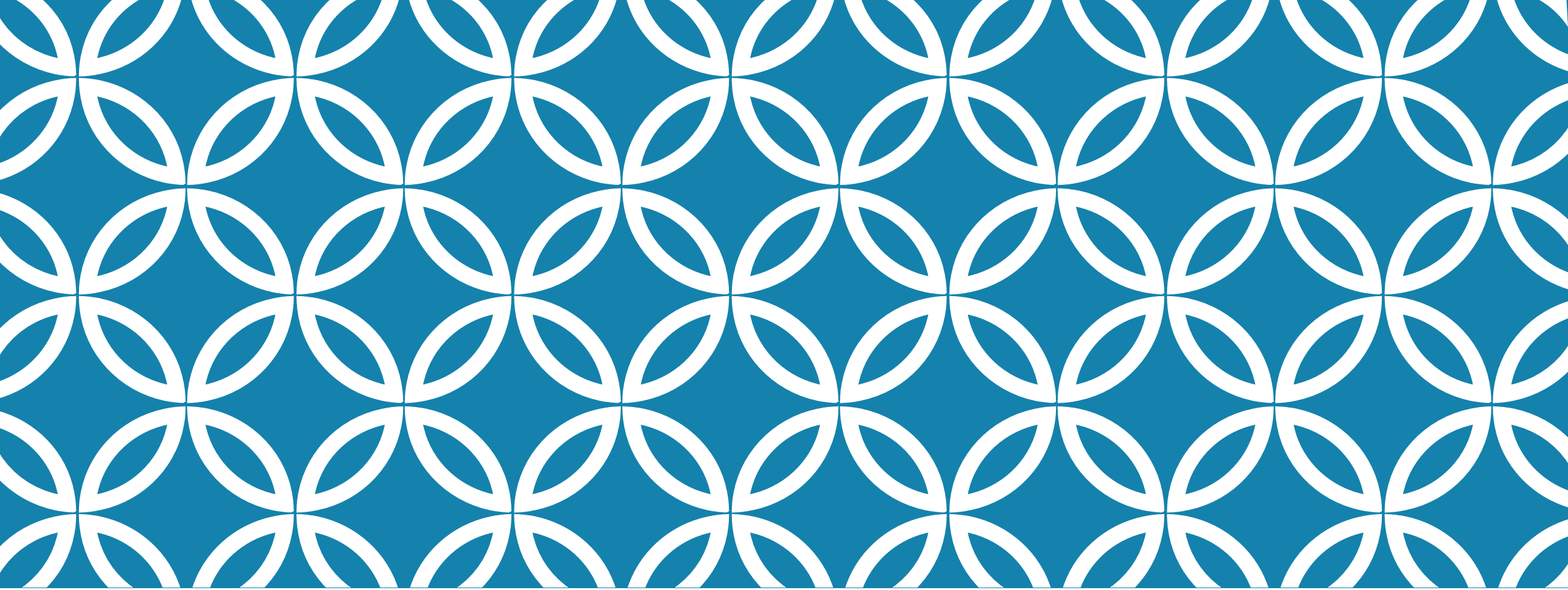


PORTFOLIO PRESENTATION

MERVIN FRANCIS JOHNSINGH

Hello,

My Name is Mervin Johnsingh

A LITTLE BIT ABOUT ME

WORK EXPERIENCE

5 Years

NUMBER OF CLIENTS

16

PROJECTS DELIVERED

25

ROLES PLAYED

UX Architect, Interaction Designer, Usability Analyst, Program Manager and Product Manager

SOME OF MY CLIENTS

PORTFOLIO AGENDA

1. Merrill Bridge Redesign project [UX Strategy, Design and Project Management)
2. Boeing ADAATS large screen display project [large screen displays]
3. Harman Executive Financial Dashboard [Data Visualization]
4. Windows 8 Healthcare demo app [Tablet design]
5. World Clinic Health Monitoring Mobile App Design [Mobile app design]
6. IACP Website Redesign [Responsive design and accessibility]

MERILL BRIDGE REDESIGN

MERRILL CORPORATION

MERRILL BRIDGE REDESIGN

PROJECT GOAL

To design and bring the Merrill flagship product 'Merrill Bridge' to the cloud using Microsoft Office 365 while establishing a new brand identity.

CHALLENGES

1. No product plan
2. No defined branding guidelines
3. Lack of user data
4. First UX person on the ground

PROJECT DURATION

Nine months for the first MVP1 release

PROJECT STATUS

The new Merrill Bridge Cloud application went live towards the end of Jan 2016

MERRILL CORPORATION

MERRILL BRIDGE REDESIGN \\ ACTIVITIES

- ✓ Domain Analysis
- ✓ Preliminary User Research
- ✓ Product Planning
- ✓ Wireframing & Prototyping
- ✓ Usability testing
- ✓ Preliminary Visual Research
- ✓ Product Branding Definition
- ✓ Visual Design (***in collaboration with*** *the offshore visual design team*)
- ✓ Overall UX Project Management

MERRILL CORPORATION

ACTIVITIES\\ DOMAIN ANALYSIS

Since I had no prior experience with SEC filings, my first step was to understand the domain before I started on the project.

To achieve this, I did a number of activities

1. Intensive two week study of the SEC filing domain to understand the terminologies, filing processes and flows

2. Extensive Interactions with the business consultants, customer care team and the product owners to understand the entire process flow

MERRILL CORPORATION

ACTIVITIES\\ PRELIMINARY USER RESEARCH

Post the domain analysis, I did some preliminary User research to better understand the needs of the users and their expectations from the product.

The activities undertaken were

- ✓ Six Stakeholder Interviews
- ✓ Four User Interviews
- ✓ Four Remote Contextual Inquiries with the Customer Care team

The output of the user research phase helped establish the users needs, their challenges and product expectations. Based upon the information gathered, we established six persona's of the different user groups we needed to target

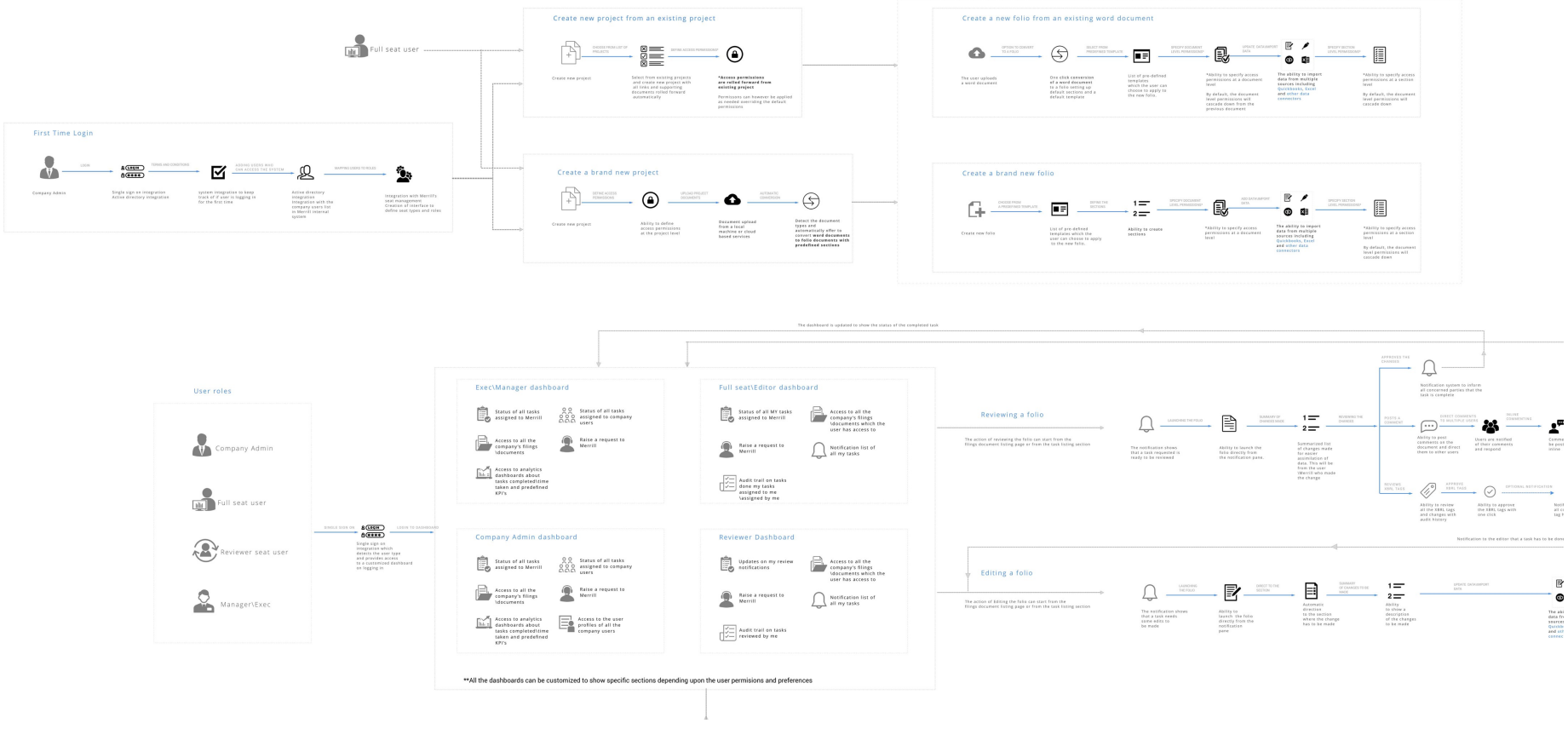
ACTIVITIES\\ PRODUCT PLANNING

Post the user research stage, I created a laundry list of desired features and worked with the Product owners, Project Manager and Technical architect to define the user stories and the Epics

MERRILL CORPORATION

ACTIVITIES\\ PRODUCT PLANNING

Once the all the product features had been established and prioritized, I created a complete user journey



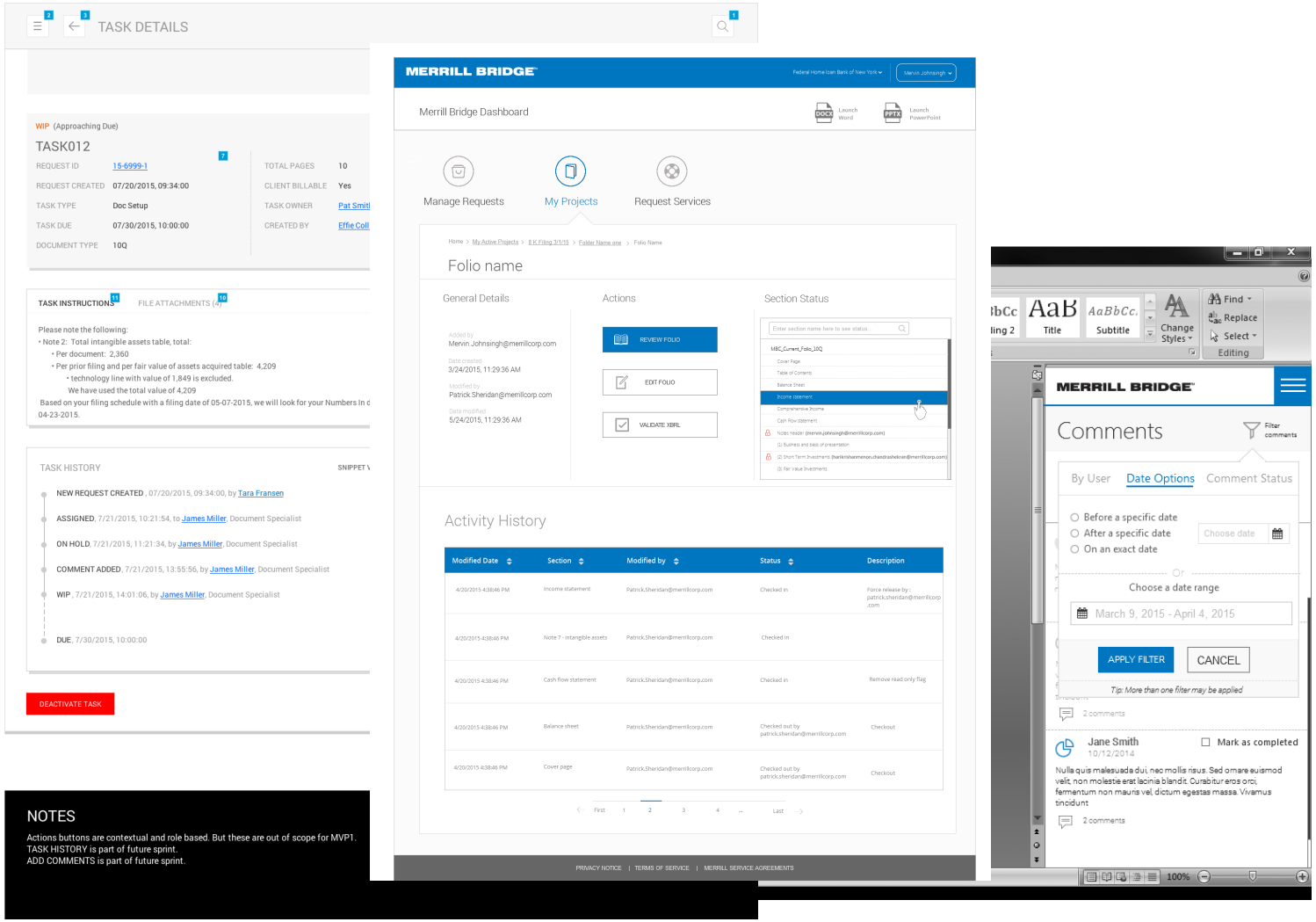
MERRILL CORPORATION

ACTIVITIES\\ WIREFRAMING & PROTOTYPING

Post the product planning stage, I started creating the wireframes for the different stories as per the prioritization.

