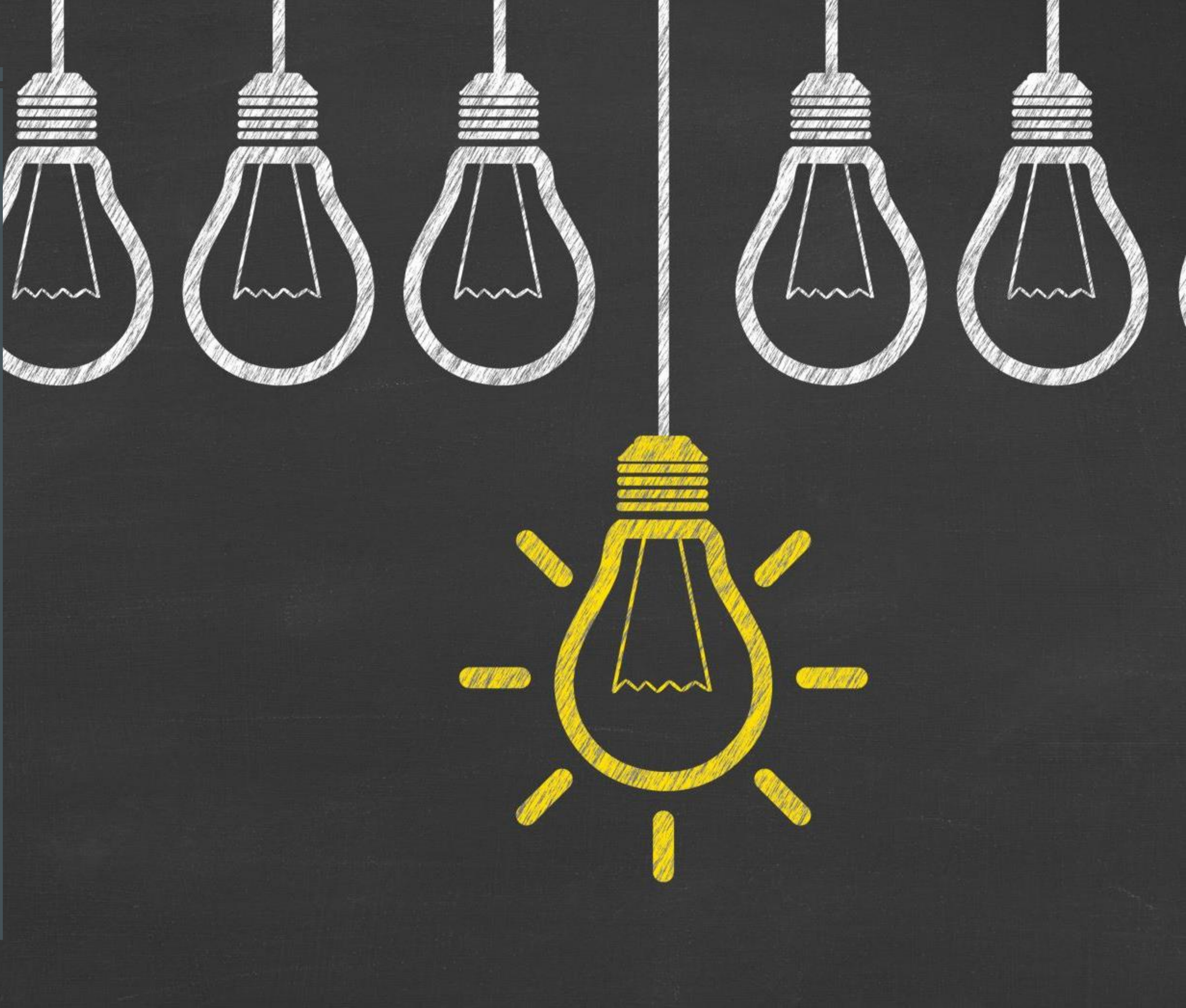
DAVID BLAIR

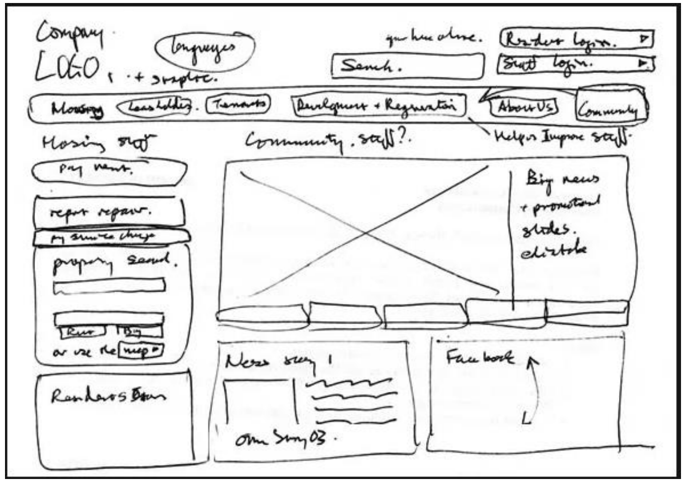
UX DESIGN SAMPLES



CORPORATE INTRANET

PROJECT SCOPE

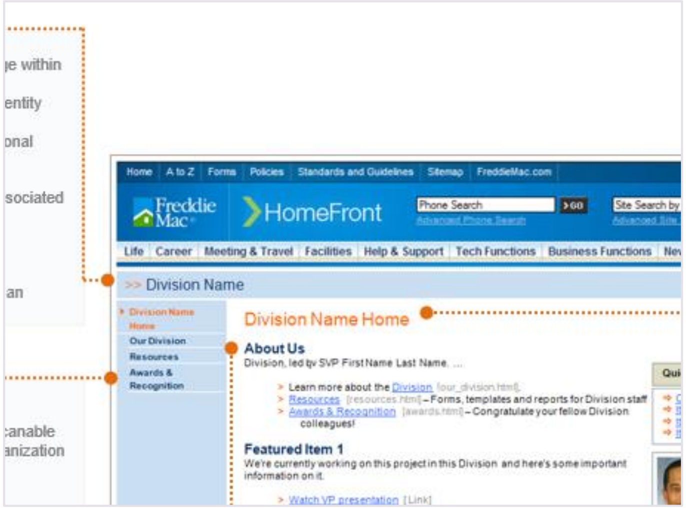
Since the intranet was first launched at Freddie Mac in the late 90s, it had grown exponentially to roughly 20,000 pages with over 200 sites – many of which had been rendered obsolete. These pages had effectively cluttered search results with redundant and poorly written content, overlapping processes, 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.

