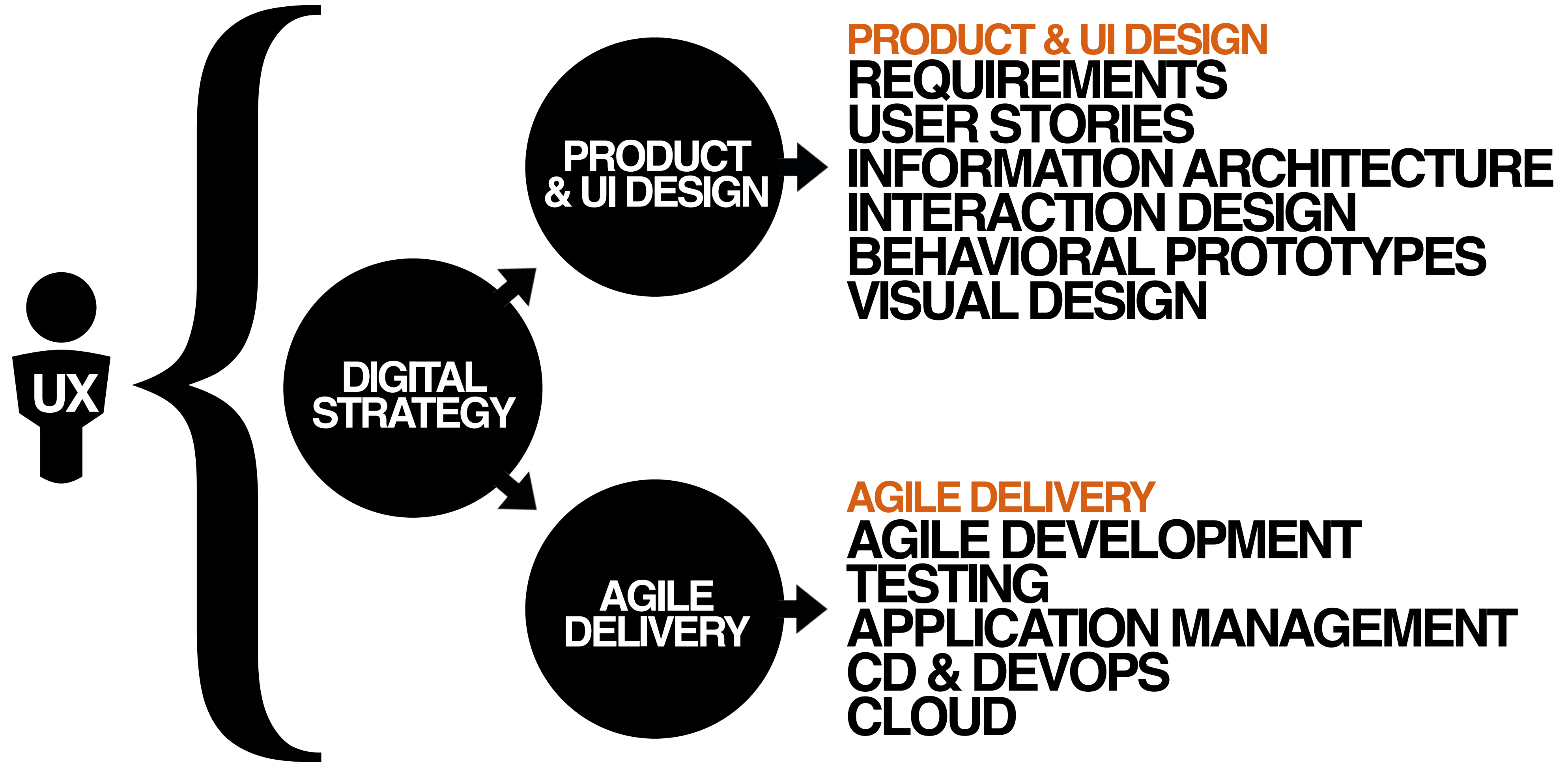Hi

UX & DESIGN PROCESS

UX & DESIGN PROCESS

DISCOVERY

VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION

USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION

USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

DOCUMENT THE VISION AND GOALS FOR EACH APPLICATION WITHIN THE ENGAGEMENT.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

THIS IS YOUR STORY. WE'RE HERE TO HELP YOU TELL IT IN THE BEST WAY POSSIBLE.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

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USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

EVALUATE CURRENT STATE AND ALL AVAILABLE DATA TO MAKE RECOMMENDATIONS FOR MOVING FORWARD.

UX & DESIGN PROCESS

DISCOVERY

VISION & GOALS*
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COMPETITIVE ANALYSIS

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CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION

USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

UNDERSTAND THE BASELINE, DETERMINE KEY DIFFERENTIATORS.

UX & DESIGN PROCESS

DISCOVERY

VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

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CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION

USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

WHO ARE THE USERS FOR EACH APPLICATION AND WHAT ARE THEY USING IT TO ACCOMPLISH?

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

HOW MUCH CONTENT IS REQUIRED? HOW IS IT ORGANIZED?WHERE IS IT COMING FROM?

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
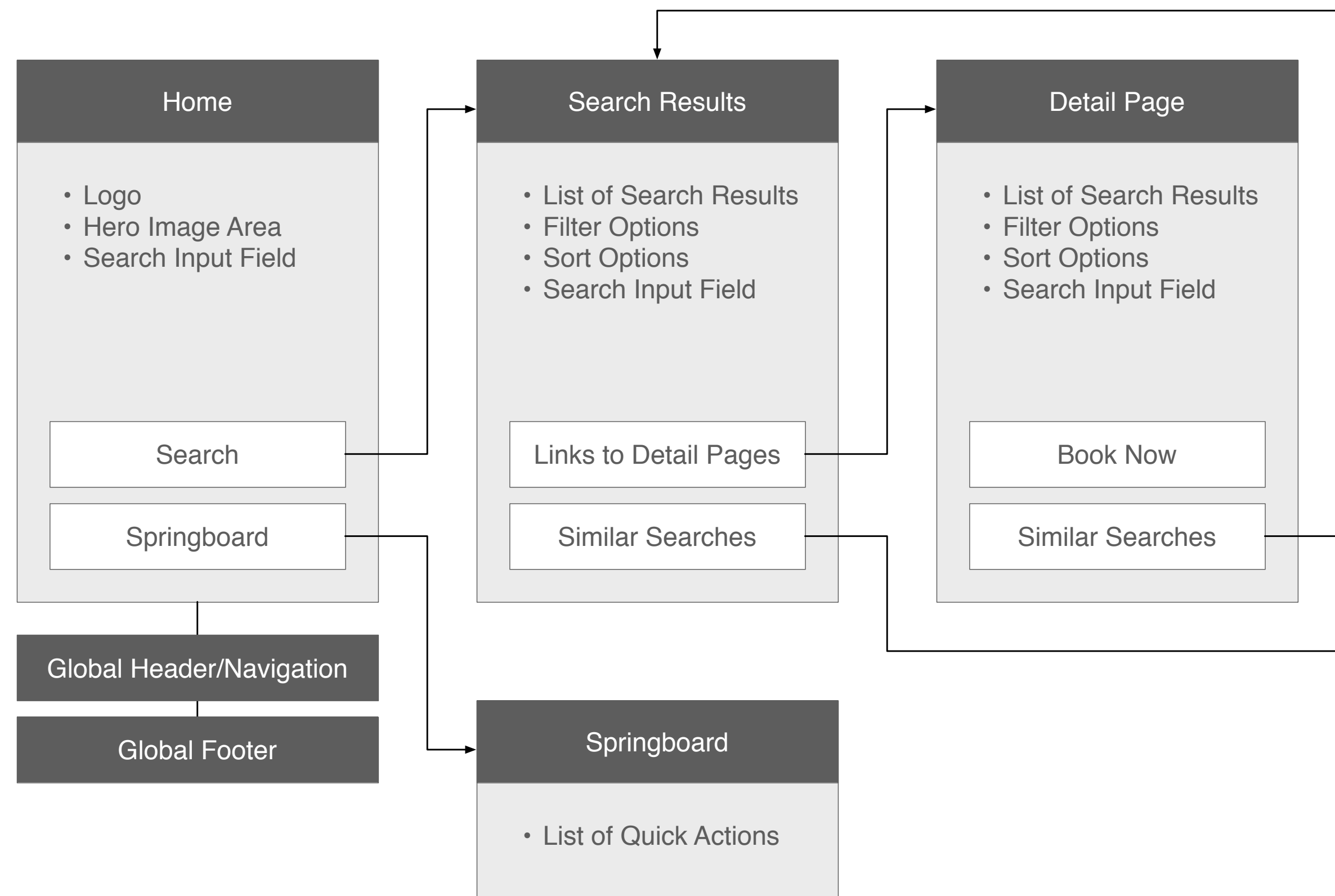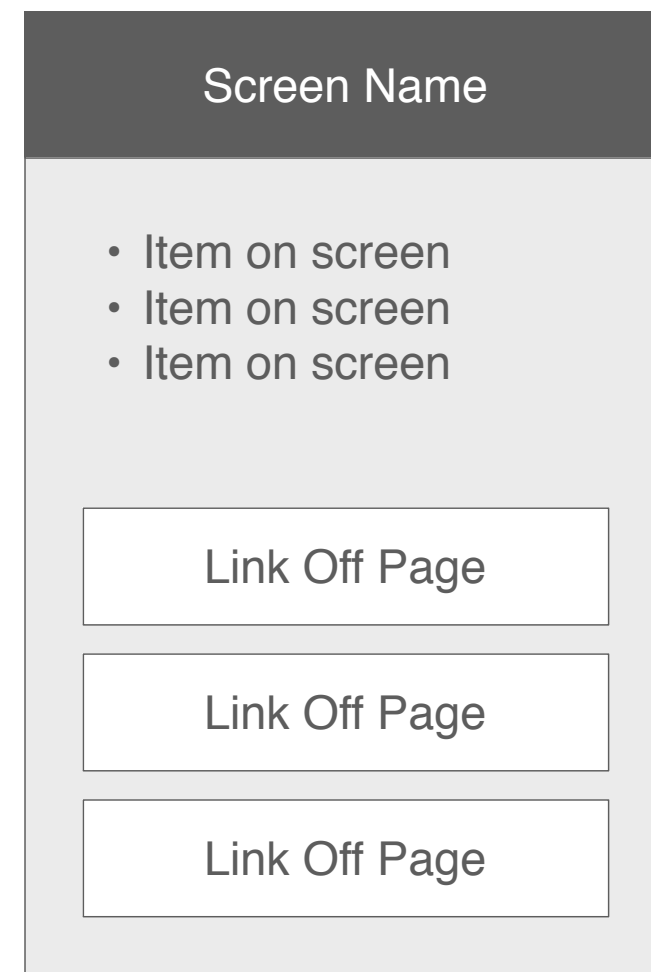WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

