

#### And the second s uestionable. After review, this looks like it's ordere by the "top sellers". This is a great idea, but the ecution is sparse and the space could be used ore effectively in conjunction with other parts of he landing page. Ţ 17.3 ne images are loading slowly. This is due to n mizing them for different display sizes. 4 Favorit There are major sections of your landing page that 2 TRUCK nay not be garnering traffic as users are not able t ee them easily. (see Appendix A.1) 0 ter ter der ber p purchasing platform 13. Filtering via the left rail should be clearly organized and differentiated by section. Also, limits should be set by what gets displayed by default with any additional mechanisms revealed with a "see more..." Specials Collegaries Callegaries Callegaries Callegaries Callegaries Callegaries Callegaries link (or the like). 14 Lever, deni Lever, deni Soc Py 133 - Reversors Oncorrect Concorrect Concorrec -0 14. There is no visual indicator as to which (of the Contemporary Flush Mount Ceiling Fature With One 32 Watt... Inni 12201 Compact Pluoneocent Pilo Type Lamp 13 Walt Cool White 18,0... Compact fearmoret typin frag into annoy saving long its 10,000-hout... Compact Placescent Pic Type Lamp 26 Watt Cool White 10,0... oggle) is selected. Whenever a selection is made even by default, it should be indicated. 568.20 15. There is extra space below the bottom action bar in 13 each of these tiles. Inn 4 2020 Compact Fluorescent Pic Type Lamp 9 Watt Warm White 10,00... Compact fluorescent "pic-type lamp energy saving Investment Planmager Compact Fluorescent Pic Type Lamp 9 Watt Werm White 10,0... Compact Fluorescent Vir Compact Fluorescent Vir Compact Fluorescent Vir Speciary and Planmager Investment Stationary Stationary Stationary Investment Stationary Stationary Stationary Investment Vironary p purchasing platform Appendix Findings (general) not be the key selling points to getting us p purch platfe Filtering is appropriate, at the right 8 12.00 b 1 0 0

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iding page, ideally above the f

**PROCESS:** Heuristic

p purchasing platform

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.

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## **PROCESS:** Competitive / Comparative

