

SAMPLE PORTFOLIO user experience

This portfolio incorporates selected samples of my work using a variety of research and design methodologies for:

- : Cummins, Inc.
- : Domino's Pizza
- : TracFone Wireless
- : Citizen's Bank
- : Sunglass Retailer*
- : New York-based Grocery Chain*

CUMMINS: CUSTOMER SERVICE SYSTEM (2015 – 2017)

Client

Cummins, Inc.

Industry

Diesel engine, filtration, and power generation product design, manufacturing, and distribution

DESIGN CHALLENGE

Bring together 5+ independent applications into a seamless, end-to-end engine service experience.

User Groups

Dealers and Distributors Worldwide – Service Writers, Service Technicians, Warranty Administrators, and management personnel

Deliverables

- : U.S., China, and Columbia contextual inquiry – results report and recommendations
- : Domestic 3x3 iterative design and usability testing – multiple paper prototype options, test plan and artifacts, findings and recommendations report
- : Remote international usability testing – test plan and artifacts, findings and recommendations report
- : Single Axure wireframe set depicting the recommended workflow and user interface

Timeline

- : *Contextual Inquiry* – 3 months
- : *3x3 Iterative Design and Usability Testing* – 2 months
- : *Detail Design (Customer intake and service event)* – 9 months including launch
- : *Detail Design (Warranty claims)* – 10 months
- : *Usability Testing and Refinements (Warranty claims)* – 3 weeks

While performing contextual inquiry on one of Cummins' diagnostic applications (INSITE), it became obvious that Cummins had a serious usability issue with its customer service products. All applications and online resources were running as separate products instead of as a single system. This forced users to enter an incredible amount of the same information repeatedly during a single service job. With this report and other customer feedback, management secured funding for an end-to-end service and warranty claims system in 2015.

Engaging a user-centered approach to the design, my team and I, first performed contextual inquiry in the U.S., China, and Columbia at 12 dealer and distributor locations. After analysis, we then engaged internal stakeholders to work with us in concept workshops and created multiple approaches to the design solution. I developed paper prototypes of the three strongest and most unique concepts and we facilitated 3x3 iterative design and usability testing in multiple U.S. cities. We then refined the concepts into a single design wireframe set using Axure.

While working through detail design with the independent internal teams that managed the existing applications, we also performed remote international and in-person U.S. usability tests to ensure that the system met end-user and business needs. I created paper and interactive prototypes using Axure for these activities and managed the overall wireframe set for development. I was contracted again to assist the front-end developers in a transitioning Agile environment.

The initial release, which included service intake, diagnostics, and repair, launched to 200 Cummins distributors in 2016 with plans to release to the remaining 400 distributors and over 6,700 dealers in 2017. In early 2016, I was again contracted to design the remainder of the system, which included the warranty claims process. This required consolidating two separate applications into one process flow. I worked independently with representatives from both applications for approximately 10 months. Before development was scheduled to begin, I convinced management to allow me to perform final usability testing at four U.S. dealer locations to ensure there were no show-stopping usability issues. The workflow and concept was on track and it allowed our team to make additional refinements based on end-user feedback.

A walk-through of the system is available on YouTube at: www.youtube.com/watch?v=yap7c3jUoLw&t=14s

The following pages represent a sample of the overall Customer Service System reports and wireframe set.

Additional projects for Cummins included:

- : **Power Generation Dealer Portal** (2015) – created usability strategy for improving the Siebel 'out-of-the-box' design for Cummins Power Systems dealers integrating UX best practices and user feedback. Facilitated two usability tests, three conference room pilot sessions with customers, and provided multiple recommendation reports.
- : **INSITE Contextual Inquiry** (2014) – facilitated contextual inquiry at ten U.S. locations to improve the usability of the service diagnostic application.
- : **User Experience at Cummins** (2014) – added further methodology content and refined the overall design of the existing user experience team capabilities presentation.
- : **Global Warranty Systems** (2014) – refined the existing user experience strategy that was put in place by a development-focused team to incorporate more early-on, direct end-user feedback.

Samples from Contextual Inquiry Reports

Cummins INSITE Diagnostic Application

Issues and Recommendations Summary

Issue Number	Description	Severity Rating	Issue Category	Recommendation
1	INSITE is Not Fully Functional. It appears that all links to procedures are broken. This causes user to search the internet.	FAILURE		<ul style="list-style-type: none"> Take support Trust/Phony
				<ul style="list-style-type: none"> Provide user with supporting content in QSQL Redesign INSITE to pull the QSQL procedure content from the header on demand with specific QSQL Insert photos or diagrams of primary components referenced in trouble tree content

Integration Issues: Application Overload

Application Overload Changes with Location and Roles

Create Mechanisms to Monitor / Log Data

Cummins Service System

The Artifacts of a Job Grow As It Evolves

Making Sense of the Data

The Artifacts of a Job Grows As It Evolves

Different users need access to the same information along the job flow.

3x3 Iterative Design and Usability Test Report

Concept One

Separates 'site' from 'application'

Role-based job 'steps'

Flexible "wizard" navigation (i.e., 'guided')

Connection status

Left hand Job Story content 'grows' as job progresses

Main work area

Concept One: Service Writer's View

Task 1: Intake an existing customer's complaint.

Concept One: Technician's View

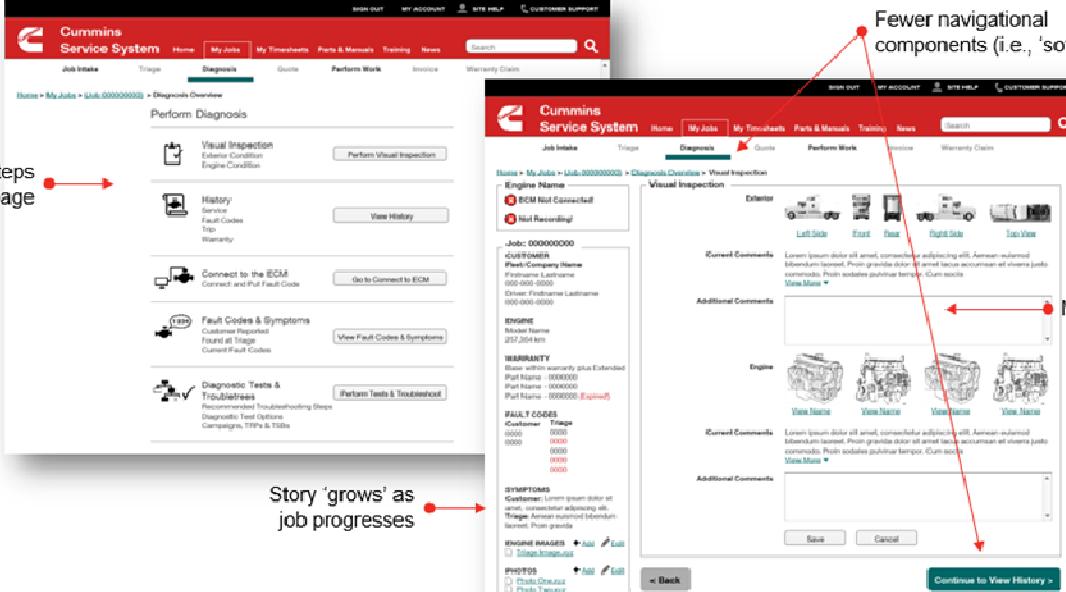
Task 1: Understand / duplicate the customer's complaint.

Concept One: Warranty Admin's View

Task 1: Generate a new claim.

3x3 Iterative Design and Usability Test Report

Concept Two



Process steps overview page

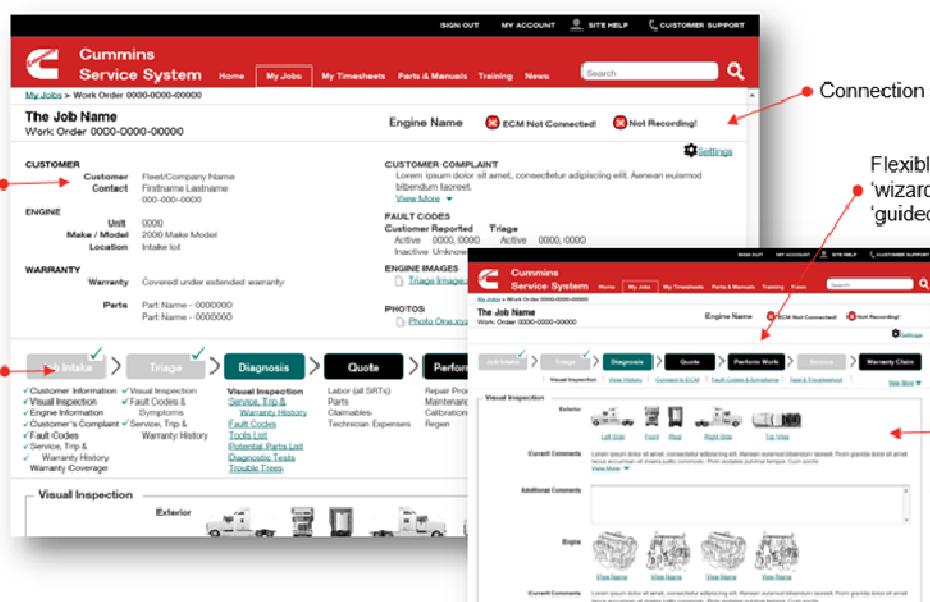
Fewer navigational components (i.e., 'soft guided')

Main work area

Story 'grows' as job progresses

This screenshot shows the Cummins Service System interface for Concept Two. The top navigation bar includes 'SIGN OUT', 'MY ACCOUNT', 'SITE HELP', and 'CUSTOMER SUPPORT'. Below the navigation is a 'Job Details' section with tabs for 'Triage', 'Diagnosis', 'Quote', 'Perform Work', and 'Invoice'. A 'Warranty Claim' button is also present. The main content area is titled 'Perform Diagnose' and contains several sections: 'Visual Inspection' (with 'External Condition' and 'Engine Condition' sub-sections), 'History' (with 'Service', 'Fault Codes', 'Parts', and 'Warranty' sub-sections), 'Connect to the ECU' (with 'Connect and Put Fault Code' button), 'Fault Codes & Symptoms' (with 'Fault Codes Reported' and 'View Fault Codes & Symptoms' button), and 'Diagnostic Tests & Troubleshooting' (with 'Recommended Troubleshooting Steps' and 'Perform Tests & Troubleshoot' button). A sidebar on the right shows 'Current Comments' and 'Additional Comments' sections. A red arrow points from the text 'Fewer navigational components (i.e., "soft guided")' to the top navigation bar. Another red arrow points from the text 'Main work area' to the 'Perform Diagnose' section. A red arrow points from the text 'Story "grows" as job progresses' to the 'Diagnostic Tests & Troubleshooting' section.

