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A User Experience Designer based in Nottingham, with over 8 years commercial experience in both agency and in-house teams, working predominantly on digital products spanning multiple industries, now looking for my next challenge within a senior UX role.

Case studies

University of Nottingham

A case study of how I redesigned multiple school and faculty websites as part of a university-wide content migration project.

Stevenage Glass

A case study of how I redesigned the customer enquiries form to improve end user conversions

Metsi Technologies

A case study of how I redesigned the order process for a software catalog service used in enterprise organisations

Process

Discovery & User Testing

Validate the problem, the end users and project goals. Collaborate and build relationships

Strategy & Ideation

Organise discovery, explore options, develop wireframes and prototypes.

Design

Commit to internally validated ideas, test with users

Validation

Validate, learn, plan for the next iteration

› Competitor analysis	› Card sorting/Affinity diagrams	› Design sprints	› Accessibilty
› User interviews	› Use cases	› Style guides	› Usability testing
› Surveys	› User stories	› Low and high-fidelity visual design	› Feedback integration
› Personas	› Sketching		› Iterative design
› Ethnography, Empathy Mapping	› Wireframing	› Rapid prototyping	› Retrospectives
› User testing	› Information architecture	› Mockups	› Release
› Task analysis	› User journeys	› A/B testing	
› Stakeholder mapping	› Experience mapping		
› Analytics and heuristics			

Redesigning multiple faculty, school and research centre websites with the best up-to-date UX and web practices

Client
University of Nottingham

My role
UX and web design consultant, working alongside the central webteam and internal school staff

Skills
› Conducting competitor analysis
› Stakeholder surveys & interviews
› Site audit
› Building personas
› Creating site architectures
› Creating scenarios
› Creating wireframes
› Usability testing
› Feedback

The challenge
As part of a University wide web migration project, all current sites needed reviewing and updating to the latest web standards, before they could be set live.

I was responsible for the biggest faculty at the University consisting of 7 schools and over 20 research centres.

The sites were outdated, performing poorly (compared to direct competitors) and held inconsistent information school on school, reflecting negatively compared to the actual teaching quality and academic performance of students. Ultimately, the user experience was poor.

The goals
› Audit current sites
› Identify improvements through a user centric approach
› Analyse the competition
› Develop a best practice solution that can be rolled out to school sites
› Create new layouts and visuals
› Optimise for mobile design
› Train staff on new CMS
› Iterative updates and maintenance
› Become the web consultant within the Faculty

What I did

Competitor analysis

The University had multiple competitors, location based, Russel Group and individual school based. I spoke to school stakeholders in identifying who they identified as there competitors, with this I was able to gain a good understanding of who the competition was and how they positioned themselves in the market. Delving in to multiple areas like content, usability, site architecture and design, helped highlight what was good and bad about their services and also spot any important elements they might be missing.

User interviews and surveys

Working on campus gave me the opportunity to speak with students, academics, parents, support staff and school managers and capture there thoughts and pain points. I created a simple script for interviews for a handful of students and a survey that the support staff where able to email out.

Personas

This feedback helped me identify the key user groups and then create personas which would help understand the users goals.

Card sorting and site architecture

To better understand how users might browse and search the site, I rounded up a few students to participate in some card sorting activities. I started by writing some words on pieces of paper, these words had come from a list that I'd collated through a recent content audit activity. Students were then asked to sort the cards into groups and once complete, label each one. This then helped define a new information architecture, implementing a simple and consist navigation.

Wireframing
The web style guide was already determined by the webteam, I was able to use this to create wireframes with the necessary components on each page, to present to stakeholders.

Prototyping
After using the new CMS for a short period I created prototypes directly on the CMS testing servers. Once approved by stakeholders, I set the sites live and proceeded with post live checks.

Validation
I tested with students. The design was well received; one major finding was that students would like to see seminar information from the various school research centres available on the school site more prominently. In the final version, I made the seminar feed include data from research centre sites more prominent on the school homepage to address this finding. I also tweaked the news and events feed a bit to make them fit the same styling.

Significant increase in web traffic and reduced inbound enquiry calls

The results   A major increase in website traffic was noticed compared to the dates the year before, dramatically reduced inbound calls the support staff team received for basic school information and greater confidence from all the core users of the website was identified from end evaluations.

Iterative updates
After the sites were set live I was regularly monitoring and gathering feedback from users to help make improvements as well as helping with QA.

