

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]



MERRILL BRIDGE REDESIGN

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.



PROJECT DURATION

Nine months for the first MVP1 release



CHALLENGES

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



PROJECT STATUS

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

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

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

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

NAME Niel Young

DESCRIPTOR Chief Financial officer for a small firm, handles a lot of the stuff

QUOTE Rust never sleeps

WHO IS IT ? This person is created for owners of small businesses who want to basically keep track of their filing and just be aware of the status of their filings. They would rely on Merrill for everything with regards to the filing process but want to be able to upload folios and content

WHAT GOALS?

- Get on the dashboard and upload the folio
- Be aware of the status of the Folio
- Be able to quickly contact Merrill support
- Quick access to his content everywhere
- Wants able to comment on his documents as needed

WHAT ATTITUDE?

- Does not want to rely on a hardware based solution
- Wants a solution which would allow him to keep track of his filings online and ensure that his documents are filed on time and also allow him to add comments and reach out to Merrill if needed

WHICH BEHAVIOUR?

- Just wants to be able to login anywhere and at anytime and upload a set of documents to do the filing. He wants to then be able to send the documents to Merrill and keep track of the status of the filing.
- While he is strictly hand's off from a filing perspective, he still wants enough control to be able to see the documents and add comments and notes to the Merrill filing team.
- He also wants a quick way to expediate the filing process as he often forgets to file till the last minute and a quick access to help via Yammer or phone so that he can clarify his questions at any time.
- He also wants his dashboard to show the status of his documents and what edits have been made at a high level
- Since he is technically not very competent, he wants the experience to be as simple as possible with a clear onboarding experience which walks him through the process of setting up the seats, his plan and the process of uploading a document
- Since he is also super busy he wants to know if there are alerts of documents he needs to review or resubmit
- He also wants the option to roll over previous filings and use them as the base for new filings

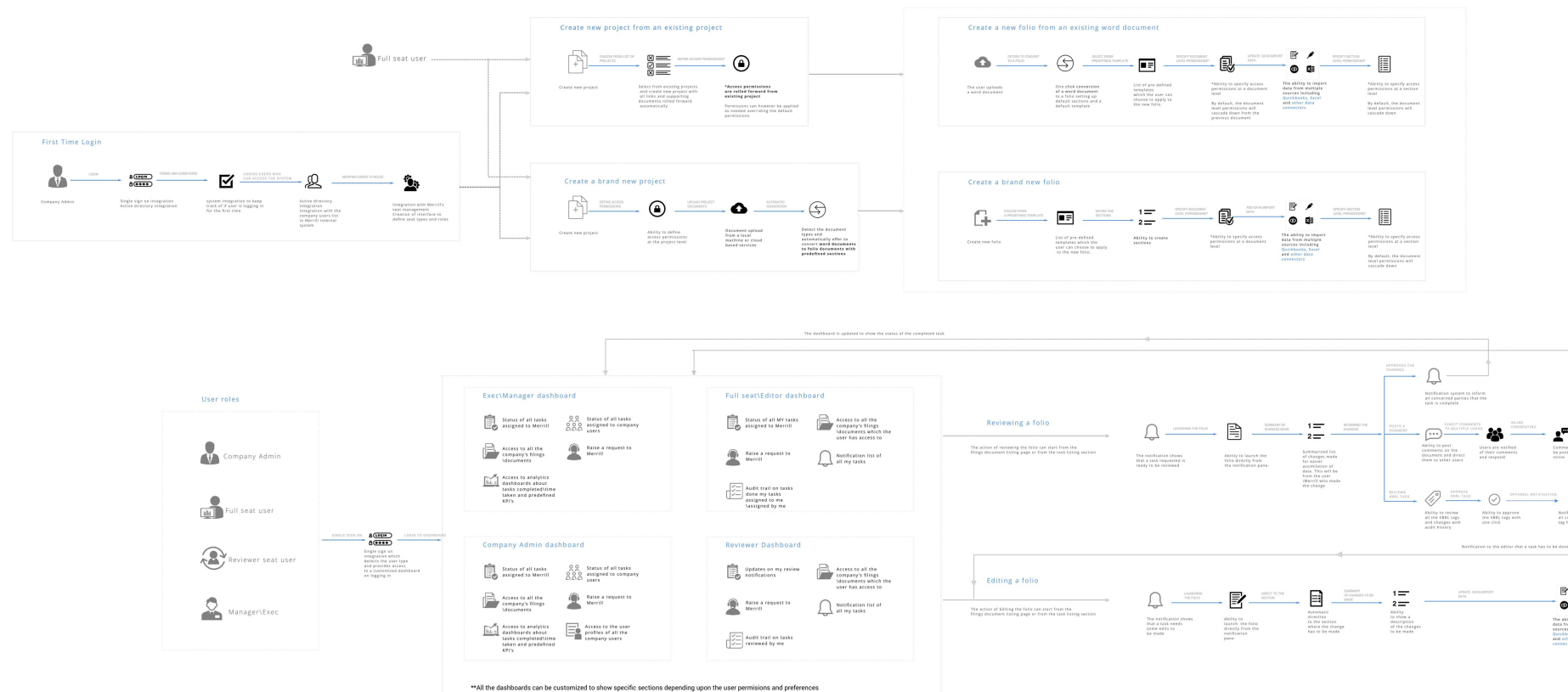
ACTIVITIES\\ PRODUCT PLANNING

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**

ACTOR	Merrill Admin Company Admin Editor Content Editor XBRL Editor Filer Reviewer	Company Admin	Merrill Admin	Merrill Admin Company Admin Editor Content Editor XBRL Editor Filer Reviewer	Merrill Admin Company Admin Editor Content Editor XBRL Editor Filer Reviewer	Company Admin Editor Content Editor XBRL Editor Filer Reviewer	Company Admin Editor Content Editor XBRL Editor Filer Reviewer		
GOAL/ACTIVITIES	On Boarding-6		Customer Onboarding-5	Dashboard - 3		Library Mgmt -7	 Ribbon	Folio Mgmt	
TASKS	Login	Role Mgmt	Customer Onboarding	Place Request	Request Mgmt	Manage Workspace/Project		Folio	Sectioning
FEATURES	1 Authentication	1 Create new users	1 Create Company Profile (Key In all information) - includes filing Information	1 List request type	1 List all requests by company	1 View all Folios	2 Show the ribbon with multiple options	2 Folio Properties	2 Create and manage sections to allow for collaboration
	1 Forgot Password	1 Map Users to seats	1 Enter additional information number of seats (Full users and reviewer)	1 Place the request for updating the existing project	1 List all requests initiated by me	1 View Folio Details		2 Restore Folio to previous version (does not include XBRL Taxonomy changes)	2 Content section
		1 Map Users to roles	1 Create the company admin	1 Place the request for new project	1 List all requests by filters (Request type, project, created on, desired on, status)	1 Search Folios	3 Manage Entities (sister or parent-child filing entities)	3 XBRL only content section	
		1 Show list of mapped users	1 Send the user credentials to the company admin	1 Place the request for rol forward	1 Take action	1 Filter by Name	2 Orphan Floating markup		
			4 Enter additional information 2. Professional service package 3. Technical service package	1 Place the request for other request type. (Desired By, Instructions, attach file)	1	1 Filter by Folio Type	2 Update Design elements		
			4 Load the company profile from customer Master			1 Filter by Created By	2 Remove all RedLines		
			Add NFRs						

ACTIVITIES\\ PRODUCT PLANNING

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



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.

TASK DETAILS

WIP (Approaching Due)

TASK012

REQUEST ID: 15-6999-1

REQUEST CREATED: 07/20/2015, 09:34:00

TASK TYPE: Doc Setup

TASK DUE: 07/30/2015, 10:00:00

DOCUMENT TYPE: 10Q

TOTAL PAGES: 10

CLIENT BILLABLE: Yes

TASK OWNER: Pat Smit

CREATED BY: Effe Coll

TASK INSTRUCTIONS

Please note the following:

- Note 2: Total intangible assets table, total:
 - Per document: 2,360
 - Per prior filing and per fair value of assets acquired table: 4,209
 - technology line with value of 1,849 is excluded.
- We have used the total value of 4,209

Based on your filing schedule with a filing date of 05-07-2015, we will look for your Numbers in c 04-23-2015.

TASK HISTORY

- NEW REQUEST CREATED: 07/20/2015, 09:34:00, by Tara Fransen
- ASSIGNED: 7/21/2015, 10:21:54, to James Miller, Document Specialist
- ON HOLD: 7/21/2015, 11:21:34, by James Miller, Document Specialist
- COMMENT ADDED: 7/21/2015, 13:55:56, by James Miller, Document Specialist
- WIP: 7/21/2015, 14:01:06, by James Miller, Document Specialist
- DUE: 7/30/2015, 10:00:00

DEACTIVATE TASK

NOTES

Actions buttons are contextual and role based. But these are out of scope for MVP1.
TASK HISTORY is part of future sprint.
ADD COMMENTS is part of future sprint.

MERRILL BRIDGE

Merrill Bridge Dashboard

Manage Requests | My Projects | Request Services

Folio name

General Details

Added by: Mervin Johansson@merrillcorp.com

Created: 3/24/2015, 11:29:36 AM

Modified by: Patrick Sheridan@merrillcorp.com

Modified: 5/24/2015, 11:29:36 AM

Actions

- REVIEW FOLD
- EDIT FOLD
- VALIDATE ISRL

Section Status

Enter section name here to see status

MCC Current/Folio 10Q

Cover Page

Table of Contents

Balance Sheet

None

Comprehensive Summary

Cash Flow Statement

Notes reader (mervin.johansson@merrillcorp.com)

(1) Business and basis of preparation

(2) Short Term Investments (Patrick.Sheridan@merrillcorp.com)

(3) Fair Value Measurements

Activity History

Modified Date	Section	Modified by	Status	Description
4/20/2015 4:38:46 PM	Income statement	Patrick.Sheridan@merrillcorp.com	Checked in	Force release by: Patrick.Sheridan@merrillcorp.com
4/20/2015 4:38:46 PM	Note 7 - intangible assets	Patrick.Sheridan@merrillcorp.com	Checked in	
4/20/2015 4:38:46 PM	Cash flow statement	Patrick.Sheridan@merrillcorp.com	Checked in	Remove read only flag
4/20/2015 4:38:46 PM	Balance sheet	Patrick.Sheridan@merrillcorp.com	Checked out by: Patrick.Sheridan@merrillcorp.com	Checkout
4/20/2015 4:38:46 PM	Cover page	Patrick.Sheridan@merrillcorp.com	Checked out by: Patrick.Sheridan@merrillcorp.com	Checkout

PRIVACY NOTICE | TERMS OF SERVICE | MERRILL SERVICE AGREEMENTS

MERRILL BRIDGE

Comments

By User | Date Options | Comment Status

Filter comments

Before a specific date

After a specific date

On an exact date

Choose a date range

March 9, 2015 - April 4, 2015

APPLY FILTER | CANCEL

Tip: More than one filter may be applied

2 comments

Jane Smith

10/12/2014

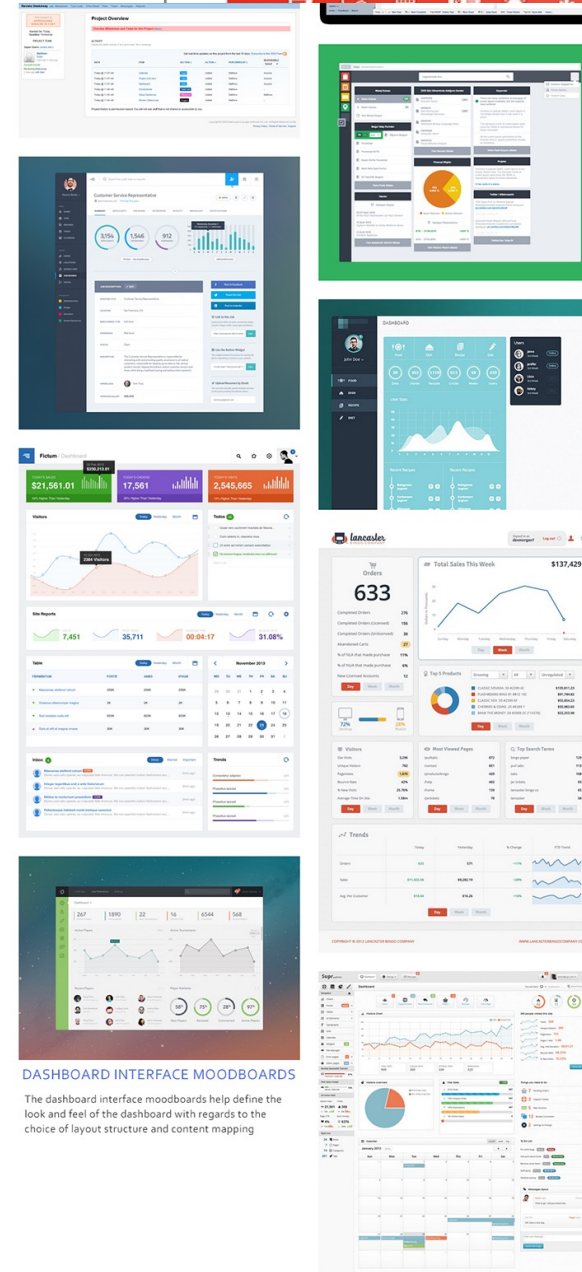
Mark as completed

Nulla quis malesuada dui, nec mollis risus. Sed ornare euismod velit, non molestiae erat lacina blandis. Curabitur eros orci, fermentum non mauris vel, dictum aegestas massa. Vivamus snodunt.

