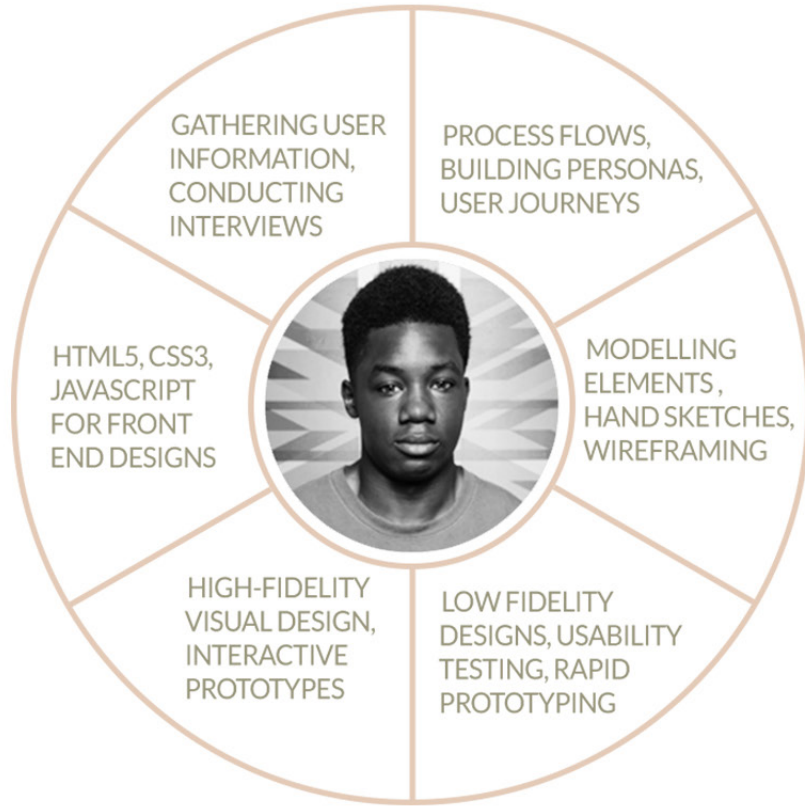




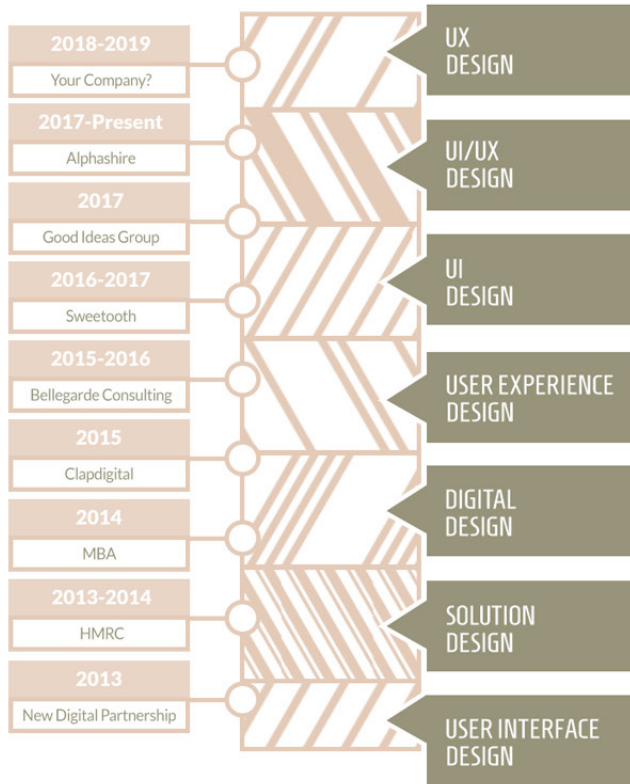
UX PORTFOLIO
SELECTED SAMPLES
PORTFOLIO 2018



SKILLS

Throughout my career I've had the opportunity of being exposed to various elements of the business process. And so I can see how important User Experience is and why it must be done with laser-like precision. My skill set intergrates creative thinking with technical knowledge. I utilise cutting edge technolgoy and follow latest trends so I am better informed about human behaviour and human computer interaction. I enjoy keeping an open mind as this helps us to see things from all possible angles and contributes to the positive evolution of well thought-out usable products.

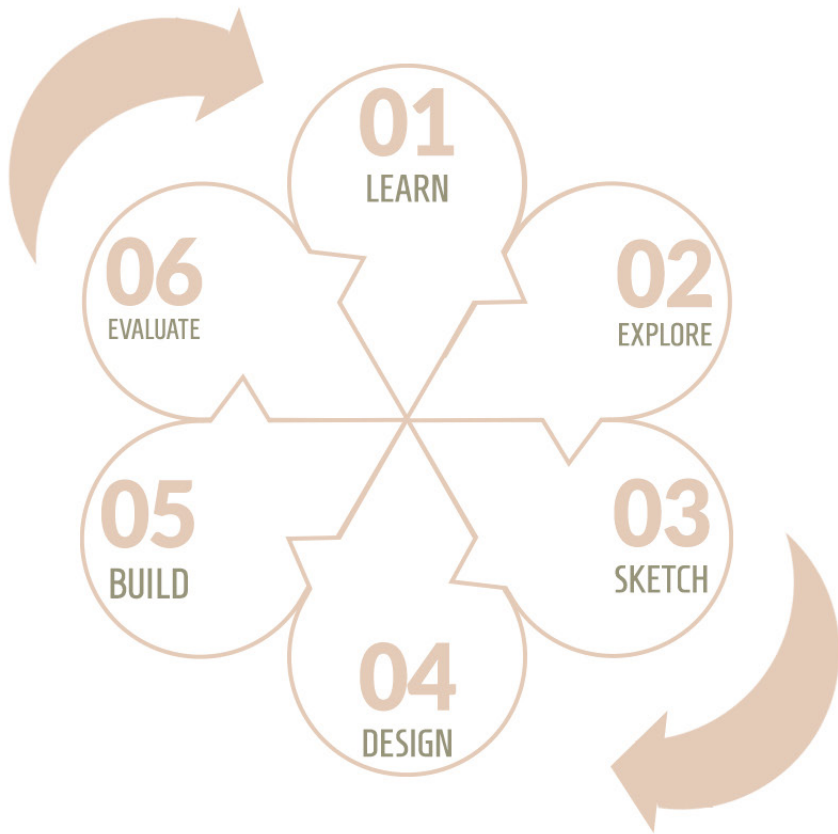




EXPERIENCE

I've successfully completed more than **15+** digital projects this includes web applications, native mobile apps, cms based websites and ecommerce stores. Some of these companies are well known in their industries.





PROCESS

01 Learn. Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and field studies. **02 Explore.** Build user profiles on gathered data, develop content and product structure, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

03 Sketch. Evaluate, test and select wireframe concepts for prototype development.

04 Design. Create design specifications and evolve concept/wireframes into full design solution. **05 Build.** Create plan for developers, evaluate design with stakeholders to obtain feedback and conduct usability testing. **06 Evaluate.**

Complete design and produce deliverables, track goals and integration, analysis and iteration.



01 CLUBVIP

Online community and social features for night life experience app. **Mobile application.**

02 Bellegarde *Fortune*

Online dashboard and finance system enabling users to make processes one their own without the need of contacting support.

03 WAHLONDON

Booking system, utilising cutting-edge technology for one of London's leading nail salon brands. **Mobile application.**

PROJECTS

I have worked on a large number of projects since the start of my career, so on this portfolio I have selected 3 of the most in-depth and varied projects. One is a mobile application for a startup company, then a user dashboard for a private investment fund, and the last one is a VR application for a hair salon company.



CLUBVIP

Date: October 2014

Platform: Android, iOS, mobile

CHALLENGE

Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews etc

WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating user journeys and stories
- > Creating sitemaps
- > Creating visual process flows
- > Competitive product research
- > Low fidelity prototypes
- > Creating wireframes
- > High fidelity detailed design



01 CLUBVIP

SETTING GOALS AND OBJECTIVES

SITE URL: clubvip.com, clubvip.co.uk, vip.club

SITE OWNER: ClubVIP Entry

WHAT IS THE APP ABOUT?

The ClubVIP app enables users to buy entry tickets, store their ID, buy drinks and find clubs in the area that support the service, all in one app.

WHAT ARE THE GOALS OF THE WEBSITES AND APPS?

To organically grow the amount of people who visit partner clubs and to encourage club goers to spend more with convenience. Also to build an online community. The ClubVIP website is a page to encourage potential users to download the app onto their native device.

WHO ARE THE USERS OF THE SITE:

Primary audience: Low spenders and Average spenders

Secondary audience: Non Spenders and High Spenders

07

CLUBVIP
CASE STUDY
PORTFOLIO 2018

The main stakeholder has the best idea of what the project is all about, so I usually locate them and set up a meeting as soon as the project commences. I put everything on pen and paper as my project guidelines.



03 CLUBVIP

ESTABLISHING KEY AUDIENCES

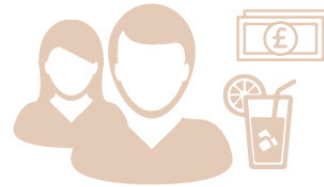
NON SPENDERS | LOW SPENDERS | AVERAGE SPENDERS | HIGH SPENDERS



NON SPENDERS



LOW SPENDERS



AVERAGE SPENDERS



HIGH SPENDERS



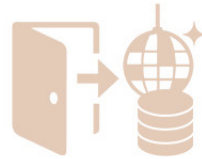
ALL PURCHASES
MADE OUTSIDE
OF APP



YOUNGER
FEMALE
CONSUMERS



LIMITED
INCOME



MAKES MOST
PURCHASES OUT
OF APP



ALL PURCHASES
MADE INSIDE
THE APP



MAKES MOST
PURCHASES OUT
OF APP



MAKES A LOT OF
PURCHASES FOR
OTHERS AS WELL

09

CLUBVIP
CASE STUDY
PORTFOLIO 2018

In product development it's vital to have a well-defined audience. This will ensure that all of the design, functionality and content decisions are targeting the right people. Businesses fail when they don't understand their audience.



04 CLUBVIP

01 BUILDING PERSONAS

Needs for using app

- If I'm out and I can't find any good bars or clubs
- If I need to access my ID


Biography

Amy is a young, motivated person working at a marketing and advertising agency. They mainly work with fashion brands. Since she works with technology on a day-to-day basis she is comfortable with consumer-level technology and enjoys using social media apps and Uber. She doesn't party every week but enjoys a good time with her friends almost at least once a month. However, she doesn't enjoy carrying her ID with her all the time.

Frustrations

- Apps that lag even when you have good connection
- Impolite people
- Hard-to-use apps

AMY WHITE



"What is a Windows Device?"

