PIECES
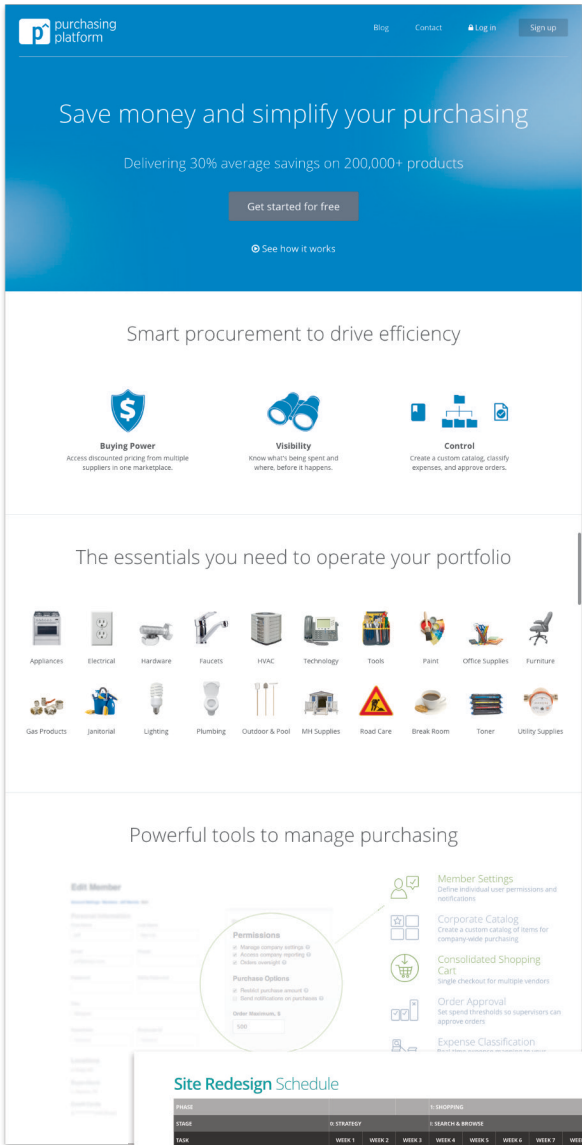
A COLLECTION OF WORK FROM **LEN PEREZ**

PURCHASING PLATFORM

SYNOPSIS:
w / Timeline
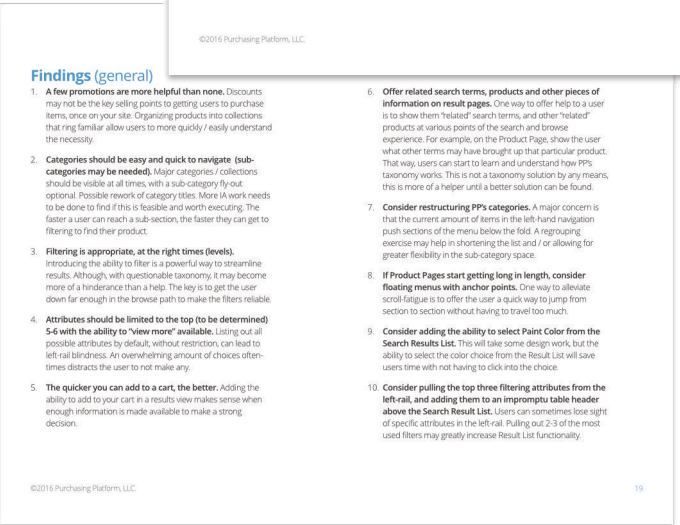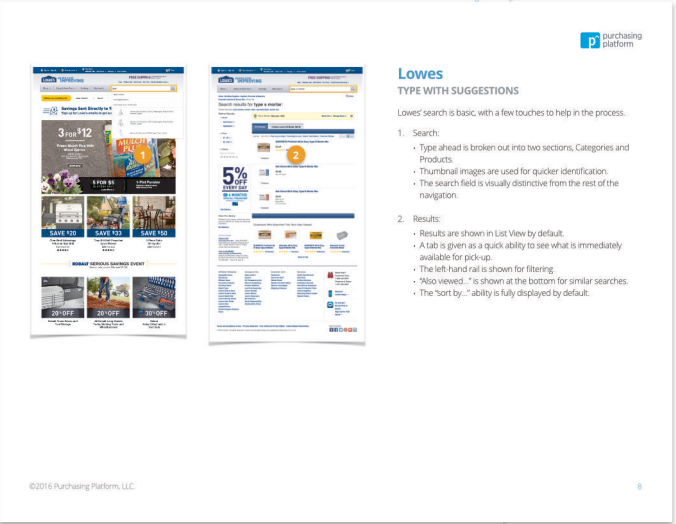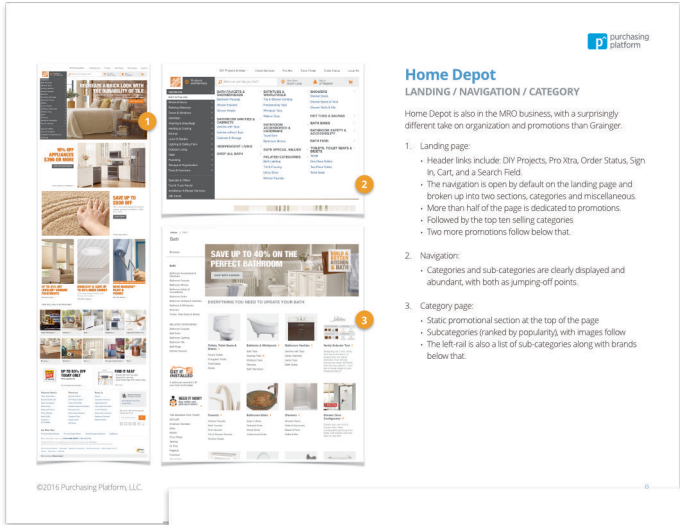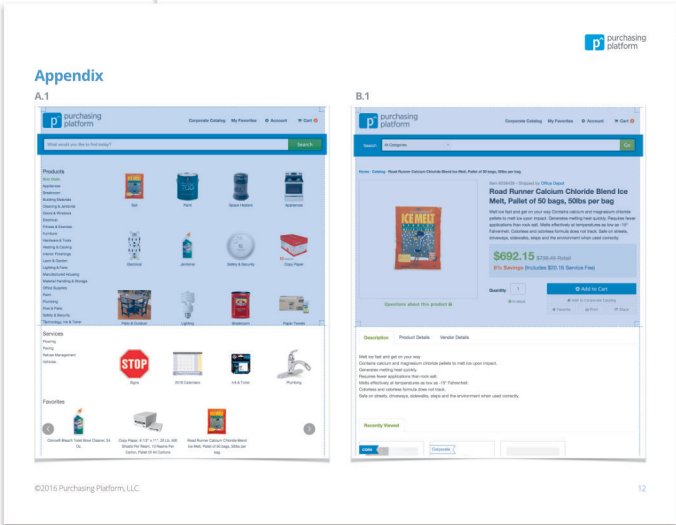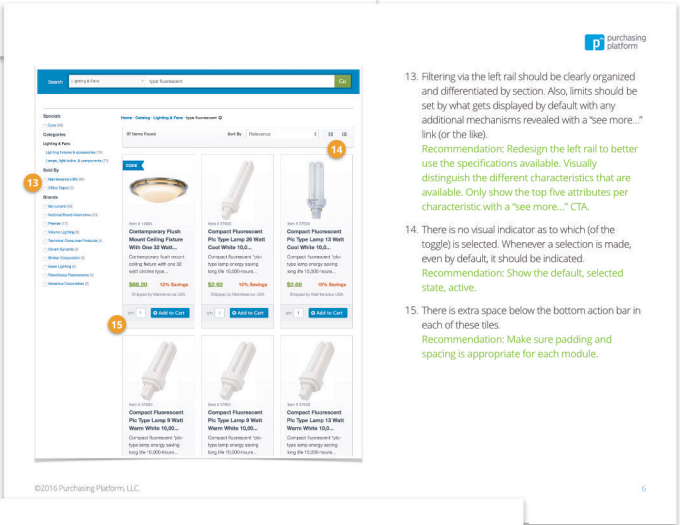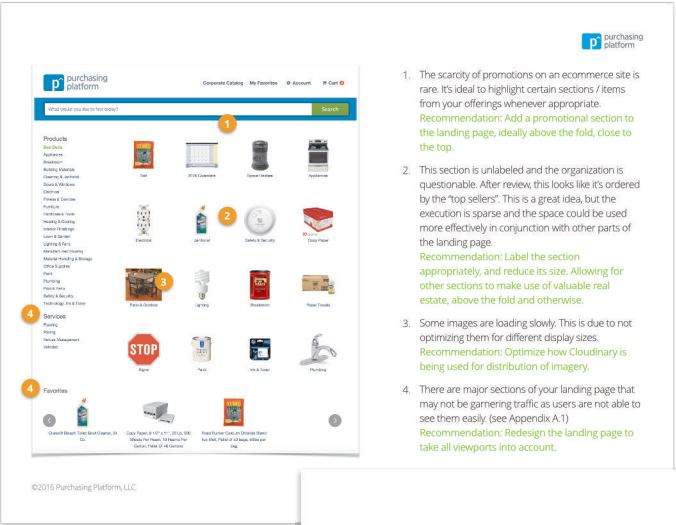Development