2 comments

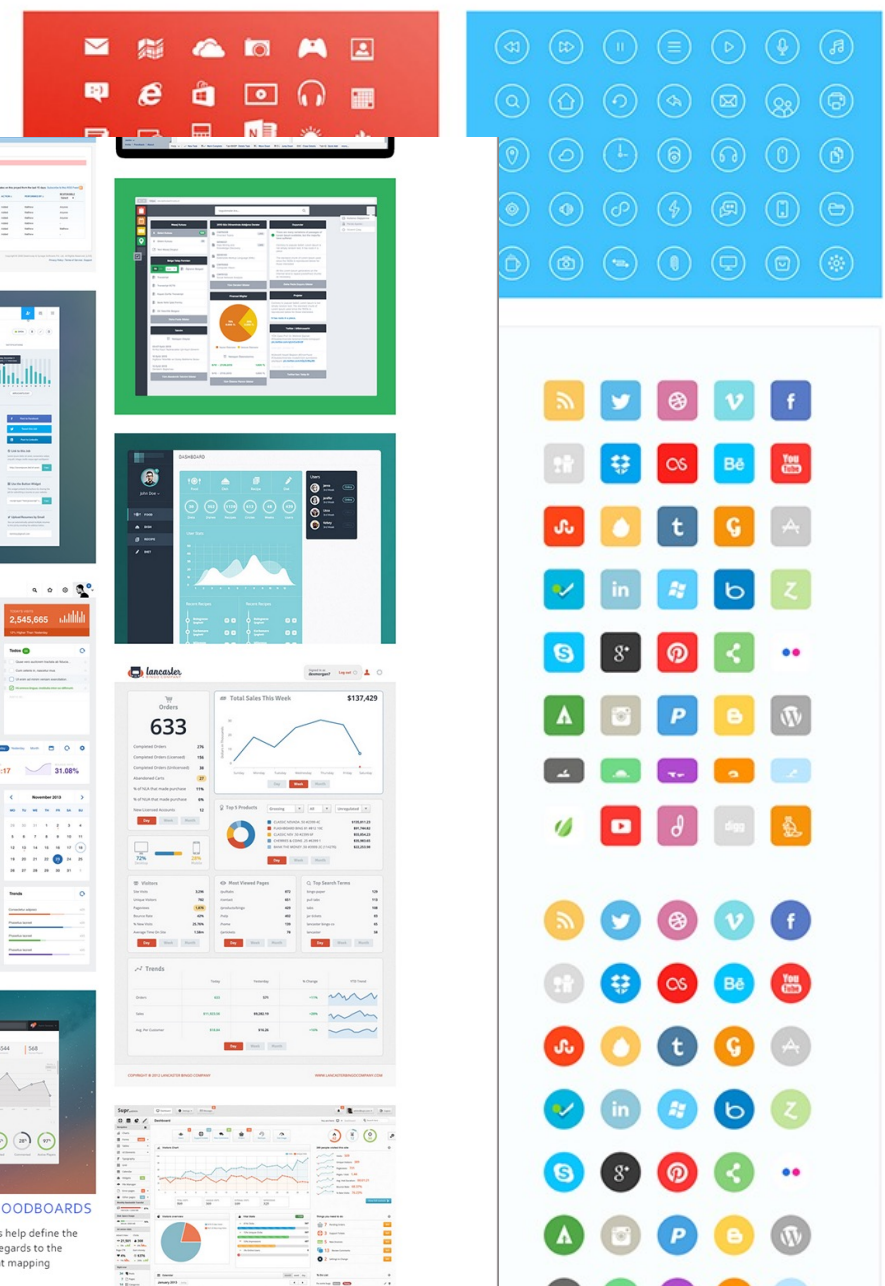
ACTIVITIES\\ VISUAL RESEARCH

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



DASHBOARD INTERFACE MOODBOARDS

The dashboard interface moodboards help define the look and feel of the dashboard with regards to the choice of layout structure and content mapping



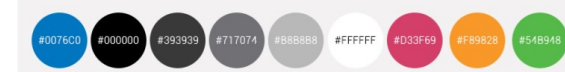
ACTIVITIES\\ BRANDING DEFINITION

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**.

UI STYLE GUIDELINES

Web

Colors



Typography { Font Family: Roboto }

Title & Headings

Heading 1 - 26px Light

Heading 2 - 24px Light

Heading 3 - 16px Light

Heading 4 - 15px Light

Heading 5 - 14px Light

Heading 6 - 12px Light

Body

This is the sample text of body tag only to show the look and feel of how the body text would look like. This text has nothing to do with the originality of the text on your website or app.

Font Family: Open Sans, Fontsize: 14px, Font weight: Regular

Link Color

[This is link text](#) : Fontsize: 14px, Font-weight: Regular

Underline will come only after hover on link

Buttons



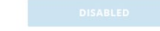
background: #0076C0;
color: #fff;



background: #1b5ae9;
color: #fff;



background: #015990;
color: #fff;



background: #0076C0;
opacity: 20%;



border: solid 1px #b8b8b8;
color: #717074;



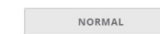
border: solid 1px #717074;
color: #717074;



background: #717074;
color: #fff;



border: solid 1px #a5a5a5;
color: #a5a5a5;



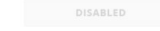
border: solid 1px #b8b8b8;
color: #717074;
background: #a5a5a5;



border: solid 1px #c2c2c2;
color: #717074;
background: #a9a9a9;



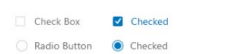
border: solid 1px #b8b8b8;
color: #717074;
background: #a9a9a9;



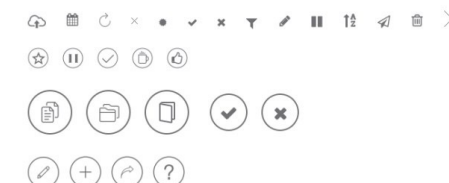
border: solid 1px #b8b8b8;
color: #a5a5a5;
background: #f5f5f5;

All Form items:
Border-radius: 2px
Button Height: 40px

Form Elements

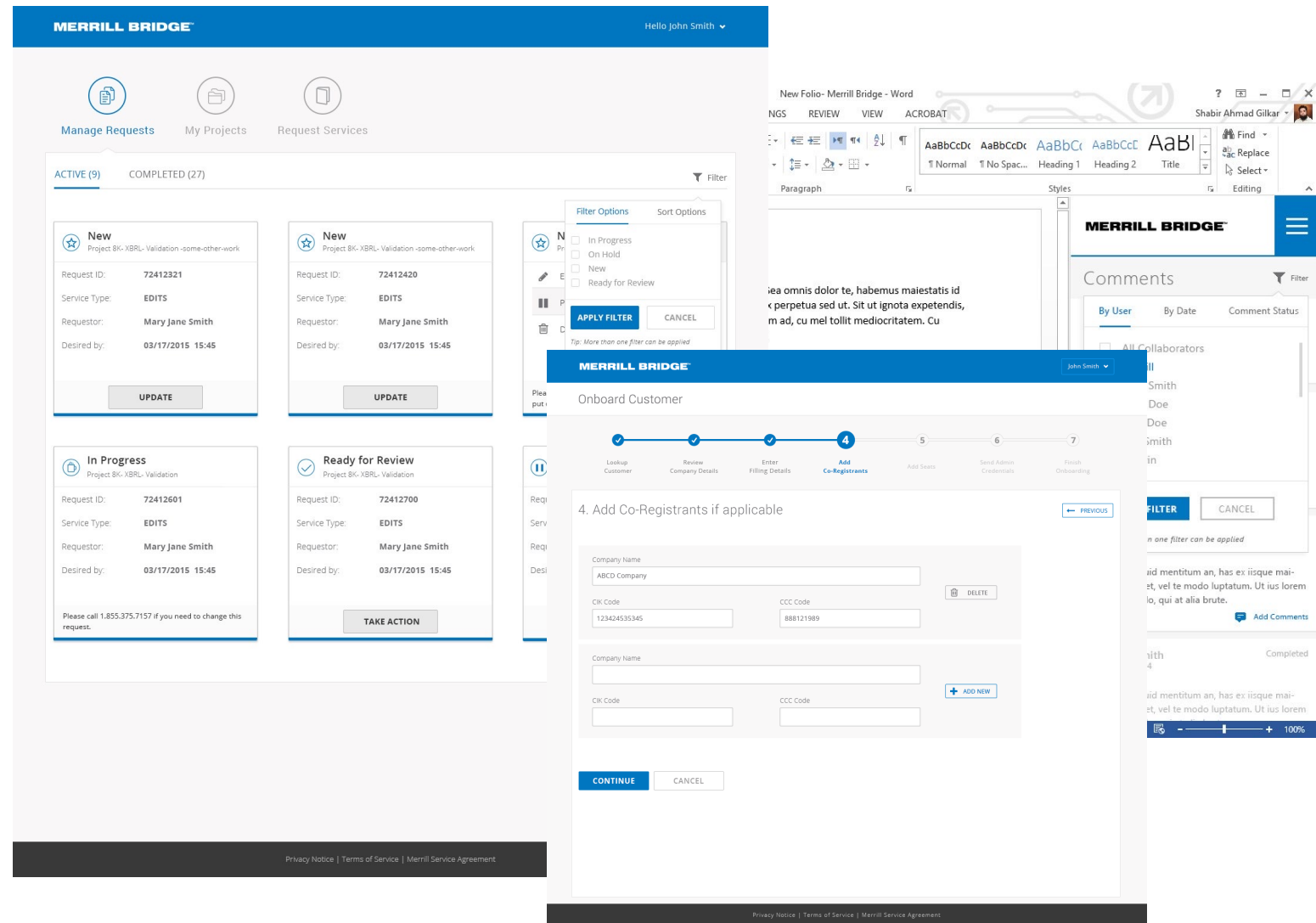


Iconography



ACTIVITIES\\ PRELIMINARY VISUAL DESIGN

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



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

NOVEMBER 01, 2013
EDC FLIGHT SCHEDULE

09:23
UPDATED 30 SEC AGO

TOMORROW ↻

02	SCHEDULED FLIGHTS	01	DELAYED FLIGHTS	01	RELEASED FLIGHTS
01	AIRBORNE FLIGHTS	00	LANDED FLIGHTS	00	CANCELLED FLIGHTS

Stall 208			Tab # WE143		Line # 1141		Flt. Type WSRD		Model B777		Cust. GIA	
Release (SEA)			Wheels Up		Arrival (PAE)		Crew		Notes			
08:30	08:25	08:15	08:23	09:15	09:15	09:15	GRM / VGC		AIMS V17 DEMO			
Original Sch.			Planned		Actual		Original Sch.		Planned		Actual	

Stall 208			Tab # WE143		Line # 1141		Flt. Type WSRD		Model B777		Cust. GIA	
Release (SEA)			Wheels Up		Arrival (PAE)		Crew		Notes			
08:30	08:25	08:15	08:23	09:15	09:15	09:15	GRM / VGC		AIMS V17 DEMO			
Original Sch.			Planned		Actual		Original Sch.		Planned		Actual	

Stall 208			Tab # WE143		Line # 1141		Flt. Type WSRD		Model B777		Cust. GIA	
Release (SEA)			Wheels Up		Arrival (PAE)		Crew		Notes			
08:30	08:25	08:15	08:23	09:15	09:15	09:15	GRM / VGC		AIMS V17 DEMO			
Original Sch.			Planned		Actual		Original Sch.		Planned		Actual	

