

WELCOME

SPECTRUM

This document showcases a small portion of my body of work.

QUALIFIERS

Showcased Items

The showcased projects were chosen to illustrate the depth and breadth of my skills, as well as, the impact I've had on projects, not necessarily to show recent work. So some may be older and thereby, reflect older design patterns.

I also have more recent projects that involve complicated business rules, many types of interactions, modern design patterns, and mobile and tablet interfaces. I can't, at this time, distribute those deliverables but could present them in person or via a screen sharing session, if desired.

Direct Contributions

Unless otherwise noted in the project details, everything shown is my work/my thinking. While collaboration has taken place on many projects, I don't showcase someone else's work as my own.

Color Usage

Wireframes are best when color is minimized so that clients can concentrate on the design framework, process/task flow, interactions, and functionality.

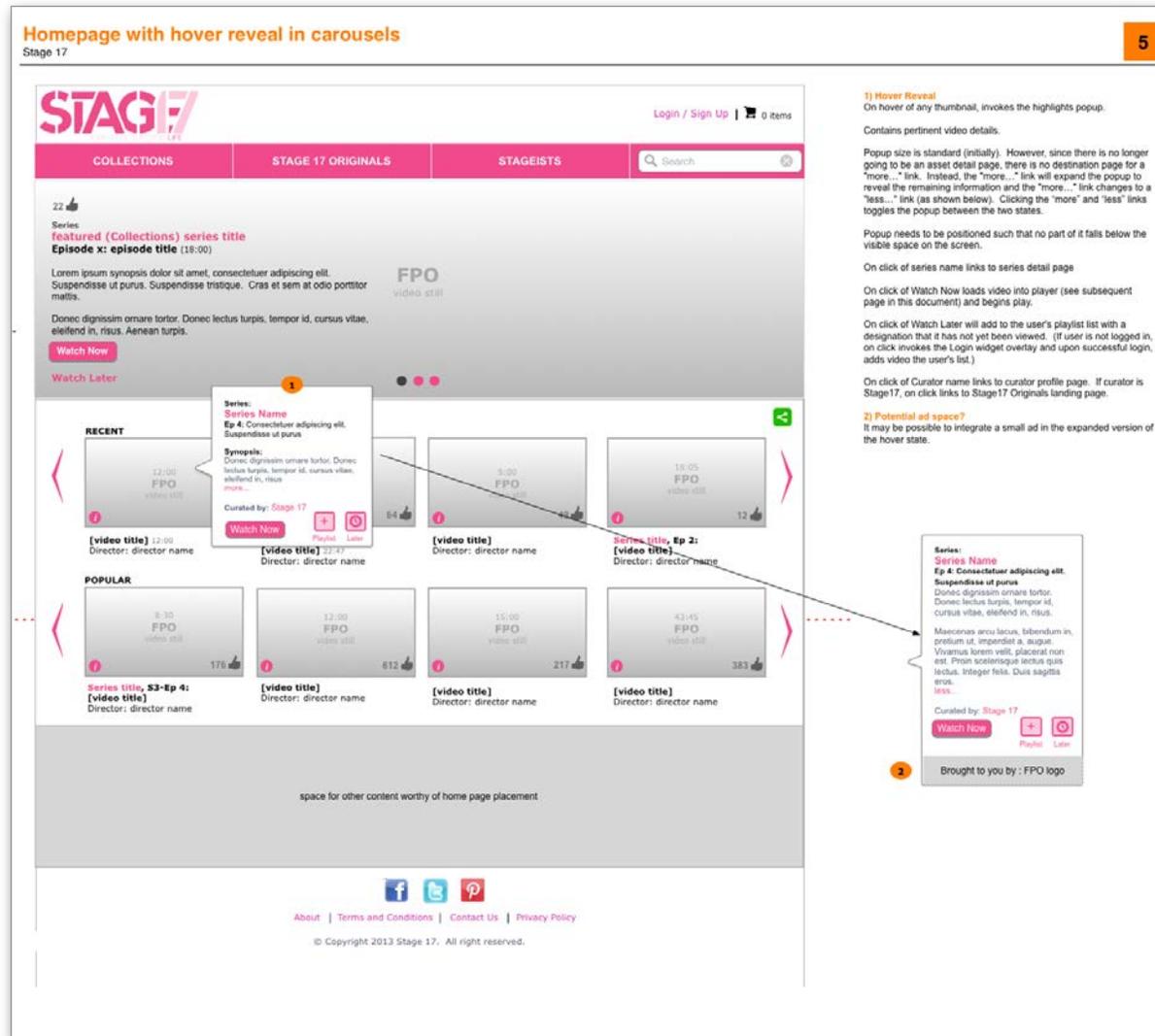
That said, color is necessary to indicate design elements that are interactive. I typically use the brand colors for that but sometimes it's necessary to utilize more colors for differentiation purposes.

