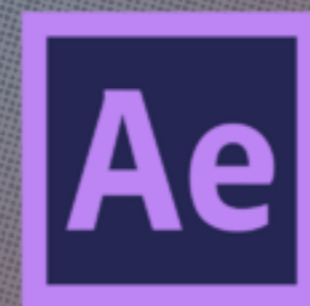


Lindsay Kovnat

UX/UI Designer

- Lifelong learner
- Problem solver
- Communicator
- Storyteller
- Empathizer
- IT Experience
- Teaching Experience
- Visionary

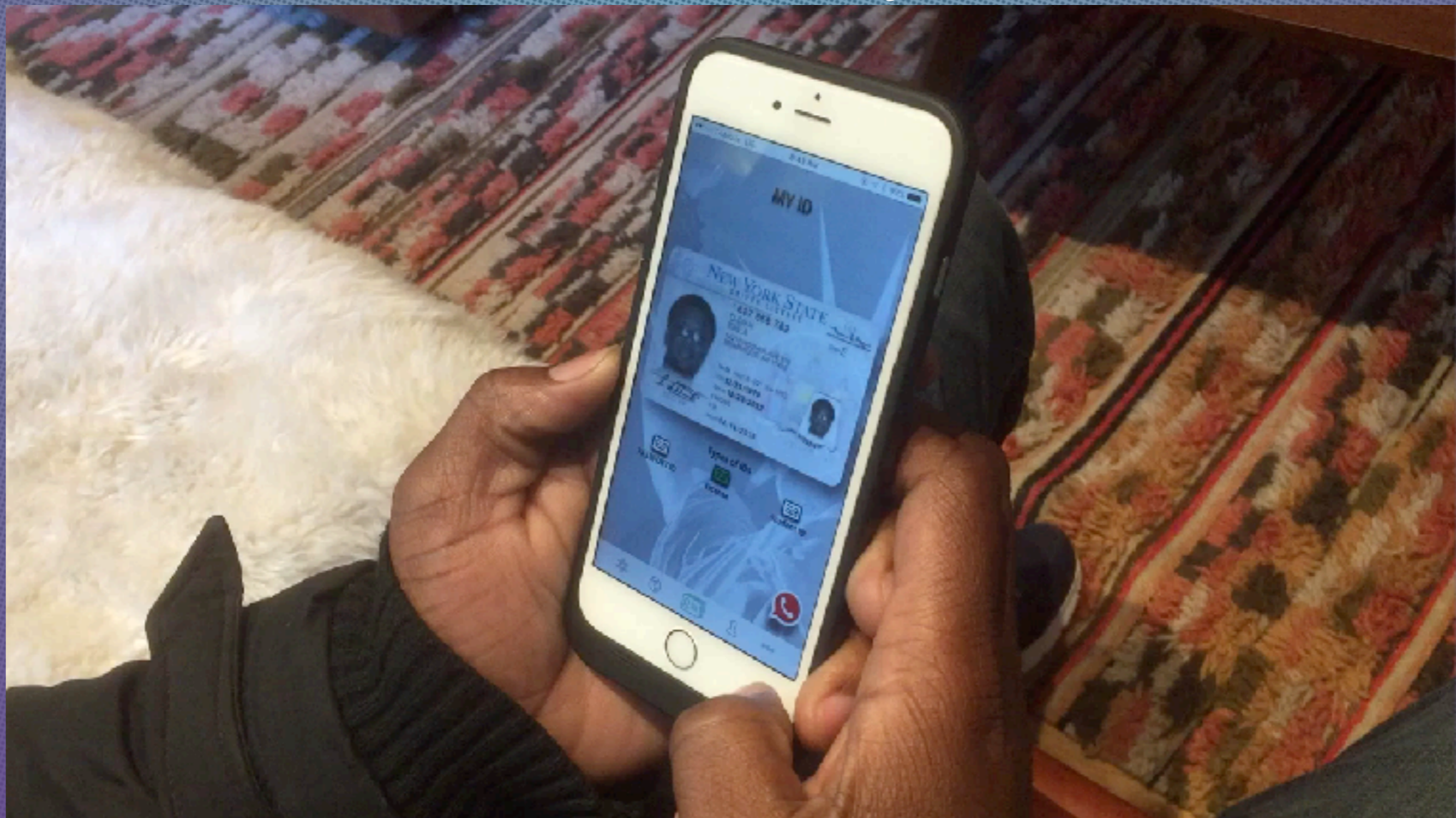


MYID



The Bridge

A NY ID app for easy access to all forms of identification information; incentivized usage in connection to NYC related activities and citywide deals



ID App Design

MYID





The Bridge



From a generic design based on Regal Cinema app

MY ID

Student

Ese O'Diah
ID# 90719504
LIB# 25951201487644

Types of IDs

- PASSPORT ID
- License
- Student ID



MY ID



dmv.ny.gov 01201 005590843 18 QKXJDBIF1C



Restrictions: B Corrective Lenses

11 POINTS

3 TICKETS

PENDING CLOSED

Violations

- Parking Violation #: 123456 Date: 1/2/17 3 POINTS
- Moving Violation #: 123459 Date: 1/2/17 3 POINTS
- Moving Violation #: 123459 Date: 1/2/17 3 POINTS



MY ID

NEW YORK STATE DRIVER LICENSE

ID 627 858 762 Class E

O-DIAH ESE, A
14210 HOOVER AVE 618 BRIARWOOD, NY 11435

Sex M Height 6'-02" Eyes BRO
DOB 12/23/1979
Expires 12/23/2022
E NONE
RB
Issued 04/14/2016



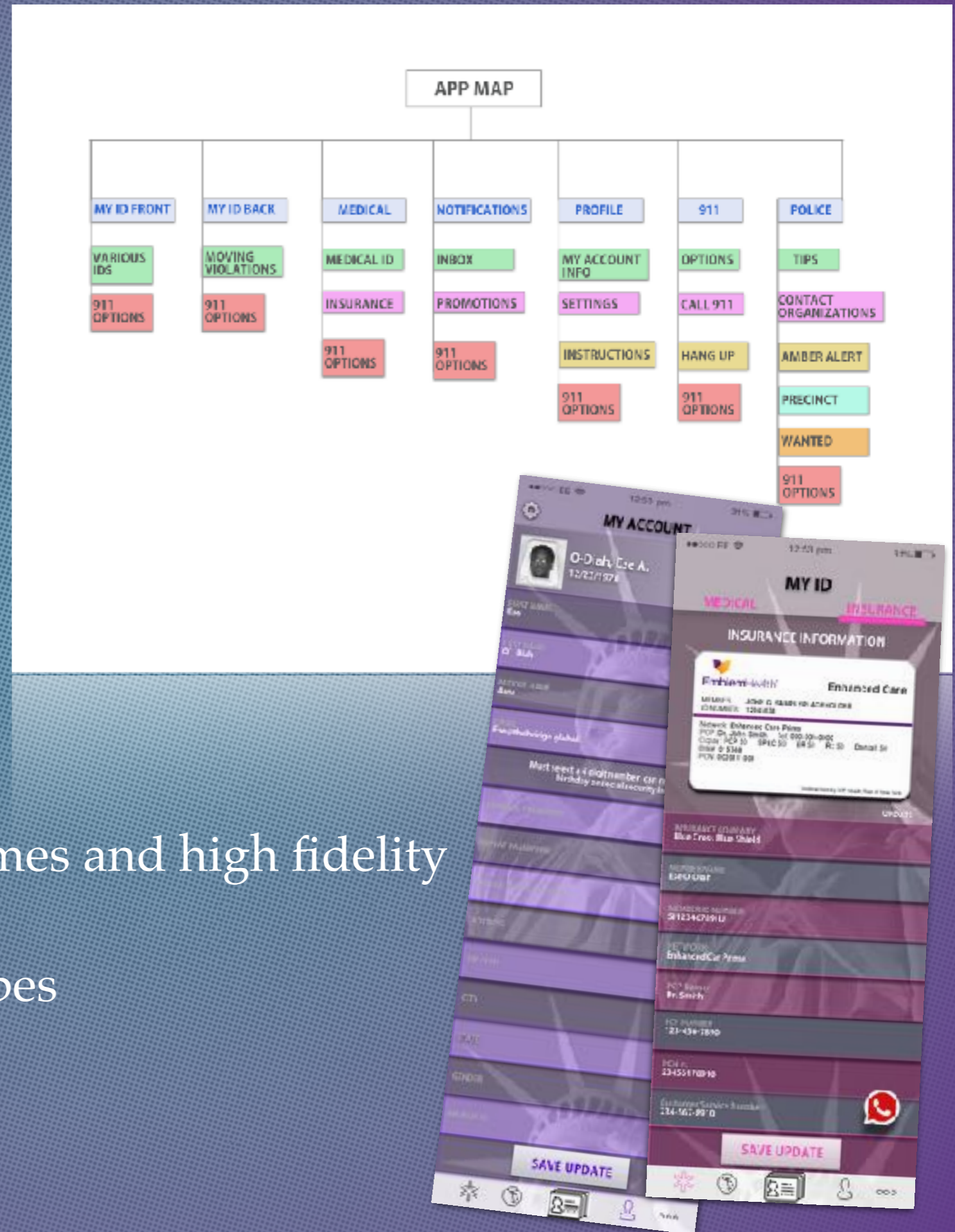

Types of IDs

- PASSPORT ID
- License
- Student ID



Process

- UX/UI design and function
- Business and user crossover
- Information architecture
- Establishing features
- Incentivizing user retention
- Flow charts, sketches, wireframes and high fidelity mock-ups, interactive prototypes
- Presentation/video



Next Steps

- User Testing
- Finding MVP
- Pitched and didn't make it
- Would have been more successful
- Tested it within my circle
- People were confused about how 911 related



Problem/Opportunity

WebMD has a large database of information on its current app but does nothing to personalize the experience to the individual user.

