

USER EXPERIENCE DESIGNER

2016

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A B O U T

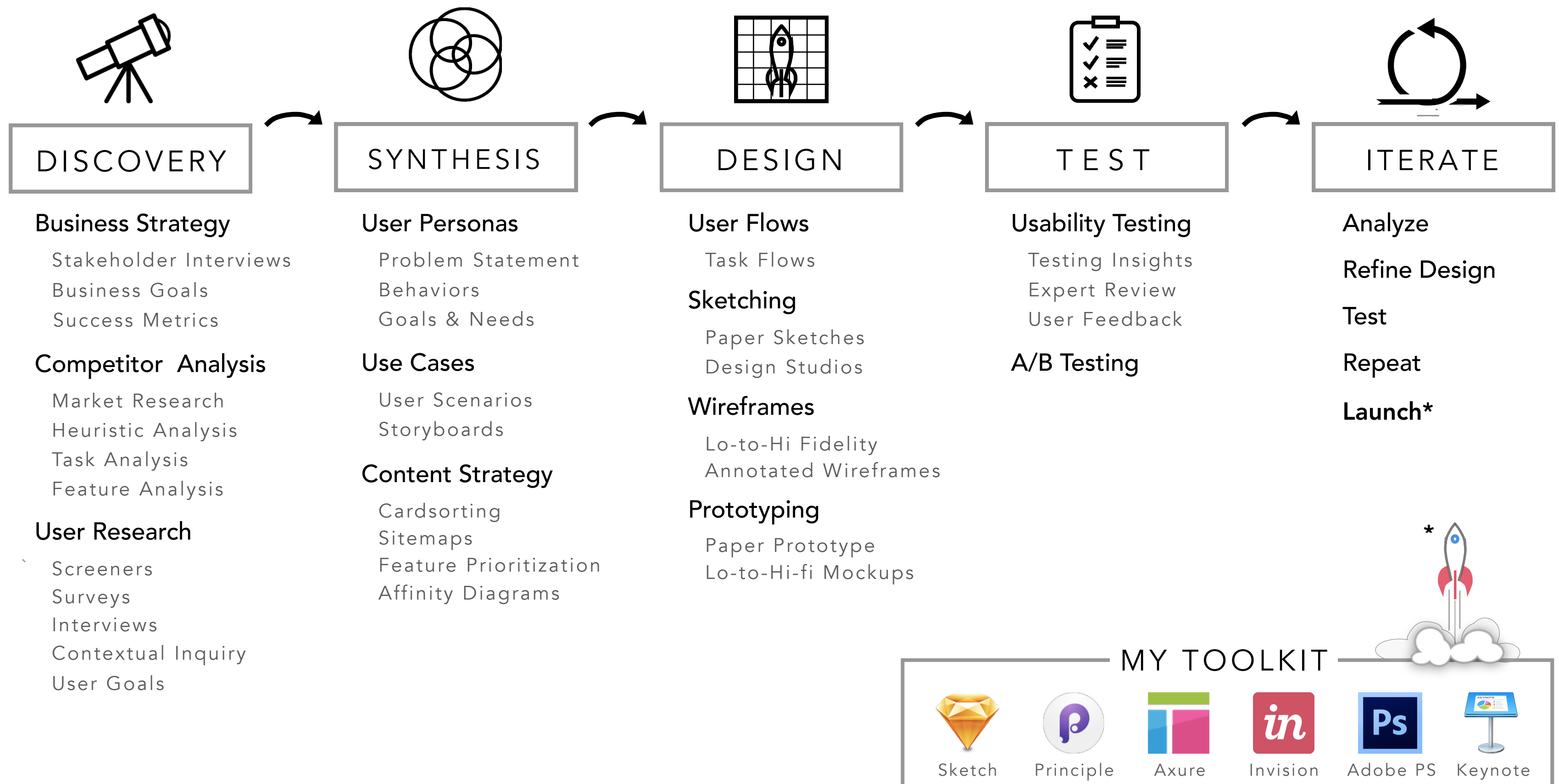


I have had a lifelong fascination with the *human* condition. I love to explore what makes *us* who we are, what drives us, and to learn about how our experiences can shape our lives, emotions and behaviors.

As a UX Designer, my goal is to design products that solve problems, drive business, and engage users with easy-to-understand interactions. By utilizing User-Centered Design Principles and the Iterative Process, I design solutions that bridge the gap between the User and the business.

MY UX PROCESS

My process is about gaining an understanding of the big picture, identifying goals and painpoints, and taking a user-centered approach in designing usable solutions. The methods and techniques that I use are flexible and vary depending on the project and design challenges.



CASE STUDY #1

HeartBeat - an app for the Apple Watch that is designed as a first-level heart monitoring application for people with heart conditions.



OVERVIEW

This was a **2 week** project completed in December of 2015 at General Assembly. Working in a team of 2, my partner and I were tasked with partnering with an existing company to design a solution to a problem using the capabilities unique to a wearable device.

OBJECTIVE

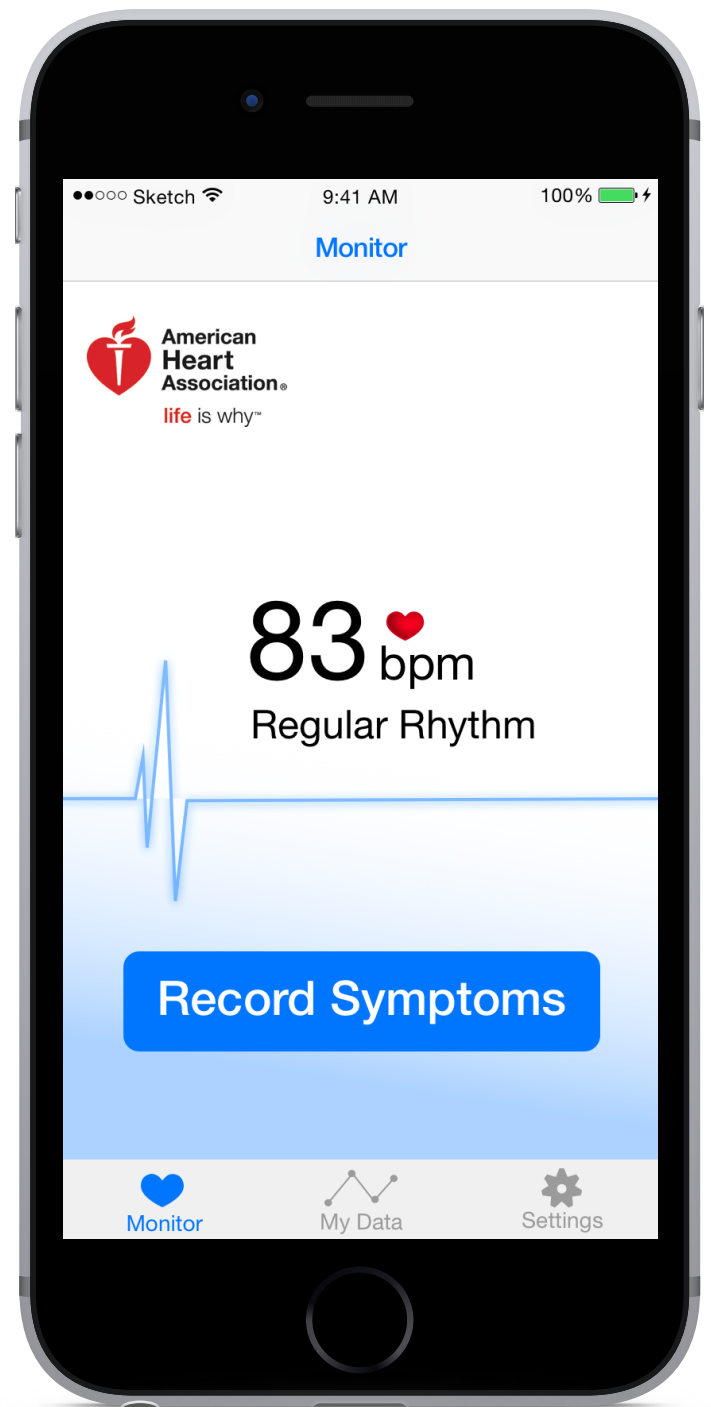
With little constraints and free reign to create any product we wanted, we set out to create an app that could help people and possibly save lives. The opportunity was in Apple Watch’s heart rate sensor, and the challenge was to create a unique product in an already saturated market.

