

Laura Simpson | UX Portfolio | 10.16.13

UX Portfolio.

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About Me.

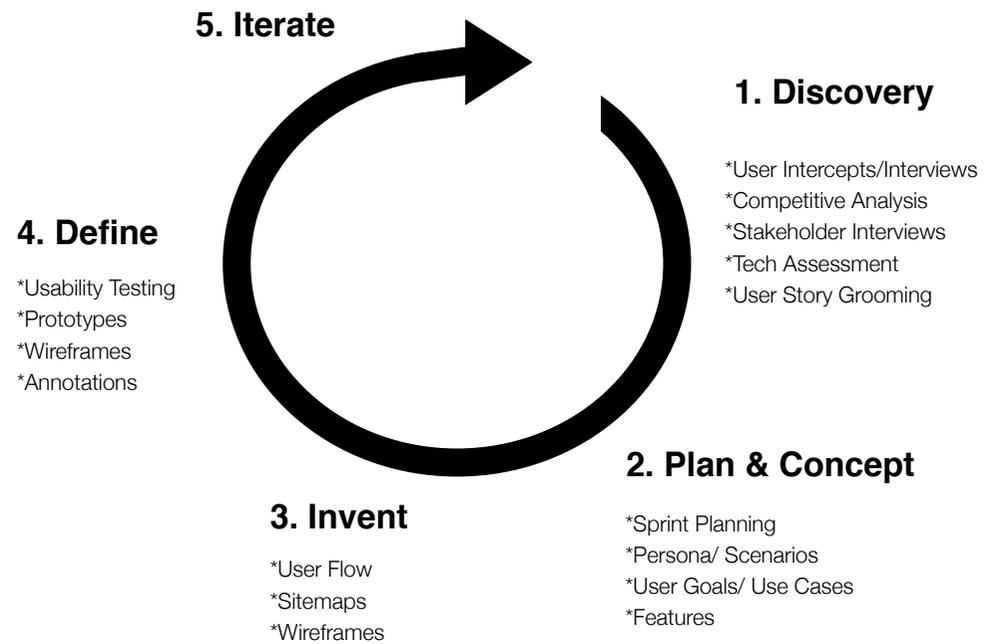
Wireframes: Convert to Genius Mode.

System Flow + Wireframes: Detail Grading.

Persona + Wireframes: NYC Go Redesign.

Persona + User Flow + User Testing: Calendr.

My approach to UX Process



About Me.

Laura Simpson | laura.simpson@gmail.com

Interaction design is a combination of disciplines, offering different ways of looking at the world and evaluating how it all works. I feel fortunate that my passion for technology and design can be combined in such a way that I can tackle big problems of usability and make products that are used everyday by thousands of people.

Connect: Convert to Study Mode Feature.

Connect is a Learning Management System for Post Secondary Education.

The Convert to Study Mode Feature is a workflow that builds off of the existing student assignment experience to give Instructors the option to allow students to practice their homework or any assignment in a sandbox area.

Wireframes.

Study Mode Report

Measure your student's sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Assignments	Students									
Capitulo 1: Saludos	Capitulo 1: Saludos									
Capitulo 1: Saludos	 Total Class Study Time: 12:60									
Capitulo 1: Examen	 Average Study Time: 0:50									
Capitulo 2: Pronunciacion	 Students Who have Studied: 5 of 20 students									
Capitulo 2: Vocabulario	 Total Times Accessed: 7 times									
Grammar Pop Quiz	Question Detail									
	<table><tbody><tr><td>Sed ut perspiciatis unde omnis iste natus error sit?</td><td>9 ✓</td><td>3 ✗</td></tr><tr><td>Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit...</td><td>9 ✓</td><td>3 ✗</td></tr><tr><td>Excepteur sint occaecat cupidatat non proident?</td><td>9 ✓</td><td>3 ✗</td></tr></tbody></table>	Sed ut perspiciatis unde omnis iste natus error sit?	9 ✓	3 ✗	Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit...	9 ✓	3 ✗	Excepteur sint occaecat cupidatat non proident?	9 ✓	3 ✗
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Excepteur sint occaecat cupidatat non proident?	9 ✓	3 ✗								
	Sed ut perspiciatis unde omnis iste									

I created a report for instructors to see how their students are performing within Studymode. This would give instructors a greater insight into what questions their students are struggling with.

This is the assignment view of the report. Instructors can select a an assignment and see an aggregate view of the student's performance on the assignment. This report combines functionality of several existing reports into a new view.

Wireframes.