Stall 208			Tab # WE143		Line # 1141		Flt. Type WSRD		Model B777		Cust. GIA	
Release (SEA)			Wheels Up		Arrival (PAE)		Crew		Notes			
08:30	08:25	08:15	08:23	09:15	09:15	09:15	GRM / VGC		AIMS V17 DEMO			
Original Sch.			Planned		Actual		Original Sch.		Planned		Actual	

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

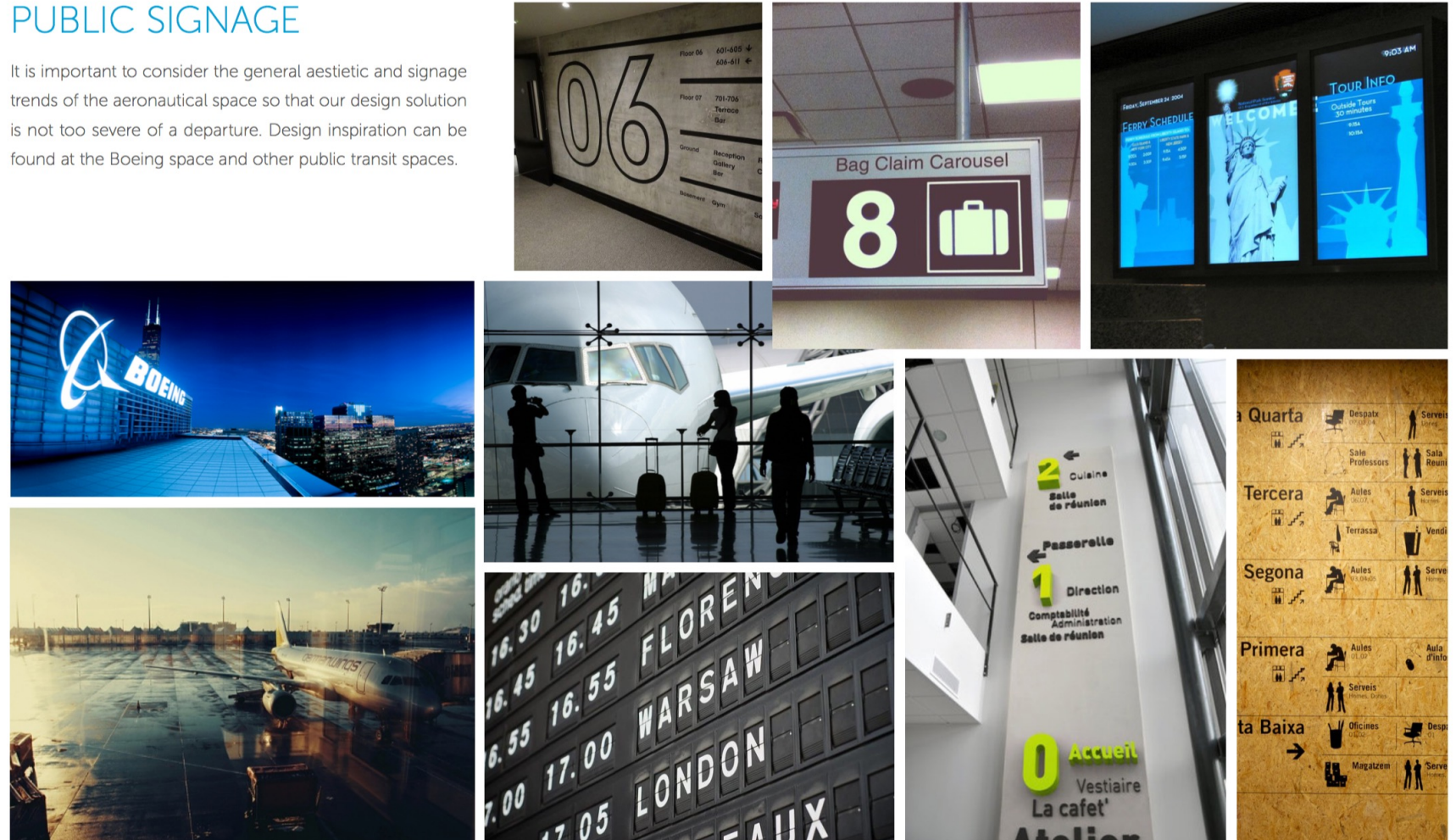
- ✓ **Public Signage** Moodboards
- ✓ **Visual Research** for Desktop and Mobile

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

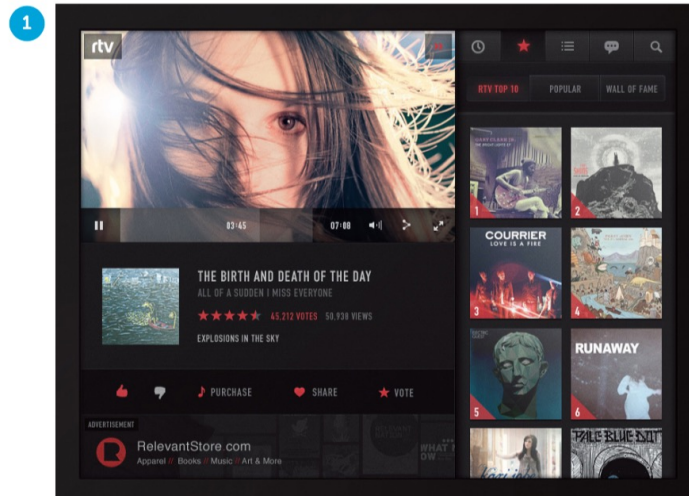
It is important to consider the general aesthetic and signage trends of the aeronautical space so that our design solution is not too severe of a departure. Design inspiration can be found at the Boeing space and other public transit spaces.



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



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 palette. Offers information at a distance and detailed content up close.

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

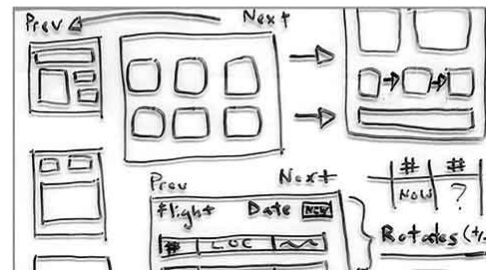
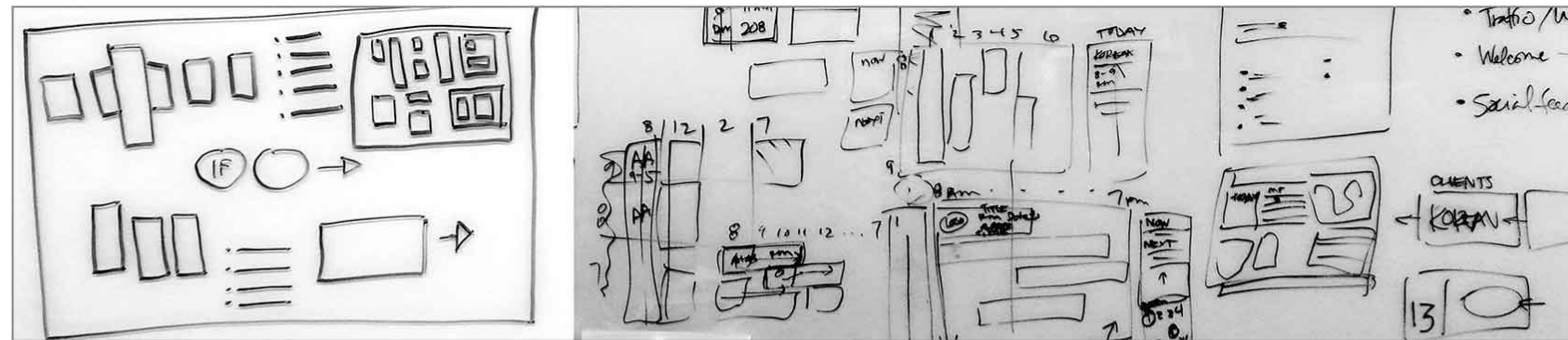
3. Blurred overlays paired with minimalistic iconography and typography aligns with modern design trends.

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.

EDC FLIGHT SCHEDULE

NOVEMBER 01, 2013

☰

Tomorrow >>

12

SCHEDULED FLIGHTS

09:23
Updated 30 sec ago

Stall 208

Tab #WE143

Line #1141

Flt Type: WSRD

Model B777

Cust : GIA

Schedule details

Release (SEA)

08:25 Planned

08:40 Original sch.

08:15 Actual

Arrival (PAE)

09:25 Original sch.

09:15 Predicted

09:30 Actual

Wheels Up

08:24 Actual

Crew

GRM/VGC

Notes

AIMS V17 DEMO

Stall 208

Tab #WE143

Line #1141

Flt Type: WSRD

Model B777

Cust : GIA

Schedule details

Stall 208

Tab #WE143

Line #1141

Flt Type: WSRD

Model B777

Cust : GIA

Schedule details

Stall 208

Tab #WE143

Line #1141

Flt Type: WSRD

Model B777

Cust : GIA

Schedule details

EDC FLIGHT SCHEDULE

NOVEMBER 01, 2013

☰

Tomorrow >>

🕒

SCHEDULED FLIGHTS

12

✈️

RELEASED FLIGHTS

5

✈️

LANDED FLIGHTS

0

🕒

DELAYED FLIGHTS

0

☁️

AIRBORNE FLIGHTS

3

✖️

CANCELLED FLIGHTS

1

Schedule details

Stall 208

Tab #WE143

Line #1141

Flt Type: WSRD

Model B777

Cust : GIA

Schedule details

Stall 208

Tab #WE143

Line #1141

Flt Type: WSRD

Model B777

Cust : GIA

Schedule details

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

NOVEMBER 01, 2013

EDC FLIGHT SCHEDULE

09:23

UPDATED 30 SEC AGO

12

SCHEDULED FLIGHTS

02

DELAYED FLIGHTS

04

RELEASED FLIGHTS

03

AIRBORNE FLIGHTS

00

LANDED FLIGHTS

01

CANCELLED FLIGHTS

Stall 208

Tab # WE143

Line # 1141

Flt. Type WSRD

Model B777

Release (SEA)

Wheels Up

Arrival (PAE)

Crew

08:25

08:30

08:15

08:23

09:15

09:15

09:15

Planned

Original Sch.

Actual

Actual

Original Sch.

Predicted

Actual

Stall 208

Tab # WE143

Line # 1141

Flt. Type WSRD

Model B777

ANNOUNCEMENTS

@EDC

DON'T MISS!

Employee BBQ Saturday 10,
10AM - 2PM

The EDC has gone 143 days without a
lost time accident

TODAY'S BIRTHDAYS

John Douglas (Human Resources)
Kendra D (Aviation & Aerospace)
Roger Kent (Prof Training & Coaching)
Jane L (Engineering)

25

JAN

42°

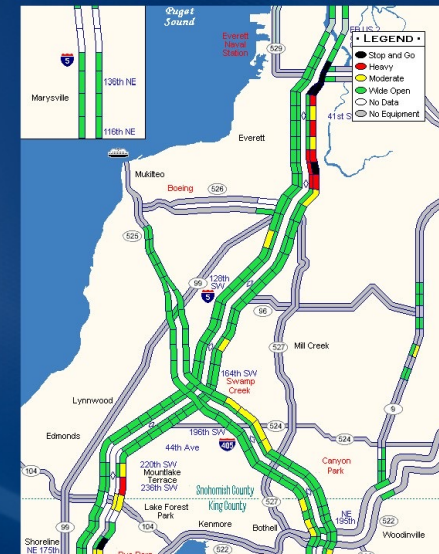
FAHRENHEIT



CLOUDY

TRAFFIC

10:52AM



TOP NEWS

STORIES

From police officer's son to pope

Before he was Pope Benedict XVI, before he earned the nickname "Cardinal No" as the enforcer of church doctrine, he was Joseph Ratzinger -- the son of Maria and police officer Joseph Ratzinger, learning about life and God in Germany between two world wars.

Mon, 11 Feb 2013

Murder charge filed against
renegade former officer

A warrant "that allows him to be apprehended anywhere" was issued for Christopher Dorner, the target of one of the largest manhunts ever in Southern California.

