VIVEK BALIGA

MY STRATEGY BOARD
FROM S&P CAPITAL IQ.

UX DESIGNER / RESEARCHER

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TABLE OF CONTENTS

FINANCIAL WEBSITE REDESIGN

S&P CAPITAL IQ
A Global Financial Data, Research, and Analytics Firm

Problem
As part of the firm's larger website redesign initiative, I was asked to provide visual and strategic direction to reflect a better user experience.

Solution
Developed a strategic direction by investigating and addressing pitfalls within the website. Created, tested, and released new versions of the lead form, homepage, and client solutions pages.

Tools
- Research
- Competitive Analysis
- Wireframing
- Branding
- Visual Design

CLICK TO VIEW LIVE SITE *

* Note: This design was iterated again by our team in Feb 2016.

LEAD FORM COMPARISON

BEFORE

Premise. Given how integral the lead form was in generating sales leads, a form enhancement could greatly benefit the business.

To avoid disrupting the sales lead process, we were required to keep the same form fields during the redesign.

Previously, error handling only happened on form submission.

After implementing Form A, the submission rate **increased over 3 times** from 0.5% to 1.9% of all visitors.

AFTER

Valuable. Friendly copy and alerts made the new Form A more inviting.

Clear. Only show what's needed. We put question #12 in a multi-select dropdown to hide large list of answers.

Communicative. Through inline validation, users received immediate feedback as they filled out form. When errors existed upon form submission, we used animation to display an overall alert.

Controllable. Enabled user completion with a reduced header and footer which provided "guard rails" for user and clear path to completion.

FORM A - SECTION

FORM B

Let the User Guide You. When users started filling out questions in a haphazard order, we had to make the changes below.

Dependency. We decided to gray out dependent fields to lead users to the required fields first.

Inline Validation. Due to users skipping questions, we updated inline validation to activate only on fields the user had entered. This way users would not be unnecessarily alerted for skipping questions.

Ease of Use. On dropdown fields, users sought to skip through the options by typing (rather than mouse scrolling). We had to enable keyboard input for all dropdown fields as a result.

A/B Testing. We ran both forms for 2 weeks each during testing. Used Google Analytics to determine which performed better (higher completion rate, overall submission count).

HOMEPAGE ANALYSIS

S&P CAPITAL IQ
McGRAW HILL FINANCIAL

THOMSON REUTERS

Goldman Sachs

560 px

690 px

top fold (mobile)

top fold (desktop)

1610 px

2390 px

3380 px

5700 px

1925 px

1750 px

KEY

| GLOBAL NAV |
| BRANDING |
| FEATURED CONTENT |
| CALENDAR |
| SECONDARY NAV |
| ORIGINAL CONTENT |
| ACCOUNT |
| SOCIAL MEDIA |
| SEARCH |
| FOOTER |
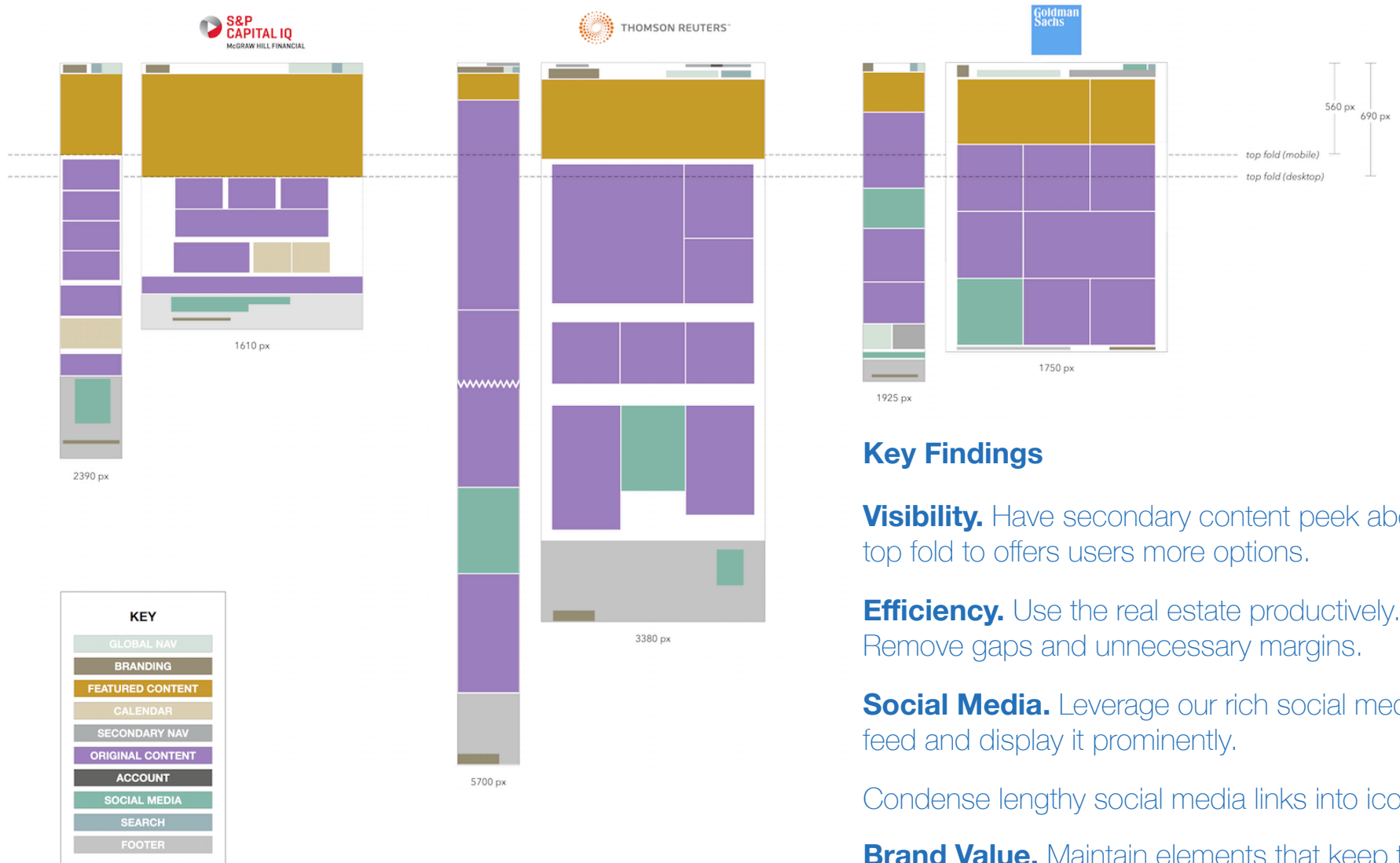
Key Findings

Visibility. Have secondary content peek above top fold to offers users more options.

