

# ROBERT KISS

SERVICE DESIGN/UX/UI PORTFOLIO 2025

# About

---



NAME  
*Robert Kiss*



PHONE  
*079 1299 5150*



EMAIL  
*r.kiss4@gmail.com*



WEBSITE  
*www.robertkiss.me*



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

---







Home Office



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

# Concept and journey mapping

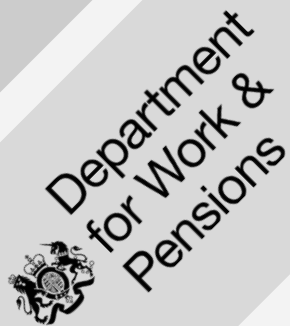
## Gap and touchpoint analysis

01 JOURNEY ANALYSIS

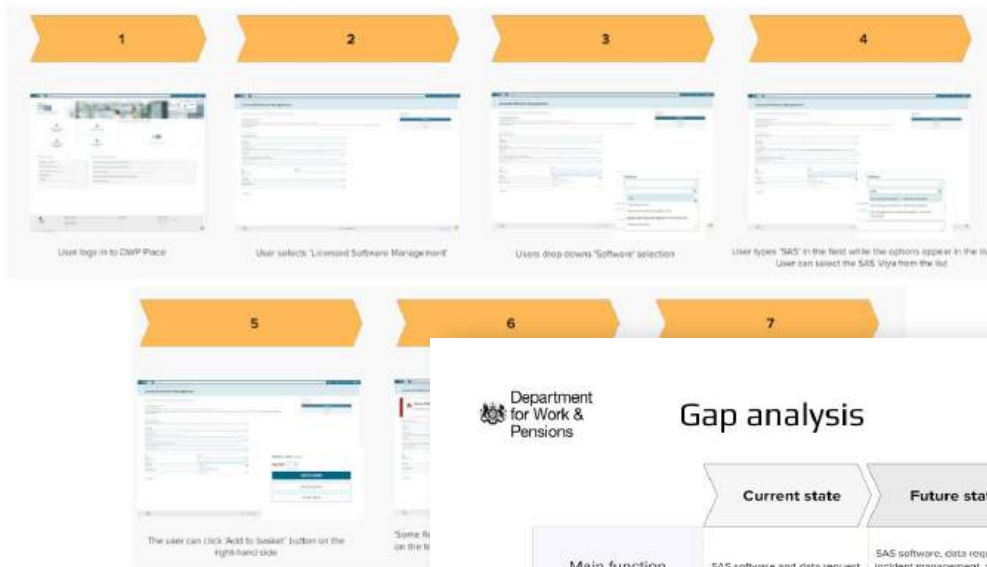
02 SERVICE MAPS

03 SAS INTEGRATION

04 BLUEPRINTS



### User journey



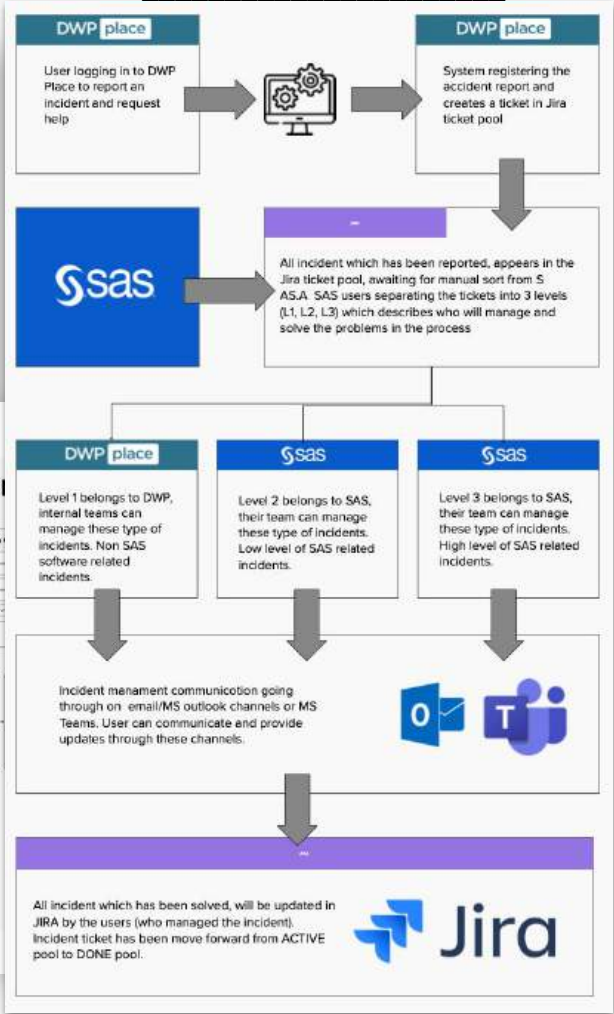
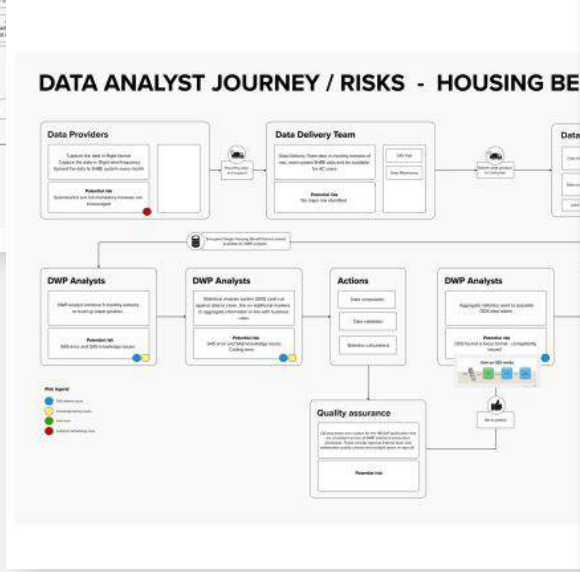
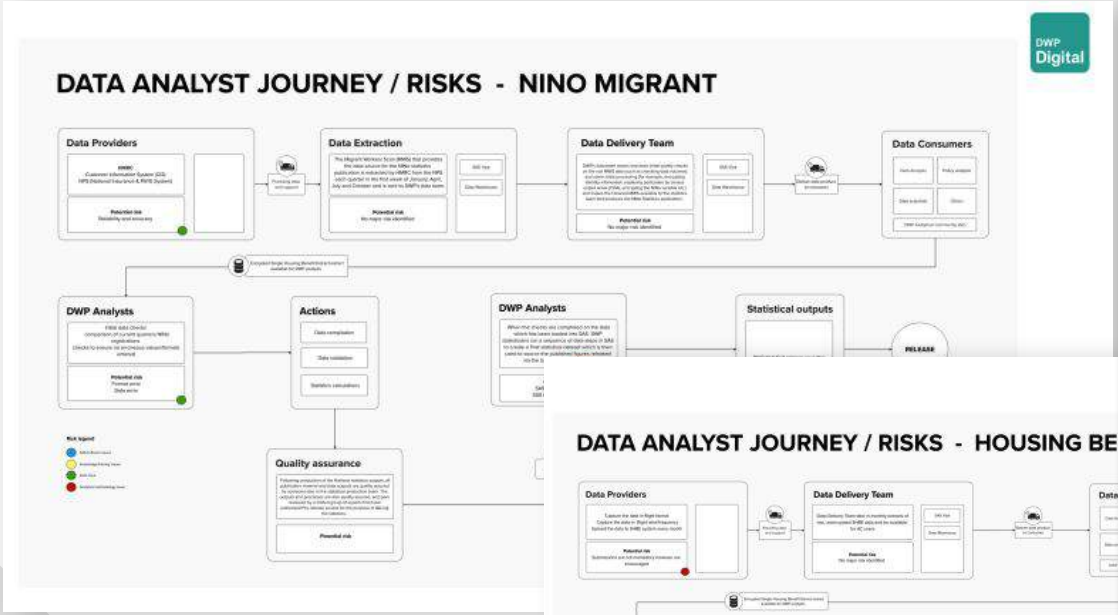
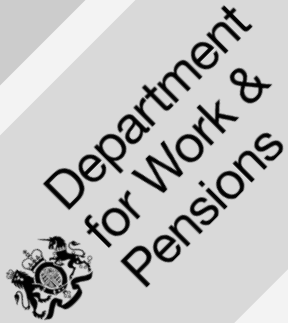
### Gap analysis

	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 SAS & software license Request SAS & data request	Request SAS Viya software license Request SAS Viya data request Request Add to basket button	No 'Add to basket' button No data request button No incident management button	Change DWP Place to include 'Add to basket' button Include DWP Place data request button Include a new incident management button
Where	Service team/face System interface, report SAS	DWP Place - DCS	DWP is not currently fit for SAS Viya	DWP Place
Who		Request SAS Viya software license Request SAS Viya data request Request Add to basket button		DWP Place
Teams	DSI DSI IT team	DWP Place DSI DSI Request SAS Viya software license		DWP Place DSI DSI IT team



# Service maps and data models

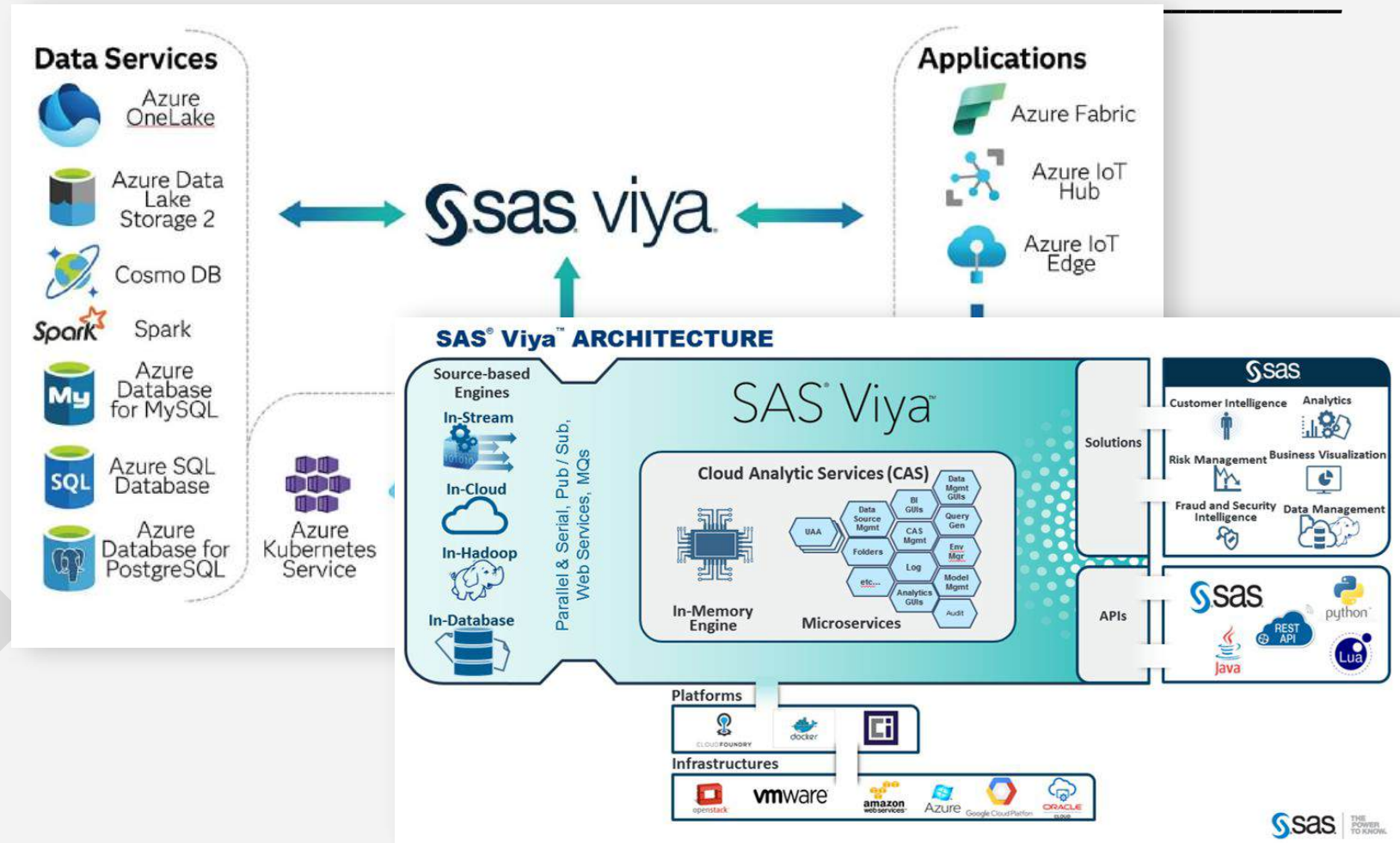
- 01 JOURNEY ANALYSIS
- 02 SERVICE MAPS
- 03 SAS INTEGRATION
- 04 BLUEPRINTS



# SAS VIYA version implementation and portal integration

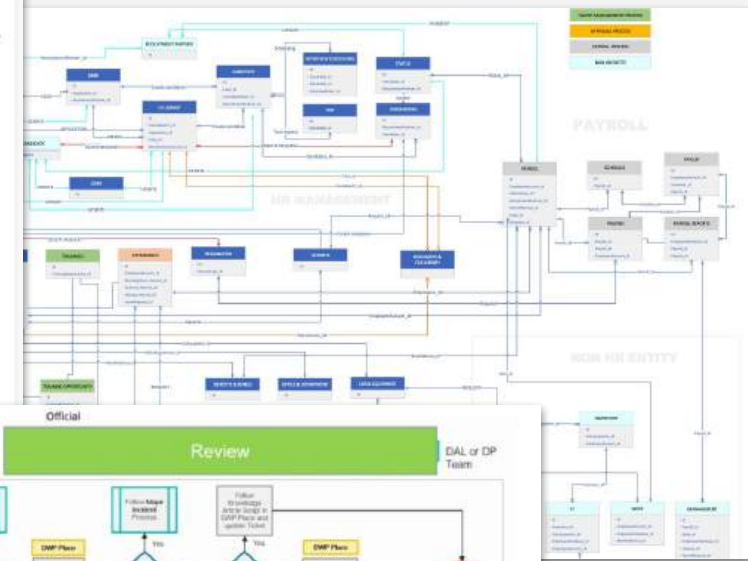
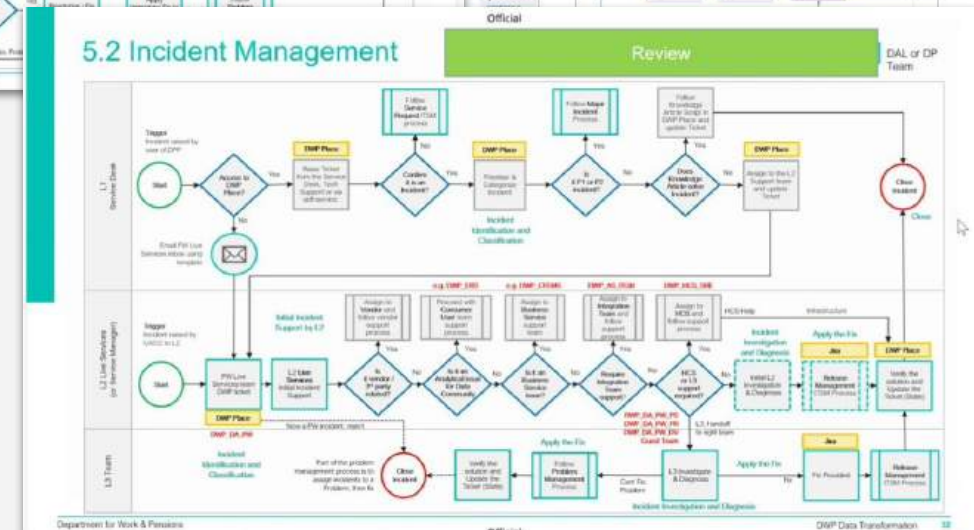
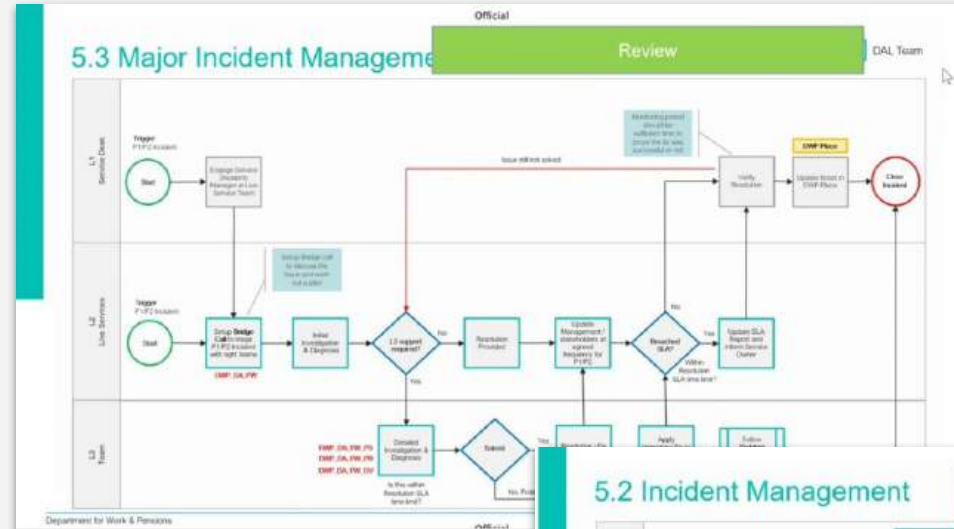
01 JOURNEY ANALYSIS  
02 SERVICE MAPS  
**03 SAS INTEGRATION**  
04 BLUEPRINTS

Department  
for Work &  
Pensions



# Service blueprints and process model

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

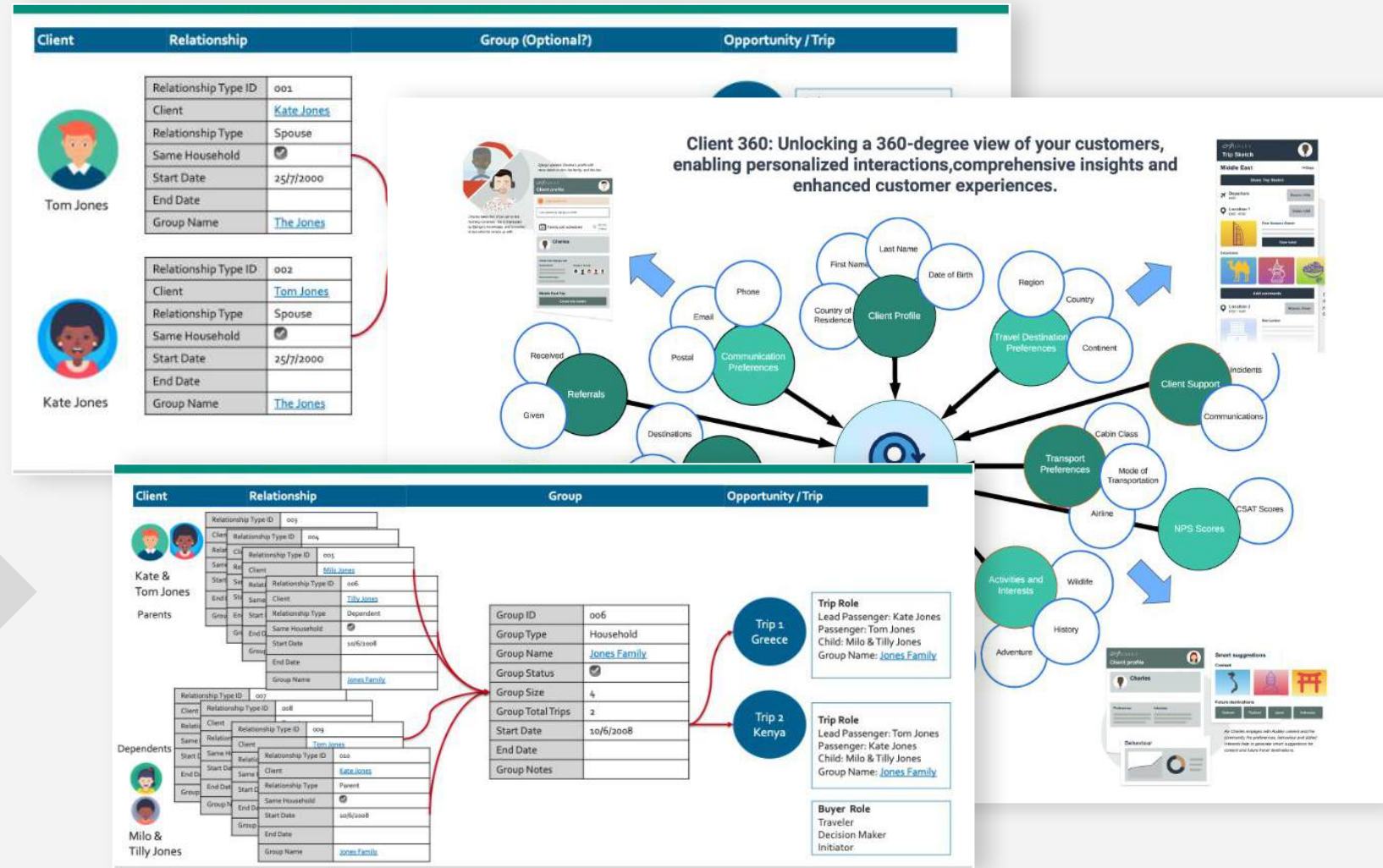


# Concept and relationship model

## Data flow & touchpoint analysis

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

AUDLEY

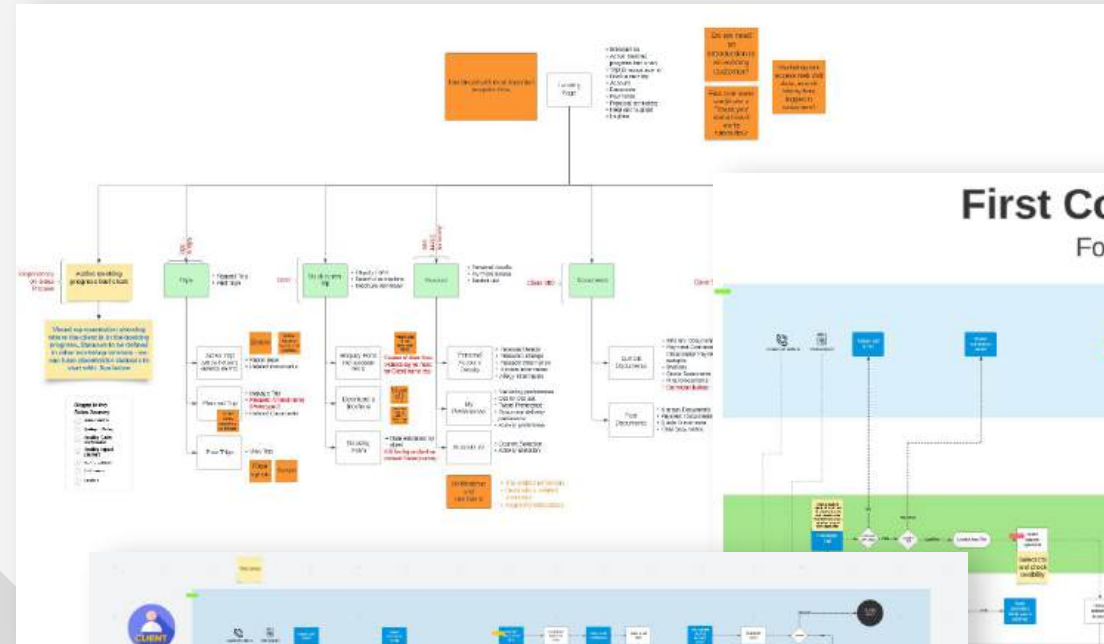




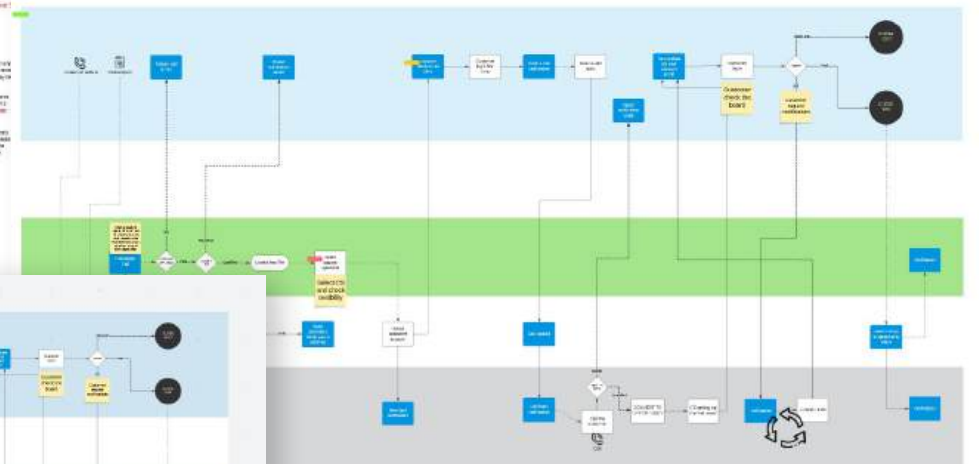
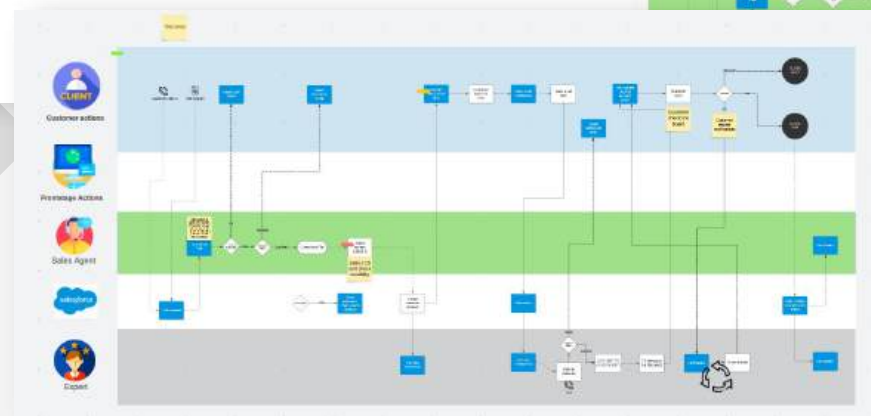
# Service blueprints, page maps & process flow models

