

## UXWEST.COM

## UX CASE STUDIES











### CHALLENGE

Marketing staff in Toyota's North American headquarters were manually routing materials for marketing and legal approvals, and gathering feedback on a spreadsheet to send back to the agencies that created the materials. They wanted a way to streamline this process and take it online.

### SOLUTION

I designed a web application to facilitate and improve the efficiency of the process of routing proofs and gathering feedback.

## JOHN KUEFLER

### MY ROLE

- Project lead
- Business analysis
- System architecture
- Translated business needs into development requirements
- ► UX/UI design
- Technical development oversight
- Documentation and user training/support





### FEATURES

- The system allows for electronic routing of materials to legal and other Toyota associates, and collecting reviewers' feedback and approvals.
- This application is the official system mandated by the Toyota legal department. All public-facing Toyota and Lexus marketing/communications materials, whether developed internally or by an agency, must be routed to the legal staff using this tool.
- About 2,000 reviews per year are sent through the system.



2300



TGPP Online	Review System				ΤΟΥΟΤΑ
ivlieged and Confidential – torney-Client Privilege	Welcome, John Ku	efler		Log Out	TGPPonline.com
Home					
My Reviews	Home > Copy/Layout Rev	<u>riews</u> > Review Overvie	w		
Search Reviews	Layout Review C	Verview			
Legal Guidelines				Downloa	d Excel spreadsheet of all comments
Current Disclaimers	Review number	L006071   Round 2			View previous rounds: Round 1
Photo/Video Guidelines	Project name	MY20 IS Brochure	DECOONS	EDEADLINE	07/01/19 3:00 PM
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My Projects	Campaign	MY20 Lexus Brochur	es		
Search Projects	Date posted	06/24/2019	Brand		Lexus
Manage My Profile	LDSR number		Reference	LDSR number(s)	
Help Guides & Videos	MDC number		Reference	Review number(s)	
TGPP Information	Model year/Model	2020 IS	Media type		Brochures/Collateral
	Overview	image and copy if substantiation is atta	ase find final round of MY20 IS brochure there are product changes. Please note ached. Changes are highlighted in yellow ents to Overall Comments - please utilize t	that disclaimers an To reduce any fe	re now in place. Requested edback confusion, please refrain
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Project Orders	Reference documents	PMG Track Testing.pr			
Departments		PMG Enhanced Fuel	Economy.png		
Partners	Review Leader(s) *Primary	Alexandra Chau Cynthia Hsieh*	Not begun Not begun		
Users		Timothy Rippinger	Not begun		



# ΤΟΥΟΤΑ

### **USER FLOW**

- Users who want to distribute proofs for review use a four-step wizard to describe the project, select reviewers, upload the proof, annotate it, and send notifications to participants.
- They set deadlines for feedback with optional reminders for reviewers who are not finished before the deadline.
- Reviewers click from the email notifications to the review detail, log in and leave comments and mark approved as is, approved with comments or not approved.
- ► When reviewers are finished, the system automatically gathers their feedback on a summary page as well as on a downloadable spreadsheet.







### JOHN KUEFLER







4 SET DEADLINE AND SEND NOTIFICATIONS





### USER TRAINING

JOHN KUEFLER

- ► I was responsible for the development of user training materials.
- These were produced as a series of tutorial videos and downloadable PDF guides, all available on the site.
- I've conducted numerous in-person and online user training sessions.

UXWEST

	Review System
Privileged and Confidential – Attomey-Client Privilege	Welcome, John Kuefler
Home	
My Reviews	Home > FAQs
Search Reviews	Help Guides & Videos
Legal Guidelines	MDEOO
Current Disclaimers	VIDEOS
Photo/Video Guidelines	For Review Leaders
New Project Order	
My Projects	Review Leaders initiate and manage Copy and Layout Reviews and publish them to designated reviewers (including Legal) to gather input and approval. New
Search Projects	Leaders should watch all the following videos in the orde
Manage My Profile	
Help Guides & Videos	Reviews Overview (5:48) Conducting a Copy Review (5:45)
TGPP Information	Closing a Copy Review (5:18)
	Conducting a Layout Review (9:41)
	Closing a Layout Review (5:11)
Maintenance Guide	Managing Reviews (4:40)
Reviews Maintenance	Archiving and Reactivating Reviews (3:18)
Project Orders	Campaigns, Models, Model Years, Media Types (5:18)
Departments	For Reviewers
Partners	For reviewers the process of commenting on Copy and