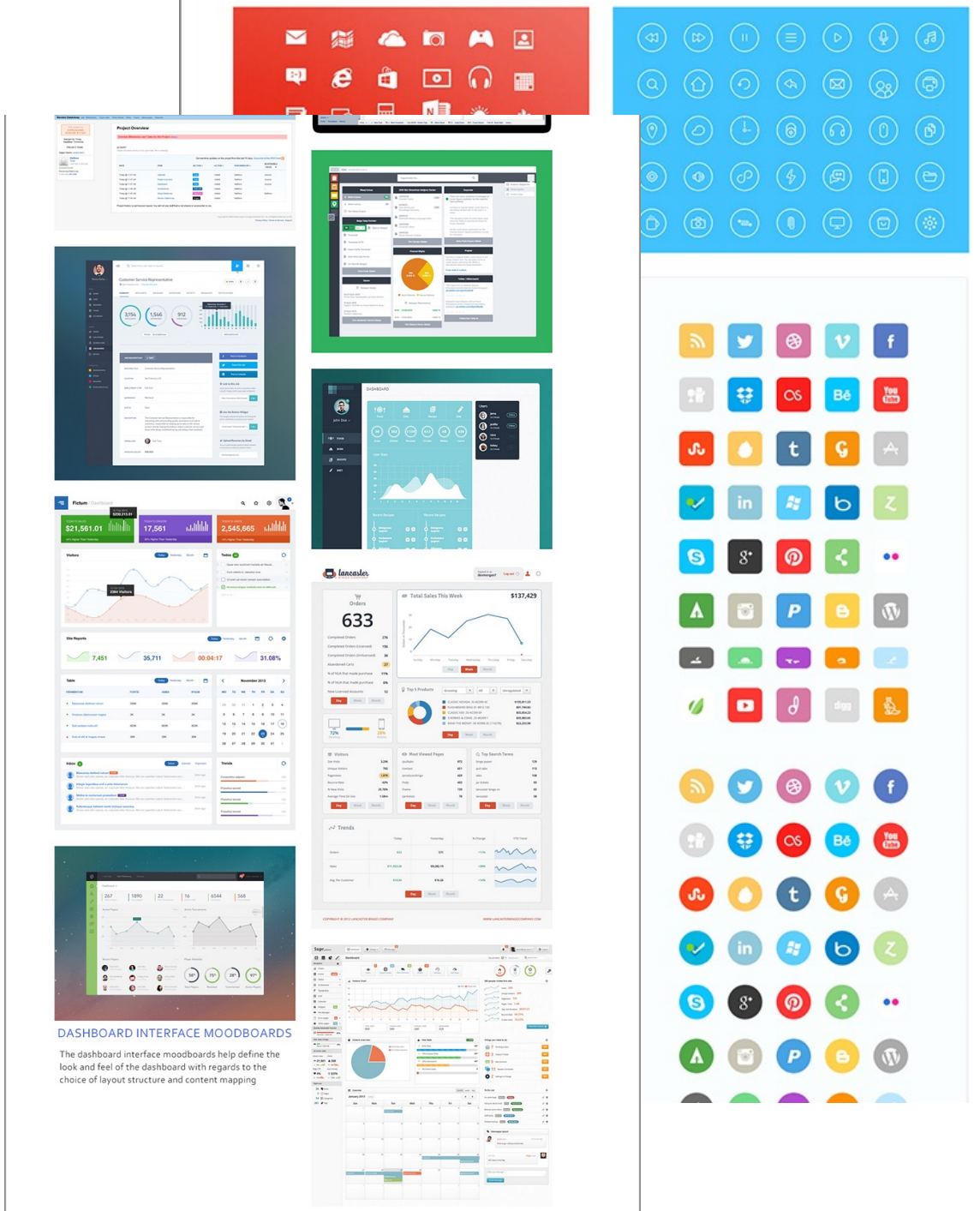
To evaluate user feedback, I created three different variations of wireframes of key pages to determine the optimal conversion flow

The wireframes also converted to interactive prototypes for usability testing.



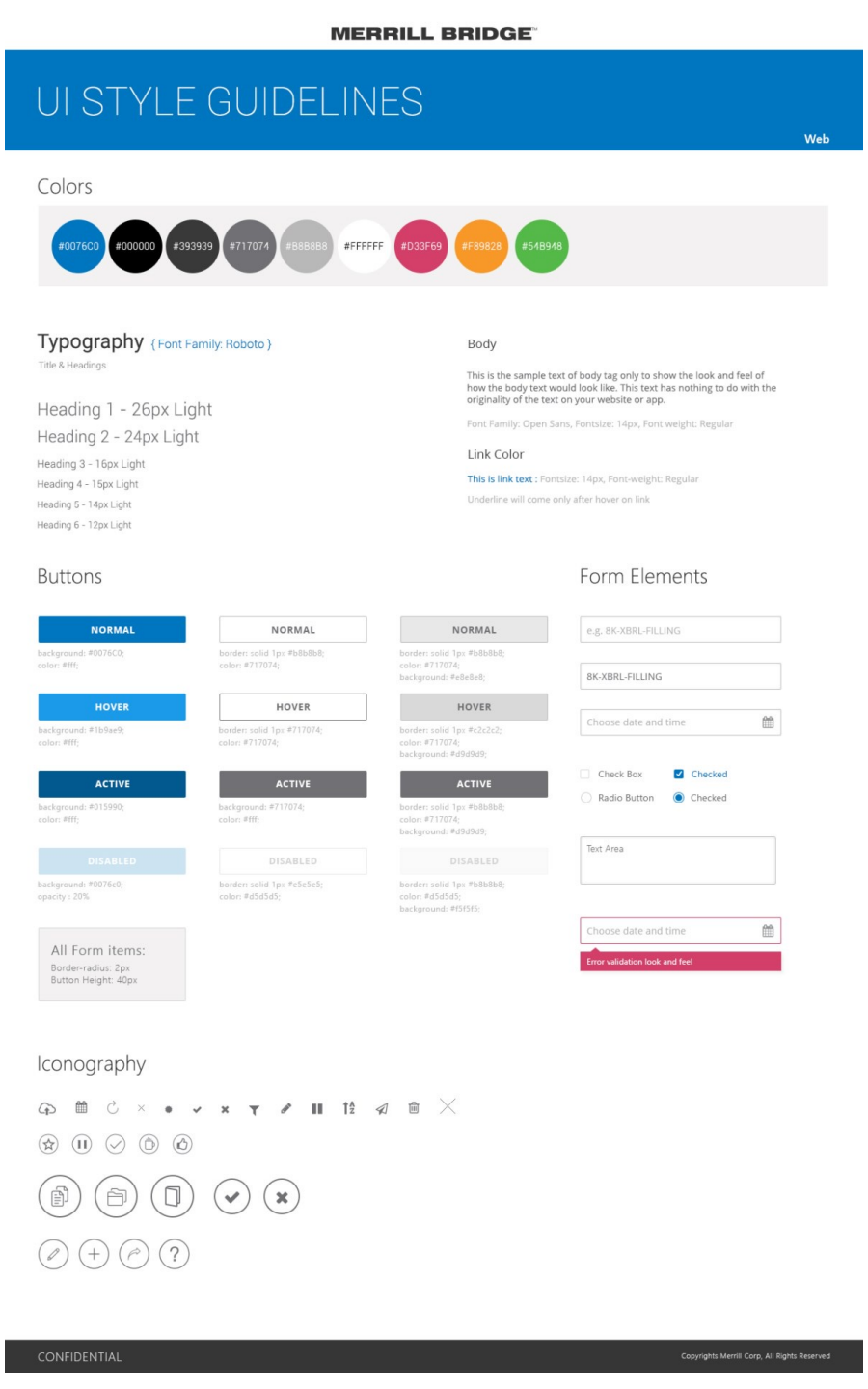
ACTIVITIES\\ VISUAL RESEARCH

Since Merrill had no defined web branding guidelines, I used moodboards to determine aspects such as look and feel, iconography and typography



ACTIVITIES\\ BRANDING DEFINITION

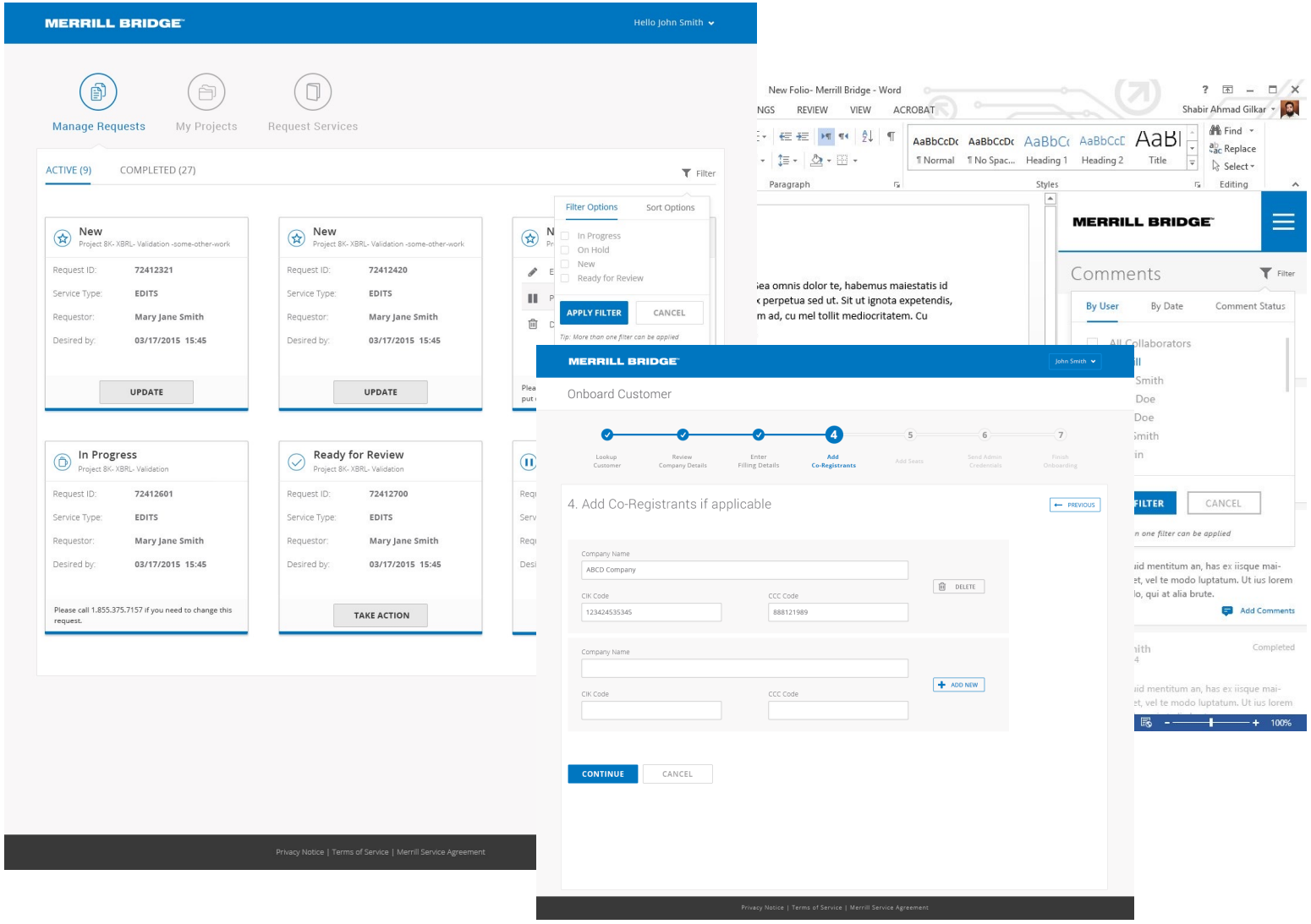
Based upon the defined **typography, color** focus**, common elements definition and Iconography from** the moodboards, I worked with the visual designer to create the **new branding guidelines for Merrill.**



MERRILL CORPORATION

ACTIVITIES\\ PRELIMINARY VISUAL DESIGN

Once the branding guidelines had been created, I worked with the offshore visual design team to create the visual designs



MERRILL CORPORATION

ACTIVITIES\\ OTHER RESPONSIBILITIES

While the previous slides showed my deliverables, I had other responsibilities including

- ✓ Building the UX team from a strength of ONE to its total strength of 14 people
- ✓ Co-ordination with the offshore UI development team for the creation of the templates from the visual designs.
- ✓ Running A\B tests using Google website optimizer to determine optimal conversion metrics using the created UI pages
- ✓ Offshore\Onsite Co-ordination with the Business Analysts and Technical architects for day to project delivery clarifications
- ✓ Overall project management for the entire UX team
- ✓ Growing the UX and project Business

BOEING EDC DIGITAL INSTALLATION

BOEING EDC DIGITAL INSTALLATION

PROJECT GOAL

To design multiple large screen interactive displays to welcome CXOs to the Everett Delivery center with specific screens being responsive.

CHALLENGES

1. **Completely Offshore team**
2. **No access to the physical location**
3. **No access to potential users**
4. **No defined branding guidelines**

PROJECT DURATION

One year for multiple phases of the project

PROJECT STATUS

The application was **deployed** on **Boeing's internal network in Dec 2013 and** is currently in use

BOEING EDC DIGITAL INSTALLATION \\ ACTIVITIES

- ✓ Secondary Research
- ✓ Ideation and wireframing
- ✓ Visual Design (*in collaboration with a visual designer*)
- ✓ Program Management
- ✓ Project Management

ACTIVITIES\\ SECONDARY RESEARCH

Since we had no access to the potential users of the system as well as the physical location where the screens were going to be located, we had to rely on secondary research to define our design inputs and content focus for the screens.

The secondary research methods used were

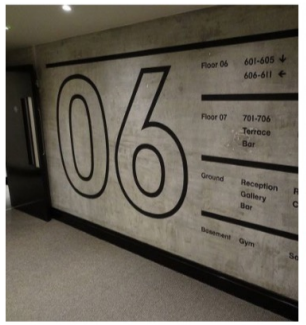
- ✓ Public Signage Moodboards
- ✓ Visual Research for Desktop and Mobile

ACTIVITIES\\ PUBLIC SIGNAGE MOODBOARDS

This moodboard was created to ensure we captured the emotions associated with the aeronautical industry along with the **typographical and display trends**

PUBLIC SIGNAGE

It is important to consider the general aestietic and signage trends of the aeronautical space so that our design solution is not too severe of a departure. Design inspiration can be found at the Boeing space and other public transit spaces.