When that is the case, I purposely use poor or brash color combinations so that clients do not get caught up in the colors and can concentrate on what the wires are conveying. And, I explain that actual colors will be determined by the Visual Designer.

HOPE YOU ENJOY THE JOURNEY

ENTERTAINMENT SHOWCASE & COMMUNITY

wireframe sample



Project Description

Design a social site for showcasing entertainment properties and connecting enthusiasts to each other.

Direct Contributions

- Information Architecture (site map)
- UX Design (wireframes, public screens)
- UX Design (wireframes, admin screens)
- UX Guidance (throughout the annotations)
- Client education (worksession)

Challenges:

The nested (but inconsistent) hierarchy of the entertainment properties was challenging to put into a presentation that was not too daunting for users who were likely not that web-savvy.

Additionally, the client needed to be educated about information architecture.

Rationale for Design Solution

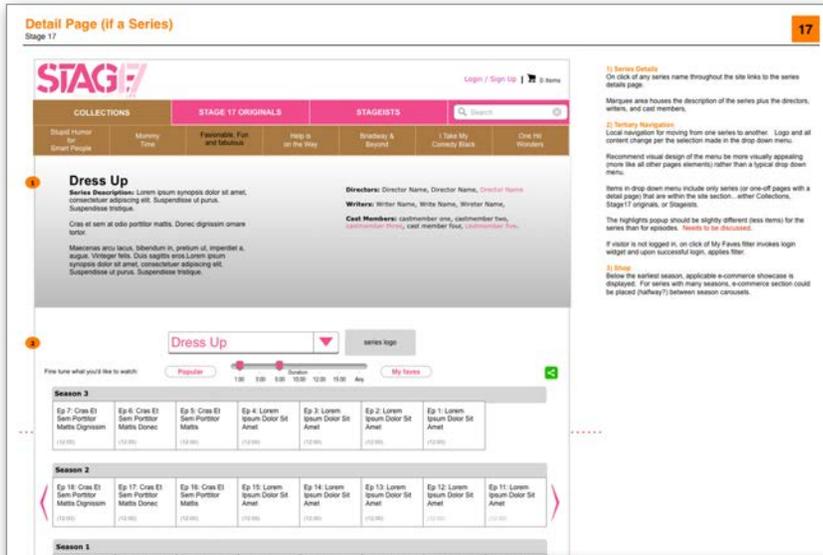
- Due to the nature of the audience, fairly recognizable (and consistent) pages layouts, design patterns, action icons (like 'share', 'add to playlist', etc.) needed to be utilized.

- While the experience was primarily about viewing videos, the IA could not be suffered due to the large volume and inconsistent categorization of the videos.