AGE: 18
Job: Marketing and Advertising
Relationship status: Single
Location: Colliers Wood, UK
Tier: Freemium
Archetype: Apple-sucker

Technology

IT & Internet	Software	Mobile Apps	Social Networks
██████████	██████████	██████████	██████████





Motivations

Incentive	██████████
Fear	██████████
Achievement	██████████
Growth	██████████
Power	██████████
Social	██████████

Personality

Introvert	██████████	Extrovert	██████████
Sensing	██████████	Intuition	██████████
Thinking	██████████	Feeling	██████████
Judging	██████████	Perceiving	██████████

Associated Brands

Creative

- Experimental
- Expressive

Needs for using app

- So I dont have to carry my ID around


Biography

Jake is a mechanical engineer who works pretty much every day of the week and isn't shy to put in some overtime on the weekends. Surprisingly he still has the energy to go out every single week usually with about 4 - 5 mates. Jake doesn't mind carrying cash but still tends to use his card a lot when spending on a night out. Jake utilises all forms of technology, he has an Laptop, a tablet and a smartphone as he uses whichever one is closest when trading. Jake appreciates consistency in functionality across all devices. Jake is in a "complicated" relationship but identifies himself as single and adds he doesn't go out looking for love...

Frustrations

- Lack of time
- When mobile apps freeze

JAKE BRANSON



"I use trading apps a lot so I like simple clean interfaces."

AGE: 25
Job: Engineering
Relationship status: Single
Location: Bermondsey, UK
Tier: Pay
Archetype: Phone first

Technology

IT & Internet	Software	Mobile Apps	Social Networks
██████████	██████████	██████████	██████████





Motivations

Incentive	██████████
Fear	██████████
Achievement	██████████
Growth	██████████
Power	██████████
Social	██████████

Personality

Introvert	██████████	Extrovert	██████████
Sensing	██████████	Intuition	██████████
Thinking	██████████	Feeling	██████████
Judging	██████████	Perceiving	██████████

Associated Brands

Happy

- Motivated
- Helpful

10

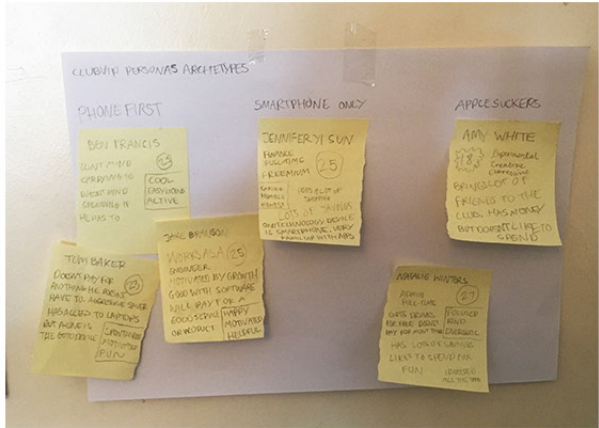
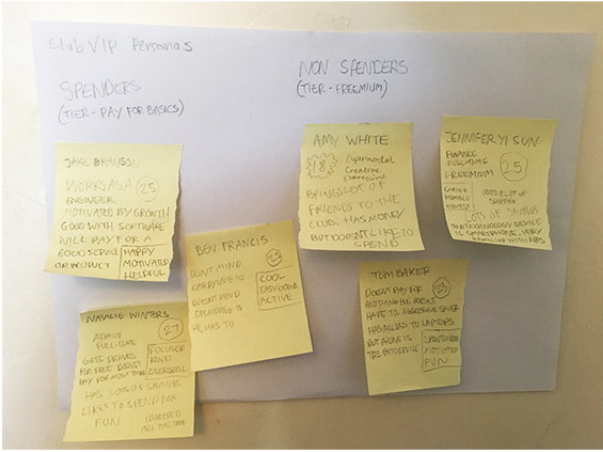
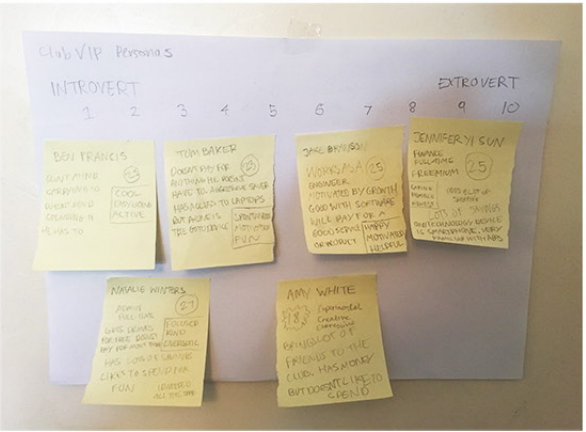
CLUBVIP
CASE STUDY
PORTFOLIO 2018

After gathering data through questionnaires and observing behaviours building a persona is a good place to start. When I build personas I like to be consistent with data, throughout a persona, everything is real apart from their identity.



05 CLUBVIP

02 BUILDING PERSONAS



I like to expose the minds of the users and potential users by finding out personality traits and grouping different personas under certain archetypes. This helps to create a more user-centered design experience.



06 CLUBVIP

03 BUILDING PERSONAS

NON SPENDER - YOUNGER FEMALE CONSUMER

WHO ARE THEY?

- > Get into clubs for free and gets drinks bought for them
- > Age: 18 - 24
- > Gender: Female
- > Family: Single
- > Education: Studying, Degree

HOW DO THEY NAVIGATE THEIR NIGHTLIFE?

- > On smartphones mostly iPhones
- > Emails, blogs and adverts about events
- > Nightclub pages on social networks

MAIN GOALS/WHAT DO THEY WANT?

- > To be able to do everything from one app, like buying drinks storing ID, buying tickets, finding good venues etc...
- > Be able to view my purchases and activity

PAIN POINTS

- > Getting searched and waiting to queue up
- > Figuring travel arrangements when the night is over
- > Impolite people
- > Hard-to-use apps
- > Apps that lag even when you have a good connection

MOTIVATION

- > Being ID free
- > Being up to date with events
- > Be able to share photos and be able to find photos of other venues in the area

12

CLUBVIP
CASE STUDY
PORTFOLIO 2018

After building personas, I try to extract all the information that is relevant to this particular project. Some people do this immediately but I have found this increases your own bias and the audience loses it's authenticity.



07 CLUBVIP

04 BUILDING PERSONAS

NON SPENDER - YOUNGER FEMALE CONSUMER

AUDIENCE NEEDS:

- > How can access my ID?
- > Are there multiple types of ID options?
- > Are there other payment methods?
- > Can a bill be split via the app?
- > Can I get updates on club events on my account?
- > Can I receive a QR code for entry from my friend?
- > How can I find other bars and clubs in the area?
- > Do you offer any additional services?.. uber or other taxis and transports services from within the app

SOLUTION (CONTENT & FUNCTIONALITY)

- > Modern native mobile application
- > Accessibility, UX, IA
- > Multiple payment options
- > Ability to subscribe to specific club updates
- > News / media section - trends, hot topics
- > Video content?
- > ID section with multiple options
- > Quick access to QR codes
- > The ability to create your own content
- > API's that heavily intergrate with app to give user seamless experience and reliability on one app

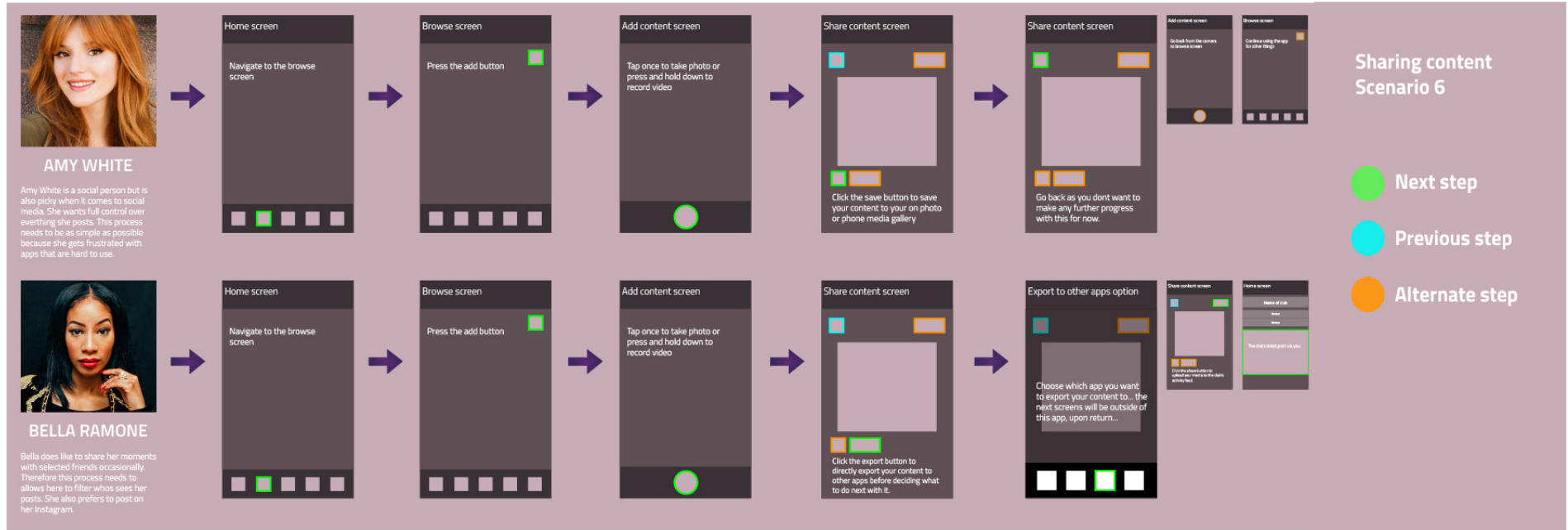
13

CLUBVIP
CASE STUDY
PORTFOLIO 2018

Once we have extracted all the relevant information we can properly extrapolate what our audience needs are and what solutions we will have to come up with to make their experience more pleasant.



08 CLUBVIP CREATING SCENARIOS



The easiest way to understand behaviour is through scenarios. By identifying a users goals and needs, we can follow their steps and actions to see how and why a user is using the product, in order to improve their experience.



09 CLUBVIP

CREATING USER JOURNEYS AND STORIES

CLUBVIP

Browse screen Sharing content

Story: 24
Version: 0.21
Prepared on: 18 October 2014
Based on: Business Requirement Document version 1.8
Status: In progress



Story summary

The Sharing content functionality allows users to create and upload media of live events happening at their location. These content goes under the feeds of the club they are in.