DESIGN THE INFORMATION ARCHITECTURE (HIERARCHY OF HOW THE SCREENS ARE CONNECTED).

WORKFLOWS

Key:

Screen Name
• Item on screen
• Item on screen
• Item on screen
Link Off Page
Link Off Page
Link Off Page

Home
• Logo
• Hero Image Area
• Search Input Field
Search
Springboard

Global Header/Navigation
Global Footer

Search Results
• List of Search Results
• Filter Options
• Sort Options
• Search Input Field
Links to Detail Pages
Similar Searches

Detail Page
• List of Search Results
• Filter Options
• Sort Options
• Search Input Field
Book Now
Similar Searches

Springboard
• List of Quick Actions

10

UX & DESIGN PROCESS

DISCOVERY
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STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

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CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

THE DESIGN OF THE INDIVIDUAL SCREENS, SHOWING ALL CONTROLS AND CONTENT (NOT FINAL AESTHETICS).

WIREFRAMES

Annotations

1 **Home**
This is the screen that is shown when a user launches the app.

2 **Settings Icon** *(Req #3.8)*
Tapping this icon will open the Settings screen (see page 5).

3 **Notifications Icon** *(Req #3.9)*
Tapping this icon will open the Notifications flyout (see page 6). A numbered badge will show the number of new notifications.

4 **Menu Icon** *(Req #3.8)*
Tapping this icon will open the Menu (see page 7).

5 **Search Field** *(Req #4.4)*
Users can type search terms into this field. Tapping "return" on the keyboard or tapping the search icon after entering in search terms will initiate the search.

6 **Springboard Button** *(Req #5.5)*
Tapping this button will open the Springboard screen (see page 8).

7 **Search Results Screen**
This screen shows the search results.

8 **Filter Button** *(Req #8.7)*
Tapping this button opens the Filter menu (see page 9) where the user can filter the displayed search results.

9 **Sort Options** *(Req #8.8)*
The user can sort the search results by "Best Match" (see technical specification for algorithm details), "Newest," and "Oldest." "Best Match" is default.

10 **Search Result** *(Req #9.1)*
Each search result shows a document type icon, document name, and short description.

Screen 1 — Home

Endava

Search

SPRING BOARD ICON

SPRINGBOARD

Screen 2 — Search Results

Search Results

Search

Filter

Best Match | Newest | Oldest

Document A
Lorem ipsum dolor sit amet, case illum liber vel an. Aperiam explicari usu no.

Document B
Lorem ipsum dolor sit amet, case illum liber vel an. Aperiam explicari usu no.

Document B
Lorem ipsum dolor sit amet, case illum liber vel an. Aperiam explicari usu no.

SPRING BOARD ICON

SPRINGBOARD

UX & DESIGN PROCESS

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WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

VALIDATION OF ALL DESIGN DECISIONS. ITERATION TO ENSURE OPTIMAL USER EXPERIENCE.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
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CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

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USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS* ···············
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

DESIGN MULTIPLE 'LOOK AND FEEL' OPTIONS.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES*

DESIGN FINAL LOOK AND FEEL FOR EACH CORE SCREEN AND TEMPLATE.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS*
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS*
WIREFRAMES*

EXCUTION
USER TESTING
CREATIVE TREATMENTS*
FULL CREATIVE*
INTERACTIVE PROTOTYPES* ....

VALIDATE FINAL DESIGNS WITH STAKEHOLDERS AND/ OR USERS.

ASURION

ASURION GOALS

Focus on providing the research, strategy, requirements, and user experience design for the enhanced version of the Asurion website while adhering to Asurion's CX6 principles.

Review market data, current web usage, and the expanding competitive landscape to determine the values and priorities of existing Asurion customers.

Identify the corporate goals of the Asurion.com initiative as well as define the KPIs that will allow the quantification of success.

Define and document the requirements that will drive the design and development of this website.

Recommend a platform and define an architectural roadmap that has a robust CMS, allowing for the ability to create unique layouts and the delivery of an intuitive browsing experience.

EMPLOYEE QUESTIONNAIRE RESULTS

We asked Asurion employees their thoughts on how we could improve the website…

"Customers will find the sense of security of Asurion provides highlights their relationships with their carrier partners [AT&T, Verizon, etc.]."

"Getting the user to the claim-filing process is imperative. Customers arrive at the website frustrated and should be able to find this functionality easily."

"Users should understand that they can use Asurion not only when their device breaks, but when they want to know how to use their appliances efficiently."

CONSUMER QUESTIONNAIRE HIGHLIGHTS

"

Only recognize the Asurion brand when they act on their insurance.

Visit the website with the intention to file a claim.

Unaware that Asurion does more than mobile device insurance.

Did not scroll below the fold on the homepage, let alone scroll at all.

Had trouble or could not access the blog at all when asked.

Would leave the website if instructions for anything were **too complicated or required too many clicks.**

Enjoy the blog's content and **would revisit.**

Value the presence of reviews, but **do not trust Asurion** displaying only perfect reviews on the front page; they feel that it makes the reviewer look hired.

"

