



MILTON IRIZARRY JR
PROJECT PROCESS, FLOWS, & WIREFRAMES

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CASE STUDY:

NOVANT HEALTH

The MyNovant App

PROJECT OVERVIEW

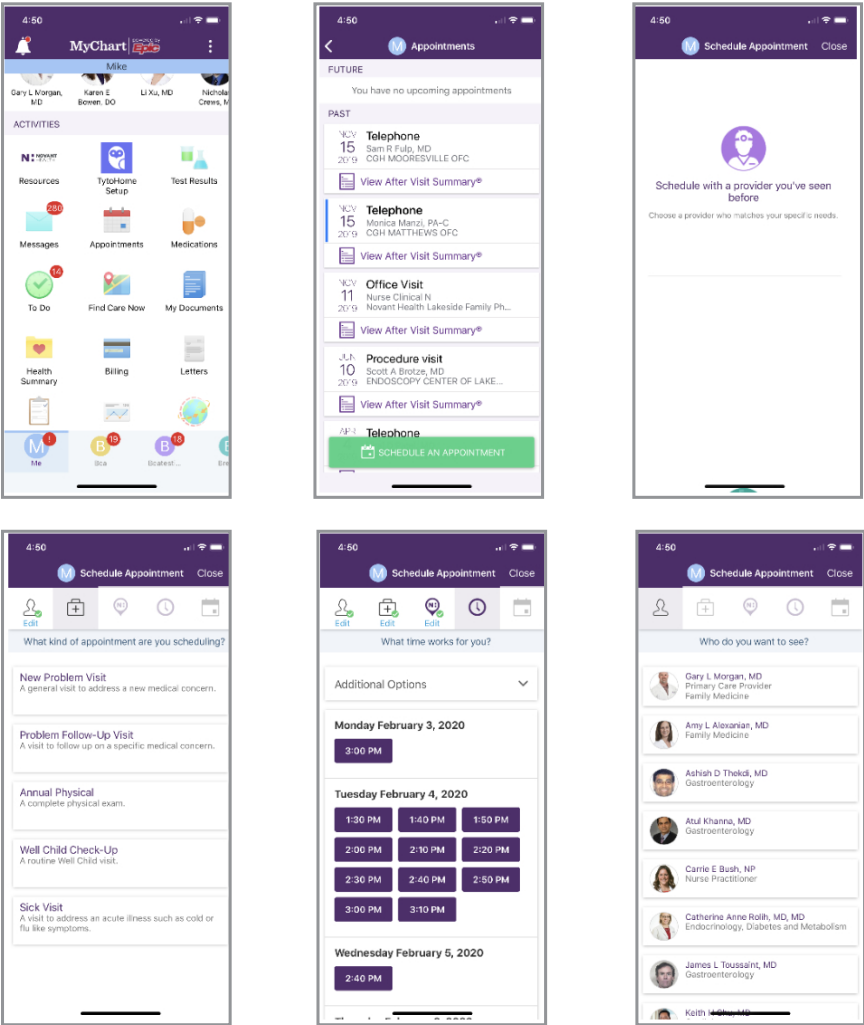
The brief centered on updating the Novant Health App to MyNovant App by creating an experience with fewer clicks and screens/pages, and streamline the navigation with a more user center focused. Using the Agile Lead methodology we use less business requirements and replaced them with user testing to validate the needs and wants of the end user.

USER TESTING

We discovered users found the current app confusing and frustrating. The user did not know where to go for appointments, where to check on messages. The current navigation was lost with all buttons on the main page.

USABILITY RESEARCH

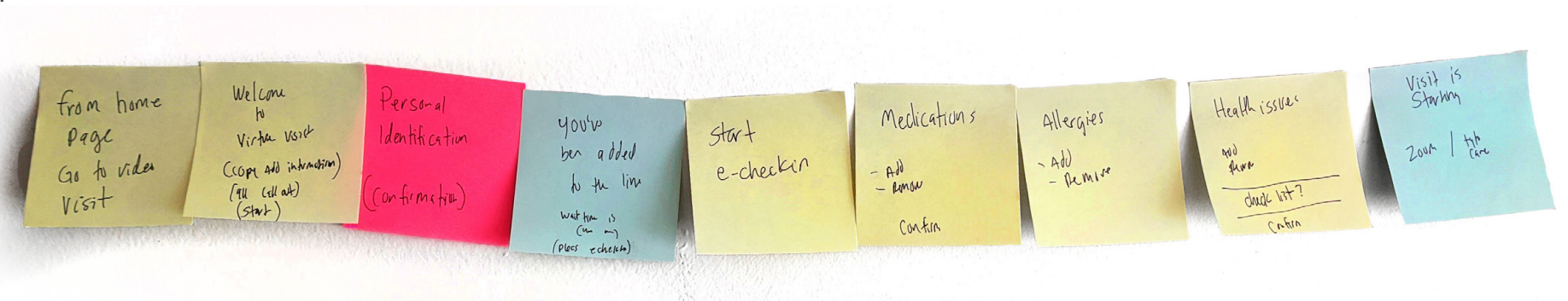
Insights from our research showed us that users wanted to view possible providers, view the locations of clinics, messages and see their next appointments with the ability to set up appointments.