SOLUTION

We partnered with the *American Heart Association* to design *HeartBeat*, an App for people with pre-existing heart conditions. *HeartBeat* allows users to: 1) **record symptoms** they may be experiencing (along with the date, time, bpm & rhythm), 2) **set alerts** for when their heart is behaving irregularly, and 3) **store longterm heart data** which would be valuable for their physicians.

MY ROLE

My role was UX strategy and Interaction Design. I also focused on tech research, competitor analysis, user flows, and mobile screen mock-ups and user testing.



DISCOVERY

Tech Research



We began the project by researching the tech capabilities of the Apple Watch. I was very interested in the **heart rate sensor**. Could we potentially design an app that could **save lives**?

Competitor Analysis

I did a competitor analysis to see what apps already existed on the market for people with heart conditions. I identified the features of each app and looked for opportunities.

	Alivecor	HeartWatch	Apple Health	AirStrip	PulsePro
Syncs with smart watch	✗	✓	✓	✓	✓
Measures Heart Rate	✓	✓	✓	✓	✓
Measures Heart Rhythm	✓	✗	✗	✓	✓
Record Symptoms	✓	✗	✗	✗	✗
Alerts/Notifications	✗	✓	✗	✗	✗
Stores Longterm Data	✓	✓	✓	✓	✗
Constant Monitoring	✗	✓	✓	✗	✓



I found **Alivecor** to be the best product on the market, but it still did **not** meet all of the needs of our users.

User Research

We spoke to **3 doctors** (cardiologist, ER, IM) and **4 people with heart conditions** to see what the current standards were for monitoring and caring for heart patients.

Cardiologist:

"A lot of patients experience symptoms, but they are not always heart related. It would be good to know the facts, to be able to associate symptoms with heart data."

"It might be useful to have thresholds, parameters for patients who want to exercise but not over do it."

Patients:


"Irregular palpitations, shortness of breath, dizziness. If I'm feeling those symptoms, I'm supposed to immediately stop whatever I'm doing, and go monitor my pulse rate. If it's not better within a few minutes, then I should call (the hospital)."

SYNTHESIS

Personas


We created a primary and secondary persona based on the doctors and heart patients that we interviewed.

Secondary Perona



Dr. U is Carlos's cardiologist and wants to make sure she has the best possible understanding of Carlos's condition. She would love to have **data on** when he was experencing dizziness **symptoms**, and what his heart rhythm and BPMs were like during the episode of dizziness. A lot of her patients forget to write down all of these factors which would be very

Primary Persona



Carlos is recovering from a recent heart operation. It's important for him to exercise and to carefully monitor his heart rhythm and symptoms. At home, Carlos checks his own heart rate and rhythm by feel, in the way that his nurse taught him. He has a chest monitor at home, but doesn't usually wear it because it is too uncomfortable.

- His pulse should not go above 150 bpm, or below 40bpm
- He is taking beta blockers, which can also have an affect on his BPM
- If he feels dizzy or lightheaded, he is supposed to stop whatever he's doing and check if his heart is beating irregularly.

Carlos Martin, 53

Problem Statements

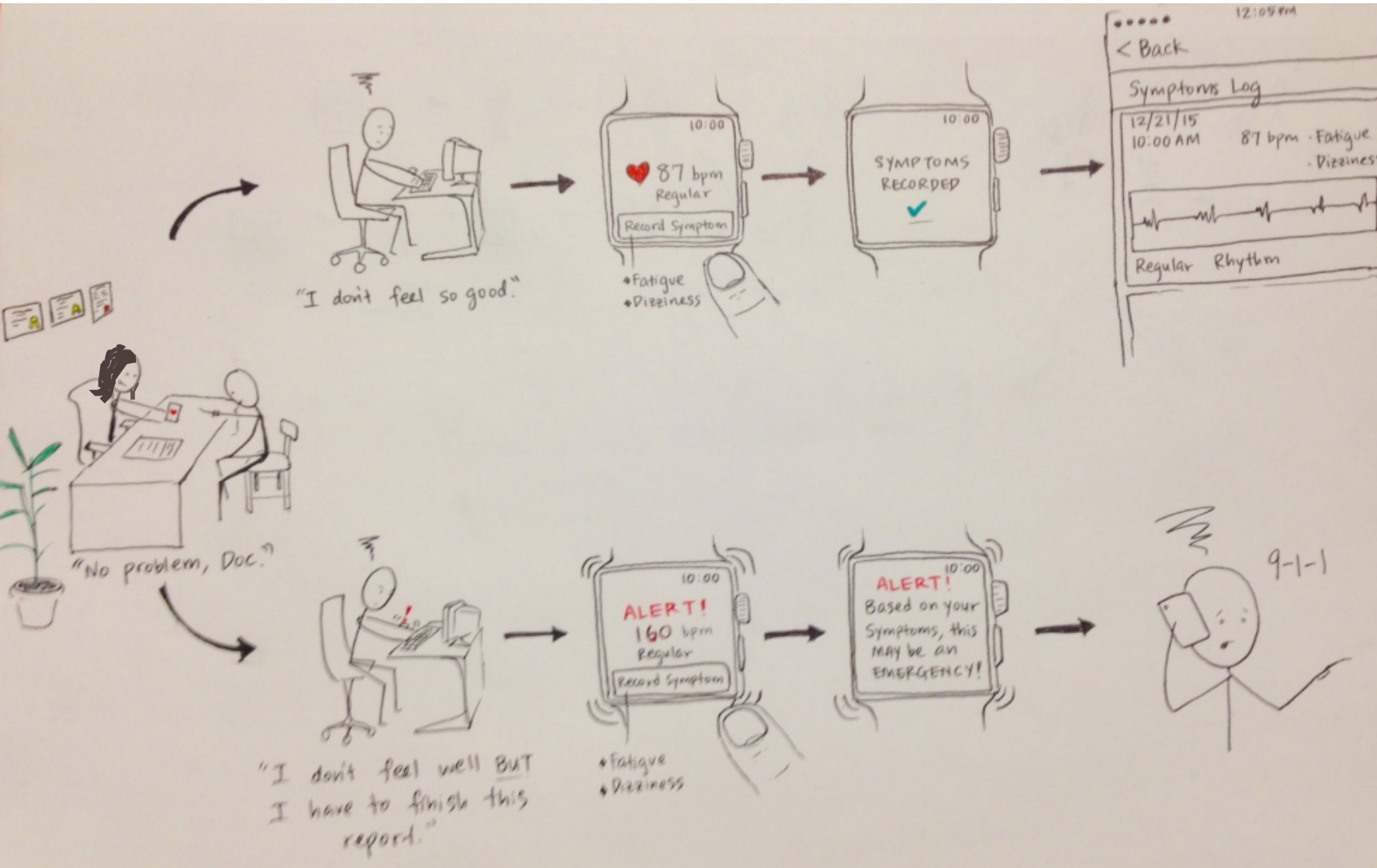
- 1) Monitoring heart rate and rhtym is important for people with heart conditions but can be very inconvenient
- 2) Patients might not always know their heartbeat is behaving irregularly.
- 3) Doctors would like longterm data on their patients, but it's unrealistic and hard to get

MSCW Method - Feature Prioritization

Must Have	Should Have	Could Have	Won't Have
-Heart rate monitor	-Alerts for high/low BPM	-Integration with Apple's Medical ID	-Movement Data
-Heart rhythm monitor	-Alerts based on Symptoms & heart	-Movement consideration for heartrate	-Automatic Emergency Call
-Heart Data & Charts	-Charts		-Custom Charts
-Alerts Irregular Rhythm			
-Symptoms Log			