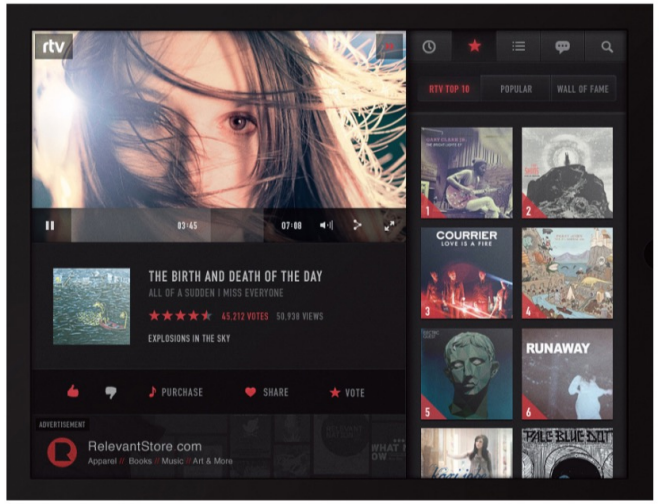


ACTIVITIES\\ VISUAL RESEARCH STAGE

In the Visual research stage I created moodboards to look at **different UI patterns for large screen displays along with color schemes used**

VISUAL RESEARCH

1



2

3

4

The UX team studied digital signage and dashboards that demonstrate clear hierarchy and pacing, helping to guide the user through the experience.

1. Image and multimedia driven dashboard with intuitive iconography with a simple, yet bold, color pallete. Offers information at a distance and detailed content up close.

2. Illustrates dynamic and interactive signage withinin a transit environment. Large, simplified text and iconography captures attention quickly and promotes interactivity.

3. Blurred overlays paired with minimalistic iconography and typography aligns with modern design trends.

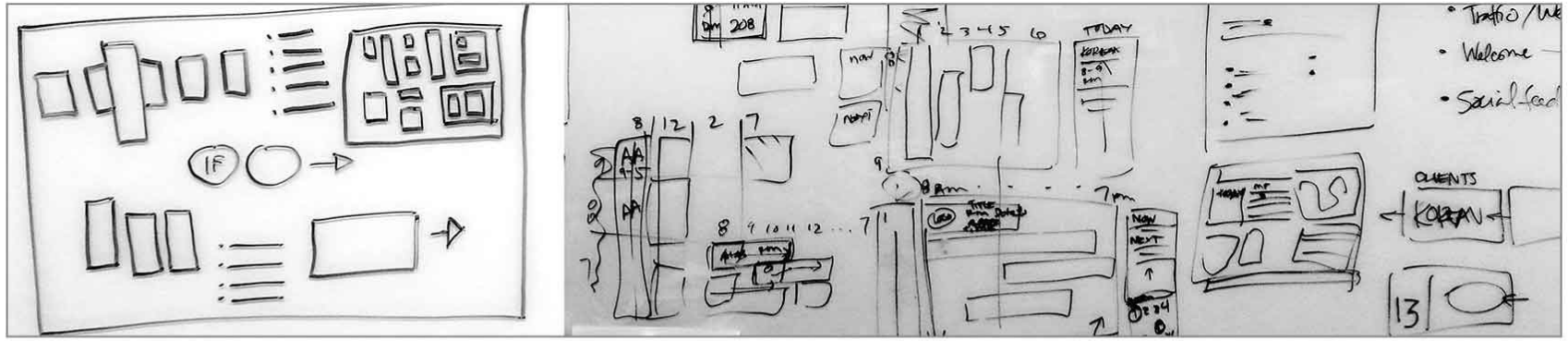
4. The Windows 8 tiled interface lends to clean organization for a wide range of content. Icons are paired with type to aide in faster comprehension.

ACTIVITIES\\ SKETCHING & WIREFRAMING

The analysis of the secondary research stage **in** conjunction with the **inputs from the** Boeing stakeholders **gave us valuable insights into the look and structure of the screens**

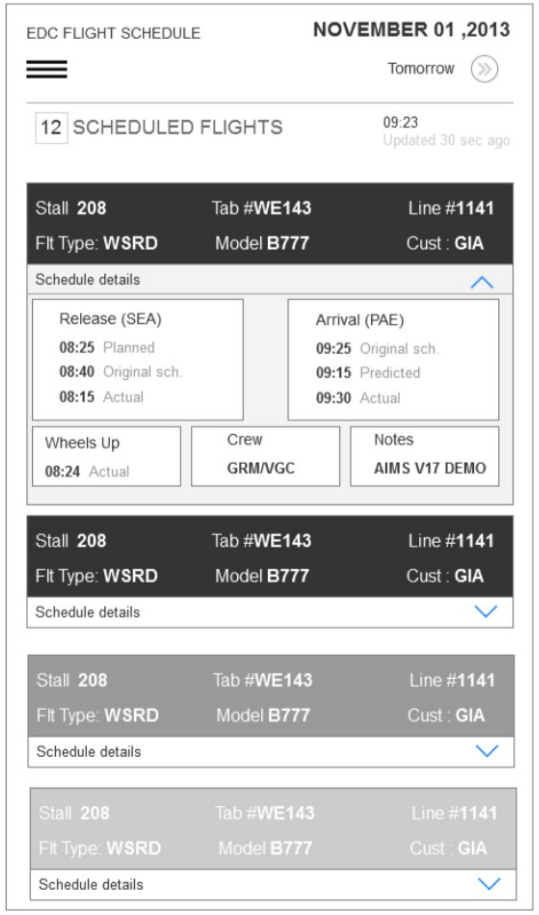
.

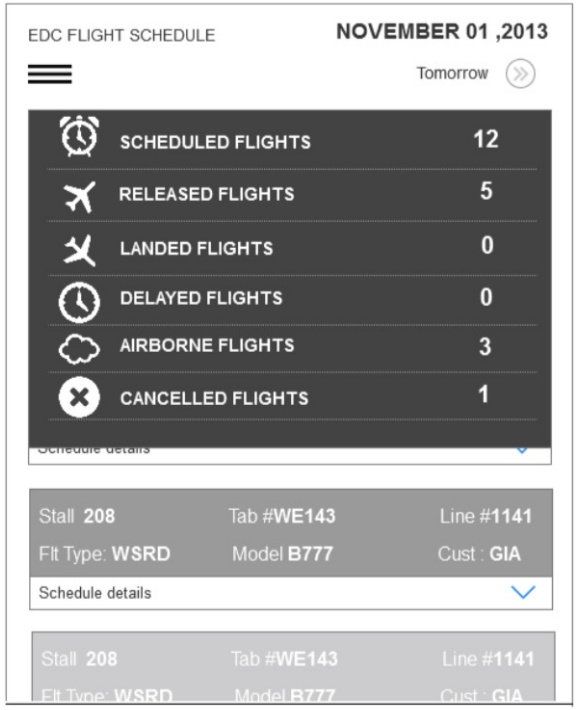
I then **sketched and mocked up a number of low fidelity wireframes to define the layout.**



ACTIVITIES\\ SKETCHING & WIREFRAMING

Since specific screens were required to be responsive across specific Blackberry resolutions, I created wireframes for those particular form factors as well.



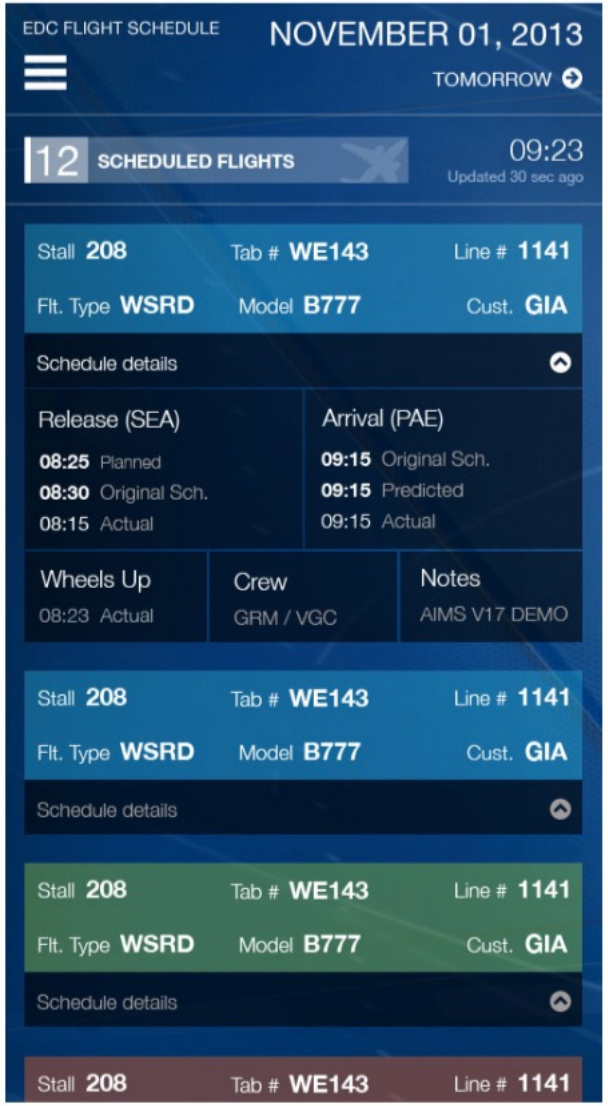


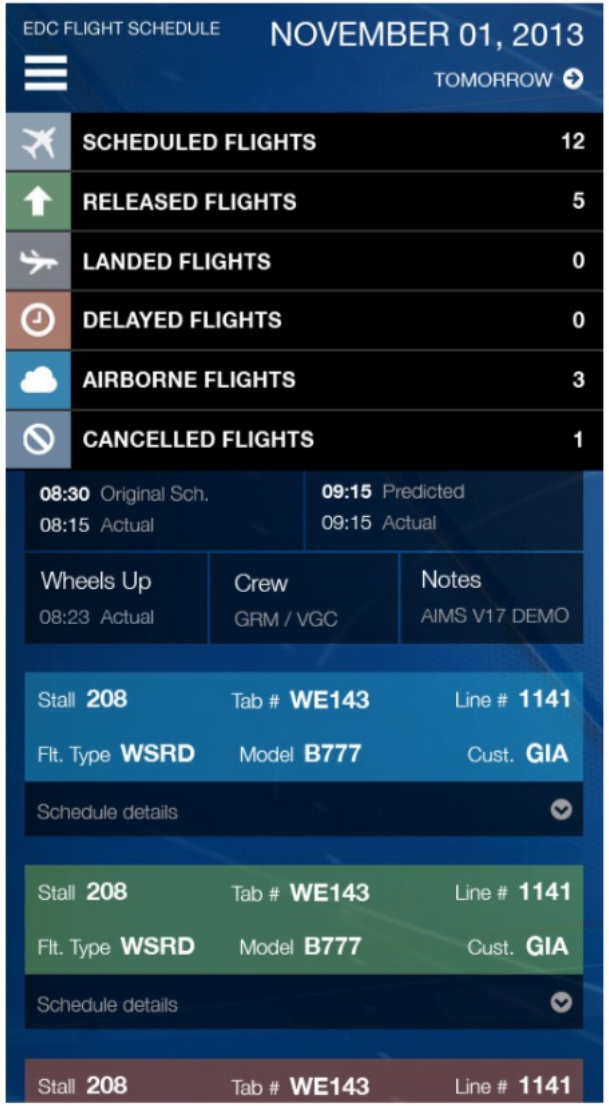
ACTIVITIES\\ VISUAL DESIGN

Once the wireframes had been defined and approved by the client, I worked with the visual designer to create the visual designs for the corresponding screens

ACTIVITIES\\ VISUAL DESIGN

Since specific screens were supposed to be responsive, I worked with the visual designer to create the visual mocks for those screens highlighting how color coding would drive information assimilation





ACTIVITIES\\ OTHER RESPONSIBILITIES

While the previous slides showed my deliverables, I had other responsibilities including

- ✓ Overall Project Management for the entire offshore team
- ✓ Defining the functional specifications for the offshore development team
- ✓ Creating the detailed user guide documentation for the client
- ✓ Being the UX and technical point of contact between the client and the offshore team on bi-weekly calls

HARMAN EXECUTIVE FINANCIAL DASHBOARD

HARMAN EXECUTIVE FINANCIAL DASHBOARD

PROJECT GOAL

To design an intuitive and scalable responsive Executive Financial Dashboard which would pull in data from multiple sources

PROJECT DURATION

5 months for the entire project

CHALLENGES

1. No defined requirements
2. No access to actual users of the system
3. No defined branding guidelines
4. Only UX person on the project

PROJECT STATUS

The Visual design for the project has been completed and development is in progress

HARMAN EXECUTIVE FINANCIAL DASHBOARD \\ ACTIVITIES

- ✓ Domain analysis
- ✓ User Interviews
- ✓ Visual and Competitive research
- ✓ Wireframing
- ✓ Visual Design & Motion Design
- ✓ UI Development co-ordination

ACTIVITIES\\ DOMAIN ANALYSIS

Since I had no prior experience with designing for Corporate specific Financial Information, my first step was **to understand the domain before I started on the project.**

To achieve this, I did a number of activities

1. **Intensive** three week study of the corporate financial domain **to** understand the terminologies, computations, variances and factors which influence a Balance sheet and Income Statement report

2. **Extensive Interactions with Finance managers and Business analysts to understand the reporting process and limitations of the current reporting tool**

ACTIVITIES\\ USER INTERVIEWS

Post the domain analysis stage, I conducted a number of user interviews to understand the expectations of the executive team.

