

# UX Design Portfolio

Mayur Srivastava, MS Human Computer Interaction



## Industry Projects

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[Download Resume](#)

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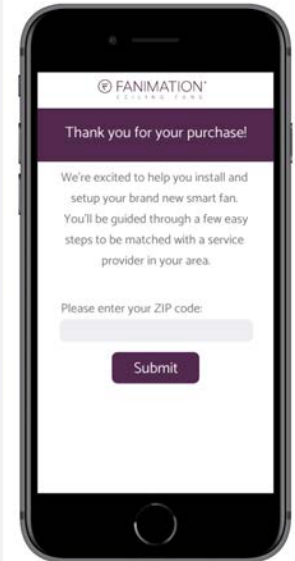
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[Optimizing Tasks for Coworking Space Members & Staff  
HCI Capstone 2019: Research Poster](#)



FANIMATION®  
C E I L I N G F A N S





## Industry Project

## Company Overview

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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

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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.

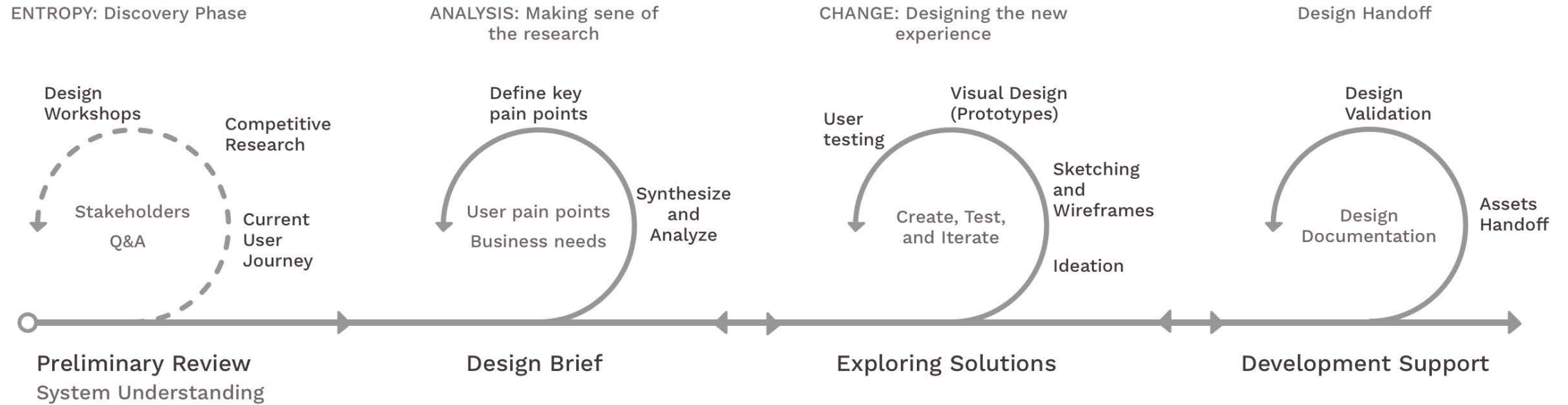
**Goal :** Design mobile Service application for DIY Customers to Improve the Service Quality and customer experience

**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

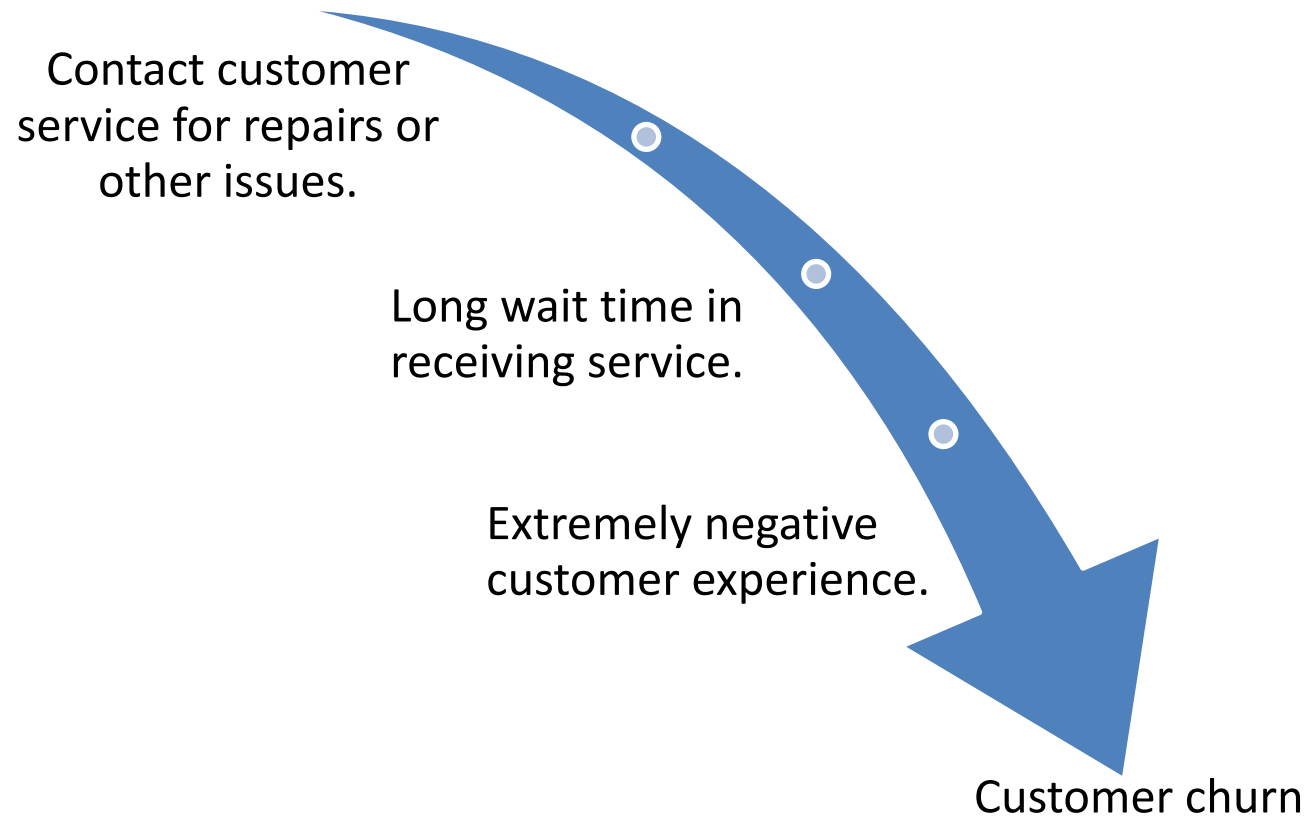
Samsung

Wink



# Problem Statement

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# Customer Segment

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- ❑ 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



