

UX Design Portfolio

Mayur Srivastava, MS Human Computer Interaction



Industry Projects

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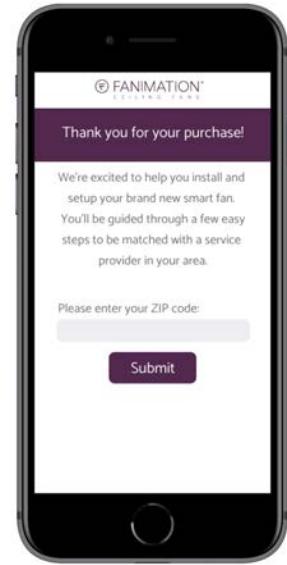
<https://www.mayursrivastava.com>

[Download Resume](#)

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FANIMATION®
CEILING FANS





Industry Project

Company Overview

Fanimation starts business from garage in Pasadena, California more than 30 years ago. CEO Tom Frampton designed our first fan: The Punkah®. With a unique design and innovative approach, this fan launched what is today Fanimation.

Tom's passion for historic fan design and worldwide travel has inspired our product lines since our inception.

Today, Fanimation is an international brand available in more than 1,500 showrooms in 23 countries.



Project Overview

Fanimation is interested in creating a leadership position in the “smart home” market, growing the price, volume and mix (PVM) of its core ceiling fan business.

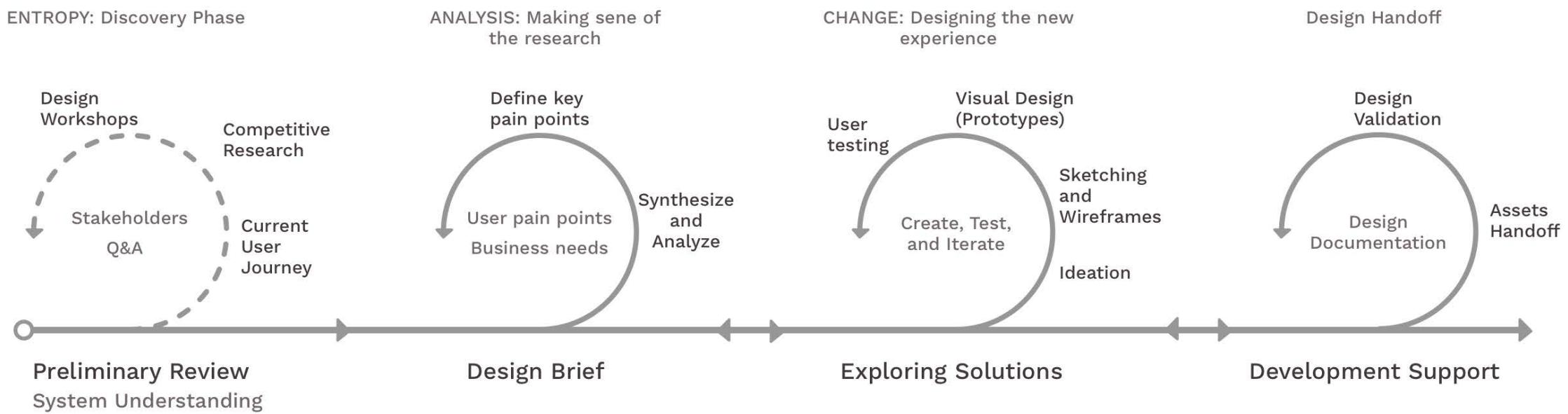
Goal : Design mobile Service application for DIY Customers to Improve the Service Quality and customer experience

Project Type : This project was an Industry project for the Internet of Things Interface Design for Business Innovation course at IUPUI taught by Professor of Practice Lou Lenzi, Ex Design Director, GE Appliances

Role : UX Designer & Researcher



Design Process





Research



Stakeholders

DIY customers

Energy companies

Home device manufacturers

Security of customers



User Needs & Demand

Seamless integration

Useful and convenient
functionality



Competitors

Amazon

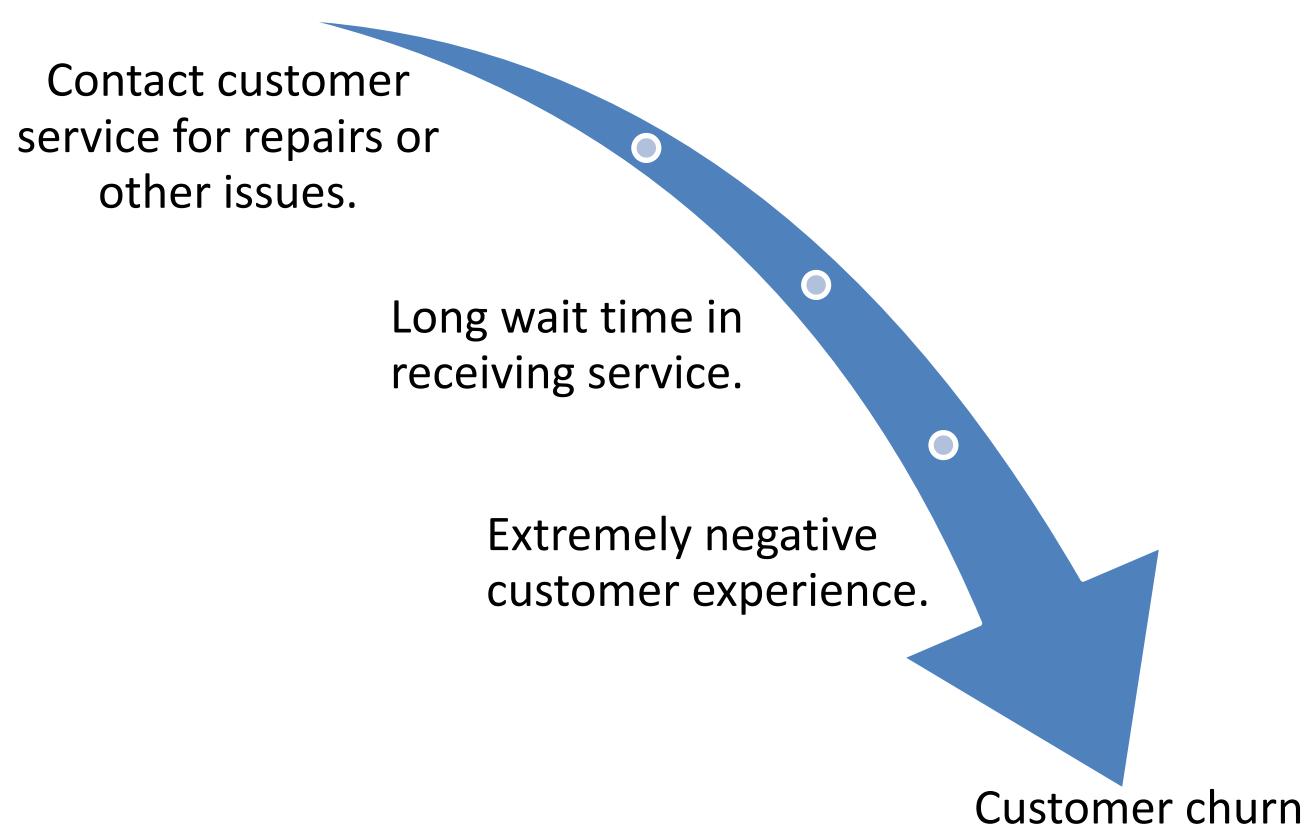
Google

Samsung

Wink



Problem Statement





Customer Segment

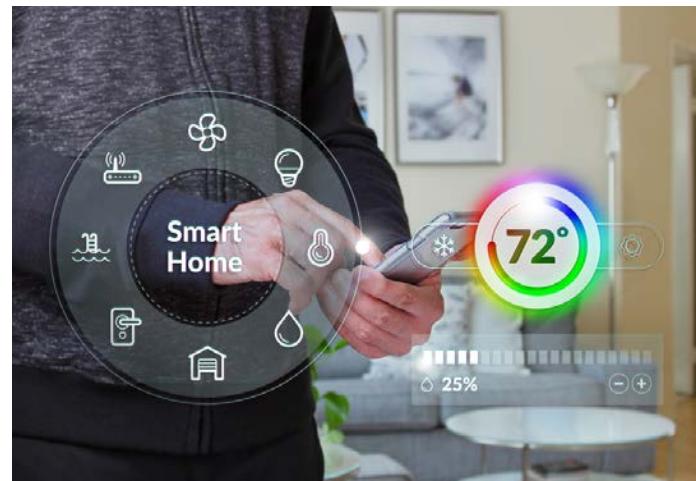
- People that own or want to buy a smart HVAC system
- People looking to refurbish home with new ceiling fan(s)
- Desire for convenience and automation
- People not needing an entire home automation system



Key Pain Points



- ❑ High energy cost
- ❑ Manual inputs to control HVAC
- ❑ Manual control ceiling fan air flow
- ❑ Different services across different apps
- ❑ High cost of many smart devices





Customer Profile



Hugh Lenzi

- A 39 year old dad with an interest in smart home technology
- Looking to update home appliances to make his house more comfortable
- Prioritizes convenience



Customer Journey



Product Selection and purchase



Product packaging



Product Installation



Customer Journey



Product packaging Missing Parts



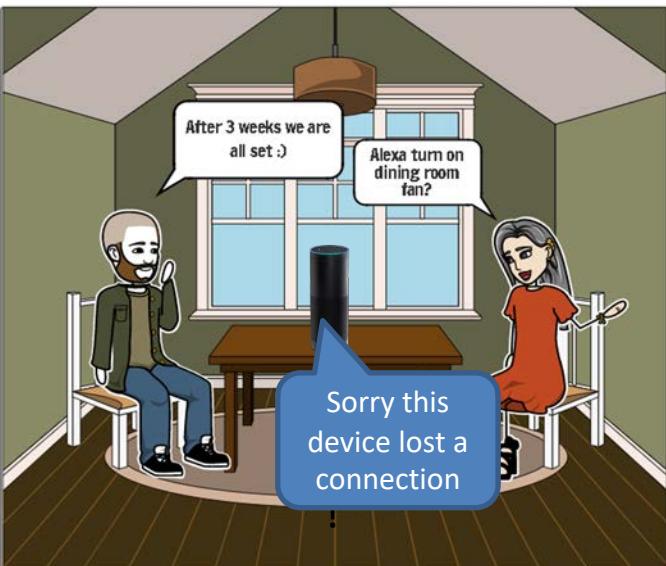
Customer Support & Service







Customer Journey



Operation via voice interface



Customer Support and services

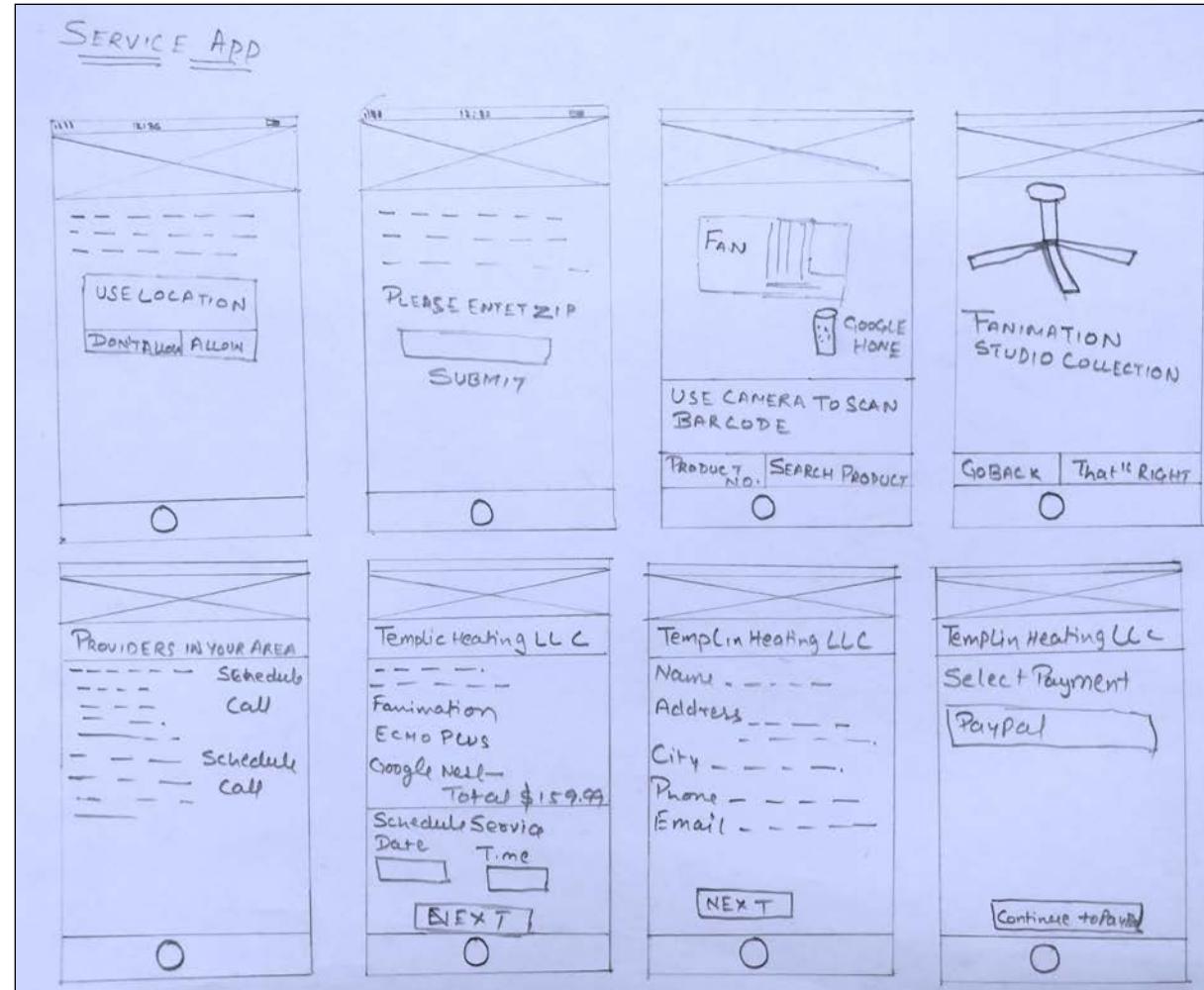


Product returned

Brainstorm & App Design



Sketch Service App





Design Leaflets



Promotional add and service request QR code for product packaging and install service app guideline.

Congrats on your new fan!

We know you must be excited to get your Fanimation smart fan up and running. We would love to help make this process as easy as possible for you, so we're offering you a **20% discount on our Fanimation certified Smart Home Setup service.** Simply use the QR code below to get started, indicate the devices you need installed, and we will match you with a partnered technician in your area to schedule the installation. Thank you for your continued support!



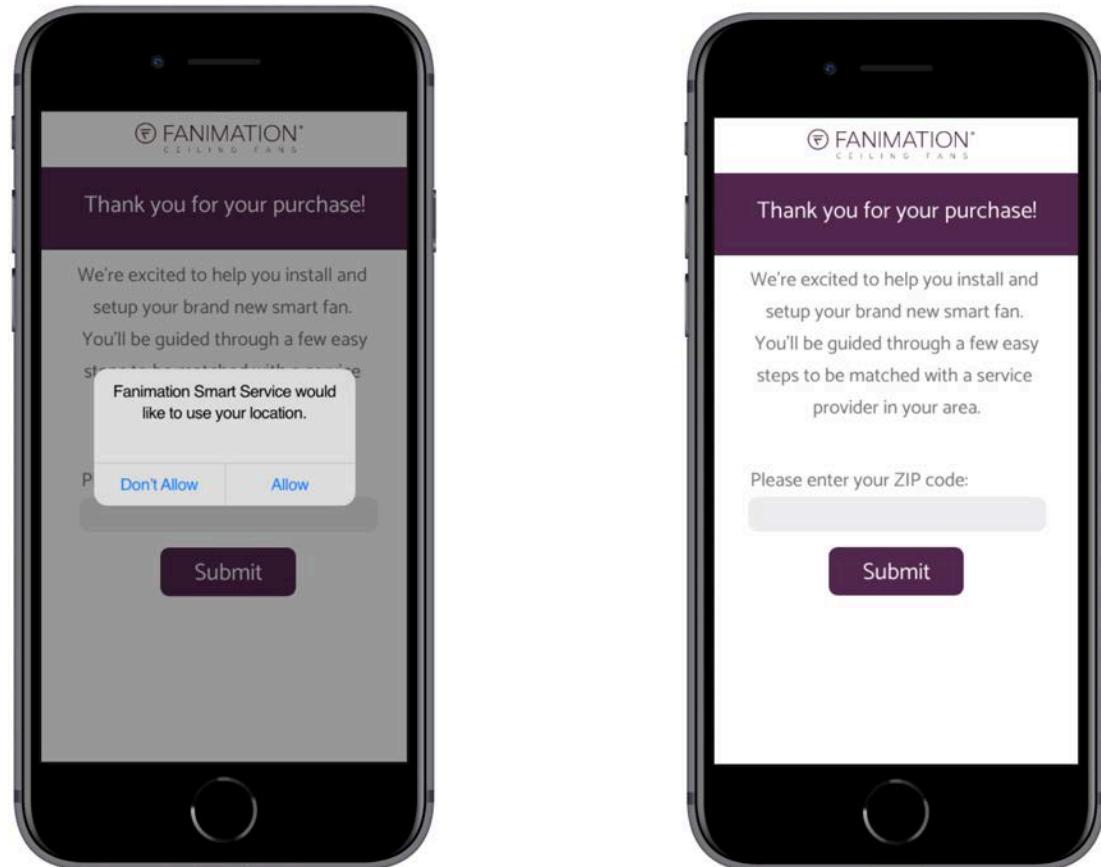
<https://fanimation.com/smart-setup>





Prototypes

Step-1 Install application and ask user allow to use your location



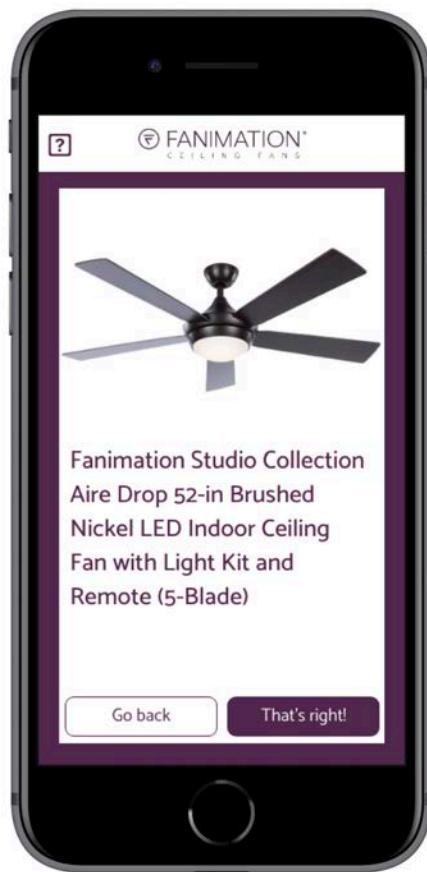
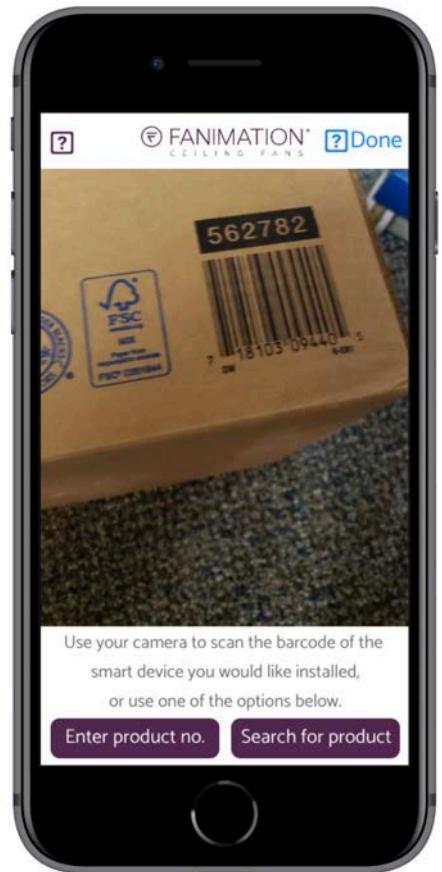
Service App Design

Step-2 Allow user to enter zip code And find user's location



Prototypes

Step-3 Here user could scan product bar code also provide two other option to select right product

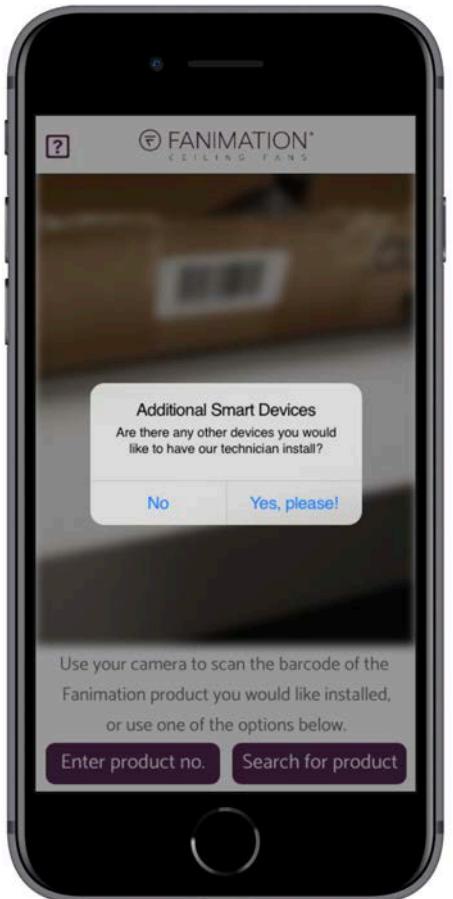


Service App Design



Prototypes

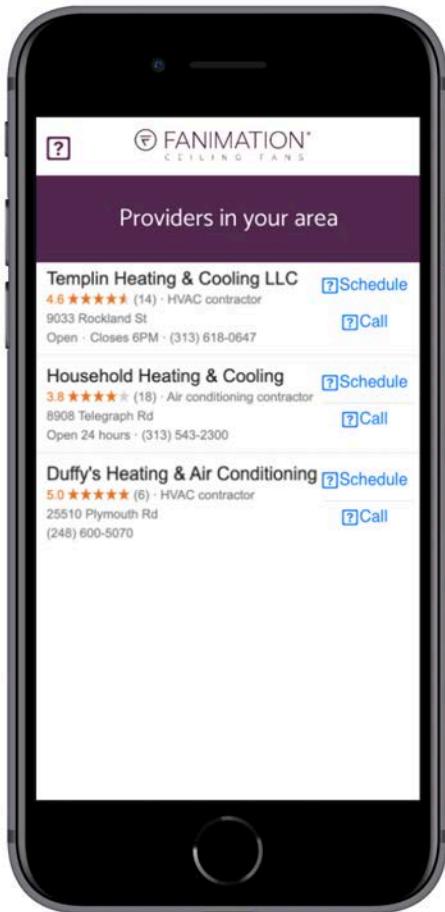
Step-5 Here user could add additional smart device which user want to install by service technician.



Use your camera to scan the barcode of the Fanimation product you would like installed, or use one of the options below.

Enter product no.

Search for product



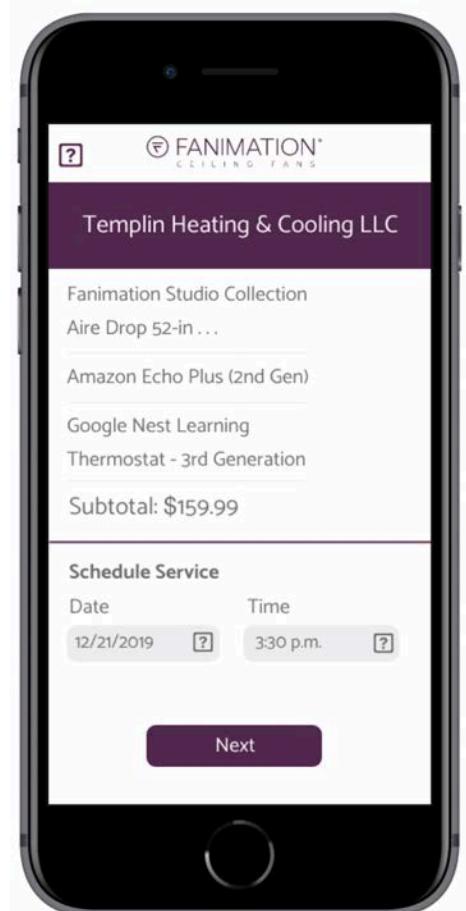
Service App Design

Step-6 Here user could see list of service provider near by area.



Prototypes

Step-7 Here user could see total cost and schedule service date and time as per user preference.

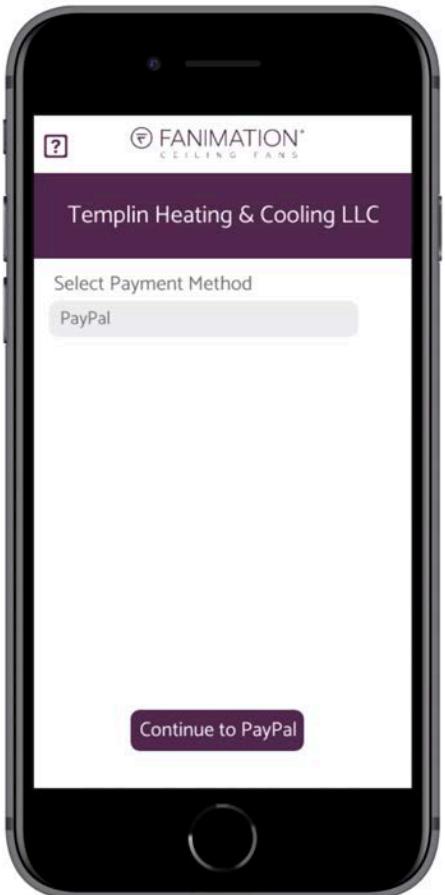


Service App Design

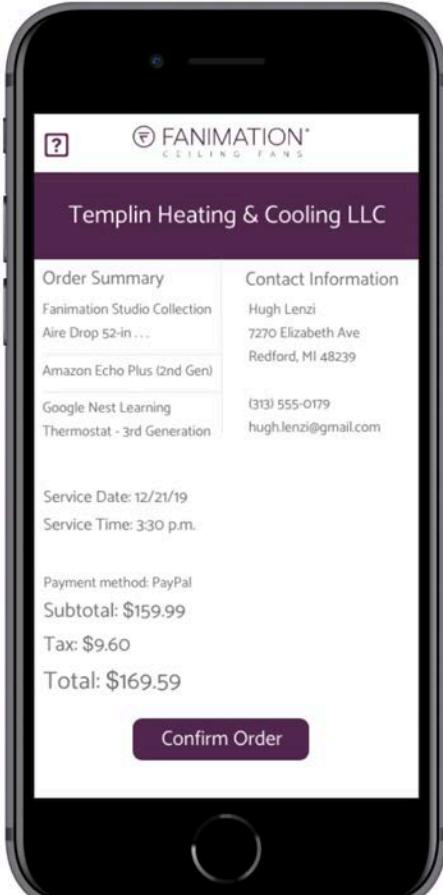


Prototypes

Step-9 Here user would select payment method.



