

- * NEW INDIE PUB
- * WILLING 2 WORK W/ WRITERS
- *

JANICE



"THE Challenge is making connections."



pitcher relate to brand

looks for pitcher that are new & different

FOUR GRAMMA

ideal: ready to go on top where needed

hire the assigned a story

outsources writing

hire

- GIVE ME THE NEXT NEW THING

"Don't keep out there" - HOPEFUL

- WANTS NEW METHODS TO CONNECT
- HAS A COUPLE BIG BUT NEEDS 2 BUILT UP
- INTO TECH/digital
- POTENTIAL POWER

NATALIE BLAIR

Designer, Leader, Storyteller

FOUNDED - THE PRO

ON ESTABLISHED

"THE MURKIN"

- * SEASONED VET w/ 20 YEARS EXP
- * BUSY
- * HAS MANY CONTACTS

* WANTS QUALITY

- EXPERIENCED
- HAS NETWORK
- LARGE BODY OF PUBLISHED WORK
- HAS REPUTATION ESTABLISHED

is only person want to see my take on this

Contently - ease of use - not intuitive

Lots of Editing

Security of IDEAS

pen: taken advantage of

DEAFID of IDEAS BEING STOLEN

ASSIGNMENTS ARE RARE (12 @ ALL)

most have more than 1 ready to go

weekly/daily

Writers as... Contract

depending on... day

EMAIL... EMAIL

KIT - via email

assignments... (12 @ ALL)

pen: taken advantage of

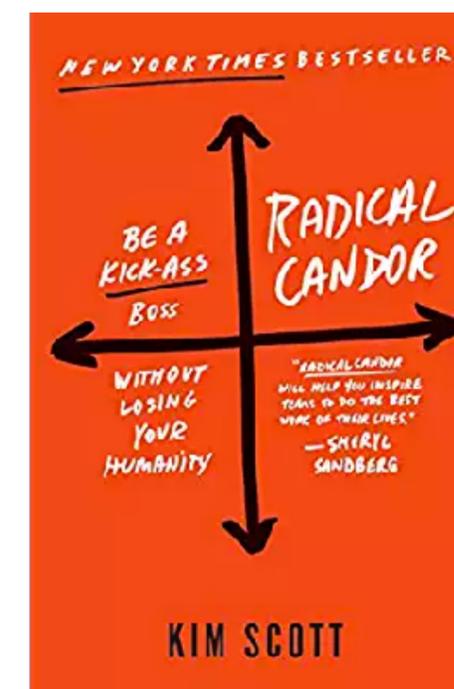
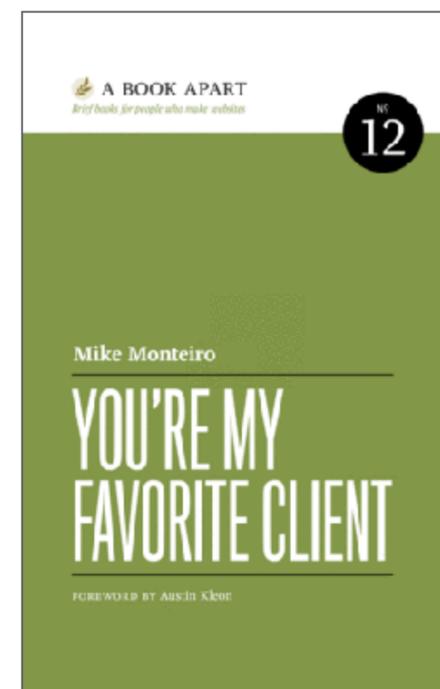
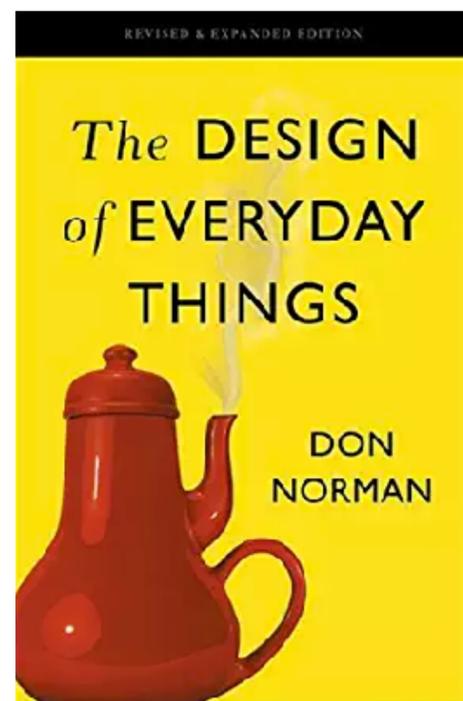
assignments... (12 @ ALL)

pen: taken advantage of

A little about me...

I'm a Brooklyn-based Product Design Leader - a generalist who deep dives into team building, storytelling, user-centered design thinking, and always a champion for digital accessibility.

Some books that excite me include:



Team building is a team sport

I empower individual team members by providing operational space and organizational cover to help them focus on executing their best work. Some of those lessons I developed during my 10 year roller derby career as a founder, coach, and captain. And yes, I swear that's a good thing.

Leadership and Coaching

- Design Leadership Forum Member - 2018-present, InVision
- DesignX Panelist 2019 (The Art of Selling Design)
- Prolific Design Meetup Speaker 2018 (Non-Traditional Career Paths)

Awards

- Tigerspike Trust + Innovation Award, Winter 2016
- BigIdea Winner - NYC BigApps Competition nycbigapps.com - Summer 2014

Thoughts, musings, and rants on Medium

- <https://medium.com/@natalieblair>



Facilitating workshops



Talking design with DesignX

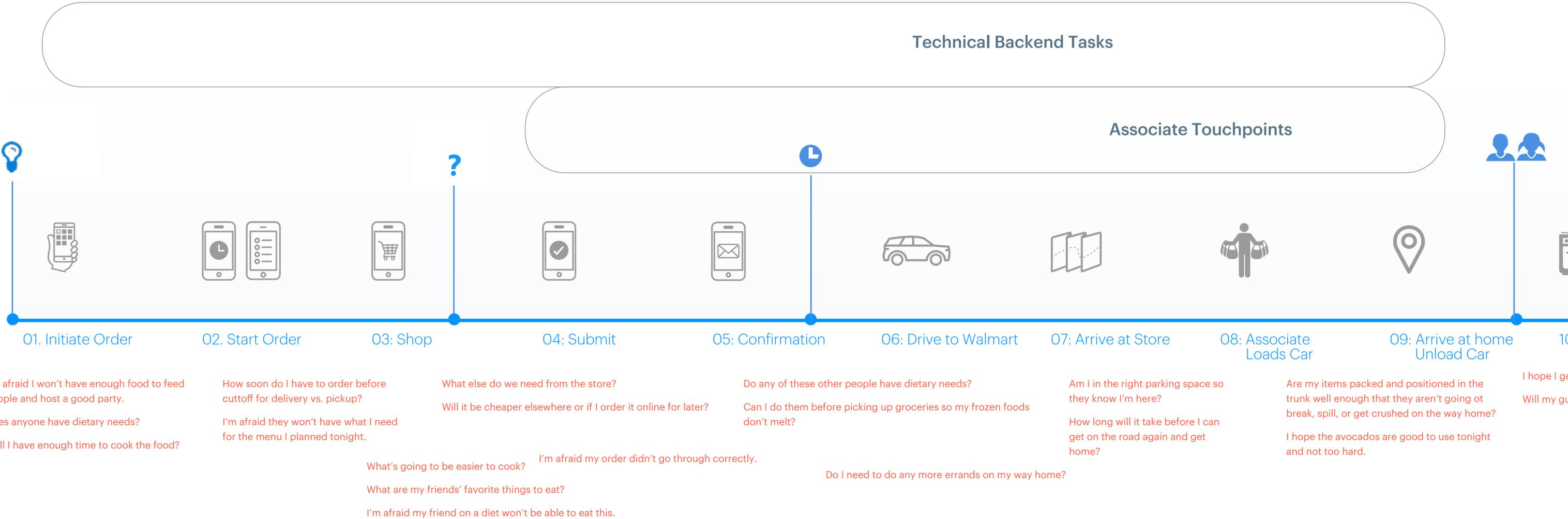


Captaining Championship teams

Well-defined stories create inspired designs

Feelings

Walmart User Journey Validation - Grocery Pickup



User and data insights should always be huggable

Helena



- Super organized
- She is a Supermom.
- Sets alarms & everything
- She is mobile phone dependent
- She likes to be aware of every single detail
- Contacts her family often to let them know she is OK

"Time is my biggest resource"

Many Hats Marcela



delays long lines
dirty places
important info

being acknowledged
proactively take care of me
comfort to get stuff done

7 habits...

- Financial Planning
- PTT
- Books to read
- Travel amount
- Self care
- Family
- work to do

Last Minute Larry

I've got 7 million other - more important - things going on, why do I have to jump through hoops to take my flight.

I fly every week, you should be able to do this for me.

I don't have time for silly issues.

late 20s - 40

with/without 2 plans? carry on only flights M-TH work hard entertain a real point then something

#t v! 9999 B!




Wants:

- To spend the most time with family. Works from home once a week.
- Wants to spend 2 mins top in WCI, anything lower is a win.
- Apple user. ☑ + ☑ + ☑

Dislikes:

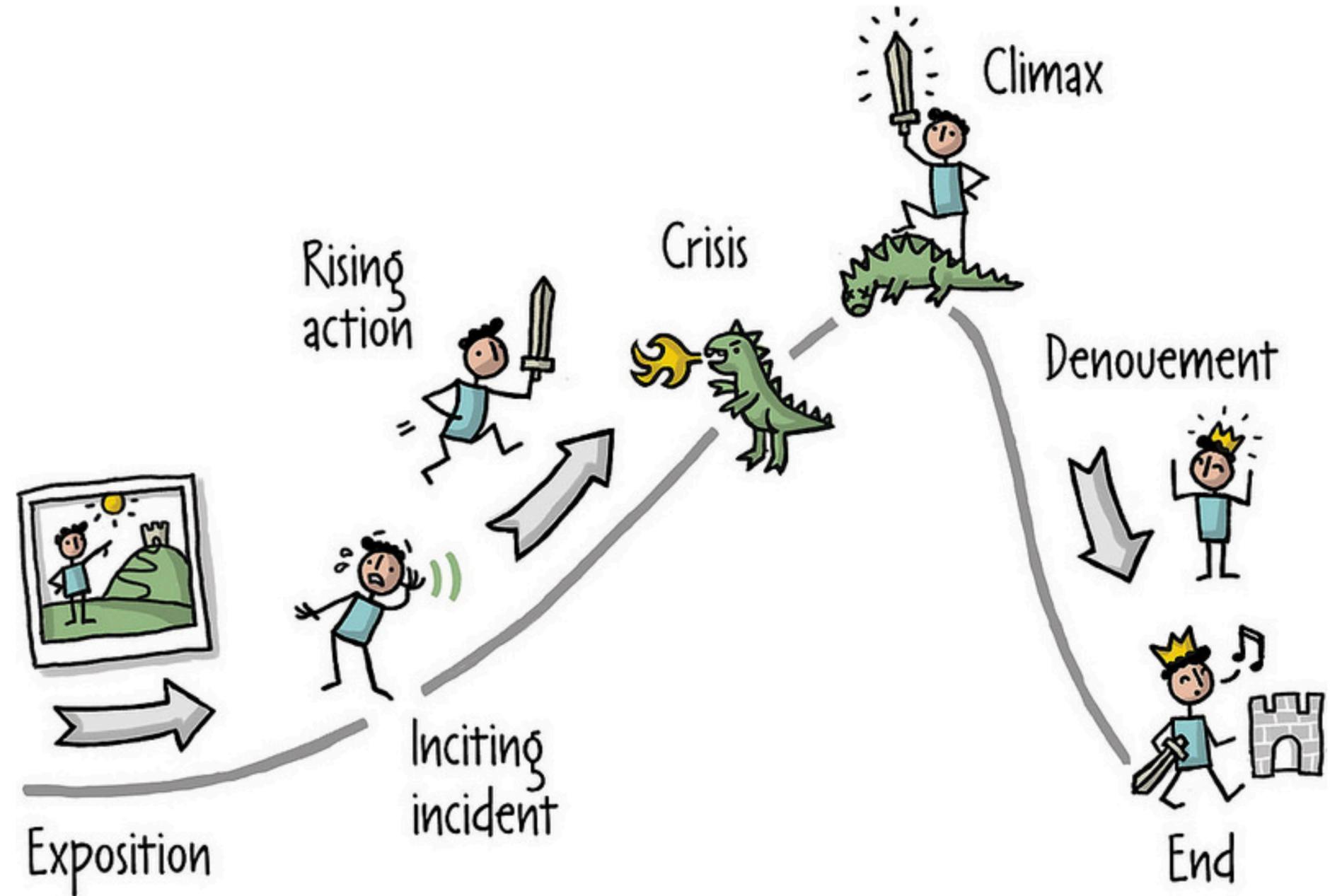
- Wasting time unnecessarily, altho he's organized enough to be as prepared as possible.
- Traveling. He does that for work but keeps him away from family.

ISABELA REYES

- FF WILES
- 42, MARRIED 4 YEARS
- TRANSLATOR THE UN
- HATES HAVING 2 REENTER INFO.

"I JUST HAVE TO BE THERE. IT JUST NEEDS TO HAPPEN."

Make the User the hero of their own story



Lovingly stolen from Donna Lichaw
<https://www.donnalichaw.com/>

Some stories...



Doing awesome things for dogs and their people

Case studies upon request



Responsive web for an airline's check-in process

Copa Airlines started their digital transformation process by overhauling their check-in process for web. An exciting UX opportunity because let's face it — what's a more stressful time than having to go to the airport these days?



Taxonomy and IA for a leading retailer of menswear

The Men's Wearhouse and Jos. A. Bank websites needed a refresh, but research cracked open real problems with the IA and showed how we could maximize the pros of each brand to improve user experience and therefore conversion.



Native apps & connected devices for live video

"Everyone deserves football." Let's give it to them on their favorite devices! But how do we make blacked out games suck less so we can kill their FOMO?

BARK

BARK=BOX

SUPER CHEWER

Bright

BARK=SHOP

Case studies in the works and available upon request:

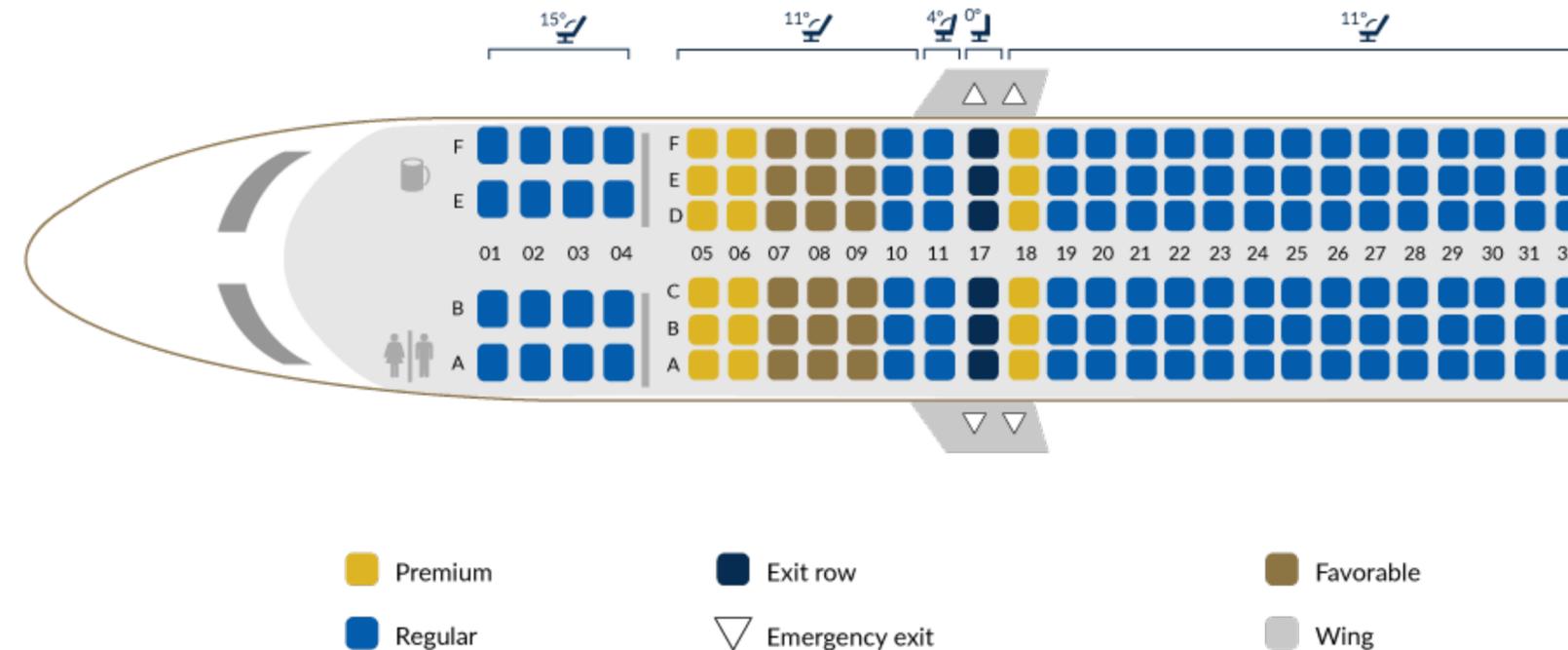
Rethinking the sales funnel

- Based on quantitative and qualitative data, we **increased conversion by 19%** by *adding* steps to the onboarding sales funnel, proving that people really, really *do* like talking about their dogs.

Accessibility + Design System Planning @ Bark

- Fast-tracking BarkBox and its properties from an ADA complaint through audit, remediation, and **raising the WCAG 2.1 AA compliance score by over 12%**
- Building a basic, scalable design system that can be themed for each of Bark's properties to maintain and push for more inclusive design

- **Project:** Redesign of fully responsive web check-in flow (including new boarding passes)
- **Role:** Lead Experience Designer
- **Team:** 1 Product Manager, 1-2 Visual Designers, 2 Jr. UX Designers, and a Dev team of 14 (in Bogota and Mexico City)
- **Contributions:** Workshopping, User Research, Competitive Analysis, Personas, User Flows, Information Architecture, Prototyping, Testing
- **Tools:** Sketching, Sketch, Prototyping (paper, InVision, Flinto), Abstract, Zeplin



Who's Copa?

