



Hi

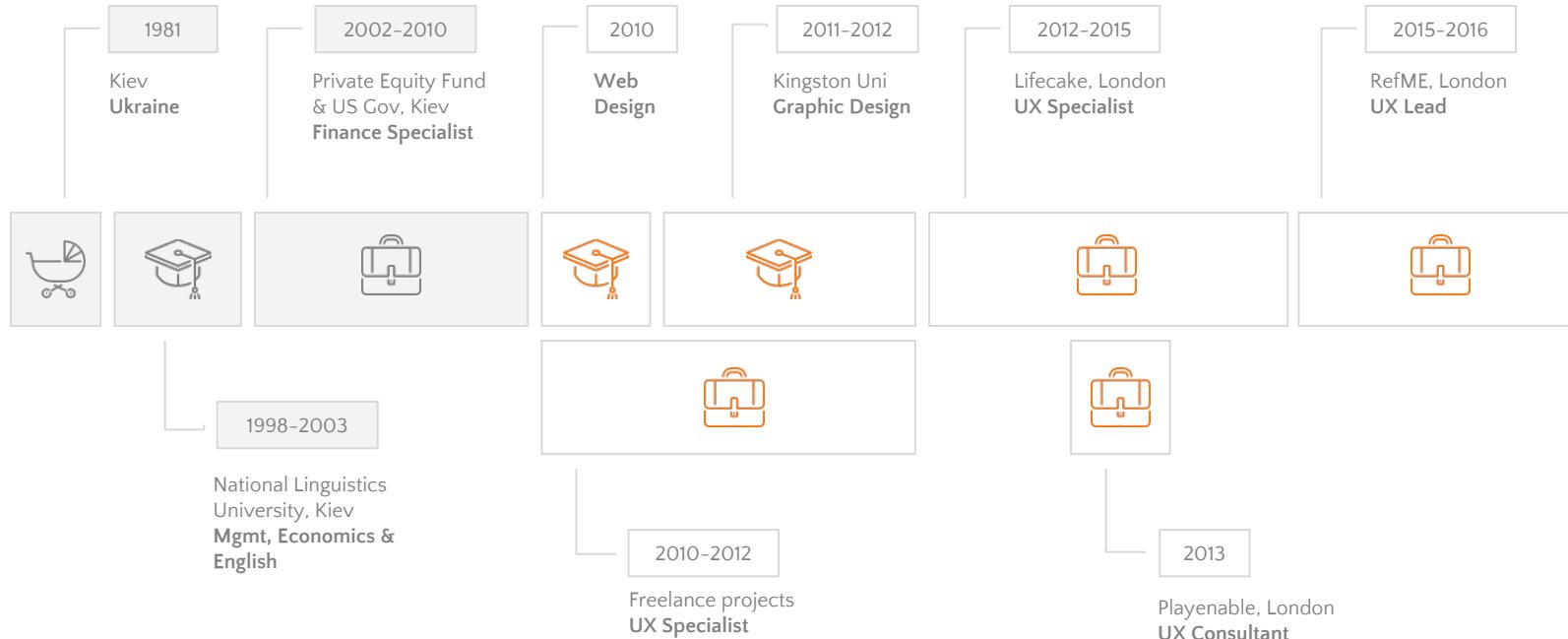
I'm Artëm.

I'm a User Experience professional.

shevchenko.artem@gmail.com

+44 777 122 8242

BACKGROUND



MY PHILOSOPHY

however, the concept is more widely accepted. Many in the design community understand that design must convey the essence of a device's operation; the way it works; the possible actions that can be taken; and, through feedback, just what it is doing at any particular moment. Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.

Donald A. Norman

EXPERTISE

My skills range from user research to information architecture to user interface and interaction design.

I help businesses grow, increase revenues, decrease costs, and communicate business values by ensuring that customers get great experience at every interaction with the product.

I insert myself into the user's context to understand what users do and why. I research people and products.

I prepare user journey maps, wireframes, prototypes, etc.

Feedback is instrumental in my work – I involve other team members, as well as test externally.

I facilitate collaboration, knowledge and idea sharing in the team.

My end goal is to provide the highest standard of communication between the business and its customers at every touchpoint in order to guide the user to achieving their goal using the product.



- Strategy
- User research
- Product research
- Competition analysis

- Information structure
- Content strategy
- Differentiation
- Tone of voice
- Functionality requirements
- User journey map
- Navigation