TRAFFIC

77.1% HOMEPAGE

33.6% ABOUT

16% SERVICES

10.7% FAQs

2% SEARCH

1.5% APP CENTER

1.8% REVIEWS

0.7% NEWS

TIME SPENT PER VISIT

24.2%
LESS THAN 1 MINUTE

31.5%
1-5 MINUTES

17.7%
5-10 MINUTES

20.7%
10-30 MINUTES

4.6%
30-60 MINUTES

0.8%
1-2 HOURS

0.3%
2-5 HOURS

0.2%
5-10 HOURS
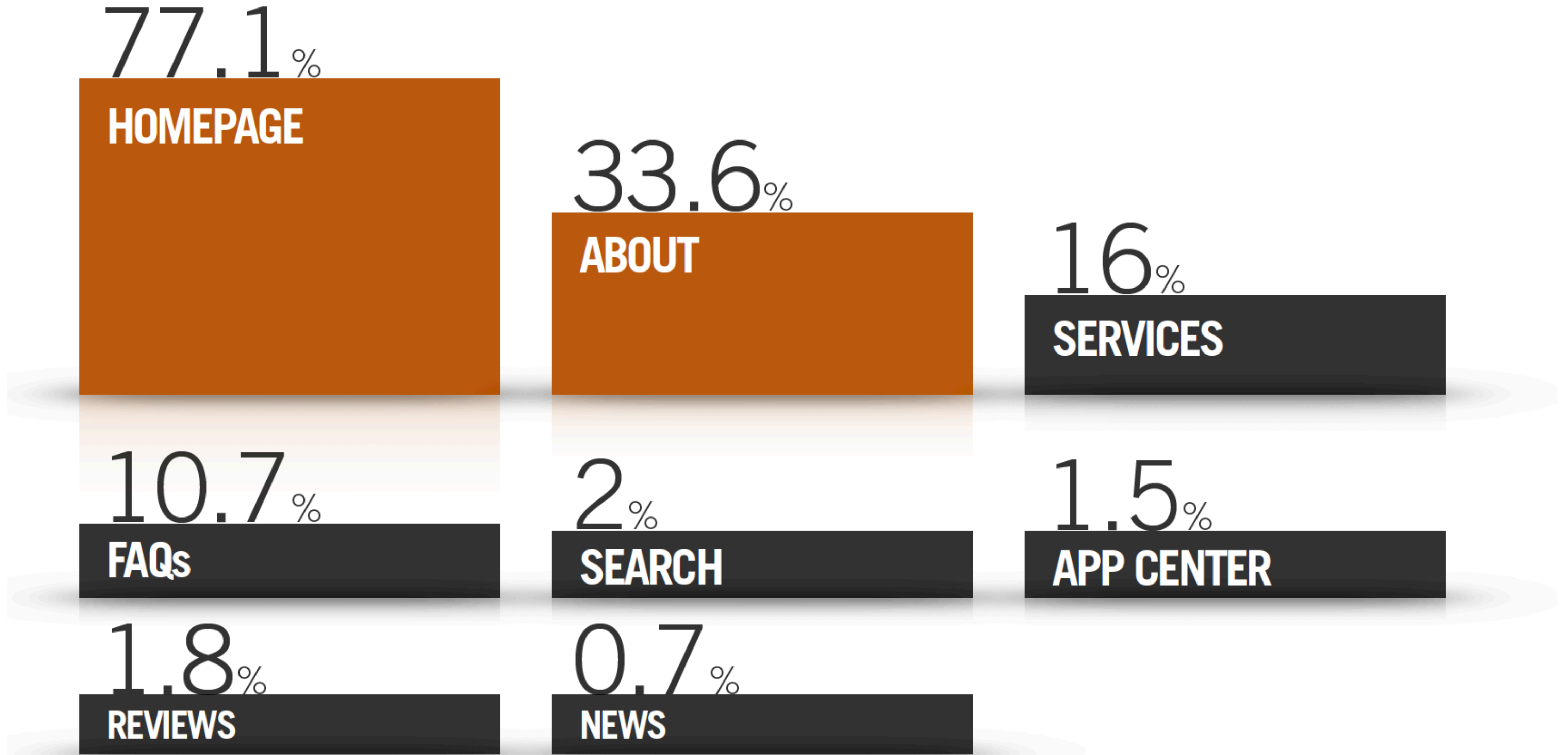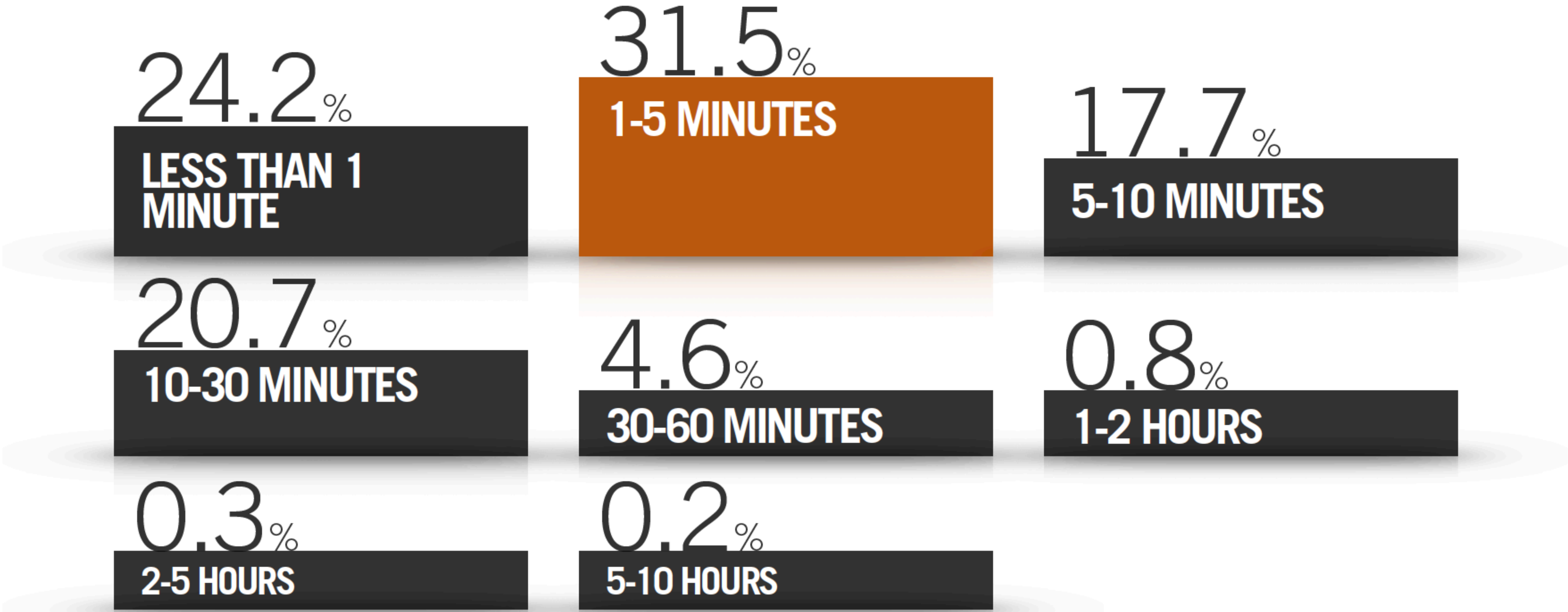
ASURION WEBSITE ANALYTICS

TRAFFIC

SECTION OF SITE	NUMBER OF VISITORS
Homepage	77.10%
About	33.6%
Services	16%
FAQs	10.70%
Search	2%
App Center	1.5%
Reviews	1.8%
News	0.7%

ACQUISITION

REFERRER TYPE	CURRENT VISITORS	% SITE VISITORS
Natural Search	228, 472	63.5%
Direct	113,737	31.6%
General Referring Domains	17,577	4.9%
Email	2,079	0.6%
Social Networks	1,947	0.5%
Partner Sites	665	0.2%
Display	5	0.0%
Social Media	4	0.0%

ASURION WEBSITE ANALYTICS

TIME SPENT PER VISIT

TIME SPENT	PERCENT OF VISITORS
Less than 1 minute	24.20%
1-5 minutes	31.50%
5-10 minutes	17.70%
10-30 minutes	20.70%
30-60 minutes	4.60%
1-2 hours	0.80%
2-5 hours	0.30%
5-10 hours	0.20%

RETURN FREQUENCY

RETURN FREQUENCY	PERCENT OF VISITORS
Less than 1 day	20.00%
1 to 3 days	5.10%
3 to 7 days	3.20%
7 to 14	2.10%
14 days to 1 month	2.00%
Longer than 1 month	3.60%

