



DAVID BLAIR

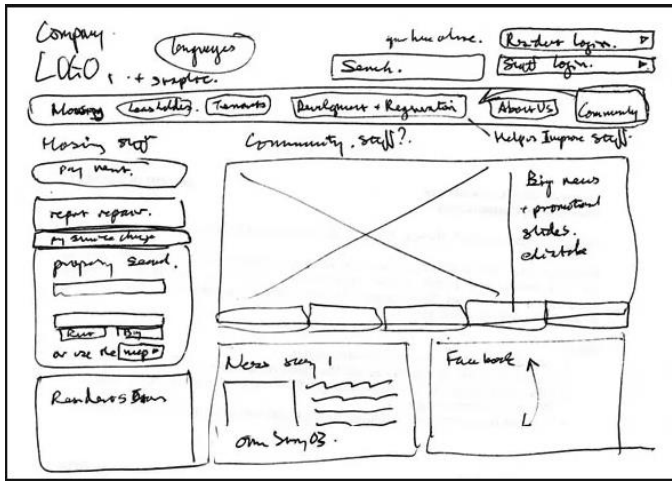
UX DESIGN SAMPLES



CORPORATE INTRANET

PROJECT SCOPE

Since the intranet was first launched at Freddie Mac in the late 90s, it had grown exponentially to roughly 20,000 pages with over 200 sites – many of which had been rendered obsolete. These pages had effectively cluttered search results with redundant and poorly written content, overlapping processes, and conflicting information and imagery. As with any homegrown content playground, it was far from consistent regarding terminology, navigation, and architecture. This resulted in large portions of the intranet becoming unusable, with critical content being lost. As part of a multifaceted project to clean up the site, several user experience projects were required.



CORPORATE INTRANET

WHAT WAS DONE

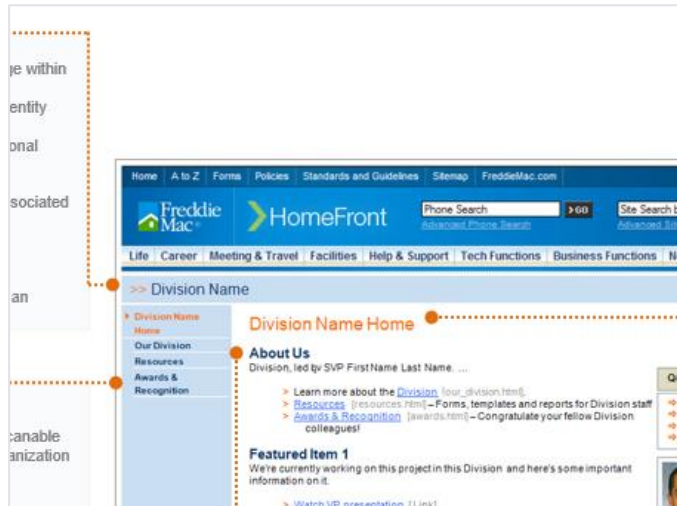
- Partnered with executives and key content owners from across the organization to identify the crucial communication and functional needs.
- Administered usability tests on a cross-section of employees to identify and measure site and task performance.
- Conducted interviews throughout the organization to develop personas to better align content with the motives, behaviors and expectations of the various roles in the company.
- Created and tested prototypes – from low to high fidelity – with key stakeholders, refining site design concepts.
- Administered card sorts to identify ideal content buckets and labels, while helping to move towards a more sustainable site architecture.



CORPORATE INTRANET WHAT WAS DONE



- Separated task- and organizational-based content into two distinct site types; “Functional” and “Identity” sites – which freed content from the owner’s perspective and aligned it better to its consumers.
- Worked with the content management team and IT staff to develop a more intuitive URL and site directory structure, allowing employees to more easily navigate content.
- Partnered with every content owner and organizational lead to construct, write and direct web content into a proper, user-focused existence.



