WELCOME

SPECTRUM

This document showcases a small portion of my body of work.

QUALIFIERS

Showcased Items
The showcased projects were chosen to illustrate the depth and breadth of my skills, as well as, the impact I've had on projects, not necessarily to show recent work. So some may be older and thereby, reflect older design patterns.

I also have more recent projects that involve complicated business rules, many types of interactions, modern design patterns, and mobile and tablet interfaces. I can't, at this time, distribute those deliverables but could present them in person or via a screen sharing session, if desired.

Direct Contributions
Unless otherwise noted in the project details, everything shown is my work/my thinking. While collaboration has taken place on many projects, I don't showcase someone else's work as my own.

Color Usage
Wireframes are best when color is minimized so that clients can concentrate on the design framework, process/task flow, interactions, and functionality.
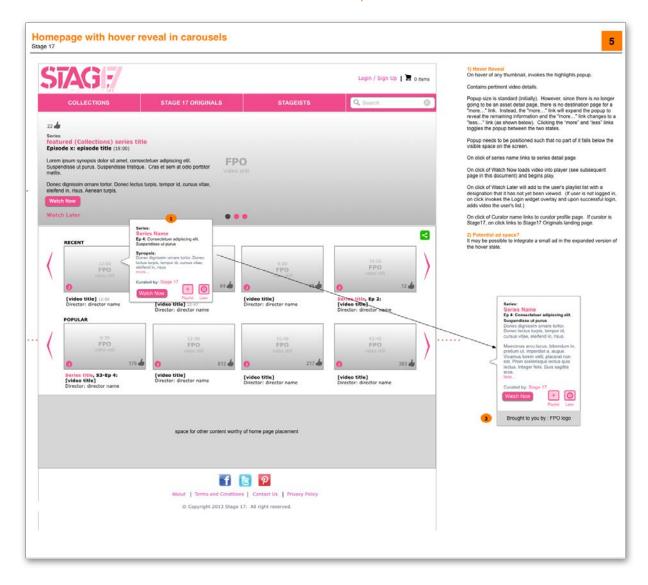
That said, color is necessary to indicate design elements that are interactive. I typically use the brand colors for that but sometimes it's necessary to utilize more colors for differentiation purposes.

When that is the case, I purposely use poor or brash color combinations so that clients do not get caught up in the colors and can concentrate on what the wires are conveying. And, I explain that actual colors will be determined by the Visual Designer.

HOPE YOU ENJOY THE JOURNEY

ENTERTAINMENT SHOWCASE & COMMUNITY

wireframe sample

Project Description

Design a social site for showcasing entertainment properties and connecting enthusiasts to each other.

Direct Contributions

- Information Architecture (site map)
- UX Design (wireframes, public screens)
- UX Design (wireframes, admin screens)
- UX Guidance (throughout the annotations)
- Client education (worksession)

Challenges:

The nested (but inconsistent) hierarchy of the entertainment properties was challenging to put into a presentation that was not too daunting for users who were likely not that web-savvy.
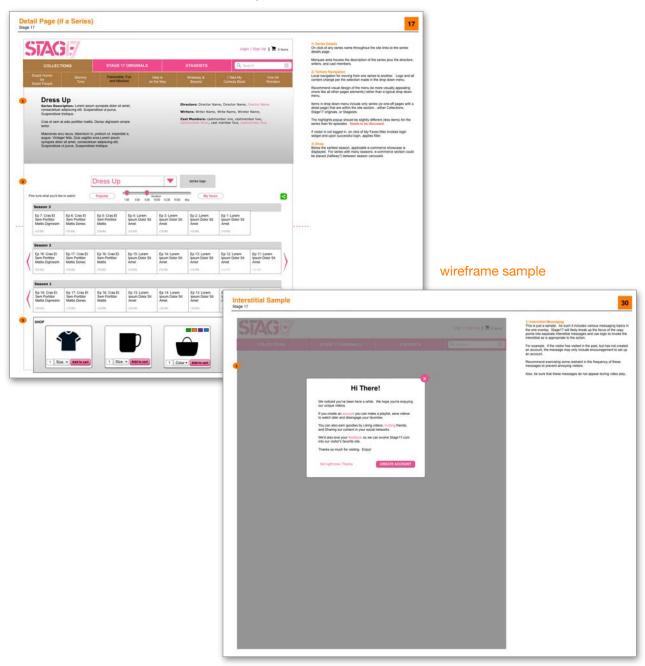
Additionally, the client needed to be educated about information architecture.

Rationale for Design Solution

• Due to the nature of the audience, fairly recognizable (and consistent) pages layouts, design patterns, action icons (like 'share', 'add to playlist', etc.) needed to be utilized.

