



Jana White

Lead Mobile UX Designer
with over 15 years of design experience

My daily tools:
Figma, Sketch, Invision, Axure, Jira, Confluence
and not so daily — learning xCode.

I started a focused iOS design journey in the fall of 2015 as a dedicated iOS UX designer for Intralinks and Intralinks VIA iOS apps. Since December 2016 I was tasked with the responsibility to lead both iOS and Android.

One of the first steps we did as a team was to agree on a native design strategy. With this guideline I've designed and prototyped a redesign that was going to replace our then existing VIA iOS app, which was completely custom designed and didn't support screen rotations, split screens or basic iOS X interactions.

The native re-architecture was closely following the iOS Human Interface Guidelines. This was a challenge for me, as a designer. Designers want something unique, beautiful and one of a kind. However, after learning all the benefits of native design, I place a great value in this decision. I believe that there is a perfect balance between beautiful and native to create one of a kind user experience!



Released to App Store



Intralinks

Intralinks for iOS enables business professionals to securely access content they have shared, or is shared with them, in Intralinks Exchanges.

[View in iTunes](#)

This app is designed for both iPhone and iPad
Category: Business
Updated: Feb 22, 2017
Version: 1.1.0
Seller: Intralinks, Inc.
Rated 4+
Compatibility: Requires iOS 9.0 or later.
Compatible with iPhone, iPad, and iPod touch.

App YouTube Tour

<https://youtu.be/BX4WpMwN9xc>



Intralinks VIA

Intralinks VIA® Information Secured. Potential Unlocked.
Intralinks VIA enables business professionals to easily sync, share, collaborate and manage critical content both inside and outside the firewall.

[View in iTunes](#)

This app is designed for both iPhone and iPad
Category: Business
Updated: Feb 27, 2017
Version: 3.3.611349
Language: English
Seller: Intralinks, Inc.
Rated 4+
Compatibility: Requires iOS 9.0 or later.
Compatible with iPhone, iPad, and iPod touch.

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Intralinks VIA Re-architecture

2015 VIA iOS re-architecture leveraged native components and interactions. For the first time the Intralinks VIA app was to have a tablet optimized design back then compatible with iOS 10.0.

Strategically we didn't focus on a completely separate design solution that could further leverage the bigger screen sizes. Full screen modals on a phone were designed as a side or center pop over on the iPad to maximize visual context where it made sense.

Today the VIA app has a number of native interactions such as right and left swipe on cells with default actions. The design maximizes native controllers. As the user moves through tasks the design builds a deep visually layered navigation so that the user can collect needed context in small bites of info to complete a task. Motion transitions are consistently applied to train the user for these visual cues, for example every modal is transitioned from the bottom to move the user to a separate task flow.

As we continue to improve the component library for Intralinks sister app we're also investing in implementing and improving the app components for VIA app.