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

AUDLEY



## First Contact Blueprint For new customers

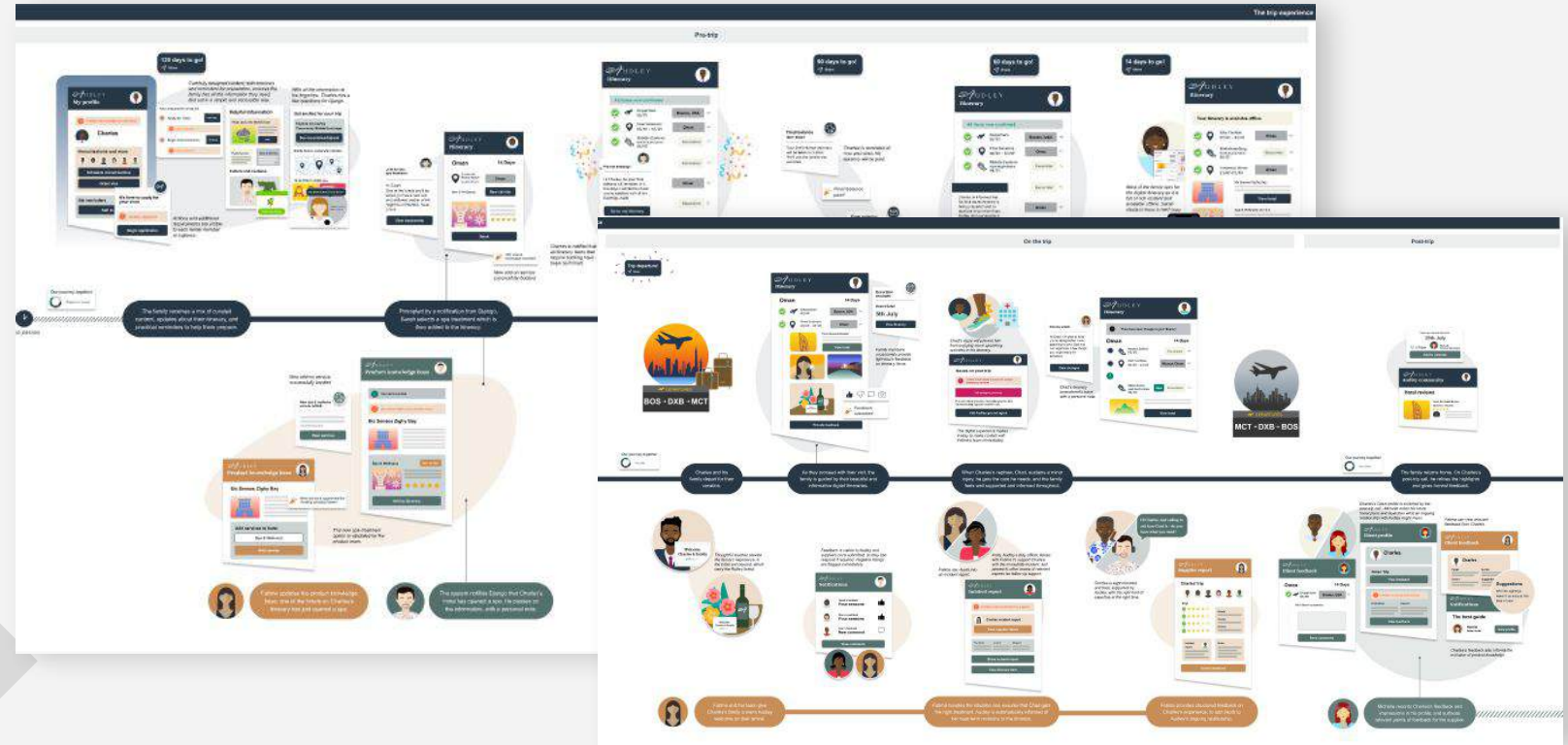


**SERVICE & PROCESS FLOW**  
Deliver complete process flow and data models

# Journey and story mapping

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

AUDLEY



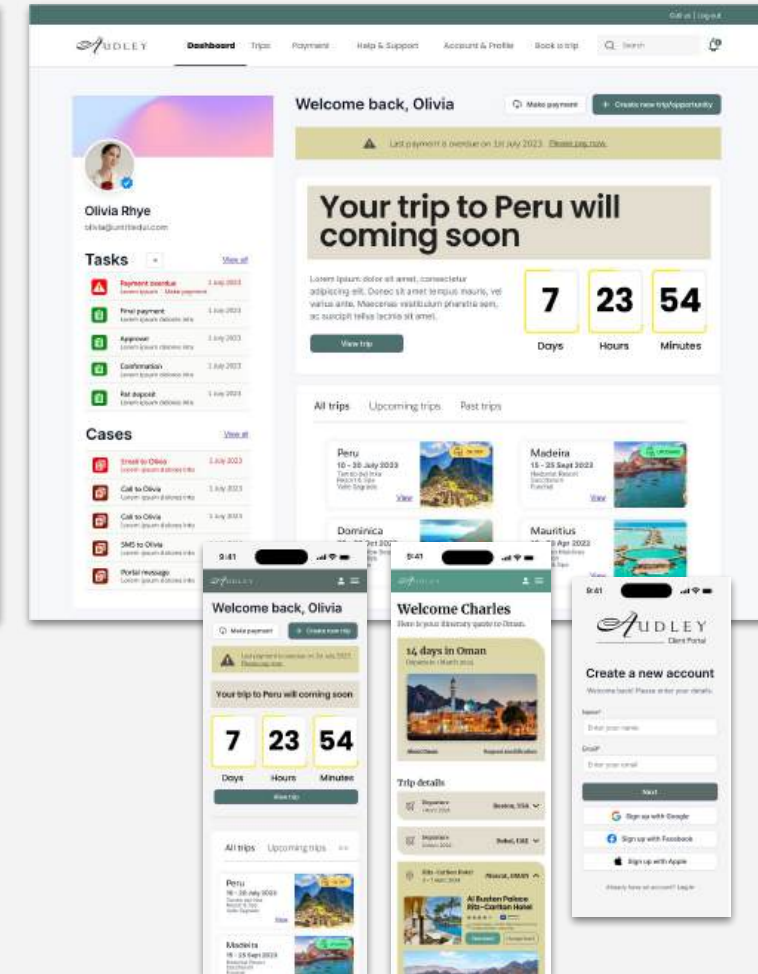
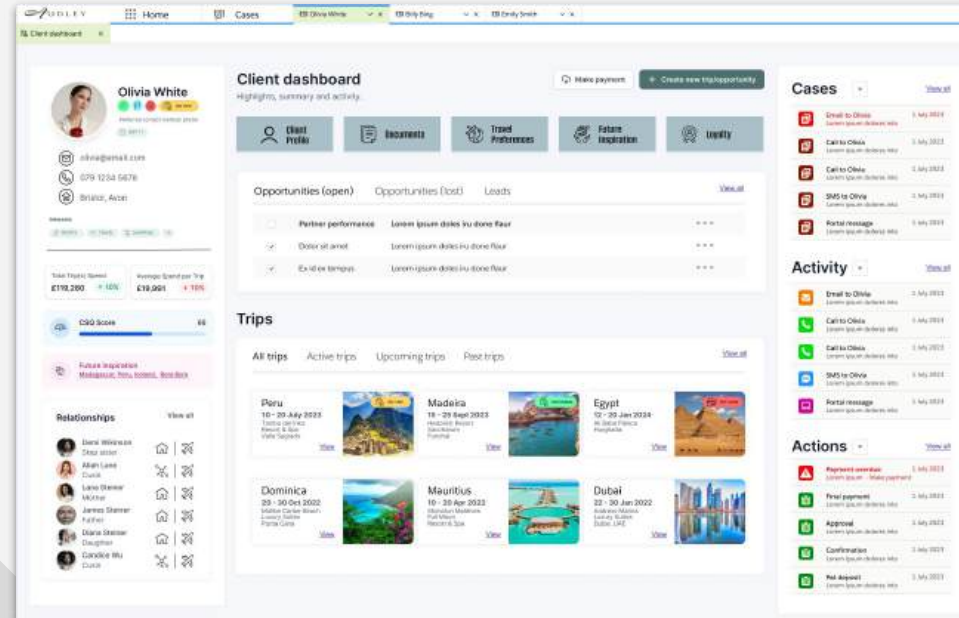
## JOURNEY AND STORY MAP

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

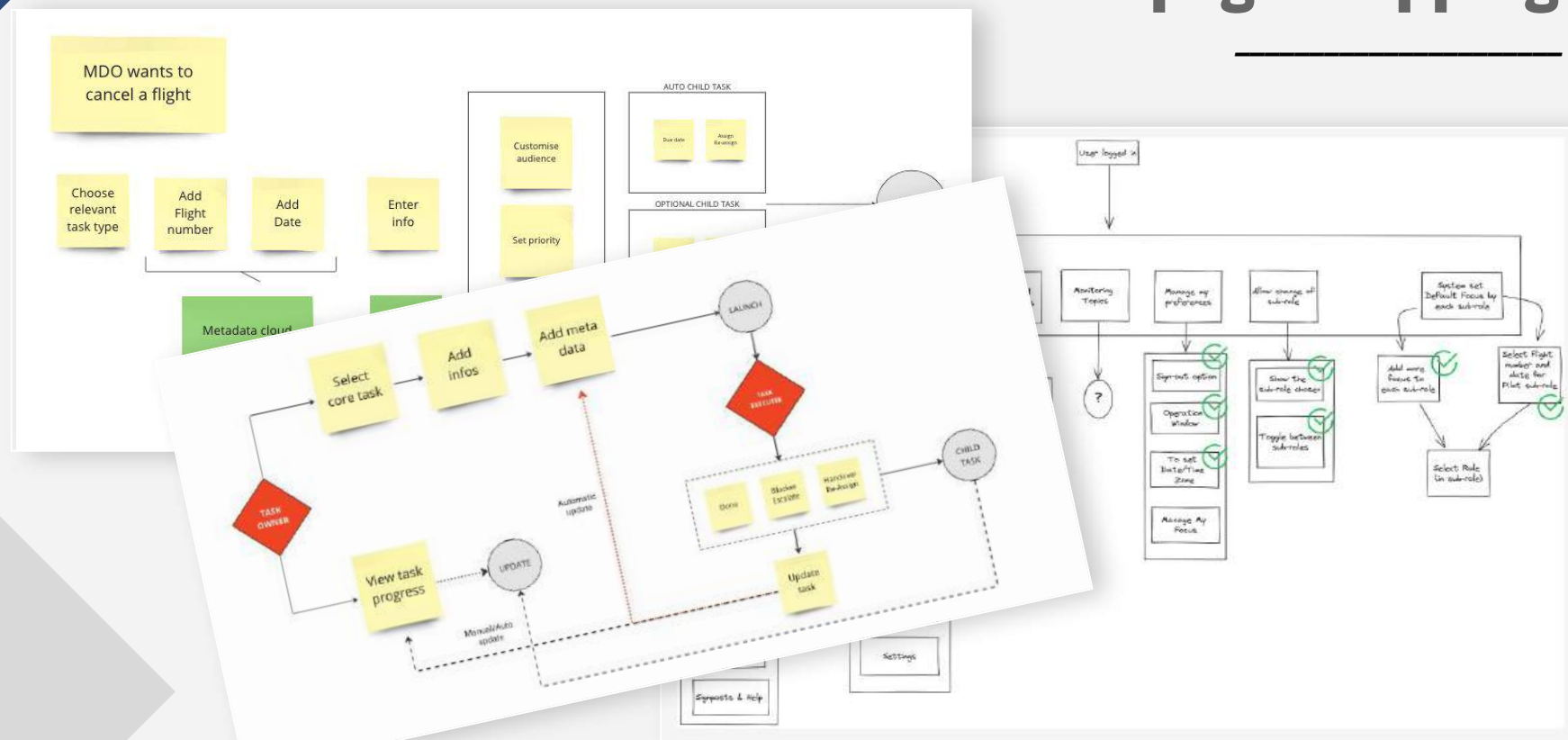
Define functional/non-functional documentations

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

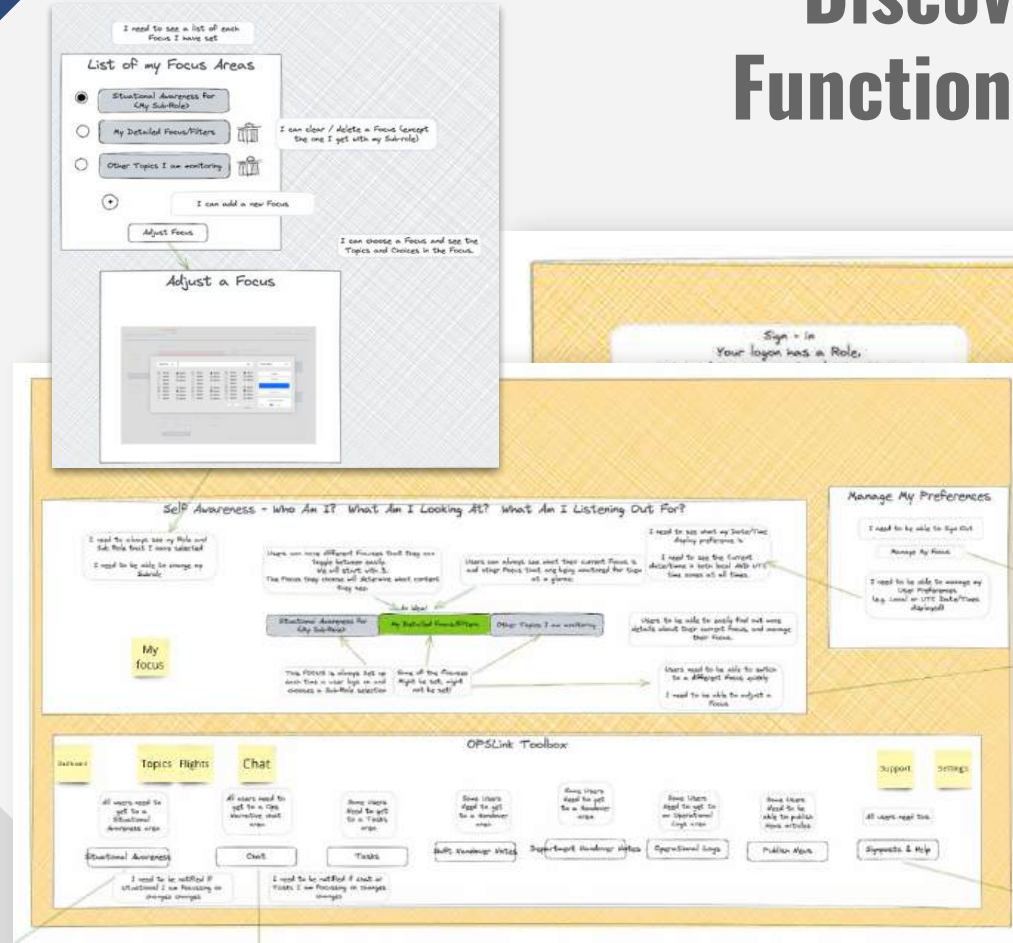


**SERVICE & PROCESS FLOW**  
Deliver complete service, process flow and data models



# Discovery and task flows, Functional map and models

01 SERVICE & PROCESS  
02 FUNCTIONAL MODEL  
03 WIREFRAME  
04 PROTOTYPE



## Set My Role / Sub-Role

With your role is DMO

Subrole Focus description

Short Lead Flights, IDC Chart  
Long Lead Flights, IDC Chart  
All LHM Departures, IDC Chart  
Select your flight

Each sub-role has a preset Focus. Examples include SW/IN/departments.

We need users to be able to easily find out more details about their current Focus, and manage their Focus.

For some sub-roles, the user needs to provide more information. Examples include Pilots: tell us the flight you are operating.

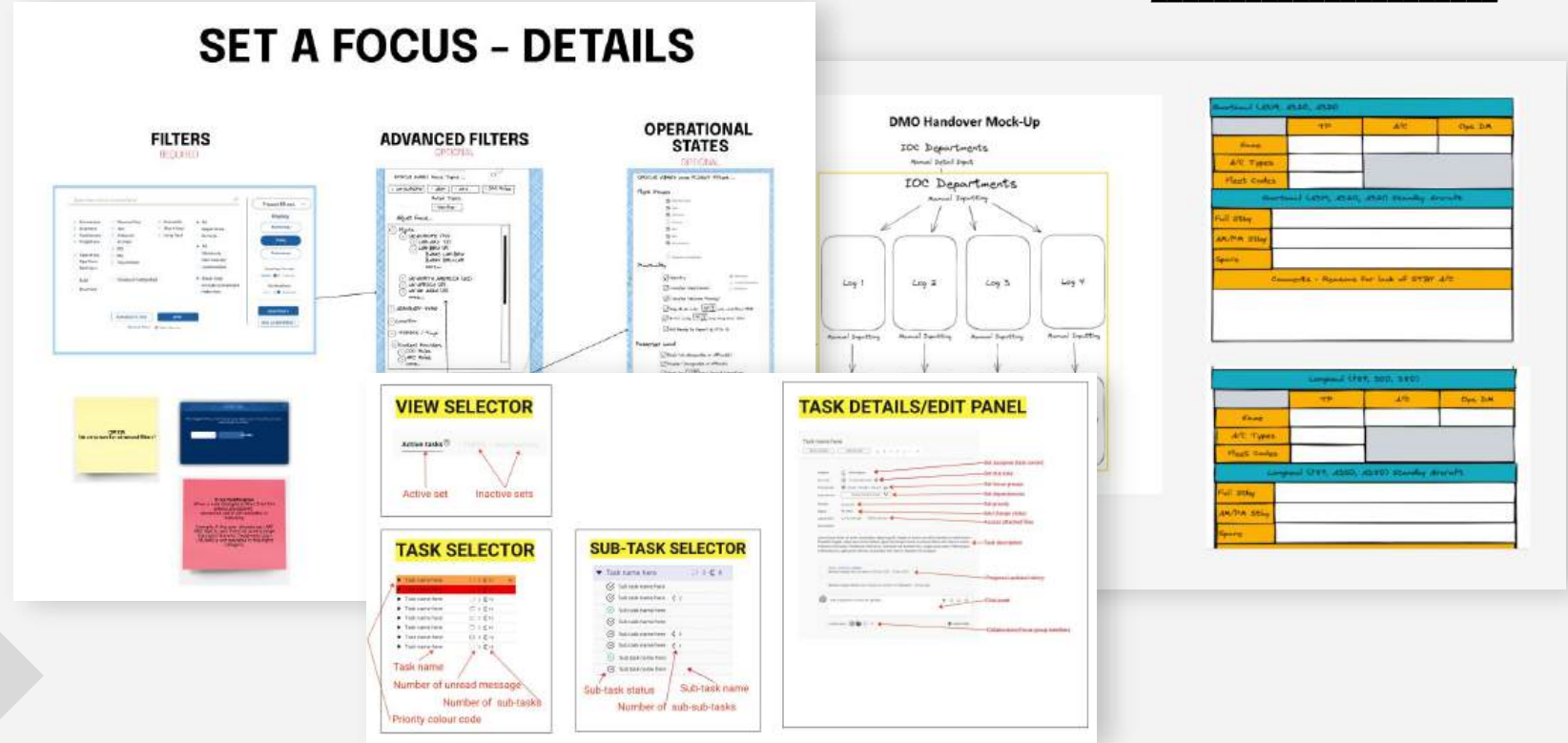
**TASK & PROCESS FLOW MODELS**  
Deliver complete process flow and functional models

01 SERVICE & PROCESS

02 FUNCTIONAL MODEL

**03 WIREFRAME**

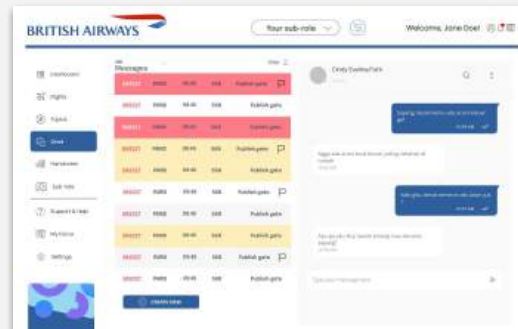
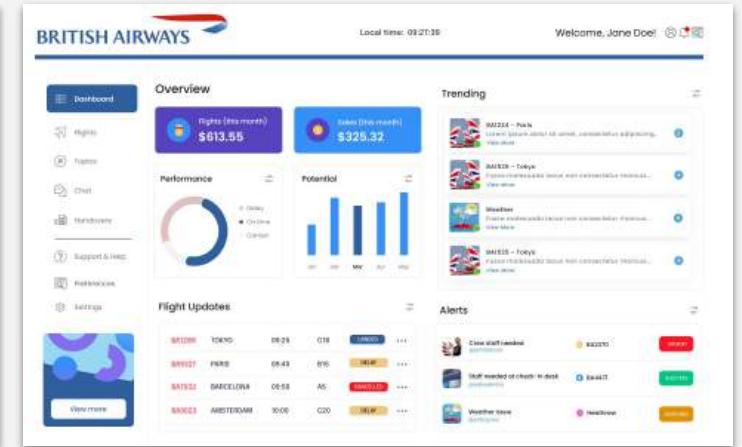
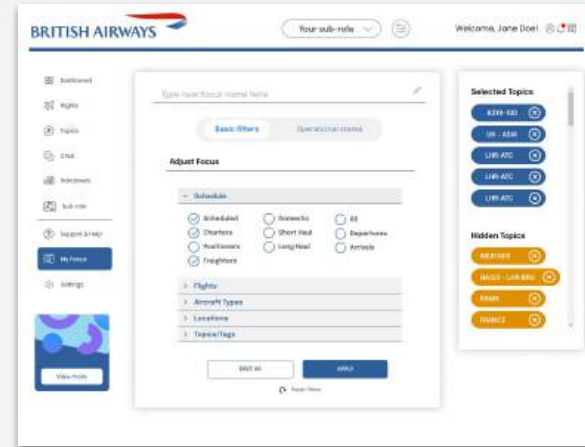
04 PROTOTYPE



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



**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

---

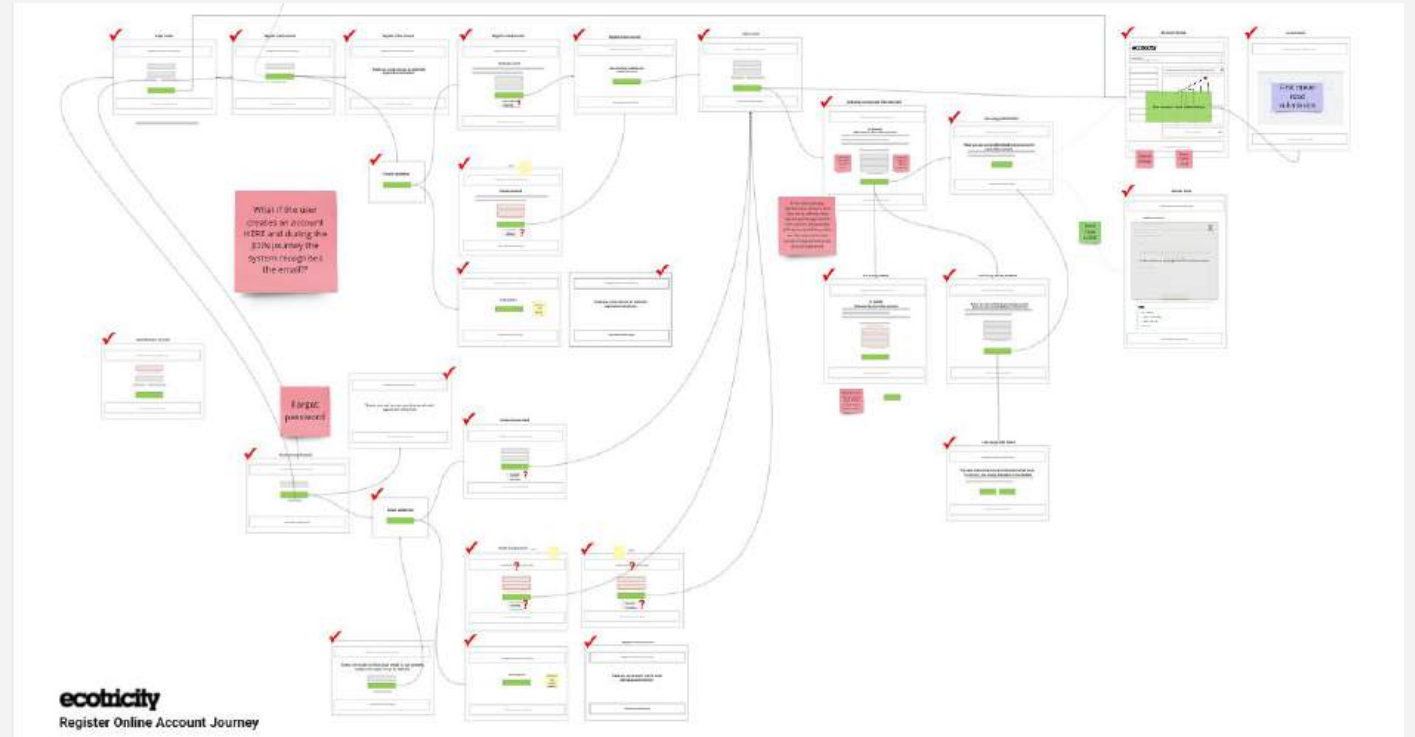
UX/Product leader  
Complete service flow and journey mapping (internal/client)  
Define functional/non-functional documentations  
Overview user stories and use cases  
Wireframing  
Hi-fidelity prototyping



# Context discovery, page mapping Functional and page hierarchy

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

ecotricity



**PAGE MAPPING**  
Deliver complete page flow models and user journey

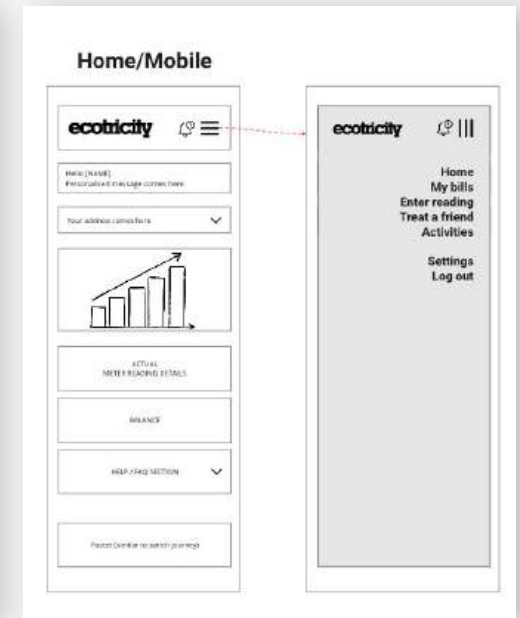
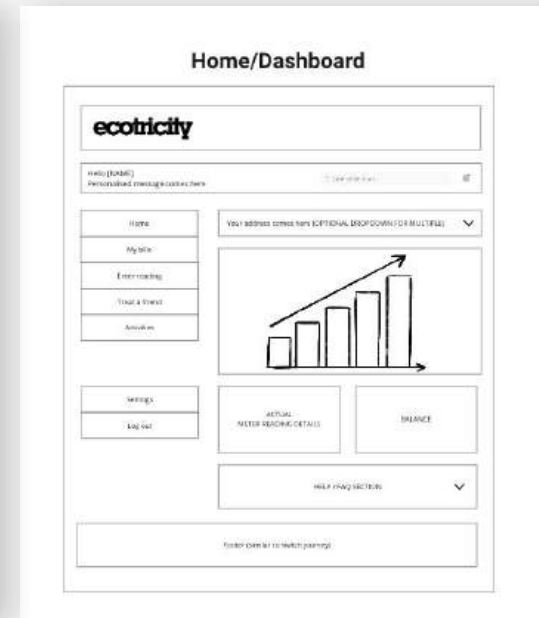
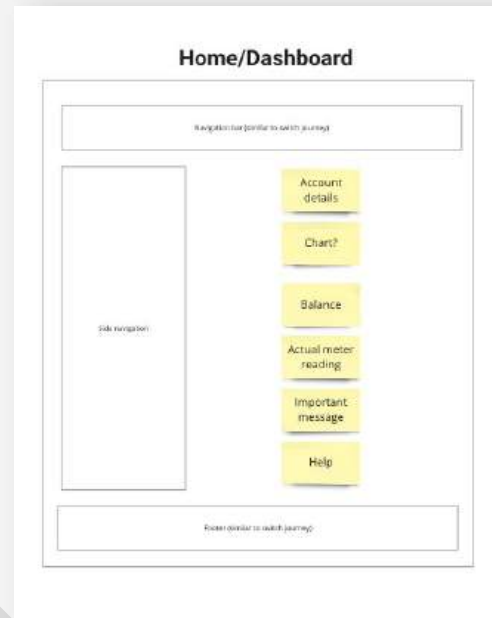


# MVP and roadmapping

## Wireframing

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

ecotricity

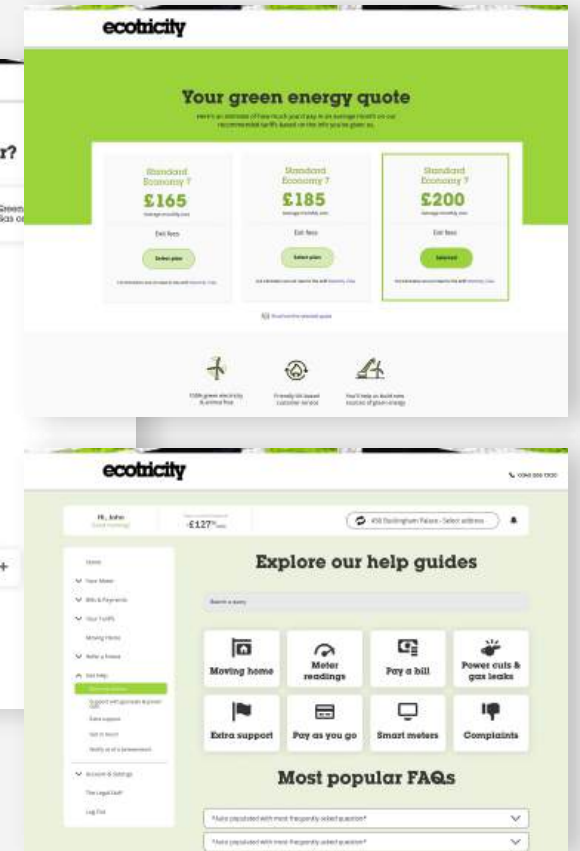
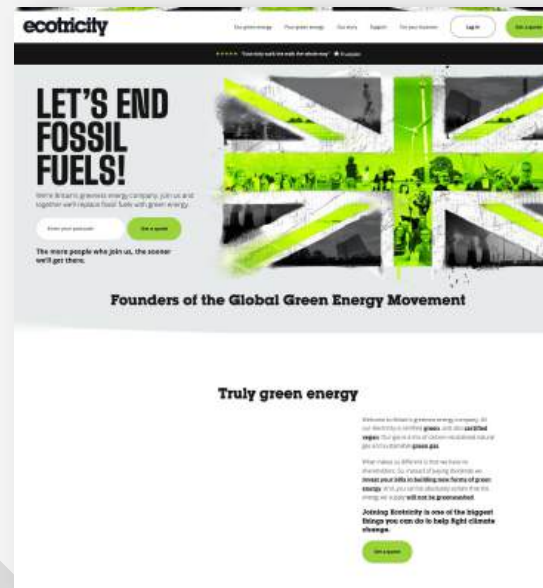


**WIREFRAME**  
Deliver clickable wireframe (Figma), create roadmap for usability and accessibility testing and for the development  
Agile/Jira integration, user stories, acceptance criteria, functional requirements