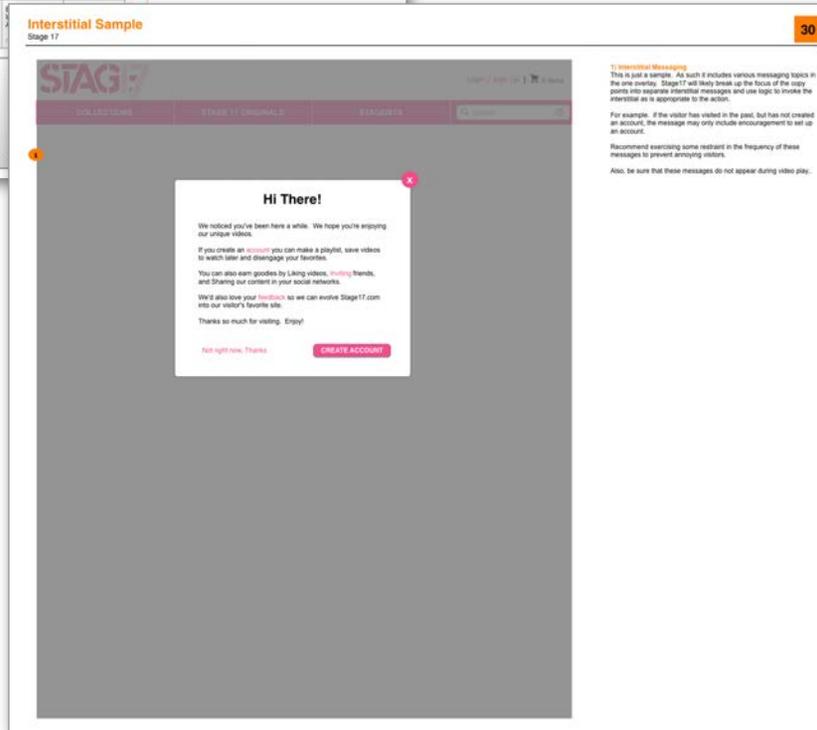
- Needed to balance the desire to showcase videos with the ability for users to browse without needing to explore an inordinate number of pages.

ENTERTAINMENT SHOWCASE & COMMUNITY - continued

wireframe sample



wireframe sample



Rationale for Design Solution (cont'd)

- Needed to be scalable since the volume and categorizations of videos were expected to grow.
- Needed to consider future state e-commerce aspect.
- Needed to consider future state “social chatter” aspect.

Success Measurements:

Client was extremely happy with the design and during our worksession, came to understand information architecture, as well as, the rationale for things I recommended or recommended against.

WEB APPLICATION

audit sample

create request / hiring manager

TSMS
Temporary Staffing Management System

Home 0 Messages

CAP
Program
Requisitions
Manage Temporary Resources
Reports

Workflow Selection 1

Request New Workflow
Request New Direct Requisition Workflow

Program: - TSMS

Click on the Workflow Name to create a Requisition using that Template.

Search Templates: 2

*Format: Request Template *Workflow Type: All

Template Name: Description:

3 Search

Request Template	Description	Requisition Type	Requisition Format
** STANDARD TEMPLATE **	Used to generate requisitions using Wells Fargo's Job Titles Library and Rate Card.	Supplemental Staff	Express
Gen Template	NOTE: FOR TSMS SUPPORT STAFF ONLY. PLEASE DO NOT USE.	Supplemental Staff	Express
PR Template	NOTE: FOR TSMS SUPPORT STAFF ONLY. PLEASE DO NOT USE.	Supplemental Staff	Express
TS Template	NOTE: FOR TSMS SUPPORT STAFF ONLY. PLEASE DO NOT USE.	Supplemental Staff	Express

Requisition Template	Description	Requisition Type	Requisition Format
DR Template	NOTE: FOR TSMS SUPPORT STAFF ONLY. PLEASE DO NOT USE.	Supplemental Staff	Direct to Requisition Details
Embedded Base Template	NOTE: FOR TSMS SUPPORT STAFF ONLY. PLEASE DO NOT USE.	Supplemental Staff	Embedded Base Direct to Requisition Details

1) The page title (Workflow Selection) does not match menu selected (Create Requisition). This seems more indicative of a setup process. Page titles are a key element for users to know where they are (in relation to other things), what they are doing, and what else exists. Page title should be CREATE REQUISITION .

2) This page will cause the user to mentally go through something like the following: "I came here to create a request but I am being given options to select workflows (what are THEY?) and search templates...I think I can figure out what templates are but...why am I being given these choices without at least a clear understanding of what they are for?"

This whole page is meaningless to a hiring manager. These templates are not what a hiring manager would think of as a template so it's inherently confusing.

3) A SEARCH button is in the middle of the page. Why? And it breaks from the metaphor of "within screen" links.

Note: What [brand] is asking for in this page is NOT a template...as "template" would be defined by a hiring manager.

To a hiring manager, a template for creating a request for supplemental staff (let's say) is something that is titled by the job title, contains the requirements that go along with that job title, and a place for someone to approve it. Simple.

[brand] is looking for something else entirely and that is why hiring managers are confused and why on-sites and configuration analysts try to twist [brand] into a pretzel to get something close to resembling a template for the hiring manager.

The fact that hiring managers have asked to clone requests is proof of this. They asked for it because that is what they consider a template.