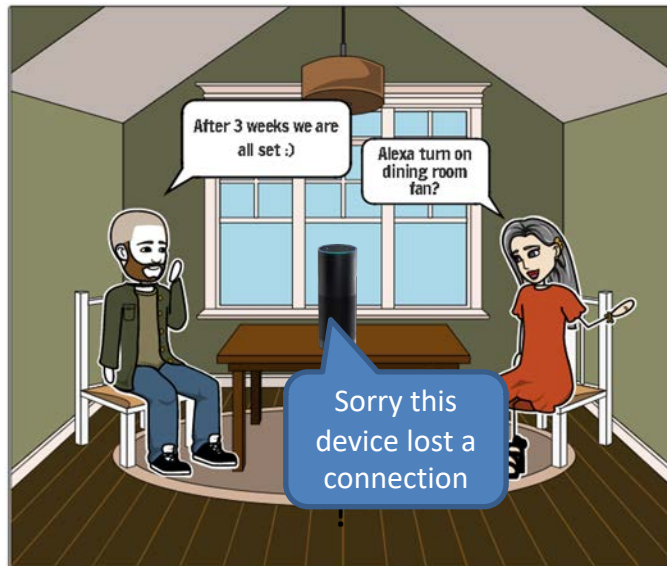
Customer Support & Service







# Customer Journey



Operation via voice interface



Customer Support and services

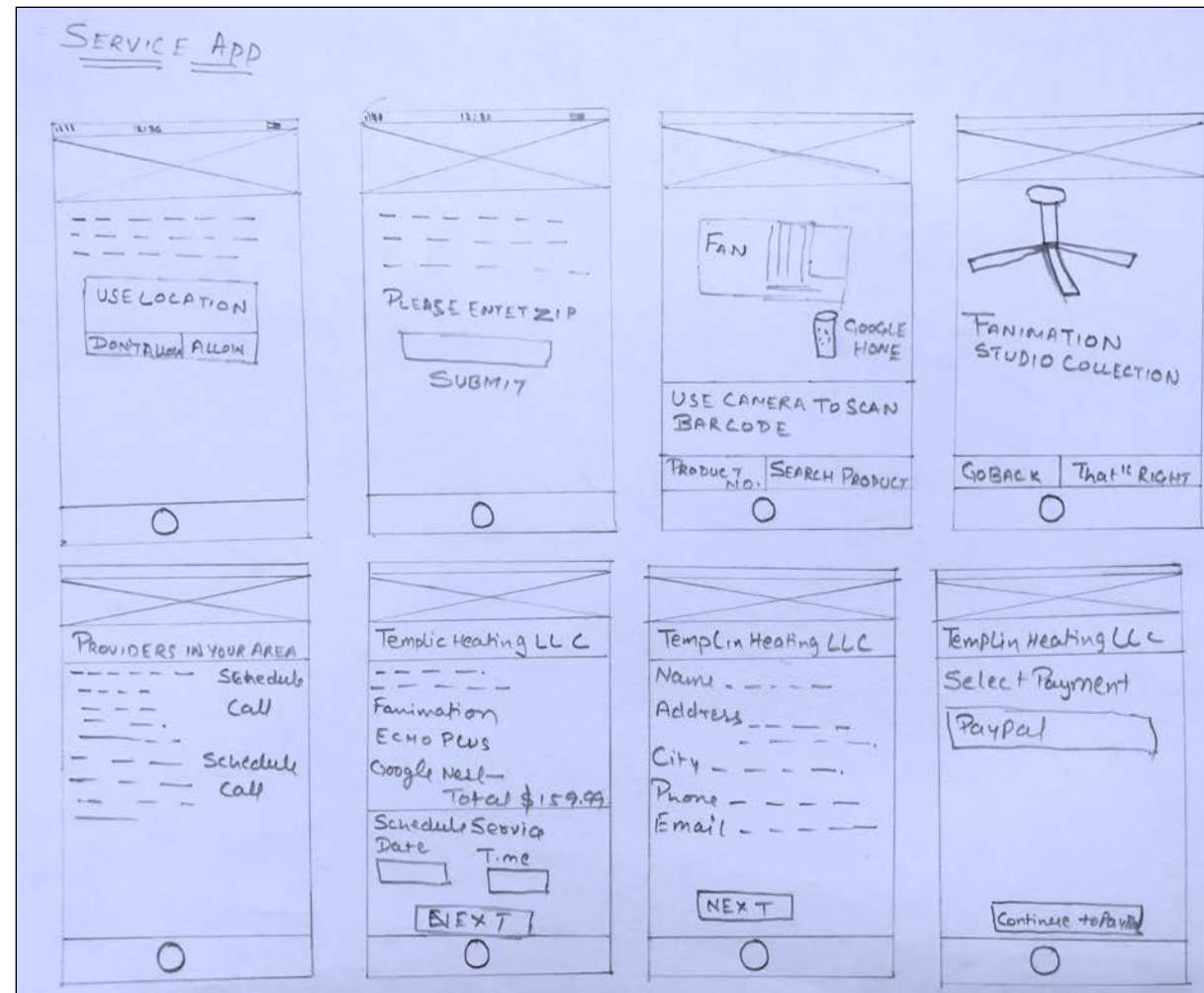


Product returned

# Brainstorm & App Design



# Sketch Service App

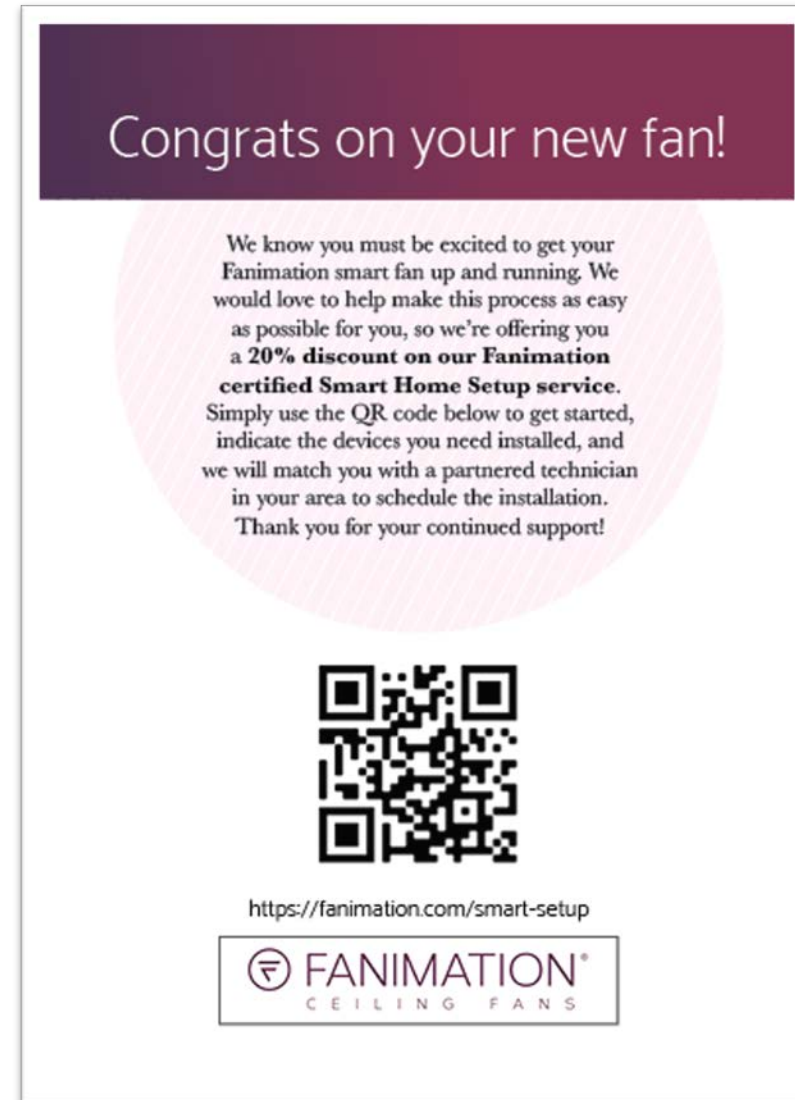




# Design Leaflets



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

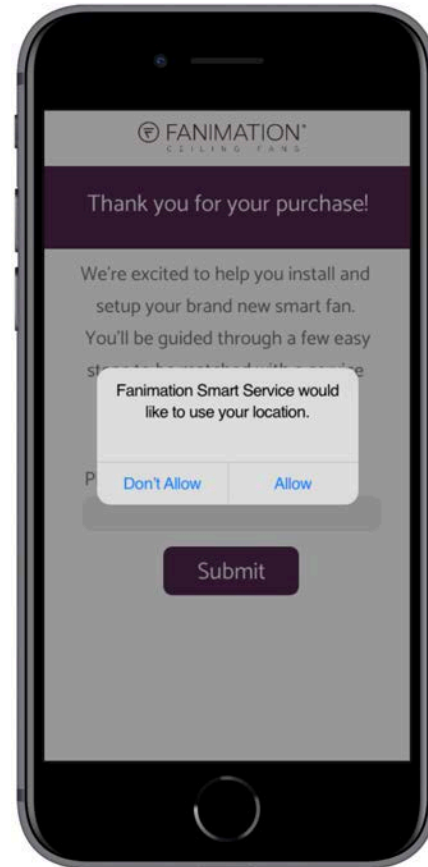




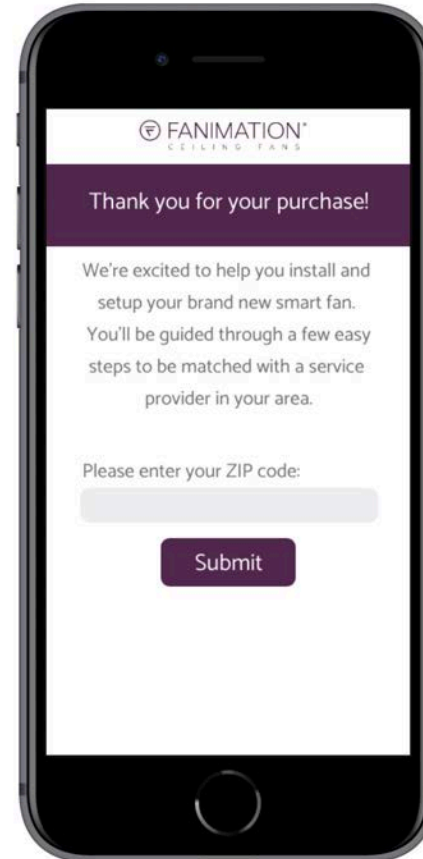


# Prototypes

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



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

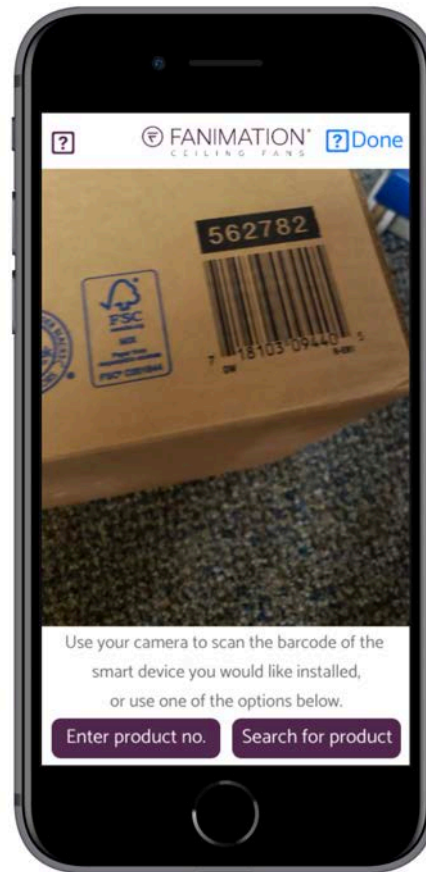


**Service App Design**

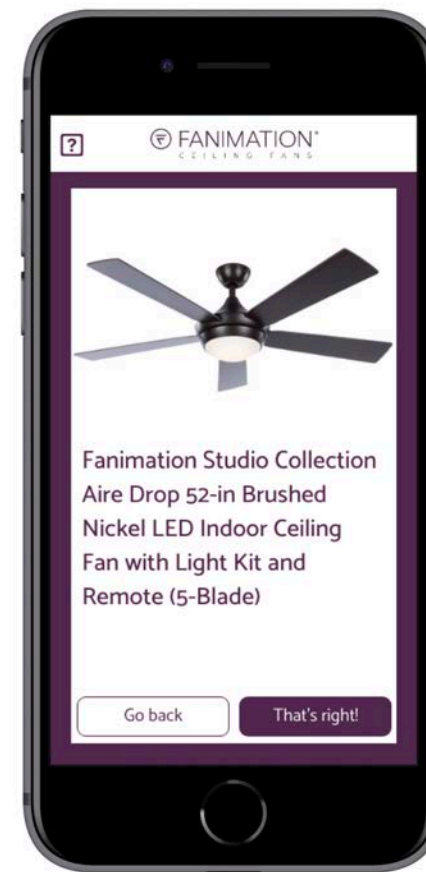


# Prototypes

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



**Step-4** Allow user to confirm product.



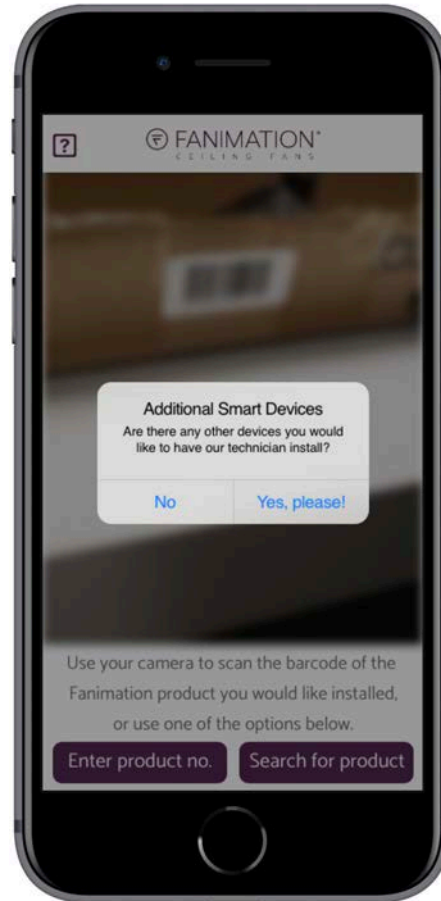
**Service App Design**



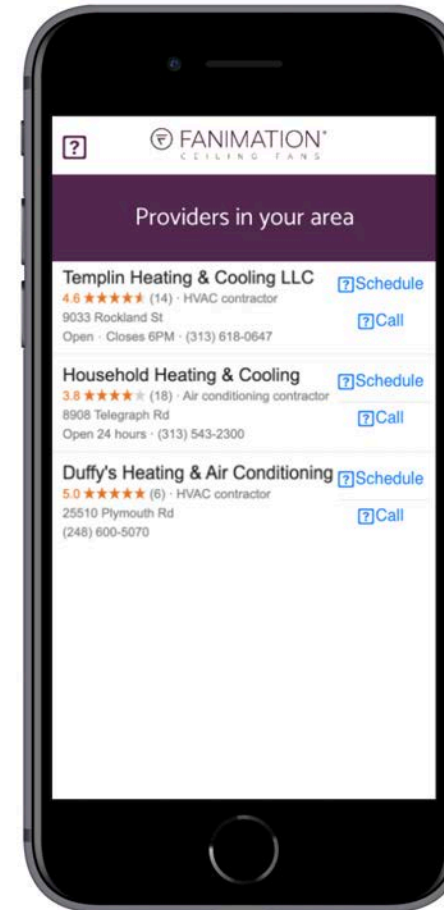


# Prototypes

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



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



