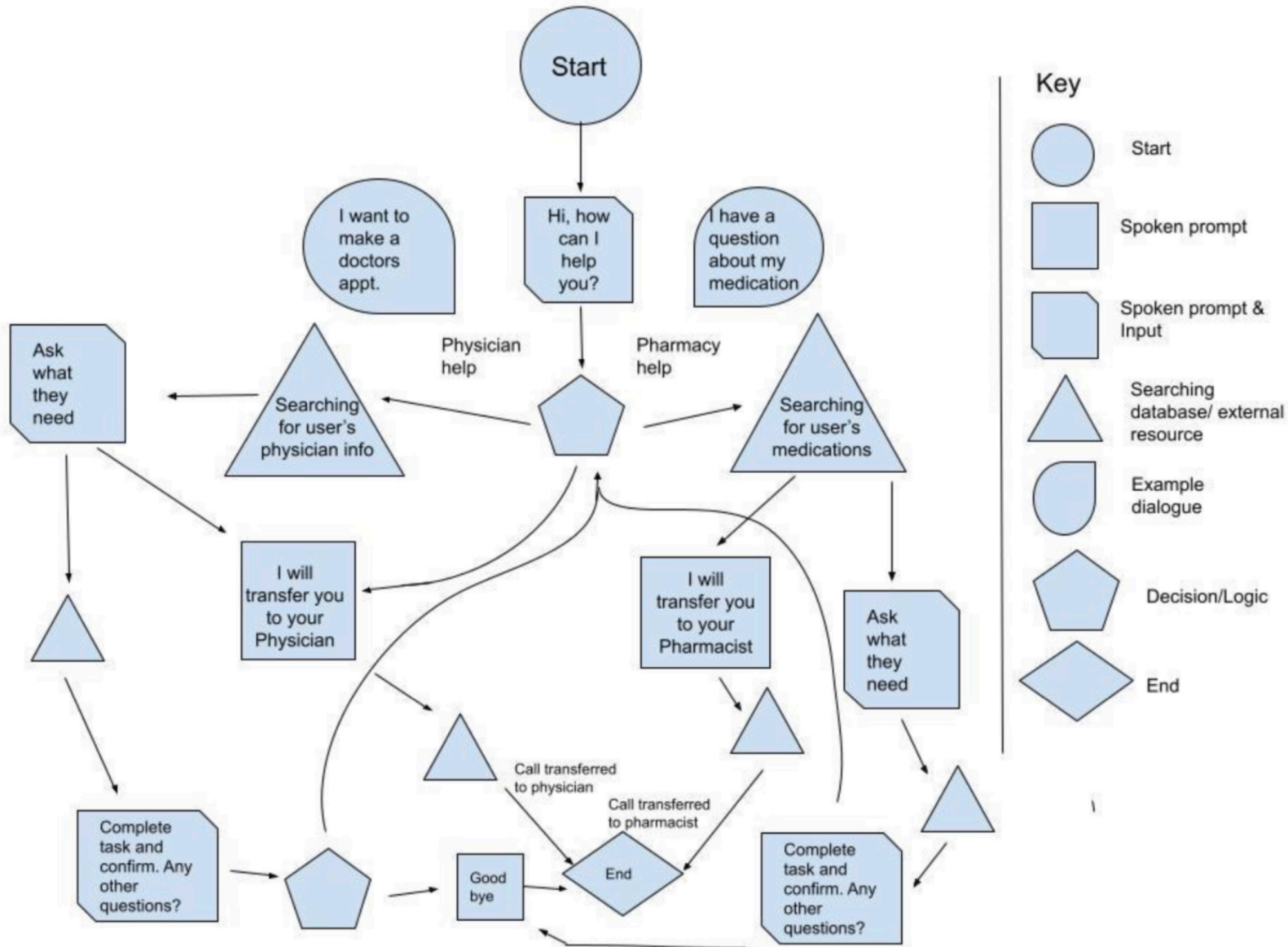


Design Processes

*Some examples gathered from various projects to demonstrate
knowledge of the design stages*

Voice Automated UX Wireflow

Created for
someone calling a
pharmacy



NN/g CUSTOMER JOURNEY MAP TEMPLATE



PERSONA

Peter Smith

SCENARIO

Peter, a 26 year old man has had a red and itchy forearm for more than 3 days. He remembers reading about a "virtual nurse" provided 24/7 that's available to call through his insurance company.

USER EXPECTATIONS

- Speak with a virtual nurse to obtain preliminary information about his symptoms.
- Make an appointment with his doctor.
- Understand what potential medications will and will not be covered by insurance.
- He expects this to be a quick and easy process.

PHASE 1

The Initial Interaction

- Peter is welcomed by the virtual nurse, and is asked to provide his name, and other identity verifying information before they begin.
- Peter does not have some of this information readily available, and must pause the interaction to locate his health insurance ID number.
- Peter provides all the necessary information to continue.

Peter is slightly frustrated. He did not realize he would need to provide certain information over the phone after already being logged in and connected via the app.