Service App Design

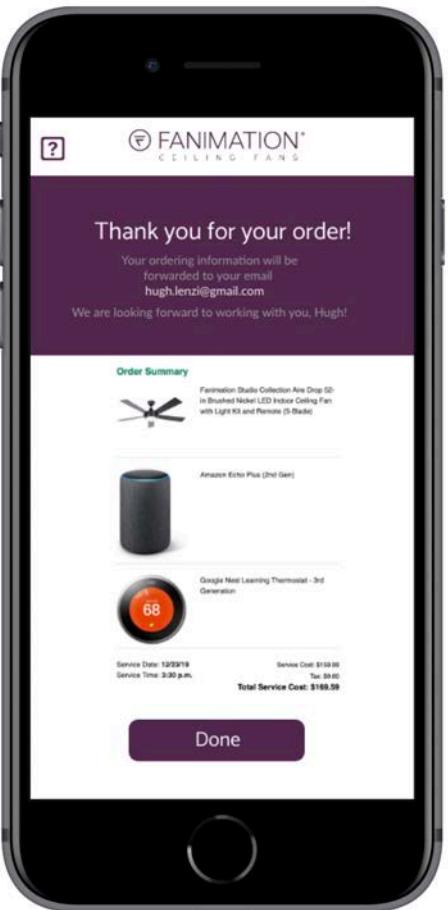


Step-11 Here user would see final order summary before press confirm order.



Prototypes

Step-10 Final order confirmation.



[View full interactive wireframes](#)

Service App Design

User Testing

Fanimation Existing Customers

Online Visibility

[Contact Us](#) | [Product Support](#) | [Find an Authorized Dealer](#) | [Dealer Portal](#) | [Technician Portal](#)

 [Blog](#) |  [Login](#) |  [Register Product](#) |  [Search](#)



[View online desktop service link](#)



Online Visibility



FANIMATION CERTIFIED

| HVAC pros nearby

Sponsored ⓘ

24-7 Plumbing

5.0 ★★★★★ · See reviews

Serves Indianapolis

Open 24/7

(317) 676-8704

One Hour Heating & Ai...

4.7 ★★★★★ · See reviews

Serves Indianapolis

Open 24/7

(317) 647-8629

Venti Heating and Coo...

5.0 ★★★★★ · See reviews

Serves Indianapolis

Open now

(317) 676-8751

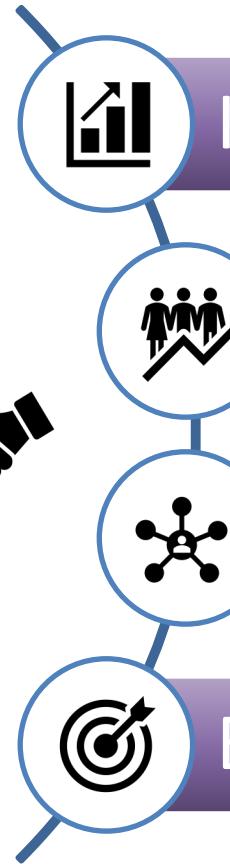


More HVAC pros



Overall Benefits

Increased customer experience



Increased product value

Improved customer service

Brand new revenue stream

Become leader in smart fan products

Results

Improve customer experience



Customer Experience



Product Selection and purchase



Product delivery and packaging



Customer Experience



Promotional add and service request QR code

Congrats on your new fan!

We know you must be excited to get your Fanimation smart fan up and running. We would love to help make this process as easy as possible for you, so we're offering you a **20% discount on our Fanimation certified Smart Home Setup service**. Simply use the QR code below to get started, indicate the devices you need installed, and we will match you with a partnered technician in your area to schedule the installation. Thank you for your continued support!



<https://fanimation.com/smart-setup>

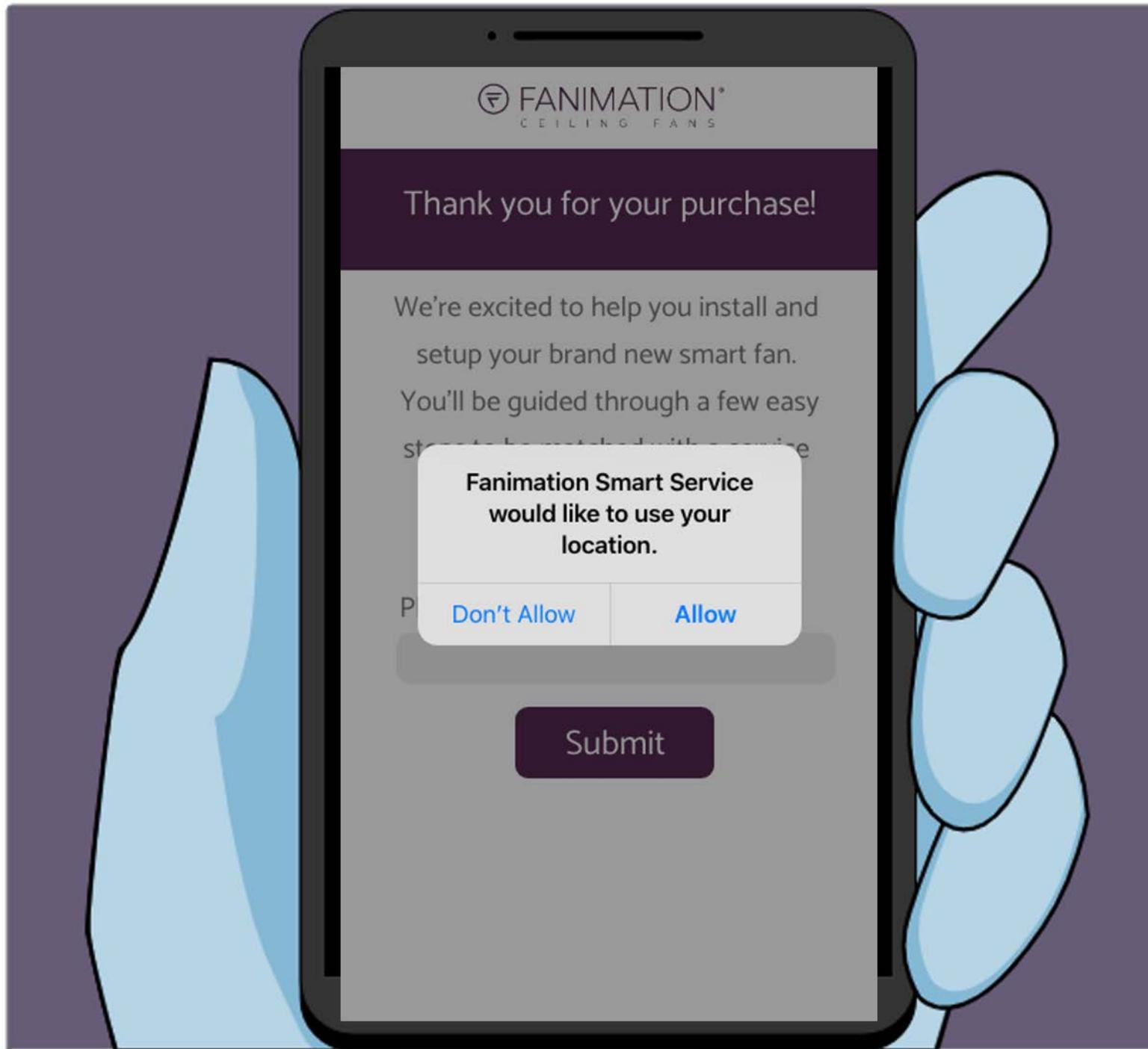


Customer Experience



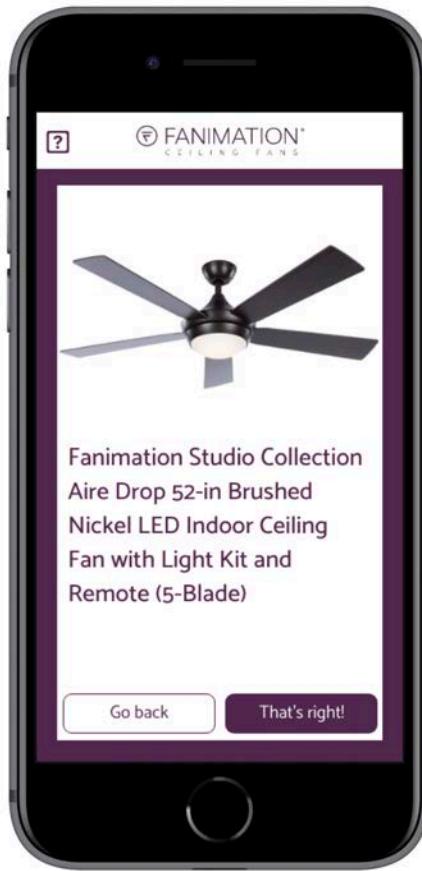
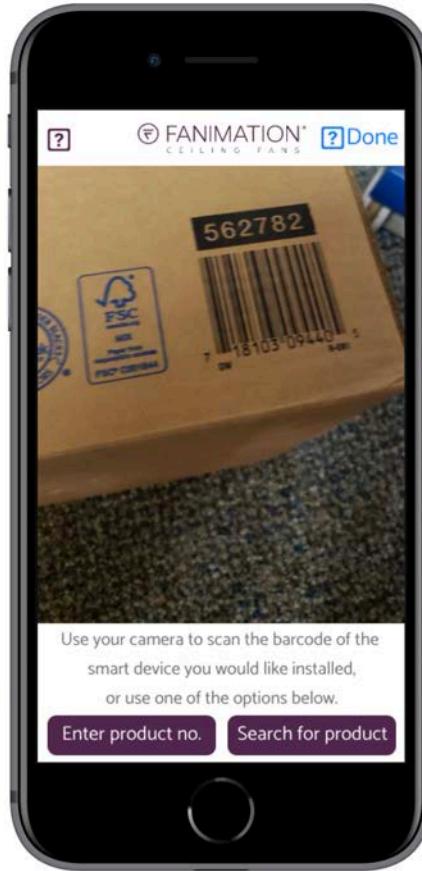
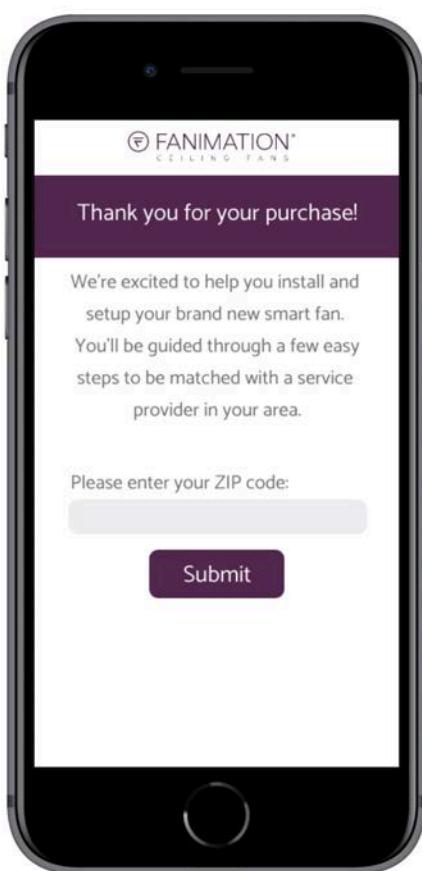
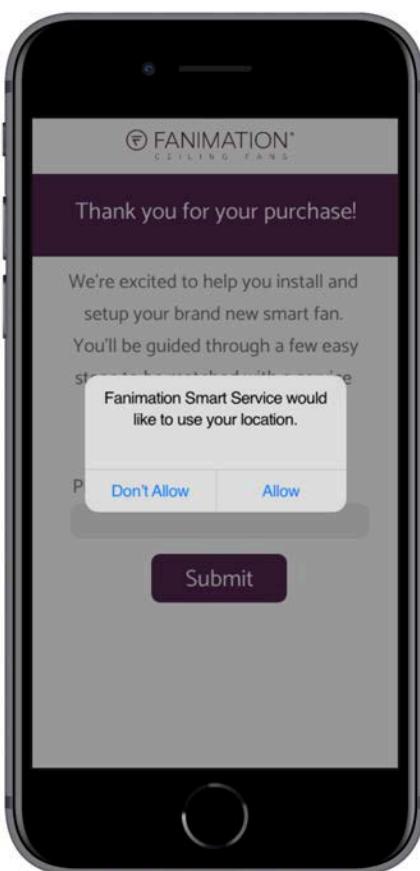
Product Installation and device configuration







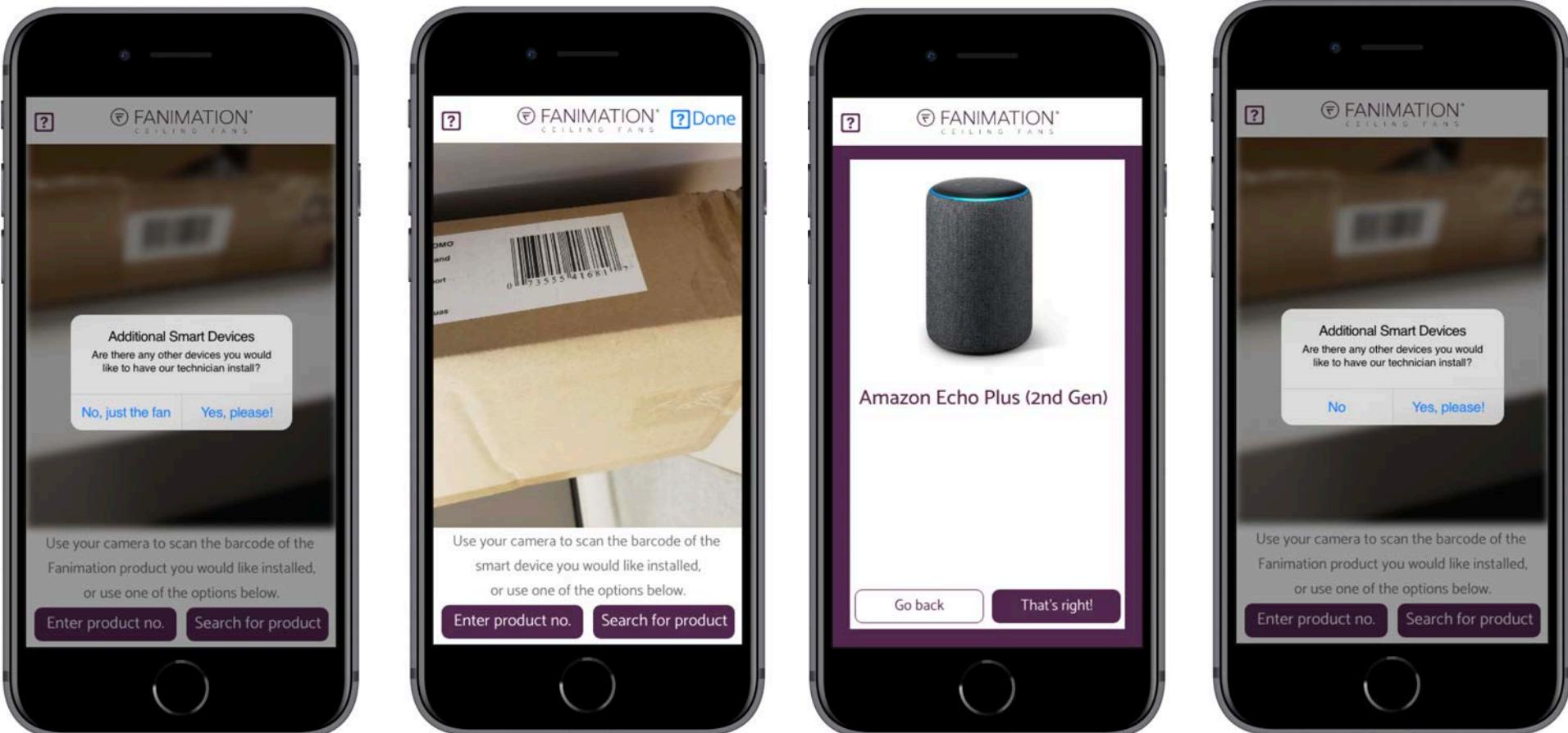
Customer Service App Interface



[View full interactive wireframes](#)



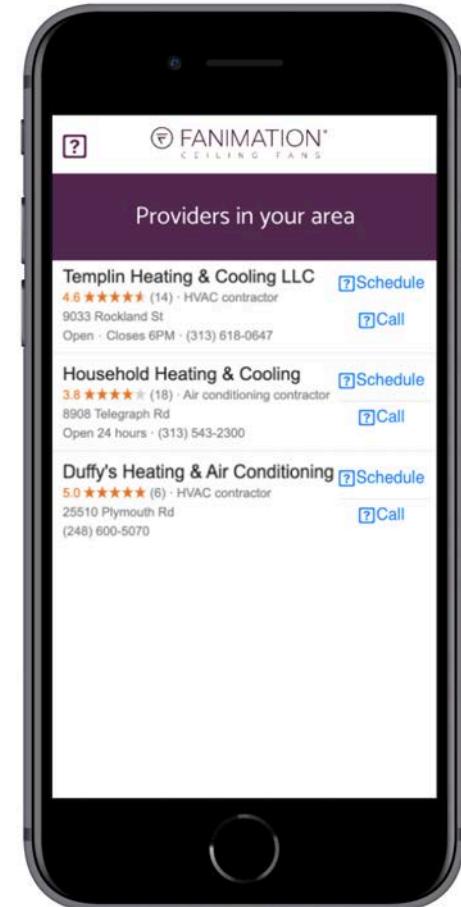
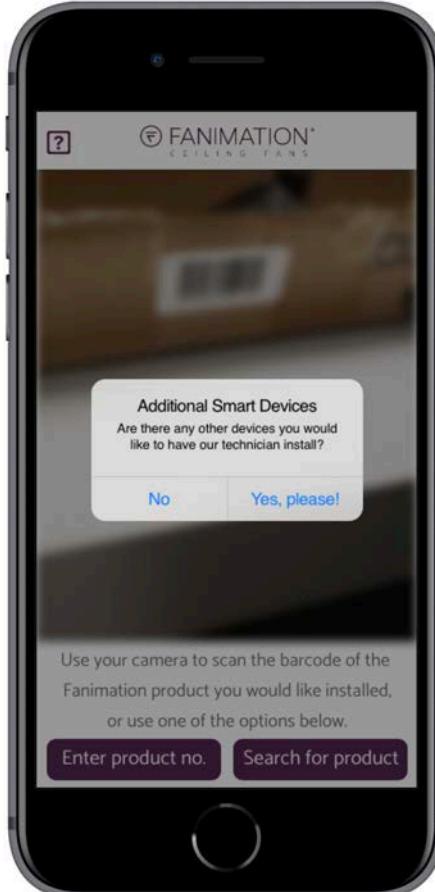
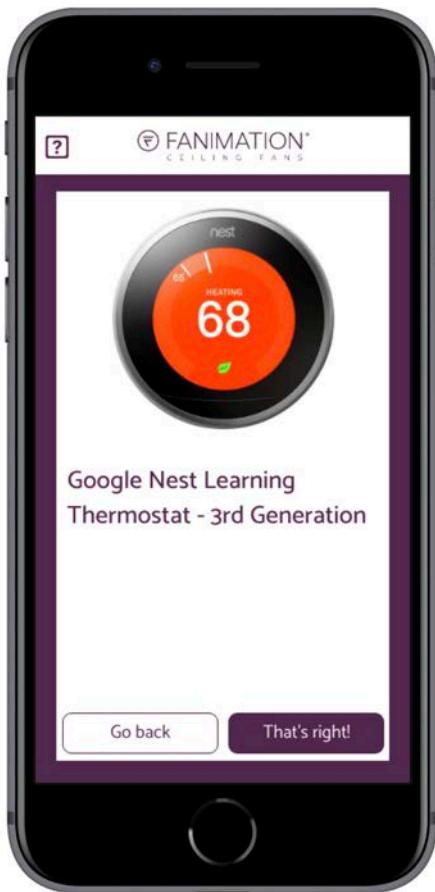
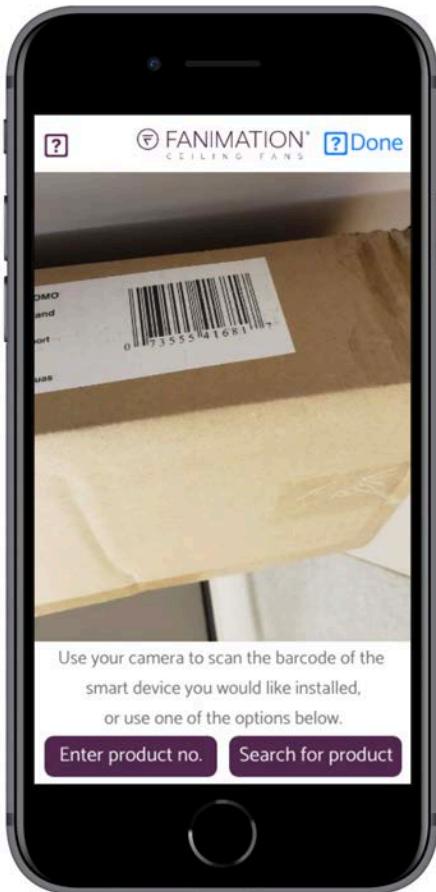
Customer Service App Interface



[View full interactive wireframes](#)



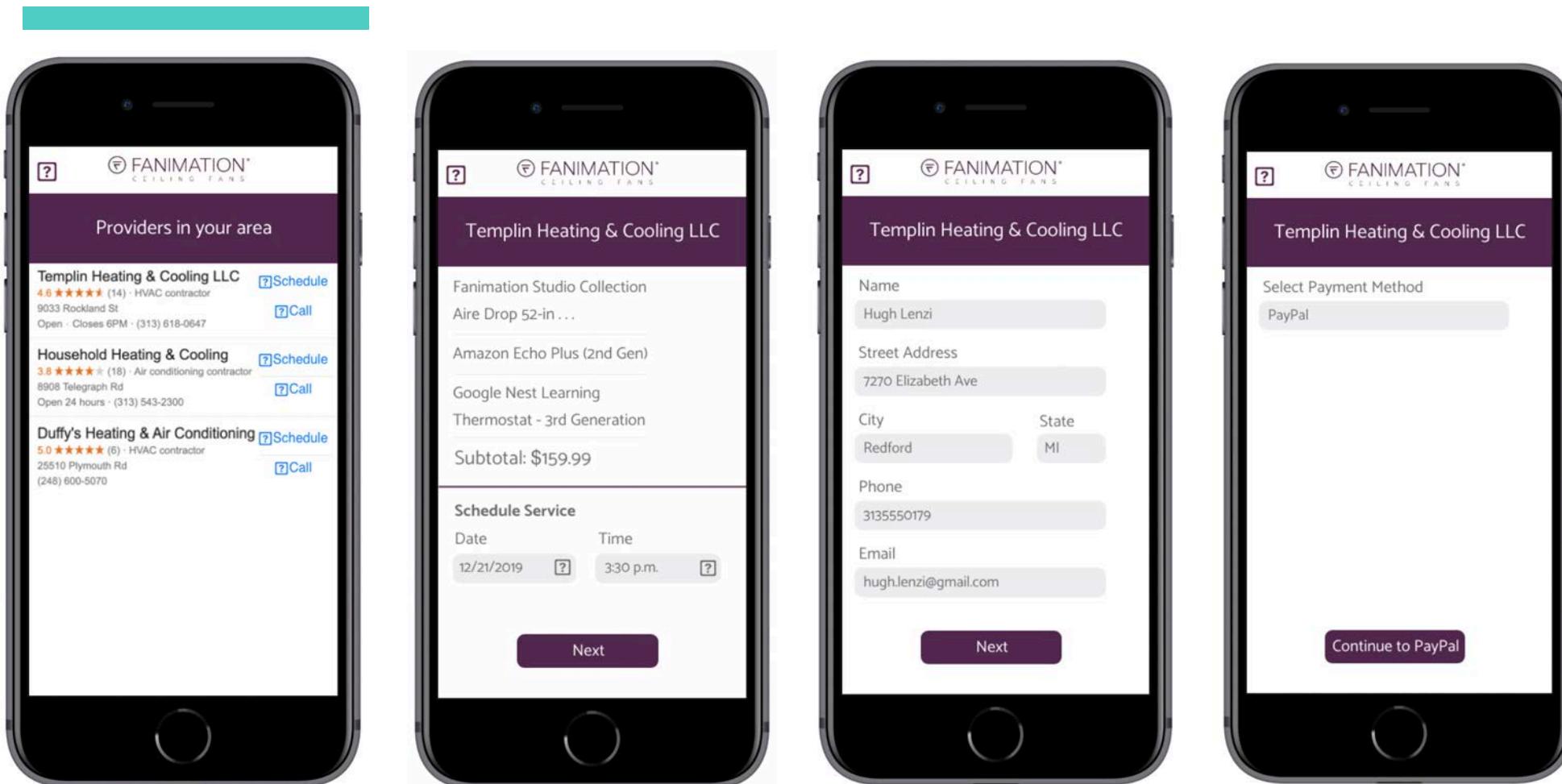
Customer Service App Interface



[View full interactive wireframes](#)



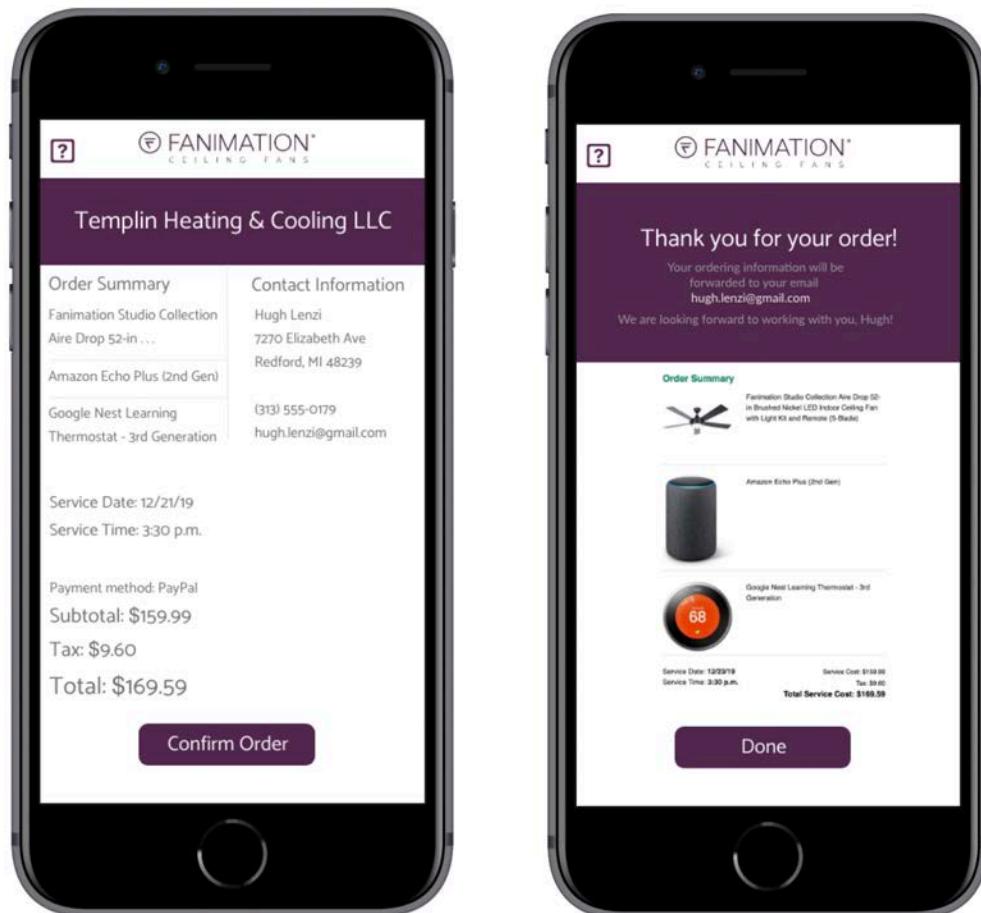
Customer Service App Interface



[View full interactive wireframes](#)



