

UX Design Portfolio

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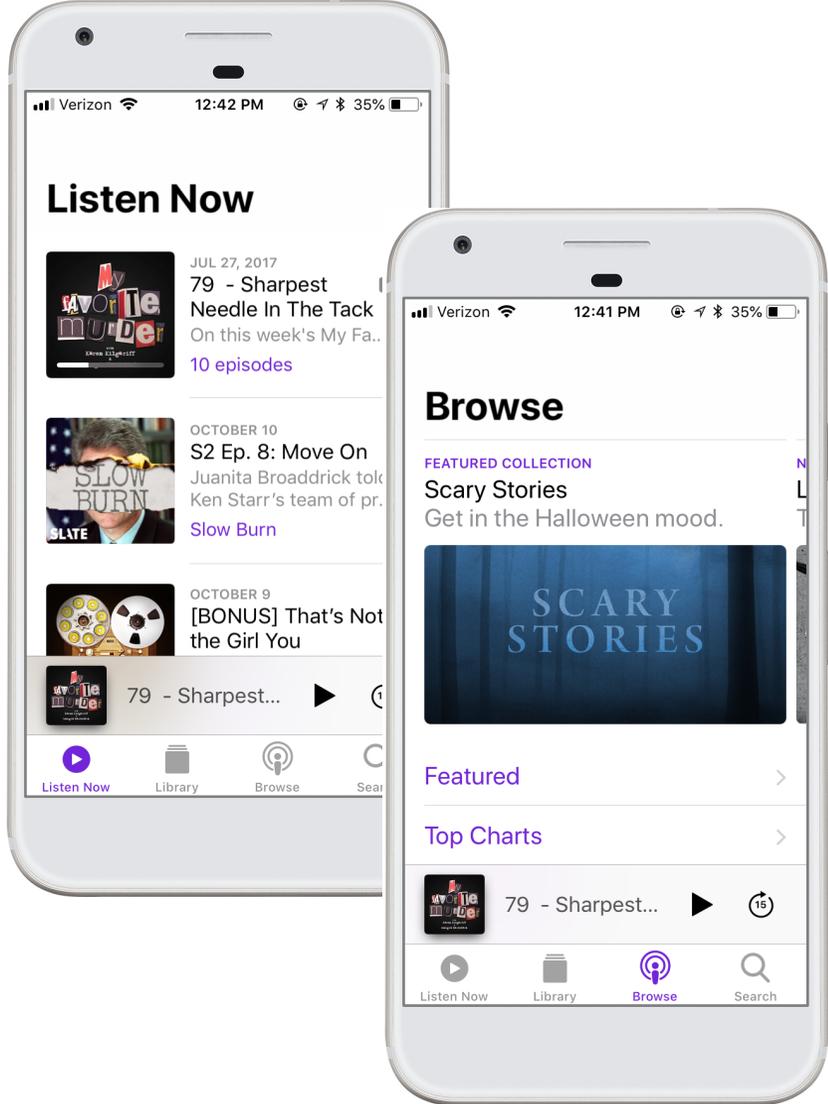
Apple Podcast Application



Project Overview

Created in response to an assignment for HFID780: Prototyping.

The assignment asked students to redesign a UI that they found particularly frustrating or disappointing. Assignments were individual, and involved creating problem statements, context scenarios, and wireframes to improve the user experience.

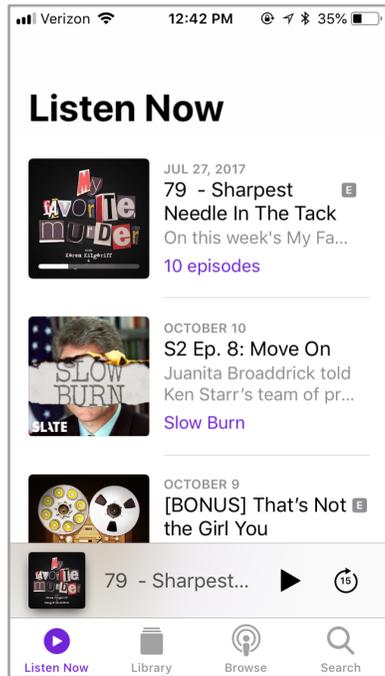


Problem Statement

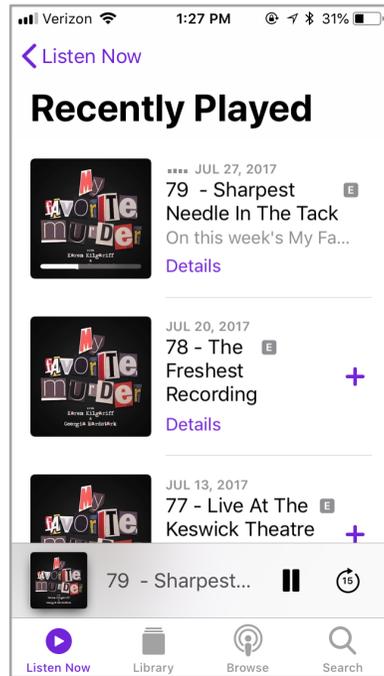
Navigating the application is difficult, frustrating, and confusing.

Important information is buried or appears well below the fold. Additionally, the information architecture seems to prioritize the needs of a niche user: one who re-listens to individual episodes. With the huge number of podcasts available on the market, the application needs to be able to provide clear pathways for the user to find desired content. There are limited pathways users can take through the application, and several significant paths are mired in noise and poor information architecture.

Current Design - Context Scenario



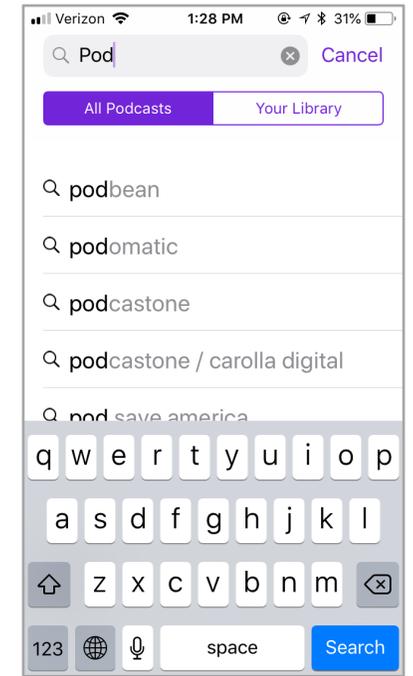
Jessica unlocks her iPhone and navigates to the podcast application. She opens the application by clicking on an icon. She is taken to a home screen.



She sees other podcasts she was in the middle of listening to, has listened to, and has listened to a while ago, but none of them are the podcast she is looking for. She clicks on "See All" recently played, but the list only shows episodes she has already listened to.

