

Portfolio

Clifton Evans

2020

2017

2015

2012

2008

2002

Turning Ideas into Actions

Clevergift

Fintech Gift Delivery Platform

2018

Case Study

Gift Delivery Platform

Summary

Clevergift brought me on board as Head of User Experience to optimise their Gift Recommendation Platform and to design an eGifting Platform, a completely new Fintech product. This process led to the greeting card startup receiving 2 Million in funding to pursue electronic gifting.

Problem

Gift giving is notoriously expensive, over 30% of gifts are returned or exchanged. This doesn't even add in all the gifts that are unused or under appreciated. There is currently no reliable way to send a gift through most electronic retailers.

Solution

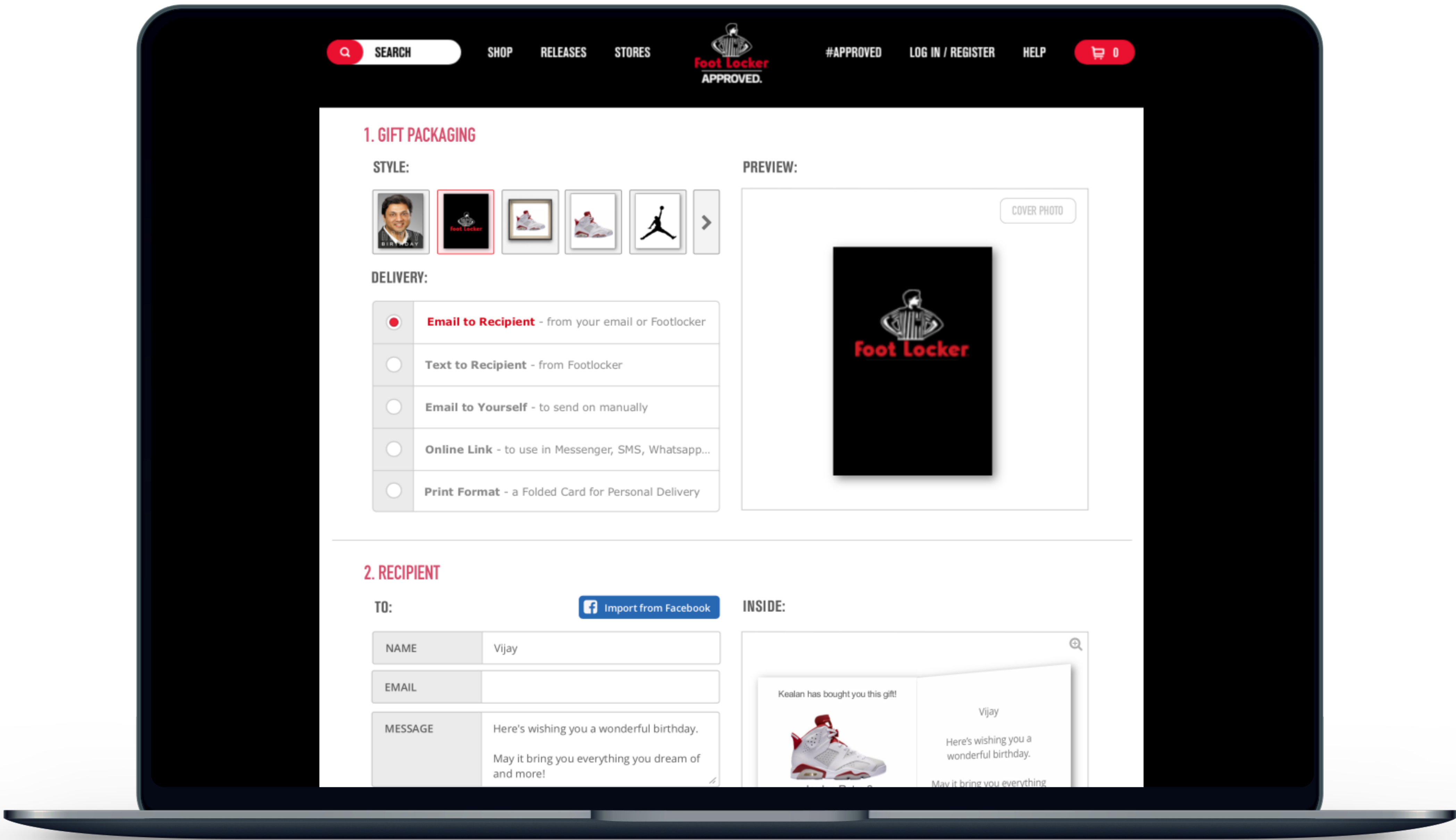
I designed and prototyped a platform for giving gifts electronically via a link that could be included in a text message or an email. This platform was integrated into the eBay gift card shop, as well as prototyped for clients such as Brown Thomas, Foot Locker, Zalando and Shop Direct.

Process

Through meetings and workshops I defined the core feature sets and isolated the essential elements from the optional. It was then a matter of analysing the core feature flows for both gifter and receiver and iterating on an MVP prototype with clients.

Conclusion

Including a product within a customised electronic gift card is an excellent concept that many retailers want. The average gift card overspend is another 70%, so retailers want more ways to sell them. Customising them for individuals based on actual products is a game changer for the Transactional Fintech market.




SEARCHSHOPRELEASESSTORES

FOOT LOCKER APPROVED

#APPROVEDLOG IN / REGISTERHELP

0

Back




JORDAN RETRO 6 - MEN'S

PRICE: \$189.99

★★★★★ 4.6 / 5 [Read all 681 reviews](#)

Ship to Home - FreeStore Pickup - [Find a Store](#)

10.5QTY: - 1 +[ADD TO CART](#)

 eGIFT INSTANTLY

Availability: In Stock

Product #: 84664113

Selected Style: White/Gym Red/Pure Platinum

Width: D - Medium

SHIPS FREE

Get your order as soon as June 28 for a fee.

SHARE

+

Add to Wish List

DESCRIPTIONREVIEWS (681)SIZE & FITPRODUCT Q & A

In order to appreciate the Jordan Retro 6, you have to start at the beginning. It all started in 1991, when the original Air Jordan VI was released – it was the first Jordan with an internal bootie and it boasted a striking design, Porsche-inspired pull tab and Vis-Air® unit. It was also the shoe MJ wore as he captured both the league and Finals MVP.

- This shoe comes specially packaged in a "box within a box" to keep the original box from being damaged and helps to keep it in "collector's condition."
- The upper is a combination of leather and synthetics with perforated details and sleek designs throughout.
- The pull tab remains the same and the midsole cushioning provides comfort with polyurethane, a Vis-Air® unit in the heel and an Air® unit in the forefoot.
- The sole is comprised of solid and translucent rubber with a unique traction pattern for performance and style.

SEARCHSHOPRELEASESSTORES

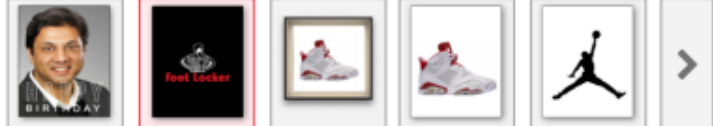
FOOT LOCKER APPROVED

#APPROVEDLOG IN / REGISTERHELP

0

1. GIFT PACKAGING

STYLE:



DELIVERY:

☒ Email to Recipient - from your email or Footlocker


☐ Text to Recipient - from Footlocker

☐ Email to Yourself - to send on manually

☐ Online Link - to use in Messenger, SMS, Whatsapp...

☐ Print Format - a Folded Card for Personal Delivery

PREVIEW:



2. RECIPIENT

TO:

NAMEVijay

EMAIL

MESSAGEHere's wishing you a wonderful birthday.
May it bring you everything you dream of and more!

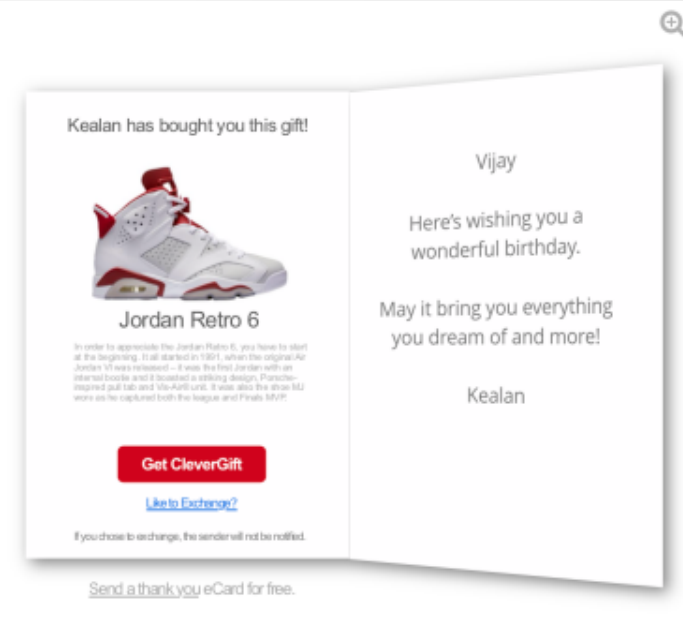
FROM:

NAMEKealan

EMAILFrom Footlocker email if blank.

DELIVERY DATENowUp to a year from today.

INSIDE:



3. BILLING

Please enter your billing information as shown on your credit card statement or your order may be delayed.

NAME ON CARD

COUNTRYUNITED STATES

ADDRESS


ADDRESS

CITY

STATEPICK STATE

POSTCODE

SUMMARY:



JORDAN RETRO 6 - MEN'S

\$189.99

Size: 10.5

Qty: 1

Product #: 84664113

Selected Style: White/Gym Red/Pure Platinum | Width - D - Medium

Product Total:

Estimated Tax:

Digital Delivery:

Packaging Type:

Total:

\$189.99

TBD

€2.00


Digital Greeting Card

€191.99

A processing fee of €2 has been added to cover the costs of the digital packaging and immediate delivery of your gift.

4. PAYMENT

We Accept These Cards:




Please enter your credit card number.


1234 5678 9012 3456

MM / YY

CSC

 PAY \$191.99

Powered by CleverGift.



SEARCHSHOPRELEASESSTORES

FOOT LOCKER APPROVED

#APPROVEDLOG IN / REGISTERHELP

0

Payment Complete

Thank you for your purchase, your payment is complete.

Order Number: 714c94fb-cd83-4582-b312-3bdd9564a017

Order Date: Jun 30, 2017

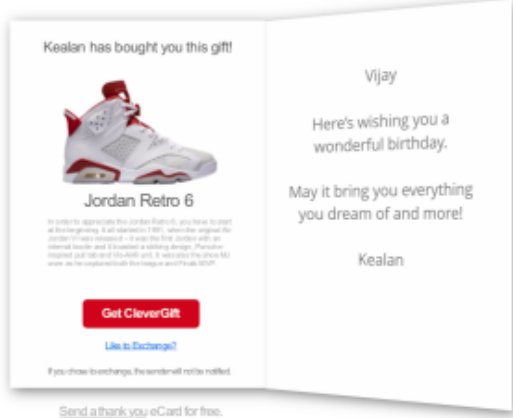
Your order summary:

Jordan Retro 6 - Men's

Total: \$189.99

A receipt has been sent to: you@email.com

It might take up to 24 hours for the Purchase to be redeemable



Please choose a method of delivery:

Email

Text

Messenger

Whatsapp

And you can always copy and send the link manually:

https://egift-staging.clevergift.com/#/1313b6e6-9ba5-427e-b538-9f129c6f13c7?authCode=414844671192d2e5997d36328d98f7d

Copy Link

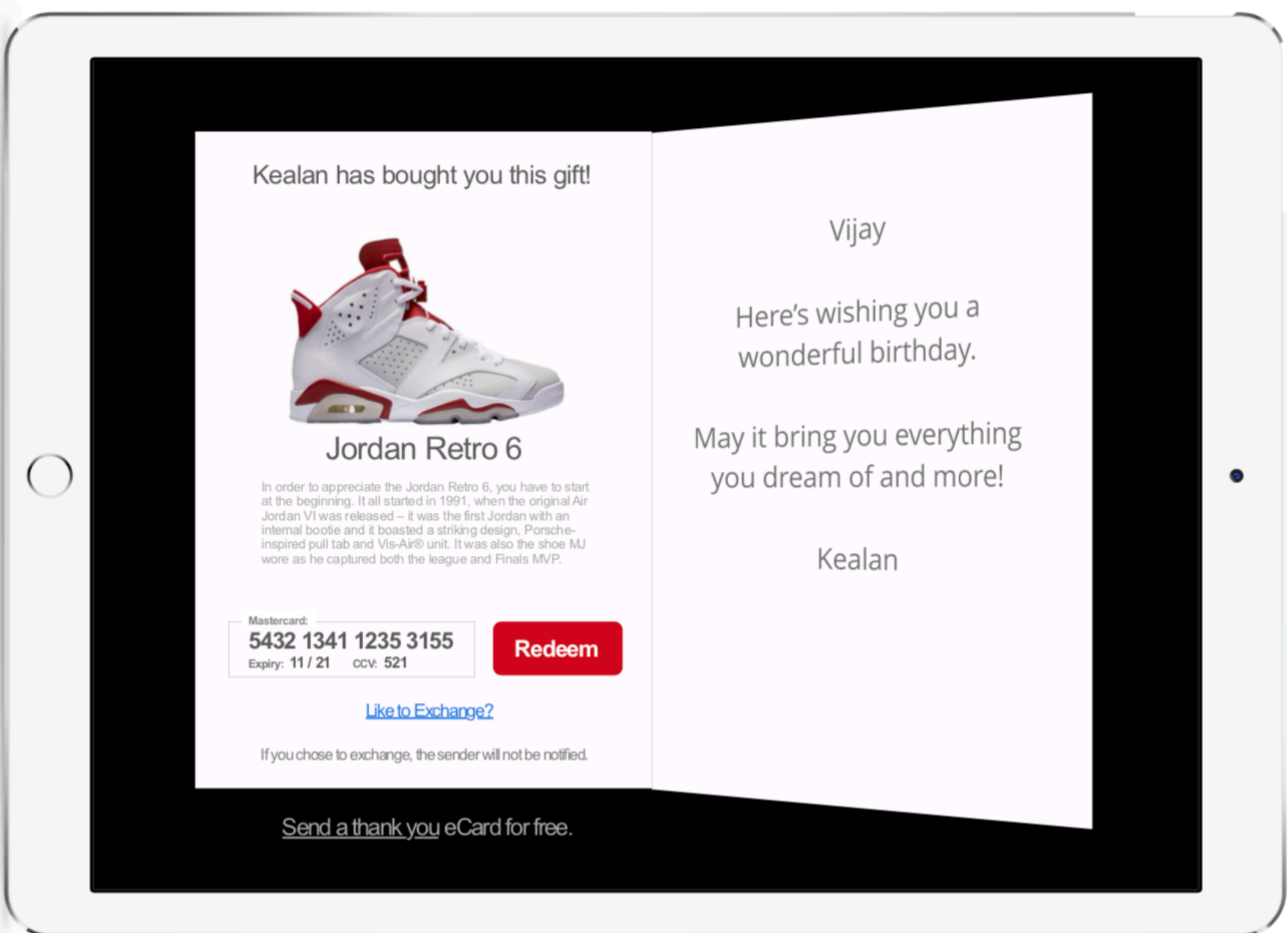
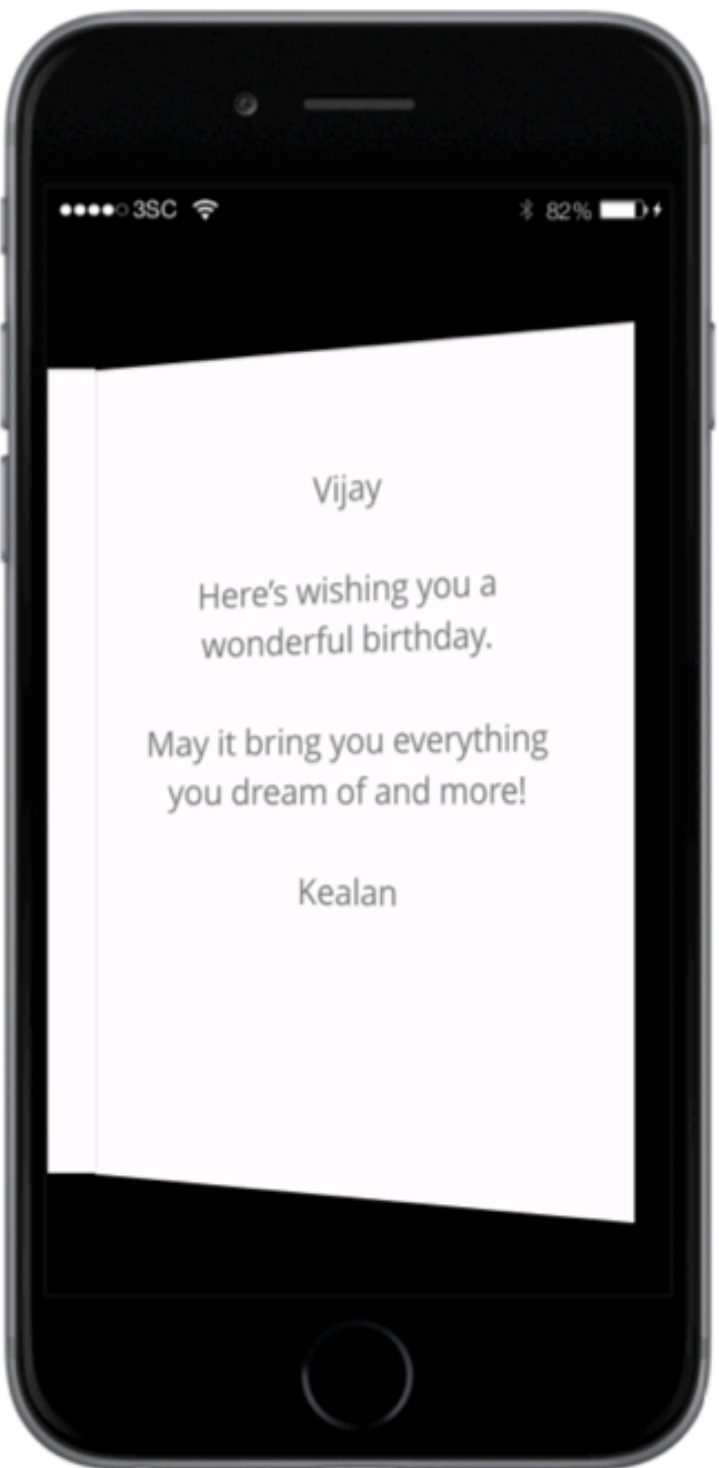
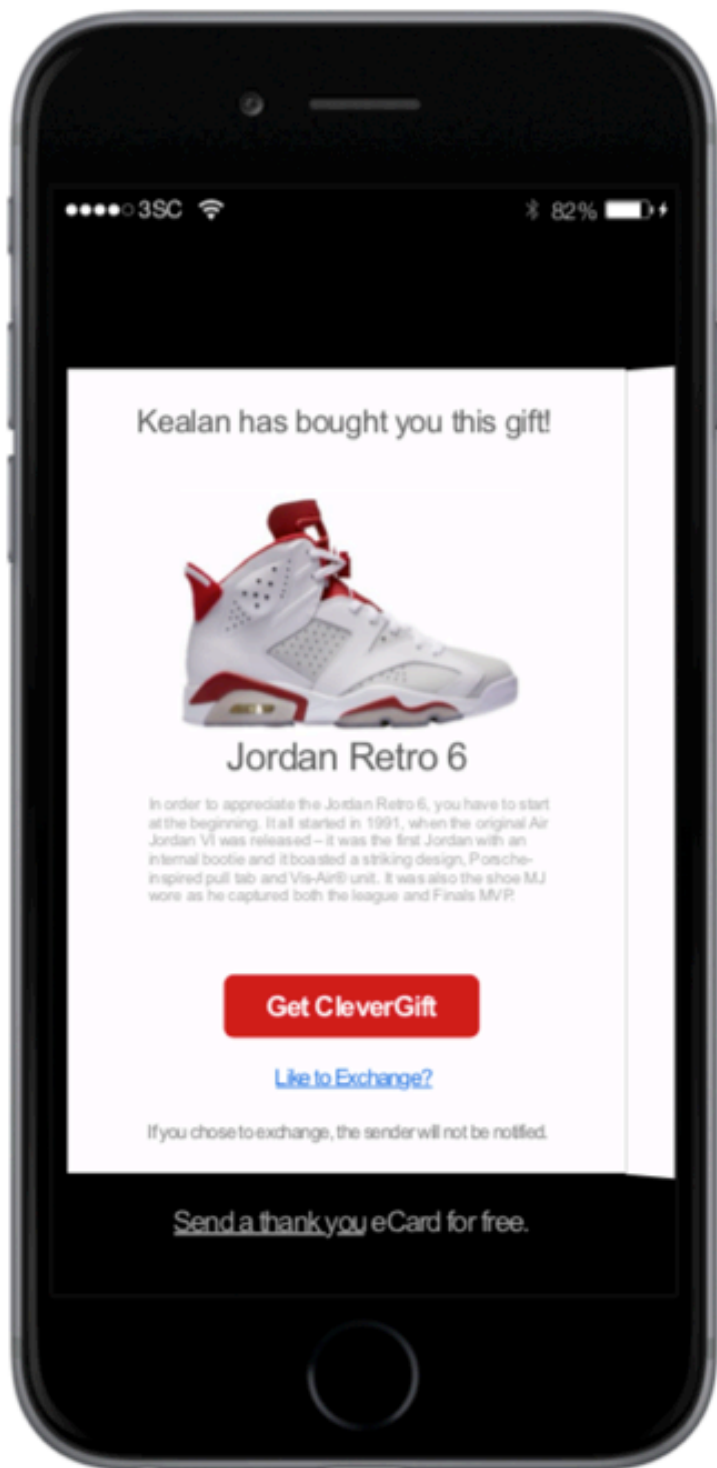
GET IN THE GAME

Subscribe to our Email Newsletter to receive special discounts and offers.

SIGN UP

Prototype of eGift Purchase

DesignServices.io



Find the Perfect Gift

Who is the gift for?

f

Browse Friends

Or manually select

Male

Female

What is their age?

18 - 24

25 - 34

35 - 44

45 - 54

55+

Is the Gift for a Special Occasion?

Wedding

Engagement

Birthday

Just Because

SELECT INTERESTS >

Contact

BROWN THOMAS

T & C's

Find the Perfect Gift

Select Friend

Search friends...

Cancel

Emma Nichols

Apr 23

Send Gift

Sandy Beatrice

Apr 23

Send Gift

Christina Weaver

Aug 4

Send Gift

David Watson

Jul 13

Send Gift

Karen Long

Oct 27

Send Gift

Matt Corby

Jan 14

Send Gift

Nancy Hanson

Oct 6

Send Gift

Emrah Demirağ

Jun 15

Send Gift

Daniel Howell

Sep 9

Send Gift

Willie Rogers

Feb 17

Send Gift

Katherine Mills

Dec 5

Send Gift

Julia Snyder

mar 26

Send Gift

Contact

BROWN THOMAS

T & C's

Find the Perfect Gift

Who is the gift for?

Emma Nichols

Apr 23

✕

Confirm details for Emma Nichols:

Male

Female

What is their age?

18 - 24

25 - 34

35 - 44

45 - 54

55+

Is the Gift for a Special Occasion?

Wedding

Engagement

Birthday

Just Because

SELECT INTERESTS >

Contact

BROWN THOMAS

T & C's

Find the Perfect Gift

Who is the gift for?

f

Browse Friends

Or manually select below:

Male

Female

What is their age?

18 - 24

25 - 34

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Wedding

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BROWN THOMAS

T & C's

Find the Perfect Gift

Search in friends...

Emma Nichols

Apr 23

Send Gift

Emma Nichols

Apr 23

Send Gift

Christina Weaver

Aug 4

Send Gift

David Watson

Jul 13

Send Gift

Karen Long

Oct 27

Send Gift

Contact

BROWN THOMAS

T & C's

Find the Perfect Gift

Who is the gift for?

Emma Nichols

Apr 23

✕

Confirm details for Emma Nichols:

Male

Female

What is their age?

18 - 24

25 - 34

35 - 44

45 - 54

55+

Is the Gift for a Special Occasion?

Wedding

Engagement

Birthday

Just Because

SELECT INTERESTS >

Contact

BROWN THOMAS

T & C's

Her Interests

1

2

3

4

INTERESTS STYLES FAVOURITES BRANDS

She loves to...?

Entertain at Home

Be inspired by off-duty looks from the menswear brands of the moment.

♥

Indulge In Beauty

Perfume, Creams, Make Up & Pampering

♥

Travel

Be inspired by off-duty looks from the menswear brands of the moment.

♥

Socialize

Be inspired by off-duty looks from the menswear brands of the moment.

♥

REFINE INTERESTS >

Contact

BROWN THOMAS

T & C's

Emma's Style

1

2

3

4

INTERESTS STYLES FAVOURITES BRANDS

Her Style is...?

Young and Contemporary

Be inspired by off-duty looks from...

♥

Elevated Casual

Be inspired by off-duty looks from...

♥

Modern Classic

Be inspired by off-duty looks from...

♥

Designer

Be inspired by off-duty looks from...

♥

Professional

Be inspired by off-duty looks from...

♥

Relaxed

Be inspired by off-duty looks from...

♥

SELECT FAVOURITES >

Contact

BROWN THOMAS

T & C's

Gift Suggestions

PROFILE INTERESTS STYLE FAVOURITES BRANDS GIFTS

Matching Gifts for Emma

Follow Fashion

Travelling

Chic

Trendy

City Breaks

ALEXANDER MCQUEEN

Floral Travel Wallet

€62.00

PAUL SMITH

Leather Folio

€62.00

JO MALONE LONDON

Cologne Collection

€62.00

MULBERRY

Natural Grain Passport Holder

€62.00

MARC JACOBS

JJ Neoprene Computer Case

€62.00

JO MALONE LONDON

Lime Basil & Mandarin Cologne 100ml

€62.00

Contact

BROWN THOMAS

T & C's

Emma's Interests

1

2

3

4

INTERESTS STYLES FAVOURITES BRANDS

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Socialize

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REFINE INTERESTS >

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BROWN THOMAS

T & C's

Emma's Style

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Professional

Be inspired by off-duty looks from...

♥

Relaxed

Be inspired by off-duty looks from...

♥

Emma's Brands

Matching Gifts for Emma

ALEXANDER MCQUEEN

Floral Travel Wallet

PAUL SMITH

Leather Folio

JO MALONE LONDON

Cologne Collection

MULBERRY

Natural Grain Passport Holder

MARC JACOBS

JJ Neoprene Computer Case

€62.00

JO MALONE LONDON

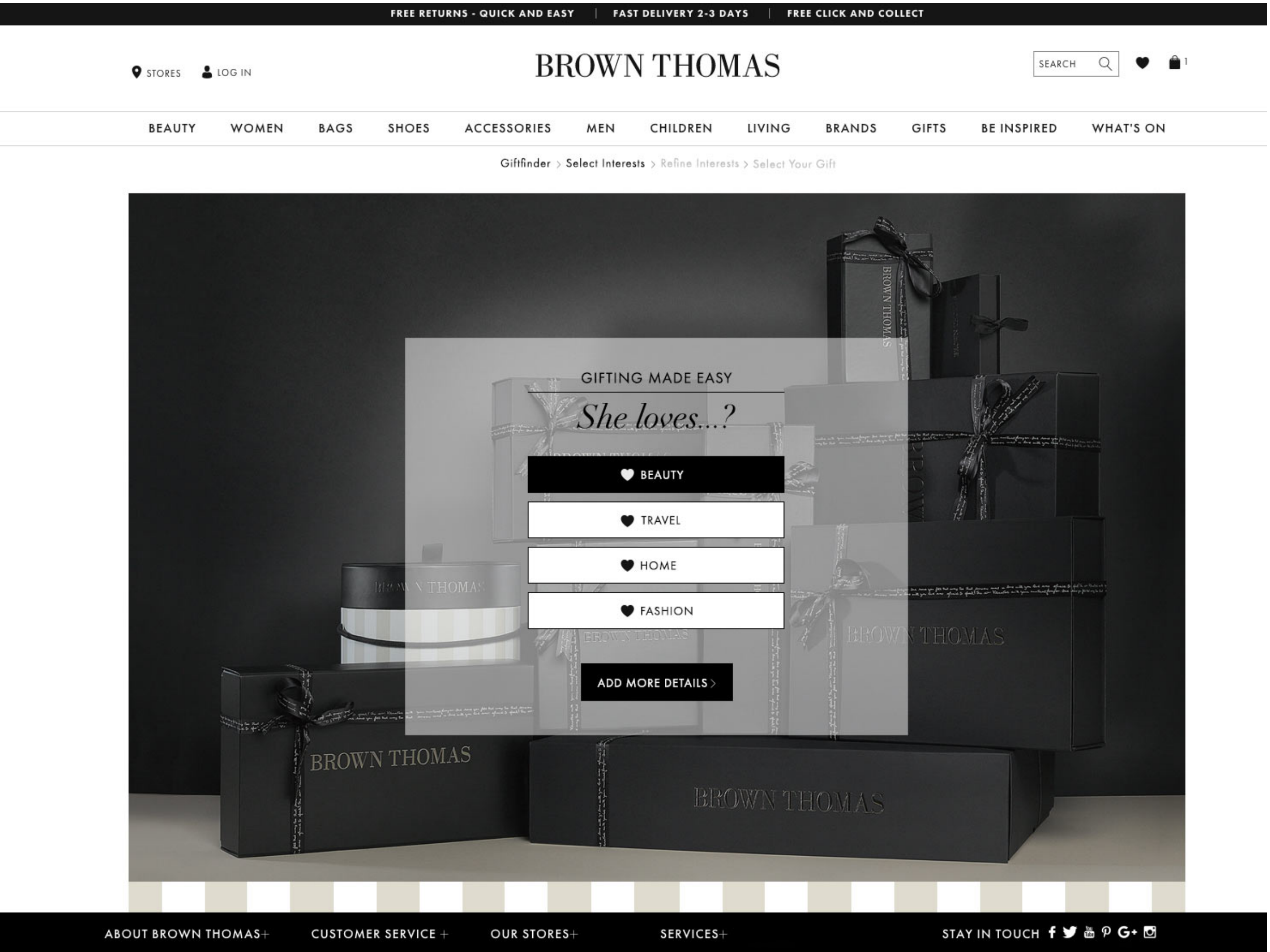
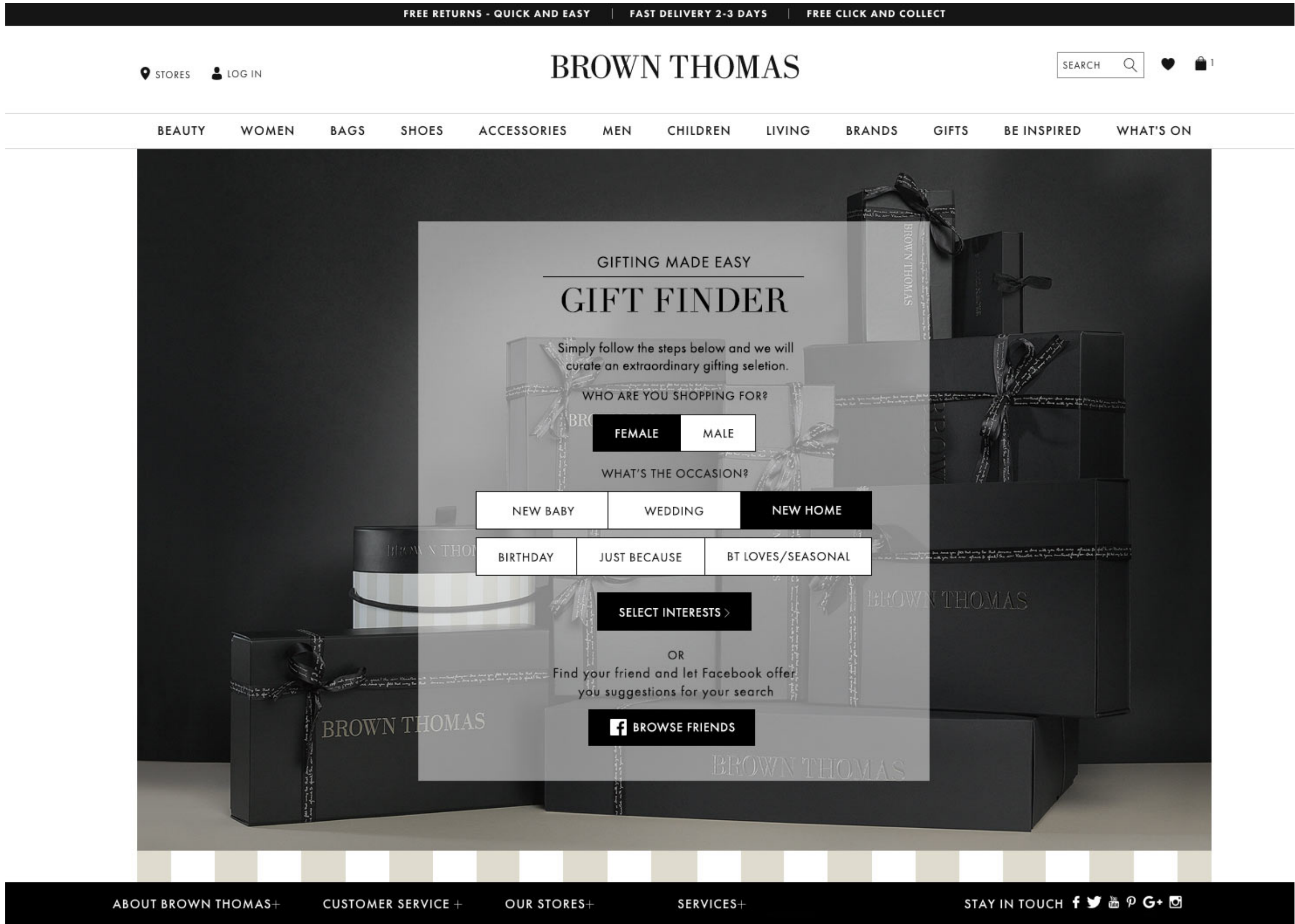
Lime Basil & Mandarin Cologne 10

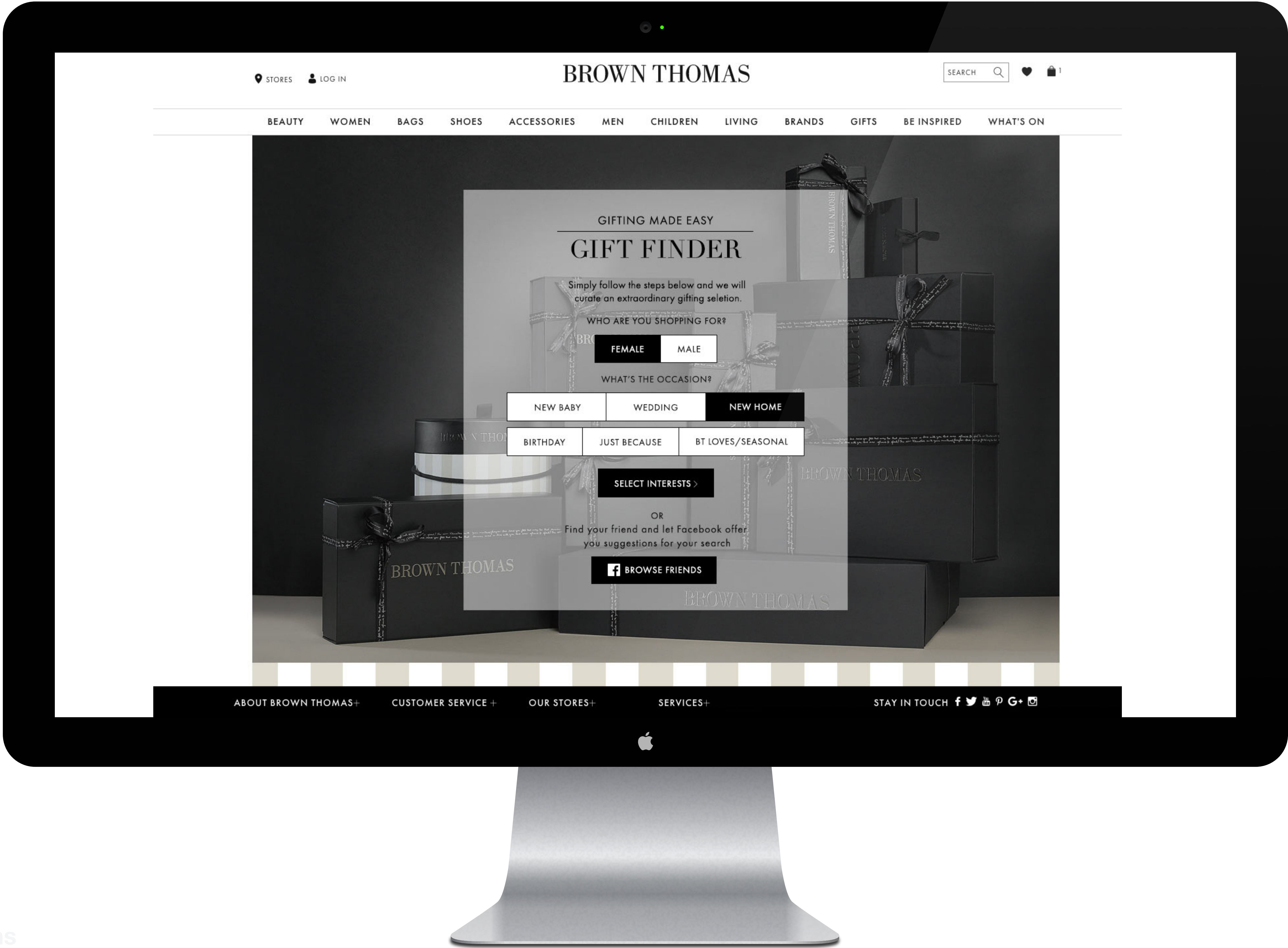
€62.00

Contact

BROWN THOMAS

T & C's





The image features a dark blue background with a subtle pattern of horizontal lines. The text "Eir." is positioned in the top left corner. The text "National Telco Ecommerce Experience" is centered at the top. The year "2017" is located in the top right corner.

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Case Study

Telco Ecommerce Platform

Summary

While I was with Isobar as Head of User Experience, the company asked me to create processes and solutions for addressing the needs of eCommerce clients. Working with the National Telco I used research, structure and prototyping to boost conversion rates by over 370% on launch.

Problem

Online purchases can be daunting, especially in technical matters like Mobile Phones, Internet and Landline purchases for businesses. The previous site had far too many usability problems and was cumbersome to compare products.

Solution

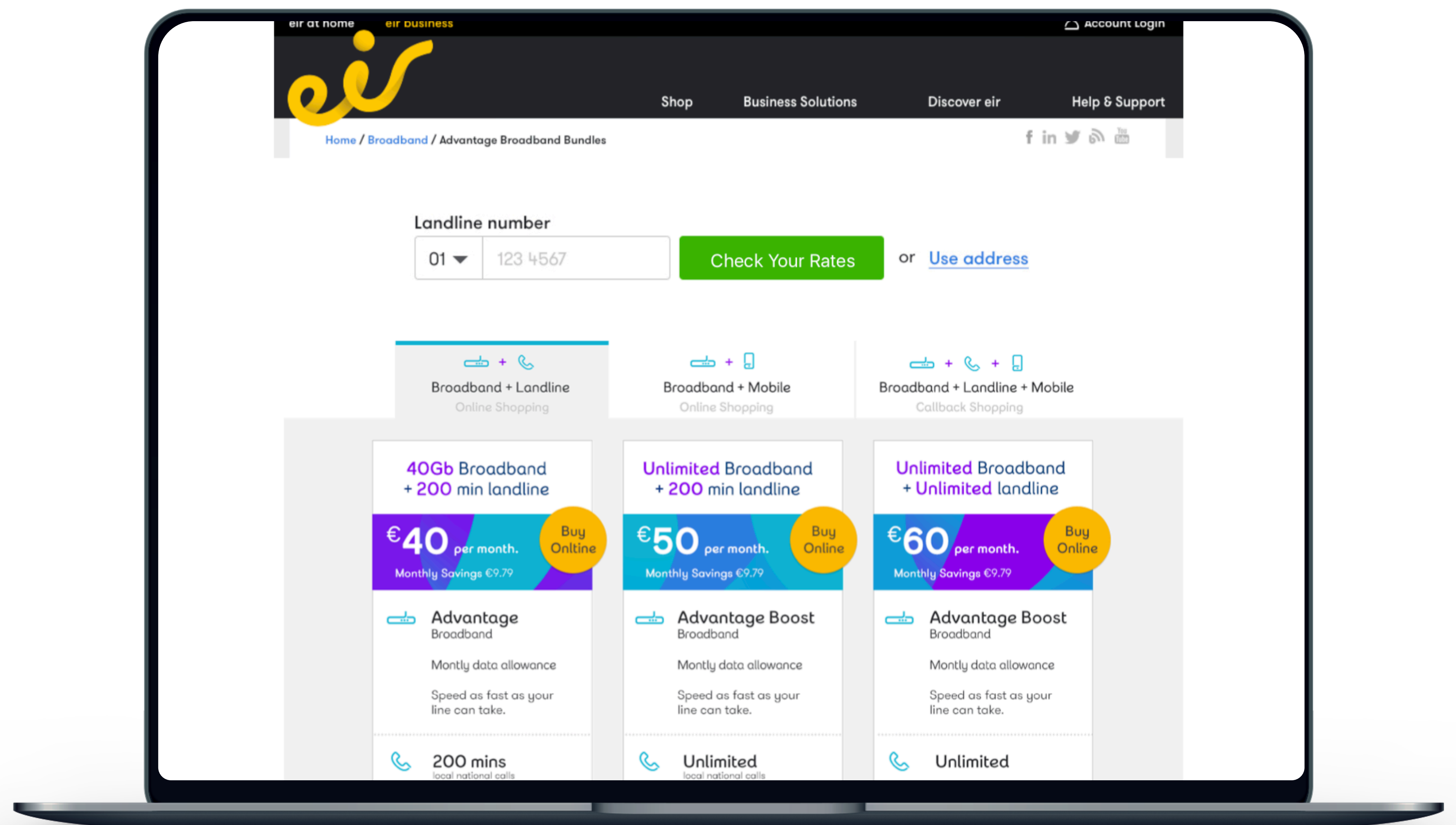
Based on extensive eCommerce research, I was able to make specific design recommendations based on market data and expert opinion in the field. I brought in an optimised flow, comparison features and many improved micro interactions to lead to a very successful design.

Process

Our process at Isobar started with discovery workshops to find design approaches that would suit each client need. For this project, the client wanted extensive research into optimisation, usability and conversion, followed by prototyping and visual design and testing.

Conclusion

The client loved the massive conversion rate improvement of 370% on the new site, and as such, their business customers must have loved it as well. They were delighted with the new aesthetic, and the design went on to influence the consumer site as well.





Full UX Review

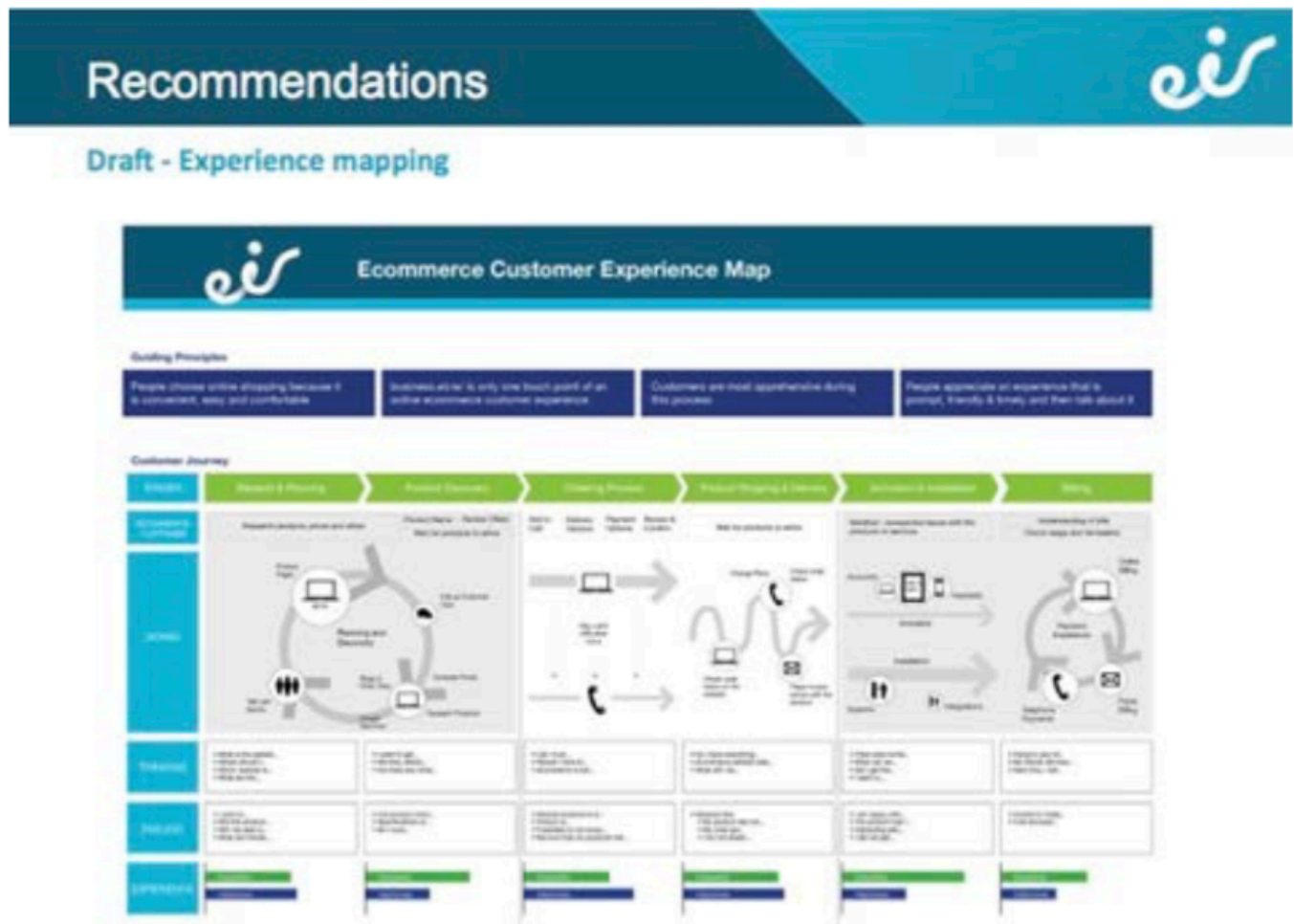
Detailed step by step information contained below.

1. Stake Holder Interviews and Consumer Groups

Workshop sessions will be conducted with internal stakeholders in eir, current customers and potential customers. These workshops have a structured qualitative research format and are designed to extract as much relevant information from the attendees as possible. Areas covered include feature sets, key processes, expected language, structure of the products as well as mapping out specific KPIs. We are proposing 6 stakeholder interviews and 2 consumer groups but this will be determined through input from eir.

2. Experience Mapping

An Experience Map is an important design tool to understand the eir product and service interactions from the visitor's point of view. The experience map is a visual representation that illustrates a visitors flow (within a product / service), their needs, wants, expectations and the overall experience. It explores the visitor's feelings, motivations and questions for each of these touchpoints.





3. Process Mapping

Process maps allow for visual representations of visitor flow in completing tasks. It's based on the visitor's perspective of the site organization, making it easier to identify which steps could be improved or redesigned, and leading to prioritized pathways optimized to streamline the foundation of the information architecture.



4. Content Audit

The content audit defines the scope and prioritization of the content. This focuses on existing text content, and new text content being developed as well as any visual content, video and audio. Also, within this deliverable, the language and tone being used will start to be reviewed in line with guidelines.



5. Information Architecture

The objective here is to surface the content that is important to the user and balance this content with the priorities of the eir business. A full review of the navigation of the eir website, the terminology used, how the pages interlink, their relationship to other sections, and the consistency of labels for actions, content headers and navigation will be done. This is a process of restructuring the eir website's pages, organizing them in terms of flow and visitor processes. The output of this phase will be a sitemap detailing every area on the website and how the pages are related to one another.



6. Search Engine Optimization

Working with Wolfgang will be essential as we work through this entire process. It's important they're kept up to date with any proposed changes, so they can help manage the SEO impact and even improve where possible. The SEO will also feed into the Information Architecture phase above and takes cues from the redesign of the new structure as well. Ideally, the SEO will lead visitors directly to the content and features they are looking for, and provide an overview of the content / functionality on the site.

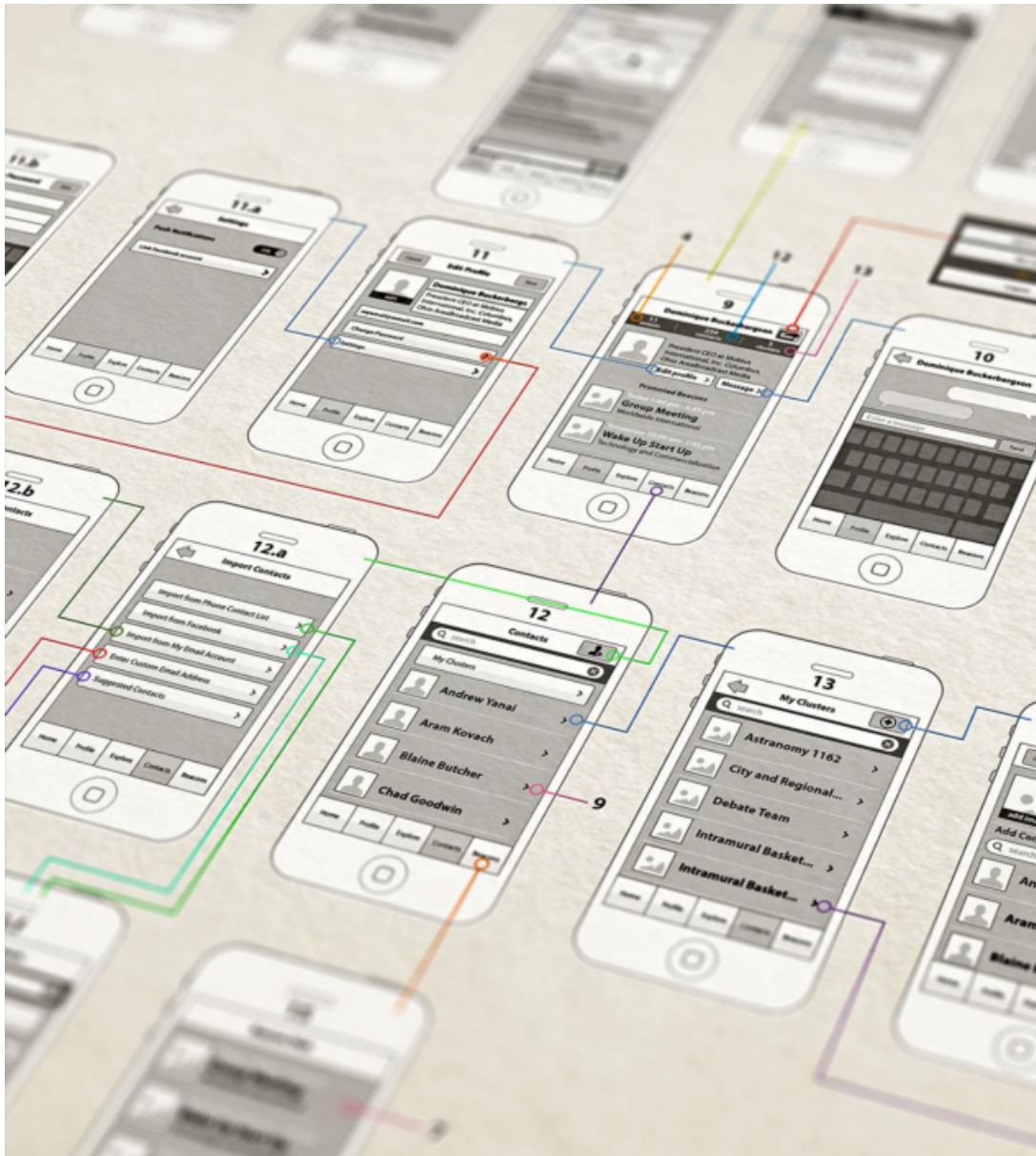
7. Wireframe / Blueprinting

The wireframe process involves several steps. Initially we will create lower fidelity wireframes to work out the best approach for the information layout. The decisions made here will be informed by the earlier phases of Research, Information Architecture and the Workshops that we conduct with eir. Once eir are happy with the low-fidelity wireframes we will test these on user groups using an iterative process of paper prototyping.

The following step is to create higher fidelity wireframes and demonstrate the exact user journeys and structuring of content throughout the site. These will also be tested on the user groups and amendments made where appropriate.

Redesign Recommendations

Telco Ecommerce Platform



Our Approach to Research

The initial research phase of this project was originally based on competitor analysis and best practice ecommerce solutions, focusing on providing solutions for:

- 1. Usability of components
- 2. Optimising the structure of the sales process
- 3. Design solutions for higher conversion rates

Whilst this is still very much our approach in terms of recommendations it is also important for us to review the current work on consumer, to ascertain what from this we can apply and what areas still need our attention.

Here is the process we have gone through in order to provide our recommendations.



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Structure

Primary Buttons

- The navigation of the checkout process is mainly navigated through the use of primary buttons. These should reflect the Title of the step that they follow onto.
- Your primary button should also be the most visually dominant button on your page – your customers should know which button to click even if they don't read the button text. As a test, replace all the button text on your site with some nonsense like 'banana' and try to buy a product. Customers don't always read the text on buttons before clicking, but simply go by the button's visual dominance.
- Clearly indicate whether the primary button will complete the purchase or not. Possibly in small grey text below the primary button. 'Buy Now' or 'Place Order' are much clearer than 'Next', 'Continue' and 'Proceed'. It is important to avoid using contextual words like 'Continue', instead add additional words, or replace with words or phrases that aren't open to interpretation.
- Place the primary button consistently throughout the checkout, preferably at the bottom of the form. It is important to place the primary action button or input above the fold, or to at least have a secondary primary action button at the top as well as the bottom. If the form has a border or background, it's important to have the primary button placed within this frame.



isobar

Forms

Form Labels

- When designing forms, it is essential to keep labels visible at all times so customers know what they are supposed to enter and can easily correct their errors. Remember to avoid technical jargon & acronyms, use clear and culturally neutral language and expressions.
- It can also be helpful to use instructions and examples next to your labels so your customers always know exactly what they're supposed to enter in each form field. When doing this, show examples of the input in the correct format next to each form field, but remember to always allow all 'standard' formats of the input. These can also be assisted by small figures or illustrations.

When using hints and instructional form fields, placeholder text makes it difficult for people to remember what information belongs in a field, and to check for and fix errors. The best solution is to have clear, visible labels that are placed outside empty form fields.

Forms are an important part of conversion goals it's worthwhile to make sure that your users can get through them quickly and accurately.



Hints and instructions

Label outside form field and placeholder text within form field

Password:
Must have at least 6 characters



Label and instruction outside form field

Password:
Must have at least 6 characters



Examples

New Consumer

isobar

Forms

Descriptions

- Long-winded help text, corporate tone and descriptions of features, typically push down the entire form. As a result, it's important to write concise descriptions and place them in a relevant context. Customers very often say, "I didn't bother to read all that text up there".



isobar

Example

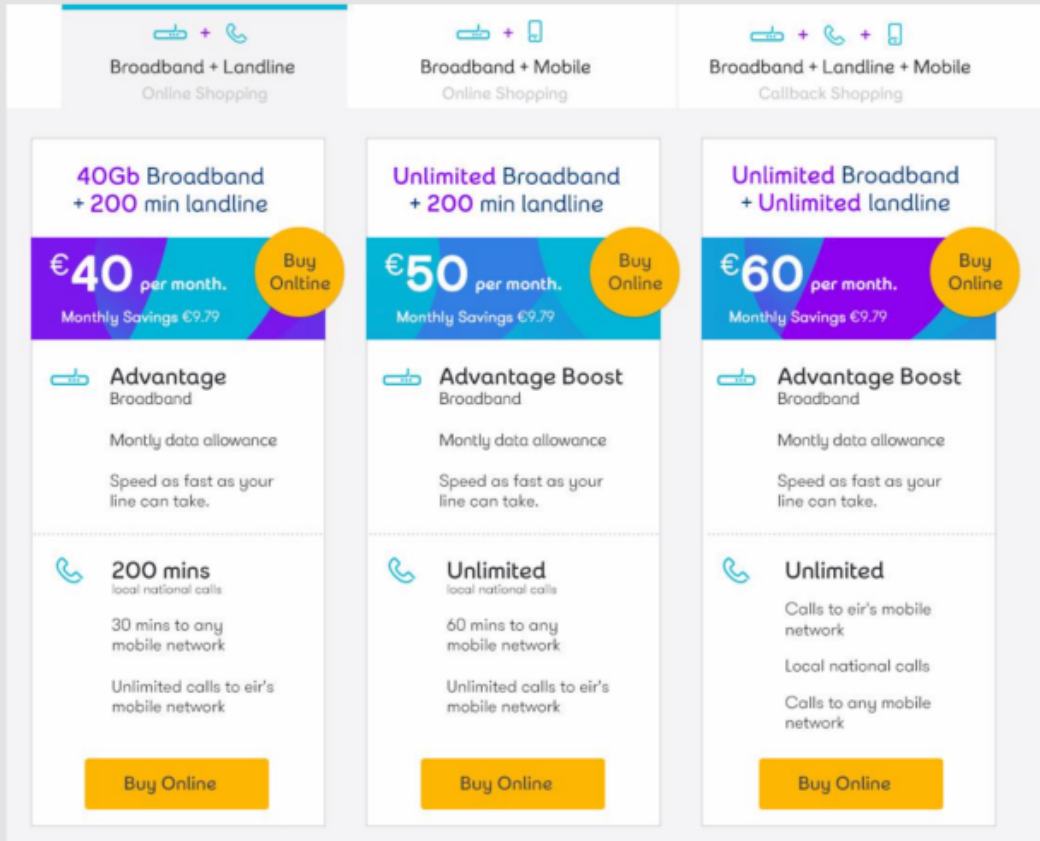
Redesign Recommendations

Telco Ecommerce Platform

Shopping Cart

Product Selection

- We recommend categorising the product offerings into bundles based on the research carried out by Spark. This would be further supported by categorising the bundles in terms of if they can be purchased online or not, labelled Online Shopping or Callback Shopping.