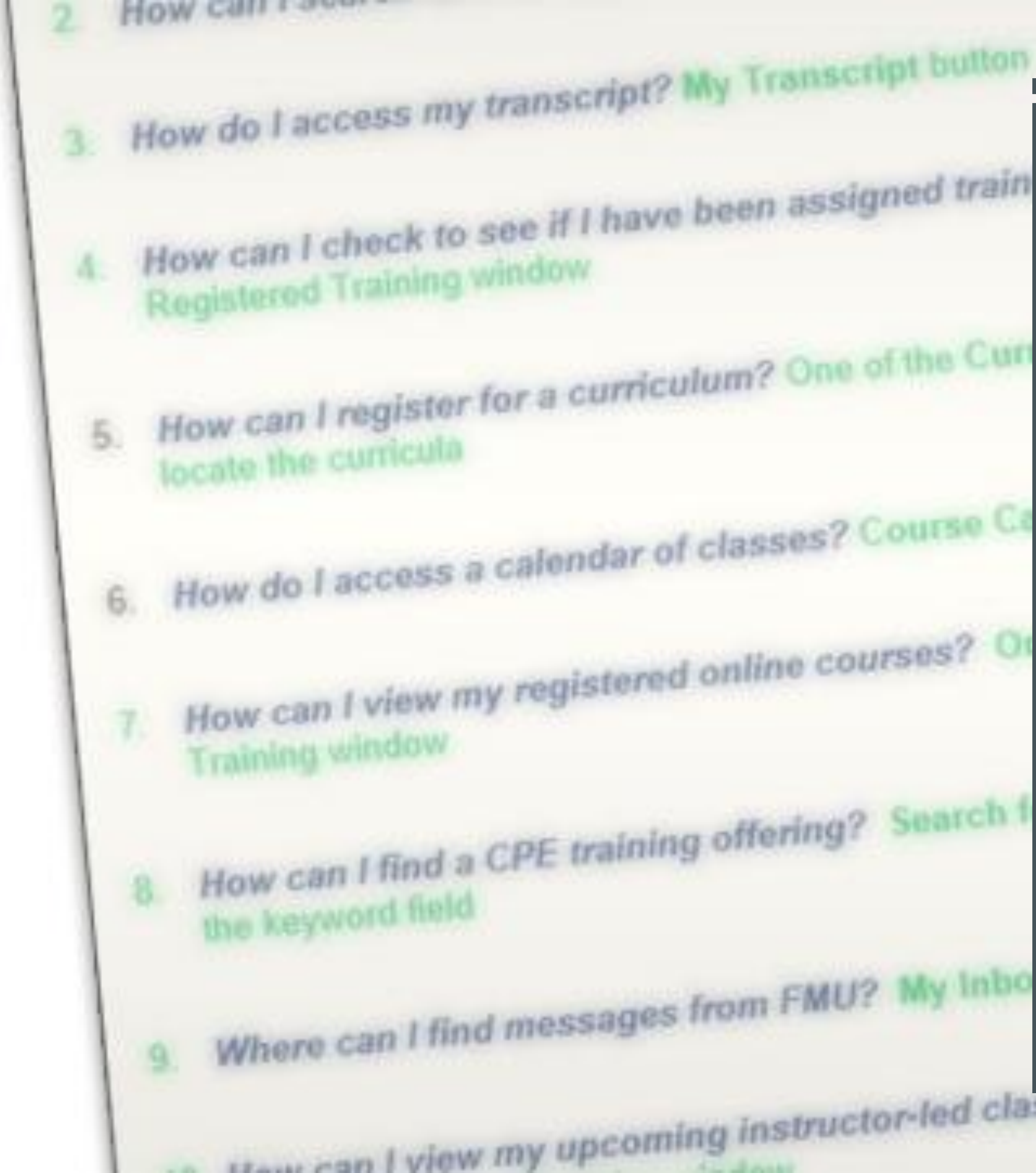
CORPORATE INTRANET
WHAT WAS DONE

- 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.

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.



HUMAN RESOURCES

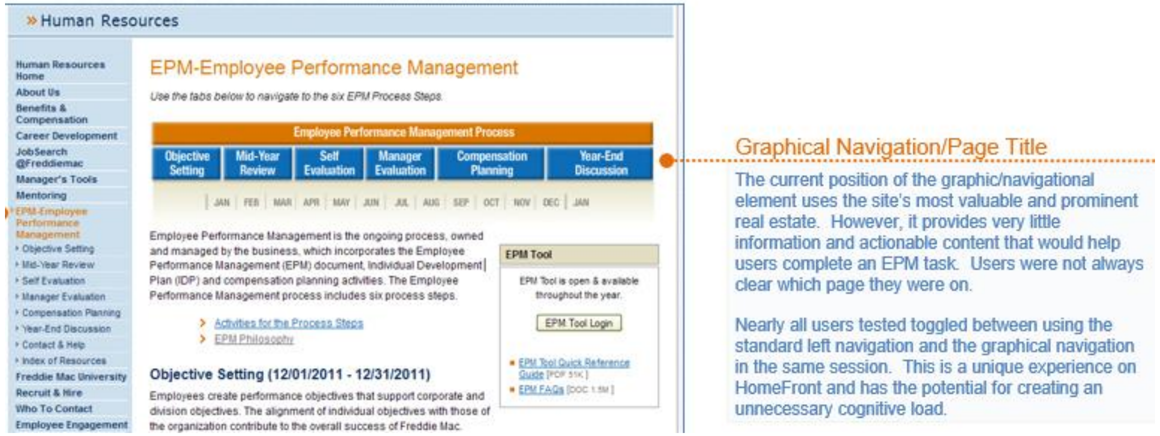
WHAT WAS DONE

- 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.