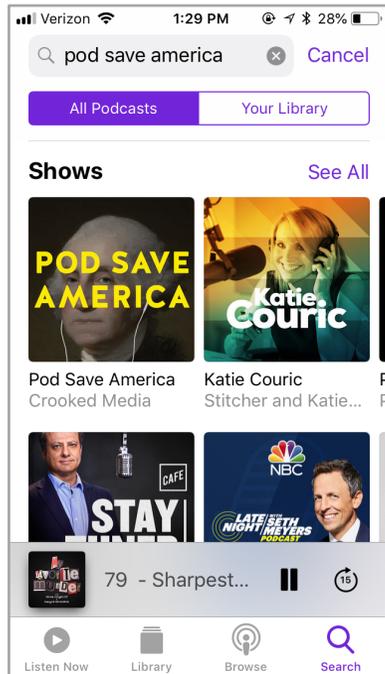


She clicks "Browse" to see if any of her favorite podcasts have recent episodes that would place them on the top charts

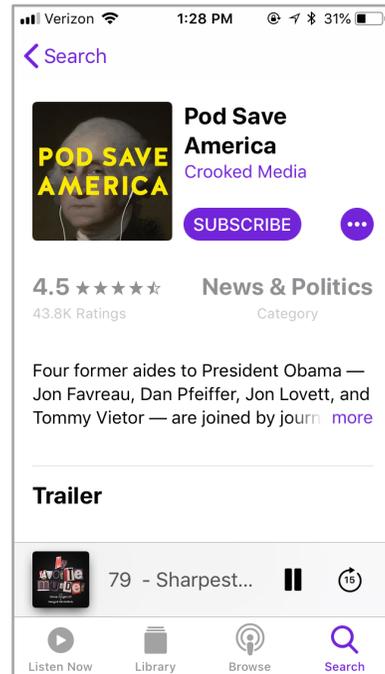


Not seeing anything she is looking for, Jessica clicks search and types in the name of a favorite podcast.

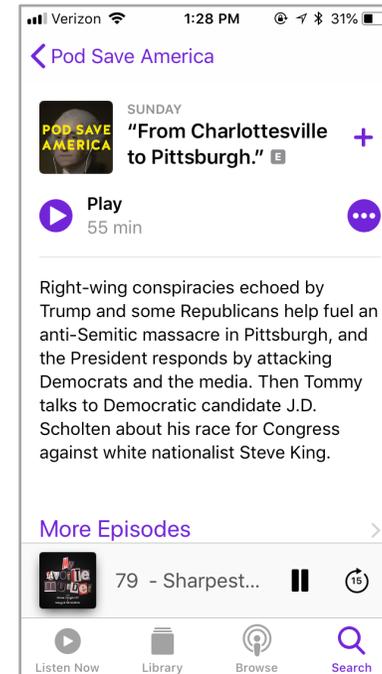
Current Design - Context Scenario (continued)



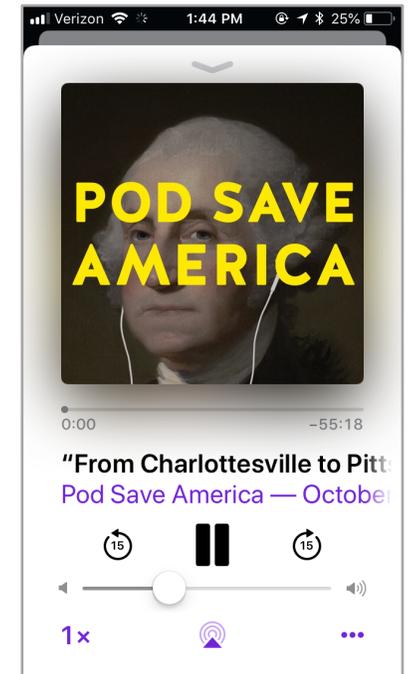
The podcast, and several similar ones, appears, and she clicks on the avatar.



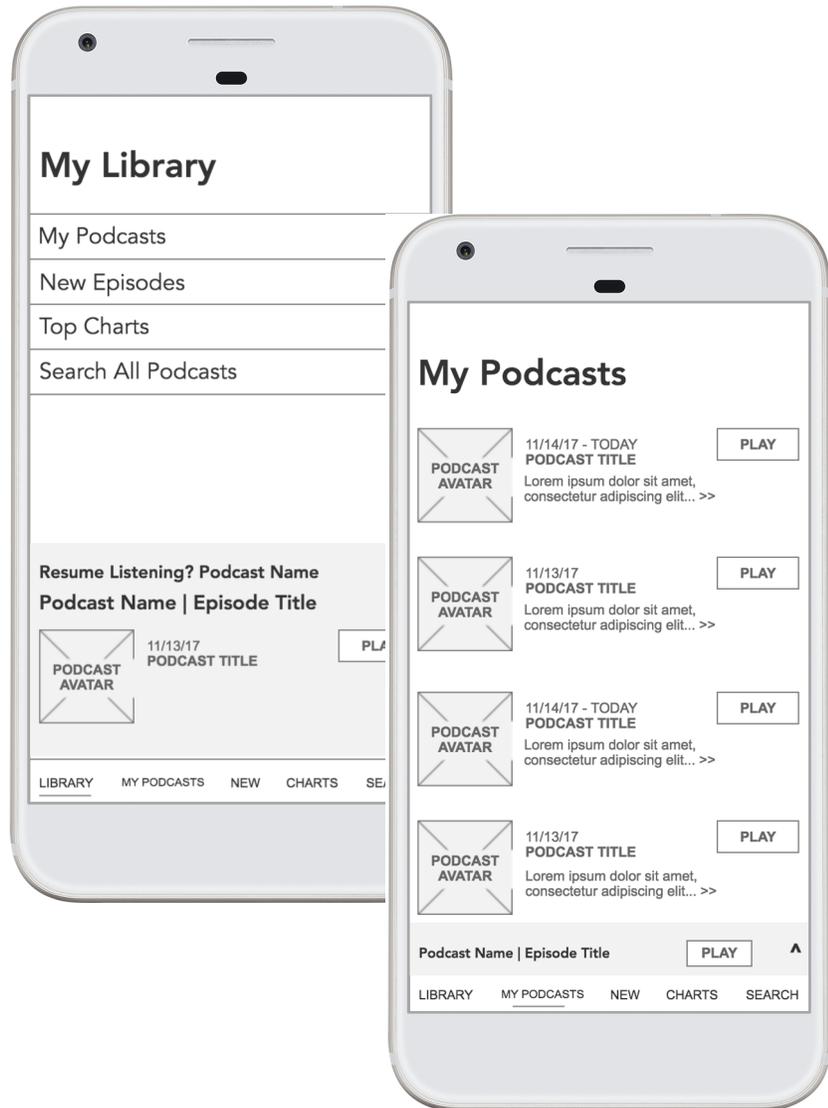
She is taken to the podcast dashboard.



She scrolls down, sees that there is a new episode, and clicks on it. She is taken to an episode screen, where she clicks play to start the podcast.