## Service App Design



# Prototypes

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

The screen displays the Fanimation logo at the top. Below it is a purple header with the text "Templin Heating & Cooling LLC". The main content area lists the items: "Fanimation Studio Collection", "Aire Drop 52-in ...", "Amazon Echo Plus (2nd Gen)", and "Google Nest Learning Thermostat - 3rd Generation". Below the list, the subtotal is shown as "\$159.99". At the bottom, there is a "Schedule Service" section with fields for "Date" (12/21/2019) and "Time" (3:30 p.m.), each with a question mark icon. A purple "Next" button is at the very bottom.

**Step-8** Here user would provide address with contact info.

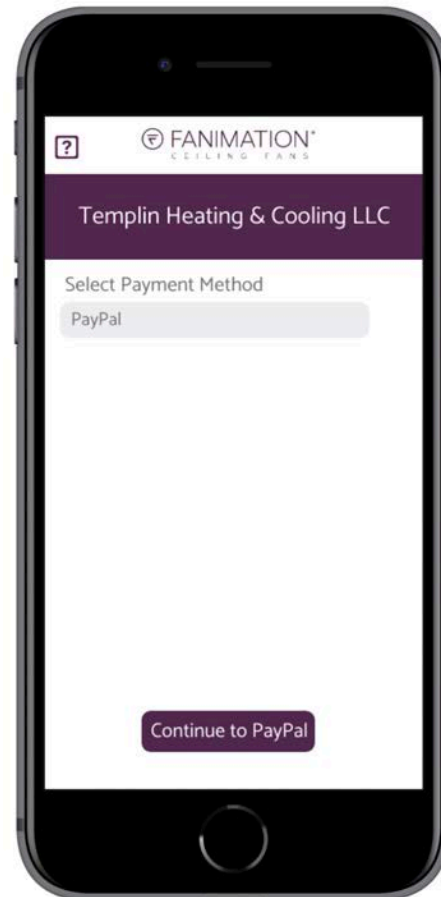
The screen displays the Fanimation logo at the top. Below it is a purple header with the text "Templin Heating & Cooling LLC". The main content area is a form with fields for "Name" (Hugh Lenzi), "Street Address" (7270 Elizabeth Ave), "City" (Redford) and "State" (MI), "Phone" (3135550179), and "Email" (hugh.lenzi@gmail.com). A purple "Next" button is at the bottom.

