

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

JANICE



"THE Challenge is making connections."



- GIVE ME THE NEXT NEW THING

- WANTS NEW METHODS TO CONNECT

- HAS A COUPLE BIG BUT NEEDS 2 BUILD

- INTO TECH/DIGITAL

- POTENTIAL POWER

NATALIE BLAIR

Designer, Leader, Storyteller

- EXPERIENCED

- HAS NETWORK

- LARGE BODY OF PUBLISHED WORK

- HAS REPUTATION

THE MURDOCK
* SEASONED VET W/ 20 YEARS EXP
* BUSY * HAS MANY CONTACTS
* WANTS QUALITY

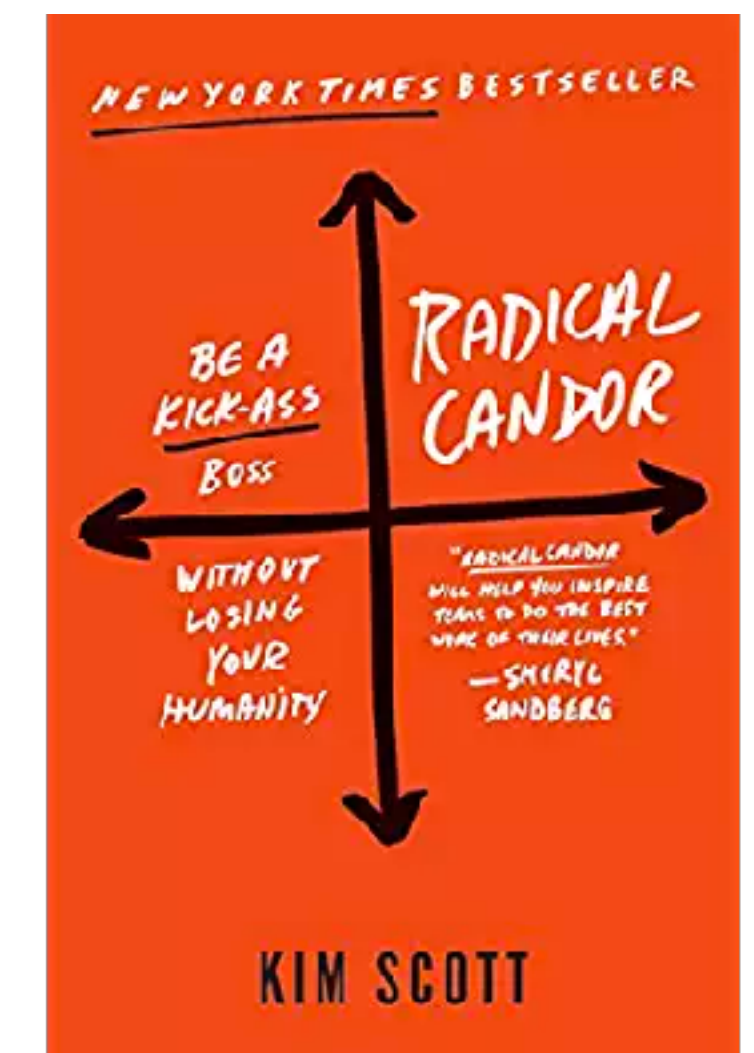
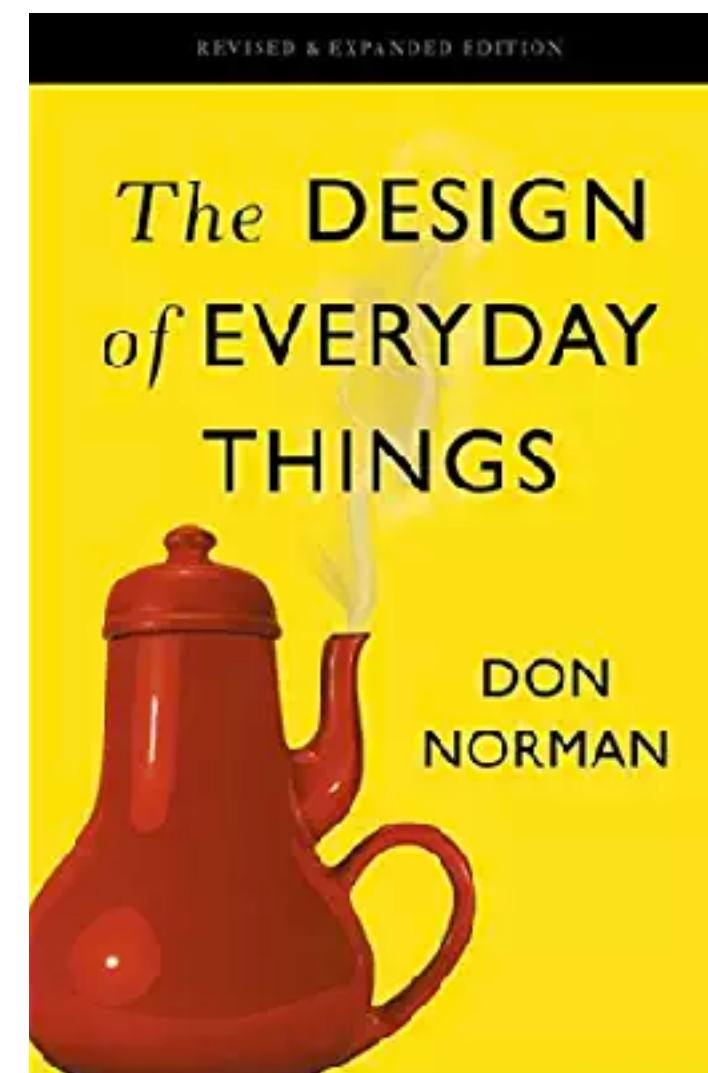
- Contently - ease of use - not intuitive
- Lots of emailing
- Security of IDEAS
- pen: taken advantage of
- AFRAID OF IDEAS BEING STOLEN
- ASSIGNMENTS ARE RARE (12 @ max)
- most have more than 1 ready to go
- weekly/daily

is only person
want to see my
take on this

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

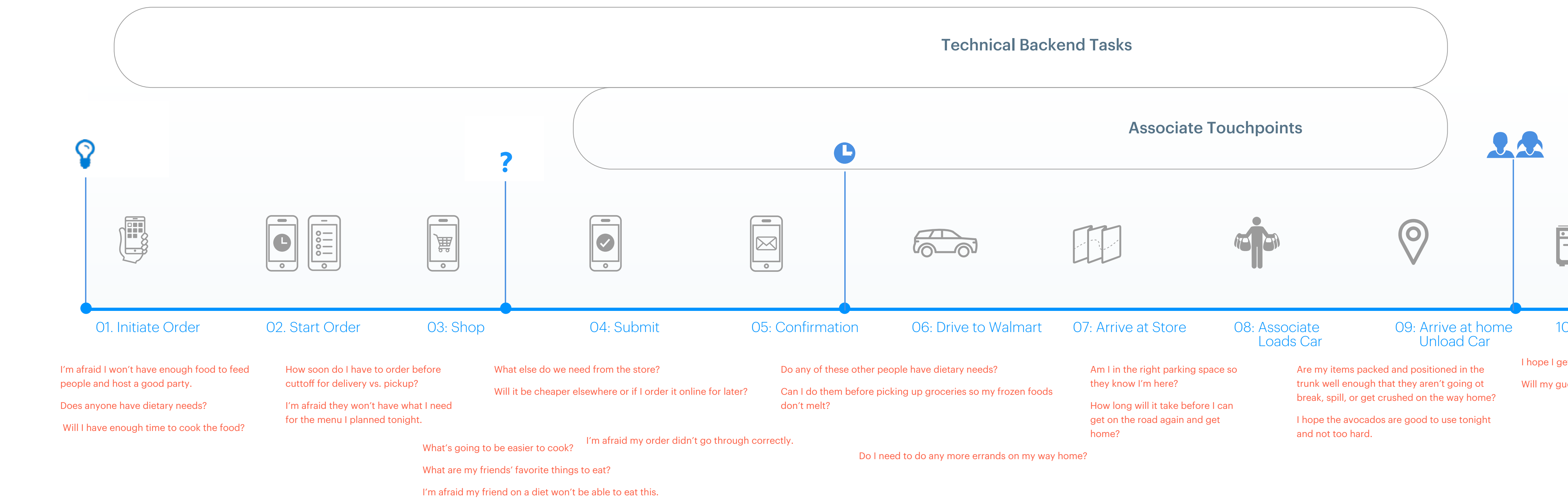


Captaining Championship teams

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 instant info

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

7 habits...

- Financial Planning
- PTT
- Books to read
- Travel around
- 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.

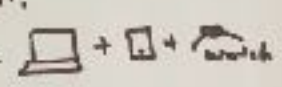
± ♥ ♀ 9999 ♂

late 20s - 30s

with/without 2 plans? carry on early flights M - TH work hard entertain on road quiet than normal



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 RIVERA

- 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."

A couple of case studies...



Adding key screens and steps to the sales funnel, the Growth team increased conversion by 9% on BarkBox and 21.5% on Super Chewer...and that was only the beginning.



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.



We worked with DTV's in-house design firm to take their 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.



Copa Airlines overhauled their check-in process for responsive web to kick off their digital transformation process - an extremely exciting UX opportunity because let's face it — what's a more stressful time than having to go to the airport these days?

BARK<BOX

- **Project:** Adding key screens and steps to the sales funnel, the Growth team **increased conversion by 9% on BarkBox and 21.5% on Super Chewer**
- **Role:** Director of Product Design, Research and Team Lead
- **Team:** 1 Product Manager, 2 Product Designers, 1 Lead Engineer, 2 front end Engineers, QA support
- **Contributions:** Hands-on tasks included research lead - user interviews, data analysis, workshop facilitation, wireframing, prototyping
- **Tools:** Sketching, Whiteboarding, Sketch, Prototyping (InVision), Abstract



BARK

Bark's vision is to make sure there's **"no dog left behind."** With more than 700k subscribers per month, they are a trusted household name for quality and fun for dogs and their people.

Their most well known products are **BarkBox** and **Super Chewer** - monthly subscription boxes of Bark-designed toys, treats, and chews, **Bright Dental** - a monthly subscription of dental care supplies that was launched in late February, and **BarkShop** - a D2C destination for exclusives, essentials, and reordering.

BARK<BOX



SUPER CHEWER



BARK<Bright



BARK<SHOP



Business Insights & Assumptions

2nd and 3rd box NPS was dropping off leading to churn and expensive win-back efforts

- No education of different chew options between classic BarkBox and hard rubber Super Chewer products pre-purchase. A large part of Customer Service volume is switching people between plans.
 - In a survey to migrated Classic to SC customers - **79% said they did not know Super Chewer was an option**
 - **76% surveyed said they would have chosen Super Chewer** over Classic (SC is a significantly higher price point) to begin with had they known it was an option
- TAILored Options surfaced in funnel - Bark offers comprehensive allergy-friendly boxes, toy preferences, assortment customization, etc., currently only available through contacting Customer Service.

The Product Design Team



Adam

Senior Product Designer, Growth

- UI + Interaction Design
- Prototyping
- Dev support with front end CSS development
- Research synthesis



Jessie

Product Designer, Subscriber Experience

- UI + Visual Design (BarkBox)
- Assisted with test planning, prototype creation, interview moderating, and synthesis



Maryann

Product Designer, Growth/BarkShop

- UI + Visual Design (Super Chewer)
- Style guide and basic component library specs and definition



Celia

Senior Product Designer, Margin

- Style guide definitions
- Assisted with test planning, prototype creation, interview moderating, and synthesis

User Research

- Dog owners (obviously)
- 16 60min remote user interviews ([validately.com](https://www.validately.com))
- 50% self-identified “destructive chewer” owners (based on scale of 1-5 of “how long do toys usually last at your house?”)
- Mix of desktop and mobile users
- Mix of Instagram and Facebook users (most of our traffic comes from one of these sources)
- Spend more than \$25/mo on their dog/s



Gerald & Theo
Nashville, USA



Jacqueline & Walter
Vancouver, CAN

Biggest issues with the funnel

"I'm not entirely sure what I'm signing up for..."

Josh, Checkout page

I don't know if I'd trust these treats - I haven't seen them in the store so I'm not sure they're quality.

Jacquelyn, Themes Selection page

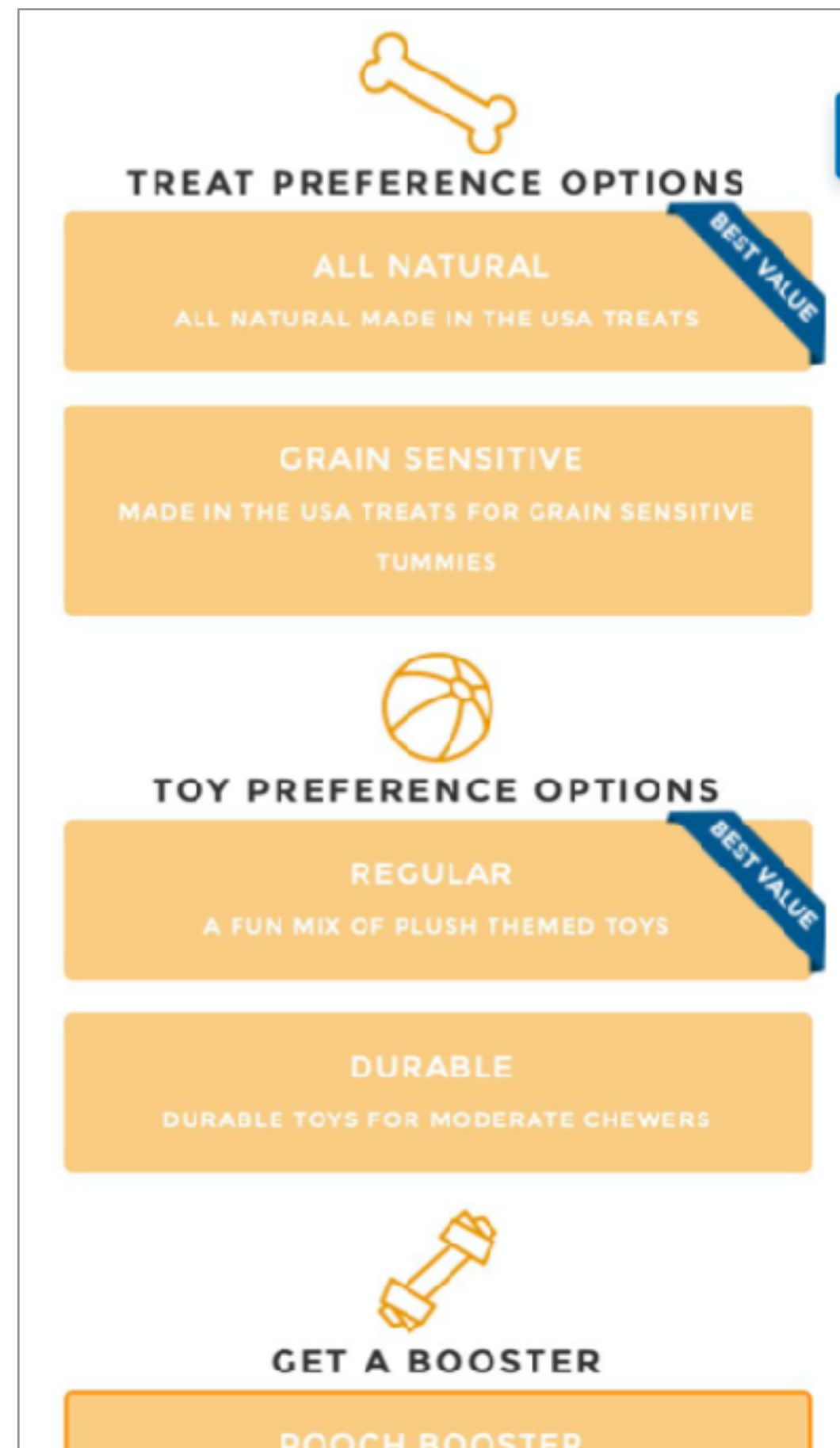
I probably wouldn't purchase because my dog would rip these up in 2 seconds.


Hannah, Homepage



Competition:

Dog subscription companies are **collecting more information** and offering more choices than Bark in terms of dog info, toy and treat preferences and assortment.