This caused many users to prefer a google search instead of using the app.

myWebMD



- Feature for Android App
- Following Material Design Guidelines
- Need to Retain Users
- Users Need a Personalized Experience

Competitive Analysis - Apps

We began our process by looking at the current online marketplace.



COMPETITOR ANALYSIS

MARKETING POSITION	WebMD	healthline.com	Mayo Clinic	Everyday Health	patient.info
Business Model	Sponsors, Advertising, 3rd Party Contributions	Advertising, Sponsorships	Non-Profit	Advertising, Partners, Sponsors	Advertising
Target Audience	Self health, health performance, health research, community support, e-commerce	Self health, health advocates, health research, community support, recommendations	Patients, Researchers, Medical Professionals, Medical Students	Healthcare Professionals, Consumers, Providers, Employers	Self health, patients, healthcare providers, e-commerce
Headline/Motto/Tagline if applicable	Better Information, Better Health	To be your most trusted ally in your pursuit of health and well-being	#1 Ranked Health Site	n/a	Trusted medical information and support

FEATURE COMPARISON	WebMD	healthline.com	Mayo Clinic	Everyday Health	patient.info
Symptom Checker	✓	✓	✓	✓	✓
Find a Doctor	✓	✓	✓	☐	☐
List of Symptoms	✓	✓	✓	✓	✓
List of conditions/diseases	✓	✓	✓	☐	✓
Drug/Supplement information	✓	✓	✓	✓	✓
Current Health News or Trends	✓	☐	✓	☐	✓
Videos	✓	☐	☐	✓	☐
Drug Index	✓	✓	✓	☐	✓

Heuristic Analysis - Apps

USABILITY HEURISTICS FOR HEALTHCARE MOBILE APPS

LEMURS	Learnability	Efficiency	Memorability	Error Management	Satisfaction	Customer Star
WebMD	★★★★●	★●●●●	★★★★●	★★★★●	★★★★●	★★★★●
AskMD	★★★★★	★★★★●	★★★★★	★★★★●	★★★★●	★★★★●
HealthTap	★★★★●	★★●●●	★★★★★	★★★★★	★★★★★	★★★★★
iTriage	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Your.MD	★★★★★	★★★★●	★★★★★	★★★★★	★★★★★	★★★★★
Pacifica	★★★★●	★★★★★	★★★★★	★★●●●	★★★★★	★★★★★
Simptify	★★★★●	★★★★●	★★★★★	★★★★●	★★★★★	★★★★★
Everyday Health	★★★★★	★★★★★	★★★★●	★★★★●	★★★★●	★★★★●
Ask a Doctor	★●●●●	★●●●●	★●●●●	★★★★●	★★★★★	★★★★★
Symple	★●●●●	★★●●●	★●●●●	★●●●●	★●●●●	★★●●●
Oscar	★★★★★	★★●●●	★●●●●	★★●●●	★●●●●	★★●●●
Mayo Clinic	★★★★★	★★★★●	★★★★★	★★★★★	★●●●●	★★★★★

LEMURS HEURISTIC LEGEND

★★★★●	Excellent	Good UX flow and design
★★★★★	Good	Minor UX issues, mostly visual, very low priority
★★★★●	Satisfactory	Some UX solvable problems but not content or flow blockers, low priority
★★●●●	Fair	Major usability problems. Must be priority to fix.
★●●●●	Poor	Disastrous UX issues.

The LEMURS Heuristic analysis allowed us to analyze these and several other Apps to get a better idea of what questions to ask in our screeners and surveys in order to identify the right feature that might be missing from WebMD.



Cancer Beating Cathy

"I would love to get trusted updates on for that info anyway. It would be great kind of news."

Age: 45
Work: Nurse
Family: Mother, wife
Education: Masters Degree

Bio

Last year Cathy found out she had breast cancer. Since then she has done a lot of personal research and has made a lot of changes to her lifestyle such as eating healthy and using only non-harmful cleaning supplies around the house. She is always looking for news on advancements to medicine and anything related to cancer research.

Needs from

- Expects app
- Expects to
- Information
- Information
- I need to

Frustrations

- App is not
- find
- what you
- I had th
- I'd rath
- the app
- Doesn't
- anything
- an ap



I google search heavily. I have a heart condition and my daughter has strep throat often. I usually rely on friends advice on medical issues.

Age: 40
Work: Engineer
Family: Married, kid
Character: Educated w/ Masters Degree

Personality

Enjoys cooking, gaming and going to amusement parks with his family and friends.

Working Father Married

Frustrations

- Too much information to sift through on WebMD
- Not enough personalization
- Not being educated enough through existing apps.

Needs from a health site

- Wants to read news on latest improvements or findings on topics such as cancer, heart or children
- Wants to find specialized doctors
- Wants access to different health-related exercises he can do at home in his free time
- Wants to watch videos on how the heart works
- Wants his medical records accessible to review anytime

Bio

Francis has a daughter that gets strep through often, his wife has cancer and he has a heart condition. He works as an engineer and has many friends including some doctors. He believes WebMD is a trusted source for information but is overloaded as he would prefer a simplified, personalised place where he can find information on his wife's cancer, his heart and anything related to his child. Enjoys viewing educational videos about his health as well as his family's.

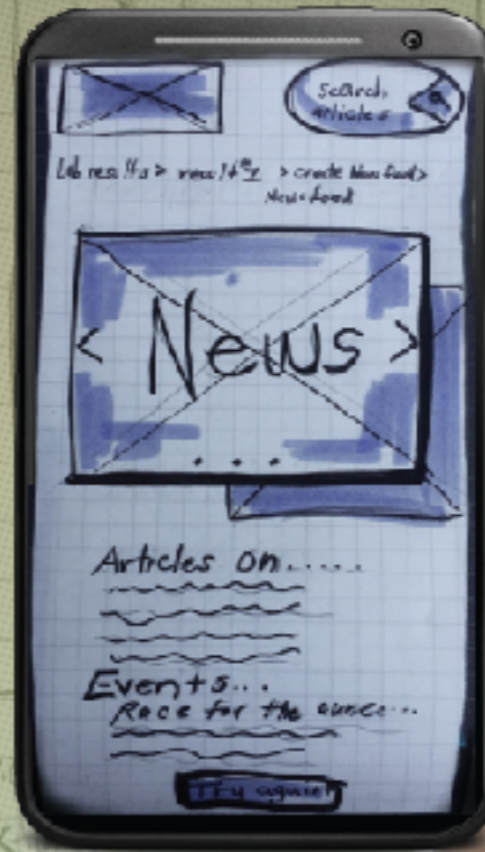
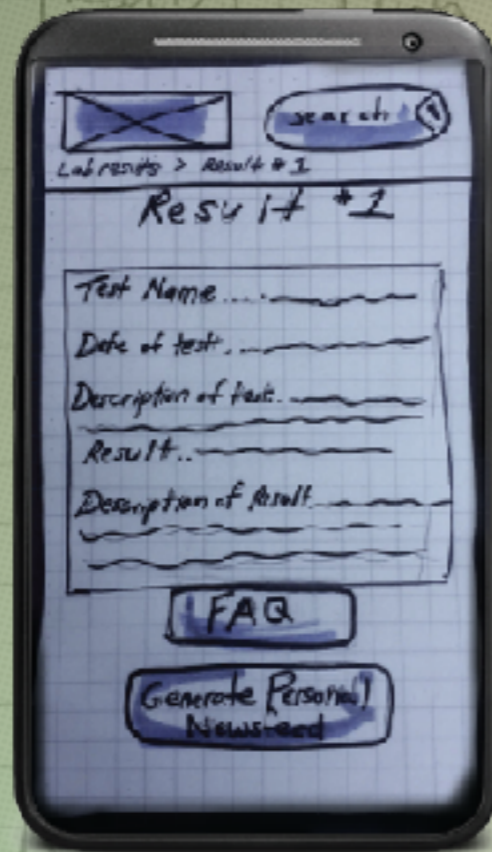
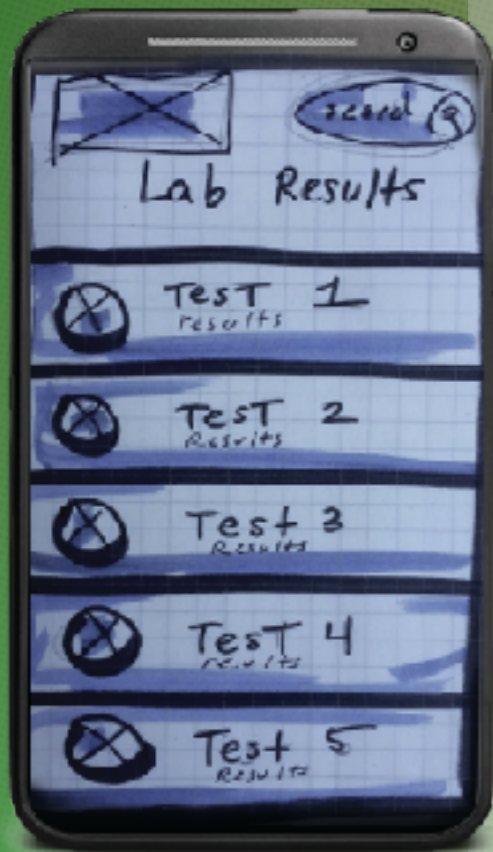
My Role