Customer Service App Interface



[View full interactive wireframes](#)

4 Days Later



Customer Experience



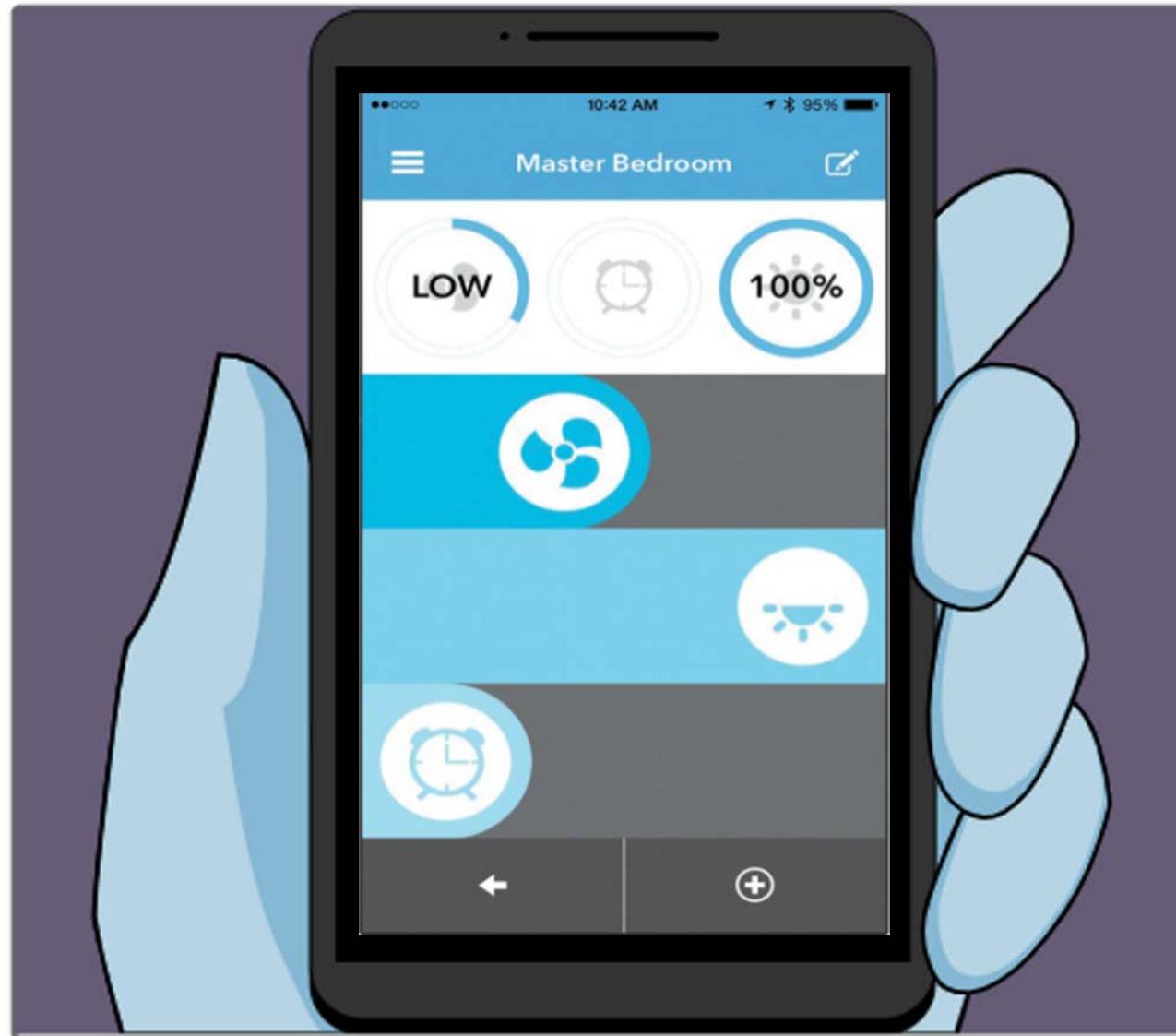
Customer Support and services

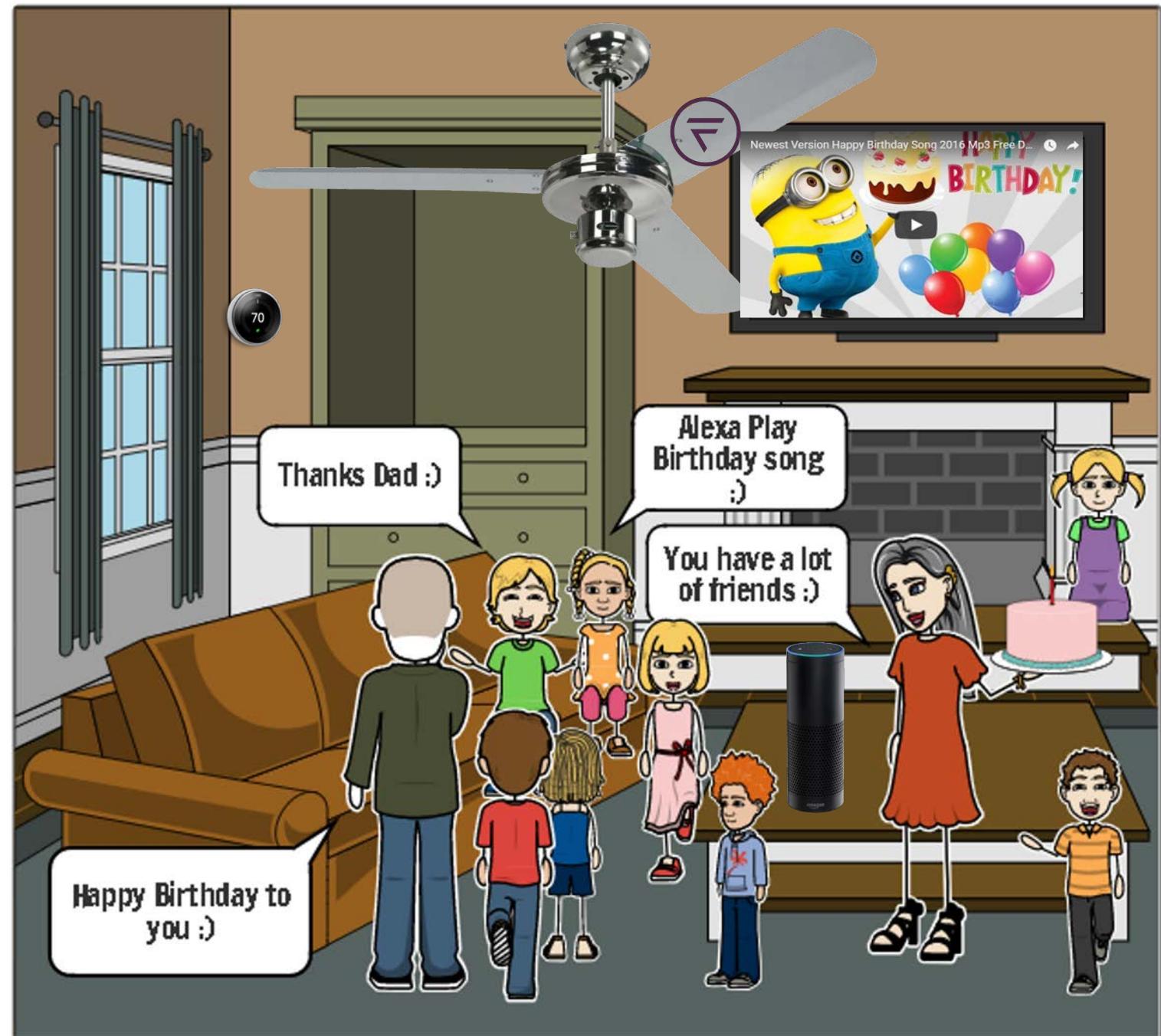


Product Training and ramp up



Product Training and ramp up





One Month Later





Smart Fan Value Proposition



- Automated connection between Ceiling fan and thermostat
- Comfortable indoor temperature while saving on energy costs
- Mobile app integration to monitor energy control



Value for both customers and Fanimation

Purchasing a fan Sync Thermo-fan

- ❑ Lower price point relative to non-smart fans
- ❑ Sell installation service bundled with fan purchase

Purchasing the Fanimation Smart Home Installation

- ❑ Price based on amount and complexity of devices
- ❑ Offer a discounted Thermo-fan with purchase



“Great user experiences are powered by customer and user-centric thinking in all aspects of design and development.”



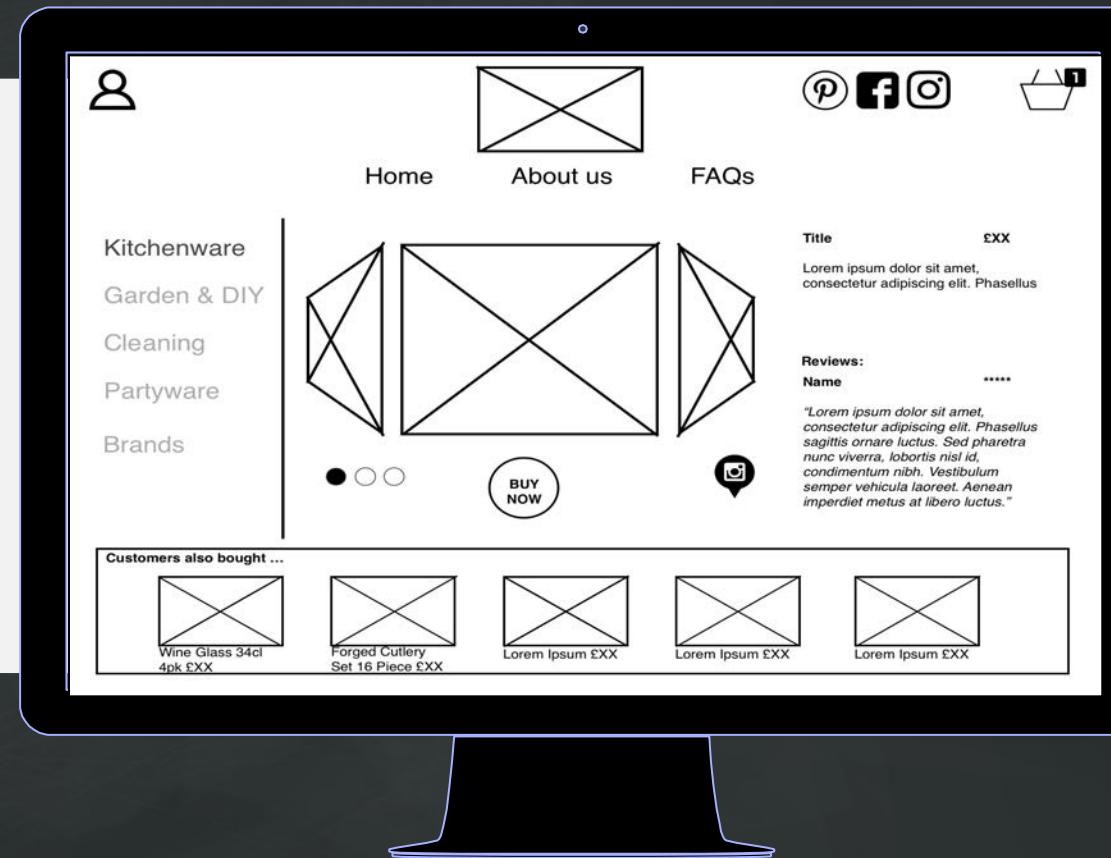
Thank You!

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Design Ecommerce Web App

SPLENDID HOUSEWARES



THE CHALLENGE

PROJECT SCOPE

Must...

Have a clear way of locating specific products

Support single page for each product

Allow customers to purchase more than one product

Clearly signpost popular products



PROJECT BRIEF



Design a new ecommerce website to showcase the shop's products while maintaining brand image



Maintain 'small shop' appeal and great customer service

ABOUT THE COMPANY

THE BRAND

- ▶ **Serve small business and customers in the local area**
- ▶ **Business model based on customer service, reasonable pricing and keeping it local**
- ▶ **They prioritise face-to-face contact and can accommodate store collections**

PERSONALITY



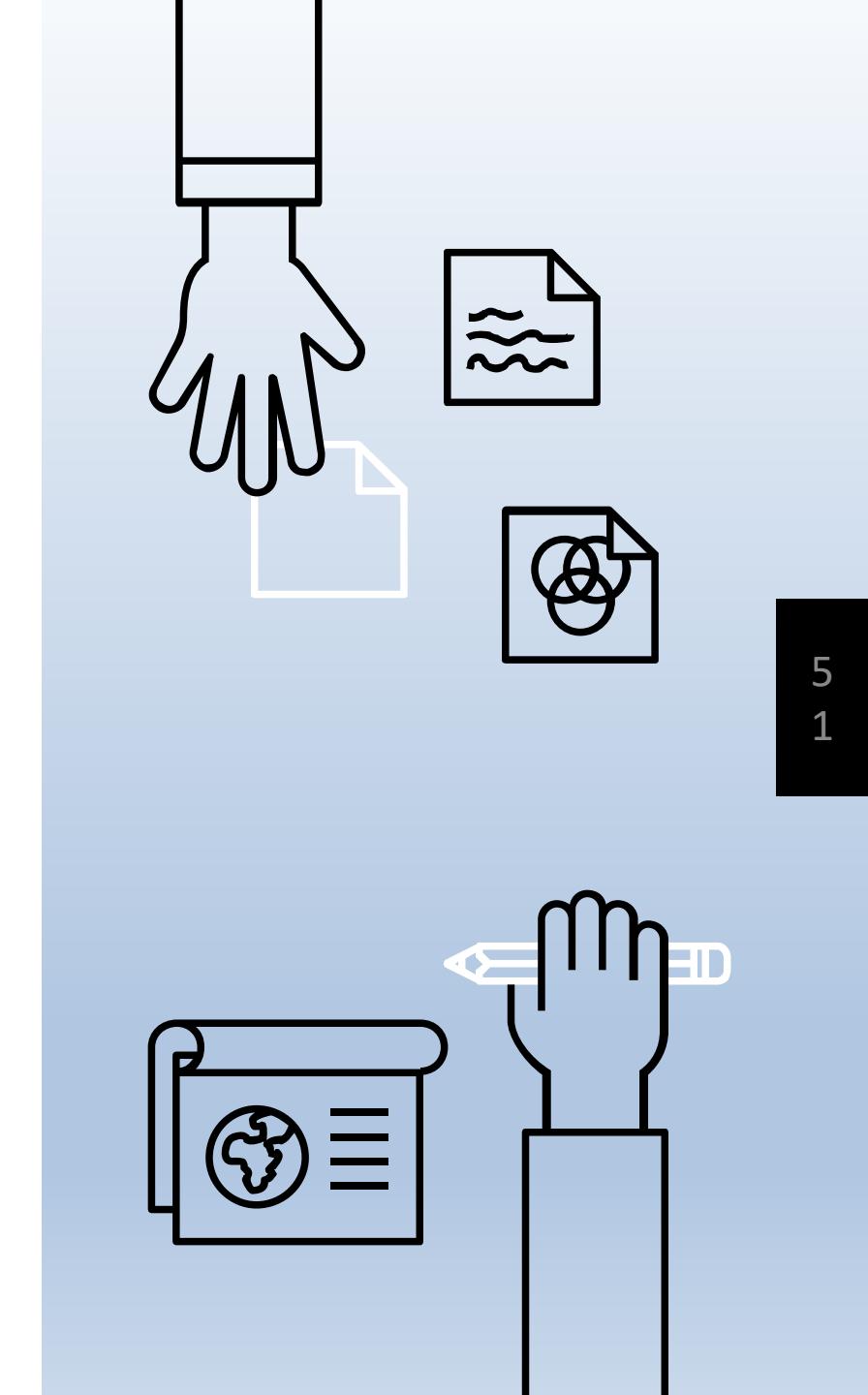
Friendly



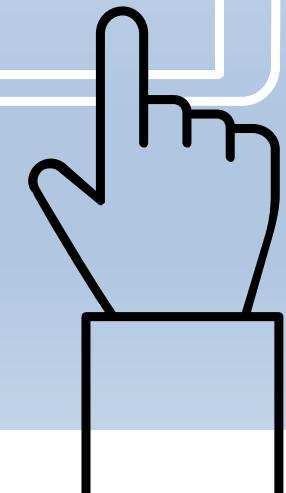
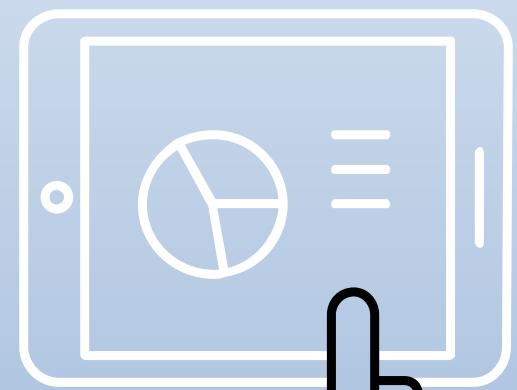
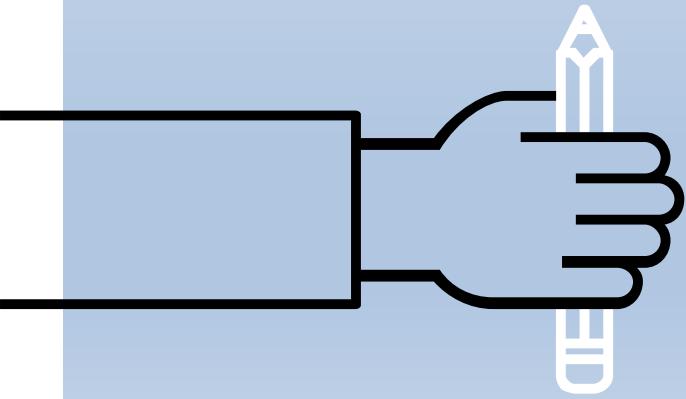
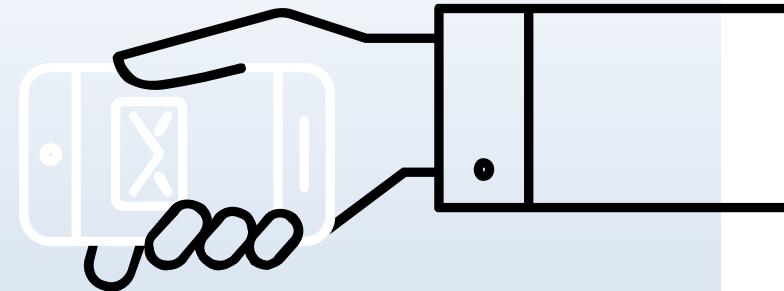
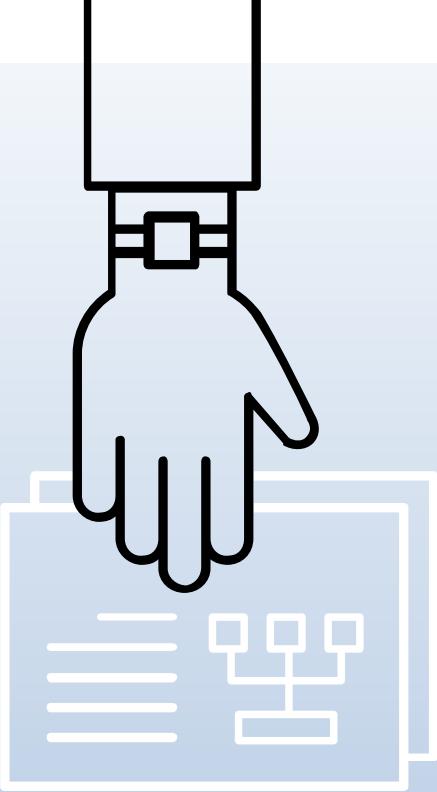
Local



Knowledgeable



DISCOVERY PHASE



USER PERSONA

Valentina

- ▶ **Can doubt her purchases and wants to feel confident in her choices**
- ▶ **She wants to get easy to come by information in order to make a good purchasing decision on a budget**
- ▶ **Supports local businesses**



"Let's spread some positive energy."

USER INTERVIEWS & AFFINITY DIAGRAM

CONTEXT

- ▷ Go online to buy specific products for their home or for a special occasion

WORKFLOW

- ▷ Look for inspiration for the product they want (social media, catalogue, search engine)
- ▷ Go direct to the site to buy or search for cheapest place on Google

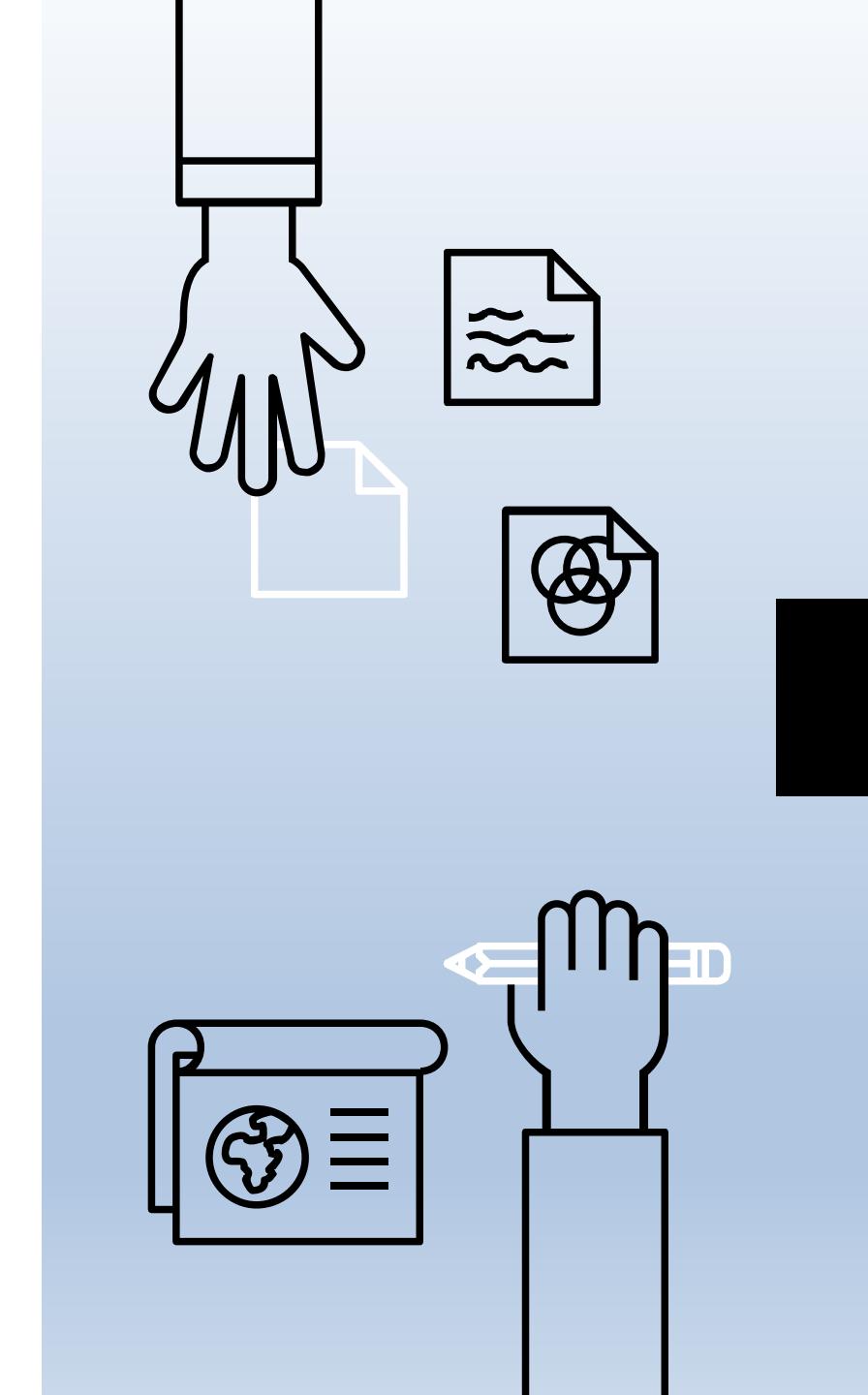
PAIN POINTS

- ▷ Imagining how product will look in their home (size and look/feel)

"Item was unexpectedly too big for our home when it was delivered."

- ▷ Delivery often not communicated clearly enough and packaging often inadequate

"Find a delivery time slot can be hardest part of the process."



COMPETITOR RESEARCH - COMMON FEATURES

| | Sign in/register feature | Recommended products | Search feature |
|---|--------------------------|----------------------|----------------|
|  LABOUR AND WAIT 18 CHESHIRE STREET • LONDON • E2 | ✓ | ✓ | ✓ |
| Spitalfields | ✓ | ✓ | ✓ |
| John Lewis | ✓ | ✓ | ✓ |

COMPETITOR RESEARCH - OPPORTUNITIES

Social

All sites lack a community feel which is key to our brand

Product page

Only a few of the competitors show multiple images

Collection

Only one of the sites offer a collect option, could we do the same?