Storyboard

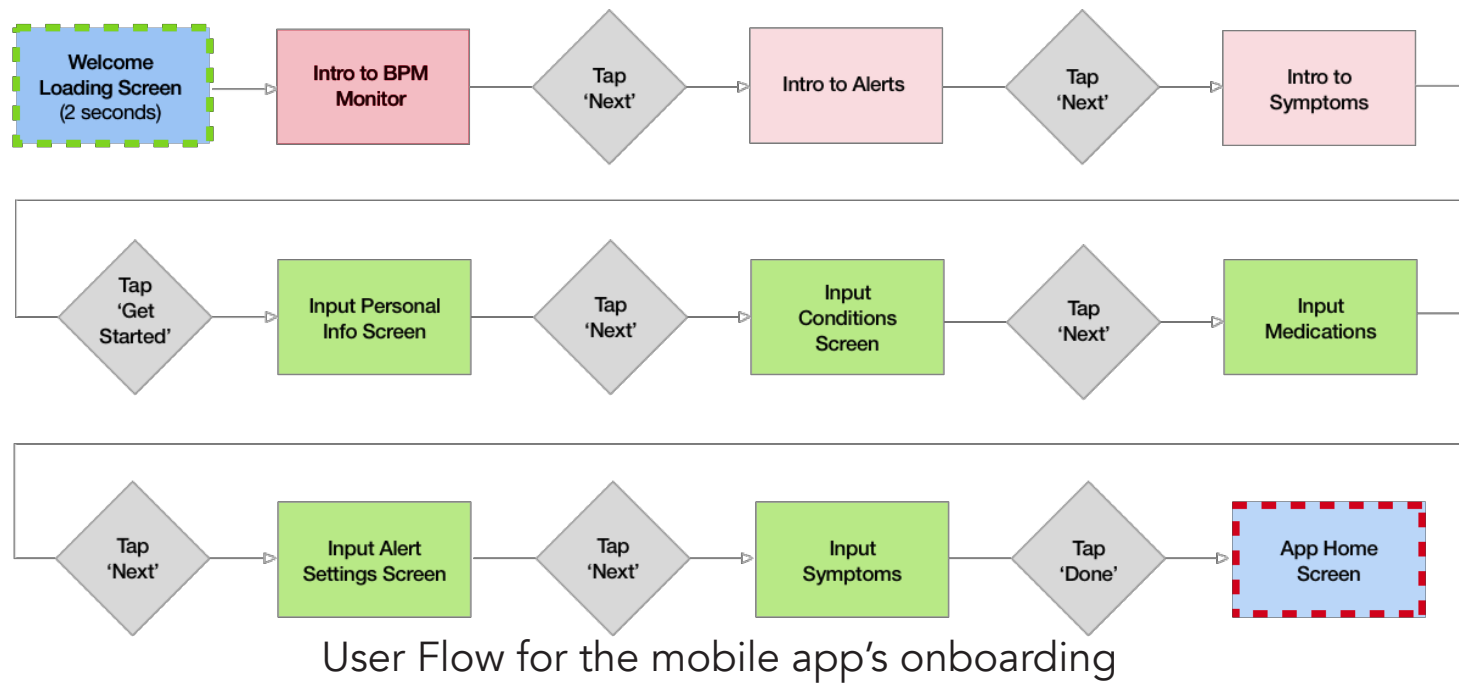
I sketched a visual Storyboard to highlight two use cases for our app. It was great to visualize how our persona would interact with the product.



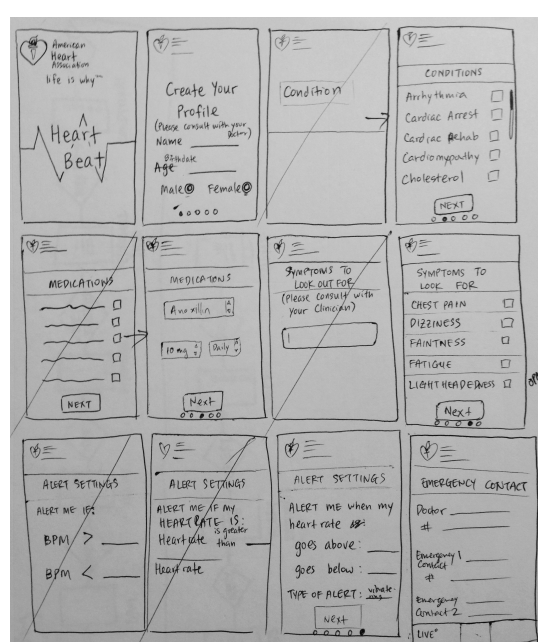
DESIGN

User Flow

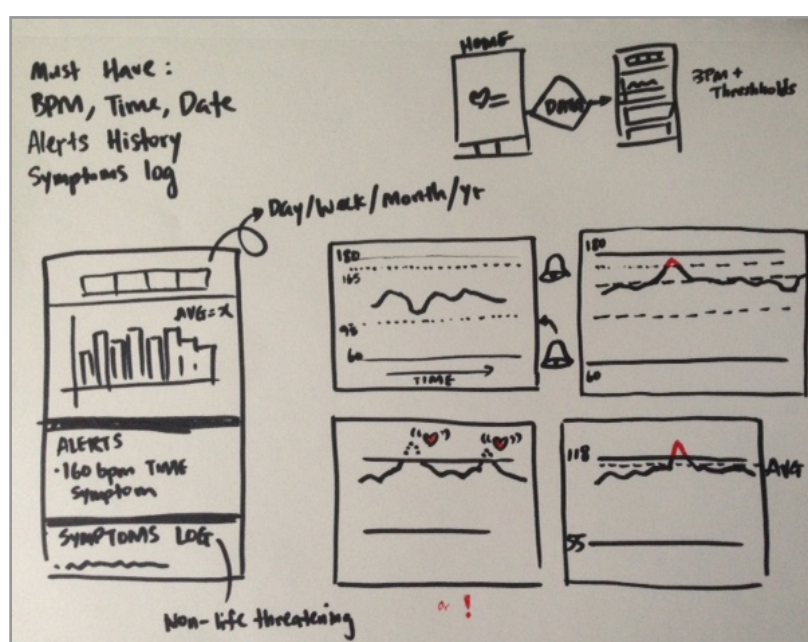
I created user flows for the Watch and Mobile screens to map out the path our user must follow to accomplish their objective



Paper Sketches



Ideating the Onboarding screens for mobile



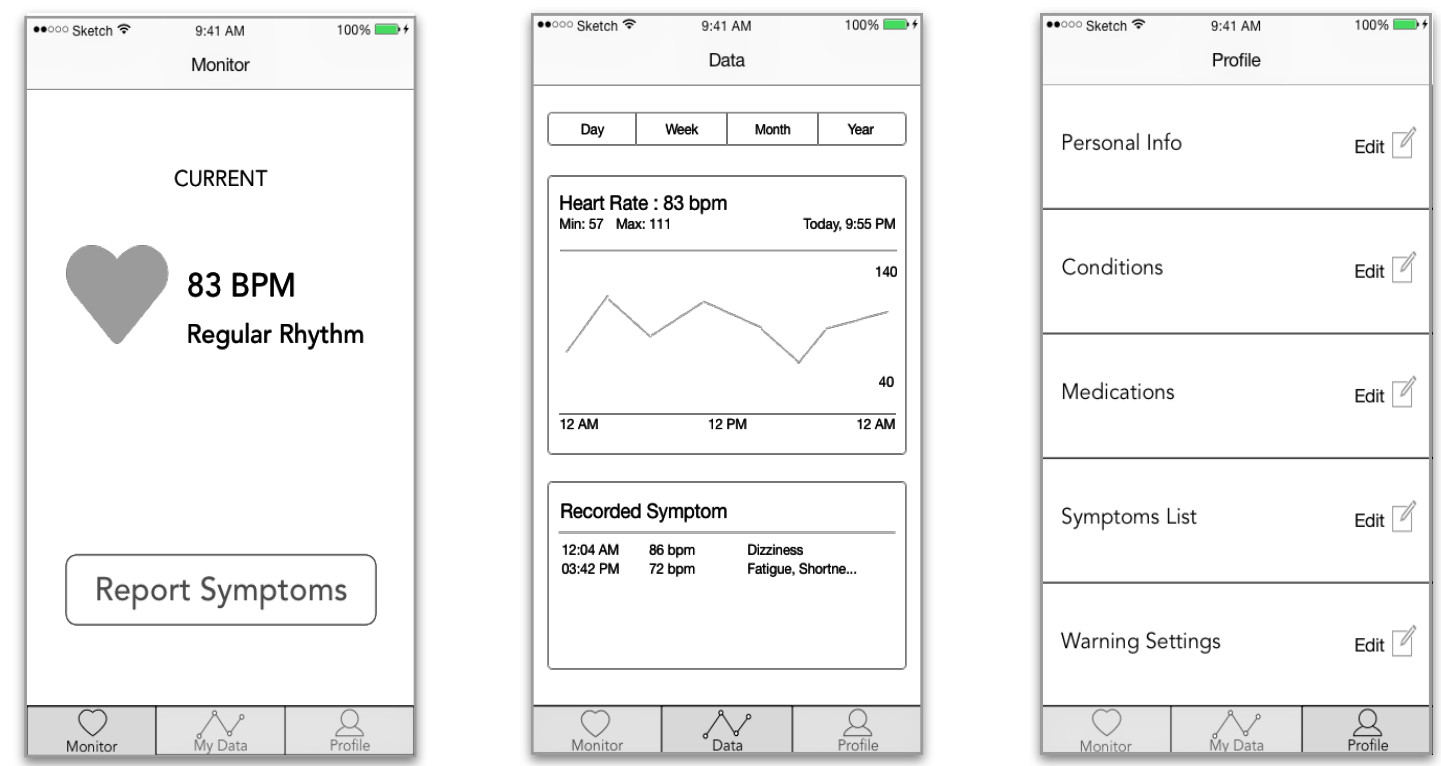
Ideating the data screen for mobile - which would display the most content

Low Fidelity Wireframes (mobile)

For mobile, we were able to fit all content into 3 key screens - the heart monitor, the data, and user's settings.