Copa is a medium-sized airline, that doesn't have the capability to offer high-end seats, luxury travel amenities, opulent airport lounges, etc.. However, they saw their opportunity to win over passengers by making their digital experience so easy, effortless, and delightful.

Copa engaged Prolific Interactive to help kickoff their digital transformation process by overhauling their check-in process for web.

- Largest airline serving Central and South America
- #4 'On Time Airline in the world'
- Headquartered in Panama City, Panama
- Flies to 74 destinations currently
- Business travelers make up the bulk of their customer base

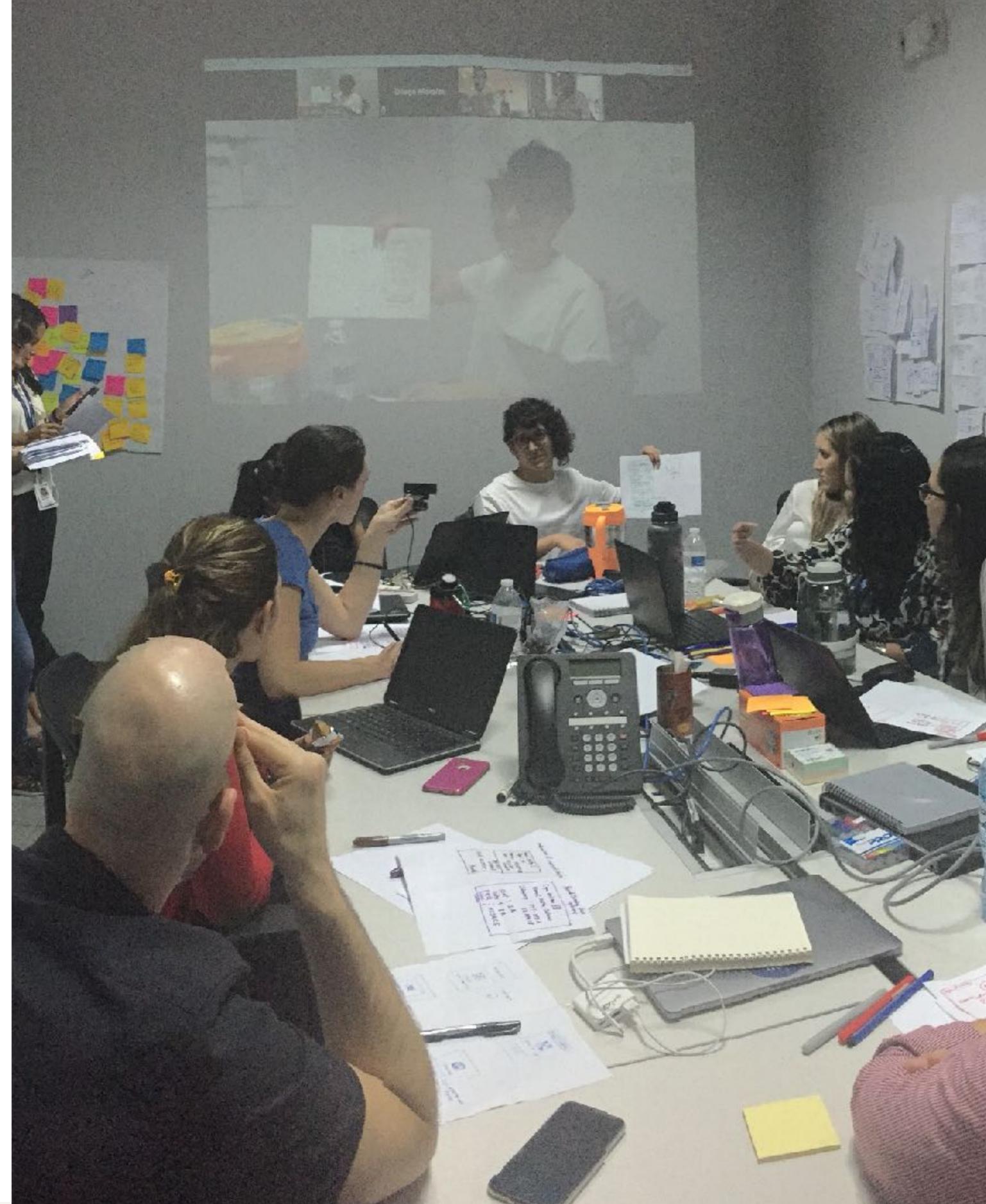


Remote Teams and Partnerships



Between Prolific's Brooklyn office, Copa's Panama City headquarters, and our development team based in Bogota and Medellin, we knew remote teamwork was going to be challenging.

To make sure we were on the same page, after initial usability testing and user interviews, we went down to Panama to workshop our defining principals so we could make decisions that everyone could agree on.



Design Statement

We will give them a way to check in that is...

Timely

Instructive

Relevant

Efficient &

Does the work for them

so they can **feel in control** of their time before takeoff.

User Personas

#1 ALWAYS PREPARED

- EARLY 40s DEBIE DETAILS MARRIED
- Mobile = her assistant
 - PLANS on DT, ON the move execution
 - UNRELIABLE
 - HATES 2 REENTER INFO
 - Hates unexpected surprises
 - RITUALS: some process every time
 - WANTS 2 BE INFORMED
 - BE NOTICED
 - KNOWN
- SUPER MOM (LOVES) PLANNER
- ALERTS ♥ LIVES + DIES BY NOTIFICATIONS
- COMMUNICATES w/ FAMILY ♥
- CM MEMBER
- COLUMBIAN
- HR COORDINATOR

#2 NEEDS SUPPORT 2 FEEL IN CONTROL

- LAST MIN LARRY AMERICAN? BRAZILLIAN?
- Single, mid 30's 3-4 trips/mo "MID EXEC MANAGER"
- GOLD member
- WANTS 2 BE TREATED like a CEO - WANTS AN ASSISTANT, NEEDS TOOLS 2 DO IT FOR HIM
 - ♥ AUTO check in ♥ upgrades
 - HATES missing upgrades 4 oversold flights
 - Wks wacky 4 him @ airport
 - IMPRESS ME!
 - CPA: DO nada for me

Lazy Larry

"Just do the work for me."

- Waits until the last minute to check in for his flights
- Never reads, and doesn't care about the details
- Wants the quickest way to check in
- Loves upgrades
- "I'm a preferred, valued customer. You should just know me!"

Busy / Unprepared Person - Larry.

- Why do I need to select a seat?
↳ Most of the time I still get ~~away~~ upgrades
↳ Get me the seat I always choose.
- I always travel to Panama, and now they require a visa? Why do you tell me this at the airport?
- I just LOVE automatic check-in for my return trip.
- I should not worry about Oursold Flights. I am a preferred valued customer.



Deb Details

“I double check everything on the way to the airport so I don't have any unexpected surprises.”

- 38 years old
- Bogota, Columbia
- Regional Vice President, multi-national retail chain
- Wife, Mother of 2
- Copa ConnectMiles Platinum Member

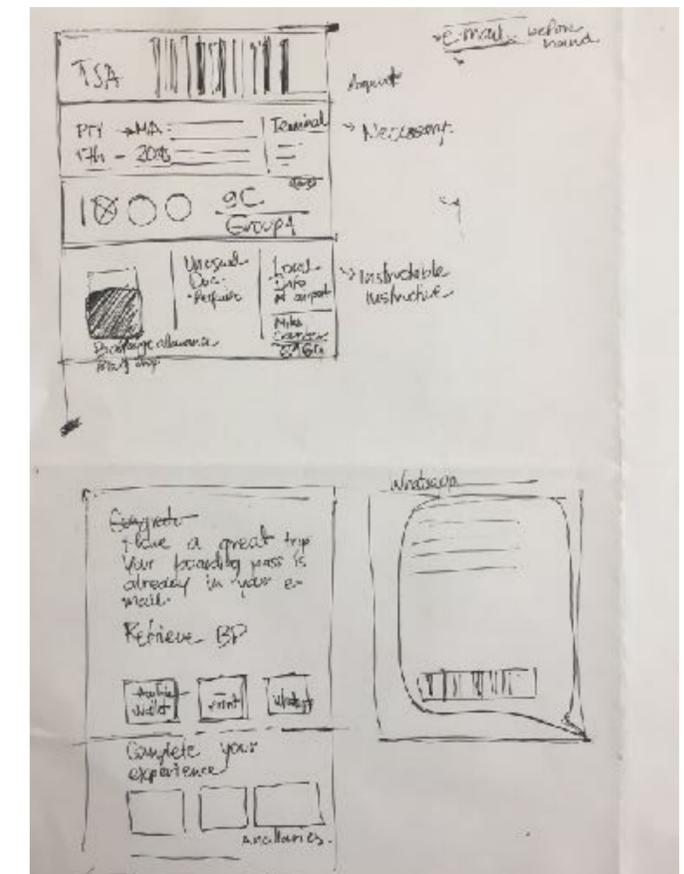
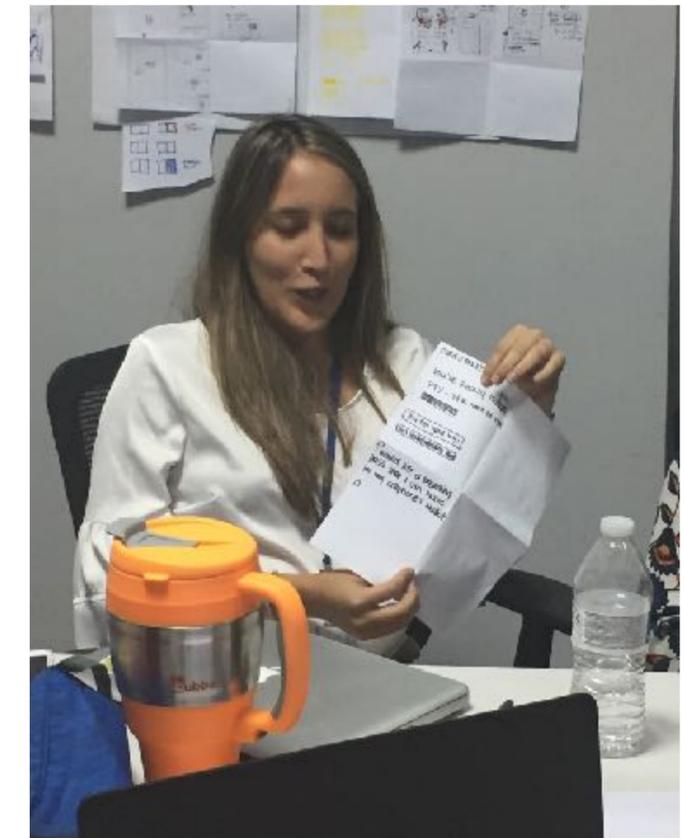
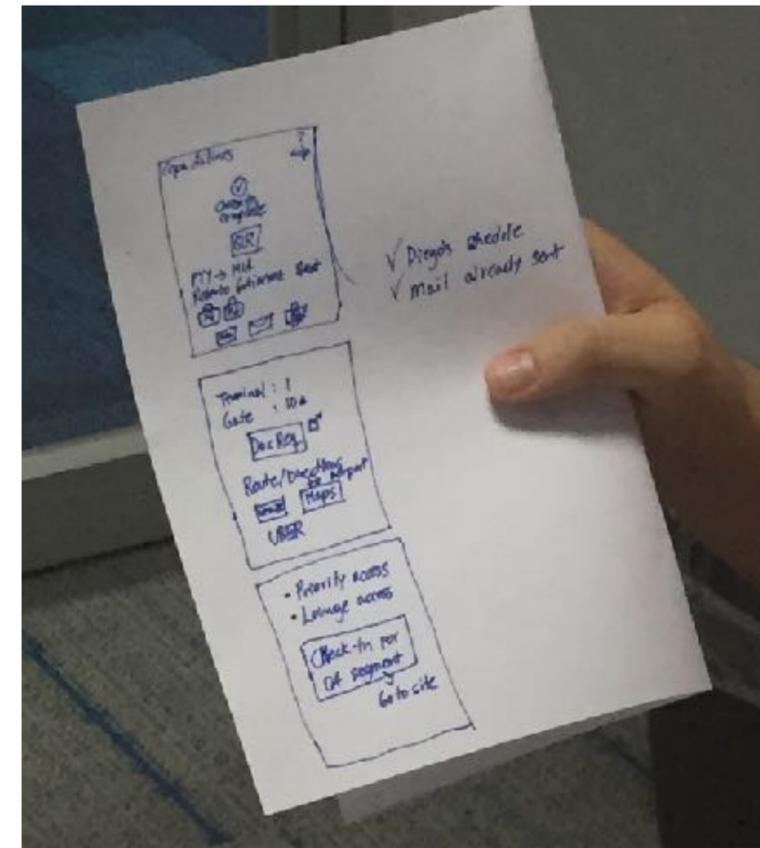


Debbie Detail

- Mom of 2 Kids. "Super mom"
- Ritual person → Same seat → ~~Part~~ Family routines
- Prepared in advance → Always early
- Tech savvy.
- Her mobile ~~is~~ calendar is her guidance "personal assistant"
- ~~Connect~~ Saved her information in every application she uses.
- Planner in Desktop Laptop → Receiver on her mobile phone
- Uses miles → upgrades

Design Studios

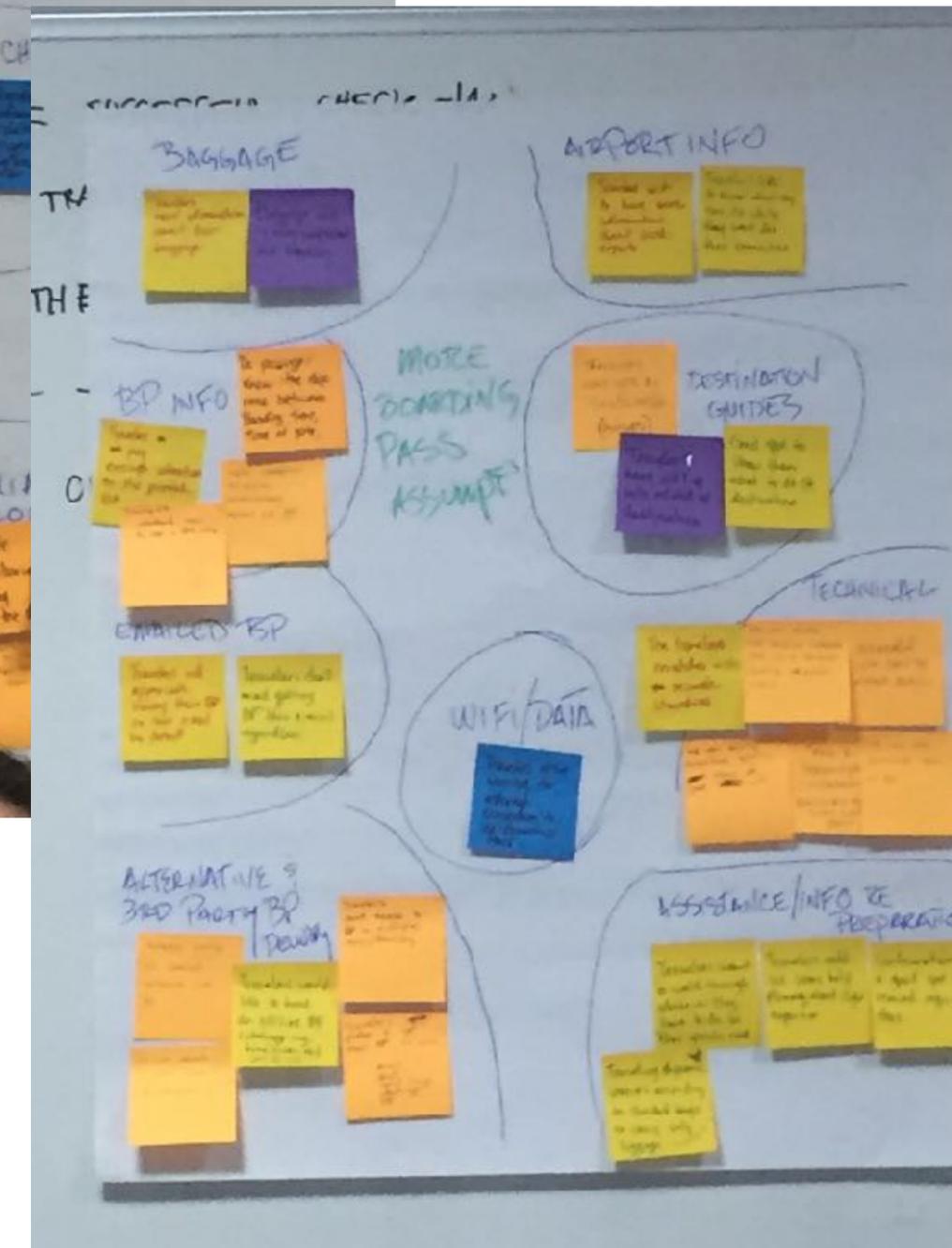
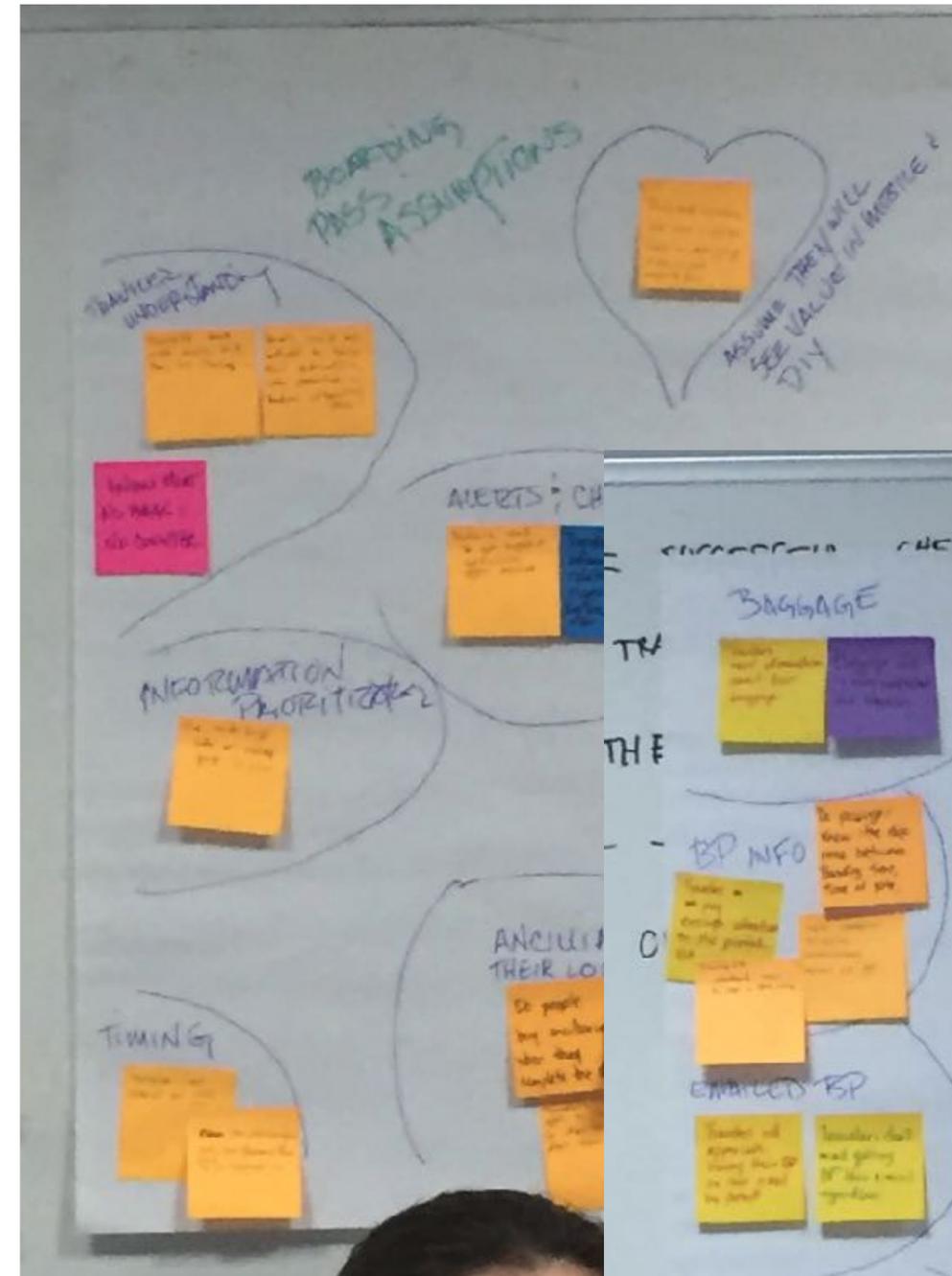
Participatory design studios with “crazy 8s” helped everyone feel a part of the process. We were able to bring in a diverse cross-section of Copa getting folks from Marketing, Airport Operations, Call Center, Reservations, and Counter Agents to join in.