TREAT PREFERENCE OPTIONS

ALL NATURAL
ALL NATURAL MADE IN THE USA TREATS


GRAIN SENSITIVE
MADE IN THE USA TREATS FOR GRAIN SENSITIVE TUMMIES



TOY PREFERENCE OPTIONS

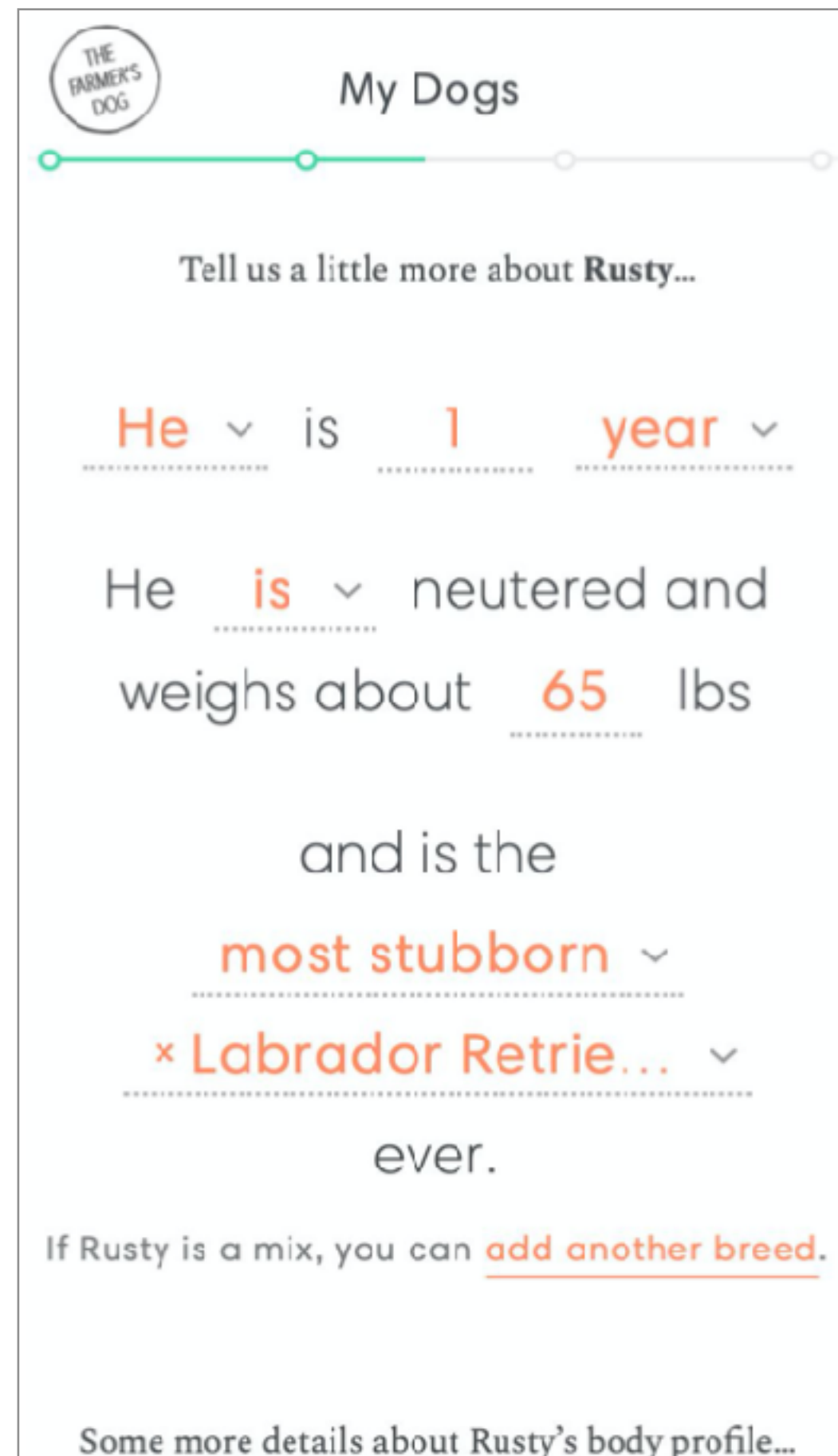
REGULAR
A FUN MIX OF PLUSH THEMED TOYS


DURABLE
DURABLE TOYS FOR MODERATE CHEWERS



GET A BOOSTER

POOCH BOOSTER



 **My Dogs**

Tell us a little more about **Rusty**...

He **is** **1** **year**

He **is** neutered and weighs about **65** lbs

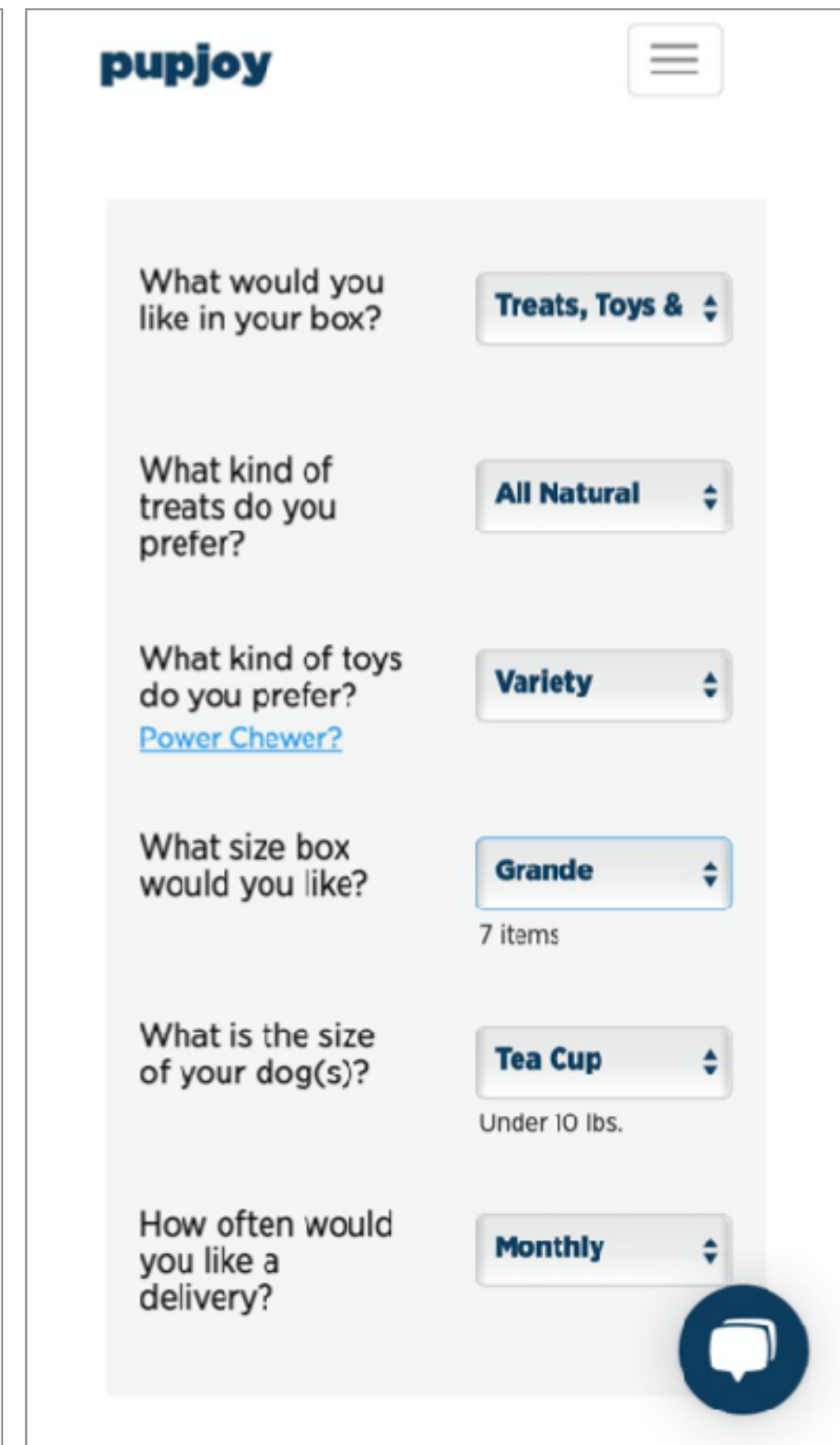
and is the **most stubborn**

× Labrador Retrie...

ever.

If Rusty is a mix, you can [add another breed](#).

Some more details about Rusty's body profile...



pupjoy

What would you like in your box? **Treats, Toys &**

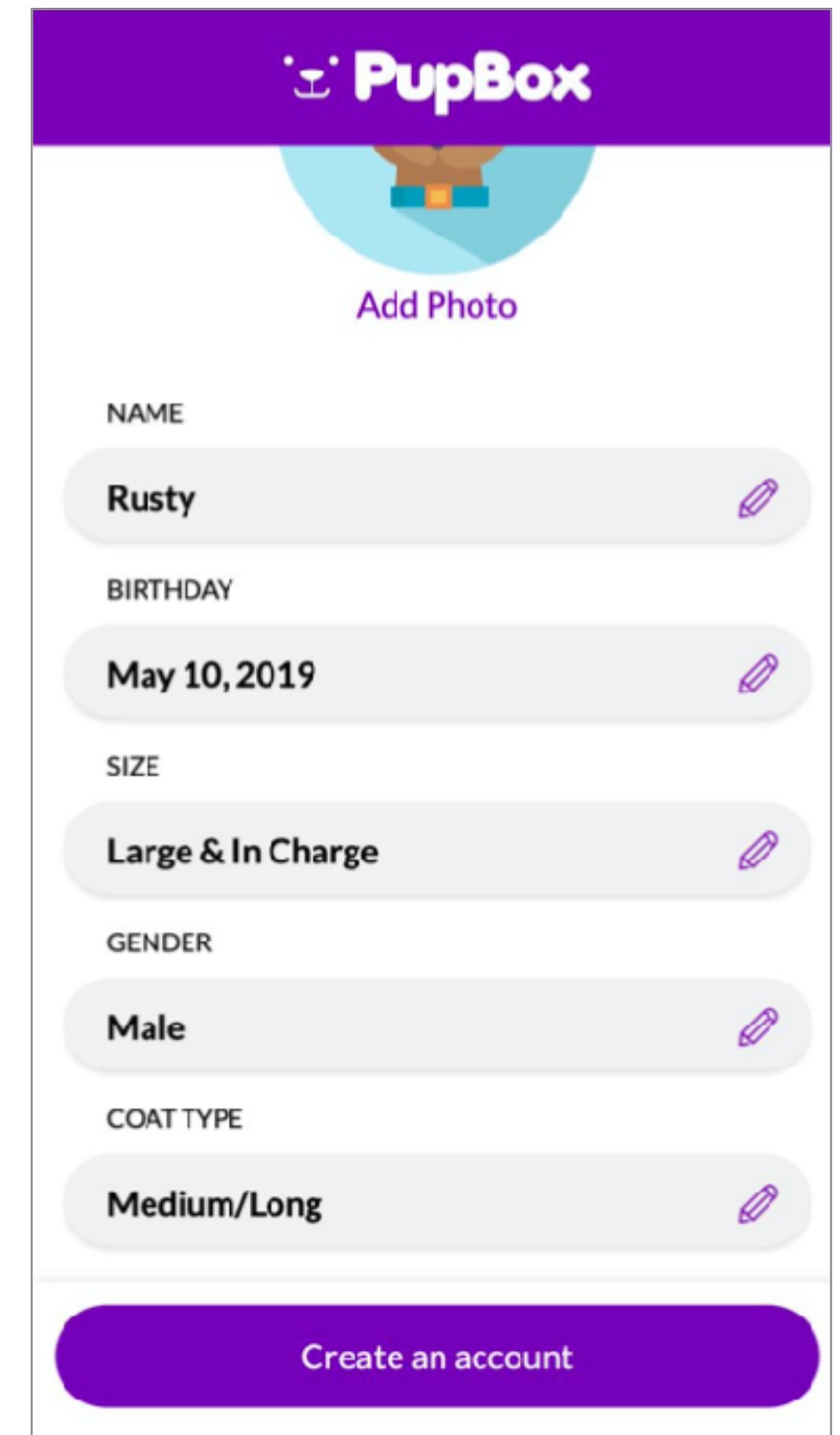
What kind of treats do you prefer? **All Natural**


What kind of toys do you prefer? **Variety**


What size box would you like? **Grande**
7 items

What is the size of your dog(s)? **Tea Cup**
Under 10 lbs.

How often would you like a delivery? **Monthly**



 **PupBox**

 **Add Photo**

NAME
Rusty

BIRTHDAY
May 10, 2019

SIZE
Large & In Charge

GENDER
Male

COAT TYPE
Medium/Long

Create an account

Guiding Statements

Problem Statement:

Potential Subscribers feel confused and uncertain when considering purchase a subscription box from us.

Hypothesis:

We believe that by *adding steps in the funnel* that evoke the feeling of a warm conversation about their dog, potential subscribers will trust our products more, leading to higher conversion and retention.

Design Statement:

We will make our users feel confident in the quality, value, and magic of our products so they may feel empowered to subscribe and get the perfect box for their pack.

We will make them feel this way by providing information in a way that is:

- Transparent
- Warmly Personal
- Conversational
- Consistent, Authentic, and Reassuring

... which will make them feel in control of their subscription choices.

Existing Funnel

BARK-BOX


Subscribe

Give your dog exactly what they want

A totally customized box of themed toys and treats for your pup - every month

Claim Offer

Give a gift



How BarkBox Works

ENDS TODAY: \$5 FIRST BOX!

CLAIM OFFER >

BARK-BOX

What's your pup's name?

Pup's name

>

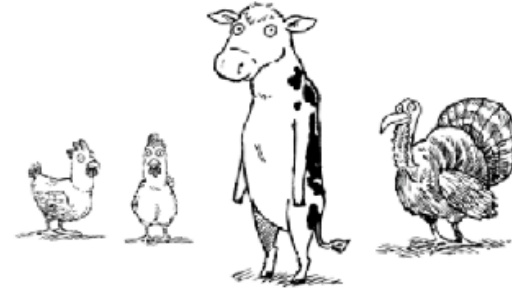
BARK-BOX

Is Wally allergic to beef, chicken or turkey?

Yes


No

Our allergy-friendly BarkBoxes exclude beef, chicken and turkey. If Wally has other dietary restrictions, please chat with us.




BARK-BOX


How big is Wally?

 **Small and Cute**
0-20 lbs

>

 **Just Right**
20-50 lbs

>

 **Big & Bold**
50+ lbs

>

All boxes are the same price, regardless of size. You can change sizes at any time!

BARK-BOX

What's your email?

Create your account.

Have an account? Login.

tester@barkbox.com|

☒ Sign me up for updates from BARK


By clicking "Continue", you agree to our [Terms](#) and [Privacy Policy](#).


Continue

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BARK-BOX


Choose a 6 Month Plan And Your First Box Is Only \$5

 Monthly Subscription
\$35/BarkBox

 6 Month Subscription
\$29/BarkBox
\$5 FIRST BOX

MOST POPULAR


 6 Month Subscription
+ Extra Toys
\$29/BarkBox
\$5 FIRST BOX



If Rover isn't 100% happy with their BarkBox, we'll work with you to make it right.

Free shipping inside the contiguous 48 United States. Other conditions may apply.

BARK-BOX



Make Rover even happier!

Add an extra, premium toy to your dog's BarkBox for just \$9 per month.

Yes, Please!

No, Thank You.


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BARK-BOX


What's your email?

Create your account.

Have an account? Login.



Surprise me with a different theme



The theme you choose is for the first box. Every month after, Rover will get a new, surprise theme!

BARK-BOX


How'd you like to checkout?

PayPal Checkout

Speed through Checkout with One Touch

or

Credit Card



Mdndbw's First BarkBox

Snowbound Hounds Theme

Medium dog, 1 Month

\$35.00

Shipping

FREE!

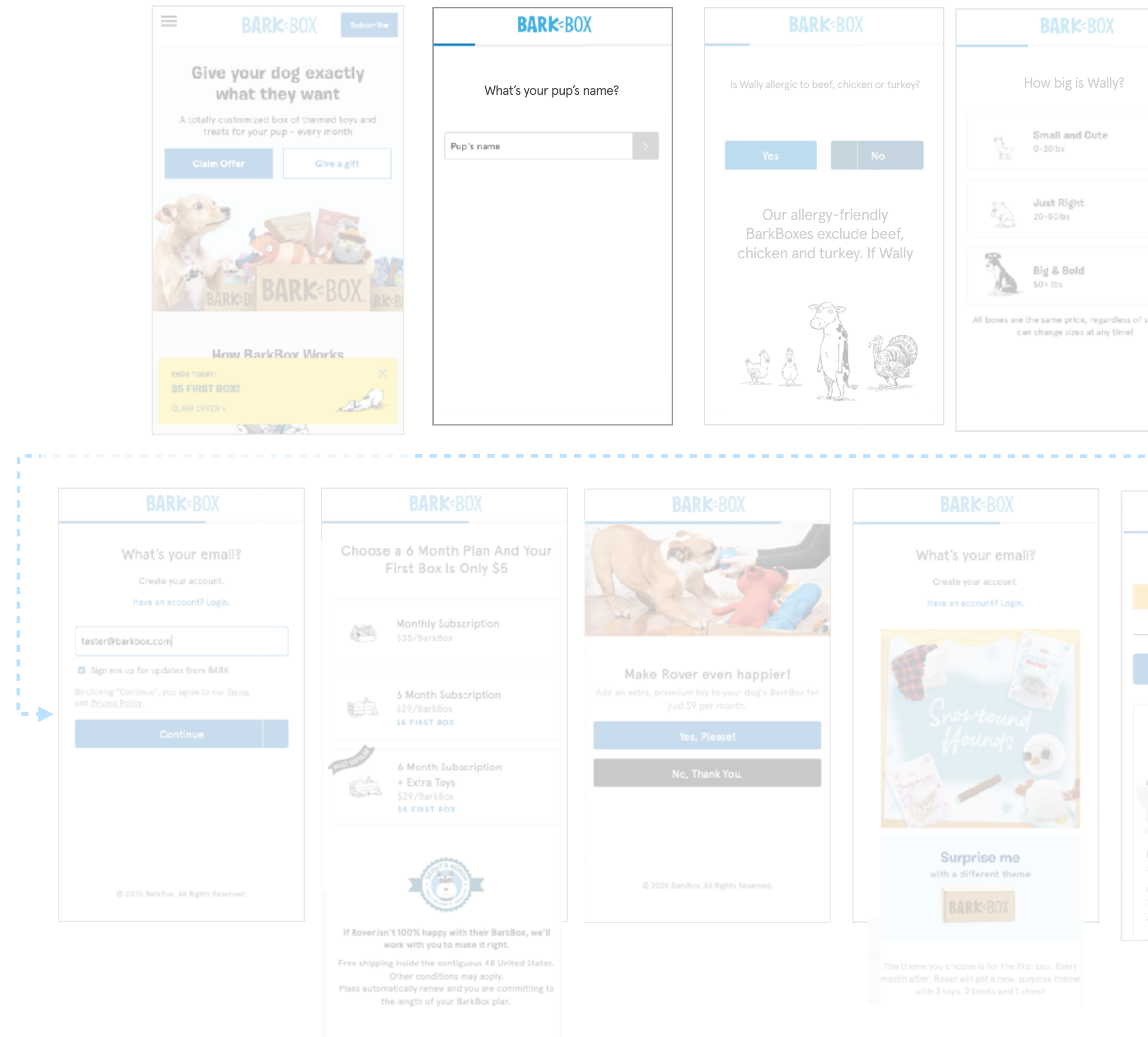
Total (USD)

\$35.00

Existing Funnel

- Stakeholders were very **against adding more steps** into the funnel thinking that “less clicks = quicker conversion”
- The CEO was very **against asking for dog breed** due to breed stereotyping and discrimination.
- We got buy-in to try adding new steps by a quick A/B test adding dog name into the funnel which **improved conversion by ~6%**

This lift gave us leverage to continue testing new steps that would inspire trust and improve conversion and NPS.