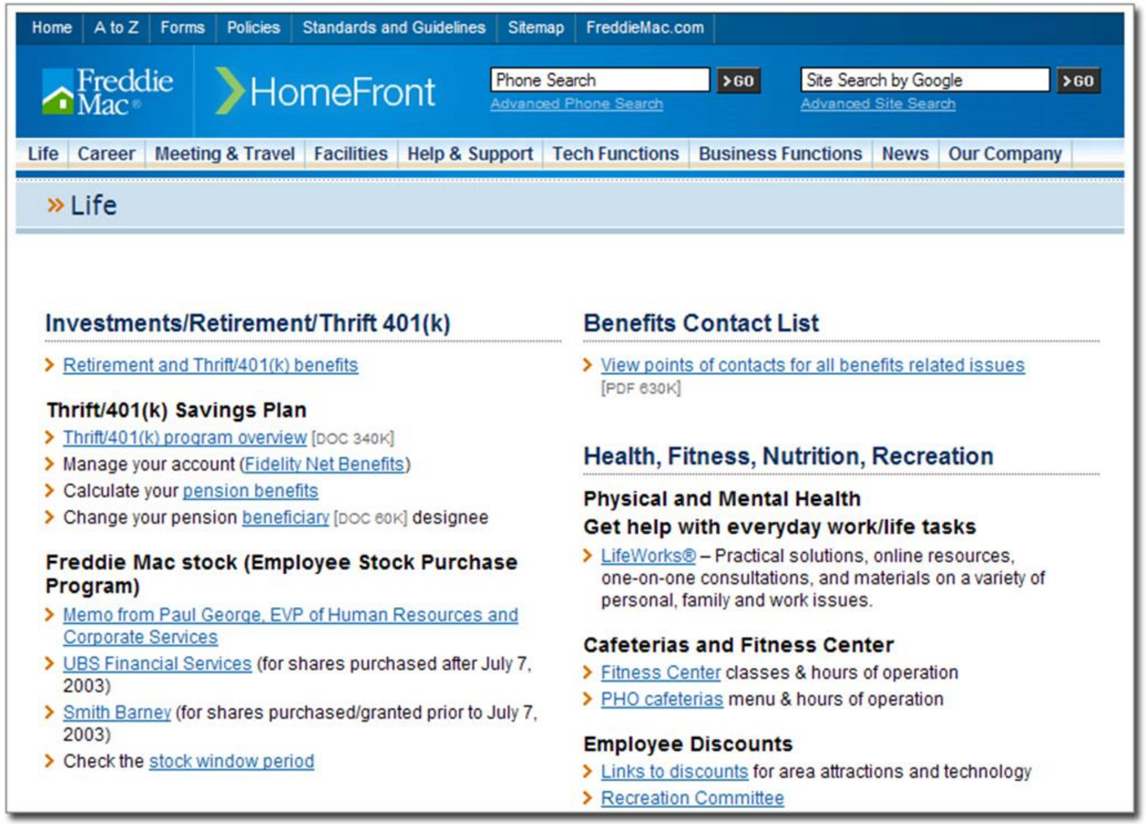
Nearly all users experienced difficulty locating a result that they felt satisfied what they were being asked to find. They expressed uncertainty around the terms/concept of "Individual Contributor."



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

