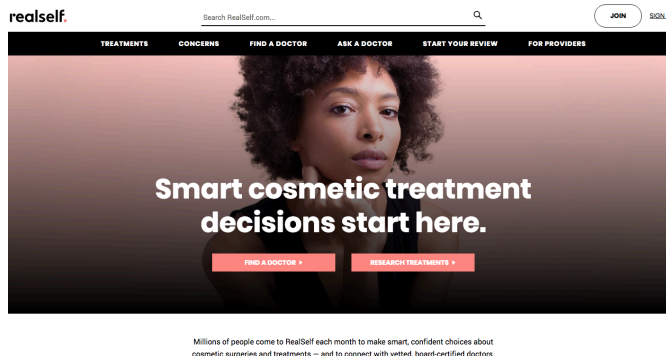


Ken Ohnemus Sample Projects

<https://www.realself.com/>

realself.

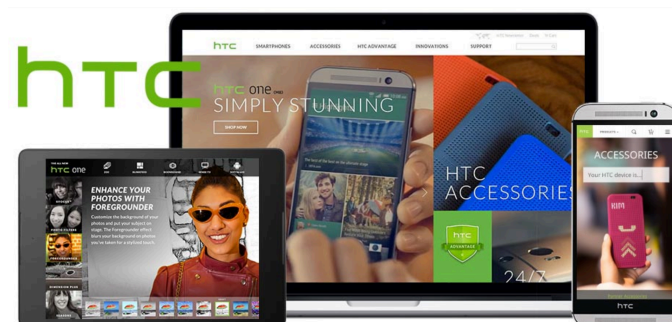
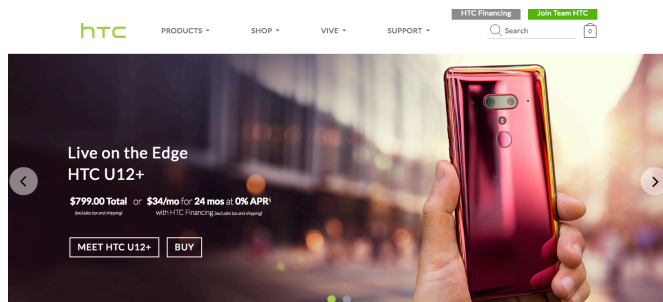


User Research | Usability Testing | Personas

- Established the UX research program and team from the ground up for a growing organization disrupting the cosmetic treatment industry.
- Provided leadership, strategy, and overall guidance to the organization.
- Sourced and conducted 100's of in-person and remote sessions both consumers and doctors.
- Worked cross-functionally in an agile environment with product managers, executives, designers and developers to identify strategic business questions and translated into research sessions.
- Communicated findings throughout the organization to help with empathy and bring the voice of the consumer to the company.
- Established best practices for conducting user research and implemented supporting processes.

<https://www.htc.com/us/>

htc



HTC Global Digital Creative

- Created an agile based UX research program for a leading supplier of Android mobile phones supporting the worldwide marketing and design organization.
- Sourced and performed in-person usability testing and research sessions with over 300 people in less than two years that positively improved site experiences and conversions.
- Worked cross-functionally with product managers, designers and developers to identify strategic business questions and translated into research sessions within an agile framework.
- Communicated findings throughout the organization to improve overall site experience by directly impacting task success and business conversion.
- Conducted competitive usability tests of several website support tools. Proposed a set of best practices and a site structure and wireframes.

User Research | Usability Testing | Card Sorting

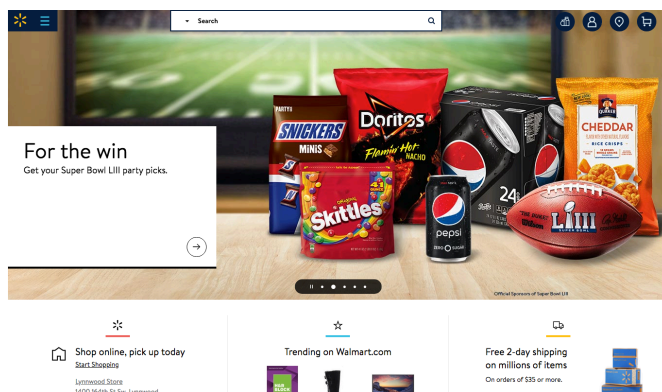
<https://www.myavista.com/>



- Conducted competitive assessments to determine best practices within the utility industry.
- Interviewed consumers to determine pain points and needs.
- Re-designed the site experience.
- Conducted usability tests to identify problem areas to address prior to delivering the new website experience.

IA/Interaction Design | User Research | Usability Testing

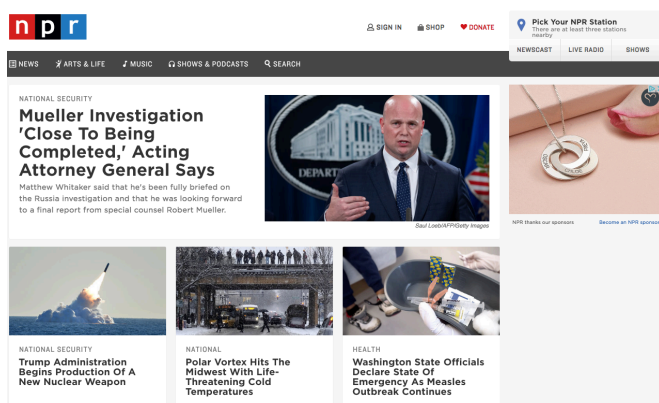
<https://www.walmart.com/>



- Planned and conducted in-home research study in multiple cities to understand menu planning, recipe usage and online grocery shopping experiences.
- Some households cooked meal using a recipe from one of several recipe apps during the visit and other households provided feedback on numerous recipe app experiences.
- Delivered research findings to validate user personas and informed a pilot for an integrated recipes and online grocery shopping experience.

User Research | Usability Testing

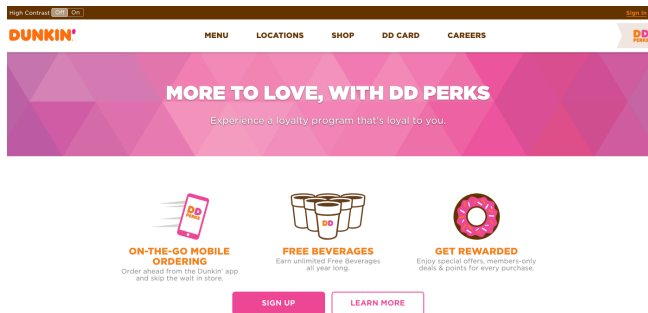
<https://www.npr.org/>



- Planned and conducted over 30 in-person and remote interviews with member stations of various sizes across the country to understand the complete audio workflow lifecycle.
- Delivered findings that informed the first delivery of an audio storage platform for use in public radio stations.
- Conducted a phase 2 follow-up with 24 remote interviews to identify pain points, validate and inform the next set of deliverables supporting audio distribution.

User Research

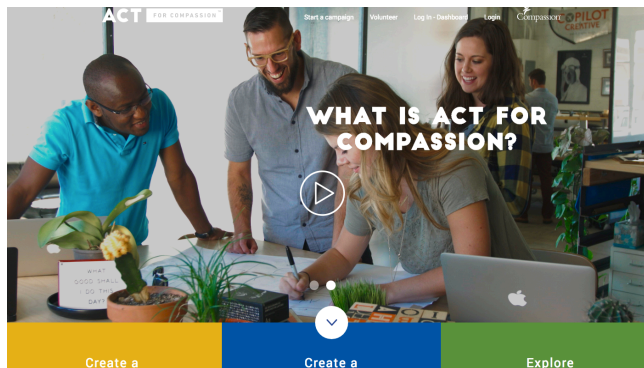
<https://www.dunkindonuts.com/en#>



- Planned and conducted in-store site visits in various cities within all regions of the United States at both Dunkin and Baskin Robins stores.
- Main goals were to understand how stores functioned, how workers interacted with the point-of-sale system to support customer orders and to establish customer-ordering patterns.
- Research informed re-design of a dated point-of-sale system.

User Research | Field Study

<https://www.compassion.com/act/default.htm>



- Compassion is a child-advocacy ministry pairing compassionate people with children living in extreme poverty to release the children from spiritual, economic, social, and physical poverty.
- Led interviews with potential users to identify motivators for taking action with the goal of releasing children from poverty.
- Conducted competitive research to understand best practices in fundraising.
- Defined processes to support the entire fundraising process and challenged constraints of the larger organization to reduce barriers to usage.
- Designed and usability tested a web application to engage and encourage more users to take action in support of reducing extreme poverty in children.
- Created annotated and detailed interaction specifications for the development team.
- Coordinated work efforts across several agencies.