	ΤΟΥΟΤΑ
Log Out	TGPPonline.com
Ē	Need assistance? Click the blue "Need Help?" tab
SUBMITTING TO LEGAL For details on how to submit marketing materials for legal review, see the <u>Legal</u> <u>Guidelines</u> section.	When you see a question mark icon, click it to view a help balloon in a pop-up window.
PDFS Instructional Guides: Leader Guide (48MB PDF) Reviewer Guide (18MB PDF)	CAPS Creative and Print Services 6565 Headquarters Drive E3-3C-37 (Lexus Building) Plano, TX 75024
Agency Guide (22MB PDF)	

3

#### USER TRAINING VIDEOS

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#### Home Page Overview

Once logged in, your home page will be similar to the image at right, but what each user sees is unique to his her role and their particular Reviews and Projects.

Navigation tabs with gray backgrounds contain informa-tion originated or viewable by all users: • Review areas use gray backgrounds. • Tables with light red backgrounds contain information entered by admin users (Leaders and TOPP staff).

 Tables with light blue backgrounds contain information about Projects. The navigation varies depending on the user's privileges.

The left column contains the navigational tools for all users. This navigation will be explained further in subsequent sections that relate to each tool's functionality

For Leaders and Project Admins, there is an additional red navigation menu. 2 This panel contains navigation to administrative tasks associated with Projects and Re-views, as well as other system functions and information, and will be explored in-depth in their related sections.

The center section contains information about Reviews and Projects within TGPP Online and download-able reference guides. Below it is a guick access area showing your active reviews and projects. Click on a Review Number of or Project Number to view details.

The top right contains a help number to call if you are having trouble with the site. 10 You may also click the blue "Need Help?" tab. 10 Once clicked, it will open a pop up box that can be filled in with more information regarding the problem and the best way to reach you.

Additional help is available where you see a question mark icon. 👔 🔟 Click it to view a help balloon in a





### **USER RESEARCH**

- ► Over time since its launch in 2009, the review system had many features added which made it more and more complex for users.
- I conduct user focus groups and online surveys in 2017-18 to assess usage and gather suggestions for improvements.
- I wrote a summary of the findings and made recommendations for improvements, including updating the UI and user flow for a more intuitive experience and removing obsolete features to simplify the system.



TGPP Online // User survey results



#### TGPP Online // Potential improvement ratings

A number of improvements have been requested by system users i suggested by Callahan Creek, based on system usage observations. All potential improvements were rated "Important" by more respondents than were rated "Not important."



### JOHN KUEFLER



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#### Executive Summary

Separate the Two Sys

As explained in the histo good rationale for having the system use and Toyot Currently, there are no co nnecessarily complicate evaluation of the current users accessing TGPP On overlap between them. Sp This recommendation is (see Appendices A and B)

Review System To accomplish moderniz

software can be updated with an off-the-shelf solu cloud-based digital proof (see page 15).

#### Project System

The TGPP Online Proje management system, as v partners. Workamajig des creative industry. Callaha Workamajig (see page 1) using Workamajig direc

separate tool, WeTransfe Recommendation The following two pages

possible options, along w believe the benefits outwo

#### TGPP ONLINE

www.tgpponline.com

BUISINESS CASE AND RECOMMENDATIONS

#### Executive Summary

- 2 Situation 3 Recommendations
- 4 Option A / Pros and Cons / Budget 5 Option B / Pros and Cons / Budge

#### Detailed Report

- 6 System Background
   6 History of TGPP Online, Portal Concept, Legal Department Involvement
- Current System Use Data 11 Budget Ownership
- 12 Why TGPP Online Requires Modernization 15 Off-the-Shelf Cloud-Based Digital Proofing Systems
- Workamajig and Integration with TGPP Online
   Data Servers, Going Paperless and WeTransfer

- Appendices A June 2017 TGPP Online Focus Groups
- B March 2017 TGPP Online User Survey
- C Legal Department Docur D 32-Bit to 64-Bit Update E Links to System User Guides
- F System Milestones
- G June 2012 TGPP Digital Solutions Recommendation

V1.277.26.177 JOHN KUEFLER

### • We conducted an online survey of registered system users between March 9-21, 2017. 789 active registered users received the survey invitation · 136 responded (17%), providing a statistically valid dataset that represents a cross section of users. Q1 How often do you use TGPP Online? 10 25 30 40 50 80 70

#### 793 current registered users 1500 570 TMNA users 223 external users (38 print partner, 185 agency) 2008 2010 2012 2013 2014

TGPP Online // System usage

Total number of Reviews and Projects

section of TMNA associates as well as outside partners.

