

SARA TRAVERSARI

User Experience Designer

Selected Works

Hello!

I'm a UX Design specialist and I create delightful experiences.

Table of content

3

Intro

My process

39

THFC

*Responsive
entertainment website*

7

Shaklee Connect

Mobile App

60

About me

What I do

15

MyTheo

*Mobile App and
responsive web*

27

Altaterra

Responsive e-commerce

Intro

Creating Delightful Experiences

The process Explained



Double Diamond reinterpreted

Creating Delightful Experiences

User centred design is my bread and butter and I'm really fascinated by the human mind. I find quite interesting experimenting new ways to convey messages and information in the most appealing way for the recipients. In doing so, *I create new forms of dialogues to make the most engaging experience for people.*

I worked in many different types of environment and in several countries and this taught me how to adapt while sticking to my

true north at the same time.

Solving complex problems is my speciality and I get my inspiration from the use of systems thinking and human-centered design.

I love designing delightful user experiences.

I have experience of leading clients in all types of industry and in multidisciplinary teams through the design thinking process. I've been involved in all parts of the design process:

from the proposal writing to the execution of the plan, from designing user research, to generating concepts, prototyping and testing with users.

Useful Links

- + [PORTFOLIO](#)
- + [MY LINKEDIN PROFILE](#)
- + [FOLLOW ME ON MEDIUM](#)

The Process Explained

In the USA and in Europe, I worked in agencies that advocate for *Co-Creation: a process proven to be beneficial to clients and their customers, by fully embracing the User Centred Design approach.*

In the past few years, I have had the opportunity to expand a particular strand of Co-Creation: one that brings clients into the journey of really owning their next digital success.

Ultimately, clients own the outcome of the design process and we, the designers, are here as a helping hand through every step of the journey.

As UX Lead, I took the opportunity to expand the concept of Co-Creation, defining the four phases that a Client needs to go through to really own the project: Kick-Off, Discover and Define, Develop and Deliver, and finally Nourish.

When it comes to Digital Design it's not about costs, it's about investments.

Helping Clients seeding a design centric approach in their organisations, will let companies gain a more design-oriented mindset and will give Clients effective tools to make the best out of their digital assets.

They will leapfrog the competitors that didn't invest on design thinking and become the leaders in their domain.

That's why *there are no costs when implementing design thinking* in a digital project: the price is only one of many factors to determine the value of the investment.

Useful Links

+ [AFTER A YEAR OF UX DESIGN IN LONDON](#)

The **Kick-Off Phase** is key and needs to cover three core areas:

- **Exploring the brief**, the initial definition of the problem, and the desired outcome.
- **Defining roles** and ownership among the team members. Particularly, it is fundamental to identify the Decision Maker on the Client side that will be involved in each phase as Project Owner.
- **Setting business desires and goals** against budget and resources in the most efficient way.

During the **Discover and Define** phase, the Agency helps the Client to break down the initial problem definition and to identify specific areas with the most appealing design opportunities. To do so, I usually suggest to do a **wide research** to assess technological capabilities, stakeholder expectations and users needs. Client and Agency discuss the findings and agree on a set of needs, priorities and metrics to be met by the new design.

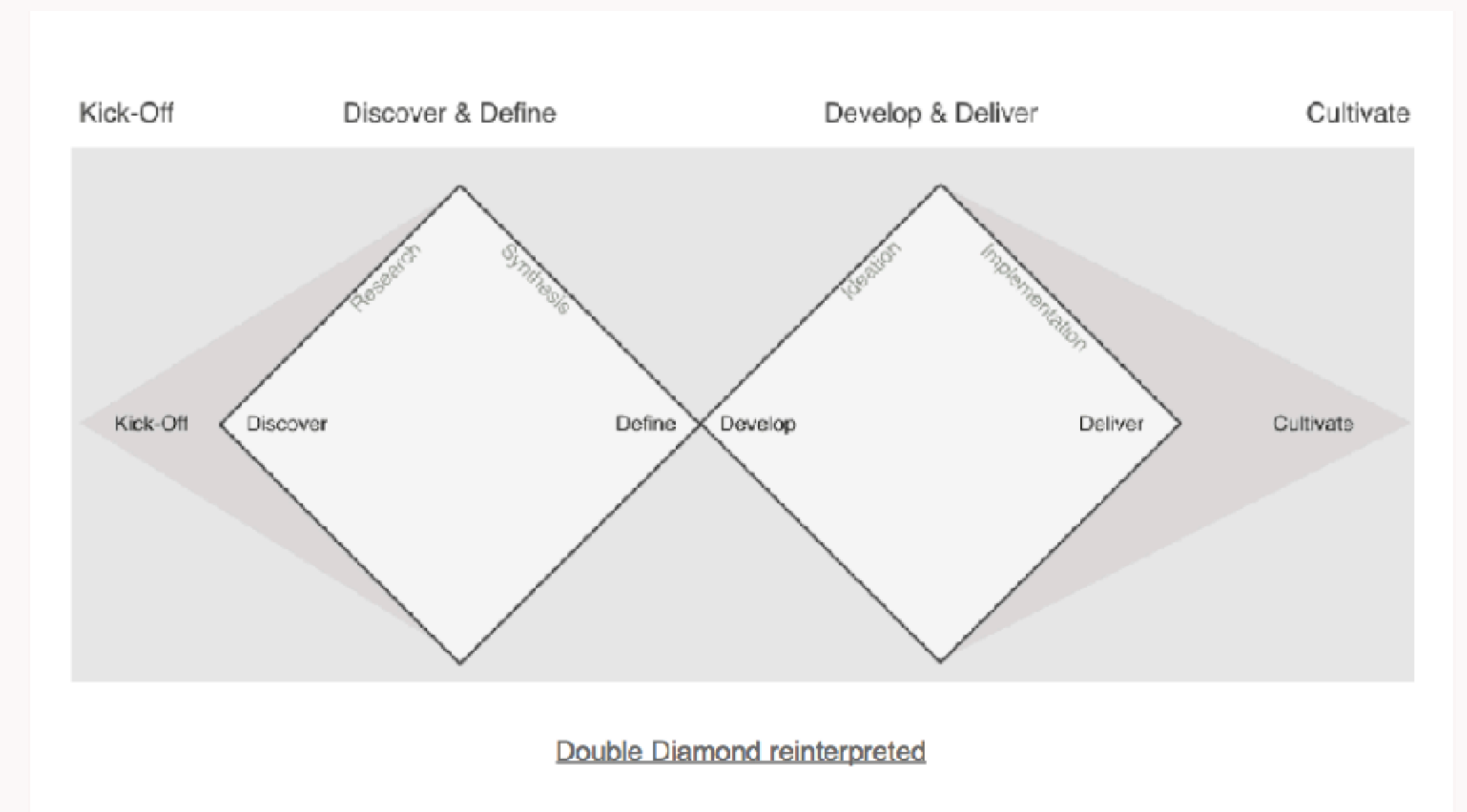
The most suitable design strategy for the Client is now defined and the **Develop and Deliver Phase** can start.

In my experience, two-week sprint cycles accommodate well design and develop activities, covering from Sprint Planning to Client Review.

The Client Decision Maker is an essential part of the team and this facilitates the approval process that speeds up with the Sprint.

In the Cultivate Phase, Agency and Client monitor the new design performances and improve it with small reiterations.

The Client now has all the tools and the knowledge to be able to spot new opportunities and involve the Agency anytime it's needed.



Shaklee Connect

Finding the right balance

A complex application for iOS and Android

Fluid in San Francisco

After some experience freelancing and designing in UX agencies in the Italian capital, I moved to California with my husband. It was summer 2013.

I worked in all sorts of environments, from small start-ups to large organisations, but my preference still turned to agencies. In particular, I really liked working at Fluid where I had the opportunity to put my hands on complex projects for clients like Brita and Shaklee.



Shaklee Connect: the project

Kick Off

The Client: Shaklee, a multilayer company.

They wanted an application for iOS and Android that supported their members in becoming successful business leaders.

The most interesting challenges were to balance business objectives with users goals and to help the users to digest a massive amount of complex information in the most efficient way.

Discover and Define

When I joined the project, most of the research was already done.

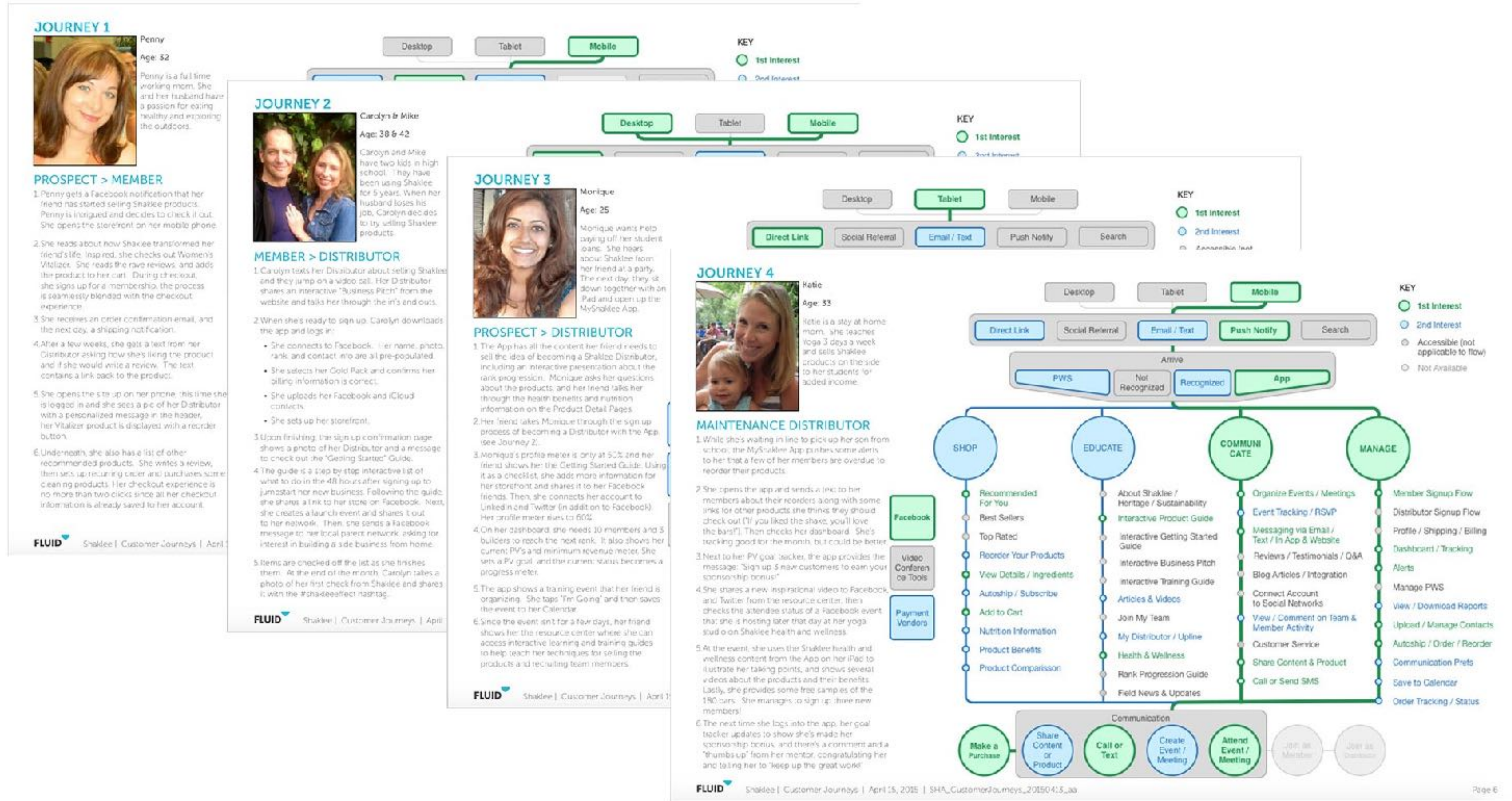
I dived into the research and the insights already collected and worked with my manager on the best strategy for the app.

I refined personas and user journey to identify design opportunities and the best solutions to address business and users needs.

Develop and Deliver

My Deliverables: Sketches, flows and annotated wireframes, that I also presented to the client.

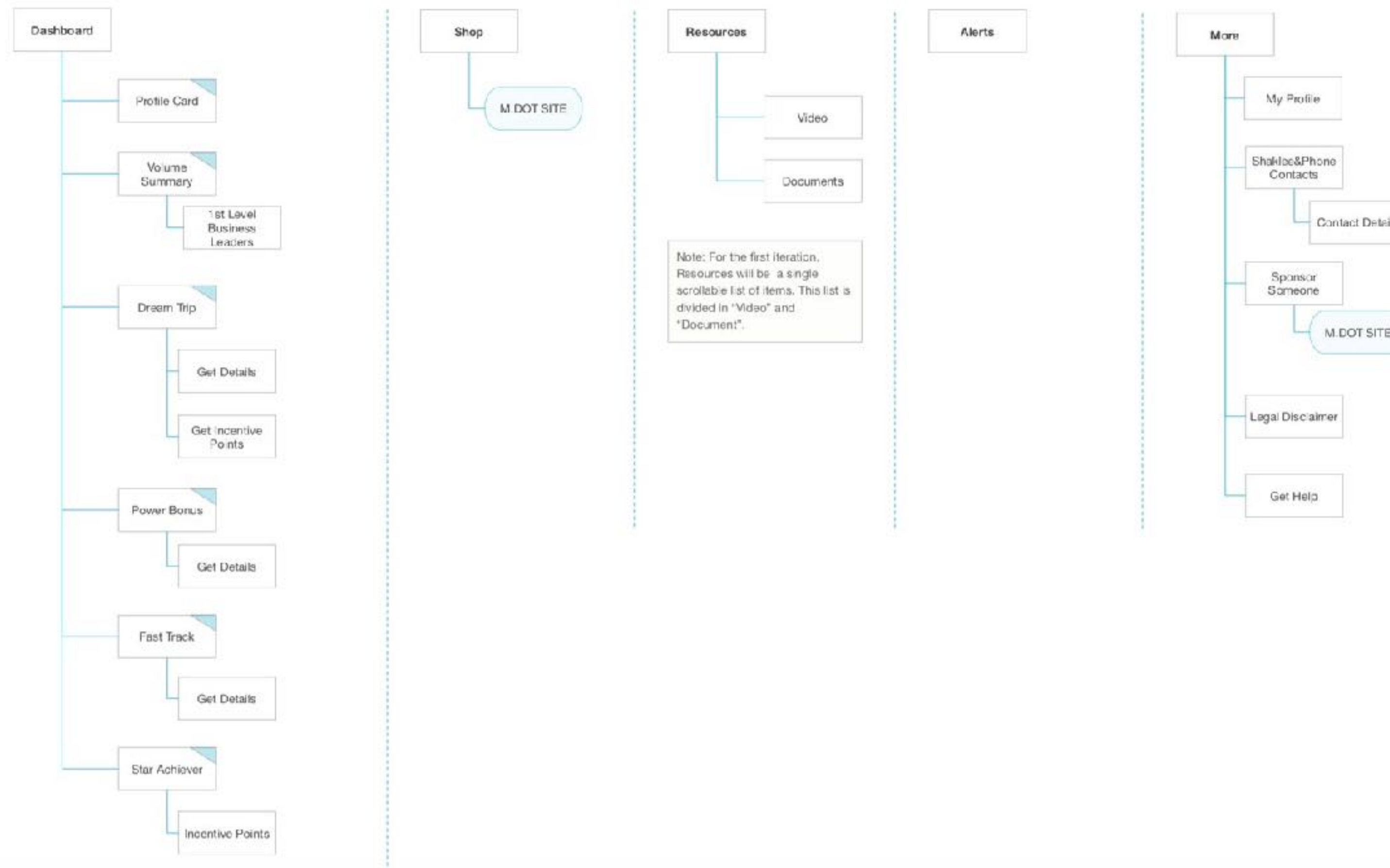
I was constantly communicating with our UI Designers and with the dev team (in Texas) to assure max clarity on the functionalities and the interactions on the screen.



Personas

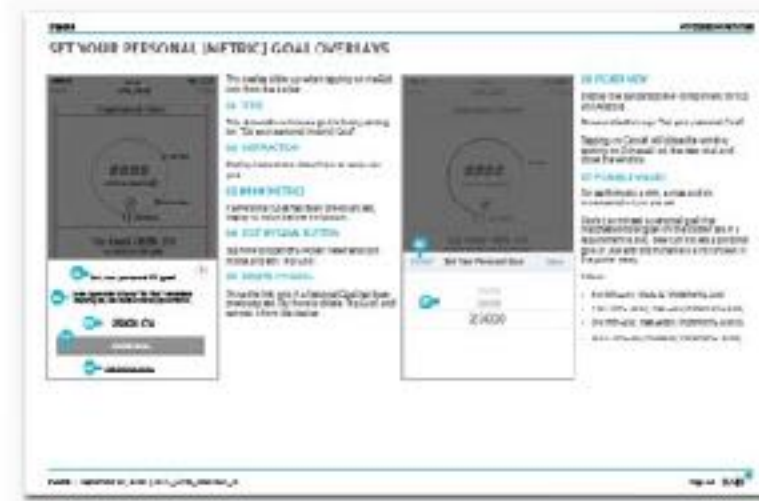
I started with the existing research and based my work on the consequential Personas and Journeys, expanding where needed

App Map/Inventory



App inventory

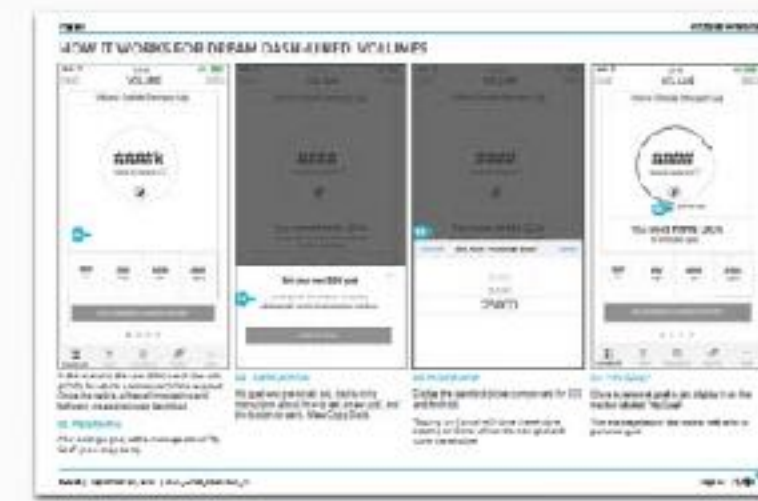
I was constantly communicating with the dev team (located in Texas) and the UI Designer to assure clarity on the functionalities and the interactions on the screen.