Corporate

HOUSE OF FRASER

John Lewis

habitat[®]

Multiple Images

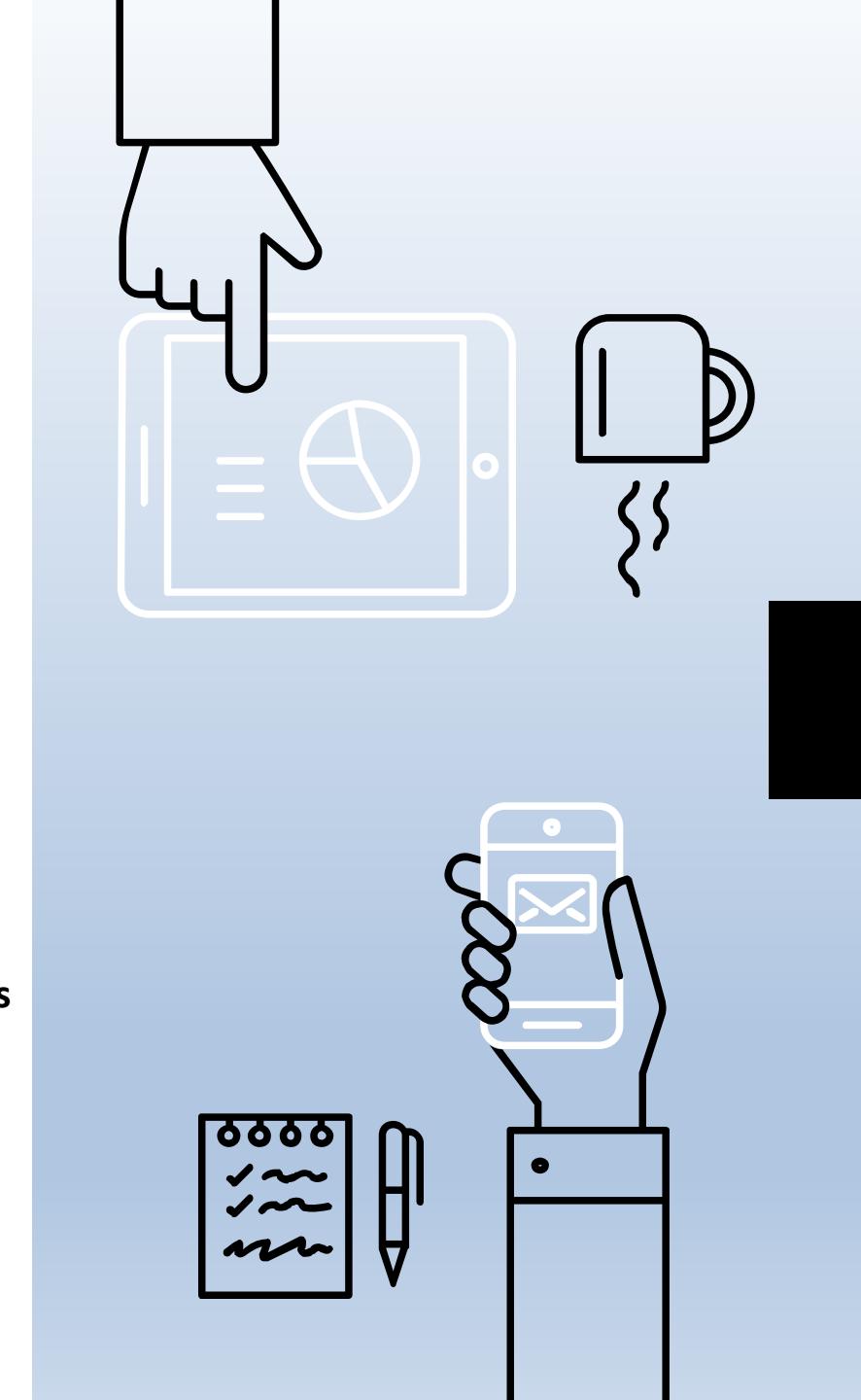
Single image product page

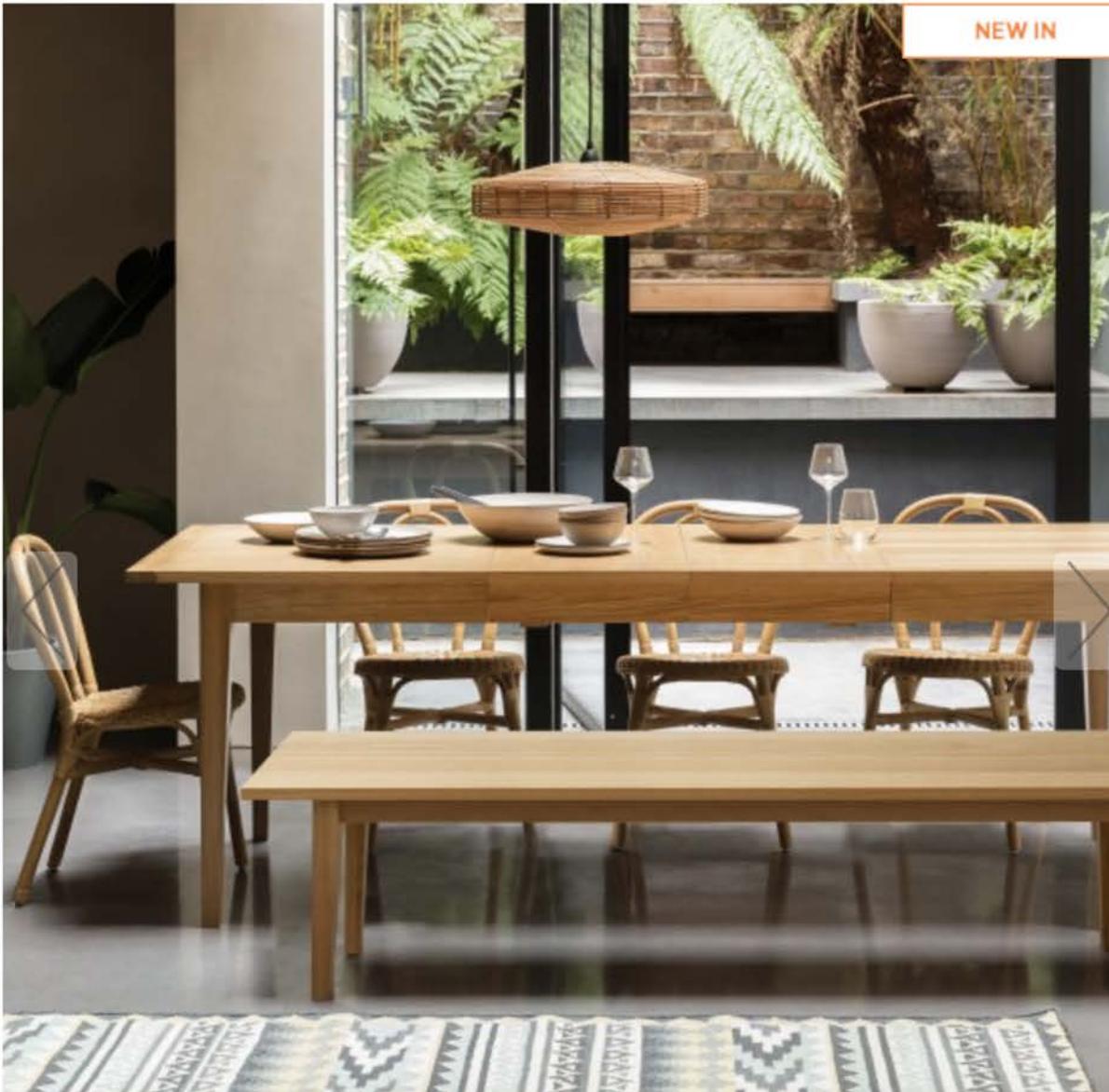
LABOUR AND WAIT
18 CHESHIRE STREET • LONDON • E2

Spitalfields

Splendid housewares

Local





OLIVIA

Eggshell White Dinner Plate D29cm

Colour: Egg shell

5.0 (1)

Delivered within 3-5 days

Available for Click & Collect

Made in Portugal, the Olivia eggshell white dinner plate has a feature speckled rim, created by a hand-applied reactive glaze, making each one unique.

[Read more](#)

£12.00

Quantity

ADD TO BAG

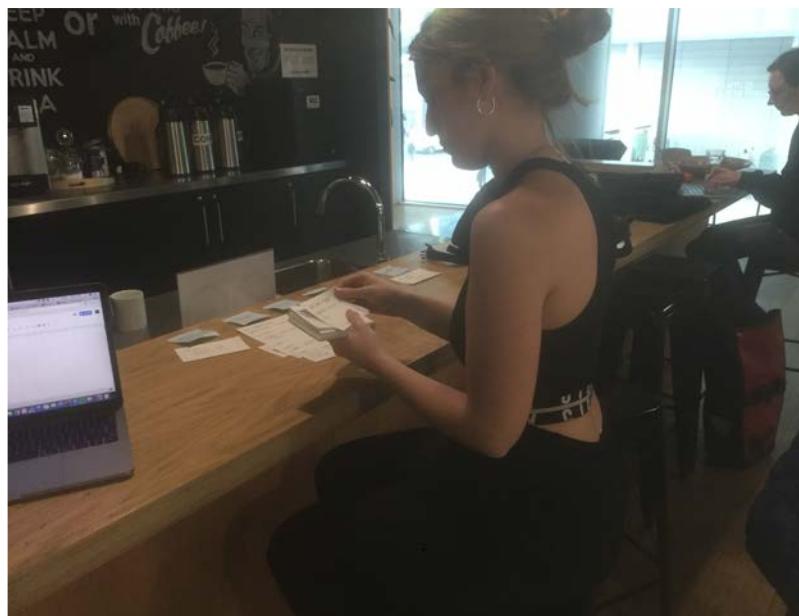
ADD TO WISHLIST

DETAILS & DIMENSIONS

+

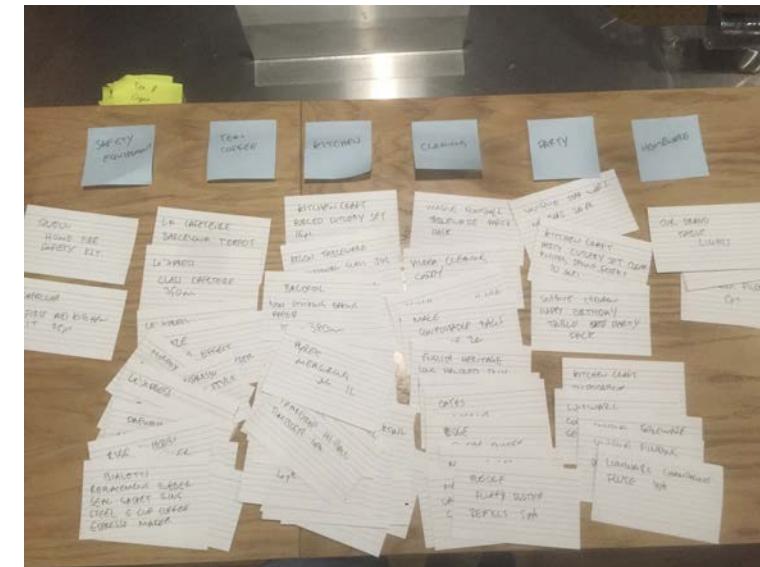
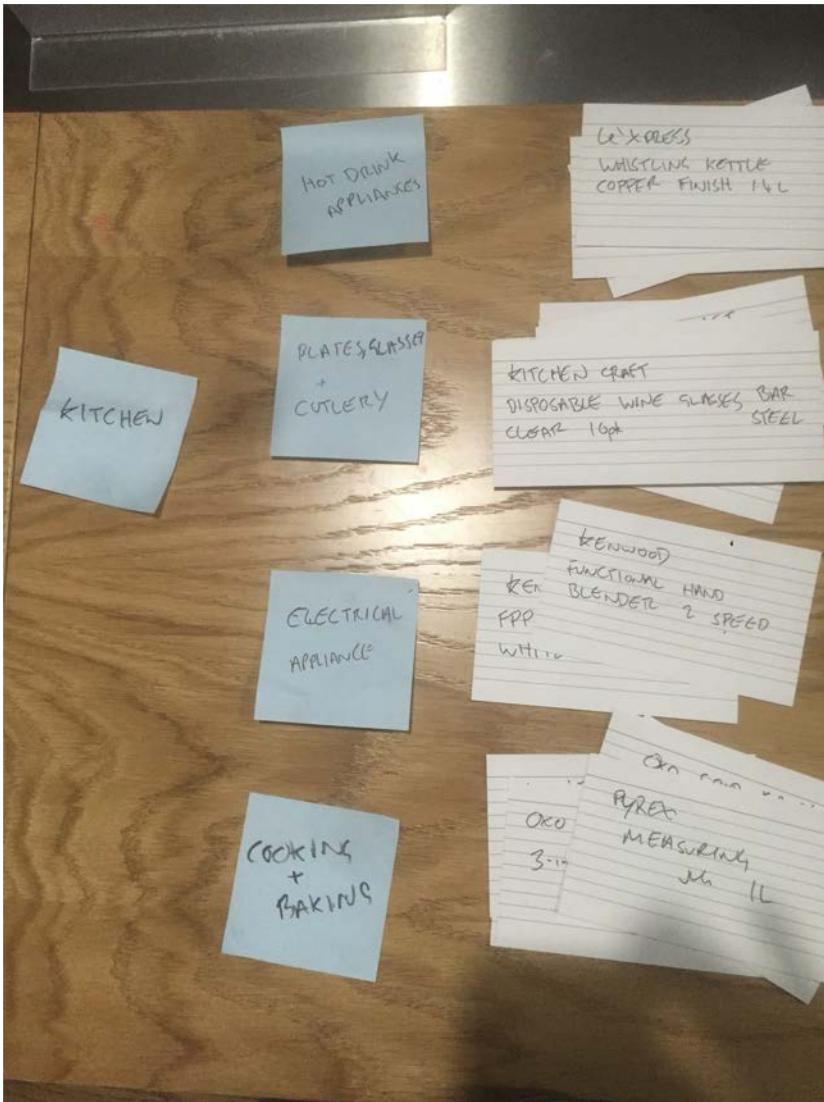


Open card sort



Closed card sort

Closed card sort - Subcategories

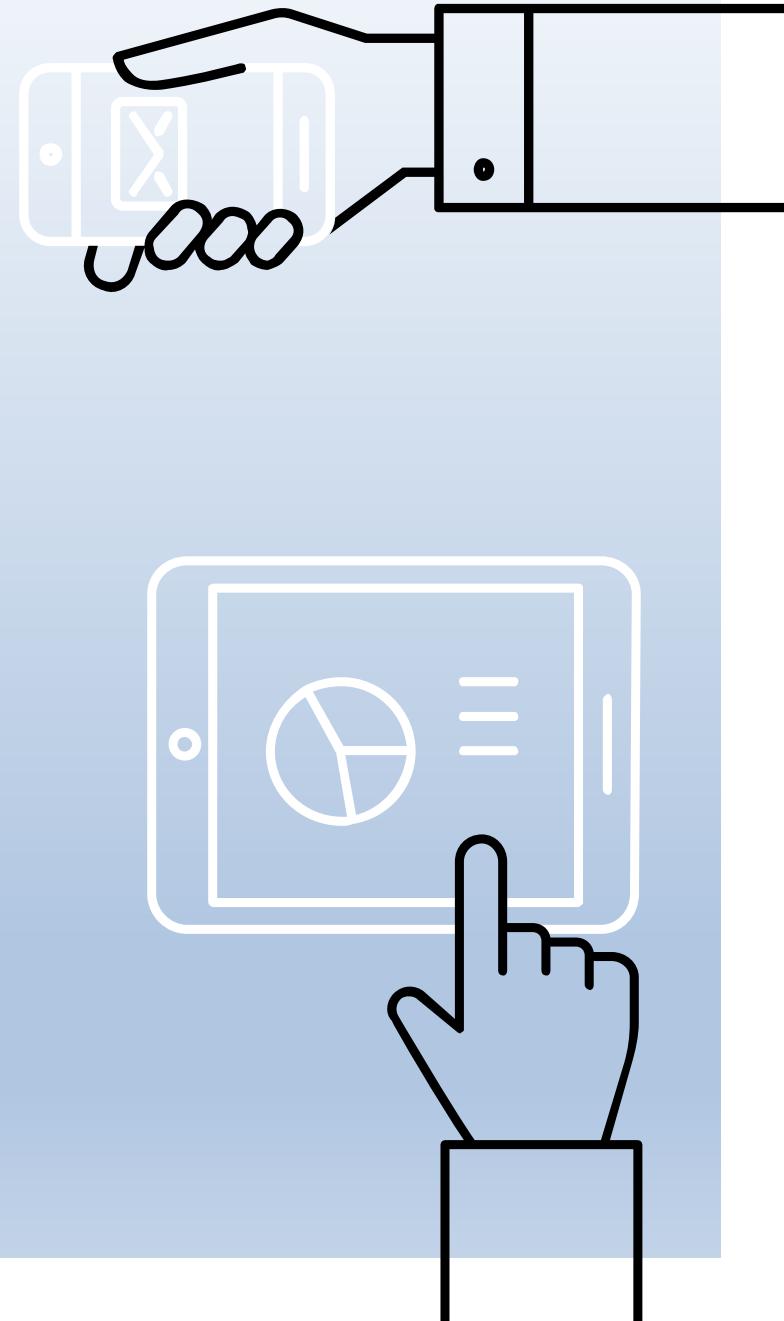


SITE MAP

**Splendid Housewares Site
Map**

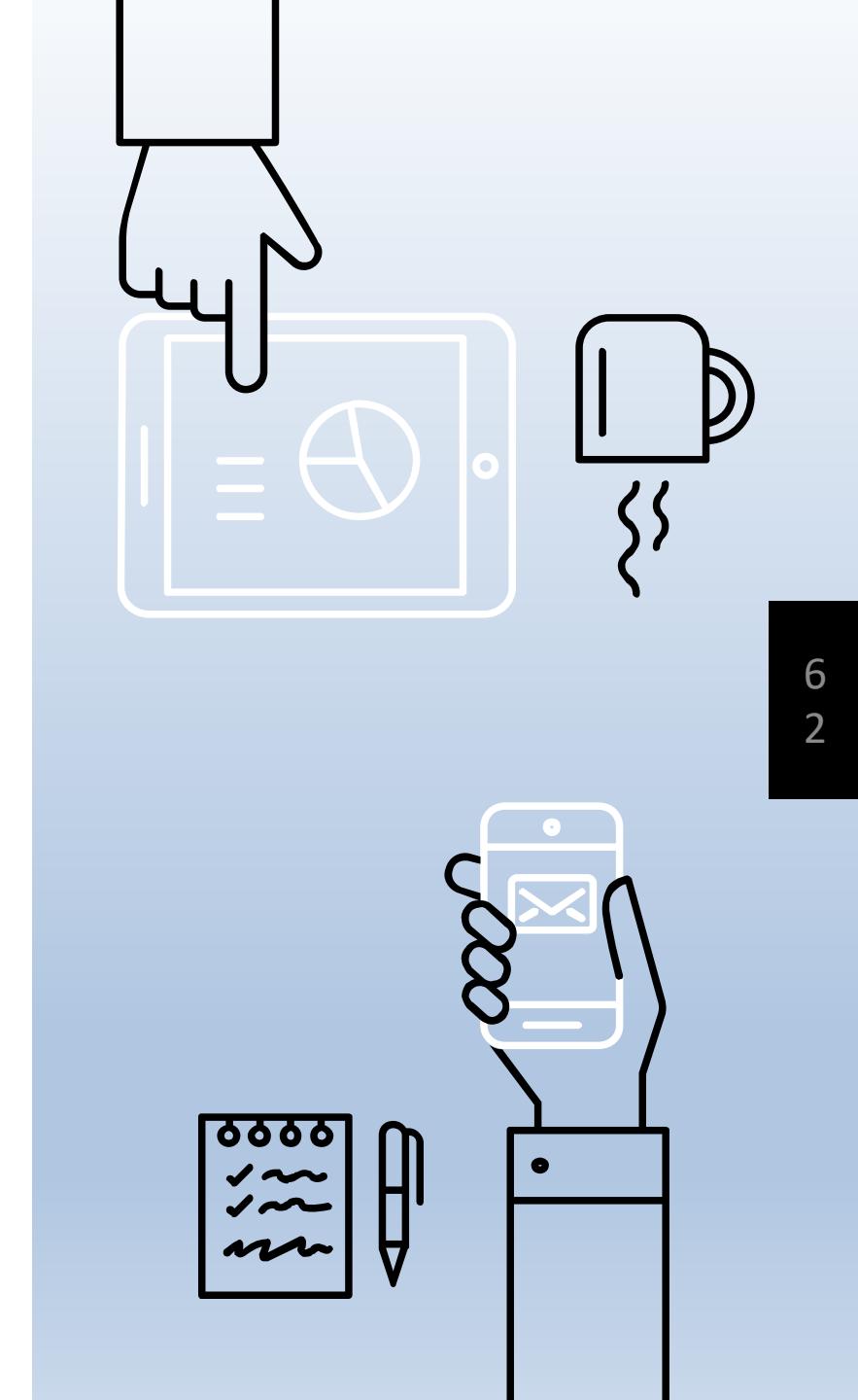


DEFINE PHASE

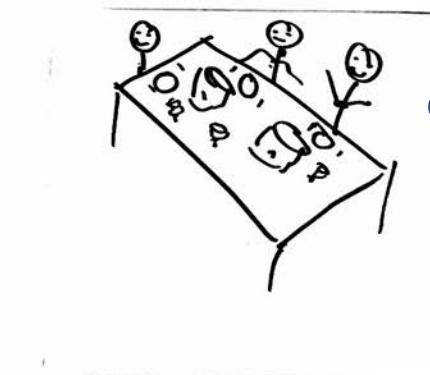
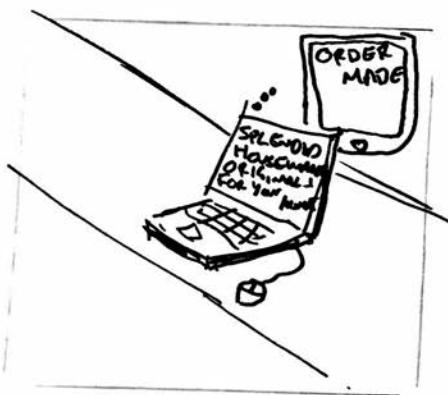


OUR FOCUS

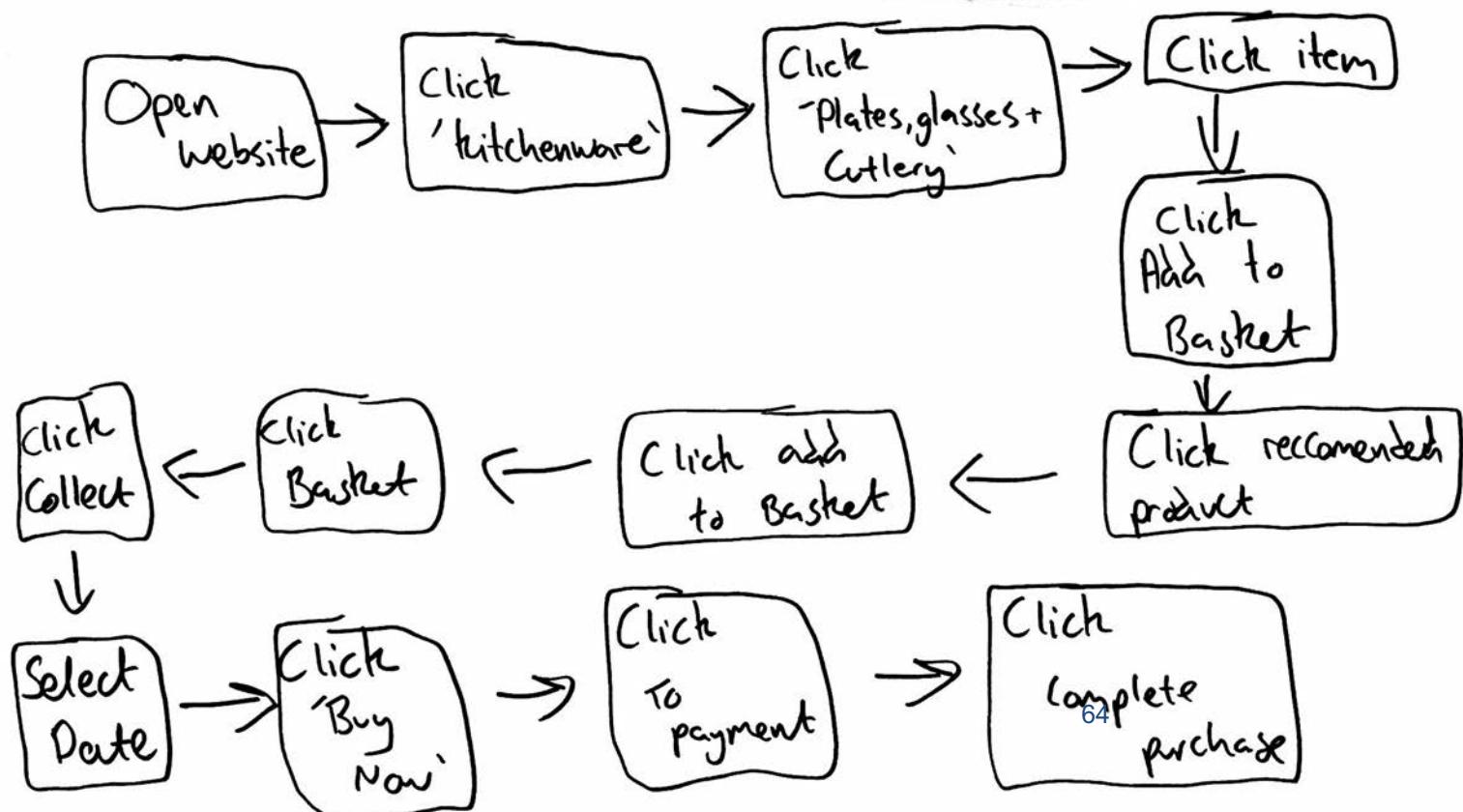
| PERSONA | SCENARIO | KEY PAIN POINTS |
|---|--|---|
| <ul style="list-style-type: none">▷ Valentina▷ 20 something▷ East London▷ Loves local▷ \$20-\$35k▷ Fashion blogger | <ul style="list-style-type: none">▷ New flat▷ Hosting a dinner party▷ Wants to make her place look a bit more presentable▷ Needs new dinner set and glassware | <ul style="list-style-type: none">▷ Doesn't get enough info. On the product so never feels confident in her purchase decisions▷ At work so finding a suitable delivery slot for fragile items will be hard |



