

ROBERT KISS
SERVICE DESIGN/UX/UI PORTFOLIO 2025

About



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CV/RESUME
Click here to download



LINKEDIN
Robert Kiss

Awards



ENVOY (2011)
Best bespoke cover



RADIOGROOVE (2002)
Best digital project



ROBIN S - SHOW ME LOVE (1993)
Platinum album, sound engineer



MADONNA - BED TIME STORIES (1994)
Platinum album, sound engineer





Works



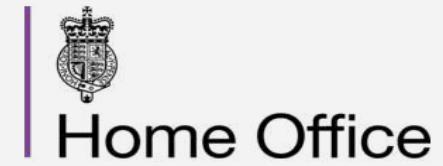
jet2.com

AUDLEY



ecotricity





**COUNTER
TERRORISM
POLICING**

Leading service design on HomeOffice and
CTP/Homeland Security Group's counter terrorism
related analytical portal

*Because of the sensitive homeland security nature of this
job, unfortunately there is no any sharable deliverables
(please ask me for more)*

Date: 2025

Client: HomeOffice, CTP/HSG





What makes this project unique?

As the lead Service Designer at HomeOffice I am primarily focusing on the describe service processes, user journeys, story mapping, potential functional and non-functional requirements, service blueprints and process flows, leading stakeholder meetings, research and workshops, deliver technical/service change proposal and development roadmaps, service risk analysis to HO's new analytical platform, combine CTP related platform capabilities.

Role & responsibilities

UX/Service design
Deliver user journeys, functional specifications
Create service blueprints and process flows
Define functional/non-functional documentations
Overview user stories and use cases



Department for Work & Pensions

Leading service and ux design on Department of Work & Pensions' new strategic analytical tool for their statistician, analyst community, providing a new analytical and data visualization platform access.

Date: 2024

Client: DWP, Leeds





What makes this project unique?

As the lead UX/Service Designer at DWP I primarily focused to describe service processes, user journeys, story mapping, potential functional and non-functional requirements, service blueprints and process flows, leading stakeholder meetings and workshops, deliver wireframes and propose SAS Viya integration roadmap.

Role & responsibilities

UX/Service design
Deliver user journeys, functional specifications
Create service blueprints and process flows
Define functional/non-functional documentations
Overview user stories and use cases



- 01 JOURNEY ANALYSIS
- 02 SERVICE MAPS
- 03 SAS INTEGRATION
- 04 BLUEPRINTS

Concept and journey mapping Gap and touchpoint analysis

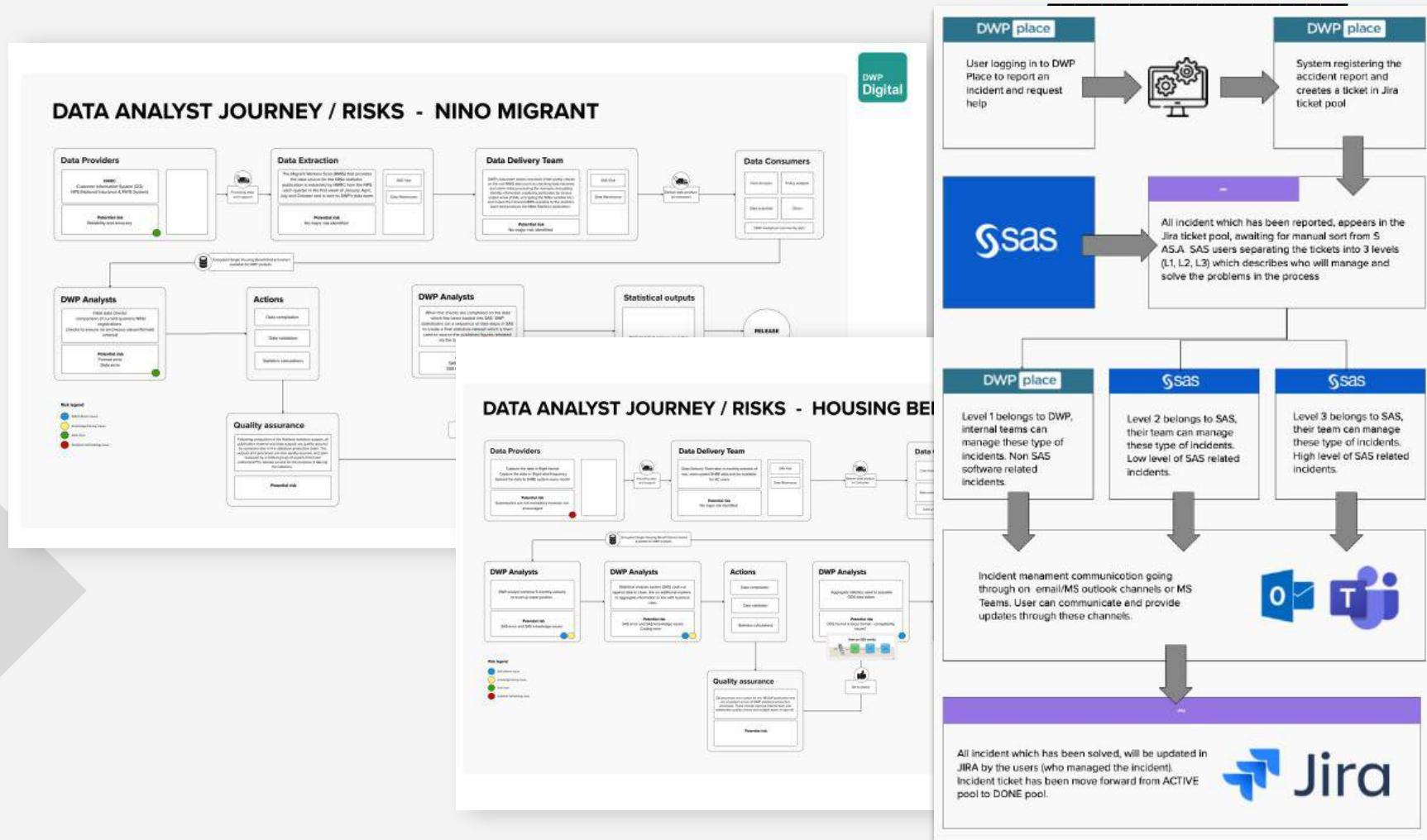
User journey

The user journey diagram illustrates a seven-step process for selecting software in DWP Place. Step 1: User logs in to DWP Place. Step 2: User selects 'Licensed Software Management'. Step 3: User drops down 'Software' selection. Step 4: User types 'SAS' in the field while options appear in the list. Step 5: User can select the SAS Viya from the list. Step 6: The user can click 'Add to Session' button on the right-hand side. Step 7: Some functionality is shown on the right.

Gap analysis

	Current state	Future state	Gap	Action to close the gap
Main function	SAS software and data request	SAS software, data request and incident management, all in one place on DWP Place	DWP is not currently fit for SAS Viya	Prepare DWP Place for SAS Viya
How	Request software and data request	Request SAS Viya and data request	No software request function	Develop DWP request function for SAS Viya
Where	None	DWP Place → DCS	DWP is not currently fit for SAS Viya	Start Phase
Who	None	None	None	DWP Place
Teams	DWP, DCS	DWP Place, DCS, Report SAS, DWP, DCS	None	DWP Place, DCS & IT, Report SAS

Service maps and data models



Department
for Work &
Pensions

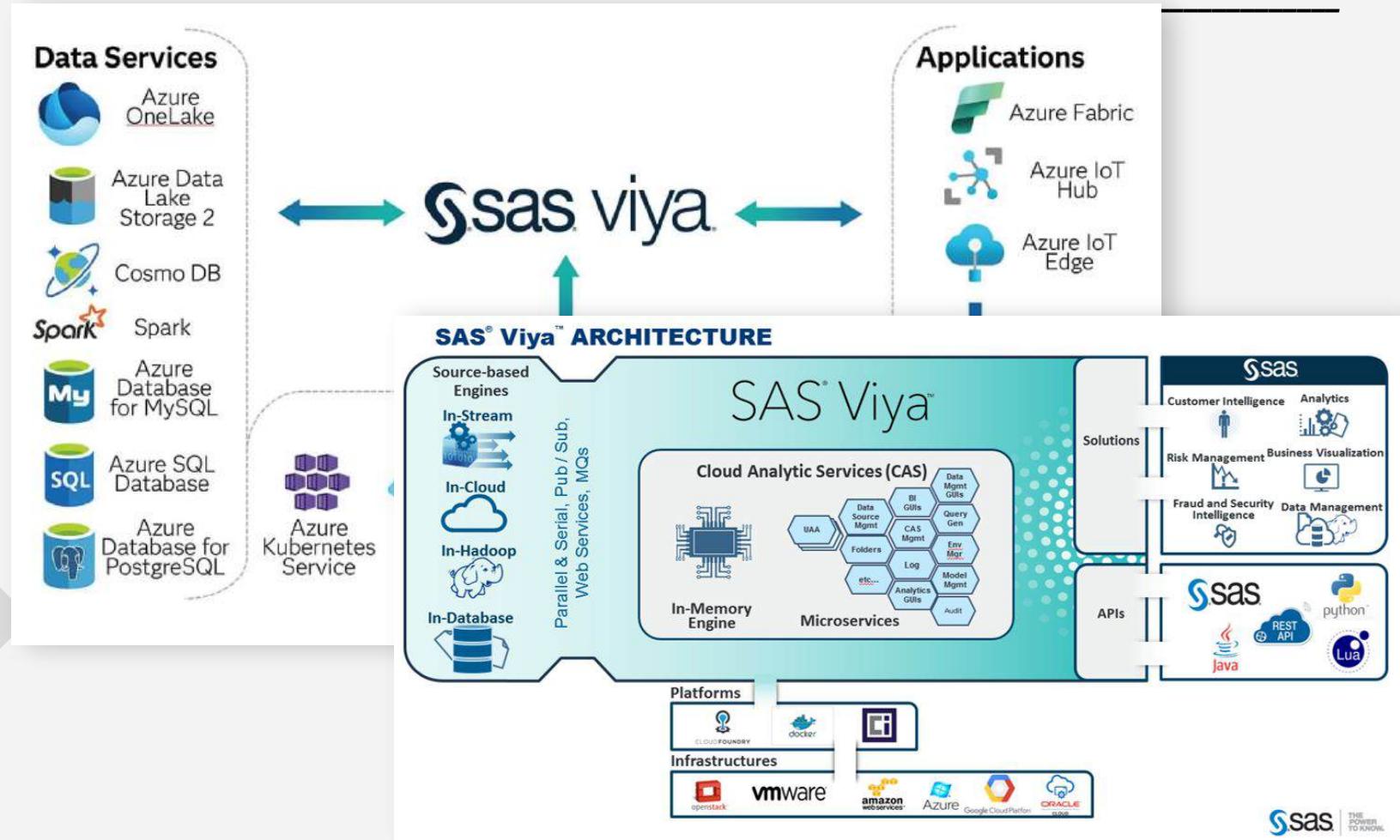


- 01 JOURNEY ANALYSIS
- 02 SERVICE MAPS**
- 03 SAS INTEGRATION
- 04 BLUEPRINTS

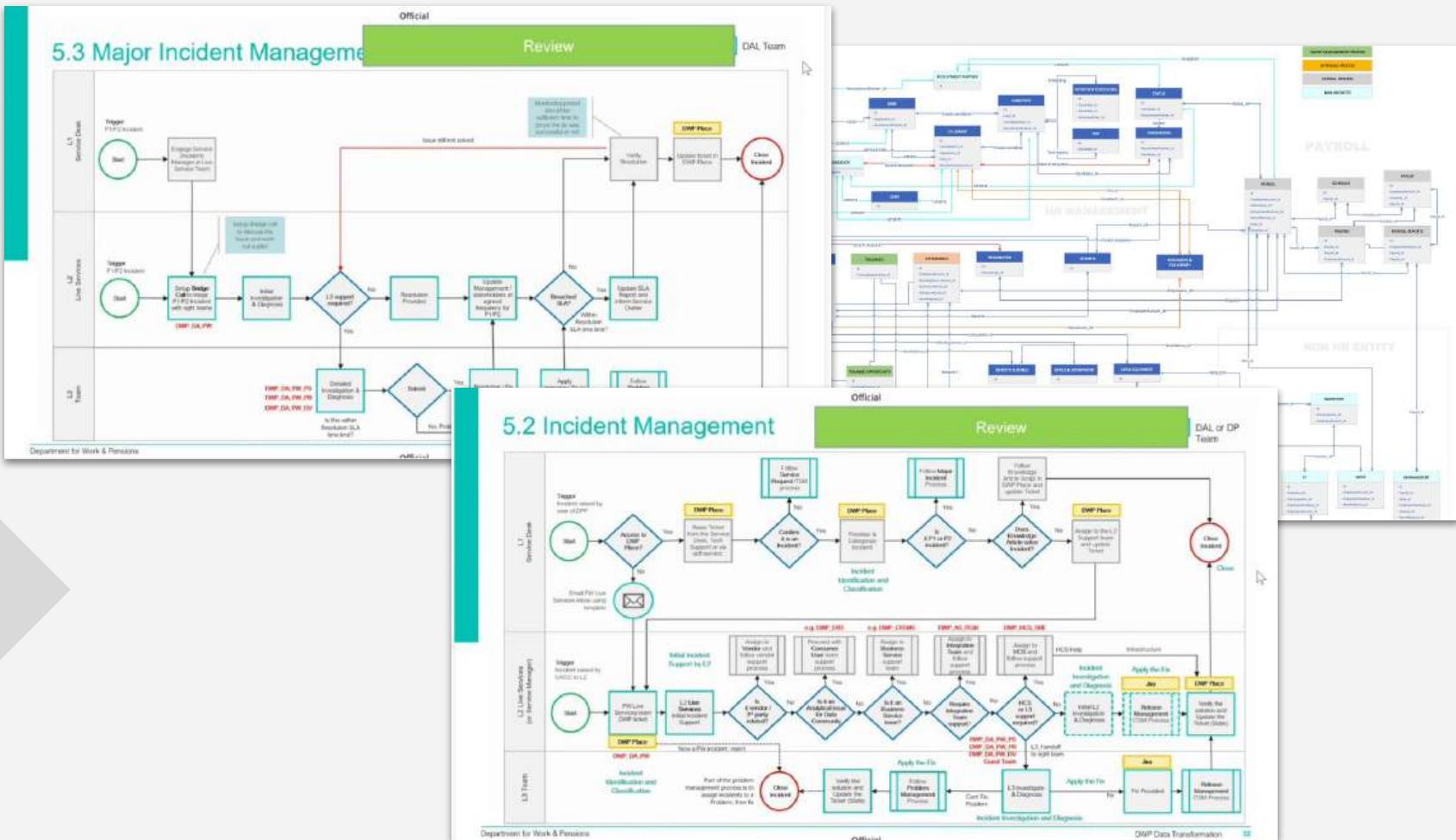
SAS VIYA version implementation and portal integration

- 01 JOURNEY ANALYSIS
- 02 SERVICE MAPS
- 03 SAS INTEGRATION**
- 04 BLUEPRINTS

Department
for Work &
Pensions



Service blueprints and process model



Department
for Work &
Pensions



- 01 JOURNEY ANALYSIS
- 02 SERVICE MAPS
- 03 SAS INTEGRATION
- 04 **BLUEPRINTS**

Audley

Leading service and ux design on Audley Travel's new world-leading personalised travel experience, full-feature self-service client and intranet portal, based on Salesforce.

Date: 2023

Client: Audley Travel, London





What makes this project unique?

As the lead UX/Service Designer at Audley Travel I primarily focused to define the UX/CX strategy, describe service processes, user journeys, story mapping, potential functional and non-functional requirements, service blueprints and process flows, leading stakeholder meetings and workshops, deliver wireframes and hi-fidelity prototypes.

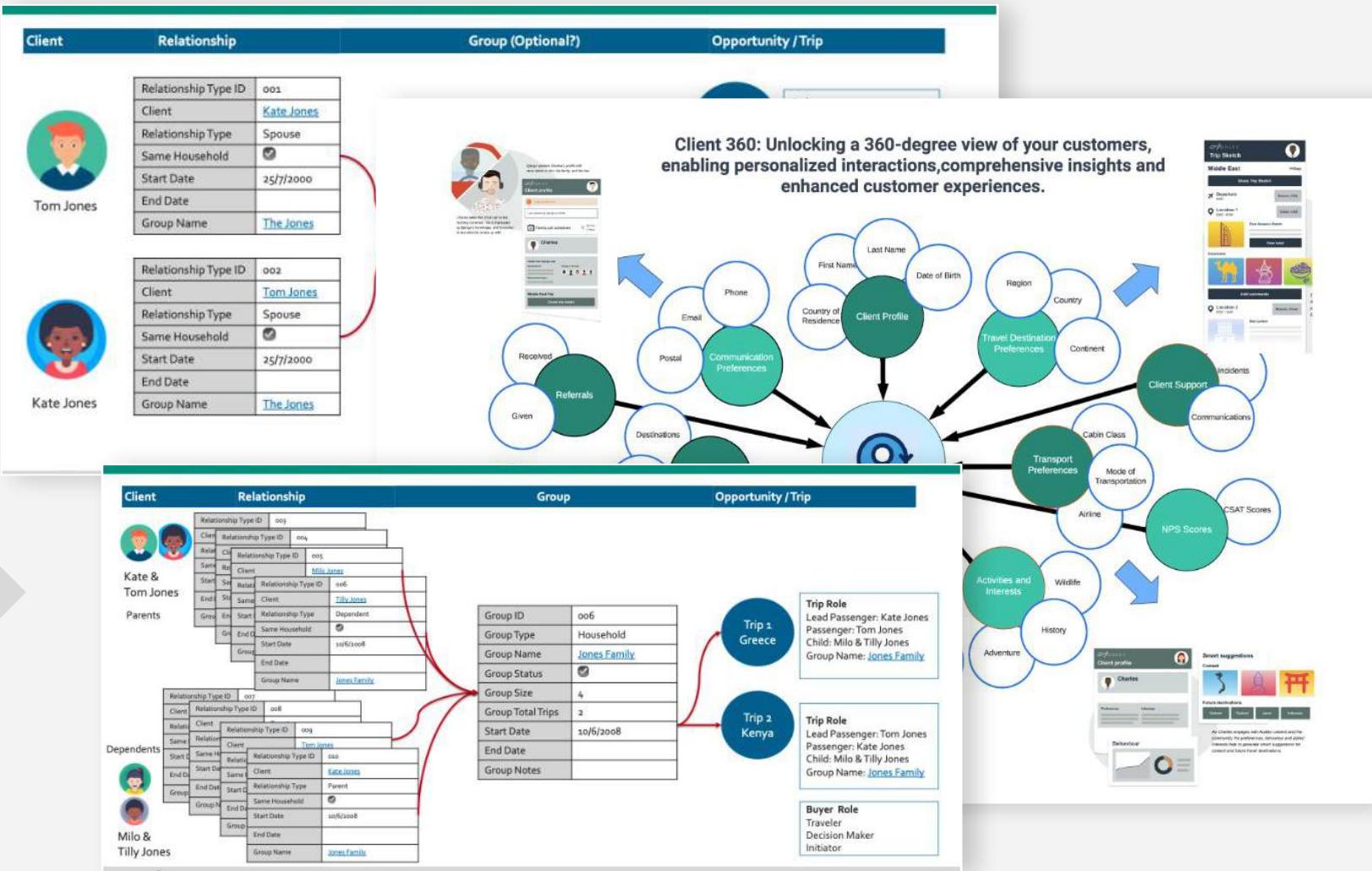
Role & responsibilities

UX/Service design
Deliver user journeys, functional specifications
Create service blueprints and process flows
Define functional/non-functional documentations
Overview user stories and use cases
Deliver wireframes and prototypes for Salesforce C360 and Experience Cloud

01 CONCEPT & ANALYSIS
 02 SERVICE DESIGN
 03 JOURNEY MAP
 04 PROTOTYPE

HUDLEY

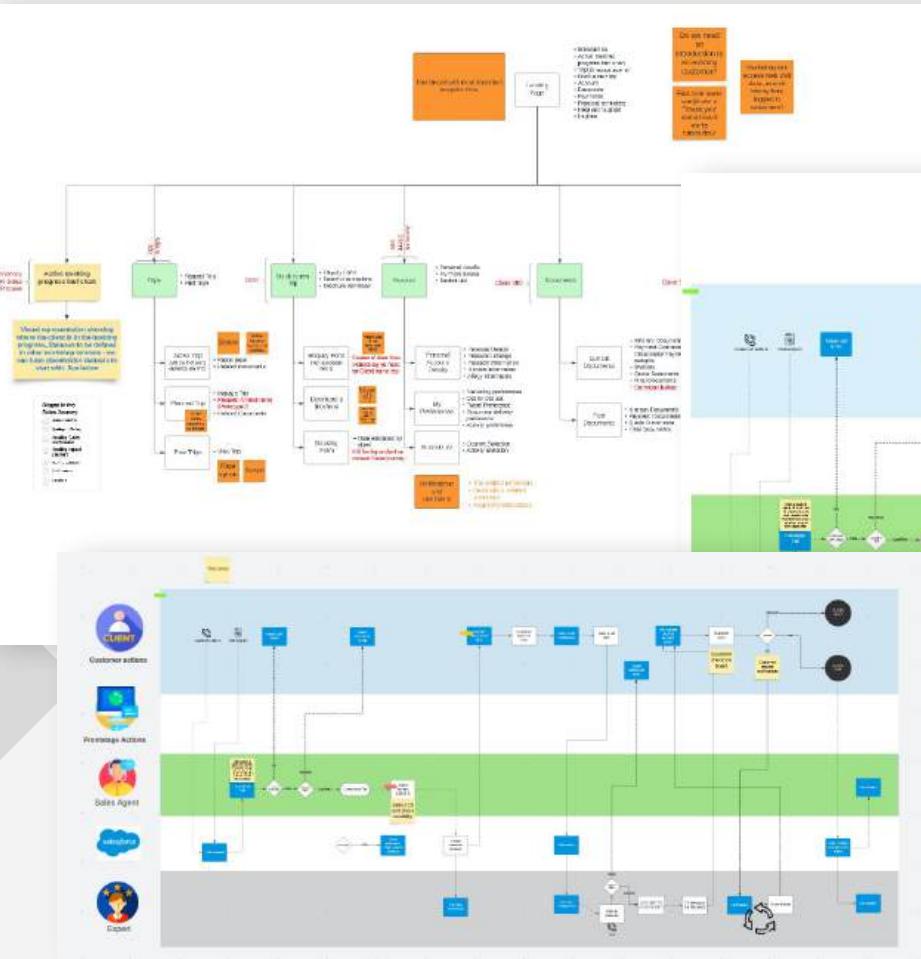
Concept and relationship model Data flow & touchpoint analysis



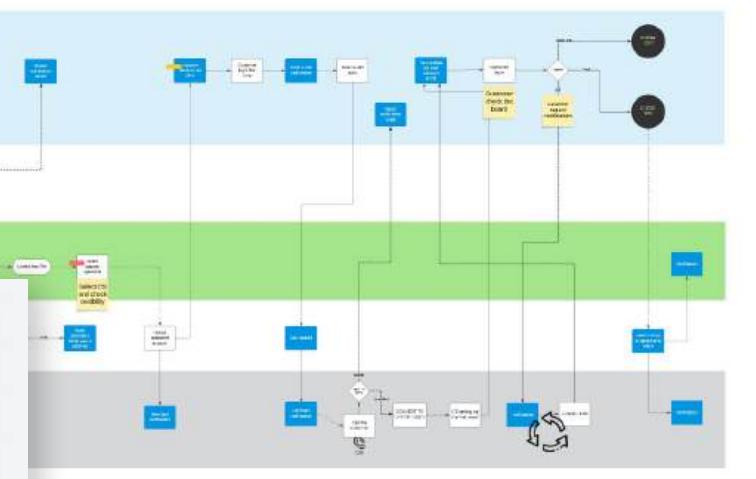
Service blueprints, page maps & process flow models

- 01 CONCEPT & ANALYSIS
- 02 SERVICE DESIGN
- 03 JOURNEY MAP
- 04 PROTOTYPE

Audley



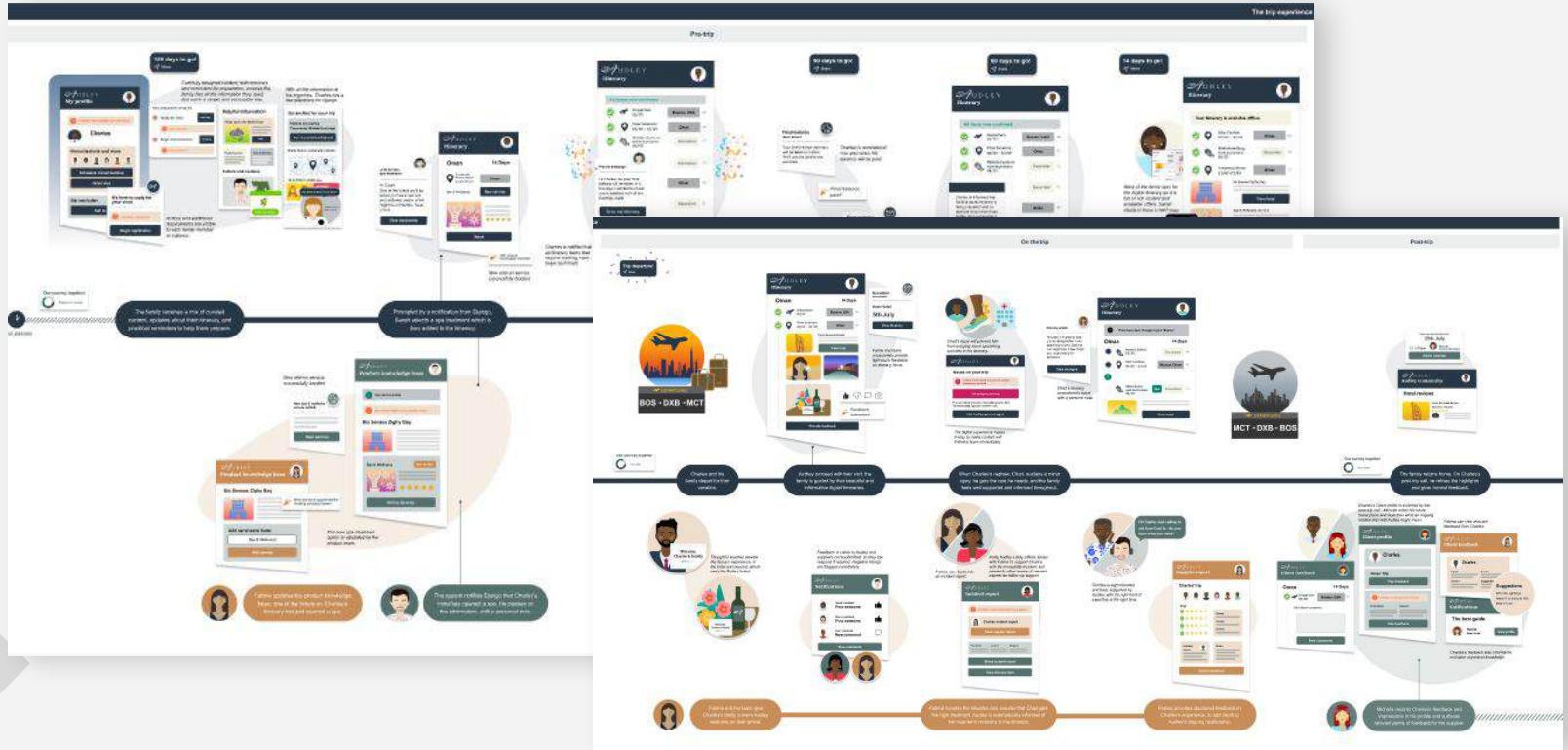
First Contact Blueprint
For new customers



SERVICE & PROCESS FLOW
Deliver complete process flow and data models

Hudley

- 01 CONCEPT & ANALYSIS
- 02 SERVICE DESIGN
- 03 JOURNEY MAP**
- 04 PROTOTYPE



JOURNEY AND STORY MAP

Deliver full illustrated story and page map focusing on the full end-to-end or sales to itinerary solution

Prototypes & UI design

- 01 CONCEPT & ANALYSIS
- 02 SERVICE DESIGN
- 03 JOURNEY MAP
- 04 PROTOTYPE

Audley

FIGMA & PROTOTYPING
Deliver multiple variations click through prototypes using Figma
Setup UI and brand library



Leading service and ux design on BA's OpsLink application that provides multiple communication channels to ability to make rapid and informed decisions for ground operation teams

Date: 2022-23

Client: British Airways, London





What makes this project unique?

I was hired as lead UX/Service Designer to help re-think and redesign BA's communication strategy between their multiple ground operation teams to ability to make rapid and informed decisions.