- Wireframes
- Prototypes
- User testing
- Review
- Iterations

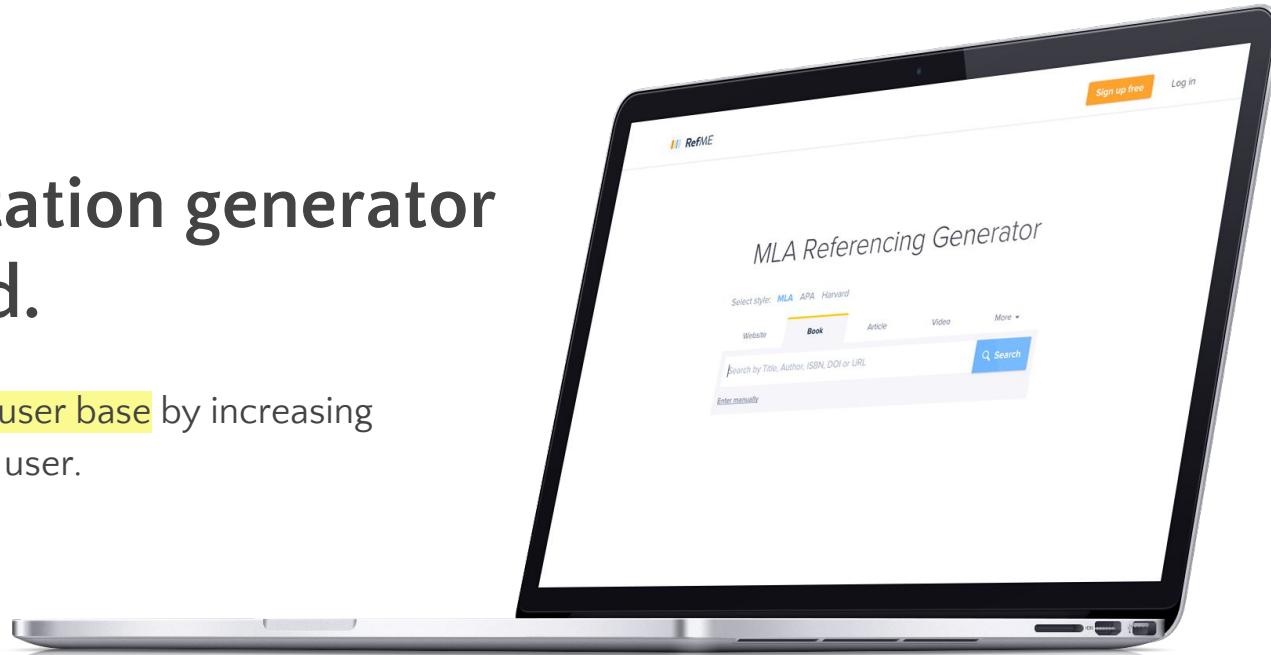
- Final designs
- Assets and Specs
- Implementation overview
- Measuring and learning

Case study 1

Case study 1

The best citation generator in the world.

Exponentially growing user base by increasing product's utility for the user.



BUSINESS GOAL:

Collect data on people referencing patterns to analyse and use for future B2B products creation.

USER NEED:

Get bibliography done for an essay at uni.

MY ROLE:

Project lead (Team of 3 engineers, 1 UI designer, 1 referencing specialist and myself).

I did research, interviews, task analysis, user profiles, journey mapping, wireframes, prototypes, user testing, implementation overview, analytics.

CONTEXT:

The business goal was informed by user research. We had six months worth of user research findings from interviews, task analysis, user-context profiles and the journey map. So when the business decided it needed to maximise data collection with the goal to analyse and productise this data in the future, we knew exactly in what direction we needed to head.

USER RESEARCH FINDINGS:

There were two distinctive types of people in our target audience. One type was postgraduate students and academic researchers.

Their research was large and complex, they needed a tool to collect and manage their bibliographies, hence they expected to create an account before starting to use a service. And, naturally, they knew the names of different services out there (so the branding was important).

The other type was undergraduate students. The task they had on their hands was to reference sources they were using in their essays to avoid losing marks. They were taught to reference sources and needed to demonstrate that knowledge. Basically, they saw it as a 'headache', a problem they wanted to solve as quickly as possible and return to the pleasant things in their lives. Moreover, for the majority of them, all their essays were separate from each other and very rarely someone would re-use the same sources in more than one assignment – they did not care about saving their bibliographies for later, they forgot about them the moment the essay was submitted. So, at the stage when they needed to generate their bibliographies, they would just google 'citation generator', pick one from the top results, use it, copy the outcomes and paste it into their texts. That's it. Done deal. The next essay would come and they would do exactly the same. They did not even remember the name of the service they used. And of course, the effort/benefit ratio of creating an account was out of balance.

