

My Approach to User Experience Design

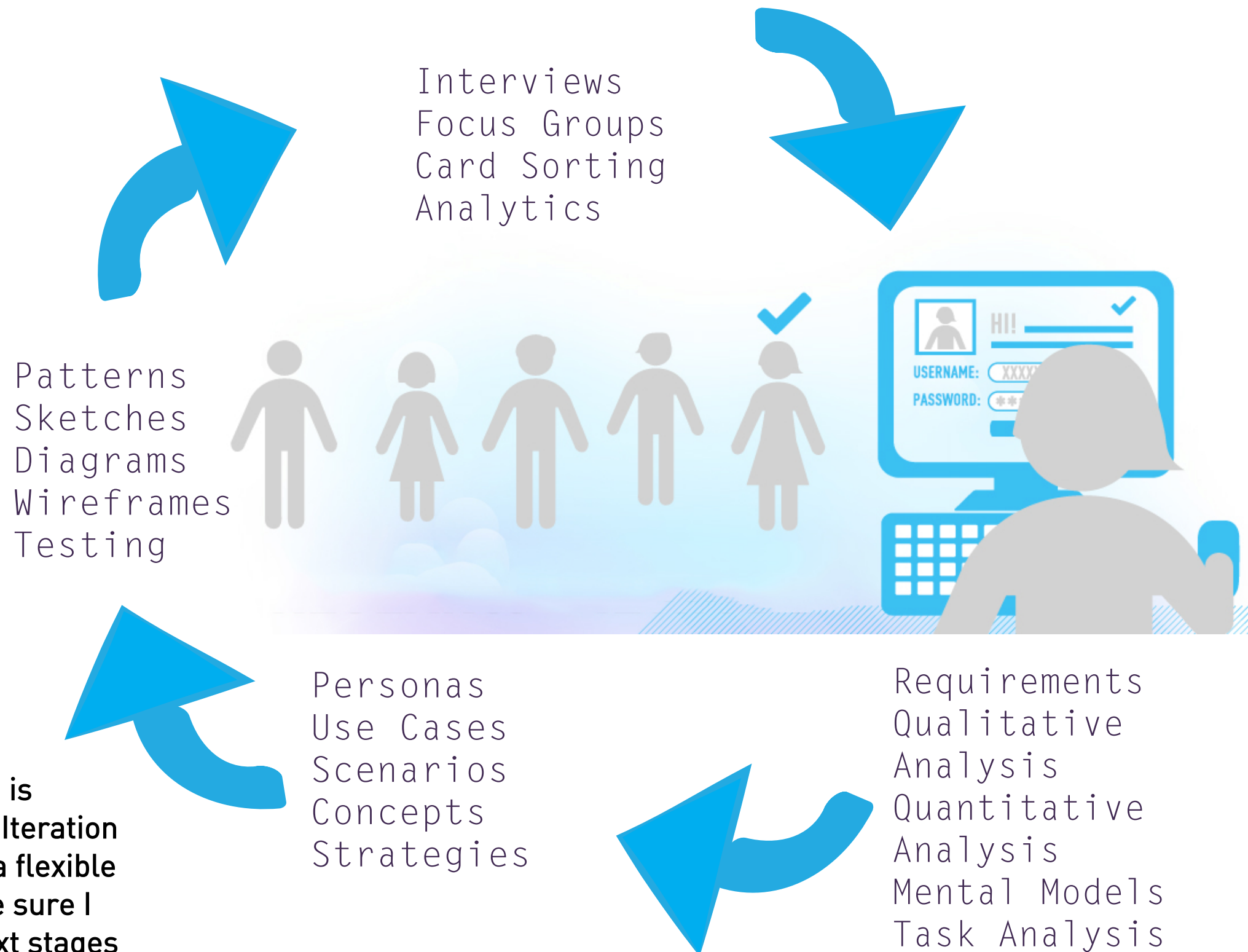
Define User Experience Design begins by defining the scope and nature of the solutions it will design to. This includes the nature and scope of the requirements for both business and user.

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 lows. They also help identify important parts of a system early.