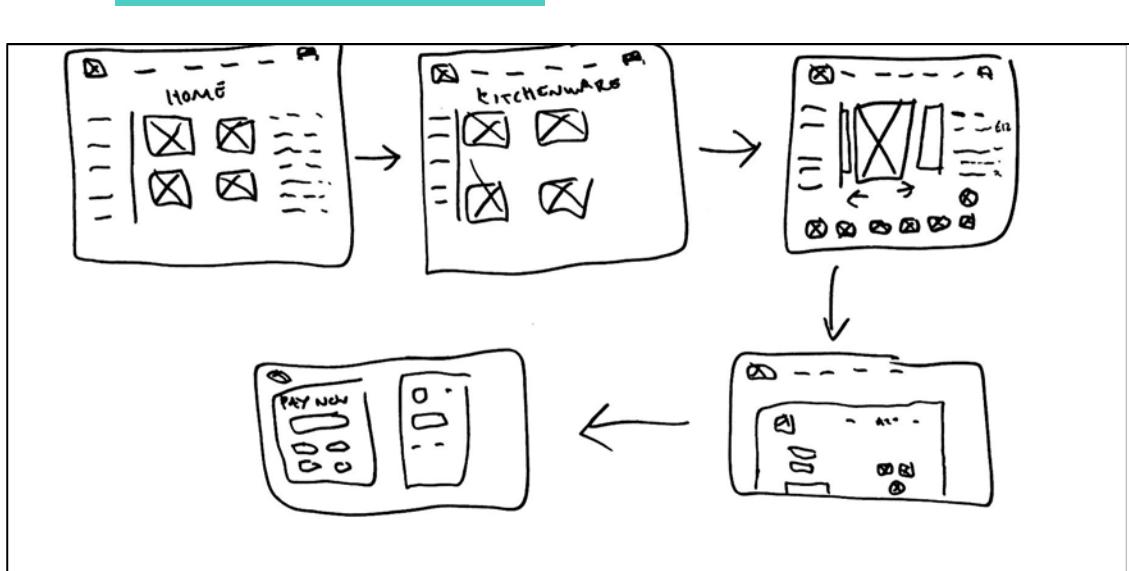
STORYBOARD



USER FLOW



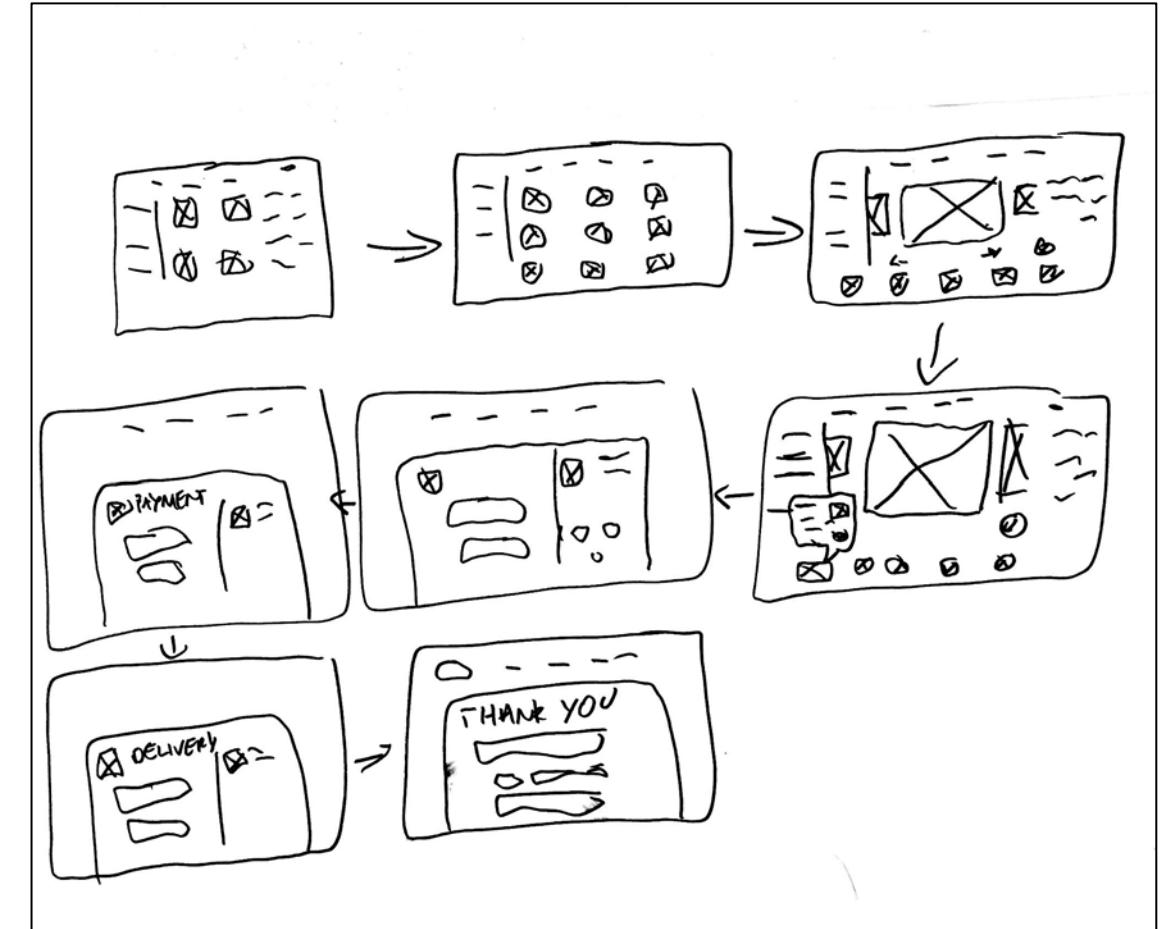
WIREFLOW



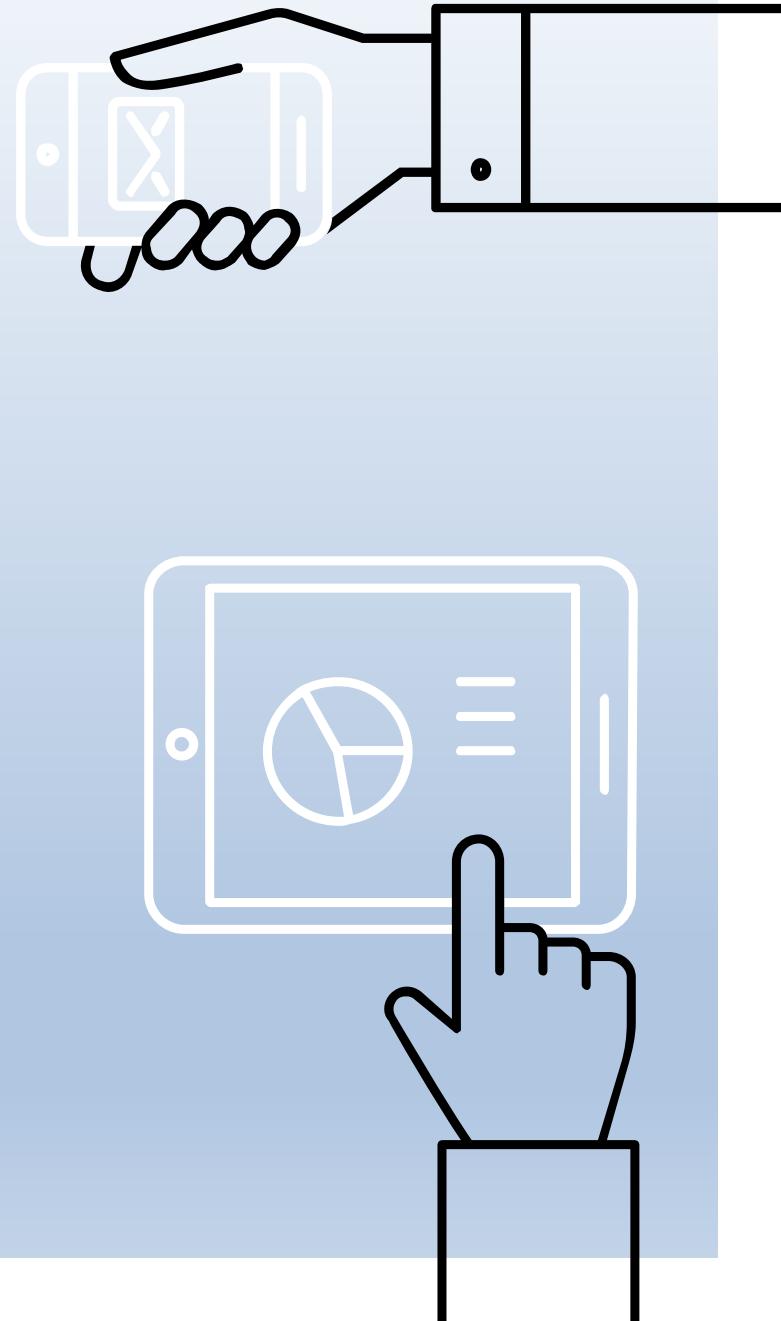
Iterations

Recommended product pop up added

Checkout process iterated



DEVELOP PHASE



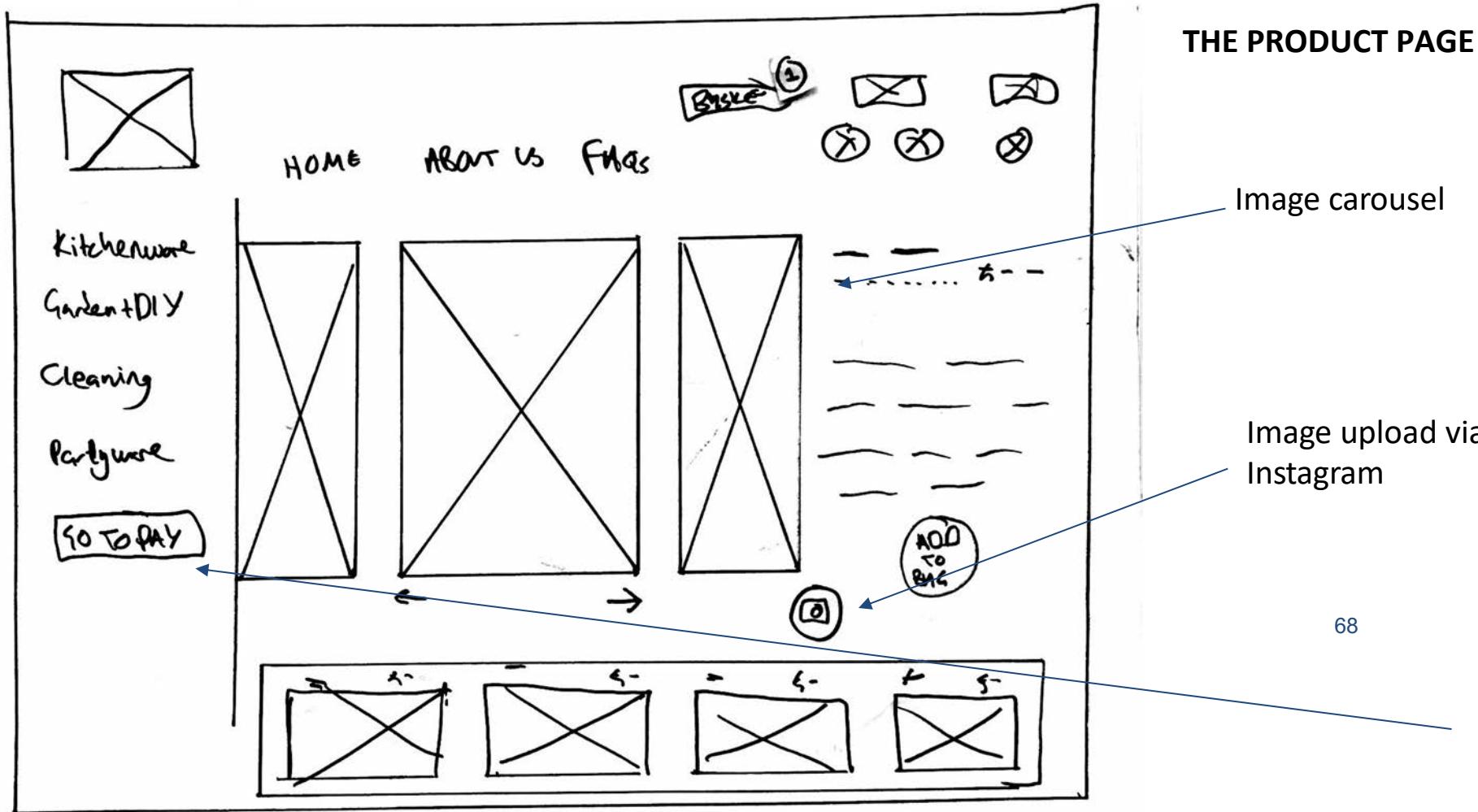
THE SOLUTION

Give our users from the local community the chance to upload images of our products in their homes directly through Instagram.

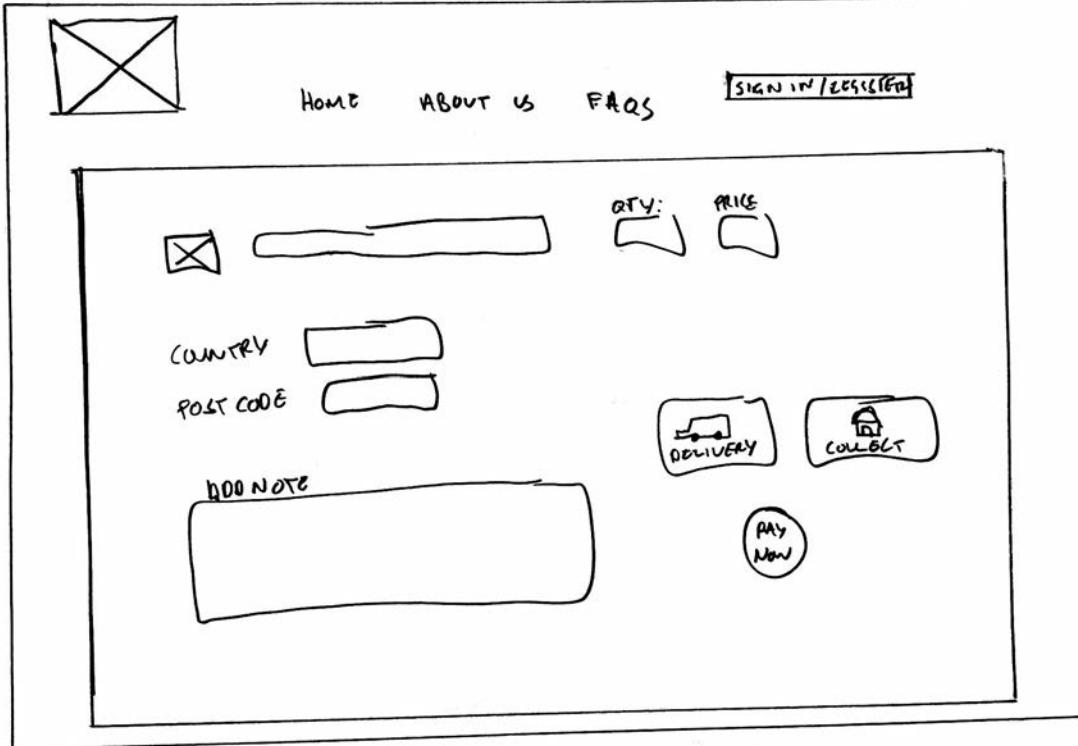
This will give our users who are considering buying the same product the chance to imagine how it will look in their home.



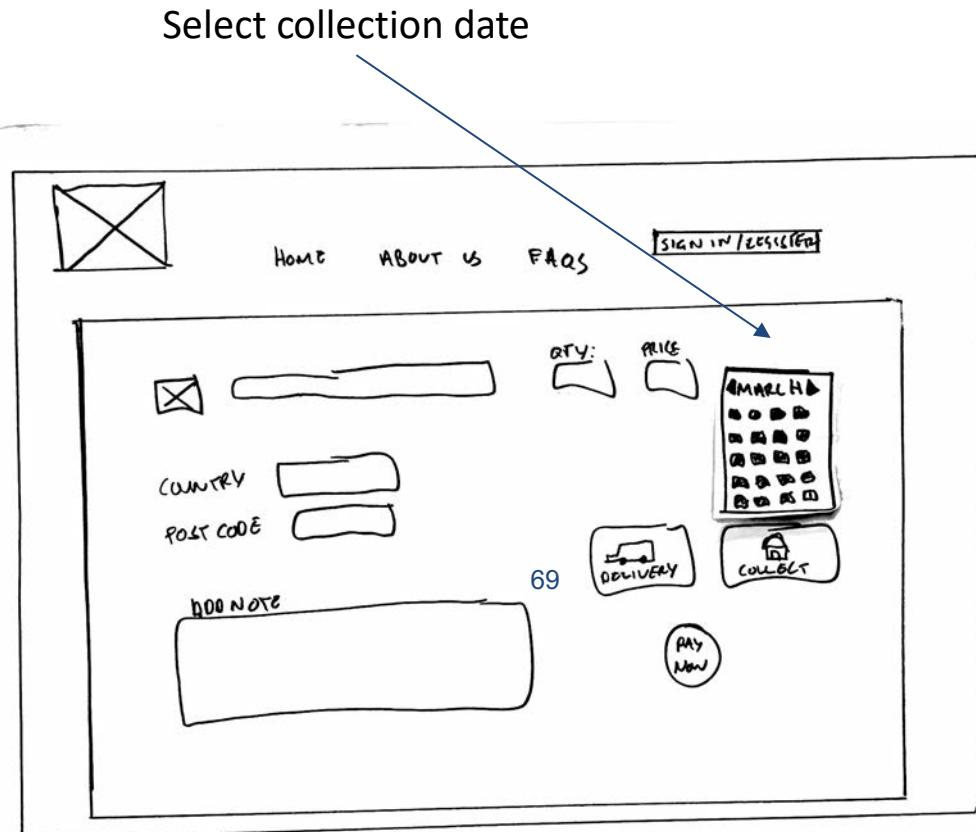
PAPER PROTOTYPE



PAPER PROTOTYPE



THE BASKET



TESTING THE PAPER PROTOTYPE



KEY FINDING

Add visual confirmation when date of collection is selected

‘Go to pay’ and ‘basket’ confused users and delayed the checkout process

DIGITAL PROTOTYPE

The digital prototype is a wireframe of an e-commerce website. At the top, there is a navigation bar with a user icon, a search bar, and links for Home, About us, and FAQs. Social media icons for Pinterest, Facebook, and Instagram are also present. A shopping cart icon shows 1 item. On the left, a vertical sidebar lists categories: Kitchenware (highlighted in bold), Garden & DIY, Cleaning, Partyware, and Brands. The main content area features a 360-degree product carousel for a 'Kitchenware' item, with a 'BUY NOW' button and a camera icon. To the right, product details are shown: Title (Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus), Price (£XX), and Reviews (Name: [redacted], Rating: ****). Below the product details is a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sagittis ornare luctus. Sed pharetra nunc viverra, lobortis nisl id, condimentum nibh. Vestibulum semper vehicula laoreet. Aenean imperdiet metus at libero luctus." At the bottom, a 'Customers also bought...' section shows five similar placeholder products.

Home About us FAQs

Kitchenware Garden & DIY Cleaning Partyware Brands

Customers also bought ...

Wine Glass 34cl 4pk £XX

Forged Cutlery Set 16 Piece £XX

Lorem Ipsum £XX

Lorem Ipsum £XX

Lorem Ipsum £XX

Go to pay removed from left hand nav panel

Carousel iterated to have 360 feel

71

DIGITAL PROTOTYPE

The digital prototype illustrates a three-step purchase process:

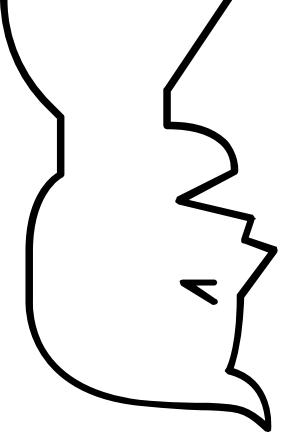
- Step 1: Product Selection**
The user is shown a list of two products, each with a 'BUY NOW' button. The 'BUY NOW' button for the second product is highlighted with a blue circle and an arrow, indicating it is the target for this step.
- Step 2: Date Selection**
The user is presented with a date picker for December 2015. The date '24/12/2015' is highlighted with a blue circle and an arrow, indicating it is the target for this step.
- Step 3: Final Purchase Confirmation**
The user is shown a summary of the purchase, including the selected date '24/12/2015'. The 'BUY NOW' button is highlighted with a blue circle and an arrow, indicating it is the target for this step.

Delivery or collection
option to address
persona frustration

Select date feature

72

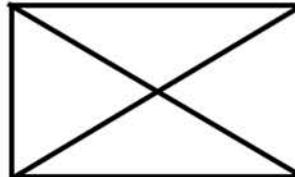
Visual confirmation of
collection date



“

TESTING THE DIGITAL PROTOTYPE





Home

About us

FAQs

User unsure of
circular 'Buy
Now' button

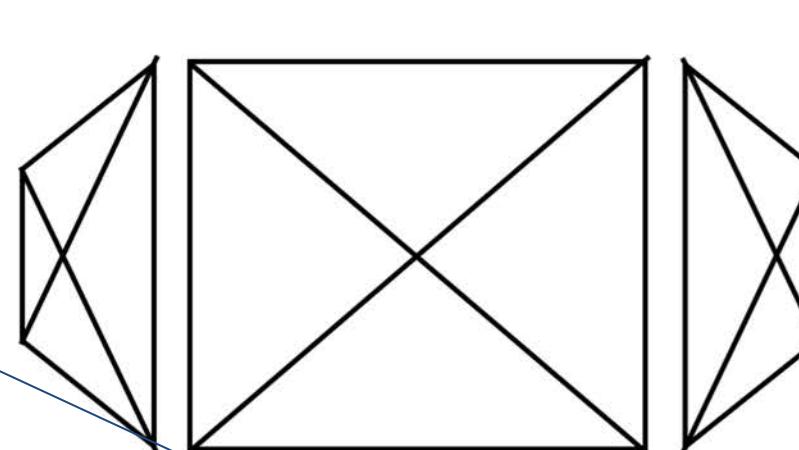
Kitchenware

Garden & DIY

Cleaning

Partyware

Brands



BUY
NOW



Title

£XX

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sagittis ornare luctus. Sed pharetra nunc viverra, lobortis nisl id, condimentum nibh. Vestibulum semper vehicula laoreet. Aenean imperdiet metus at libero luctus.

Reviews:

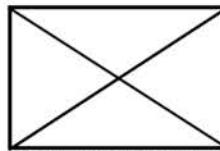
Name

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sagittis ornare luctus. Sed pharetra nunc viverra, lobortis nisl id, condimentum nibh. Vestibulum semper vehicula laoreet. Aenean imperdiet metus at libero luctus."

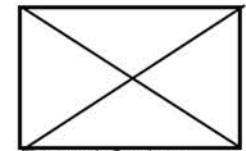
User wanted to see
further, more
prominent
confirmation that
the item had been
added to the basket

"Can I scroll to
see more
reviews?"

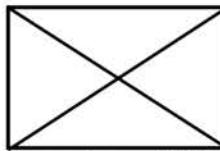
Customers also bought ...



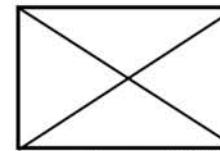
Wine Glass 34cl
4pk £XX



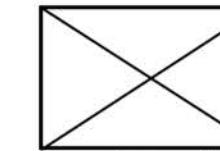
Forged Cutlery
Set 16 Piece £XX



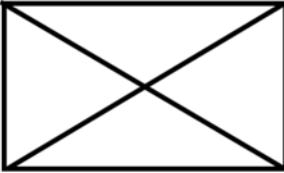
Lorem Ipsum £XX



Lorem Ipsum £XX



Lorem Ipsum £XX



Home

About us

FAQs



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Country 

Post code

Add note:

QTY: £:

2

XX

 DELIVERY

 COLLECT

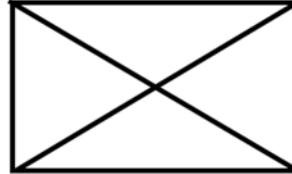
24/12/2015

 BUY NOW

“Easier if QTY and £ was broken down per product with a total.”

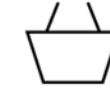
“Buy now seems a bit final and the checkout process is not finished.”

Wasn't initially noticed by the user



Home

About us



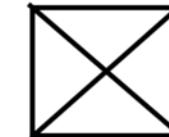
Basket > Info > Payment > Review

Contact Information

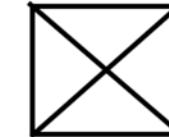
| |
|--|
| |
| |
| |
| |

To payment

FAQs



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

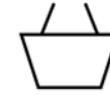
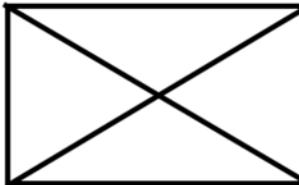


Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Discount Code

"Would like to be able to add or remove items from here."

Would also need an update button here



Home

About us

FAQs

Basket > Info > Payment > Confirmation

Thank you for your order!

order no: #####-#####-#####-#####



**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT.**



**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT.**

To collect: 31/12/2015

add note

Continue Shopping

All users commented that they wanted an email confirmation as well

NEXT STEPS

Search feature

Competitor research showed that all our closest rivals have a search feature

A/B Test 'Buy Now' button

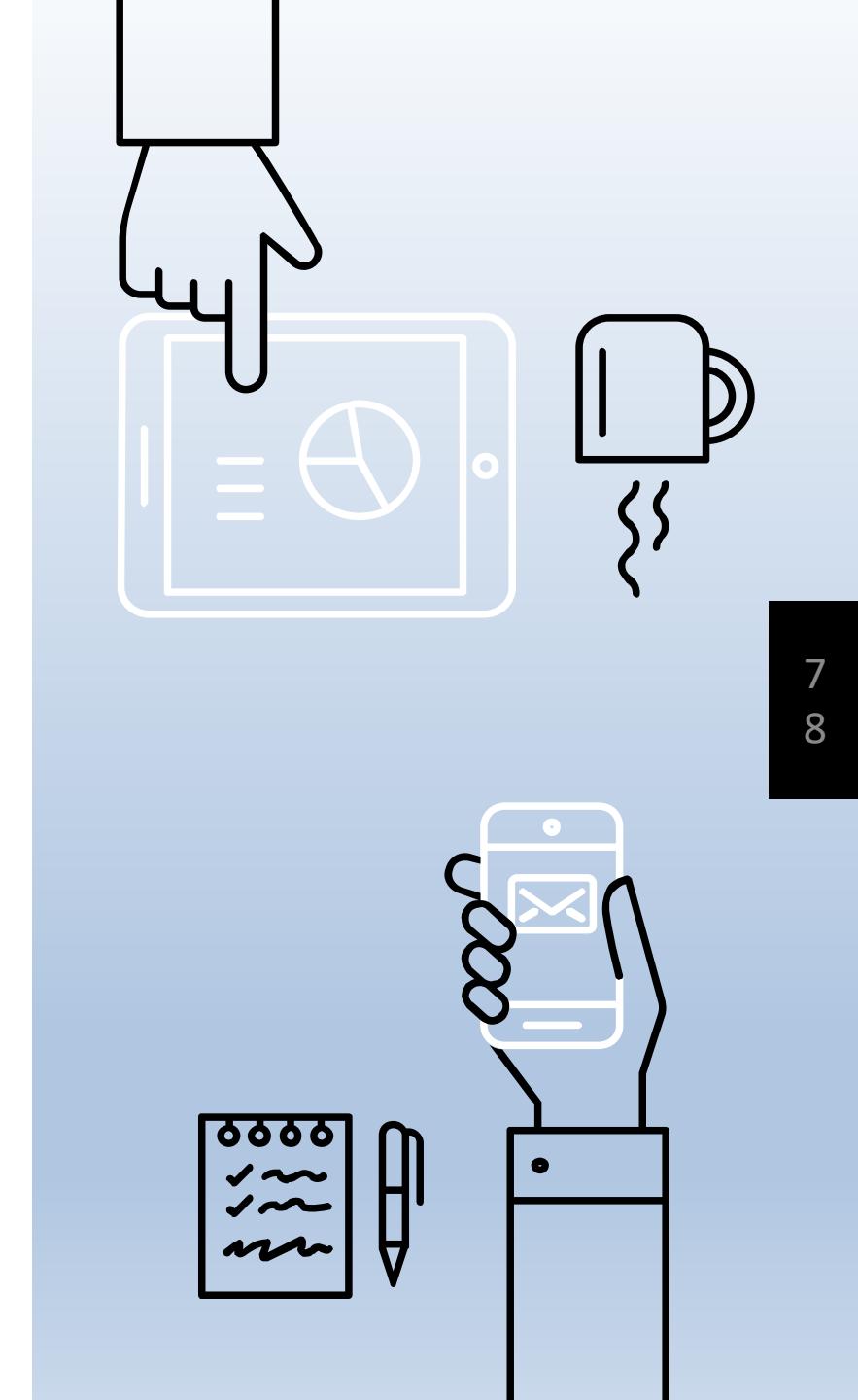
Users were not fully convinced of the current Buy Now button on the product page

Map out upload image user flow

Think about how user would upload images of products from Instagram

Rework Checkout flow

Change 'buy now' to 'proceed to checkout' and add status bar and include email follow up



Thank You!