SOCIAL MEDIA OUTLOOK
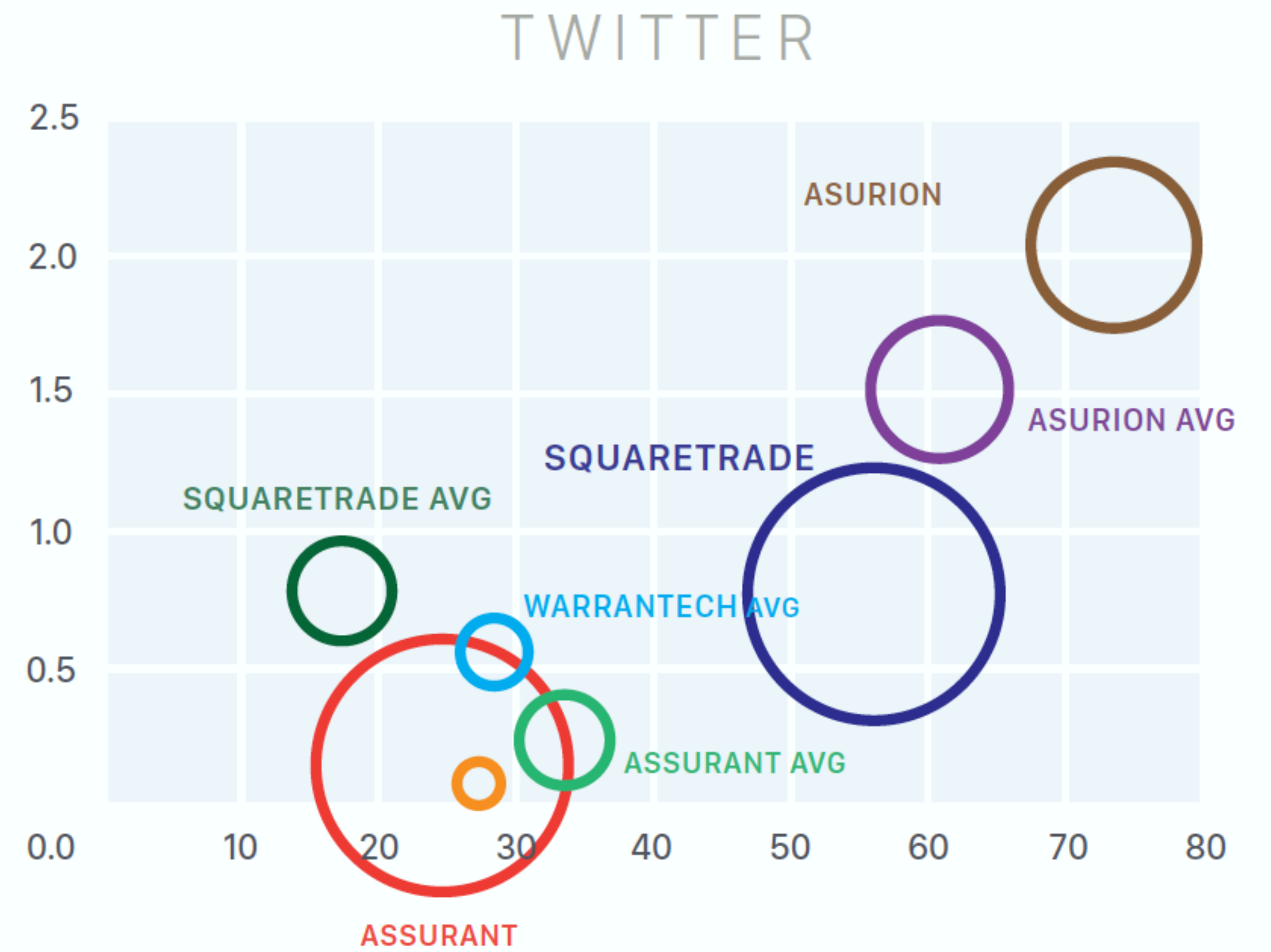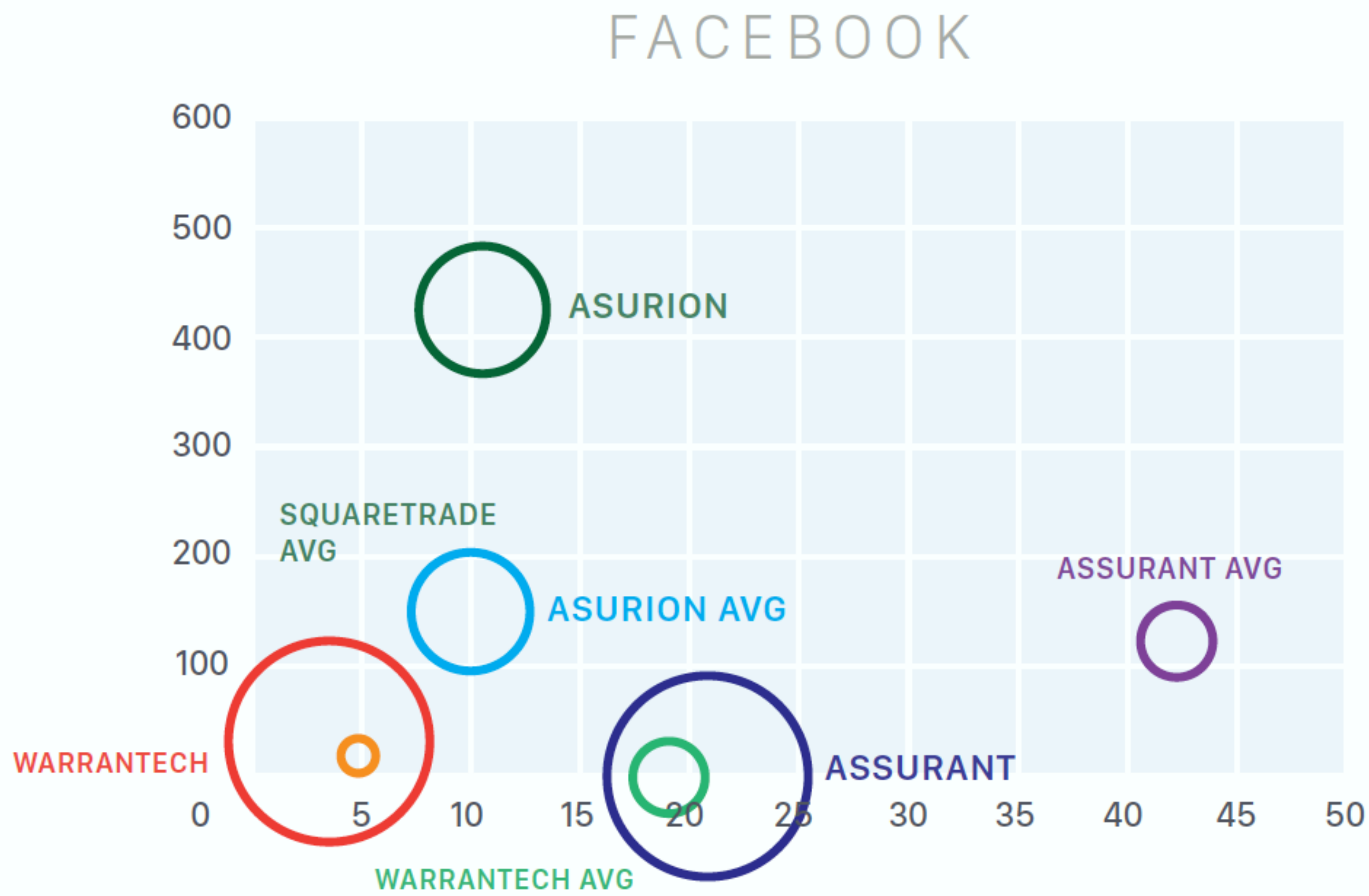
COMPETITIVE SITE ANALYSIS

BASED ON EMPLOYEE INTERVIEWS, THE FOLLOWING WEBSITES WERE THE TOP THREE SUGGESTIONS WORTH WITH UX/UI/ STORYTELLING I INFLUENCES WORTH EXAMINING.

26

COMPETITIVE SITE ANALYSIS

GOENJOY.COM

HOW IT WORKS
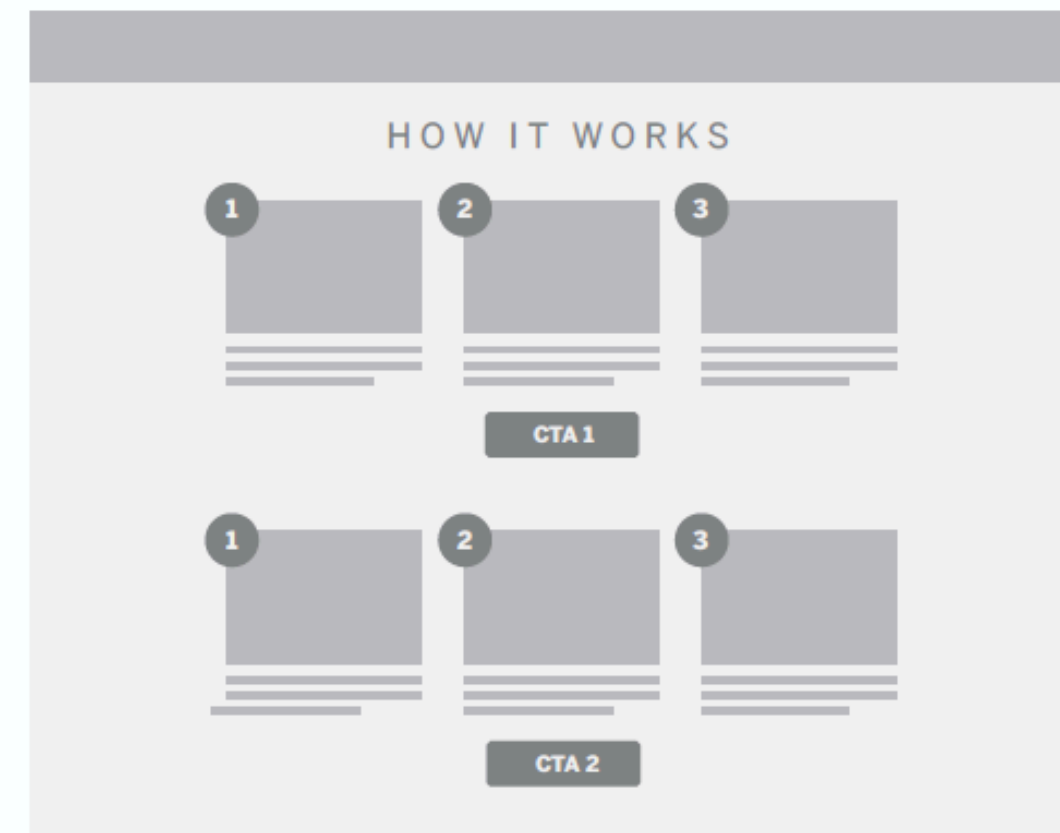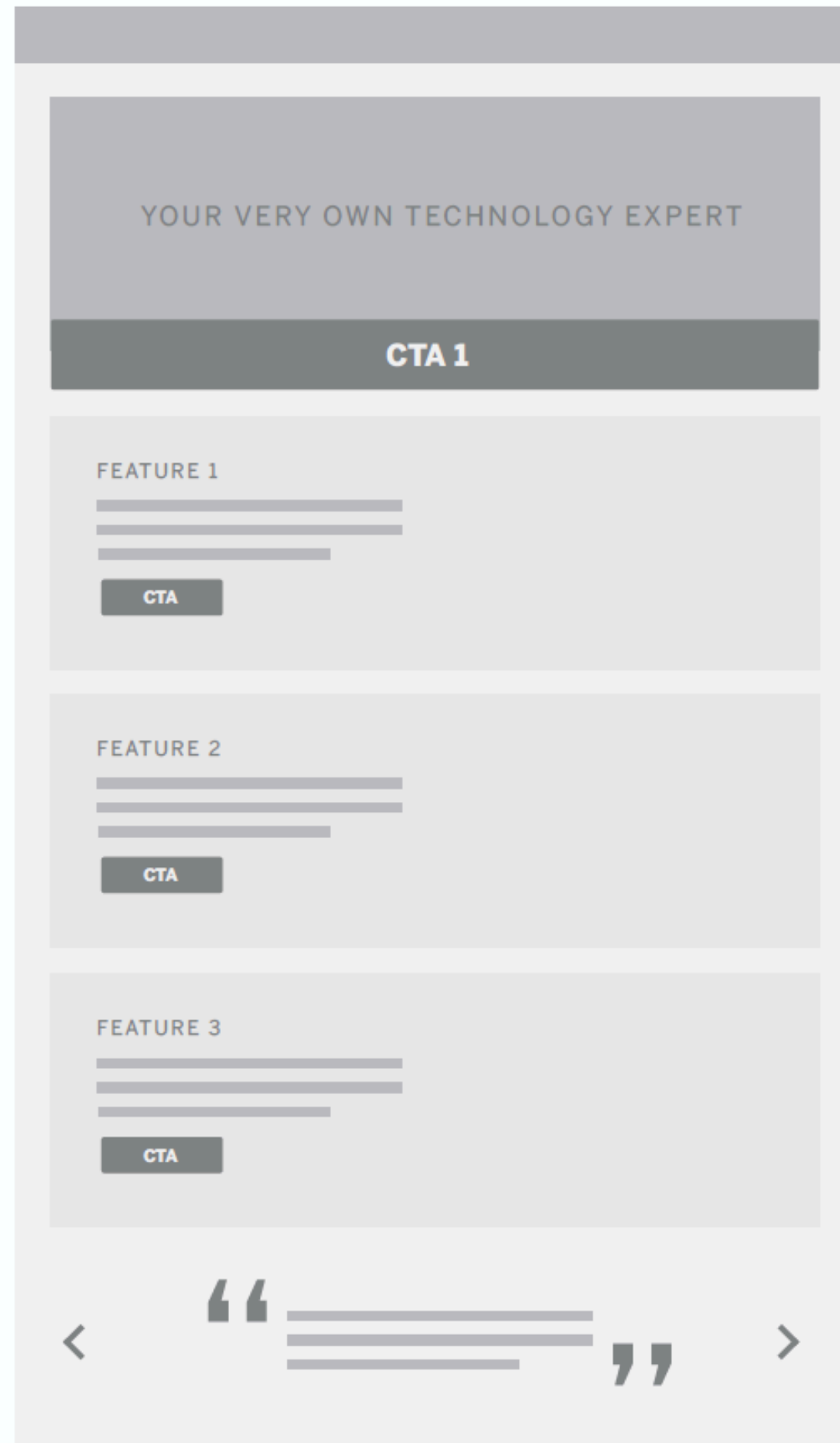
Biographical Hero Text
"Your very own technology Expert." An opening statement that communicates the primary service that Enjoy provides to the end-user. The user is instantly acquainted with what Enjoy is providing. The description hovers above a relevant image. Appended to the bottom of the hero section is essentially a "Step 1" call to action that invites the user into their service process