[brand] Usability Project / Part II - 26

Project Description

This six-month consultancy called for improving the usability of a complex, web-based, software product in the recruiting industry that connected and serviced hiring managers, recruiters, and contractors alike, in a single digital marketplace.

Direct Contributions

- Research (user interviews)
- Research (deep product exploration & testing)
- Personas (identification of, and as a deliverable)
- Usability Audit & High Level Recommendations (Presentation of my audits has significantly improved over time.)
- Game Plan (executive summary report)
- Information Architecture
- UX Design (wireframes, redesign existing app)
- UX Design (wireframes, design of a dashboard and other new features)
- Process Improvement (Identified manual process points that could be eliminated via automation.)
- Functionality vetting (including identification of a "big data" function that was thought to be critical but was not working and thus, providing useless information)

Challenges:

- No exiting user research
- No direct access to users (So, I opted to use the company's service people who worked closely with client users, as user surrogates.)
- Application was built for one user type when four primary personas were ultimately identified during my discovery
- Volumes of usability issues
- Extremely poor information architecture
- Huge volume of interrelated content (records)

WEB APPLICATION - continued

wireframe sample

Wires did not include annotations because they were walked through in worksessions.

The screenshot shows a web application interface for resource recruiting. At the top, there is a header with a logo/tag, user information (Mr/Ms Supplier, last logged on 32 days ago), and primary contact information (First name Last name / 212-901-4000, account, contacts, logout). Below the header is a navigation menu with tabs for HOME, POSTINGS & POs, TIME & EXPENSE, REPORTS, RESOURCES, and MESSAGES. A search bar is located to the right of the navigation menu. Below the navigation menu is a sub-menu with links for Postings & Submittals, POs & Change Orders, and Interviews. The main content area is titled "POSTINGS & SUBMITTALS" and "SUBMITTALS ONLY". There are buttons for "create submittal", "download", "print", and a preferences icon. The main table has columns for Status, Request Name / Job Title, Location, Deadline, Start, End, Filled, Contact, and #. The table contains several rows of data, including Draft, Pending, and Open status. A sub-table is shown below the main table, displaying candidate details for a specific job posting. The sub-table has columns for Candidate Name, Status, Submitted, Bill Rate, Submitted By, and #.

+	▼ Status	Request Name / Job Title	Location	!	Deadline	Start	End	Filled	Contact	#
<input type="checkbox"/>	All			<input type="checkbox"/>						
	Draft	Request name Job Title	Chicago, IL	!	07/01/07	08/01/07	12/31/07	0/3	Moore, Erin	2345
	Pending	Request name Job Title	New York, NY		07/08/07	07/15/07	12/31/07	0/1	Spanier, Rory	2344
	Pending	Request name Job Title	Spokane, WA	!	07/01/07	07/22/07	12/31/07	0/1	Morrow, Chris	2343
-	Open	Request name Job Title	St Louis, MO		06/29/07	07/24/07	12/31/07	1/2	Dahle, Pam	2330

Actions	Candidate Name	▼ Status	Submitted	Bill Rate	Submitted By	#
<input type="checkbox"/>						
<input type="checkbox"/>	Calverton, Luis	Submitted	05/31/07	48/hr	Jameson, Roy	2330-ax
<input type="checkbox"/>	Holmes, Jennifer	Submitted	05/25/07	55/hr	Athenson, Sandy	2330-qe
<input type="checkbox"/>	Walters, Camile	Awarded	05/29/07	72/hr	Jones, Kenny	2330-wf
<input type="checkbox"/>	Washington, Sean	Declined	05/27/07	78/hr	Edwards, James	2330-gz

Filled	Request name Job Title	Chicago, IL	05/01/07	05/16/07	12/31/07	2/2	Spanier, Rory	2296
Cancelled	Request name Job Title	Portland, ME	03/22/07	04/22/07	12/31/07	0/1	Dahle, Pam	2280

Rationale for Design Solution

Attack the most critical usability issues first.

- Put related information pieces in context of each other. (They were all over the application and users were constantly lost trying to find what they needed.) The use of nested lists shown at left was the solution for that problem.
- Improve the presentation, intuitiveness, and functionality of the lists/tables. (These were the users' primary means of finding and viewing data records.)
- Provide "you are here" indicators
- Improve feedback mechanisms and visual cues
- Eliminate icons that didn't communicate well
- Eliminate stale content from the default view

Success Measurements:

My boss asked for a 2-hour block at the next Leadership Meeting (CEO & VPs) so that I could present my audit and my high-level design recommendations.