Study Mode Report

Measure your student's sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Assignments	Students	
	Applebee, Jennifer	✉
	Applebee, Ragnar	✉
	Bradley, Oliver	✉
	Charles, Lindsey	✉
	David, Paul	✉
	Gram, Harold	✉
		✉

Applebee, Ragnar
0987456

		
Total Study Time: 50:40	Average Study Time: 2:50	Last Time Studied: 08/03/13

Assignment Detail

	Total Study Time:	Times Accessed:
▼ Capitulo 1: Saludos	5:40	4
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit...	9 ✓	3 ✕
Excepteur sint occaecat cupidatat non proident?	9 ✓	3 ✕
Sed ut perspiciatis unde omnis iste		

This view is the Students Individual view. Instructors can select a student and see individual performance on the assignments that the student's practiced.

When creating this report, I opted for two view so that the instructors could view the information from two points of view, the assignment level and individual student level.

Connect: Detail Grading Flows.

Connect is a Learning Management System for Post Secondary Education.

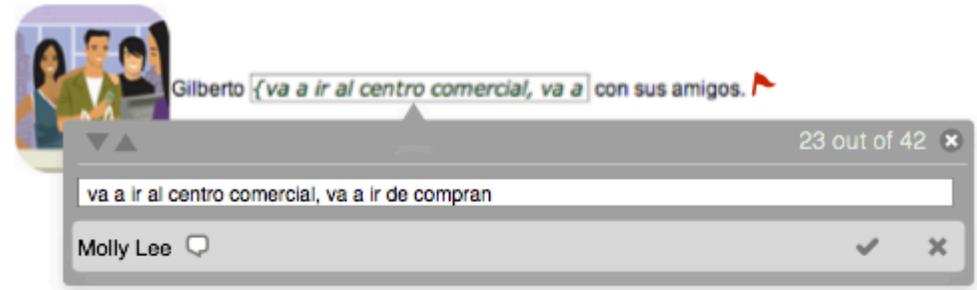
The Manual Grading Flows were a major workflow overhaul that built off of the existing manual grading workflow to provide a faster and more robust grading experience for instructors.

Wireframes.

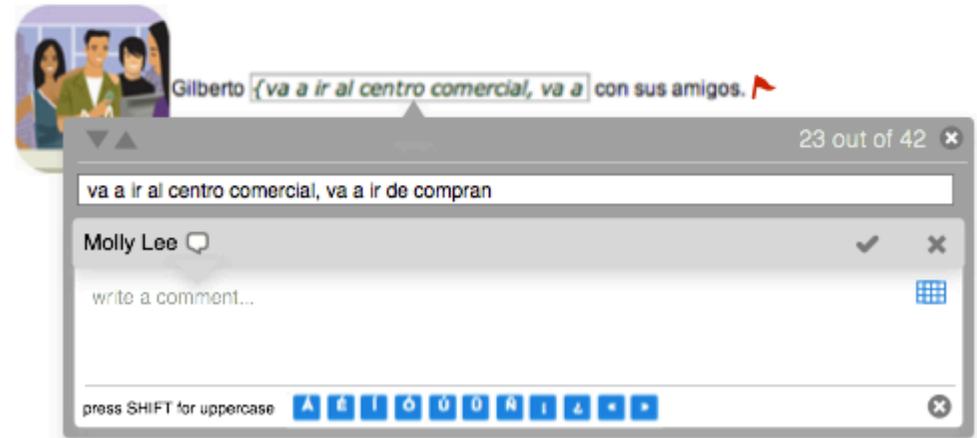
This new grading flow needed a method of grading and optional commenting on short answer responses.

We created a modal that would allow the instructor to write comments on a specific student response and stay in the context of all of the students in the class. This way instructors can measure the classes success with grasping a particular concept.

case: instructor has invoked detailed grading flow for a text field (applies to all applicable text fields)