Efficiency. Use the real estate productively. Remove gaps and unnecessary margins.

Social Media. Leverage our rich social media feed and display it prominently.

Condense lengthy social media links into icons.

Brand Value. Maintain elements that keep the brand unique, such as the events calendar, which competitors do not showcase.

HOMEPAGE DESIGN

VISUAL DESIGN

Strategy. Our recent merger with SNL prompted interim messaging. *Below*: Some of my brainstorms on strategy.

Top Fold. Reduced banner image height on desktop by 120 px to promote more content currently below top fold. Calculations here.
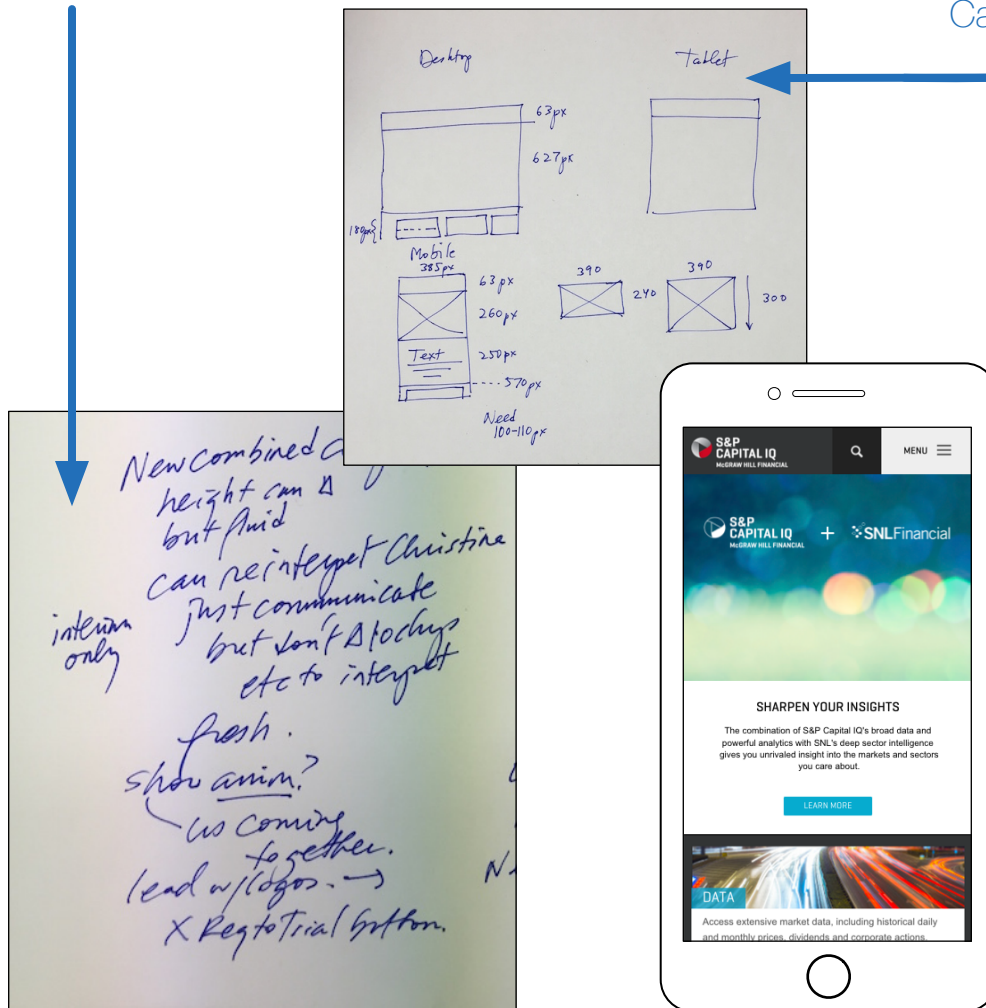
Breakpoints. Worked with developers to determine and test image scaling + resizing across all breakpoints.

Final Design. We released this design to articulate our merger by incorporating logo animation and branding strategy.
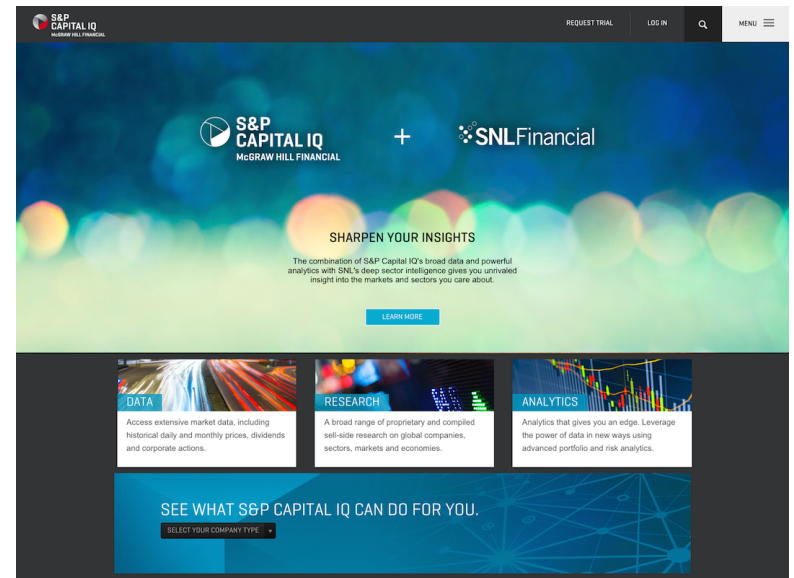
BRIC WEBSITE REDESIGN

BRIC
A Brooklyn Community Media / Arts Non-Profit

Problem
BRIC's current website does not clearly communicate the rich content available nor allow users to navigate the site easily to perform basic functionality.

Solution
Produced a tablet design that provides a more robust top nav, targeted calls to action, and featured content showcased more prominently.

