

Angy Brooks

Portfolio

**UX Product Design Lead
& User Researcher**

My Collaborative Design Process*

Discovery

Design

Delivery



Research



Define



Ideate



Experiment



Document



Support



Measure

Start with:

Business goals
User needs
Technical capabilities

Secondary Research

Competitive analysis
Pattern audit
Stakeholder interviews
Marketing research
Market segmentation

For existing products:

- Personas
- User profiles
- Content audit
- Analytics
- Usability testing
- Standard Usability Scale
- Voice of the Customer
- Heuristic analysis

Primary Research

User interviews
User observation

Synthesize Research

Empathy maps
Insights
Design principles
Personas
Context of use
User profiles (roles)
User goals
Themes
Insights
Opportunities / needs
Problem statements
Problem framing
Scenarios
Sitemaps
Task flows
Journey maps
Scope
Identify KPIs
Mood boards
Style tiles
Project plan
Design brief

Brainstorm

Design charrettes
Design studio workshops
Sketching
How might we...?
What if?
Mindmaps
Roleplay
Affinity diagrams
Incubate
User value v. feasibility matrix

Lean UX Iterations

NEXT Tool
Formulate hypotheses
Identify risks, assumptions, metrics for success
Design MVP experiments
Build-Measure-Learn
Kill-Pivot-Persevere

RITE Method

Prototype iteratively
Unmoderated user tests
Moderated usability tests
Refine

Deliverables

Validated prototype
User stories w/ acceptance criteria
Wireframes
Mocks w/specs
List of KPIs
Information architecture
Content
Visual design
Style guide
Design system
Assets

UAT

QA of UX and UI
Facilitation
Coordination
Redesigns

KPIs

Usability testing of new state
A/B testing
UX recommendations for future work
Analytics examples:
• Satisfaction
• Standard Usability Scale
• Net Promoter Score
• Conversion
• Time on page
• Page views
• Bounce rate



USER RESEARCH ensures teams empathize with users and **care about getting it right**
PROBLEM STATEMENTS ensure you are **designing the right thing**
LEAN UX EXPERIMENTS ensures **solutions are viable (valuable and marketable)**
MULTI-DISCIPLINARY TEAMS ideating together fosters **innovative solutions that delight**
VALIDATED PROTOTYPES ensure you are **designing things right**
MEASURING success (and failure) ensures **accountability and continuous improvement**

Collaborative teams include at a minimum:

- Product Owner
- UX Designer
- UI Developer



*This process is iterative and can go back to an earlier phase when more information or a pivot is necessary. When working lean, or on a single feature or redesign, many of the tasks are skipped.

Some tasks or deliverables may be skipped due to the UX maturity of the organization. For example, some orgs won't let you talk to customers, some jump straight to code without prototyping first, some will not bring in UX until the user stories have already been written. Style guides may already exist, visual designers may be responsible for UI, etc.

My UX Design Principles

There are many other important design principles, but these are the ones that so often get forgotten.

- **Universal Design:** For multiple devices, contexts, and abilities
- **Minimalism:** Eliminate anything that distracts the user from his primary task
- **Details Matter:** Consistency reduces cognitive load and creates a transparent UI
- **Be Forgiving:** Accommodate reverse, undo, redo
- **Perceived Responsiveness:** If it can't BE fast, make it FEEL fast
- **Make the application do the hard work**

Companies with Whom I've Worked

Education & Training



Booz | Allen | Hamilton



Healthcare



HR



eCommerce



Government



Banking & Investment



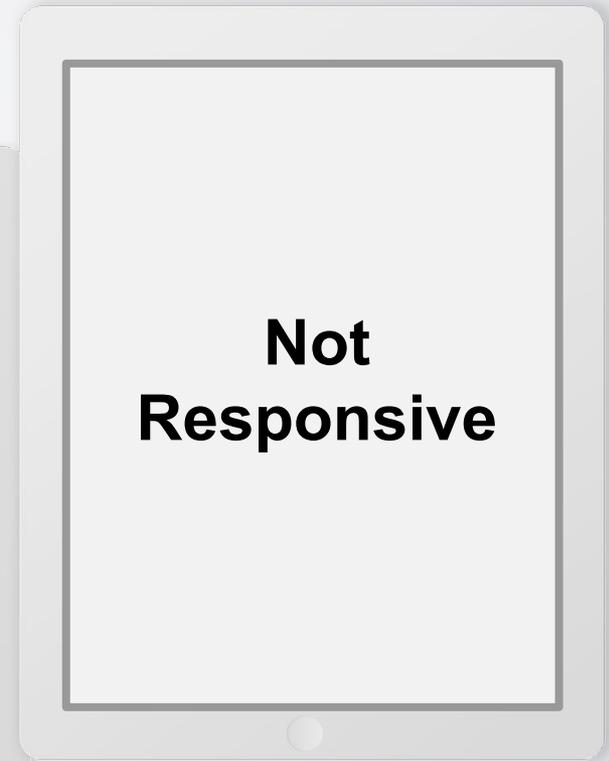
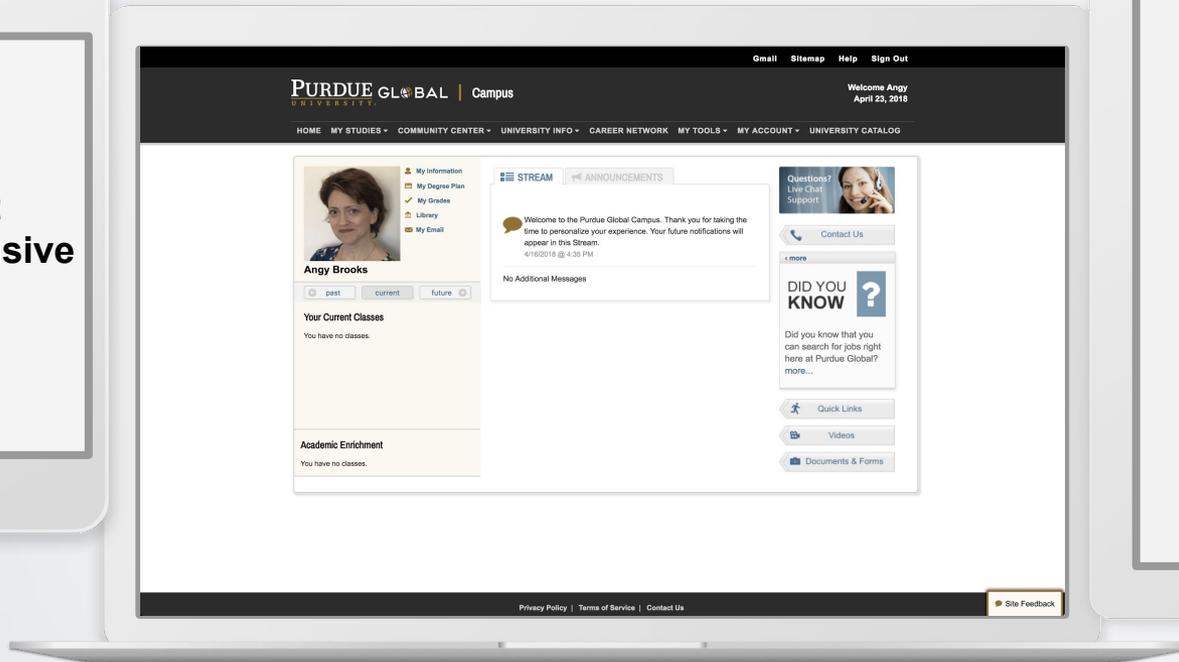
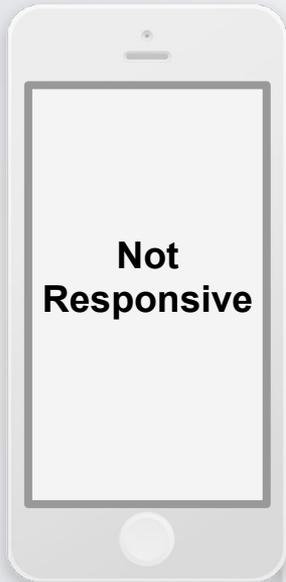
MACKENZIE
Investments

WACHOVIA

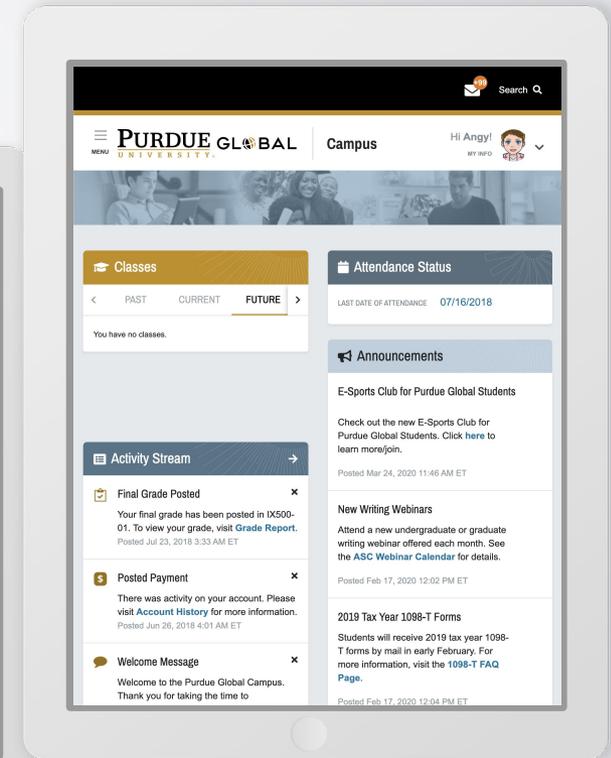
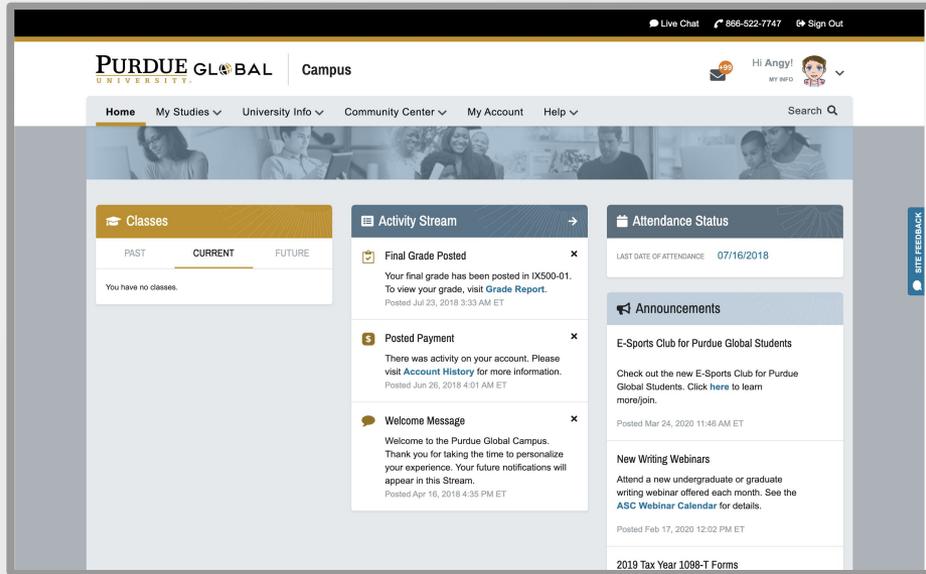
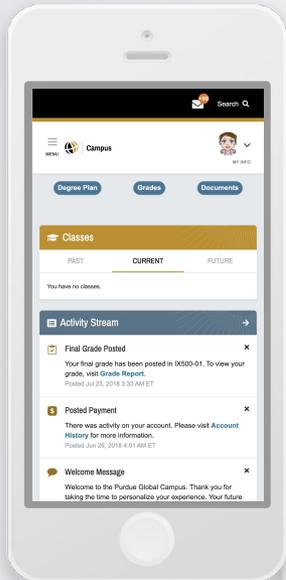
KAPLAN

HIGHER EDUCATION

PG Campus Rebranding (NOT MINE)



PG Campus Redesign



Sketch Color Palette



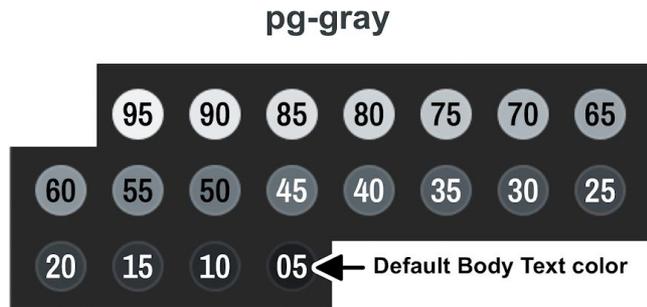
Approved Palette



Brand colors

System colors

Notes & specs



Contrast Ratio = 3

Contrast Ratio = 4.5



-base colors



Accessible Design System Color Ramp



Document/Doc

NON-Essential, Disabled,
Decorative, and Logos

Text or Interactive UI Components
(essential for understanding the content or functionality)

3.0+ 4.5+

≥ Regular 24px+ < Regular 24px+

≥ Bold 18.66px+ < Bold 18.66px+

DISABLED



BUTTON

BUTTON

Label (4.5)

placeholder text

Font text

BUTTON

Floating Label

WCAG 2.1, SC 1.4.3 requires a contrast ratio of at least 4.5:1 for the visual presentation of **text** (which includes images of text that is meant to be read, placeholder text, and text that is shown onHover/onFocus) **except** for text that is:

- Large**, which requires a contrast ratio of at least 3:1, and is defined as being at or above:
 - 18.5px Bold
 - 24px Regular
- Incidental** such as the text that it part of a disabled submit button or other non-interactive user interface component, decorative, invisible to everyone, or part of a picture that contains significant other visual content (such as a photograph that happen to include a street sign)
- Logotype**: part of a logo or brand name

WCAG 2.1, SC 1.4.11 requires a contrast ratio of at least **3:1** for the visual presentation of the following:

User Interface Components

Visual (non-text) information required to identify user interface components and states, except for inactive components or where the appearance of the component is determined by the user agent and not modified by the author;

Graphical Objects

Parts of graphics required to understand the content, except when a particular presentation of graphics is essential to the information being conveyed.

The numbers following each "color-" name is very loosely based on the Luminance/Brightness/Lightness percentage in the colorspace HSLuv, HSB, and HSL (rounded to increments of 5 to simplify the naming convention).

The beauty of this system is that each identically numbered color has the identical contrast ratio, regardless of hue or saturation. Additionally, the contrast ratios were carefully chosen so that any 2 colors with a difference of |40|+ will yield a contrast ratio of 3.0+, while a difference of |50|+ will always yield a ratio of 4.5+

White = 100 & Black = 00

0% Luminance in HSLuv/HSB/HSL is BLACK (#000000) which has a Contrast Ratio of 21:1 on White
100% Luminance in HSLuv/HSB/HSL is WHITE (#FFFFFF) which has a Contrast Ratio of 1:1 on White

So pg-secondary-50 (medium slate) will have a contrast ratio of 3:1 when used as the foreground on a background of pg-gray-90 (nearly white) or pg-gray-10. 50-90=| -40| & 50-10=40

The approved palette names have been named according to how they should be used, rather than a numbering scheme. The following pairings will yield compliant contrasts:

$$\Delta 40+ = 3.0$$

$$\Delta 50+ = 4.5$$

	100	95	90	85	80	75	70	65	60	55	50	45	40	35	30	25	20	15	10	5	0		
Background	Text	95 #F0F2F3	90 #E4EBEB	85 #DADFE3	80 #CDD4D8	75 #BCC5CA	70 #ABB6BC	65 #9AASAD	60 #89959D	55 #7A878F	50 #6B7880	45 #616E76	40 #57646B	35 #4F5A61	30 #475157	25 #3E474C	20 #363E42	15 #2E3439	10 #252A2E	5 #1B1E21	0 #000000		
100 #FFFFFF	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
95 #F0F2F3	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
90 #E4EBEB	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
85 #DADFE3	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
80 #CDD4D8	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
75 #BCC5CA	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
70 #ABB6BC	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
65 #9AASAD	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
60 #89959D	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
55 #7A878F	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
50 #6B7880	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
45 #616E76	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
40 #57646B	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
35 #4F5A61	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
30 #475157	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
25 #3E474C	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
20 #363E42	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
15 #2E3439	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
10 #252A2E	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
5 #1B1E21	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								
0 #000000	Text	DNP	AA18 3	AA18 3.6	AA 4.5	AA 5.2	AA 6.1	AAA 7	AAA 8.1	AAA 9.5	AAA 10	AAA 12.6	AAA 14.4	AAA 16.7	AAA 21								

Office DEPOT[®]

OfficeMax[®]

Current State



Home Ink & Toner

Printer Ink & Toner Cartridges

BONUS REWARDS
20% BACK
on \$200 or more of HP Toner, \$59 or more of HP Ink & ALL HP Paper
[Learn More](#)



Our Ink & Toner prices won't be beat GUARANTEED!
Visit: office depot.com/pricematch

Free Delivery on ALL Ink & Toner
No minimum purchase.