# 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

Legal &  
General  
AFFORDABLE HOMES







## 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

# Solution outline and blueprint model

## Persona analysis

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



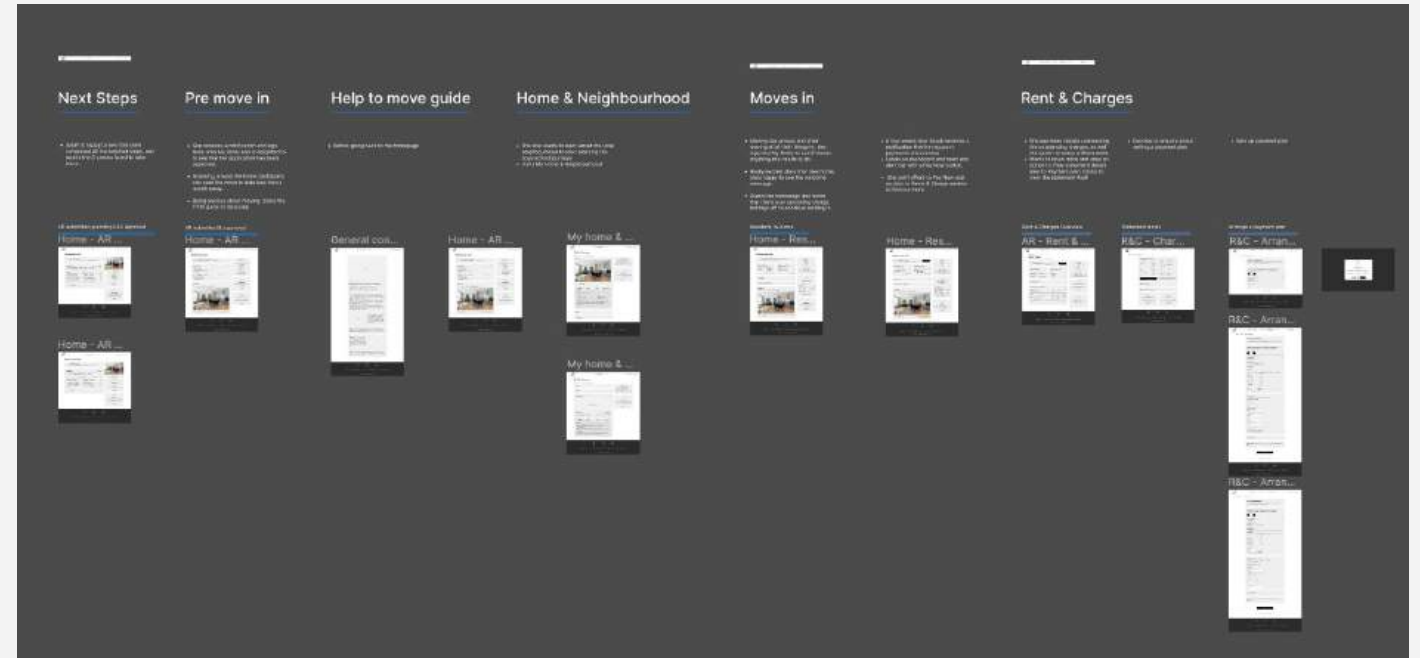
### SERVICE BLUEPRINT

Define and front and backstage action and service touchpoints and data-flow model

### DESCRIBE PERSONAS

Deliver high level persona analysis,  
Create persona files

# Context discovery, page mapping Functional and page hierarchy



## PAGE MAPPING

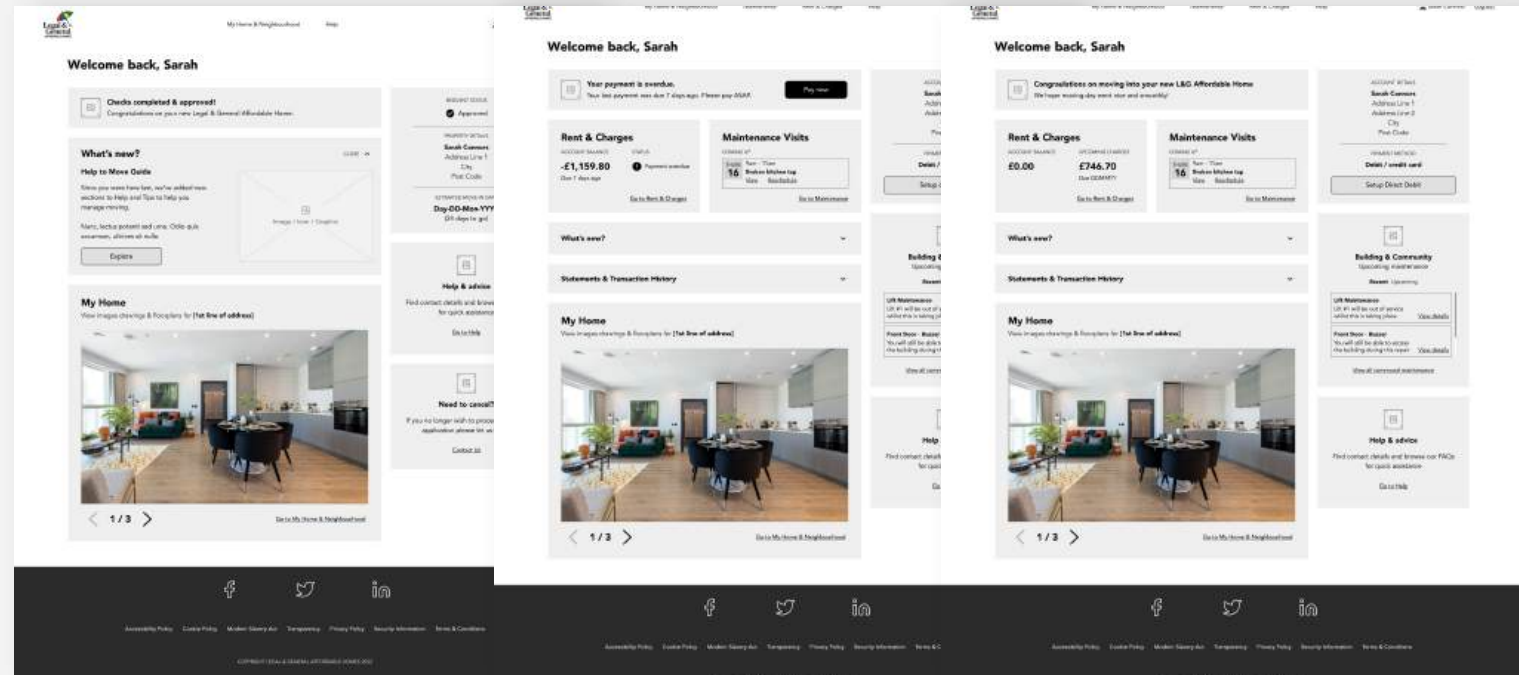
Deliver complete page flow models and user journey

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



# MVP and roadmapping Wireframing

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

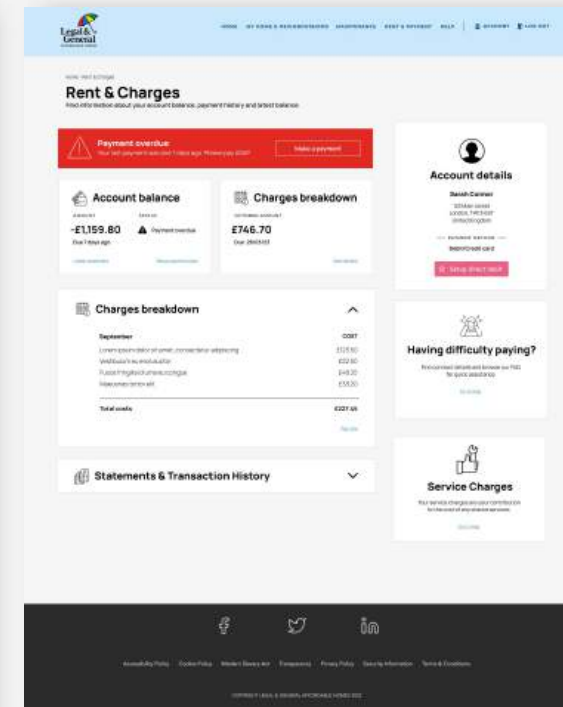
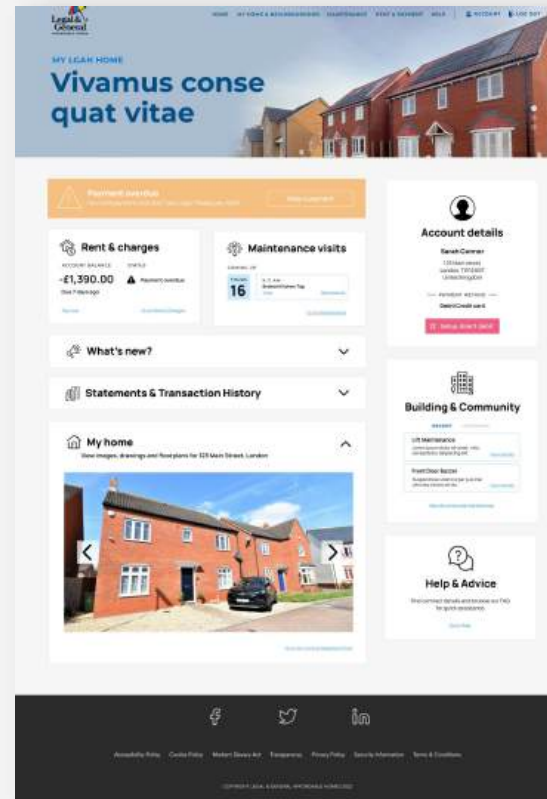


**WIREFRAME**  
Deliver clickable wireframe (Figma), create roadmap for usability and accessibility testing and for the development  
Agile/Jira integration, user stories, acceptance criteria, functional requirements



# 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

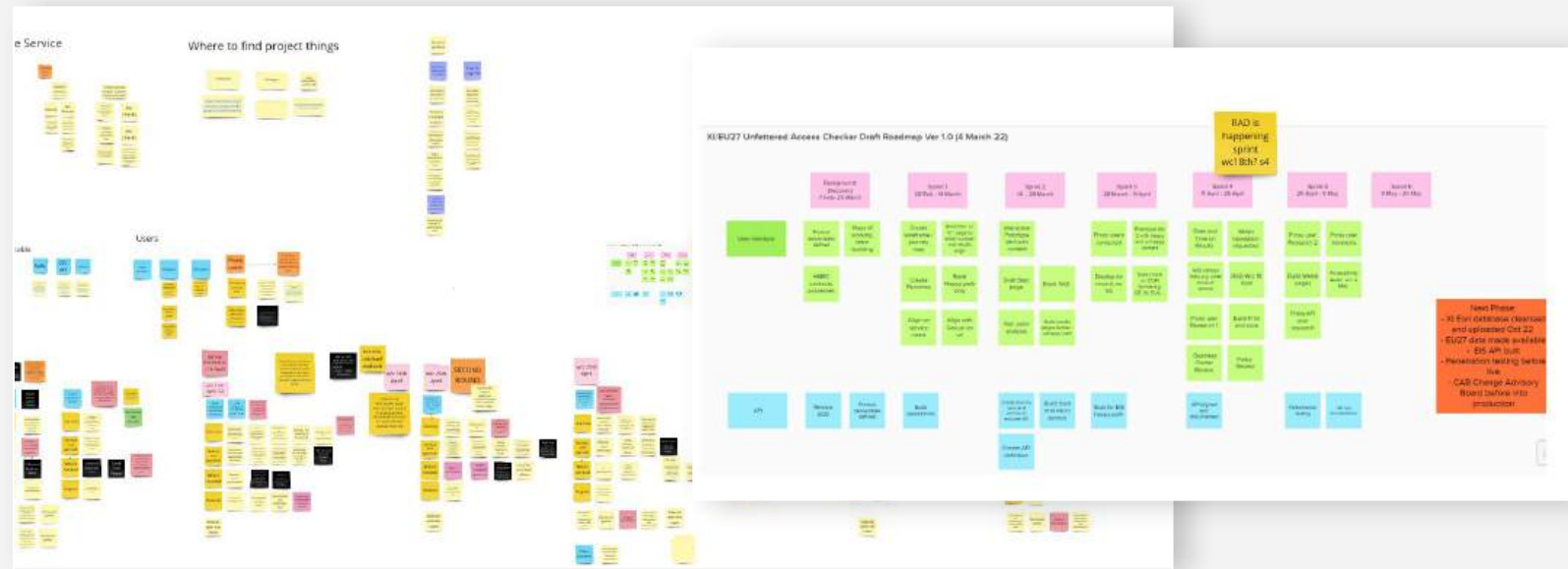
---

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.



# User research, pain point analysis & page mapping

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



**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

01 RESEARCH & ANALYSIS

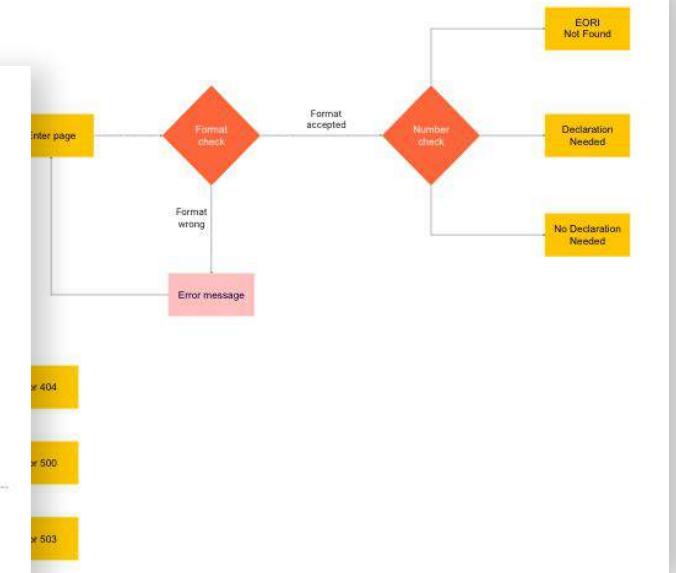
**02 SERVICE DESIGN**

03 MVP & MAPPING

04 PROTOTYPE



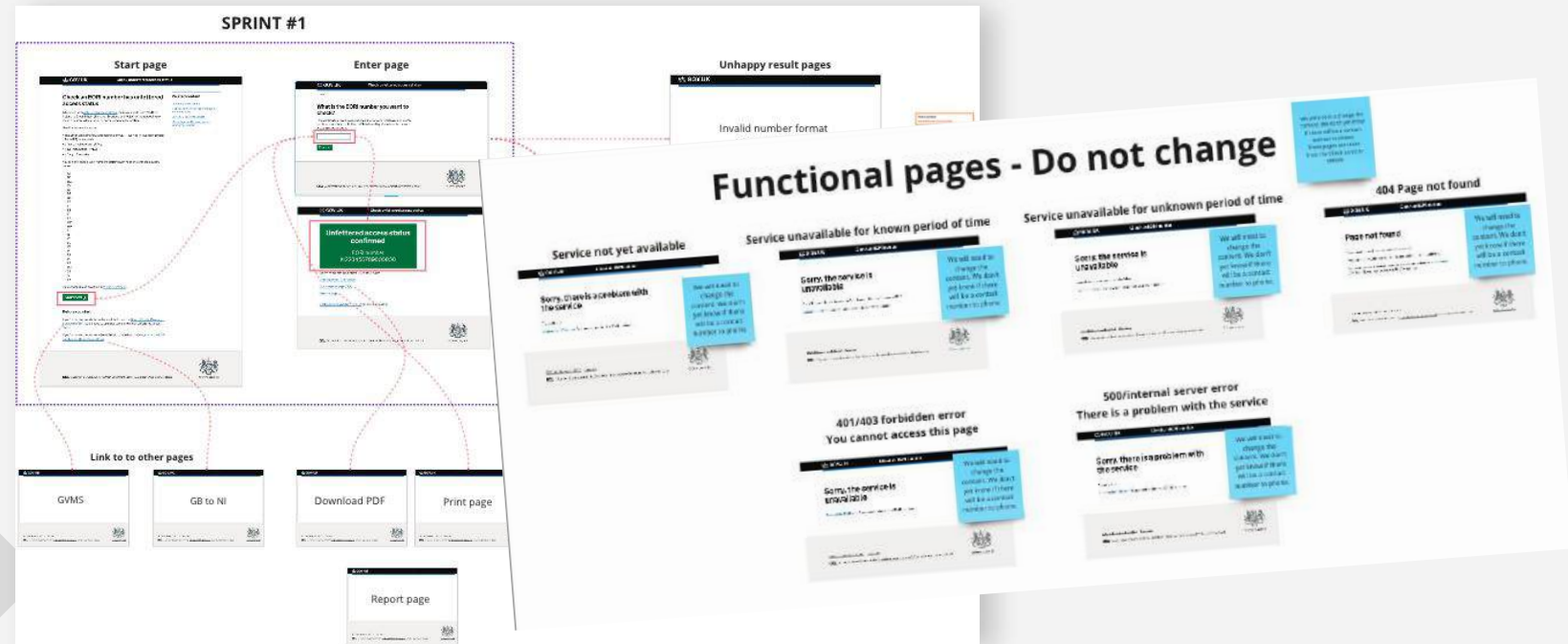
## Defining user journey and service map with functional and non-functional requirements



### 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

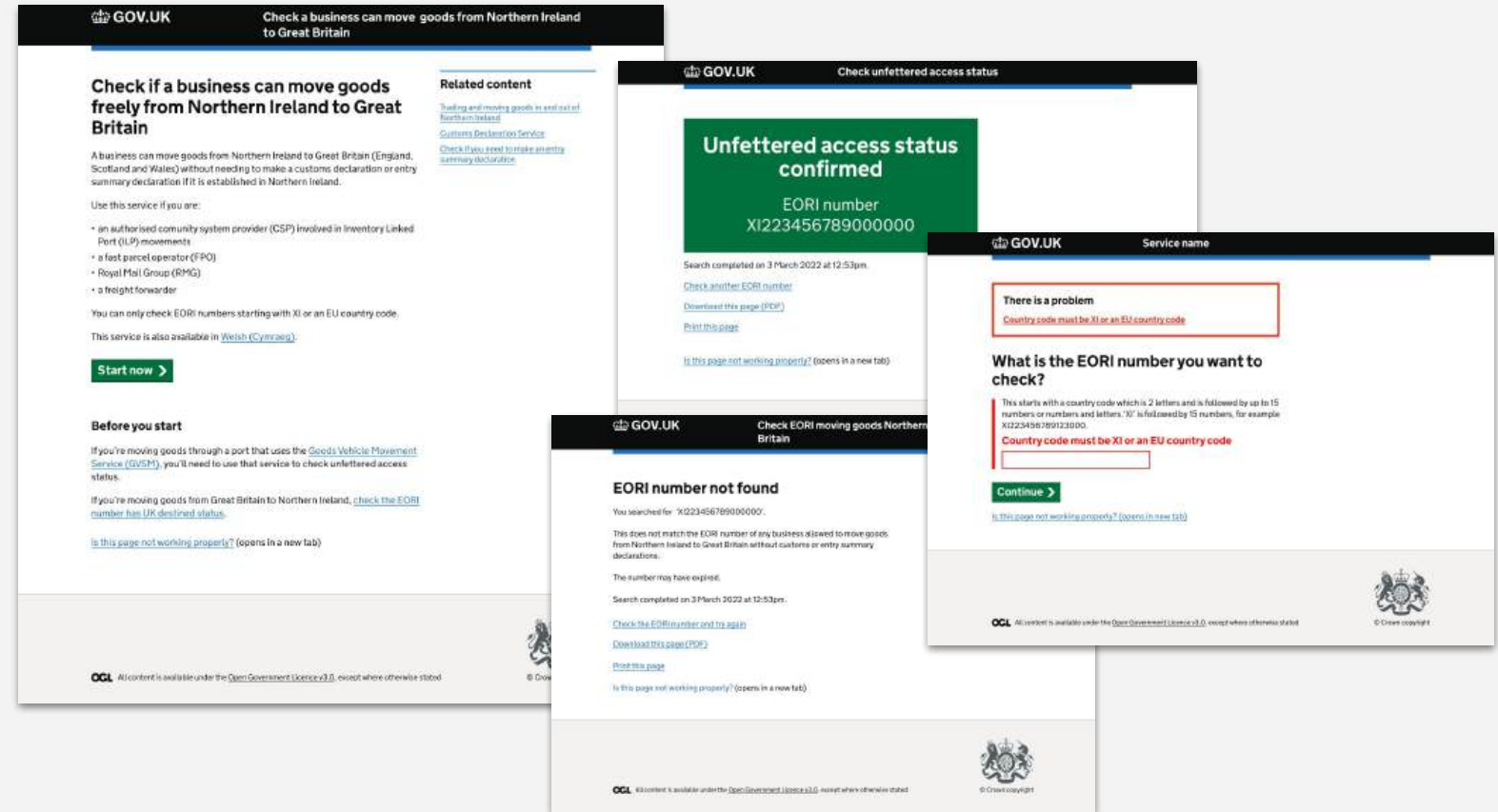


**MOSCOW & PRIORITIZATION TASKS / SOLUTION MAP**  
Define MVP, create roadmap for usability and accessibility testing and for the full development lifecycle  
Agile/Jira integration, user stories, acceptance criteria, functional requirements



# Prototypes & interaction design

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



## FIGMA & PROTOTYPING

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



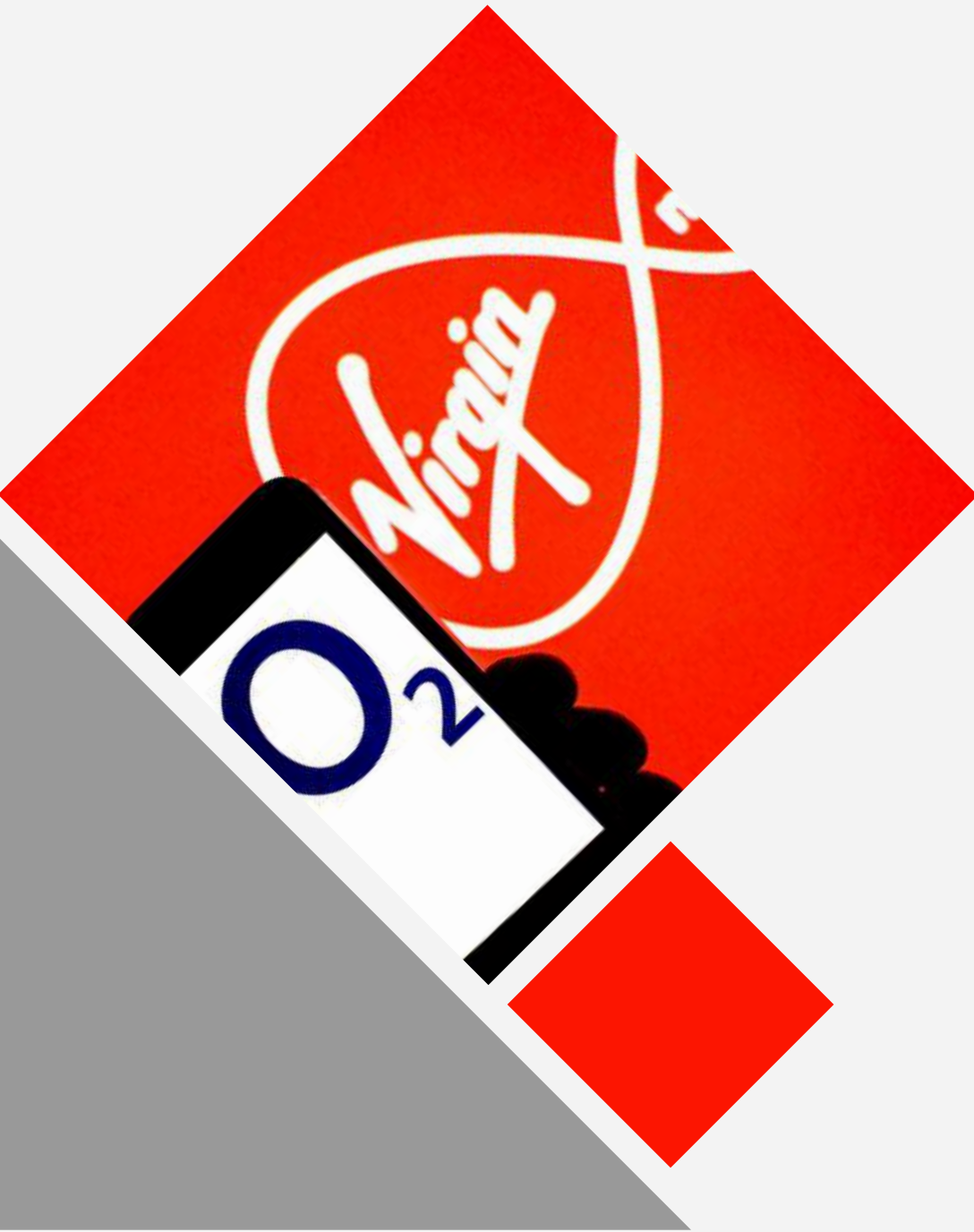
Multiple mobile apps for Virgin Media/O2 customers

- 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

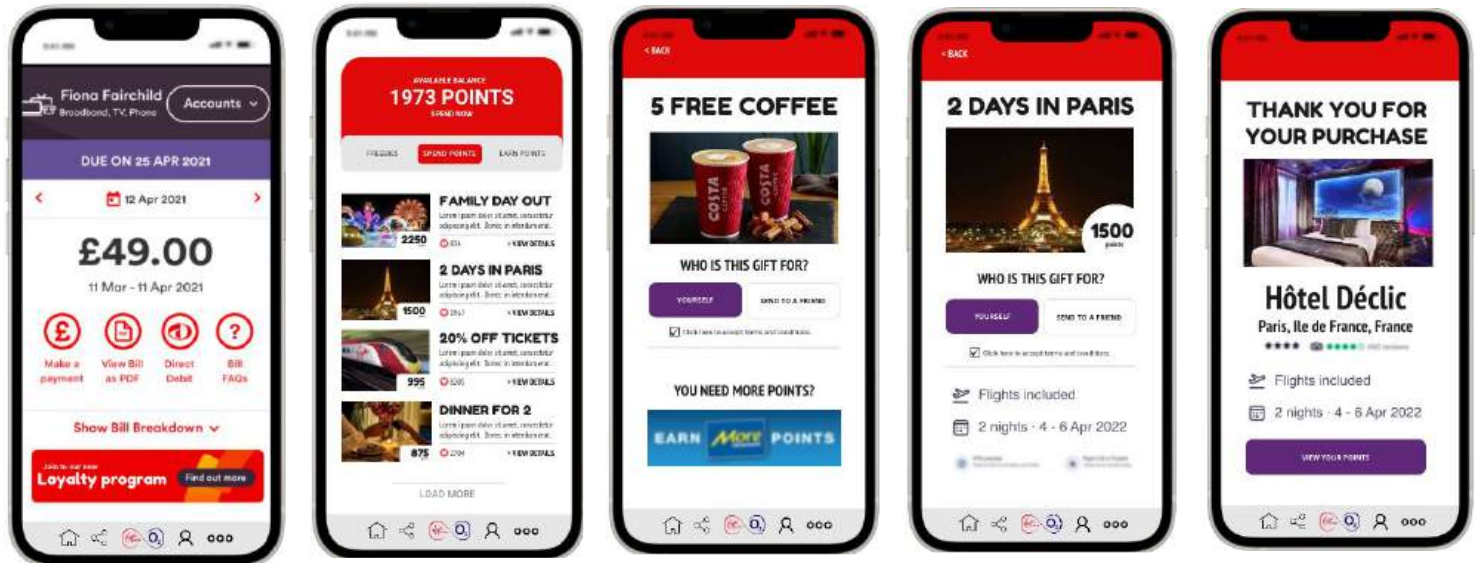
Lead and analyse user research sessions

Define functional/non-functional documentations

Create high fidelity concept prototype



# Virgin Media/O2's loyalty & reward scheme

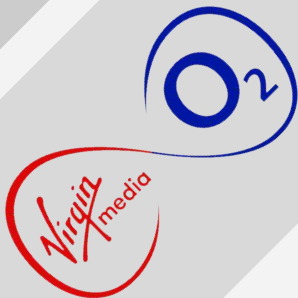


## VIRGIN MEDIA/O2'S LOYALTY AND REWARD SCHEME

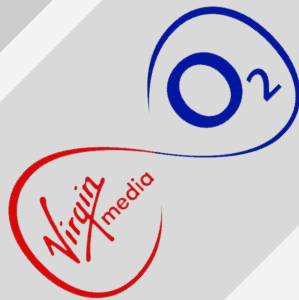
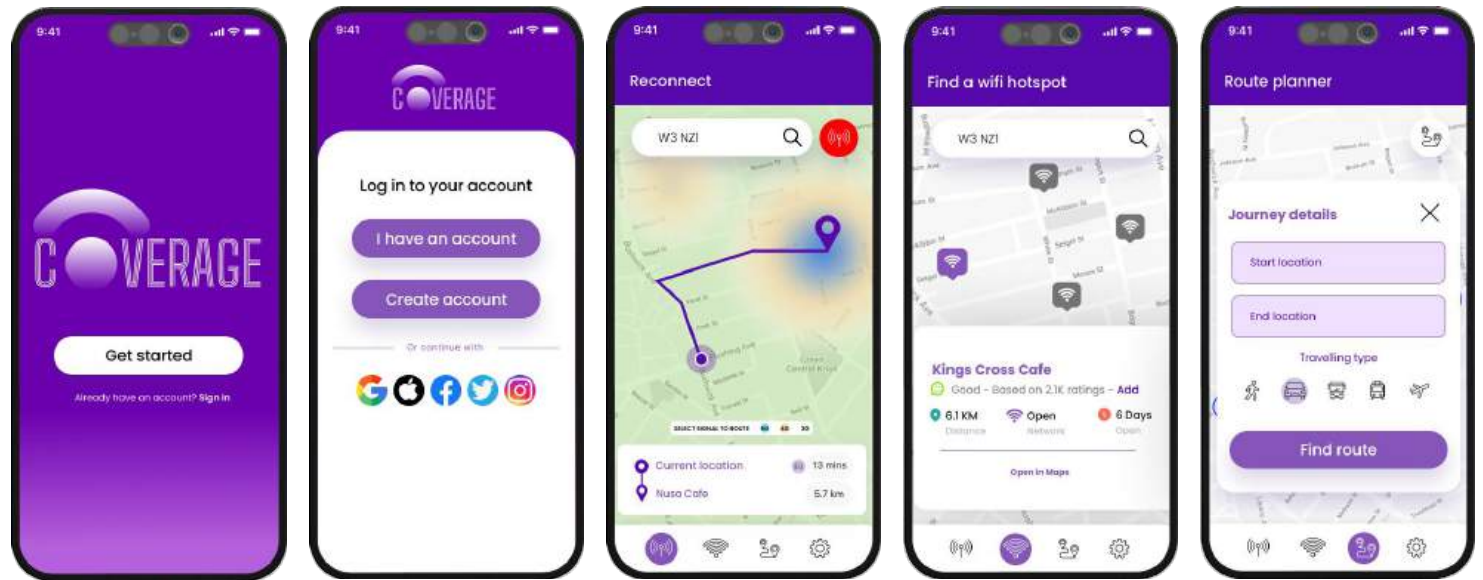
Map out and define the foundations of a future loyalty and reward scheme with integration to the existing VM mobile app