Our Suggestion

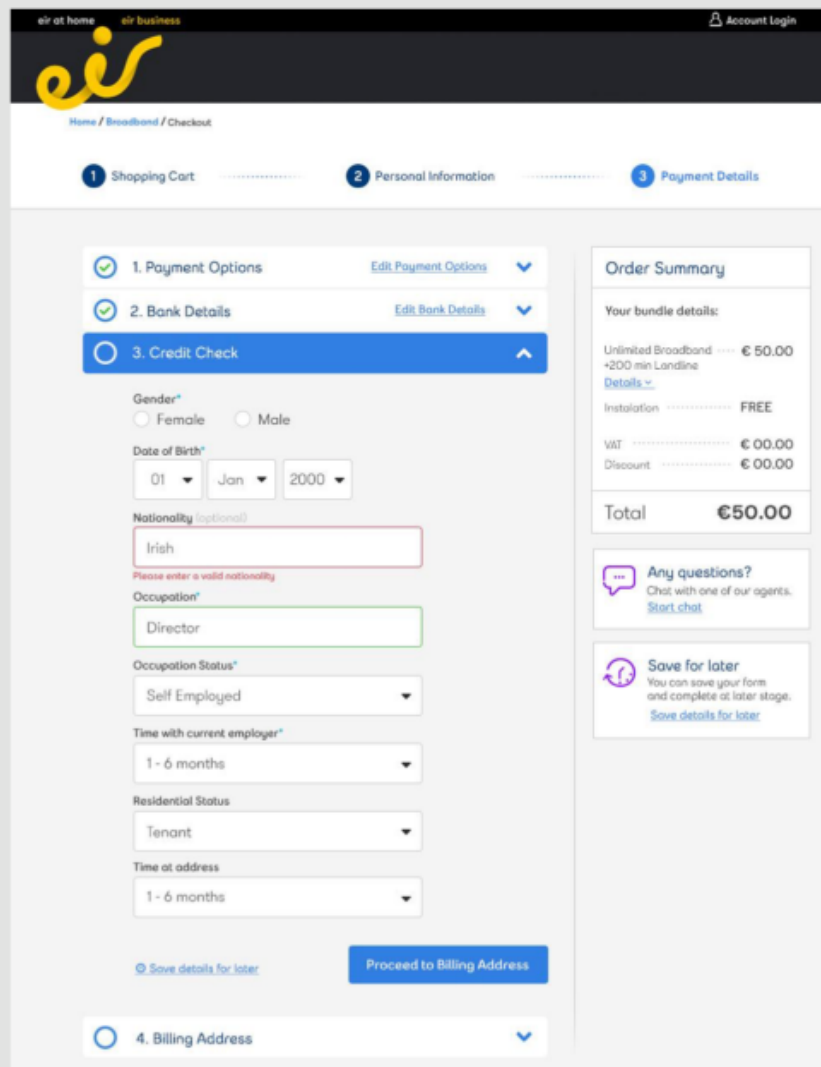


isobar

Structure

Form Layout - Visuals

- Use one column for form fields if possible, or at least put related fields in the same column.
- Many customers overlook the second column, or abandon their purchase because they keep submitting the wrong data in the wrong column.
- Remove any unnecessary form fields, hide irrelevant form fields whenever possible.
- Customers are intimidated when glancing over a screen with 10-15 or more form fields
- Don't ask for the same information twice.
- If the checkout is still too overwhelming, break it into multiple steps.
- Gradual presentation is the way to go if you don't want to overwhelm your customers.



Our Suggestion

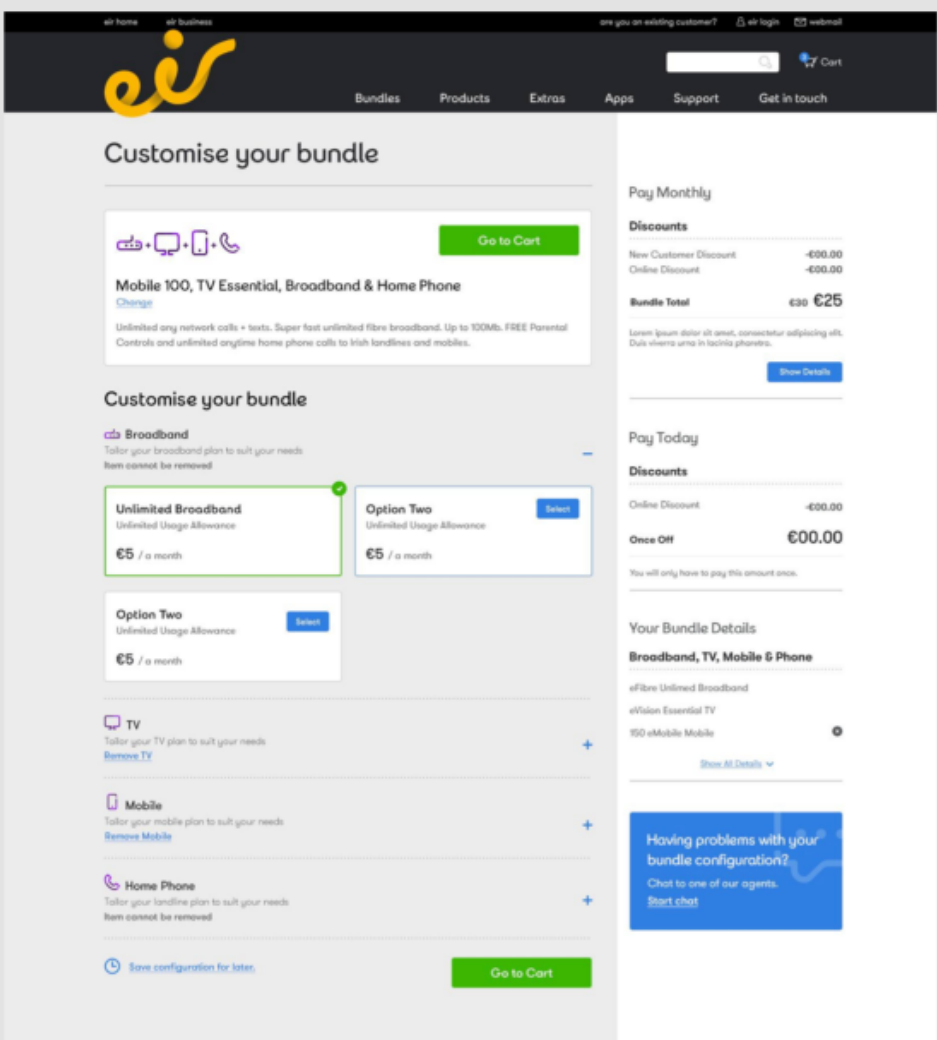


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Shopping Cart

Bundle Customisation

- As the site currently has two major types of bundles we recommend placing these on separate pages, one for Broadband (and landline), and one for Mobile (and plans).
- The additional products, features or optional extras should be added within the Cart screen, which we recommend to be the first page of the Checkout process. An example of this would be adding Business Wifi for public hotspots to an existing Broadband purchase.



New Consumer

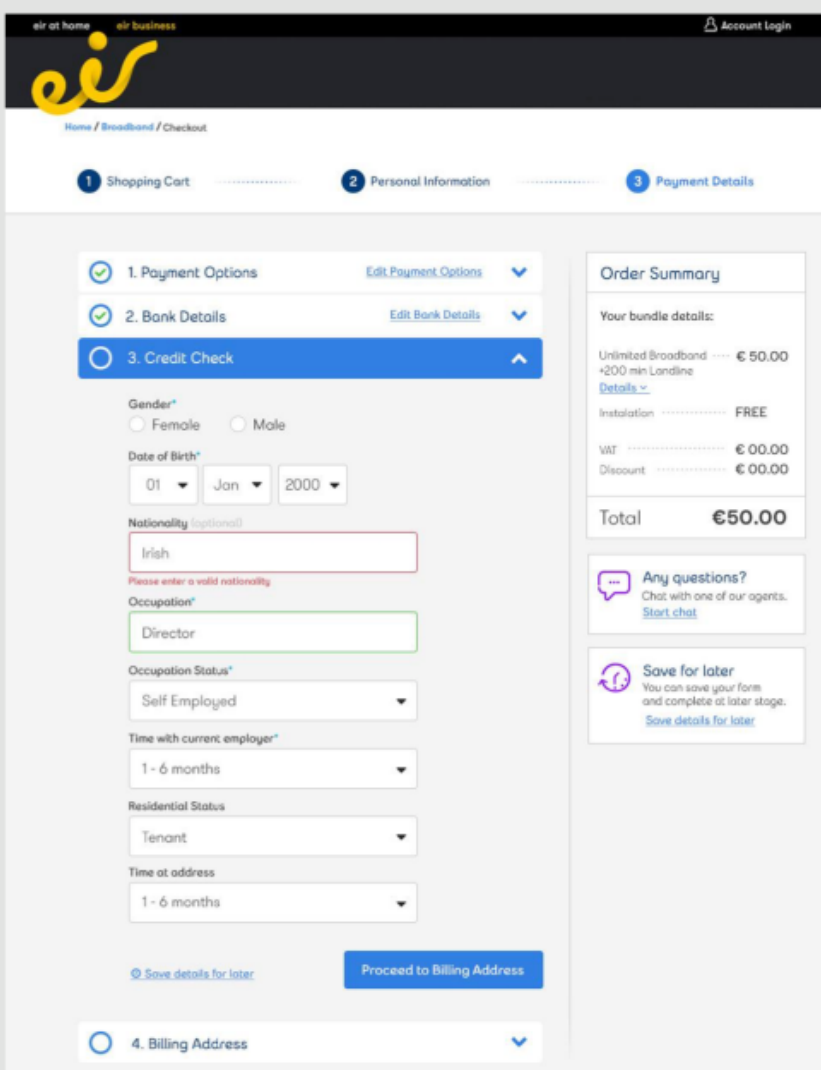


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Structure

Checkout Steps & Titles

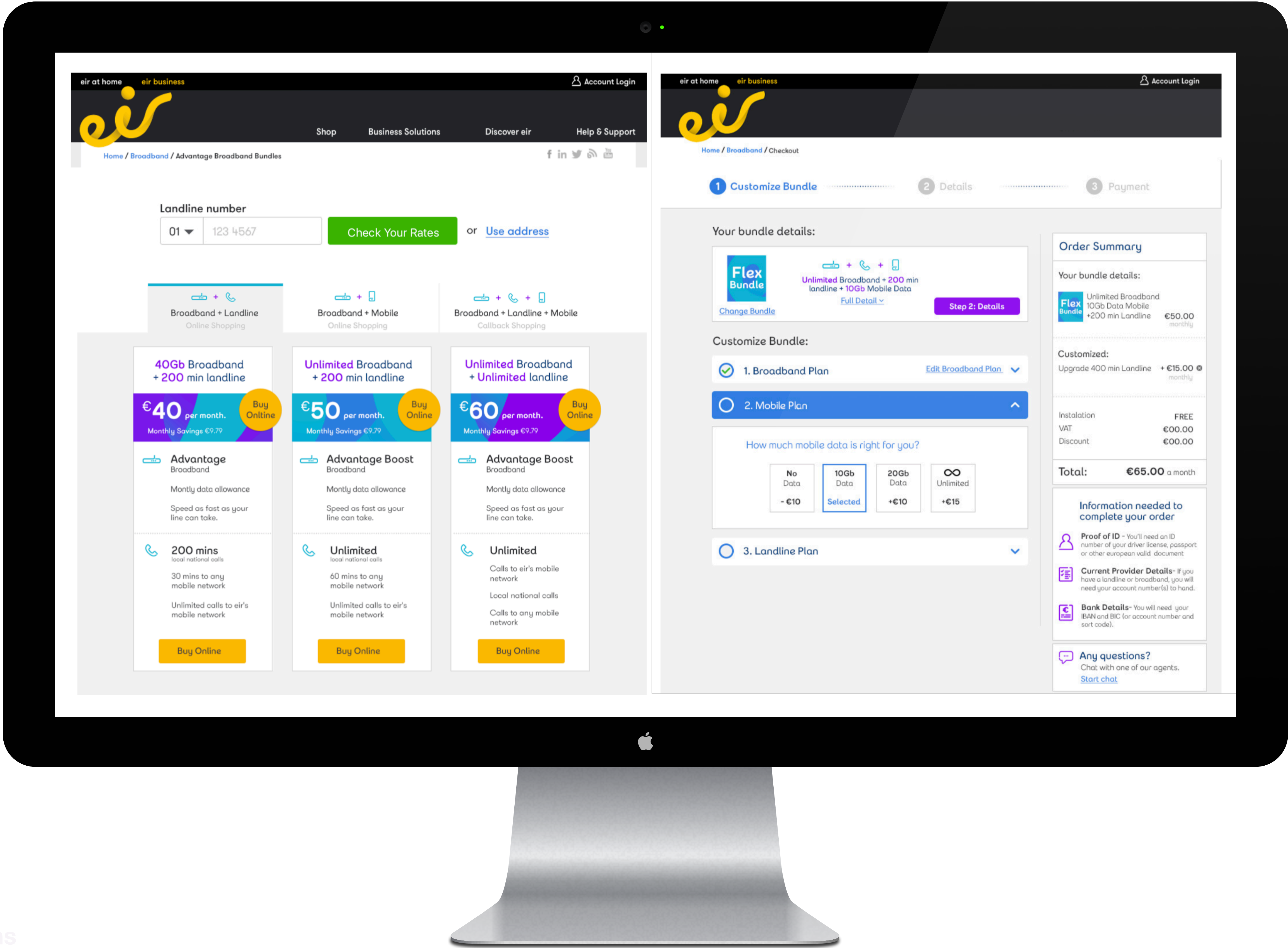
- It is very important to make the checkout process, simple, logical and distraction free, clearly identifying where and when the transaction takes place.
- Clearly show all the steps of the checkout process, and highlight the current step. Make the name for each step as precise as possible, indicating exactly what the customer is expected to do.
- Clarity in language for example, 'Review Order' or 'Receipt' are much clearer than 'Confirm Order' and 'Order Confirmation', for both the navigation links and the page titles.



Our Suggestion



isobar



ISA

Touchscreen Strategy for Security Vehicles

2017

Case Study

Vehicle Touchscreen

Summary

This innovative startup wanted my consultation in creating an in-car dashboard application for controlling emergency vehicles, their cameras and communications. This vehicle dashboard control system was designed to be used in Security, Police, Ambulance and Fire Vehicles for everything from filing medical reports to licence plate identification.

Problem

The market for in-car computers in emergency vehicles is saturated with older technology, often occupying substantial space in the vehicle and requiring full attention to operate. Many modern in-car solutions are focused on consumer applications that are not dedicated to all day working tasks.

Solution

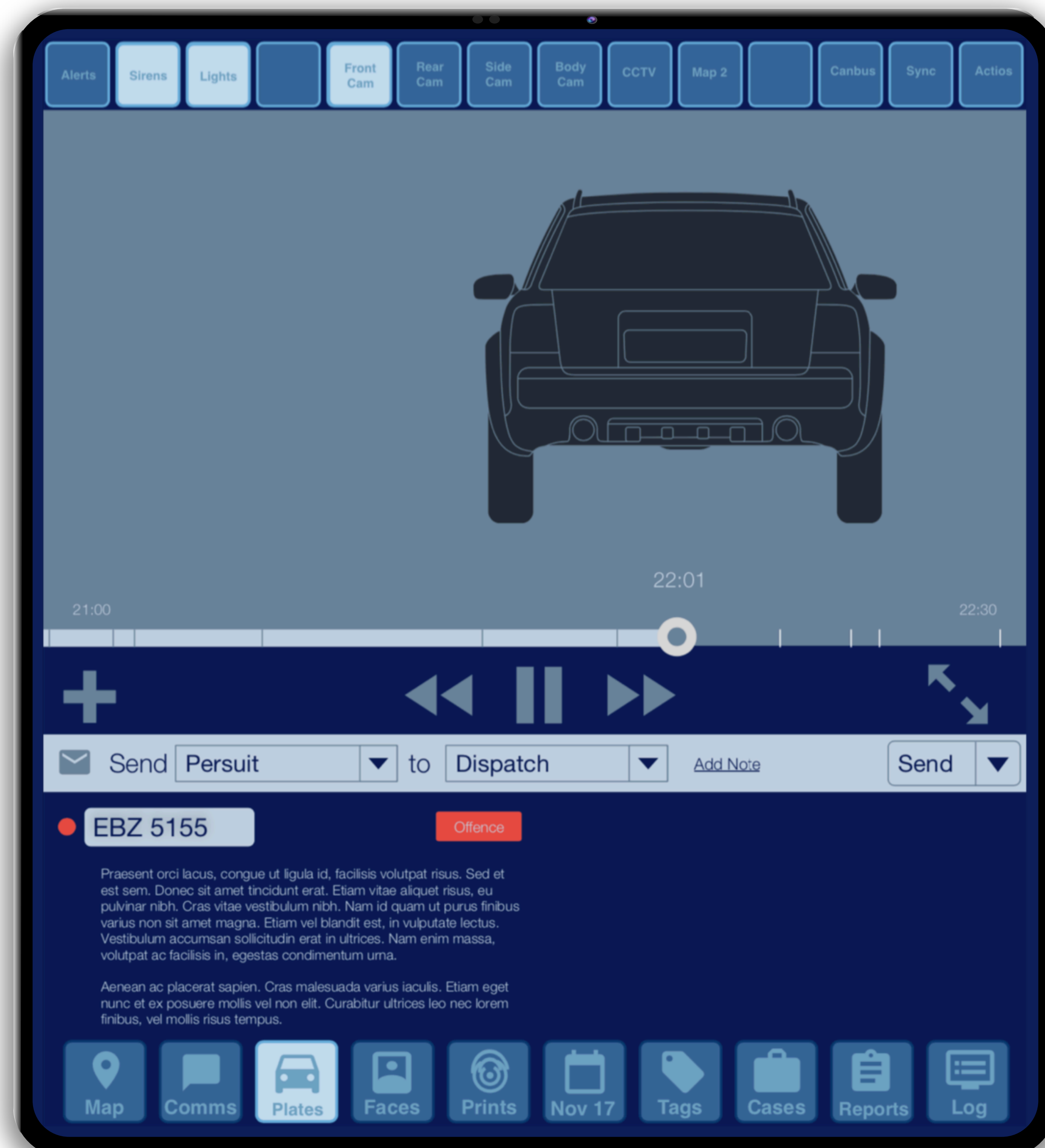
I designed a framework containing prototype screens and interactions that could be used in a variety of emergency vehicle applications. Key to this framework, were large elements with a consistent placement that would allow for muscle memory to develop with intuition to provide more attention to the surrounding environment.

Process

The project began with a workshop to determine requirements and scope. The workshop was followed by extensive research into in-car systems for emergency and other vehicles. The operating system framework was developed for consistency and immediacy, followed by a best practice & heuristic recommendations report.

Conclusion

ISA was very pleased with the design framework and prototype of this in-car system, saying it would put them at a strategic advantage in the European market.



In Car Systems Design Research Presentation

Vehicle Touchscreen

IESCO - CD Evans

Design Recommendations

Structural Research

Use Case Flows

Earlier Paper Maps

Action Mapping

Early project structure sketches help to define the critical screens and features of the system.

Component Research

Action Options

Notification Solutions

Industry Standards

Detailed sketches of individual components help to define specific behaviours.

Notifications Research Best Practice

Simple & Contextual

Unobtrusive with Supplementary Information

Researching hundreds of Notification Design Options, the best solutions are Coloured Numbers & Icon Detail Reveal.

Page Interaction Research

Scrolling Keeps Focus on Context of Content

Size of Buttons

Placement of Fingers

Clicking

Scrolling

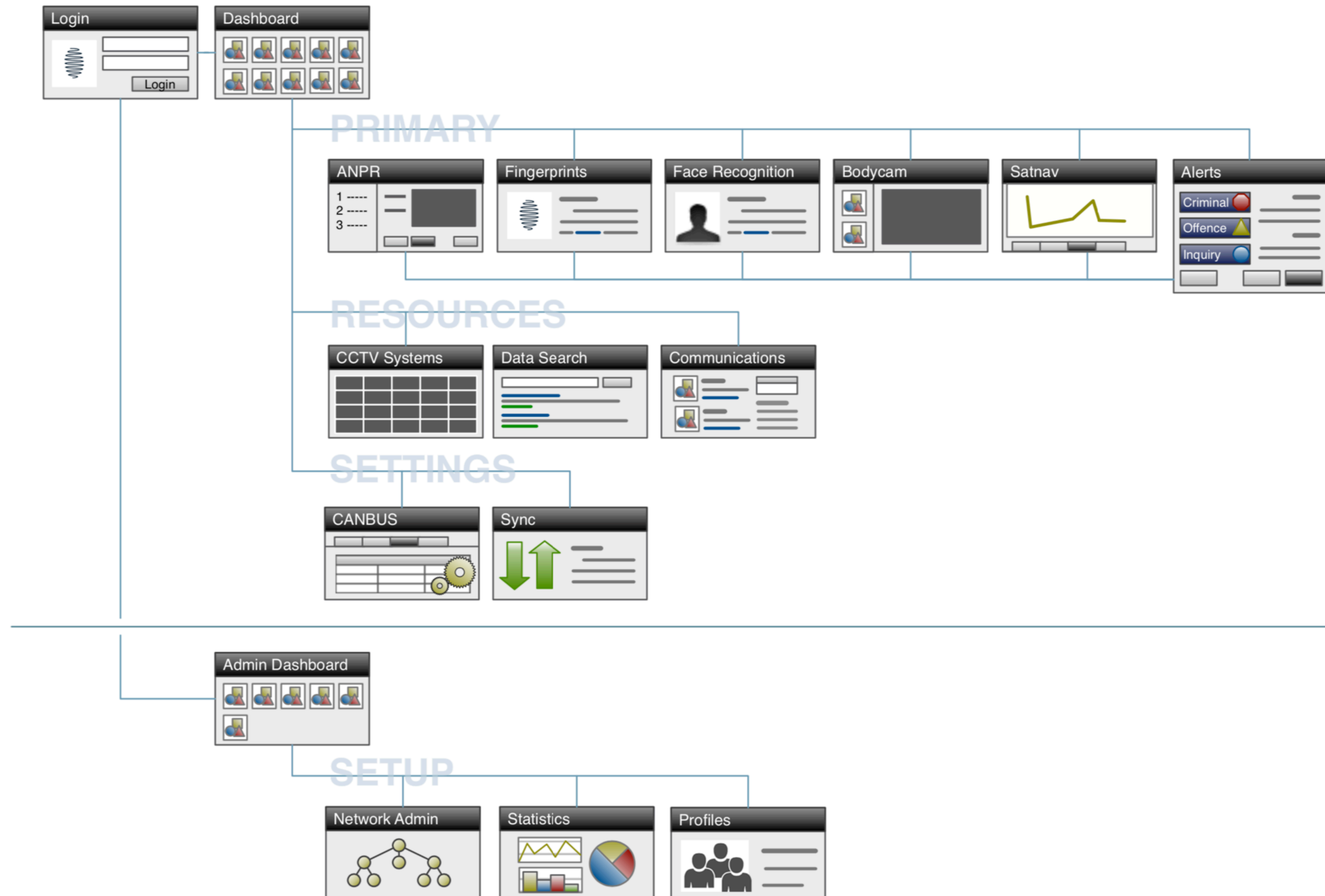
Standards within the Usability and UX communities have helped to define page level interactions.

Sidebar Logic Research

Design of Activity Tray

Stream of Alerts

Sidebar can be used for Navigation, Alerts, Functions. These examples show potential approaches for IESCO.

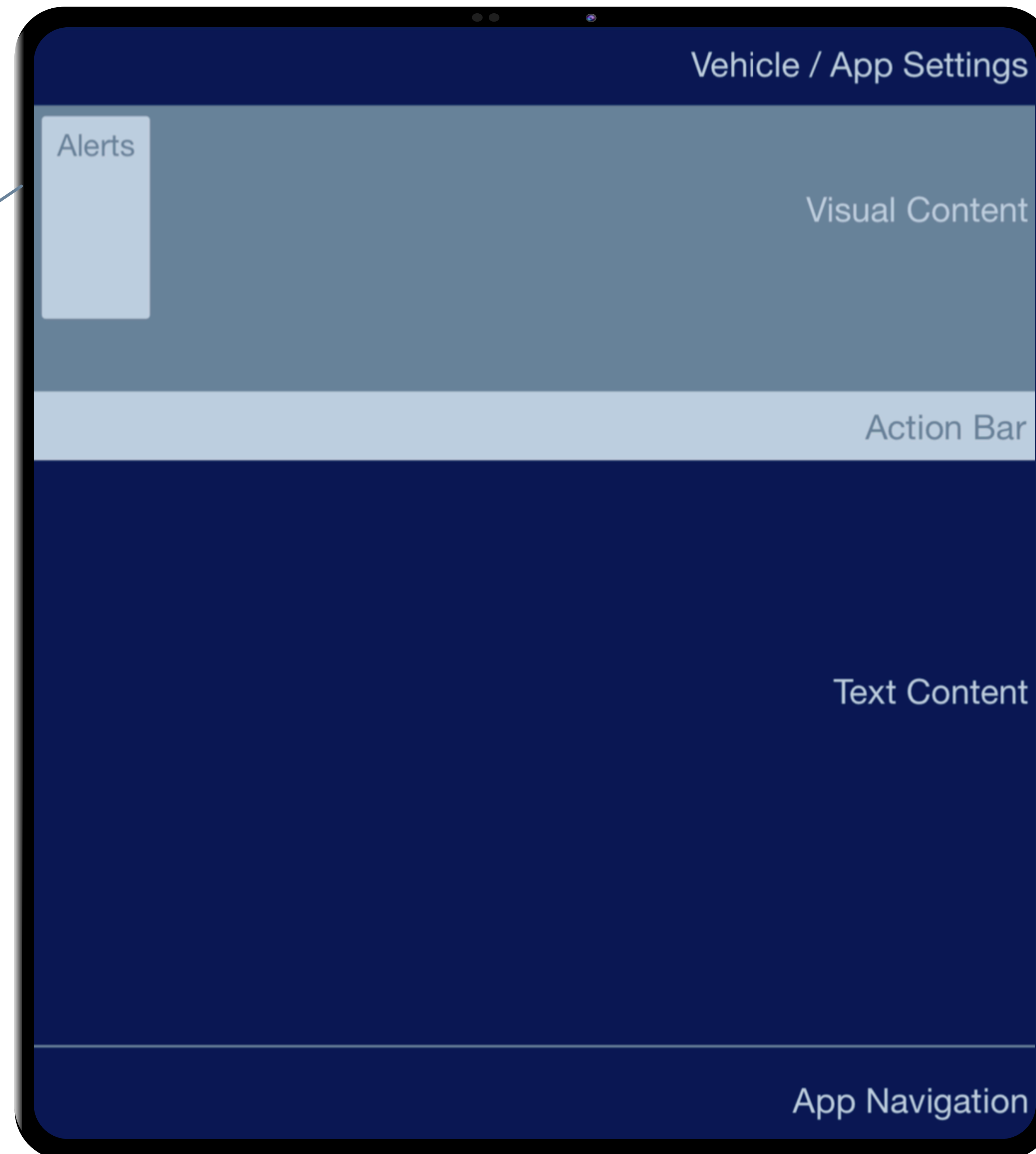


UI Framework for All Screens

Because of the critical nature of in-car systems, the design had to be as consistent and reliable as hardware controls.

Alert Placement

Alerts emerge in the same position for all screens, making them far less dangerous and confusing while driving. The alerts are designed to stack as they appear, allowing for multiple alerts to remain visible.



Case Study

Vehicle Touchscreen

Vehicle Dashboard Control System

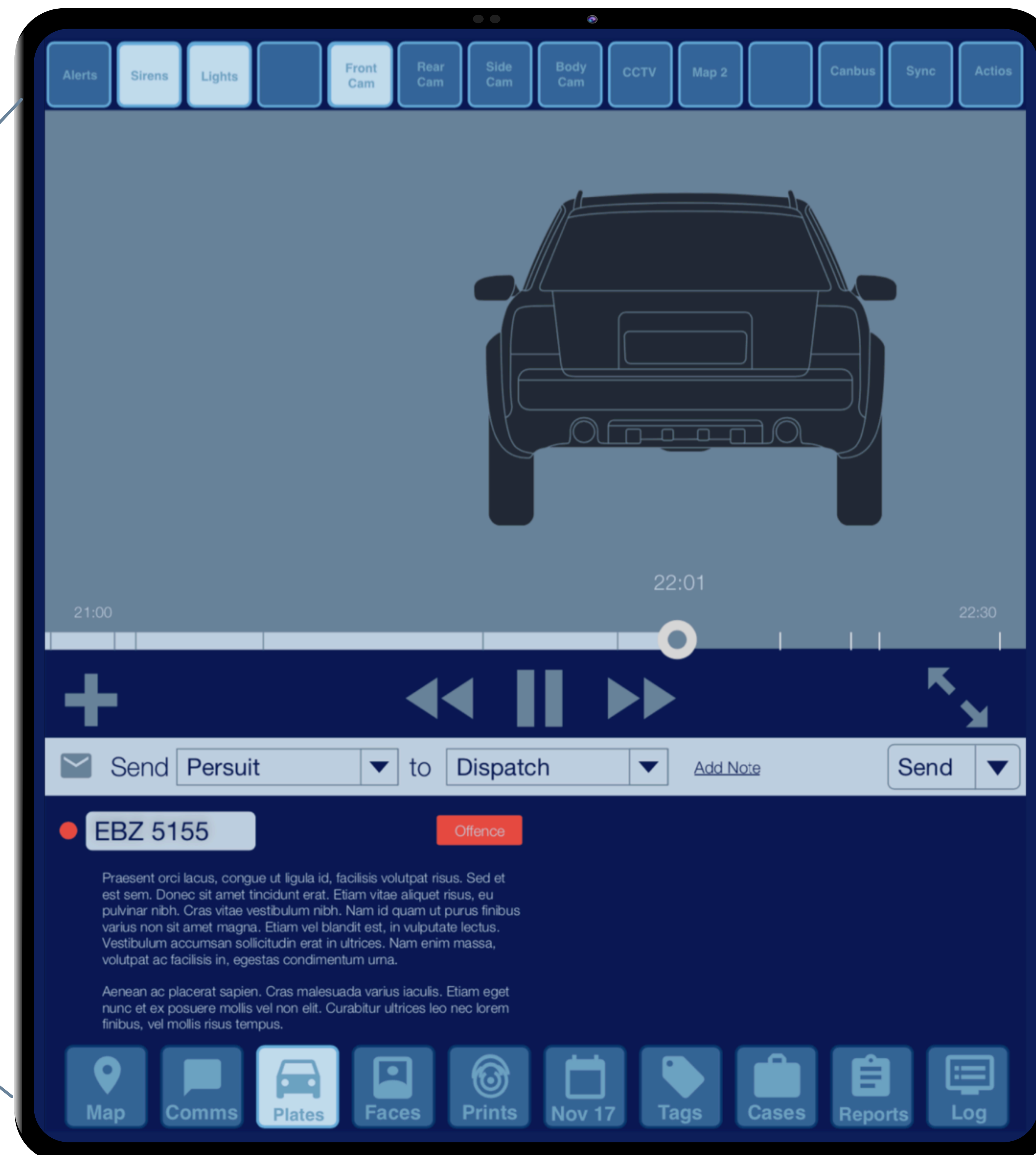
In-Car Touchscreen System for Security, Police, Ambulance and Fire Vehicles. This innovative startup was tasked with creating an in car dashboard for controlling the vehicle and communications.

Hardware Controls

The system was designed to be consistent and reliable, putting all of the hardware control options for the vehicles and cameras, as well as other major system functions, along the top in a fixed position.

Software Dashboard

As the system had many areas of functionality, it needed an app switching area that would remain constant and available. This row of bottom buttons acts as the access point to various applications, such as plate and face recognition, fingerprinting and filing reports.

**Video & Map Window**

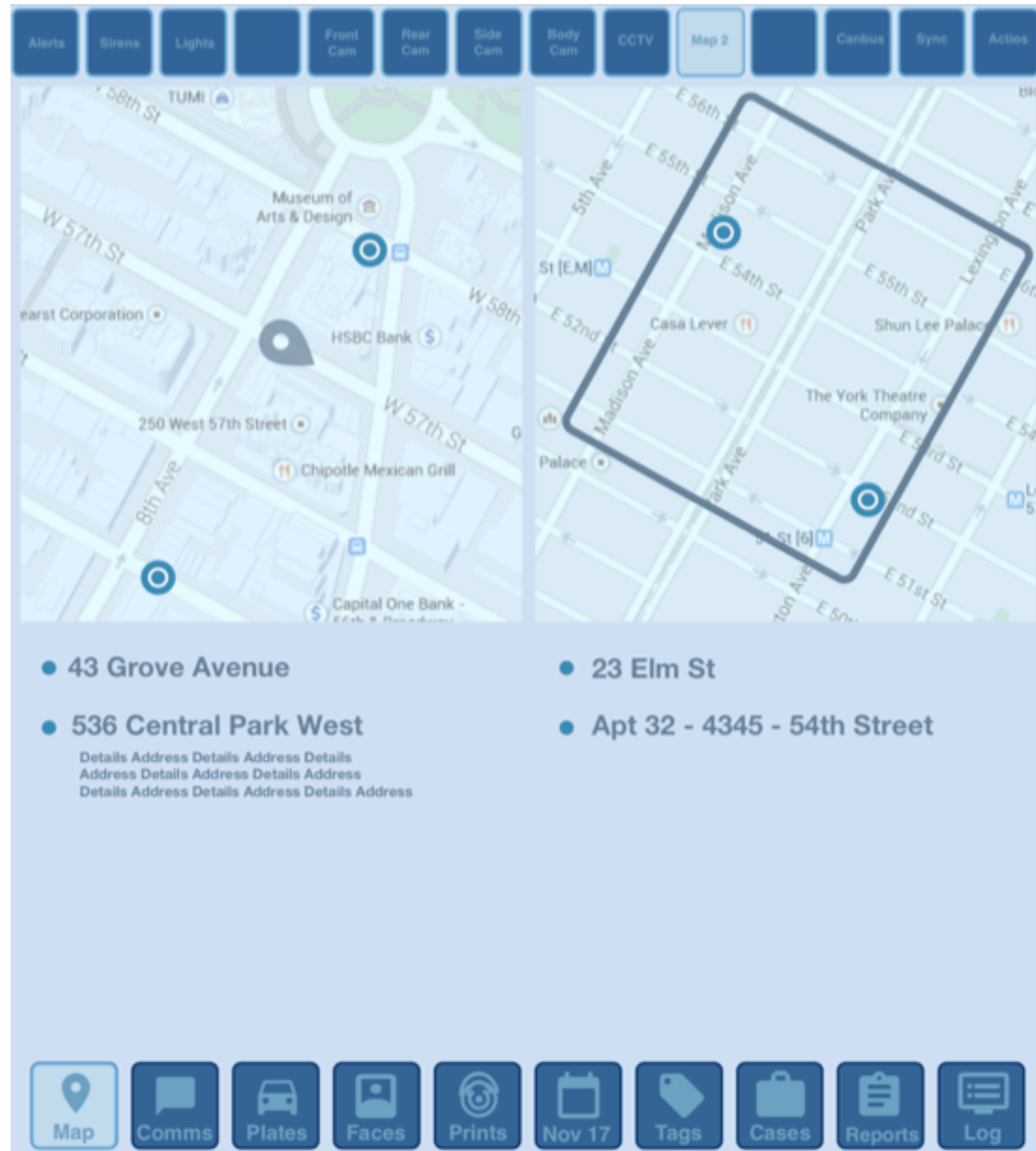
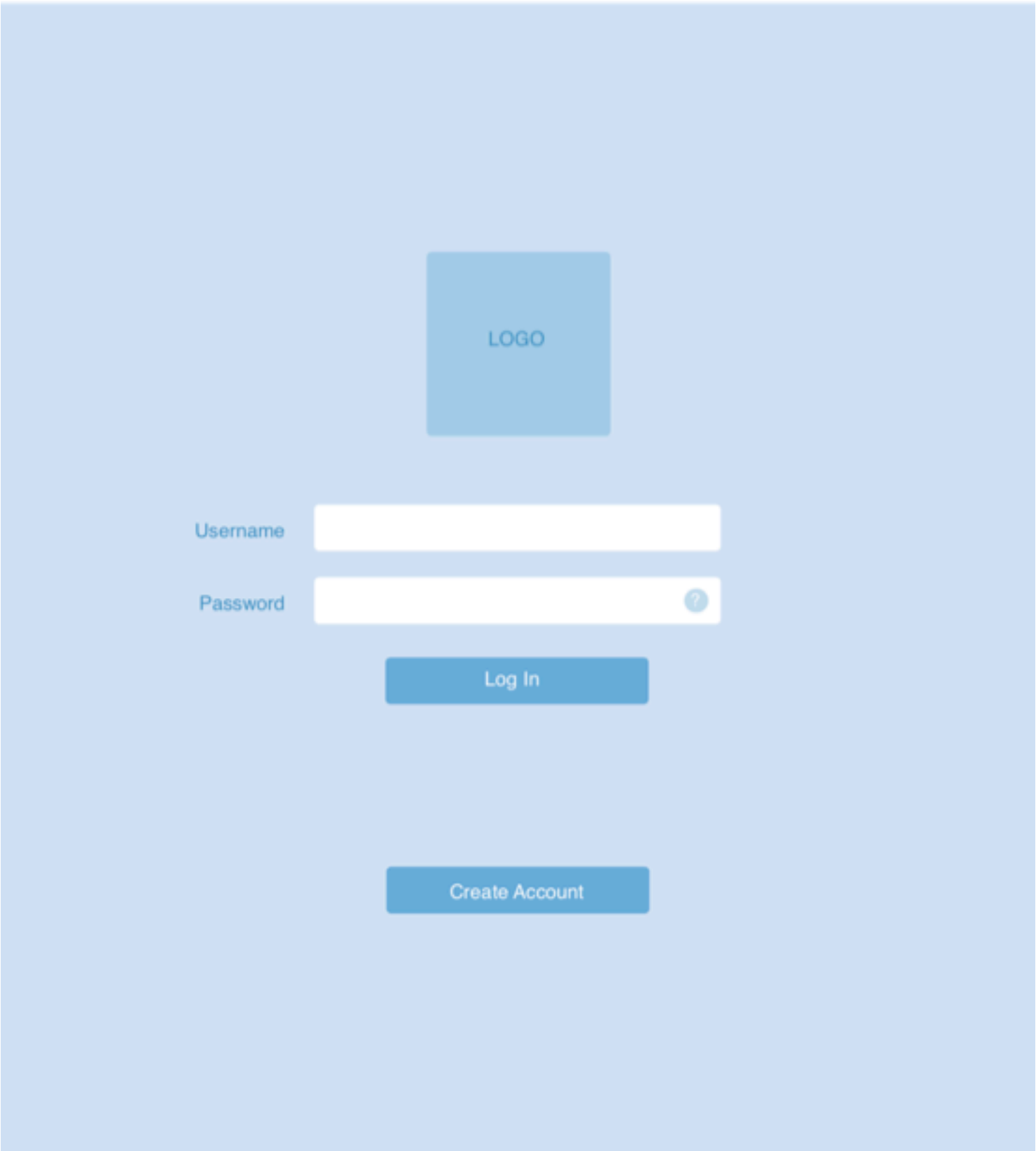
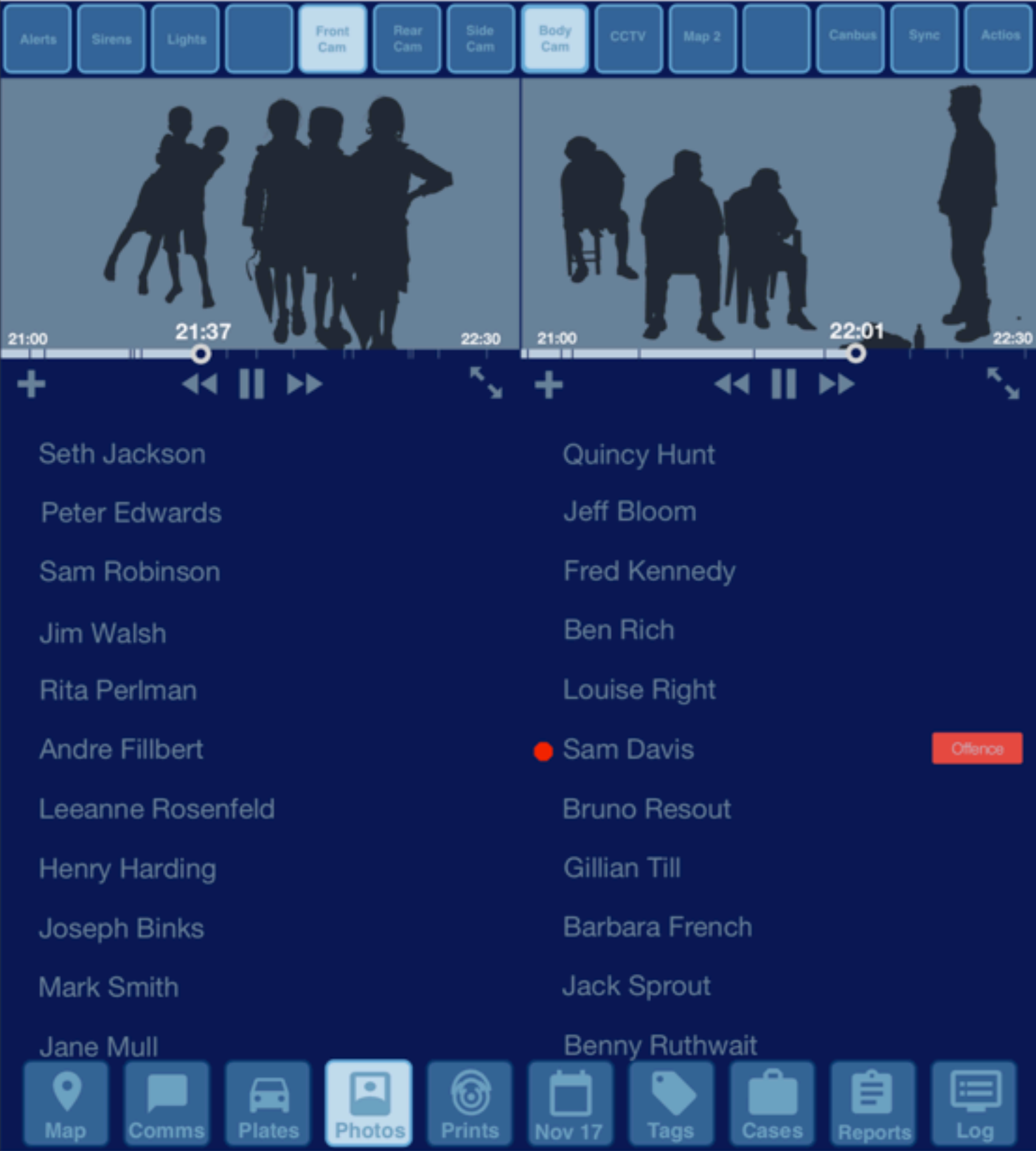
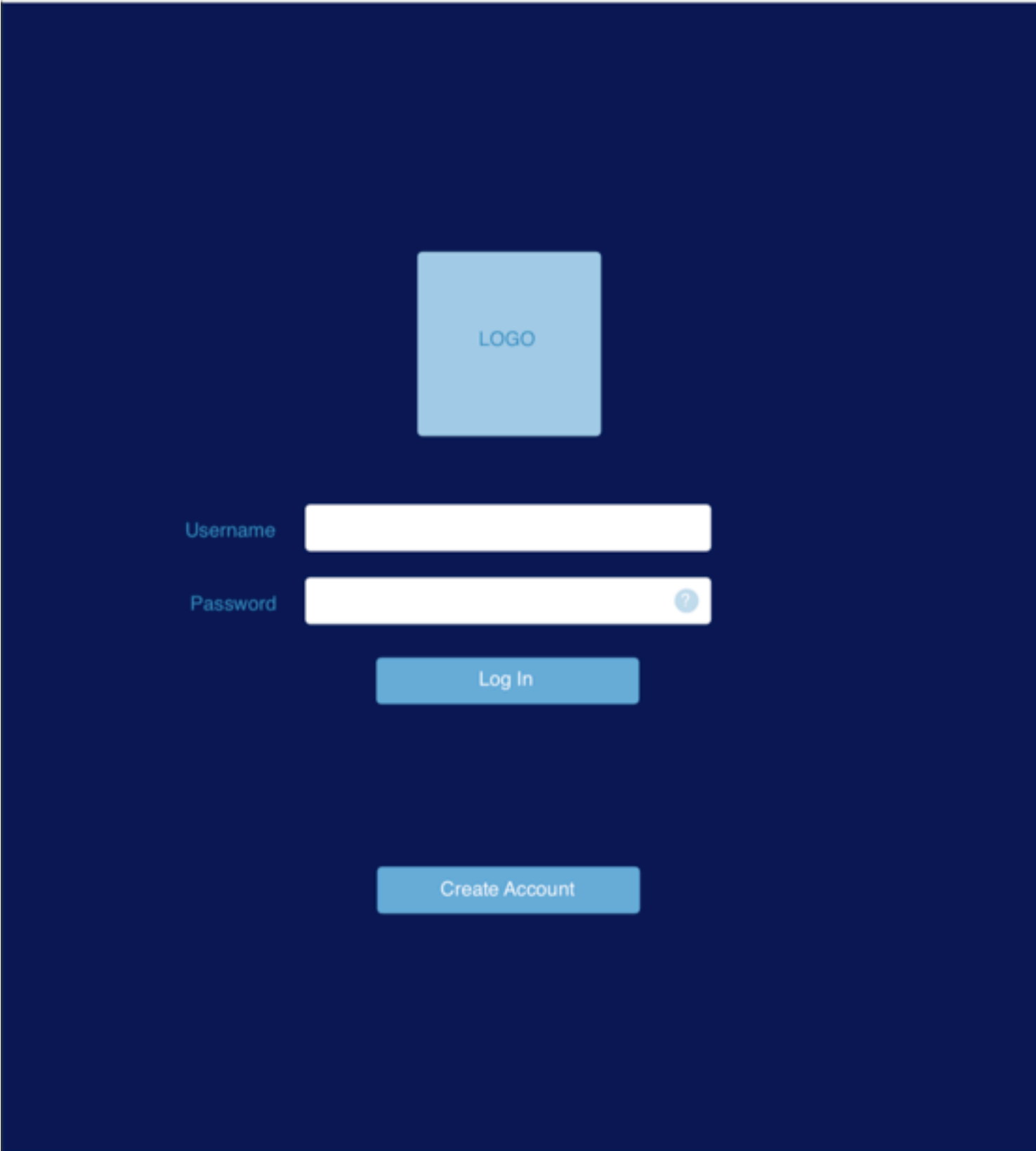
A major component of the system is this display area which shows views from the cameras, maps of the environment, and details of messages and reports. This is the main viewport for detailed data in many forms.

Action Bar

In many areas of the system, there are actions that need to take place or are optional. To design for the many possible functions without distracting from the content, an action bar was used inline to allow the user to get back to their previous activity quickly.

Inverted Colour Option for Daytime & Evening

Vehicle Touchscreen



Screen Based Process Flows based on Scenarios

Vehicle Touchscreen

1.1 Highway Patrol



Officer John is in his single manned patrol car on highway patrol ensuring that drivers are adhering to the highway rules. He observes a car weaving between lanes and decides to pull it over. He notifies dispatch of the situation and his intent, requests information on the car, begins evidence gathering and signals the driver of the car to pull over to the side of the road. When the car has pulled in and stopped, Officer John checks the details of the car and initiating personal remote monitoring leaves his patrol car to take the details of the driver and issue a ticket. As Officer John approaches the suspect his personal remote monitoring is recording video and sound which is fed directly to dispatch. When he is beside the suspect car he requests the driver to wind down the window. He then informs the driver why he has pulled him over and asks for the vehicle and driver documentation which his personal remote monitoring records. He then verbally cautions the driver and writes the driver a ticket for the offence. When the driver has been issued the ticket, Officer John returns to his patrol car and resumes patrol.

PLATE RECOGNITION



SELECT VEHICLE



NOTIFY DISPATCH



INCLUDE DETAILS



DISPATCH ALERT



CHECK DETAILS



INITIATE BODYCAM



3.1.2 - Manual Alert

4.1.1 - Contact Dispatch
4.1.2 - Send Plate & Details

4.1.3 - Add Situation & Intent

9.1.1 - Receive Car Details
9.1.2 - Receive Driver Details

10.1.1 - Verify Details

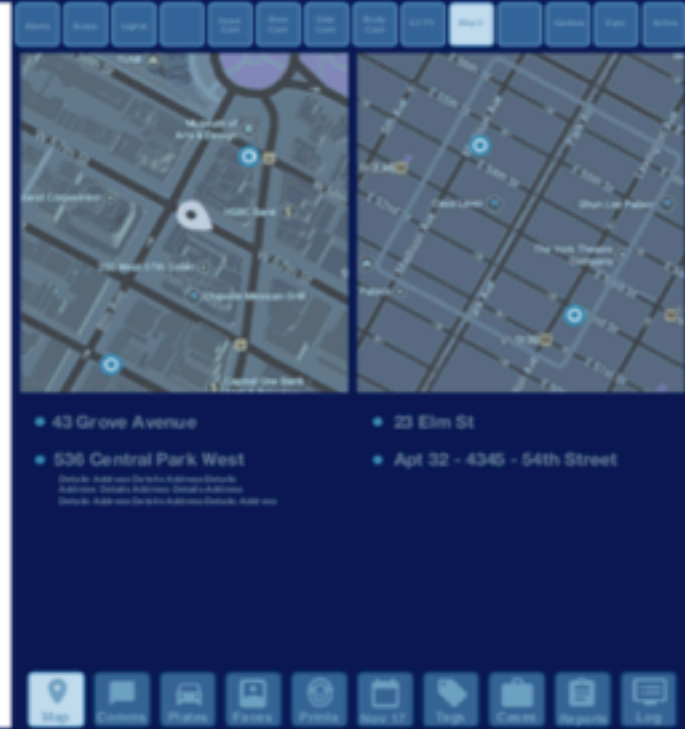
15.1.1 - Start Bodycam
15.1.2 - Stream to Dispatch

1.2 Outstanding Order Check



Officer Luke is sitting in his single manned patrol car at the side of the highway. He notifies dispatch of his location and task. His system begins checking passing vehicles for outstanding orders, (car/road tax compliance, unpaid speeding fines etc) and records the licence/number plate of each car that passes, querying the various databases to verify that there is no outstanding order. The system alerts him to a vehicle passing which has unpaid road/car tax. The system records the date, time, location, vehicle details and informs central processing to issue a ticket to the owner for non payment of road/car tax. Officer Luke then continue his task.

MAPS



SELECT LOCATION



NOTIFY DISPATCH



PLATE RECOGNITION



CAMERA CAPTURE



ISSUE TICKET



4.1.1 - Contact Dispatch
4.1.4 - Add Location & Task

3.1.1 - Auto Alert

11.1.1 - Record Details
11.1.2 - Inform Central Processing

1.3 Pursuit



Officer Mark is sitting in his single manned patrol car at the side of the highway. His systems alert him to a passing car that is travelling much faster than the speed limit. Officer Johns assessment is that the car is travelling so fast that it is likely to cause an accident, so he begins evidence gathering and, notifying dispatch, pursues the car in order to stop it and prevent an accident from happening. Officer John signals to the car to pull over but the driver does not comply. Officer John informs dispatch of the situation and requests backup to bring the pursuit to a safe conclusion. Dispatch co-ordinates a number of patrol cars to intercept the rouge vehicle and enables a live video and audio feed from the pursuing patrol car to the interceptors. Dispatch also collates the evidence gathering from each car to a central file. With constant co-ordination from dispatch the intercepting cars carry out a number of blocking maneuvers which force the suspect car into a safe area where the offending driver can be apprehended. When the car is stopped the suspect is taken into custody with the personal remote monitoring of the arresting officers recording the situation.

CAMERA CAPTURE



3.1.1 - Auto Alert

INITIATE PURSUITCAM



15.1.1 - Start PursuitCam
15.1.2 - Stream to Dispatch
15.1.2 - Add Notes / Report

DISPATCH REQUEST



9.1.5 - Request Backup
9.1.6 - Initiate Pursuitcam Feed

INITIATE BODYCAM



15.1.1 - Start Bodycam
15.1.2 - Stream to Dispatch
15.1.2 - Add Notes / Report

Parenthood

Strategy for Childbirth Health App

2017

Case Study

Childbirth Health App

Summary

This new startup wanted UX consultation on an app that would help new parents with the health of their new family. The app includes plans for meals and diet, exercise and mindfulness, as well as connecting them to the network of clinics and doctors in India. This app is initially targeting the South Asian market and then the Americas.

Problem

Having a first child is stressful, especially in rural areas in South Asia, where there are limited medical resources or clinics for advice. Parenthood partnered with the Indian health service to help people in avoiding health problems, developing wellness, and preventing infant mortality.

Solution

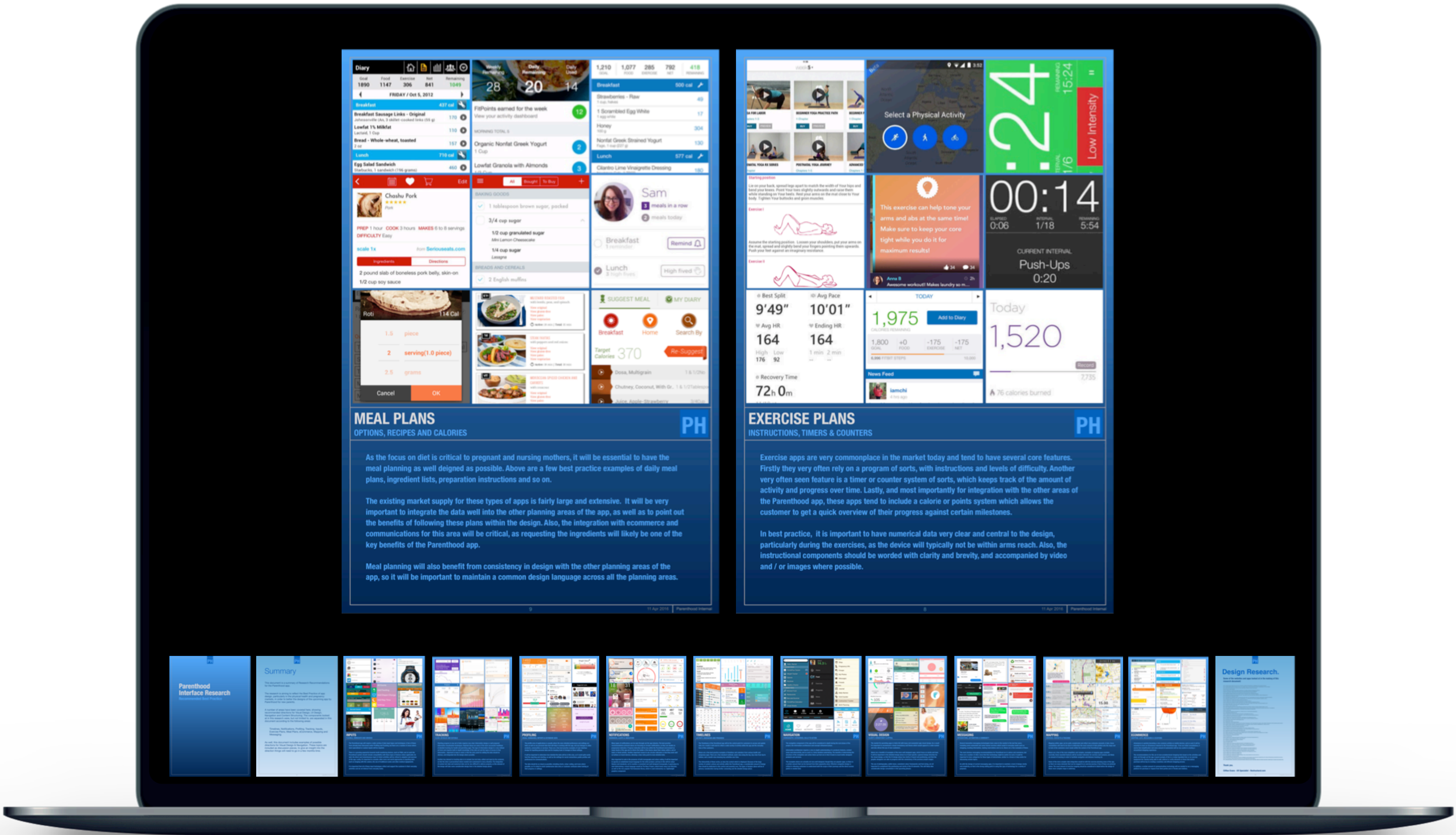
The client was provided with best of class market research and a set of prototype screens based on a complex information architecture. This app has a lot of functionality, and as such, it was necessary to research and design for diet and exercise, mindfulness and cooking, as well as mapping and health profile data tracking and sharing.

Process

Initially, the client was provided with an extensive amount of best practice app research concerning their proposed functionality. Then I began an evaluation of the product needs through information architecture, detailed prototyping and concept refinement. This process concluded with a set of screen recommendations for their onboard UI team.

Conclusion

This app presents a very rich set of functionality, all tailored to a specific challenge of increasing health awareness surrounding childbirth. All of the various functional areas were tailored into only the minimum features, providing a simple, streamlined and elegant solution for the needs of many new parents.



Architecture based on Processes and Requirements

This phase refined the structure of the system, clarifying the areas that would later need to be designed. Refining this structure allowed us to discuss and refine the processes involved and the placement of content and functions.

Top Level Categorisation

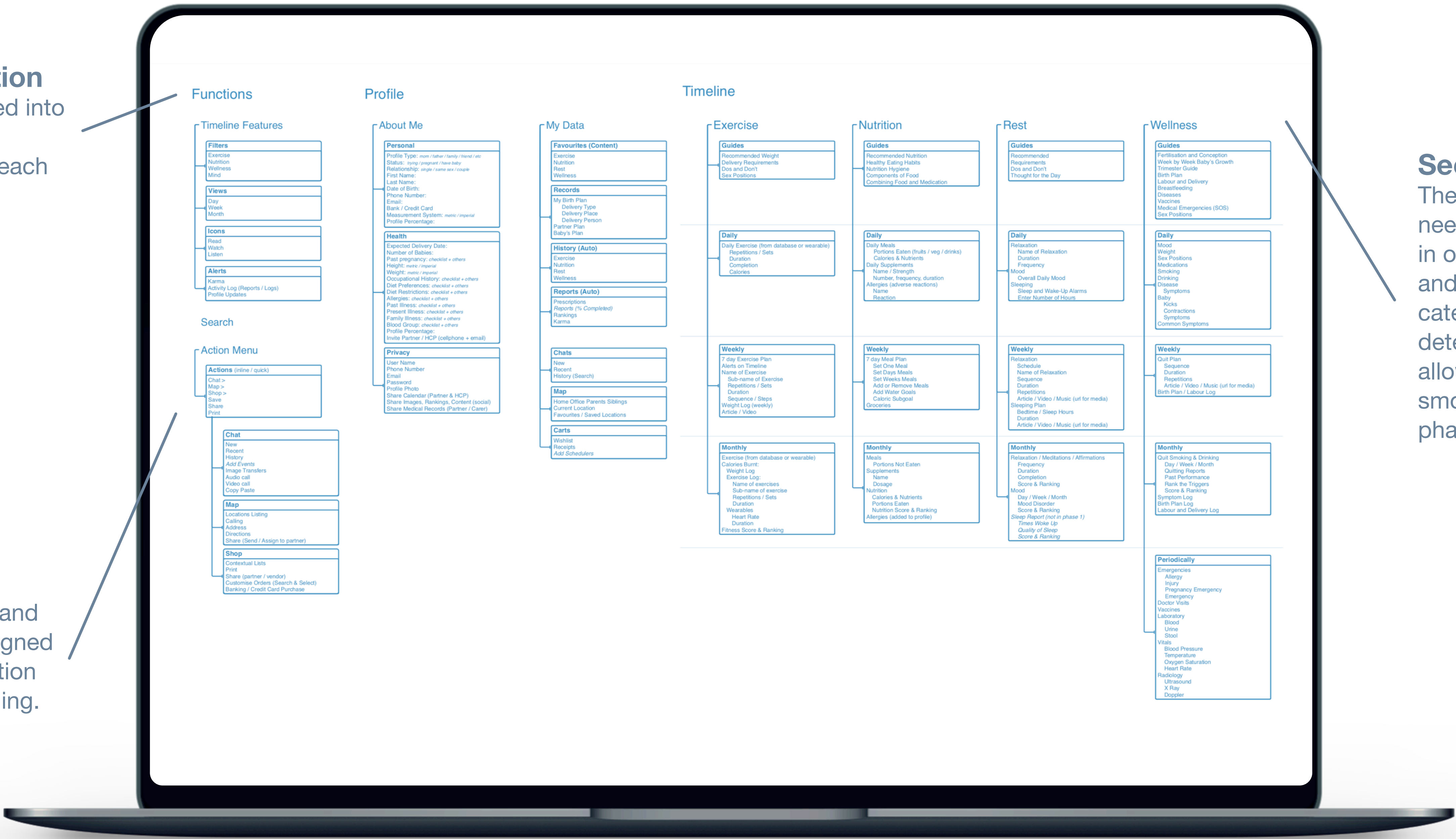
The entire app was structured into the core areas of Functions, Profile and Timeline. Within each of these areas, the app was further refined into types of content and features.