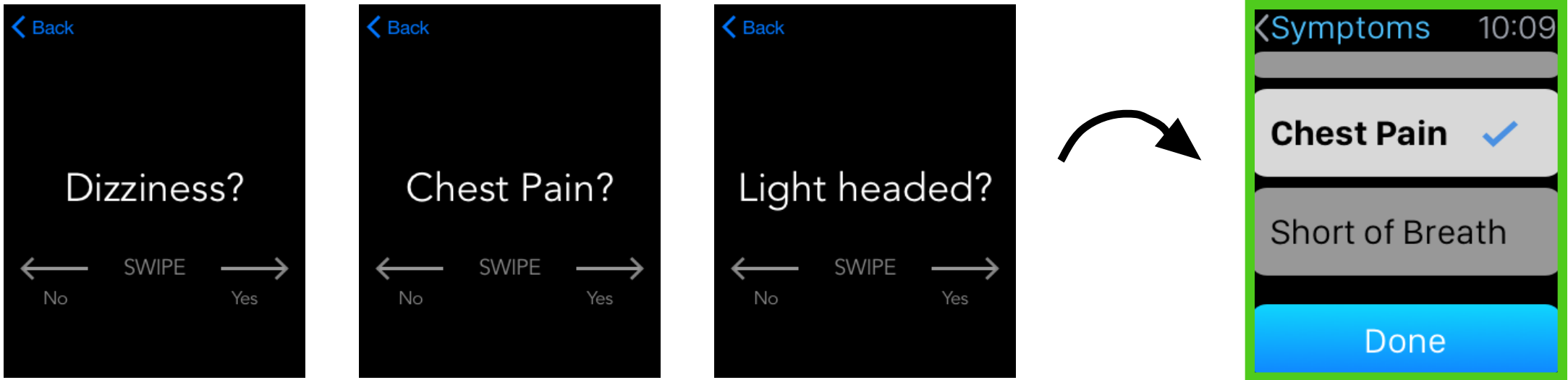
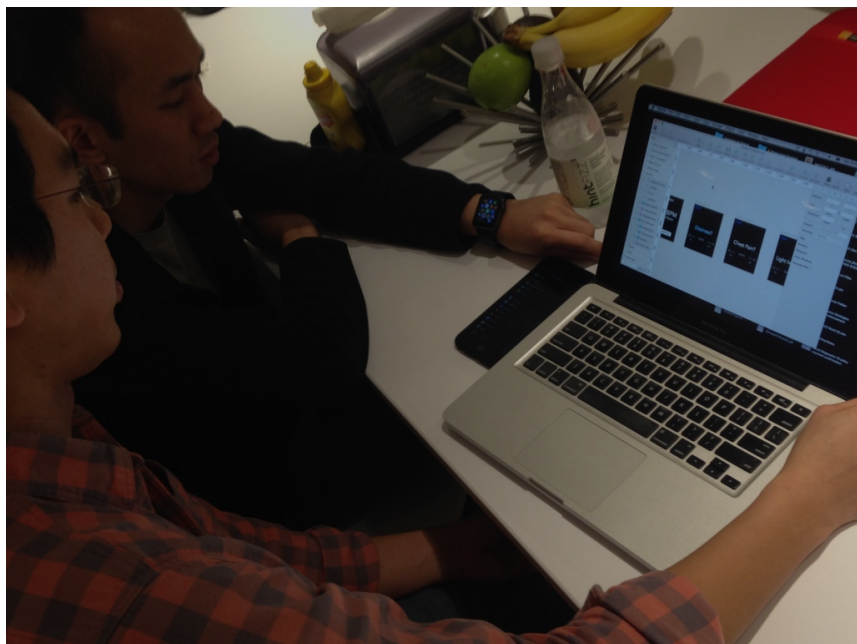
User Flow for Watch app



TEST

User Testing - Watch Mock-ups

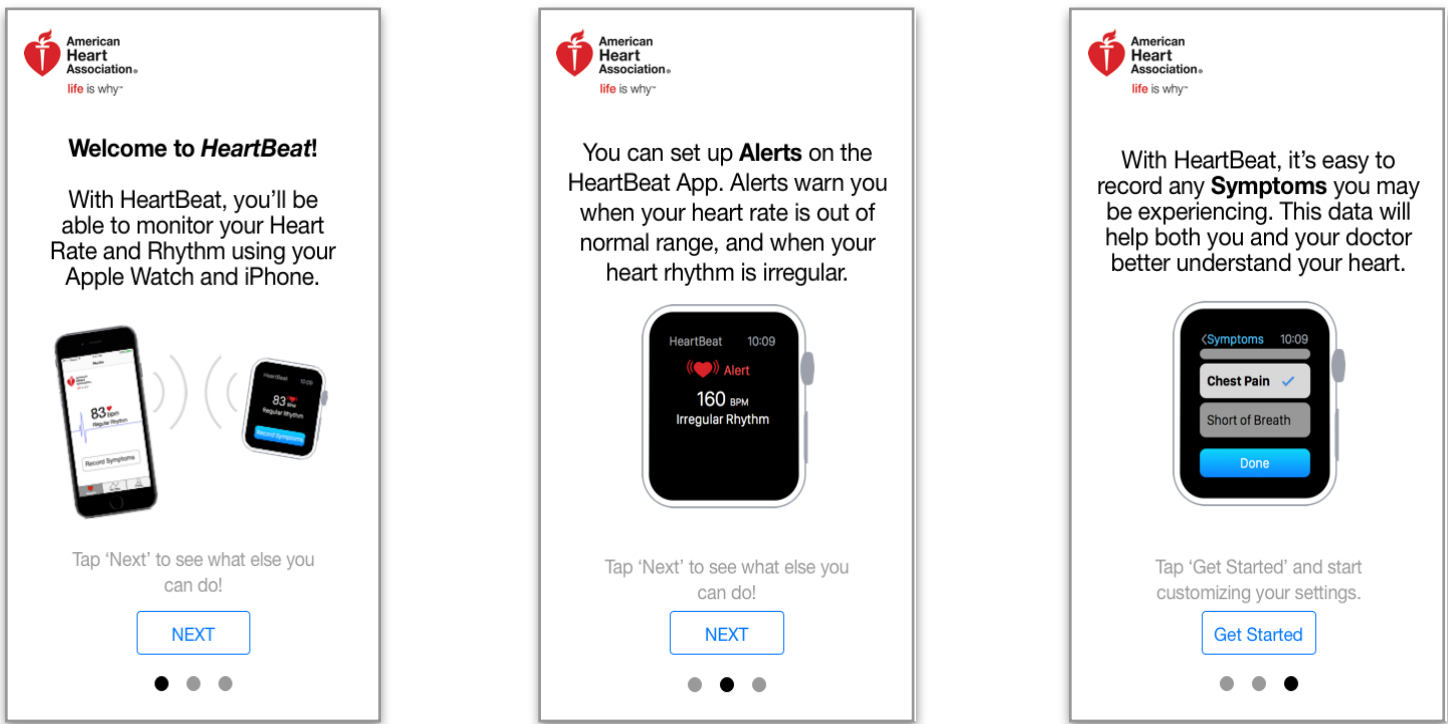
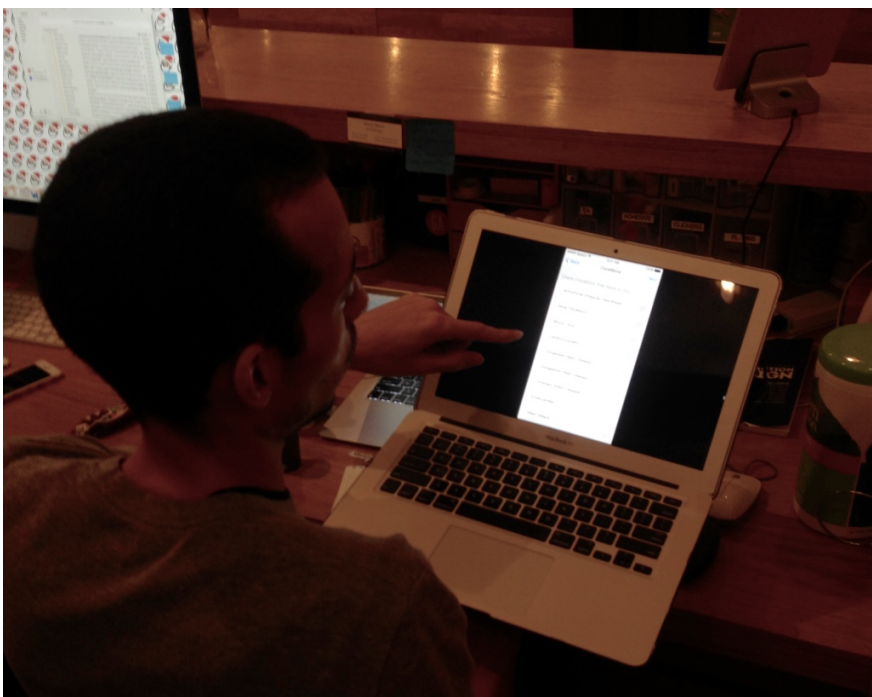
User Testing with actual Apple Watch users highlighted inconsistencies our design had with Apple’s HIG, as well as the need to reduce the number of screens for a more fluid interaction.