CORPORATE INTRANET

WHAT WAS DONE

	10 Meditation Sitting Introduction to Mindful	11 Leaner Weigh Live Well @ Lunch	12	13
	17 Earth Day Fair E-Waste to Work Days	18 Leaner Weigh E-Waste to Work Days 2012 Spring Fair	19 E-Waste to Work Days Meditation Sittings	20
as Info Table	Allergies Info Table	Leaner Weigh Allergies Info Table Employee Arts and Cra Meditation Sittings	Allergies Info Table Employee Arts and Cra	Allergies Info Table

- Met with communication leads, designers and developers to deliver new features users expected; such as online polling, Q&A, calendar updates and real-time alerts.
- Partnered with developers and site owners to refine self-service editing UI and system workflows.
- Created processes and documentation defining content parameters, priorities, labeling guidelines and support requirements to best ensure reliable site maintenance.

The screenshot displays a corporate intranet interface. On the left, there is a navigation sidebar with a section titled "All-Employee Town Hall Monday" and a "Quick Links" section containing a list of items such as "Benefits", "Career Menu", "Classifieds", and "EPM Resources". The main content area features a "HomeFront News" section with a large image of the US Capitol building and a "Future of Forward" article. Below the news is a section titled "As Seen in FreddieConnections" with a "Search" button. At the bottom, there is a "Poll" section and a "Your Questions Answered" section.



HUMAN RESOURCES

PROJECT SCOPE

Take inventory and address some of the most critical content on the intranet, including; benefits information, employee performance management processes, learning and the corporate university environment.

2. How can I see...
3. How do I access my transcript? My Transcript button
4. How can I check to see if I have been assigned training? Registered Training window
5. How can I register for a curriculum? One of the Curricula locate the curricula
6. How do I access a calendar of classes? Course Calendar
7. How can I view my registered online courses? Online Training window
8. How can I find a CPE training offering? Search for the keyword field
9. Where can I find messages from FMU? My Inbox
10. How can I view my upcoming instructor-led classes? Click on the window

HUMAN RESOURCES

WHAT WAS DONE

- Met with HR executives to identify the most crucial tasks and understand staff pain points and needs.
- Gathered a cross-section of content users from around the organization, created and conducted usability tests, observing and documenting their behavior and ability to complete the predetermined tasks.

Questions/Results Summary

3. Starting from the HomeFront homepage, please locate the steps or activities to be completed for the **Year-End Review Process** for an Individual Contributor.

Nearly all users experienced difficulty locating a result that they felt satisfied what they were being asked to find. They expressed uncertainty around the terms/concept of "Individual Contributor."

HUMAN RESOURCES WHAT WAS DONE

- Identified usability issues and produced recommendation document and began prototyping.
- Reviewed and tested wireframe designs to continuing to refine prototypes.

» Human Resources

Human Resources Home
About Us
Benefits & Compensation
Career Development
Job Search @FreddieMac
Manager's Tools
Mentoring
EPM-Employee Performance Management
Objective Setting
Mid-Year Review
Self Evaluation
Manager Evaluation
Compensation Planning
Year-End Discussion
Contact & Help
Index of Resources
Freddie Mac University
Recruit & Hire
Who To Contact
Employee Engagement

EPM-Employee Performance Management

Use the tabs below to navigate to the six EPM Process Steps.

Objective Setting	Mid-Year Review	Self Evaluation	Manager Evaluation	Compensation Planning	Year-End Discussion							
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN

Employee Performance Management is the ongoing process, owned and managed by the business, which incorporates the Employee Performance Management (EPM) document, Individual Development Plan (IDP) and compensation planning activities. The Employee Performance Management process includes six process steps.

- > [Activities for the Process Steps](#)
- > [EPM Philosophy](#)

Objective Setting (12/01/2011 - 12/31/2011)

Employees create performance objectives that support corporate and division objectives. The alignment of individual objectives with those of the organization contribute to the overall success of Freddie Mac.