Concept Three



Collapsible Job Story content 'grows' as job progresses

Collapsible role-based job 'steps'

Connection status

Flexible role-based 'wizard' navigation (i.e., 'guided')

Main work area

This screenshot shows the Cummins Service System interface for Concept Three. The top navigation bar is identical to Concept Two. The main content area is titled 'The Job Name' and shows 'Work Order 0000-0000-00000'. It includes sections for 'CUSTOMER' (Customer Contact, Fleet/Company Name, FinalName, Lastname, 000-000-0000), 'ENGINE' (Unit 0000, 2000 Make Model, Intake lot), and 'WARRANTY' (Warranty, Covered under extended warranty, Parts, Part Name - 00000000, Part Name - 00000000). A 'PHOTOS' section shows 'Photo One.vca'. A 'SETTINGS' button is also present. A red arrow points from the text 'Connection status' to the 'ECM Not Connected' and 'Not Recording!' status indicators. Another red arrow points from the text 'Flexible role-based "wizard" navigation (i.e., "guided")' to the navigation steps at the top. A red arrow points from the text 'Main work area' to the 'Visual Inspection' section. A red arrow points from the text 'Collapsible Job Story content "grows" as job progresses' to the 'Customer Information' and 'Visual Inspection' sections. A red arrow points from the text 'Collapsible role-based job "steps"' to the navigation steps.

Final Wireframe for Responsive Design

A walk-through of the system is available on YouTube at: www.youtube.com/watch?v=yap7c3jUoLw&t=14s

Role-based Home Pages

The wireframe illustrates four distinct role-based home pages, each with a header, sidebar, and main content area.

Service Writer: This page displays a list of Service Jobs. It includes a table with columns for Job ID, Customer, Job Type, Status, and Details. A "Create a New Job" button is located at the top right of the table. Below the table, there is a "Training" section with a "Watch for the CSE Training Program" message and a "See What's Coming in the Next Release" link.

Technician: This page displays a list of Richard Techorotti's Assigned Jobs. It includes a table with columns for Job ID, Customer, Status, and Details. A "View All Jobs" link is located at the top right of the table. Below the table, there is a "Training" section with a "Watch for the CSE Training Program" message and a "See What's Coming in the Next Release" link.

Warranty Admin: This page displays a list of Service Jobs in Progress. It includes a table with columns for Job ID, Customer, Status, and Details. A "View All Jobs" link is located at the top right of the table. Below the table, there is a "Product Registration" section with "Register a Product" and "Check Product Registration Status" buttons, and an "Extended Warranty" section with "Buy Extended Warranty" and "Check Purchase Status" buttons. A "Training" section is also present.

Training: This page displays a "Training" section with a "Watch for the CSE Training Program" message and a "See What's Coming in the Next Release" link. It also includes a "Service System" header with links for Home, Service Jobs, My Home, Product Registration, Extended Warranty, Reports, and Help.

Warranty Admin

CUMMINS: CUSTOMER SERVICE SYSTEM (2015 - 2017)

Customer Intake – Side-by-side Responsive Solution

[SIGN OUT](#) [CUSTOMER SUPPORT](#)

Service System

Home [Service Jobs](#)

Search Names or CSS Job Numbers [SEARCH](#)

[Intake](#) [Triage & Diagnosis](#) [Job Plan](#) [Repair](#) [Warranty Claim](#) [Invoice](#)

[Customer](#) [Unit & Engine](#) [Customer's Complaint](#) [Visual Inspection](#) [View History](#) [Warranty](#) [Review Job](#) [Print](#) [Email](#)

Job Overview

Customer: Blaeker Street Logistics
CSS Job: 02665374-80
Shop's Work Order: 936563-03
ESN: 987654321

Last Saved: DD MMM YYYY 00:00:00

[View More](#)

View History

[Connected Diagnostic Alerts](#) ?
[Go to the Connected Solutions Service Event Dashboard](#) to see historical data and current engine status for this ESN.

Fault Codes (last 30 days) ▾	Last Occurrence	Count
0000 - Name of Fault Code	00:00:00	45
1111 - Name of Fault Code	00:00:00	2
3333 - Name of Fault Code	00:00:00	33
4444 - Name of Fault Code	00:00:00	12
5555 - Name of Fault Code	00:00:00	56
7777 - Name of Fault Code	00:00:00	4
2222 - Name of Fault Code	00:00:00	8
6666 - Name of Fault Code	00:00:00	7

Service History

Date	Customer	CSS Job	Shop's Work Order	Service Model Name	Work Summary	Fault Codes & Symptoms	Miles/Km/Hrs
03 APRIL 2015 - 00:00PM EST	AAA Construction and Hauling	00000-0000		ISF3.8 CM22	3 Repairs Made 1 Part Replaced	Symptoms: white smoke, 2nd symptom	84,230 miles
03 FEB 2015 - 00:00PM EST	AAA Construction and Hauling	00000-0000		ISF3.8 CM22	3 Repairs Made 2 Parts Replaced	Primary FCs: 0000, 1111, 2222, 3333	66,264 miles
03 JAN 2015 - 00:00PM EST	AAA Construction and Hauling	00000-0000		ISF3.8 CM22	3 Repairs Made 2 Parts Replaced 1 Part Replaced	Primary FCs: 0000, 1111, 2222, 3333 Symptoms: white smoke, 2nd symptom max 4 lines...	55,263 miles
03 FEB 2014 - 00:00PM EST	AAA Construction and Hauling	00000-0000		ISF3.8 CM22	2 Repairs Made 2 Parts Replaced	Primary FCs: 0000, 1111, 2222, 3333	49,000 miles
03 MAY 2013 - 00:00PM EST	AAA Construction and Hauling	00000-0000	00000-0000	ISF3.8 CM22	3 Repairs Made 2 Parts Replaced 1 Part Replaced	Primary FCs: 0000, 1111, 2222, 333	46,000 miles
03 JAN 2012 - 00:00PM EST	AAA Construction and Hauling	00000-0000		ISF3.8 CM22	2 Repairs Made 2 Parts Replaced	Primary FCs: 0000, 1111, 2222, 333	10,000 miles

[Customer's Complaint](#) [Review Job](#)

[Save](#) [Exit](#) [Job is Finished or Canceled - Save & Close](#)

[Service System](#) [Logout](#) [☰](#) [🔍](#)

[Intake](#) [Triage & Diagnosis](#) [Job Plan](#) [Repair](#) [Warranty Claim](#) [Invoice](#)

[Print](#) [Email](#)

Job Overview

Customer: Blaeker Street Logistics
CSS Job: 02665374-80
Shop's Work Order: 936563-03
ESN: 987654321

Last Saved: DD MMM YYYY 00:00:00

[View More](#)

View History

[Connected Diagnostic Alerts](#) ?
[Go to the Connected Solutions Service Event Dashboard](#) to see historical data and current engine status for this ESN.

Sort by: [Fault Codes \(last 30 days\)](#)

Fault Codes (last 30 days)	Last Occurrence	Count
0000 - Name of Fault Code	00:00:00	45
1111 - Name of Fault Code	00:00:00	2
3333 - Name of Fault Code	00:00:00	33
4444 - Name of Fault Code	00:00:00	12
5555 - Name of Fault Code	00:00:00	56
7777 - Name of Fault Code	00:00:00	4
2222 - Name of Fault Code	00:00:00	8
6666 - Name of Fault Code	00:00:00	7

CONTROLS

Date	DD MMM YYYY 00:00:00
Customer	AAA Construction and Hauling
CSS Job	02665374-8000
Shop's Work Order	00000-0000
Service Model Name	ISF3.8 CM22
Work Summary	3 Repairs Made 1 Part Replaced
Fault Codes & Symptoms	Symptoms: white smoke, 2nd symptom
Miles/Km/Hrs	84,230 miles

[Customer's Complaint](#) [Review Job](#)

[Save](#) [Exit](#)

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PRINT POLICY
HOME & CONTACT

CUMMINS: CUSTOMER SERVICE SYSTEM (2015 - 2017)

Diagnosis & Repair – Side-by-side Responsive Solution

CUMMINS: CUSTOMER SERVICE SYSTEM (2015 - 2017)

Warranty Claim Creation

The screenshots illustrate the Cummins Service System interface, specifically the Job Overview, Warranty Coverage, and Parts & Other Claimables sections.

Job Overview: This section displays basic customer and job details. It includes a 'Service Provider / Assigned To' section with a 'Claim Number' (123456789) and a 'Check Parts, Components or Failure Coverage' button. A 'Service Provider / Assigned To' section also shows the location as 12345 - CUMMING ATLANTIC, LLC-CHARLOTTE.