Other Existing Step Issues

- Many issues with WCAG/ADA compliancy
- Size page confused users - they all remarked that they didn't have any frame of reference to compare it to, causing friction when making the decision
- Size didn't tell us enough about the dog's play-style which is the most important in determining if a dog will destroy (or be injured by) a toy, treat, or chew.
- The "no allergy" option was pre-selected which made many users skip over it entirely, not understanding the full weight of what we could offer them

BARK=BOX

What's your pup's name?

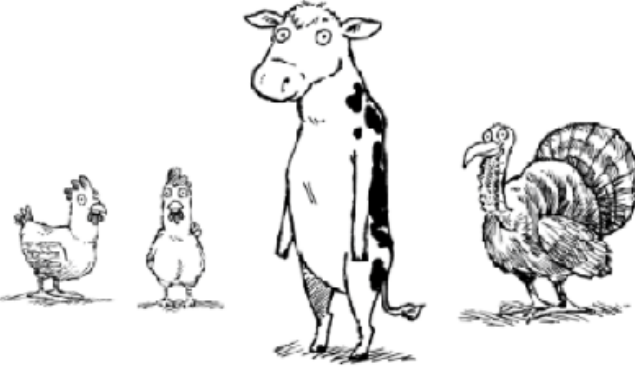
Pup's name

BARK=BOX

Is Wally allergic to beef, chicken or turkey?


Our allergy-friendly BarkBoxes exclude beef, chicken and turkey. If Wally has other dietary restrictions, please chat with us.


All our treats are all-natural and never contain wheat, corn, or soy!




BARK=BOX

How big is Wally?

 **Small and Cute**
0-20lbs >

 **Just Right**
20-50lbs >

 **Big & Bold**
50+ lbs >

All boxes are the same price, regardless of size. You can change sizes at any time!

Adding New Steps

We settled on adding the following to the funnel for our first test:

- Dog gender/sex
- Dog Breed
- Birthday (or “gotcha” day for adopted rescued dogs)
- Expanded allergy page
- Durability step (BarkBox vs. Super Chewer)

Adding New Steps

We settled on adding the following to the funnel for our first test:

- **Dog gender/sex**
- **Dog Breed**
- **Birthday (or “gotcha” day for adopted rescued dogs)**
- Expanded allergy page
- Durability step (BarkBox vs. Super Chewer)

Initial Test Results

By adding dog sex, an edited size page, breed, and birthday in the sales funnel, we saw an increase in conversion:

- BarkBox +9% increase
- Super Chewer + 13.5% increase

BARKBOX

Tell us about your dog!

Help us make sure we send the absolute best toys and treats for your pup

What's their name?

☒ Her name is

☐ His name is

Dog's name

Continue

© 2019 BarkBox. All Rights Reserved.

BARKBOX

What breed is Rusty?

Start typing to search

Continue

Or, skip this step

© 2019 BarkBox. All Rights Reserved.

BARKBOX

When's Rusty's birthday?

Or adoption day. We may or may not have a special treat for him!

May

05

2019

Continue

Or, skip this step

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Durability Ideas

Step 7 of 9

BARK-BOX

What kind of toys does Digby like?

Tell us what Digby likes best so we can make the perfect box for you.



Squeaks and fluff

Strong Plush

Toughest of the tough

Continue


If Digby isn't 100% happy with his box, we'll work with you to make it right.

Step 7 of 9

BARK-BOX

SUPER CHEWER

Destroyers need our Super Chewer Box!



Our premium Super Chewer boxes contain 2 treat bags, 2 meaty chews and 2 tough toys made with things like

- Hard rubber
- Strong rope
- Mighty nylon
- And more

Upgrade for your destroyer - plans start at \$29/month

Continue with Super Chewer

No thanks.

If Rusty isn't 100% happy with his BarkBox, we'll work with you to make it right.


BARK-BOX

DIGBY'S INFO

YOUR BOX

YOUR ORDER

SUPER CHEWER



Destroyers need our Super Chewer Box!

2 tough, hard rubber + nylon toys, 2 treat bags, and 2 meaty chews every month - always free shipping*!

12 month subscription

\$25/month

+ PROMO TEXT

MOST POPULAR

12 month subscription

\$25/month

+ PROMO TEXT

12 month subscription

\$25/month

+ FREE PROMO TEXT WITH LONG NAME

Can't decide? Try our new box:

Monthly Bite Size Box

\$25/month

1 toy

1 treat bag

1 chew

SCOUT'S HONOR

If your dog isn't 100% happy with his box.

Ideating expanded allergies

Before

BARK<BOX

Is Wally allergic to beef, chicken or turkey?

Yes

No

Our allergy-friendly BarkBoxes exclude beef, chicken and turkey. If Wally has other dietary restrictions, please chat with us.

All our treats are all-natural and

Ideations of expanded allergy-friendly options

BARK<BOX

Does Rusty have any dietary restrictions?

Select all that apply:

none

beef, chicken, and turkey

duck

fish

grains

pork

other restrictions

Continue

Treats sourced & made in the US

All-natural and loaded with healthy protein, fruits, veggies, and never any grain fillers.

WHEAT, CORN & SOY FREE

MADE IN THE USA

ALL NATURAL

BARK<BOX

Exclude anything from Rusty's treats & chews?

Select all that apply:

☐ Beef, chicken, & turkey

☐ Pork

☐ Fish

☐ Other dietary restrictions

☐ Duck

☒ Grains

Continue

Treats sourced & made in the US

All-natural and loaded with healthy protein, fruits, veggies, and never any grain fillers.

WHEAT, CORN & SOY FREE

MADE IN THE USA

ALL NATURAL

BARK<BOX

Any dietary restrictions?

All our treats are made and sourced in the USA and never contain corn, wheat or soy.

Please exclude:

Beef

Chicken

Turkey

Give me everything!

Continue

If Rusty has other dietary needs, please [contact us](#) and we'll do our best to accommodate!

BARK<BOX

Any dietary restrictions?

All our treats are made and sourced in the USA and never contain corn, wheat or soy.

Do not send any...

☐ Chicken

☐ Turkey

☐ Beef

☐ No, give us everything!

Continue

If Rusty has other dietary needs, please [contact us](#) and we'll do our best to accommodate!

Allergy Results

- BarkBox saw no improvement in conversion, but **increased allergy opt-in 10%** vs 5% with the control. The increase in engagement with the box options can theoretically lead to a rise in NPS and long term retention
- **Super Chewer saw an 8% lift in conversion** which suggests that Super Chewer parents might have a need for more detailed information about materials and ingredients.

BARK<BOX

Does Wally have any allergies?

All our treats are made and sourced in the USA
and never contain corn, wheat, or soy.

Do **not** send any...

☐ Chicken

☐ Turkey

☐ Beef

☐ No, give us everything!

Continue

If Wally has other dietary needs, please chat with us
after you checkout and we'll do our best to
accommodate.

BARK<BOX

Does Wally have any allergies?

All our treats are made and sourced in the USA
and never contain corn, wheat, or soy.

Do **not** send any...

☐ Chicken

☒ Turkey

☒ Beef

☐ No, give us everything!

Continue

If Wally has other dietary needs, please chat with us
after you checkout and we'll do our best to
accommodate.

Next Steps

- Add password back into the flow (large backlog of issues with users not ever making one when signing up)
- Expose more box assortment options as they become operationally possible
- Rethinking durability, education, and how plans are presented



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

1

SMALLER VERSIONS
of chips 2 ~~all~~ all @
once in multi select
mode

Game Mix

1

3

2

4

SCROLL
UP 8X
FOR FULL
SCREEN.

1

3

2

4

1

3

2

4

1

3

2

4

1

3

2

4

PROS:

- FULL SCHED
views

- EASY 2 get 2
PEEK IN 2ND
SWIPE

CONS:

- RESIZING chips
PROG HARD 4 DEVS

- NOT POSITIVE
IF MULTI-SELECT
CAN ACTUALLY BE
ACTIVATED LIKE
THIS

- SMALL VIDEO

- GOES AGAINST
HIG PRINCIPAL OF
"HORIZONTAL SCROLL
IS PREFERRED"

1x

ADD GAMES A GM

TUTORIAL?

* Look @
PANDA'S
DOC ORGM.

