

Creating Delightful Experiences

How to find the perfect balance between what users need and what the business want.

In the next hour

3 Projects in 45 minutes

~2 min

About me

3 things about me

~40 min

3 Projects @ One Drop*

*Briefly on One Drop

1. Using AI to help people create and stick to healthy habits
2. Increasing User Engagement in Week 1: The Sign Up Flow
3. Increasing User Engagement in Week 1: The First Time Use experience

~15 min

Q&A

Anything that was unclear, unexplained, unsaid

There and back again...

3 things about Sara Traversari

1. A Globe trotter

I worked in Italy, Silicon Valley, London, and now New York, experiencing all sorts of working environments.

2. The Collectivo Design Café

I started hosting free events for designers, user researchers, and anyone involved in product development, that want to learn more about other people experiences. This allowed me to provide mentorship as well as to learn more about other designers and product people experiences.

3. I love reading and learning

I'm very passionate about cognitive science and behavioral psychology; I'm a voracious reader of sci-fi, crime novels and fantasy; I'm learning to play the clarinet and sometimes I like dabbling with my painting gear.



BRIEFLY ON
ONE DROP[®]



Helping people with chronic conditions take control of their health

On iOS and Android

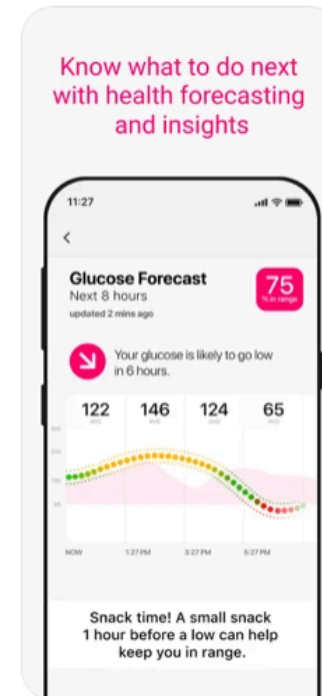
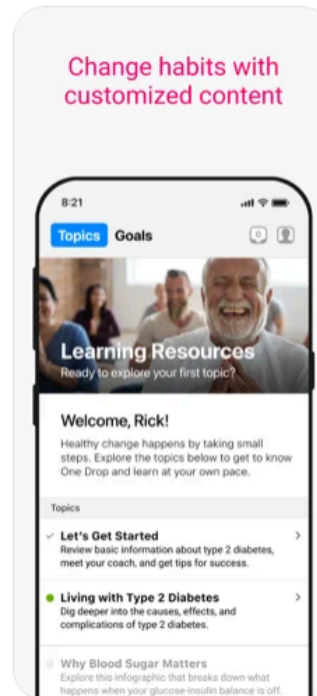
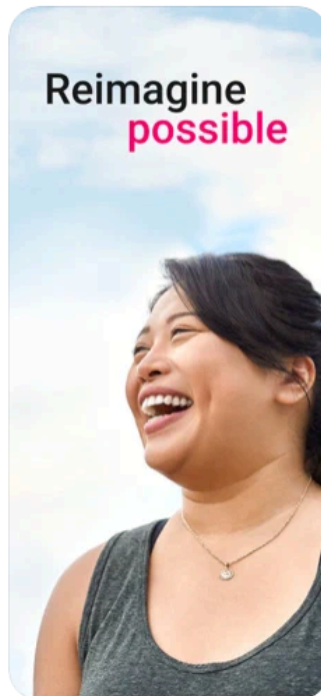
BRIEFLY ON ONE DROP

Helping 3 million people worldwide reimagine what's possible

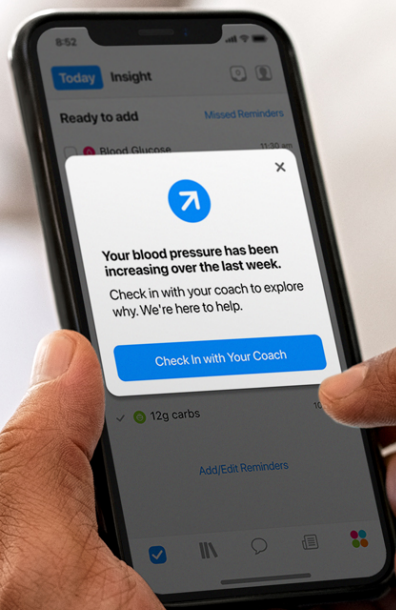
One Drop is a free, award-winning app for people living with diabetes, pre-diabetes, high blood pressure, and high cholesterol. One Drop simplifies staying healthy, so that you can reach your full potential.

One Drop runs on iOS and Android and lets you track all your health data in one place, be part of a supportive community, and explore health news, recipes, and tips.

Screenshots [iPhone](#) [Apple Watch](#)



ONE DROP



Using AI to help people create and stick to healthy habits

How to increase self-monitor behaviors of hypertensive members

PROJECT OVERVIEW

Data showed Hypertensive Members' low engagement with Blood Pressure self-monitoring. This could bring to poorer health outcomes.

TEAM

Behavioral Support Squad

(PM+Devs&Data Scientists+QA)

MY ROLE

Design Lead

- Research activities
- Design and validation
- Support during the delivery phase.

My work impacted the success definition of the project and defined the metrics to consider. It ultimately changed the behavior of our members.

PLATFORM AND TIMELINE

Android and iOS

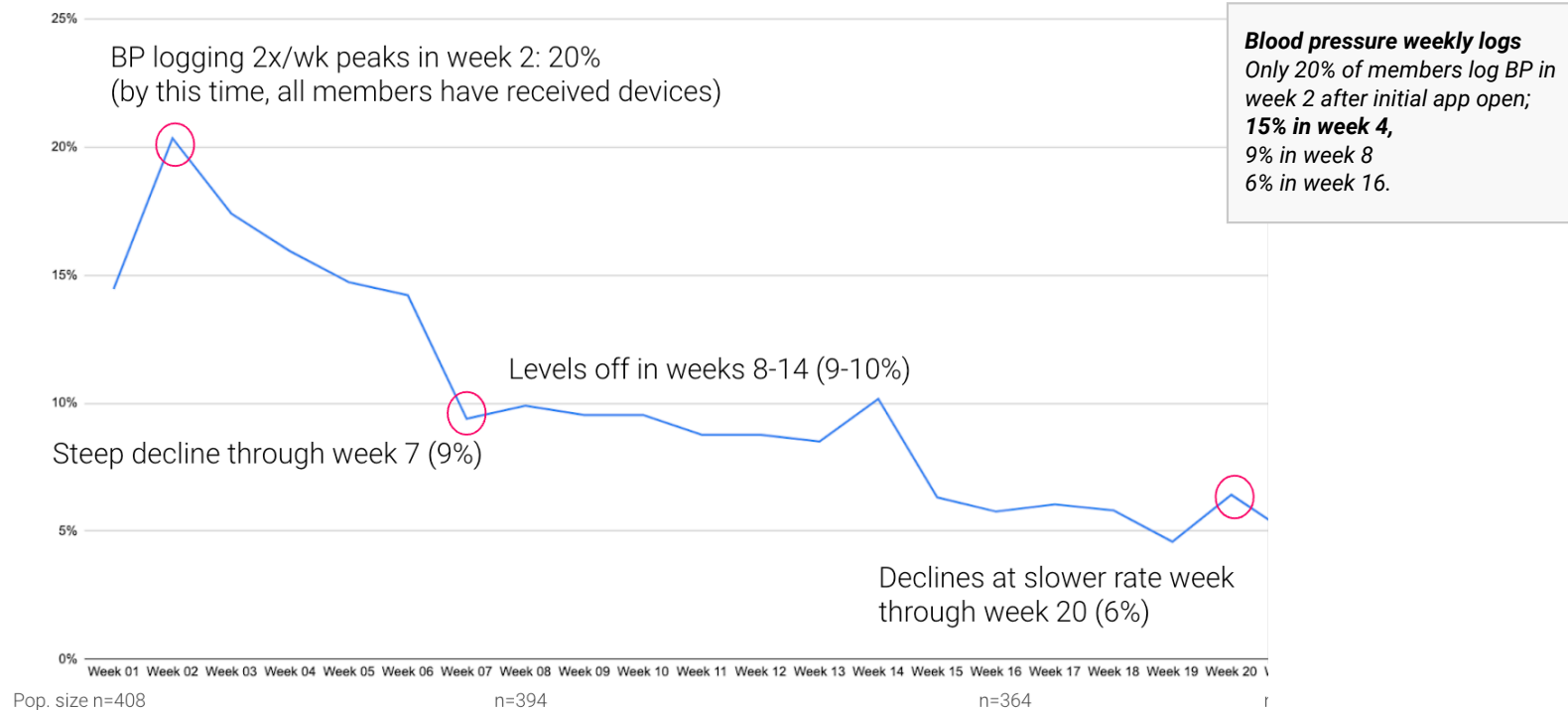
8 weeks from the Discovery to Design&Validation.

This project launched in May 2022.

SITUATION

Low engagement with Blood Pressure self-monitoring

Clinical studies show that self monitoring 2x/week prevent complications due to hypertension.
One Drop premium members were below this threshold.

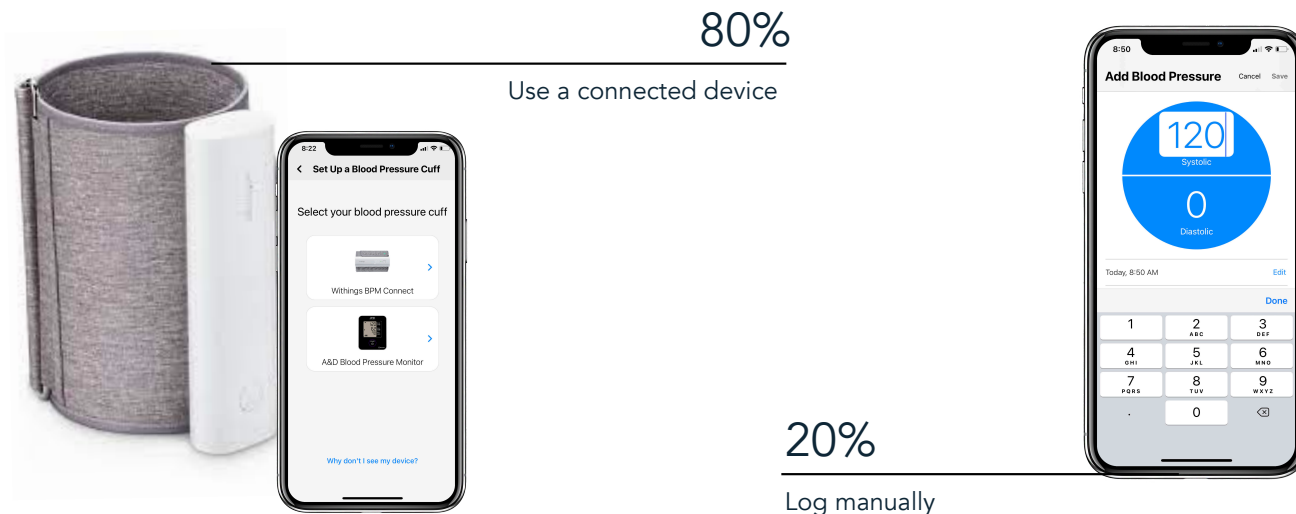


SITUATION

Two ways to log blood pressure

One Drop delivers a smart blood pressure cuff to qualified members that syncs automatically with the One Drop app. Data showed that most qualified members had synced their device. Members can also log their blood pressure readings manually in the app.

Members that logged at least twice at week 2



TASK 0: FIND A WAY

Investigate why

I conducted semistructured user interviews with members and PCPs to understand better the member experience when dealing with self-monitoring blood pressure.

Members semi-structured interviews

Members find the action of self-monitoring generally cumbersome. They also think that self-monitoring is not necessary and that blood pressure is not a priority, not even for their doctor, unless is symptomatic.

PCP semi-structured interviews

Doctors know that self-monitoring is a cumbersome activity and that if they ask too much to their patients they are less likely to comply. Doctors have a "system" to keep an eye on blood pressure, accordingly with the health profile and behavior of their patients.

Research Outcome: a different definition of success

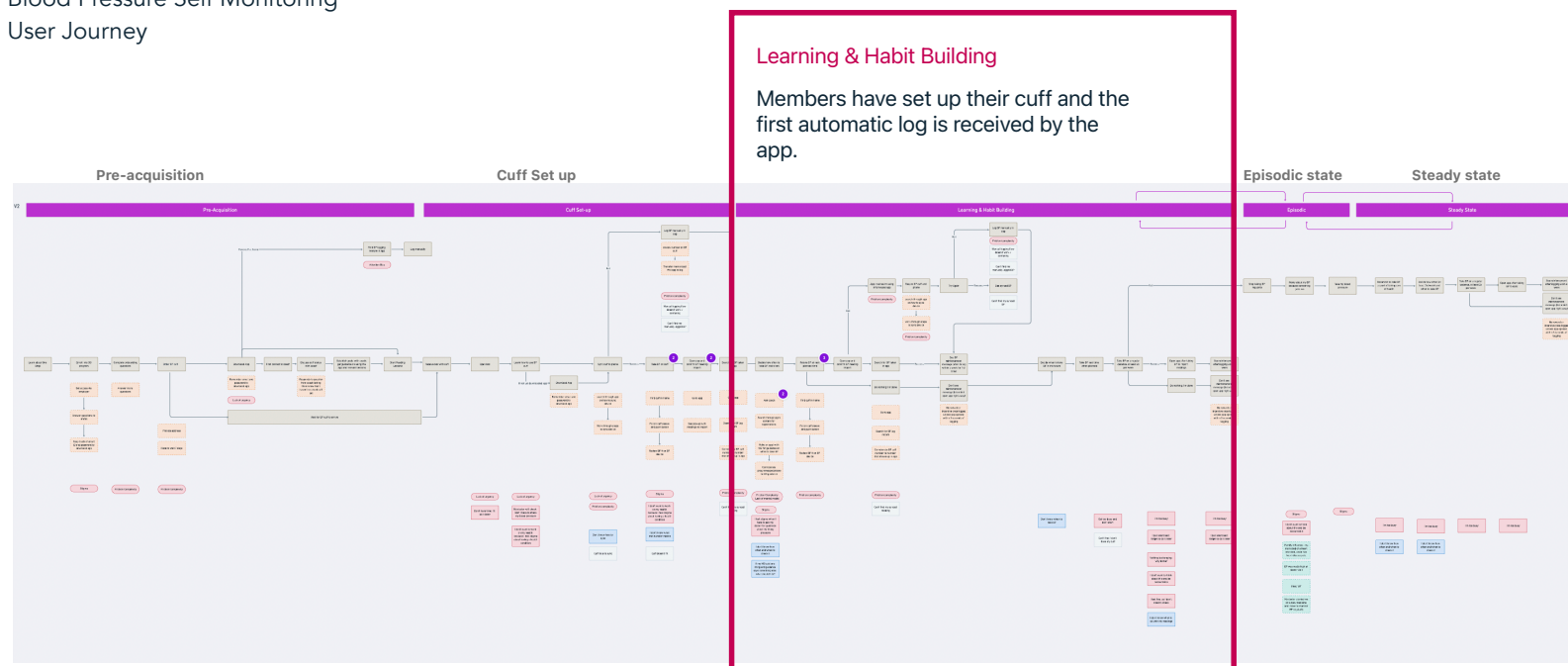
This research brought me to push for changing our definition of success: mimicking what doctors do, a better definition is tailored to the member health profile and behavior and that looks at the consistency of self-monitoring instead of the pure frequency.

TASK 0: FIND A WAY

Current Experience

The As-Is analyses and the interviews insights provided me with pain-points and opportunities to improve the current user journey. In particular in the phase called "Learning&Habit Building".

Blood Pressure Self Monitoring User Journey



TASK 1: DESIGN PROMPTS AND REINFORCEMENTS

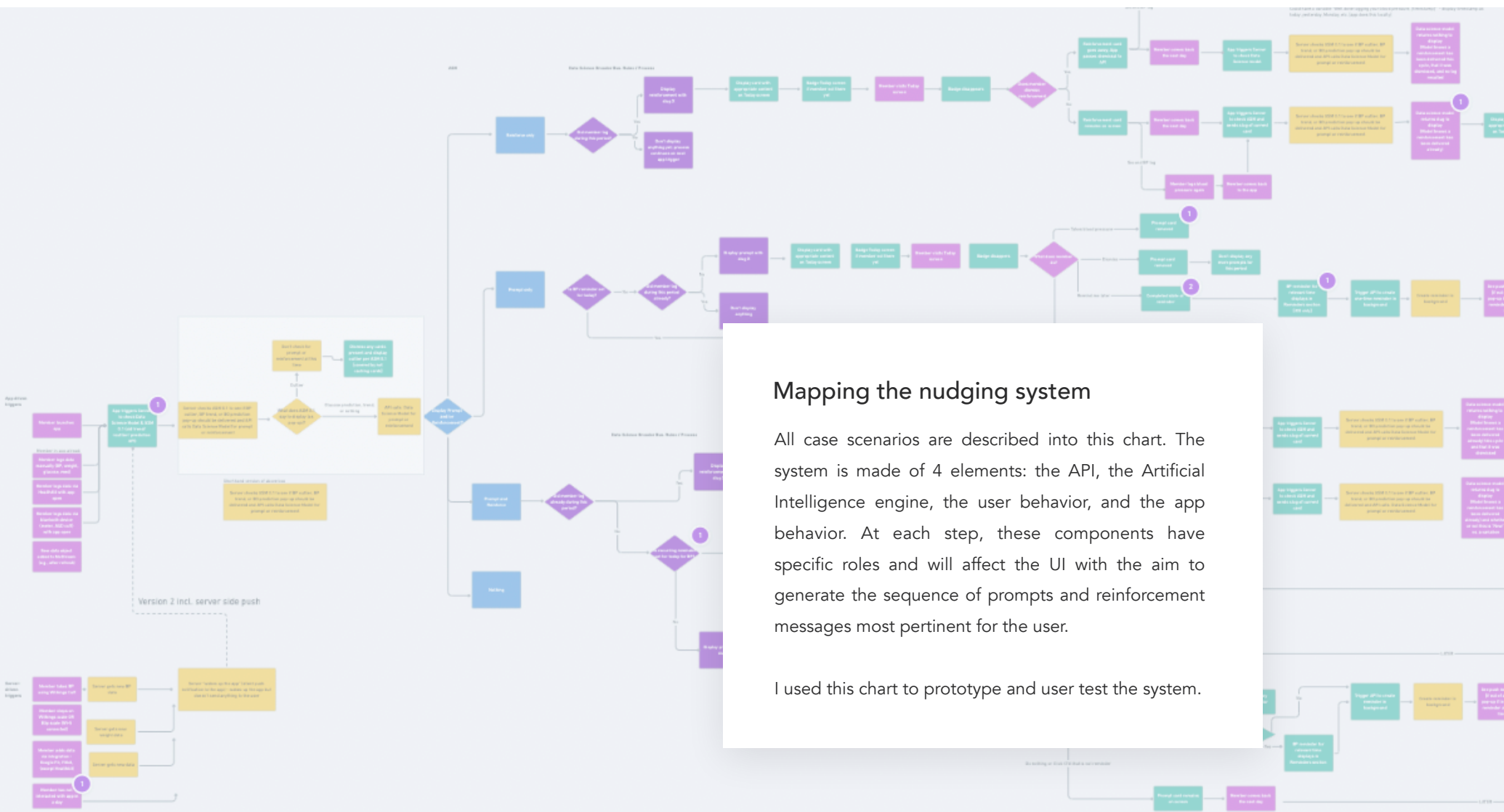
Design Hypothesis: a nudging system of prompts and reinforcements

To increase self monitoring and produce better health outcomes,

One Drop will deliver a **nudging system** that serves **prompt** and **reinforcement** messages tailored to the member health profile and behaviors, using an AI engine that learns and adapts to the member's evolving health profile and behaviors.

Success will be defined accordingly with the member's health profile and self-care attitude and will depend on the consistency of the acquired behavior.*

*Member A never monitored and starts monitoring 2/month for 6 months in a row, becoming a *consistent* member. The new target for member A now is to self-monitor once a week.



Mapping the nudging system

All case scenarios are described into this chart. The system is made of 4 elements: the API, the Artificial Intelligence engine, the user behavior, and the app behavior. At each step, these components have specific roles and will affect the UI with the aim to generate the sequence of prompts and reinforcement messages most pertinent for the user.

I used this chart to prototype and user test the system.

Design Validation - deliver prompt and reinforcement nudges

Nudge mechanics

With this test I wanted to see what mechanics work better when it came to nudge the user in doing something they were not thinking to do.

The challenge was to avoid being ignored or annoying.

Nudge timing

This test helped me understand better in which moments the user is most receptive to a nudge about something they were not thinking about. I found a total of 9 ideal moments for both prompts and reinforcements.

Nudge language

The language used in the prototype was the language used by the doctors. I wanted to find the right balance between precision and understanding for the One Drop members.

TASK - DESIGN PROMPTS AND REINFORCEMENTS

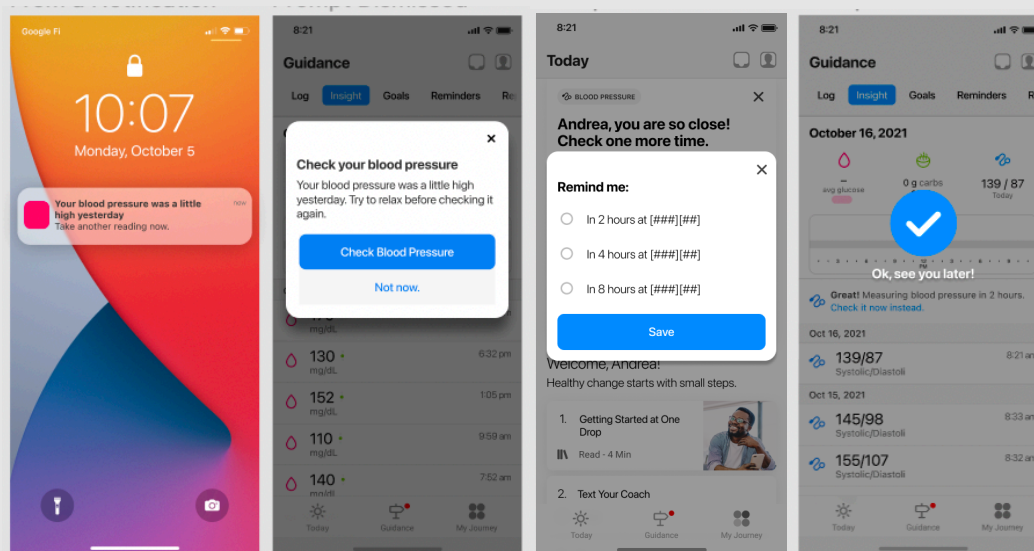
Design Validation - Scenario walkthrough

Finding a formula for prompts and reinforcements

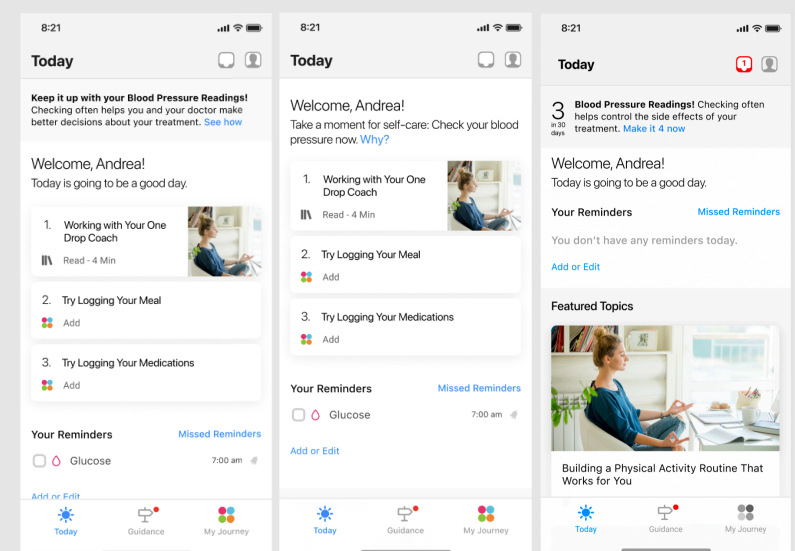
This test helped me validate whether the mechanics proposed are aligned with the participants' expectations. I also collected insights on prompt/reinforcement deliveries.

This helped me identify a formula for prompts and one for reinforcements.

Example of nudge mechanics and timing



Example of in-app message language tested



TASK - DESIGN PROMPTS AND REINFORCEMENTS

Validation outcome

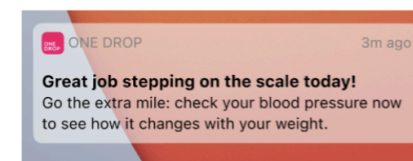
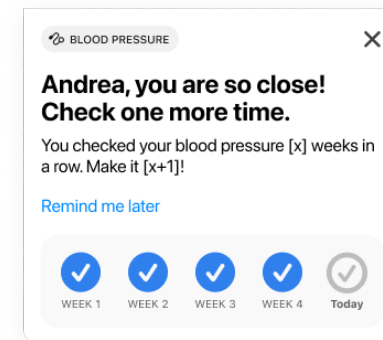
140+ nuggets with quotes, 10 insights, 3 general takeaways helped me identify how to structured a Prompt and a Reinforcement message.