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.

IDENTIFIED AREAS OF OPPORTUNITY

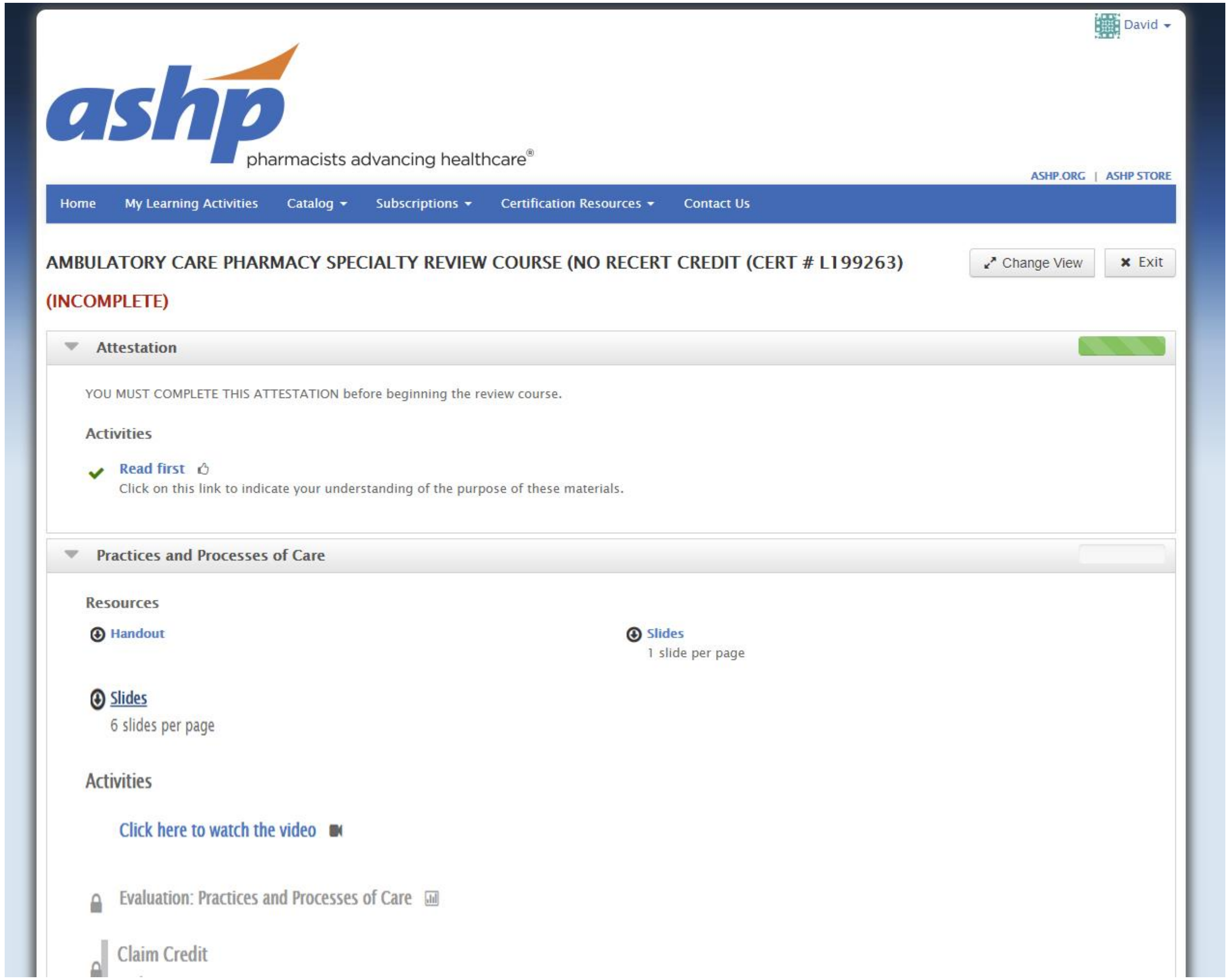
Call-to-action. It is not intuitively understood how and where customers should engage with the courses and system.