ADD UP 2 4
GAMES

2x
UP

Game Mix

ADD UP 2 4 GAMES
to the mix

SWIPE 2 NAV

TAP 2 ~~SWIPE~~ ADD

SWIPE ~~UP~~ DOWN

PS PS.
31

↑ DRAWER

↑ GM USE. OF
DRAWER

• GRID IN UID AREA

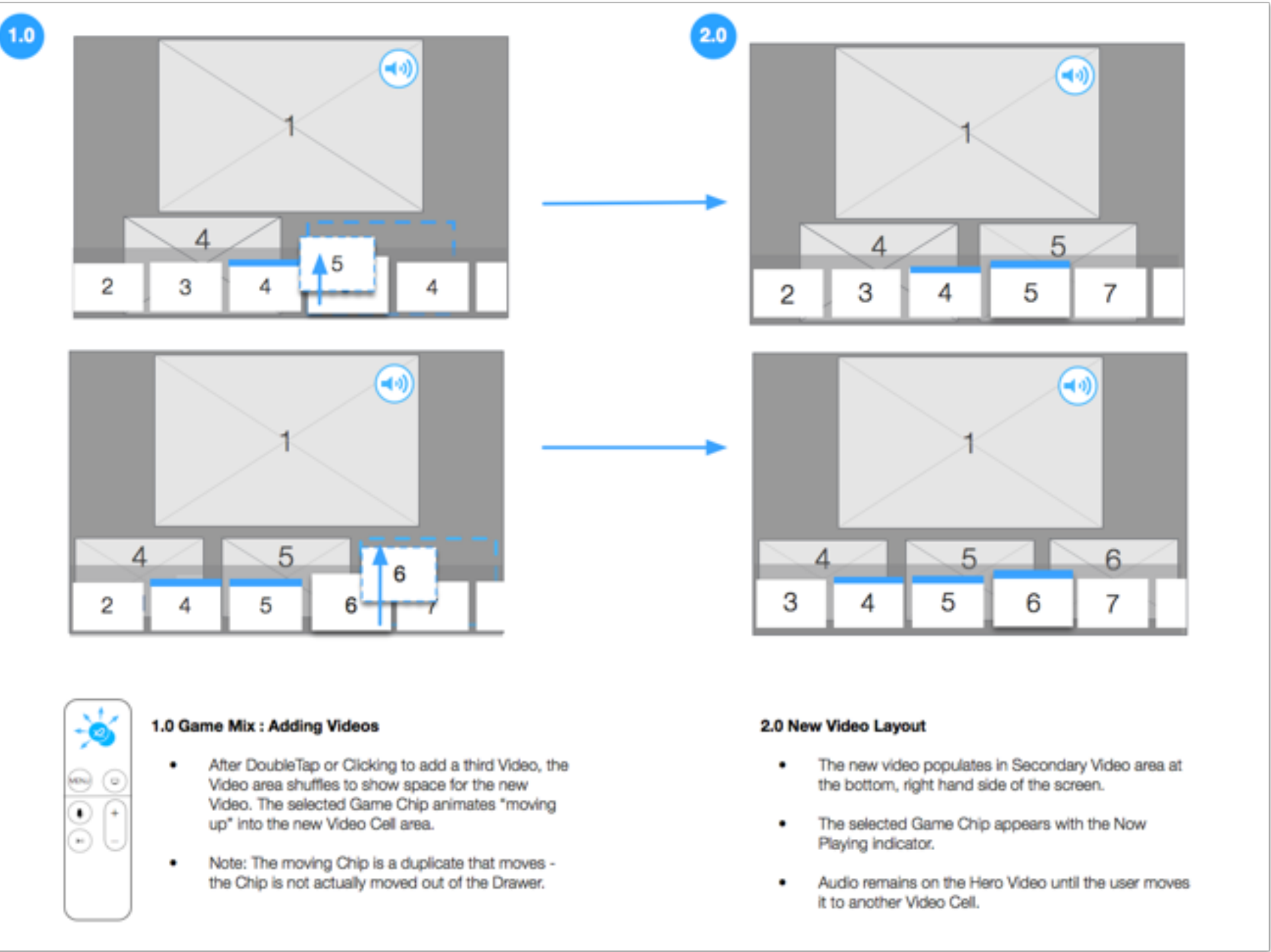
• TAP 2 ADD

1

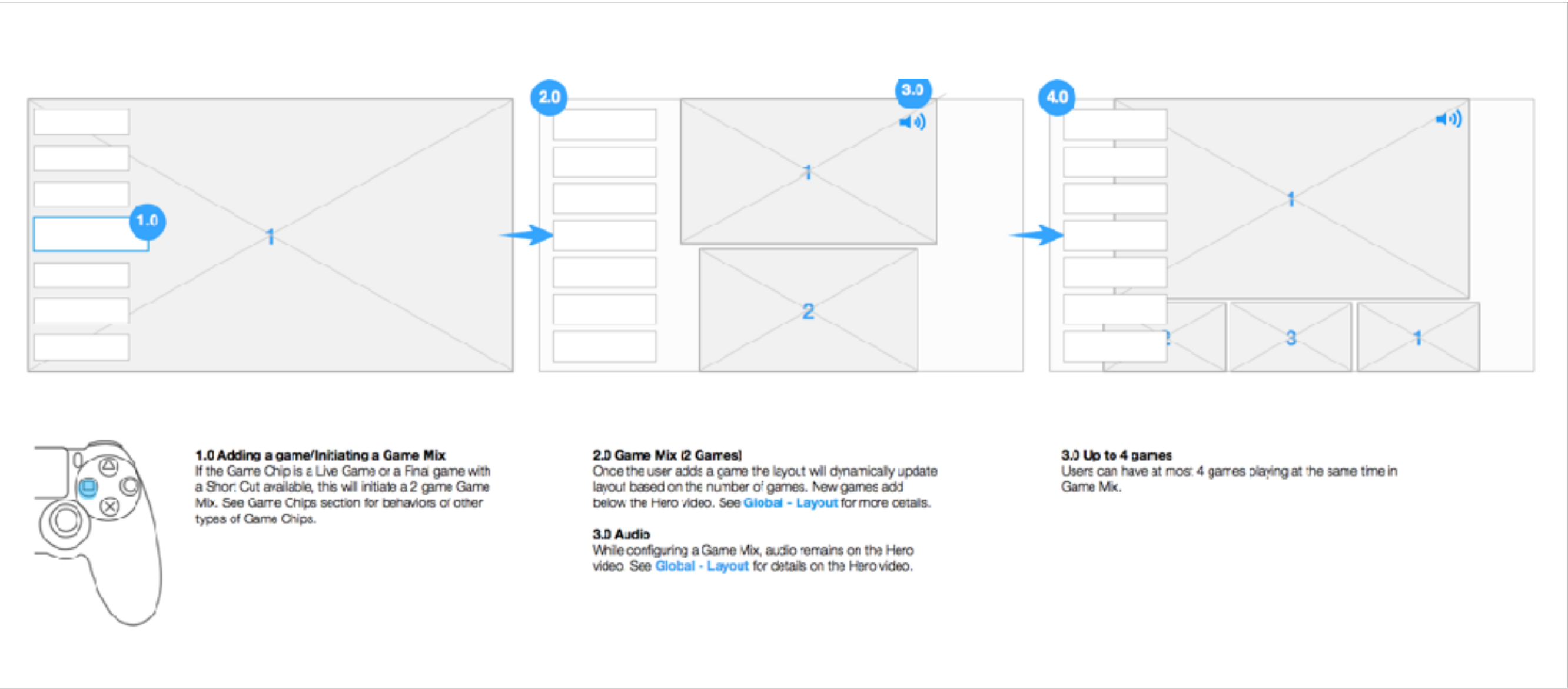
2

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

Apple TV Game Mix



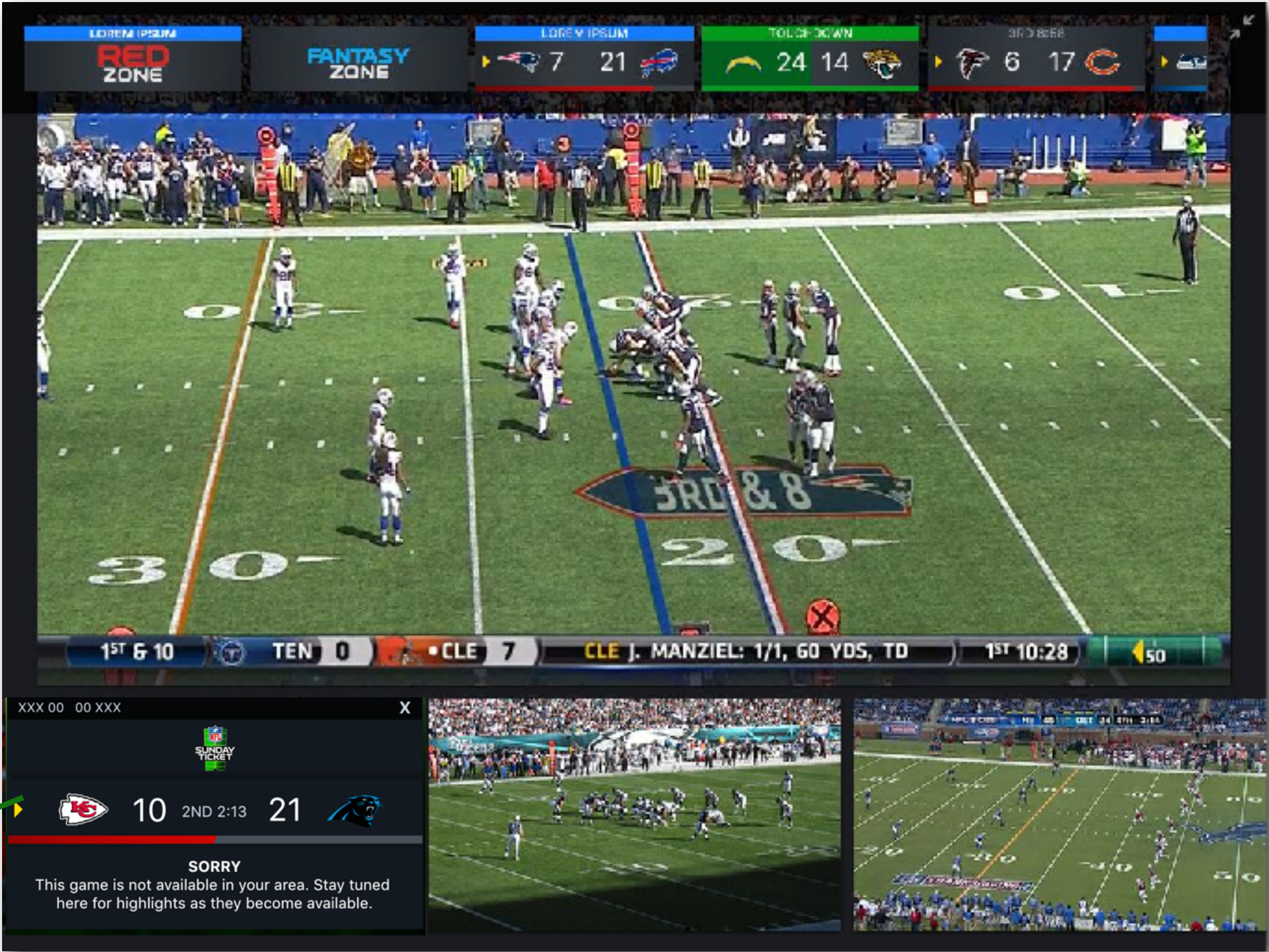
Playstation Game Mix



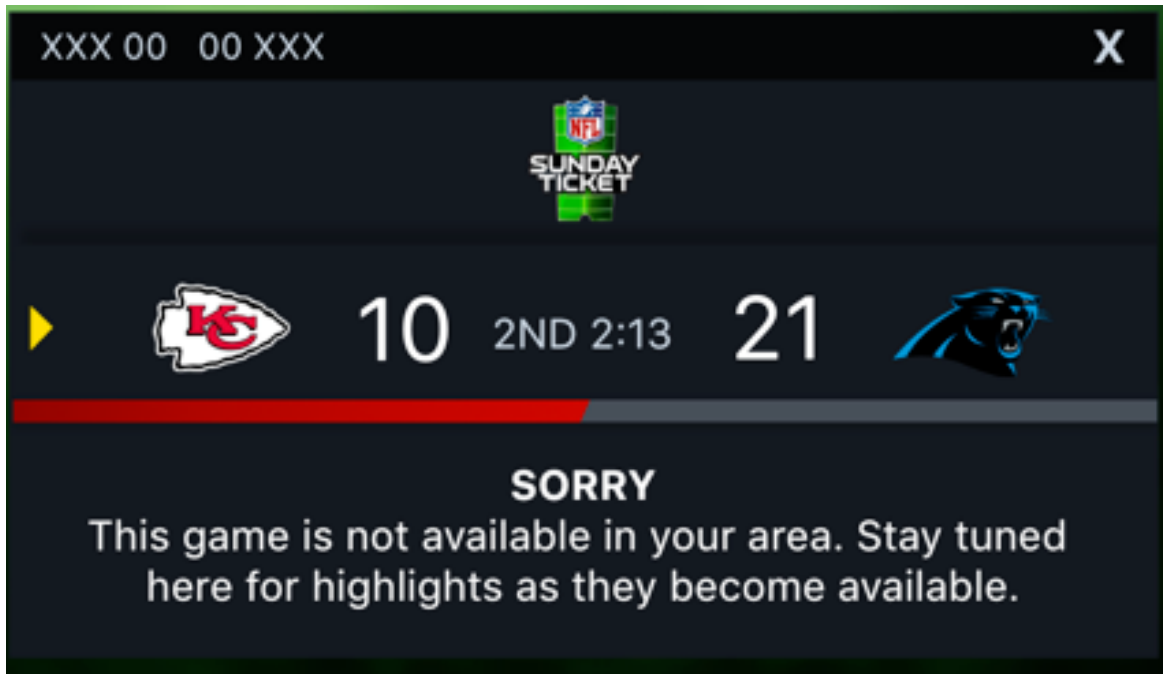
Flex Chips

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

Blackout Chips



01:



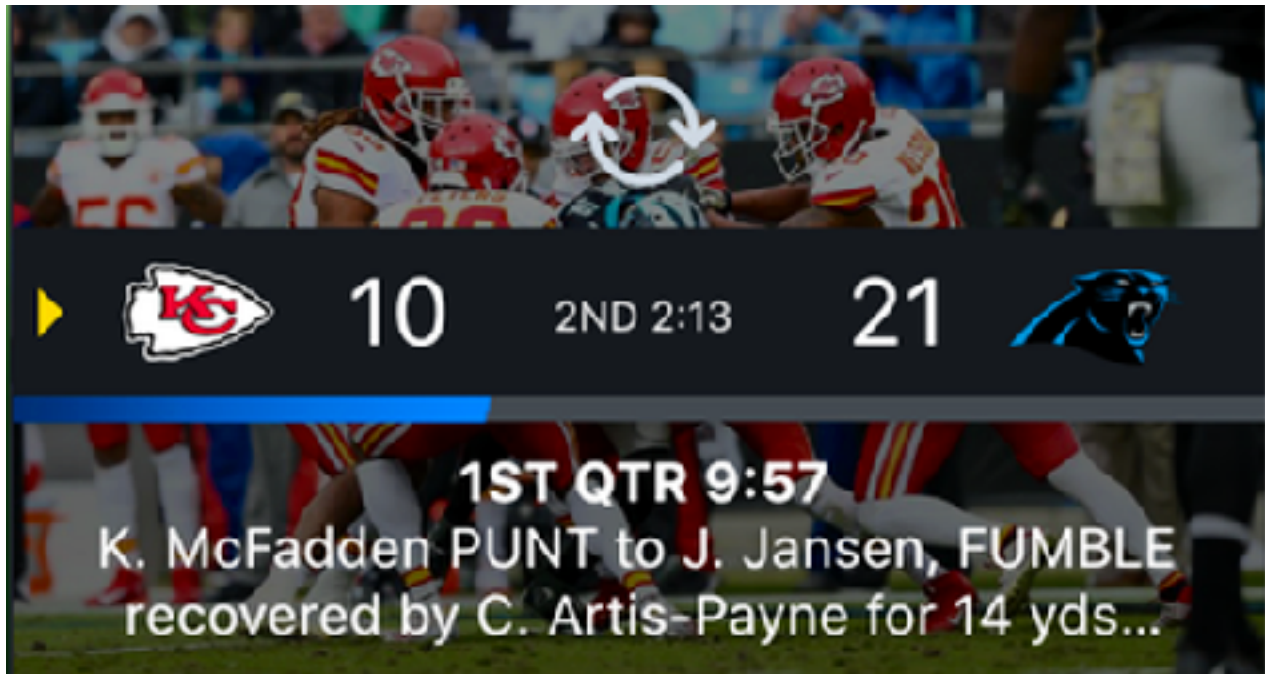
A Blackout Flex Chip can be pulled into the Game Mix loaded and ready for when Highlights are available.

02:



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

03:

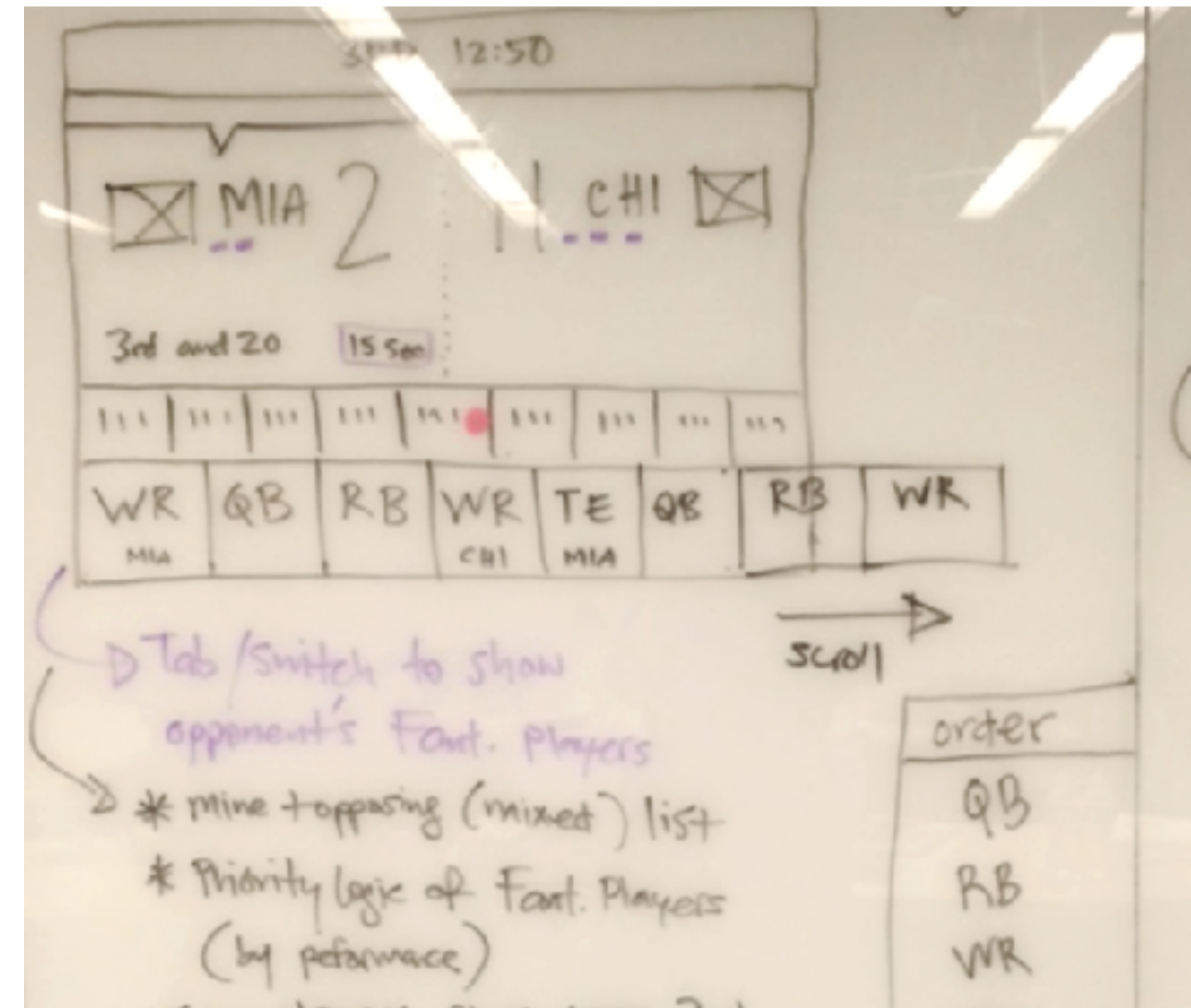


Miss the highlight as it played? Replay it with just a tap on the replay icon.

Overwhelming.

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

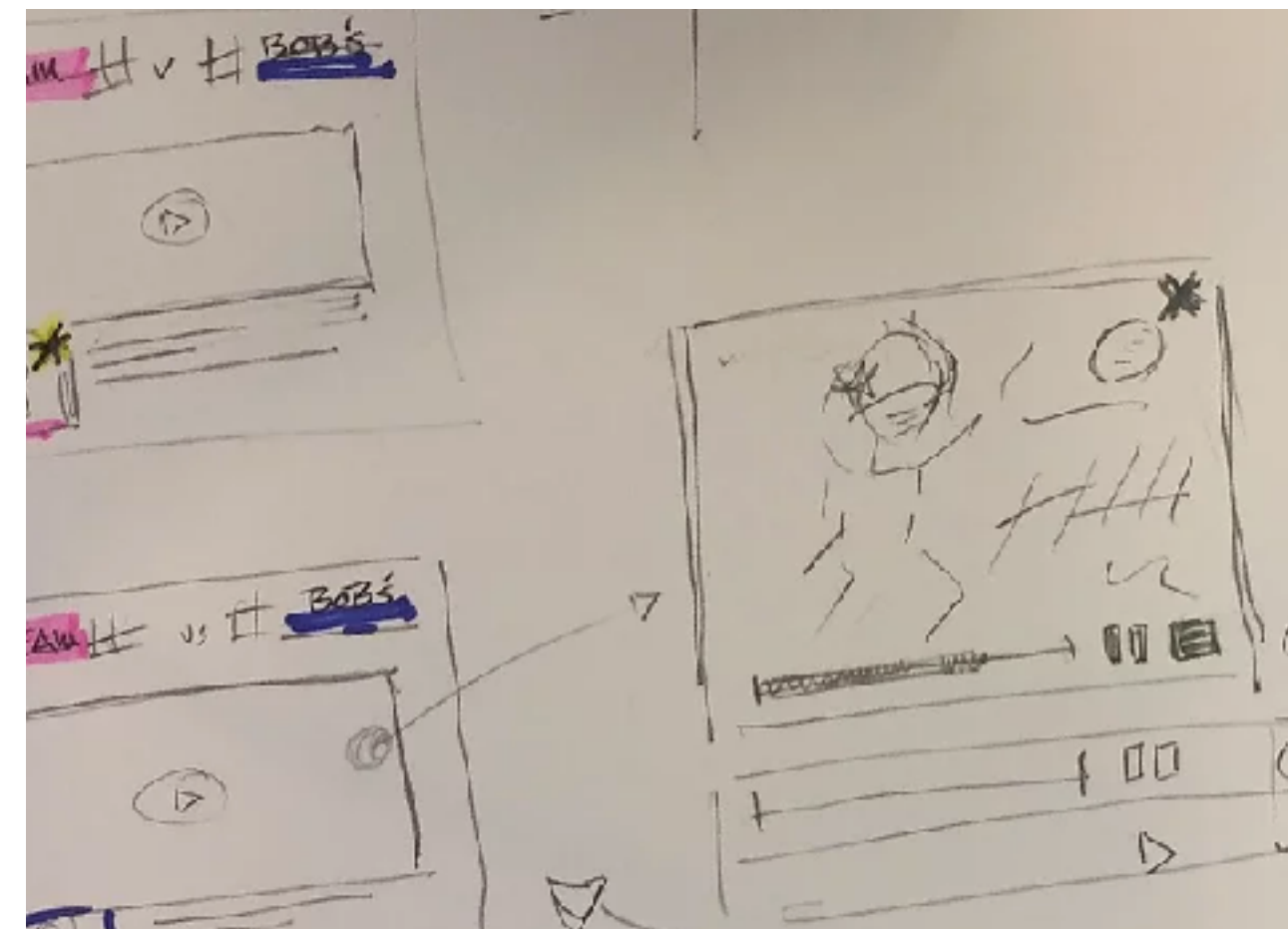
"If I wanted this much info, I'd just open my fantasy app."



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!"



Matchups Matter

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

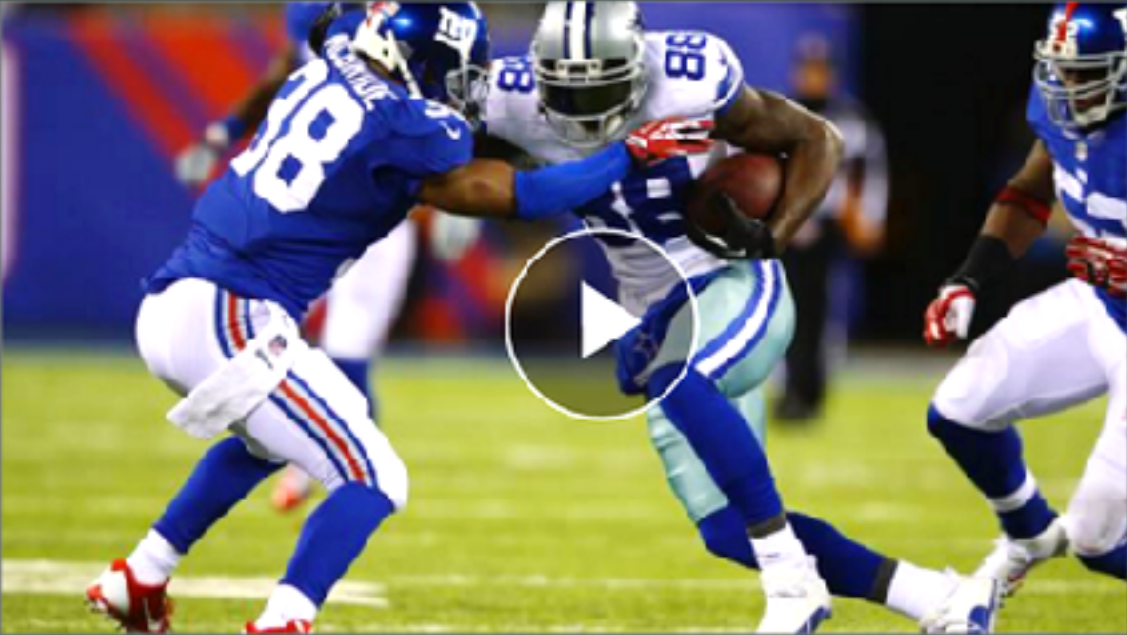
"I know how my guys are doing, but how bad am I beating Chad right now?"