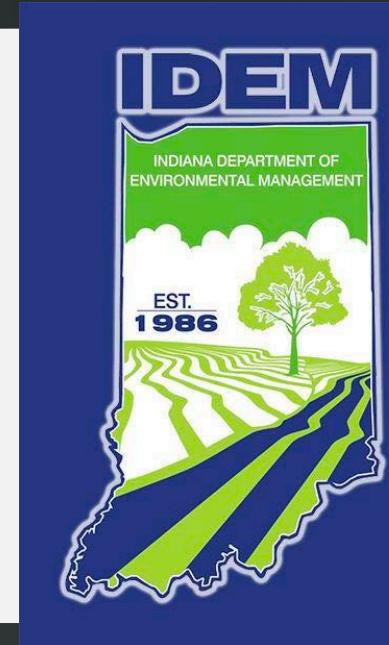
[Download Resume](#)

[E-mail:maciupui6@gmail.com](mailto:maciupui6@gmail.com) Cellular-765-398-2878



Tank Modernization Project

(Indiana State Government)



Project Goal

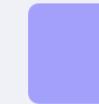
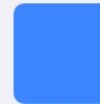
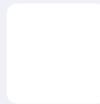
Design seamless internal/external dashboard application to handle its regular operations, namely the following: registration, notification, request for closure, closure, billing, and fund eligibility determinations.

Design System

System Colors

Dashboard Kit

White Light Red Blue Purple Dark Blue

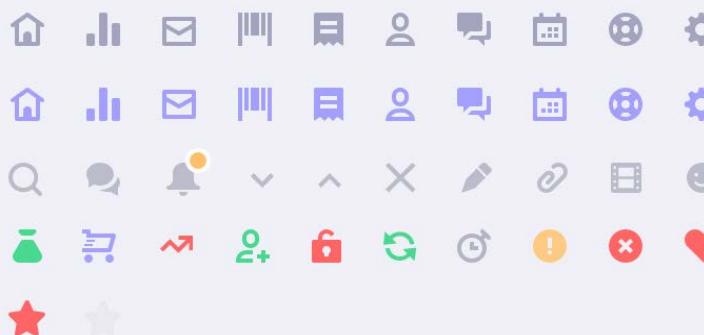


R 255 R 241 R 188 R 127 R 38
G 255 G 249 G 224 G 196 G 153
B 255 B 255 B 253 B 253 B 251

Hex Hex Hex Hex Hex
#FFFFFF #FF6565 #3B86FF #A3A0FB #43425D

Icons

Wireframe Web Kit



Typography

Dashboard Kit

Character Styles

Headline

Bold 35pt

Title

Regular 28pt

Header

Regular 25pt

Large Body

Regular 18pt

BUTTON

Regular 18pt

Secondary Body

Bold 15pt

Secondary Body

Regular 15pt

Body

Bold 13pt

Body

Regular 13pt

Placeholder

Regular 11pt

Text

Regular 15pt

Paragraph Styles

Large Body

Excepteur sint occaecat cupidatat non
proident, sunt in culpa qui officia deserunt
mollit anim id est eopksio laborum. Sed ut
perspiciatis unde omnis istpoe natus error sit

Body

Excepteur sint occaecat cupidatat non proident, sunt
in culpa qui officia deserunt mollit anim id est eopksio
laborum. Sed ut perspiciatis unde omnis istpoe natus

Small Body

Excepteur sint occaecat cupidatat non proident, sunt in culpa
qui officia deserunt mollit anim id est eopksio laborum. Sed ut
perspiciatis unde omnis istpoe natus error sit voluptatem
accusantium doloremque eopksio laudantium, totam rem

Design Process



Research & Synthesis



Heavily involved in User and Stakeholder research interviews and synthesis of collected data.



Objective: Gain a team understanding of problems uncovered during research

Design Process



Problem Statements



Ongoing educated Assumptions,
Problem Statement and
Hypothesis Generation

Design Process



Prioritization



Team consensus on ranking of problems by risk and value

Design Process



Brainstorm & Design Studio



Collaborative stickie and white board exercises. Uncovering best ideas to incorporate into low-fi and hiFi comps and prototypes

Design Process



Prototype

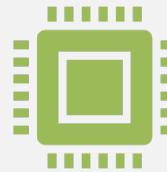


Using organization standardized
Style Guides, develop and ideate
using Sketch, Invision, Adobe XD &
Axure

Design Process



Validate



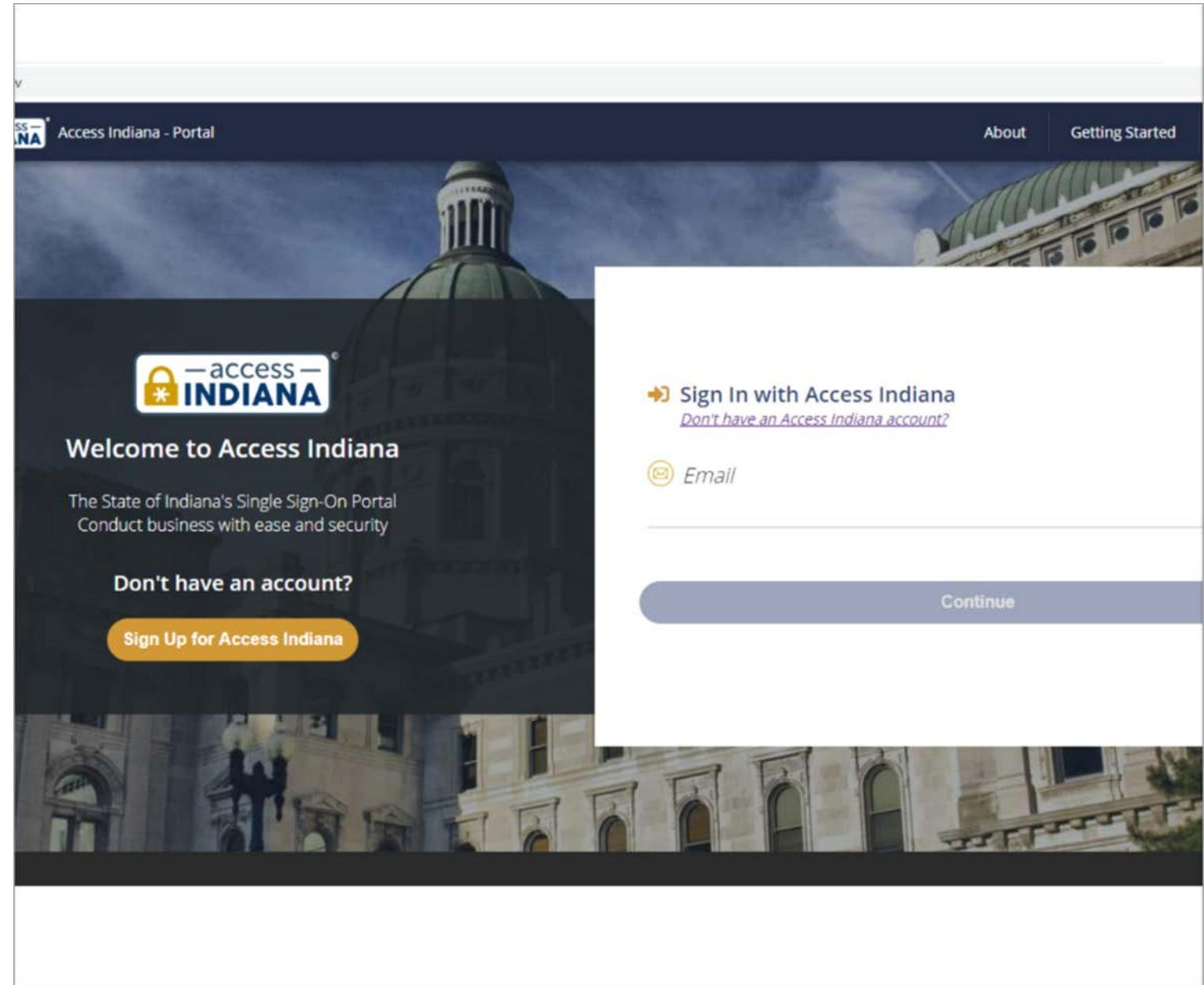
Pairing with PM's, Engineers and Developers testing the solution each step of the way with Users. Ensuring each component or feature works intuitively and seamlessly works for the User



Final Outcomes

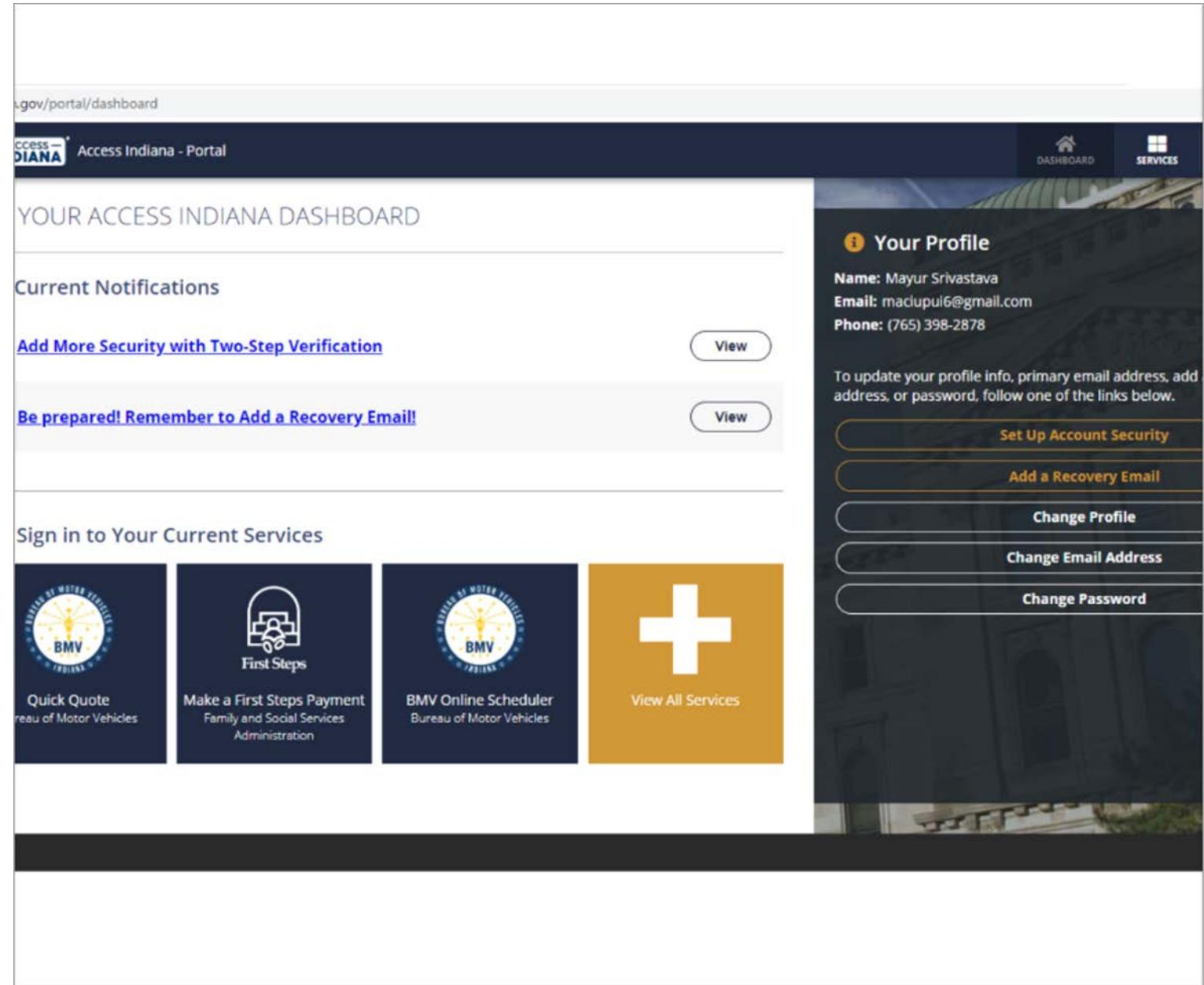
Dashboard Design External

Design desktop view
for External Users



Dashboard Design External

Design desktop view
for External Users



The screenshot shows the 'YOUR ACCESS INDIANA DASHBOARD' with the following sections:

- Current Notifications**
 - [Add More Security with Two-Step Verification](#) [View](#)
 - [Be prepared! Remember to Add a Recovery Email!](#) [View](#)
- Sign in to Your Current Services**
 -  [Quick Quote](#)
Bureau of Motor Vehicles
 -  [First Steps](#)
Family and Social Services Administration
 -  [BMV Online Scheduler](#)
Bureau of Motor Vehicles
 -  [View All Services](#)
- Your Profile**

Name: Mayur Srivastava
Email: macupul6@gmail.com
Phone: (765) 398-2878

To update your profile info, primary email address, add address, or password, follow one of the links below.

 - [Set Up Account Security](#)
 - [Add a Recovery Email](#)
 - [Change Profile](#)
 - [Change Email Address](#)
 - [Change Password](#)

Dashboard Design

Design desktop view
for Internal Users

IDEM

- Dashboard
- Notifications
- Reports
- Mail
- Calendar
- Operations
- Facility
- Users

Search

Today's Inspection  78°

2 12:00PM Fishers, IN
2:00PM Noblesville, IN

Upcoming Inspections

12 Monday, 12th Columbus, IN
Wednesday, 15th Fort Wayne, IN
Friday, 22nd Kokomo, IN

Outstanding Reports

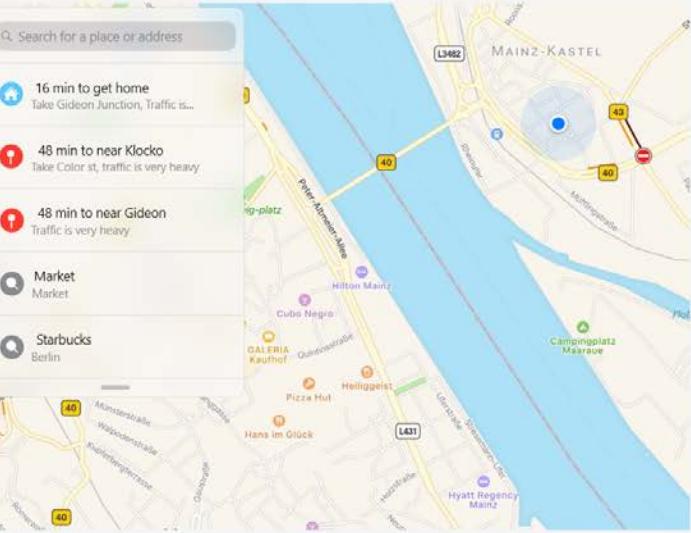
15 Send report to Compliance Inspector
Complete draft report facility id 110057

My Activity

| Inspection ID | Facility type | Inspection Date | Operations | Descriptions | Status |
|---------------|---------------------------------------|-----------------|----------------------|--|-----------|
| 65789801 | School 1201 Carson way | 01-01-2020 | Demolition | Inspection Compliance Removal Present: Yes Removal in progress: Yes Removal Observed: Yes | Scheduled |
| 65789801 | Burger King 360 Bridle Ct, | 01-11-2019 | Renovation | | Pending |
| 65789801 | Greenwood Park Mall 2422 West st. | 11-24-2018 | Emergency Renovation | | Completed |
| 65789801 | Warehouse 2322 Michigan st. | 09-22-2018 | Intentional Burning | | Scheduled |
| 65789801 | Government Building 4322 New York St. | 01-01-2018 | Ordered Demolition | | Pending |

Search for a place or address

- 16 min to get home
Take Gideon Junction, Traffic is...
- 48 min to near Klocko
Take Color st, traffic is very heavy
- 48 min to near Gideon
Traffic is very heavy
- Market
Market
- Starbucks
Berlin



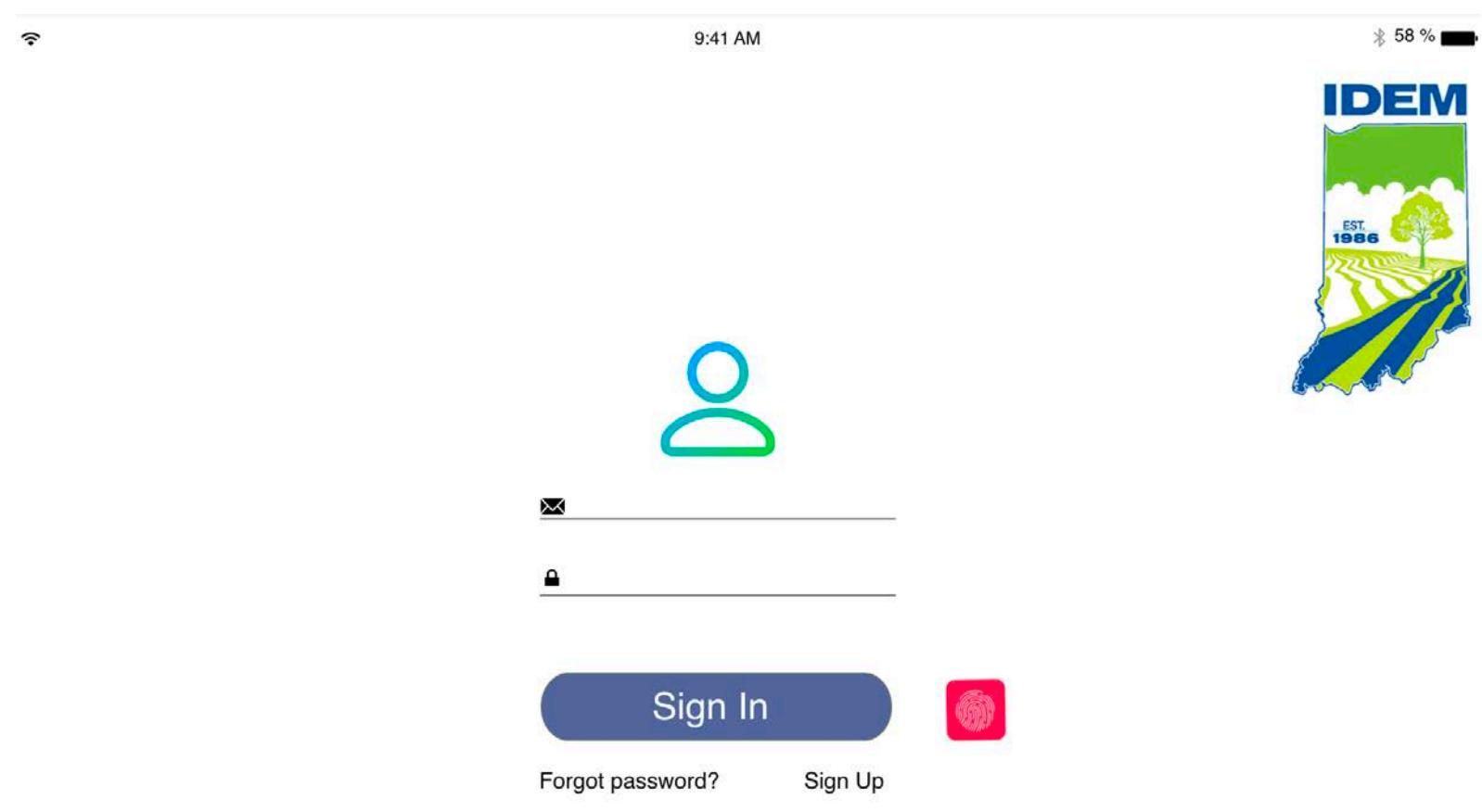
Actions Item

- Compliance Activity
- Compliance Planning
- Reports
- Schedule Inspection

12

Dashboard Design Internal

Design iPad view
interface for Site
Inspectors



Dashboard Design Internal

Design iPad view interface for Site Inspectors

The screenshot shows the iPad dashboard interface for site inspectors. The top bar is blue with the text "iPad" and "9:41 AM". The main content area is titled "Inspection Statistics". On the left is a vertical sidebar with icons for "Dashboard" (grid), "UST" (briefcase), "LUST" (red drop), and "ELTF" (red arrow). The main area displays "My Upcoming Site Inspection" with a calendar icon and the text "Next Schedule February 24, 2020 +". Below this is a section titled "UST Report Status" with three donut charts showing 64%, 79%, and 97% completion. Below the charts are labels: "Inspection report Drafts", "Outstanding RTC Transaction", and "Inspection Completed". The bottom section is titled "UST Site Status" and includes four boxes: "Active Sites" (4,172 Indiana), "Rejections" (10 UST Sites), "Approved" (70 UST Sites), and "ELTF CLAIMS" (20 LUST). There are also "+" and delete icons for adding or removing items.