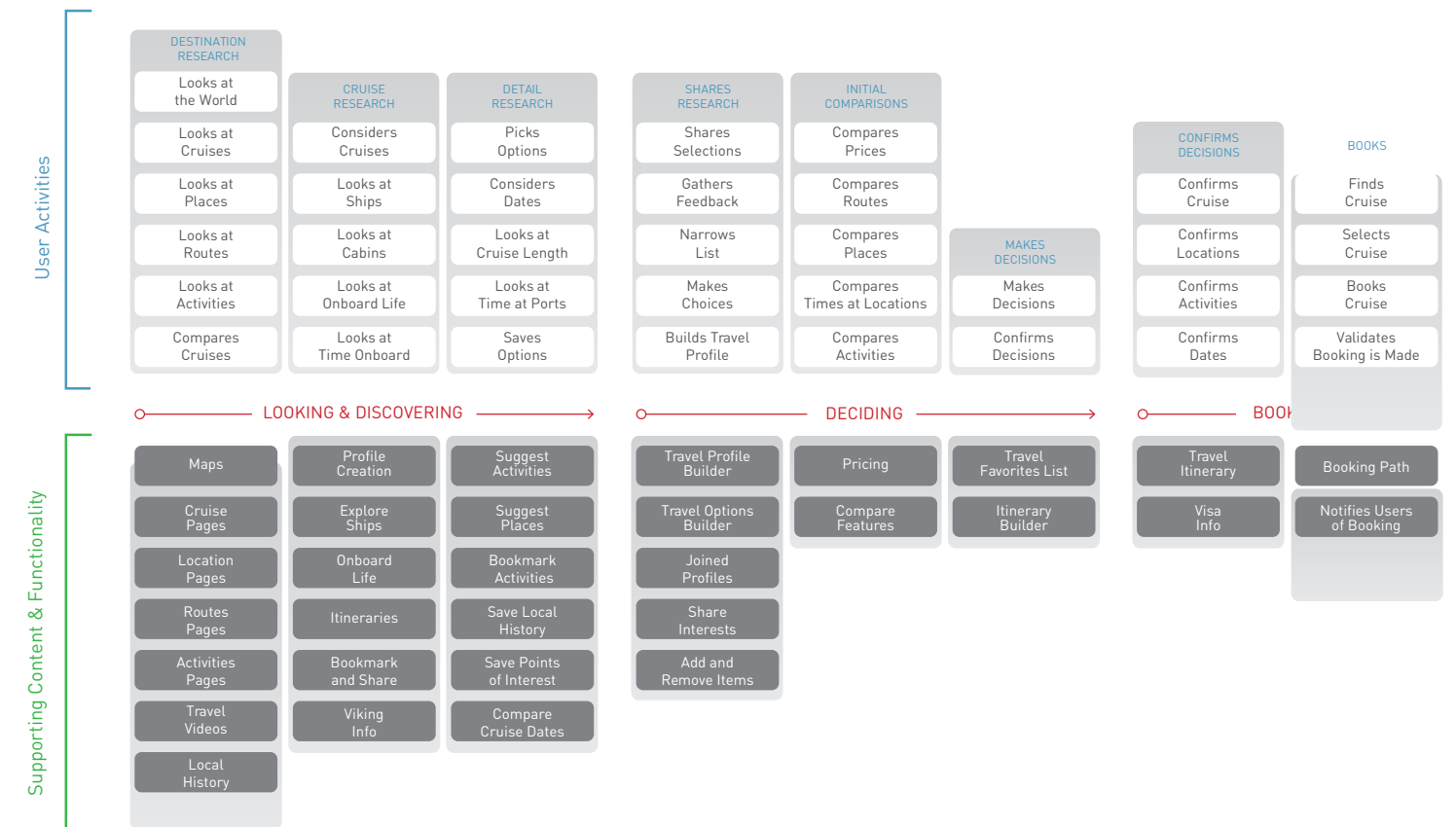
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Experience Maps & Mental Models

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.