- Created Personas
- Sketched / tested paper prototypes for on boarding process.
- Wireframes to high-fidelity mockup
- Final annotations

myWebMD

Paper Prototype

- Conceptual sketch flow in order to develop the personalized newsfeed



Lab results paper prototype

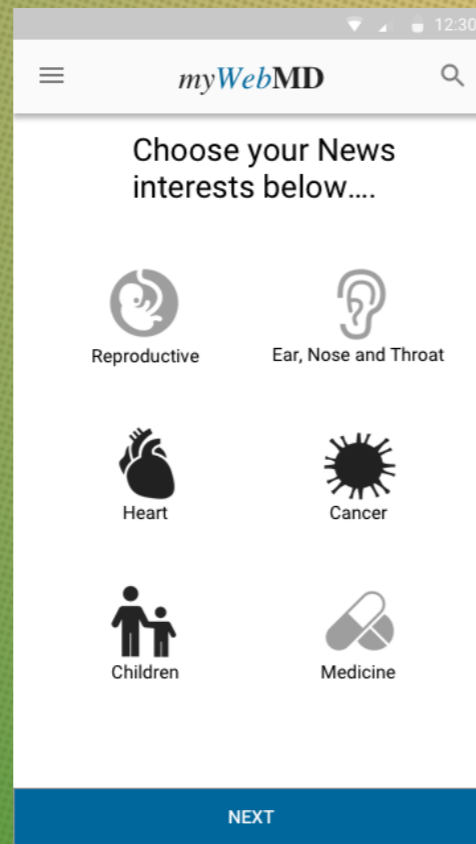
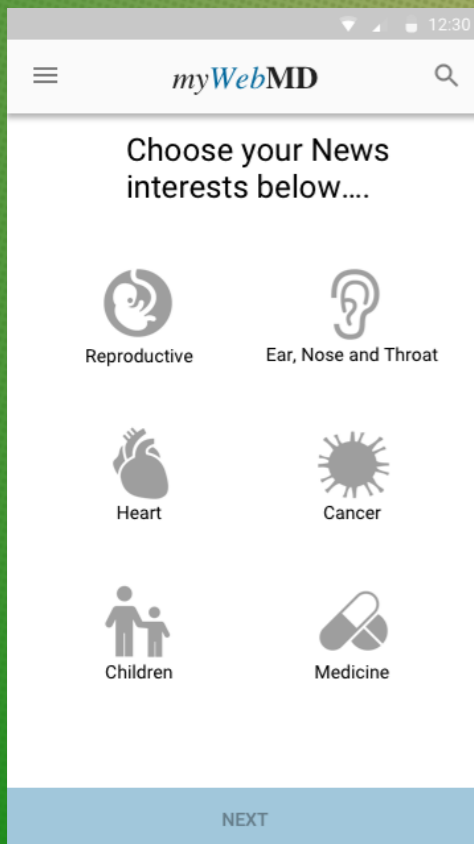
“That’s cool but what if I don’t have lab results to add but I want a personalized feed based on my interests.”



Solution:

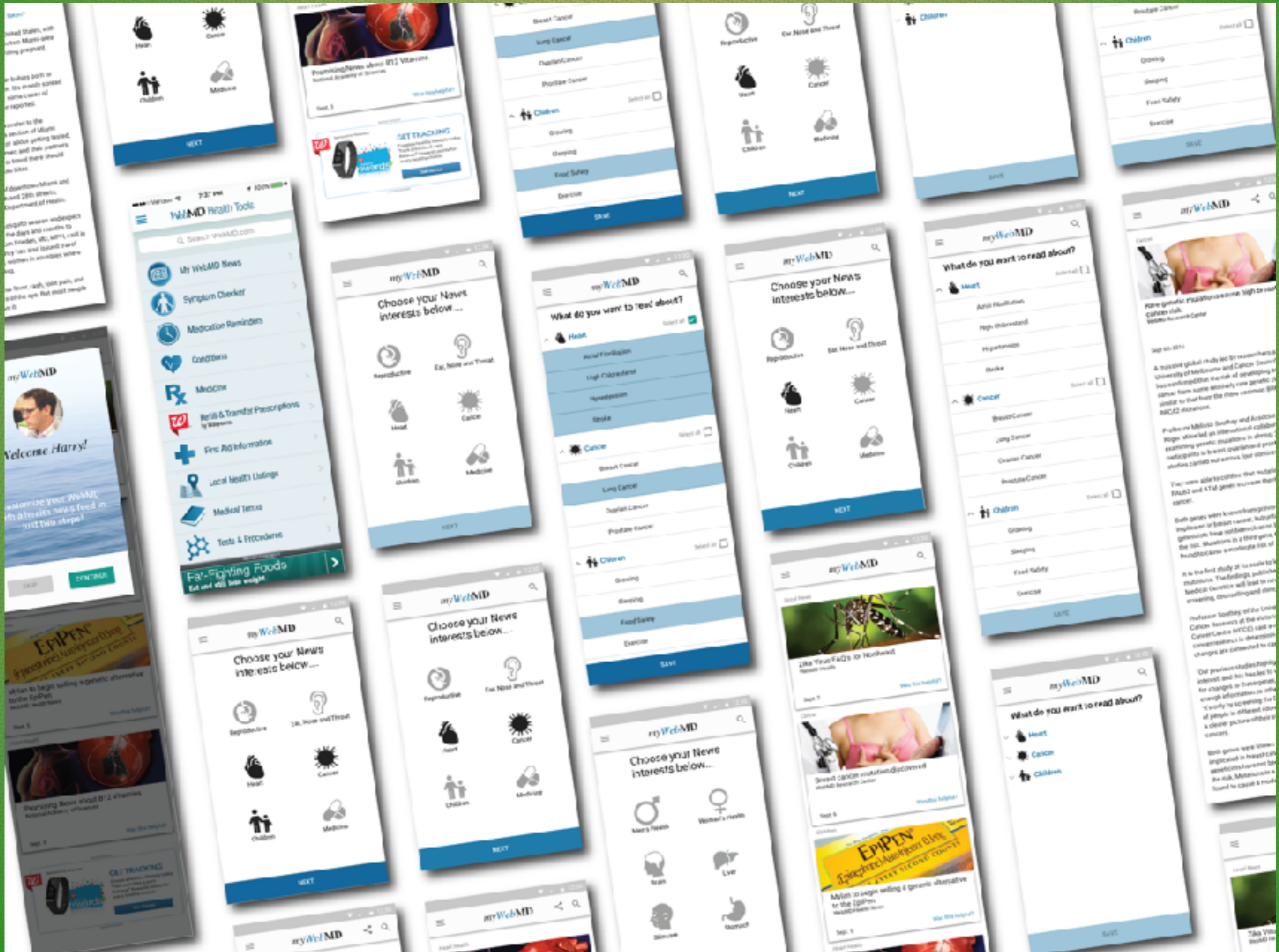
myWebMD

- Updated the look: current, fresh, and personalized
- Using existing articles from its site
- Added a quick on boarding process
- Using Android Material Guidelines



