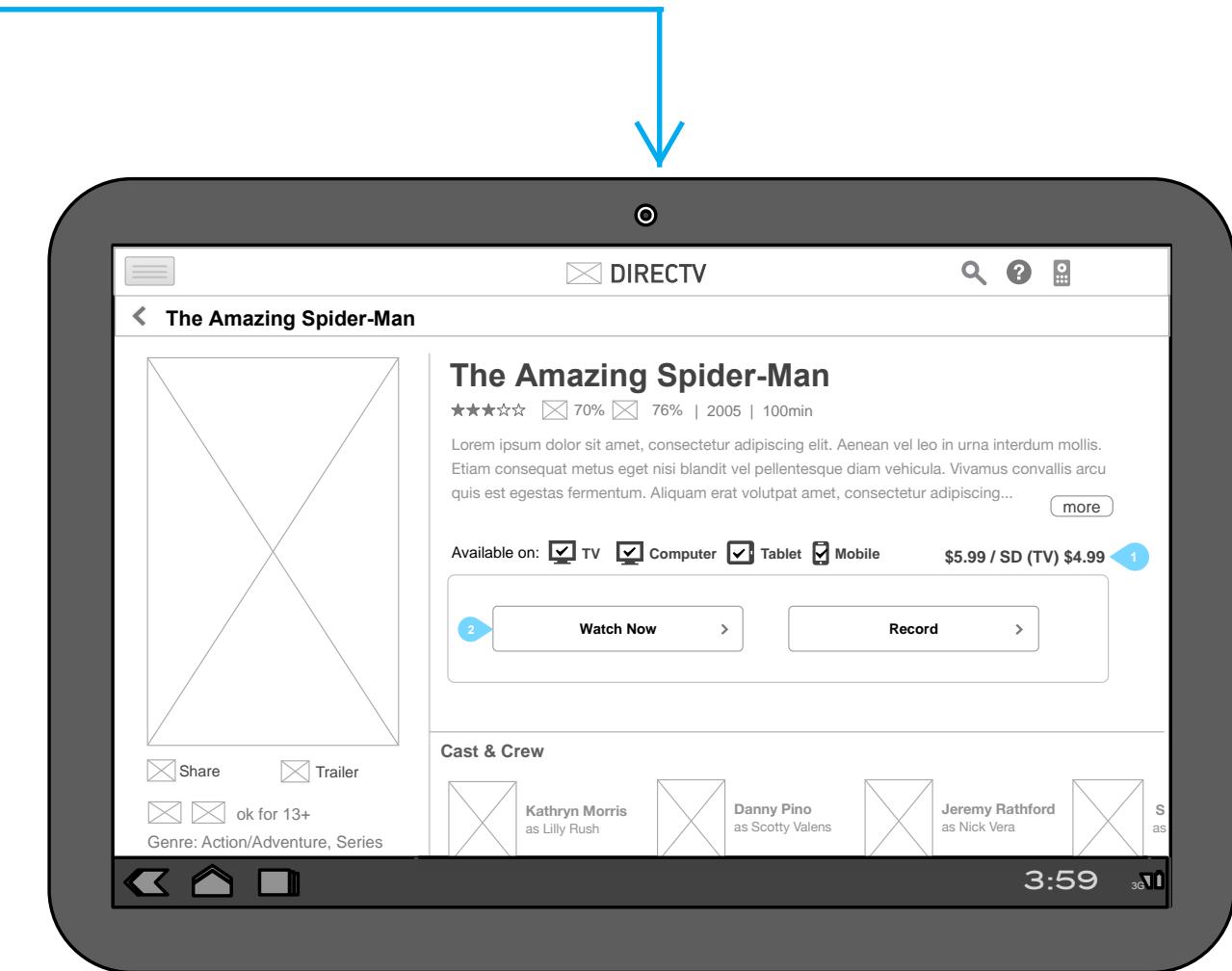
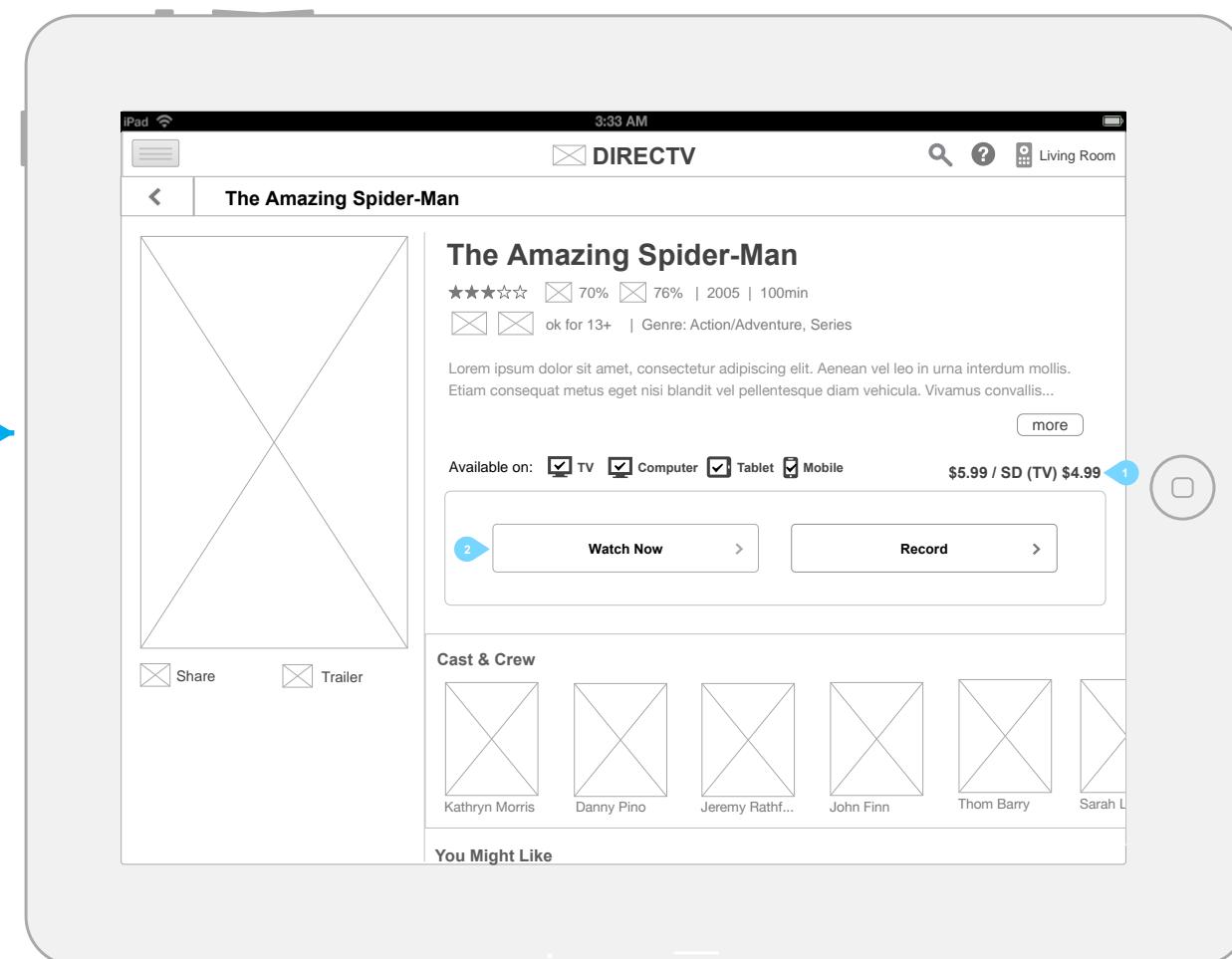
Right: This sketch outlines responsive design techniques that optimize usability for cross-platform devices of any screen size