Not only did everyone begin to understand the product's many issues but after I described one of my primary solutions, the VP of New Business told the room that folks from Microsoft (in a meeting with them as potential new clients), had asked for precisely the feature I was recommending.

Furthermore, I was asked to give the presentation to all departments (including the dev team) to educate them. After that, the dev folks would ask for my input on the usability of features they were developing for the existing pipeline of work.

I was also re-contracted for an additional 3 months to flesh out the details of my high-level design recommendations.

INSTITUTE SITE LAUNCH

wireframe sample

Research, Approach 2, Filtering
[brand]

Logo & tagline

Research | Stats | Tools | News & Events | Blog | About | Something missing? | TELL US | About studies you'd like to see

RESEARCH
Search or filter to find the specific research you seek.

enter search criteria

Rating | Date | Topics | PhD # Pubs | Source | Research Title / Abstract / Comments

Children
Elderly
Trucker Drivers
Other Topic 1
Other Topic 2
Other Topic 3

Harvard University
Smith, John
128
Wilson, Elizabeth
16
Principal Investigator:
Allen, Philip, PhD
217

Title of Research Paper
Abstract: Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis. ...more

Johns Hopkins
Jones, Amanda
25
Huntington, Joe
3
Principal Investigator:
Novaro, Jose, PhD
189

Title of Research Paper
Abstract: Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis. ...more

Stamford University
Adama, Cathy
1

Title of Research Paper
Abstract: Cras lectus. Sed imperdiet placerat est. Etiam accumsan felis eget ligula. Proin auctor, nibh sed volutpat pellentesque, tortor lectus condimentum felis, sit amet accumsan leo dui ut ligula. Pellentesque convallis. ...more

1) Filtering
On click of a filter icon opens the associated filtering options.
On click of a filter criteria, toggles item ON and OFF and the research items in the list render dynamically.
When at least one filter criteria is chosen, the style of the filter icon changes to indicate that the research items results have been filtered on at least one piece of that column's data and this style remains until all the filters have been cleared.
The delete icon also appears for easily removing the filters.

Project Description:

Create the information architecture and design concept options for a pitch for a newly formed institute.

Direct Contributions

- Information Architecture (“content site map”)
- UX Design (wireframes)
- Persona Matrix (some thinking, mostly the production of it)

Challenges:

- Since there was no existing site or content, regular site maps would not suffice to help the prospective client understand the content ideas the team had in mind.
- The content also included a vast library of research which might be sought via a variety of different data pieces.

Rationale for Design Solution

Since this was a pitch, a fully fleshed out design was not required. Making an impact with the recommended content and high-level design ideas was the critical need. Therefore, wireframe details were dialed down a bit.

That said, tackling ideas for how users could find desired research (from a voluminous library) was needed.