Original application no brand unification, crowded and wordy

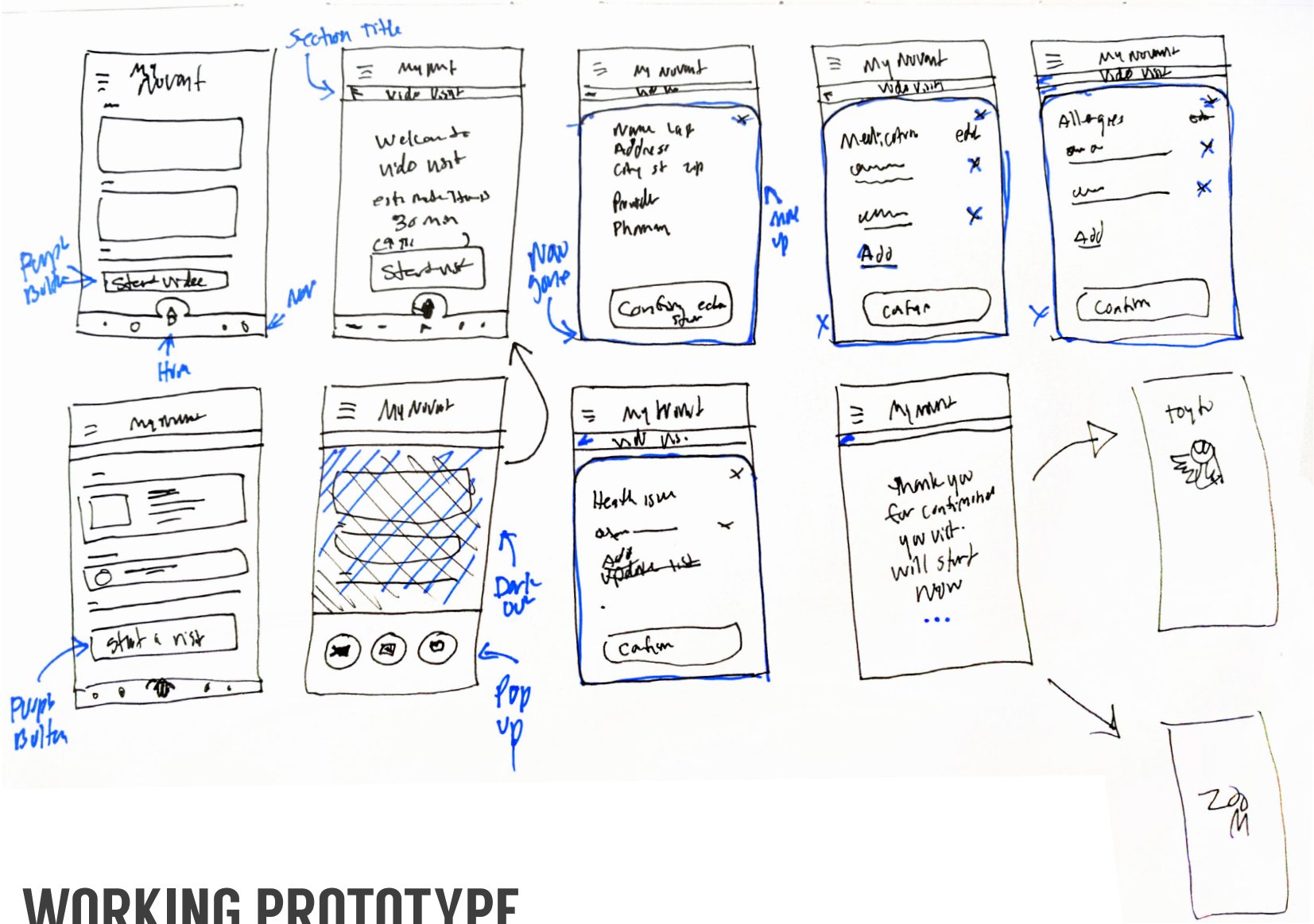
USER FLOW

The current steps for a video visit the user need to click through 12 different screens with some screens needing 2 confirmation taps. We mapped out the user flow identified redundancies and screens that could be merged and in some cases removed altogether.



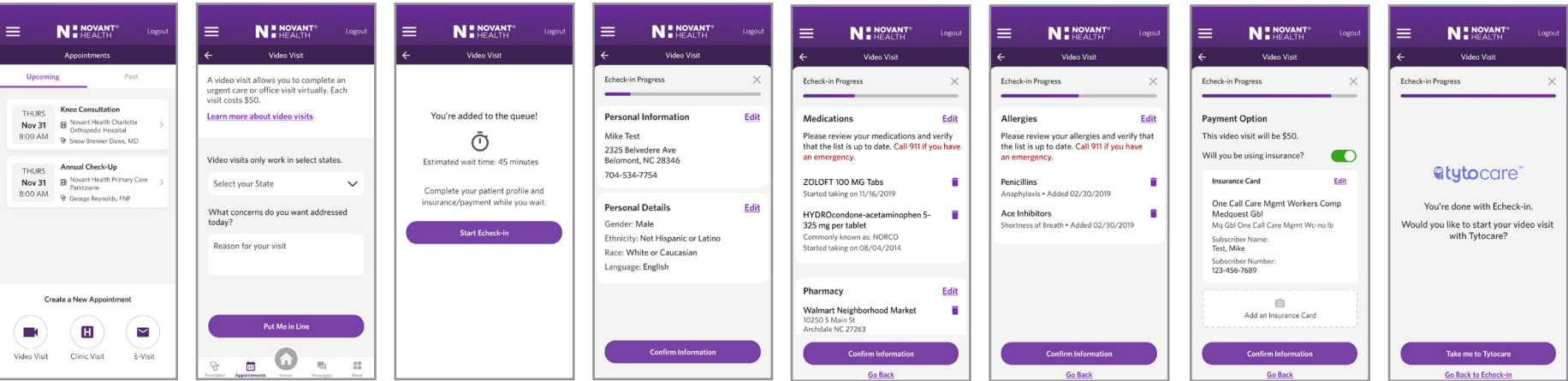
WIRE FRAMES

Low-level wire frames showed what possibilities the new app could have. The design was then taken to a design studio meeting with the team and stakeholders to get feedback and reviews. In the design studio, everyone’s feedback was added and taken into the next step. the prototype.