My Role
• Research
• User Flows
• Wireframing
• Prototyping
• Presentation

CLICK TO
SEE PROTOTYPE
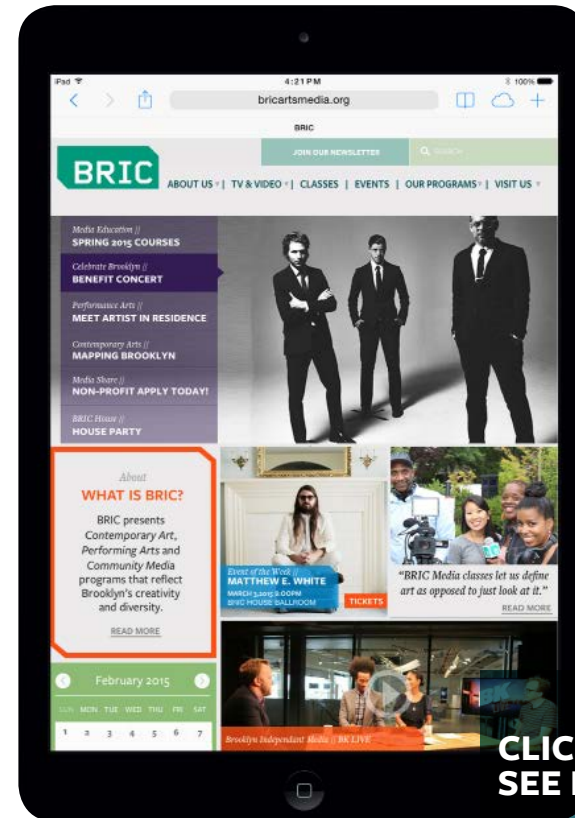
HOW WE GOT THERE

Getting Stakeholder Buy-In
I began the stakeholder kickoff meeting by discussing
KPIs with the client. By getting them to rank their KPIs,
I created a framework for evaluating the final design.

Conducting Research
- 12 User Interviews
- 12 Stakeholder Interviews
- 7 Competitor Website Reviews

STAKEHOLDERS INTERVIEWS

USER INTERVIEWS

MINIMUM VIABLE PRODUCT

WIREFRAMES

BRIC WEB ANALYSIS

SURVEY

PERSONAS

PROTOTYPE

SITE MAP

ITERATIONS

RESEARCH

DESIGN

VALIDATE

FINAL DESIGN

COMPETITIVE & COMPARATIVE ANALYSIS

FEATURE PRIORITIZATION

USER FLOWS

USER TESTING
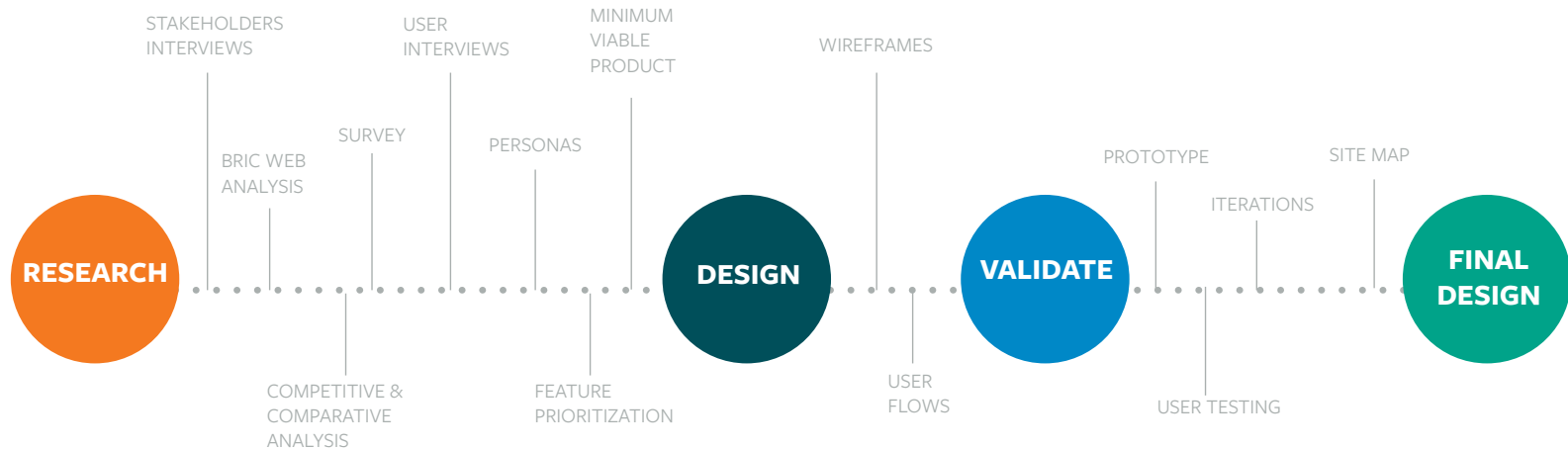
Kickoff Meeting
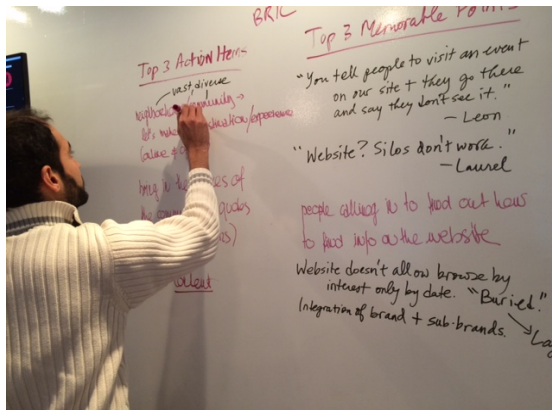
Concept Mapping

User Interviews

HOMEPAGE COMPARISON

BEFORE

The top nav only reflected the client's 3 disciplines, which was not clearly communicative.

top fold

Based on the site's Google Analytics, users neglect Blog in the secondary nav.

Users had trouble finding and signing up for classes and events.

Celebrate Brooklyn (BRIC's main sub-brand), Newsletter, and Membership calls to action not easily findable.
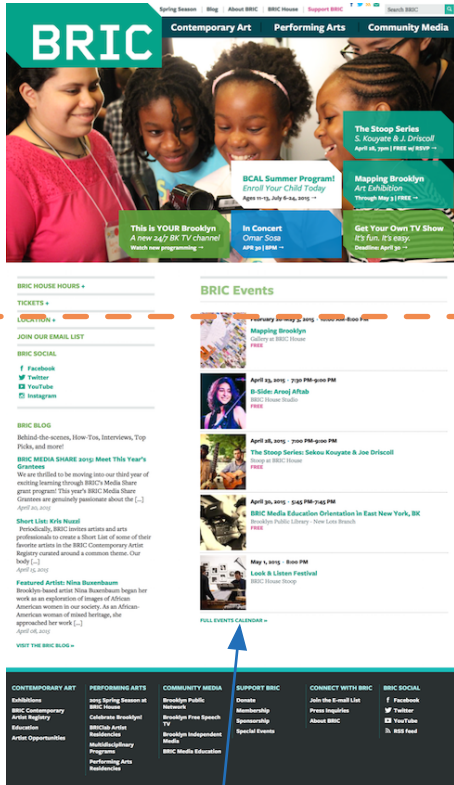
Calendar link was below top fold and not visible.