Mon, 11 Feb 2013

NASDAQ 3153.67 10.49▲0.33% | DJIA 13779.33 67.12▲0.49% | S&P 1494.81 2.25▲0.15%

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**

EDC FLIGHT SCHEDULE		NOVEMBER 01, 2013
		TOMORROW
12	SCHEDULED FLIGHTS	09:23 Updated 30 sec ago
Stall 208	Tab # WE143	Line # 1141
Flt. Type WSRD	Model B777	Cust. GIA
Schedule details		
Release (SEA)		Arrival (PAE)
08:25 Planned		09:15 Original Sch.
08:30 Original Sch.		09:15 Predicted
08:15 Actual		09:15 Actual
Wheels Up	Crew	Notes
08:23 Actual	GRM / VGC	AIMS V17 DEMO
Stall 208	Tab # WE143	Line # 1141
Flt. Type WSRD	Model B777	Cust. GIA
Schedule details		
Stall 208	Tab # WE143	Line # 1141
Flt. Type WSRD	Model B777	Cust. GIA
Schedule details		
Stall 208	Tab # WE143	Line # 1141

EDC FLIGHT SCHEDULE		NOVEMBER 01, 2013
		TOMORROW
✈	SCHEDULED FLIGHTS	12
↑	RELEASED FLIGHTS	5
✈	LANDED FLIGHTS	0
⌚	DELAYED FLIGHTS	0
☁	AIRBORNE FLIGHTS	3
⊘	CANCELLED FLIGHTS	1
08:30 Original Sch.		09:15 Predicted
08:15 Actual		09:15 Actual
Wheels Up	Crew	Notes
08:23 Actual	GRM / VGC	AIMS V17 DEMO
Stall 208	Tab # WE143	Line # 1141
Flt. Type WSRD	Model B777	Cust. GIA
Schedule details		
Stall 208	Tab # WE143	Line # 1141
Flt. Type WSRD	Model B777	Cust. GIA
Schedule details		
Stall 208	Tab # WE143	Line # 1141

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**

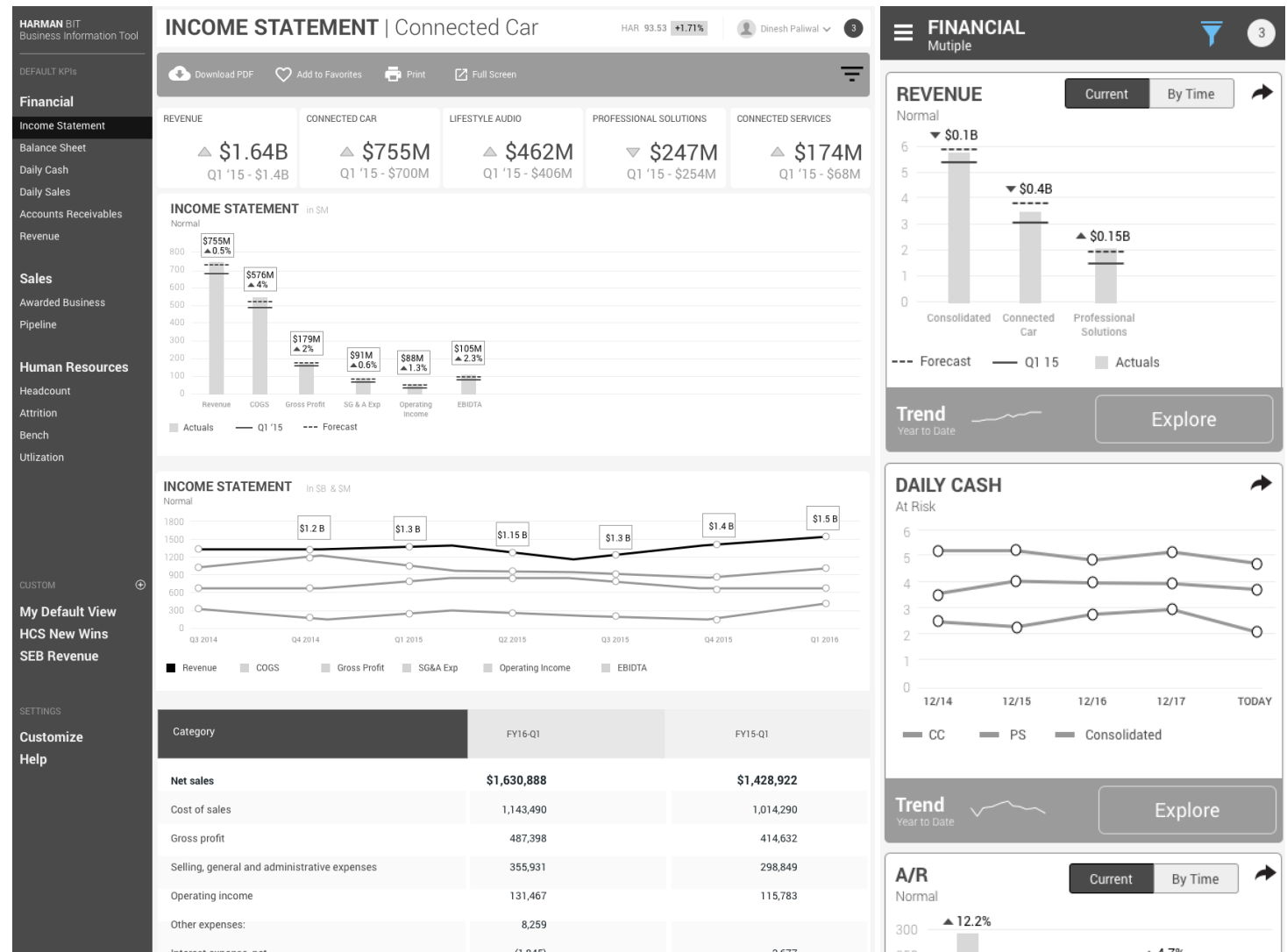
I also looked at a number of consumer applications to see how they represent financial data.



