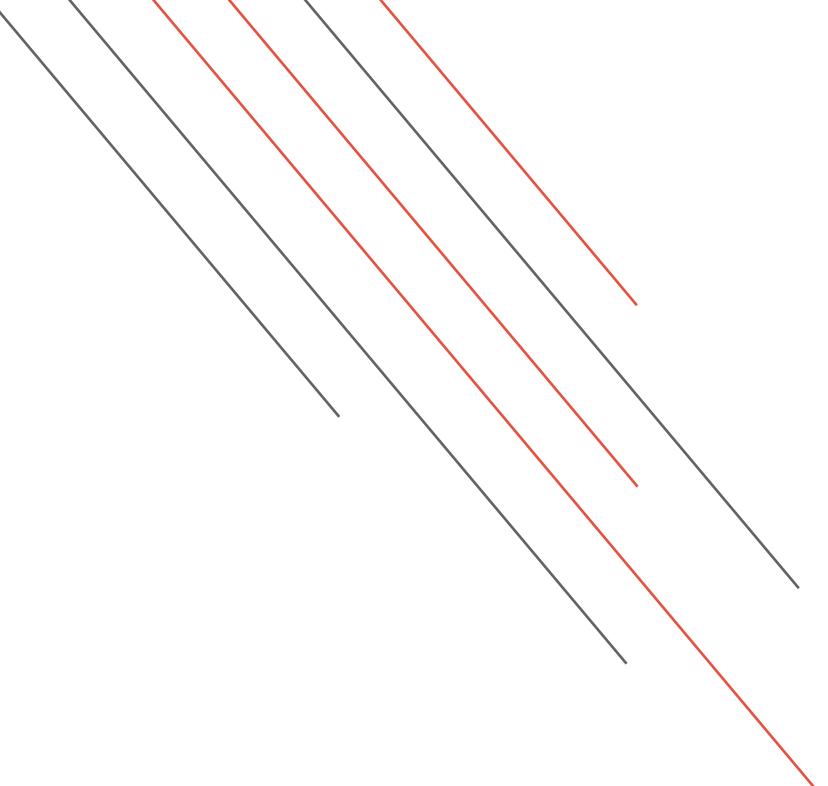


MEG LYBBERT

designer • question-asker • thinker • mapper • problem-solver • communicator

UX PORTFOLIO



CHALLENGE HER.

Meg Lybbert is an explorer of information and design; a graduate of Eastern Washington University's Visual Communication Design program, she has worked with a variety of clients and audiences to craft and communicate meaningful messages. Her favorite projects? The most difficult ones. Meg's body of research and design work demonstrate her keen interest in making learning and doing easier for everyone. She enjoys seeking out problems (great or small) and developing innovative solutions.

Email: meglybbert1010@gmail.com Phone: 509.9892024

MAGPIE

Client: Magpie Hunt

Project Date: Jan 2017 - Current

Responsibilities: iOS UX/UI Design
Logo Development
CMS UX/UI Design

Platforms: Web Enabled Mobile Application
Desktop CMS

Tools: Sketch
InVision App
Adobe Illustrator
Slack

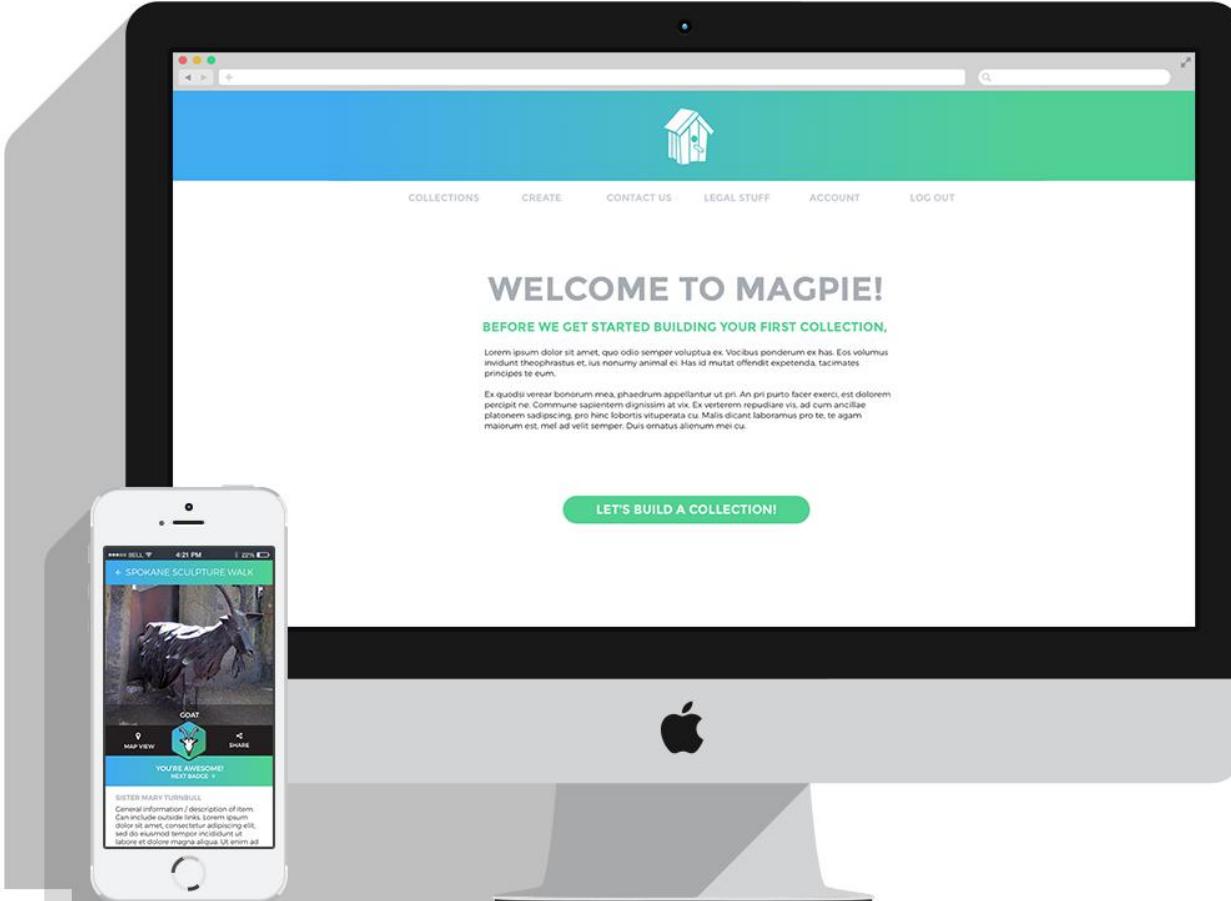
UX Methods: Wireframes
Rapid Prototypes
User Flows
Personas

Collaborators: Ginelle Hustrulid (Project Lead)
Trent Petersen (Previous UX Designer)
Kevin Ungerecht (Android UX Designer)

Status: In Development

HUNT, LEARN, COLLECT

The Magpie App is a scavenger hunt system that allows users to find and obtain digital badges as they visit landmarks in different hunts (known as collections). Unlike traditional scavenger hunts, however, users must answer quiz questions about the landmarks' surroundings. Users are also provided with educational material regarding the sites they visit. The best part? Each time a user completes a collection, he or she receives a physical prize!