Design & Annotated Wires



Axure Interactive iPad Prototype for UT



Design Validation and Usability Testing



Component Library for iOS



iOS Component Library Evolution

2015

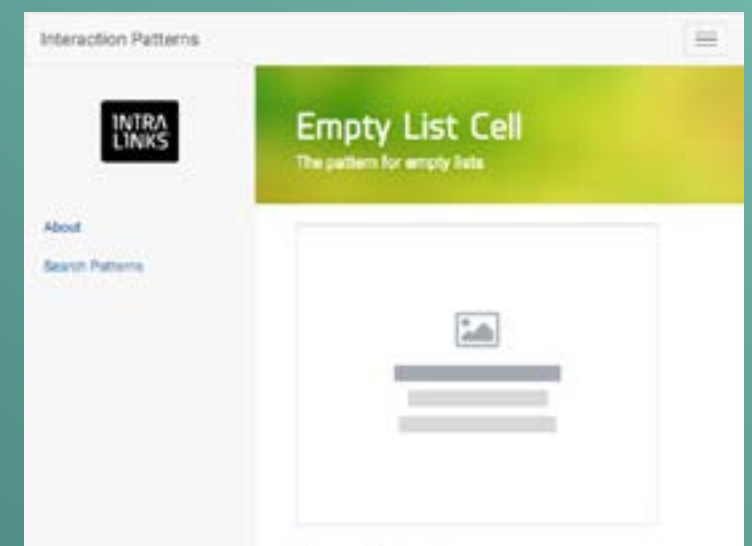
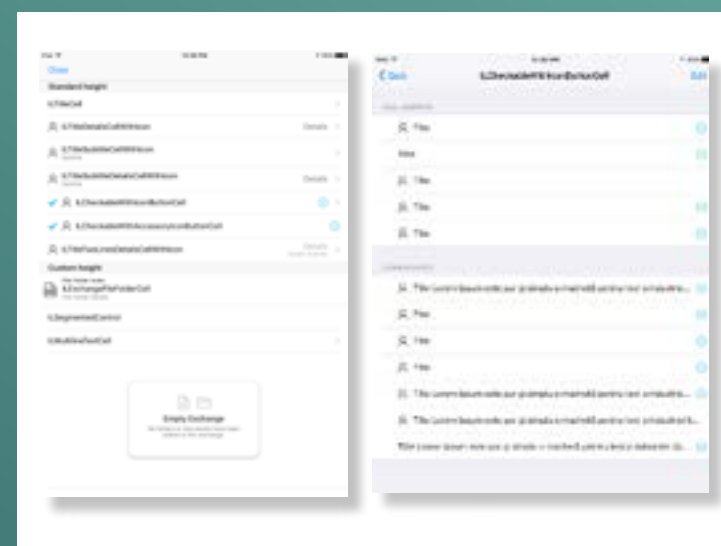
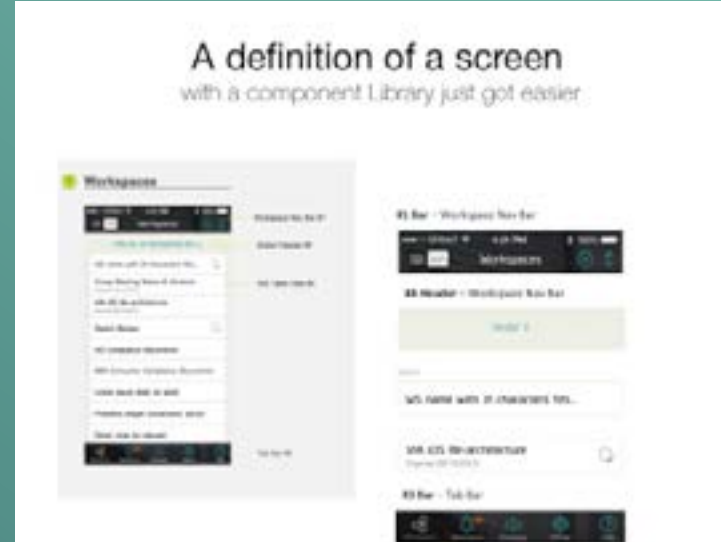
2016

2017

iOS Component Library

Expanding Library With Each Release

Mobile Design System





Intralinks App Re-architecture

The challenge—complex M&A use cases and complex web functionality. Our app needed to use consistent mental models that were translated to simplified native interactions.

Our main persona (The Fast-Paced Collaborator) needs to be carried through complex tasks while on the go without making a costly file management or communication mistake. My design goal was to create a seamless user transition across all devices. People in The Fast-Paced Collaborator roles are dealing with urgent matters 24/7. The native app design aids them in having fast and easy productivity.



We’ve implemented native iOS view controllers which allow swipe transitions to navigate out of deeply nested directories. Native modals provide layered navigation while the user moves through a task in context of a screen.

Native cells and table views are addressing consistent app display view across iPhone and iPad devices.

As we continue with the design evolution, today we’re preparing iPad design iteration to improve the design and to better maximize the large iPad Pro display.