AFTER

Findable. Clear call to action for classes and events.

Clear. The new top nav shows how to easily find out what BRIC is and what programs they offer.

Communicative. Through callouts and content, the homepage explains about BRIC's disciplines and provides visual examples.

Valuable. More featured content showcased on the homepage. Content also presented in a more attractive manner.

SITE MAP

Secondary Navigation

Main Navigation

Footer Navigation

Home

Join Our Newsletter | Search

About Us | TV & Video | Classes | Events | Our Programs | Visit Us

About Us (Click / Drop Down)
- Our Mission
- Our History
- Our Disciplines
- Our Staff
- Board & Advisory Councils

TV & Video (Click / Drop Down)
- Brooklyn Public TV Network
- Vimeo Channels
- YouTube Channels

Flexible Customizable Content
- Text
- Photo
- Video

Events Calendar Widget

Our Programs (Click / Drop Down)
- Artists & Curators
- Non-Profits
- Youth
- Media Education
- Educators
- Community Outreach
- Celebrate Brooklyn

Visit Us (Click / Drop Down)
- BRIC House
- Hungry Ghost Cafe
- Art Gallery
- Space Rentals
- Hours
- Location

About Us → About Us Sections (*Page Jumps*)

TV & Video
- TV Program Schedule
- BK Indie Media
- BK Free Speech TV
- BK Bulletin Board
- YouTube Channels
- Vimeo Channels

Classes
- Filters
- Search Classes
- Class Pages

Events
- Filters
- Search Events
- Events Pages

Our Programs → Program Pages

Visit Us → Visit Us Sections (*Page Jumps*)

LEGEND

Global Nav	Individual Page	Specific Page Nav
Header & Footer Nav	Links to External Site	Page Content

Footer Navigation

About Us
- Our Mission
- Our History
- Our Disciplines
- Our Staff
- Board & Advisory Councils

TV & Video
- BK Public TV Network
- Vimeo Channels
- YouTube Channels

Classes

Events

Our Programs
- Artists & Curators
- Non-Profits
- Youth
- Media Education
- Educators
- Community Outreach
- Celebrate Brooklyn

Visit Us
- BRIC House
- Hungry Ghost Cafe
- Art Gallery
- Space Rentals
- Hours

Press
- Support
- FAQs
- Jobs & internships
- Forms
- Blog
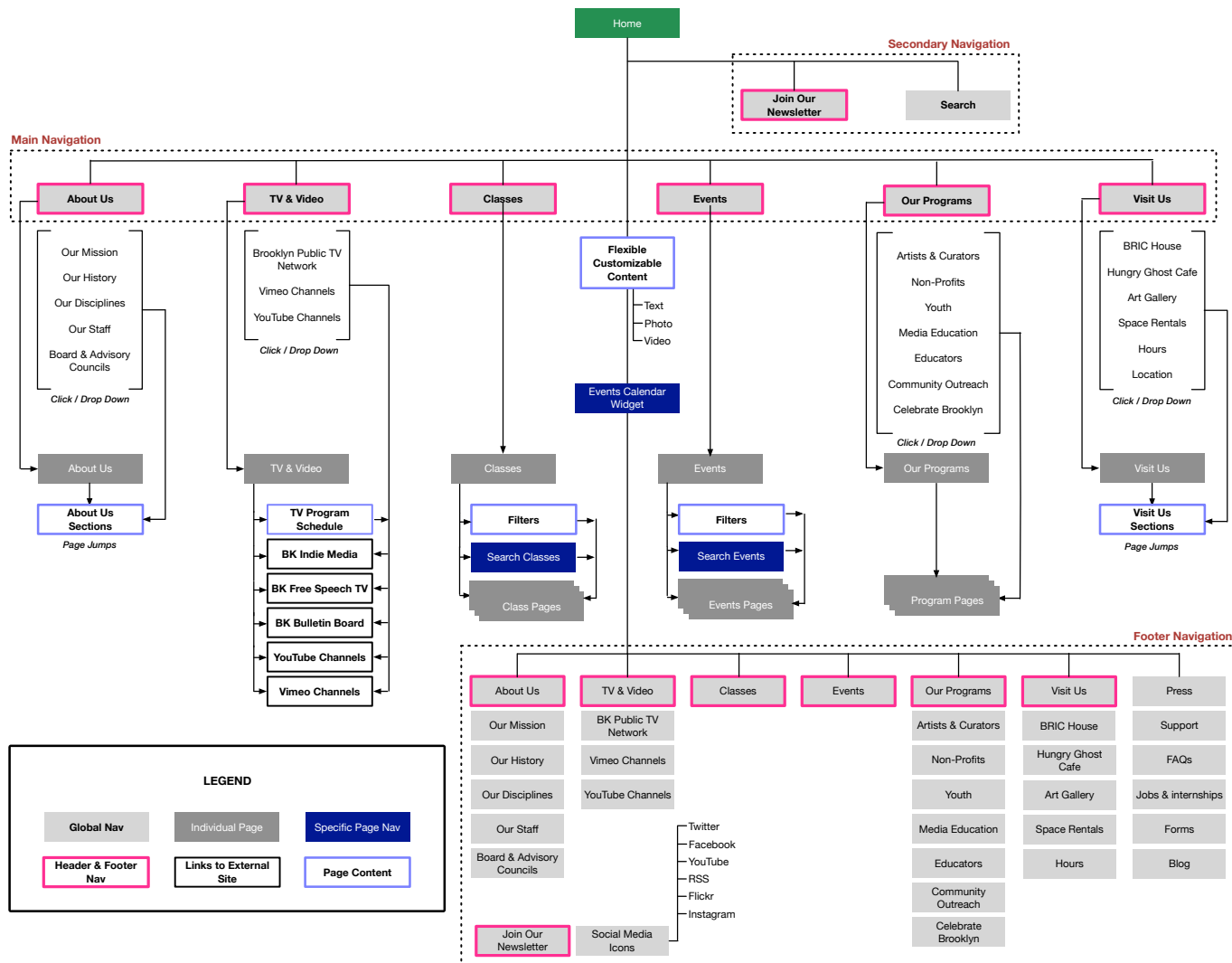
Join Our Newsletter | Social Media Icons
- Twitter
- Facebook
- YouTube
- RSS
- Flickr
- Instagram

Consolidation. Our site re-architecture (*shown left*) consolidated much of the original primary and secondary nav items.

Reorganization. The new top nav featured clearer categories, which were validated with card sorts performed by users.

Reduced Layers. The top nav was simplified significantly to reduce layers in the website and overall clicks to page.