Instead of swiping between symptoms, we listed all symptoms on a vertical scroll.

User Testing - Mobile Mock-ups

Testing the mobile onboarding process identified confusions participants had with understanding all of the features of the app. I created an onboarding Tutorial Screen that would educate new users about the all of the features of the app.



ITERATE

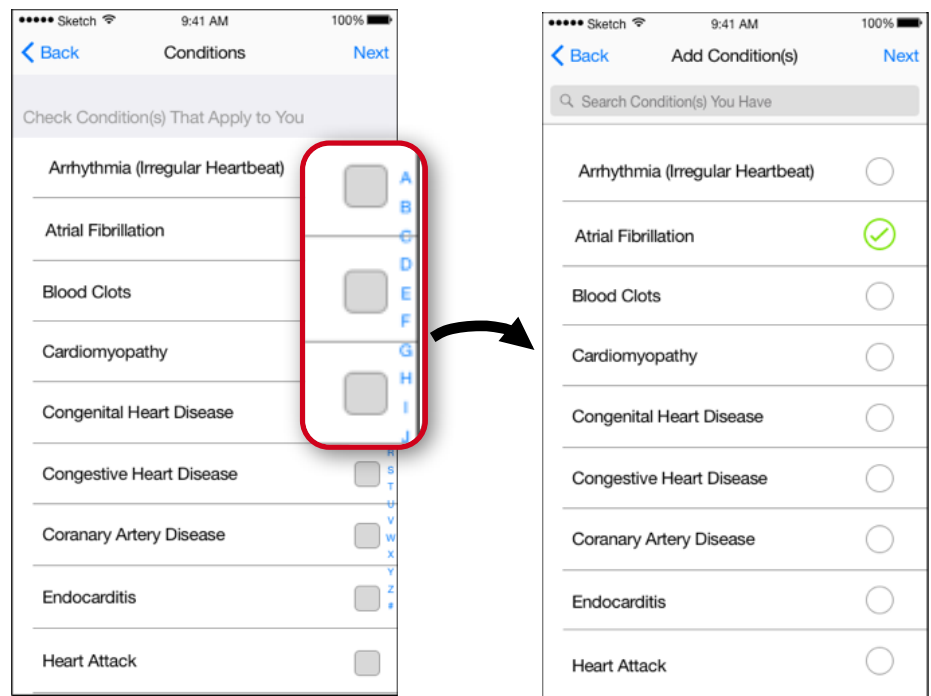
Efficiency

The new graph communicates more information but uses the same amount of space as the previous design.



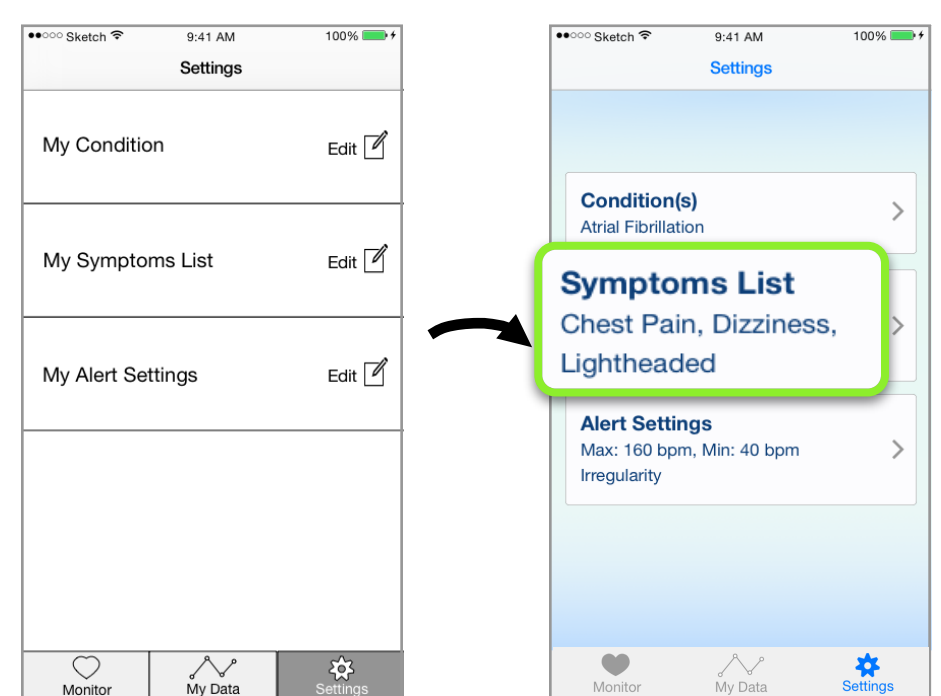
Error Prevention

Accounting for "Fat-Finger Syndrome", we removed the alphabetical scroll list and added a search bar.