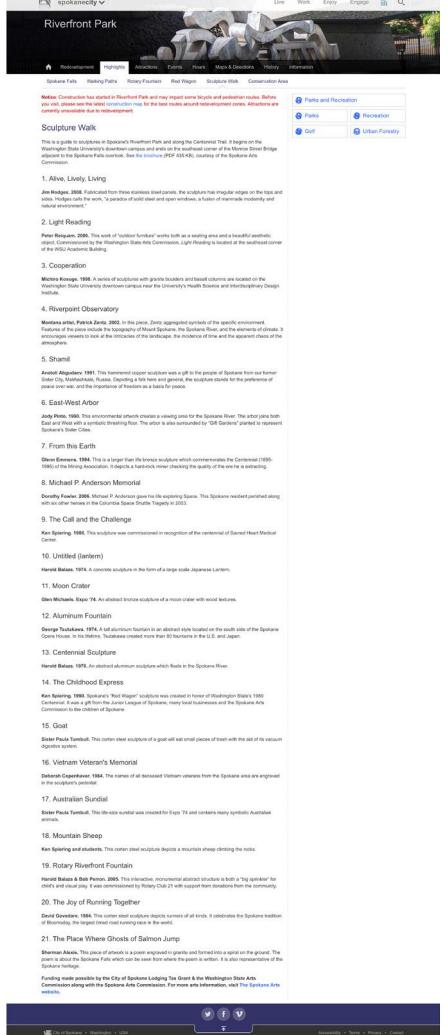


[VIEW CMS PROTOTYPE](#)

[VIEW APP PROTOTYPE](#)



Existing Brochure



Existing Website

THE PROBLEM

The inception of the Magpie App began when Spokane Arts expressed frustration with the fact that very few people were completing their Spokane Sculpture Walk. After a lot of discussion and back-and-forth, the idea for a digital version of the walk emerged. EWU faculty and students helping with the project quickly saw that an app could be expanded and used to promote different walks and collections as well.

Existing System

Interactive	<input checked="" type="checkbox"/>
Attractive	<input checked="" type="checkbox"/>
Easy to Use	<input checked="" type="checkbox"/>
Fun	<input checked="" type="checkbox"/>
Easy to Modify	<input checked="" type="checkbox"/>
Flexible	<input checked="" type="checkbox"/>
Track Progress	<input checked="" type="checkbox"/>
Accessible	<input checked="" type="checkbox"/>

App

Interactive	<input checked="" type="checkbox"/>
Attractive	<input checked="" type="checkbox"/>
Easy to Use	<input checked="" type="checkbox"/>
Fun	<input checked="" type="checkbox"/>
Easy to Modify	<input checked="" type="checkbox"/>
Flexible	<input checked="" type="checkbox"/>
Track Progress	<input checked="" type="checkbox"/>
Accessible	<input checked="" type="checkbox"/>

DEFINING AUDIENCE

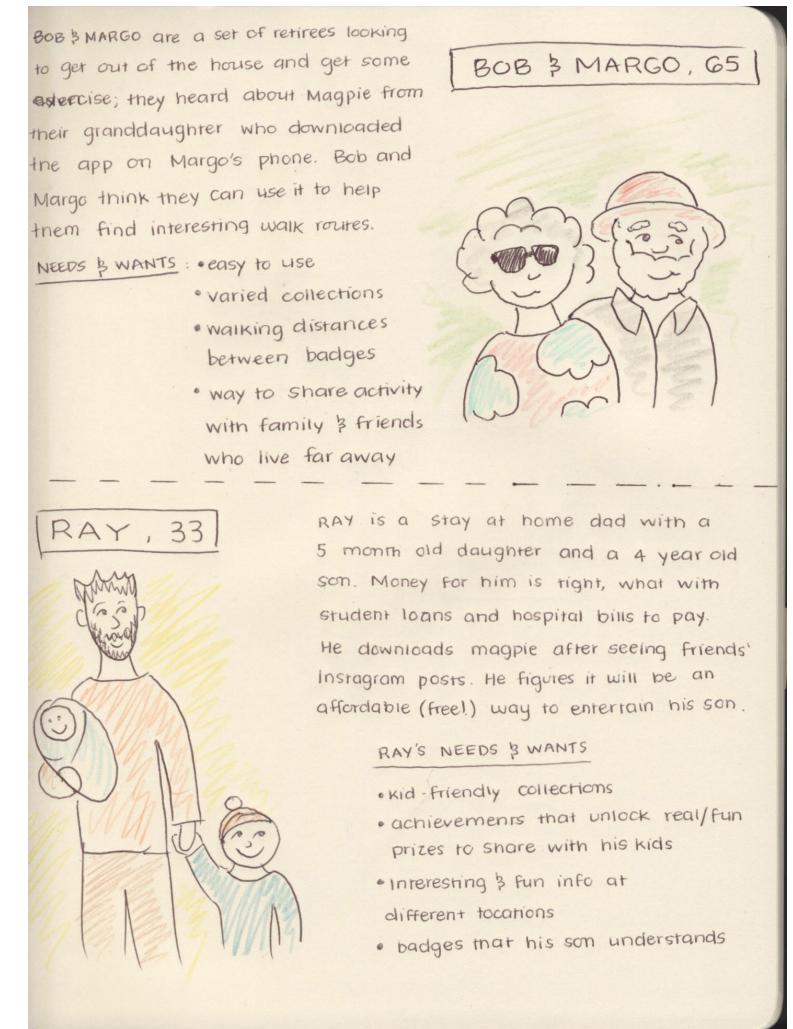
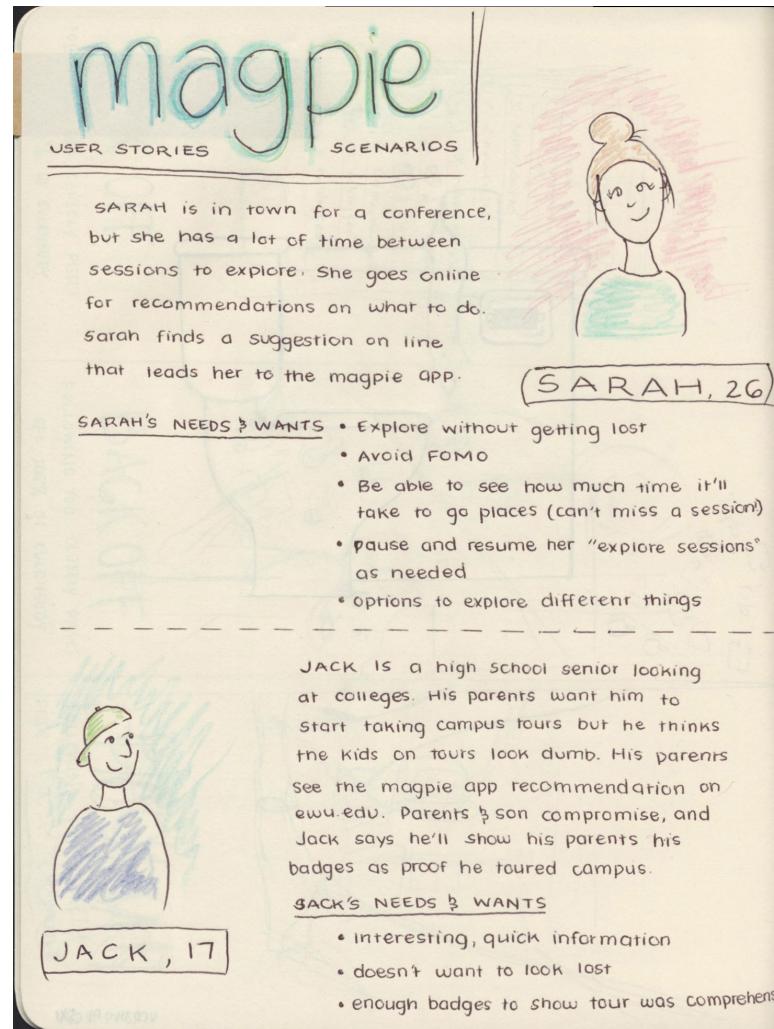
So, who exactly was going to be using this app? It was clear that there would be both Scavengers and Collection Curators. The research process included defining potential users in each category and identifying the factors that might motivate them to use the Magpie app from each end.