Warranty Coverage: This section provides coverage details. It shows 'Failure Point' (03 APR 2017), 'Check Parts, Components or Failure Coverage' (disabled), and 'Warranty Details'. It includes a note about PDSU (Power Distribution System Unit) failure and a 'Check Parts, Components or Failure Coverage' button. It also lists 'Remaining Days' (30 months or 00,000 Miles or 0,000 Hours) and 'Remaining Miles' (30 months or 00,000 Miles or 0,000 Hours).

Parts & Other Claimables: This section lists parts and components with their failure reasons, requested and approved quantities, and unit prices. It includes a 'Helpful Resources' section with links to various manuals and a 'DISTRIBUTOR VIEW ONLY' section. A red box highlights the 'Don't Have Warranty Coverage' status for certain parts.

DOMINO'S PIZZA: DOMINOS.COM PIZZA PROFILE and EASY ORDER (2013)

Client

Domino's Pizza

Domino's had added functionality to their consumer site that saved the last five online orders placed by customers with an account profile. This functionality enabled users to designate one order as an "Easy Order" allowing them to reorder a saved order as-is, or use it as the starting point for a new order.

Industry

Franchised pizza restaurant chain

Domino's wanted to understand how the new functionality affected current online customers including:

- : Which elements help or hinder placing an order
- : Which elements of the new functionality are the most appealing and therefore should be promoted to consumers
- : Opportunities for improving the user's online ordering experience which can ultimately lead to more orders and additional revenue

DESIGN CHALLENGE

Improve the overall user experience of Dominos.com Easy Order.

User Groups

Domino's three key U.S. online consumer groups:

- : Loyal customers
- : Value-oriented customers
- : Speed-oriented customers

I planned and facilitated lab-based and remote (via web-based chat) usability tests with 24 total users. After performing data analysis, I created design solutions and presented to Domino's internal team and management. Domino's implemented much of the recommendations presented – most of which are still in place today.

The following pages represent a sample of the overall report and design recommendations.

Deliverables

- : Traditional lab-based and remote usability design testing
- : Test plan and artifacts, findings and design recommendations report

Timeline

7 weeks

DOMINO'S PIZZA: DOMINOS.COM PIZZA PROFILE and EASY ORDER (2013)

Samples from Usability Test and Design Recommendations Reports

Study Design and Background Interviews

General Background

Recent Orders and Easy Orders

As observed later in the session, five of the 24 participants had already created an Easy Order.

Recent Order	Participants	Recent Orders	Participants	Recent Orders	Participants	Recent Orders	Users	Recent Orders	Participants
1 Recent Order	17 Participants	2 Recent Orders	1 Participant	3 Recent Orders	3 Participants	4 Recent Orders	0 Users	5 Recent Orders	3 Participants

Participants (24 total)

User Group	Characteristics
Loyal customers (8)	<ul style="list-style-type: none"> Have ordered 2+ of the last 10 times online Typically order from Domino's Have ordered 5+ of the last 10 times from Domino's Would recommend Domino's Rank Domino's food and/or brand as #1/#2
Value-oriented customers (8)	<ul style="list-style-type: none"> Have ordered 2+ of the last 10 times online Used a coupon for a special deal for it Price point as highly important May have an order price/person under \$7 Rank prices and/or coupons as #1/#2 real
Speed-oriented customers (8)	<ul style="list-style-type: none"> Have ordered 2+ of the last 10 times online Had 4 or fewer items in most recent order Rank website and/or online ordering as #1/#2 reason for ordering from Domino's
Pizza Profile	<ul style="list-style-type: none"> Have a Pizza Profile and had or had not ordered online since June 20 (12) Did not have but created a Pizza Profile and used it to order pizza before their sessions (12)
Gender	<ul style="list-style-type: none"> Male (9) Female (15)
Age	<ul style="list-style-type: none"> 18 to 24 (8) 25 to 34 (9) 35 to 49 (7)
Children in Household	<ul style="list-style-type: none"> No children under 18 (12) Children under 18 (12)
Location	<ul style="list-style-type: none"> Southwestern Michigan (3) Mix of other U.S. states (21)

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What Should Domino's Change About the Pizza Profile?

Coupons

- Show the coupon [on Recent and Easy Orders] before I click on the Reorder button (4 users)
- Just give me the discount, don't make me hunt for a coupon (2 users)
- Show an alternate / suggested coupon I can use if a coupon has expired (2 users)
- Show expiration date on coupons (1 user)

Your Local Store

- Locate and show my store (1 user)
- Make this area [easier to understand] (1 user)
- Flip the store info – put the coupon at the bottom (1 user)
- Make this area smaller to have less emphasis (1 user)

Additional Comments

- Eliminate pop-ups (2 users)
- Don't show the same pop-up to me more than once (1 user)
- Show the log in information wherever I am in the site [currently not on the Payment page] (1 user)
- Reduce the length of the confirmation (1 user)

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Detailed Findings and Design Recommendations

Information Architecture – Home Page

Editing Service Method or Delivery Location (using an existing order)

When asked to place or edit the service method or delivery location of an existing order, a user exits the Reorder Now button or exits the delivery location.

The majority of participants module on the right side page to change either the delivery location.

Navigation to Edit Delivery Location

When asked to place an existing location, participants used the Reorder Now button. Two participants commented that they knew what to do based on what they learned from the previous task.

Observations

- One participant expected her location to be saved even though she did not check the Save checkbox after completing the fields.
- Another stated she would save a work address but not the address of a friend's house.
- Two participants commented that they did not understand the ShopRunner message in the Service Method area.

“But, I'm already signed in!”

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Your Orders Module for Pizza Profile (3 of 3)

Increase the font size.

Although not depicted in these examples, the text size of all supporting copy needs to be increased the equivalent of at least 2 points and reviewed at multiple resolutions and on multiple devices.

Add the ability to edit.

If technically possible, allow users to edit details— including menu items, delivery location, service method, and payment methods—and save the order for later use.

Include coupon information.

Although users can use the coupon that can be used, if it is no longer available by clicking the Reorder Now button, it would be helpful for them to see this information on this page. If technically possible, include terms, expiration date if available, and whether the coupon can be used again.

Refine button terminology.

Consider removing "Now" from the button label since users can change the time for delivery/ carryout. Also, consider if the user has already provided delivery and payment information, "Now" may raise some doubt as to whether they will have a chance to review the order before placing it.

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TRACFONE WIRELESS: SMALL BUSINESS PLANS (2013)

Client

TracFone Wireless – International pre-paid telecommunications provider

Due to immediate time-to-market requirements, upfront user research was limited to what could be gathered through business, marketing, and technology stakeholder interviews, which I facilitated or participated in.

Industry

Telecommunications

Working directly with the client, I determined business and general brand requirements within a two-week period. While the marketing team engaged in naming and visual identity activities, I created a full working set of wireframes recommending a general brand approach, a reduced work flow, and content recommendations for:

- : Product and service browsing and comparison
- : Required product and service cross-sell for enabling add-to-cart
- : Checkout and account creation
- : Integration of existing portal systems

The following pages depict sample concept sketches and wireframe screens I produced of the recommended user experience.

DESIGN CHALLENGE

Establish a new brand that targets small business owners looking to consolidate, reduce, and streamline their fleets' mobile needs and expenses.

Create an easy-to-use online experience using the WebSphere eCommerce Madison starter store while maintaining 'out-of-the-box' functionality with limited customization.

User Groups

Small business owners and their buyer admins

Deliverables

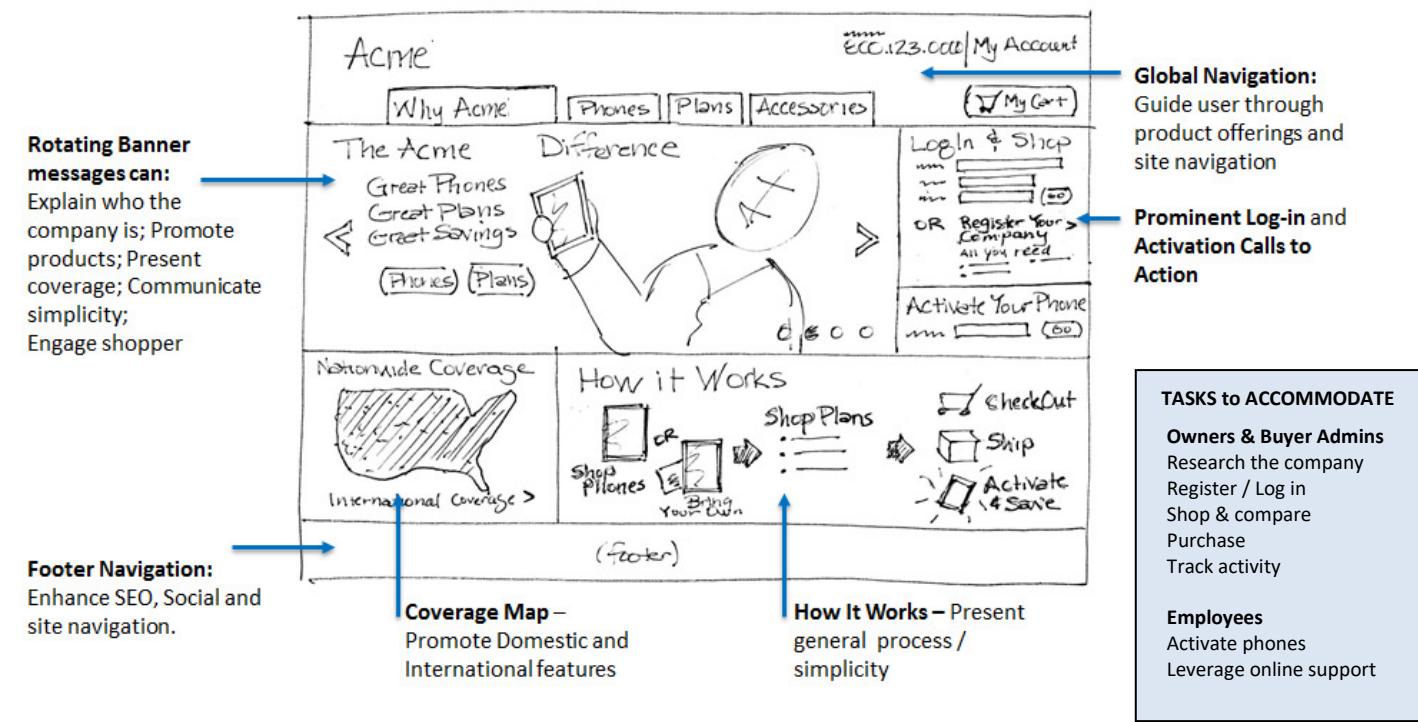
Initial creative sketch and Axure-based wireframe set of recommendations using existing research and out-of-the-box functionality