This OpsLink system required zero error tolerance environment. OpsLink also required archivation, chat, flight and aircraft data library, task-manager, handover, operational logs and personalisable notifications and alert functions for multiple user types

Role & responsibilities

UX/Service design

Deliver user journeys, functional specifications

Define functional/non-functional documentations

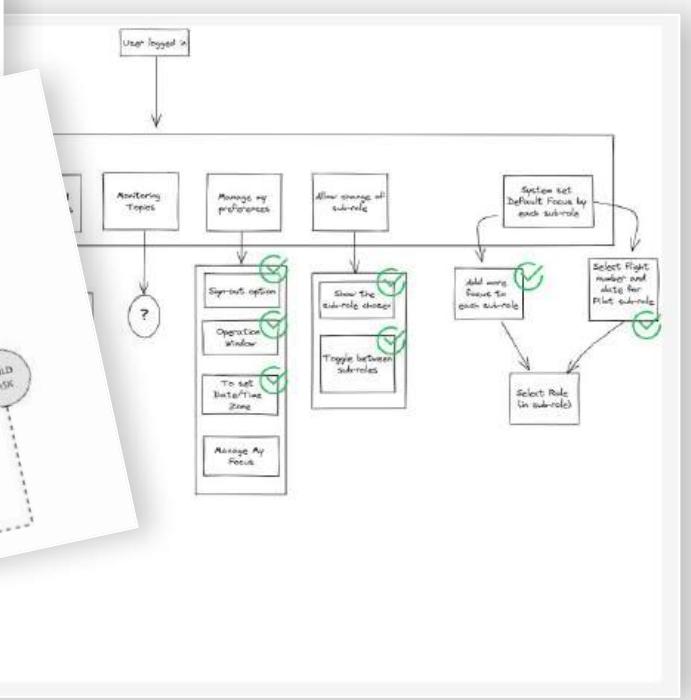
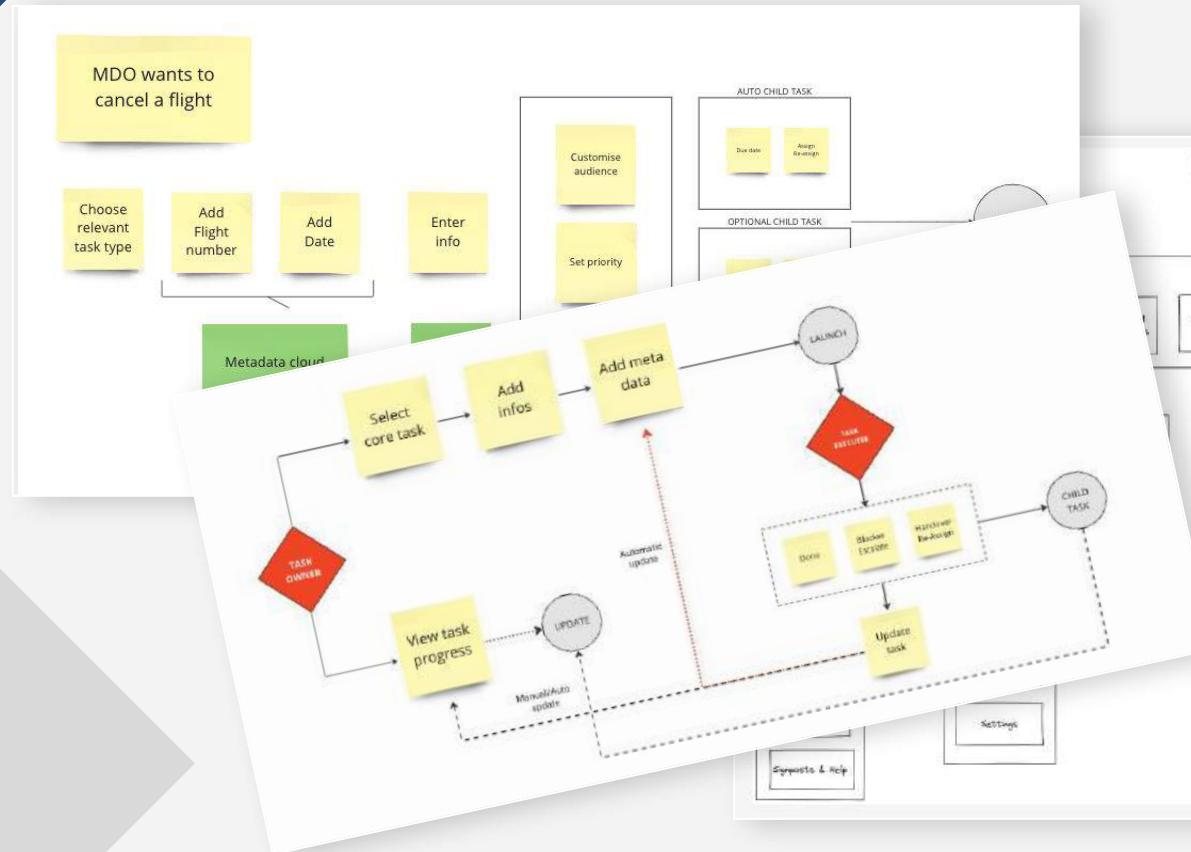
Deliver wireframes and prototypes on Figma

Map out and simplify complex solutions

Service blueprint, process flow & page mapping

- 01 SERVICE & PROCESS
- 02 FUNCTIONAL MODEL
- 03 WIREFRAME
- 04 PROTOTYPE

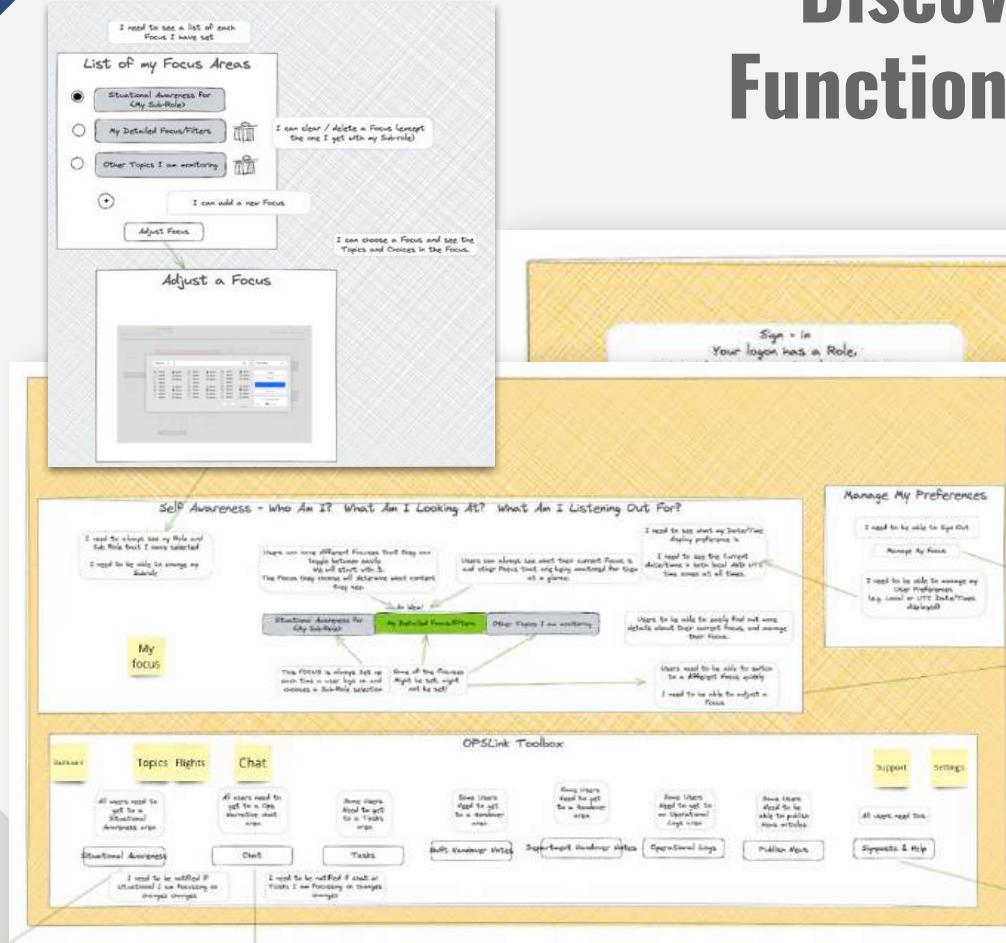
BRITISH AIRWAYS



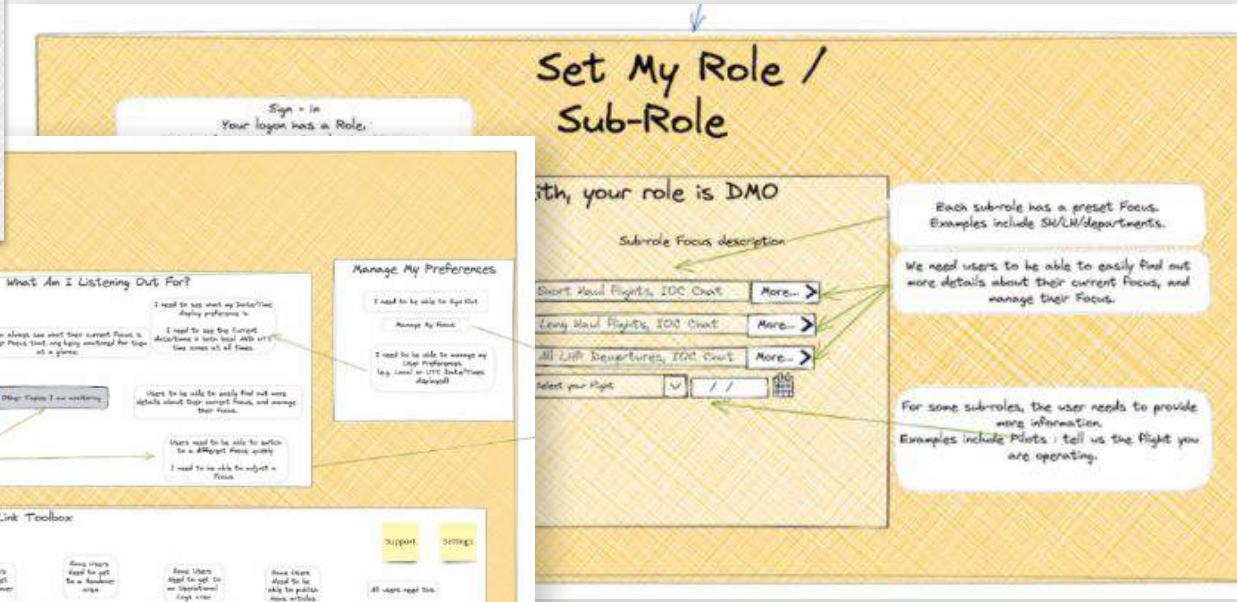
SERVICE & PROCESS FLOW
Deliver complete service, process flow and data models

- 01 SERVICE & PROCESS
- 02 FUNCTIONAL MODEL
- 03 WIREFRAME
- 04 PROTOTYPE

BRITISH AIRWAYS



Discovery and task flows, Functional map and models



TASK & PROCESS FLOW MODELS
Deliver complete process flow and functional models

Wireframes and development documentation

- 01 SERVICE & PROCESS
- 02 FUNCTIONAL MODEL
- 03 WIREFRAME**
- 04 PROTOTYPE



SET A FOCUS - DETAILS

FILTERS (REQUIRED)

ADVANCED FILTERS (OPTIONAL)

OPERATIONAL STATES (OPTIONAL)

VIEW SELECTOR

TASK SELECTOR

SUB-TASK SELECTOR

TASK DETAILS/EDIT PANEL

DMO Handover Mock-Up

Boarded Log 1 (08/08/2020)

Category	Value
Phase	Phase 1
ATC Types	ATC 1
Flight Codes	Flight 1

Boarded Log 2 (08/08/2020)

Category	Value
Phase	Phase 2
ATC Types	ATC 2
Flight Codes	Flight 2

Completed Log 1 (08/08/2020)

Category	Value
Phase	Phase 1
ATC Types	ATC 1
Flight Codes	Flight 1

Completed Log 2 (08/08/2020)

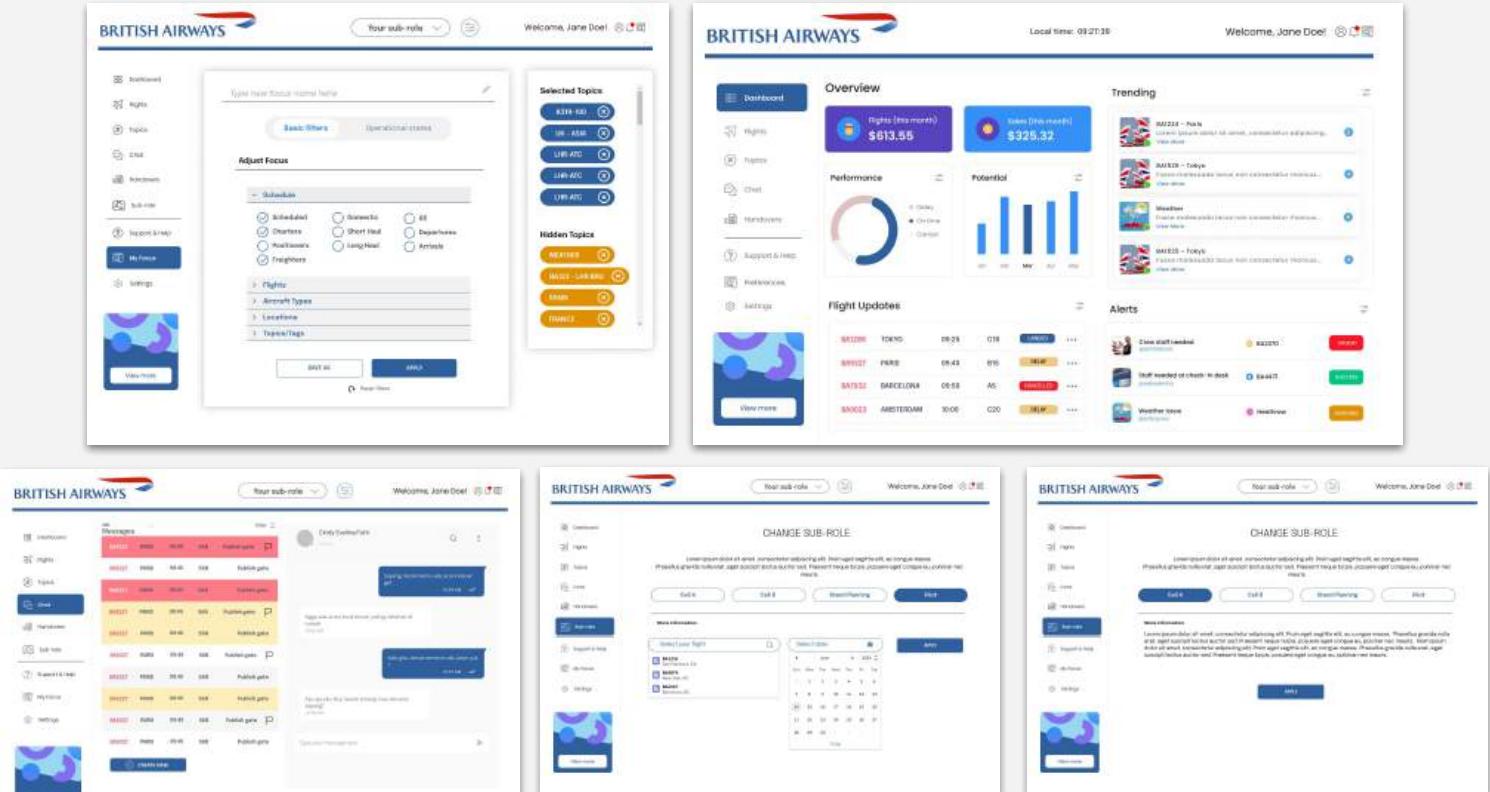
Category	Value
Phase	Phase 2
ATC Types	ATC 2
Flight Codes	Flight 2

COMPLETE DEVELOPMENT DOCUMENTATION / WIREFRAME
 Define MVP, create roadmap for usability and accessibility testing and for the full development lifecycle
 Agile/Jira integration, user stories, acceptance criteria
 Full feature wireframe

High fidelity and clickable prototypes & User & functional testing

- 01 SERVICE & PROCESS
- 02 FUNCTIONAL MODEL
- 03 WIREFRAME
- 04 PROTOTYPE

BRITISH
AIRWAYS



PROTOTYPING & TESTING
Deliver click through prototypes using Figma
Full scale usability and functional test

ecotricity

Fully feature self service and sales/crm portal (based on Salesforce) for the market leader British green energy company based in Stroud, England, specialising in selling green energy to consumers that it primarily generates from its wind and solar power portfolio.

Date: 2023

Client: Ecotricity Group, Stroud





What makes this project unique?

I was hired by market leader green energy supplier, Ecotricity to deliver a fully feature self service and sales/crm portal based on Salesforce Customer 360. Ecotricity specialising in selling green energy to consumers that it primarily generates from its wind and solar power portfolio.

Role & responsibilities

UX/Product leader
Complete service flow and journey mapping (internal/client)
Define functional/non-functional documentations
Overview user stories and use cases
Wireframing
Hi-fidelity prototyping

Solution outline and blueprint model

Persona analysis

- 01 SERVICE DESIGN
- 02 PAGE MAPPING
- 03 MVP & WIREFRAME
- 04 PROTOTYPE

ecotricity

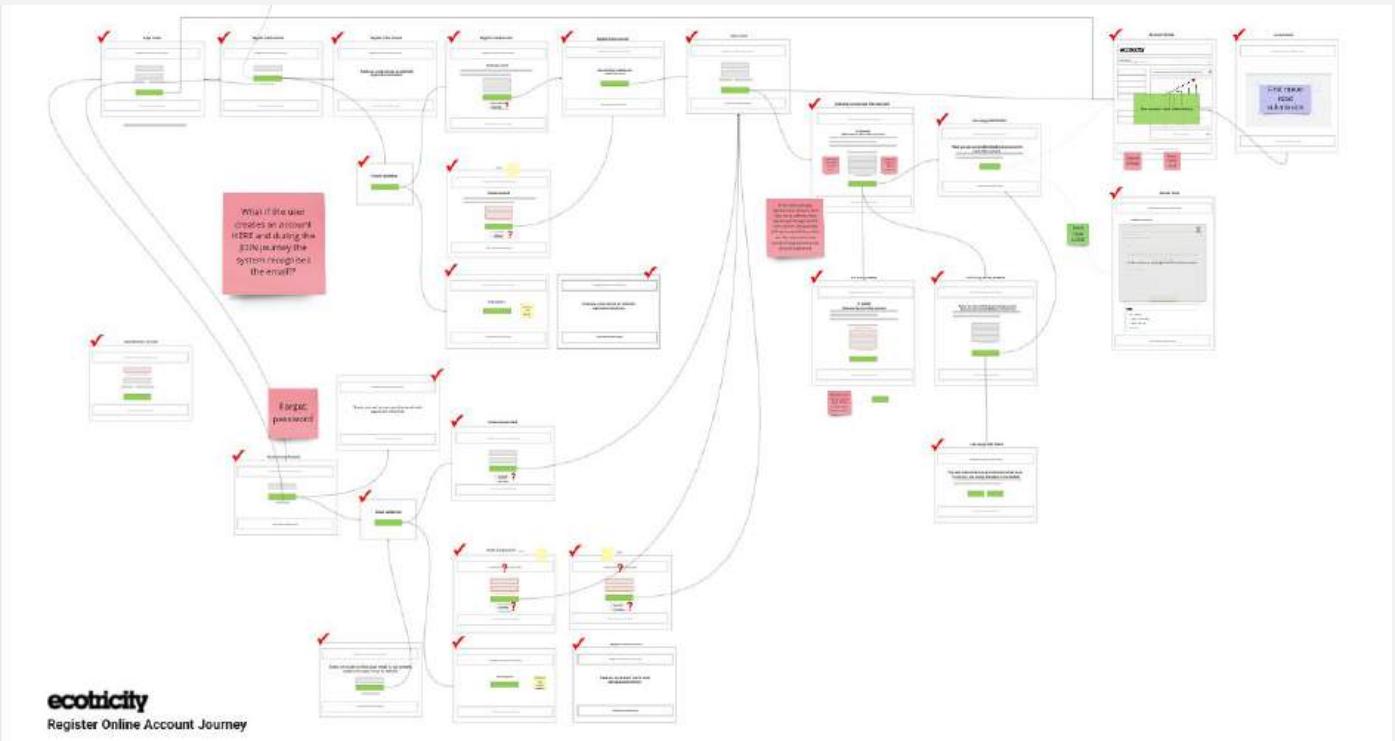


SERVICE BLUEPRINT
Define and font and backstage action and service touchpoints and data-flow model

ecotricity

- 01 SERVICE DESIGN
- 02 PAGE MAPPING**
- 03 MVP & WIREFRAME
- 04 PROTOTYPE

Context discovery, page mapping Functional and page hierarchy



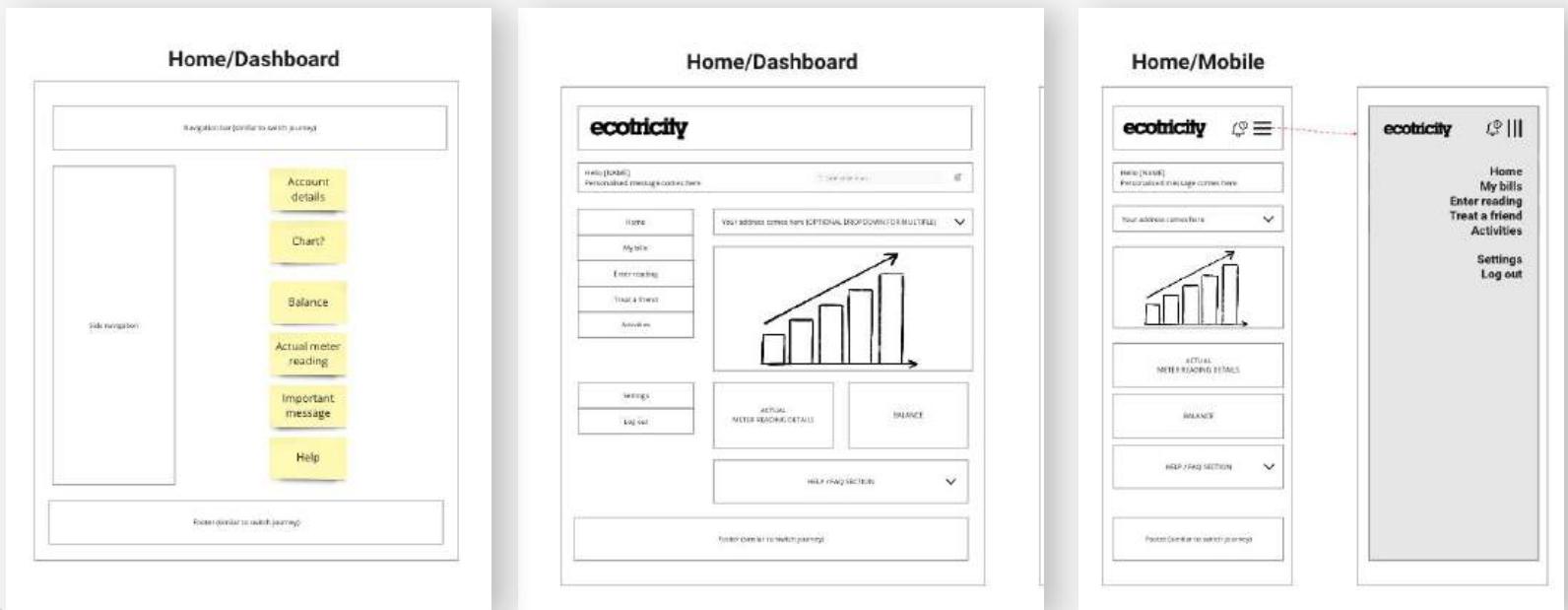
PAGE MAPPING
Deliver complete page flow models and user journey

MVP and roadmapping

Wireframing

- 01 SERVICE BLUEPRINT
- 02 PAGE MAPPING
- 03 MVP & WIREFRAME
- 04 PROTOTYPE

ecotricity

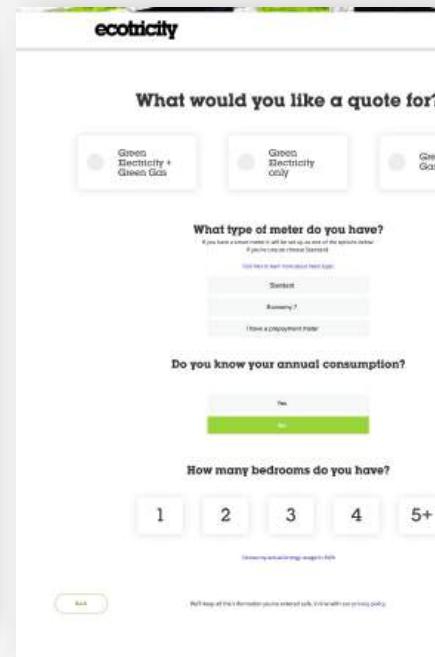


WIREFRAME
Deliver clickable wireframe (Figma), create roadmap for usability and accessibility testing and for the development
Agile/Jira integration, user stories, acceptance criteria, functional requirements

Prototypes and interaction design

- 01 SERVICE BLUEPRINT
- 02 PAGE MAPPING
- 03 MVP & WIREFRAME
- 04 PROTOTYPE

ecotricity



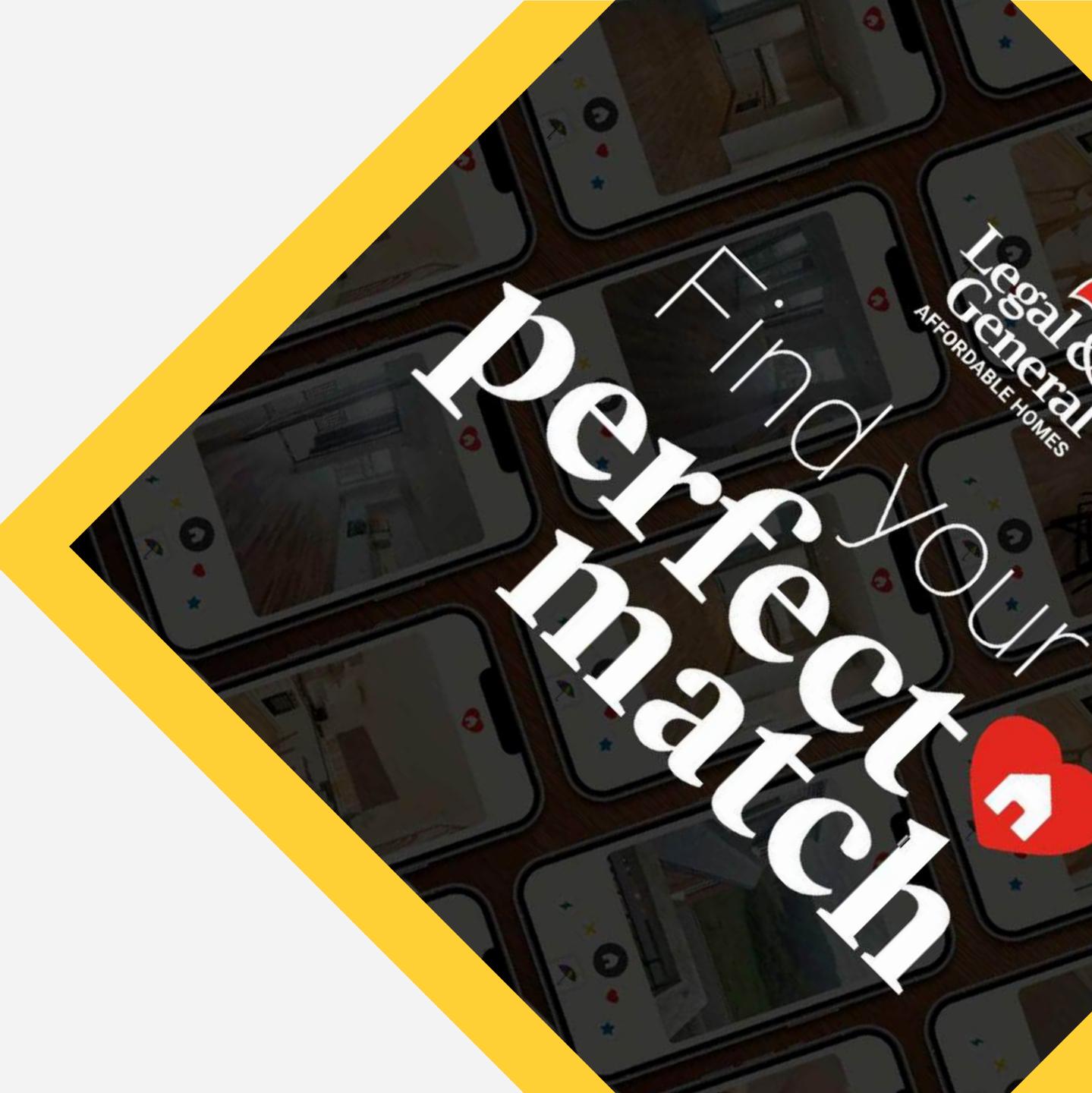
HI-FIDELITY PROTOTYPE
Deliver click through prototypes (Figma) for all pages and dashboards



Fully feature self service portal (based on Salesforce) for L&G's Affordable Home owners (5000 current property + 3000 new every year)

Date: 2023

Client: Legal & General, London



Find your
perfect match



What makes this project unique?

I was hired by Legal & General's Affordable Homes subdivision to create their brand new Salesforce based home management self service system where the clients can make payments, request maintenance visits, report issues, raise cases. Currently they have 5000+ properties and Legal & General's Affordable Homes work with local authorities, housing associations, and developers across the country to deliver over 3,000 affordable new homes a year.

Role & responsibilities

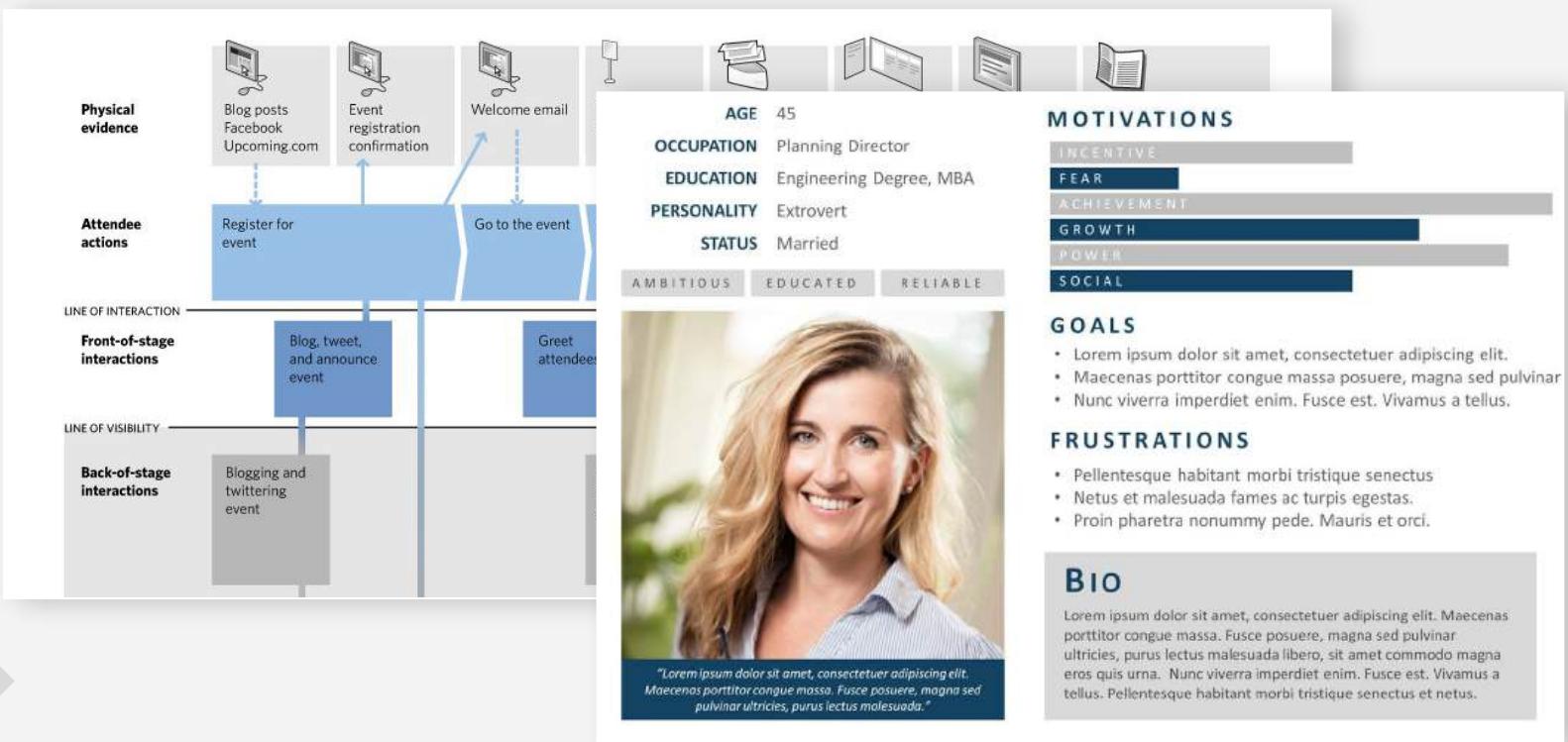
UX/Product leader
Complete service flow and journey mapping (internal/client)
Define functional/non-functional documentations
Overview user stories and use cases
Wireframing
Hi-fidelity prototyping