Functional Structure

To avoid potential setbacks and confusion, the app was designed to have a functional information architecture from the beginning.

Second Level Categorisation

The various areas of the app needed to be isolated and clarified in order to provide a consistent and usable navigation. These categories took a while to determine, but the process allowed us to move much more smoothly into the prototyping phase.



Functions

Timeline Features

Filters
Exercise
Nutrition
Wellness
Mind

Views
Day
Week
Month

Icons
Read
Watch
Listen

Alerts
Karma
Activity Log (Reports / Logs)
Profile Updates

Search

Action Menu

Actions (inline / quick)
Chat >
Map >
Shop >
Save
Share
Print

Chat
New
Recent
History
Add Events
Image Transfers
Audio call
Video call
Copy Paste

Map
Locations Listing
Calling
Address
Directions
Share (Send / Assign to partner)

Shop
Contextual Lists
Print
Share (partner / vendor)
Customise Orders (Search & Select)
Banking / Credit Card Purchase

Profile

About Me

Personal
Profile Type: <i>mom / father / family / friend / etc</i>
Status: <i>trying / pregnant / have baby</i>
Relationship: <i>single / same sex / couple</i>
First Name:
Last Name:
Date of Birth:
Phone Number:
Email:
Bank / Credit Card
Measurement System: <i>metric / imperial</i>
Profile Percentage:

Health
Expected Delivery Date:
Number of Babies:
Past pregnancy: <i>checklist + others</i>
Height: <i>metric / imperial</i>
Weight: <i>metric / imperial</i>
Occupational History: <i>checklist + others</i>
Diet Preferences: <i>checklist + others</i>
Diet Restrictions: <i>checklist + others</i>
Allergies: <i>checklist + others</i>
Past Illness: <i>checklist + others</i>
Present Illness: <i>checklist + others</i>
Family Illness: <i>checklist + others</i>
Blood Group: <i>checklist + others</i>
Profile Percentage:
Invite Partner / HCP (cellphone + email)

Privacy
User Name
Phone Number
Email
Password
Profile Photo
Share Calendar (Partner & HCP)
Share Images, Rankings, Content (social)
Share Medical Records (Partner / Carer)

My Data

Favourites (Content)
Exercise
Nutrition
Rest
Wellness

Records
My Birth Plan
Delivery Type
Delivery Place
Delivery Person
Partner Plan
Baby's Plan

History (Auto)
Exercise
Nutrition
Rest
Wellness

Reports (Auto)
Prescriptions
Reports (% Completed)
Rankings
Karma

Chats
New
Recent
History (Search)

Map
Home Office Parents Siblings
Current Location
Favourites / Saved Locations

Carts
Wishlist
Receipts
Add Schedulers

Timeline

Exercise

Guides
Recommended Weight
Delivery Requirements
Dos and Don't
Sex Positions

Daily
Daily Exercise (from database or wearable)
Repetitions / Sets
Duration
Completion
Rest
Calories

Weekly
7 day Exercise Plan
Alerts on Timeline
Name of Exercise
Sub-name of Exercise
Repetitions / Sets
Duration
Sequence / Steps
Weight Log (weekly)
Article / Video

Monthly
Exercise (from database or wearable)
Calories Burnt:
Weight Log
Exercise Log:
Name of exercises
Sub-name of exercise
Repetitions / Sets
Duration
Wearables
Heart Rate
Duration
Fitness Score & Ranking

Nutrition

Guides
Recommended Nutrition
Healthy Eating Habits
Nutrition Hygiene
Components of Food
Combining Food and Medication

Daily
Daily Meals
Portions Eaten (fruits / veg / drinks)
Calories & Nutrients
Daily Supplements
Name / Strength
Number, frequency, duration
Allergies (adverse reactions)
Name
Reaction

Weekly
7 day Meal Plan
Set One Meal
Set Days Meals
Set Weeks Meals
Add or Remove Meals
Add Water Goals
Caloric Subgoal
Groceries

Monthly
Meals
Portions Not Eaten
Supplements
Name
Dosage
Nutrition
Calories & Nutrients
Portions Eaten
Nutrition Score & Ranking
Allergies (added to profile)

Rest

Guides
Recommended
Requirements
Dos and Don't
Thought for the Day

Daily
Relaxation
Name of Relaxation
Duration
Frequency
Mood
Overall Daily Mood
Sleeping
Sleep and Wake-Up Alarms
Enter Number of Hours

Weekly
Relaxation
Schedule
Name of Relaxation
Sequence
Duration
Repetitions
Article / Video / Music (url for media)
Sleeping Plan
Bedtime / Sleep Hours
Duration
Article / Video / Music (url for media)

Monthly
Relaxation / Meditations / Affirmations
Frequency
Duration
Completion
Score & Ranking
Mood
Day / Week / Month
Mood Disorder
Score & Ranking
Sleep Report (not in phase 1)
Times Woke Up
Quality of Sleep
Score & Ranking

Wellness

Guides
Fertilisation and Conception
Week by Week Baby's Growth
Trimester Guide
Birth Plan
Labour and Delivery
Breastfeeding
Diseases
Vaccines
Medical Emergencies (SOS)
Sex Positions

Daily
Mood
Weight
Sex Positions
Medications
Smoking
Drinking
Disease
Symptoms
Baby
Kicks
Contractions
Symptoms
Common Symptoms

Weekly
Quit Plan
Sequence
Duration
Repetitions
Article / Video / Music (url for media)
Birth Plan / Labour Log

Monthly
Quit Smoking & Drinking
Day / Week / Month
Quitting Reports
Past Performance
Rank the Triggers
Score & Ranking
Symptom Log
Birth Plan Log
Labour and Delivery Log

Periodically
Emergencies
Allergy
Injury
Pregnancy Emergency
Emergency
Doctor Visits
Vaccines
Laboratory
Blood
Urine
Stool
Vitals
Blood Pressure
Temperature
Oxygen Saturation
Heart Rate
Radiology
Ultrasound
X Ray
Doppler

Parenthood

Flow of Screens and Content Types



Childbirth Health App

QUICK ACTION ELEMENT



CONTENT AREA TEMPLATES

Diet



Rest (Mind)



Wellness (HABITS / CARE)



Content Area - Custom Template Options (Lists / Plans)

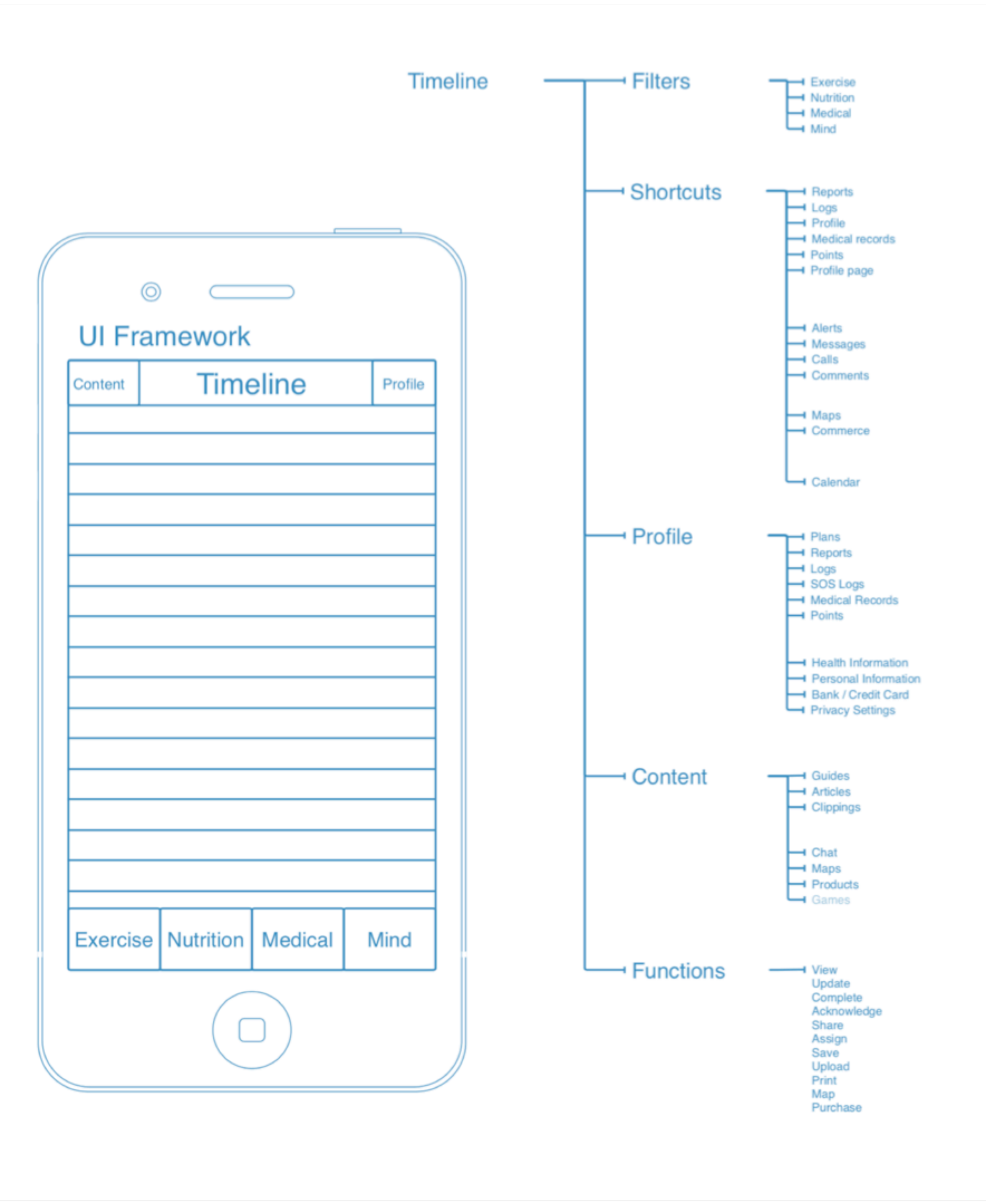
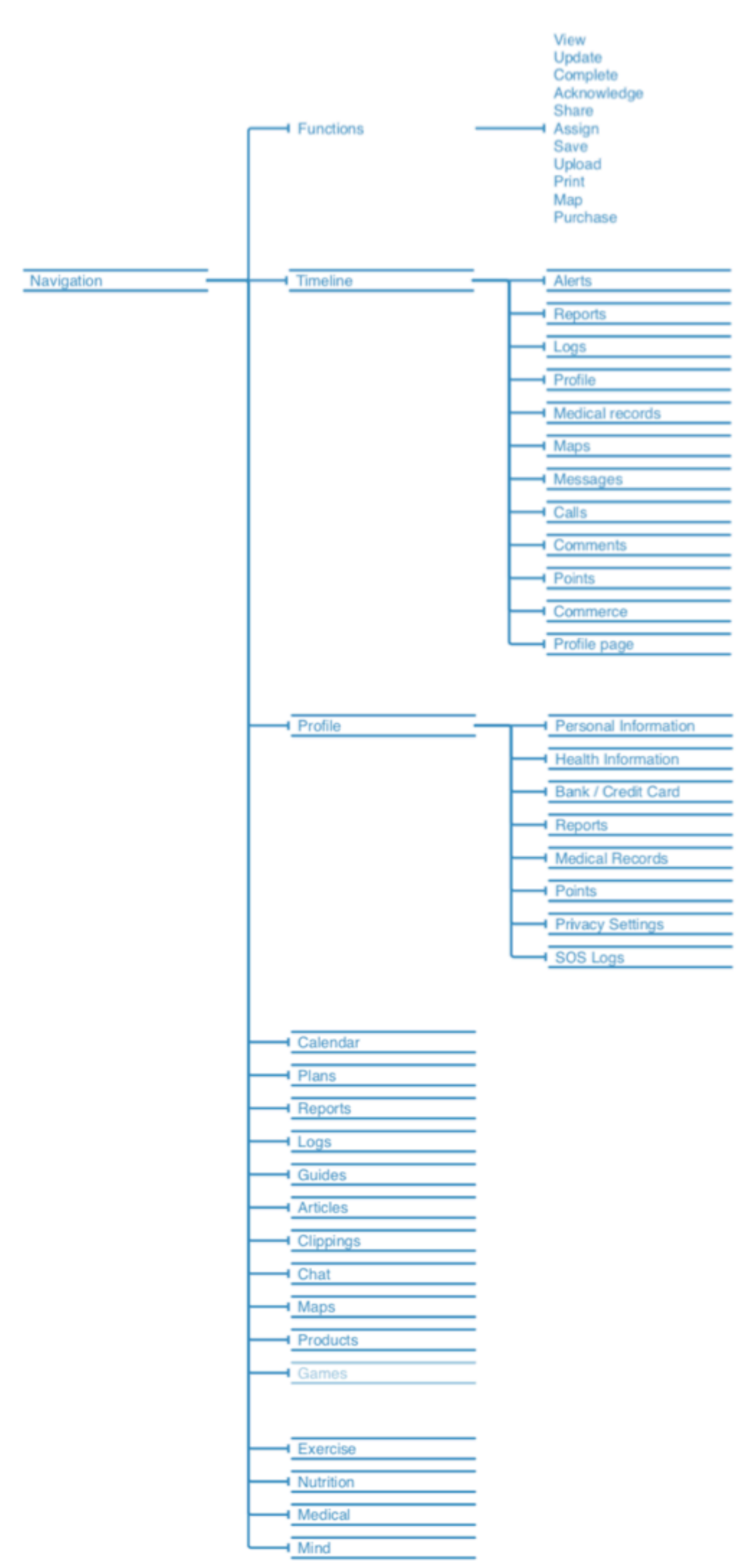


- PERIODIC LOG
- Emergencies
 - Allergy
 - Injury
 - Pregnancy Emergency
 - Emergency Doctor Visits
 - Vaccines
 - Laboratory
 - Blood
 - Urine
 - Stool
 - Vitals
 - Blood Pressure
 - Temperature
 - Oxygen Saturation
 - Heart Rate
 - Radiology
 - Ultrasound
 - X Ray
 - Doppler

Parenthood

Menu Architeture Refinement

Childbirth Health App

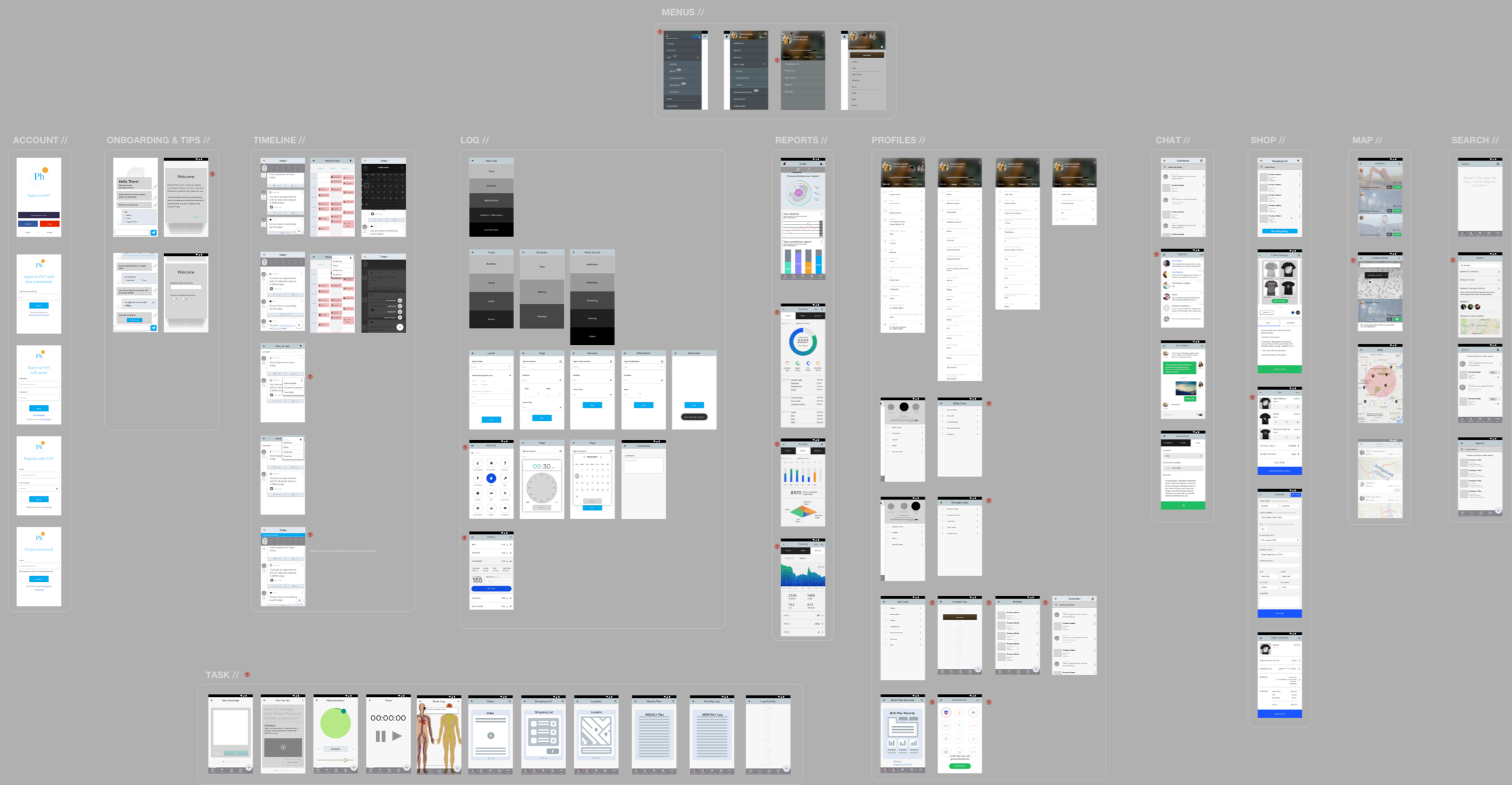


Content	Timeline		Profile
Guides			Plans
Articles			Reports
Clippings			Logs
			SOS Logs
Chat			Medical Records
Maps			Points
Products			
			Health Information
			Personal Information
			Bank / Credit Card
			Privacy Settings
Exercise	Nutrition	Medical	Mind

Parenthood

Prototype Screen Overview

Childbirth Health App



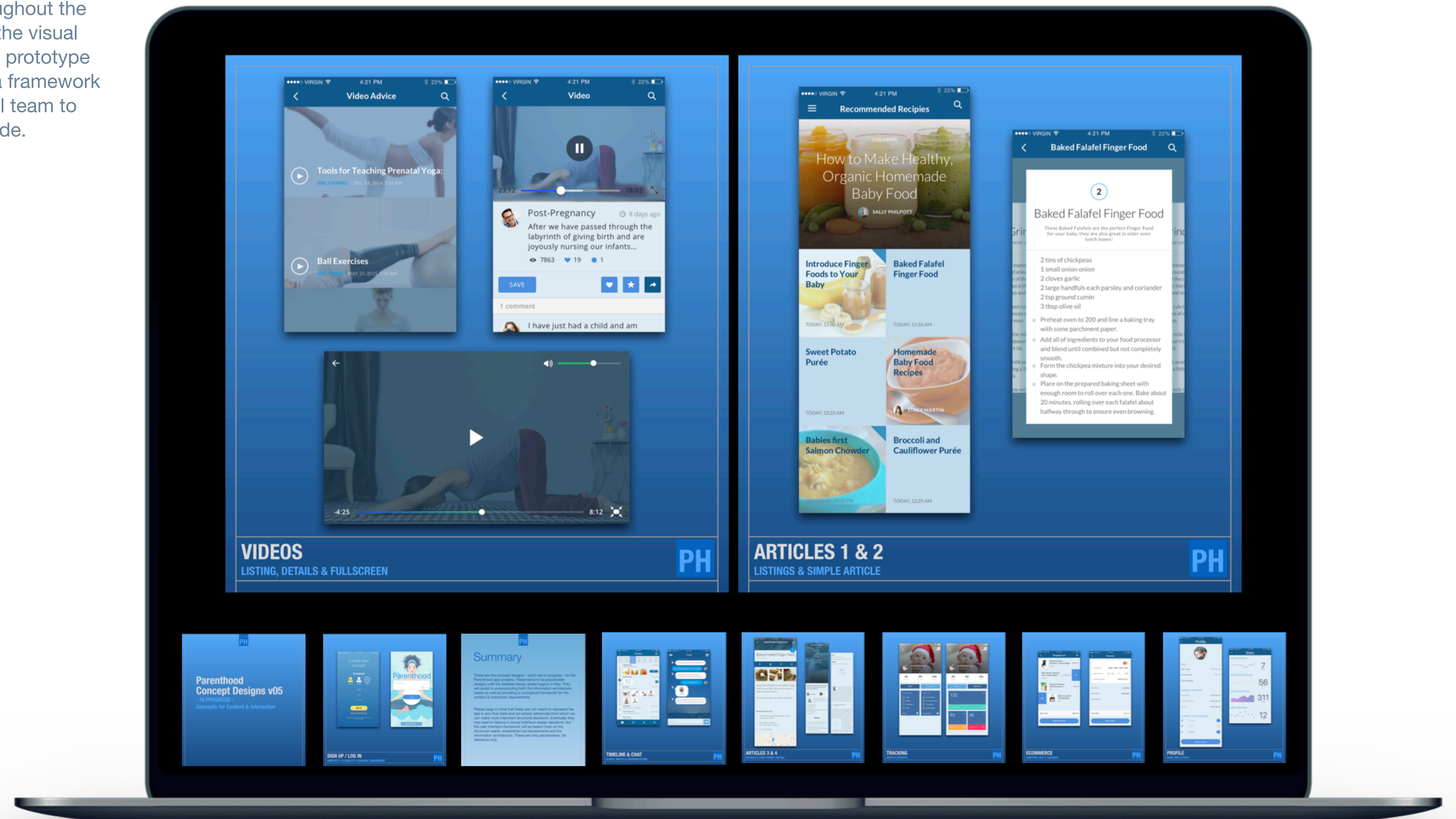
Parenthood

Screen Design Presentation

Childbirth Health App

Compiled Report of Screen Designs

A series of the main screens throughout the system presented as a report for the visual design team. While these are only prototype screens, they provide enough of a framework and visual guidelines for the visual team to brand and define the app styleguide.



Aerlingus

Airline Ecommerce Experience

2014

Case Study

Airline Ecommerce

Summary

Aerlingus brought me on board to evaluate and improve the entire eCommerce site which had not had an overhaul in over ten years. This national airline intended to meet or surpass the user experience of the newer low cost airlines in order to maintain market share and increase the value of the customer experience.

Problem

The previous site was designed and developed in stages over the course of 10-14 years and was quite difficult to use compared to the low cost competition sites. The company had a directive for a complete overhaul, to modernise the site and increase revenue.

Solution

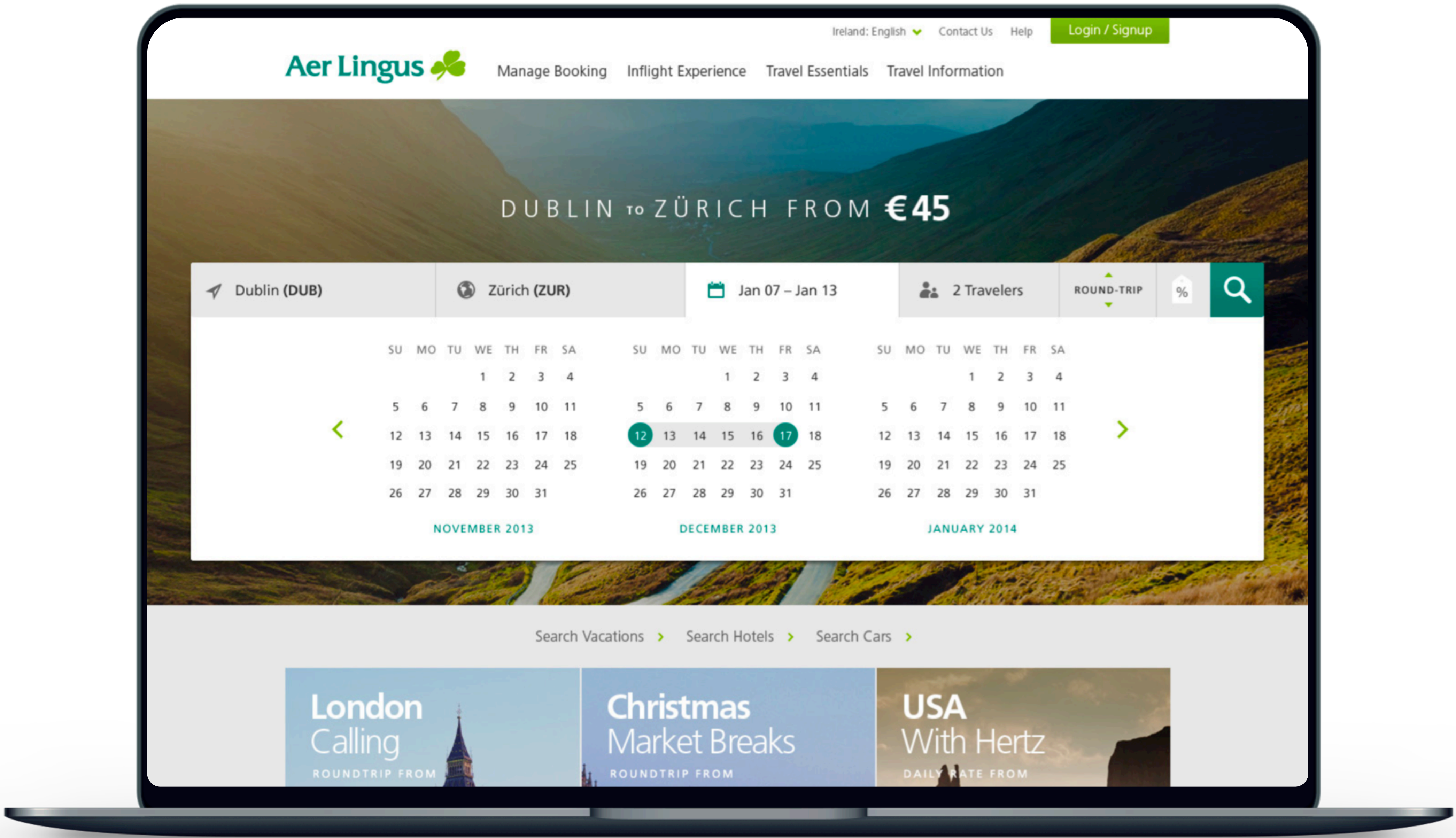
A small team of 2-4 people worked with internal stakeholders to redesign the entire platform over a year. Rokkan in New York assisted us with visual design directions while we concerned ourselves with the details of every element of the user experience. I was responsible for everything from Booking to Seat Selection.

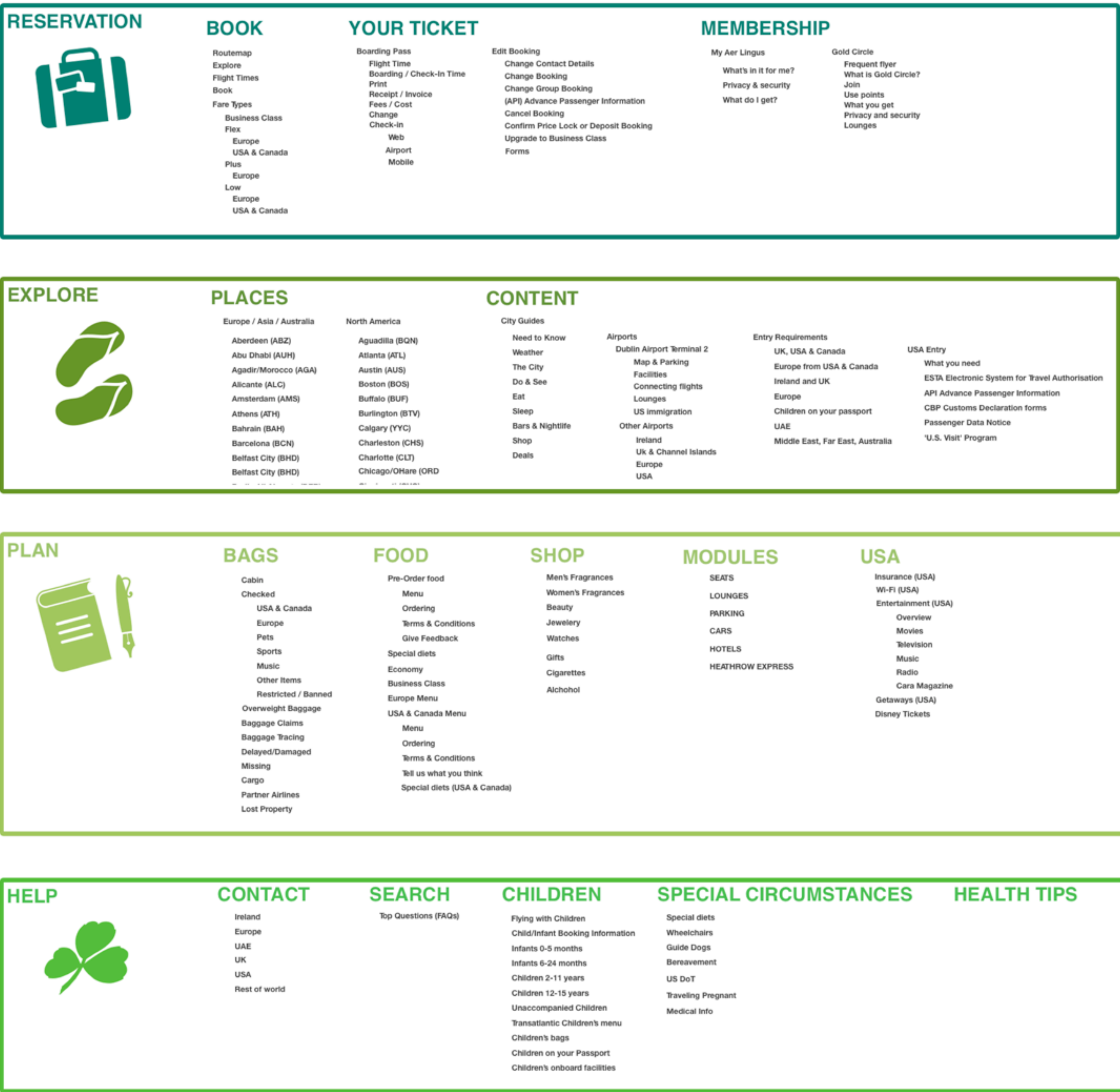
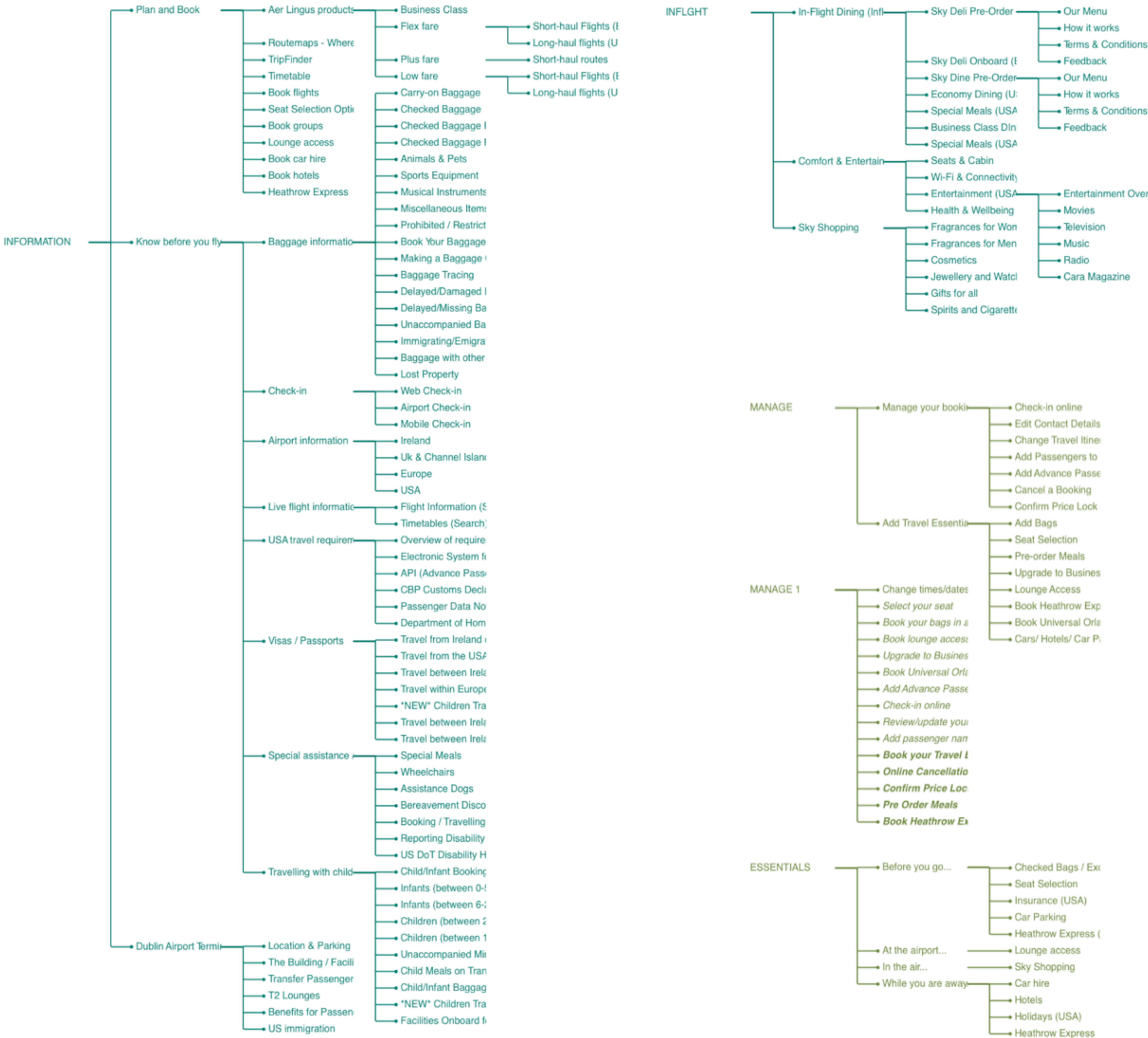
Process

I approached the redesign in phases, first looking at the ancillaries and content structure through research, design and information architecture. The team tested many design options to maximise conversion rates and meet technical objectives. Every component was looked at in isolation, then I switched to a holistic view of evaluating the entire system.

Conclusion

The redesign was a massive success, with revenues jumping year on year from 1bn to 2.2bn since the launch. This increase is partially due to new routes and changing markets, but a large portion of the increase is due to our creation of such a successful product, a system that generates 90% of the airline's revenue.





Aerlingus

Redesign Recommendations for Seat Selection

Airline Booking

Aer Lingus Seats

SEATMAP

DETAIL - AMENITIES, AREAS, PRICES.

SUMMARY DISPLAY

EASE OF SHOPPING INTERACTION

SEAT TYPE & COMPARISON


INDICATE SEAT POSITIONS AND EXTRA INFORMATION

CLASSES

LARGE TOUCHABLE PRICES

LEG / SEAT COMPARISON

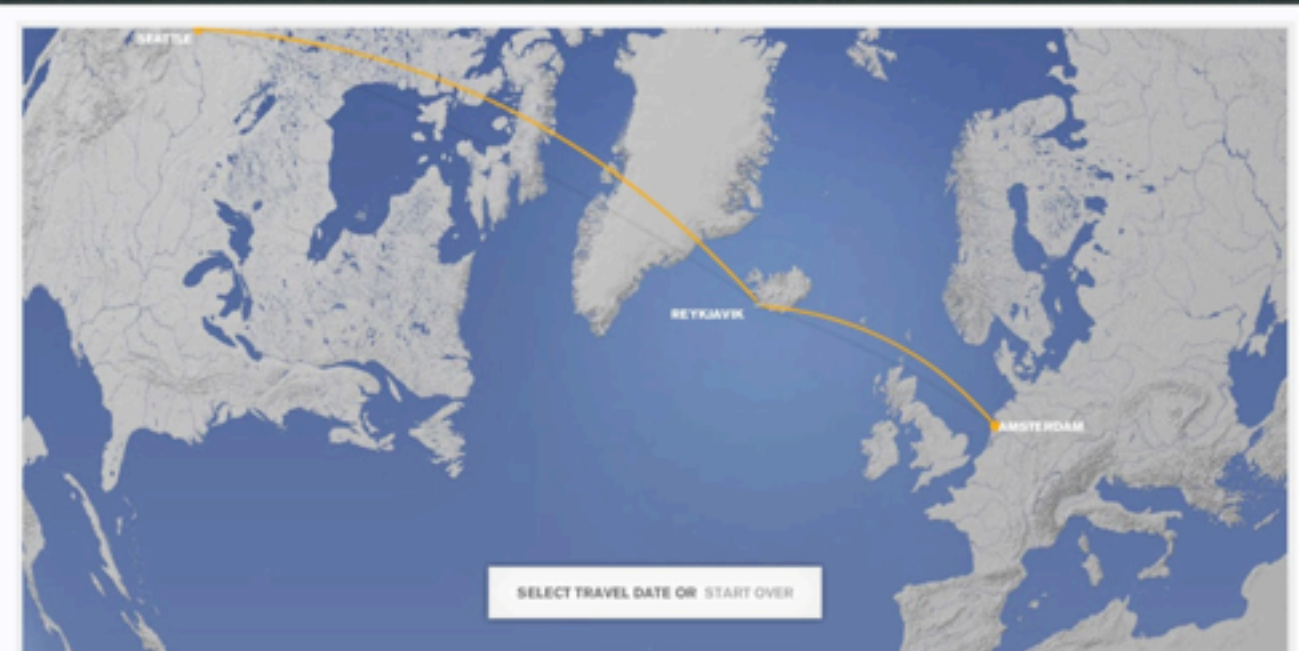
OVERVIEW OF ALL JOURNEY SEATS



Aer Lingus Route Maps

Recommended Options

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SELECT TRAVEL DATE OR START OVER

Departing from Seattle Arriving in Amsterdam

From: 08/21/2013 To: 08/28/2013 Adult: 1 Child (2-11): 0 Infant: 0


Check Schedule Book Flight

Information about: Amsterdam
Travel Time: 630 minutes (10.5 hours)
miles: 5062 miles
Distance: 8150 km

Weather in: Amsterdam
Wed 07.08.2013
low PC: 15.0
high PC: 18.0
Thu 08.08.2013
low PC: 13.0
high PC: 19.0

BEST PRACTICE
SUCCESS IN ROUTE MAPPING

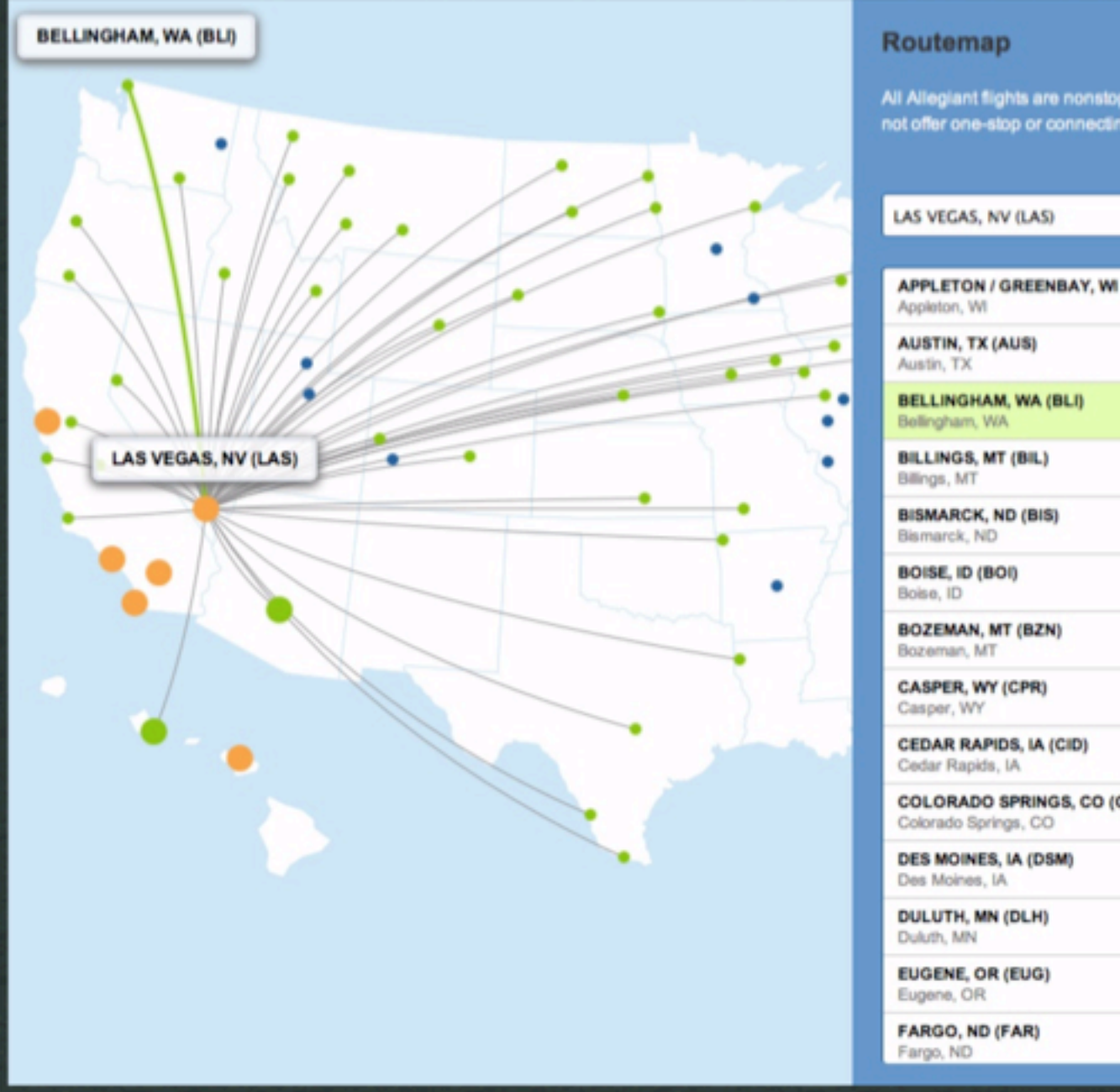
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Singapore (SIN)
Weather, Guide & Frequency
See all destinations from this origin

ROUTES
MULTIPLES, CONNECTIONS AND PARTNERS

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Routemap
All Allegiant flights are nonstop
not offer one-stop or connections

LAS VEGAS, NV (LAS)

- APPLETON / GREENBAY, WI (APN)
Appleton, WI
- AUSTIN, TX (AUS)
Austin, TX
- BELLINGHAM, WA (BLI)
Bellingham, WA
- BILLINGS, MT (BIL)
Billings, MT
- BISMARCK, ND (BIS)
Bismarck, ND
- BOISE, ID (BOI)
Boise, ID
- BOZEMAN, MT (BZN)
Bozeman, MT
- CASPER, WY (CPR)
Casper, WY
- CEDAR RAPIDS, IA (CID)
Cedar Rapids, IA
- COLORADO SPRINGS, CO (COS)
Colorado Springs, CO
- DES MOINES, IA (DSM)
Des Moines, IA
- DULUTH, MN (DLH)
Duluth, MN
- EUGENE, OR (EUG)
Eugene, OR
- FARGO, ND (FAR)
Fargo, ND

SELECTION
CHOOSING AND EDITING

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A dónde viajamos?
Te llevamos a las principales ciudades en México y Estados Unidos. Elige una ciudad de origen para ver las rutas disponibles.

Compra tu boleto

Flight status

Saliedo de:

Destino	Salida	Llegada	Día	Vuelo #	Escala	Reserva
Cancon (CUN)	7:00 AM	12:15 PM	Lun, Jue, Vie, Sab, Dom	755 / 708 / 712 / 722	MEX	Reserva
Cd. de México / D.F. (MEX)	11:00 PM	12:50 AM	Lun, Mar, Mier, Jue,	4755		Reserva
Chihuahua (CUU)	11:00 PM	12:50 AM	Lun, Mar, Mier, Jue,	4755	MEX	Reserva
Guadalajara (GDL)	11:00 PM	1:10 PM	Lun, Mar, Mier, Jue,	755 / 738 / 4755	MEX	Reserva

FLIGHT INFO
INLINE BEFORE DETAILS

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Destinations

browse by: Cities Countries Map

PRICE
IMMEDIATE DISPLAY OF PRICES

CALENDAR SHOPPING

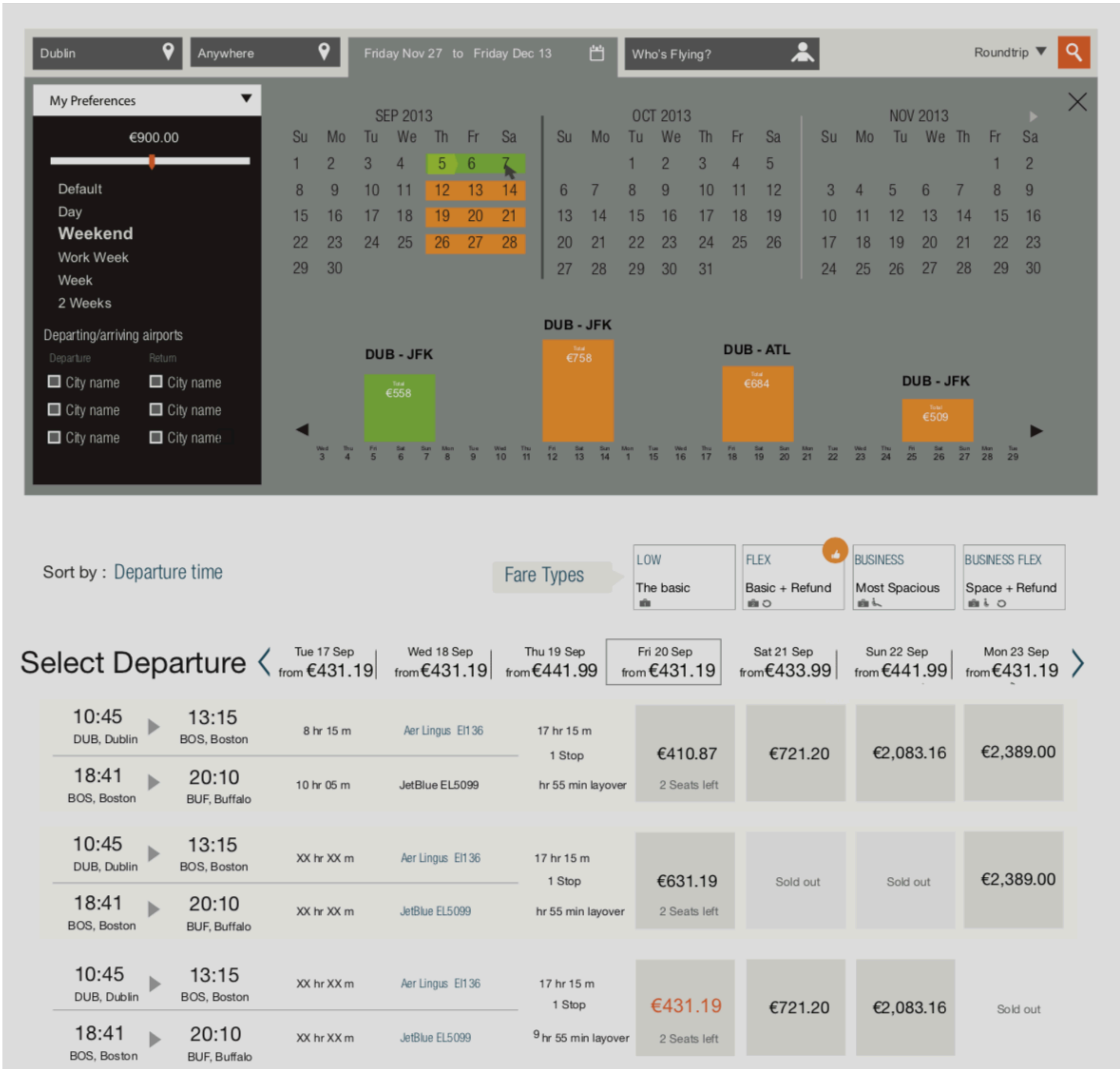
BEST PRICE

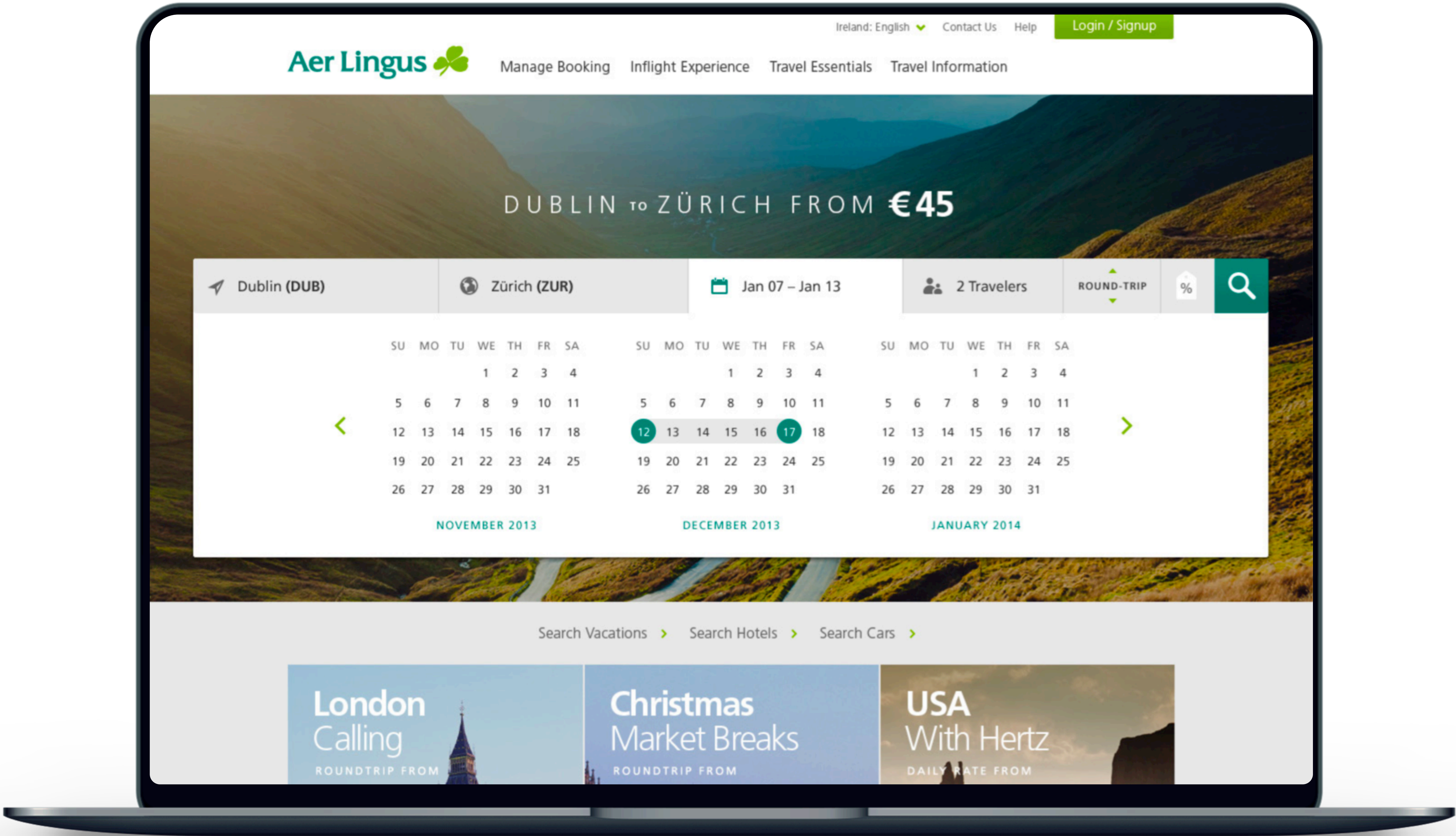
ITINERARY

Route	Price
MILAN BGY - OLBIA	44.58 €
MILAN BGY - RHODES	198.98 €
MILAN BGY - SHARM EL S...	181.71 €
MILAN LIN - ALGHERO	67.47 €
MILAN LIN - CATANIA	52.47 €
MILAN LIN - MADRID	357.06 €
MILAN LIN - MALTA	67.06 €
MILAN LIN - NAPLES	48.47 €
MILAN LIN - OLBIA	52.47 €
MILAN LIN - PALERMO	46.47 €
MILAN MXP - AMMAN	390.00 €
MILAN MXP - BERLIN TXL	84.84 €

PRICE
IMMEDIATE DISPLAY OF PRICES

Aer Lingus Internal | 2013-08-08 | Page





European Space Agency

Planning Spacecraft Software

2012

Case Study

Spacecraft Planning

Summary

Research & Design for the Collaborative Design System Software for ESA. Daysha Consulting had me consult during their planning and implementation of the OCDT Software. This is used among the many international teams across Europe to estimate and calculate the various design needs of a planning a fully operational spacecraft.

Problem

The existing OCDT software was not being used as it had specific javascript requirements and was not very usable. The scientists at the space agency often have 50,000 line calculation spreadsheets that need to be merged daily with constantly changing data from other scientists calculations.

Solution

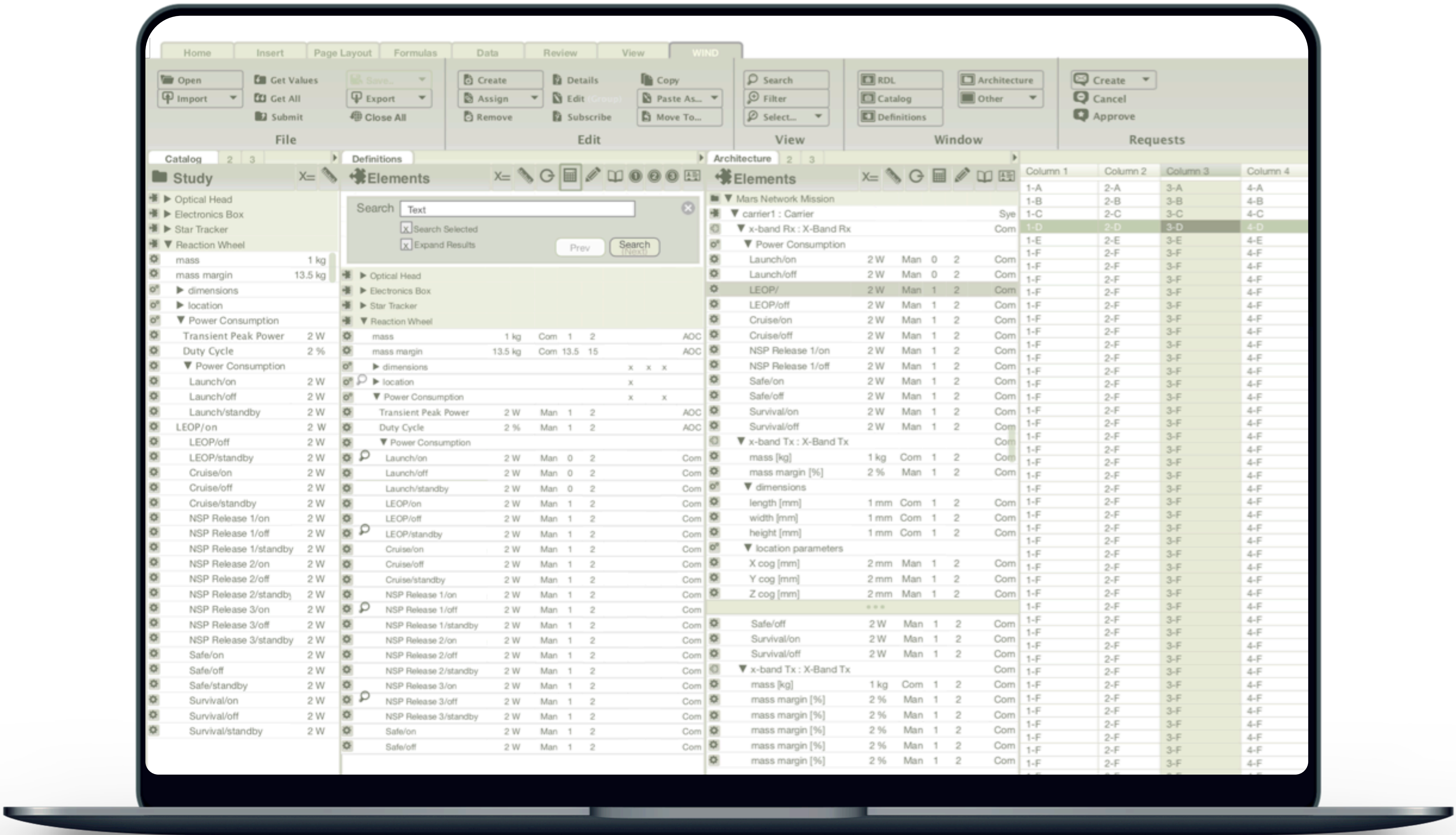
We remade the platform entirely, using a new framework linking the software directly to the excel spreadsheets. The new software streamlined many of the functions and made the process of updating data amongst many remote teams feasible. The software became open source so that add-ons and components could be developed across Europe.

Process

After the sprints for planning the central Data Model and UI Framework, I began sprints for research into the working methods of space scientists. This led to structuring the actions, functions and content areas within the system. Following this, I designed the system itself based on the Concurrent Design Facility needs for Planning Spacecraft.

Conclusion

What was provided was detail driven design services for this remote collaboration calculation software. This is now an ongoing open source framework that is enabling the many European Space Agency Centres to design and plan effectively.



