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

7
Shaklee
Mobile App

15
myTheo
Mobile App

28
Altaterra
E-commerce

42
THFC
Content

62
About me
Contacts

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 experience the most engaging for the user.

I worked in many different types of environment in several countries and this taught me how to adapt and stick to my true north at the same time.

I love to design delightful user experiences.

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

I create new forms of dialogues to create the most engaging experience for users

I have experience of leading clients in all types of industry and 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

Useful Links

+ PORTFOLIO
+ MY LINKEDIN PROFILE
+ FOLLOW ME ON MEDIUM
+ THIS DOCUMENT IN HIGH RES

The Process Explained

In the US and in Europe, I worked in agencies that advocate 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 **Cultivate**.

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.

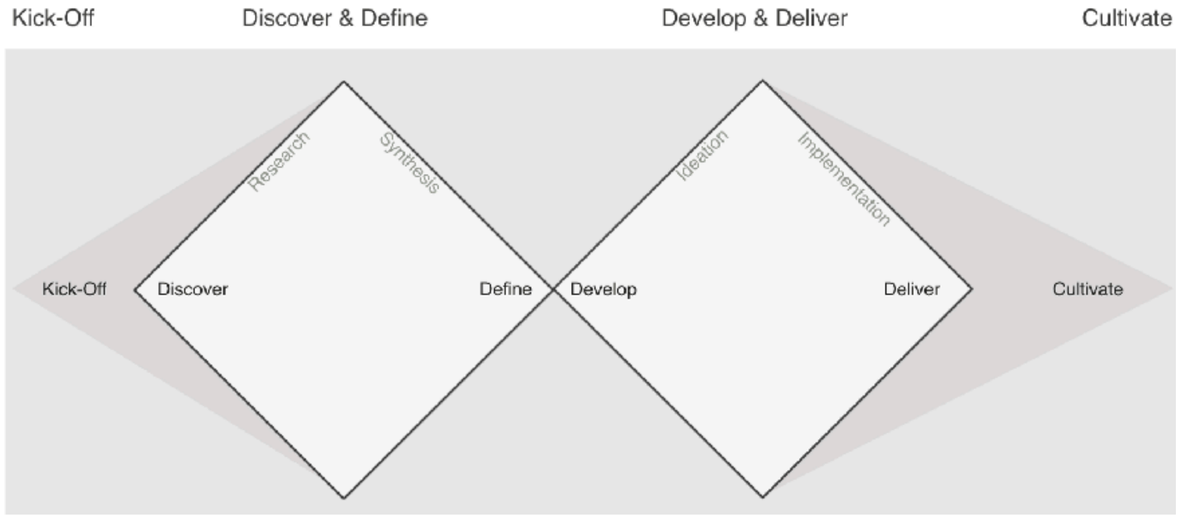
The most suitable design strategy for the Client is now defined and the **Develop and Deliver Phase** can start.

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.



Double Diamond reinterpreted

Shaklee Connect

Finding the right balance

A complex application for iOS and Android

Fluid at San Francisco

After some experience freelancing and designing in UX agencies in the Italian capital, I moved to California with my brand new 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 important 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.

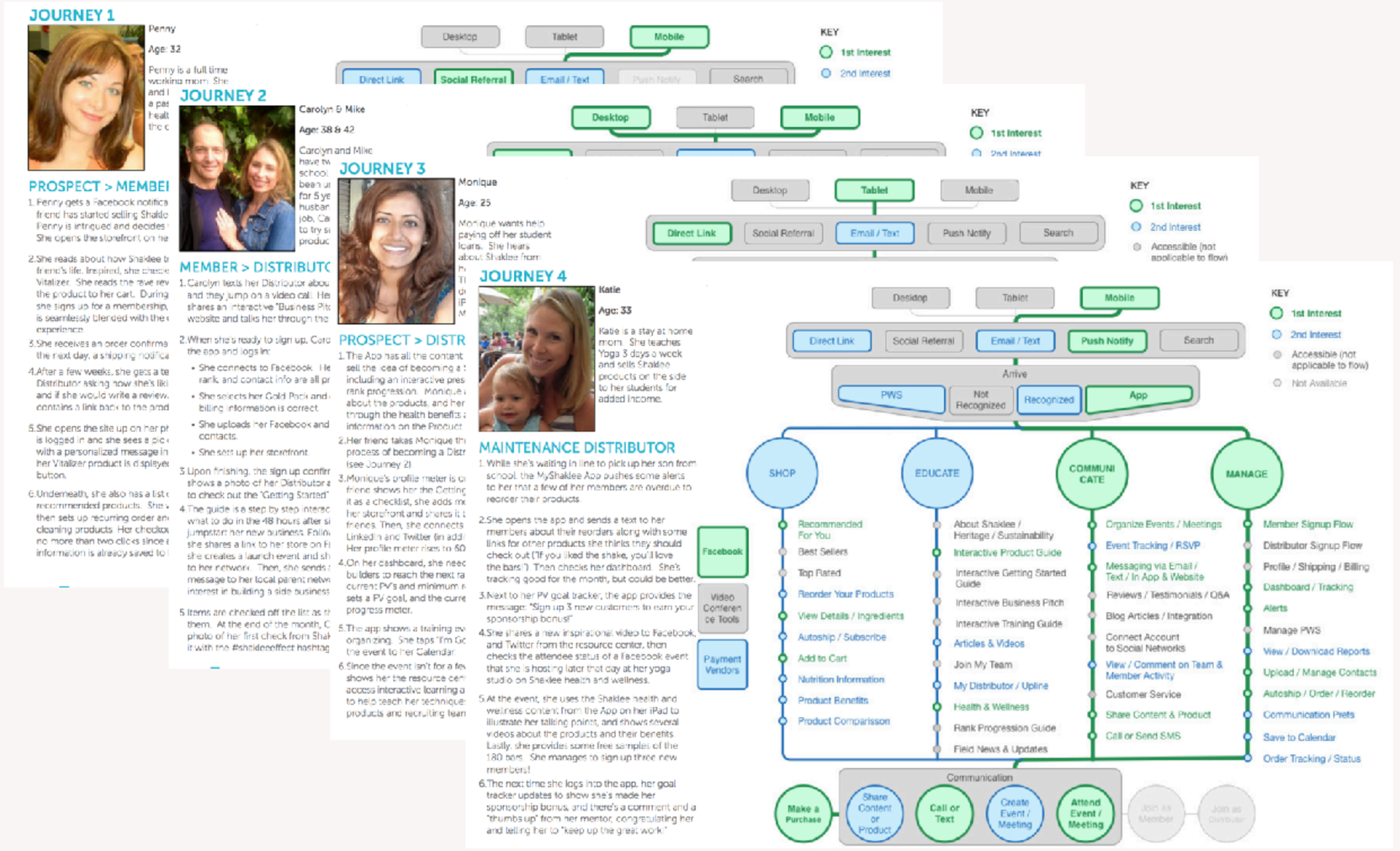
Develop and Deliver

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.