Homepage Storytelling
Each sequential section underneath describes an additional service with a neighboring call to action and rich, descriptive imagery. Each section can almost be seen as a "Chapter 1, Chapter 2," as they describe how Enjoy assists the user from the purchase of their device to their need of technical assistance. It's a vertical timeline with calls to action.

Personal Descriptions
"See if we're in your neighborhood," and "Our experts are here to visit you." are statements given good prominence throughout the website.

Conversational Navigation
"How it works"
"Shop products"
"Get tech help"
"Meet the Experts"

Rather than opting for single words for a section, this navigation is very assistive and consequently clear.

COMPETITIVE SITE ANALYSIS

GOENJOY.COM

GET HELP TODAY

CTA1

HOW IT WORKS

1   2   3

" ____ "

"HI THERE! HOW CAN I HELP?"

FAQ'S

CTA 1/4

OFFERINGS

TAB A   TAB B   TAB C   TAB D

SERVICE FEATURE CALLOUT
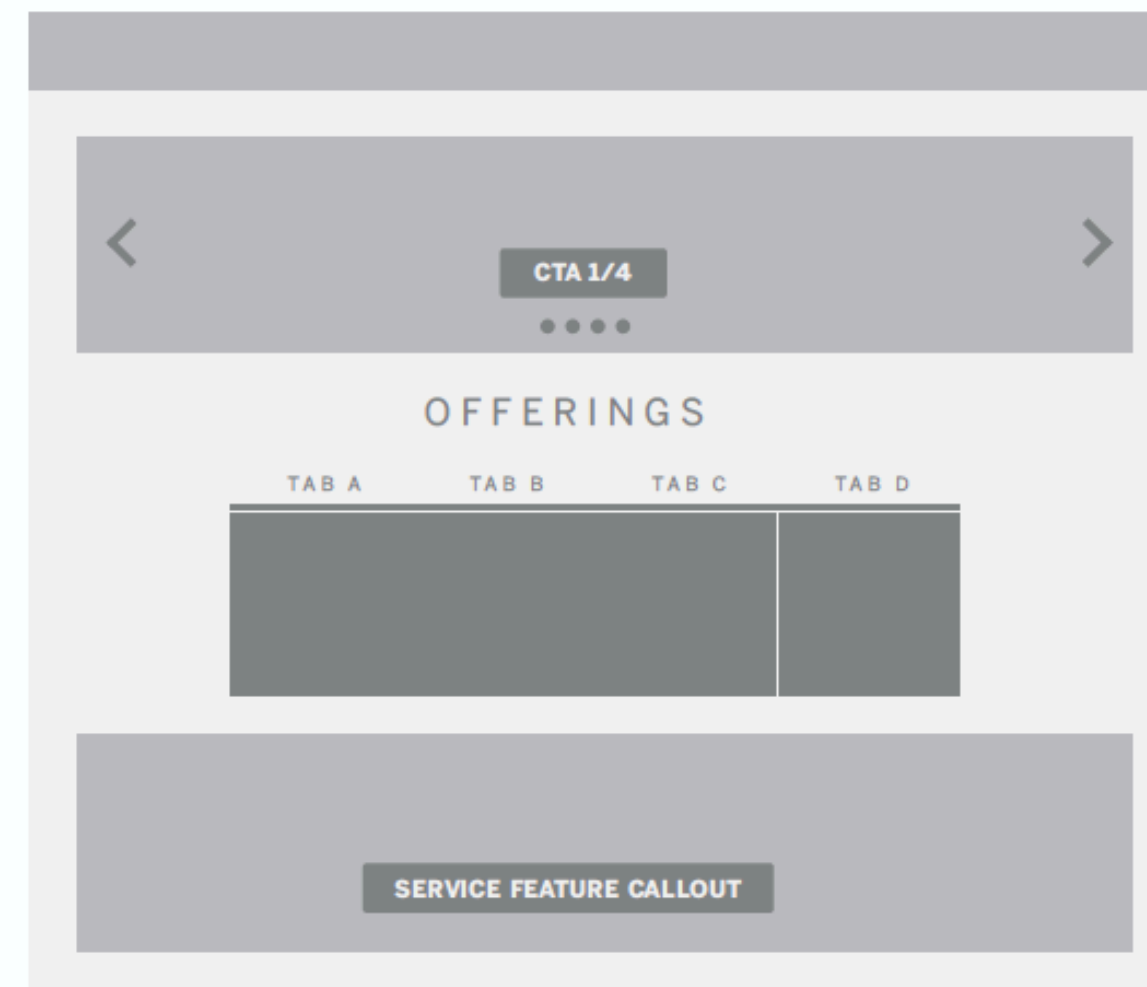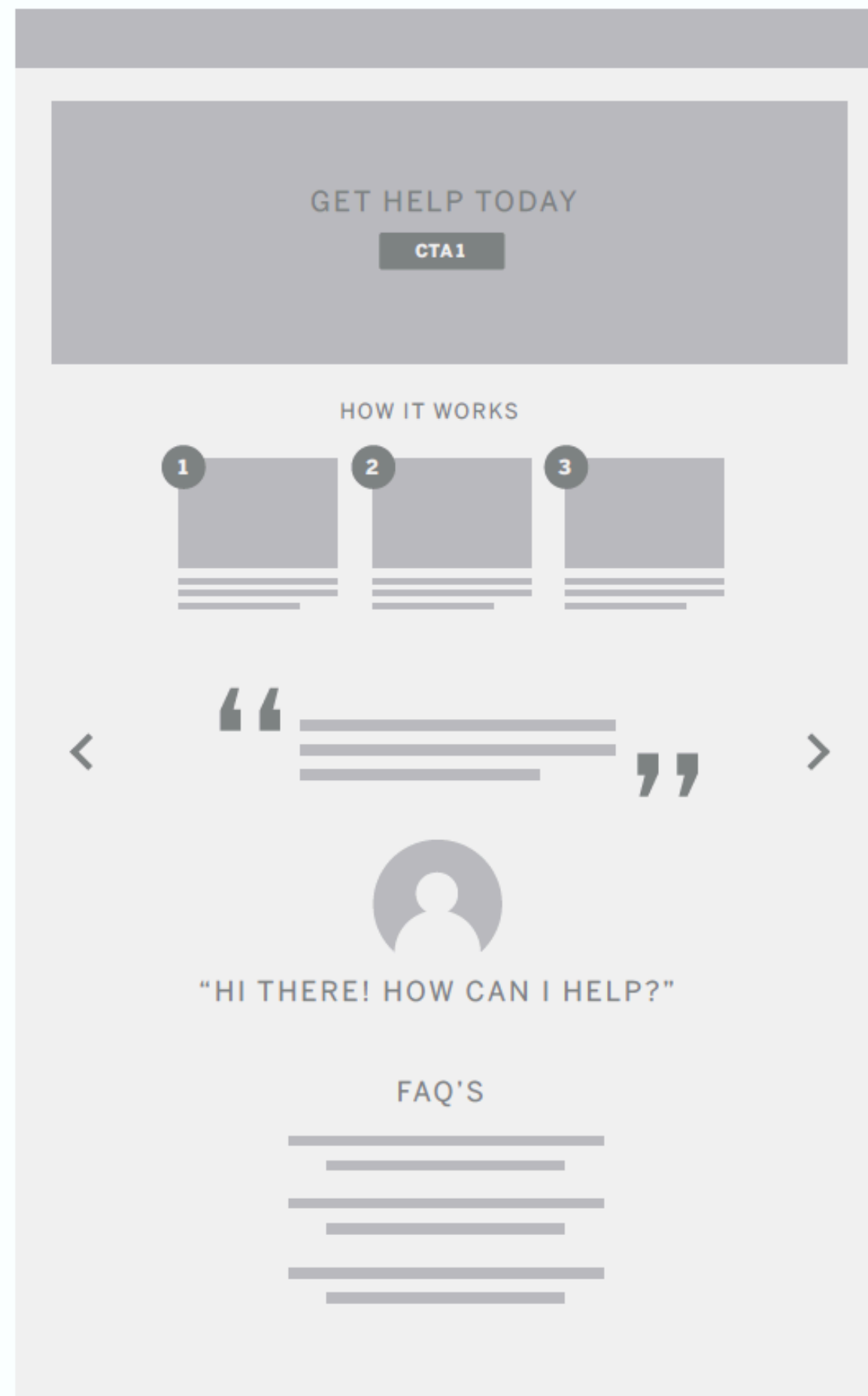
Exports Section
Experts are incredibly personalized. Their biographies have snippets of extracurricular activities enjoyed outside of work. This is very humanizing. It might be nice to capture some bios from people that folks would actually be speaking with.