Timeline

15 weeks

TRACFONE WIRELESS: SMALL BUSINESS PLANS (2013)

Home Page Concept and Wireframe



Brand X logo

My Account | Sign Out | Help & FAQs | Contact Us

Why Brand X | Phones | Plans | SIM Cards | Activate

The Brand X Difference

- Great Phones
- Great Plans
- Great Savings

[Phones](#) [Plans](#)

Nationwide Coverage

**See How Much You Can Save
OR
Plan Recommender**

Sign In & Shop

Email Password Go

[Forgot Password?](#) | [Create User Profile](#)

Create an Account for Your Organization

All you need is a Tax ID and a Zip Code

Activate Your Phone

© 2013 Brand X | Help & FAQs | Contact Us | Hearing Aid Compatibility | Privacy | Terms & Conditions | Site Map

600 FOLD

TRACFONE WIRELESS: SMALL BUSINESS PLANS (2013)

Plans Landing Page

Brand X logo

My Account | Sign Out | Help & FAQs | Contact Us

Why Brand X | Phones | Plans | SIM Cards | Activate My Cart (1)

[Home](#) > [Plans](#)

Narrow your results by:

- **Plan Types**
 - [Unlimited \(00\)](#)
 - [30-day monthly \(00\)](#)
 - [Pay-as-you-go \(00\)](#)
 - [Domestic \(00\)](#)
 - [International \(00\)](#)
- **Compatible Phones**
 - [Smart phones \(00\)](#)
 - [Feature phones \(00\)](#)
 - [Talk & text only \(00\)](#)
 - [Bring your own - SIM card only \(00\)](#)
- **Minutes**
 - [Unlimited \(00\)](#)
 - [Carry over \(00\)](#)
 - [Up to 250 \(00\)](#)
 - [Up to 500 \(00\)](#)
 - [Up to 750 \(00\)](#)
 - [Up to 1,500 \(00\)](#)

Shop Plans

Plan Recommender
or
Recommended Plan Options from Home Page

Plans: 00
Displaying 1 - 0 of 00 plans View All Sort by: No Sort

Plan Logo	Plan Name could be long	\$000.00 RETAIL PRICE	\$000.00 \$000.00
Smart Phone Compatible	<p>• Feature lorem ipsum contrary to popular belief</p> <p>• Lorem Ipsum is not simply random text.</p> <p>• It has roots in a piece of classical Latin literature and has been used for centuries to present copy</p> <p>• Richard McClintock, a Latin professor at Hampden-Sydney first described it</p> <p>• Lorem Ipsum is not simply random text.</p>	Add to Compare List	Compare
Plan Logo	<p>• Feature lorem ipsum contrary to popular belief</p> <p>• Lorem Ipsum is not simply random text.</p> <p>• It has roots in a piece of classical Latin literature and has been used for centuries to present copy</p> <p>• Richard McClintock, a Latin professor at Hampden-Sydney first described it</p> <p>• Lorem Ipsum is not simply random text.</p>	Add to Compare List	
Plan Logo	<p>• Feature lorem ipsum contrary to popular belief</p> <p>• Lorem Ipsum is not simply random text.</p> <p>• It has roots in a piece of classical Latin literature and has been used for centuries to present copy</p> <p>• Richard McClintock, a Latin professor at Hampden-Sydney first described it</p> <p>• Lorem Ipsum is not simply random text.</p>	Add to Compare List	

Need more airtime for your existing plan?

[Sign In to Buy More Airtime](#)

600 FOLD

{RightSideBarAds}

TRACFONE WIRELESS: SMALL BUSINESS PLANS (2013)

Product Detail Page

Brand X logo

My Account | Sign Out | Help & FAQs | Contact Us

Why Brand X | Phones | Plans | SIM Cards | Activate

My Cart (1)

Home > SIM Cards > Product Name

SIM Card Name could be long

\$000.00 RETAIL PRICE \$000.00

Comparable with plans from **\$0.00 to \$000.00** [View All Plans](#)

Felicitas enim ibaum encryto popularis bocif
• Lorem ipsum is not simply random text.
• It has roots in a piece of classical Latin literature and
has been used for centuries to present copy
• Richard McClintock, a Latin professor at Hampden-Sydney first described it

In Stock

* required Shows on Smart Phones only

Note! This SIM card requires enrollment in Auto Refill. [What's this?](#)

Zip Code: 44444 [Edit](#)

I already have a Brand X plan for Business [What's this?](#)

Plan: [Select](#)

Quantity: 1

[Add to Cart](#) [Add to Compare List](#)

Shows on Smart Phones only

Description [Compatible Plans](#)

Operating Systems
Android™ 2.3

Compatible Phones
• Smart phones
• Feature phones
• Talk & text only phones

Operating Systems
Android
iOS®
Windows phone®

Network Speed
42Mbps
3G
4G

SEO Header [Lorem Ipsum](#)

SEO Description Copy Ut et augue, nunc at scelerisque, ullamcorper
paceret est in cursus. Nullam tistisque enim a lectus venenatis id facilis
mollis laudibus iacutum, nec ullamcorper metus volutpat cursus. Phasellus lucus fermentum dictum.
Praesent arcu, ligula, ornare in pellentesque sed, volutpat et getenim. In ornare posuere justo ut facilisis.
Crescunt enim ligula, sed interdum tellus tristique cursus. Morbi convallis scelerisque nibh, sit
amet premium scelerisque gravida varius.

COMPARE
Up to 4 SIM Cards

[Clear List](#)

4G Standard SIM Card [Remove](#)

4G Micro SIM Card [Remove](#)

• Lorem Ipsum [Remove](#)

• Lorem Ipsum [Remove](#)

[Compare](#)

600 FOLD

Shows on Smart Phone Plans only

Description [Compatible Plans](#)

Works with These Great Plans

- Unlimited Domestic (\$00.00)
- Unlimited International (\$00.00)

Note! This SIM Card requires enrollment in Auto Refill. [What's this?](#)

CITIZENS BANK: PERSONAL CHECKING PRODUCT PLANS (2012)

Client

Citizens Bank – Personal Banking

Citizens Bank, like many other financial institutions at the time, was looking for ways to provide consumer incentives that combine with their existing checking products. The business developed a series of products including:

Industry

Financial Services

: *Value Plan* – discounts, cash back, and purchase protection for a monthly fee

: *Secure Plan* – credit monitoring, internet surveillance, card and document registration, and fraud resolution for a monthly fee

: *Combined Plan* – the Value and Secure Plans at a reduced monthly rate

DESIGN CHALLENGE

Introduce a new product line targeted to consumers that incents them to sign up. Plans include Value Plan, Security Plan, and a Combined Plan offering rewards, discounts, and services for a monthly fee.

Working with a small team and iterating with the client, I designed the work flow, interaction designs, and layout in Visio wireframe format. Over the course of one week, the prototype was usability tested at Bentley University in Boston. Working closely with the researcher and a visual design team in New York, recommendations from the usability test that were accepted by the client were included in the final design to enhance the overall experience.

User Groups

Online banking consumers

Although sign-up on the site was initially high, the products were eventually phased out. However, the microsite was recognized by the Horizon Interactive Awards and Interactive Media Awards:

: 2011 *Horizon Interactive Awards* – Gold: Consumer Information (websites); Silver: Animation (websites);
Bronze: Training and Instructional (video)

: 2012 *IMA (Interactive Media Awards)* – Best in Class Award

Deliverables

Visio wireframes depicting the full experience. The technical team developed an interactive prototype for usability testing.

Timeline

10 weeks

CITIZENS BANK: PERSONAL CHECKING PRODUCT PLANS (2012)

Introduction Video

Citizens Bank
GOOD BANKING IS GOOD CITIZENSHIP™

Personal | Small Business | Commercial | Investing | Customer Service | Open an Account

Checking | Savings, Money Markets, & CDs | Borrowing Options | Students | Credit Cards | MoneyHelp® | Online & Mobile Banking

Value Plan: \$6.99 | Secure Plan: \$6.99 | Combined Plan: \$10.99 | **BEST VALUE**





Welcome to the Citizens Bank Plans Interactive tool.

ENROLL NOW!

Checking Account Holders:

Log in to Online Banking then: [Log In To Online Banking](#)

1. Go to "Manage Features"
2. Select the "Plans" page
3. Select your Plan(s) and Enroll

Don't have a Checking Account? Open one now.

In branch: Zip Code: 
By phone: 1-877-360-2472
Online: [Select & Open a Checking Account](#)

30 DAYS AT NO CHARGE! LEARN MORE

In the Community | About Us | Careers | Branch/ATM Locator
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* You will see your first deduction in 60 days, otherwise, you will see it in 30 days.