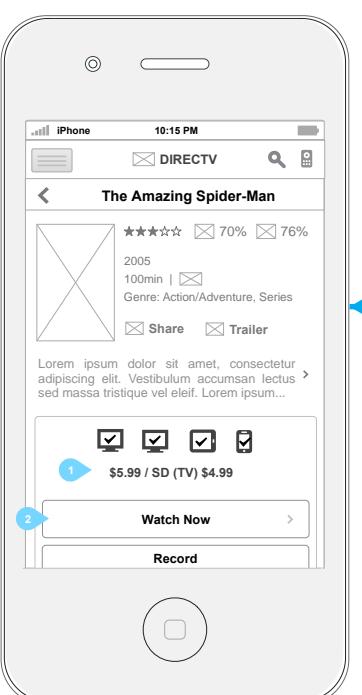
PAGE: Video Selection

# Wireframes

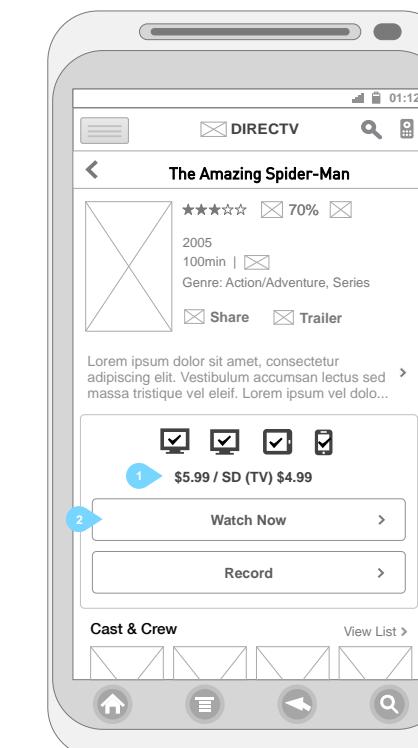
We then begin to construct the 'digital skeleton' that will be used as the foundation for production design, these wireframes will be the basis for integrating and conducting continuous adjustments before the prototype is approved and is ready to be created into 'real time' for end user use



\*For Apple Functionality

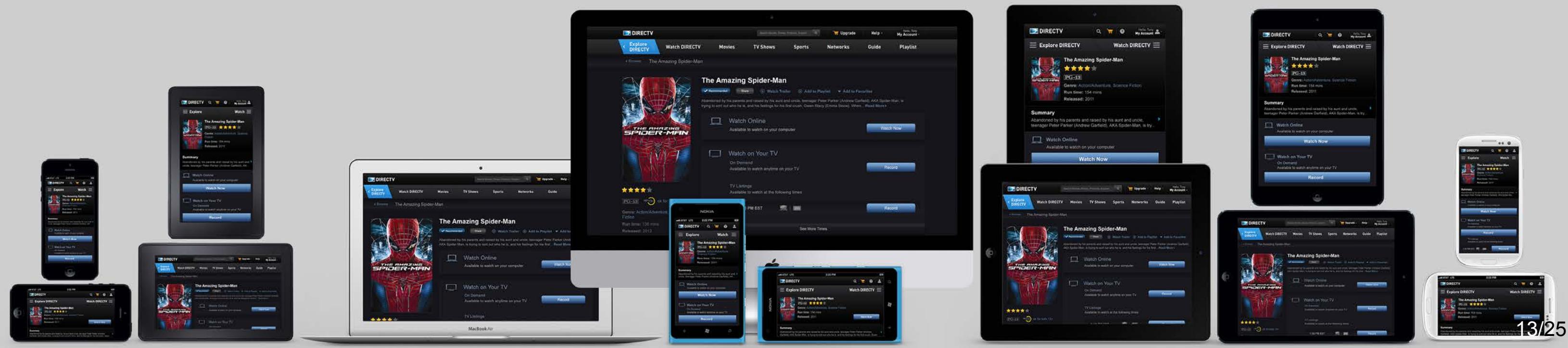


\*For Android Functionality



# 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

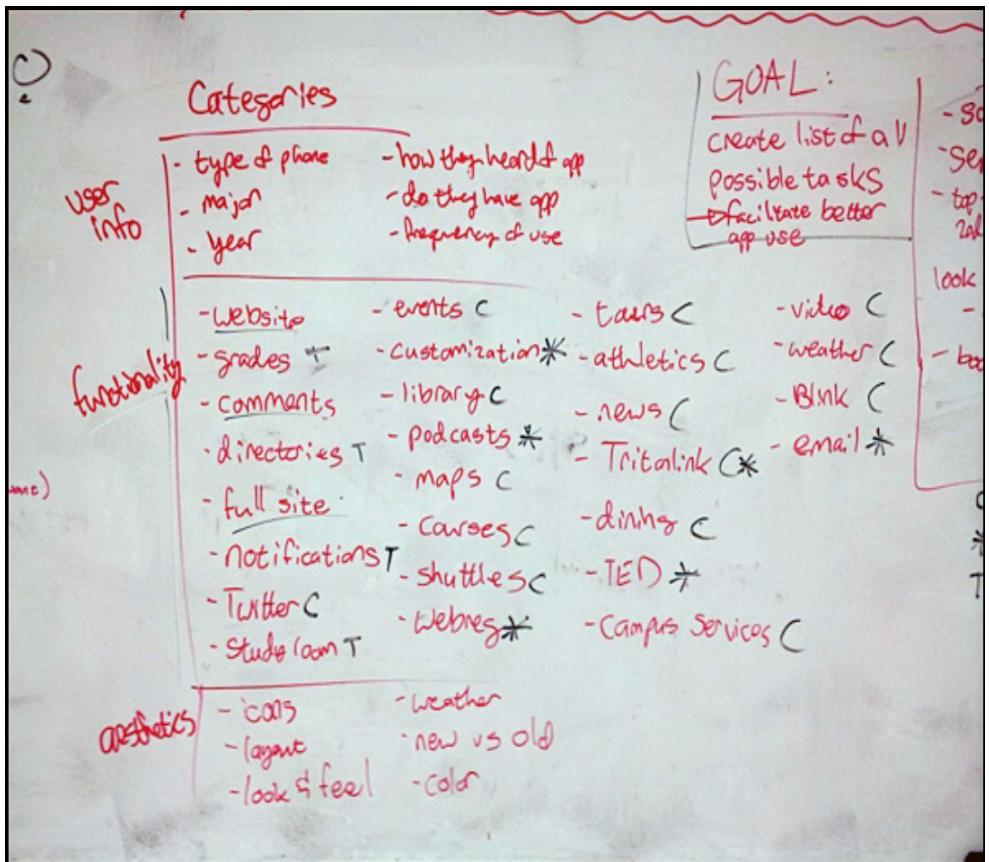
- Initial Requirements Gathering
- Work with Campus Web Office for Google Analytics data
- Contextual Interviews with UCSD staff and students
- Affinity Diagrams
- Competitive Analysis
- Persona creation
- Low-Level Visioning
- Storyboarding and Functional Specifications
- Low Fidelity Prototyping
- 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