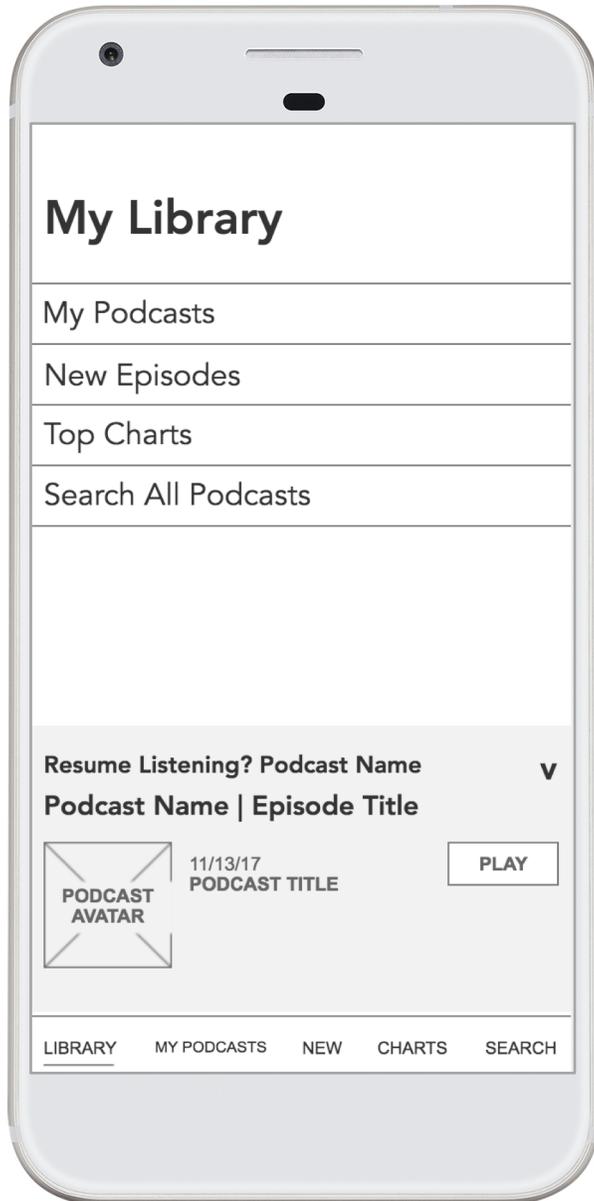


With the podcast playing, Jessica starts her long commute home.



Improved Design - Overview

This revised prototype attempts to remove the many impediments that the existing application has to the user's ability to quickly, efficiently, and accurately find and play the podcast episode of their choice.



Library Screen

Existing Problems

- Deeply nested navigation
- Outdated information
- Redundant listings
- Irrelevant listings
- Crowded UI

Solutions

- More accessible navigation
- Immediate access to relevant information
- Ability to pick up where the user left off
- Control over screen space



My Podcasts

Existing Problems

- Lack of clear organizing principles
- Difficulty in finding most recent episodes

Solutions

- Replace “Recently Played” with a list of the user’s podcast subscriptions
- Addition of dates to clarify organizing principle and let the user know when the most recent episode aired
- Display the most recent episode on the landing page



New Episodes

Existing Problems

- Lack of personalization
- Overwhelming numbers of podcasts to sort through

Solutions

- Automatically shows new episodes of podcasts the user has indicated interest in, regardless of whether or not they have subscribed to that podcast
- Allows users to toggle between categories, including one that intelligently provides recommendations



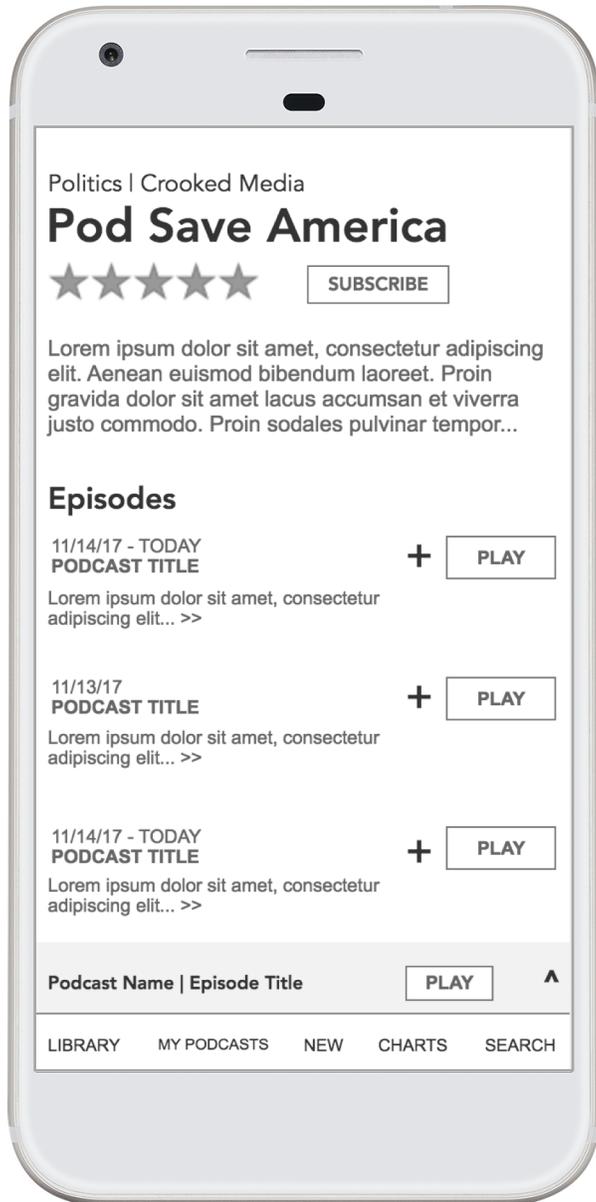
Top Charts

Existing Problems

- No ability to know when the most recent episode aired

Solutions

- Add dates for the most recent episode to allow users who want to see this page to quickly scan and select what they are interested in, without needing to click and read further



Podcast Landing Page

Existing Problems

- Cluttered page with lots of copy
- No clear hierarchy of information
- Multiple clicks needed to download a single episode

Solutions

- Condense the written information at the top of the page, with the option to read more
- Streamlined listings—a single, chronological list of available episodes
- Removal of superfluous information

Next Steps

- Conduct user research on participants who use the application, including user interviews and contextual inquiry
- Refine my prototype and conduct usability tests by giving participants tasks to complete within the prototype application
- Iterate on my prototype with each round, ensuring that user feedback informs each phase so that the end result can serve a wide variety of user needs.

Medical Alert Device Website



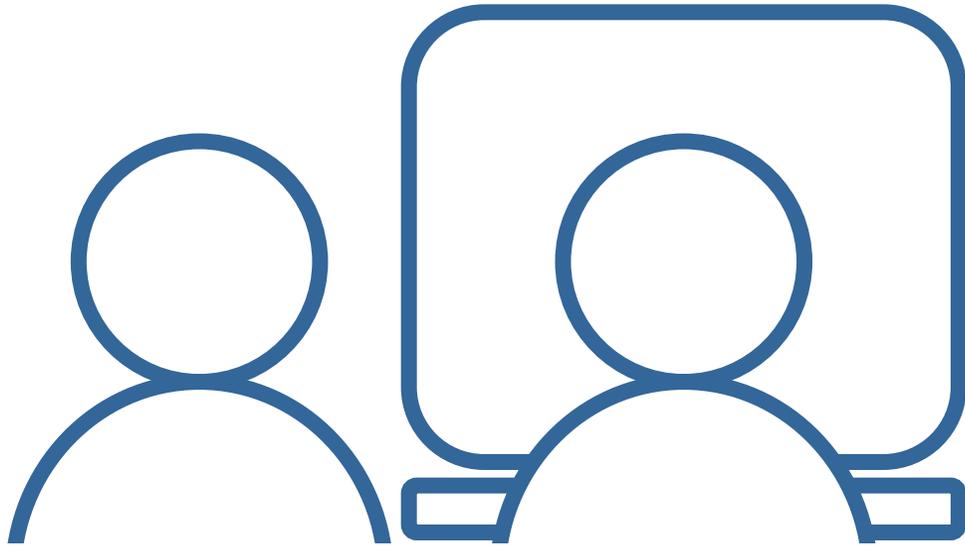
Project Overview

This was a three-phase project that took place over approximately four months at the User Experience Center. My team was involved in phases two and three. The project focused on the users and the website of a national medical alert device company.