3000

2000

TGPP Online is used to manage approximately 3,000 Reviews and Projects each year. The user base represents a broad cross-

#### TGPP Online // Business case for modernization

©9 Thinking of the potential impact on the tasks you perform using TGPP Online how important is it to modernize and improve the system?



80% of survey respondents and 88% of frequent users said it was somewhat or very important to modernize the system.

1.26.17

2015 2016

This confirms our belief that in order for TGPP Online to continue to be a valuable tool for the hundreds of TMNA associates and vendors who rely on it for proof approvals and workflow management, it must be brought up to date to modern software standards

#### TGPP Online // System usage

The volume of jobs going through the Review system is higher than the Projects side. This is expected since the Project system is used only for jobs managed by the TGPP staff, while the Review system is used more broadly by TMNA marketing associates, legal staff and agencies.



#### TGPP Online // Select respondent's comments

#### Comments on simplifying the user interface and improving the user experience

Rosalie (TMNA Brand Marketing): It has to be something that is much easier to use

#### Ginger (TMNA Legal):

e system seems confusing for many review leaders because people often use the wrong type of review for their project. Also, the fact that our clients try to avoid using it - even though most are comfortable with technology - is a sign that it is not as user-friendly as we would like.

#### Thomas (Saatchi)

It's a fine system, its just old and needs some tweaks/improvement.

#### Ryan (TeamOne):

Needs to be much simpler and quicker to use...the user interference is not straight forward, sending in one document for review is very arduous.

#### Jeffrey (Saatchi):

Ultimately the system is a bit dated which can hinder the review/upload process.

· When filtering the results for Review system respondents who use the system most frequently, the importance of these Q6 Indicate the importance of the following potential improvements, in terms of how they would improve the Important Neutral Not important

### TGPP Online // Potential improvement ratings

three key improvements stand out







### UX/UI UPDATE

 Based on the user feedback and my own heuristic evaluations, a new UI design is in progress.





#### CURRENT SEARCH PAGE

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### **CHALLENGE**

Sprint sends hundreds of emails and direct mail pieces to millions of customers and prospects each year. Preparing content for all those emails and mailings was manual and time-intensive. Sprint requested recommendations for streamlining the process.

### **SOLUTION**

I proposed creating a web application to automate and standardize the operations required to create the emails and direct mail pieces, improving quality, ensuring accuracy, and saving time and money.

## JOHN KUEFLER

### **MY ROLE**

- Project lead
- Business analysis
- System architecture
- Translated business needs into development requirements
- ► UX/UI design
- Technical development oversight
- Documentation and user training/support







### **APPROACH / FEATURES**

- Assembling the elements for an email or direct mails piece (copy, images, legal disclaimers, email subject lines, snippet copy, links and tracking tags) is done via a step-by-step wizard.
- Depending on their roles, users manage different steps (e.g., a graphic artist adds images, a writer adds copy, etc.).
- Built-in workflow moves tasks from one contributor to the next.
- ► The result of the wizard workflow is the creation of a complete "product record" that contains everything required to produce a specific email or printed direct mail piece.



STEP-BY-STEP WIZARD

### JOHN KUEFLER



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**5 POSTING** 

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### **FEATURES**

- Image, disclaimer and tag libraries allow standard elements to be kept up to date and to be efficiently added to each piece via the wizard.
- Finished products are archived in the app database for reference and reuse. Past records are easily found using a custom advanced search feature.