Anatomy of a Prompt

Elements that make a prompt more effective for our Members

Objective: to prompt our Members to do something they are otherwise unlikely to do

- **Acknowledgement of previous good actions, if applicable**
OPENER "I'm listening, tell me more"
- **Call to action (it's not always a button)**
WHAT "What are you asking me to do"
- **Show a motivation for the call to action - be concise**
WHY "I'm intrigued, I didn't think about this or I knew and I wasn't considering it"
- **Explain the consequences of the action Call to action, if applicable and be concise**
EXPECTATIONS "What am I gaining from it, what will happen if I do this"
- **Alternatives to the action (optional)**
FORGIVE "What if I can't do it now? What if I'm still not sure?"



TASK - DESIGN PROMPTS AND REINFORCEMENTS

Validation outcome

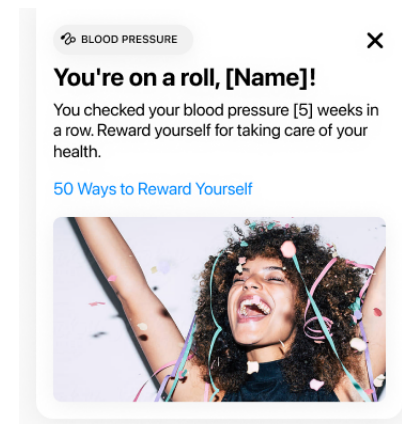
140+ nuggets with quotes, 10 insights, 3 general takeaways helped me identify how to structured a Prompt and a Reinforcement message.

Anatomy of a Reinforcement

Elements that make a reinforcement message more effective for our Members

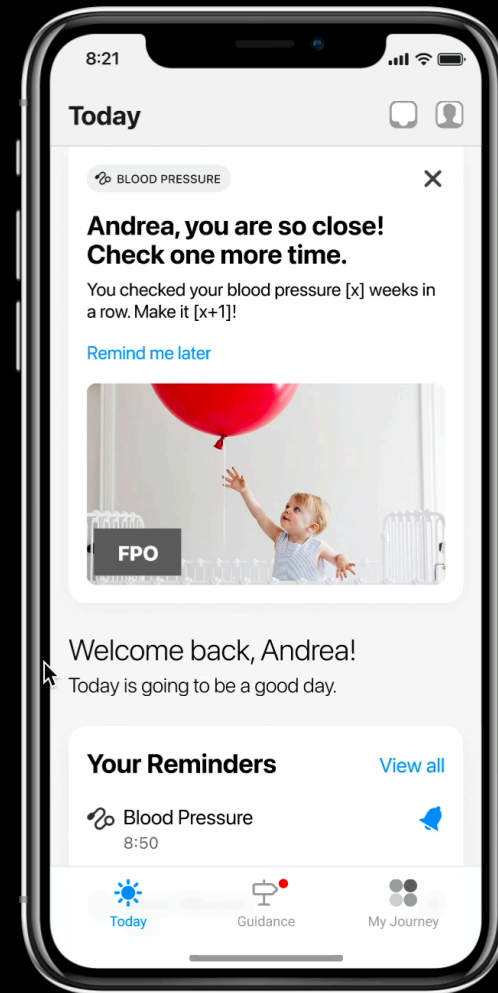
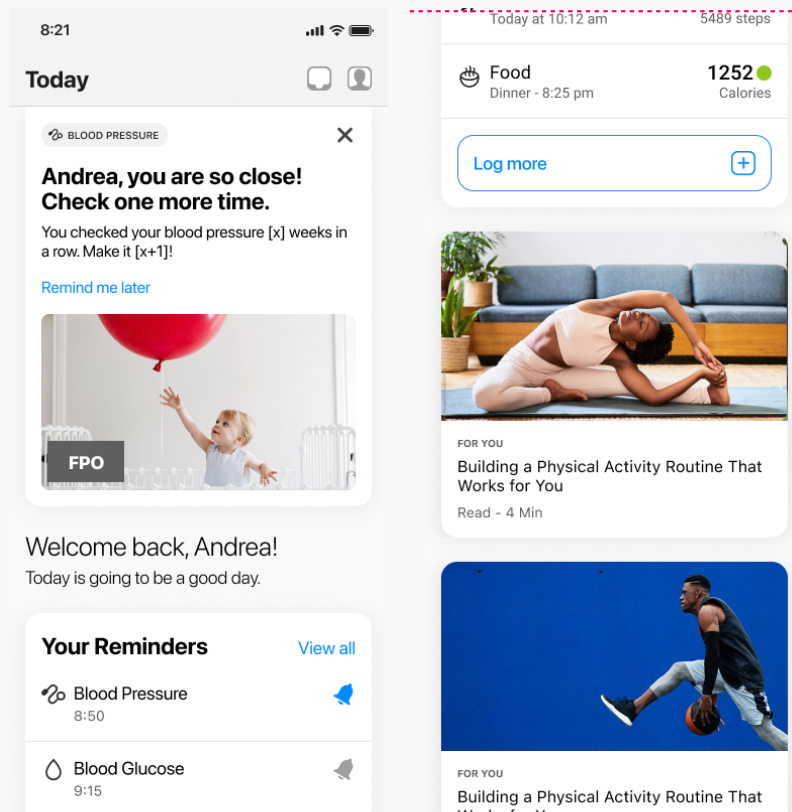
Objective: to reinforce our Members to keep doing something they would otherwise do less of

- **Acknowledgement of the previous good actions - be specific**
OPENER "I'm listening, tell me more"
- **Provide guidance on how to proceed - be concise**
HOW "How can I keep doing it? Can I do less? Should I do more?"
- **Say why that was a good action - be concise**
WHY "I'm intrigued, I didn't think about this or I knew and I wasn't considering it"
- **Anticipate the expected outcome, if applicable and be concise**
EXPECTATIONS "What am I gaining from it, what will happen if I do this"
- **Optional actions to know more or better**
TOOLS "I want to know more about the whys and the hows"



Results

Nudging cards to deliver prompts and reinforcements

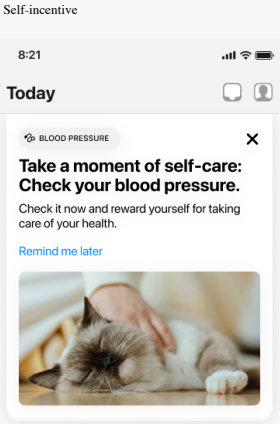
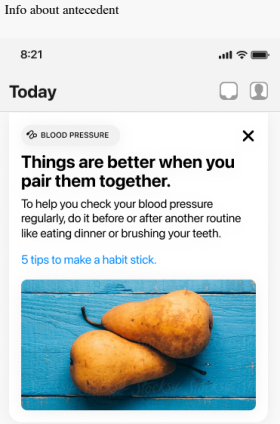


If video doesn't start
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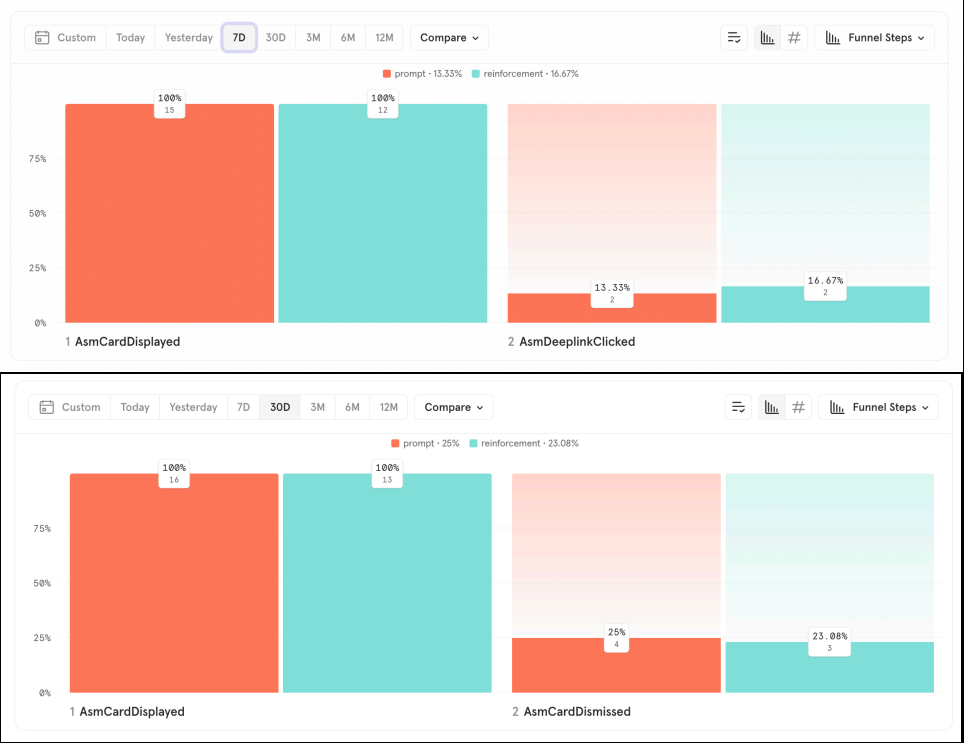
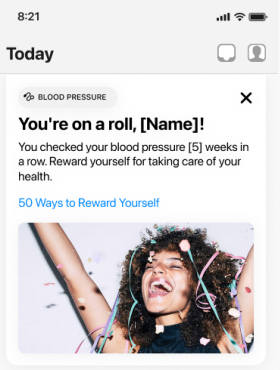
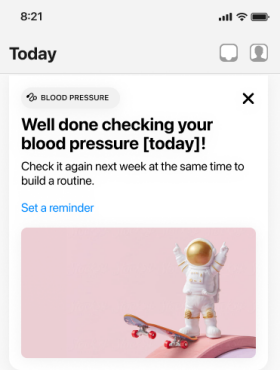
Results

Sample of early results since launch (early May)

Prompts



Reinforcements



ONE DROP



Increasing User Engagement from the Sign Up Flow

Part 1: The Sign up flow

PROJECT OVERVIEW

Members were not engaging enough during the first week of usage

TEAM

Onboarding Squad
(PM+Devs+QA)

ROLE

Design Lead

- Discovery activities
- Design and validation
- Support during the delivery phase.

The project touched 2 areas: the sign up flow and the First Time Use (FTU) experience for both Consumers and Enterprise members. The Enterprise experience was prioritized but learnings were applied to both segments.

TIMELINE

12 weeks from the Discovery to Design&Validation.

Start-to-launch, the project lasted 6 months.

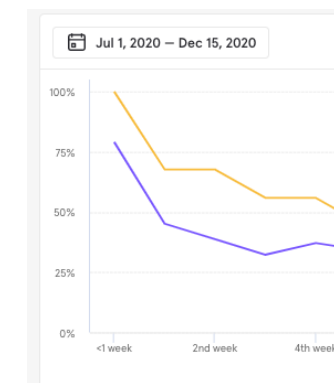
SITUATION

Enterprise and Consumer members engagement accordingly to the data

Average retention



Gap between Sign Ups and App access - Enterprise only



~30%
Of members that sign up, don't even access the app

TASK

Investigate why of low engagement

Customer Success Insights

Calls and messages to our Customer Success team revealed the 2 most common issues:

- Enterprise members were not able to retrieve the correct account credentials
- Both Consumers and Enterprise members waited to receive the device paired with their program

User Research Insights

A longitudinal study conducted by the user research team, revealed the fact that most of the users expectations were not met once logged into the experience. Particularly common issues were the lack of call to action and unmet expectations once in the landing screen.

As-is Analysis

This analysis allowed me to identify broken patterns and heuristics that needed to be fixed:

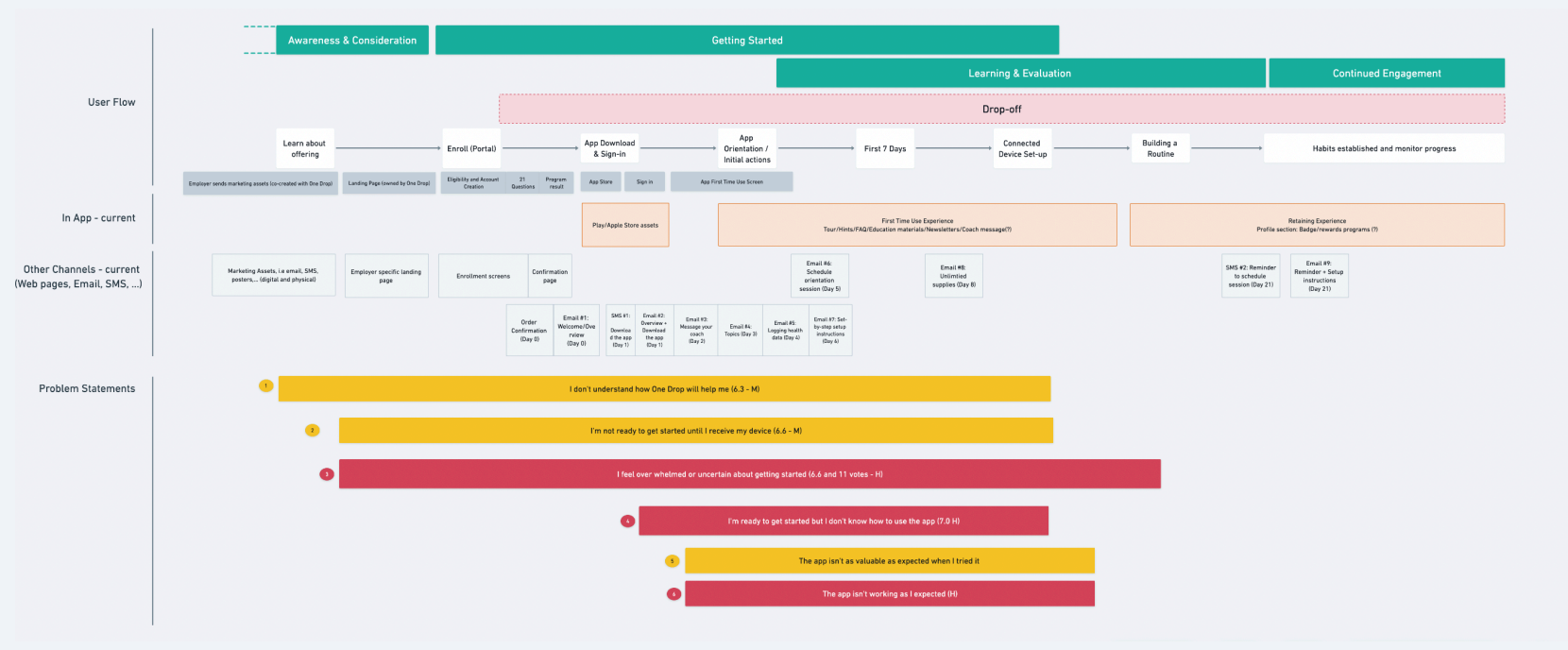
- A disjointed, non-user friendly flow and lack of clarity about One Drop value for enterprise members
- Generally poor First Time Use for both audiences (no clear call to action and unmet expectations)

FIND A WAY

Opportunities Mapping

I mapped the opportunities on top of the Enterprise user journey, highlighting the areas that needed intervention.

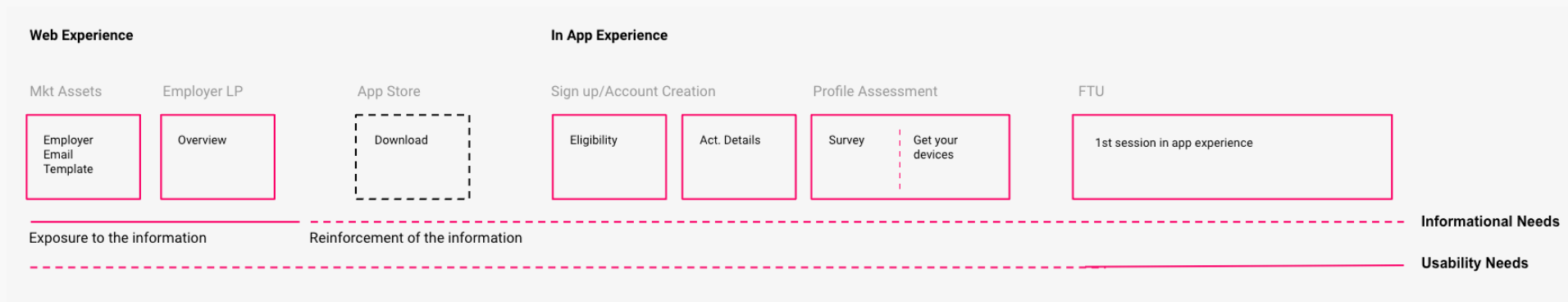
Enterprise Members Journey



FIND A WAY

Design Hypothesis

By seeding fair expectations from the first step of the Sign-Up flow, and by reflecting those expectations in the First Time Use (FTU) experience, we will be able to increase the retention rate of Day 1.



Areas of intervention:

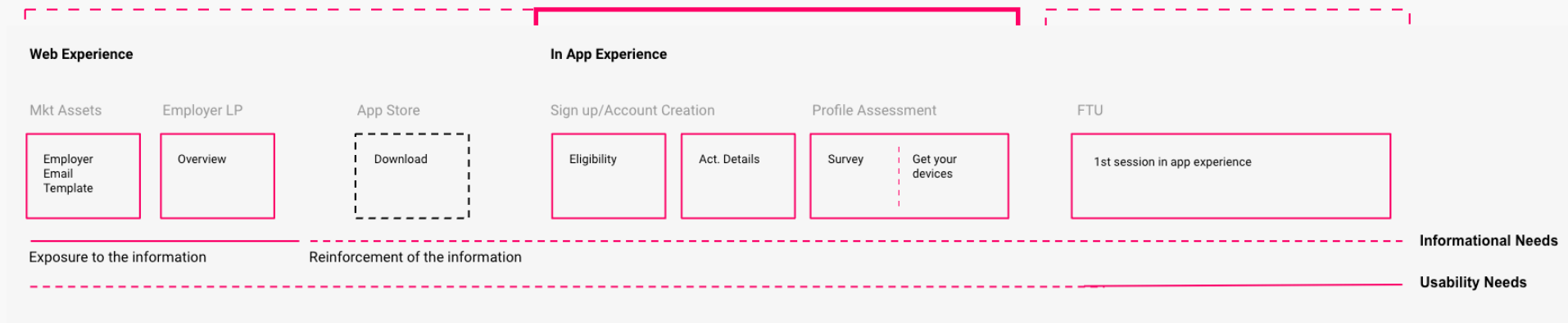
1. **SIGN UP FLOW REDESIGN** - Enterprise members: Create a seamless flow that establishes expectations from the earliest touch-points and reinforces them all the way to the First Time Use (FTU)
2. **FTU SCREEN REDESIGN** Improving usability and discoverability in app by designing a Getting Started Guide with a learning-by-doing approach

PART 1

Sign up flow redesign - Enterprise members

Objective: Create a seamless flow that establishes expectations from the earliest touch-points - aiming to reduce the gap between sign ups and first session and prepare for the First Time Use (FTU) experience.

Learnings will be applied to the Consumer flow where applicable.



Design Approach

Native Flow

The new design aimed to bring the whole flow *in app* to provide a consistent channel and to bring the users into the app experience earlier on.

Steps consolidation

The new flow also consolidates the number of steps and their sequence in a way that reflects the users mindset once they start signing up.

Seeding expectations

While retrieving information from the users, the new design gives useful information on what to expect at each turn during the flow. This is to reinforce the decision to move forward into the flow and complete the sign up successfully.

SIGN UP FLOW REDESIGN

Design Validation - low-fi prototype

Welcome to One Drop
You've just taken the first step on an exciting journey toward better health.

- 1. Create an account**
Confirm your eligibility and create your account.
- 2. Personalize your program**
Take a 5-minute survey, so we can personalize your experience.
- 3. Get started**
Order your devices, explore the app, and start your health transformation.

[Create Account](#)

1. Create an account
ACCOUNT DETAILS

← Back

Great, you are eligible! Create an account now.
These will be your credentials to sign in to the One Drop app and access your program.
[Why we ask](#)

Email

Password

Min 8 characters, at least 1 number, and a special character like "1@#&\$"

Confirm Password

Need Help? [Email us.](#)

[Create your account](#)

1. Create an account
CONFIRM ELIGIBILITY

Confirm your eligibility to create an account
Type your name and date of birth to confirm your eligibility for free access to One Drop.
[Why we ask](#)

First Name

Last Name

Date of Birth

Month / Day / Year

☐ By continuing, I agree with the [Terms & Conditions](#), [Privacy Policy](#), and [End User Agreement & Terms](#).

Need Help? [Email us.](#)

[Next](#)



Hold on.
Your account is almost ready.

SCENARIO

Imagine that you work for a company called Moose.

As part of their health benefits package, Moose offers you a digital subscription to One Drop, a health app that aims to help you manage your health conditions.

One Drop comes completely free to you. Whether you sign up for the app or not is completely up to you.

You've seen some posters in the cafeteria about One Drop. This morning, you have also received an email from Moose, informing you of the new offering and describing what the One Drop app subscription includes.

If video doesn't start

[PLAY IT HERE](#)

Open ended task

5 participants (1 female, 4 males, between 39 to 59 y/o) were provided with a scenario in which they are invited to imagine that their employer sent them information about One Drop; they were to decide whether they would sign up to One Drop and how they would go about signing up.

Design Validation - low-fi prototype

Information needs

The purpose of this test was to assess the efficacy of the new Employer User Activation flow in conveying the information needed to set fair expectations regarding One Drop and the programs offered.

Sequence of steps

The test evaluated also the sequencing of the steps in the flow, so to determine whether there were redundant or unnecessary questions and to validate the most natural sequence for the users.

Expectations forming

With this test I could also validate what expectations the users had about the app when they reached the end. This informed the design of the landing page that will welcome the new user.