Your Ink & Toner Finder

Select Printer Brand
Select Printer Type
Select Printer Model

OR

Search by Cartridge or Printer
 Cartridge Printer

[Clear](#) [See All Brands](#)

Your Saved Printers

SMART TOOL

My Recent Searches
No Recent Searches

To use saved printers, please [Log In](#) or [Register](#)

Our INK & TONER prices won't be beat GUARANTEED!
[Learn More](#)

RECYCLE AND GET REWARDS on your ink & toner cartridges
[Learn More](#)

get up to 2X the pages
with original HP XL Ink Cartridges, as compared to standard cartridges
[Shop Now](#)



Whether you know your printer brand name and model number, or your ink and toner cartridge number, you'll be able to find it faster with our Ink & Toner Finder. We have a large selection of inkjet printer cartridges and laser printer toner. Since ink and toner cartridges come in many colors, yields and pack quantities, you'll find many options to fit your inkjet or laser printing needs. If you prefer greener printing solutions, we also offer Office Depot® Brand remanufactured cartridges that help to prevent waste in landfills and save you money too!

All Brands

Scroll down to see our entire list of printer brands below

[0-9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[0-9](#)

▶ [3M/Imation](#) (3)

[Top](#)

A

- ▶ [ABM](#) (3)
- ▶ [ABS](#) (7)
- ▶ [Access Communications](#) (1)
- ▶ [Access Matrix Corp.](#) (2)
- ▶ [Access Microcomputer](#) (2)
- ▶ [Accrodyne](#) (4)
- ▶ [Accumatic](#) (3)
- ▶ [Acom Computer](#) (8)
- ▶ [Acoma](#) (5)
- ▶ [Acroprint](#) (3)
- ▶ [Actrix Computer Corp.](#) (2)
- ▶ [ADC](#) (4)
- ▶ [Adcomp](#) (3)
- ▶ [Addmaster](#) (5)
- ▶ [Addo-X](#) (8)
- ▶ [Addressbase](#) (2)
- ▶ [Adler](#) (36)
- ▶ [Advanced Hi-Tech](#) (1)
- ▶ [Advanced Info](#) (10)
- ▶ [Advisor](#) (6)
- ▶ [Agfa](#) (2)
- ▶ [Aires](#) (3)
- ▶ [Aitell](#) (1)
- ▶ [Alanthus Datacom](#) (7)
- ▶ [Alcatel](#) (6)
- ▶ [Allen R.C.](#) (16)
- ▶ [Almatronic](#) (3)
- ▶ [AlphaCom](#) (3)
- ▶ [Alphatext](#) (5)
- ▶ [Alps Electric](#) (2)
- ▶ [Altos](#) (3)
- ▶ [AM Documentor](#) (3)
- ▶ [AM Jacquard](#) (10)
- ▶ [Amerex International](#) (1)
- ▶ [Amstrad](#) (4)
- ▶ [AMT](#) (2)
- ▶ [Anacom General](#) (2)
- ▶ [Anadex](#) (3)
- ▶ [Analog Tech Corp.](#) (7)
- ▶ [Anchor](#) (2)
- ▶ [Anderson Jacobsen](#) (6)
- ▶ [Anita](#) (1)
- ▶ [Anker Data Systems](#) (18)
- ▶ [Antares](#) (3)
- ▶ [Antex Data Systems](#) (3)
- ▶ [Anzac Computer Equipment](#) (27)
- ▶ [APF](#) (4)
- ▶ [Apollo by Hewlett-Packard](#) (4)
- ▶ [Apple](#) (10)
- ▶ [Applied Micro Computer Systems](#) (2)
- ▶ [Arrow](#) (4)
- ▶ [Arts Comp. Prod.](#) (3)
- ▶ [Asker International](#) (5)
- ▶ [Assmann](#) (3)
- ▶ [Aster](#) (2)
- ▶ [Astrocomp](#) (4)
- ▶ [AT&T](#) (20)
- ▶ [AT&T](#) (15)
- ▶ [Atari](#) (3)
- ▶ [ATI](#) (4)
- ▶ [Ativa](#) (2)
- ▶ [ATV Systems](#) (2)
- ▶ [Aurora](#) (17)
- ▶ [Autograph](#) (4)
- ▶ [Axiohm](#) (6)
- ▶ [Axiom](#) (3)
- ▶ [Axis Communications](#) (4)

OFFICE DEPOT INK & TONER FINDER

Paper and ink & toner are Office Depot's bread and butter. It had been 3 years since the last design update to the Ink & Toner Finder, and it showed.

CLUTTERED

The page was littered with SEO text, banners, ads, brand promotions, cross-sells and a list of *thousands* of printer brands.

SALES = \$9 MM/month

Office Depot sells \$9 million worth of ink per MONTH from this page alone.

Many Iterations



EARLY PROTOTYPES (NOT MINE)

Many designs versions were proposed by many designers before me. While they all tested favorably when users were asked their *preference*, users overwhelming DID NOT NOTICE the finder and ended up using the main search in the header instead.

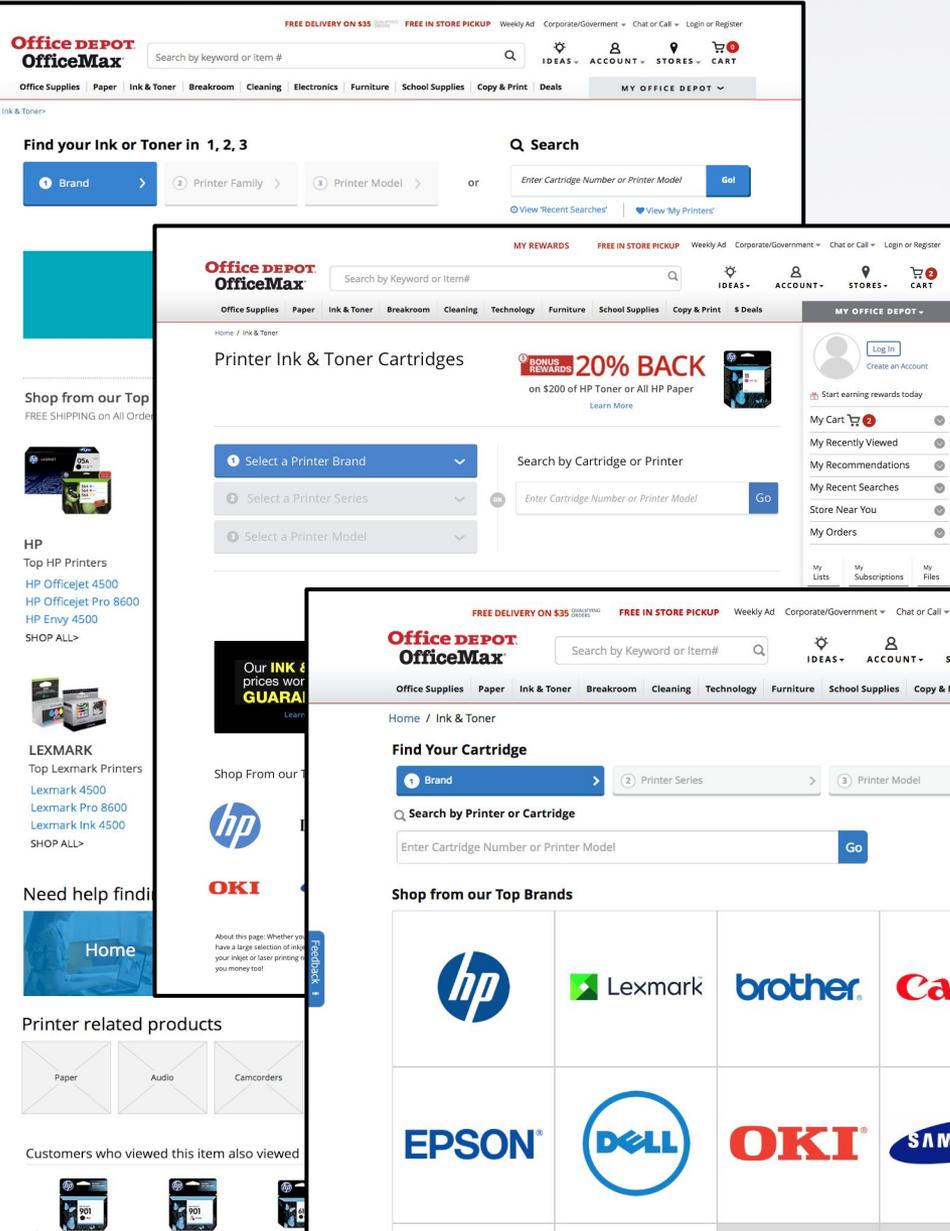
This was problematic because the “Save Your Printer” feature only worked if the user identified his printer via the 3 dropdowns.

STILL CLUTTERED

Many variations were tested, but the noise and clutter of the rest of the page, most of which was non-negotiable (we’ve all been there right?), simply overwhelmed the finder.

NO ROI? NO REDESIGN

With hundreds of project competing for dollars, the only way something gets redesigned is if it can be proven that a redesign will make back more than what it cost within a year.



Successful Design



MY REWARDS FREE IN STORE PICKUP Weekly Ad 20+ Employee Businesses Chat or Call Hi, **Angy** Not me?

Office DEPOT OfficeMax

Search by Keyword or Item#

IDEAS ACCOUNT STORES CART

Office Supplies Paper Ink & Toner Breakroom Cleaning Technology Furniture School Supplies Copy & Print \$ Deals

Home / Ink & Toner

Printer Ink & Toner Cartridges

Select a Printer

1 Brand

2 Printer Series

3 Printer Model

Search by Printer or Cartridge

Enter Cartridge Number or Printer Model

FREE delivery
On ALL ink & toner
No minimum purchase required



Ink and Toner Deals

Our INK & TONER prices won't be beat GUARANTEED!
Visit: officedepot.com/pricematch
Learn More

SAVE 10%
on 3 HP Toner for the same color printer
Limit 2. Code: HPTONER19
Shop Now

FREE \$15 GIFT CARD
with purchase of \$75 or more of HP Ink
Limit 2. Code: HPPINK15
Shop Now

Shop from our Top Brands



About this page

Whether you know your printer brand name and model number, or your ink and toner cartridge number, you'll be able to find it faster with our Ink & Toner Finder. We have a large selection of inkjet printer cartridges and laser printer toner. Since ink and toner cartridges come in many colors, yields and pack quantities, you'll find many options to fit your inkjet or laser printing needs. If you prefer greener printing solutions, we also offer Office Depot® Brand remanufactured cartridges that help to prevent waste in landfills and save you money too!

Office Depot OfficeMax GiftCard
Give them a gift card. Never expires, ships for free

Office Depot OfficeMax
Sign up for a credit card and get special financing options

Office Depot OfficeMax+ rewards+
10% back in reward points on ink, toner, paper and copy/print/ship purchases

1-800-GO-DEPOT (1-800-463-3768)

Live Chat Available 24/7

FREE store pickup, order online, ready in 1 hour!

Tap our app get offers, manage rewards, compare prices

Signup today and get 20% off one qualifying item

PRODUCTS Ativa®

BUSINESS RESOURCES 20+ Employee Businesses

ABOUT US Find a Store

CUSTOMER SERVICE Customer Service

SPECIAL PROGRAMS Give Back to

MY FINAL REDESIGN

In watching the usability tests, I saw that users were attracted to the in-page search field over the dropdowns. Additionally, the in-page search field had the word Go in a blue button within it which invariably attracted the user's eye even when they DID use the dropdowns. My final design removed this button.

ONE CLEAR CTA ON THE PAGE

Blue buttons are used for CTAs throughout the site. Design principles tell us that there should be only 1 call-to-action on a page. By removing the competing Go button from the search field, the Select a Brand dropdown finally was able to capture users' attention.

JUDICIOUS USE OF ANIMATION

By using animation thoughtfully, we were able to move the user past the ads and brand promos to the results of their filtered search. After the user hit Return, or selected a printer from the final dropdown, the page is auto-scrolled to the results area.

Microinteractions



LIVE INK & TONER FINDER

Eventually we did away with the ads altogether after the search was initiated.

We scrolled the page to the area of importance after the user selected the final dropdown.

END RESULT? 3% LIFT

During A/B testing, the redesigned page showed a 3% lift in conversions, which translates to additional sales of

\$1-\$20 million annually

My Printers



HP Deskjet 6620

Save this printer



HP Deskjet 9670



HP Deskjet 6620

Showing 22 results for ' HP Deskjet 6620 '

HP Brand

Office Depot Brand



Color

HP 96/97, Black/Tricolor Original Ink Cartridges (C9353FN), Pack Of 2 (max. yield: 860 pages (black); 560 pages (color))

Item 961679
★★★★★ 131 Reviews
\$95.99 / pack

Qty Add to Cart

Add to list

- ✓ Free delivery
- ✓ Free In Store Pick Up
- ▶ Safety Data Sheets

Black

HP 96, Black Original Ink Cartridge (C8767WN) (max. yield: 860 pages)

Item 440520
★★★★★ 52 Reviews
\$46.99 / each

Qty Add to Cart

Add to list

- ✓ Free delivery
- ✓ Free In Store Pick Up
- ▶ Safety Data Sheets
- ▶ Ink & Toner Guarantee

Black

HP 45, Black Original Ink Cartridge (51645A) (max. yield: 930 pages)

Item 169771
★★★★★ 82 Reviews
\$50.99 / each

Qty Add to Cart

Add to list

- ✓ Free delivery
- ✓ Free In Store Pick Up
- ▶ Safety Data Sheets
- ▶ Ink & Toner Guarantee

Color

Office Depot® Brand OD9697 (HP 96/97 / C9353FN / C8767WN / C9363WN) Remanufactured Black/Tricolor Ink Cartridges, Pack Of 2 (max. yield: 860 pages (black); 560 pages (tricolor))

Item 820086
★★★★★ 22 Reviews
\$70.39 / pack

Qty Add to Cart

Add to list

- ✓ Free delivery
- ✓ Free In Store Pick Up
- eco Eco-conscious
- ♻️ Recycled content
- ▶ Safety Data Sheets



Color

HP 97, Tricolor Original Ink Cartridge (C9363WN) (max. yield: 560 pages)

Item 440648
★★★★★ 46 Reviews
\$55.99 / each

Qty Add to Cart

Add to list

Black

HP 15, Black Original Ink Cartridge (C6151DN) (max. yield: 500 pages)

Item 384611
★★★★★ 46 Reviews
\$50.99 / each

Qty Add to Cart

Add to list

Color

HP 95, Tricolor Ink Cartridge With Vivera Original Ink (C8766WN) (max. yield: 330 pages)

Item 440480
★★★★★ 57 Reviews
\$40.99 / each

Qty Add to Cart

Add to list

Color

Office Depot® Brand OD9495 (HP 94/95 / C9354FN / C8765WN / C8766WN) Remanufactured Black/Tricolor Ink Cartridges, Pack Of 2 (max. yield: 480 pages (black); 330 pages (tricolor))

Results of A/B Testing



Results posted by an analyst showing that the new ink & toner finder significantly increased sales.

AB Testing Analysis: Winner!! We have a lift in sales of 1.1% at 94% confidence. When we drill down to the ink and toner products only the lift is 3% (99% confidence).

The annual projected incremental sales (based on our current confidence interval) is below. If we hold out a small control population for the next few months, rather than rolling out at 100%, we should be able to get a more accurate estimate of the incremental sales. The more data we have, the smaller and more accurate our 'confidence interval' (range) will be.