European Space Agency

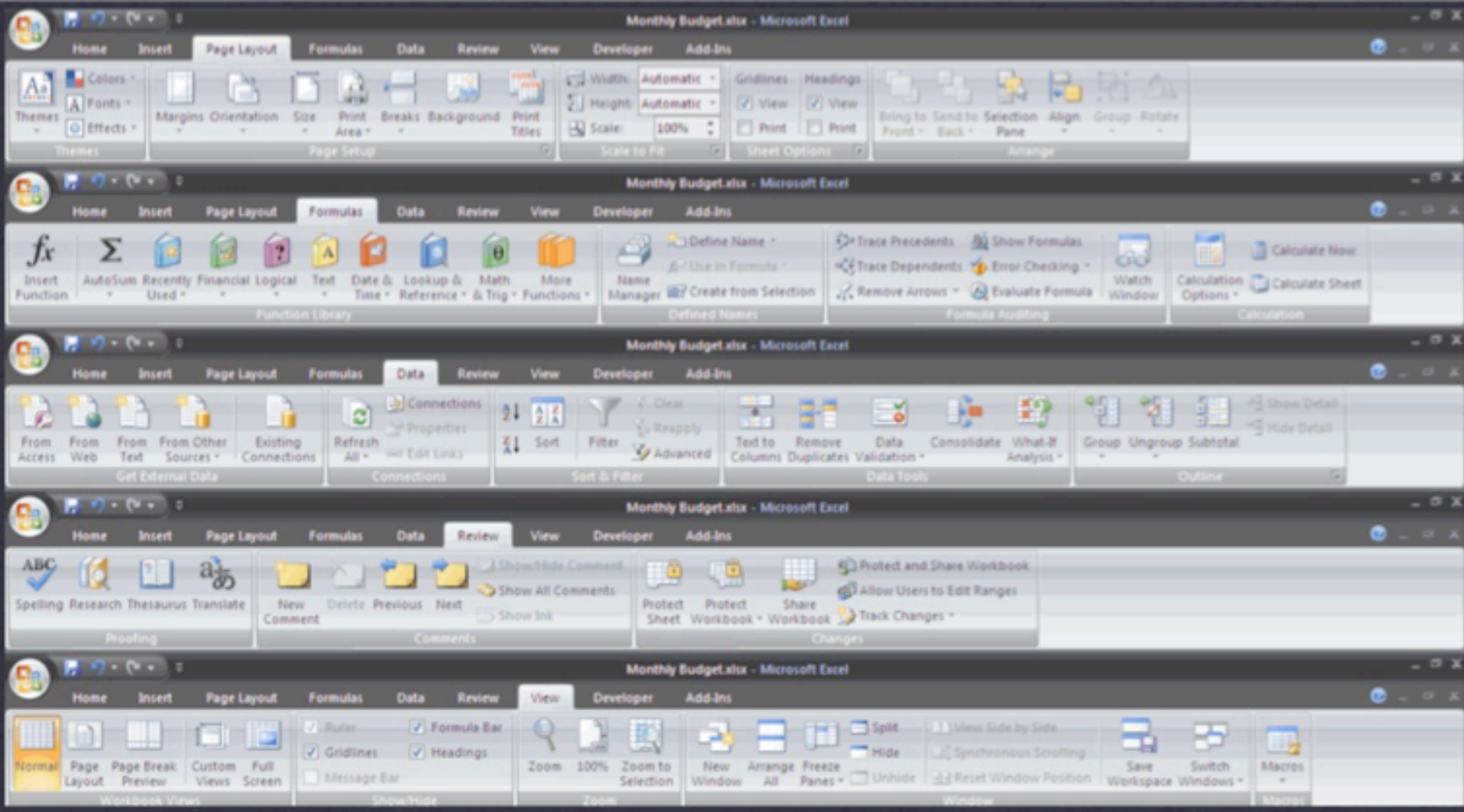
Research Report on Design Direction

Spacecraft Planning



Prototyping Options

ESA OCDT Design Directions

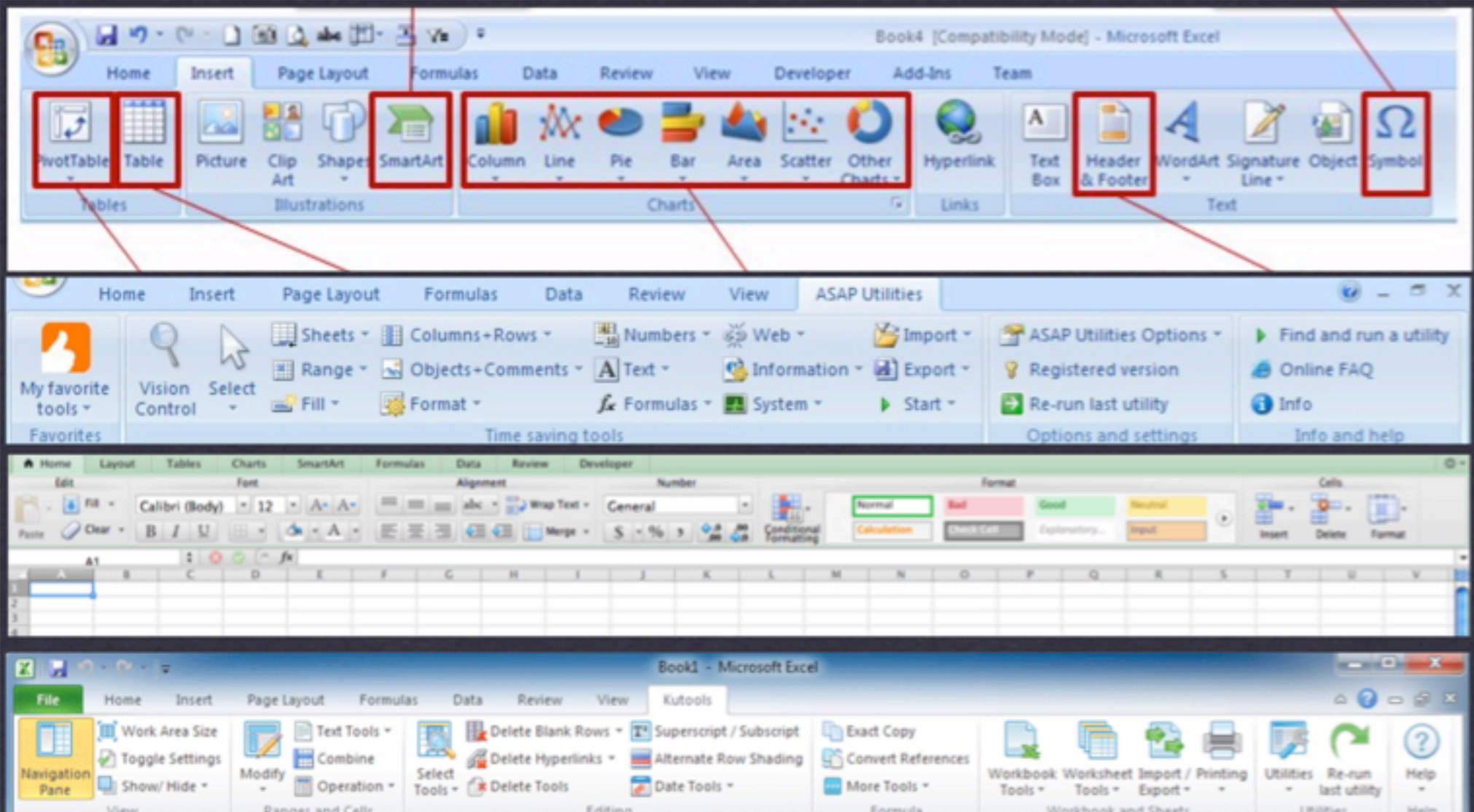


RIBBONS

EXISTING FUNCTIONALITY STANDARDS

DATE11 JUNE 2012

UXCLIFTON EVANS




RIBBONS

EXTENSIONS AND OPTIONS

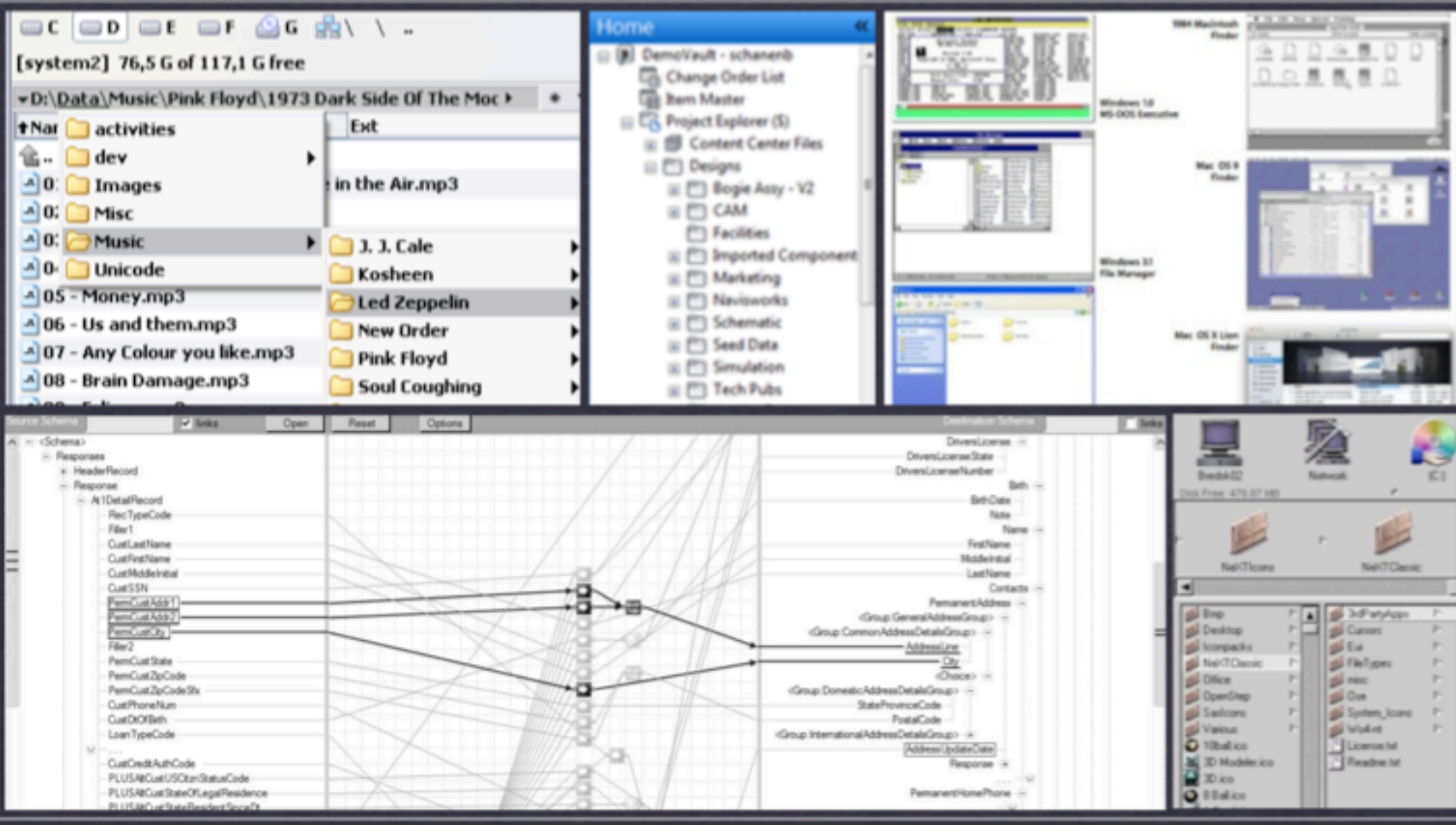
DATE11 JUNE 2012

UXCLIFTON EVANS



DASHBOARDING

USING MICRO GRAPHICS TO INFORM CHANGE AND HIGHLIGHT IMPORTANCE

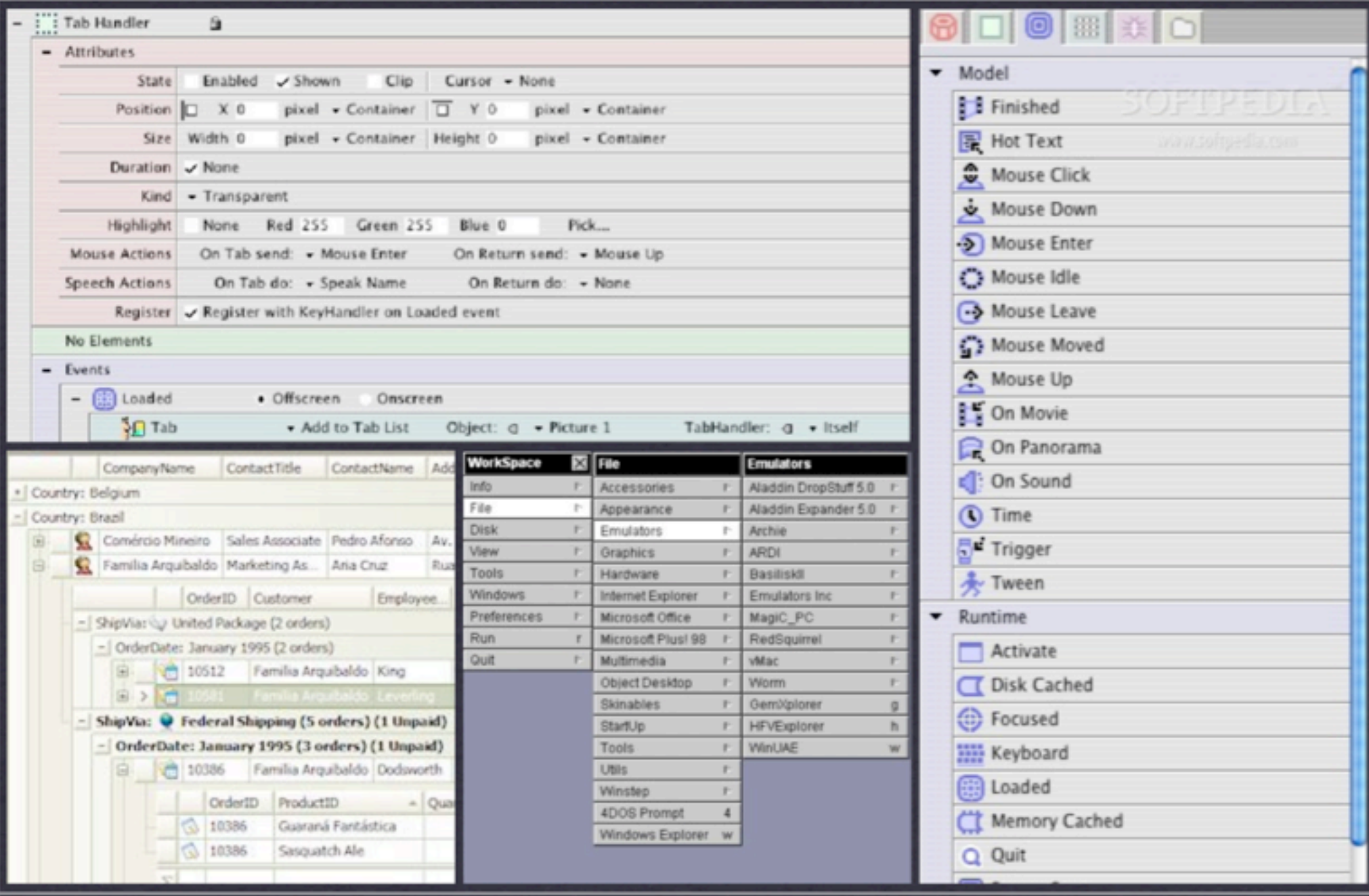


TREE NAVIGATION

NAVIGATION ACROSS AND THROUGH DATA

DATE11 JUNE 2012

UXCLIFTON EVANS



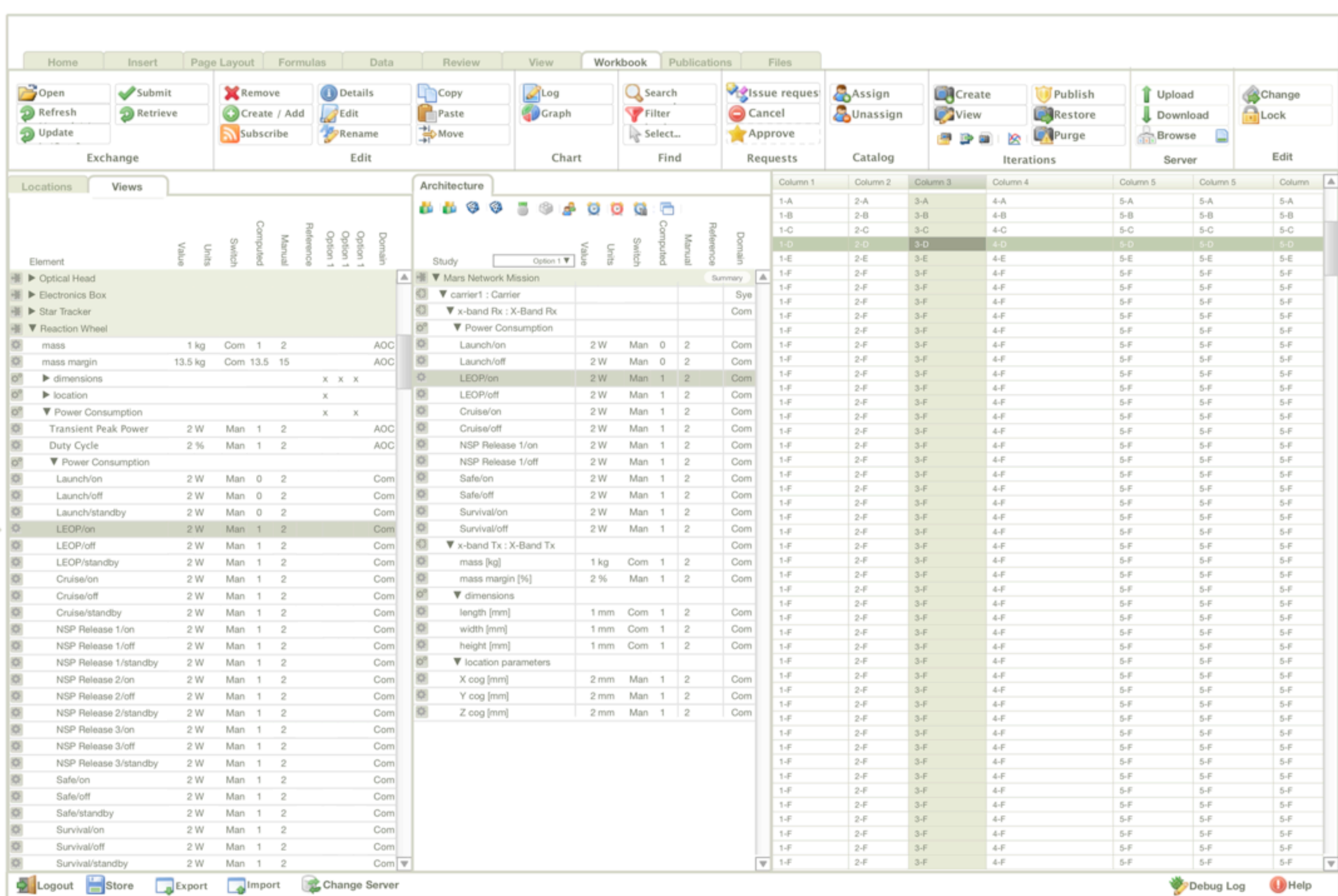
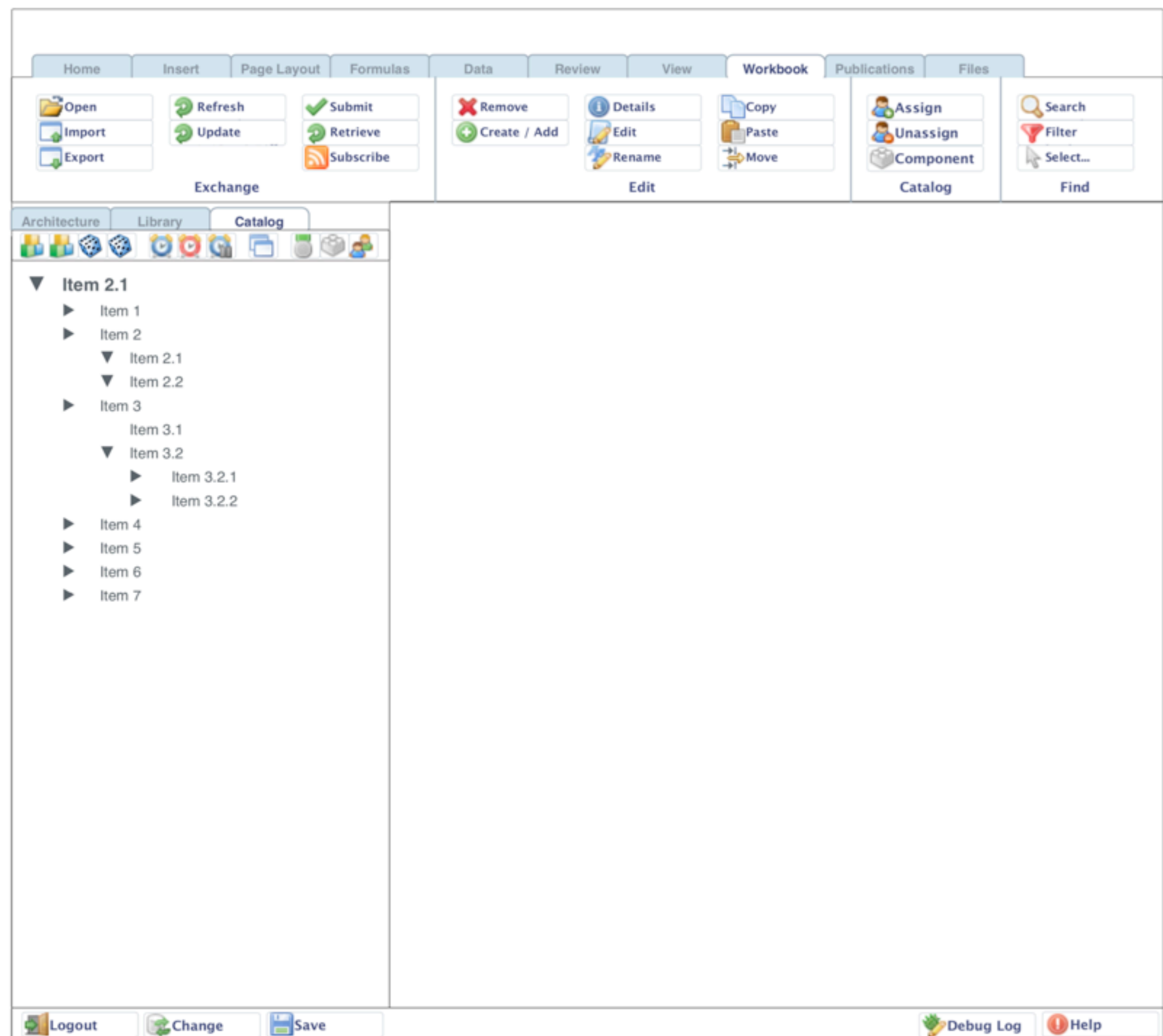
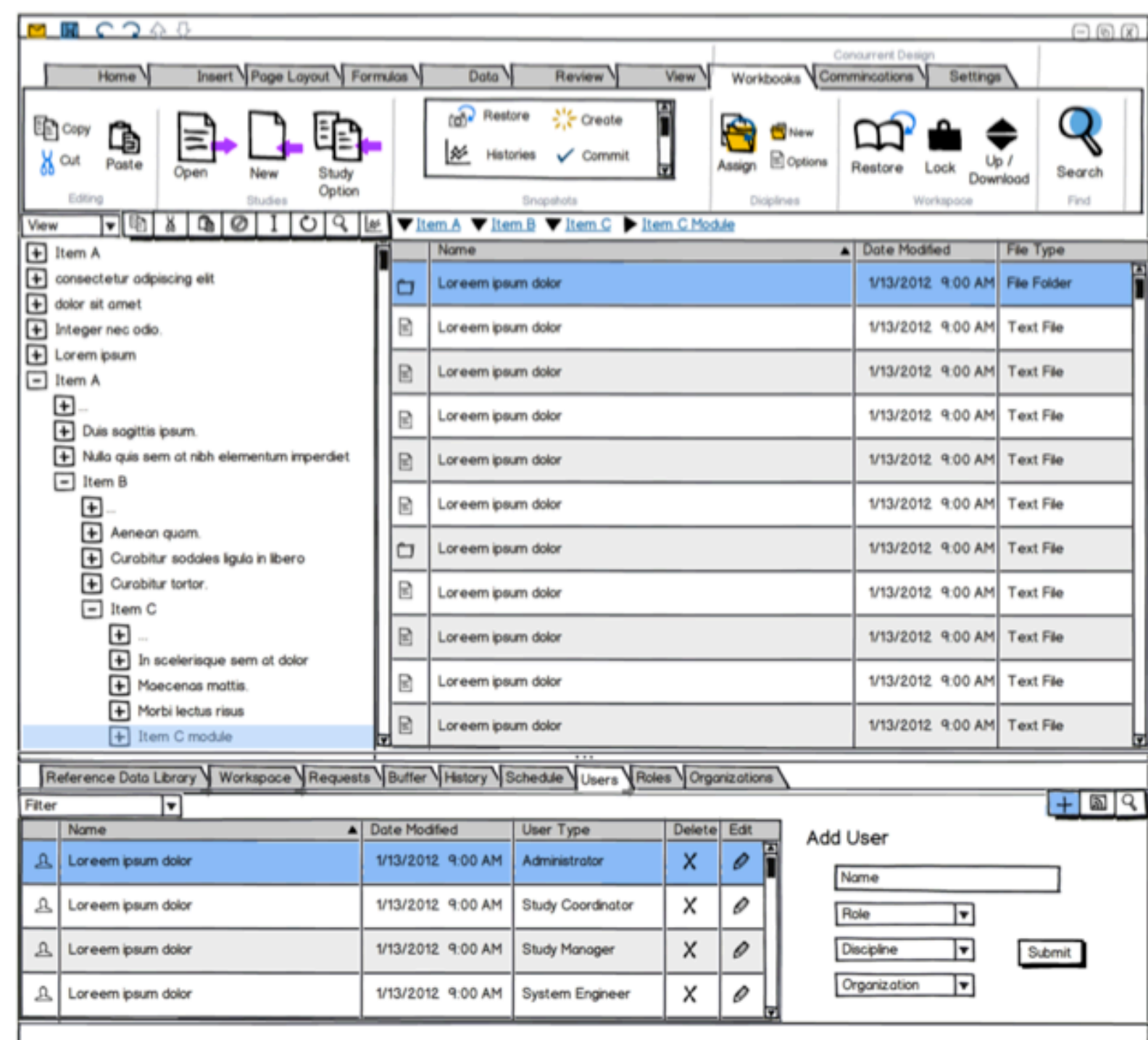
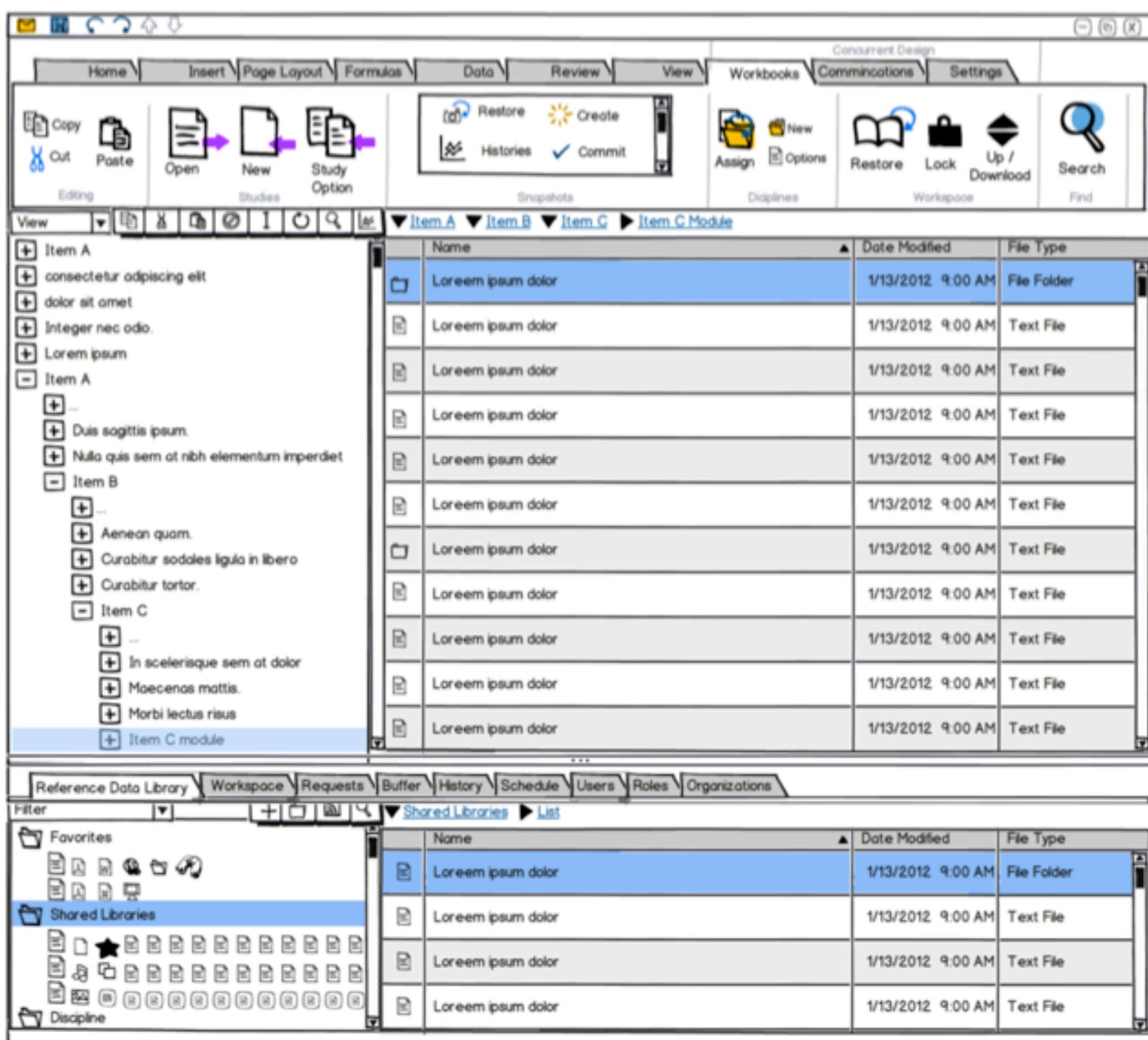
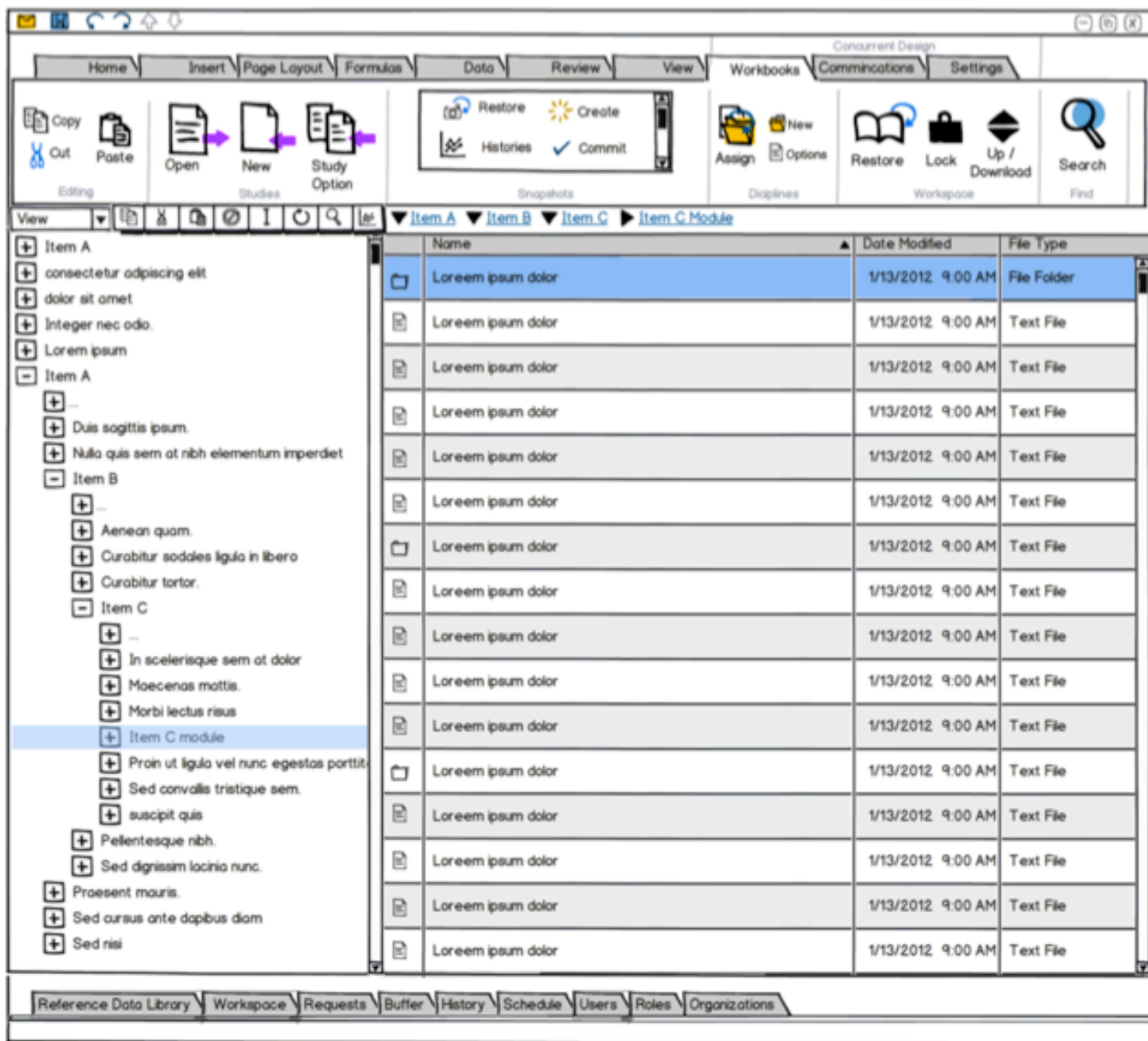
VISUAL DESIGN

SIMPLICITY AND SPACING WITHIN A FLAT 2 OR 3 TONE CANVAS

European Space Agency

Early Prototyping for Refinement

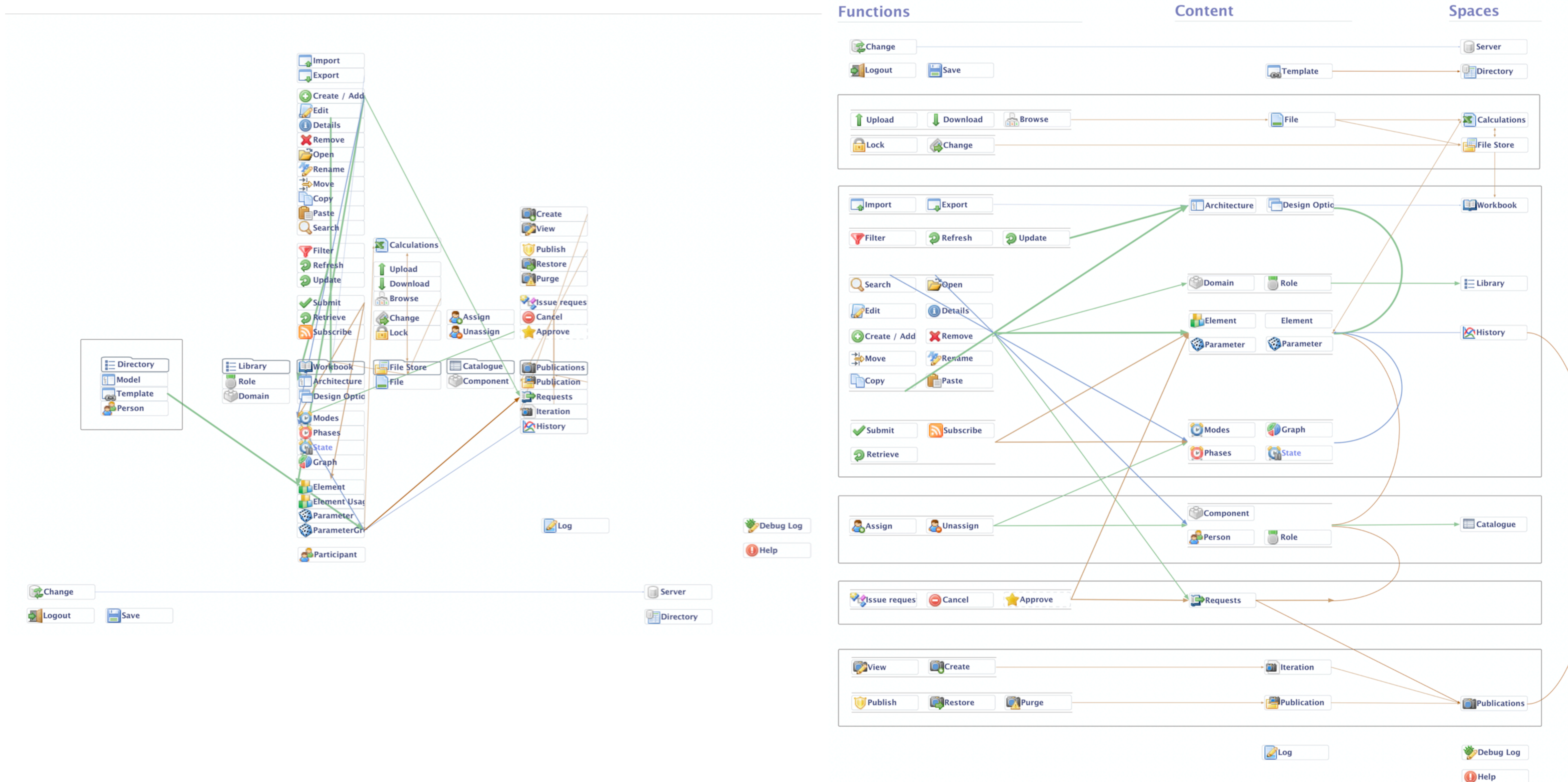
Spacecraft Planning



European Space Agency

Feature and Function Flow Architecture

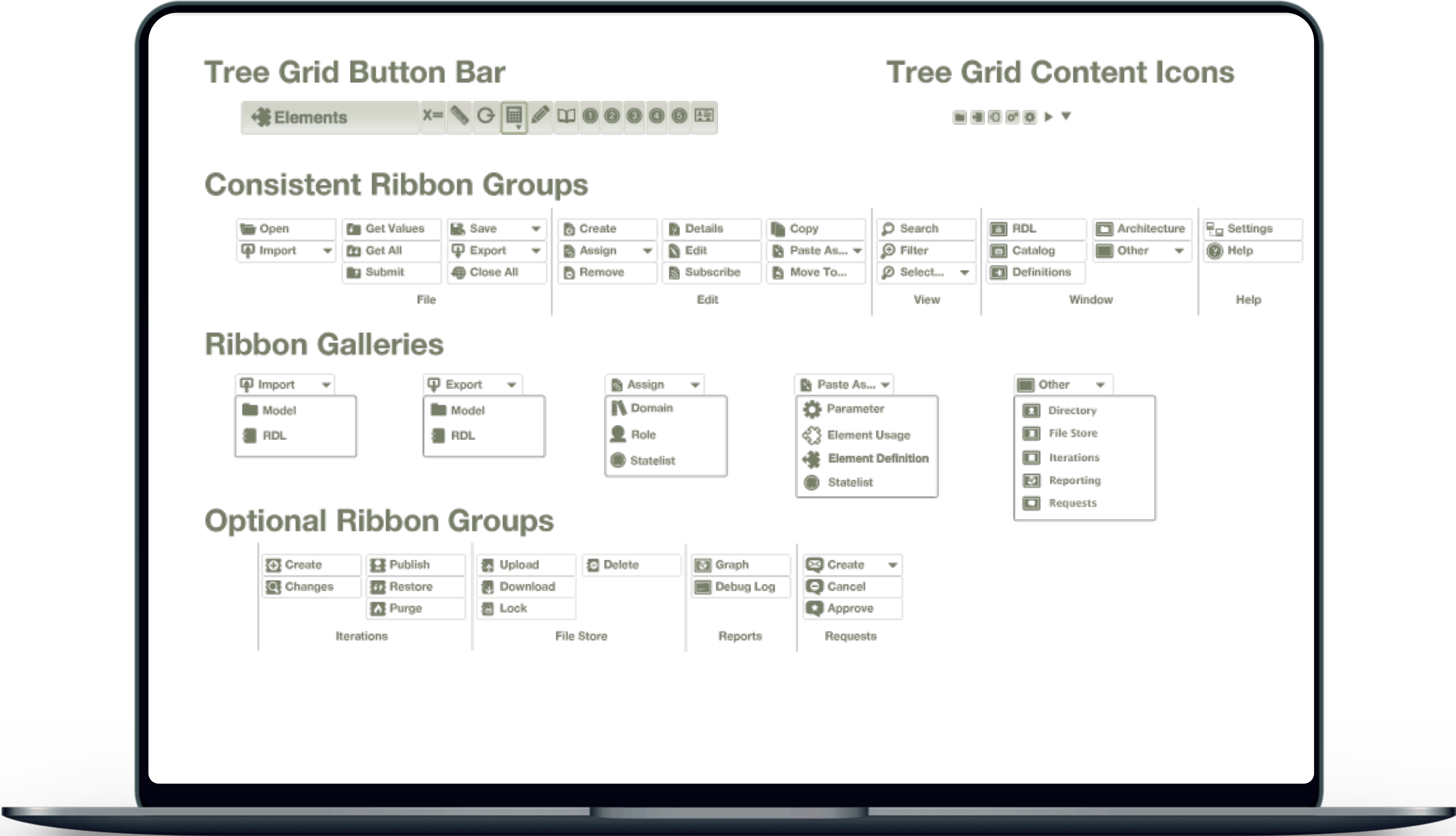
Spacecraft Planning



European Space Agency

Icons and Styleguide for Functional Elements

Spacecraft Planning



European Space Agency

Final Prototype based on Testing and Iterations

Spacecraft Planning

European Space Agency

Final Prototype based on Testing and Iterations

Spacecraft Planning

European Space Agency

Final Prototype based on Testing and Iterations

Spacecraft Planning

Home

Insert

Page Layout

Formulas

Data

Review

View

Window

Open

Get Values

Import

Get All

Export

Close All

Create

Assign

Remove

Details

Edit

Subscribe

Copy

Paste As...

Move To...

Search

Text

Search Selected

Expand Results

Search

RDL

Catalog

Definitions

Architecture

Other

Create

Cancel

Approve

Settings

Help

File

Catalog

2

3

Definitions

Optical Head

Electronics Box

Star Tracker

Reaction Wheel

mass

mass margin

dimensions

location

Power Consumption

Transient Peak Power

Duty Cycle

Power Consumption

Launch/on

Launch/off

Launch/standby

LEOP/on

LEOP/off

LEOP/standby

Cruise/on

Cruise/off

Cruise/standby

NSP Release 1/on

NSP Release 1/off

NSP Release 1/standby

NSP Release 2/on

NSP Release 2/off

NSP Release 2/standby

NSP Release 3/on

NSP Release 3/off

NSP Release 3/standby

Safe/on

Safe/off

Safe/standby

Survival/on

Survival/off

Survival/standby

Archite

Man Network Mission

carrier1: Carrier

x-band Rx: X-Band Rx

Power Consumption

Launch/on

Launch/off

LEOP/on

LEOP/off

Cruise/on

Cruise/off

NSP Release 1/on

NSP Release 1/off

Safe/on

Safe/off

Survival/on

Survival/off

x-band Tx: X-Band Tx

mass [kg]

mass margin [%]

dimensions

length [mm]

width [mm]

height [mm]

location parameters

X cog [mm]

Y cog [mm]

Z cog [mm]

Safe/off

Survival/on

Survival/off

x-band Tx: X-Band Tx

mass [kg]

mass margin [%]

mass margin [%]

mass margin [%]

mass margin [%]

mass margin [%]

Window

Column 1

Column 2

Column 3

Column 4

Directory

File Store

Iterations

Reporting

Requests

The image displays two side-by-side screenshots of the SolidWorks Product Data Manager (PDM) software interface, specifically the 'Requests' and 'Elements' tabs.

Left Screenshot (Requests Tab):

- Top Bar:** Contains standard SolidWorks menus (Home, Insert, Page Layout, Formulas, Data, Review, View, Window) and toolbars for file operations, search, and navigation.
- Left Panel:** Shows a tree view of the project structure, including 'Study', 'Elements', and 'Requests'.
- Main Area:** Displays a table of requests. The table has columns for 'path', 'name', 'source', 'requester', 'description', and 'status'. The 'requests' tab is active, showing a list of requests with their respective details.
- Bottom Panel:** Contains a search bar and a 'Search' button.

Right Screenshot (Elements Tab):

- Top Bar:** Similar to the left screenshot, showing standard SolidWorks menus and toolbars.
- Left Panel:** Shows a tree view of the project structure, including 'Study', 'Elements', and 'Requests'.
- Main Area:** Displays a table of elements. The table has columns for 'path', 'name', 'source', 'requester', 'description', and 'status'. The 'elements' tab is active, showing a list of elements with their respective details.
- Bottom Panel:** Contains a search bar and a 'Search' button.

Home

Insert

Page Layout

Formulas

Data

Review

View

Window

Open

Get Values

Get All

Submit

Get Values

Get All

Export

Close All

Create

Assign

Remove

Details

Edit

Subscribe

Copy

Paste As...

Move To...

Search

Filter

Select...

RDL

Catalog

Definitions

Architecture

Other

Upload

Download

Lock

Delete

Settings

Help

File

Edit

View

Window

File Store

Catalog

2

3

Definitions

2

3

Architecture

2

3

Column 1

Column 2

Column 3

Column 4

Directory

File Store

Iterations

Reporting

Requests

Study

Elements

Elements

Mass Network Mission

carrier : Carrier

x-band Rx : X-Band Rx

Power Consumption

Launch/on

Launch/off

LEOP/on

LEOP/off

Cruise/on

Cruise/off

Cruise/standby

NSP Release 1/on

NSP Release 1/off

Safe/on

Safe/off

Survival/on

Survival/off

x-band Tx : X-Band Tx

mass [kg]

mass margin [%]

length [mm]

width [mm]

height [mm]

location parameters

X cog [mm]

Y cog [mm]

Z cog [mm]

Safe/off

Survival/on

Survival/off

x-band Tx : X-Band Tx

mass [kg]

mass margin [%]

mass margin [%]

mass margin [%]

mass margin [%]

Optical Head

Electronics Box

Star Tracker

Reaction Wheel

mass

mass margin

dimensions

location

Power Consumption

Transient Peak Power

Duty Cycle

Power Consumption

Launch/on

Launch/off

Launch/standby

LEOP/on

LEOP/off

LEOP/standby

Cruise/on

Cruise/off

Cruise/standby

NSP Release 1/on

NSP Release 1/off

NSP Release 1/standby

NSP Release 2/on

NSP Release 2/off

NSP Release 2/standby

NSP Release 3/on

NSP Release 3/off

NSP Release 3/standby

Safe/on

Safe/off

Safe/standby

Survival/on

Survival/off

Survival/standby

Mass Network Mission

carrier : Carrier

x-band Rx : X-Band Rx

Power Consumption

Launch/on

Launch/off

LEOP/on

LEOP/off

Cruise/on

Cruise/off

Cruise/standby

NSP Release 1/on

NSP Release 1/off

Safe/on

Safe/off

Survival/on

Survival/off

x-band Tx : X-Band Tx

mass [kg]

mass margin [%]

length [mm]

width [mm]

height [mm]

location parameters

X cog [mm]

Y cog [mm]

Z cog [mm]

Safe/off

Survival/on

Survival/off

x-band Tx : X-Band Tx

mass [kg]

mass margin [%]

mass margin [%]

mass margin [%]

mass margin [%]

Optical Head

Electronics Box

Star Tracker

Reaction Wheel

mass

mass margin

dimensions

location

Power Consumption

Transient Peak Power

Duty Cycle

Power Consumption

Launch/on

Launch/off

Launch/standby

LEOP/on

LEOP/off

LEOP/standby

Cruise/on

Cruise/off

Cruise/standby

NSP Release 1/on

NSP Release 1/off

NSP Release 1/standby

NSP Release 2/on

NSP Release 2/off

NSP Release 2/standby

NSP Release 3/on

NSP Release 3/off

NSP Release 3/standby

Safe/on

Safe/off

Safe/standby

Survival/on

Survival/off

Survival/standby

1-A

2-A

3-A

4-A

1-B

2-B

3-B

4-B

1-C

2-C

3-C

4-C

1-E

2-E

3-E

4-E

1-F

2-F

3-F

4-F

1-G

2-G

3-G

4-G

1-H

2-H

3-H

4-H

1-I

2-I

3-I

4-I

1-J

2-J

3-J

4-J

1-K

2-K

3-K

4-K

1-L

2-L

3-L

4-L

1-M

2-M

3-M

4-M

1-N

2-N

3-N

4-N

1-O

2-O

3-O

4-O

1-P

2-P

3-P

4-P

1-Q

2-Q

3-Q

4-Q

1-R

2-R

3-R

4-R

1-S

2-S

3-S

4-S

1-T

2-T

3-T

4-T

1-U

2-U

3-U

4-U

1-V

2-V

3-V

4-V

1-W

2-W

3-W

4-W

1-X

2-X

3-X

4-X

1-Y

2-Y

3-Y

4-Y

1-Z

2-Z

3-Z

4-Z

Study

folder 1

folder 1.1

some file 1.1.1

another file 1.1.2

folder 1.2

folder 2

folder 2.1

folder 2.2

domain

workbooks folder

OCOT workbook

some other folder 2

folder 2.1

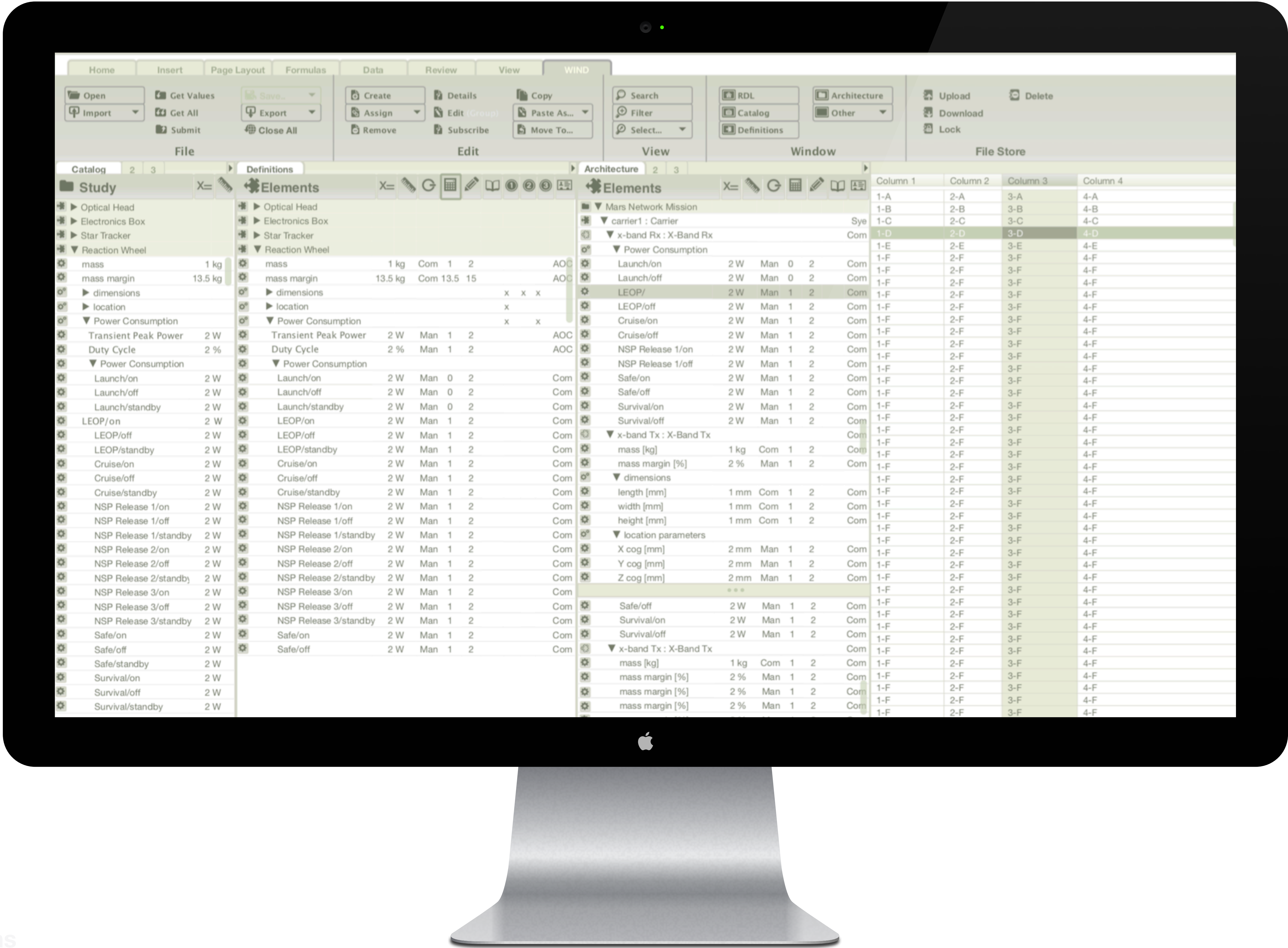
folder 2.2

[illegible]

European Space Agency

Final Prototype

Spacecraft Planning



Ericsson

Research for Network Management

2011

Case Study

Network Research

Summary

Ericsson brought me into their research lab to look at data visualisation & gamification of network management applications. This research was delivered to the Ericsson network management executive team. It provided a library of data visualization and gamification approaches defined in terms of best practice and usage.

Problem

Existing network management applications are very often tabular or map based, providing very little insight into patterns. Ericsson needed new ways to understand their networks, as not understanding traffic and error patterns can be very expensive and time consuming.

Solution

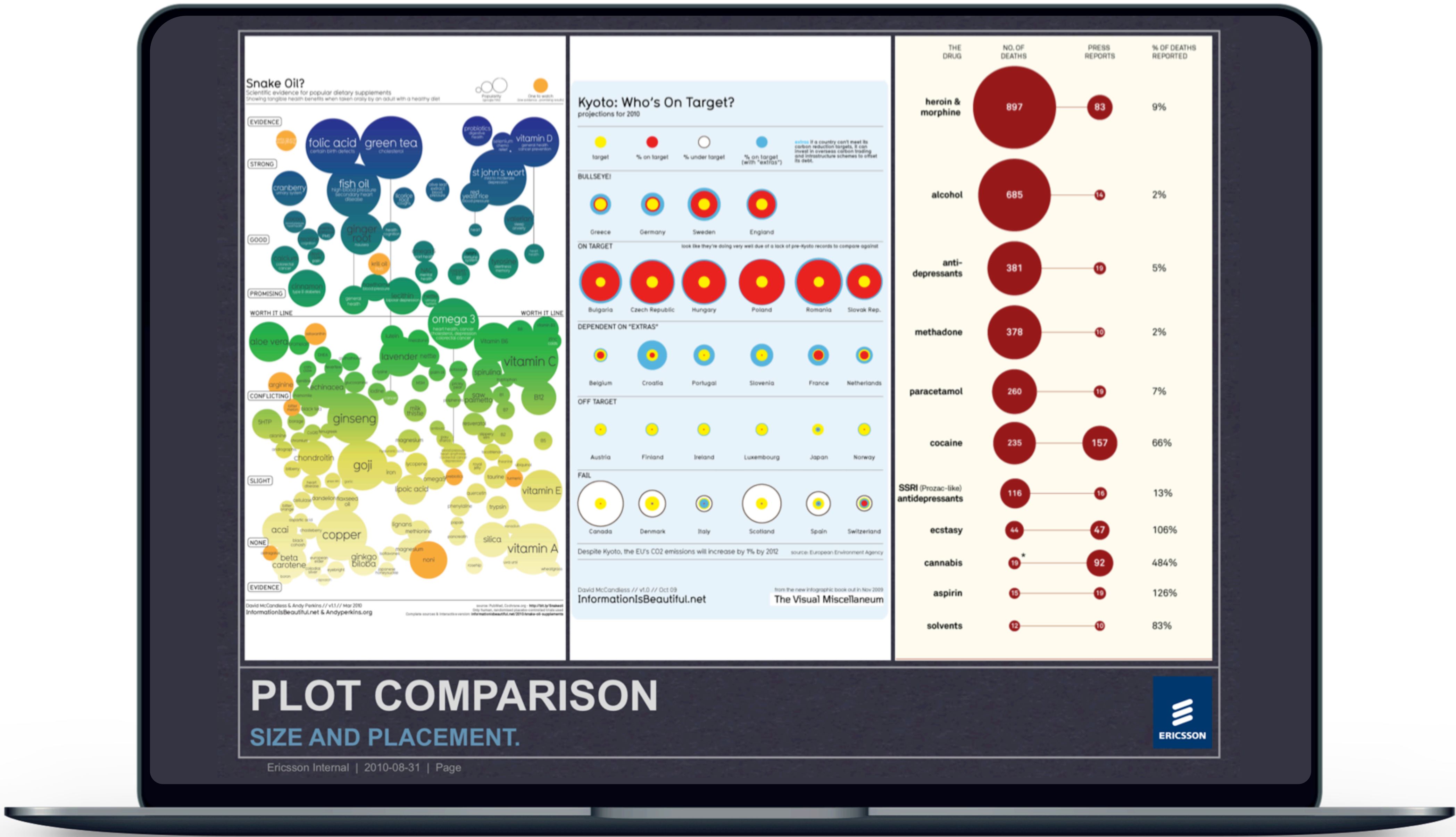
This research provided many alternatives to existing approaches, exploring the many options in terms of text display, graphical representations, data charting, 3d environments and others. I also provided a secondary library of game design approaches that help with gamification in a large system with many operators.

Process

This was a research role primarily researching information visualisation and interactivity. As well, there were a few UI designs needed for new touchscreen network management applications. The research concluded with these recommendations showcasing best practice patterns for gamification and data visualisation elements.

Conclusion

These presentations are still referenced today as a resource within Ericsson in order to better understand data visualisation. The entire lab team was grateful and pleased to be working on novel approaches for future applications.



Data Visualisation Research Presentation

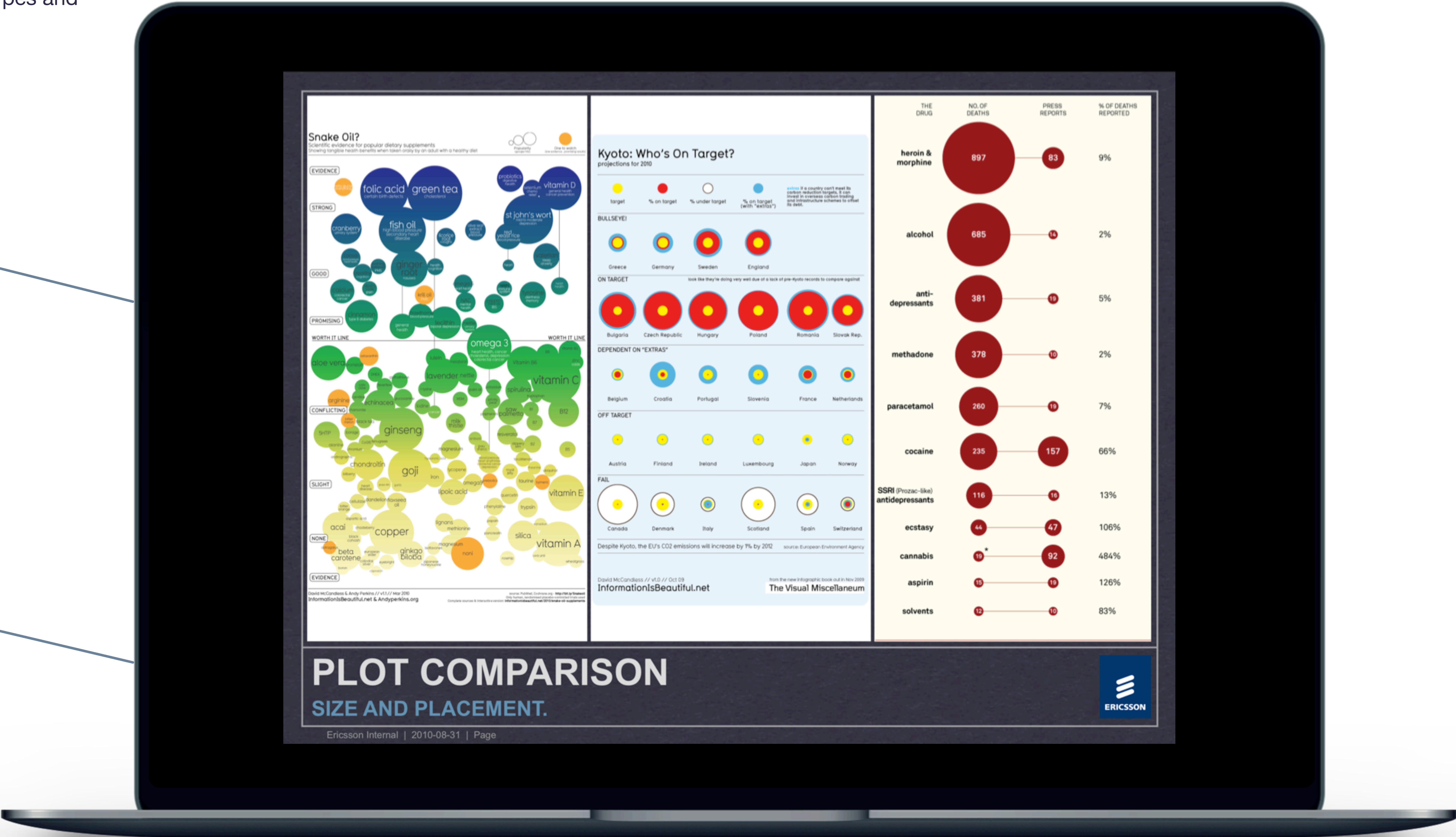
Research into Data Visualisation & Gamification of Network Management Applications. This document was delivered to the Ericsson Network Management Executive Team. It consists of a library of data visualisation approaches, categorised into types and defined in terms of best practice and usage.