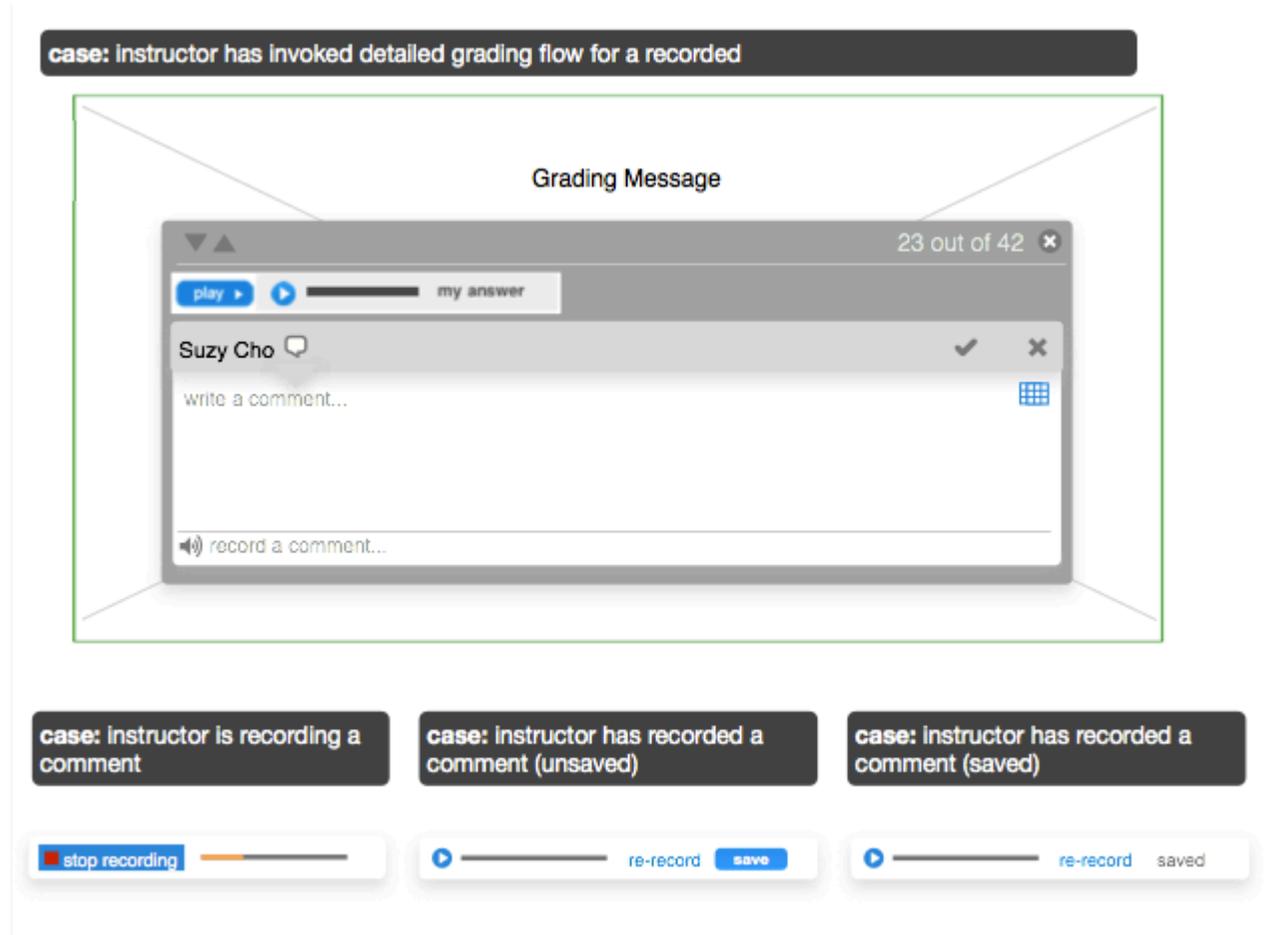


case: instructor is leaving a comment on a text field in the detailed grading flow



Wireframes.

Some student responses were voice recordings. We created a modal that would allow the instructor to listen to the response then leave written and voice comments. The Instructor would be able to stay in context of the other student's responses by listening to each response in succession.



NYC Go Redesign.

This is a pitch for a redesign of NYCGo.com. NYCGo web is a site that serves tourists, day visitors from the extended local area and local New Yorkers. It provides information about current events in New York City as well as ongoing events that are a part of the cultural heritage of the city.

Personas.

Personas were derived from an earlier competitive analysis and user research. Of the three developed personas, I constructed David, a daytripper who has visited the city a few times before, is married and has children.

David: Domestic Visitor
36 years old/ Married/ 2 children/
Plumber/Associate's Degree

David.

“Midwestern Weekender“

David's taking his family to NYC for the fourth time. While they are there, he's planning to take his wife to see "The Book of Mormon" two months from now.

“I like to get things done so I can get out there.”

David's Goals

- *To find a discount on the tickets.
- *To find great places to eat before the show.
- *To find a great neighborhood to hang out after.

Before Travel Planning:

- *Checks combination sites to get flights and hotel booked.
- *Books tickets for events as soon as possible.
- *Consults Cousin in Brooklyn for recommendations.
- *Makes a list of sights that he wants to see that are seasonal.

While Traveling:

- *Uses his itinerary but schedules "wandering time."
- *Changes his trip depending on whether children will be with him.
- *Asks people on the street, store clerks and concierge for suggestions.



Travel Interests:



Travel Sites Used:



Wireframes.