Assets

Wireframes

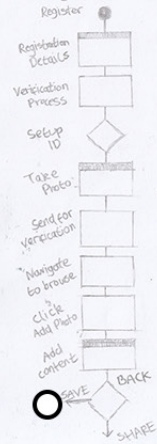
- Home
- Browse
- Browse -- 2 (add content)
- Browse -- 2 (add content) - 1

Related version

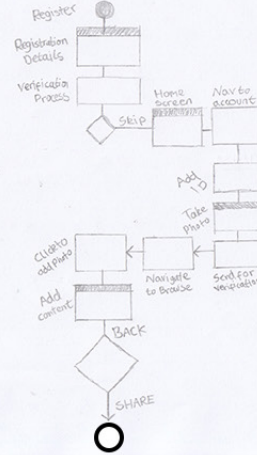
25 - Activating feeds

User wants to sign up, add driver's license ID tonight and set up card payments to buy drinks tonight. Post a photo with his/her mates of their night out in Shoreditch.

Amy's Journey



Jake's Journey



The process flow

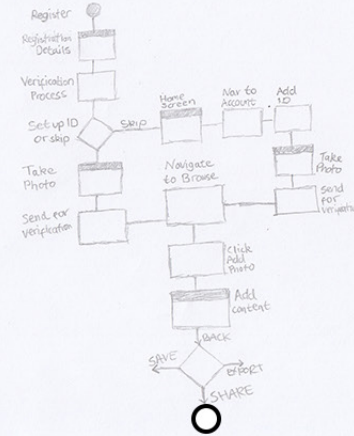












Diagram key

-  Journey start
-  Interface
-  User action
-  Decision point
-  End of journey



10 CLUBVIP

CREATING SITEMAPS

Global Site Map						
Menu Definitions						
v1.3						
LEGENDS						
	First Level Screen names	Home screen	Browse screen	Cart screen	Account screen	Settings screen
	Second Level Screen names	Drinks menu	Map	Purchase history	User info	Notifications
	Third Level Screen names	Drinks	To map fullscreen To open in other map application	To old receipts	Clubs activities you follow Feed/activity screen of the club deactivate feed button	-- push notifications on / off
	End Screen names	Grazing menu	Add content	Payment method	Identifications	email notifications on / off
	Changed since last version	Food	Share content	To different payment method types		
		Advertisement	Browse Categories	Current shopping	ID type 1 ID type 2 ID type 3	Privacy
		Out-of-app links		Add or remove items from cart Checkout Other checkout options		geolocation on all the time only when app is opened
		Club post	Random geotagged post		QR Codes	
		To club information	To club information		List of what codes you have QR CODE on the screen	account delete account

A site map describes the different content pieces on the site and the relationship between them. It is an important step of the user centered process as it ensures content is in places users would expect to find it.



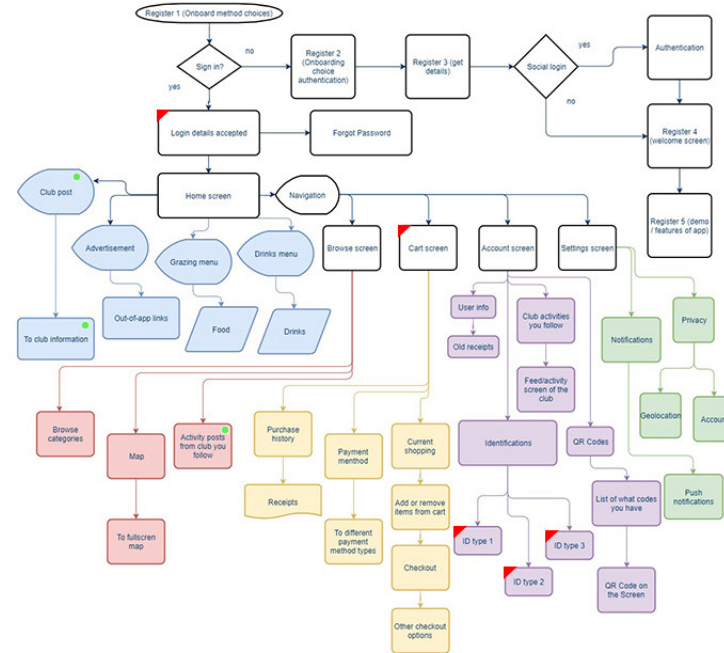
11 CLUBVIP

CREATING VISUAL PROCESS FLOWS

User goal per session
(Evaluating how effectively a user can achieve his goal upon opening the app)

[Statistics](#)
[Data flows](#)
[Device hardware](#)
[Latency times](#)
[Third party APIs](#)

[Activity/Idle times](#)
[High activity areas](#)



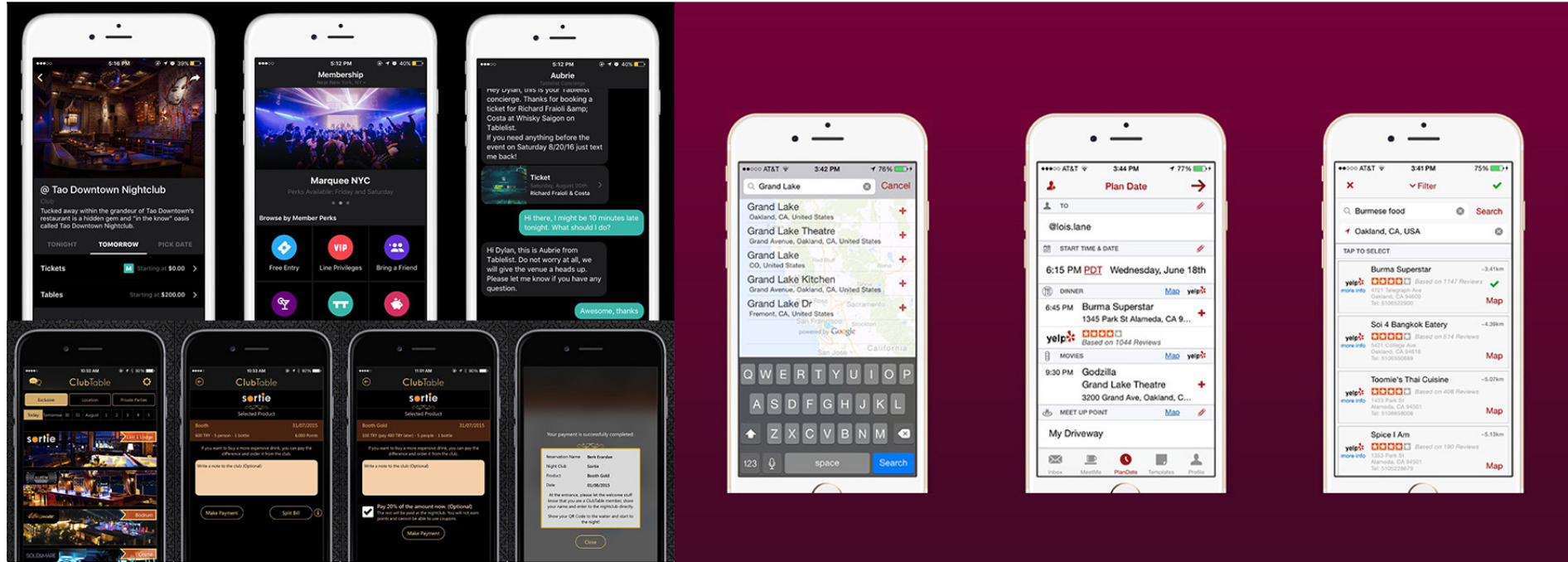
17

CLUBVIP
CASE STUDY
PORTFOLIO 2018

Creating a visual process flow is a good way to collaborate and review the process with the team. This can even be taken a step further by using UI thumbnails so you can see what the screen look like on the fly.



12 CLUBVIP COMPETITIVE PRODUCT RESEARCH

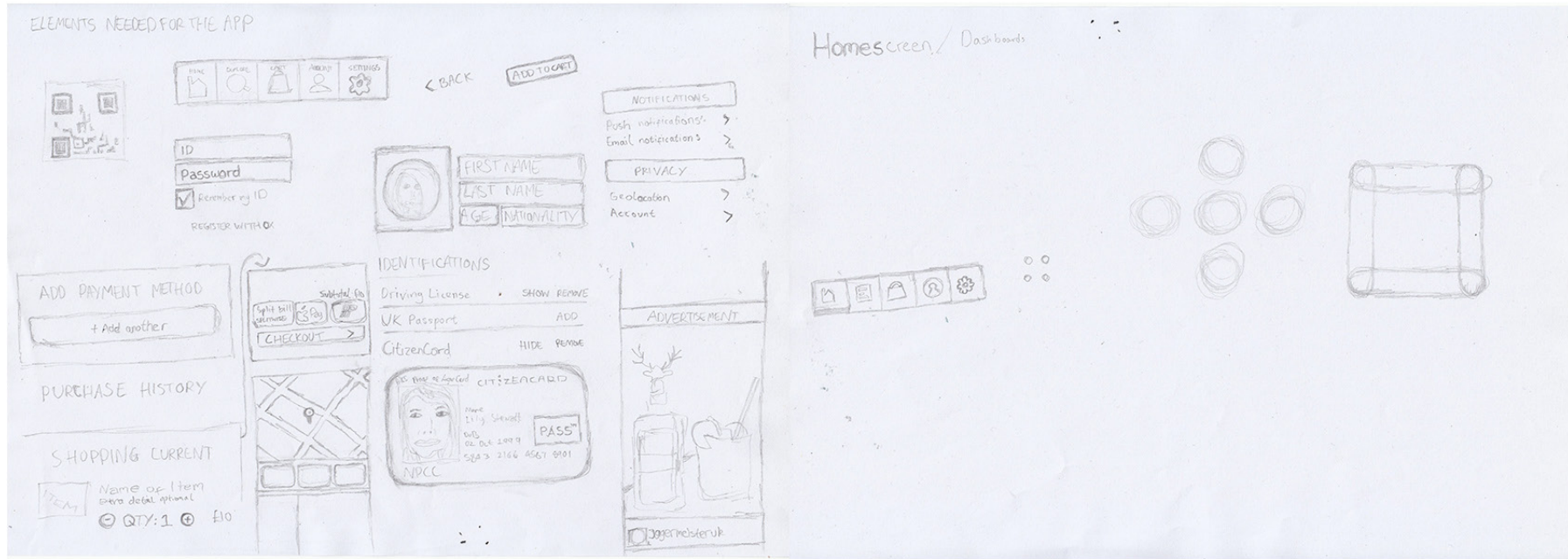


18 CLUBVIP CASE STUDY PORTFOLIO 2018

Competitive analysis is used to gauge how the major competition in your space is handling usability. It is also used to evaluate how your product stacks up against competition by comparing overall user experience.