I was tasked with redesigning the a complete eProcurement platform from search & browse through to checkout.The process starts with an understanding of timing and resources needed to completion with KPIs and strategic goals in place.

PROCESS:
Heuristic

Understanding the current site's pain-points and technical (development) challenges is key in setting the correct approach to decision-making for interaction design and overall page structure, content, and hierarchy.

PROCESS:
Competitive /
Comparative
Analysis

Gathering insights from other market competitors and like-minded establishments can further glean best practices and allow for proof-in-practice methodologies that were needed for this client.

PURCHASING PLATFORM

PROCESS:
Persona Development

Personas are needed to get a better understanding of your user base and the needs that different groups of people need to use your site effectively. These descriptors are ever-changing, and can leverage reasoning behind interaction and layout decisions.

PROCESS:
Storymapping

Storymaps were then created to who streamlined user-flows through the site. Indicating what components, on the back-end, would need to be linked in for what pages and steps in the process.

PROCESS:
Heat Mapping

Heat maps were used to get insights in to how the users were navigating the current site structure. Indicating what was being used the most, and what the users felt was the necessary portions to get through the site.
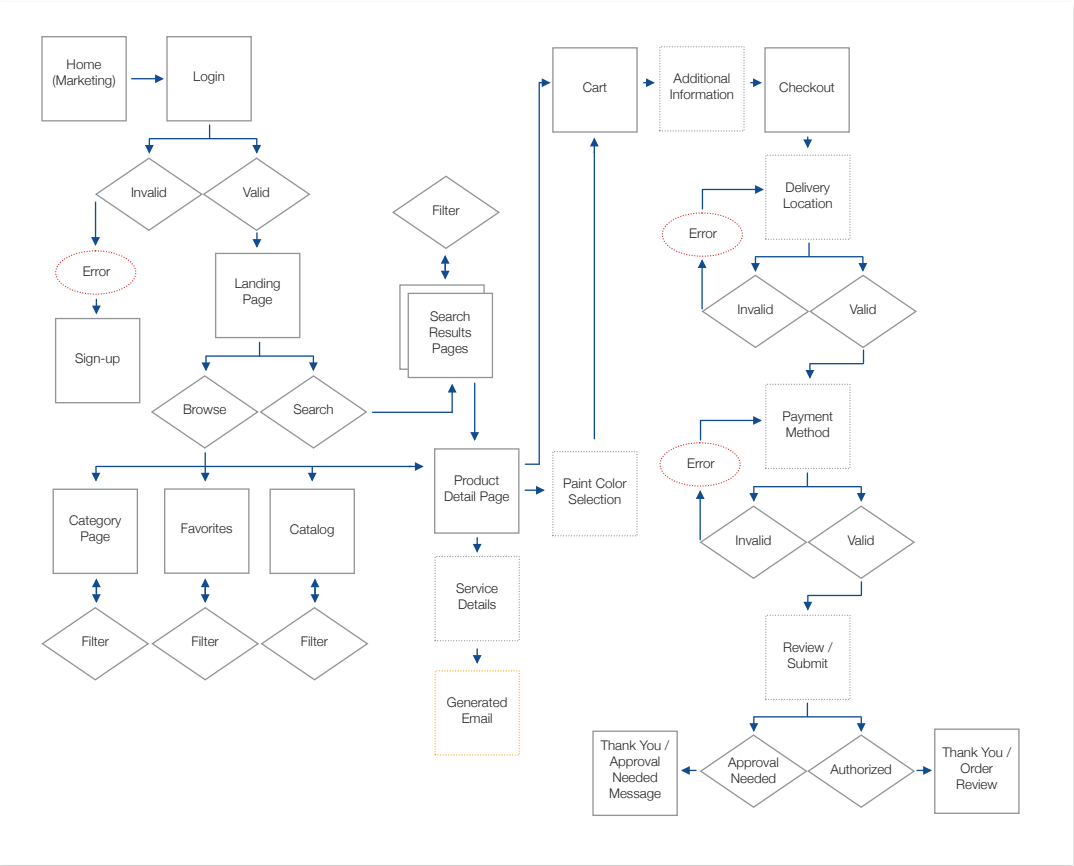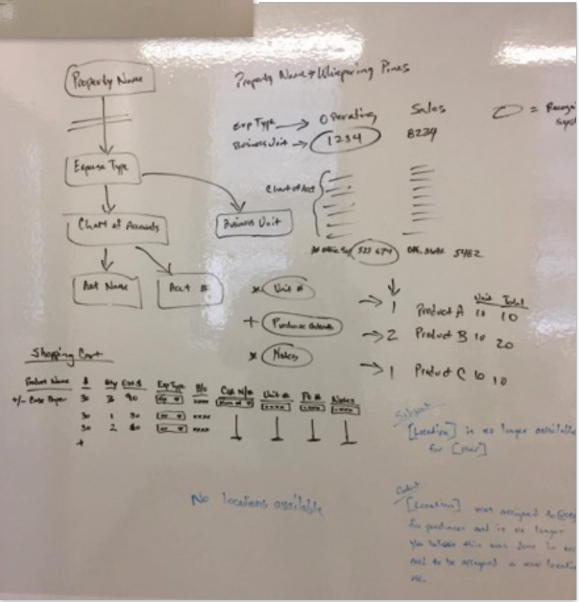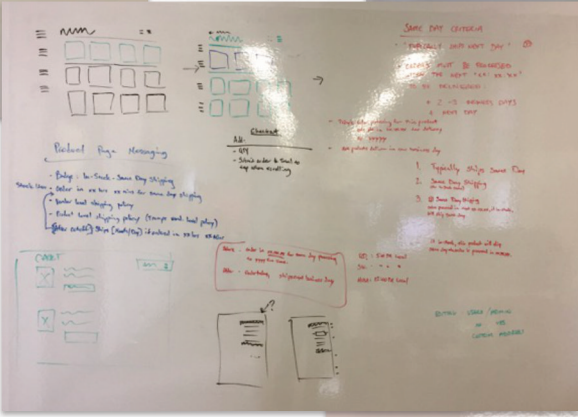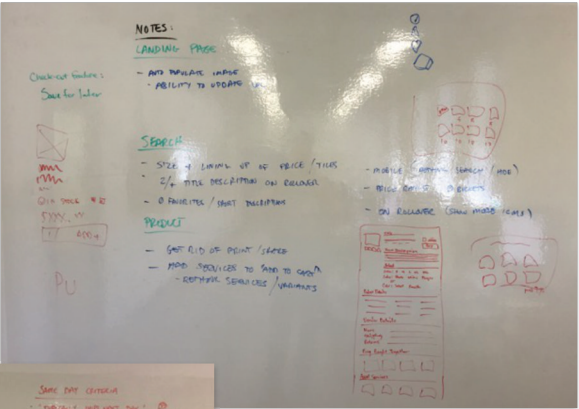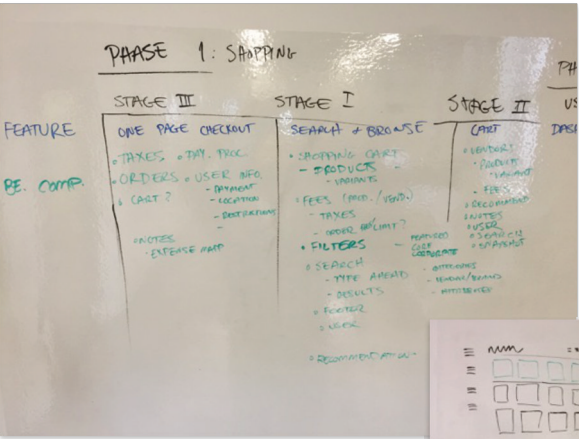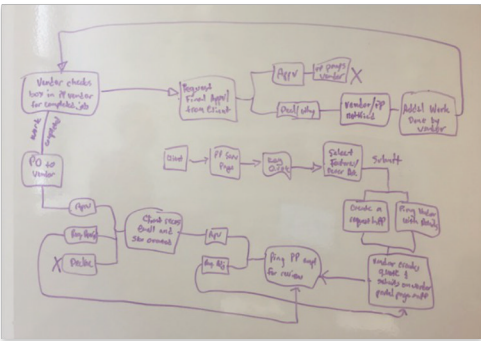
PURCHASING PLATFORM
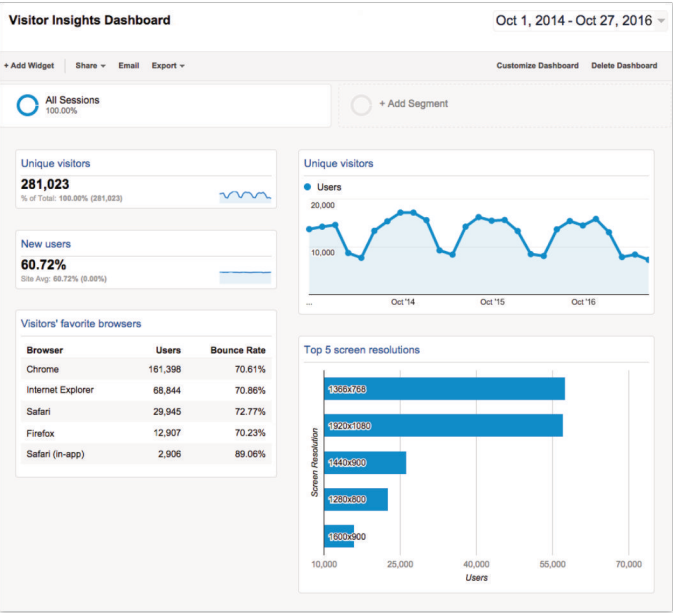
PROCESS:
Analytics