• While the experience was primarily about viewing videos, the IA could not be suffered due to the large volume and inconsistent categorization of the videos.

• Needed to balance the desire to showcase videos with the ability for users to browse without needing to explore an inordinate number of pages.

ENTERTAINMENT SHOWCASE & COMMUNITY - continued

wireframe sample

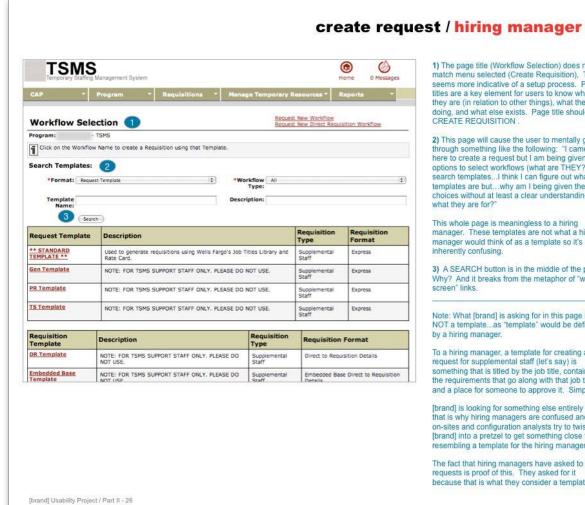wireframe sample

Rationale for Design Solution (cont'd)

• Needed to be scalable since the volume and categorizations of videos were expected to grow.

• Needed to consider future state e-commerce aspect.

• Needed to consider future state "social chatter" aspect.

Success Measurements:

Client was extremely happy with the design and during our worksession, came to understand information architecture, as well as, the rationale for things I recommended or recommended against.

WEB APPLICATION

audit sample

Project Description

This six-month consultancy called for improving the usability of a complex, web-based, software product in the recruiting industry that connected and serviced hiring managers, recruiters, and contractors alike, in a single digital marketplace.

Direct Contributions

• Research (user interviews)
• Research (deep product exploration & testing)
• Personas (identification of, and as a deliverable)
• Usability Audit & High Level Recommendations (Presentation of my audits has significantly improved over time.)
• Game Plan (executive summary report)
• Information Architecture
• UX Design (wireframes, redesign existing app)
• UX Design (wireframes, design of a dashboard and other new features)
• Process Improvement (Identified manual process points that could be eliminated via automation.)
• Functionality vetting (including identification of a "big data" function that was thought to be critical but was not working and thus, providing useless information)

Challenges:

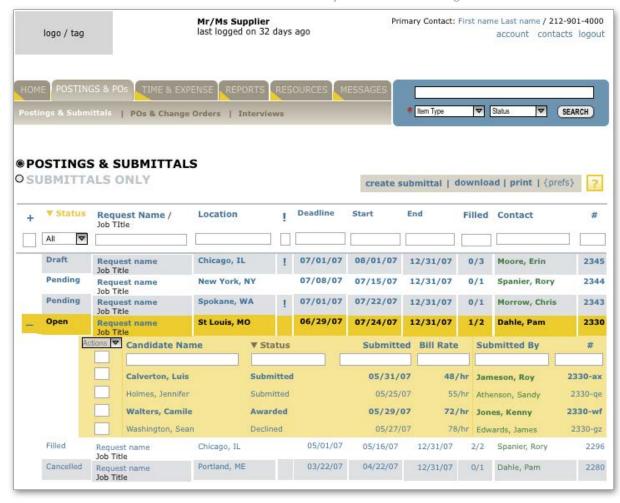• No exiting user research
• No direct access to users (So, I opted to use the company's service people who worked closely with client users, as user surrogates.)
• Application was built for one user type when four primary personas were ultimately identified during my discovery
• Volumes of usability issues
• Extremely poor information architecture
• Huge volume of interrelated content (records)

WEB APPLICATION - continued

wireframe sample

Wires did not include annotations becuase they were walked through in worksessions.

Rationale for Design Solution

Attack the most critical usability issues first.
• Put related information pieces in context of each other. (They were all over the application and users were constantly lost trying to find what they needed.) The use of nested lists shown at left was the solution for that problem.
• Improve the presentation, intutitiveness, and functionality of the lists/tables. (These were the users' primary means of finding and viewing data records.)
• Provide "you are here" indicators
• Improve feedback mechanisms and visual cues
• Eliminate icons that didn't communicate well
• Eliminate stale content from the default view

Success Measurements:

My boss asked for a 2-hour block at the next Leadership Meeting (CEO & VPs) so that I could present my audit and my high-level design recommendations.