Posted on Jan 4

Incremental Sales		
Min	Average	Max
\$ 935,316.69	\$ 10,398,068.48	\$ 19,860,820.26



TENMARKS

an **amazon** company

UI Design



Redesign of page (by me) based on new style (created collaboratively with the visual designer).

Before

The 'Before' screenshot shows a web interface for creating a new assessment. At the top, there is a navigation bar with 'Home', 'Curriculum', 'Assignments', 'Assessments', 'Playlists', 'Reports', and 'Manage Class'. Below this is a 'Class:' dropdown menu set to '2014'. The main heading is 'Create a New Assessment'. A link 'Back to Assessment List' is visible. The form is divided into three numbered steps: 1. 'Select Students' with radio buttons for 'Assign to 2014', 'Assign to all students', and 'Let me choose the students', and an 'Assign to Multiple Classes' option. 2. 'Enter Assessment Name and Date' with fields for 'Assessment Name', 'Start At' (date and time), and 'Due Date'. 3. 'Select Assessment Grade Level' with a 'Grade Level' dropdown.

After

The 'After' screenshot shows a redesigned web interface for creating a new assessment. The top navigation bar is teal and includes 'HOME', 'WORK', and 'REPORTS'. A secondary navigation bar has 'Class Assignments', 'Curriculum', 'Assessments', 'Individual Work', and 'Jam Sessions'. A 'Search Content' box is on the right. The main heading is 'Create a New Assessment'. A link 'Back to Assessment List' is visible. The form is divided into four numbered steps: 1. 'Assign to:' with a dropdown menu set to 'Grade 1 Premium'. 2. 'Grade Level' with a dropdown menu set to 'Grade 1'. 'Assessment Type' with a dropdown menu set to 'Grade Level'. 3. 'Start on:' and 'End on:' with date and time pickers. 4. 'Assessment Name' with a text input field. At the bottom, there are 'Assign' and 'Preview Assessment' buttons.

Style Guide



Designed collaboratively with visual designer. Style guide assets built, designed, and specced by me, coded by front-end developer.

Buttons

Common

padding left: 20px
padding right: 20px
radius: 6px
font color: \$white
class="btn"

Small

height: 24px
padding left: 10px
padding right: 10px
radius: 3px
class="btn btn-small"

Teacher

type	normal,hover,active	disabled
primary	 class="btn btn-primary"	 class="btn btn-primary disabled"
primary small	 class="btn btn-primary btn-small"	 class="btn btn-primary btn-small disabled"
secondary	 class="btn btn-secondary"	 class="btn btn-secondary disabled"
secondary small	 class="btn btn-secondary btn-small"	 class="btn btn-secondary btn-small disabled"
special	 class="btn btn-special"	 class="btn btn-special disabled"
special small	 class="btn btn-special btn-small"	 class="btn btn-special btn-small disabled"
reverse	 class="btn btn-reverse"	 class="btn btn-reverse disabled"
reverse small	 class="btn btn-reverse btn-small"	 class="btn btn-reverse btn-small disabled"
primary	Link	Link
secondary	Link	Link

Typography

Common

Primary Font Light - proxima nova 300

class="tm-primary-font-light"

Primary Font Normal - proxima nova 400

class="tm-primary-font-normal"

Primary Font SemiBold - proxima nova 600

class="tm-primary-font-semibold"

Primary Font Bold - proxima nova 700

class="tm-primary-font-bold"

Secondary Font Medium - museo slab 500

class="tm-secondary-font-medium"

Secondary Font Bold - museo slab 700

class="tm-secondary-font-bold"

Secondary Font Black - museo slab 900

class="tm-secondary-font-black"

How to use

Add the class listed above

Teacher

	header	font-family	font-size	color
		Museo Slab 500	32px	\$darkest-gray
		Museo Slab 500	24px	\$darkest-gray
		Museo Slab 500	20px	\$darkest-gray
		Museo Slab 500	18px	\$darkest-gray
		Proxima Nova Semibold	16px	\$medium-gray
		Proxima Nova	16px	\$medium-gray
		Proxima Nova	16px	\$darkest-gray

Note: Bootstrap default top/bottom margin 20/10 for h1, h2, h3 and 10/10 for h4, h5, h6

How to use

Use h1, h2, h3, h4, h5, h6, and p tags directly

Or class="h1" etc.

body default is the same as p

Specs



All my work.

This screenshot shows a curriculum management interface with two panels. The left panel lists assignments under the 'Miscellaneous' category, including 'Bundles and Sing...', 'Counting and Place Value f...', 'Commutative and Identity P...', and 'Greater or Less (All...'. The right panel shows a list of tracks such as 'Counting Forward', 'Counting Back', 'Counting and Plac...', 'Circled Groups an ...', 'Bundles and Singles (20-99)', and 'Counting and Place Value fro...'. Design annotations include red dimension lines for text and button sizes, and callout boxes for 'View sample questions.' and 'View question types.'.

This screenshot shows a dropdown menu with design annotations. The menu items are: 'All Skills', 'Compare Numbers', 'Count by 1s, 2s, 5s, and 10s', 'Find the Number from Words', 'Find the Number from Tens and Ones', 'Add Within 20', and 'Subtract Within 20'. A legend on the left provides specifications for various states:

- 1 All Skills**
Font-Family: ProximaNova-Regular
Font-Size: 16 px
Color: \$dark-gray
- 2 Selection Hover**
Background: \$lightGrayBackground
Font Color: #000000
- 3 Dropdown**
Background: #fffff
Border-radius: 3
Border color: \$light-gray
box-shadow: 0px 6px 12px rgba(0, 0, 0, 0.176);
- 8 Selector Hover**
Background: \$lightGrayBackground

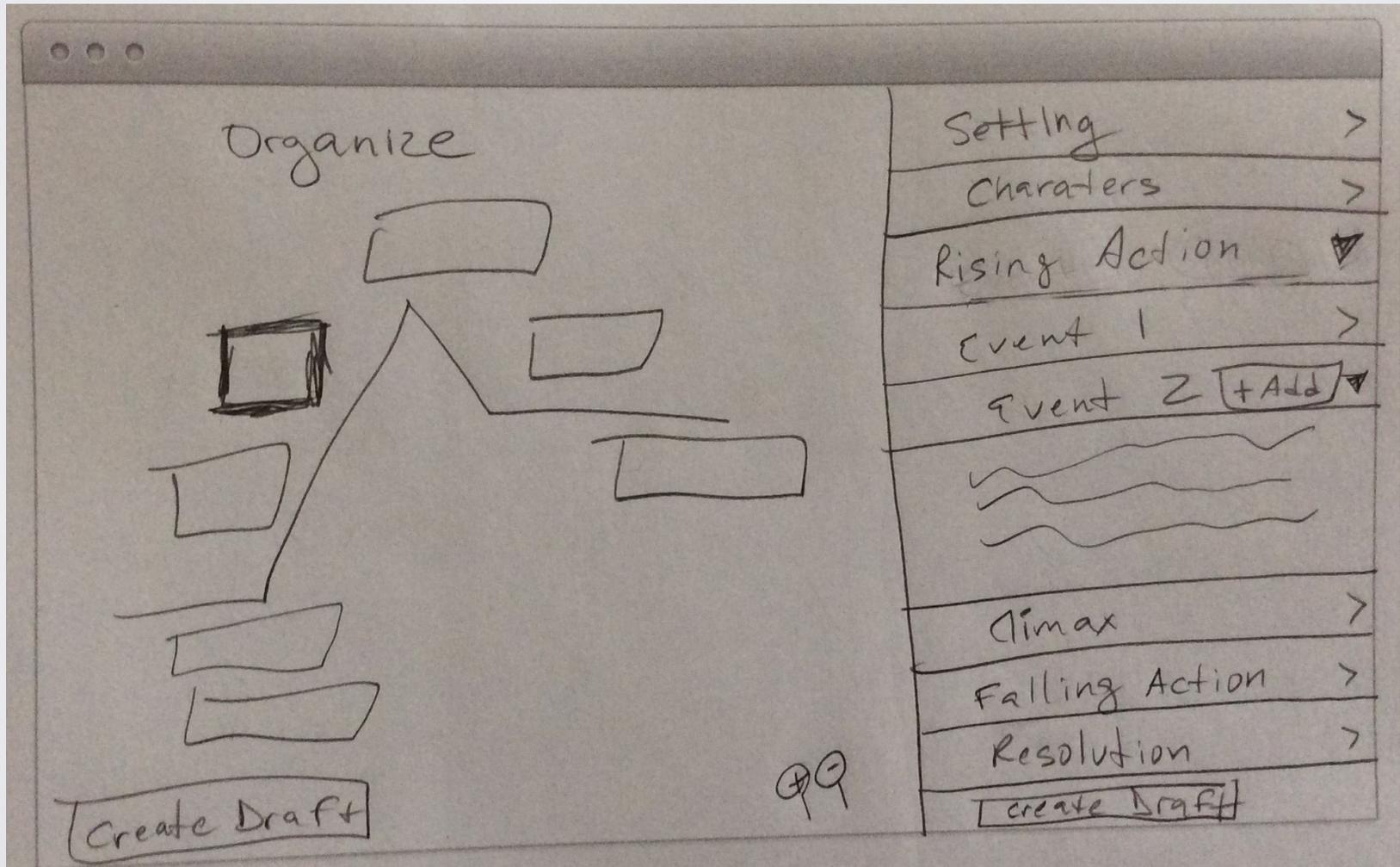
This legend defines the styling for track names and their hover states:

- Track Name**
Font-Family: ProximaNova-Regular
Font-Size: 16 px
Color: #333333
- Track Name Hover**
Font-Family: ProximaNova-Regular
Font-Size: 12 px
Color: #000000

Sketch of Graphic Organizer



My sketch produced during group brainstorming.



LoFi Prototype in Balsamiq



My translation of previous sketch into lofi prototype in Balsamiq. This was use as a paper prototype to get feedback from teachers.

Save & Quit

1 Pre-Writing 2 3 4

Plan

Complete the graphic organizer to help you plan your story about a class field trip to the aquarium.

Climax

+ Add Event

Event

Event

Event

Get to aquarium.
Tour shark tank.

Rising Action

Falling Action

Beginning Middle

Save & Quit

1 Pre-Writing 2 3 4

Plan

Complete the graphic organizer to help you plan your story about a class field trip to the aquarium.

Event

What is the first thing that happens?
Where does the story begin?

Next >

Event

+ Add Event

Resolution

Event

Beginning Middle End

Next >

Sketch of Writing Outline



My sketch produced during group brainstorming.

Draft

Begin

Intro
Event 1
Event 2

Middle

Event 3
Event 4
Climax

End

Event 5
Event 6
Resolution

Review

Guidance

Intro	
Hint 1	X
Hint 2	X
Hint 3	X

Resources

Thesaurus	>
Dictionary	>
Syntax	>

LoFi Prototype in Balsamiq



My translation of previous sketch into lofi prototype in Balsamiq. This was used as a paper prototype to get feedback from teachers.

Medium Fidelity in iRise



My translation of previous lofi prototype to mid-fi prototype in iRise. This was used as an interactive prototype to get feedback from students..

Next >

Draft Your Essay

Great job! Open each section and start writing your essay.

Introduction ▼

Hook

Capture your reader's interest with a strong opening. ▶

Background

Thesis

Dolphins should not be kept captive for our entertainment because it is bad for their health, they are highly intelligent creatures, and they need space to exercise.

- ⋮ Supporting Paragraph ▶
- ⋮ Supporting Paragraph ▶
- ⋮ Supporting Paragraph ▶
- Conclusion ▶

**WELLS
FARGO**

Responsive Tablet-First Design



Hifi prototype and design spec done in iRise by me to communicate to stakeholders and development what needed to be built. (Based on visual design in style guide.)

WELLS FARGO Brokerage Transfer & Pay More

Account Summary Help

Transfer Money

My non-Wells Fargo accounts: Add | Manage

From: COMMAND (Available balance = \$3,973.84) *

To: MORTGAGE (Amount due = \$3,189.61) *

Send on: 8/10/14

Amount	Regular monthly payment	\$	3,189.61	✓
	+ Additional principal of	\$	<input type="text" value="Optional"/>	
	+ Additional escrow of	\$	<input type="text" value="Optional"/>	
	Total withdrawal of	\$	3,189.61	

Memo:

Cancel Continue

*** Account Disclosures**
Investment products are - Not FDIC insured - Not guaranteed by the Bank - May lose value.
Your mortgage payment will take effect the same day you submit it, if you submit it before 10:00 pm Pacific Time on a business day (Monday through Friday).
Wells Fargo Advisors, LLC (Member SIPC), is a non-bank affiliate of Wells Fargo & Company.
Deposit products offered by Wells Fargo Bank, N.A. Member FDIC.
Other Account Disclosures

Transfer & Payment Activity (4)

Online Security Guarantee | Privacy Policy | Quick Guide | Full Site Sign Off

WELLS FARGO Brokerage Transfer & Pay More

Account Summary Help

Transfer Confirmation

✓ You successfully submitted your transaction on [date] at 12:05 pm Pacific Time.

From: **COMMAND** (Available balance = \$3,973.84) *

To: **MORTGAGE** (Amount due = \$3,189.61) *

Send on: **8/10/14**

Amount

Regular monthly payment	\$3,189.61
+ Additional principal of	\$10.00
+ Additional escrow of	\$10.00
Total withdrawal of	\$3,219.61

Memo: **via Tablet**

Confirmation code: **HJE72SG12**

⊕ When will this transaction take effect?

⊕ What happens if there isn't enough money in my account to cover this transaction?

⊕ How will this transaction be processed?