- 01 SERVICE DESIGN**
- 02 USER JOURNEY MAP**
- 03 MVP & WIREFRAME**
- 04 PROTOTYPE**



Solution outline and blueprint model

Persona analysis

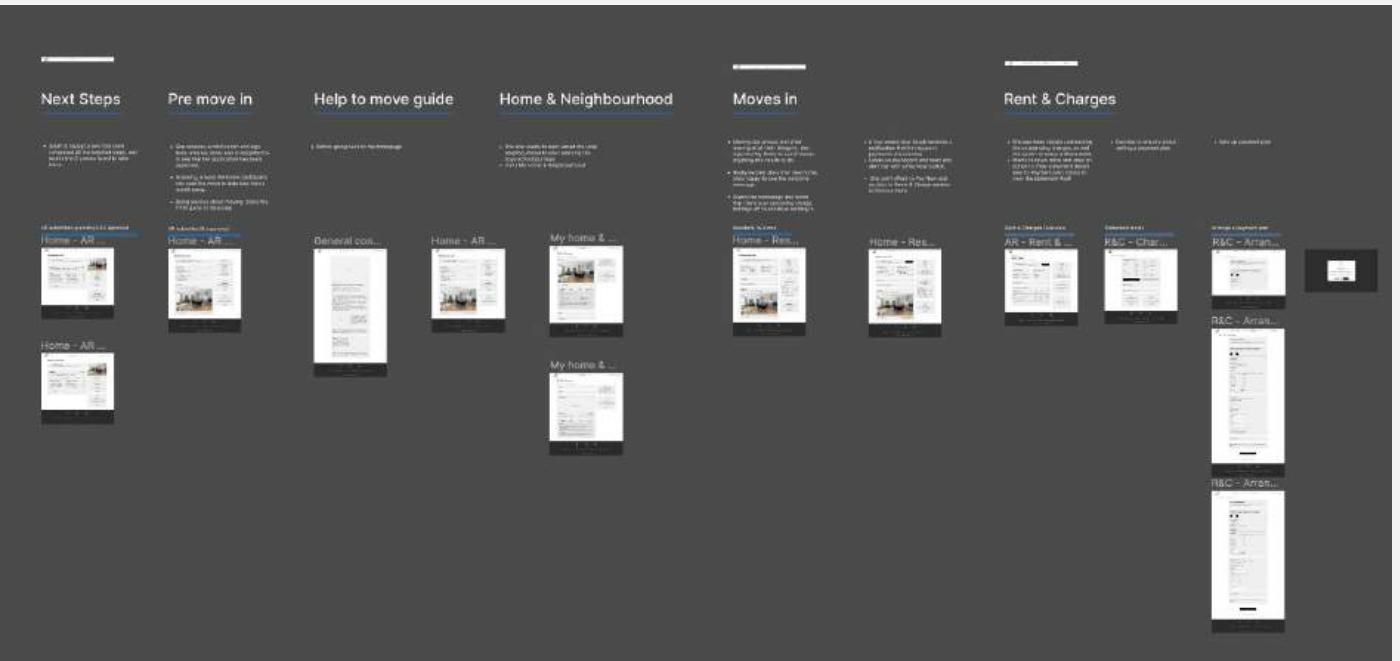


DESCRIBE PERSONAS

Deliver high level persona analysis,
Create persona files

Context discovery, page mapping Functional and page hierarchy

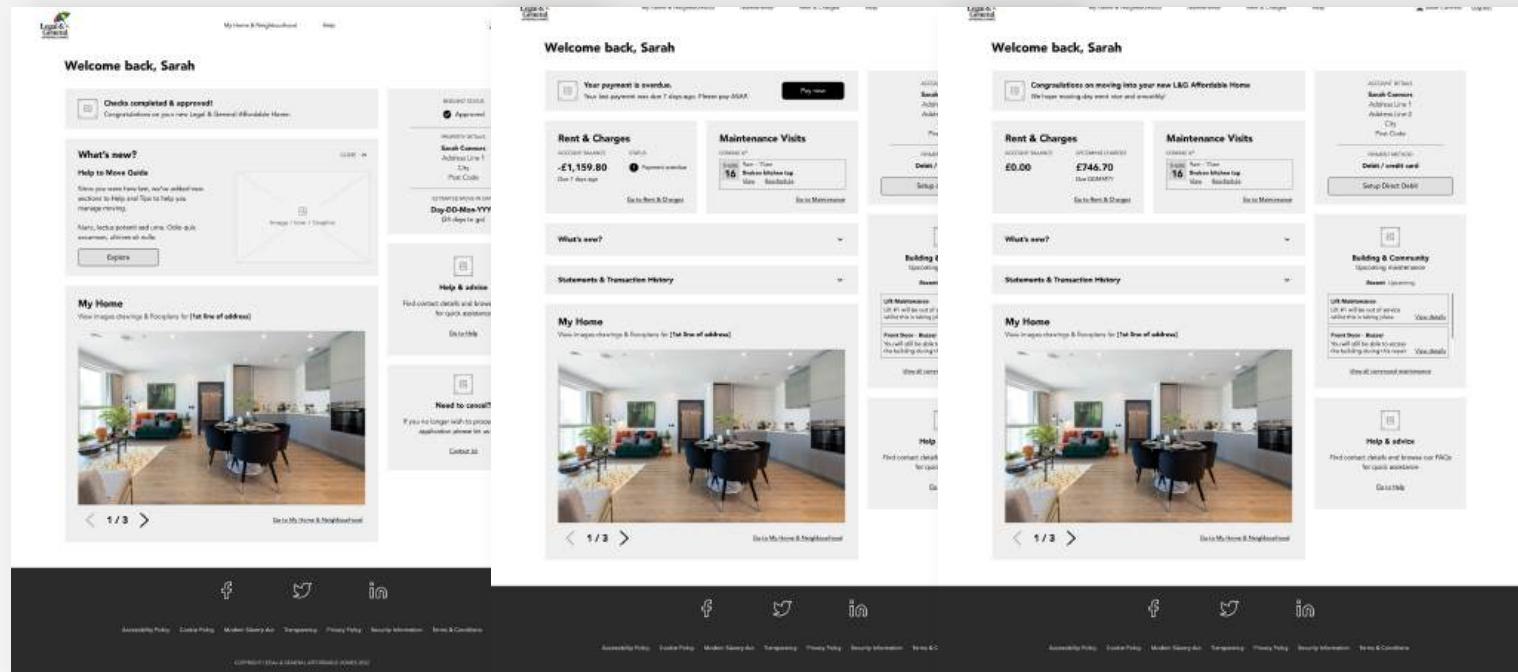
- 01 SERVICE DESIGN
- 02 USER JOURNEY MAP**
- 03 MVP & WIREFRAME
- 04 PROTOTYPE



PAGE MAPPING
Deliver complete page flow models and user journey

MVP and roadmapping Wireframing

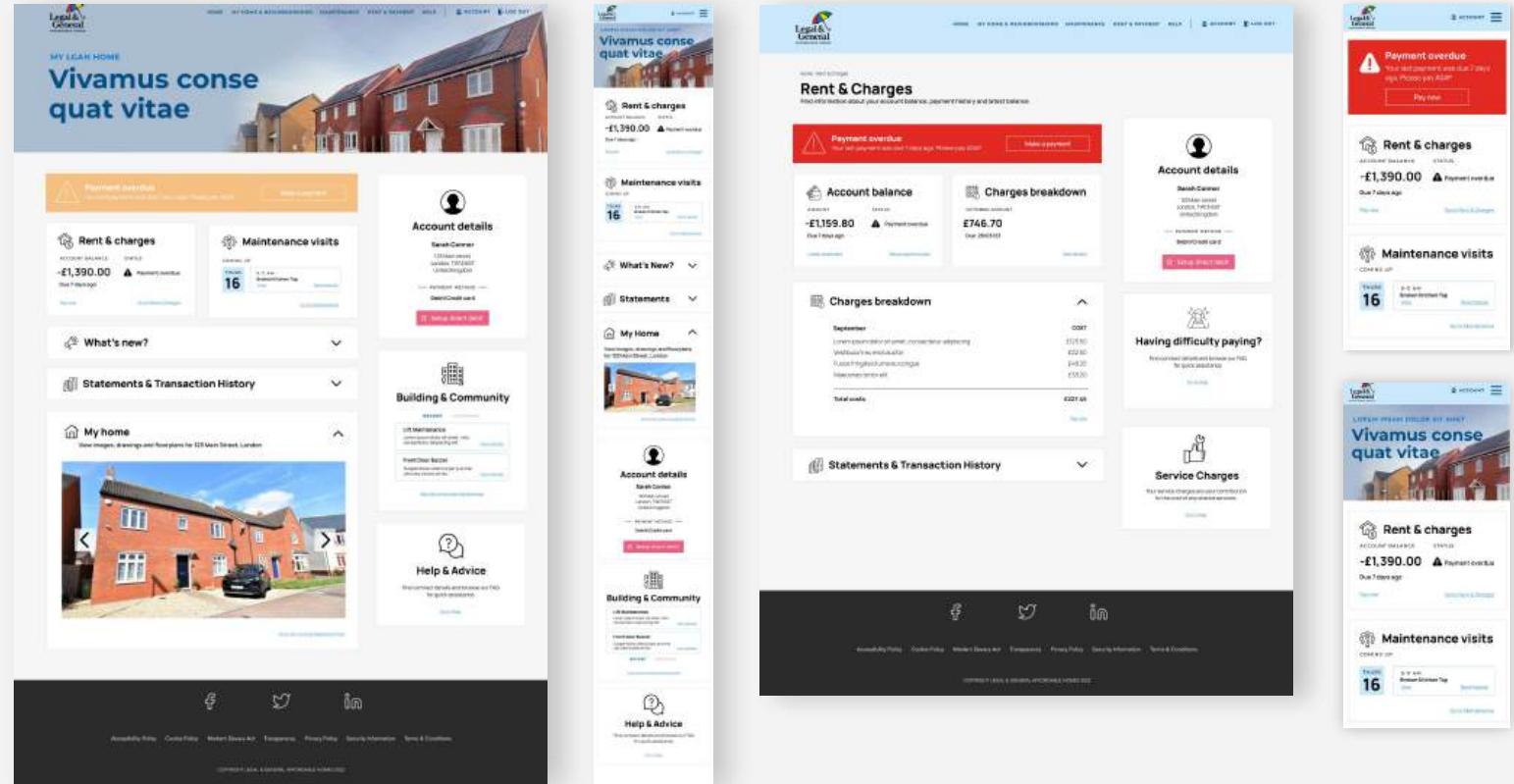
- 01 SERVICE BLUEPRINT
- 02 USER JOURNEY MAP
- 03 MVP & WIREFRAME**
- 04 PROTOTYPE



WIREFRAME
Deliver clickable wireframe (Figma), create roadmap for usability and accessibility testing and for the development
Agile/Jira integration, user stories, acceptance criteria, functional requirements

Prototypes and interaction design

- 01 SERVICE BLUEPRINT
- 02 USER JOURNEY MAP
- 03 MVP & WIREFRAME
- 04 PROTOTYPE



HI-FIDELITY PROTOTYPE
Deliver click through prototypes (Figma) for all pages and dashboards



HM Revenue & Customs

EU exit and goods movement related project (Northern Ireland, EU and GB), deliver full end-to-end solutions with Gov.uk integration for public and API focused solutions for software integrations.

Date: 2022

Client: HM Revenue & Customs, London





What makes this project unique?

I was hired as senior UX/Service Designer on this specific EU exit and goods movement related projects (Northern Ireland, EU and GB), deliver full end-to-end solutions with Gov.uk integration for public and API focused solutions for software integrations.

Role & responsibilities

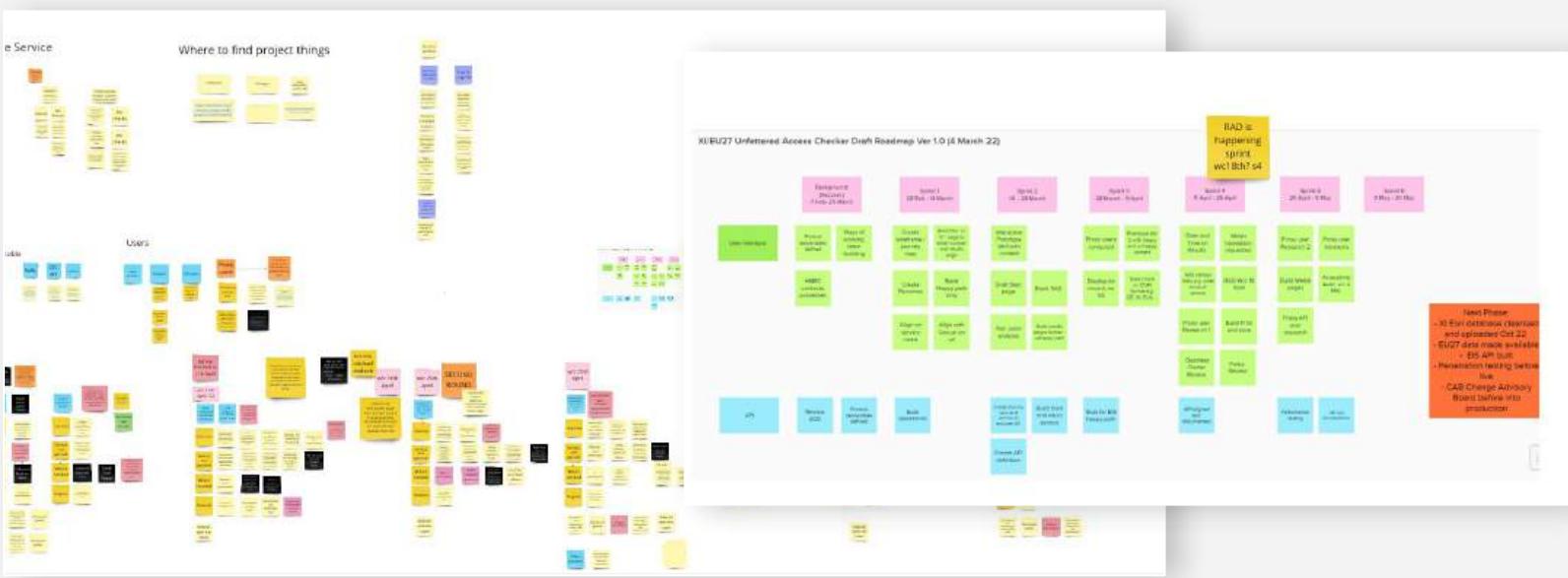
UX/Service design lead
Deliver user journeys, functional specifications
Define functional/non-functional documentations
Overview user stories and use cases
Deliver wireframes and prototypes on both Figma and Github, using GDS and Gov prototyping toolkits
Map out and simplify complex solutions.



- 01 RESEARCH & ANALYSIS
- 02 SERVICE DESIGN
- 03 MVP & MAPPING
- 04 PROTOTYPE

HM Revenue & Customs

User research, pain point analysis & page mapping

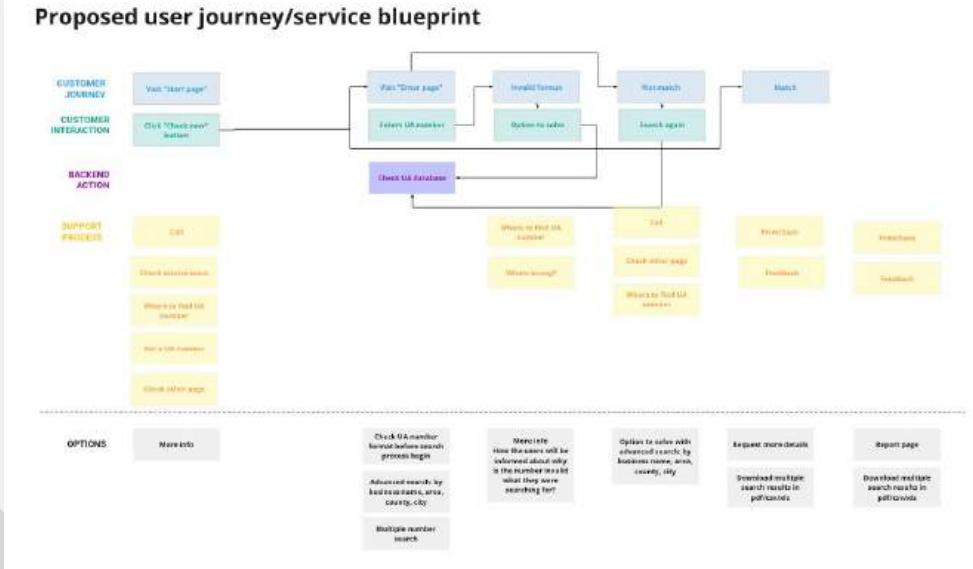


USER & STAKEHOLDER RESEARCH
Define and lead user research sessions, using moderated interviews, workshops and surveys

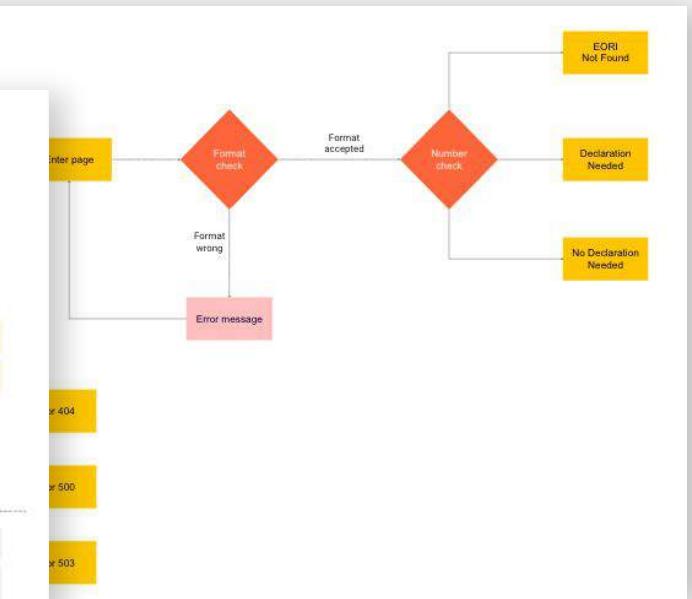
PAIN POINTS ANALYSIS AND PAGE MAPPING
Deliver high level user and usability analysis, user stories, functional maps

Context discovery, page mapping Task and process flow models

- 01 RESEARCH & ANALYSIS
- 02 SERVICE DESIGN
- 03 MVP & MAPPING
- 04 PROTOTYPE



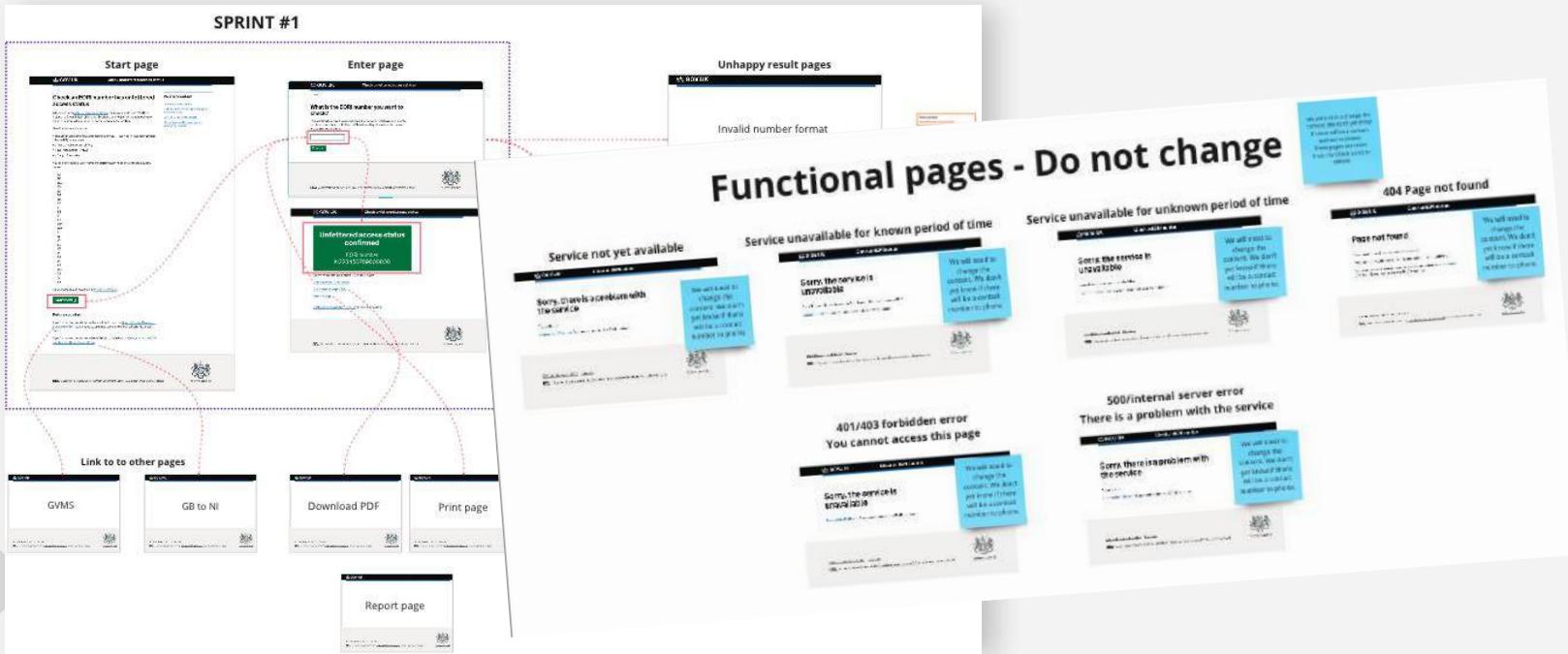
SERVICE BLUEPRINT
Defining user journey and service map with functional
and non-functional requirements



TASK & PROCESS FLOW MODELS
Deliver complete process flow and data models

MVP and roadmapping Prioritization and Agile integration

- 01 RESEARCH & ANALYSIS
- 02 SERVICE DESIGN
- 03 MVP & MAPPING**
- 04 PROTOTYPE



MOSCOW & PRIORITIZATION TASKS / SOLUTION MAP
Define MVP, create roadmap for usability and accessibility testing and for the full development lifecycle
Agile/Jira integration, user stories, acceptance criteria, functional requirements

Prototypes & interaction design

- 01 RESEARCH & ANALYSIS
- 02 SERVICE DESIGN
- 03 MVP & MAPPING
- 04 PROTOTYPE



The image displays four separate screenshots of GOV.UK prototypes, each with a dark blue header and footer. The first screenshot shows the 'Check if a business can move goods freely from Northern Ireland to Great Britain' service, which is confirmed to be working. The second screenshot shows the 'Check unfettered access status' service, also working. The third screenshot shows the 'Check EORI moving goods Northern Britain' service, which is not working as the EORI number is invalid. The fourth screenshot shows the same service again, with the error message 'Country code must be XI or an EU country code' highlighted in red. All pages include standard GOV.UK navigation and footer elements.

FIGMA & PROTOTYPING
Deliver click through prototypes using Figma and the GOV.UK prototype kit



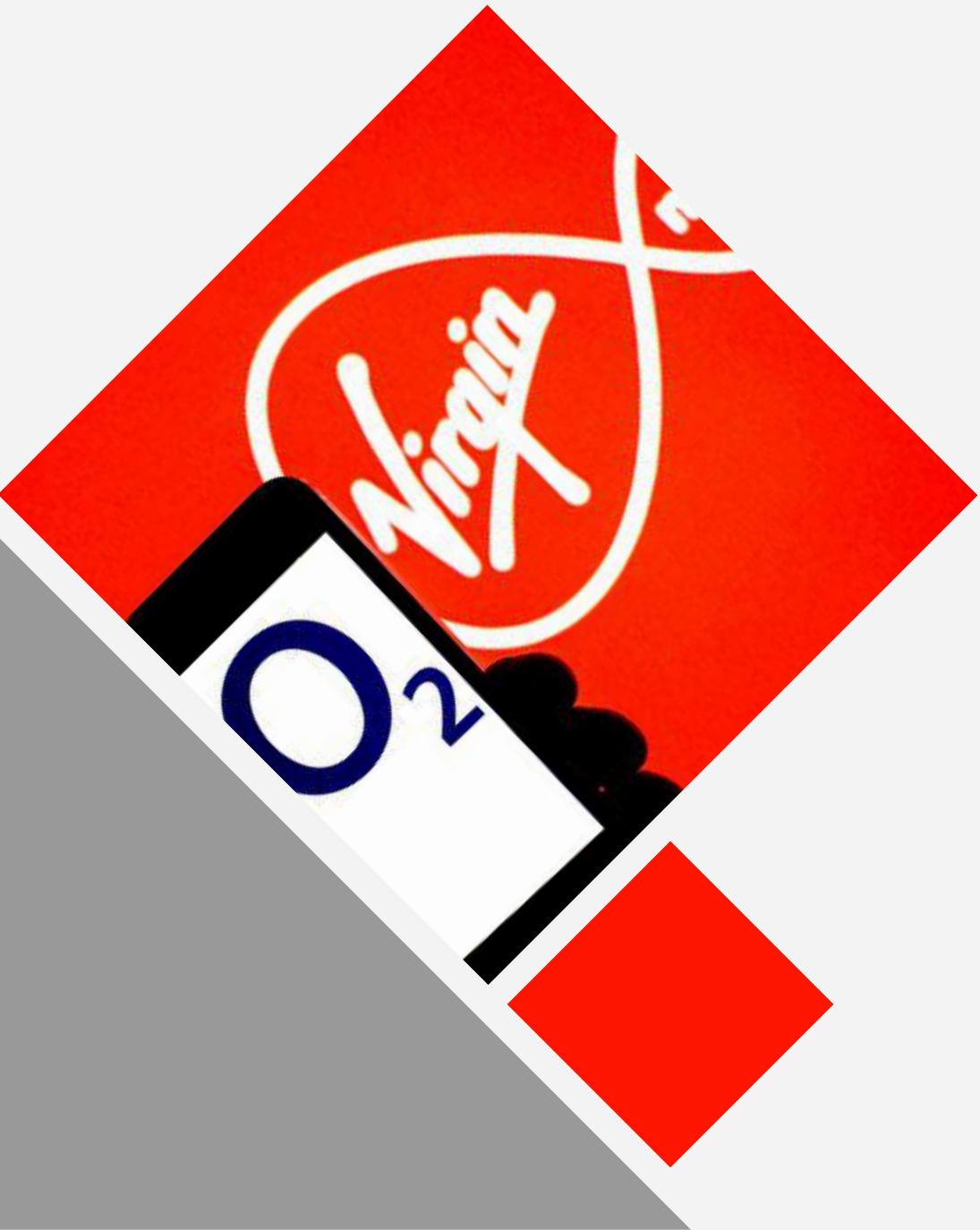
Multiple mobile apps for Virgin Media/O2 customers

- Virgin Media/O2's loyalty and reward scheme
- Food waste awareness mobile app concept
- Virgin Media's 4G/5G Live Coverage app concept
- InnerCircle shared calendar mobile app concept

Date: 2022-23

Client: Virgin Media/O2, London





What makes this project unique?

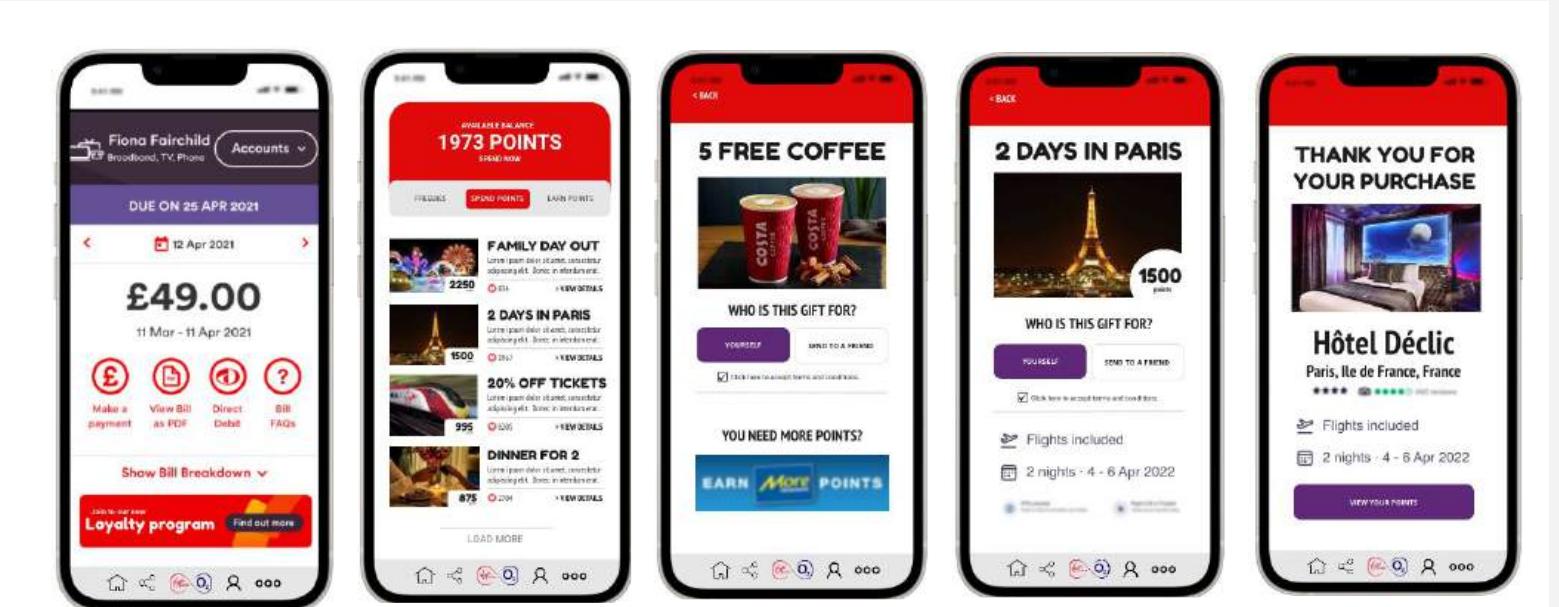
I was hired to work on multiple Virgin Media projects as recurring lead UX designer to their concept incubator program to help describe and design some interesting mobile app concepts to Virgin customers.