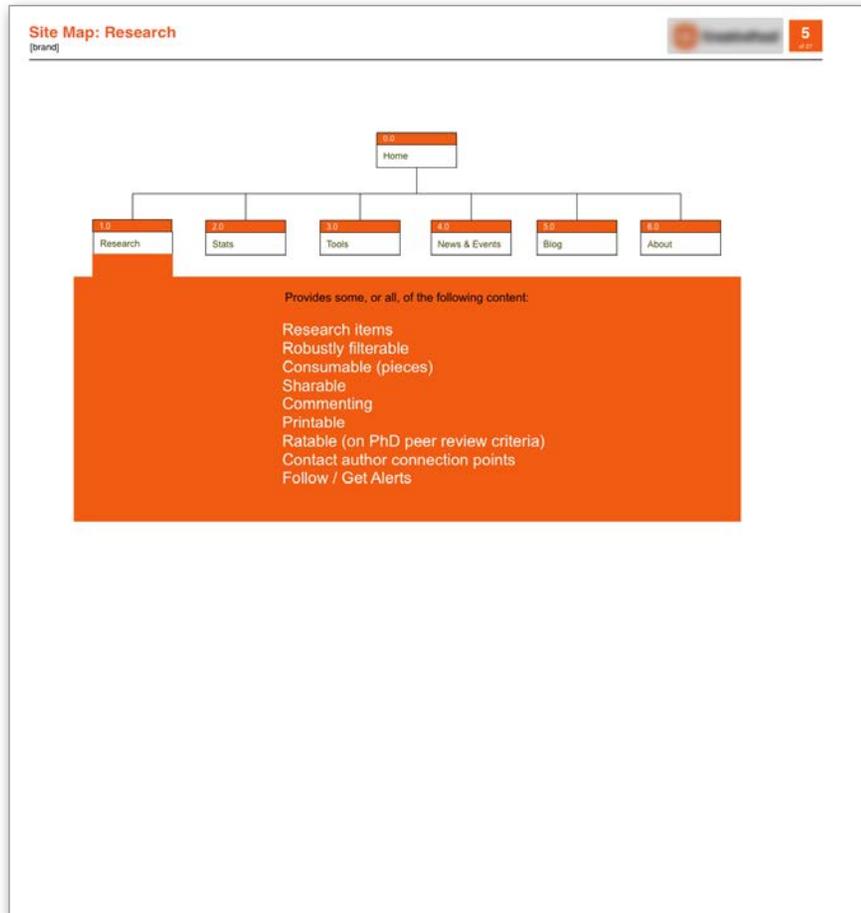
Success Measurements:

The Creative Director led the project and was thrilled with my deliverable.

Awhile later, he recommended me to another agency.

INSTITUTE SITE LAUNCH - additional samples

“content site map” sample



wireframe sample

Research, Approach 1
[brand]

1) "You Are Here" Indicator: There needs to be a style change for the active page.

2) Map: Default state shows All Research and is filterable by the other criteria shown.

3) Search Mechanisms: By default, the research items are displayed by a predetermined criteria such as Recent or Popular. The search functionality must be robust (i.e. it recognizes the search criteria in any field of the database). The mechanism should employ "type ahead" predictive text functionality so visitors can easily get to the research they seek.

4) Filters: On click, the filters toggle ON and OFF, and the research items lagged with the filters display dynamically.

5) Research Items: Searching is available to everyone. Extracting, saving, commenting, contacting others and receiving alerts requires joining. Rating requires authentication as PhD and are based on the PhD rating criteria:

- is it clear?
- is it well written?
- is it new / novel?
- did the abstract properly reflect the content?

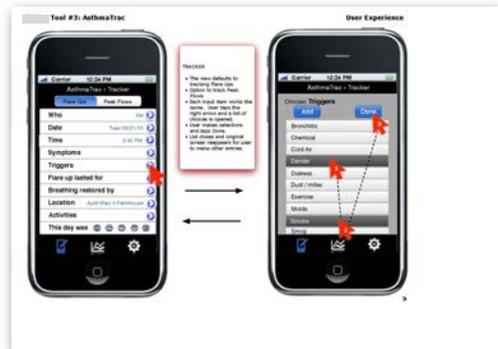
 Stars were purposely not used here since the rating system is different than what visitors typically see elsewhere on the web.

Following something puts the visitor in the alerts stream.

The other action options & links open widgets in overlays that enable the tasks associated with the action. (i.e. Share opens a widget with sharing options.)

ASTHMA APP CONCEPT

“concept wireframe” sample



“concept wireframe” sample

Short Lists

Date
Time
Triggers
Symptoms
Flare up lasted for
Breathing restored by
Location
Activities
This day was

User Experience

For Initial Use

Clicking on choice changes style to indicate choice has been selected. Works as a toggle so clicking again would return the item to the deselected style.

Done button saves the information and closes the entry overlay. Add button enables addition of items to the list.

On subsequent visits, the "short list" version of the list populates the choices but contains a "view more" option to view the full list if necessary.

At left is an example of how the list looks on the INITIAL use. Below is a sample of how the list will look on SUBSEQUENT uses.

For Subsequent Use

view more...

Project Description

This was not a client designated project. The agency was pitching the app idea.

Create a mobile app that tracks asthma attacks (enabling patients to more accurately report their “flare up” history to their doctors).

This was in the early days of mobile and the client was particularly in the dark about mobile apps. Thus, the presentation needed to be simple and educational.

Direct Contribution

Traditional wireframes weren’t used because the deliverable just needed to be conceptual so the client could understand the general features of the app.