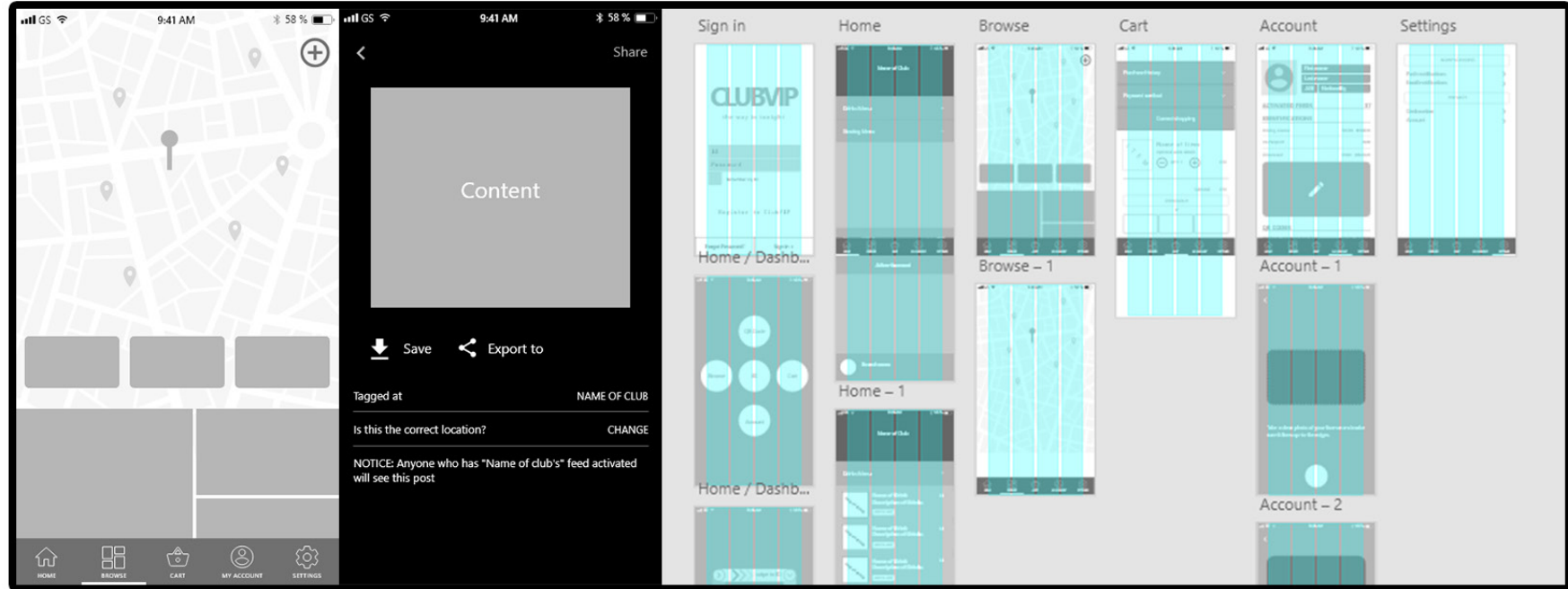
13 CLUBVIP LOW-FIDELITY PROTOTYPES



These are good for testing broad concepts. It should have characteristics of the target product, but usually used to produce something tangible quickly. I like to sketch out elements first when making low fidelity prototypes.



14 CLUBVIP CREATING WIREFRAMES

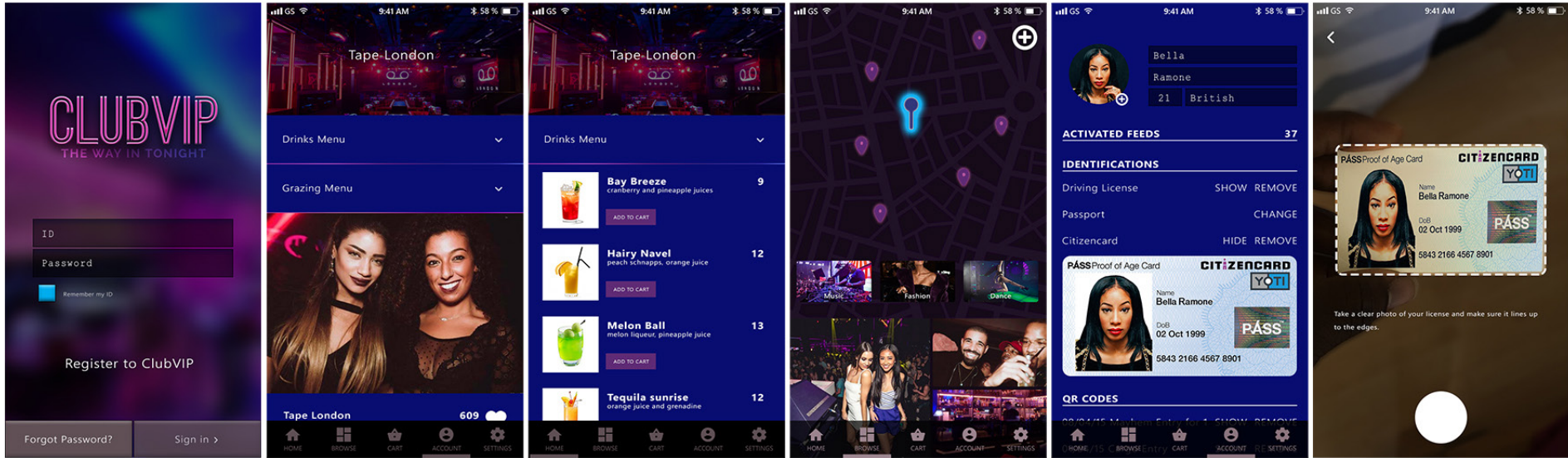


20 CLUBVIP
CASE STUDY
PORTFOLIO 2018

A wireframe specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviours, it allows you to determine the information hierarchy of the design.



15 CLUBVIP HIGH-FIDELITY DETAILED DESIGN



21 CLUBVIP
CASE STUDY
PORTFOLIO 2018

Visual design maximises the aesthetic, information-conveying capabilities of graphic and text. It's actually a subdiscipline within the UX process, contributing to UI Design, information design and graphics design.

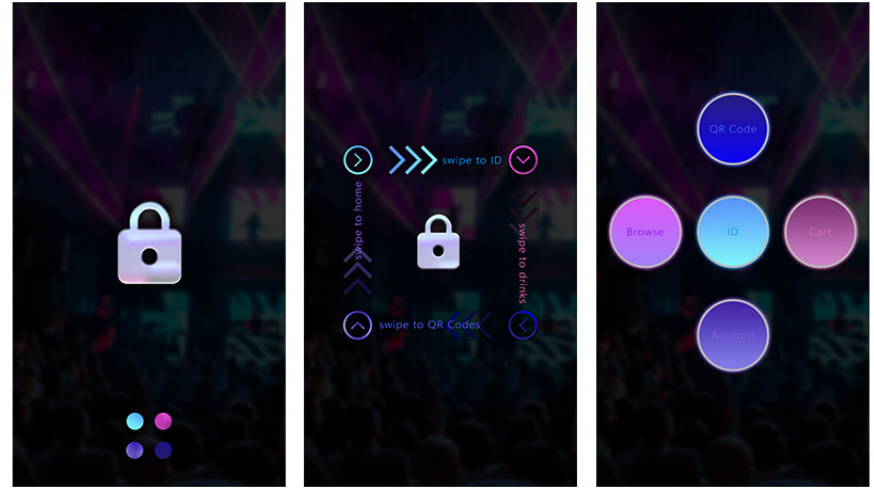


16 CLUBVIP

REVIEWING INTERACTIVE PROTOTYPES WITH STAKEHOLDERS



ClubVIP wanted to have an inactivity lockout functionality so we decided to make the most of the screen by having a quick menu. We approached people in queues outside some clubs to get their opinion on which type of lockout screen they preferred, ultimately to see if it is even usable. We let them fiddle for a while then asked them some polar questions, such as do you know what to do immediately?



Reviewing your interactive prototypes with key stakeholders is a good way to present the experience. It is also a key stage where you can accept final input from stakeholders without wasting time.



17 CLUBVIP PROJECT OUTCOME



First alpha version: July 2014



Beta version: October 2014

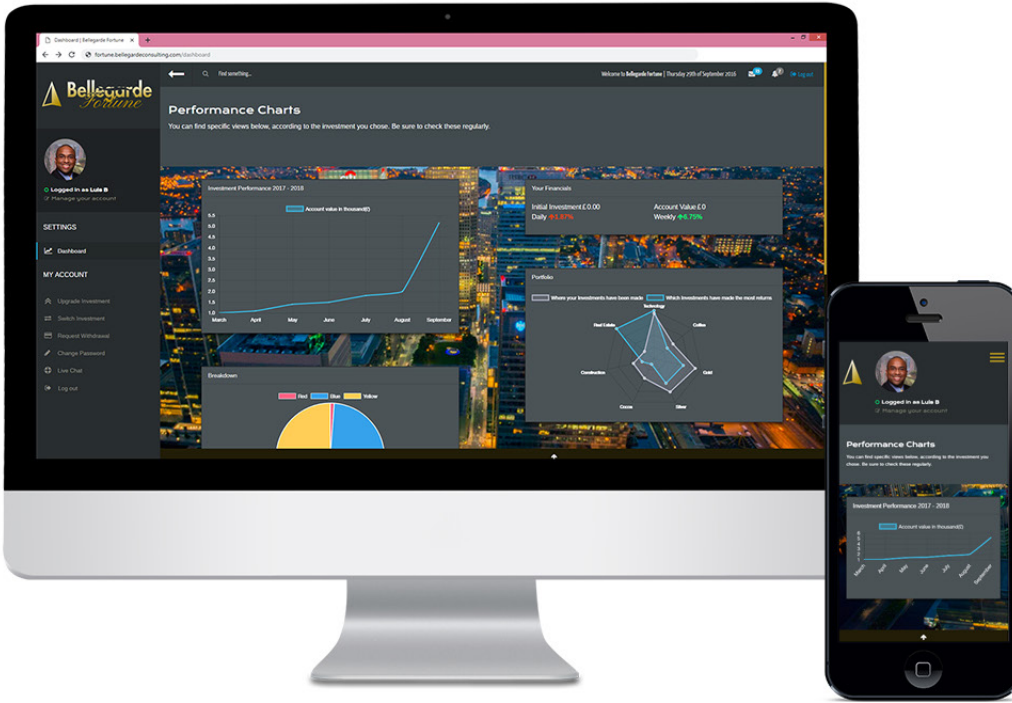
ACHIEVEMENTS

- > Overall improved usability
- > User referrals, and social sharing validates content quality
- > 90% of users stay logged in after first registering
- > Healthy average time on app
- > 200 new users within first day of beta
- > Application speed has been increased due to relevant caching on screen with partial data loading
- > 27.2% conversion rate of users who use the app for entry, also go on to spend further on drinks
- > User engagement has increased substantially
- > Stronger B2B relationships and onboarding of new clubs

23 CLUBVIP
CASE STUDY
PORTFOLIO 2018

Metrics are the signals that show whether your UX strategy is working. Using metrics is key to tracking changes over time, benchmarking against iterations of your application or those of competitors, and setting targets.