Inspection Statistics

9:41 AM

Dashboard

UST

LUST

ELTF

My Upcoming Site Inspection

Next Schedule February 24, 2020 +

UST Report Status

64%

79%

97%

Inspection report Drafts

Outstanding RTC Transaction

Inspection Completed

UST Site Status

Active Sites

4,172

Indiana

Rejections

10

UST Sites

Approved

70

UST Sites

ELTF CLAIMS

20

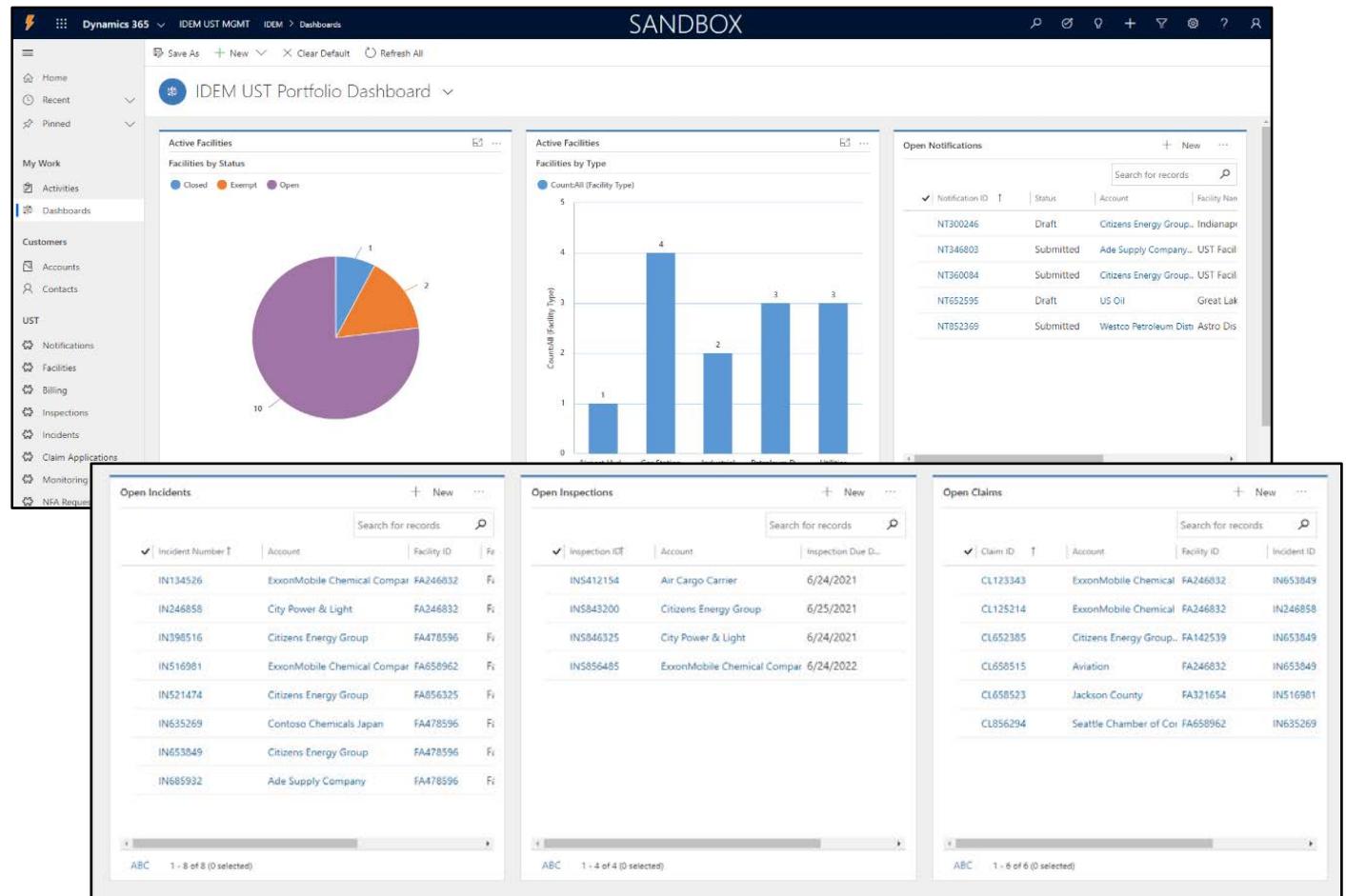
LUST

+

–

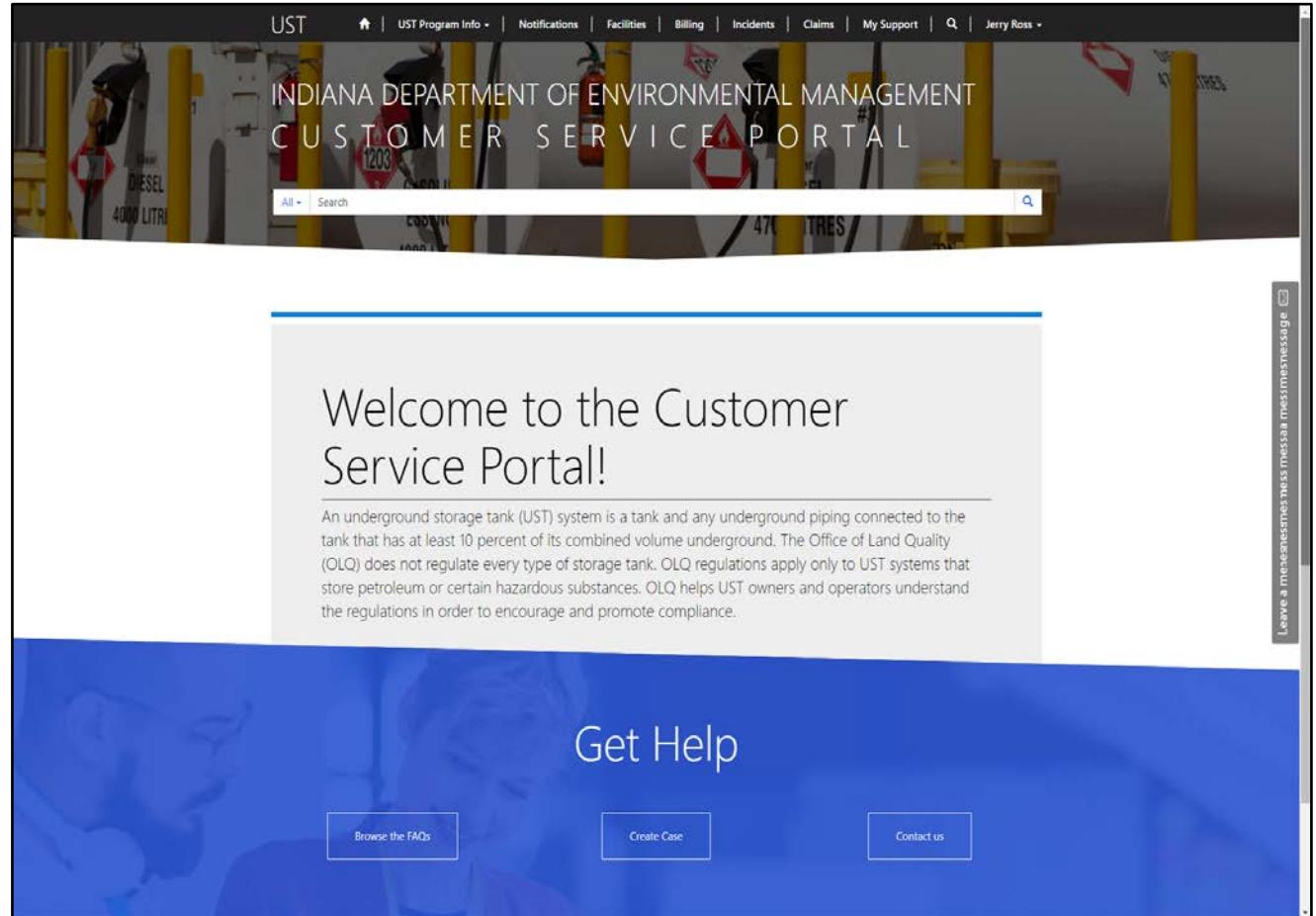
Dashboard Design Internal

Design Desktop view interface



Dashboard Design External

Design
Customer
service portal



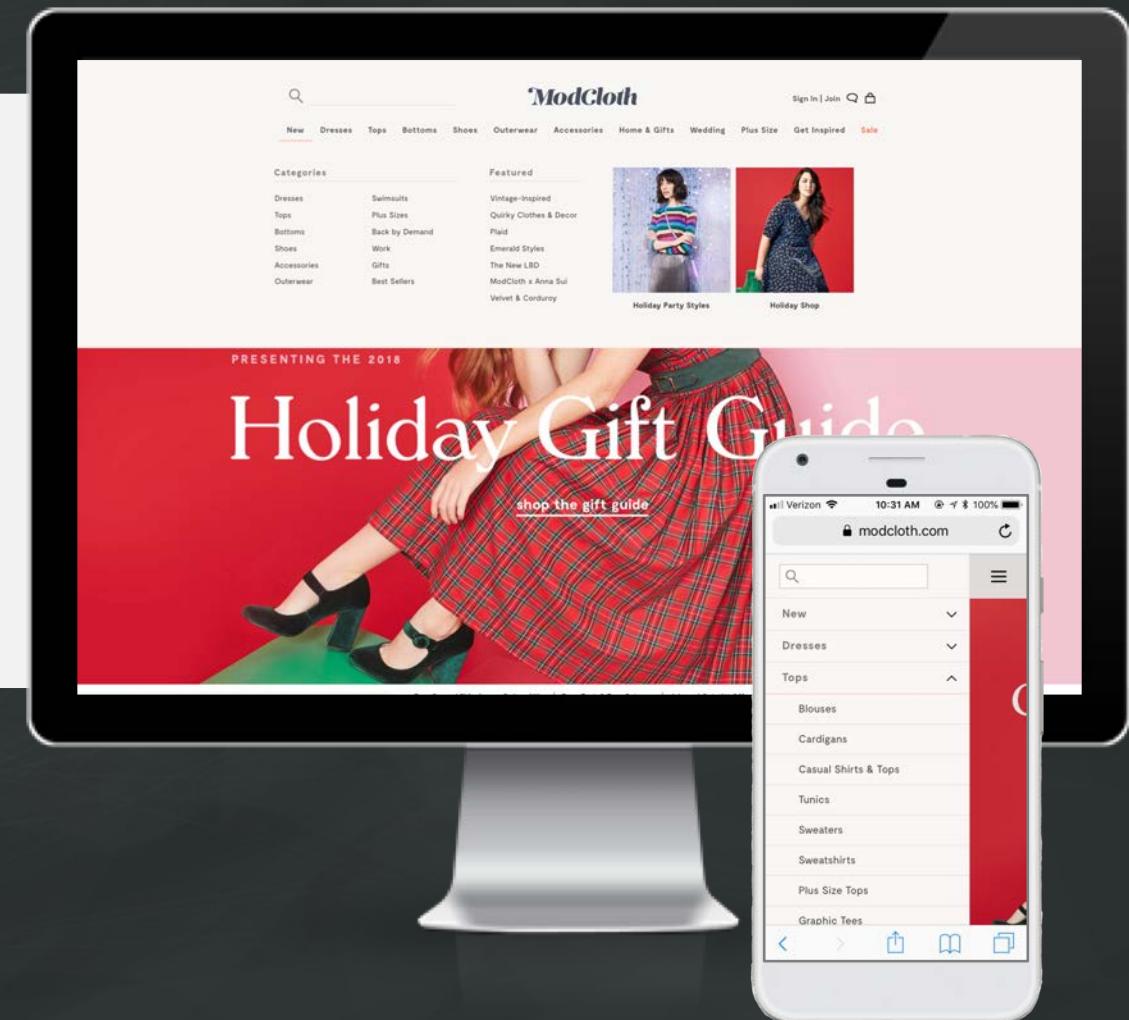


Thank you!

[Download Resume](#)

[E-mail-maciupui6@gmail.com](mailto:maciupui6@gmail.com) Cellular-765-398-2878

Redesign Ecommerce Web App



Modcloth

Project Overview

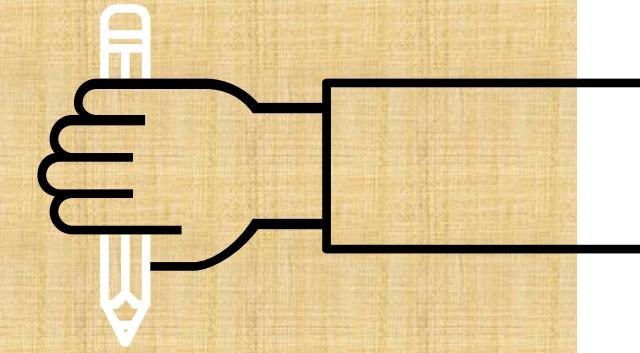
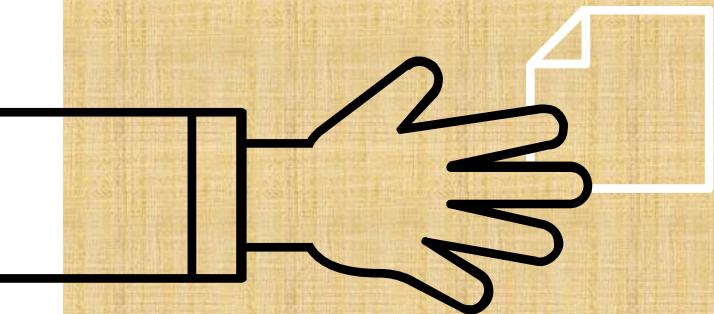
This industry project was to improve the navigational structure and page design for key portions of the site to facilitate a simpler, more intuitive user journey. The final deliverable included key scenarios, user journeys, revised sitemaps, and wireframes for two pages.



Navigation Challenges

The primary challenge with the current navigation was the high volume of pages contained within primary, secondary, and tertiary levels of the dropdown menus. Additionally, much of the terminology used was vague or misleading.

DISCOVERY PHASE





Key Scenario 1

Woman shopping for clothing online

“I just received my paycheck and have a little extra money to spend. I want to browse one of my frequented clothing sites to find something to purchase, even though I don’t necessarily need it.”



Key Scenario 2

Woman shopping for an occasion

“I have an upcoming winter wedding, and I don’t have anything suitable to wear. I need to find something that fits the weather and the occasion, fast.”

High Level Issues



Key Scenario 1

- User cannot see all available options simultaneously
- Filters do not adequately address budgeting needs
- The site erroneously displays items that are not yet available



Key Scenario 2

- The “wedding” option mixes attendee, bridal party, bridal, and décor options together
- No option to sort by seasonal appropriateness
- Categories for wedding guests are limited and may be irrelevant



Global

- The navigation is filled with vague and unnecessary categories
- On mobile, the navigation scroll goes well below the fold
- Indicators on filtering options are misleading

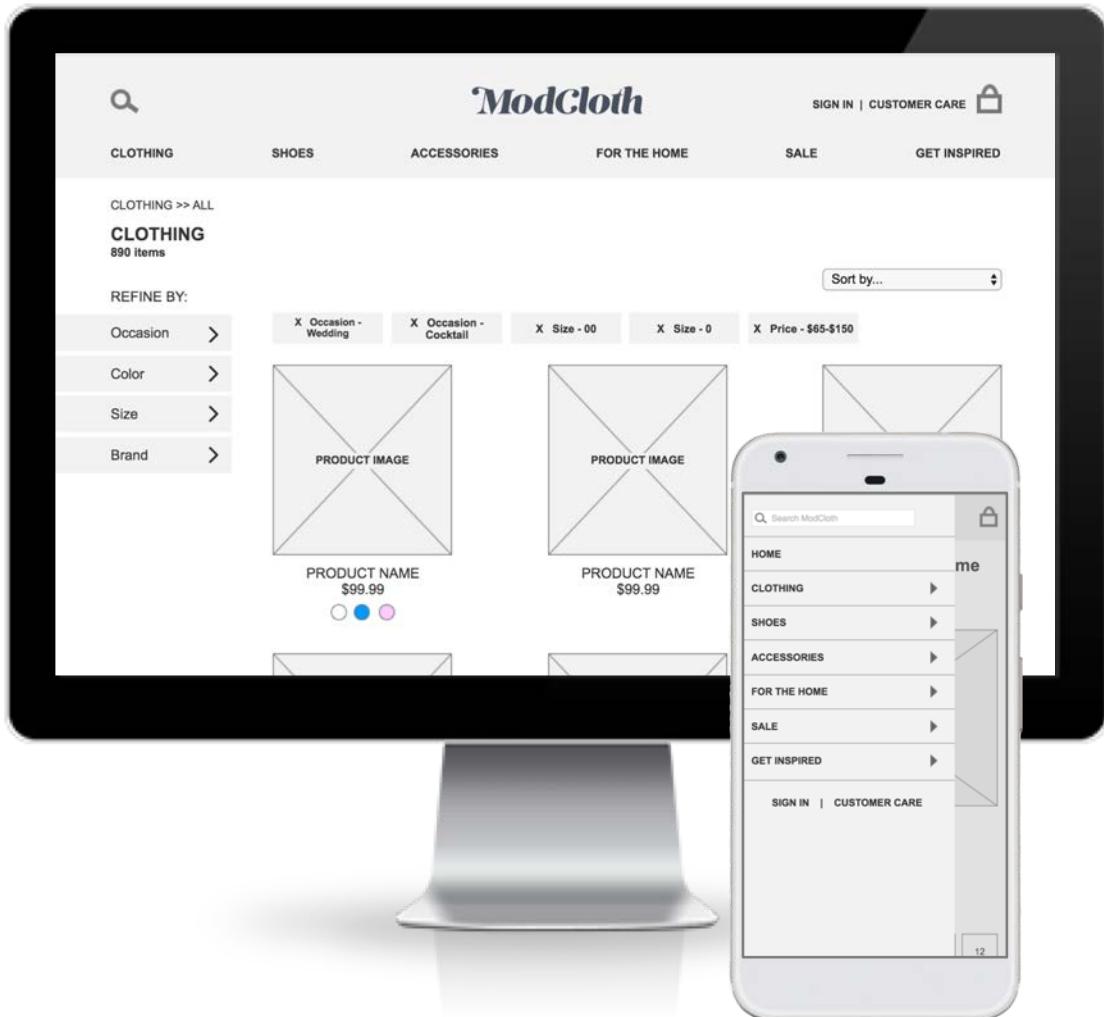
Current State Sitemap - Example

[View full current state sitemap](#)

| 0.0 | HOME | 1.0 | NEW | 2.0 | DRESSES | 3.0 | TOPS |
|-----|------|--------|------------------------|-------|-----------------------|--------|----------------------|
| | | 1.1 | Categories | 2.1 | Occasion | 3.1 | Categories |
| | | 1.1.1 | Dresses | 2.1.1 | Casual | 3.1.1 | Blouses |
| | | 1.1.2 | Tops | 2.1.2 | Work | 3.1.2 | Cardigans |
| | | 1.1.3 | Bottoms | 2.1.3 | Party & Casual | 3.1.3 | Casual Shirts & Tops |
| | | 1.1.4 | Shoes | 2.1.4 | Special Occasion | 3.1.4 | Tunics |
| | | 1.1.5 | Accessories | 2.1.5 | Wedding | 3.1.5 | Sweaters |
| | | 1.1.6 | Outerwear | 2.1.6 | Daytime Party Dresses | 3.1.6 | Sweatshirts |
| | | 1.1.7 | Swimsuits | 2.2 | Style | 3.1.7 | Plus Size Tops |
| | | 1.1.8 | Plus Sizes | 2.2.1 | Plus Size Dresses | 3.1.8 | Graphic Tees |
| | | 1.1.9 | Back by Demand | 2.2.2 | Maxi Dresses | 3.1.9 | Sleeveless Tops |
| | | 1.1.10 | Work | 2.2.3 | Midi Dresses | 3.1.10 | Short Sleeve Tops |
| | | 1.1.11 | Gifts | 2.2.4 | A-Line Dresses | 3.1.11 | Long Sleeve Tops |
| | | 1.1.12 | Halloween Styles | 2.2.5 | Boho Dresses | 3.1.12 | Best Selling Tops |
| | | 1.1.13 | September Catalog | 2.2.6 | Dresses with Pockets | 3.2 | Featured |
| | | 1.1.14 | Best Sellers | 2.3 | Featured | 3.2.1 | Vntage Style Tops |
| | | 1.2 | Featured | 2.3.1 | Vintage Style Dresses | 3.2.2 | Work Tops |
| | | 1.2.1 | Vintage-Inspired | 2.3.2 | Quirky Dresses | 3.2.3 | Fall Tops |
| | | 1.2.2 | Fall Layers | 2.3.3 | Fall Dresses | 3.2.4 | Quirky Tops |
| | | 1.2.3 | Quirky Clothes & Décor | 2.3.4 | Floral Dresses | 3.2.5 | Collared Tops |
| | | 1.2.4 | Fall Fabrications | 2.3.5 | Shirt Dresses | 3.2.6 | Print & Plaid Tops |
| | | 1.2.5 | State Your Style | 2.3.6 | Best Selling Dresses | 3.3 | Fall Tops |
| | | 1.2.6 | Plaid Play | 2.4 | The Finer Things | 3.4 | Cozy Sweaters |
| | | 1.2.7 | Velvet & Corduroy | 2.5 | Fall Dresses | | |
| | | 1.3 | Fall Fabrications | | | | |
| | | 1.4 | Plaid Play | | | | |

Revised State Sitemap

| | | | | | | |
|---|---|--|--|---|--|---|
| 0.0 HOME | 1.0 CLOTHING | 2.0 SHOES | 3.0 ACCESSORIES | 4.0 FOR THE HOME | 5.0 SALE | 6.0 GET INSPIRED |
| | 1.1 Dresses 1.2 Tops 1.3 Bottoms 1.4 Intimates & Hosiery 1.5 Plus Size | 2.1 Heels 2.2 Boots 2.3 Flats 2.4 Sandals 2.5 Sneakers | 3.1 Jewelry 3.2 Scarves & Gloves 3.3 Bags & Wallets 3.4 Hats & Hair 3.5 Belts 3.6 Makeup & Beauty 3.7 Sunglasses | 4.1 Home Décor 4.2 Kitchen & Dining 4.3 Office 4.4 Lighting 4.5 Stationary & Organizers 4.6 Mugs & Cups 4.7 Gifts | 5.1 Clothing 5.2 Shoes 5.3 Accessories 5.4 For the Home | 6.1 Collections 6.2 Our Stylists 6.3 Outfit Inspiration 6.4 Blog (external link) |
| 7.0 UTILITY NAVIGATION | 8.0 FOOTER | | | | | |
| 7.1 Site Search 7.2 Sign In 7.3 Customer Care 7.4 Cart | 8.1 Account 8.1.1 My Loved Items 8.1.2 Wishlist 8.2 Help 8.2.1 Customer Care 8.2.2 FAQs 8.2.3 Shipping Information 8.2.4 Returns & Exchanges 8.2.5 Order Status 8.2.6 Gift Cards 8.3 Our Company 8.3.1 Blog 8.3.2 Careers 8.3.3 Affiliates 8.3.4 Press 8.3.5 FitShop Stores 8.4 Follow Us 8.4.1 Facebook 8.4.2 Pinterest 8.4.3 Twitter 8.4.4 Google Plus 8.4.5 Instagram 8.4.6 YouTube 8.5 Site Map 8.6 CA Notice 8.7 Privacy & Security 8.8 Terms of Use | | | | | |

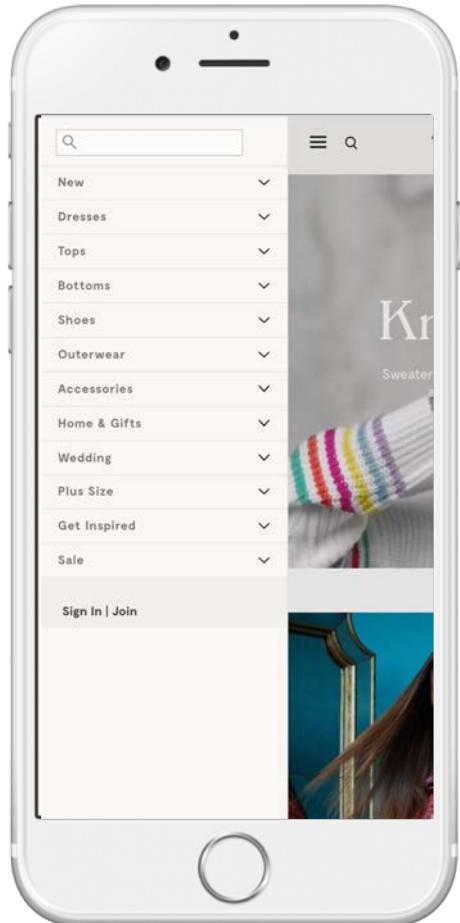


Wireframes

Wireframes were created for the Navigation, Product Landing, and Product Detail pages to accommodate the revised sitemap and to directly address the global and user-based issues identified in the key scenarios. The wireframes were designed mobile-first, and then modified to fit a larger desktop screen.

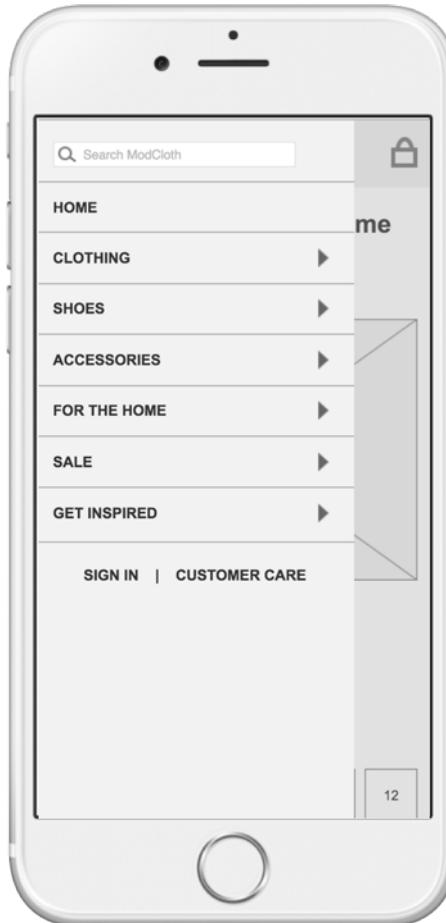
[View full interactive wireframes](#)

Revised Navigation



CURRENT

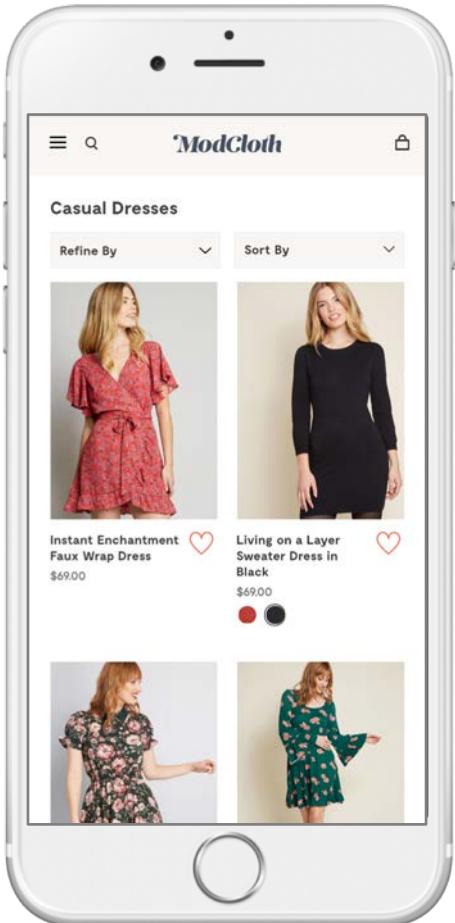
- An overwhelming number of primary and tertiary-level links
- Lack of prioritization or hierarchy
- Unclear or misleading category names



REVISED

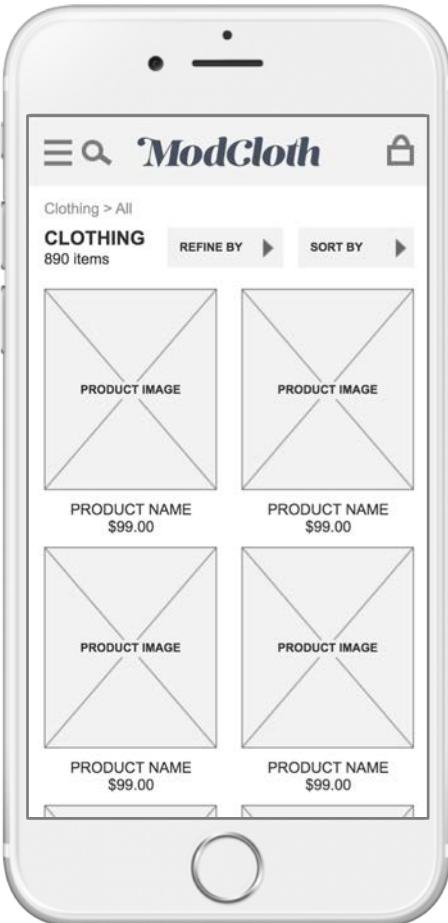
- Significantly decreased primary and secondary navigation items.
- Removal of a tertiary level from the main navigation
- Restructured hierarchy based on user priorities and journeys
- Clear, basic category names

Revised Product Landing Page



CURRENT

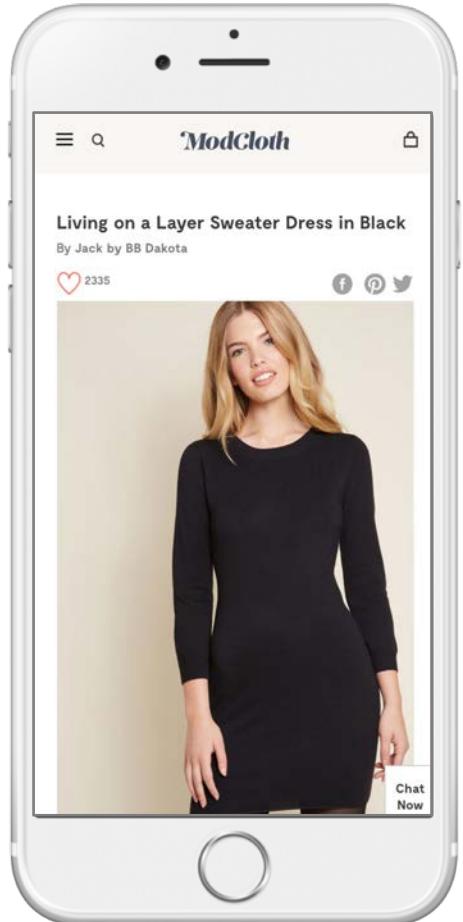
- Limited search and filter flexibility
- Excessive copy and information
- No information about quantity
- Availability confusion



REVISED

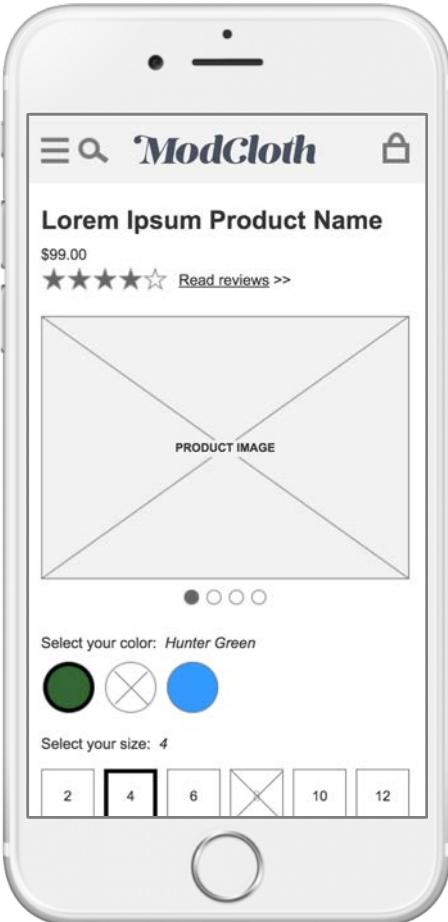
- Flexible filtering options
- Reduced copy and iconographic clutter
- Added item quantity information
- Removed misleading information

Revised Product Detail Page



CURRENT

- Order of elements is driven by marketing
- Lack of clear headings
- Unclear product availability
- Cluttered content



REVISED

- Reprioritized layout of elements
- Headings added to each element
- Clear product availability
- Scaled-back content

Conclusion

- The navigation was likely the biggest challenge for both target users; it has been cleaned up substantially to decrease clutter, redundancy, and confusion, and to create clear paths for users to follow.
- In-navigation and in-page nomenclature has been clarified to remove confusing or “cutesy” terminology that may have obscure meaning for users.
- More flexible filtering and sorting options, including the ability to select multiple filter categories, gives users the option to be as broad or as narrow as they like while searching for clothing.
- As a next step, I would conduct a usability test of the mobile and desktop wireframes, targeting female shoppers between the ages of 18-35.