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

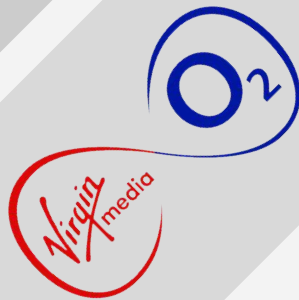


## ECOPLATE - FOOD AWARENESS MOBILE APP

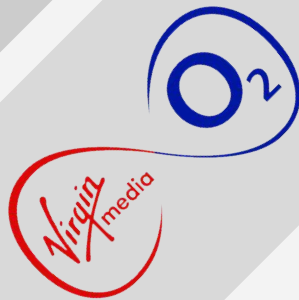
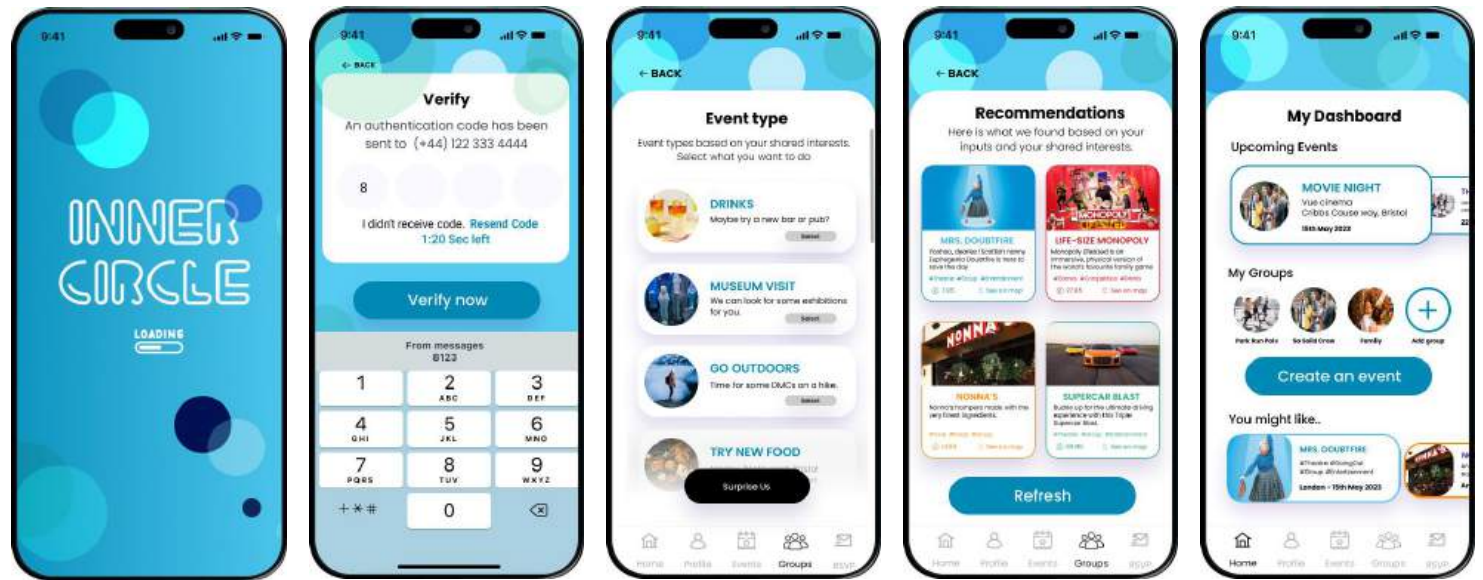
Helping people to reduce food waste in their homes, smart reuse leftovers, create weekly meal plans

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

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



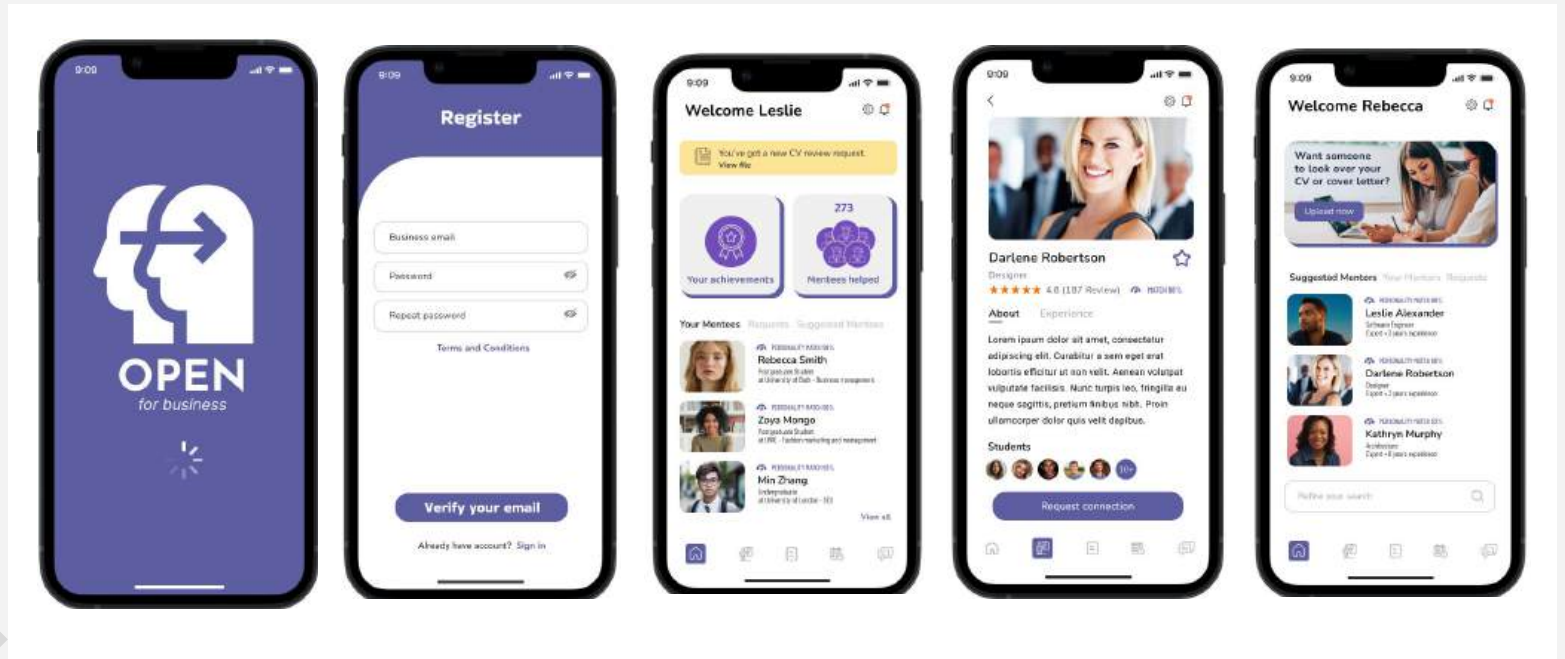
# Virgin Media/O2's InnerCircle shared calendar mobile app concept



**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

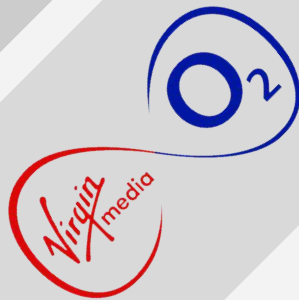


**OPEN**

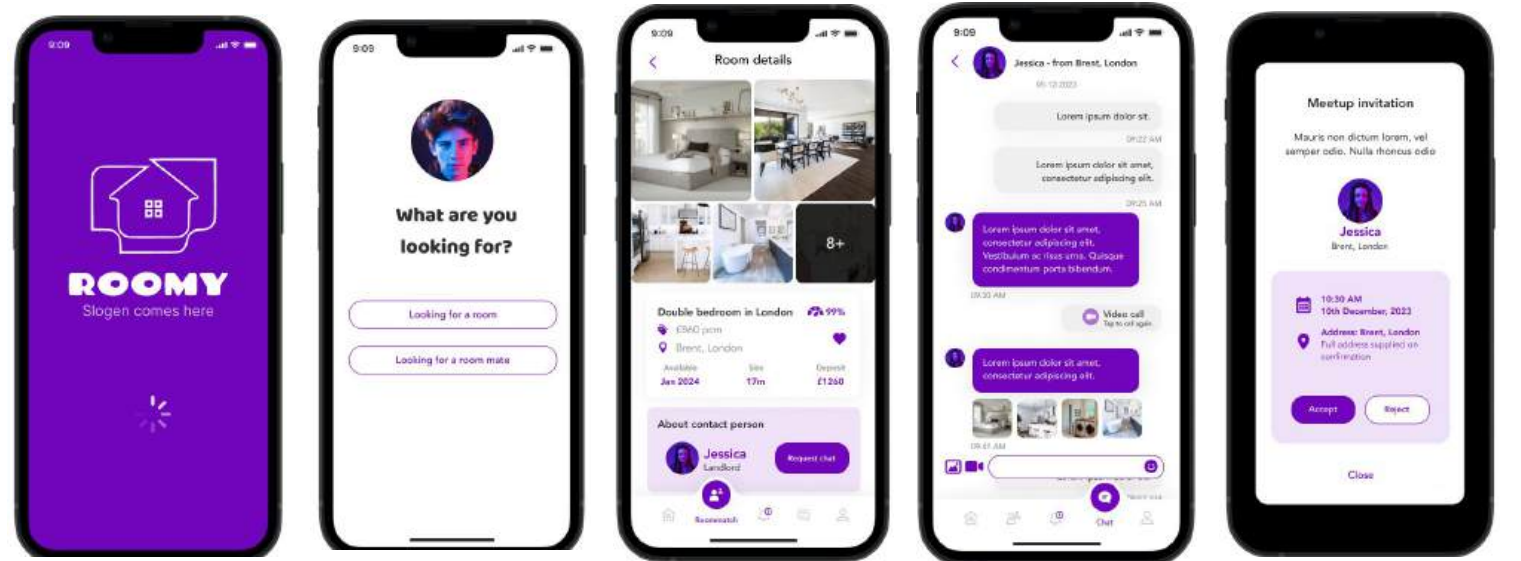
Mobile app concept with mentor/mentee direct connection workflow, event and time management

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

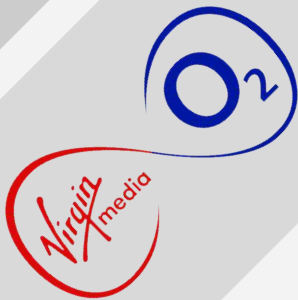


## ROOMY

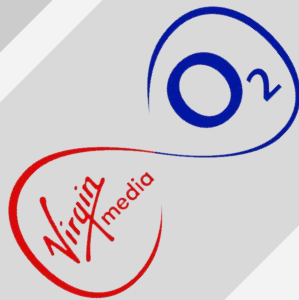
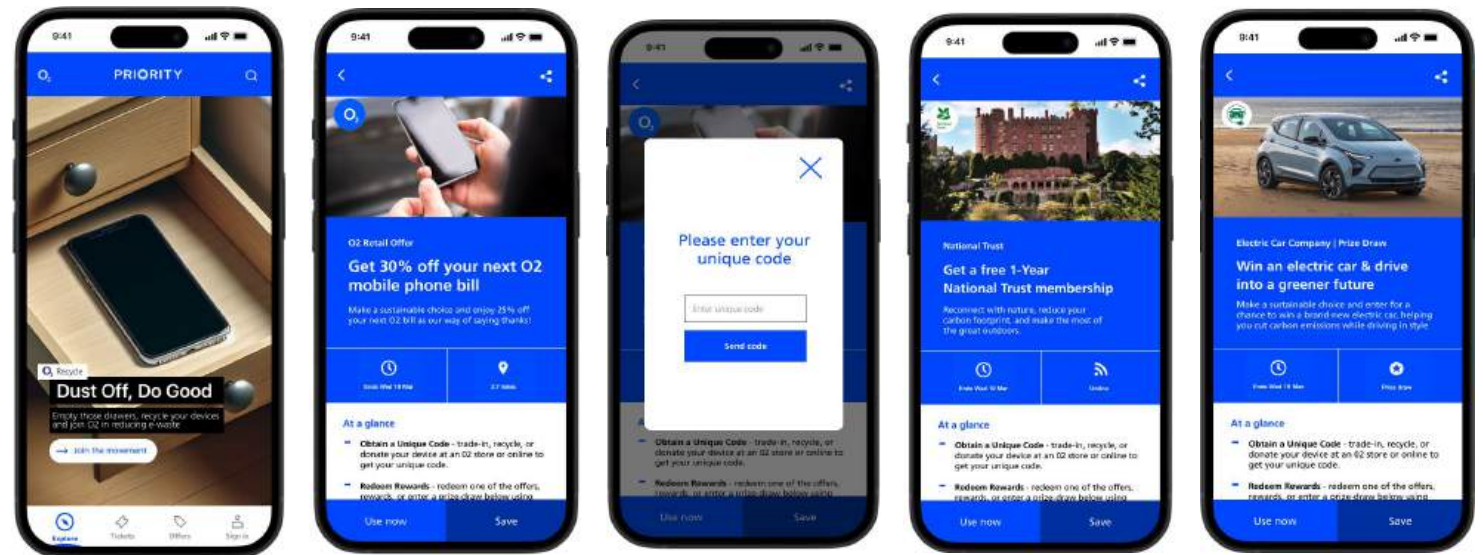
Mobile app concept for easy and quick flatmate find process, booking scheduler, time management, notification functions

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.

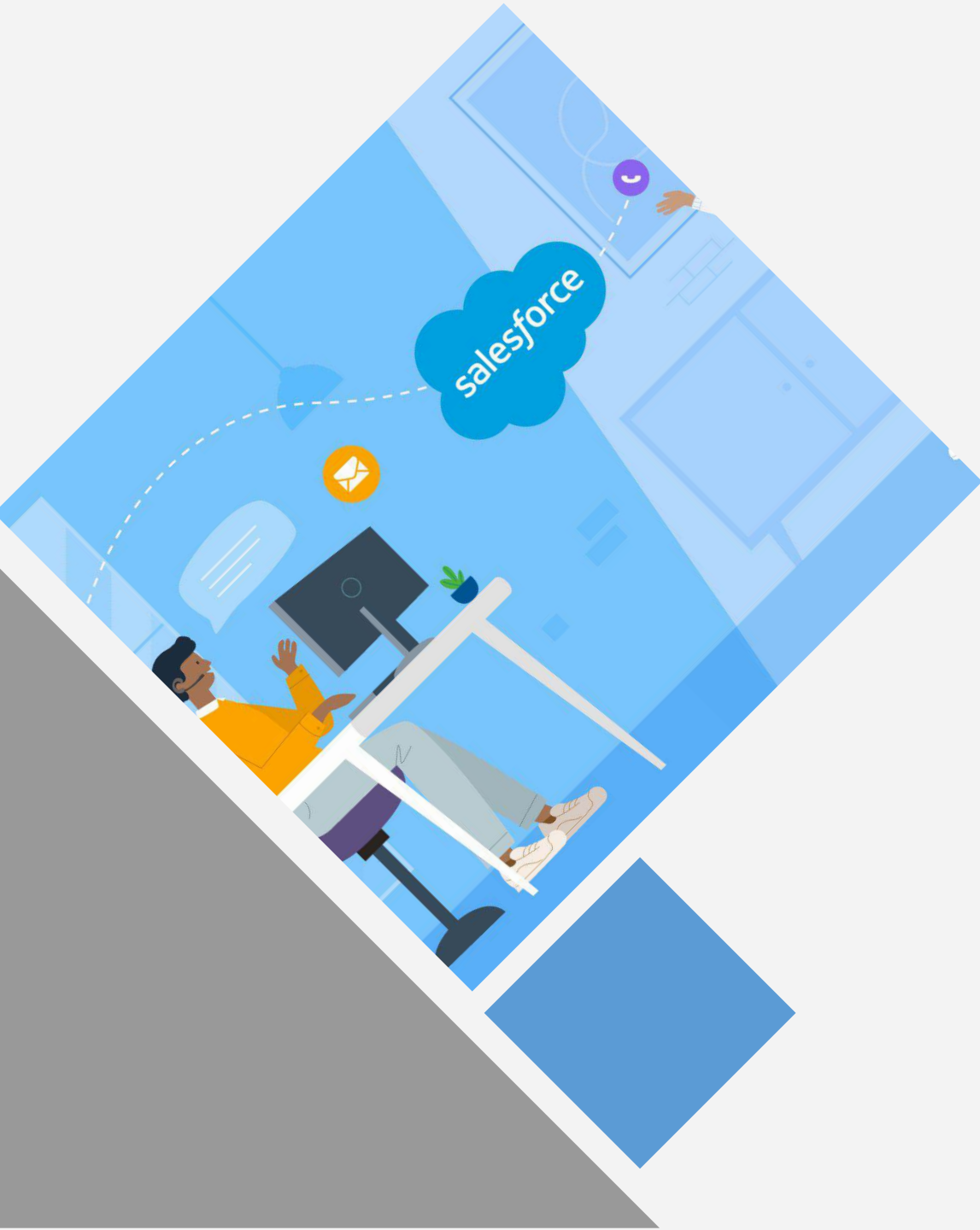
*Date: 2022*

*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

01 DISCOVERY  
02 REQUIREMENTS  
03 SERVICE BLUEPRINTS  
04 WIREFRAMES & TESTS

salesforce

Reemson's Employee / ADMIN

## Alex Adamin



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

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

**Tools**  
Office365, Web hosting, Email, Speechnotes, AWS, Salesforce, Server

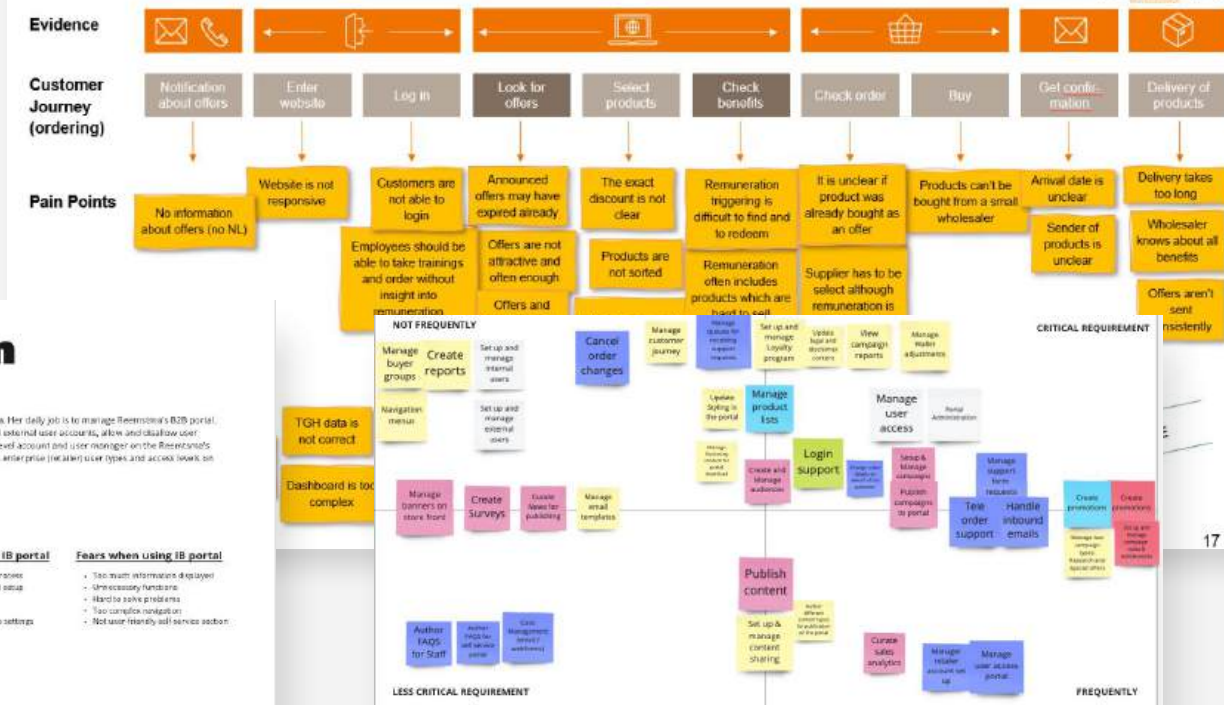
**What she wants from IB portal**

- Fast and easy user admin process
- Easy user management and setup
- Basic user analytics tools
- Right and role matrix
- Geopole and personal table settings

**Fears when using IB portal**

- Too much information display
- Unnecessary functions
- Hard to solve problems
- Too complex navigation
- Not user friendly self service section

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



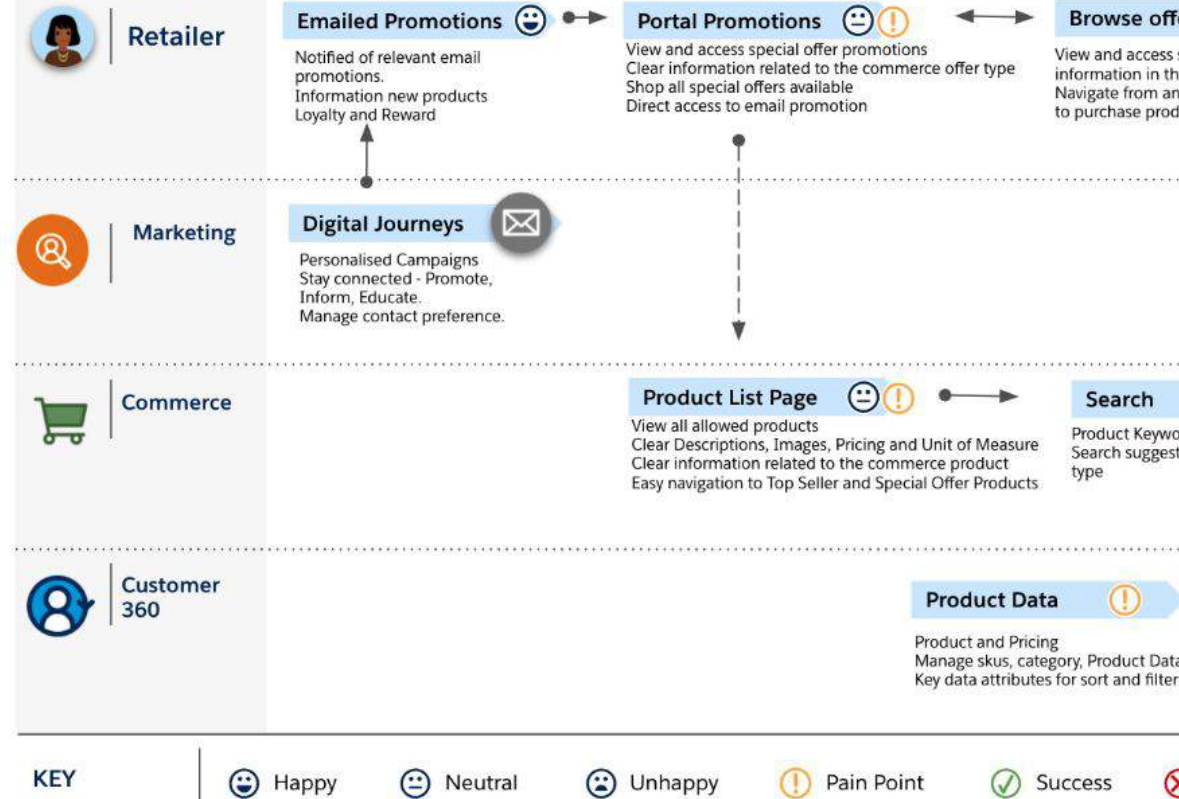
**DISCOVERY, PAIN POINTS ANALYSIS & REQUIREMENT MATRIX**  
Complete discovery with various stakeholders  
Translate requirements into functional requirements

01 DISCOVERY  
02 REQUIREMENTS  
03 SERVICE BLUEPRINTS  
04 WIREFRAMES & TESTS



# Requirements documentations

## View all Products & Promotions Journey



# Service blueprints

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



CUSTOMER LIFECYCLE

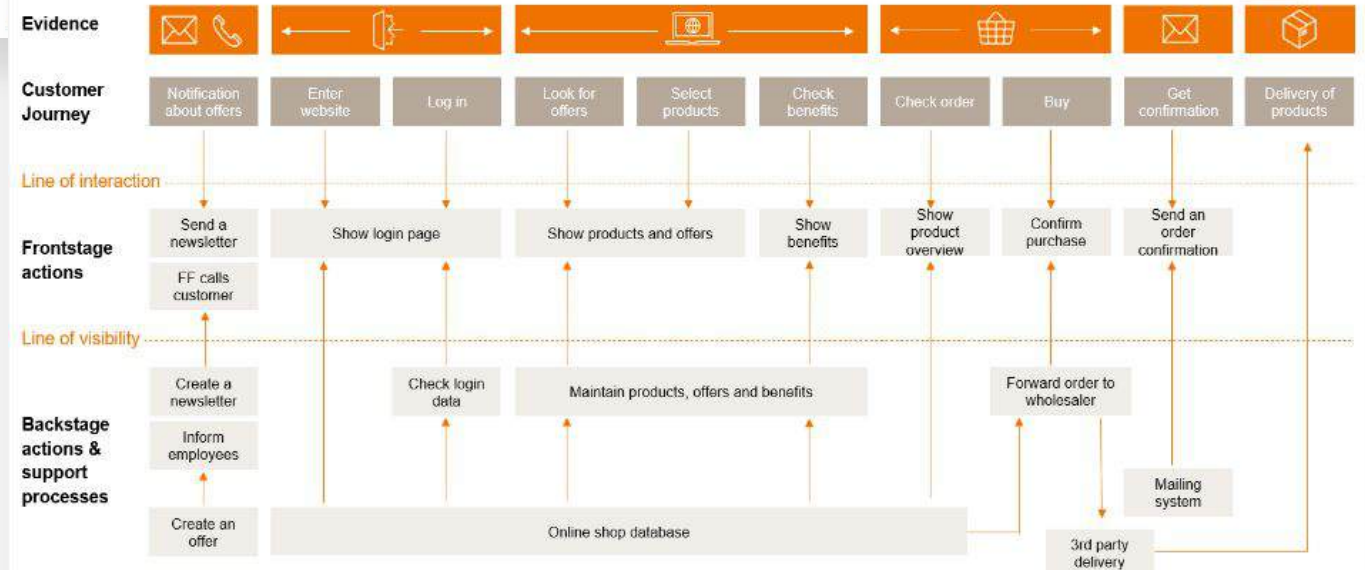


CUSTOMER JOURNEY MAP - INDIRECT CUSTOMER



SERVICE BLUEPRINT - TRADE PORTAL

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



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

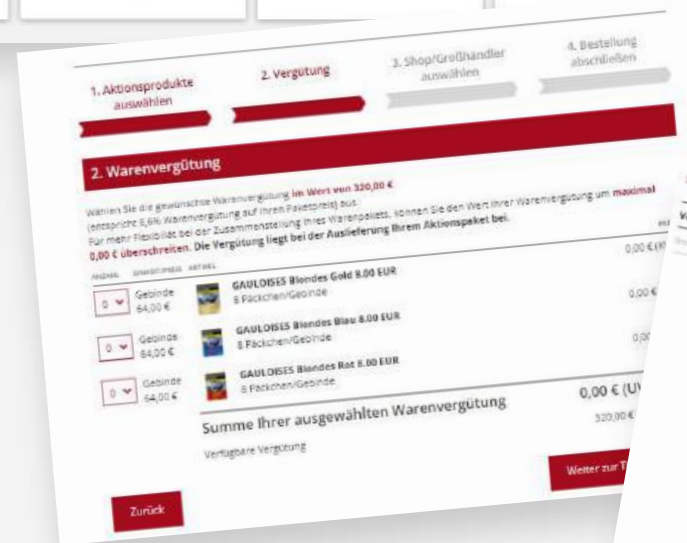




# Wireframes & Testing



01 DISCOVERY  
02 REQUIREMENTS  
03 SERVICE BLUEPRINTS  
04 WIREFRAMES & TEST





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.