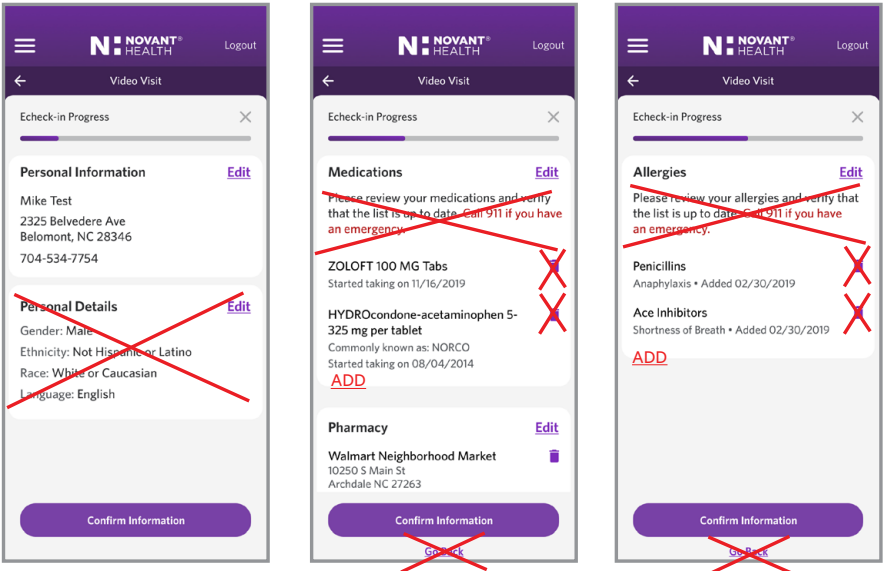
WORKING PROTOTYPE

Moving forward, we took the feedback and edits from the design studio and start our working prototypes. With precise and purposeful designs we had a prototype ready for usability test/ research.



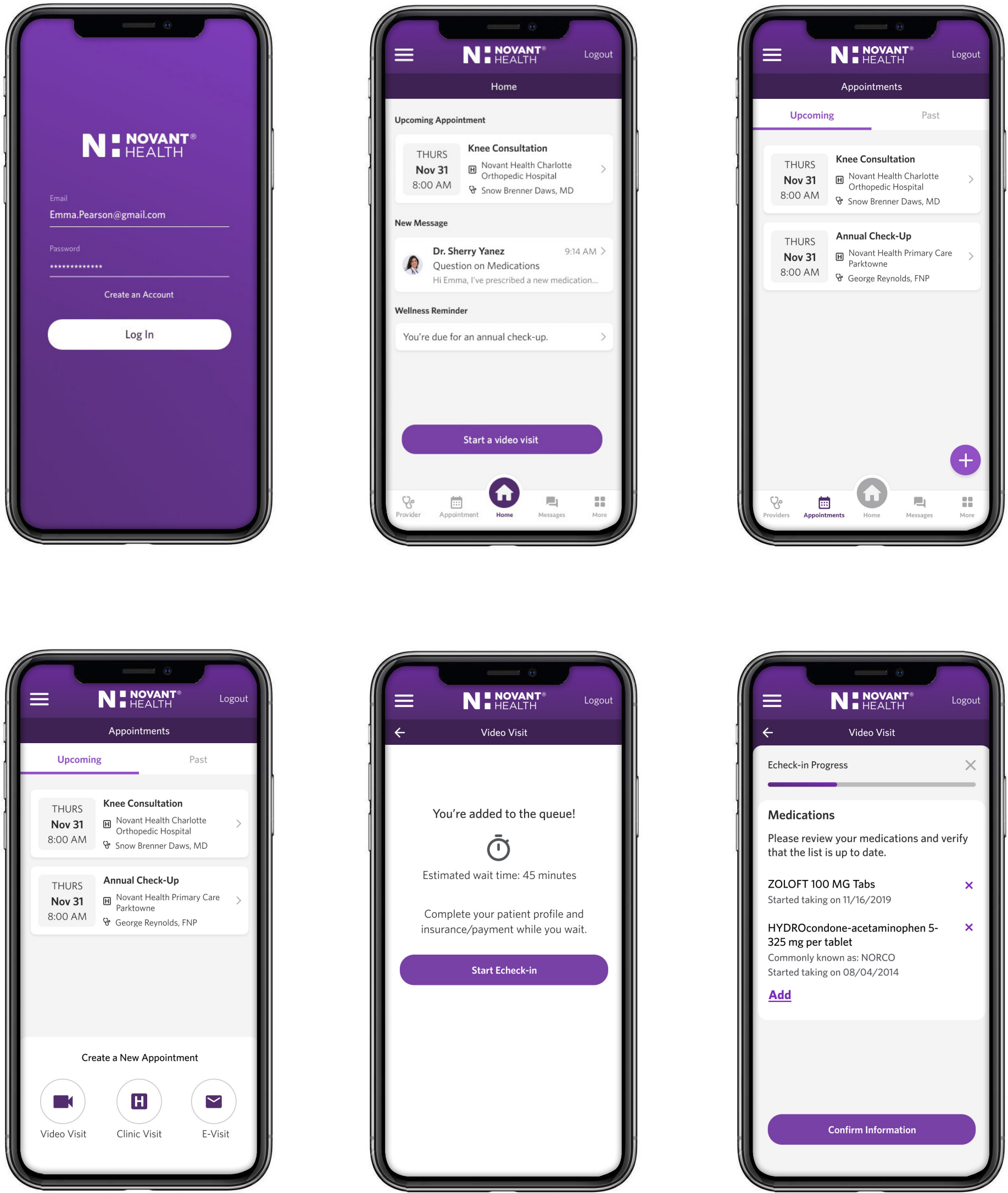
USABILITY RESEARCH

With our prototypes we learned from our users what works, what doesn't and what needs to be changed. We mapped out the feedback and iterate the design and conduct another usability test. Once we get an 80%-90% drive rate we move to the next step in the process.



FINALIZED PRODUCT

The finished product is a user-centered app that drives the user to the exact place they want and need. Short tasks will reduce the amount of confusion and frustration. The app increase visits, boost online appointment set-ups, communication with doctors, and raise users’ involvement in their healthcare.