Diving deeper into the numbers allows us to aid in making key decisions about our user base. Such as: what screen sizes were being most utilized, what were the bounce-rates of users, and when where were they dropping off. We could also chart purchasing habits to aid in marketing.

PROCESS:
User Flow

User flows are generated to show where challenges were, to understand where processes could be streamlined to allow for the quickest, and simplest route to a successful conversion.

PROCESS:
Whiteboarding

Heavy use of sketching on whiteboards to quickly facilitate ideas, and go through interaction iterations, where the group could get together and discuss design decisions was crucial.

PURCHASING PLATFORM
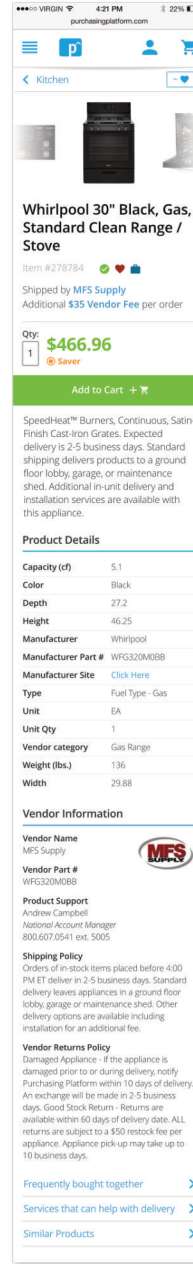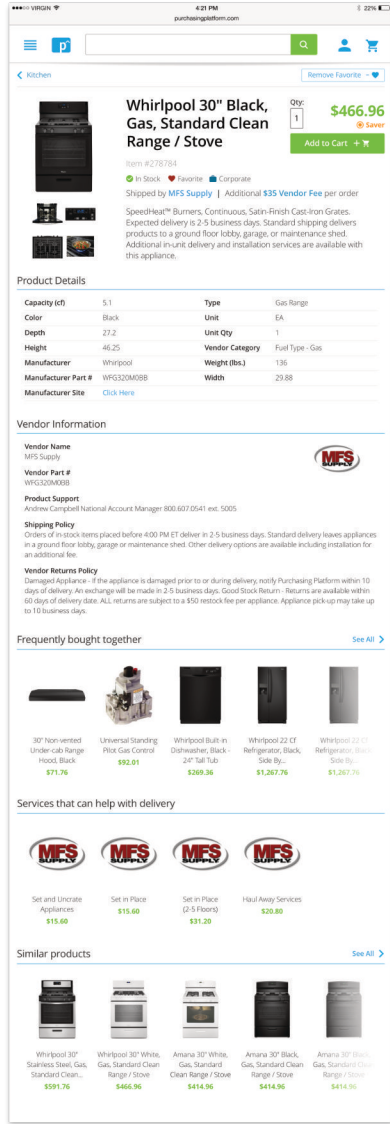
DESIGN:
Lo-Fidelity Wireframing / Prototyping