Bellegarde *Fortune*

Date: September 2016

Platform: Desktop and mobile

CHALLENGE

Build a KPI dashboard that allows users to monitor, track and receive updates on their investment.

WHAT I DID

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Research similar platforms
- > Building personals
- > Creating scenarios
- > Creating sitemaps
- > Conducting competitive research
- > Low-fidelity prototypes
- > Creating wireframes
- > High-fidelity design & guidelines



SETTING GOALS AND OBJECTIVES

SITE URL: fortune.bellegardeconsulting.com, bellegardefortune.com

SITE OWNER: Bellegarde Consulting

WHAT IS THE WEBSITE ABOUT?

Bellegarde Fortune is the investment fund division of the Bellegarde Consulting company. The website will give investors a visual representation of their investment performance, with other features such as being able to withdraw, generate reports, edit your profile, change settings and a helpdesk.

WHAT IS THE GOAL OF THE KPI DASHBOARD?

The goal of the dashboard is to allow the investors to have more accessibility and visibility over their investment, also to reduce the email newsletters.

WHO ARE THE USERS OF THE SITE:

Primary audience: HNWI and Longer-term Investors

Secondary audience: Casual Investors



CONDUCTING INTERVIEWS

bcsc
The Chartered Institute for IT
Enabling the information society

Eugene Frank
VP (Director)

1. Understanding the business
Bellegarde Fortune was initially created to help stream line all the external investments we were receiving from close sources and be able to package it into one "asset". Its a private fund so its not advertised to the public but anyone can invest if you have the minimum capital to start.

2. Goals and Objectives
We need the dashboard to display status so lots of messages will be good. I want the investors to get there so no need to contact us. So provide them with as much visibility as possible. Make them feel like the app can do much better than us at explaining any issues or problems they might have.

3. Pain Points
Receiving emails that can be answered really simply such as "when do the payments come in?" Another thing is when people want to withdraw/leave their investment they can't forget there is a waiting period, which is all explained in their contract. They receive all the info through email but I'm sure some dont archive their documents correctly and if they do, they expect us to have the answer.

bcsc
The Chartered Institute for IT
Enabling the information society

Brian Colesworth
INVESTOR (Mid-term)

1. Understanding the business
The investment promises steady returns with options to cancel at anytime. I know the main business deals with management consulting and they have a few like subsidiaries but I'm not sure exactly what I'm investing in... in any case its more liquid than my stock so its a nice addition to my portfolio.

2. Goals and Objectives
I just want to be able to chat to support faster. Or for them to be more responsive. I know all the details of my contract were sent in a document but thats saved on my Ipad and even if I do put it on Dropbox I dont like reading.

3. Pain Points
Sometimes there are updates to terms or even something more require the monthly installments. Some of that emails I dont even notice. Rather than being sent an email I would prefer to access these crucial bits of information whenever I please.

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The Chartered Institute for IT
Enabling the information society

Henrietta Ford
SUPPORT AND OPERATIONS

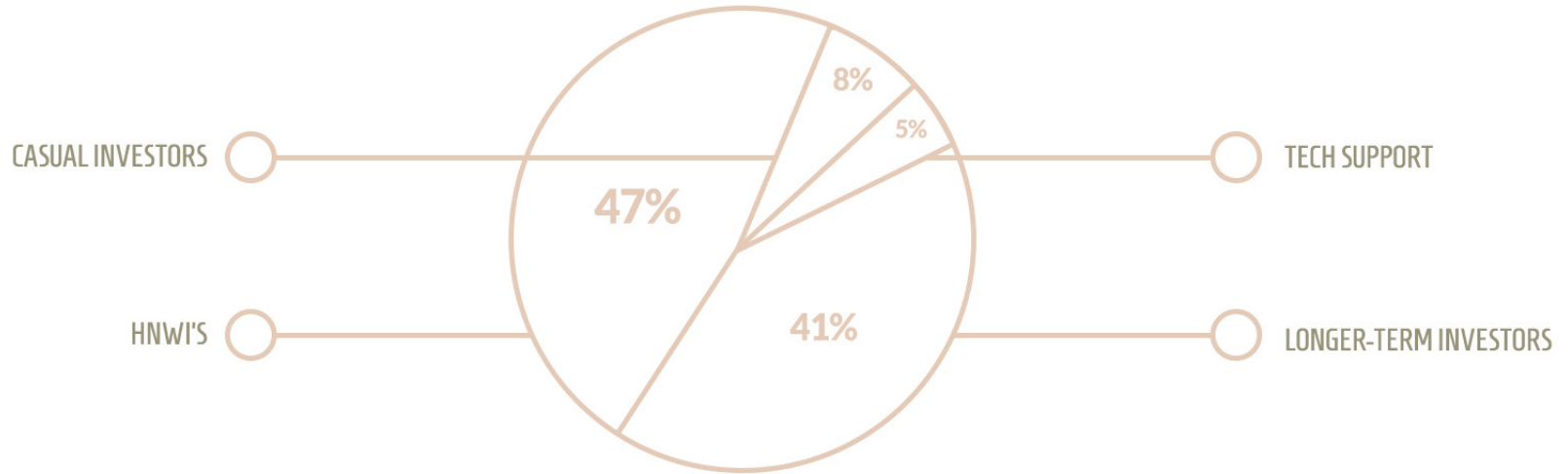
1. Understanding the business
We are a private investment fund the investments typically go directly into the business so for the company it is treated as a loan.

2. Goals and Objectives
Our job is fairly straight forward. We make the client feel as they are the most important. And we do our best to respond quickly.

3. Pain Points
I want to be able to have all the information to do my job properly. I need to access client info quicker than looking through a directory, maybe a search tool so I can find details faster. I would like to have an interface with all info displayed on one page because of loading times. I dont like when there are different tabs for different things as sometimes it lags.



ESTABLISHING KEY AUDIENCES



Interviewing the stakeholders has helped me to identify the right audience for the product. As with every product or service, the best offering comes from carefully examining our customer needs and wants.



01 BUILDING PERSONAS

HNWI'S | INCLUDES BUSINESS OWNERS AND SHAREHOLDERS

WHO ARE THEY?

- > High net-worth individuals that a lot of people and businesses rely on
- > Age: 30+
- > Gender: Mixed
- > Family: Married, children
- > Education: Master degree educated, business orientated

MAIN GOALS/WHAT DO THEY WANT?

- > Easy to understand and use interface
- > Optional complexity
- > To be the first to know about financial news and the economic climate in the investing world

PAIN POINTS

- > Important documents hard to find
- > No research on market to read in order to support investment decisions
- > No helpdesk

MOTIVATION

- > Discover new stock trends
- > Latest accurate financial news
- > Check any action needs to be made or leave it to auto-pilot



02 BUILDING PERSONAS

HNWI'S | INCLUDES BUSINESS OWNERS AND SHAREHOLDERS

AUDIENCE NEEDS:

- > What is the most important information?
- > What is the audience for that information?
- > Is there video content?
- > What can I buy with my profits? Luxury goods? more investments?
- > What are the trends in your industry?
- > Exhibitions – when, where, who?
- > Is this data up to date?
- > How engaging is your content?
- > Where can I find more details? Do you offer any additional services? – local office / contact details

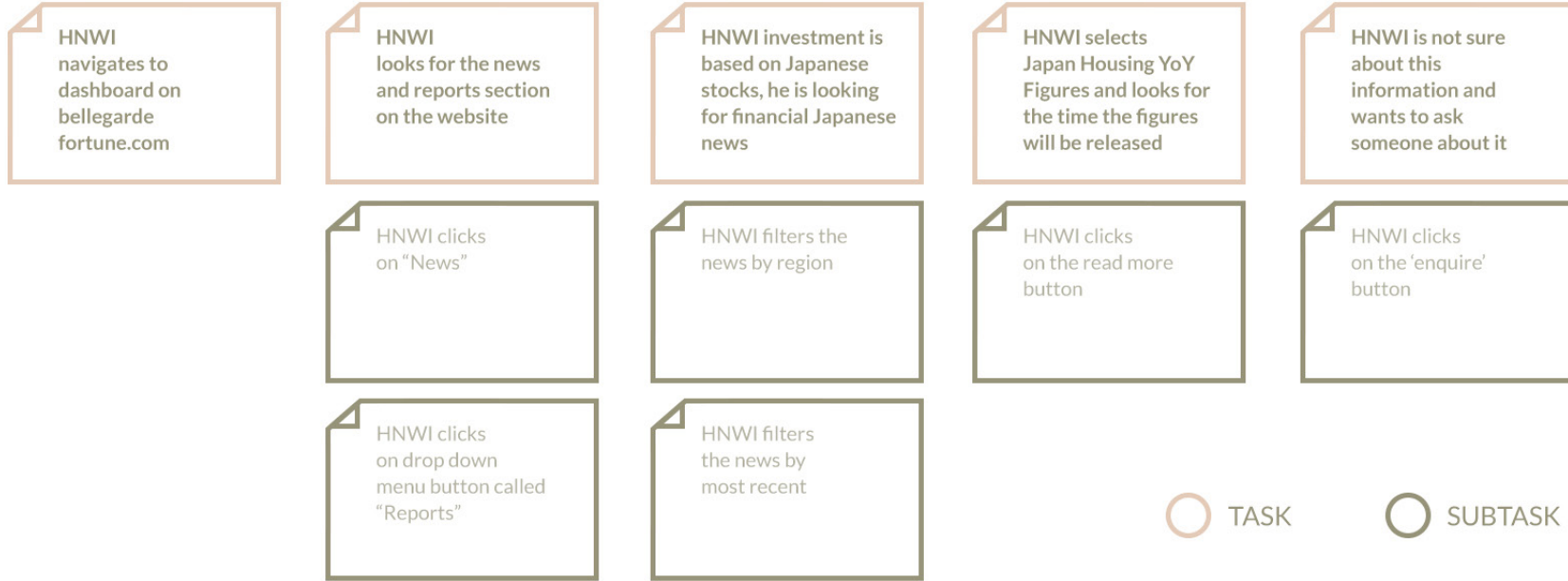
SOLUTION (CONTENT & FUNCTIONALITY)