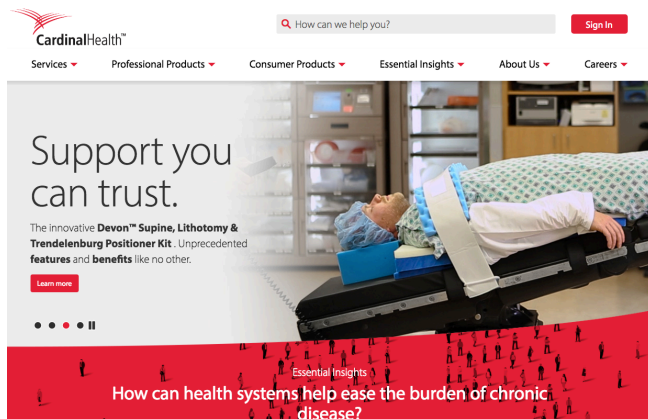
User Research | Usability Testing | IA/Interaction Design | Process Design

<https://www.washingtonwine.org/>



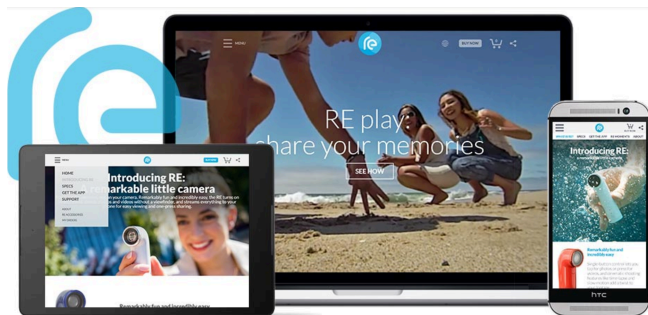
- Conducted competitive assessments of several west coast state travel site experiences and travel planners.
- Formulated and executed usability tests to assess task completion and overall usability of the tourism planning tools.
- Identified aspects of each experience that consumers liked and found useful versus aspects that hindered their ability to find and act upon desired information.
- Delivered a findings report which was utilized to re-design the clients travel and planning website based on desired consumer experience.

Usability Testing



- Conducted in depth field visits at hospitals, care continuum facilities and pharmacies to learn about work environment and issues to inform a re-design of a product purchasing system.
- Formulated and executed a usability strategy that proved to be a catalyst for migrating users to a web based application online ordering system subsequently reducing training and support costs, and increasing usability, as users were able to successfully complete tasks in close to 90% of the time previously required.
- Redesigned the online ordering system and conducted iterative usability tests to ensure prior issues were addressed.

User Research | Field Study | Usability Testing |
IA/Interaction Design



RE Camera Digital Experience
UX & IA / Usability Testing / Visual Design / Digital Design Strategy / Video + Photo

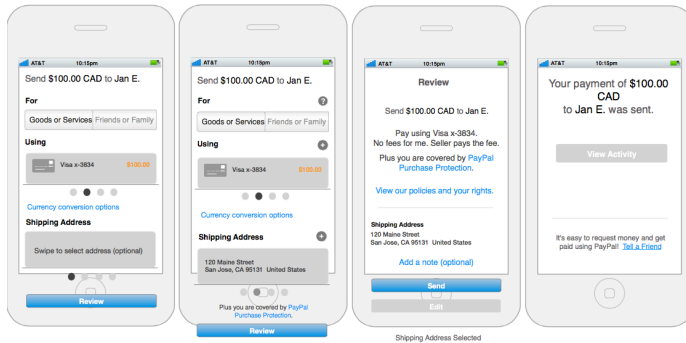
- HTC launched it's first non-smartphone device in 2014: RE Camera. RE was launched as a standalone sub-brand, therefore needed it's own digital presence.
- The project involved translating product brand inputs into a fresh, clean digital experience. The focus was to build the emotional connection, as well as a more practical goal of incorporating commerce and driving conversions.
- Conducted UX research.
- Conducted iterative usability testing of website experience.

User Research | Usability Testing

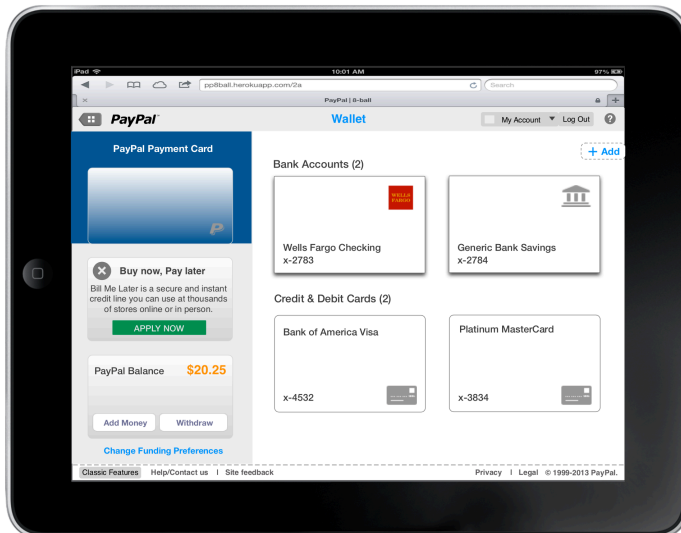
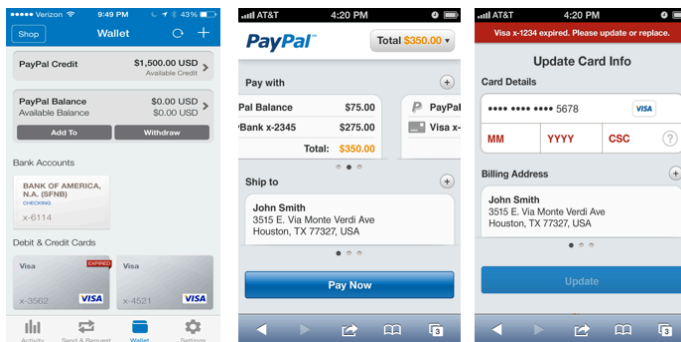


- Utilized a card sorting exercise to inform the site map.
- Created a site map and preliminary site structure and high-level wireframes for initial research and testing.
- Conducted iterative usability testing of site experience designs.
- Investigated alternatives for incorporating a VIVE software store.

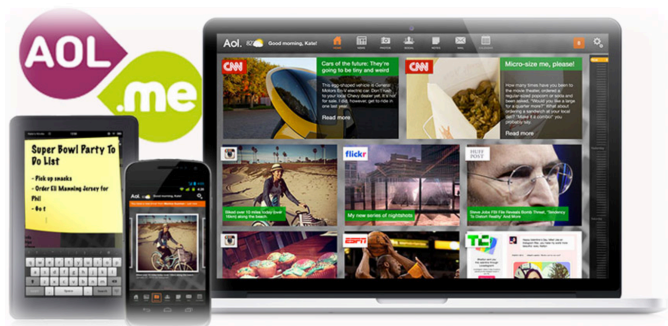
User Research | Card Sorting | Usability Testing |
IA/Interaction Design



- Working with a team of designers re-designed the PayPal app from the ground up.
- Redesigned the merchant checkout flow for paying for both iPad and mobile web experiences resulting in a more streamlined flow.
- Redesigned the send and request money flow for sending and receiving money across international boundaries.
- Worked with an agile based team to re-design various aspects of the PayPal logged in experience including the wallet, payment methods, transactions and other aspects of profile functionality.
- Challenged existing business processes to achieve streamlined approaches and improved efficiencies.
- Provided detailed interaction specifications for the development team.



Process Design | IA/Interaction Design



AOL CONNECTED LIFE PRODUCT EXPERIENCE

UX & IA / Usability Testing / Visual Design / Branding / Design Strategy

- Worked with a consulting team in the early stages of a new product concept.
- Collaborated very closely with a stealth team to help craft the product features, strategy and brand.
- Product was designed for display on multiple devices and platforms — iOS + Android.
- Conducted user research around different UI, branding, and designs.
- Conducting usability testing.