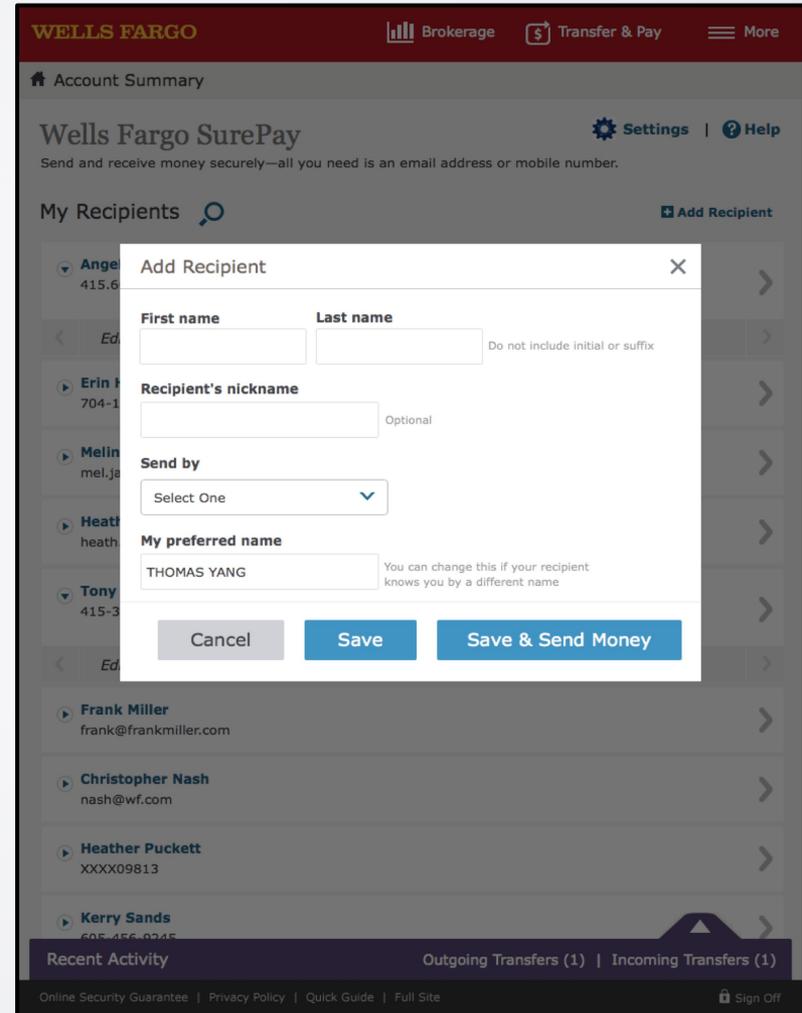
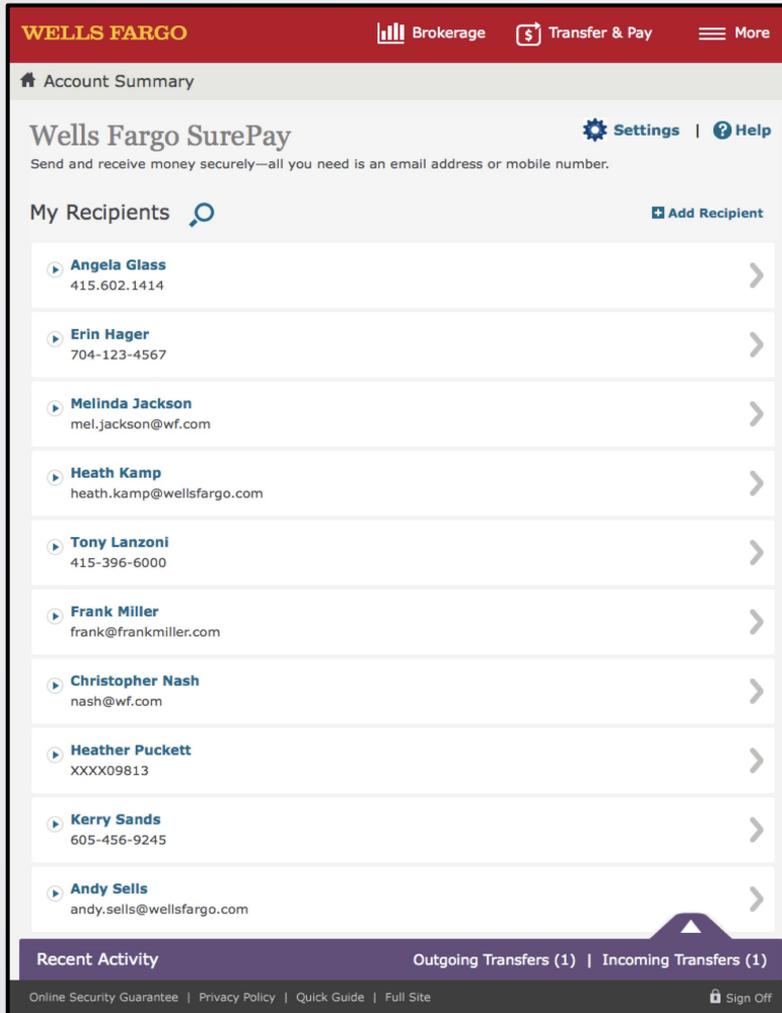
*** Account Disclosures**
Investment products are - Not FDIC insured - Not guaranteed by the Bank - May lose value.
Your mortgage payment will take effect the same day you submit it, if you submit it before 10:00 pm Pacific Time on a business day (Monday through Friday).
Wells Fargo Advisors, LLC (Member SIPC), is a non-bank affiliate of Wells Fargo & Company.

Online Security Guarantee | Privacy Policy | Quick Guide | Full Site Sign Off

Responsive Tablet-First Design



Hifi prototype and design spec done in iRise by me to communicate to stakeholders and development what needed to be built. (Based on visual design in style guide.)

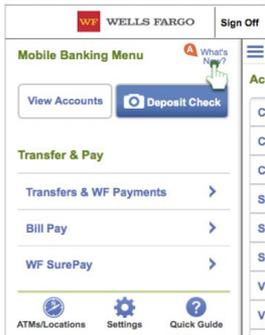


Specs with Annotations

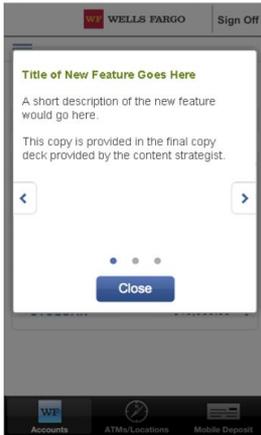


Omnigraffle design spec done by me to communicate to stakeholders and development what needed to be built. (Based on visual design in style guide.)

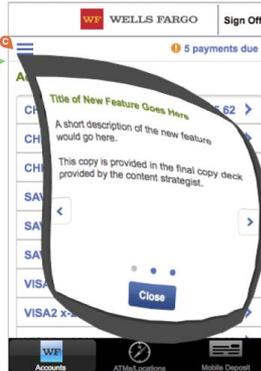
Menu shown with What's New link



What's New overlay appearing over screen user opened menu from



What's New dismissal animation



What's New dismissal animation, continued



The screen the user was originally on



ANNOTATIONS

- A If the user wishes to see the What's New after dismissing it the first time it appeared, he can tap on the What's New link in the Menu.
- B The menu slides out of the way (just as it would for any link clicked), and the user sees the screen from which he opened the menu. The What's New overlay appears and has the same behavior as noted in the previous page.
- C When the user dismisses the overlay, it animates away in such a way as to make it clear it is getting "sucked into" the hamburger menu icon. It doesn't have to look exactly like what I've shown here. This gives the user a cue where he can find the link to activate the What's New overlay again.
- D The screen the user was on when he activated the link (not necessarily the Account Summary page) is revealed when the What's New overlay animates out.

ACCESSIBILITY RECOMMENDATIONS

- 1 If possible, when the What's New overlay animates out, it would be nice if hidden text would tell the user that the What's New link can be found in the menu.

Specs with Accessibility Annotations



Omnigraffle design spec done by me to communicate to stakeholders and development what needed to be built. (Based on visual design in style guide.)

Payment Reminders stand-alone screen

Payment Reminders stand-alone screen

6 payments due

Bill Pay

Make a Payment >

Create Reminders >

Payment Reminders

What is 1-Step Pay?

Tap the arrow to view payment options for a specific payment reminder. To dismiss a reminder from the list, tap the X icon.

GEORGES LANDSCAPING 10056
Dismiss reminder set for 01/18/14

DISCOVER CARD SERVICES \$3,864.02
1648579248531549
Total amount
eBill due 01/19/14

COMCAST CABLE COMMUNICA \$153.89
110113 XXXXX8578
Total amount
eBill due 01/20/14

PACIFIC GAS & ELECTRIC-PG&E \$184.75
131226 7404159177
Total amount
eBill due 01/21/14

VERIZON WIRELESS \$212.45
131217 042067384600001
Typical amount
Dismiss reminder set for 01/21/14

Two different payment reminder types expanded

Two different payment reminder types expanded

6 payments due

Bill Pay

Make a Payment >

Create Reminders >

Payment Reminders

What is 1-Step Pay?

Tap the arrow to view payment options for a specific payment reminder. To dismiss a reminder from the list, tap the X icon.

GEORGES LANDSCAPING 10056
Dismiss reminder set for 01/18/14

DISCOVER CARD SERVICES \$3,864.02
1648579248531549
Total amount
eBill due 01/19/14

1-Step Pay

Pay Other \$237.87 \$3,864.02
Minimum Total Amount

COMCAST CABLE COMMUNICA \$153.89
110113 XXXXX8578
Total amount
eBill due 01/20/14

1-Step Pay

Pay Other \$153.89
Total Amount

PACIFIC GAS & ELECTRIC-PG&E \$184.75
131226 7404159177
Total amount
eBill due 01/21/14

VERIZON WIRELESS \$212.45
131217 042067384600001
Typical Amount
Dismiss reminder set for 01/21/14

1-Step Pay

ACCESSIBILITY RECOMMENDATIONS

- 1 The icon and Bill pay reminder are grouped logically with payee name and account number for context. The icon next to bill pay reminder has alt text "Dismiss bill pay reminder."
- 2 When the closed caret is selected, the payment options section expands and the new content container receives focus and is labeled in such a way that the user understands there are selectable buttons inside it.
- 3 Closed (down) caret alt text "Show payment options." Open (up) caret alt text: "Hide payment options".
- 4 Payment options are grouped in such a way that a header/ title/legend makes it clear that this is a group of payment options the user can choose from.
- 5 Minimum label should be associated with minimum payment button. Same for Total Amount and its button, as well as Typical Amount and its button.
- 6 It should be made clear to the user that the button with a dollar amount on it is the 1-Step Pay button and is for the minimum amount due.

ANNOTATIONS

- A Tapping the link What is 1-Step Pay shows the 1-Step Pay page which describes this feature.
- B If the user did not enter a Typical Amount Due, or entered 0 in the Typical Amount Due field when setting up his payment reminder, no value and no sub-label below are shown here.
- C The 1-Step Pay description page the user would see if he tapped the link What is 1-Step Pay? (A).
- D To pay a bill using 1-Step Pay the user could tap on a payment reminder on the Bill Pay screen using the down caret or anywhere within the active blue payee information. The user could do the same action on the standalone Payment Reminder screen.
- E This is an expanded list item where no Typical Amount Due was entered when the user set up this reminder. It expands to reveal a single blue Pay button on the right. In this example the user selects the Pay button and the existing Payment options screen would appear.
- F This is an expanded list item where we receive a feed with a minimum and a total amount due. It expands to reveal 3 button choices:
 - Pay Other would take the user to the existing Payment options screen
 - Minimum would schedule the minimum payment
 - Total Amount would schedule a payment for the total amount
- G This is an expanded list item where we receive a feed with a minimum amount due that is equal to the total amount due (or a feed where we only receive a single amount due). It expands to reveal 2 button choices:
 - Pay Other would take the user to the existing Payment options screen
 - Total Amount would schedule a payment for the total amount
- H This is an expanded list item where an amount for Typical Amount Due was entered when the user set up this reminder. It expands to reveal 2 button choices:
 - Pay Other would show the existing Payment options screen
 - Typical Amount would schedule the a payment for the amount the user entered into the Typical Amount Due field when he set up this reminder.
- I After tapping the Payment button, a green confirmation appears inline, showing the amount paid, its scheduled date, and a confirmation code.
- J Below the confirmation message and right aligned, is a blue edit icon allowing the user to edit this scheduled payment. Tapping on this icon (or the link Edit or cancel) would show the existing Payment options screen where the user can view, edit, or cancel his scheduled payment.
- K When the confirmation message is shown, the dollar amount in the upper-right and the caret no longer appear.

NOTE: Please see BRD for more detailed business rules.

A BROAD HISTORY OF MY UX DESIGN & RESEARCH WORK

Prior to 2012



What is Vendio?

Vendio is a SaaS ecommerce sales management tool that aggregates SMB seller inventory for easy listing on eBay, Amazon, Facebook, Google Shopping, and the user's online store. It also handles post-sale activities including shipping.



Vendio Registration Flow

ANNOTATED HI-FI PROTOTYPE



Hifi prototype in iRise done by me to communicate to stakeholders and development what needed to be built. (I was a design team of one.)

vendio
Simply Powerful eCommerce

TRUSTe CERTIFIED PRIVACY **GeoTrust**

Thanks for choosing Vendio. Let's get started...

All fields are required unless otherwise noted.

New Account

We will use this information to communicate with you about your account.

Name

John Doe
First Last

Email

john@doe.com

Confirm Email

john@doe.com

Phone

555-555-1212

Read & Agree

I have read and agree to the Vendio [User Agreement](#)

Opt In

Yes, send me exclusive industry news and selling tips from Vendio (not more than once a week).
Your information will not be shared outside of Vendio Services, Inc. See our [Privacy Policy](#).

Sign Up Now

Existing Account

Username

Password

Keep me logged in for 7 days

Sign In Now

[lost account/password?](#)
[trouble using this page? use the basic version](#)

- 1 It's so much easier to simply tell users that everything is required, so that we don't have a bunch of asterisks everywhere.
- 2 We're saving some vertical space here by placing these next to each other. It also decreases the user's perception of "too many fields to fill out."
- 3 The user MUST check this box before the Sign Up Now button will take the user to the next screen. Otherwise an error message appears reminding the user to read the User Agreement.
- 4 As tempting as it is to automatically "opt-in" our customers, that is one of the ways that destroys trust. Leave this unchecked by default.
- 5 This side has been tweaked in appearance to look more like the revamped left side.



Hifi prototype in iRise done by me to communicate to stakeholders and development what needed to be built. (I was a design team of one.)

Vendio
Simply Powerful eCommerce

TRUSTe CERTIFIED PRIVACY **GeoTrust**

Vendio Account Setup

All fields are required unless otherwise noted.

Account Information

Username 1 At least 6 characters

Password At least 6 characters

Confirm Password

Security Question 2 Will be used to confirm your identity if you call us

What is the city of your birth?

Answer At least 4 characters

Contact Information

3 [edit](#)

Name
John Doe

Email
john@doe.com

Phone
555-555-1212

Opt In 4 You have my permission to share my name, email, and phone number with trusted Vendio partners.

Plan Information

You are signing up for the Silver Plan 5 [Choose a different plan](#)

\$299 billed monthly
 \$2,999 billed annually (get two months free, a savings of 16%)

Billing Information

Your credit card will be charged immediately upon completion.
30-day risk-free 100% money-back guarantee applies.

Payment Method 6 **PayPal**

Credit Card PayPal

Credit Card Number CVV Code ?

MM / YY ZIP / Postal Code

Expiration Date

Billing Address 7 (as it appears on your credit card statement)

Street Address 1

Street Address 2 (optional)

City State Country

Complete Registration ▶

- 1 Helpful microtext helps users avoid errors on submit.
- 2 Helpful microtext answers users question: "Why do you need this now?"
- 3 By turning the user's contact information into display text, it makes this form seem less formidable. Yet, if he made a mistake or entered wrong information on the previous screen, he still has an opportunity to edit it here.
- 4 As tempting as it is to automatically "opt-in" our customers, it destroys trust. Leave this unchecked by default.
- 5 The radio buttons here are based on the user's earlier choice that lead them into this regflow. This link generates a popup that allows them to change their mind about which plan to opt for without leaving this screen.
- 6 PayPal is an option that will take the user down a different payment path. That will be documented elsewhere.
- 7 Users don't like giving payment information up front for a "free" trial. By putting the billing address in



Hifi prototype in iRise done by me to communicate to stakeholders and development what needed to be built. (I was a design team of one.)

1 Here's what happens when the edit link is clicked on the previous page.



Vendio Account Setup

All fields are required unless otherwise noted.

Account Information

Username

At least 6 characters

Password

At least 6 characters

Confirm Password

Security Question

What is the city of your birth? Will be used to confirm your identity if you call us

Answer

At least 4 characters

Contact Information

Name

John Doe
First Last

Email

john@doe.com

Phone

555-555-1212

Opt In

You have my permission to share my name, email, and phone number with trusted Vendio partners.

Plan Information

You are signing up for the Silver Plan [Choose a different plan](#)

- \$299 billed monthly
- \$2,999 billed annually (get two months free, a savings of 16%)

Billing Information

Your credit card will be charged immediately upon completion. 30-day risk-free 100% money-back guarantee applies.

Payment Method

Credit Card OR PayPal

Credit Card Number CVV Code

MM / YY

Expiration Date ZIP / Postal Code

Billing Address (as it appears on your credit card statement)

Street Address 1

Street Address 2 (optional)

City State Country

Complete Registration ▶

1



Hifi prototype in iRise done by me to communicate to stakeholders and development what needed to be built. (I was a design team of one.)



Vendio Account Setup

All fields are required unless otherwise noted.

Account Information

Username
 At least 6 characters

Password
 At least 6 characters

Confirm Password

Security Question
What is the city of your birth? Will be used to confirm your identity if you call us.

Answer
 At least 4 characters

Contact Information

Name
First: John Last: Doe

Email
 john@doe.com

Phone
 555-555-1212

Opt In
 You have my permission to share my name, email, and phone number with trusted Vendio partners.

Plan Information

You are signing up for the Silver Plan [Choose a different plan](#)

- \$299 billed monthly
- \$2,999 billed annually (get two months free, a savings of 16%)

Billing Information

Your credit card will be charged immediately upon completion. 30-day risk-free 100% money-back guarantee applies.

Payment Method

- Credit Card
- PayPal**

Pay Now

1

Here's what happens when the PayPal radio button is selected on the previous page.