13



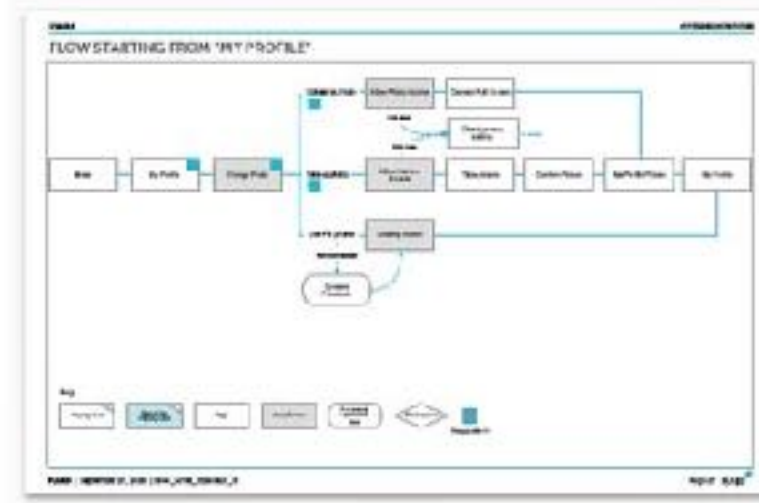
14



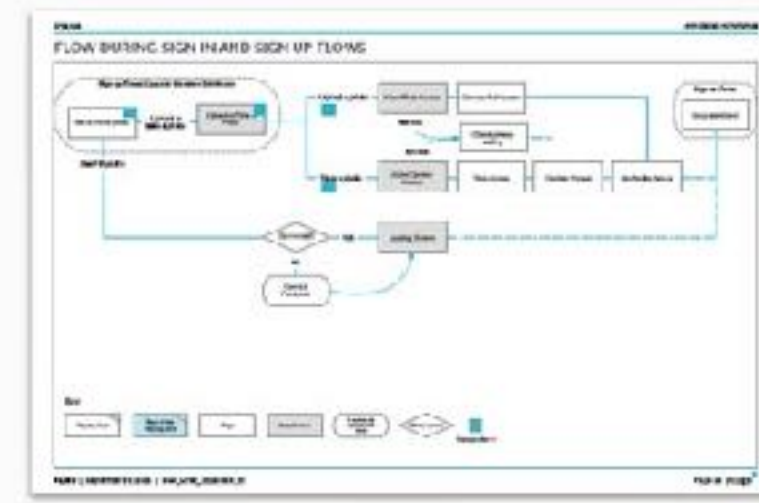
15



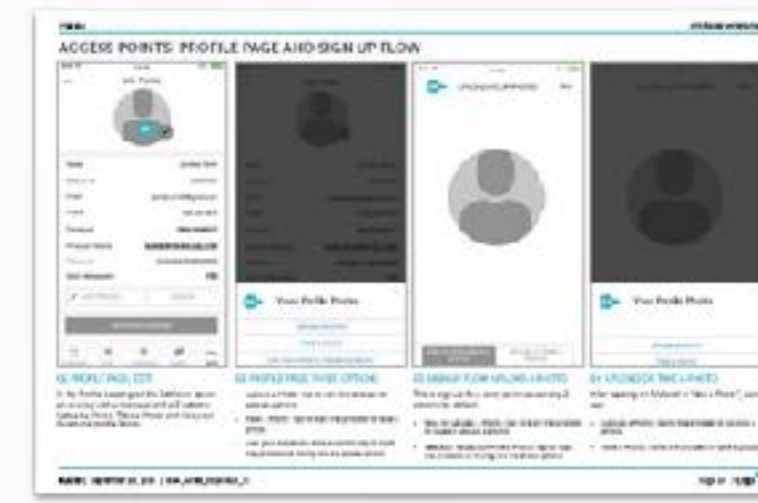
16



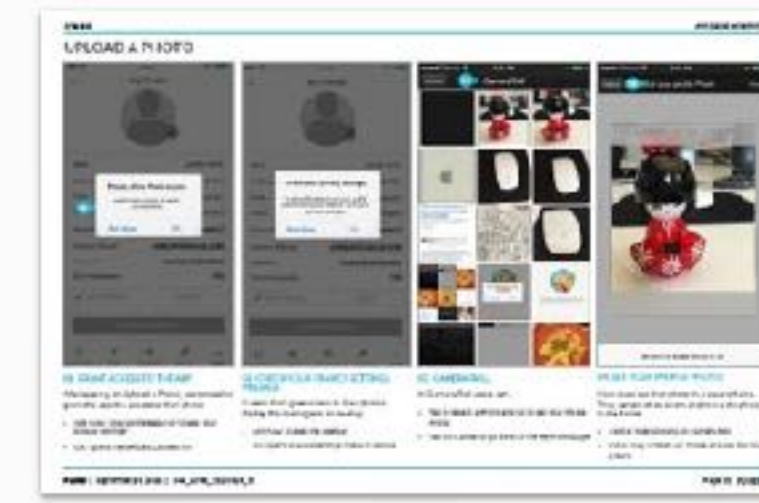
17



18



19



20



21



22



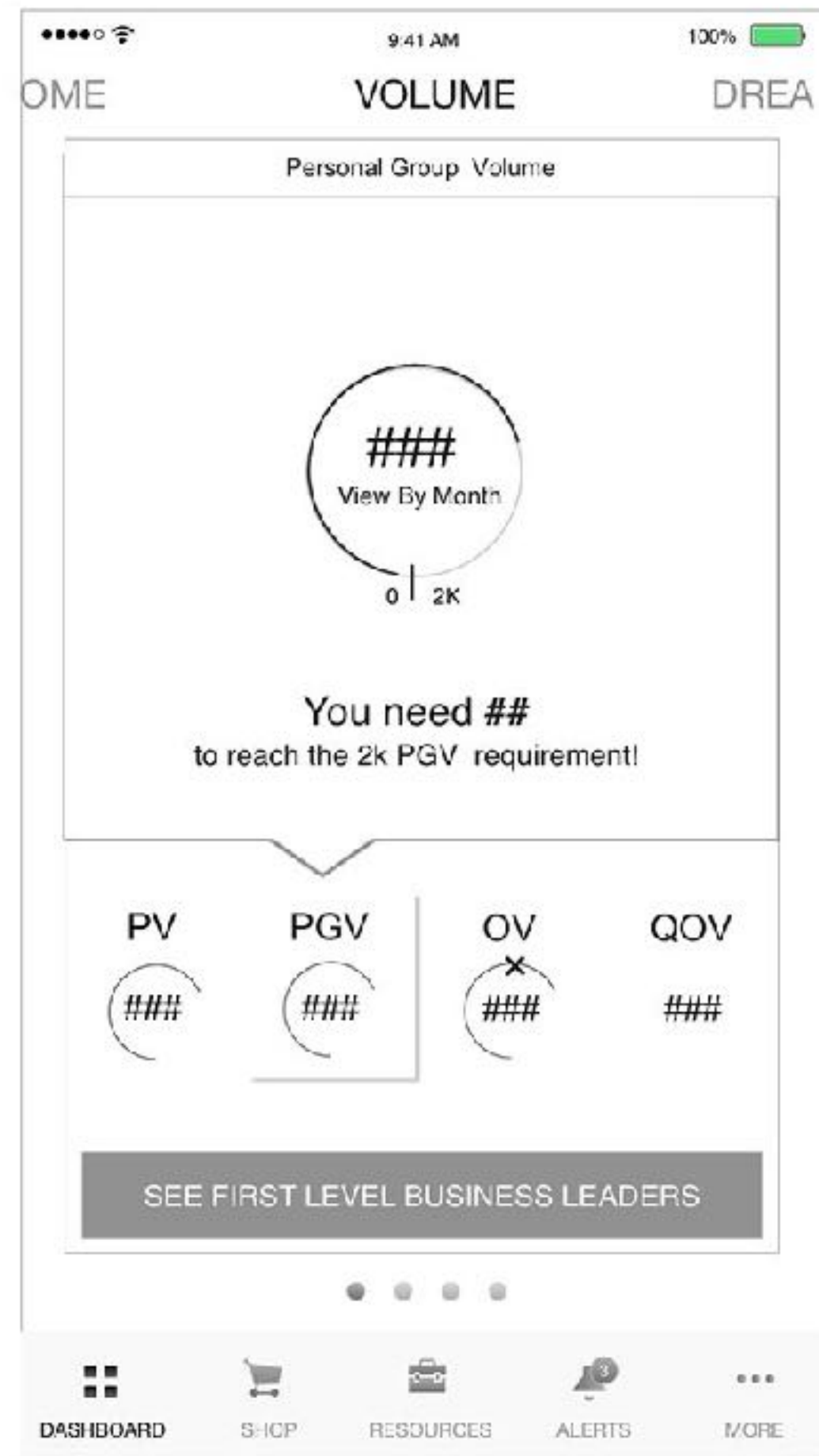
23



24

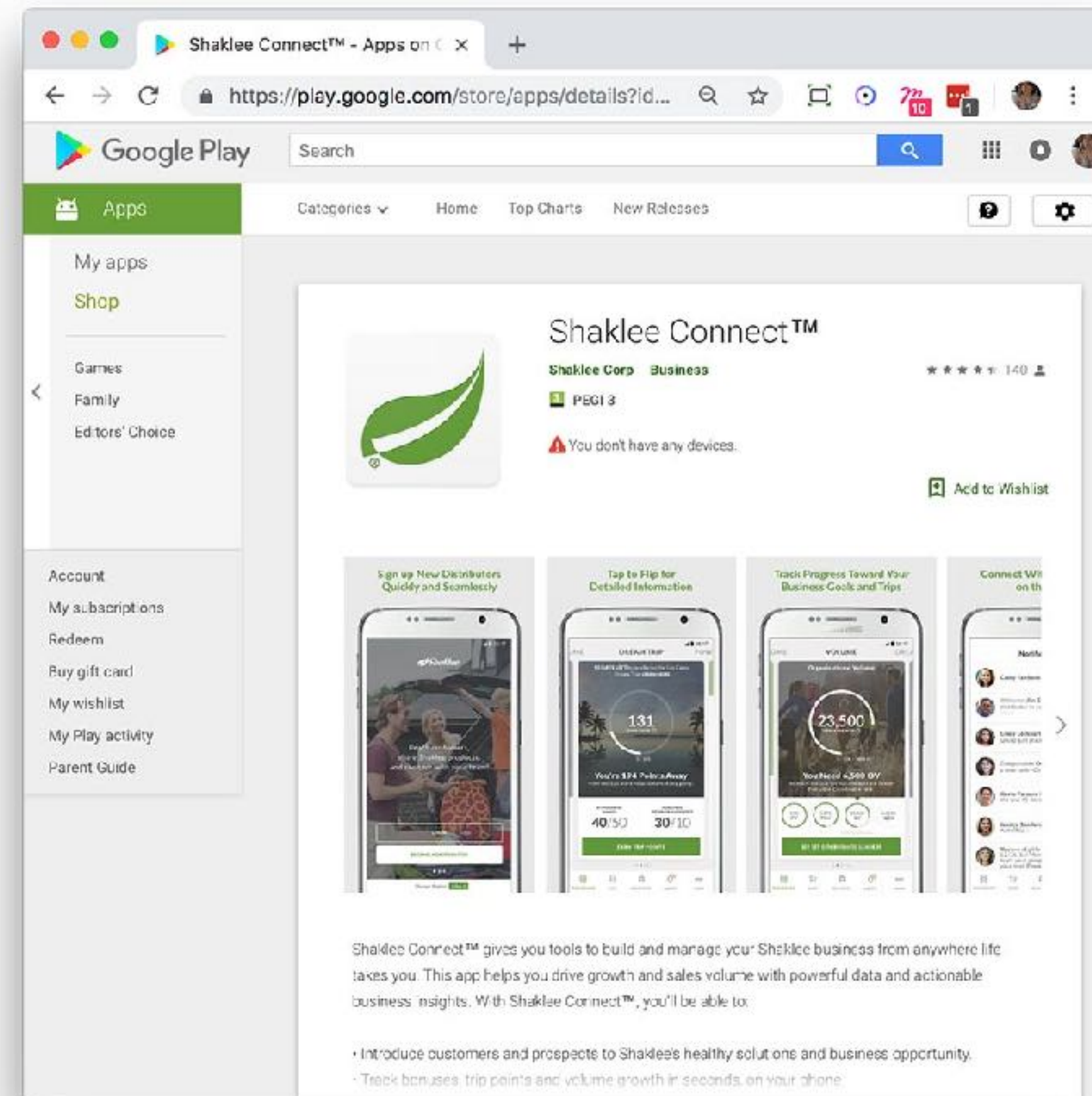
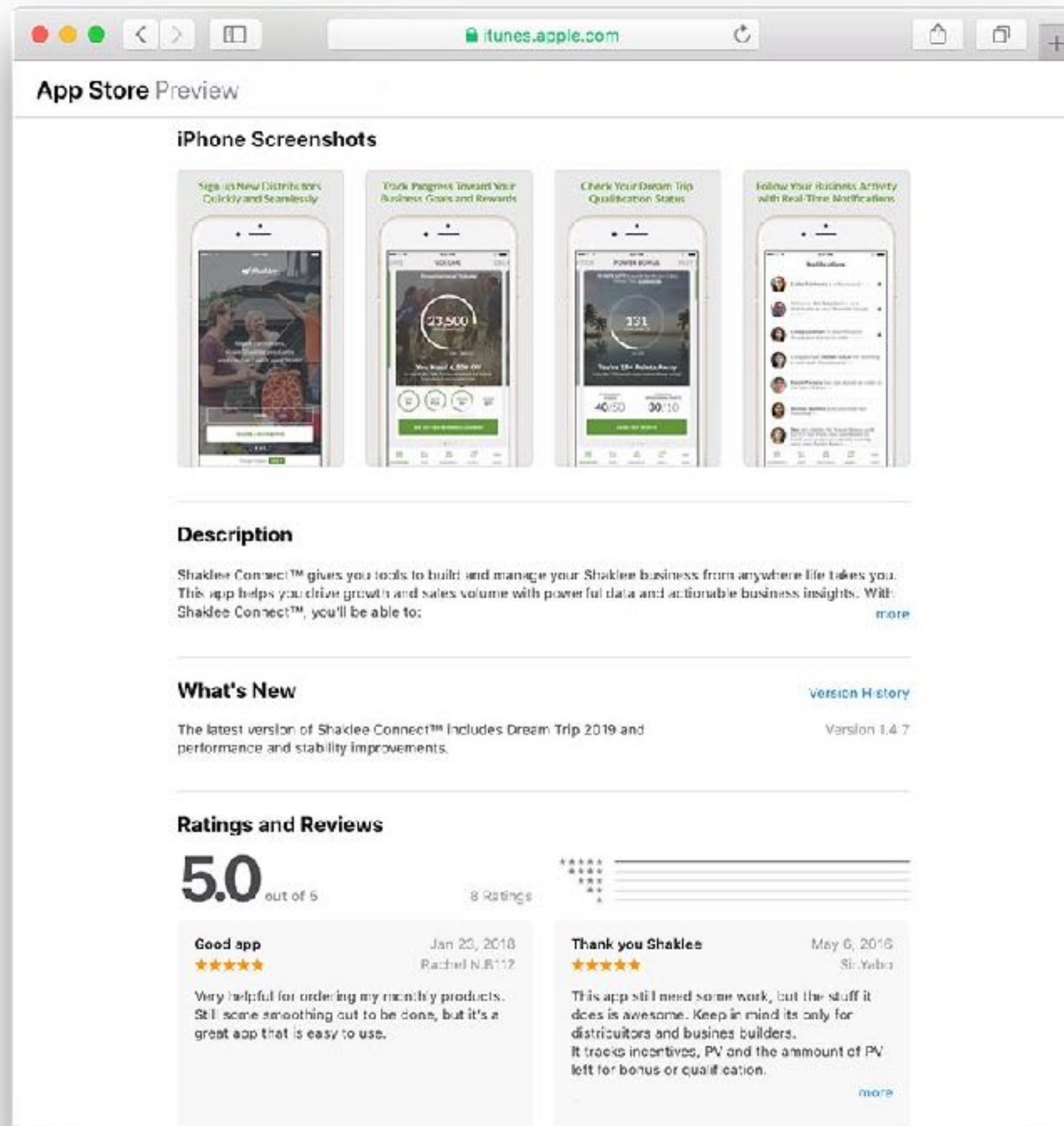
Annotated wireframes

Client and development team were based in different locations. Presenting the design remotely was very important as well as thoroughly documenting the outcome.



From Wireframes to Pixel Perfect Designs

I designed flows and wireframes to be presented and signed off by the client. I worked with a visual designer to ensure that graphics and animations supported the experience and delighted the user.



Find Shaklee Connect in the store ([Apple](#) and [Android](#))

Theo

A multi-device app for Realtors

Helping a Startup to thrive



Realtors

myTheo is a startup founded by real estate agents who wanted to solve the problems they encounter daily as realtors. I have the opportunity to see what is a startup in Silicon Valley and what are the stages and the challenges that it faces in order to be successful.

Also, the Real Estate Industry presents a very interesting challenge: who owns the data (MLSs - Multiple Listing Service) is not willing to give it away. At the same time, they need to provide data to Agents in order to be valuable.

From an interaction point of view, an Agent is local but always on the move, constantly networking with agents (teammates and foes) and clients. They obviously need the right information at the right time.

This and the fact that the product was being built by its users, made my challenge as UXer even more interesting.



MyTheo: The Project

Kick Off

The Client: myTheo Inc

Roles and objectives were defined and estimates on the effort expected were made. A roadmap with milestones was flashed out so to plan for the next sprints.

Discover and Define

I planned and executed Stakeholders focus group and Interviews, and competitor analysis that helped to define business requirements, real budget, and desirable outcomes.

With the initial research findings, I started to flash out users pain-points, informational needs, and activities to be supported by the app.

Develop and Deliver

My Deliverables:

I organised co-creation workshops with stakeholders and users to sketch tasks and activities;

I defined flows, annotated wireframes, and built prototypes on Axure and ProtoIO to test with users.

Useful Links

- + [MYTHEO WEBSITE](#)
- + [MYTHEO APP](#)



*Responsive Web Design

Roadmap

After the kick off meeting we established our roles, and our roadmap with milestone



Interviews and Card Sorting

I planned and executed 12 user interviews that included a card sorting exercise, for both clients and agents. I explored the current experience and the information they needed.

Being a Real Estate Agent



Ally Brown, Real Estate Agent from 2005
Agent of buyer clients

Ally is around her 40', has 2 kids and a wonderful wife. She is an agent too. She spends her weeks going up and down the Bay, browsing properties for her clients.

For Ally, a typical week starts on Tuesday, early in the morning: first, she checks emails and messages on her computer and smartphone from her clients. Then she updates a list of properties that she wants to see during the week. The list she makes includes properties in all San Francisco neighborhoods. Some are properties that clients are curious about and some other are properties that Ally thinks some clients will like. List is ready, coffee in her hand and away she goes.

Activities and pain-points

It takes her an hour by car to get to San Francisco, where she has the most of the properties she will see on Tuesday. Reaching the first property, Ally starts thinking about what to say to her clients about the neighborhood. Once she is in front of the house, she notices a little crack coming down from the roof: that's something she has to check with Guy the roofer. Going inside the house she takes notes about things she likes and things she doesn't like. The bathroom needs a renovation that her friend Tom can do in 2 weeks, she better check that with her as well.

The day passes by, once at home Ally takes a few moments to make a summary of what she has seen and then prepares a list to share with her clients, including her notes.

The day after, Ally does the same things she had done on Tuesday, but in a different area of the Bay: she goes south to Santa Cruz. In her time, Ally has 4 properties she wants to see for one specific client. Ally knows well that her client, she spent a couple afternoons - and exchanged many messages - with her and her wife to understand their needs as buyers. Ally has stored all the expectation her clients revealed her about the house. When Ally met her client, it took a few days before the client agreed that Ally was the right person to help her buy a new house. While she goes to the first property she starts to record her thoughts: the neighborhood looks interesting and charming. The house from the outside looks perfect and from the inside seems just renewed. At the end of the day her first house seems the only one her clients would buy.

The week passes by, and on Friday, Ally updates a list of all the open houses her clients would love to see that weekend.

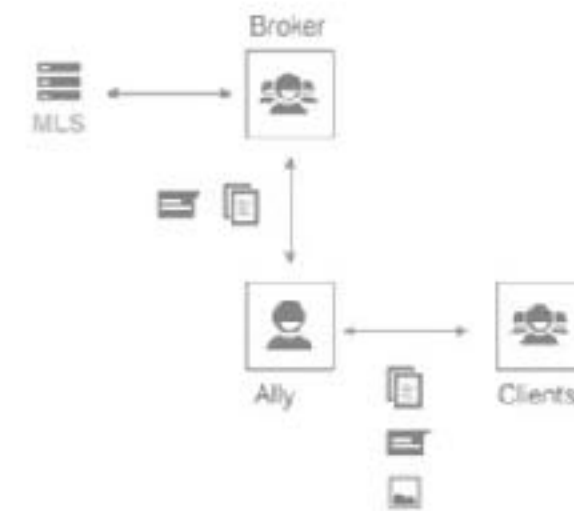
Becomes a Real Estate Agent

Can sell real estate under the supervision of a broker and collects a commission from the sponsoring broker.

Brokers, Brokerage Firms

Agent License
Broker agreement
....

Access to listings (MLS)



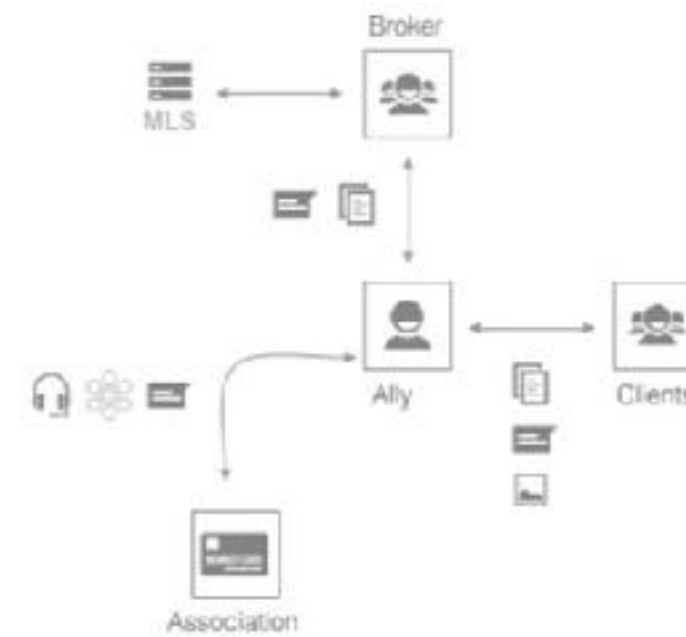
Joins an Association

Joining an Association, an agent can become a Realtor, for the Association being part of the National Association of Realtor.