Analysis

**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.



#### purchasing platform

### Home Depot



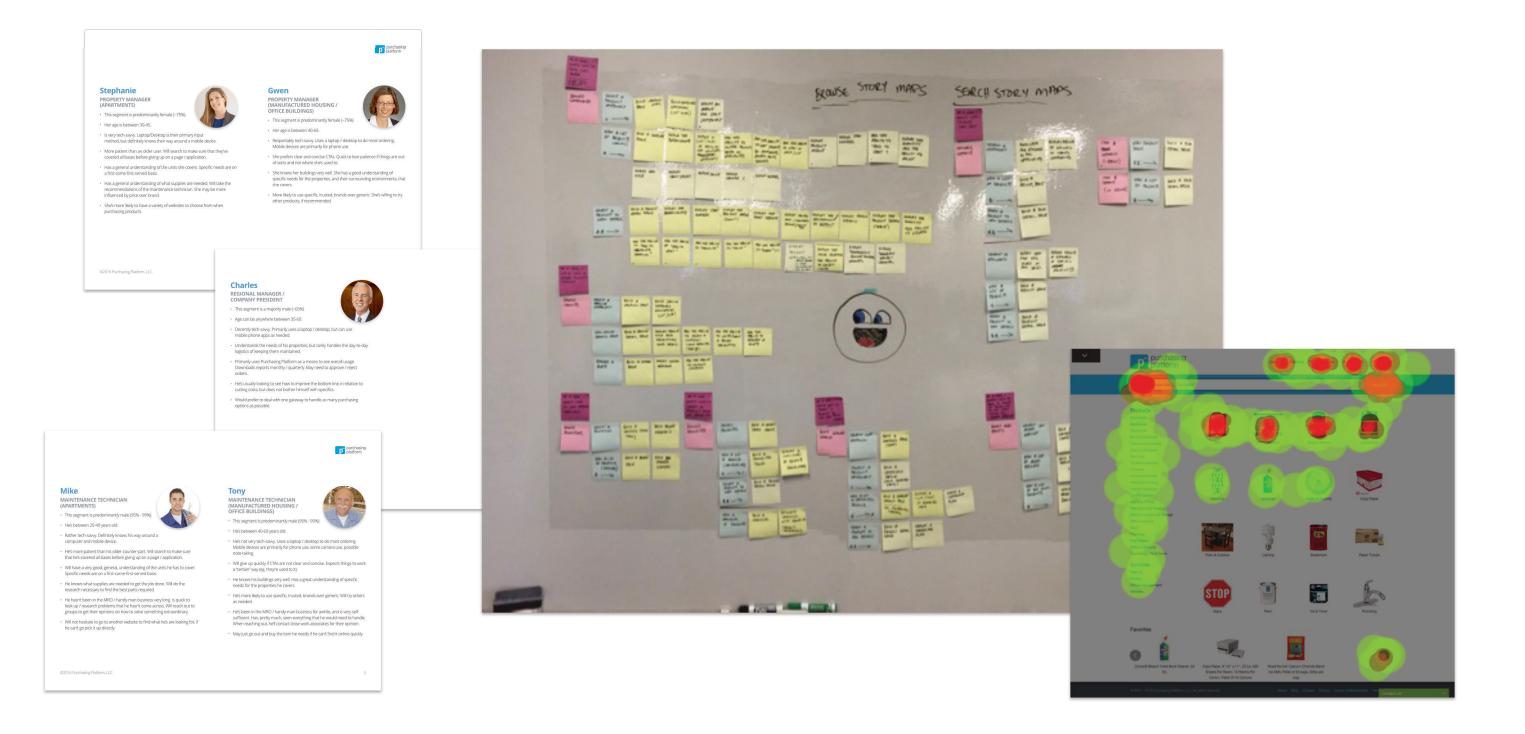


#### Lowes

p purchasing platform

- Offer related search terms, provide a search terms, and other 'related to the search terms, and other 'related to the search terms.
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- er adding the ability to select Paint Color from
- ft-rail, and adding them to an impromptu table header bove the Search Result List. Users can sometimes lose sig

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.



# **PROCESS:**

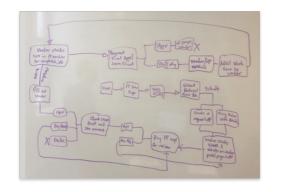
Persona Development Personas are needed to get a better understanding of your user base and the needs that different groups of people need to use your site effectively. These descriptors are ever-changing, and can leverage reasoning behind interaction and layout decisions.