The activities undertaken were

- ✓ Four interviews with representative staff through Skype
- ✓ Four Interviews with additional staff in person

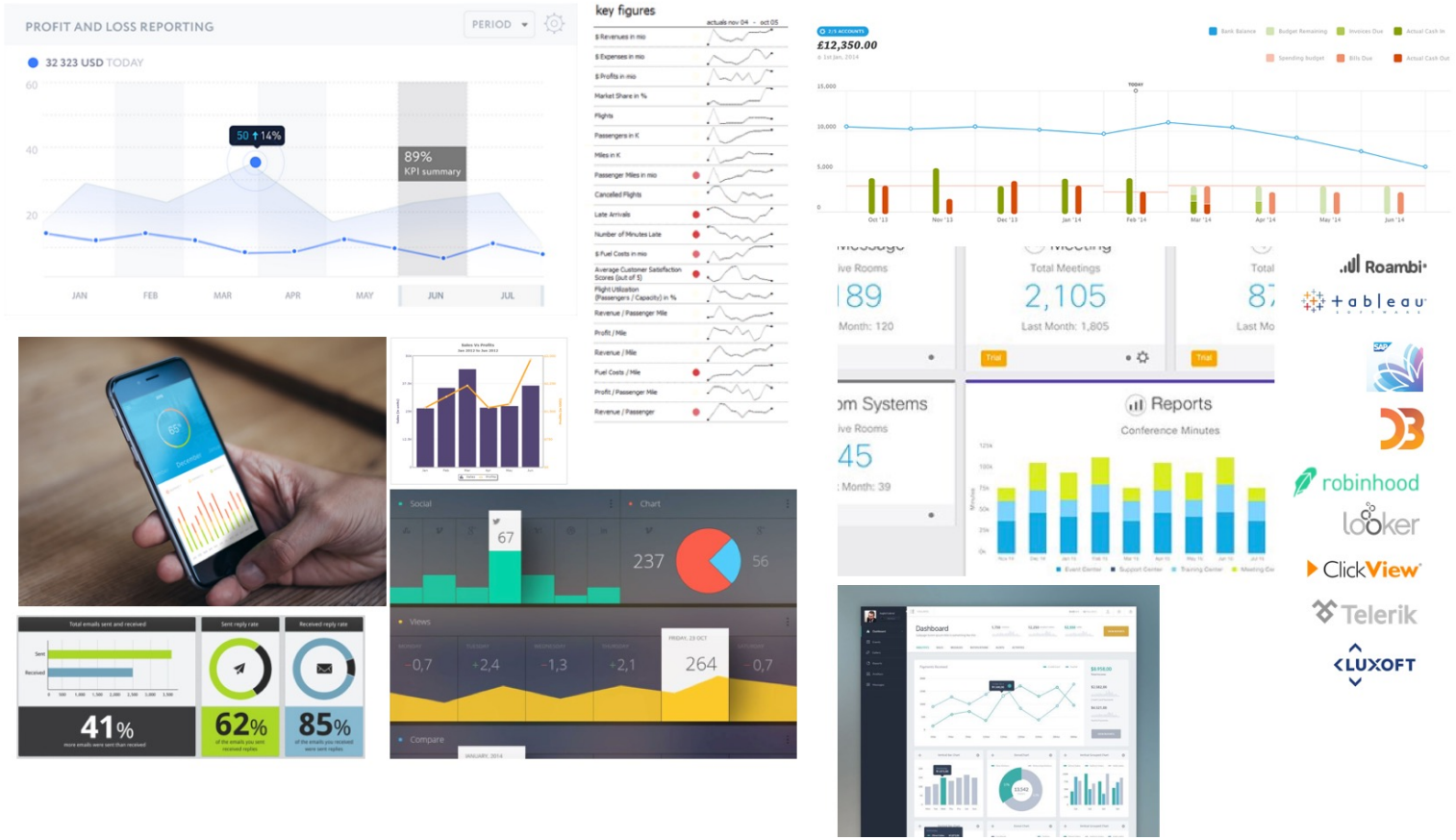
The user interviews gave me valuable insights into the expectations of the Executive team in terms of the data to be represented and the issues with the current reporting process.

The interviews also gave me valuable insights into the expected information architecture and user persona's

ACTIVITIES\\ VISUAL & COMPETITIVE RESEARCH

A cross section of data visualization systems were looked at to identify common patterns, layouts and interactions. This helped identify common paradigms like cards, highlights **and threshold violation** indicators.

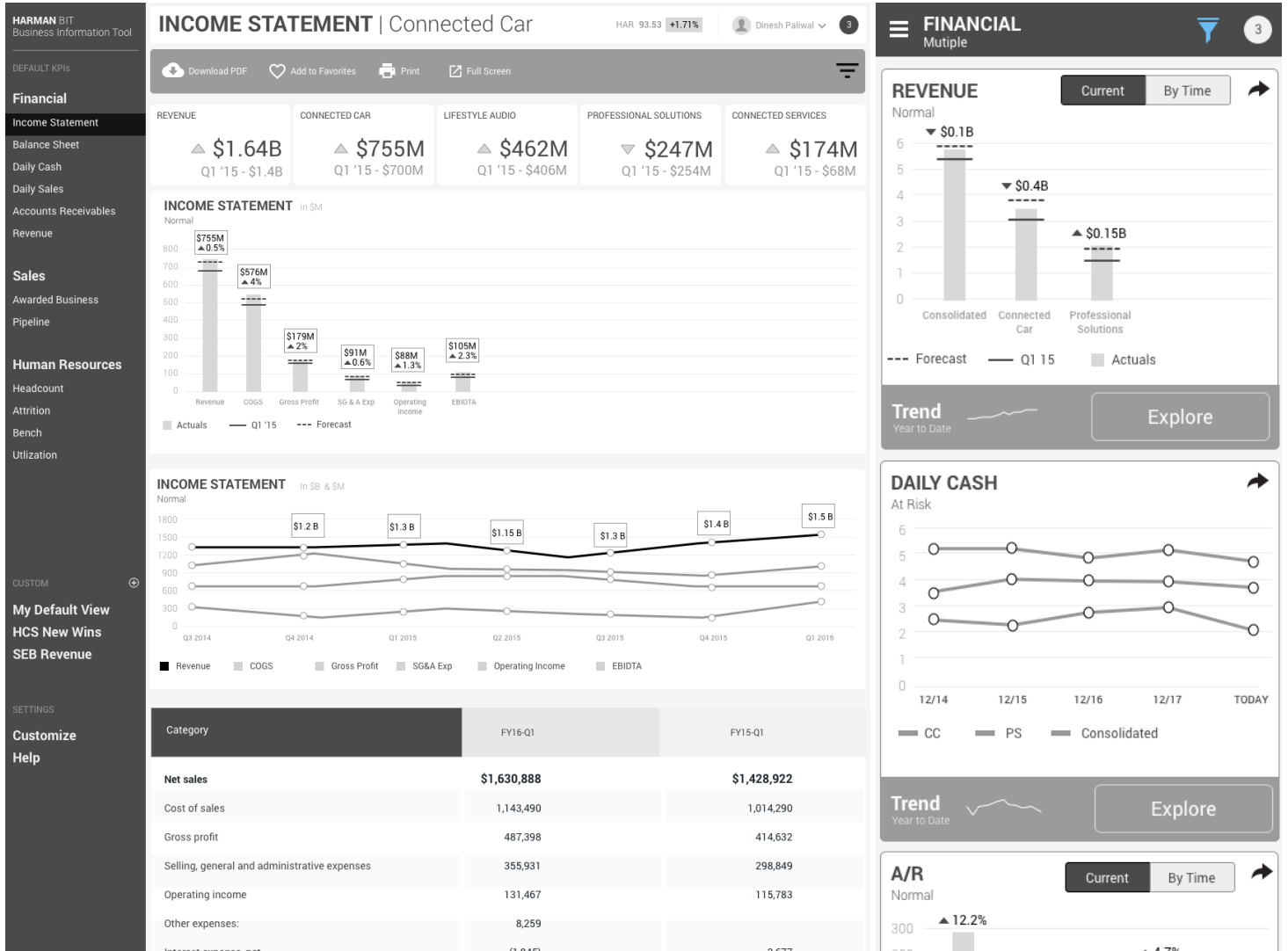
I also looked at a number **of consumer applications to** see how **they** represent financial data.



ACTIVITIES\\ SKETCHING & WIREFRAMING

Post the visual research stage , I worked on creating wireframes to define the information architecture and visualizations of the data sources

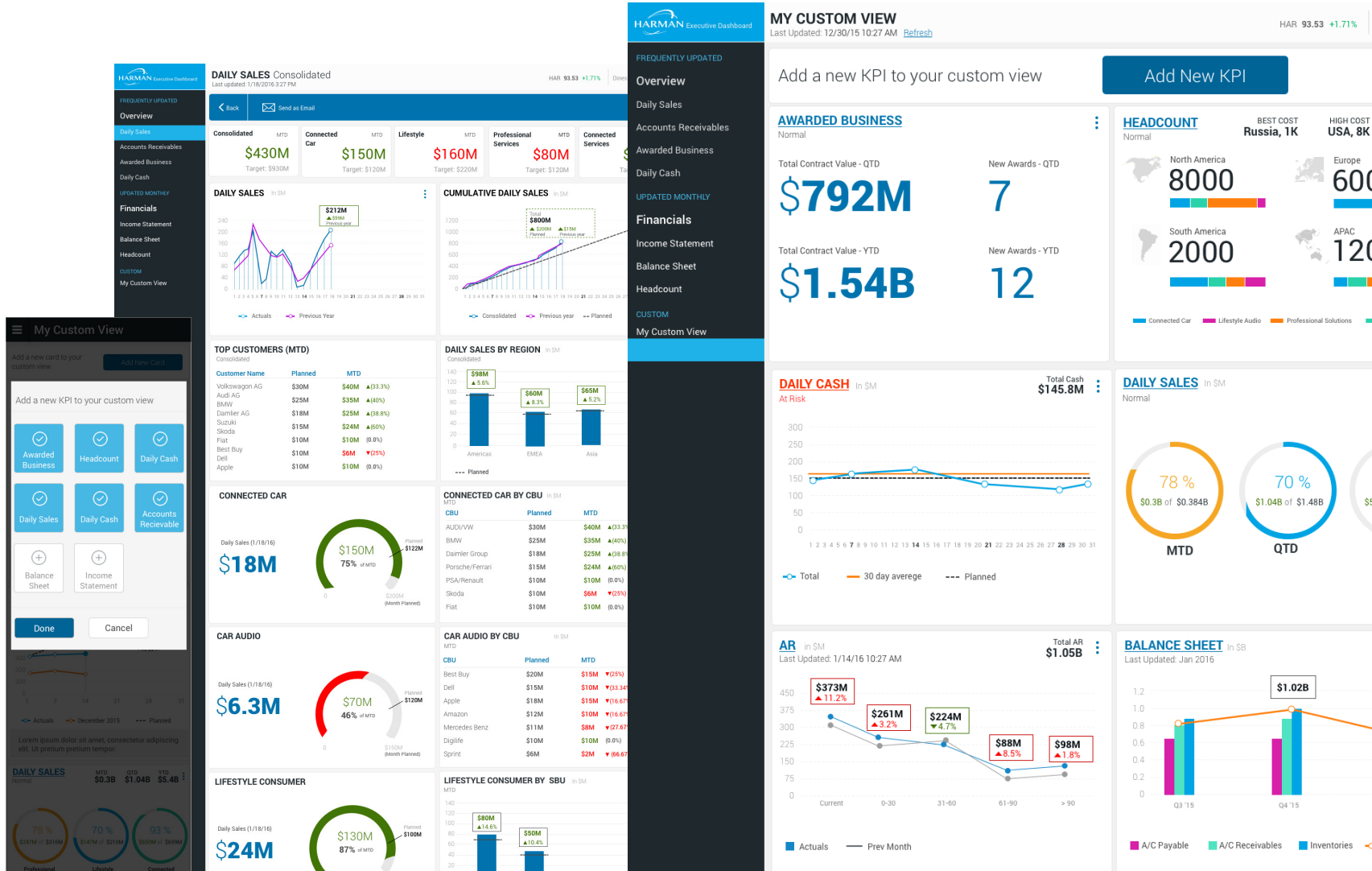
Since the dashboard was expected to be responsive, I also created wireframes for the associated form factors



ACTIVITIES\\ VISUAL DESIGN

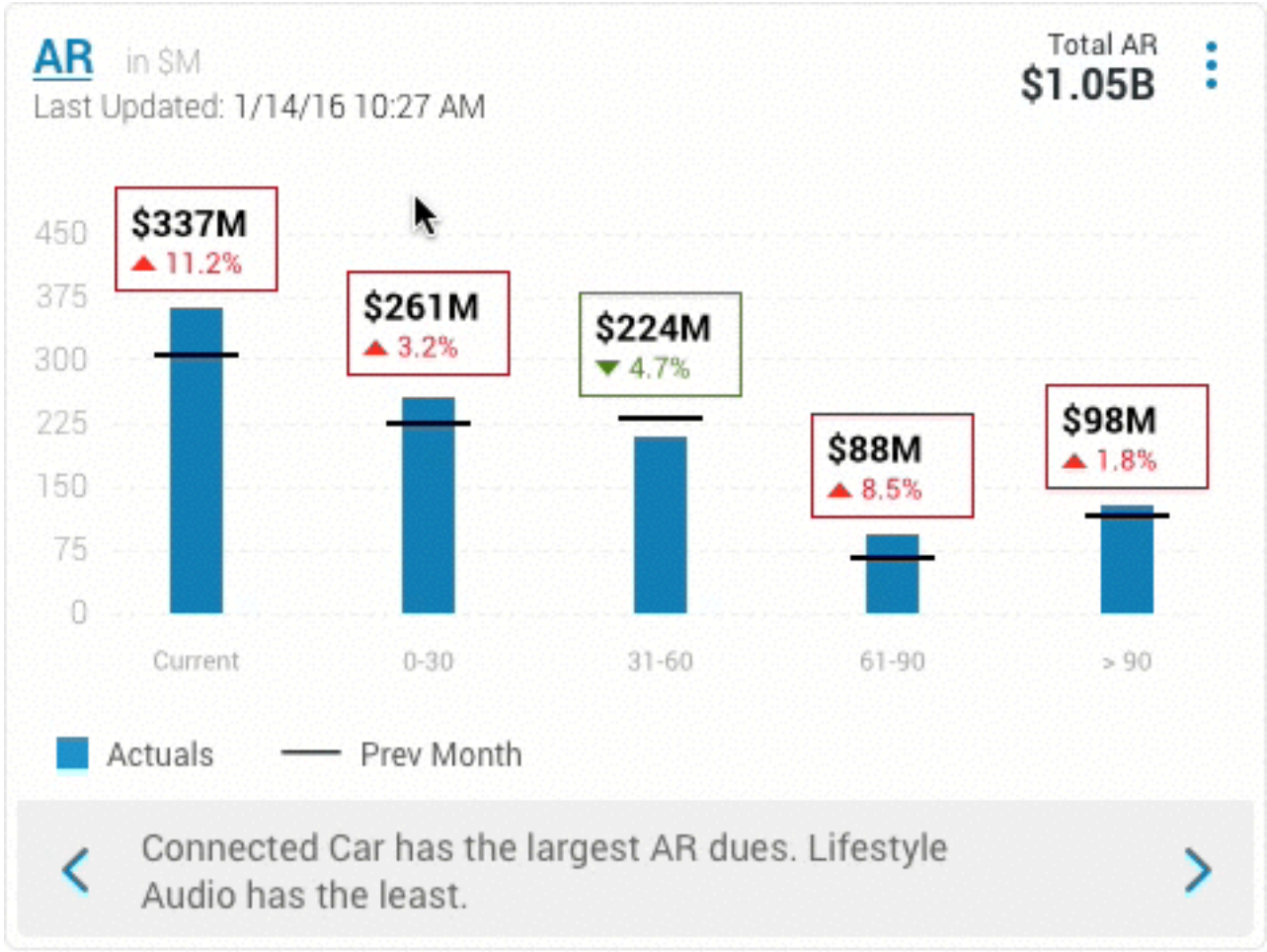
Once the wireframes had been defined and the Information architecture signed off, I started work on the visual designs.