Not only did everyone begin to understand the product's many issues but after I described one of my primary solutions, the VP of New Business told the room that folks from Microsoft (in a meeting with them as potential new clients), had asked for precisely the feature I was recommending.

Furthermore, I was asked to give the presentation to all departments (including the dev team) to educate them. After that, the dev folks would ask for my input on the usability of features they were developing for the existing pipeline of work.

I was also re-contracted for an additional 3 months to flesh out the details of my high-level design recommendations.

INSTITUTE SITE LAUNCH

wirefame sample

Project Description:

Create the information architecture and design concept options for a pitch for a newly formed institute.

Direct Contributions

- Information Architecture ("content site map")
- UX Design (wireframes)
- Persona Matrix (some thinking, mostly the production of it)

Challenges:

- Since there was no existing site or content, regular site maps would not suffice to help the prospective client understand the content ideas the team had in mind.

- The content also included a vast library of research which might be sought via a variety of different data pieces.

Rationale for Design Solution

Since this was a pitch, a fully fleshed out design was not required. Making an impact with the recommended content and high-level design ideas was the critical need. Therefore, wireframe details were dialed down a bit.

That said, tackling ideas for how users could find desired research (from a voluminous libary) was needed.
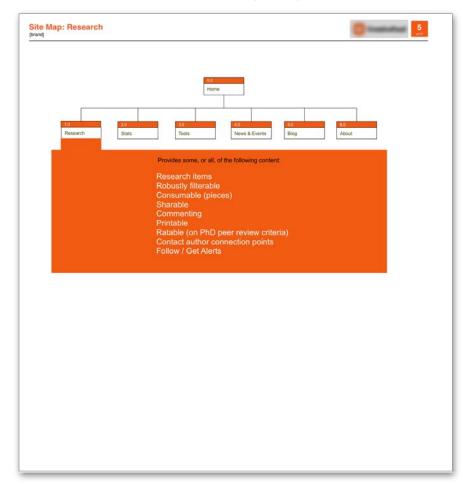
Success Measurements:

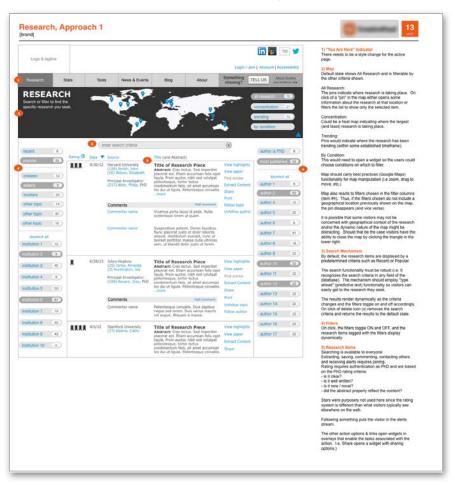The Creative Director led the project and was thrilled with my deliverable.

Awhile later, he recommended me to another agency.

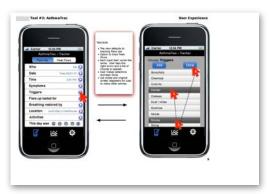# INSTITUTE SITE LAUNCH - additional samples

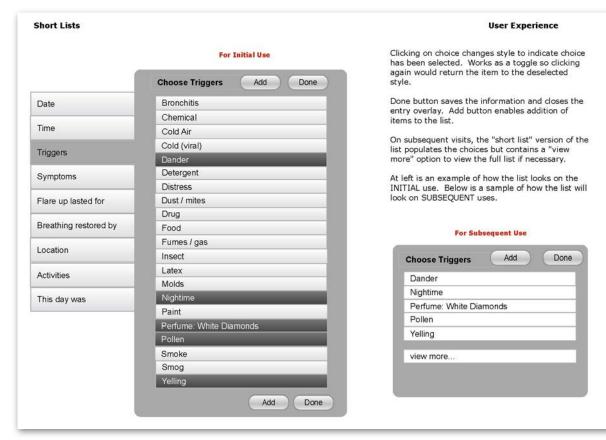"content site map" sample

wireframe sample

ASTHMA APP CONCEPT

"concept wireframe" sample

"concept wireframe" sample

Project Description

This was not a client designated project. The agency was pitching the app idea.

Create a mobile app that tracks asthma attacks (enabling patients to more accurately report their "flare up" history to their doctors).

This was in the early days of mobile and the client was particulalrly in the dark about mobile apps. Thus, the presentation needed to be simple and educational.

Direct Contribution

Traditional wireframes weren't used because the deliverable just needed to be conceptual so the client could understand the general features of the app.

The feature set was loosely defined by the account manager but the design and interactions were mine.

Challenges

There is a long list of asthma triggers but each sufferer only experiences a few, unique to him/her, on a regular basis.