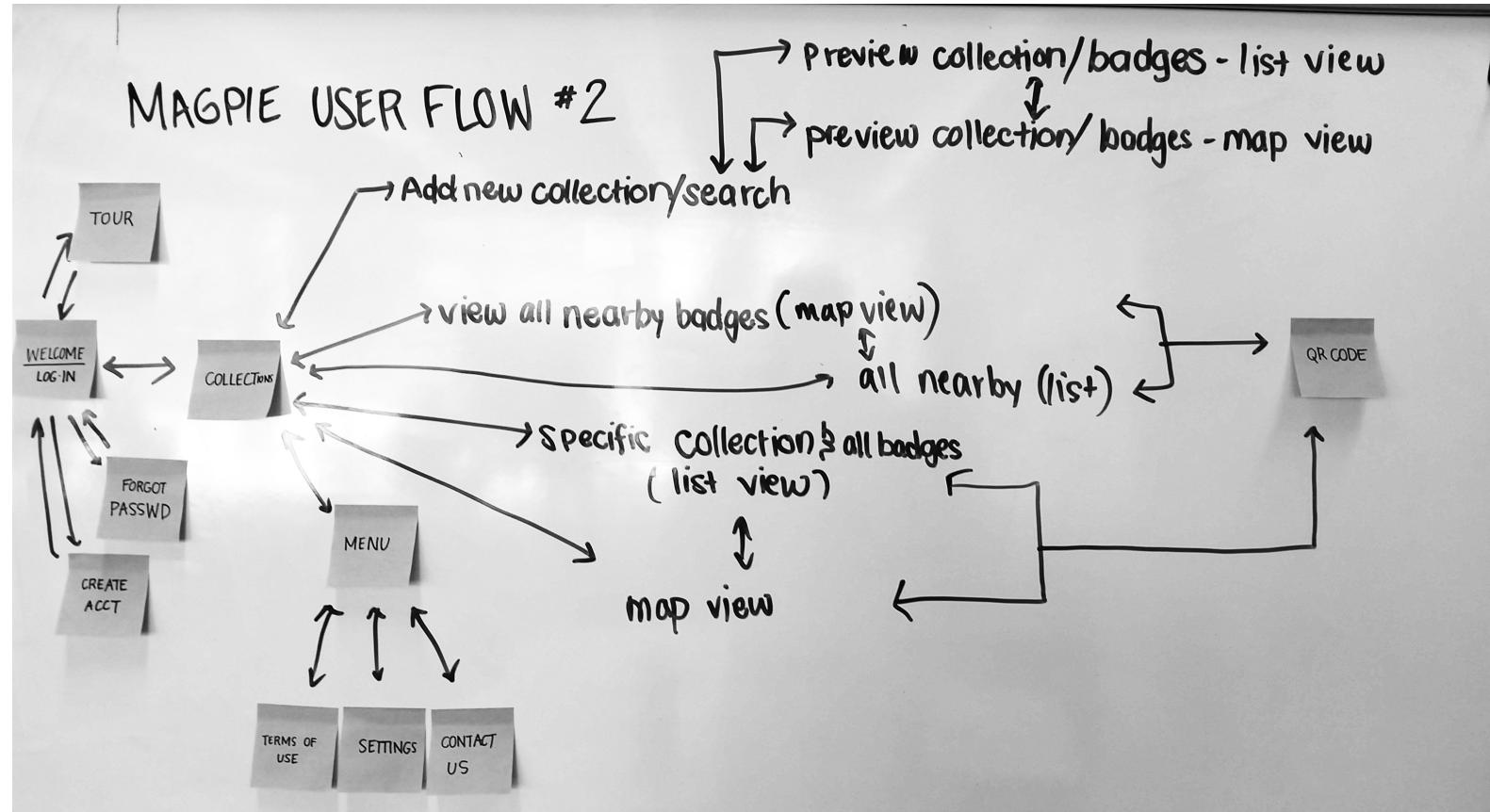
POTENTIAL SCAVENGERS:

- College Students
- Middle/High School Students
- Families
- Tourists
- "New to Towners"
- Bored People

POTENTIAL CURATORS:

- Parks
- Museums
- Companies
- Advertisers
- Universities
- Teachers





WHAT DO WE WANT TO KNOW ABOUT EACH BADGE?