Make sure customers know what information they must have on hand before calling.
Have alternative ways to verify identity.
Try to make logging into the app the only step needed to verifying identity.

PHASE 2

Speaking with the Nurse

- Text• The nurse asks Peter to say how she can assist him, then suggests ways: "Learn about a symptom," "Make an appointment," "Pay a bill"; Peter says "Learn about a symptom".
- The nurse confirms his request and asks him to "describe his symptoms in a few words"; Peter says "red and itchy arm".
- The nurse confirms "itchy arm", and Peter says "Yes."
- Peter then listens as the nurse proceeds to describe common causes of "itchy skin".

Peter is happy. The nurse clearly explained the ways she could help, and was accurately able to understand his symptoms and provide the correct information to him.

The key to this part working is that Peter knew the different ways the nurse could assist him because she listed some of them, including the one he needed. Consider having all the possible options listed as to not lead to frustration when a customer asks for a service not provided

PHASE 3

Making an Appointment

- Peter asks the nurse where he can make an appointment that is covered by his insurance
- The nurse gives Peter a list of doctors that specialize in dermatology.

Peter is happy with the extensive list of highly rated doctors that were provided.

Ensure that the nurse is able to search through the database and find covered doctors ensuring this success.

PHASE 4

After the Appointment

- The dermatologist that the nurse recommended was great and Peter got all the answers he needed.
- The doctor prescribed Peter topical medicine cream for eczema that is covered by his health insurance.
- After one week of applying the cream Peter's itchy rash is gone.

Peter was overall happy with his appointment experience and quick recovery.

Allow for Peter to leave a rating/review of the doctor and his experience on the health insurance app.

INSIGHTS

- Users like the experience to be fast and efficient with readily available information.
- Users appreciate clarity and easy conversation.
- Users like to leave their review/input on their experience

In Depth Journey Map

Created based on
Automated Voice
UX with a nurse
prototype



Affordances:

- The buttons – made for pushing
 - The buttons conveniently fall right under the thumb making them easier and more comfortable to push
- The shape – light and comfortable fit in a hand
 - The shape of the remote is similar to the size of a racket handle, flashlight, phone and other devices that fit comfortably in a user's hand

Signifiers:

- The buttons color and writing- each button symbolizes or says what the action of the button is
 - For example the volume button has a plus button on the top and minus on the bottom which explains how to raise or lower the volume
 - The power button is also conveniently placed at the top of the remote and is a vibrant red because it is the most important button

Mapping:

- Each button pushed causes an effect on the television
 - For example pressing the power button will turn on the tv

Constraints:

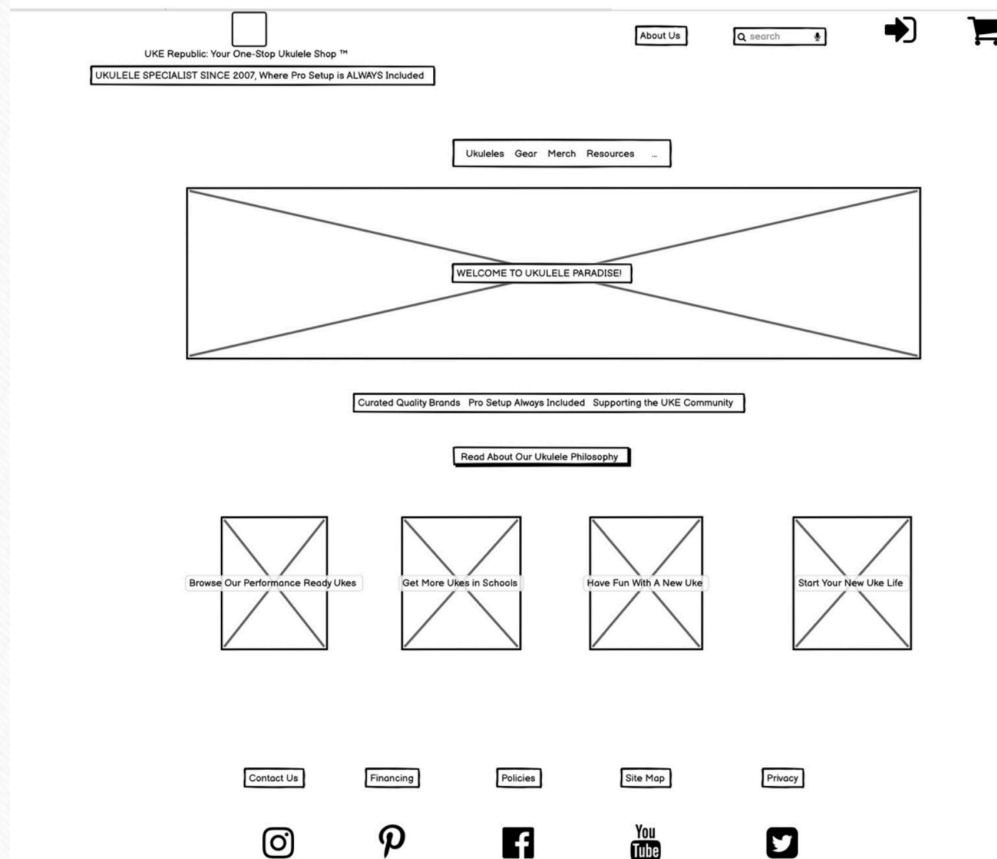
- If the remote is not in range of the tv, the battery is low, a button is stuck, or other technical errors occur with the remote, the tv will not respond