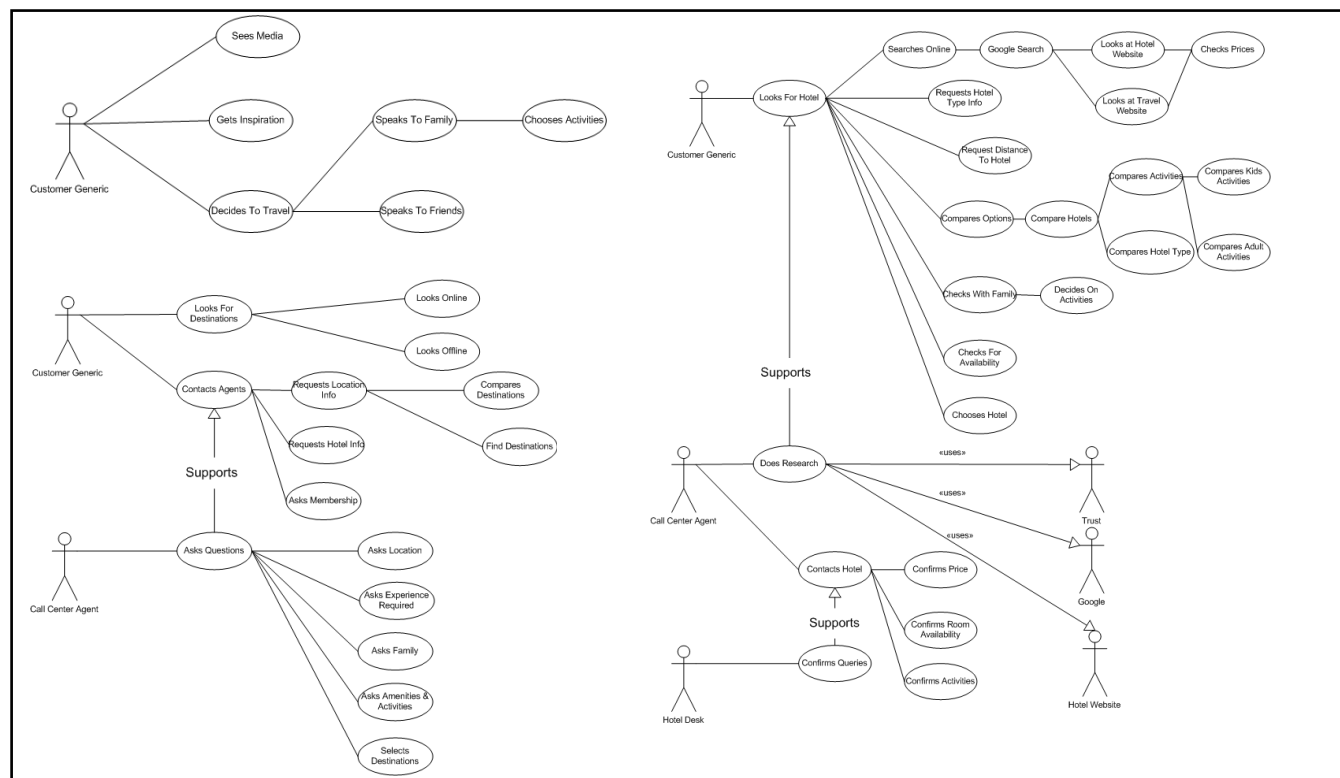
Use Cases & Use Case Diagrams

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 2: User Finds a Product

1. User arrives at the website
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. 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 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

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

8. User arrives at new bundle page
9. User sees bundle and product descriptions
10. Users browses images
11. User adds bundle to cart
12. 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. User selects related design listed on the page
9. User arrives at new design landing page
10. User sees design and product descriptions
11. User browses images

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. 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

15. User removes items from the list
16. User selects the product they are most interested in
17. User adds to cart
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