Prototype

myWebMD



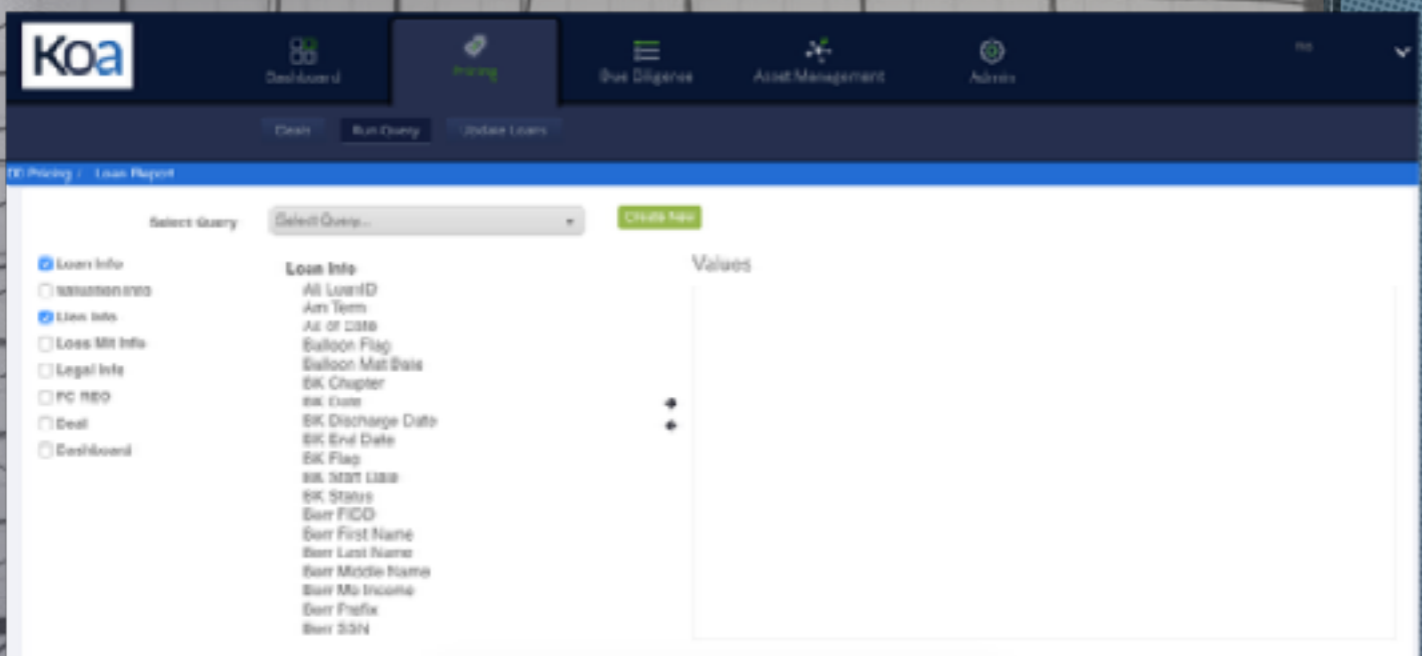
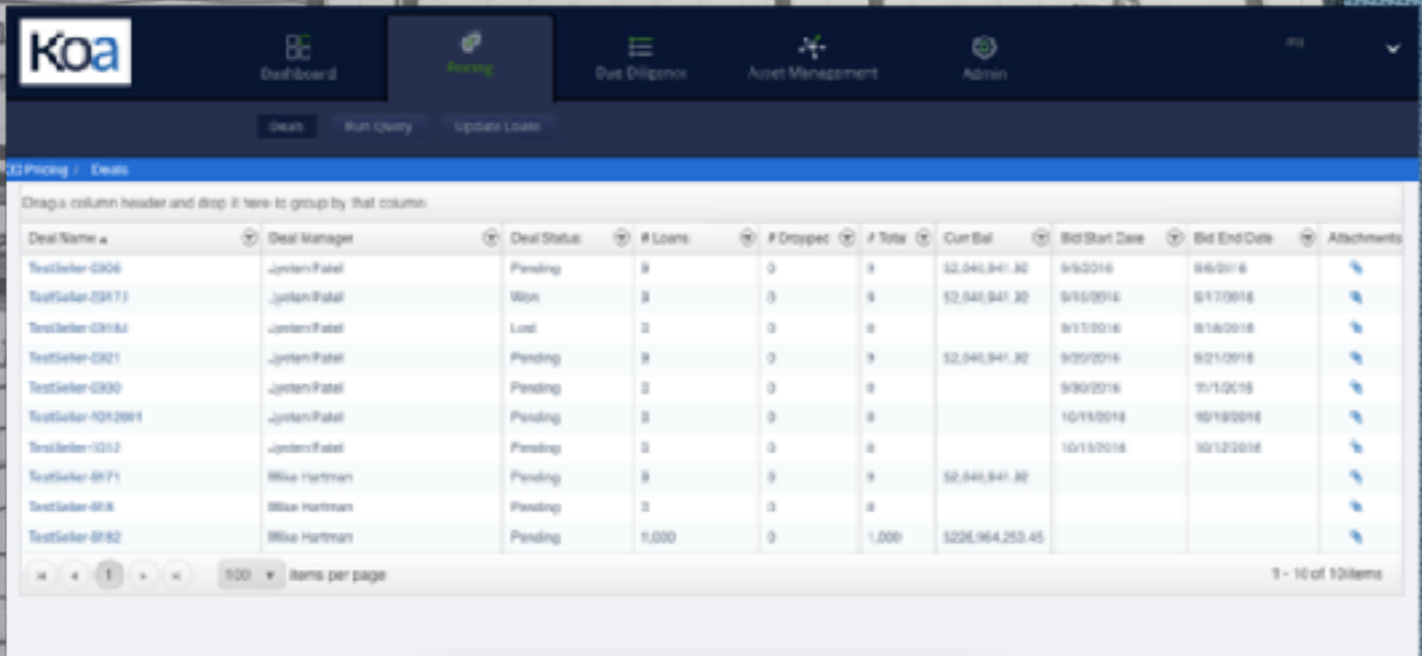
Next Steps

- Consider the every day user
- A filtering system to search for specific information



Koa

- What:
 - Client Project
 - 3 week
- Who:
 - 3UX designers
 - 1 engineer
- Why:
 - Simplify navigation



User Research

The User:

- Data analysts
- Excel
- Tech Savvy
- Conduct complex reports
- Export and import data

Analyzed similar applications:

DOMO

Looker

"It's very useful for finding and pulling data, but I would probably pull into excel for any kind of analysis." -Data Analyst

Adam the Analyst



"Excel is my safe zone."

Age: 24
Work: Hedge Fund Analyst
Family: Girlfriend
Location: NYC, NY
Character: The Analyst

Personality



Analytical Professional Sense of Humor

Goals

Adam hopes to get promoted to a PM at the hedge fund he works at.
Adam needs to evaluate a new deal using the Koa software his firm uses.
Adam hopes to move in with his Girlfriend, Annie, back home in New Jersey.
He loves sports and is currently in a fantasy league with his college buddies from Penn State.

Frustrations

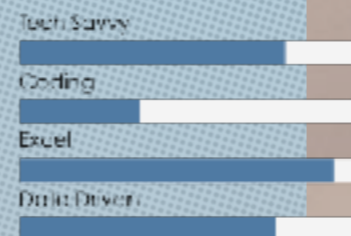
Putting together complex reports without having all of the information available.
Going through a complicated reporting and exporting process.

Bio

Adam is very motivated analyst at the small hedge fund he works at. He likes to be as efficient as he can at work and doesn't like to have to learn new programs.