Phase 1: Usability test of existing site, and
persona development and validation

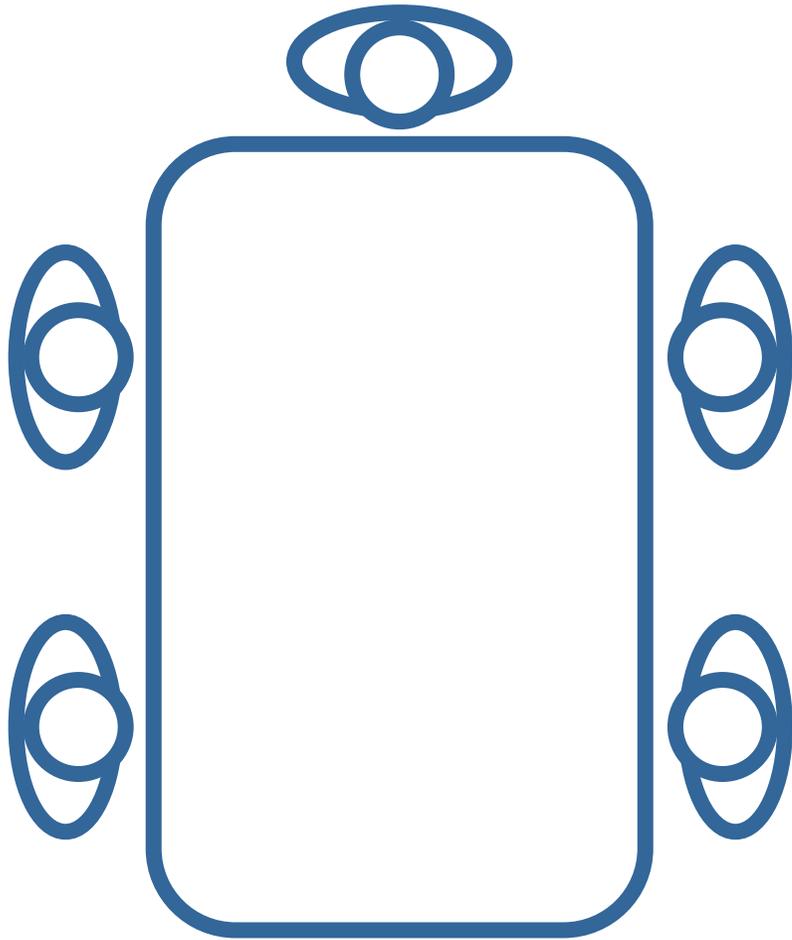
Phase 2: Participatory design session with
representative users

Phase 3: Wireframe design, usability test, and
iteration



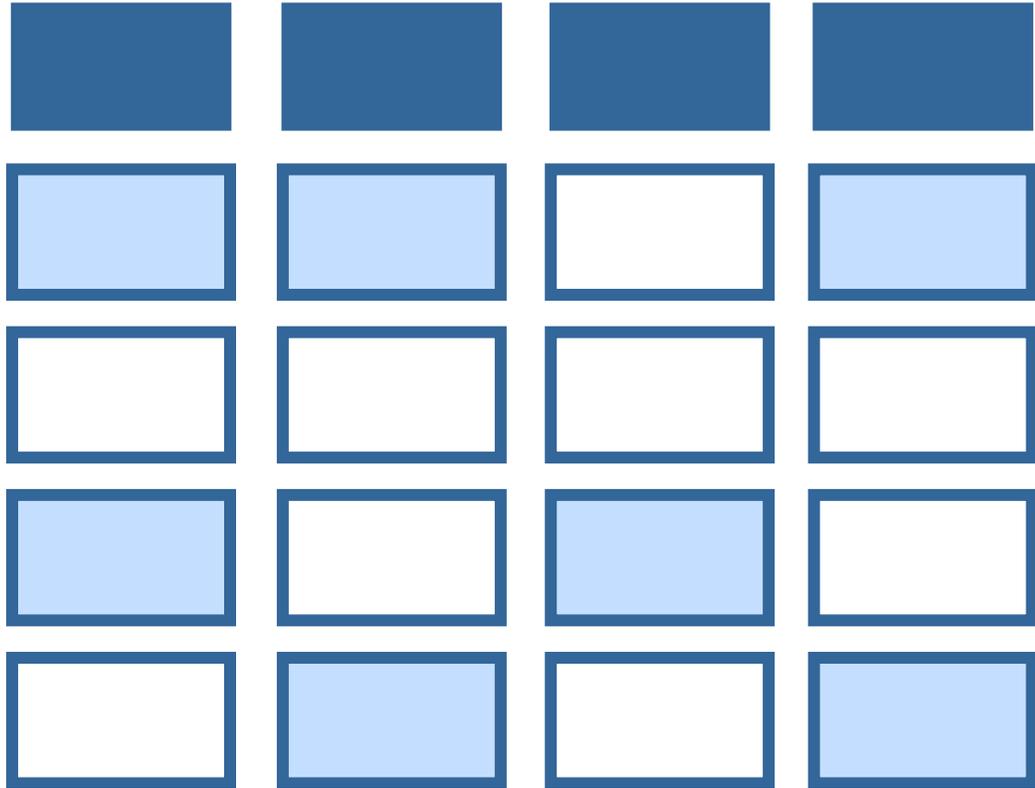
Phase One

Phase 1 was carried out by a separate internal team. The results of their usability test informed the decisions we made about the initial version of the wireframes, and their validated personas helped craft our recruit for both the participatory design session and the wireframe usability tests.



Phase Two

Our team looked at the issues and sentiments identified in Phase One and crafted a participatory design session meant to target emotions, needs, and desires surrounding the idea of being cared for or giving care to someone. Then, participants worked together to sketch out a rough journey map detailing their experience of researching, purchasing, and using a medical alert device.



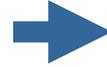
Phase Three

Our team looked at the issues and sentiments identified in Phase One and crafted a participatory design session meant to target emotions, needs, and desires surrounding the idea of being cared for or giving care to someone. Then, participants worked together to sketch out a rough journey map detailing their experience of researching, purchasing, and using a medical alert device.

We took the feedback from the usability test of the website and the insights gleaned from the participatory design sessions, and used them to craft wireframes that were meant to improve the overall experience for both caregiver and care recipient user types.