SIGN UP FLOW REDESIGN

Information needed at each Decision Point

Key information that users consider when moving forward during the Sign Up flow

Key

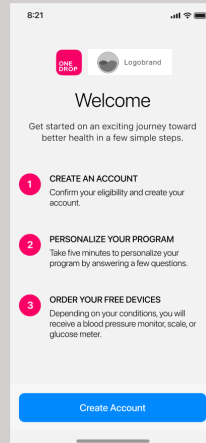
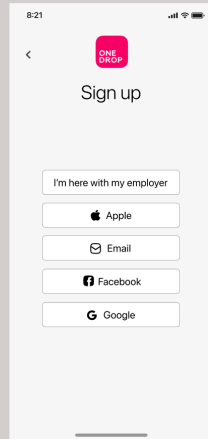
Negatively impacted decision

Generated doubt

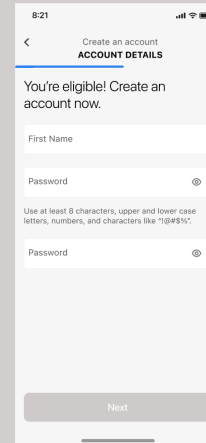
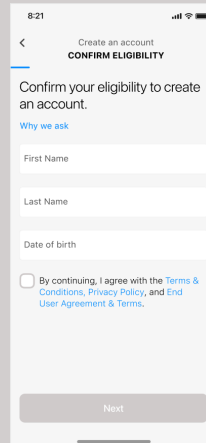
Supported decision

	Email	Landing Page	App Store	Account creation	Survey	Device order	Sync with other apps	Today
Larry	At no cost to you	Coach (chat no phone call), free devices	Ratings and reviews	Expected process	Pertinent questions, "Tracking numbers" not clear	No credit card needed, Expected inputs, doesn't see shipment details	Yes, it will automatically update	
Cristina	Conditions, not sure how to get devices and how they work	Type of devices, app syncs with other apps	Ratings and reviews	Not asking too much	Pertinent questions	Devices are mailed, doesn't know if they need to be returned	Yes, I use it	
Jeff	None - life priorities and issues	Video, At no cost to you	Ratings and reviews	Standard process	Familiar questions, diversity in imagery	Free devices will be mailed, the whole family will use them	No, I don't have it	
Shelby	Specific condition, coach, tailored content	Video inclusiveness, innovation, clinical studies, self-improvement	Ratings and reviews	Free devices, Secured process	Pertinent questions, imagery	No credit card needed makes it secure	Yes, everything together	
Norris	Coach, educational content, testing supplies and devices	Health outcomes (a1C+timing) and testimonial quote	Ratings and reviews	Expected process	Pertinent questions	Free devices right for his conditions	No, thanks	

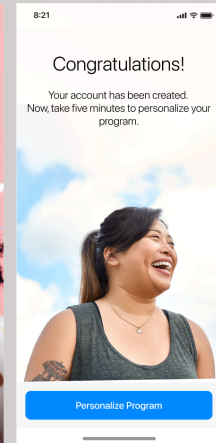
0. INTRO



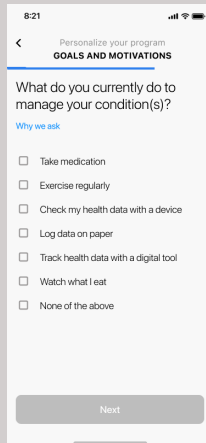
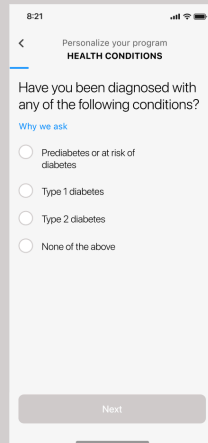
1. ACCOUNT CREATION



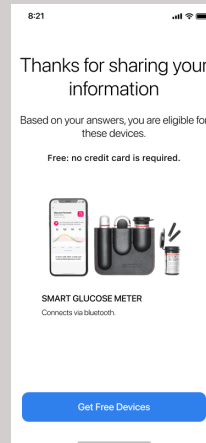
CONFIRMATION



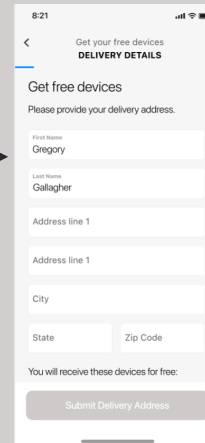
2. PROFILE SURVEY



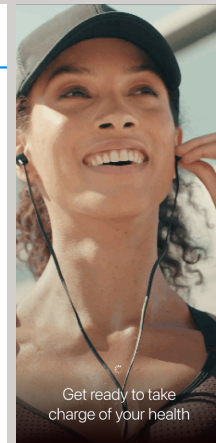
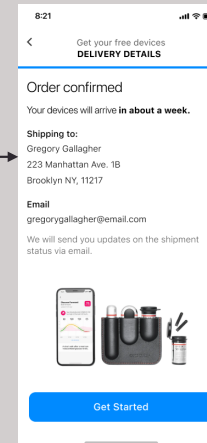
CONFIRMATION



3. ORDER DEVICES



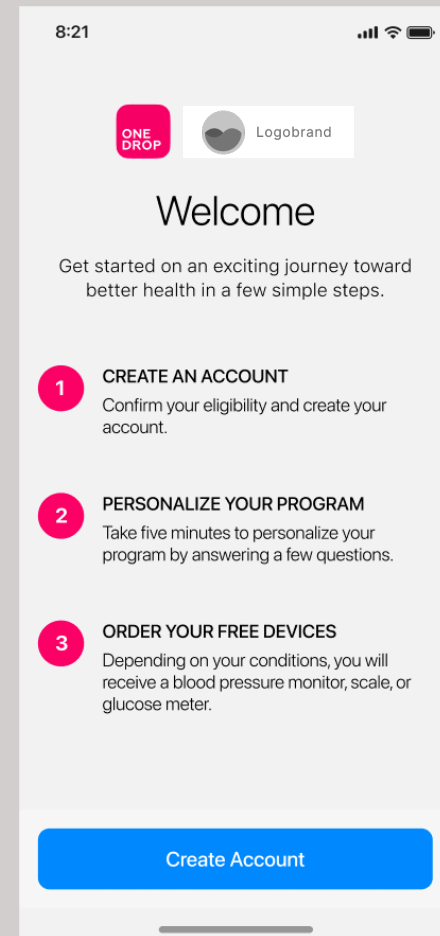
CONFIRMATION



Intro: Prepare for what's next

In this screen, a preview of the total steps is displayed.

This screen provides reassurance and clarity on what's needed to complete the sign up process and why it's needed.



Account creation

Enterprise members only must confirm their eligibility.

To avoid unnecessary steps, users are stopped if they are not eligible, before they enter any other personal information.

The image displays two mobile application screens for account creation, presented side-by-side. Both screens show a status bar at the top with the time 8:21, signal strength, Wi-Fi, and battery icons.

Left Screen: CONFIRM ELIGIBILITY

- Header: "Create an account" with a back arrow and "CONFIRM ELIGIBILITY" in bold.
- Text: "Confirm your eligibility to create an account."
- Link: "Why we ask" in blue.
- Form fields: "First Name", "Last Name", and "Date of birth".
- Agreement: An unchecked checkbox followed by the text "By continuing, I agree with the [Terms & Conditions](#), [Privacy Policy](#), and [End User Agreement & Terms](#)."
- Button: "Next" in a grey bar at the bottom.

Right Screen: ACCOUNT DETAILS

- Header: "Create an account" with a back arrow and "ACCOUNT DETAILS" in bold.
- Text: "You're eligible! Create an account now."
- Form fields: "Email" and "Password" (with an eye icon for visibility toggle).
- Text: "Use at least 8 characters, upper and lower case letters, numbers, and characters like '!@#\$\$%'."
- Form fields: A second "Password" field (with an eye icon).
- Button: "Next" in a grey bar at the bottom.

Profile Survey will tailor the First Time Use

15-questions survey to assess the member health and motivation profile, assign the right program, **and tailor the First Time Use**.

The questions order meets the user's expectations.

"Why we ask" explains the value for the user of giving that information.

The image displays two side-by-side mobile app screens. Both screens have a status bar at the top showing the time as 8:21 and signal/battery icons. The left screen is titled 'Personalize your program' with a sub-header 'HEALTH CONDITIONS'. It asks, 'Have you been diagnosed with any of the following conditions?' and lists four radio button options: 'Prediabetes or at risk of diabetes', 'Type 1 diabetes', 'Type 2 diabetes', and 'None of the above'. A blue link 'Why we ask' is positioned above the options. A 'Next' button is at the bottom. The right screen is also titled 'Personalize your program' with a sub-header 'GOALS AND MOTIVATIONS'. It asks, 'What do you currently do to manage your condition(s)?' and lists six checkbox options: 'Take medication', 'Exercise regularly', 'Check my health data with a device', 'Log data on paper', 'Track health data with a digital tool', 'Watch what I eat', and 'None of the above'. A blue link 'Why we ask' is positioned above the options. A 'Next' button is at the bottom.

8:21

< Personalize your program
HEALTH CONDITIONS

Have you been diagnosed with any of the following conditions?

[Why we ask](#)

- ☐ Prediabetes or at risk of diabetes
- ☐ Type 1 diabetes
- ☐ Type 2 diabetes
- ☐ None of the above

Next

8:21

< Personalize your program
GOALS AND MOTIVATIONS

What do you currently do to manage your condition(s)?

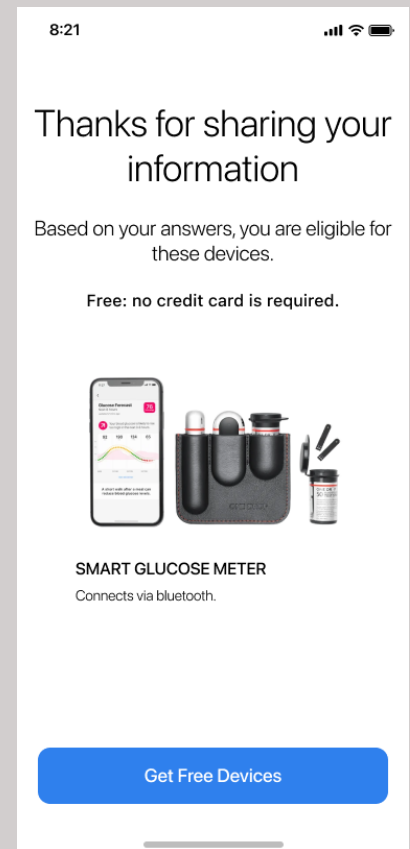
[Why we ask](#)

- ☐ Take medication
- ☐ Exercise regularly
- ☐ Check my health data with a device
- ☐ Log data on paper
- ☐ Track health data with a digital tool
- ☐ Watch what I eat
- ☐ None of the above

Next

Transition and Confirmation screens

At the end of each macro step, I introduce a transition and a confirmation screen to confirm the purpose of the completed step and reassure the user that everything is going as expected.

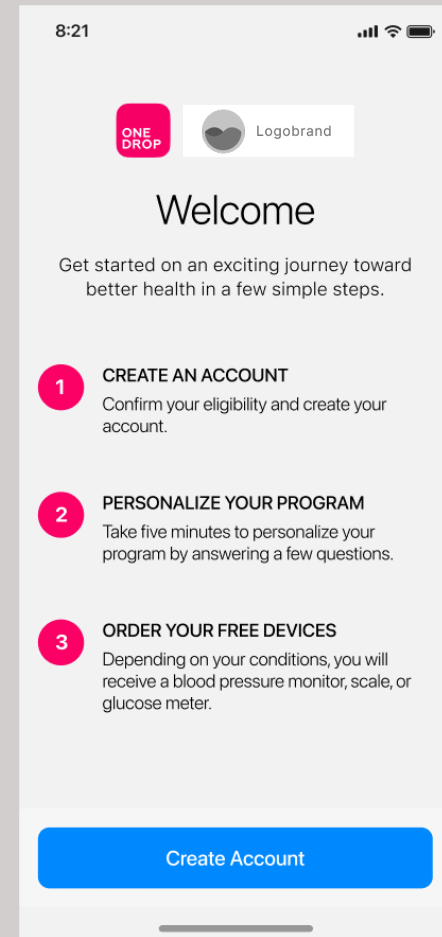


Results

Early data shows that the gap between sign ups and first session in app reduced by 20%.

The Customer Success Team reported a reduction of calls due to forgotten credentials by 80%.

The new flow is tracking click-through and bounce rate at each screen, time spent on screen, time of completion, and total sign ups.



ONE DROP™



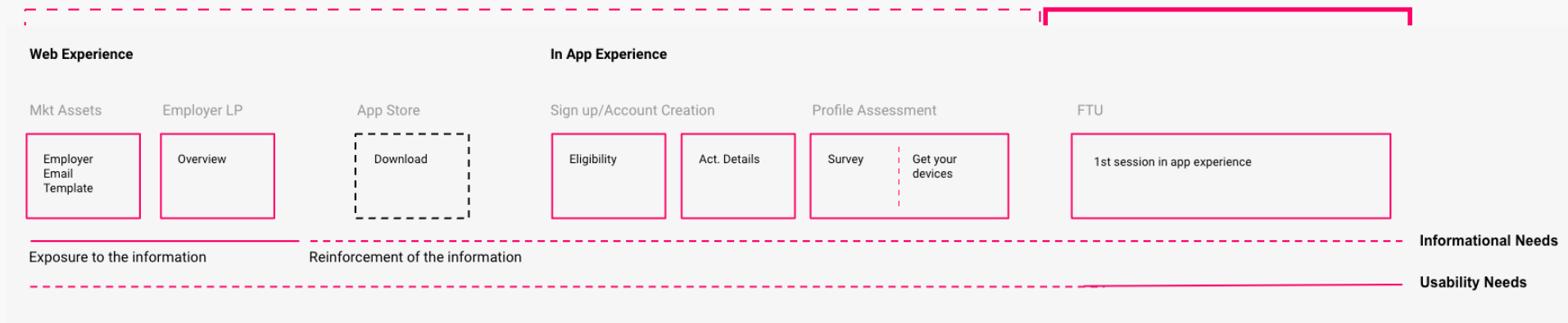
Increasing User Engagement with a First Time Use Experience

Part 2: The First Time Use Experience

PART 2

First Time Use Redesign - Consumer and Enterprise members

Objective: Improving usability and discoverability in app by designing a Getting Started Guide with a learning-by-doing approach

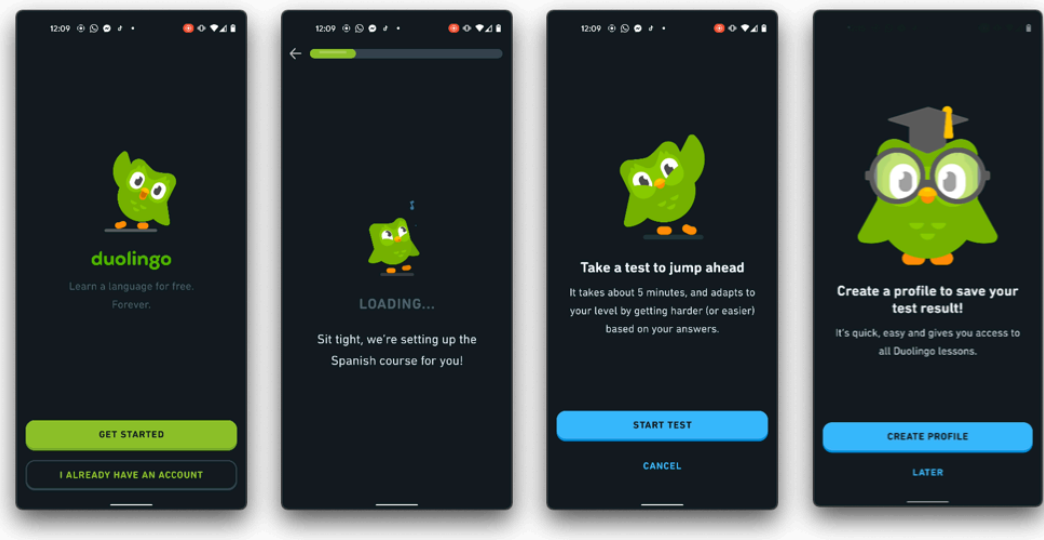


FIRST TIME USE EXPERIENCE REDESIGN

Direct and non direct competitors analysis

In addition to the research conducted for the first part, I analyzed 20 onboarding flows and observed the engagement strategies adopted for the first week of usage. This inspired the new One Drop Onboarding strategy: **learning by doing**.

Duolingo learn-by-doing onboarding



PROS

- Demonstrate the value of the product
- Shows the level of commitment required
- Assess the user motivation and level of expertise
- Lets the user skip the assessment and sends reminders for a later assessment

CONS

- Risk of not completing the assessment

Design Approach: a personalized and responsive Getting Started guide

Getting Started Guide

Our users needed some guidance in taking the first steps into the experience. They came in with certain expectations and needed to see those expectation fulfilled. The Getting Started Guide aims to provide an interactive tour of the most pertinent actions in the app.

Learn-by-doing

A Getting Started Guide can take many forms. I saw a real opportunity in creating a set of selected actions tailored to the user profile and that changes accordingly with the user behavior.

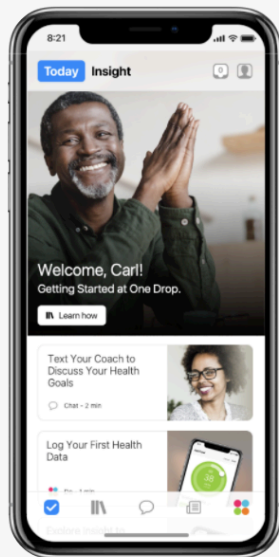
Personalization

Not only the actions are personalized to the user profile and behavior, but also the educational content - key part of the One Drop experience - is tailored to reflect the user's expectations, needs, and behaviors.

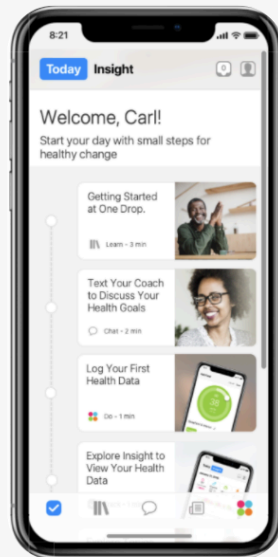
FIRST TIME USE EXPERIENCE REDESIGN

Design Validation - Contrast and compare

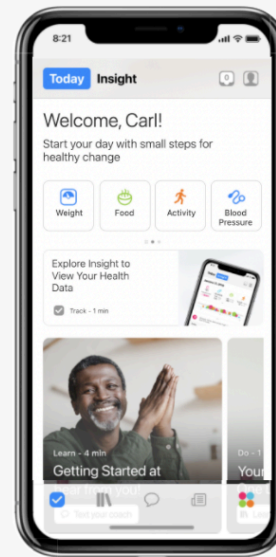
This validation test helped me find the layout that better reflected the user's expectations and what terminology worked better.



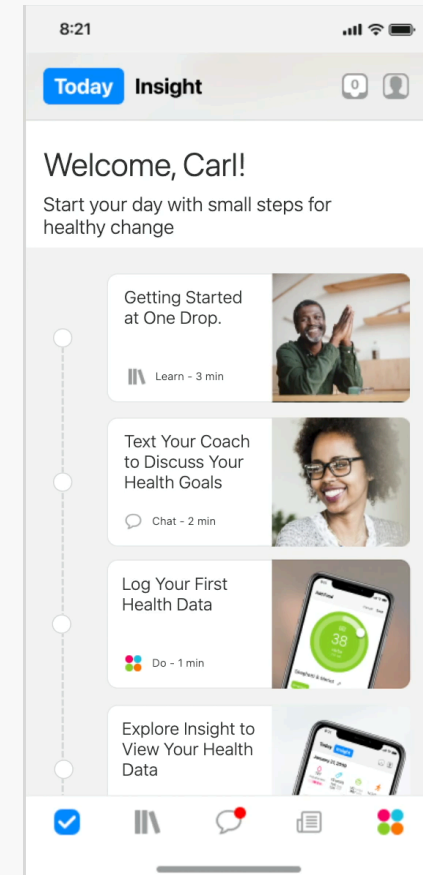
One Main Action



A Clear Sequence



Log and Learn



Design Validation Outcome

First Impressions and First Actions

This test helped me making a decision in what layout supported better taking action while making the best first impression

Mindsets

With this test I wanted to validate what particular mindset our users adopted when landing onto the One Drop experience for the first time:

- One action per time
- A clear sequence of actions
- Log-and-learn

Labels and Terminology

Together with the mindsets, I wanted to vet whether the language was clear enough and able to orientate the users towards the next action to take.

The Getting Started Guide Mechanics

Every day a set of selected actions are suggested accordingly with the user profile and behavior.

DAY 1

Good morning, Andrea!
It's going to be a great day.

1. One Drop Devices 101
Read - 3 Min
2. Try Logging a Meal
Add
3. Working With Your One Drop Coach
Read - 2 Min

DAY 2

Welcome back, Andrea!
You're off to a great start!

1. Explore Topics, Your Content Library
Great!
2. One Drop Devices 101
Read - 3 Min
3. Try Logging Your Activity
Nice!

DAY 3

Welcome, Andrea!
Healthy change starts with small steps.

1. Getting Started at One Drop
Great!
2. Text Your Coach
Awesome!
3. Try Logging Your Health Data
Nice!

Wow, Andrea!
You're on a roll—keep it up!

Nice job, Andrea!
You've now explored most of the One Drop features that can help you transform your health.
Keep up the great work!

OK

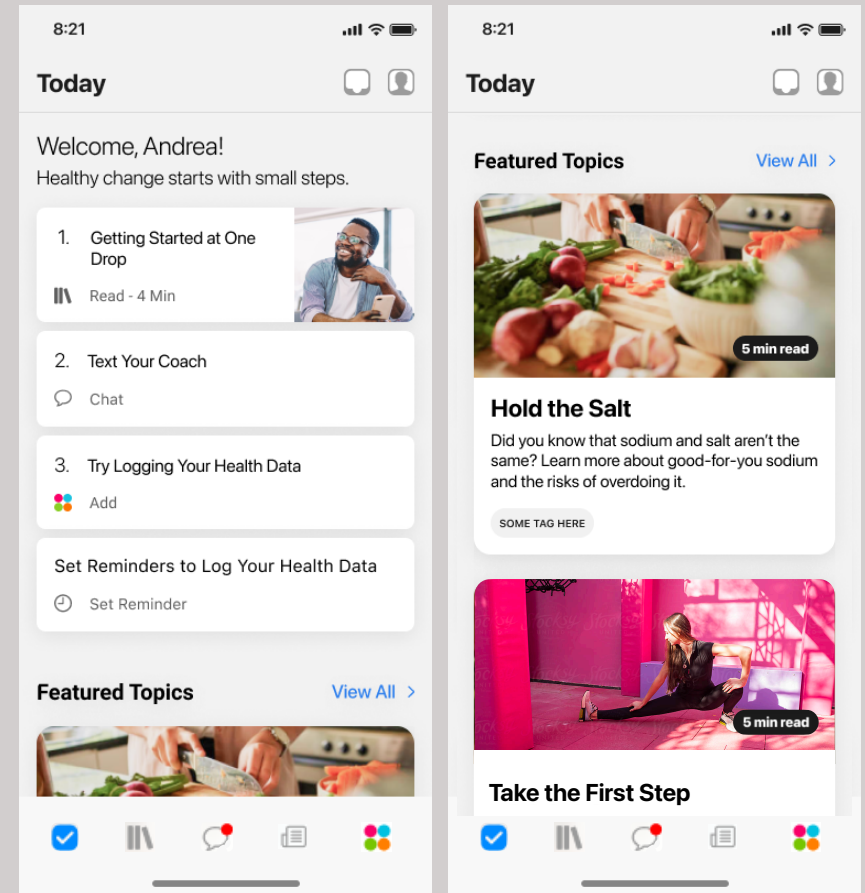
Featured Topics

The Result

Most participants enjoyed the clear sequence of suggested actions, conveying guidance on what to do and in which order.

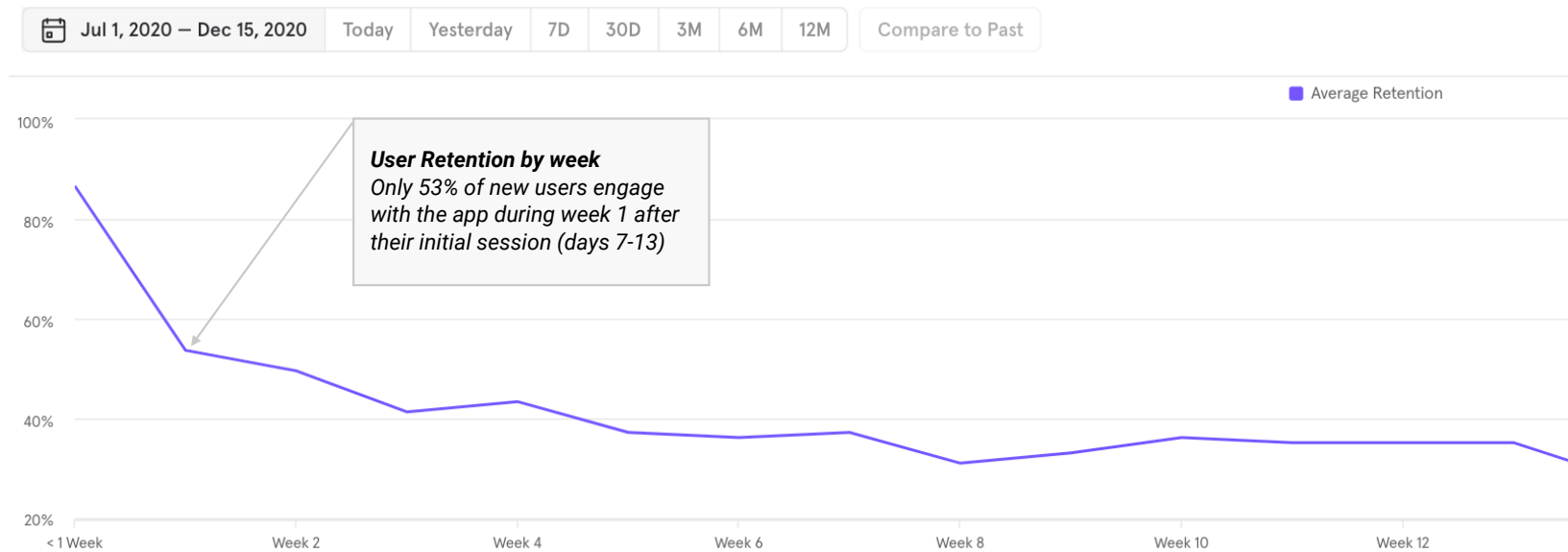
Once an action was completed, a checkmark will appear at the bottom of the list item and provided a sense of completeness.

The pertinence and freshness of the Feature Topics was also very appreciated and provided the users with a space to dwell in between the suggested tasks for the day.