Association

Documents

Networking, Legal Assistance



Day by day as a Real Estate Agent

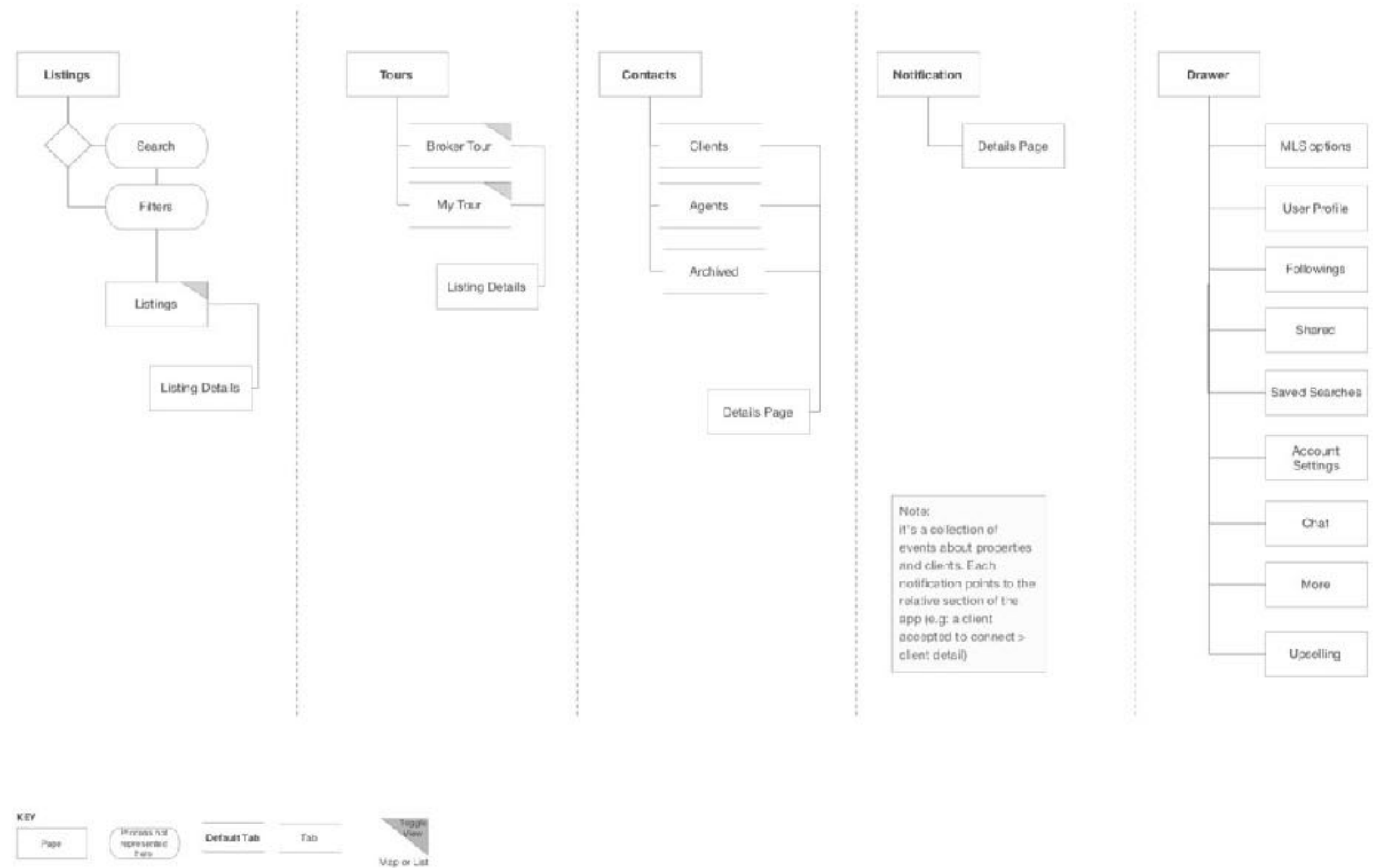


Personas

From the user research, I defined a set of personas

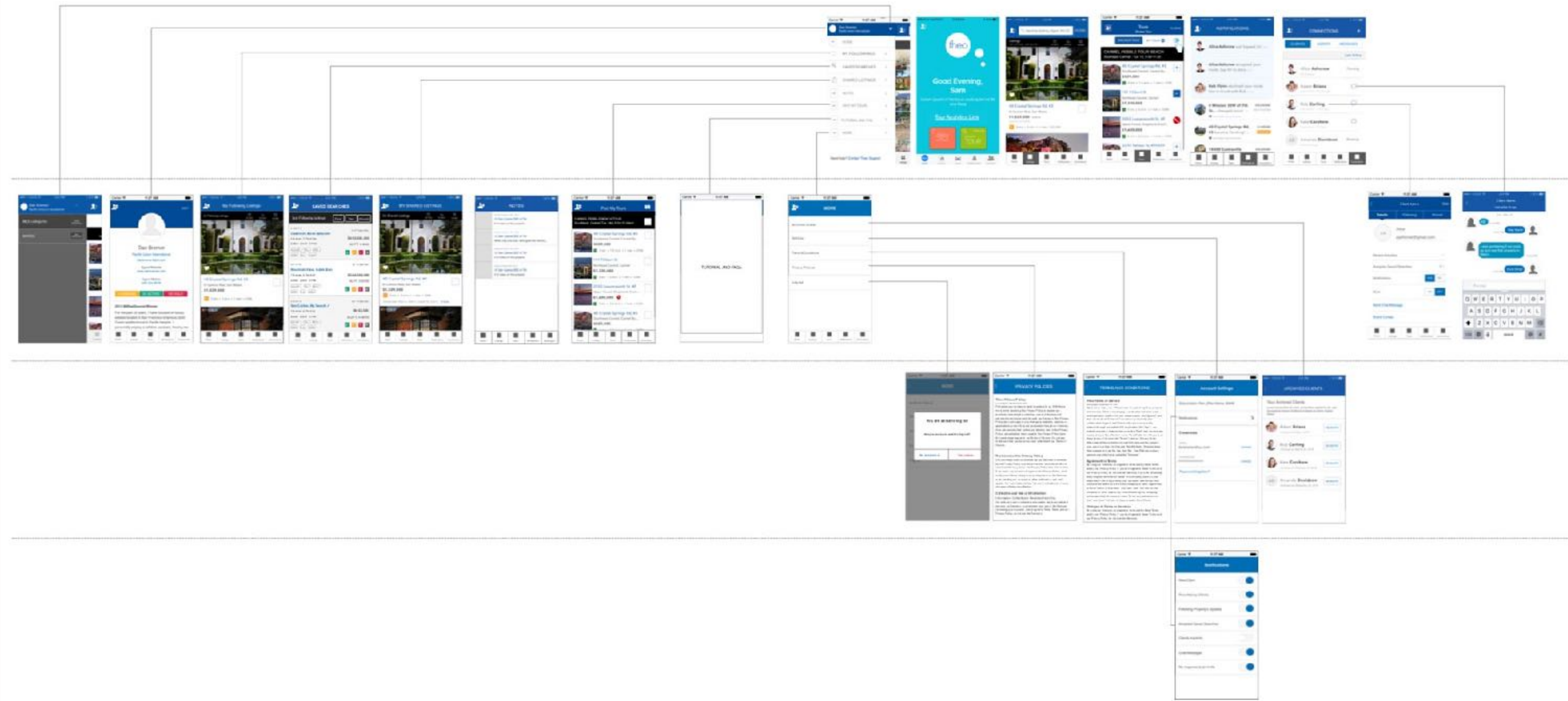
App Map/Inventory

Note:
Some of the Content is TBD.



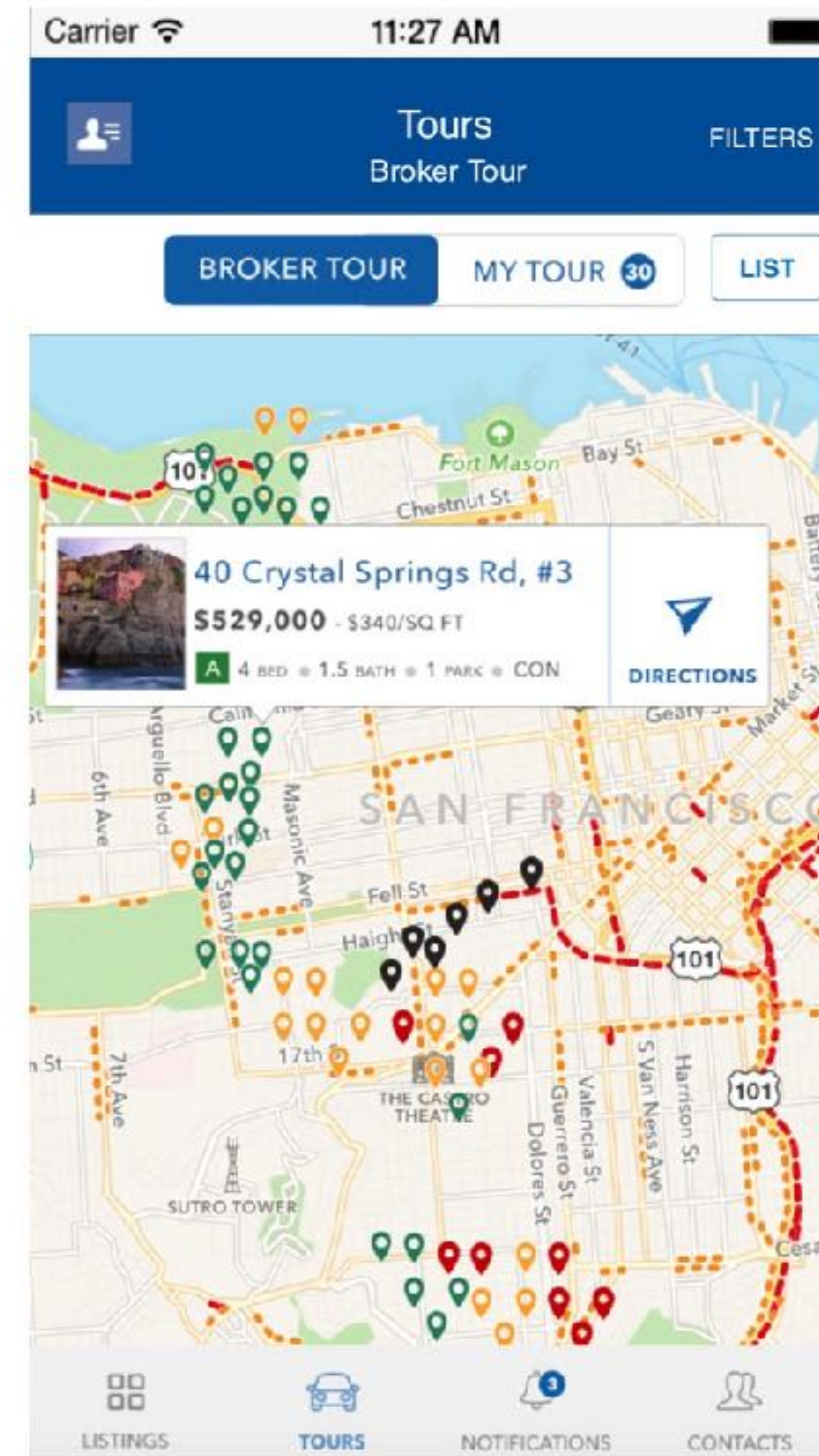
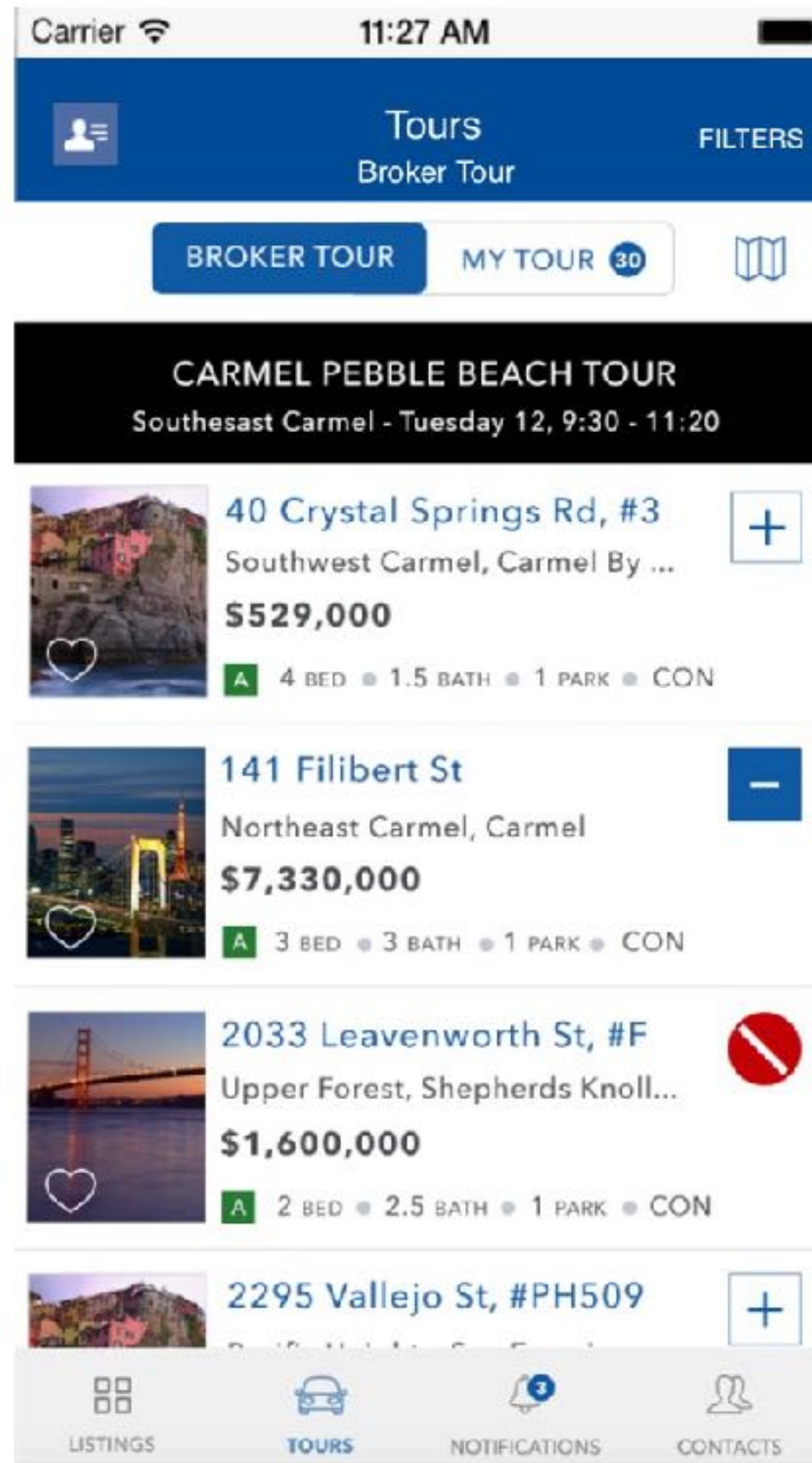
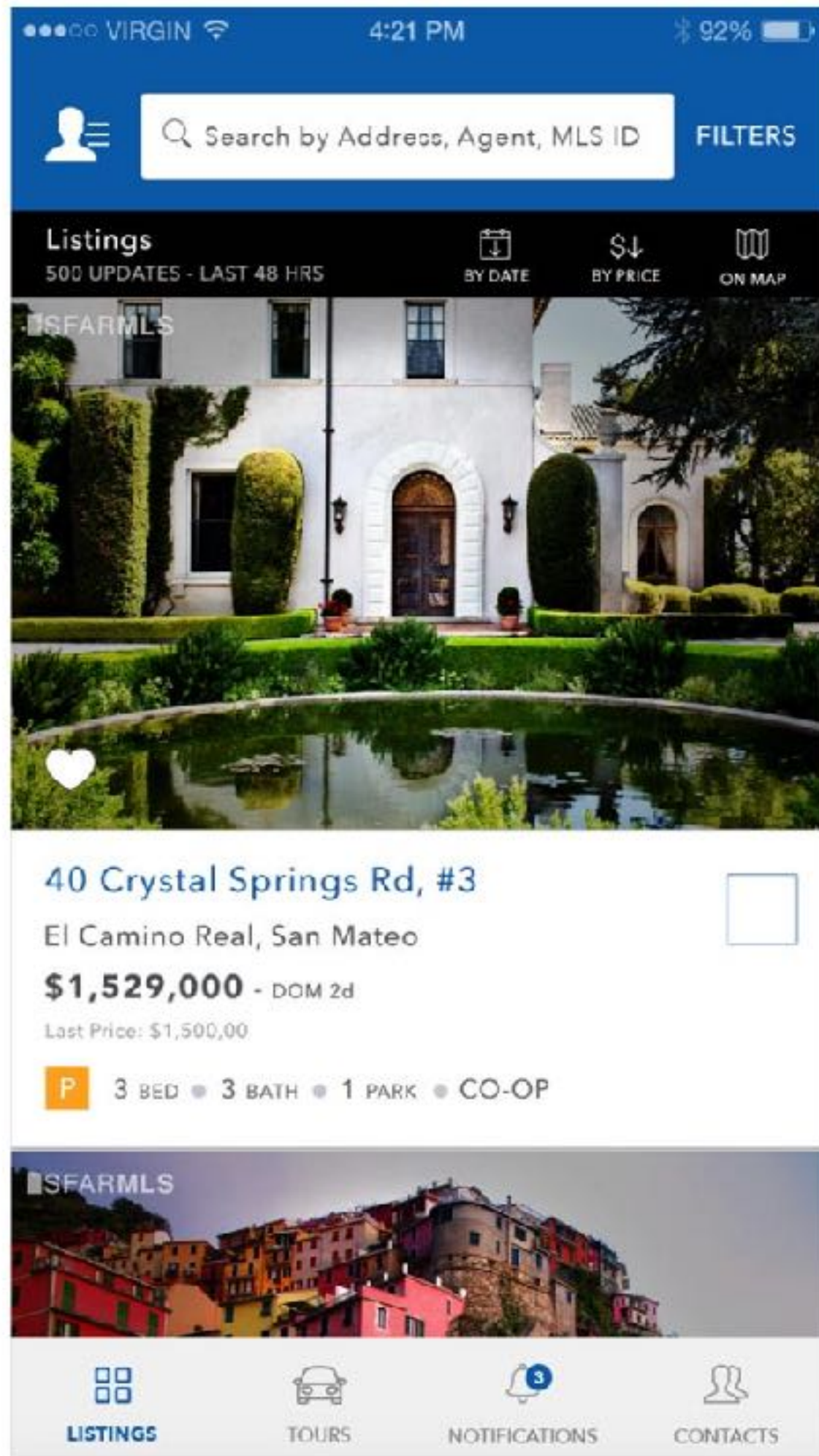
App inventory

I was now able to identify the main screens and functionalities needed.



Sketches and wireframes

I sketched the screens adding more details on interactions and messaging.