- Name of item
- Geolocation of item
- Image of item (photo)
- Brief description (text)
- Link to outside info → Yes? no?
- Actual badge icon
 - choose from provided/generic
 - upload own badges → BW
 - Color
- Custom → what amount to donate to EWU?

also, distance from item to achieve badge?

WHAT DO WE WANT TO KNOW ABOUT A COLLECTION?

- Name of collection
- City where the collection is located
- # of badges
- Reward for completing collection
 - Title
 - Image Upload? → How exactly will the reward be given to the User?
 - Text box? → Do we know?

What if someone makes a multicity/state collection? Do we even care?

FINDING THE FLOW

Because the most attractive qualities of the app are the ability to learn, gain a sense of achievement, and receive awards, we began by defining the experience of a scavenger. Once we figured out what kinds of information they would need to see, we knew what our CMS would need to ask for.

KEY FEATURES FOR SCAVENGERS

- See progress
- See location
- Have more than one collection
- Map functionality
- Receive prizes
- Easily differentiate between badges
- Easily differentiate between collections
- Different view types

CONTENT NEEDED FROM CURATORS:

- Badge locations
- Badge descriptions
- Images
- Badge/Collection graphics (optional)
- Reward description
- Payment

CREATING A TEST CASE

Due to the early interest of Spokane Arts in a way of improving the Spokane Sculpture Walk, the first collection to officially be built is the Spokane Sculpture Walk hunt. Upon the launch of the app, however, other curators will be able to build their own walks and share them with the world.

SPOKANE SCULPTURE WALK SPECS:

- 21 sculptures/badge
- 21 summaries
- 21 pop quiz questions
- 1 prize per scavenger
- 2.5 hours long
- 4 miles

8/32 SAMPLE SCREENS

The image displays a grid of 10 mobile application screens from the "Spokane Sculpture Walk" app, illustrating its features and user interface. The screens include:

- Top Row:**
 - MAGPIE**: Home screen featuring a bird icon and the word "MAGPIE".
 - SPOKANE SCULPTURE WALK**: List of challenges including "Goat" (12 min, .8 mi), "Footsteps to..." (14 min, 1 mi), "Alive, Lively, L..." (14 min, 1.2 mi), and "The Call and t..." (12 min, .8 mi).
 - SPOKANE SCULPTURE WALK**: Pop Quiz screen asking "Which of the following items is located directly to the left of the Goat sculpture?". Options include: a bench, a tree, two bike racks, one bike rack, and a drain. A "SUBMIT" button is present.
 - SPOKANE SCULPTURE WALK**: Collection completion screen showing a large moon badge and the message "YOUR COLLECTION IS COMPLETE! SWIPE LEFT TO REDEEM YOUR AWARD".
- Second Row:**
 - MY COLLECTIONS**: Screen showing collections: SSW (Spokane Sculpture Walk), EWU (Eastern Washington University Tour), THM (Thomas Hammer Coffee Blitz), and FAK (Friends, Amigos, Kids). An "ADD NEW COLLECTIONS" button is at the top.
 - BADGES NEAR ME**: Map view showing badges near the user's location, with streets like N Stevens St, W Spokane Falls Blvd, and Centennial Trail visible.
 - SPOKANE SCULPTURE WALK**: Item details for "GOAT" located at "SISTER MARY TURNBULL". It includes a map view, share button, and the message "YOU'RE AWESOME! NEXT BADGE →".
 - SPOKANE SCULPTURE WALK**: Congratulations screen for earning a badge, offering "TWO FREE MOVIE TICKETS & A FREE LARGE POPCORN!". It also shows the redemption code "REDEMPTION CODE: 345UIX".
- Third Row:**
 - MY COLLECTIONS**: Shows the same four collections as the second row.
 - BADGES NEAR ME**: Map view showing badges near the user's location.
 - SPOKANE SCULPTURE WALK**: Item details for "GOAT" located at "SISTER MARY TURNBULL". It includes a map view, share button, and the message "YOU'RE AWESOME! NEXT BADGE →".
 - SPOKANE SCULPTURE WALK**: Congratulations screen for earning a badge, offering "TWO FREE MOVIE TICKETS & A FREE LARGE POPCORN!". It also shows the redemption code "REDEMPTION CODE: 345UIX".

APPLE TV REMOTE



Client: Apple

Project Date: Apr - May 2017

Responsibilities: Mobile UX/UI Design

Platforms: Web Enabled Mobile Application

Tools: Sketch
RealTimeBoard
InVisionApp

UX Methods: Wireframes
Rapid Prototypes
Content Analysis
User Flows

Collaborators: P. Colin Manikoth (Instructor)