User Research | Usability Testing

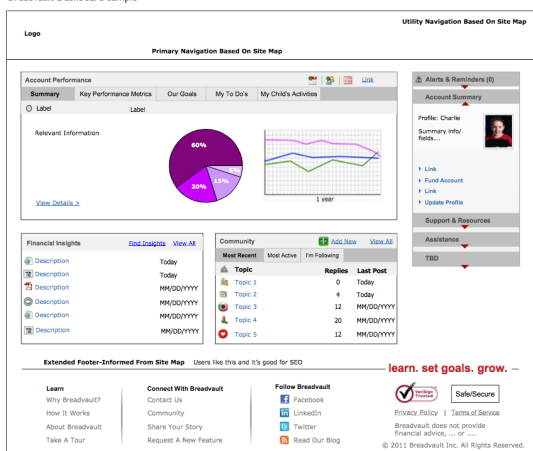


IOS + WEB PRODUCT DESIGN

Product Design / IA & UX Design / Visual Design / IOS Development

- BreadVault was an early-stage startup providing interactive tools to help parents educate their kids about financial responsibility.
- The primary vehicle for the product is mobile, with a supporting website.
- Phone and tablet lead the product design to provide an easy, fun experience for parents and children to use.
- Collaborated with team members to create information architecture, interactions designs and page flows.

BreadVault Dashboard Sample



IA/Interaction Design



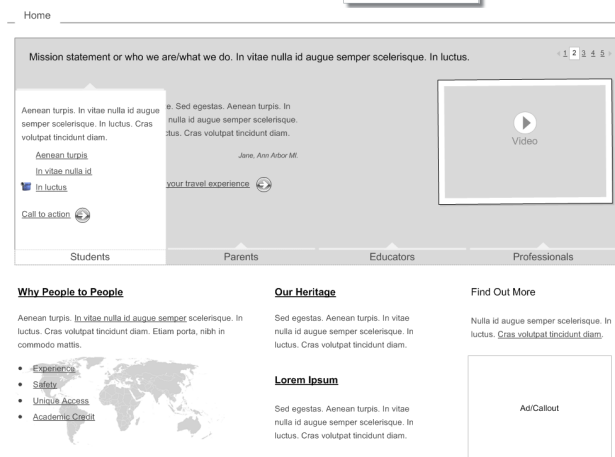
GetN2it IOS APP DESIGN

IA & UX Design / Visual Design

- Project was for a very early stage startup who wanted to put out a lightweight utility app to help build buzz around the business.
- App was intended to be used by live music venues to record exclusive footage or photos of touring bands, and easily upload and share with their social networks.
- Created information architecture, app flows and wireframes.
- Conducted user research to inform design iterations.

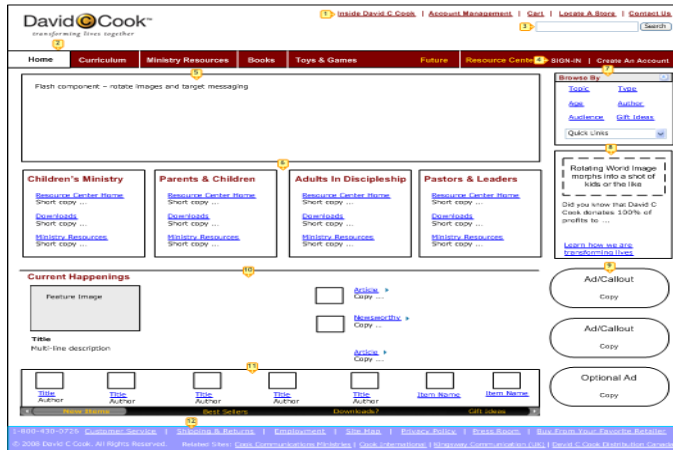


User Research | IA/Interaction Design

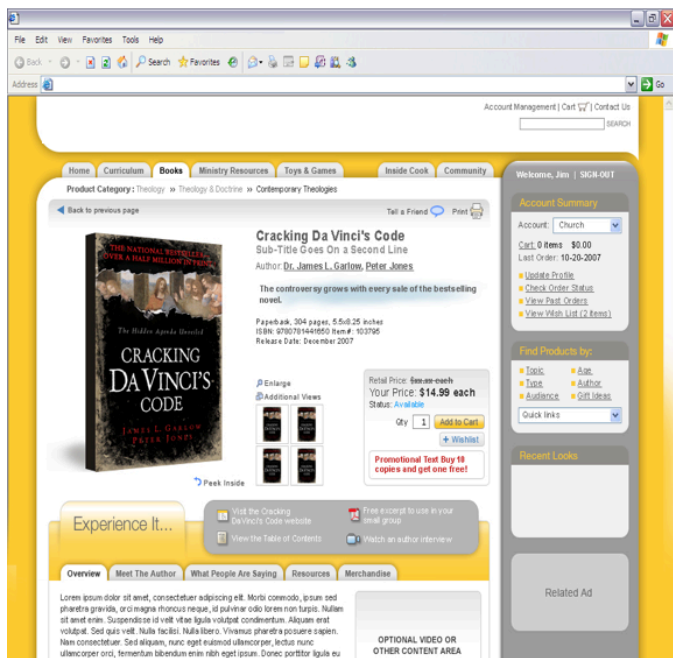


Process Design | User Research | IA/Interaction Design | Usability Testing

- Consolidated 8 different websites and checkout processes into a single unified experience.
- Interviewed parents and potential host leaders to understand the type of information needed to make decisions around the various program offerings.
- Created the site structure and wireframes for the new experience.
- Old user experience was complex
 - Difficult to complete simple tasks
 - Multiple sites with different design, user experience and types of information
 - Too much information with no apparent visual hierarchy
- Old user experience was uninspiring
 - Did not convey the energy and excitement of the travel experience
 - Disconnect between look and feel and desired target audience expectations
 - Static interaction experience that did not leverage current web technologies
 - Lack of new content provider little reason for users to return
- New user experience was simple
 - Improves usability and effectiveness for completing key tasks
 - Simplified user experience and established a consistent visual language
 - Created a logical, intuitive and extensible site information architecture
 - Provide users with the information they need
- New user experience was aspirational
 - Created desire and excitement for the travel experience
 - Developed a contemporary visual design that's in line with audience expectations
 - Used innovative web technologies to enhance and extend the experience
 - Drove stickiness and create reasons to return



- B2C and B2B re-design for a leading publisher of Christian related Sunday school curriculum and related books and other related resources.
- Conducted competitive research to understand best practices and leverage into website redesign.
- Created the site structure, page flows and wireframes for the new experience which was SharePoint based.
- Created annotated and detailed interaction specifications for the development team.



Competitive Research | IA/Interaction Design



- Worked with a longtime family run business that grows, packs, and markets World Famous apples, pears, cherries, peaches, nectarines, apricots, and organic fruits.
- Visited several tree fruit farms and a fruit processing center to learn about the intricacies of processing tree fruit for deliver to the marketplace.
- Created site map and new website design.
- Created site structure, wireframes and interaction design patterns and worked with visual team to bring the new experience to life.



2 My Work

Create New Assignment | Remove | Drop | Publish

3

My Assignments

Unassigned

Assigned

Work History

You have 10 assignments in your Work Queue.

▼	Project ▼	Catalog	Number	Section Name	Assign Type	Status	Assigned
	Field.Value	Field.Value	XX	Item.Field.Value	Revision	In Progress	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	New	In Progress	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	Proofing	Assigned	MM/DD/YYYY
▼	Field.Value	Field.Value	XX	Item.Field.Value	Rework	Field.Value	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	Field.Value	Field.Value	MM/DD/YYYY
⚠	Field.Value	Field.Value	XX	Item.Field.Value	Field.Value	Field.Value	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	Field.Value	Field.Value	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	Field.Value	Field.Value	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	Field.Value	Field.Value	MM/DD/YYYY
	Field.Value	Field.Value	XX	Item.Field.Value	Field.Value	Field.Value	MM/DD/YYYY

Create New Assignment | Remove | Drop | Publish

[Home](#)
[Catalog Management](#)
[Reports](#)
[Administration](#)

[My Work](#)

[Search](#)

[Create New Assignment](#)
[XXXX](#)
[XXXX](#)
[XXXX](#)
[XXXX XXX](#)
[Cancel](#)
[Save](#)
[Special Actions](#)

[Only 18 Assignments](#)

[My Assignments](#)
[Assignments in Review](#)
[Unassigned](#)
[Discrepancies](#)
[Work History](#)

[Item One](#)
[Item Two](#)
[Item Three](#)

You have 18 assignments in your Work Queue.

	Project	Catalog	Member	Section Name	Assigned	Status	Assigns Type
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
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	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision
	Field Value	Field Value	XX	Item Field Value	MM/DD/YYYY	In Progress	Revision

Assignment Details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id purus elit eros. Nullam sit amet enim. Suspendisse id velit. Interdum ligula volutpat condimentum. Aliquam erat volutpat.