Feedback:

- The television will respond in accordance to the button pressed on the remote
- If the remote is not functioning properly due to various technical errors, it may make a beeping sound or flash lights

UX Qualities of a Remote

Understanding the components of tool, how its used and how it could be improved

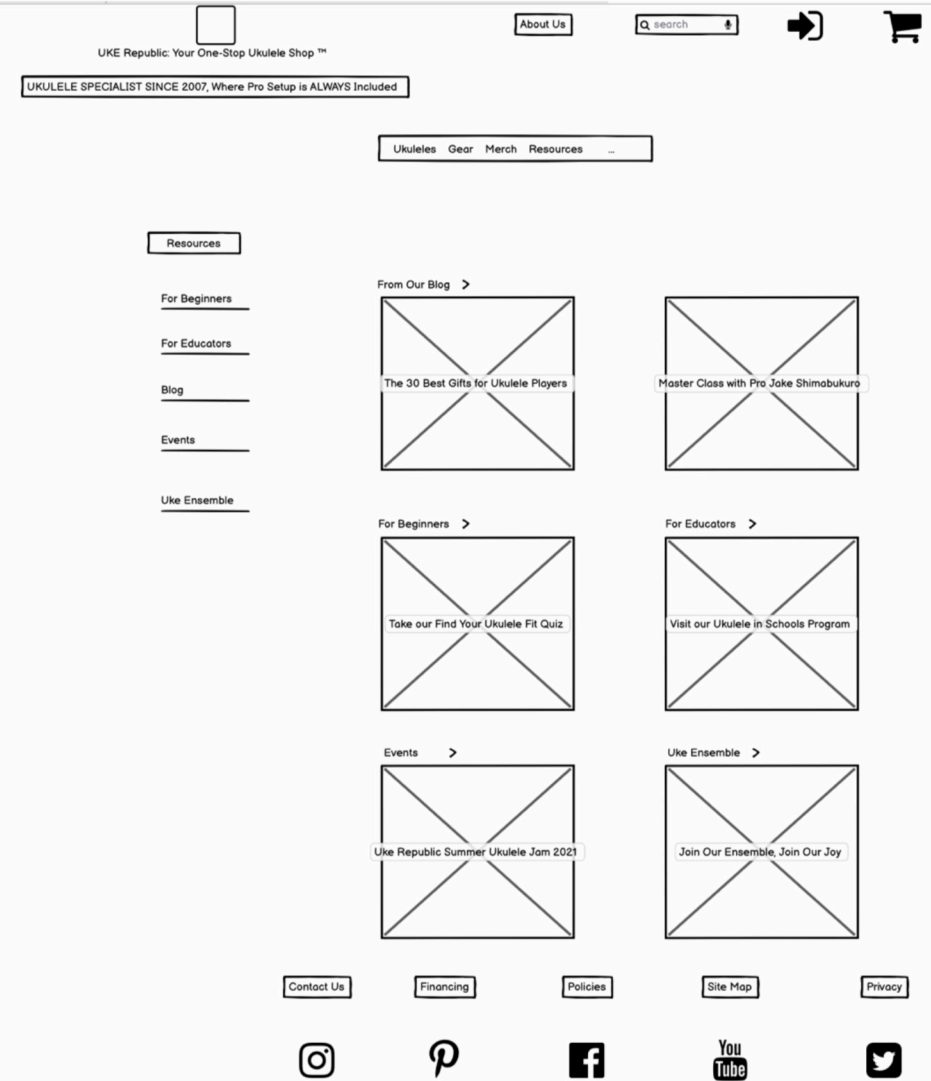
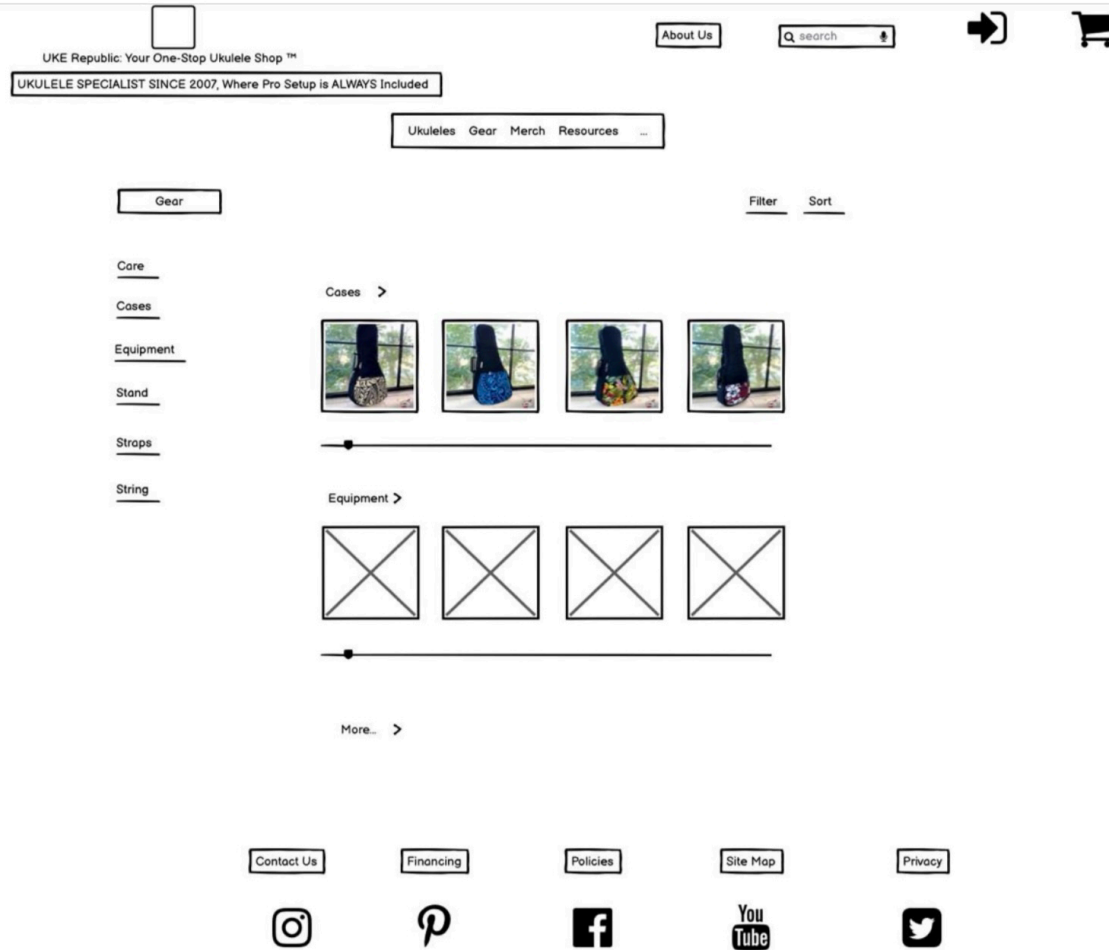