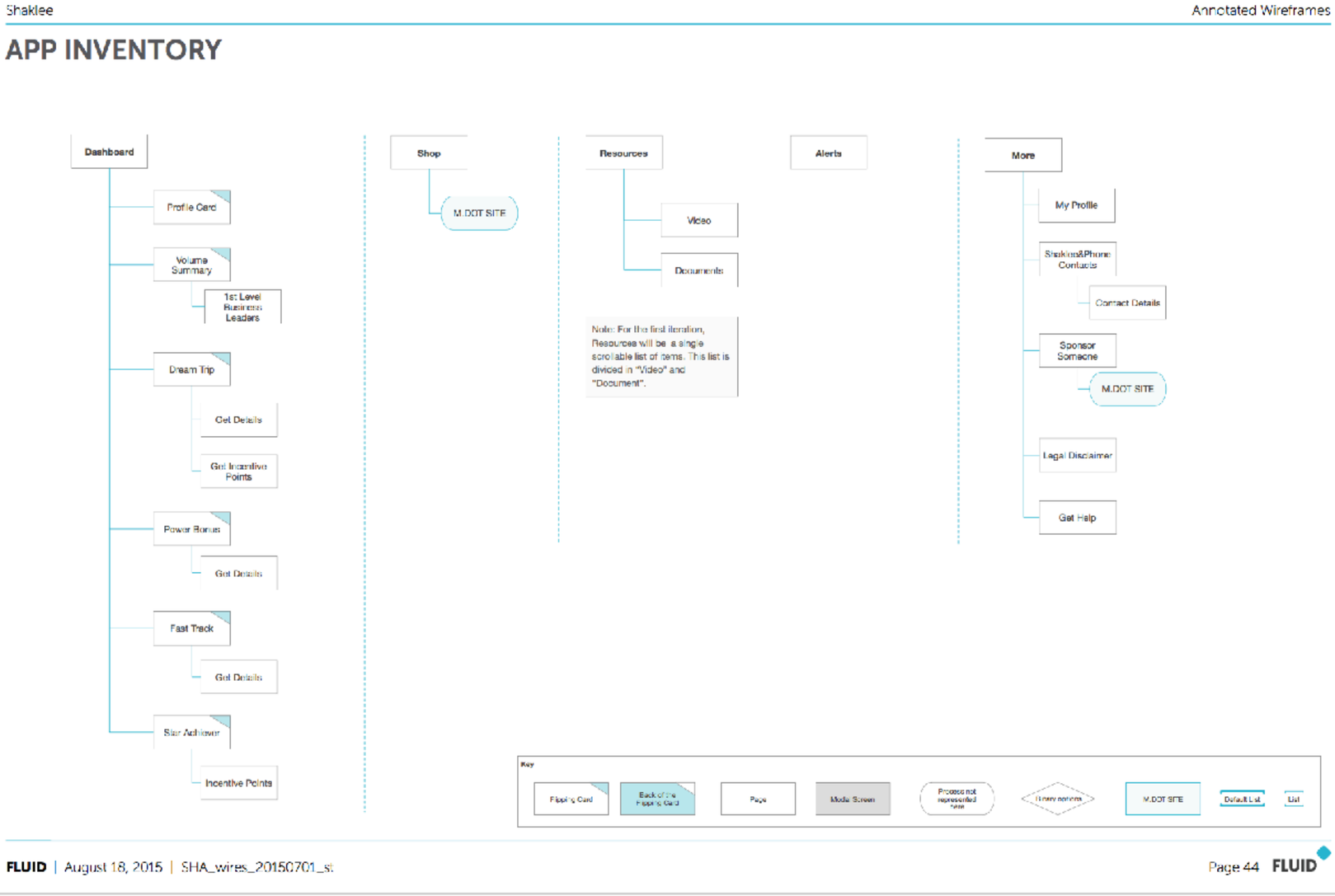
Useful Links

+ SHAKLEE CONNECT ON IOS
+ SHAKLEE CONNECT ON ANDROID



Personas and User Journeys

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

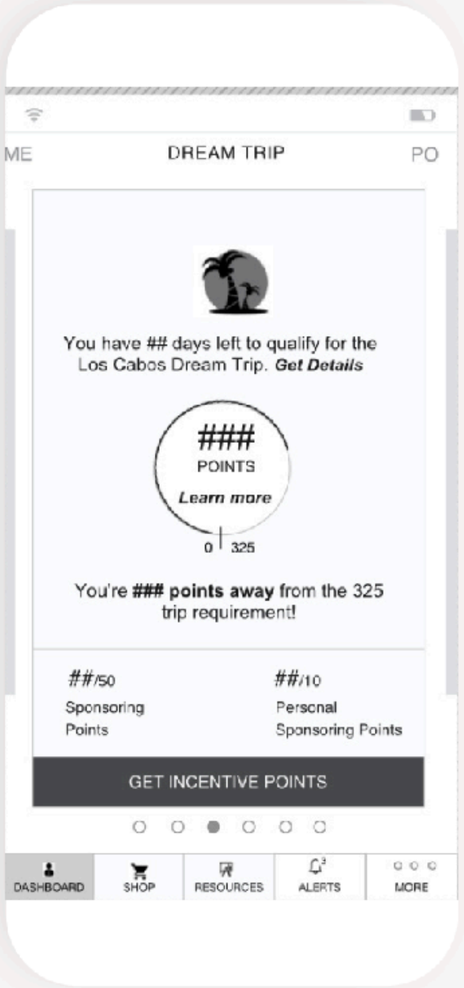


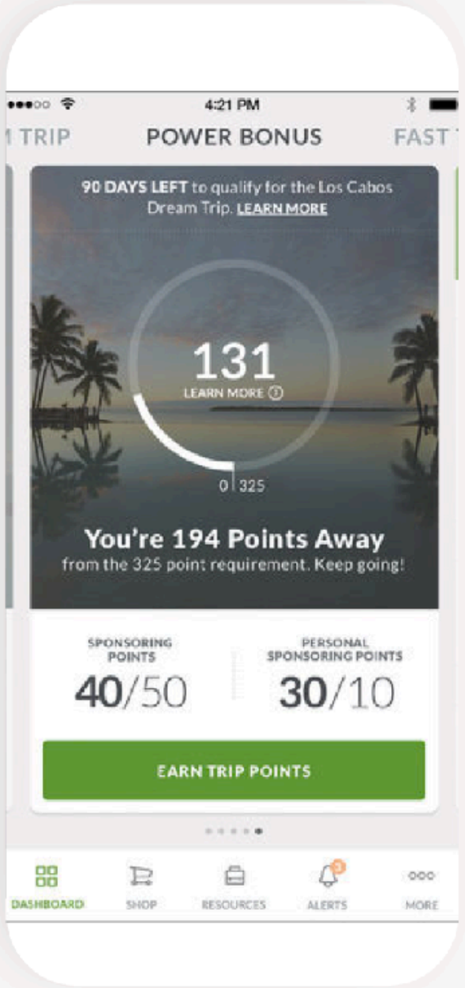
App Inventory and Flowcharts

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

Annotated Wireframes

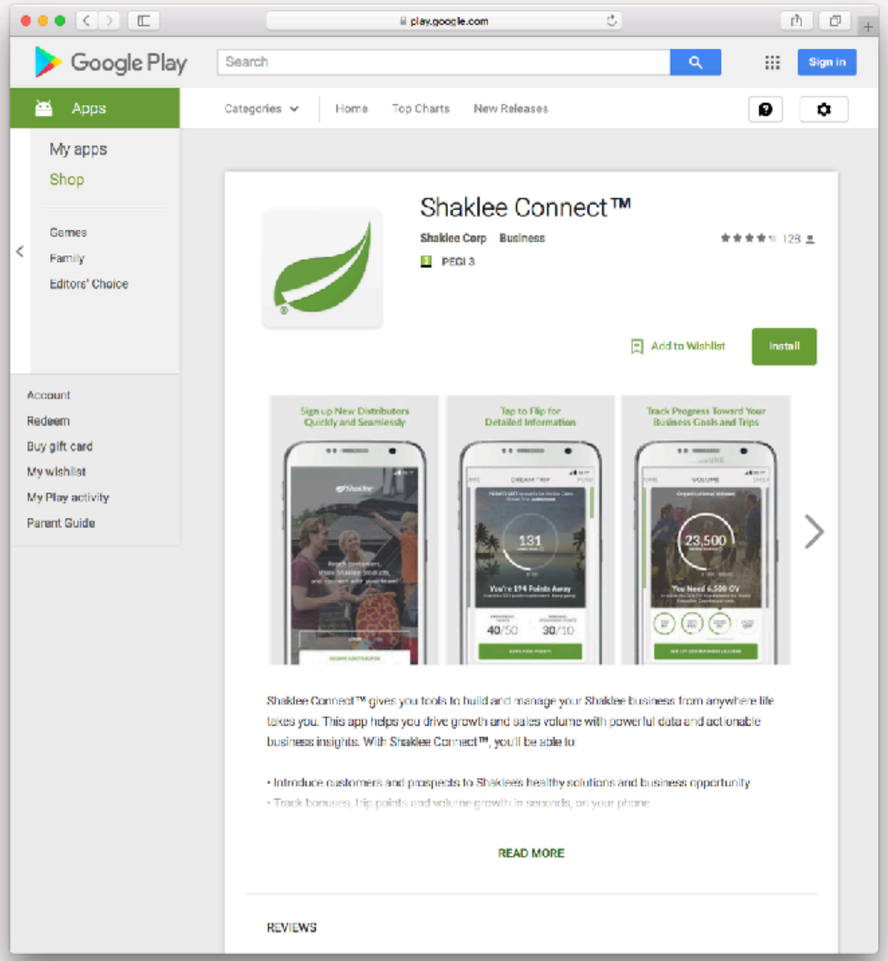
Client and development team where based in different locations. Presenting the design in web conference was very important as well as thoroughly documenting the outcome.

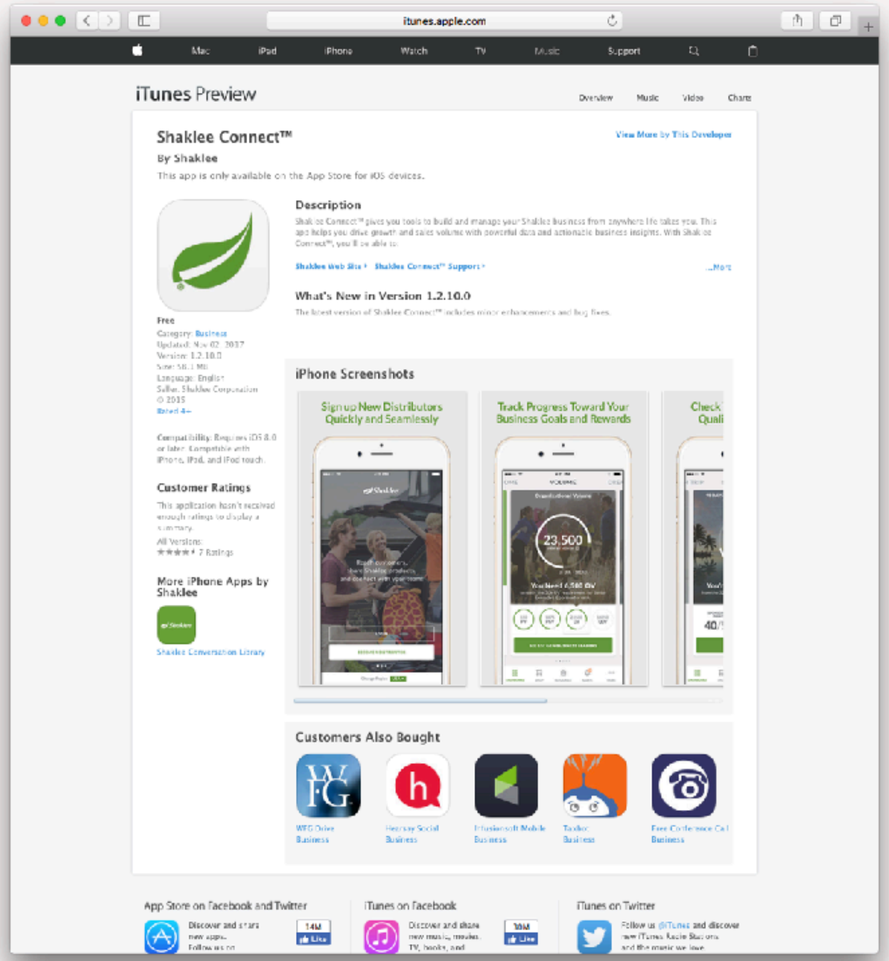




From Wireframes to Pixel Perfect Designs

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 the app in the store

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 needs to face 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.

Altaterra: the project

Kick Off

The Client: myTheo Inc

Roles and objectives were defined and estimates on the effort expected where made. A roadmap with milestone 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

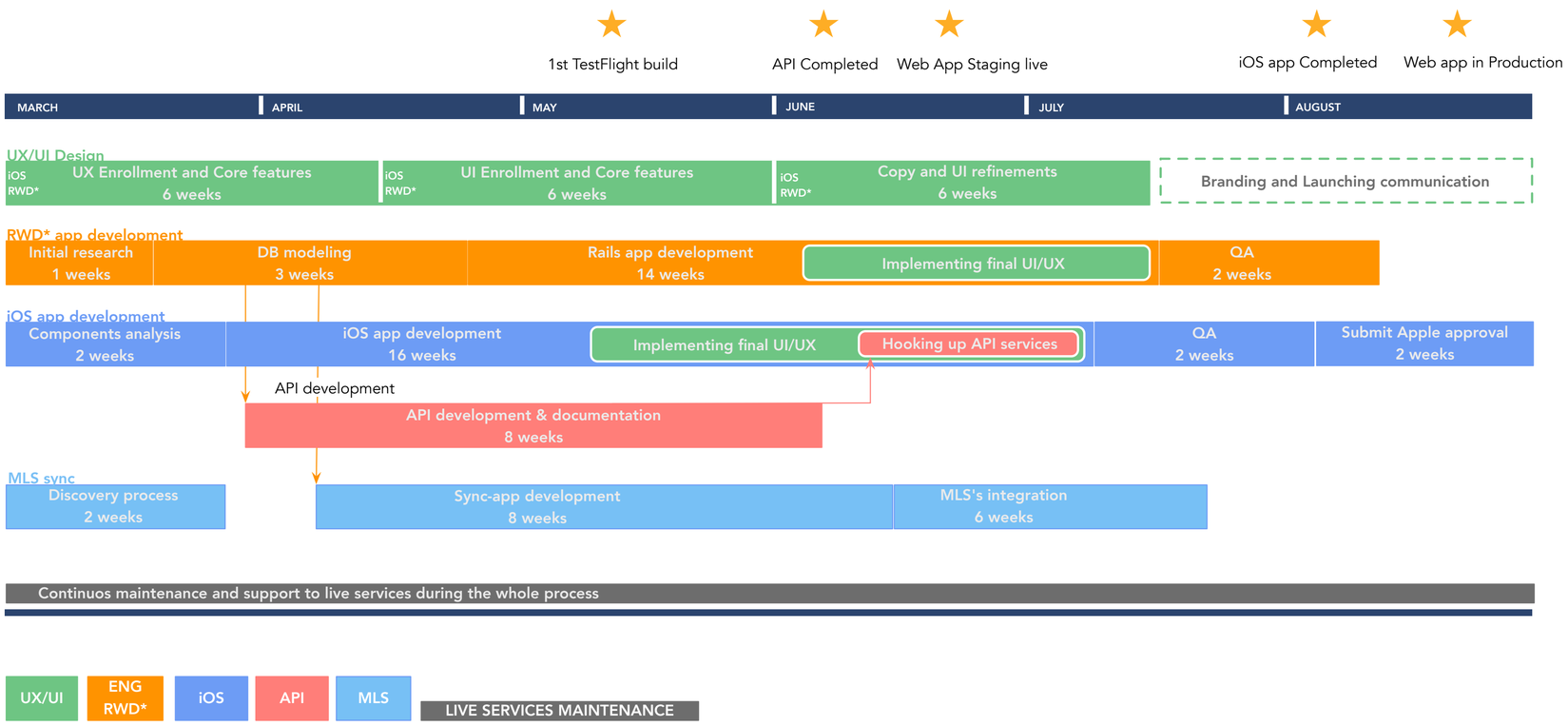
My Deliverables:

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

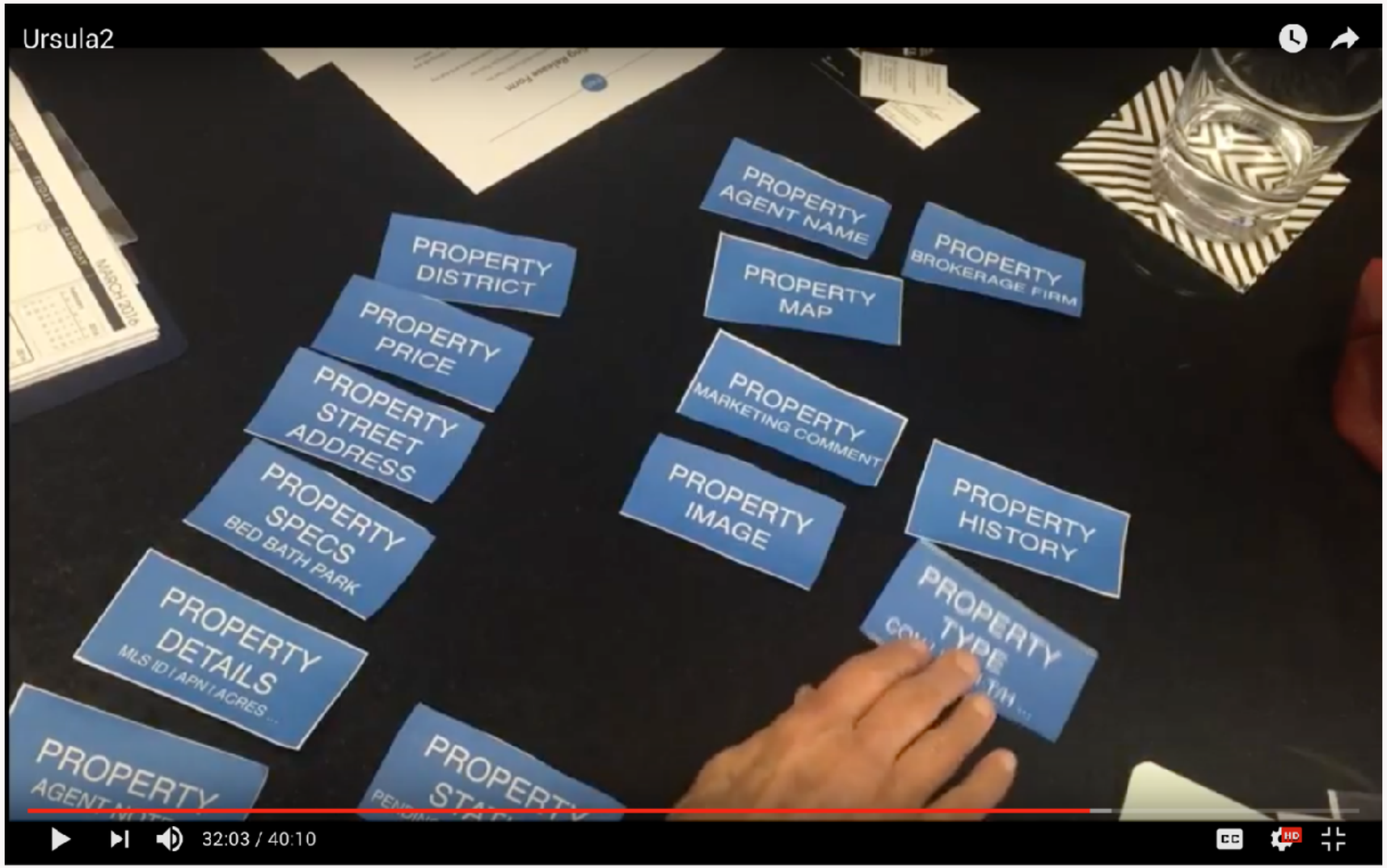
+ MYTHEO WEBSITE
+ MYTHEO APP



*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 it her 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. This time, Ally has 4 properties she wants to see for one specific client.
Ally knows well this 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 this 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.

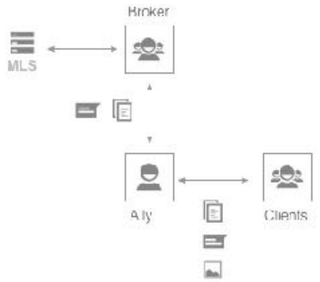
Becomes a Real Estate Agent

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)



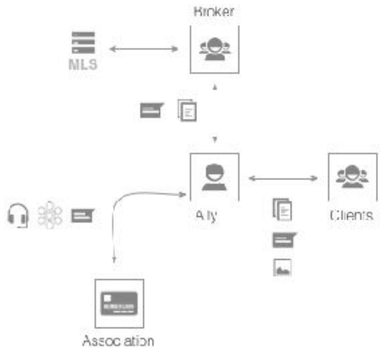
Joins an Association

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

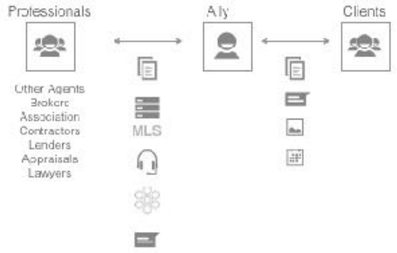
Association

Documents

Networking, Legal Assistance

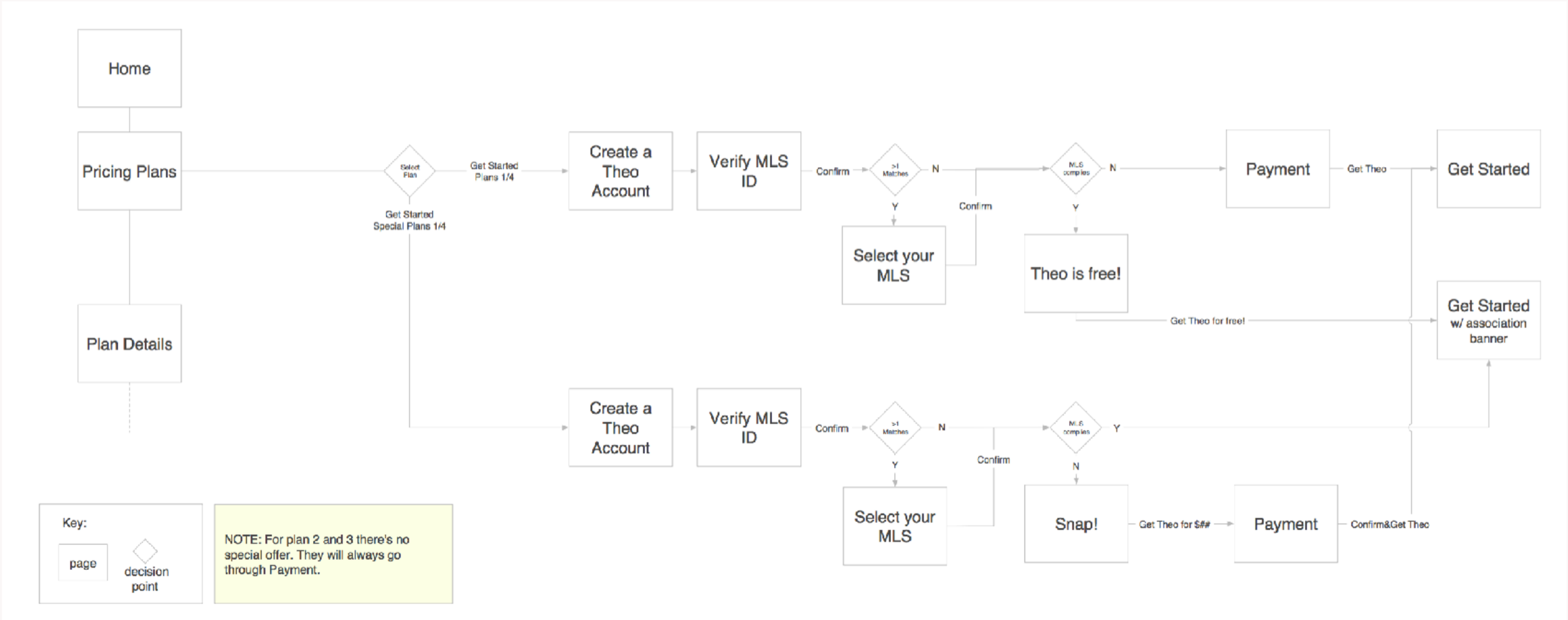


Day by day as a Real Estate Agent



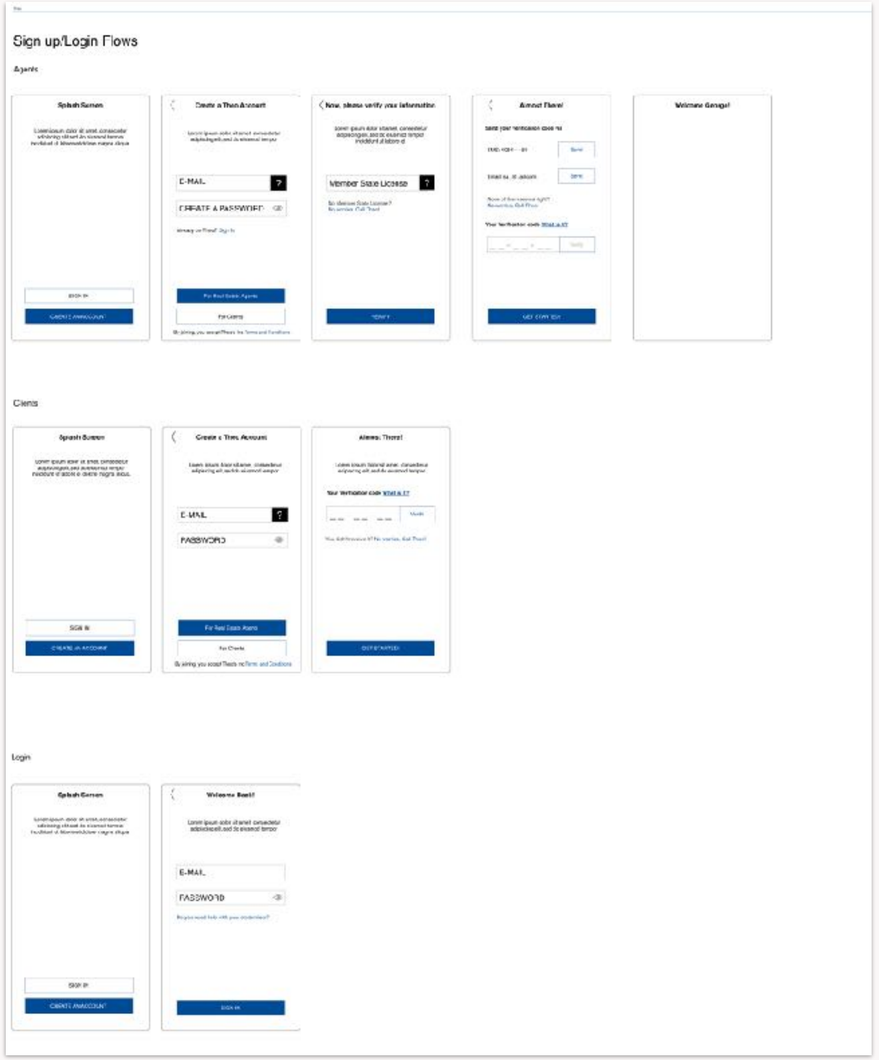
Personas

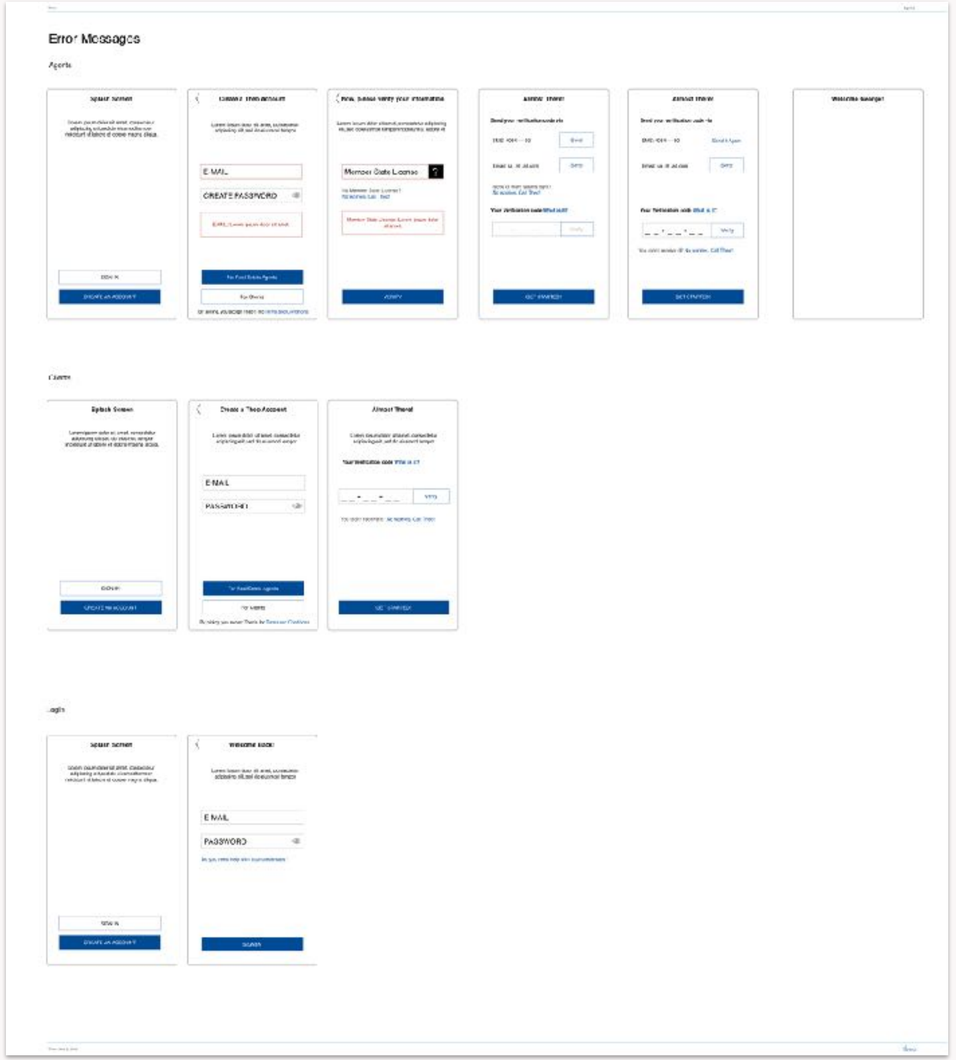
From the user research, I defined a set of personas