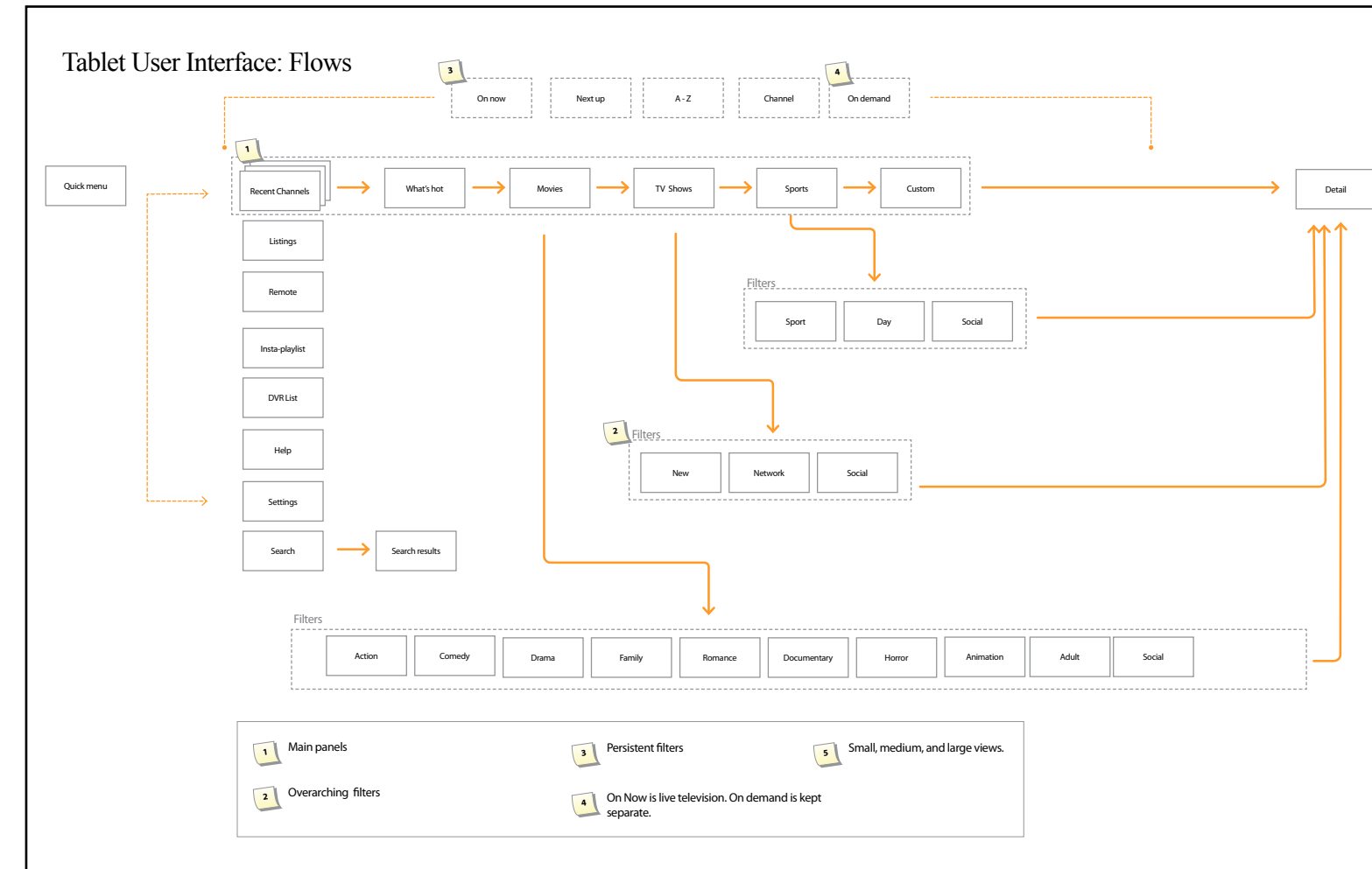
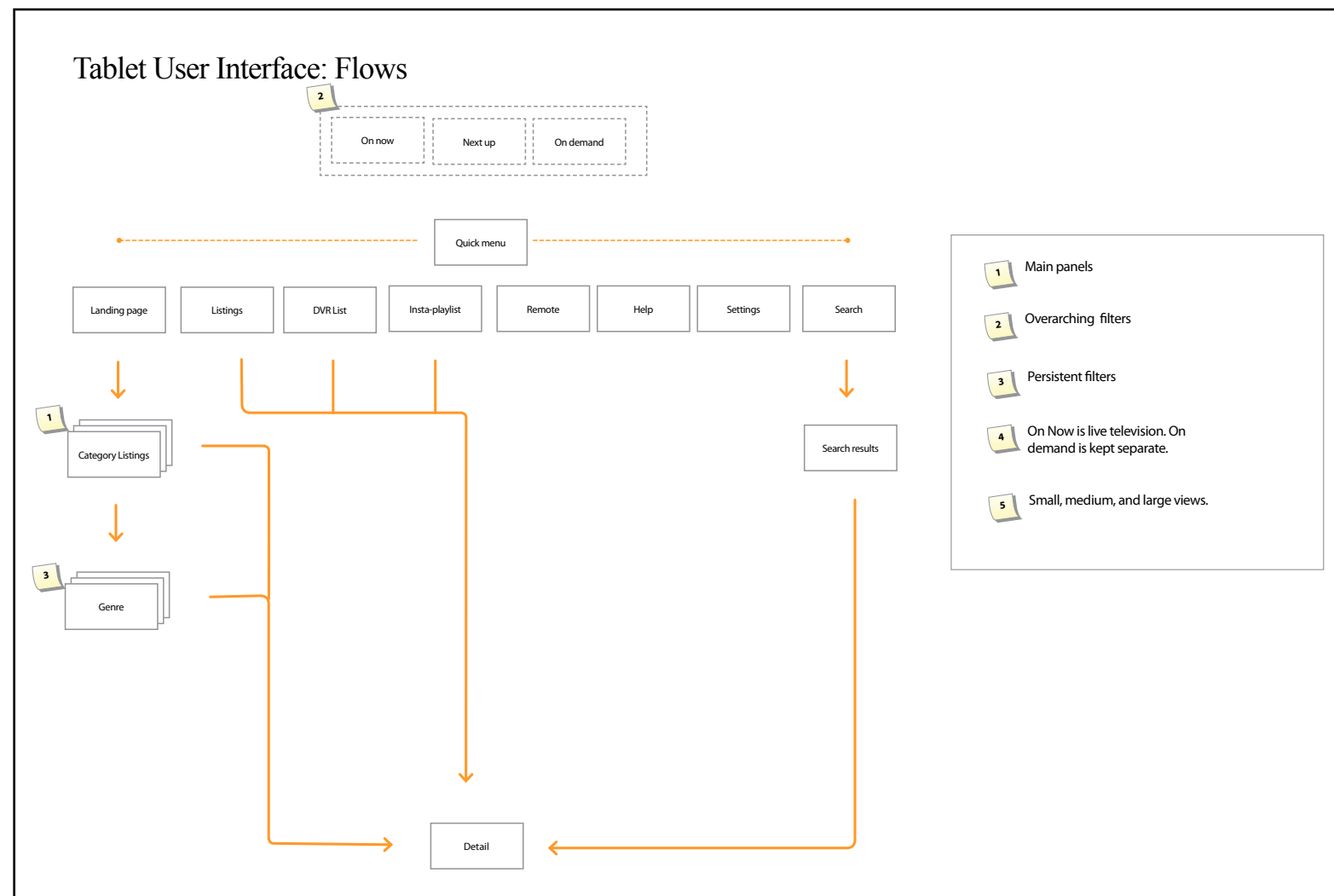
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Flows, System Logic & Diagrams