Homepage

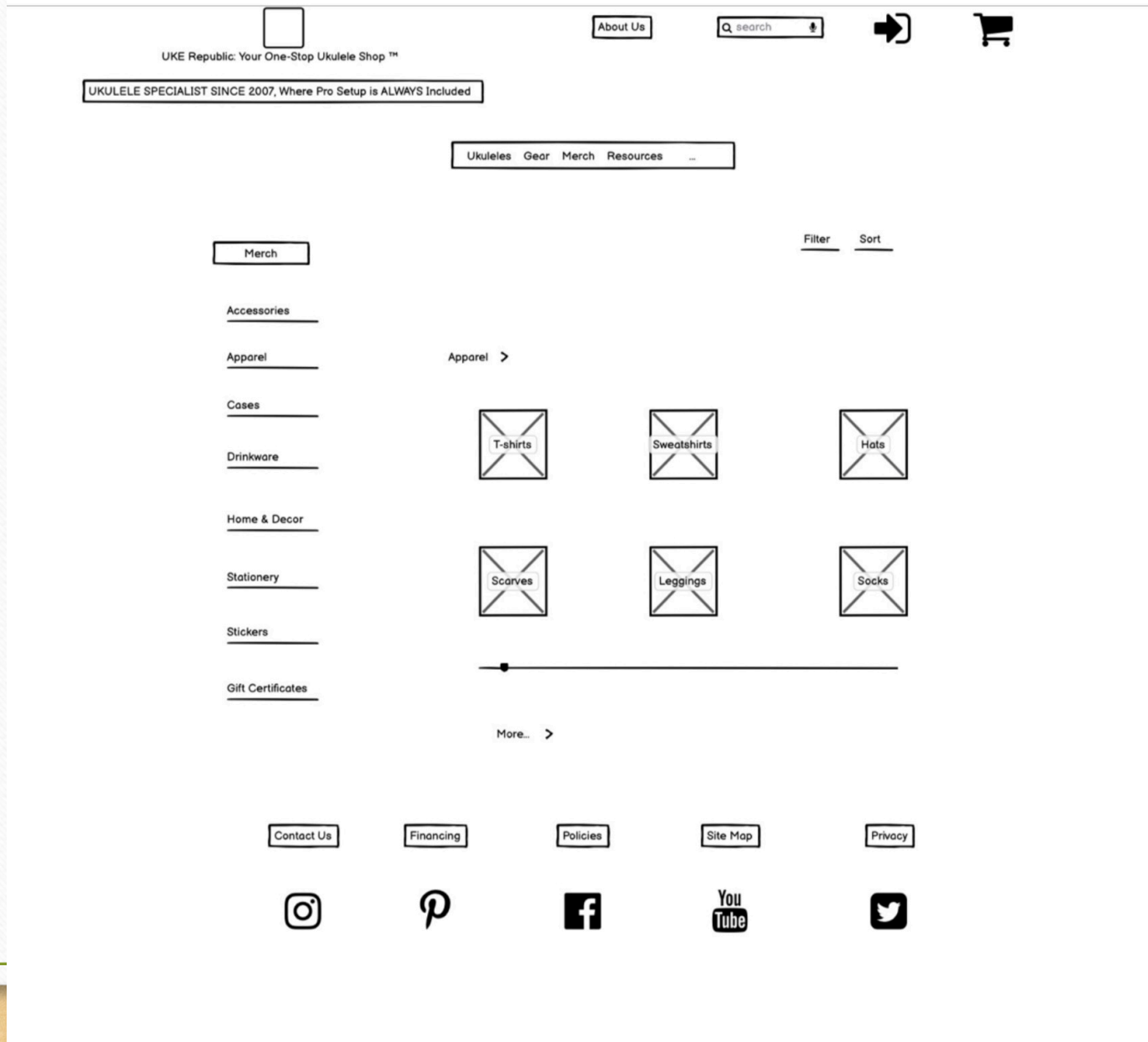
Wireframes

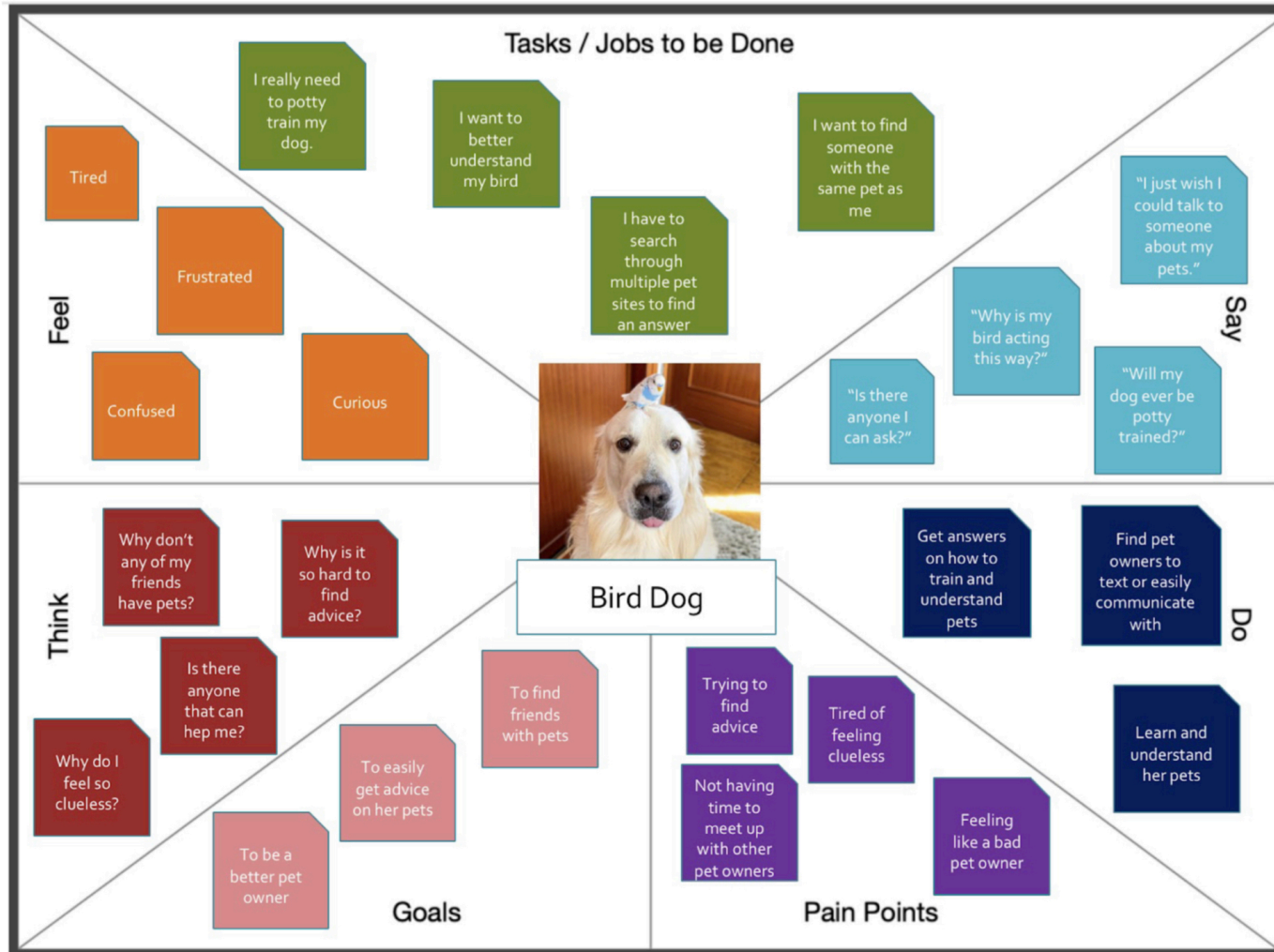
Redesign early
wireframes for
UKE Republic
site

Wireframes Cont..