Flows

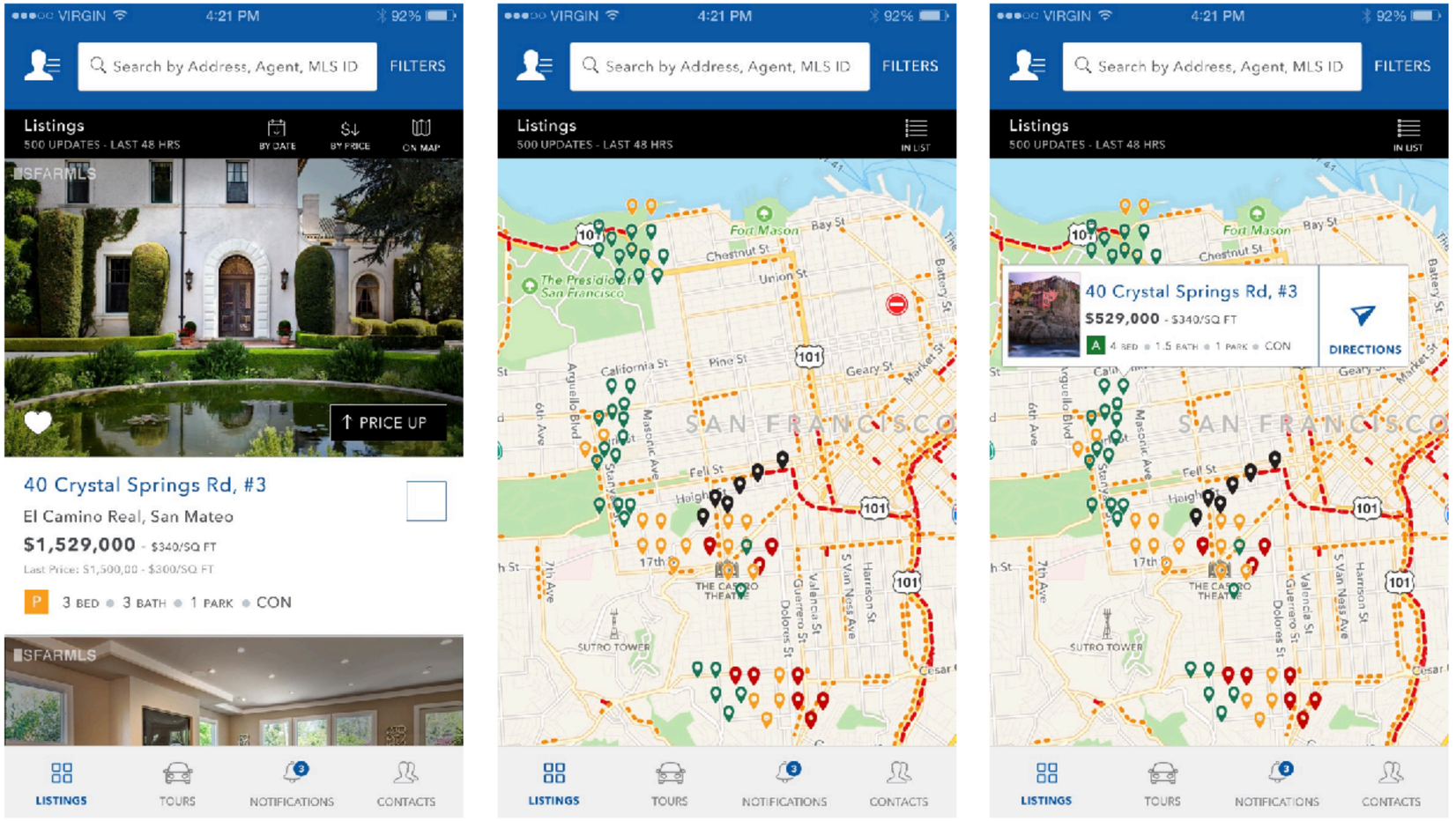
I was now able to identify the main flows





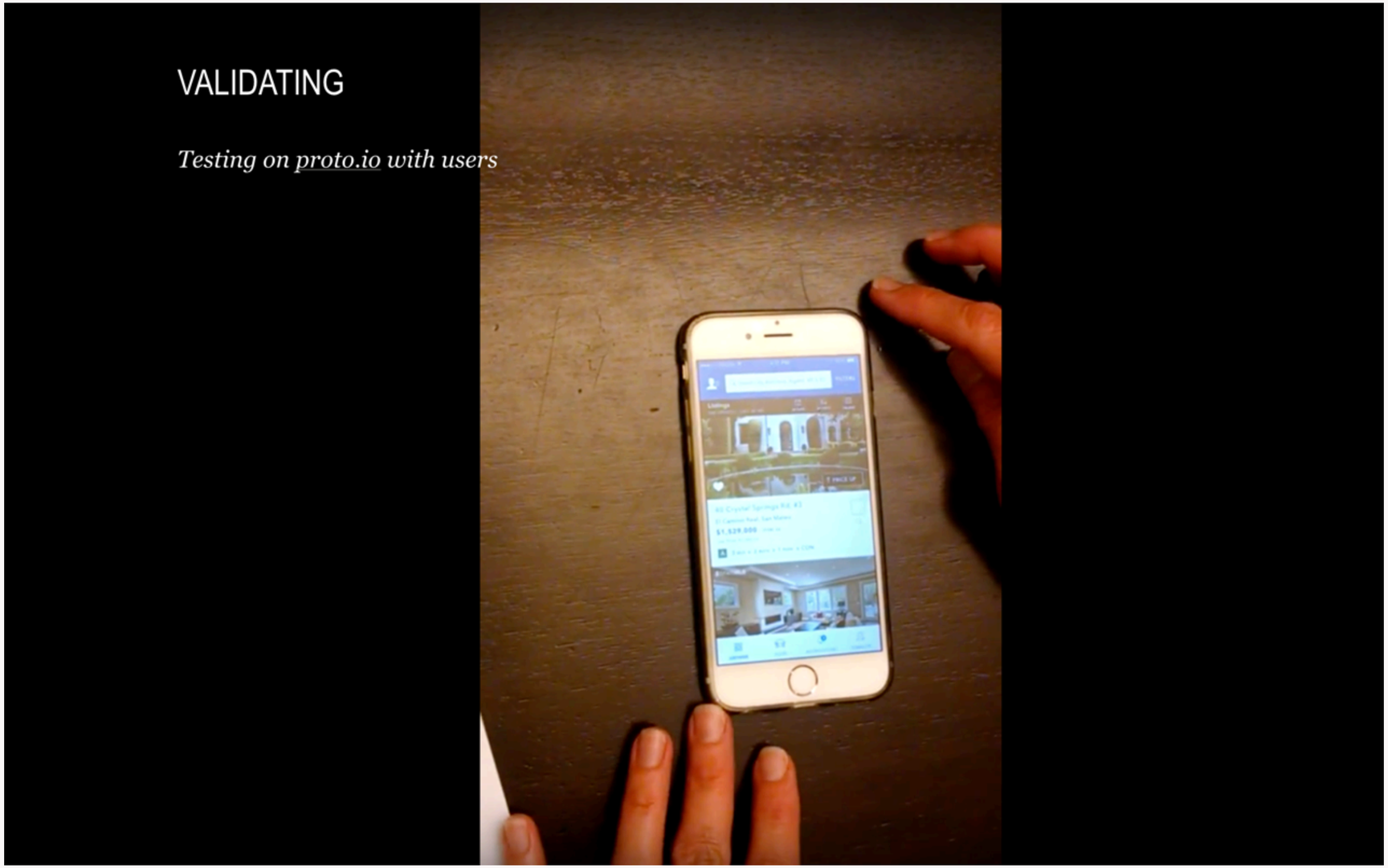
Flows Sketched

From the flows, I sketched the screens adding more details on interactions and messaging



Wireframes

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



Prototype on ProtoIO

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

Aggregated Insights

- *Navigation*

Audience insights

Navigating the app. Users didn't have any problem navigating the app and they could go to all the levels of the navigation seamless.

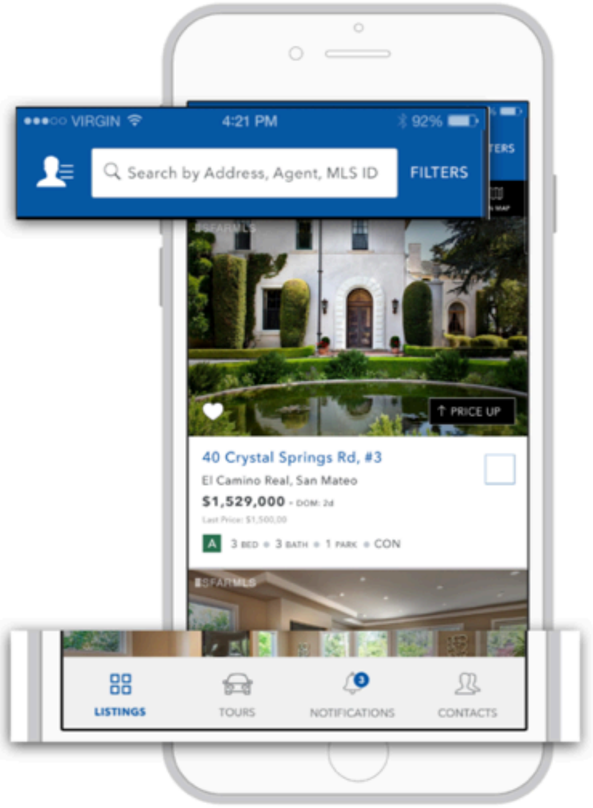
The Bottom bar. It was clear for all the users as well as the Drawer Menu.

Search. The search flow was clear and they had no problem navigating to the results and back to the Listing view. They also had no problem to find the search from anywhere in the app.

Filters. Users reached the filters section easily.

Actionable improvements

No concerns. It seems there are no major concerns to push for a change of the navigation.