[Last Published:](#) MM/DD/YYYY
 [Published by:](#) Marko Commodo

[Last Updated:](#) MM/DD/YYYY
 [Updated by:](#) Nullem SS

[Create New Assignment](#)
[XXXX](#)
[XXXX](#)
[XXXX](#)
[XXXX XXX](#)
[Cancel](#)
[Save](#)
[Special Actions](#)

- Redesigned an outdated large parts catalog that lacked protections to prevent prior work from being overwritten by a different user and also had highly manual interactions.
- New design resulted in streamlined workflow, increased efficiency, and check-in/checkout options.
- Created site map and new website design.
- Created site structure, wireframes and interaction design patterns and worked with visual team to bring a more modern and appropriate design look and feel.

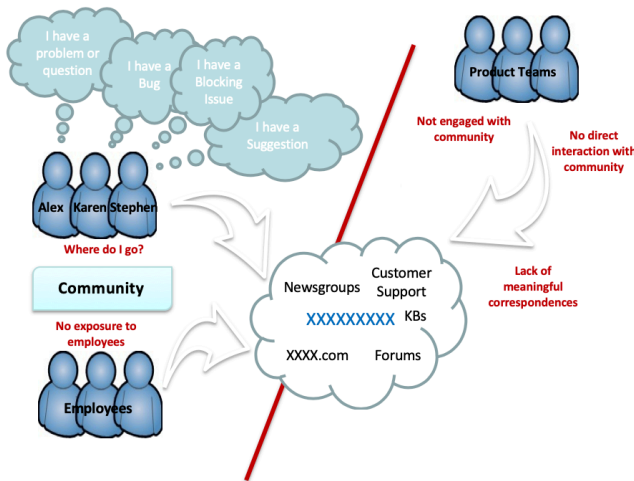
Alerts & Flags

This section has 3 alerts and 2 flags.

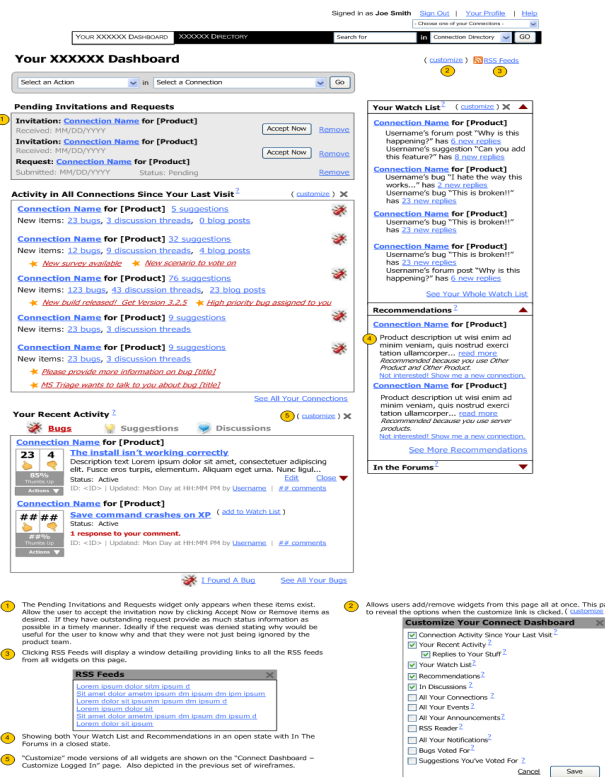
Section Summary

Catalog:
XXXXXX
Section:
XXXXXXXXXXXXXXXXXXXXXXXXX
– XXXXXX
Last Published:
11/20/2006
Oldest:
[Page ID 3/24/1993](#)
Status History: @▼
In Progress
Pages Added:
2
Pages Revised:
5
General:
Short note about section from assignee...
Assigned To:
John Smith
Assignment Type:
Rework

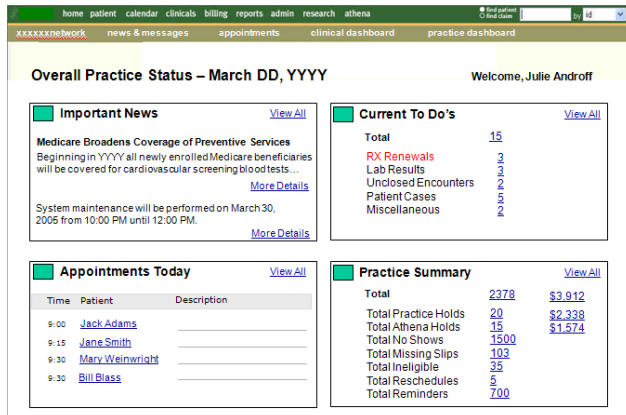
The image displays two side-by-side screenshots of the Splunk web interface, specifically the 'Alerts & Flags' section. The left screenshot shows the 'Status Summary' tab, which lists various alerts and flags with columns for Name, Status, and Last Modified. The right screenshot shows the 'Details' tab, which provides a detailed view of a specific alert or flag, including its configuration and status.



- Conducted interviews with 36 different community members to understand existing pain points, issues, frustrations and motivations for participating in a community based open source code program.
- Community consisted of product teams and the larger user community who desired to engage with the product teams.
- Delivered research findings which also informed the new web site design.
- Created personas for key users.
- Created site map and new website design.
- Created site structure, wireframes and interaction design patterns along with annotations for the development team to build the new experience.



User Interviews | Personas | IA/Interaction Design



Overall Practice Status – March DD, YYYY Welcome, Julie Androff

Important News [View All](#)

Medicare Broadens Coverage of Preventive Services
Beginning in YYYY all newly enrolled Medicare beneficiaries will be covered for cardiovascular screening blood tests... [More Details](#)

System maintenance will be performed on March 30, 2006 from 10:00 PM until 12:00 PM. [More Details](#)

Current To Do's [View All](#)

Total	15
RX Renewals	3
Lab Results	2
Unclosed Encounters	2
Patient Cases	2
Miscellaneous	8

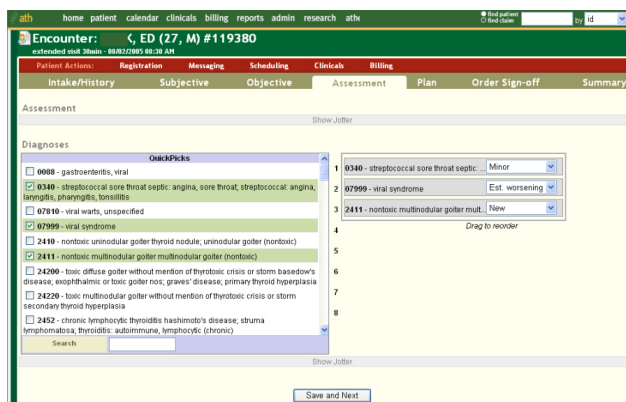
Appointments Today [View All](#)

Time	Patient	Description
9:00	Jack Adams	
9:15	Jane Smith	
9:30	Mary Weimerwright	
9:30	Bill Bliss	

Practice Summary [View All](#)

Total	2378	\$3,912
Total Practice Holds	20	\$2,338
Total Athena Holds	15	\$1,574
Total No Shows	1500	
Total Missing Slips	103	
Total Ineligible	35	
Total Reschedules	5	
Total Reminders	700	

- Conducted site visits with small and larger medical practices to understand current issues in using patient management software.
- Provided key findings to client which also informed a redesign of key experience flows to improve overall usability.
- Created page flows and wireframes which were used to create a new look and feel for the application.