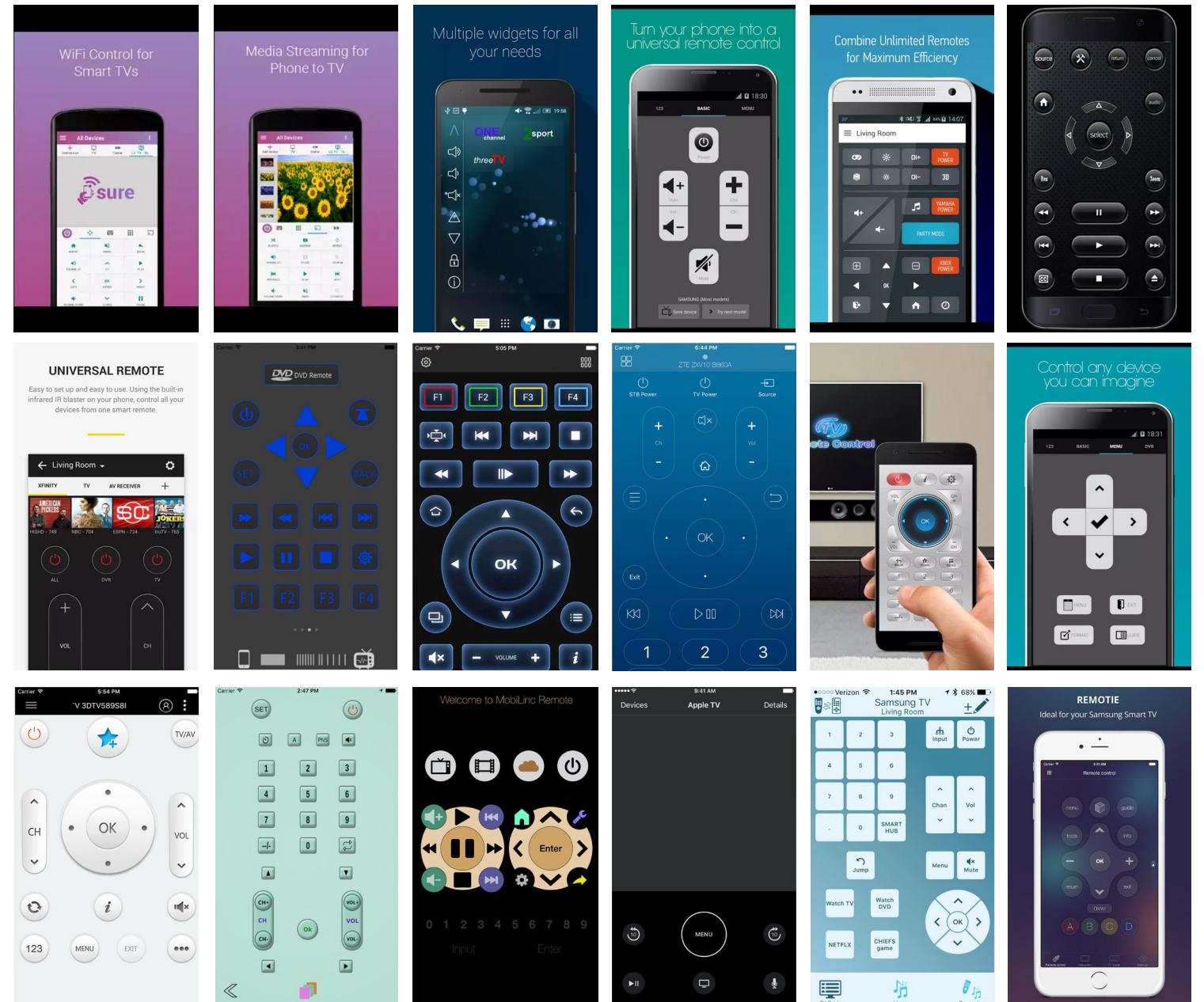
Status: Concept

I JUST WANNA WATCH TV

The AppleTV Remote project arose out of the need for a decent control app for the AppleTV device. The current app remote has limited features, and the physical remote is easily lost. The goal with this concept app was to provide users and viewers with a beautiful way to browse for new things to watch, find key information, and control their device all while actually watching one program on the screen.



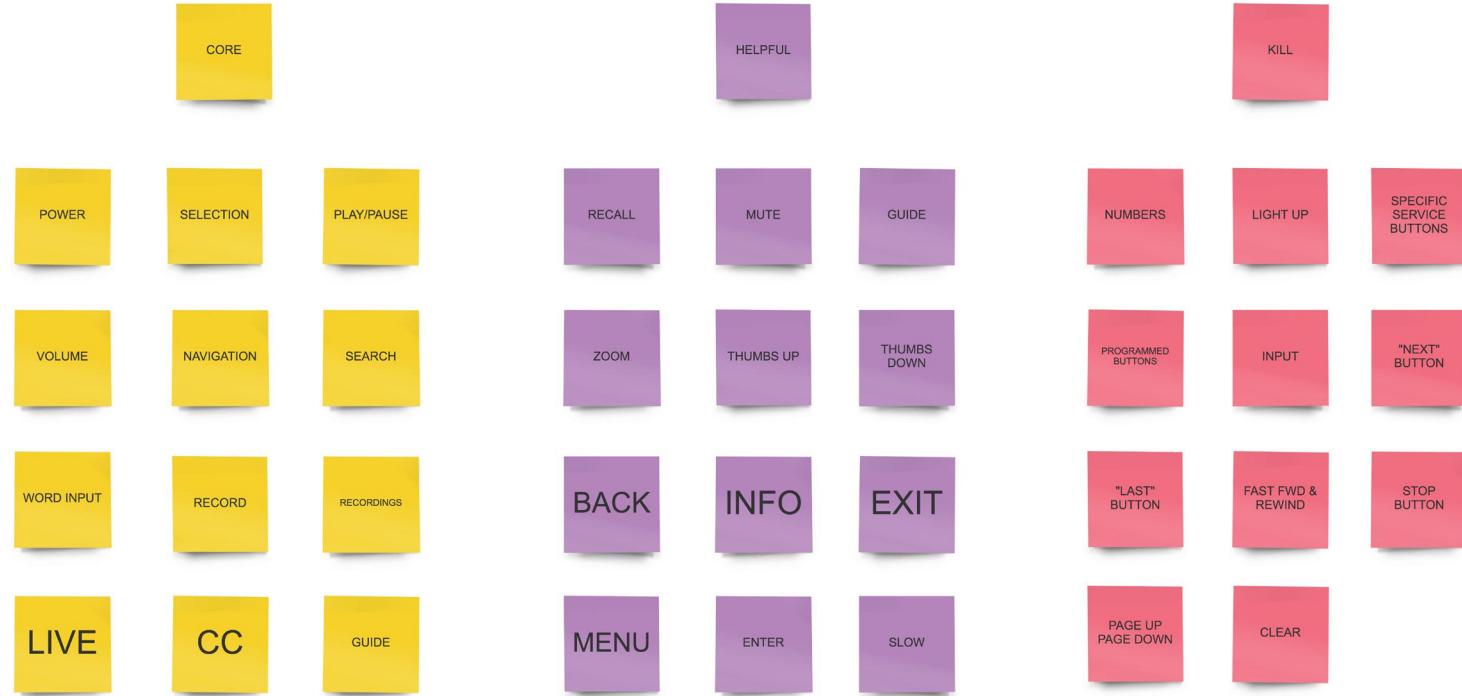
VIEW PROTOTYPE



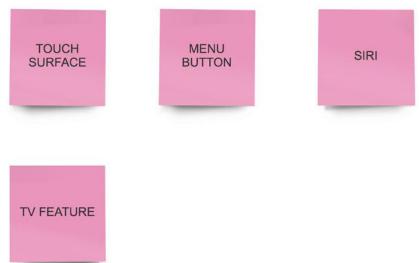
THE PROBLEM

Almost all streaming services offer their own mobile app remote control. The app store is also full of remotes to control TVs themselves. Unfortunately, many of these digital remotes do not take advantage of the flexibility provided by a touch display and simply mimic traditional physical remotes. These poorly designed monstrosities are just as difficult to use as the real thing. Alternatively, the remotes are too empty, or have too few features, like the current AppleTV remote.