Service App Design

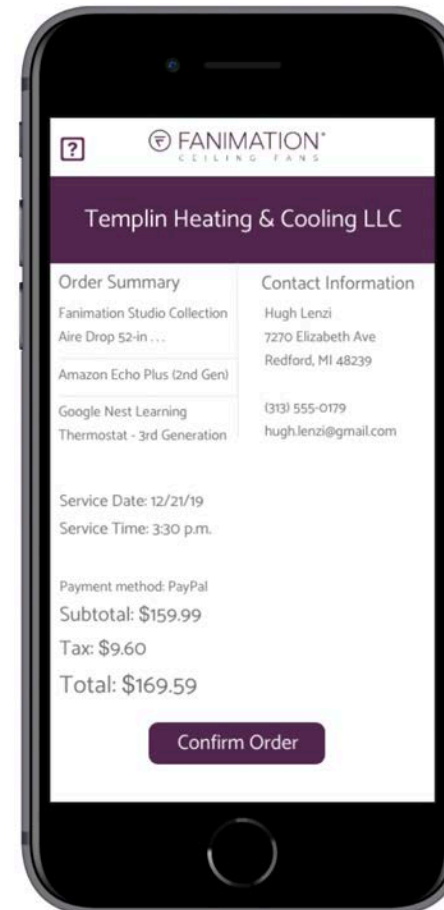


# Prototypes

**Step-9** Here user would select payment method.



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

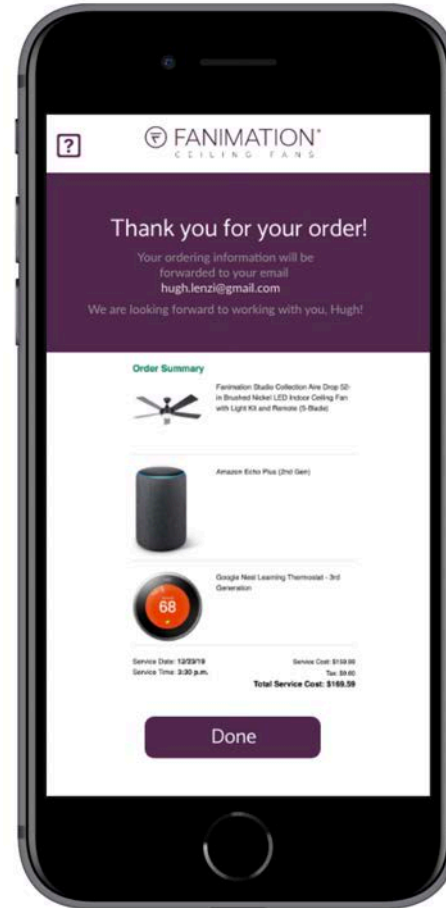


**Service App Design**

# 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





# Results

Improve customer experience



# Customer Experience



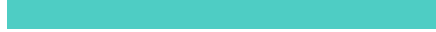
Product Selection and purchase



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>

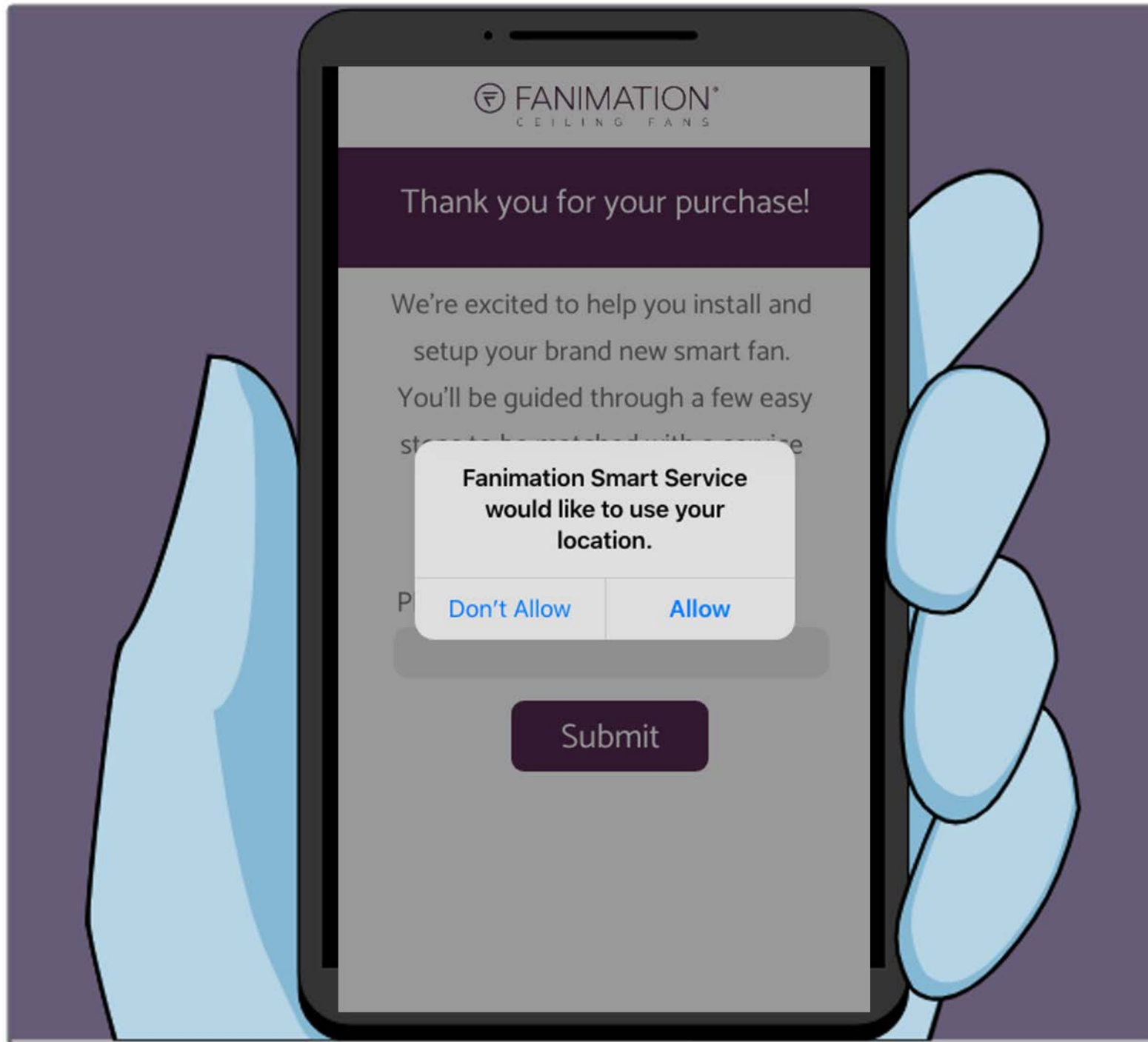


# Customer Experience

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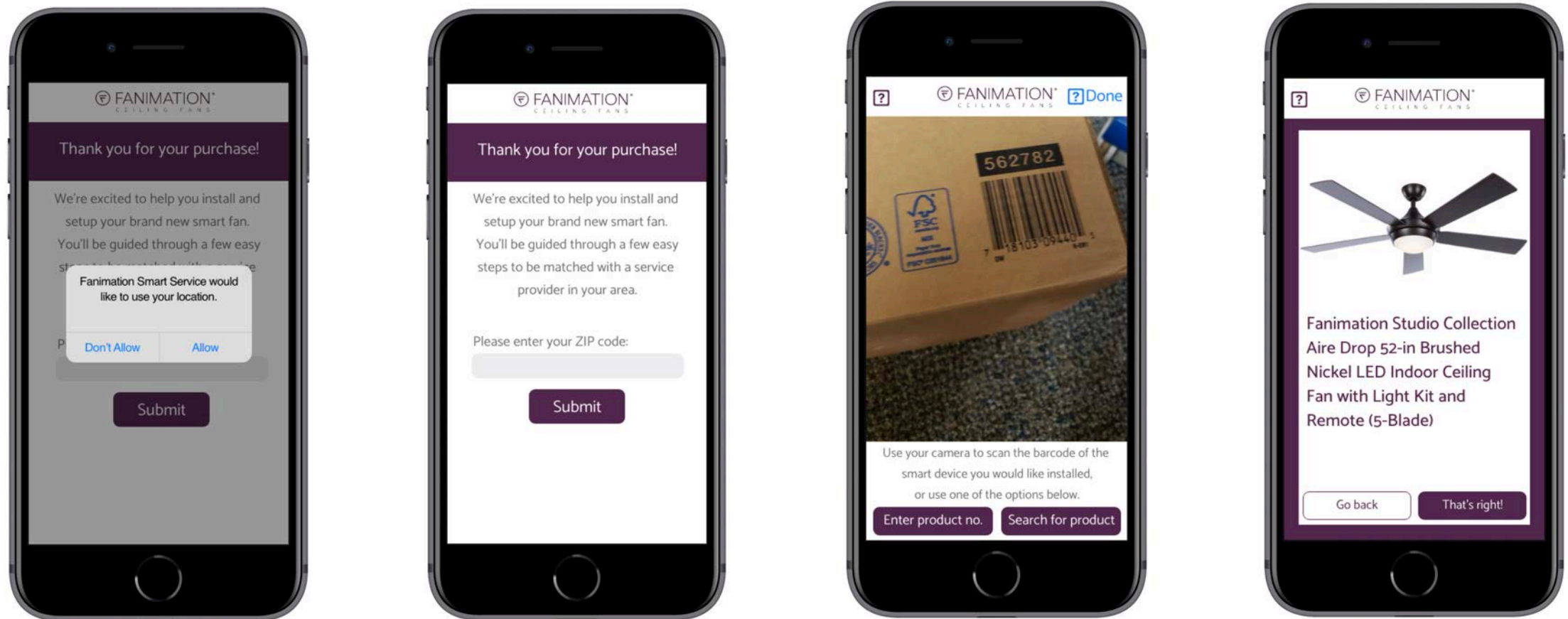
Product Installation and device configuration







# Customer Service App Interface

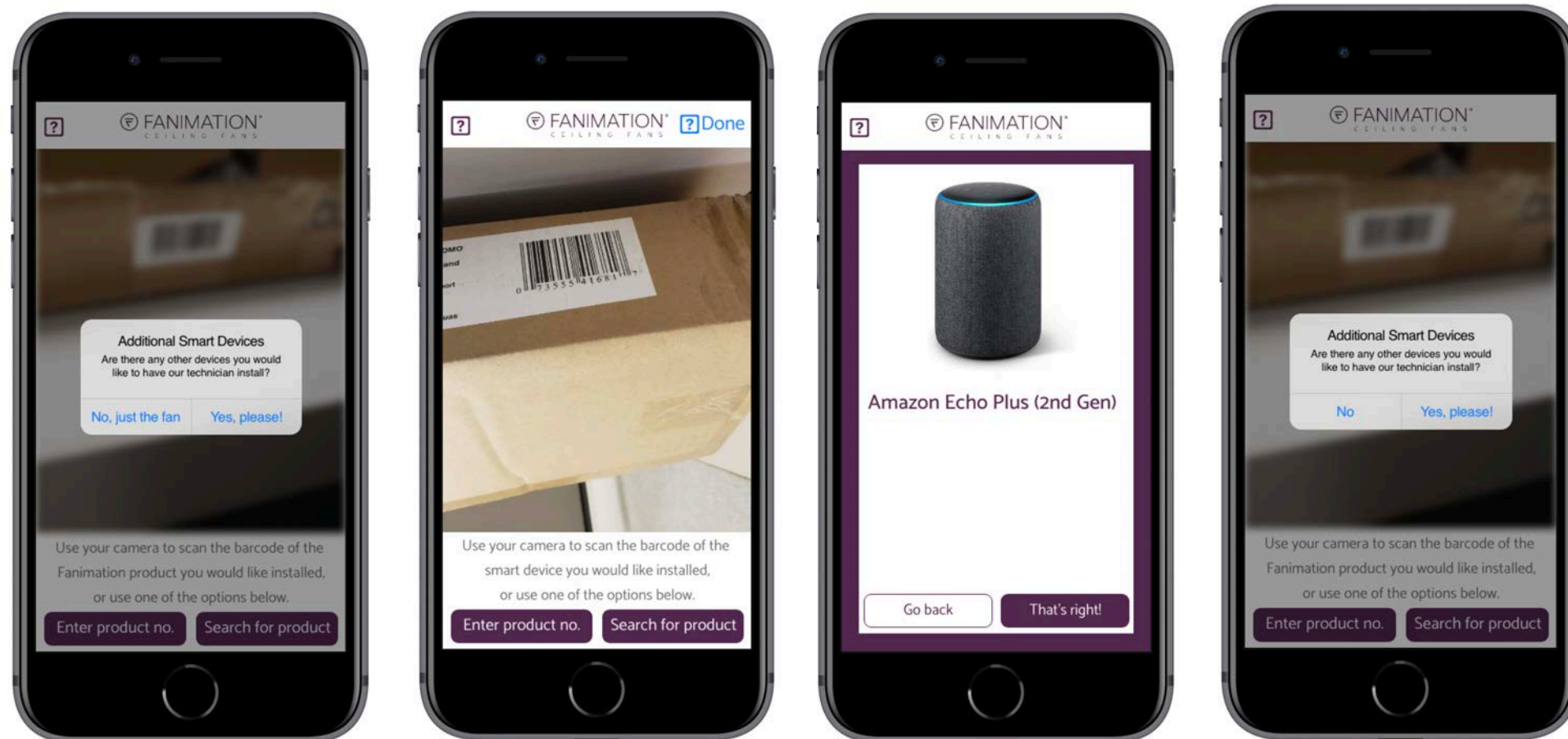


[View full interactive wireframes](#)