How It Works
This section is incredibly valuable and worth considering. It creates a step by step timeline of the typical customer purchasing process and how Enjoy can assist them with along the way. This clearly outlines the utility of being an Enjoy customer and alleviates any confusion around what the company is as a whole. Since Enjoy does multiple things, it can often be more palatable and approachable for a user to know the services they offer from a long-term level.

Testimonial Snippets
Having a scrolling ticker of real customer testimonial snippets helps a great deal in communicating the company's involvement with their customers and partners. This easily added life and practicality to seeing Enjoy as a service that is relevant to my life and actively pursuing problem-solving.

COMPETITIVE SITE ANALYSIS

SALESFORCE.COM
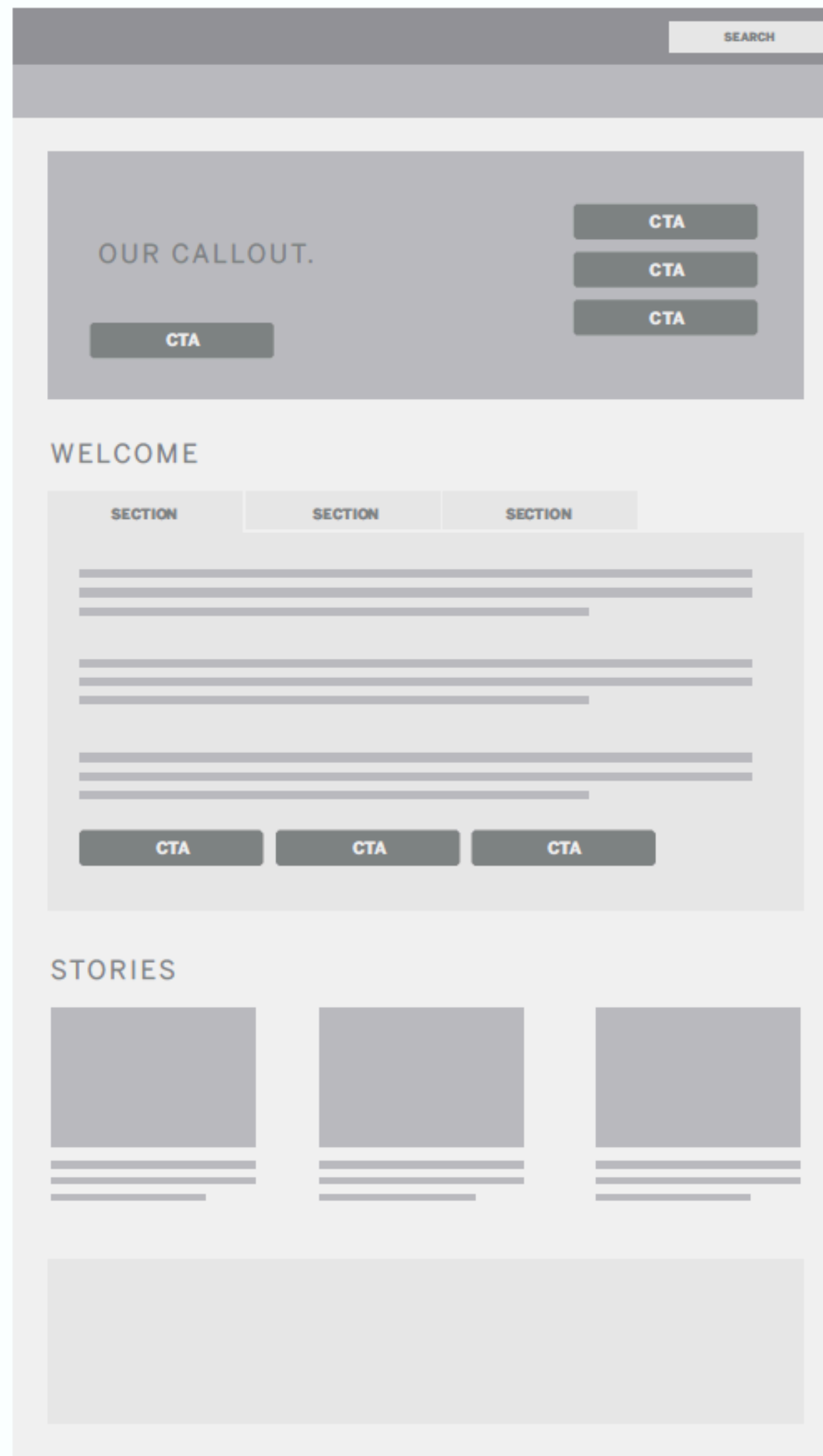
Multiple Callouts

The breadth of the services available through the website can be found in the header banner of the website. There is a convenience found in having the top-tier calls to action above the fold upon page load. However, if not executed correctly, having multiple calls to action without context can be very overwhelming. A header statement is appropriate and does provide proper context for the company's purpose.

Tabbed Information

This is a helpful convention that would aid in conveying a wealth of information across multiple services to the user without a long scroll. Keeping all available categories of information above the fold and readily accessible is an efficient means of informing the user with the least amount of friction. Calls to action at the bottom of the section essentially creates a "one stop shop" for the services that the user might need.

Stories

Storytelling is an essential component of making the company personable and also a potentially desirable place to work. Having a stories widget on the homepage with employee profiles and experiences is an incredibly valuable component for giving off an impression of the quality of life employees have or could have. It also effectively communicates company values from a humanistic level that might get skipped in a mission statement. People connect with other people. It would be valuable to see some of the company ideals materialized through the voice of someone working at the company.