Usability Test - High Level Challenges & Solutions

Key elements of the site include terminology that is confusing or misleading for users



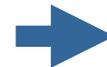
Use clearer information architecture and basic terminology to guide users through the research process

Users have limited or no understanding of how many or what varieties of product are available



Use visual and structural cues to help the user differentiate between systems and products from the outset

Users have difficulty differentiating between product types, their optional add-ons, and their associated costs



Use clearer information architecture and basic terminology to guide users through the research process

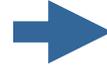
There is a need for comparison between products and between competitors that is not fulfilled on the site



Create simple, clear comparison elements on both mobile and desktop

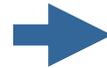
Participatory Design - High Level Challenges & Solutions

Caregivers want to feel sympathized with, while care recipients want to feel energized and empowered



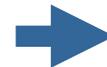
Create content specifically for each high-level user group, and be conscious of each set of needs on common sections of the site

In seeking care, participants are naturally skeptical and hesitant to trust a third party



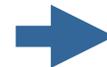
Be fully transparent in all aspects of the site, and seek to help the user rather than push to make a purchase

The research process has no set length, but all participants would like it to be shorter and simpler



Help the user make a decision, and make sure they understand why that decision is the right one for them or their loved one

There is a tenuous relationship with the notion of “caregiver” and “care recipient”



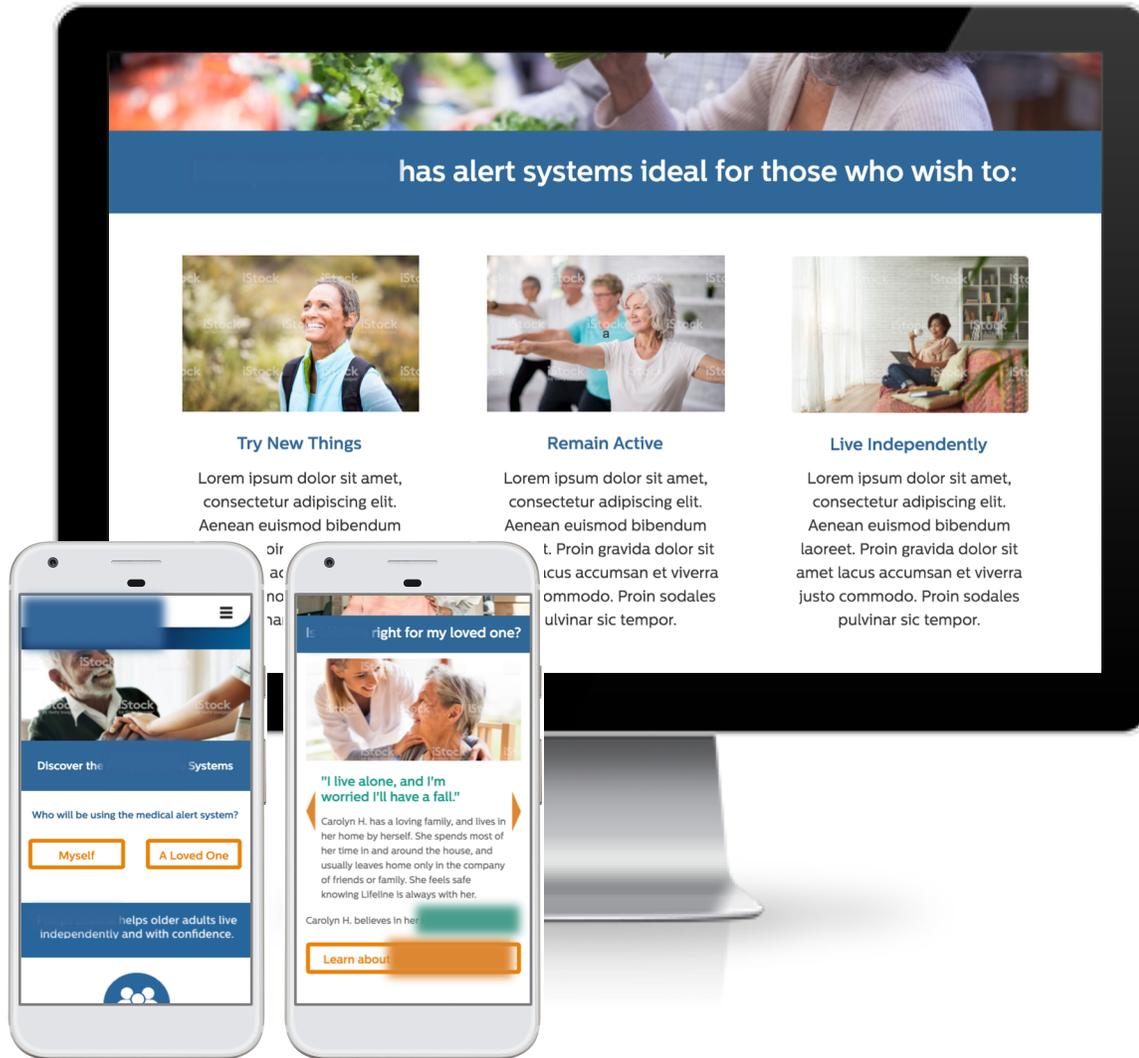
Don't force the user to identify with these terms, and where possible create an egalitarian relationship between the two



Trust & Transparency

This theme was clearly paramount, especially for caregivers in an emotionally volatile state. In addition to encouraging the creation of simplified and streamlined copy from the client, our team created modules that helped the user clearly understand what the options are, how they work, and what they cost.

The need for this kind of transparency at every stage was reinforced through our usability testing of the wires.



Clarity & Guidance

Our strongest recommendation for this theme was to alter the copy and terminology on the website to avoid obscure branded nomenclature and recognize industry terms that users might not understand.

In terms of design, we recommended bringing users through the research process using a more narrative process, one that guides and explains without feeling condescending. The participatory design session helped shape this narrative, pushing us to infuse every step of the process with empathy and clarity.



Differentiation

While the broad concept of medical alert devices was familiar to most participants, the component pieces were largely foreign. Participants did not know what the devices might look like, what pieces they contained, and how they physically functioned.

The revised design helped clarify this by removing photography of the products and replacing it with representative iconography, until the user arrives on a product detail page. The usability test showed the team that product imagery before this point was confusing and did not help the process of deciding upon an appropriate device.

Conclusion

- The participatory design sessions gave us valuable quantitative insight about the sentiments that surround the process of researching and purchasing a medical alert device
- The usability tests of the wireframes allowed us to understand how our interpretations of those sentiments did or did not work, and we were able to work from that information to build wireframes that effectively help users make the journey from research to purchase