Encounter: C, ED (27, M) #119380
extended visit 30min - 08/02/2005 08:38 AM

Assessment [Show Jotter](#)

Diagnoses

☐ 0080 - gastroenteritis, viral

☒ 0340 - streptococcal sore throat/septic angina, sore throat, streptococcal angina, lymphitis, pharyngitis, tonsillitis

☐ 0780 - viral warts, unspecified

☒ 0799 - viral syndrome

☐ 2410 - nontoxic multinodular goiter thyroid nodule, uninodular goiter (nontoxic)

☒ 2411 - nontoxic multinodular goiter multinodular goiter (nontoxic)

☐ 2420 - toxic diffuse goiter without mention of thyrotoxic crisis or storm based on disease, exophthalmos or toxic goiter toxic, Graves' disease, primary thyroid hyperplasia

☐ 2422 - toxic multinodular goiter without mention of thyrotoxic crisis or storm secondary thyroid hyperplasia

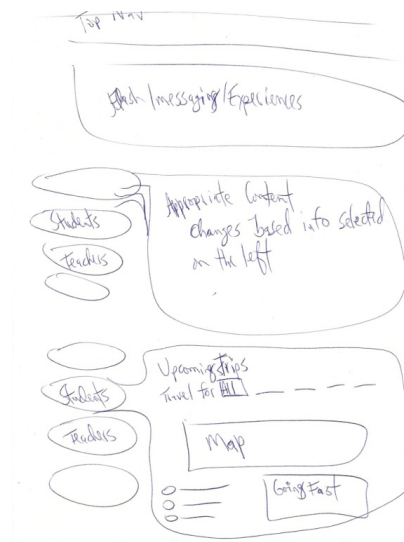
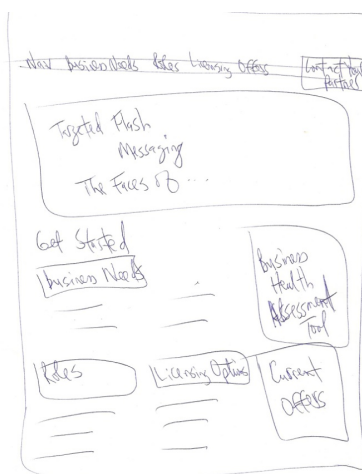
☐ 2452 - chronic lymphocytic thyroiditis hashimoto's disease, struma lymphomatosa, thyroiditis autoimmune, lymphocytic (chronic)

[Save and Next](#)

User Research | Field Studies | IA/Interaction Design

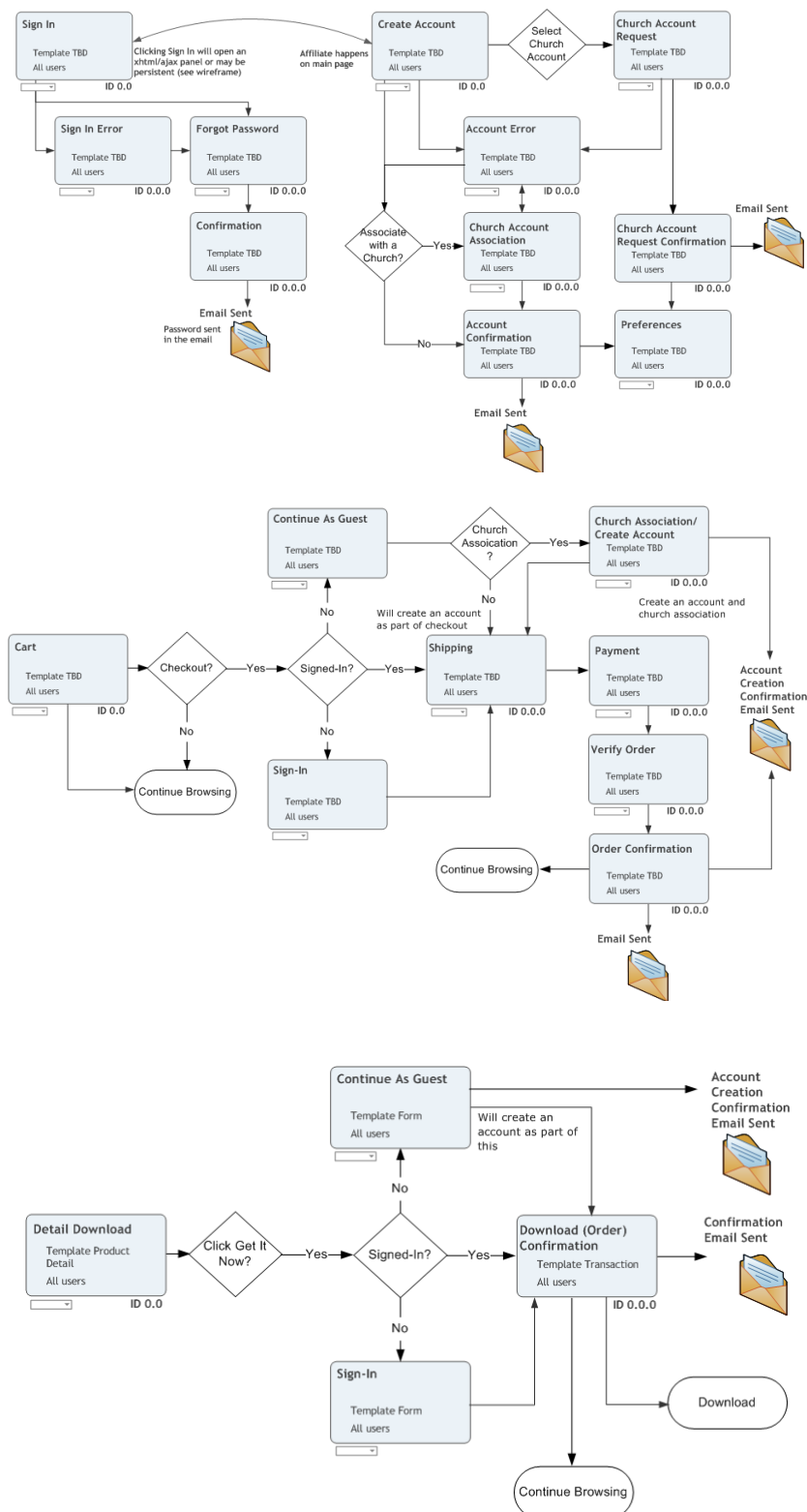
Preliminary Sketches and Ideation

When starting to think about a design challenge I start sketching different ideas and approaches to jumpstart the ideation process.

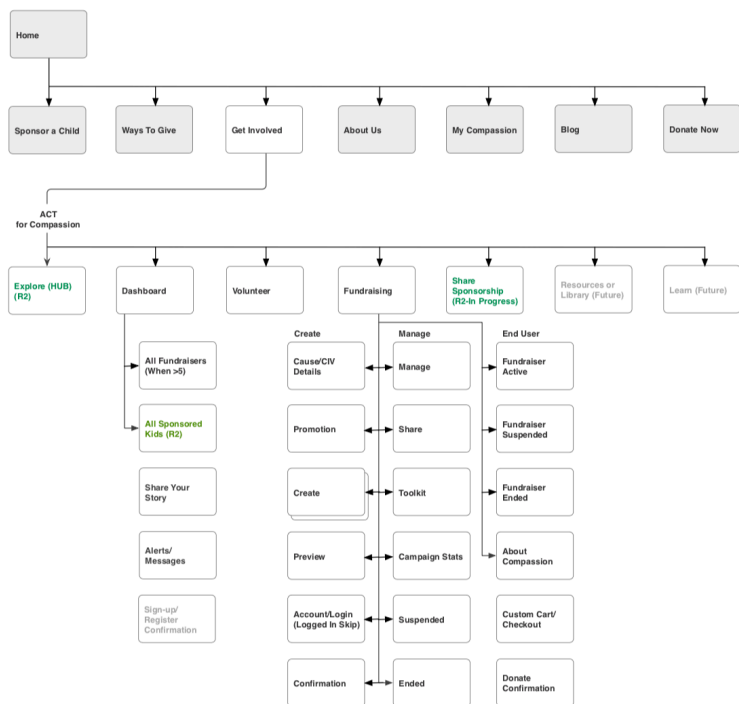


Process Flows

Sample flows created to support several large-scale projects.



Site map representation of several websites.



Personas

Examples of two personas informed by user research.



Jennifer

Age: 39 • Married, 2 children • PR Specialist • HHI \$120k+

Wants to address

Facial wrinkles and volume loss, minor post-baby fat

Experience

Had a cosmetic treatment before?

☐ Yes ☒ No

Has friends who have had a treatment, but wants to investigate what is right for her.

Barriers

- Is worried something might go wrong
- Doesn't want to overpay
- Doesn't know where to start, how to compare
- Afraid of looking fake or having a bad outcome
- Doesn't want to be pressured
- Doesn't want surgery

Goals

- Find a quick, easy path to get the information she is seeking
- To find a doctor or clinic near her that she can trust and afford, with good reviews in the treatments she is considering

Stage



Motivations

- Turning 40 and wants to look her best, feel more confident, and avoid ageism at work.
- Wants to invest in herself and feel like her outside matches her inside.

01

Most Fearful

Least experience with cosmetic treatments.

02

Willing to try

Ready to sample minvasive options.

03

No long term plan

Not sure about committing to a regimen since she has not yet seen results and doesn't know how long they will last.

Melissa

User Profile Educator



I am a 34 year old mother of one child who just turned one. I am a High School Teacher with 11 years of experience. I spend a lot of time taking care of my son right now but also really enjoy being around my students.

I have travelled with high school students overseas and feel that this is one of the most life changing experiences a kid can have. I love getting to know the kids and connecting with them in ways not possible in the classroom. It is fun to watch them grow and learn, plus I enjoy traveling.