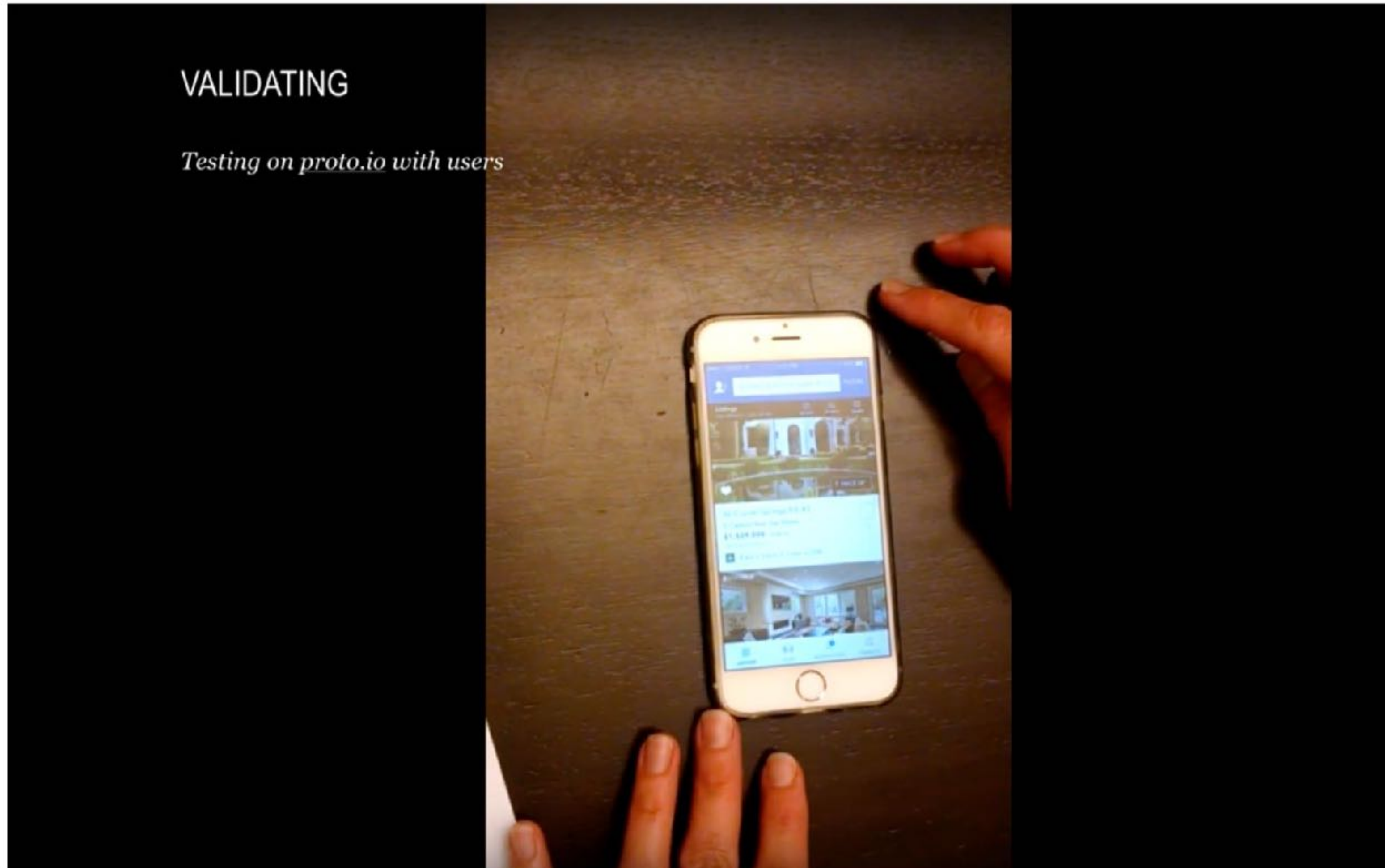


Low and Hifi Prototype

I refined the wireframes and brought them on ProtoIO to be prototyped

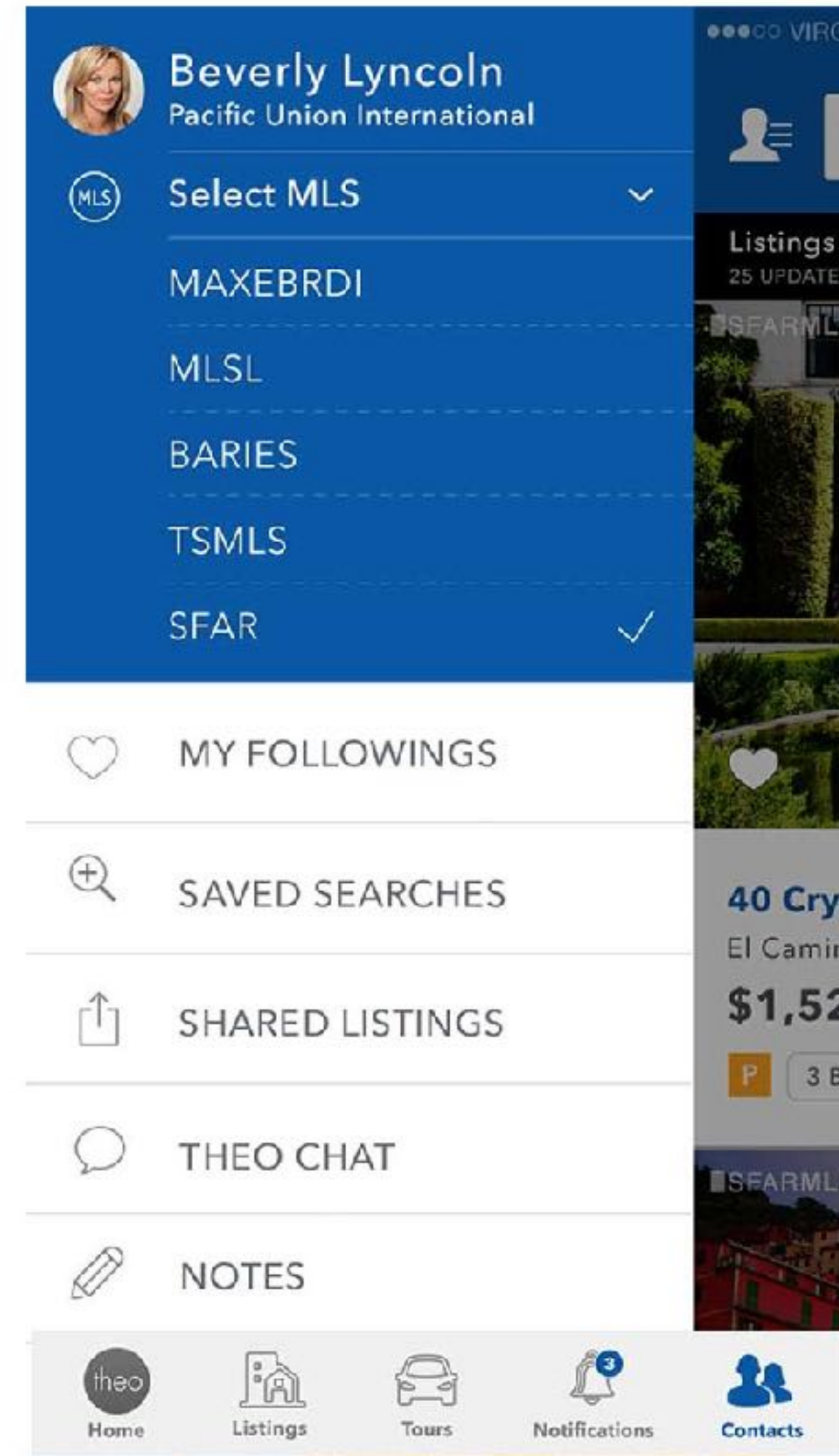
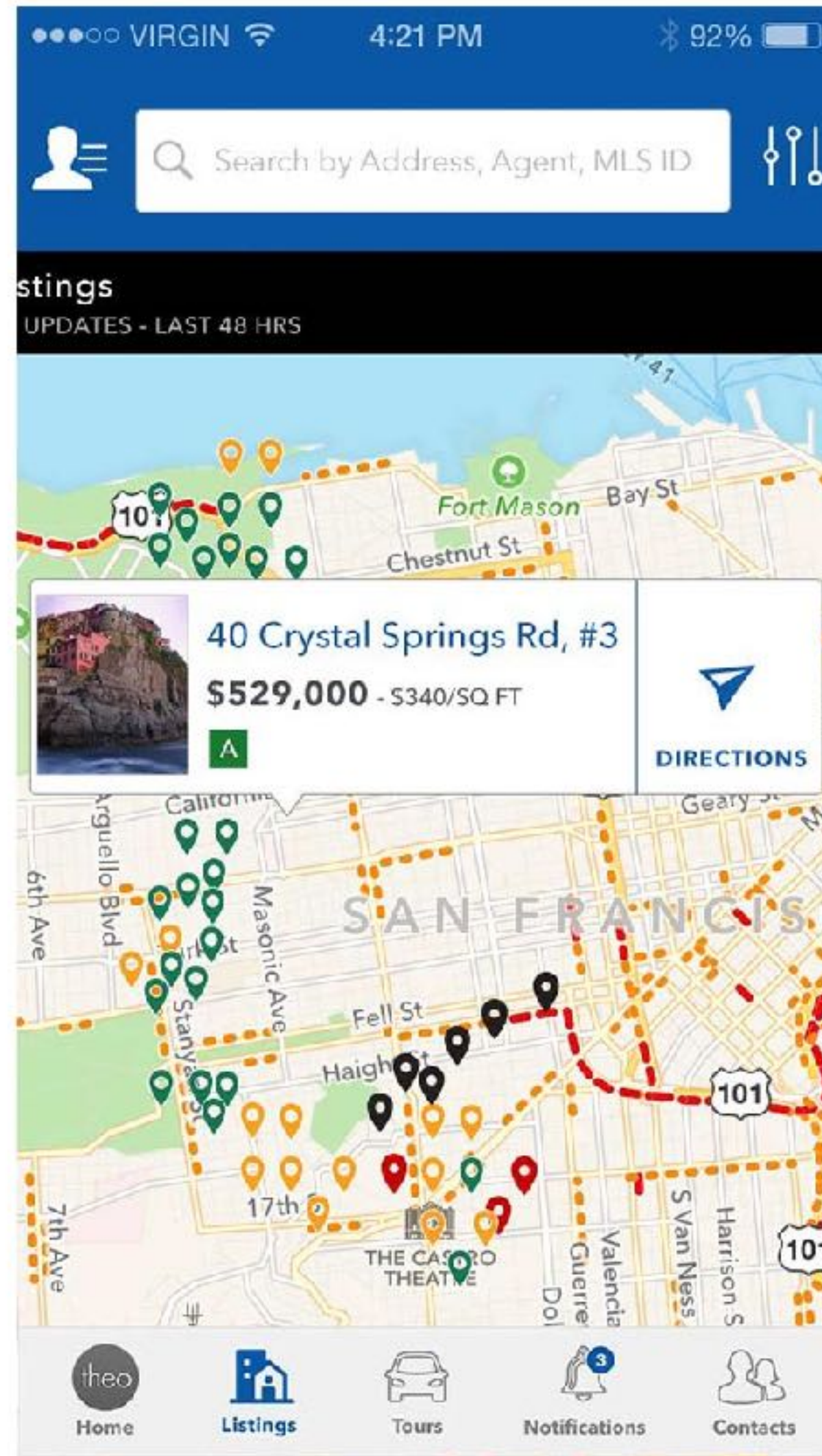
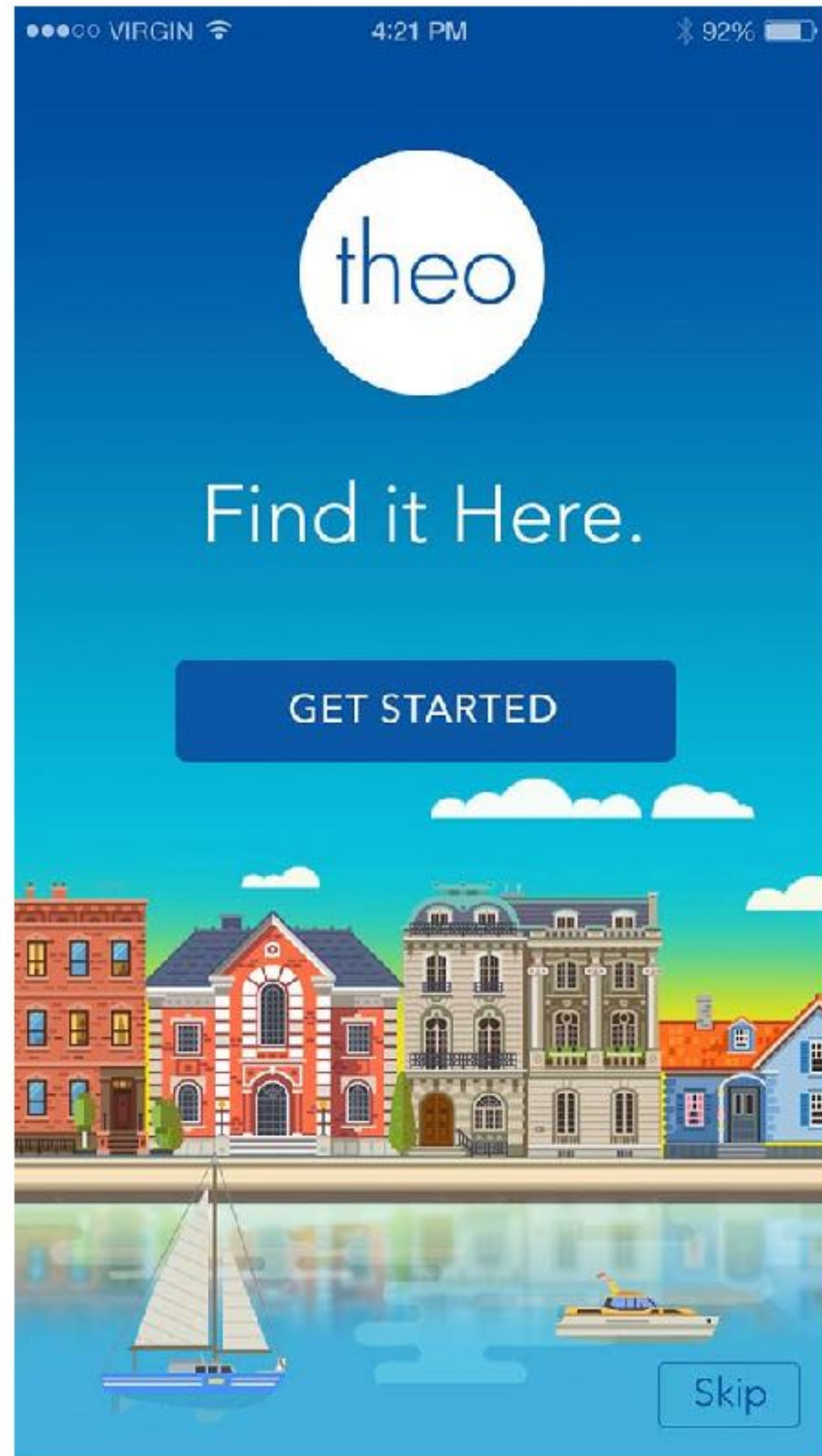
VALIDATING

Testing on proto.io with users



User Testing

When the prototype was ready, I tested the designed flows and the information architecture with users.



From Wireframes to Visual Designs

I worked closely with a visual designer to create a smooth and delightful experience.

App Store Preview

Screenshots iPhone iPad

Timely, accurate property info direct from MLS

Hyper fast searches puts details at your fingertips

Warm, colorful display full of powerful features

Integrated multi-stop routing makes touring a breeze

Description

Founded by four successful Agents, Theo is now available to Agents and Clients in dozens of Northern Californian markets, including members in the following areas: San Francisco (SFAR), the Peninsula and the South Bay (MLSListings Inc), the North Bay (BAREIS), the East Bay (BridgeMLS, CCAR, Bay East), and the more

What's New [Version History](#)

** Thank you California Real Estate Professionals! ** This is one of our biggest releases ever, with a whole suite of new features to make Agent/Client collaboration easier, faster and more effective. The cornerstone feature is centered around Saved Searches and Property Alerts; it's super easy to set up custom searches and assign them to any and all of your clients so everyone more

Ratings and Reviews

4.6 out of 5 7 Ratings

On the Go Best App! Nov 14, 2017
★★★★★ Quake68
Best on the go phone app for market and listings data! Don't leave Home without it! Kevin Wakelin - Pacific Union

Great app! Must have for real e... May 25, 2017
★★★★★ punjabian eggplant
Gorgeous and highly accurate. Love the market updates!

[Find MyTheo in the store](#)

Altaterra

The Roof Windows Shop

*Co-Designing an e-commerce website in a
multinational team*

Aqueduct in London

After three years of sunny California, I wanted to get back to the Old Continent to be closer to our families.

In London, I started to work in an agency called Aqueduct, where I led the team and our clients during the journey of their next digital success.

My first client there was Altaterra, an online roof windows shop. They wanted to redesign their website addressing international audiences.



Altaterra: the project

Kick Off

The Client: Altaterra, an online roof windows shop. They wanted to redesign their website addressing international audiences.

We identified roles and the scope of the project, taking into account the existing research and material that the client already had.

The biggest challenge was to ensure the stream of work across six different countries.

They had also the development team outsourced from two different consultancy firms.

Discover and Define

When I joined the project, this Client had a very insightful marketing research, a lot of insights on customer behaviours from their customer service.

I confirmed most of their knowledge with semistructured interviews to users, defined their User Universe, Personas and User Journeys.

Develop and Deliver

My Deliverables: Sketches, flows and annotated wireframes, that I use in client workshop where we co-design some of the area of the website.

I also prototyped (in Axure) most of the tasks that I user-tested.

When the development team had enough to show the overall design, I also made an audit of the website.

Useful Links

[+ THE WEBSITE](#)

Aqueduct

Angela Young Homeowner

Bio
 Spending a year in 6 months. She's a savvy shopper and likes researching deals, but quality is always very important to her. She does AI'd as well as Waterco. What's new when there are agents - but will tell people about the AI'd who's at my disposal. She needs to create a spare bedroom in their left for her parents to stay in when the baby is born. The Roof Window will be bought by her, installed by the builder.

Needs to remodel

Core characteristics

Current tools usage

Trigger

Engagement

"I want to buy the right roof window at the right price so to have a comfortable and safe room for my parents."

Aqueduct

Arthur and Lotte Elder couple DIY enthusiast

Bio
 Arthur and Lotte are a couple in their early 80s. Both are retired and love doing activities like DIY and gardening, and are comfortable making small works in their house. Especially Arthur. They live in a bungalow which has a large left corner with a deck and patio table. There are several windows in the conversion. They did the conversion a few years ago and it's looking a bit tired now so they want to do a refresh, replacing one window and getting some new blinds and whatever else might require from.

Renovation

Core characteristics

Current tools usage

Trigger

Engagement

"I really enjoy doing some work to the house from time to time. I'm keen to learn..."

Aqueduct

Alice Brooks Architect

Bio
 Alice is a brilliant young architect. She's always researching new systems and ideas, browsing the most up to date print and online magazines, going to conferences and following the best architects on the market through blogs and social media. Some of her clients are businesses or owners that want beautiful efficient solutions for their home, but have no time, nor experience, for researching what they are dreaming of. Alice puts together the best solutions to meet their clients requirements and the market offers.

Designs renovations and new interiors

Core characteristics

Current tools usage

Trigger

Engagement

"I want to create vibrant energy efficient spaces for my stylish clients."

Aqueduct

Steve Arnold Small Building Co. Owner

Bio
 Steve runs a small building company with 16 brother in law and a few specialist contractors that he puts into each job as they are needed. Steve on the job and to end. He's really focused on quality as he knows that it's the faith and experience that his customers get that will give him his next job.

Plans renovations and new buildings

Core characteristics

Current tools usage

Trigger

Engagement

"I know what I'm doing, I just need to know that everything will go as planned."