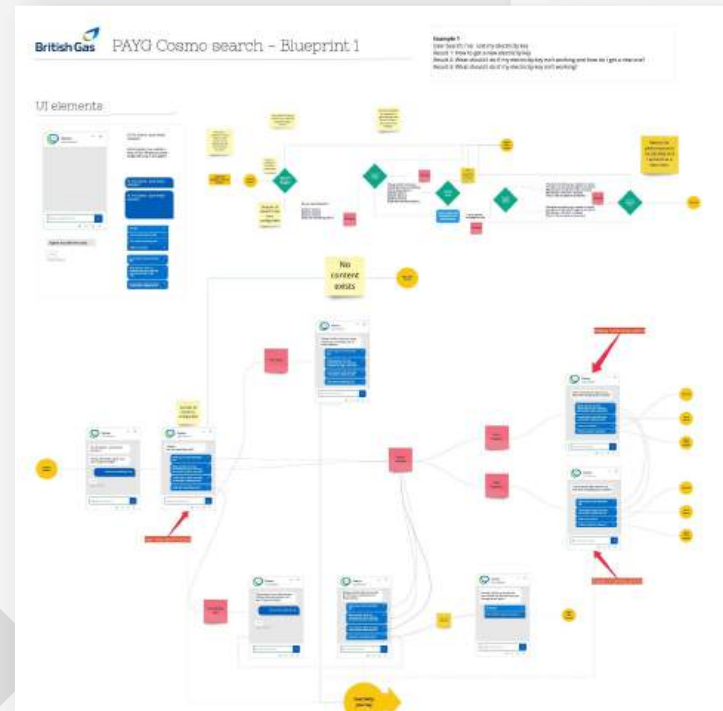
## Role & responsibilities

---

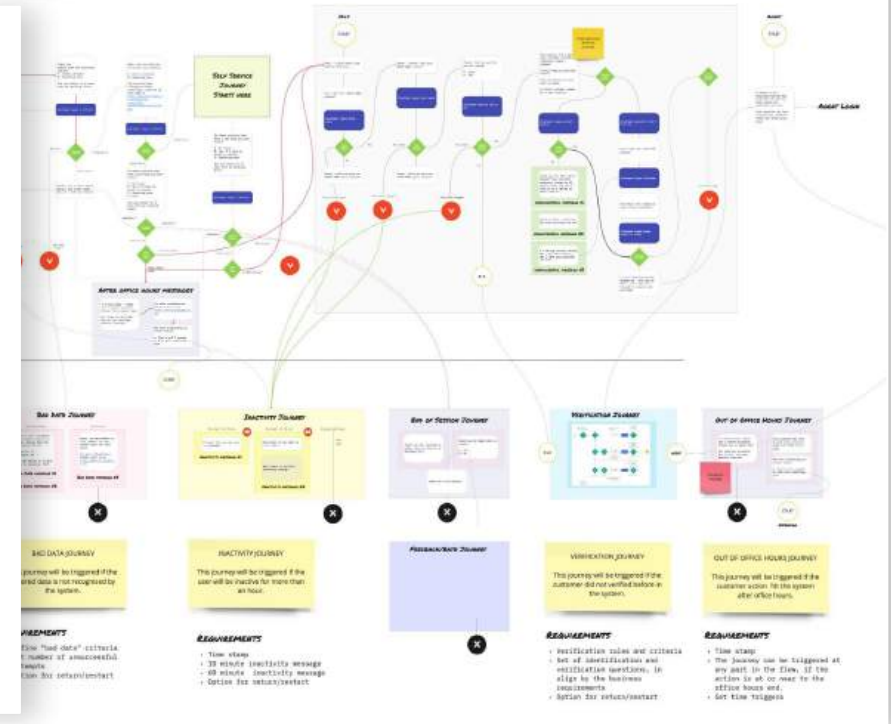
Senior UX/Service designer  
Lead blueprint and discovery sessions  
Lead and analyse user research sessions  
Managing UX/UI tasks  
Deliver concept wireframes/prototypes

# Blueprints for web and WhatsApp

01 BLUEPRINTS  
02 SERVICE FLOWS  
03 WIREFRAMES  
04 TESTING & ANALYSIS



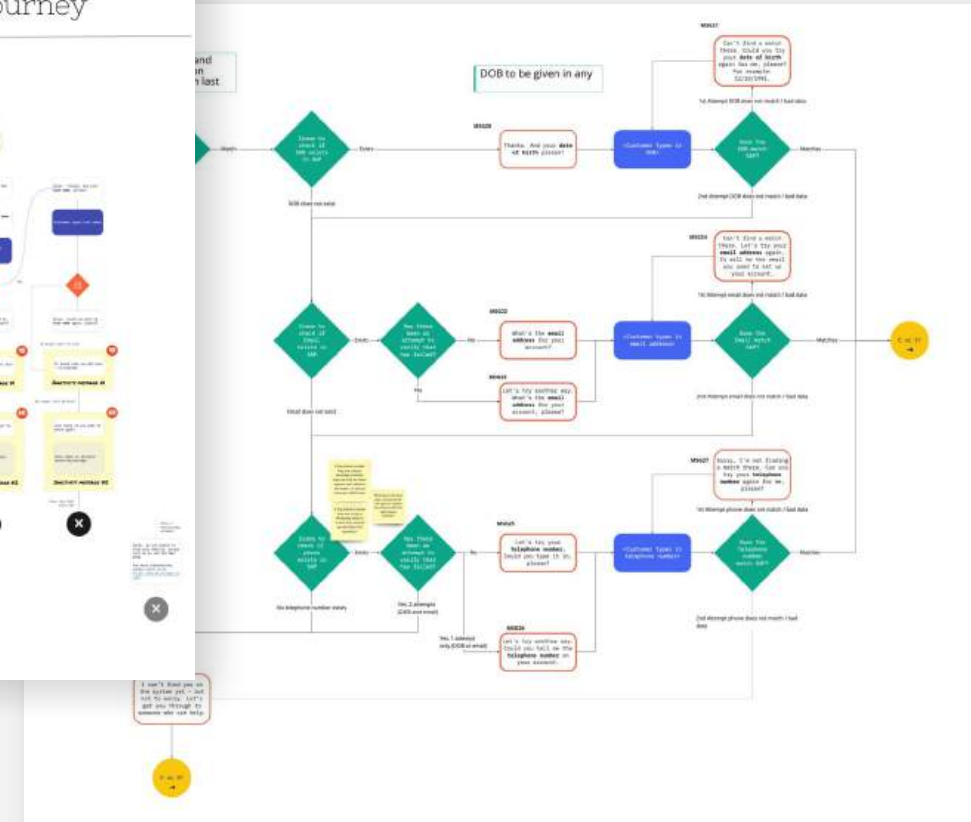
- Deflection journey blueprint



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



# Service mapping and flows



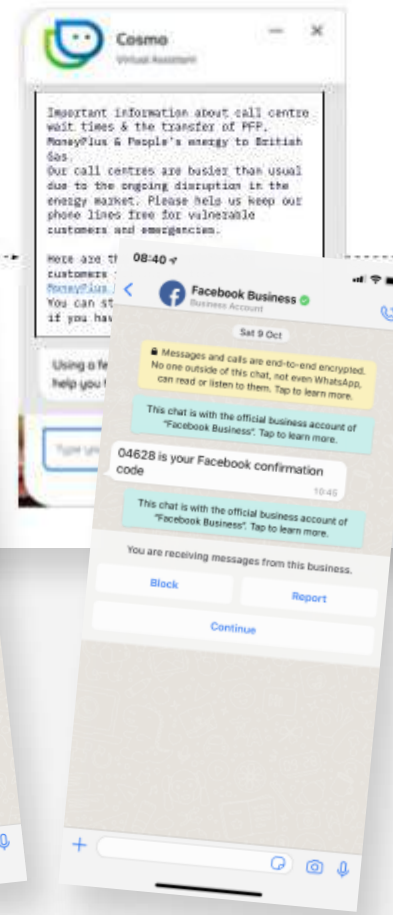
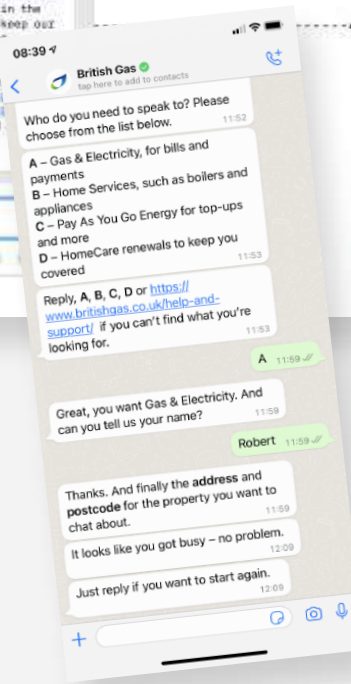
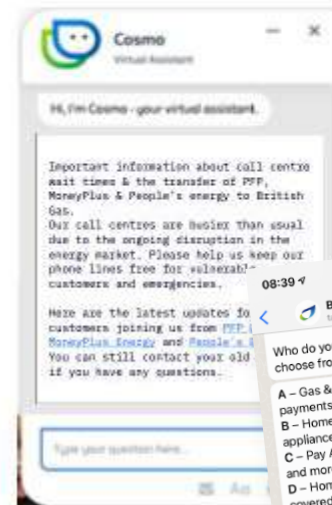
British Gas

01 BLUEPRINTS  
02 SERVICE FLOWS  
03 WIREFRAMES  
04 TESTING & ANALYSIS

**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**



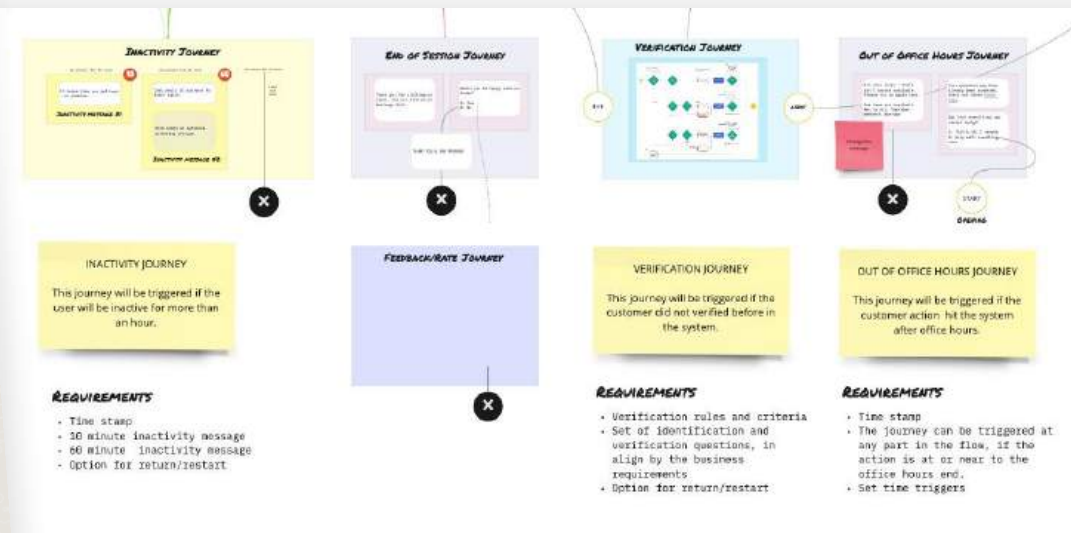
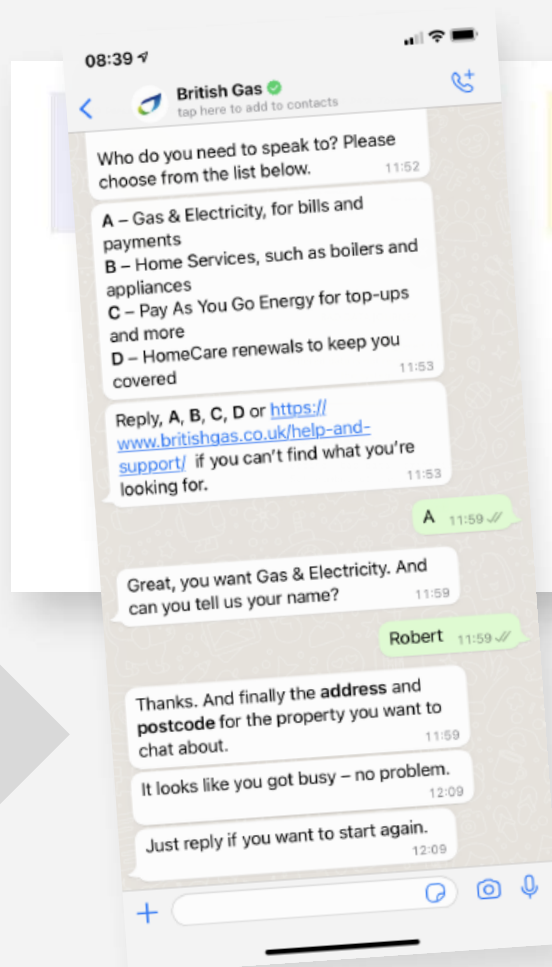
**WIREFRAMING & TESTING**  
Create click through wireframes for user testing  
components library for Web/WhatsApp integration

01 BLUEPRINTS  
02 SERVICE FLOWS  
03 WIREFRAMES  
04 TESTING & ANALYSIS



# 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

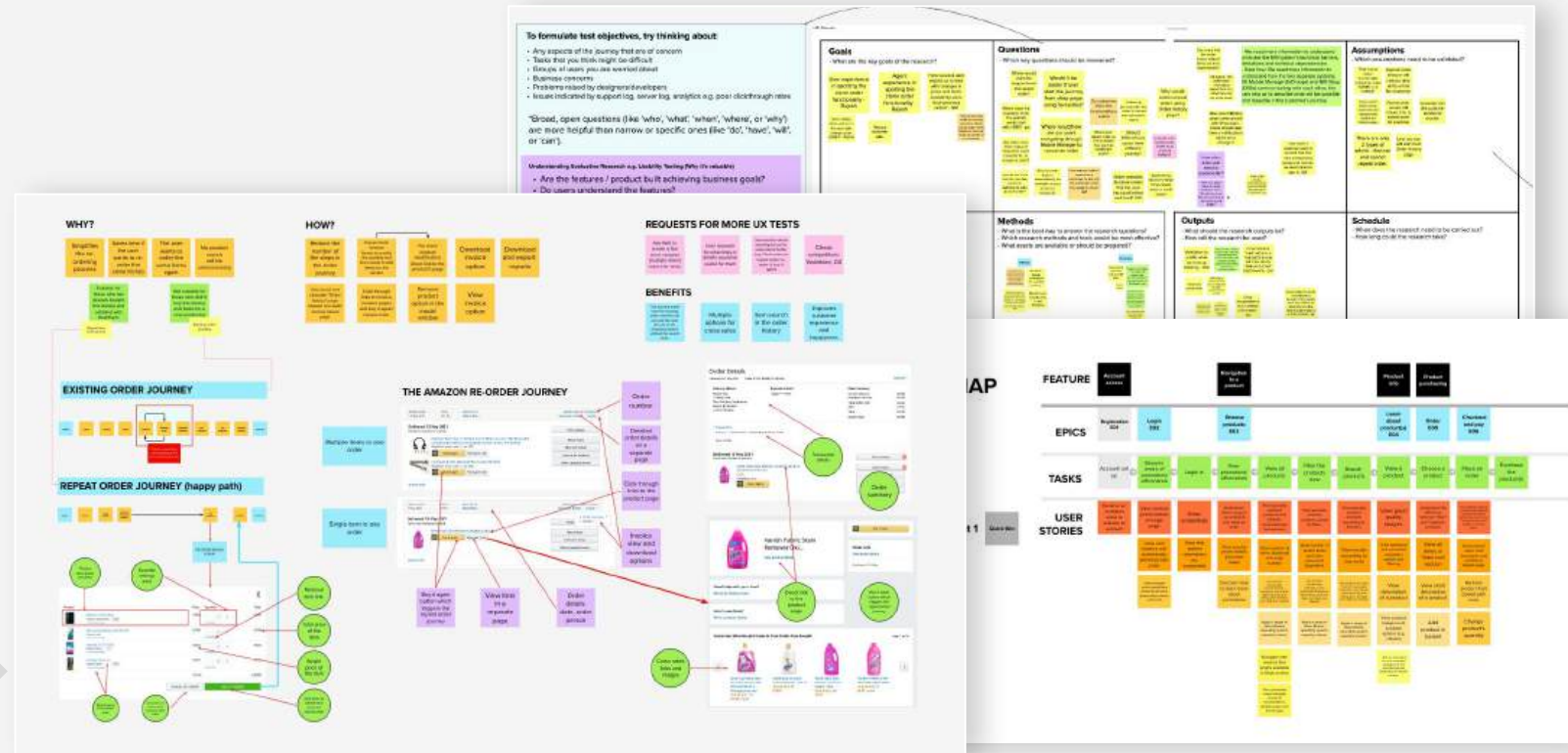
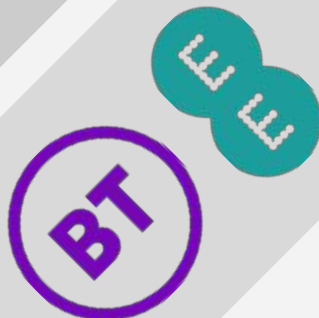
Managing full UX/UI processes

Deliver concept wireframes/prototypes



# User research, story mapping Functional analysis

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



**COMPETITOR ANALYSIS**  
Do a deep competitor analysis and functional requirement sessions with stakeholders

**USER RESEARCH & ANALYSIS**  
Plan and lead user research sessions with business customers, deliver complete analysis

# Page mapping and user journeys

## Task and process flow models

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

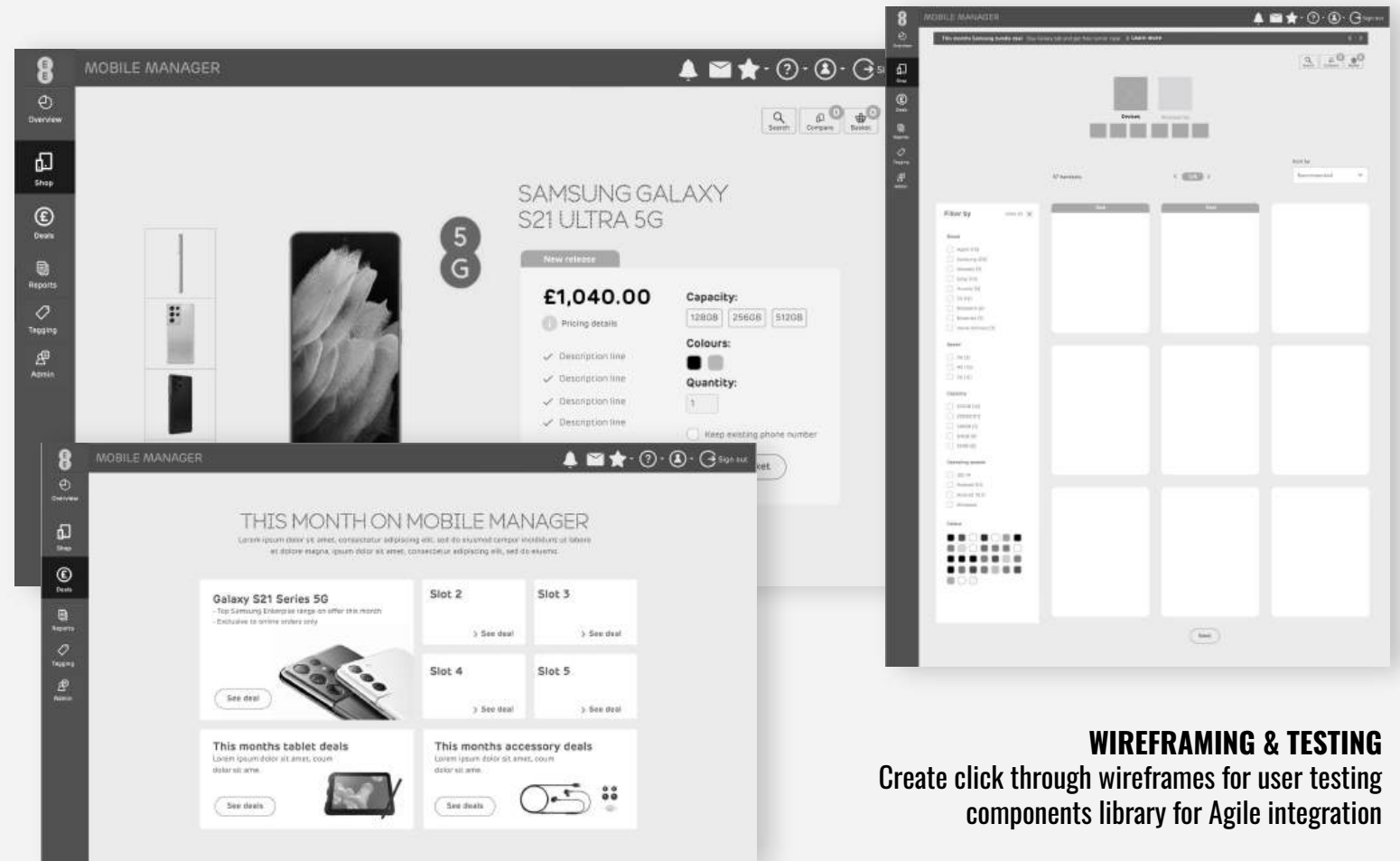
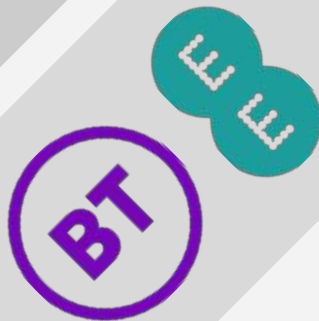


**PAGE & PERSONA MAPPING**  
Defining persona types and detailed page structure  
for multiple user types

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

# Wireframing and journey variations

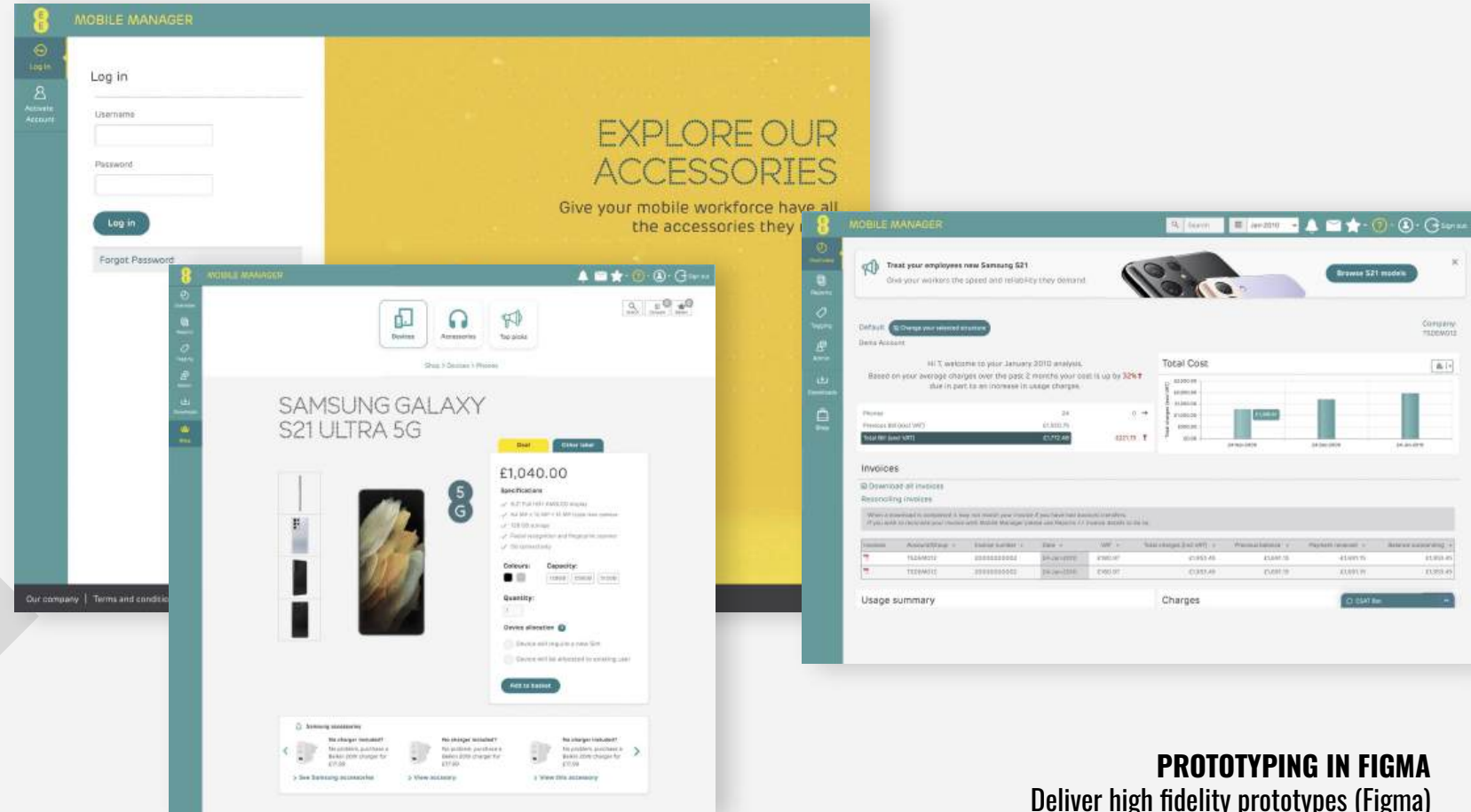
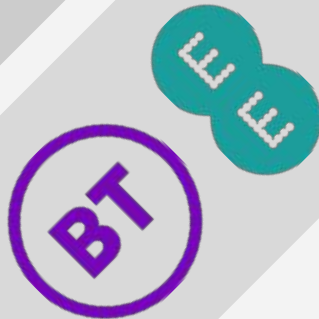
01 BUSINESS & ANALYSIS  
02 PERSONA & CONCEPT  
03 NO-CODE/LOW-CODE  
04 PROTOTYPE



**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



**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

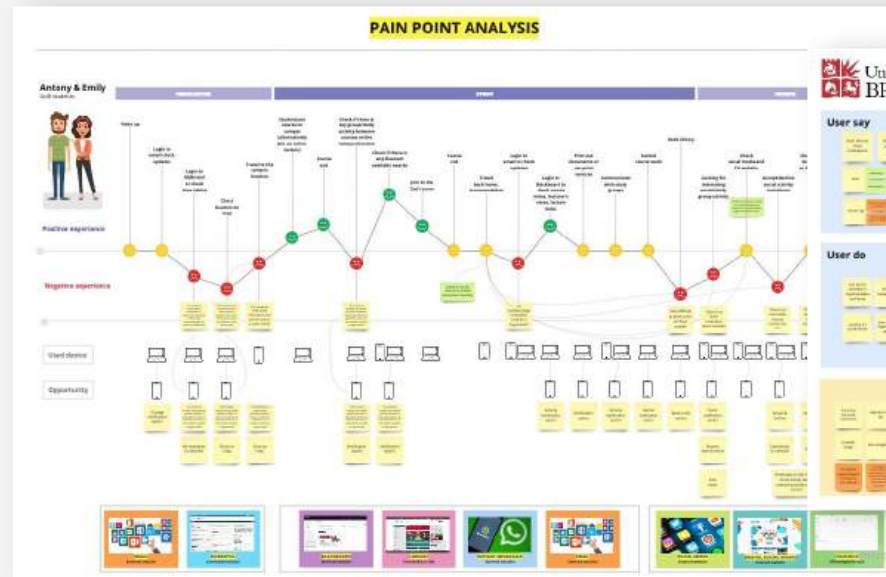
---

- 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**

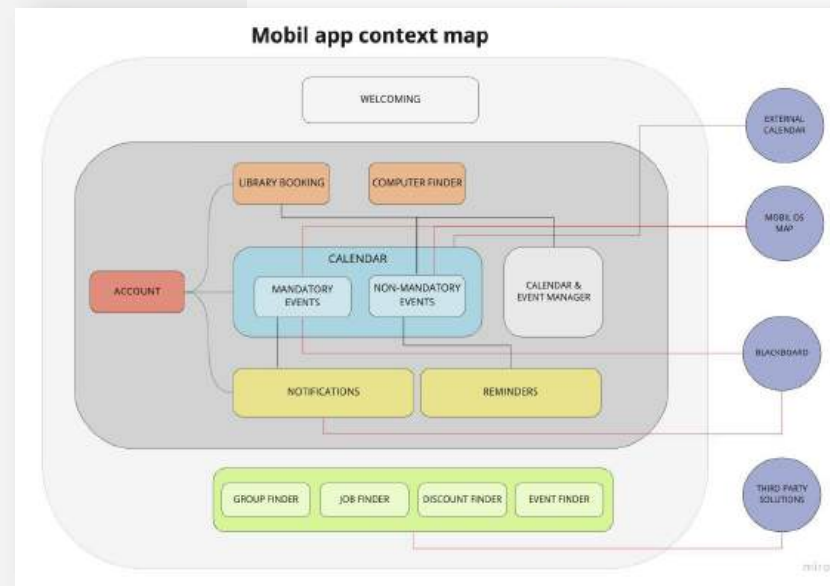


**USER & STAKEHOLDER RESEARCH**  
Define and lead user research sessions, using moderated interviews, workshops and surveys

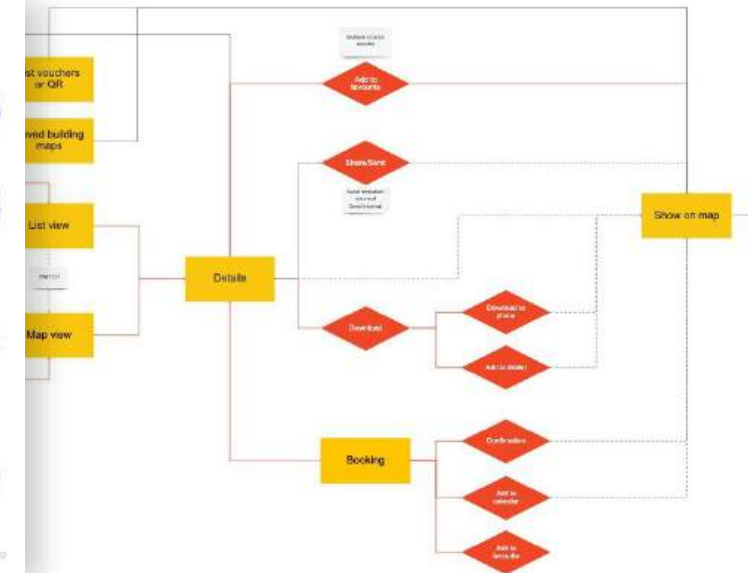
**PAIN POINTS & REQUIREMENT MAPPING**  
Deliver high level user and usability analysis, user stories, functional maps