CASE STUDY:

WEST POINT INSURANCE

Updated Company Website

PROJECT OVERVIEW

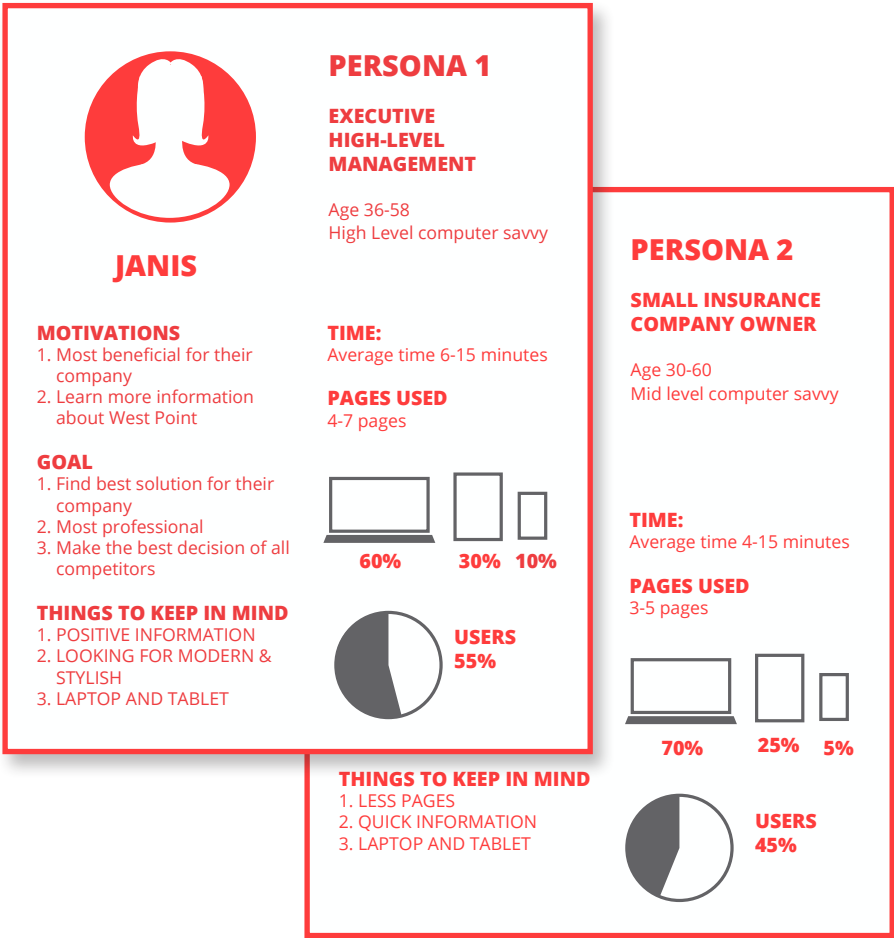
West Point’s website was updated 5 years prior, however, the look and feel had become very dated, wordy, and had pages with redundant content. West Point Insurance wanted to target their current customers and new potential customers that wanted to learn more about West Point’s products and services.

UNCOVERING PERSONAS

Shareholder and management interviews were conducted to find out who they should target and what action they wanted these targets to take. After 10 interviews, all the data was analyzed, and we narrowed the target to 2 user groups.

Persona 1 is a high-level management looking for products and solution services for their company. She is shopping around and gathering information to present for their company.

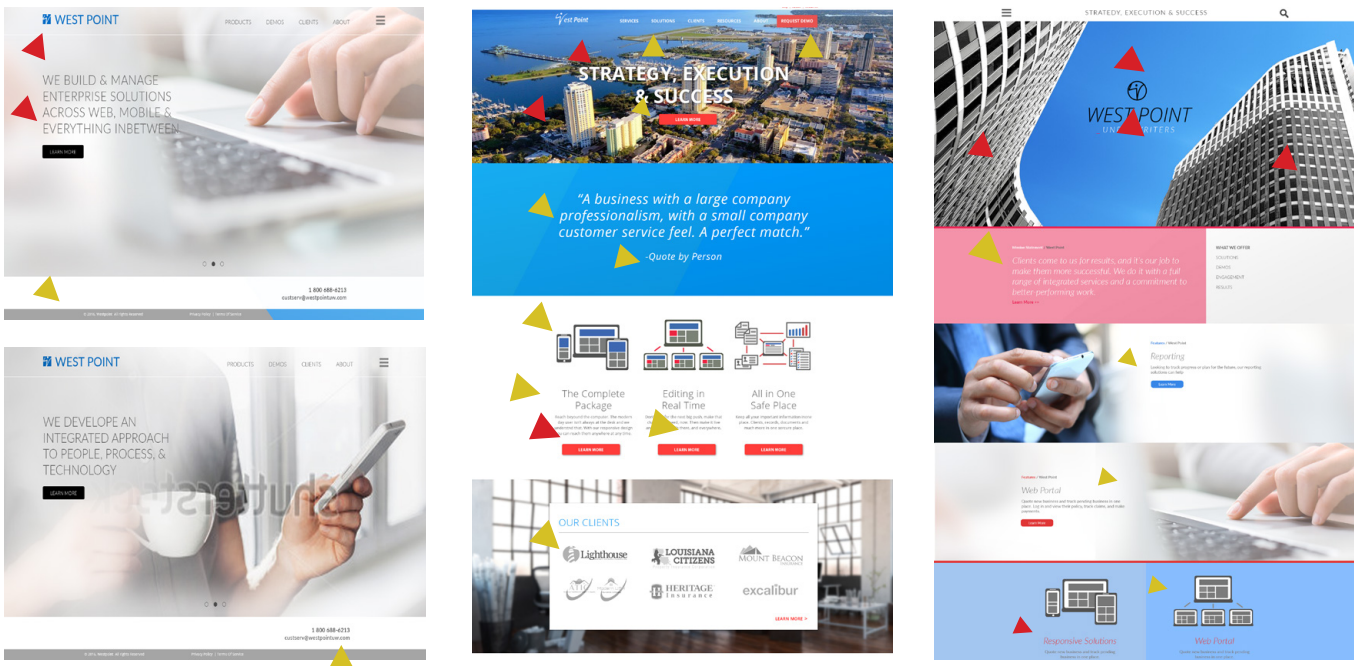
Persona 2 is a small insurance company owner researching possible service solutions for their company’s needs.



PROTOTYPES

After the user flows, the next step was creating high-level prototypes (not final) with three design options.

Design sessions were held for stakeholders to give feedback on and pick elements they like from each. After the meeting, we took notes and utilized arrows - red for items they did not like, yellow for those they did like next iteration.