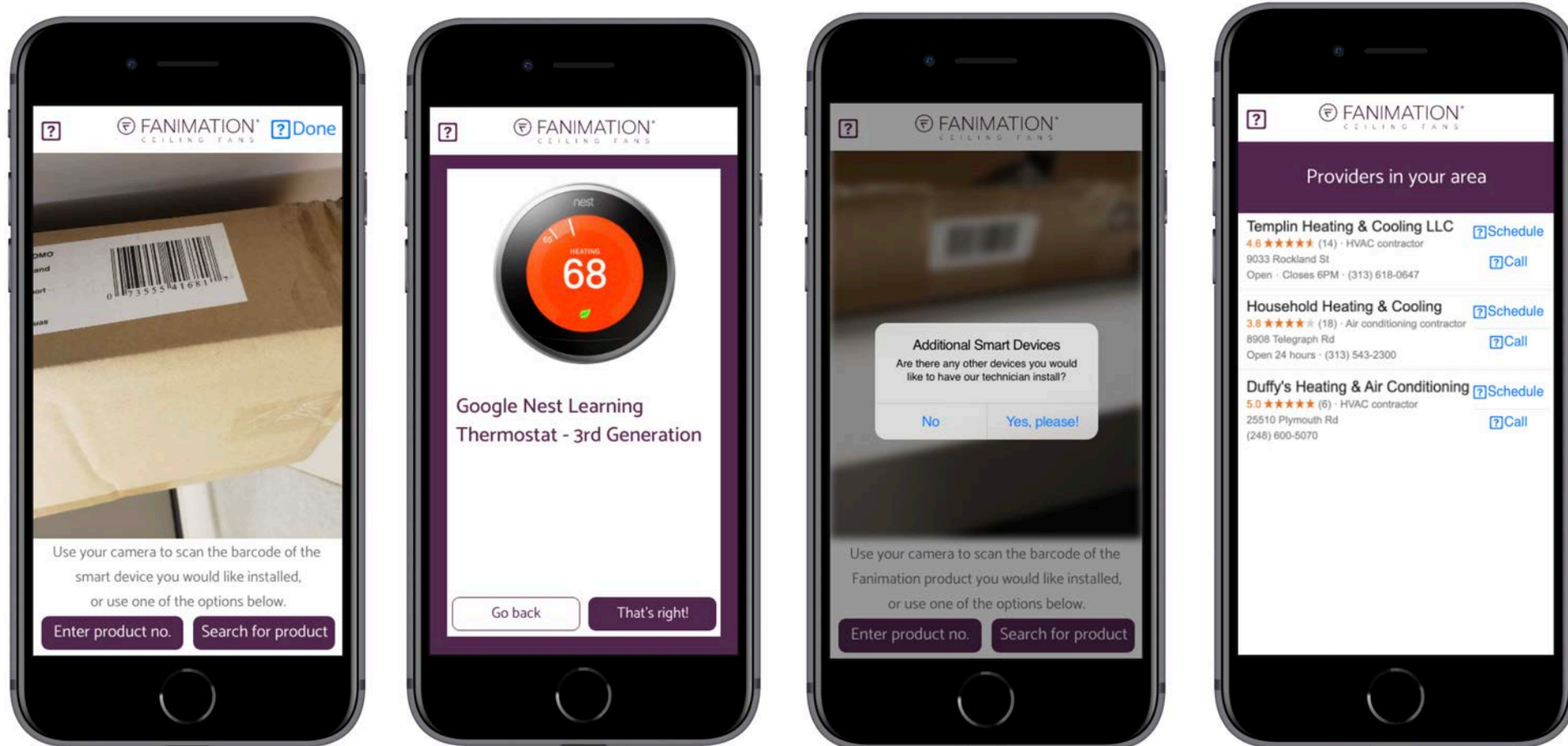
# Customer Service App Interface



[View full interactive wireframes](#)



# Customer Service App Interface

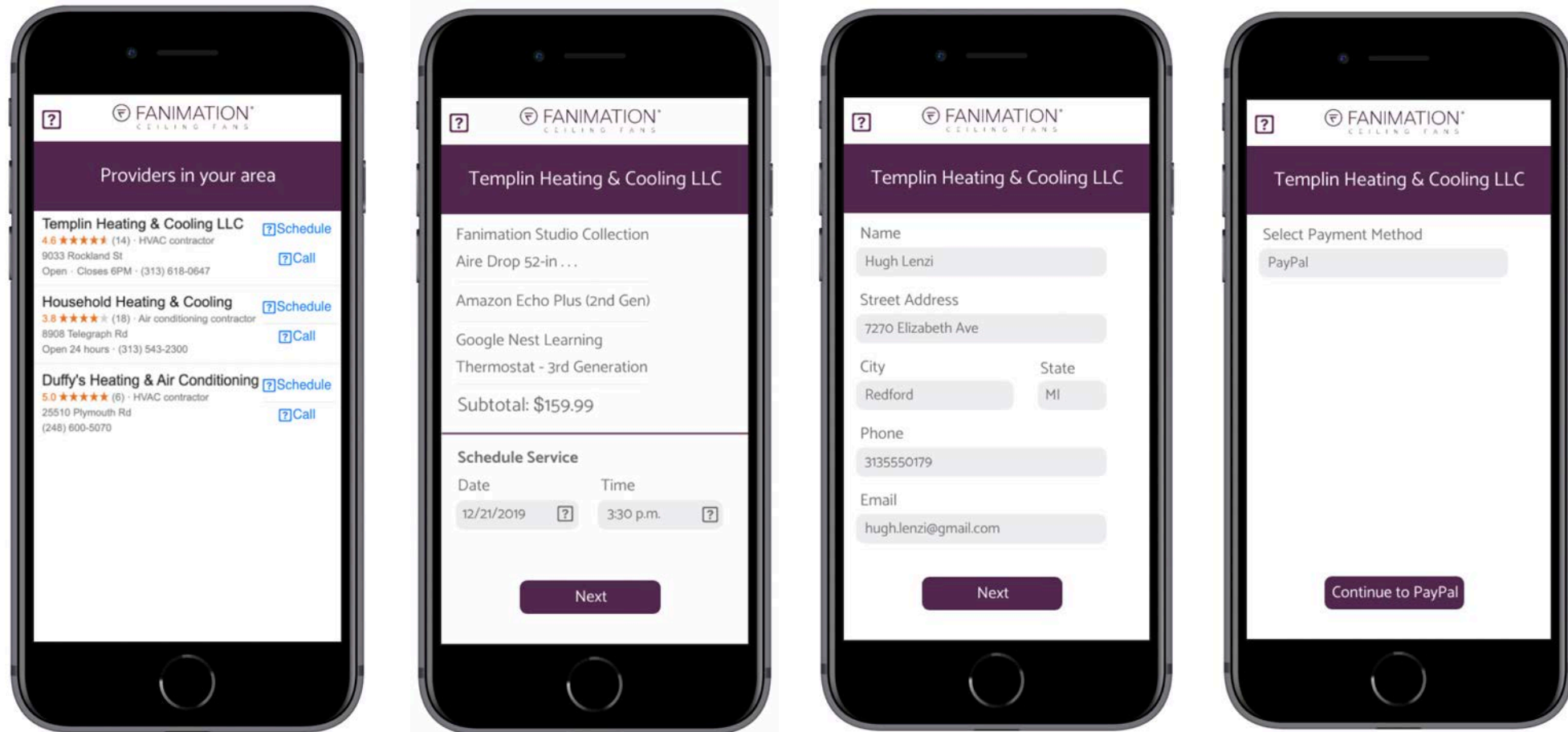


[View full interactive wireframes](#)





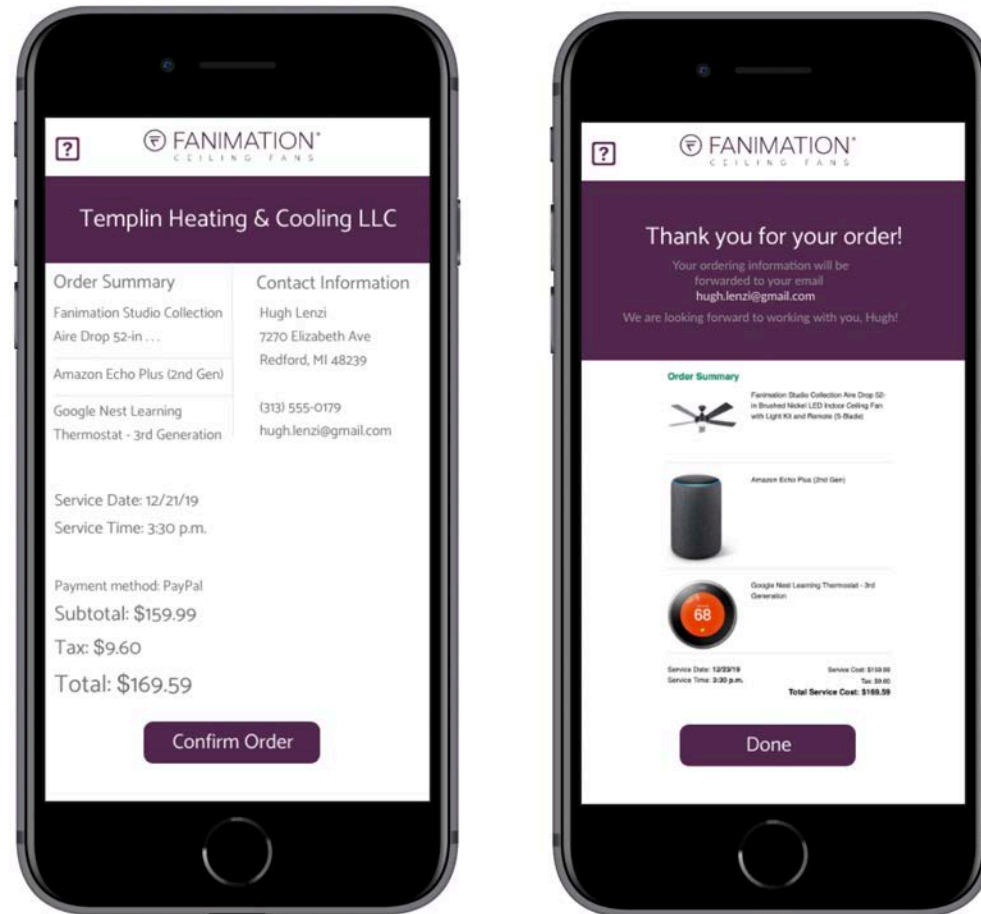
# Customer Service App Interface



[View full interactive wireframes](#)



# Customer Service App Interface



[View full interactive wireframes](#)