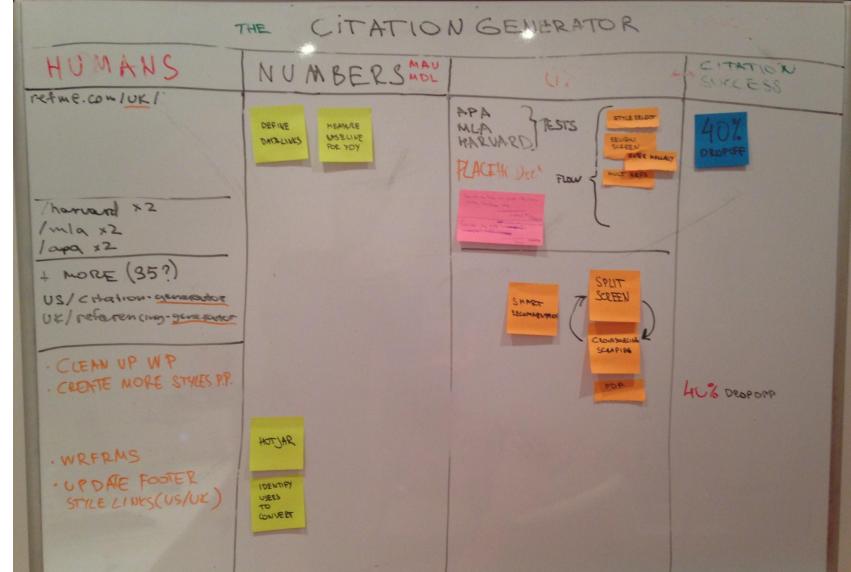
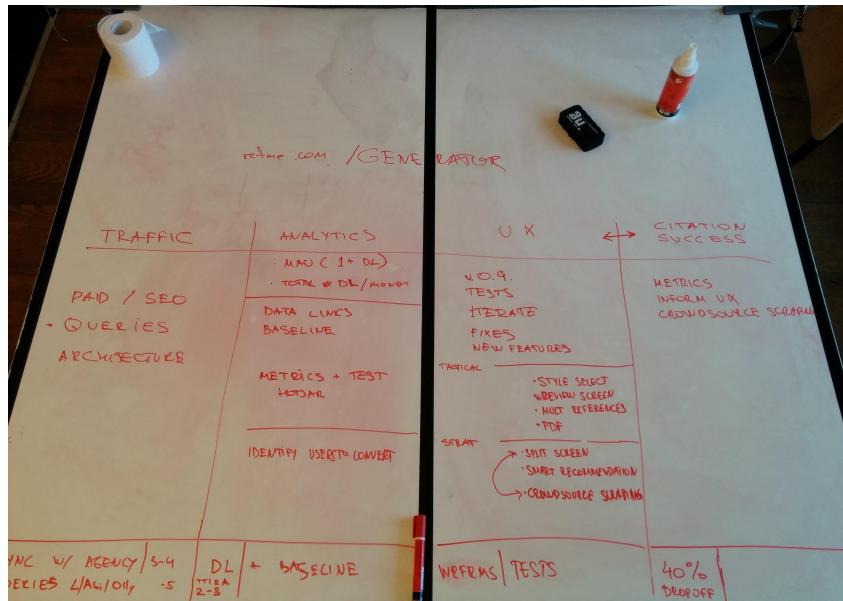
Company's main product fit well into the process of the former type. The latter type found our product too complex and with unnecessary features. We were missing on a large portion of this audience.

The aim of the project was to design and build an additional web service which would offer functionality similar to the main product, but in a limited and *open* version – to cater for undergraduates..

To compete with similar existing services, ours had to be the best in the world.

PROCESS:

As mentioned, I had six months of research to build upon. I analysed the competition and created the strategy.



I facilitated a brainstorm session with the stakeholders to determine the KPIs, split the workload and discussed with colleagues.

While I was working on the wireframes and user flows, the engineers have started to work on the back end. We didn't test the wireframes because I had tested competitors' services with users before, so I knew which things worked and which did not. After that, we cooperated with the UI designer to convert the wireframes into the designs. I created quick click-through prototypes to get the feel of the new interface, and also to evaluate with the developers and get their feedback.

As the back-end team proceeded, I collaborated with the in-house referencing specialist to make sure the newly built engine produced the correct results.

We all had to work very fast, because we knew we were approaching one of two peak seasons for essay writing - November.

We collaborated with the front-end developer, which sped up the process, we were fixing bugs on the fly. Meanwhile, the back end got finished and automated tests for the engine started.

By the time the engineers were putting the finish touches, I was already sharing videos of the product's tests with them; and they were quite happy that people enjoyed what they've just built.

RESULTS:

We did a soft launch in the beginning of October.

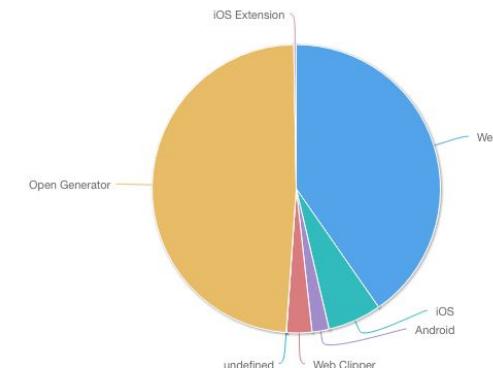


I set up an analytics dashboard so we could see the usage stats, which were going up steadily.

By the next peak season the numbers doubled and continued to grow.



By the summer, the Citation Generator became RefME's most used platform.



Summer's demand was obviously low. By the autumn, our SEO optimisation brought results: Citation Generator became #1 in Google; and around its first birthday the product started to break the overall company's records.