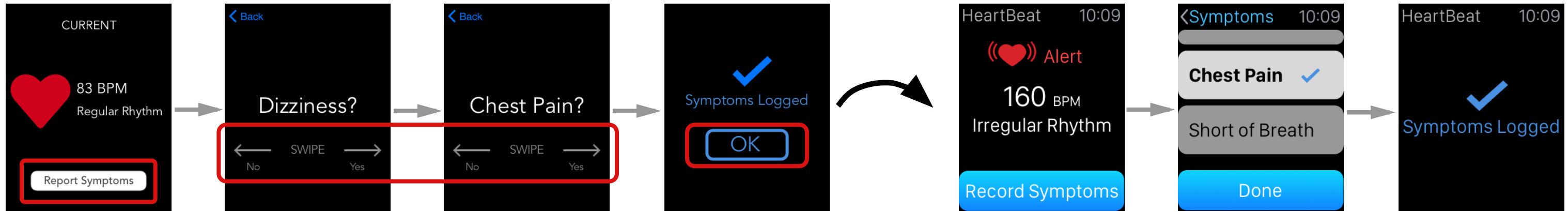
Recognition vs Recall

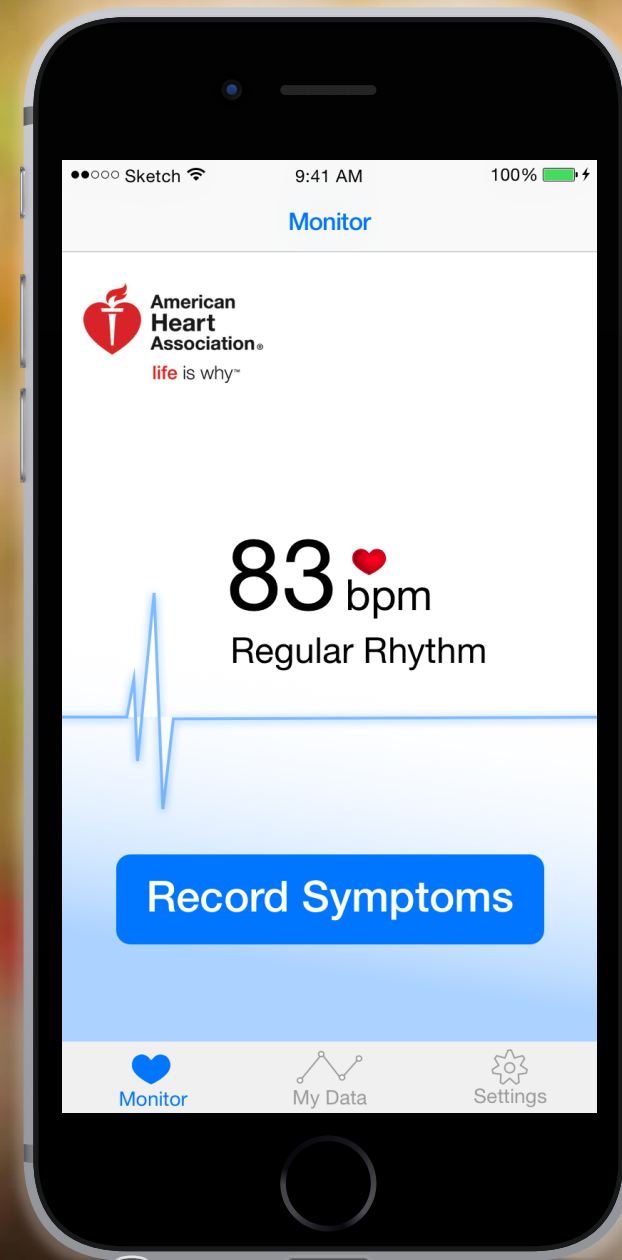
We provided more visibility upfront - allowing users to view their settings without having to tap into each section.



Accessibility

We replaced the swiping between symptom screens with a vertical scroll that listed all symptoms on a single screen. We also reduced the number of buttons and made buttons larger and more visible.





iPhone App

<https://vimeo.com/166764990>

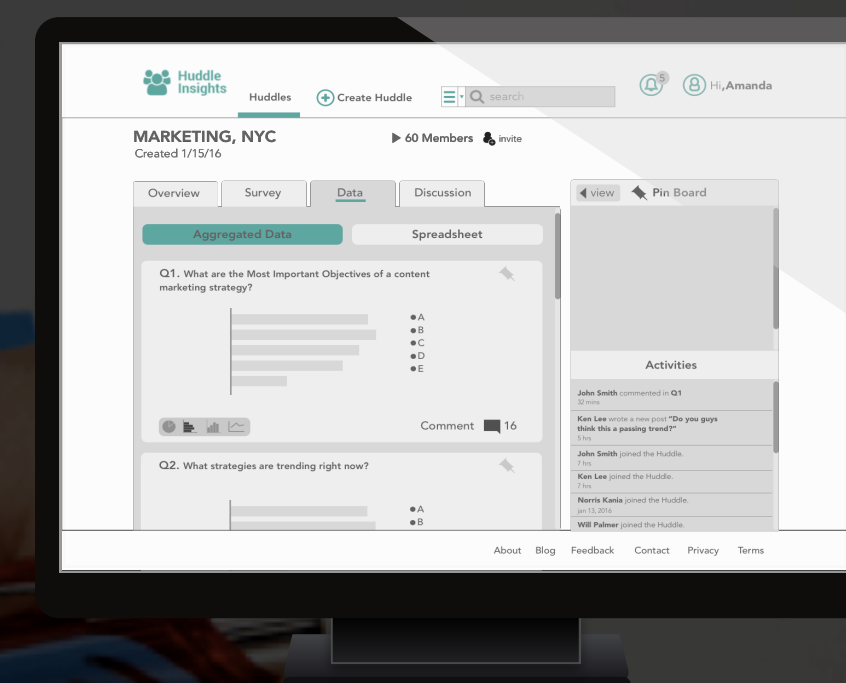


Apple Watch App

<https://vimeo.com/160791926>

CASE STUDY #2

Huddle Insights - a SaaS platform for professionals that want to gain market insights by sharing data with industry peers



OVERVIEW

This was a **3 week** Client project completed in January of 2016. Our Client, *Value Stream Labs*, asked our team of 3 to work on the prototype of their newest product, Huddle Insights. Huddle Insights allow its members to collaborate and share datasets with one another in order to create better market insights.

OBJECTIVE

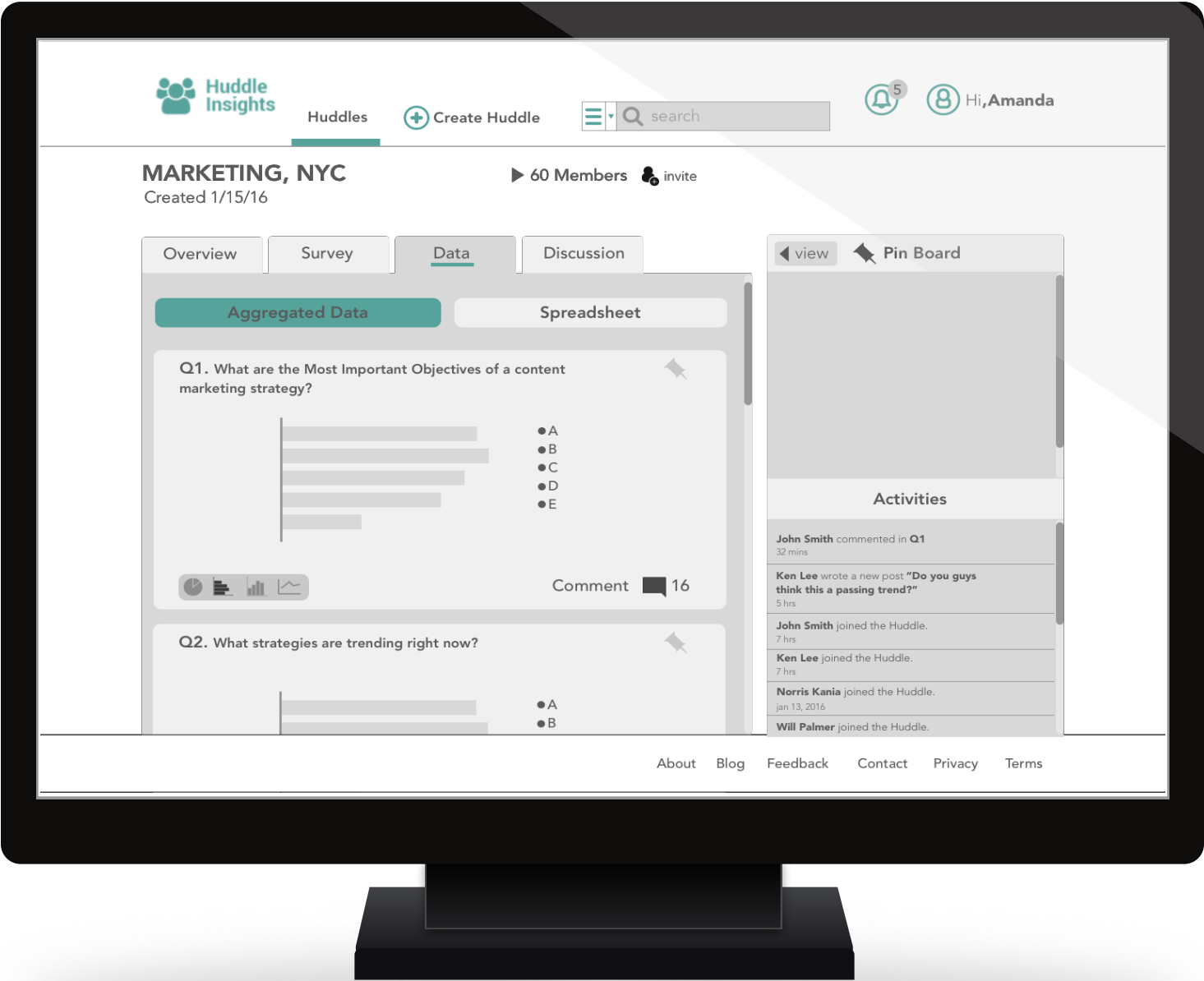
Our task was to create wireframes for the Member experience and the challenge was to design interactions that would engage members to contribute their data and insights.

SOLUTION

We designed a platform that allow users to **contribute and share raw data** and the ability to **share insights** with other members of the “huddle” through comments, Q&A boards, and blog posts. We also designed the ability for users to **save specific data sets** and to **create their own reports** which they can share with people outside of the huddle.

MY ROLE

My focus was User Research and Interaction Design. I also focused on creating surveys, conducting user interviews, competitor analysis, interaction design, and user testing.