COMPETITIVE SITE ANALYSIS

NIKE.COM
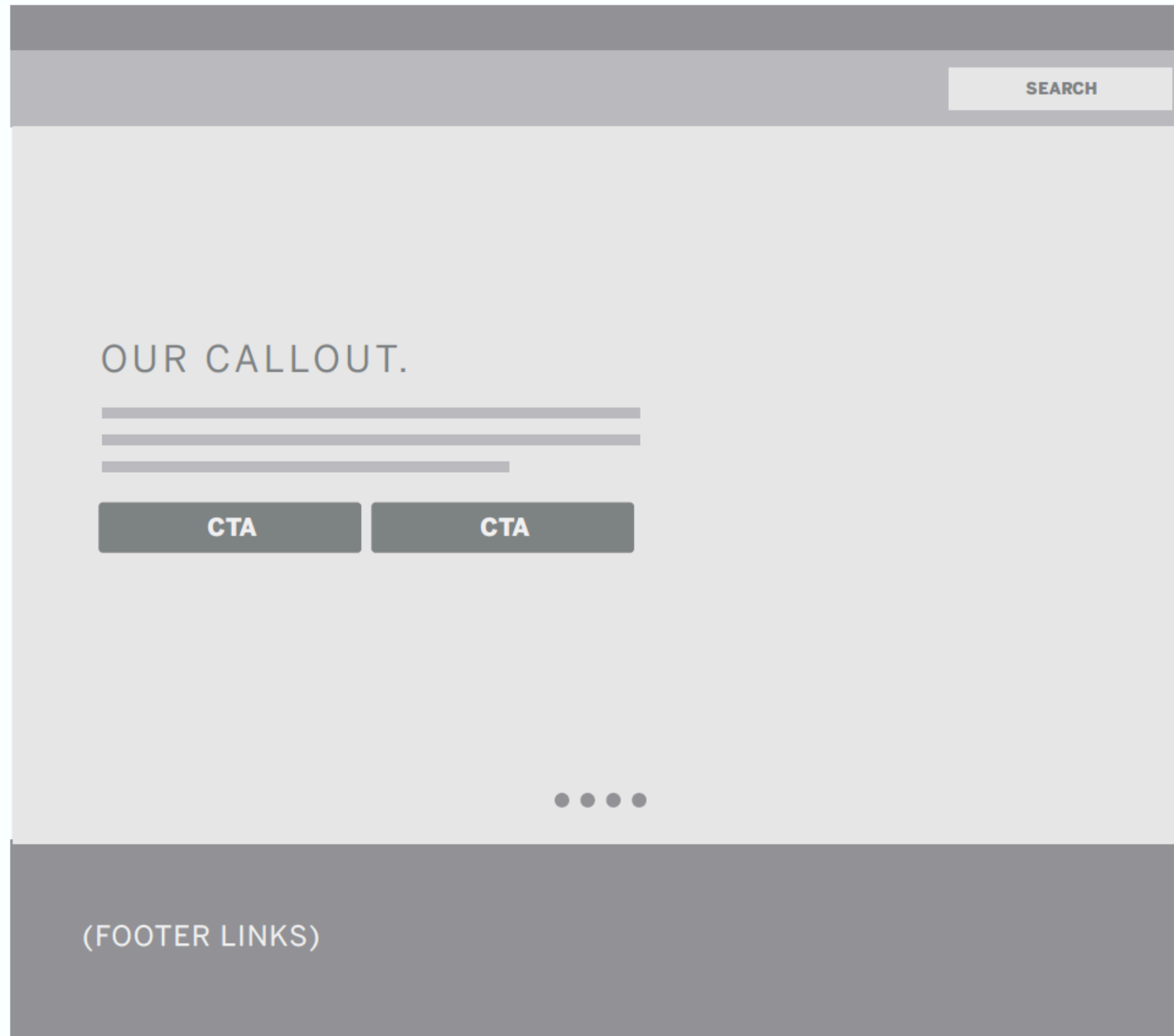
Full Page Hero

This website stands unique from the others suggested in that it doesn't require a scroll. This can be a helpful constraint that keeps all high-priority information upfront. The trade off is that it might not be able to contain as wide a breath of information. What's valuable about this convention is that it uses callouts, brief descriptions, and a contained number of calls to action to bring the user to a detail page with more information. In this instance, all CTA's are clear and entice the user to dig deeper into discovering the company's services and mission.

Horizontal Timed Scroll

The hero section scrolls through a carousel with additional information. Having a horizontal scroll, however, can be just as impactful as having a vertical one.

Two-Tier Navigation

The top of the Nike website contains two levels of navigation. That offers flexibility to clarify all of the sections and services available, considering the homepage layout is much more minimal. It's value is subjective, considering the information the company needs to convey will determine the quantity. A successful execution is having one bar dedicated to service/customer oriented actions and the other dedicated to fine print/informational/FAQ actions.

Footer Links

For users overwhelmed or short on time, the incorporation of a full footer with all site links creates a valued sense of place for the user. Successful UX would negate the need for this. However, in the event that a user is in need something specific and unpopular, a full list of footer links is a helpful utility here.

WIREFRAMES

WIREFRAMES

WIREFRAMES

CREATIVE

CREATIVE

CREATIVE

THANKS.

CREATE A ROADMAP THAT FOCUSES ON LEADS, COST OF OWNERSHIP, AND BRAND CONSISTENCY.

THIS IS A STORY ABOUT MAXIMIZING LEADS AND HOME TRANSACTIONS
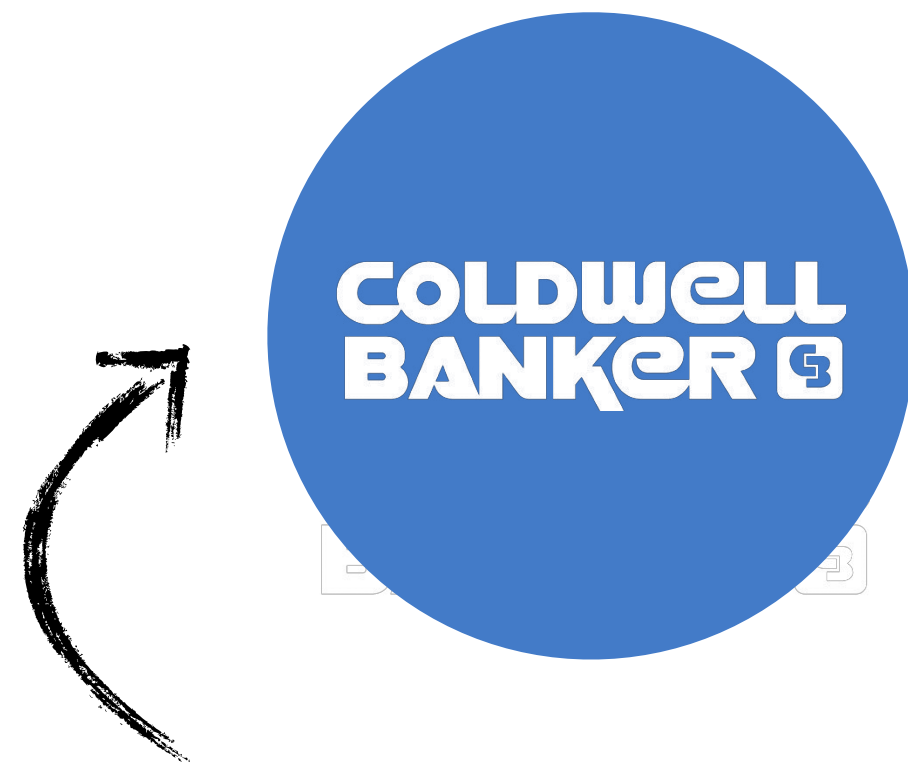
**THINK OF COLDWELL BANKER
AS GRAND CENTRAL STATION**
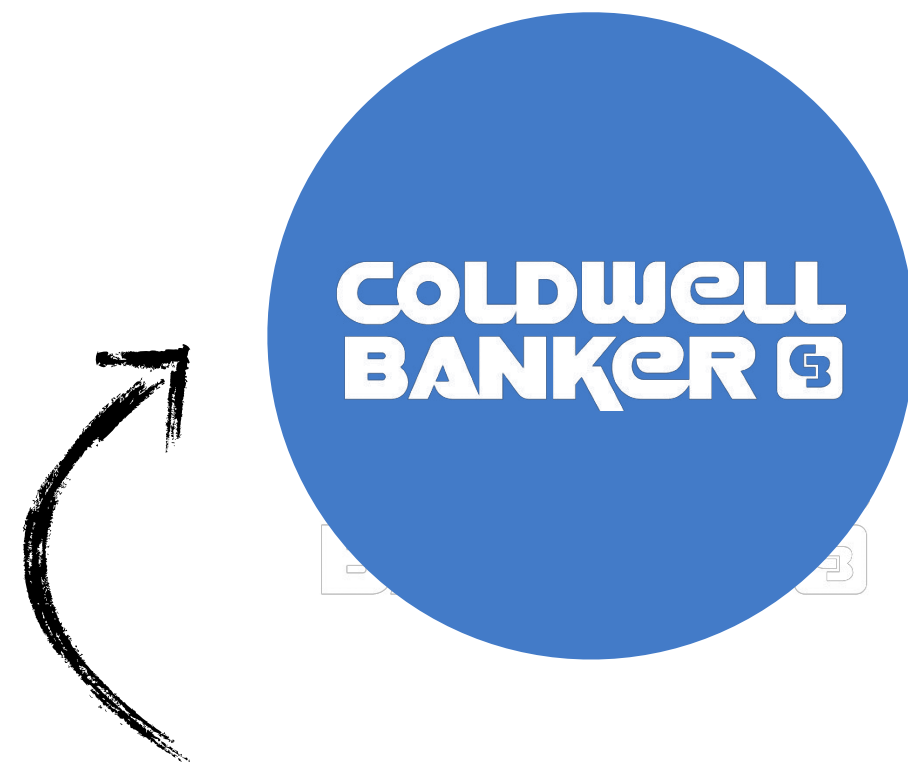
**WHEN ALL TRACKS LEAD HERE,
HOME TRANSACTIONS OCCUR**

JOURNEY

A AGENT

COLDWELL BANKER

THIS IS THE MAIN LINE.