LEARNINGS:

I enjoyed working on this project a lot. We worked as a small cross-functional unit, and that allowed us to communicate better and move faster.

This project was a success, but it wasn't a surprise: we built on a solid knowledge and understanding; the strategy and decisions were well informed by the research; we tested before we started and we evaluated our every step; we collaborated; we had all the skills that we needed in our team; we had a deadline that we could not miss.

I learnt a lot about managing a team, about keeping people focused and giving them a sense of ownership and responsibility, about motivating and giving feedback.

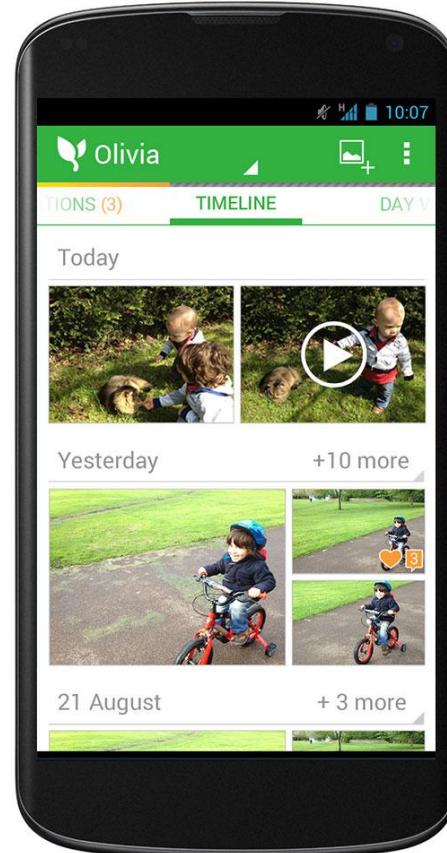
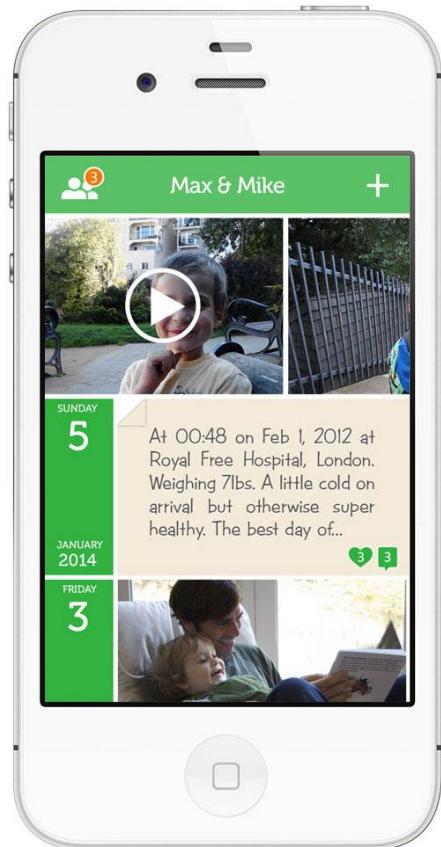
This experience proved to be very useful later when the company's design team grew and I was working on formalising Research and Design processes, as well as structuring collaboration with Engineering, Marketing and Sales.

Case study 2

Case study 2

Onboarding optimisation.

Increasing user activation by improving mobile apps onboarding.



BUSINESS GOAL:

Improve conversion and engagement of mobile apps users.

USER NEED:

Privately share photos and videos of children with family and friends.

MY ROLE:

Requirements gathering, research, scenarios, journey mapping, IA, wireframes, prototypes, user testing, final UI, documentation, implementation overview, analytics.

PROCESS:

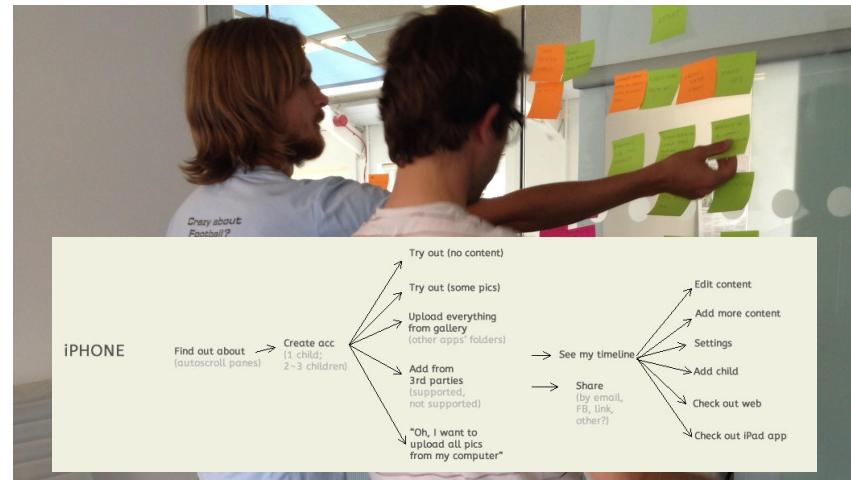
Native iPhone app is the company's flagship, the major user-acquisition channel and the primary live test ground for new features. The UI has been tweaked and changed several times, getting a step closer to the ideal every time.