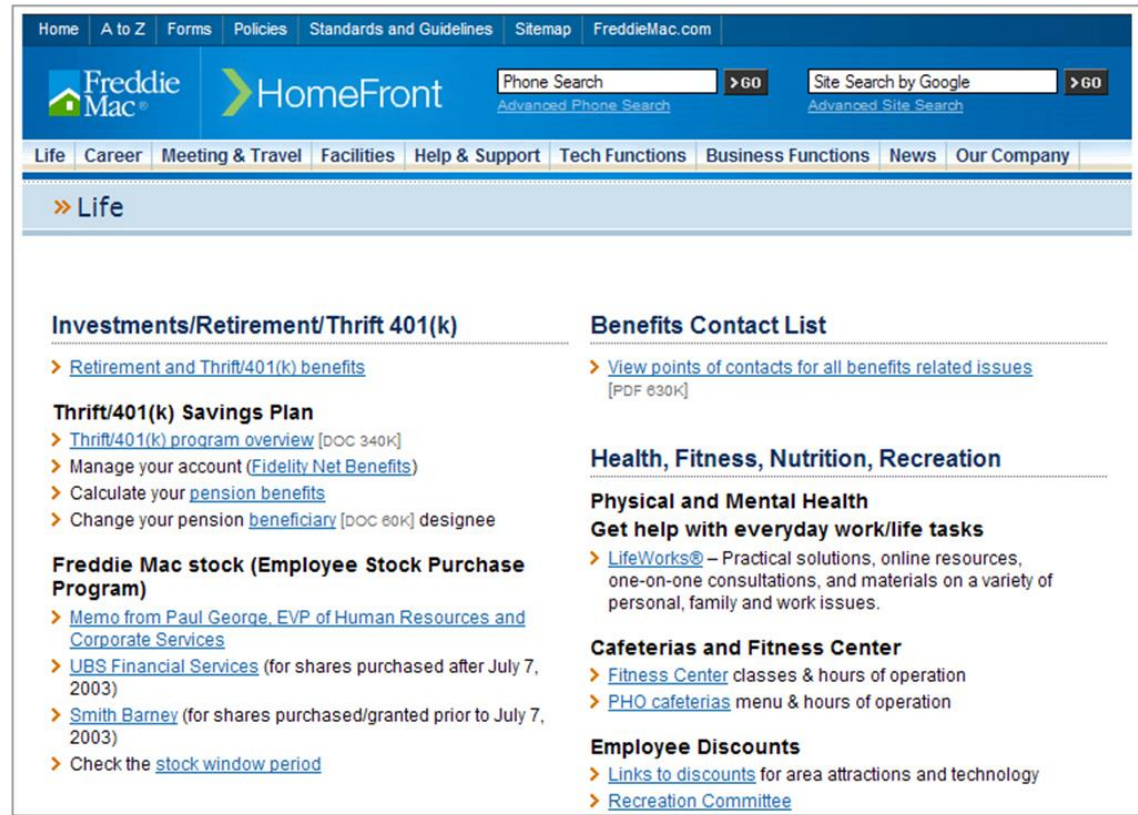
EPM Tool
EPM Tool is open & available throughout the year.
[EPM Tool Login](#)

- [EPM Tool Quick Reference Guide \[PDF 51K\]](#)
- [EPM FAQs \[DOC 1.5M\]](#)

Graphical Navigation/Page Title

The current position of the graphic/navigational element uses the site's most valuable and prominent real estate. However, it provides very little information and actionable content that would help users complete an EPM task. Users were not always clear which page they were on.

Nearly all users tested toggled between using the standard left navigation and the graphical navigation in the same session. This is a unique experience on HomeFront and has the potential for creating an unnecessary cognitive load.



HUMAN RESOURCES

WHAT WAS DONE

- To improve findability and search results, moved site location, created new URL, elevated content based on function not corporate location, cleaned up site content and navigation.
- Emphasized key content, important action dates and expected behaviors upfront, moved information to sub-pages.
- Removed internal terminology and emphasized user expectations.



LMS ANALYSIS

A PROPOSAL FOR WORK TO IDENTIFY AREAS OF OPPORTUNITY FOR VALUE-ADD, IMPROVEMENTS, OR INCREASED CUSTOMER SATISFACTION.



Call-to-action. It is not intuitively understood how and where customers should engage with the courses and system.



Time Investment. There needs to be a clear indication of what is involved to complete a course.



Consistency. The interface is not consistent between the various screens and course offerings.