App YouTube Tour
<https://youtu.be/BX4WpMwN9xc>



Task Analysis



Downloads Wires



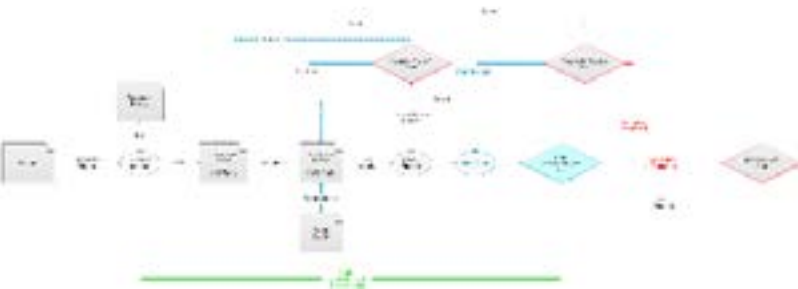
iPad Exchange Design



Phone Number Registration Wires



Phone Number Registration Flow





Beta Program With Internal and External Users

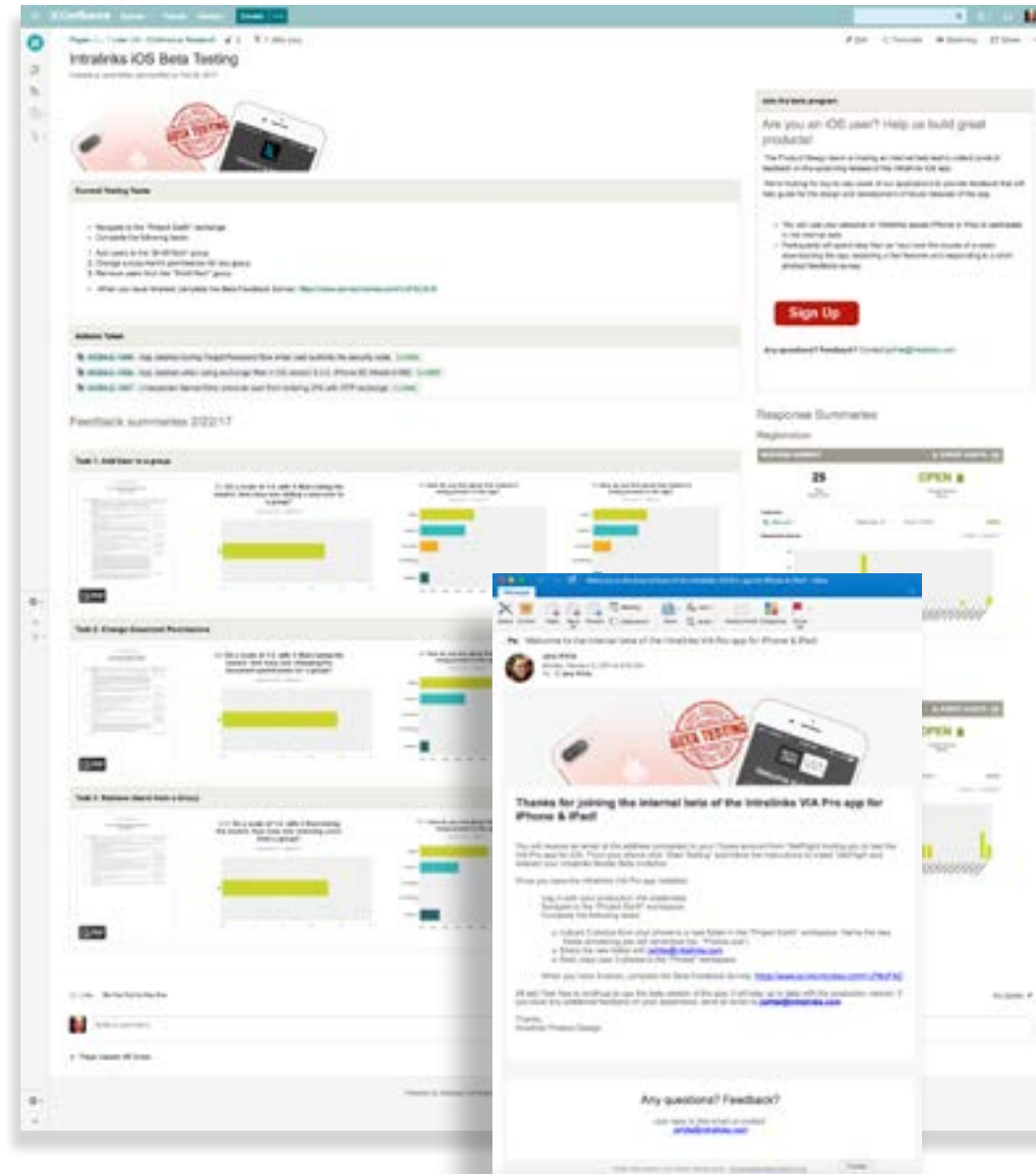
The ongoing IL and VIA app beta program is run to validate design, troubleshoot app before release and engage with users. Recruit is done via company-wide email blasts that onboards beta participants via SurveyMonkey sign up form.

Beta participants receive a set of 3 tasks to complete and report on their experience via structured task survey. All results from the Beta testing are published on Confluence for stakeholders, PO, and the users.

After completion of new functionality during or after a sprint, apps are pushed to iTunesConnect to test and validate design; elicit ongoing stakeholder feedback & engagement throughout the release time frame.



Ongoing Beta and Metrics



Mixpanel Metrics

New Mixpanel events are tracked with each feature story. Funnels are created to track user behaviours. Our primary focus is on expanding adoption of the IL and VIA apps.