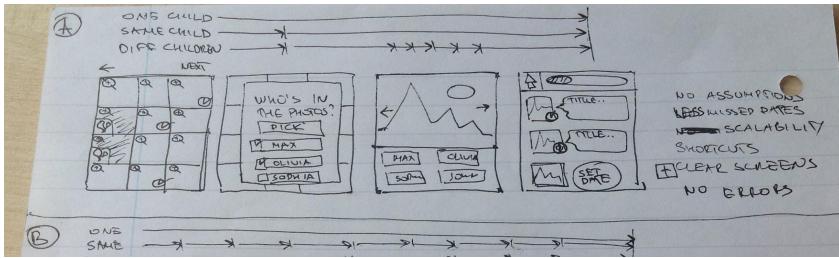
Users can perform a few actions on Lifecake iPhone app: view their content *actively* – scrolling the timeline, leaving and responding to comments, favouriting or editing moments, or *passively* – just sitting back and enjoying a nice travel through time via built-in time machine, invite family and friends, manage their contacts, add new children, connect to friends' accounts, catch up on the news in the activity centre, create and share new moments.

I have completed many challenging tasks and projects aimed to improve app's user experience. One the most difficult was to optimise onboarding.

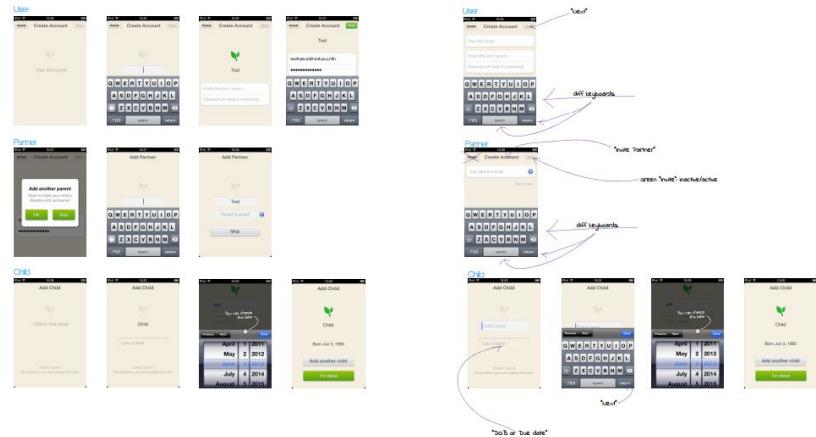
The data showed that once a newly registered user invited family to share child's timeline the retention rate of that user was much higher. So we had to find a way to encourage users to invite family as soon as they created an account.

The existing onboarding flow was already quite long (initially it was as long as 9-10 steps with lots of forms to fill) and those who successfully completed it were little motivated to fill in more forms to invite somebody.





We have built and tested different approaches. First, I tried to trim down the amount of forms prioritising the information we collected. We tried moving screens around, adding more explanatory information and/or graphics. We changed the onboarding flow to reflect Apple's principle of only asking what you need when you need it. We A/B tested every new tweak with new users.



Finally, we tested the app builds with intro flows of one to three screens asking for access to phone's gallery only. That instantaneous onboarding was the right way to go making the team very happy. Later, we found the flow was not ideal and we iterated more.

RESULT:

We combined what we had learnt with the patterns we knew were working well, to build the onboarding flow with **our record highest conversion rates**.

Case study 3

Case study 3

A photo book building service.

Increasing revenue by adding features that people want.



BUSINESS GOAL:

Launch a new feature for the product to increase revenue.

USER NEED:

Create and order a photo book with all the favourites, effortless and quick.

MY ROLE:

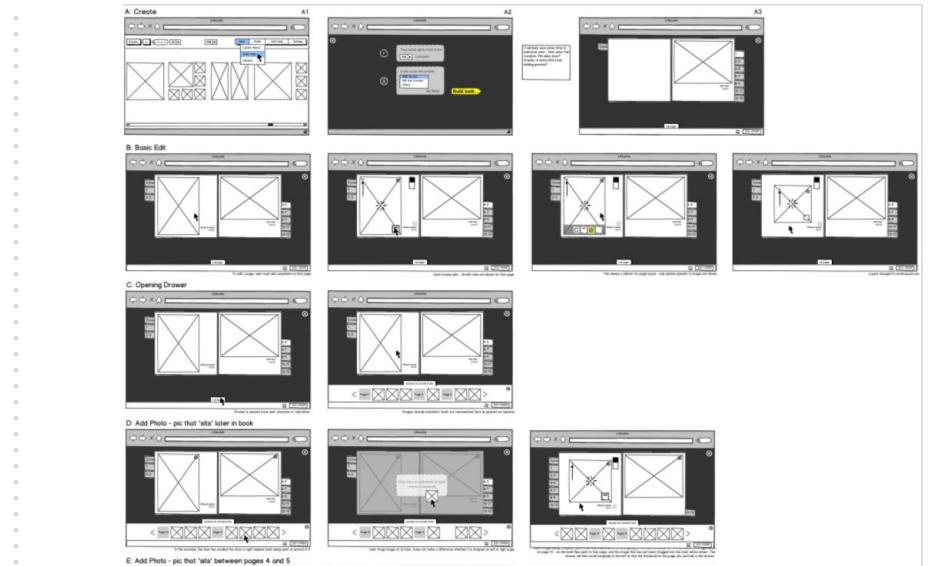
User and competition research, scenarios, journey mapping, wireframes, prototypes, user testing, final designs, documentation, production support. Worked in pair with the product owner.