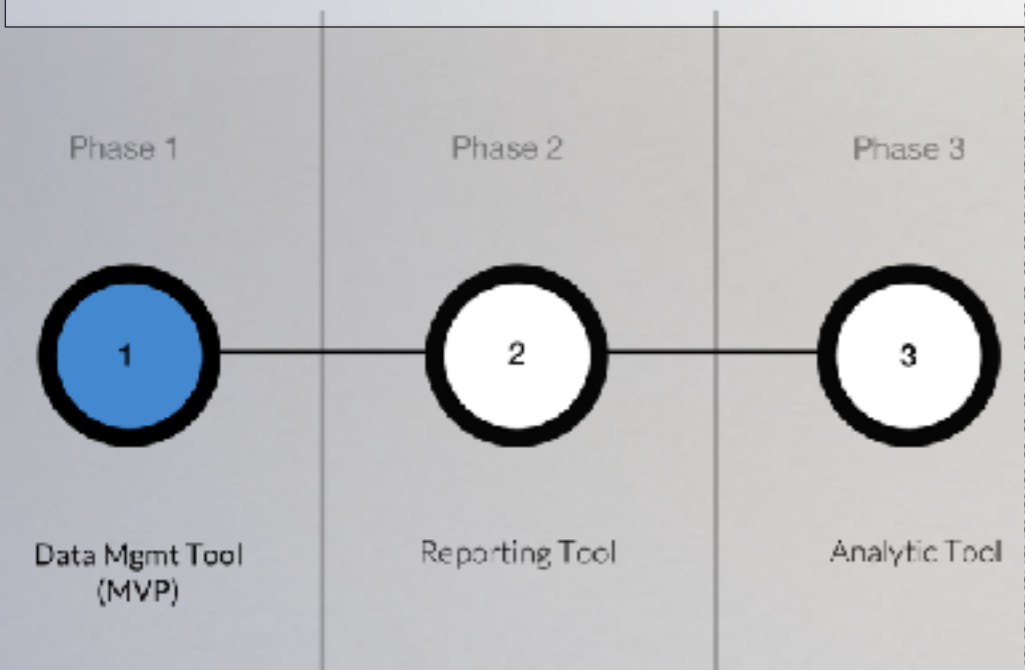
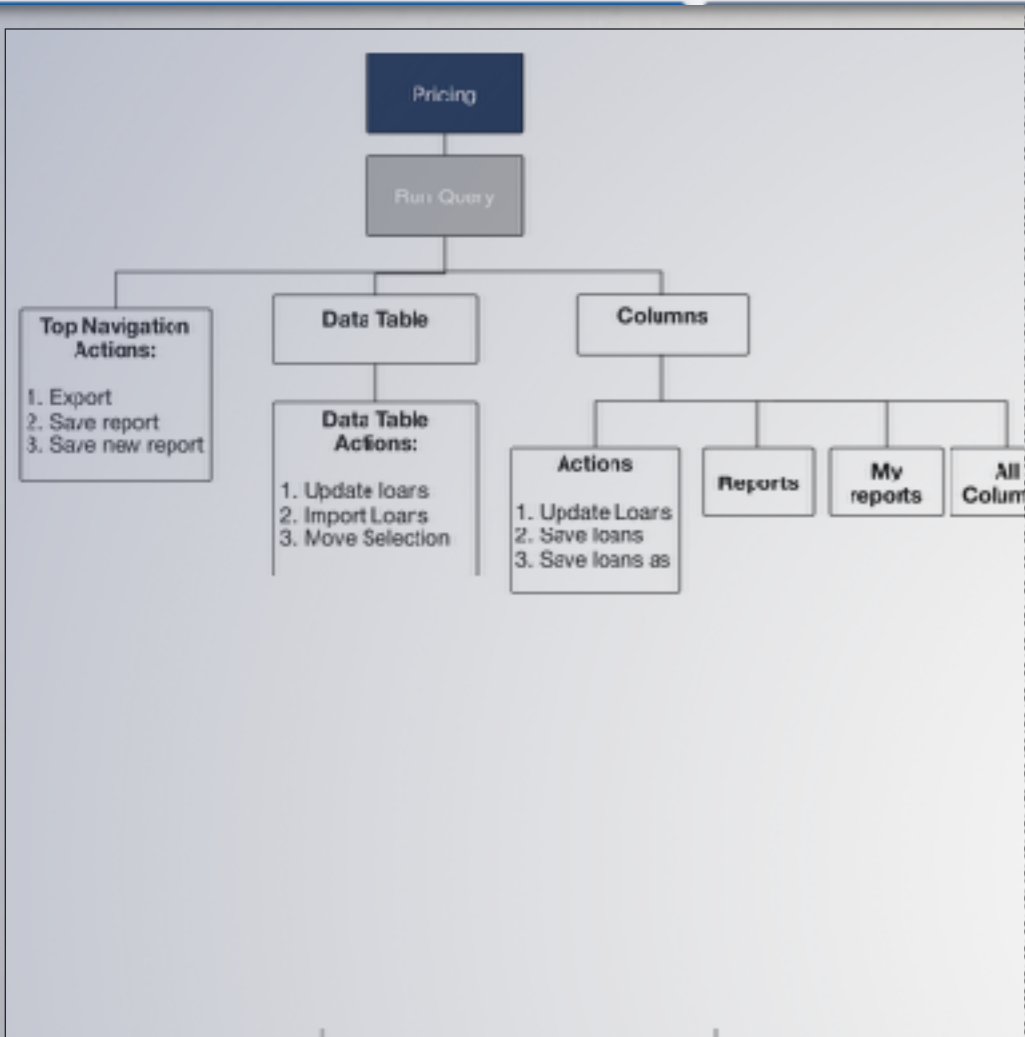
He has been provided the task of looking into a specific deal and the loans inside of it to help determine the health of that deal. Adam has to find the reporting around that deal and will have to export it and send his findings to his manager for the buying decision.

Knowledge & Skills



Brands

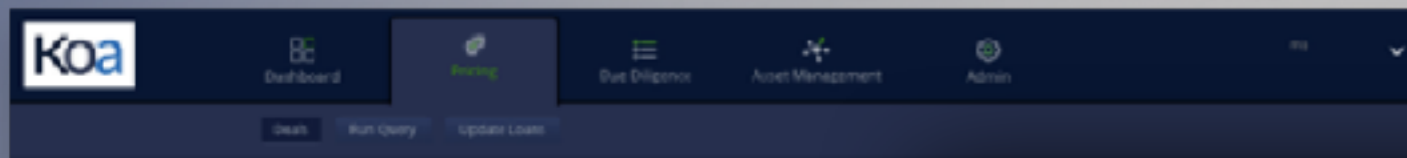




My Discoveries

- **MVP:** querying for data
- I created the first iteration of the design through white boarding designs
- Site map with new and old features
- **Simplification of new navigation**
 - Only one page for all tasks
 - Adding the search/filter as main feature
 - **Dropdown Menu:**
 - Actions to import / export to and from Excel
 - Querying / filtering loan deals(data)
 - Run button(search and display findings)
 - Asset management (backend items)

Original Design New Design



Original Design Table: Pricing - Deals

Deal Name	Deal Manager	Deal Status	# Loans	# Dropped	# Total
Test/Deal-0206	Jyoten Patel	Pending	0	0	0
Test/Deal-0217	Jyoten Patel	Won	0	0	0
Test/Deal-0216	Jyoten Patel	Lost	0	0	0
Test/Deal-0221	Jyoten Patel	Pending	0	0	0
Test/Deal-0230	Jyoten Patel	Pending	0	0	0
Test/Deal-0212011	Jyoten Patel	Pending	0	0	0
Test/Deal-0212	Jyoten Patel	Pending	0	0	0
Test/Deal-02171	Mike Hartman	Pending	0	0	0
Test/Deal-0218	Mike Hartman	Pending	0	0	0
Test/Deal-02182	Mike Hartman	Pending	1,000	0	1,000

Original Design Table: Loan Report

Select Query: CREATE NEW

- Loan Info
- Loan Mit Info
- Legal Info
- Deal
- Dashboard

Loan Info Values:

- All LoanID
- Am Term
- As of Date
- Bulloon Flag
- Bulloon Mat Base
- BK Chapter
- BK Date
- BK Discharge Date
- BK End Date
- BK Flag
- BK Stat Liba
- BK Status
- Burr FICO
- Burr First Name
- Burr Last Name
- Burr Middle Name
- Burr Mo Income
- Burr Prefix
- Burr SSN

New Design Table: Pricing

Navigation: Pricing | Due Diligence | Asset Management

Buttons: RUN, MS

Filters: Clear Filters

Pivot: Clear Pivots

Data Results

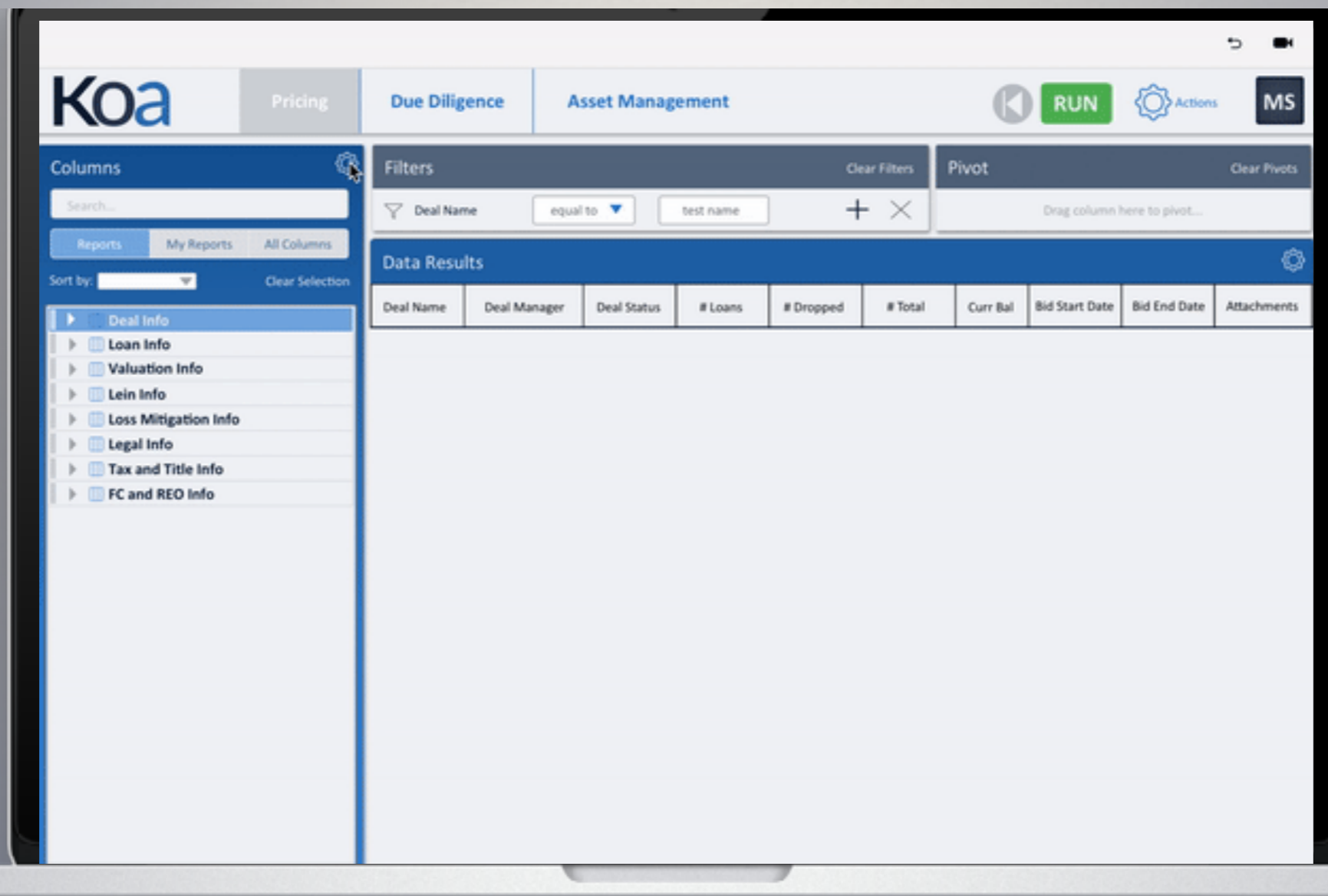
Deal Name	Deal Manager	Deal Status	# Loans	# Dropped	# Total	Curr Bal	Bid Start Date	Bid End Date	Attachments
test name	Jyoten Patel	pending	1	0	1	123,890	9/5/2016	9/7/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/16/2016	9/5/2016	
test name	Jyoten Patel	lost	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	won	1,000	0	1,000	123,800	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	1	0	1	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,800	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	1,000	0	1,000	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	6	0	6	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	5	0	5	123,890	9/17/2016	9/20/2016	
test name	Jyoten Patel	pending	7	0	7	123,890	9/17/2016	9/20/2016	