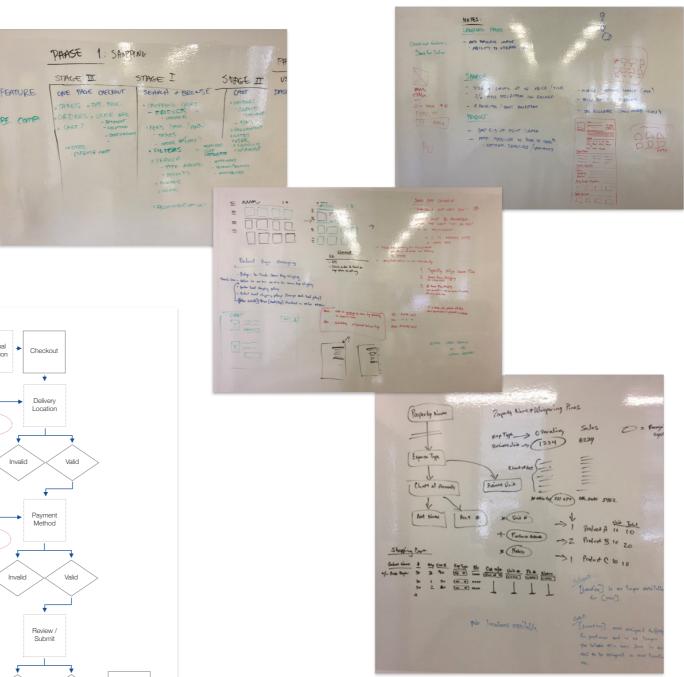
### PROCESS: Storymapping

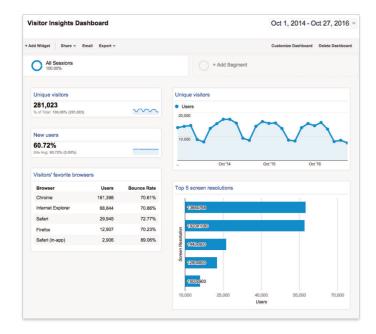
Storymaps were then created to who streamlined user-flows through the site. Indicating what components, on the back-end, would need to be linked in for what pages and steps in the process.

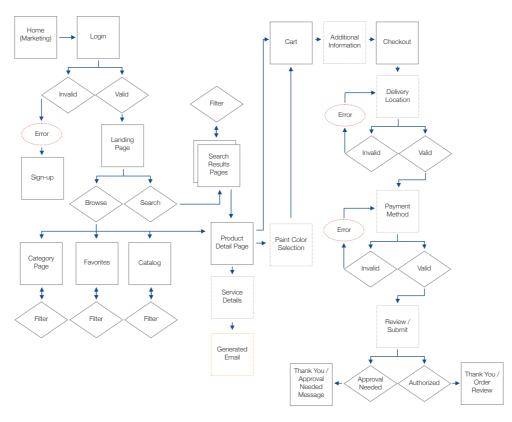
### PROCESS: Heat Mapping

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.









## 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.

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### 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.





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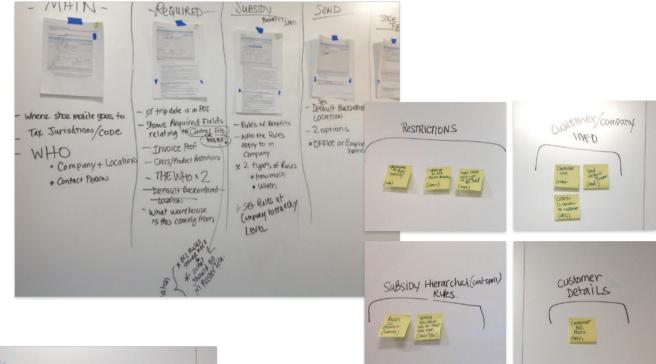
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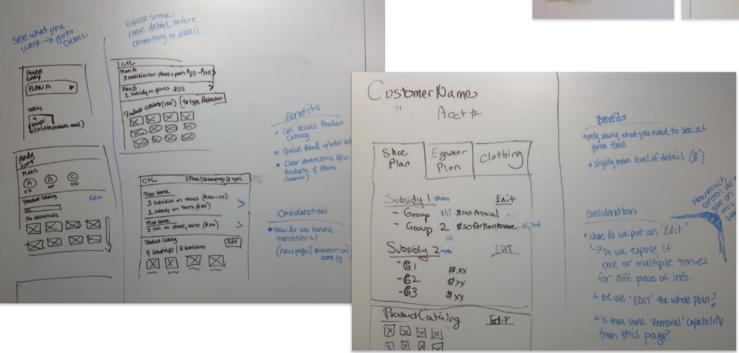
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Grainger had recently acquired a proprietary benefit management tool that handlded a specific channel for their clients. They needed to upgrade its scalability to handle a variety of additional channels to cover all of the company's offerings.