IDENTIFIED
AREAS OF
OPPORTUNITY

I. CALL-TO-ACTION

Upon opening a course, it is not immediately clear where customers are required to act. They need to have a clear sense of where to go and what to do to get started with their learning experience. The space available on screen must be focused on these immediate tasks, provide clear instructions and all supporting materials needs to feel securely within reach.

David

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AMBULATORY CARE PHARMACY SPECIALTY REVIEW COURSE (NO RECERT CREDIT (CERT # L199263)) Change View Exit

(INCOMPLETE)

Attestation

YOU MUST COMPLETE THIS ATTESTATION before beginning the review course.

Activities

✓ [Read first](#) 🔗
Click on this link to indicate your understanding of the purpose of these materials.

Practices and Processes of Care

Resources

🔗 [Handout](#)

🔗 [Slides](#)
1 slide per page

6 slides per page

Activities

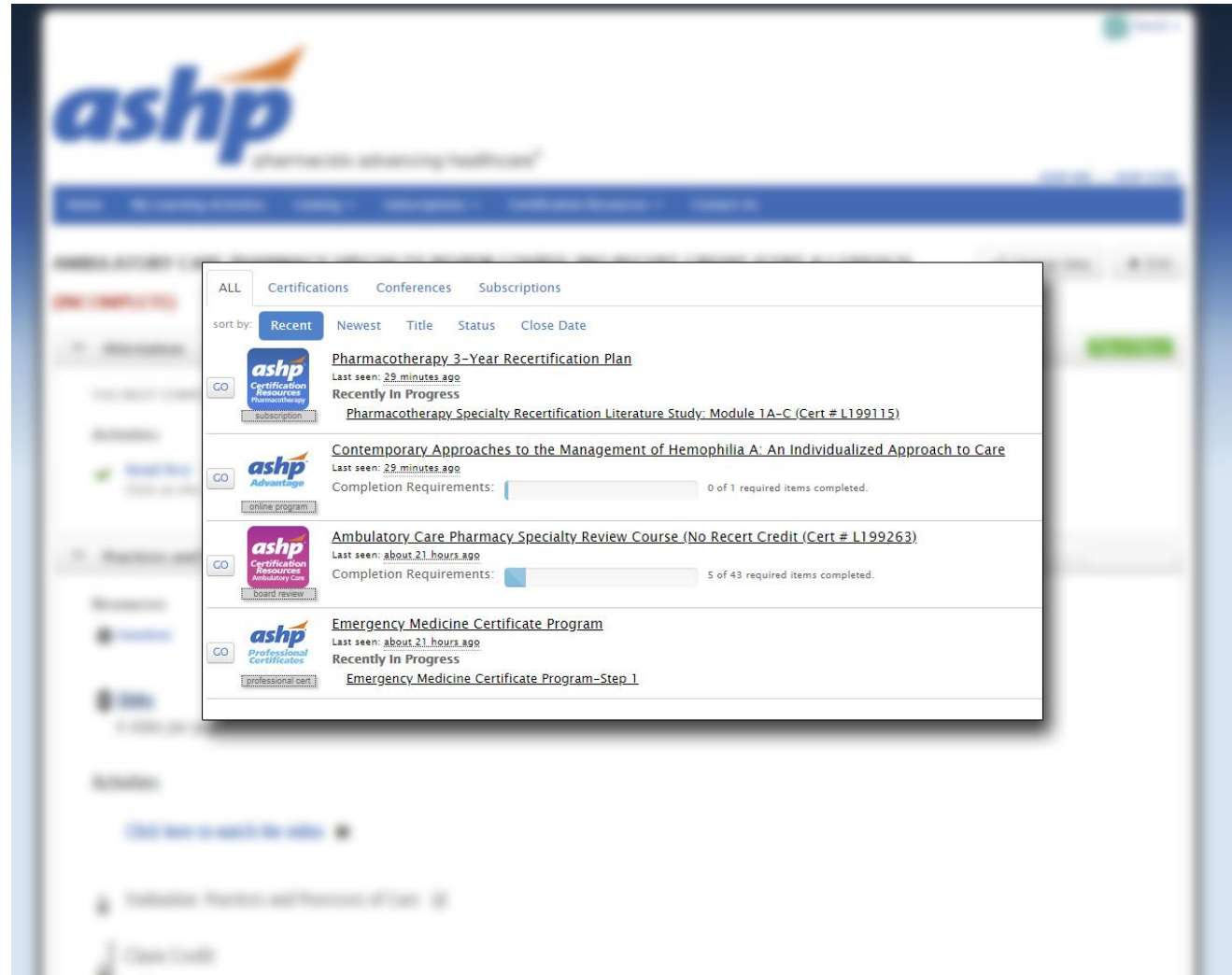
[Click here to watch the video](#) 🎥

🔒 Evaluation: Practices and Processes of Care 📄

🔒 Claim Credit

2. TIME INVESTMENT

If you are competing for customer's time, then they need to be aware of their potential investment. Having a strong sense of the scope of a course before they start and as they progress, will be important to their ongoing satisfaction. Anything in their way or if anything is missing, will only add to a feeling of being overwhelmed, even if the content is nicely chunked.