Fantasy Chips



Monster Truck Martians 68.5 vs 79.1 Pigskin Wizards



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

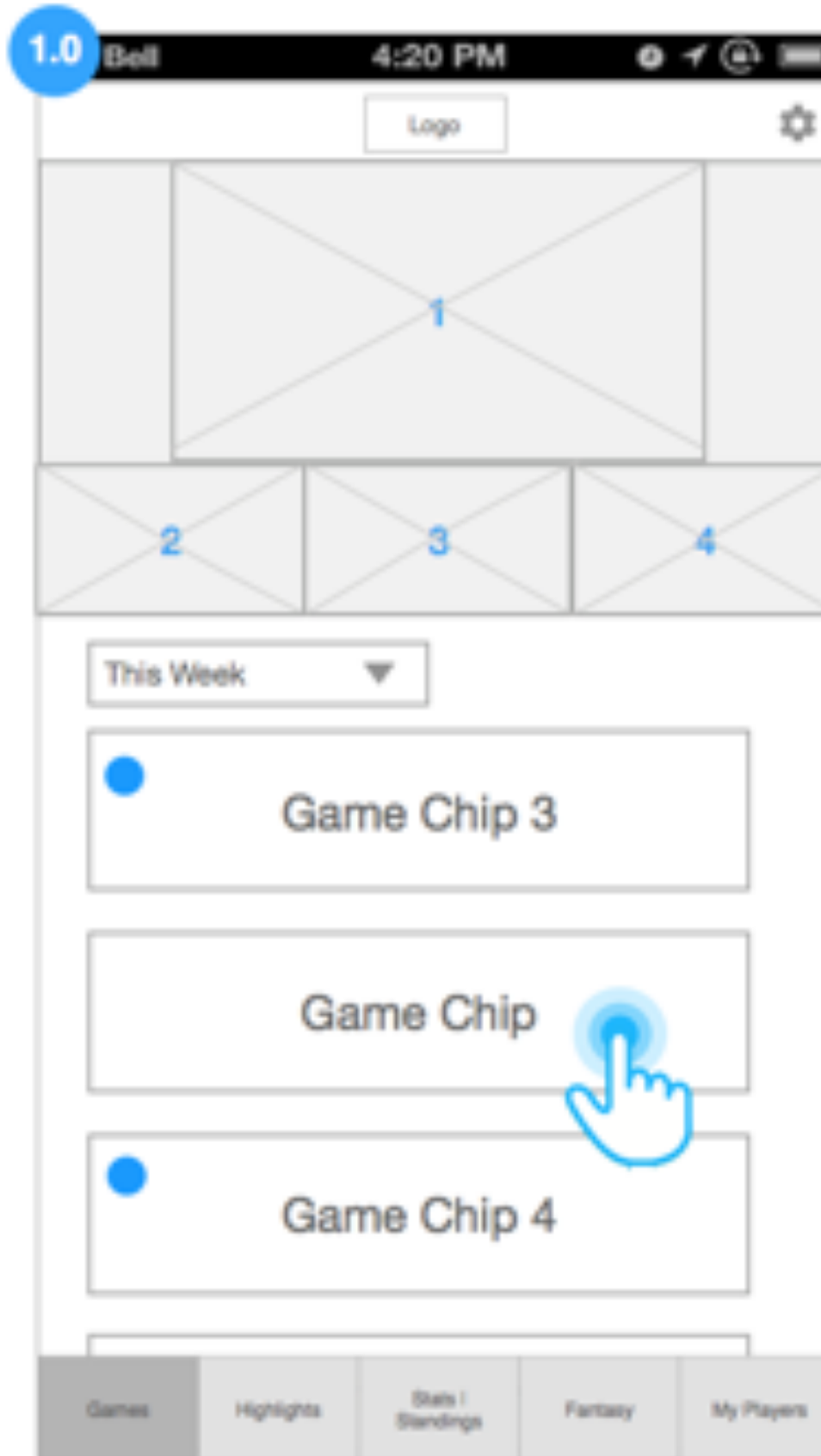


#10
Eli Manning
QB

★

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

iOS Mobile - Portrait Mode



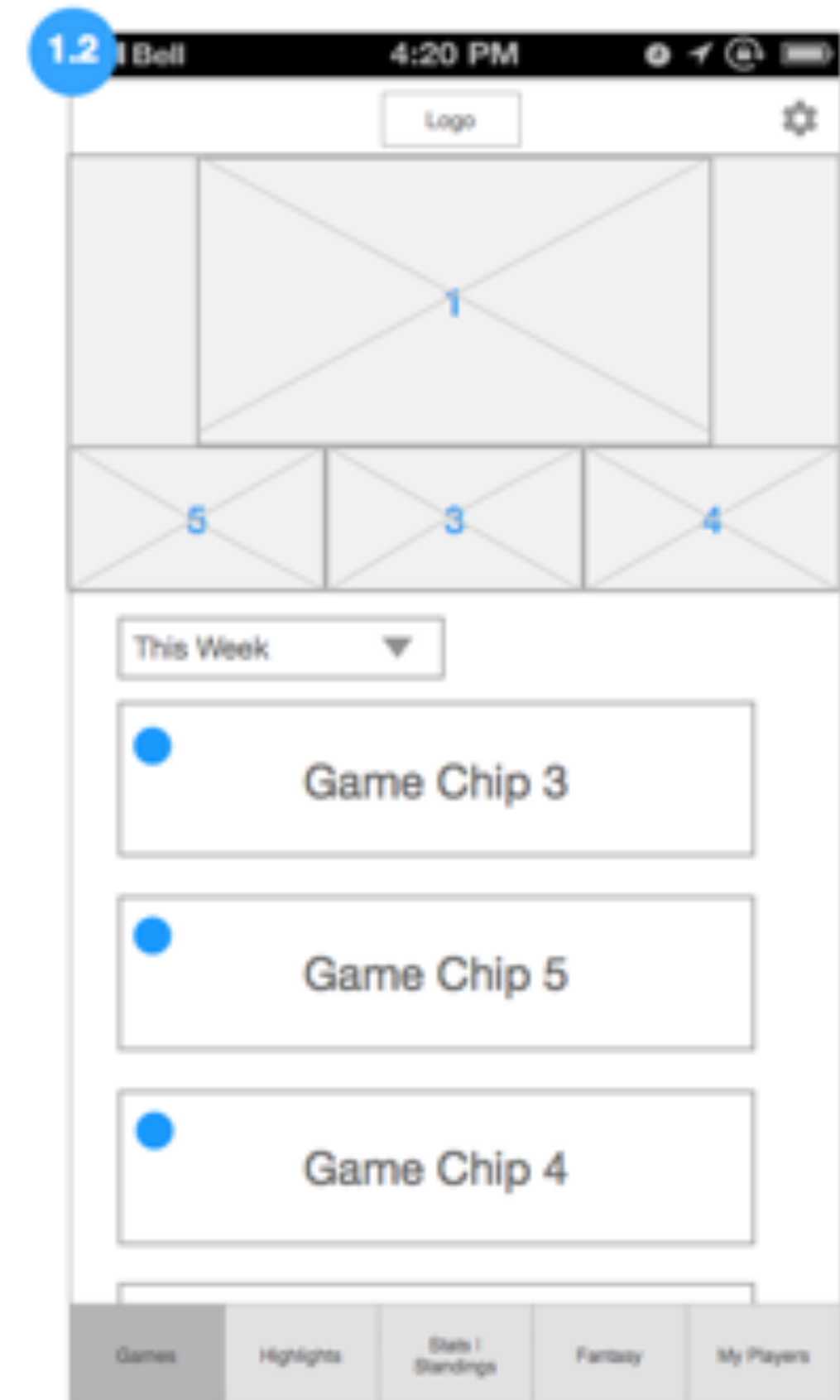
1.0 Game Mix (4 Games)

- 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.

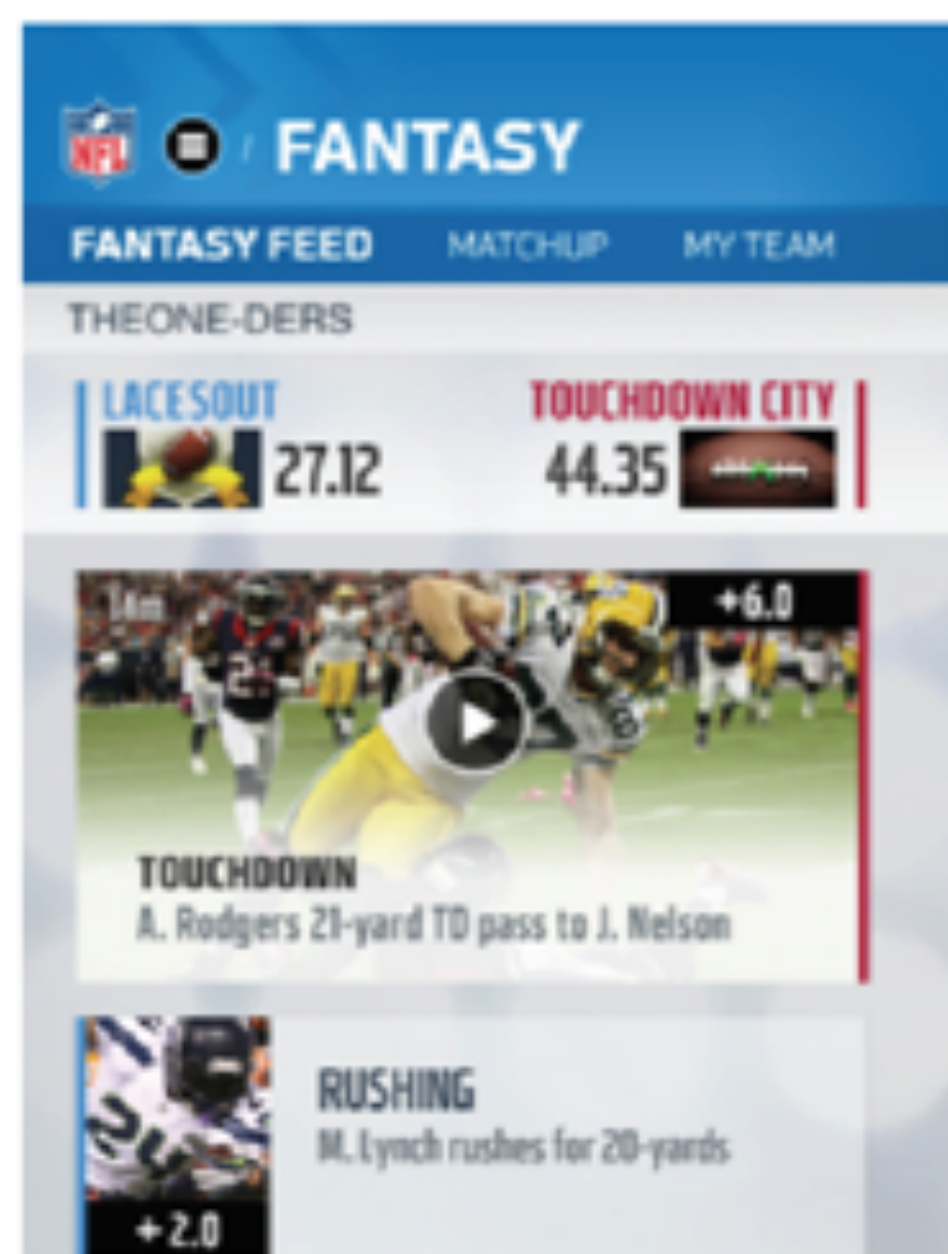
2016-17 App Expansion

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.



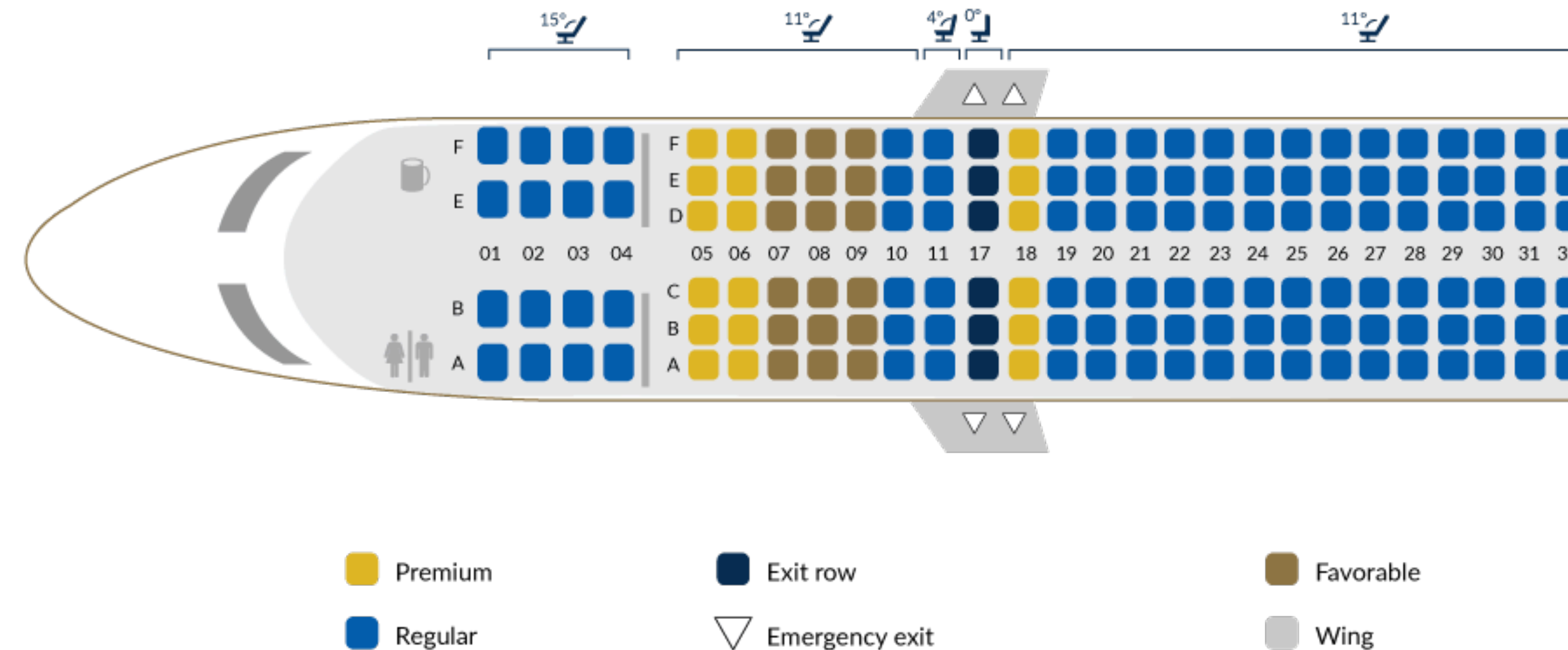
Until next year...

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.



- **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, Flint), 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

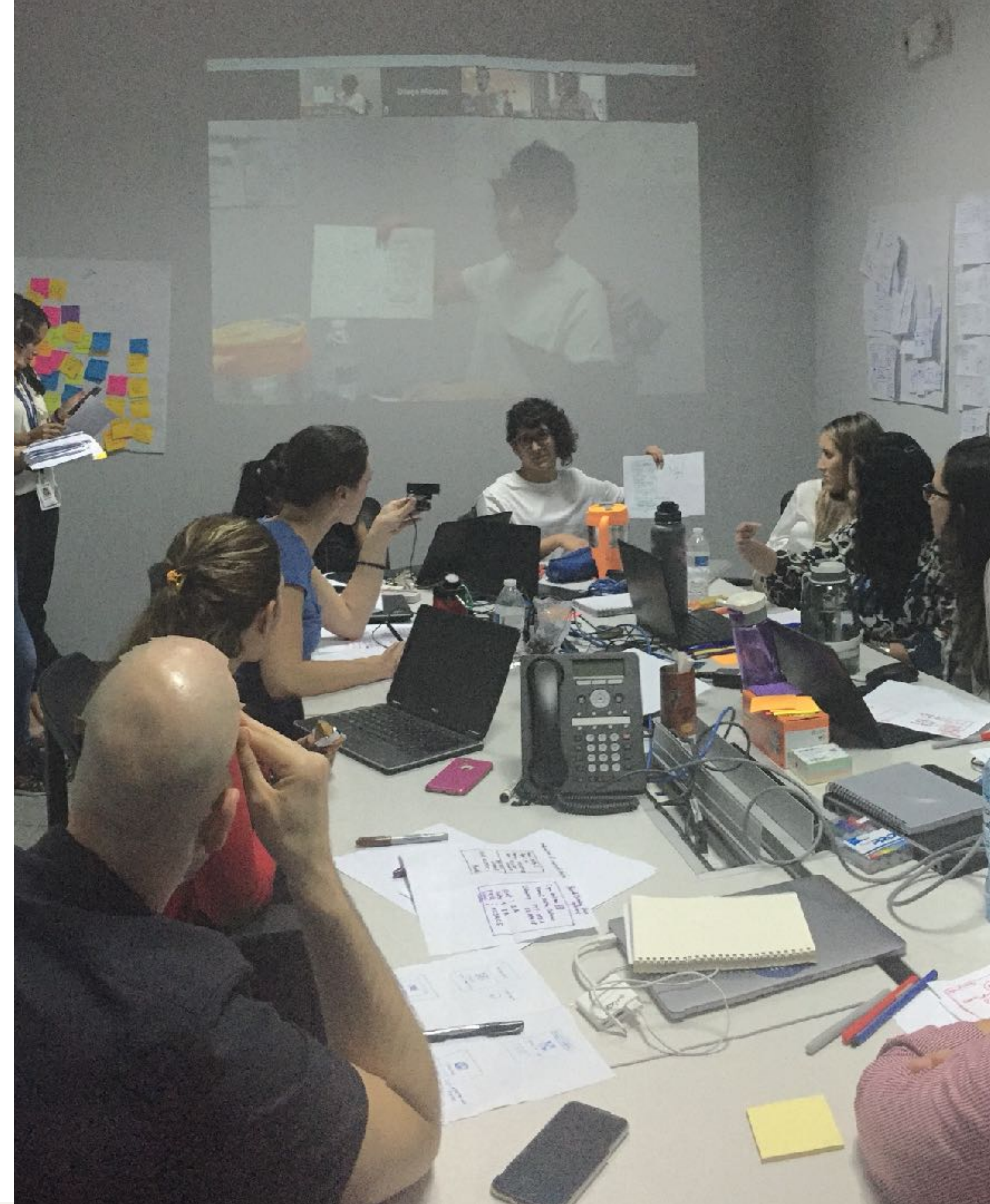


Remote Teams and Partnerships



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.





Q



Problem & Design Statements

Frequent Business Travelers feel **frustrated, angry**, and like their **time is being wasted** when checking in for their flights.