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CITIZENS BANK: PERSONAL CHECKING PRODUCT PLANS (2012)

Value Plan Landing Page (with overlay quick guide)

Citizens Bank
GOOD BANKING IS GOOD CITIZENSHIP™

Personal | Small Business | Commercial | Investing | Customer Service | Open an Account

Checking | Savings, Money Markets, & CDs | Borrowing Options | Students | Credit Cards | MoneyHelp® | Online & Mobile Banking

Value Plan: \$6.99

Watch your money add up with our Value Plan.

The \$6.99 per month **Value Plan** can pay for itself in savings, discounts and cash back. The average customer enjoys **\$41.55 a month in savings** and earns \$3.60 a month cash back. Subtract the \$6.99 and that's \$38.00 a month (or over \$458.00 per year) of money in your pocket.

Combined Plan: \$10.99 **BEST VALUE**

Watch Overview Video | Plan Benefit Details

Y VALUE | YOUR TOTAL MONTHLY VALUE | AVERAGE TOTAL MONTHLY VALUE
\$45.15

Explore Your Personalized Savings

Debit Card Purchases and Online Bill Payments | Learn How It Works | 0 | 1 to 6 | 7 to 12 | 13 to 18 | 19 to 24 | 25+ | \$0.00 earnings | \$3.60 earnings

Dine Out at Restaurants | Learn How It Works | 0 | 1 | 2 | 3 | 4 | 5+ | \$0.00 savings | \$12.50 savings

Shop for Clothes, Electronics, etc. | Learn How It Works | 0 | 1 | 2 | 3 | 4 | 5+ | \$0.00 savings | \$2.70 savings

Entertainment, Events and Attractions | Learn How It Works | 0 | 1 | 2 | 3 | 4 | 5+ | \$0.00 savings | \$6.60 savings

Travel, Vacations and Getaways | Learn How It Works | 0 | 1 | 2 | 3 | 4 | 5+ | \$0.00 savings | \$19.75 savings

DEBIT CARD AND ONLINE BILL PAY | + | SAVINGS | - | PLAN COST | = | YOUR TOTAL MONTHLY VALUE | AVERAGE TOTAL MONTHLY VALUE
\$0.00 | \$0.00 | \$6.99 | \$45.15

How is this calculated?

Receive added protection on all your purchases too.

RETURN GUARANTEE: Get a refund when you purchase something you regret and the store won't take it back. (Limit two items per year.)

PRICE PROTECTION: Get a refund if the price goes down on an item you purchase and the retailer won't pay the difference. (Limit two items per year.)

WARRANTY EXTENSION: Extend the original warranty up to five years from the date of purchase on any eligible item.

ENROLL NOW!

Checking Account Holders: [Log In To Online Banking](#)

Don't have a Checking Account? Open one now. [Select & Open a Checking Account](#)

30 DAYS AT NO CHARGE! LEARN MORE

Log in to Online Banking then: [Log In To Online Banking](#)

1. Go to "Manage Features"
2. Select the "Plans" page
3. Select your Plan(s) and Enroll

In branch: Zip Code: [Search](#)

By phone: 1-877-360-2472

Online: [Select & Open a Checking Account](#)

Calculations are based on average savings. Actual savings may vary.
Purchase Protection benefits and Grocery Coupon savings are not included in any of the calculations.

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CITIZENS BANK: PERSONAL CHECKING PRODUCT PLANS (2012)

Value Plan (with user inputs depicting total value and average comparisons)

Citizens Bank
GOOD BANKING IS GOOD CITIZENSHIP™

Personal | Small Business | Commercial | Investing | Customer Service | Open an Account

Checking | Savings, Money Markets, & CDs | Borrowing Options | Students | Credit Cards | MoneyHelp® | Online & Mobile Banking

Value Plan: \$6.99 **Secure Plan: \$6.99** **Combined Plan: \$10.99** **BEST VALUE**

Watch your money add up with our Value Plan. [Watch Overview Video](#) [Plan Benefit Details](#)

How many times **PER WEEK** do you do the following?

Debit Card Purchases and Online Bill Payments	Learn How It Works	0	1 to 6	7 to 12	13 to 18	19 to 24	25+	\$6.20 earnings	\$3.60 earnings
---	------------------------------------	---	--------	---------	----------	----------	-----	---------------------------	---------------------------

How many times **PER MONTH** do you do the following?

Dine Out at Restaurants	Learn How It Works	0	1	2	3	4	5+	\$50.00 savings	\$12.50 savings
Shop for Clothes, Electronics, etc.	Learn How It Works	0	1	2	3	4	5+	\$24.39 savings	\$2.70 savings
Entertainment, Events and Attractions	Learn How It Works	0	1	2	3	4	5+	\$26.50 savings	\$6.60 savings

How many times **PER YEAR** do you do the following?

Travel, Vacations and Getaways	Learn How It Works	0	1	2	3	4	5+	\$13.17 savings	\$19.75 savings
--------------------------------	------------------------------------	---	---	---	---	---	----	---------------------------	---------------------------

DEBIT CARD AND ONLINE BILL PAY **SAVINGS** **PLAN COST** **YOUR TOTAL MONTHLY VALUE** **AVERAGE TOTAL MONTHLY VALUE**

\$6.20 **+\$114.06** **-\$6.99** **\$113.27** **\$45.15**

[How is this calculated?](#)

Receive added protection on all your purchases too.

RETURN GUARANTEE: Get a refund when you purchase something you regret and the store won't take it back. (Limit two items per year.)	PRICE PROTECTION: Get a refund if the price goes down on an item you purchase and the retailer won't pay the difference. (Limit two items per year.)	WARRANTY EXTENSION: Extend the original warranty up to five years from the date of purchase on any eligible item.
---	--	---

ENROLL NOW!

Checking Account Holders:

[Log in to Online Banking then:](#) [Log In To Online Banking](#)

1. Go to "Manage Features"
2. Select the "Plans" page
3. Select your Plan(s) and Enroll

Don't have a Checking Account? Open one now.

30 DAYS AT NO CHARGE! [LEARN MORE](#)

In branch: Zip Code: [Search](#)

By phone: 1-877-360-2472

Online: [Select & Open a Checking Account](#)

Calculations are based on average savings. Actual savings may vary.
Purchase Protection benefits and Grocery Coupon savings are not included in any of the calculations.

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CITIZENS BANK: PERSONAL CHECKING PRODUCT PLANS (2012)

Secure Plan (with user inputs depicting level of protection)

Citizens Bank
GOOD BANKING IS GOOD CITIZENSHIP™

Personal **Small Business** **Commercial** **Investing** **Customer Service** **Open an Account**

Checking **Savings, Money Markets, & CDs** **Borrowing Options** **Students** **Credit Cards** **MoneyHelp®** **Online & Mobile Banking**

Value Plan: \$6.99 **Secure Plan: \$6.99** **Combined Plan: \$10.99** **BEST VALUE**

See how the Secure Plan can keep your credit and information protected.

Watch Overview Video [Plan Benefit Details](#)

Do you currently have the following coverages and protection?

 Review and Monitor your Credit	Learn How It Works				Get notified immediately of any credit report inquiries or changes. Plus, request a tri-bureau credit report if you experience an identity theft or lost.
 Internet Surveillance for Personal Data	Learn How It Works				Get notified if your personal information has been compromised online. Receive expert help and support if an issue is discovered.
 Credit Card and Personal Document Cancellation and Replacement	Learn How It Works				If your card or wallet is lost or stolen, a single phone call will initiate the cancellation and replacement of your cards on your behalf.
 Access to Fraud Resolution Specialists	Learn How It Works				Get immediate assistance from a fraud specialist if you think your personal information may have been compromised.

Based on your answers, you currently have: **Minimum Coverage**

With minimum coverage you should know that the average amount taken from identity theft victims amounts to **\$4,841.** [2]

ENROLL NOW!

Checking Account Holders:

Log in to Online Banking then: [Log In To Online Banking](#)

1. Go to "Manage Features"
2. Select the "Plans" page
3. Select your Plan(s) and Enroll

Don't have a Checking Account? Open one now.

In branch: Zip Code: [Search](#)

By phone: 1-877-360-2472

Online: [Select & Open a Checking Account](#)

30 DAYS AT NO CHARGE! LEARN MORE

[1] <http://www.identitytheftcreditfraud.com/creditcardfraud.htm>
[2] <http://mashable.com/2011/01/29/identity-theft-infographic/>

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You must be 18 years or older, a US resident and have or open a Citizens Bank checking account. Only one plan per account.

Value Plan Discounts: Actual savings may vary. View the [Plans User Guide](#).

GreenSense: Terms, conditions, restrictions apply. Transactions must post to your account to qualify.

All other benefits: Exclusions and limitations apply. See Terms and Conditions for complete product benefit details. The Purchase Protection programs are administered by TVG Innovation Solutions, Inc., 175 West Jackson Blvd, Chicago, IL 60604 (312) 356-3000 via forms ESP-MEM-IDOP(8.11), PP-MEM-NT (12.07), and SG-MEM-NT (12.07). Warranty Extension benefits are not available in Maine or Utah, and are provided by National Product Care Company, except in Arizona, Florida, Oklahoma and Wisconsin, where they are provided by Service Saver, Incorporated (FL License Number 80173), both of which are located at 175 West Jackson Blvd, Chicago, IL 60604 (312) 356-3000.