Design Studios

We were then able to identify assumptions that we would have to be validated for these designs to be successful.

These assumptions helped us formulate our research strategy.



Hypotheses

Orientation in flow

- Travelers will know what steps need to happen to check in.

Finding and consuming content

- Travelers will know where they can find different types of information.

Content Hierarchy

- The most important information to them will be surfaced higher over other, more detailed info that is not necessary.

Testing Focuses

What we tested

- Overall navigation
- Steps in the process
- ConnectMiles login
- Auto check-in

Future focuses

- Seat Selection
- Boarding Pass
- Emails
- Re-entry
- Multiple Passengers
- Special Scenarios

Initial Rounds of Usability

- 2 rounds of remote (moderated and unmoderated) 30min interviews
- 18 Participants total — sourced from Customer Insights Department demographics + resources
- Ages 18-54
- ~70% male, ~30% female
- All have traveled internationally in the past 10 months (most in the past 3)
- 3 different versions of a prototype were tested at different levels of fidelity
- Mobile breakpoints

The screenshot displays a remote usability session interface. At the top, there is a navigation bar with "Dashboard", "Copa_Prolific_Usability_R...", "Help", and a user profile for "Natalie Blair" (Prolific-Copa Checkmate). A blue banner below the navigation bar indicates "Prolific-Copa Checkmate has 9 more days of free trial." with a "See pricing" button. The main content area is split into two panels: a mobile prototype of a flight check-in screen and a video feed of a participant, Ernesto Mendez Chiari. The mobile prototype shows flight details for May 3, 2018, Flight CM460, Boeing 747, departing from PTY (Panama City, PA) at 1:55pm (On Time) and arriving at JFK (New York, NY) at 6:33pm. Below the flight details, there is a message: "Good morning, Amelia! Just 3 simple steps to check-in!" and a prompt to "Log into your ConnectMiles® account to check-in even faster!". The video feed shows a man with dark hair and a beard, wearing a dark shirt, speaking. At the bottom of the interface, there is a control bar with a play/pause button, a volume icon, a timer showing 06:10, a progress bar with a marker at 09:07.5, and a "Live session with Ernesto mendez chiari" label. A "Share recording" button is visible in the top right corner of the main content area.

Additional Rounds

- 13 participants total
- ~70% male, ~30% female
- Demographic/screening info from Customer Insights Department
- All live or have lived in Central or South America in the past 8 years
- All frequent flyers of at least one Central or South American-based airline (AeroMexico, Copa, Avianca, etc.)
- Task-based scenario on Desktop
- Unmoderated, recorded sessions

Dashboard > Copa_Prolific_Usability_R... Help

Travelers: 1. Amelia Earhart 2. Robert Earhart 3. Sarah Earhart

Your're all checked in, Amelia!

A copy of your boarding pass, and links to access mobile versions, have been sent to your email at amelia@gmail.com.

Amelia Earhart
ConnectMiles Platinum #3496789875543
Passport Number 8258976576
Country of Issue United States of America
Frequent Flyer Number #AA-5067900970654

Monday, May 28

Flight: CM-182 New York (JFK) → Panama City (PTY) Seat 12B

Task 1 / 4
Remember to check out loud.
Before you begin, please tell us - out loud - a little bit about how you like to check in for Copa flights. For example, we'd love to know how you get your boarding pass. Did you check in on your computer, phone, app, kiosk or at the counter? Do you check in right away or wait until right before the flight? How did you make sure all your information was correct before checking in (e.g. passport, frequent flyer number, etc.)? Also - feel free to tell us any other things you'd like to tell us about your experience.

Notes

00:40 Event
Start Task 1

03:56 Event
End Task 1 Pass Fail

05:46 Prolific
Likes checking in through a frequent flyer account instead of entering things on his own.

06:50 Prolific
get your boarding pass and do the checkin beforehand to save time.

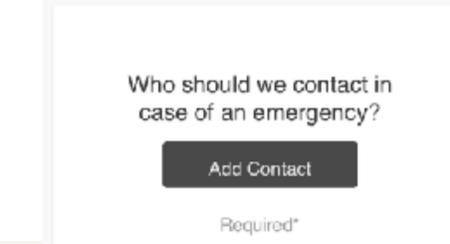
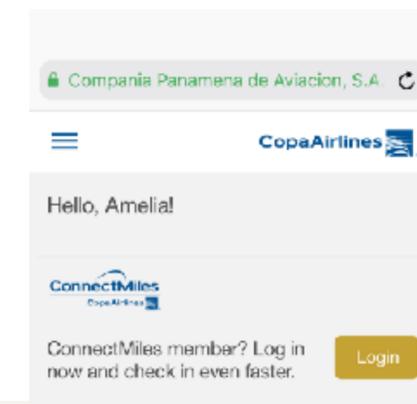
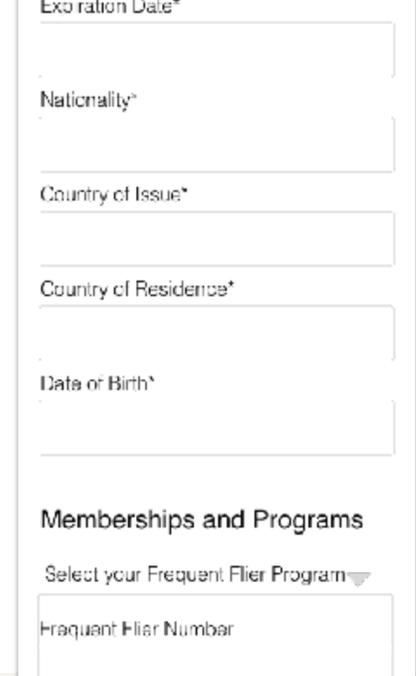
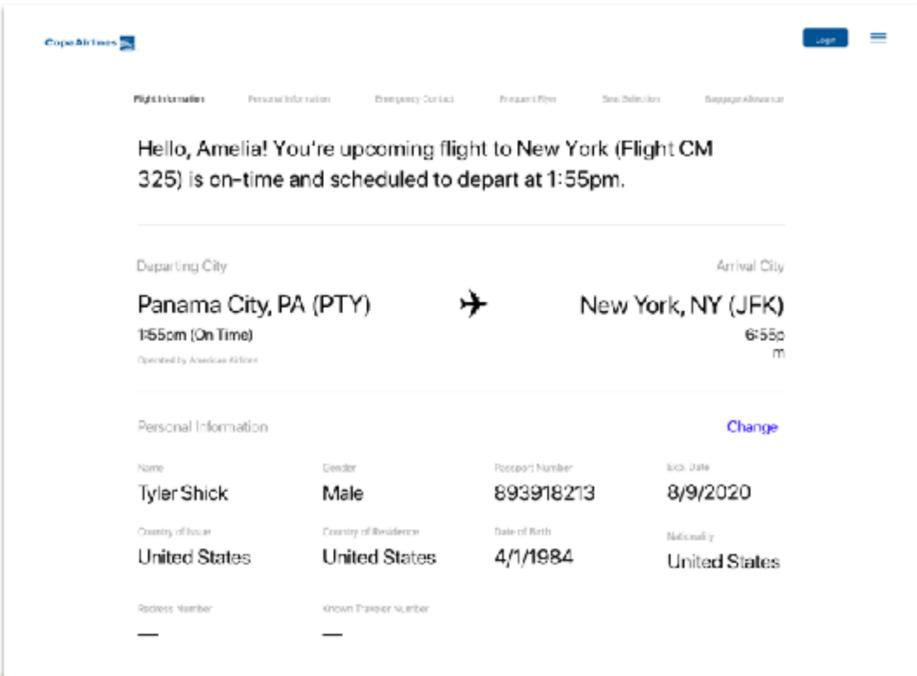
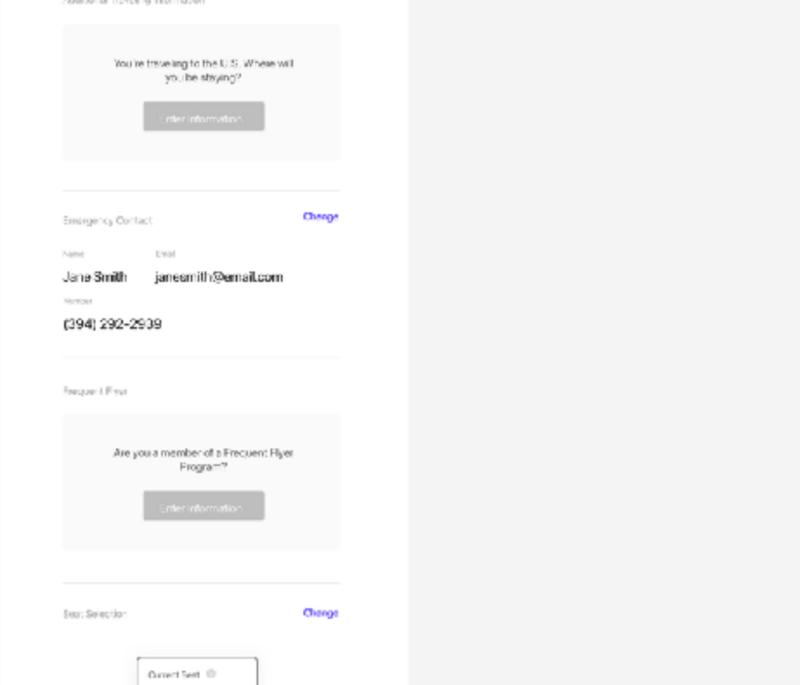
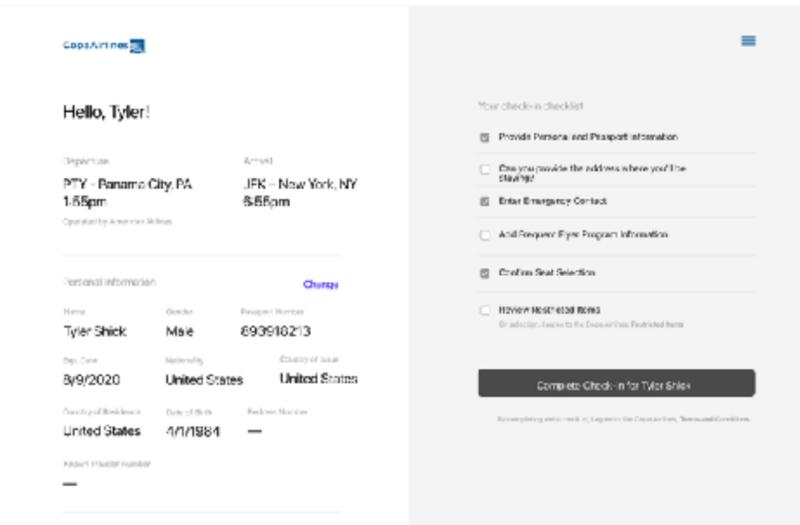
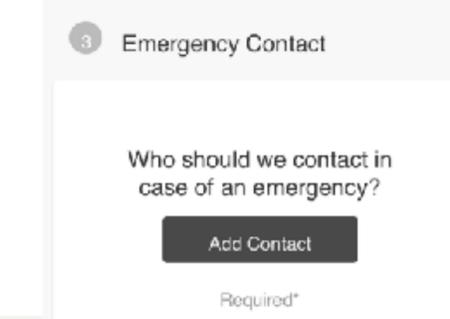
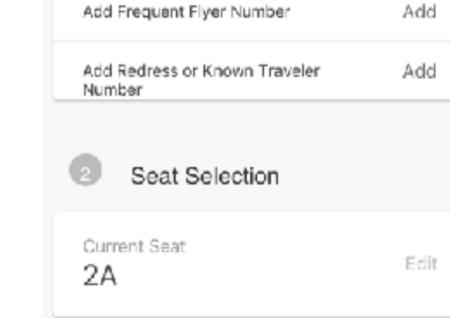
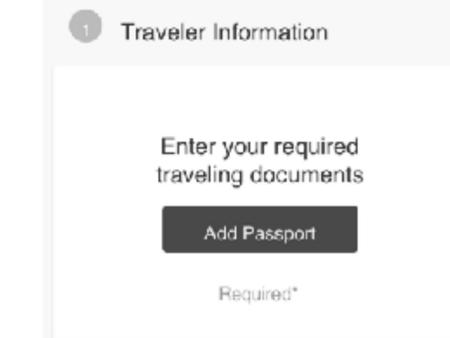
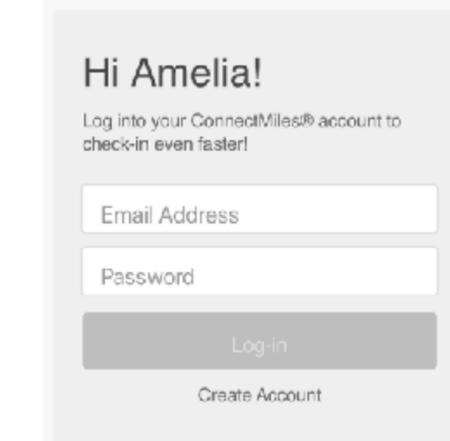
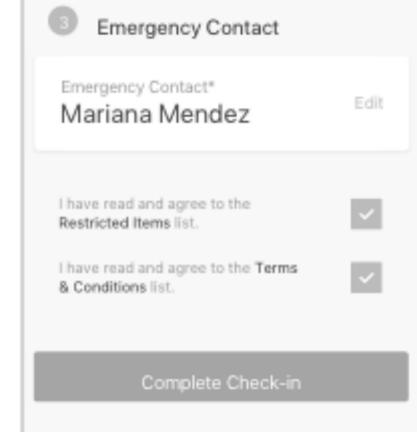
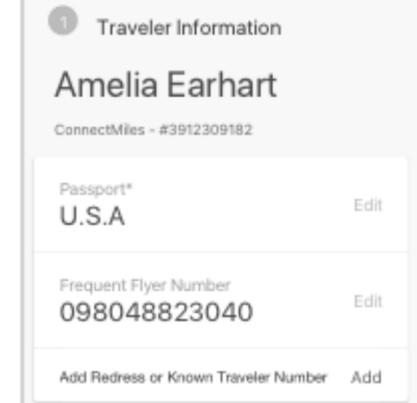
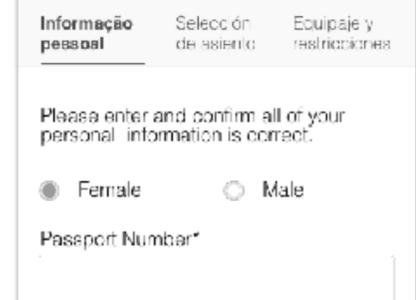
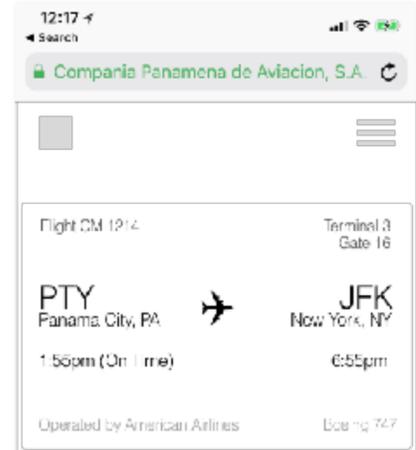
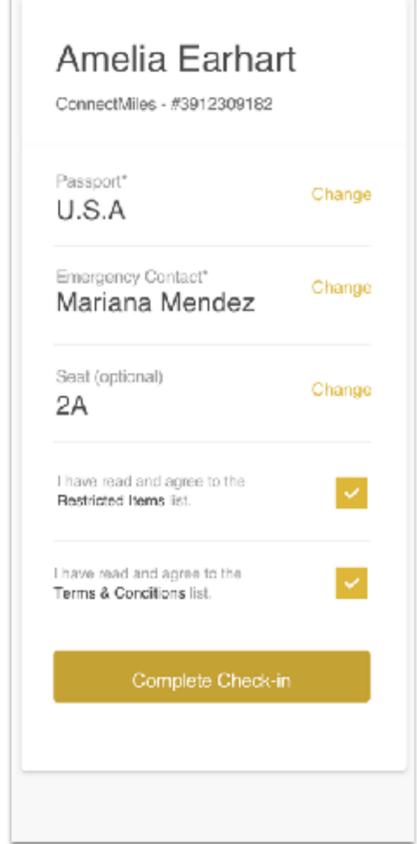
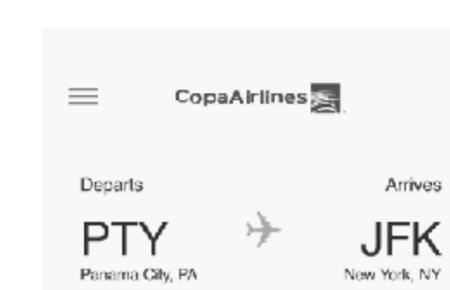
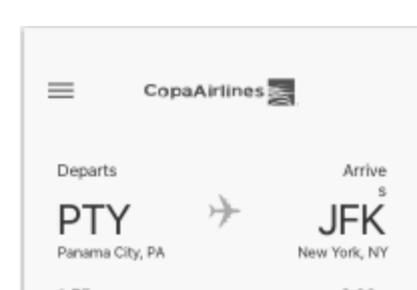
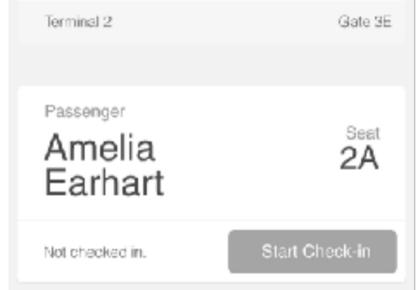
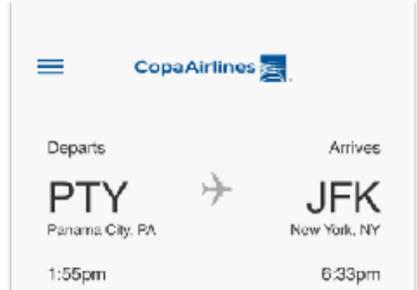
09:09 Prolific
Faster service, better seat, and much better food!