Personas

From the existing material on the Client's audiences, I was able to define four personas

Aqueduct

Scenario
 "I want to buy the right roof window at the right price so to have a comfortable and safe room for my parents"

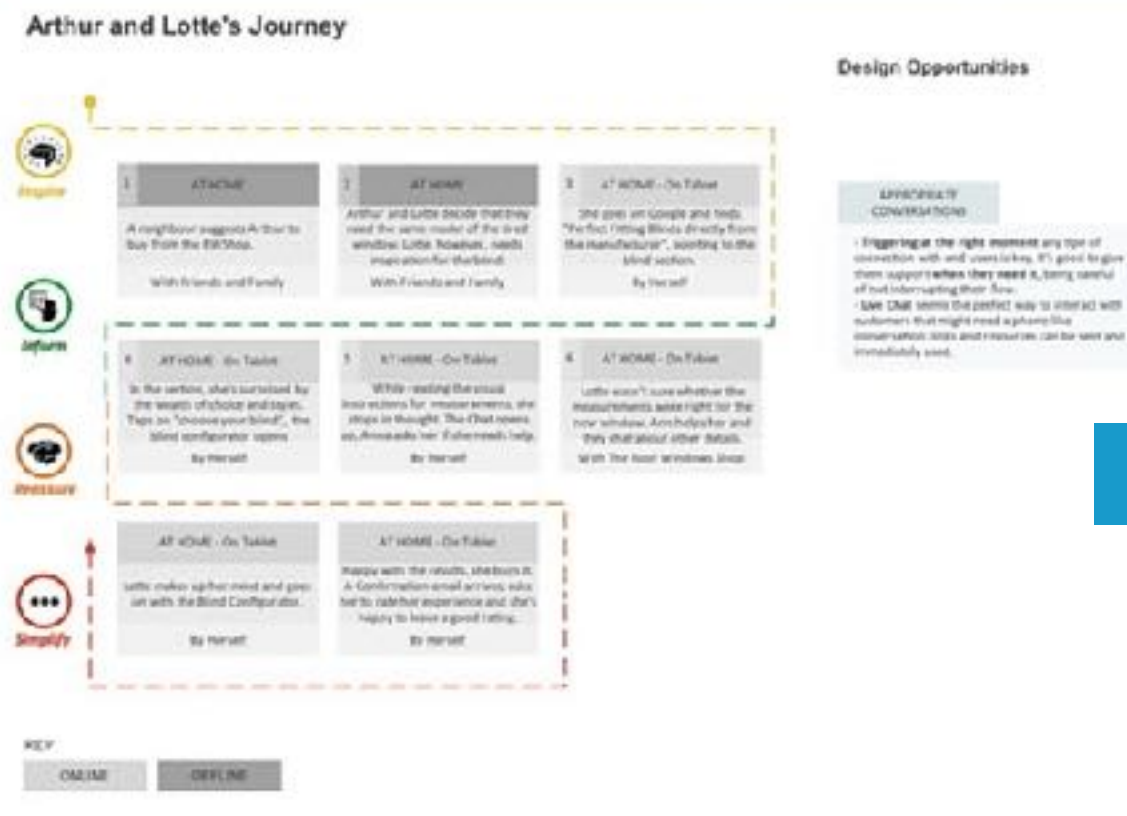
Persona
 Angela is a 45-year-old woman, who needs to care for her elderly parents. She is a busy professional. There is a fully fitted room in her house which she is using. She is looking for a window that will be comfortable and safe for her parents. The best window will be bought for her parents.



Aqueduct

Scenario
 "I really enjoy doing some work to the house from time to time. I know more or less how to do it and I'm willing to learn"

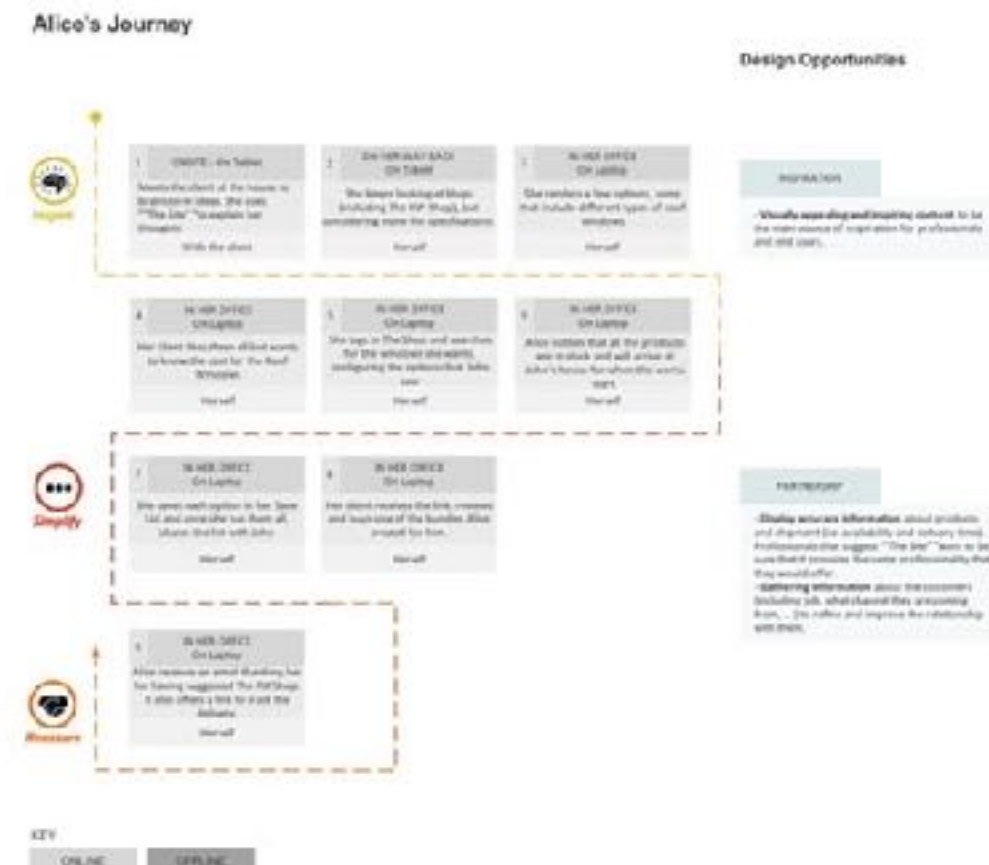
Persona
 Arthur and Lotte are a couple in their early 60s. Both are retired and living in their long-time which has a long history. They are looking for a window that will be comfortable and safe for their parents. The best window will be bought for their parents.



Aqueduct

Scenario
 "I want to create vibrant energy-efficient spaces for my stylish clients"

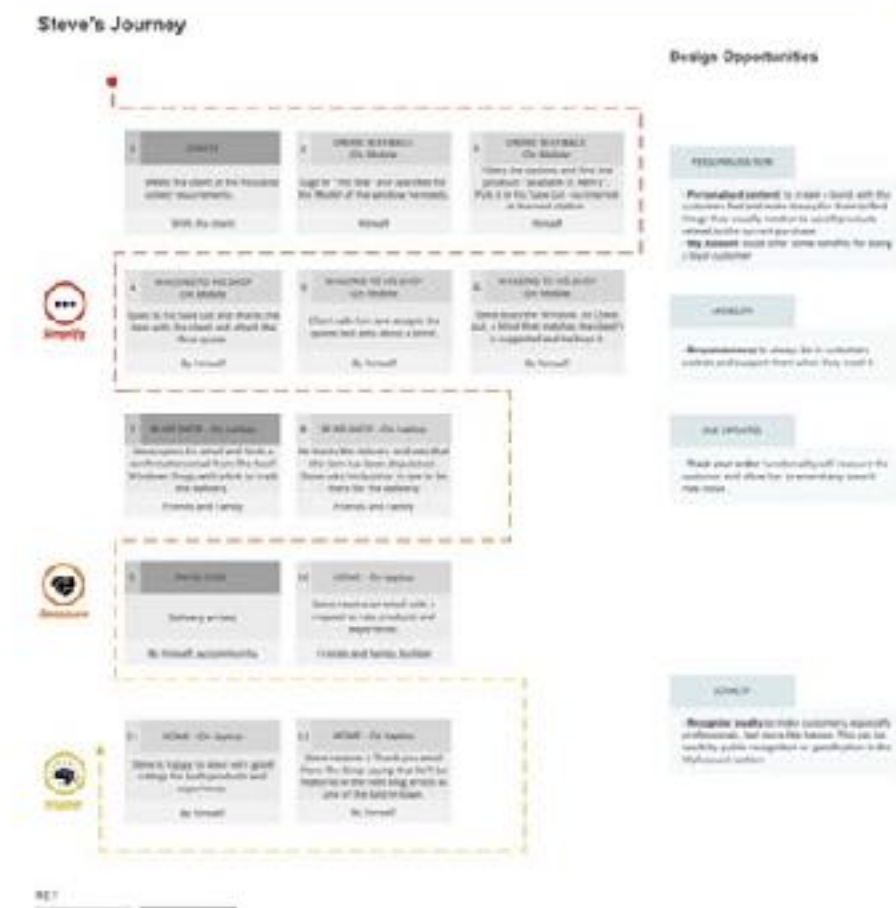
Persona
 Alice is a 35-year-old woman, who is a professional. She is looking for a window that will be comfortable and safe for her parents. The best window will be bought for her parents.



Aqueduct

Scenario
 "I know what I'm doing, I just need to know that everything will go as planned"

Persona
 Steve is a 55-year-old man, who is a professional. He is looking for a window that will be comfortable and safe for his parents. The best window will be bought for his parents.



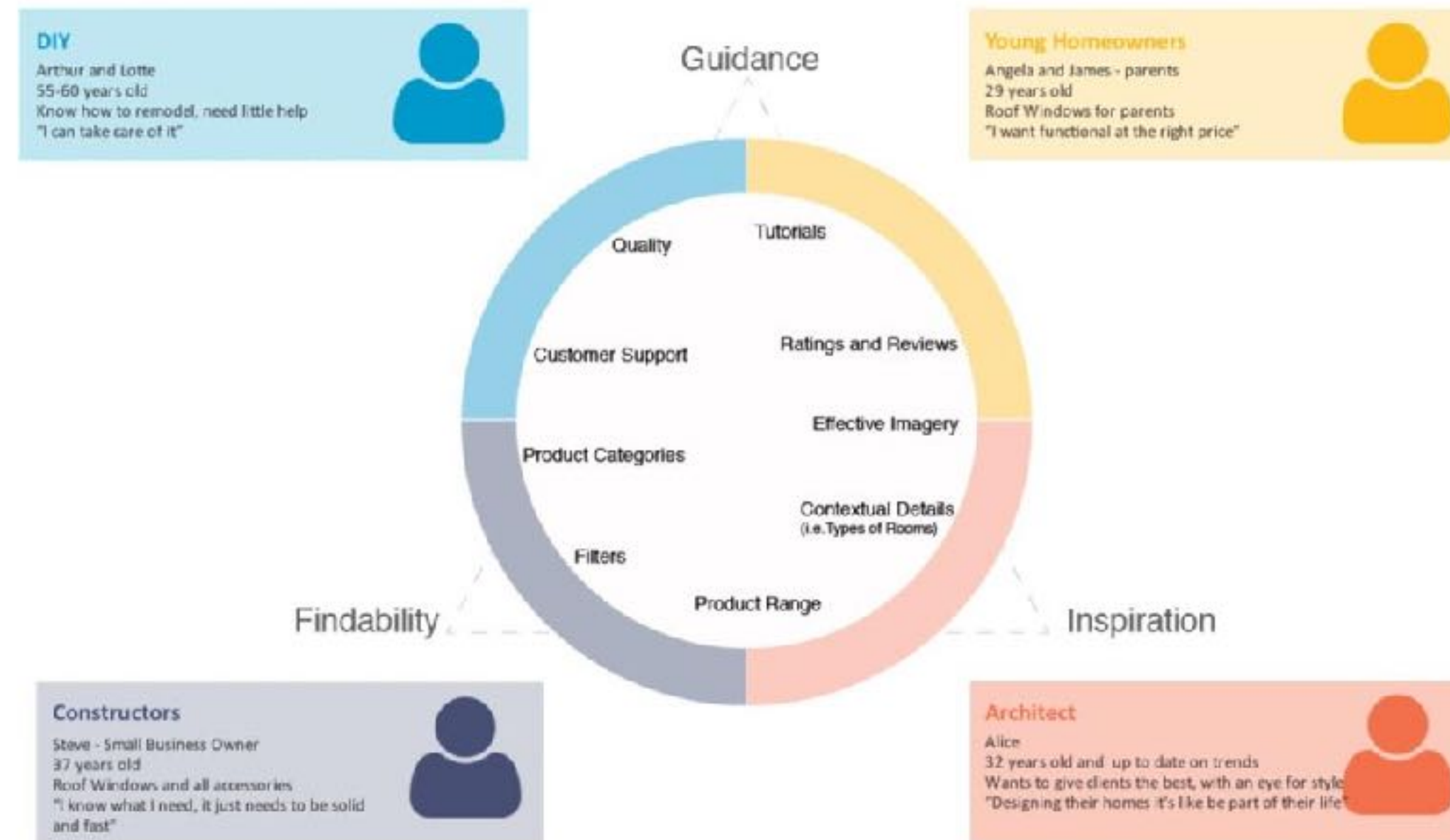
User Journeys

I then defined the user journeys and the design opportunities for each type of users.

Aqueduct

The Users' Universe

Creator: Sara Traversari



The Users Universe

Each Persona was mapped against the needs that they expressed. This helped in shaping the content strategy.

Anatomy of the Homepage



Homepage Priorities

I defined the best content strategy to meet users and business needs.

Products Navigation Structure

Product Categories

Roof Windows

Blinds

Accessories

Product Types

Roof Windows

Top Hung

Centre-Pivot

Sun Tunnels

Flat Windows

Skylight

Comb. and Balconies

Conservation

Means of Escape

Smoke Ventilation

Blinds

Accessories

Product Attributes

Roof Windows

(Type)

Control

Finish

Glazing

Price

Others...

Blinds

(Type)

Window compatibility

Colour

Price

Others...

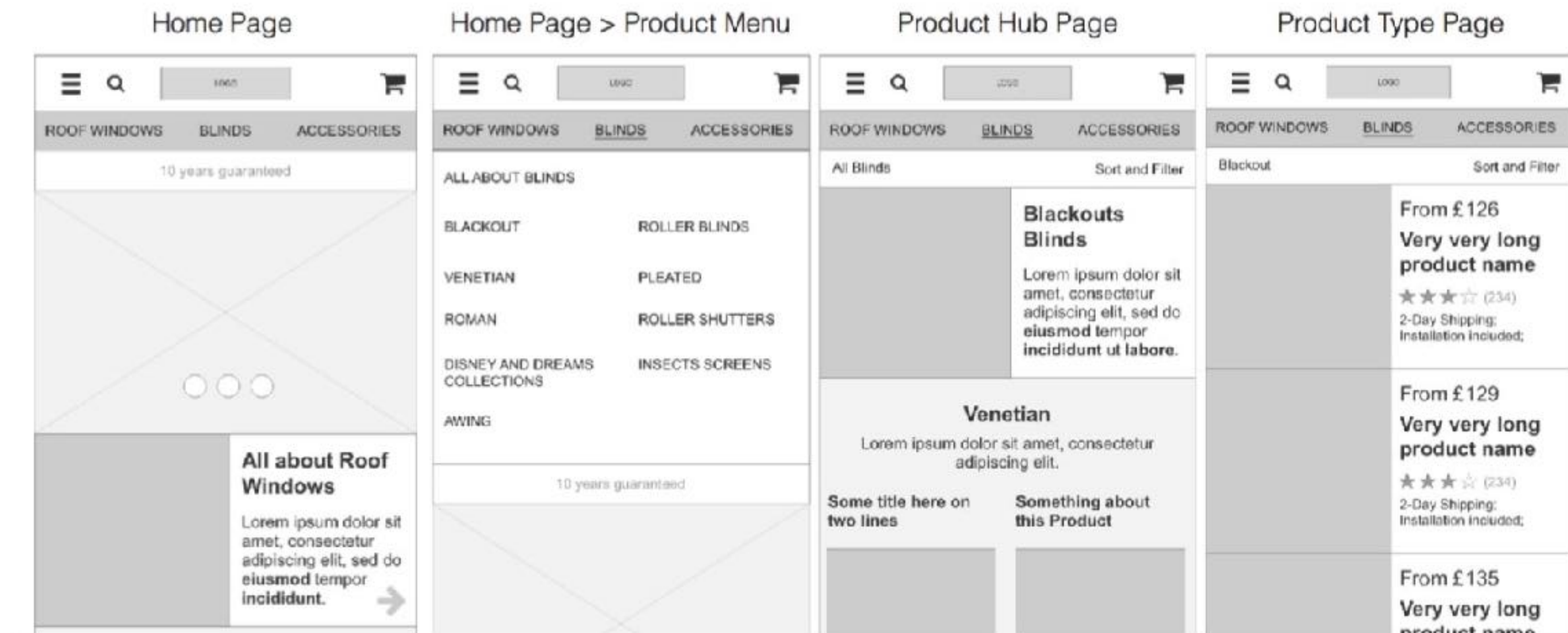
Accessories



Product findability

I worked on the information architecture, advising for a product naming strategy that reflected the users mindset.

Megamenu: a tradeoff

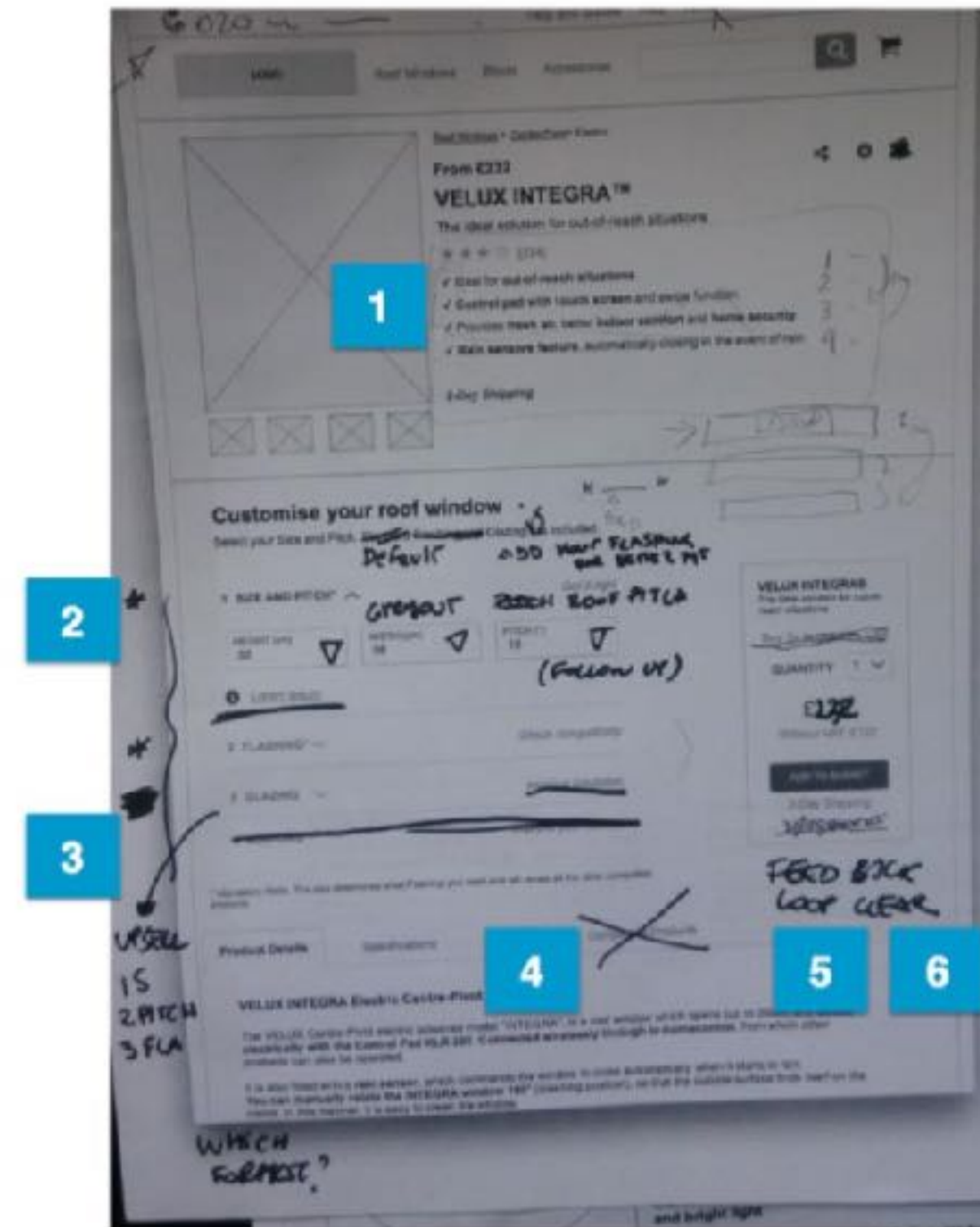


Megamenu Mania

Using a mobile first approach I layout the information defining the experience on mobile and desktop.