The visual designs were created for all the supported form factors



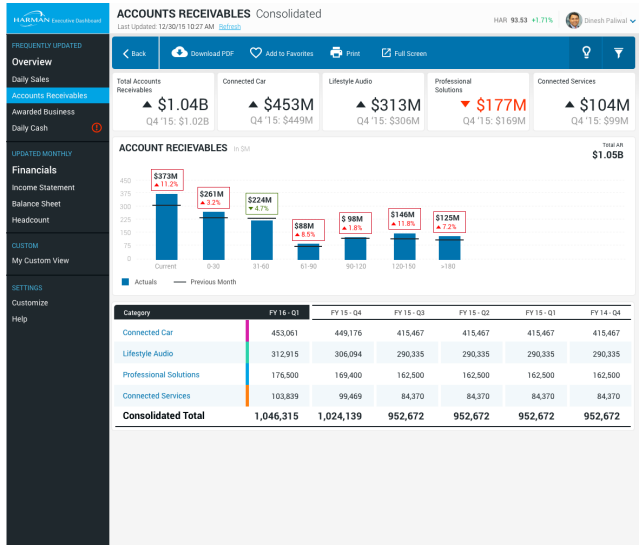
ACTIVITIES\\ MOTION DESIGN

Since Visual designs were alone insufficient in communicating how users could interact with data, I created a number of animations to highlight deeper levels of interactions

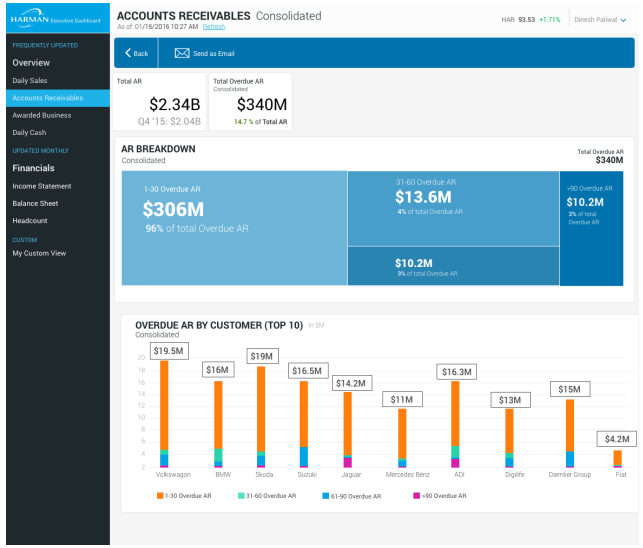


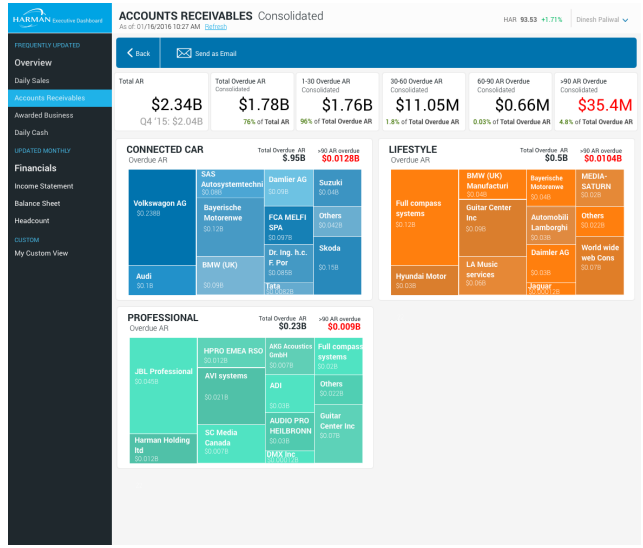
ACTIVITIES\\ ITERATIVE DESIGN

While visual design and motion design helped drive consensus towards the visualizations and interaction patterns to be used, analyzing the actual data helped fine tune the final visual designs



6 Iterations





ACTIVITIES\\ OTHER RESPONSIBILITIES

While the previous slides showed my deliverables, I had other responsibilities including

- ✓ Coordinating with the offshore UI development team
- ✓ Defining the design specifications for the offshore development team
- ✓ Being the UX point of contact between the client and the offshore team on bi-weekly calls
- ✓ Defining UX best practices for data visualizations for the Harman Design group

WINDOWS 8 HEALTHCARE DEMO APP

Microsoft

WINDOWS 8 HEALTHCARE DEMO APP

PROJECT GOAL

To design a Windows 8 Demo app showcasing the abilities of Windows 8 in the healthcare field and the scope of cross integration of Windows 8, Healthcare and Azure in providing customized solutions to doctors

PROJECT DURATION

Three Months for the entire duration of the project

CHALLENGES

1. **Vague Requirements**
2. **Short timeframe of just three months**
3. **Completely offshore team**
4. **This was the first Windows 8 app design built by Aditi technologies**

PROJECT STATUS

The app was deployed in the Microsoft Technology Center in San Francisco in August 2012

Microsoft

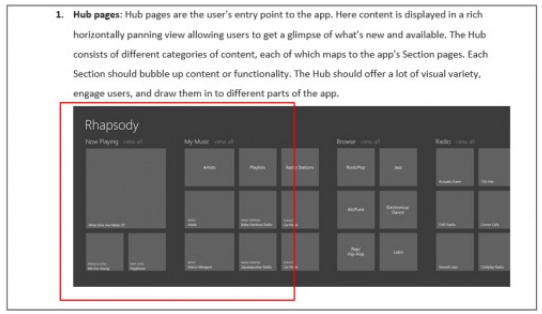
WINDOWS 8 HEALTHCARE DEMO APP\\ ACTIVITIES

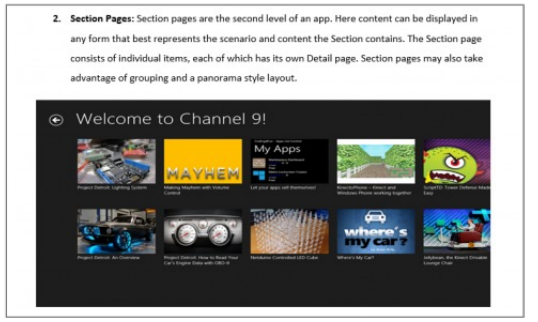
- ✓ Definition of Windows 8 Metro UI design guidelines
- ✓ Wireframing and Prototyping
- ✓ Visual Design (in collaboration with the visual designer)
- ✓ Coordination with the development team to implement the app
- ✓ Offshore-Onsite Coordination between Microsoft and the development team

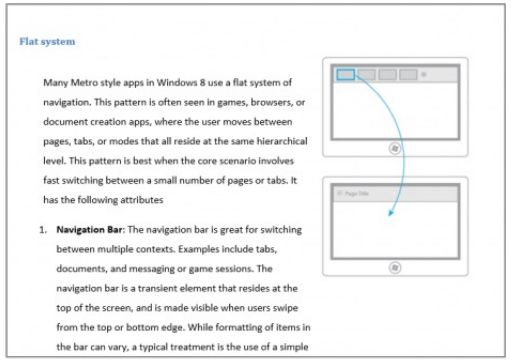
ACTIVITIES\\ WINDOWS 8 METRO DESIGN CONCEPTS ANALYSIS

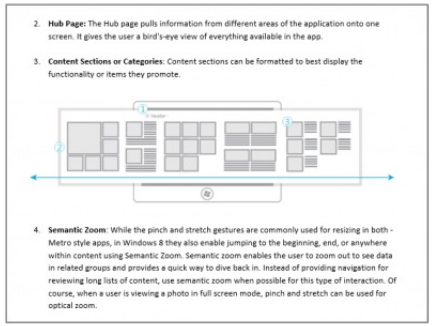
Since this was the first Windows 8 App done by the company, there was significant uncertainty about the design and interaction flow.

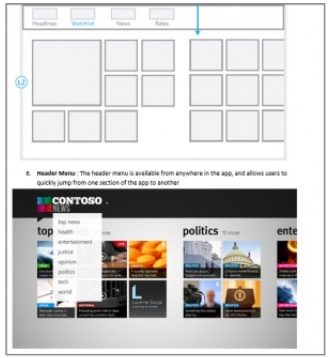
Hence I created a detailed document defining Interaction and Design guidelines for Windows 8 apps as a reference for the whole team.