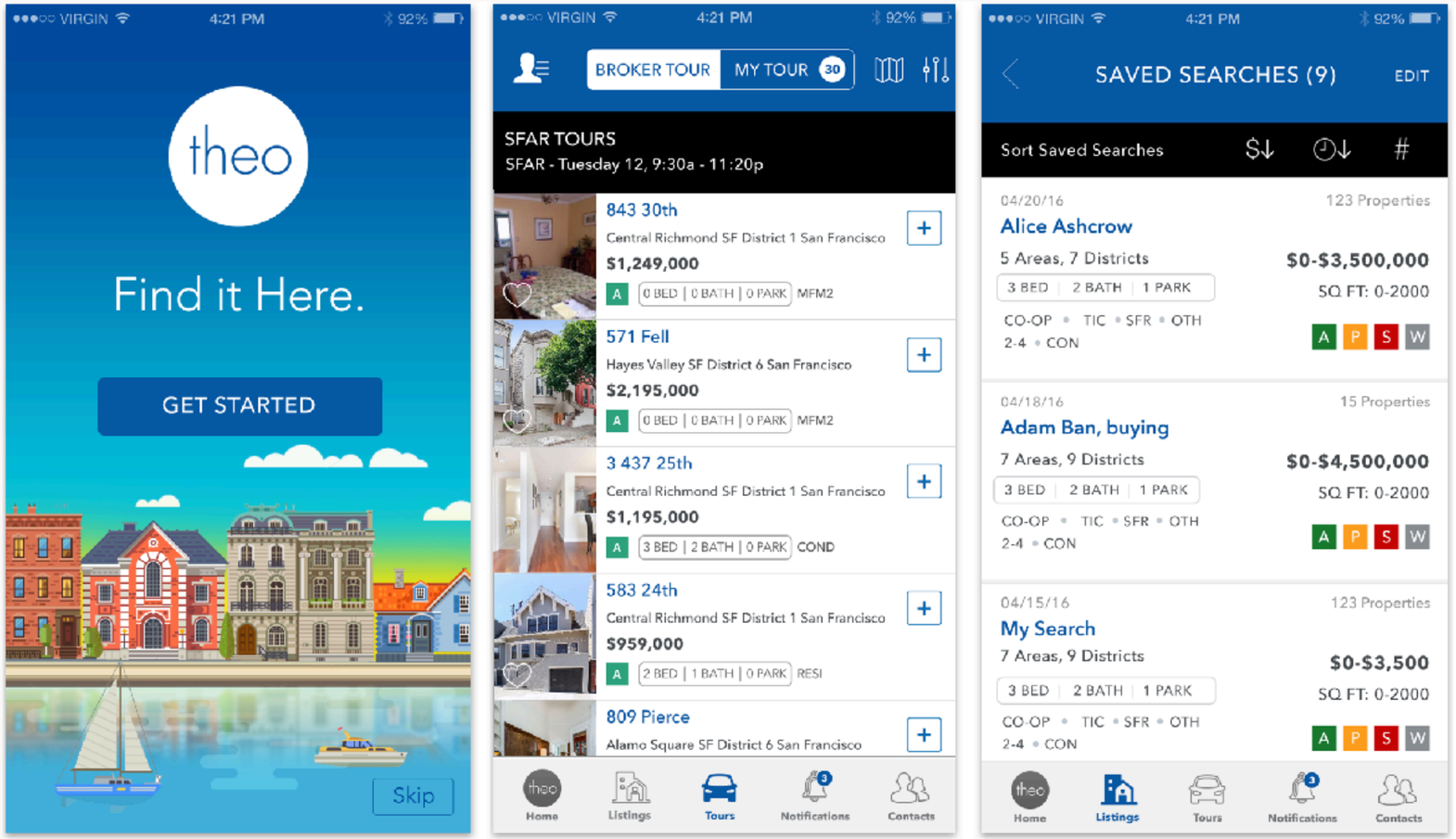


- Well done!
- Concerning
- Critical

Theo Inc. 2016. All rights reserved

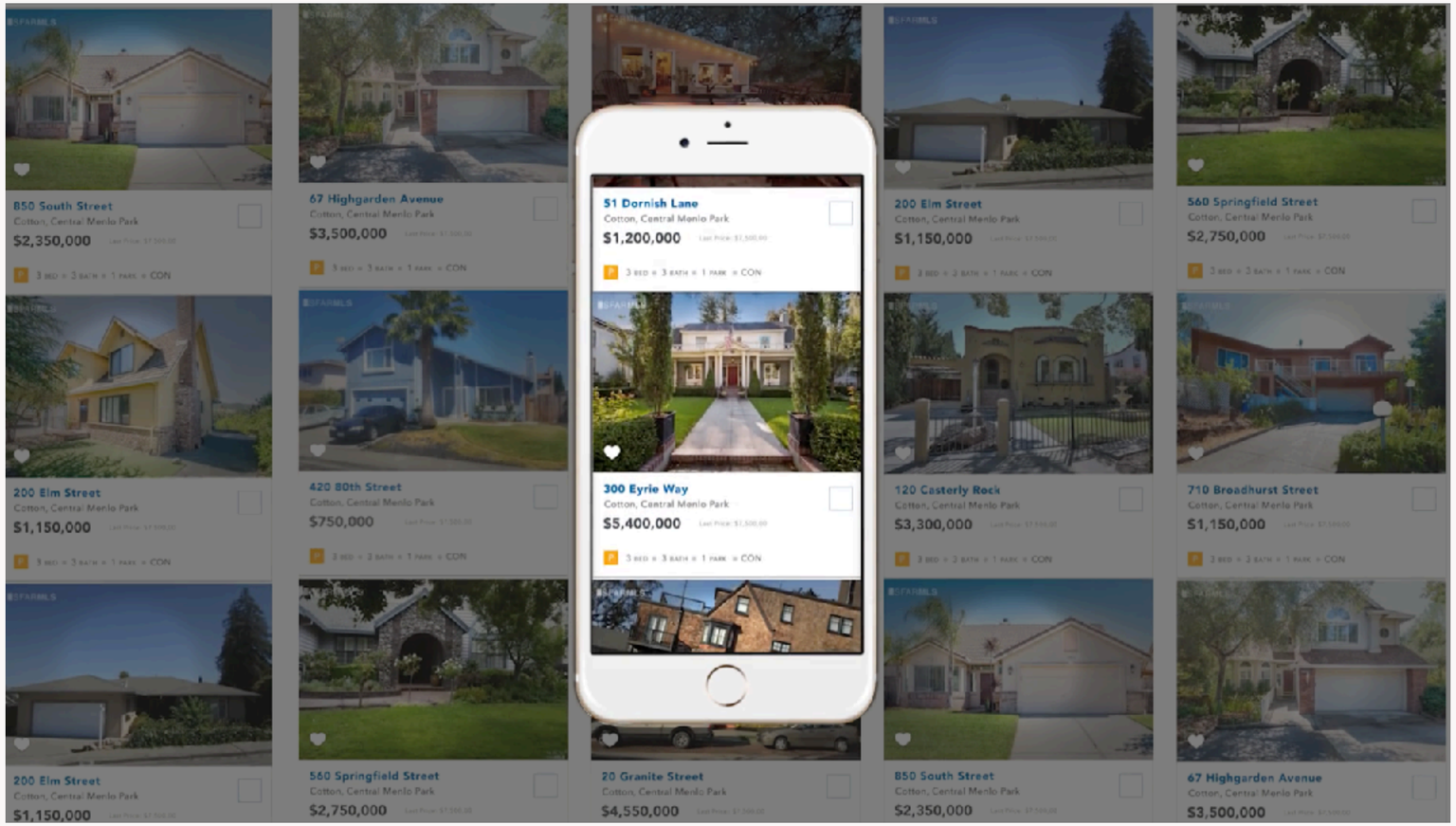
User testing

The report of the user tests included insights and advice for amends



From Wireframes to Pixel Perfect Designs

The wireframes were now ready to be built



Find the app in the Store!

The app is now available in the Apple Store

Altaterra

The Roof Windows Shop

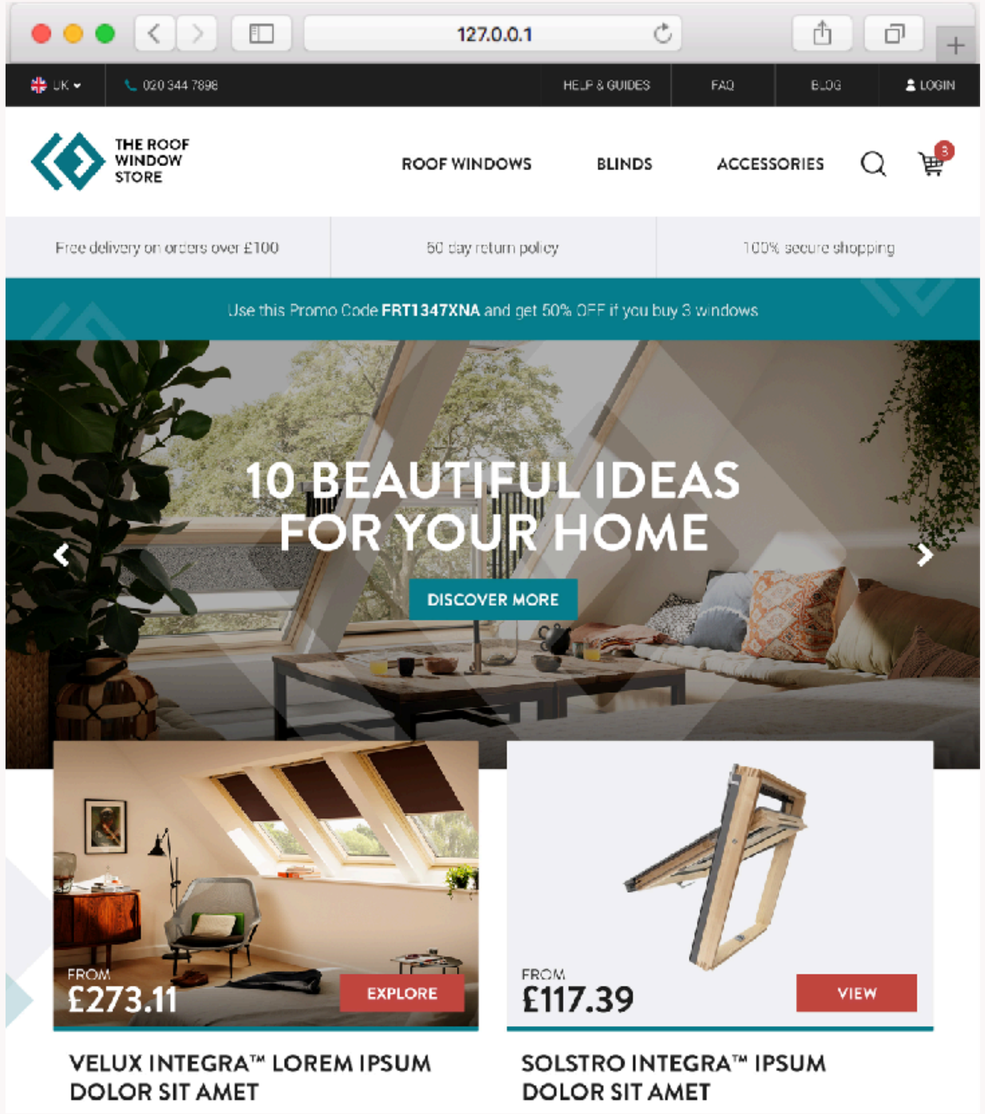
Co-Designing an e-commerce website in a multinational team

Aqueduct in London

After three years of sunny-steady 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

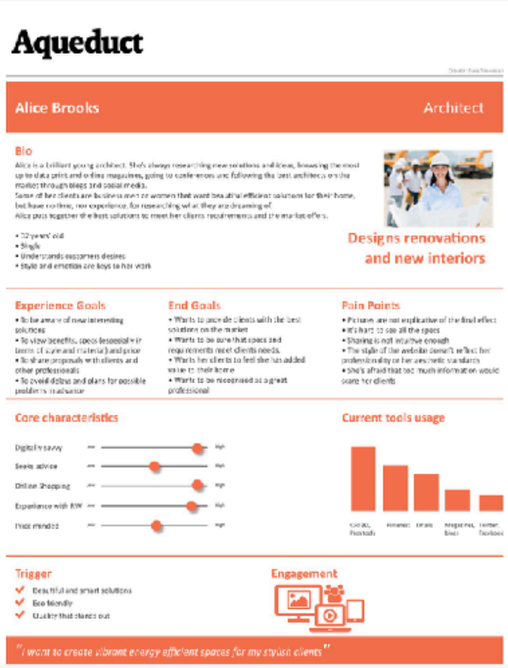
My Deliverables: Sketches, flows and annotated wireframes, that I use in client workshop where we co-design some of the area of the website.

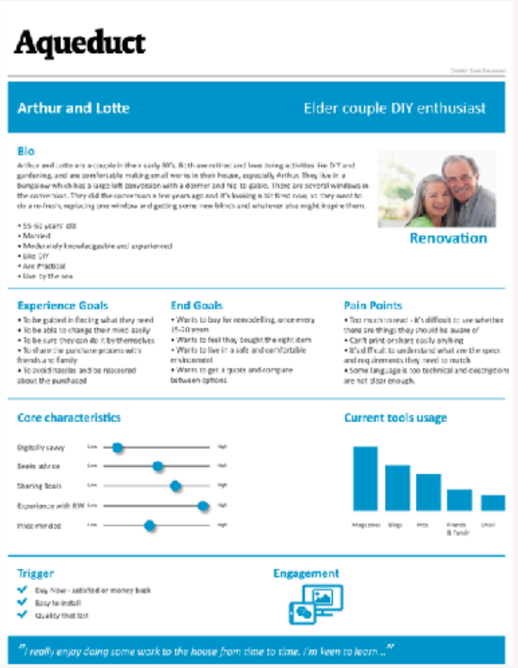
I also prototyped (in Axure) most of the tasks that I user-tested.