For this project we were working in high resolution wireframes throughout. The project was on a one week deadline for user research, personas and initial wireframes. I drafted a Homepage for NYCGo to serve the needs of tourists, daytrippers and locals to NYC.

NYC June 23rd, 2012 79 F [Login / Register](#)

[What's Hot Now](#) [Things to Do](#) [Plan your Trip](#) [Your NYC](#)

Bryant Park Events

June 2012

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	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
1	2	3	4	5	6	7

Bryant Park Summer Film Series

Yoga in the Park
Bryant Park Saturday, June 24th 6pm
[Details](#). [Add to Itinerary](#) +

"The Vow"
Bryant Park Sunday, June 25th 7pm
[Details](#). [Add to Itinerary](#) +

Top Sandwich Contest - 1st Round
Bryant Park Monday, June 26th 4pm
[Details](#). [Add to Itinerary](#) +

"Bryant Park: An Architectural Triumph" NYC Historical Lecture Series
Bryant Park Tuesday, June 27th 12pm
[Details](#). [Add to Itinerary](#) +

Check out other Parks!
[See more events..](#)

Bryant Park. Skating in Winter, Films in the Summer. Take a pause in this hidden jewel.
[Add to Itinerary](#) +

Which 'wich is the top? New York's top sandwich crafters are competing for the crown, July 3rd, 8pm-10pm. Bryant Park. [Details](#). [Add to Itinerary](#) +

Calendr.

Calendr is a mobile app that enables event discovery and planning, syncing phone calendars and social networks.

Userflow.

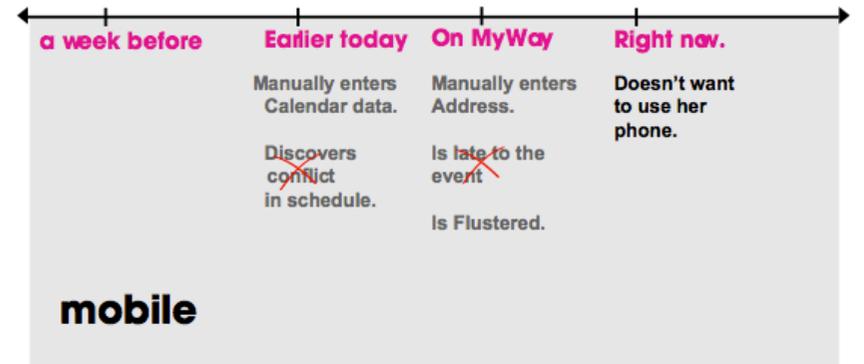
For user flow, I created a negative flow and a positive flow to highlight the user's problems and how the app will solve each problem. The negative user flow is shown using problems cited in the user research interviews and uncovered in competitive analysis. The positive user flow reframes the user scenario with the improvements offered by the app.

Negative.

Andrea
Web

Made Plans.

No ~~Calendar~~
sync.

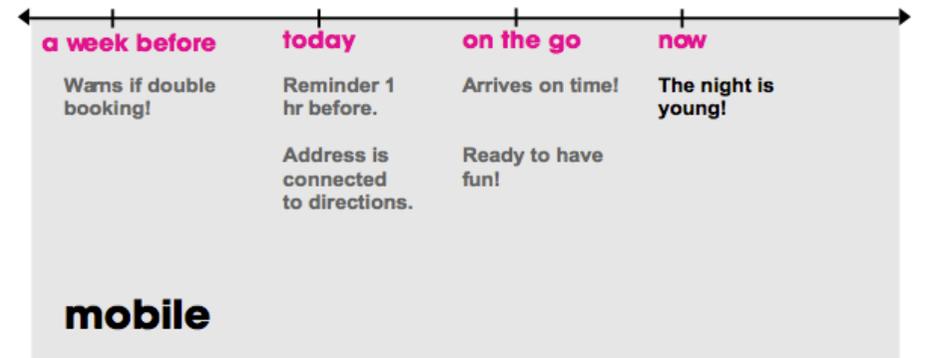


Positive.

Andrea
Web

Made Plans.

Calendar
Syncs!



Usability testing.

I conducted usability testing after pre-screening users. We had users test an interactive pdf prototype and do core tasks for 45 minute sessions. An interactive prototype was loaded onto a smartphone.

The two images below are from the presentation deck after testing and another iteration of wireframes was made. We took our key concerns from the users and showed how we were addressing those concerns with our next iteration.



I'm interested. But I'm confused.

All 6 users were confused by the button. They weren't sure what it meant, or why they should tap it.

"I don't know what it wants me to do."

"I don't really understand the difference between 'I'm going' and 'I'm interested.'"

11

Solution: Change the copy and separate "Interested" and "Going" buttons.

12

Thank You.