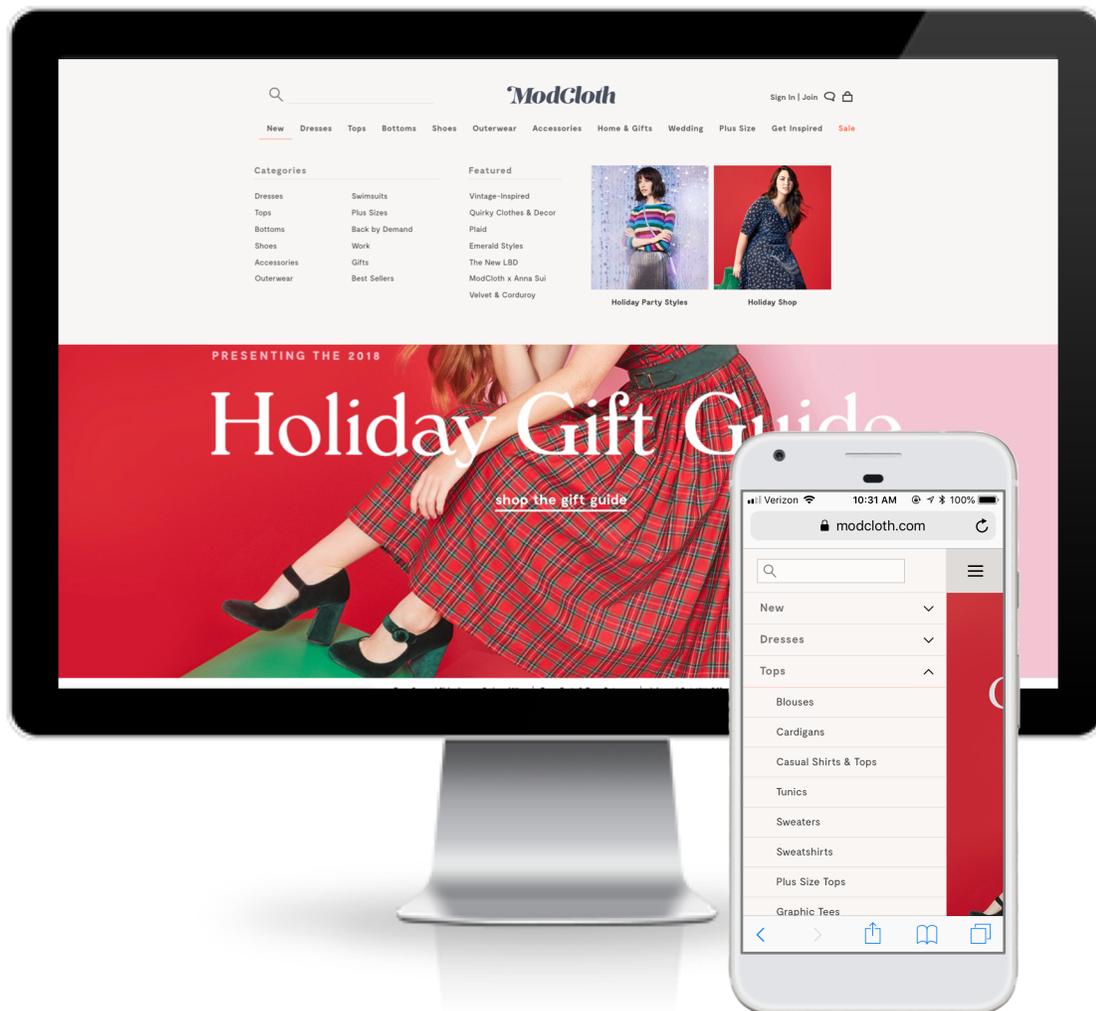
ModCloth.com IA and Redesign

ModCloth

Project Overview

This project was completed for HFID740: Information Architecture. The assignment was to improve the navigational structure and page design for key portions of the site to facilitate a simpler, more intuitive user journey. The final deliverable included key scenarios, user journeys, revised sitemaps, and wireframes for two pages.

For my project, I selected the women's clothing retail site [ModCloth.com](https://www.modcloth.com).



Navigation Challenges

The primary challenge with the current navigation was the high volume of pages contained within primary, secondary, and tertiary levels of the dropdown menus. Additionally, much of the terminology used was vague or misleading.



Key Scenario 1

Woman shopping for clothing online

“I just received my paycheck and have a little extra money to spend. I want to browse one of my frequented clothing sites to find something to purchase, even though I don’t necessarily need it.”



CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
						6
	1	2	3	4	5	
	7	8	9	10	11	12
	13	14	15	16	17	18
	19	20	21	22	23	24
	25	26	27	28	29	30
	31					

Key Scenario 2

Woman shopping for an occasion

“I have an upcoming winter wedding, and I don’t have anything suitable to wear. I need to find something that fits the weather and the occasion, fast.”

High Level Issues



Key Scenario 1

- User cannot see all available options simultaneously
- Filters do not adequately address budgeting needs
- The site erroneously displays items that are not yet available
- Active and inactive states are not synced, creating confusion



Key Scenario 2

- The “wedding” option mixes attendee, bridal party, bridal, and décor options together
- No option to sort by seasonal appropriateness
- Categories for wedding guests are limited and may be irrelevant



Global

- The navigation is filled with vague and unnecessary categories
- On mobile, the navigation scroll goes well below the fold
- Indicators on filtering options are misleading

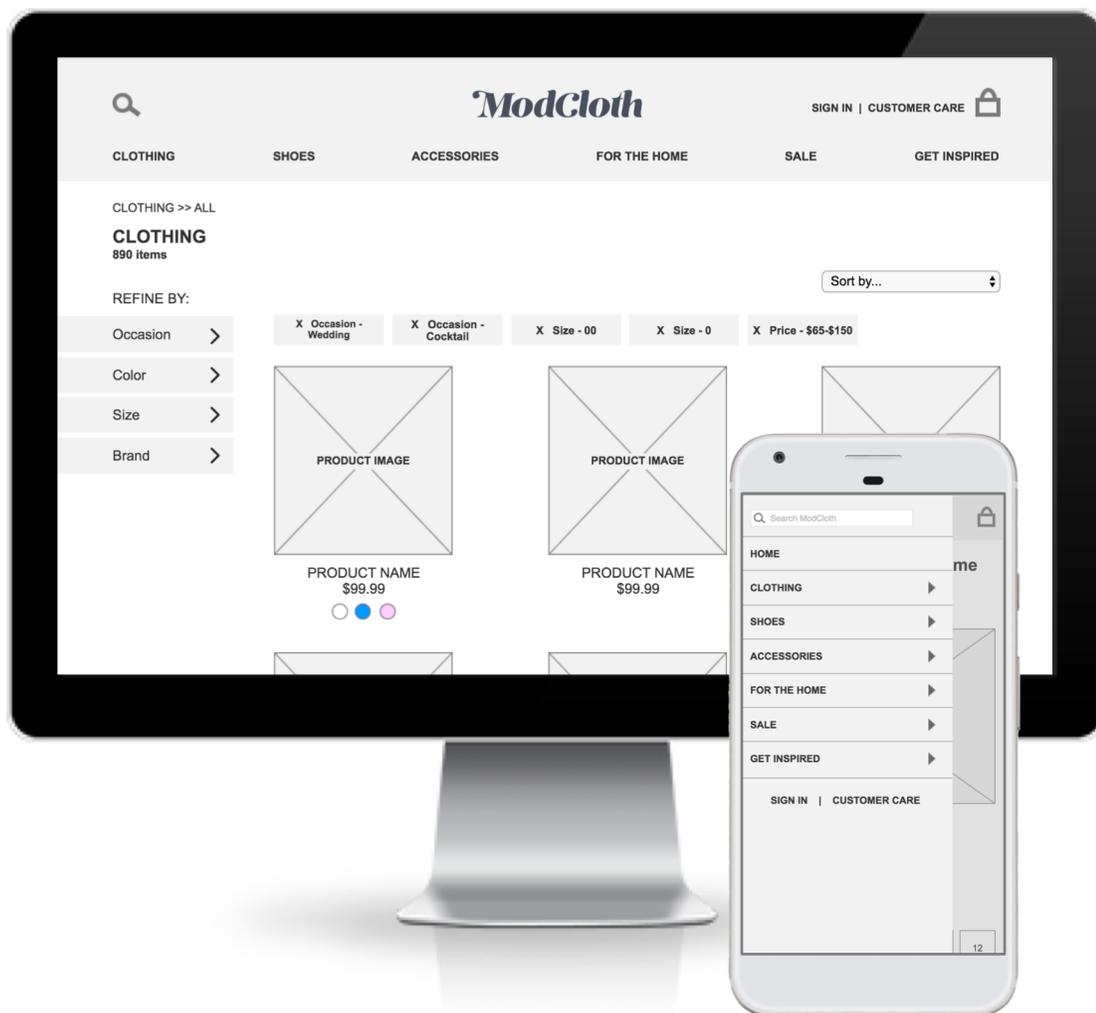
Current State Sitemap - Example

[View full current state sitemap](#)