I spend an hour or so on the computer a day. I primarily use email and the Internet to do research for school related activities, but I also post pictures for my family to view photos of my son. During the school year I have to work under many time constraints, so for me to spend time on something it really needs to be engaging. Since my time is limited the ability to efficiently find what I am looking for is critical.

"I have travelled informally with students overseas. I was able to connect with them at a whole new level. I feel travel is one of the most life changing experiences a student can have."

"It's fun to watch the kids grow and learn, plus it's fun to travel."

About Melissa

Age: 34

Profession: High School Teacher

Years in the Business: 11

Location: Boulder, CO

Married with 1 kid: Boy 1

Hobbies: Traveling, biking, reading, and softball

Ambassadors Activity: None, but thinks she may have received a letter at some point

Melissa's Goals

- ✓ Provide the **best learning experiences** as possible for her students
- ✓ To be **well organized and efficient** with her time
- ✓ To be a **lifelong learner** both in and out of the classroom
- ✓ To be **there for my students and family**: caring, compassionate and hopeful

Melissa's Attitudes

- ▶ I travelled as a student and **always encourage** my students to go abroad
- ▶ I expect questions I have to be **answered in a timely manner**
- ▶ If something does not **grab my attention so I will remember it**, it will get buried and forgotten about
- ▶ I will **engage with an organization I can trust**

Melissa's Frustrations

- ✗ When **people are not trying**, especially students
- ✗ When **sites are slow** or I **can't find information** I need
- ✗ Lack of **good customer service** particularly when having a problem that is not being addressed
- ✗ **Poorly written content** really turns me off

User Research Questions

Demographics and Background

- Tell us a little about yourself?
- What is motivating you to consider a cosmetic treatment?

Target

- Who are your customers? (Industry, characteristics)
- Who makes the decision to find a solution to the problems XXXXXX can solve?
- How do they make that decision?
- Who do you think the target audiences are for this site?
- Which audience is most important?
- What do you think your target's current perception of XXXXX is?

Goals and Objectives

- Tell us about how you engage customers in a discussion about growing their XXXXX footprint.
- Do they typically contact you? Do you contact them? How does it work?

Other Research Questions

- Why do you use XXXXX? How did you find out about it and what motivated you to register?
- How often do you use XXXXXX?
- How do you use XXXXX? What do you usually do when you visit XXXXX?
- Is anything missing from XXXXX?
- What would make you more likely to continue using XXXXX?
- Have you used the bug submission process? If YES, what's working with the bug submission process?
- What do you like about the current tool?
- Are workarounds required to complete tasks?
- What pain points do you have with the bug submission process?
- What would the optimal bug submission process be?
- What motivates you to coordinate or be a developer on a project, and to continue?
- Why do you use XXXXX.com? Positives, negatives in your opinion?
- Do you use other sites as well? How does XXXXX compare?
- When you visit XXXXX.com, What do you typically do? How often do you visit? (Tasks)
- Do you feel like you're a part of a community?

Sample Tasks and Usage Scenarios

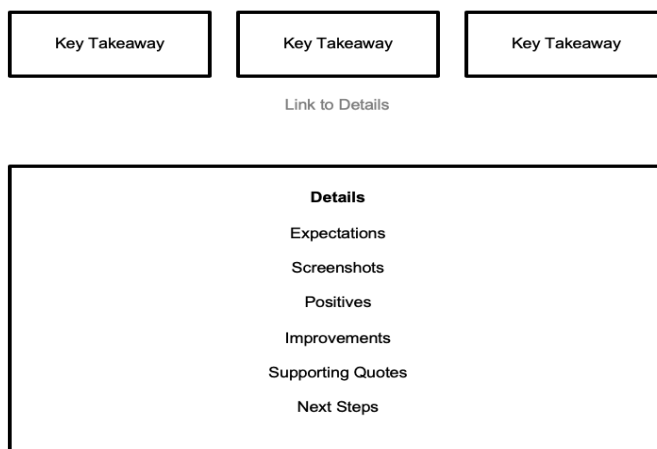
Tasks

- Create an account/profile
- Learn about organization
- Learn about programs and trips
- View immersive trip experiences
- Nominate a student
- Refer a colleague or friend
- Opt in for trip and program information
- Reserve a space for a trip
- Enroll in a trip
- Pre-trip planning activities
- Post-trip activities
- Search products/solutions
- Browse products/solutions
- Order (single or multiple accounts)
- Create and add to projects
- View recent orders
- View order status
- Quick order
- Save order template
- Dynamic order history (top items)
- Return items
- View new product information
- View average monthly/yearly usage

Usage Scenarios

- Find the details for a cosmetic procedure you are interested in.
- Find a nearby highly rated Botox provider.
- Richard has placed the same order for the past three months. He knows that he will probably place a similar order each month for the next several months. He decides to save this order as a template called, "MONTHLY ORDER."
- John is re-organizing some existing equipment and realizes he needs to protect some cables between equipment and distribution bays. He goes to Telect.com to find a product that meets this need.
- John performs a search and views the search results. He identifies a likely candidate and looks at the details.
- John adds the item to an order which he submits.
- John returns to the office on Monday and checks the status of the order he placed late last week.
- Ann placed an order last week. When she placed her order, several items were on back order. She ordered several of these items so that she would receive them as they became available. She decides to visit websiteurl.com to view the status of these backordered items.
- Julie is browsing the site and reads information about the trip and watches a couple of videos. She decides that this trip to Australia sounds really cool and interesting. Knowing that she is not able to attend the specific trip she decides to indicate interest in a future trip by providing here email and interest information.
- Tonya was nominated by one of her teachers and receives a nomination letter from Ambassadors. She decides to go to websiteurl.com to learn more about the program and the trip she was nominated for. She is interested in this trip but is unable to make the meeting so they reserve the trip online. She returns to the site later and participates in an online virtual meeting to get more information on the trip.

Research Findings



- My typical approach to sharing research insights is to deliver key findings in near real-time to team members to keep projects moving forward followed by the details.
- A typical structure includes background and demographics, key insights and takeaways, detailed findings and recommendations along with next steps.
- Detailed findings are structured to best match the needs of the organization and various methods are used to disseminate findings throughout the organization.

Support Section Test Objectives

- ## Information Collected

- ### Participant Descriptions - Baseline

- Tested with 12 participants along with post re-design follow-up test with 12 more.
- Each iterative support landing concepts tests were conducted with 6 participants.
- Sessions were held in public locations and lasted approximately 60 minutes.
- Interviewed about a prior support experience.
- Completed 5 HTC support tasks.
- Obtained feedback on other support sites.
- Order of feedback materials counter-balanced.
- One-on-one facilitated and scripted sessions.

- Demographic and brand exposure.
- Overall support experiences.
- HTC support expectations.
- Overall likes and what's working.
- Overall what's not working.
- Search insights.
- Overall task performance and ratings.
- Detailed HTC task performance and insights.
- Competitor support performance and insights.
- Next steps.

Participant Descriptions – Post Re-Design

Understandable

Useful

Organized

Clean

Straight Forward

Easy to use

Consistent

Approachable

Accessible

Efficient

Predictable

Reliable

Maintainable

Fresh

Engaging

Useful

Helpful

Essential

Effective

Confusing

Slow

Inviting

Unpredictable

Overwhelming

Calm

Innovative

Inconsistent

Sophisticated

Clear

Time-Consuming

Low Maintenance

Creative

Attractive

High Quality

Satisfying

Convenient

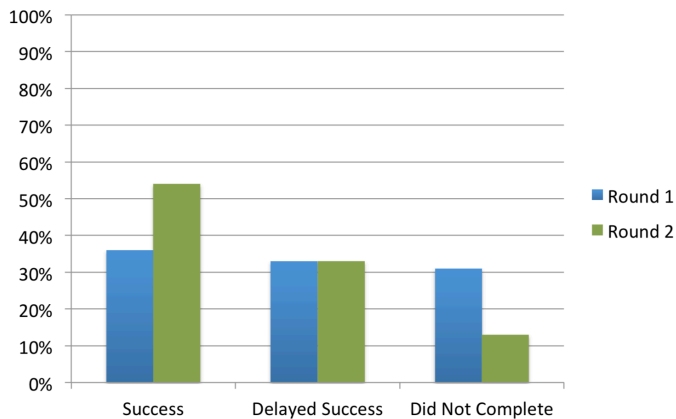
Comprehensive

Usable

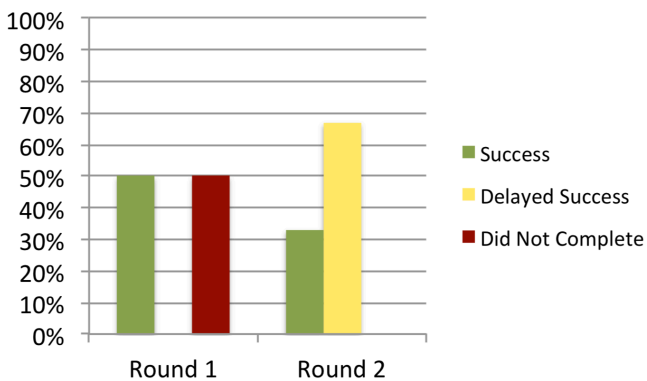
Appealing

Professional

Task Success Across All Tasks



Sample Task – Find How To Pair New Phone With Bluetooth



Task Difficulty: (R1) 3.2/5.0 – (R2) 1.7/5.0

- “I would think this would fall under personalizing, but it doesn’t.”