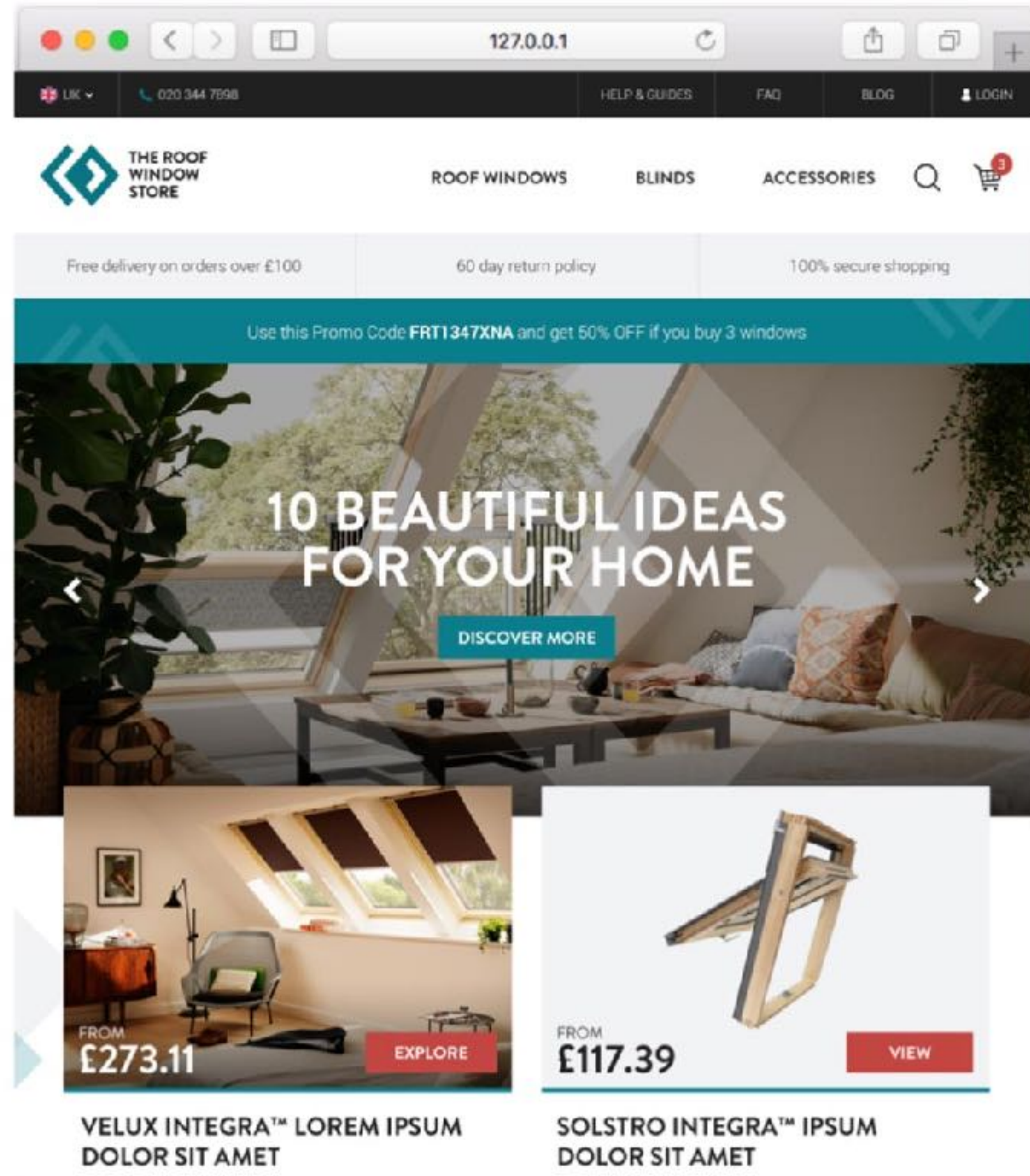
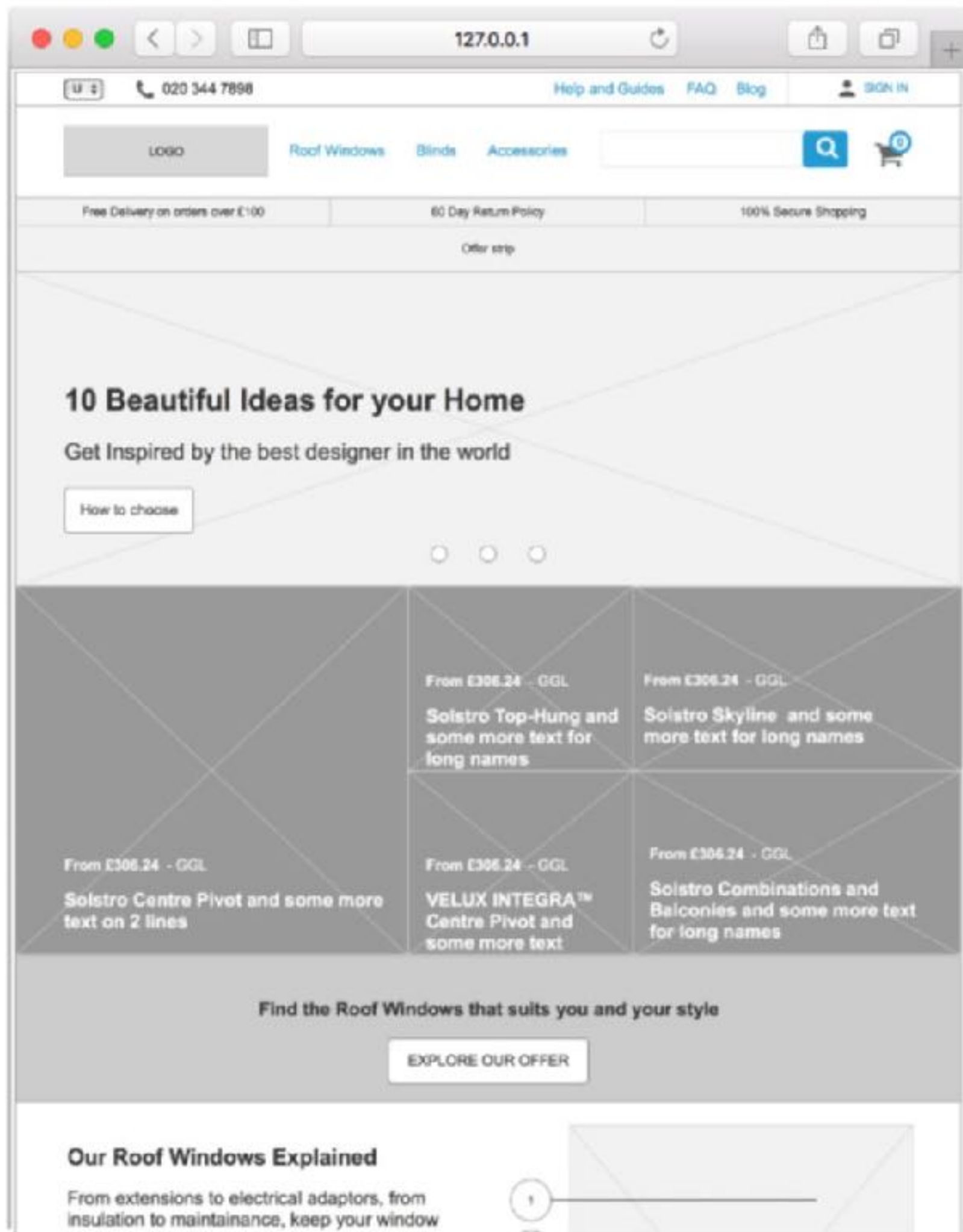
Product Page

- 1 Defined how many bullet points (from 3 to 5). Anchor to Specs
- 2 Height and Width in dropdown (height will filter the available widths)
- 3 Remove Add-ons and put Roof Pitch on its own. Pitch options need images. Remove Roof Pitch.
- 4 Remove Compatible products
- 5 Add link to shipment details.
- 5 Investigate price look and feel for when offers and discounts are on.



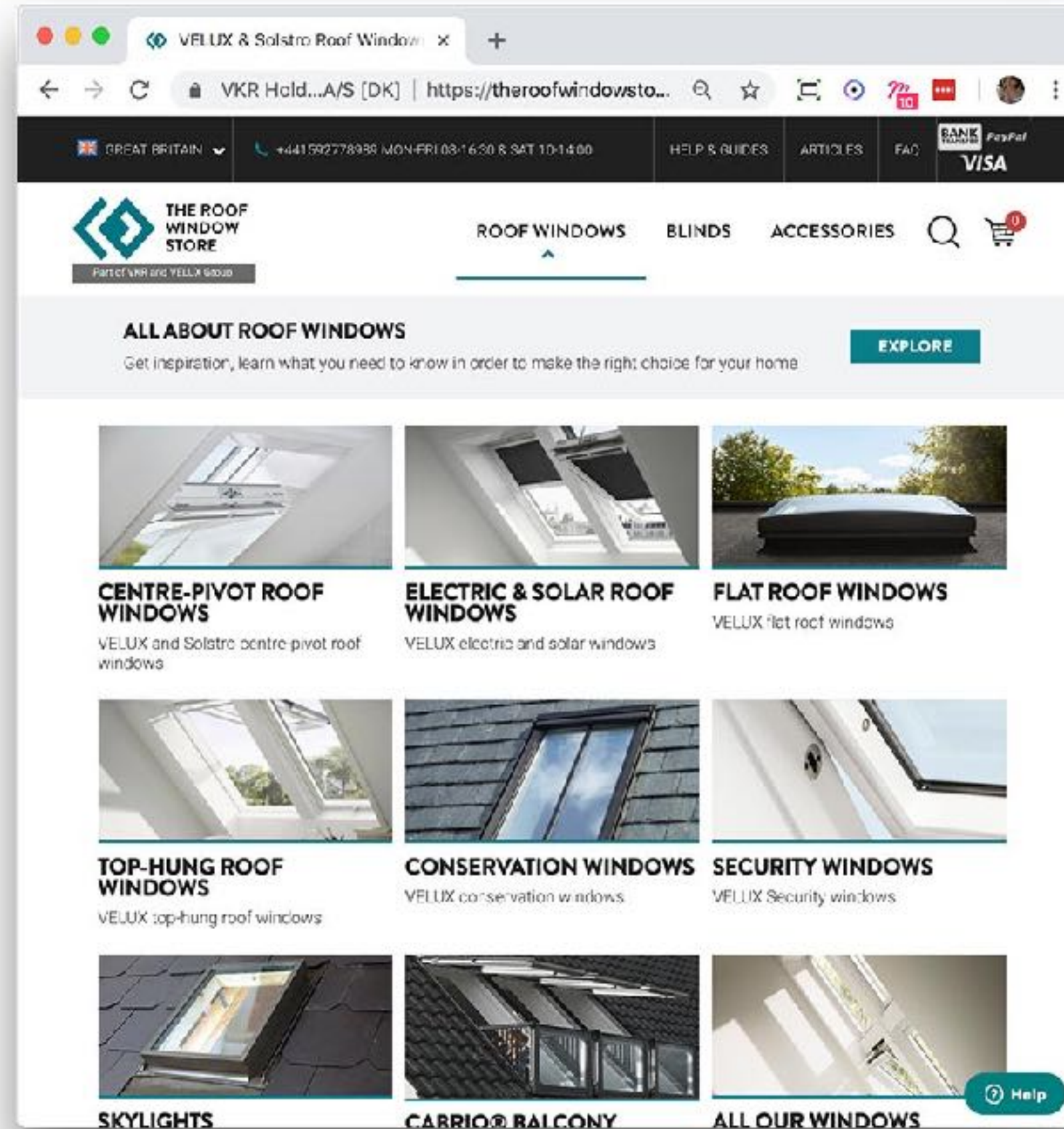
Co-Creation

I organised and led workshops with the Client and involved them in the design phase.



User Testing

I prototyped and tested the flows with the users and I directed the visual designer to reach a delightful experience.



[Visit the website!](#)

Tottenham Hotspur

A website for a Football Club

*Bringing the digital mindset in
complex organisations*



Tottenham Hotspur: Intro

This is one of the most interesting project I've worked on in terms of client relationship.

Here is the background: 20 + stakeholders, each one of them head of a department, each one closed in her own office with limited budget and under constant pressure. A board that wants to steer the mindset of the organisation to be more digital and that hired three consultants from another digital agency to achieve this.

The Client product owner was an entity of four people: the head of marketing, the head of technology, the head of content and the newly hired project manager. The responsibility of the project was namely on the head of content, but the other three wanted to have the final word.

My job was to lead the client and my team during the project: from defining the best strategy for the club and their fans, to user testing the mock-ups of the solution.



Tottenham Hotspur: the project

Kick Off

The Client: Tottenham Hotspur F.C.

I started the kick off meeting by introducing the design process I wanted to follow for this client, making sure that all the phases were clear to them.

With our Client Service and Pm, we flashed out the plan and what we needed from both sides to be able to execute it.

Discover and Define

For the discovery phase, I planned and executed the following activities:

- As is analysis
- Stakeholder interviews - User Research

This allowed me to set business goals, user needs and defined the UX strategy to address both.

Develop and Deliver

My Deliverables: Sketches, flows and annotated wireframes, that I also presented to the client in a series of workshop.

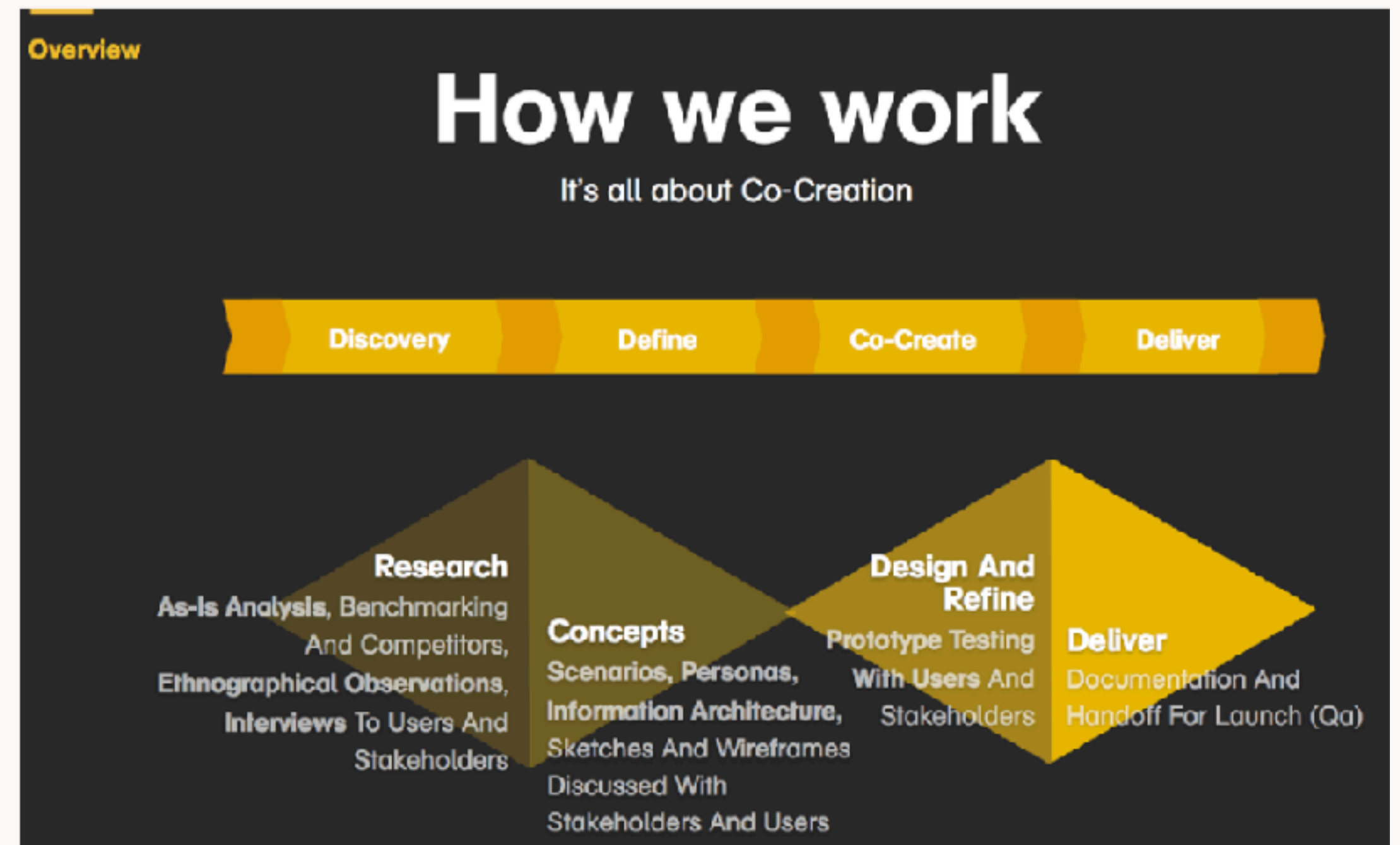
The Plan

One key part of this project, was to educate the client to the process.

I did a series of workshop with the four product owners to educate them to design thinking principles and methods.

Every Sprint I'd reiterate part of the workshops to foster collaboration and adoption of shared goals from the Client side. This enabled me to lead the whole team on a shared roadmap.

I also spent a lot of time in their offices during the stakeholder interviews and brought them into our offices during the design phase.