Online Footprint. The client's vast web footprint includes multiple social media and video channels. Our top nav provides clear access to all these external sites.

FEATURES

FEATURE MAP

• The feature prioritization below is based on both tech and design considerations. While we focused on Low Effort / High Priority items for our MVP, we still addressed items in other quadrants on the map.

• Feature Examples:

A - More Visible Social Media Integration
C - Highlight Education and Classes
Q - Option to Translate Site Content
F - Improve Ticket Purchasing Call to Action

High Priority

A / U
O / R
T
S
N
C / H / J   I   D
K
B
Low Effort   High Effort
0   10
L   F   E
G
M   P / Q

| Low Effort High Priority | High Effort High Priority |
| Low Effort High Priority | High Effort Low Priority |

Low Priority
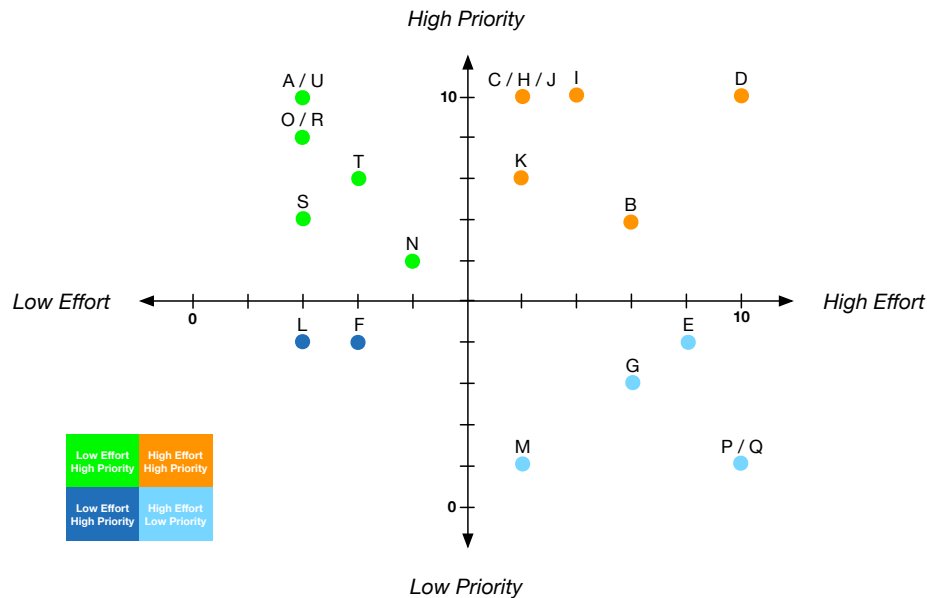
MVP

• Feature all disciplines equally
• Better hierarchy of navigation & information
• Make content search customizable & interactive

BRIC   USERS

• Ability to discover content by interest
• Understand breadth of BRIC's offerings
• Quick access to video content

• Emphasize diversity and community
• Cross-market BRIC to its 3 audiences
• Make BRIC an online and offline destination
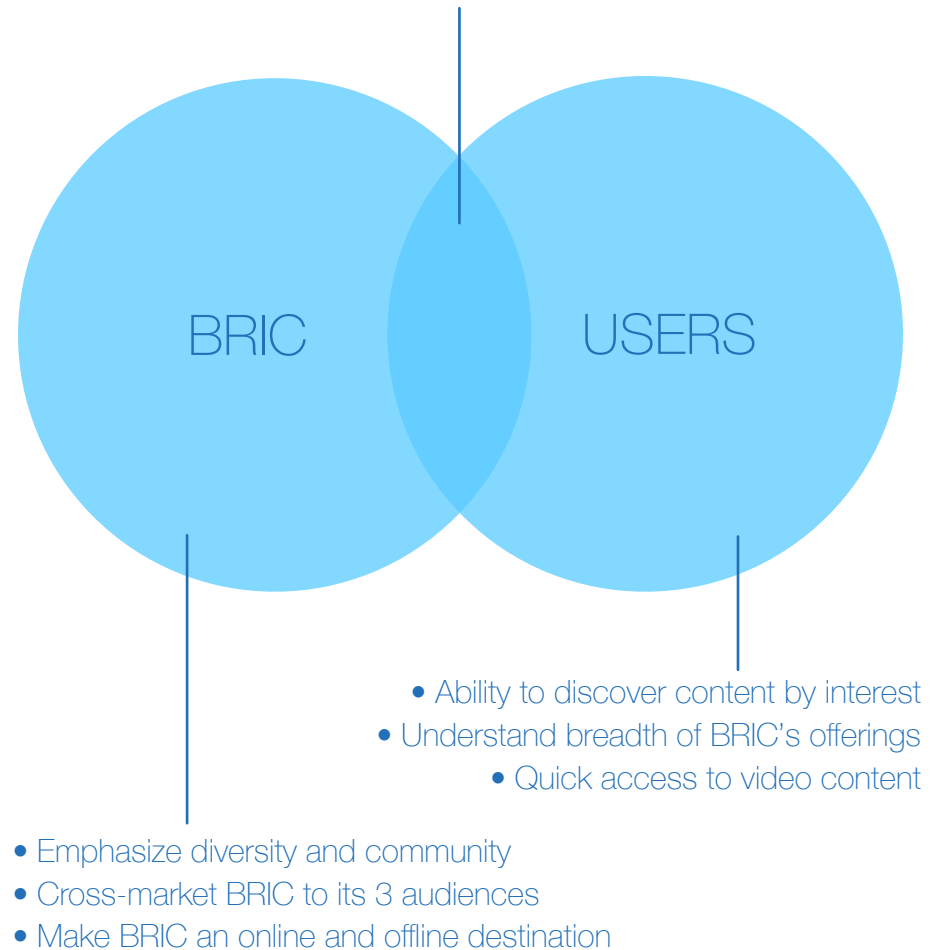
PERSONAS

"I just love the concerts Celebrate Brooklyn hosts."

Brittany, early 20s
College Student

"BRIC is a creative safe haven for people."

Angela, mid-30s
Mother / Community Activist
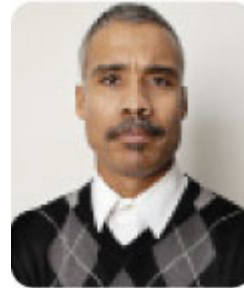
"BRIC is almost like your local Y."

David, mid-50s
Artist and Educator

Conducted Research
- 12 User Interviews
- 160 Survey Responses

USER FLOWS

We showcased Angela's user flow during our prototype walkthrough with the client.