# 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

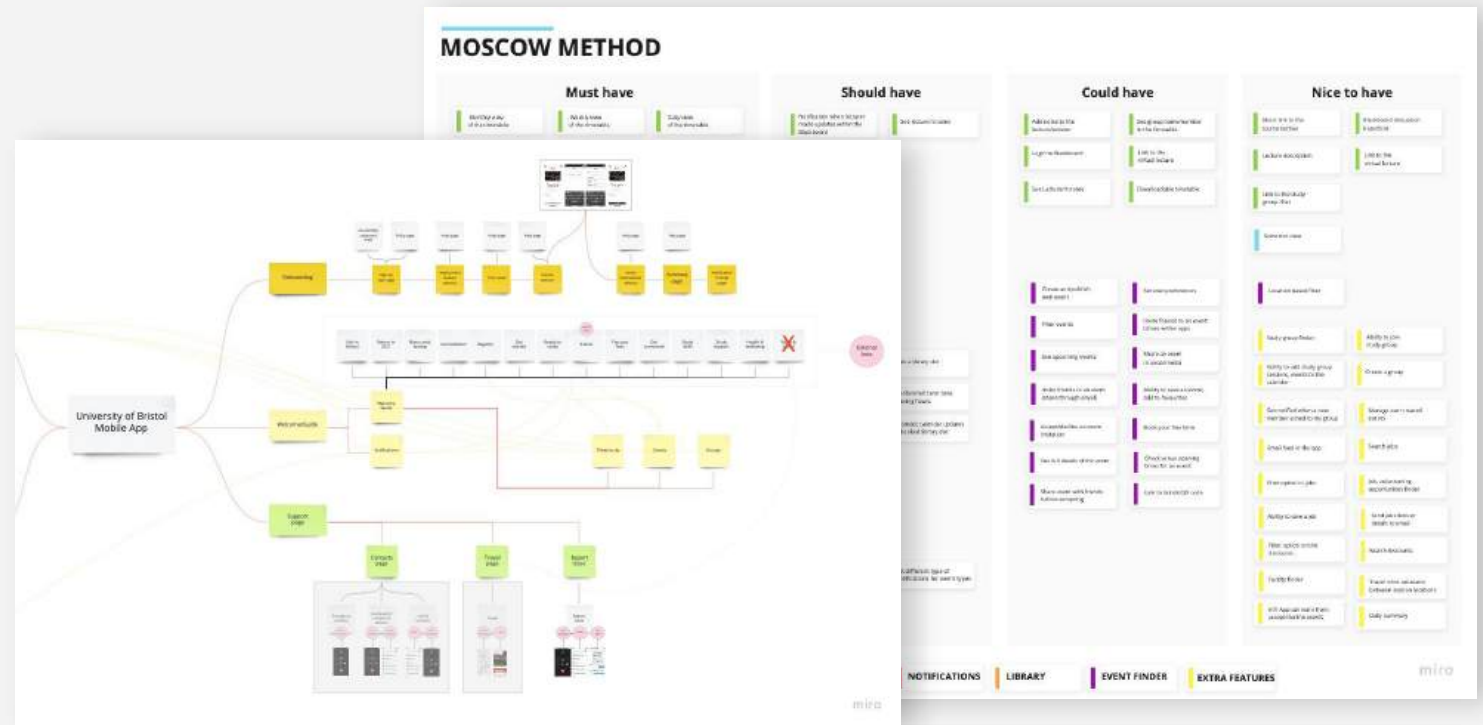


**TASK & PROCESS FLOW MODELS**  
Deliver complete process flow models for for both  
mobile app and the CMS system



# MVP and roadmapping Prioritization and Agile integration

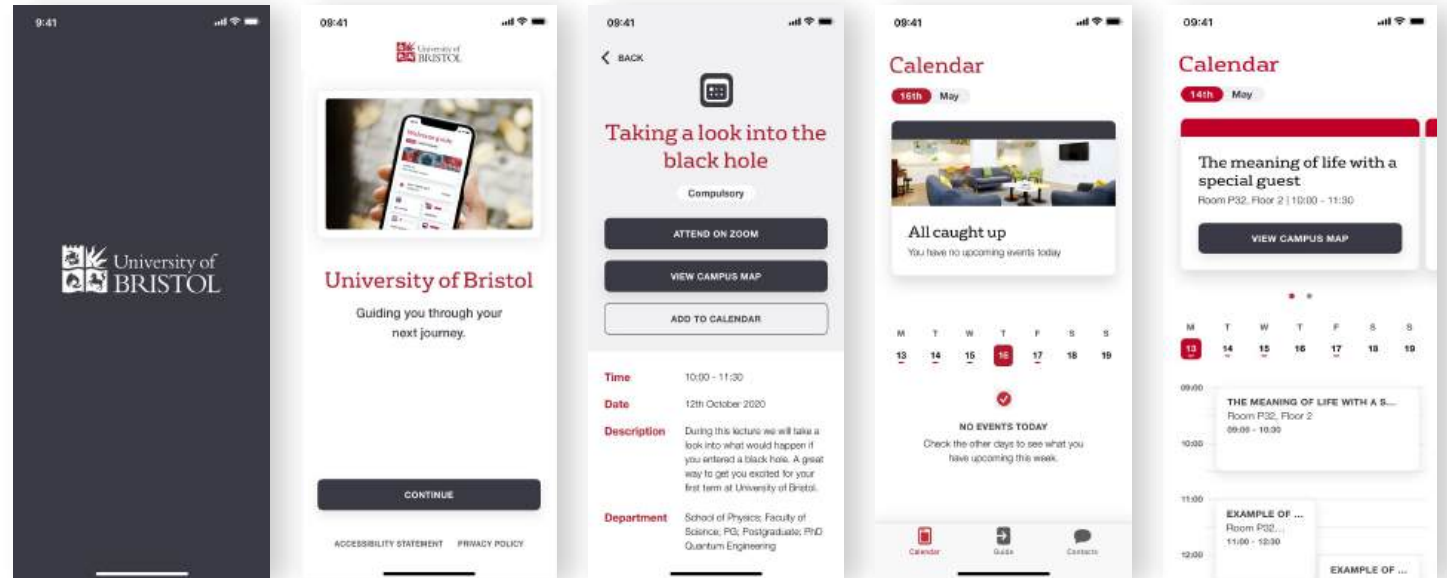
01 BUSINESS & ANALYSIS  
02 PERSONA & CONCEPT  
03 MOSCOW & MAPPING  
04 PROTOTYPE



**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

# Wireframes, prototypes and interaction design

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

---

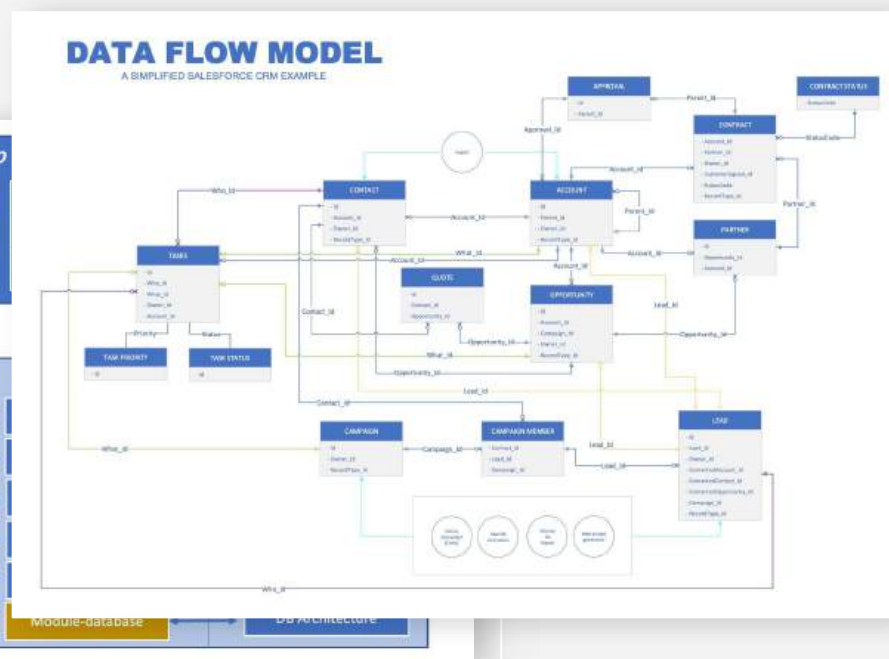
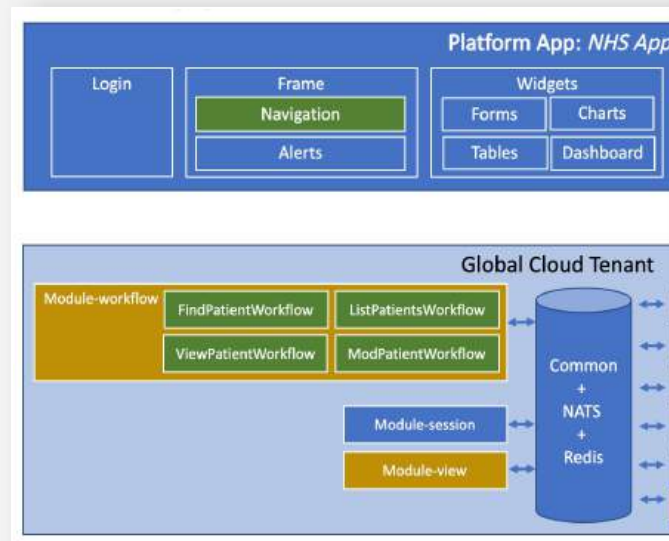
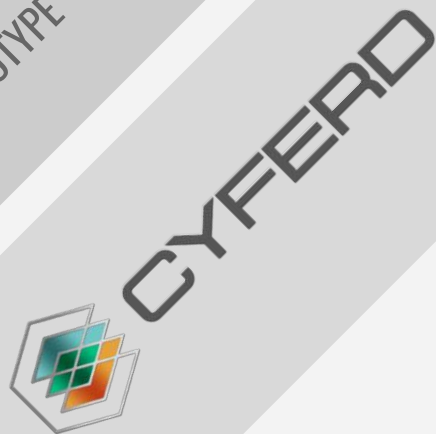
Senior UX/Product designer

- 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



# Solution outline and full detailed platform level data-flow model

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

## CREATE FULL DATA FLOW MODEL

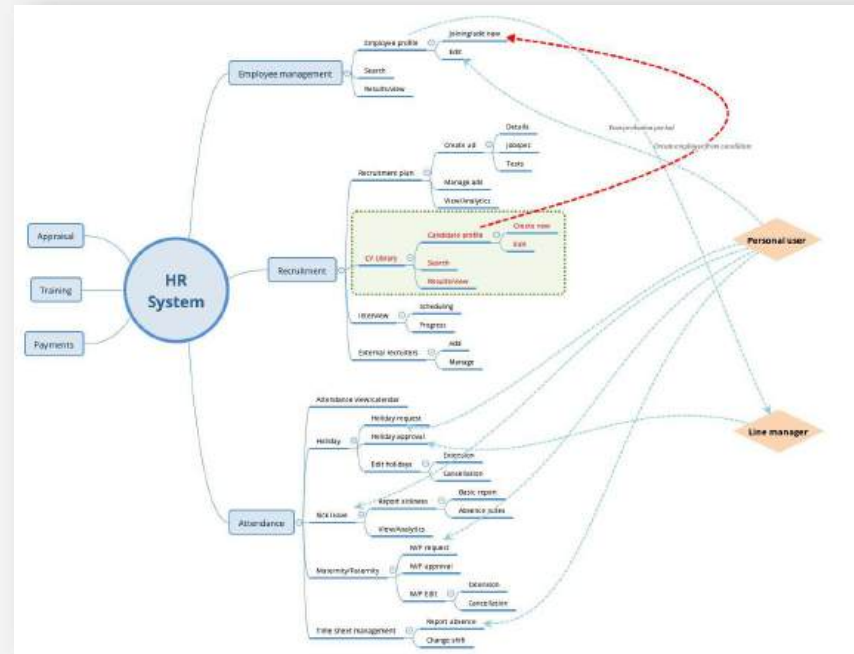
Deliver a high level data flow model for CRM, healthcare, human resource sections

01 BUSINESS & ANALYSIS

**02 MAPPING & DATA**

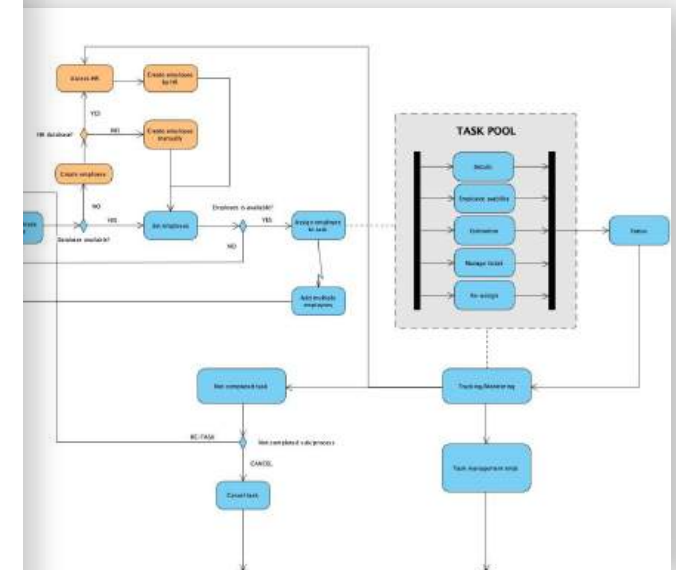
03 NO-CODE/LOW-CODE

04 PROTOTYPE



## PAGE & PERSONA MAPPING

Defining persona types and detailed page structure  
for multiple user types

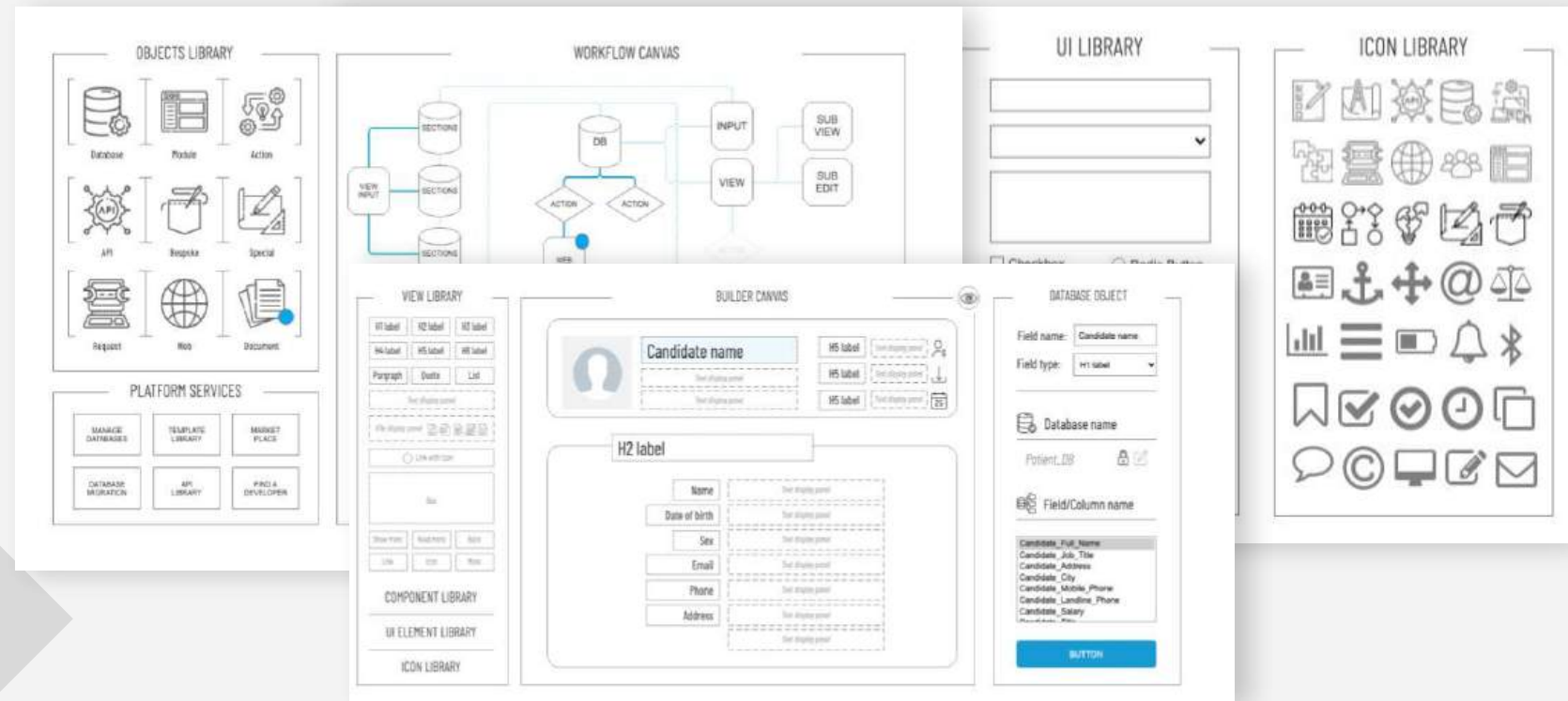
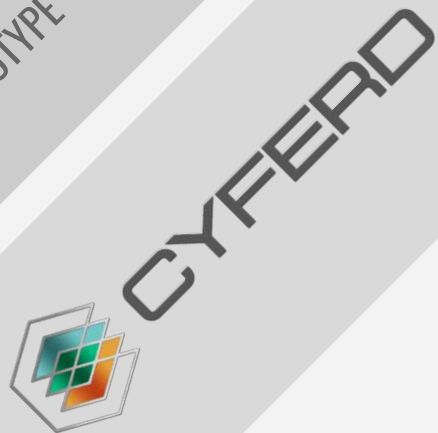


### TASK & PROCESS FLOW MODELS

Deliver complete process flow models for each sections within the platform

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

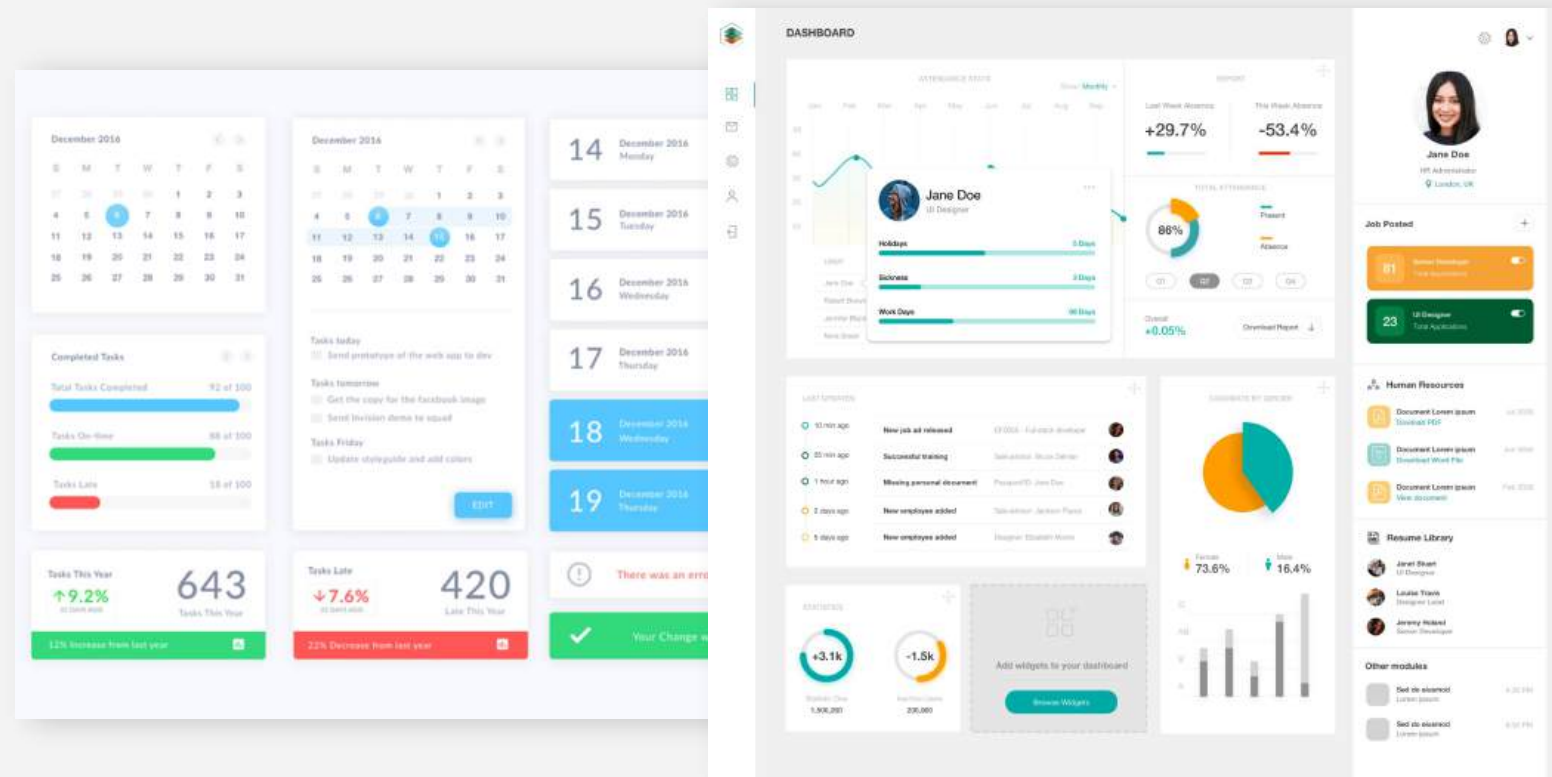
01 BUSINESS & ANALYSIS  
02 PERSONA & CONCEPT  
03 NO-CODE/LOW-CODE  
04 PROTOTYPE



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

# Wireframes, prototypes and interaction design

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



## WIREFRAMING & PROTOTYPING

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





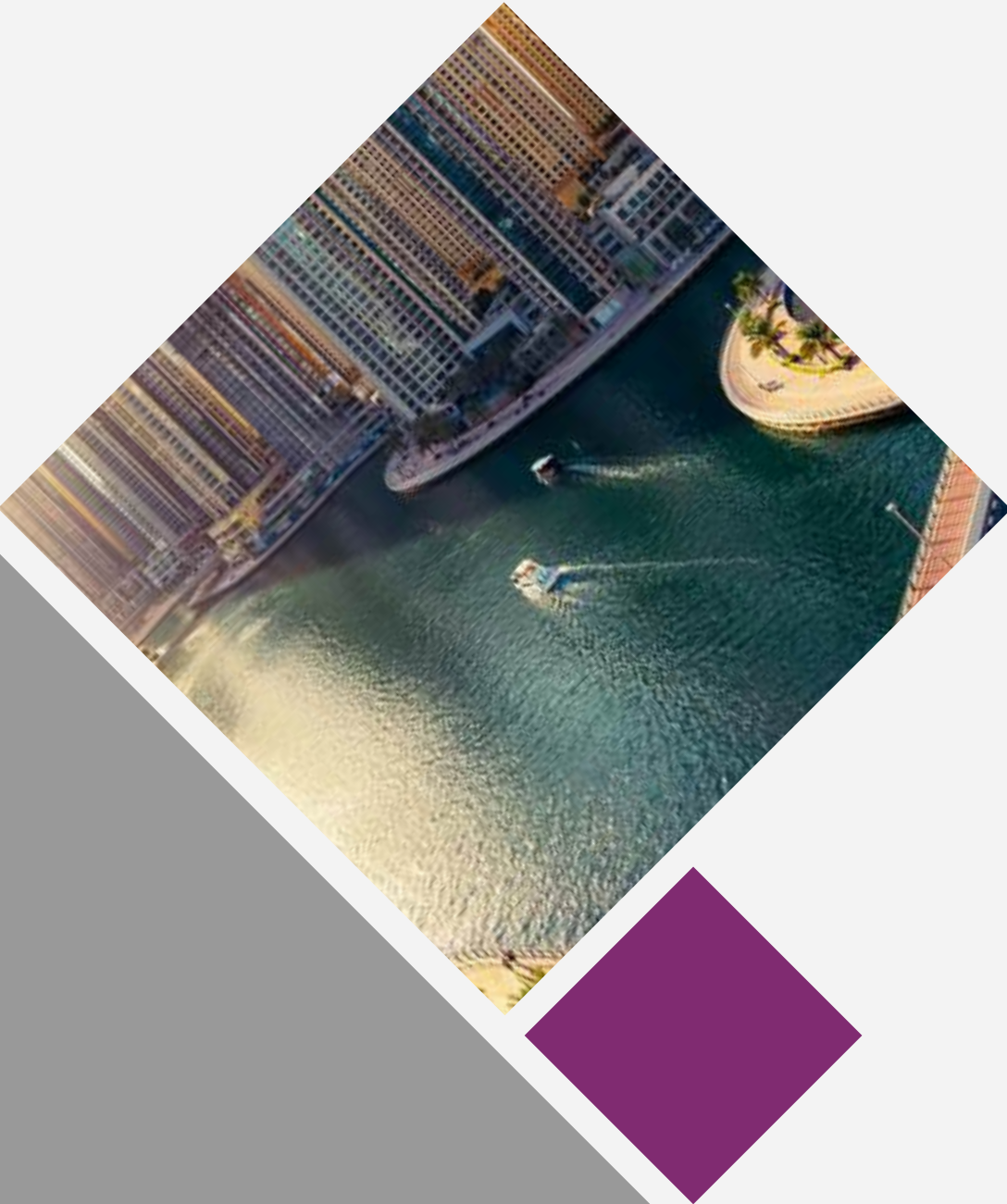
Multifunctional, Mastercard compatible mobile banking application. DubaiCard is not just a Mastercard, but it is a lifestyle and an easier way to manage, track your and your family's spending.

*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

---

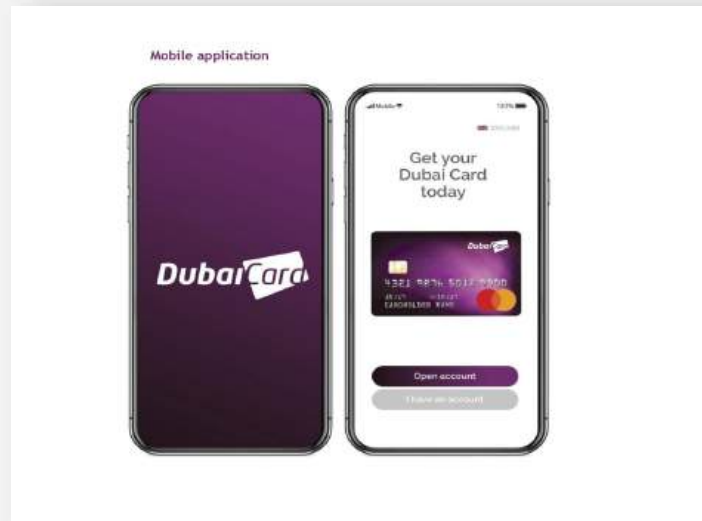
UX/Product designer & Product owner  
Lead and analyse user research sessions  
Gathering requirements, define project scope  
Create personas and full user/competitor analysis  
Deliver functional and design specifications  
Conceptual design and low level prototype

# 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



# Create personas and scenarios, prepare and conduct user research

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

DubaiCard



## 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



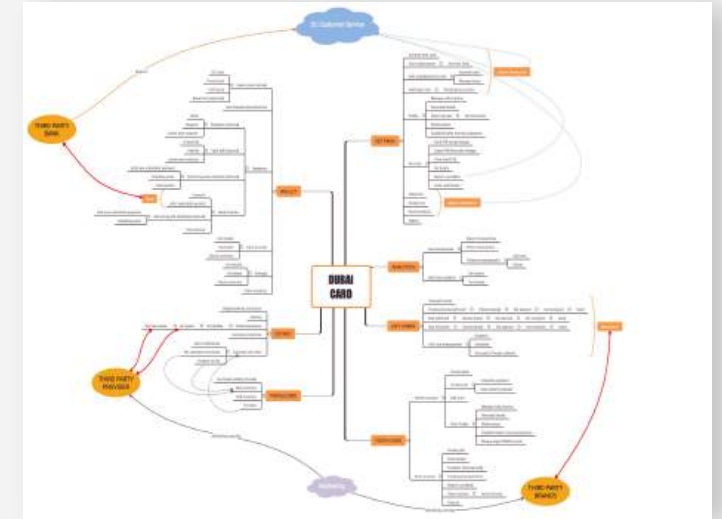
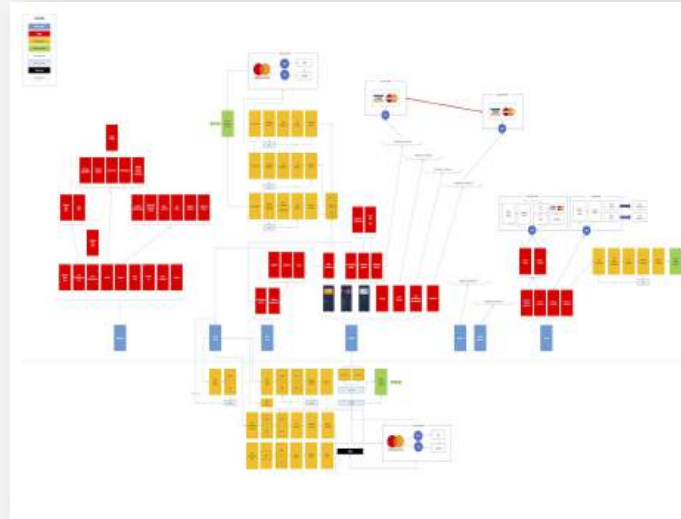
# User research and analysis

## Simplify user journey and page map

---

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

DubaiCard



**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



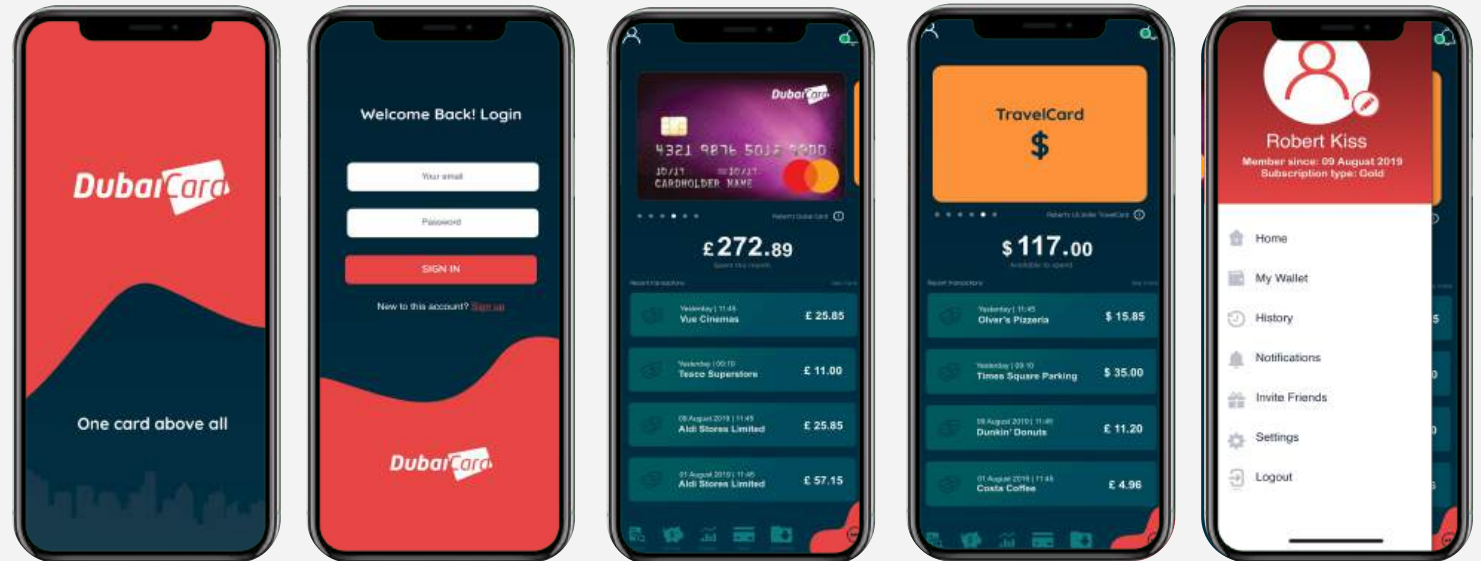
## HIGH FIDELITY PROTOTYPING

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

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.