- Virgin Media/O2's loyalty and reward scheme
- Food waste awareness mobile app concept
- Virgin Media's 4G/5G Live Coverage app concept
- InnerCircle shared calendar mobile app concept

Role & responsibilities

UX/Product designer
Lead and analyse user research sessions
Define functional/non-functional documentations
Create high fidelity concept prototype

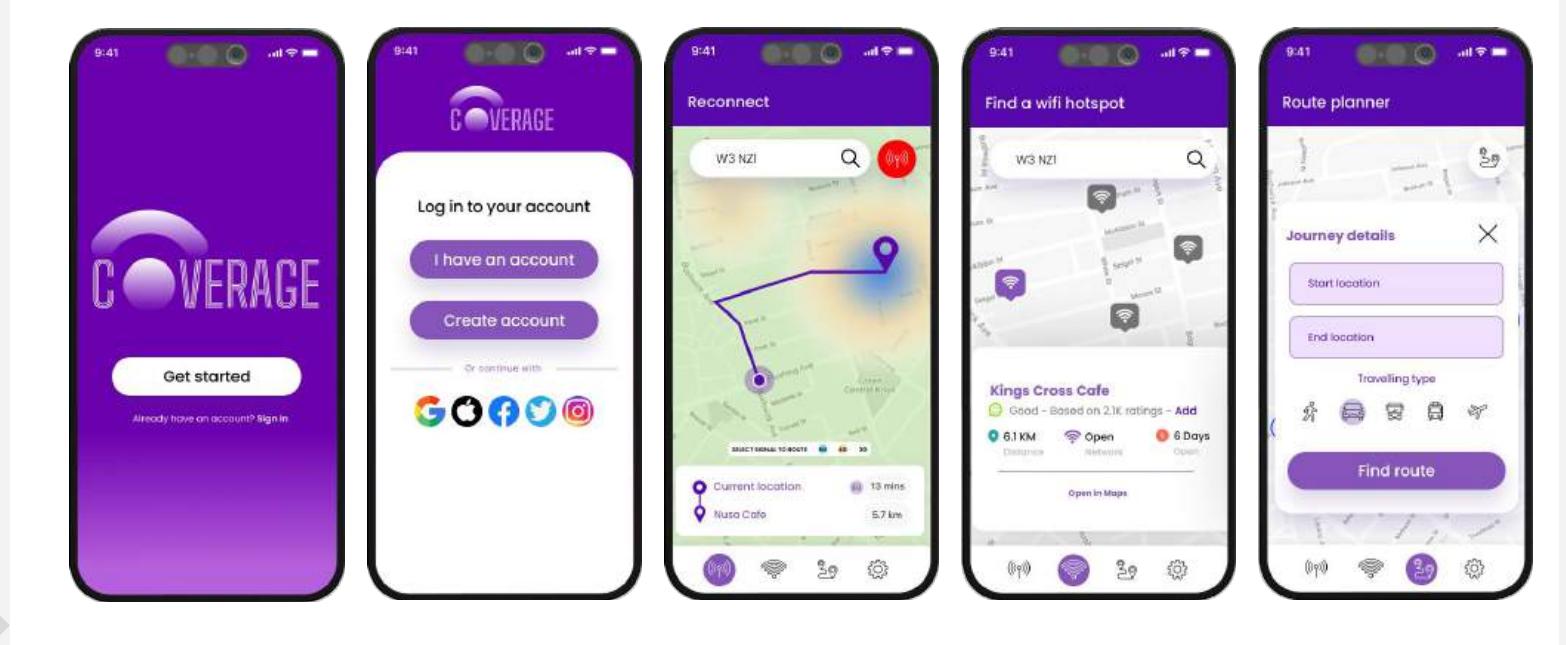
Virgin Media/O2's loyalty & reward scheme



VIRGIN MEDIA/O2'S LOYALTY AND REWARD SCHEME

Map out and define the foundations of a future loyalty and reward scheme with integration to the existing VM mobile app
Define concept foundations, user research, analysis, user journey, hi-fidelity prototype
Part of the Virgin Media/O2's IdeaLab Internal Development Program

Virgin Media's 4G/5G Live Coverage app concept

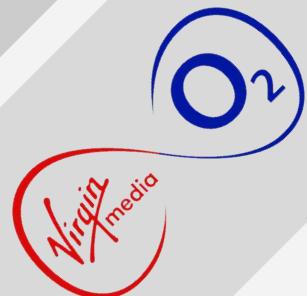


COVERAGE - 4G/5G LIVE COVERAGE MOBILE APP

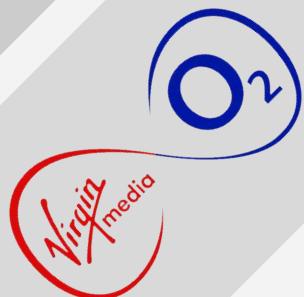
Signal coverage mobile app, to find free wifi hotspots, plan journeys with the best available 4G/5G coverage

Define concept foundations, user research, analysis, user journey, hi-fidelity prototype

Part of the Virgin Media/O2's IdeaLab Internal Development Program



Virgin Media/O2's food waste awareness mobile app concept



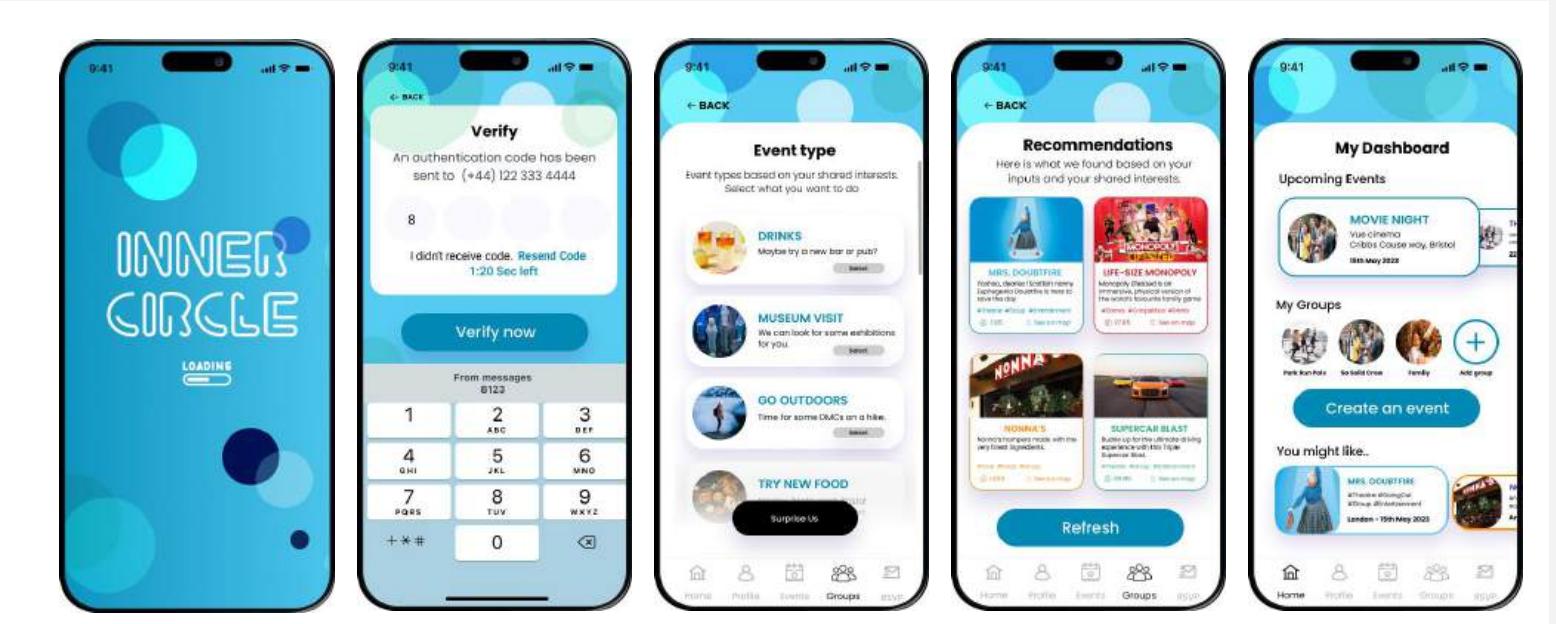
ECOPLATE - FOOD AWARENESS MOBILE APP

Helping people to reduce food waste in their homes, smart reuse leftovers, create weekly meal plans

Define concept foundations, user research, analysis, user journey, hi-fidelity prototype

Part of the Virgin Media/O2's IdeaLab Internal Development Program

Virgin Media/O2's InnerCircle shared calendar mobile app concept



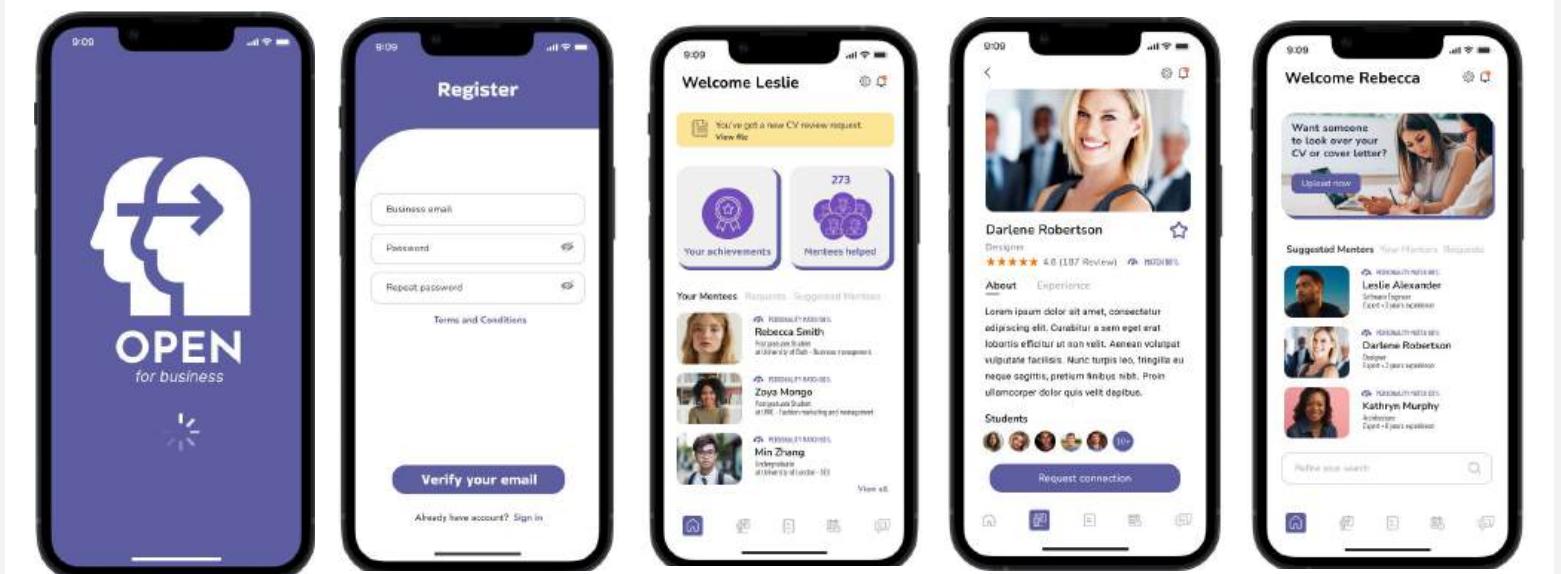
INNERCIRCLE
Mobile app concept with shared group and friend calendars, event creator, time management and notification functions

Define concept foundations, user research, analysis, user journey, hi-fidelity prototype

Part of the Virgin Media/O2's IdeaLab Internal Development Program

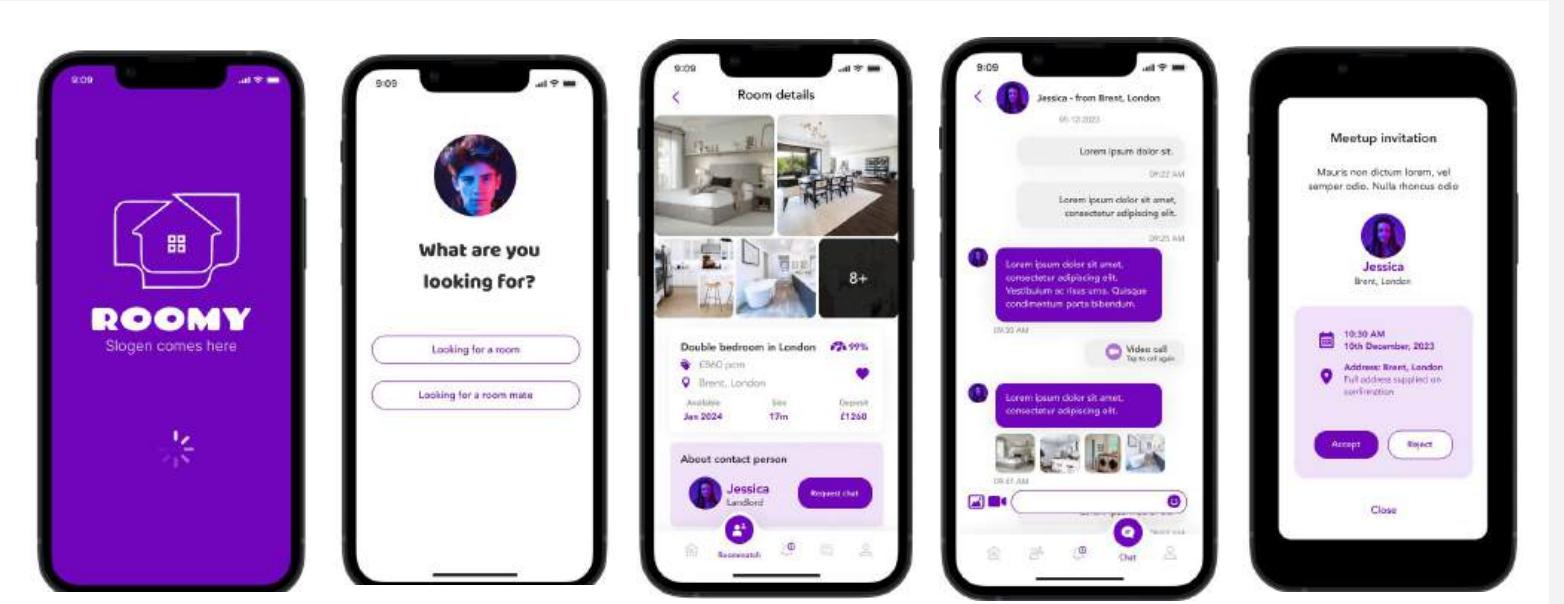


Virgin Media/O2's Open Business mentor mobile app concept



OPEN
Mobile app concept with mentor/mentee direct connection workflow, event and time management
Define concept foundations, user research, analysis, user journey, hi-fidelity prototype
Part of the Virgin Media/O2's IdeaLab Internal Development Program

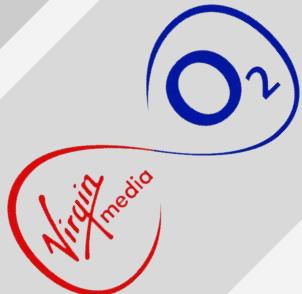
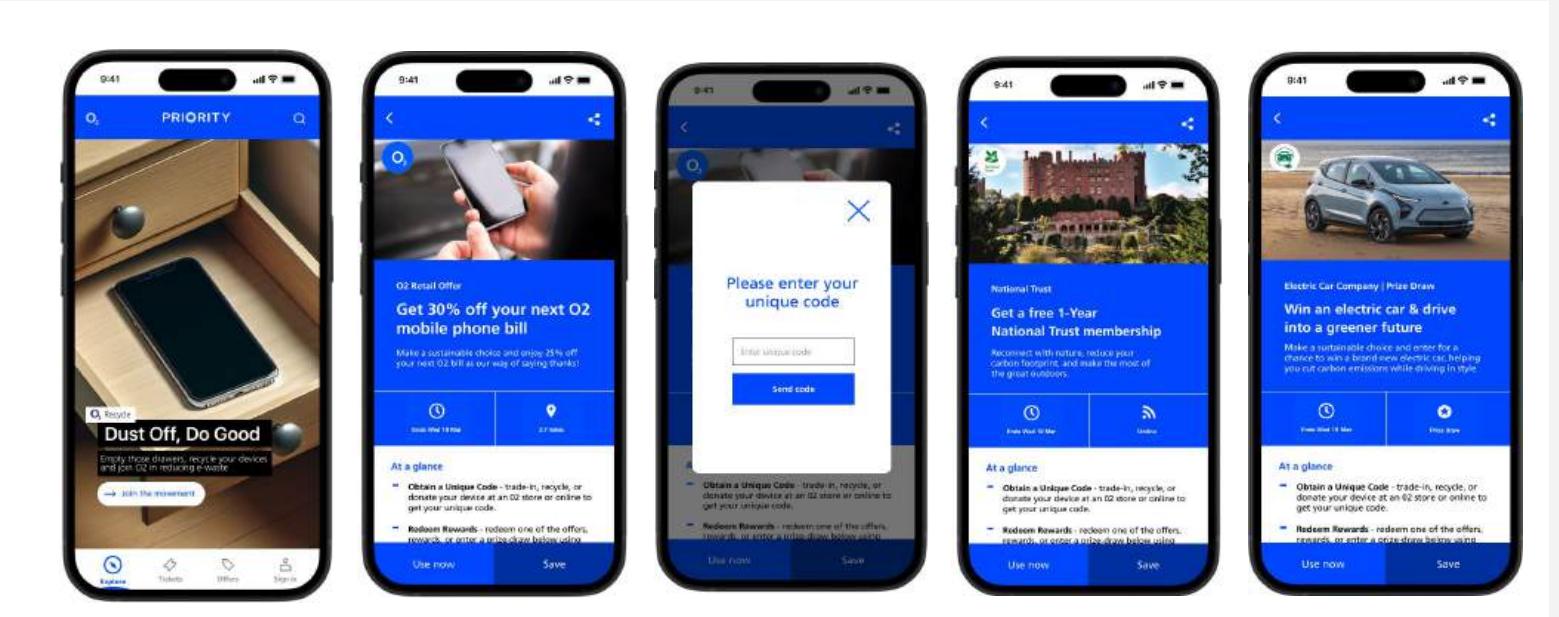
Virgin Media/O2's Roomy Flatmate finder mobile app concept



ROOMY
Mobile app concept for easy and quick flatmate find process, booking scheduler, time management, notification functions
Define concept foundations, user research, analysis, user journey, hi-fidelity prototype
Part of the Virgin Media/O2's IdeaLab Internal Development Program



Virgin Media/O2 Priority shared calendar mobile app concept



O2 Priority

"Dust off, do good" trade-in/recycling marketing mobile app (addition to the existing O2 Priority app)
Define concept foundations, user research, analysis, user journey, hi-fidelity prototype

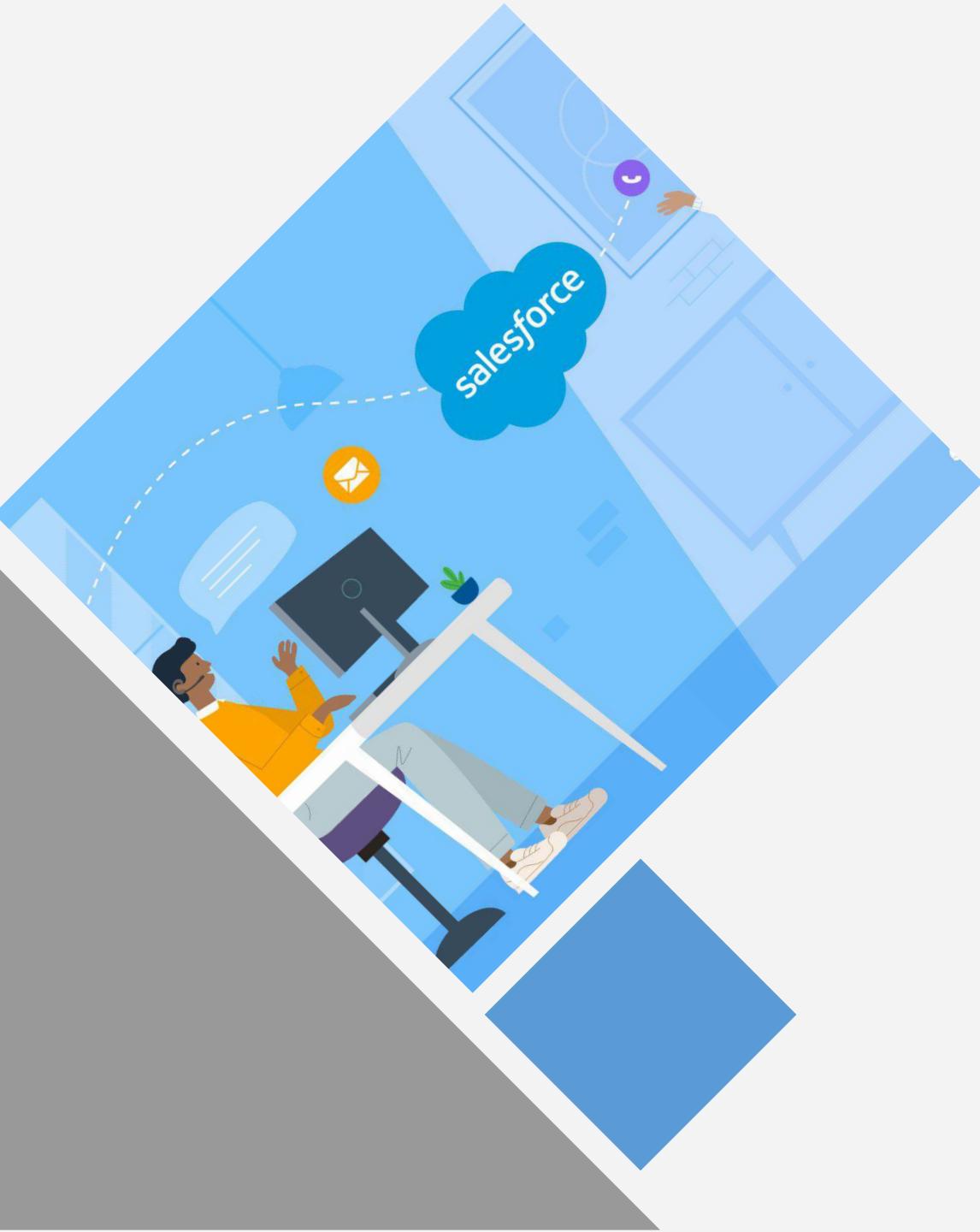


Service and ux design on a Salesforce 360 based bespoke B2B portal for an international tobacco brand, enterprise level cloud (XaaS) platform, bespoke service architecture of a CRM solution.

Date: 2022

Client: SalesForce, London





What makes this project unique?

I was hired as lead UX/Service designer for the software giant Salesforce. The job was to create a fully bespoke SalesForce 360 based ordering portal for an international tobacco brand. My tasks was lead discovery phase and describe the service blueprints, define solution flow from ideation through research and development. I was working in Agile, very close with product owners,, development teams and top level business stakeholders.

Role & responsibilities

Senior UX/Service designer
Lead blueprint and discovery sessions
Lead and analyse user research sessions
Managing UX/UI tasks
Deliver concept wireframes/prototypes

Discovery & requirement analysis



Reemstra's Employee / ADMIN

Alex Adamin



Work profile
Alex is working for Reemstra. Her daily job is to manage Reemstra's B2B portal. She manages all internal and external user accounts, allow and disable user access across roles. She is the top level account and user manager on the Reemstra's portal, but she also manages enterprise (master) user types and access levels on the portal.

Role: IT Specialist
Age: 32
IT skills: High
Reports to: CTO

Tools: Office365, Web Publishing, React, Spinnaker, AWS, Salesforce, Server

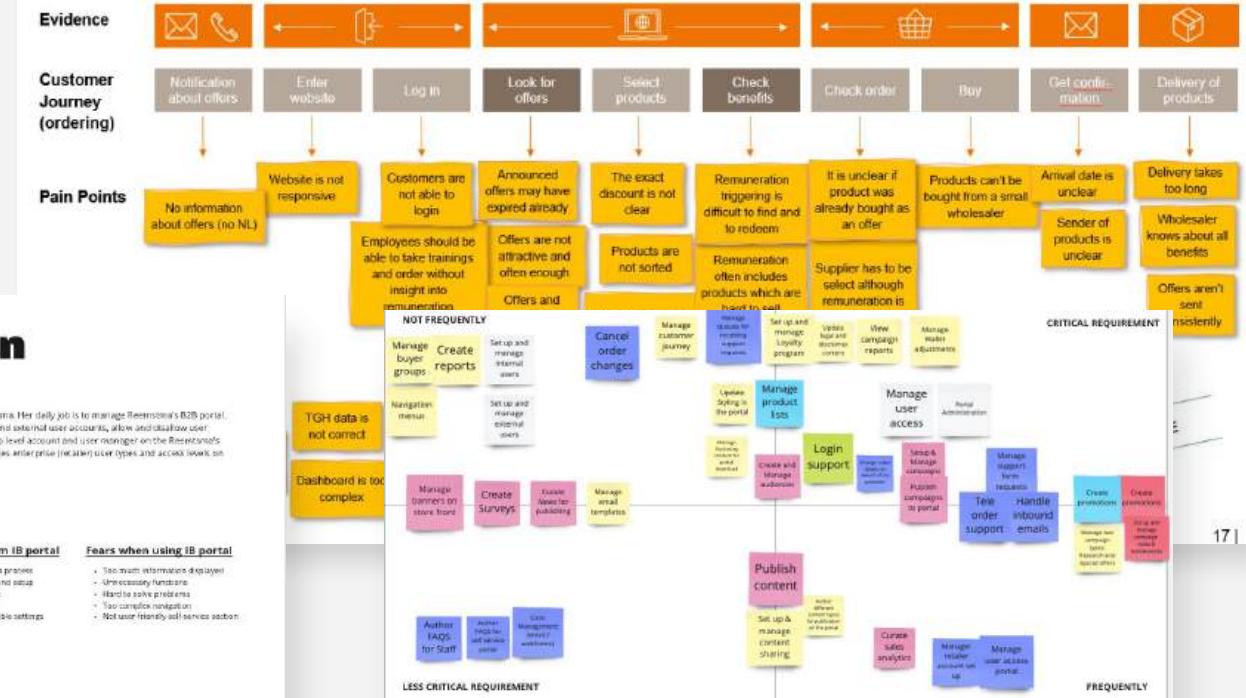
What she wants from IB portal

- Fast and easy user admin process
- Easy user management and setup
- Basic user analysis tools
- Right and role matrix
- Seperated and personalizable settings

Fears when using IB portal

- Too much information displayed
- Un-easy to find what you're looking for
- Hard to solve problems
- Too complex navigation
- Not user friendly with service section

Users' pain points are distributed across their full journey, but steps “look for offers” and “check benefits” cause the most trouble

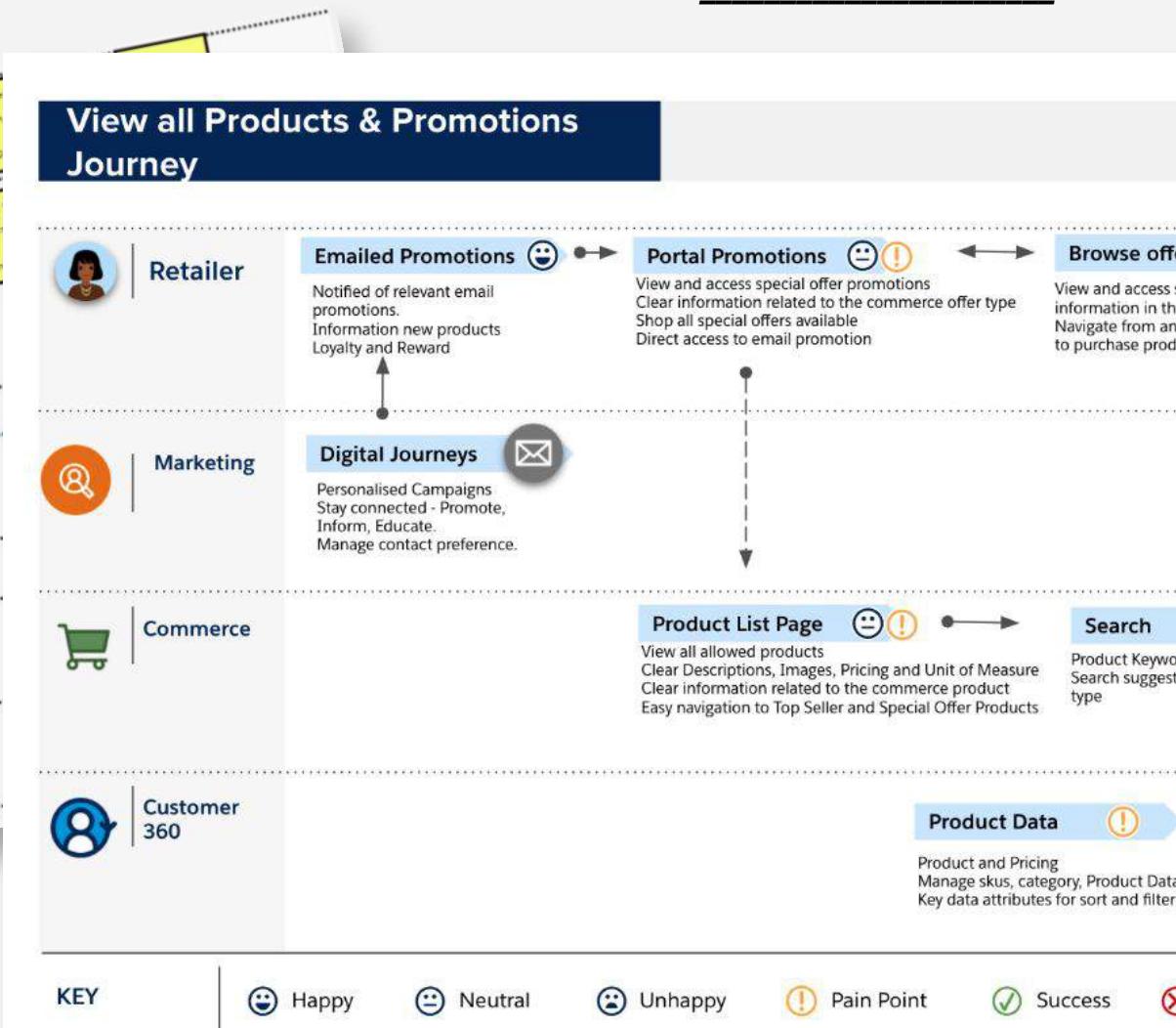
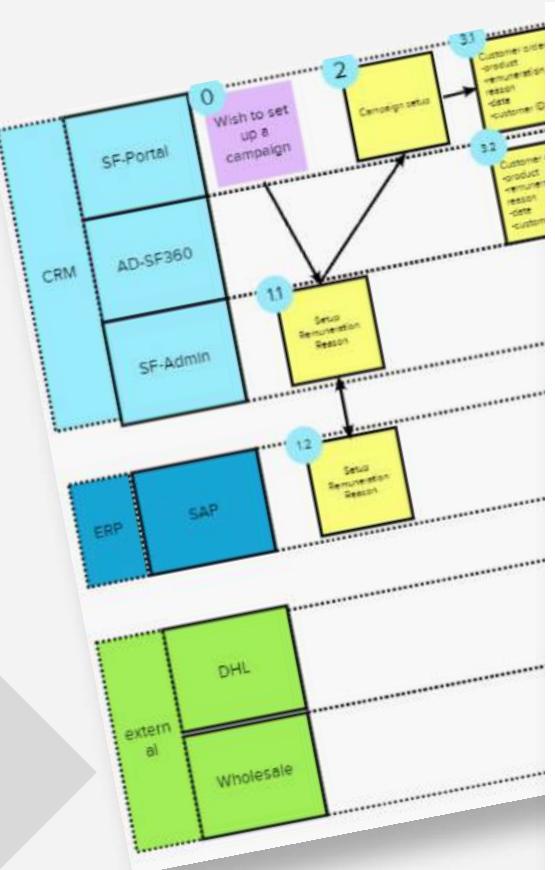


DISCOVERY, PAIN POINTS ANALYSIS & REQUIREMENT MATRIX
Complete discovery with various stakeholders
Translate requirements into functional requirements

Requirements documentations

- 01 DISCOVERY
- 02 REQUIREMENTS
- 03 SERVICE BLUEPRINTS
- 04 WIREFRAMES & TESTS

Salesforce



Service blueprints

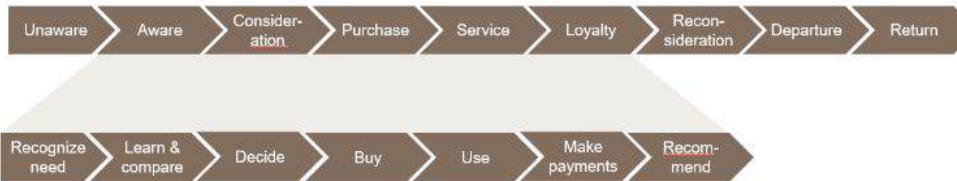
- 01 DISCOVERY
- 02 REQUIREMENTS
- 03 SERVICE BLUEPRINTS**
- 04 WIREFRAMES & TESTS

Salesforce

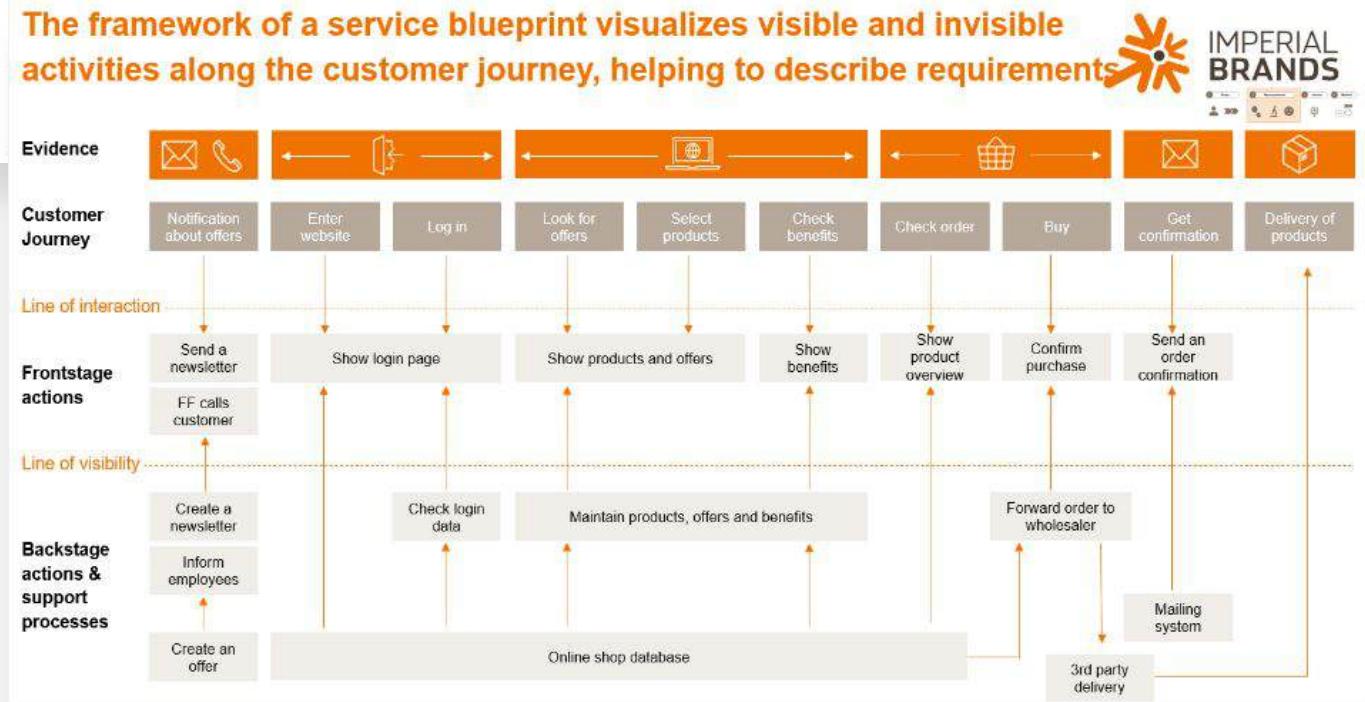
The trade portal meinREEMTSMA.de (TP) with its single customer phases forms the centre of our customer journey



CUSTOMER LIFECYCLE
CUSTOMER JOURNEY MAP - INDIRECT CUSTOMER
SERVICE BLUEPRINT - TRADE PORTAL



The framework of a service blueprint visualizes visible and invisible activities along the customer journey, helping to describe requirements



Wireframes & Testing

- 01 DISCOVERY
- 02 REQUIREMENTS
- 03 SERVICE BLUEPRINTS
- 04 WIREFRAMES & TEST

Salesforce

1. Aktionsprodukte auswählen

2. Vergütung

3. Shop/Großhändler auswählen

4. Bestellung abschließen

2. Warenvergütung

Wählen Sie die gewünschte Warenvergütung im Wert von 320,00 € (entspricht 8,6% Warenvergütung auf Ihren Paketwert) aus. Für mehr Flexibilität bei der Zusammenstellung ihres Warenpaketes, können Sie den Wert Ihrer Warenvergütung um maximal 0,00 € überschreiten. Die Vergütung liegt bei der Auslieferung Ihrem Aktionspaket bei.