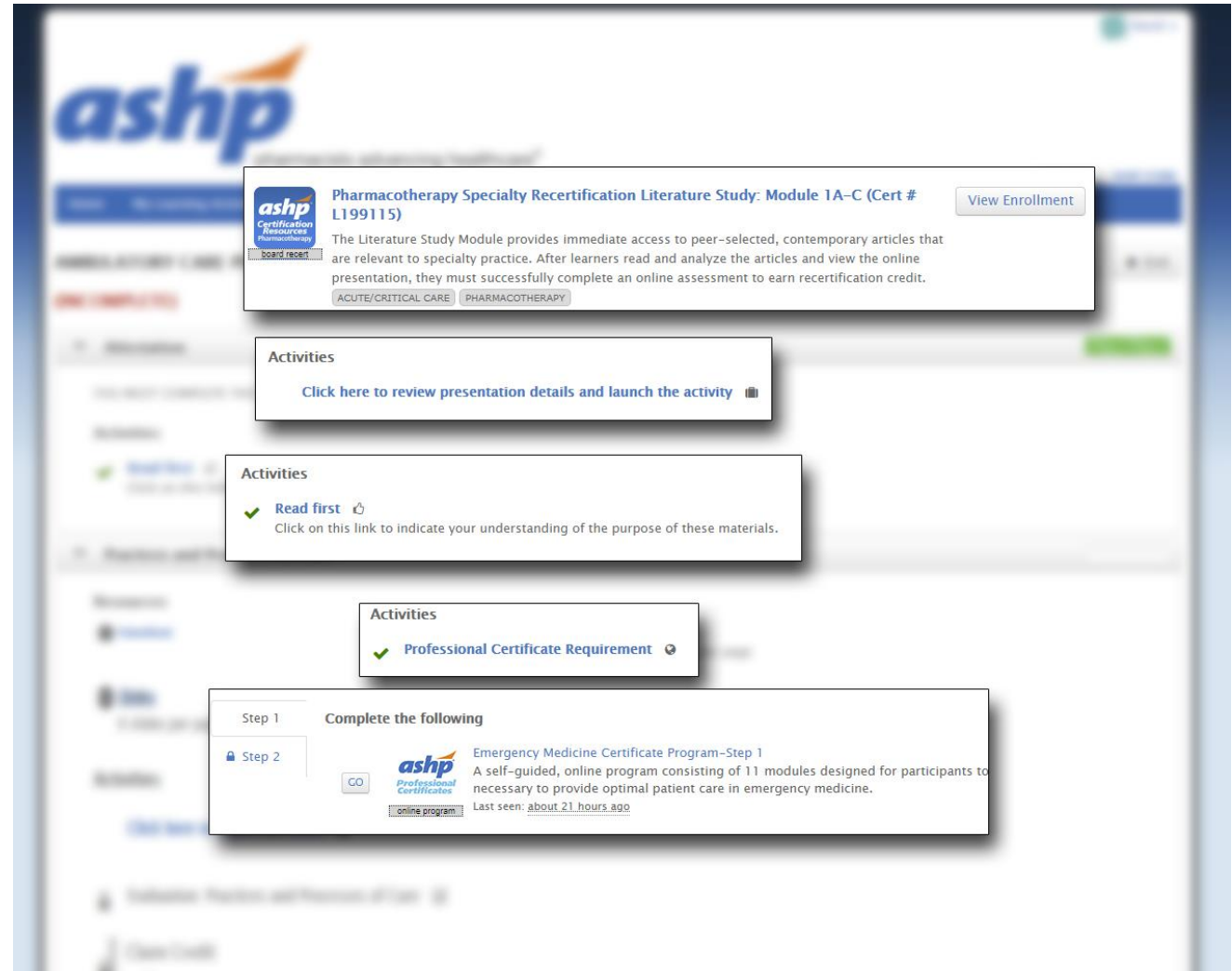


The screenshot displays the ASHP (American Society of Health-System Pharmacists) website interface. The main header features the ASHP logo and navigation tabs for 'ALL', 'Certifications', 'Conferences', and 'Subscriptions'. Below the header, there is a 'sort by:' dropdown menu with options: 'Recent', 'Newest', 'Title', 'Status', and 'Close Date'. The 'Recent' option is selected. The main content area lists several certification programs, each with a small ASHP logo icon, a 'GO' button, and a progress indicator.

Program Name	Status	Completion Requirements
Pharmacotherapy 3-Year Recertification Plan	Recently In Progress	0 of 1 required items completed.
Contemporary Approaches to the Management of Hemophilia A: An Individualized Approach to Care	Recently In Progress	0 of 1 required items completed.
Ambulatory Care Pharmacy Specialty Review Course (No Recert Credit) (Cert # L199263)	Recently In Progress	5 of 43 required items completed.
Emergency Medicine Certificate Program	Recently In Progress	0 of 1 required items completed.

3. CONSISTENCY

If a Learning Management System is not consistent, customers will likely feel disrupted during their learning experience. They cannot spend valuable time relearning interactions each time they open a course. A strong sense of their progress, having predictable interactions and persistent feedback will be key to a positive LMS experience.



RECOMMENDATIONS

This proposed layout addresses the **Call-to-Action** by keeping customers focused on the tasks they need to complete and how to complete them. Presenting the content cleanly and unhidden – with a crisp idea of how to engage, will direct their attention to action and reassure them that they are not missing anything.

Time Investment is addressed by clearly indicating their progress in the module and the entire course. This helps them feel less overwhelmed and more rewarded for their efforts. Course descriptions put customers in control to find the content they need, and time estimates let them know upfront what to expect.