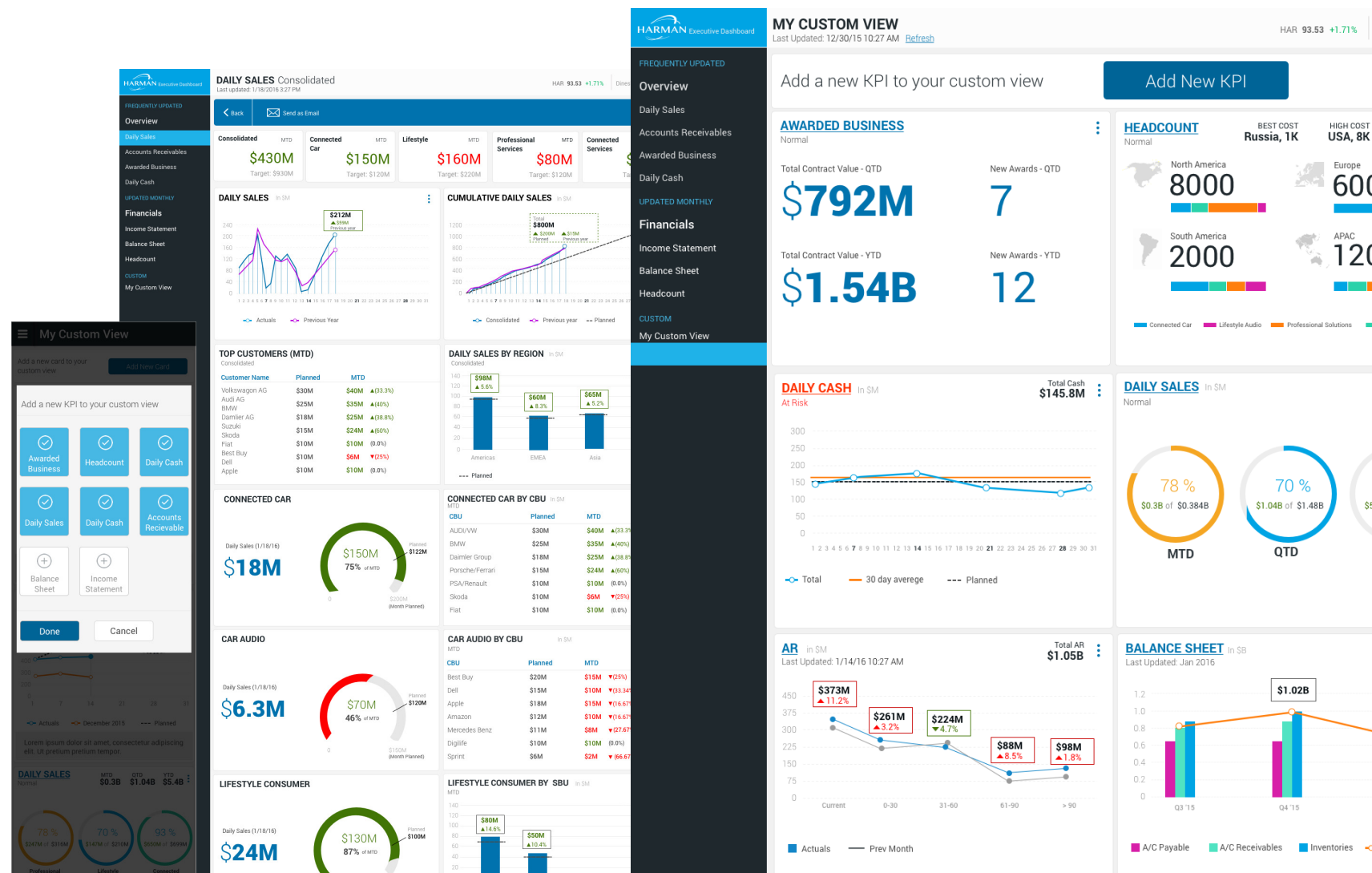
ACTIVITIES\\ SKETCHING & WIREFRAMING

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

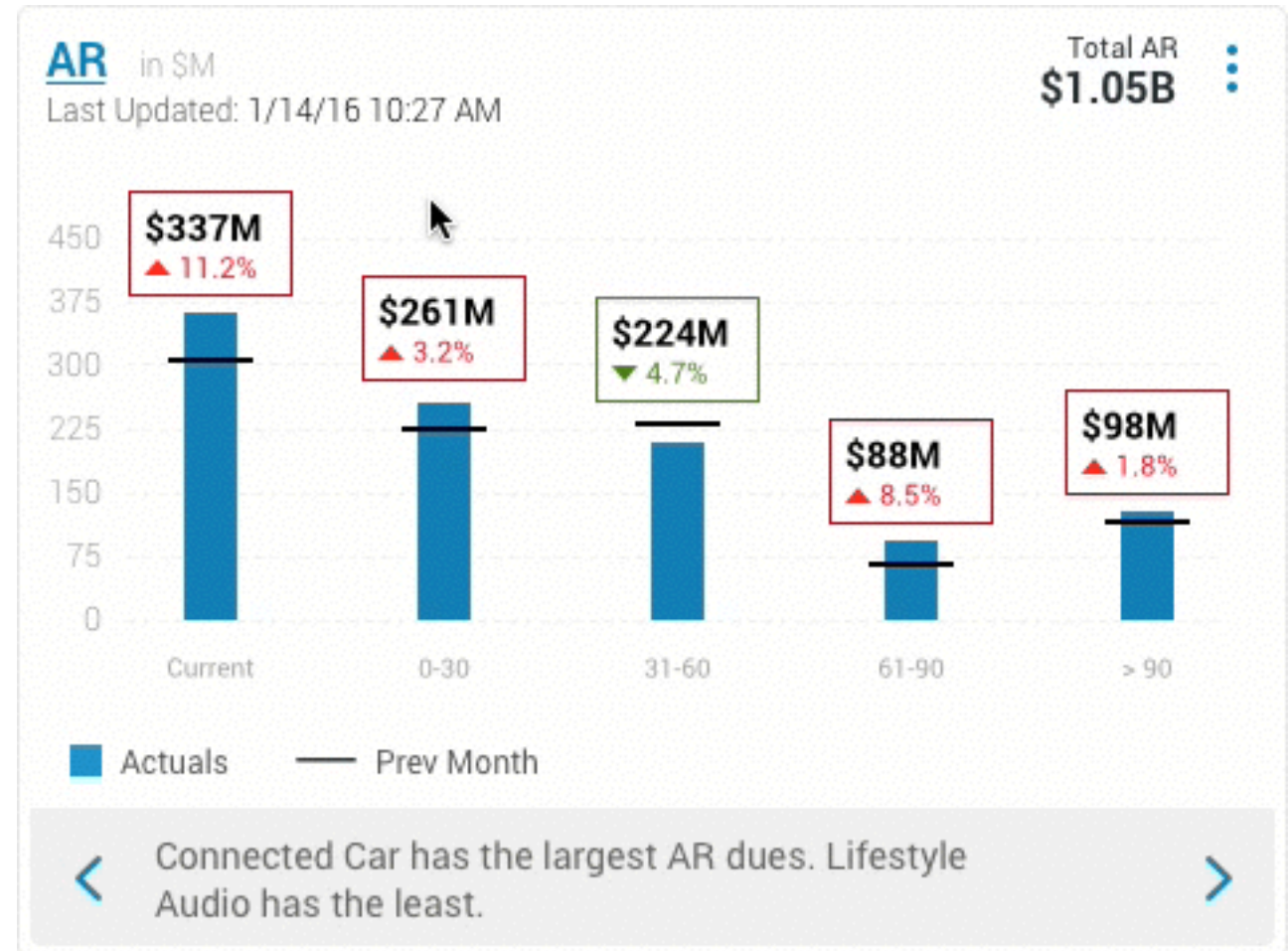


The visual designs were created for all the supported form factors



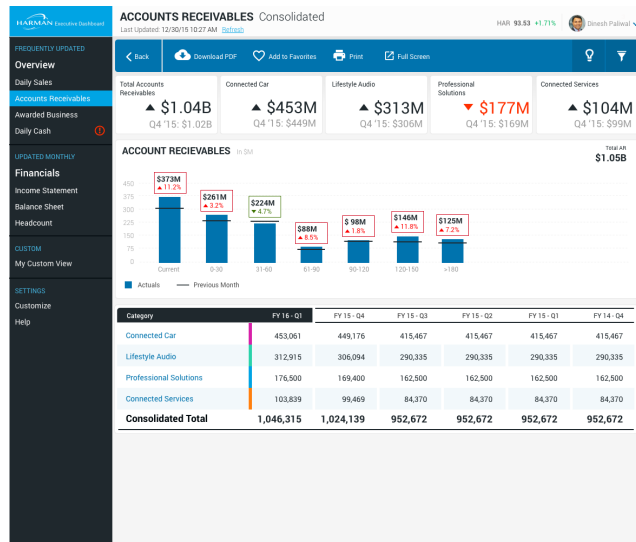
ACTIVITIES\\ MOTION DESIGN

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

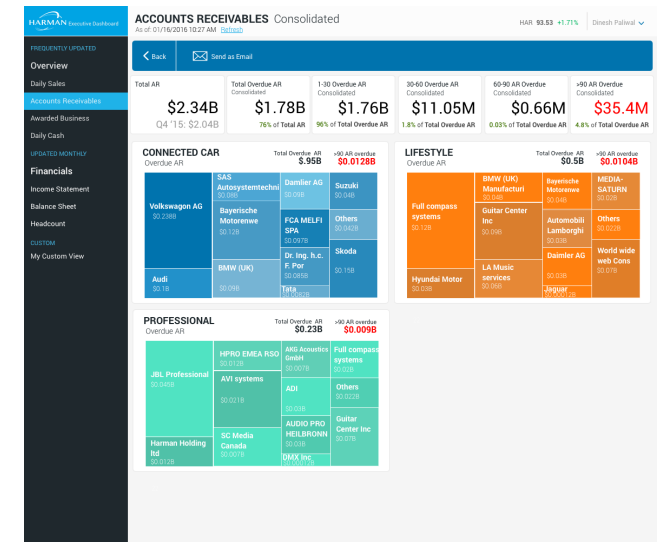
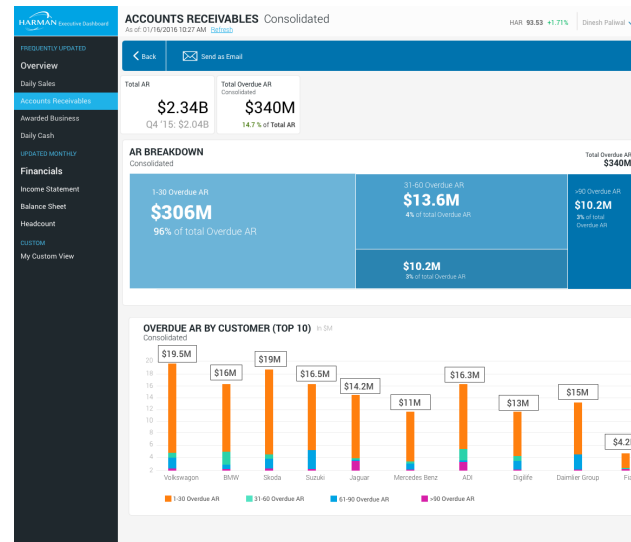


ACTIVITIES\\ ITERATIVE DESIGN

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

ADITI®



Healthcare

WINDOWS 8
HEALTHCARE
DEMO APP

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

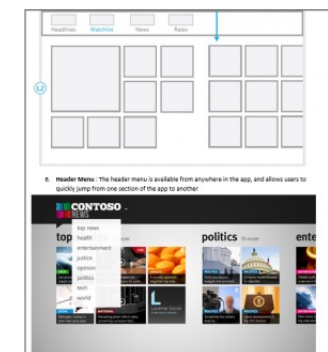
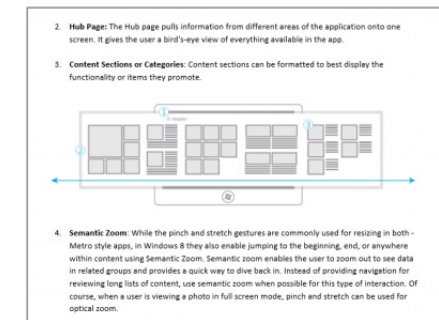
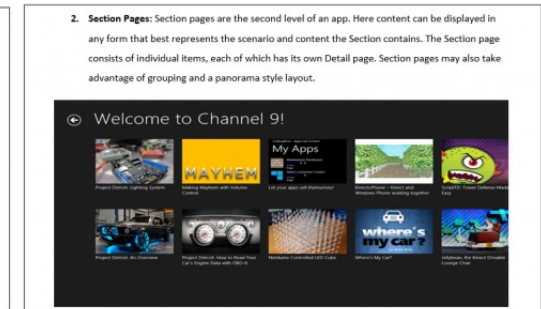
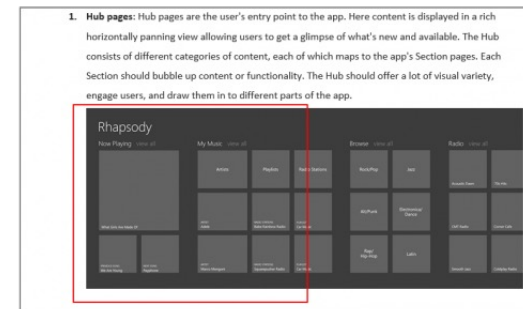
WINDOWS 8 HEALTHCARE DEMO APP\\ ACTIVITIES

- ✓ 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

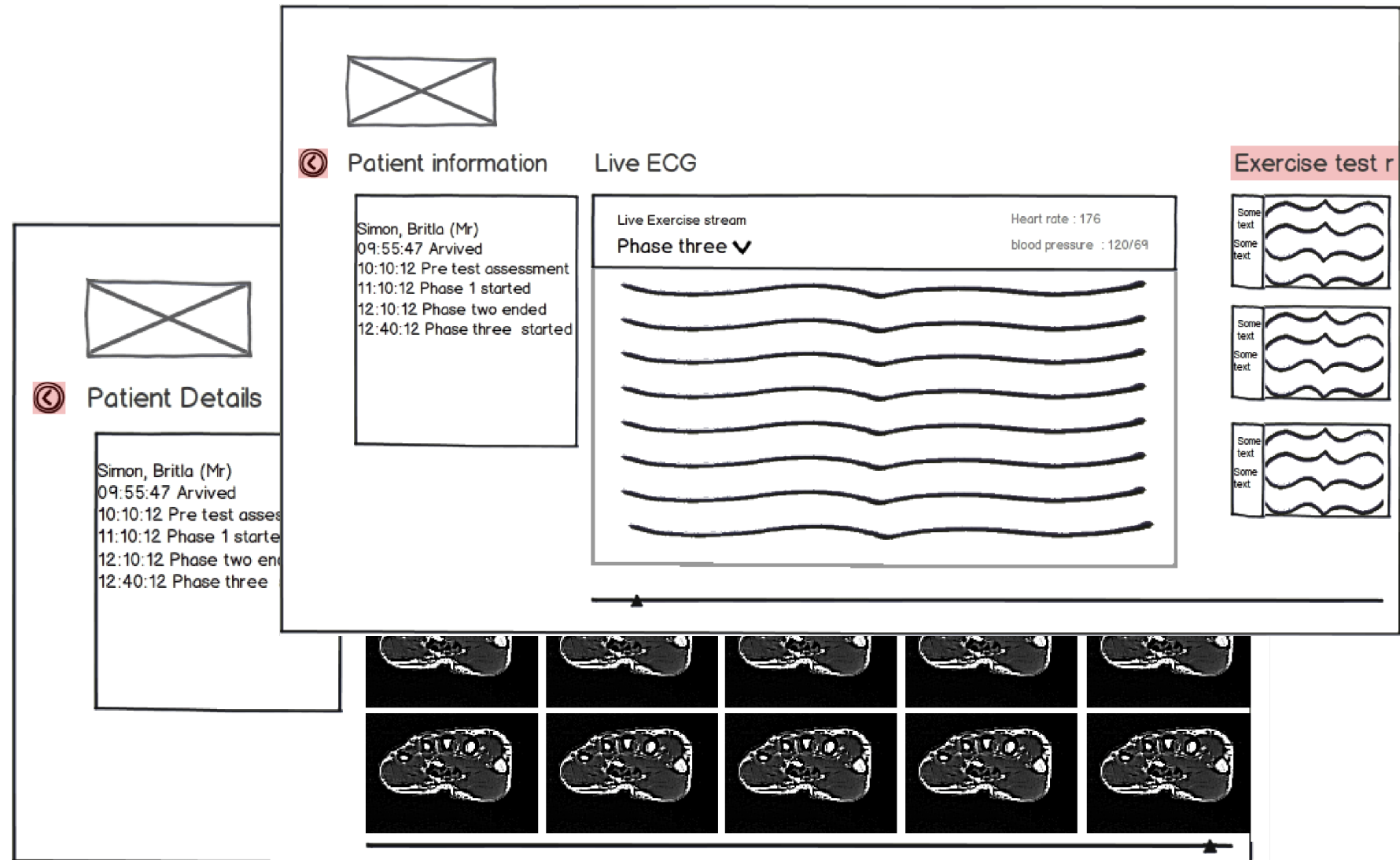
Since this was the **first Windows 8 App** done by the company, there was significant uncertainty about the design and interaction flow.