03:09 Add flag
start typing notes here

Now playing
Respondent 885560
Windows_10 | Chrome 66.0.3359.181
Share Download Delete

Press t to drop a marker
Live session with Ernesto mendez chiari

Wireframes & Iterations



Linear Checklist

Copa Airlines

Hello, Tyler!

Departure: **PTY - Panama City, PA** 1:55pm
Arrival: **JFK - New York, NY** 6:55pm
Operated by American Airlines

Personal Information [Change](#)

Name	Gender	Passport Number
Tyler Shick	Male	893918213
Exp. Date	Nationality	Country of Issue
8/9/2020	United States	United States
Country of Residence	Date of Birth	Address Number
United States	4/1/1984	—

Known Traveler Number: —

Additional Traveling Information

You're traveling to the U.S. Where will you be staying?
[Enter Information](#)

Emergency Contact [Change](#)

Name	Email
Jane Smith	janeemith@email.com
Number	
(394) 292-2939	

Frequent Flyer

Are you a member of a Frequent Flyer Program?

Your check-in checklist

- Provide Personal and Passport Information
- Can you provide the address where you'll be staying?
- Enter Emergency Contact
- Add Frequent Flyer Program Information
- Confirm Seat Selection
- Review Restricted Items

[Complete Check-in for Tyler Shick](#)

By completing web check-in I agree to the Copa Airlines Terms and Conditions

Dashboard

Copa Airlines

Hello, Amelia!

Good news! We found your ConnectMiles Account. Enter your password to use your stored info and make check-in even quicker!

ConnectMiles Password: [Forgot Password?](#) [View My Login](#) [Login](#)

Flight CM 2014 [Get Alerts](#)

Status: On-time

PTY Panama City, PA **JFK** New York, NY

Departs: 2:55pm Arrives: 10:30pm

Operated by American Airlines Equipment: Boeing 767-4

Personal Information [Change](#)

Full Name	Emergency Contact
Amelia Earhart	Tyler Shick
Gender	Emergency Contact Email
----	tylershick@gmail.com
Passport Number	Emergency Contact Phone
----	(517) 303-1598
Expiration Date	

Nationality	

Country of Residence	

Address Number	

Known Traveler Number	

Emergency Contact [Change](#)

Emergency Contact: **Tyler Shick**
Emergency Contact Email: **tylershick@gmail.com**
Emergency Contact Phone: **(517) 303-1598**

Seat Selection [Change](#)

32A

Restricted Items

When traveling, certain items are considered dangerous goods, which may endanger the safety of an aircraft or the persons on board the aircraft. You may not travel with these items in your checked or carry-on baggage.

Emergency Contact [Change](#)

Emergency Contact: **Tyler Shick**
Emergency Contact Email: **tylershick@gmail.com**
Emergency Contact Phone: **(517) 303-1598**

Baggage Allowance

[Add Frequent Flyer Program](#)

or

Dashboard Concept

Copa Airlines 

Departing City **PYT - Panama City, PA** Wednesday, April 21 at 2:55pm (Group 3)
Operated by American Airlines

CM-202  3 hours and 50 minutes

Arriving City **JKF - New York, NY**
Wednesday, April 21 at 6:55pm

Personal Information [Edit](#)

Full Name	Passport Number
Amelia Earhart	ATP56789
Gender	Expiration Date
Female	3/20/21
Country of Residence	Nat onality
United States (U.S.A)	United States (U.S.A)
Known Traveler Number	Recess Number
—	—

Seat Selection [Change Seat](#)

32A

Frequent Flyer [Add](#)

Baggage Allowance [Learn More](#)

Emergency Contact [Add](#)

[Complete Check-in](#)

By completing web-check in, I agree to the Copa Airlines, Terms and Conditions.

Dashboard - deep dive

The screenshot displays the Copa Airlines dashboard with a modal window for updating personal information. The background shows flight details for two flights: one from Panama City, PA to JFK, NY, and another from an unspecified city to JFK, NY. The modal window is titled "Update Personal Information" and contains several input fields for personal data.

Copa Airlines

Departing City
PYT - Panama City, PA
Wednesday, April 21 at 2:55pm (Group 3)
Operated by American Airlines

Personal Information

Full Name	Passport Number
Amelia Earhart	ATP56789
Gender	Expiration Date
Female	3/20/21
Country of Residence	Nationality
United States (U.S.A)	United States (U.S.A)
Known Traveller Number	Redress Number
—	—

Update Personal Information

First Name: **Amelia** Last Name: **Earhart**

Birth Date: **12/12/2002**

Passport Number: **123456789** Expiration Date: **12/12/2002**

Country of Issue: **United States of America**

Country of Residence: **United States of America**

Nationality: **United States of America**

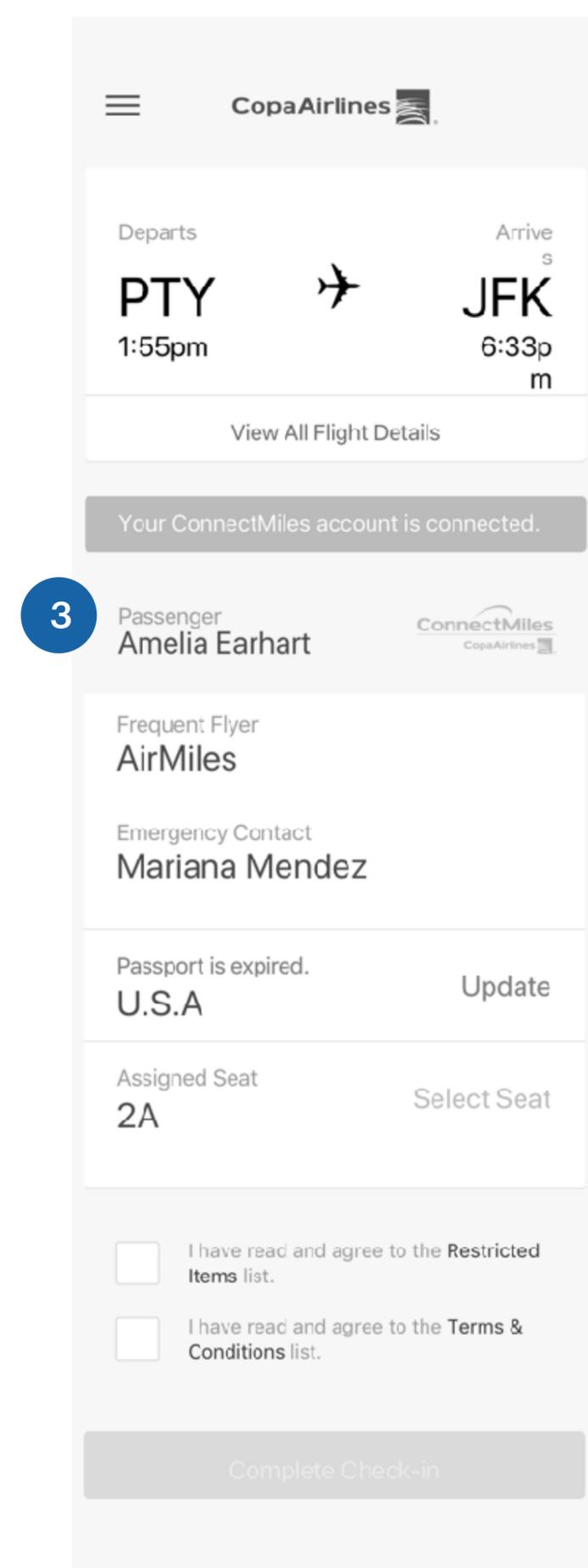
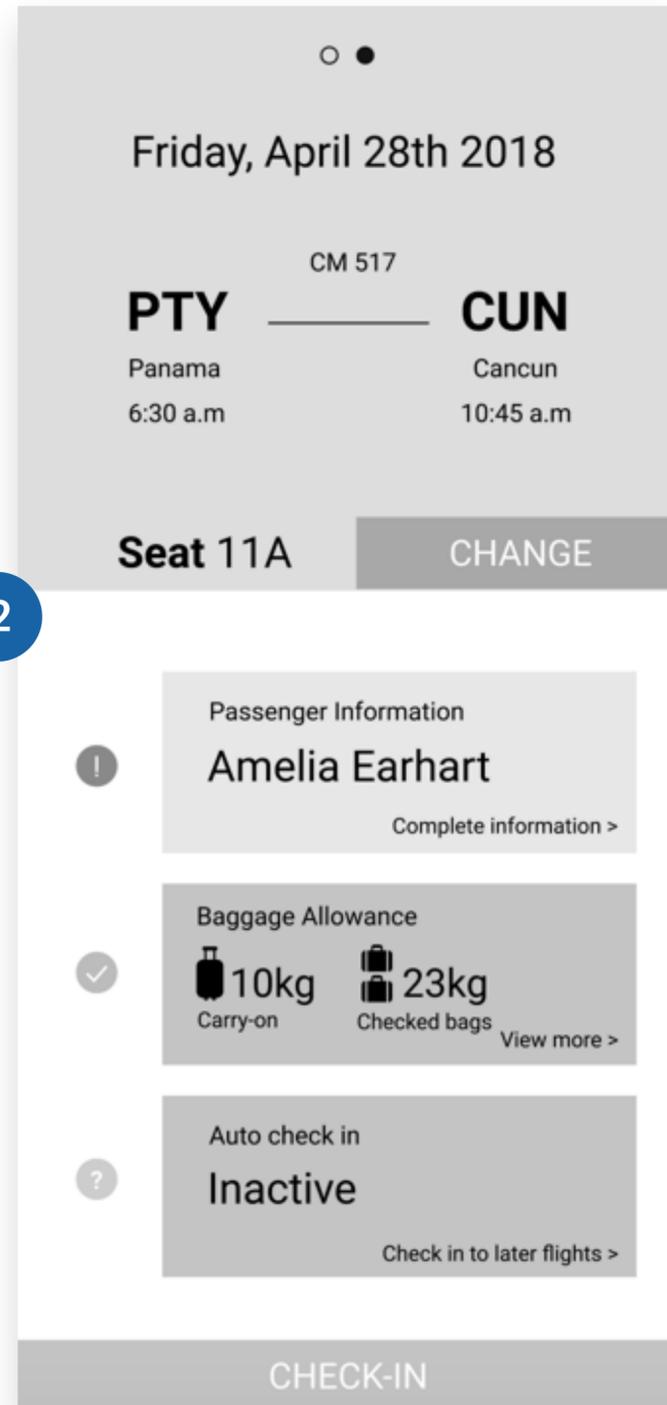
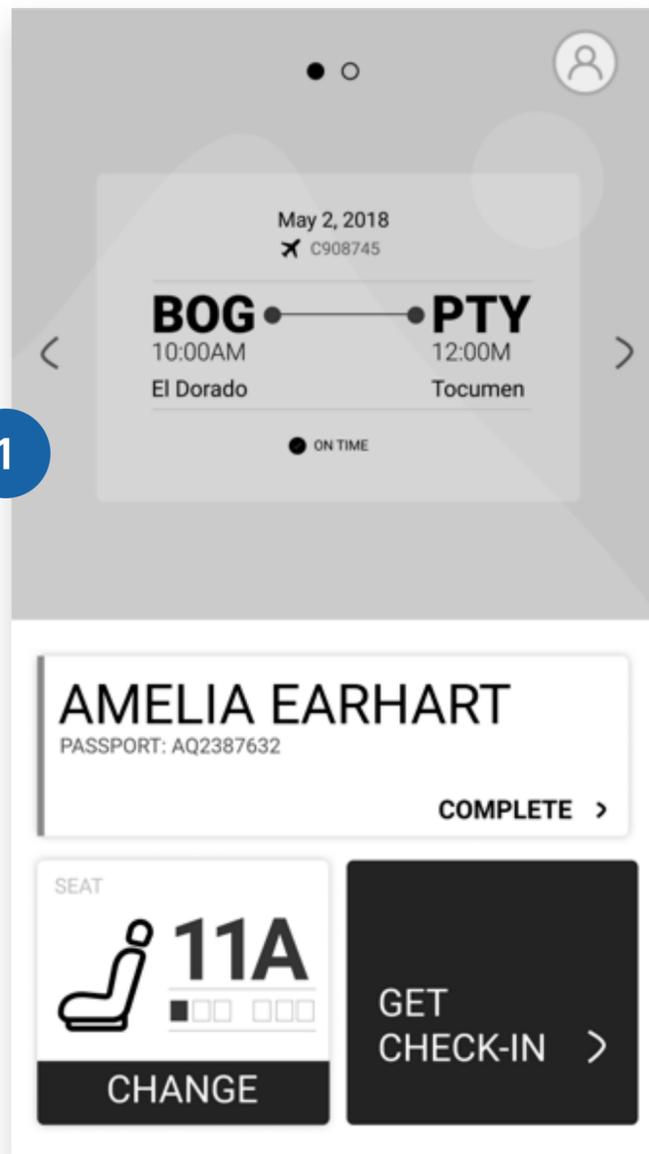
Save

Departing City
JFKF -New York, NY
Wednesday, April 21 at 6:55pm

Not Flyer **Add**

Agency Contact **Add**

Mobile Dashboards



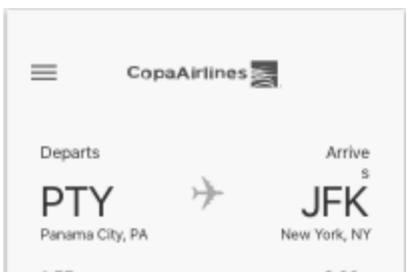
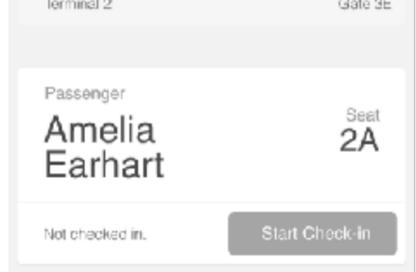
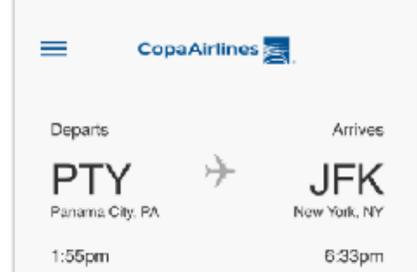
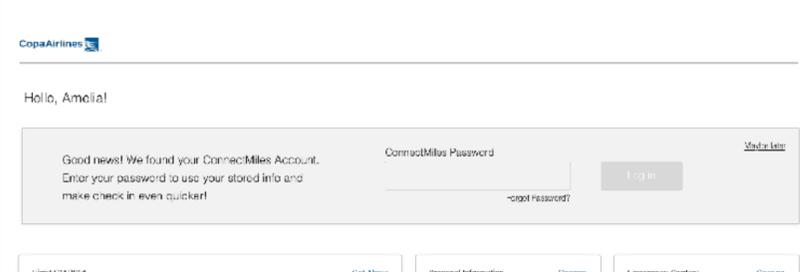
Results - Dashboard

“Copa should just know me!”