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.

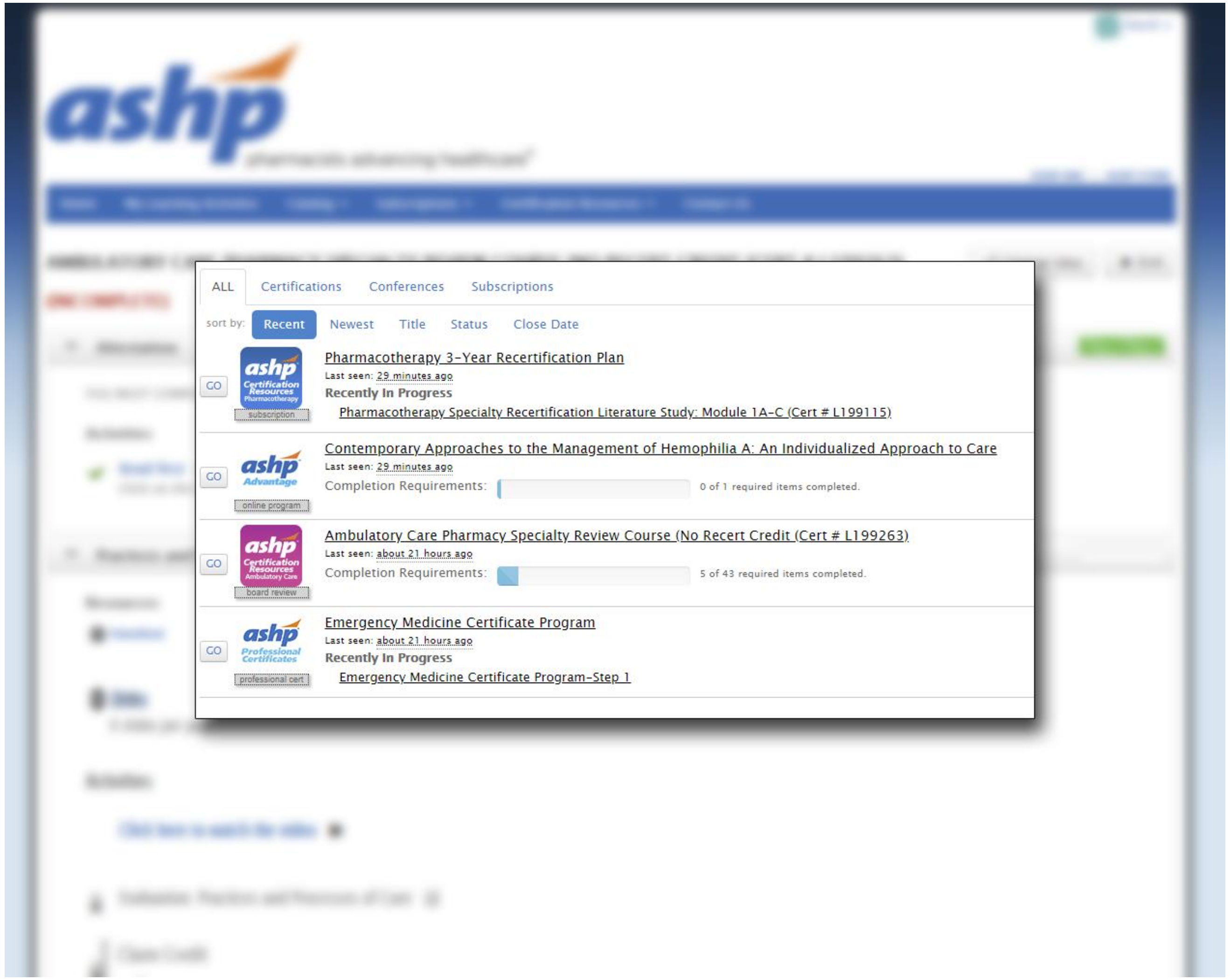
1. CALL-TO-ACTION

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.