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



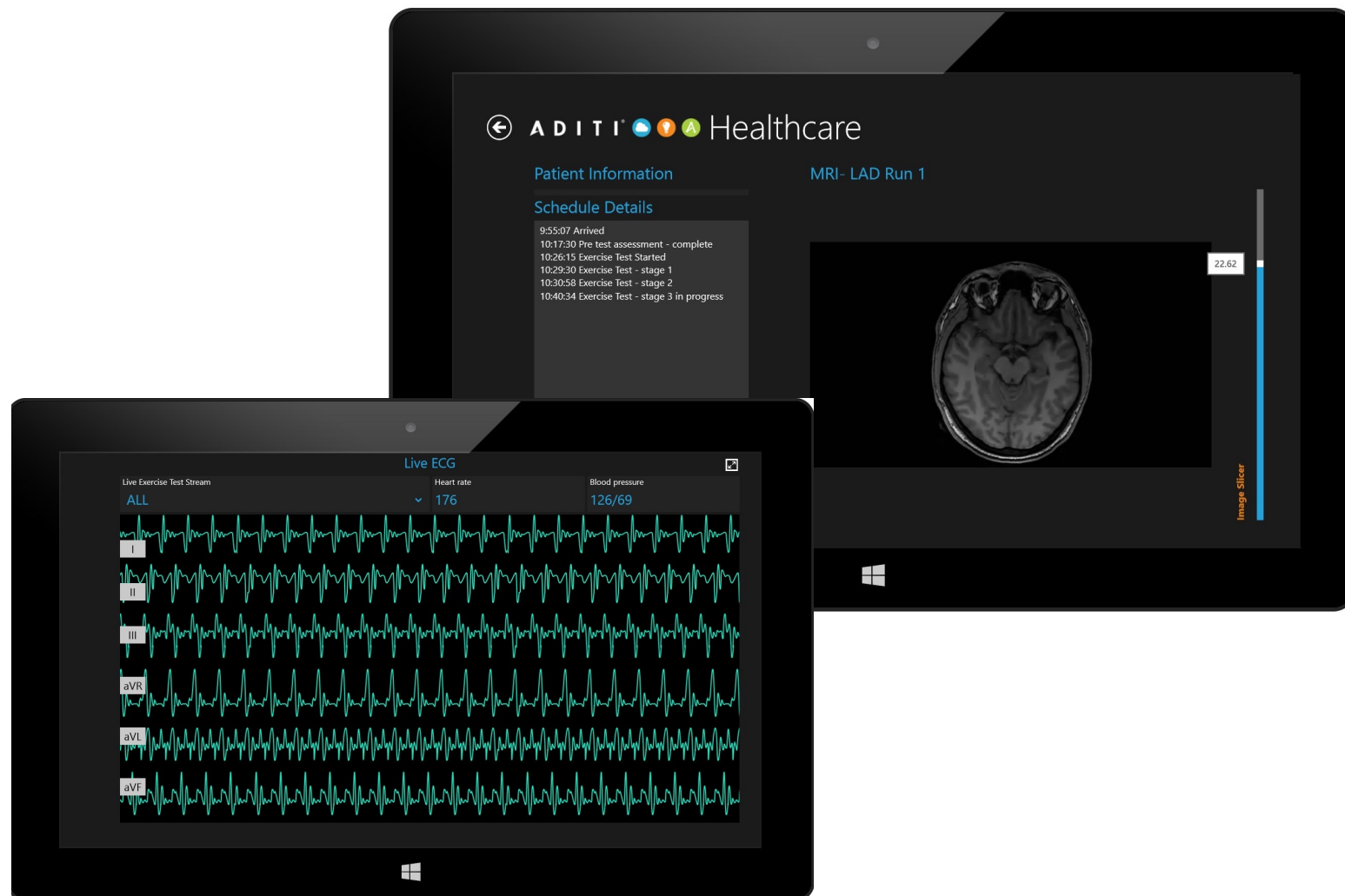
ACTIVITIES\\ WIREFRAMING & PROTOTYPING

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

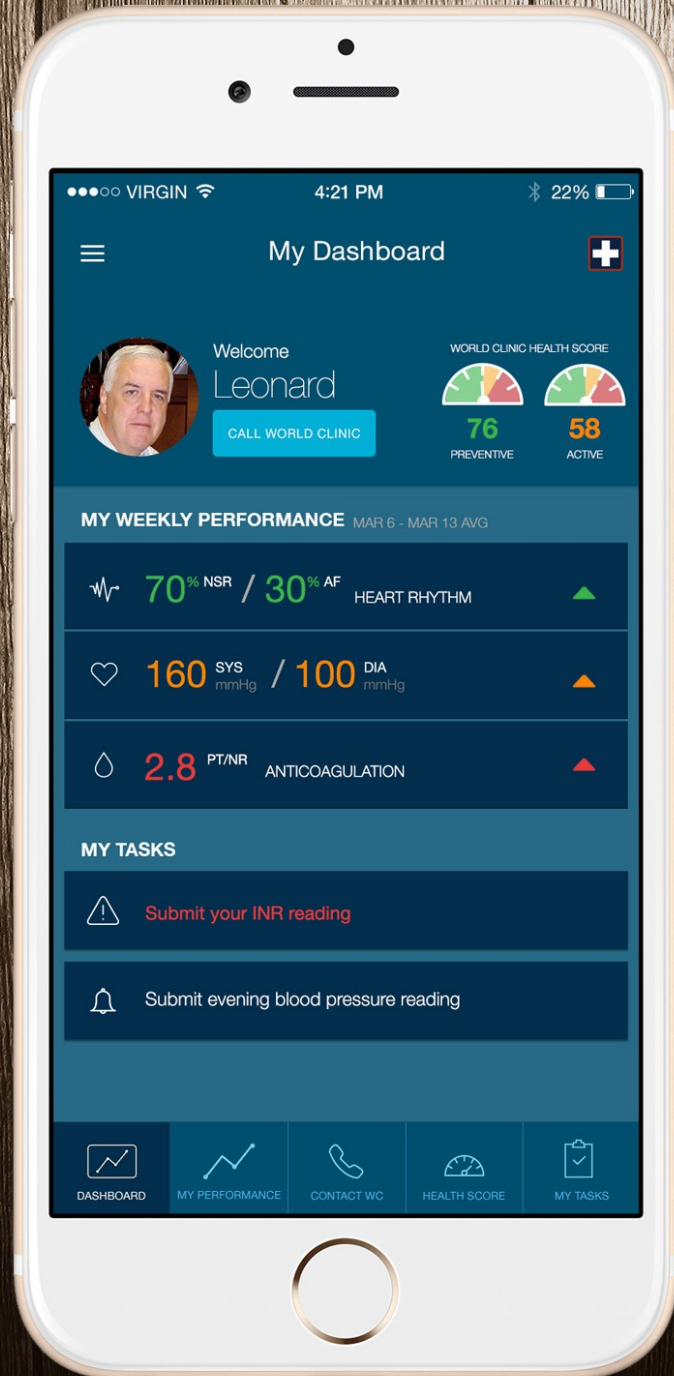
Post the wireframing and prototyping stage, I worked with the offshore visual design team to create the visual mocks and assets for the different screens



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

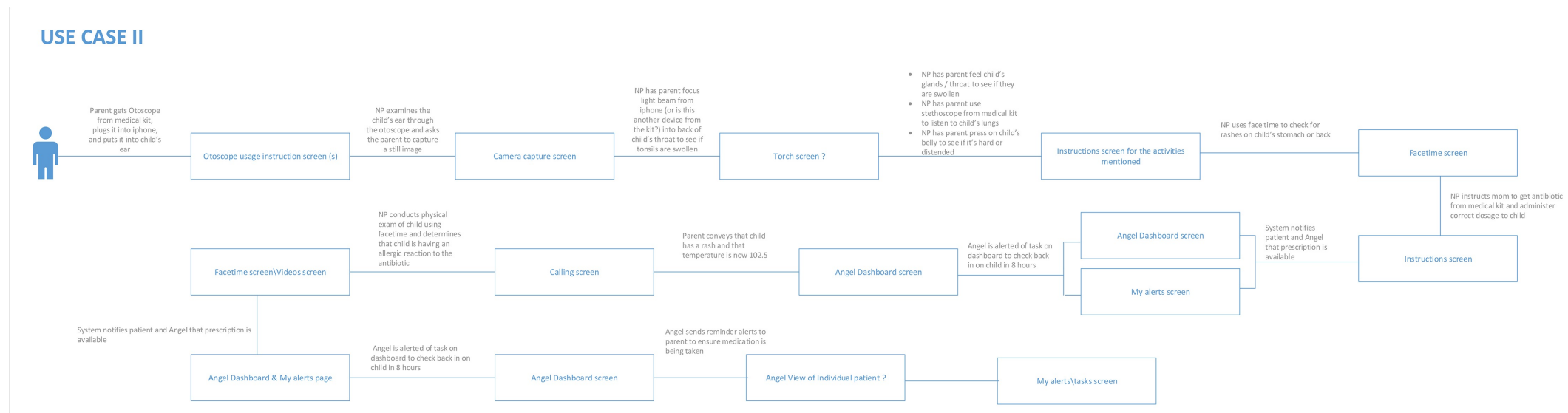
WORLD CLINIC HEALTH MONITORING MOBILE APP DESIGN \\ ACTIVITIES

- ✓ 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

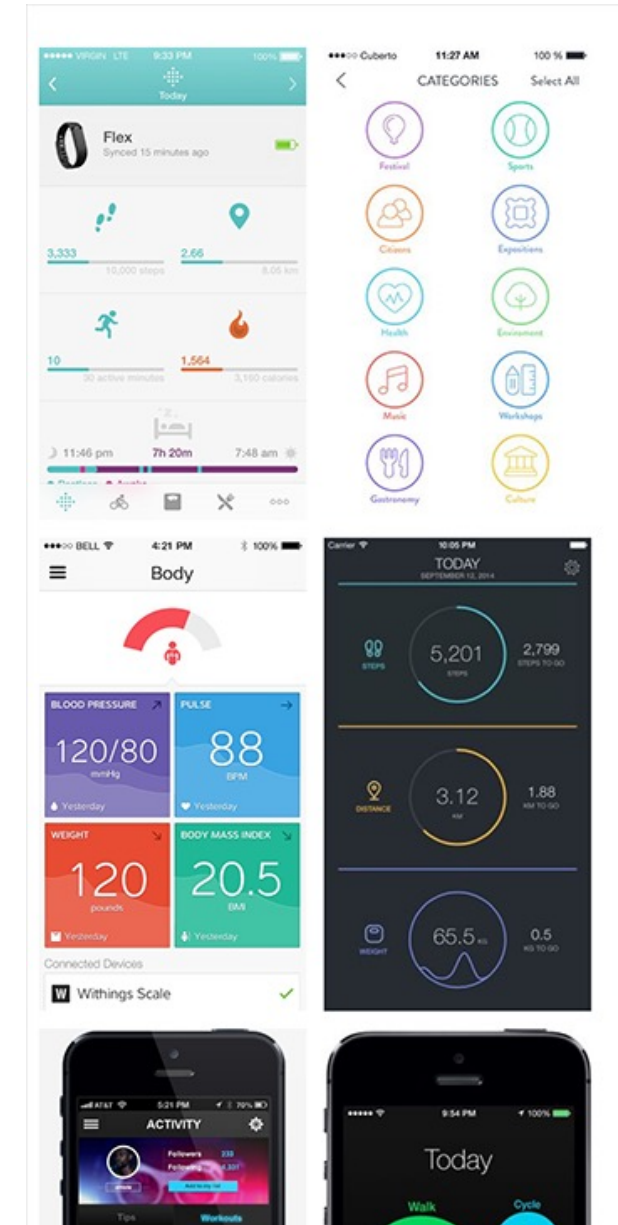
Since we had limited stakeholder access, I conducted a number of **remote interviews** with them at the beginning of the project to **determine their goals for the project** and **their analysis of the user needs**

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



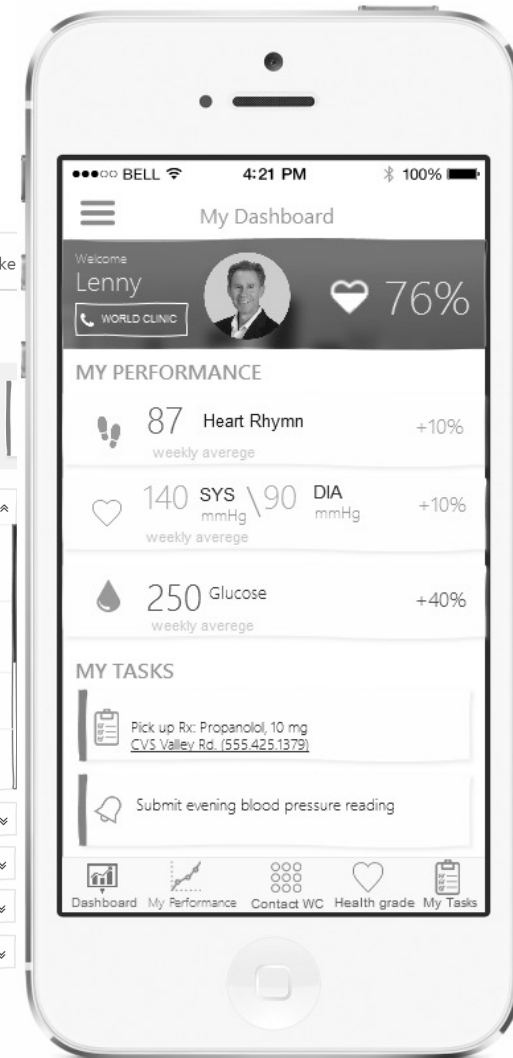
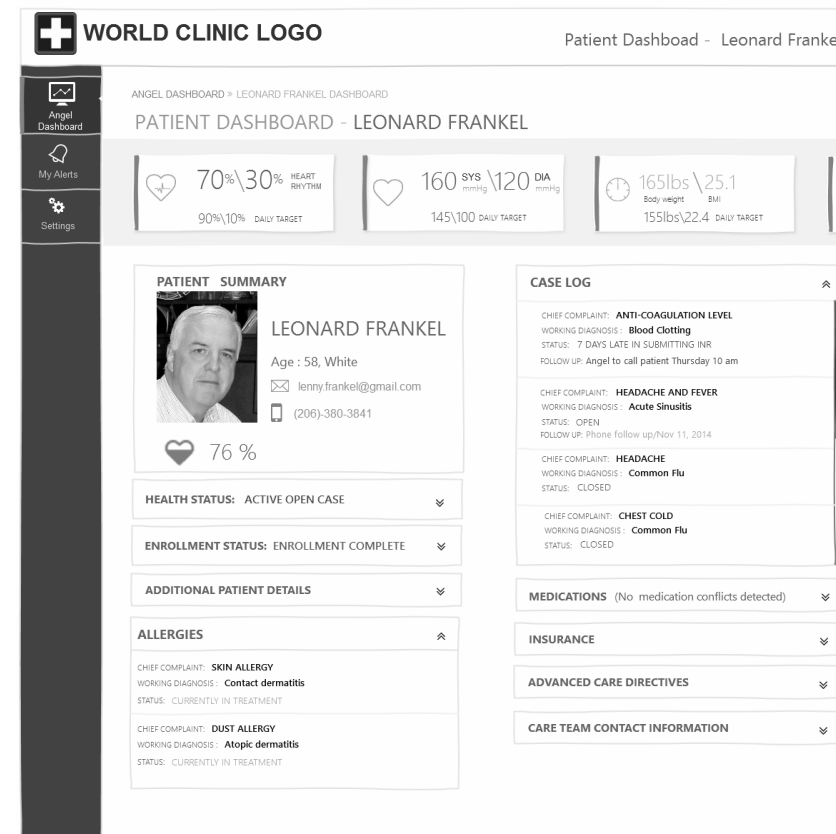
ACTIVITIES\\ MOODBOARDING

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**.