Scenario

Angela's son accidentally turns on the TV at 2 am. Angela wakes up to a BRIC Community Media advertisement that says she can sign up for classes to become a Community Producer.

She dreams of having her own TV show. The next morning she goes to her local library and uses the computer to find out more about BRIC's Community Media classes. She checks out what BRIC has to offer...

User Flow

View Homepage → Select Classes from Top Nav → View Classes Landing Page → Select "View More" link → See Expanded Classes Summary Text → Expand Filters for Classes Search →

View Filters → Select Certification from Filters → View Certification Classes → Select Mini-Studio Production Class → View Mini-Studio Production Class Page
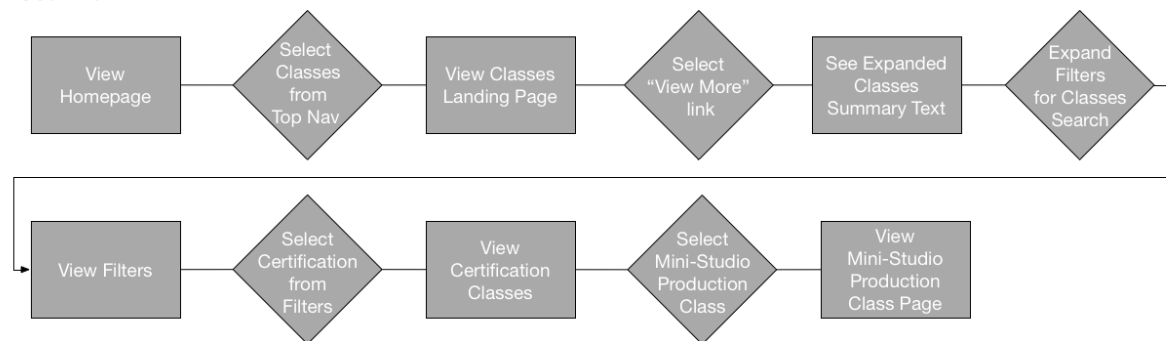
FINDINGS

CONCLUSIONS

• We placed a strong emphasis on research and information architecture in order to address the critical gaps we found between the client's content and user actions around that content.

• Through our research findings, we demonstrated empathy and understanding for *all* types of users involved, including the clients themselves.

• Through our design, we addressed the client's top 8 KPI's including number of pages viewed and time on site.

DESIGN

• Our tablet design bridged the gap between desktop and mobile, giving BRIC flexibility to move forward on any future design work.

NEXT STEPS

• Since BRIC has a multi-cultural user community, we would want to design for language translation in the next site iteration.

• In addition to Class and Events pages, I would build artist registry and residency pages to illustrate the client's key community programs.

• To make the site more robust, I would catalog and incorporate external sites that fall under the client's brand into the site architecture.

AUDI
Case Study

Problem
Audi drivers have difficulty performing routine car operations with their car remote and require additional technology to enhance their driving experience.

Solution
Allow users to leverage the Apple Watch for performing more car functions with greater ease and mobility.

My Role
• Team Lead
• User Testing
• Copywriting
• Research Report
• Prototyping

Audi　　　　10:09

Car Unlocked

🔒 Lock

🔓 Unlock

🚗 Trunk

🚙 Window

⏻ Remote Start

⏱ Timer

🚘 Status

❗ Panic

ⓘ App Info

10:09

Audi
Access
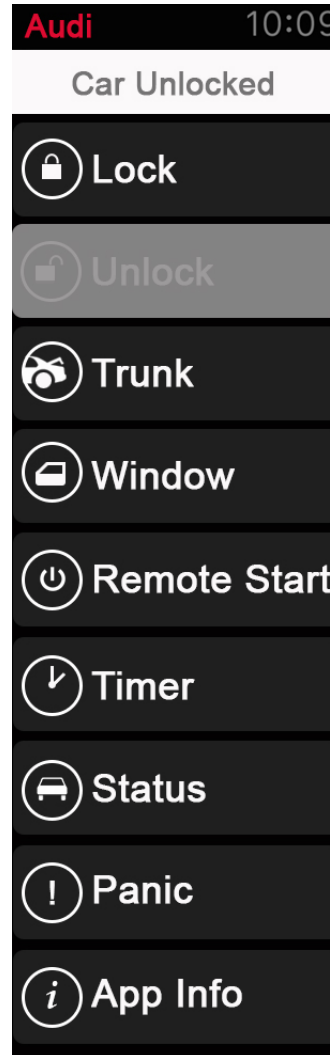
**CLICK TO
SEE PROTOTYPE**

PERSONAS

"Being together [as a family in the car] just seems like the right thing."

Michael, early 40's
On-the-Go Parent

"I actually hate driving, but do it out of necessity."

Molly, late 30's
Stay-at-Home Mom

"If I had to describe my car, I would call it a pitbull."

Philip, mid 50's
Tech Enthusiast

Conducted Research
- 11 User Interviews
- 56 Survey Responses

MICHAEL'S USER JOURNEY

The emotional landscape of one of our personas.

PLEASURE POINTS
+ Enjoys driving
+ Ability to get his kids into the car quickly and efficiently
+ Enjoys making the most of the time spent with family

PAIN POINTS
- Often forgets where he parks
- Efficient way to get his kids into the car
- Easy access to car remote

Apple Watch taps Michael letting him know that the Audi app has auto-launched

Taps Panic button and is relieved to locate car

Unlocks and opens trunk with AudiAccess

Gets in driver's seat and starts car

Buckles 5 yr old in car seat

Unable to locate car in parking garage

Walk towards car with kids and heavy groceries

Loads groceries in trunk

Unlock car doors with Apple Watch

Buckles baby into car seat

IDEATION

DESIGN STUDIO

• Sketching in design studio helped us ideate rapidly and led us into paper prototyping.