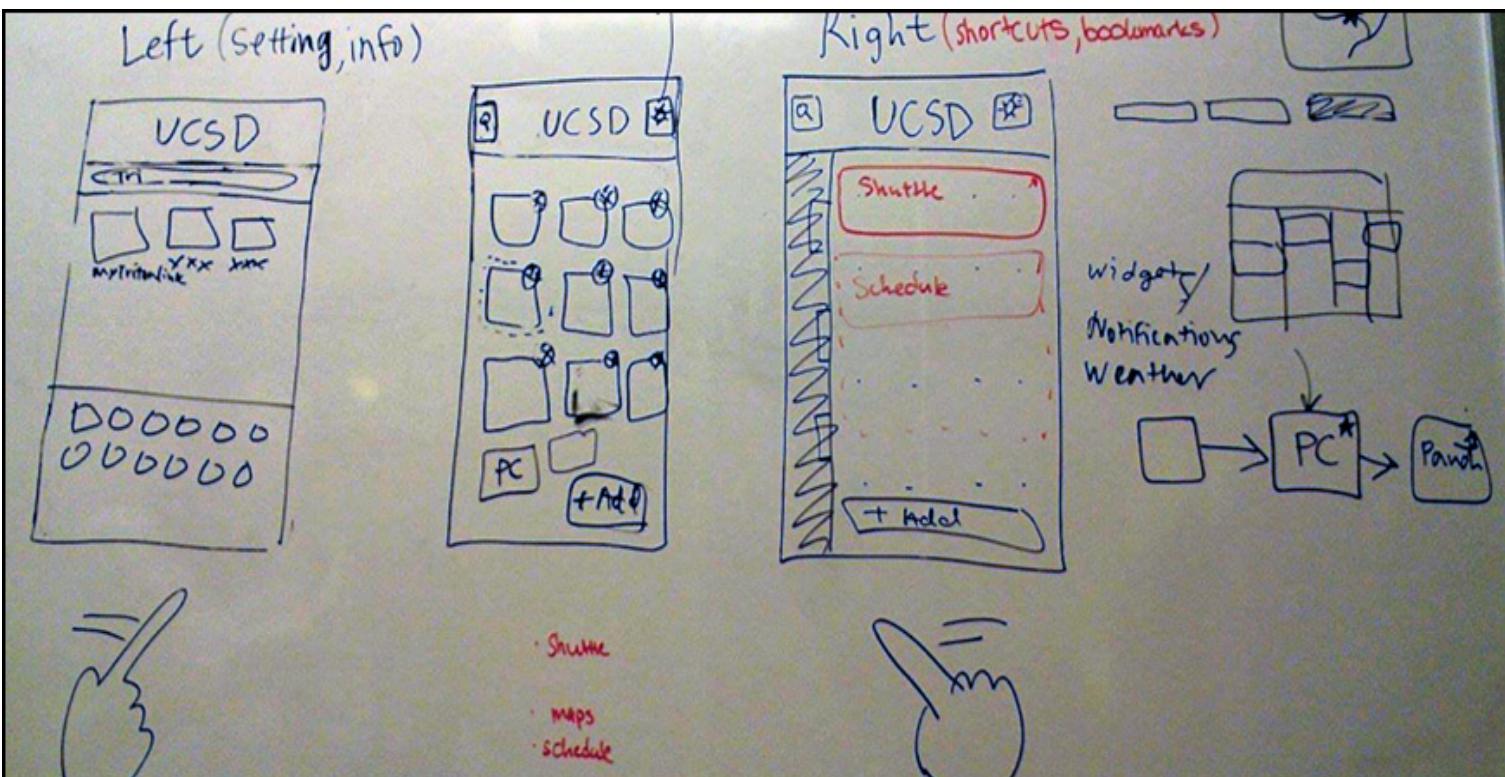
# Gathering Requirements



# 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

A series of high-fidelity mobile prototypes for a UCSD app, showing various screens and an icon legend.

**Icons:**

- Course Tools
- Academic History
- What's Going On
- Hungry?
- Finances
- Contacts
- From A to B
- Find a Book
- Map
- Stay Active
- Study Spaces
- Alert
- Classes
- Academic
- Events
- Dining
- Directory
- Library
- Map
- Recreation
- Alert
- Bookmarks
- Price Center
- Burger King

**Screens:**

- Homepage
- Left- Navigation
- Homepage Edit Mode
- Notifications
- Bookmarks/Favorites
- Icons
- Settings- Not Logged In
- Settings- Log in info
- Search

# 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

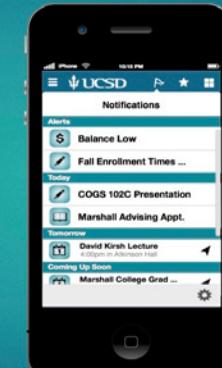
## Widgets

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



## Notifications

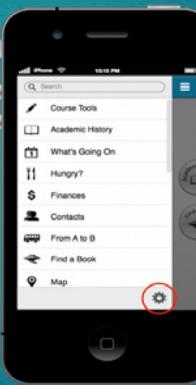
- Current Balance Changes
- Bill due date approaching
- Holds
- Study Rooms (Upon Reservation)
- Exam Dates (TED Integration)
- Unique User-Defined Reminders



“ 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.

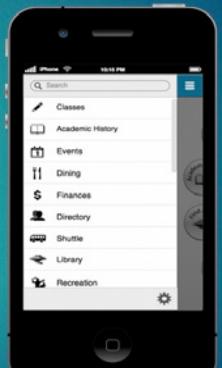


“ It's stupid that I have to go to the homepage to go to another feature. ”

Problem Five

## 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.

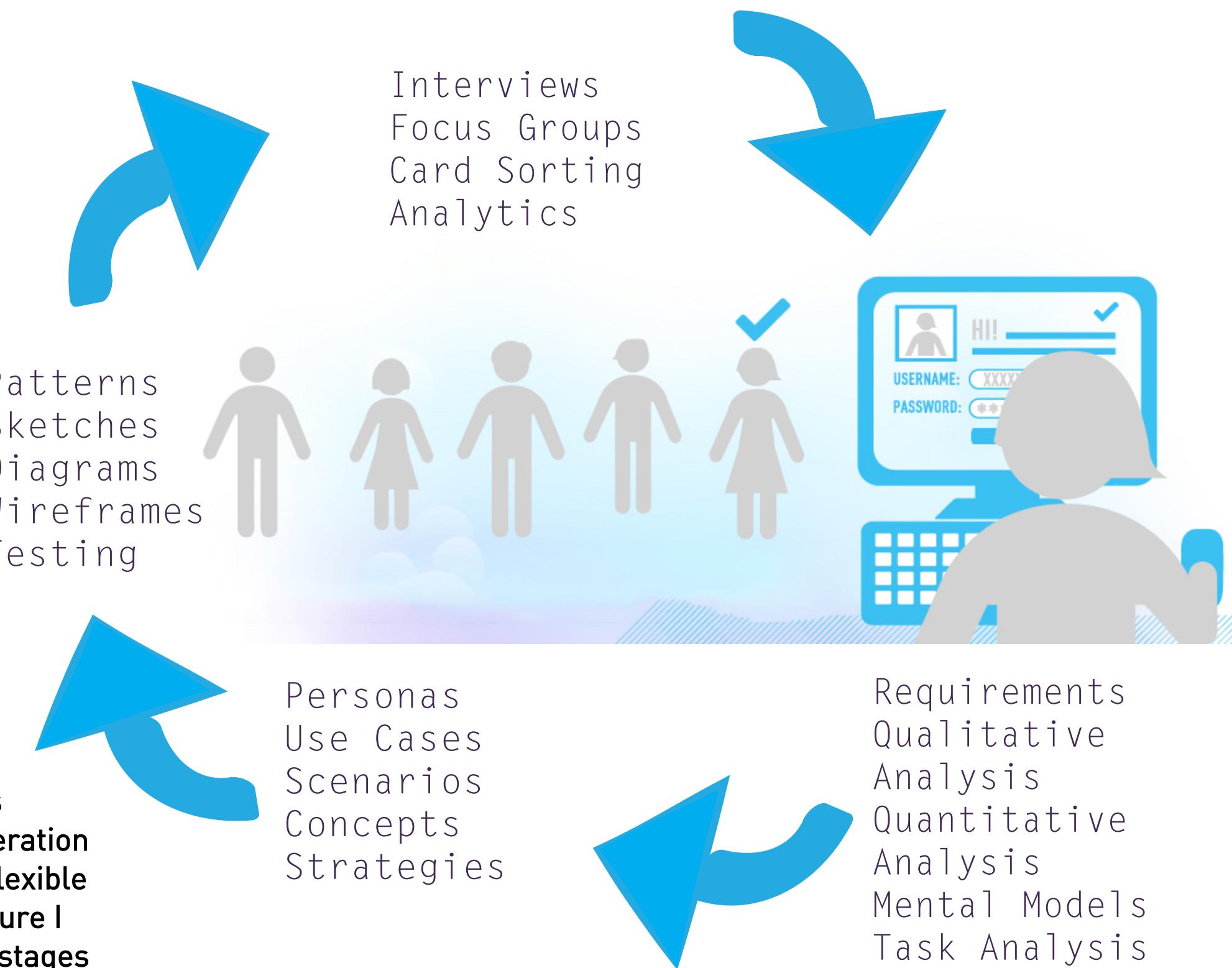


# How I Design User Experiences

# 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.

## The Busy Father

Arthur



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

Arthur is a busy father with two children. He has a full-time job as a software developer and spends his evenings and weekends with his family. He values reliability and efficiency in his work and personal life.

**Key Characteristics:**

- Simple needs like transportation or family activities or small remodeling job (e.g. bathroom).
- Little if any past experience with acquiring a designer.

**Goals:**

- Get a bathroom update.
- Get rid of all the stuff they aren't keeping or showing.
- Avoid destruction to the property during the process.
- Avoid an lengthy duration.
- Get rid of the designer quickly once it's fixed.

**Influences:**

- Available when needed.
- Price.