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



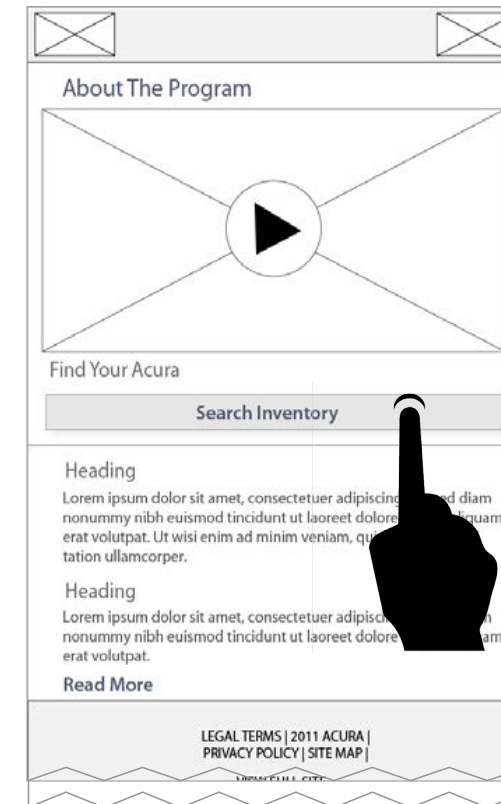
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Storyboards & Interactions