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

Useful Links

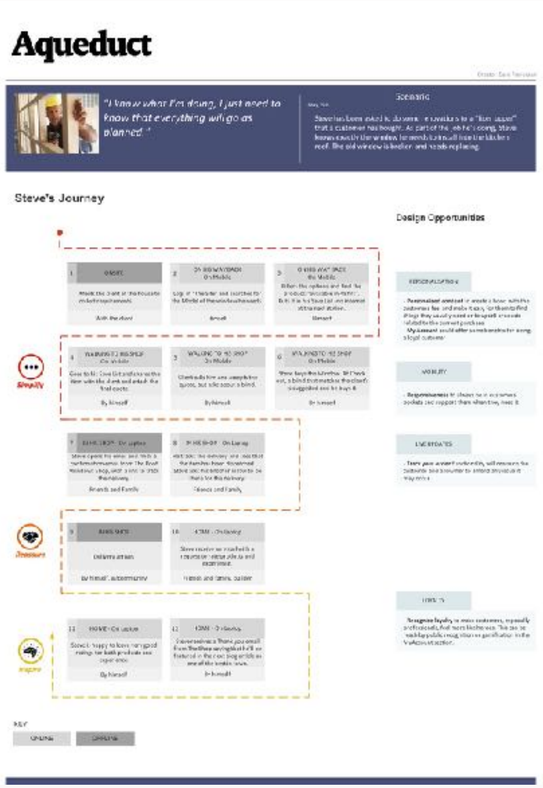
+ SHAKLEE CONNECT ON IOS

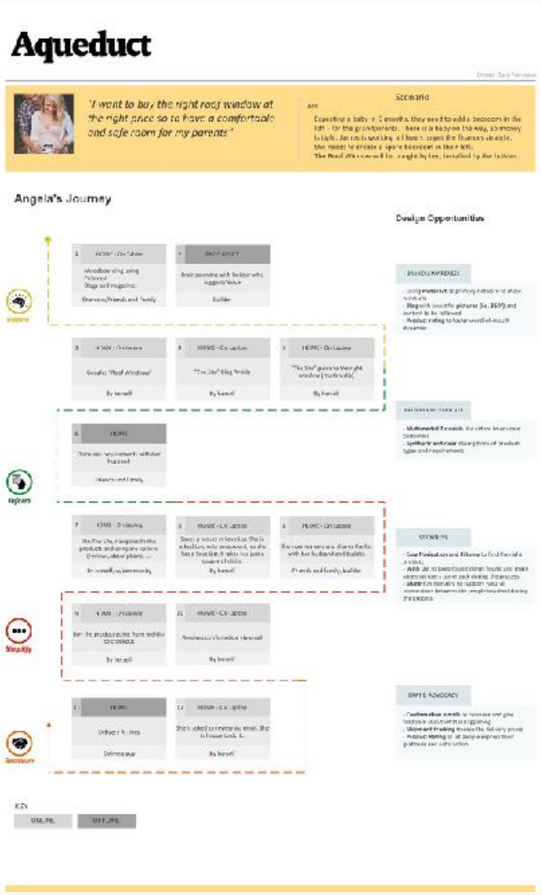


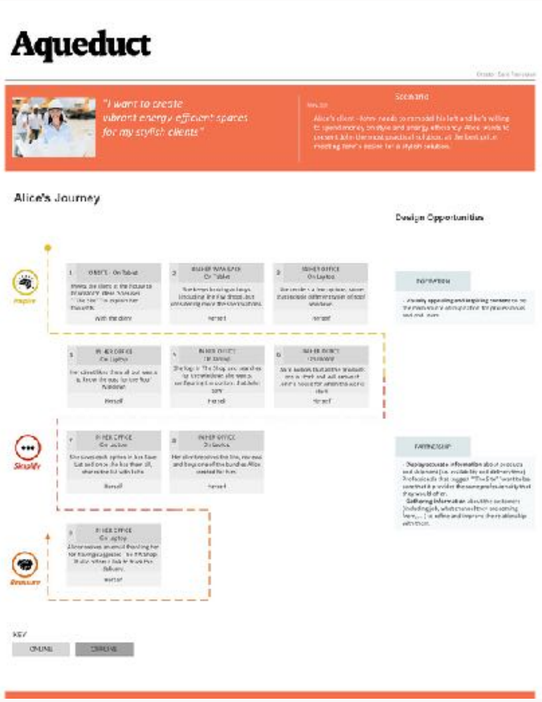


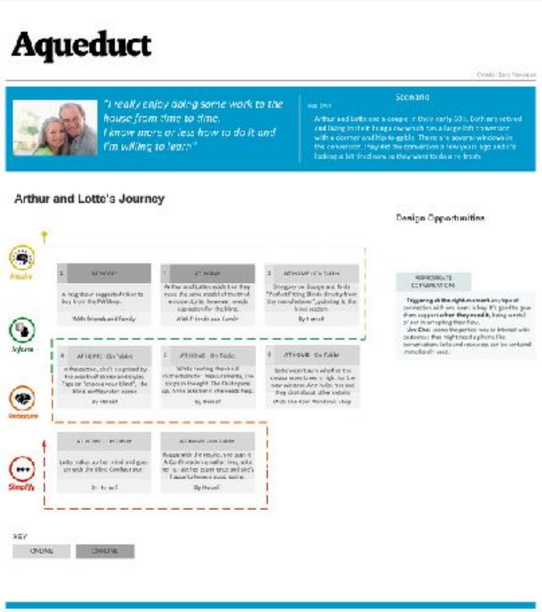
Personas

From the existing material on their audiences, I was able to define four personas