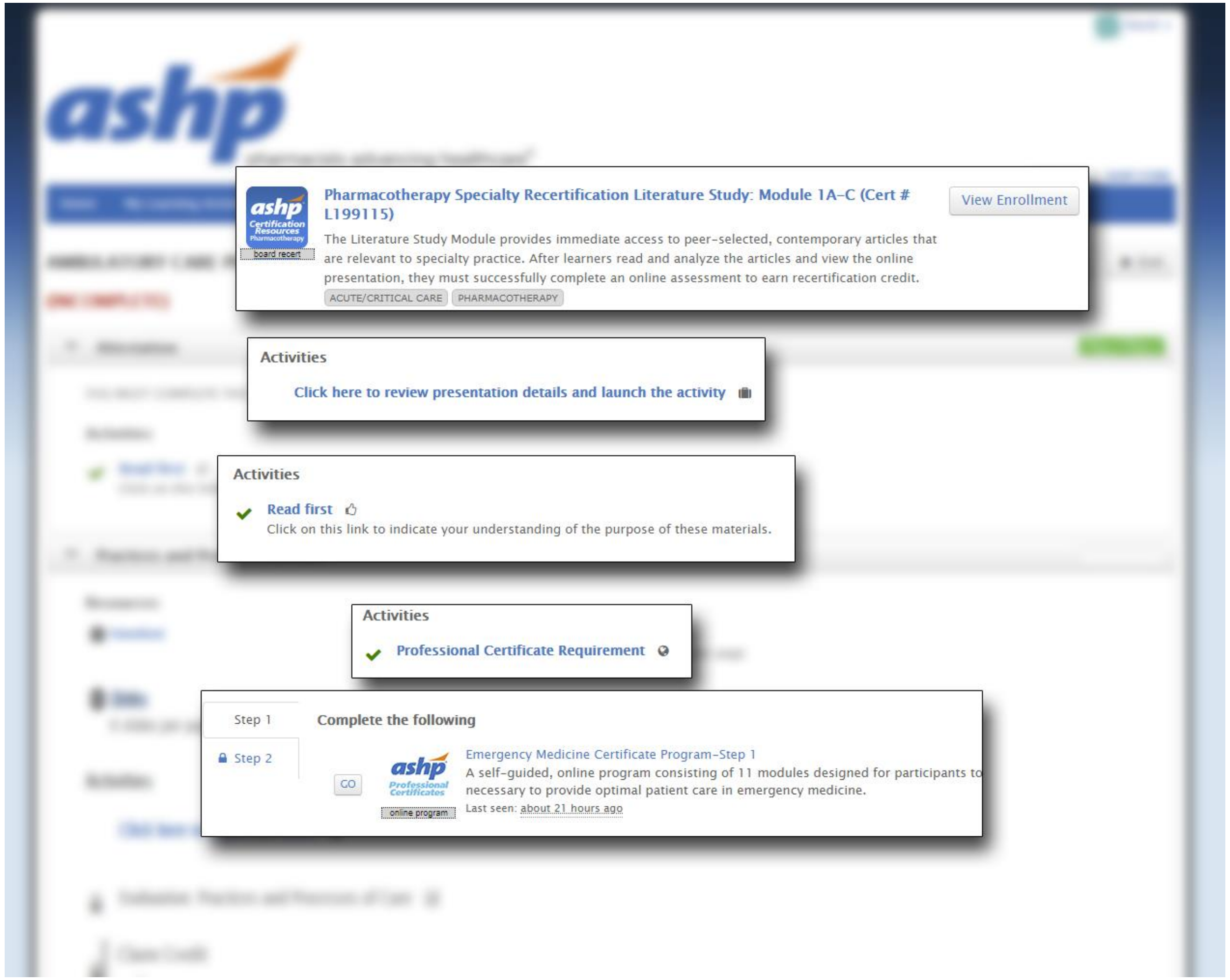
2. TIME INVESTMENT

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.



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.