0.0	HOME	1.0	NEW	2.0	DRESSES	3.0	TOPS
		1.1	Categories	2.1	Occasion	3.1	Categories
		1.1.1	Dresses	2.1.1	Casual	3.1.1	Blouses
		1.1.2	Tops	2.1.2	Work	3.1.2	Cardigans
		1.1.3	Bottoms	2.1.3	Party & Casual	3.1.3	Casual Shirts & Tops
		1.1.4	Shoes	2.1.4	Special Occasion	3.1.4	Tunics
		1.1.5	Accessories	2.1.5	Wedding	3.1.5	Sweaters
		1.1.6	Outerwear	2.1.6	Daytime Party Dresses	3.1.6	Sweatshirts
		1.1.7	Swimsuits	2.2	Style	3.1.7	Plus Size Tops
		1.1.8	Plus Sizes	2.2.1	Plus Size Dresses	3.1.8	Graphic Tees
		1.1.9	Back by Demand	2.2.2	Maxi Dresses	3.1.9	Sleeveless Tops
		1.1.10	Work	2.2.3	Midi Dresses	3.1.10	Short Sleeve Tops
		1.1.11	Gifts	2.2.4	A-Line Dresses	3.1.11	Long Sleeve Tops
		1.1.12	Halloween Styles	2.2.5	Boho Dresses	3.1.12	Best Selling Tops
		1.1.13	September Catalog	2.2.6	Dresses with Pockets	3.2	Featured
		1.1.14	Best Sellers	2.3	Featured	3.2.1	Vintage Style Tops
		1.2	Featured	2.3.1	Vintage Style Dresses	3.2.2	Work Tops
		1.2.1	Vintage-Inspired	2.3.2	Quirky Dresses	3.2.3	Fall Tops
		1.2.2	Fall Layers	2.3.3	Fall Dresses	3.2.4	Quirky Tops
		1.2.3	Quirky Clothes & Décor	2.3.4	Floral Dresses	3.2.5	Collared Tops
		1.2.4	Fall Fabrications	2.3.5	Shirt Dresses	3.2.6	Print & Plaid Tops
		1.2.5	State Your Style	2.3.6	Best Selling Dresses	3.3	Fall Tops
		1.2.6	Plaid Play	2.4	The Finer Things	3.4	Cozy Sweaters
		1.2.7	Velvet & Corduroy	2.5	Fall Dresses		
		1.3	Fall Fabrications				
		1.4	Plaid Play				

Revised State Sitemap

0.0 HOME	1.0 CLOTHING	2.0 SHOES	3.0 ACCESSORIES	4.0 FOR THE HOME	5.0 SALE	6.0 GET INSPIRED
	1.1 Dresses	2.1 Heels	3.1 Jewelry	4.1 Home Décor	5.1 Clothing	6.1 Collections
	1.2 Tops	2.2 Boots	3.2 Scarves & Gloves	4.2 Kitchen & Dining	5.2 Shoes	6.2 Our Stylists
	1.3 Bottoms	2.3 Flats	3.3 Bags & Wallets	4.3 Office	5.3 Accessories	6.3 Outfit Inspiration
	1.4 Intimates & Hosiery	2.4 Sandals	3.4 Hats & Hair	4.4 Lighting	5.4 For the Home	6.4 Blog (external link)
	1.5 Plus Size	2.5 Sneakers	3.5 Belts	4.5 Stationary & Organizers		
			3.6 Makeup & Beauty	4.6 Mugs & Cups		
			3.7 Sunglasses	4.7 Gifts		
7.0 UTILITY NAVIGATION	8.0 FOOTER					
7.1 Site Search	8.1 Account					
7.2 Sign In	8.1.1 My Loved Items					
7.3 Customer Care	8.1.2 Wishlist					
7.4 Cart	8.2 Help					
	8.2.1 Customer Care					
	8.2.2 FAQs					
	8.2.3 Shipping Information					
	8.2.4 Returns & Exchanges					
	8.2.5 Order Status					
	8.2.6 Gift Cards					
	8.3 Our Company					
	8.3.1 Blog					
	8.3.2 Careers					
	8.3.3 Affiliates					
	8.3.4 Press					
	8.3.5 FitShop Stores					
	8.4 Follow Us					
	8.4.1 Facebook					
	8.4.2 Pinterest					
	8.4.3 Twitter					
	8.4.4 Google Plus					
	8.4.5 Instagram					
	8.4.6 YouTube					
	8.5 Site Map					
	8.6 CA Notice					
	8.7 Privacy & Security					
	8.8 Terms of Use					

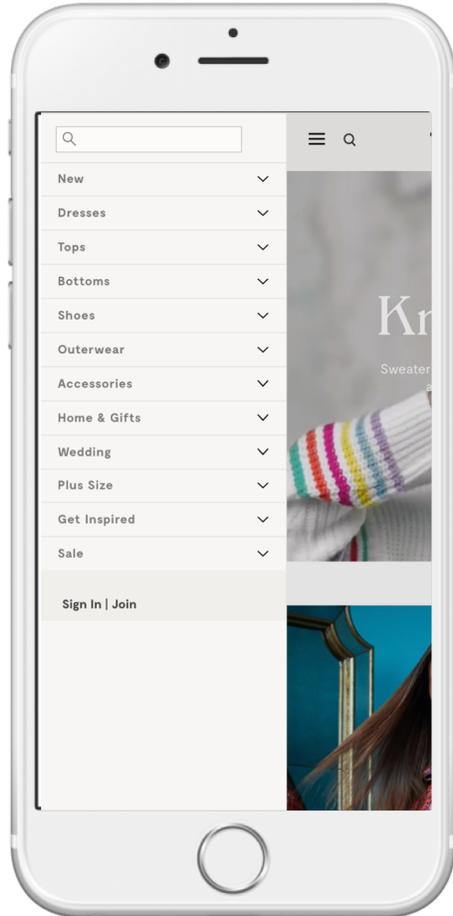


Wireframes

Wireframes were created for the Navigation, Product Landing, and Product Detail pages to accommodate the revised sitemap and to directly address the global and user-based issues identified in the key scenarios. The wireframes were designed mobile-first, and then modified to fit a larger desktop screen.