Rationale for Design Solution

The app would be utilized right after an asthma attack…a very stressful and uncomfortable time. If it was burdensome to enter the information, patients would not likely use the app.

As such, I designed the concept of a "short list", to be surfaced subsequent to the first time a user designated their triggers.

Success Measurements:

Client was very happy with the idea and design, touted it as "coming soon" on the home page of the website, and sought funding to develop it.

CONTROLLED VOCABULARY

concept / visualization samples

Project Description

This was not a design project but was so successful, it became a design. The client, and our agency, were being introduced to controlled vocabularies for the first time, by an expert.
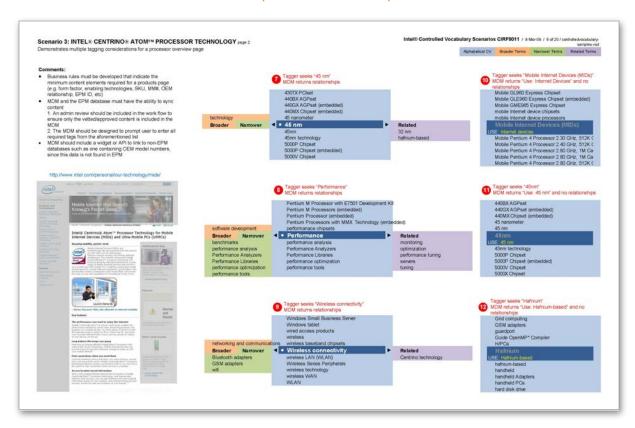
The client was having difficulty understanding how a controlled vocabulary might be employed for the purpose of enabling content authors to tag content in a consistent and meaningful manner.

Thus, the account manager asked me to create "any sort of visualization" that could enlighten the client.

Direct Contribution

A concept / visualization to express the idea.

Challenges:

• My novice exposure to the concept
• No contact with actual content authors
• No familiarity with any precedent for presenting such information

Rationale for Design Solution

This was not intended to be an actual interface design, just a conceptual illustration. However, I could not imagine being able to enlighten the client without considering what would make it easy to use for the content authors. So, I expressed the idea accordingly.

Success Measurements:

The account manager informed me that the third party firm which was already in contract with the client realized its existing interface for tagging content from controlled vocabularies was not sufficient to meet the client's needs.

That firm took my illustration as designed, and built it as a custom interface for the client.

DESIGN PROCESS

SIMPLE

Every project carries different circumstances, teams, research, and supporting materials…or not. So my process is somewhat fluid. It's simple, and generally as follows, but I supplant as needed if something is missing.

DIG --> DRAW --> DISPROVE --> DELIVER
(Iterate as needed)

Dig
I roll up my sleeves and dig…
• into user research (if available).
• into the existing experience...even if an audit is not required as a deliverable. I review the existing interfaces to identify usability issues, to absorb the full complement of the content and/or functionality, and to identify missed opportunities.
• into business rules and goals.
• into the competition. However, am careful to distinguish between what constitutes inspiration and what is not worthy of following.

Draw
My designs are holistic and I adjust / amend as needed when I reach each new page or screen, insuring that the design solution is fully thought out.

Disprove
I walk through the design experience wearing the hat of each persona, see where things break down, and revise as needed.

Deliver
• with detailed annotations including rationale and recommendations
• including any supporting information that might be needed (process flows, concept visualizations, business rules analysis and questions, etc.)

UNIMPEDED

When insights are lacking, I find a way to obtain surrogates for the necessary information.

When **Digging**
I've worked on many projects which did not provide adequate insights. Following are samples of my tenacity in finding the insights I needed.

• When asked to improve the design of a chat widget from a prior year, I asked to see the existing design. Neither the agency, nor the client, had any design documentation whatsoever, not even one screen shot.

I was told, "All we have are the chat transcripts." I said, "Give them to me." I poured through the volumes of comments, gained amazing insights to inform my design, and to make substantial recommendations.

• On a project for tools used by very specific, technical professionals in the telecom industry, the persona descriptions did not provide sufficient information for me to undertand the roles.

I did various searches of those job titles in LinkedIn and read the descriptions. That did the trick in gaining better insights as to the tasks each role performed and the information that was key to them.

When **Disproving**
When my design includes something that is not a common design pattern or concept, I use Usability Hub to do quick tests to vet the ideas.

On occasion, friends and neighbors have also proven to be a good source to vet such ideas.

THANK YOU FOR VIEWING

Maureen Murphy

+1-516-610-8669

maureenm5@me.com

medic@usabilitymedic.com

DELIGHTED CLIENTS

I'm humbled to have recevied a good deal of praise from satisfied clients. Viewable at:

www.maureenmurphy.me/praise/