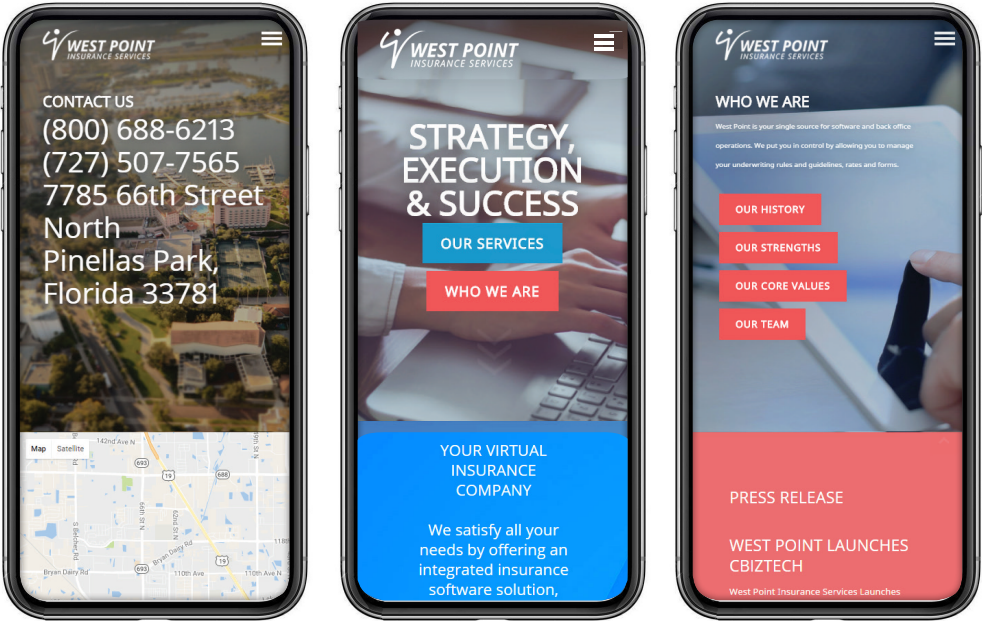
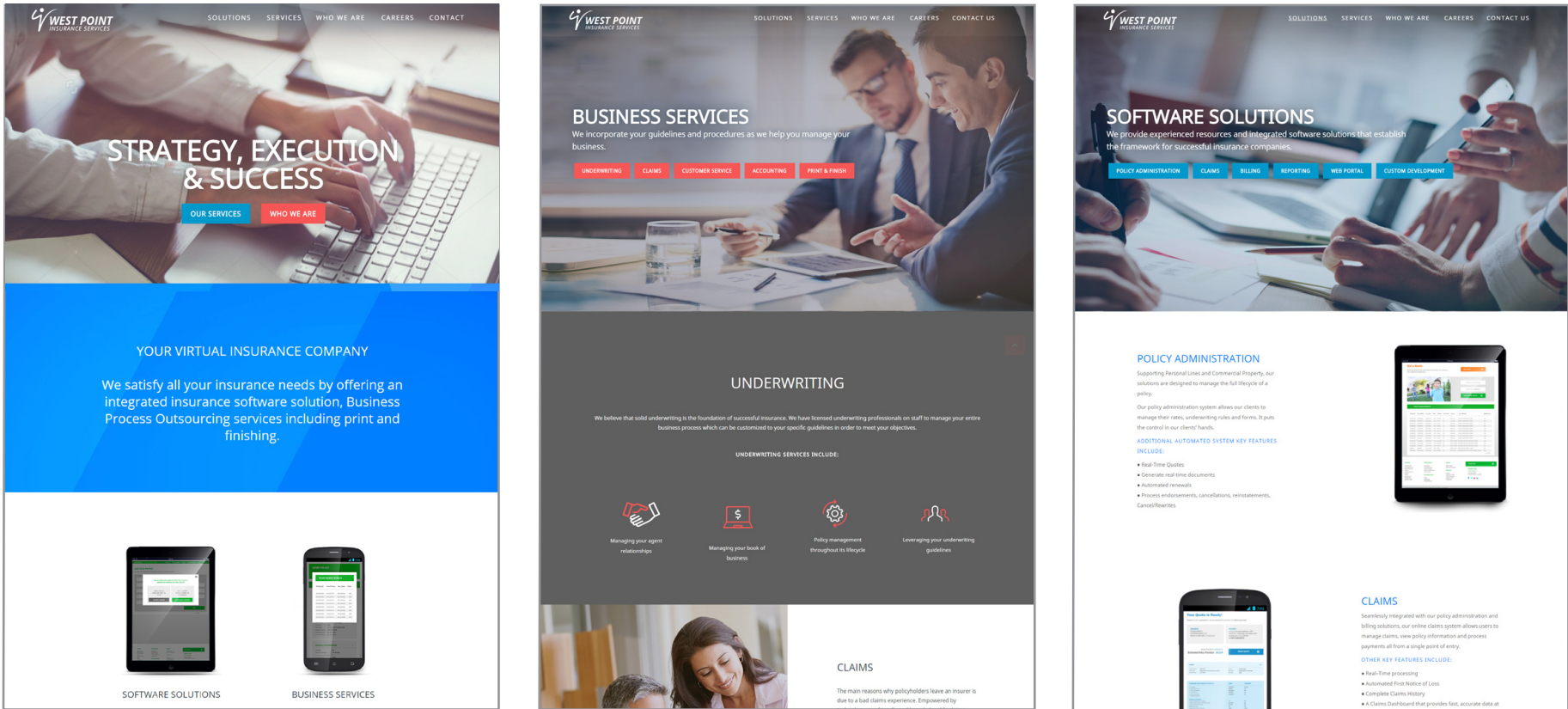
SOLUTION

In my next design, I gathered all the feedback and updated the iterations to come with the final product. Simplified design created an updated look, clean and user-focused. The user no longer was overwhelmed with pages to click through and long wordy paragraphs. Every feature in each section was short and to the point. Once unified on design, the website looked cohesive and all-encompassing. The stylized lifestyle video created a warm airy feeling for the user to bring the human feeling to the site.

Coded into the website, the mobile and tablet renderings offered a simplified view of the website catered to the device usage.

NEW FEATURES

- * Functional career page with search results
- * A newly edited “Our history” which gave room to have “Our Strengths”, “Our Core Values”.
- * A new mission statement on the main page.



CASE STUDY:

MAERSK

Account Dashboard

PROJECT OVERVIEW

The client managers, customer service and sales team need to be able to view customer data several times a day. The teams need the data to identify under-performing products quicker and to forecast and predict the customer’s needs. The user’s also need to view high-performing clients to ensure their continued success.