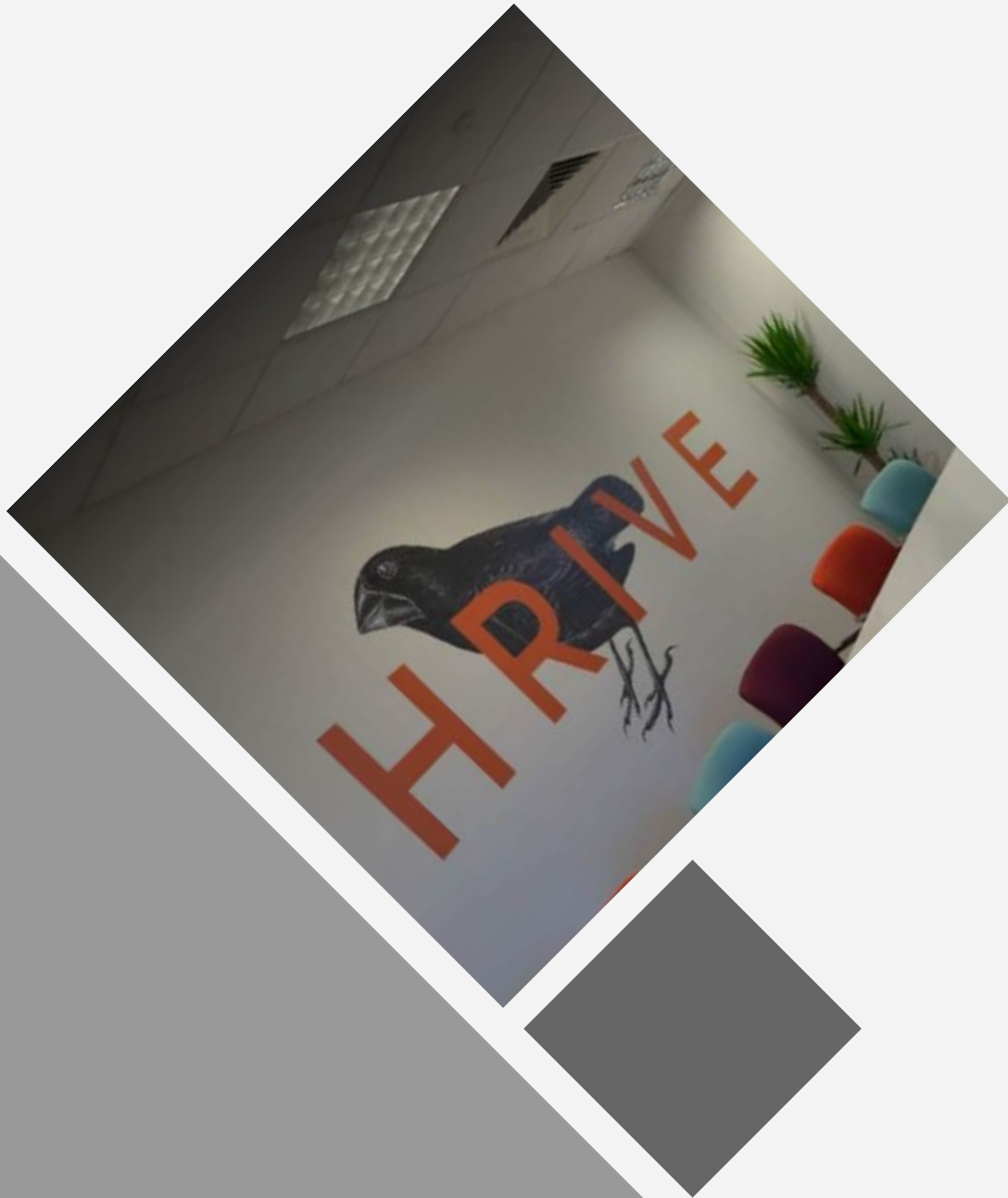
*Date: 2019/20*

*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

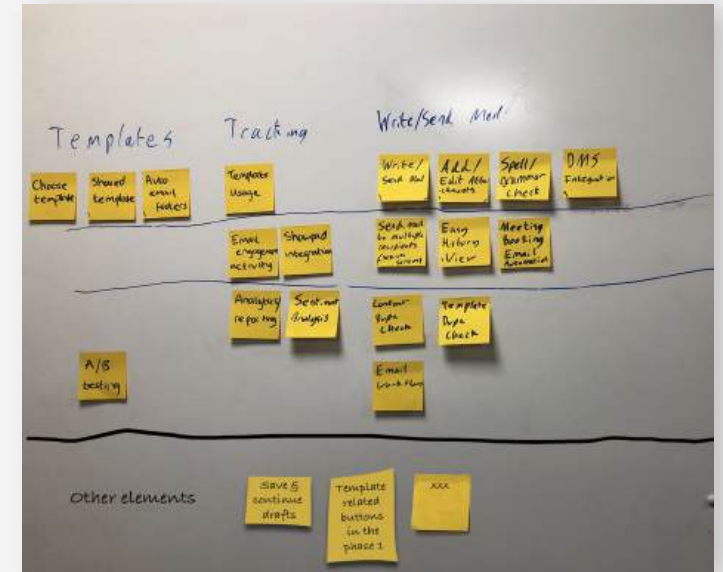
01 USER RESEARCH  
02 MAPS & FLOWS  
03 USER JOURNEY  
04 PROTOTYPE  
05 SPECIFICATIONS

  
**BLACKFINCH**

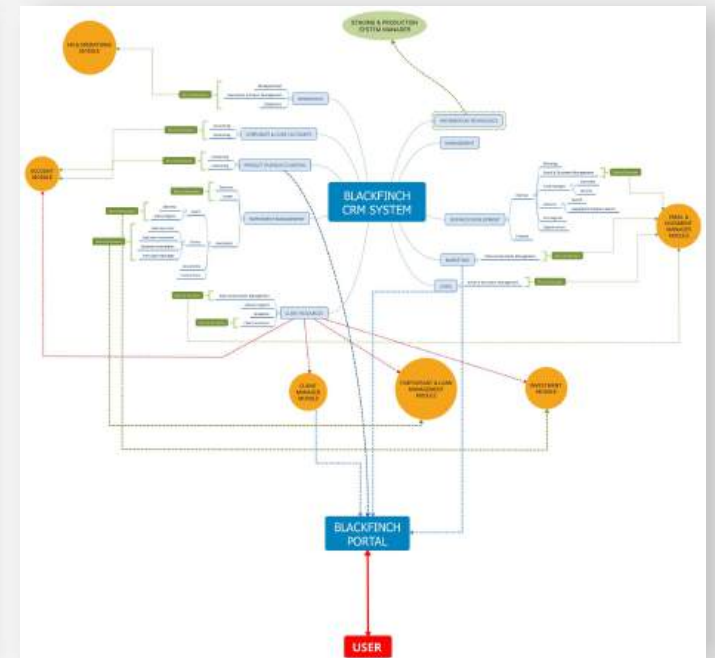
# Uncover pain points Plan and conducting user research



**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



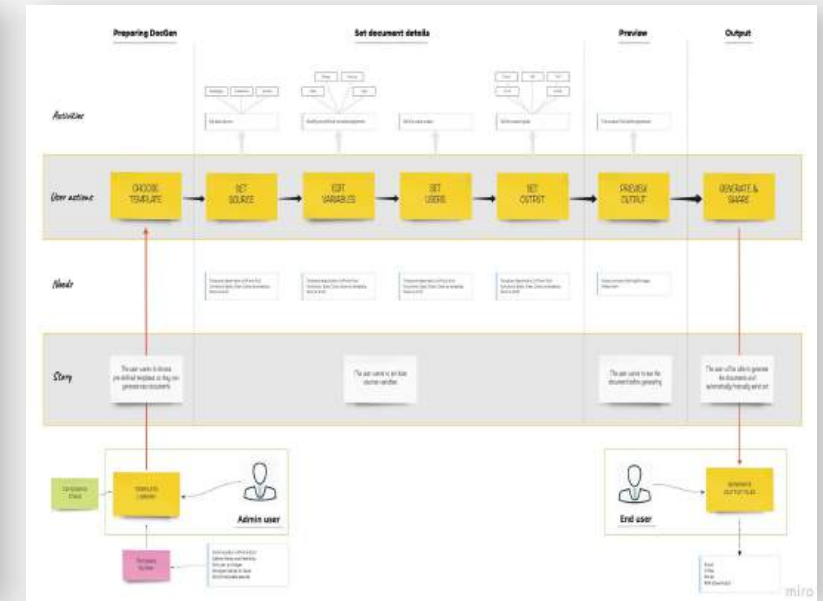
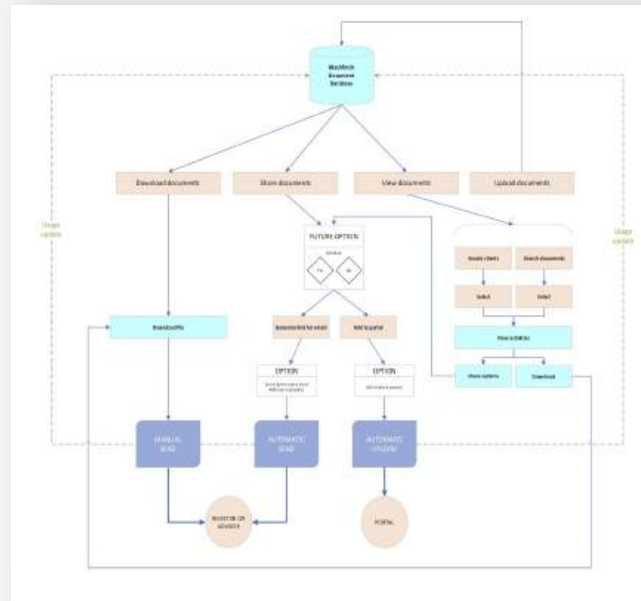
## Define process flow, propose new features, Maps and full functional analysis

# User research and analysis

## Simplify user journey and page map

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

  
**BLACKFINCH**



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

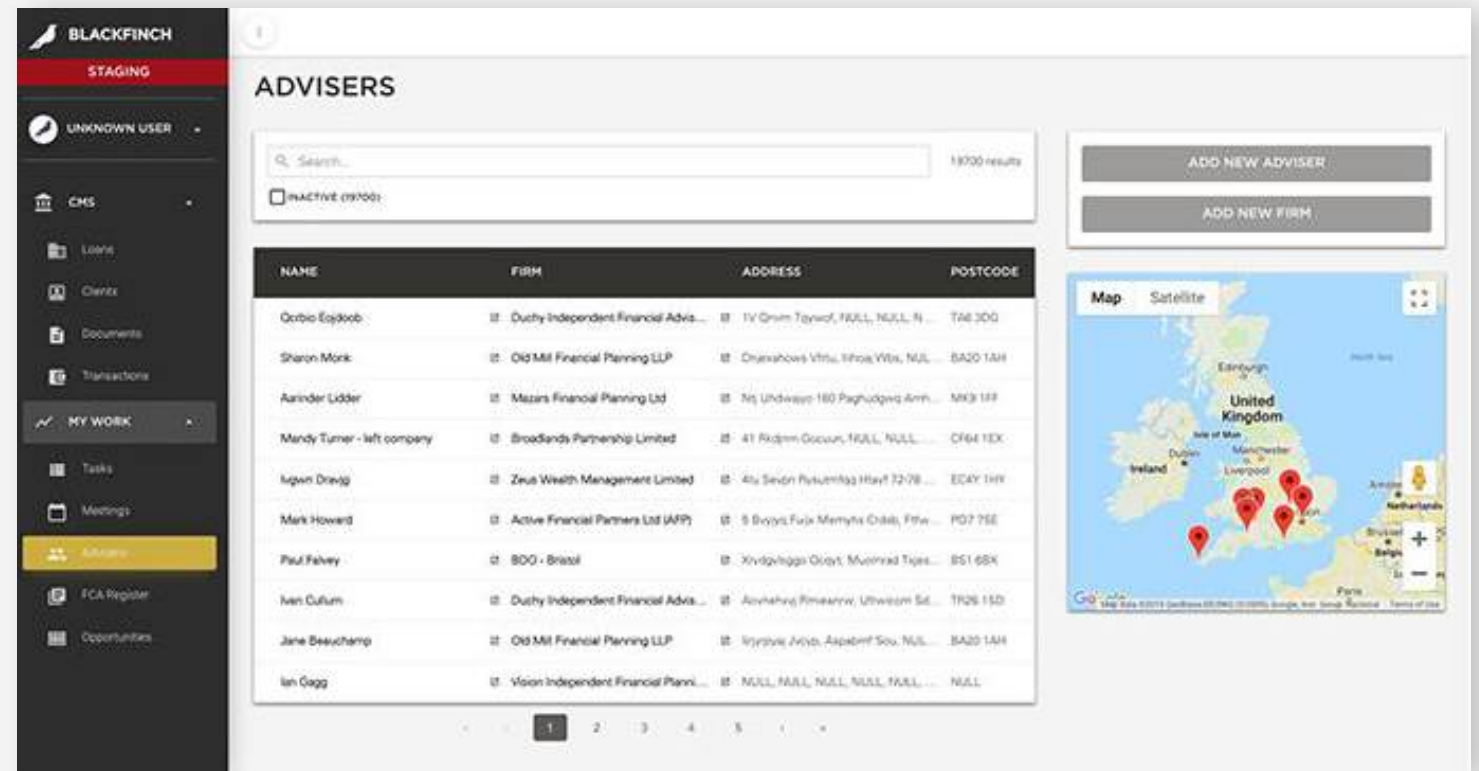


# Creating wireframes and prototypes

## Design/css/html and interactions

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

 **BLACKFINCH**




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

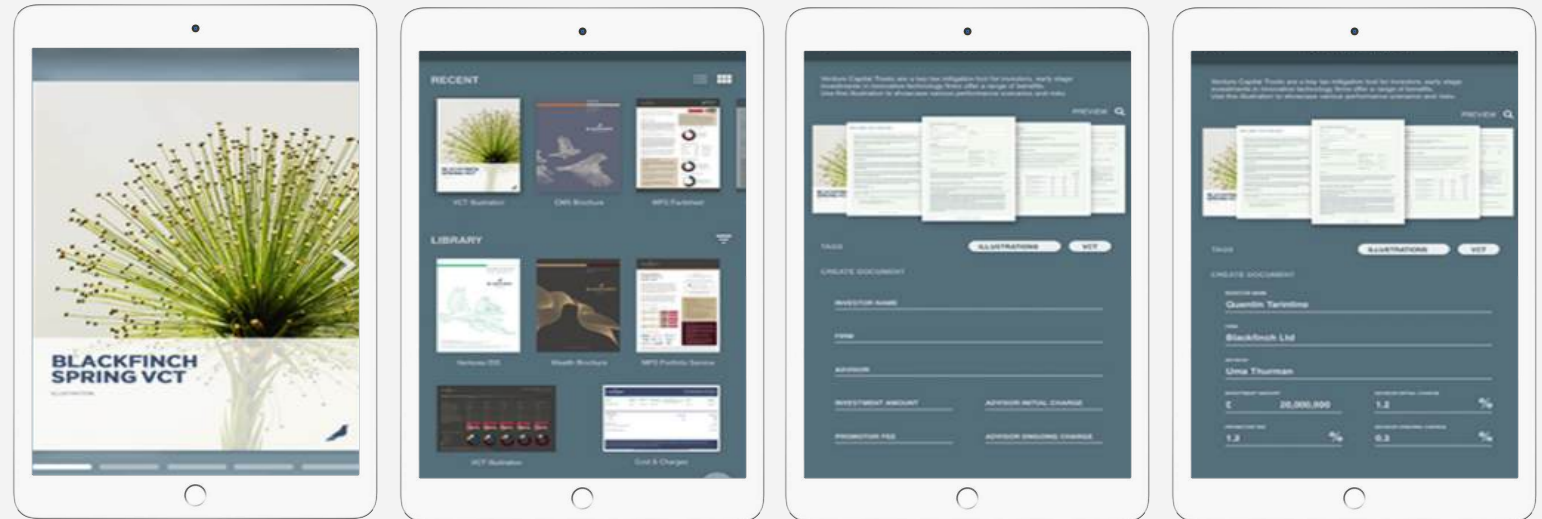
# Creating wireframes and prototypes

## 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 2<sup>nd</sup> and the 3<sup>rd</sup> 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 DMS

### Acceptance Criteria

- The user should see a 'Document Library' button at the right side at 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 stage 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 IBDMs, 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 on 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

# CX, pain point analysis

## New features and journey optimisation

---

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

usaycompare



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



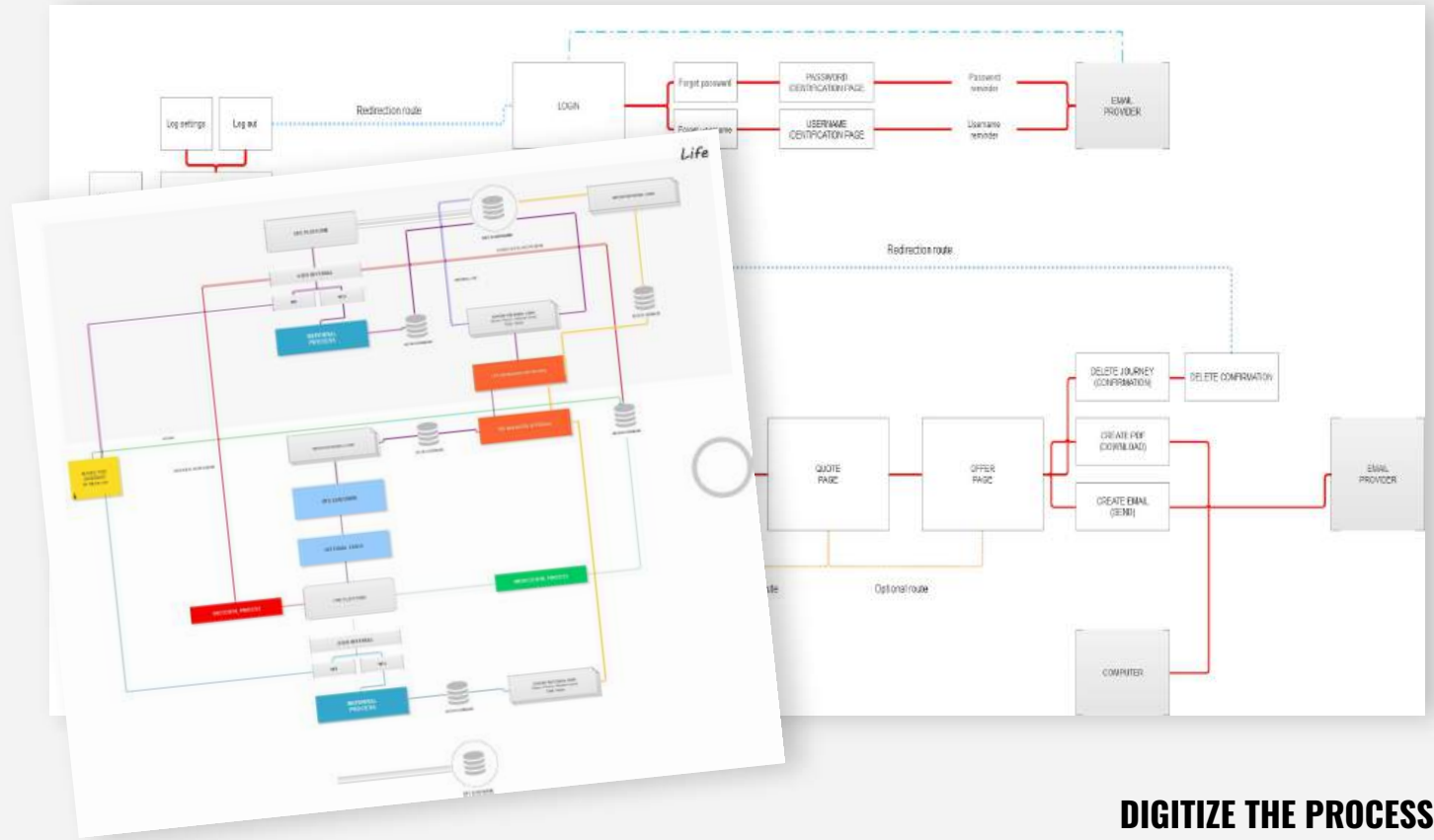
**PAIN POINT ANALYSIS**  
Propose changes on the existing system and new features for the medical insurance quotation

# Process flow analysis and modell

## User journey and page mapping

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

usaycompare



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

# Create personas and scenarios, prepare and conduct user research

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

usaycompare

usaycompare

Life / New journey

Process detail: quotation comparator

	Provider 1	Provider 2	Provider 3
Mr. John Smith (50)	included	included	included
Mrs. Jane Smith (50)	included	included	included
Peter Smith (30)	included free	included	included
Susan Smith (30)	included	included	included
Out patient cover £1,000	£1,000	£1,000	£390
Excess £200	£200	£200	£200
Closest hospital name 2	Y	Y	Y
Search hospital name 1	Y	Y	Y
Premium (no options)	£122	£131	£140
Cancer	included2	Option selected2	Option selected2
Dental	£8A	Option selected2	Option selected2
Optical			
Psychiatric			
Protect NCD			
Therapies			
Six week option			£194
Premium (incl. options)	£122	£148	£194

MEMBER 2

Title\* Please Select

First name\*

Last name\*

Marital Status Please select

Gender\* Please select

DOB\* 12/04/2001

Occupation\* Select an occupation

Telephone\*

Email

Height\* IMPERIAL METRIC ft in inches

Weight\* IMPERIAL METRIC st Stone lb Pounds

Smoker\* NO YES

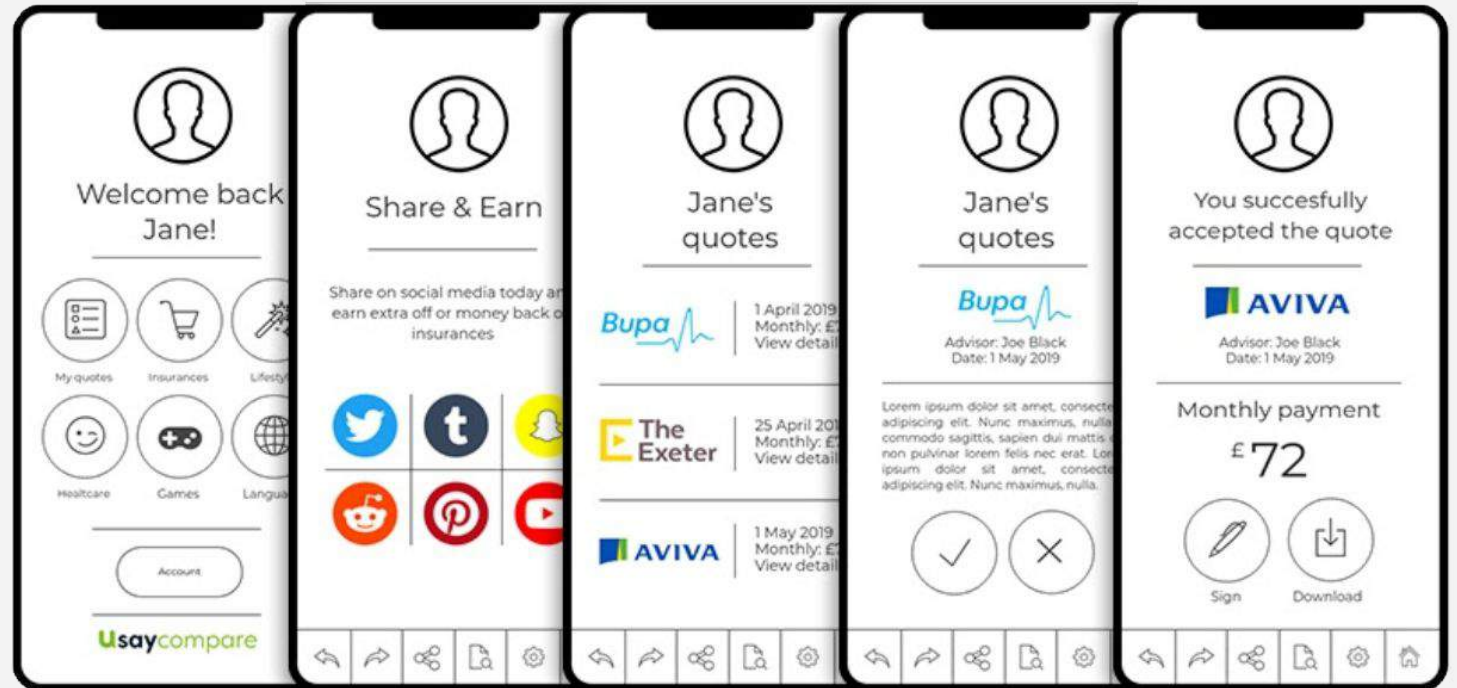
SAVE CHANGES

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



# 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 \(click here\)](#)

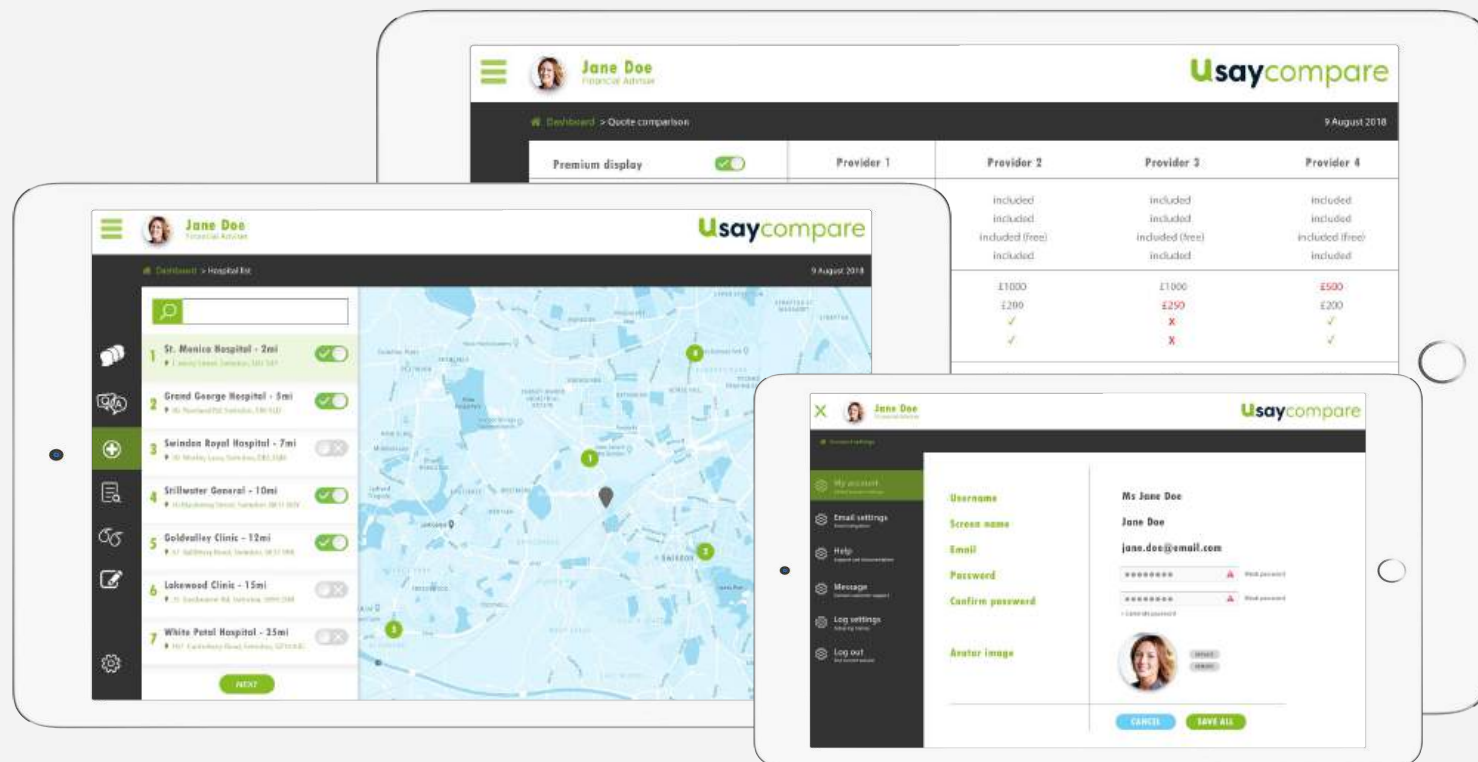
01 CX & PAIN POINT  
02 MODEL & JOURNEY  
03 RESEARCH & PERSONA  
04 **WIREFRAME & PROTOTYPE**  
05 USABILITY