Best Practice Examples

Each type of visualisation is depicted in an ideal form. These are taken from the best practice examples from many applications and projects.

Labelling and Categorisation

Each slide has been defined by specific categories that reflect the common usage terminology. As well, I have included brief explanations of best usage alongside the presentation notes.

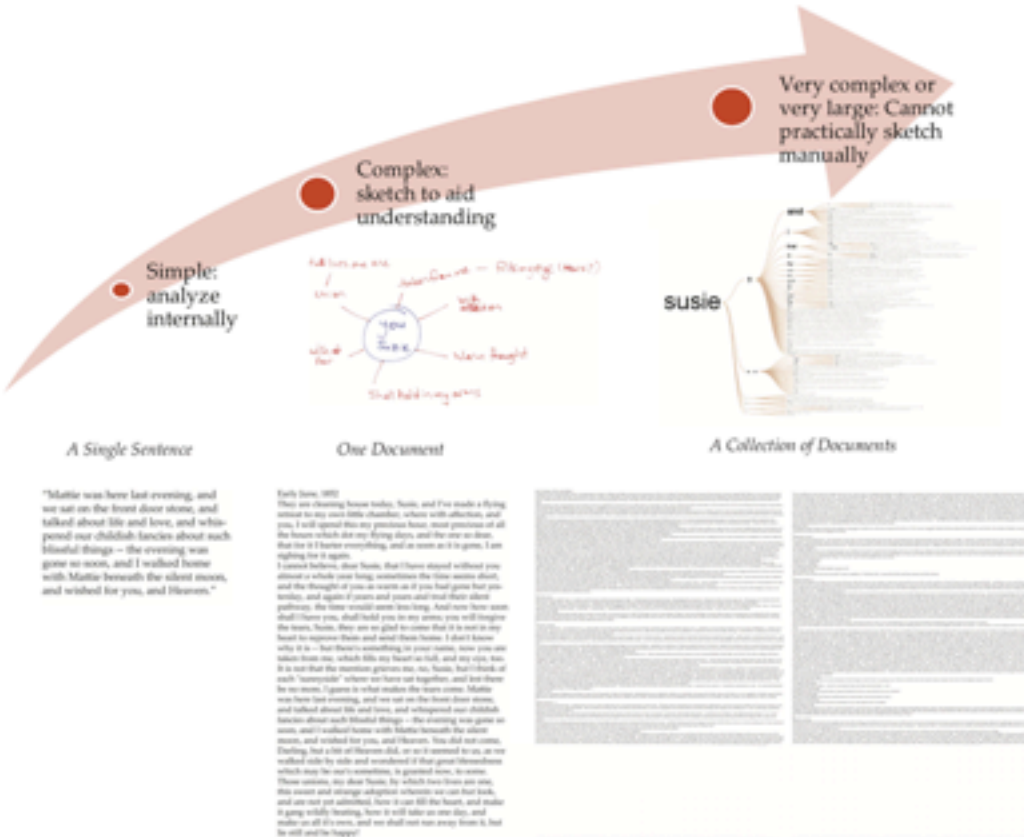




Visualization Elements

Methods for Information Visualization.


Ericsson Internal | 2010-08-31 | Page



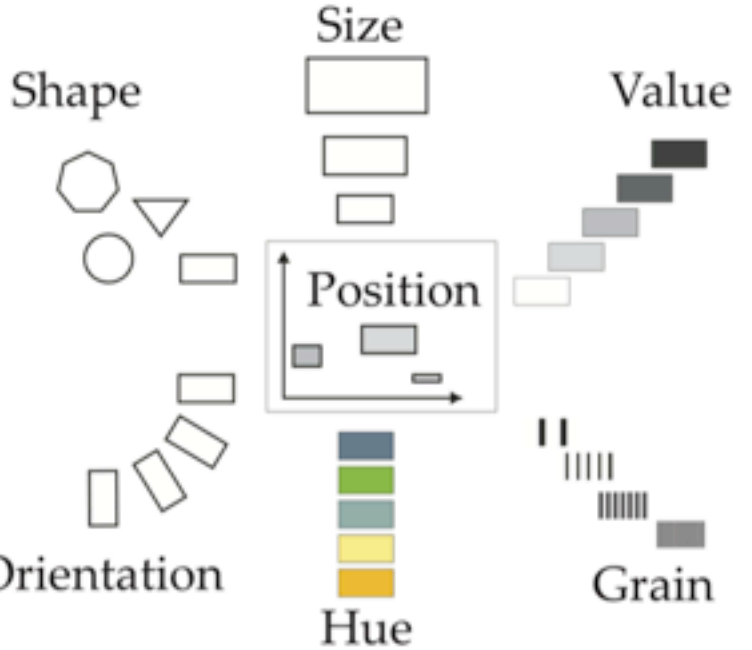
VISUALIZATION

A COGNITIVE AID

DATA PRESENTATION. UNDERSTANDING COMPLEXITY.



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Variable	Select	Associative	Quantitative	Order	Length
Position	Yes	Yes	Yes	Yes	Variable
Size	Yes	Yes	Approx.	Yes	Assoc: 5; Dist: 20
Shape	With Effort	With Effort	No	No	Very Large
Value	Yes	Yes	No	Yes	Assoc: 7; Dist: 10
Hue	Yes	Yes	No	No	Assoc: 7; Dist: 10
Orientation	Yes	Yes	No	No	4
Grain	Yes	Yes	No	No	5
Texture	Yes	Yes	No	No	Very Large
Motion	Yes	Yes	No	Yes	Unknown

TABLE 2.1: Properties of visual variables (Bertin, 1983), extended by Carpendale (2003). Length abbreviations: Assoc. – associate, Dist. – distinguish.

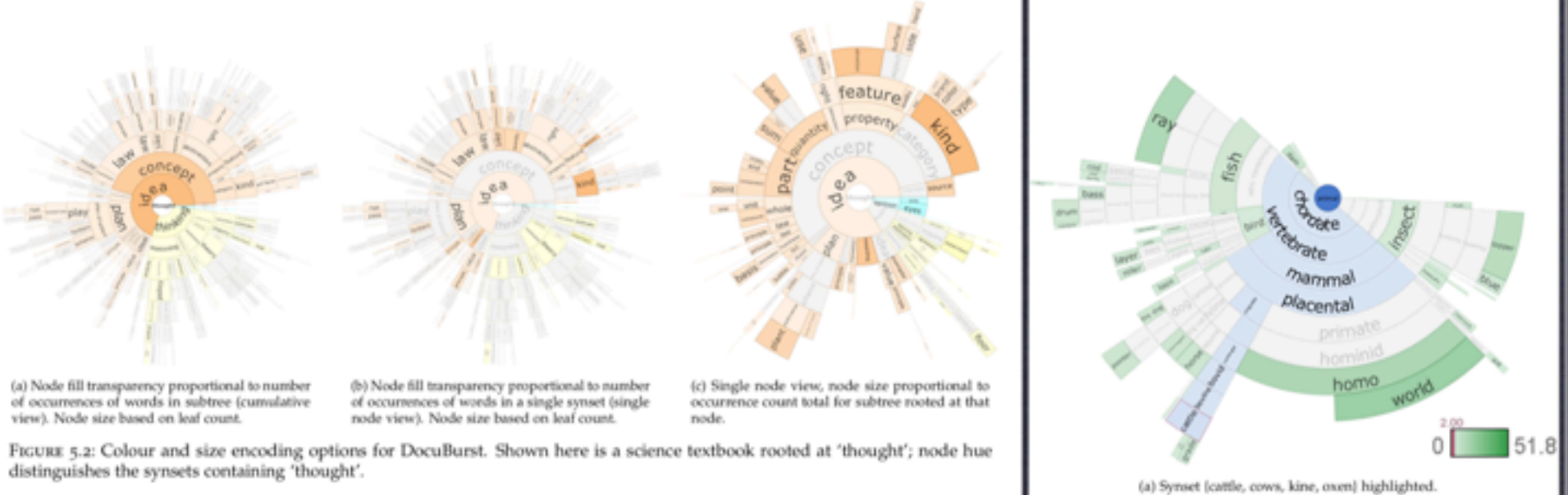
VISUAL DIMENSIONS


SHAPE CREATES MEANING

USABILITY. FLEXIBILITY.




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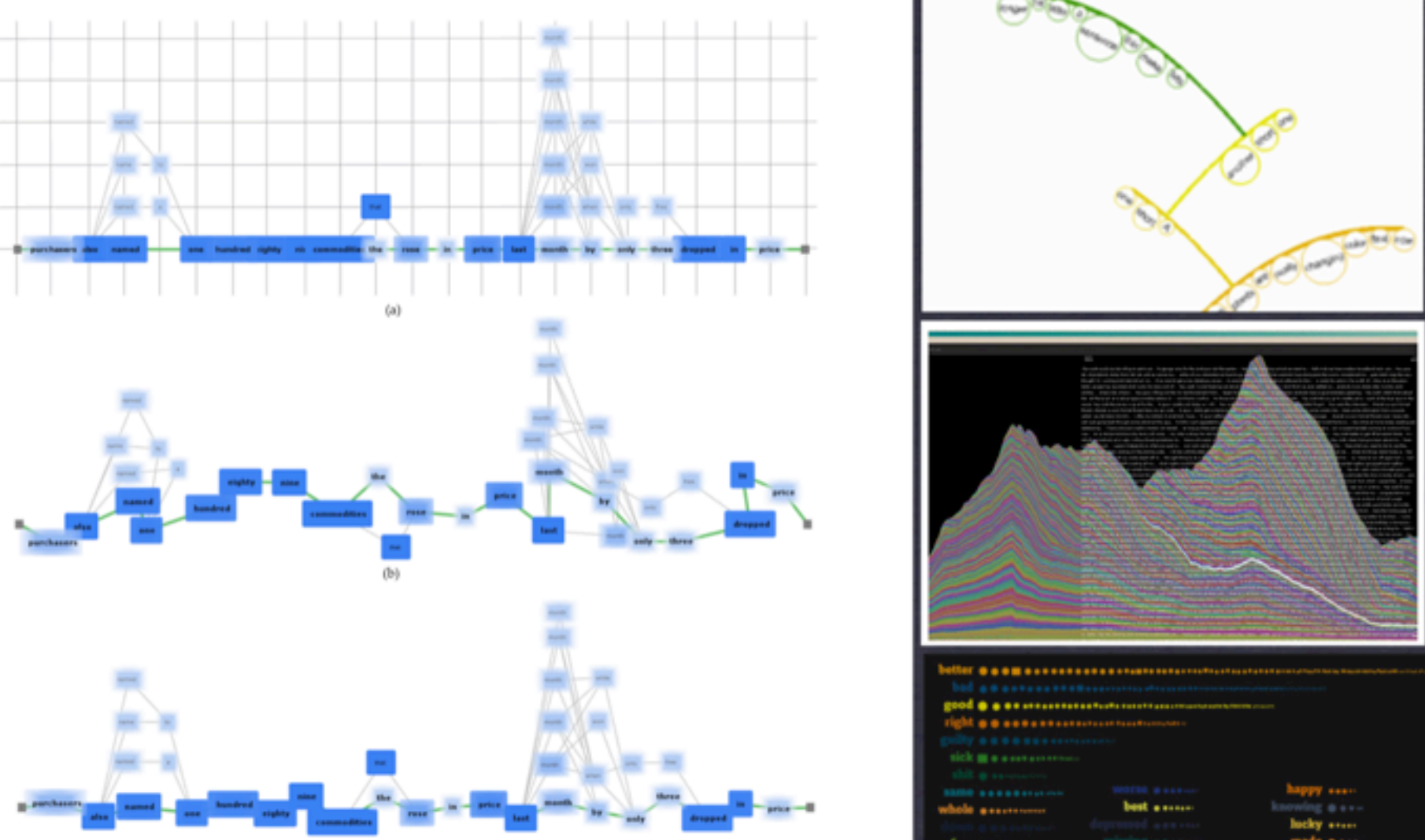


ABSTRACTION COMPARISON

UNIQUE PERSPECTIVE ON CONTENT.




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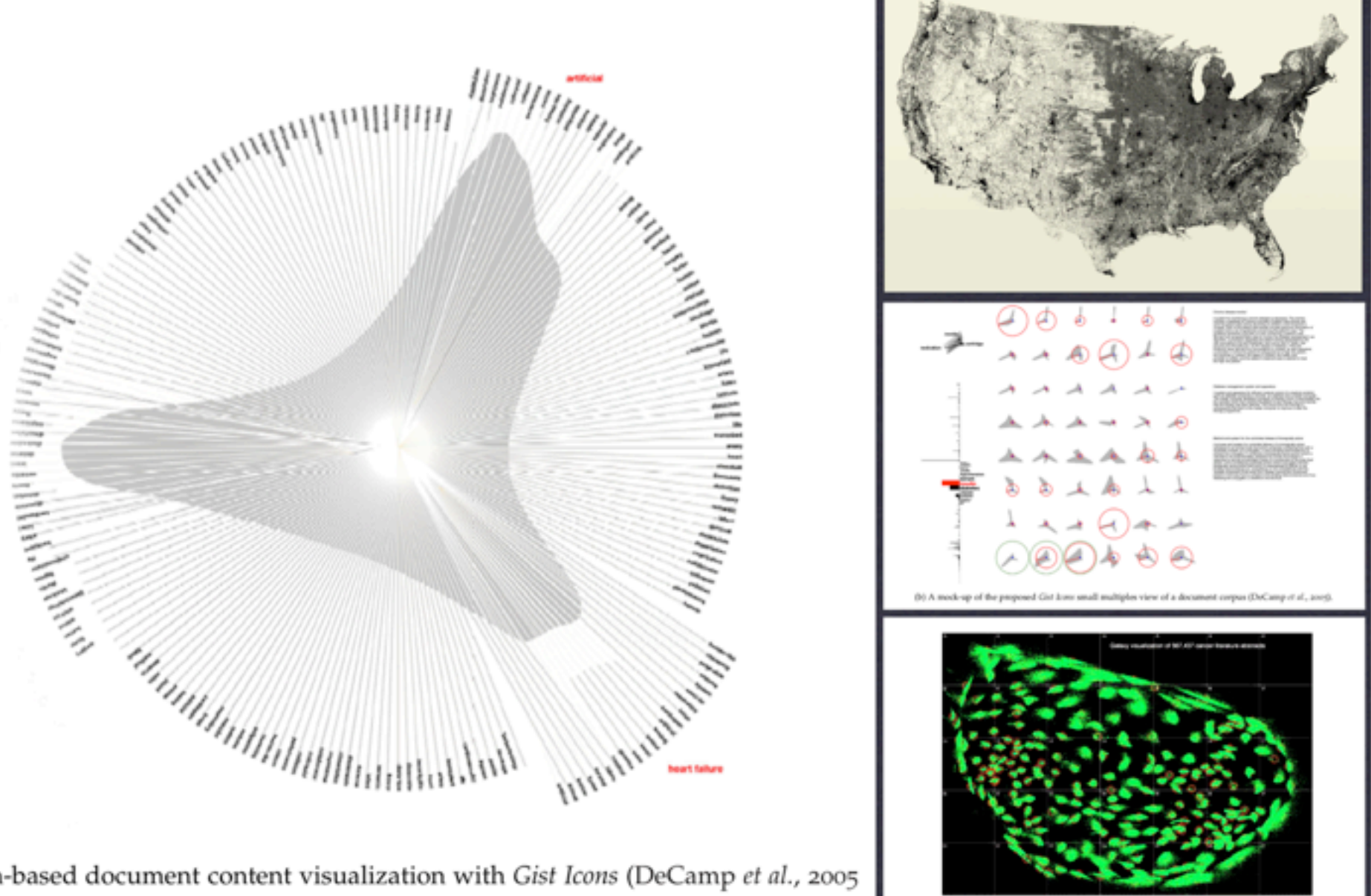


COMMUNICATIONS COMPARISON

UNDERSTANDING CONSTRUCTIONS OF TEXT.




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DENSITY COMPARISON

SWARMS OF POPULARITY.



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Data Visualization Research Presentation

Network Research




Connections

Facets.

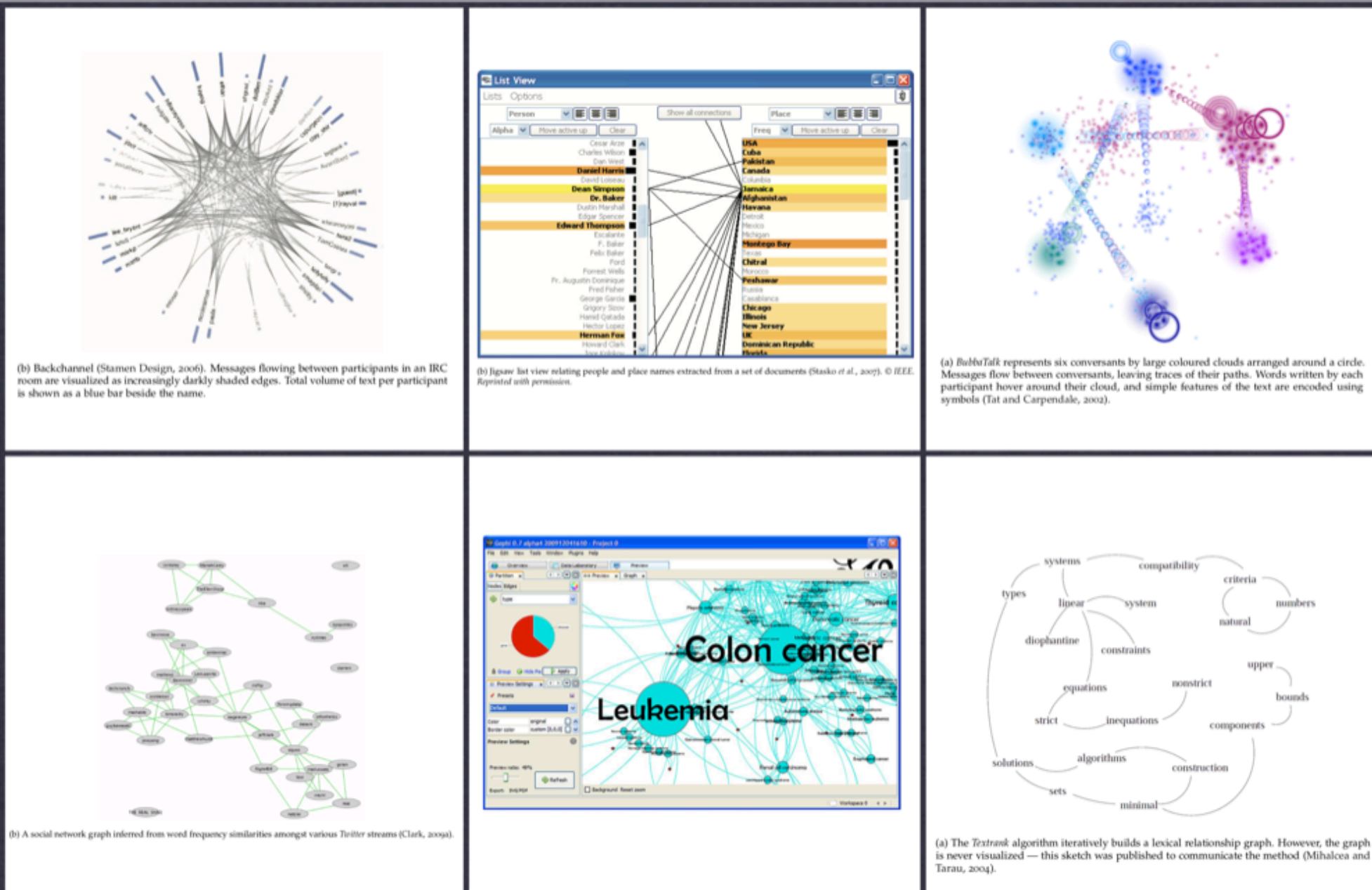


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TEXT CONNECTIONS

CONTEXT TO CONTENT.




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GEOGRAPHIC CONNECTIONS

PLACES AND ACTIVITY.

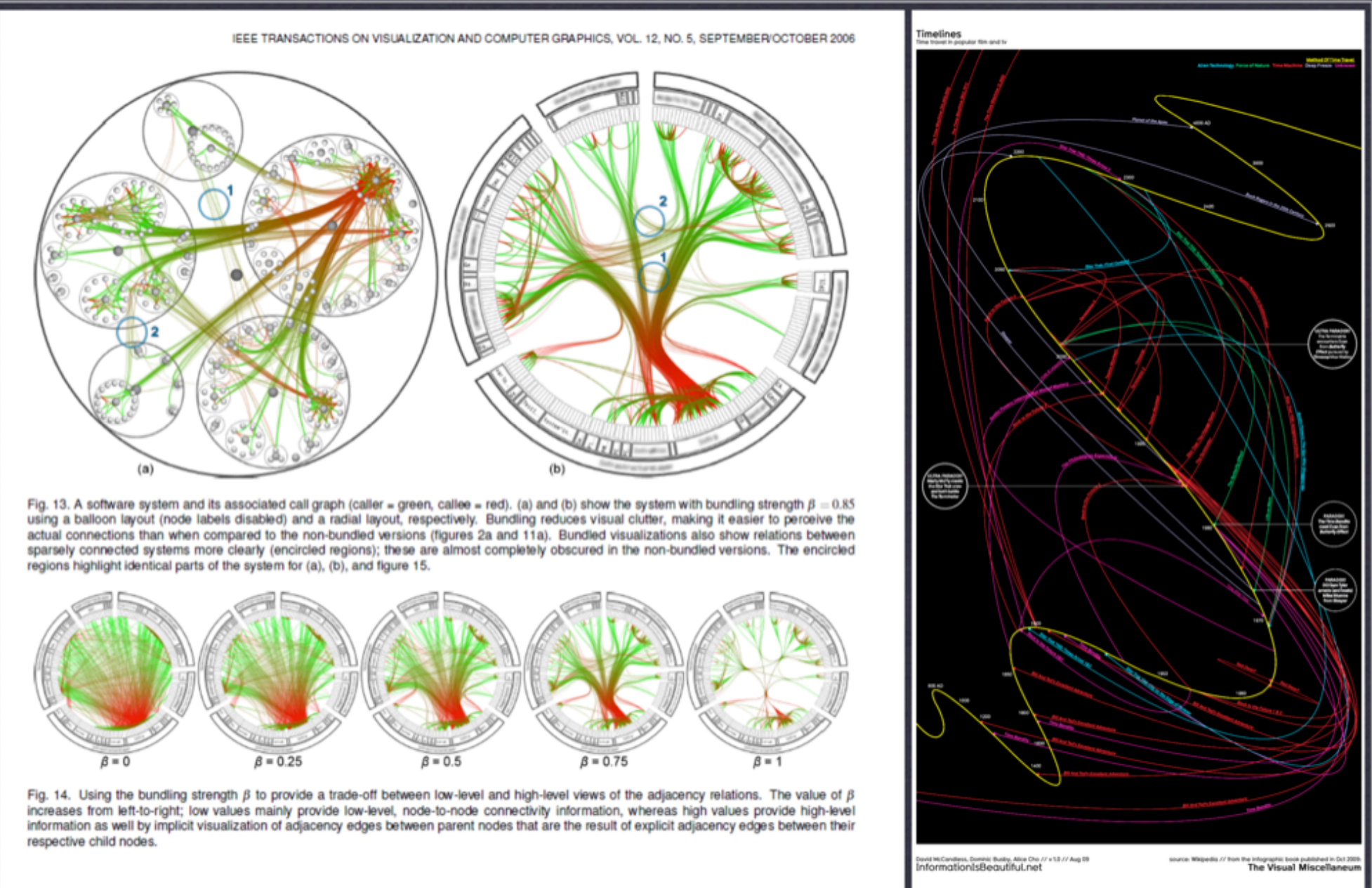


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MULTIDIMENSIONAL CONNECTIONS

ADVANCED VARIABLES.

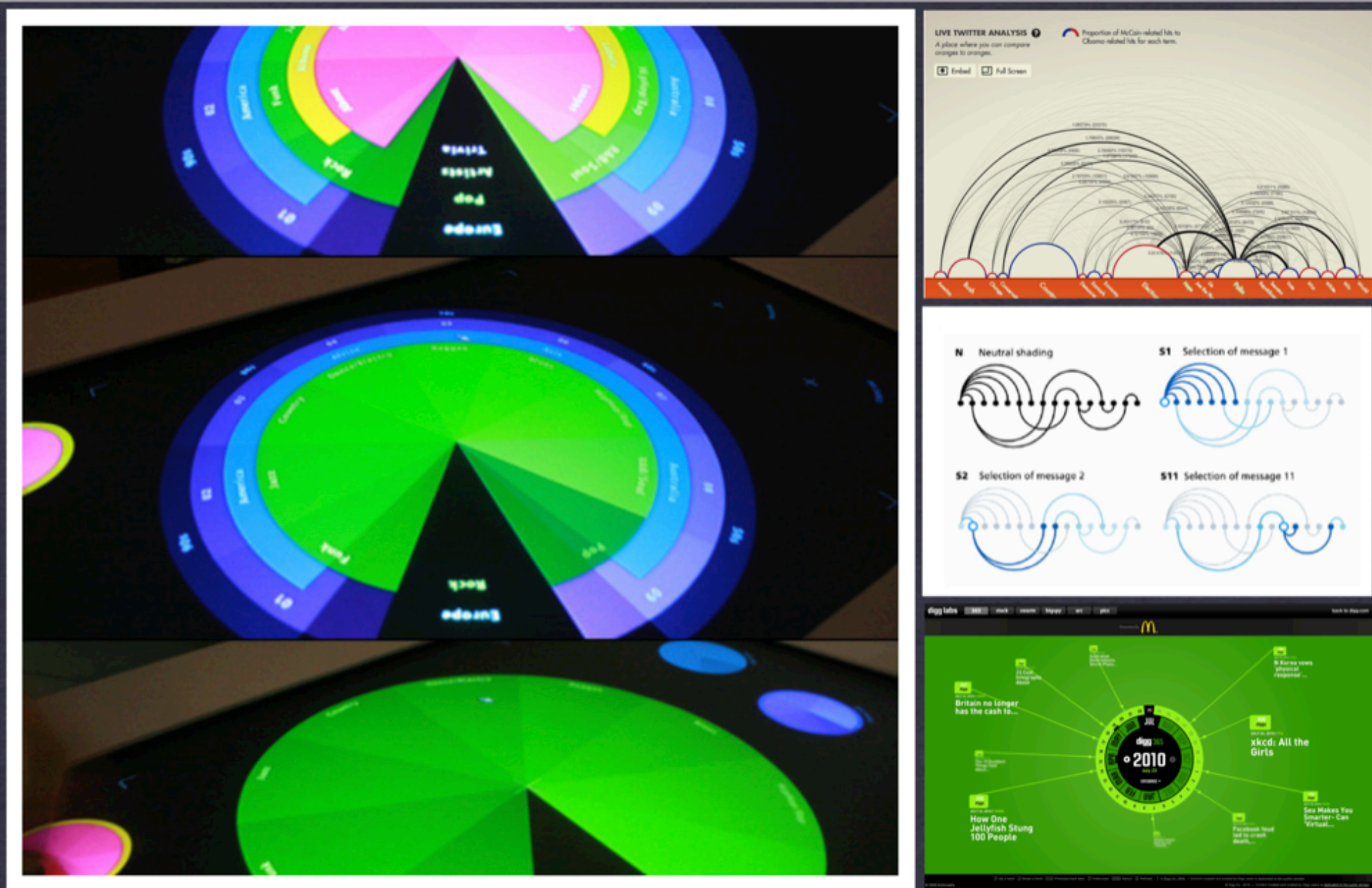


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SIMPLIFIED CONNECTIONS

EASILY UNDERSTANDING MULTIPLE FACETS.

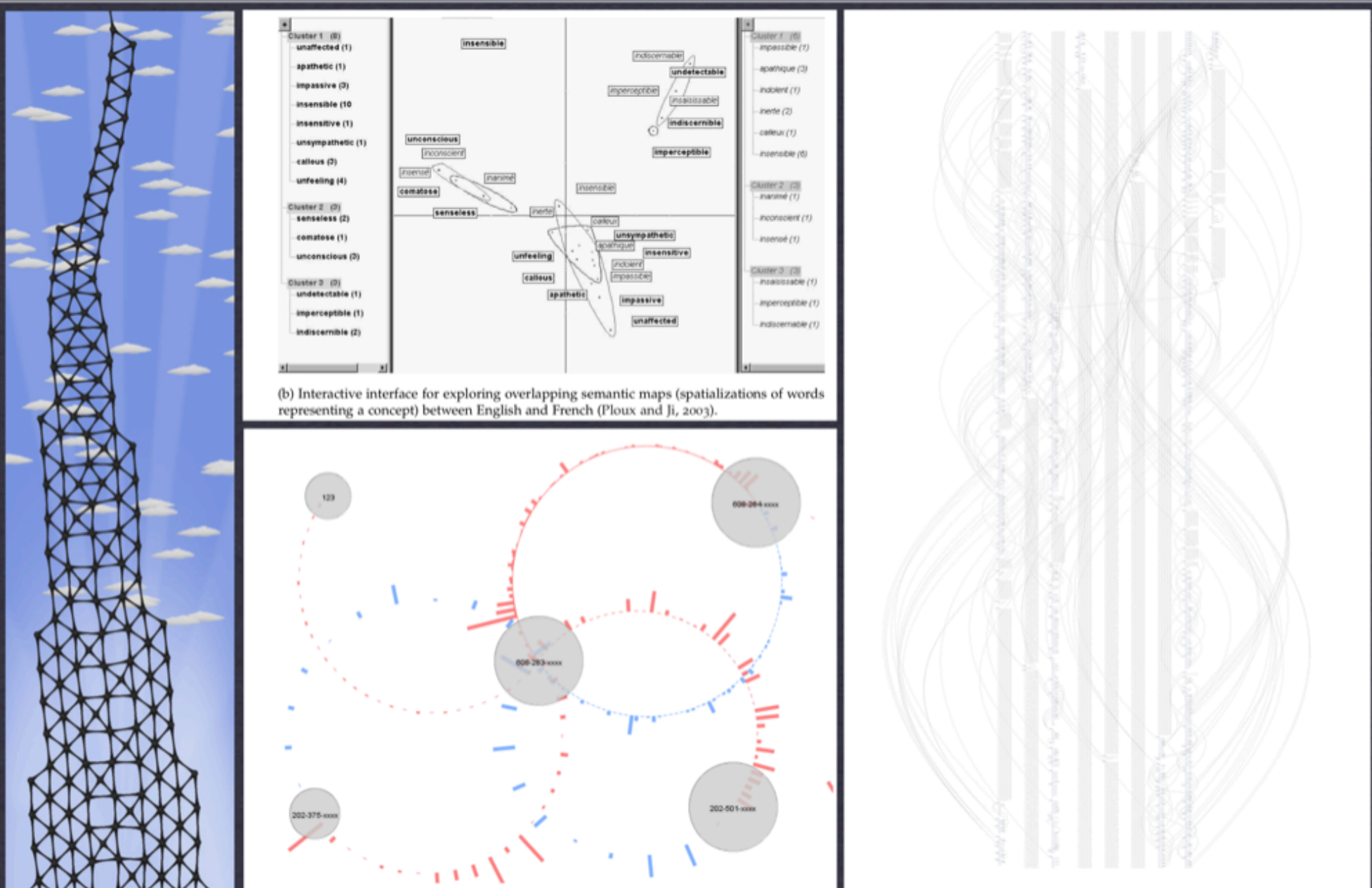


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ADDITIONAL CONNECTIONS

STRENGTH - FUZZINESS - TRAFFIC - LOGIC



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Network Management Gamification Research

There was a need within our lab at Ericsson to develop a library of video game elements that would be useful in future network Management applications. I developed a library of gaming elements and categorised them according to their best practice usage.

Best Practice Examples

Each type of gamification option is depicted in an ideal form from a well designed video game interface. These are taken from the best practice examples from many popular video games.

Labeling and Categorisation

Each slide has been defined by specific categories that reflect popular usage terminology and the needs of network management software. As well, I have included brief explanations of best usage alongside the presentation notes.



INTERACTIONS



CHARTING

Strategic Data Over Time. Visualization.

ERICSSON

INTERACTIONS



MOVEMENT

Mega Zoom, Kinetic Panning & Trails

ERICSSON

INTERACTIONS



POSITION

Timeline, Point of View, Surfaces and Objects

ERICSSON

ERICSSON

TRAFFIC



- Fog of Traffic
- Layers of Data Clouds
- Statistical Supporting Elements

INDICATORS

ERICSSON



ACTIVITY

3 Types of Dashboards

- A flow-based structure emphasizes a sequence of events or actions across time. Systems that fit this model include leads moving through a sales pipeline, stages of customers support, and operational processes.
- The structure of a dashboard can also emphasize the relationships between entities or measures. These relationships or connections may be mathematical, geographical, organizational, or functional.
- The structure of last resort is to group related information into categories or a hierarchy. The simple act of putting similar things together can bring some logic and accessibility to an otherwise haphazard dashboard.

Basic Needs

- Drill down: Ability to go from a summary metric or view to additional detail that provides more context and/or breakout of the information.
- Filters: Allow users to define the scope of the data in the dashboard to reflect their needs. Filters can either be global (refining scope for the entire dashboard) or local (refining scope for a specific chart or metric or view).
- Comparison: Ability to see two or more subsets of the data side-by-side. A line chart, for example, may let the user view two geographic regions as separate lines.
- Alerts: Highlight information based on pre-defined criteria. The alert may be activated when a metric goes outside of a particular threshold.
- Export / print: Give users the ability to pull information out of a dashboard. Export to formats that let users do more with the data like Excel and CSV rather than PDF.



INDICATORS

ERICSSON

TIME



- Multiple Timelines
- Interactive Components
- Enjoyable Synesthesia
- Predicable Foresight

INDICATORS

Gamification Research Presentation

Network Research

SETTINGS



CONFIGURABLE

Draggable Layouts. Moveable Panels, Brightness, Contrast & Invert for Eyestrain.



INTERACTIONS




CONTROL

Interaction Consistency vs. Real World Physicality




SETTINGS




FLOW DIAGRAMS

Architectural / Engineering Overview and System Control





HEALTH VS POWER



- Social Support & Awareness
- Detailed Repair Systems
- Transferring Support to Users
- Sonic / Visual Updates & Alerts

INDICATORS



MAPPING



- Controllable Minimap!
- Obvious usage areas
- Consistency, Consistency.

INDICATORS



INTELLIGENCE

- Engine
- A.I.
- 2-8 Teams
- Component
- Adjustable
- Precise
- Not just... 'Easy/Normal/Difficult' ...Statistical and Organic.



STRUCTURE

The image features a dark blue background with a subtle grid pattern. In the top left corner, the word "Nokia" is displayed in a large, white, sans-serif font. Below it, the text "Gesture Research & Software Design" is written in a smaller, white, sans-serif font. On the right side of the image, the year "2010" is written in a large, white, sans-serif font.

Case Study

Map Platform Research & Design

Summary

Working with Fjord and Nokia, I designed map interaction standards across all their devices and platforms. Nokia needed gesture research to develop their design knowledge in touchscreens and movement gestures. This set of research presentations was aimed at creating a standard for device and map based interactions.

Problem

Nokia had many devices and platforms running the software from the map layer team, but there was a lack of consistency. This was in the early days of smart phones, so some touch screen map interaction standards had to be developed for all teams.

Solution

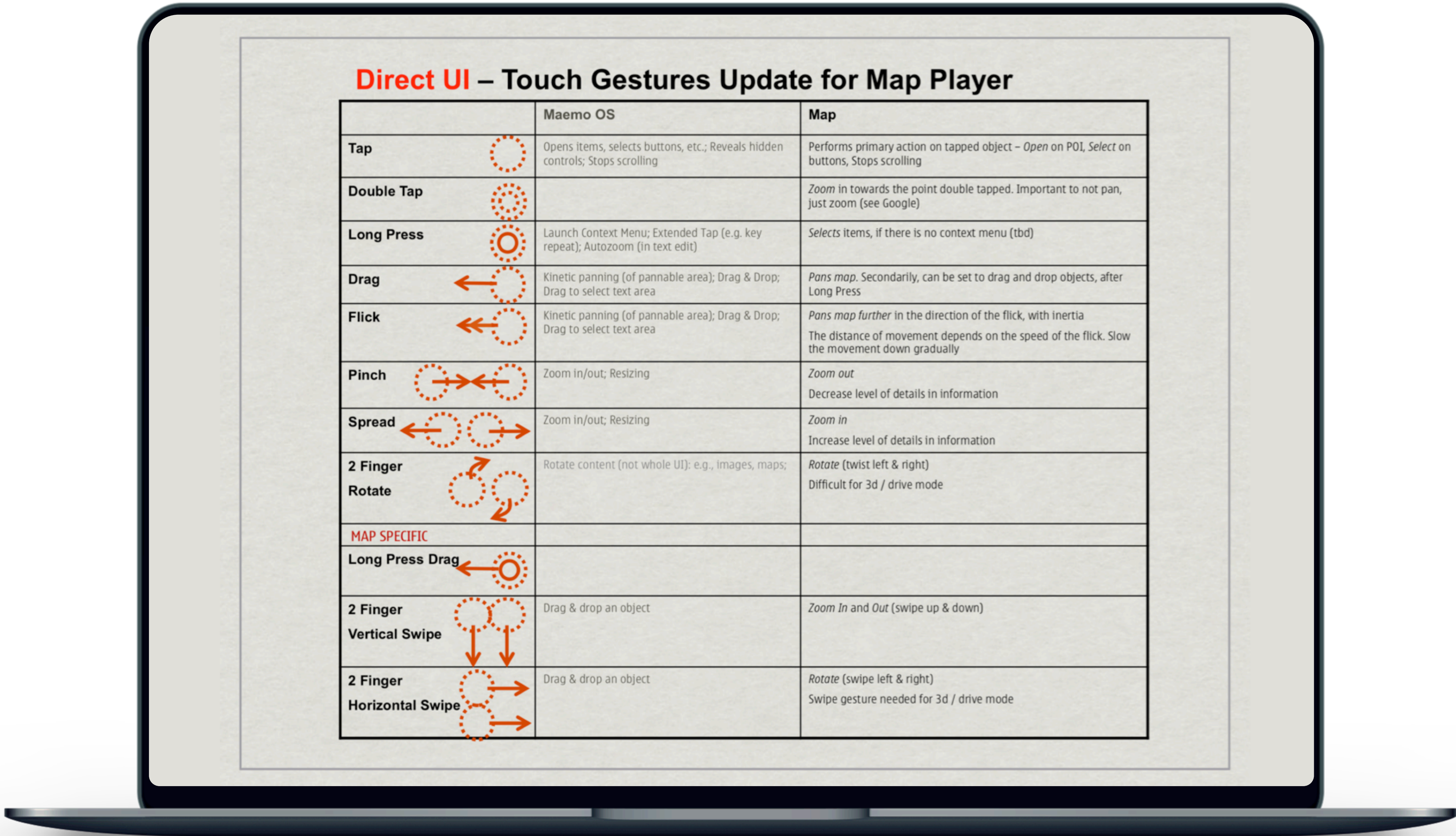
After significant research into commercial, academic and industrial gesture interaction, I provided a set of recommendations for the design community at Nokia in Berlin. This research was based on standards emerging in the smartphone market as well as integrating new features into our software based on these approaches.

Process

Initially, I researched and provided recommendations for touchscreen gesture interactions. These recommendations led to consulting on the development of a new Nokia wide UX Pattern Library. As well, I spent considerable time prototyping location management, map loading, positioning and selection in Nokia Maps.

Conclusion

The research into gesture based interaction was quite insightful and a pleasure to present on. The teams I worked with were glad that someone was tackling the challenge and providing insights into an area of knowledge that was a high priority in the early days of touchscreens.



Basic



Move

Drag with one finger to move around

1. Tap and Drag

The standard interaction model for most maps on computers. Simply click or press on a point and drag it to where you would like it to be.

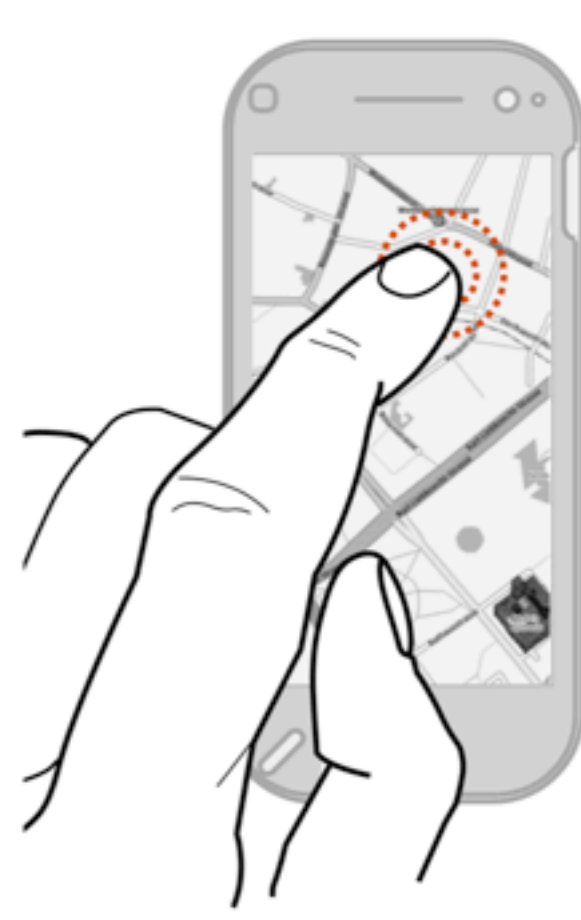


Flick

Quick Drag with one finger to move the map farther

1. Very Quick Tap and Drag

This is used to quickly move across the map, several page heights or widths, with less finger movement. It requires the user to not hold their finger down before moving.



Zoom

Double Tap with one finger to zoom into the tapped area

1. Double Click

0.3 second maximum, minimum?

2. Panning (zooming off center)

Should be smooth making location change easily discernable. Should not be too fast to make it unusable, but not so slow that it makes users impatient.

Two Finger



Zoom In

Spread two fingers, or finger and thumb to zoom in

1. Consistent with iPhone / Surfaces

Split two fingers to zoom in to the area under the finger tips.

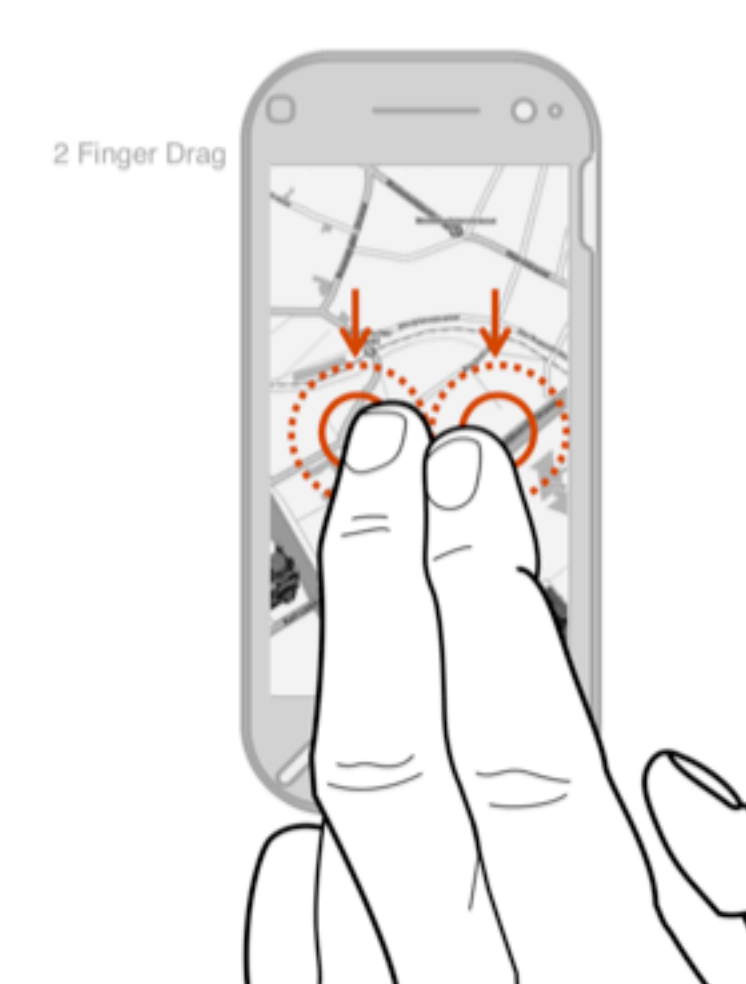


Zoom Out

Pinch together two fingers, or finger and thumb to zoom out

1. Consistent with iPhone / Surfaces

Unite two fingers to zoom in to the area between the finger tips.



Drag Zoom

Two Finger Drag to zoom into the touched area

1. Consistent with Trackpad / Surfaces

Drag with two fingers to zoom in to the area under the finger tips.

Advanced



Select

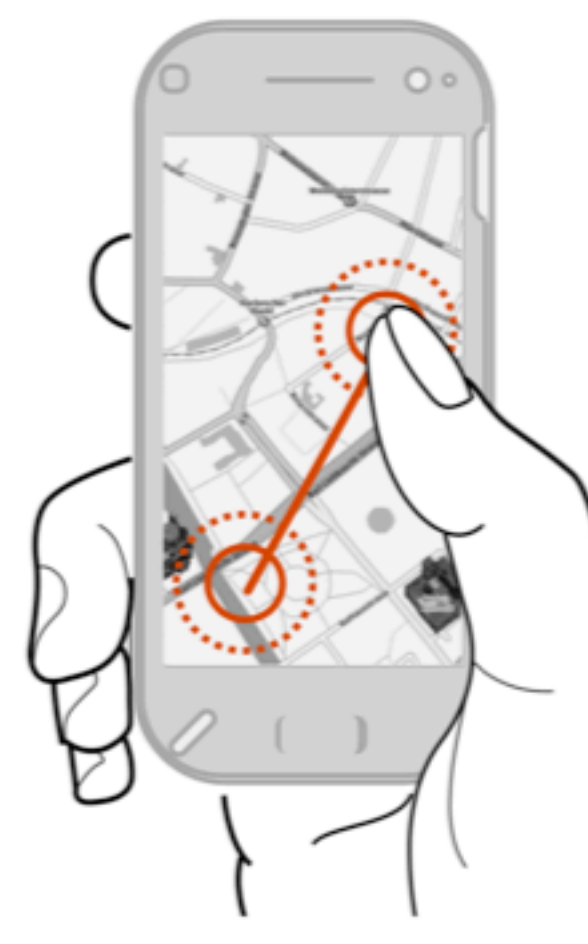
Tap and Hold to select an object

1. Direct

Tap and Hold to select an object on the screen.

2. via Context Menu

If the Context Menu is present, the user can select the object via the menu.



Measure

Tap and Hold to select each point

1. Direct with Feedback in Infobubble

tap and hold & tap and hold to select two points

2. via Context Menu

If the Context Menu is present, the user can select the object via the menu.

3. Other Functions

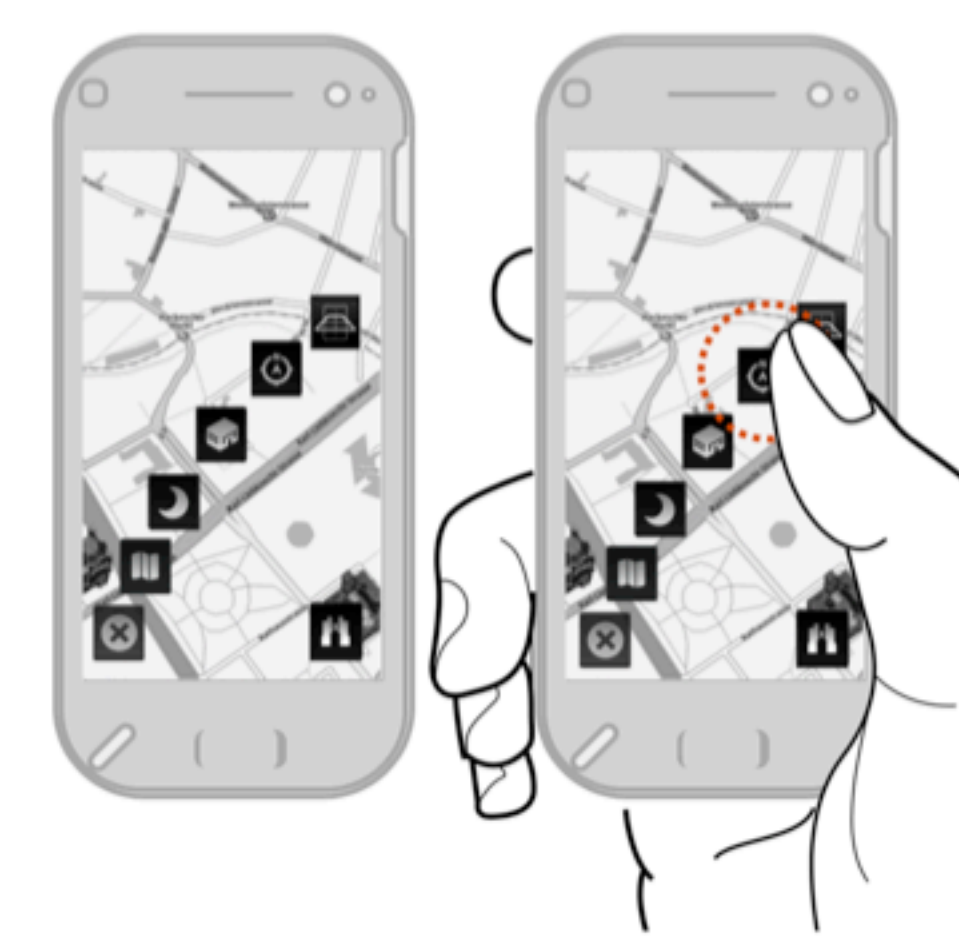
Multi-Select / Draw

Menu Access



Minimal Default State

Press the Options button to open the Options Menu.