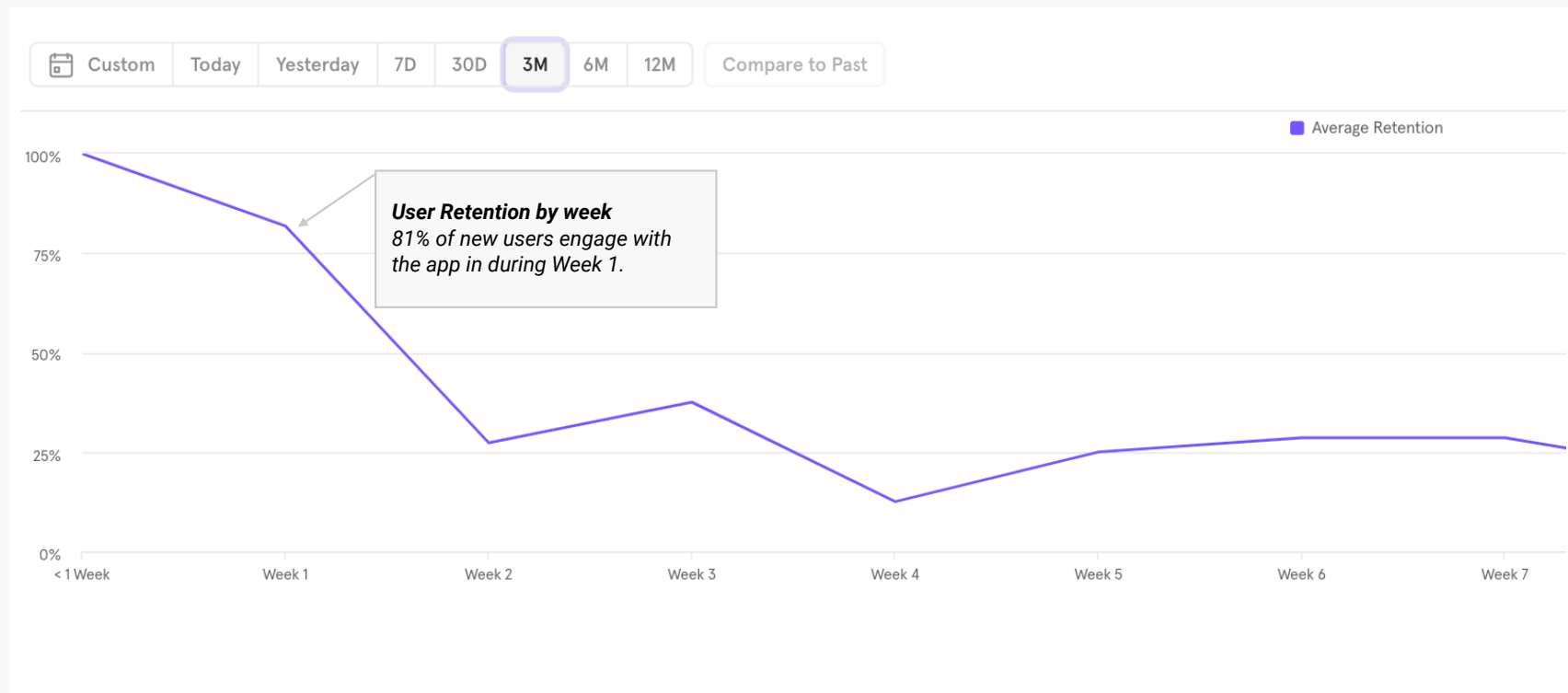
How is it going?

We wanted to increase retention by ~40% during the first week of usage for enterprise members first.



How is it going?

With the launch of the new user experience, we saw an increase in retention during the first week of usage of enterprise members.

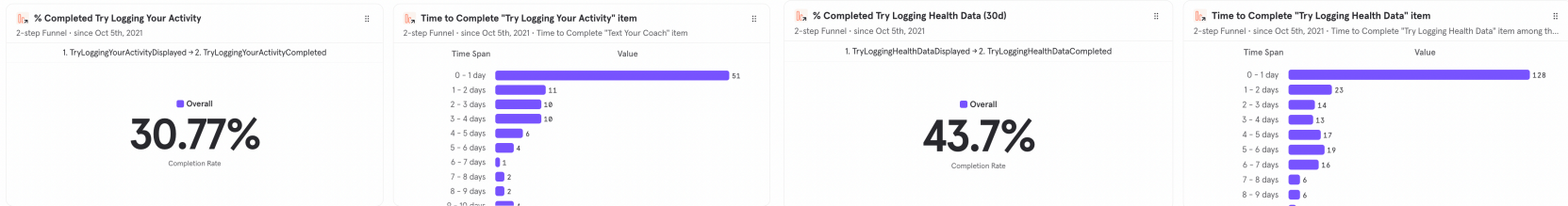


How is it going?

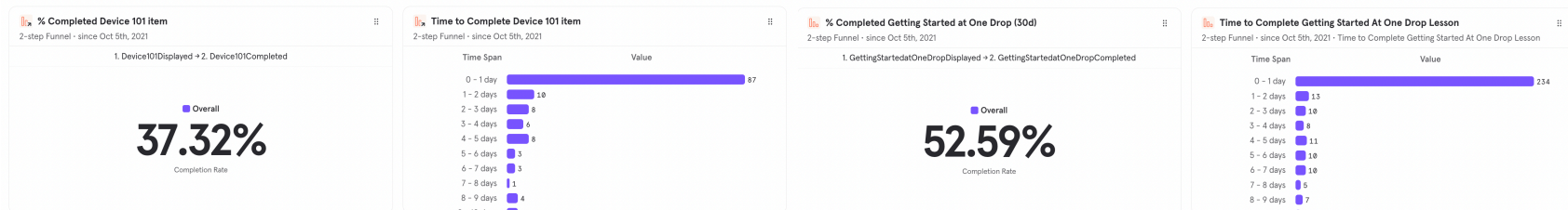
While data logging features maintained or improved the level of engagement during the first week, other relevant features like Coaching* seemed to be less interacted with.

* During the first week of usage before the new experience was launched, Coaching was commonly used also to find help in using the app. Further investigation on what the new behavior pattern means is needed.

Data logging features



How-tos articles



How is it going?

While data logging features maintained or improved the level of engagement during the first week, other relevant features like Coaching* seemed to be less interacted with.

* During the first week of usage before the new experience was launched, Coaching was commonly used also to find help in using the app. Further investigation on what the new behavior pattern means is needed.

Coaching feature

% Completed Working With Your One Drop Coach

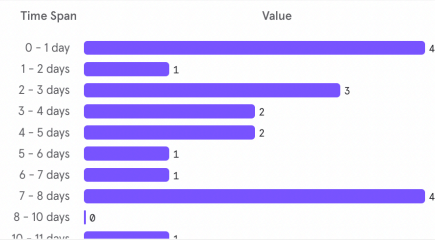
2-step Funnel · since Oct 5th, 2021

1. WorkingWithYourOneDropCoachDisplayed → 2. WorkingWithYourOneDropCoachCompleted

Overall
8.76%
Completion Rate

Time to Complete "Working with Your One Drop Coach" item

2-step Funnel · since Oct 5th, 2021



% of new members sending a message to coach within 1 day (with Today I...)

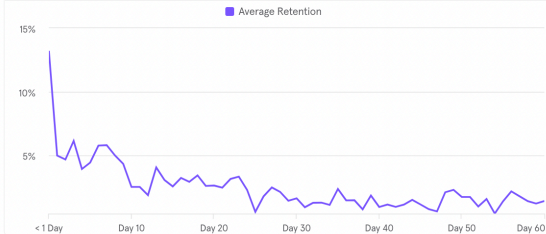
2-step Funnel · since Oct 5th, 2021

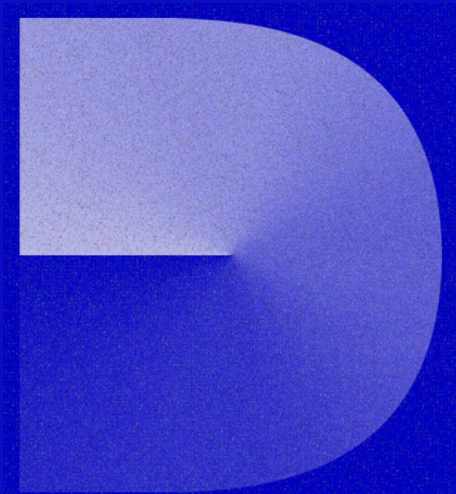
1. App Session → 2. Chat Message Sent

Overall
7.3%
Completion Rate

Retention - Sent Message to Coach

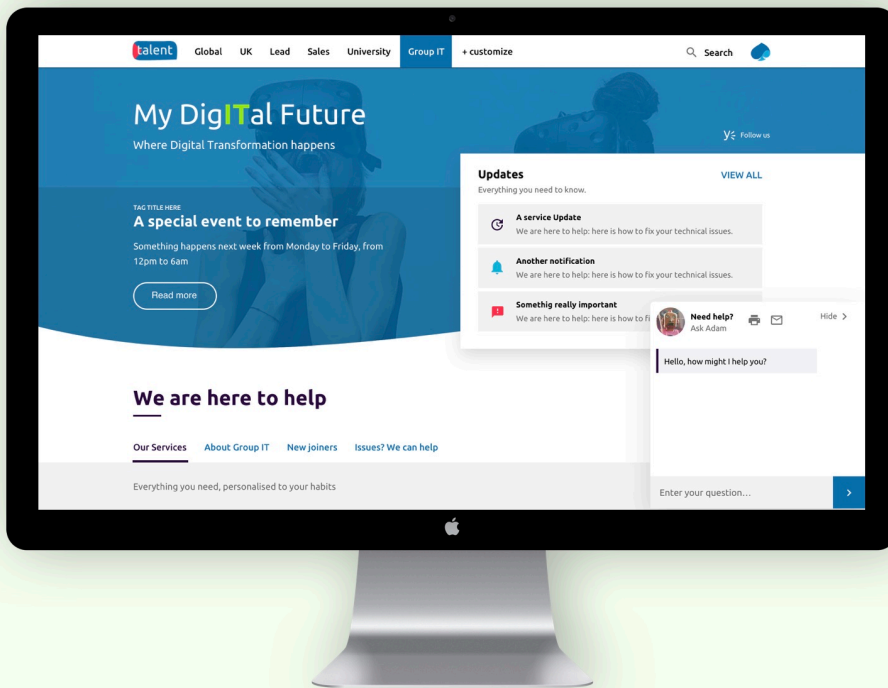
Retention, since Oct 5th, 2021 · The % of members who send a message to the coach each day





Digital Detox

Selected projects as the Lead and manager of the Design Team

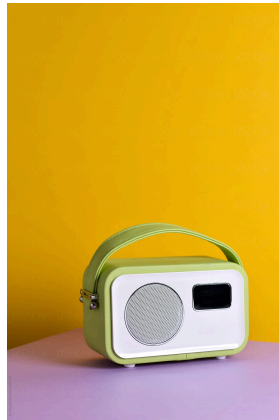
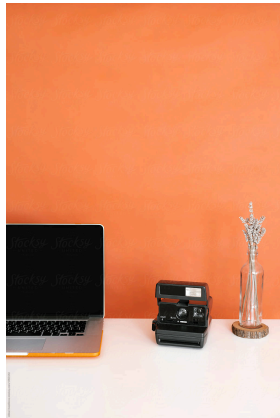


An intranet to inspire talent

Capgemini

1. Objects to tell stories

Use objects to tell a story. Minimalist layout and positive and fresh feel. You can use objects alone on flat background or include the environment and a hint of human presence.



How to translate *Digital Transformation* into a bold visual language

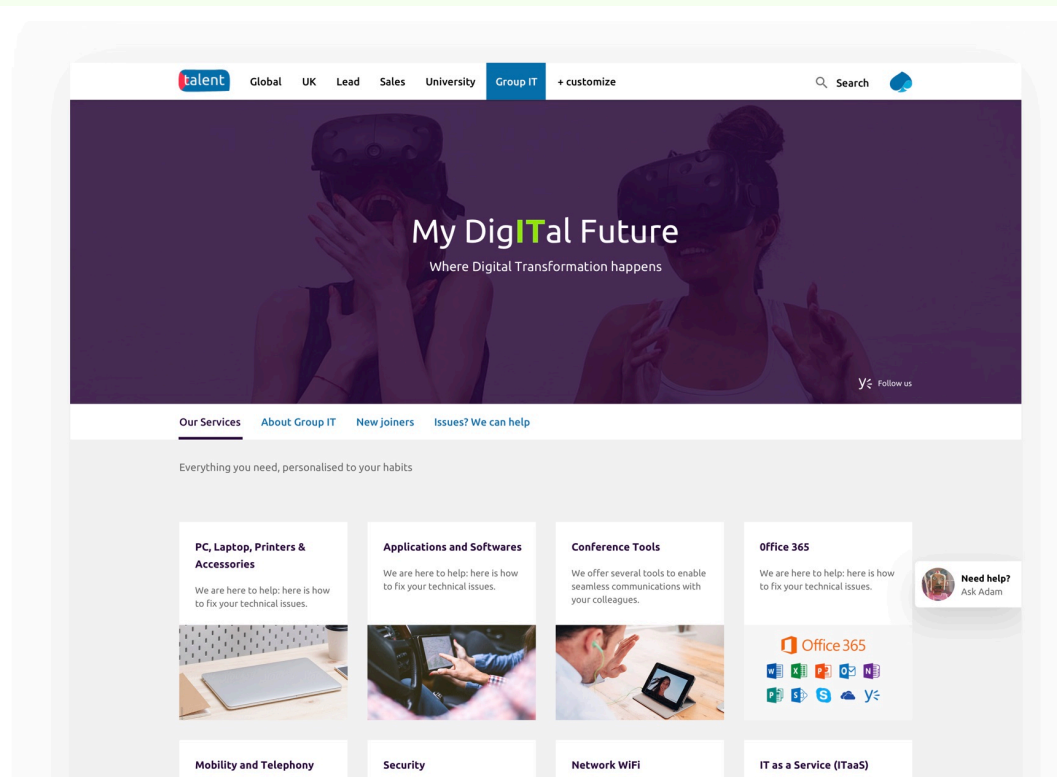
A team that leads Digital Transformation

Lifting the burden of **legacy** to support professionals that bring innovation to other businesses

Capgemini Talent is the IT Group web portal that allows for collaboration and knowledge-sharing across Capgemini, leader in Digital Transformation services for businesses of all sorts.

The challenge was to move away from the burden of Legacy that the current system had carried for too long. The overall experience needed a refresh.

By enhancing the portal experience, the IT Group department could benefit from lighter processes and workflows, but also leverage their identity and trust level across the organization.



*"It's not only about a new portal.
It's about us"* - Talent Product Owner

Legacy can undermine the effort of an entire department so much that little budget and resources are dedicated to their improvement.

Leading the Design Strategy

Together with the Product Owner and the key stakeholders, I identified the MVP and established the best strategy to deliver a desirable and valuable product.

During the project, I set up the overall design strategy to ensure the ideal experience for both stakeholders and end users.
I also helped setting client's expectations and project milestones, while overseeing the design deliverables to drive the highest quality of the outputs.



The Client
Capgemini



My Role
UX Lead



Timeframe
2 mos



UNDERSTANDING

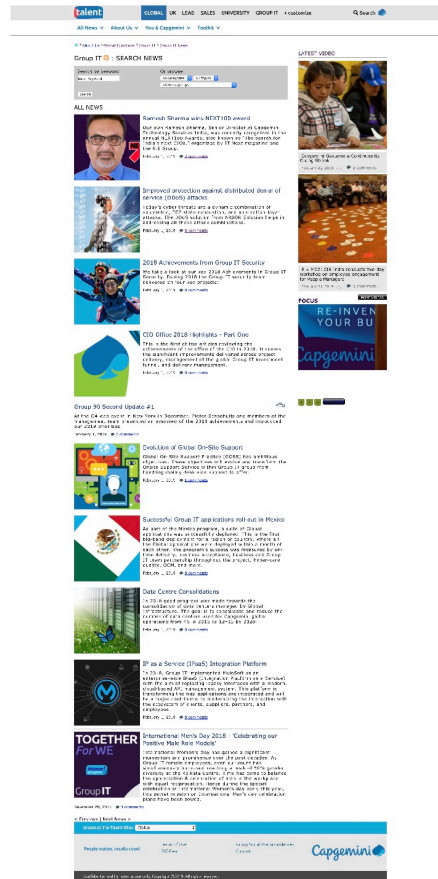
Kickoff Workshops



UNDERSTANDING



Home page



Listing page

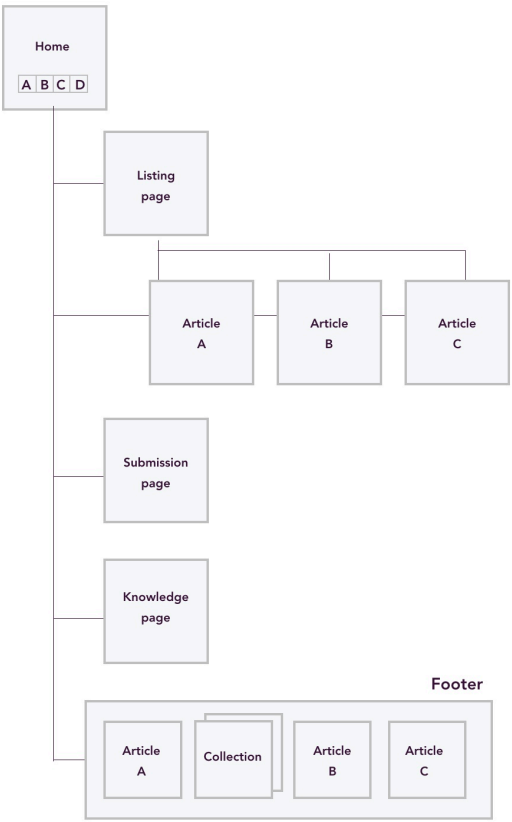
As-is Analysis



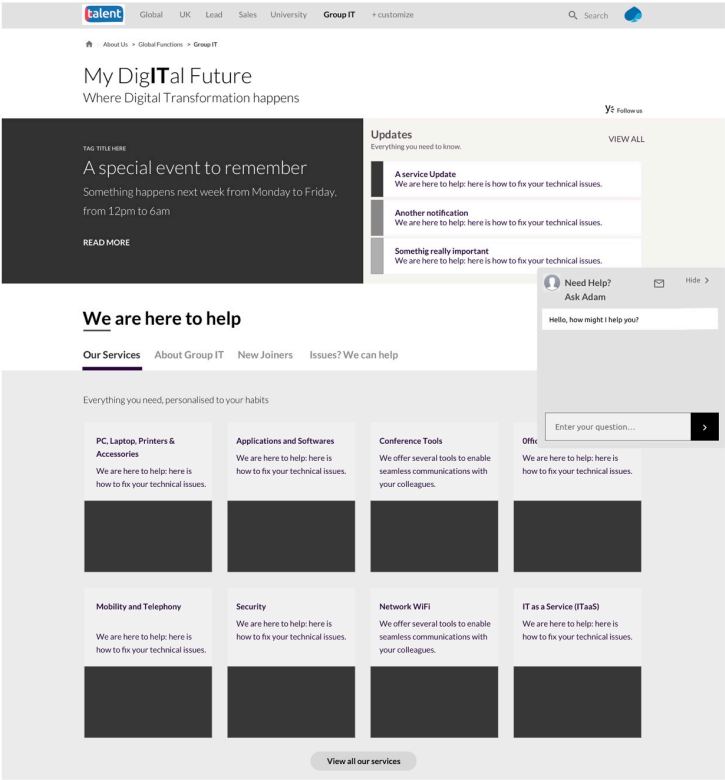
Article page

DEVELOPING

Information Architecture



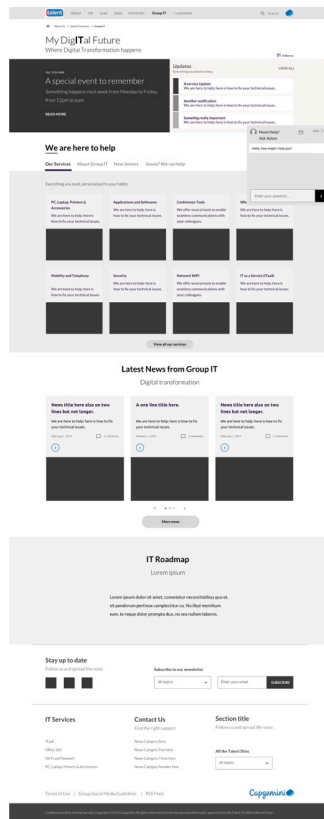
Site map



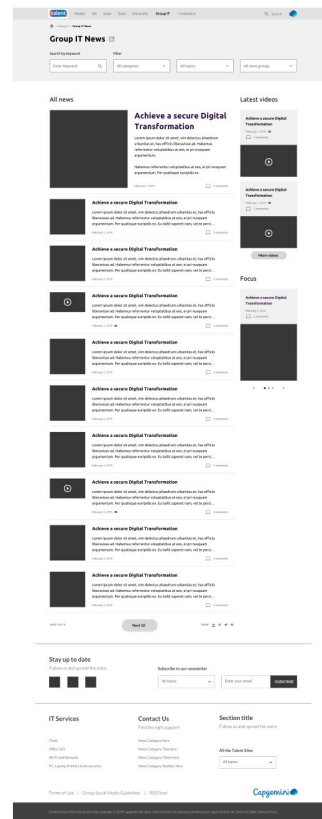
Latest News from Group IT

Home page

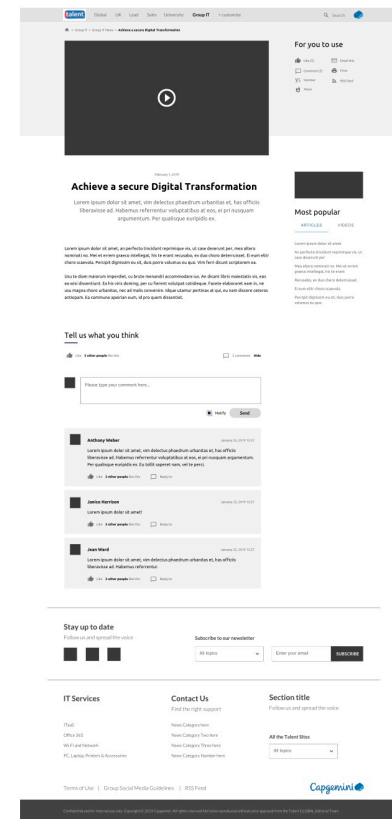
DEVELOPING



Home page



Listing page

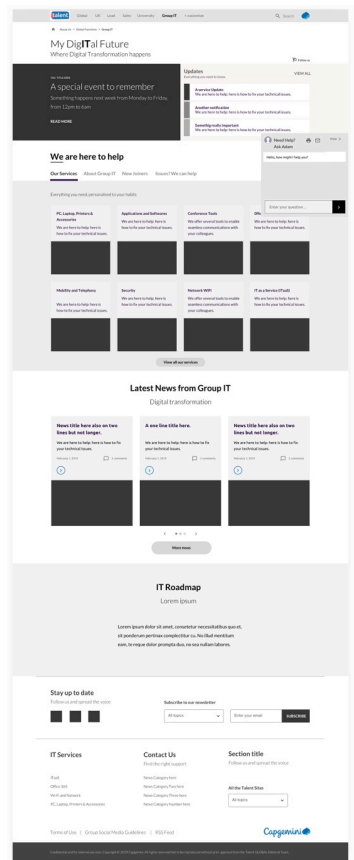


Article page

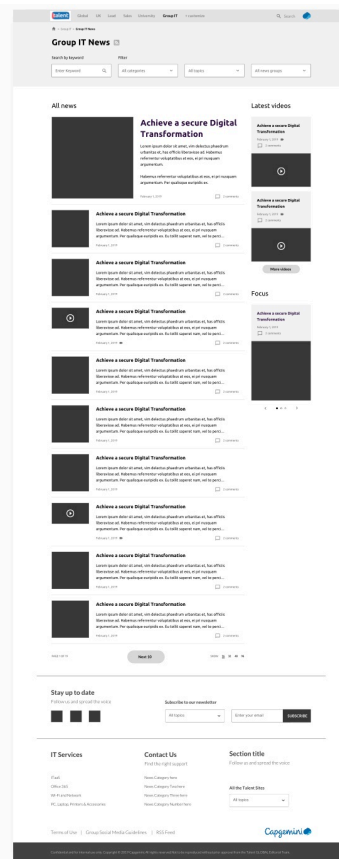
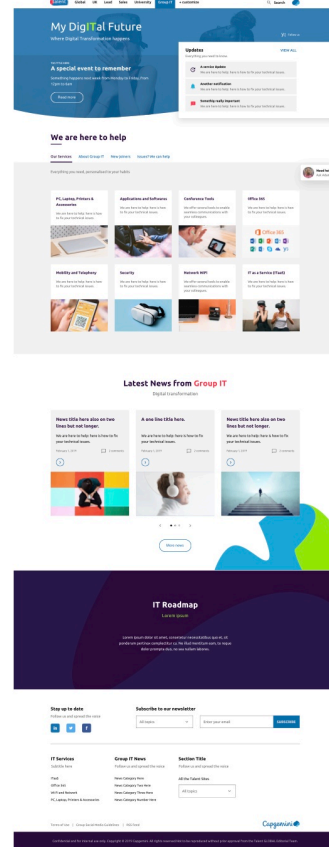
Wireframes