Columns: Deal Info, Loan Info, Valuation Info, Property Info, Valuation Calcs, Valuation Details, Lein Info, Loss Mitigation Info, Legal Info, Tax and Title Info, FC and REO Info

Page: 1-14 of 14 items

Solution

- Action based information hierarchy and site navigation with an efficient process for accessing specific information.
- Fast and efficient querying process which builds brand loyalty to Koa among its user base.



Prototype

Next Steps:

- Design the rest of the site and features
- Be able to save searches within the tool

NESPRESSO
YOURSELF

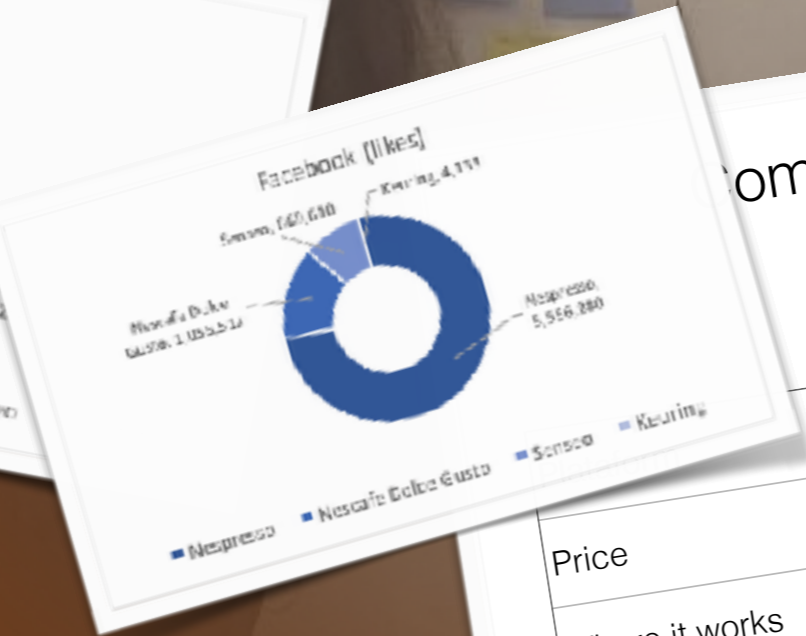
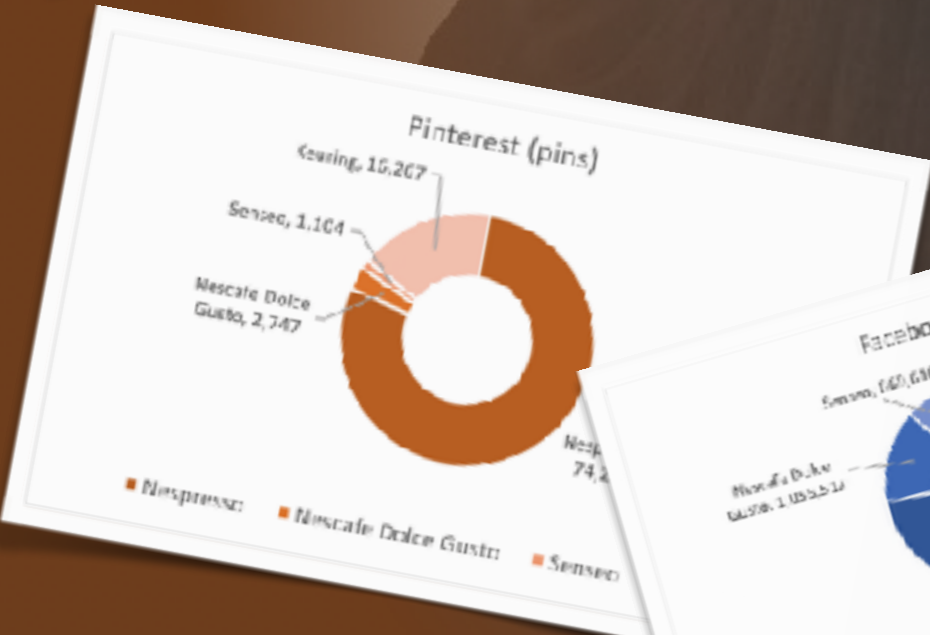
A personalized, cultural community app for Nespresso enthusiasts that includes a newsfeed, recipes, repurposed art ideas, machine maintenance, and recycling instructions.



- Project manager (team of 3)
- Time (2 weeks)
- User Research
- Site visit to Nespresso
- Competitive / comparative analysis
- Low to high fidelity mockup
- Interactive prototype

Research

- Site Visit
- User Interviews
- Affinity Mapping
- Competitive Analysis
- Comparative Analysis



Competitive Analysis - Feature Similar Apps

	Coffee Suck	The Great Coffee App	Espresso Love	YESPRESSO	THE TOP Cafe	Starbucks	Other
Price	IOs	IOs and Android	IOs	Android	Adroid	IOs	IOs
Where it works	USA	USA	USA	Italy	Spain	Several countries	Several countries
Find's coffee nearby	Yes	No	Yes	Yes	Yes	Yes	Yes
Recipes	No	Yes	No	Yes	No	Yes	No

Who is the User?

“Pods? Not a believer of wasteful pods. If it was convenient and environmentally friendly I would be interested. I like how one person could have their own desired blend personalized and quick.” - 35 yr old

Nespresso Users:

- Share espresso with friends, family, & online community
- Drink coffee slowly
- See coffee as a treat
- Are sometimes crafty
- DIY projects
- Enjoy sharing recipes
- Want to recycle(no one knew where or how to recycle pods)

Persona:



John Gateaux

42 years old, male
Professor of Law
Frequent international traveler
Married with 2 children

No matter how strenuous life can be, John can always transport he and his company -- be it family or business colleagues -- to warmer, more tropical environs through the consistently perfect espresso shots he's come to rely on through his love of Nespresso. To make room for a new machine, he's moving the Nespresso machine he's used at home for a decade to his office.

years, he's been saving recipes for Nespresso ideas on Pinterest, Allrecipes, and a random culinary websites. Having successfully created many new, photogenic recipes himself, he's looking to step up his game and share his own creations. He'd prefer a dedicated application that could glean all the best recipes -- those that have inspired him, and those he's created -- in one central

Needs:

- best method for frothing non-dairy milks
- pairing suggestions

Goals:

- to have many varieties of coffees and beverages for parties he regularly hosts

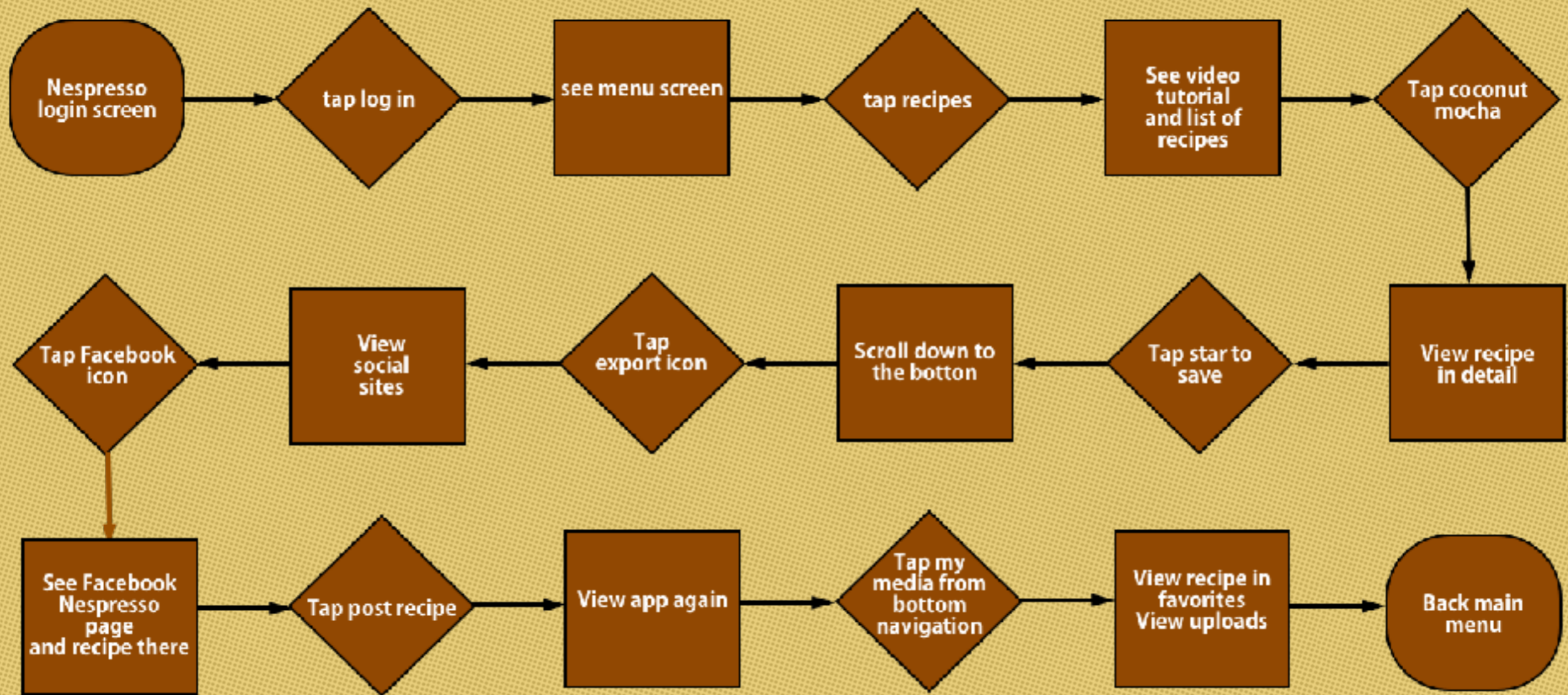
Pain Points:

- Loathes inconsistent pours; wants the perfect shot every time
- Concerned about environmental impact of pods
- Easier access to and reminders about machine-maintenance

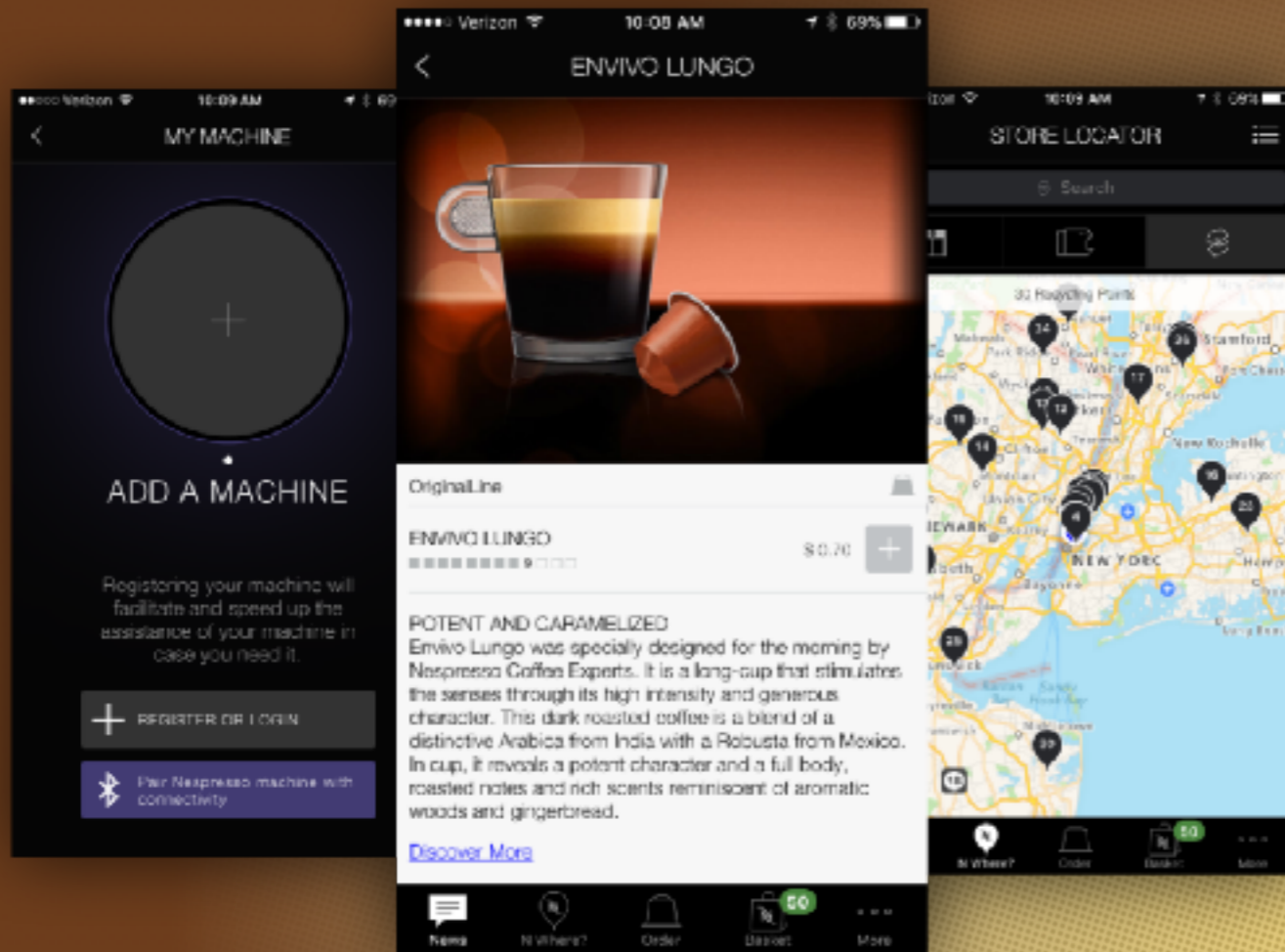
Scenario:

John is having another party and wants to come up with some crowd pleasing after-dinner coffee drinks. He wants to find the most popular trending Nespresso recipes. Upon discovering and putting his own twist on these, he wants to share images of his creations with other Nespresso connoisseurs across the globe.

User Flow



The Opportunity



- The original app - ordering more pods or locating stores
- Social/news app to engage with community
- Create brand transparency for environmental efforts