#### PRODUCT RECORD: EM128224 ADD-A-LINE AAA

#### GENERAL INFORMATION

Product Type	Email
Product ID	EM128224
Product Title/Short-Item Desc.	Add-a-Line AAA
Extended Item Description	Email targeting all
Callahan Creek Job #	52812
Agency	Callahan Creek
Launch Window	05/15/12
Batch	2
Launch Date	06/01/12
Offer End Date	07/01/12
New/Update	New
Status	Pending
Assigned to	Isabel Manalo
SMARTworks Version (1st Lvl)	Base
Language	English
Sprint Segment	Mass
SMARTworks Segment (2nd Lvl)	Value-Seeking Family
SMARTworks Type (3rd Lvl)	ААА
Creative Theme/Category	Device
SMARTworks Distribution	National
Sprint MarCom Owner	Bronwyn Skedsvold
Marketing Owner	Aggie Sabala
REFERENCES	1
Reference Job #	48123
Reference Product ID	EM128856
Reference notes	See AAA direct mail piece - in reference folder on serve
File to be Replaced	EM128856

#### CREATIVE

Assignment	Add-a-line/add-a-phone GPO email updated with languar segments.
Target Audience(s)	Value Seeking Families and Techie/Professional
Key Message Points	Add-a-line and stay connected.
Creative Considerations	Team members; Company name.
Variable Headlines	Yes
Variable Images	Yes
GPO Names	Yes
Alt. Imagery	Ergo et fabrica ante celsitudem humil iatur, ante cel situd
Graphic Identifiers Required	AAA
CONTENT	
Subject Line	GPO members: Add a Sprint line and save. Ends 4/14/12
Snippet Copy	Get exclusive AA savings when you add a line to your St
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### A COMPLETE PRODUCT RECORD

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#### SEARCH ENGINE TO LOCATE PRODUCT RECORDS

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DASHBOARD	LAUNCH WINDOWS	PRODUCT RECORDS	REPORTS	LIBRARIES	SEARCH



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Email Samsung Galaxy S II, Epic 4G Touch for 199.99 Base Isabel Manalo Review Proofreader Comments

Inactive Product ID: P125074 Launch Window: 03/15/11 Callahan Creek Job: 54321







### LINK AND TAG MANGEMENT

- One of the features of this app that saves the most time and reduces QA issues is the automated creation of URLs with tracking tags for emails.
- Prior to this app tags were created manually and were often prone to human error.
- ► I clarified the complex formula for tag creation and translated it into requirements for the dev team along with all the other specifications.

LINKS	
HTML EMAIL LINKS	
Header	
Snippet	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
Sprint logo	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
Phones	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
Accessories	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
Digital Lounge	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
Service Discounts	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c648f07e8 + Omniture tagw.facebook.com/sprint
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Body CTA button-Learn	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
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Social Dashboard - Twitter	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
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Legal	
Unsubscribe	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
Privacy Policy	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
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Terms & Conditions	http://sprint.sprintusc.com/unsub/unsub.form?id=4448a5e769cf88c28ca35b2c848f07e8 + Omniture tagw.facebook.com/sprint
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### URLS GENERATED BY THE APP

#### REQUIREMENTS DOCUMENT

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When Product Records are copied from old Products, the system should automatically update all the links on the Links 2 page using the new Launch Window Date and the new Product ID.

14

### after reviewing otype please arything will wond the scope n Creek's Sprint Elz fart files for ters) in each ts for a given on the work. her than relying ormed in linear ds, letters, bill ahan Creek noh Windows are nal pieces al pieces from tions of Products: a unique set of ducts for



### **UI UPDATE**

- The addition of Marketo as a Sprint email platform necessitated the expansion of BOLT to create Marketo emails in addition to those created for their other systems.
- This required a UI and functionality update to modify it to fit the Marketo requirements.

#### ORIGINAL UI



MY QUEUE 03/12/12 | MY QUEUE 04/05/12 | OTHERS 03/12/12 | OTHERS 04/05/12 PRODUCTS ASSIGNED TO ISABEL: 3/12/12 LAUNCH WINDOW

	Product ID Click for detail	Product Title	Batch	Assigned To	Team Member
D)	EM118210	HTC EVO View 4G Tablet	2	Account Manager	Isabel Manalo
	N118213PC	HTC EVO View 4G Tablet	2	Account Manager	Isabel Manalo
	EM118365	Samsung Transform 2 M930	3	Account Manager	Isabel Manalo
D)	N118365PC	Samsung Transform 2 M930	3	Account Manager	Isabel Manalo
D)	EM118210	HTC EVO View 4G Tablet	2	Account Manager	Isabel Manalo
	N118213PC	HTC EVO View 4G Tablet	2	Account Manager	Isabel Manalo
	EM118365	Samsung Transform 2 M930	3	Account Manager	Isabel Manalo
	N118365PC	Samsung Transform 2 M930	3	Account Manager	Isabel Manalo

## JOHN KUEFLER





#### UPDATED UI









### **CHALLENGE**

Over time, Westar Energy's website became out of date. The user experience was poor, the site architecture confusing and the content had grown to hundreds of rarely visited pages. Program managers had created several independent websites. Westar had been looking inward instead of focusing on their customers.