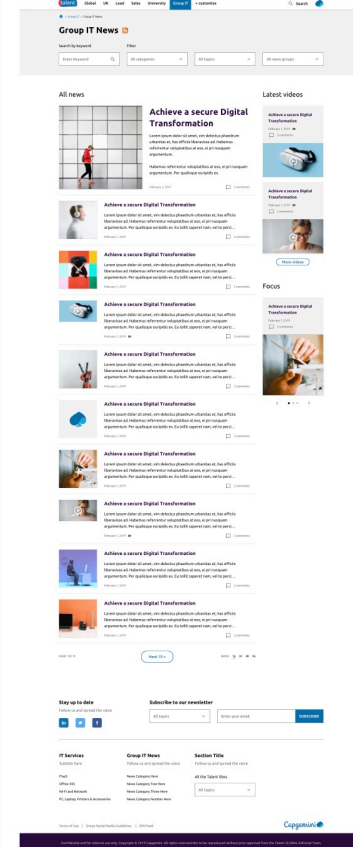
DEVELOPING



Home page



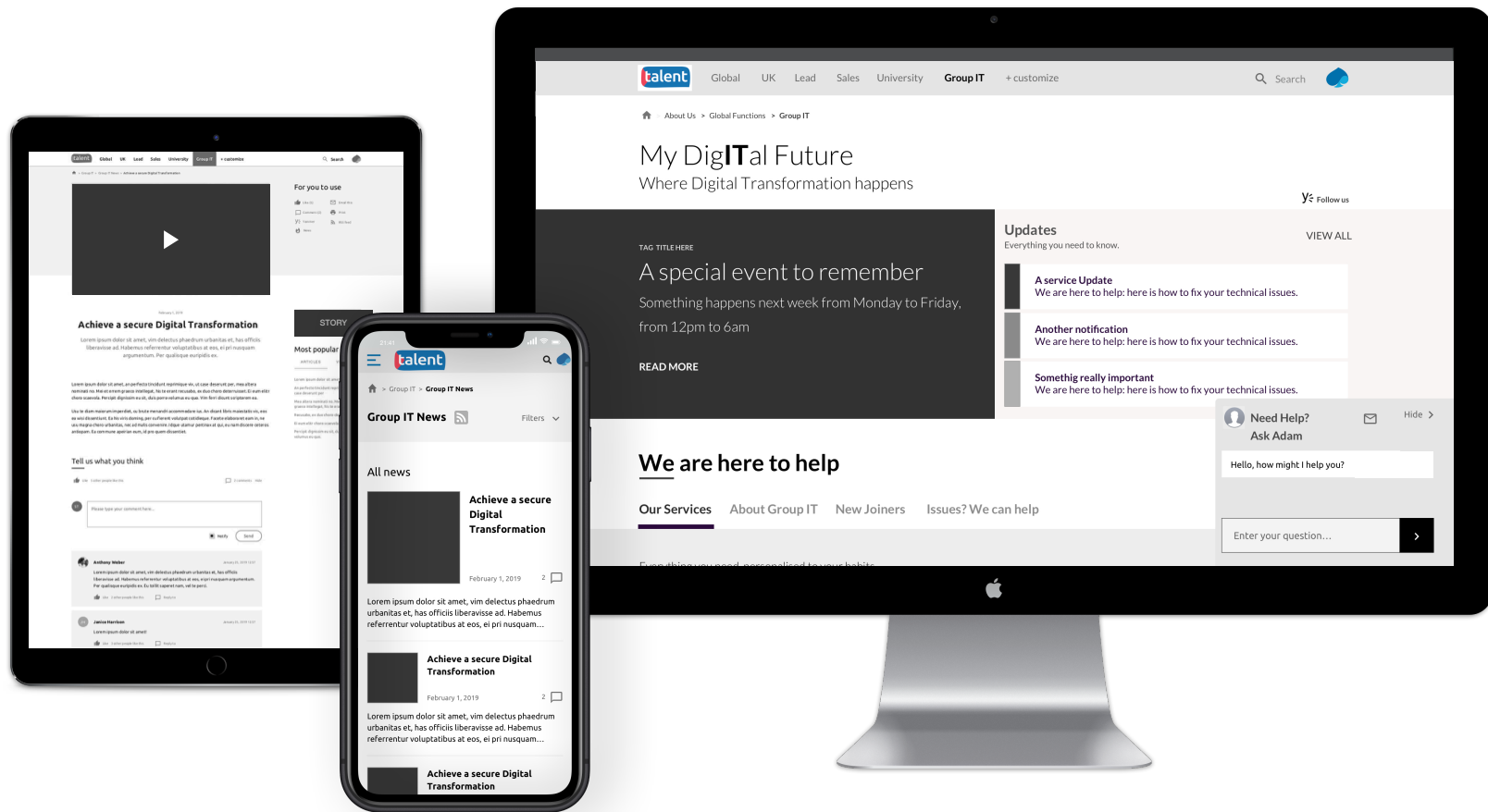
Listing page



Wireframes and Visual Design

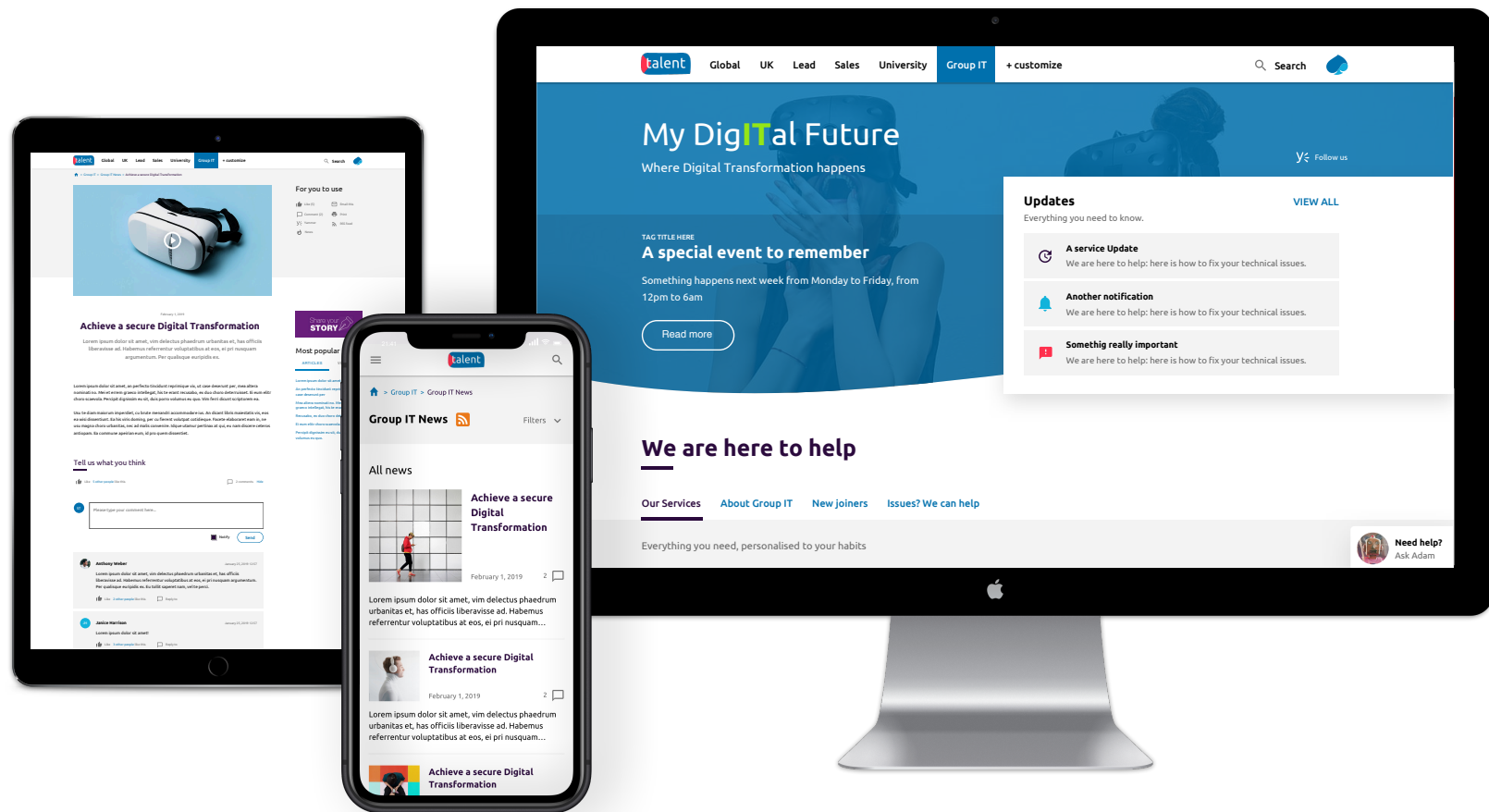
DEVELOPING

Wireframes and Visual Design



DEVELOPING

Wireframes and Visual Design



What I've learnt

From the process

Kicking off the right way gave the team foundations to deliver success.

From the users

This project reinforced the idea that the impact of good design goes beyond the product and reaches the emotional aspects of an organization.

From the team

Letting the team take the lead in presentations was key to empower team members and gain trust from the client.



The Client
Capgemini

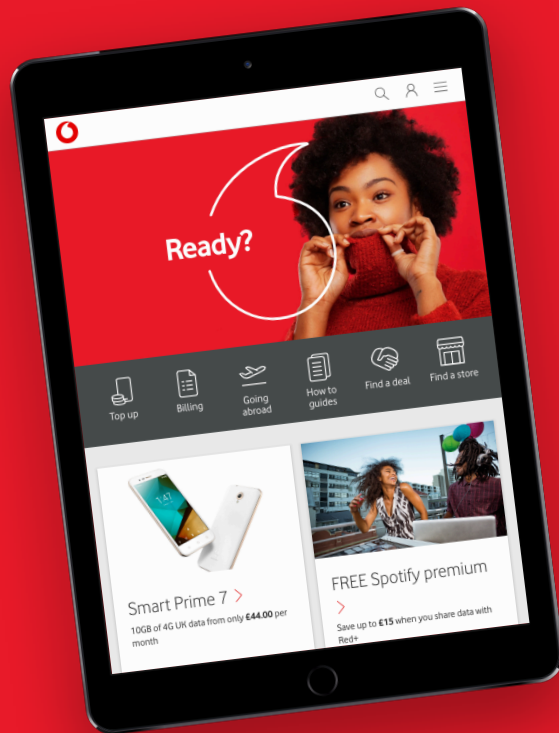


My Role
UX Lead



Timeframe
2 mos





Supporting Digital Transformation

Vodafone Romania

Bringing design thinking in large organizations

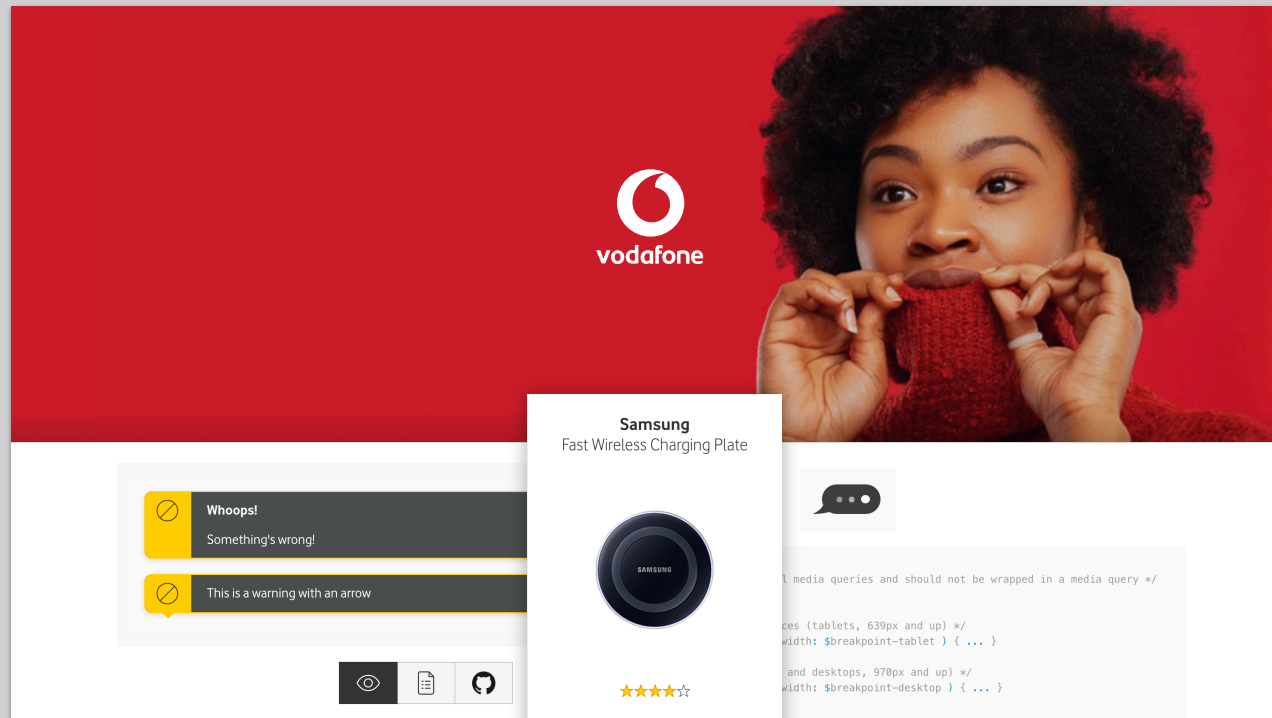
A mindset with a lot of value

In Vodafone Romania, the sales and digital departments were committed to make the online channel the core of their purchasing experiences.

In order to do so, they decided to transform their ways of working: while their digital department started to implement Agile methodologies, they wanted their website to become the main

platform to manage online sales.

My objective for this project was to provide a delightful purchasing experience for their customers, while educating the digital team on User Centered Design methodologies - so to support their overall transformation.



Four Squads, One Website, and 900 features

When the team is the only thing that keeps you sane

Leading the Experience Strategy

My team was made of a Visual Designer, four developers, a Business Analyst, and a PM. On the client side, I worked closely with four teams, led for this project by a designated Product Owner.

With our BA and the Client PO, I mapped out a **Minimum Viable Product**, keeping in mind the desired outcomes for the users.

At the same time, I worked with our Visual Designer and Developers to the **details of each screen**, keeping on holistic view on the overall systems, goals and objectives.

To validate our decisions, I planned and executed **user testing sessions**.



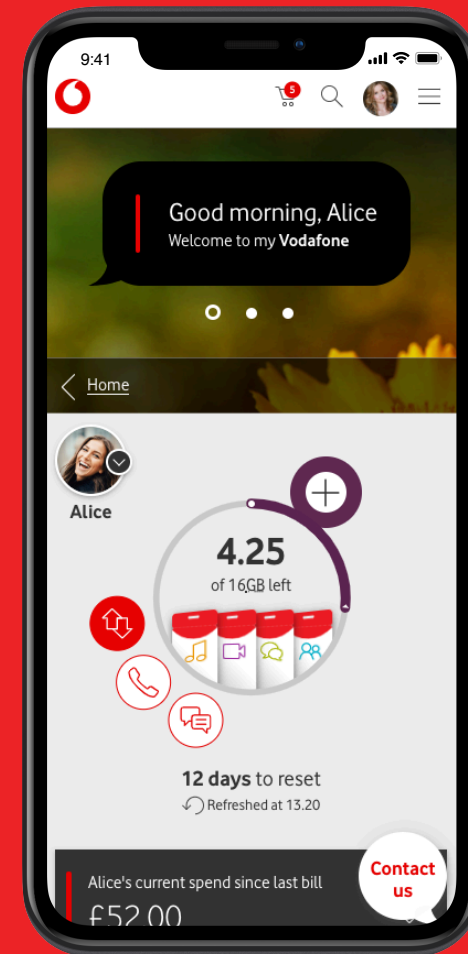
The Client
Vodafone Romania



My Role
UX Lead



Timeframe
6 mos



What to do when there's no budget for User Research.

Analytics, customer care insights, marketing research, co-design and early user testing

Digital customers

In this specific context, advanced digital customer behaviors were just emerging (i.e. 90% of customers were opting for cash-on-delivery payments), even if the majority of them were young adults (25 to 35 years old).

What we'd consider standard features were new to most of our customers. For example, data from the existing analytics and from customer care reports were telling us that phone calls were the most used channel to complete the purchase or to solve a problem after fulfillment.

To understand customers better, I organized co-design and testing session to make sure the information architecture was right, even before having any page sketched. During the project I kept testing to validate the designs.