• To conform to the Apple Watch size constraints, we printed sheets of life-size watch faces for sketching and prototyping.
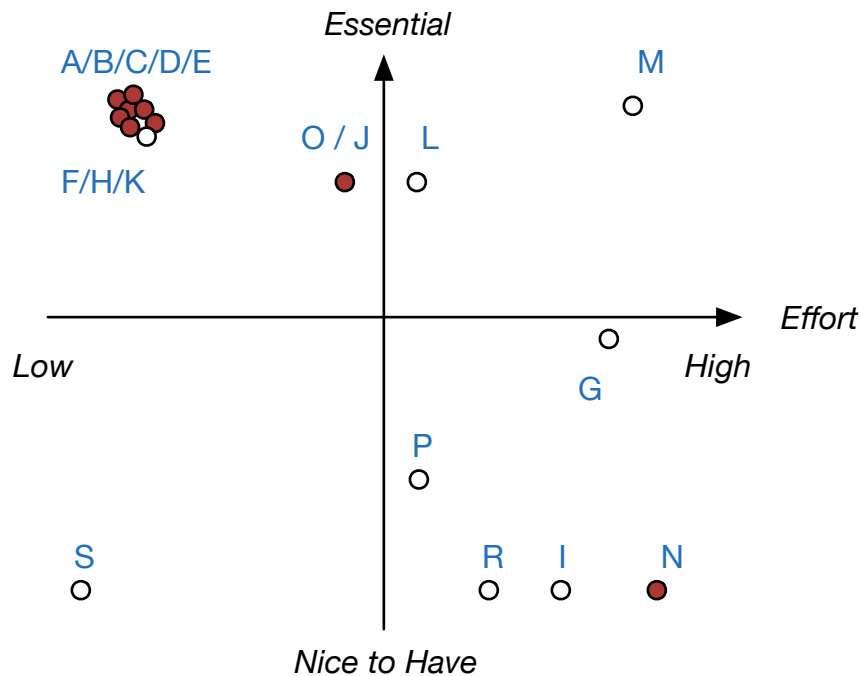
• These became the basis for our first set of wireframes.

• We designed a variety of icon and button patterns to find the most clearly communicative ones for users.

FEATURES

FEATURE MAP

• Through our design studio, we simplified our features list since many user needs could be satisfied by other apps.*

Essential

A/B/C/D/E

F/H/K

O / J   L

M

Low   Effort   High

S

P

R   I   N

G

Nice to Have

🔴 *MVP feature*

* Features such as music control, voice-activated texting/ calling, and traffic updates. See L, K, M above.

USER TESTING

• We conducted 4 rounds of user testing (20+ people).

   • Button Layout - scrolling page vs 2 x 2 grid
   • Hierarchy of Buttons - we asked users to
      arrange the 8 buttons in order of importance.
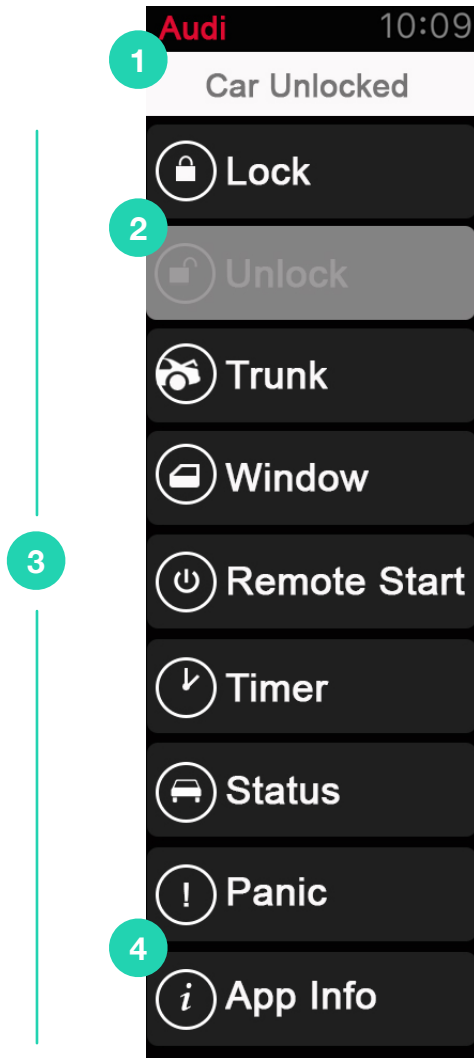   • Visibility of System Status - 2 rounds.

Visibility of System Status - Round 1
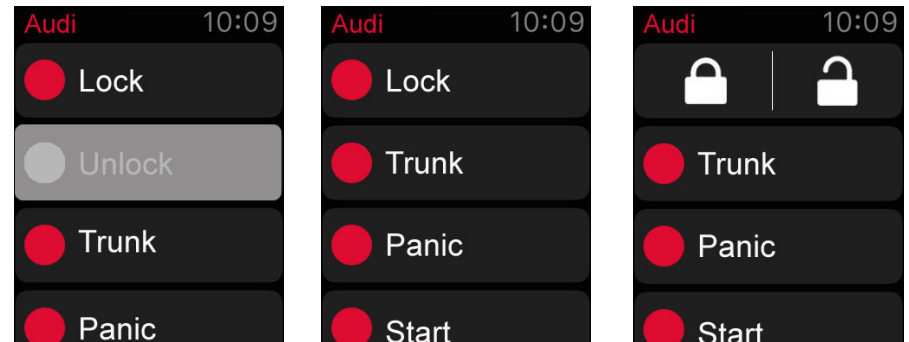
Conclusions

• We removed red icons since users felt they conveyed panic.
• We rearranged our buttons to conform to user test results.
• We removed lock/unlock icons, which were unclear for
     users even when shaded for differentiation.

ANNOTATED WIREFRAMES

Audi	**10:09**

Car Unlocked

🔒 **Lock**

🔓 Unlock

🏎 **Trunk**

🪟 **Window**

⏻ **Remote Start**

🕐 **Timer**

🚗 **Status**

❗ **Panic**

ⓘ **App Info**

1 Status Bar. Highlights latest car status update.

2 Inactive Unlock Button. The lock/unlock buttons remain grayed out after activation.

3 Button order determined by user testing.

Lock/unlock buttons "freeze" when pressed. The rest "flash" on activation.

4 App info added to ease users into new technology.

User tests showed that people were not sure of the car status.

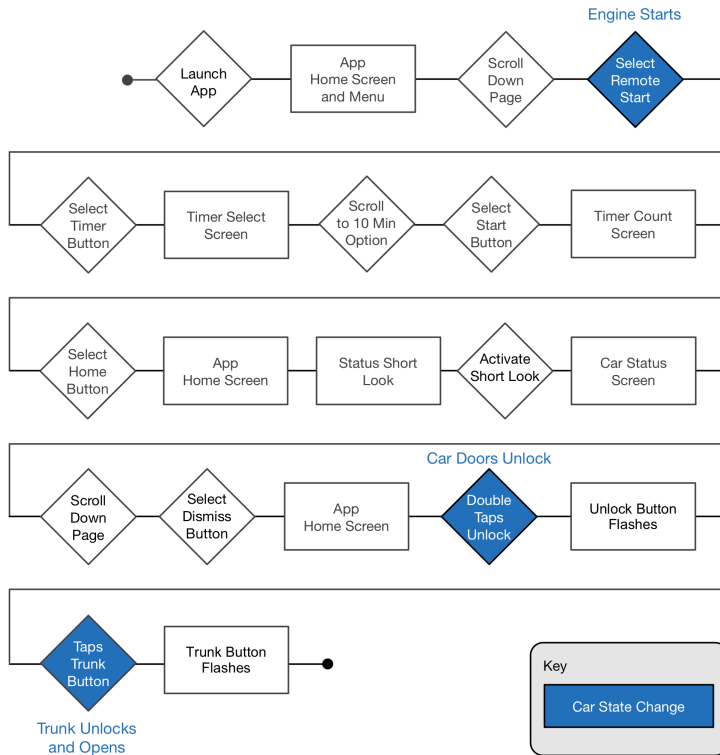We considered hiding this button when inactive.