4 Days Later



# Customer Experience



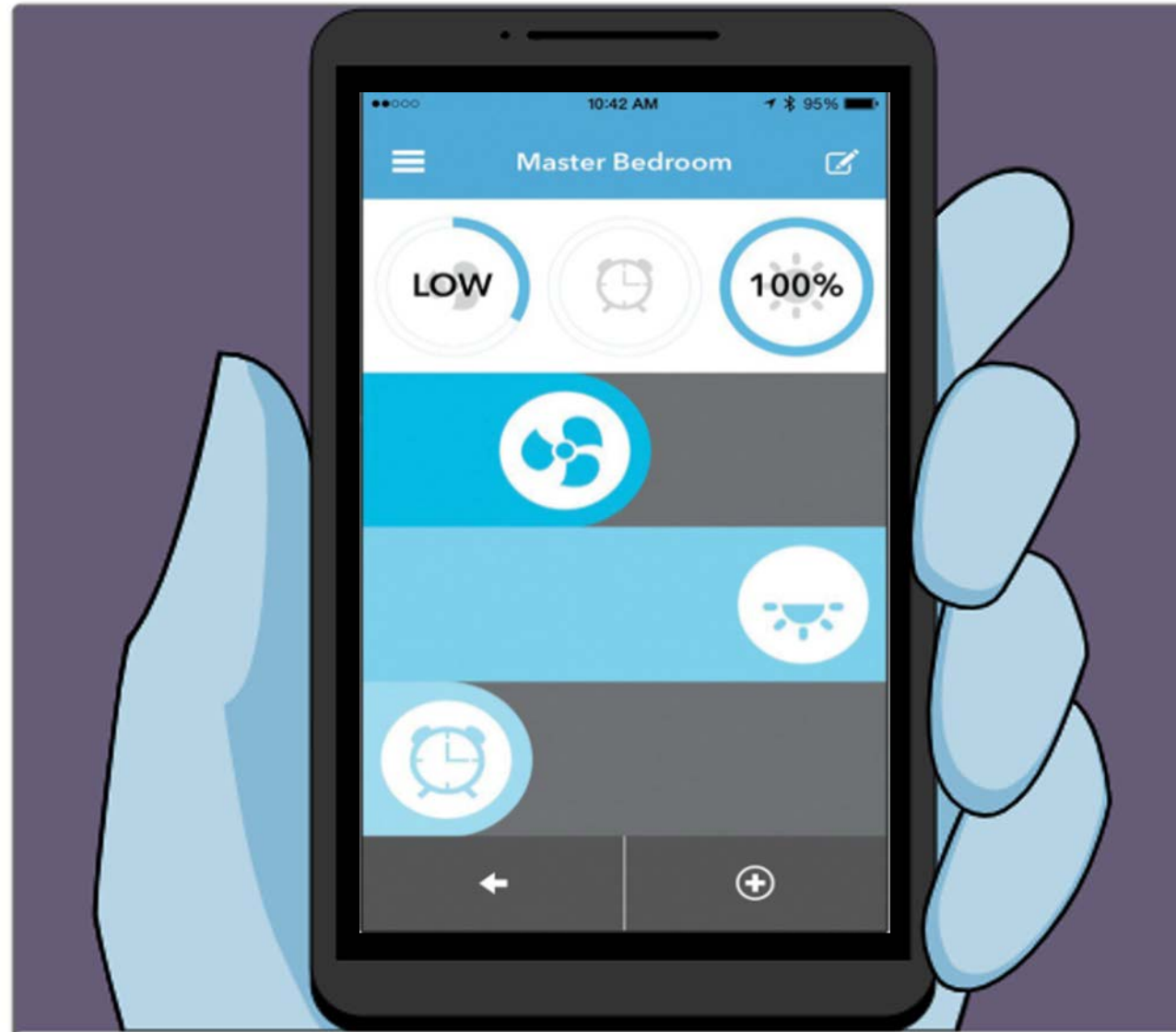
Customer Support and services

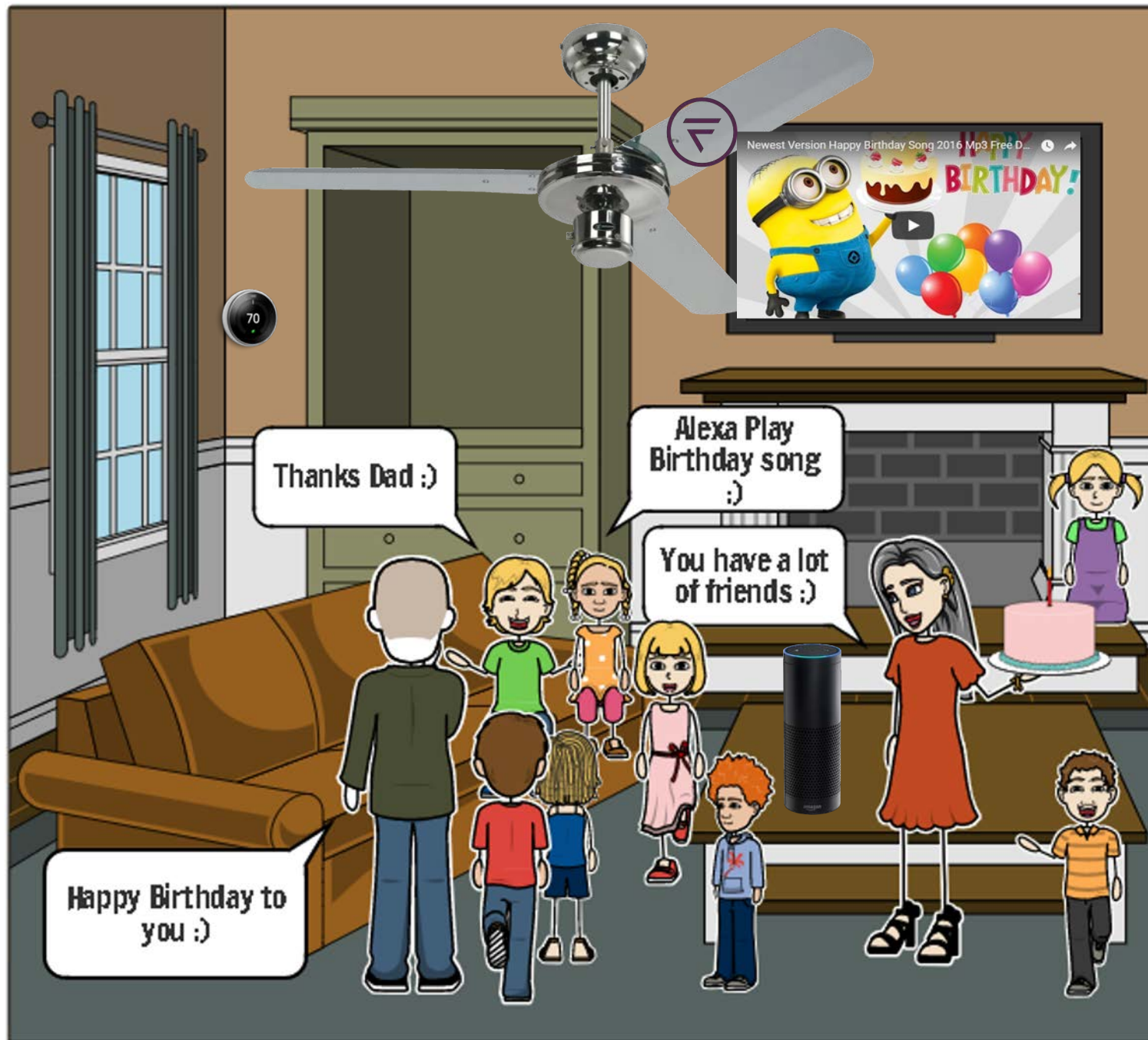


Product Training and ramp up



Product Training and ramp up





One Month Later









# Smart Fan Value Proposition

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- ❑ 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

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## 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.”



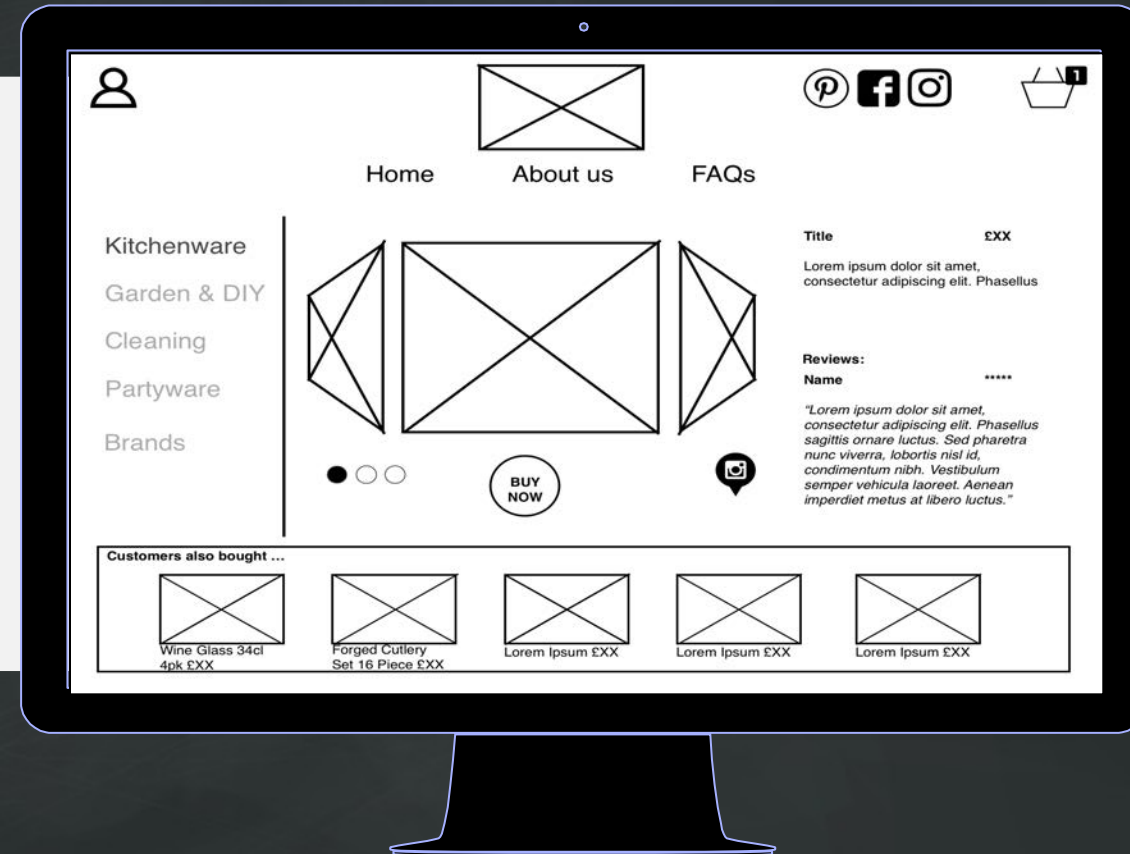
# Thank You!