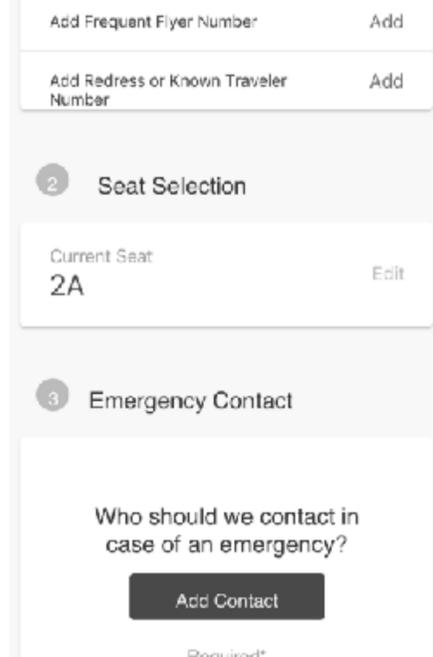
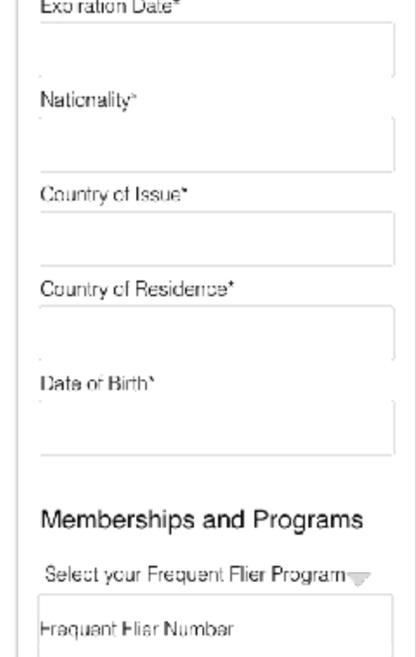
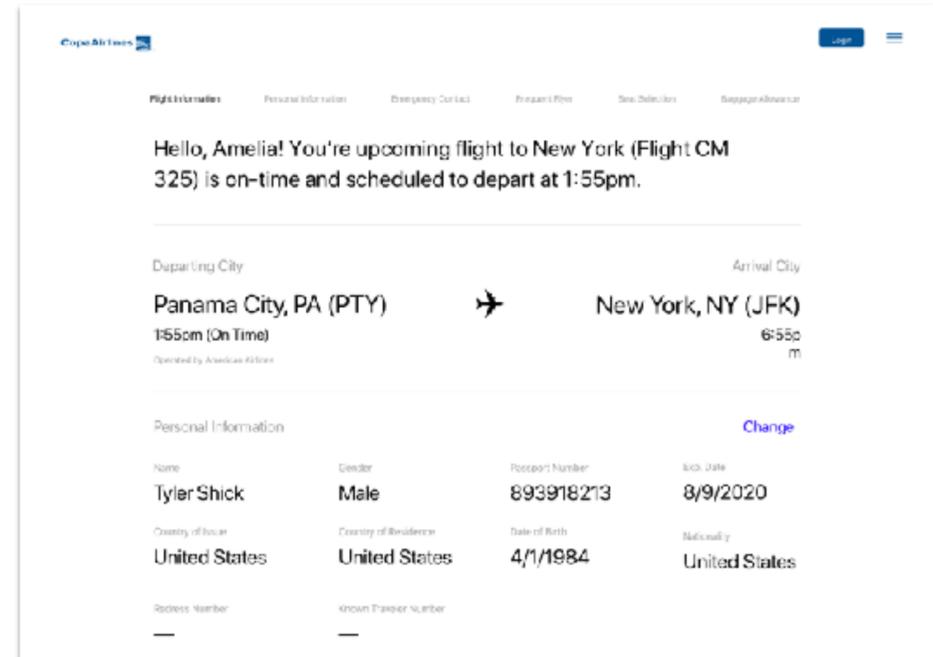
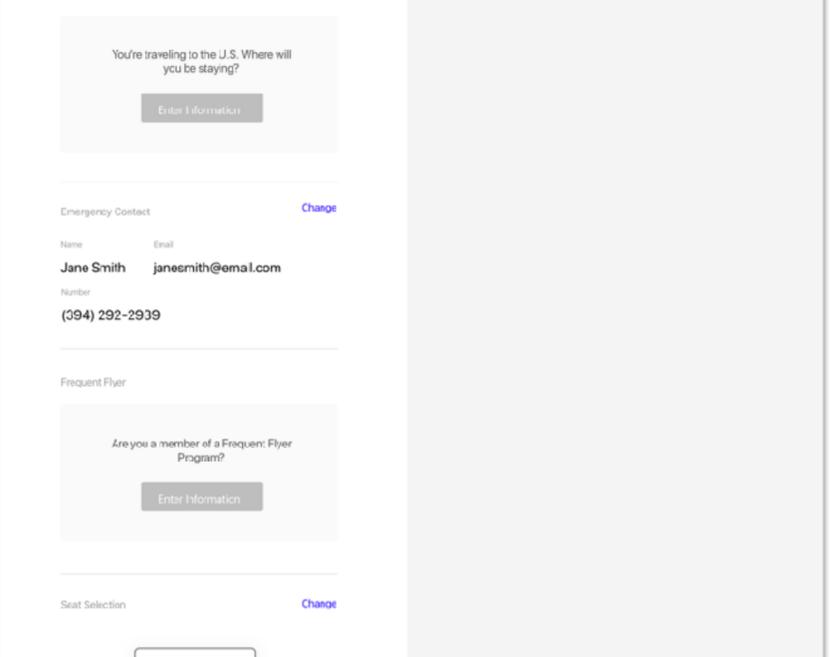
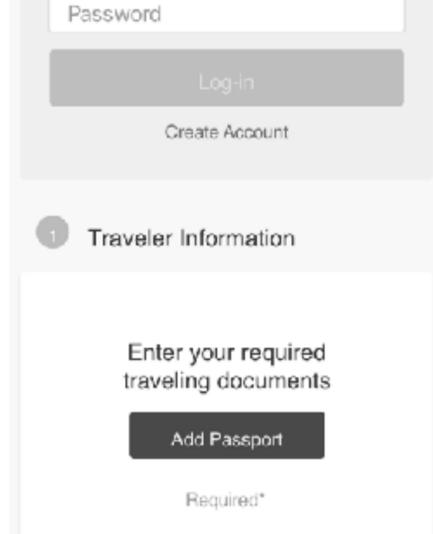
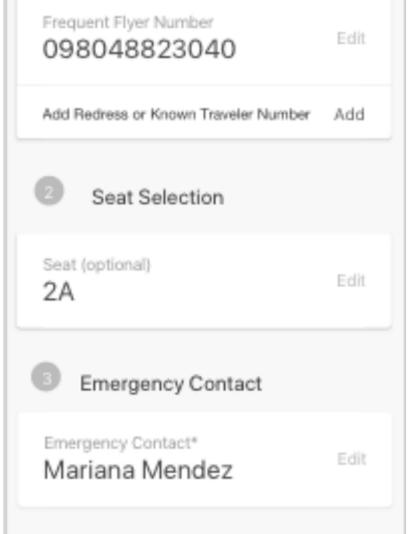
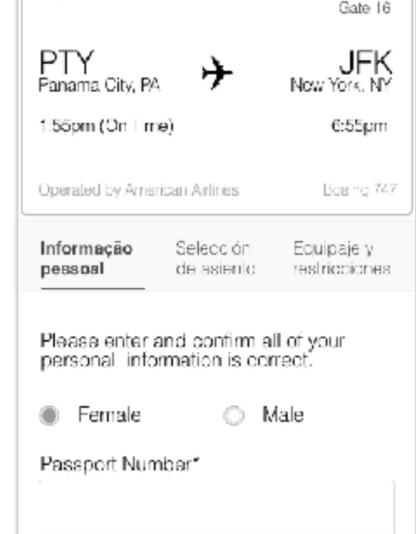
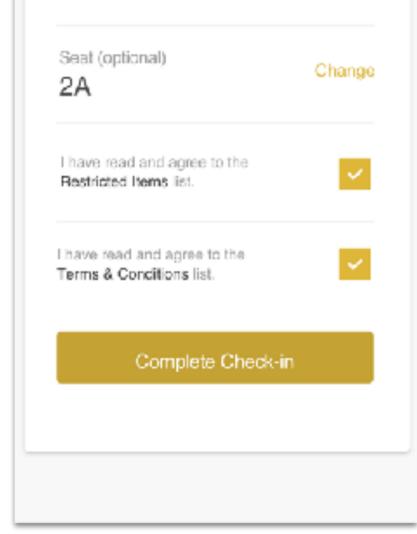
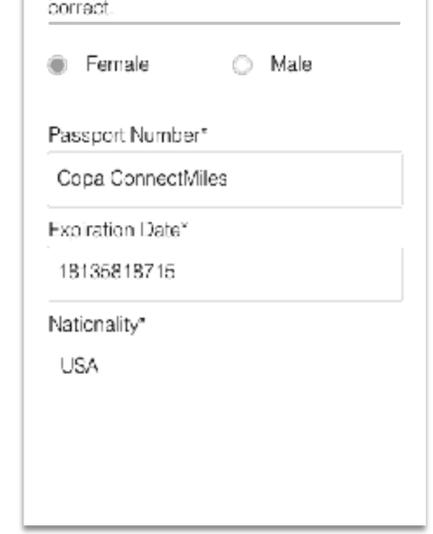
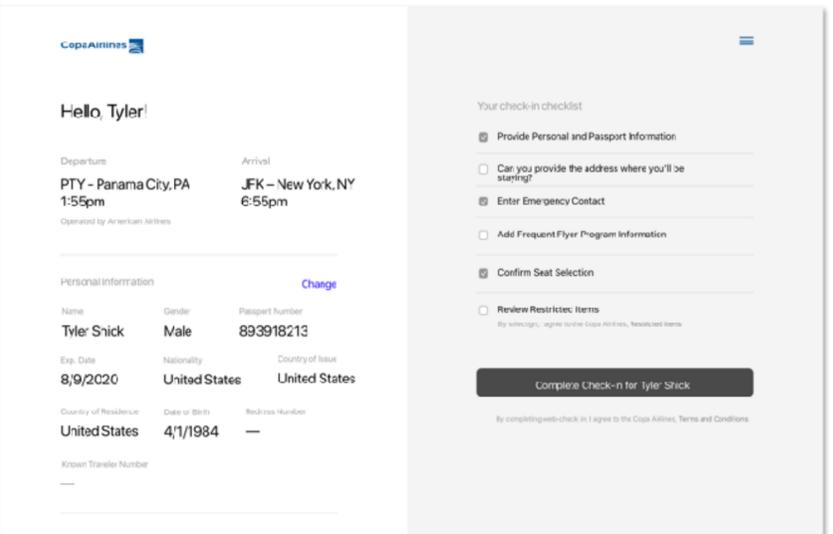
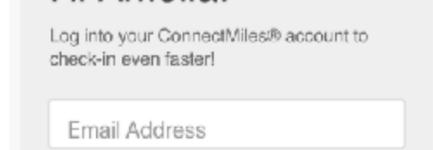
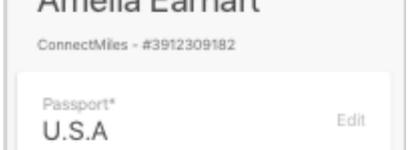
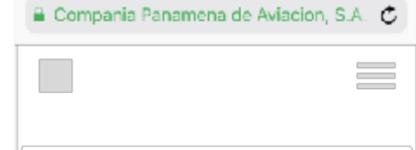
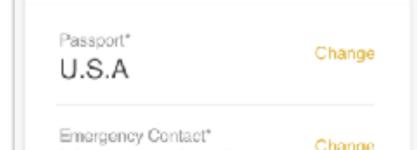
- CM members who logged in could quickly see that information had been auto-filled
- Serves power and new user needs — “do it for me” and “let me see all the details”
- With less steps, the need for handholding along the way was eliminated

The screenshot displays a flight dashboard for Amelia Earhart. At the top, it lists three travelers: 1. Amelia Earhart, 2. Robert Earhart, and 3. Sarah Earhart. A large blue checkmark is overlaid on the right side of the dashboard. The main heading reads "Hi, Amelia! It's time to check in for your trip!". Below this, a section for Amelia Earhart shows her ConnectMiles Platinum status (#3456789876543), Passport Number (8258976576), Country of Issue (United States of America), and Frequent Flyer Number (#AA-5687908976854). An "Add" button and a warning icon are also present. The flight itinerary for Monday, May 28, includes two flights: CM-182 from New York (JFK) to Panama City (PTY) and CM-220 from Panama City (PTY) to Bogota (BOG). Each flight shows the time, terminal, gate, and seat number (12B and 15A respectively), with "Change" buttons and checkmarks. The dashboard also features sections for Baggage Allowance (Checked: 2x, Carry on items: 1, 1), Review Restricted Items, and Terms and Conditions.

- FPO example shown — not final design



Process Steps



Concept 1: Small Steps

Compania Panamena de Aviacion, S.A.

Check-in Amelia

1 Traveling Information 2 Emergency Contact 3 Memberships & Programs 4 Seat Selection 5 Baggage 6 Terms and Conditions

Passport Information

Name* Amelia ✓

Last Name* Earhart ✓

Male Female

Passport Number* ATP56789 ✓

Expiration Date* 4/28/2022 ✓

Nationality* Argentina (AR) ✓

Country of Issue* Argentina (AR) ✓

Country of Residence* United States of America (U S A) ✓

Continue

Emergency Contact

Contact Name* Cynthia Martinez ✓

Contact Email* cmartinez@email.com ✓

Contact Phone Number (183) 919-1383 ✓

Continue

Frequent Flyer Information (Optional)

Program

Number

Additional Information (Optional)

Redress Number

Known Traveler Number

Continue

Seat Selection

A	C	1	D	F
A	C	2	D	F
A	C	3	D	F
A	C	4	D	F
A	C	5	D	F
A	C	6	D	F
A	C	7	D	F
A	C	8	D	F
A	C	9	D	F

Baggage Allowance

2 checked bags
22lbs 30in x 45in x 23in

2 carry-on bags
22lbs 30in x 45in x 23in

Restricted Items

When travelling, certain items are considered dangerous goods, which may endanger the safety of an aircraft or the persons on board the aircraft. You may not travel with these items in your checked or carry-on luggage.

Examples might be:
Explosives, munitions, fireworks and flares.
Gases (flammable, non-flammable deeply refrigerated and poisonous) such as

Terms and Conditions

The passenger is responsible for all necessary travel documents including passport, visas, tourist cards and any other additional or special document required by law or regulations in force in the countries of departure, destination or transit. It is recommended to all passengers to be aware of their vaccination and health history, specifically, the International Certificate of Vaccination against Yellow Fever, if they are traveling to an endemic country.

I agree to these terms and conditions.

Complete Check-in

Concept 2: Longer/Fewer steps

The image displays three sequential mobile app screens for the check-in process of 'Amelia' on the website of 'Compania Panamena de Aviacion, S.A.'.

Screen 1: Step 1 - Traveling Information

Passport Information

Name*
Amelia

Last Name*
Earhart

Male Female

Passport Number*
ATP56789

Expiration Date*
4/28/2022

Nationality*
Argentina (AR)

Country of Issue*
Argentina (AR)

Country of Residence*
United States of America (U.S.A.)

Date of Birth*
4/22/1981

Screen 2: Step 2 - Seat Selection

A	C	1	D	F
A	C	2	D	F
A	C	3	D	F
A	C	4	D	F
A	C	5	D	F
A	C	6	D	F
A	C	7	D	F
A	C	8	D	F
A	C	9	D	F
A	C	10	D	F

Screen 3: Step 3 - Traveling Restrictions

Baggage Allowance

 2 checked bags
22lbs 30in x 45in x 23in

 2 carry-on bags
22lbs 30in x 45in x 23in

Restricted Items

When travelling, certain items are considered dangerous goods, which may endanger the safety of an aircraft or the persons on board the aircraft. You may not travel with these items in your checked or carry-on luggage.

Examples might be:
Explosives, munitions, fireworks and flares.
Gases (flammable, non-flammable deeply refrigerated and poisonous) such as camping gas. Radioactive materials.
Corrosives (such as mercury, acids, alkalis and wet cell batteries). Magnetized materials.

Results: Longer & Fewer

“Any steps are too many steps!”

- Participants liked the least amount of steps, even if each one was longer
- Tasks could still be streamlined more according to user feedback

The image displays three sequential screenshots of a flight check-in interface for 'Compania Panamena de Aviacion, S.A.' The interface is titled 'Check-in Amelia' and features a progress indicator with three steps: 1. Traveling Information, 2. Seat Selection, and 3. Traveling Restrictions. A large blue checkmark is overlaid on the top right of the third screenshot.

Step 1: Traveling Information

Passport Information

Name* Amelia ✓

Last Name* Earhart ✓

Male Female

Passport Number* ATP56789 ✓

Expiration Date* 4/28/2022 ✓

Nationality* Argentina (AR) ✓

Country of Issue* Argentina (AR) ✓

Country of Residence* United States of America (U.S.A.) ✓

Date of Birth* 4/22/1981 ✓

Step 2: Seat Selection

A	C	1	D	F
A	C	2	D	F
A	C	3	D	F
A	C	4	D	F
A	C	5	D	F
A	C	6	D	F
A	C	7	D	F
A	C	8	D	F
A	C	9	D	F
A	C	10	D	F

Step 3: Traveling Restrictions

Baggage Allowance

2 checked bags
22lbs 30in x 45in x 23in

2 carry-on bags
22lbs 30in x 45in x 23in

Restricted Items

When travelling, certain items are considered dangerous goods, which may endanger the safety of an aircraft or the persons on board the aircraft. You may not travel with these items in your checked or carry-on luggage.