JOURNEY

B BUYER

A AGENT

COLDWELL BANKER

CB MARKETING INITIATIVES MAKE BUYERS AND SELLERS AWARE OF THE BRAND.
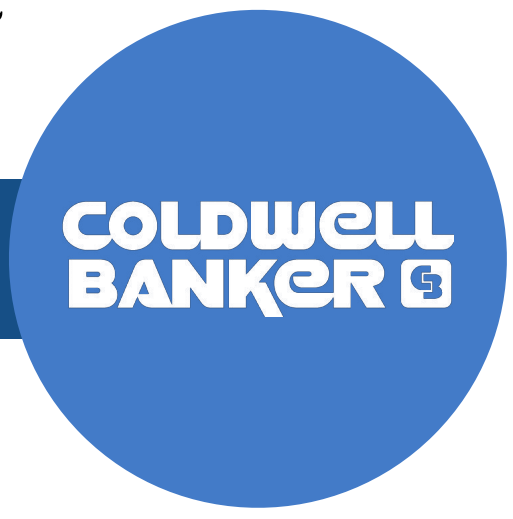
S SELLER

JOURNEY

B BUYER

A AGENT

COLDWELL BANKER

BUYERS AND SELLERS START LAYING THEIR OWN TRACKS (THEY HAVE YET TO CHOOSE AN AGENT)

S SELLER

JOURNEY

B BUYER

A AGENT   COLDWELL BANKER

S SELLER

WE WANT THEIR TRACKS
TO CONVERGE AND ARRIVE
AT CB CENTRAL STATION.

JOURNEY

B
CASUAL INTEREST
PRE-APPROVAL
RESEARCH TOWNS
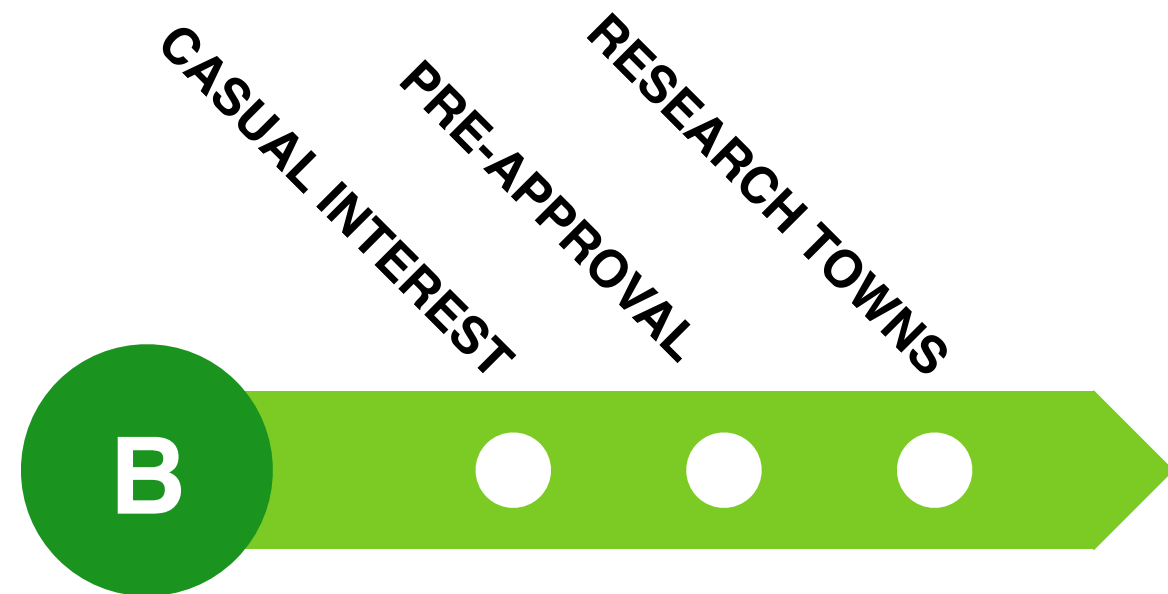
STOPS ALONG THE TRACKS
REPRESENT ACTIVITIES THAT MAY
LEAD CLOSER TO A TRANSACTION

A
BUILD REPUTATION
NETWORKING
MARKETING

COLDWELL BANKER

S
PREVIOUS HOME
CASUAL INTEREST
DECIDE TO SELL

JOURNEY

B

CASUAL INTEREST · PRE-APPROVAL · RESEARCH TOWNS · BROWSE ONLINE (GOOGLE, ZILLOW, ETC) · VIEW LISTINGS · CONTACT AGENT

g

A

BUILD REPUTATION · NETWORKING · MARKETING · ESTABLISH WEB PRESENCE · CLIENT RELATIONSHIP

PROPERTY PAGE

COLDWELL BANKER

PROFILE PAGE

CBx

PROFILE PAGE

S

PREVIOUS HOME · CASUAL INTEREST · DECIDE TO SELL · AGENT RESEARCH · AGENT INTERVIEW · CONNECT TO AGENT

AGENT ACTIVITIES AND **TOOLS** BRING THE TRACKS CLOSER TOGETHER, MAKING THEM MORE LIKELY TO REACH CB CENTRAL STATION TOGETHER (LEADS)…

JOURNEY

B

CASUAL INTEREST
PRE-APPROVAL
RESEARCH TOWNS
BROWSE ONLINE (GOOGLE, ZILLOW, ETC)
VIEW LISTINGS
CONTACT AGENT

A

BUILD REPUTATION
NETWORKING
MARKETING
ESTABLISH WEB PRESENCE
CLIENT RELATIONSHIP

HANDSHAKE

PROPERTY PAGE

g

PROFILE PAGE

CBx

PROFILE PAGE

S

PREVIOUS HOME
CASUAL INTEREST
DECIDE TO SELL
PROFILE PAGE
AGENT RESEARCH
AGENT INTERVIEW
CONNECT TO AGENT

SIGN CONTRACT

COLDWELL BANKER

TRACKS JOIN TOGETHER
WHEN AN AGENT IS SELECTED

JOURNEY

THE AGENT USES TOOLS TO COLLABORATE WITH BUYERS AND SELLERS ALONG THE WAY…

B
CASUAL INTEREST
PRE-APPROVAL
RESEARCH TOWNS
BROWSE ONLINE (GOOGLE, ZILLOW, ETC)
VIEW LISTINGS
CONTACT AGENT
HANDSHAKE

A
BUILD REPUTATION
NETWORKING
MARKETING
ESTABLISH WEB PRESENCE
CLIENT RELATIONSHIP
PROPERTY PAGE
PROFILE PAGE

S
PREVIOUS HOME
CASUAL INTEREST
DECIDE TO SELL
PROFILE PAGE
CBx
CONNECT TO AGENT
AGENT INTERVIEW
AGENT RESEARCH
SIGN CONTRACT

DEFINE SEARCH
PROVIDE RECOMMENDATIONS
DASH BOARD
GUIDE SELLER THROUGH NEGOTIATIONS
LIST
STORY OF THIS HOME
MAINTAIN LISTING
GUIDE SELLER THROUGH SALE OF HOME

COLDWELL BANKER

JOURNEY

AND ENSURES A SMOOTH JOURNEY TOWARDS THE DESTINATION **(HOME TRANSACTION).**

JOURNEY

ALL CORE DIGITAL INITIATIVES SHOULD BE DESIGNED TO DRAW THE TRACKS CLOSER TOGETHER (LEAD > CONTRACT)…

B
CASUAL INTEREST
PRE-APPROVAL
RESEARCH TOWNS
BROWSE ONLINE (GOOGLE, ZILLOW, ETC)
VIEW LISTINGS
CONTACT AGENT

A
BUILD REPUTATION
NETWORKING
MARKETING
ESTABLISH WEB PRESENCE
CLIENT RELATIONSHIP
ROPERT PAGE
PROFILE PAGE

S
PREVIOUS HOME
CASUAL INTEREST
DECIDE TO SELL
PROFILE PAGE
CBx
CONNECT TO AGENT
AGENT INTERVIEW
AGENT RESEARCH

HANDSHAKE
SIGN CONTRACT

DEFINE SEARCH
PROVIDE RECOMMENDATIONS
DASH BOARD
GUIDE SELLER THROUGH NEGOTIATIONS

LIST
STORY OF THIS HOME
MAINTAIN LISTING
GUIDE SELLER THROUGH SALE OF HOME

HOME PURCHASE
HOME SALE

COLDWELL BANKER

JOURNEY

B

CASUAL INTEREST
PRE-APPROVAL
RESEARCH TOWNS
BROWSE ONLINE (GOOGLE, ZILLOW, ETC)
VIEW LISTINGS
CONTACT AGENT
HANDSHAKE

g

A

BUILD REPUTATION
NETWORKING
MARKETING
ESTABLISH WEB PRESENCE
CLIENT RELATIONSHIP
PROPERTY PAGE
PROFILE PAGE
SIGN CONTRACT

CBx

S

PREVIOUS HOME
CASUAL INTEREST
DECIDE TO SELL
PROFILE PAGE
CONNECT TO AGENT
AGENT INTERVIEW
AGENT RESEARCH

DEFINE SEARCH
PROVIDE RECOMMENDATIONS
GUIDE SELLER THROUGH NEGOTIATIONS

DASH BOARD

LIST
STORY OF THIS HOME
MAINTAIN LISTING
GUIDE SELLER THROUGH SALE OF HOME

COLDWELL BANKER

HOME PURCHASE

HOME SALE

OR DRIVE TRAINS MORE EFFICIENTLY TO THE STATION (HOME TRANSACTIONS)

JOURNEY