Next, lo-fidelity wireframes and prototypes were created to better understand page structure and user interactions. Here the team gets a better feel for the flow of the site and can hammer out any additional limitations not seen earlier.
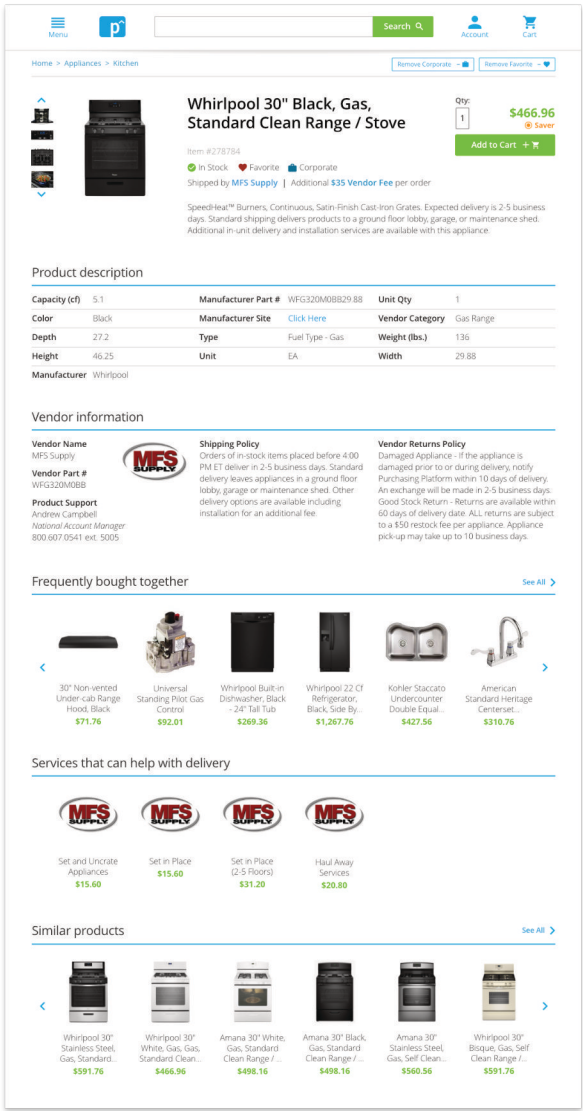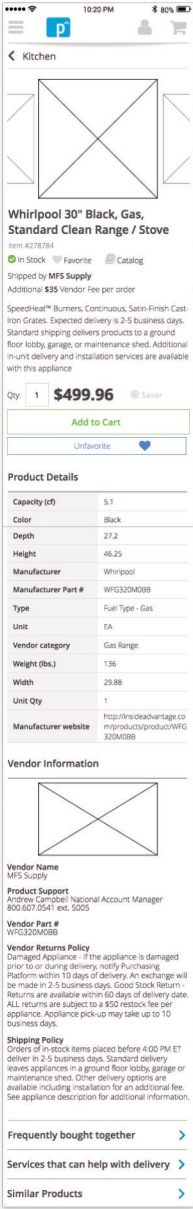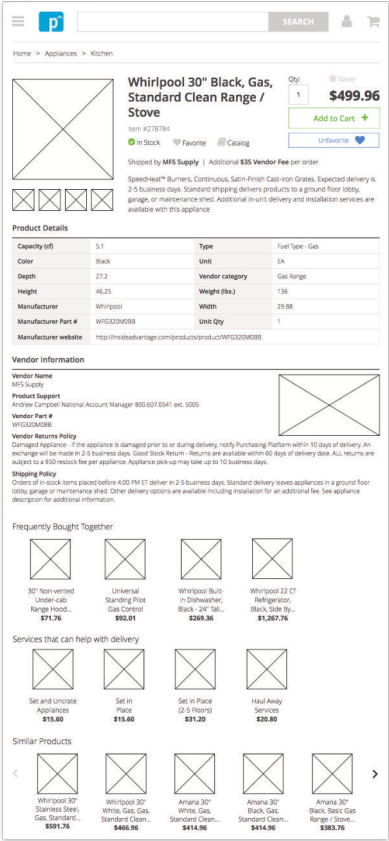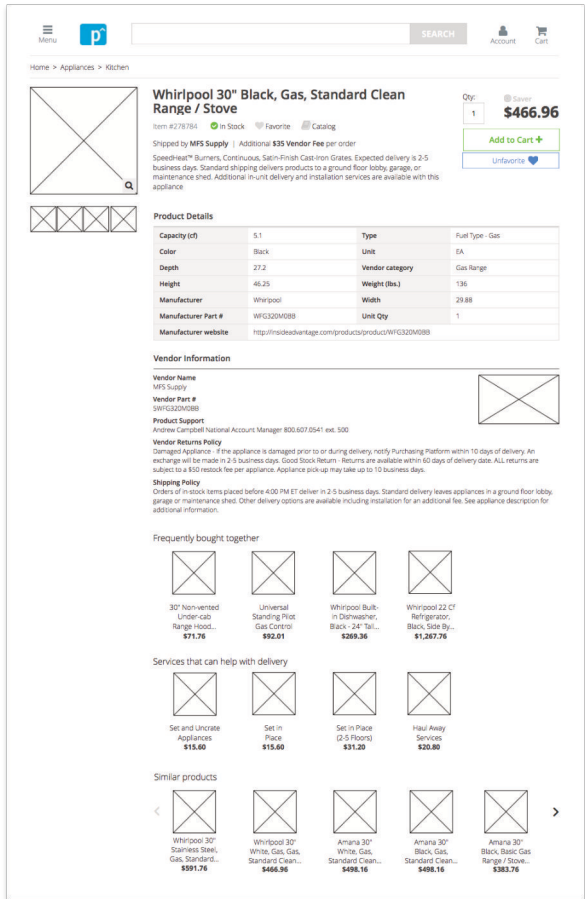
DESIGN:
High-Fidelity Comps.