For continuity of user experience, we kept it as a necessary placeholder.

This addressed the hesitation users felt when adopting new technologies.

USER FLOWS

• Our scenario and user flow for Molly below were used during our prototype walkthrough.

On a cold winter day, Molly decides to take the kids to their grandmother's home. She has to warm up the car first, prior to loading the luggage, kids, and their dog Fido.

Engine Starts

Launch App → App Home Screen and Menu → Scroll Down Page → **Select Remote Start**

Select Timer Button → Timer Select Screen → Scroll to 10 Min Option → Select Start Button → Timer Count Screen

Select Home Button → App Home Screen → Status Short Look → Activate Short Look → Car Status Screen

Car Doors Unlock

Scroll Down Page → Select Dismiss Button → App Home Screen → **Double Taps Unlock** → Unlock Button Flashes

Taps Trunk Button → Trunk Button Flashes

Trunk Unlocks and Opens

Key

Car State Change

CONCLUSIONS

• Our design answered many common issues that Audi drivers currently face with their keyless car remote.

• A key finding our testing revealed was that people have a different relationship with new *versus* familiar technology.

• As an example, people were afraid to use our prototype's Panic button, even though it is a common feature on car remotes.*

NEXT STEPS

• For our design to be fully effective, we would need to leverage the voice recognition feature.**

• If we had had more time, I would have designed customizable button layouts to tailor to the large range of our users' needs.

* Users who tested our button hierarchy most often put the Panic button in last place.

** At the time of our sprint, the Apple Watch HIG did not clarify whether 3rd party apps would have access to voice recognition.
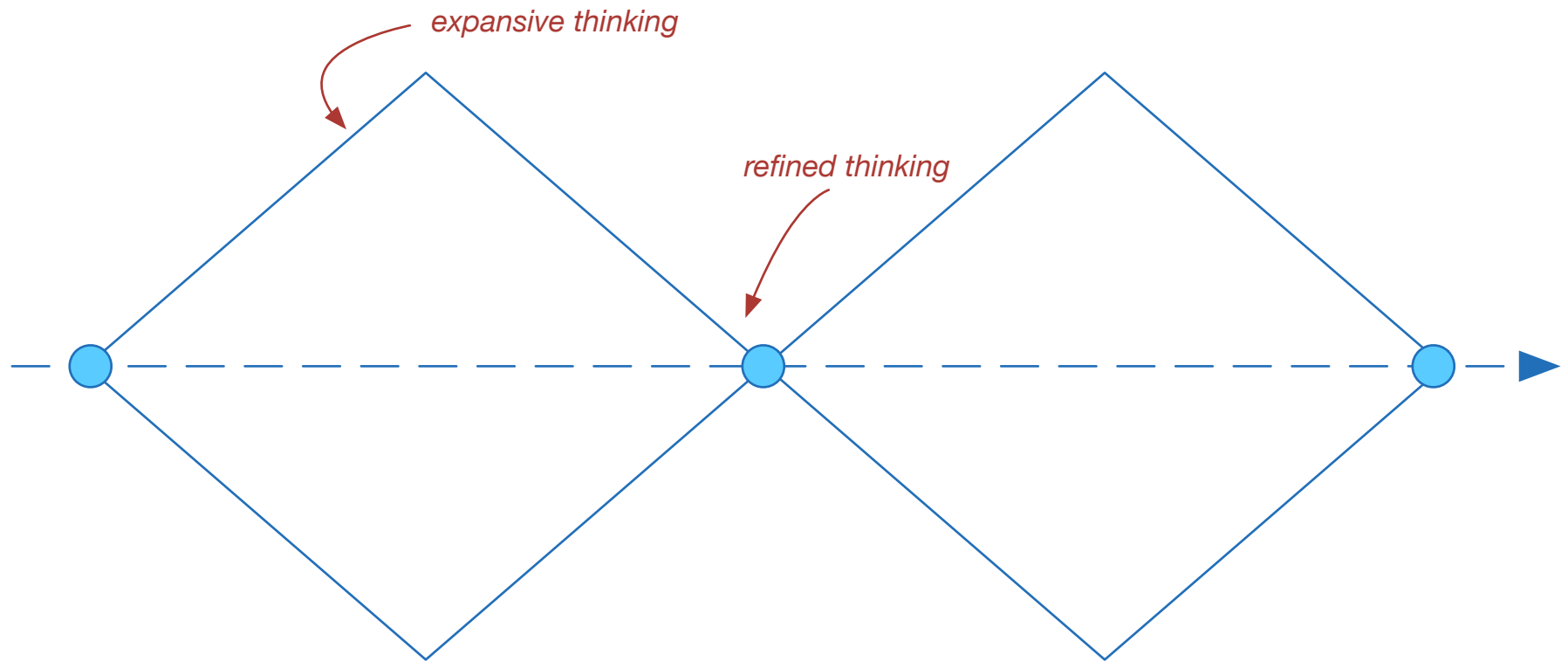
I'm a UX designer who loves to engage people visually and purposefully.

I bring a thorough process to the table and always let solid research inform my design.

I'm also a visual artist and chocolatier.

UX PROCESS

expansive thinking

refined thinking

Discover

Research is key to the design process. Identify problems through user research. Ideate.

Define

Define the MVP and frame the solution in terms of business goals.

Develop

Design by sketching, wireframing, and prototyping. User test to validate the design. Iterate and retest.

Deliver

Deliver an MVP that addresses both the business goals and user needs.

"So what else do you bring to the table?"

Strong Tech Background

From my years as a developer, I bring strong analytical skills and an ability to solve complex problems.

Working with Business Stakeholders

As the technical lead for many business teams in the financial industry, I know how to work well with tech and business stakeholders.

Effective Presentation Skills

I'm an effective communicator and presenter with extensive experience delivering presentations to stakeholders and clients.

Also, I make a *mean* Paneer Bhurji curry.*

* Fact. You can ask me for the recipe.

THANK YOU

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