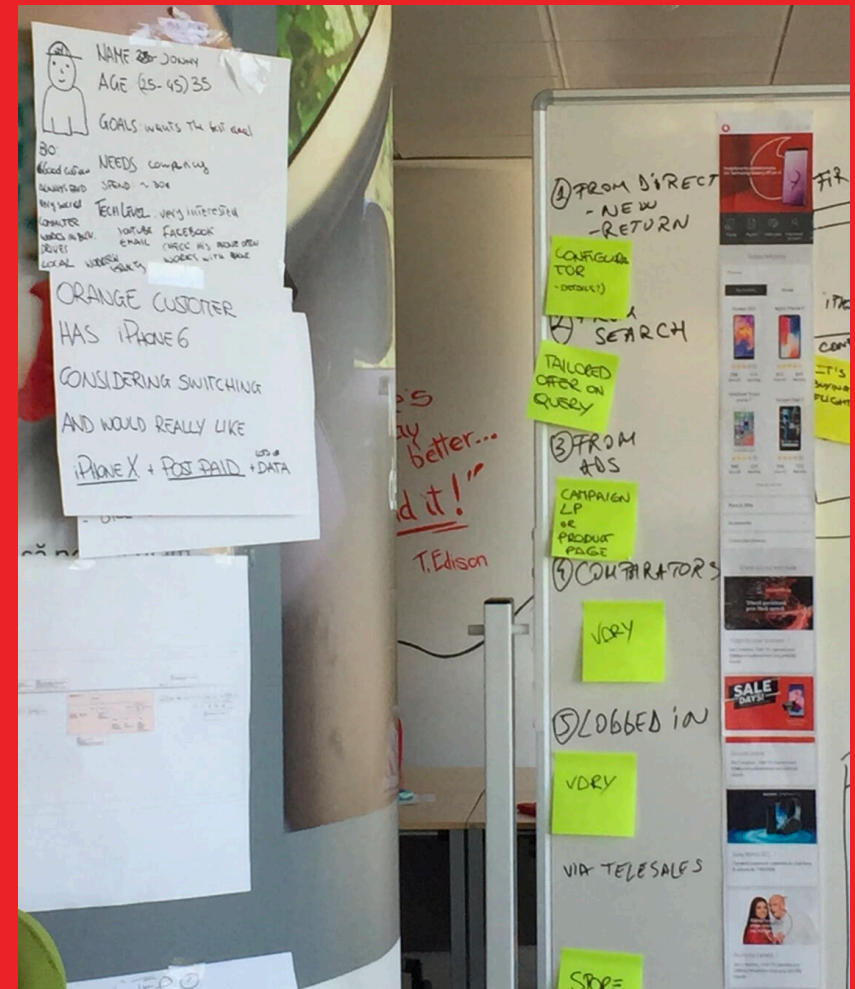
The Client
Vodafone Romania



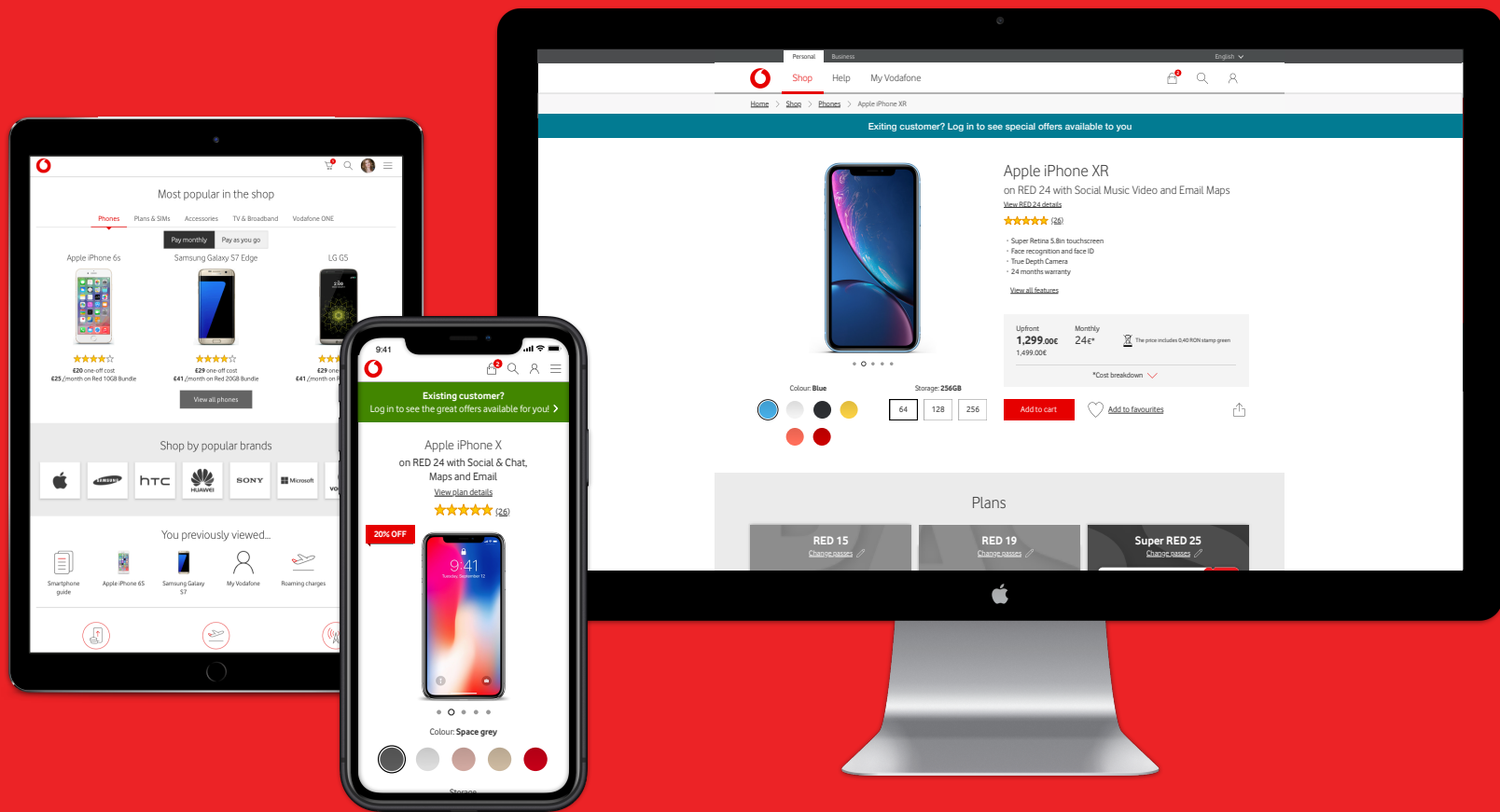
My Role
UX Lead



Timeframe
6 mos



Co-Design and Knowledge sharing







DEVELOPING

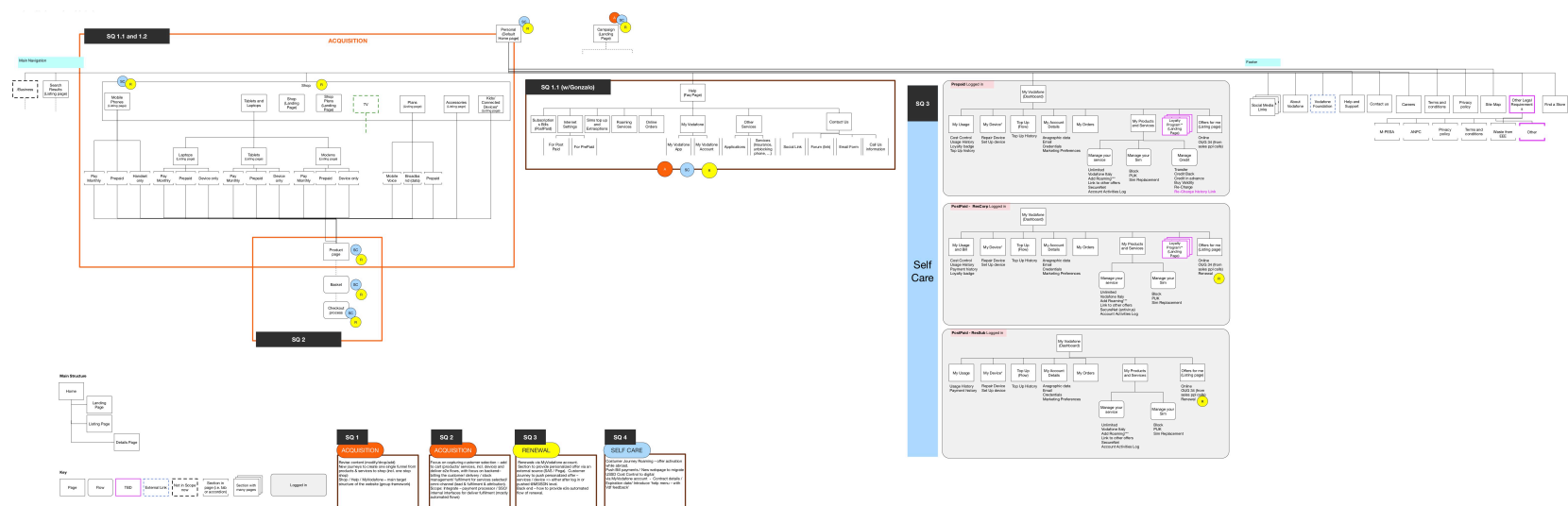
Co-Creation workshops

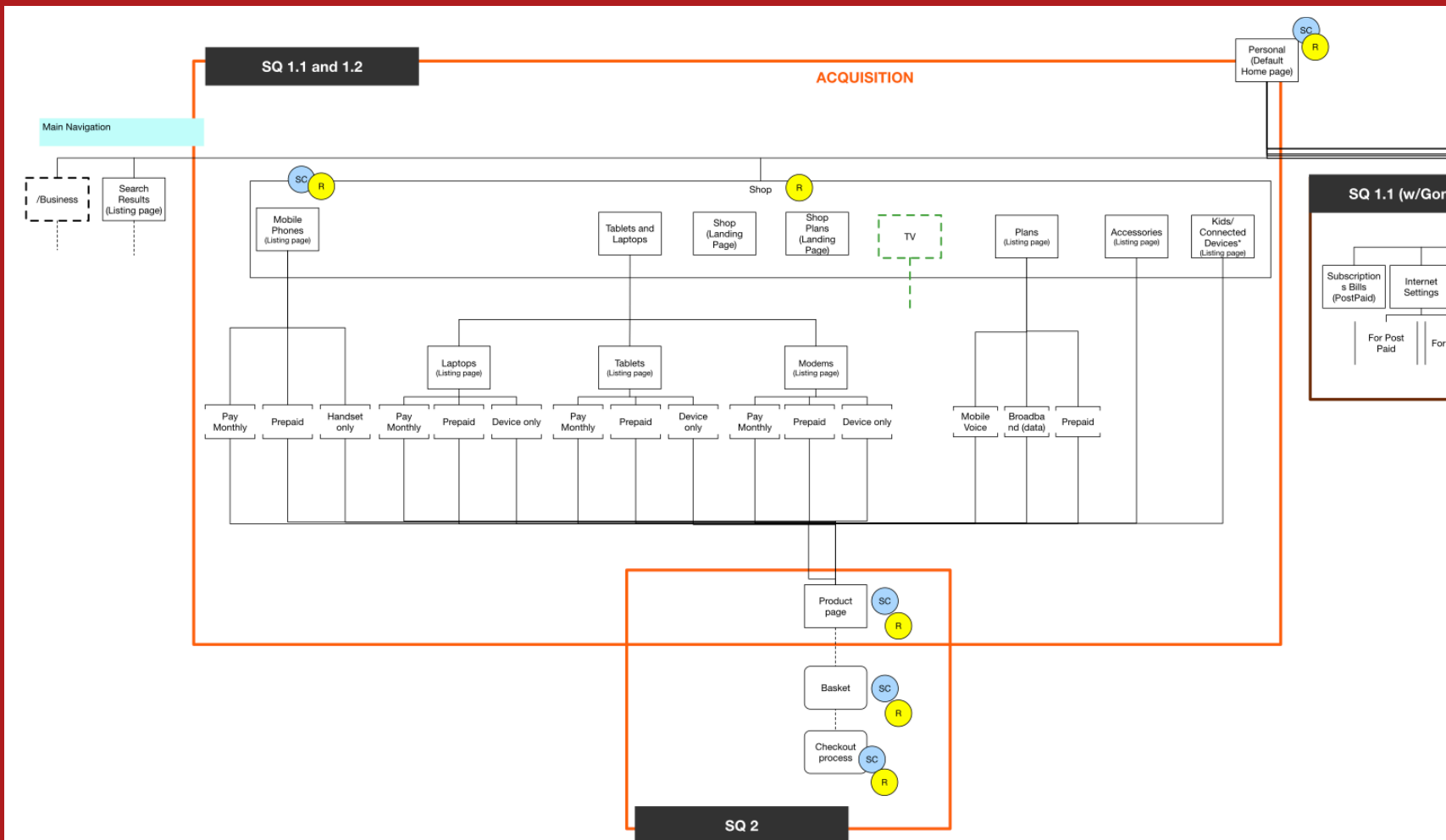
The collage consists of six images illustrating different aspects of product development and co-creation workshops:

- Top Left:** A handwritten note detailing a rating system. It mentions "MANUALLY AT MOST 2 HRS (for negotiation) MIN 15 MIN" and "100% WELCOME + 100% FEEDBACK". It also includes a flowchart for "RATING" with categories like "LOW", "MED", and "HIGH", and a "RISK" assessment section.
- Top Middle:** A flowchart showing the relationship between "PPB" (Prepaid (CPU)), "CM" (Postpaid (CPU+EBU)), and "CRM (tel)". It details the flow of "User" and "Contact" information, including "First Name, Last Name, Phone, Email".
- Top Right:** A handwritten note titled "HP" (Home Page) detailing the "FROM SEARCH" and "FROM DIRECT" flows. It includes a "CONFIGURATION" section and a "CAMPAIGN LP OR PRODUCT PAGE" section. A sticky note says "TAILORED OFFER ON QUERY".
- Bottom Left:** A handwritten note titled "HOME PAGE" detailing the "COOKIES POLICY (NUDGE)" and "PRIVACY" sections. It includes a "DANGER" section and a "TOP-UP" section.
- Bottom Middle:** A handwritten note titled "MOBILE APPS" detailing the "RENEWAL" process. It includes a "RENEWAL" section and a "RENEWAL" section.
- Bottom Right:** A screenshot of a mobile app interface showing an "Apple iPhone X" on a "10GB Red Value Bundle". It includes a "View gallery" button and a "Compare" button.

DEVELOPING

Information Architecture and Squads



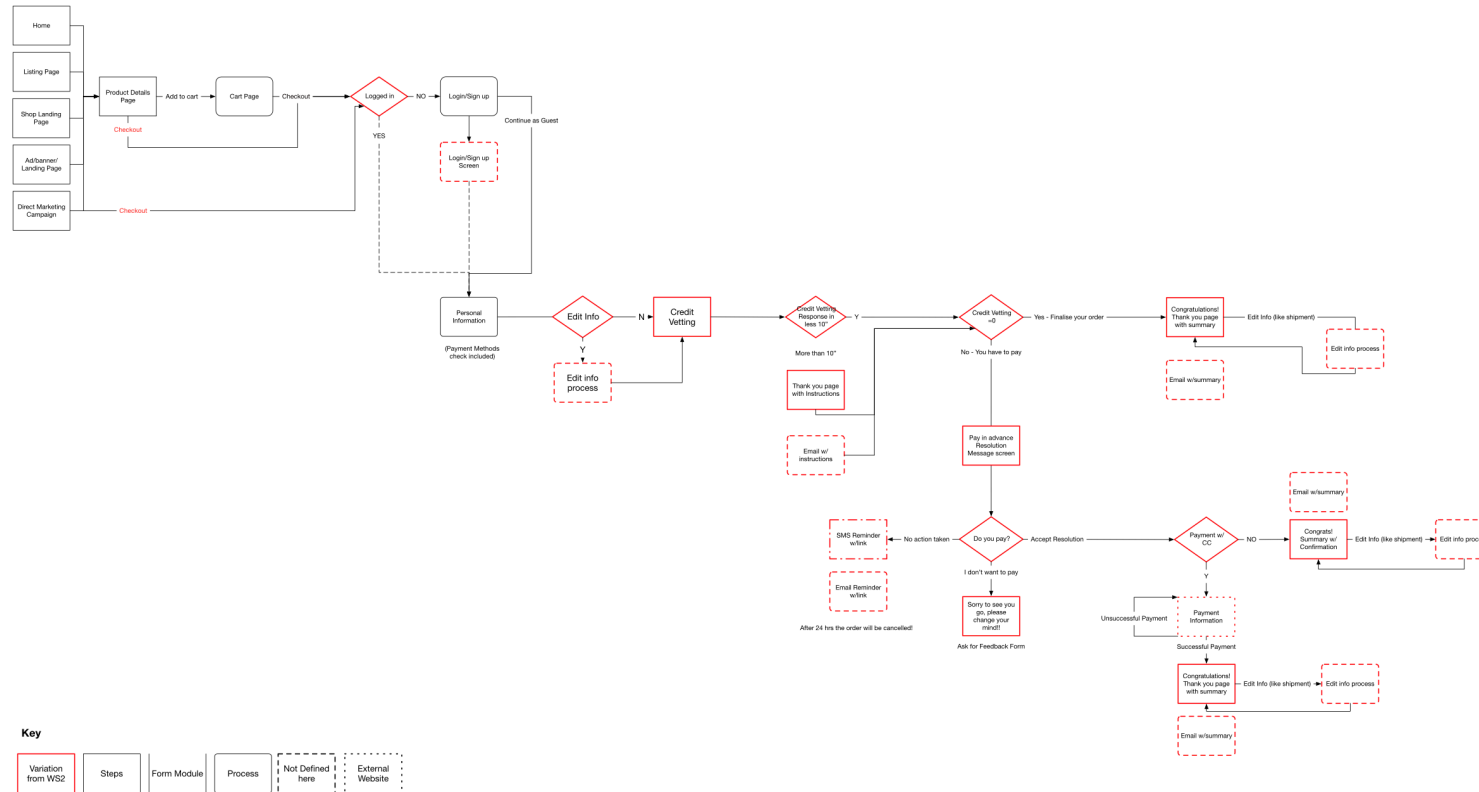


DEVELOPING

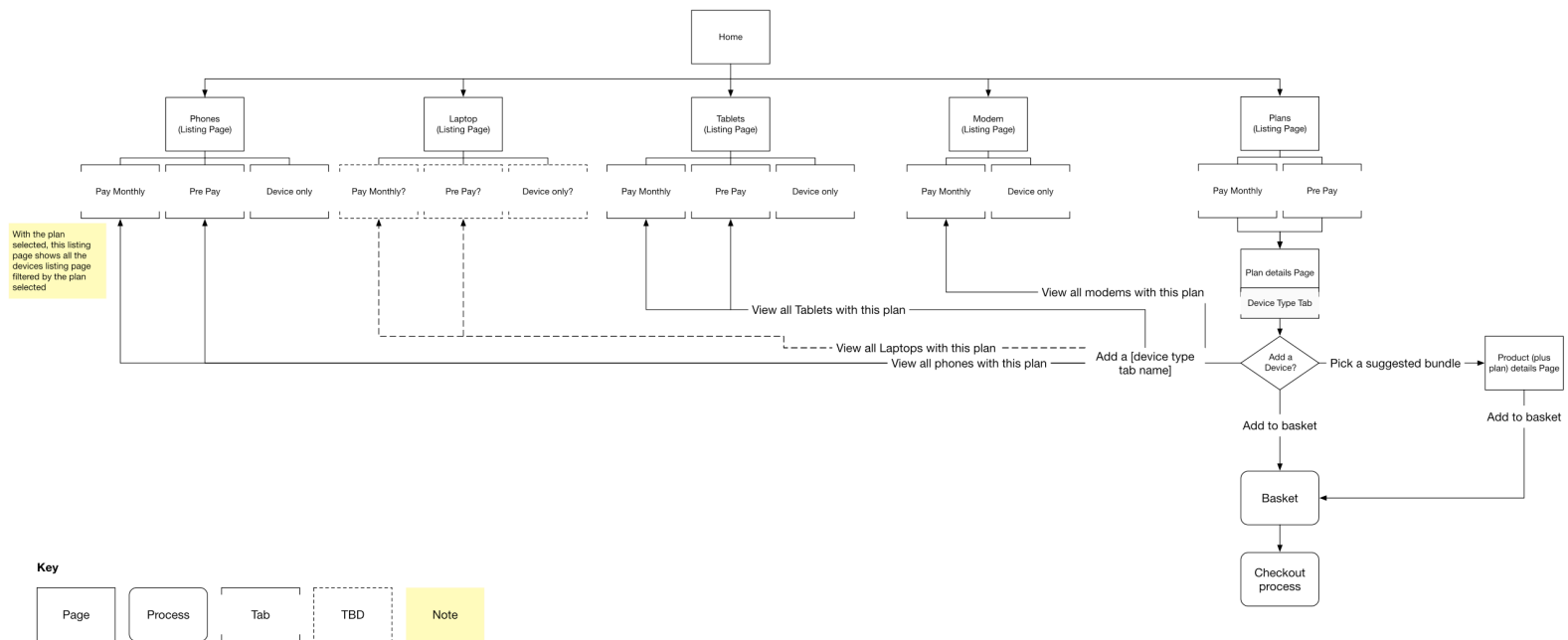
Flows and Wireframes

Vodafone Romania
Logged-in Checkout - Devices, Plans and Bundles
 PostPaid And Prepaid

Entry Point



Vodafone Romania
Plan to Device Purchase flow



The diagram illustrates the 'Plan to Device Purchase' flow for Vodafone Romania, starting from any access point and branching into plan listings, plan details, phone listings, and product details.

```

graph TD
    Start([Any Access point]) --> Landing[Phone, banner, landing page...]
    Landing --> PlanListing[Plan Listing page]
    Landing --> PlanDetails[Plan details page]
    Landing --> PhonesListing[Phones Listing w/Specific Plan]
    
    PlanListing --> PlanDetails
    PlanListing --> PhonesListing
    
    PlanDetails --> PhonesListing
    
    PhonesListing --> AllPhonesDeals[All phones deals Phone listing page]
    AllPhonesDeals --> ProductDetails[Product details page]
  
```

Plan Listing page: Displays various plans including SMART 8 National, 3ca, RED 12, RED 15, RED 11, and 100s. Each plan card shows the plan name, duration, and key features.

Plan details page: Provides detailed information for a selected plan (e.g., RED 24), including features, benefits, and a 'Video Pass' section.

Phones Listing w/Specific Plan: Shows a list of phones compatible with the selected plan, including Samsung Galaxy S9, Apple iPhone 8 Plus, Huawei P20, and Google Pixel 2. Each phone card displays the phone name, price, and key features.

All phones deals (Phone listing page): Displays a list of all available phone deals, including the Apple iPhone X, Samsung Galaxy S9, and Huawei P20.

Product details page: Provides detailed information for a selected phone (e.g., Apple iPhone X), including features, reviews, and purchase options.

[illegible]

Vodafone Romania
Plan to Device Purchase flow

Any Access point

Phone, banner, landing page...

Plan Listing page

Existing customer? Log in to see your offer available to you >

Choose your plan

Filters Sort by

Showing 4 of 36 plans

24 months 12 months

SMART 8 National
with 2 months FREE HBO

Unlimited voice and SMS in Europe
5,5GB of 1GB monthly usage in Europe (maximum data)
600 international minutes in Europe
2 months free of charge

3ca monthly data Unlimited voice & SMS

8C month
Contract period 24 months
View full details

SMART 10 National

10C month
Contract period 24 months
View full details

RED 12
Description

3ca monthly data Unlimited voice & SMS

12C month
Contract period 24 months
View full details

RED 15
Description

3ca monthly data Unlimited voice & SMS

15C month
Contract period 24 months
View full details

RED 19
Description

3ca monthly data Unlimited voice & SMS

19C month
Contract period 24 months
View full details

RED 24
with Music, Social & Chat Maps and Email Passes

10GB monthly data Unlimited voice & SMS

19C month
Contract period 24 months
Add to cart

Plan details page

Existing customer? Log in to see your offer available to you >

Choose device

Apple iPhone X
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,299.00C Monthly 24C
Contract period 24 months

19C month
Contract period 24 months

Explore Vodafone Passes
Enjoy more with passes for your favourite apps without consuming your mobile data

Maps Social & Chat Music Video

Video Pass
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus at tincidunt magna. Integer id erat. Accumsan velles.

View all apps

All devices on this plan

Phones

Huawei P20
Unlocked 799.00C Monthly 41C
Contract period 24 months

Apple iPhone X
Unlocked 600.00C Monthly 24C
Contract period 24 months

Vodafone Smart prime 7
★★★★★ 4.5
Unlocked 164.00C Monthly 49C
Contract period 24 months

Google Pixel 2
★★★★★ 4.5
Unlocked 259.99C Monthly 25C
Contract period 24 months

Phones Listing w/Specific Plan

Phones with RED 24

Choose your phone

Filters Sort by

Showing 4 of 36 phones

Apple iPhone X
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,299.00C Monthly 24C
Contract period 24 months

19C month
Contract period 24 months

Online Excludes
No image available
Unlocked Unavailable
Contract period 24 months

Samsung Galaxy S9
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 599.00C Monthly 46C
Contract period 24 months

Apple iPhone 8 Plus
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,000C Monthly 46C
Contract period 24 months

Apple iPhone 8 Plus
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,000C Monthly 38C
Contract period 24 months

Midnight Apple
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 84C Monthly 84C
Contract period 24 months

Nokia 3310
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 84C Monthly 84C
Contract period 24 months

All phones deals (Phone listing page)

Existing customer? Log in to see your offer available to you >

Choose your phone

Filters Sort by

Showing 4 of 36 phones

Apple iPhone X
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,299.00C Monthly 24C
Contract period 24 months

19C month
Contract period 24 months

Online Excludes
No image available
Unlocked Unavailable
Contract period 24 months

Samsung Galaxy S9
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 599.00C Monthly 46C
Contract period 24 months

Apple iPhone 8 Plus
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,000C Monthly 46C
Contract period 24 months

Apple iPhone 8 Plus
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 1,000C Monthly 38C
Contract period 24 months

Midnight Apple
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 84C Monthly 84C
Contract period 24 months

Nokia 3310
on RED 24 with Social, Music, Video and Email Passes
★★★★★ 4.5

Unlocked 84C Monthly 84C
Contract period 24 months

Product details page

Existing customer? Log in to see your offer available to you >

Apple iPhone X
on RED 24 with Social & Chat, Maps and Email

★★★★★ 4.5

19C month
Contract period 24 months

Color Space grey

Super Retina XDR touchscreen
Fast response and Super 5x True Tone Camera
24 months warranty
100% recycled

Unlocked 1,299.00C Monthly 24C
Contract period 24 months

Contract breakdown

Contract period 24 months

Add to cart

Go to checkout

Plans

RED 15
Description

3ca monthly data Unlimited voice & SMS

15C month
Contract period 24 months

View full details

Take a closer look

features

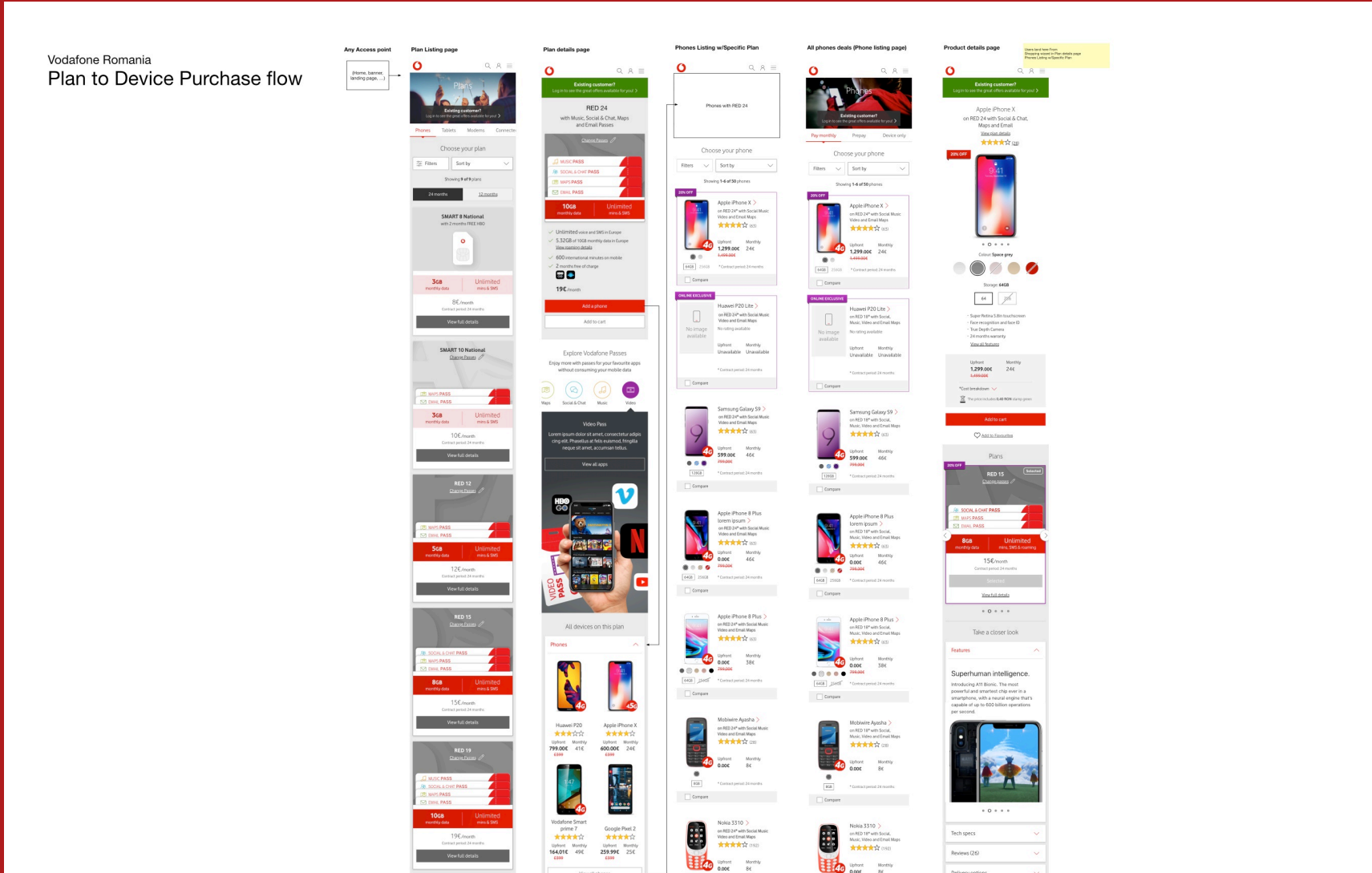
Superhuman intelligence.
Introducing A11 Bionic. The most powerful and advanced chip ever in a smartphone, with a neural engine that's capable of up to 600 billion operations per second.