DVR



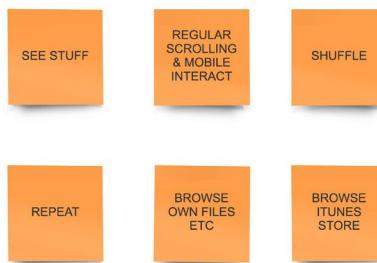
Apple TV



Both



iTunes Remote



THE RESEARCH

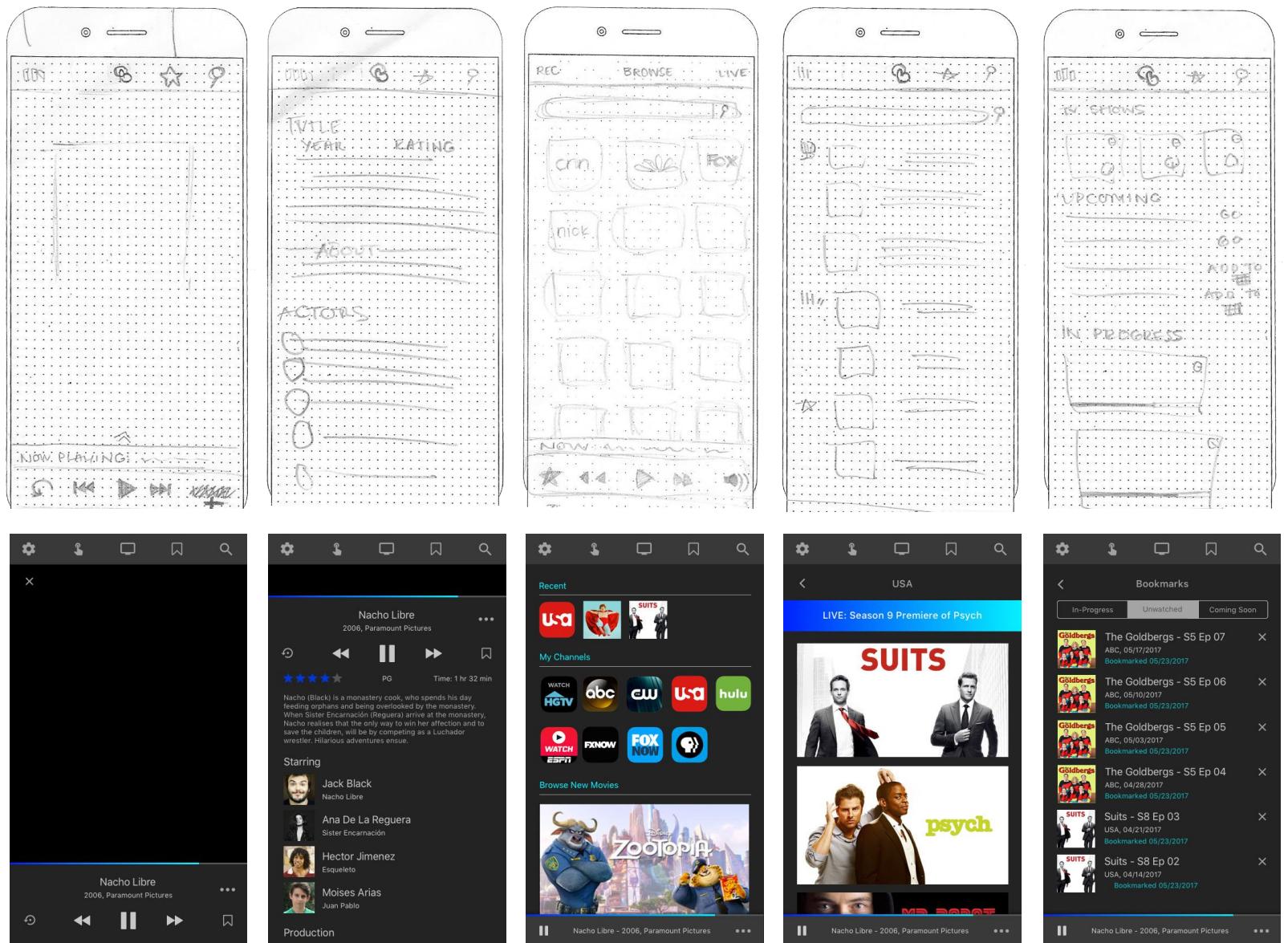
In an effort to better understand the remotes, I conducted an analysis of popular features on analog remotes, as well as the actual features on the AppleTV remote. I also looked at how the controls and menus in music apps are set up - after all, looking for and listening to music isn't all that different from looking for and watching videos.