PROCESS:

This was one of the most enjoyable projects at Lifecake. It was before Flat design appeared and the challenge was to recreate a real-life photo book building experience.

I did competition analysis, noted the best practices and functionality examples. I even printed out pictures and tried to make a physical photo book myself.

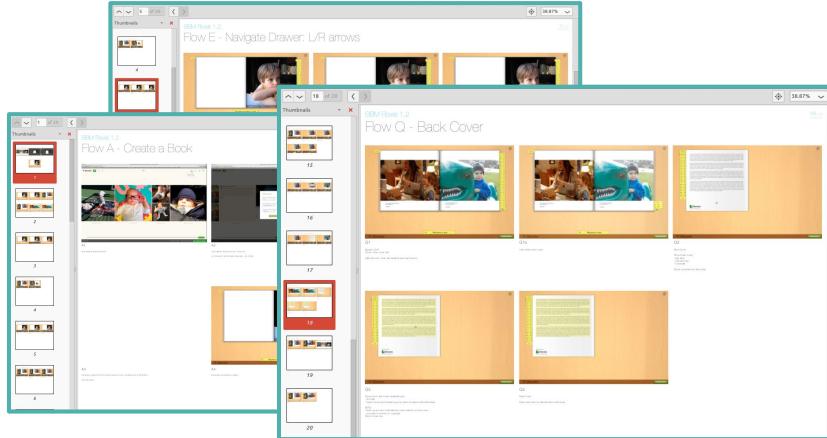
We cooperated with the Product owner for the work on the journey map, wireframes and flows. At that stage, we have got feedback from the stakeholders and the engineers.



I converted the wireframes into high-fidelity prototypes, that we tested with our existing users.

Those tests revealed a few flaws that seemed to work ok during earlier wireframes testing. We fixed the issues and tested again until we felt confident about the UI and interactions.

I prepared all the documentation and assets for the developers.



RESULT:

We were ready to go live.

First, we rolled this feature out to a limited amount of beta-group users for live testing. After the found bugs were fixed we made a soft launch to all users, collecting early feedback and keeping fixing bugs.

We then did some more tweaks and fine-tuning before advertising the feature to all customers.

LEARNINGS:

During this project I learnt that I must involve the engineers as early as possible.



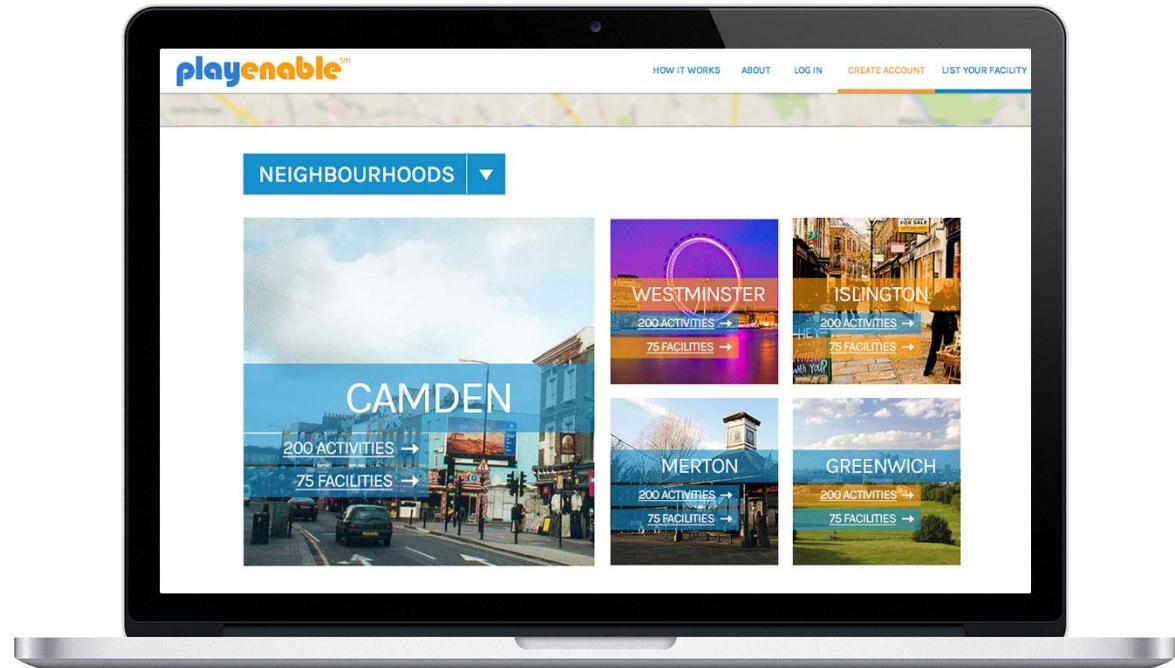
Adventures of Kai
The first 15 months with our magic little man

Case study 4

Case study 4

User activation and retention.