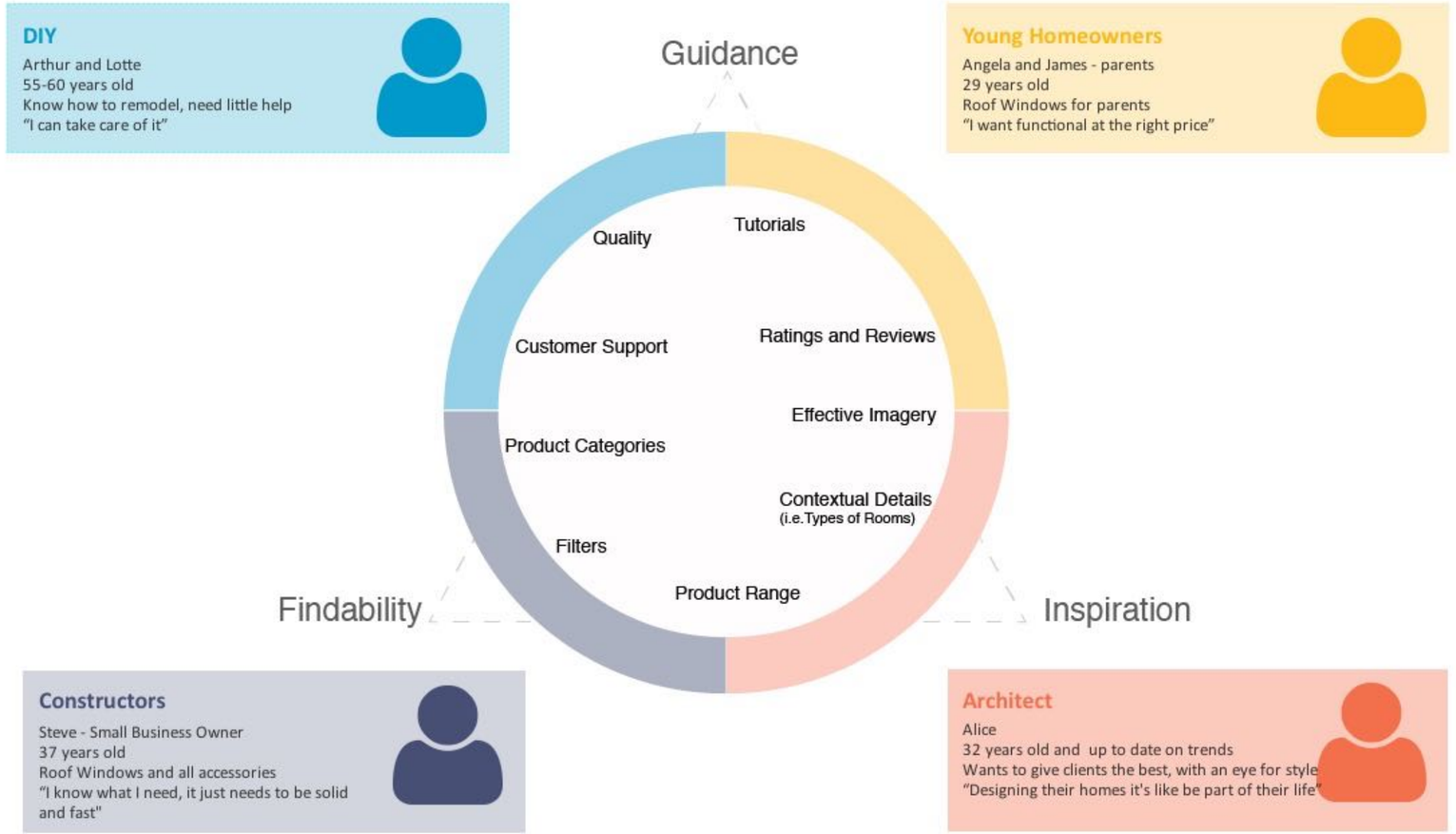






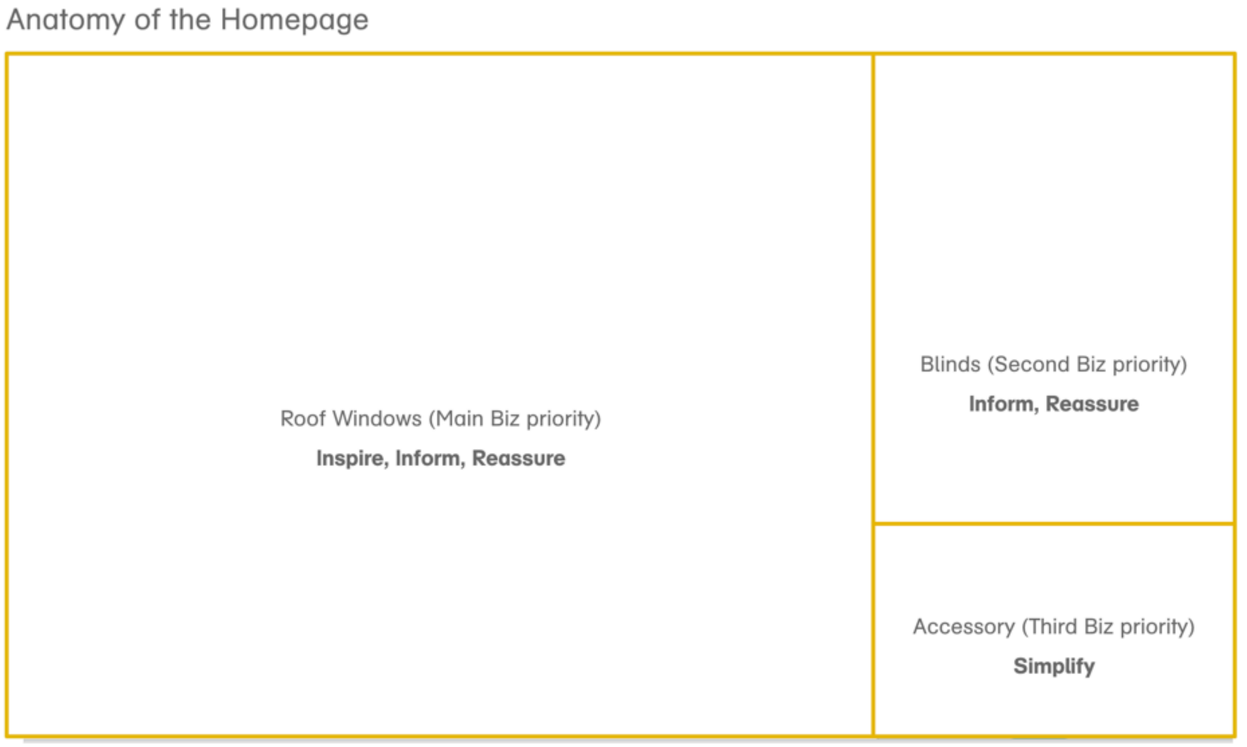
User Journeys

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



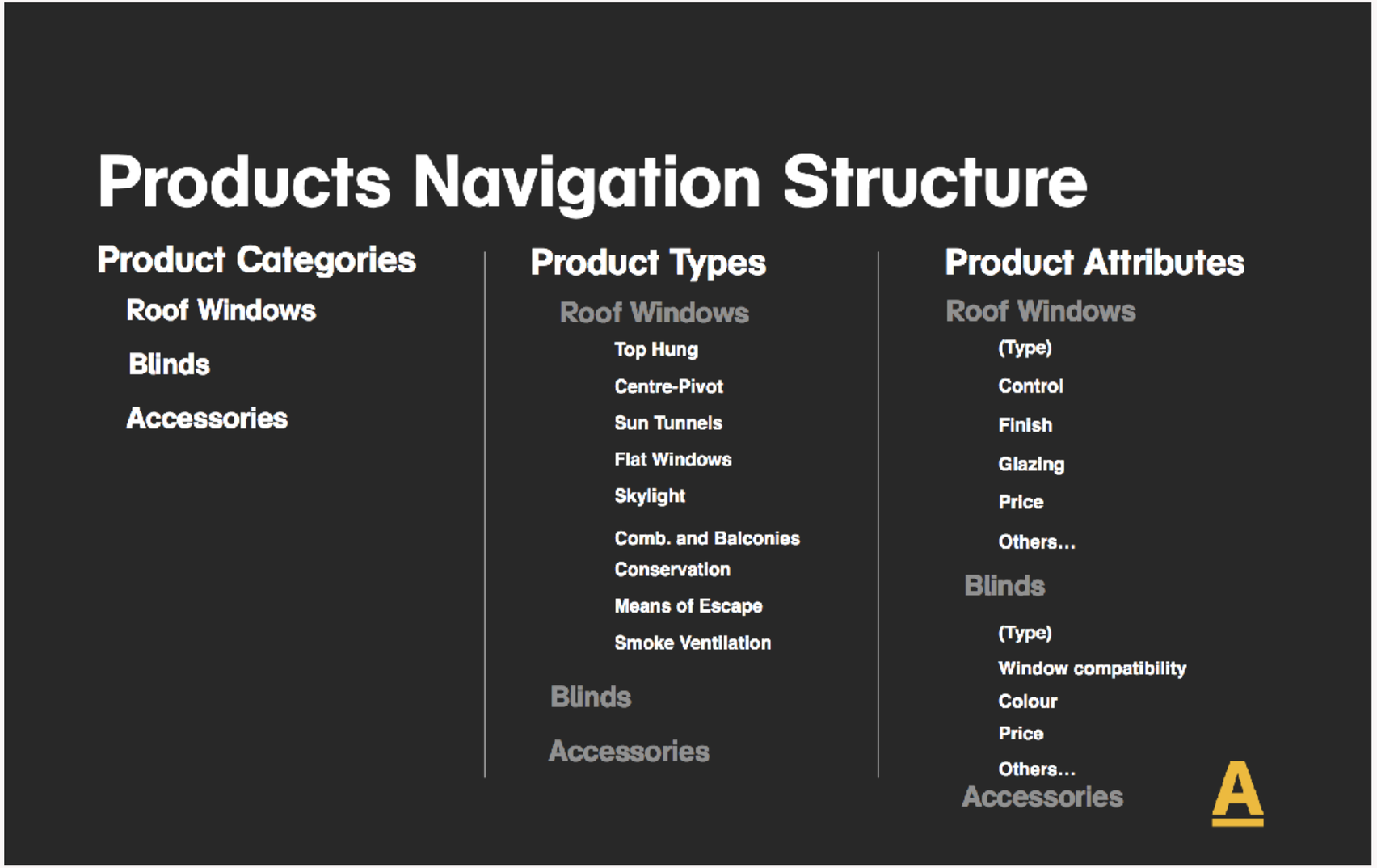
The Users Universe

Each Persona was mapped against the needs that they expressed



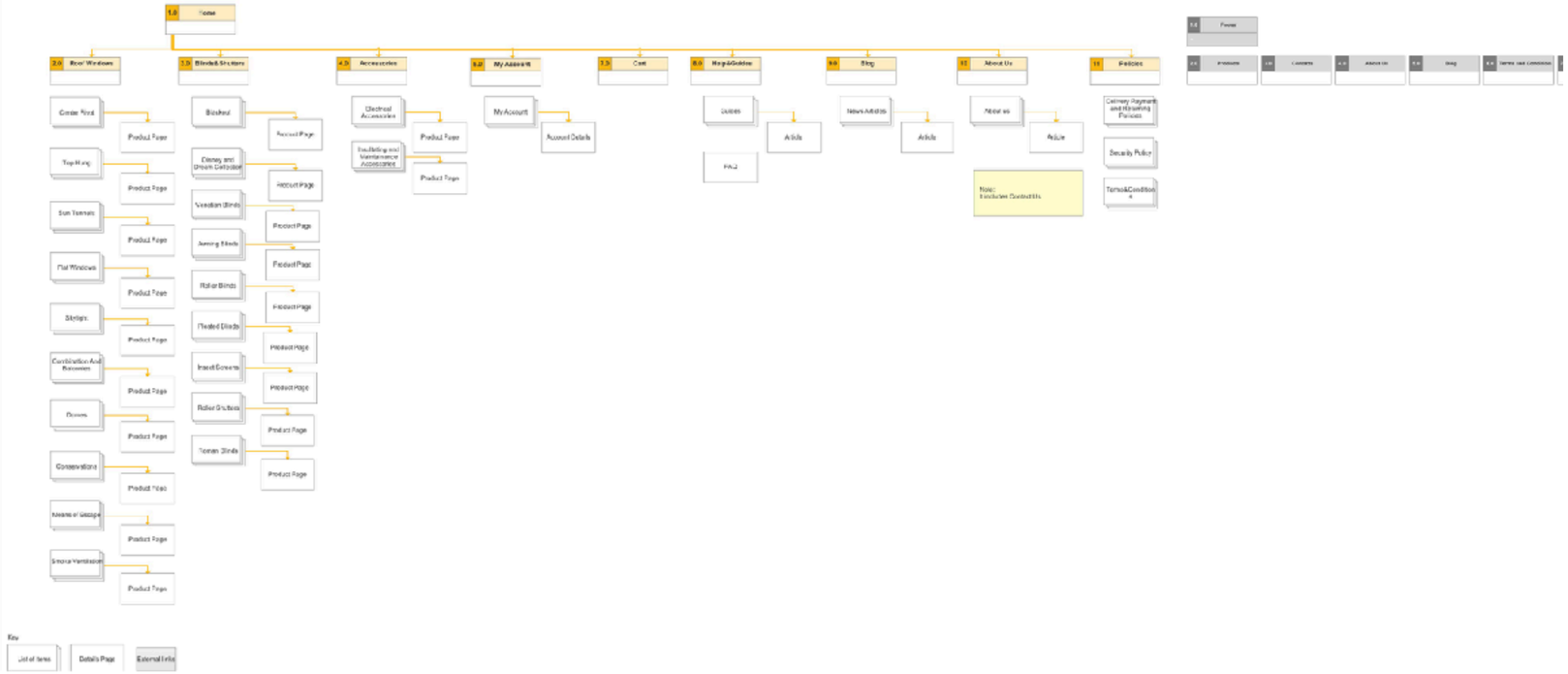
Homepage Priorities

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



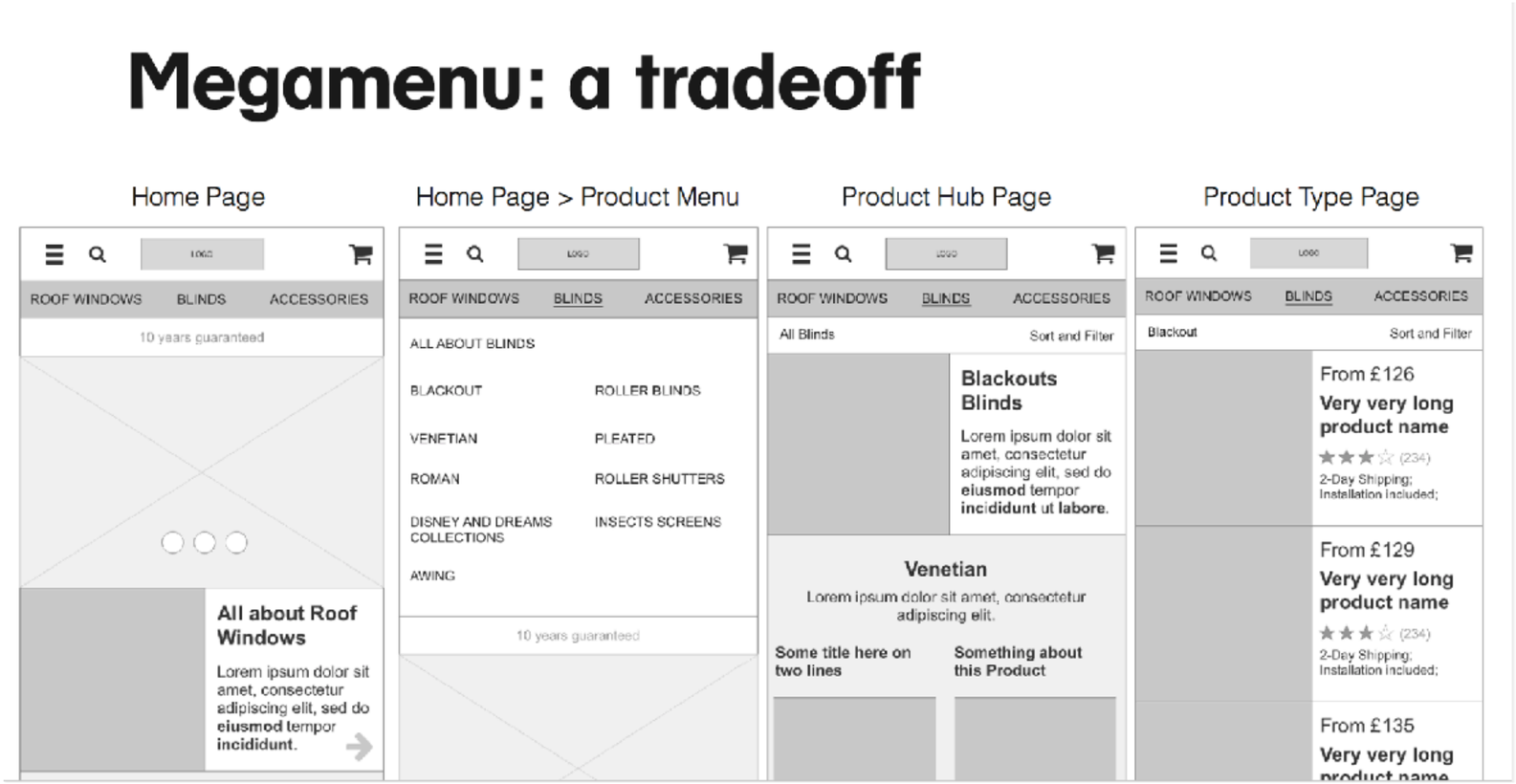
Product findability

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



Site Map

I redefined the Information Architecture, reflecting the overall content strategy