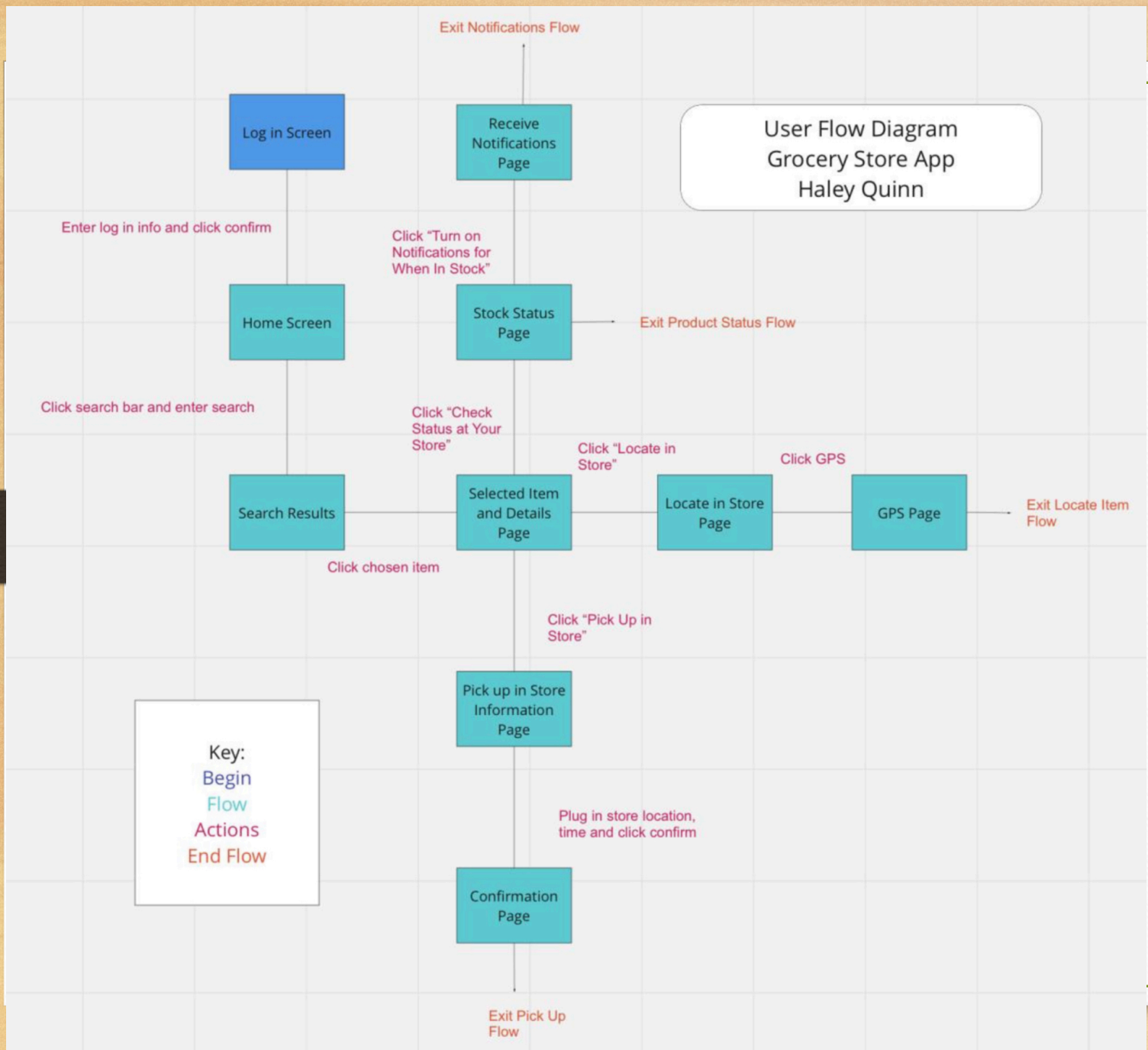
Wireframes Cont..