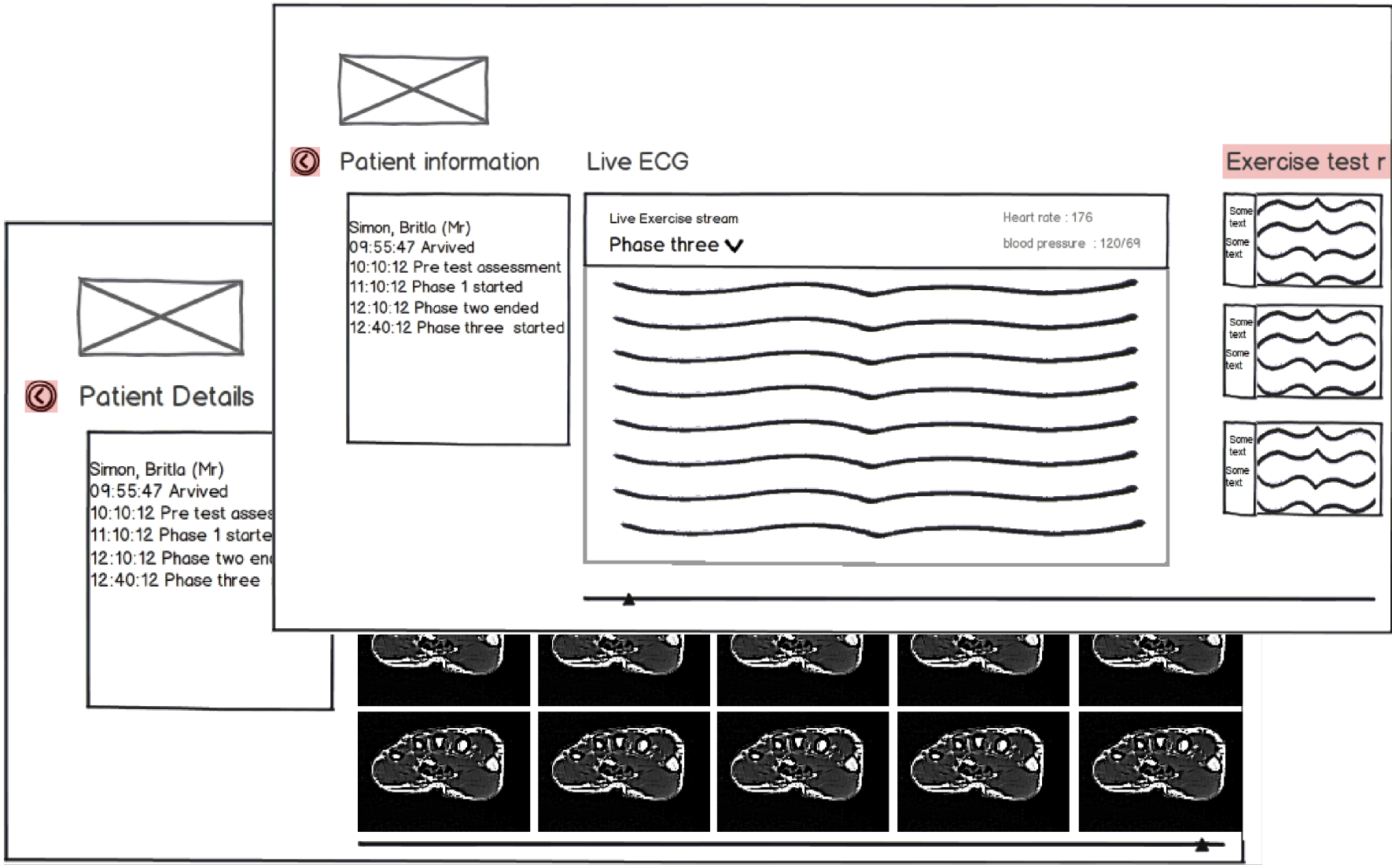






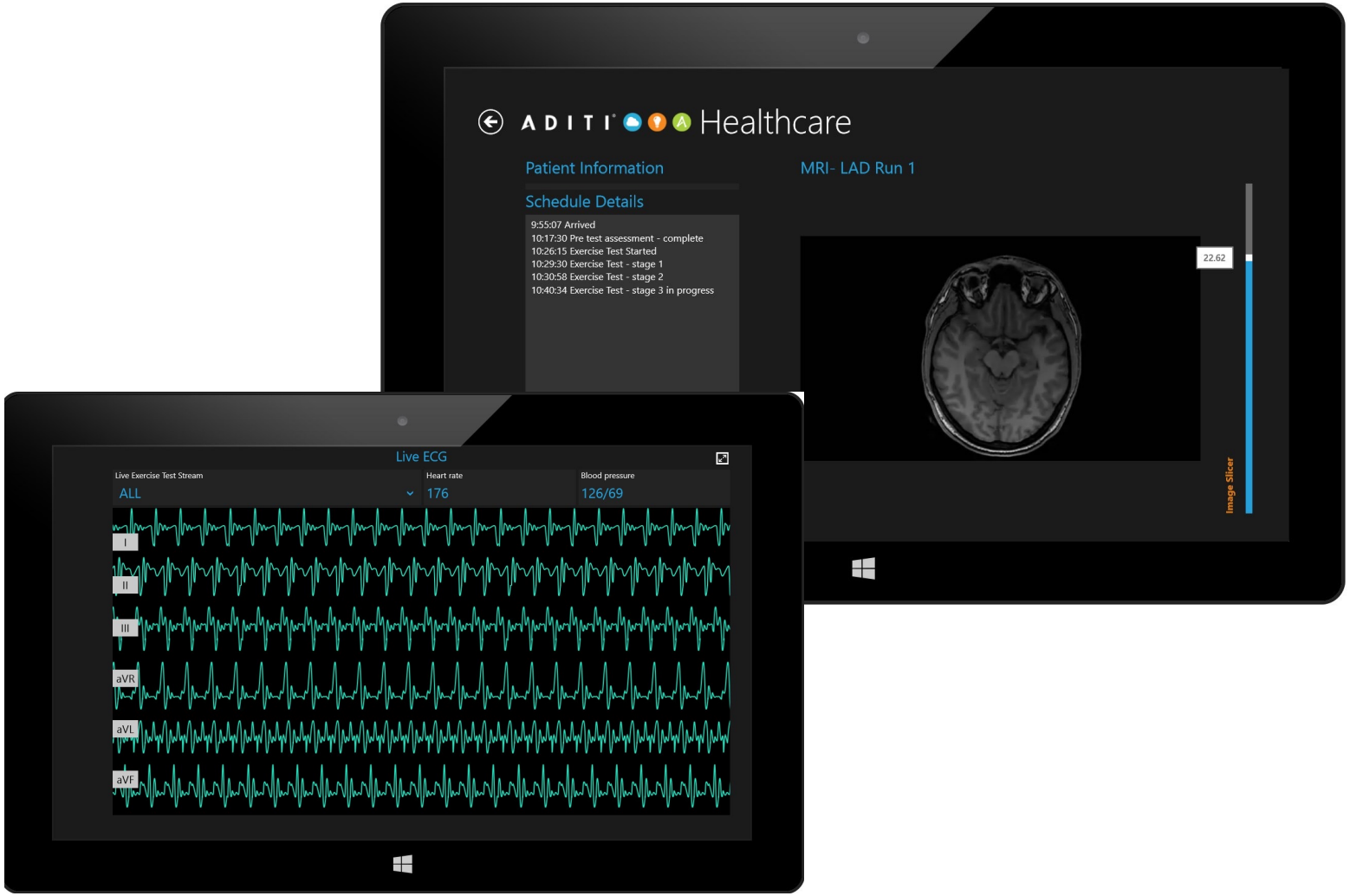
ACTIVITIES\\ WIREFRAMING & PROTOTYPING

Once I had created the Design document, I worked with the Microsoft Program Manager and Onsite Technical Architect to define the requirements and create the wireframes and an interactive prototype



ACTIVITIES\\ VISUAL DESIGN COORDINATION

Post the wireframing and prototyping stage, I worked with the offshore visual design team to create the visual mocks and assets for the different screens

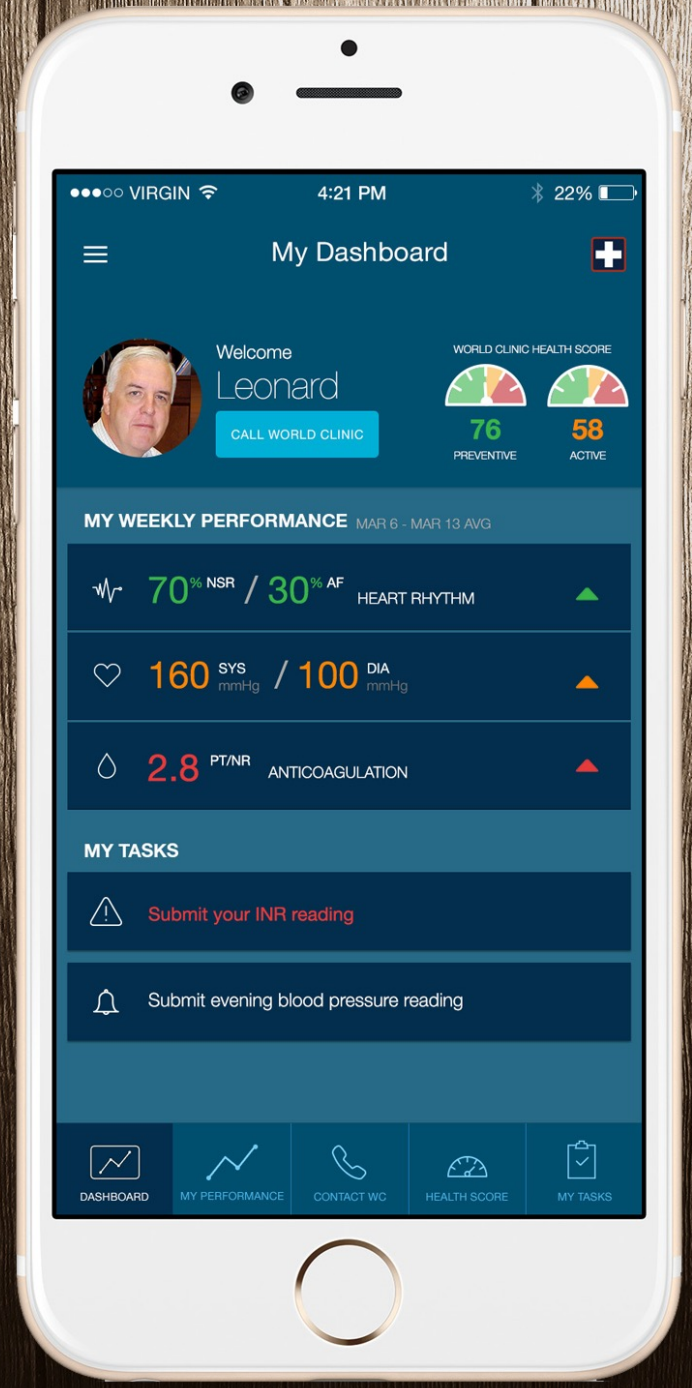


Microsoft

ACTIVITIES\\ OTHER RESPONSIBILITIES

While the previous slides showed my deliverables, I had other responsibilities including

- ✓ Overall Program Management for the entire offshore team
- ✓ Defining the functional specifications for the offshore development team
- ✓ Being the UX and technical point of contact between the client and the offshore team for daily calls



WORLD CLINIC HEALTH MONITORING APP DESIGN

WORLD CLINIC HEALTH MONITORING MOBILE APP DESIGN

PROJECT GOAL

To design an iPhone app for providing Medical Concierge services to users with high capital value. The app would tie into a dashboard used by the organization to keep track of users

PROJECT DURATION

Three weeks for the entire project

CHALLENGES

1. Very short duration of just three weeks
2. No access to potential users
3. No defined branding guidelines
4. Limited direct access to the stakeholders

PROJECT STATUS

The design concepts are currently being reviewed by World Clinic's board of directors and advisory staff

WORLDCLINIC
Continuous Connected Care

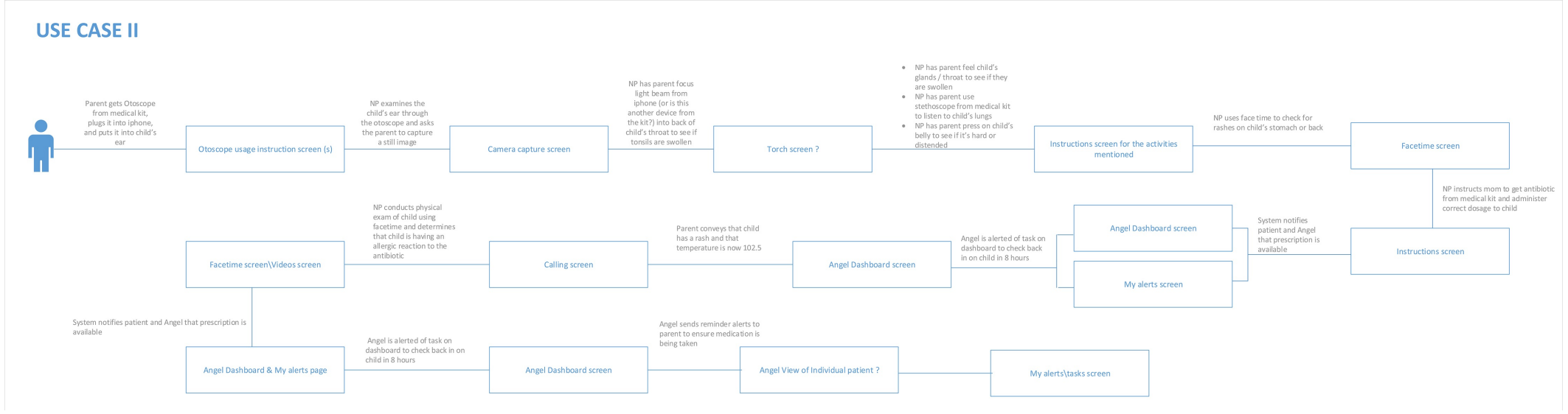
WORLD CLINIC HEALTH MONITORING MOBILE APP DESIGN \\ ACTIVITIES

- ✓ Stakeholder interviews and Use Case definition
- ✓ Moodboarding
- ✓ Low fidelity wireframing
- ✓ High Fidelity wireframing
- ✓ Visual Design (in collaboration with the visual designers)
- ✓ Coordination between the offshore team and the Client

ACTIVITIES\\ STAKEHOLDER INTERVIEWS & USE CASE DEFINITION

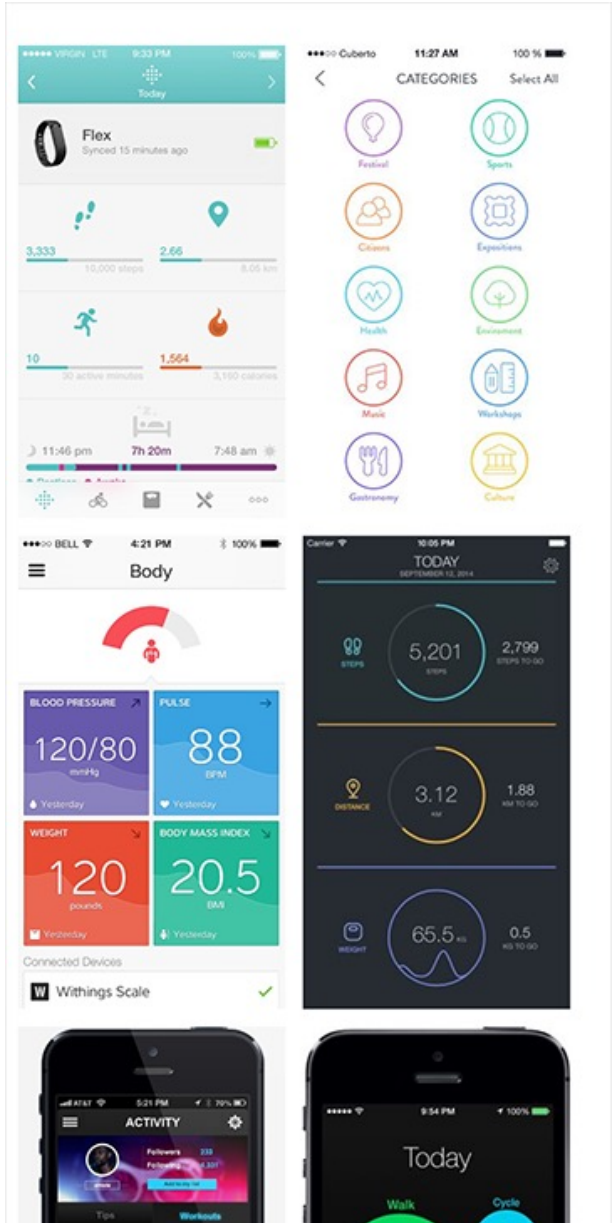
Since we had limited stakeholder access, I conducted a number of remote interviews with them at the beginning of the project to determine their goals for the project and their analysis of the user needs

Based upon the defined project goals, I created the use case diagrams to show the user flow through the app