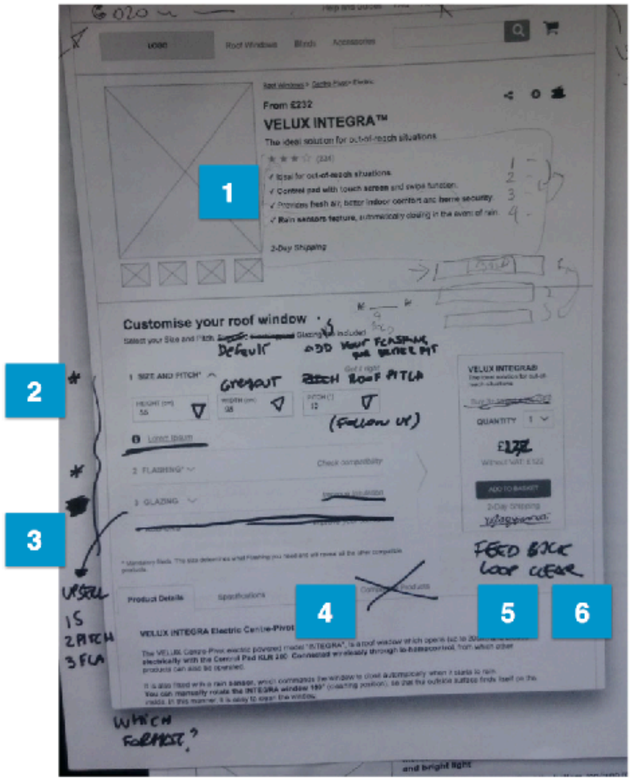


Megamenu Mania

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

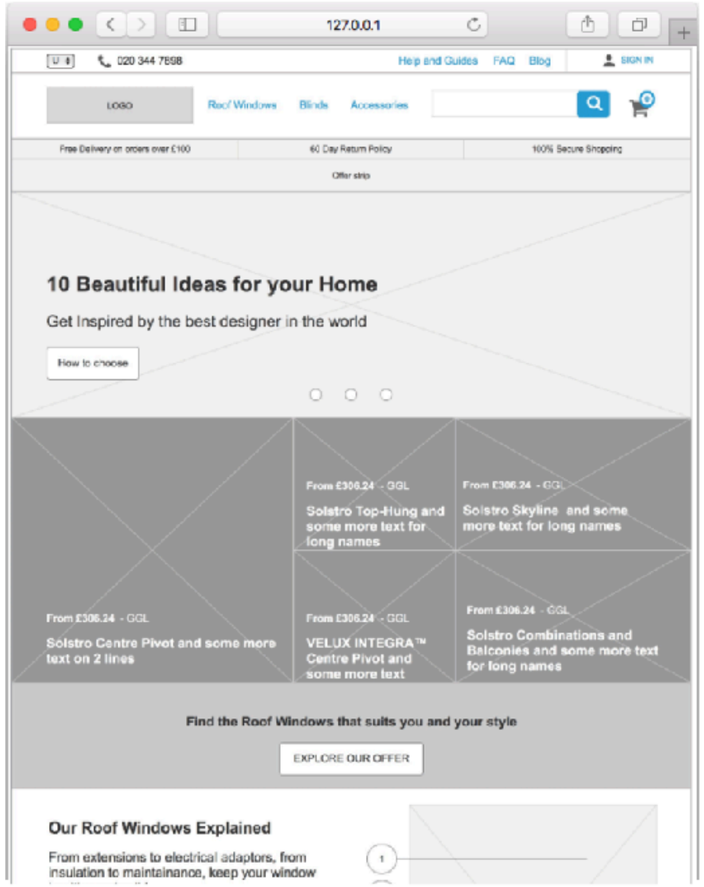
Product Page

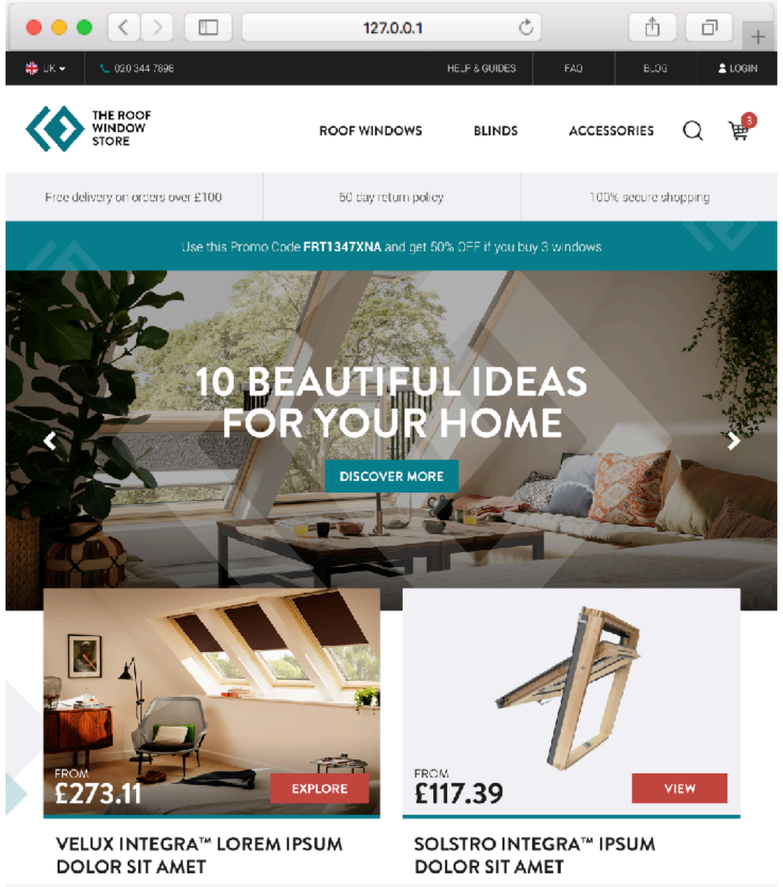
1. Defined how many bullet points (from 3 to 5). Anchor to Specs
2. Height and Width in dropdown (height will filter the available widths)
3. Remove Add-ons and ~~put Roof Pitch on its own. Pitch options need images.~~ Remove Roof Pitch.
4. Remove Compatible products
5. Add link to shipment details.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





Personas and User Journeys

Once the wireframes were good enough I prototyped and tested the flows with the users

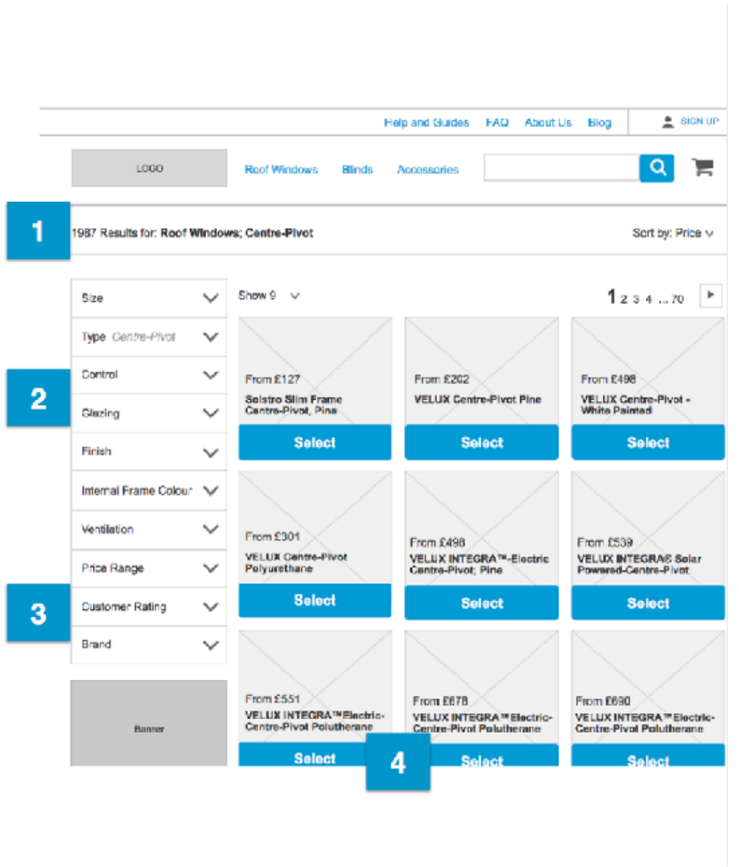
Listing Page

1. When users land on this page they find the breadcrumb which gives them confirmation about the product they were looking for.

2. Then they go through the filters. It makes sense for them to have a type already selected.
Labels need to be more precise and consider non-native English speakers (i.e. Finish should be Frame Finish; control could be).

3. Customer rating is not important for making a decision at this point. It's relevant at the beginning of the flow (if it's about the customer experience in general) or in the product page.

4. Although product details are very limited here, the filters and the price and the names on the items are enough for them to take an action on them.
They expect a comparison table to have more details to compare in between products.



User Testing

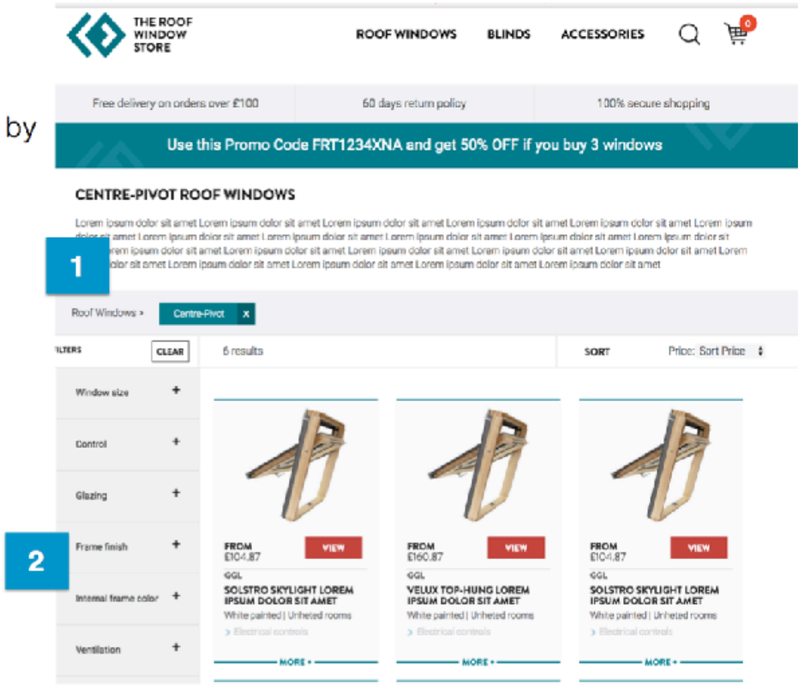
I recruited the targeted users and tested my Axure prototype with them

Listing Page

This page performed very well. The users understood the functionalities in it and knew how to use it.
There is only one concern around a possible distraction given by the text below the promo banner.

1. Some of the users had to actively search for the filters. This is probably due to the text above the filter section that create a distraction.
It is not a blocker, but something to consider when crafting the text.

2. Filters labels are clear and users know what they refer to.



Audit of the Build

When the dev team had a prototype built, I reviewed it and advised for amends before the launch

About Me

Some more insights from me and others

Fascinated by the human mind

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 to adapt without losing sight of my true north.

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

Useful Links

+ DROP ME AN EMAIL
+ RESUME
+ MY LINKEDIN PROFILE
+ THIS DOCUMENT IN HIGH RES

“Sara, that was superb, you should be really pleased with how you came across and the logic-flow and details you demonstrated.

I know Simon was delighted and I think this has set a great platform for you to evolve with BDO.

Delighted it went so well.”

Marc Giusti, CEO at Pivot - November, 2017 after a client workshop

“Fresh of the plane Sara got told she had clients in all day Wednesday and had to pitch to Spurs on Thursday - both new news to her. However, she took both in her stride and rose to the challenge delivering brilliantly on both days.”

Lucy Salter, Client Service Director at Aqueduct - March, 2017 shout outs at Aqueduct after a Client Workshop and a Pitch

“Firstly the preparation for the meeting was excellent. (personas, Wires mapped on the walls etc), and secondly for chairing the meeting so well. She stood up to the product owner and gave justification behind all UX change requests. I was very impressed.”

Sean Leah, Head of Project at Aqueduct - March, 2017 shout outs at Aqueduct after a Client Workshop

“It has been a pleasure, for me and the whole Theo team, to have worked with you over the past year…

As you know, our next product launch is a huge achievement for Theo, one that certainly could not have been accomplished without your dedication and UX expertise…”

Gilbert M. Flaitas, CEO at myTheo - August, 2016 from a reference letter

“Sara is both a talented UX designer and a lovely person to work with. She is able to dive right in and understand the most complex, challenging problems and respond with elegant, creative solutions that impress both her fellow team members and clients. Sara is great at collaborating with other designers and is very thorough and detailed in her thinking. I look forward to getting to work with her again.”

Allyson Hollingsworth, UX Lead at Fluid - November, 2015

“Sara is an enthusiastic, brilliant designer and I'm glad I had the chance to work with her.

Whether building a product or refining a small feature she has a keen eye for detail but also knows how to keep the bigger picture in sight. Thanks to her experience, she knows when to use each of the gadgets of the UX toolkit. I would definitely love to work with her again!”

Laura Bustaffa, IA Lead at Doralab - May, 2015