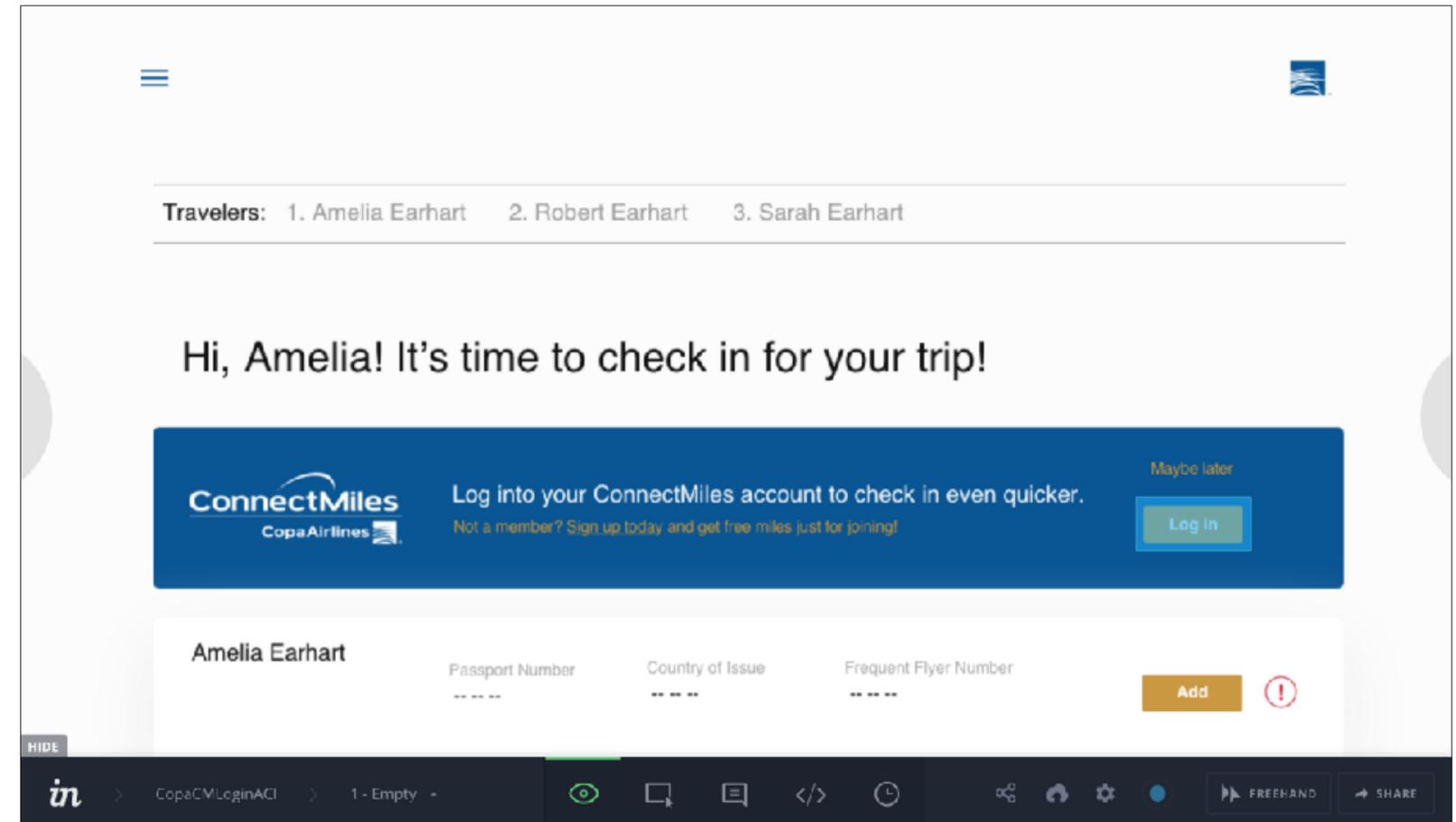
Examples might be:
Explosives, munitions, fireworks and flares.
Gases (flammable, non-flammable deeply refrigerated and poisonous) such as camping gas. Radioactive materials.
Corrosives (such as mercury, acids, alkalis and wet cell batteries). Magnetized materials.

Next Steps

Additional rounds of testing honed in on how we could make them feel known.

We also redesigned the boarding passes, the key to a user feeling comfortable and confident.

A beta version of the new web check-in process will be released in mid-September, 2018.



InVision Prototype testing how users want to pre-populate their information: <https://prolificinteractive.InVisionapp.com/share/MTMYQMHRSH>

- **Project:** Redesign of Men's Wearhouse and Jos. A. Bank menswear retail sites, and Tux Rental journey
- **Role:** Lead Experience Designer
- **Team:** 1 Product Manager, 1 Visual Designer
- **Contributions:** User Research, Competitive Analysis, Personas, User Flows, Information Architecture, Prototyping
- **Tools:** Sketching, Sketch, Flinto, [respondent.io](https://www.respondent.io)



Project Overview

When Tailored Brands engaged our team, they wanted a visual redesign of their retail websites and Tux Rental experiences between both sites.

After initial user research and analytic investigation, we saw a huge discrepancy between conversion rates - 23% for Jos. A. Bank (defined as completed purchase) while Men's Wearhouse had 12%

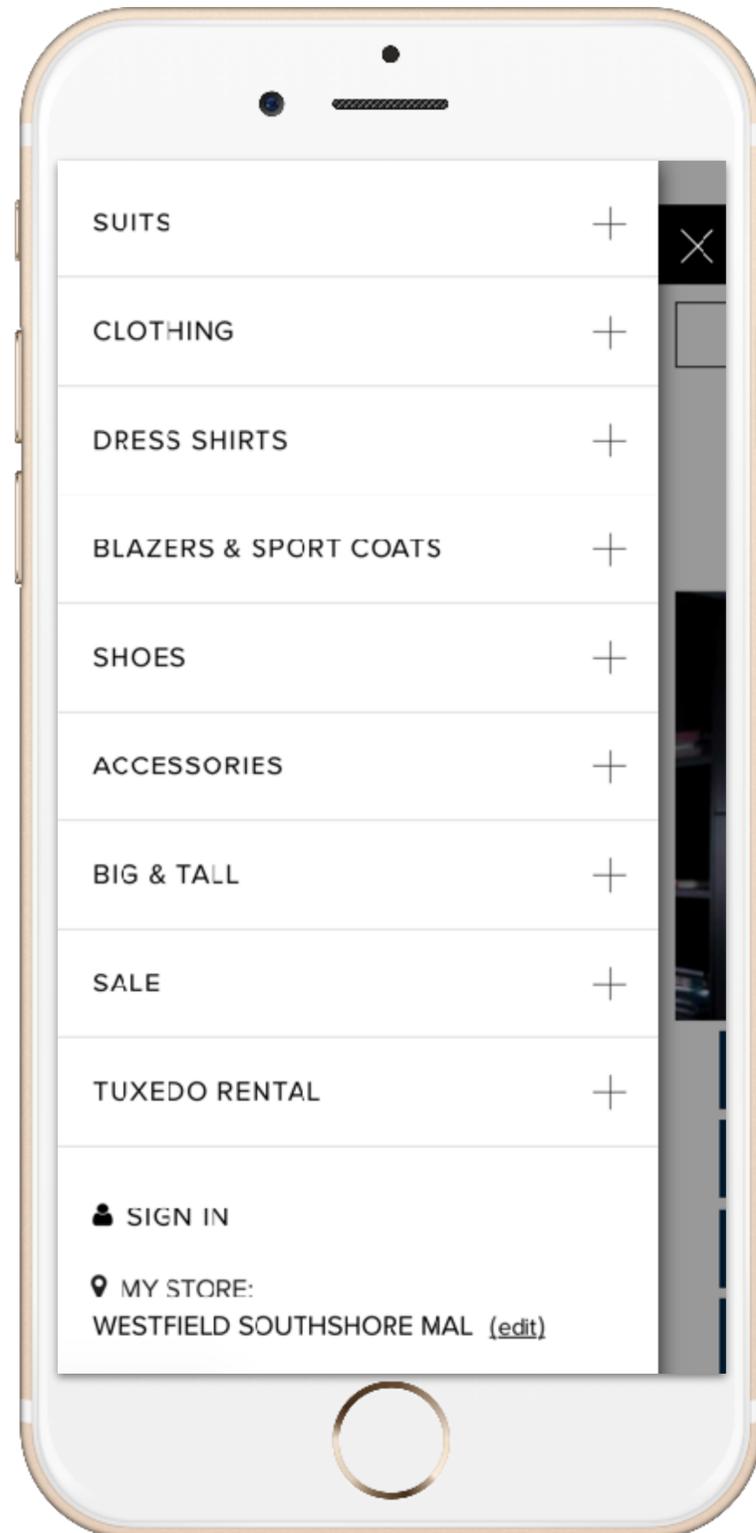
We saw an opportunity to do more than just give them a refreshed visual design. We wanted to learn how to harness whatever magic that JAB has so we could raise MW's conversion rate.





MEN'S WEARHOUSE®

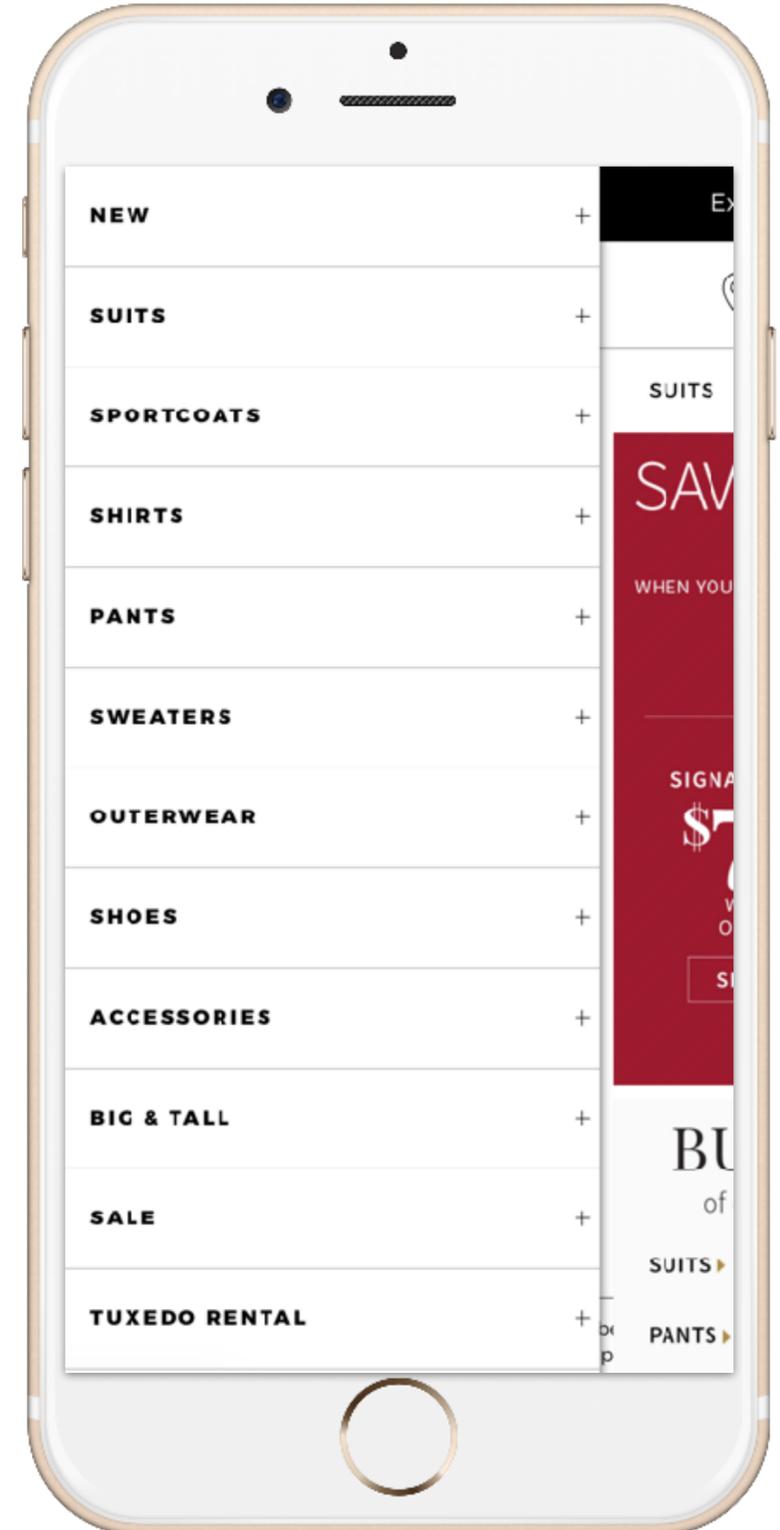
*Existing Men's
Wearhouse Nav*



JOS. A. BANK

- THE NEW TRADITION SINCE 1905 -

*Existing Jos. A.
Bank Nav*



IA - What we did

1. Data Analysis

2. SEO Considerations

- Top level categories = highest SEO value
- Moving items within the navigation should not have a major impact on SEO
- Category listing = highest value, followed by featured and brand
- Custom the only “Featured” item that has high SEO value
- Links higher on the page and furthest left (desktop) have greater value

3. Site Audit

- Inventory of Categories, Sub-navigation, Filters, and examining Featured, Fit, Collections, and Special Deals in detail for redundancies and user comprehension

4. Closed Card Sorting

- Existing IA and Taxonomy
- 10 participants
- Both Men’s Wearhouse and Jos. A. Bank were tested individually

Card Sorting

- **Purpose:** validate hypothesis that category names and IA could be clearer, and learn users' expectations of how items should be grouped and what category names are most intuitive
- **Open Card Storing** exercise with 10 participants
- Tested **MW and JAB separately**, using their own unique category names
- From the point of someone shopping online, participants **grouped and categorized all existing product items with existing taxonomy**



Mobile Navigation Usability Tests

Purpose

Validate hypothesis - renamed and reordered categories would make it easier to find items within navigation and filtering options

Testing Details

- 14 Remote Interviews
- Recruited through [Respondent.io](https://www.respondent.io),
- 7 for MW, 7 for JAB
- 90% men (ages 22-56), 10% women (ages 28-45)

ToF - Usability Interview Script

Tailored Brands - Men's Wearhouse

Intro

- Prolific Overview
- Project Overview
 - MW website
- Objectives
 - Test how you shop on a menswear site and how you narrow down for products that you are looking for

Instructions

- **Establish Expectations**
 - **Low Fidelity**
 - Possible dummy content
 - Not all links work
 - Keep talking as you go through the site, feel free to call things out as you see them but know that some things aren't working yet.
 - Don't click anything until I ask you to - I want to get a feel for what you think lives behind certain links before you go there.
 - **We aren't testing you!** We are just testing out the new app ideas.
 - Just a researcher, not affiliated with Men's Warehouse - be honest, you won't hurt my feelings!
 - *Would you mind if I recorded this conversation?*
 - *Do you have any questions before we begin?*

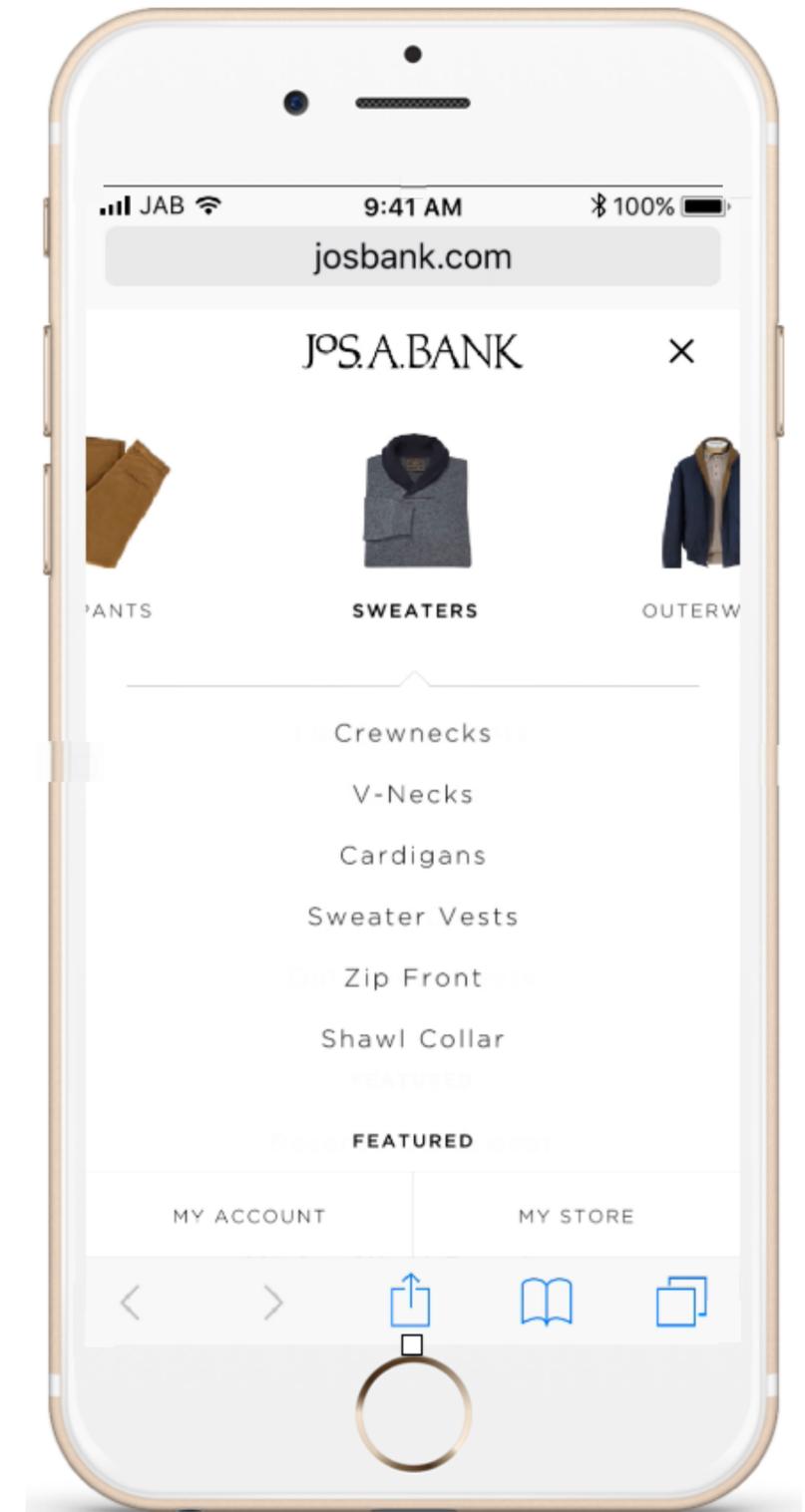
Direction 1: Pivot Menu

Pros

- All users understood the horizontal interaction
- 8 participants were quoted saying this “fun” (when presented with a paired down set of subcategories); majority made a sound of delight when using it (verified in followup questions that the noise was positive)
-

Cons

- Top level categories took a long time to scroll through and some with extensive vertical scrolling of sub-categories resulted in more time to find all items in the test flows
- Although we tested with both young and a more mature audience, still some concern about understanding horizontal scroll