Finally, high-fidelity comps are created. Using the established style-guide as a reference, the team gets a real feel for how the site will look and behave on different platforms and screen-sizes.
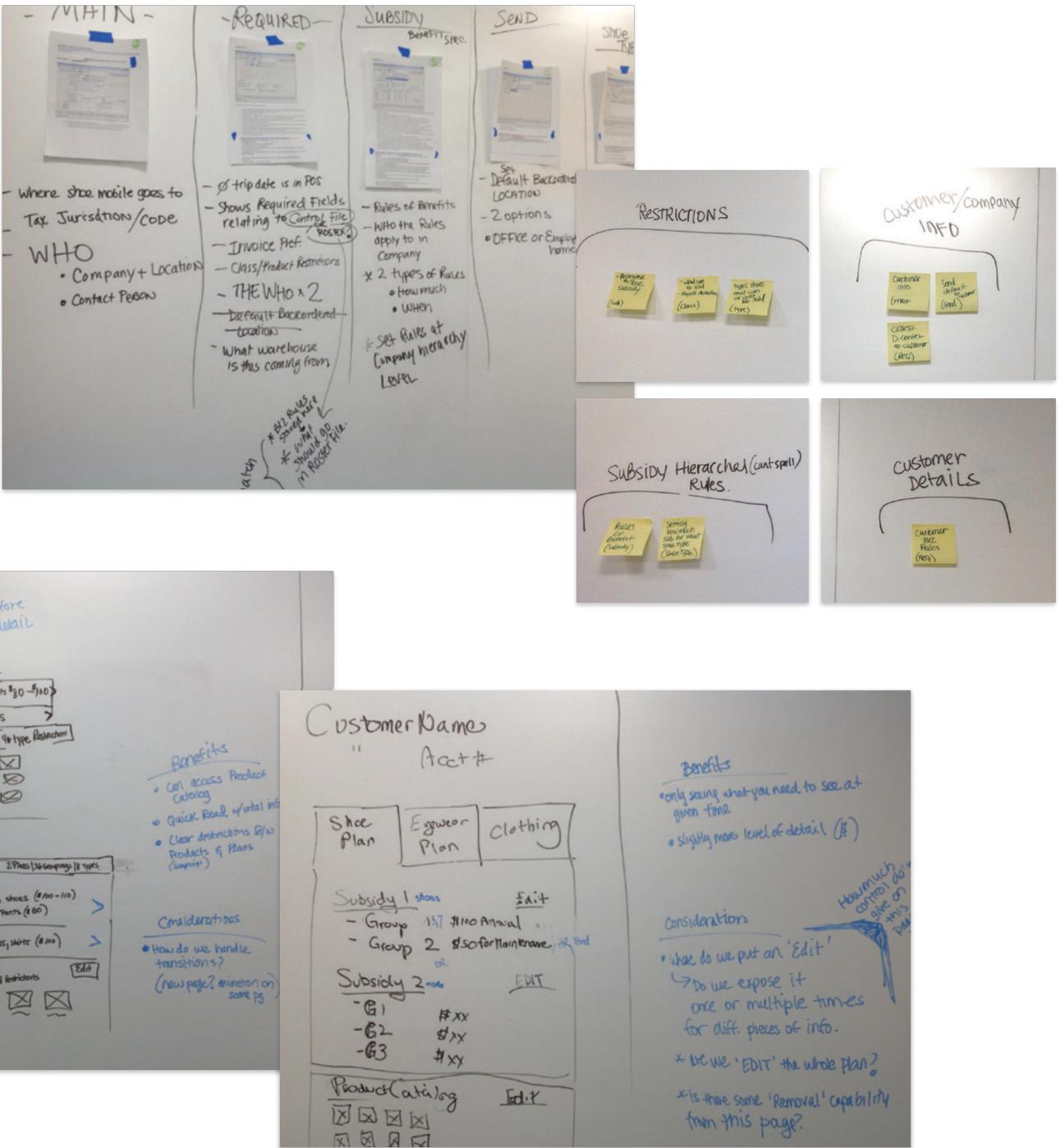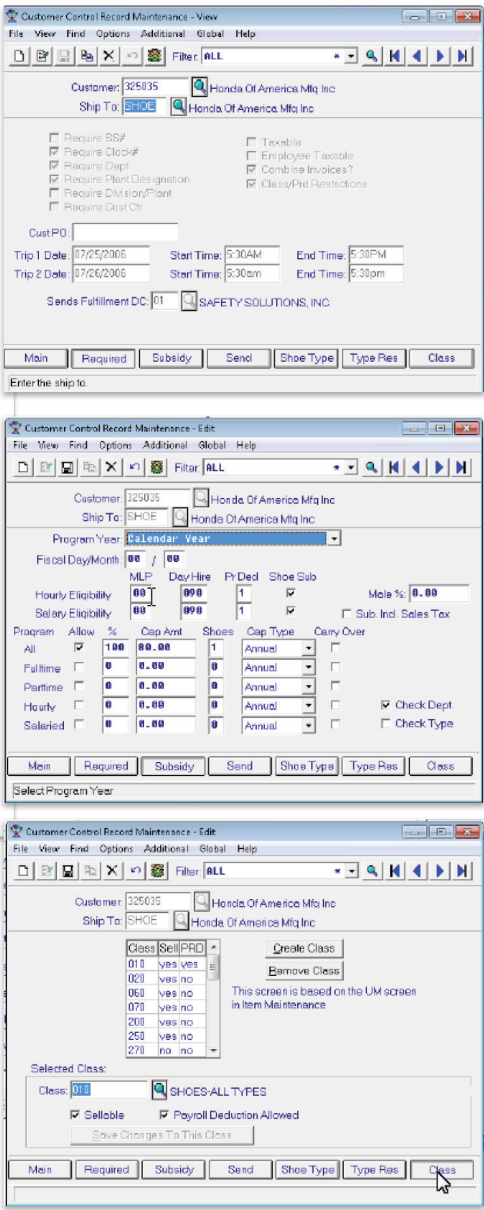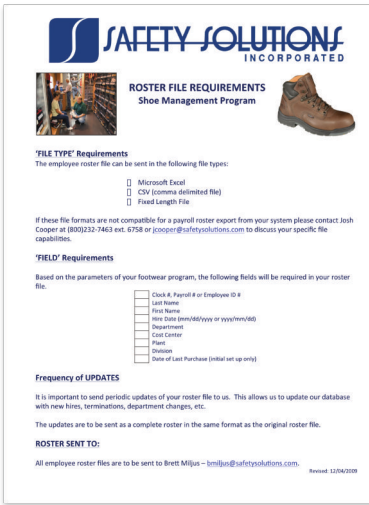
GRAINGER

**SYNOPSIS:** Grainger had recently acquired a proprietary benefit management tool that handlded a specific channel for their clients. They needed to upgrade its scalability to handle a variety of additional channels to cover all of the company's offerings.

PROCESS: Heuristic

We first needed to get a thorough understanding of the system's components and what purpose each item served in completing the process.

PROCESS: Extrapolation & Simplification

Whiteboarding with the team allowed us to quickly iterate through ideas as to how to restructure the components so that they could be easily interchangeable while simplifying the interactions needed to enter and retrieve information.