- > Interactive website design
- > Accessibility, UX, IA – improvements
- > Query search
- > News / media section – trends, exhibitions, and possibly a blog for the news
- > Video – event show
- > Contact details – global network
- > Email newsletter
- > Market climate section



DEFINING USE CASES

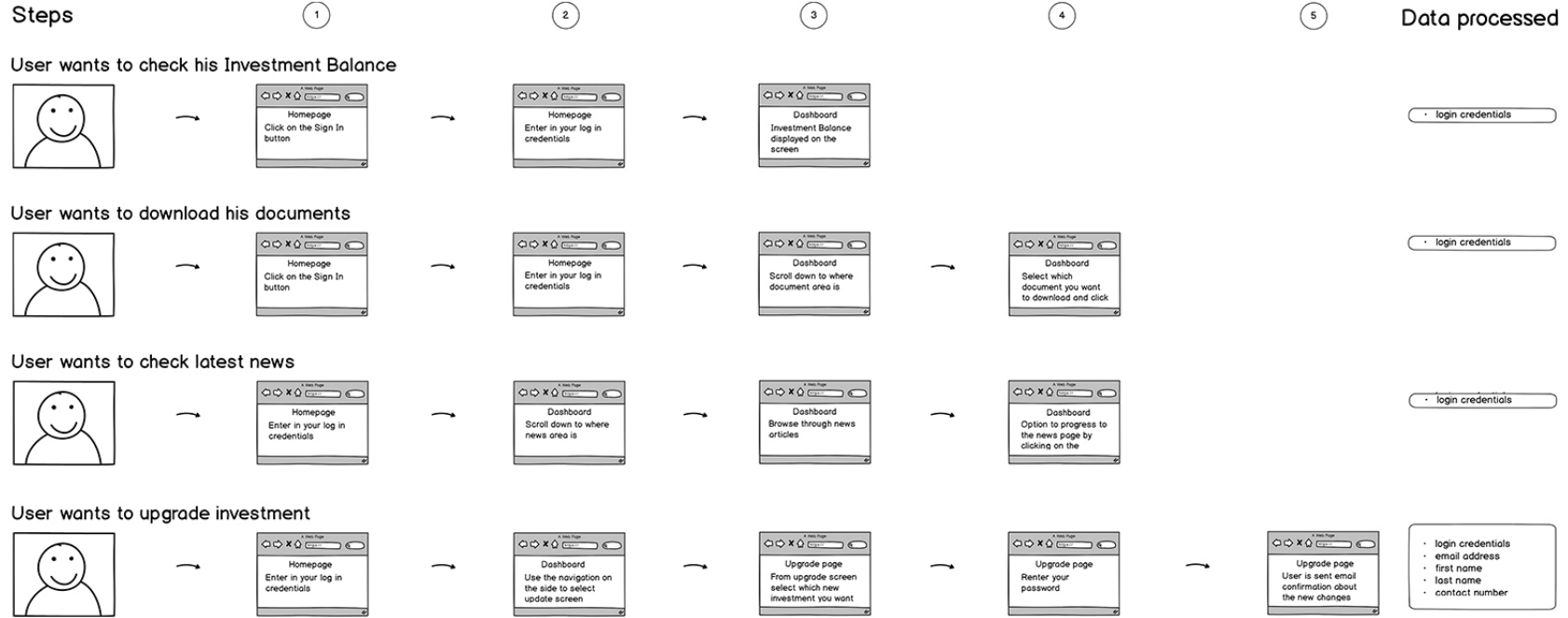
HIGH-NET-WORTH INDIVIDUAL IS LOOKING AT HIS INVESTMENTS AND WANTS TO GET A FEEL FOR THE CURRENT ECONOMIC CLIMATE



I define cases and context behind why a specific user or user group comes to the site. I note the goals and questions to be achieved and sometimes define the possibilities of how the user(s) can achieve them on the site.



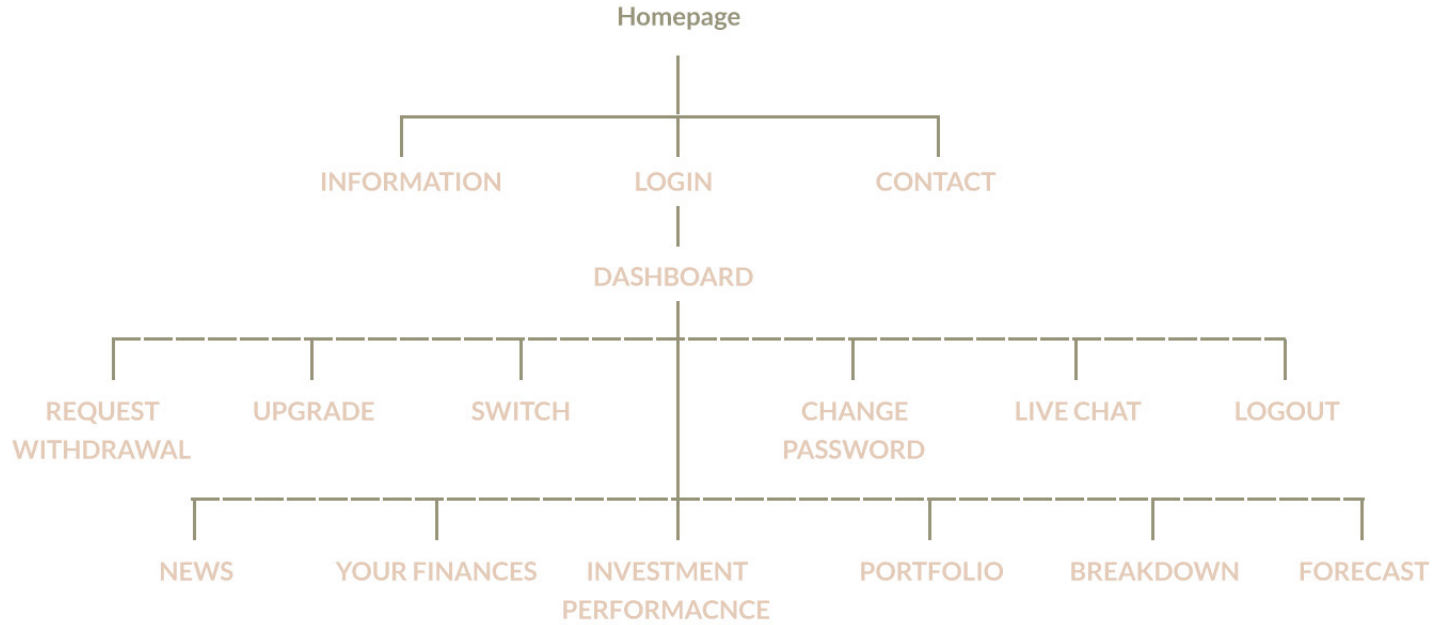
USER JOURNEYS FOR DATA PROCESSING



User journeys are useful in demonstrating the way users could interact with the website. In this particular case, some steps a user could take and what data will need to be processed. This can also be used for collecting data too.



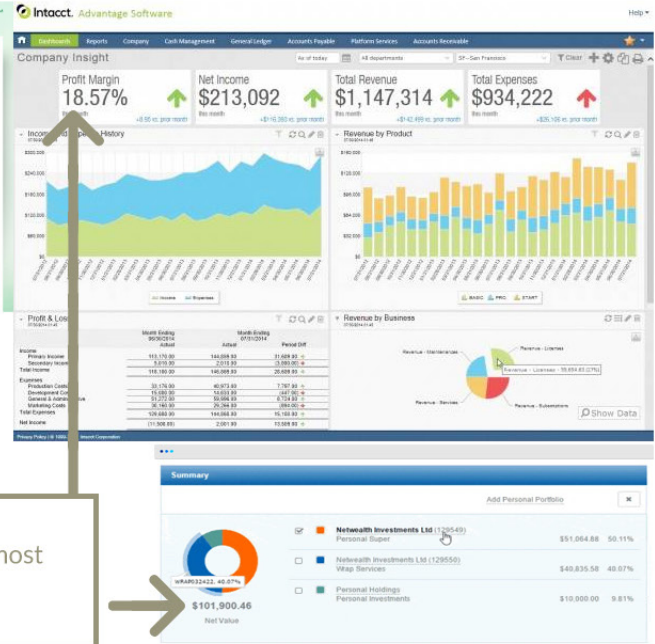
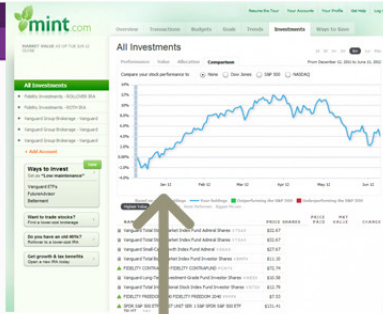
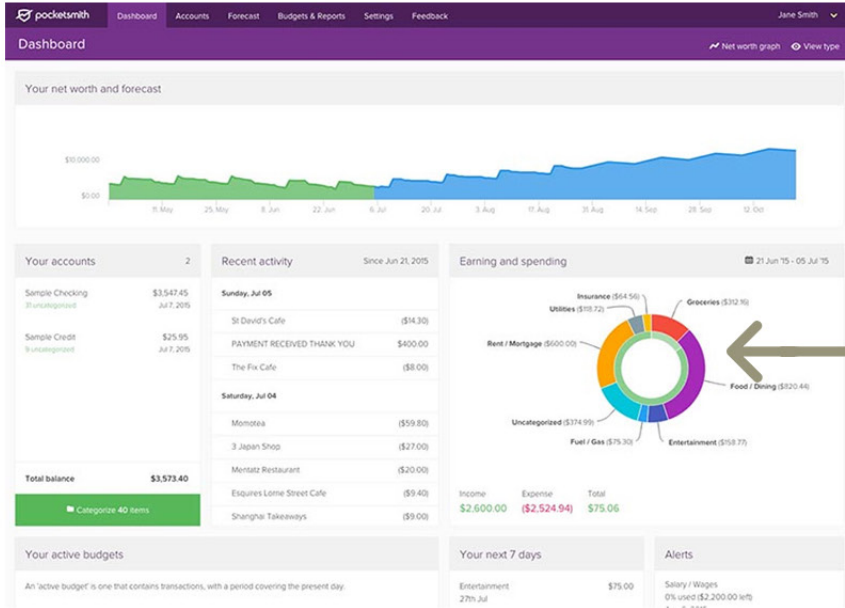
CREATING SITEMAP



Once I've completed the personas, I'll create the sitemap. It visualises what I've learnt about how users navigate the site, what sort of content they will need to support them in their goals and what sort of language to use.