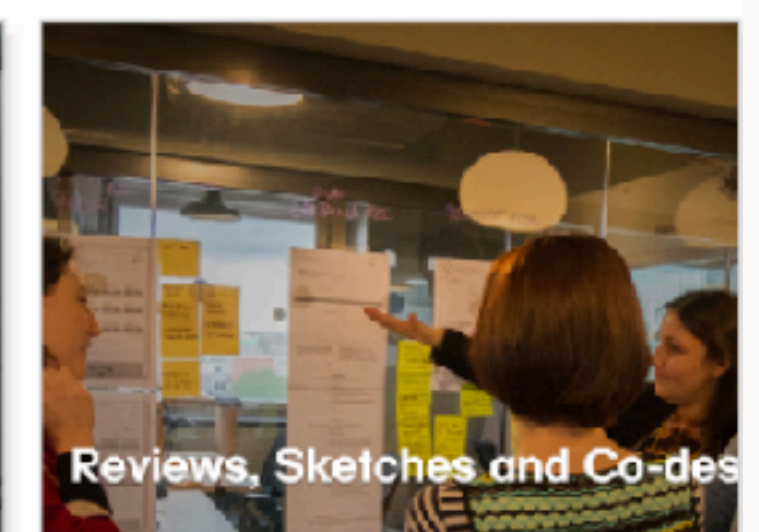
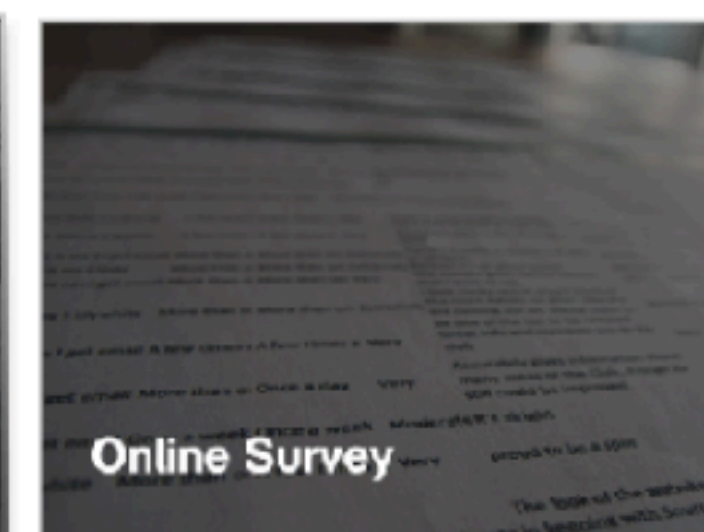
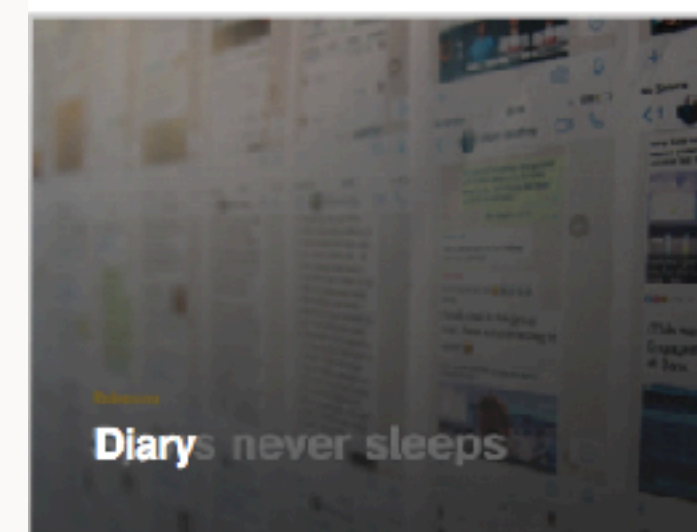
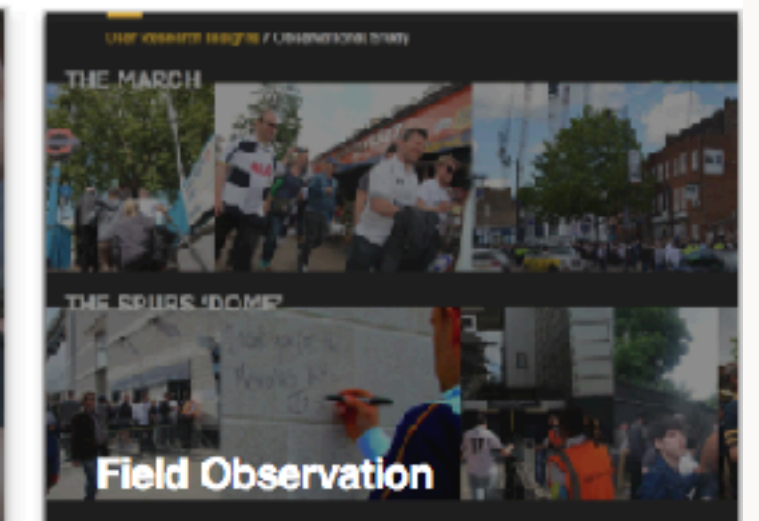
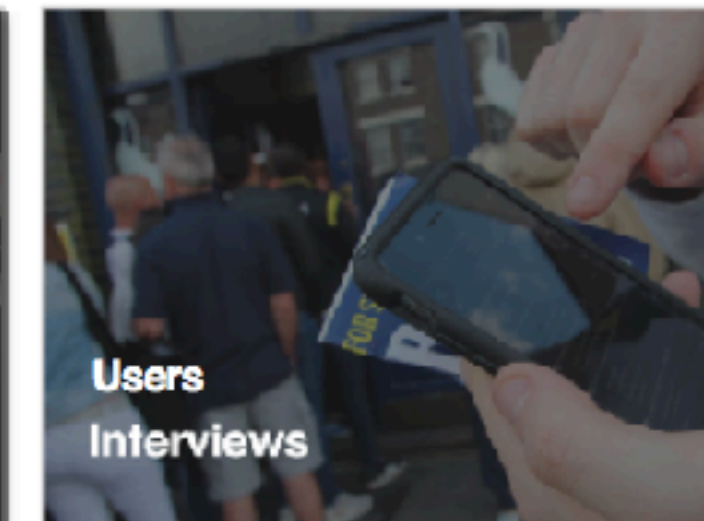
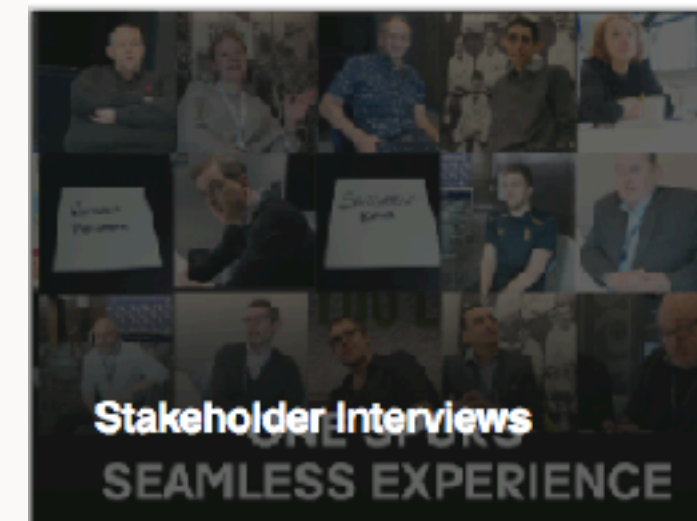
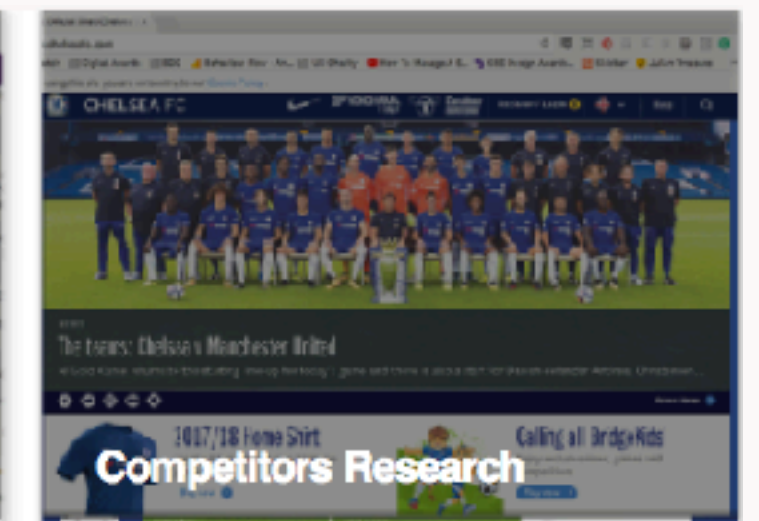
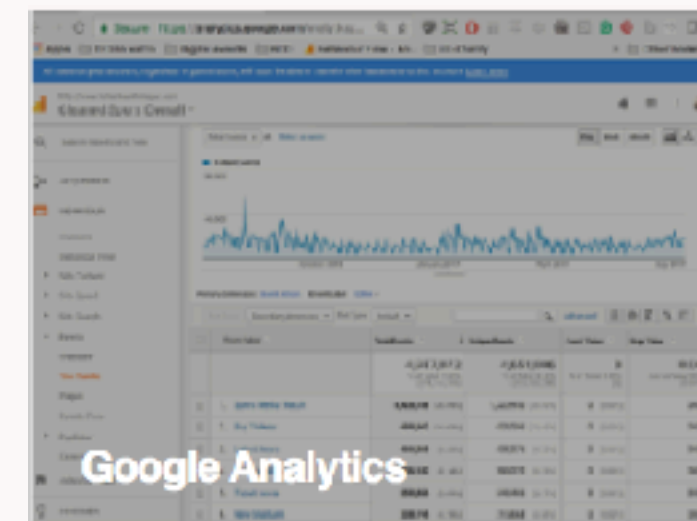
Discovery Phase

I stuck to the process, starting with defining the business needs. To understand better the Client and their fans, I planned and executed the following activities:

Existing material analysis: the Client already had google analytics, marketing researches, competitor analysis that I expanded and refined
20+ stakeholder interviews: I designed and conducted the interviews covering heads of department and members of the board

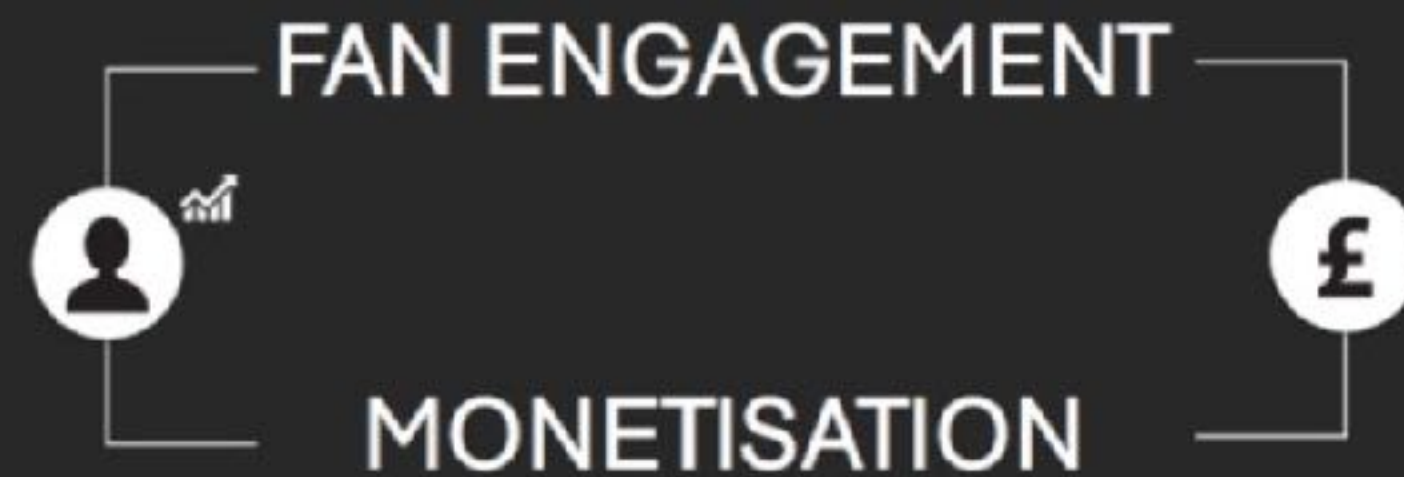
User Research: 15+ user interviews; one field observation, a diary study, and an online questionnaire that provided more than 400 answers

I used each activity to inform the final design strategy. At the end of each activity, I organised a workshop with the Client to share and discuss the insights and the following steps to be made.



Business definition

This project aims to create the Engine that moves the Tottenham Hotspur Ecosystem



This is an entertainment business

Business Goals

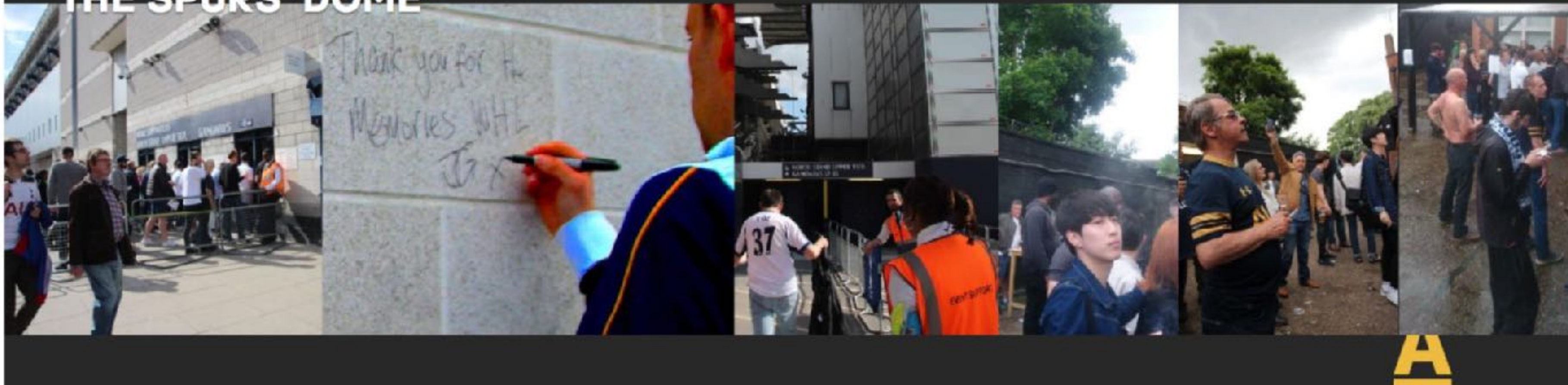
The discovery phase brought to the definition of the strategy from the business point of view. My job was to help the Client reach this definition.

User Research Insights / Observational Study

THE MARCH



THE SPURS 'DOME'



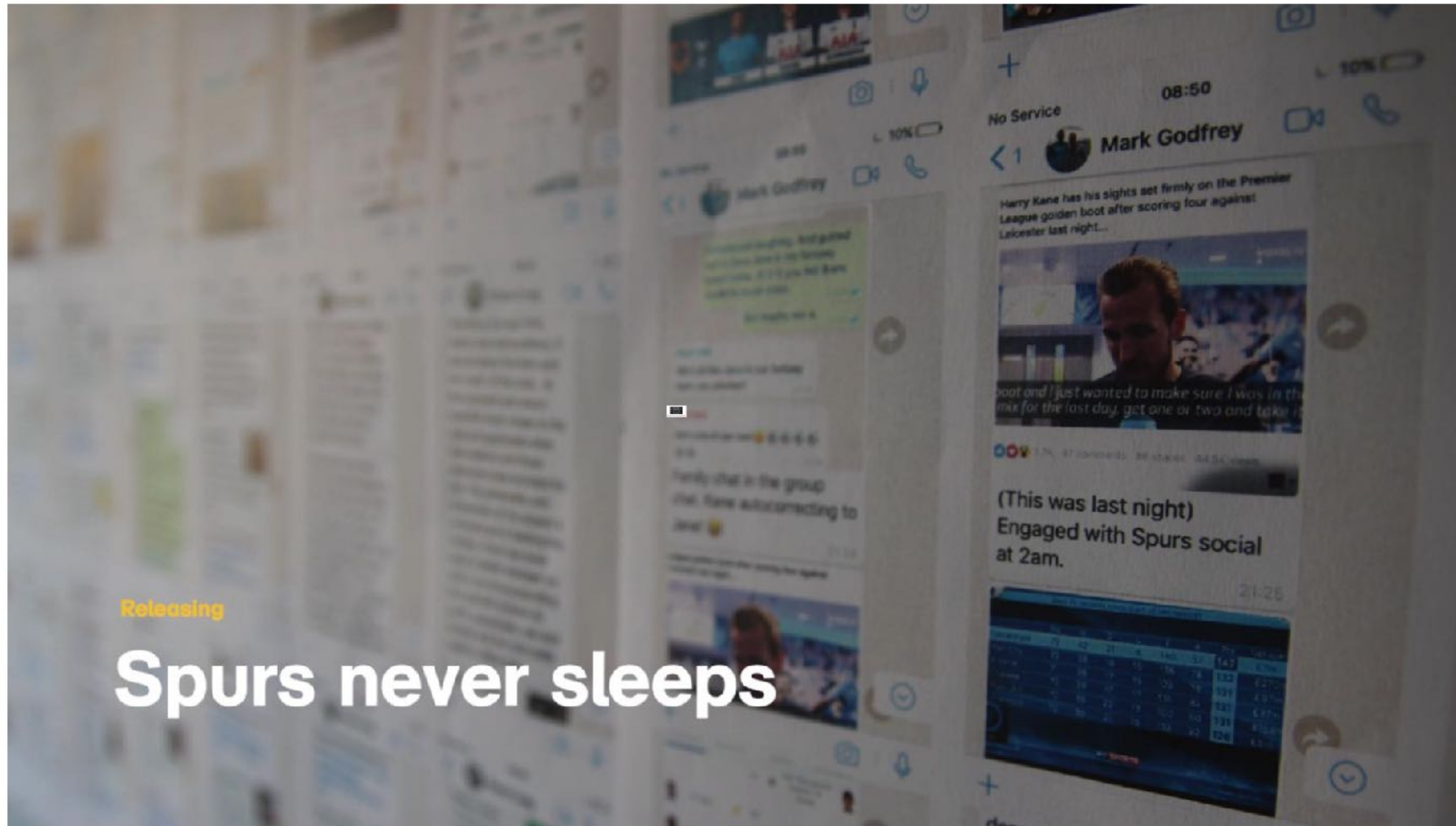
User Research: Field Observation

In order to familiarise with the context where fans' activities happen, I walked to the stadium during a match day.



Online Survey

In order to assess what was the current experience of the website, I designed an online survey for visitors of the website.



2 Weeks Diary Study

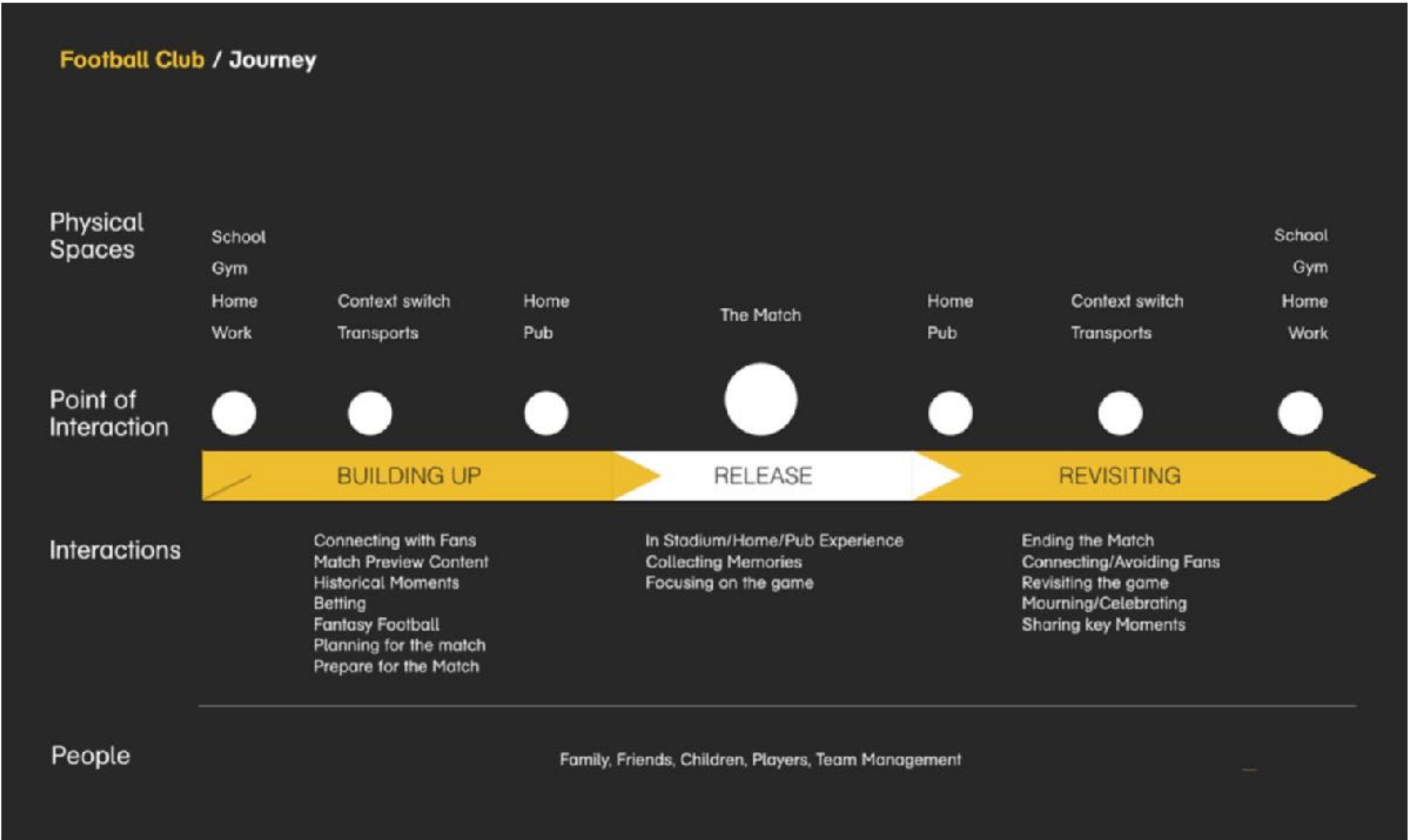
To understand how the users interacted with the Club, I asked 8 users to share pictures, conversations, thoughts that they might have had during the day about the Club.



Interviews

User Interviews

I interviewed users to have more insights on their relationship with the Club. I interviewed Spurs and not Spurs fans.



Personas and User Journeys

The research gave me the breadth of a fan journey and highlighted the design opportunities: the website content should be crafted accordingly with what is happening on the pitch.

Football Club / Personas

Outsider

They might follow other sports or minor local teams but are exposed to Spurs because of people they like. They might have had positive experiences in the past, but they are not Fans yet.