GRAINGER
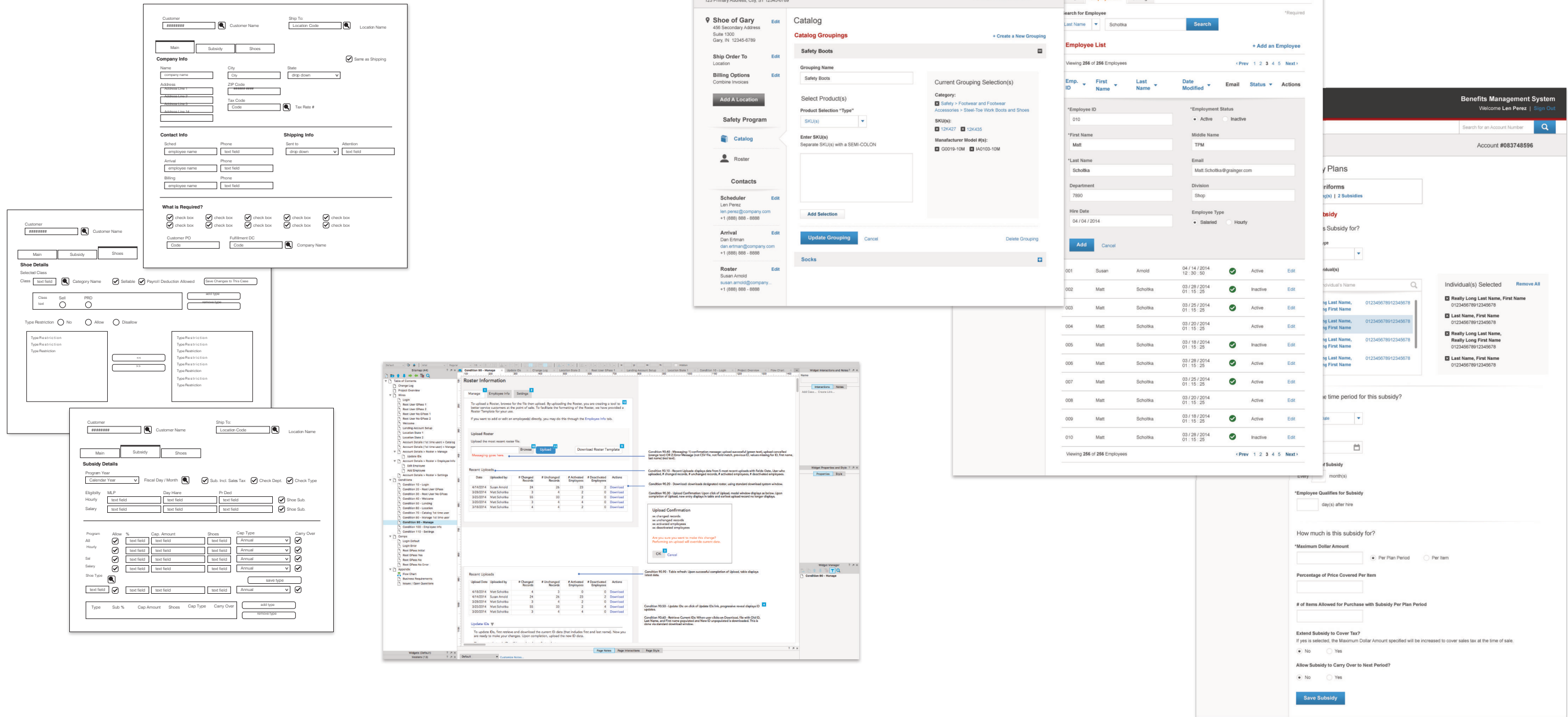
DESIGN:
Basic
Wireframes

Wireframes were then created and further iterated to allow for simple interactions to be tested and vetted with the team and stakeholders to ensure that all avenues and scenarios were being addressed.

DESIGN:
Advanced
Wireframes

Once the basic structure and functionality of the application was agreed upon, more detailed wireframes were created along with annotations and variants.

DESIGN:
High-Fidelity
Comps

In conjunction with the second set of wires, creating high-fidelity comps allowed us to see "real-world" views of visual hierarchy to make sure that all information was being presented as clearly as possible.
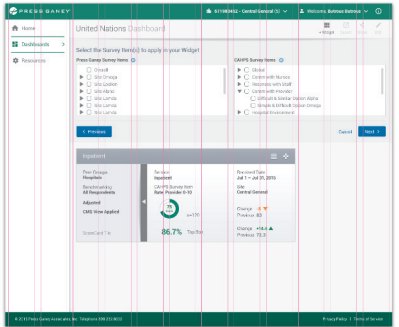
PRESS GANEY

SYNOPSIS: Press Ganey needed to have a Style-Guide and Specification Document created for their second generation user dashboard and medical community web software suite.

DESIGN: Style Guide
Using the corporate Style guide as a starting point, I was able to create a secondary color palette for the suite of applications. Working with UXAs, We created a grid system to base the components on.

DESIGN: Spec. Docs
Working with UXAs and Development, I designed the look and feel of the widget creator, dashboard, widgets and web pages for the product.