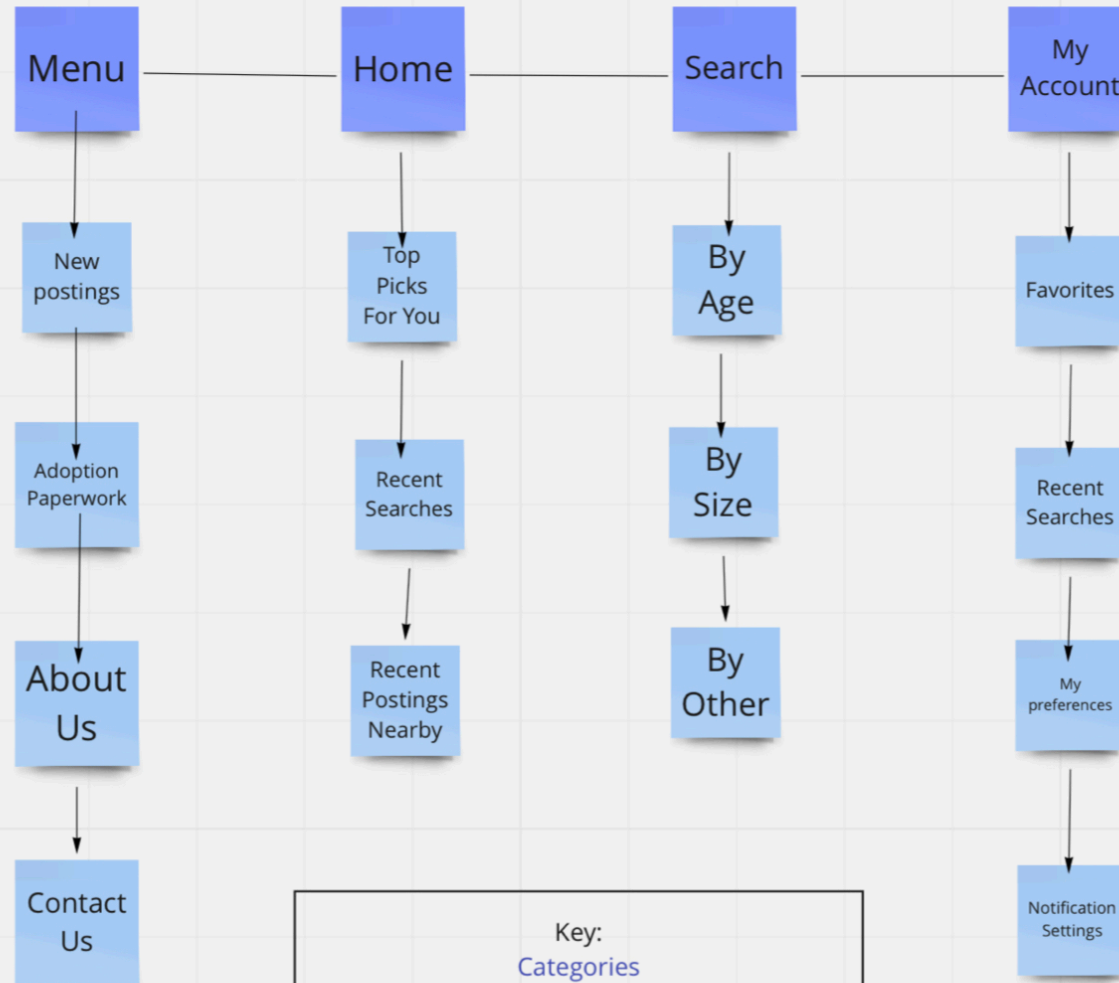
Empathy Map

Based on most likely user persona/target audience data



User Flow

Created for
grocery store app



Key:
Categories
Attached Webpages

Wire Flow

Created based on
“Adoptadog” app
wireframe

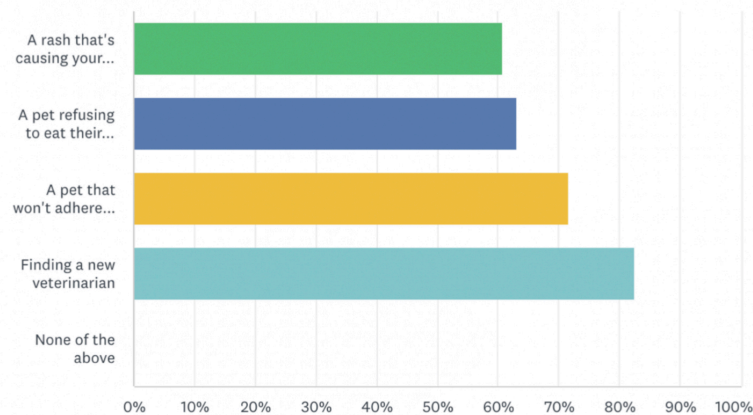
Survey – Key Findings



Q5

What kind of advice would you feel comfortable with using from other pet owners? Select all that apply.