[Download Resume](#)

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

# 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 on customer service, reasonable pricing and keeping it local**
- ▶ **They prioritise face-to-face contact and can accommodate store collections**

## PERSONALITY



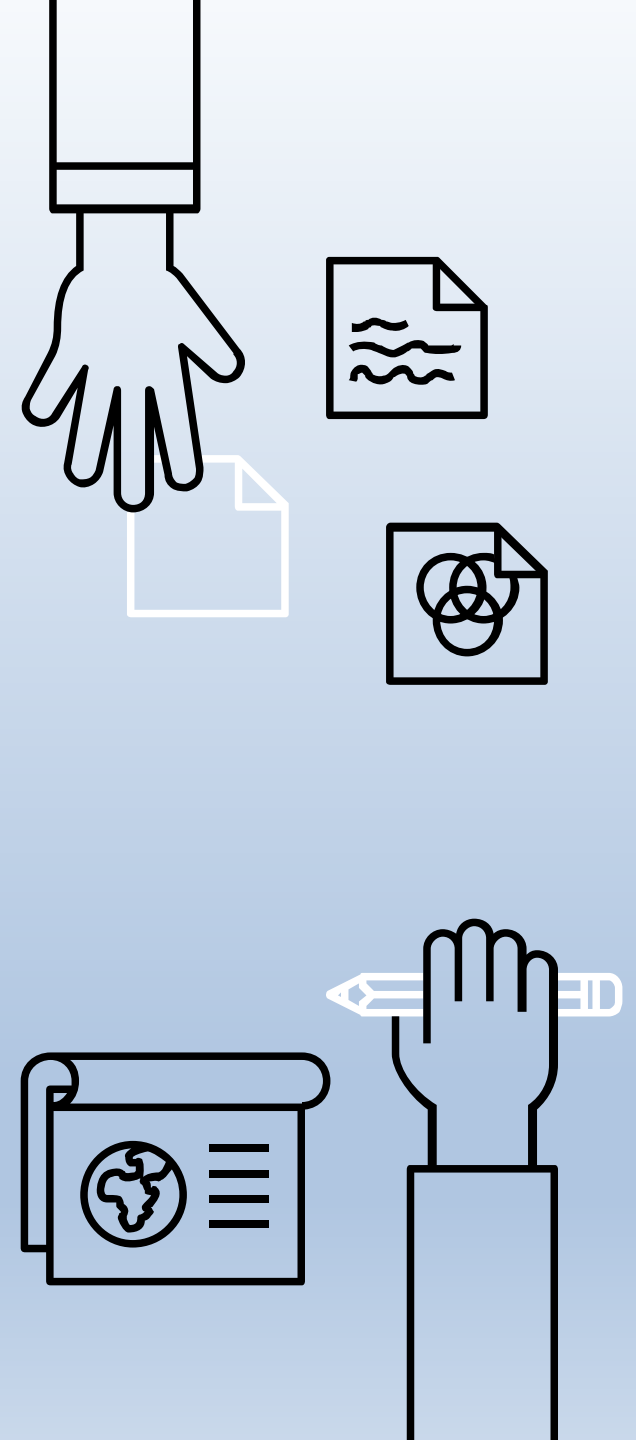
Friendly



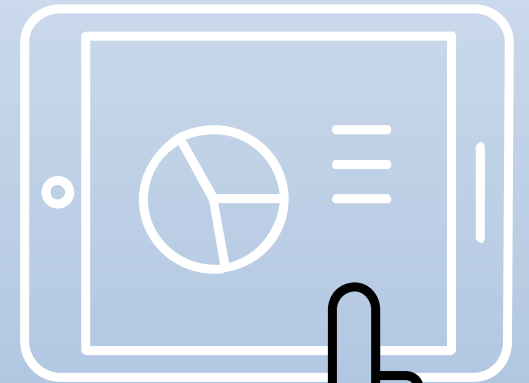
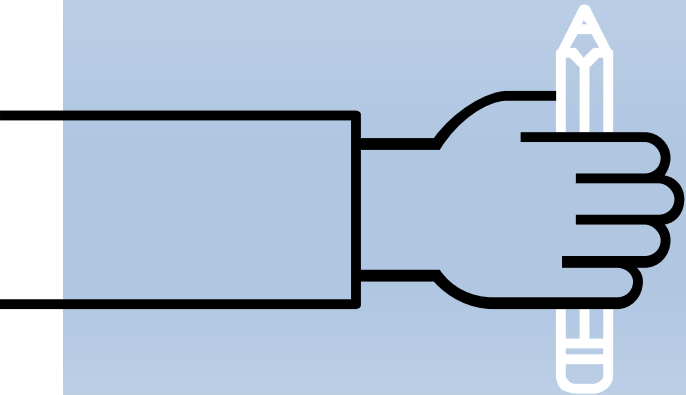
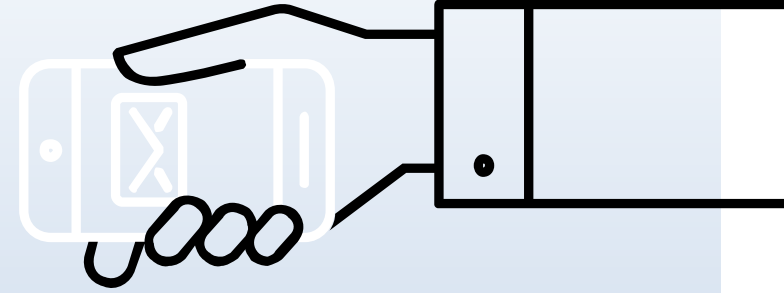
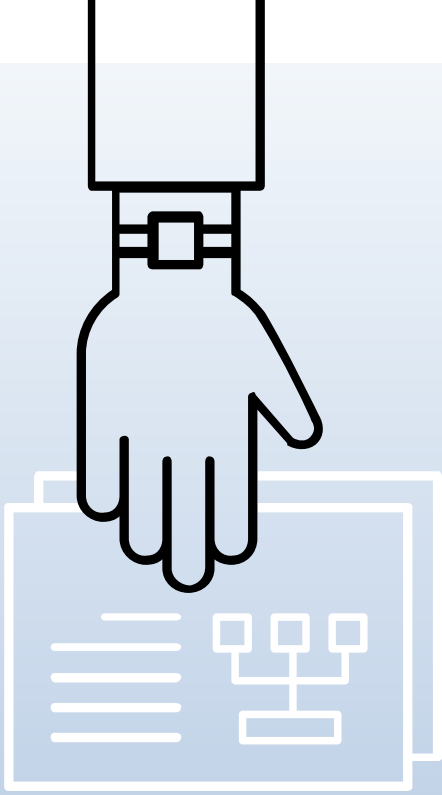
Local



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

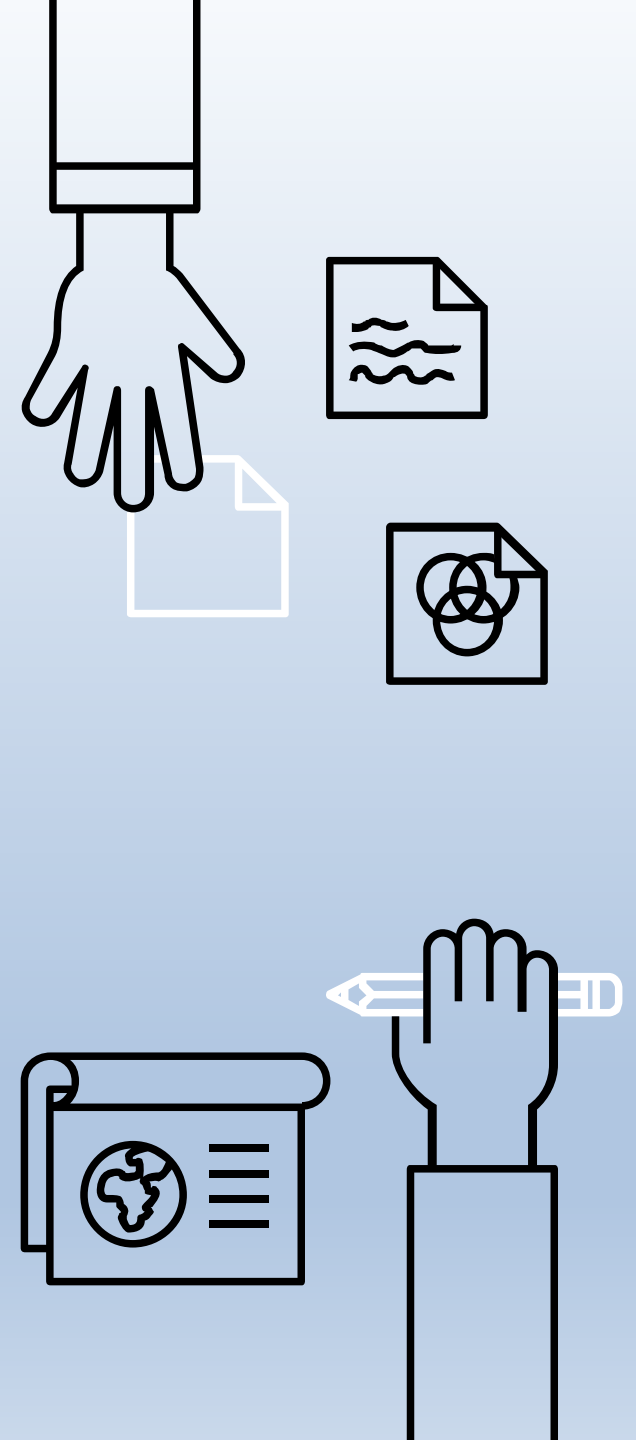
## PAIN POINTS

- 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
	✓	✓	✓
Spitalfields	✓	✓	✓
John Lewis	✓	✓	✓