Thumb Only Usage

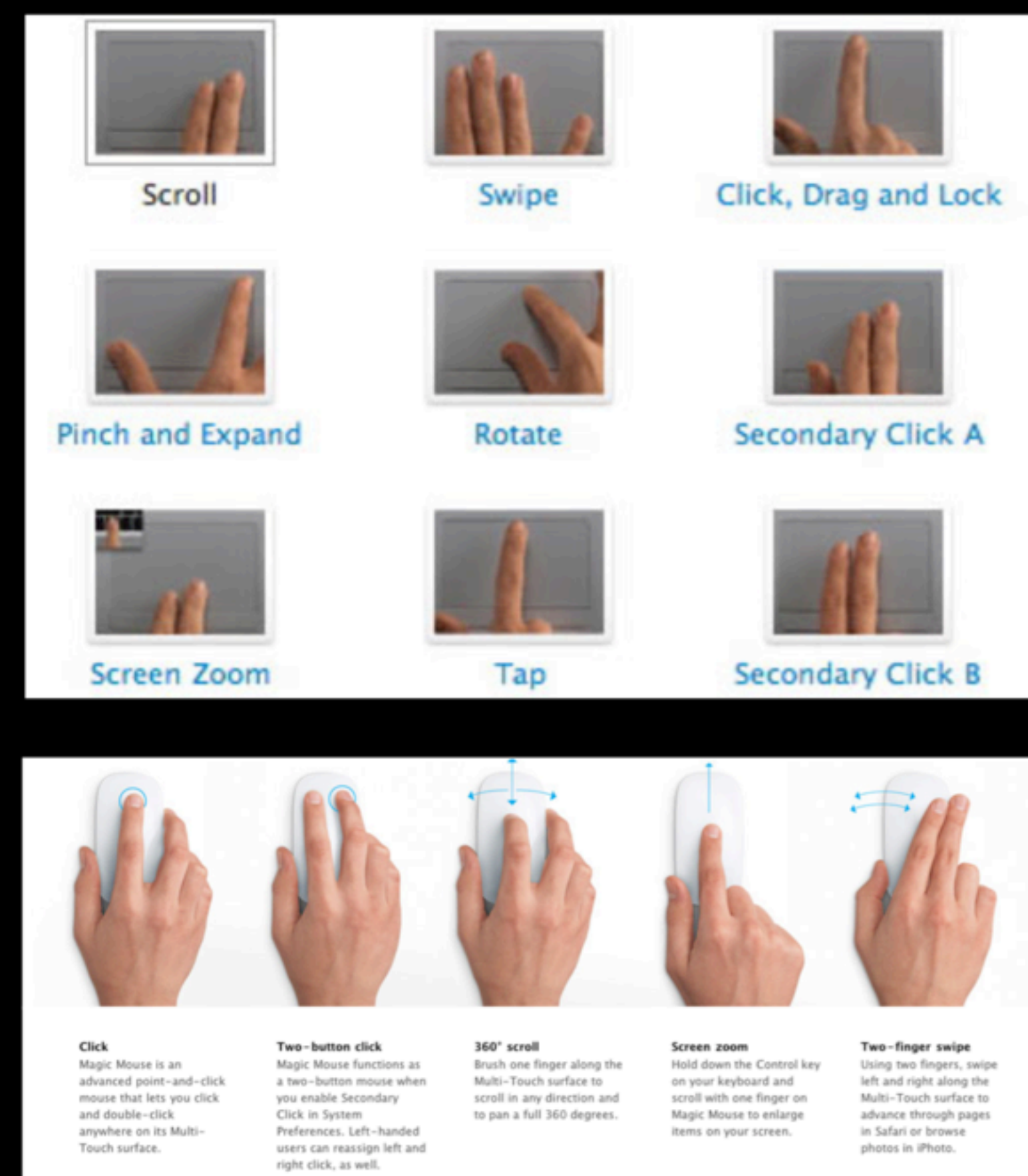
Ergonomic Options Menu to access advanced functions (behind trigger point)



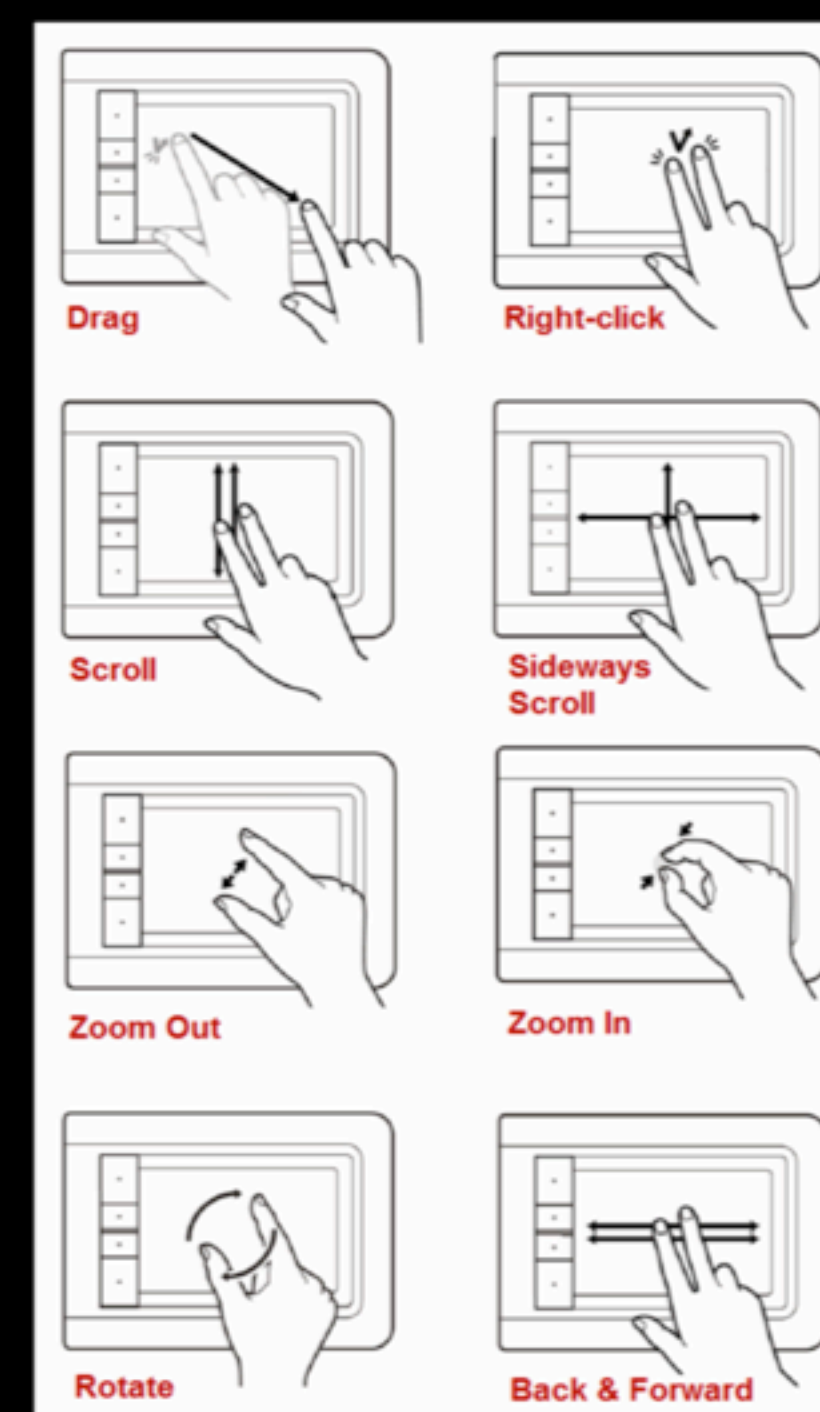
Auto Close

Quick Drag with one finger to move the map farther

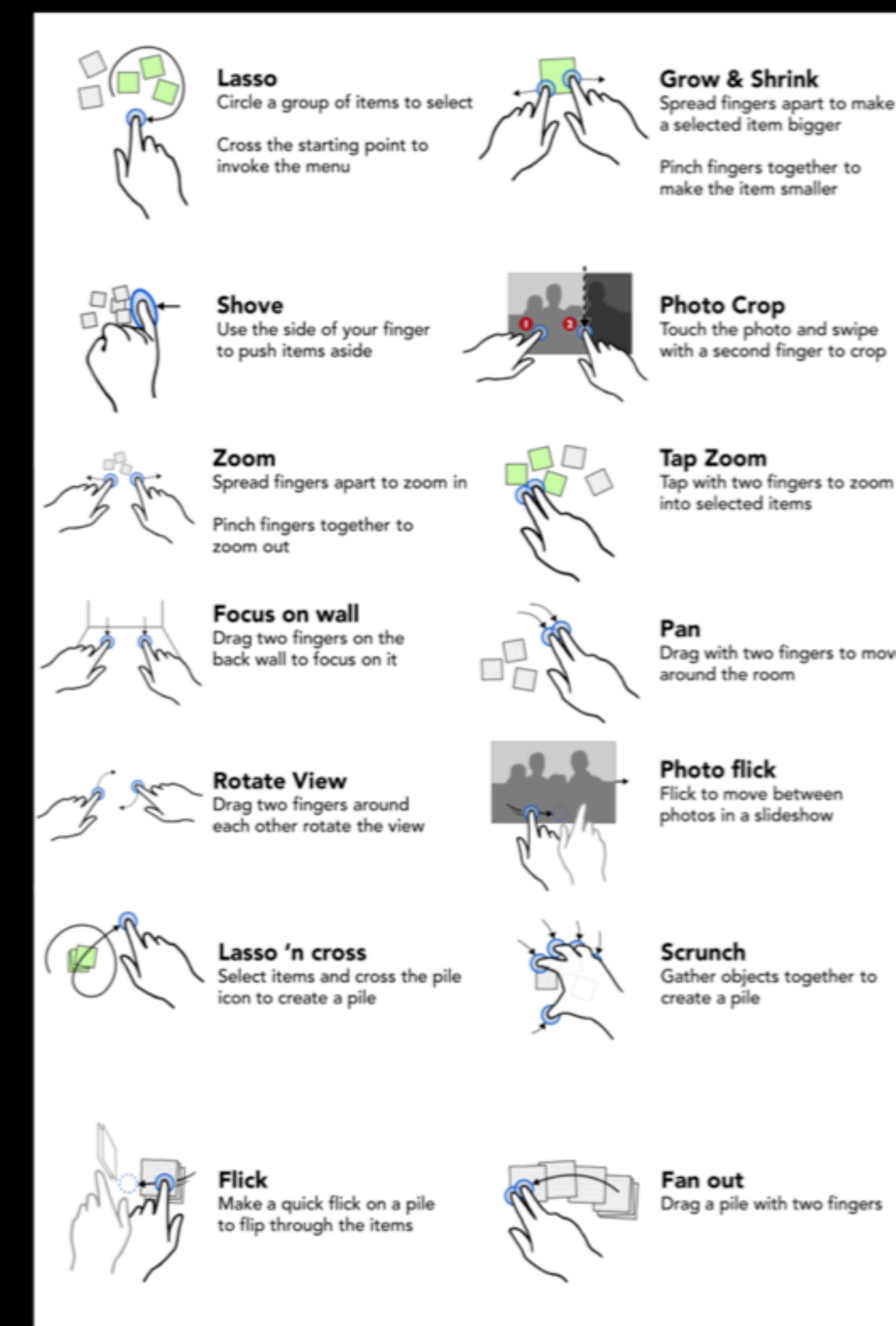
Market Standard Gestures



Apple



Wacom



Windows Desktop (Bumptop)

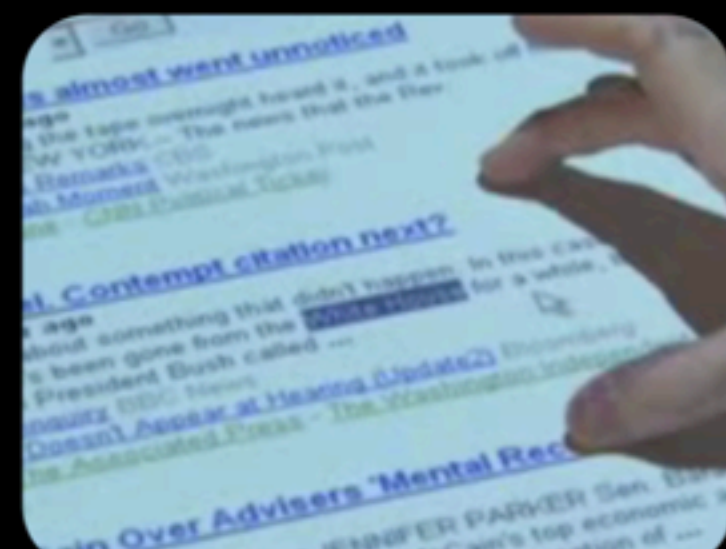
Interaction Techniques



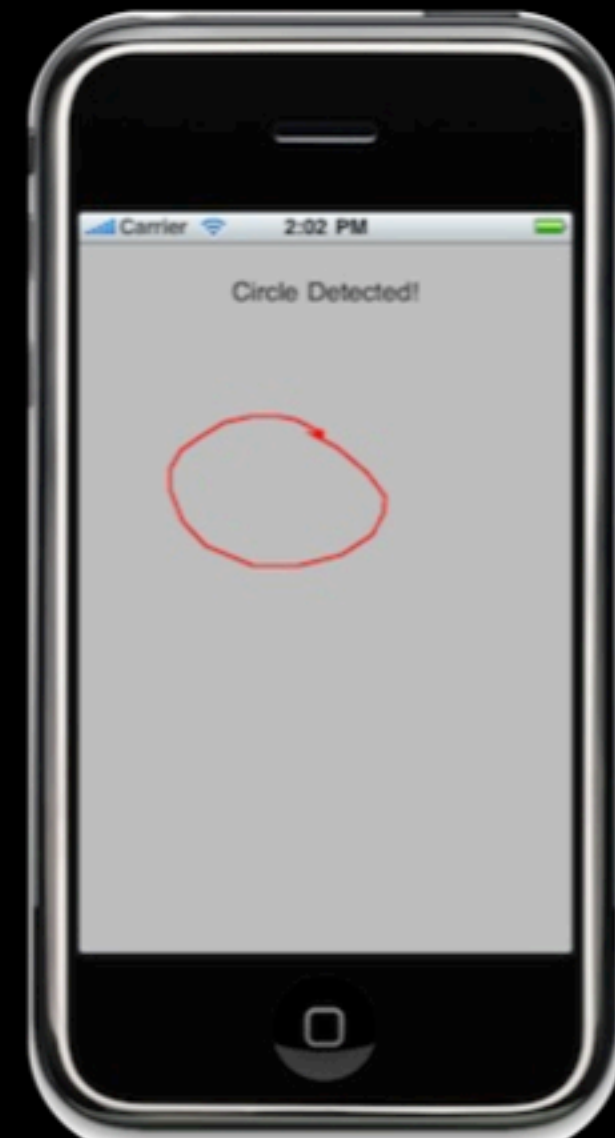
Visibility - Back of Screen



Kinematics - iPhone Core Animation



Precision - Between Fingers

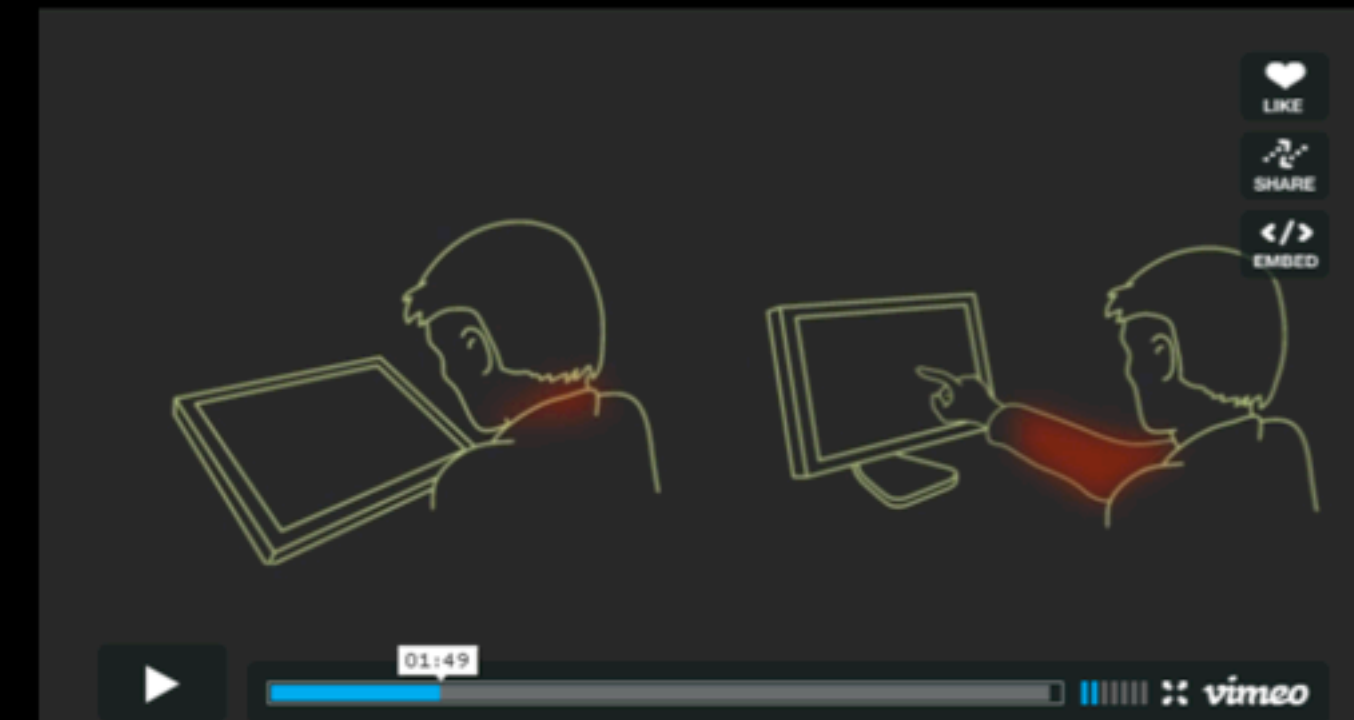


Comfort - Circular Gestures

Interface Ergonomics



Microsoft



10 Gui



Scott Mackenzie

Positive Kinetic Experiences



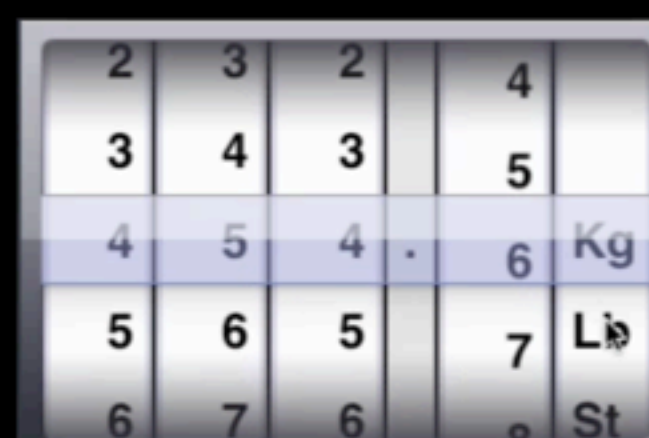
Kinetic Windowing



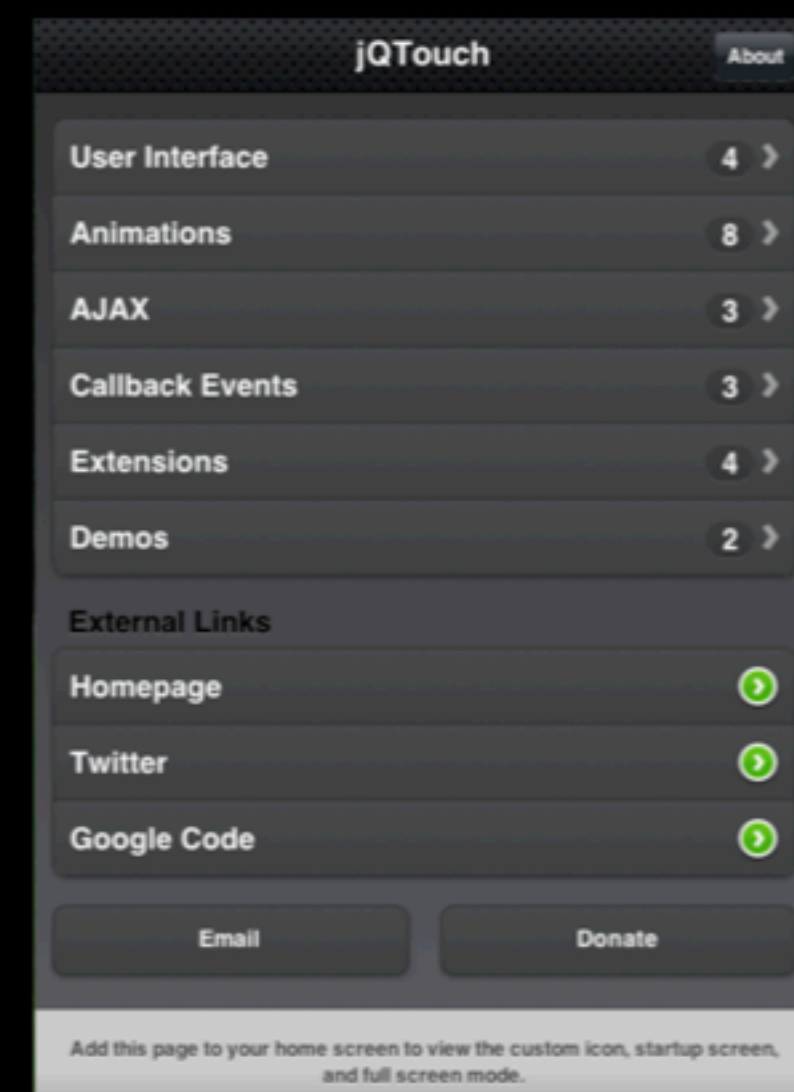
Kinetic Billowing



Kinetic Image Scrolling

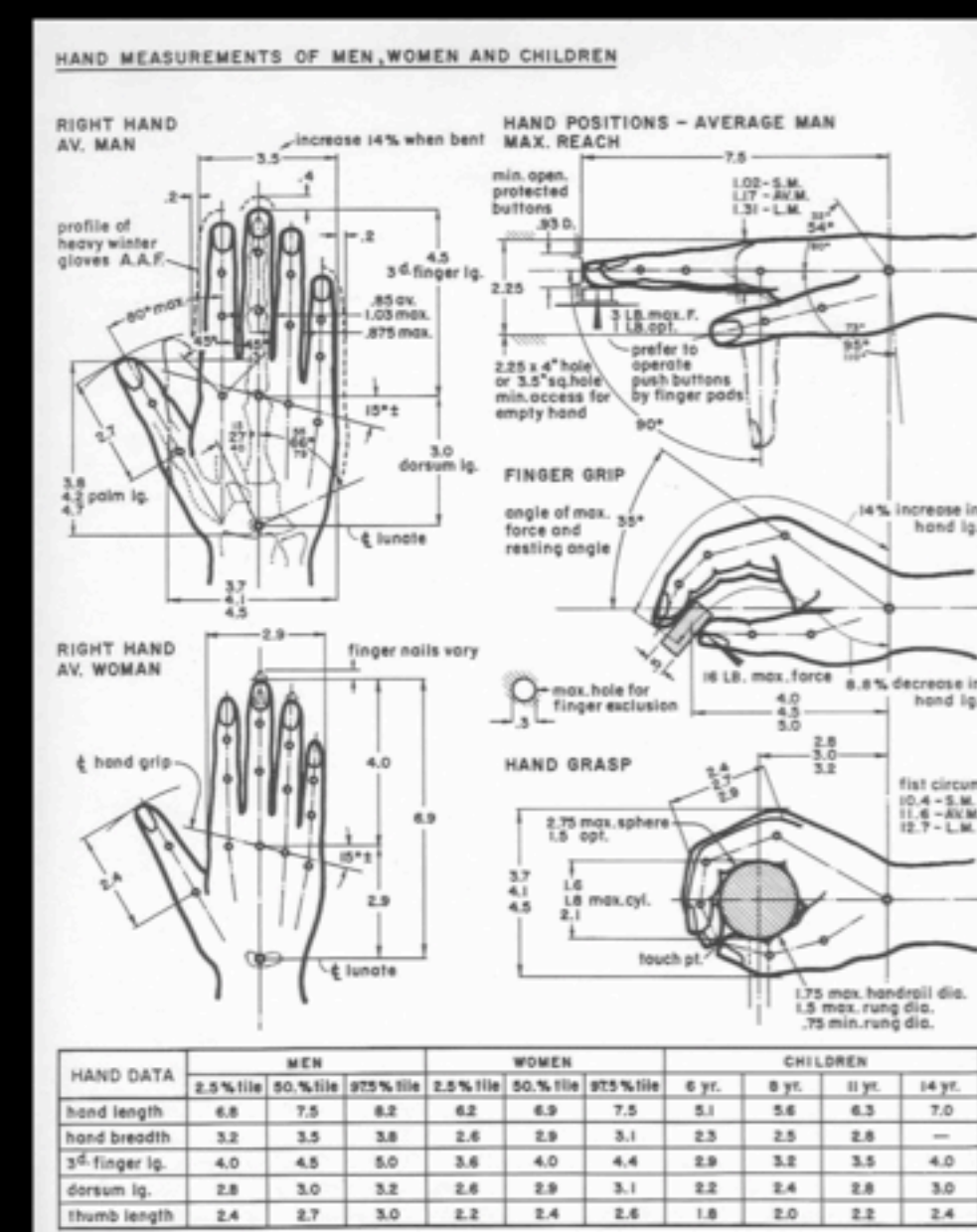


Kinetic Rolling

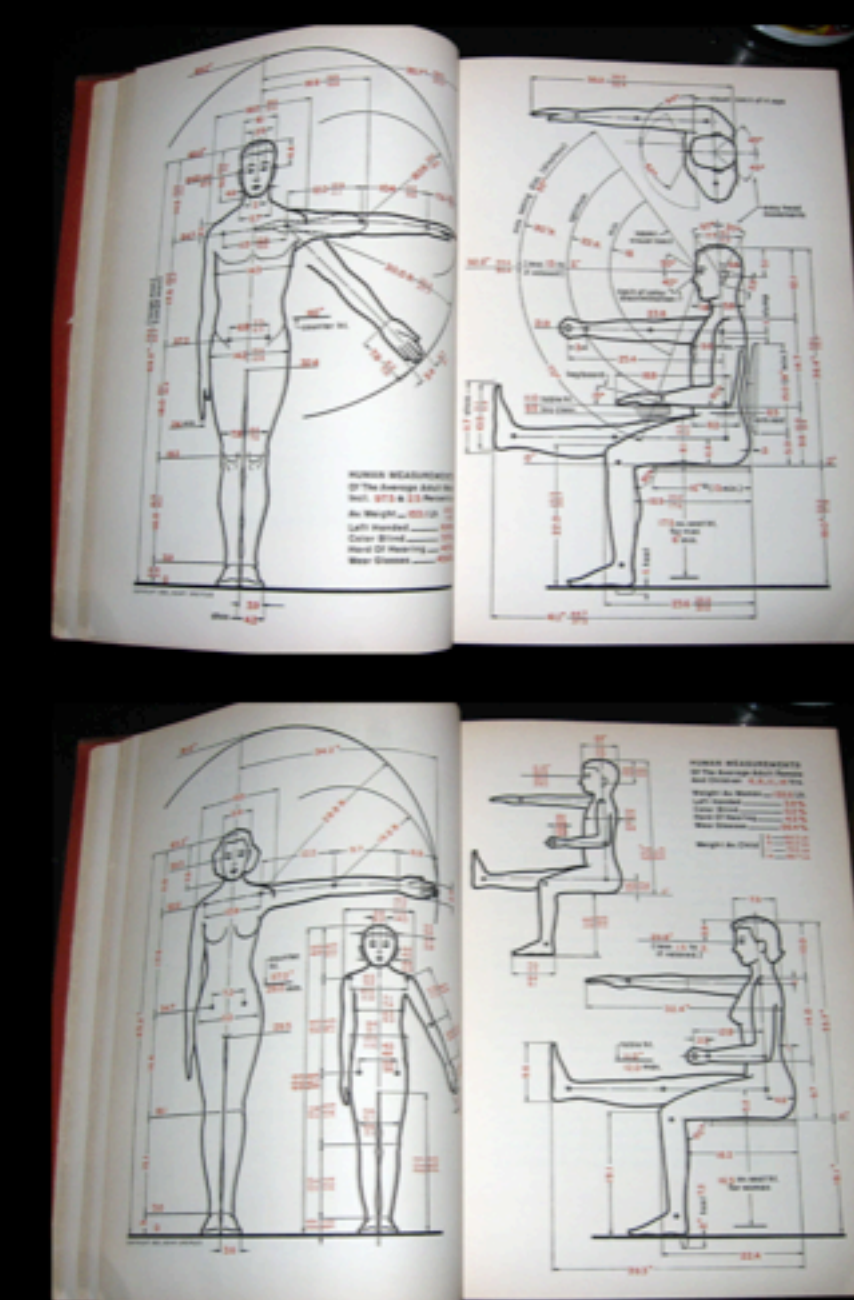


Kinetic Mobile OS

Traditional Ergonomics



Henry Drefuss



Existing Research Labs



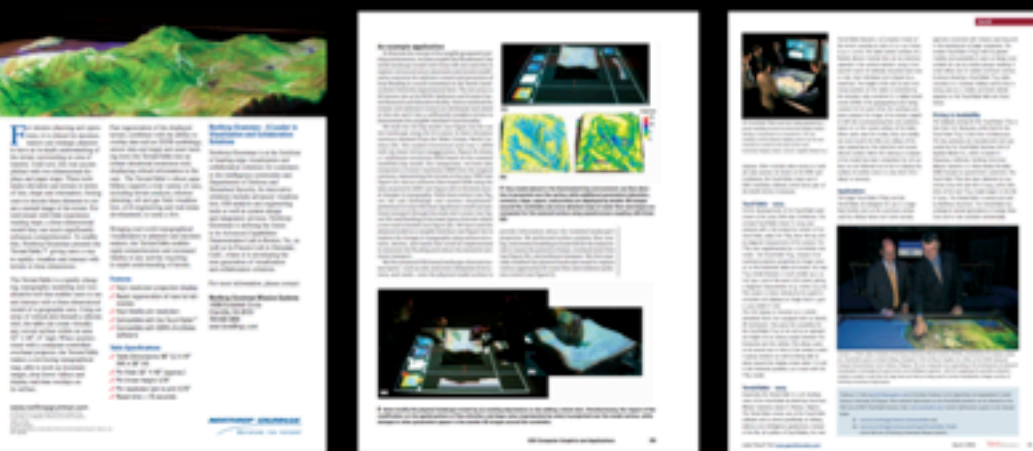
Mitsubishi Research Labs



Nokia Pattern Library

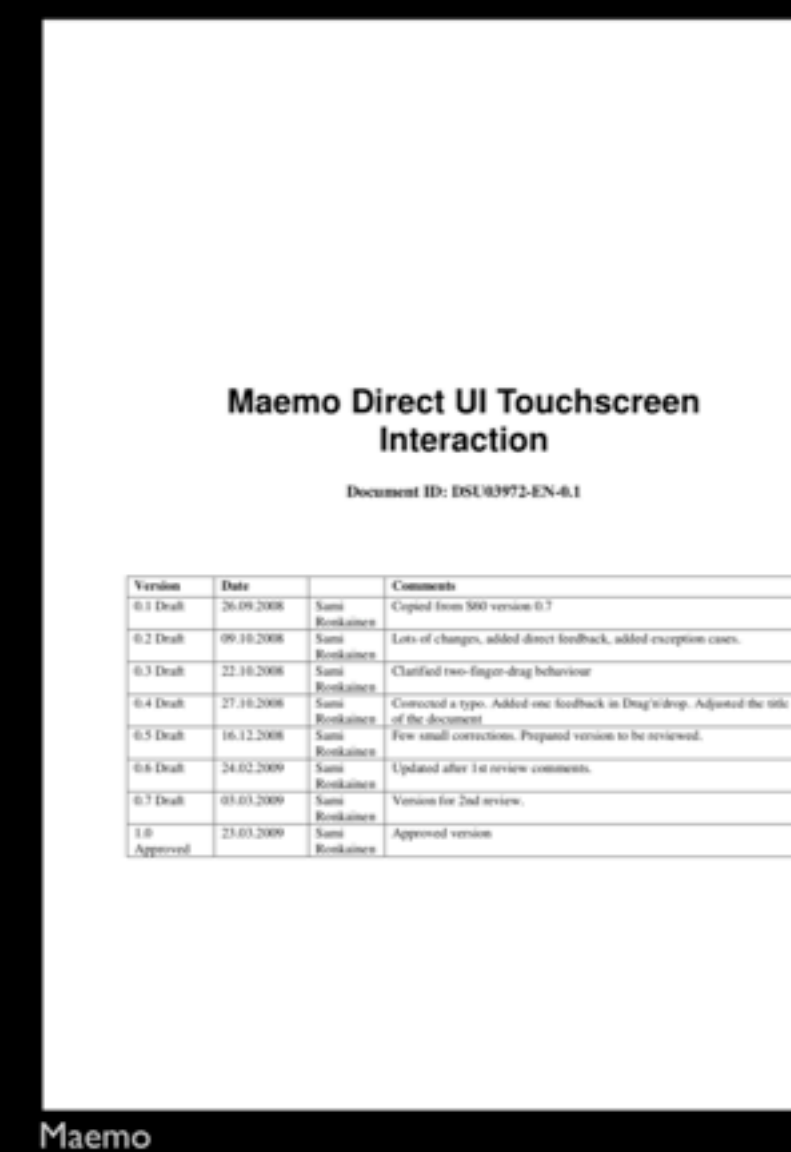


Commercial Touch Research

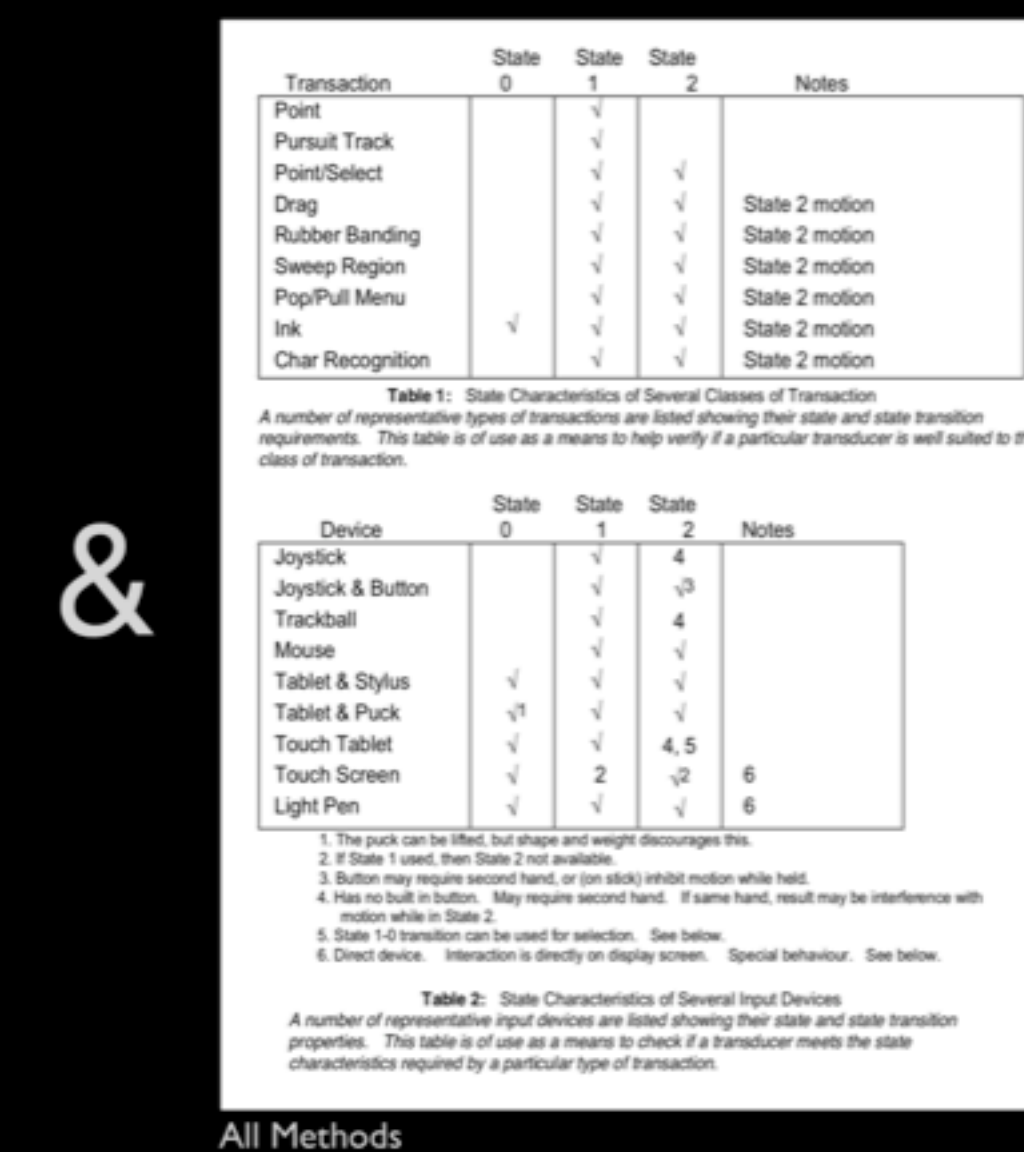


Military Tactile Research

Current Specs & Possibilities



Maemo



All Methods

Touch / Gesture Communities



10 Interactive Gestures Wiki



Touch Affordances Site



Touch Usability Site



iPhone UX Reviews Site

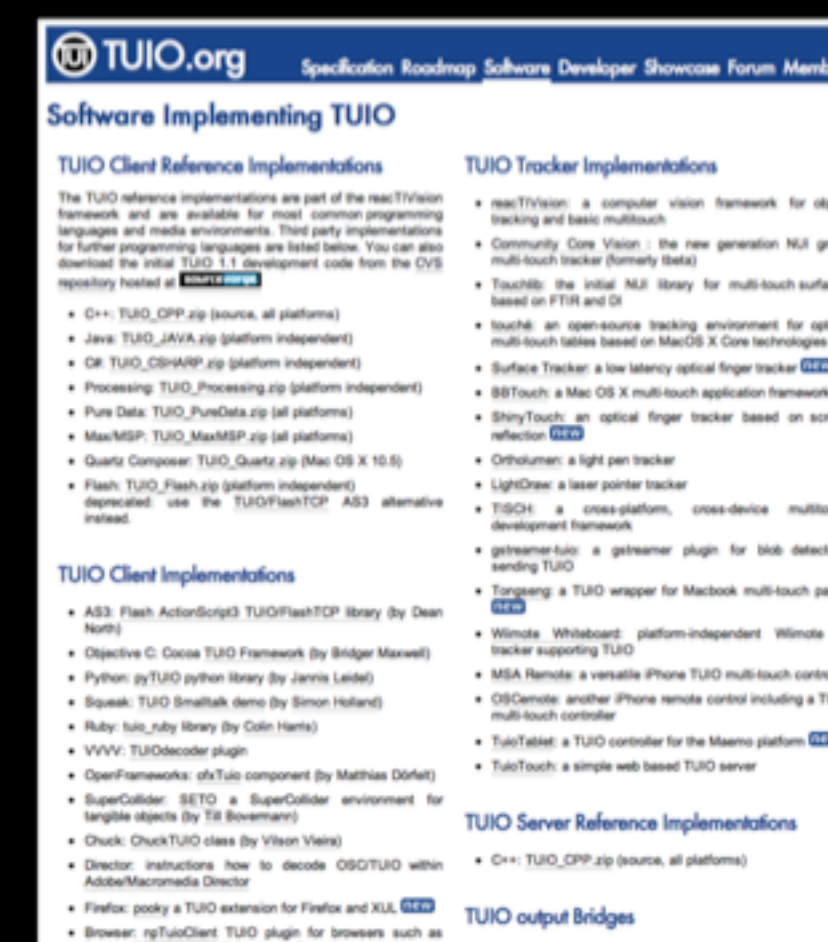


Touch User Interfaces Site

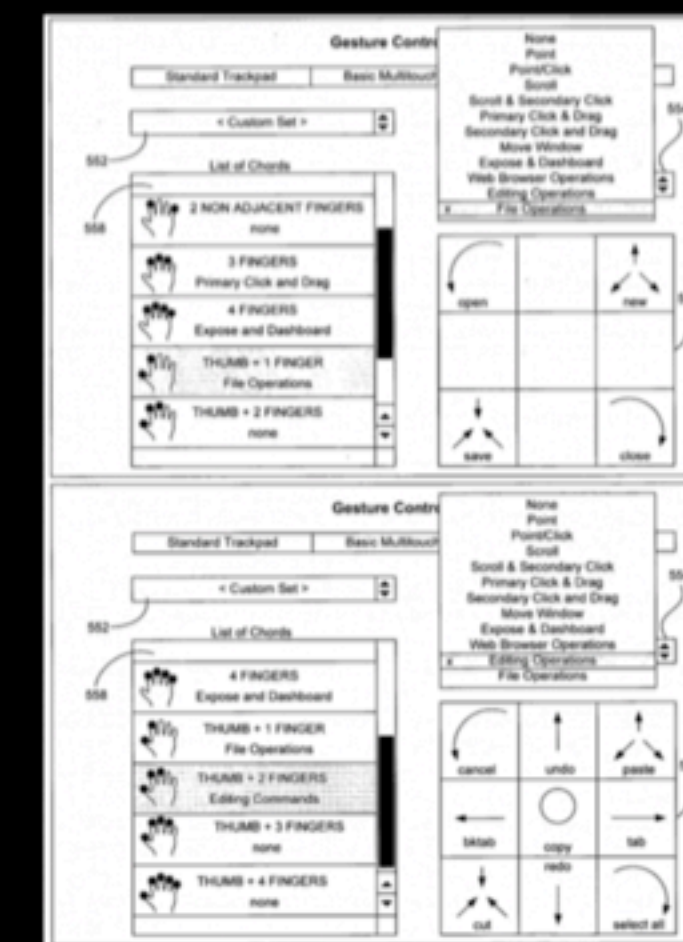
Technical Frameworks



ActionScript Gesture Libraries



Tangible User Interfaces Community / Projects

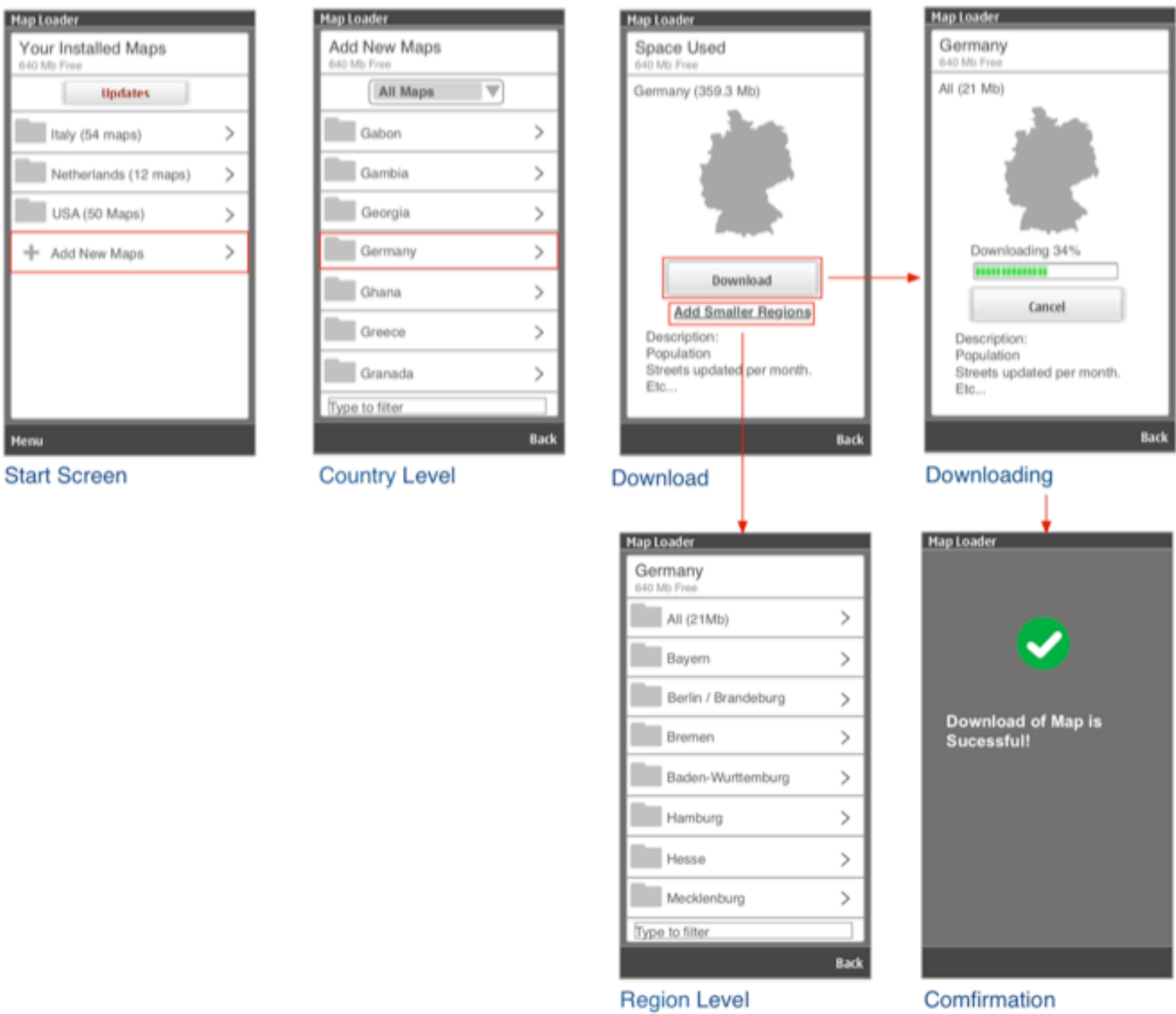


MultiTouch Gesture Drivers for PC / Mac

Prototypes from Various Platforms and Devices

Map Software Design

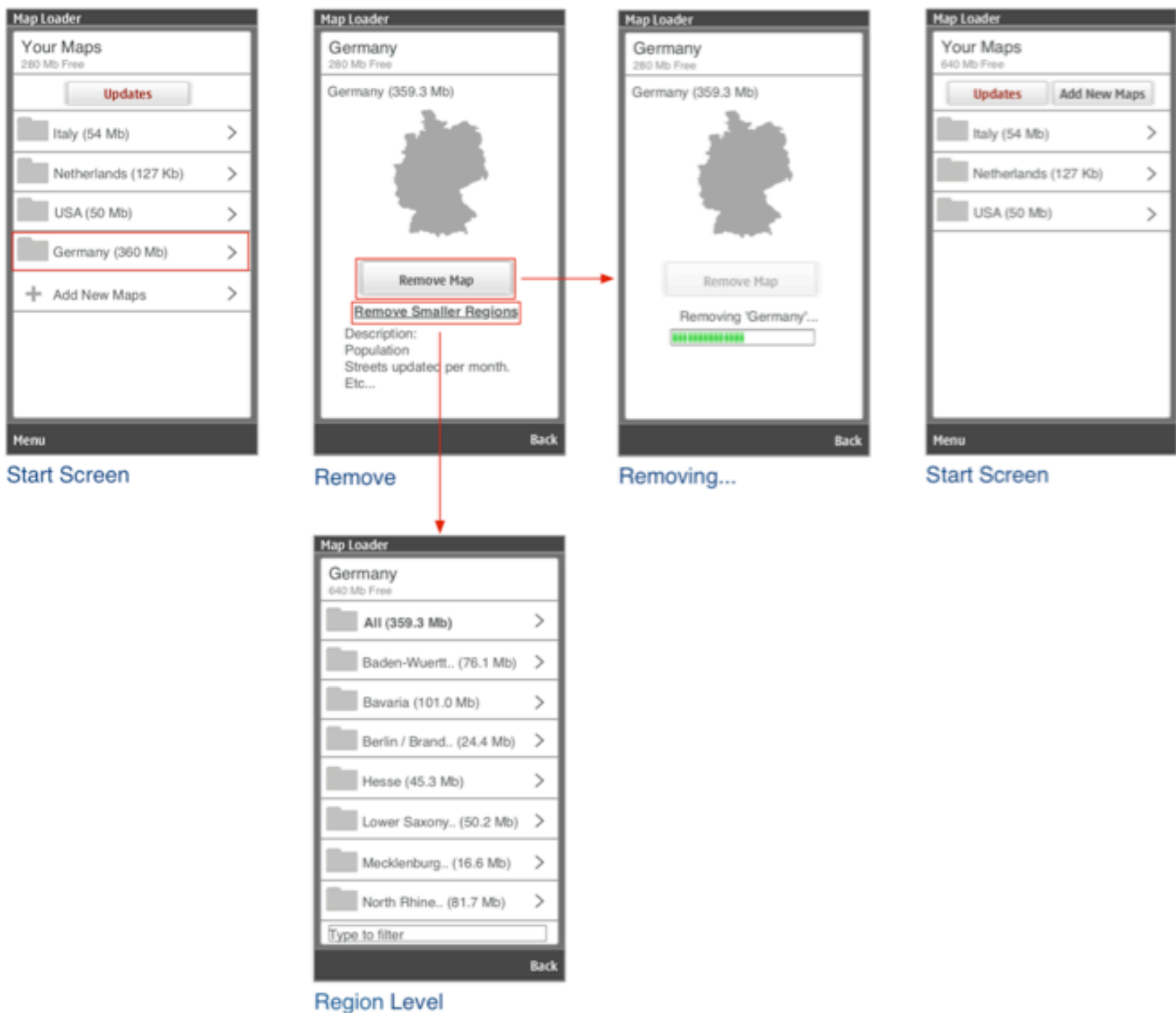
Map Loader Specification | Download Map



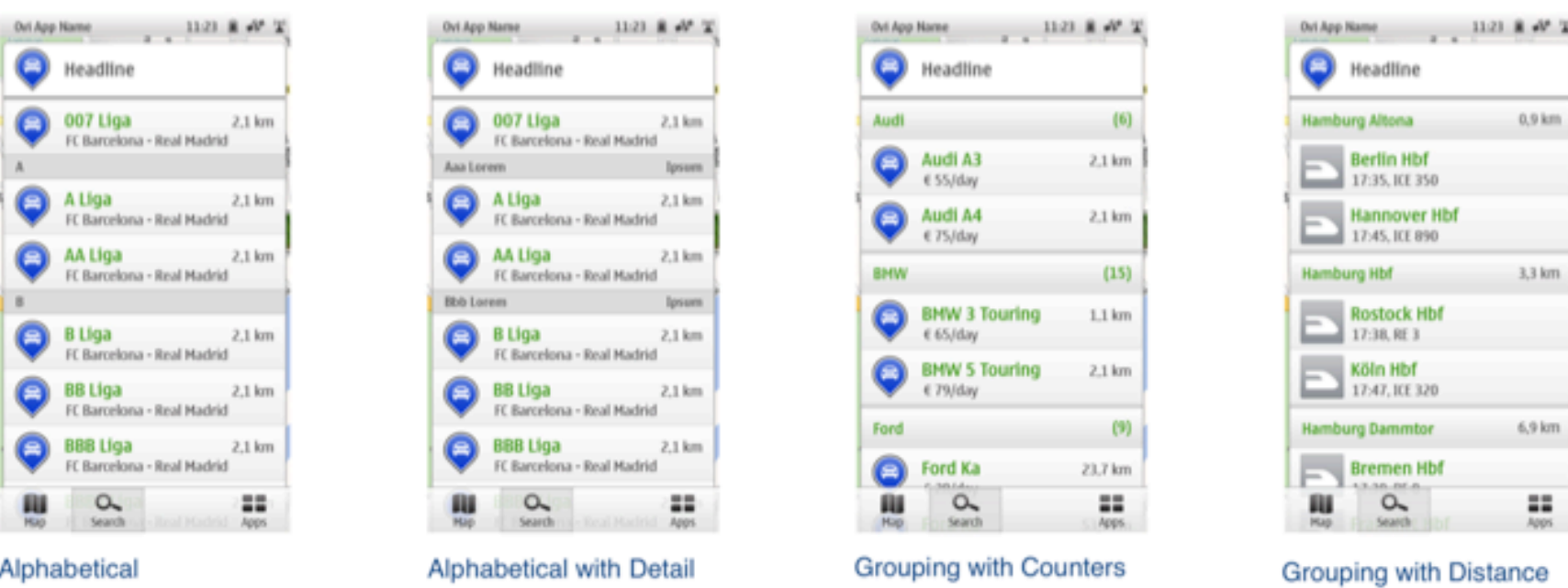
Map Loader Specification | Map Update



Map Loader Specification | Remove Map



List Divider Types



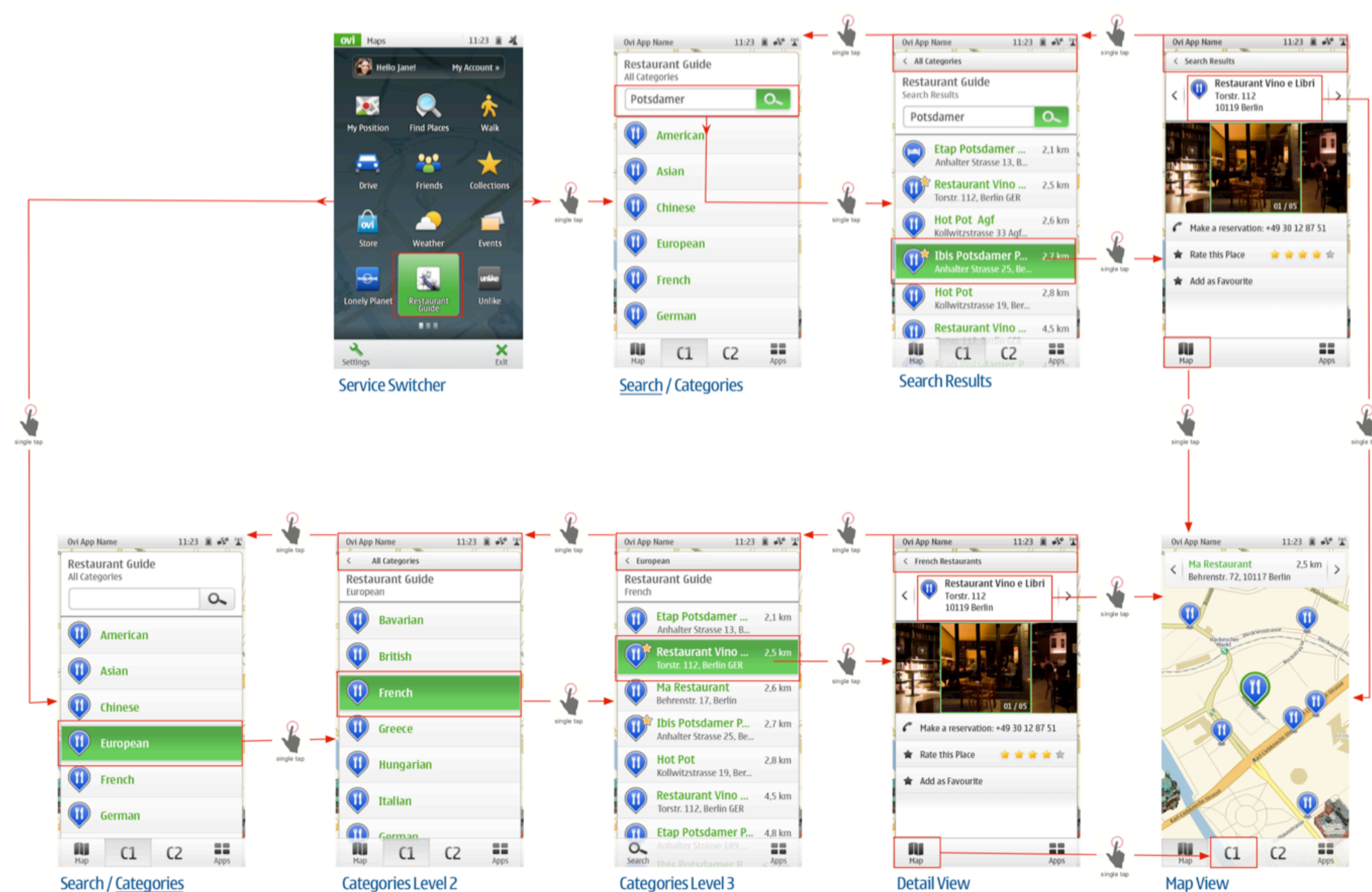
List Dividers



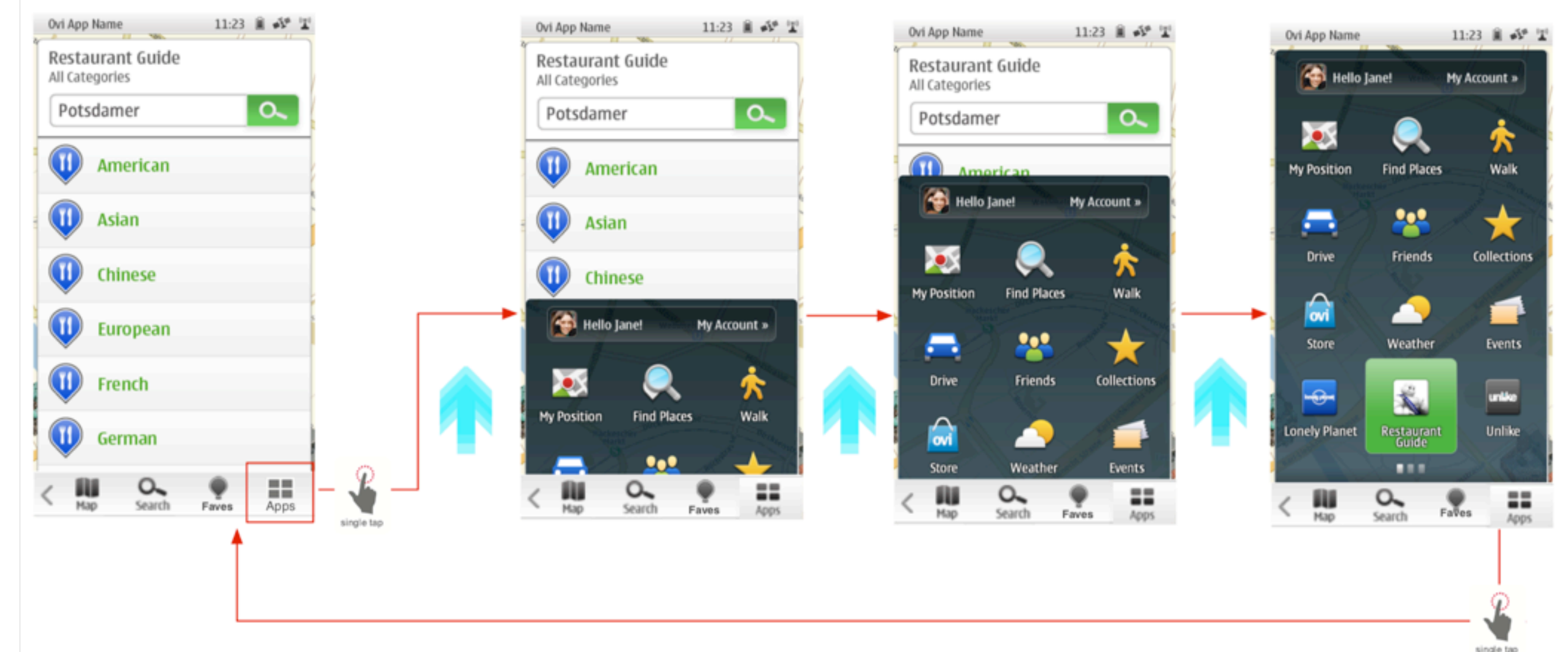
List Divider Animation



Stack Operation | Back Button Functionality



Toolbar Proposals | Vertical Application Switcher Animation



Starbucks

Strategy for Store Management Platform

2006

Case Study

Store Management Platform

Summary

Starbucks needed design consultation for their store management system in North America and Europe. This system is in all stores and connects them to other stores and headquarters, allowing for staff management, product ordering, contract and invoice management, scheduling and access to repositories.

Problem

Before this, Starbucks had a very basic inter-store system, so they primarily relied on email and telephone. The company wanted to change this with a customised sharepoint platform that would allow for management of both in store and company wide needs.

Solution

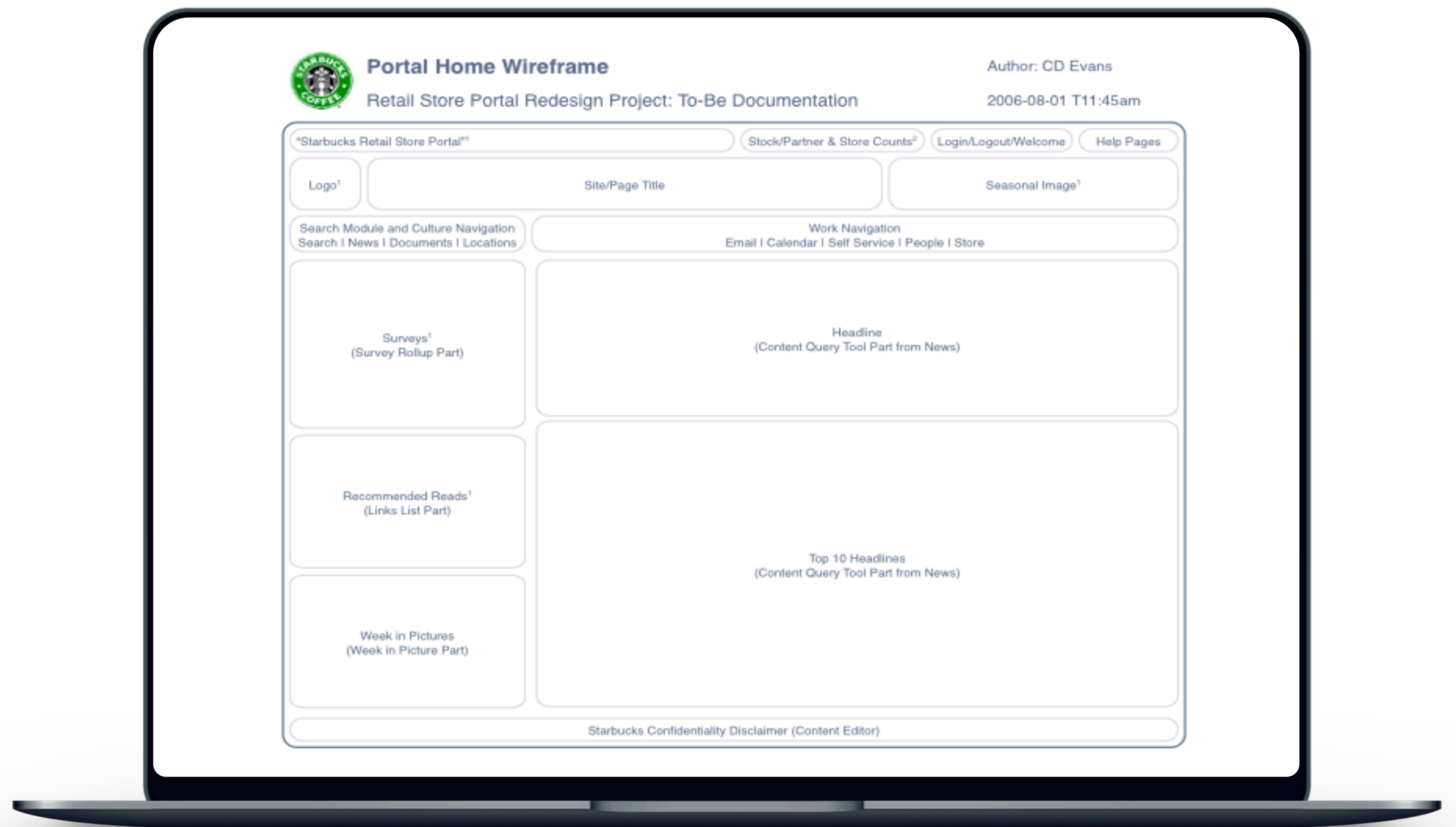
Working with Cypress Consulting, I was able to provide both research findings and design recommendations in a report and presentation for the internal implementation team. This solution provided the stores with not only very functional operating solutions, but access to the wider Starbucks community and culture.

Process

The process started in analysing the usability of the store management portal prototype that Starbucks technical staff provided. I then provided architectural needs solutions for redesigning this in-store system. Afterwards, I remained on the project, consulting with the implementation team on their redesign process.

Conclusion

The initial set of designs that Starbucks had presented needed a lot of content organisation, but they provided an excellent starting place for determining an appropriate information architecture. The internal stakeholders and technical team were all pleased with the final recommendations and went ahead into implementation.



Report Summary

This report presents a set of architectural needs recommendations for the Starbucks Store Portal Extranet. The Portal is currently undergoing an internal redesign.

The contents of this report address the current state of the redesign. This report analyzes the architectural needs and provides options for process-based deliverables, information architecture options and options for proceeding with other design models.

These recommendations are provided by CD Evans, Information Architect, for Cypress Consulting.



Approach

The approach included assessments of initial renditions of the system in wireframe format and subsequent demonstrations of an interactive prototype. Interviews and meetings with project team members were conducted to better understand the scope and rationale behind the existing design.

Concept models were then developed, involving an information architecture addressing the labelling problems, a reorganized navigation area, recommendations for web 2.0 interactivity and visual design needs, among other suggested concepts.

1: Structural Recommendation

- Provide a more cohesive structure
- Implement structural and concept models

2: Element Recommendation

- Develop screen consistency
- Cluster like features
- Improve interaction flow

3: Pattern Recommendation

4: Next Steps

Element Needs

- Need A: Screen consistency**
 - Maintain consistency in design across areas
- Need B: Relevant data in modules**
 - Test the surfacing of relevant content
 - Identify personalization (e.g., Manager's News)
- Need C: Labeling content**
 - 'From' the document library, training materials, etc.
- Need D: Search filters**
- Need E: Library navigation system**
 - Filter libraries, by role.
 - Provide intuitive navigation for libraries
- Need F: Real-time access**
 - Pre-loading data, Ajax tabs, etc.

Design Needs

The design rationale in this review is based on determining the architectural needs in the existing system documentation, and on developing a set of recommendations that will lead to a highly functional system.

These recommendations have constructive influence over the finished system and should be justified with a design rationale, outlined here.

Need A: Framework

- Justify design structure
- Initial structural recommendations
- Structure and Concept models for options

Need B: Architectural Clarity

- Provide labelling for Users
- Cluster Navigation
- Improve clarity of the page and the language
- Visually extend the Brand
- Focus on culture / work topical task areas

Need C: Cohesive interaction

- Avoid excess links, reliance on navigation
- Implement Web 2.0 features
- Establish patterns

Concept Models

Concept models are used to explore the needs of a system and various approaches to solving design problems.



Page grid

- Boxes without lines (Google homepage)
- Fixed widths without scrolling



Brand extension

- Softer edges within the system
- Pop nature of the Starbucks Cup design



Structural Models

Structural models are needed to develop a solid architectural concept, and are critical for developing a strong brand extension and visual appeal for employees.