**Expectations & Pain Points:**

- Reliable when needed.
- Price.
- Wander before the property how they found it.
- Hiring the contractor who needed assistance.
- Speed of setup and picking out contractors.
- No late arrival issues for scheduling and payment.
- Rewards program.
- Quality and cleanliness of equipment.

**Concerns:**

- How quickly can they deliver and pick up?
- If they leave the property in the condition it was given?
- Or hired an incentive program by they offer?
- Or meet with cost?
- Or easily can I get a hold of someone if I need?

**Age:** 45  
**Gender:** Male  
**Location:** [Redacted]  
**Education:** [Redacted]  
**Marital Status:** Married  
**Children:** 2 sons, 10 and 12 years old  
**Employment:** Software Developer  
**Income:** \$75,000 - \$100,000  
**Interests:** Family, video games, reading

**Home Owner — Life Event**

**Paul and Helen**



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

Paul and Helen are a young couple who have just moved into their first home. They are excited about the potential of their new space but are struggling to fit everything in. They are looking for ways to maximize their storage and functionality.

**Key Characteristics:**

- Simple needs like organization of family activities or small remodeling job (e.g. bathroom).
- Little if any past experience with acquiring a designer.

**Goals:**

- Get a bathroom update.
- Get rid of all the stuff they aren't keeping or showing.
- Avoid destruction to the property during the process.
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- Speed of setup and picking out contractors.
- No late arrival issues for scheduling and payment.
- Rewards program.
- Quality and cleanliness of equipment.

**Concerns:**

- How quickly can they deliver and pick up?
- If they leave the property in the condition it was given?
- Or hired an incentive program by they offer?
- Or meet with cost?
- Or easily can I get a hold of someone if I need?

**Age:** 30  
**Gender:** Male  
**Location:** [Redacted]  
**Education:** [Redacted]  
**Marital Status:** Married  
**Children:** 1 daughter, 5 years old  
**Employment:** [Redacted]  
**Income:** \$50,000 - \$75,000  
**Interests:** Family, hobbies, cooking

**PERSONA**

**Thomas Petrowski**  
INDEPENDENT VALUE SEEKER

**Profile:**  
The head of a family, Thomas and Rosa (30), but it's hard to concentrate to go with either.

**Demographics:**  
37 - MALE - [Redacted]  
Single Person

**Device Usage:**  
Smartphone, Computer, Laptop, Tablet, PC, Kindle, eReader, Smart TV, Home Phone, Internet, Home WiFi

**Frequency of Mobile Phone Usage:** 3  
Contact with family: 3  
Contact with business: 3  
Contact with messaging or mobile phone: 3  
Frequency of buying on mobile phone: 3

**Tom's TV Experience:**  
Smart TV located in living room with [Redacted] Plan B  
Cable Subscription, Bundled TV, Home Phone, Internet, Home WiFi

**Device of Service for TV Services:** 3  
Streaming Device, Cable Box, Satellite, VCR, Router, Modem, Router/Firestick

**Competitor Analysis for TV Services:**  
Plan B  
Programming: 3  
Technology: 3  
Service: 3  
Entertainment: 3, Cable Box, Router, VCR, Modem, Modem/Firestick

**Tom's Digital Mobility:**  
Smartphone, Laptop, PC, Kindle, eReader, Smart TV, Home Phone, Internet, Home WiFi

**Frequency of Mobile Phone Usage:** 3  
Contact with family: 3  
Contact with business: 3  
Contact with messaging or mobile phone: 3  
Frequency of buying on mobile phone: 3

**Tom's Biggest:**  
Tom got really upset after receiving his second bill from a plan from Comcast. After reading the terms for Comcast's \$1,000 bundle and stated customer service, he was going to get another provider of that, and was determined that he wasn't going to pay \$10 more a month for his basic TV services. Moving to the plan on the representation, Tom was angry. The customer service representation could not present the new idea from happening, thus pay out their option as a customer. For this year, he has been paying his bills in full and on time. As far as the new concerned, Comcast no longer deserved his business.

**Tom's Goals for TV:**

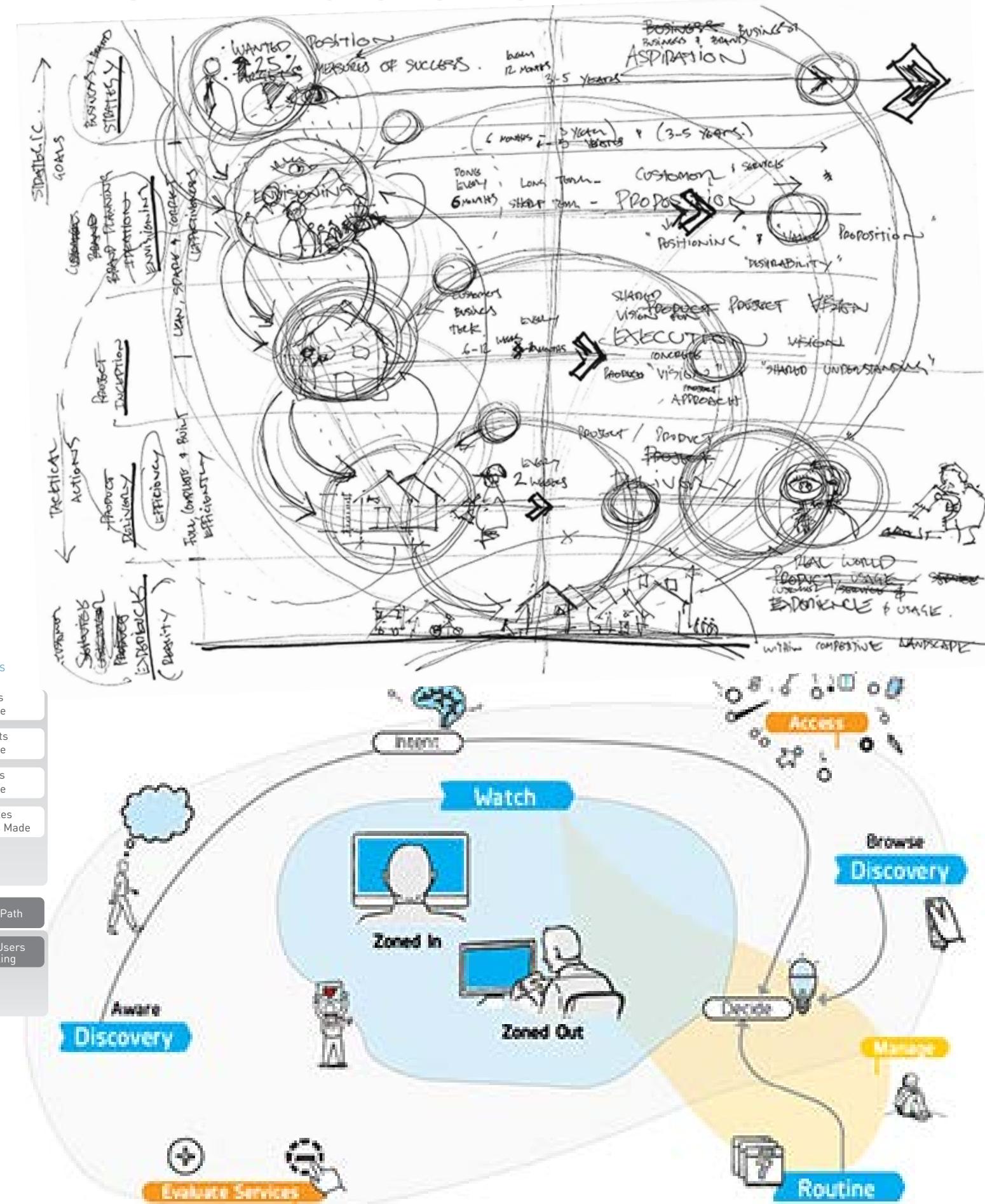
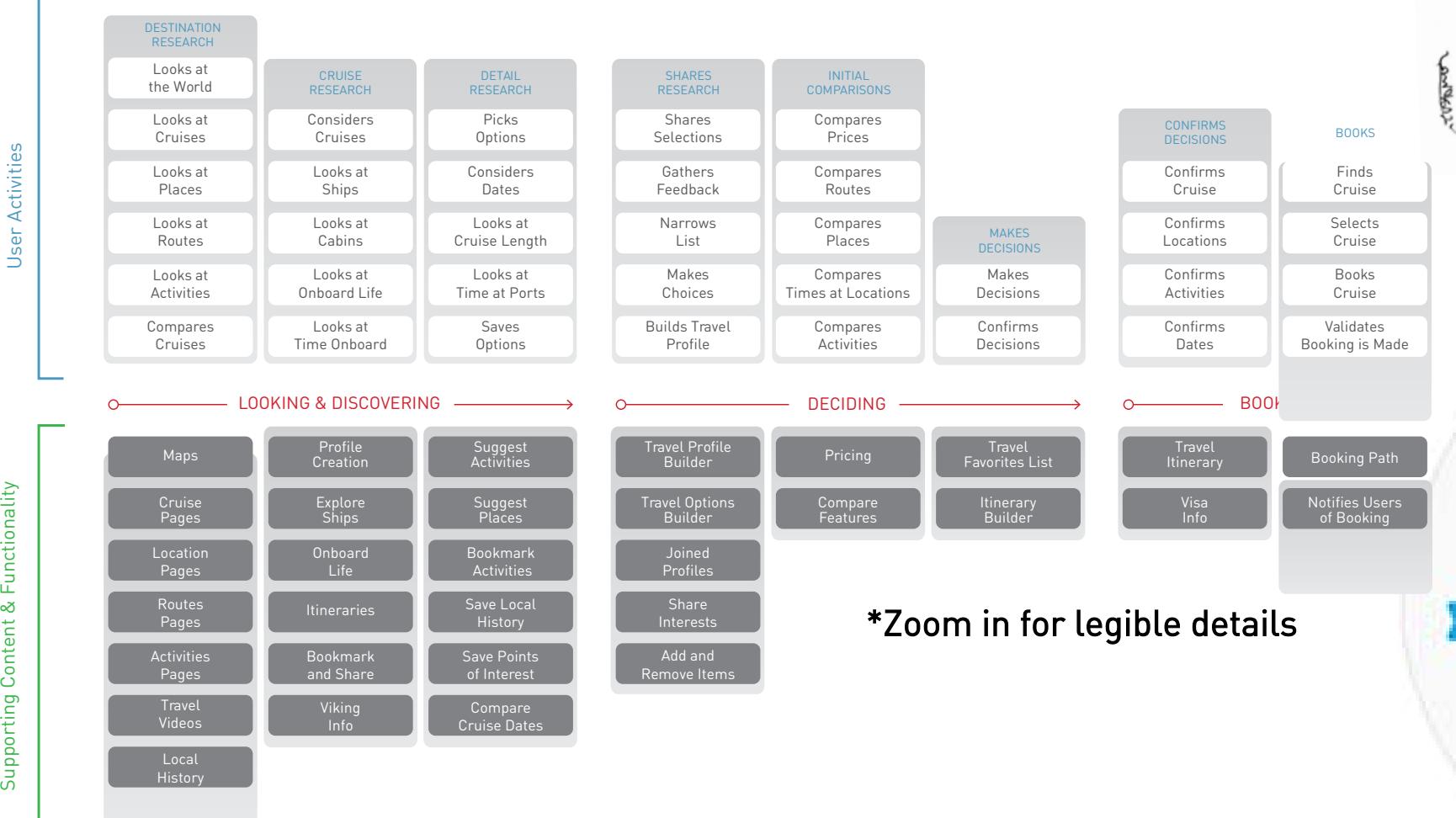
All I want to get the best-valued TV package I can afford before my Comcast rate goes up, I want to reward another provider with my business since Comcast doesn't seem to value the few plans I have been with them.