I really enjoyed my time working at the University, the work and environment was fantastic, it also gave me an oppurtunity to learn and execute various UX methods as well as exposing me to other traditions such as carrying out training sessions and workshops

Challenges
Staff experience with the older CMS had made them reluctant buying into the new system, this was partly due to not being familiar with the new system and not having much web experience, and partly due the culture change that school website were a priority for all public-facing school information. To tackle this I carried out multiple training sessions for each individual school with step by step how to guides ranging from adding content, creating layouts, updating module information... I advised on usability and best practice building relationships with internal staff and ultimately the contact point within the faculty for web related issues.

Redesign of website and UX optimisation product quote forms, with the objective of increasing conversions

Client

Stevenage Glass

My role

UX and web design consultant, working within small teams of account managers, interent marketers and graphic designers

Skills

› Information Architecture
› Wireframing
› Prototyping
› Visual design
› HTML
› CSS
› Usability testing
› Web analytics
› Heatmaps

The challenge

Stevenage Glass provides a bespoke glass cutting service for commercial and domestic customers. The business objective was to improve the number of glass enquiries via the website and to make the quotation form available easily.

On the current site you are only able to make enquiries from the contact page section. with minimal visibility of the quotation option. This yielded a low conversion rate.

The goals

› Improve form conversions
› Identify improvements through a user centric approach
› Analyse current site performance
› Redesign with a mobile first approach
› Iterative updates and maintenance

What I did

Information Architecture

As part of the redesign a new site architecture was presented with a simple hierarchy to help users identify and navigate the site quickly and easily.

Wireframing

I discussed wireframes, low fidelity mockups to stakeholders and then produced high fidelity mockups before creating prototypes for usability testing.

Visual design

From the feedback I got back from the team I created the high fidelity design in Photoshop

Prototyping

I created prototypes using Invision to gain feedback from my team on the visual design and to present to the client for approval.

Development

I built the site using Wordpress as the framework and then built a bespoke theme so that the client could maintain and update products easily.

Significant increase in form submissions within the first month of launch

The results Form conversions doubled within the first month of the launch of the new forms digital product and made healthy improvements month on month. The user experience was much nicer with less clicks to make an enquiry, the forms adjusted nicely to the product in question, tailored for a better user experience.

The redesign of the site with a mobile first approach helped improve speed and the new look and feel on mobile devices was deemed much better.

Iterative updates

With new products being added, the development team built a plugin that would allow for bespoke forms to be created with field entries that are specific to the product in contrast to a generic form. This made the user experience unique and tailored to the users goal and helped provide the right information to our client who would then have all the information to provide an much more accurate qoute.

User-centric redesign of a Service Catalogue-as-a-Service order processing system, for internal users

Client
Metsi Technologies

My role
UX consultant.

Skills
› Interviews
› Building personas
› Creating scenarios
› Creating wireframes
› Prototyping
› Usability testing
› Feedback

The challenge
Metsi Technologies (a Cisco Partner) provides cloud software solutions. One of there products; Simpla is a Catalogue-as-a-Sevice solution used by various industries to deploy applications to there users computers. The current new hire ordering system form is a multipart form consisting of 4 stages which takes multiple clicks before submitting a request, too many screens, inconsistent layout and unappealing visuals.

With hundreds of software requests being submitted it was crucial to put the user first and help improve the look and feel of the ordering system.

What did I inherit?
An impossibly complex form filled with engineering techno jargon, coded in tables and not very pretty.

The goals
› Create a predictable, simple and beautiful interaction
› Meaningfully group information
› Avoid complication
› Reveal complexity progressively
› Demystify technical jargon
› Make it performant
› Make it scalable & brandable

What I did

Research

I needed to understand 'Service Catalogue-as-a-Service'. What is it? How does it work? Is there a document? A diagram? Something? Anything?

Meetings

I held meetings with stakeholders, engineers, developers to try and understand what it was and how the system worked. I sat and observed users perform tasks using the current form and made notes on pain points.

User Flow Diagrams

With better familiarity of the system and feedback from user observations, I created a user flow diagram that showed the stages and actions the user takes to complete a new software order request using the current system. One significant repeat frustration identified was the multiple (4 in total) validation stages the current form used. This slowed down users.

Wireframing

I created new wireframes suggesting a single page form with a single validation stage. I grouped content into sections. I collaborated with developers to understand feasibility and buy-in.

Prototyping

I created a prototype to present to stakeholders and gain feedback and tested with a few users to see if this validated as easier approach, gaining positive feedback

Visual design

I created the final visual components of the design for the developers to build.

Feedback indicates improved user experience and user satisfaction

The results   Usability tests indicated the single page form was quicker to complete and simpler to use with a single validation stage and better error handling. The improved visual design gave a better look and feel to the system. Less clicking between the stages of the form.