### SOLUTION

I managed a thorough analysis of the sites from users' and customers' perspectives and a corresponding redesign. This resulted in a wholesale revamp of the sites: architecture, UI, navigation, visual branding and customer transactional features.

## JOHN KUEFLER

### MY ROLE

- Project lead
- Business analysis
- Project roadmap
- Information architecture
- ► UX/UI design
- User testing
- Technical development oversight
- Documentation







### SITUATION

- Westar's main website was cluttered with content as a result of competing priorities in the company. Everyone had pet project that was vying for attention.
- ► The site had grown into labyrinth of hundreds of pages of content — much of it rarely viewed.
- A few departments built their own stand-alone websites (MyCircuit for smart meter customers and ElectroGo for people with electric vehicles).
- ► The HR and Investor Relations departments maintained their own sites using third-party platforms.
- ▶ There was a lack of brand consistency.
- Customers' needs were being subordinated the internal priorities.

#### MAIN SITE





HR SITE

### JOHN KUEFLER







#### SITE FOR CUSTOMERS WITH ELECTRIC VEHICLES







▲ INVESTORS SITE



### APPROACH

- The main site and the two stand-alone sites were folded into one.
- The HR and Investors sites which had to remain on separate platforms where reskinned to match.
- Navigation was simplified and content decluttered to correspond to the key reasons people used the site:
  - to pay bills
  - to check on or report outages
  - to start or stop electric service
- All other content was more or less a footnote in terms of traffic volume. Nonetheless, much of that content needed to be maintained, updated and better organized so it could be more easily found when needed.



























### **INFORMATION ARCHITECTURE**

- To achieve the goal of combining the three sites and evaluating the content, I did an in-depth analytics review.
- As a result, the total number of content pages was reduced from over 700 to about 250.
- The remaining content was organized into eight sections based on user research (card sorting).
- The priority (transactional) content was placed in the top navigation.
- Access to all other content pages was intentionally subordinated using a hamburger icon in the header and text links in the footer.



## JOHN KUEFLER



AXURE PROTOTYPE: INFORMATION ARCHITECTURE





My account	Services	Outages	Helpful resource
My account home	Start new service	Report an outage online	Electric vehicles – getti
View and pay my bill	Create an online account	Outage map	Energy efficiency video
Stop service	Deposit information	Preparing for outages	Peregrine falcons
Move existing service	Commercial and industrial services	Report a street light out	ReliabiliTree
More	More	More	More
Community programs	About us	Careers	Contact
Green Team	Westar at a glance	View and apply for jobs	Contact details
Kanza Education and Science Park	Our history	Employee testing	Online contact form
Project DESERVE	News releases	Compensation and benefits	Social media
Scholarship opportunities	Investors	Working at Westar videos	
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### **UI AND CONTENT DESIGN**

- Every aspect of the user interface and content was redesigned to declutter, simplify and focus on what the user is trying to accomplish.
- The new site is completely responsive, functioning equally well on phone, tablet or desktop.
- Third-party components (the bill paying system, outage maps, customer energy dashboards, etc.) were integrated gracefully and reskinned to match the new visual redesign.









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The second secon	Account 0031030967 - 8200 E PAWNEE 416 What type of power outage are you experiencing? <b>*</b>	Your phone number*	What type of power outagyou experiencing?*
Energy crews will quickly on your account is current.	Full power outage Partial power outage	Would you like to receive notifications about this outage?*	Partial power outage Is power out in your neighborhood?*
	Was there a flash or loud noise?*	✓ No Yes, by email	Yes
	No	Yes, by text message	





### DOCUMENTATION

- Over the course of the project I wrote dozens of requirements documents, business rules and style guides.
- I helped design usability testing which was conducted on key transactional and navigation features. I supervised the testing and wrote summaries of the key findings.

#### USER TESTING

#### USABILITY TESTING EXECUTIVE SUMMARY

CLIENT	Westar
DATE	May 14, 2014
JOB NUMBER	54261

METHODOLOGY

Eleven test participants of various ages, household income, experience with online payments and computer/mobile device skill levels were tested individually in one-on-one sessions. Each was asked to perform a variety of tasks on the new Westar website using a desktop computer for some of the tasks and then switching to a mobile device (iPad or smartphone) for the remainder of the tasks. All participants were current Westar customers. Six participants were "single property payers," and five were "multiple property payers." (Summary of participants appears on page 6.)