The feature set was loosely defined by the account manager but the design and interactions were mine.

Challenges

There is a long list of asthma triggers but each sufferer only experiences a few, unique to him/her, on a regular basis.

Rationale for Design Solution

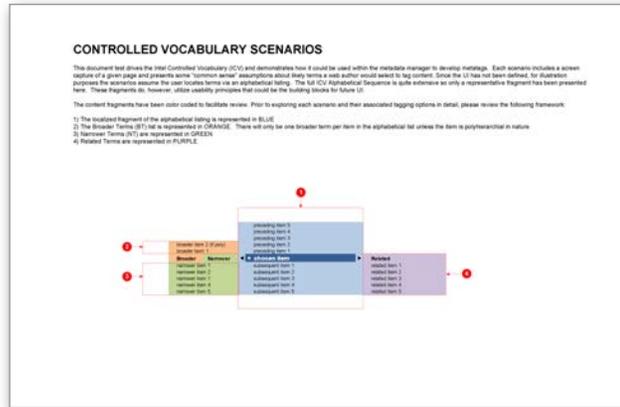
The app would be utilized right after an asthma attack...a very stressful and uncomfortable time. If it was burdensome to enter the information, patients would not likely use the app.

As such, I designed the concept of a “short list”, to be surfaced subsequent to the first time a user designated their triggers.

Success Measurements:

Client was very happy with the idea and design, touted it as “coming soon” on the home page of the website, and sought funding to develop it.

CONTROLLED VOCABULARY



concept / visualization samples

Scenario 3: INTEL® CENTRINO® ATOM™ PROCESSOR TECHNOLOGY page 2

Demonstrates multiple tagging considerations for a processor overview page

Intel® Controlled Vocabulary Scenarios CIRF0011 / 8 Mar-09 / 6 of 20 / controlledvocabulary-samples.pdf

Alphabetical CV Broader Terms Narrower Terms Related Terms

Comments:

- Business rules must be developed that indicate the minimum content elements required for a products page (e.g. form factor, enabling technologies, SKU, MMK, CEM relationship, EPM ID, etc)
- MDM and the EPM database must have the ability to sync content
- An admin review should be included in the workflow to ensure only the vetted/approved content is included in the MDM
- The MDM should be designed to prompt user to enter all required tags from the aforementioned list
- MDM should include a widget or API to link to non-EPM databases such as one containing OEM model numbers, since this data is not found in EPM.

<http://www.intel.com/personalour-technology/mds/>

7 Tagger seeks "45 nm"
MDM returns relationships

technology
Broader Narrower

- 430TX Chipset
- 440BX AGPset
- 440GX AGPset (embedded)
- 440MX Chipset (embedded)
- 45 nanometer
- 45 nm
- 45nm technology
- 5000P Chipset
- 5000P Chipset (embedded)
- 5000V Chipset

Related
32 nm
halfum-based

8 Tagger seeks "Performance"
MDM returns relationships

software development
Broader Narrower

- Pentium M Processor with E7501 Development Kit
- Pentium M Processors (embedded)
- Pentium Processor (embedded)
- Pentium Processors with MMX Technology (embedded)
- performance chipsets
- Performance
- performance analysis
- Performance Analyzers
- Performance Libraries
- performance optimization
- performance tools

Related
monitoring
optimization
performance tuning
servers
tuning

9 Tagger seeks "Wireless connectivity"
MDM returns relationships

networking and communications
Broader Narrower

- Windows Small Business Server
- Windows tablet
- wired access products
- wireless
- wireless baseband chipsets
- wireless connectivity
- wireless LAN (WLAN)
- Wireless Series Peripherals
- wireless technology
- wireless WAN
- WLAN

Related
Centrino technology

10 Tagger seeks "Mobile Internet Devices (MIDs)"
MDM returns "Use: Internet Devices" and no relationships

- Mobile GLE960 Express Chipset
- Mobile GLE960 Express Chipset (embedded)
- Mobile GME960 Express Chipset
- mobile Internet device chipsets
- mobile Internet device processors
- Mobile Internet Devices (MIDs)
- USE: Internet devices
- Mobile Pentium 4 Processor 2.30 GHz, 512K C
- Mobile Pentium 4 Processor 2.40 GHz, 512K C
- Mobile Pentium 4 Processor 2.80 GHz, 1M Ca
- Mobile Pentium 4 Processor 2.80 GHz, 1M Ca
- Mobile Pentium 4 Processor 2.80 GHz, 512K C