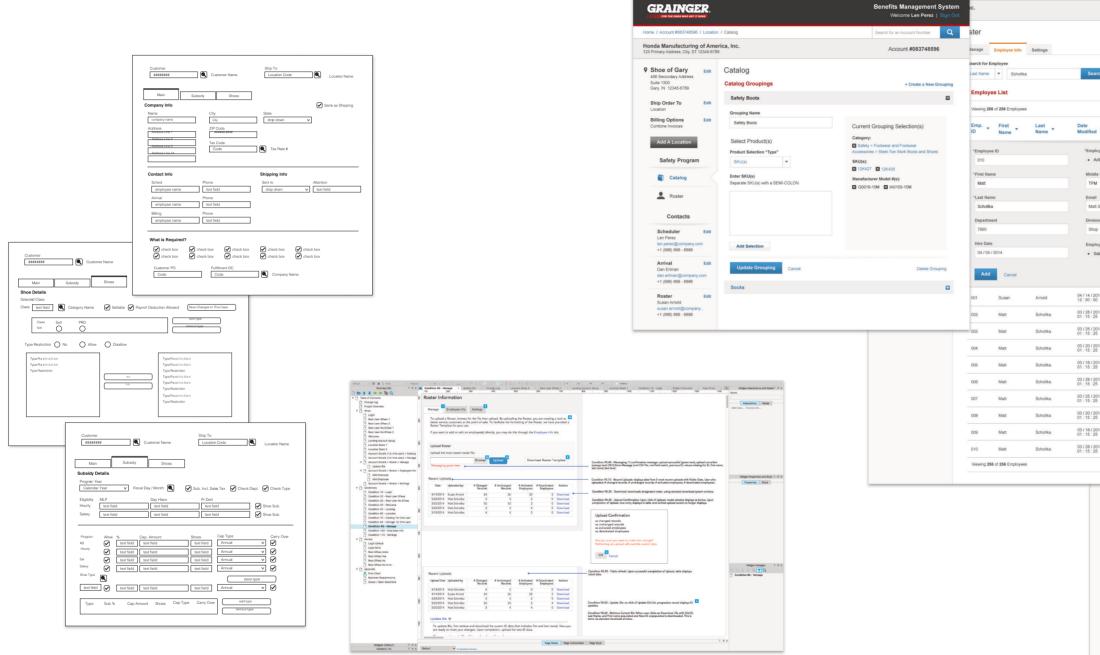
**PROCESS:** Heuristic

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

# **PROCESS:** Simplification

Whiteboarding with the team allowed us to quickly **Extrapolation &** 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



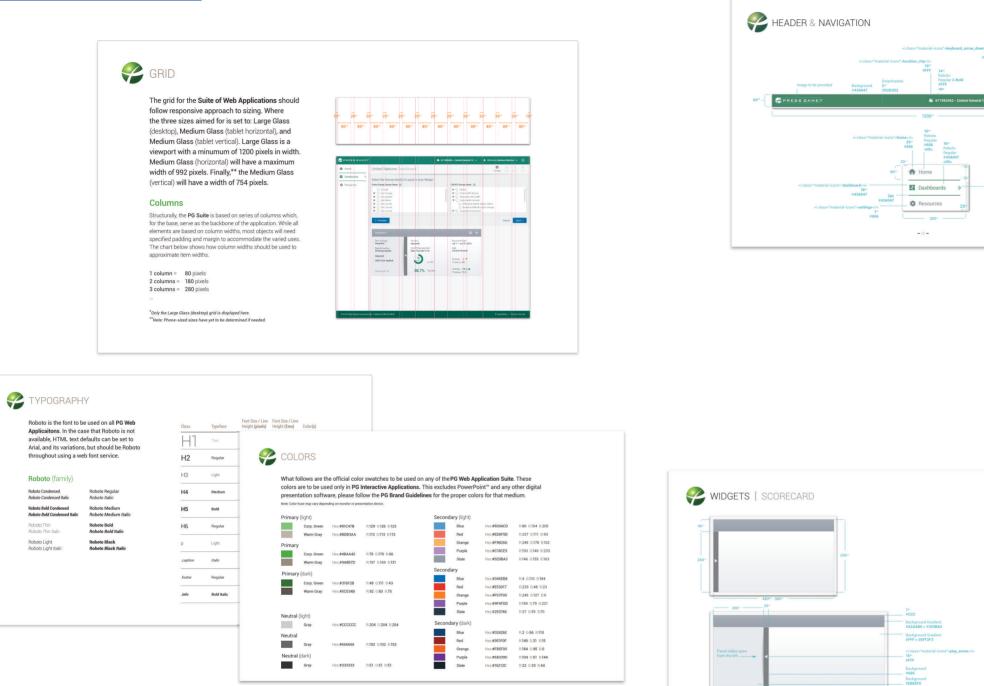
**DESIGN:** Basic Wireframes Wireframes were then created and further iterated to allow for simple interactions to be tested and vetted with the team and stakeholders to ensure that all avenues and scenarios were being addressed. DESIGN: Advanced Wireframes Once the basic structure and functionality of the application was agreed upon, more detailed wireframes were created along with annotations and variants. **DESIGN:** High-Fidelity Comps