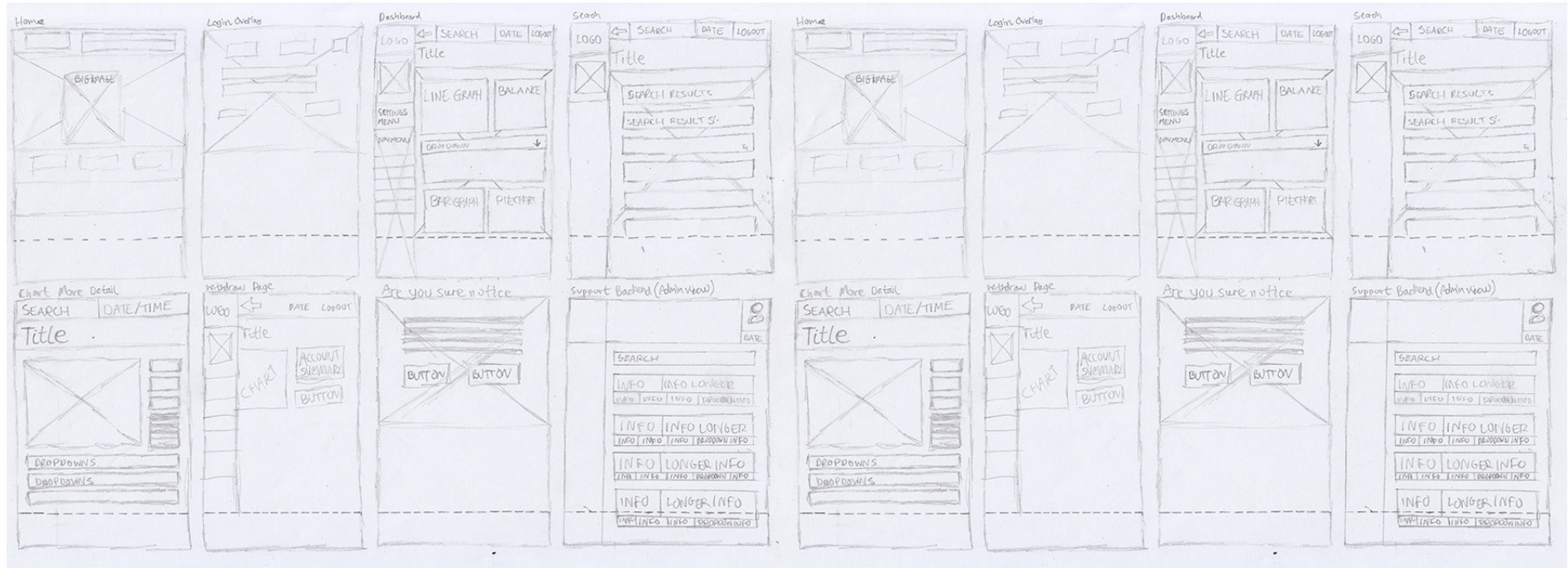
COMPETITIVE PRODUCT RESEARCH



Competitive analysis is used to gauge how the major competition in your space is handling usability. It is also used to evaluate how your product stacks up against competition by comparing overall user experience.



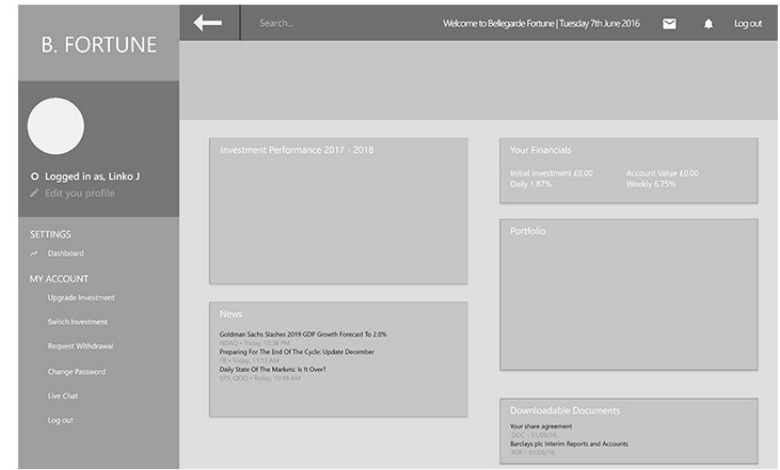
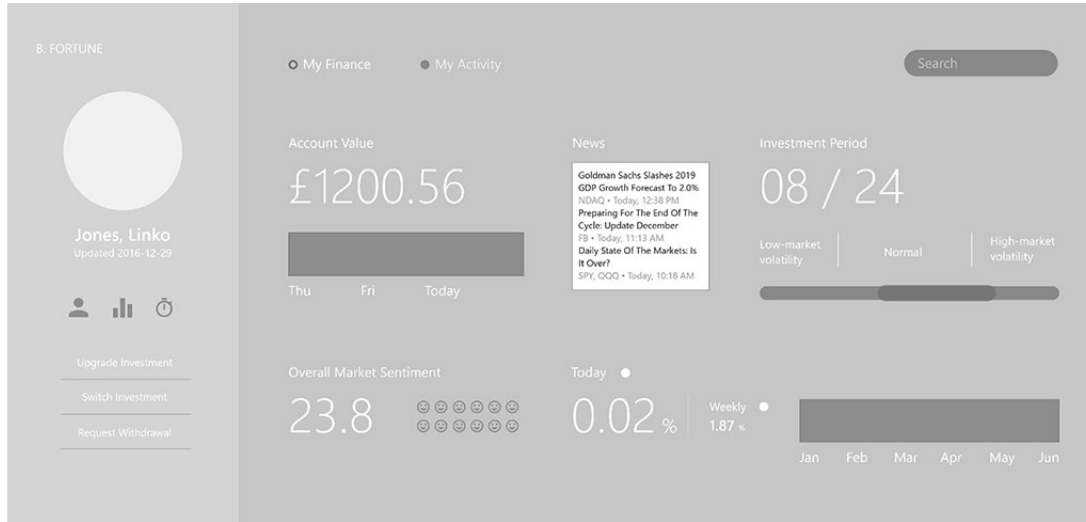
LOW-FIDELITY PROTOTYPES



Low-fidelity prototypes can be used to get early validation of the product. This saves time and wasted efforts on more detailed design because at this stage I can easily and efficiently make changes based on their feedback.



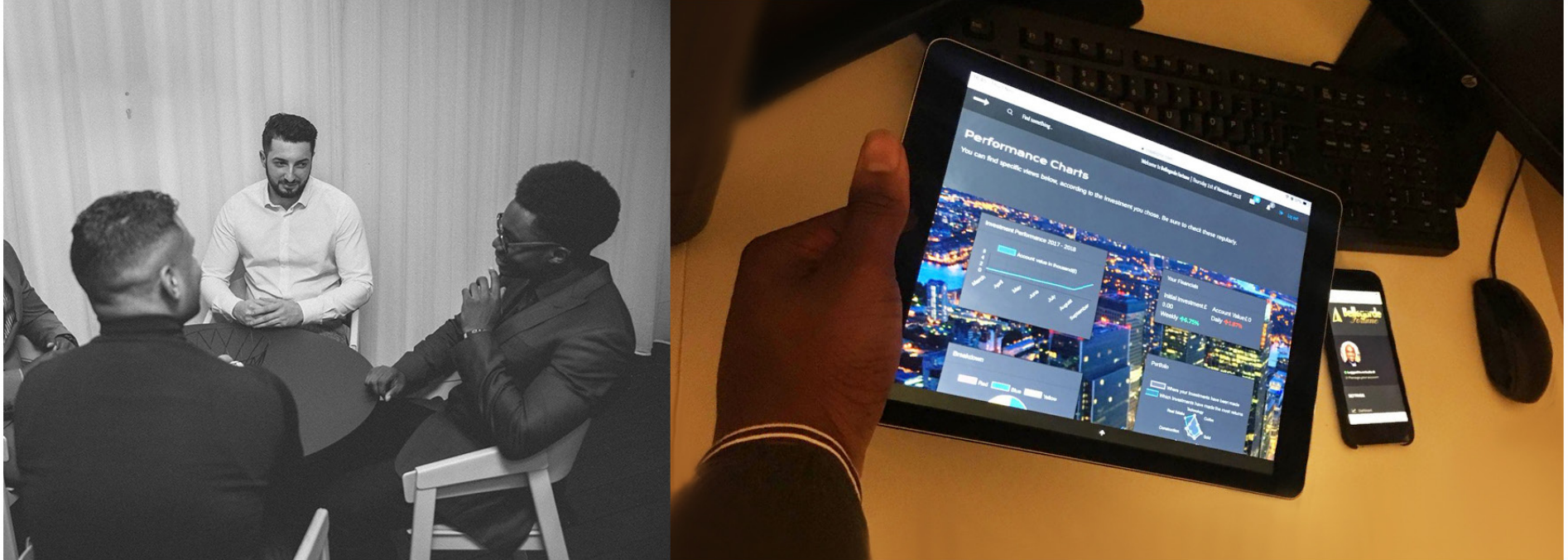
CREATING WIREFRAMES



When I build wireframes sometime I like to fully annotate them, which gives a basis to begin creating screens. I also use them for user testing and communicating the functionality I am going to build with stakeholders.



CONDUCTING USABILITY TESTS

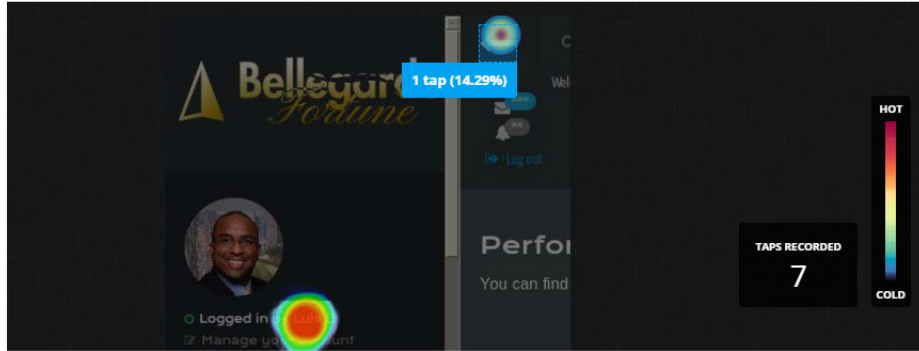


I make use of user testing to explore potential solutions during the design process or test the waters during the product design cycle. Watching users try to accomplish tasks on early prototypes is a great way to uncover problems.