EPIC & STORIES

The project’s overall goal is to increase quick access to overview of client’s purchase data. The stories are being able to view high and low performing clients, quickly view those clients, data drill to forecast and predict clients needs.



PERSONAS

3 users are identified, Sales Team, Customer Service and Client Managers. The project is going to be built using micro-strategy and only for desktop users which means data will only be available within the Maersk Network.



PETER

SALES TEAM

User is on the Sales Team within the Maersk network.

FEATURES LIST:

Updated data on accounts
Overview and drill-down
Overall view all users’ clients
Quickly identify issues (+/-)
Compare Year to date, quarterly and Last 30 days

NEEDS:

Streamlined
Updated layout
Information design guidelines

DEVICES:

ONLY LAPTOP
Maersk Network

PLATFORM:

built in
Micro-strategy



JENNIFER

CUSTOMER SERVICE

User is on the Customer Service Team within the Maersk network.

FEATURES LIST:

Faster loading times
Instant updated customer data
Overview and drill-down
Overall view of each customer and data
Compare Year to date, quarterly and Last 30 days

NEEDS:

Simple use
Updated layout
Printable data sheets

DEVICES:

ONLY LAPTOP
Maersk Network

PLATFORM:

built in
Micro-strategy



DAN

CLIENT MANAGER

Client Manager manages Sales and Customer Service Team within the Maersk network.

FEATURES LIST:

Able to view all clients
Overview and drill-down
Quickly identify issues (+/-)
Compare Year to date, quarterly and Last 30 days

NEEDS:

Simple use
Streamlined
Hourly updated data

DEVICES:

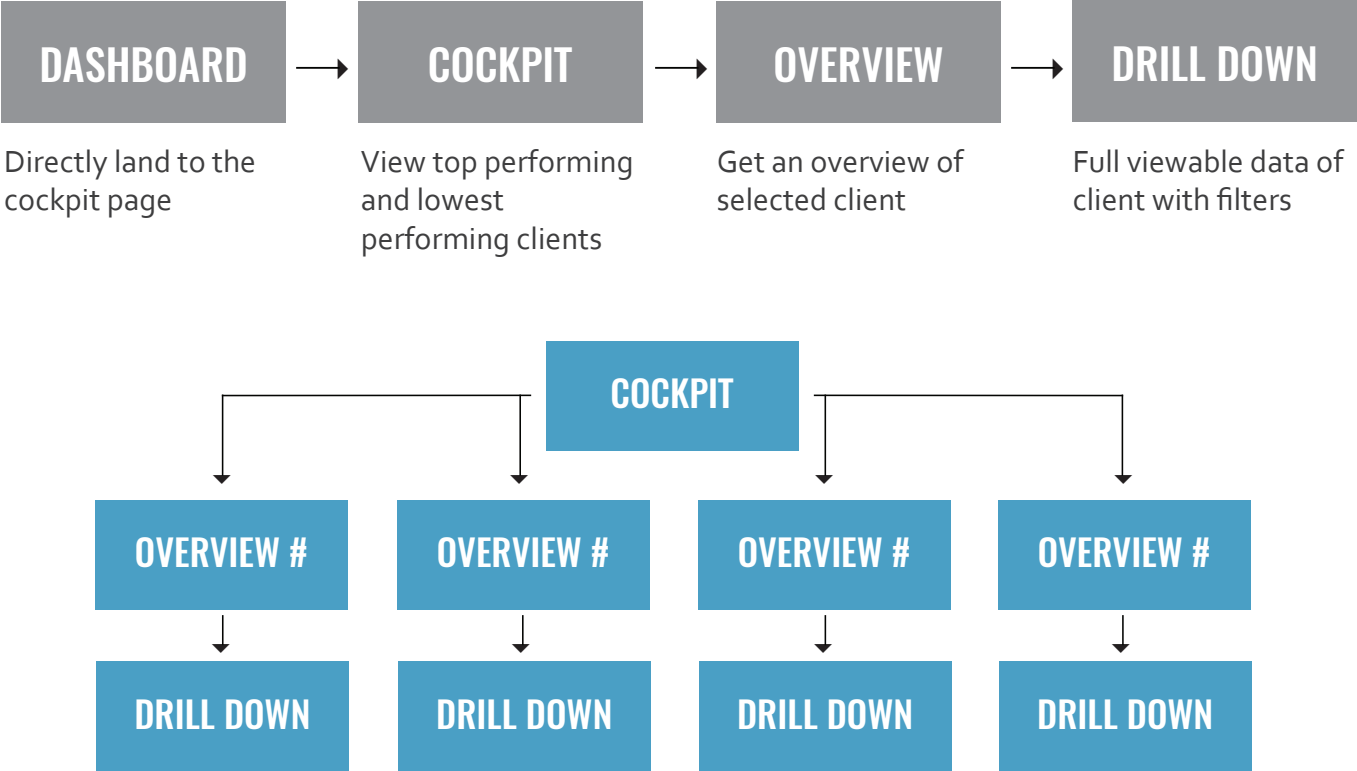
ONLY LAPTOP
Maersk Network

PLATFORM:

built in
Micro-strategy

DASHBOARD USER FLOW

Project managers believe a dashboard would help account managers quickly view their client’s stats in real-time, using data already available the functions will be sorting that data. The dashboard flow is from Dashboard/Cockpit, Overview and then Data Drill down data.