Screen divide

- Fixed areas of screen for Culture and Work elements



Fixed screen

- No page scrolling
- Scrolling within elements

Iconography

- Access and recognition
- Internationalization



Left hand tabs (SharePoint / SiteMap model)

- Vertical space may be more important
- All information should be above the screen fold

Initial Structural Recommendation

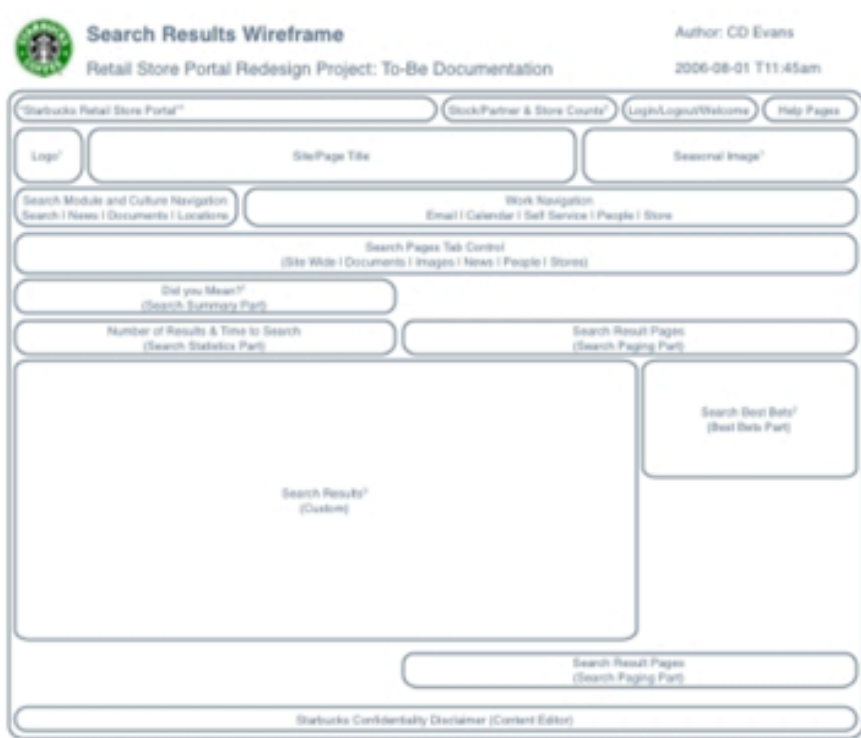


Key features of implementation.

- Consistency
 - Use common elements and layout throughout
- Labelling
 - Divide Work/Culture navigation
 - Label with in-store terminology
- Layout
 - Maintain a strict left / right page grid
- Test and Design
 - Iteratively design ideal modules

Structural Needs

Search Results Wireframe



Need A: Refine elements

- Improve clarity by reducing elements

Need B: Consistency

- Adhere to common elements

Need C: Labelling

- Implement user-centric language
- Utilize iconography

Need D: White space

- Contain elements within invisible gridlines

Homepage

Homepage Screen



Navigation Bar (Global)

- Flyout menus aren't usable
 - [uie.com](#)
 - [7nights.com](#)
- Consider options from Structural and Concept Models
- Consider Ajax dynamic tabs

Relevant news headlines

- Headlines need labelling, dates, source, author, etc
- 72 hour interest period for news
 - [Physicsweb.com](#)
- Top ten headlines need incentives

Appropriate week in pictures

- Make these relevant / choose images to engage user

Area Screens

e.g. News Screen



Consistent grid and page layout

- Populate components area on left
- Implement any sub navigation without obstructing grid

Common navigation method

- Mirror the navigation model across each area screen

Provide Feedback

- Provide search query details when a results page

Pagination

- Provide intuitive pagination when needed

Library Screens

e.g. Document Library Screen



Optimize Libraries

- Link to other document libraries
- Provide previews in image library
- Label WBT library for ease of use
- Find additional optimization techniques

Surface common documents

- Show training docs, user guides, and help materials

Provide Filters

- Use filtering methods which suit usage in all libraries

Use familiar navigation system

- Windows Explorer style of document tree
- Use caution with add-on functionality elements

Detail Screens

e.g. Calendar Screen



Consistent grid and layout

- Populate components area on left
- Implement any filters without obstructing grid

Provide labelling information

- Date published, author, source, etc

Retain navigation tree

- Give location through breadcrumbs, etc

Pagination

- Provide intuitive pagination when needed



Portal Home Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Surveys

(Survey Rollup Part)

Headline

(Content Query Tool Part from News)

Recommended Reads

(Links List Part)


Top 10 Headlines

(Content Query Tool Part from News)

Week in Pictures

(Week in Picture Part)

Starbucks Confidentiality Disclaimer (Content Editor)



News Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Coffee of the Week

(Content Query Tool Part from News)

News

(Content Query Tool Part from News)

More...

News on Starbucks Online

(Content Query Tool Part from News)


More...

The Scoop

(Content Query Tool Part from News)

More...

Starbucks Confidentiality Disclaimer (Content Editor)



Document Library Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Library Home

(Content Editor Part)

Navigation List

(Content Part)


Library Folder View

(Site Hierarchy Part)

Common Documents

(List List Part)

Starbucks Confidentiality Disclaimer (Content Editor)



Document Explorer Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store


Library Folder View

(Site Hierarchy Part)

Document Explorer

(Document List)

Starbucks Confidentiality Disclaimer (Content Editor)



Planning Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Plan Section

(Content)

Alerts

(Table View Part)


Tasks

(Link View Part)

Calendar

(Event List Calendar View Part)

Starbucks Confidentiality Disclaimer (Content Editor)



Email Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations


Work Navigation

Email | Calendar | Self Service | People | Store

Email

(HTML Part)

Starbucks Confidentiality Disclaimer (Content Editor)



Training Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Training Home

(Content Editor Part)


Training Documents Links

(List View Part from Document Library)

Web Based Training (WBT) Links

(List View Part from the WBT Library)

Starbucks Confidentiality Disclaimer (Content Editor)



Manage Inventory Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Manage Inventory HTML

(Content Editor Part)

On-line Ordering

(Links List Part)

Store Inventory

(Page Viewer Part)


Ordering Reports

(Links List Part)

Store Manual

(Page Viewer Part)

Starbucks Confidentiality Disclaimer (Content Editor)



Hire & Staff Wireframe

Retail Store Portal Redesign Project: To-Be Documentation

Author: CD Evans

2006-08-01 T11:45am

Starbucks Retail Store Portal

Stock/Partner & Store Counts

Login/Logout/Welcome

Help Pages

Logo

Site/Page Title

Seasonal Image

Search Module and Culture Navigation

Search | News | Documents | Locations

Work Navigation

Email | Calendar | Self Service | People | Store

Hire & Staff HTML

(Content Editor Part)

Hire & Staff Forms

(List View Part)

Hire & Staff - Tools

(List View Part)

Links Designer - Internal - TMS & External - Talent

Job Application Portal

(Content)

Starbucks Confidentiality Disclaimer (Content Editor)

Vodafone

Global Intranet Redesign

2005

Case Study

Global Intranet

Summary

Vodafone needed design and development consulting for the Vodafone Global Communications and Document Platform. With Sapient, I worked to develop a prototype for the new Global Vodafone Intranet. The resulting design was awarded a top ranking that year by the Nielsen Norman Group.

Problem

The global intranet for Vodafone was not being used; it was full of functionality that was not a priority for the employees, and over time, it had become a mess of unwanted features. Vodafone wanted a brand new intranet that would connect its newly integrated network of regional offices.

Solution

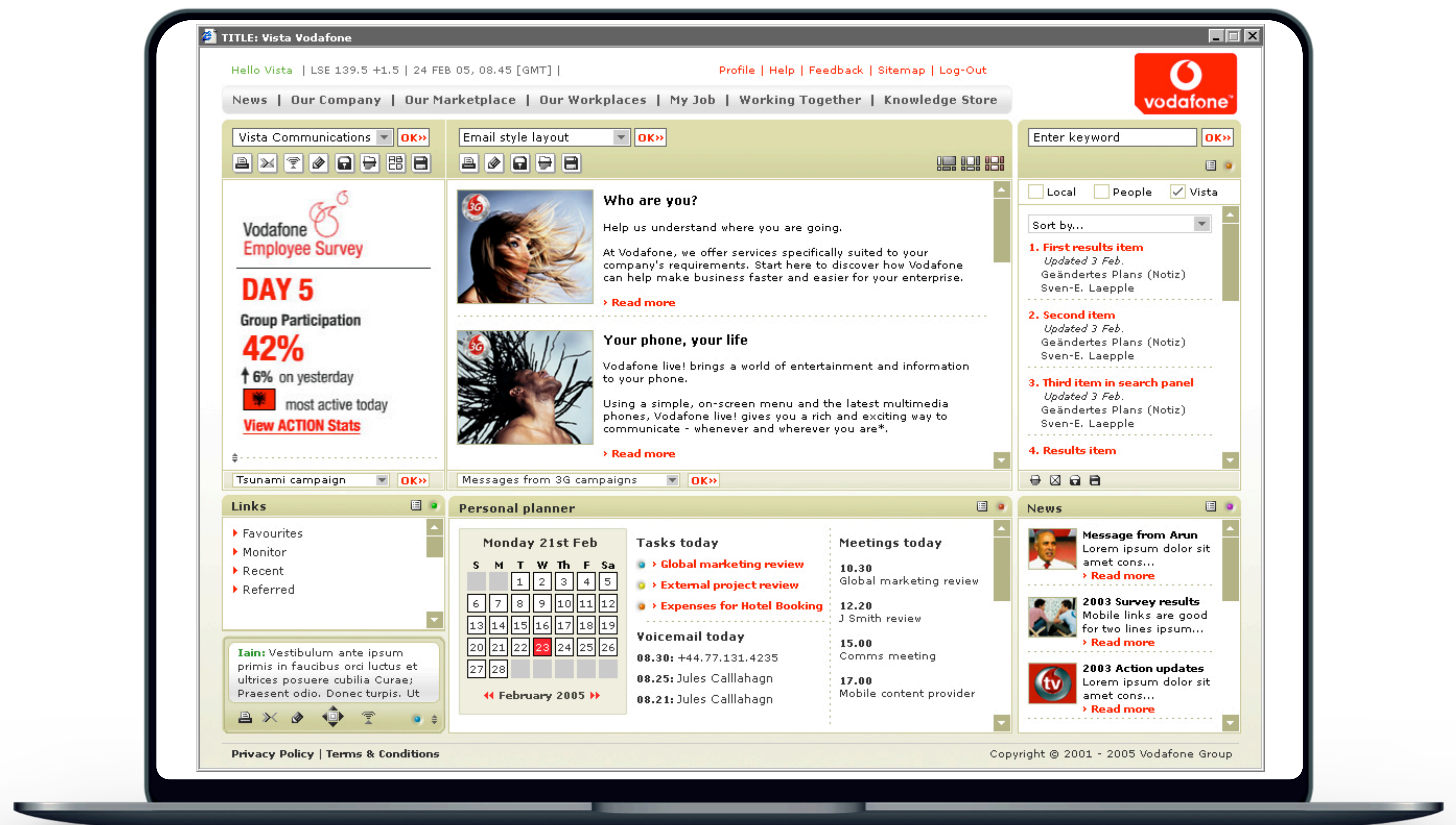
I presented the design, alongside technical and business consultation work to the Vodafone Global Council, who were happy to see the work progress into development. I solved the company's needs from not only the design standpoint, but we also met the objectives from technical and business perspectives.

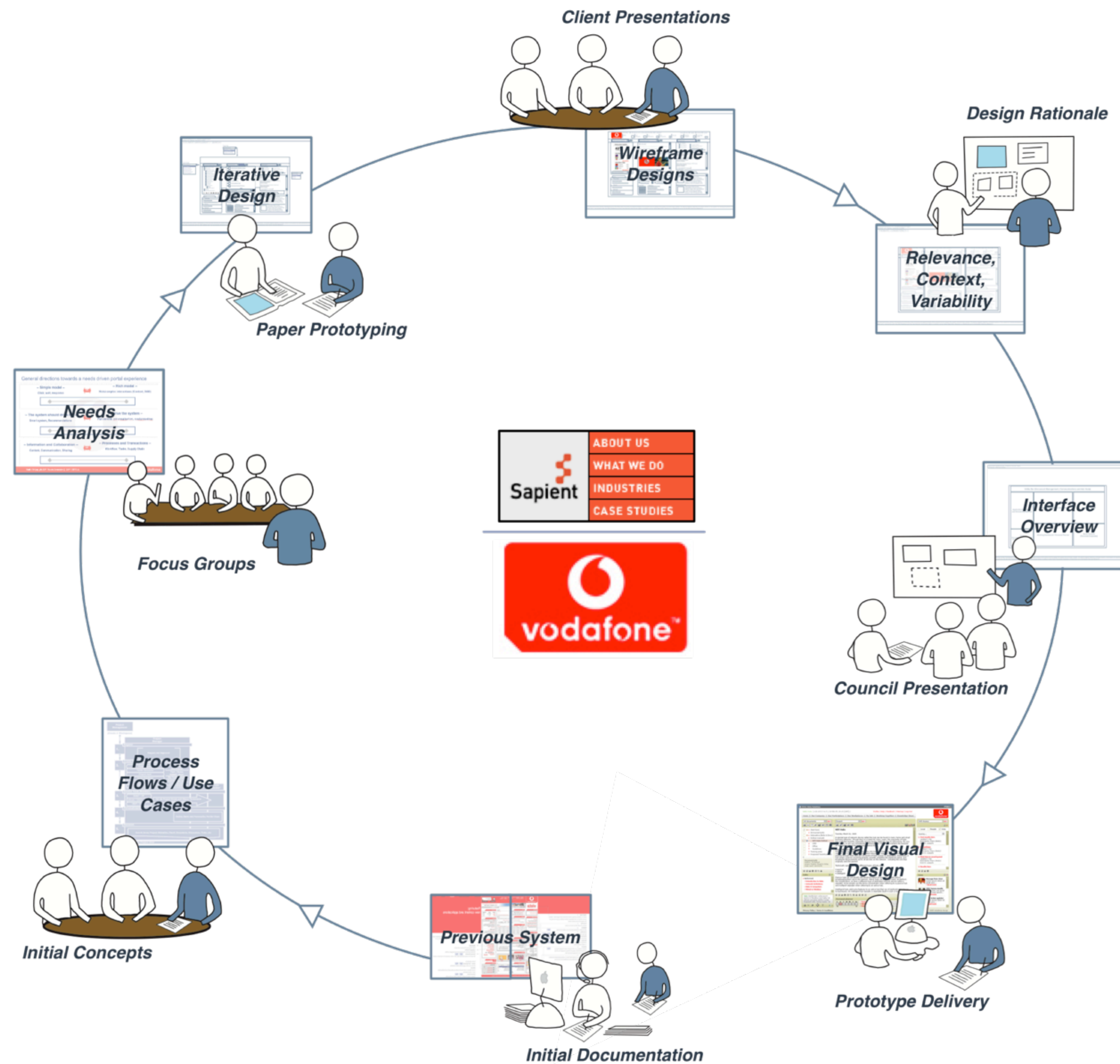
Process

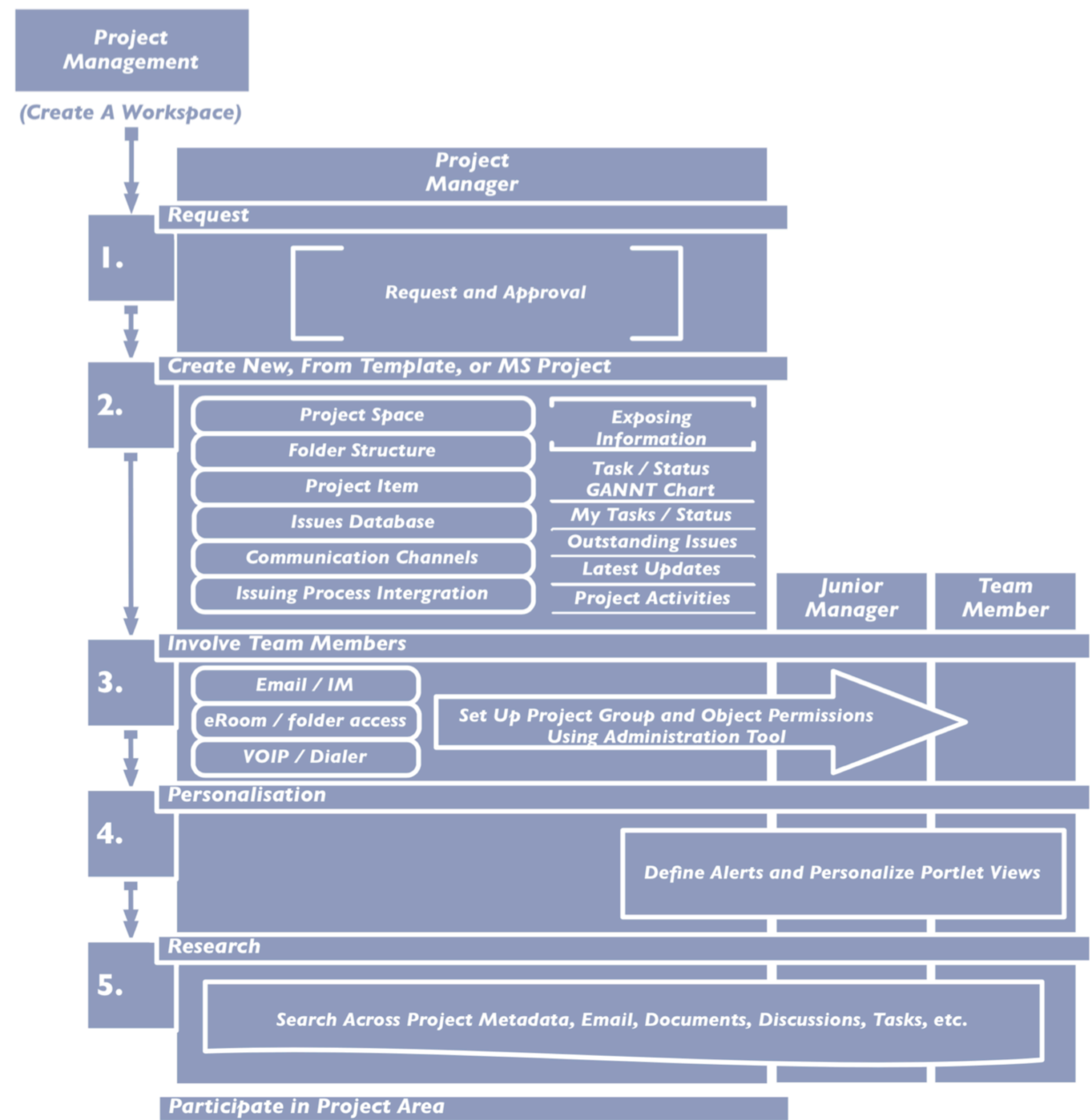
We brought Vodafone employees from all global regions to Sapient's offices in Dusseldorf for requirements gathering and design workshops for the redesign. The resulting design is from several UX workshops, concept designs, prototyping and refinement over a period of 4-6 months. I later presented the project at the IA Summit, and many people appreciated my use of conceptual frameworks in this project.

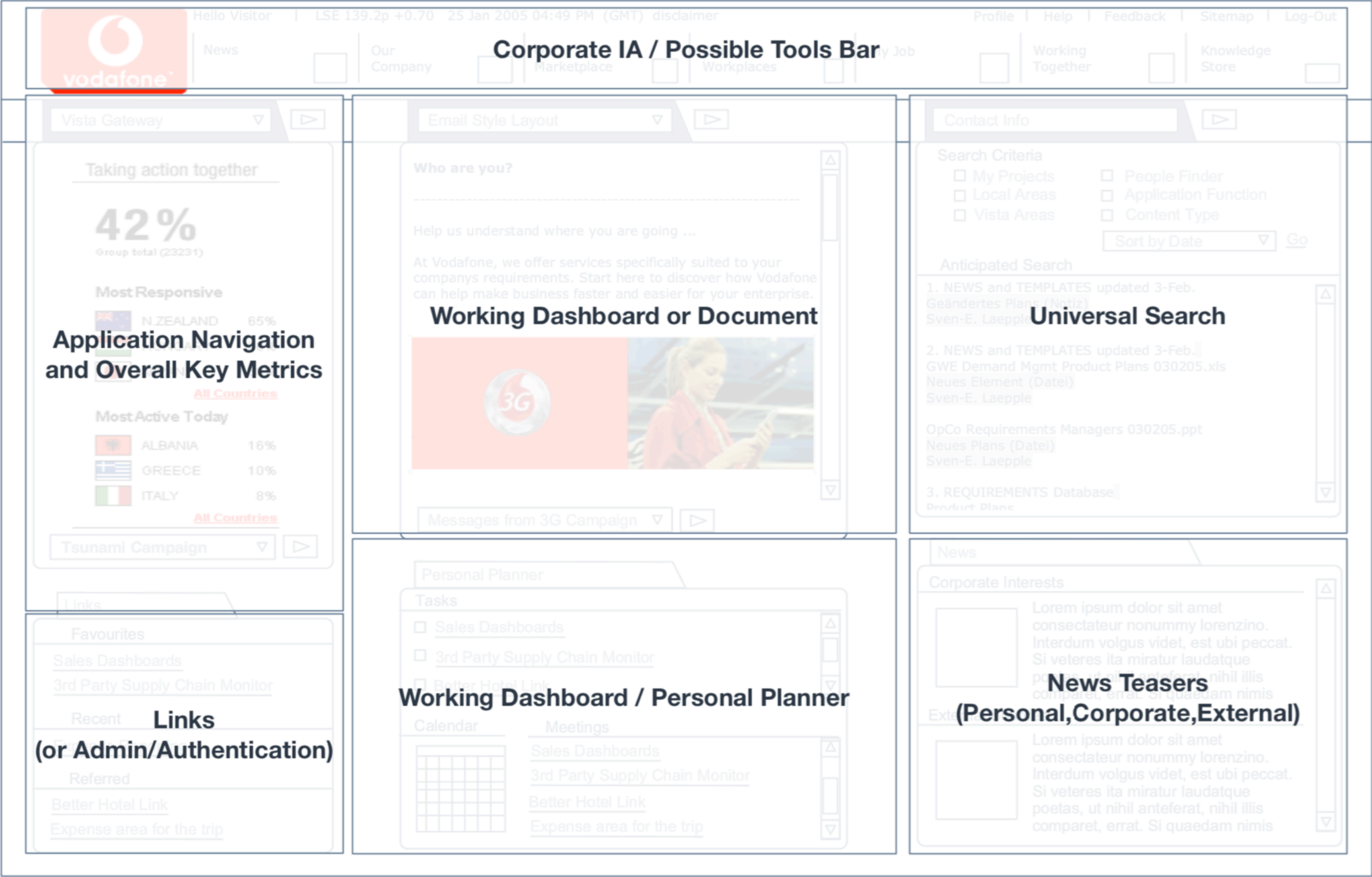
Conclusion

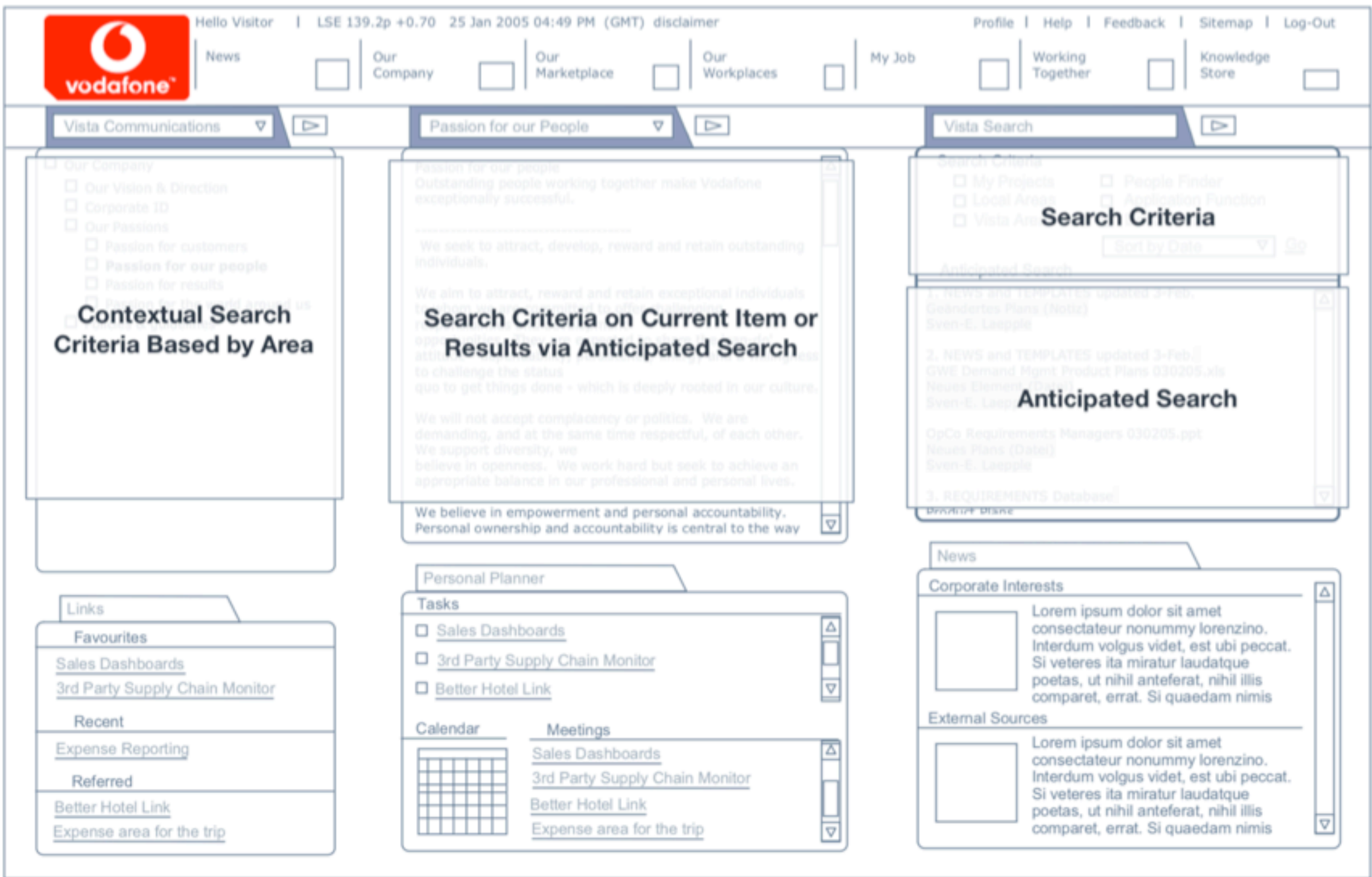
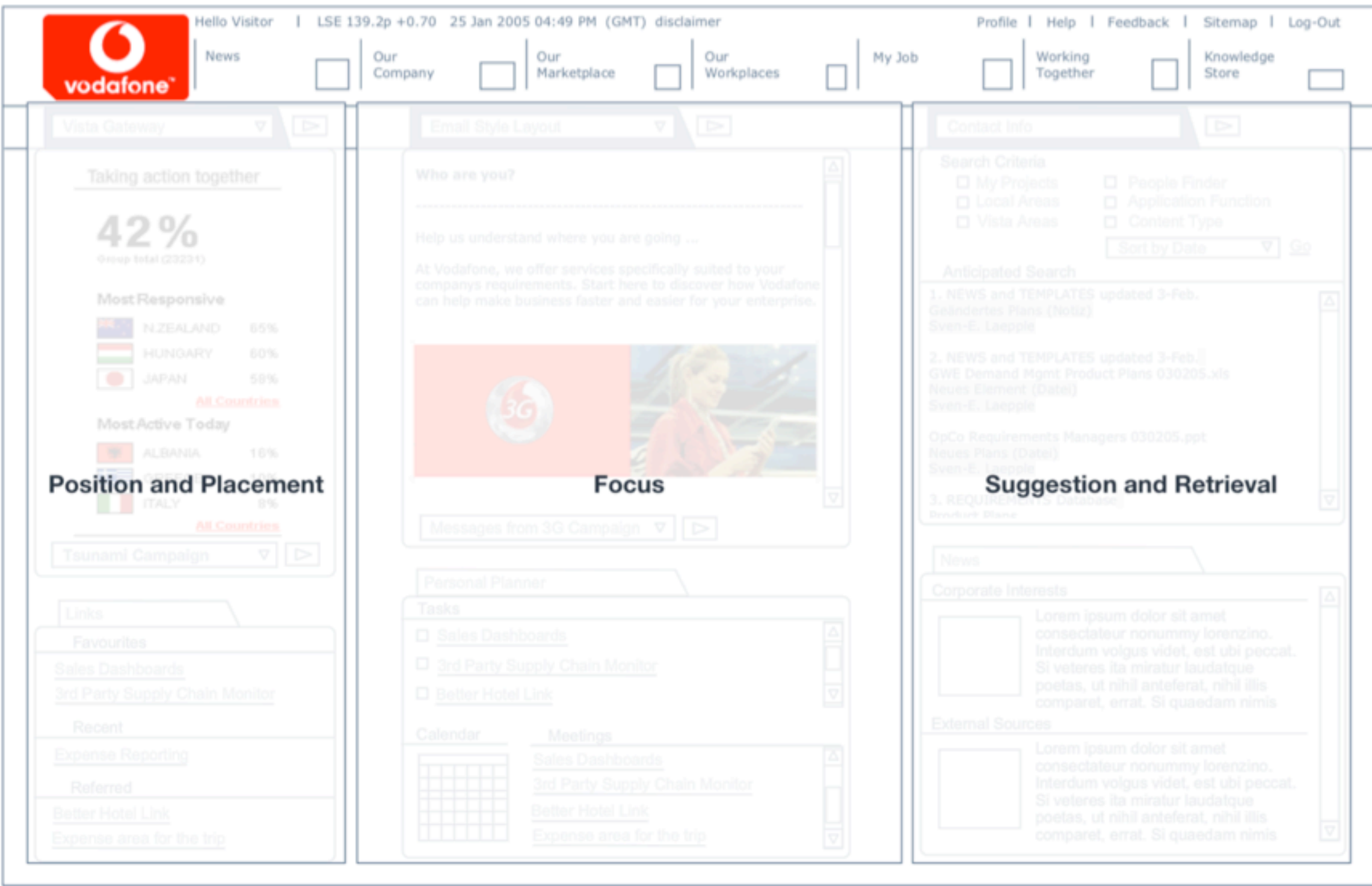
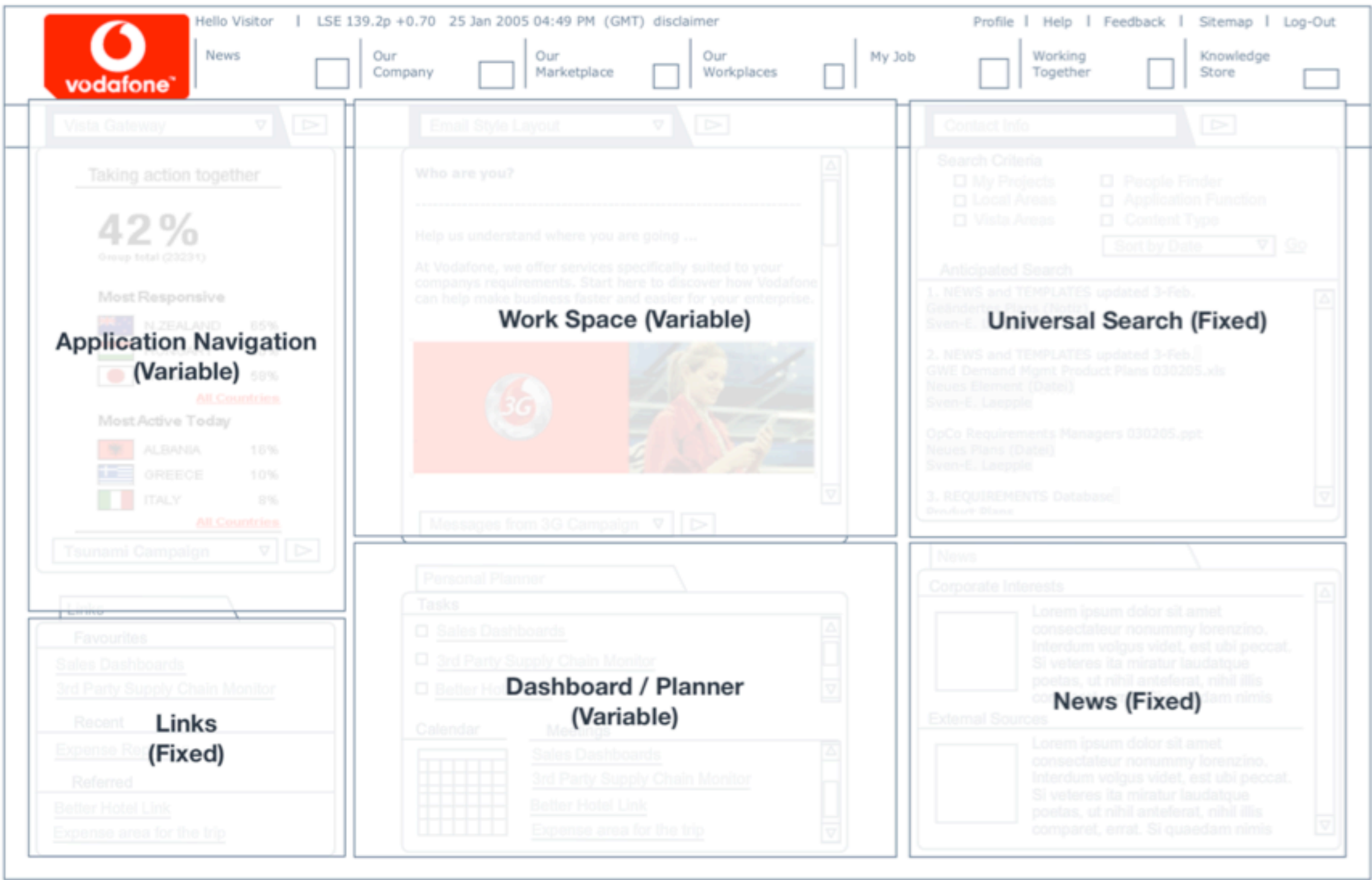
As the work was recognised as a top internet of the year by NNNG, it was obviously a success. The Global Council presentation went very well, and all the stakeholders were pleased with their specific needs and requirements being achieved.



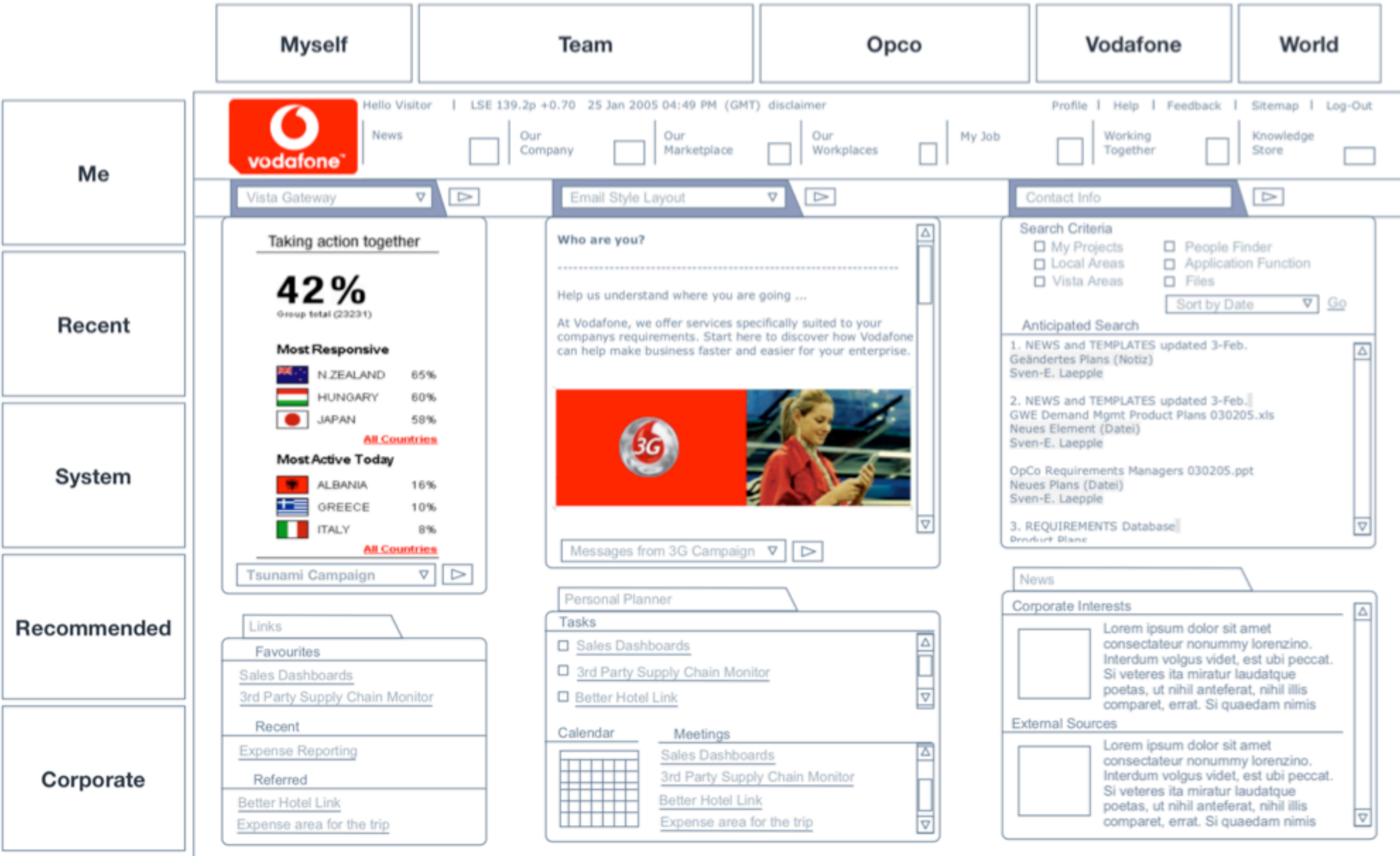




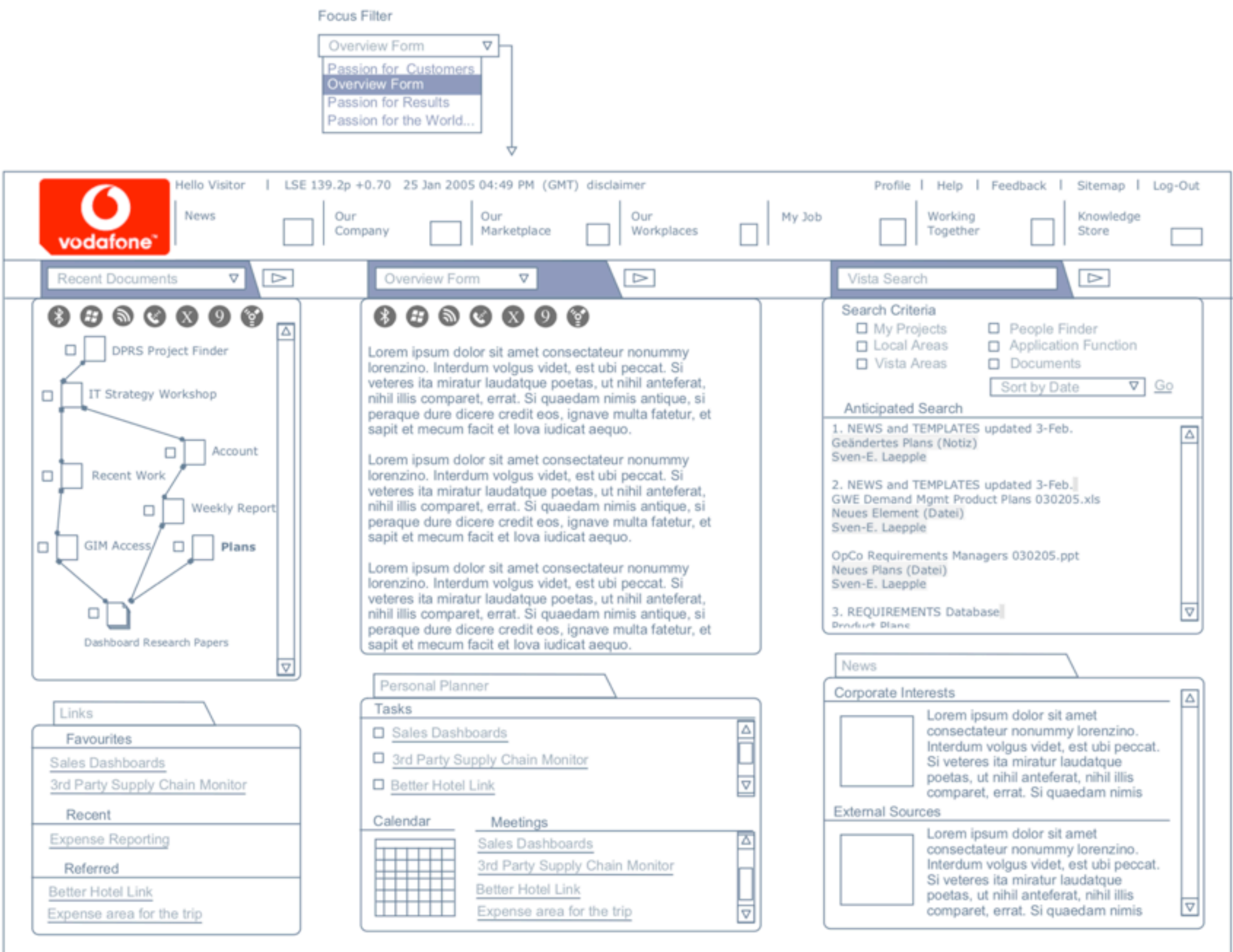
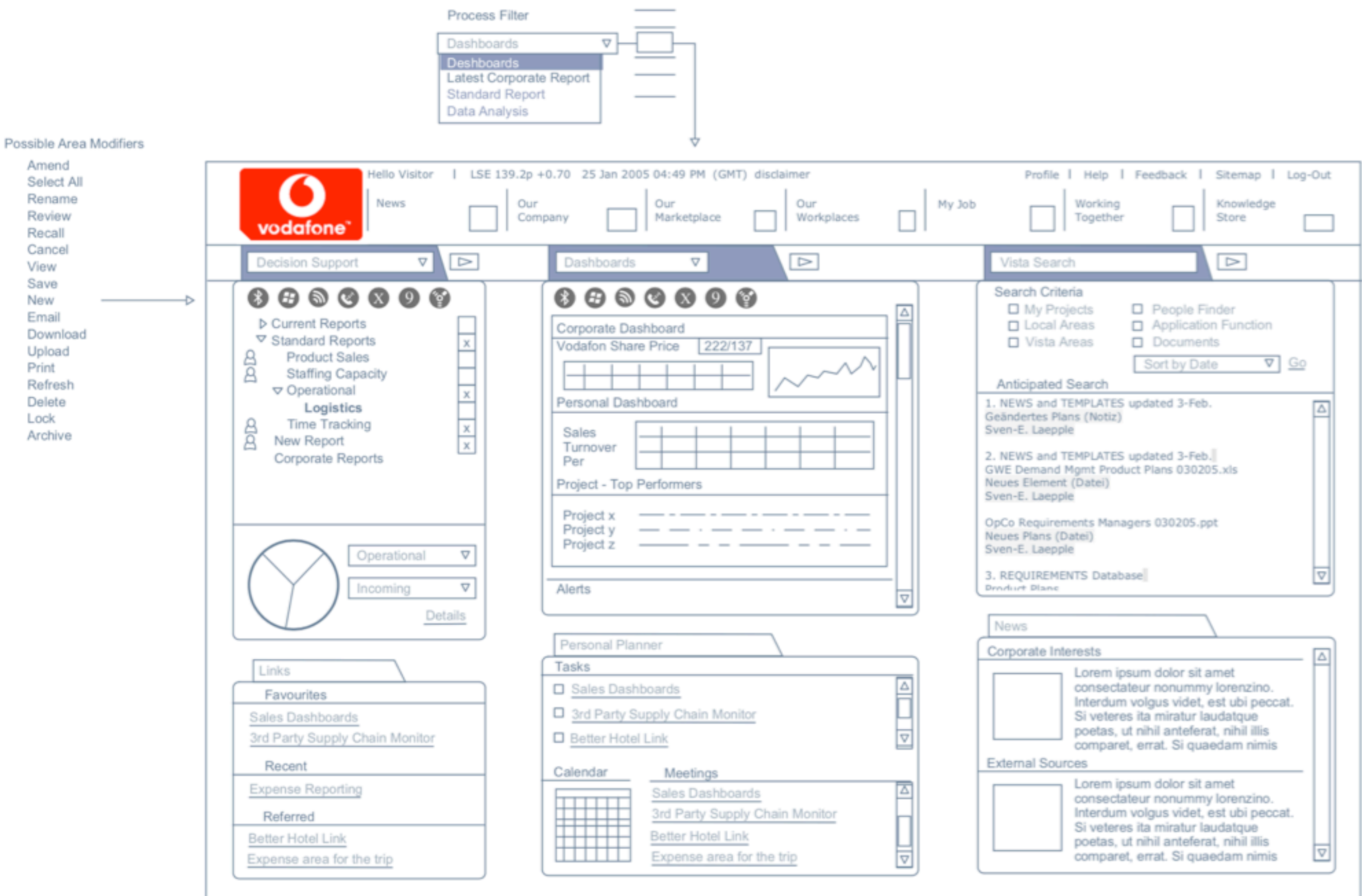
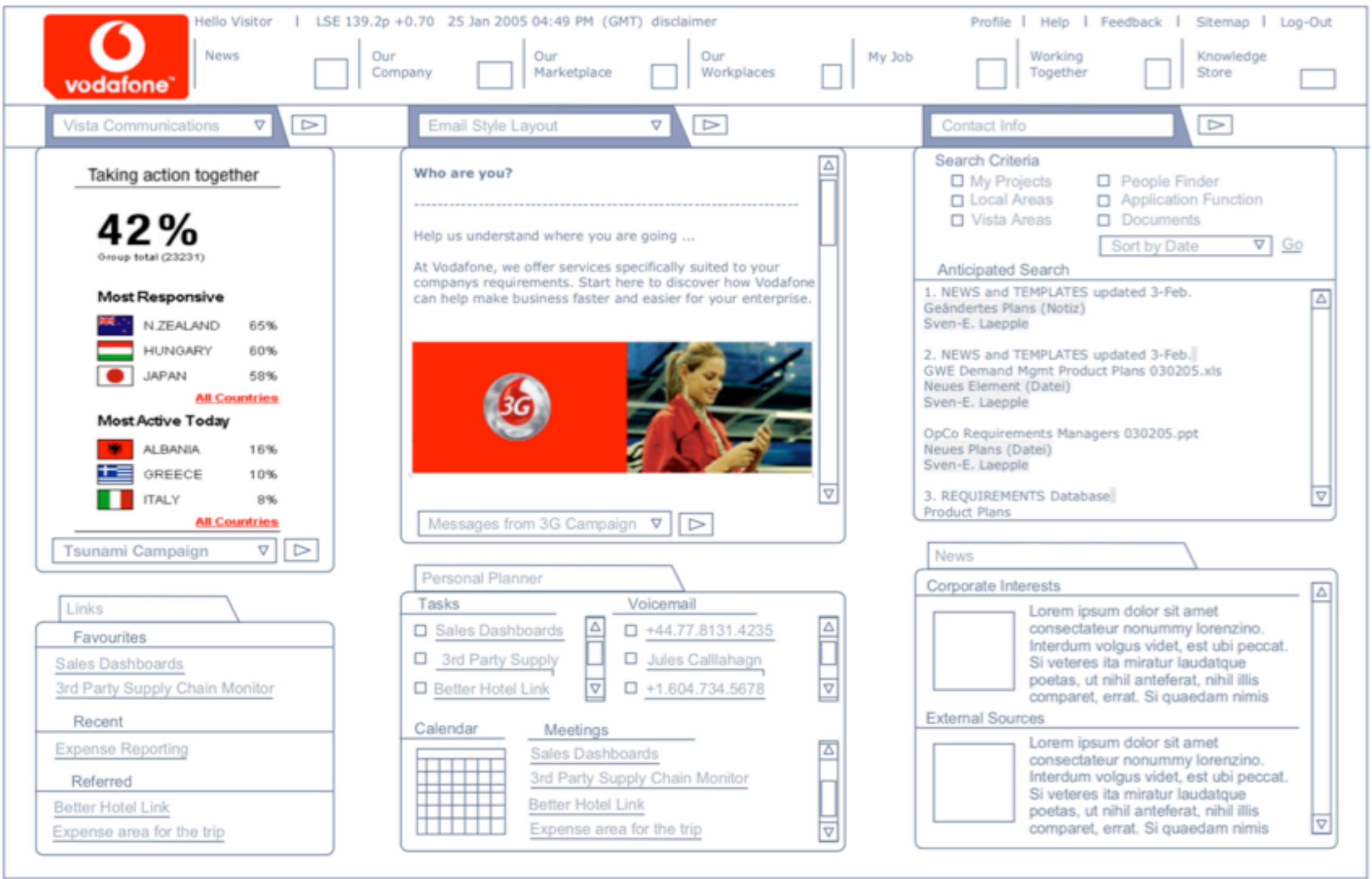
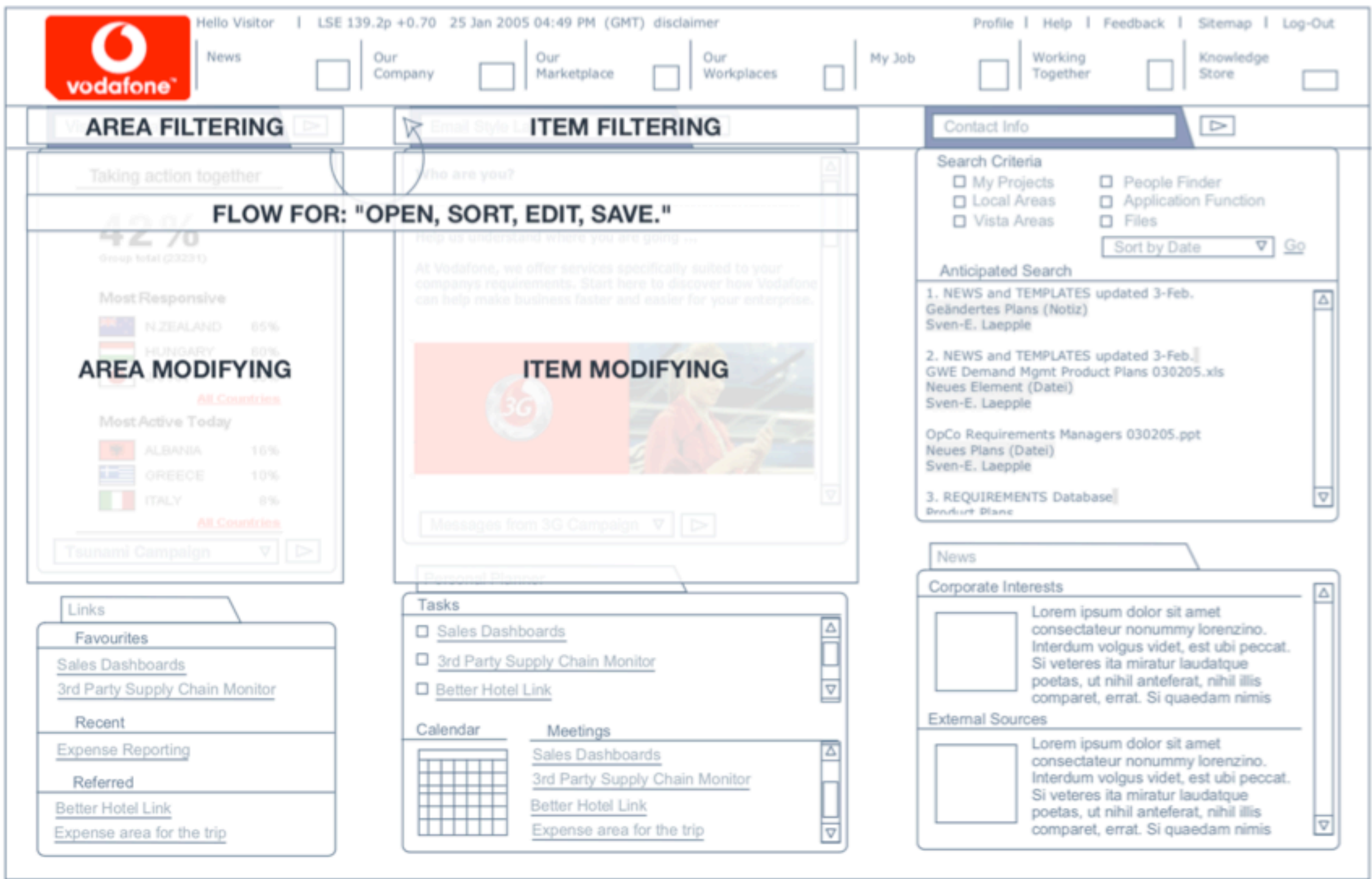




Focus Filter
Sort by Date
Sort by Onco
Sort by Date
Sort by Type
Sort by Language



System / Selection



TITLE: Vista Vodafone

Hello Vista | LSE 139.5 +1.5 | 24 FEB 05, 08.45 [GMT] | [Profile](#) | [Help](#) | [Feedback](#) | [Sitemap](#) | [Log-Out](#)

[News](#) | [Our Company](#) | [Our Marketplace](#) | [Our Workplaces](#) | [My Job](#) | [Working Together](#) | [Knowledge Store](#)

Navigation:

- All project areas **OK>>**
- Leeds centre dashboard **OK>>**

Project Areas:

- ☐ Highbury project
- ☐ Leeds centre
- ☐ Wiki
- ☒ **Dashboard**
- ☒ Functional design
- ☐ Graphical design
- ☐ Technical design
- ☐ Product test
- ☐ User-acceptance Test
- ☒ Development
- ☐ Project mangement
- ☐ Milton keynes
- ☒ Petersfield
- ☐ Barnes

Tasks:

Tasks	Start	Due	Status	Complete	
<input type="checkbox"/> Leeds VSG	04/02/05	04/02/05	ON	-----	Details
<input type="checkbox"/> Bill & Sarah	10/12/04	10/12/04	LAG	-----	Details
<input type="checkbox"/> Warrick Road	30/10/04	30/10/04	ON	-----	Details
<input type="checkbox"/> Ocean Drive	01/10/04	01/10/04	ON	-----	Details
<input type="checkbox"/> Local area	19/04/04	19/04/04	ON	-----	Details
<input type="checkbox"/> Community support	13/12/04	13/12/04	LAG	-----	Details
<input type="checkbox"/> Documents	04/02/05	04/02/05	NA	-----	Details
<input type="checkbox"/> Templates	10/12/04	10/12/04	ON	-----	Details

Retention loads:

45% Vital
45% Potential
10% Possible

Donec mi orci, gravida eu, mattis et, fringilla ut, felis.
Donec mi orci, gravida eu, mattis et, fringilla ut, felis.

Predictive license:

+250
+100

> Auris vel nisl fringilla mi dignissim cons equat.
> Det massa eu enim convallis congue wuis ser.
> Auris vel nisl fringilla mi dignissim cons equat.
> Det massa eu enim convallis congue wuis ser.

Comms organigram

Links:

- Favourites
- Monitor
- Recent
- Referred

News:

- Message from Arun**
Lorem ipsum dolor sit amet cons...
[Read more](#)
- 2003 Survey results**
Mobile links are good for two lines ipsum...
[Read more](#)
- 2003 Action updates**
Lorem ipsum dolor sit amet cons...
[Read more](#)

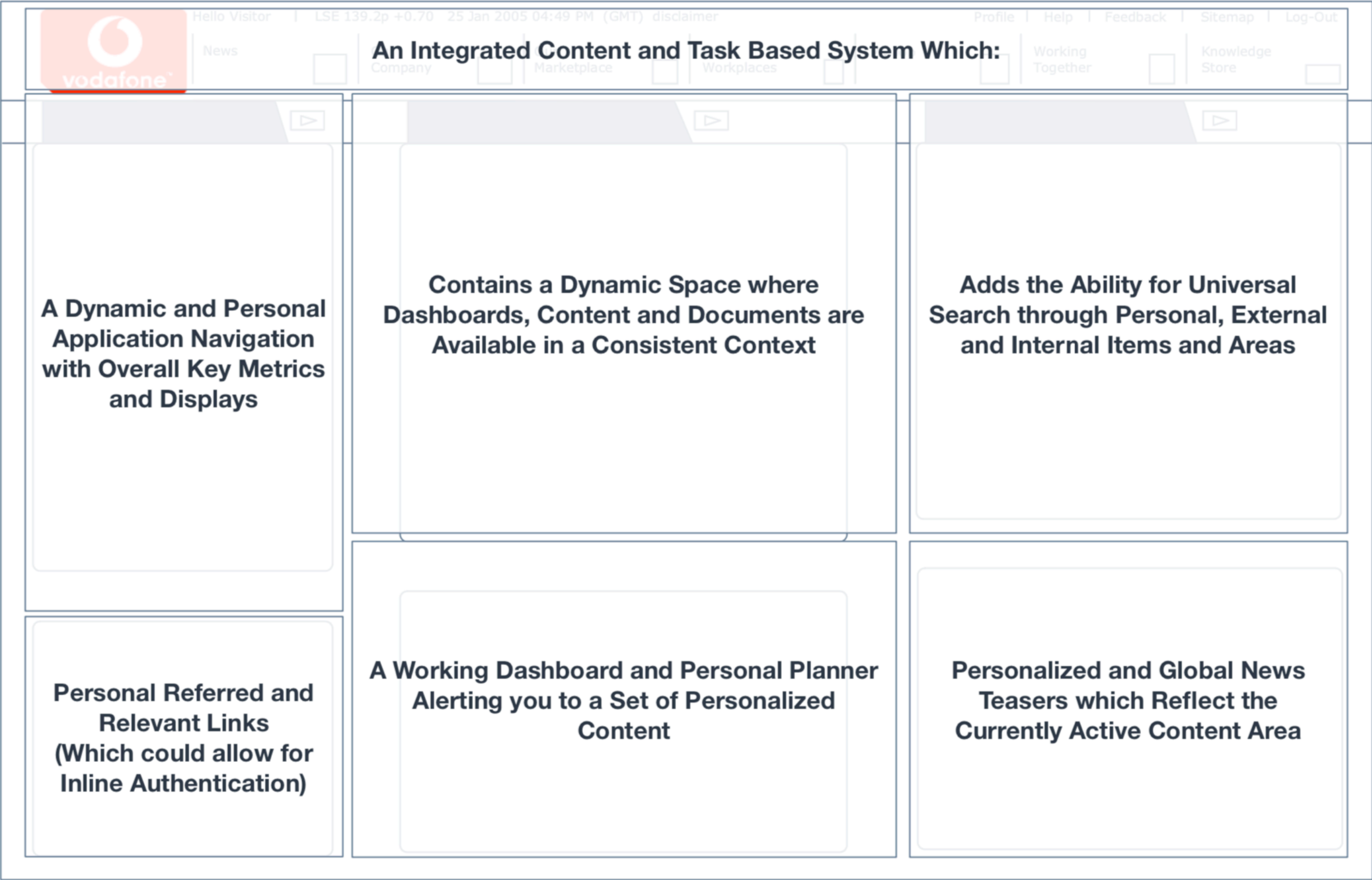
Personal planner:

S	M	T	W	Th	F	Sa
20	21	22	23	24	25	26

Tasks today: * Global marketing review
Meetings today: * External project review
Voicemail today: * Expenses for Hotel Booking

Footer:

[Privacy Policy](#) | [Terms & Conditions](#) | Copyright © 2001 - 2005 Vodafone Group



Gametrac Gizmondo

Mobile Gaming Device OS

2004

Case Study

Gaming Device OS

Summary

I was asked by Instrata in Cambridge to consult on the Gametrac handheld gaming unit, to design the operating system and navigation for the innovative device. This portable unit was designed for children and teens and featured text messaging, camera and photos, audio and video media playback and a gps locator.