# 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 people's 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.



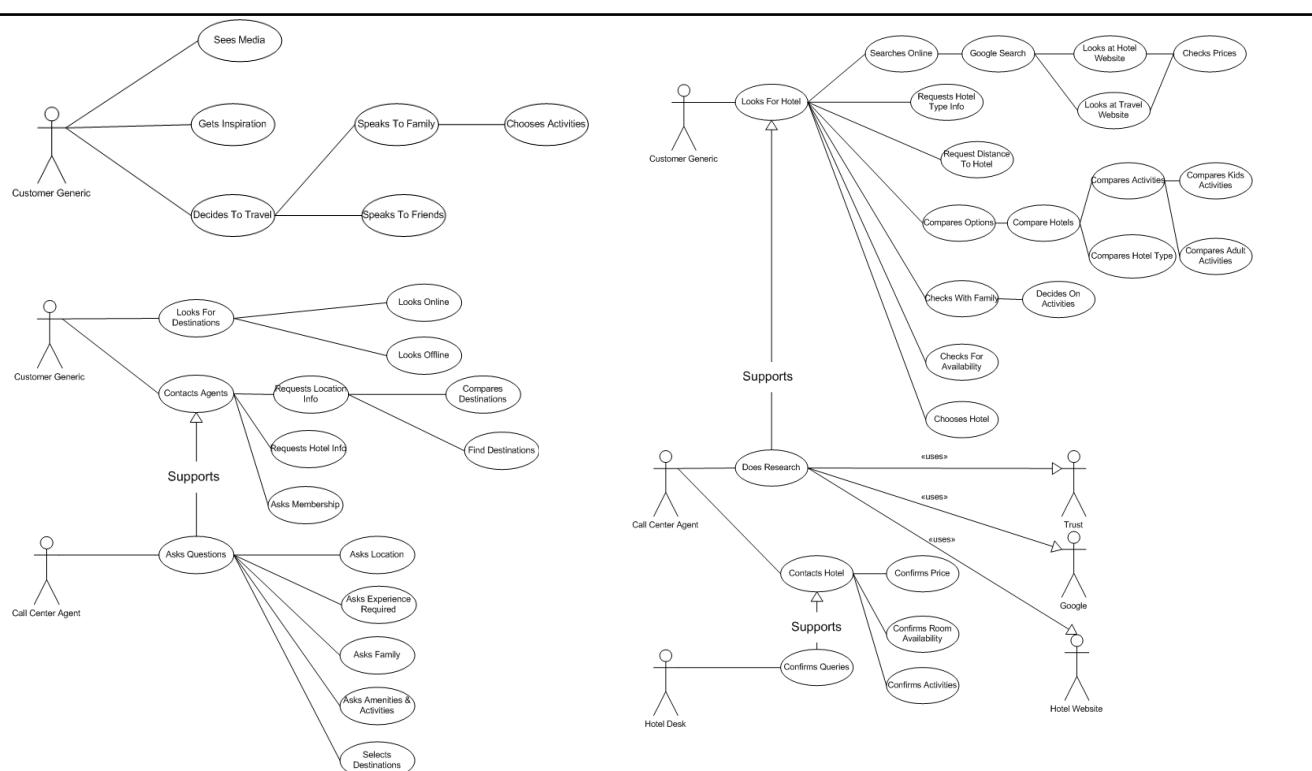
# Use Cases & Use Case Diagrams

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

### 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]

### 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 10: User Proceeds to Check-out

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 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