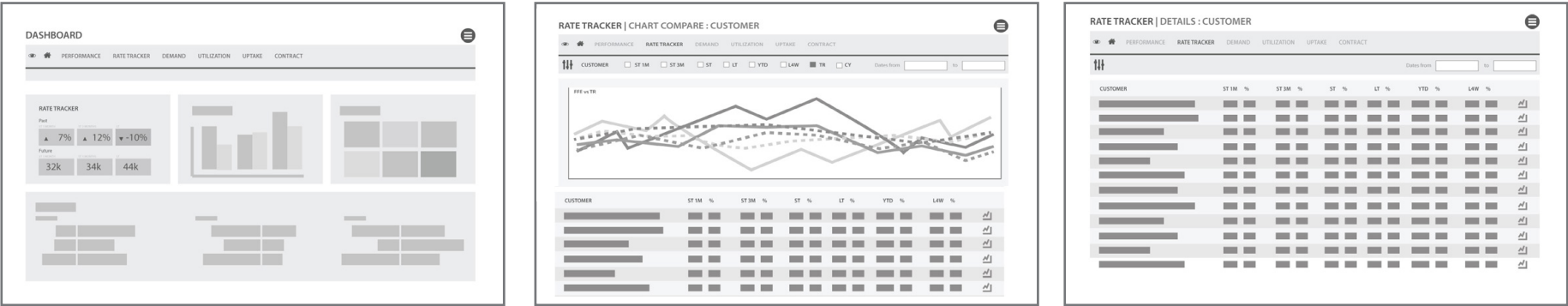
LOW FIDELITY WIREFRAMES

This first step communicates to the team the basic structure of the pages, what will be displayed on each page, and how information is organized. This round also shows the functionality of how this interface works for users. After a design review, feedback is given and updated to the requirements. Next is a newly updated wireframe.



MID FIDELITY WIREFRAMES

Updated features are added; breadcrumbs, filters and search are integrated into one line. The wireframes details reveal a possible issue with the cockpit feature. More feedback is given after stakeholders are given a view of the mid-level wireframe.



HIGH FIDELITY WIREFRAMES

With more of a detailed version (data entered and sample graphs) the team is seeing how the pages will look. After the mid-level wireframe, project managers decided they wanted to replace the cockpit into a chart like page, showing the top 10, and the bottom 10 for long-term and short-term clients. With very little feedback, the wireframes are passed onto the developing team.



FINALIZED PRODUCT

The new product allows the user a quick view of their customers, creating a place where users are able to view crucial customer performance data and generating quicker reaction and stronger ownership of their customers and their customer's needs. The updated layout added less confusion and streamlined the navigation and filter functions.



CASE STUDY:

SUNBELT RENTALS

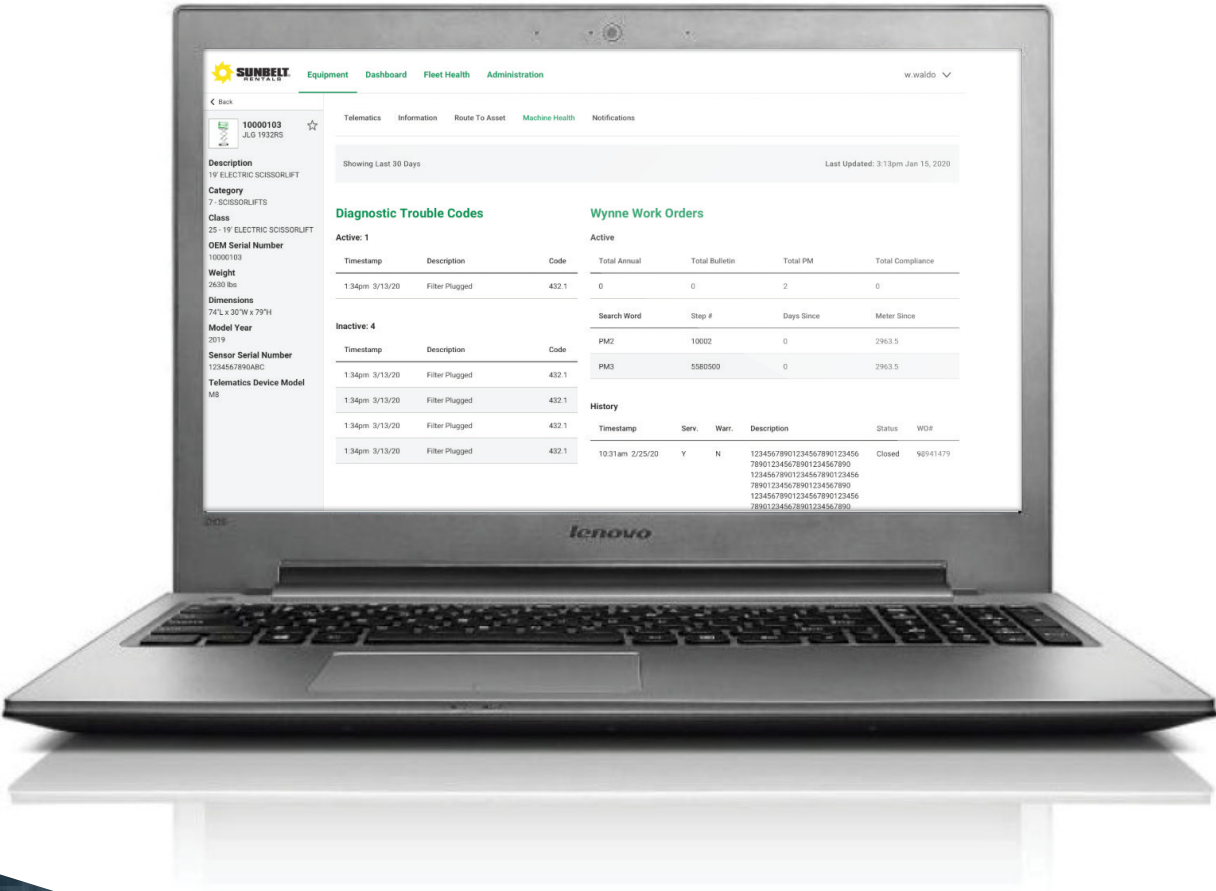
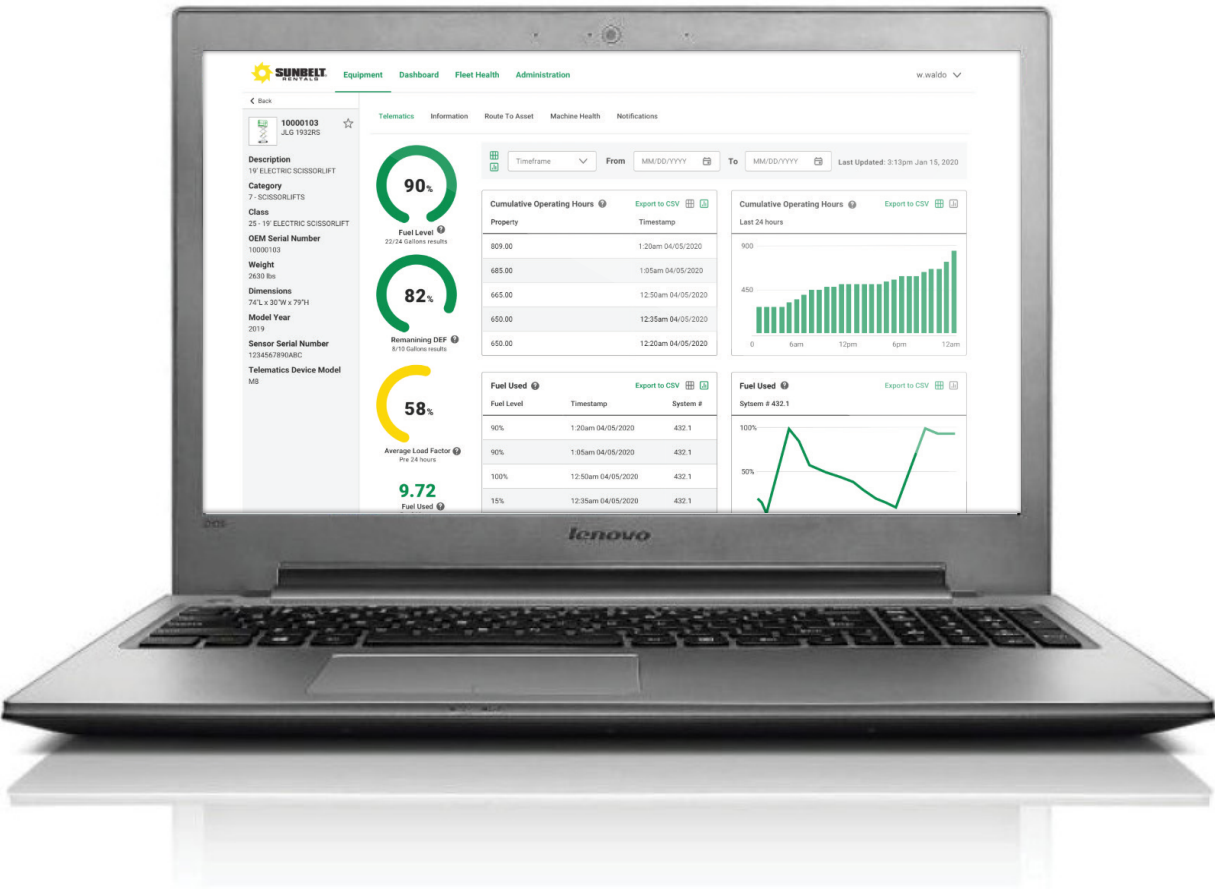
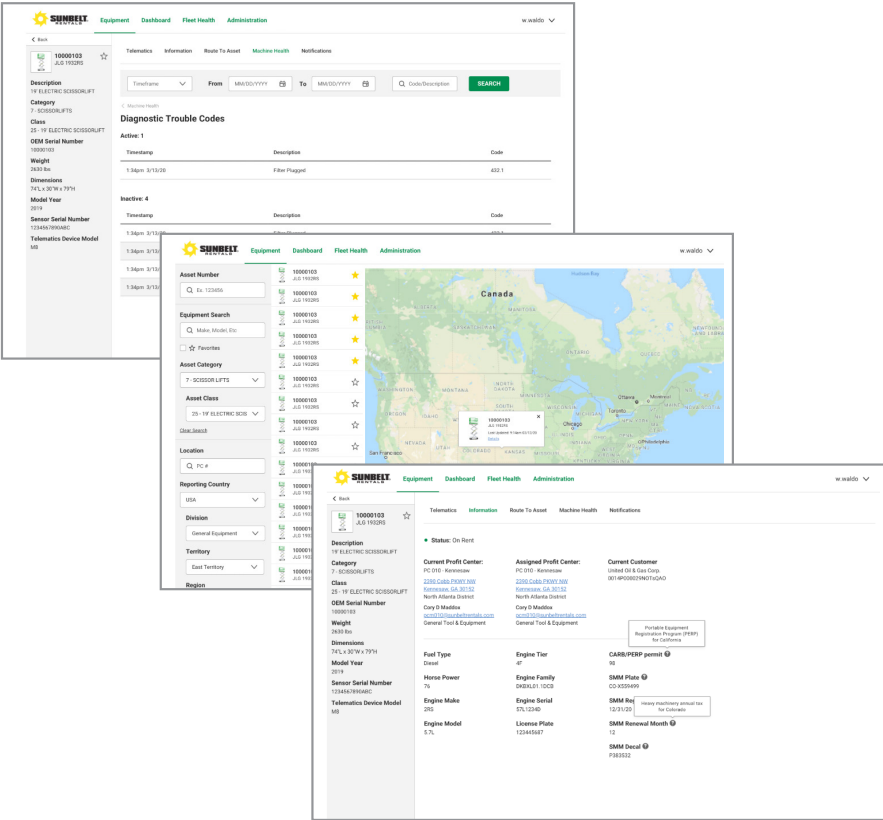
The Web & Phone Design

PROJECT OVERVIEW

Sunbelt is adding new functionality to its website. I joined the project in the middle of this website update. I quickly learn the companies brand style guidelines and hit the ground running. While the approved website designs go into production, also design the phone application.

WEBSITE PROTOTYPE

The first task was designing the web pages for a new technology that locates the equipment/asset 24/7, as well as track it's location history for invoice purposes. Keeping with the brand style guidelines, I update and redesign the equipment information pages, as well as statistics, assets data, and the real-time data uploaded dashboard.



WIREFRAMES

My first step for the application is drawing possible designs. The application will differ from the website with a sign-on page, bottom navigation and more interaction. After communicating with the team and making some updates, I move to prototypes.



FINALIZED PRODUCT

The finished product is a user-friendly website and application that allows the user to navigate through their task quickly. The unified layout and navigation provide easy-to-use application. The updated, simple and modern feel reduces clutter, confusion, and frustration.