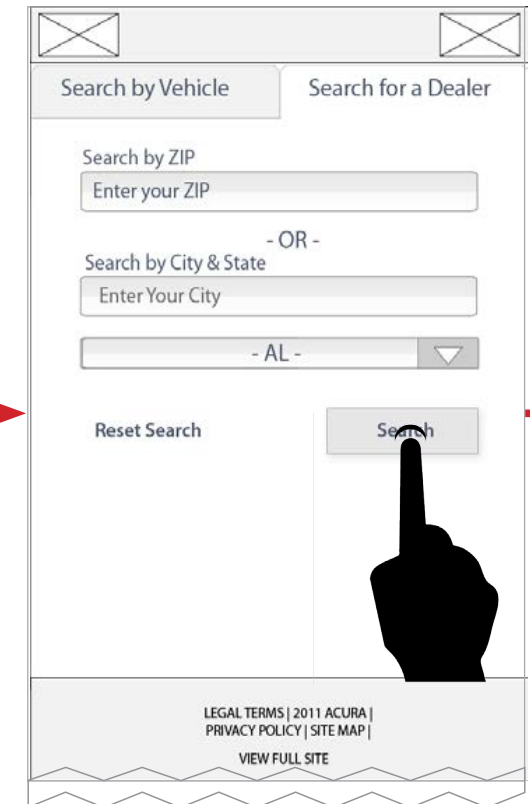
Storyboard and interaction flows tell the visual story of an interface. They bring concepts to life.

I use them to:

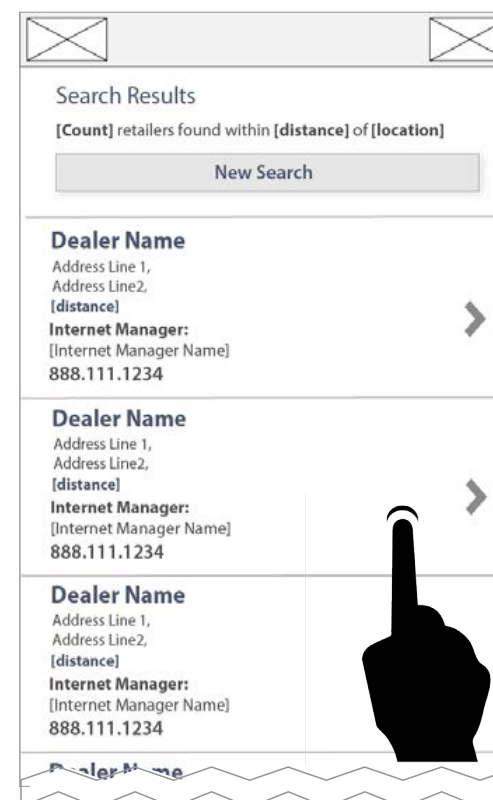
- Communicate interaction concepts
- Bring flows to life
- Illustrate the main steps people can take to achieve goals
- Illustrate the steps people can take to achieve goals
- Find and identify additional opportunities and paradigms that support people's journey through a system



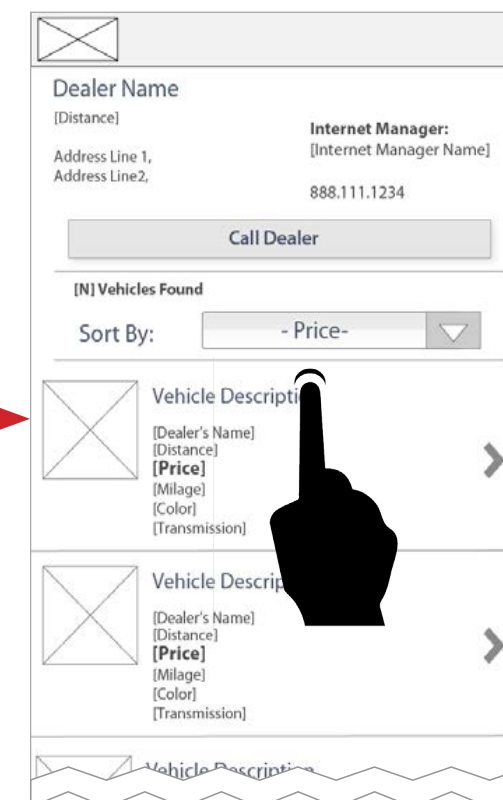
1. User Lands on QR Code Landing Page



2. User Searches For Dealer



3. User Lands On Dealer Search Result Page & Selects Dealer



4. User Selects Vehicle From Dealer Inventory



5. User Lands on Detail Page & Chooses to Contact Dealer

Layout Patterns & Wireframes

Back

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 Omnigraffle and Axure.