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

Timely

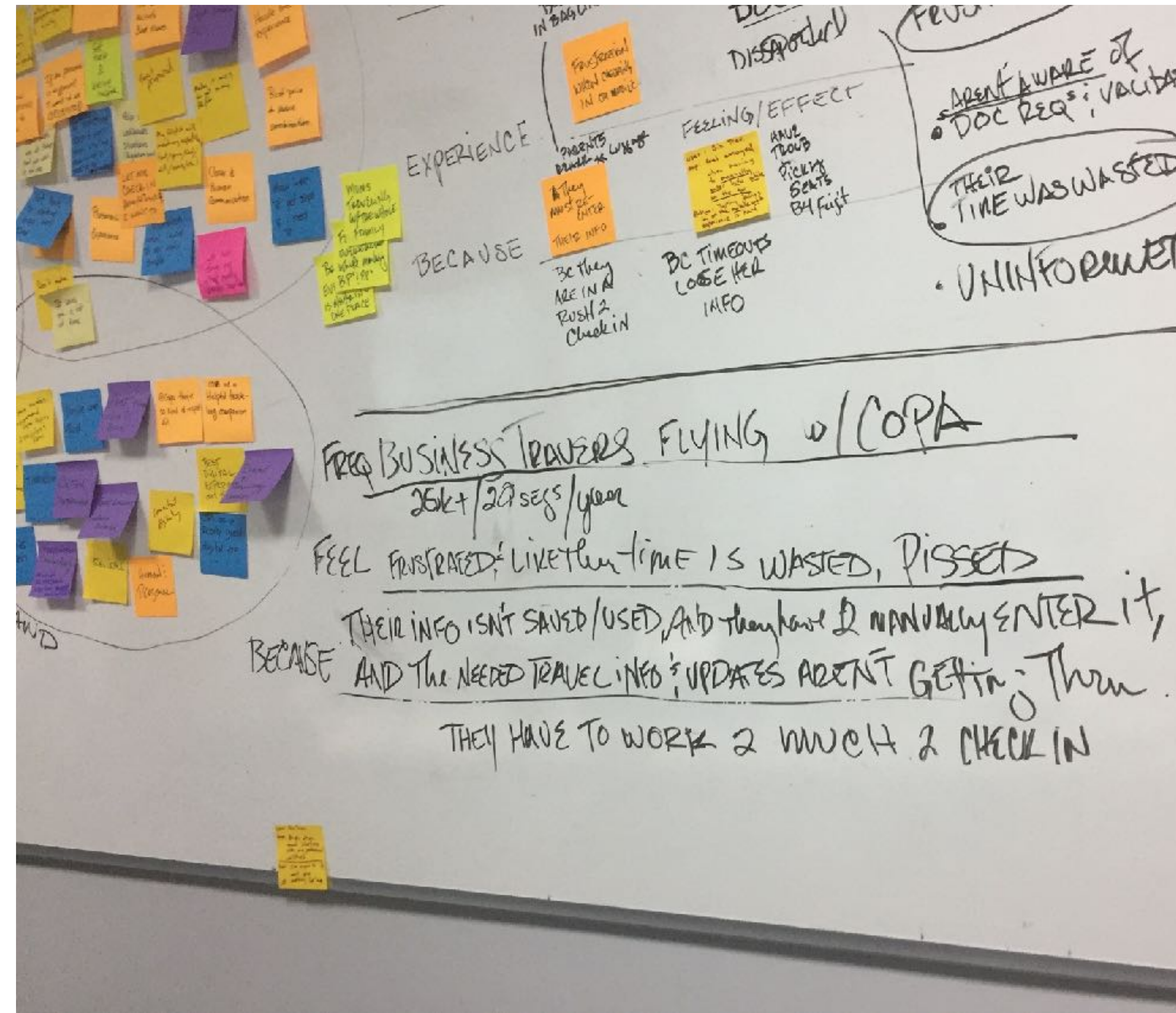
Instructive

Relevant

Efficient &

Does the work for them

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



User Personas

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 Oversold 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



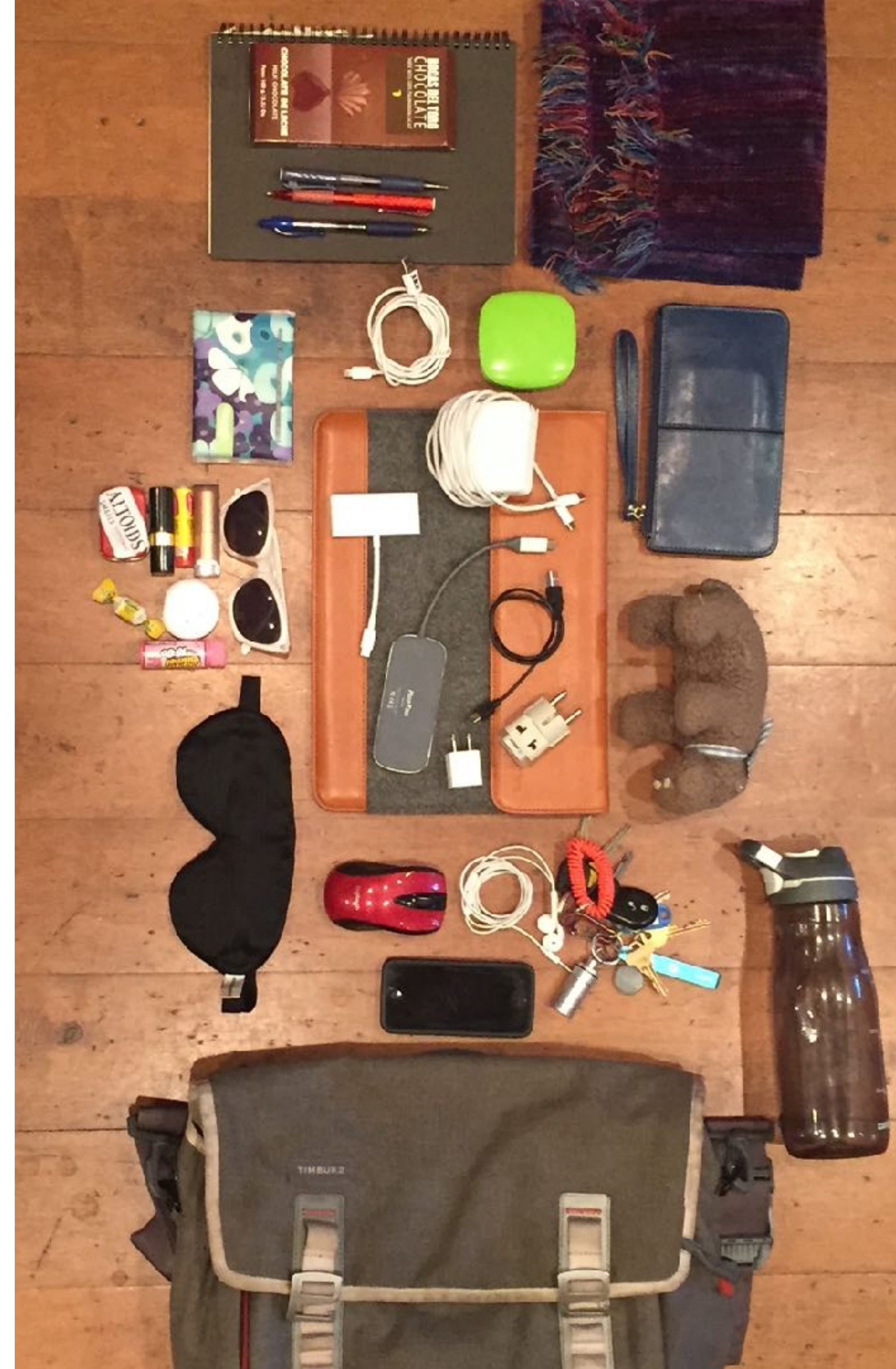
Debbie Detail

- Mom of 2 Kids. "Super mom"
- Ritual person → Same seat
→ ~~Ref~~ 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

Deeper into our Personas

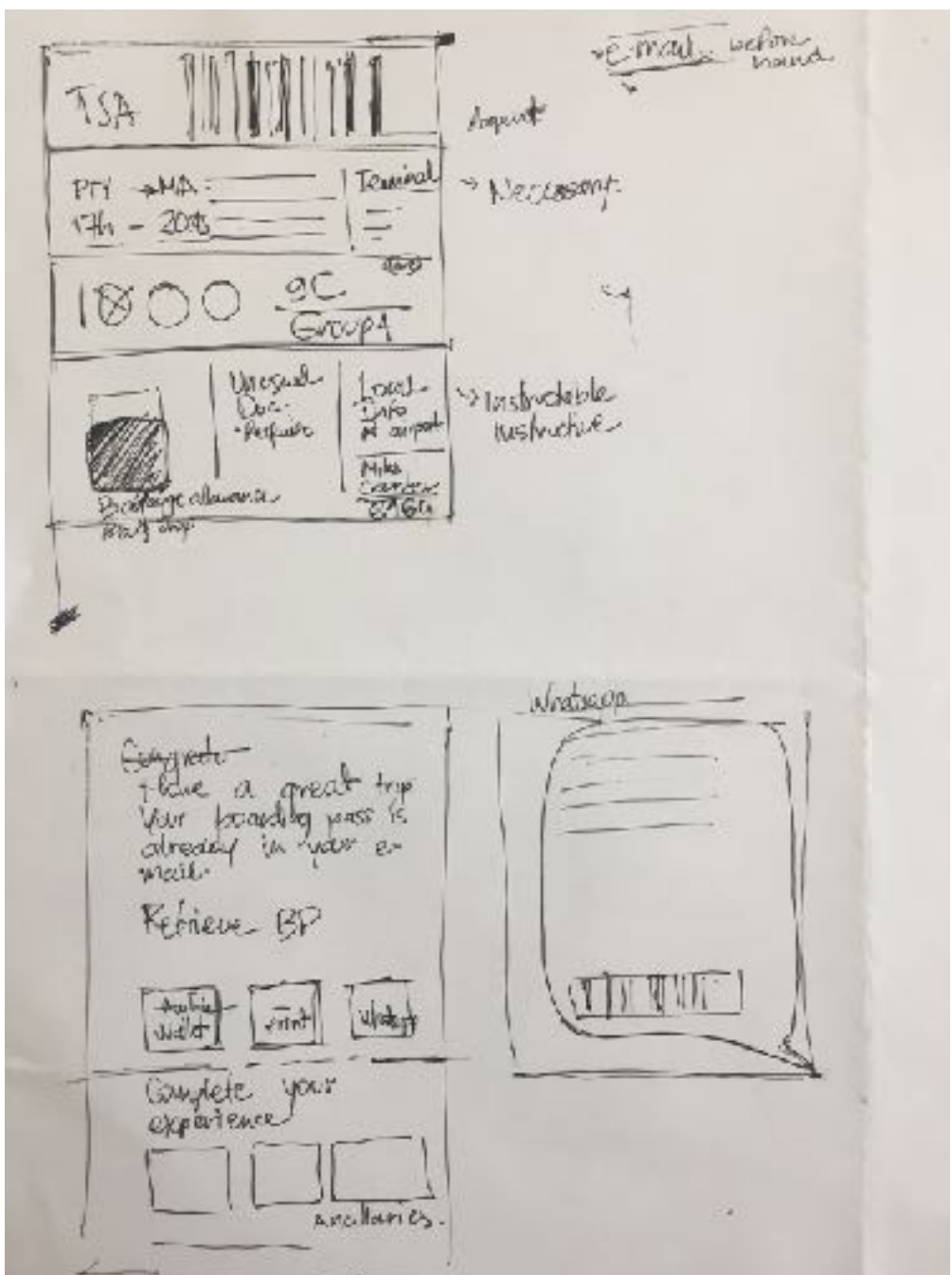
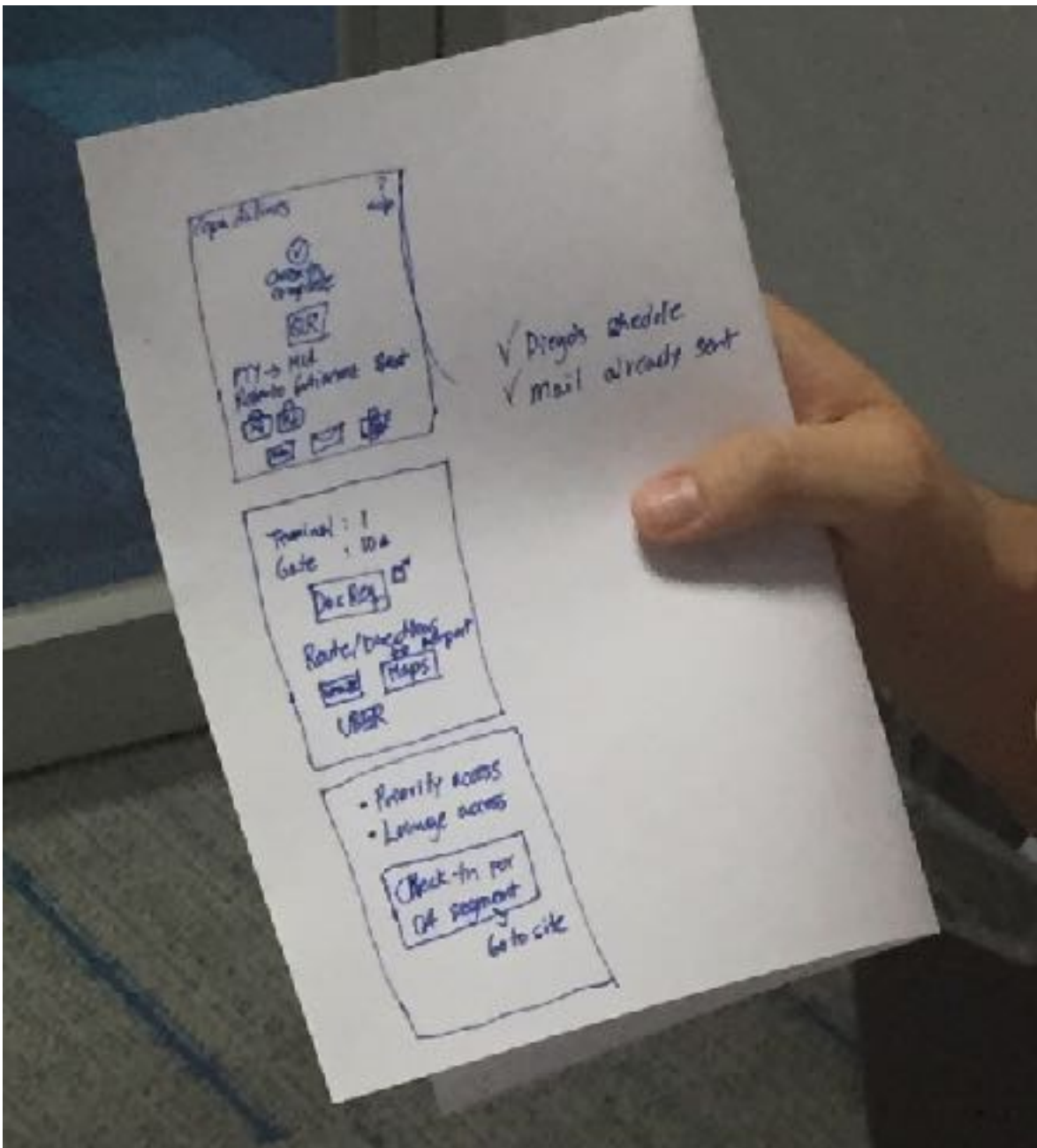
Deb Details

- Flies for work about 2 times a month — loyalist to Copa
- Strongly prefers the window over an aisle seat
- Selects her seat at booking if at all possible
- Checks in as soon as she gets the email reminder
- Prints her boarding pass, and also has it on her phone, and also keeps it in her Apple Wallet so she's always covered
- Always gets to the airport early to avoid stress
- Has a specific routine that she follows every time — especially when traveling with her kids



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.



Assumptions

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

Orientation in flow

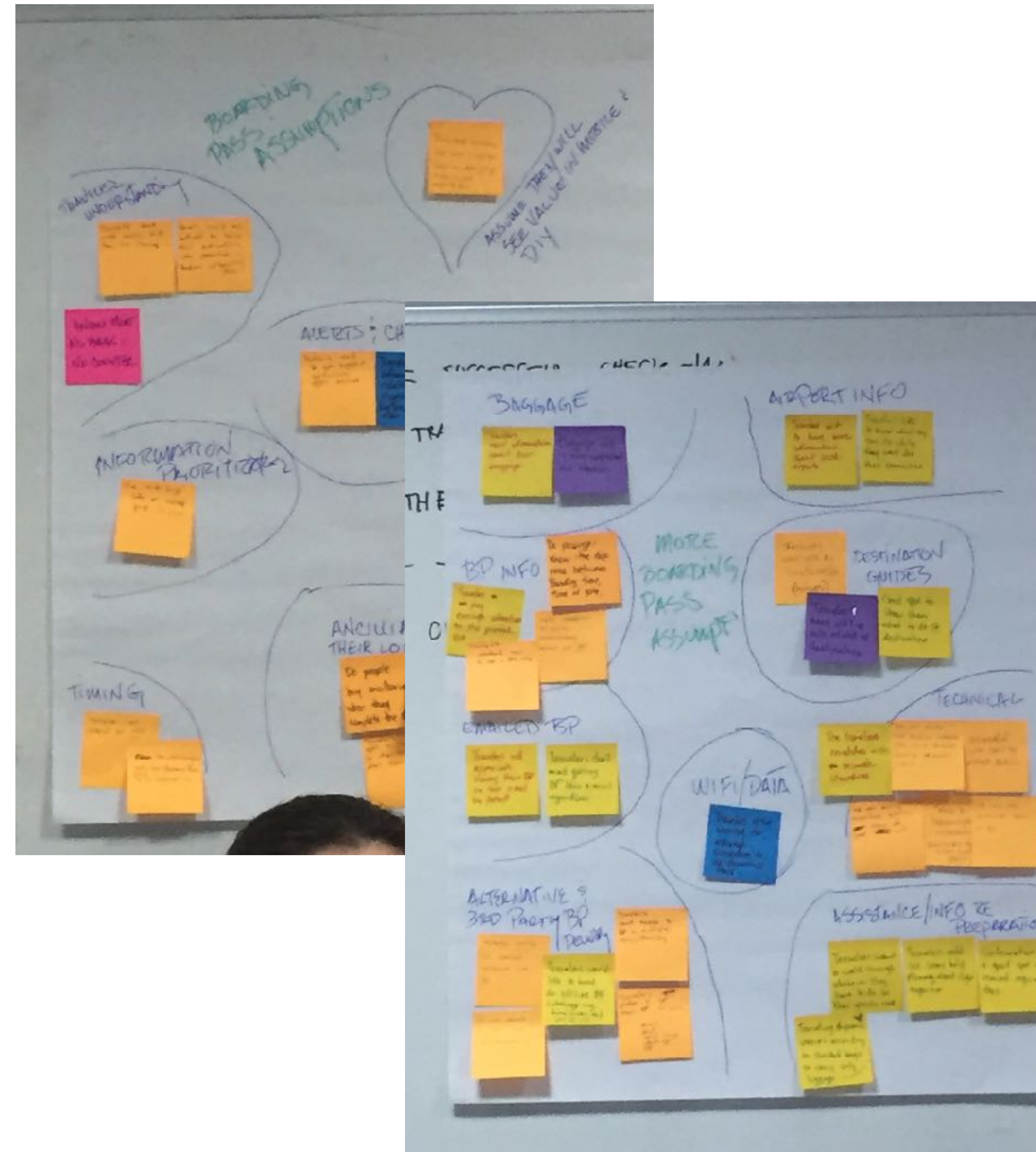
- Travelers will know what steps need to happen to check in.