Case Study: LoFi to HiFi

AMAZON CATALOG MATCHING

Amazon Catalog Matching: AS IS



The screenshot shows the Vendio 'New Item' form. The main page has a navigation bar with 'My Vendio', 'Stores', 'Items', 'Images', 'Orders', 'Channels', 'Promotions', 'Customers', 'Analytics', and 'Sourcing'. Below this is a sub-navigation bar with 'My Items', 'Create Items', 'Profiles', 'eBay Templates', and 'Import Items'. The main content area is titled 'Items > New Item' and has a 'Product Information' dropdown menu. A 'Product Identifier' section contains an 'ISBN' dropdown, an empty text field, and a 'Catalog Match' button. A 'Marketplaces' section is partially visible. A 'Catalog Information' pop-up window is open, displaying instructions for associating items with marketplace catalogs. The pop-up window has a title bar 'Catalog Information - Internet Explorer, optimized for Bing and MSN' and a URL 'http://sell.vendio.com/items/preview/preview_catalog_info.jsp?flow=ITEM_CONDITIONS&catId=&identType=ISBN&identValue=&ebayMarketId='. The pop-up content includes the Vendio logo, a 'Help' link, and the following text: 'Catalog Information Associate your item to marketplace catalogs and use this data to simplify the listing process! Using the catalog searches offered by Amazon and eBay, you can: 1. Attach your item to the catalogs on eBay and Amazon to ensure buyers find your item. 2. Use this catalog information to prefill fields on the Create Item form. What fields will be prefilled?'. Below this are checkboxes for 'Main item information', 'eBay information', and 'Amazon information', all of which are checked. A 'Prefill the following sections when possible:' section has tabs for 'eBay' and 'Amazon'. The 'eBay' tab is active, showing an 'eBay Catalog Search' section with an 'eBay Category' label, a 'Select From:' dropdown menu (set to 'Previously Used Category'), a '-OR-' separator, a 'Category #' text field, another '-OR-' separator, a 'Browse for Category' link, and a 'Retrieve Attributes' button. The pop-up window has 'OK' and 'Cancel' buttons at the bottom. The background page shows a footer with 'Home', 'Pricing', 'User Agreement', 'Sitemap', and 'Copyright © 1998 - 2011 Vendio Services, Inc.'.

Sketch



Sketch by me to communicate to offshore developers what I had in mind to make catalog matching more intuitive and easier to use.

a PID for bulk searches
and bulk searches not all the time

Select the catalog(s) you want to search:

eBay Amazon Buy Half

Search Advanced Settings

Catalog			
eBay (27)		Select Show Details	Title
Amazon (2)			SKU
Buy (0)			UPC
Half (0)			Qty
			Price condition
			Item Specifics
			Color
			Zoom
			Brand
			Type
			Material
			Screen Size
			Save

Selection of item filters matching fields + brings item specifics

Details Pop up allows user to still enter data in fields

Fields shown are Lowest Common Denominator to Launch

I want to:
Search for a similar item
Narrow search by category
Add my item to the catalog

Goals: End of this process should be an item ready to launch/list

Wireframe



Lofi version of previous.

Catalog Match X

Item Title: Apple iPod mini 1st Generation
SKU: vendio - 92376548739

Enter a UPC, ISBN, or keyword(s)... [Settings](#)

Catalogs

eBay (27)	<p>No match? <input type="button" value="Add to eBay Catalog"/></p> <table><tr><td></td><td>Apple iPod 4 GB mini M9806LL/A (Green) OLD MODEL <input type="checkbox"/></td><td><input type="button" value="Select"/></td></tr><tr><td></td><td>New Apple Ipod Nano 5th Generation Carrying Case Fits Nano 4gb 8gb 16gb Carrying Case (Ipod Nano Not Included) (Many Color Available) (BabyPink Wallet) <input type="checkbox"/></td><td><input type="button" value="Select"/></td></tr><tr><td></td><td>Universal Apple iPod USB Charger Kit - USB Retractable Hotsync Cable - USB Ho... <input type="checkbox"/></td><td><input type="button" value="Select"/></td></tr></table>		Apple iPod 4 GB mini M9806LL/A (Green) OLD MODEL <input type="checkbox"/>	<input type="button" value="Select"/>		New Apple Ipod Nano 5th Generation Carrying Case Fits Nano 4gb 8gb 16gb Carrying Case (Ipod Nano Not Included) (Many Color Available) (BabyPink Wallet) <input type="checkbox"/>	<input type="button" value="Select"/>		Universal Apple iPod USB Charger Kit - USB Retractable Hotsync Cable - USB Ho... <input type="checkbox"/>	<input type="button" value="Select"/>
		Apple iPod 4 GB mini M9806LL/A (Green) OLD MODEL <input type="checkbox"/>	<input type="button" value="Select"/>							
		New Apple Ipod Nano 5th Generation Carrying Case Fits Nano 4gb 8gb 16gb Carrying Case (Ipod Nano Not Included) (Many Color Available) (BabyPink Wallet) <input type="checkbox"/>	<input type="button" value="Select"/>							
		Universal Apple iPod USB Charger Kit - USB Retractable Hotsync Cable - USB Ho... <input type="checkbox"/>	<input type="button" value="Select"/>							
Amazon (3)										
Buy (0)										
Half (0)										

Showing 1 - 25 of 296 Page of 12

Mock-up



Medium fidelity version of previous.

vendio Simply Powerful eCommerce

Welcome test_user | Sign Out | Help | Community

My Vendio | Stores | **Items** | Images | Orders | Channels | Promotions | Customers | Analytics | Sourcing

My Items | Create Items | Product Editor | My Catalogs | My Marketplace

Items > New Item

Product Information

Marketplaces

Store Info

eBay Info

Amazon Info

Catalog Match

Item Title: Apple iPod mini 1st Generation
SKU: vendio - 8376492378476

Apple iPod mini 1st Generation [Advanced](#) | [Settings](#)

Catalogs **No match?**

eBay (27)

Amazon (0)		Apple iPod mini 1st Generation Silver (4 GB) Features - Games Title - Apple iPod mini 1st Generation Silver (4 GB) Storage Capacity - 4 GB Min Price - 2000.0	<input type="button" value="Select"/> <input type="button" value="Find Similar"/>
Buy (0)		Apple iPod mini 2nd Generation Blue (6 GB) Features - Adjustable Playback Speed Title - Apple iPod mini 2nd Generation Blue (6 GB) Storage Capacity - 6 GB	<input type="button" value="Select"/> Show Details
Half (0)		Apple iPod photo classic 4th Generation (40 GB) Features - Games Title - Apple iPod photo classic 4th Generation Storage Capacity - 40 GB	<input type="button" value="Select"/> Show Details

Showing 1 - 25 of 296 | Page 1 of 12 |

[Cancel](#)

Functional Prototype in iRise



Hifi version done by me in iRise and used in usability testing with users. To get feedback.

My Items

* Required field to make item ready to publish on Amazon
Save buttons only update your items locally in the Vendio system.
Publish buttons queue your Amazon Ready items to publish/update your listing on Amazon in the next feed we send.

Items per page: 10

Your Item	Catalog Match Results from Amazon *	Amazon Price *	Amazon Qty *	Condition *	Condition Notes (optional)	Attributes (optional)	Amazon Status
Logitech M305 Wireless Mouse (Silver) SKU: Vendio-27834297360 Item Price: \$22.35	Match found by: Title Logitech M305 Wireless Mouse (Silver) ASIN: B002Y6CJJ8 Logitech M305 Wireless Mouse (Silver) ASIN: B002Y6CJJ8 Logitech M305 Wireless Mouse (Silver) ASIN: B002Y6CJJ8 <input checked="" type="radio"/> Assign to Miscellaneous Amazon category ? <input type="radio"/> Do nothing	\$ 22.35 inherited from your item price	102 shared qty	New default	New in box, slight wear on corners	Add Attributes	Not Ready Save Only Save & Publish
Logitech M305 Wireless Mouse (Black) SKU: Vendio-27834297362 Item Price: \$24.95	Match found by: Title Logitech M305 Wireless Mouse (Black) ASIN: B003HC2FHE Logitech M305 Wireless Mouse (Black) ASIN: B003HC2FHE Logitech M305 Wireless Mouse (Black) ASIN: B003HC2FHE <input checked="" type="radio"/> Assign to Miscellaneous Amazon category ? <input type="radio"/> Do nothing	\$ 24.95 inherited from your item price	2 shared qty	New default	New in box, slight wear on corners	Add Attributes	Not Ready Save Only Save & Publish
Logitech Wireless Mouse M305 (Fleur) SKU: Vendio-	Match found by: Title Logitech Wireless Mouse M305 (Fleur) ASIN: B00314FF21 Logitech Wireless Mouse M305 (Fleur)	\$ 29.99 inherited from your item price	20 shared qty	New default	New in box, slight wear on corners	Add Attributes	Not Ready Save Only Save & Publish

Displaying 1 - 10 of 100

Save All Publish Amazon Ready Items from this list Page 1 of 4

Released Product



We elected to use the out-of-the-box design offered by ExtJS. It was close to the existing product look & feel and this allowed us to put more effort into functionality.

Items > Amazon Match & Publish

* Required field to make item ready to publish on Amazon.
 Save buttons only update your items locally in the Vendio system.
 Publish buttons queue your Amazon Ready items to publish/update your listing on Amazon in the next feed we send.

Your Item	Catalog Match Results from Amazon *	Amazon Price *	Amazon Qty *	Condition *	Condition Notes (optional)	Attributes (optional)	Amazon Readiness
		<input type="text" value=""/> copy down	<input type="text" value=""/> copy down	<input type="text" value=""/> copy down	<input type="text" value=""/> copy down		
 Super Hi-Polymer Eraser, Non-Abrasive, Medium, Wh PENZEH10 SKU: VEN_AMZ_SKU_79613 Item price: \$1.09 Available quantity: 10	Match(es) found by ASIN <input checked="" type="radio"/> Pentel Super Hi-Polymer Eraser, Large, Nonabrasive, White (PENZEH10) ASIN: B0006HXSBU <input type="radio"/> No match	1.09 <small>inherited from your Amazon item price</small>	10 <small>Shared quantity</small>	New <small>inherited from your item</small>		Add attributes	Ready to Publish <input type="button" value="Save Only"/> <input type="button" value="Save & Publish"/>
 BASIC Southpole Junior's Basic Pique Polo Black X-Large SKU: Vendio - 1294766449033_2 Item price: \$0.99 Available quantity: 108	Match(es) found by ASIN <input checked="" type="radio"/> BASIC Southpole Junior's Basic Pique Polo Black X-Large ASIN: B003JBIT6Y <input type="radio"/> No match	0.99 <small>inherited from your Amazon item price</small>	108 <small>Shared quantity</small>	New <small>inherited from your item</small>		Add attributes	Not Ready <input type="button" value="Save Only"/> <input type="button" value="Save & Publish"/>
 Iwako Japanese Eraser / Ice Cream 7Pcs SKU: VEN_AMZ_SKU_82334 Item price: \$1.09 Available quantity: 8	Match(es) found by ASIN <input checked="" type="radio"/> Iwako Japanese Eraser / Ice Cream 7Pcs, Colors May Vary ASIN: B001CLDOZ4 <input type="radio"/> No match	0.97 <small>inherited from your Amazon item price</small>	8 <small>Shared quantity</small>	New <small>inherited from your item</small>		Add attributes	Ready to Publish <input type="button" value="Save Only"/> <input type="button" value="Save & Publish"/>
 Dock Connector to USB 2.0 Cable for iPod and iPhone (White) SKU: II-TKU9-V3T4 Item price: \$1.09 Available quantity: 5	Match(es) found by ASIN <input checked="" type="radio"/> Dock Connector to USB 2.0 Cable for iPod and iPhone (White) ASIN: B0007RV3IE <input type="radio"/> No match	1.09 <small>inherited from your Amazon item price</small>	5 <small>Shared quantity</small>	Refurbished <small>inherited from your item</small>		Add attributes	Ready to Publish <input type="button" value="Save Only"/> <input type="button" value="Save & Publish"/>
	Match(es) found by ASIN	1.09	8	New	new	Add attributes	Ready to Publish

Case Study

**VENDIO
INVENTORY**

Project Overview: 3 Legacy Systems



ándale

Stock Summary customize ?

View [Learn More](#) add or manage folders

Filter: All | Available | Live | Out of Stock | Not Live Or Sched.

Search for: in Stock Name in All Folders

2 Stock Items [Learn More](#)

SKU	Stock Name	Folder	In Stock	Avail.	Live	Sched.	Avg. Cost	Ads	Action
<input type="checkbox"/> 200000000040	Andale: Rolling Stones Classic Hits CD	Unfiled Inventory	1	0	0	1	£10.00	Rolling Stones Classic Hits CD	Edit Ad New Ad
<input type="checkbox"/> 200000000060	Andale: Rolling Stones Concert Tour DVD	Unfiled Inventory	10	10	0	0	£11.98	Rolling Stones Concert Tour DV	Edit Ad New Ad

Sales Manager Inventory Edition

Create Inventory Items

Inventory: All Folders

Welcome to Sales Manager Inventory Edition!

Help topics: (choose a topic)

Watch an [Audio Visual Walkthrough of SME](#)

All inventory items in the current folder are shown below. Use the green buttons to create new inventory items or to manage existing ones. For a view of your Active/Pending/Closed listings, click on the "Listings" section of the left-hand navigation.

[eBay Item Condition](#) [click here to edit your items.](#)

All Folders: Showing 1 to 10 of 10

Thumbnail	Name/SKU/Notes/Market	Complete	Quantities	Prices	Vendio Store						
			Available	On Market	To Ship	Start Bid	Buy	Reserve	Cost	Store	
<input type="checkbox"/>	Books Collection J.R. Bean & Associates Lucy Maloney SKU: 2002002556 Notes: none eBay eBay Motors	<input type="checkbox"/>	1	0	0	\$0.99	none	none	none	\$24.95	Collectibles
<input type="checkbox"/>	albums 2004 Musical Phrases Plush Mascot SKU: 202008302 Notes: none eBay eBay Motors	<input type="checkbox"/>	1	0	0	\$0.99	none	none	none	\$24.95	Collectibles
<input type="checkbox"/>	Arthur Court Stated Set - HBH NR SKU: 200204295 Notes: none eBay eBay Motors	<input type="checkbox"/>	0	0	0	\$0.99	none	none	none	\$94.99	Housewares
<input type="checkbox"/>	Mirasa Parsian In Bowl - HBH NR SKU: 200204560 Notes: none eBay eBay Motors	<input type="checkbox"/>	1	0	0	\$0.99	none	none	none	\$34.99	Housewares
<input type="checkbox"/>	Macin the Marlan & K-i Glass Cruet Set HBH NR SKU: 2008 Notes: none	<input type="checkbox"/>	0	0	0	\$0.99	none	none	none	\$44.99	Collectibles

Plus a 3rd version for desktop not shown here

Vendio Simply Powerful eCommerce

Welcome [angy_brooks](#) | [Sign Out](#) | [Help](#) | [Community](#)

My Vendio [Stores](#) [Items](#) [Images](#) [Orders](#) [Channels](#) [Promotions](#) [Customers](#) [Analytics](#)

My Account [Preferences](#)

My Vendio

Listings

Active Listings Showing most recent 10 listings. [See All](#)

Listing Title	Listing ID	Marketplace/Type	Price	Qty	Bids	Views	Time Left
<input type="checkbox"/> Umbra Fish/Hotel Aquarium	Vendio - 1336154996100	amazon / FBM	\$0.99	10	-	-	-
<input type="checkbox"/> Hanes Men's 6 pack full cushion ankle sock, White, 6-12	Vendio - 1330563673246	amazon / FBM	\$0.99	111	-	-	-
<input type="checkbox"/> 15" Standard Wooden Chess Set	Vendio - 1295562027730	amazon / FBM	\$0.99	9	-	-	-
<input type="checkbox"/> allMK	Vendio - 1328627596989	amazon / FBM	\$0.99	111	-	-	-
<input type="checkbox"/> Royal 30 European Wood International Chess Set	Vendio - 1291075755582	amazon / FBM	\$0.99	111	-	-	-
<input type="checkbox"/> Corolle Mon Premier Tidoo 12" Baby Doll (Tidoo Suce Pouce In PJs)	Vendio - 1295861340660	amazon / FBM	\$0.99	111	-	-	-
<input type="checkbox"/> The Settlers of Catan 5 and 6 Player Extension	3423546767344	amazon / FBM	\$0.99	111	-	-	-
<input type="checkbox"/> Penelope Mack Girls 2-6x Flocked Satin Puffer Coat With Hat, Pink, 6x	Vendio - 1330563808643	amazon / FBM	\$0.99	111	-	-	-
<input type="checkbox"/> No Stress Chess	Vendio - 1293050268955	amazon / FBM	\$0.99	111	-	-	-