Artikel	Preis
GAULOISES Blended Gold 8,00 EUR	0,00 € (U)
GAULOISES Blended Blau 8,00 EUR	0,00 €
GAULOISES Blended Rot 8,00 EUR	0,00 €

Summe Ihrer ausgewählten Warenvergütung 320,00 €

Verfügbare Vergütung

Weiter zur Tabelle

Zurück

Ihre Vergütungs-Bestellungen

Übersicht Ihrer Bestellungen mit Versandstatus

Ihre Bestellung vom: 28.02.2022

Bestellnummer	Bestellwert KVW/UVP:
77285	72,00 €
DHL / Nr. 00340434037212474628	
Lottene Trapp, Markt 12, 25821 Bredstedt	
Top-Seller Vergütung	

Bestellung ausblenden

JPS Red 200er

Bestellnr. Stückpreis

8 9,00 €

72,00 €

Bestellung drucken



Service and User experience design on Cosmo chat system, natural language interface AI powered (Google bot and Alexa) chat solution with web and Whatsapp integration for the market leader energy supplier, British Gas.

Date: 2021-2022

Client: British Gas/Centrica, London





What makes this project unique?

I was hired as lead UX/Service designer for British Gas, primarily focusing on their AI powered chat system with full web and WhatsApp integration. My tasks was discover and describe the service blueprint and solution flow for the solution from ideation through research and test. I was working in Agile, very close with product owners,, multiple development teams and top level decision makers.

Role & responsibilities

Senior UX/Service designer

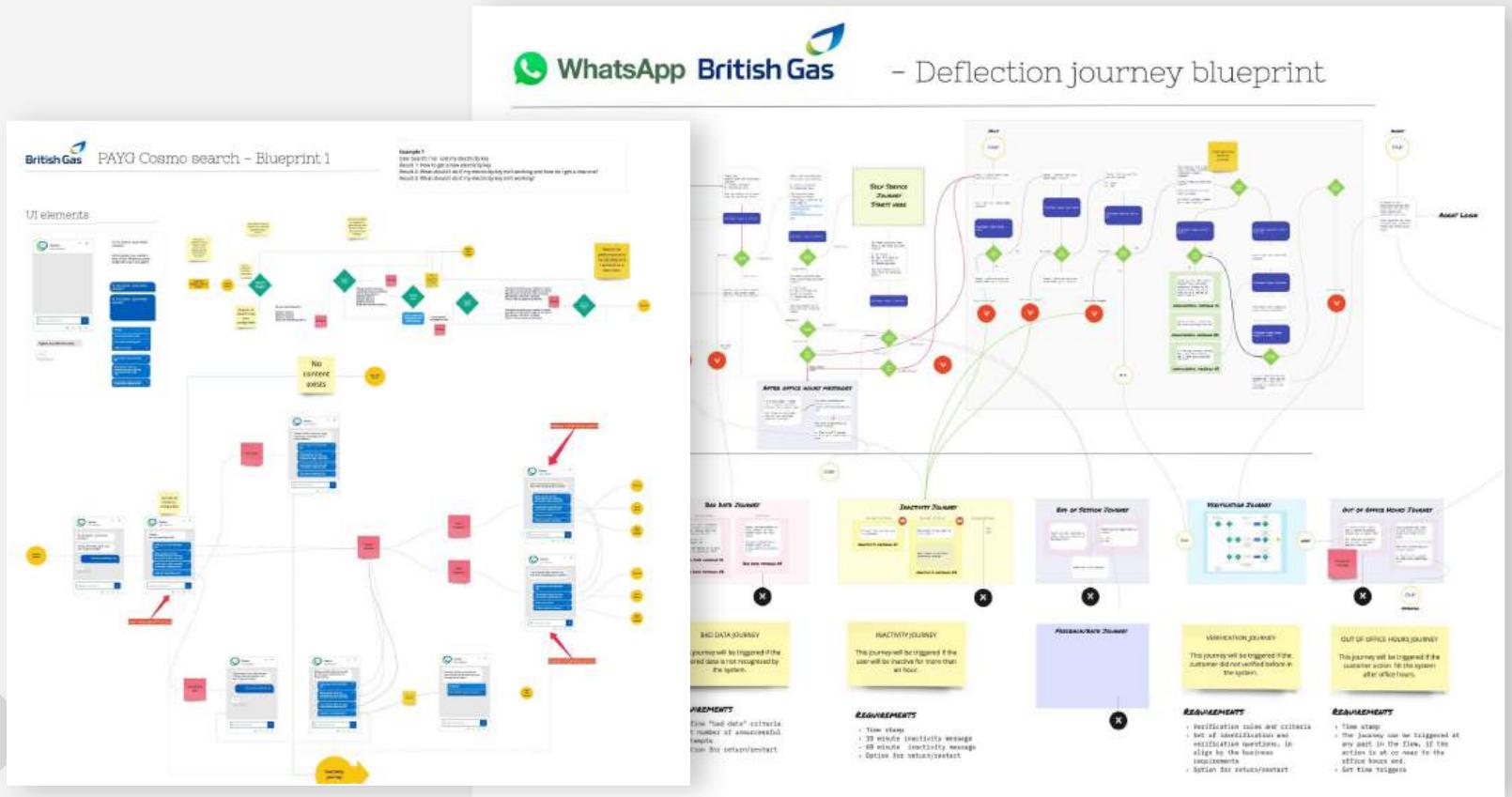
Lead blueprint and discovery sessions

Lead and analyse user research sessions

Managing UX/UI tasks

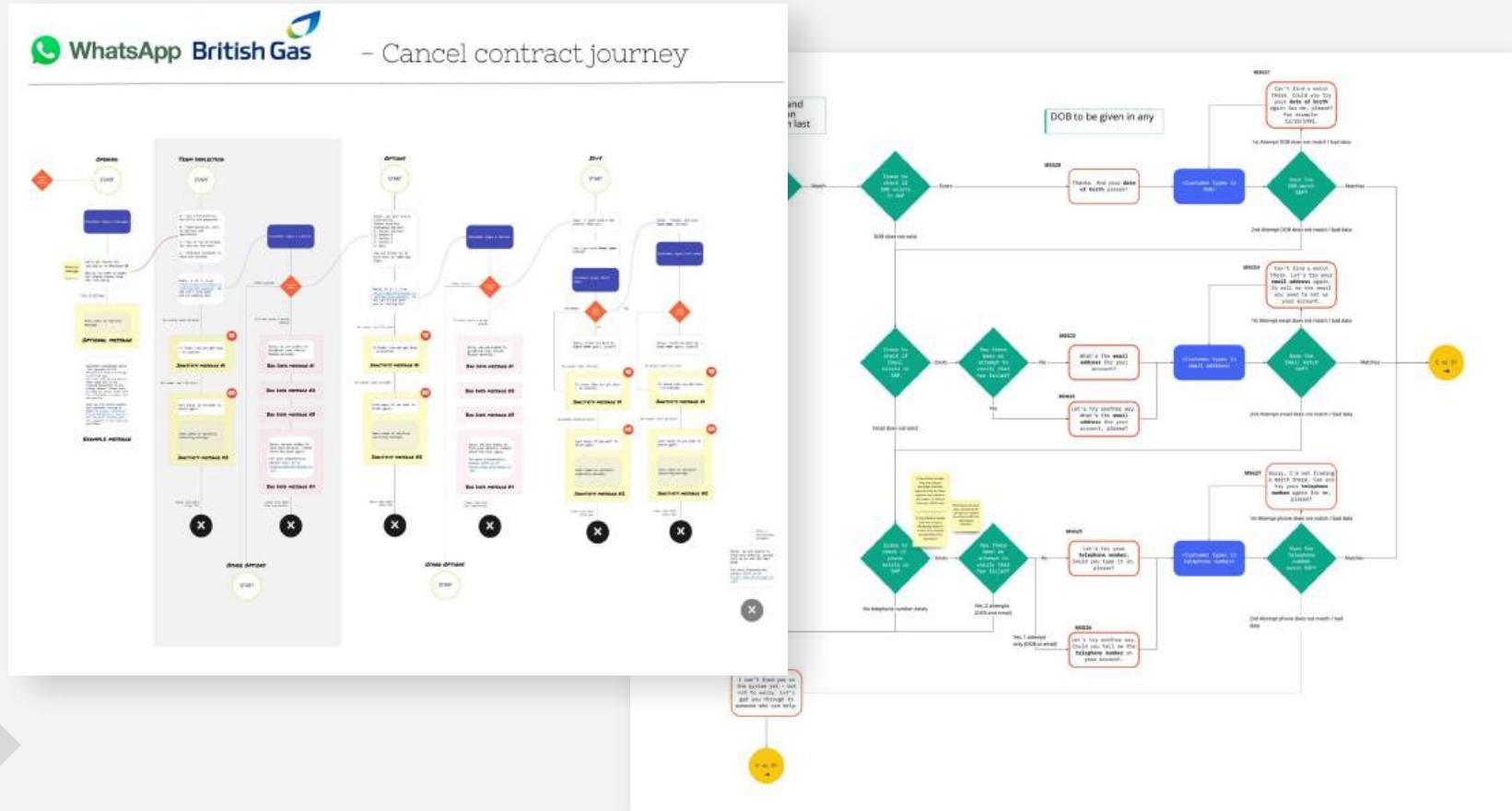
Deliver concept wireframes/prototypes

Blueprints for web and WhatsApp



FULL JOURNEY DISCOVERY
Complete discovery with various stakeholders
Translate requirements into blueprints

Service mapping and flows



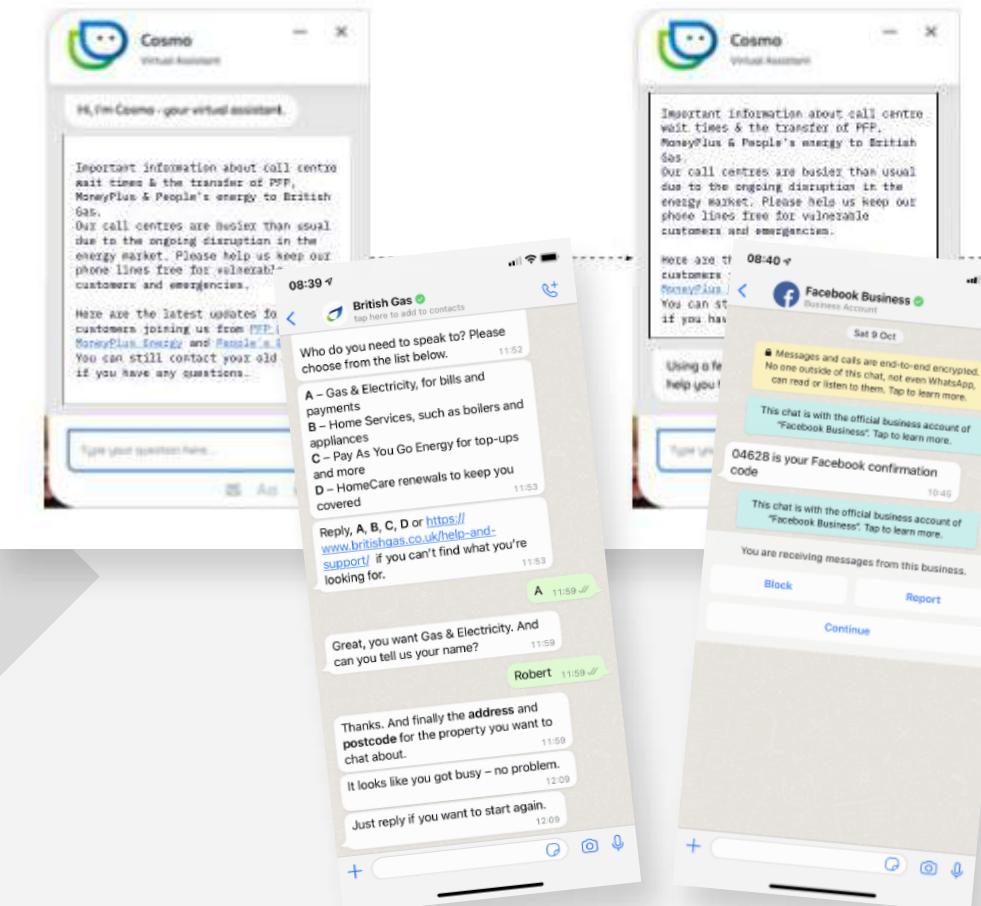
01 BLUEPRINTS
02 SERVICE FLOWS
03 WIREFRAMES
04 TESTING & ANALYSIS

British Gas

DIGITAL TRANSFORMATION
Full requirement analysis and translation into service flows
Testing service flows with stakeholders

Wireframing and journey variations

Add a temporary message panel to the existing journey, to the 2nd position.
Wait for a few seconds (Cosmo thinking) and then continue with the opening messages.



COSMO
OPENING INTENT

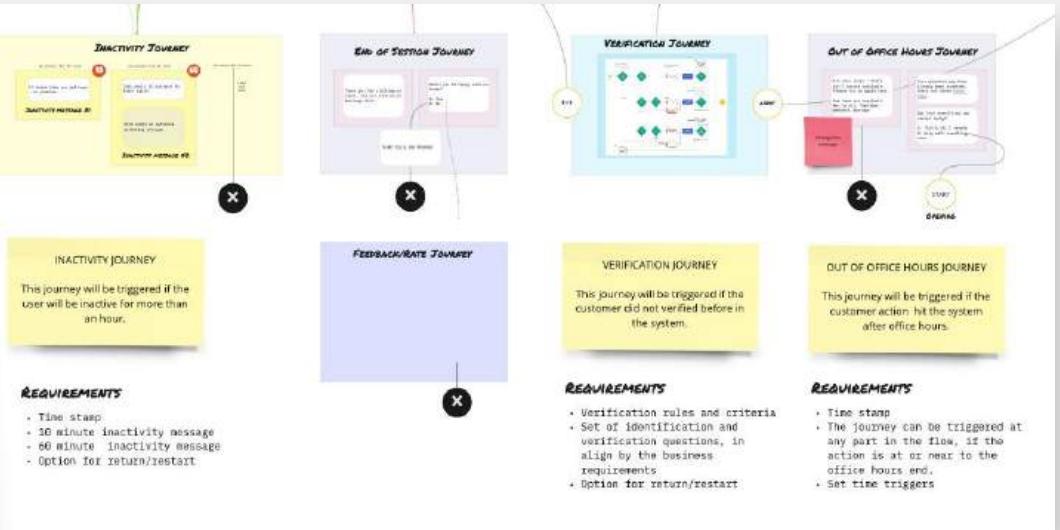
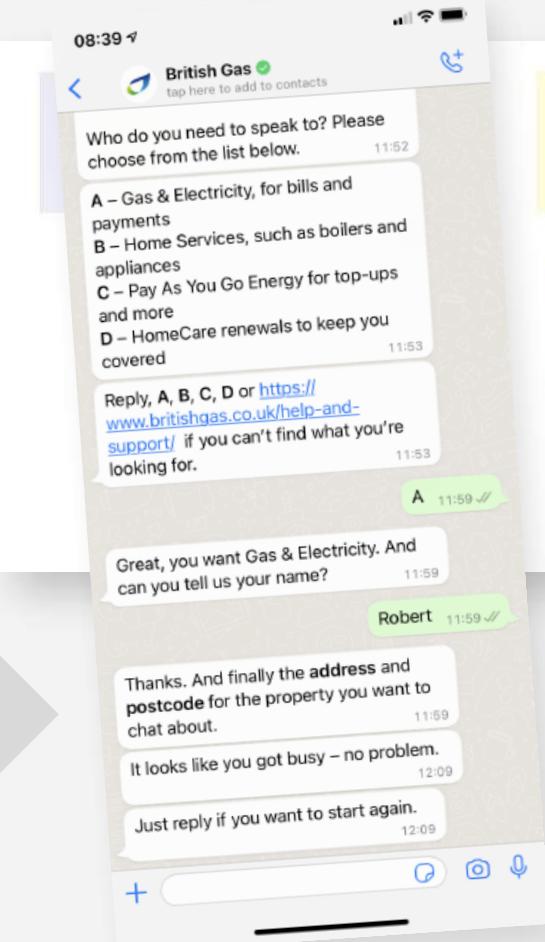


WIREFRAMING & TESTING

Create click through wireframes for user testing
components library for Web/WhatsApp integration

Testing & Analysis

- 01 BLUEPRINTS
- 02 SERVICE FLOWS
- 03 WIREFRAMES
- 04 TESTING & ANALYSIS



Testing & Analysis
Testing high fidelity prototypes (Figma)
25 UserZoom sessions



What makes this project unique?

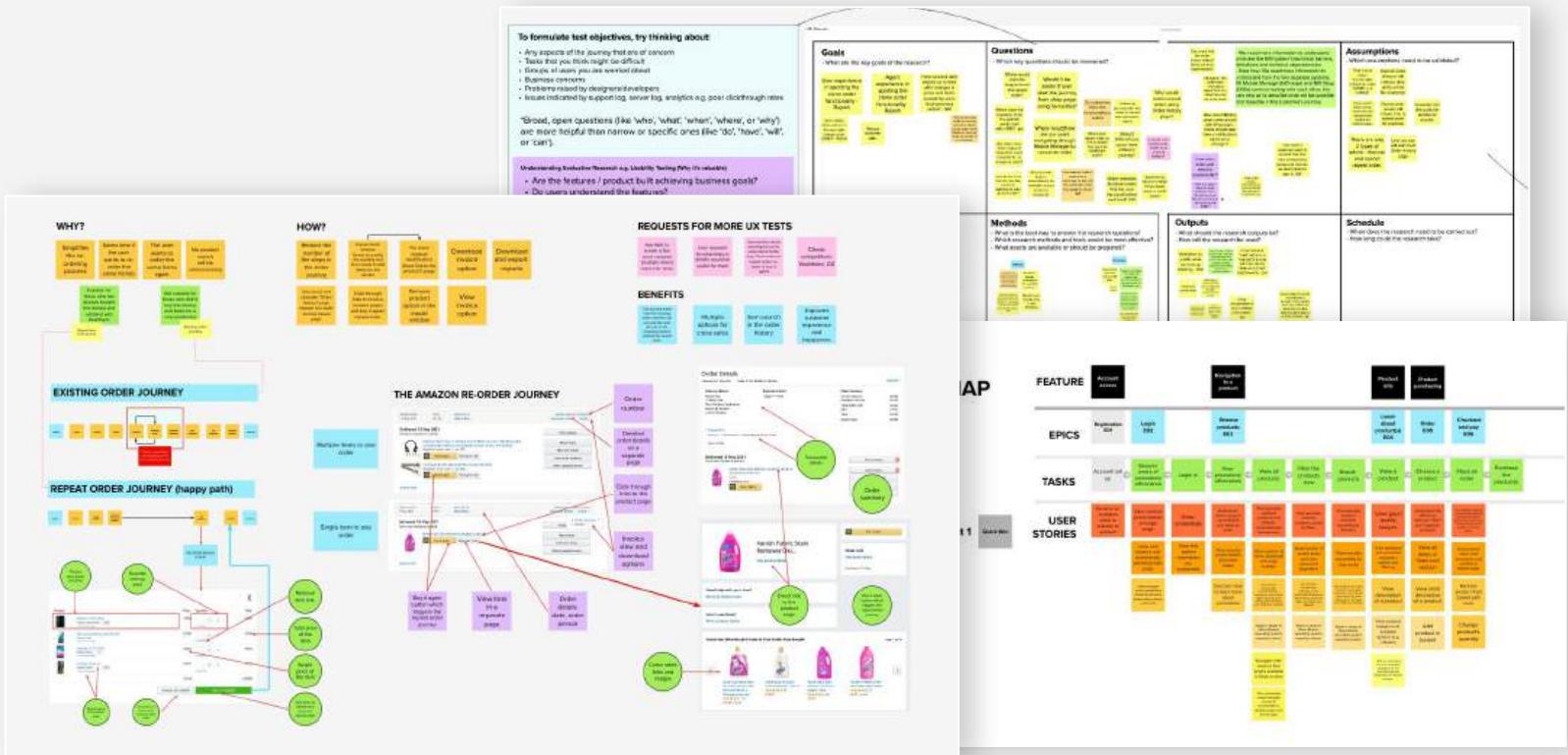
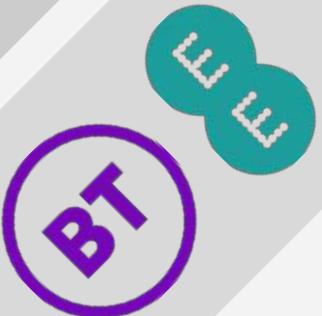
I was hired as lead UX/Product designer for BT/EE Mobile, primarily focusing on EE's mobile fleet manager portal for public and business clients (B2B), and other business solutions for BT and EE Mobile. Working in an Agile, very close with product owners, researchers, multiple development teams and top level decision makers, serving multiple teams, squads and tribes. My smaller team contains user researchers, UX designers and UI designers. Our wider team contains 35 UX and UI designers, responsible for all user experience related issues at BT/EE.

Role & responsibilities

Senior UX/Product designer
Lead and analyse user research sessions
Managing and prioritise development phases, hands on delivery
Managing full UX/UI processes
Deliver concept wireframes/prototypes

User research, story mapping Functional analysis

- 01 RESEARCH & ANALYSIS
- 02 MAPPING & DATA
- 03 NO-CODE/LOW-CODE
- 04 PROTOTYPE



Page mapping and user journeys Task and process flow models

- 01 BUSINESS & ANALYSIS
- 02 MAPPING & DATA
- 03 NO-CODE/LOW-CODE
- 04 PROTOTYPE

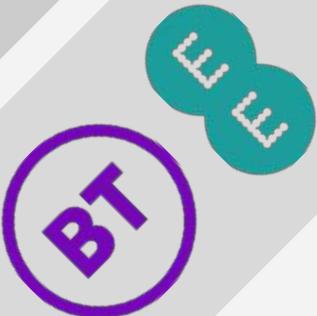


PAGE & PERSONA MAPPING
Defining persona types and detailed page structure
for multiple user types

JOURNEY MAPPING & PAIN POINT ANALYSIS
Deliver complete tasks flow models for new
shopping journey options

Wireframing and journey variations

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 NO-CODE/LOW-CODE**
- 04 PROTOTYPE

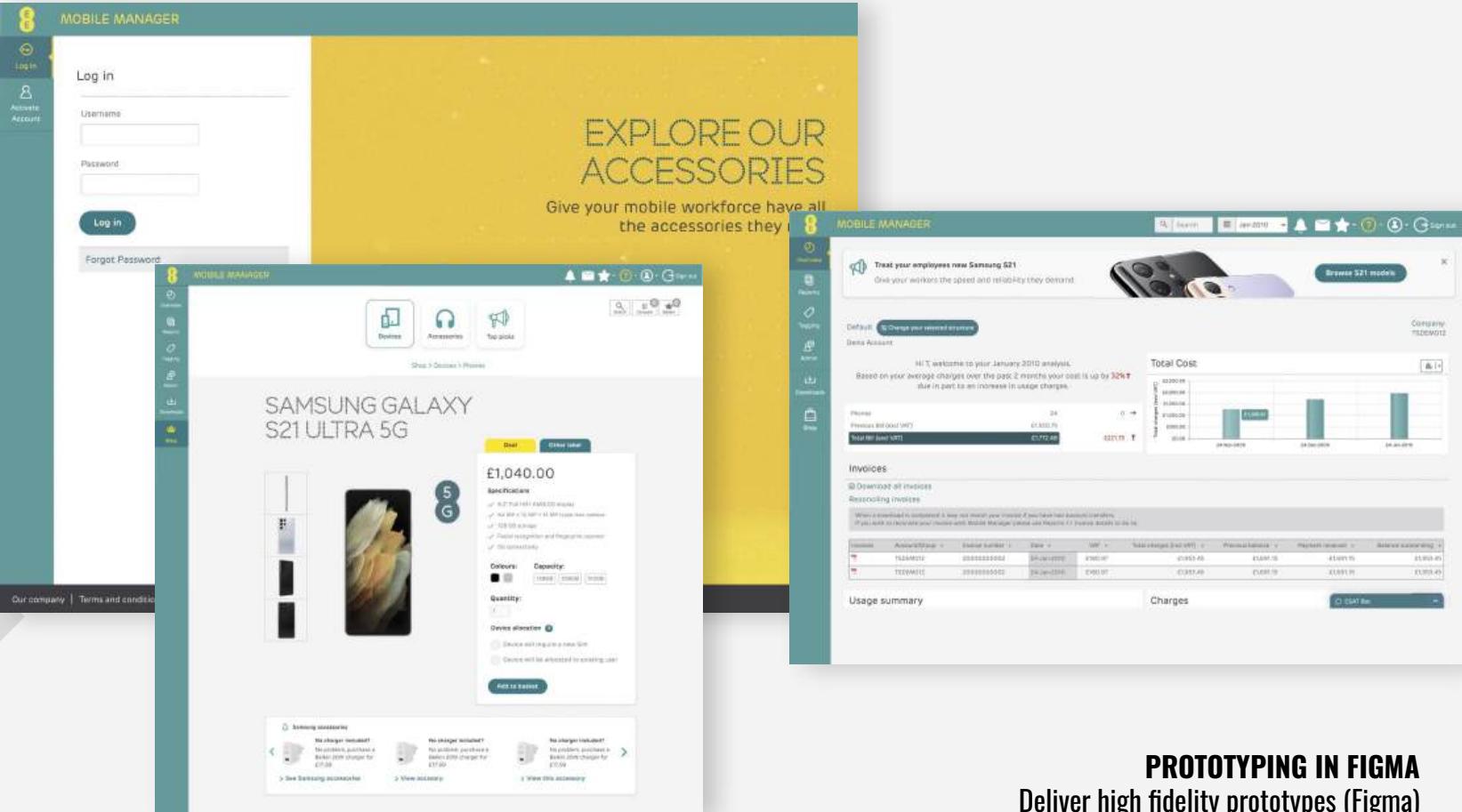
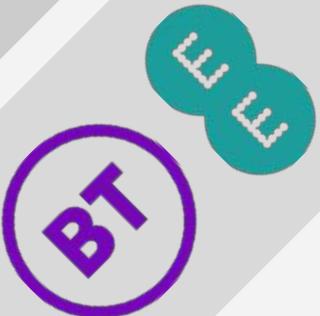


The image displays three wireframe prototypes of a mobile management application. The top wireframe shows a product detail page for the 'SAMSUNG GALAXY S21 ULTRA 5G', including price, capacity, colors, and quantity selection. The middle wireframe shows a 'THIS MONTH ON MOBILE MANAGER' section with deals for the Galaxy S21 Series 5G and other categories like Slot 2, Slot 3, Slot 4, and Slot 5. The bottom wireframe is a dashboard with sections for 'Devices' and 'Accessories', and a sidebar for filtering by brand, model, and color.

WIREFRAMING & TESTING
Create click through wireframes for user testing
components library for Agile integration

Prototypes and interaction design

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS
- 04 PROTOTYPE



The image displays three screenshots of a mobile management application prototype. The first screenshot shows a login screen with fields for 'Username' and 'Password', and a 'Log in' button. The second screenshot shows a product detail page for a 'SAMSUNG GALAXY S21 ULTRA 5G' with a price of £1,040.00, a 'Buy' button, and a 'Quantity' selector. The third screenshot shows a dashboard with a yellow banner 'EXPLORE OUR ACCESSORIES', a chart titled 'Total Cost' showing usage over time, and a section for 'Invoices' and 'Usage summary'.

PROTOTYPING IN FIGMA

Deliver high fidelity prototypes (Figma)
for usability testing and development



University of
BRISTOL

Brand new, multi-functional mobile application for
under/post-graduate students at University of
Bristol

Date: 2021

Client: University of Bristol, Bristol





What makes this project unique?

I was hired by University of Bristol to help research and design their brand new, multifunctional student mobile application. They required to develop a complex timetable and calendar system within the mobile app, task to do manager, notification and reminder feature, share functions and location/event finder for the students and the required Laravel based admin module. All integrated with Blackboard learning system, Office365, library booking and mobile map solutions through multiple API systems.