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.



Two Initial Rounds of Usability

- 2 rounds of remote (moderated and unmoderated) 30min interviews
- 31 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
- All frequent flyers of at least one Central or South American-based airline (AeroMexico, Copa, Avianca, etc.)

The screenshot shows a web-based usability testing interface. At the top, there's a navigation bar with 'Dashboard', 'Copa_Prolific_Usability_R...', 'Help', and a user profile for 'Natalie Blair'. Below this, a browser window displays a flight check-in prototype for 'Amelia Earhart'. The prototype shows travel details for three passengers, a boarding pass, and flight information for CM-182 from New York (JFK) to Panama City (PTY). A task overlay titled 'Task 1 / 4' is visible, instructing the user to check in and print a boarding pass. On the right, a 'Notes' panel shows a timeline of events and tasks, including 'Start Task 1' and 'End Task 1'.

This screenshot shows a live session with a participant named Ernesto Mendez Chiari. The interface includes a navigation bar similar to the one above. Below it, a flight check-in prototype is displayed, showing flight details for May 4, 2018, from Panama City (PTY) to New York (JFK). A video feed of the participant is visible on the right. At the bottom, a timeline shows the session's progress, with segments for 'Home-01', 'Traveling', 'Home-02', 'Seat 5c', 'Home-03', and 'Home-04'. The session is titled 'Live session with Ernesto mendez chiari'.

Steps - Concept 1: Bite-sized

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

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

Emergency Contact

Contact Name*

Cynthia Martinez

Contact Email*

cmartinez@email.com

Contact Phone Number

(183) 919-1383

Continue

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

Frequent Flyer Information (Optional)

Program

Number

Additional Information (Optional)

Redress Number

Known Traveler Number

Continue

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

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


Continue

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

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

Continue

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

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

Compania Panamena de Aviacion, S.A.

Check-in Amelia

1 Traveling Information2 Seat Selection3 Travel Restrictions

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

Compania Panamena de Aviacion, S.A.

Check-in Amelia

1 Traveling Information2 Seat Selection3 Travel Restrictions


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

Compania Panamena de Aviacion, S.A.


Check-in Amelia

1 Traveling Information2 Seat Selection3 Travel Restrictions

Baggage Allowance



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



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

Restricted Items

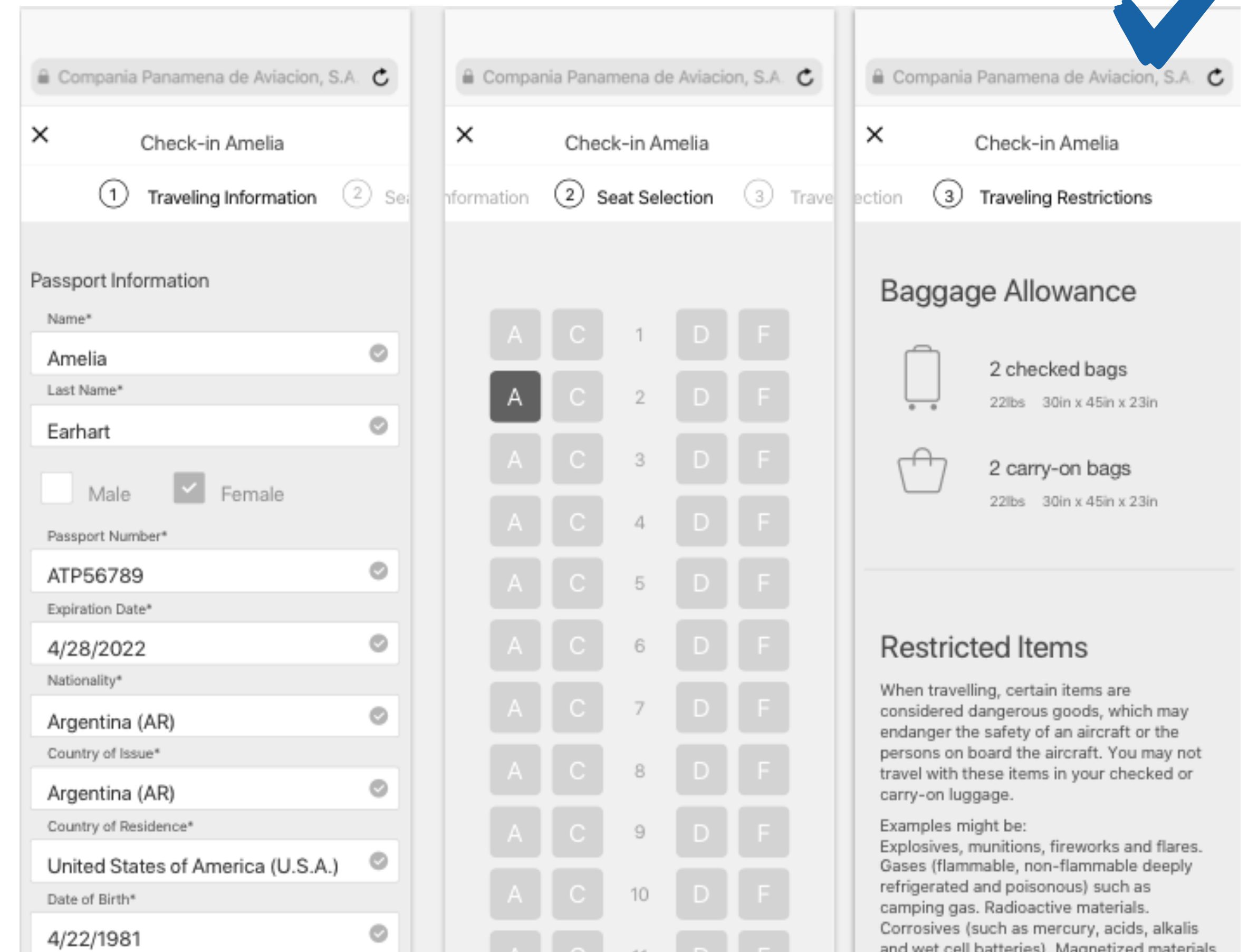
When travelling, certain items are considered dangerous goods, which may endanger the safety of an aircraft or the persons on board the aircraft. You may not travel with these items in your checked or carry-on luggage.

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.'. Each screenshot shows a different step in the process, indicated by numbered circles in the header: 1. Traveling Information, 2. Seat Selection, and 3. Traveling Restrictions. A large blue checkmark is overlaid on the rightmost screenshot, indicating a positive outcome or completion.

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

Seat Selection

Grid showing seats (A-F) and row numbers (1-10). Seat A2 is selected.

Step 3: Traveling Restrictions

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.

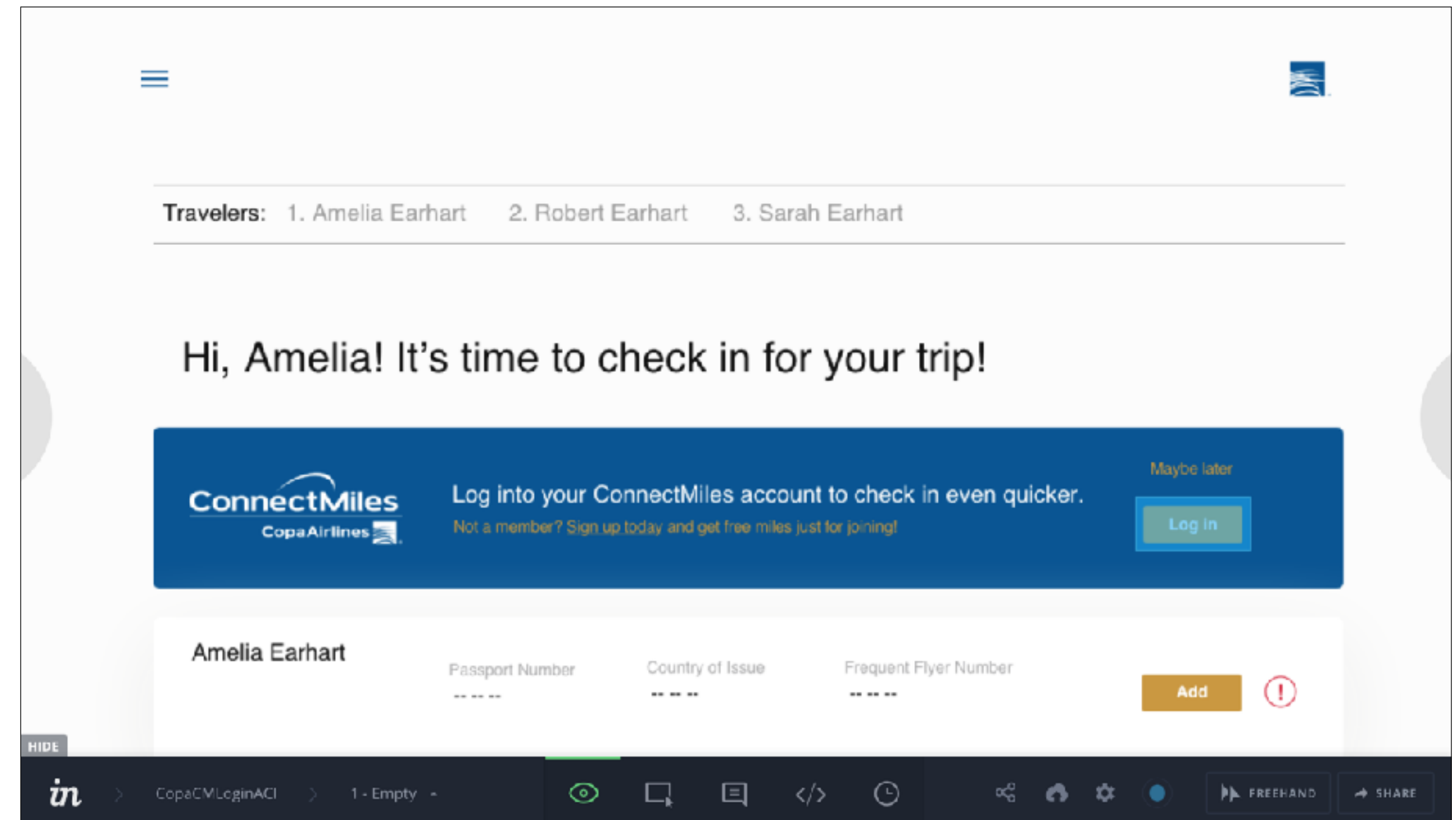
Examples might be:
Explosives, munitions, fireworks and flares.
Gases (flammable, non-flammable deeply refrigerated and poisonous) such as camping gas. Radioactive materials.
Corrosives (such as mercury, acids, alkalis and wet cell batteries). Magnetized materials.

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.





- **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

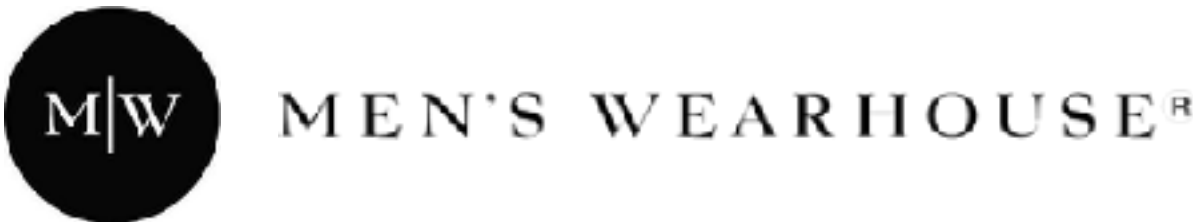


Project Overview

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%

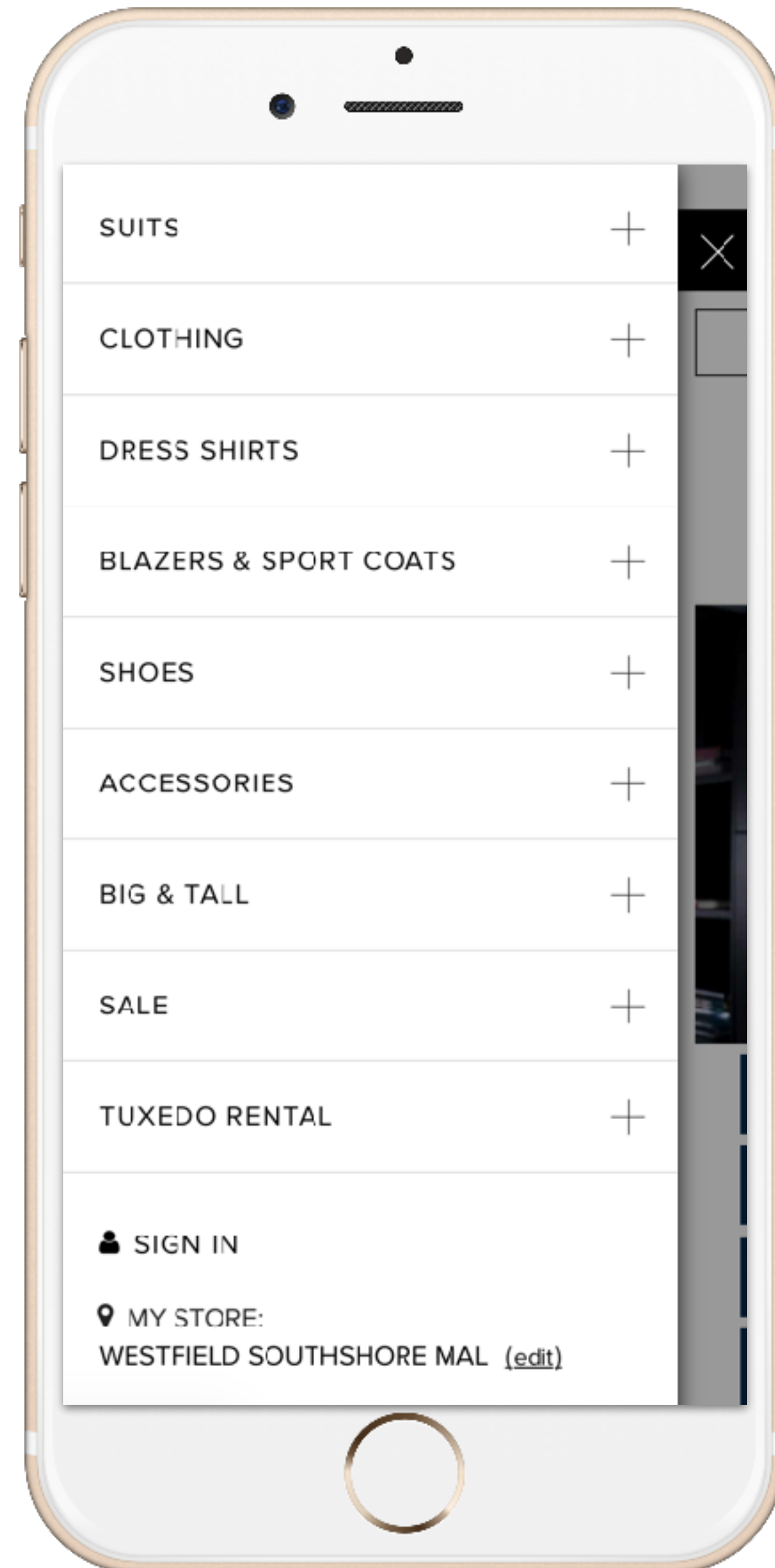
We saw an opportunity to do more than just give them a refreshed visual design. We wanted to learn how to harness whatever magic that JAB has so we could raise MW's conversion rate.