Sample Competitor - Samsung Support

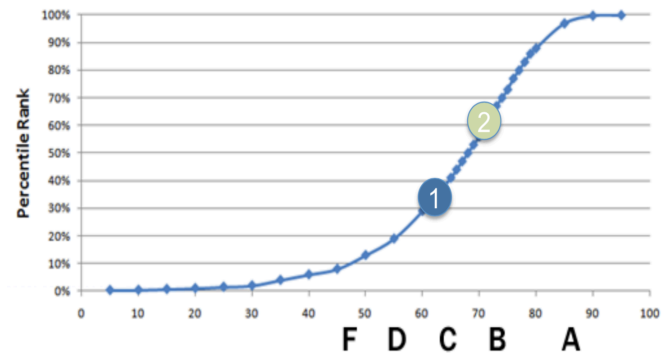
Performance

- Task success lower than HTC.
- Task difficulty rating worse than HTC.

Insights

- Product marketing at the top is annoying.
- Does not guide user to the answers.
- Entering/selecting all of the product information just to start is frustrating (entering model).
- Filter topics on the left are cumbersome and difficult to use.
- Search provides auto suggest.
- Clean design.

Standard Usability Score (SUS)



Task Findings

Where started

- Search
- Browsed in Support
- Browsed in Products

Not sure where to find it

- 9 of 12 overlooked the videos for this task.
- Looked in multiple areas.
 - Personalizing, setting up, internet connections, wireless sharing
- 6 did not find it.
 - 6 found it but not where expecting
 - Expected to find this under getting started
- BlinkFeed needs to be better exposed due to its importance.

- “I’d leave by this point.”

Task Success Across All Tasks

Find Your Product

Use the dropdown menu to find the product that you need help for.

Mobile

Cell Phones

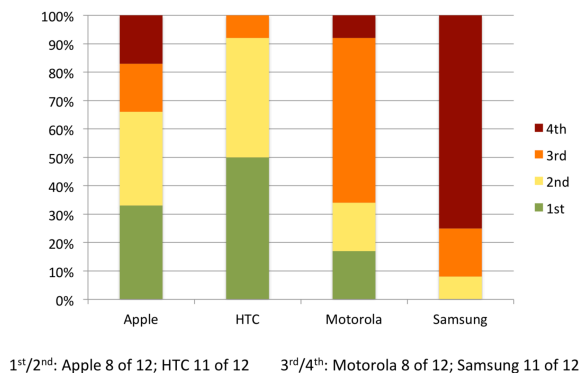
Select a Product

< Choose your

Step4

- “There are lots of drilldowns just to get an answer. Why do I need to enter the model number? I have to take the phone apart, that’s crazy.”
- “This is way too much work. Too many roadblocks.”

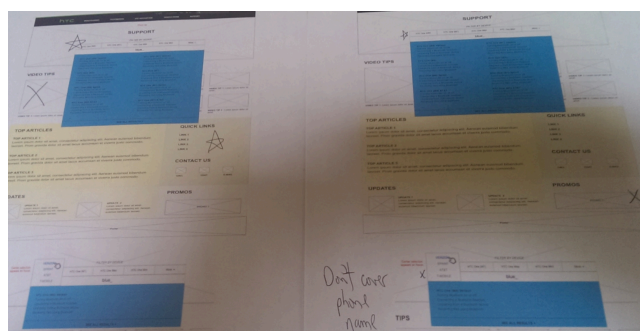
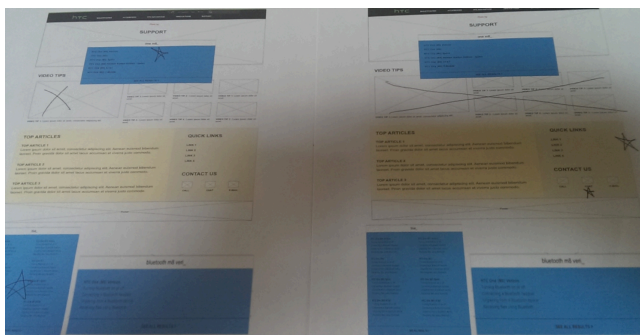
Support Rankings



Device Support - Expectations

- 10 of 12 expect to enter phone or select it to start the process.
- All want to be able to search/type in a specific issue.
- All want to see contact channels easily accessible.
- Expect categories to select from at some point.
- All expect to see a search once a device is selected.
- 8 of 12 expressed desire to have community support infused with formal support if formal support is the lead.
- *"I expect to either type in my phone type or select it, but I want to also enter my issue or question."*
- *"I expect to have categories to select from."*

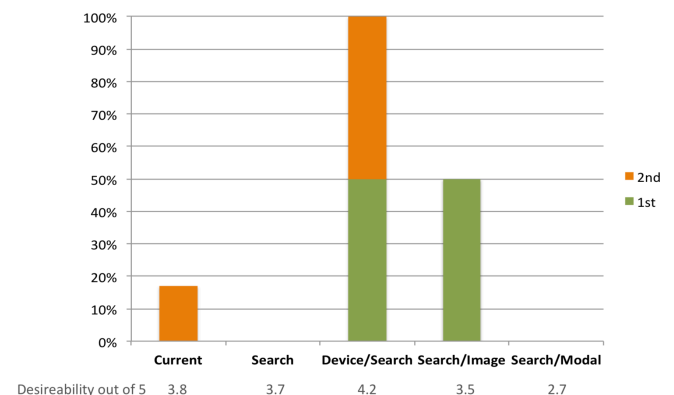
Participants Likes and Dislikes



Device Support - Expectations

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- *"I expect to either type in my phone type or select it, but I want to also enter my issue or question."*
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Device Support Concept Preferences



Device Support Recommendations

Iterate on

- Full categories always visible.
- Simplify the core essence of the page.
 - Device/search and type ahead functionality.
 - Keep quick links and contact information.
 - Show updates but do not lead with them.
 - Keep either top articles or videos only but not both on landing page-too much information.
- Remember people come to support because they are having an issue – help them quickly solve it.
- Test design concepts in next research session.

Ongoing

- Improve search results based on various terms users are searching on – get at least one HTC support result/direct link on Google search results.
- Continue to re-imagine what support could become to be viewed as a valuable resource.
- Iterate roadmap for implementing recommendations to address challenge areas.
- Conduct research to assess content effectiveness.

Usability Testing – Large Scale Intranet

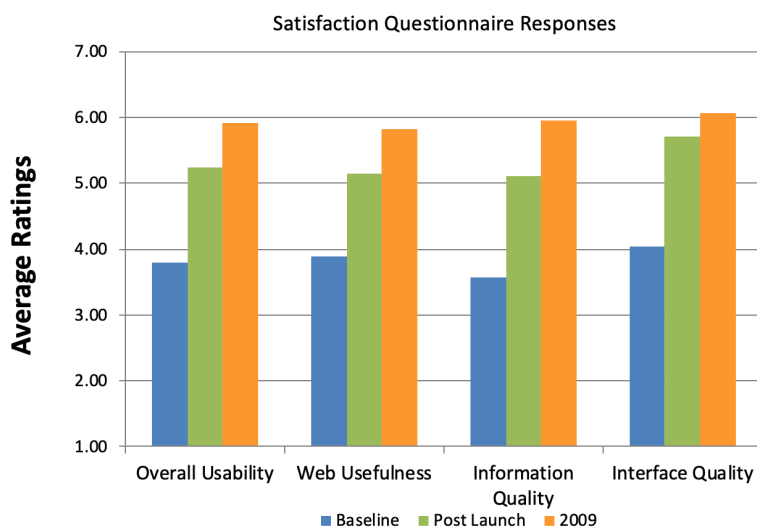
Role	
Services	7
Marketing	2
Tech Sales	1
Sales	0
Evangelism	0

Persona	
Colin	3
Petra	3
David	3
Jolene	1

Geography	
United States	6
Canada	2
Mexico	1
UK	1

Methodology / Approach

- Utilized the functioning Intranet.
- Users completed a series of scenarios and tasks to exercise core elements of the web site.
- In one-on-one facilitated sessions lasting 1 hour.
- Conducted initial tests with 10 users from different locations around the world.
- One user participated in the second round and new users in a subsequent follow-up.