DISCOVERY

Business Goals

Our Team kicked-off the project by **meeting with the stakeholders** of *Huddle Insights*. We discussed with them their business objective for their new product, the target userbase, and the scope of our project.

"In a sense we're trying to upend the classic view of the "research report", which is a static PDF document that is written by a single person."

"I think of each of the Huddle pages as a shared workspace for generating data-driven insight using a community (the members)."

User Research

We created a Survey and reached out to professionals working in Consulting, Finance, IT/Tech. These participants dealt with market research reports on a regular basis. Our **Survey had 77 responses** and we **interviewed 10 participants** over the phone.

"platforms designed specifically to discuss research reports would be useful as the comments section sometimes holds gold in the form of independent opinions"

"Interactive reports aren't always available. I would've liked to click into the reports."

Competitor Analysis

We conducted our competitor analysis on platforms dealing with *data* and *data sharing*. We also wanted to look at platforms that successfully allow their users to *freely engage and share ideas with one another* (e.g., Quora, Linkedin, Glassdoor, etc).



Survey Monkey has multiple data visualization options for aggregated data, and these can be exported to PDF's and PPT



Mode Analytics allow users to stitch data together in order to create reports that can be shared with colleagues and clients



Slack, as well as Pinterest, allows users to "pin" content to a repository for later viewing

Persona



Amanda, 32
Consultant

Amanda is a Consultant at a large financial firm. She reads research reports, and needs to analyze the data within. Reports typically come to her as a pdf, which makes it difficult for her to interact with the data. She has to create her own presentations out of these pdf reports, and this involves a lot of time consuming editing.

- Often, not all the data in a report is useful. She has to read back through a whole report to find the relevant information.
- She wants access to raw data, in order make her own analyses.

Problem Statements

- 1) Market Reports are not interactive - what you see is what you get
- 2) Raw datasets behind the visuals are not readily available/accessibile
- 3) The opinions in a Market Report are one-sided and reaching out to the author is very difficult

SYNTHESIS

Brainstorming Sessions & Feature Prioritization

Our team met for numerous brainstorming sessions to prioritize the key features needed for our MVP and to ensure we were designing features that would best fulfill the needs and goals of both our client and end-user, Amanda.

Must Have	Should Have	Could Have
-Overview of Huddle	-Recent Activities of a Huddle	-Raw Data Manipulation
-Members List/Invite	-Ability to Create Own Reports	-Ability to Follow Members
-Data Visualization	-Post Blogs/Links	-Extract Data
-Raw Datasets	-Ability to toggle charts/graphs	
-Comments/Q&A		
-Ability to save content for later		

DESIGN

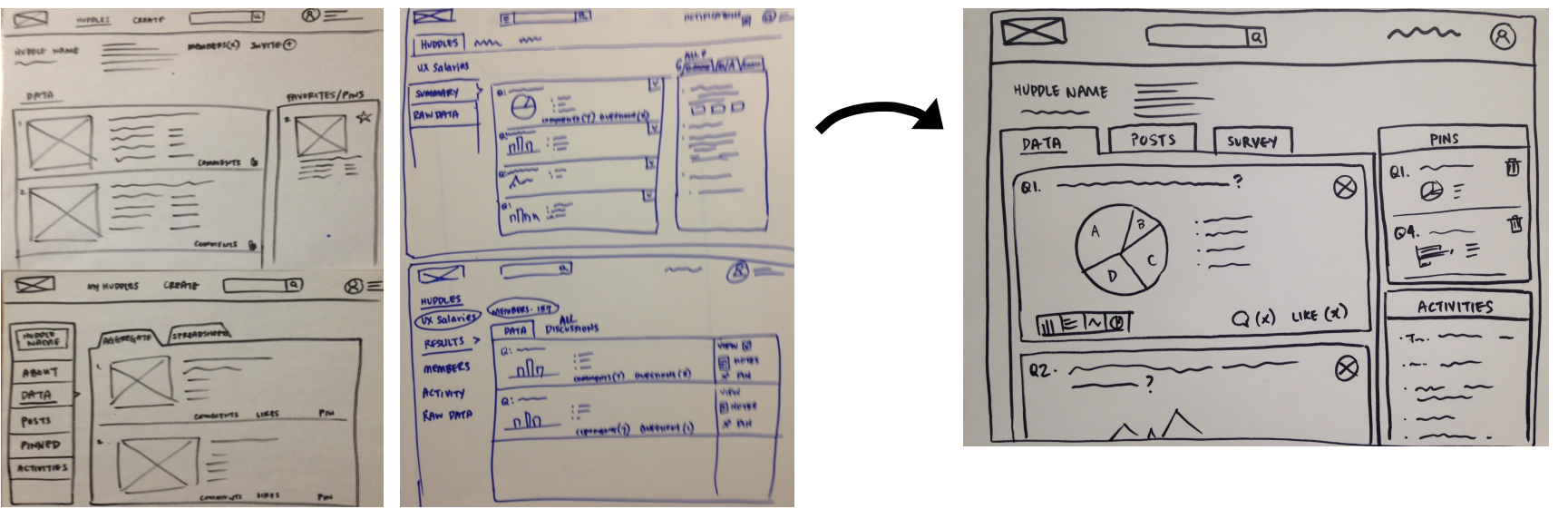
Design Studio

Our Team began the design phase with a collaborative Design Studio. We sketched individually for a few minutes and reconvened to share our work. Incorporating each other's feedback, we refined our sketches until we reached a consensus.



Paper Sketches

Taking into account the design consensus, I drew the paper concept that would serve as the basis of our wireframes



Wireframes

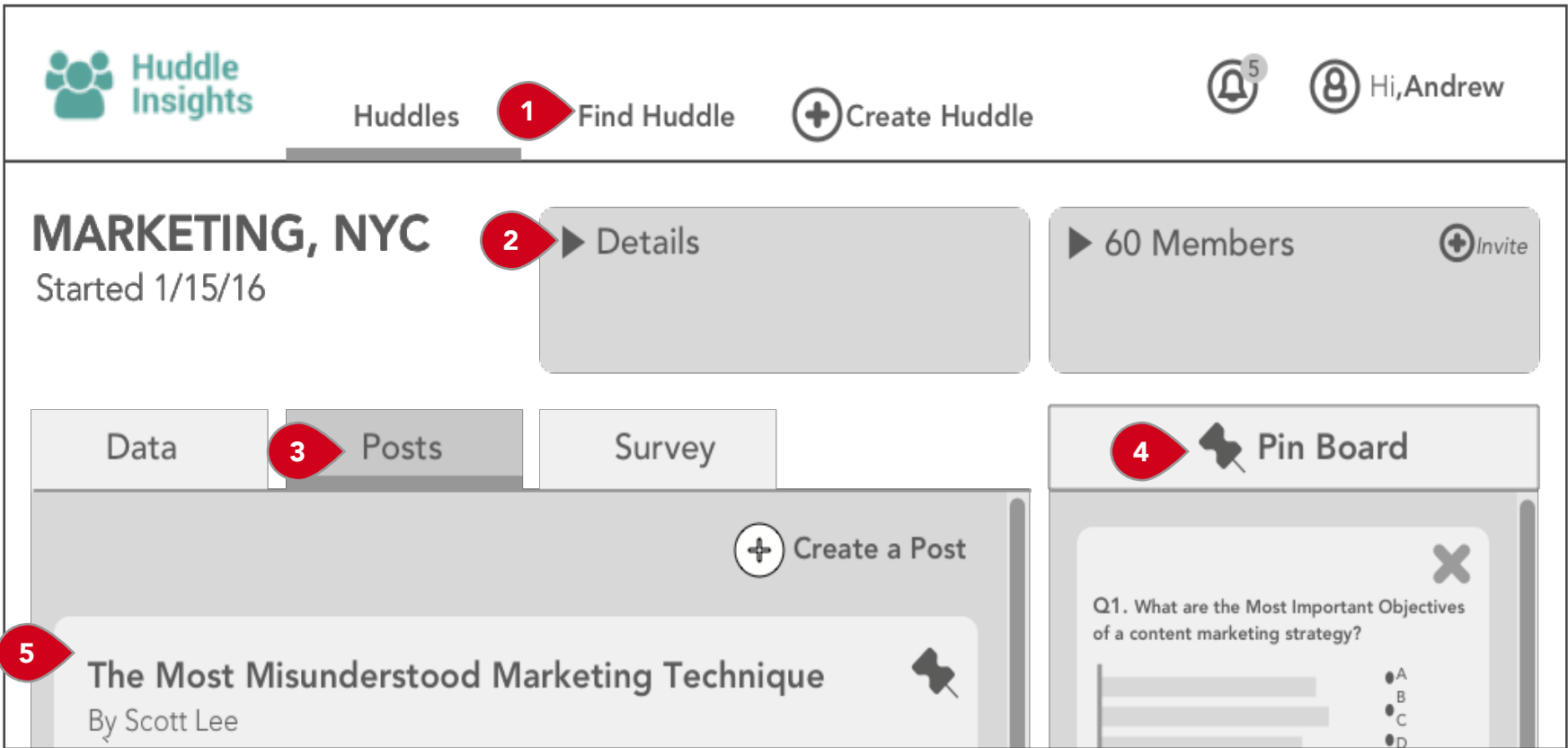
Our intial low-fidelity wireframe laid out the the structure of the interface.