MEN'S WEARHOUSE®

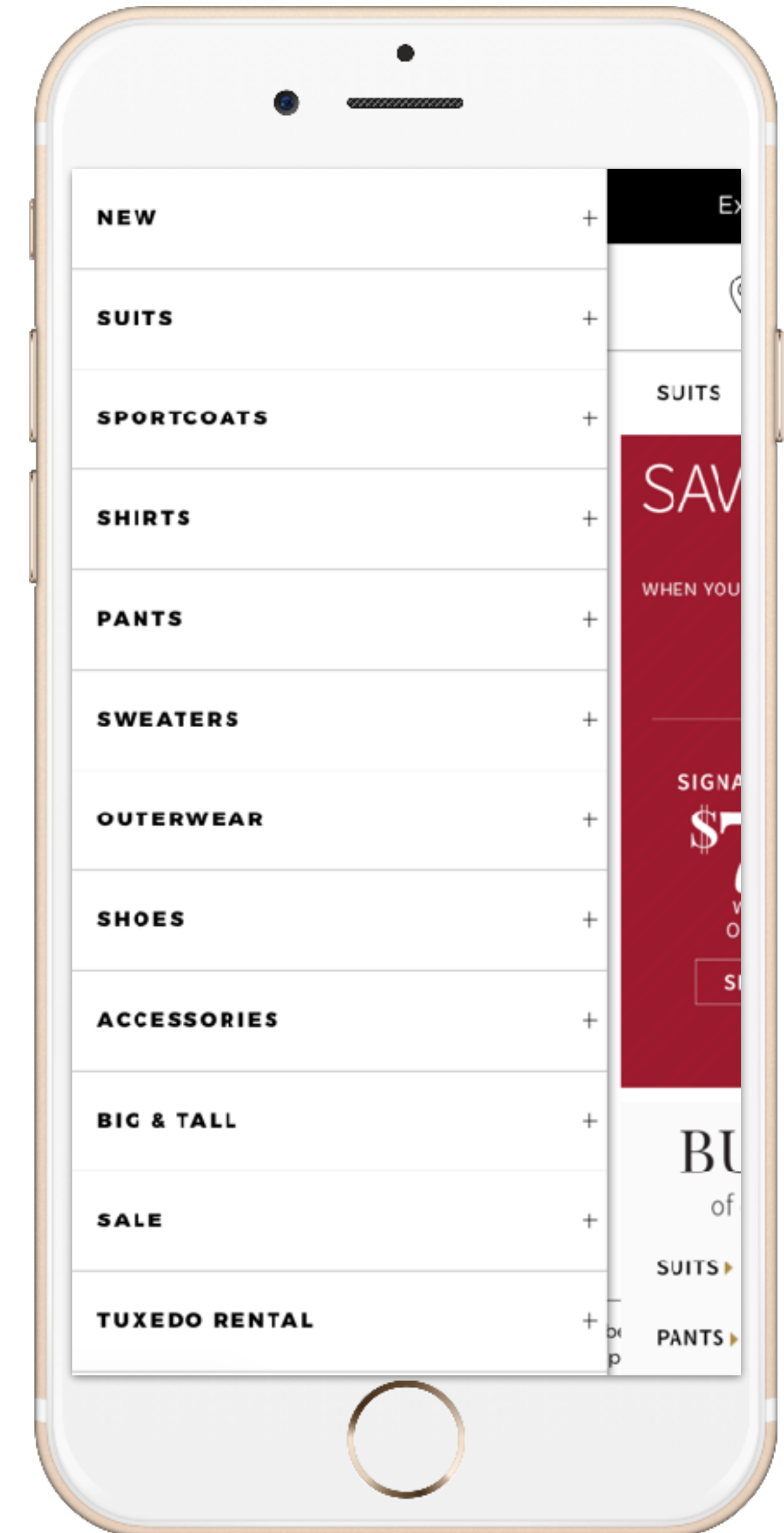
*Existing Men's
Wearhouse Nav*



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

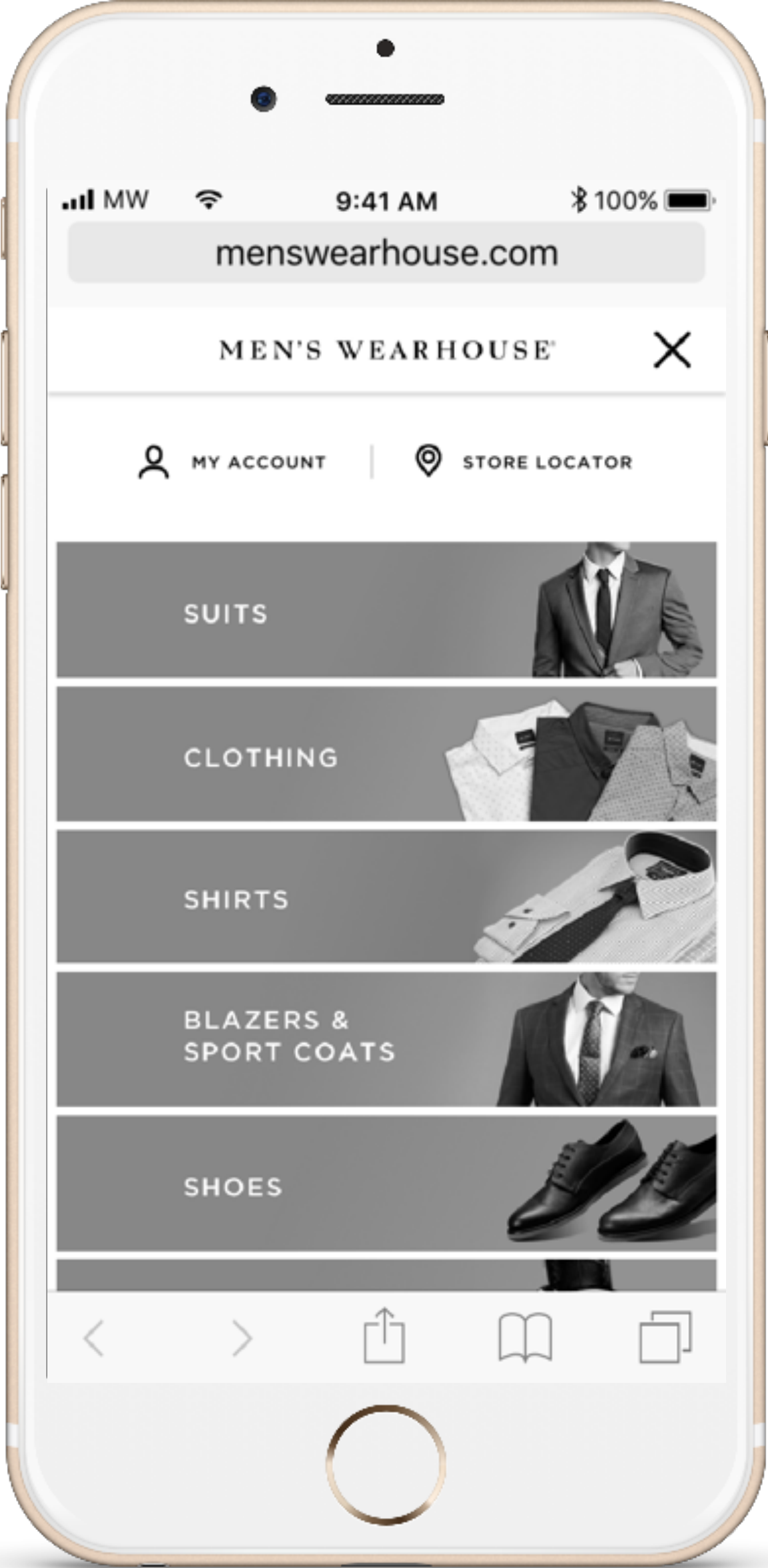
Intro

- 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?*

Amplify the Visuals in Navigation



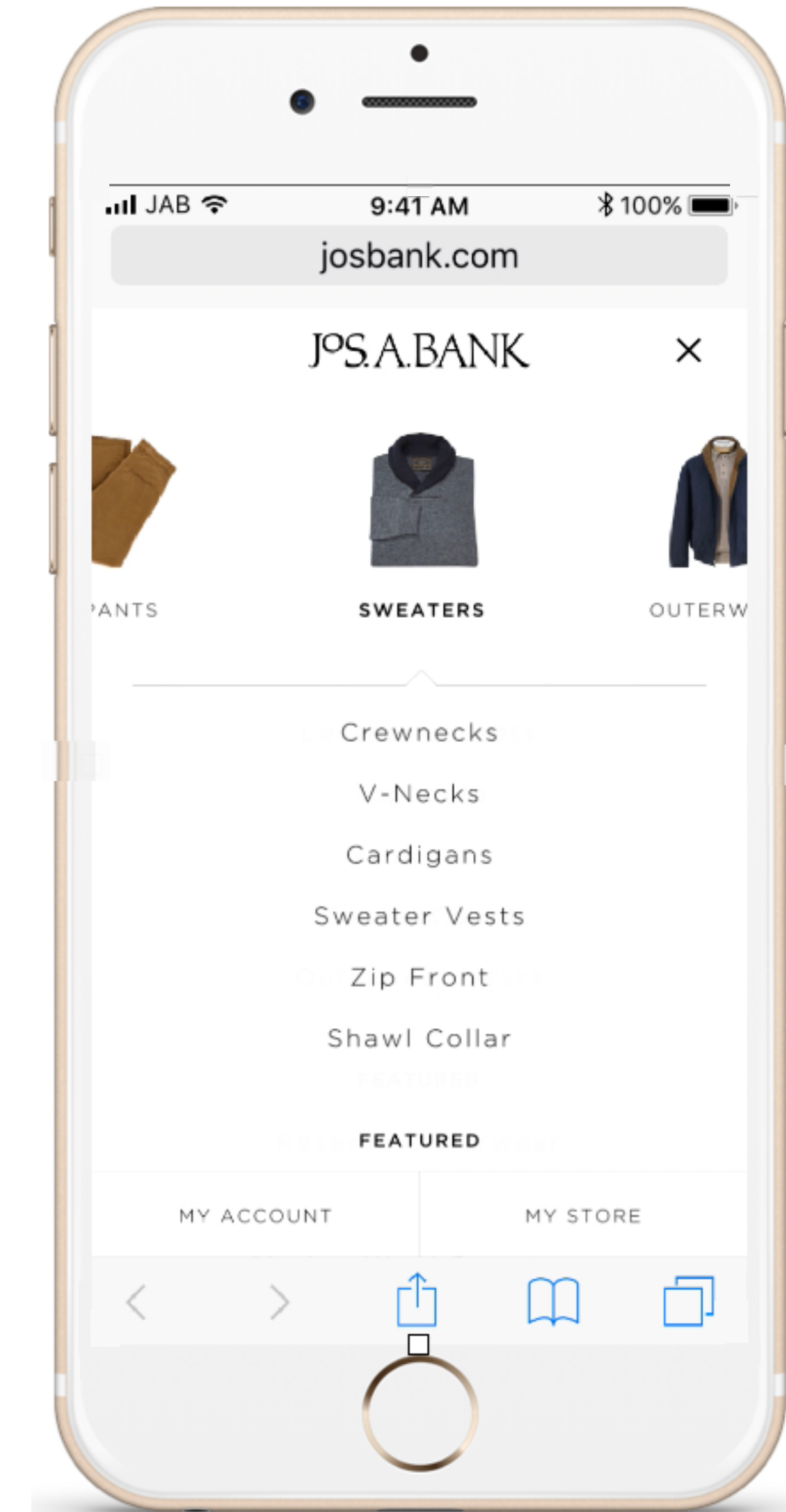
Direction 1: Pivot Menu

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



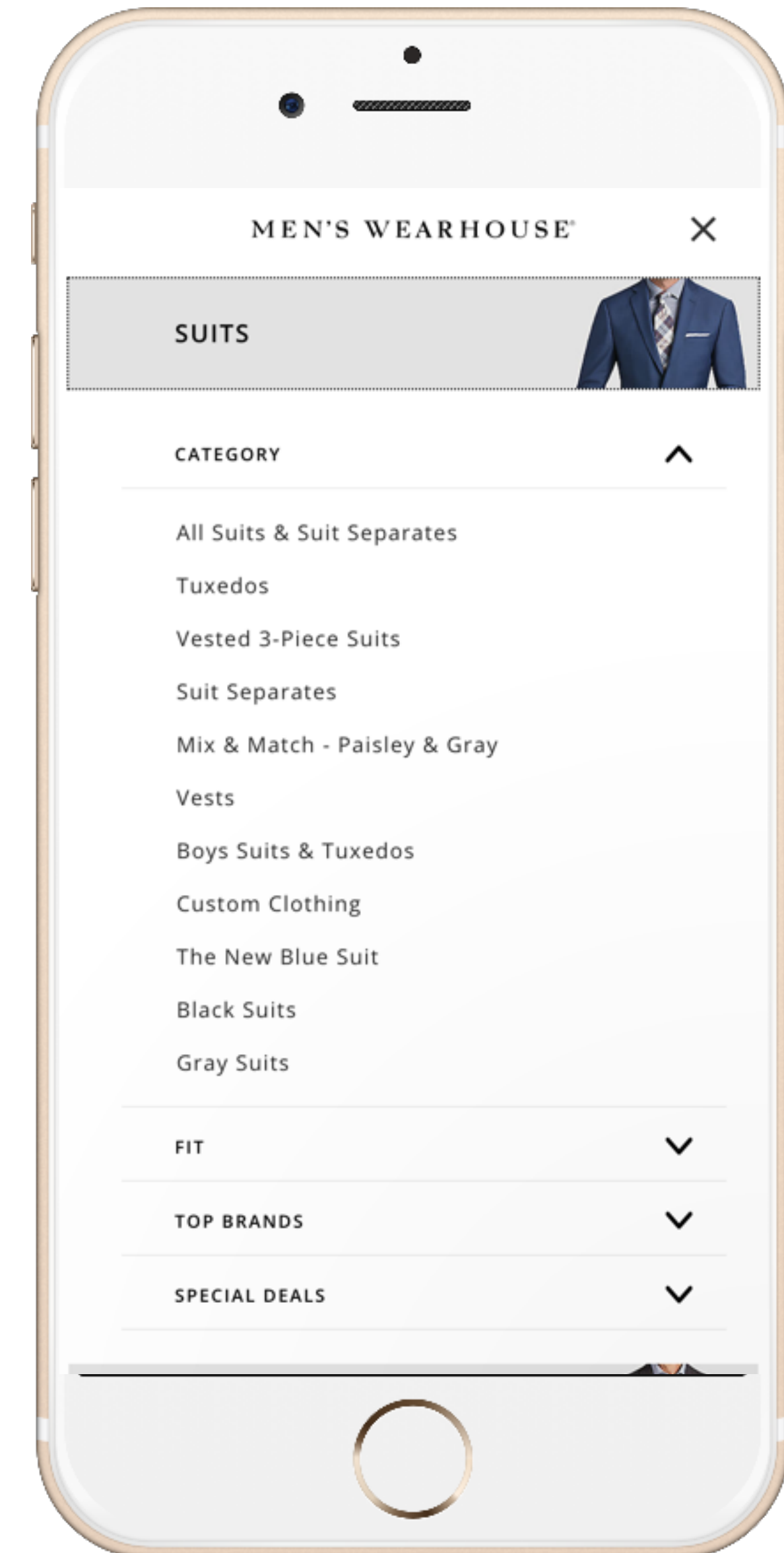
Direction 2: Accordion Menu

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**



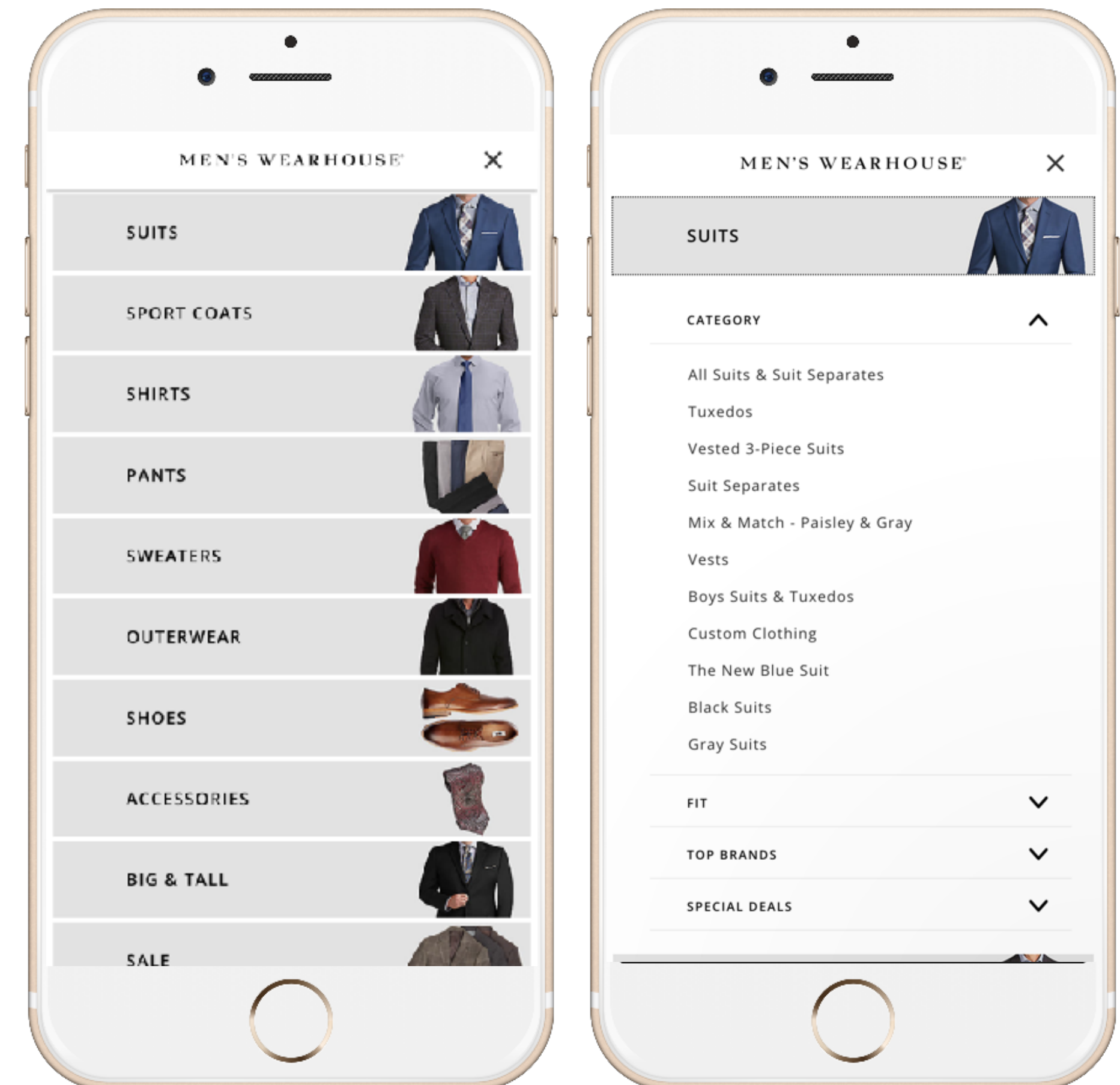
Results

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



Thanks!



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