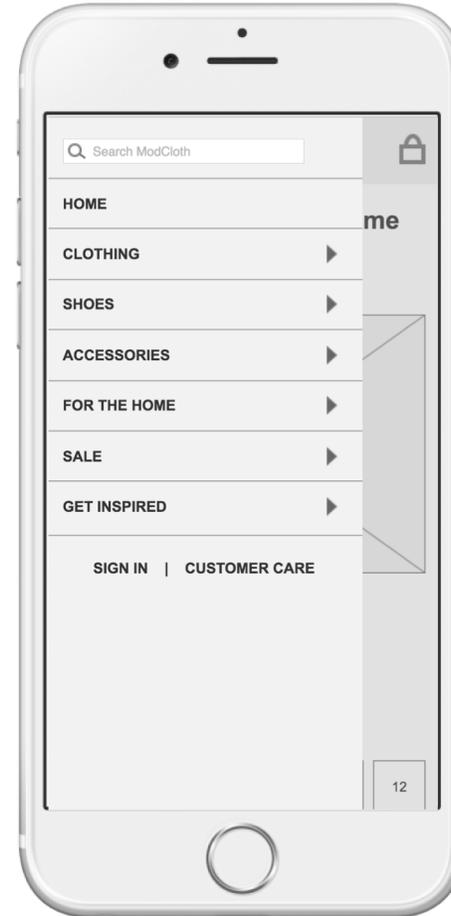
[View full interactive wireframes](#)

Revised Navigation



CURRENT

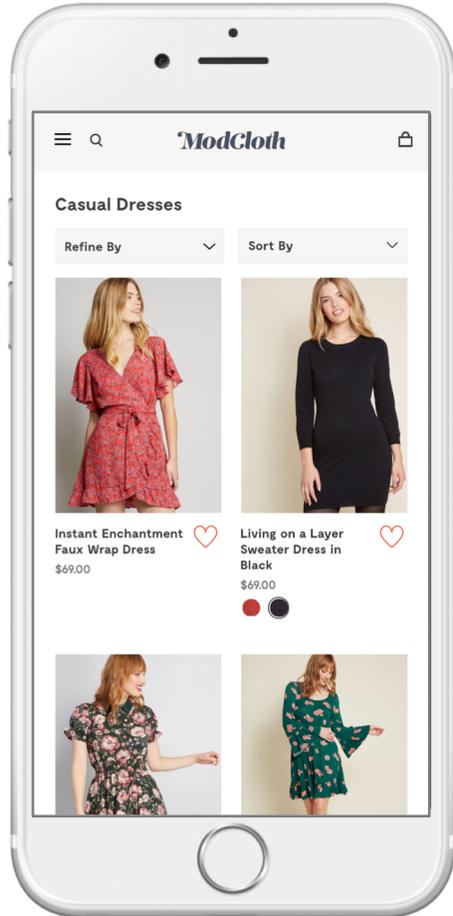
- An overwhelming number of primary and tertiary-level links
- Lack of prioritization or hierarchy
- Unclear or misleading category names



REVISED

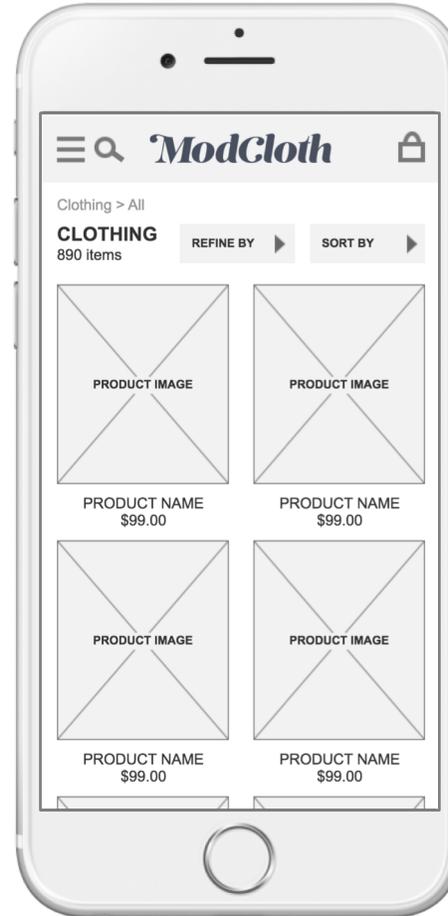
- Significantly decreased primary and secondary navigation items.
- Removal of a tertiary level from the main navigation
- Restructured hierarchy based on user priorities and journeys
- Clear, basic category names

Revised Product Landing Page



CURRENT

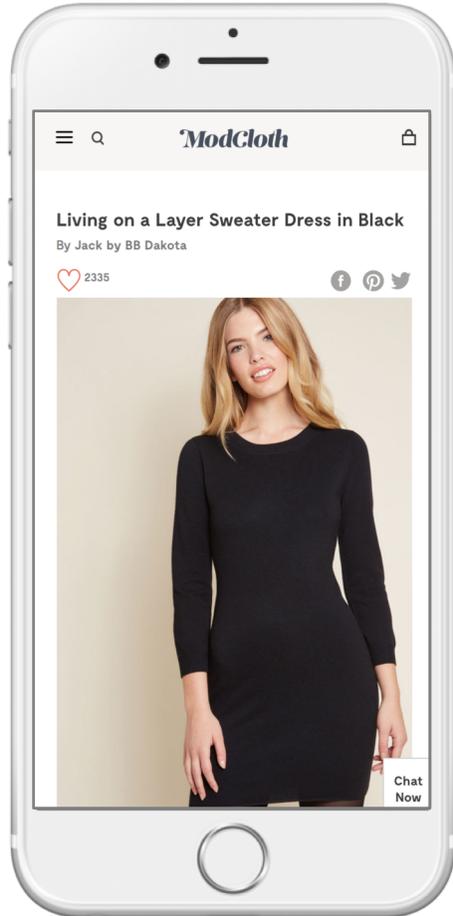
- Limited search and filter flexibility
- Excessive copy and information
- No information about quantity
- Availability confusion



REVISED

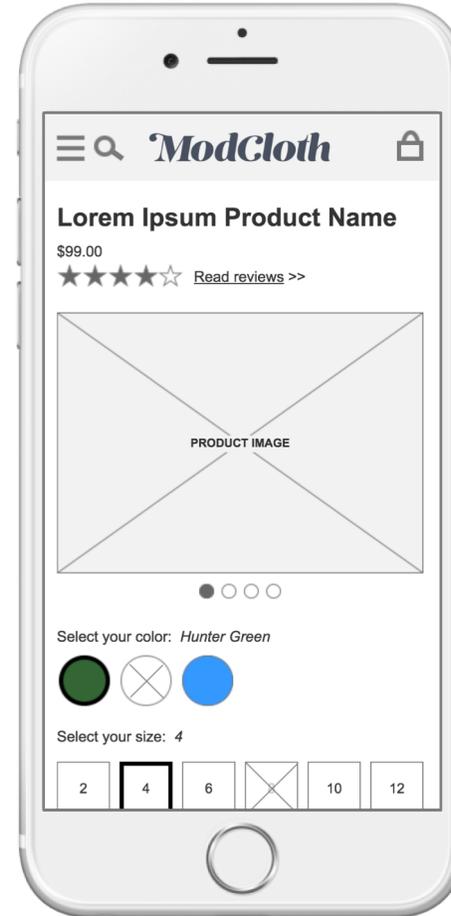
- Flexible filtering options
- Reduced copy and iconographic clutter
- Added item quantity information
- Removed misleading information

Revised Product Detail Page



CURRENT

- Order of elements is driven by marketing
- Lack of clear headings
- Unclear product availability
- Cluttered content



REVISED

- Reprioritized layout of elements
- Headings added to each element
- Clear product availability
- Scaled-back content

Conclusion

- The navigation was likely the biggest challenge for both target users; it has been cleaned up substantially to decrease clutter, redundancy, and confusion, and to create clear paths for users to follow.
- In-navigation and in-page nomenclature has been clarified to remove confusing or “cutesy” terminology that may have obscure meaning for users.
- More flexible filtering and sorting options, including the ability to select multiple filter categories, gives users the option to be as broad or as narrow as they like while searching for clothing.
- As a next step, I would conduct a usability test of the mobile and desktop wireframes, targeting female shoppers between the ages of 18-35.