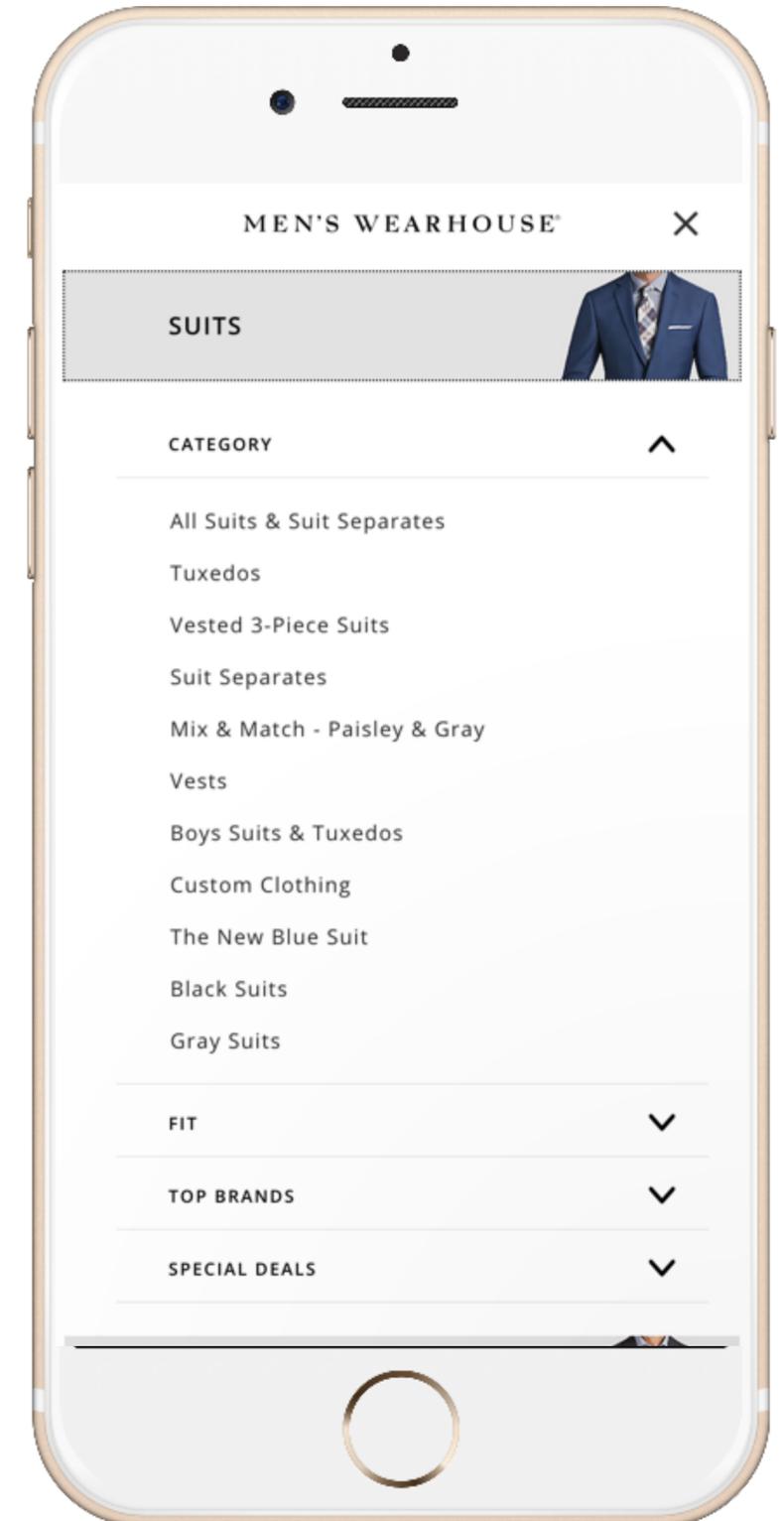
Direction 2: Accordion Menu

Pros

- All participants quoted with “easy to understand/use”
- 9 mentioned liking the ability to see high level categories quickly
- 9 mentioned liking the simple imagery to support the category name
- 13 participants were able to complete the tasks, and find all the items they were looking for

Cons

- Requires an extra click before seeing subcategories
- **Subcategories and filtering options were redundant and a little confusing**



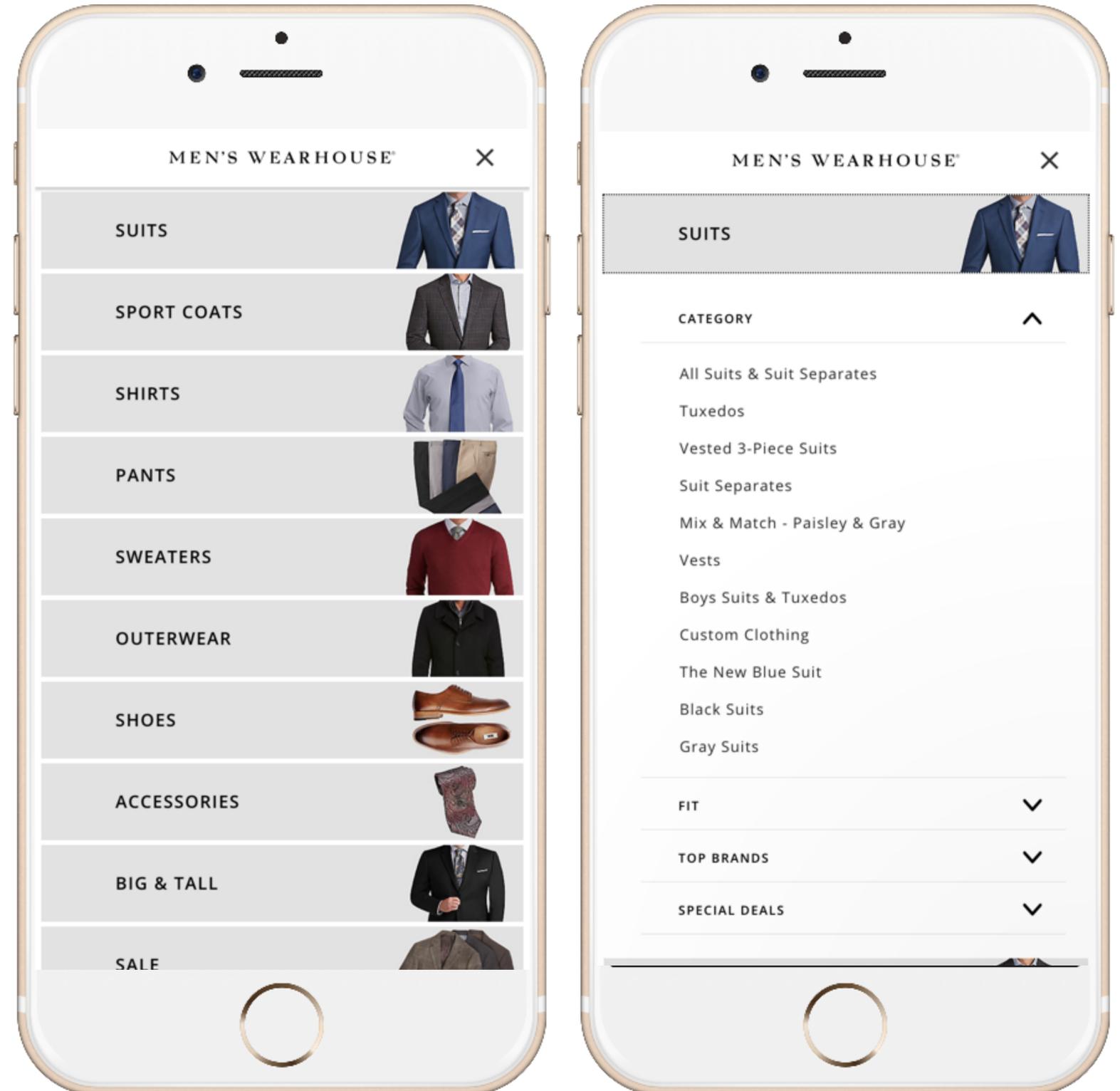
Results

Accordion menu

- We picked the “safer” version of the accordion menu to accommodate both MW and JAB customers as we were short on development time
- Tests showed **significant decrease of time** for MW customers to find what they wanted (in qualitative usability tests)

Edited IA

- Clothing, being a potential SEO consideration if we removed it, was not missed.
- **A new discovery** - Suit Separates was a market differentiator for them but shoppers didn't know the benefits. Putting Suit Separates eventually made it more discoverable as a suit option instead of its own category.
- Future sprints focused solely on making Suit Separates more clear **educating shoppers** on what they were and how to wear them together.



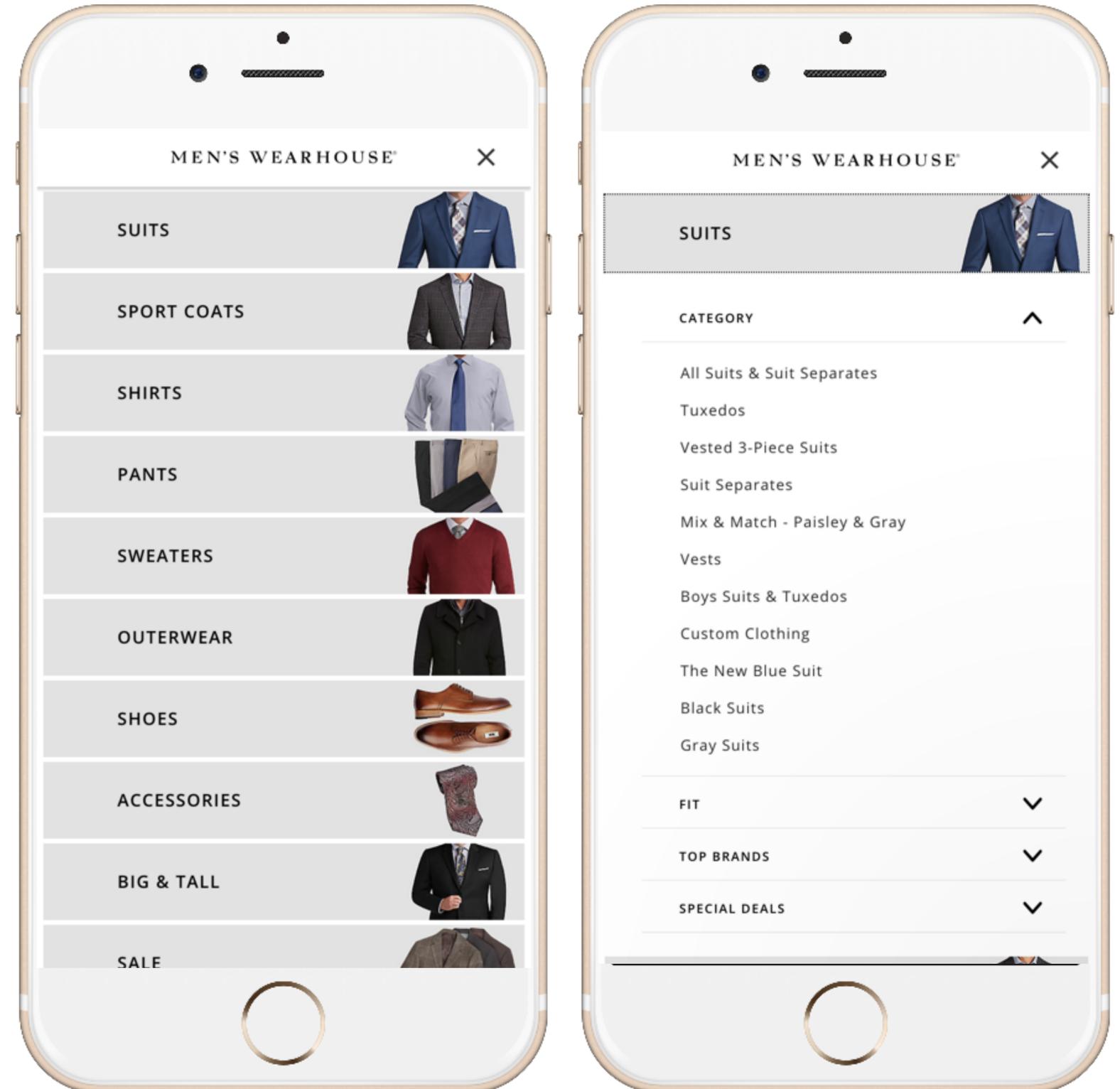
Next Time...

Build for 2 Users

- MW and JAB have different customers, and Tailored Brands had decided not to combine the brands into one after acquiring both of them.
- The demographics are different enough that we believed further research and iteration could make a great harmony between the sites, instead of exact parity creating one experience that isn't perfect for either user.

Examples of future iterations:

- Amplify the style picker and "As a Stylist" feature in the MW experience to educate suit shoppers
- Surface the Custom Suit feature for JAB customers who have a little extra money and want to get their look taken care of in a "done and done" mentality



DIRECTV's NFL Sunday Ticket

- **Role:** Lead Experience Designer
- **Platforms:** Desktop web app, iPhone, iPad, Android tablet and phone, Chromecast, Apple TV, Roku, PS4, Samsung Tizen TV, Amazon Fire TV, Fire Tablet, Windows tablet and phone
- **Team:** 2-5 in-house Experience/UI Designers, 2 Client-side Experience Designers, and a large team of remote engineers and developers
- **Contributions:** User Research, Platform Research, Sketching, Wireframing, Prototyping, and Usability Testing
- **Tools:** Sketching, Omnigraffle Sketch, Zeplin, and InVision
- **Partners:** Tigerspike, DIRECTV/DMG, and NFL



New ideas for a long-term client

DIRECTV's NFL Sunday Ticket is a subscription package through DIRECTV that gives access to stream live, out-of-market Sunday football games on laptop, tablet, phone, console and streaming media devices.

Tigerspike had spent several years partnering with DTV's in-house design firm to take the mobile and web apps to the next level. **The 2014-15 app revamps that our team led resulted in a 400% increase in mobile downloads.**

The 2015-16 Season had more in store - add new devices to the NFL Sunday Ticket offerings. The driving mantra being "everyone deserves football" - give them their football on their favorite devices.



Initial Tablet Game Mix Sketches

GAME MIX

SMALLER VERSIONS of chips & all @ once in multi select mode

PROS:

- FULL screen views
- EASY 2 get 2 (PEEK IN 2ND SWIPE)

CONS:

- DOESN'T COVER VID.
- RESIZING chips PROB HARD 4 DEVS
- NOT POSITIVE IF MULTI-SELECT CAN ACTUALLY BE ACTIVATED LIKE THIS
- SMALL VIDEO
- GOES AGAINST HIGH PRINCIPAL OF "HORIZONTAL SCROLL IS PREFERRED"

SCROLL UP 2X FOR FULL SCREENS.

*LODE @ PANDA'S DOC ORG.

TUTORIAL?

ADD UP 2 4 GAMES TO THE MIX

SWIPE 2 NAV

TAP 2 ADD

SWIPE DOWN

PS PS. 31

↑ DRAWER

↑ GM USE OF DRAWER

• GRID IN UID AREA

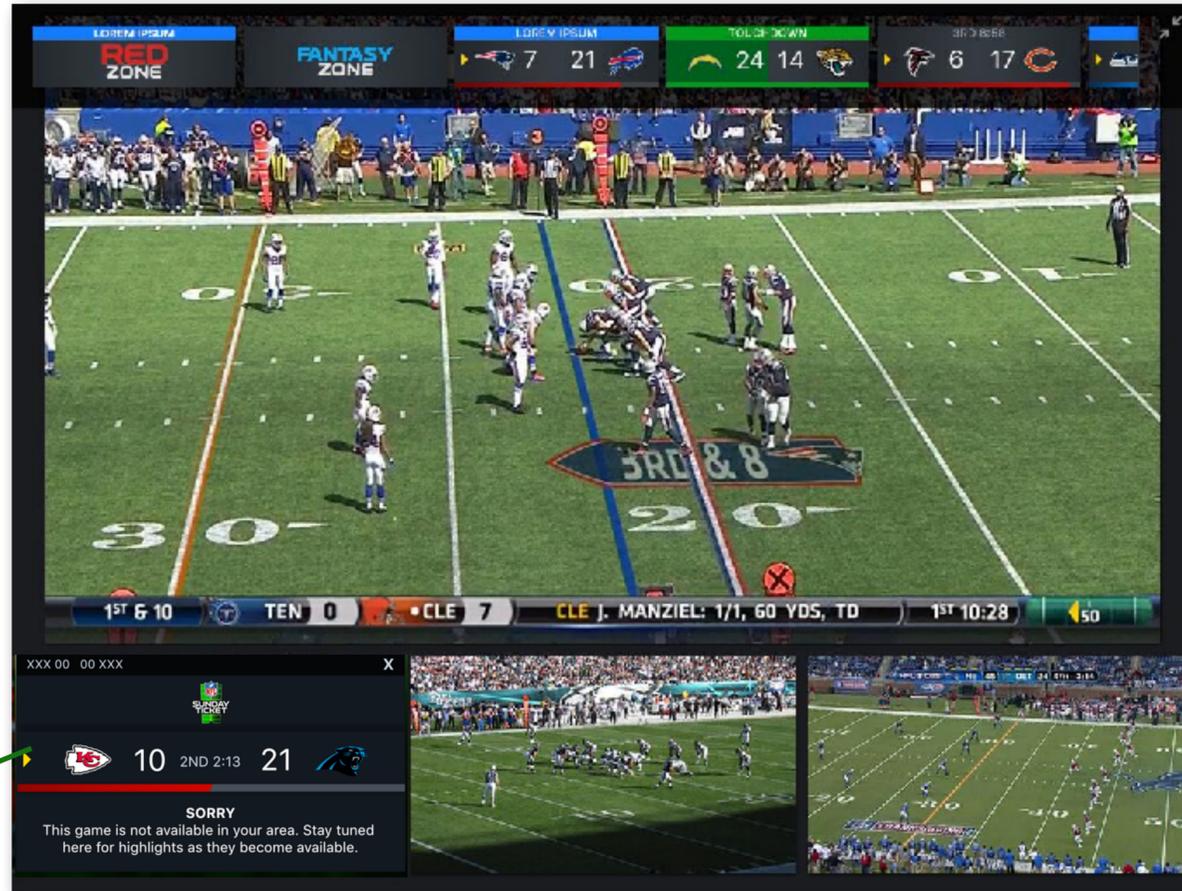
• TAP 2 ADD

IF THERE ARE VIDS IN THE MIX, THE GM TOP BAR STAYS

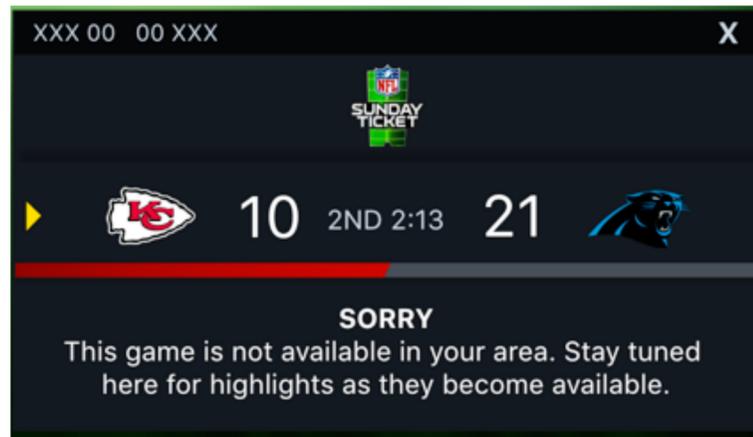
Flex Chips

- ✓ Instant highlights
- ✓ Drive progress
- ✓ Game and Player stats
- ✓ League standings
- ✓ Ball possession
- ✓ Real time score updates
- ✓ NFL Fantasy League matchups & scores

Blackout Chips



01:



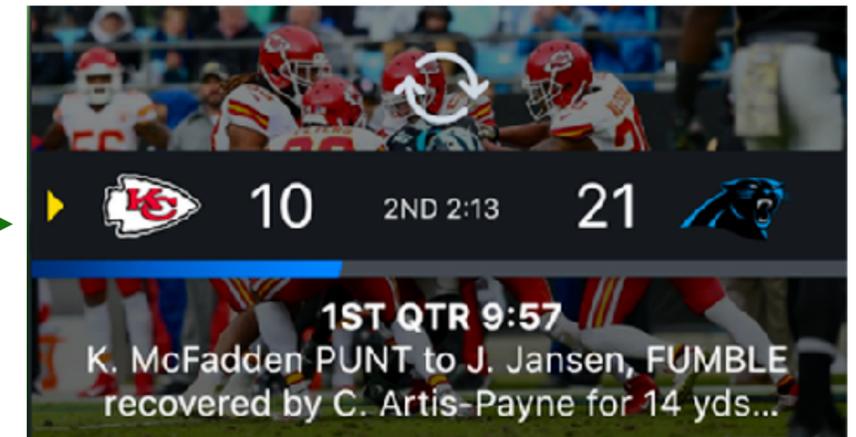
A Blackout Flex Chip can be pulled into the Game Mix loaded and ready for when Highlights are available.