Tech specs

Reviews (20)

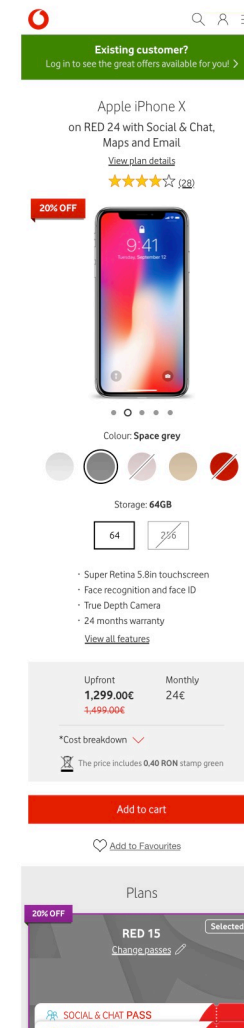
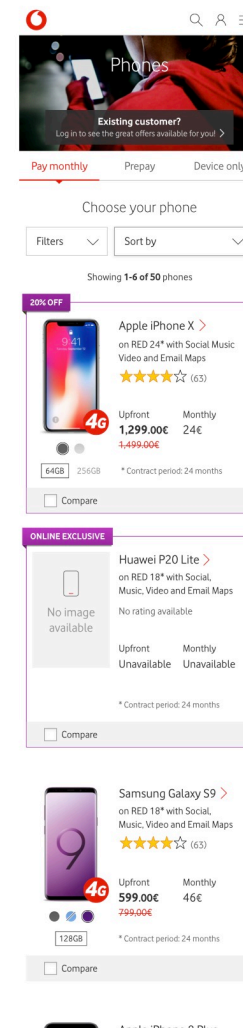
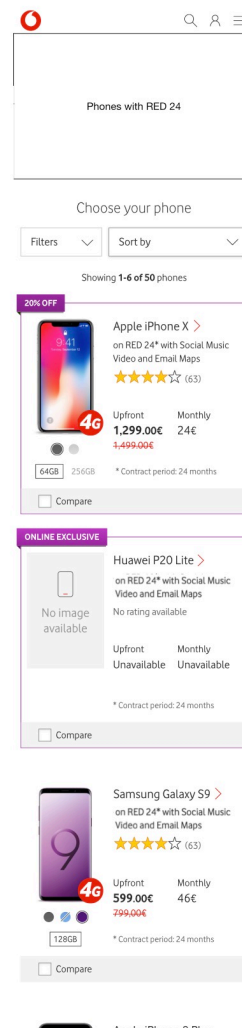
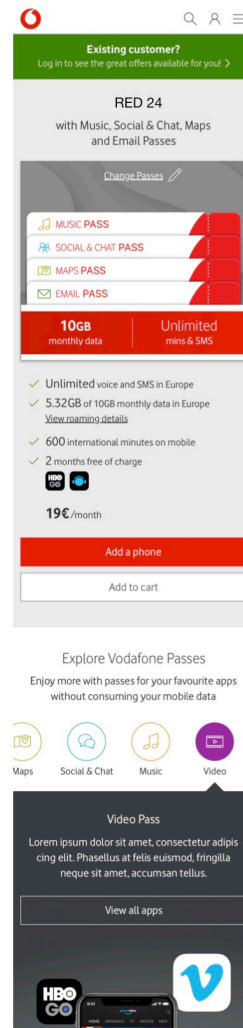
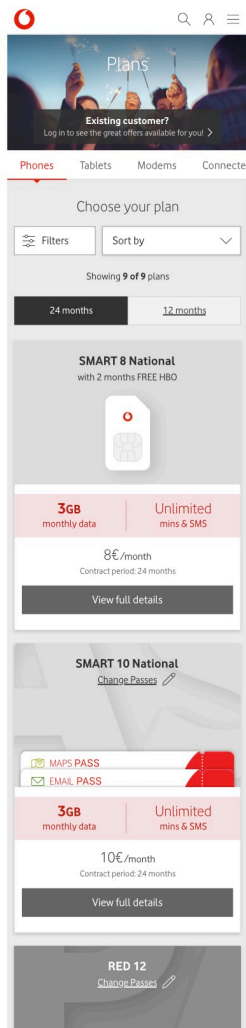
Download content

Users land here from: Search results, Vodafone page, Promotions, Landing Page, Vodafone App



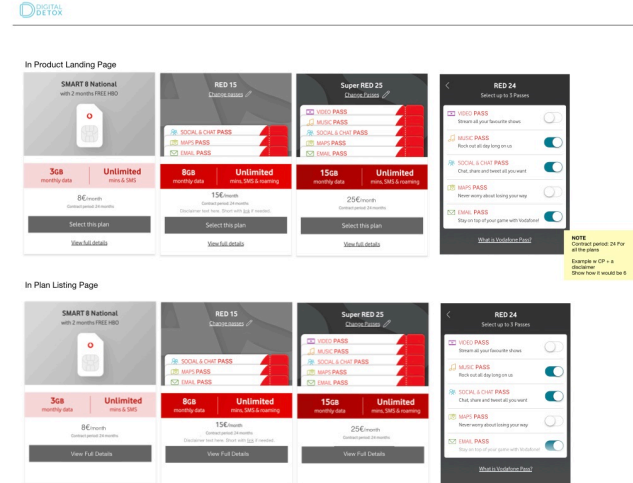
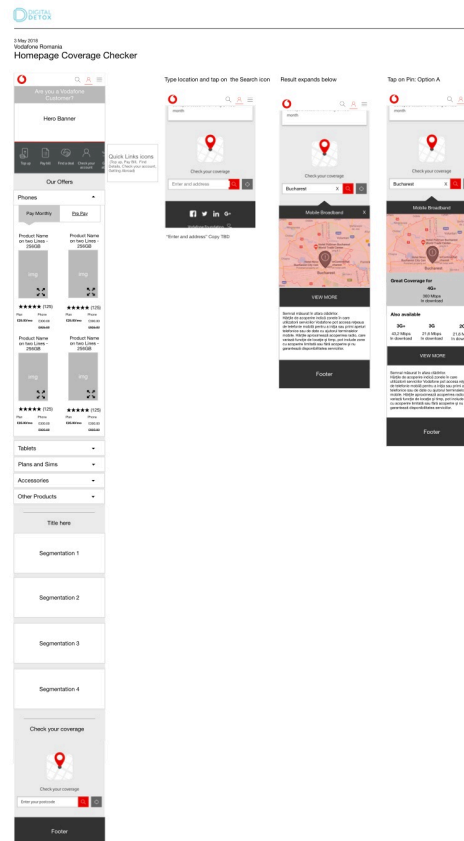
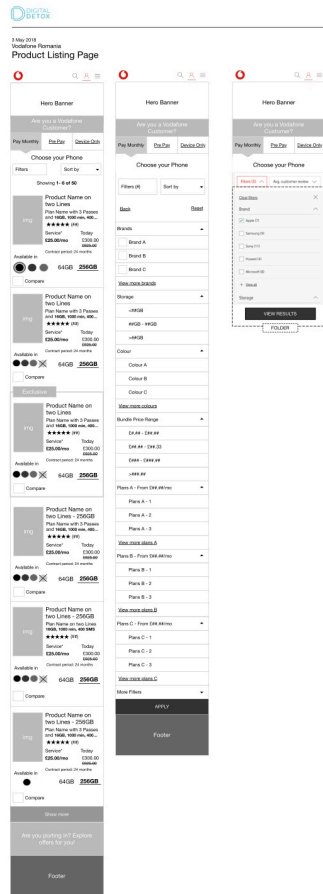
DEVELOPING

Flows and Wireframes

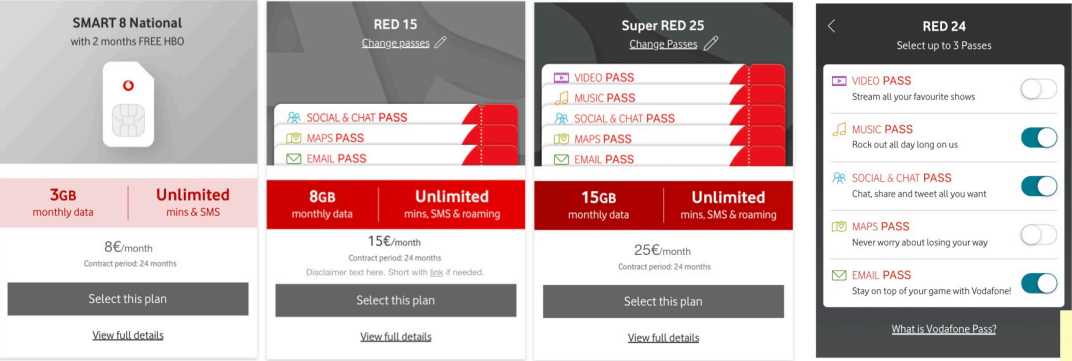


DEVELOPING

Wireframes and Prototype

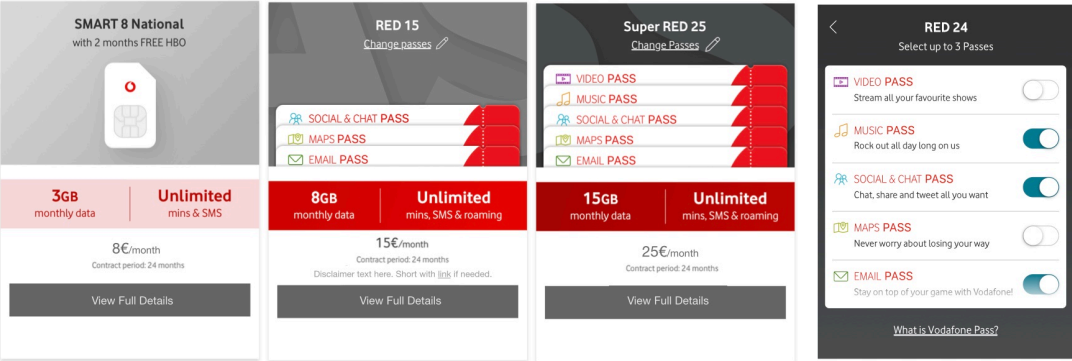


In Product Landing Page



NOTE
Contract period: 24 For all the plans
Example w CP + a disclaimer
Show how it would be 6

In Plan Listing Page



DEVELOPING

User Testing



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[PLAY THE VIDEO](#)

What I've learnt

The value of Design goes beyond just "design"

From the process

Deliver outcomes, not outputs. It's not about how many features, but what set of features (with their look and feel) will make the best experience for the users, while fulfilling business goals.

From the users

Nothing is standard enough to be universal.

The context in which users are it's really important: digital maturity, legal constraints, purchasing practices, connection bandwidth, are all details that need to be taken into consideration because users might be not only affected by them but also inspired to use them creatively (suggesting emerging behaviors).

From the team

With so many moving pieces, it's critical to ensure trust within the team and to involve the right people at the right moment.



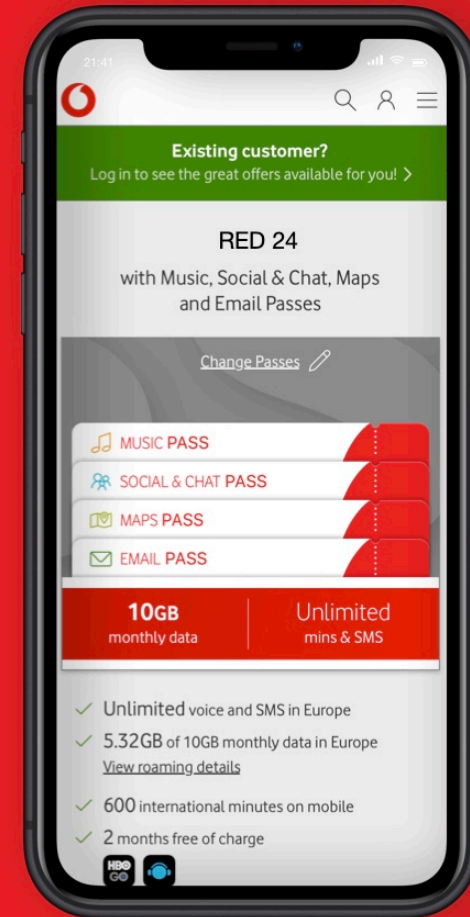
The Client
Vodafone Romania



My Role
UX Lead



Timeframe
6 mos





Aqueduct

Selected projects as the
Lead UX Designer



It's more than a website

Tottenham Hotspur Football Club

Aqueduct



Digital transformation starts from understanding its value

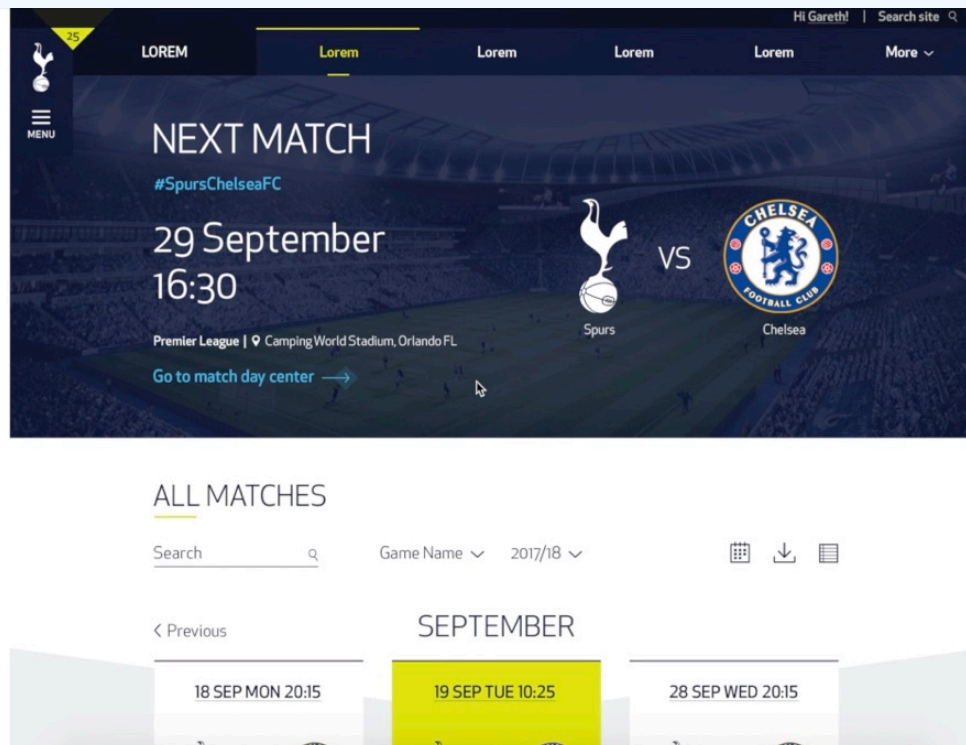
Tailoring the experience for every fan

The Club planned to have the state-of-the-art technology embedded into the Stadium Experience and wanted their digital assets to be up to that standard.

The website was going to play a key role in growing their fans base and consequentially their revenues coming from this channel.

The website at the time was clearly reflecting the internal organization, presenting 20+ links between a top navigation and a bottom navigation.

Every department contributed to the overall Club strategy and deserved a prominent spot in their digital space as well.



It always starts with: *"We want a prettier website. Now."*

We ended up with: *"The Club is an entertainment business: through this platform we serve pertinent, engaging and personalized content, while increasing revenue and recognition"*

Changing the *inside-out* paradigm

My first big challenge was to find a way to transform the stakeholders aspirations into the perfect Experience Strategy for their heterogeneous audience.

As the UX Lead in the team, I worked together with other designers and developers and led the team through the project: from framing the problem and setting the team for success, to investigating the user behavior and the design opportunities, till validating the final solution.



The Client
**Tottenham Hotspur
Football Club**



My Role
UX Lead



Timeframe
6 mos



Stakeholder interviews

Personalized content requires deep knowledge of the audience

Quantitative and Qualitative research to drive the Experience Strategy

Identifying behavioral patterns

I used analytics and other data coming from extensive surveys to identify areas to investigate deeper with the qualitative study.

In doing so, we also started to identify the desired behaviors and how to measure the new website success and performances: from page views, time on page, most common paths, to form completion, email subscriptions, etc...

Accordingly to the Client PO, the website is still performing very well and the overall architecture proved itself to be scalable and able to accommodate new needs.



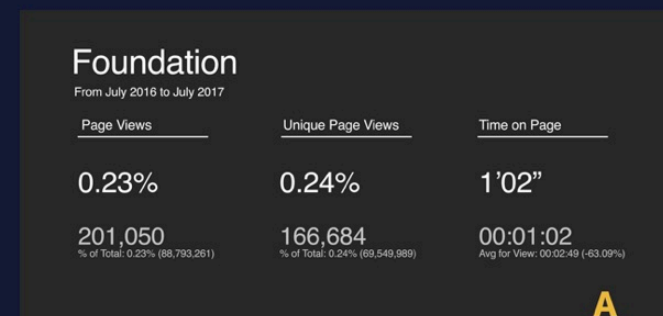
The Client
**Tottenham Hotspur
Football Club**



My Role
UX Lead



Timeframe
6 mos



Analytics

Personalized content requires deep knowledge of the audience

Analytics and user research to drive the Experience Strategy

Asking the right questions

Once business needs were identified, I went deep into the users' world to understand their perspectives, needs, and behaviors.

Knowing the business objectives and the new desired outcome, I started from some quantitative research on consumers behaviors to plan and execute a qualitative research that included a diary study, a survey, observational sessions, and semi-structured user interviews.



The Client
Tottenham Hotspur Football Club



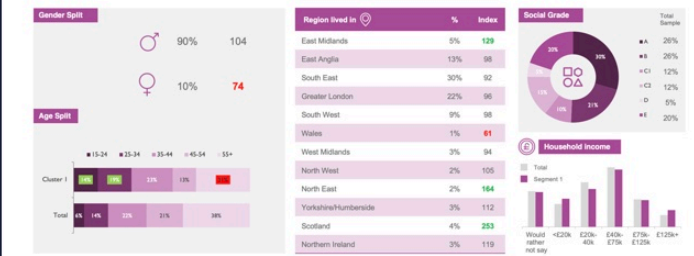
My Role
UX Lead



Timeframe
6 mos

Demographics (1/2)

9 in 10 are men, with a strong skew towards 15-34 year olds. Their income are polarised between lower range and high earnings, this latter may describe the situation of their parents



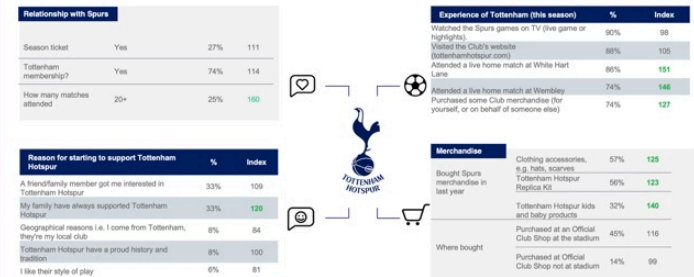
Media quintiles & media attitudes

Media usage is traditional with a slight skew towards newspapers, radio, cinema and outdoor. Generally receptive towards advertising, product placement and direct mail. 2 in 5 use social media on a daily basis and they could also be reached through the radio around the local news



Relationship with Spurs

Although only a quarter hold a season ticket, they attend 20+ games a season and 3 in 4 are members (potentially they could be incentivised to upgrade to season ticket holders). 7 in 10 buy club merchandise and are slightly inclined to shop at the stadium



UNDERSTANDING

Survey

Recruitment Emails_aggregated ages

Home Insert Page Layout Formulas Data Review View

Calibri (Body) 12 A A Wrap Text

General Conditional Formatting Format as Table

Normal Bad Good Neutral Calculation

Check Cell Explanatory... Input Linked Cell Note

Insert Delete Format

AutoSum Fill Sort & Filter

AB232 fx

	A	B	C	D	E	F	G	Y	Z	AA	AB	AC	AE	AF	AH
46	41 - 50	Sweden	Male	Spurs is my li	Lilywhite	Once a day	A few times a	Very	no motivation	Very	Good graphics and easy to find what you want	Don't know	Peter Niki	cato_fong@hotmail	
47	41 - 50	United Kingd	Male	I've been a fa	None of th	Once a day	Once a day	Very	good to keep up with whats happening at the club	Very	nice to keep up with latest tottenham gossip	it seems ok as it is			London
48	41 - 50	Australia	Male	I've been a fa	I get email	A few times	A few times a	Very	Very informative and accurate. Don't like to listen to rumors that are unfounded. If it's not on the club website then it's probably not true.	Moderal	I've always liked the site. It's not perfect but it's easy enough to find things.	A small thing but quite annoying. I read a lot of your articles on my phone but in an article when you show a series of pictures of different sizes, the words jump up and down each time the pictures change making it impossible to read properly. Information on youth and reserve team players. There could be a lot more features on players coming through. Also, the former players (not just when we move stadium) - where are they now?	Jason Co	Jasoncorcoran@liv	
49	41 - 50	United Kingd	Male	Spurs is my li	Bronze	More than o	Once a day	Extremely	It has a fan view	Very	Usually easy to use	Certain times players have done signings in shops or appeared at the members bar and fans weren't informed	Thomas	McTie	South West
50	41 - 50	United Kingd	Male	Spurs is my li	Gold	More than o	More than on	Very	News on away tickets and Home games	Very	Usually just click on headline and I get the info required	more cams at the redevelopment	Russell Y	Russe	East Midlands
51	41 - 50	United Kingd	Male	I've been a fa	Lilywhite	More than o	More than on	Extremely	I rely on this site for news on the club because I ignore the gutter press	Extreme	I do look at other clubs websites for their team news & find a lot of them are not as user friendly as ours	Would like to see more historical features, perhaps something featuring old programmes. 'Spurs Diary' needs checking PROPERLY before it is published each month, regularly find mistakes (for example, May incorrectly listed Gary Lineker's last game as May 1991, and said that Garry Brady scored in Keith Burkinshaw's Testimonial, when it was, in fact the guesting Liam Brady ! NOT GOOD ENOUGH - we have a wonderful history, so GET IT RIGHT !!!)	nick grey	n.grey	South East
52	41 - 50	United Kingd	Male	I've been a fa	Lilywhite	A few times	A few times a	Very		Very			Lee Herr	leehe	South East
53	41 - 50	United Kingd	Male	Spurs is my li	Lilywhite	A few times	A few times a	Moderate	It's perfectly functional but maybe lacks a little spark.	Moderal	Again, there are no real issues. It's just a little dated.	Make sure all areas contain up to date information, as things like travel, ie: rail	Stephen	Steve	South West
	41 - 50	United Kingd	Male	I've been a fa	Gold	A few times	A few times a	Very	Gives good and relevant information most of the time	Very	yeah ,well laid out ,a lot better than other clubs		steve hol	stevel	South East

Ready Filter Mode

UNDERSTANDING

User interviews



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UNDERSTANDING

Field observation



Hard Core

The Hard Core Fan is Spurs through and through. They will always be Spurs Fans no matter what. Their bond is rooted in their family, in their community and is core to their identity. Highly opinionated about the game, they never miss a match.

Heritage

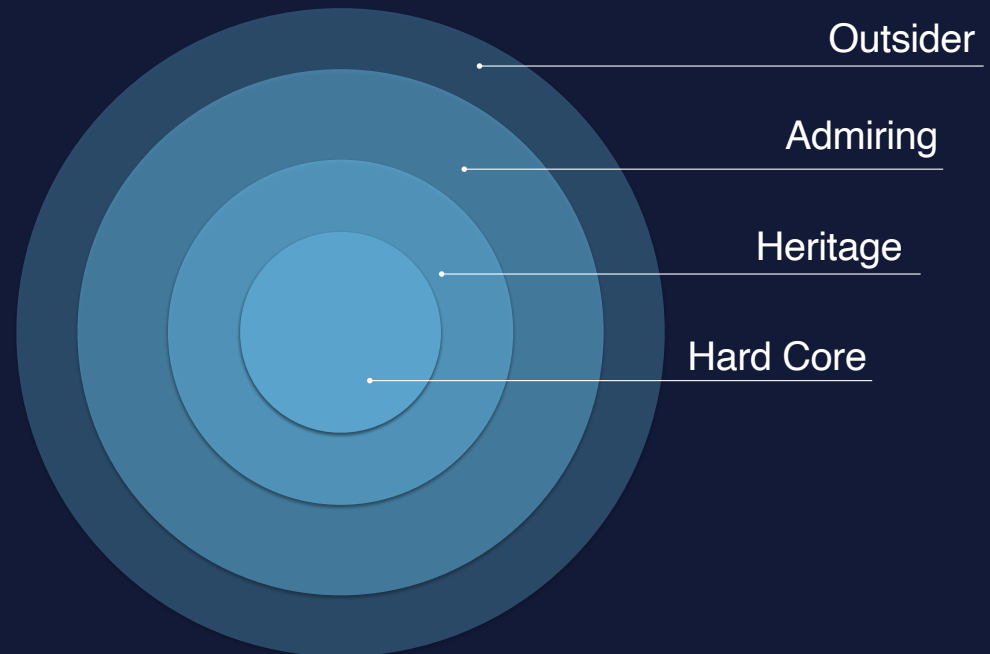
The Heritage fan has always had Spurs in their lives. They have a strong emotional bond to the club and they love Spurs as a result of "that game" their dad took them to when they were young and they often recall the precise moment when they fell in Love with Spurs.

Admiring

The admiring fan loves football and knows a fair amount about it. They could be a fan of a minor team or hedging their bets about which Premier League team to follow. They admire the Spurs style and their strategy on the pitch and watch games occasionally.

Outsider

The Outsider is not a Spurs fan. They may follow other sports, or have minimal interests in football but generally speaking, football is not on their radar. They only become exposed to Spurs by chance and may have had positive experiences in the past.



Outsider

Admiring

Heritage

Hard Core

The Outsider



Joe Doe, 49, CFA and
Partner of an investment
advisory company in
Singapore.

Joe Doe has some interest in football but he is not a fan.
He met Spurs by chance and he was very impressed by the organisation and the overall experience at the Stadium.
He is prone to follow Spurs in the future, as he feels that the experience he had with them reflects his own idea of style and fun.