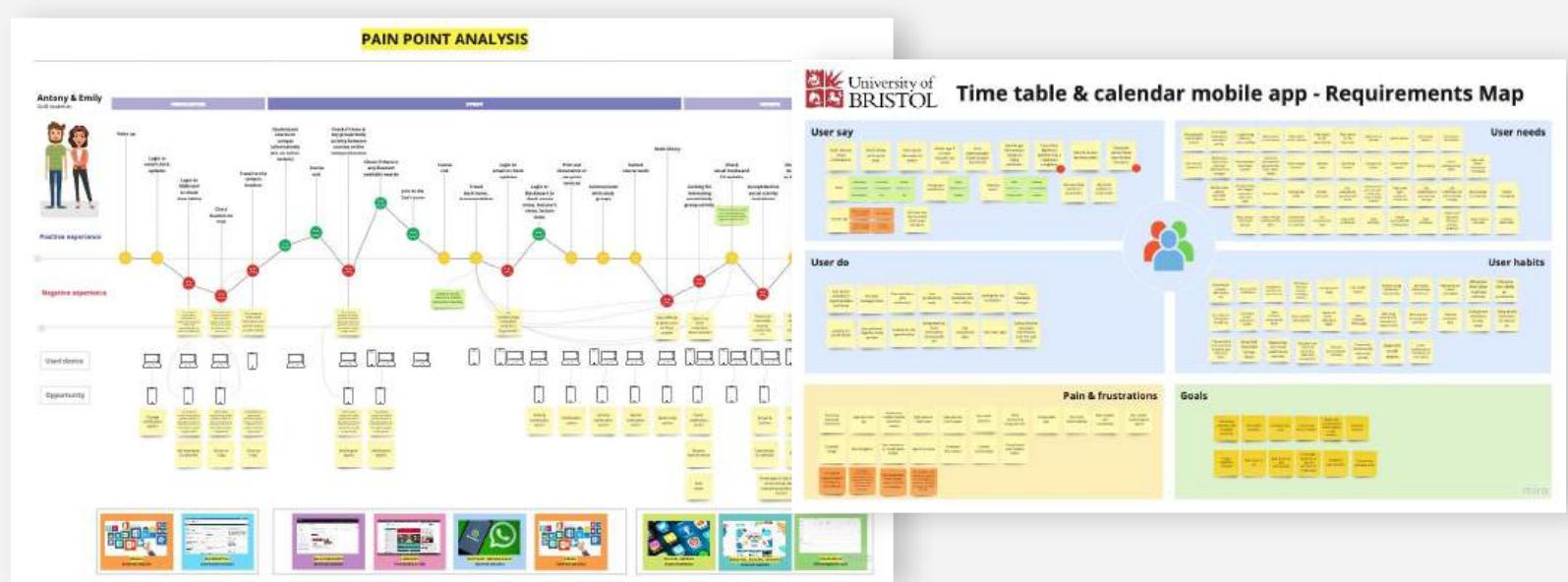
Role & responsibilities

UX/Product leader

Lead and analyse user research sessions
Managing and prioritise development phases, hands on delivery
Define functional/non-functional documentations
User stories and use cases

Solution outline and full detailed platform level data-flow model

- 01 RESEARCH & ANALYSIS
- 02 MAPPING & DATA
- 03 MOSCOW & MAPPING
- 04 PROTOTYPE

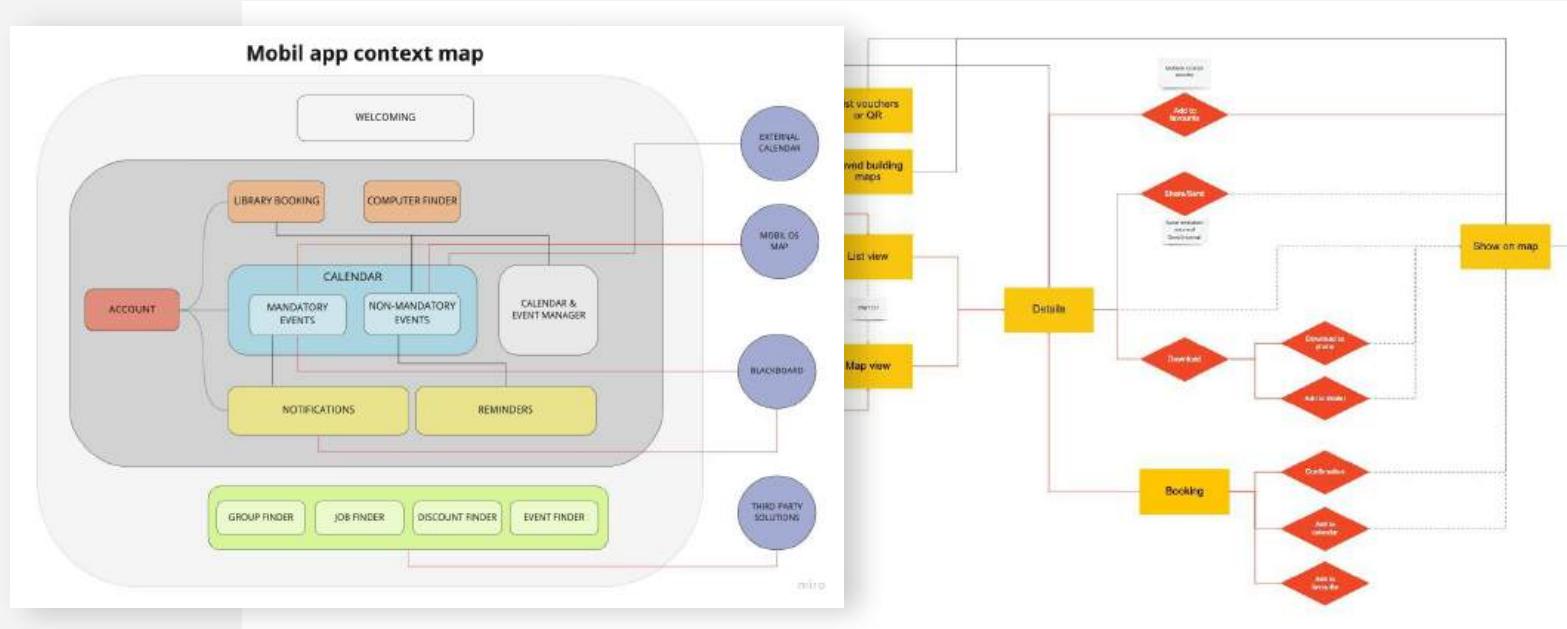


USER & STAKEHOLDER RESEARCH
Define and lead user research sessions, using moderated interviews, workshops and surveys

PAIN POINTS & REQUIREMENT MAPPING
Deliver high level user and usability analysis, user stories, functional maps

Context discovery, page mapping Task and process flow models

- 01 BUSINESS & ANALYSIS
- 02 MAPPING & DATA**
- 03 MOSCOW & MAPPING
- 04 PROTOTYPE

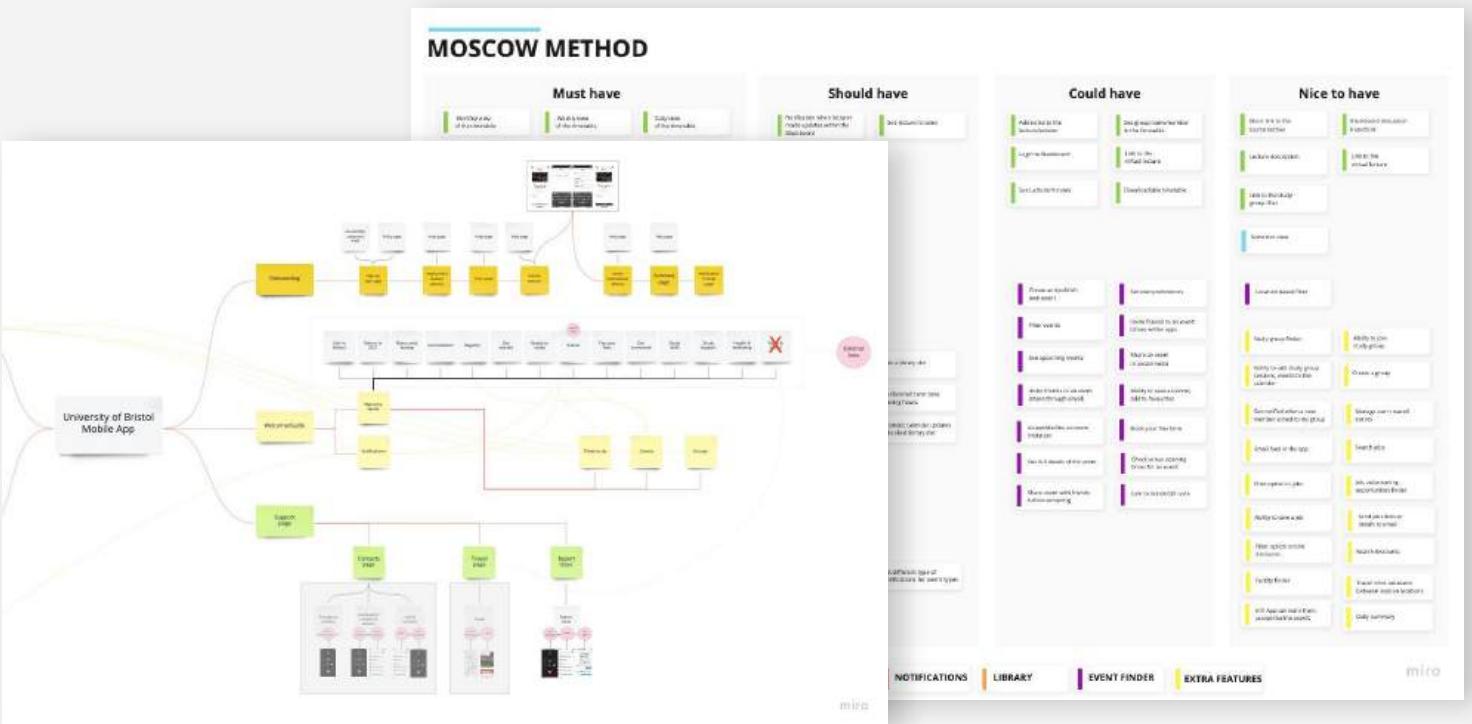


CONTEXT & PERSONA MAPPING
Defining proto-personas and user types,
create full mobile/solution context map

TASK & PROCESS FLOW MODELS
Deliver complete process flow models for both
mobile app and the CMS system

MVP and roadmapping

Prioritization and Agile integration



MOSCOW & PRIORITIZATION TASKS / SOLUTION MAP

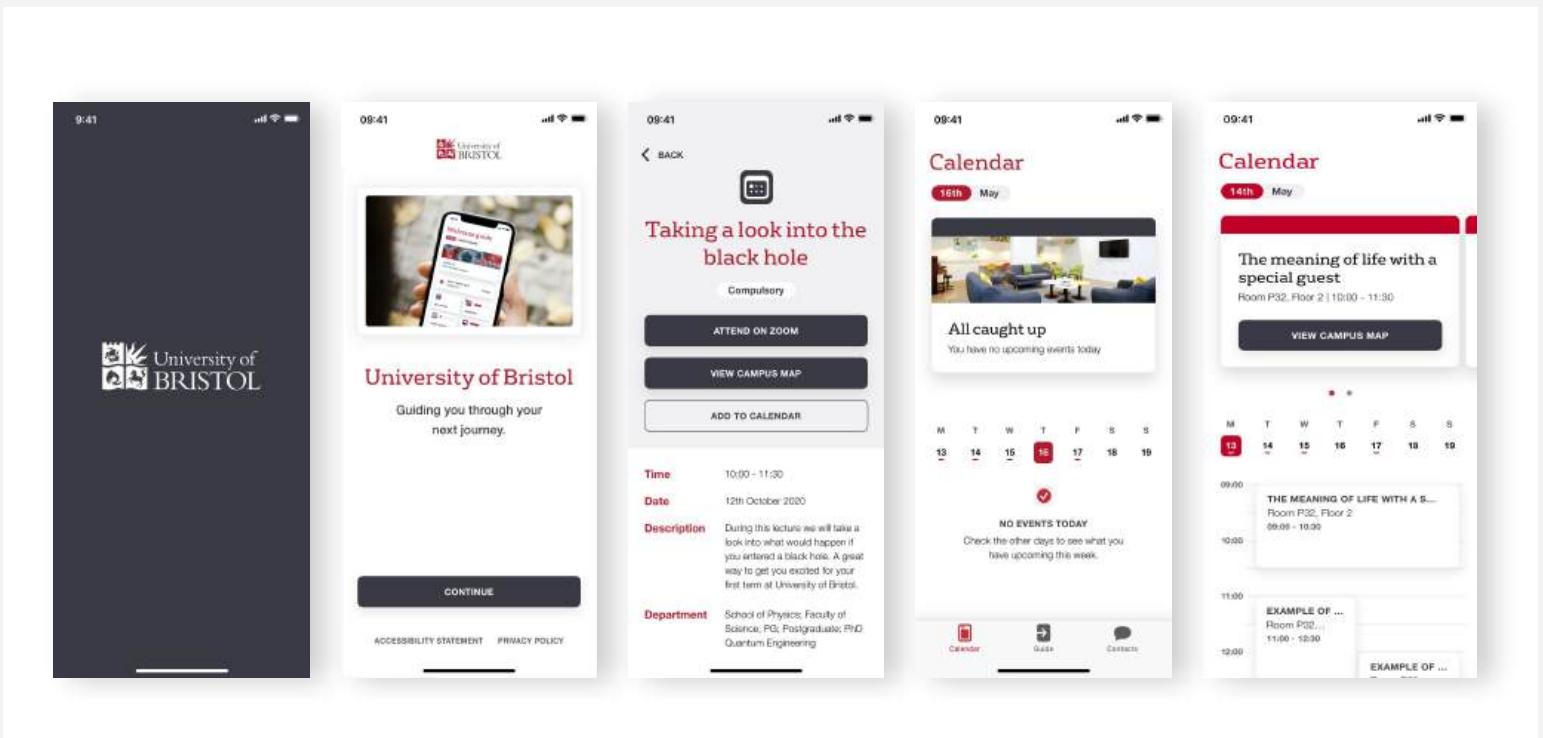
Define MVP, create roadmap for usability and accessibility testing and for the full development lifecycle
Agile/Jira integration, user stories, acceptance criteria, functional requirements



- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MOSCOW & MAPPING**
- 04 PROTOTYPE



- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MOSCOW & MAPPING
- 04 PROTOTYPE**



WIREFRAMING & PROTOTYPING

Deliver click through wireframes (Axure) and prototypes (Figma/XD) for page structure and dashboards



Next generation cutting-edge digital transformation platform. Cyferd is a low-code/no-code digital platform that revolutionises business solutions by allowing users to build an ecosystem of interconnected associated apps in the cloud.

Date: 2020-2021

Client: Cyferd Solutions, London





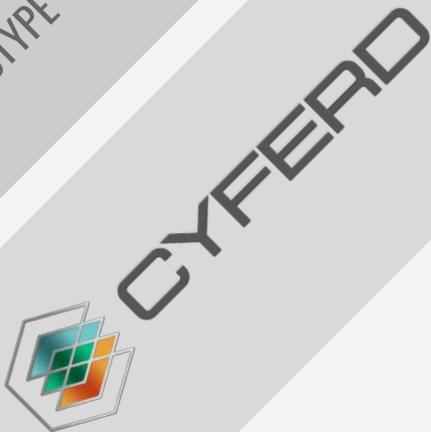
What makes this project unique?

Cyferd is a low-code digital transformation platform that revolutionises business solutions by allowing users to build an ecosystem of interconnected associated apps in the cloud.

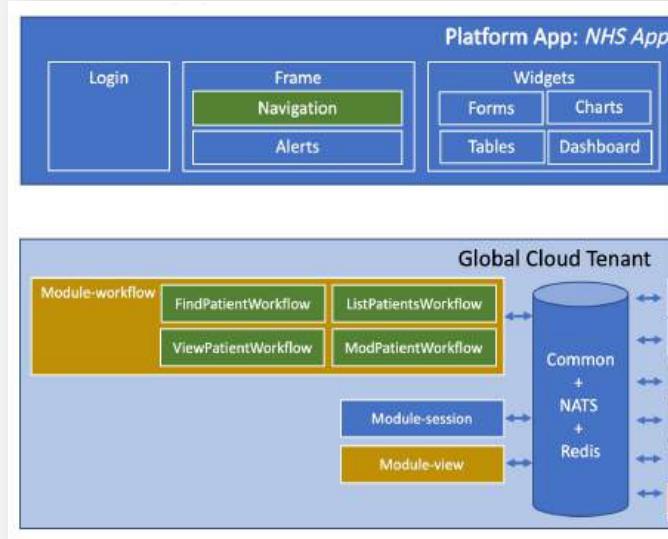
- Easily design and implement any solution on a single shared data layer
- Remove weak integrations between application silos
- Connect and build associated applications to tackle business issues
- Build upon previously developed associated apps
- Emphasise data relationships and powerful insights at the source
- Utilise intuitive low-code/no-code tools

Role & responsibilities

- Senior UX/Product designer
- Lead and analyse user research sessions
- Gathering requirements, define project scope
- Deliver full detailed and structured data flow model
- Deliver functional and design specifications
- Conceptual design and prototype

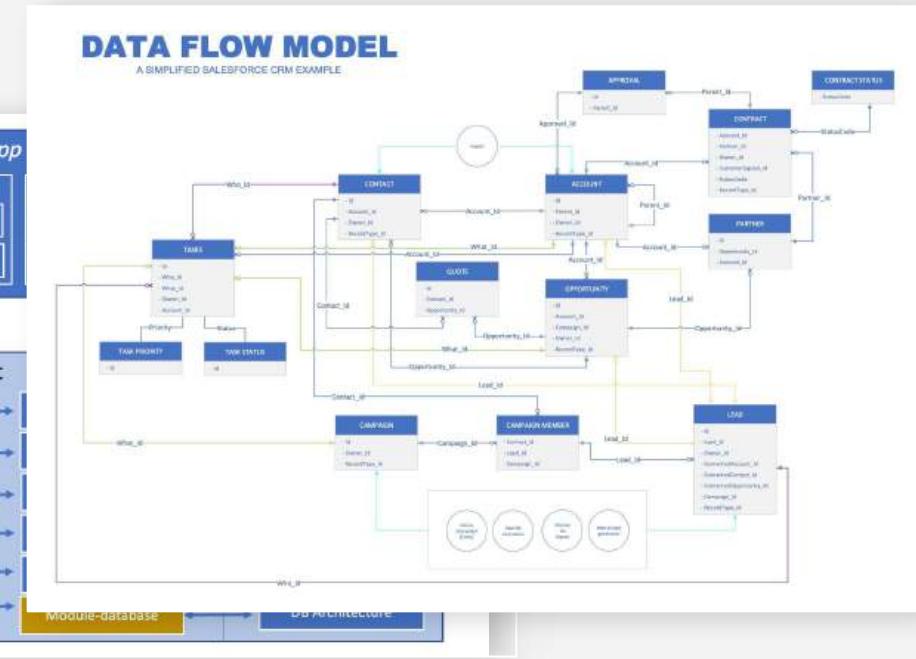


- 01 BUSINESS & ANALYSIS
- 02 MAPPING & DATA
- 03 NO-CODE/LOW-CODE
- 04 PROTOTYPE



ARCHITECT & SOLUTION DEFINITION
Define the low level architect functional requirement
for the no-code/low-code platform

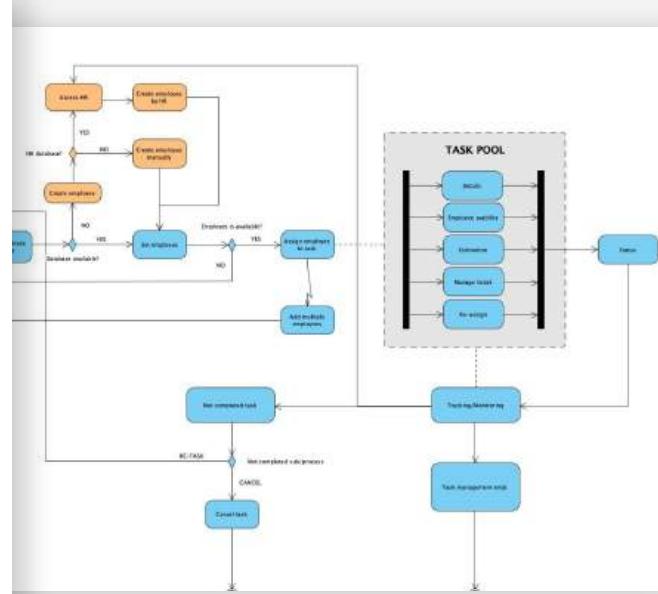
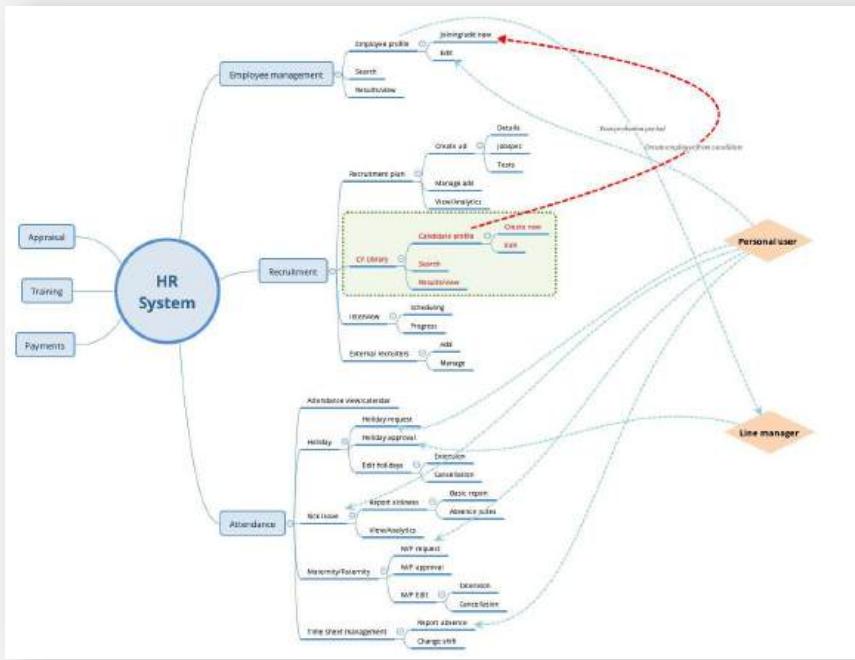
Solution outline and full detailed platform level data-flow model



CREATE FULL DATA FLOW MODEL
Deliver a high level data flow model for CRM,
healthcare, human resource sections

Page mapping and user journeys

Task and process flow models



PAGE & PERSONA MAPPING

Defining persona types and detailed page structure for multiple user types

TASK & PROCESS FLOW MODELS

Deliver complete process flow models for each sections within the platform



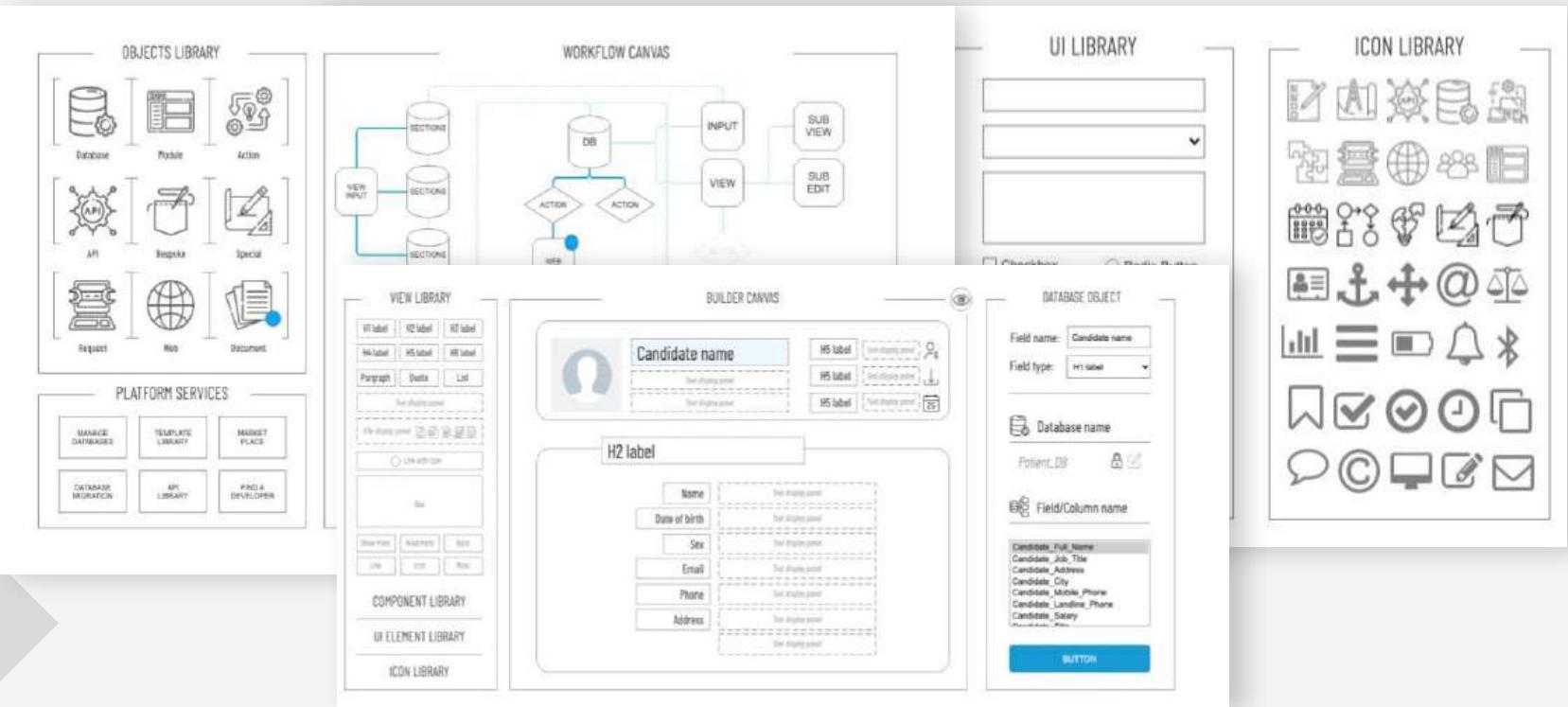
CYFERO



- 01 BUSINESS & ANALYSIS
- 02 MAPPING & DATA
- 03 NO-CODE/LOW-CODE
- 04 PROTOTYPE

Concept for no-code/low-code platform and enterprise environment

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 NO-CODE/LOW-CODE**
- 04 PROTOTYPE



DEFINE AND DESIGN NO-CODE PLATFORM CONCEPT
Create bespoke platform concept UI and functional requirements, user interface components library for Agile integration

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS
- 04 PROTOTYPE



CYFERDO

The image displays three wireframe prototypes for a dashboard application. The top section shows a weekly calendar and task summary. The middle section shows a daily timeline with specific tasks. The bottom section is a detailed dashboard with charts, user profiles, and a sidebar for resume management.

WIREFRAMING & PROTOTYPING
Deliver click through wireframes (Axure) and prototypes (Figma/XD) for page structure and dashboards

Wireframes, prototypes and interaction design



Multifunctional, Mastercard compatible mobile banking application. DubaiCard is not just a Mastercard, but it is a lifestyle and an easier way to manage, track your and your family's spending.

Date: 2020

Client: Smart Issuance Technology, Dubai





What makes this project unique?

Our ambitions were to create a strong foundation, an easy to use journey for the users, that embrace a rapidly evolving business and more diverse user base. Within one app there are many useful features which gives freedom to conveniently swap between Travel, Gift, Youth and Supplementary Card. Only one card to control all transfers, regulate spending habits and determine future saving goals. It can be used as an unlimited currency card at your travels or you can limit your kids and partner's spendings or send a gift card to someone.

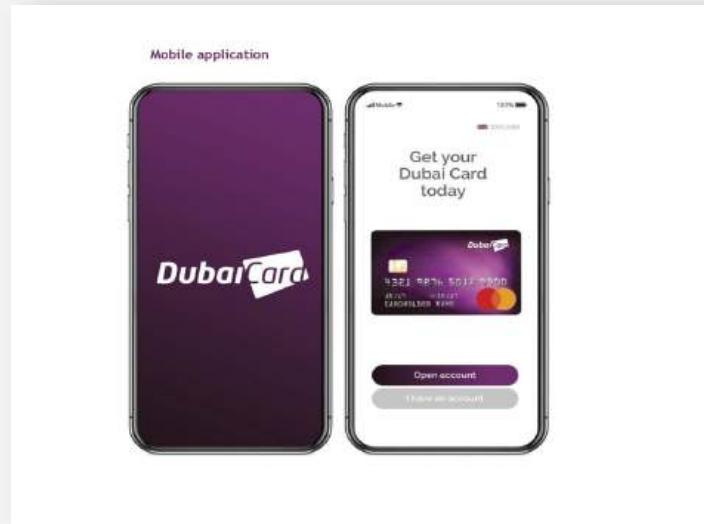
Role & responsibilities

UX/Product designer & Product owner
Lead and analyse user research sessions
Gathering requirements, define project scope
Create personas and full user/competitor analysis
Deliver functional and design specifications
Conceptual design and low level prototype

Create business specification, project scope & competitor analysis

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS
- 04 PROTOTYPE

DubaiCard



PLANNING & SCOPE DEFINITION
Interviews with the DubaiCard stakeholders, create business requirement and project scope



COMPETITOR & USER ANALYSIS
Deliver a high level competitor and market analysis from functional and usability perspective

01 BUSINESS & ANALYSIS
02 PERSONA & CONCEPT
03 MAPS & FLOWS
04 PROTOTYPE

DubaiCard

Create personas and scenarios, prepare and conduct user research



ETHNOGRAPHIC STUDIES
Defining persona types and detail for user research sessions



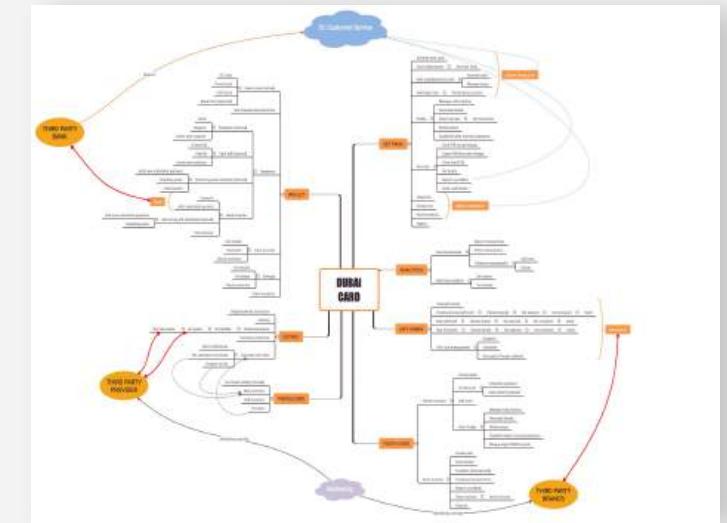
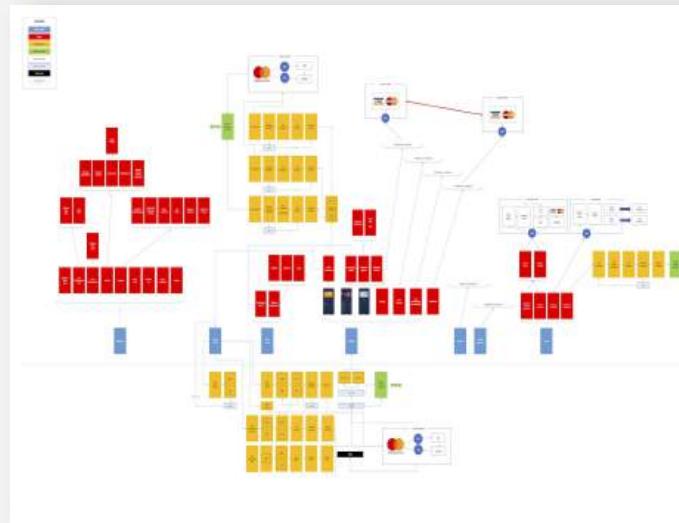
USER RESEARCH
Prepare questionnaires and set up KPI's for user research and analysis

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS**
- 04 PROTOTYPE

DubaiCard

User research and analysis

Simplify user journey and page map



PAGE MAPS & USER JOURNEY
Create full page/functional and journey mappings for Agile integration

Wireframes, prototypes and interaction design for mobile devices

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS
- 04 PROTOTYPE

DubaiCard

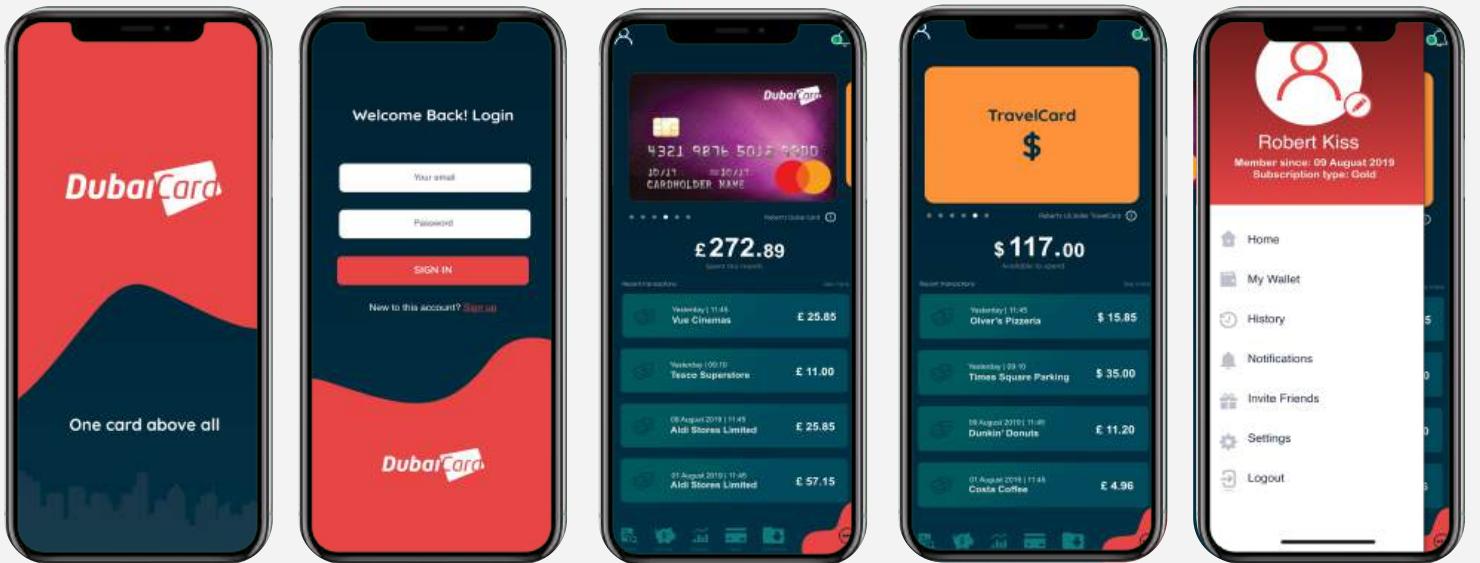


HIGH FIDELITY PROTOTYPING
Deliver click through prototypes for stakeholder and investor presentations (version A)

Wireframes, prototypes and interaction design for mobile devices

- 01 BUSINESS & ANALYSIS
- 02 PERSONA & CONCEPT
- 03 MAPS & FLOWS
- 04 PROTOTYPE

DubaiCard



HIGH FIDELITY PROTOTYPING
Deliver click through prototypes for stakeholder and investor presentations (version B)

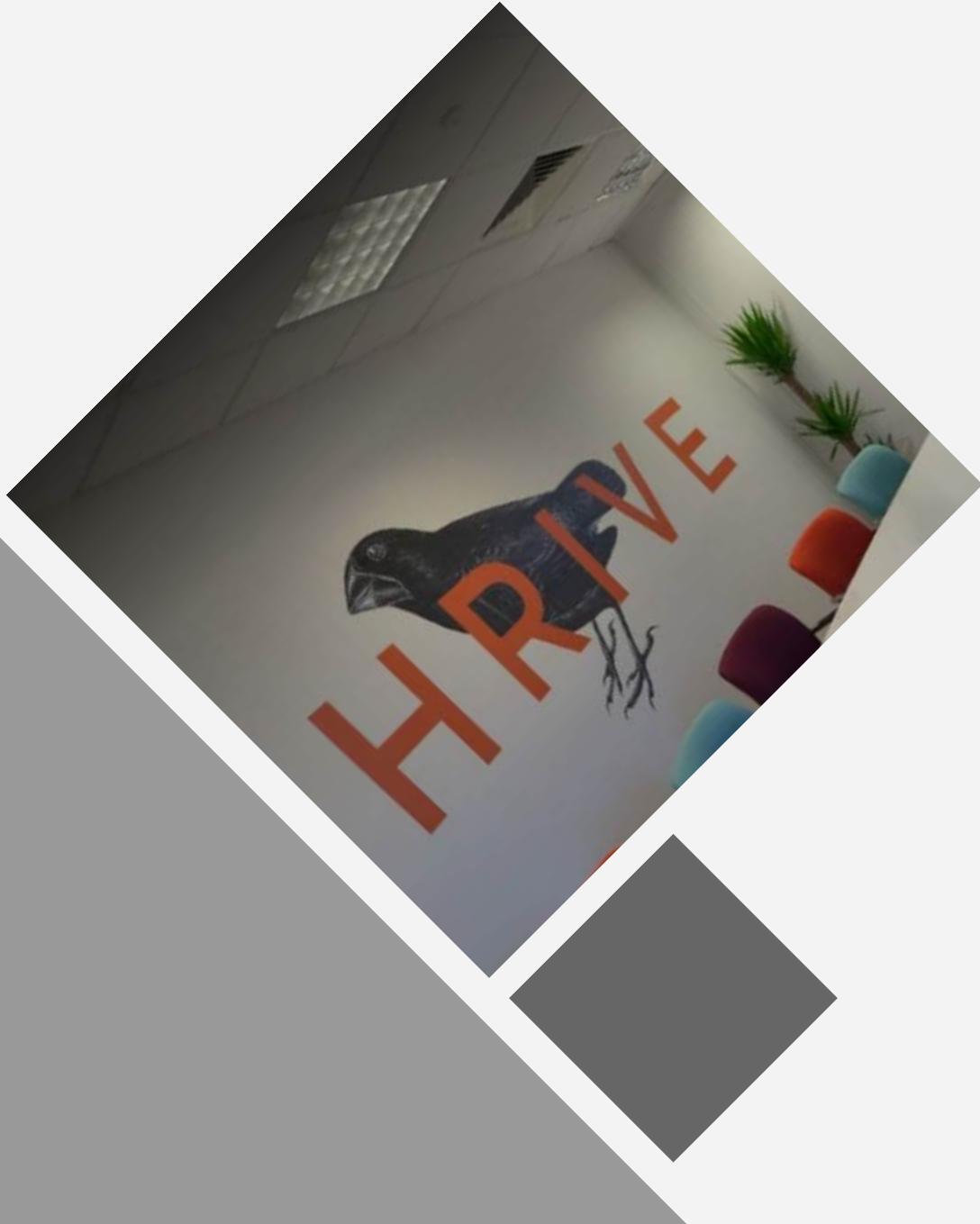


Blackfinch's Galapagos CRM system is a cloud based customer relationship manager tool, optimised for desktop and mobile devices with option to transfer into a future SaaS product.