11 Tagger seeks "45nm"
MDM returns "Use: 45 nm" and no relationships

- 440BX AGPset
- 440GX AGPset (embedded)
- 440MX Chipset (embedded)
- 45 nanometer
- 45 nm
- USE: 45 nm
- 45nm technology
- 5000P Chipset
- 5000P Chipset (embedded)
- 5000V Chipset
- 5000X Chipset

12 Tagger seeks "Halfum"
MDM returns "Use: Halfum-based" and no relationships

- Grid computing
- GISM adapters
- quantport
- Guide OpenMP* Compiler
- HPCs
- Halfum
- USE: Halfum-based
- halfum-based
- handheld
- handheld Adapters
- handheld PCs
- hard disk drive

Project Description

This was not a design project but was so successful, it became a design. The client, and our agency, were being introduced to controlled vocabularies for the first time, by an expert.

The client was having difficulty understanding how a controlled vocabulary might be employed for the purpose of enabling content authors to tag content in a consistent and meaningful manner.

Thus, the account manager asked me to create "any sort of visualization" that could enlighten the client.

Direct Contribution

A concept / visualization to express the idea.

Challenges:

- My novice exposure to the concept
- No contact with actual content authors
- No familiarity with any precedent for presenting such information

Rationale for Design Solution

This was not intended to be an actual interface design, just a conceptual illustration. However, I could not imagine being able to enlighten the client without considering what would make it easy to use for the content authors. So, I expressed the idea accordingly.

Success Measurements:

The account manager informed me that the third party firm which was already in contract with the client realized its existing interface for tagging content from controlled vocabularies was not sufficient to meet the client's needs.

That firm took my illustration as designed, and built it as a custom interface for the client.

DESIGN PROCESS

SIMPLE

Every project carries different circumstances, teams, research, and supporting materials...or not. So my process is somewhat fluid. It's simple, and generally as follows, but I supplant as needed if something is missing.

DIG --> DRAW --> DISPROVE --> DELIVER
(Iterate as needed)

Dig

I roll up my sleeves and dig...

- into user research (if available).
- into the existing experience...even if an audit is not required as a deliverable. I review the existing interfaces to identify usability issues, to absorb the full complement of the content and/or functionality, and to identify missed opportunities.
- into business rules and goals.
- into the competition. However, am careful to distinguish between what constitutes inspiration and what is not worthy of following.

Draw

My designs are holistic and I adjust / amend as needed when I reach each new page or screen, insuring that the design solution is fully thought out.

Disprove

I walk through the design experience wearing the hat of each persona, see where things break down, and revise as needed.

Deliver

- with detailed annotations including rationale and recommendations
- including any supporting information that might be needed (process flows, concept visualizations, business rules analysis and questions, etc.)

UNIMPEDED

When insights are lacking, I find a way to obtain surrogates for the necessary information.

When Digging

I've worked on many projects which did not provide adequate insights. Following are samples of my tenacity in finding the insights I needed.

- When asked to improve the design of a chat widget from a prior year, I asked to see the existing design. Neither the agency, nor the client, had any design documentation whatsoever, not even one screen shot.

I was told, "All we have are the chat transcripts." I said, "Give them to me." I poured through the volumes of comments, gained amazing insights to inform my design, and to make substantial recommendations.

- On a project for tools used by very specific, technical professionals in the telecom industry, the persona descriptions did not provide sufficient information for me to understand the roles.

I did various searches of those job titles in LinkedIn and read the descriptions. That did the trick in gaining better insights as to the tasks each role performed and the information that was key to them.

When Disproving

When my design includes something that is not a common design pattern or concept, I use Usability Hub to do quick tests to vet the ideas.

On occasion, friends and neighbors have also proven to be a good source to vet such ideas.

THANK YOU FOR VIEWING

Maureen Murphy

+1-516-610-8669

maureenm5@me.com
medic@usabilitymedic.com

DELIGHTED CLIENTS

I'm humbled to have received a good deal of praise from satisfied clients. Viewable at:

www.maureenmurphy.me/praise/