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CITIZENS BANK: PERSONAL CHECKING PRODUCT PLANS (2012)

Combined Plan (with collective value and level of protection)

Citizens Bank®
GOOD BANKING IS GOOD CITIZENSHIP™

Search

Personal Small Business Commercial Investing Customer Service Open an Account

Checking Savings, Money Markets, & CDs Borrowing Options Students Credit Cards MoneyHelp® Online & Mobile Banking

Value Plan: \$6.99

Secure Plan: \$6.99

Combined Plan: \$10.99

BEST
VALUE

Watch Overview Video Plan Benefit Details

Value Plan

Combined Plan

Secure Plan

Just \$10.99 per month — You save over 20%

The average customer's value per month is: **\$45.15**

[Calculate Your Plan Value](#)

- Discounts and Coupons
- Cash Back with GreenSense®
- Purchase Protection
 - Return Guarantee
 - Price Protection
 - Warranty Extension

How is this calculated?

Average Value Plan Savings:
\$45.15 per month

How much would the Value Plan be worth to you?
Input your data for your estimated value.

[Calculate Your Plan Value](#)

Get security that goes beyond the standard coverage.

[Assess Your Security Coverage Level](#)

- Credit Monitoring with TransUnion®
- Internet Surveillance with DataPatrol
- Card and Document Registration
- Fraud Resolution
- Follow-up Credit Report

and

Security and Protection from
Consumer Fraud and Identity Theft

How much security coverage do you have now?
Input your data for your personalized coverage level.

[Assess Your Security Coverage Level](#)

Checking Account Holders:

Log in to Online Banking then:

[Log In To Online Banking](#)

1. Go to "Manage Features"
2. Select the "Plans" page
3. Select your Plan(s) and Enroll

ENROLL NOW!

Don't have a Checking Account? Open one now.

In branch: Zip Code:

By phone: 1-877-360-2472

Online: [Select & Open a Checking Account](#)

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SUNGLASS RETAILER: IN-STORE PURCHASING EXPERIENCE (2013)

Client

Leading retailer of designer and high-performance sun eyewear

Initial UX strategy recommendations were made to conduct in-store contextual inquiry and interviews with sales associates. The goal was to observe the sales process and determine the prioritization of user tasks as they relate to customer needs. The client opted to conduct its own in-store interviews and determined business requirements using the existing consumer-facing site.

Industry

Consumer Retail

DESIGN CHALLENGE

Refine the WebSphere Madison eCommerce starter store to accommodate the iPad platform while maintaining 'out-of-the-box' functionality with bare minimum customization.

Provided with this research and marketing insight gained through client stakeholder interviews that I participated in, I provided UX consultation on the in-store experience including:

- : ways to increase customer trust when associates gather private information
- : security recommendations for reducing iPad theft
- : accessibility needs for in-store customers

I then worked with a two-person team to establish a general user task flow and determined an assumed entry point for the iPad. While this is to be developed using website functionality, its primary use is to complete a sale when a customer's preferred product is not available in the store. Therefore, the overall user experience was to look and feel like a customized application to reduce associate time-on-task (currently 15 minutes) and discourage the consumer from purchasing products themselves online.

User Groups

U.S. and Canadian In-store

Sales Associates

Leveraging the existing WebSphere desktop functionality, taxonomy, and catalog assets, I designed the initial set of wireframes in order for a sales associate to complete a sale by:

- : pulling critical functionality forward – search and navigation categories
- : reducing the content and steps required for guest checkout in order to minimize taps
- : refining terminology to better meet the associate and consumers' mental model for checkout
- : redesigning the layout to accommodate iPad-specific interactions and horizontal / vertical formatting without the use of responsive design

Timeline

2 weeks

The following pages depict sample screens of the existing out-of-the-box application ('before') and the recommended design in wireframe form.

SUNGGLASS RETAILER: IN-STORE PURCHASING EXPERIENCE (2013)

“Before” – WebSphere Out-of-the-Box Home Page

MADISONS

Products | Search

Home

United States English US Dollar

Brakes
Brake pads
Master Cylinders
Tires

Electrical
Batteries
Lamps
Starters

Furniture
Lounge Chairs
Office Chairs
Desks
Coffee Tables
Table Lamps
Desk Lamps
Fabric Sofas
Leather Sofas
Loveseats
Outdoor

Entertainment
Audio Systems
GPS Navigation systems
Video Systems

Tableware
Plates
Silverware
Table Glasses
Wine Glasses
Tea and Coffee Cups
Tea Pots

Suspensions
Bearings
Shocks
Springs

Kitchenware
Cooking Oils
Frying Pans
Pots
Accessories
Coffee Makers

Show All

Accel Lamps
New aerodynamic halogen headlamps on sale today.

Brakes **Electrical** **Entertainment** **Suspensions**

Tableware **Kitchenware** **Pots** **Coffee Makers**

Give the perfect gift. **Give a Gift card.**

New Lamp Collection
Starting at **\$29.99**

Featured Products

Racing Master Cylinder
Low maintenance battery
MP3 CD changer
High-end GPS system

\$200.00 \$75.00 \$459.99 \$2,625.00

Add to Cart **Add to Cart** **Add to Cart** **Add to Cart**

15% Off Winter Tires

Summer Special!
Save 20% off Patio Furniture.

Clearance Sale

AromaMaster Deluxe
AromaMaster 8 cup Coffee Maker
Econi Espresso Machine, Gold
Thermal 10 cup Auto Coffee Maker

\$79.99 \$45.99 \$179.99 \$199.99

Add to Cart **Add to Cart** **Add to Cart** **Add to Cart**

Customer Service **Customer Support**

Order Status
Privacy Policy
Wish List
Help/Contact us
Site Map

Sign In

Spring Savings
Enjoy the low prices of spring

E-mail Newsletter
Subscribe now!

Free Shipping
on all **\$70** purchases.

Like

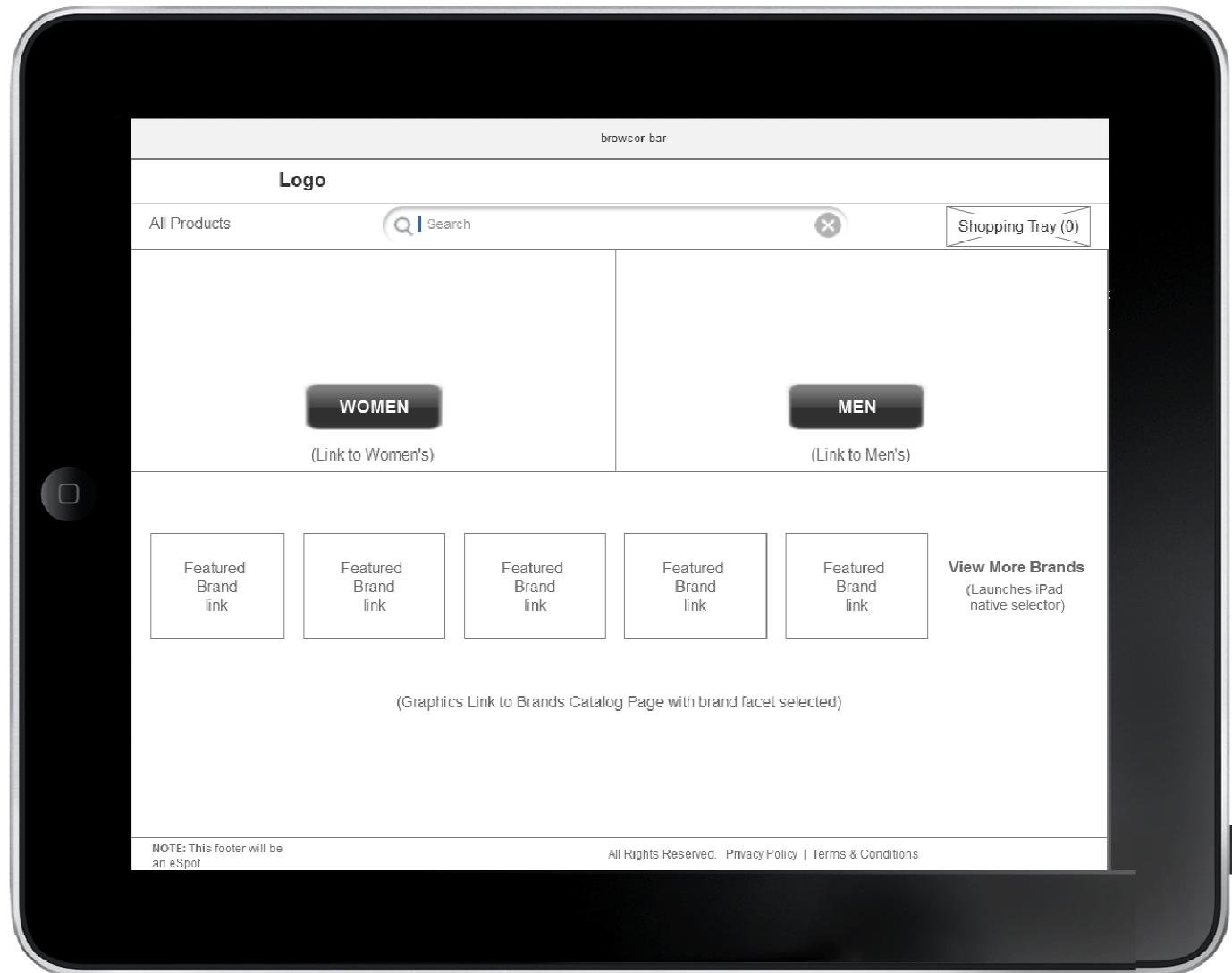
Sign Up Create an account or log in to see what your friends are doing.

No recent activity to display.
Put some Like buttons on your website to engage your users. Details can be found here.