Account setup

Set up your sales channels

- [eBay setup](#)
- [Amazon setup](#)
- [Vendio Store setup](#)

Import your inventory listings

- [From eBay](#)
- [From Amazon](#)

Frequent Actions

-
-
-
-
- [Help and Documentation](#)

The Ask

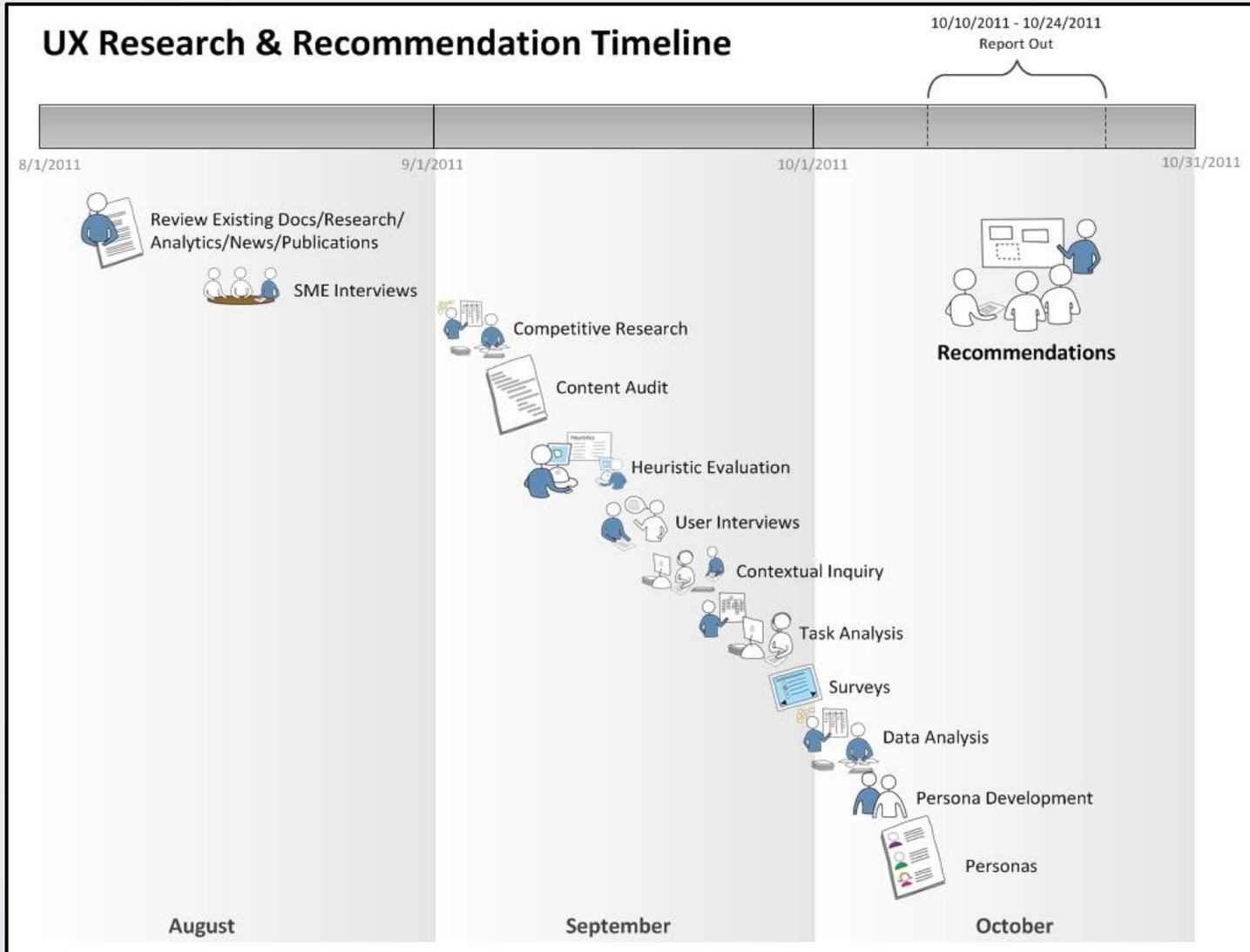
We need you to make the new Vendio platform functional enough that all our users on our legacy systems will migrate to it so we can stop supporting the legacy systems.

How fast can you do that?

My Proposal



My work (Visio).



My Process



My work (Excel).

A complete content inventory and analysis of all systems to understand what functionality was available.

Page ID	L1	L2	L3	L4	M1	M2	P1	URL	Content Type	Template	Owner
6.4		Auto-Reviser (Revise: View Rules)						http://apps.vendio.com/my/revise/view_rules.html	datagrid		Adi
6.4.1		Reviser Strategy Guide						http://www.vendio.com/gettingstarted/vendioreviser.pdf	pdf		Crystal
6.4.2		Edit Auto-Revise Rule						http://apps.vendio.com/my/revise/edit_revision_rule.html	form		Adi
6.4.2.1		Preview Revisions						http://apps.vendio.com/my/revise/preview.html	html		Adi
6.5		Gallery Settings						http://apps.vendio.com/my/gallery/preferences.html	form		Rodney
6.5.1		Demo Gallery Landing Page						http://imagehost.vendio.com/my/gallery/demo_eybay_listing.html	html		Rodney
7		Promotions (Manage Coupons)						http://sell.vendio.com/coupons/manage_coupons.jsp	data		
7.1		Create New Coupon						http://sell.vendio.com/coupons/coupons.jsp	form		
7.1.1		Coupon Details (Edit)						http://sell.vendio.com/coupons/coupons_modify.jsp	form		
7.2		Paid Web Search						http://apps.vendio.com/paid_web_search.html	html		
8		Customers (Contact Management)						http://sell.vendio.com/cus/cus_manager.jsp	data		
8.1		Customer Manager: Add Customer						http://sell.vendio.com/cus/cus_add_customer.jsp	form		
8.2		Create New List						http://sell.vendio.com/cus/cus_add_list.jsp	form		
8.3		Manage Lists						http://sell.vendio.com/cus/cus_manage_list.jsp	form		
8.4		Customer Manager: Action Confirm Screen						http://sell.vendio.com/cus/cus_confirm.jsp	html		
8.5		Contact Management: Compose Email						http://sell.vendio.com/manageCustomers	form		
8.6		Buyer Appreciation Service						http://apps.vendio.com/my/bas/	data		
8.6.1		BAS: Customize Messages						http://apps.vendio.com/my/bas/edit_messages.html	form		
8.6.2		BAS: Mailing List						http://apps.vendio.com/my/bas/mailling_list.html	data		
8.6.3		Preferences: Buyer Appreciation						not a page, but should be	form		
9		Analytics						http://researchapp.vendio.com/research/res_quickstart.jsp	html		
9.1		Reports						http://reportsapp.vendio.com/lotusreports/summary_rep.jsp	char		
9.1.1		Cost Assumptions						http://reportsapp.vendio.com/lotusreports/cost_assumptions.jsp	form		
9.1.2		Manual Adjustments						http://reportsapp.vendio.com/lotusreports/manual_assumptions	form		
9.2		Counters						http://showcount.vendio.com/cgi-bin/mycounters.cgi	form		
9.2.1		Counter Settings						http://showcount.vendio.com/cgi-bin/auto-attach-settings.cgi?si	form		

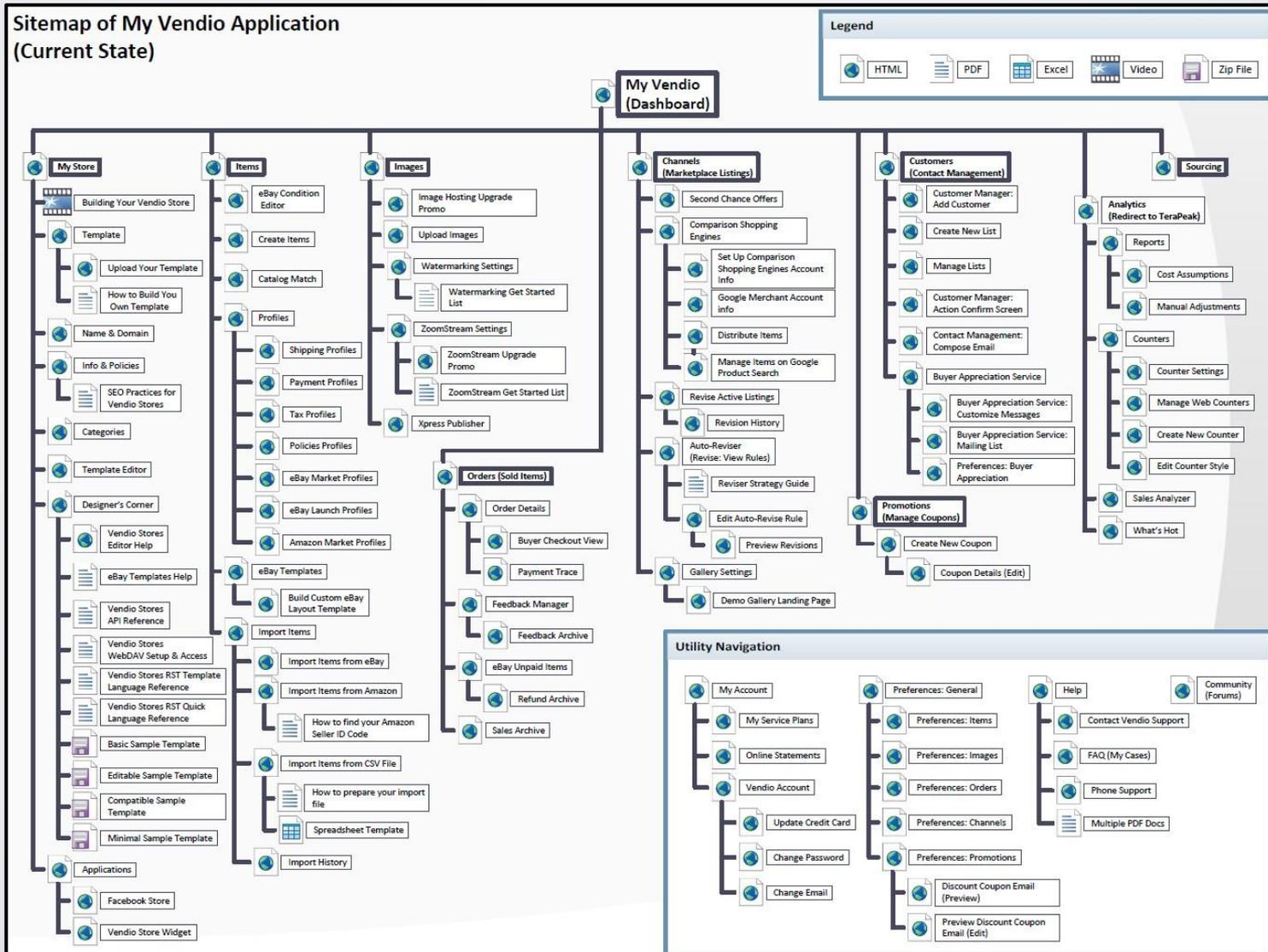
Page ID	L1	L2	L3	L4	M1	M2	P1	URL	Inventory	Content Type
0 (initial)		Join Confirmation Page						https://secure.vendio.com/ecommerce/confirm/basic		
1		My Vendio						http://apps.vendio.com/my/vendio/		dashboard
		Get Started with Vendio								
		PDF: Review Preferences and Profiles						http://apps.vendio.com/gettingstarted/ReviewPreference		pdf
		PDF: Set Up Your Store						http://apps.vendio.com/gettingstarted/SetUpYourStore.pdf		pdf
		PDF: Build Your Inventory						http://apps.vendio.com/gettingstarted/BuildYourInventory		pdf
		PDF: Getting Started with Bundles						http://apps.vendio.com/gettingstarted/GettingStartedWith		pdf
		PDF: Bundles - Beyond the Basics						http://apps.vendio.com/gettingstarted/BundlesBeyondThe		pdf
		PDF: CSV Import and Update Manual						http://apps.vendio.com/education/CSVImportandUpdateM		pdf
		Getting Started Video						http://apps.vendio.com/my/vendio/gs_widget.html#		video
		Welcome to Vendio								
		My Dashboard--Selling View								
		My Dashboard--Sold View								
		My Store								
		Announcements								
		Update: eBay Checkout Redirect No						http://apps.vendio.com/my/vendio/#		
		Join us Friday for our FREE Getting						http://apps.vendio.com/my/vendio/#		
		Notes								
		Alerts--Open View								
		Alerts--Deleted Items View								
1.1		My Account						https://apps.vendio.com/my/acct/index.html		html
1.1.1		My Service Plans						https://apps.vendio.com/my/acct/pmt_plan.html		html
		Request Support						http://apps.vendio.com/help/emailus.html		
		Current Service Plans						https://secure.vendio.com/my/acct/pmt_plan.html?_justcontent=1		
		Vendio Stores								
		Image Hosting Choices						https://secure.vendio.com/my/acct/pmt_plan.html?select_ih=1&_justcontent=1		

Site Map: AS IS



My work (Visio) to understand and communicate current state.

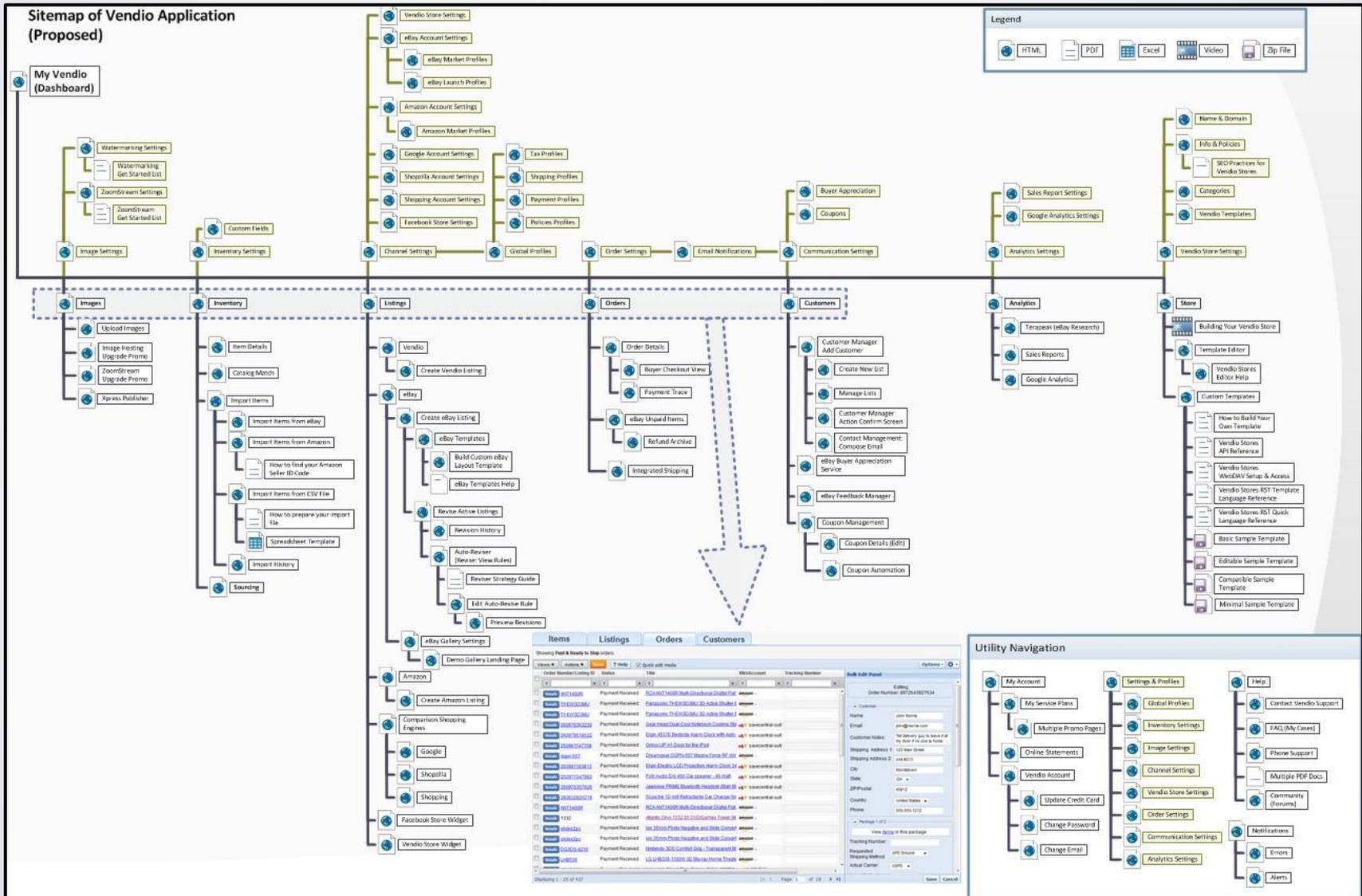
Sitemap of My Vendio Application
(Current State)