**usaycompare**

# Deliver visual designs and UI libraries for desktop and tablet

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

usaycompare

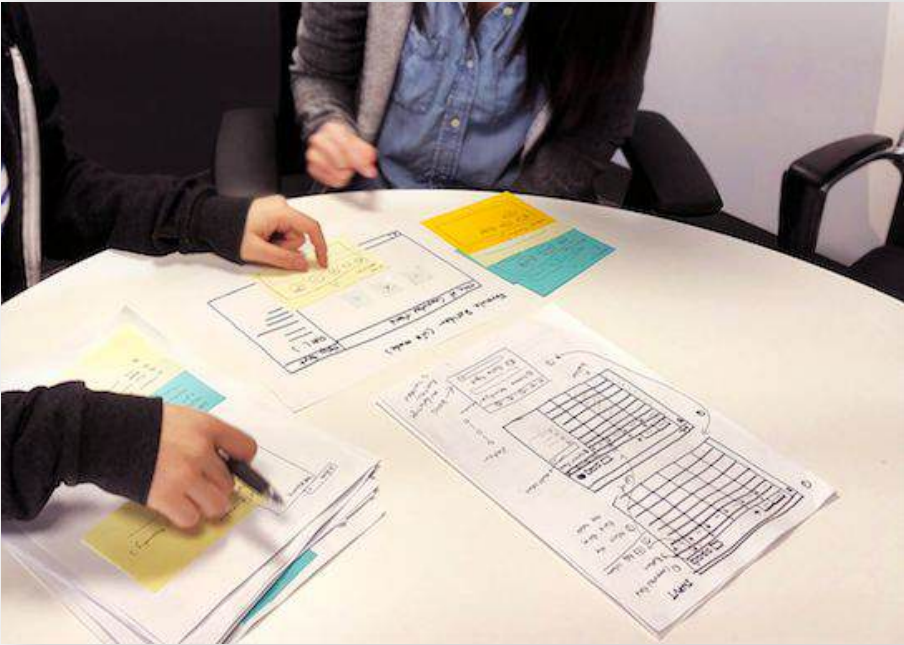


**CLICK THROUGH PROTOTYPE FOR TABLET VERSION OF THE COMPARISON ENGINE**

Deliver click through prototypes and design/css specifications

# Usability and accessibility

## Monitoring efficiencies



P1	P2	P3	Category	Severity
			Homepage	Medium
			Homepage	Medium
			Menu	Low
			Menu	High
			Menu	Medium
			Gallery	High
			Menu	Low
			Registration	High
			Menu	Medium
			Menu	Low
			Notification	Low
			Menu	Low
			Registration	High
			Notification	High
			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)

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

usaycompare



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 info 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

# Conduct user research and analysis

## Digitize the sales/order journey

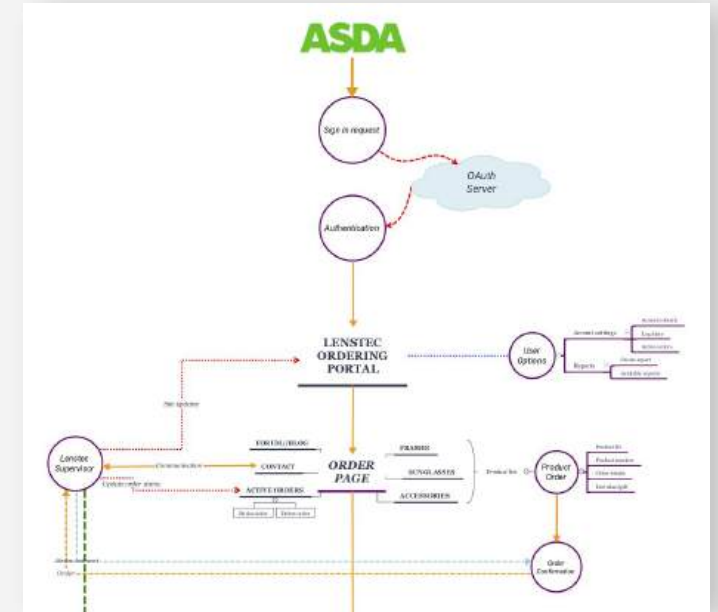
01 RESEARCH & ANALYSIS  
02 INSIGHTS & JOURNEY  
03 WIREFRAME & VISUALS  
04 SPECIFICATIONS  
05 USABILITY

ASDA 



### 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

01 RESEARCH & ANALYSIS

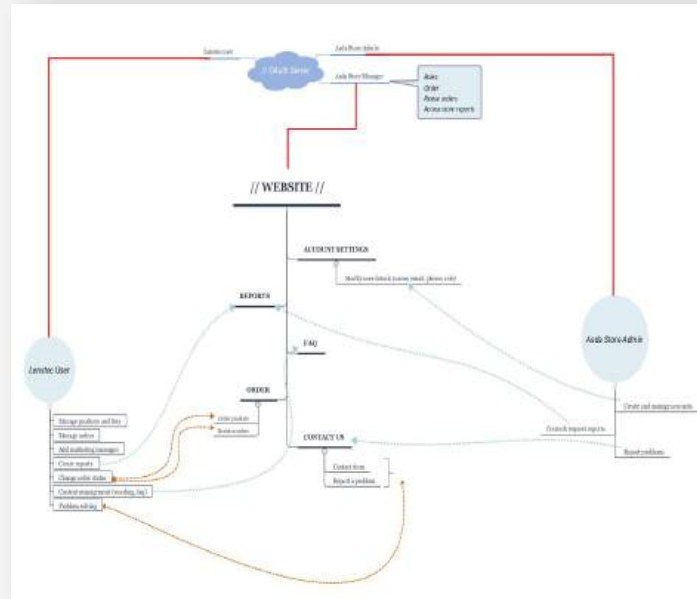
**02 INSIGHTS & JOURNEY**

03 WIREFRAME & VISUALS

04 SPECIFICATIONS

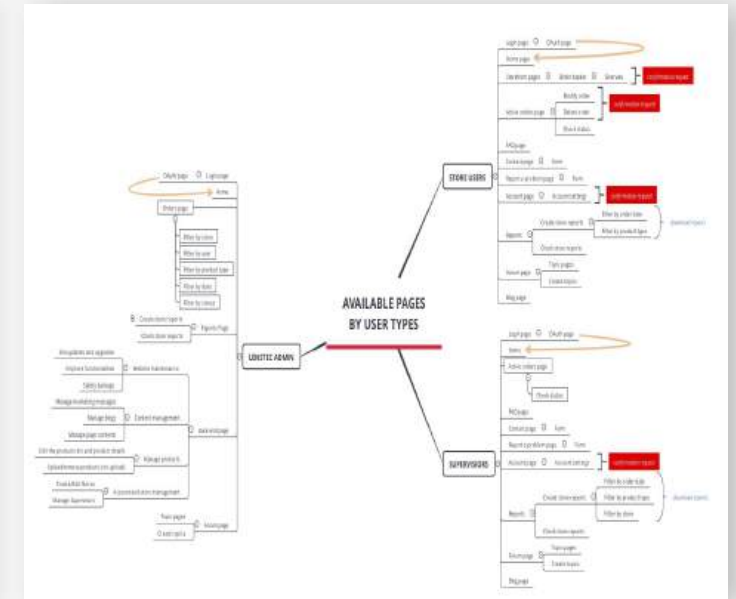
05 USABILITY

**ASDA**



## SIMPLIFY THE JOURNEY

## Provide simplified user journey and options



## CREATE FULL PAGE MAP

### Provide page and functional mapping

# Experience Strategy & Vision

## Wireframes and visual design

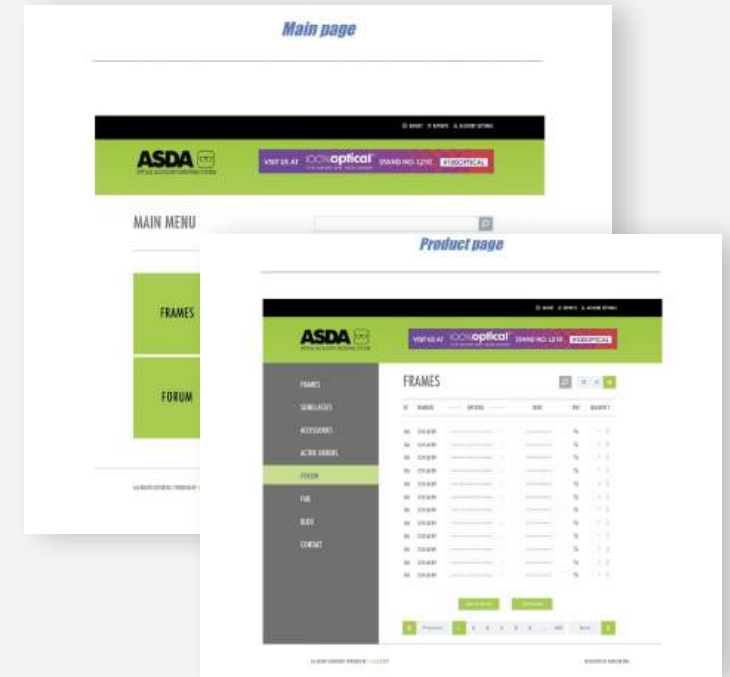
01 RESEARCH & ANALYSIS  
02 INSIGHTS & JOURNEY  
03 WIREFRAME & VISUALS  
04 SPECIFICATIONS  
05 USABILITY

ASDA 



### 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



ASDA



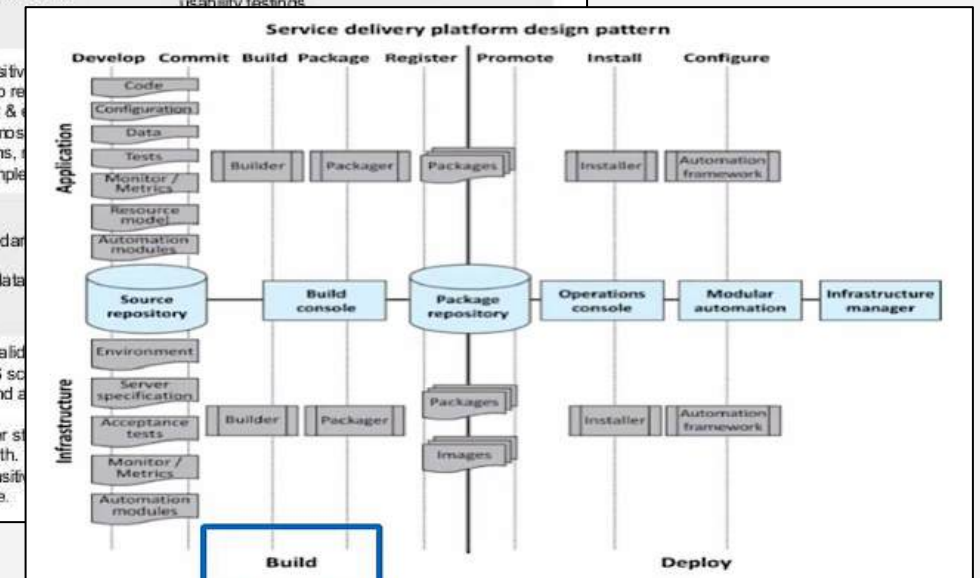
# Usability and accessibility

## Monitoring efficiencies

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

ASDA 

Metrics	Definition	Why chosen	Methods	Customized Success criteria
Task success rate	percentage of tasks that users complete successfully	<ul style="list-style-type: none"> <li>easy to collect</li> <li>easy to understand</li> <li>popular among the UX community</li> </ul>	<ul style="list-style-type: none"> <li>large scale usability testings</li> <li>small scale usability testings</li> </ul>	<ul style="list-style-type: none"> <li>Fail : less than 75%</li> <li>Pass: 75% or more</li> </ul>
Task ease of use	one standard Single Ease Question (SEQ)	<ul style="list-style-type: none"> <li>reliable, sensitive</li> <li>short, easy to relate to administer &amp; e</li> <li>the second most task questions, but much simpler</li> </ul>		
Net Promoter Score (NPS)	one standard recommendation question	<ul style="list-style-type: none"> <li>industry standard</li> <li>popular</li> <li>benchmark data</li> </ul>		
System Usability Scale (SUS)	a list of 10 standard ease of use questions (positive version)	<ul style="list-style-type: none"> <li>free, short, valid</li> <li>a single SUS score calculated and assigned.</li> <li>over 500 user studies compared with.</li> <li>the most sensitive questionnaire.</li> </ul>		



## 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

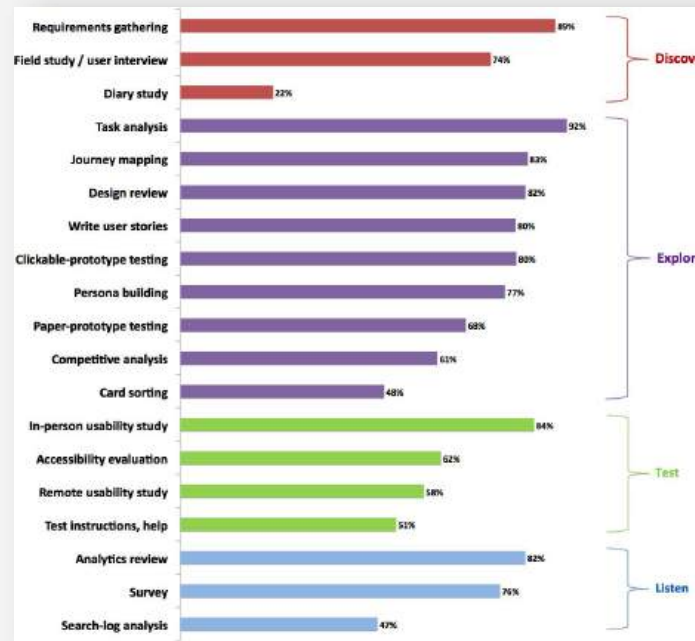


# Conduct and analyse user research

## Create digital workflow model

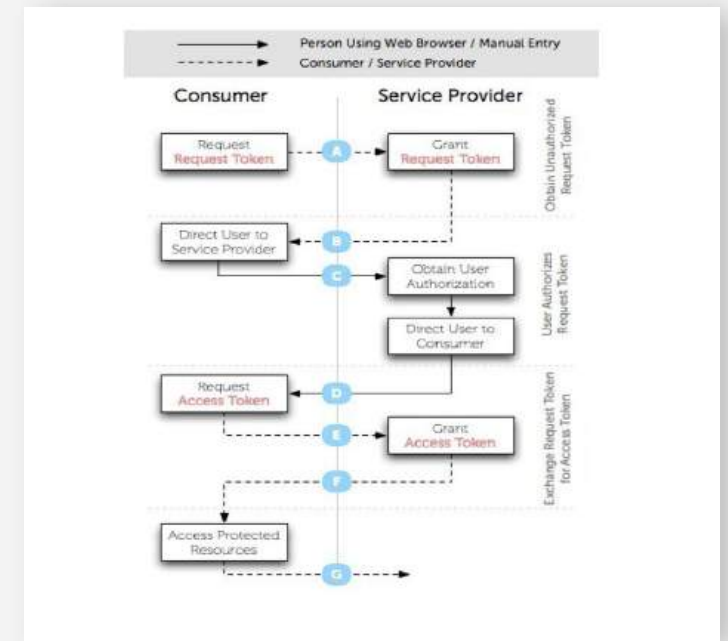
**01 RESEARCH & WORKFLOW**  
**02 INSIGHTS & JOURNEY**  
**03 WIREFRAME & PROTOTYPE**  
**04 VISUAL DESIGN**

BRUNELONE.COM



### USER RESEARCH

Conduct and analyse research  
100 user interviews and 300 questionnaires



### WEB TO PRINT WORKFLOW

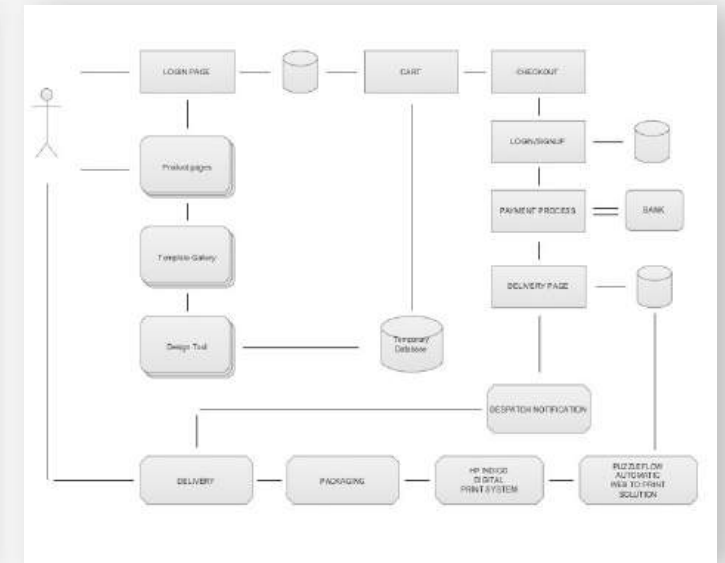
Provide simplified WEB TO PRINT workflow model  
for the print factory integration

# Customer Insights & Ideation

## User journey and functional maps

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

BRUNEL**ONE**.COM



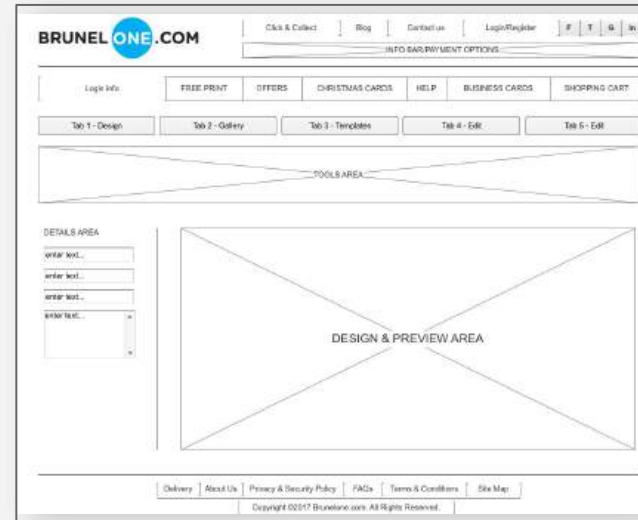
### PAYMENT GATEWAY AND PAGE FUNCTIONS

Create full mappings about the payment gateways and the page options

# Creating rich wireframes Deliver lo-fi click through prototype

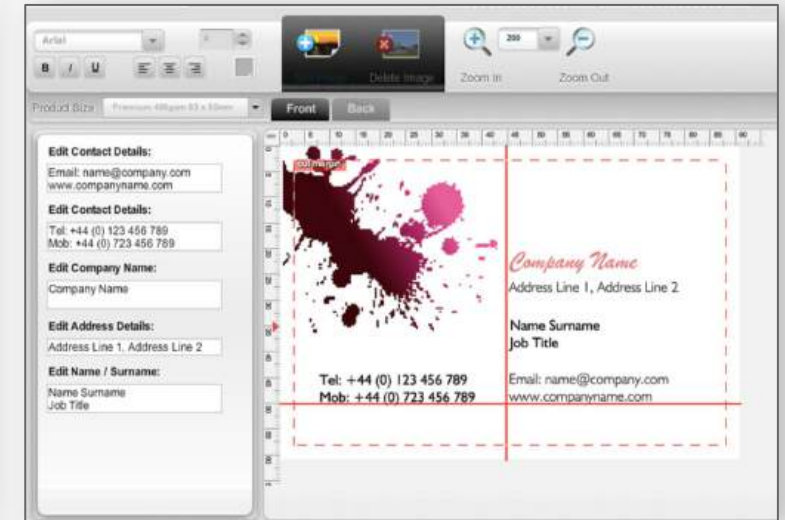
01 RESEARCH & WORKFLOW  
02 INSIGHTS & JOURNEY  
03 WIREFRAME & PROTOTYPE  
04 VISUAL DESIGN

BRUNEL ONE.COM



## WIREFRAME

Click through wireframe for user testings  
content development and interactions



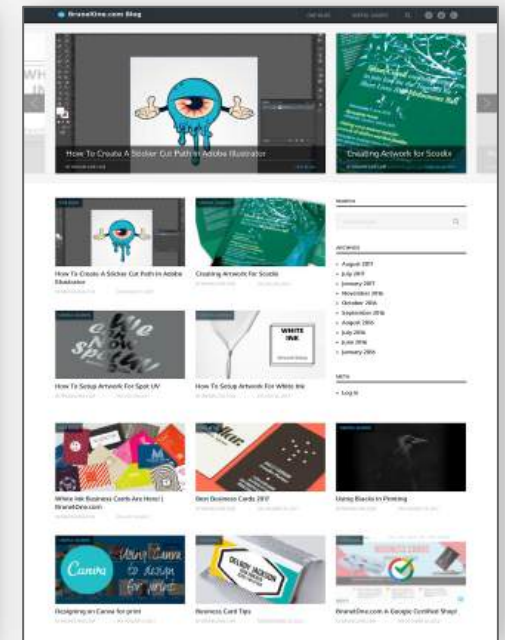
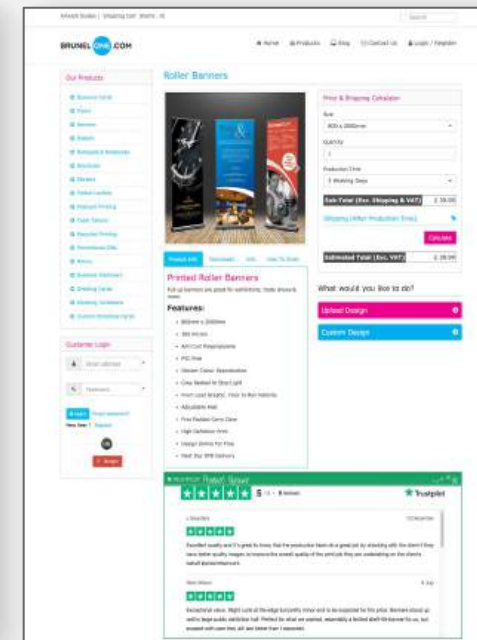
## LO-FI PROTOTYPE

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

# Visual design for responsive web Drupal and payment integration

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

BRUNELONE.COM



VISUAL DESIGN

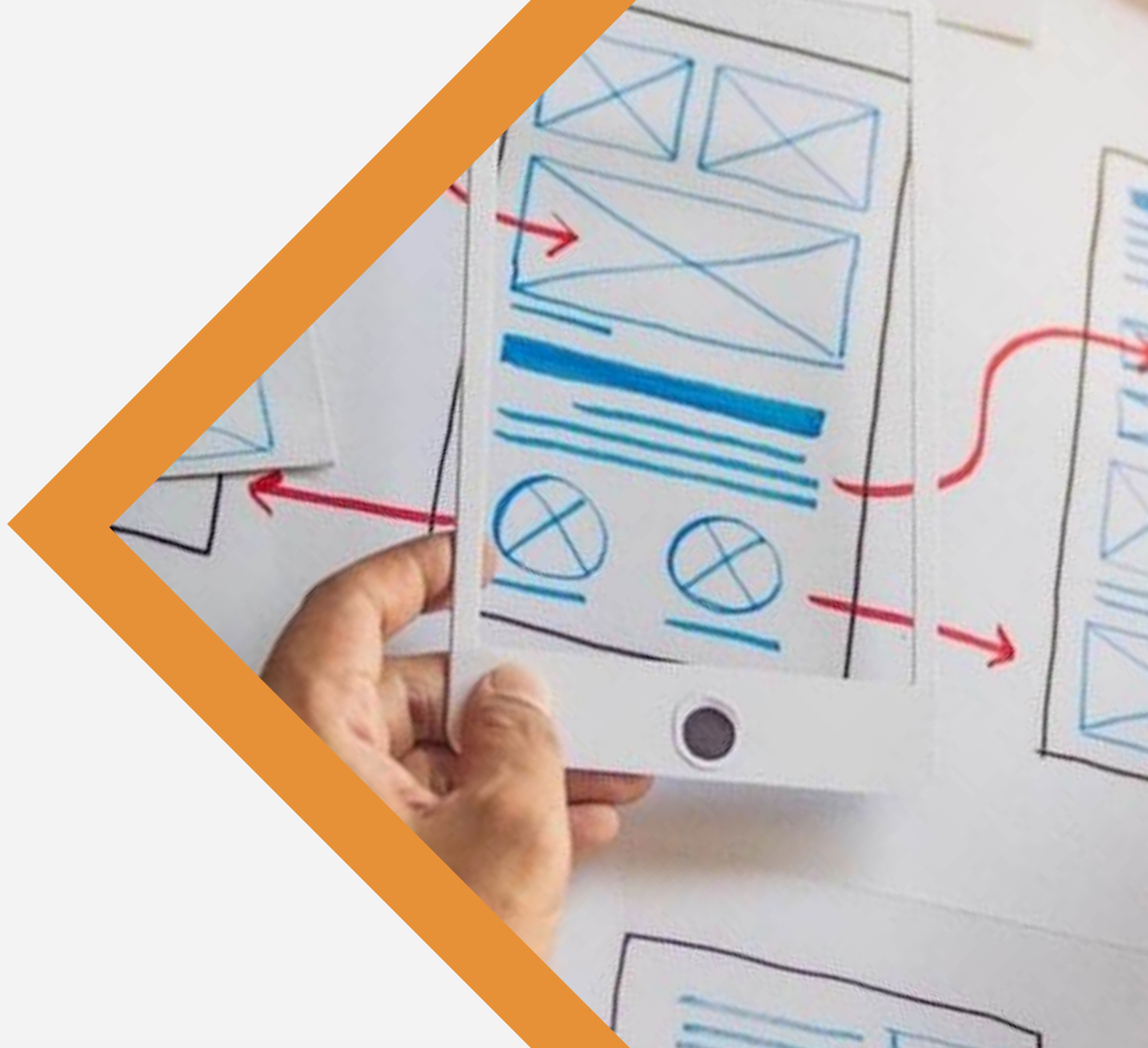
Provide visual design, UI libraries, design brief and css/html for the developer team



## Other works

*Date: 2010/2020*

*Client: Jet2, Etisalat, Prudoo*



# Jet2 Airlines & Jet2 Holidays

## Mobile and marketing concept

---

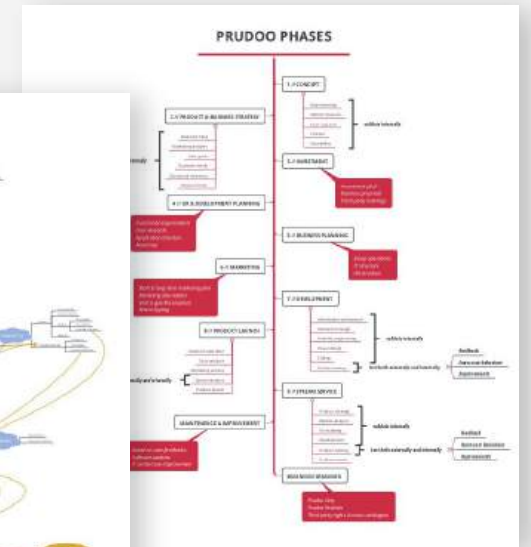
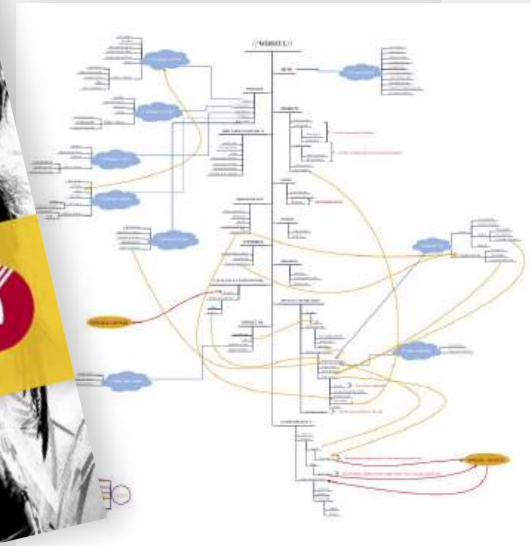


**Jet2.com**  
Friendly low fares

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

---







Government  
Digital Service

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