TEST

User Testing & User Feedback

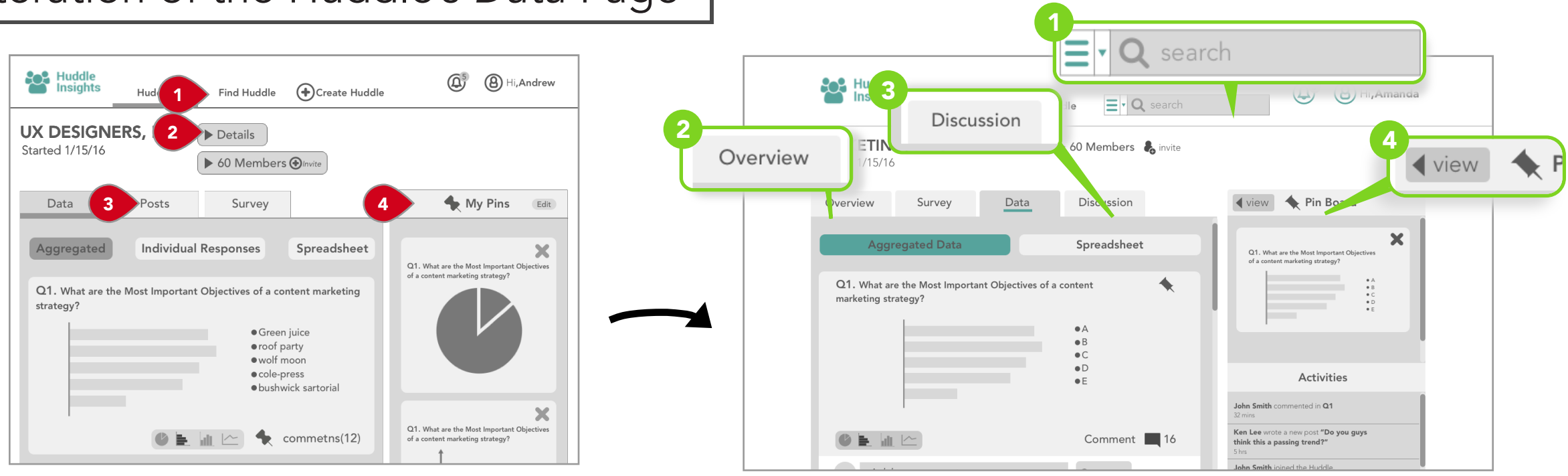
We ran usability tests for every iteration. Participants were asked to complete tasks and we took note of the areas in which participants seemed confused. After completing the User Tests, we asked participants for their feedback.



1. Instead of 'Find Huddle' (apart of client's prototype), we could make a search bar with filters that can customize the search (e.g., people, huddles, etc)
2. Details of the Huddle could be a tab to create more space as the interface lacks negative space and seems cluttered
3. Users were confused with "Posts" as this section was also for Q&A and other community based discussions
4. Users did not know that they could expand the Pin Board to see all of the pinned items in a larger view
5. There should be a separation of longform posts/articles and Q&A section

ITERATE

Iteration of the Huddle's *Data* Page



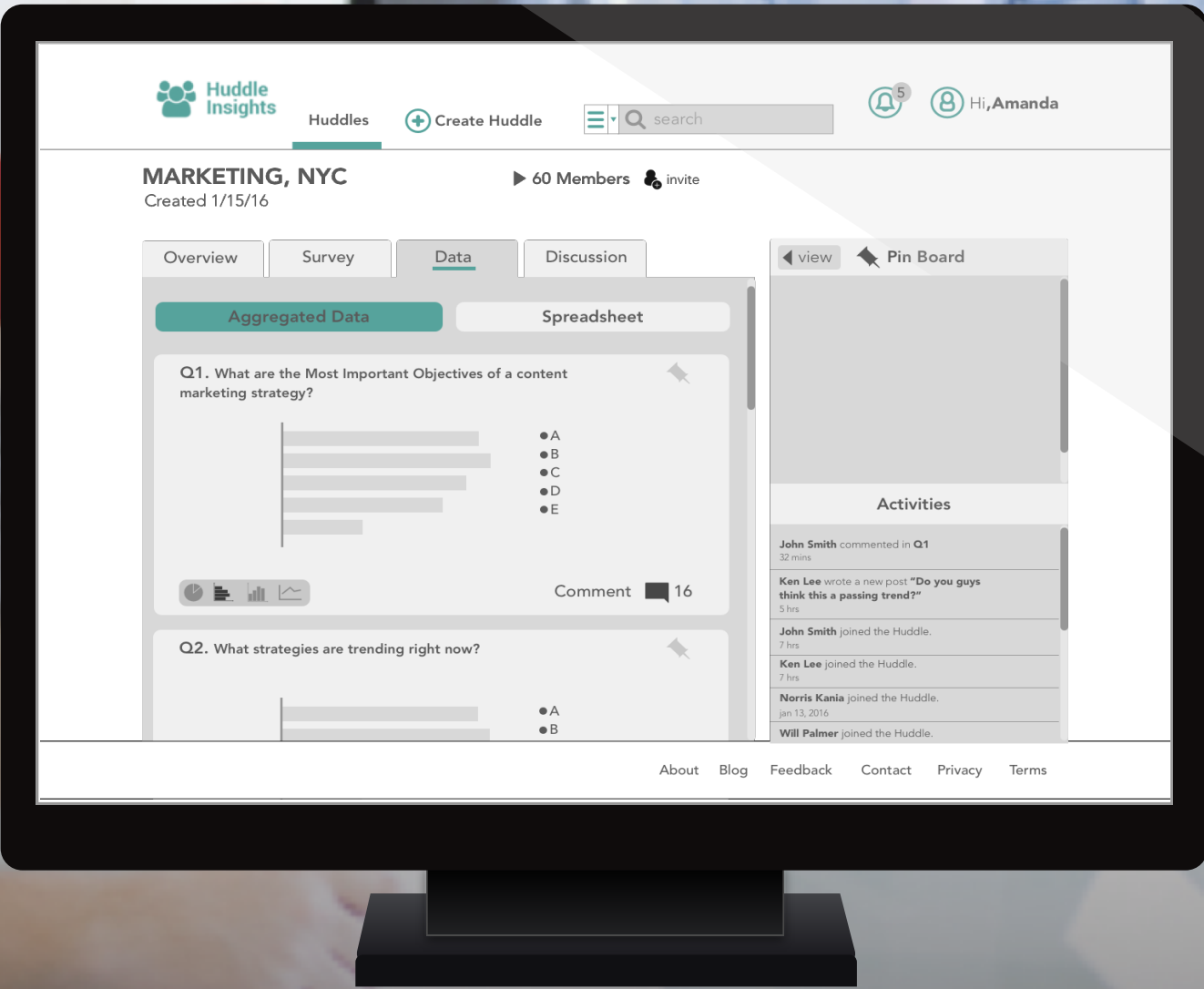
- 1. We replaced the 'Find Huddle' button with an advanced search bar
- 2. We changed 'Details' to 'Overview' and made it its own tab for more visibility
- 3. We changed 'Posts' to 'Discussions' to convey a sense of community engagement
- 4. We created a 'view' button for a clearer interaction

Iteration of the Huddle's *Create Report* Page



- 1. We changed the location of the *Pinboard* to put more emphasis on the *Report*.
- 2. The standalone textbox caused confusion, so we removed it and added the text button on the toolbar (similar to Keynote's textbox).
- 3. The word "Canvas" caused confusion so we changed it to "Report".

PROTOTYPE



<https://invis.io/ZF5P5Z1VG>

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THANK YOU

Contact me & let's work together!



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