GRAINGER.

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

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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.

- IV -

DESIGN: Spec. Docs

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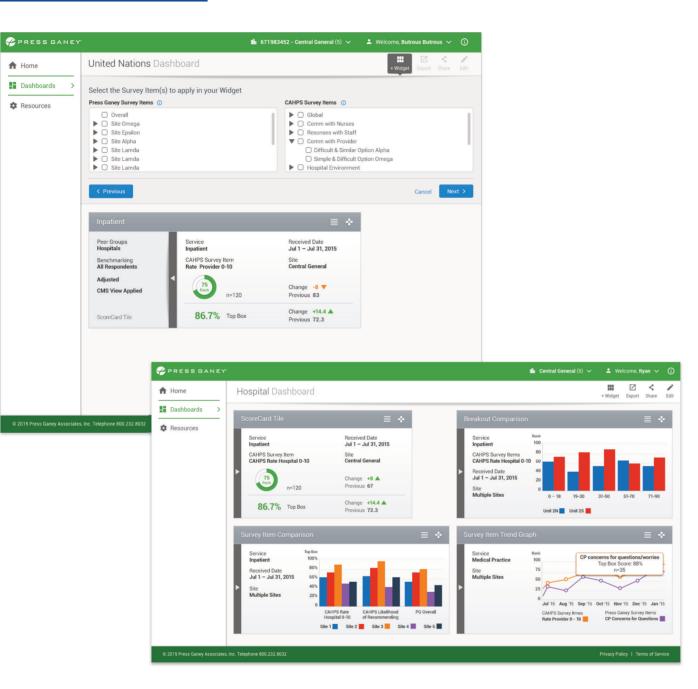
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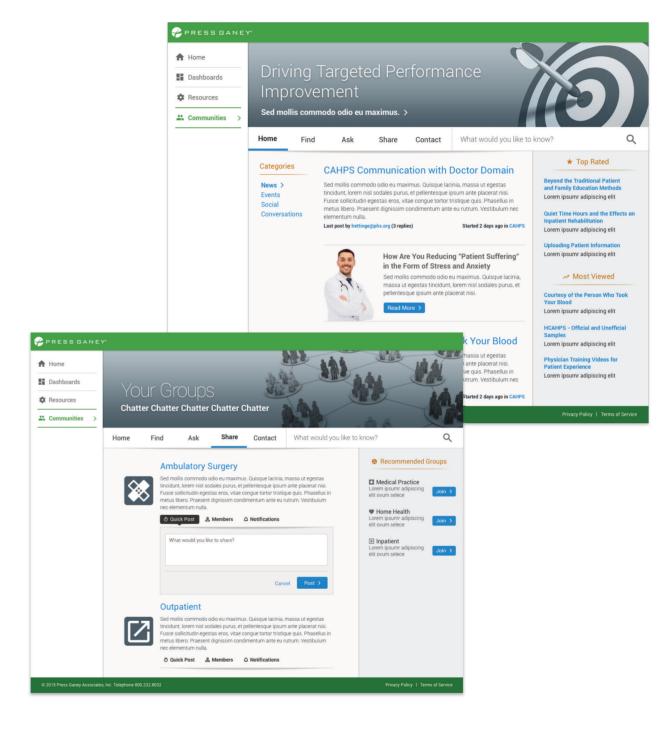
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Working with UXAs and Development, I designed the look and feel of the widget creator, dashboard, widgets and web pages for the product.







**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.