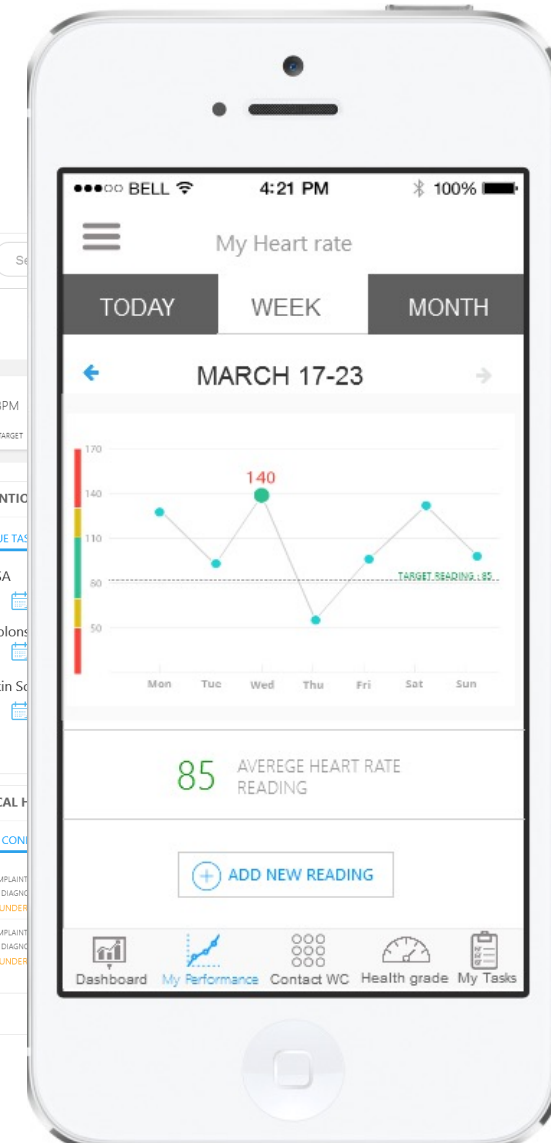
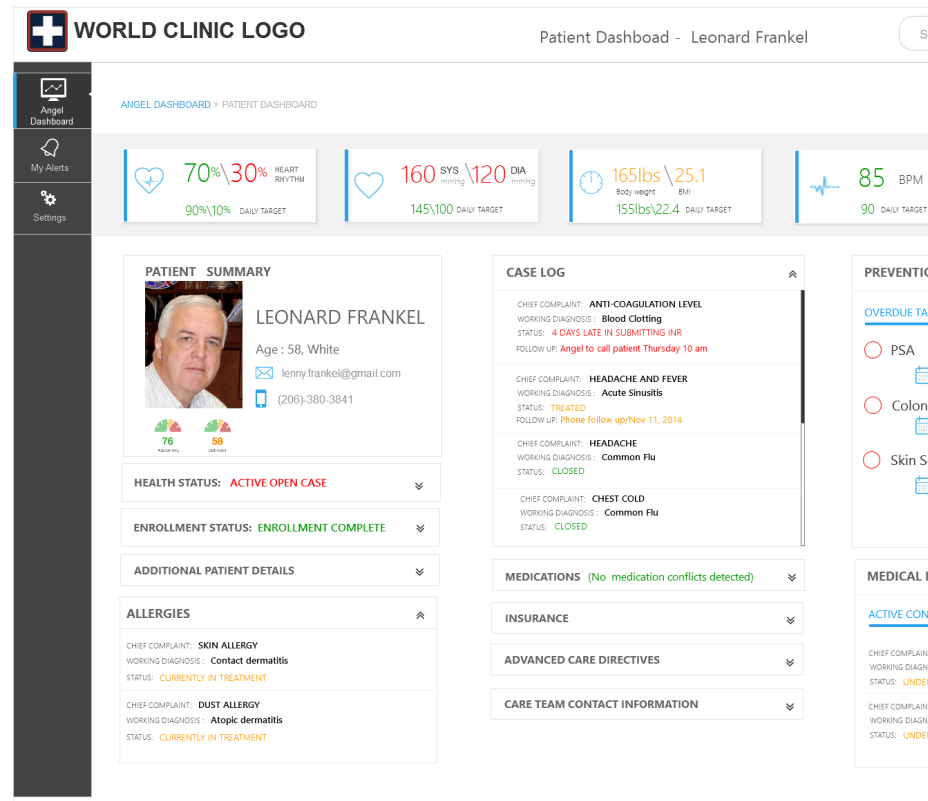
ACTIVITIES\\ LOW FIDELITY WIREFRAMES