Increasing revenue by maximising conversion funnel.



BUSINESS:

Playenable is a service that connects people with the fitness activity facilities located around.

The company's website and mobile apps sell the service, display relevant search results in a user-friendly way, and enable users to organise and manage schedules, classes and venues through clear dashboards.

BUSINESS GOAL:

Optimise customer conversion funnel to increase revenue.

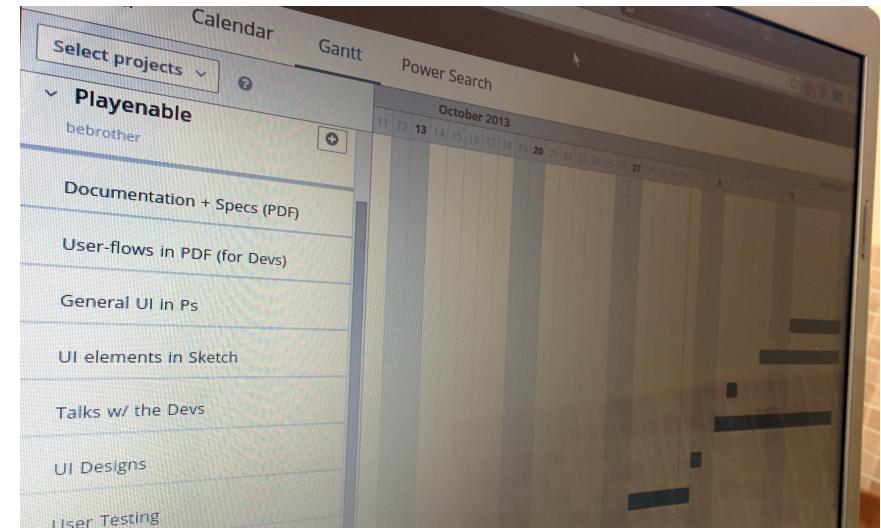
USER NEED:

- 1) Find and book fitness classes nearby – for people.
- 2) Get exposure to new audience, manage bookings – for sports venues.

MY ROLE:

I worked with Playenable as a UX Consultant to create strategy, conduct research, design UI and cooperate with the development team.

The goal of the project was to improve the desktop and mobile experiences to better communicate the proposition of the service to customers, increase conversion and retention of users.



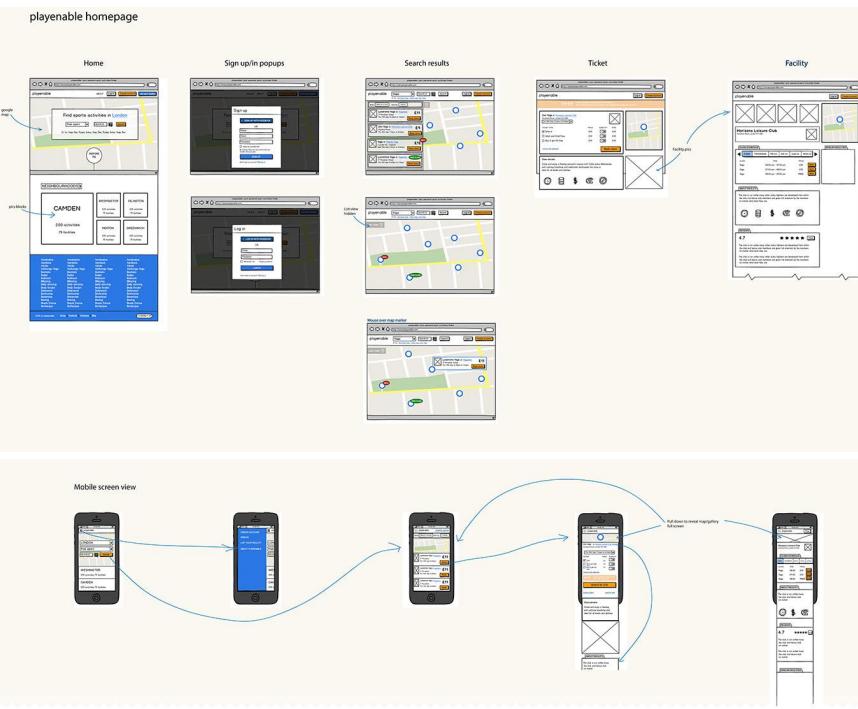
PROCESS:

I planned the project and confirmed the timing, tasks and deliverables with the management, designers and developers.