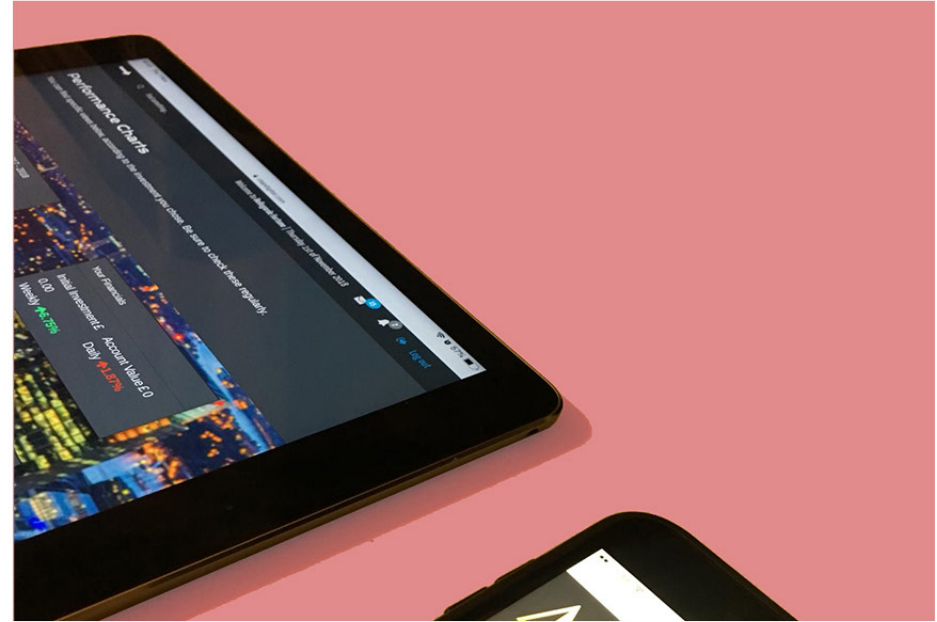
14 Bellegarde Fortune

PROJECT OUTCOME



ACHIEVEMENTS

- > Responsive design success revealed in low mobile traffic bounce rate
- > Almost all users have used the news section this is based on highly activity around the finance news area
- > Low overall bounce rate & healthy average time on site indicates good visitor retention



38 BELLEGARDE FORTUNE

CASE STUDY
PORTFOLIO 2018

In order to quantify our success correctly we need to have measurements that align our efforts to an organization's business objectives and desired outcomes.



WAHLONDON

Date: March 2016

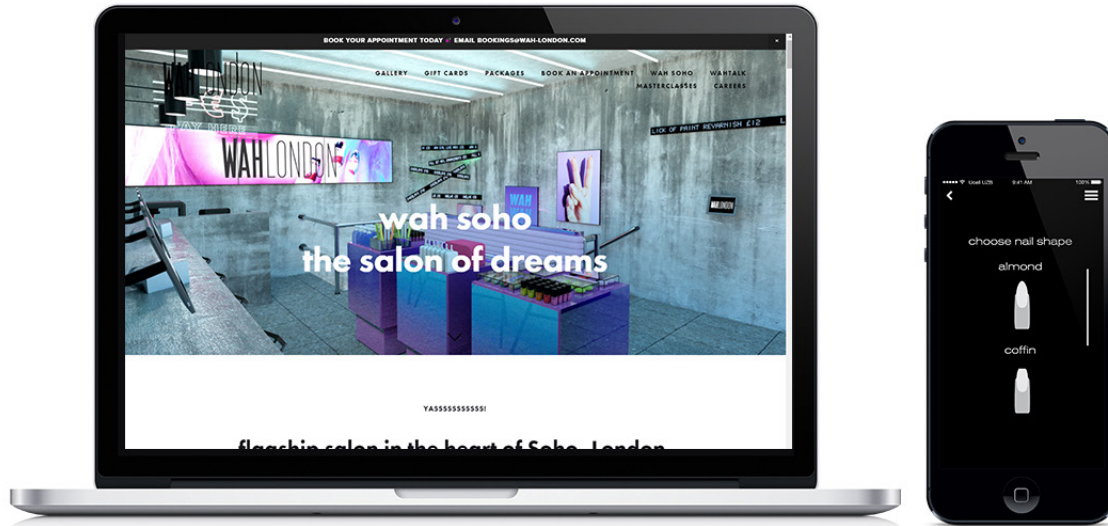
Platform: iOS and mobile

CHALLENGE

Gain knowledge of users, synergize with brand, create wireframes, conduct user research and implement new findings to make a more user friendly app for a high-demand salon.

WHAT I DID

- > Setting goals and objectives
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Competitive product research
- > Creating wireframes
- > High-fidelity detailed design
- > Conducting further user research



01 WAHLONDON

SETTING GOALS AND OBJECTIVES

SITE URL: wah-london.com, wah-nails.com

SITE OWNER: WAH Nails

WHAT IS THE APP ABOUT?

The WAH app enables users to buy entry tickets, store their ID, buy drinks and find clubs in the area that support the service, all in one app.

WHAT ARE THE GOALS OF THE WEBSITES AND APPS?

To effectively manage the salons bookings of manicures and pedicures, drive returning customers to buy WAH products and to organically grow the masterclasses that are held bi-monthly.

WHO ARE THE USERS OF THE SITE:

Primary audience: Regular customers and aware non-customers

Secondary audience: Potential customers (unaware non-customers)

40 WAH LONDON
CASE STUDY
PORTFOLIO 2018

A UX strategy includes the why, what, how, who and when of the project. First, I identify business goals, then I identify usability goals, this allows room for development in the UX vision that don't mask over the business.



ESTABLISHING KEY AUDIENCES

REGULAR CUSTOMER | AWARE NON-CUSTOMER | POTENTIAL CUSTOMER



REGULAR CUSTOMER



AWARE NON-CUSTOMER

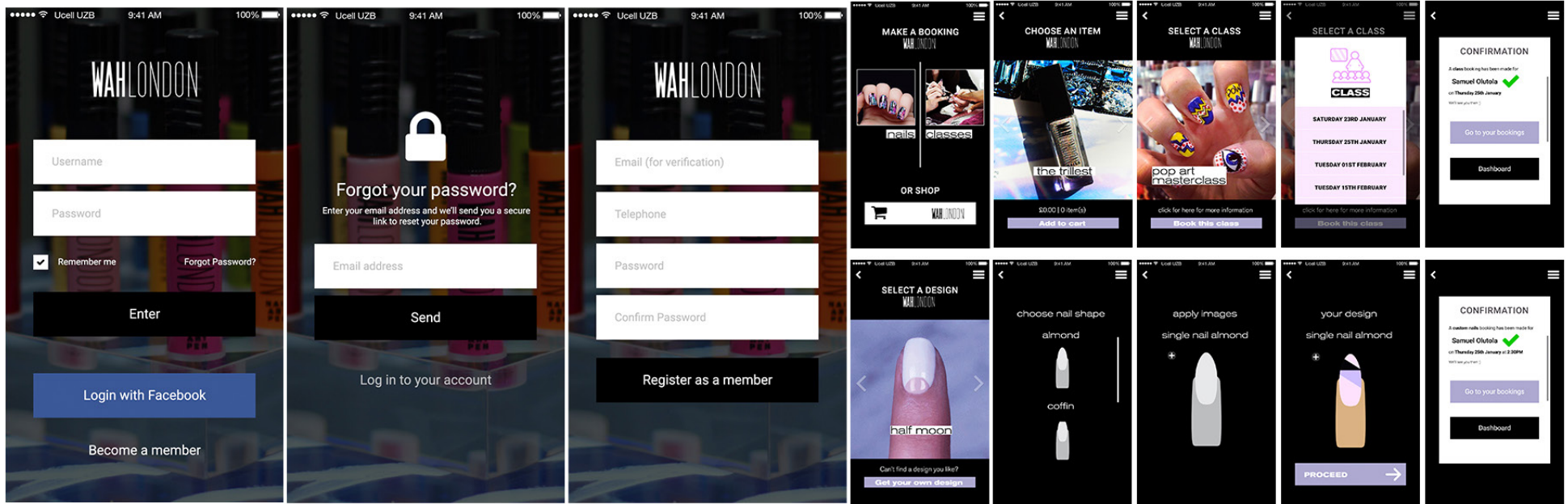


POTENTIAL CUSTOMER

There are many different methods we can use to think about our audience segments, focusing on differences can help us prioritize and design the features that best meet the needs of each.



07 WAHLONDON HIGH-FIDELITY DETAILED DESIGN



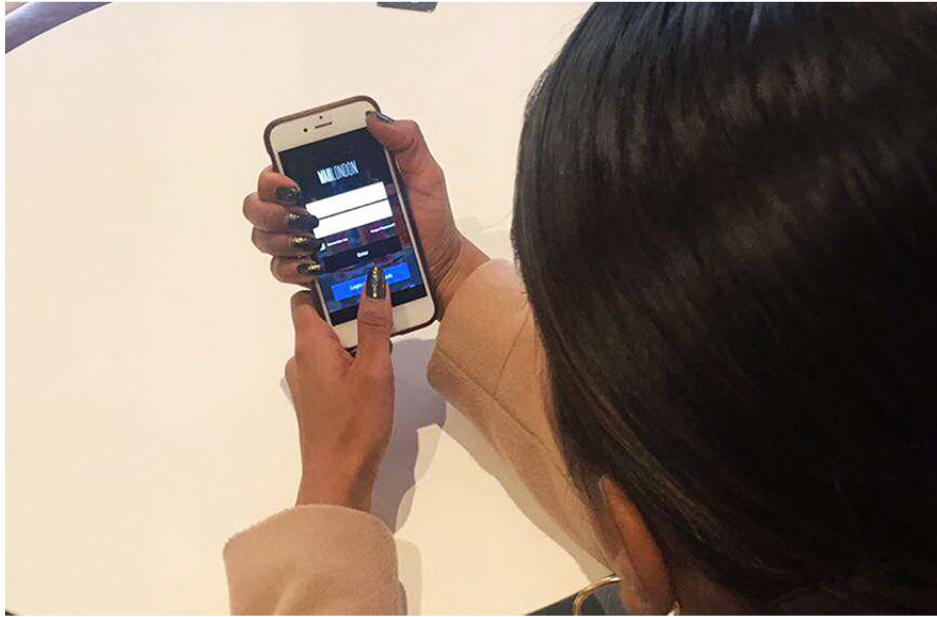
46 WAHLONDON
CASE STUDY
PORTFOLIO 2018

As a UI designer I'm typically responsible for creating a cohesive style guide and ensuring that a consistent design language is applied across the product. This means maintaining consistency in visual elements.



08 WAHLONDON

CONDUCTING FURTHER USER RESEARCH



47 WAHLONDON CASE STUDY PORTFOLIO 2018

Further user research is needed especially when a company already has customers that will be users of their new product. Effective product design involves understanding past, current and future frustrations of users.



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THANK
YOU!