Date: 2019/20

Client: BlackFinch Investment, Gloucester





What makes this project unique?

Galapagos is not just a simple CRM, but a very bespoke system with tons of additional advisor friendly solutions and modules, such as Geographic Distance Search, Participation Manager and mobile optimised document generator. Most of them are brand new requirements, there are no similar existing tools on the market.

Roles & responsibilities

UX/Product designer & Product owner
Conduct and analyse user research sessions
Develop paper and digital wireframes
Create low fidelity prototypes for multiple functionalities
Agile/Scrum integration and support the development team
Usability testings

- 01 USER RESEARCH
- 02 MAPS & FLOWS
- 03 USER JOURNEY
- 04 PROTOTYPE
- 05 SPECIFICATIONS

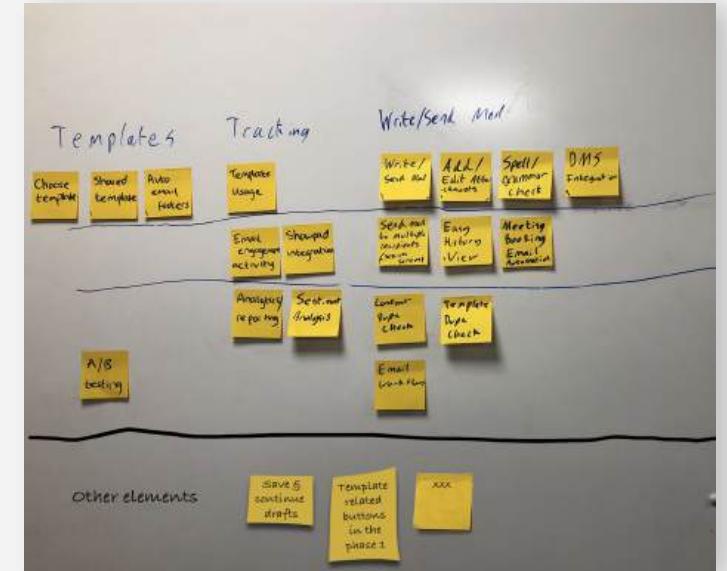
BLACKFINCH

Uncover pain points

Plan and conducting user research



USER RESEARCH/INTERVIEWS
Interviews with advisors to uncover their requirements and understand their process

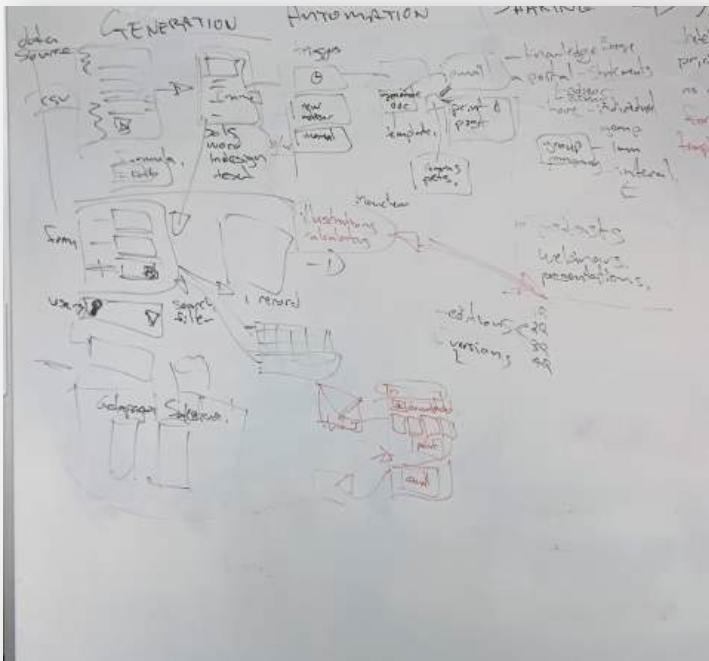


DIGITIZE THE PROCESS
Transfer advisor manual process into digital workflow, simplify the process

Uncover and mapping new features Deliver feasibility studies

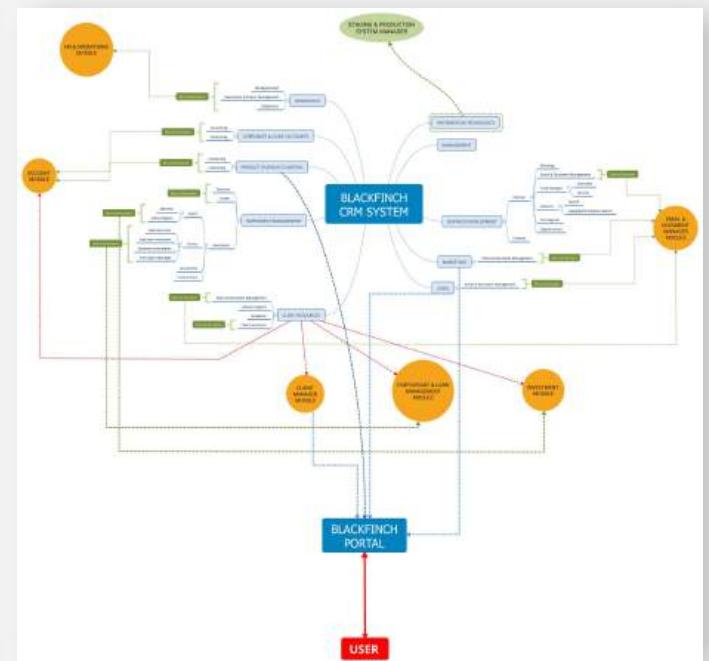
- 01 USER RESEARCH
- 02 MAPS & FLOWS
- 03 USER JOURNEY
- 04 PROTOTYPE
- 05 SPECIFICATIONS

BLACKFINCH



BRAINSTORMING WORKSHOPS

Lead idea workshops to uncover new features and integrate into the new system



MODELLING NEW FEATURES

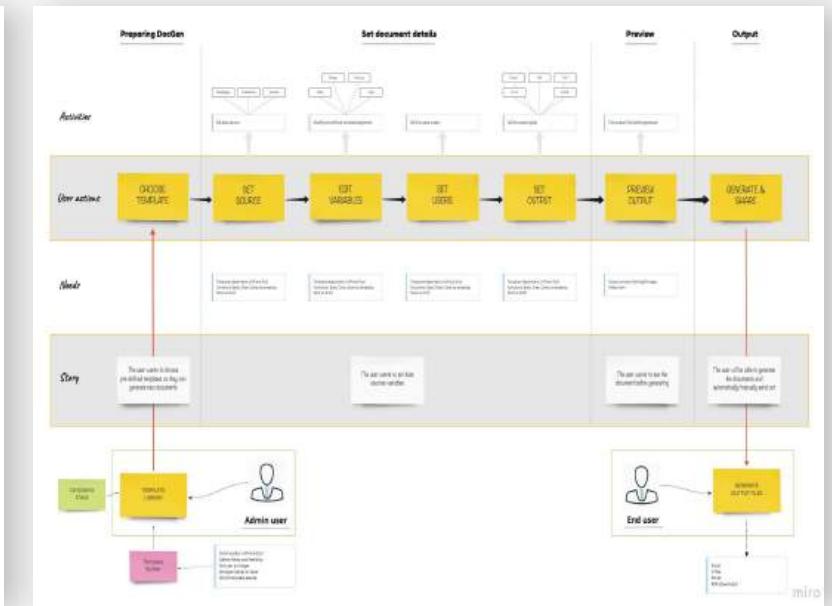
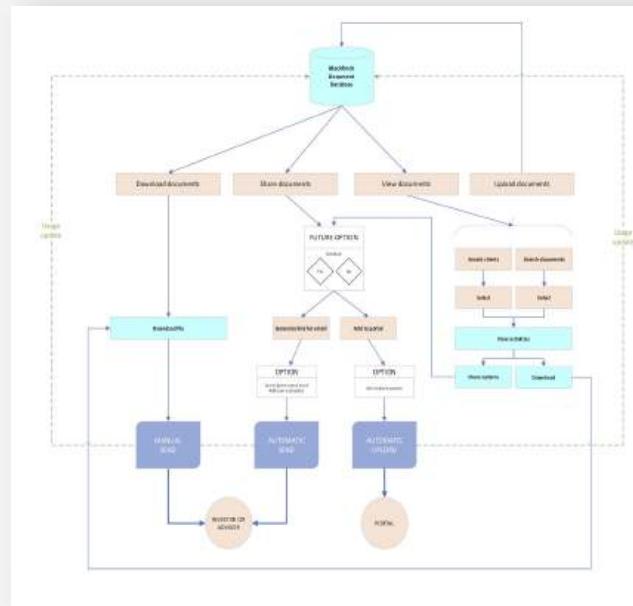
Define process flow, propose new features,
Maps and full functional analysis

- 01 USER RESEARCH
- 02 MAPS & FLOWS
- 03 USER JOURNEY
- 04 PROTOTYPE
- 05 SPECIFICATIONS

BLACKFINCH

User research and analysis

Simplify user journey and page map



USER RESEARCH AND JOURNEY/MAPS
 Provide simplified process flow and clear user journey for new and existing functions

Creating wireframes and prototypes Design/css/html and interactions

- 01 USER RESEARCH
- 02 MAPS & FLOWS
- 03 USER JOURNEY
- 04 PROTOTYPE
- 05 SPECIFICATIONS

BLACKFINCH

The screenshot shows the Blackfinch CRM application's interface. On the left is a dark sidebar with the Blackfinch logo and a navigation menu including 'CMS', 'Loans', 'Clients', 'Documents', 'Transactions', 'MY WORK' (with 'Advisers' highlighted in yellow), 'Tasks', 'Meetings', 'FCA Register', and 'Opportunities'. The main content area is titled 'ADVISERS' and shows a table of 1000 results. The table has columns for 'NAME', 'FIRM', 'ADDRESS', and 'POSTCODE'. The first few rows of data are as follows:

NAME	FIRM	ADDRESS	POSTCODE
Orbie Eddob	Duthy Independent Financial Advis...	IV Orbie Taylof, NULL, NULL, N...	TAB 30G
Sharon Monk	Old Mill Financial Planning LLP	Orbeshaw Vln, Ilkla Wts, NUL...	BA20 1AH
Aarinder Liddar	Mazars Financial Planning Ltd	Nr. Undway - 160 Porthcawl Arm...	NP19 1PF
Mandy Turner - left company	Broadlands Partnership Limited	41 Ridgman Gocum, NULL, NULL	CF64 1DX
Arguin Drevig	Zeus Wealth Management Limited	4a Seven Sisters Rd 3 Hay# 32/78	EC4Y 1HY
Mark Howard	Active Financial Partners Ltd (AFL)	5 Brynfa Ffwr Mynydd Gwili, Ffwr...	PO7 7SE
Paul Falvey	BOO - Brasil	Xvrdvlgsgs-Okszt, Mymraid Tigr...	BS1 6SX
Ivan Culm	Duthy Independent Financial Advis...	Adyshane Ffwr, Utwsom St, T...	TR26 1SD
Jane Beauchamp	Old Mill Financial Planning LLP	Orbeshaw Vln, Asphant Sou, NUL...	BA20 1AH
Ian Gogg	Vision Independent Financial Plann...	NULL, NULL, NULL, NULL, NULL	NULL

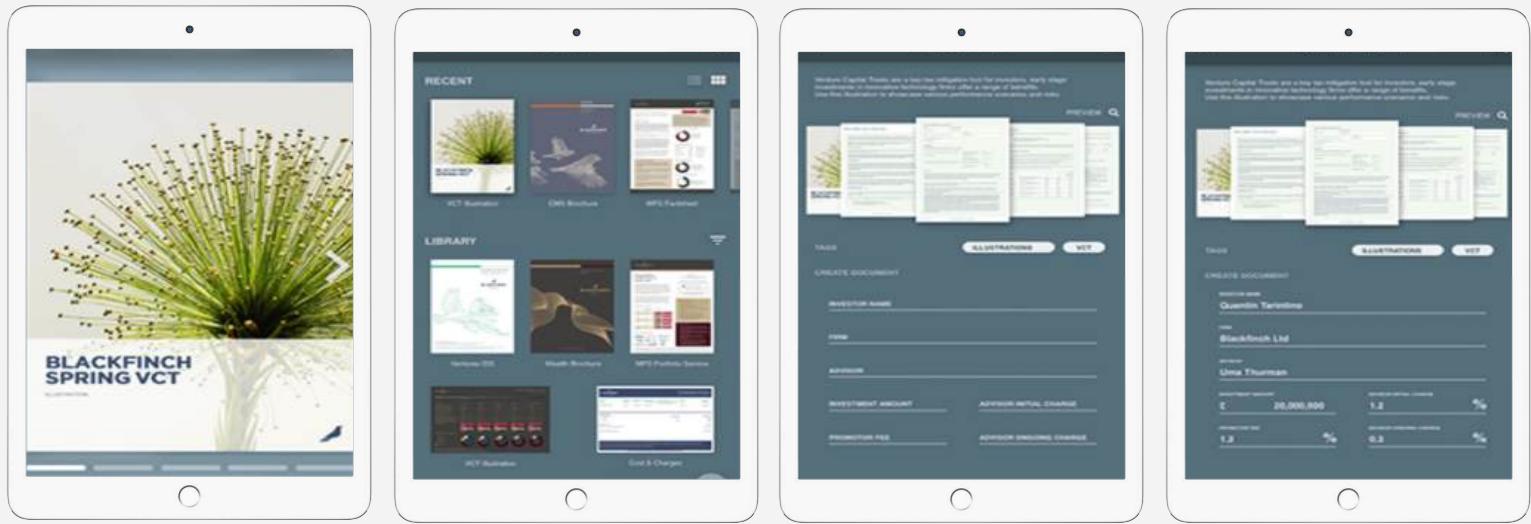
At the bottom of the table are navigation buttons for page numbers 1 through 5. To the right of the table is a map of the United Kingdom with several red location pins. The map includes labels for Edinburgh, Manchester, Liverpool, London, and the Isle of Man. There are also buttons for 'ADD NEW ADVISER' and 'ADD NEW FIRM'.

LOW/HIGH FIDELITY PROTOTYPE (GALAPAGOS CRM, DESKTOP)
Deliver prototypes in all required fidelity and create interaction design

Creating wireframes and prototypes Design/css/html and interactions

- 01 USER RESEARCH
- 02 MAPS & FLOWS
- 03 USER JOURNEY
- 04 PROTOTYPE
- 05 SPECIFICATIONS

BLACKFINCH



LOW/HIGH FIDELITY PROTOTYPE (MOBILE DOCUMENT GENERATOR)
Deliver prototypes in all required fidelity and create interaction design

User stories and acceptance criteria

Agile/scrum specifications & integrations

- 01 USER RESEARCH
- 02 MAPS & FLOWS
- 03 USER JOURNEY
- 04 PROTOTYPE
- 05 SPECIFICATIONS

BLACKFINCH

Geographic Distance Search

Jira ticket: <https://blackfinch.atlassian.net/browse/SAL-143>
UX Subtask: <https://blackfinch.atlassian.net/browse/SAL-534>

Description

The major requirement in this phase is to create a nearest advisor feature with a geographical distance search function. Currently BDMs are using Google maps to identify the nearest advisor and create new client meeting. The current solution is far from perfect, as very manual, needs strong knowledge about the advisors. As Franklin said: he is ok with this, because he was doing this a long time ago, so he has the necessary knowledge on the available advisor. But for the new starters, almost impossible or at least very time consuming.

- Phase 1 - Distance search function
- Phase 2 - Automated update and notification system
- Phase 3 - Google Route Planner, automated advisor rating system

The 2nd and the 3rd phase are not yet confirmed, but these functions would be nice to have on longer term.

Users/Stakeholder

- User: Business Development Team
- Stakeholder: Anna Carter, Lee Franklin

User story

As a BDM user I want to use a distance search function, so that I can find the nearest advisor for client meetings.

Acceptance Criteria

Sharepoint document management system

Jira ticket: <https://blackfinch.atlassian.net/browse/SAL-504>

Description

This section will allow the user to use the integrated SharePoint document library.

The documents must be stored in SharePoint or ShowPad.

To manage (SharePoint or ShowPad) document library content needs a different access level and different tool.

Stakeholder for the DMS: not discussed

Users/Stakeholder

- User: Business Development Team
- Stakeholder: Anne Carter

User story

As an IBM user I want attach files from the document library which are the latest/compliance-approved versions integrated from the CMS.

Acceptance Criteria

- The user should see a 'Document Library' button at the right side of the Email Composer panel. The button needs to contain a SharePoint logo as well.
- The button triggers a dropdown module. A little arrow icon must show the open/close state of this dropdown. If the user clicks this button

Assign & Share Documents to advisors/investors

Description

The major requirement is to discover and model different assign and share scenarios. Combined with the self-service illustration creation for IBMers, this Assign & Share feature would be a massive workload reduction for Client Resources.

Users/Stakeholders

- User #1 Business Development Team: Anna Carter, Lee Franklin
- User #2 Client Resource Team: Eloise Jackson, Jade Marshall

The users can share the generated documents on the following ways:

1. Download
2. Direct share
3. Share from document database (for existing documents)
4. Packages/multiple docs **FUTURE OPTION**

Download

With the Download option, the BDM user will be able to download the generated file directly to their computer, then the user will be able to attach and send the file in email directly to the advisor or the investor's email address at any time later.

Options

- Encryption required / not required **REMOVED**

Mark's addition - All files to be stored encrypted, no password protection or documents required - managed by users if they require it.

Direct share

USER STORIES & SPECIFICATIONS
Deliver user stories and acceptance criterias, integrate into Agile/Scrum sprints using Jira

usaycompare

Multi quotation insurance CRM system,
specialised to the private medical and life
insurance market, create a new price comparison
mobile application for travel and pet insurances

Date: 2018/19

Client: Usay Compare, Cirencester





What makes this project unique?

This price comparison based insurance engine focuses on medical insurances, which is unique on the market. It was a real challenge to create this very complex journey. They also required a mobile focused client portal with additional insurances

Roles & responsibilities

UX/Product designer

Deliver customer experience analysis

Plan and analyse user research sessions

Deliver process flows, click through wireframes/prototypes

Create conceptual mobile design

Lead usability testings

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE
- 05 USABILITY

usaycompare

CX, pain point analysis New features and journey optimisation



CX ANALYSIS, MARKETING & COMPARISON
Full customer experience and marketing analysis,
using HotJar heatmap tools and questionnaires



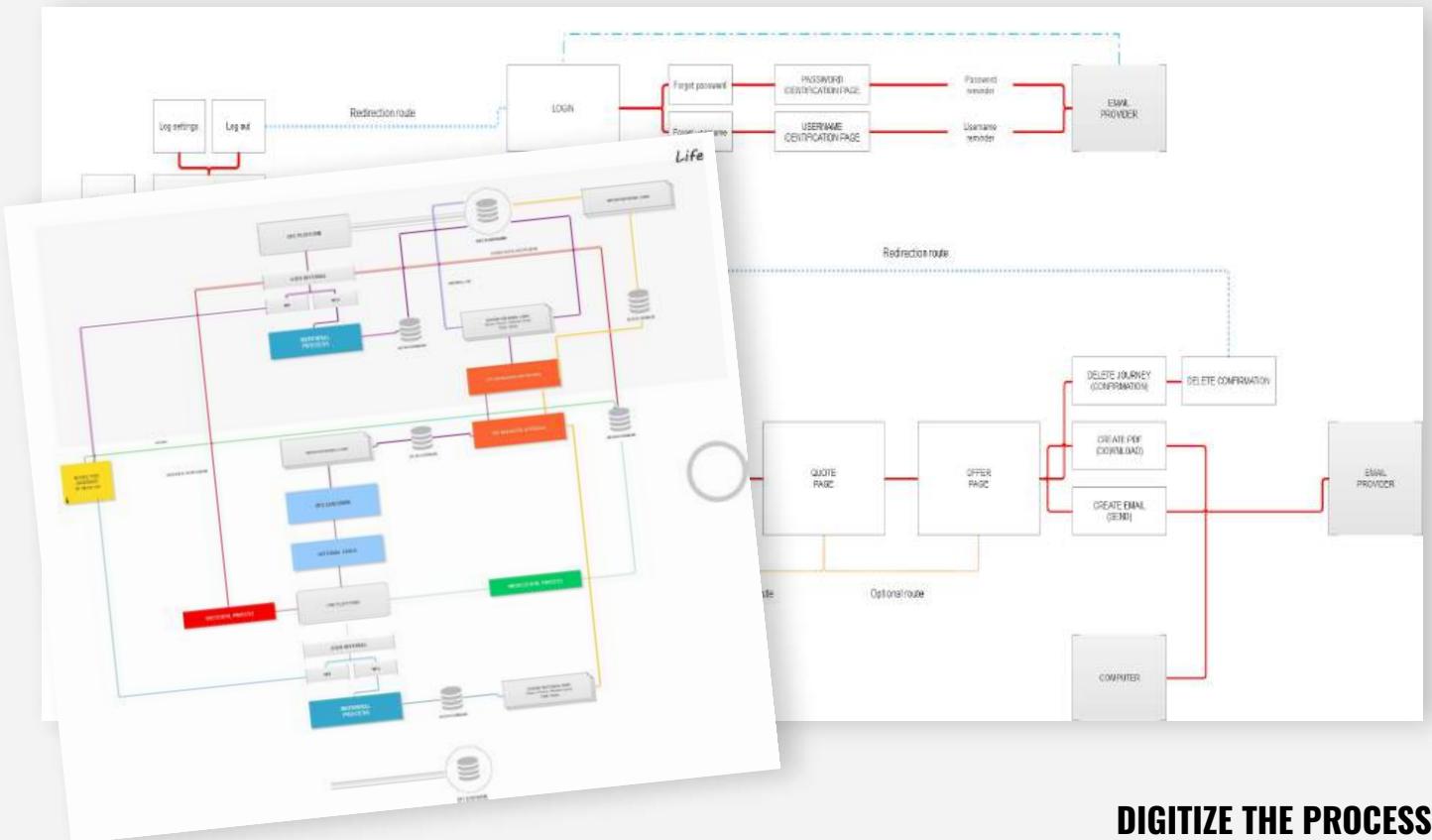
PAIN POINT ANALYSIS
Propose changes on the existing system and new
features for the medical insurance quotation

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE
- 05 USABILITY

usaycompare

Process flow analysis and modell

User journey and page mapping



DIGITIZE THE PROCESS
Provide simplified digital process flow and user journey, empathy maps

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA**
- 04 WIREFRAME & PROTOTYPE
- 05 USABILITY

usaycompare

Create personas and scenarios, prepare and conduct user research

The image shows a screenshot of the usaycompare software interface. On the left, a modal window titled 'Process detail: quotation comparator' displays a table comparing three providers (Provider 1, Provider 2, Provider 3) across various medical services. The table includes columns for 'Premium display' (checkbox), 'Provider 1', 'Provider 2', and 'Provider 3', with rows for services like 'Out patient cover £1,000', 'Emergency £200', and 'Prescription £10'. On the right, a larger form titled 'MEMBER 2' is used to create a persona. It includes fields for 'Title', 'First name', 'Last name', 'Martial status', 'Gender', 'DOB', 'Occupation', 'Telephone', 'Email', 'Height' (inches and feet), 'Weight' (pounds and stones), and 'Smoker' status. Buttons for 'ADD CHANGES' and 'SAVE CHANGES' are at the bottom.

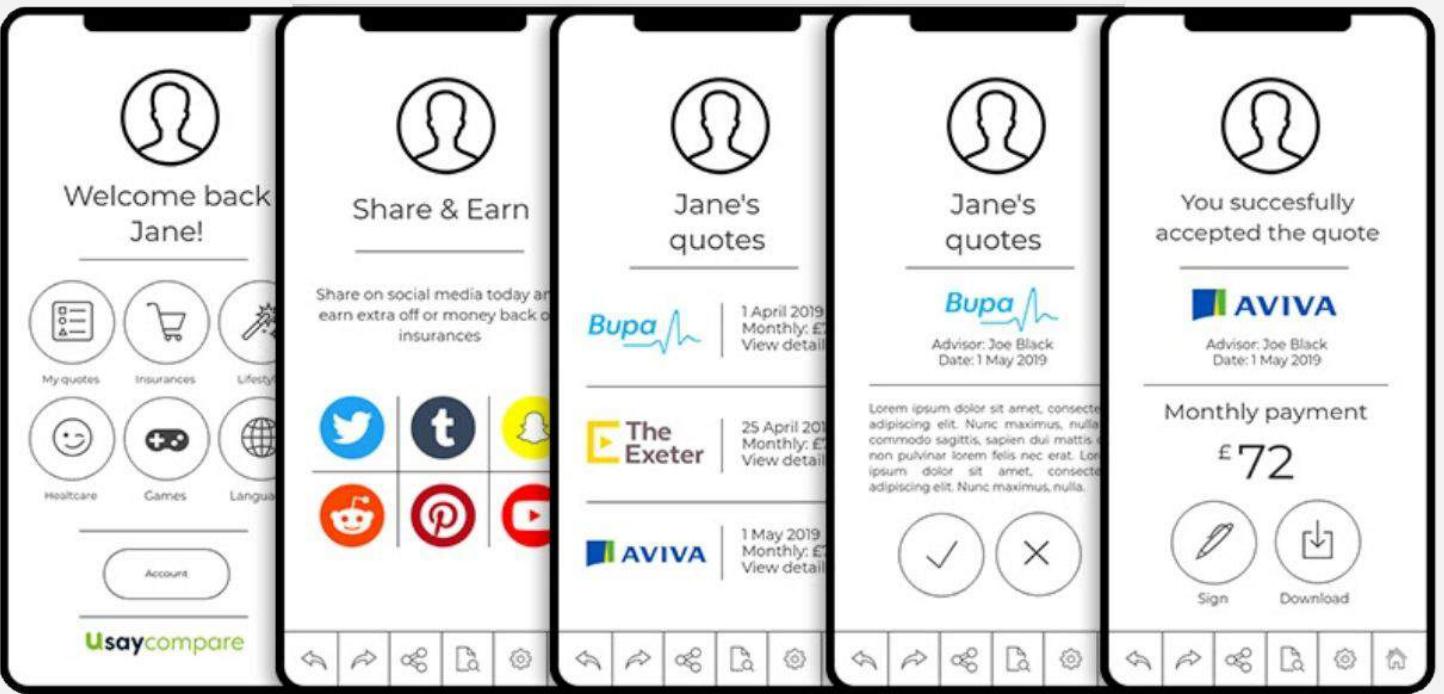
WIREFRAMES AND PROTOTYPES
Deliver click through wireframes and low fidelity prototypes for user testing

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE**
- 05 USABILITY

usaycompare

Creating rich wireframes

Deliver lo-fi click through prototype



CLICK THROUGH WIREFRAMES FOR MOBILE FUNCTIONS
Deliver click through wireframes and walk through videos for stakeholder presentations

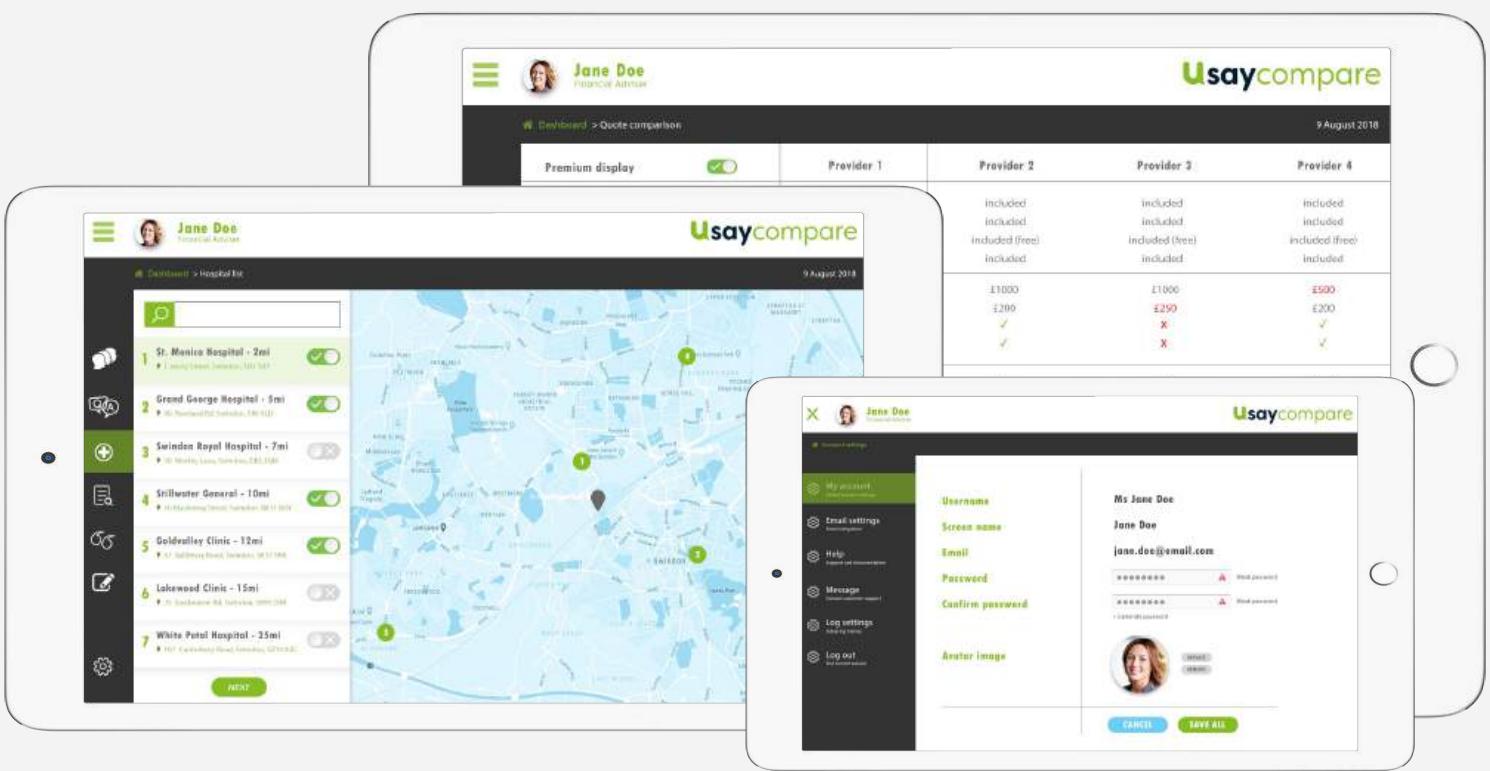


[Presentation video \(click here\)](#)



[Walk through video \(click here\)](#)

Deliver visual designs and UI libraries for desktop and tablet



CLICK THROUGH PROTOTYPE FOR TABLET VERSION OF THE COMPARISON ENGINE
Deliver click through prototypes and design/css specifications

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE**
- 05 USABILITY

usaycompare

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE
- 05 USABILITY

usay compare



Usability and accessibility Monitoring efficiencies

P1	P2	P3	Category	Severity
Red	Yellow	Blue	Homepage	Medium
Red	Yellow	Blue	Homepage	Medium
Red	Yellow	Blue	Menu	Low
Red	Yellow	Blue	Menu	High
Red	Yellow	Blue	Menu	Medium
Red	Yellow	Blue	Gallery	High
Red	Yellow	Blue	Menu	Low
Red	Yellow	Blue	Registration	High
Red	Yellow	Blue	Menu	Medium
Red	Yellow	Blue	Menu	Low
Red	Yellow	Blue	Notification	Low
Red	Yellow	Blue	Menu	Low
Red	Yellow	Blue	Registration	High
Red	Yellow	Blue	Notification	High
Red	Yellow	Blue	Homepage	Low
S	S	F	Success Rate:66.7%	
2	3	3	Average = 2. 67	
4	4	4	Average = 4	

USABILITY SESSIONS

Overview and conduct user testing and post-launch improvements (monitoring efficiencies and KPI's)



Asda Opticians project is a cloud based accessory ordering solution between Asda Optical department and their supplier's warehouse with internal messaging, product order tracking

Date: 2018

Client: ASDA/Lenstec/Horizon Digital, Cardiff





What makes this project unique?