Single biggest need

Access to a slick experience - easy
access to all the other areas than
football



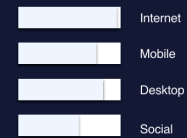
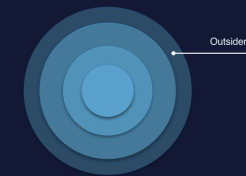
Other Needs

Easy content for not football jargon speaker;
Logistics for the Stadium experience (i.e.
hospitality)
Feeling important and special



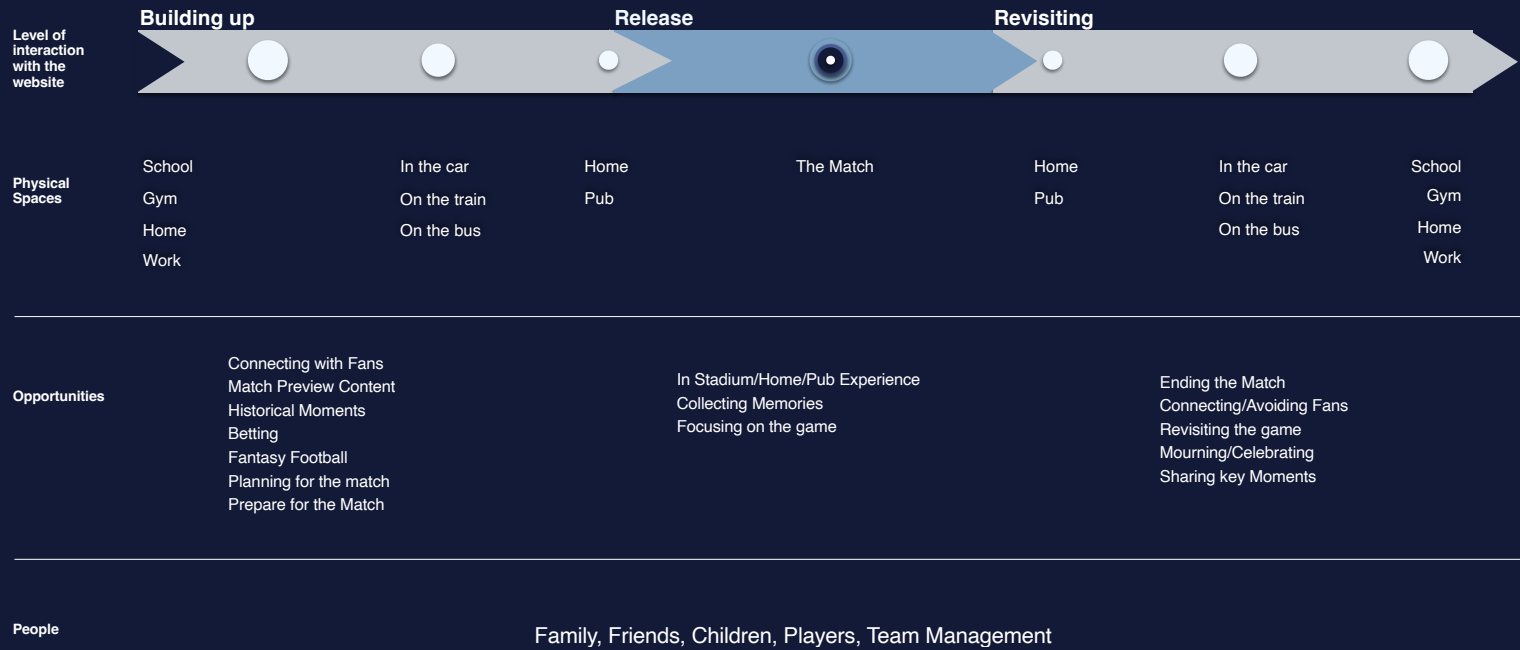
Goals

Impress and be impressed.
Be reassured about logistics.

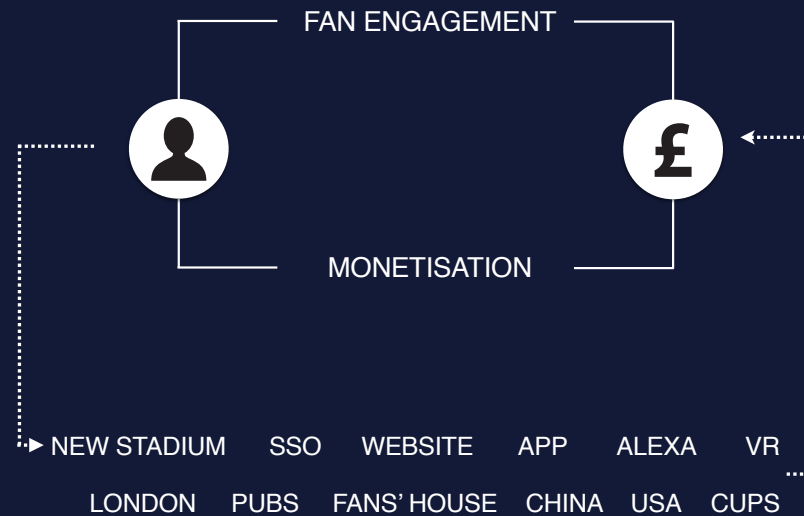


The fan experience

A week into a fan’s life



*This is an Entertainment Business; as such it lives and prospers on this virtuous circle.
This project aims to create the Engine that moves the **Tottenham Hotspur Ecosystem***

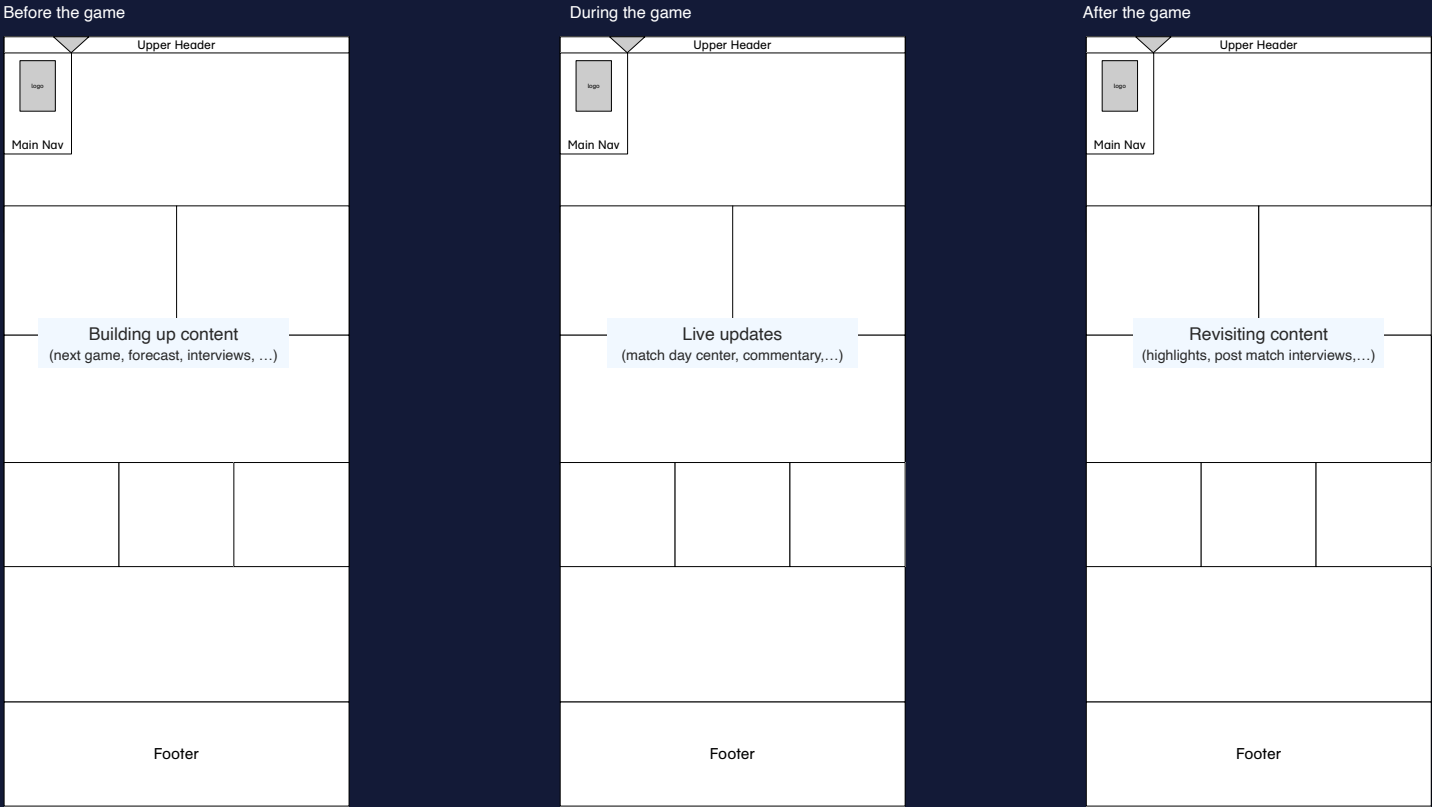


DEVELOPING

Modular and Contextual Content



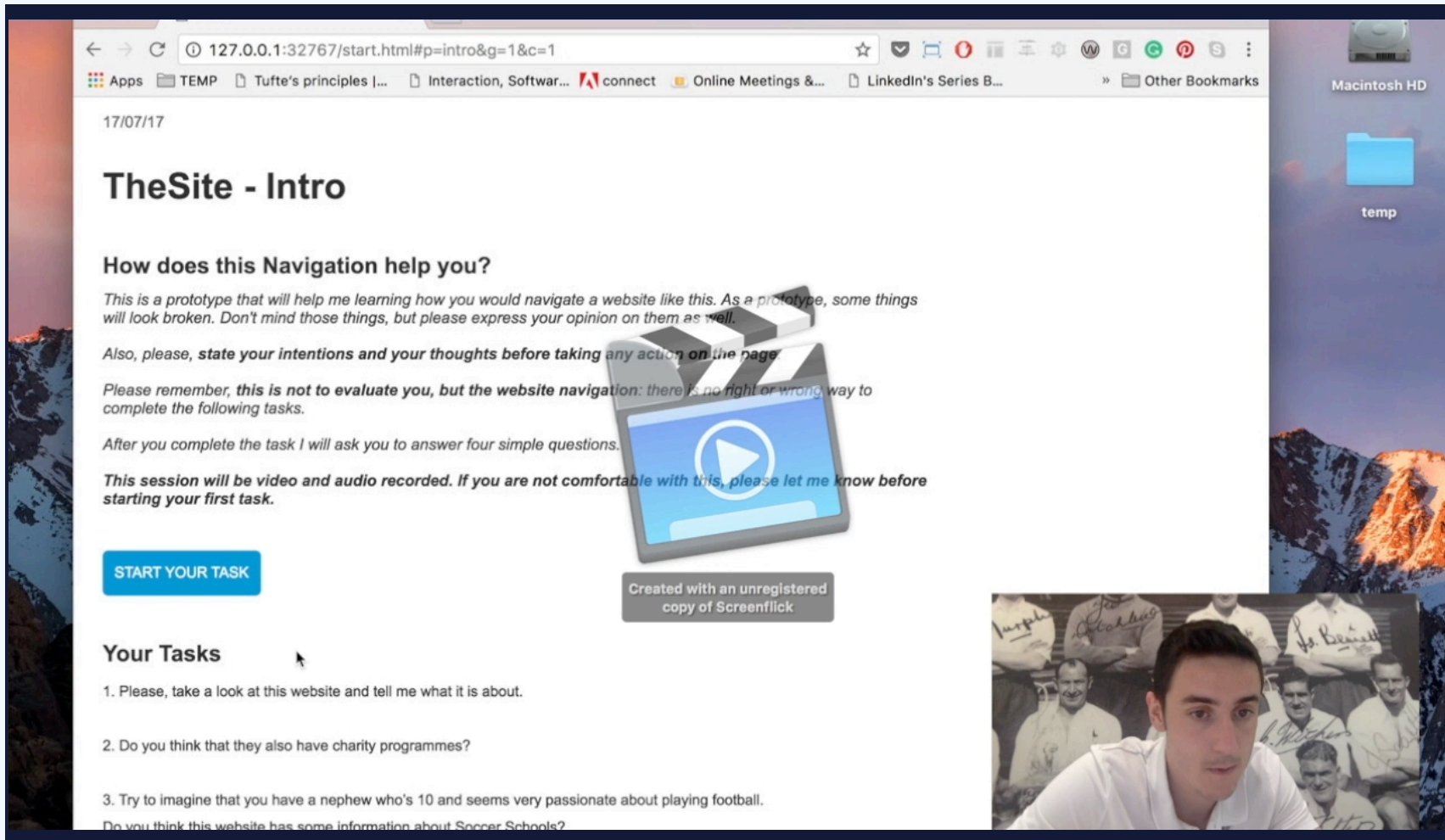
Content in the Home page



DEVELOPING

Modular and Contextual Content

	Building Up	Releasing	Revisiting
Hard Core	Live Updates Forecasts Player stats and info News and Interviews Betting info	Facilities Use Third party app to gather live updates	Scored Related Content (depending on the score) No-spoiler content option Highlights
Fan by Heritage	Live updates News and Interviews Shop and Ticket Offers Club/Historical moments	Facilities Use Third party app to gather live updates	Scored Related Content (depending on the score) No-spoiler content option Highlights
Admiring	Shop and Ticket Offers Game/Team Info and News Technical Content Match Day Planning	Third party app to gather live updates Technical/Impartial Commentary Facilities Use	Going Back Planning Highlights Technical/Impartial Content
Outsider	The Teams The Club Non Football content	Facilities Use Third party app to gather live updates	Going Back Planning Shared Moments



Results

How did it go?

Shorter journeys, increased traffic and usage time



Ben Dellow

We are seeing users spend more time on the homepage and their user journeys are shorter so they are able to find the information they want easier

Yes across app and web we are seeing a 40-50% increase in match day users. The live broadcast before every home fixture really helps



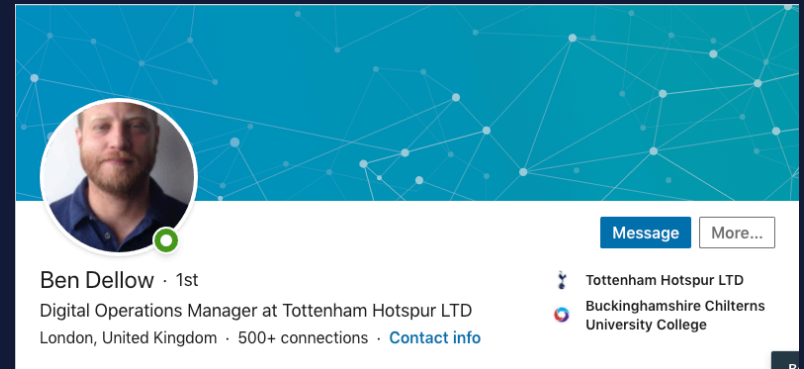
The Client
**Tottenham Hotspur
Football Club**



My Role
UX Lead



Timeframe
6 mos



Project Owner

What I've learnt

The value of Design goes beyond just "design"

From the process

How to streamline the approval process to keep the quality high and the timeline sane. I've learnt how to get my stakeholders on board with design decisions so that they feel part of the solution.

From the users

Accessibility can't be a second thought. I've learnt to take responsibility of all the deliverables that make the experience, including coding.

From the team

I experimented and learnt new ways to catalyze consensus across the room and commit to the best outcome for the users.



The Client
**Tottenham Hotspur
Football Club**

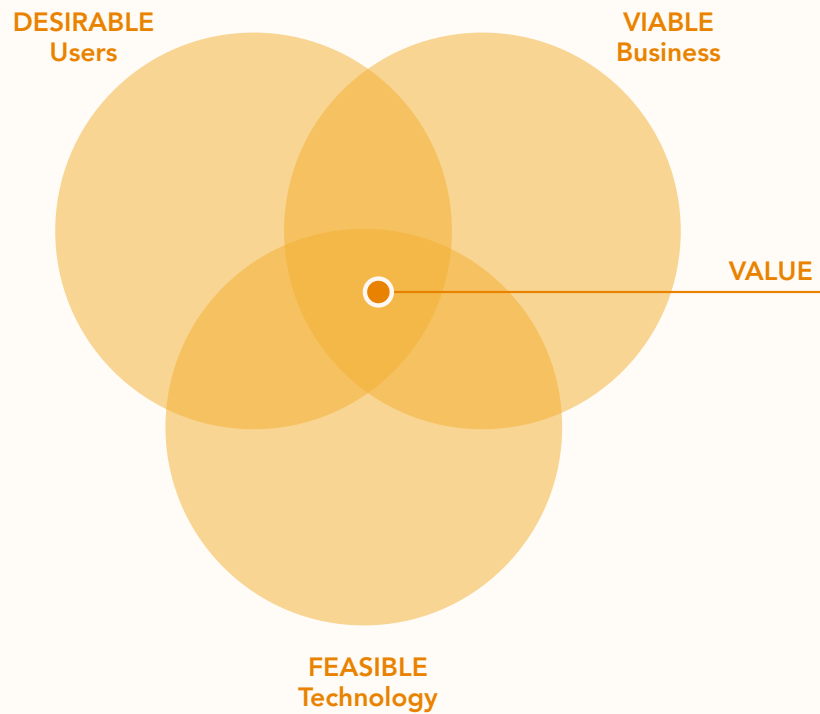


My Role
UX Lead



Timeframe
6 mos

“*Design Thinking fosters a framework where heterogeneous teams work to reach the best outcome with the most value for users and therefore for businesses.*”



Experience Roadmapping

How I deal with low budgets, little time and complex organizations

[More about this on my Medium](#)

What it means to be an Experience Strategist

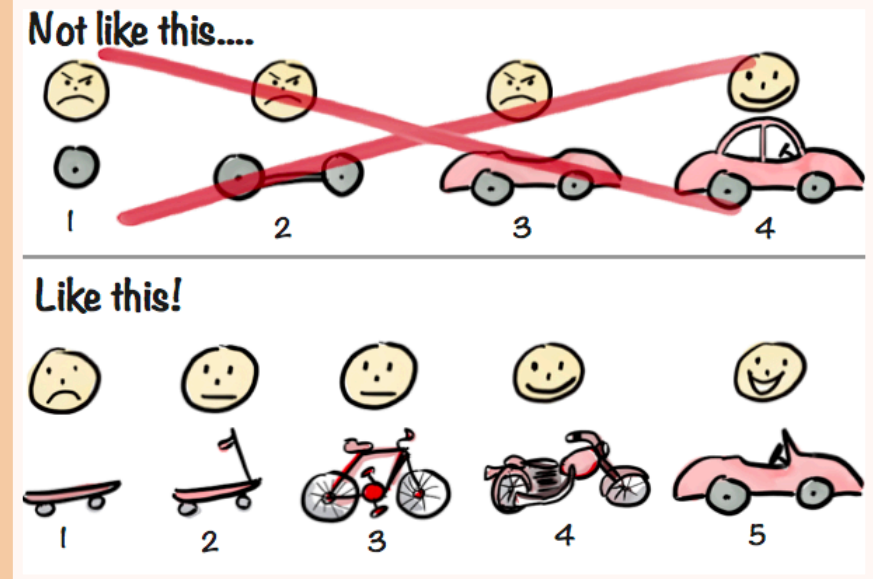
I conduct stakeholders interviews and users research to understand the needs for the business and the users, and I work in multidisciplinary teams to investigate the most appealing opportunities.

Experience Roadmaps

When creating delightful digital experiences, I try to understand what is the MVP with the highest value for the Client and their Users, given the context of its development. I start with this definition of MVP →

While aiming to the shiny car, sometimes you can only develop and release a bike, gain trust and resources to then be able to build a motorbike. Some other times, you need to develop a skateboard to prove that you have the potential to get to the next steps. Whatever your situation, a valuable outcome, even in its MVP form, always considers these three elements: feasibility, desirability and viability.

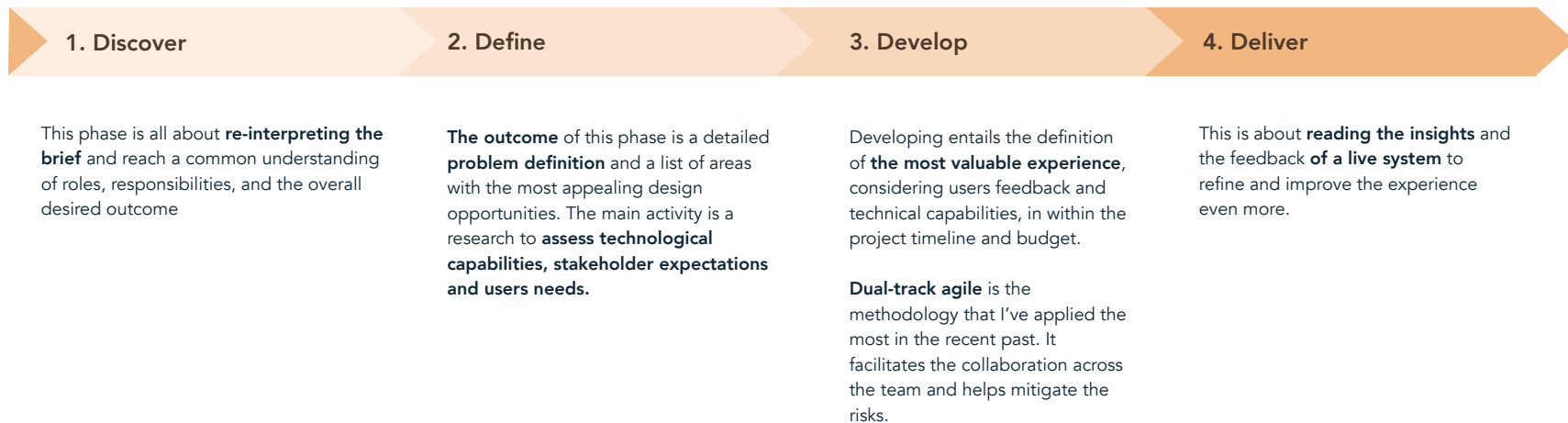
As a UX Strategist, part of my job is to spot the most valuable outcome, given the scope of the problem, the constraints and the context of its development. Sometimes, it's just not feasible to do the perfect thing right away, but that doesn't mean that it's ok doing the wrong thing. Instead, while knowing what would be "perfect", I find the perfect balance to have something really good to scale up when the opportunity arises.

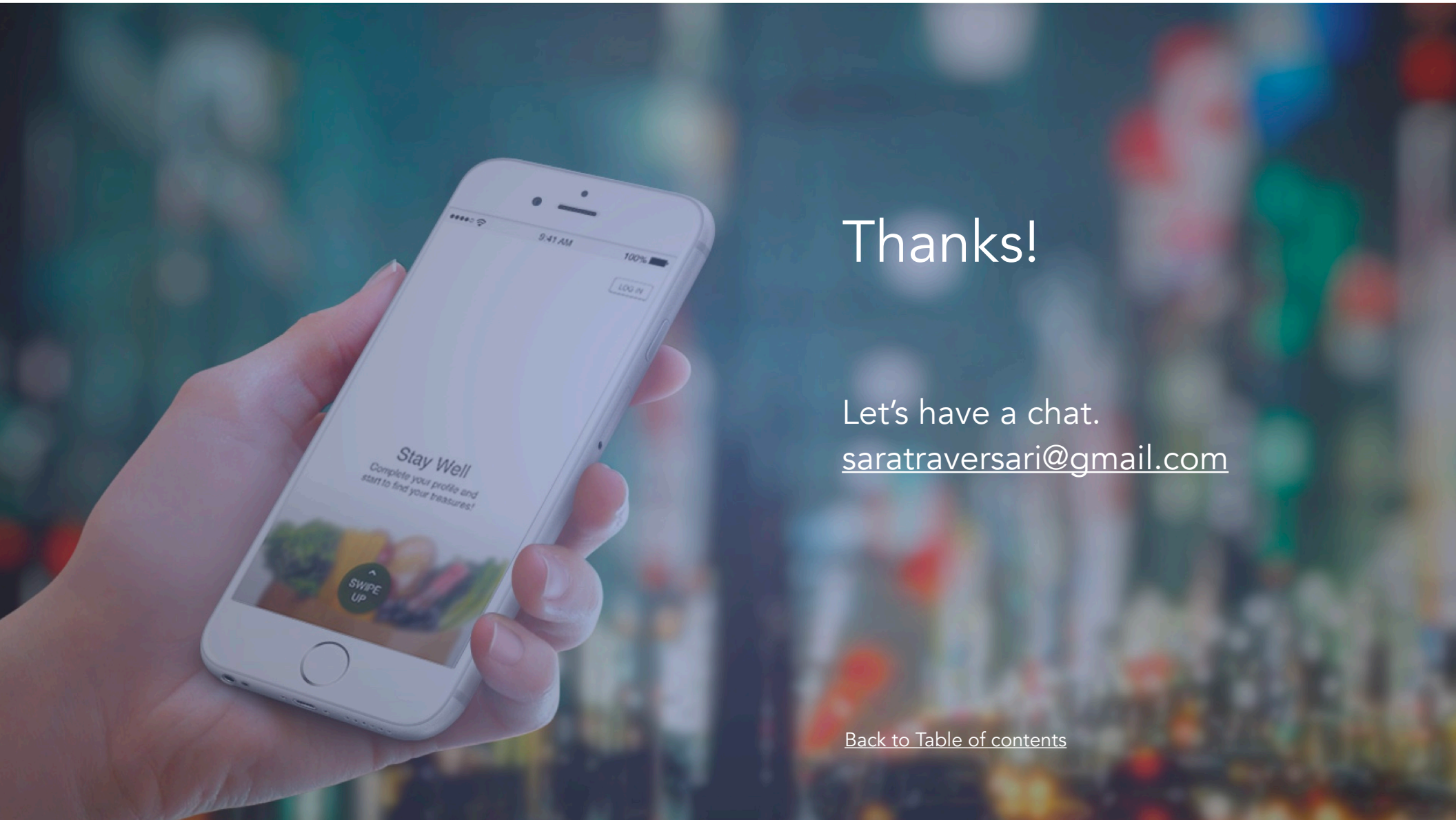


MVP Definition - Henrik Kniberg

The four phases of a project

Kick-off, Understanding, Developing, Improving





Thanks!

Let's have a chat.
saratraversari@gmail.com

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