Answered: 46 Skipped: 0

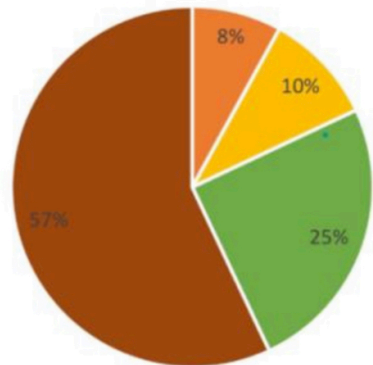


Survey Data

Important survey results from “Adoptadog” app

Grocery App Performance Data

Occupation of Grocery App Users



Office Workers Other At Home Workers Retired Individuals

See Information Dashboard Breakdown for more information.

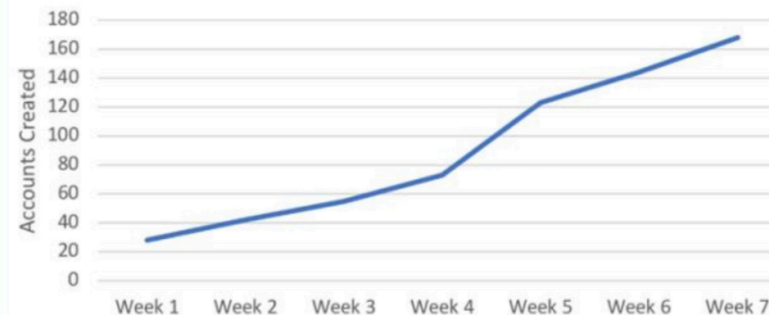
2

Grocery App Revenue Increase Each Month in 2021



3

Grocery App Accounts Created Since Assisted Living/Over 60 Park Advertisement



Annotated Information Visualization

Information report on next few slides

Information Dashboard Breakdown

The Grocery store app is created to make grocery shopping easier for those that prefer their groceries delivered. The app allows users to search through the platform, select their groceries, chose a deliver driver and a nearest delivery time. The goal for the upcoming season is to increase the awareness of the application and accounts created in the app.

1) The user's occupation is a key factor considering it correlates greatly with the accounts created on the app. This is similar to how the age demographic correlates with account interaction. Those who are retired cannot or would rather not spend their free time getting groceries, similar to those who are working from home would rather get food delivered to them. Whereas those who work in the office are more apt to bring a lunch or be supplied food in their office cafeteria, so they don't need Grocery App's service as frequently. The "other" category consists of those that are self employed or not currently working.

Although pie charts are typically avoided, one was fitting for this data considering it's composed of percentages, has few variables and the difference between each "slice" is visually impactful. Therefore, the greatest advantage of choosing a pie chart for this information is it's quick, effective and impactful visual for the different population groups.

2) Considering how the revenue has increased each month is crucial in determining how well the current business, design, advertising and financial efforts are working. If the bar graph

showed a clear plateau, little increase or even decrease, it would be clear that the current efforts are not working to benefit the company and change is necessary.

This verticals bar chart does a great job at effectively showing how the revenue has increased greatly each month. It also makes it easy to determine with months had the greatest revenue increase and which didn't. Here it is clear that the summer months were a bit slower in increase while the winter months showed more drastic improvements. This is likely a result in users reluctant to drive in bad weather in the winter as opposed to the freedom in the summer. Business efforts can also be looked into and determined if they are a possible cause in drastic revenue increase or lack of.

3) It is also important to note how many accounts have been created since increasing advertising for what the pie chart shows to be the greatest target audience. By seeing if the retired individuals are more likely to create accounts when they are targeted with advertising efforts, it can be determine wether or not marketing efforts should continue in that direction.

The line graph shows directly if directing marketing efforts towards this target audience have increased the amount of accounts created. The main advantage of this chart is that it's a quick visual that clearly shows a trend. It is easy to see that advertising in the homes/neighborhoods of retired individuals and/or those over 60 has indeed increased business. This is very reassuring and ties all the data in showing that the previous data charts are correct, and the business is moving in the right direction with their marketing and target audience.

The Order

The order of the graphs on the information dashboard are important as well. 1, the pie chart, captures the audiences attention first. It's the biggest, singled out, most colorful and on the

left (people read left to right). The reason for this is because the pie chart connects to both the bar graph and line graph. The bar graph, 2, includes data from the pie charts percentages similar to how the line graph, 3, draws the pie charts data and builds off of it as well. Specifically, the line graph is based off of the fact 57% of the app's audience are retired individuals. It really digs deeper into how important this audience is, but because it is so granular, the line graph is presented third.

The bar graph, 2, is second to gain audiences attention as it is on top of the line graph but not as singled out as the pie chart. The reason for this is because it withholds important information business people care about, finances. It builds off of what was shown in the pie chart by showing how much money the target population is investing and emphasizes it with quantitative data and evidence.

The line graph, 3, appears last on the bottom right because it is the most in depth and should be considered after hearing all of the original information. The audiences has heard about the big percentages, and the finances throughout the months, so it's all being wrapped up by seeing how focusing in on the important prior data effects each granular week.

Citation

[1] Wong, Dona M., (2010). The Wall Street Journal Guide to Information Graphics. The Dos & Don'ts of Presenting Data, Facts, and Figures. W.W. Norton & Company, Inc.