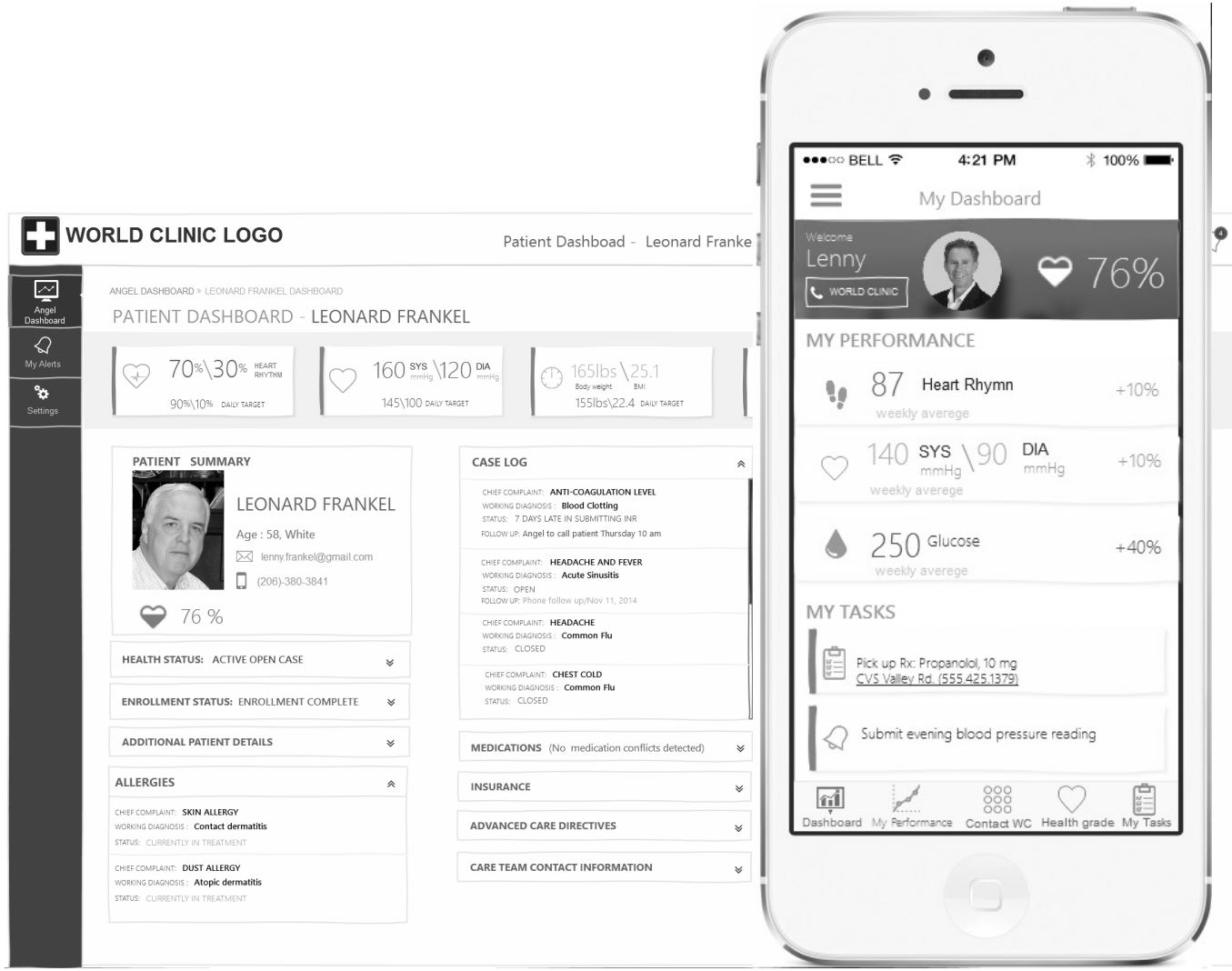
ACTIVITIES\\ MOODBOARDING

Since World Clinic had no defined branding guidelines, I created quick moodboards to serve as visual inputs to enable the stakeholders to provide inputs on look and feel.



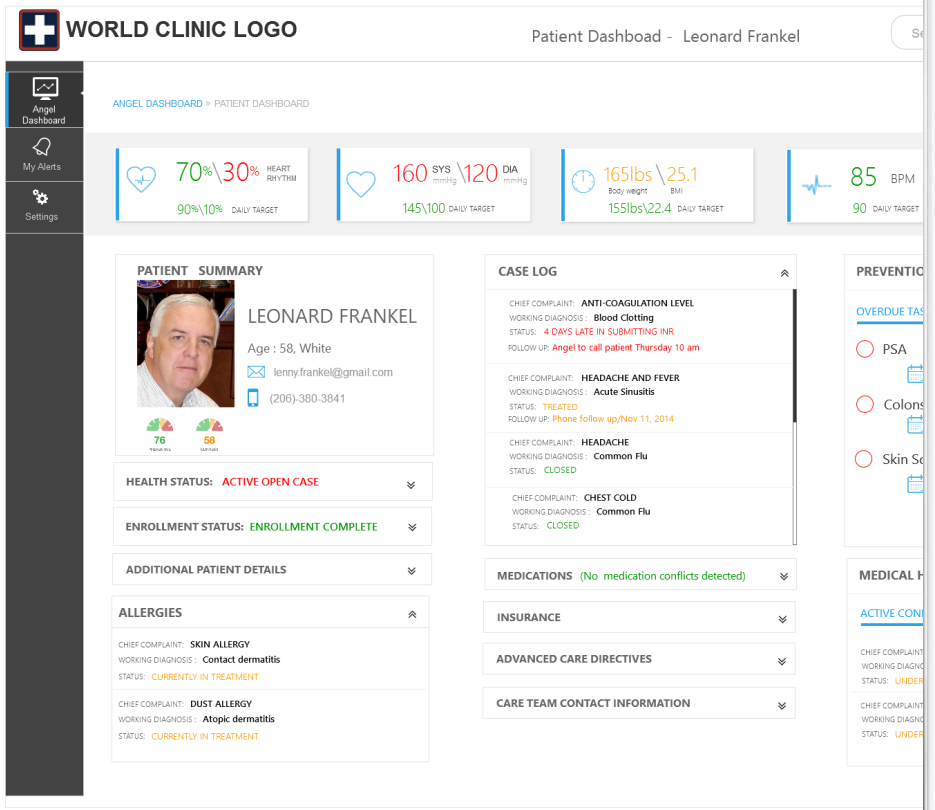
ACTIVITIES\\ LOW FIDELITY WIREFRAMES

Post the definition of the screens by the user flow analysis and the design inputs from the moodboarding stage, I created low fidelity wireframes to show the structure of the app and the patient dashboards



ACTIVITIES\\ HIGH FIDELITY WIREFRAMES

I also created a number of high fidelity wireframes to show the color treatment and how color would be a visual indicator of a person's performance with regards to his health score and compliance



ACTIVITIES\\ VISUAL DESIGN COORDINATION

Post the wireframing stage, I worked with the visual design team to create the high fidelity mockups of the defined screens.

The visual designs were presented to the World Clinic stakeholders and are currently under review for development.

IACP WEBSITE REDESIGN

IACP WEBSITE REDESIGN

PROJECT GOAL

To **redesign** IACP's website **with a focus on section 508 accessibility guidelines** while making the site **responsive across multiple form factors**.

PROJECT DURATION

Seven Months for the entire project

CHALLENGES

1. IACP had no prior exposure to UX processes
2. Huge website with more than 500 pages
3. Integration challenges with DotNetNuke and Personify

PROJECT STATUS

The redesigned site went **live** in **December 2013**

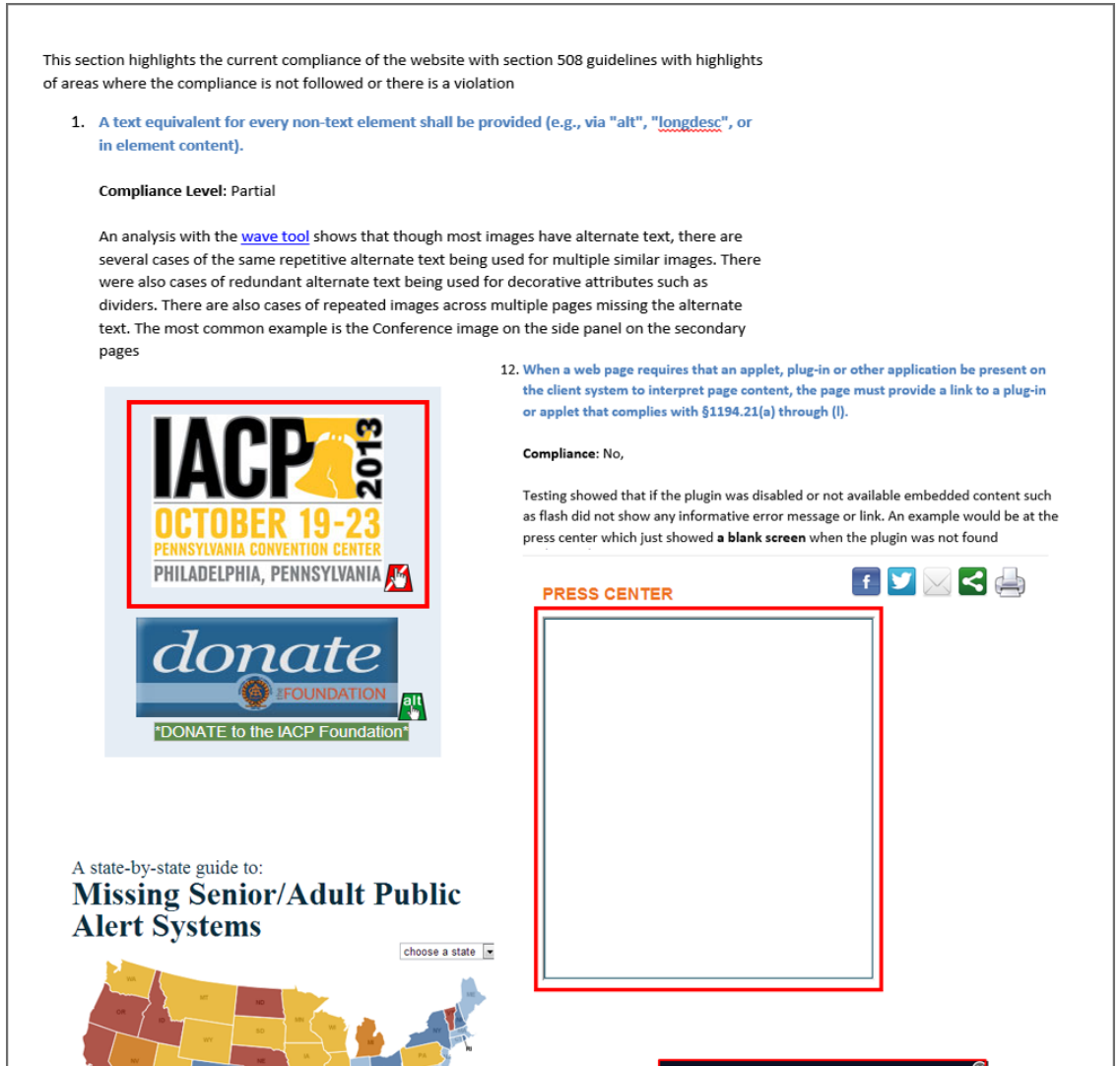
IACP WEBSITE REDESIGN\\ ACTIVITIES

- ✓ Stakeholder interviews
- ✓ Accessibility Audit (as per section 508 guidelines)
- ✓ Card sorting & Information Architecture sessions
- ✓ Wireframing
- ✓ Minimal Visual research
- ✓ Visual Design (in collaboration with the offshore visual designers)
- ✓ Project Delivery and Overall Program Management

ACTIVITIES\\ STAKEHOLDER INTERVIEWS & ACCESSIBILITY AUDIT

I conducted primary stakeholder interviews to understand their business goals and objectives

Since IACP receives federal funds, the site was required to be **Section** 508 compliant. **Hence I did an accessibility audit to understand the issues in the current site**



This section highlights the current compliance of the website with section 508 guidelines with highlights of areas where the compliance is not followed or there is a violation

1. **A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).**

   Compliance Level: Partial

   An analysis with the wave tool shows that though most images have alternate text, there are several cases of the same repetitive alternate text being used for multiple similar images. There were also cases of redundant alternate text being used for decorative attributes such as dividers. There are also cases of repeated images across multiple pages missing the alternate text. The most common example is the Conference image on the side panel on the secondary pages

12. **When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).**

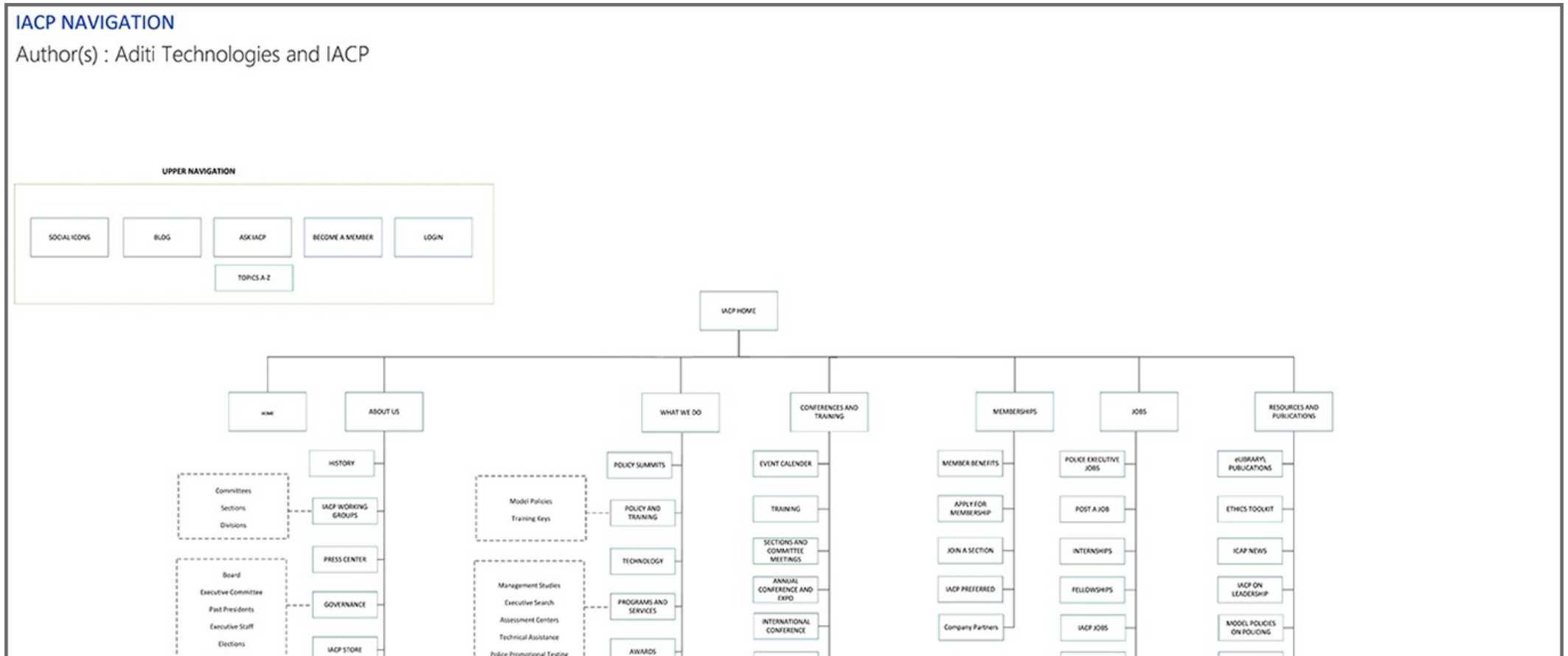
    Compliance: No,

    Testing showed that if the plugin was disabled or not available embedded content such as flash did not show any informative error message or link. An example would be at the press center which just showed **a blank screen** when the plugin was not found