Tasks the participants were asked to perform included:

- Starting/transferring/stopping service
- Signing up for a new online account
- Starting additional service,Making online payments
- Signing up for automatic payments/average payment plans
- Finding electricity consumption history
- Research energy saving information
- Finding "Call Before You Dig" information
- Finding outage map and reporting an outageChanging account and profile information
- Finding a pay station
- Finding a pay station
   Finding company financial information
- Locating employment information

Many of the tasks were drawn from a JD Powers survey assessing utility company websites.

Participants were also asked to comment on their impression of the site overall, and to compare their experience on the new site with the current Westar site (if they were familiar with the current site.)

Video recordings of all usability tests are available for review if desired.

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### JOHN KUEFLER



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A		<u>B</u> Group Bill Master Account (See note on next page)	<u>C</u> Individual Electric Accounts (See note on next page)	<u>D</u> Neither	E Page includes "Choose Service Address" menu (For multi-account Non-Group Bill customers)
View and Pay	My Bill	х	x		X
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#### STYLE GUIDE



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### RECOGNITION

- The new site received praise from internal audiences and most importantly from customers.
- ► J.D. Power & Associates ranked the site in the top three of 66 U.S. utility websites evaluated.









### **CHALLENGE**

The creators of Greenies<sup>™</sup> dental dog treats developed a new brand with even more advanced dental health benefits: Yummy Combs.<sup>™</sup> They needed to quickly launch a site that immediately established a strong national brand image. This, despite the lack of the full product line that was not yet available at the time of the site launch.

### SOLUTION

I developed an information architecture that allowed the company to easily add products to its brand portfolio over time without changing the site organization. The scope of this project was small allowing me to accomplish the required tasks quickly.

## JOHN KUEFLER

### **MY ROLE**

- ► Information architecture
- UX design
- Wireframe prototype





## YUMMY COMBS

### **INFORMATION ARCHITECTURE**

- After a brief discovery session with the client team and review of similar websites in the category as well as my previous experience with similar sites, I was able to sketch out the site map in short order.
- I typically avoid presenting site maps and user flows to clients in favor of showing interactive wireframes or highfidelity prototypes, which are more easily understood because they mimmic the experience in the browser.









### **WIREFRAMES**

- Based on the approved site map I quickly created an interactive wireframe prototype of the full site.
- ► I picked up elements that had been developed for the new brand (logo, pet photography, product shots and packaging images).
- The wireframe is adaptive and includes desktop and mobile views to guide the graphic design team through all the required elements.



## JOHN KUEFLER



RESPONSIVE AXURE PROTOTYPE: YUMMY COMBS WEBSITE





#### SO MUCH GOOD IN ONE CHOMP-ABLE SHAPE.

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### FEATURES

 On the product detail pages, when users select the desired variety, the images and text refresh accordingly.



## JOHN KUEFLER



WHERE TO BUY





### **FEATURES**

- The client planned to integrate the site with their distributor's database to provide a store locator based on available inventory.
- ▶ I created a mockup based on similar solutions I had used on other sites.
- ► The wireframe includes an illustration of how desktop and mobile headers minimize on scroll.

JOHN KUEFLER

UXWEST





DESKTOP AND MOBILE HEADERS MINIMIZE ON SCROLL





### THE FINISHED SITE

The graphic designer followed the wireframe very closely yielding a beautiful finished product.











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INGENIOUS FLOSSING TREAT

THE WORLD'S BEST, MOST NUTRITIOUS **FLOSSING TREAT** FOR DOGS.

Cleaning your dog's teeth has never been easier or more nutritious. Yummy Combs® dog treats work like dental floss for a more complete cleaning than other dental doggie snacks. With 44% high-quality protein and 12 other wellness ingredients packed into a highly functional shape, you can feel good about giving this treat to your dog every day. Best of all, dogs love the taste! And they come individually wrapped.



THE WORLD'S BEST, MOST NUTRITIOUS FLOSSING TREAT FOR DOGS.