Before this ordering system, the Asda department used paper and fax to order accessories from their suppliers. There was no tracking infos about the actual orders, and the manual process came with tons of errors. My job was to recreate the whole process in a digital format.

Roles & responsibilities

UX/Product designer & Product owner
Lead and analyse user research sessions and gathering requirements
Develop paper and digital wireframes, visual design
Develop UI libraries and support development team on the full lifecycle
Usability testings

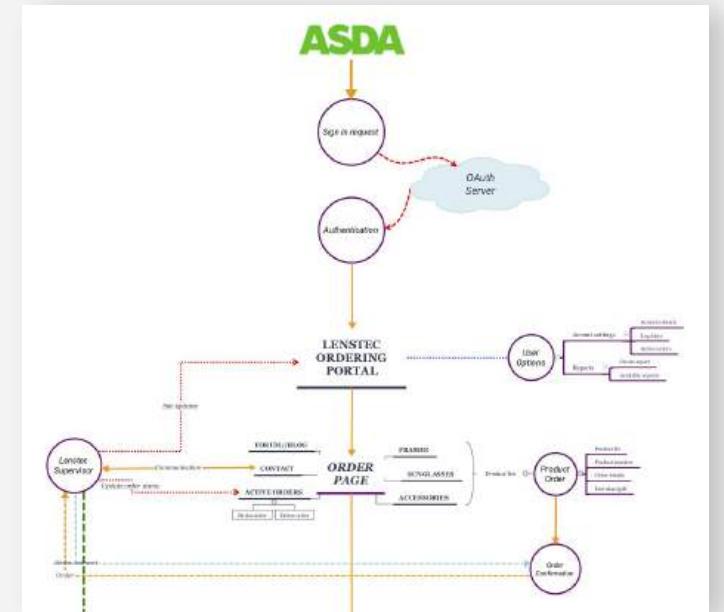
ASDA

- 01 RESEARCH & ANALYSIS
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & VISUALS
- 04 SPECIFICATIONS
- 05 USABILITY

Conduct user research and analysis Digitize the sales/order journey



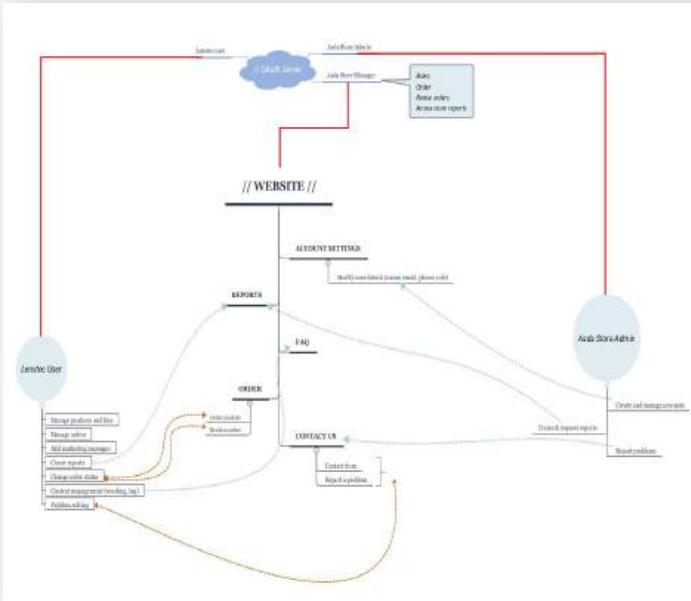
UNDERSTAND THE PROCESS
Interviews with more than 200 Asda and warehouse users to understand needs



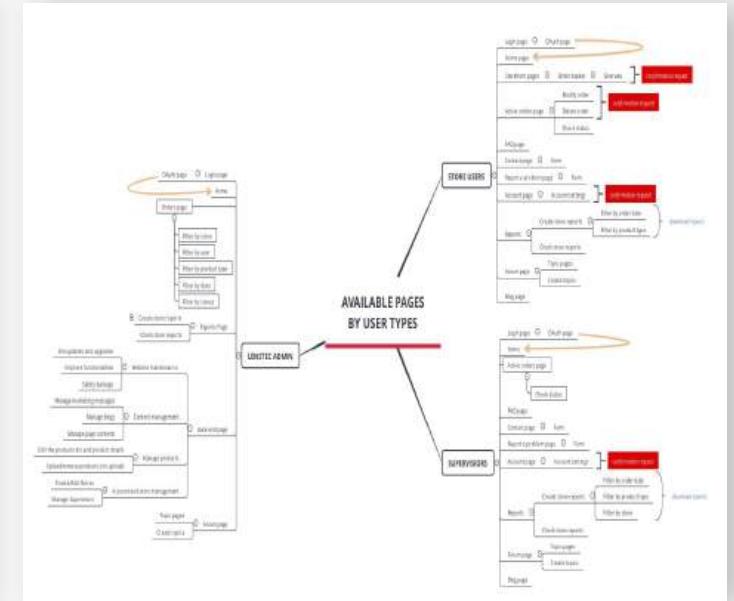
DIGITIZE THE PROCESS
Provide simplified digital process flow and the ideal user journey

Customer Insights & Ideation

User journey and functional maps



SIMPLIFY THE JOURNEY



CREATE FULL PAGE MAP

The logo for ASDA, featuring the word "ASDA" in a large, bold, black sans-serif font. Above the letter "A", there is a stylized icon of an eye with a thick black outline and a single black line for a pupil. The background is white with a thin black border.

- 01 RESEARCH & ANALYSIS
- 02 **INSIGHTS & JOURNEY**
- 03 WIREFRAME & VISUALS
- 04 SPECIFICATIONS
- 05 USABILITY

Experience Strategy & Vision

Wireframes and visual design



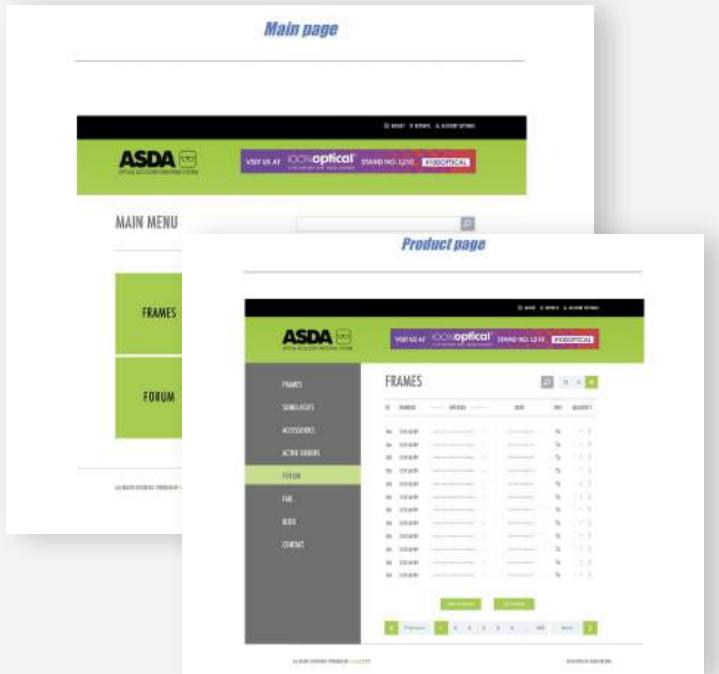
- 01 RESEARCH & ANALYSIS
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & VISUALS**
- 04 SPECIFICATIONS
- 05 USABILITY

The logo for ASDA, featuring the word "ASDA" in a large, bold, black sans-serif font. Above the letter "A", there is a stylized icon of an eye with a thick black outline and a single black line for a pupil, all contained within a rounded square frame.



WIREFRAME

Create click through wireframe to deliver and test all options and interactions



VISUALS

Provide design variations and UI libraries to support front and back end development

Planning & Scope Definition Design Execution & Validation

- 01 RESEARCH & ANALYSIS
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & VISUALS
- 04 SPECIFICATIONS
- 05 USABILITY

ASDA 

lenstec accessory ordering system

Overview

One of Lenstec's primary clients is Asda. Part of the service provided is for ancillary items and replacement parts to be ordered and sent to stores as required. Currently these are listed to London by the item, usually handwritten. As well as the reference codes, it is also an error-prone process.

Solution

Horizon Digital Media offered to design an accessory ordering system to log in and order items directly online. Lenstec would be able to download the requirements in an easy to read format, which will also enable Lenstec users to print labels directly on a printer to simplify the process.

An additional login would be available for supervisors of the stores, which would allow these individuals to view all the orders from any store effectively.

The data structure used would be in a format such that CSV files could be imported into the new system directly. Further to this, the system is in a format suitable for use by Lenstec. The system would allow further work in the future. There are a number of things that could be made to this system, not least expanding it to include, for example, we could include frame viewing, imagery, messaging system.

User types

- Q Lenstec Admin
- Q Asda Admin
- Q Asda Store Admin (store user)
- Q Asda Store Manager (store user)

Available Pages

For Store Users

FAQ

This section would be able to give instructions in system use, procedures, as well as any FAQs or updates as appropriate. These can be written and updated by Lenstec.

Contact

This would be a simple contact form to allow users to contact Lenstec directly. If desired, a phone number can also be shown on the site. This section would also be used to report any technical/web related problem.

Forum page (optional)

Allows users to read and add comments, create topics, communicate. This section would also be useful to request support and order related questions.

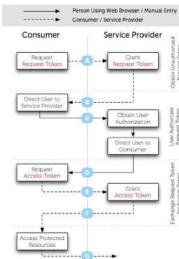
General pages for every users

Registration

Given that many of the Asda stores do not have email access currently, registration of stores would be performed by Lenstec through the admin system. At this stage it would be Lenstec's responsibility to communicate these details to the client.

Login (Login and OAuth process)

The login process requires a login from the user's account. The Product Ordering System will use OAuth Authentication for login. The Consumer, Developer and Admin permissions, they would be redirected to the Store Front End, the Supervisor or the Admin Section. The functionalities and the displayed pages would be quite different for each user types.



Access Available Pages

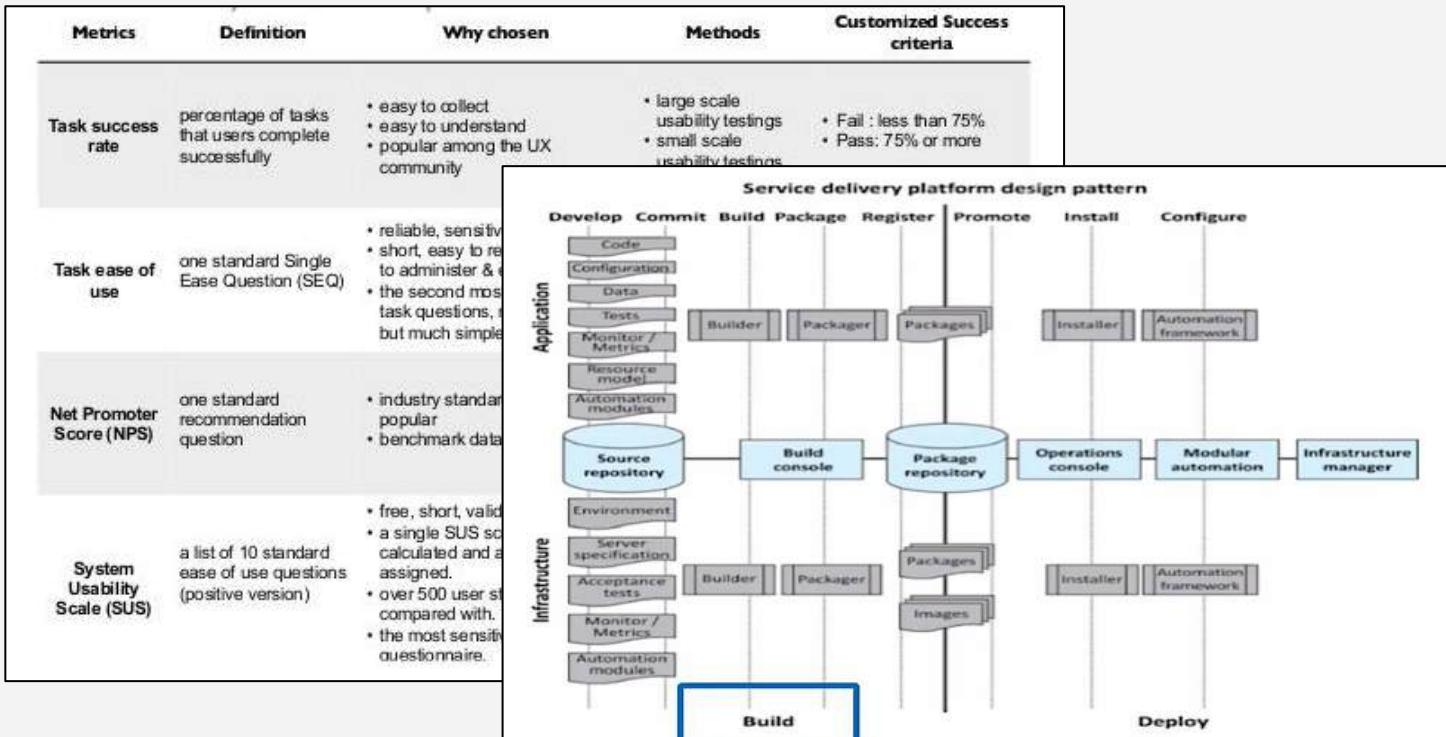
Allow users to post their latest actions, news.

SPECIFICATION AND EXECUTION
Deliver all the documentations, html/css design specification, user stories for the Agile/Scrum development team

Usability and accessibility Monitoring efficiencies

- 01 RESEARCH & ANALYSIS
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & VISUALS
- 04 SPECIFICATIONS
- 05 USABILITY

ASDA 



USABILITY SESSIONS
 Overview and conduct user testing and post-launch improvements (monitoring efficiencies and KPI's)



BrunelOne is a B2C web to print solution, which allows customers to create own designed posters, flyers, leaflets, business cards and much more for their business needs.

Date: 2017

Client: Brunel Promotions, Bristol





What makes this project unique?

The system required an integrated photoshop look alike designer tool and a complex web to print workflow that provides customers a clear process which ends with multiple payment gateway options.

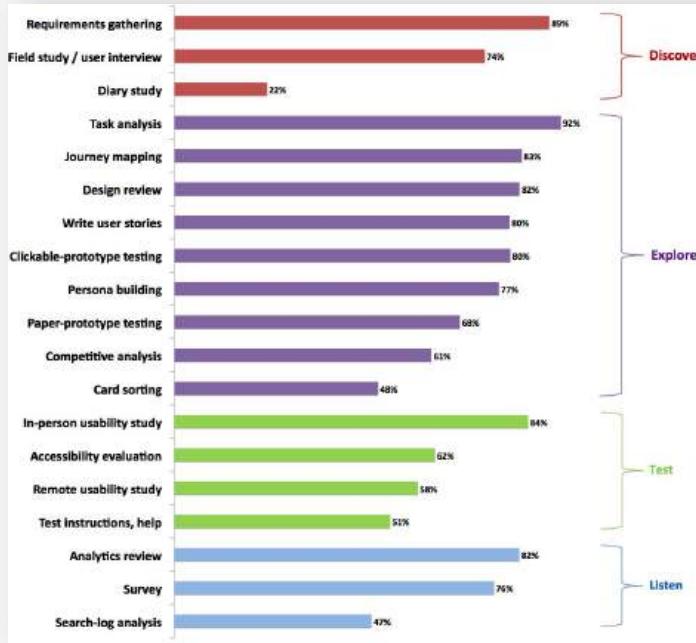
Roles & responsibilities

UX Designer & Product Owner
Conduct and analyse user research sessions
Develop paper and digital wireframes
Create low fidelity prototypes for multiple functionalities
Agile/Scrum integration and support the development team
Usability testings

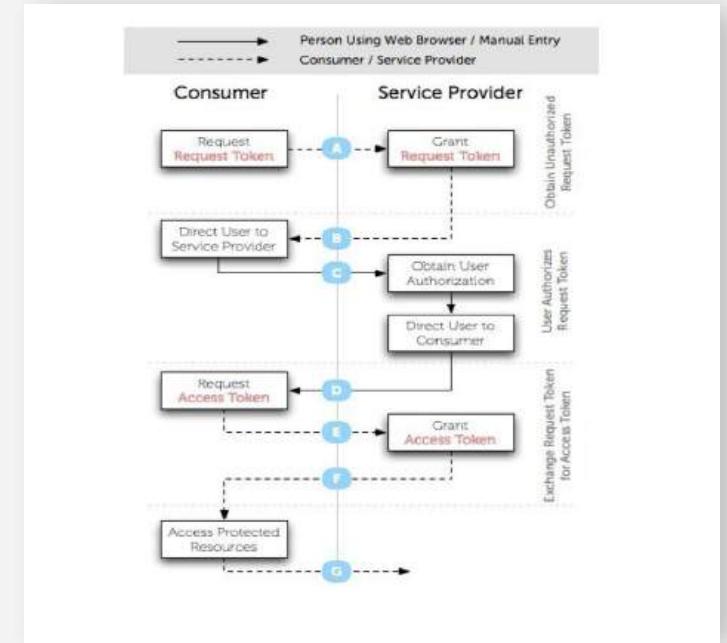
01 RESEARCH & WORKFLOW
02 INSIGHTS & JOURNEY
03 WIREFRAME & PROTOTYPE
04 VISUAL DESIGN

BRUNEL ONE .COM

Conduct and analyse user research Create digital workflow model



USER RESEARCH
Conduct and analyse research
100 user interviews and 300 questionnaires



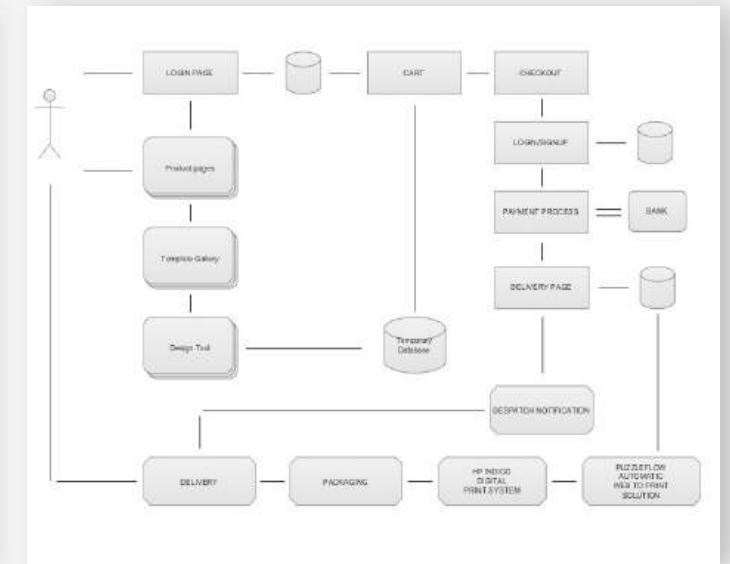
WEB TO PRINT WORKFLOW
Provide simplified WEB TO PRINT workflow model
for the print factory integration

Customer Insights & Ideation

User journey and functional maps

- 01 RESEARCH & WORKFLOW
- 02 INSIGHTS & JOURNEY**
- 03 WIREFRAME & JOURNEY
- 04 VISUAL DESIGN

BRUNEL ONE .COM

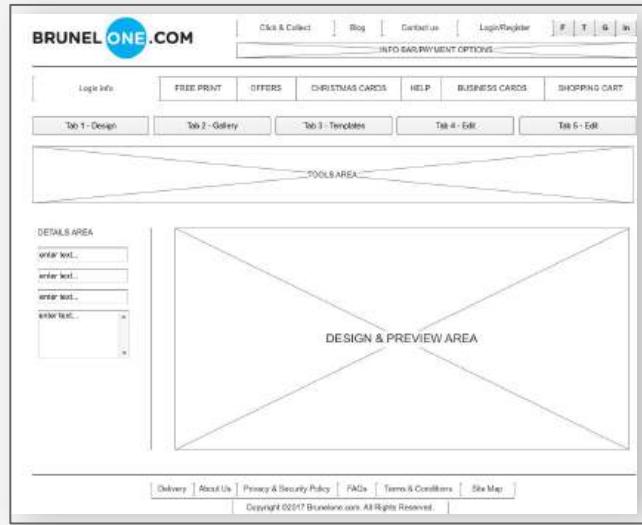


PAYMENT GATEWAY AND PAGE FUNCTIONS
Create full mappings about the payment gateways and the page options

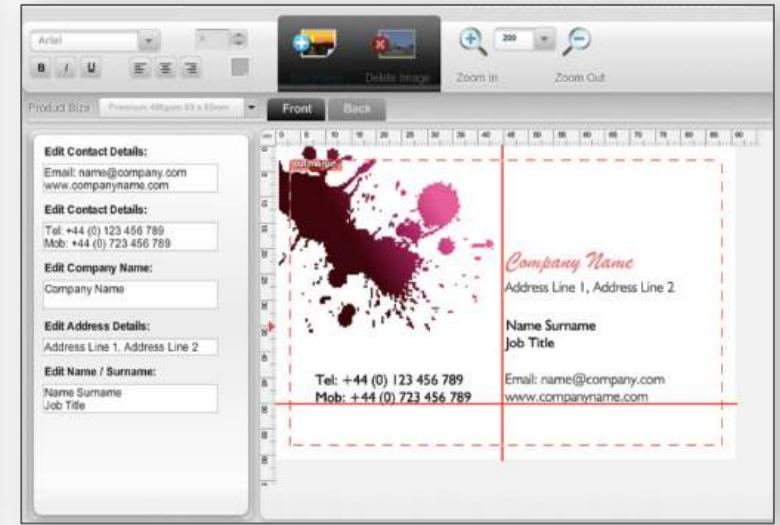
- 01 RESEARCH & WORKFLOW
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & PROTOTYPE**
- 04 VISUAL DESIGN

BRUNEL ONE.COM

Creating rich wireframes Deliver lo-fi click through prototype



WIREFRAME
Click through wireframe for user testing, content development and interactions

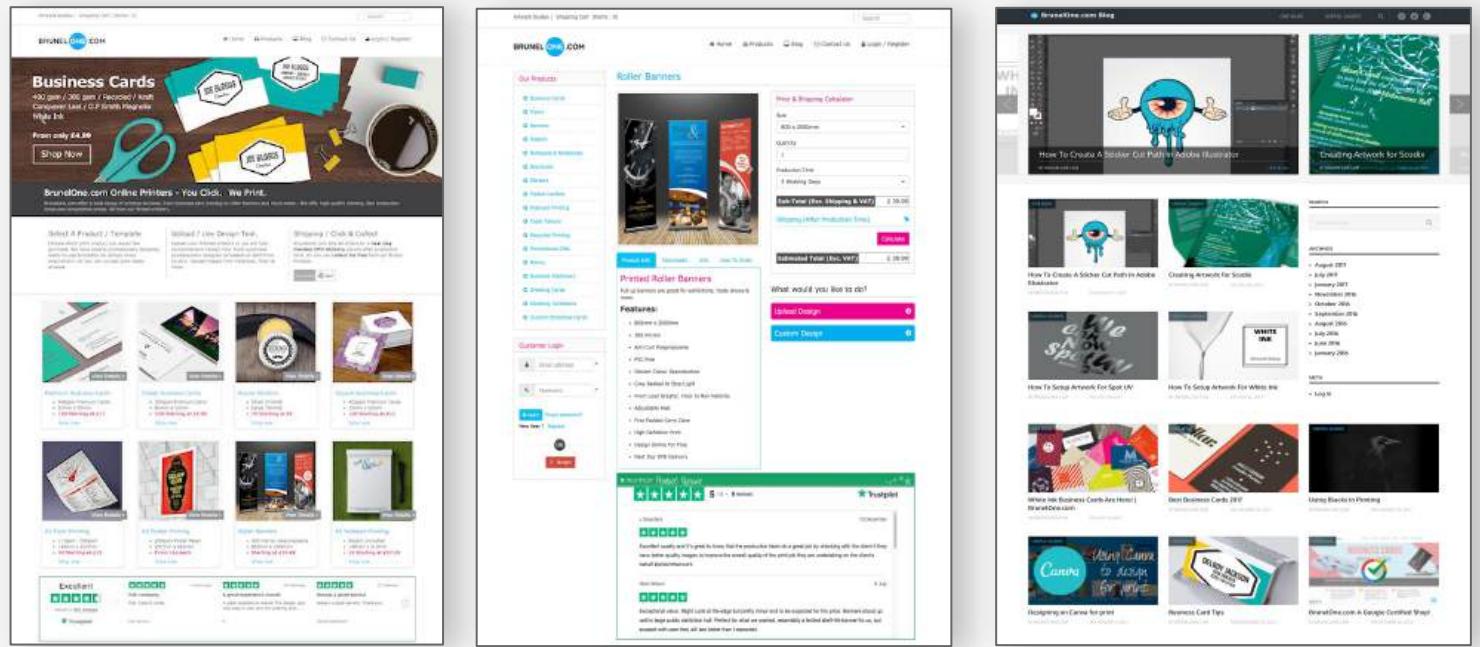


LO-FI PROTOTYPE
Prototype model for the integrated Photoshop look-alike designer tool and the design library

- 01 RESEARCH & WORKFLOW
- 02 INSIGHTS & JOURNEY
- 03 WIREFRAME & PROTOTYPE
- 04 VISUAL DESIGN

BRUNEL ONE.COM

Visual design for responsive web Drupal and payment integration



VISUAL DESIGN
Provide visual design, UI libraries, design brief and css/html for the developer team

Other works

Date: 2010/2020

Client: Jet2, Etisalat, Prudoo



Jet2 Airlines & Jet2 Holidays

Mobile and marketing concept

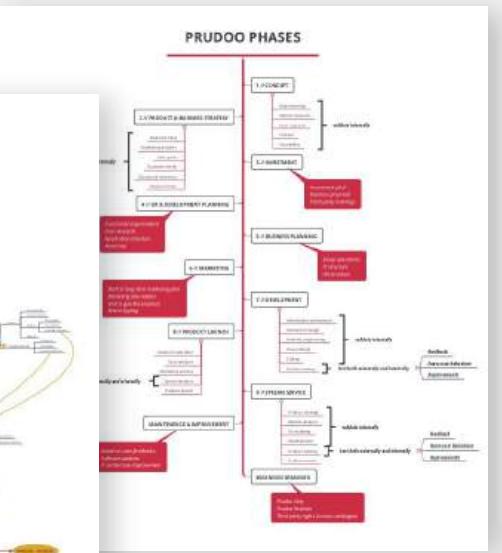
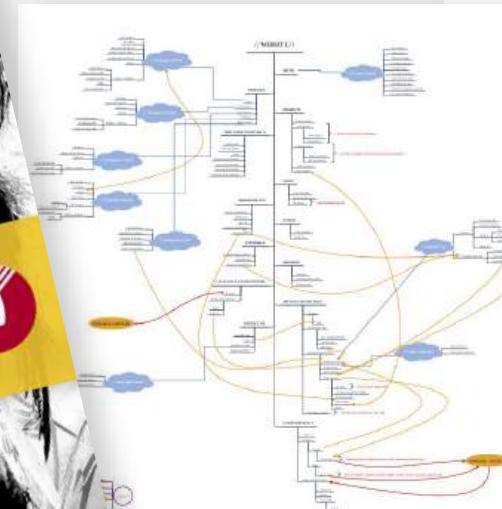
Jet2.com
Friendly low fares®



Jet2 Airlines and their holiday department required a complex sightseeing mobile application, which can be used as a information when they are travelling. Each city has their own app version, and users can choose which one they want to use. My job was to create the conceptual idea and the initial design.

Prudoo Music Community Experience Strategy & Product Vision

Prudoo



Prudoo is a music community hub and distribution software solution for self publishing, with integrated marketing/promotion tools, interactive marketplace. My job was to create and conduct user research to validate the business needs and come up with user related functional analysis

Marks & Spencer (M&S)

Virtual fitting room design concept for M&S



M&S



GDS type projects



Squash Wales Organization

User experience & research, development and maintenance, content marketing, club finder web app

National Library of Wales

Book printing concept, user experience & research, content marketing

RSPCA Cymru / Political Animal

User experience, development and maintenance, content development, content marketing

HM Revenue & Customs

User experience, development and maintenance, content development, content marketing