02:



Hallway tests with subscribers told us that fans didn't want the surprise ruined - we removed the clip metadata to avoid spoilers.

03:

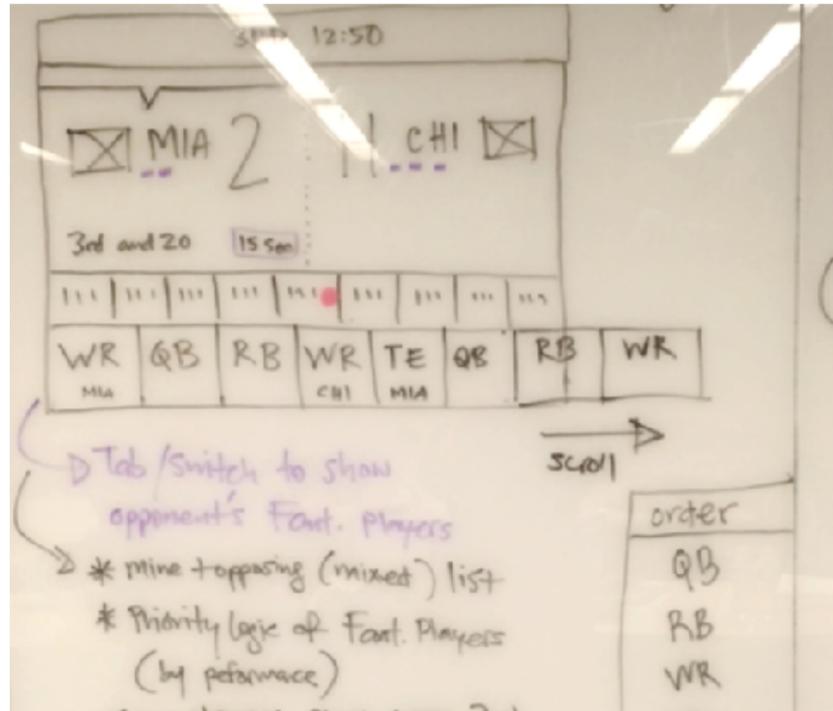


Miss the highlight as it played? Replay it with just a tap on the replay icon.

Overwhelming.

Fantasy info through the lens of 1 game was overwhelming and left no room for Highlights

"If I wanted this much info, I'd just open my fantasy app."



Matchups Matter

Fans can get highlight alerts for their Fantasy Players, but it wasn't the whole story.

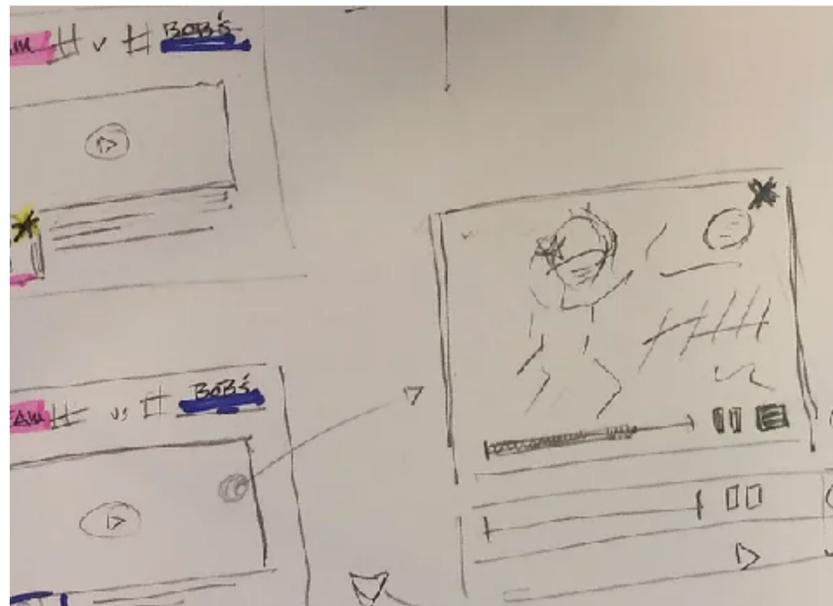
"I know how my guys are doing, but how bad am I beating Chad right now?"



Highlights?

Show the League, the matchup, their score, roster, and a way for highlights to play, clearly indicating who the player of interest belongs to.

"Oh, I wanna see that one again! Chad is totally buying the next round!"



Fantasy Chips



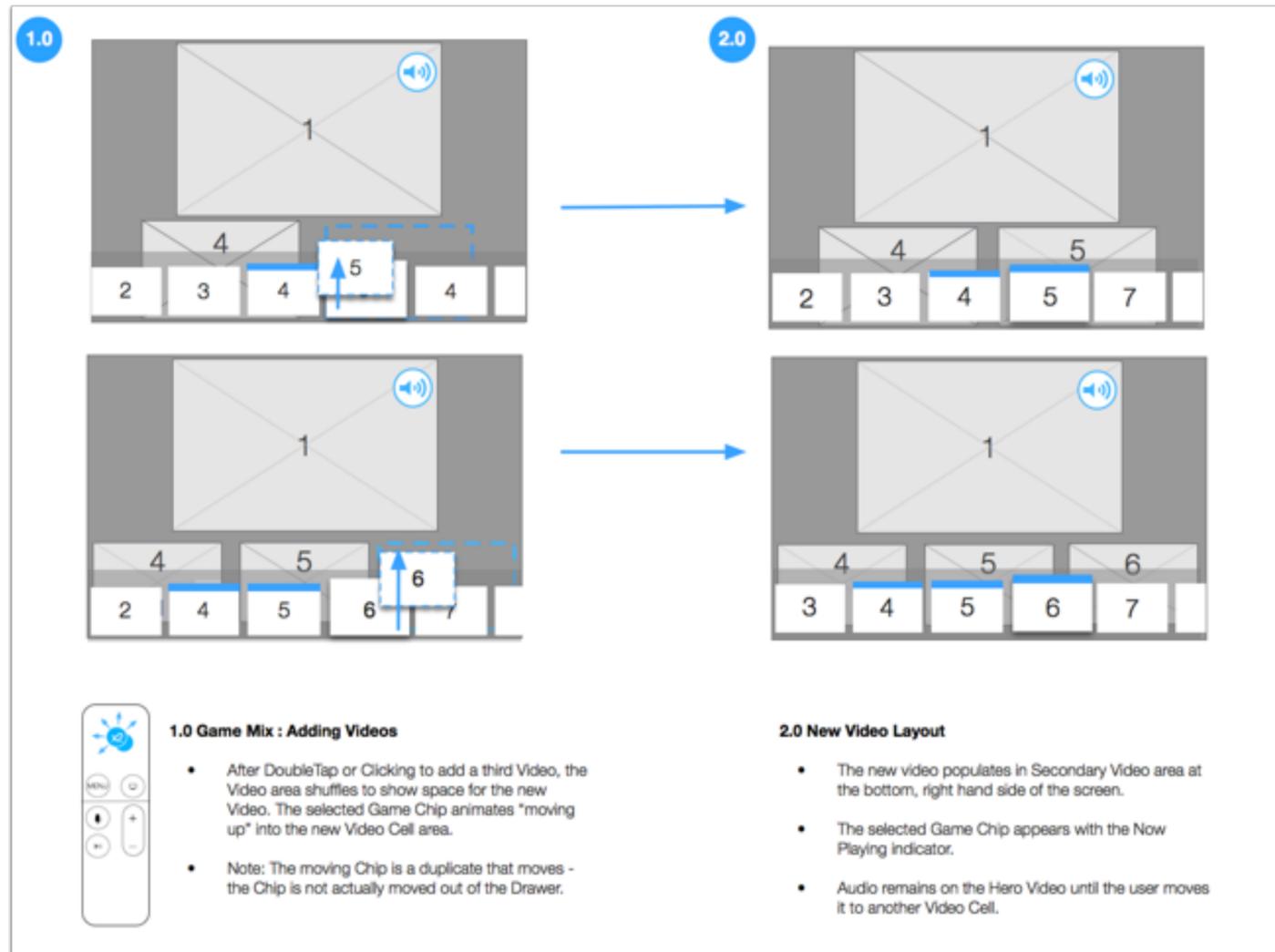
Monster Truck Martians 68.5 vs 79.1 Pigskin Wizards

1ST QTR 9:57
NYG: E. Manning 43-yard passing attempt - Good

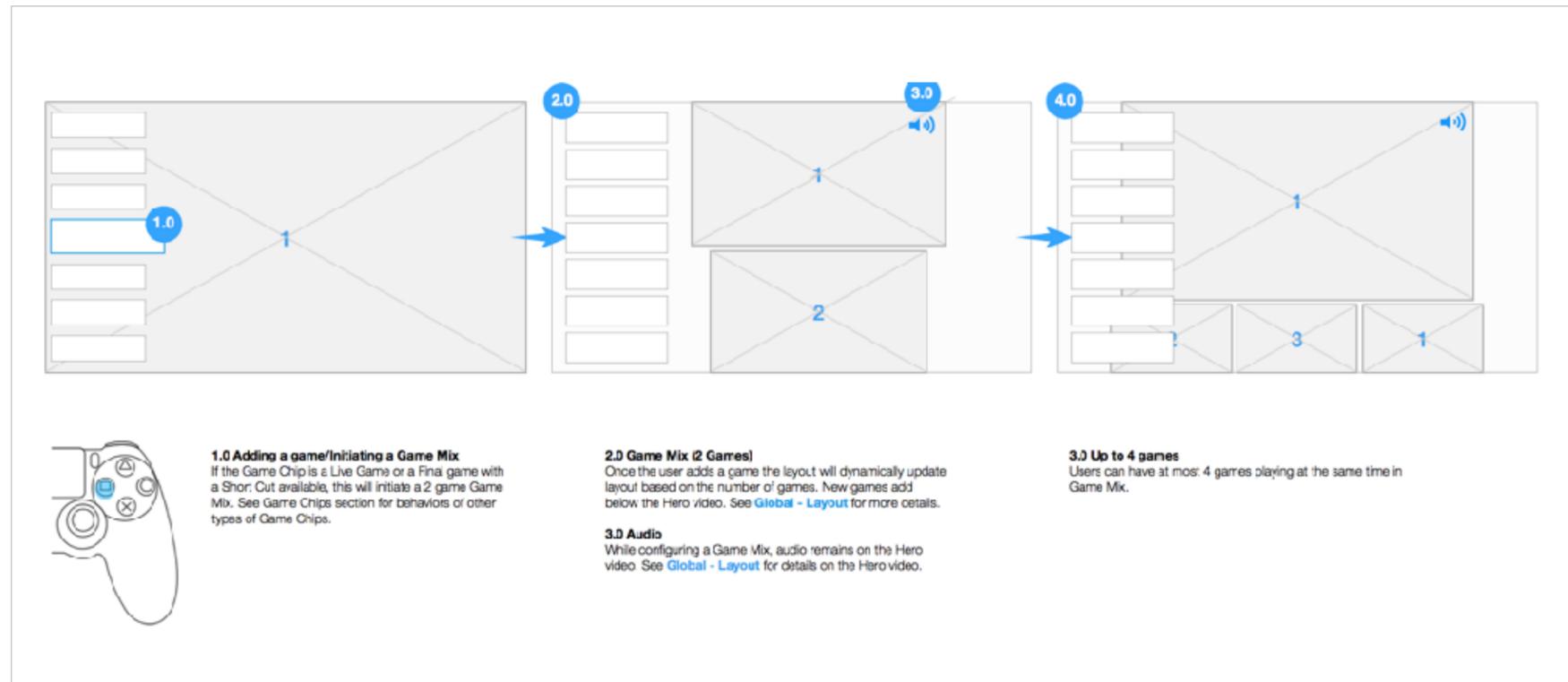
#10
Eli Manning
QB

CMP/ATT	YRDS	TDS	LNG
4/8	52	3	23

Apple TV Game Mix



Playstation Game Mix

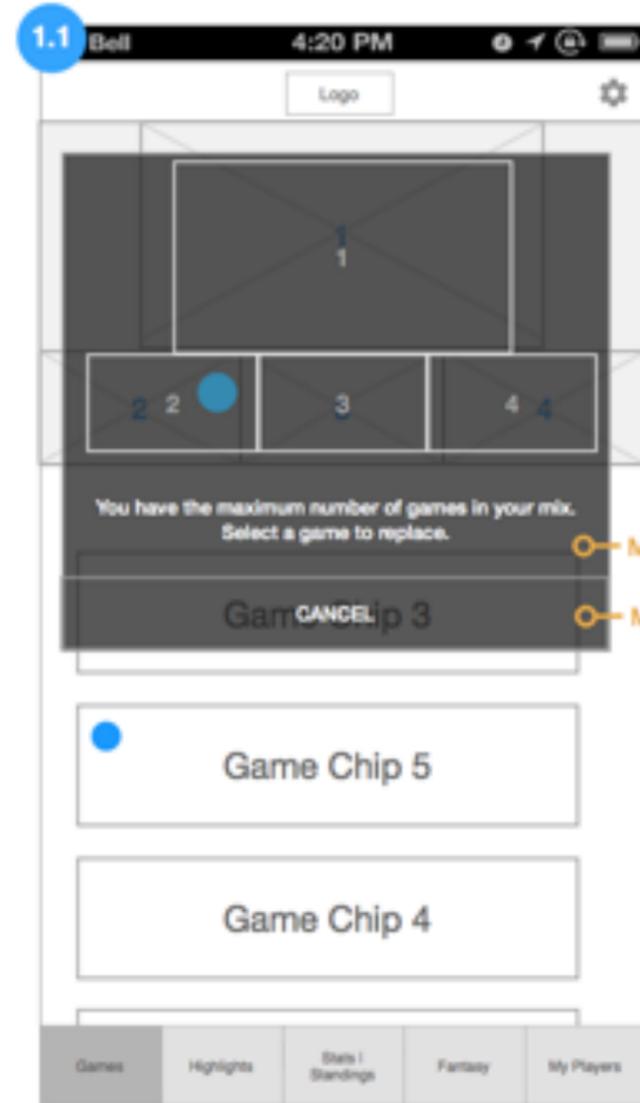


iOS Mobile - Portrait Mode



1.0 Game Mix (4 Games)

- When the Game Mix is full (at 4 Videos), Long Press a Chip initiates a replacement process.



1.1 Replacement Dialogue

- Dialogue box appears with instructions on how to replace a Video in the Mix.



1.2 New Game Mix

- The new Video replaces the selected one in the Mix and the Chip's Now Playing indicator moves to the newly playing Video.

2016-17 App Expansion

For the 2015-16, DTV wanted to add more devices.

We spent that year balancing parity vs. harmony between platforms, trying to give the best experience on each device. That's 1000 stories rolled up into one year - boiling down input methods to common gestures, dealing with 3rd party developers, metadata parsing differences, and the whole epic saga that is "Designing for Chromecast."

But that was just responding to an RFP.
Let's look to 2016-17 when we really started **addressing user pain points...**



Guiding Principals

Research data we based our design directions on came from:

1. DTV post-season surveys
2. Subjects of calls to Customer Service
3. UAT findings (waterfall)
4. Hallway usability tests (at DTV offices, outside the NFL product teams)

Fans hate blackouts.

NFL Fans, especially Fantasy players, feel left out when they find out their games are blacked out.



'FOX NFL Kickoff' is blacked out in your area on 'Fox Atlanta'

Design Statement

We will give them a way to get what they need, right when they need it, to make them feel like the winner of their Sunday.

We will make them feel like a winner by:

1. **Leveraging all available data** for the games and players they want to follow
2. **Keeping distractions to a minimum**, focusing them on the games and players that mean the most to them
3. **Give them the best experience for each device** they use for their Sunday Ticket experience



Game Mix

Game Mix was a feature for the web app that was being pushed out to other platforms for 2017-18. It gives subscribers the ability to watch up to 4 games at once.



Until next year...

While the Flex Chips were ultimately de-scoped for 2017 release, Game Mix was refined and streamlined. Flex Chips will serve as the jumping off point for awesome features next season.

The whole Sunday Ticket suite of apps are getting this expanded attention including connected devices and wearables for releases to come.



Thanks!



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