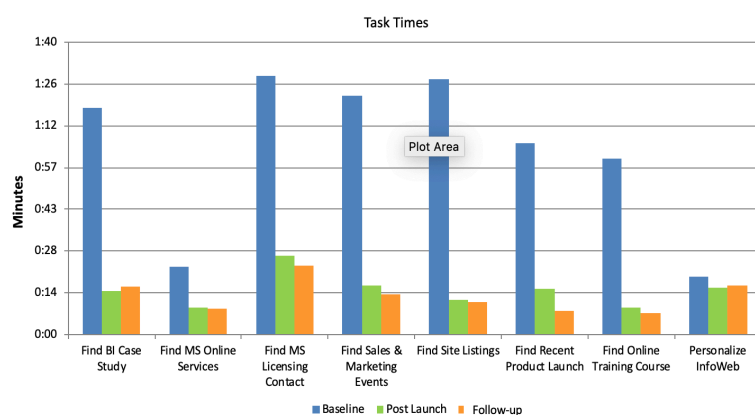


Sample Scenarios

- Home page evaluation
- Find case studies
- Find presentations
- Find events
- Find product sites
- Find training
- Search for ...

Sample Quotes

- Baseline: *"You now know why I never use it. Apparently there's lots of stuff, but it takes a long time to find it-it's very frustrating."*
- Post: *"It is much easier to use and find information than in the past." "Search is better than I expected, but still has a ways to go."*



Positives

- People want to search; this is the first inclination for all participants.
- "Make search more effective and easy to use; I really like the search breakout on XXXXX Web."*
- "I am frustrated by searching and the results it provides."*
- "It's not my job to hang out on XXXXX; anytime I come to XXXXX it is costing us money; it needs to be fast!"*
- "Search is better than I expected, but still has a ways to go."*

Issues and Concerns

1. Users currently not getting good search results.
2. Takes a lot of time to sort through the results to find something that approximates what they need; many old items are showing up; are they relevant still?
3. Results do not allow users to filter by role, date, content type, region, language, industry, or product.
4. Only showing 10 results per page is frustrating to users.
5. All users were frustrated by the terrible system performance; slow, slow, and slow.
6. Expect better performance.
 - Single most cause of user frustration and will drive them from using XXXXX.
 - Time is precious for field people and they waste a lot of time; time which takes them away from their customers and their jobs.
 - Field people are not connected like internal employees.
 - *"I usually go to XXXXX to search before XXXXXX; I now realize XXXXX search is not too bad, but it still needs lots of improvements. Search results should be presented with tabs like on XXXXX."*
 - *"It is easier to go to the Internet than log into XXXXXX-performance is a big issue."*
 - From follow-up: *"This redesign is a lot cleaner and more modern than previously. It's cool. It is much faster and easier to find things than before."*

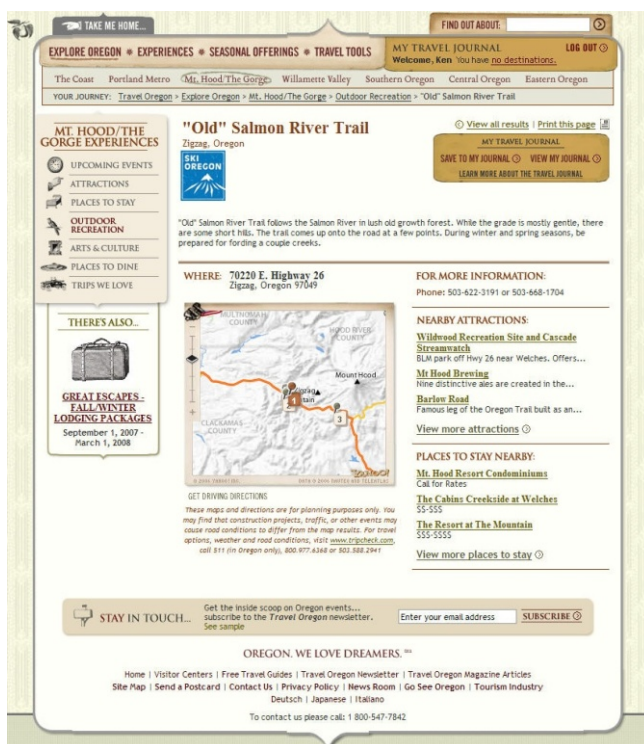
Recommendations

Search

1. Incorporate faceted MOSS search capabilities and allow various methods to sort and filter search results.
2. Explore turning on stemming functionality.
3. Enable the option to sort search results by Modified Date.
4. Display by default more than 10 results per page.
 - At minimum 20-25 per page.
5. Allow users to change the number of results displayed per page (including Show All).
6. Implement "best bets" and keywords.
7. Use search log analysis to inform keywords.
8. Encourage better usage of metadata and provide best practices information for content owners.

Performance

1. Improve system performance.
2. Reduce page refreshing as much as possible.
 - On home page for example, moving from one tab to another does not require a page refresh.
 - But on the site directory page this is not the case.



Overview

- Conducted competitive assessments of several west coast state travel site experiences and travel planners.
- Formulated and executed usability tests to assess task completion and overall usability of the tourism planning tools.
- Identified aspects of each experience that consumers liked and found useful versus aspects that hindered their ability to find and act upon desired information.
- Delivered a findings report which was utilized to re-design the clients travel and planning website based on desired consumer experience.

Oregon Travel. *“Easy to find and store things.”*

What it Did Well

- Regions
 - Shows regional information and items/ideas related to the specific topic looking at.
 - Shows selected item locations on a map.
- Easy to add destinations to the trip planner.
- Seasonal offerings and related items to topic viewing.

What Could be Improved

- Ability to re-order items in trip planner.
- Provide driving directions.
- The name of the trip maker.

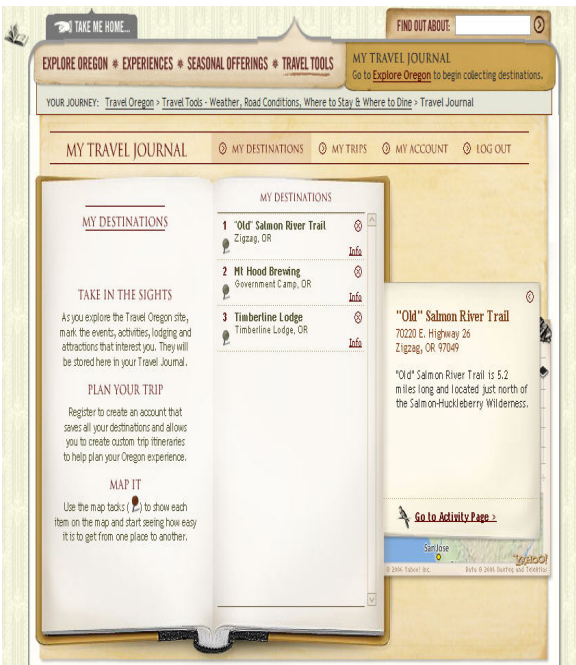
Sample Quotes

- *“Seasonal offerings are helpful to know what’s happening at a specific time.”*
- *“Outdoor Recreation area is wonderful with all the breakdown of things to do.”*
- *“This is way better than Expedia-it doesn’t do any of this stuff.”*
- *Travel journal: “Is that where people would give feedback on their experience?”*

Washington Wine. *“Very simple. I got everything fast.”*

What it Did Well

- Map
 - Auto zoom as region/area is selected.
 - Includes details and balloon bubbles with summary information.
- Easy to add destinations to the trip planner, view and re-order them.
- Provides point to point directions from a starting point and all points in between.
- Ease of accessing the planner.



What Could be Improved

- Make the zoom in/out controls more obvious.
- Ensure that the winery summary does not interfere with the refine search box.
- Better denote selected region boundaries.

Sample Quotes

- *"It's not perfect. Professional, a few tweaks to make it perfect."*
- *"Drag to re-order items, that's pretty friendly; and it reflects on the map."*
- *"A search feature so you could narrow it down right away would be good."*

Task Performance

- Most tasks for California and Texas were failures or completed with assistance.
- *"If I had more time to spend I could figure it out most likely."* (Older demographic)
- *"I would not stick around. I would leave and go to Google."* (Younger demographic)