Problem

At the time, mobile gaming was primarily offline. This device was created to compete with the N-Gage device by using advanced hardware with SD games. The plan was to surpass Nokia by using newly popular mobile phone features like messaging, camera and video, and networked gaming.

Solution

The design solution consisted of a UI framework based on a consistent information architecture for the operating system. This operating system was designed to facilitate easy switching of apps and convenient methods of communicating while gaming or taking a photo. At the time, this product was quite revolutionary.

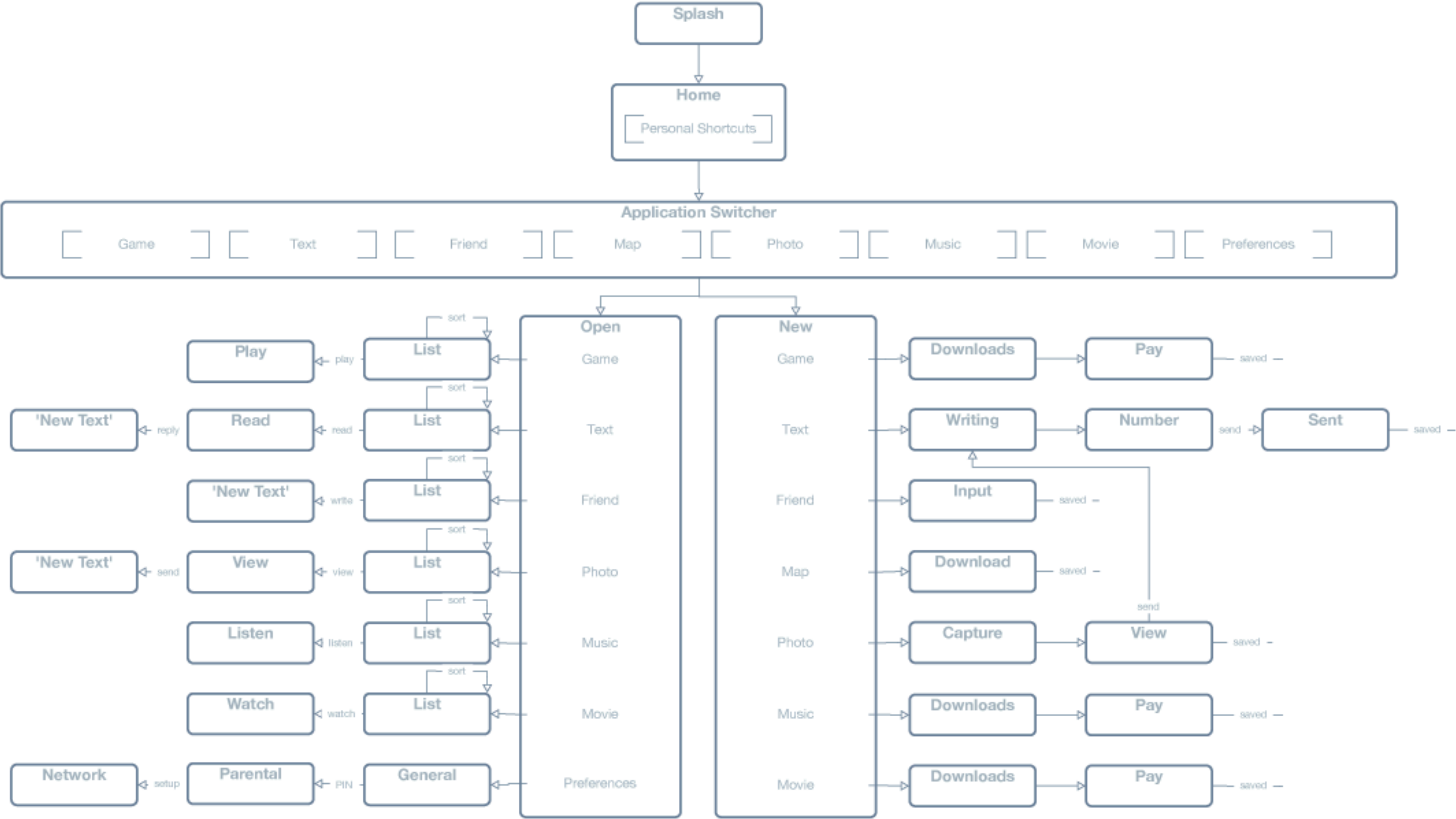
Process

Initially, I worked with Instrata doing user tests and developing personas to develop a solid UI framework based on process flows. This was followed by paper prototyping, where I developed an initial User Interface and the Information Architecture for the operating system. Also, I invented a suitable model for Text Entry via a Joypad.

Conclusion

The device was a breakthrough in both mobile technology and portable gaming. The operating system I designed kept in line with Apple guidelines while keeping a priority focus on hardware based navigation.



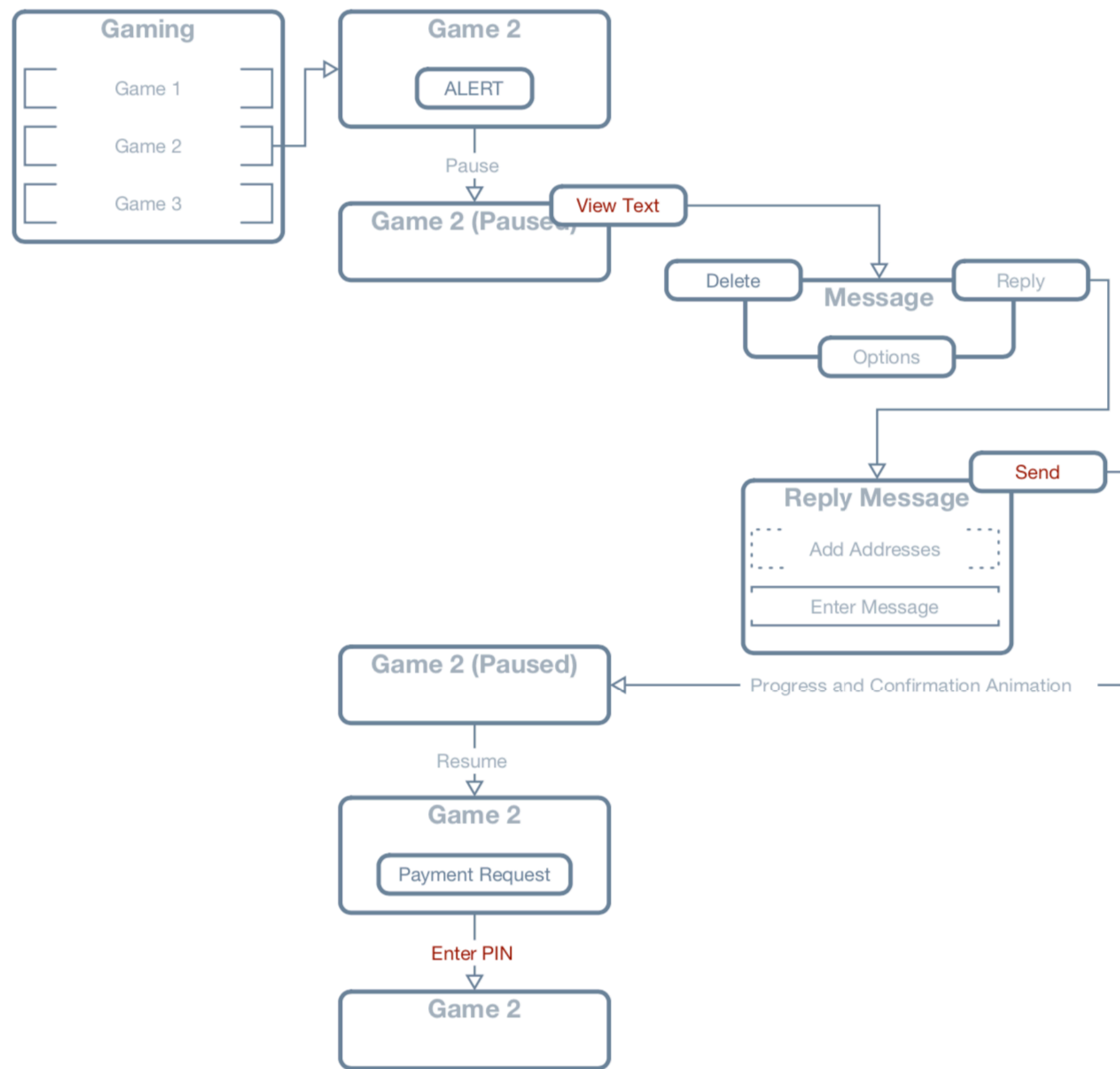


Gametrac

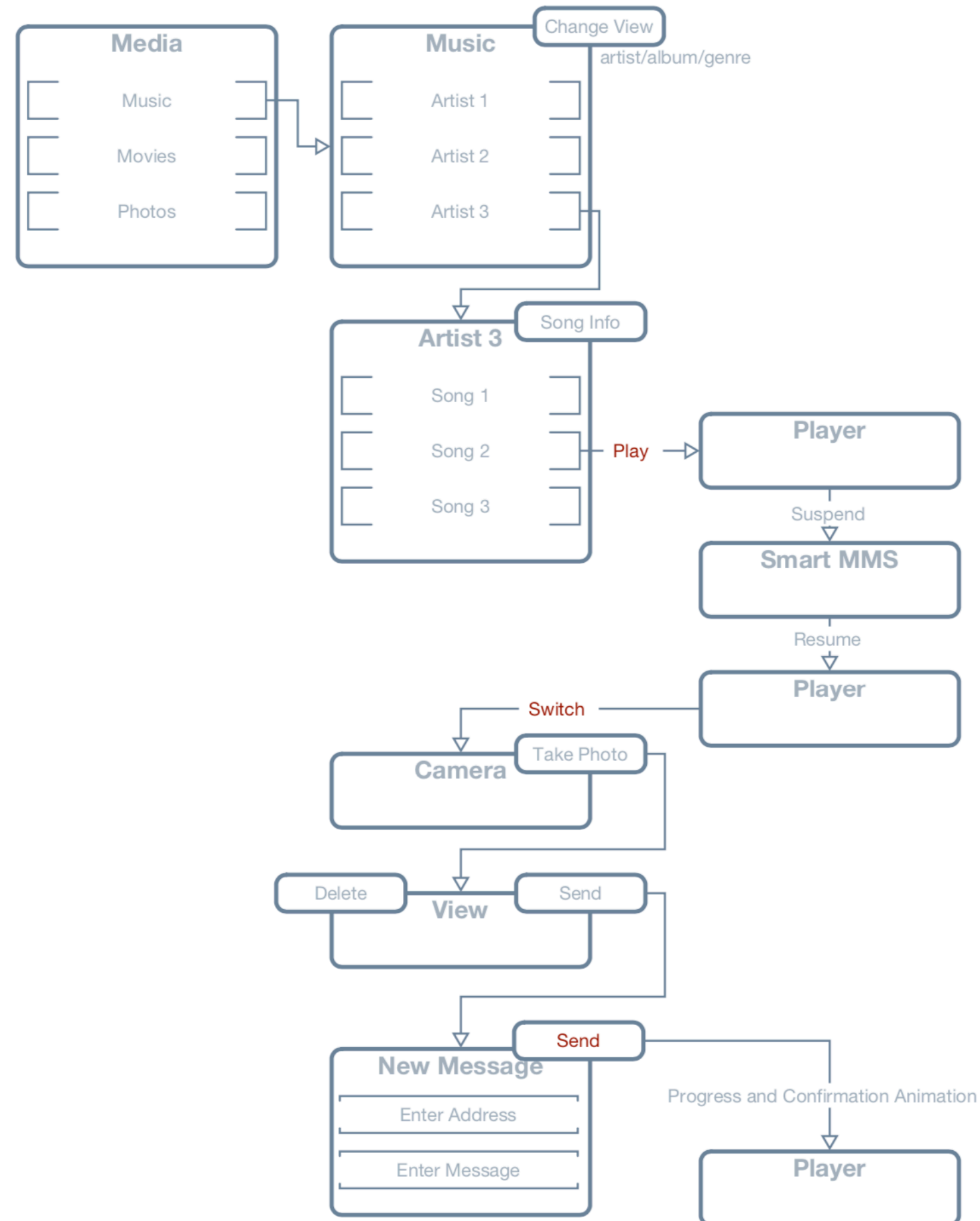
Scenario Based Prototyping

Gaming Device OS

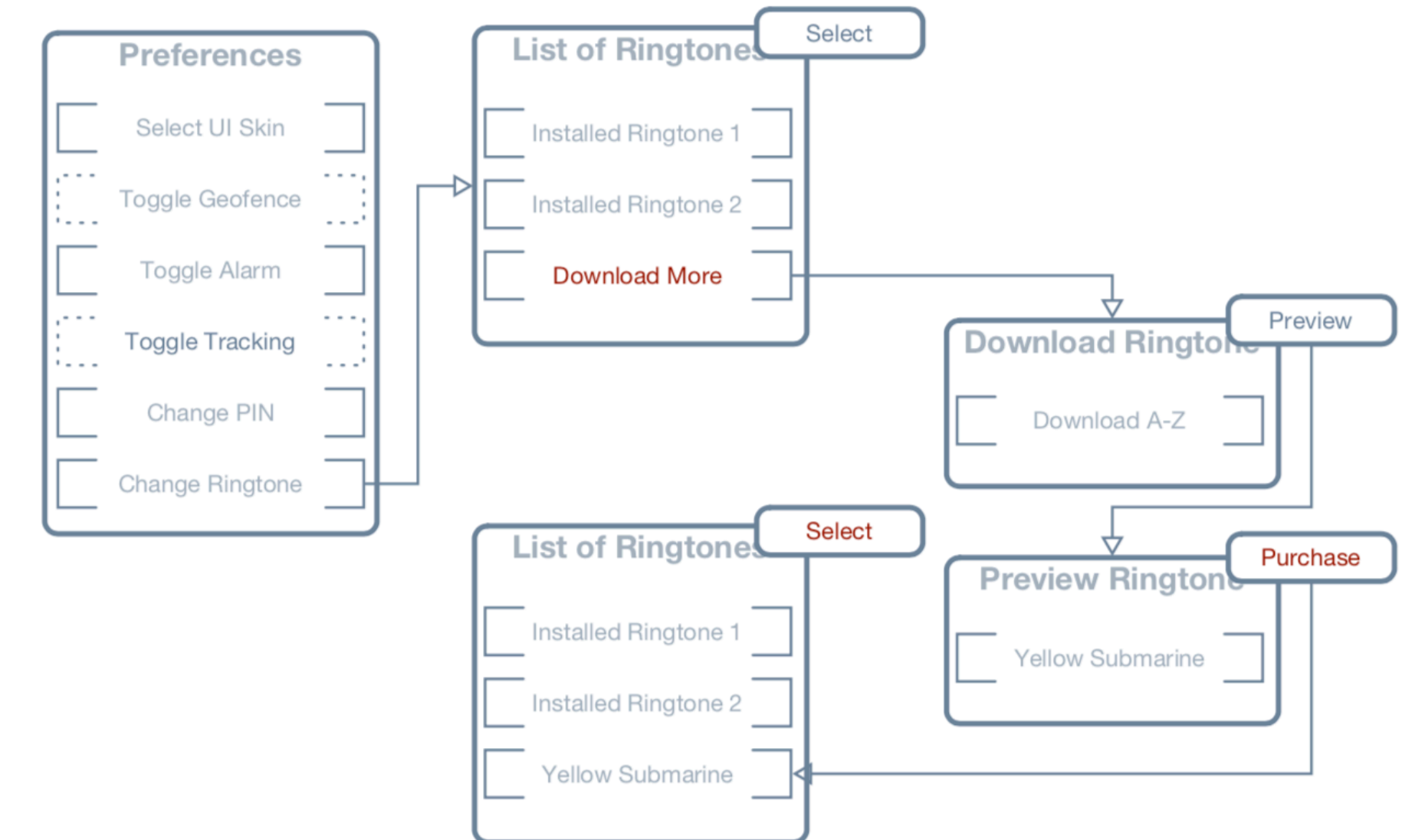
SCENARIO 1//



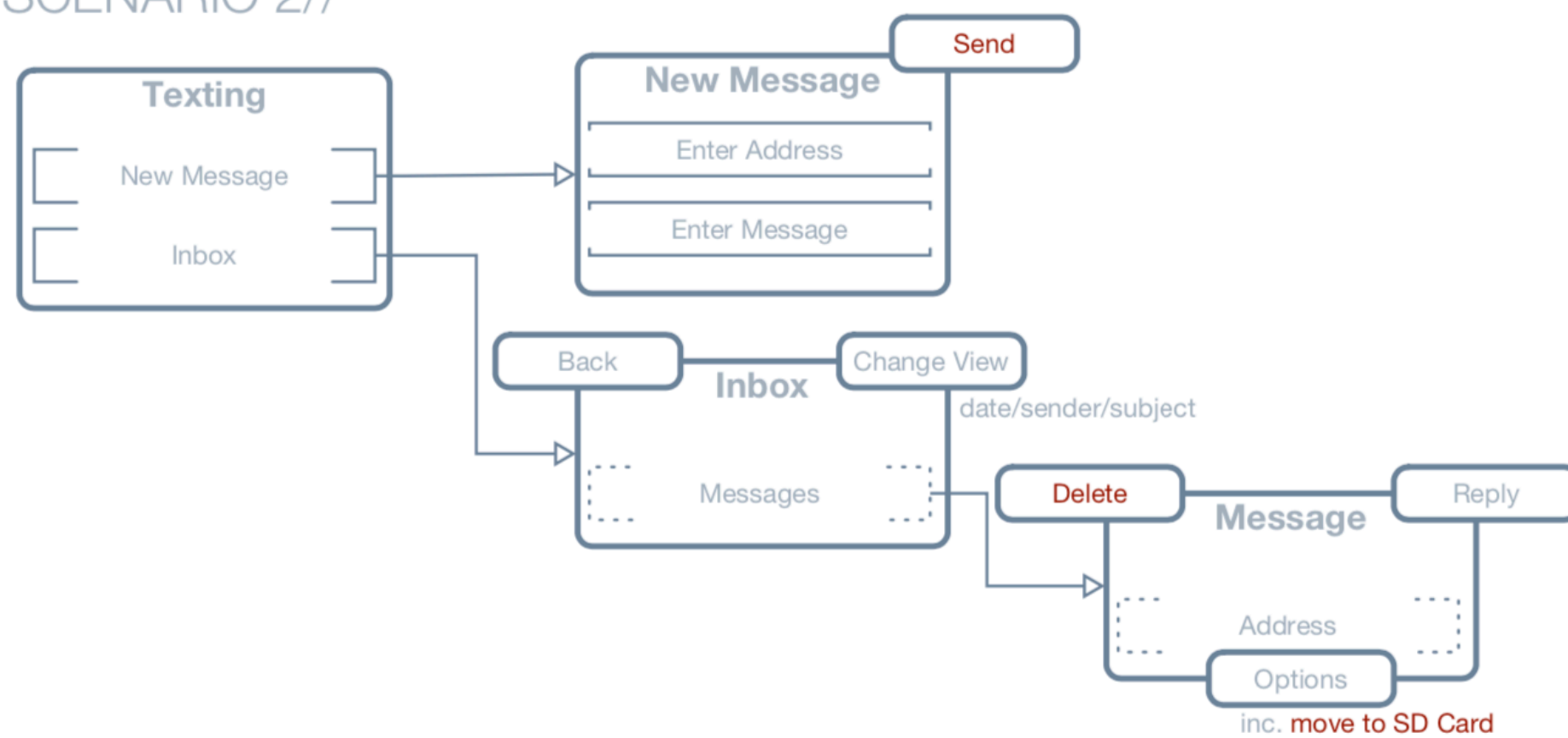
SCENARIO 3//



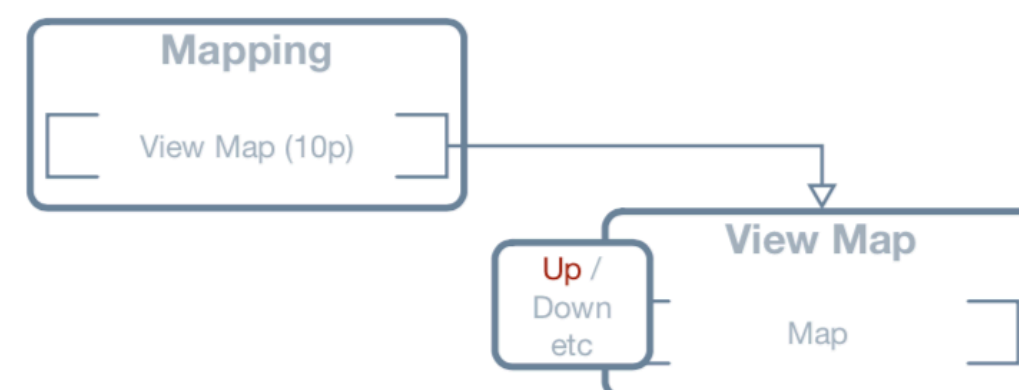
SCENARIO 5//



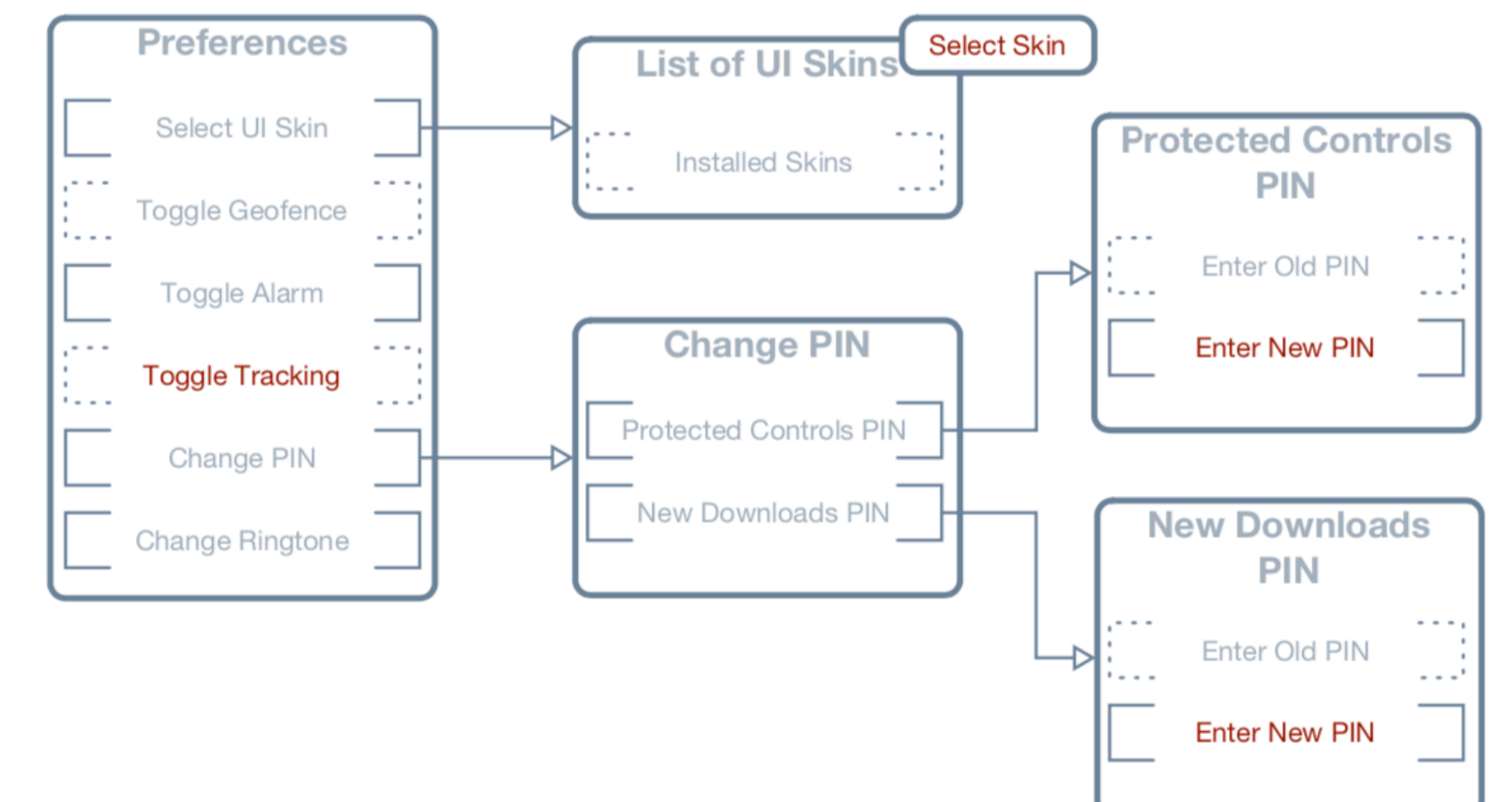
SCENARIO 2//



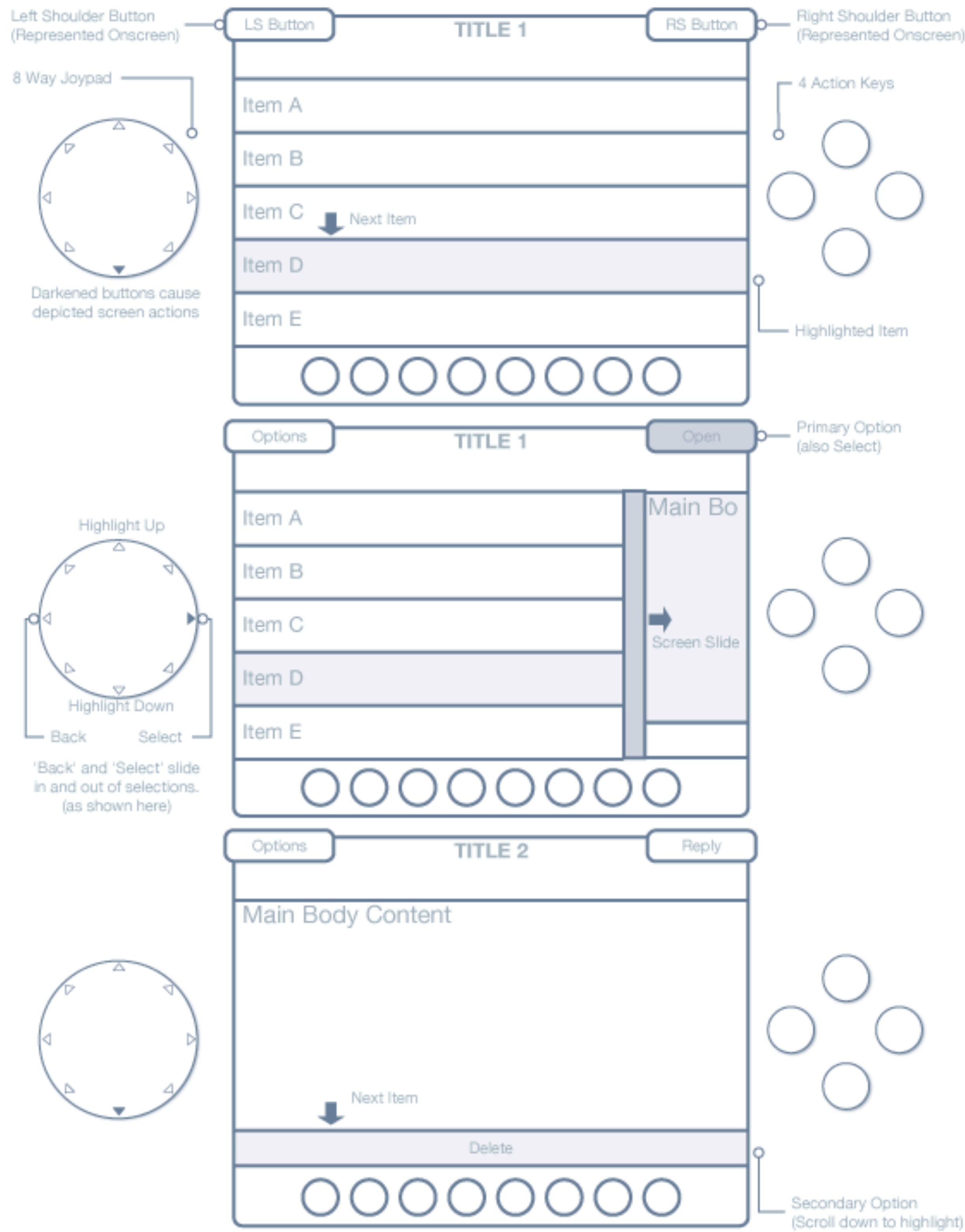
SCENARIO 4//



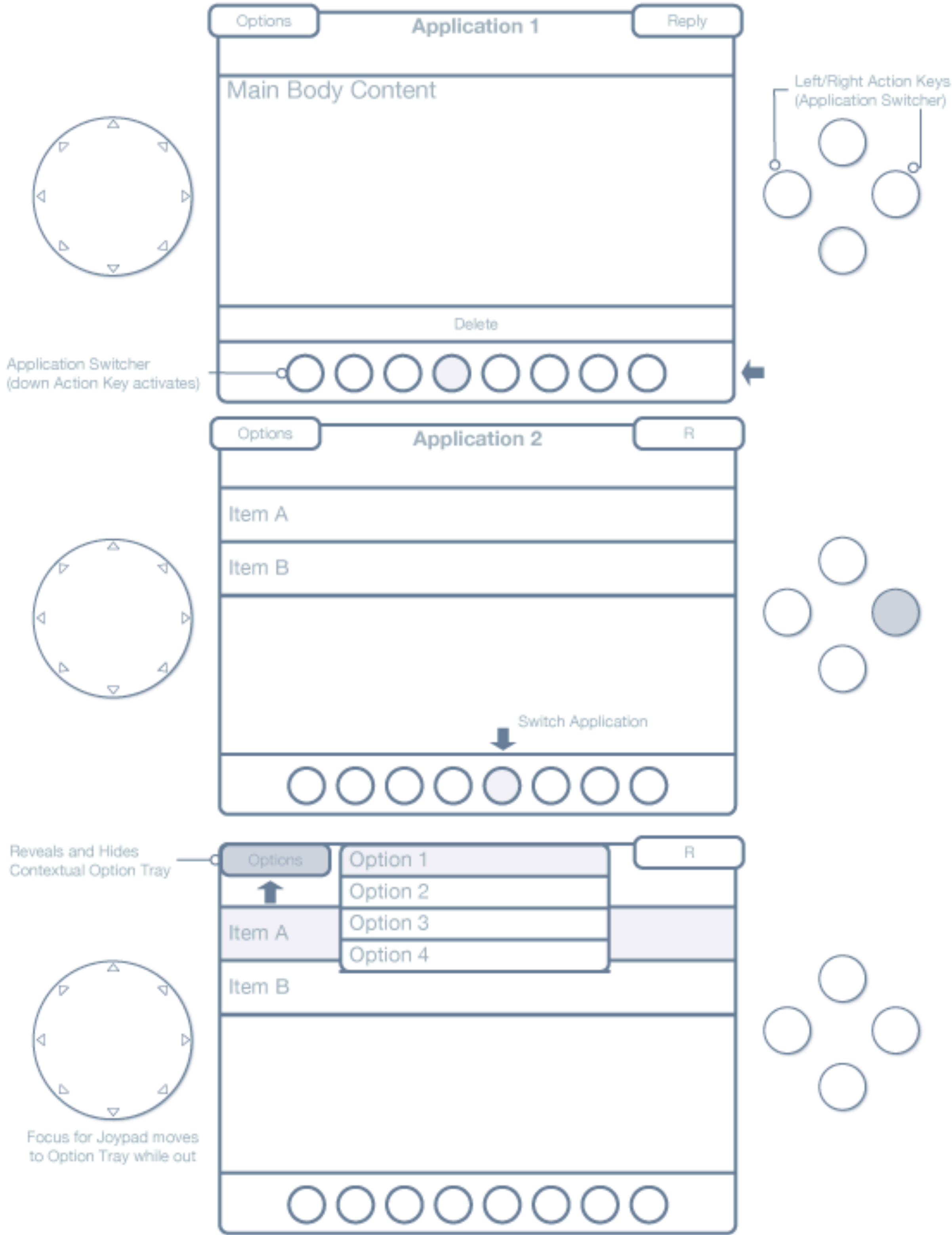
SCENARIO 6//



ITEM NAVIGATION DEFINITIONS//



APPLICATION NAVIGATION DEFINITIONS//



Gametrac

Joypad Based Text Editing

Gaming Device OS



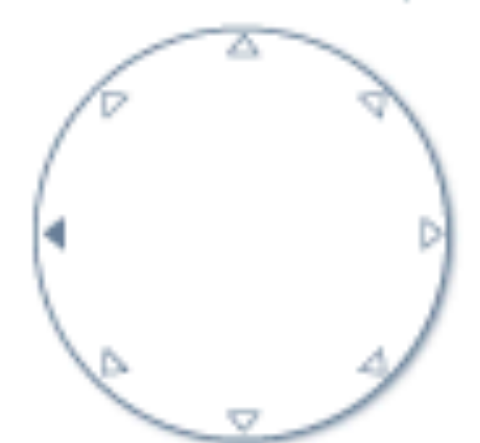
Then press 'Up' to
insert character at
cursor position
(cursor bounces back to
'Space' at beginning)



Press 'Select' twice to
choose the word

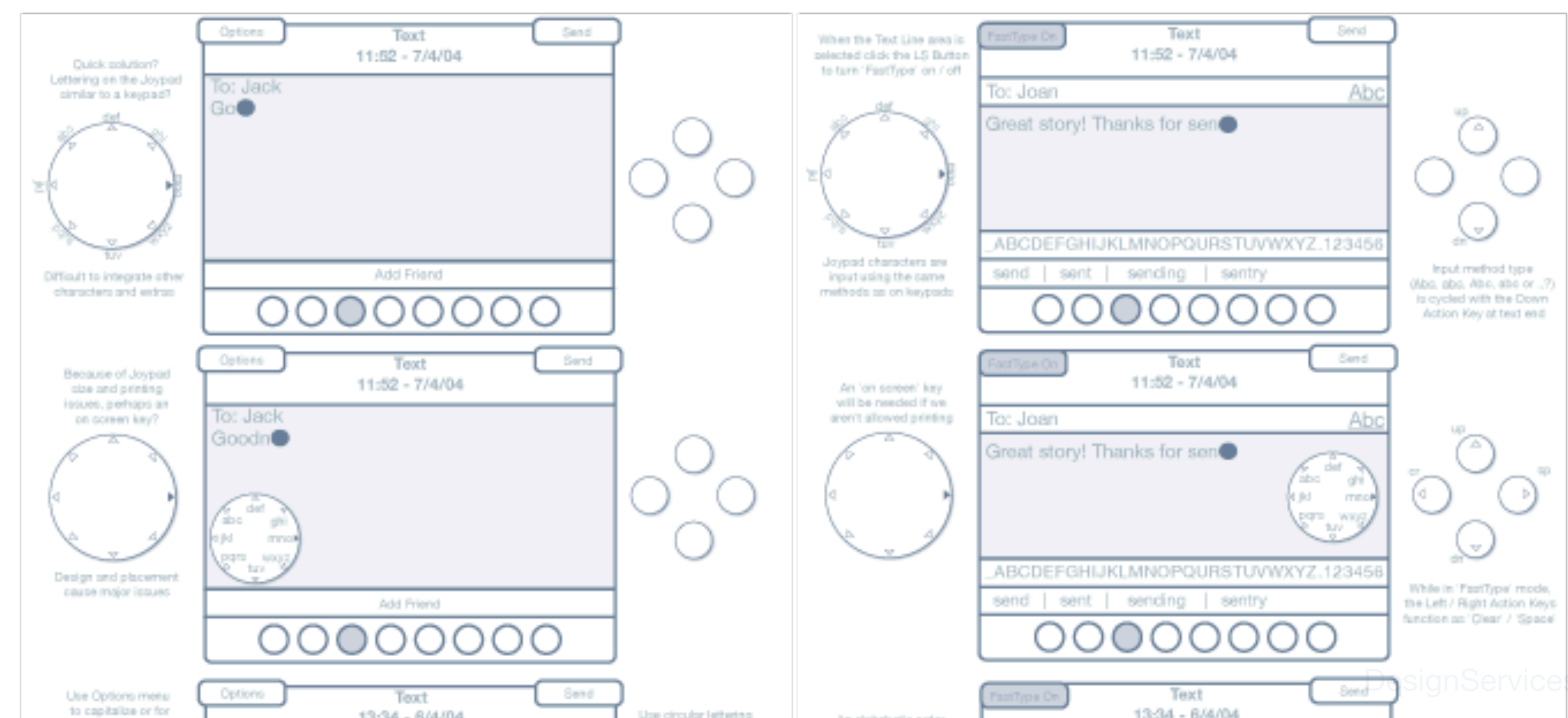
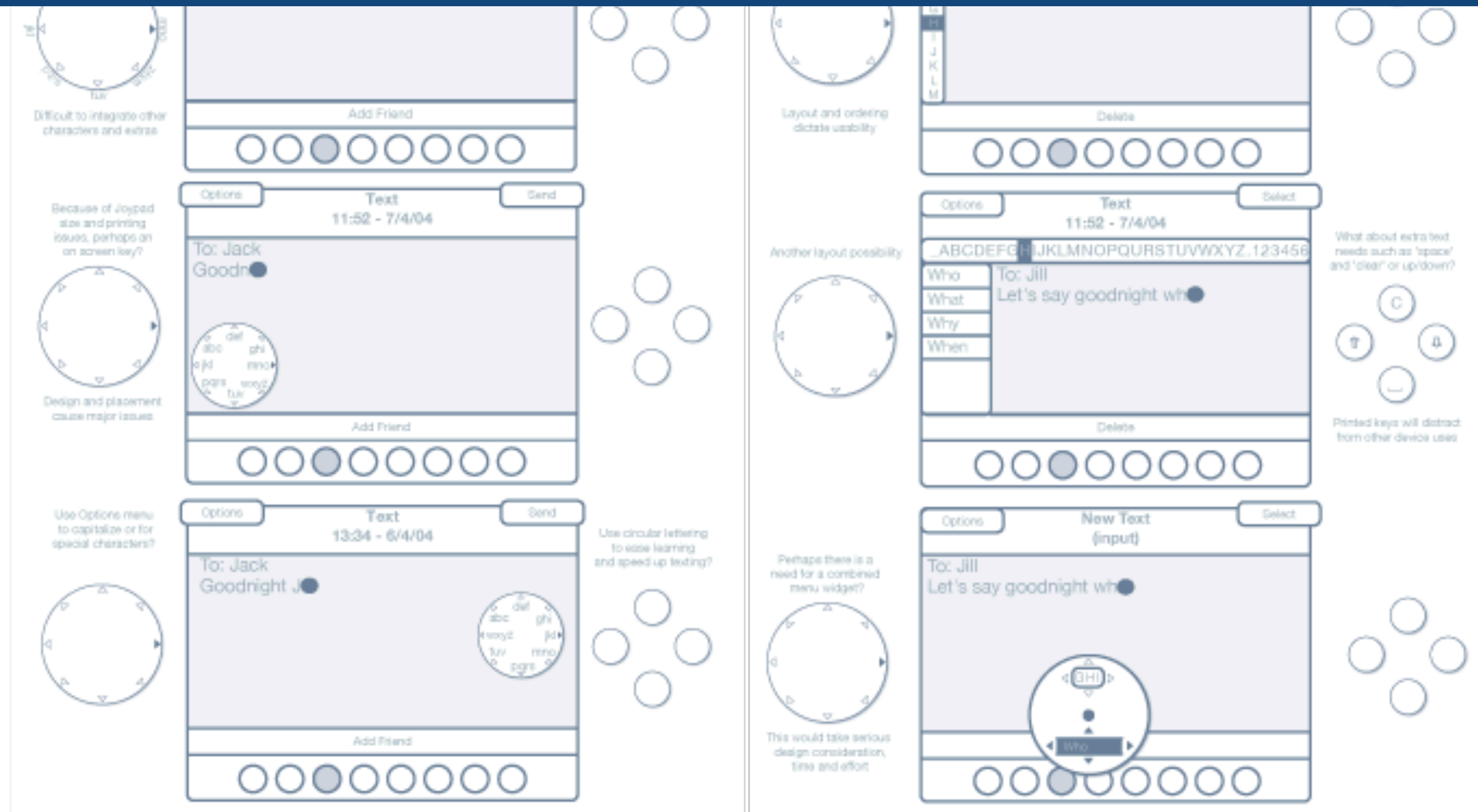
Then press 'Up/
to complete

Scrolling in the character line
can be done both forwards
and backwards from 'Space'



Text is scrolled through using the Up and Down Action Keys

Input method type
(Abc, abc, Abc, abc or .,?)
is cycled with the Down
Action Key at text end



LexisNexis

Legal & Research Platform Version 1

2003

Case Study

Legal & Research Platform

Summary

LexisNexis brought me on board for the design of their first Global Legal and News & Business Products. The design of these huge systems allows users to browse and search through vast amounts of legal or research data and organise their findings. These are the most used systems by Legal and News researchers around the world.

Problem

The company wanted to enter the world of digital systems but was firmly planted in the world of paper. They intended to leverage their position as a global source for data and to put that data on the web, based on a subscription model. They needed a core team of experts to build it.

Solution

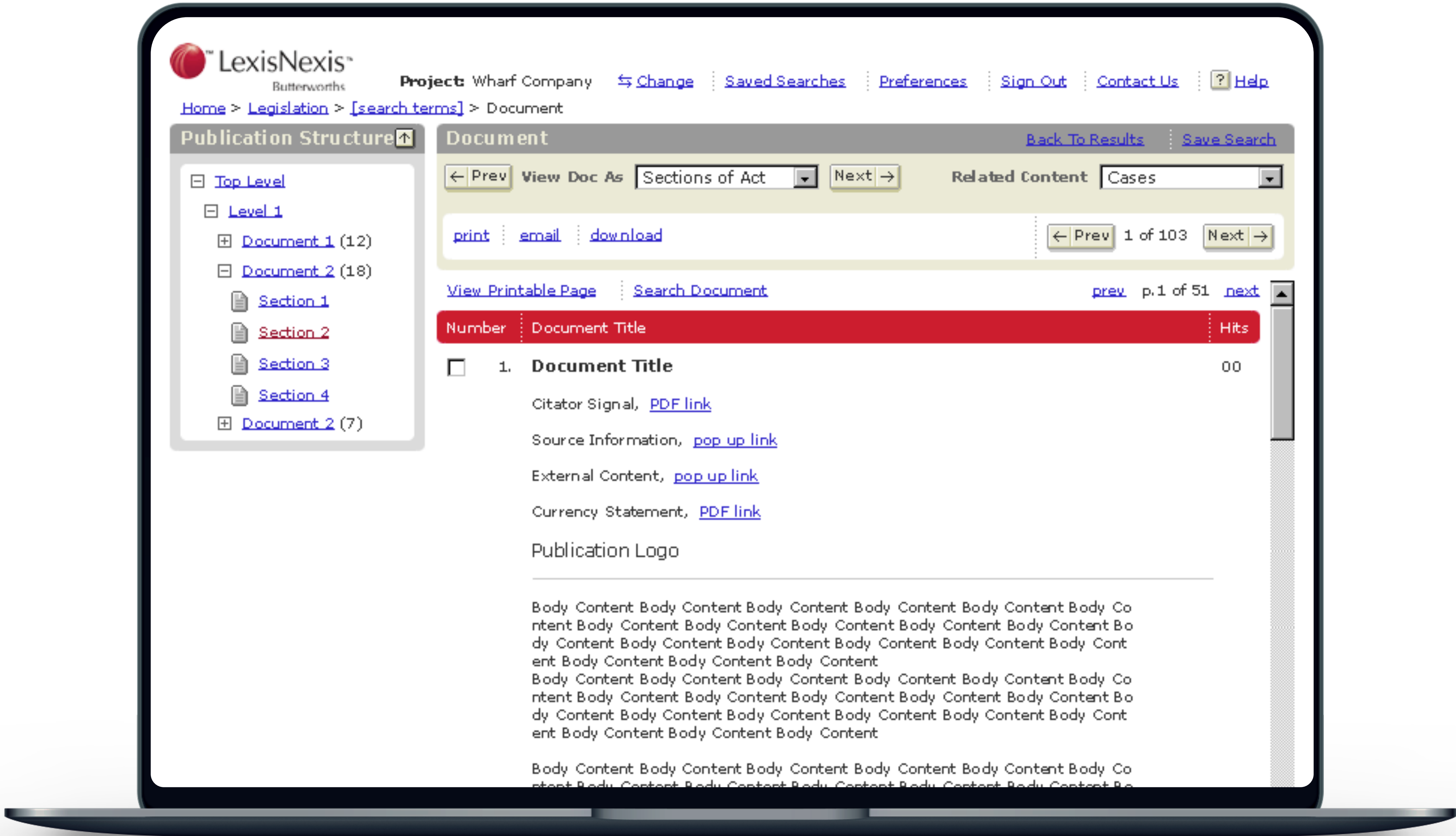
Our small design team worked through countless iterations, tests, concepts and requirements to create the first version of the now ubiquitous LexisNexis system. It is used globally by professionals in Law, News and Business as well as many government departments as a defacto standard in global business and legal research.

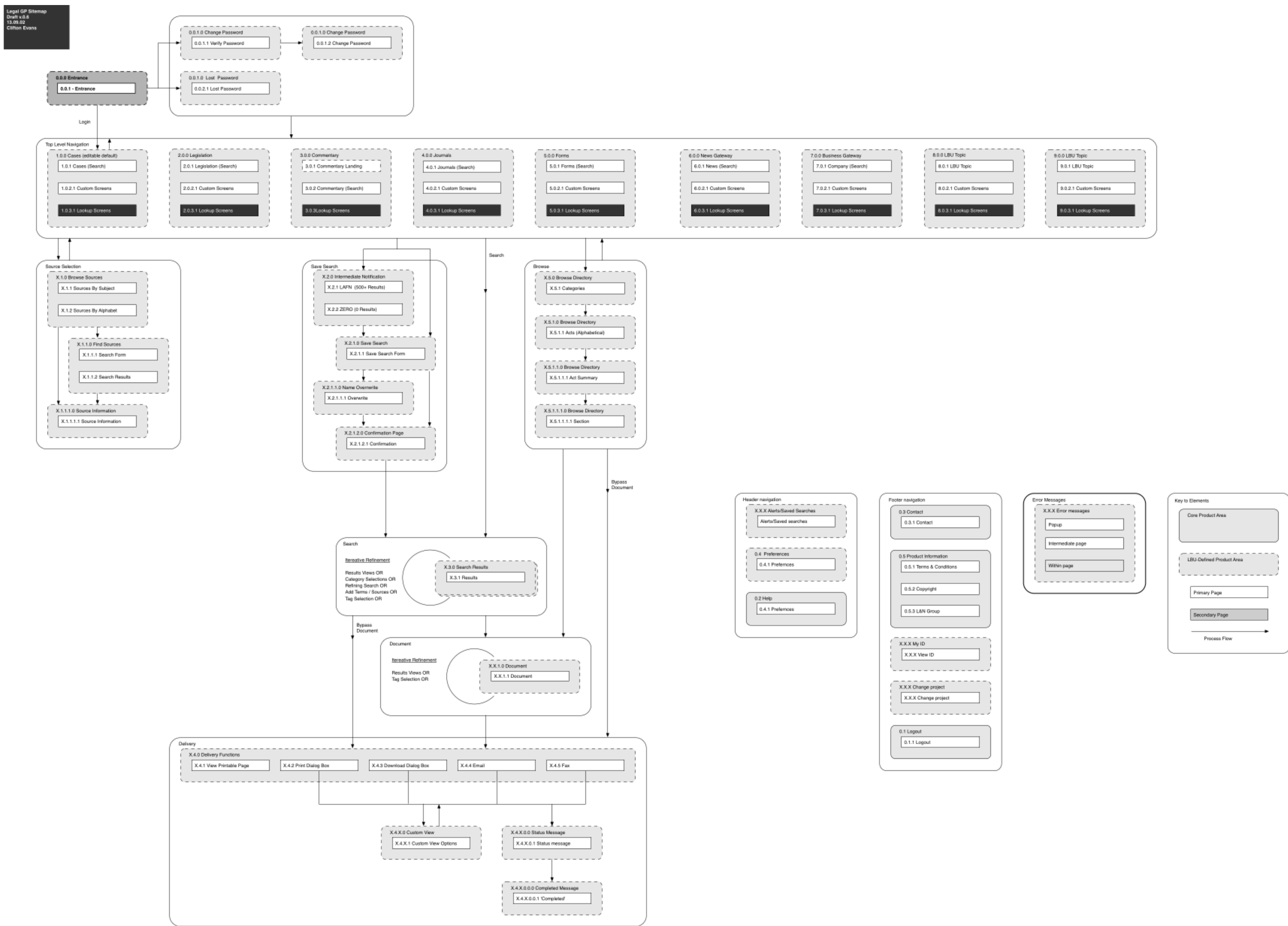
Process

I began with heuristic evaluations of the Legal and News & Business prototype interfaces. Then, after determining a good framework, I focused on the information architecture and UI specifications. Then we proceeded to define the local product adaptations per country and custom user interfaces where needed.

Conclusion

This vastly successful product is now a gold standard in the world of Law and Business. Our small team was able to define the beginnings of a global system that is still in use almost 20 years later.

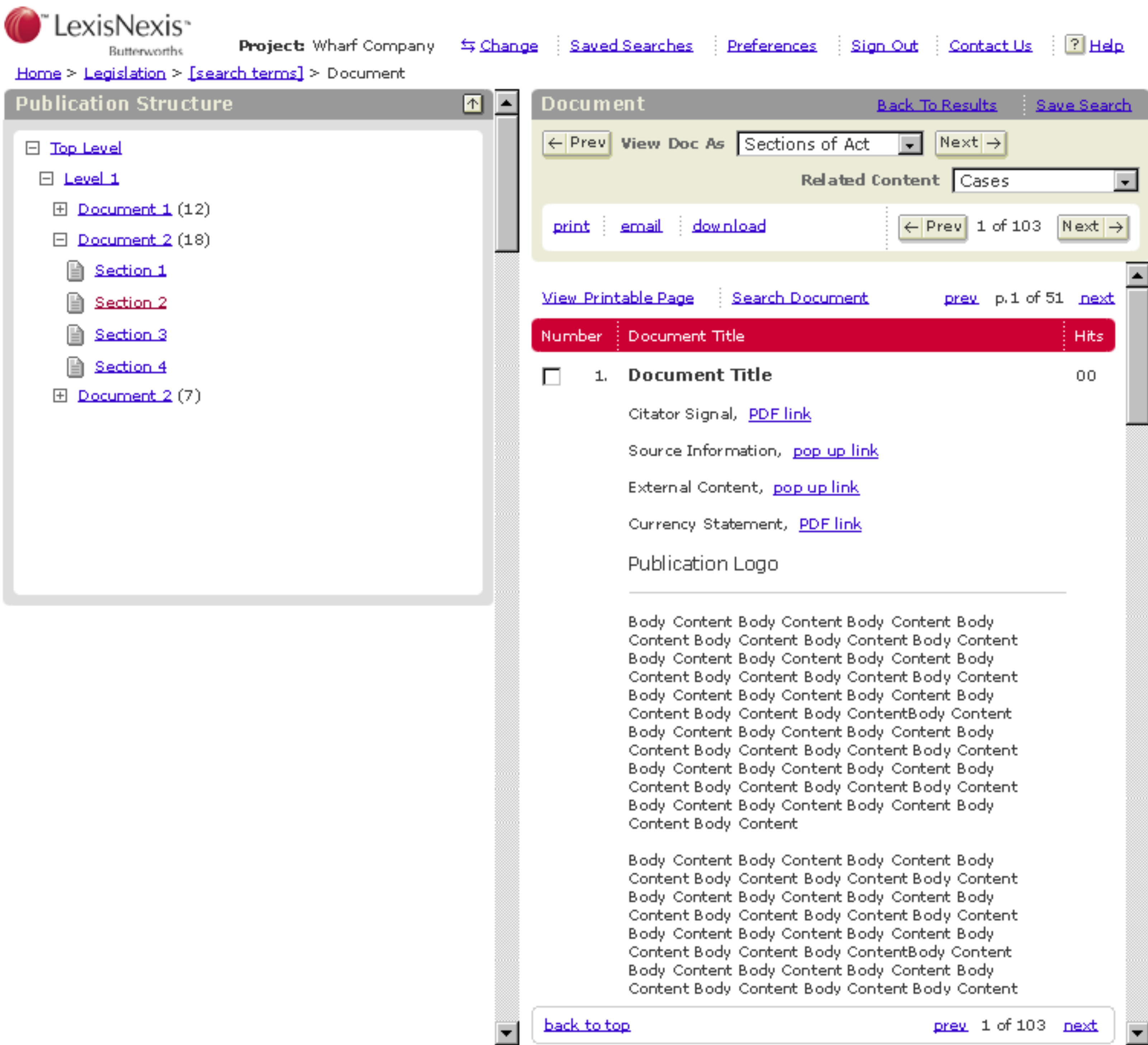
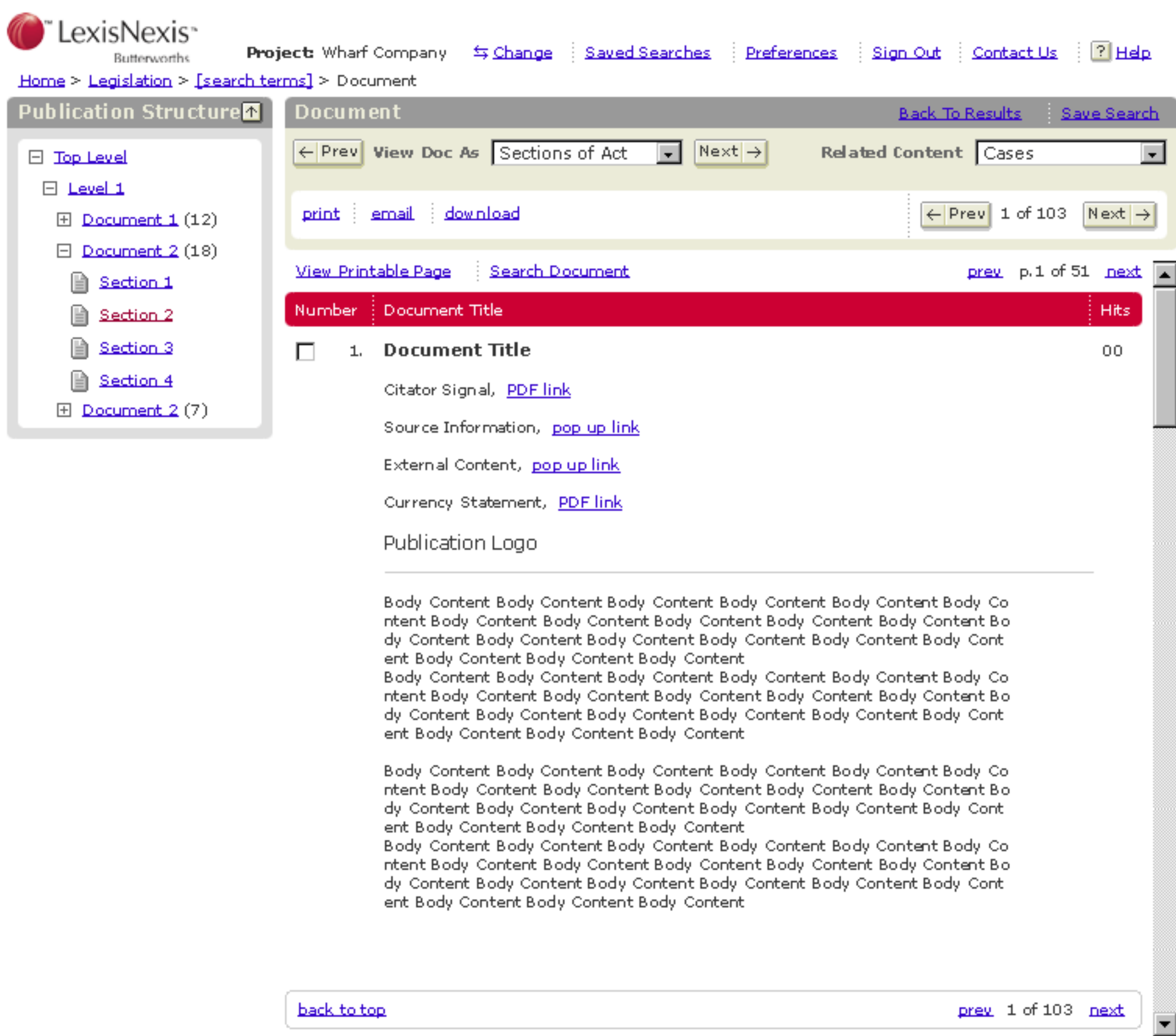




Legal GP sitemap & notes

Legal Page	Must allow user to...	Notes
Login	Login and specify a search term up front.	Will either be a popup (e.g. if user logs in from desktop icon) or embedded (e.g. if user logs in from marketing website).
Home	Select all options	User can set own home page (e.g. Case page). Specify elements to display (e.g. direct link to publication).
Client Administration (<i>Q: is this in scope for UI Spec?</i>)	Allow client administrator to set access rights for users to content/specific functionality	Will only be relevant to specific types of clients. For single users/IP's LBU is effectively in control of this component
Signout	Signout of session (confirmation screen)	
Project Code	Set or Change Project Code activity is assigned to.	Ability for Client Admin/LBU to switch off project code where irrelevant (e.g. in house lawyer).
Alerts	Set up, schedule and administer alerts	
Preferences	Set preferences on all customisable elements (within parameters set by Client Admin/local LBU)	
Terms & Conditions	View Terms & Conditions	
Copyright	View Copyright notices	
L&N Group	View L&N Group information	
Contact	Contact LBU representative/view helpline information/log problems etc	Level of service here dependent on resources of LBU.
System Feedback	View system messages	This item covers all messages generated by the system e.g 'error messages'
Help	View comprehensive Help (including tutorials) Should be context sensitive	This item covers the entire help system.
Cases	Search/browse case content	Details of search vary by country and (dependent on sophistication of fabrication) by content type.
Legislation	Search/browse legislative and statutory content	Details of search vary by country and (dependent on sophistication of fabrication) by content type.
Commentary	Search/browse Commentary content. This is secondary content like journals, expert commentary etc.	Details of search vary by country and (dependent on sophistication of fabrication) by content type.
Source Directory	View (browse and search) the entire source directory (Taxonomy)	Details vary according to local country/point of sale agreement. User should have option to view all content though (subscribed and unsubscribed).
Forms	View and complete Online forms (e.g. HotDocs).	Availability/sophistication will vary country to country.
Tools	View and launch tools (Personal Injury Calculators etc)	Availability/sophistication will vary country to country.
People Search	Search for individuals (N&B component within Legal GP framework)	Results/source selection etc as per N&B GP
News Search	Search for news (N&B component within Legal GP framework)	Results/source selection etc as per N&B GP
Company Search	Search for companies (N&B component within Legal GP framework)	Results/source selection etc as per N&B GP
Industry Search	Search for industries/sectors (N&B component within Legal GP framework)	
Source Lookup	Access quick source search/selection (Pop-up module)	
Term Lookup	Access quick index term search/selection. (Pop-up module)	

[illegible][illegible]



Portfolio

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