PRESS GANEY

DESIGN:
Dashboard Widgets

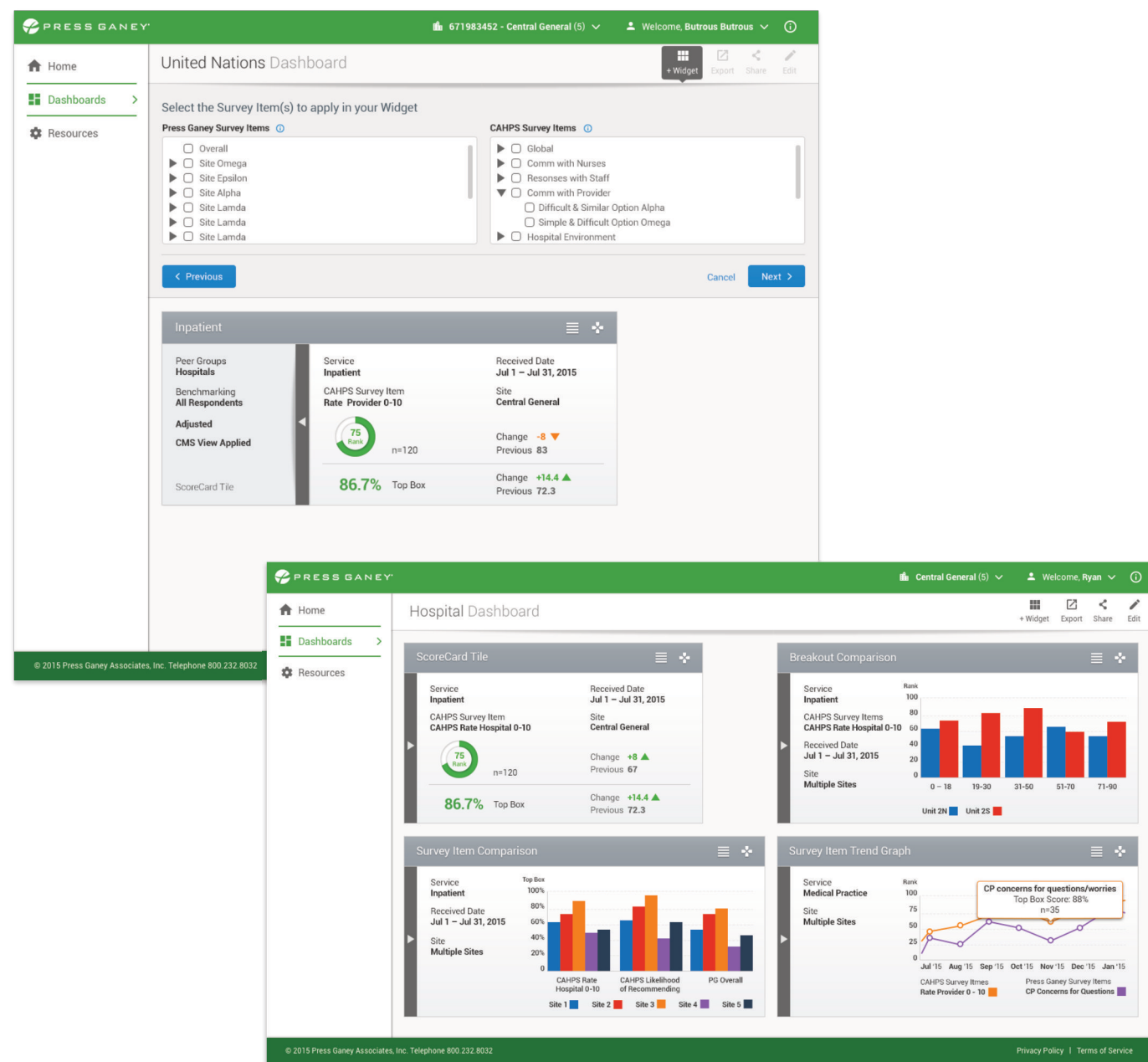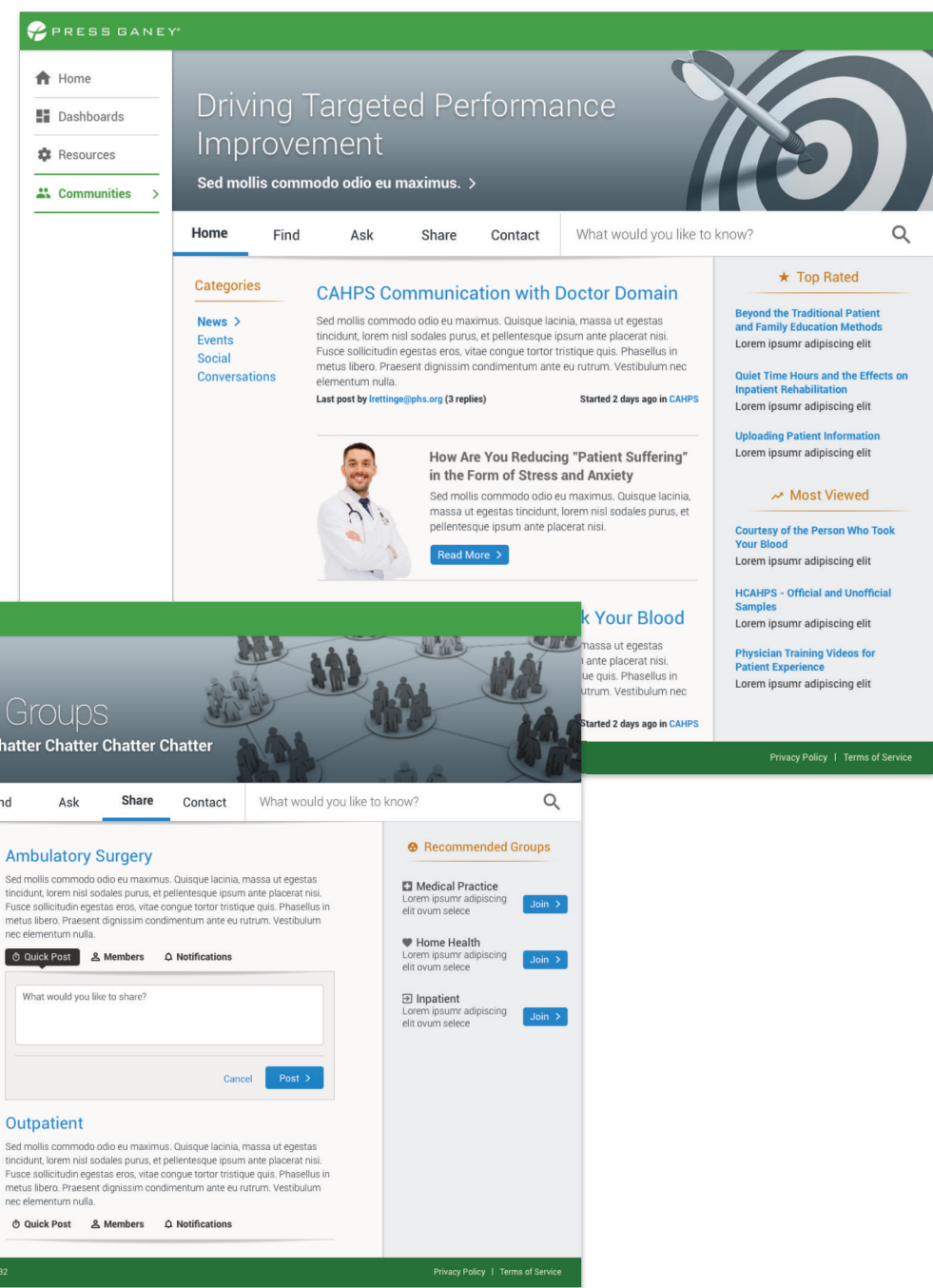The design of the widgets needed to be distinctive, crisp and clear, as there was an abundant amount of information that needed to be displayed in a very concise manner that was understandable in quick bites.

DESIGN:
Community Web Pages

The Communities portion of the suite was a little more traditional in layout and structure, but needed to be flexible enough to handle a variety of different components and scenarios that were scalable.

CONTACT

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