### 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 4: 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

### 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

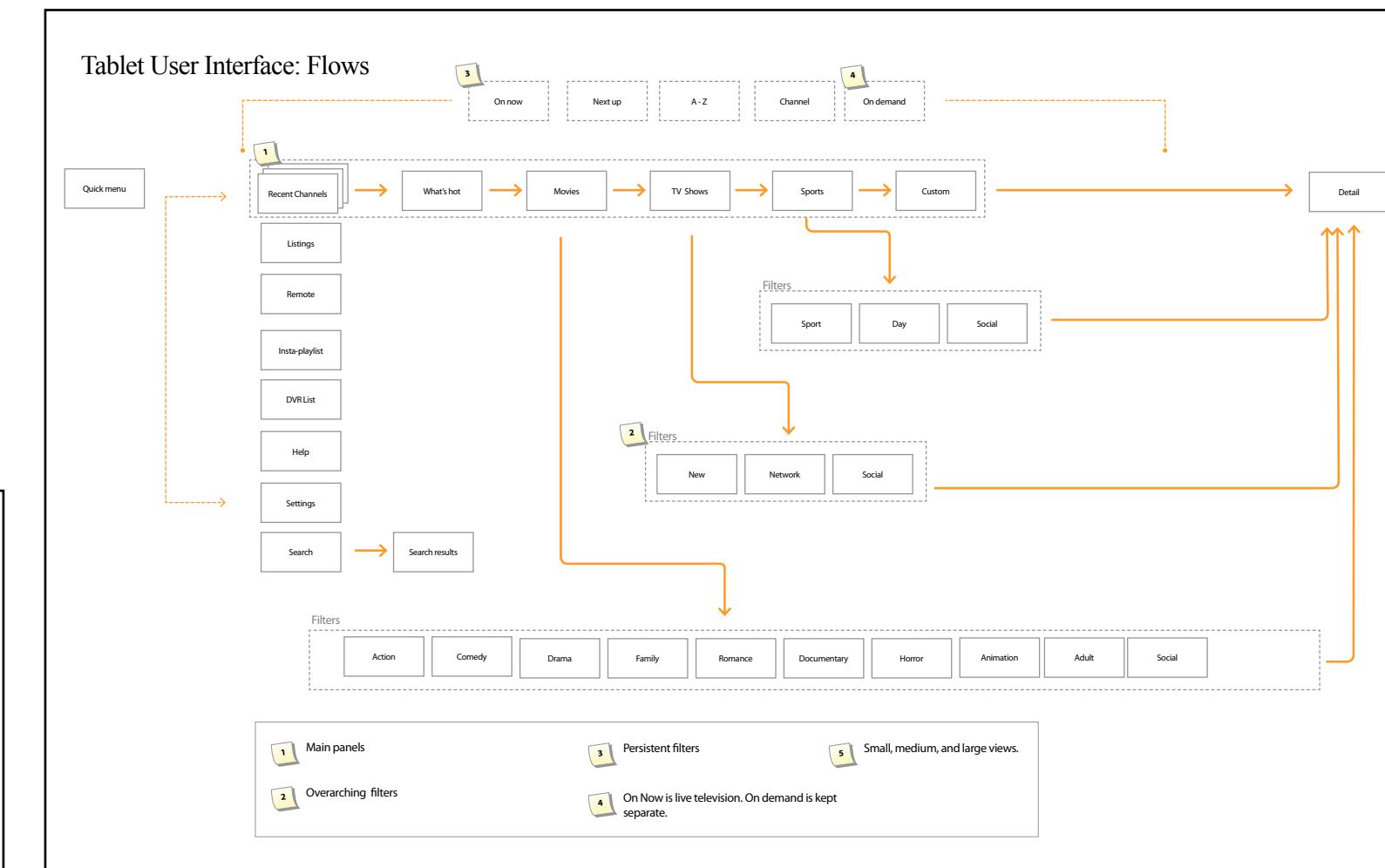
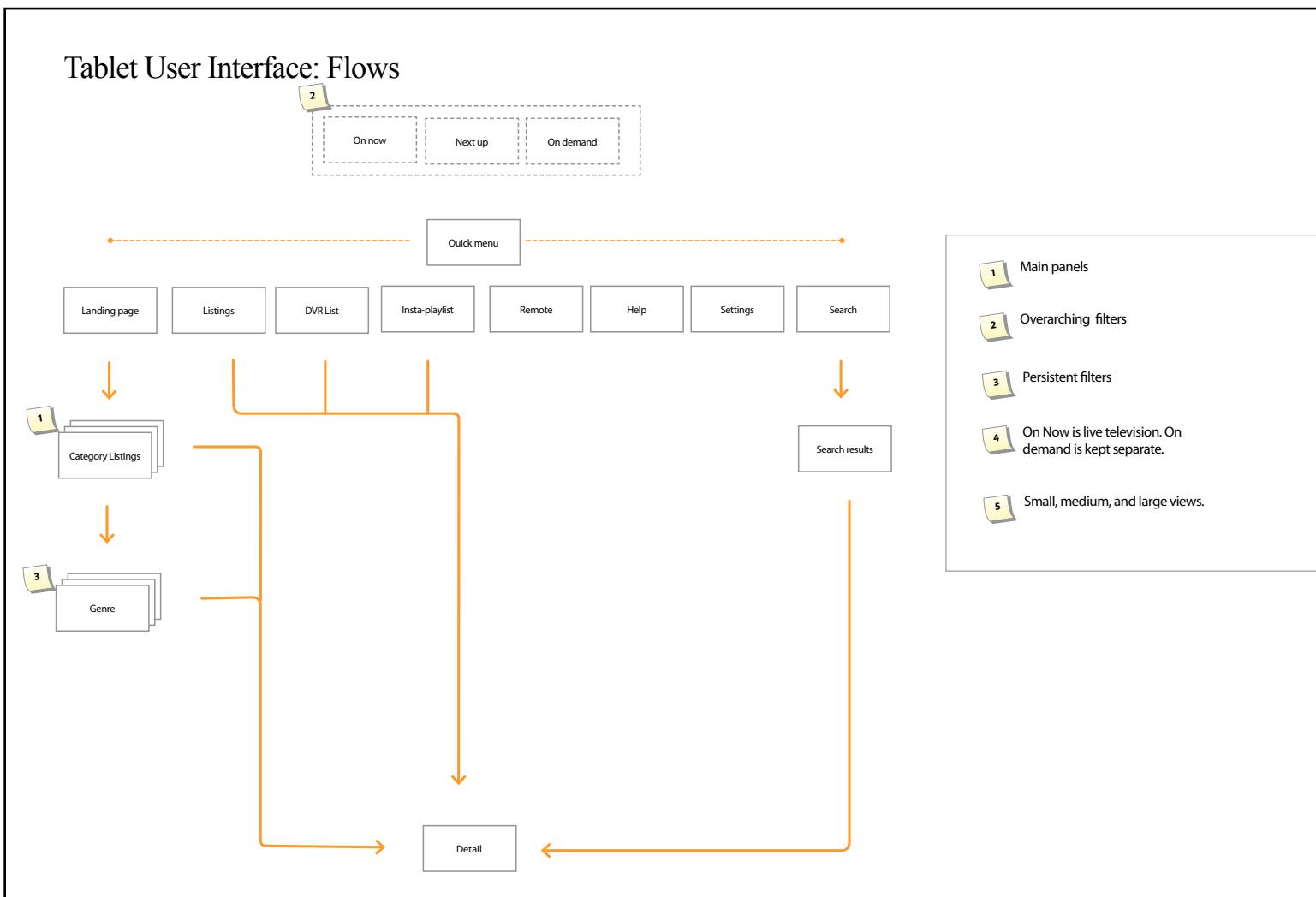
\* zoom in for details