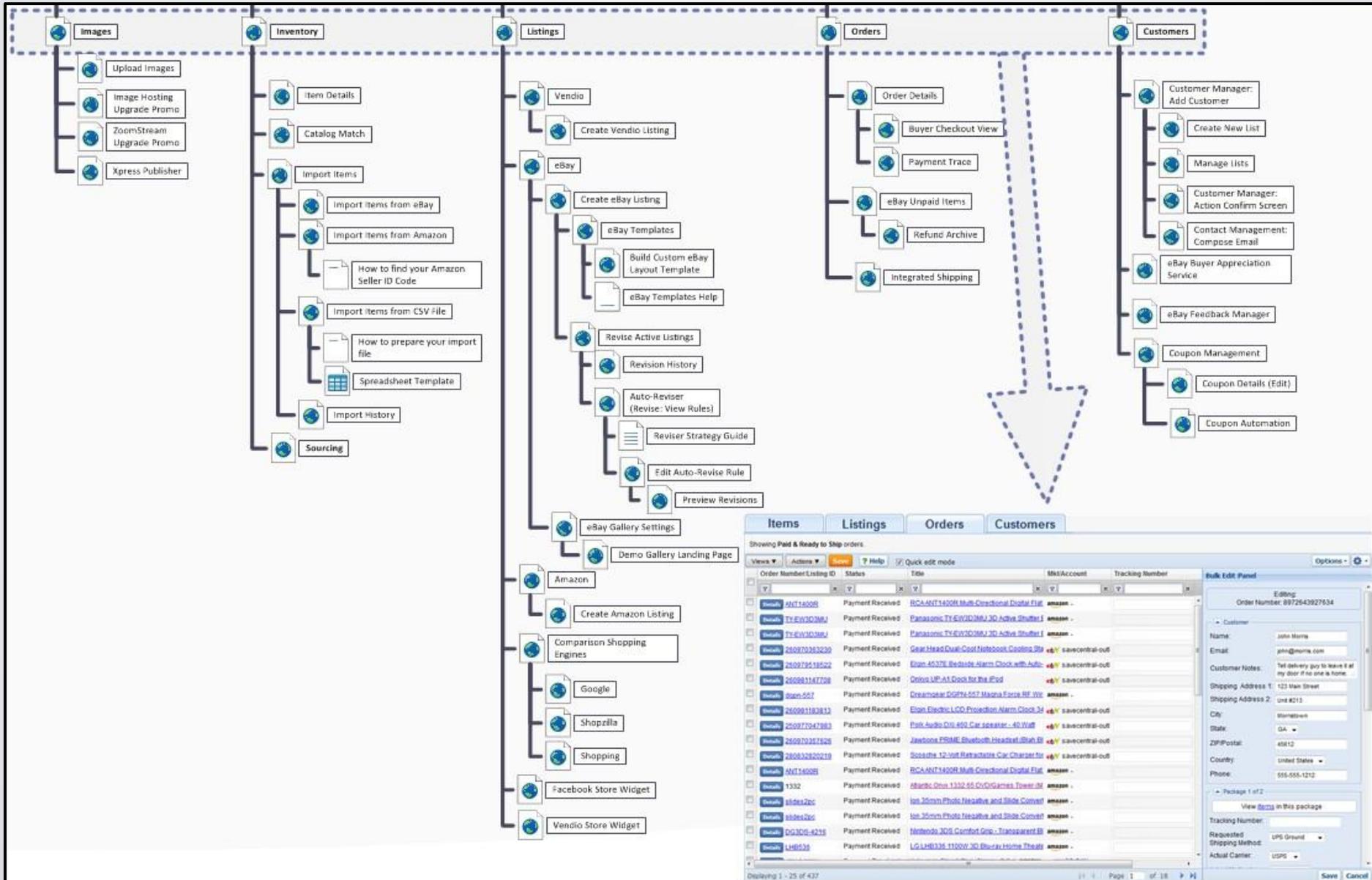
Site Map: TO BE



My work (Visio) to understand and communicate my vision for the future state.



Site Map: TO BE (up close)



Expert Usability Heuristic Review



My work to understand and communicate current state and to plan the roadmap for improvements.

Workflow & Layout

Does a process follow a logical flow? Can users understand where to go or what to do next?

▶ Issues:

- ▶ It is not clear to the user that if they want to match multiple marketplace catalogs, they need to use the marketplace catalog match interface.
- ▶ It is not clear from the interface how to perform a catalog search.

▶ Recommendation:

- ▶ Consider ways to make it easier for the user to understand the need to be performed and how to perform it.

▶ Measurement:

- ▶ Increased eBay and Amazon sales.

Labels & Terminology

Do labels make sense? Speak the users' language? Are they descriptive? Consistent?

▶ Issues:

- ▶ Listings are sometimes called ads.
- ▶ Channels are sometimes called marketplaces.
- ▶ Vendio store is sometimes called a store, sometimes not.

▶ Recommendations:

- ▶ Use a card sort to determine what labels make sense to users.
- ▶ Relabel and reorganize accordingly.

▶ Measurements:

- ▶ Higher conversion rates from marketplace catalogs.
- ▶ Increases in gross product sales.

Site Structure / Information Architecture

Is information logically grouped? Can I browse for and find what I'm looking for?

▶ Issues:

- ▶ Site structure does not support users' mental model of an inventory management tool.
- ▶ Content and functionality are not grouped logically and are difficult to find.

▶ Recommendations:

- ▶ Reorganize site to better support users' mental model of an inventory management tool.
- ▶ Organize and group content and functionality to make sense to the user and support their mental model.

▶ Measurements:

- ▶ Higher conversion rates from marketplace catalogs.
- ▶ Increases in gross product sales.

Visual Design

Does the visual design help organize the page for the user and guide them through the site?

▶ Issues:

- ▶ It is not clear what action is necessary to begin the eBay catalog search.
- ▶ After indicating a category, it is not clear what action is required next.
- ▶ After selecting a matching product, it is not clear what action is required next.

▶ Recommendation:

- ▶ Use some sort of visual treatment to clearly guide the user through this multi-step process.

▶ Measurement:

- ▶ Increased eBay and Amazon sales.

Data Collected for Personas



Data collected by me through interviews and analytics to inform persona development.

Large MC Seller User Profile

- This is a business and they have employees
- But no program
- Their online busi expertise (hardw sell multiples
- They use FBA for quantities for
- Only limit is their than they already
- User expressed t channel; Amazon

Larger MC Seller User Profile

- This user is making their living selling online and has several e
- He lists on eBay (their favored char (but not through
- The only thing kee successful is TIME any harder than t
- They are not inter marketplaces or C have any more tir

Seller Central User Profile

- Overall, the Amazon Pro Merchant user profile skews work-from-ho



Source: <http://www.alexa.com/sitein>

Recommendations for this persona

- Support FBA
- Support barcode scanning
- Remove all barriers to Amazon listing
- Address concerns about importing Amazon listings
- Address concerns about syncing Amazon listings
- Ensure payment data is accurate and timely

BEFORE: Vendio Inventory



Folders

- All Items
 - Unfiled
 - Amazon-Imported

Filters: All | Store Visible | Not Store Visible | On eBay | eBay Ready | eBay Not Ready | On Amazon | Amazon Ready

Actions: New... | Edit | Send to... | Find & Replace | Restock | Copy | Move | Delete

Showing 1 - 5 of 302 | Page 1 of 61

Thumbnail	Title	SKU	Available Qty	On Market Qty	To Ship Qty	Stores Price
	Logitech Wireless Mouse M305 (Black)	XL-TOKZ-7C0M	122	0	0	500.00
	BIC Mechanical Pencil with Colorful Barrels, Fine Point (0.5 mm), 24 Pencils	X3-UGBH-HCIZ	1	0	0	96.00
	Var2imp (Blue)	W4-LUZ7-17LG	2	0	0	2.00
	Raymond Geddes Spring Blossoms Pencil, 144 per Display (67212)	VEN_AMZ_SKU_9480	1	0	0	25.99
	Paper Mate Mirado Classic Cedar Pencils, 6 #2 Pre-Sharpended Pencils(5860)	VEN_AMZ_SKU_8898	1	0	0	25.99

Actions: New... | Edit | Send to... | Find & Replace | Restock | Copy | Move | Delete

Showing 1 - 5 of 302 | Page 1 of 61

AFTER: Vendio Inventory



Information architecture by me, but otherwise out-of-the-box design offered by ExtJS.

My Items

Showing All items.

Folders
 Views
 Actions
 Save
 ? Help
 Quick edit mode
 Options

<input type="checkbox"/>	Item	SKU	UPC	Total Qty	Avail. Qty	eBay Qty	Amz FBM Qty	Amz FBA Qty	To Ship Qty	My Store Price	eBay
<input type="checkbox"/>	BASIC Southpole Junior's Basic Pique Polo,Black,X-Large	Vendio - 1294766449033_2	884888810308	111	108	0	108	0	3	\$33,333.00	
<input type="checkbox"/>	Dock Connector to USB 2.0 Cable for iPod and iPhone (White)	II-TKU9-V3T4	000002001852	9	5	0	5	0	4	\$33,333.00	
<input type="checkbox"/>	BIC Mechanical Pencil with Colorful Barrels, Fine Point (0.5 mm), 24 Pencils	750831424	070330417557	9	8	0	119	0	1	\$33,333.00	
<input type="checkbox"/>	Iwako Japanese Eraser / Ice Cream 7Pcs.	VEN_AMZ_SKU_82334		9	8	0	8	0	1	\$33,333.00	
<input type="checkbox"/>	Buff the Vampire Slayer, Season 1 DVD set	Vendio - 1339622283248		9	6	0	0	0	3	\$30.65	
<input type="checkbox"/>	Melissa & Doug Felt Chalk Eraser	VEN_AMZ_SKU_82330	000772141017	9	9	0	9	0	0	\$33,333.00	
<input type="checkbox"/>	Stanford Rubber Art Eraser	VEN_AMZ_SKU_8332	070530705302	9	9	0	9	0	0	\$33,333.00	
<input type="checkbox"/>	Fiskars 9424 Garden Bucket Caddy	VEN_AMZ_SKU_80328	046561194246	9	9	0	9	0	0	\$33,333.00	
<input type="checkbox"/>	Diesel Men's Run-Away Lace Up,White/Mojave Desert,10 M US	Vendio - 1299062509507_2		9	8	0	8	0	1	\$33,333.00	
<input type="checkbox"/>	Southpole Men's Plaid Logo Tee, White, Large	Vendio - 1293063978685	884889046638	9	9	0	9	0	0	\$33,333.00	

Displaying 1 - 25 of 388 Page 1 of 16

AFTER: Bulk Edit Panel



Same as previous, but with bulk editor revealed.

My Items
Showing All items.

Folders Views Actions Save ? Help Quick edit mode Options

<input checked="" type="checkbox"/>	Item	SKU	UPC	Total Qty	Avail. Qty	eBay Qty	Amz FBM Qty
<input checked="" type="checkbox"/>	BASIC Southpole Junior's Basic Pique Polo,Black,X-Large	Vendio - 1294766449033_2	884888810308	111	108	0	
<input checked="" type="checkbox"/>	Dock Connector to USB 2.0 Cable for iPod and iPhone (White)	II-TKU9-V3T4	000002001852	9	5	0	
<input checked="" type="checkbox"/>	BIC Mechanical Pencil with Colorful Barrels, Fine Point (0.5 mm), 24 Pencils	750831424	070330417557	9	8	0	
<input checked="" type="checkbox"/>	Iwako Japanese Eraser / Ice Cream 7Pcs.	VEN_AMZ_SKU_82334		9	8	0	
<input checked="" type="checkbox"/>	Buffy the Vampire Slayer, Season 1 DVD set	Vendio - 1339622283248		9	6	0	
<input checked="" type="checkbox"/>	Melissa & Doug Felt Chalk Eraser	VEN_AMZ_SKU_82330	000772141017	9	9	0	
<input checked="" type="checkbox"/>	Stanford Rubber Art Eraser	VEN_AMZ_SKU_8332	070530705302	9	9	0	
<input checked="" type="checkbox"/>	Fiskars 9424 Garden Bucket Caddy	VEN_AMZ_SKU_80328	046561194246	9	9	0	
<input checked="" type="checkbox"/>	Diesel Men's Run-Away Lace Up,White/Mojave Desert,10 M US	Vendio - 1299062509507_2		9	8	0	
<input checked="" type="checkbox"/>	Southpole Men's Plaid Logo Tee, White, Large	Vendio - 1293063978685	884889046638	9	9	0	

Displaying 1 - 25 of 388 Page 1 of 16

Bulk Edit Panel
Editing 25 items.

Inventory
Total Qty: Multiple values

Prices
Base: Multiple values
Vendio Store: Multiple values
Store Sale: Multiple values
Sale Start: Multiple values
Sale End: Multiple values
eBay Starting Bid: Multiple values
eBay BIN/FP: Multiple values
eBay Reserve: Multiple values
Amazon: Multiple values

Shipping, Payment & Tax
Shipping Profile: Multiple values
Payment Profile: Multiple values
Tax Profile: Multiple values

Save Cancel

Moderated Usability Study



Usability study designed and run by me on previous design. This is the deck of the results.

Most Significant Findings

• Positive Findings

- Speed and responsiveness
- Everything is on one page
- Filter fields were intuitive for performing searches
- Actions and alternative views were easily discovered

When attempting to launch to eBay, users failed to select items first. But message indicated that selected items had been launched. User wasn't sure if she had succeeded or not.

Many users expressed their lack of confidence in their success at launching to eBay because of the lack of feedback after the action.

Opacity after "to eBay" think require process

Executive Summary

- **Scope of test:**
The following features of the new bulk editor were within scope for this usability test:
 - Editing a filtered set of items using the bulk edit form
 - Editing items using inline edit features
 - Creating a new item
 - Launching a filtered set of items to eBay
- **Target audience:**
Users from all flavors of Vendio applications.
- **Purpose of test:**
Determine design direction for future development (formative).
- **Usability goals:**
 - Determine if the new bulk editor supports the users' goals of maintaining their inventory accurately, easily, and quickly.
 - Determine if the new bulk editor is easy to learn and use by our users.
- **Primary business goals:**
 - Provide expected item edit functionality to migrating legacy users, especially Vendio Desktop users, so as to minimize customer objections and account loss.
 - Improve users' ability to find and edit their items in bulk without making mistakes.
 - Decrease the time users spend managing their inventory.
- **Secondary business goals:**
 - Improve the My Items usability by simplifying its visual appearance (eliminate the tabs and the buttons).
 - Test the concept of editable data tables. (If it works, we may want to extend it across the site, allowing faster data edits.)

Results



Created an inventory system that was more powerful and usable than what was in the legacy systems.

Users were begged, cajoled, and persuaded to migrate to the new system.

After a certain date, we announced we would no longer support the legacy systems and that users MUST migrate or would be turned off.

At the end, about 80% migrated, 10% stayed on the old systems (which remain running, but are now unsupported), and 10% left us for various competitors.