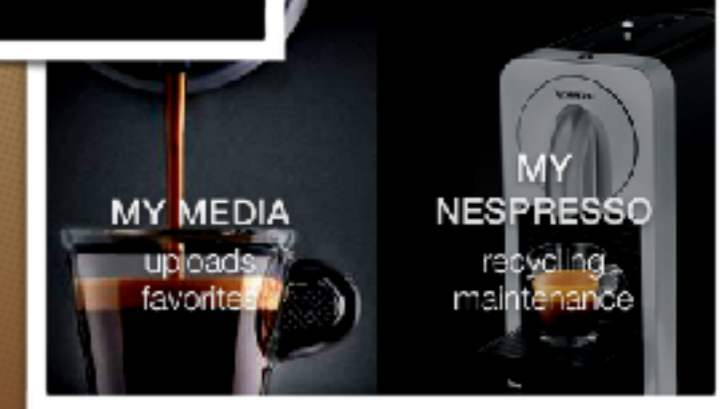
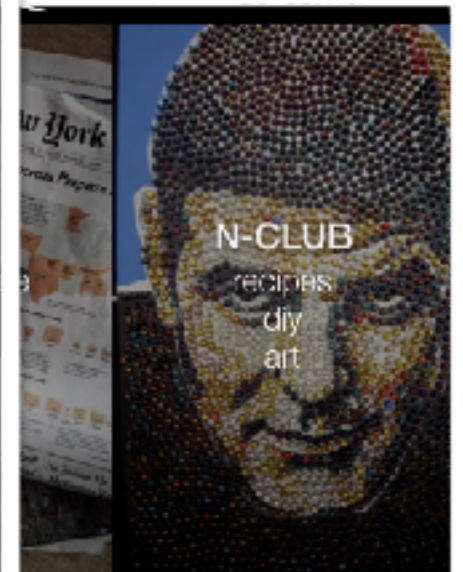
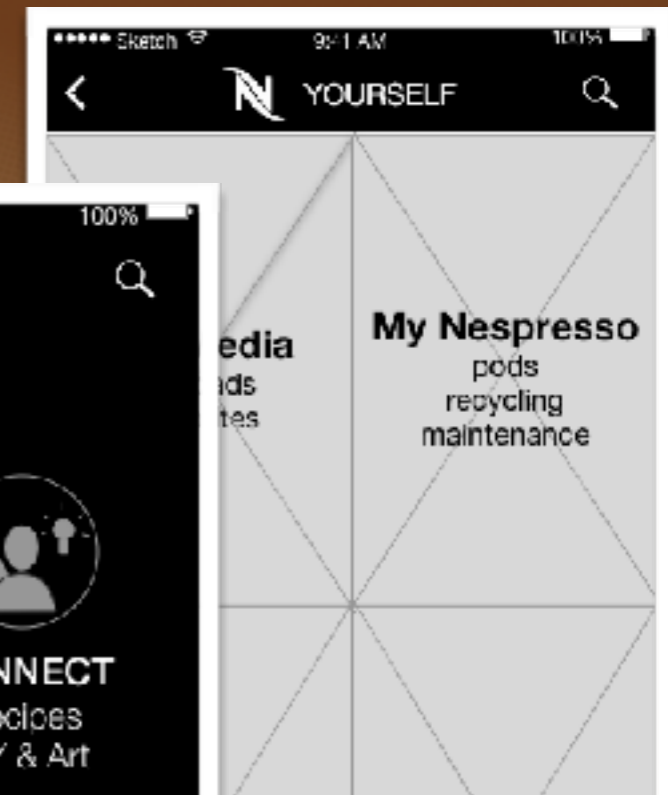
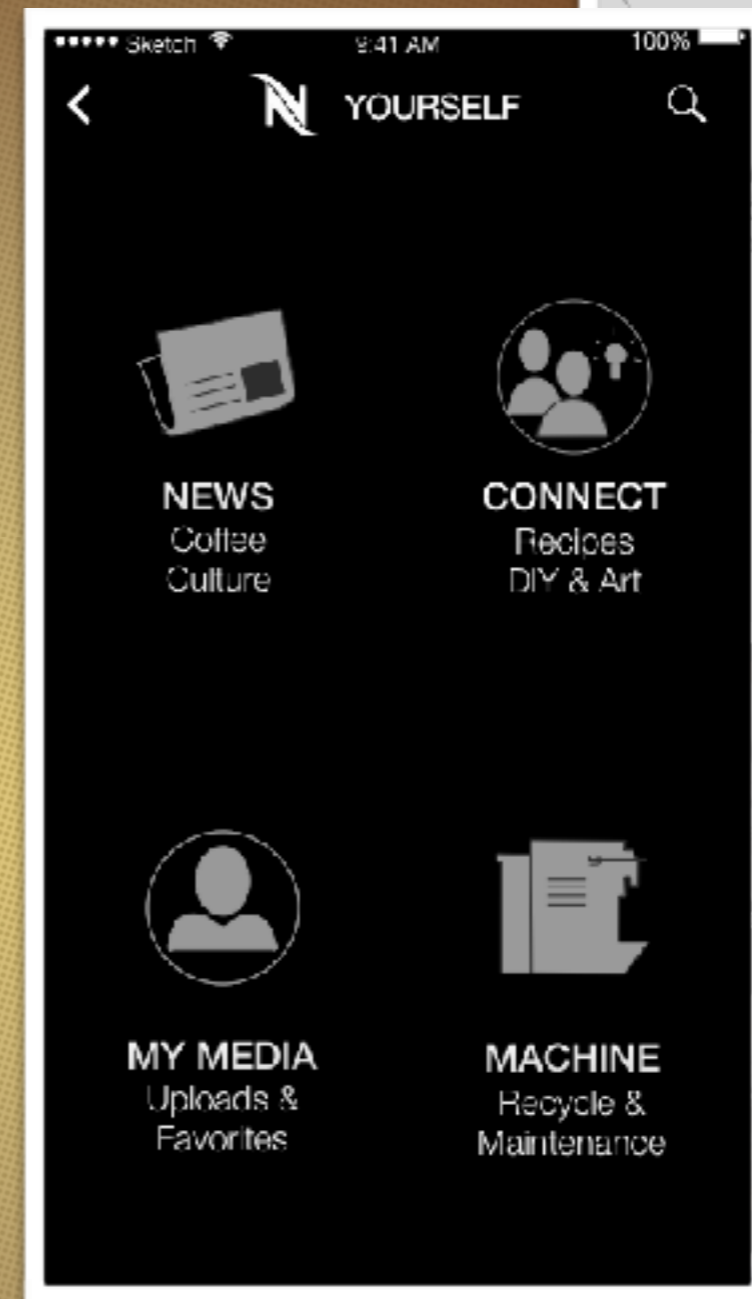


Sketching

- Paper prototype
- First iteration
- Tested using Marvel

Features

- News about coffee and sustainability to connect company, users and growers
- Connect; to connect users by sharing recipes, art, and DIY projects
- My Media; saved and shared items
- Machine; recycling process, machine maintenance



Iterations of design

Nespresso Prototype

A personalized, cultural community app for Nespresso enthusiasts that includes a newsfeed, recipes, repurposed art ideas, machine maintenance, and recycling instructions.





Ecommerce

Problem:

- Pop up store for 100 products
- Create a check out flow
- Persona needs to find a gift for his daughter

Information Architecture

- Intuitive categories for each product
- Hierarchy for placement of products





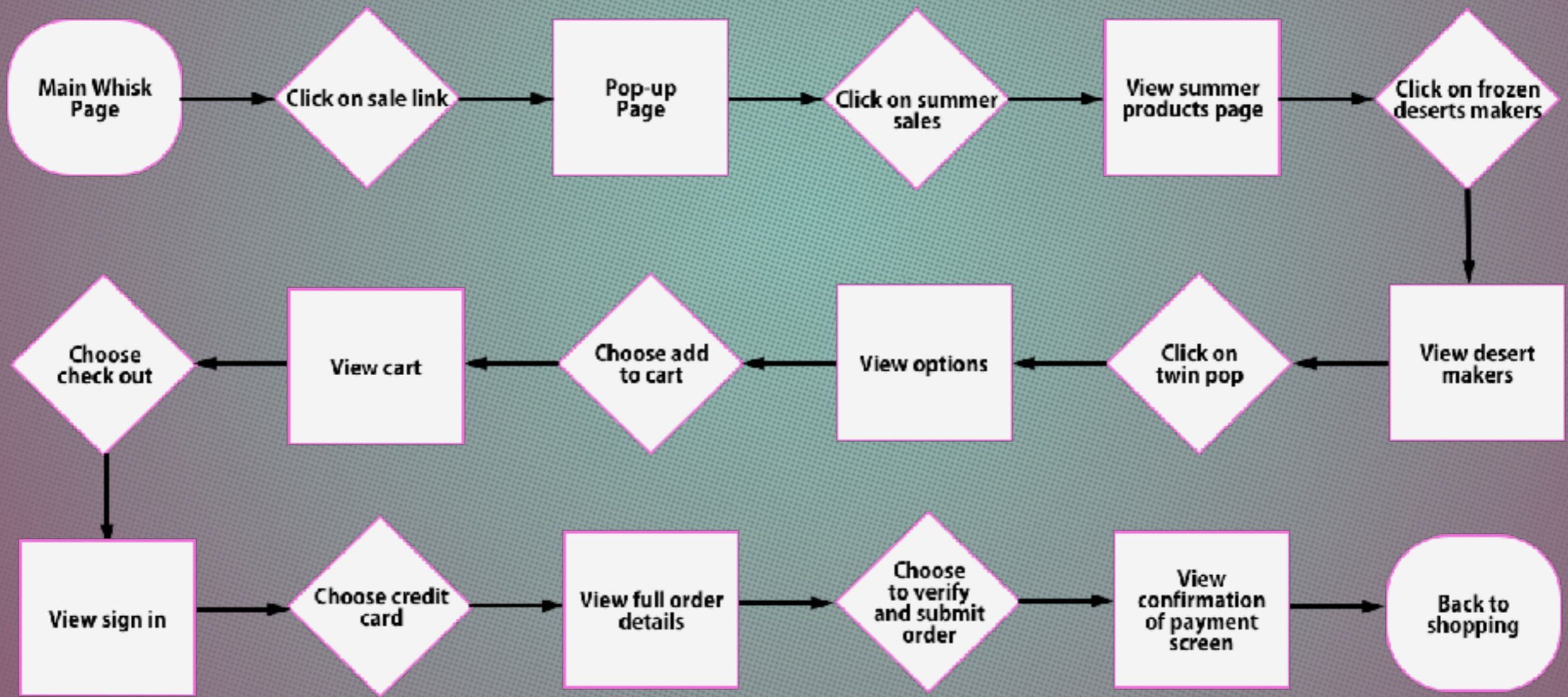
Comparative Analysis

- Whisk
- William Sonoma
- Fishs Eddy
- Bed Bath and Beyond
- Beyond

	whisk serving your kitchen and table	FISHS EDDY	BED BATH & BEYOND	WILLIAMS-SONOMA
What's New Section				
Back to School Sale				
Main page				
Gift Registry				
Pop Up Sale				
Main Menu Bar				



Flow Chart



Prototype