# 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



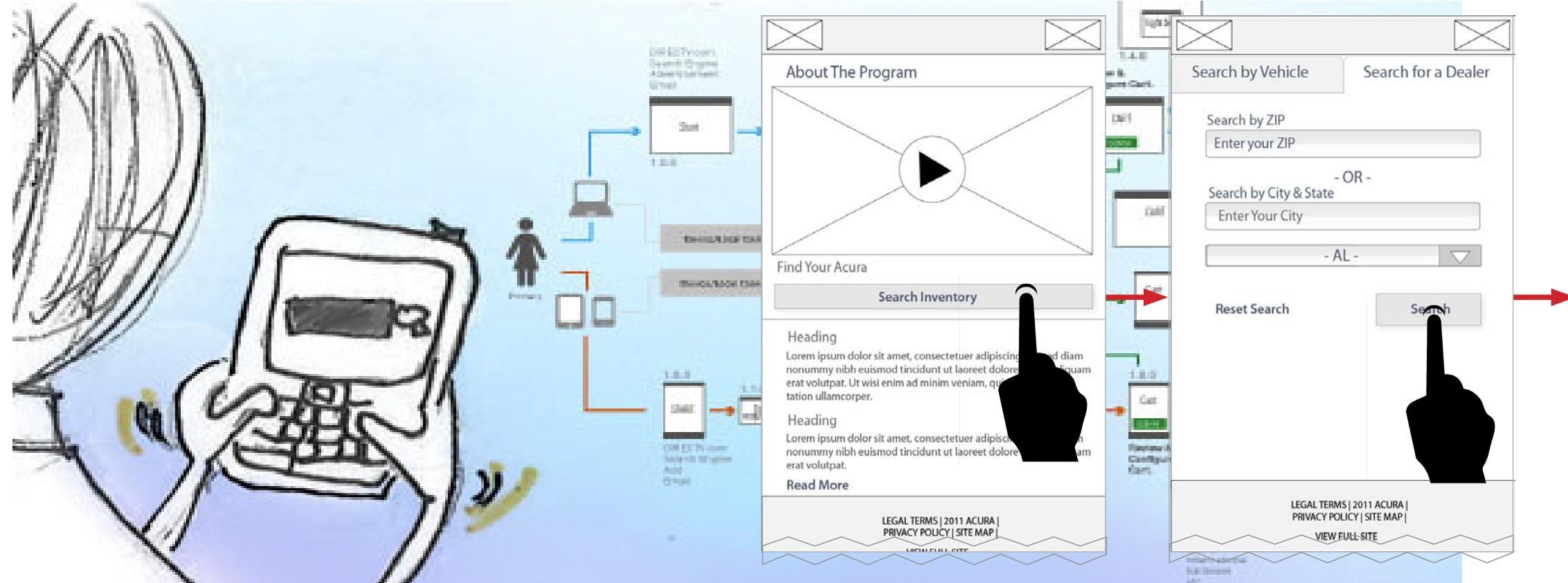
\*zoom in for details

# Storyboards & Interactions

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

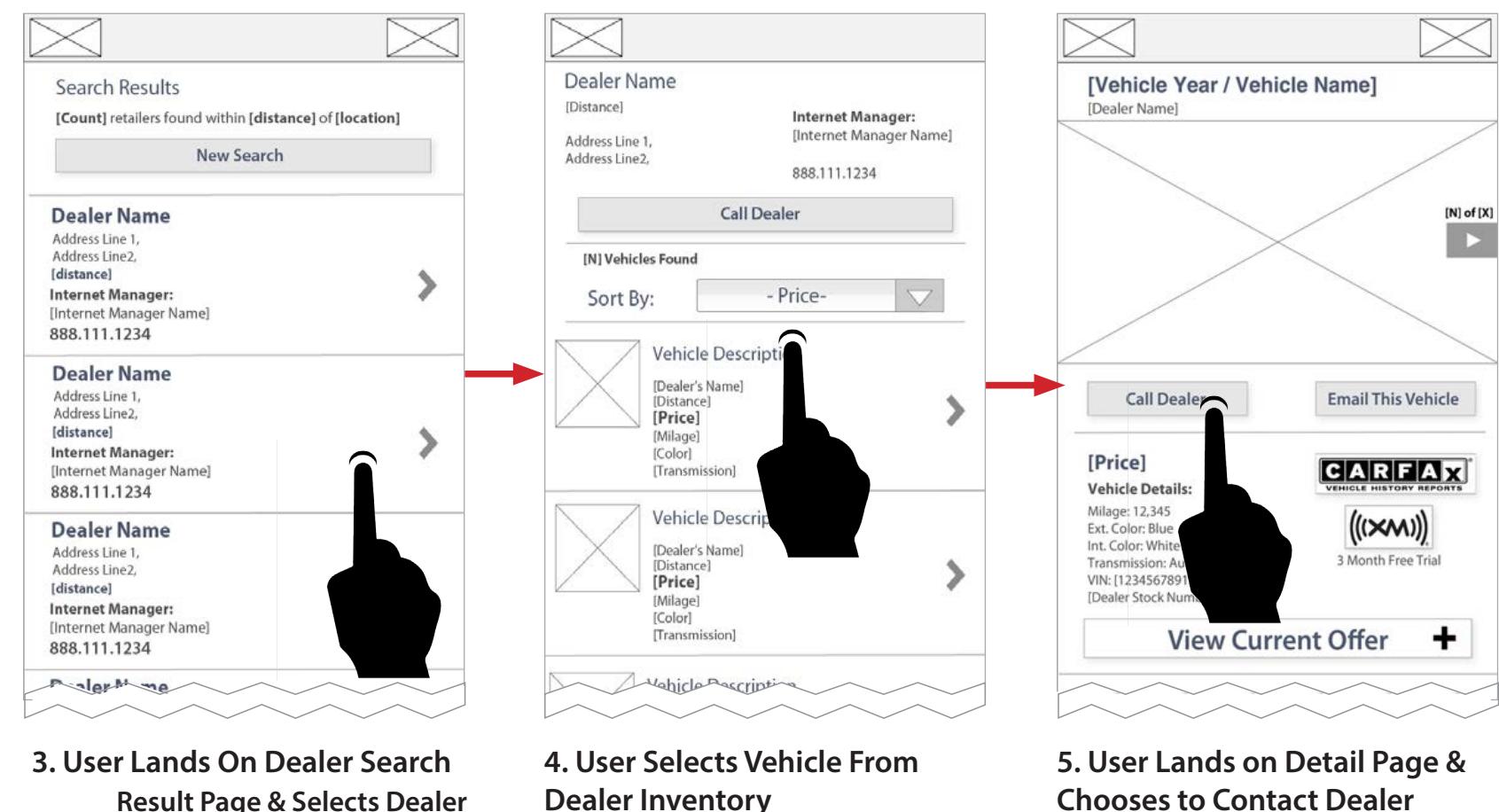
I use them to:

- 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



1. User Lands on QR Code Landing Page

2. User Searches For Dealer



# Layout Patterns & Wireframes

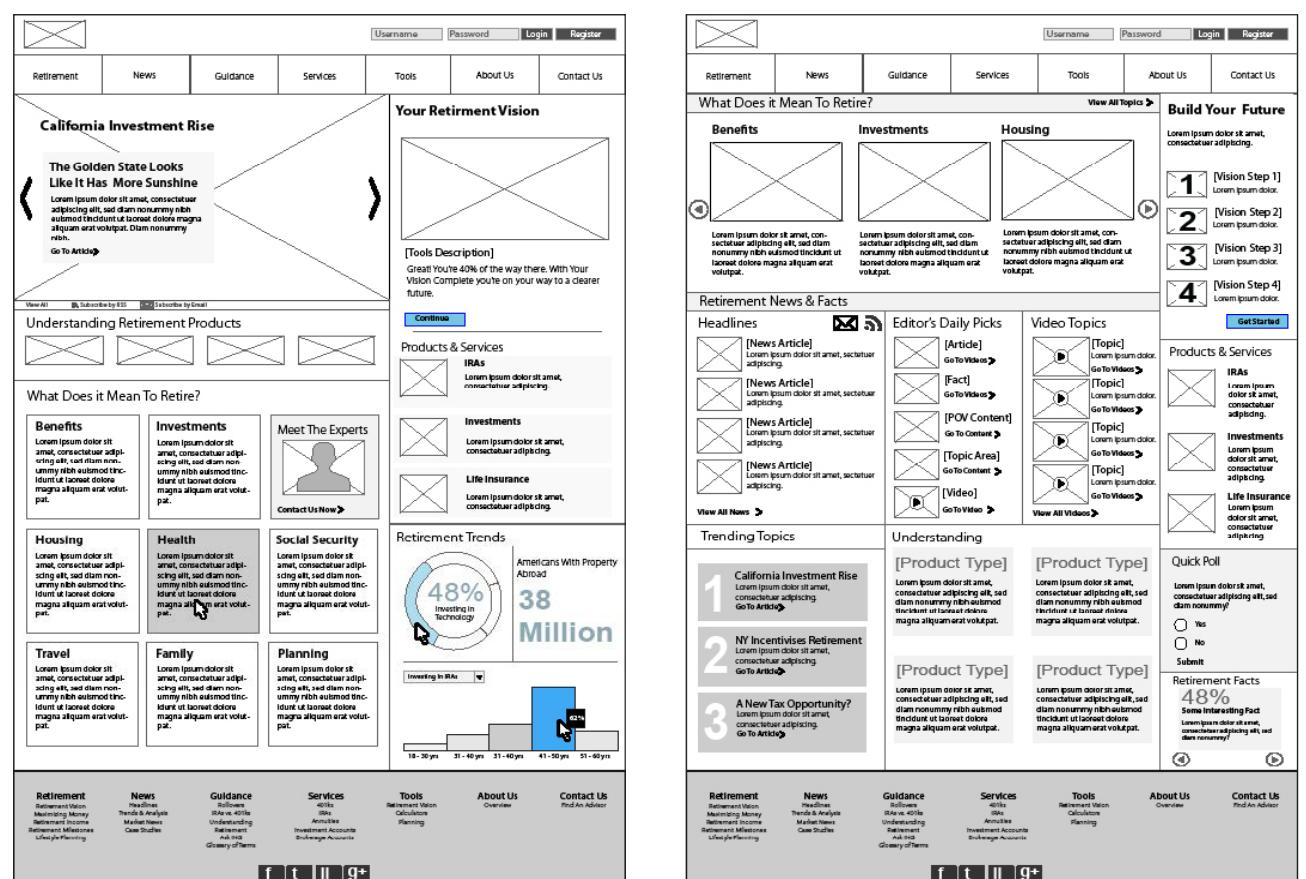
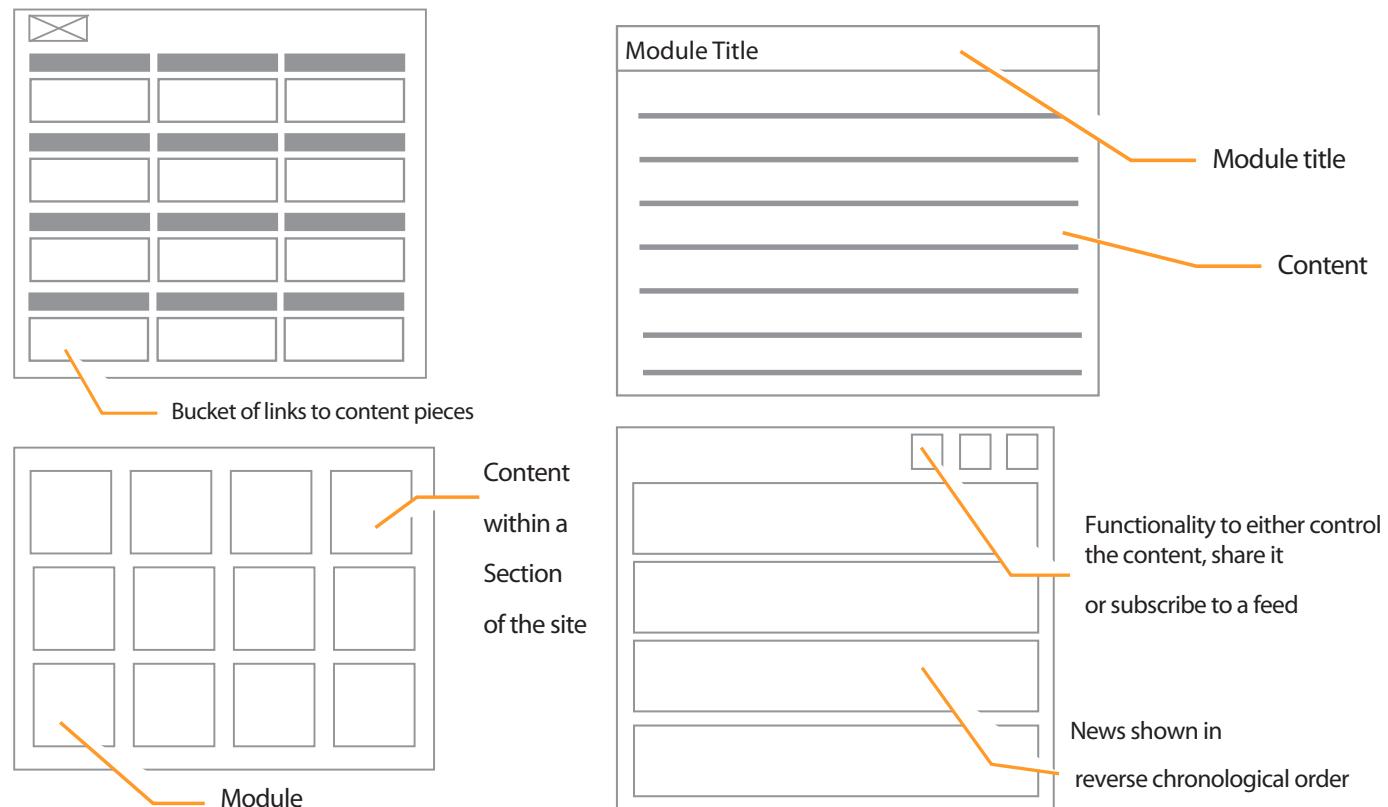
A layout, the patterns used in a layout, and the rationale behind their use, are first steps in design. By identifying patterns:

- 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:

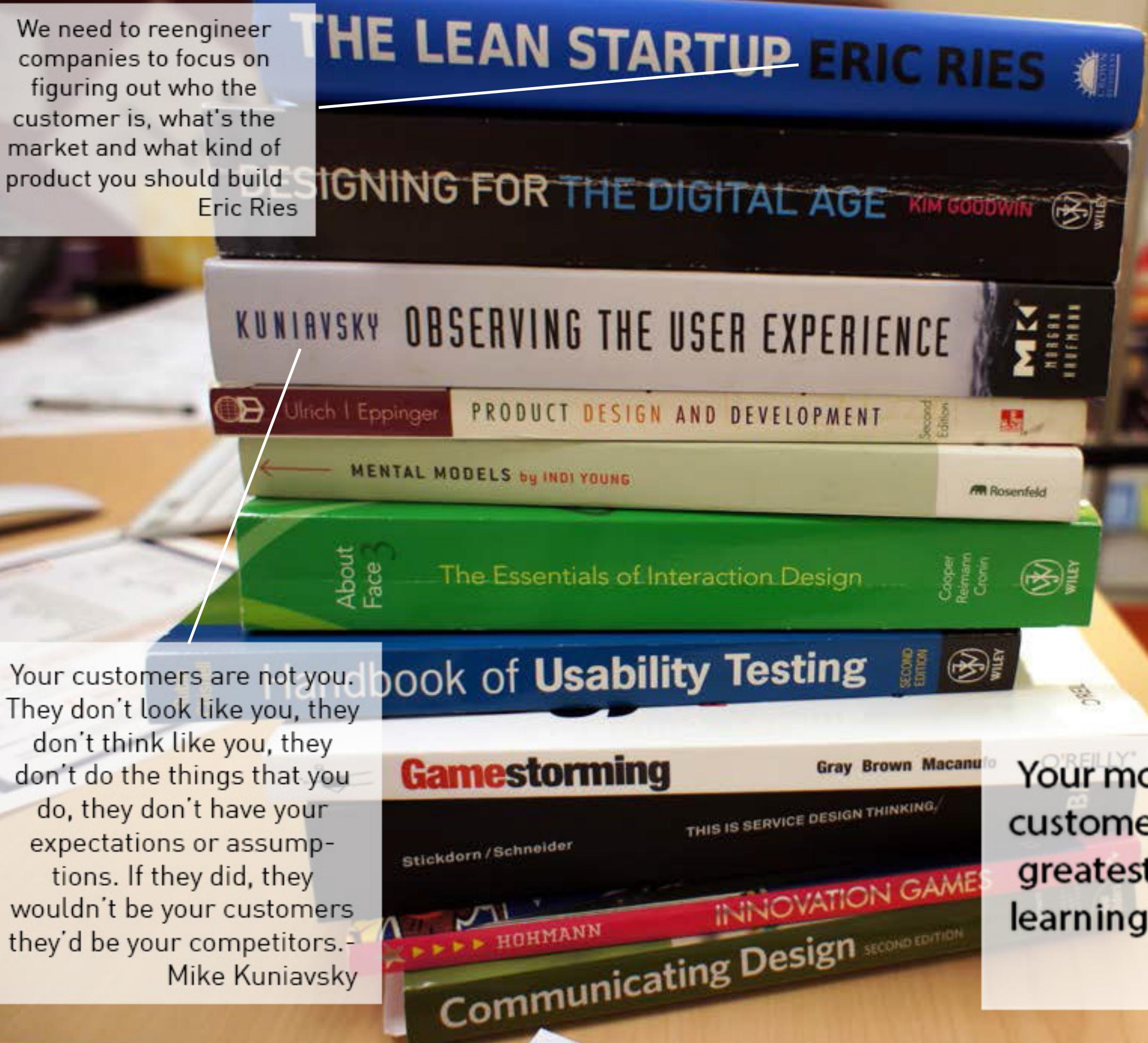
- Communicate the intent and usability of a page
- Specify use, interactions, layout and functionality of a page
- Allow collaboration and communication at different stages of a project

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



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

# Thank You!

Contact Info:  
Samson Toor



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

Your most unhappy customers are your greatest source of learning

Bill Gates