Cleaning your dog's teeth has never been easier or more nutritious. Yummy Combs\* dog treats work like dental floss for a more complete cleaning than other dental doggie snacks. With 44% high-quality protein LIVE WEBSITE



### CHALLENGE

A few years ago, the Tyson<sup>™</sup> Nudges<sup>®</sup> brand dog treats website was not yet mobile optimized. A redesign was planned but was projected to be a 9-12 month process. A temporary solution was needed to fill the gap until a new responsive site was developed.

### SOLUTION

I recommended using some relatively minor CSS and html code changes to adapt the existing non-responsive desktop site to create a stop-gap mobile version. I was able to quickly create an interactive wireframe to show how we could utilize the desktop site elements and reconfigure them for mobile.

## JOHN KUEFLER

### **MY ROLE**

- ► UX/UI design
- Wireframe prototype
- Development oversight





### **PROBLEM/SOLUTION**

- Most website owners recognized the importance of mobile optimization long ago, but there are still a surprising number of latecomers.
- I used elements from the static desktop site to quickly create a mobile wireframe prototype.

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	ALL-AMERIC	AN MEATS







PROBLEM



SOLUTION



#### NUDGES® WHOLESOME DOG TREATS

A paw, a lick, a gentle nuzzle. These are ways your dog shows love. Return the favor by giving your dog Nudges wholesome dog treats. Packed with protein, you can feel good about giving your dog these wholesome dog treats that are made in the USA.

#### ALL-AMERICAN MEATS

Nudges® wholesome dog treats are made from proteins 100% sourced and raised in the USA. These tender, all-natural treats are made from real farm-raised meats with beef, chicken or duck as the #1 ingredient.



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### DOG TREATS

your dog shows love. Return the favor by giving your dog Nudges wholesome dog treats. Packed with protein, you can feel good about giving your dog these wholesome dog treats that are made in the USA.

#### ALL-AMERICAN MEATS

Nudges® wholesome dog treats are made from proteins 100% sourced and raised in the USA. These tender, all-natural treats are made from real farm-raised meats with the #1 ingredient.





### **FEATURES**

- Desktop navigation was replaced with an expandable hamburger menu.
- The prototype was provided to the developers as a simple guide to reconfigure the desktop elements to a mobile-friendly version.





### JOHN KUEFLER





your dog shows love. Return the favor by giving your dog Nudges wholesome dog treats. Packed with protein, you can feel good about giving your dog these wholesome dog treats that are made in the USA.

#### ALL-AMERICAN MEATS

Nudges® wholesome dog treats are made from proteins 100% sourced and raised in the USA. These tender, all-natural treats are made from real farm-raised meats with beef, chicken or duck as the #1 ingredient.



See Walmart.com ratings



dog treats are made from proteins 100% sourced and raised in the USA. These tender, all-natural treats are made from real farm-raised meats with beef, chicken or duck as the #1 ingredient.



WIREFRAME PROTOTYPE











### **CHALLENGE**

Senior citizens are too often the target of online scams. Some older adults fall victim to online predators because they are not aware of the risks. Sometimes that's due to a lack of tech savvy which can be exacerbated if they suffer from dementia. Stories like that were the inspiration for this app.

### SOLUTION

I conceived and design an iPad app to help make the internet simple and safe for seniors with dementia or other age-related challenges. It combines four key computer features in a single app that can be locked down by an administrator to safeguard users.

## JOHN KUEFLER

### **MY ROLE**

- App concept
- Branding
- Project management
- ► UX/UI design
- Technical development oversight
- User training guides and videos
- Website design and development
- Marketing and social media





### FEATURES

- The concept of the app is to limit the user's access to unapproved websites and to protect them from spam and malicious email from unknown sources.
- It's similar to technologies that restrict children's access to unapproved content, only applied to seniors in need of care due to dementia or other agerelated concerns.
- A loved one or caregiver acts as the administrator and configures the app settings to meet the needs of the user.

DESIGNED FOR SENIORS WITH DEMENTIA





### JOHN KUEFLER



#### A LOVED ONE OR CAREGIVER IS THE ADMIN







#### FEATURES

- The app combines an email client, a calendar, an address book and a web browser all in one simple UI.
- Each module is set up and controlled by the administrator (the user's caregiver) and is customized to the user's ability level and needs.
- The administrator can limit the user's iPad to the Simplicity Center app alone using a built-in iOS accessibility feature (Guided Access).