I started off with the analysis of the existing experience in order to identify weak points, check navigation and usability, etc.

Old homepage did not emphasise the main message, did not focus on a single main action. Altering it and a few other pages was to benefit the business customer conversion rate substantially.

To get the best insights to guide my work I organised a series of interviews and brainstorm sessions with the stakeholders. Then I re-organised the information and evaluated the new navigation by testing it with users. After that, I created a series of wireframes, arranged into user flows and scheduled user tests with one week intervals for iterations.



The mock-ups that I created for the tests were of low fidelity. That was more than enough for testing the navigation, tagline copy and the layout, but users were really distracted by the low fidelity of the screens and often commented on the design, mistakenly taking it for the final UI.

OUTCOMES:

After numerous iterations I turned the mock-ups into high fidelity prototypes. In the new designs the homepage concentrated around one main message with one prominent task – to enable search of fitness classes/facilities by type and location.

As the next step, user was presented with the search results on the map and list view. The user was taken through the whole first-time journey with maximum comfort and minimum distraction – all the way to the checkout. User was offered to create an account in a less aggressive way, but at the same time the benefits of that action were better emphasised.

LEARNINGS:

The main thing I learned about my work process – never use low-fi prototypes for complex user experience research (although I still think they are useful for evaluating shorter user-journeys, or simpler tasks).

Case study 5

Case study 5

Mobile app UI optimisation.

Increasing user engagement by improving the interface.



BEFORE



AFTER

BUSINESS:

OpenSignal is the world's largest crowdsourced mobile sensor network. With over 10 million downloads, 1.5 million active users. OpenSignal application provides wireless market insights to major customers such as McKinsey, Opera, Telefonica and ChinaMobile.

BUSINESS GOAL:

Increase user activation and engagement.

USER NEED:

Find a better mobile or wi-fi signal nearby.

MY ROLE:

Research, scenarios, wireframes, prototypes, usability testing.

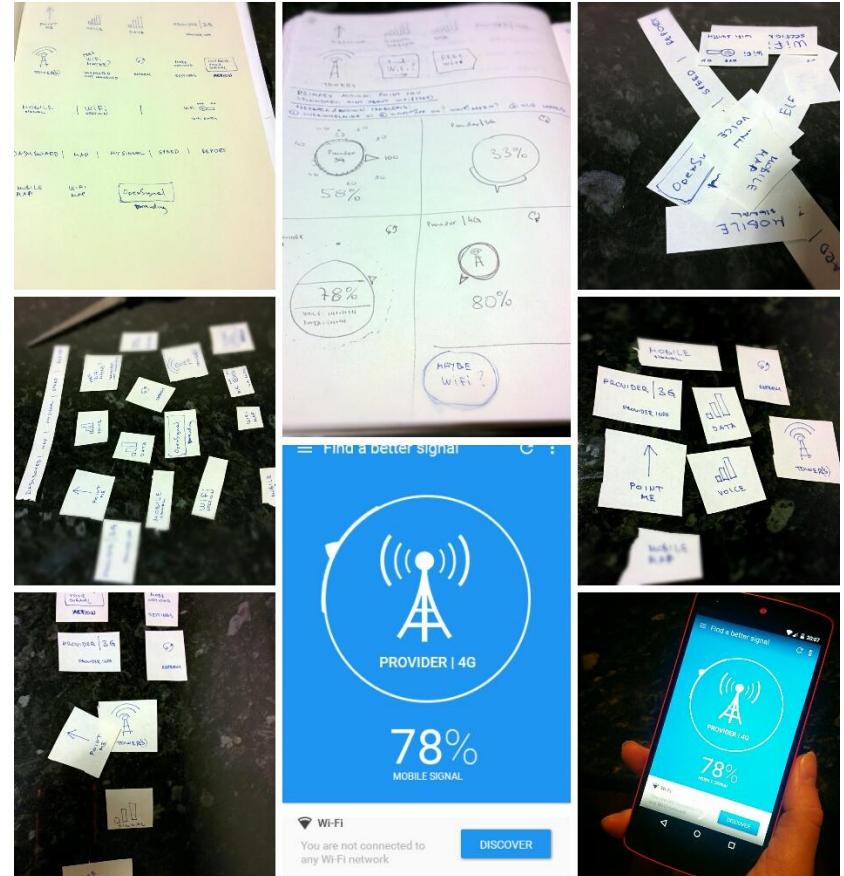
PROCESS:

OpenSignal in-app dashboard is positioned as something that can help users improve signal at a glance: point towards the direction for better signal and show where users can get WiFi nearby.

This is a screen that users turn to at those moments when the signal connection on the phone doesn't seem to be working. The feedback received was that the old screen was overwhelming and it was not clear what the app could do.

I analysed the current experience, tested it with users to help me identify the main problems and verify my assumptions.

For the new screen I concentrated on primary functionality, simplifying the UI and removing all unnecessary distractors



THANK YOU, GET IN TOUCH

shevchenko.artem@gmail.com

+44 777 122 8242