Facebook social plug

SUNGGLASS RETAILER: IN-STORE PURCHASING EXPERIENCE (2013)

Home Page (with large targets for navigation and immediate access to search)



SUNGLASS RETAILER: IN-STORE PURCHASING EXPERIENCE (2013)

Category Landing Page (with larger imagery, removal of 'quick view' feature, immediate add-to-cart functionality, reduced scrolling in left navigation)

browser bar

Logo

All Products

Search

Shopping Tray (0)

Home > Men

Sort by: Featured

Displaying 1-18 of 000

1-18

Men

Brands

- Arnette
- Arnette Goggles
- BVLGARI
- Dolce
- Burberry
- DKNY
- Dolce & Gabbana
- Show All Brands

Styles

- Aviator/Pilot
- Cat Eye
- Goggle
- Oval
- Rectangle
- Show All Styles

Price

- \$0-\$100
- \$100-\$200
- \$200+

Lens Technology

- Anti-Reflective
- Gradient
- Interchangeable
- Mirrored
- Photochromatic
- Polarized

Frame Color

- Black
- Blue
- Clear

Image

New

Polarized

BRAND NAME

PRODUCT NAME

Color: Lens/Frame

Size: 00 00/000

\$000.00

\$000.00

You save \$000.00

Quantity: 1

Add to Cart

Add to Compare List

Ray-Ban

RB2140 54 WAYFARER

Color: Yellow/Clear

Size: 54 18/150

\$000.00

Quantity: 1

Add to Cart

Add to Compare List

Oakley

OO9009 FLAK JACKET XLJ

Color: Yellow/Clear

Size: 54 18/150

\$000.00

You save \$000.00

Quantity: 1

Sorry, this item is out of stock.

Add to Compare List

Image

New

Polarized

BRAND NAME

PRODUCT NAME

Color: Lens/Frame

Size: 00 00/000

\$000.00

\$000.00

You save \$000.00

Quantity: 1

Add to Cart

Add to Compare List

Ray-Ban

RB2140 54 WAYFARER

Color: Yellow/Clear

Size: 54 18/150

\$000.00

Quantity: 1

Add to Cart

Add to Compare List

Oakley

OO9009 FLAK JACKET XLJ

Color: Yellow/Clear

Size: 54 18/150

\$000.00

You save \$000.00

Quantity: 1

Add to Cart

Add to Compare List

Image

New

Polarized

BRAND NAME

PRODUCT NAME

Color: Lens/Frame

Size: 00 00/000

\$000.00

\$000.00

You save \$000.00

Quantity: 1

Add to Cart

Add to Compare List

Ray-Ban

RB2140 54 WAYFARER

Color: Yellow/Clear

Size: 54 18/150

\$000.00

Quantity: 1

Add to Cart

Add to Compare List

Oakley

OO9009 FLAK JACKET XLJ

Color: Yellow/Clear

Size: 54 18/150

\$000.00

You save \$000.00

Quantity: 1

Add to Cart

Add to Compare List

Each Page Continues to Show 18 Items

Displaying 1-18 of 000

1-18

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SUNGGLASS RETAILER: IN-STORE PURCHASING EXPERIENCE (2013)

Compare Products Page (with larger imagery, immediate add-to-cart functionality, reduced scrolling through sticky navigation, and a side-by-side comparison layout)

browser bar

Logo

All Products Search X Shopping Tray (0)

Home > All Products > Compare Products

Compare Products

Remove All Products

Note: Sticky Navigation Begins Here

Brand	Ray Ban	Ray Ban	Ray Ban	Ray Ban
Style	RB2140 54 WAYFARER	RB4147	RB2027	RB3217 62
Price	\$129.00	\$129.00	\$129.00	\$129.00
Color	Black / Green	Black	Grey	Black / Green
Size	Medium	Small	Large	Medium
Availability	In Stock	Out of Stock	In Stock	In Stock
Polarized	✓	✓		✓
Activity	Golf	Driving	Driving	
Lens	Glass	Glass	Plastic	Plastic

Return to Products

NOTE: This footer will be an eSpot

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SUNGGLASS RETAILER: IN-STORE PURCHASING EXPERIENCE (2013)

Checkout Process (simplified layout, larger imagery, more intuitive terminology, and clear presentation of process steps)

browser bar

Logo

All Products Shopping Tray (0)

Home > Checkout

Checkout

1 Shipping & Billing Addresses 2 Shipping & Payment Methods 3 **Review Your Order** 4 Confirmation

Review Your Order

Product	Price	Total
 <p>RB2140 54 W/ UPC#: 805289048527 Color: Black / Green Size: 54 18/150 Quantity: 1</p>	\$000.00	\$000.00
 <p>RB2140 56 W/ UPC#: 805289048527 Color: Black / Green Size: 56 16/150 Quantity: 1</p>	\$000.00	\$000.00

Shipping Information

Ship to: Jason Shobert
629 Euclid Ave.
Cleveland Alabama 44114

Shipping Method: Next Day Delivery

Billing Information

Bill to: Jason Shobert
629 Euclid Ave.
Cleveland Alabama 44114

Billing Method: Expires 12/2013
Visa ****1234

Order Subtotal	\$129.95
Discounts	\$000.00
Taxes	\$11.62
Shipping	\$14.95
Order Total	\$157.57

CITIZENS BANK: COMPARE PERSONAL CHECKING ACCOUNT PRODUCTS (2012)

Client

Citizens Bank – Personal Banking

As the UX lead to the account, I worked closely with multiple areas of the personal and small business brands. The general strategy that had been taken in the past was to design and develop only two options and determine final use through A/B testing of the site.

Industry

Telecommunications

After several months of working directly with the account team and the client, I was able to persuade them to conduct upfront user research through low-fidelity (paper) prototyping coupled with iterative design usability testing. This was the first time that Citizens Bank engaged in this type of user research. By engaging users, we refined the content structure in the way that users envisioned the information versus the hierarchy that client stakeholders considered important.

DESIGN CHALLENGE

Refine the consumer task flow for comparing checking accounts and increase online account sign-up. The existing work flow was cumbersome and unintuitive forcing users through multiple paths within the site often resulting in page abandonment.

I designed three approaches with the client team in paper wireframe format. Over the course of one week, the concepts were usability tested at Bentley University in Boston and redesigned onsite the following day of each test day (3 test days, 6 users per day). Concepts were combined, narrowed, and retested to arrive at a single layout and content strategy for writing and development.

The design approach was integrated across both the personal and small business banking areas of the site.

User Groups

Online banking consumers

Deliverables

Using Axure, a series of three design approaches were created for iterative design and usability testing. Final deliverables included a refined wireframe set and content structure recommendations.

Timeline

5 weeks

CITIZENS BANK: COMPARE PERSONAL CHECKING ACCOUNT PRODUCTS (2012)

“Before” Checking Accounts Comparison Page

Citizens Bank
GOOD BANKING IS GOOD CITIZENSHIP™

Personal **Small Business** **Commercial** **Investing** **Customer Service** **Open an Account**

Checking **Savings, Money Markets, & CDs** **Borrowing Options** **Students** **Credit Cards** **MoneyHelp®** **Online & Mobile Banking**

Personal Banking > Checking Accounts

Checking Accounts

Green Checking
Circle Gold Banking
Student Money Bundle

Plans

Value Plan
Secure Plan
Combined Plan

Managing Your Account

Online Banking
Order Checks
Overdraft Protection
Add a Plan
Debit Cards
Tools & Information

Checking Accounts

Take control of your everyday finances with an easy-to-use and conveniently accessible low fee checking account. Our interest bearing personal checking accounts help you simplify making purchases, automatic deposits, paying bills, transferring funds and more.

Experience the benefits of personal checking account options that meet your needs and fit your lifestyle. Open a bank account online and find helpful account features that can help you:

- Access your account online, at over 1,400 branches, or any one of our 3,600 ATMs
- Get account and payment alerts sent right to your email or mobile device, pay bills online in just minutes, and go paperless with convenient eStatements. Learn more about our [online bank checking account](#) features today

Also, rest assured that your deposits with us are FDIC Insurance¹ protected.

[View standard features for all accounts](#)

Compare All Personal Checking Accounts

Regular Checking	Features	Free Checks
Green Checking Learn more Open now	Low Fee checking account with a low minimum balance, plus so much more.	No
Interest Checking Learn more Open now	Features	Free Checks
Circle Gold Checking with Interest Learn more Open now	Our premier banking package, with preferred rates on savings and borrowing, plus rewards and special perks.	Yes
Personal Checking with Interest Learn more Open now	An interest-earning checking account that provides convenient banking access anytime.	No

Personal Banking Products:

- [Savings Accounts](#)
- [Money Market Accounts](#)
- [Certificates of Deposit \(CDs\)](#)
- [Mortgage/Home Loans](#)
- [Home Equity Loans/Lines of Credit](#)
- [Credit/Debit Cards](#)
- [Student Loans](#)
- [Student Banking](#)
- [Online Banking](#)

¹See a banker for details and FDIC insurance limitations

PLANS DISCLOSURE

[View Value Plan Terms and Conditions](#)
[View Secure Plan Terms and Conditions](#)
[View Combined Plan Terms and Conditions](#)

All benefits, with the exception of the GreenSense benefit, are provided by The CPP Insurance Agency, LLC, which will be referred to as "CPP", or CPP's third party providers. Citizens Bank is not an affiliate of nor is it responsible or liable for the services provided by CPP.

You must be 18 years or older, a US resident and have or open a Citizens Bank checking account. Only one plan per account.

Value Plan Discounts: Actual savings may vary.

GreenSense: Terms, conditions, restrictions apply. Transactions must post to your account to qualify.