A state-by-state guide to:
Missing Senior/Adult Public Alert Systems

ACTIVITIES\\ INFORMATION ARCHITECTURE

I then worked closely with the IACP stakeholders to conduct a **closed card sorting session** **which was used to define the Information Architecture of the site**



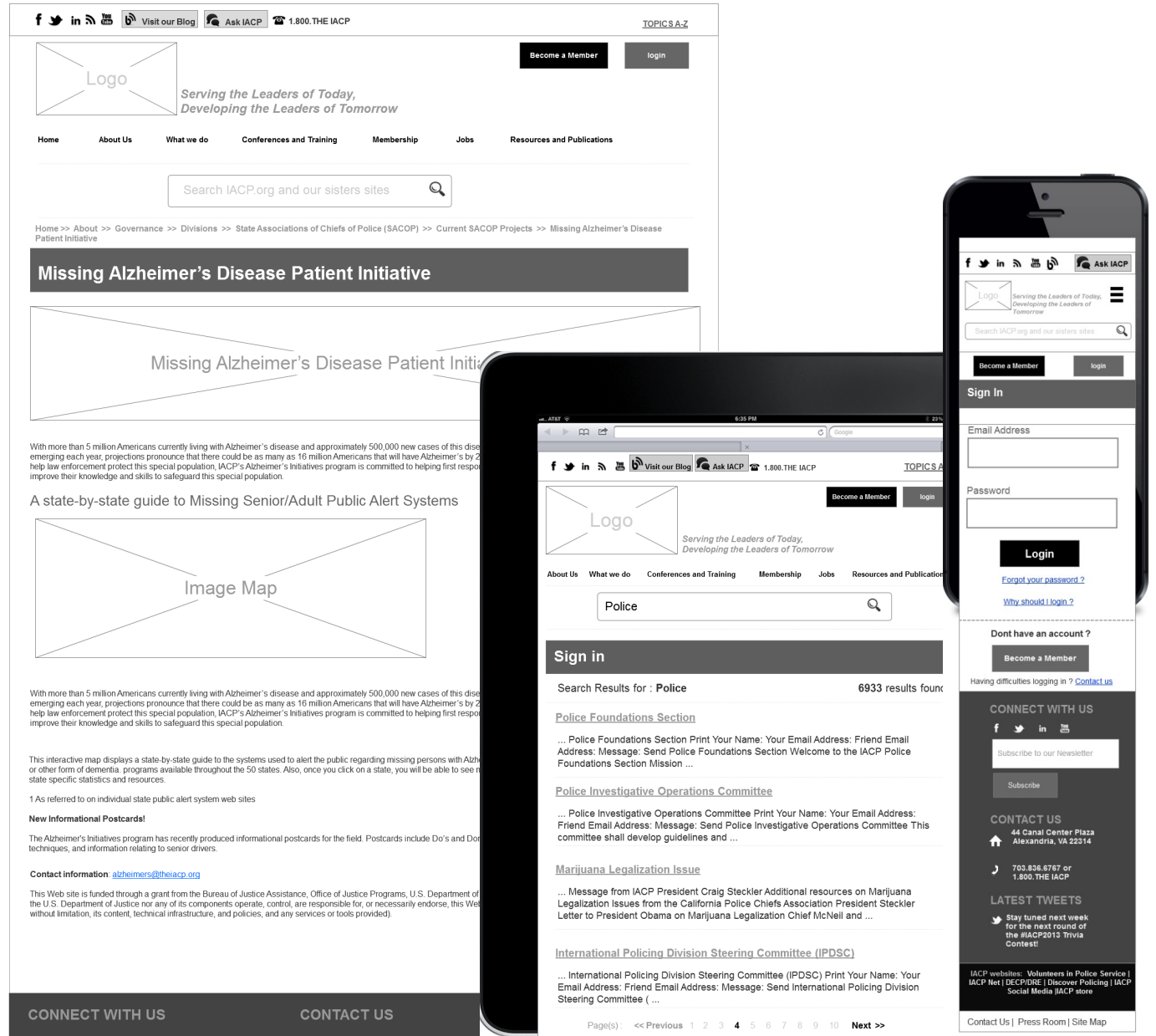
ACTIVITIES\\ WIREFRAMING

The information architecture stage helped establish the hierarchy of the website and also helped defined the number of templates.

Post that, I worked on creating the wireframes for those templates.

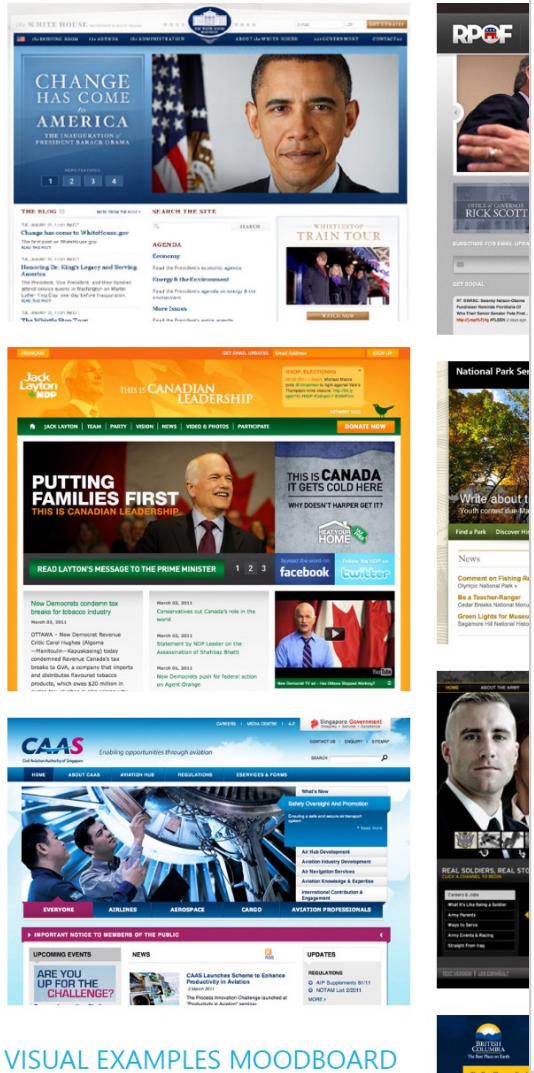
Since the templates were expected to be **responsive, I created the wireframes for all the defined form** factors*.

***the form factors were defined after analysis of the Google analytics of the site**



ACTIVITIES\\ MINIMAL VISUAL RESEARCH

Since IACP was **unsure about how much of their branding guidelines they wanted to follow, I** created **quick** moodboards **to demonstrate different options**



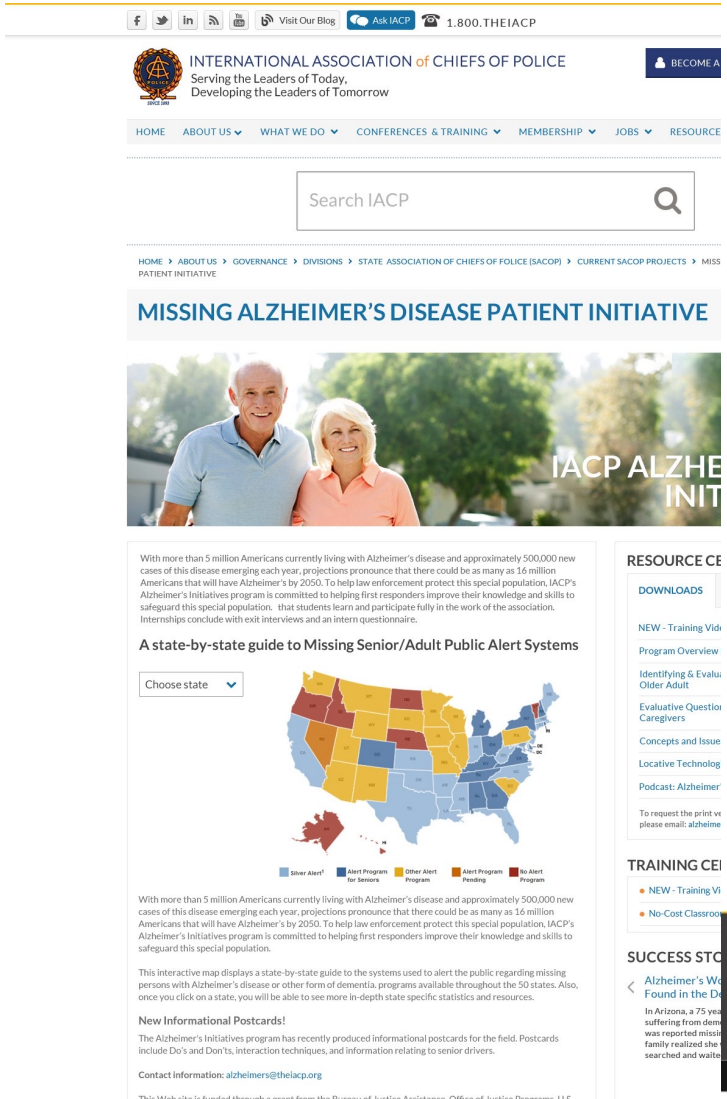
VISUAL EXAMPLES MOODBOARD

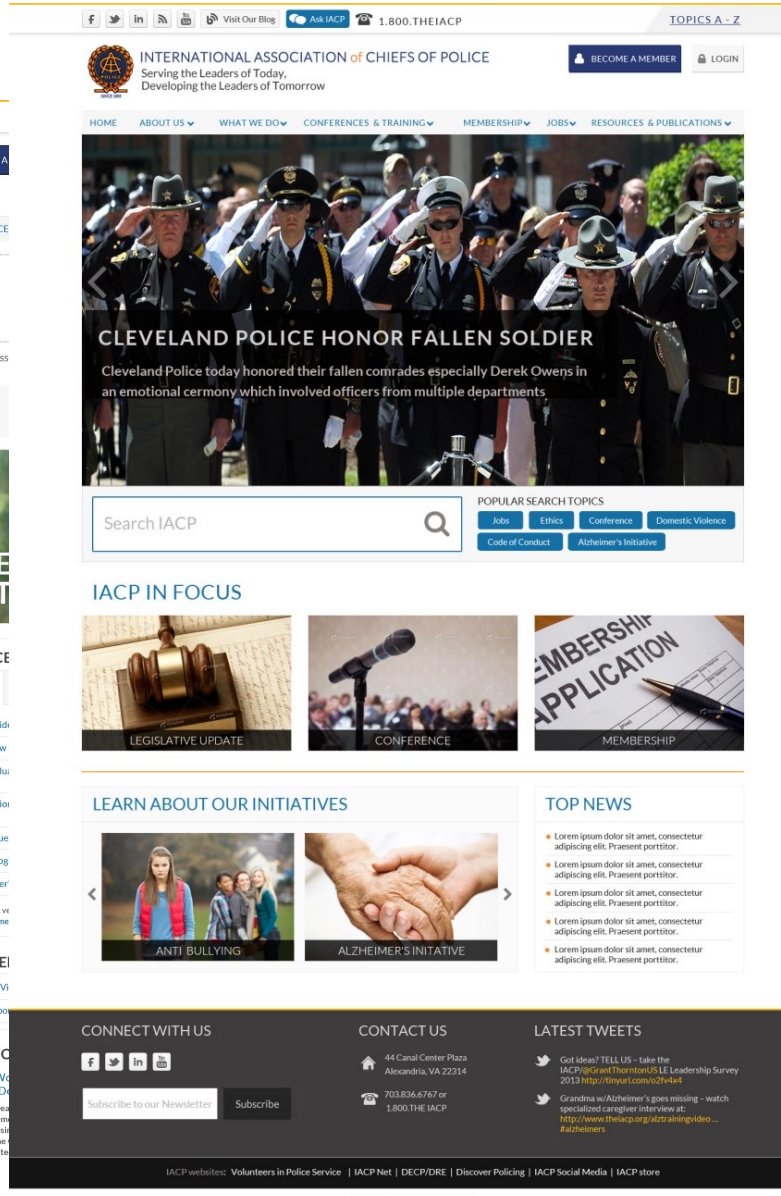
HERO IMAGES MOODBOARD

Hero images moodboards help establish the main focal point of the user on the site when on the home page

ACTIVITIES\\ VISUAL DESIGN

Post the preliminary visual research stage, I worked with the visual designer to create the visual designs which were driven by the moodboards and the wireframes in conjunction with the branding guidelines proposed by IACP





ACTIVITIES\\ OTHER RESPONSIBILITIES

While the previous slides showed my deliverables, I had other responsibilities including

- ✓ **Overall Program Management for the entire offshore team**
- ✓ **Coordination with the development team to build custom DotNetNuke modules for the site**
- ✓ **Coordination with Personify (an external vendor) for integration with their services**
- ✓ **Coordination of the migration of 500 pages of content**
- ✓ **Being the UX and technical point of contact between the client and the offshore team for** bi-weekly calls

Thank you.

You can visit my complete portfolio at

www.mervinJohnsingh.com