Admiring

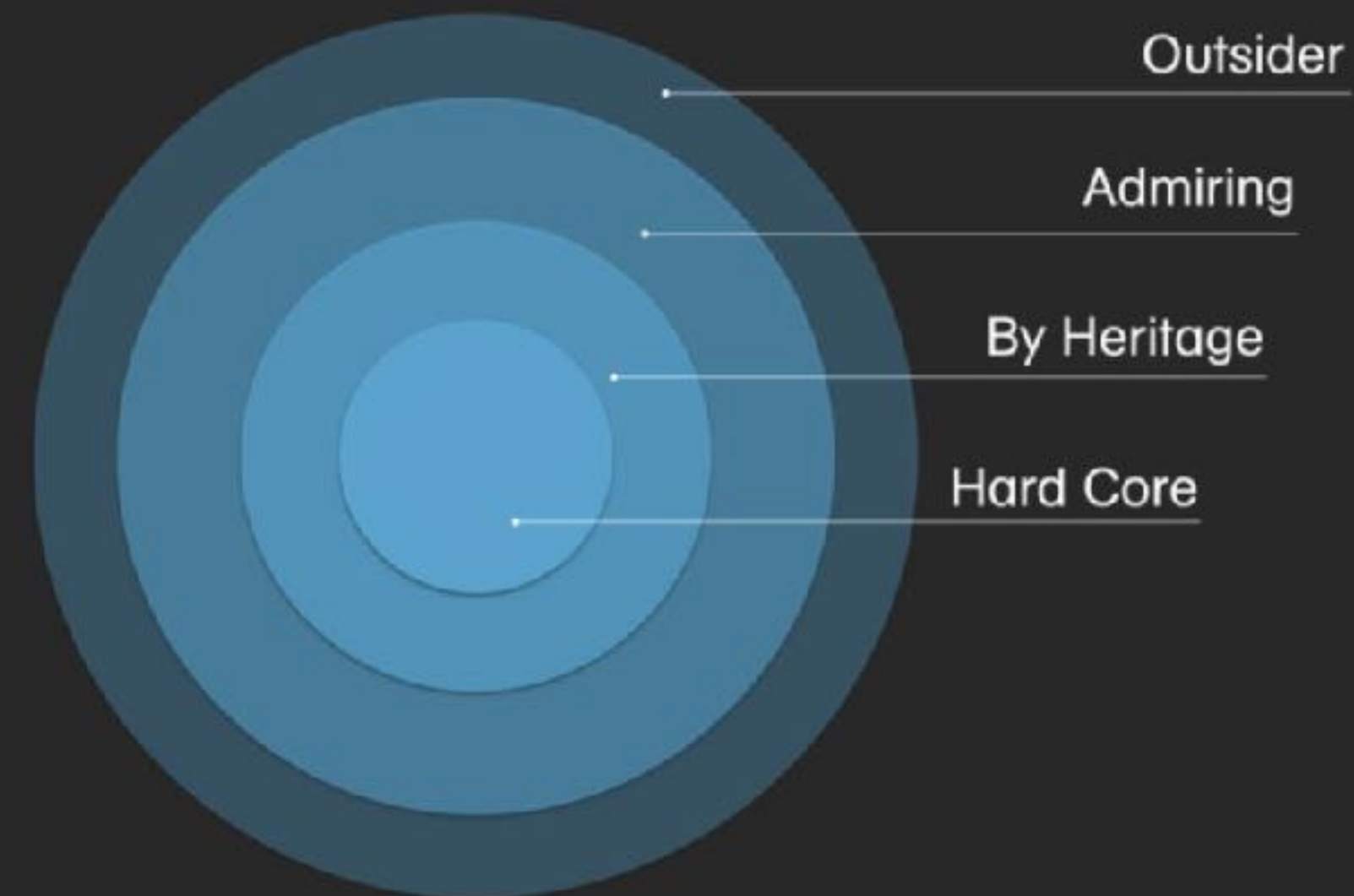
They love football and know a fair amount about it, but are not attached to a particular team. They like the Spurs style and their strategy on the pitch. They usually get closer around the age of 20.

Heritage

They love Spurs for that game where they felt part of the family as peers. Even though they were exposed to Spurs since they were born, they realised their love for the Club around the age of 10.

Hard Core

They love Spurs no matter what. These are the fans that will always be Spurs Fans no matter what happens on the pitch. Their bond is rooted in their family, in their community and is core to their identity.




Users Universe

Here is a summary of the types of user that orbit around the Club. For the Club, who wanted to expand their Fan Base, this means to craft the most appealing content for each level of Spursiness.

Navigation / Home Page Content - WIP

	Building Up	Releasing	Revisiting
Hard Core	Live Updates Forecasts Player stats and info News and Interviews Betting info	Facilities Use	Scored Related Content (depending on the score)
Fan by Heritage	Live updates News and Interviews Shop and Ticket Offers Club/Historical moments	Facilities Use	Scored Related Content (depending on the score)
Admiring	Shop and Ticket Offers Game/Team Info and News Technical Content Match Day Planning	Technical/Impartial Commentary Facilities Use	Going Back Planning Highlights Technical/Impartial Content
Outsider	The Teams The Club Non Football content Stadium Info	Facilities Use	Going Back Planning Shared Moments



Content Strategy

The most opportunity sit in tailoring the content around the events on the pitch and then around the type of users.

Navigation / Home Page

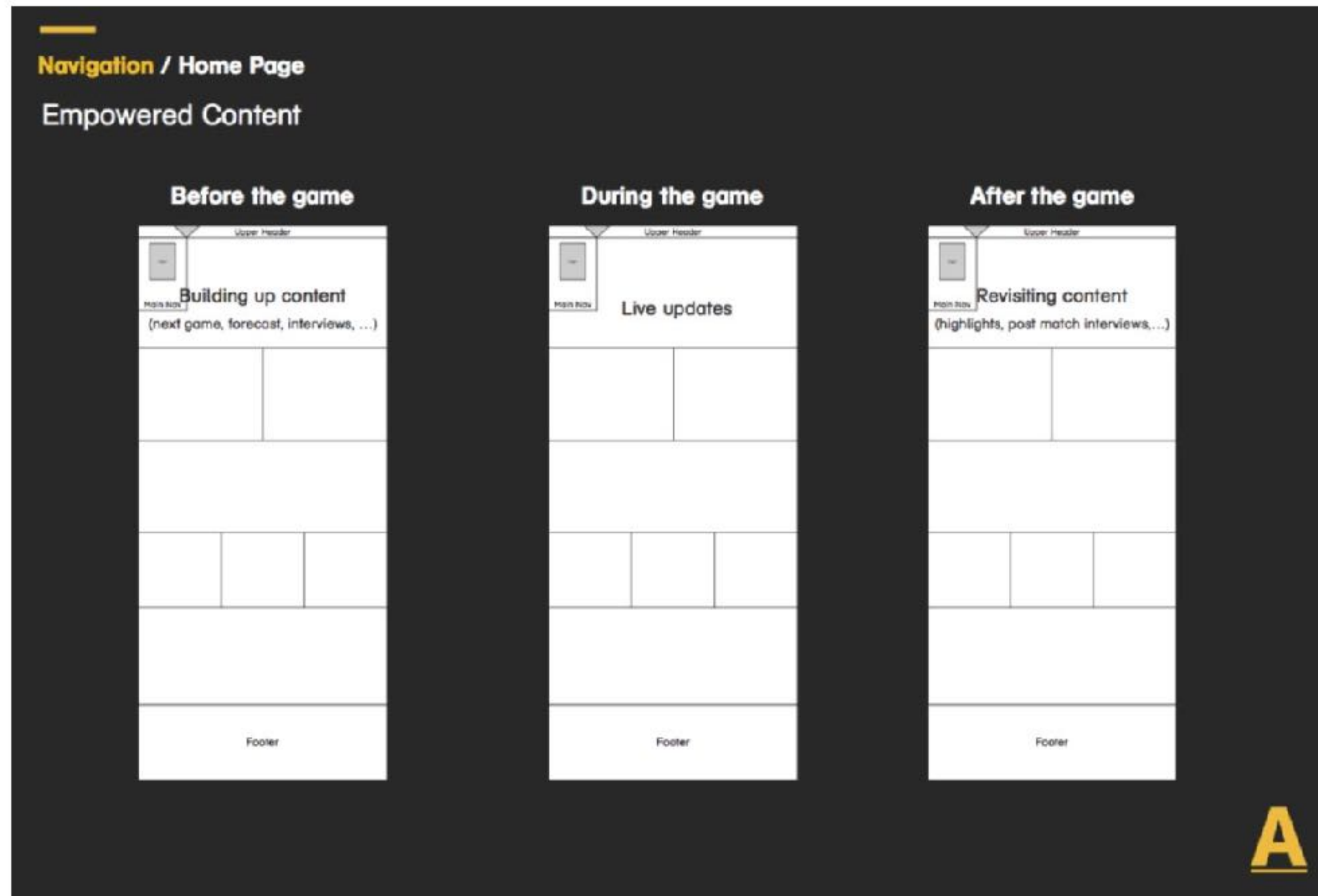
Content Tags

TheClub	History	Sales	Transfers	Spurs/ladies/...	Matchday	Matches	Stadium	Fans	SpursTV	Competitions/Cups
#TheClub	#SpursLegends	#SpursShop	#Transfers	#Spurs	#Matchday	#Matches	#Stadium		#Highlights	#FACup
#Partners	#SpursRemembrance			#[Player Last Name]	#MatchReport	#NextMatch	#NFL	#FansVote	#[Player Last Name]	#PremierLeague
#Announcements	#SpursTribute	#Partners		#[Manager Last Name]	#[Player Last Name]		#Events	#CelebVoice	#Interviews	#EuropaLeague
#SoccerSchools	#SpursAnniversary	#Hospitality OR #Premium		#PreSeason	#Highlights		#TottenhamExperience	#FansMoment	#XtraTime	#ChampionsLeague
#Foundation		#Tickets		#Awards	#Injuries			#Juniors		#PremierLeague2
#Charities		#SpursEvents		#SpursAbroad	#Opposition			#Memberships		#EFLCup
		#Foundation		#BestAction				#FansVote		#[Competition Name]
					#Opinion					
					#TeamVoice					
					#LegendsVoice					
					#CelebVoice					
					#FansVoice					



Content Strategy: tags

Content on the website can be organised in topics and tags. Each page can have modules that will host articles with one or more specific tags.



Homepage

The homepage becomes the gateway to the pitch and shows content relevant to what is happening on the pitch.

Navigation / Home Page

Modules to serve interesting content for the users and for the Club

Homepage “Controlled” Content in 1 - 3
These modules can be used to place content that needs more traction and visibility.
This helps in

- Increasing Visibility of less visited areas
- Improving the Users Engagement Level
- Making the Content easier to A/B test

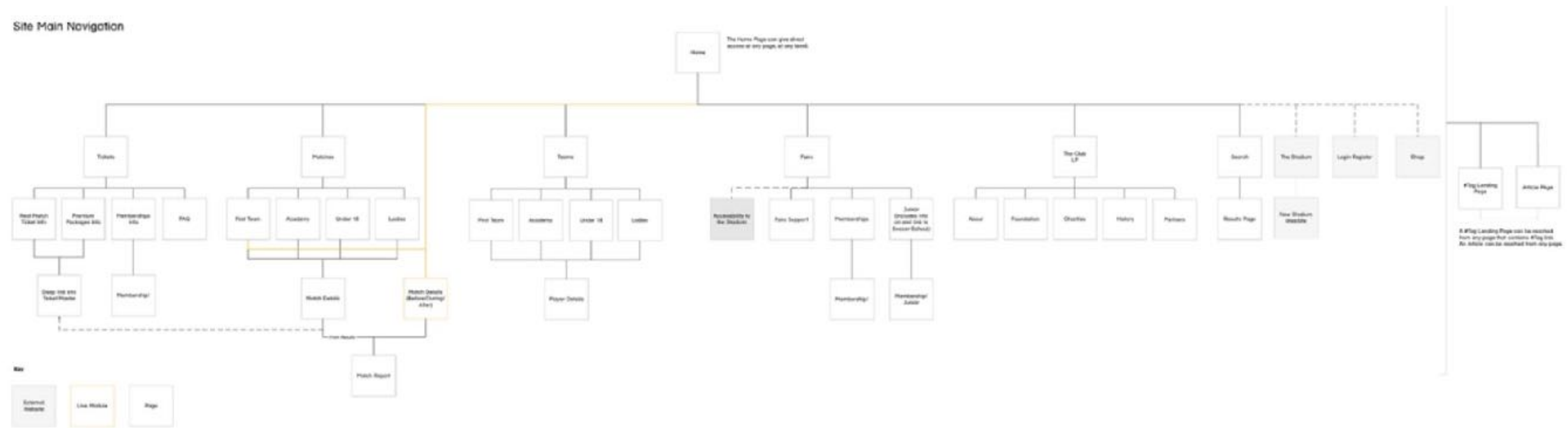
News Articles in 2 - 4
The Content in Homepage generally reflects what is happening in the Club and on the Pitch, Before, During and After the Game.

I.e. of Homepage off-season

A

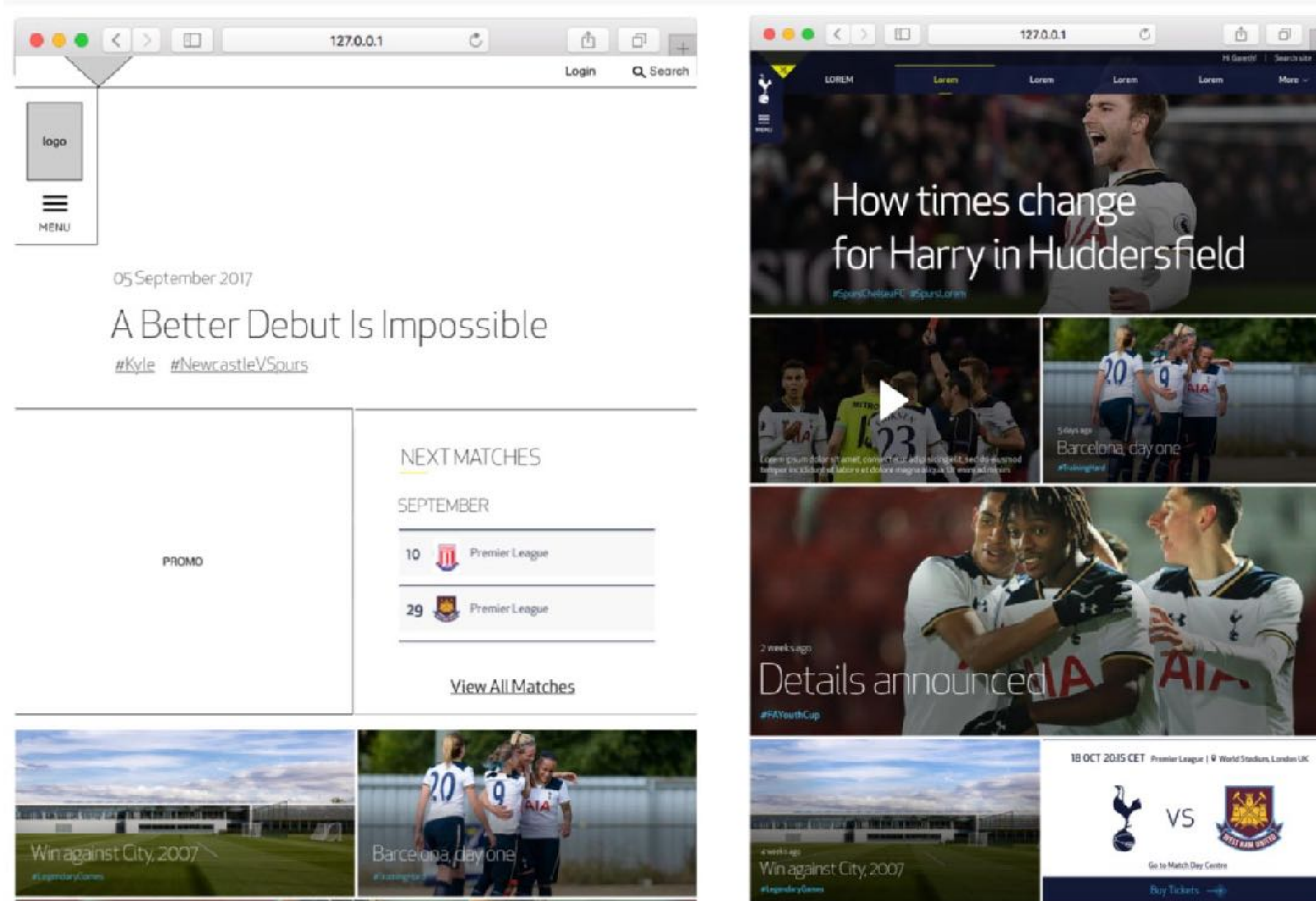
Modular Approach

We used Umbraco as CSM and that meant that a page could contain modules tagged with specific type of content. The idea is to use the narrative of the game to increase conversions of all the areas of the Club - even the ones less related to the game.



Navigation and Sitemap

The Navigation and the Sitemap were redesigned accordingly with the users mindset and the business priorities.



Wireframes

I redesign the information architecture and provided key wireframes to be then tested. The visual designer used the wires to create pixel perfect screens.

Post Task Results

We asked participant to rate each task after completion

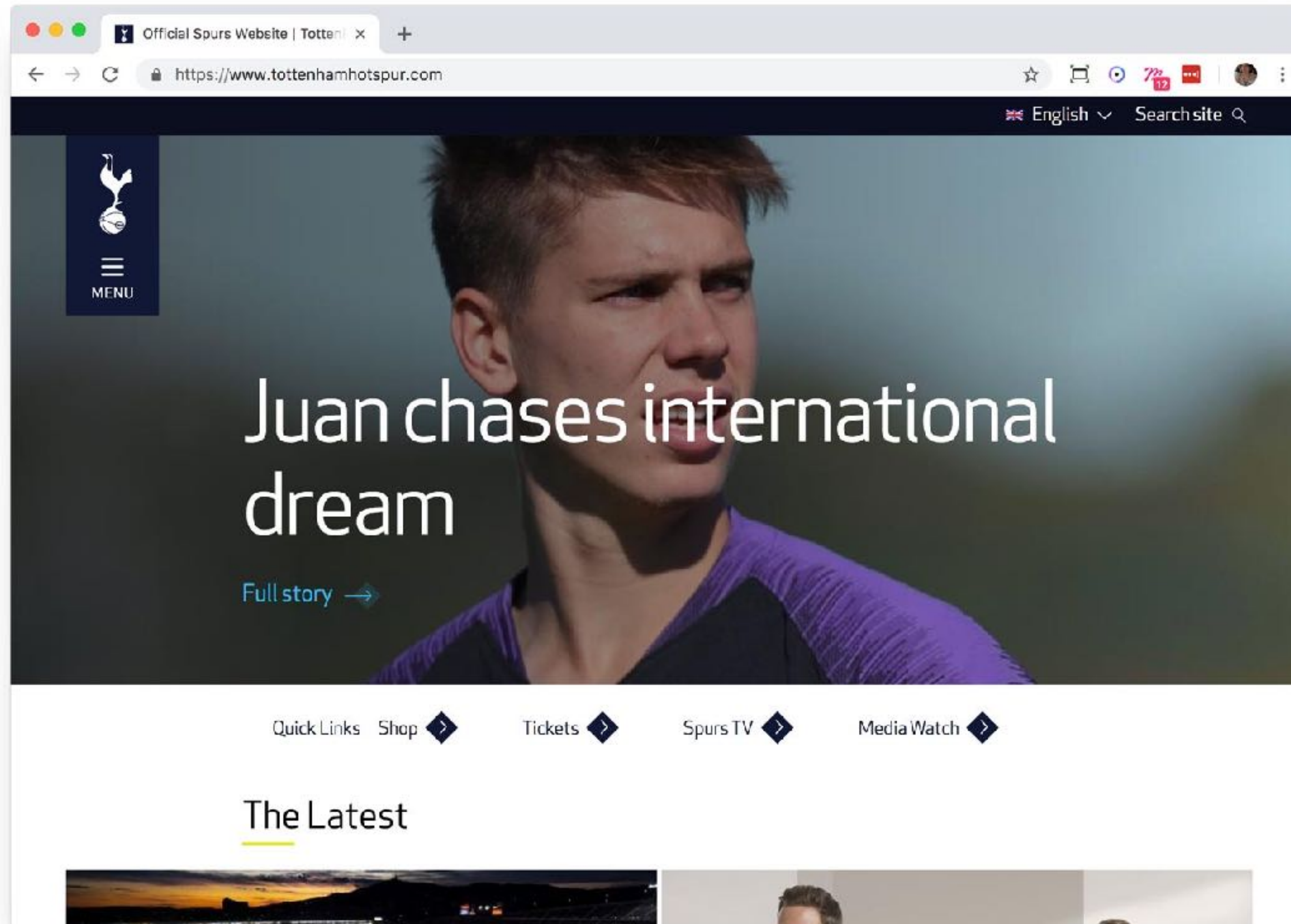
Task	Time for completion	Ease - Navigation interaction	Confidence during completion	Prediction	Information need satisfaction
Please, take a look at this website and tell me what it is about.	01:11	81	79	81	83
Do you think that they also have charity programmes? If so, please, try to find what they have.	01:10	70	67	60	69
Do you think this website has some information about Soccer Schools? If so, please, try to find what they have.	02:34	38	33	44	38
Please, try to find information about how to become a member.	01:12	65	63	57	56

12 participant: minimum score 0, maximum score 100.



User Testing

I tested the design with real users, using a prototype made on Axure.



[Visit the website!](#)

About me

User Centred Design is my bread and butter and I am really fascinated by the human mind. I like experimenting with new methods and techniques to convey information in the most appealing way. In doing so, I create new forms of dialogues to craft the most engaging experiences.

Working in many different environments and countries, I have learnt how to adapt without losing sight of my true north.

Among all my duties, I am responsible for the User Experience of a product, from brief to execution. I gained a wealth of experience with gathering requirements, running workshops and user research, defining personas and user journeys, information architecture, wire-framing and prototyping.

Useful Links

+ [MY LINKEDIN PROFILE](#)