All other benefits: Exclusions and limitations apply. See Terms and Conditions for complete product benefit details. The Purchase Protection programs are administered by TWG Innovation Solutions, Inc., 175 West Jackson Blvd, Chicago, IL 60604 (312) 356-3000 via forms ESP-MEM-I-DOP(6.11), PP-MEM-NT (12.07), and SG-MEM-NT (12.07). Warranty Extension benefits are not available in Maine or Utah, and are provided by National Product Care Company, except in Arizona, Florida, Oklahoma and Wisconsin, where they are provided by Service Saver, Incorporated (FL License Number 80173), both of which are located at 175 West Jackson Blvd, Chicago, IL 60604 (312) 356-3000.

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Citizens Bank is a brand name of RBS Citizens, N.A. and Citizens Bank of Pennsylvania. Deposit accounts held at RBS Citizens, N.A. and Citizens Bank of Pennsylvania are separately insured.

All accounts and services are subject to individual approval. See a banker for details on FDIC insurance.

Other fees may apply.

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CITIZENS BANK: COMPARE PERSONAL CHECKING ACCOUNT PRODUCTS (2012)

New Checking Accounts Comparison Page

Citizens Bank
GOOD BANKING IS GOOD CITIZENSHIP®

Personal Small Business Commercial Investing Customer Service Open an Account

Checking Savings, Money Markets, & CDs Borrowing Options Students Credit Cards MoneyHelp® Online & Mobile Banking

Personal Banking > Checking Accounts

Checking FROM A BASIC ACCOUNT TO INTEREST EARNING. Well help guide you to the right account.

Compare Checking Accounts

Good banking starts by making your everyday banking easier, more convenient, and even more rewarding. Take a look at the great checking account options below. It's easy to compare to see which solution is right for your life.

Print

Special discounts and preferred rates when you bundle products

Green Checking Personal Checking with Interest Circle Gold Checking with Interest®

Open Account **Open Account** **Open Account**

Learn More Learn More Learn More

Choose Your Account: An affordable checking account that's a great value and offers easy access to your money – online, mobile, ATMs and more. An interest-earning checking account that provides convenient banking access anytime. A premium checking and savings account that rewards you with special discounts, preferred rates, dedicated customer support, four non-Citizens Bank ATM transactions at no charge per statement period¹, and more².

Standard Account Features

- Unlimited monthly transactions and check writing
- 24/7 Online Banking, Mobile Banking and Phone Banking
- Optional Overdraft Protection from Savings or an Overdraft Protection Line of Credit
- Steady Save® automatic transfers to your savings account
- Over 1,300 branches including superbranch branches with select locations open seven days a week
- 3,500 ATMs from Maine to Florida
- Peace of mind with FDIC insurance

Additional Benefits

- Four non-Citizens Bank ATM transactions at no charge per statement period¹
- Rate discounts
- Fee discounts
- Additional accounts with no monthly fee³

Minimum Balance to Open: \$50 \$50 \$250

Monthly Maintenance Fee: \$9.99 \$11.99 \$20.00

TO WAIVE

How to Waive Monthly Maintenance Fee: Make five qualifying payments per statement period including ATM withdrawals, payments using our Online Banking service, Debit Card purchases, checks paid, and automatic electronic payments to a third party. - OR - Keep a \$1,500 average daily balance.

Interest Rates: View Rates View Rates

Complimentary Checks: ✓ Details

Savings Overdraft Protection⁴ and Overdraft Protection Line of Credit⁵: ✓ ✓ Annual Fee Waived for Savings Overdraft Protection and Overdraft Protection Line of Credit

Open Account **Open Account** **Open Account**

Avoid unexpected fees. Learn how your account works and about Overdraft Choices. **Our Android™ app is here!** Now available in Google Play™. **Mobile Banking**

We're about successful homeownership. Citizens for Homes. Home Borrowing. Learn more

1. Four surcharge-free non-Citizens Bank ATM transactions per statement period, after that it is a \$3 charge per transaction. 2. Fee discounts include waiver of Standard Overdraft Fees and annual fees for Savings Overdraft Protection and Overdraft Protection Line of Credit. No fee standard American Express® travelers Cheques. 15% discount on safe deposit rental. 3. Link to multiple Circle Gold Checking, Circle Gold Savings and Circle Gold Money Market accounts, with no additional monthly maintenance fees. 4. \$30 Annual Fee. 5. \$30 Annual Fee, \$10 Transfer Fee each day a transfer occurs, plus interest on outstanding balances.

NEW YORK-BASED GROCERY CHAIN: NEW CLIENT PROPOSAL (2013)

Client New York-based grocery chain	Working with a small business development team, I brainstormed concepts and researched technologies that could be applied to the retailer's business.
Industry Consumer Retail	Concepts included:
DESIGN CHALLENGE The client was looking for a new interactive agency to recommend and launch new best-in-class services.	<ul style="list-style-type: none"> Recipes and Meals. Using the Kit and Bundling SKU features available in IBM WebSphere, create recipes and meals that could be grouped together allowing the shopper to add individual ingredients to their shopping list or online cart. Recipes could be 'reshuffled' by the user – either using the mobile app or the site - to create new meal suggestions. Store "Traffic Reports." Using geo-fencing technology or recorded entry-way use, the number of shoppers in a store could be determined at any given time. This data could then be presented to shoppers via the mobile app or site. Through historical analysis, shoppers could be given a suggested time when the store is expected to be less busy. This would allow the store's specialty employees (their cheesemonger, wine steward, butcher, etc.) to be more readily available to provide more personalized service – a key brand goal. List Mapping to Store Layouts. Assuming most users add items to their shopping list by recipes, as they remember needs, or by specific rooms in their house, lists are generally not prioritized to match a store's layout – produce, dry goods, pharmacy, etc. Users could reorder their lists to map to a store's layout and save their preferred store in their profile. My Current Pantry. Using the mobile app, users could scan the bar codes of items already in their pantry and find recipes and meals that could be made using existing ingredients. As well, users could add to their shopping list or cart any remaining items needed to create a new recipe. Personalized Profiles. As a user shops, create a profile for them based on possible dietary needs such as gluten-free, vegan, and food allergies. Users could confirm system assumptions as well as build upon their profile to include additional personal attributes such as "weekend foodie," "cheese lover," "guerilla gourmet," etc. This allowed the site to provide alerts, recommendations, recipes and more based on their household size, level of expertise, and sense of adventure in trying new foods. In-Store Scanning. Using the mobile app, users could scan a product's bar code or fresh ingredient QR code to view related allergy alerts, source of origin, and recipe / meal suggestions. The user could then add the item to their shopping list to buy later or if purchased, the item could then be added to their Current Pantry and My Products. Food Adventures. The site could provide customers with weekly meal suggestions tailored to meet their profile settings and offer them a chance to discover new culinary options – Breakfast in Japan, BBQ'ing in Brazil, Movie Night, and Theme Parties. Cooking Challenges. Customers could participate in key ingredient challenges with a countdown to final entry time. Users could upload their own recipes and photos. Winning recipes could then be featured and added to the overall database of ingredients, recipes and meals. Other users could participate through reviews, additions/adjustments to recipes and social media postings.
Deliverables Single Axure wireframe depicting possible future offerings.	
Timeline 1 week	

I created the following single wireframe to depict the integration of the concepts on the site's home page for a walk-through with the potential client.

NEW YORK-BASED GROCERY CHAIN: NEW CLIENT PROPOSAL (2013)

Conceptual Home Page

Market Logo

My Account | Sign Out

1 9

My Party

Brooklyn New Utrecht [Edit My Store](#)

Search products, recipes, events... 

All Products | Shop by Room | My Products | Recipes & Meals | Store Locator

 (12 items) \$38.98
Just \$4.02 away from Free Shipping!

This Week's Taste of Italy

(FOOD IMAGERY)

Amazing Meals

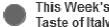
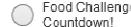
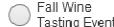
Breakfast Lunch Dinner

Include:

 Gluten-Free  Wine Pairings  Adventures

 Lactose-Free  Grilling Options

[View Recipes](#)

   [MORE >](#)

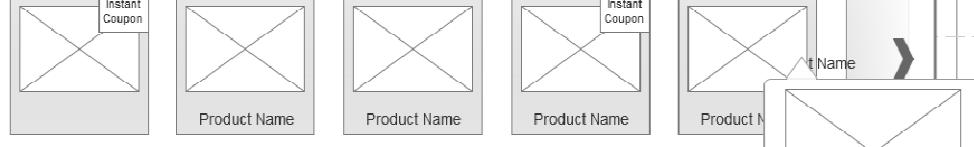
Princess Cruises Culinary Cruise to ITALY

Featuring Rising Star Chef **Angelo Romano** of Brooklyn's Own

Reserve your space now! [Let's Cruise](#)

Great Deals on Your Products

960x480 full





Download Our Mobile App

Check Store Traffic
Find out when the best time to shop and avoid the crowds.

Scan Your Pantry
Find great recipes and meal suggestions using what you already have at home.

Rearrange Your List to Match Your Store's Layout
Find out if a product's ingredient list has changed.

Get In-Store Advice
Scan a product's bar code or fresh ingredient QR code to view related allergy alerts, source of origin, and recipe / meal suggestions. Even save an item for later.

Tia Keenan
This Week's Wine Pairings





Customer Service

Help & FAQs

Store Locations & Hours

Email: Support@market.com

1-800-000-0000

Social

Market Blog

 Follow Us on Twitter

 Like Us on Facebook

 Follow Us on Pinterest

 Watch Us on YouTube

About Market

About Us

Contact Us

News

Press Releases

Careers

Terms & Conditions

Privacy Policy

Our Partners & Suppliers

Supplier Account Center

Facebook Storefronts

Sell Products at Market

Partner with Us

SEO Key Search Content At Market, we believe that providing lorem ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClinton, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, *consecetur*, from a *Loem Ipsum* passage, and going through the cites of the word in classical literature, discovered the undoubtable source. *Loem Ipsum* comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of *Loem Ipsum*, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.