Thank you!

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Handy Help Application

(AT&T Hackathon, Indianapolis)



Project Overview



24-hour hackathon at the Indianapolis Motor Speedway to build solutions for first responders. AR/VR, IoT, Big Data, Mobile Applications and Community Engagement challenges as we prepare for a world of 5G advancements!

Challenge:

Design a mobile application for community engagement in first response to emergency.



To share information with first respondents quickly and effectively.



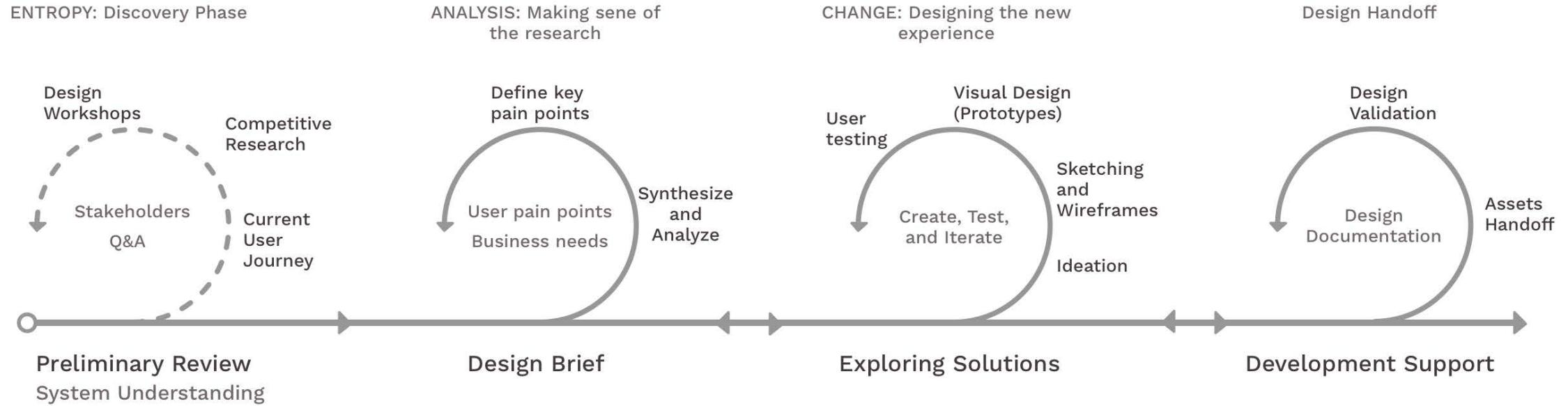
Share personal device data with law enforcement (Emergency health issue)



Auto generation of text message.



Connecting other devices on the same environment.



Design Process

Research Findings

- As per the CDC's National Center on Birth Defects and Developmental Disabilities,
- 25.5% of adults in Indiana have some sort of disability.
- Inability to use smartphone to connect to law enforcement in any emergency.
- In some states, average response time can be more than 10 minutes.

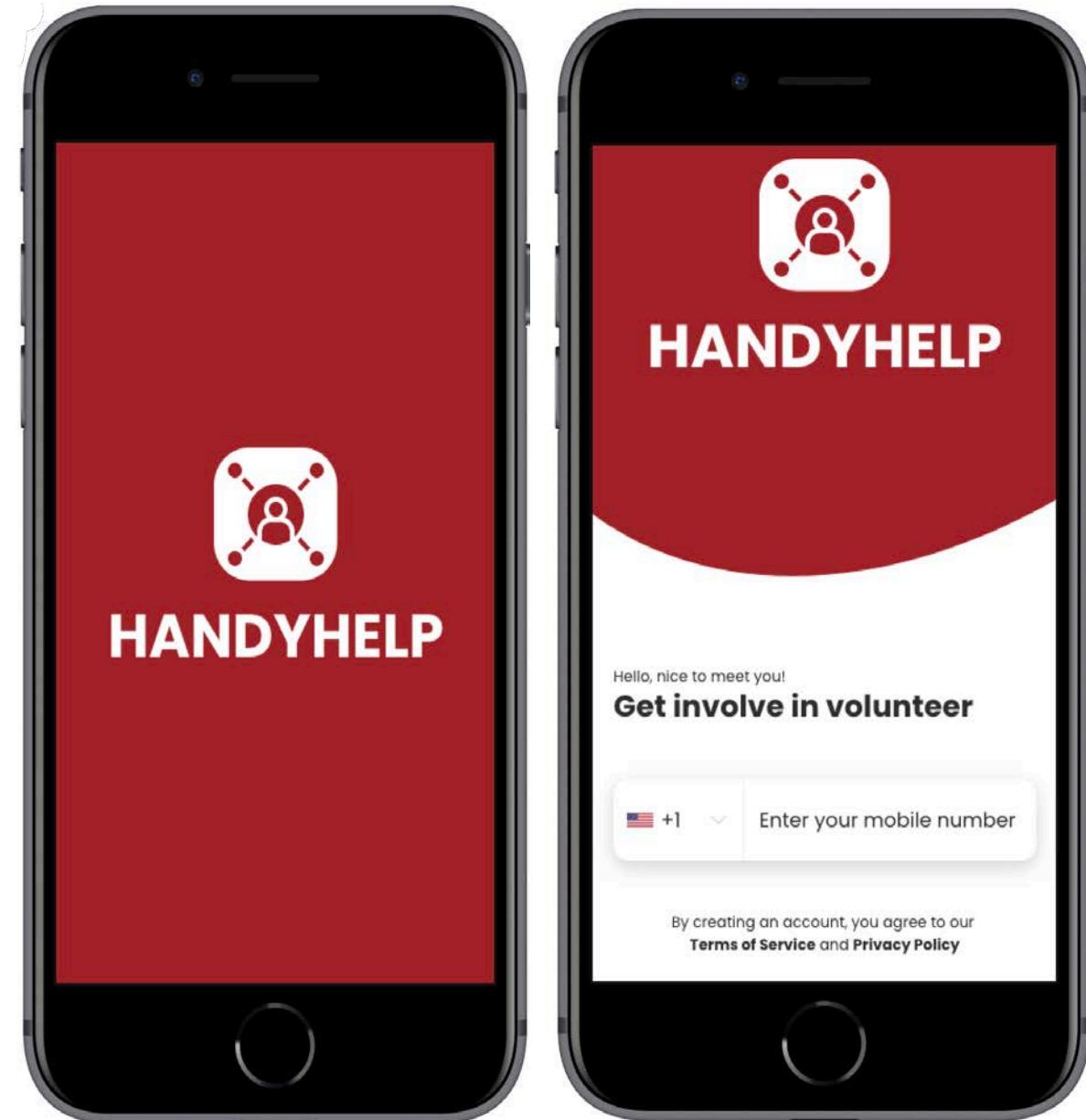
Ideation



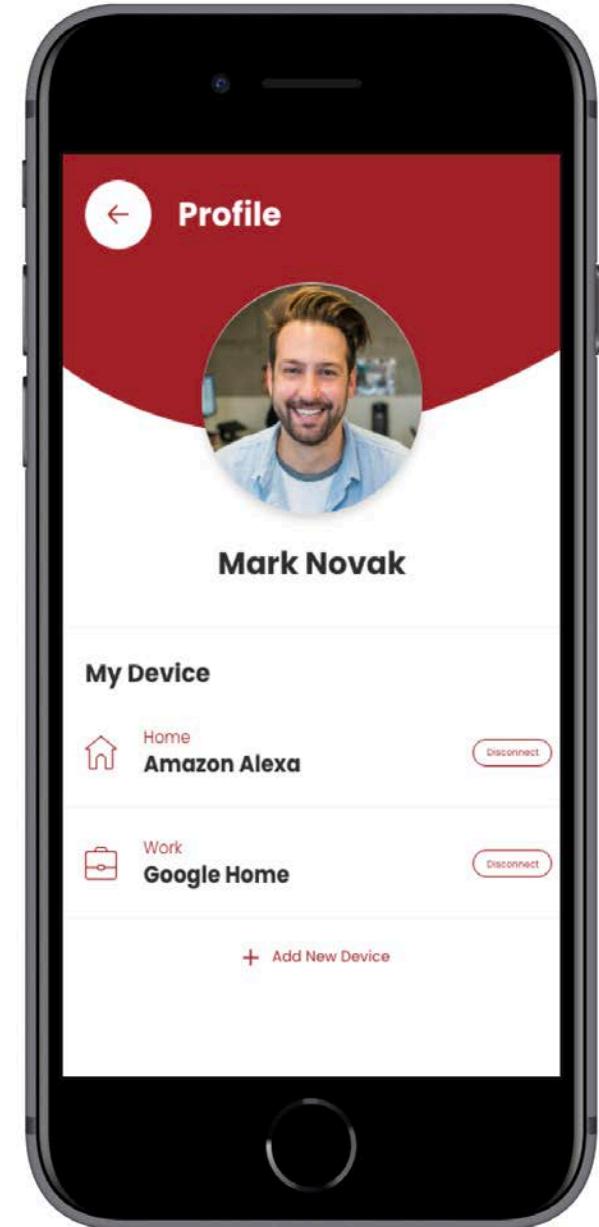
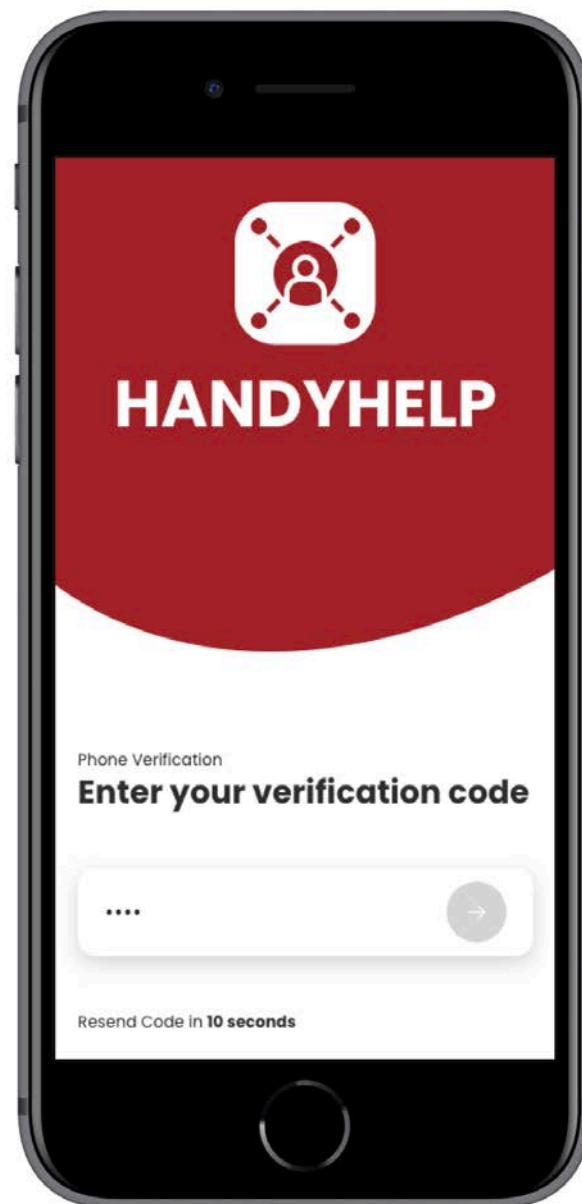
Solution

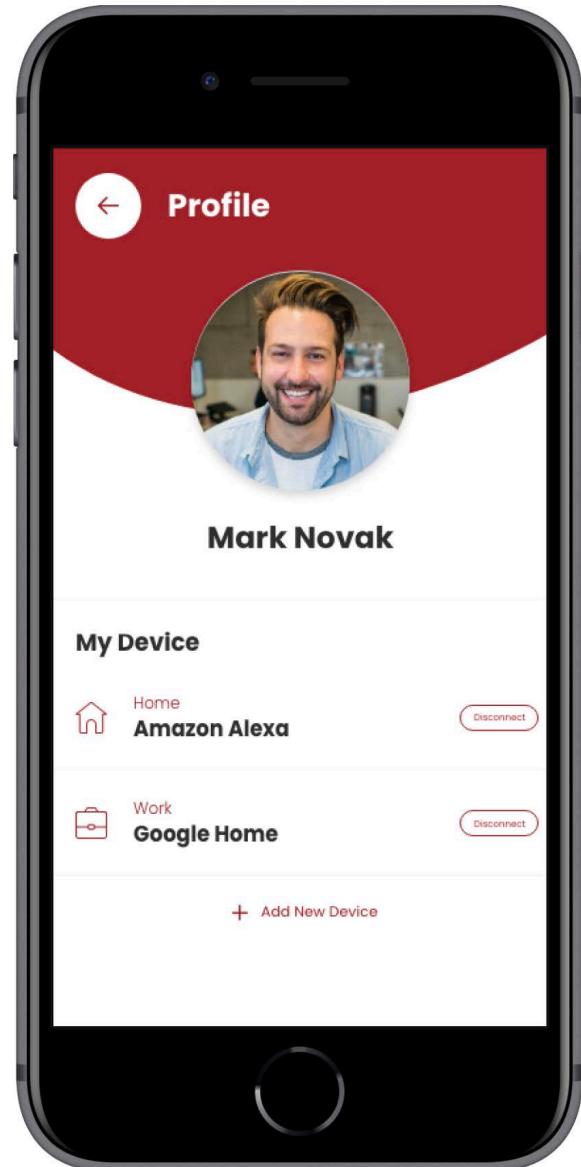
Handy Help connects with wearable IOT devices and Smart Home device/s to send emergency notifications using Geofencing to nearby community first respondents to provide immediate aid before law enforcement officers arrive.

Key Screens



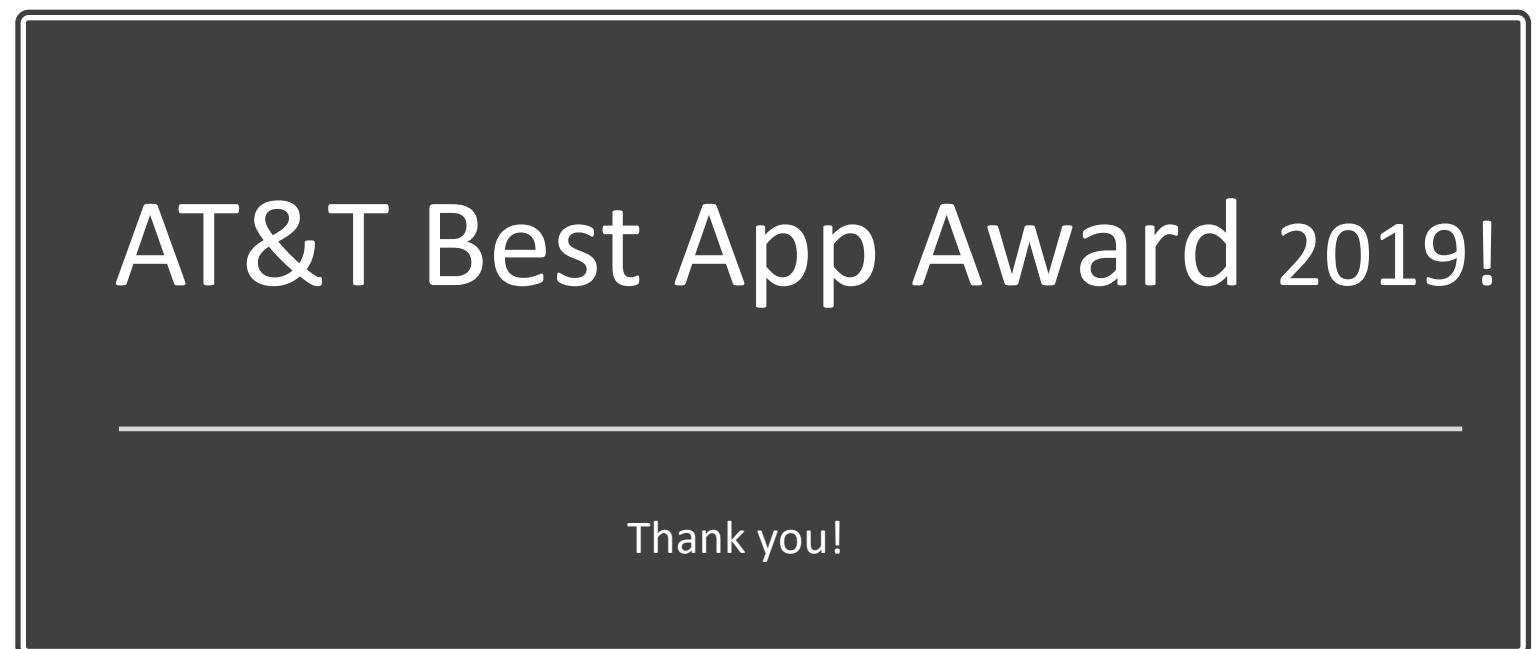
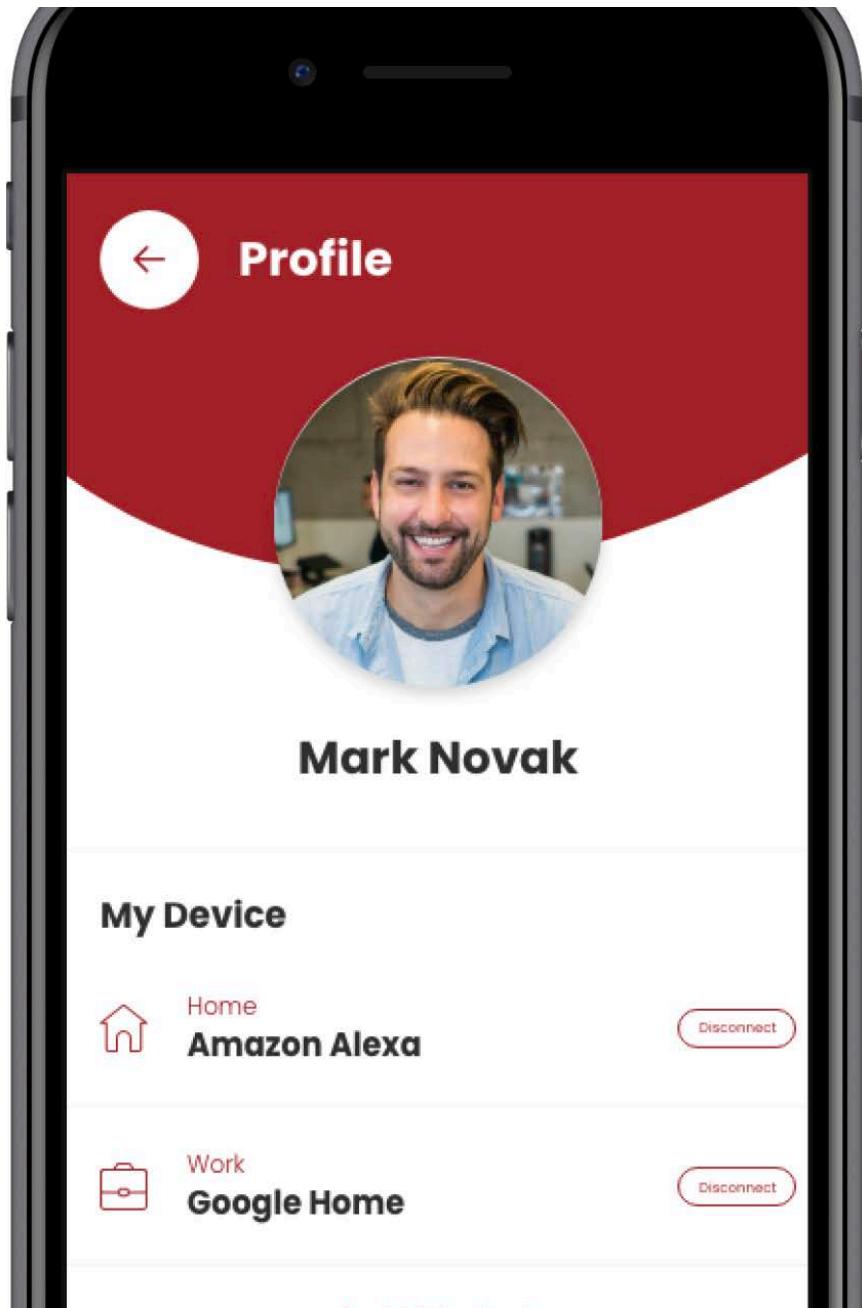
Key Screens





[View full interactive wireframes](#)

<https://xd.adobe.com/view/c2d2fcc9a95-4ecb-484c-7d83af5a3b3eb4e3/?fullscreen>



Optimizing Tasks for Coworking Space Members and Staff

HCI Capstone Project, IUPUI 2019



Overview

Coworking spaces have risen in popularity in recent years. These spaces provide an environment for freelancers, entrepreneurs, and small companies to work together in a shared environment, often providing resources and benefits for a fee.

GravityDrive, a user experience consulting firm, wants to develop an application for users in coworking spaces that can automate common tasks and support communication within the coworking space.

In our project, we focused on three user groups: (1) facility managers, who are in charge of the building, (2) administrators, who provide general services to members, and (3) members, who pay to use the space for their business office needs. These groups represent different ways of interacting with the coworking space and different goals and challenges that need to be supported.

Alicia - The Entrepreneur (Member)



Gains

- Looking for new projects and partners related to her business goals
- Working in an environment that supports her work and tasks
- Branding and building of her company growth and networking for upcoming projects

Pains

- Worried about coworking space necessities like internet, printing, cleaning, security and meeting room availability
- Needs to be able to quickly solve building issues
- Uncertain of status of mail for her business
- Her clients don't know where to meet her when they visit

Friday, 12/13/19 5:30 PM



Member: Facilities Ticket Form

Members can use this form to communicate with the facilities manager about problems in the workspace such as supply outages, equipment malfunctions, and power issues.

Other key features of the member role include:

- Receiving notifications for incoming mail and packages
- Setting up a meeting with outside guests
- Checking the calendar of events for the workspace

Research & Analysis

Observations and interviews at multiple on-site coworking spaces provided data about day-to-day activities in those spaces. The sites visited include:

- Launch Indy
- Launch Fishers
- The Hatch
- Indiana IoT Lab
- Hamilton East Public Library

Based on data collected, we created a separate persona for each user group to represent their goals and needs during design. The "gains" (jobs and tasks that help meet their needs) and "pains" (problems that get in the way of their jobs) for these personas are presented below.



The photo above was taken from a research visit to Launch Fishers in which we talked with the facilities manager to learn about his day-to-day activities.

Jim - The Facilities Manager



Gains

- Keep track of the status of all building facilities
- Prepare for events that are scheduled for the day
- Make sure building is secure
- Be available for building members to report issues to him
- Make sure building has enough office supplies (paper, ink, etc.)

Pains

- Lots of walking around to manually check facilities and rooms
- Has to be constantly available for building members
- No automation/record of security footage
- Can't easily lock down facility

Friday, 12/13/19 5:30 PM



Facilities Manager: Cleaning Log

Users can use this screen to create cleaning tickets for janitorial staff. By selecting a location on the floor plan and adding a brief description, each log item helps to keep track of the specific issues that need to be taken care of.

Other key features of the facilities manager role include:

- Adjusting the temperature in various parts of the building
- Setting automation schedules for the HVAC system
- Managing door lock schedules
- Receiving facilities tickets from members and other staff
- Communicating emergency alerts to all users

Design & Prototyping

Based on the three personas, our design process focused on tasks that these three roles need to accomplish on a daily basis. A responsive web application with a dashboard was selected to expose different functionality for the different roles. We prioritized functionality based on frequency of use and criticality of the tasks. The key elements were designed to address the pain points that we identified in our research. These include the following:

- Members lack a simple way of organizing meetings with guests and granting them access to the building.
- Administrators need to be able to find a given member at any time.
- Facilities managers keep track of different building systems including door locks and HVAC, and they also have to report cleaning issues to custodial staff.

Natasha - The Operations Manager (Administrator)



Gains

- Stays in contact with members in case they need help
- Works with facilities manager to make sure she meets the needs of members
- Communicates events/changes/opportunities/information to members
- Organizes billing, as well as general member accounts

Pains

- Has to remember every member in order to organize member accounts and access
- Is sometimes responsible for allowing access to members
- Has to keep track of many different programs that serve different purposes
- Delivering news to members when it arrives, which is a time-consuming process

Friday, 12/13/19 5:30 PM



Administrator: Member Location

Users can search for a specific member using this screen. If a member has reserved a meeting room at that time, the system will automatically display the room. If there is no current reservation, the member will receive a ping through and can respond with their location.

Other key features of the administrator role include:

- To-do lists for scheduling and managing upcoming events
- Submitting tickets to the facilities manager
- Notifying members about mail and packages
- Communicating emergency alerts to all users

User Testing

We created user testing protocols for the three user groups.

- For members, we wanted to verify the concept of physical mail notifications and the process of requesting access for visitors.
- For administrators, we were primarily concerned with different ways of communicating within the space, including locating members, mail notifications, checking for to-dos, and submitting facilities tickets.
- For facilities managers, our testing focused on HVAC control, security/door lock control, and use of the cleaning log.

Each participant was asked to complete 3-5 role-specific tasks and to think aloud while working on the tasks. Our metrics included task completion, time-on-task and, post-task ratings of ease of use. At the end of the session, the participant was asked to list features they liked, features they disliked, and anything they felt was missing from the application.

Testing was conducted at two coworking spaces in Indianapolis: Platform 24 and The Speak Easy. We tested all three prototypes with representative users in these spaces. Differences in the setup and layout of the two spaces gave us different perspectives on our designs. For example, Platform 24 has a typical room booking system and front desk, but The Speak Easy does not.

The average ease ratings for the three roles were as follows (on a scale of 1 to 7, 7 being the easiest):

- Member: 5.78
- Facilities Manager: 6.09
- Administrator: 5.53

Key findings were:

- Having a clear area for notifications is an important addition that each of the roles need.
- Members would benefit from the visitor request form being integrated with a room booking form.
- For facilities managers, the addition of textual labels as well as zooming in to just the selected area would make the HVAC and door lock screens more understandable.

Conclusions & Next Steps

Through our field research, we were able to determine and prioritize the pain points of the different coworking space roles. Designing for these three user demographics allowed us to think about these spaces from different perspectives. The user testing process gave us a lot of insight on what would be effective for users and what would need to be changed or added. Due to how unique each coworking space is, an application like ours must be flexible in order to meet the needs of a variety of different environments.

GravityDrive plans to make use of our research and user feedback to inform their decisions in moving forward with this product. With the data we collected from user testing, they can focus on the development of features that users find the most useful.



Thank you!

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