Consistency is addressed by providing a template that is scalable and can be applied evenly to all course offerings. This layout with brief descriptions of the course and individual modules, “Start” buttons, and supplementary content, are predictable and reassuring to customers. This allows them to focus on completing their learning and nothing else.

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David

Ambulatory Care Pharmacy Specialty Review Course

(NO RECERT CREDIT (CERT # L199263))

80%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean condimentum, metus a egestas ultrices, nibh magna auctor dolor, a tempus tellus mauris vel dui. Curabitur volutpat lectus vel mauris venenatis, eget laoreet nisl hendrerit.

Estimated Time: 450 Minutes
Available Through: 9/30/2019

Modules

Attestation

You must complete this attestation before beginning the review course.

Estimated Time: 1 Minute

Start

Practices and Processes of Care

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean condimentum, metus a egestas ultrices, nibh magna auctor dolor, a tempus tellus mauris vel dui. Curabitur volutpat lectus vel mauris venenatis, eget laoreet nisl hendrerit.

Start

[Claim Certificate](#)

Supplemental Resources

- [Presentation Slides](#)
- [Additional Handouts](#)

Estimated Time: 60 Minutes

Communication Strategies in Pharmacy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean condimentum, metus a egestas ultrices, nibh magna auctor dolor, a tempus tellus mauris vel dui. Curabitur volutpat lectus vel mauris venenatis, eget laoreet nisl hendrerit.

Start

[Claim Certificate](#)

Supplemental Resources

- [Presentation Slides](#)
- [Additional Handouts](#)

HELP



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[HTTP://DAVIDMBLAIR.COM/GALLERY.HTML](http://DAVIDMBLAIR.COM/GALLERY.HTML)