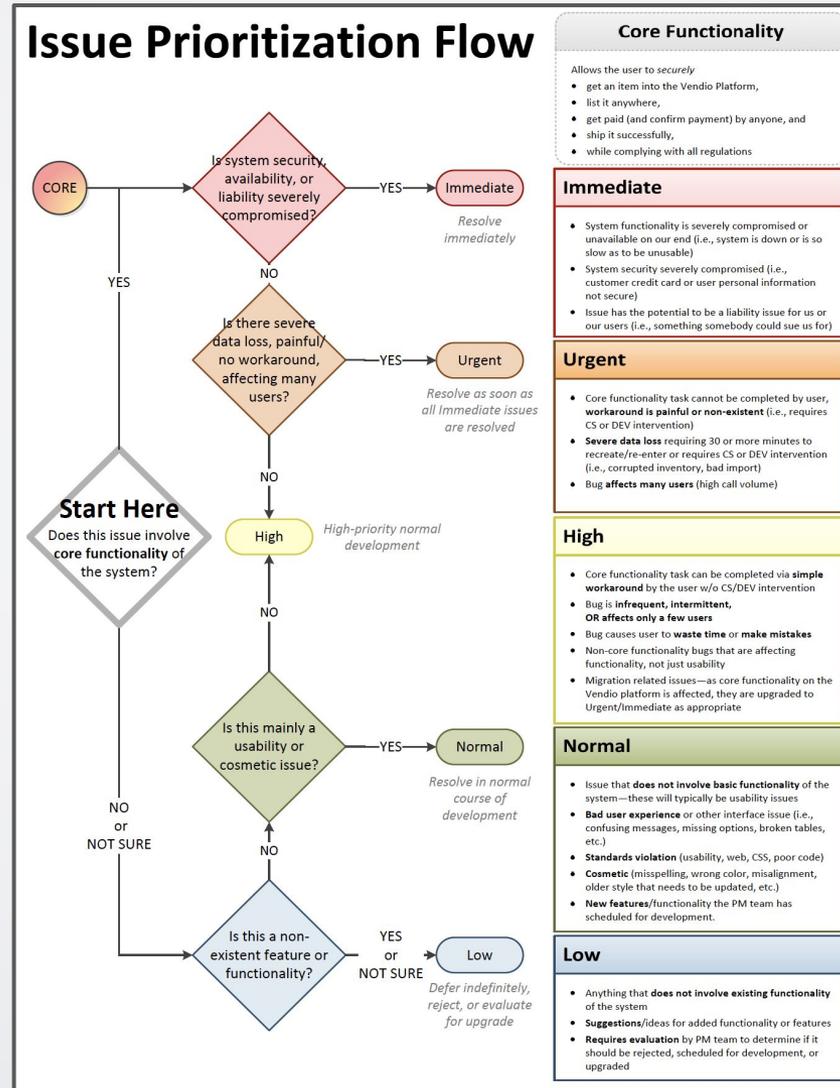
At the time I left, Vendio was a single platform and all engineering resources could finally be dedicated toward making it more functional and usable, rather than spending time maintaining and fixing bugs on multiple legacy systems .

URL: http://sell.vendio.com/items/my_items.jsp

Helping C.S. Reps Rate Bug Severity



Everyone was frustrated that dev would prioritize bugs based on who was available to work on them or what was easiest to do. I worked closely with the product manager and customer service representatives to design this flowchart so that we could begin prioritizing bugs based on the impact of the bug on our users.



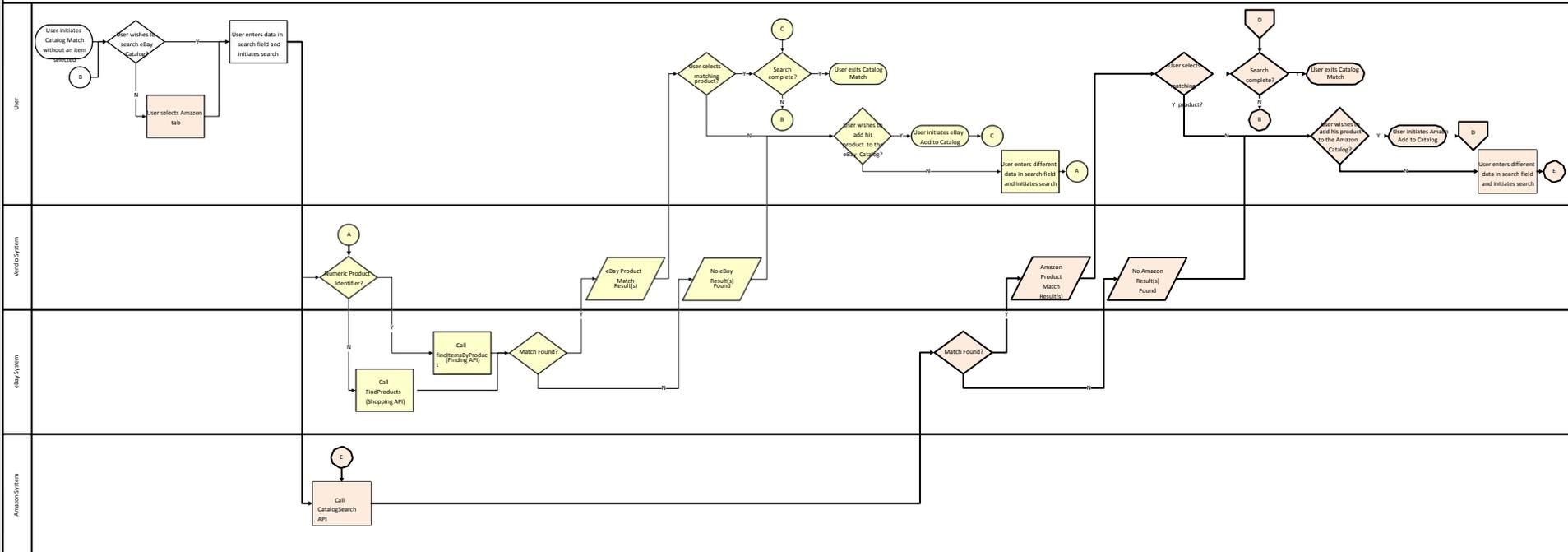
Swimlane Task Flow



Analysis and graphic by me so that team could visualize all the parts of the system that would be affected by our work on the catalog matching functionality.

Manual Catalog Match

Phase 1



Heuristic Evaluation



My work.

Usability Evaluation: Candidate Qualification System Support	
Usability Evaluation: Candidate Qualification System Support	
Overview	
Purpose	The purpose of this document is to provide usability and design recommendations for the Candidate Qualification System Support (CQSS) tool.
Background	<p>CQSS is a third-party vendor tool that will be used for testing the technical skills of job candidates.</p> <p>This will be a pilot for one job family but if the pilot is successful, HR will likely add additional job families to this model over time.</p> <p>The current "look and feel" of the pilot is based on IDG's recommendation that the pilot be allowed to go forward with very limited branding (i.e., with just Wachovia's logo and color). This recommendation was based on our understanding that CQSS would launch from an email and not have a link to it from a Wachovia-branded site (such as Wachovia.com's Careers page).</p> <p>Once out of the pilot phase, future branding decisions will need to be made and implemented.</p>
Date of evaluation	02/20/08–02/22/08
Severity definitions	<ul style="list-style-type: none">• CRITICAL – stopped all users from completing task, with no work-around; imperative to fix before release• MAJOR – did not hinder most users from completing the task, but caused a significant increase in errors, time, and/or difficulty; high priority to be fix before release• MODERATE – did not hinder any users from completing the task, but caused an increase in errors, time, and/or difficulty; medium priority to be fix before release• MINOR – caused some irritation or momentary confusion; can be thought of as an enhancement; fix if possible before release
Heuristics	Please see the appendix for information about the heuristics used in this evaluation.
02/22/2008	Page 1 of 23

Expert Usability Review



My work.

Executive Summary

Sam's Club is launching a 2013 Online Customer Satisfaction campaign to improve the online customer experience for their website, samsclub.com. To prioritize work for this initiative, the stakeholders seek to fully understand the difficulties users face and what strategic changes they can make to improve member satisfaction.

Mach Consulting Group (MCG) has partnered with Sam's Club to identify the major difficulties online customers face, the business impact of such issues and key areas to improve in support of the following business goals:

- Provide a more intuitive user experience to decrease support calls and improve member satisfaction.
- Engage consumers to complete online transactions and increase sales through a streamlined workflow.

Main Issues to Be Addressed

Throughout the Samsclub.com site, most usability problems can be grouped into one or more of three main themes where key user flows fail or are impeded because of:

Theme	Examples
Complexity	There are a confounding number of choices, all clamoring equally for the users' attention.
Barriers	Depending on the page, it can take a full 4–6" of vertical screen real estate before a user finds a buy button. Checkout is overly demanding of user information and choices about shipping and membership signup.
Lack of Trust	Hiding prices, forcing users into a the more expensive Plus membership, requiring registration, and opt-in marketing all contribute to the user's lack of trust.

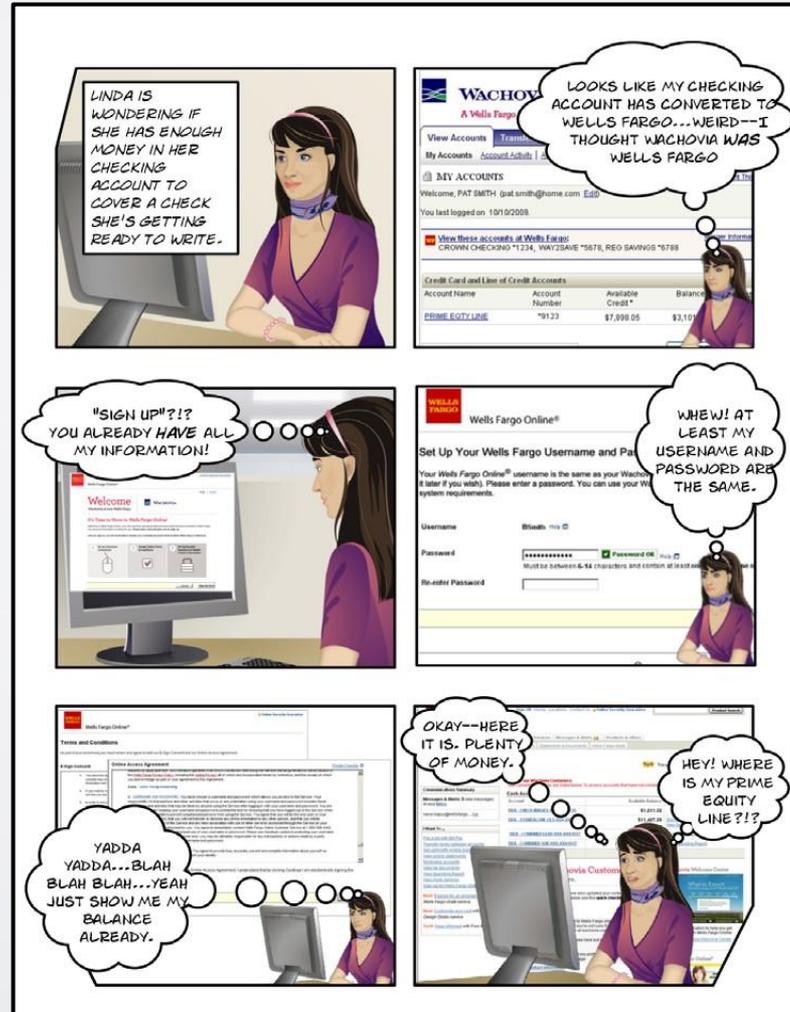
Recommendations for Key Areas of Improvement

Area	Recommendation
Information Architecture	Rearchitect categorizations and menus, reduce number of top-level links, possibly leveraging IA work already done in the mobile implementation.
Search	If no results are found, always offer alternatives, whether by spelling or similarity. Consider leveraging the work already done for Walmart new Search functionality.
Checkout	Ask non-members for only that information which is required for checkout. Reduce the number of steps and eliminate forced registration.
Membership Signup	Allow users to easily abandon the checkout flow to join the membership that best suits their needs. Resist pushing marketing opt-ins to this audience. Let them "get to know you" and develop a trusting relationship first.

Storyboard



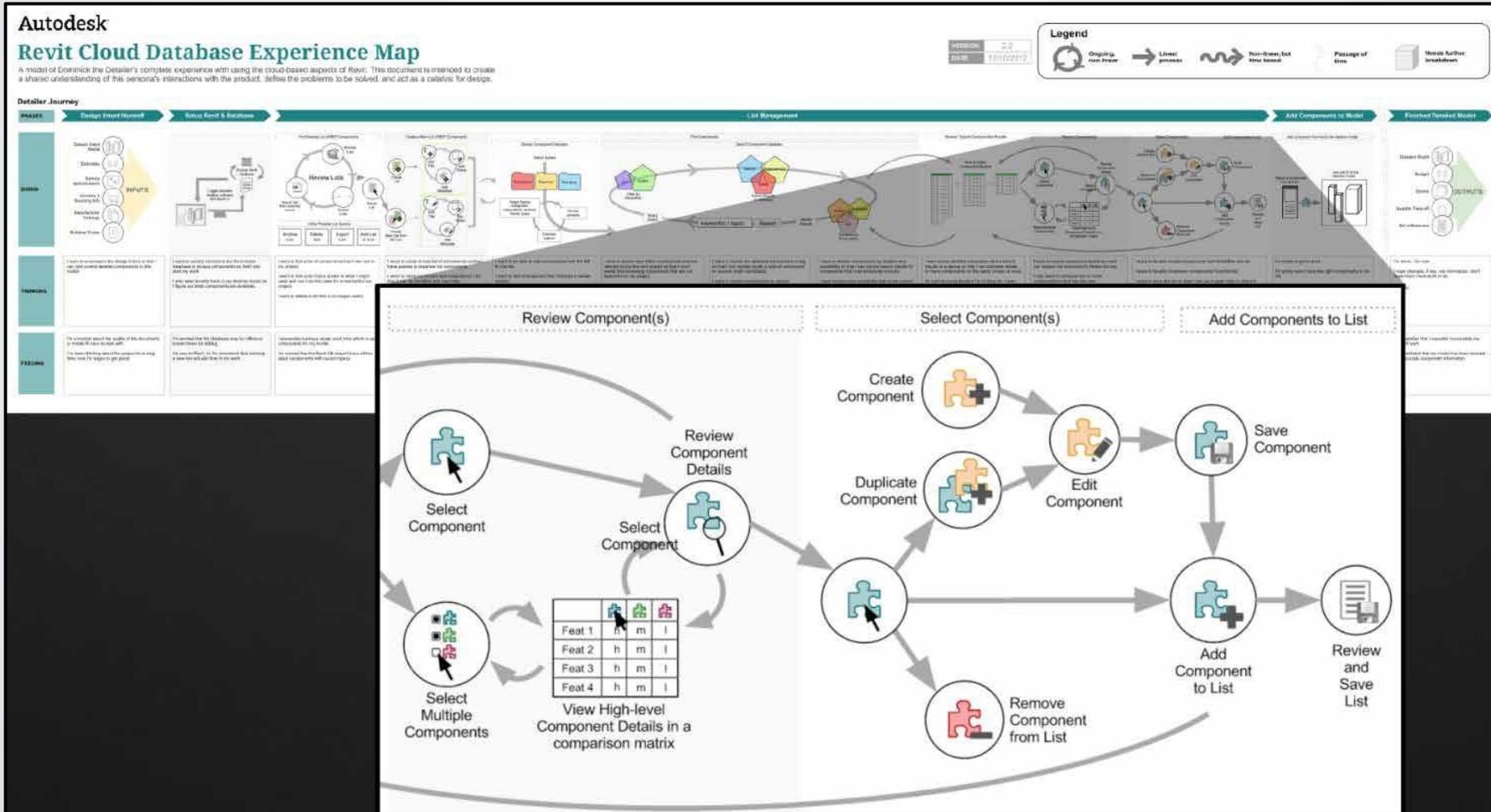
My work (Cartoon Life) to show stakeholders very quickly how users were responding in our user tests. Wells Fargo had bought Wachovia and the banks were merging functionality a piece at a time. User were confused and irritated that they had to sign up when (in their minds) we already had all their account information, there were too many screens between when they initially logged in and finally got to see the screen they had come here form and they were confused by the fact that some, but not all of their accounts had migrated. This storyboard communicated the findings in a powerful way.



User Experience Journey Map



The journey map contents were a design team effort, but the visual design and layout of the visualization here were done by me.



Thank you!



Angy Brooks
UX Product Design Lead &
User Researcher

Boca Raton, FL 33486
561-350-4932
angy@angy.com