### JOHN KUEFLER



#### APP USER VIEW

	Web номе 🕇		
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		YouTube	
		WebMD	
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APP ADMIN VIEW







### SCOPE OF WORK

- I created a high-fidelity prototype showing app screens and user flow (responsive for both landscape and portrait iPad orientations).
- ► I developed a series of video tutorials and PDF guides for administrators and app users.









#### **SCOPE OF WORK**

- ► I designed and developed a WordPress site to promote the app and explain its features and benefits.
- The site housed admin and user videos and PDF guides as well as FAQs and a blog.



## JOHN KUEFLER



Home Features Screenshots FAQs User Guide Videos Blog

### It gives me peace of mind knowing she's safe online



#### Get Simplicity Center on the App Store



Simplicity Center is four apps in one - you can use one, two, three or all four. Learn more about the features.





Admin allows only An address book of trusted preselected websites or may contacts is managed by the





#### 🚺 Simplicity Center Home Features Screenshots FAQs User Guide Videos Blog Compare Computer Solutions for Senior Citizens

What's the best computer for senior citizens? There are a broad range of options available to help seniors by providing simple technology. Most of the options are complete computers designed to be simpler to use, have easier controls, larger tex and other features that are more "senior friendly" than standard computers. Simplicity Center is an iPad app that provides many of the same benefits - and more - less expensively.



The table below shows how Simplicity Center stacks up against some of the other leading products available.

	Simplicity Center	Telikin	MyGait	Claris Companion	Claris Compa App
Description	iPad app	Complete dasktop or laptop computer	Complete desktop computer	Specially-designed tablet	Android app
Simple to Use	Yes	Yes	Yes	Yes	Yes
Email	Yes	Yes	Yes	Yes	Yes
Web Browsing	Yes	Yes	Yes	Yes	Yes
Address Book	Yes	Yes	Yes	Yes	Yes
Calendar	Yes	Yes	Yes	Yes	Yes
Video Chat	No (but available using other iPad apps)	Yes	Yes	Yes	Yes
Photo and Video Sharing	Yes, but only through the web browser	Yes	Yes	Yes	Yes
Protects from spam and online scams	Yes	No	No	No	No
Cost	\$5.99	Models from \$699.00 to \$1,079.00	\$99.00	Tablet \$349.00; WiFi Tablet \$549.00; 4G Tablet \$649.00	N/A (Monthly fee o
Monthly Fee	None	Optional \$9.95 support	\$19.99	\$29.00 (\$49.00 with 4G data plan)	\$29.00

All the solutions provide a simplified computer experience for seniors. All of them help with age-related challenges including poor eyesight and reduced dexterity. While everyone's needs and preferences are different, Simplicity Center has a number of unique advantages, including:

- · Lowest cost
- · No ongoing monthly fee
- · No account sign up • The only solution that is designed primarily with the caregiver in mind. As such,

the app protects the user from potentially harmful spam and online scams. Explore our website to learn more about Simplicity Center's features.





Follow us, ask questions or share our Simplicity Center experience f 🎔 🛗 in 🕫 🖇





### PROMOTION

- ► I promoted the app with Google Adwords and on five social media channels.
- The app was featured in a story on the PBS Next Avenue website.







Simplicity Center App March 19 · 🚱

Looking for a computer designed for senior citizens? Many are "senior friendly" but only Simplicity Center is designed primarily with the caregiver in mind. It's ideal for seniors who need extra help - especially those with dementia. And, it's the least expensive option. Check this comparison: ht... See More











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Simplicity Center @Simplicit... 4/14/16 How can *#seniors* get simple, safe tech & online experiences (even those with #dementia)? bit.ly/ 1y34oCQ



the DAWN Method @theDA... · 1/22/20 Sector When we are with people who have #dementia, we need to supply each piece of information for them in a way that is natural and companionable rather than directive, condescending, or judgemental. thedawnmethod.com





#### NEXT AVENUE STORY





## WEBSITES

 In roles ranging from UX designer, creative director, graphic designer and writer to technical architect and project manager, I've created or managed dozens and dozens of web projects from simple sites to complex online applications.





## BRAND EXPERIENCE

Some of the many brands I've worked with.









## PLATFORM EXPERIENCE

► I'm well-versed in WordPress, but I've done UX design and created content for numerous other CMS systems, ensuring accuracy and pixel-perfect quality that's tailored to each site's technical requirements.









User experience design and content creation



## UXWEST.COM