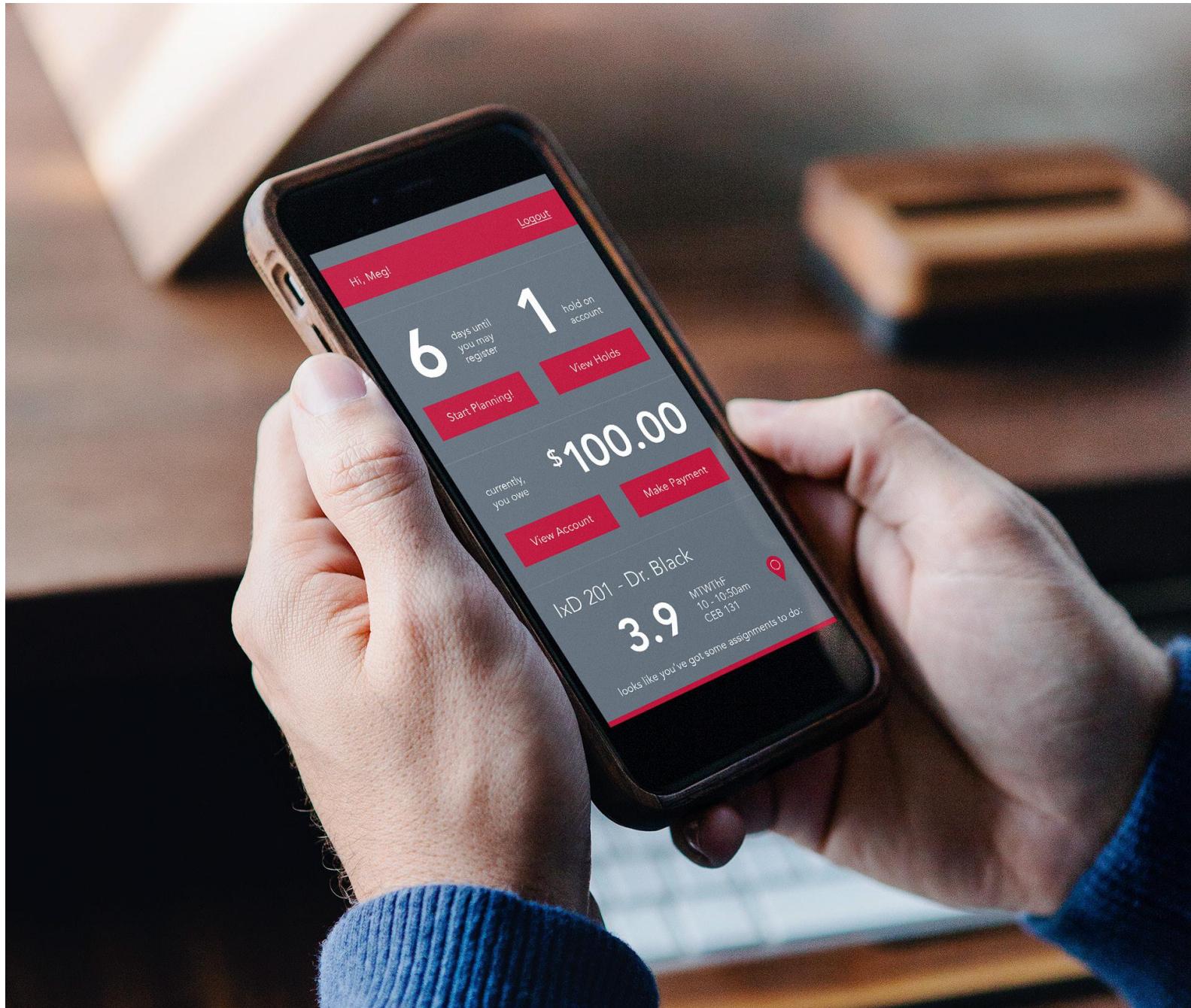
THE DESIGN

After combining the research results and the Apple HIG, I proceeded to draw quick wireframes and build rapid prototypes. After ironing out some kinks, digital, a high-fidelity prototype was built to show how easily the remote could be used. The app allows users to search, browse, and go through menus either on their TV using a digital D pad, or on their phone while watching a video on the TV or other display device.

KEY FEATURES FOR SCAVENGERS

- Look at show/movie information
- Find similar shows and movies
- Save videos for later
- Save channels
- Pause live streams
- Rewind any video
- Save live streamed videos for later
- Access play/pause anytime
- "Scrub" to fast-forward/rewind
- Different view types





MY EWU PORTAL

Client: Eastern Washington University

Project Date: Nov 2016

Responsibilities: Mobile UX/UI Design

Platforms: Web Enabled Mobile Application

Tools: Photoshop
InVision App

UX Methods: Wireframes
Cardsorting
Rapid Prototypes
User Flows
Personas

Collaborators: P. Colin Manikoth (Instructor)

Status: Concept

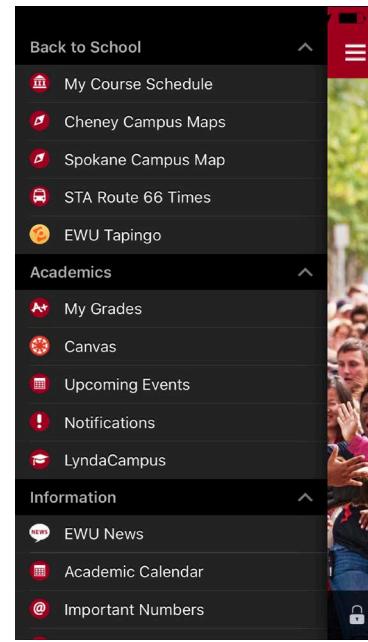
A STUDENT DASHBOARD

The MyEWU Portal concept app provides students with a quick and easy way to view important tidbits of information relevant to their education, register for classes, submit assignments, make payments, and view grades - all in one place! The app eliminates linking out to other websites and apps to provide a seamless user experience for the hurried student.



VIEW APP PROTOTYPE

MOBILE APP



MOBILE WEBSITE

The mobile website (EagleNET) and mobile app interfaces are shown in a grid of screenshots. The top row displays the homepage and login screen of the mobile website. The bottom row displays the grades section and a dynamic schedule page.

Mobile Website Screenshots:

- Top Left: Mobile website homepage showing 'Back to School' section with links to My Course Schedule, Cheney Campus Maps, Spokane Campus Map, STA Route 66 Times, and EWU Tapingo.
- Top Middle: Mobile website login screen for 'myEWU Web Portal'.
- Top Right: Mobile website login screen for 'EagleNET'.
- Bottom Left: Mobile website grades section for Winter Quarter 2017, showing courses DESN 348-01, DESN 378-01, DESN 463-01, DESN 493-01, and DESN 499-04 with their respective final grades and last update times.
- Bottom Middle: Mobile website student records section.
- Bottom Right: Mobile website dynamic schedule section.

Mobile App Screenshot:

- Mobile app grades section for Winter Quarter 2017, showing courses DESN 348-01, DESN 378-01, DESN 463-01, DESN 493-01, and DESN 499-04 with their respective final grades and last update times.

WHAT WE HAVE

Currently, the Eastern Washington University MyEWU portal provides students with access and links to vast amounts of information. However, the site is extremely difficult to navigate in a mobile setting precisely because there is so much information on display, and the site isn't fully responsive. The University also has an app available for students that provides some information, but it does not allow students to act on that information.

APP USABILITY ISSUES:

- App only displays information, doesn't allow users to act on/edit information
- ALL information is nested away beneath menu
- App signs users out too frequently

SITE USABILITY ISSUES:

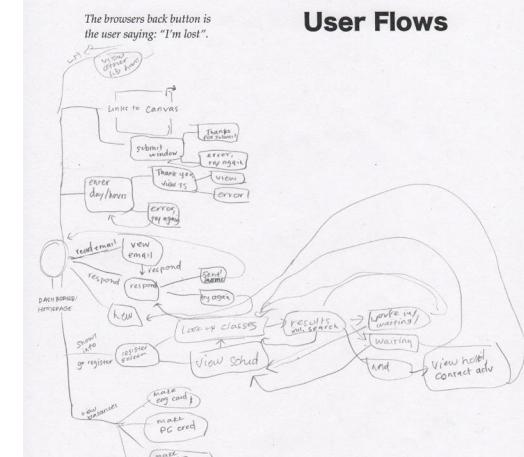
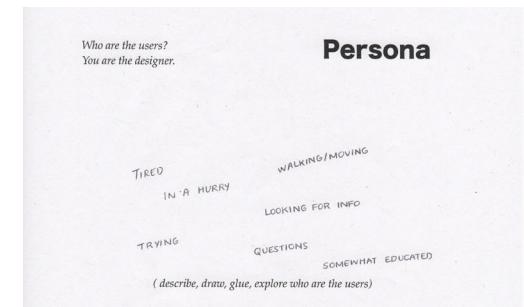
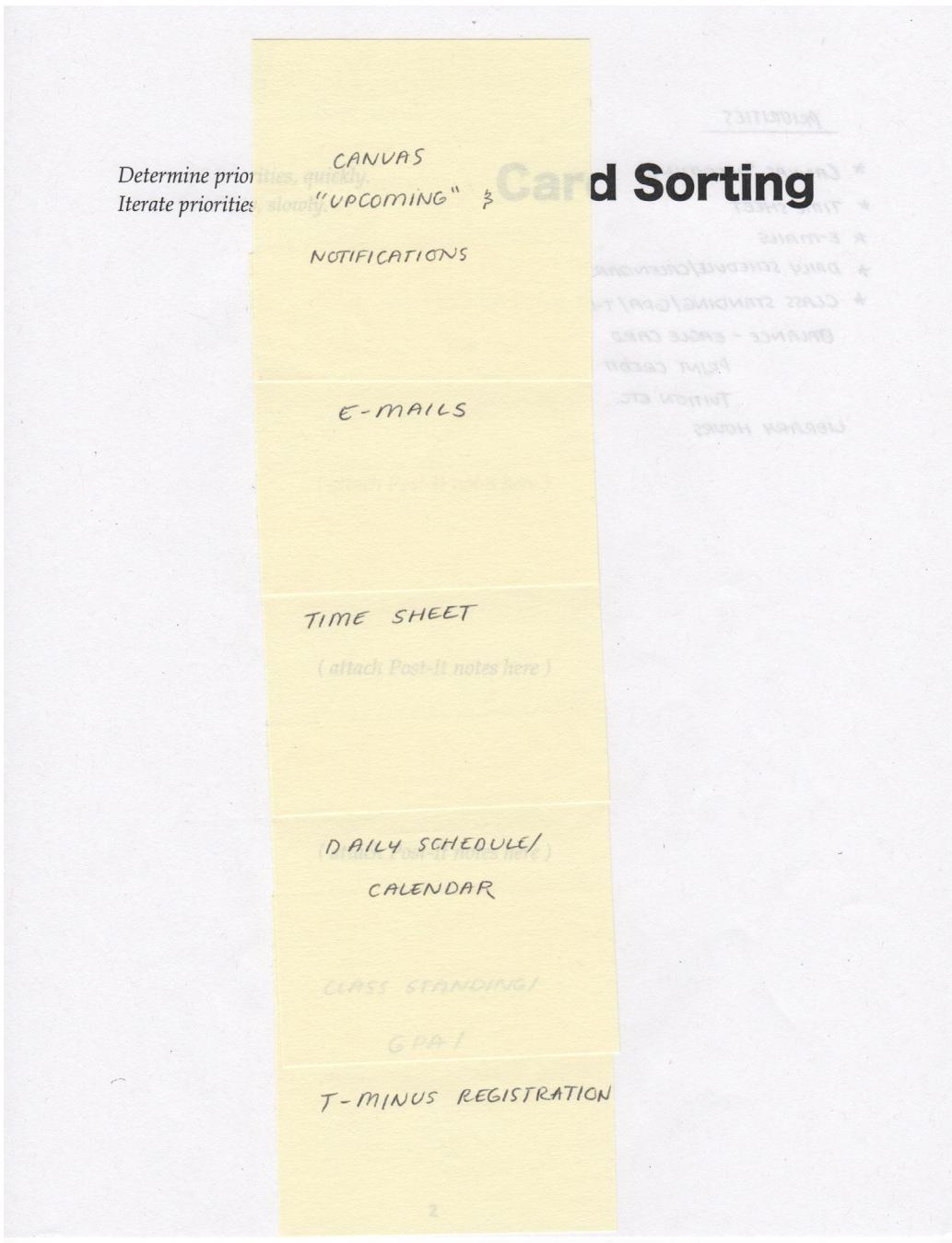
- Not responsive
- Lots of difficult to find links
- Limited hierarchy
- Not all labels understandable
- Lots of clicking for each action
- Excessively nested and redundant menus
- Tiny touch points

WHAT WE NEED

Because of the mobile lifestyle of the average college student, a MyEWU app that would allow students frequent and simple access to some of the most used information and tasks within MyEWU without the need to find a desktop or laptop computer.

TOP PRIORITIES AND USES:

- Canvas: Upcoming & Notifications
- E-mail
- Daily schedule & calendar
- Registering for classes
- Make payments



ACCESS

Hi, Meg! [Logout](#)

6 days until you may register **1** hold on account

[Start Planning!](#) [View Holds](#)

currently, you owe **\$100.00**

[View Account](#) [Make Payment](#)

IxD 201 - Dr. Black
3.9 MTWThF
10 - 10:50am
CEB 131

looks like you've got some assignments to do:

Do Assignment #3 Due 11/13

Take Quiz #1 (2 attempts) Due Today

[View Grades](#)

SEE

Account Statement [Home](#)

You Currently Owe: **\$100.00** **Due:** **11/30/16**

Transactions:

Comprehensive Health Fee	95.17
Design Course Fee	88.20
Pence Union Building Fee	65.00
Recreation Center Fee	65.00
Refund	3444.91
RES Undergrad Tuition	2036.72
Technology Fee	35.00
Transportation Fee	20.00
E&V Nansen	755.00
Federal Pell Grant	1939.00
MW Consulting	333.00
Martin & Helen Terzieff	841.00
State Need Grant	1982.00
Graduation Application Fee	100.00

[Make a Payment!](#)

DO

Make a Payment [X](#)

You owe \$100 for the [Graduation Application Fee](#). You may pay the full amount now, or make a simple partial payment. Simply enter the amount you would like to pay after entering your payment method information. An invoice will be sent to your school email address.

Card Number

Security Code

Expiration Date

Billing Name

Billing Address

Billing City

Billing State

Billing Zipcode

Amount I Want to Pay

I agree to pay the specified amount.

Remember this payment method for me.

[Pay It!](#)

WHAT WE COULD HAVE

The MyEWU app would provide students with access to their grades, their schedule, Canvas submissions, registration for classes, information about teachers and course locations, the ability to pay bills, and view account history. This new app would allow students not only access to information but the ability to act on information as well.

What users can see:

- Current schedule
- Money owed to EWU
- Upcoming assignments
- Campus maps

What users can do:

- Register for next quarter
- Make payments
- Submit assignments
- Navigate to locations