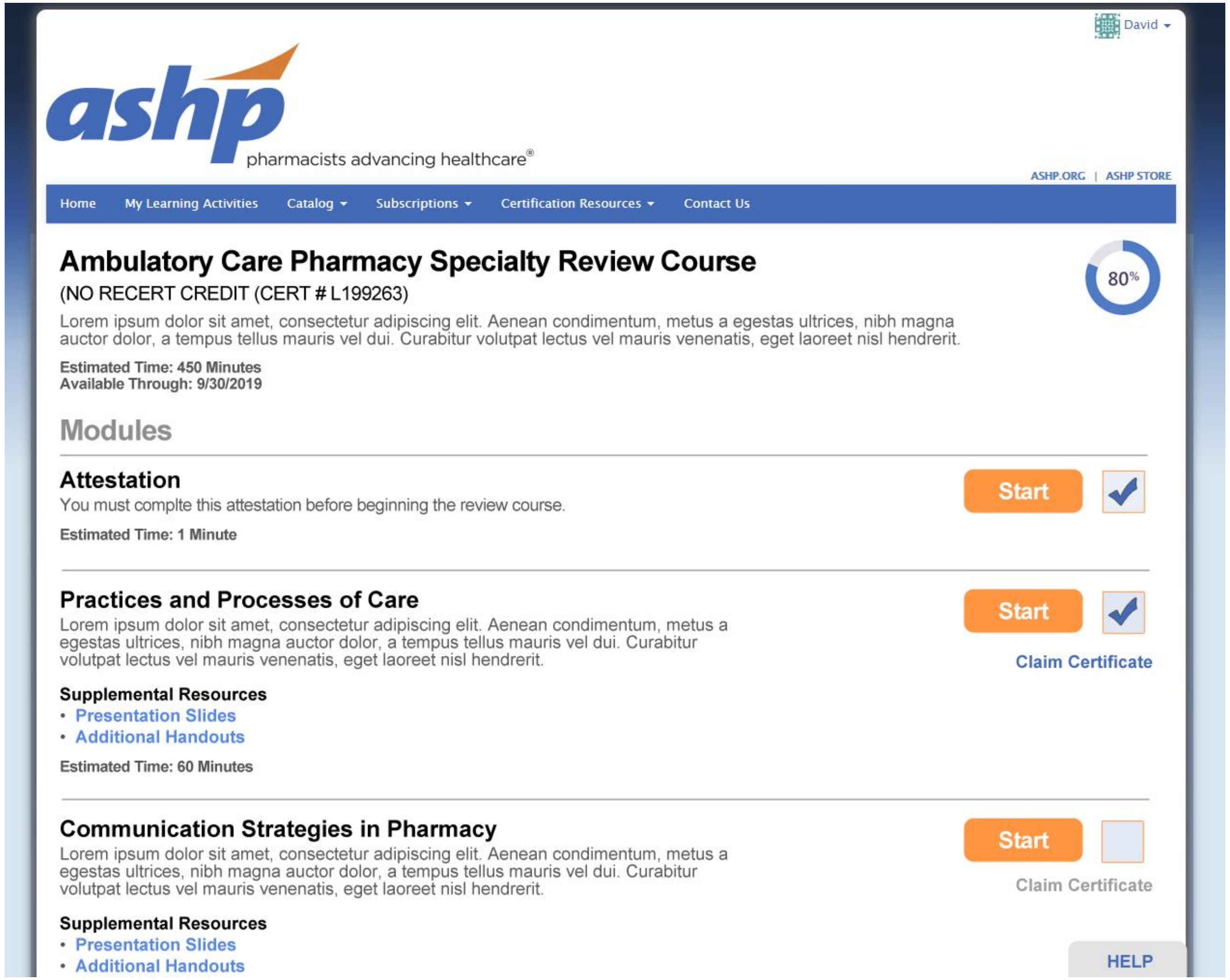


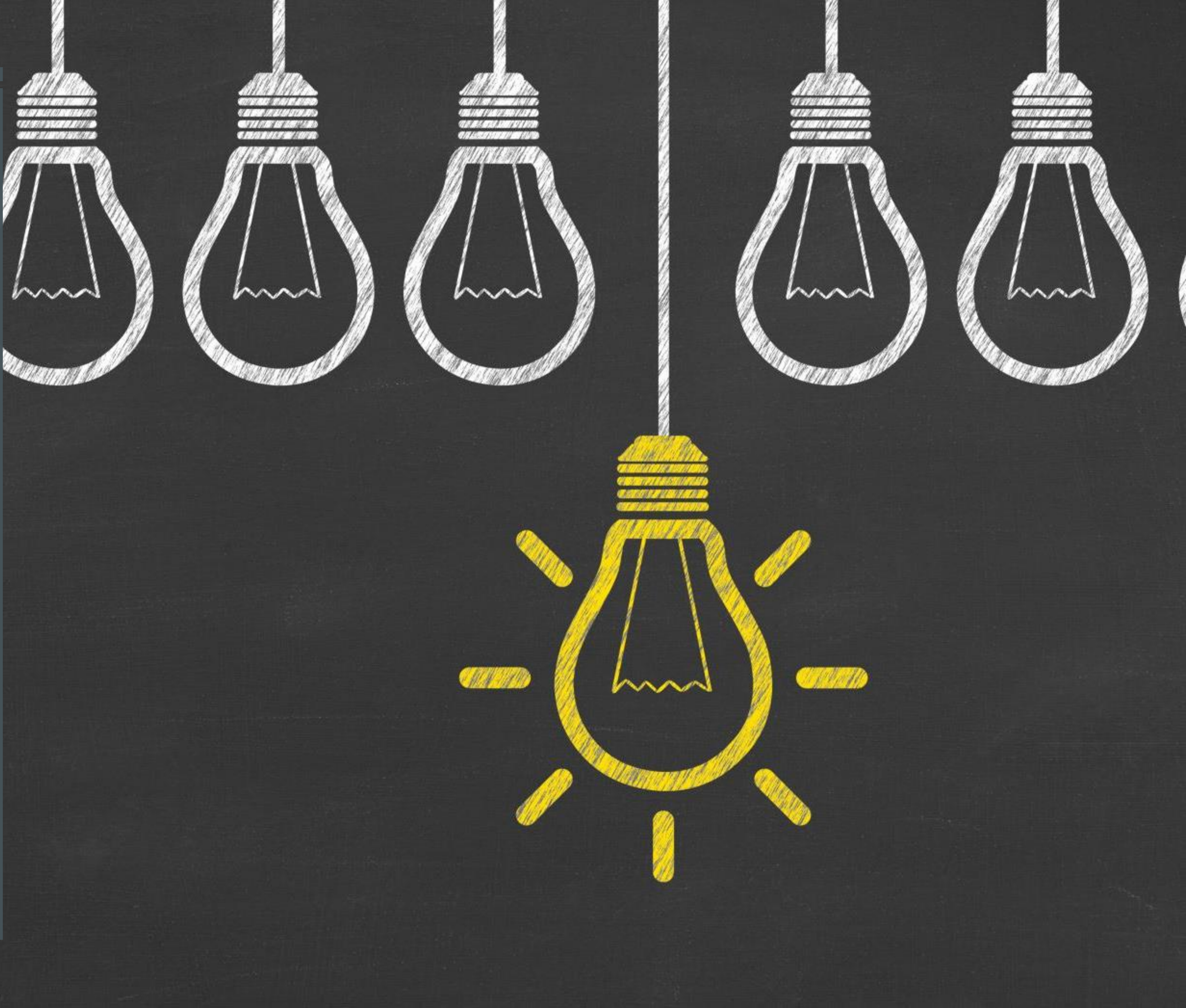
RECOMMENDATIONS

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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HTTP://DAVIDMBLAIR.COM/GALLERY.HTML