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**

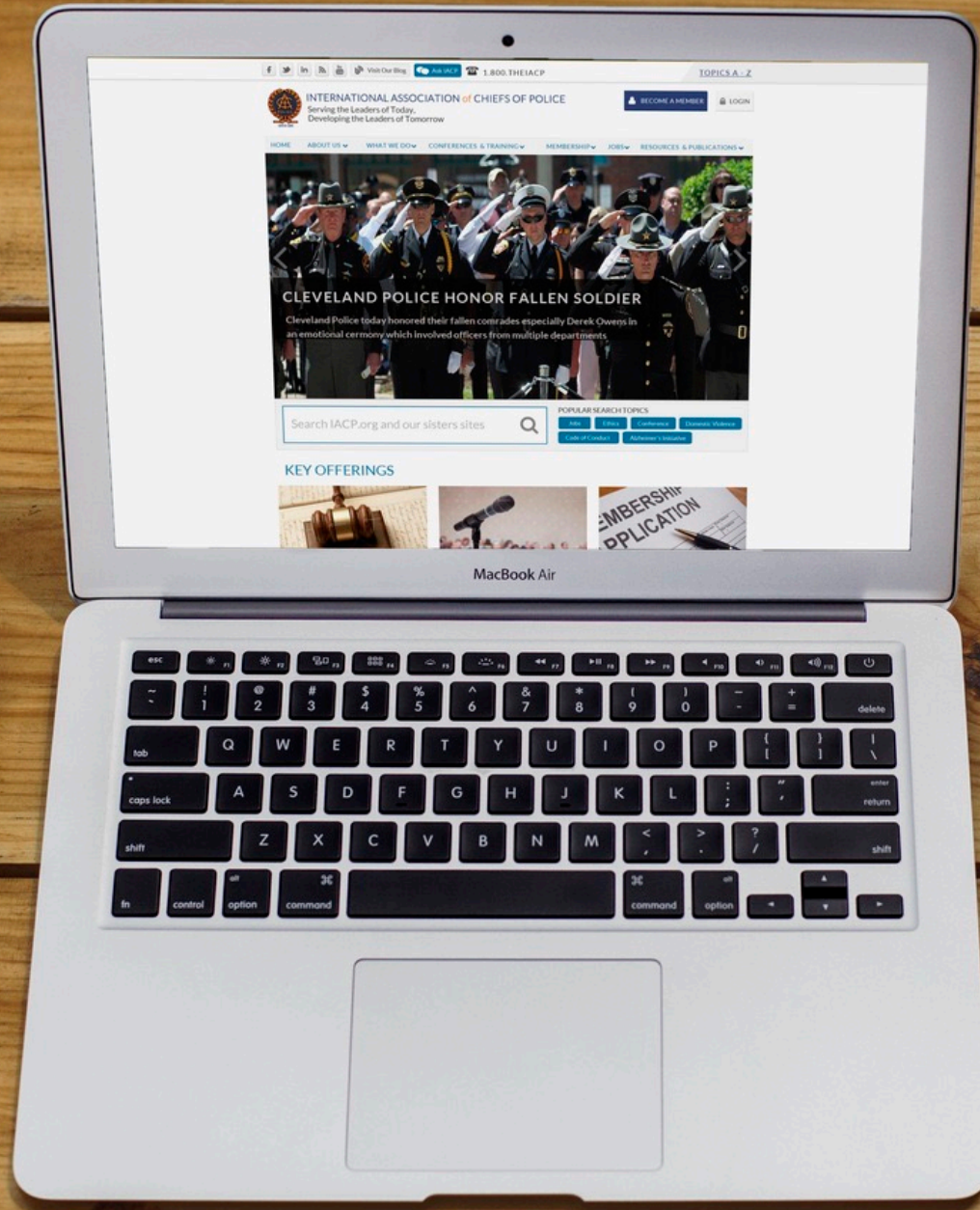


ACTIVITIES\\ VISUAL DESIGN COORDINATION

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

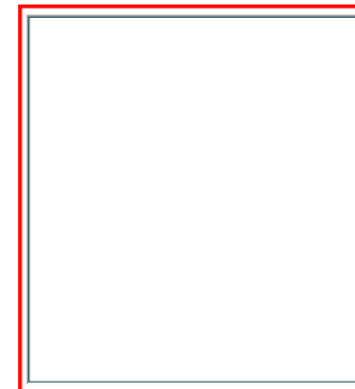


12. When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (f).

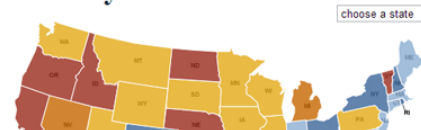
Compliance: No,

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

PRESS CENTER

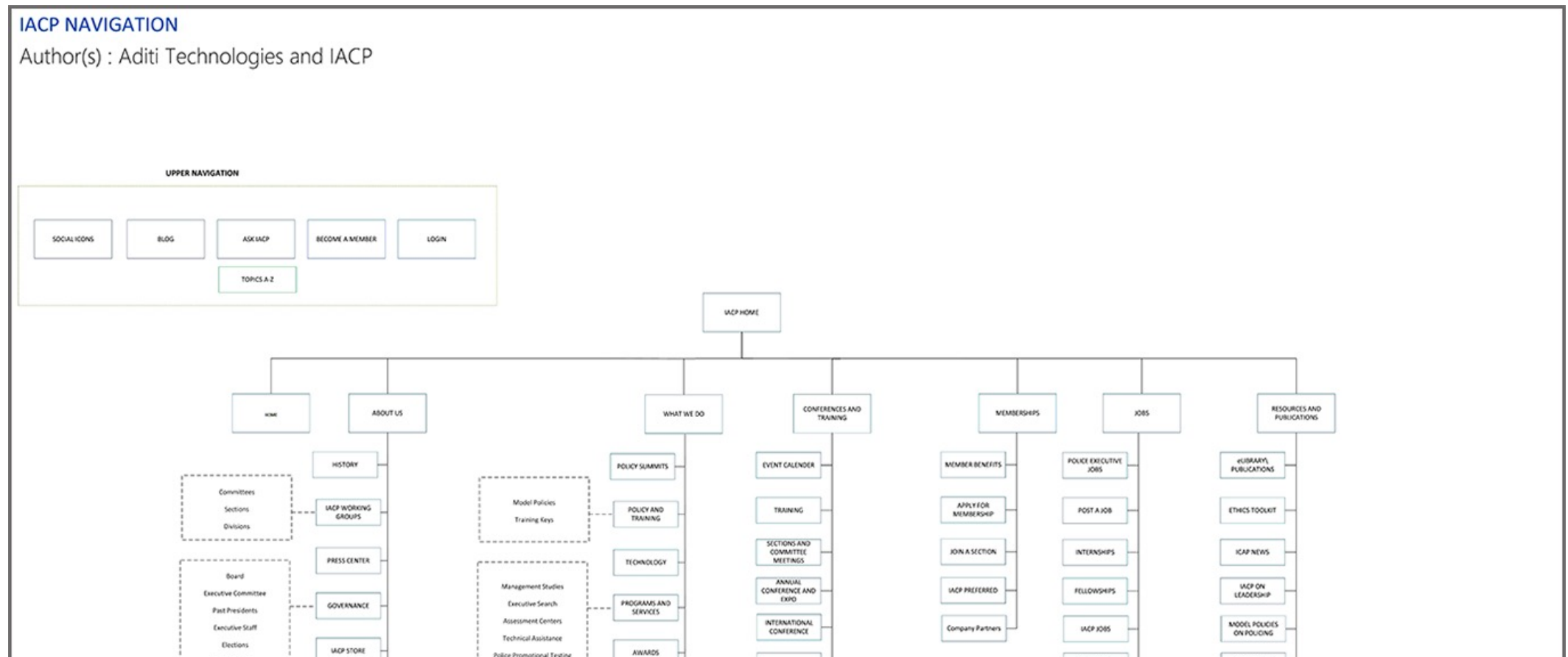


A state-by-state guide to:
Missing Senior/Adult Public Alert Systems



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





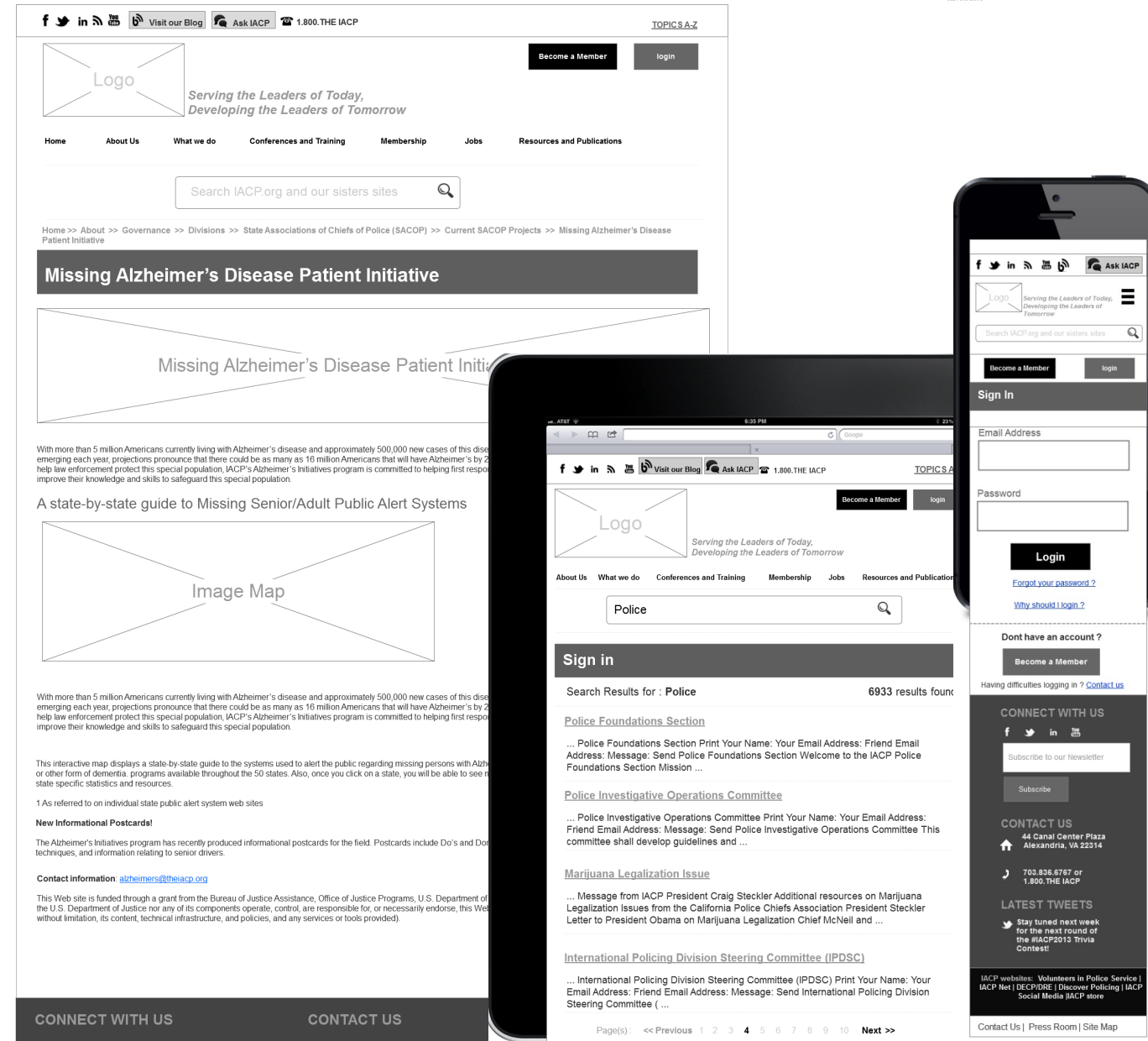
ACTIVITIES\\ WIREFRAMING

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.

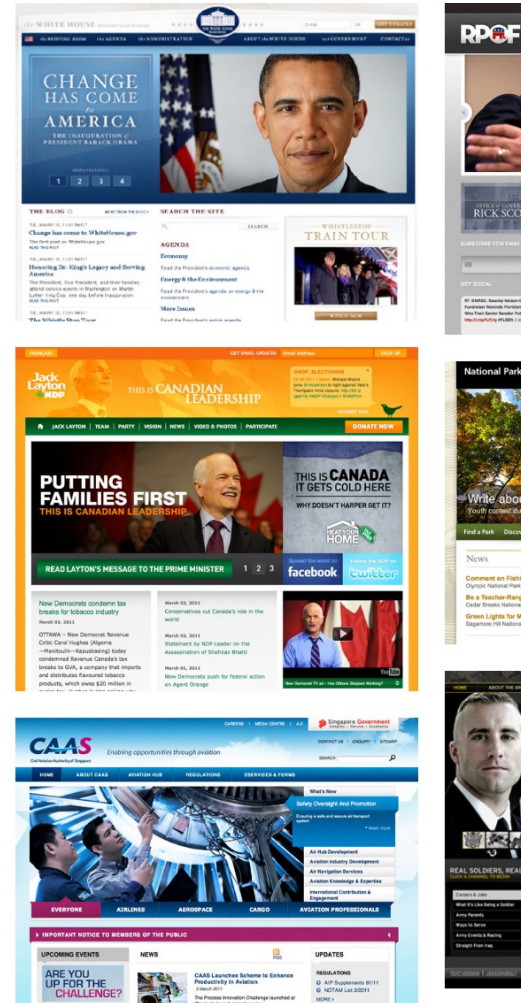
Since the templates were expected to be **responsive**, I created the wireframes for all the defined form factors*.

***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

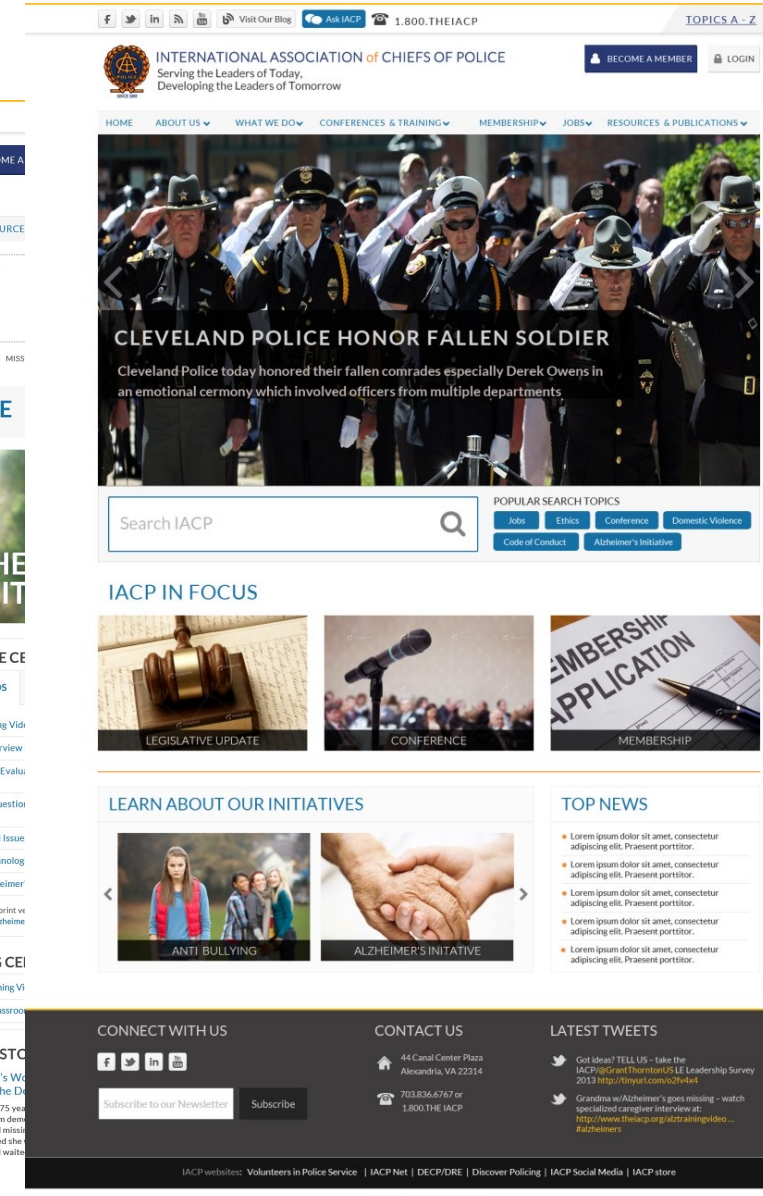
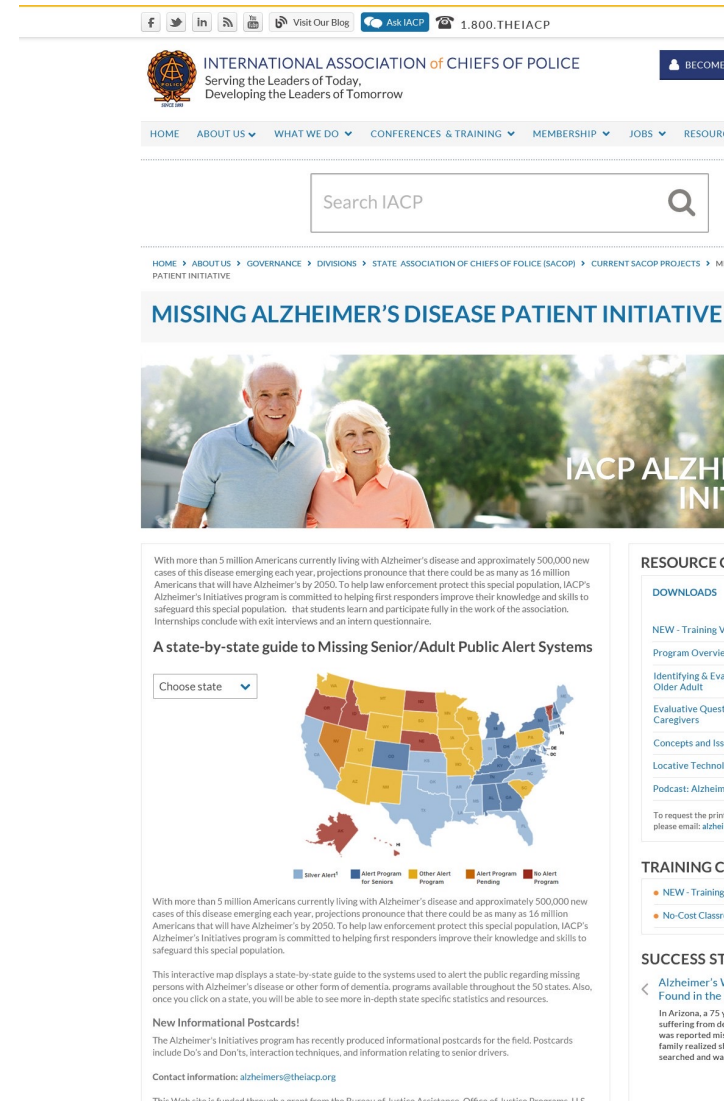
Hero images moodboards help establish the main focal point of the user on the site when on the home page





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