# COMPETITOR RESEARCH - OPPORTUNITIES

## Social

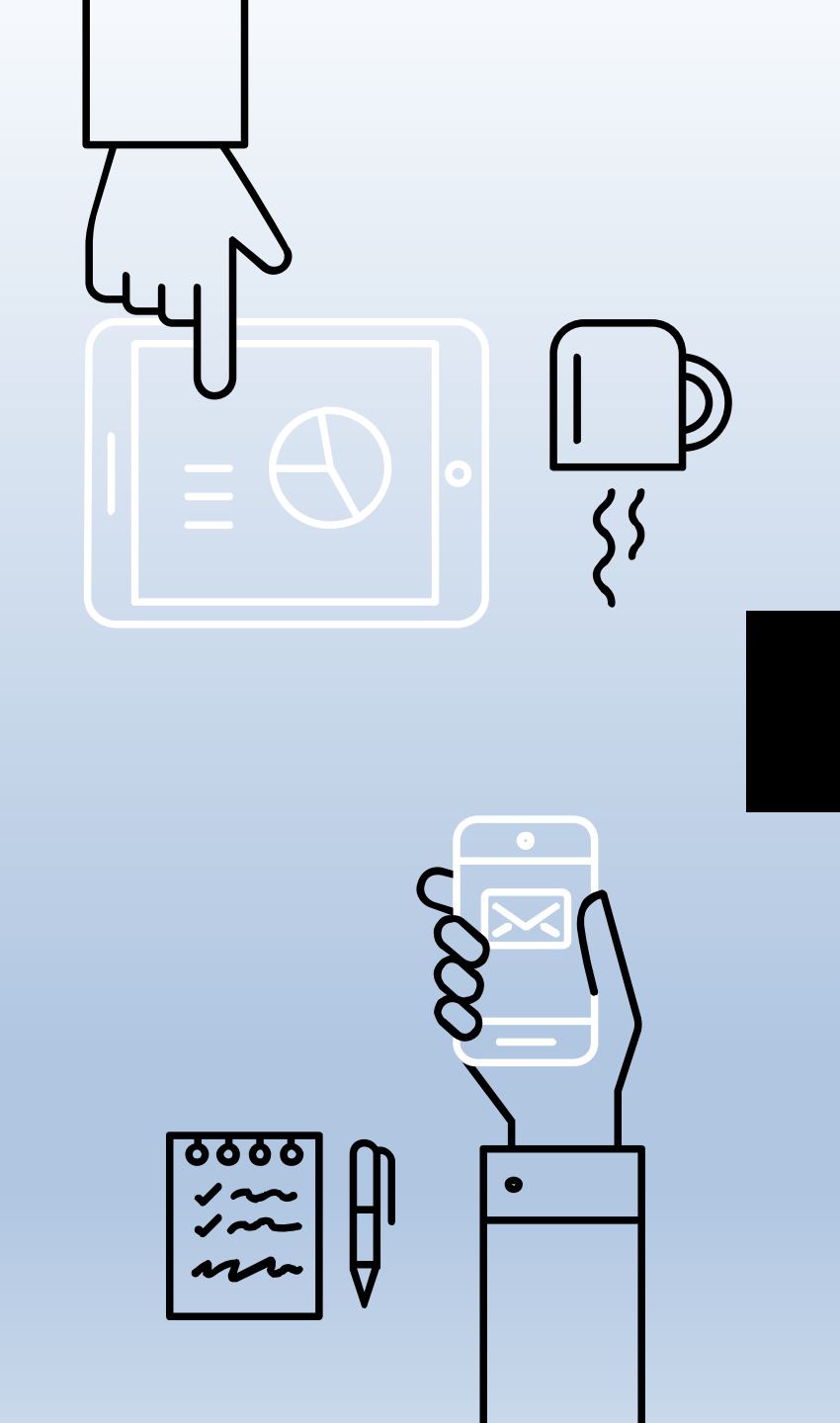
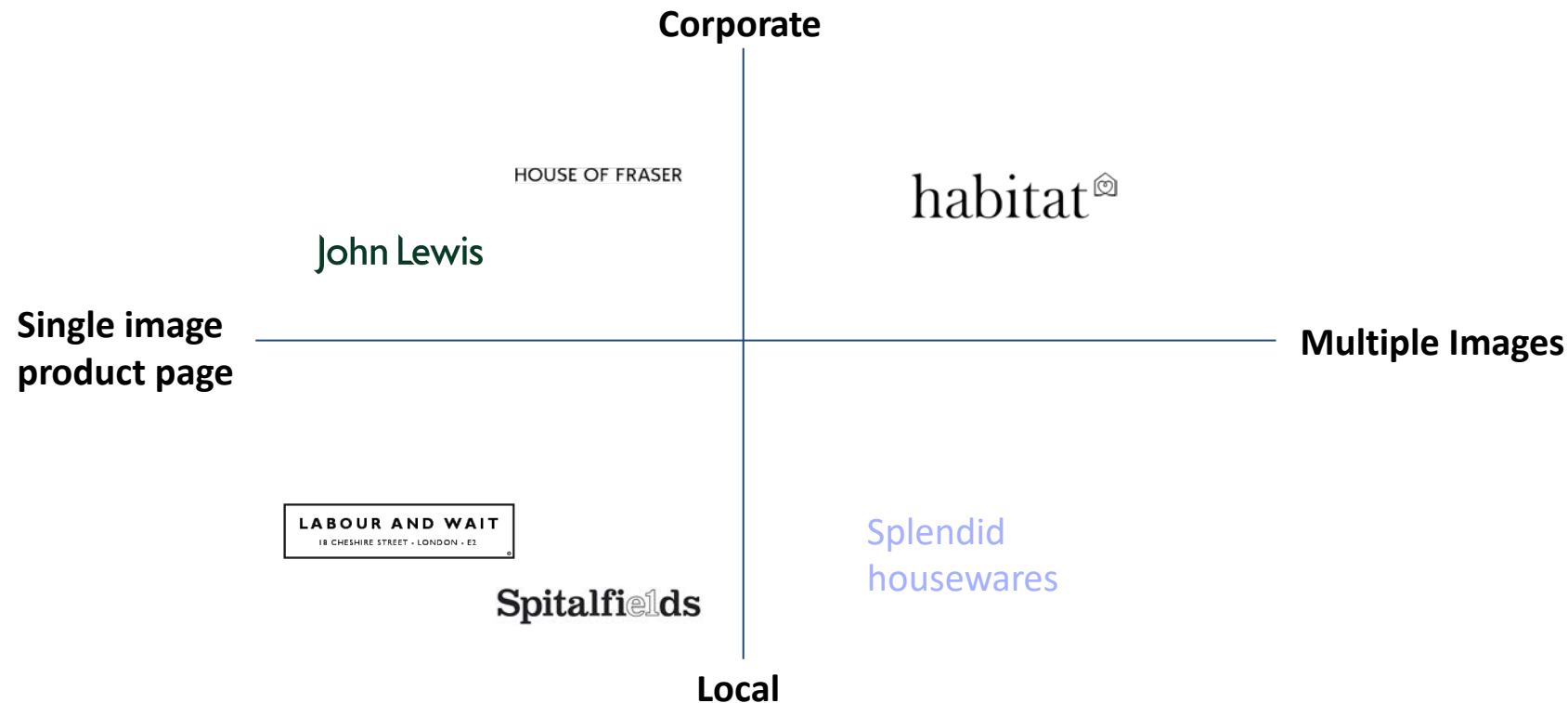
All sites lack a community feel which is key to our brand

## 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?



[Home](#) » [Kitchen](#) » [Crockery & cutlery](#) » [All Tableware](#) » **OLIVIA Eggshell white dinner plate D29cm**

NEW IN

## 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

- 1 +

ADD TO BAG

 ADD TO WISHLIST

DETAILS & DIMENSIONS

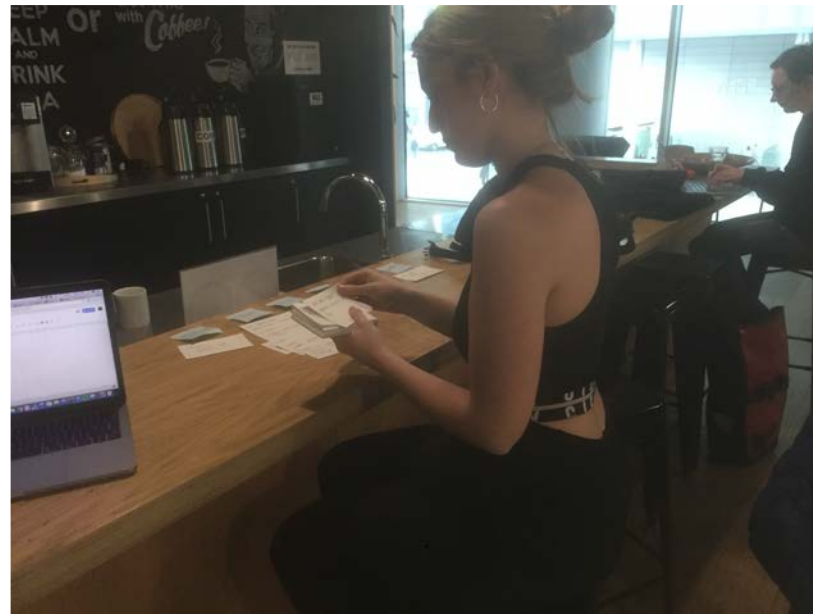




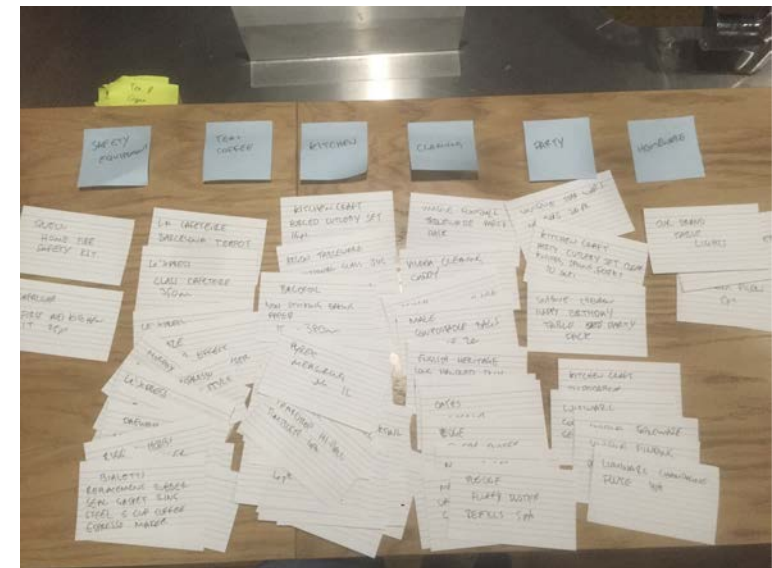
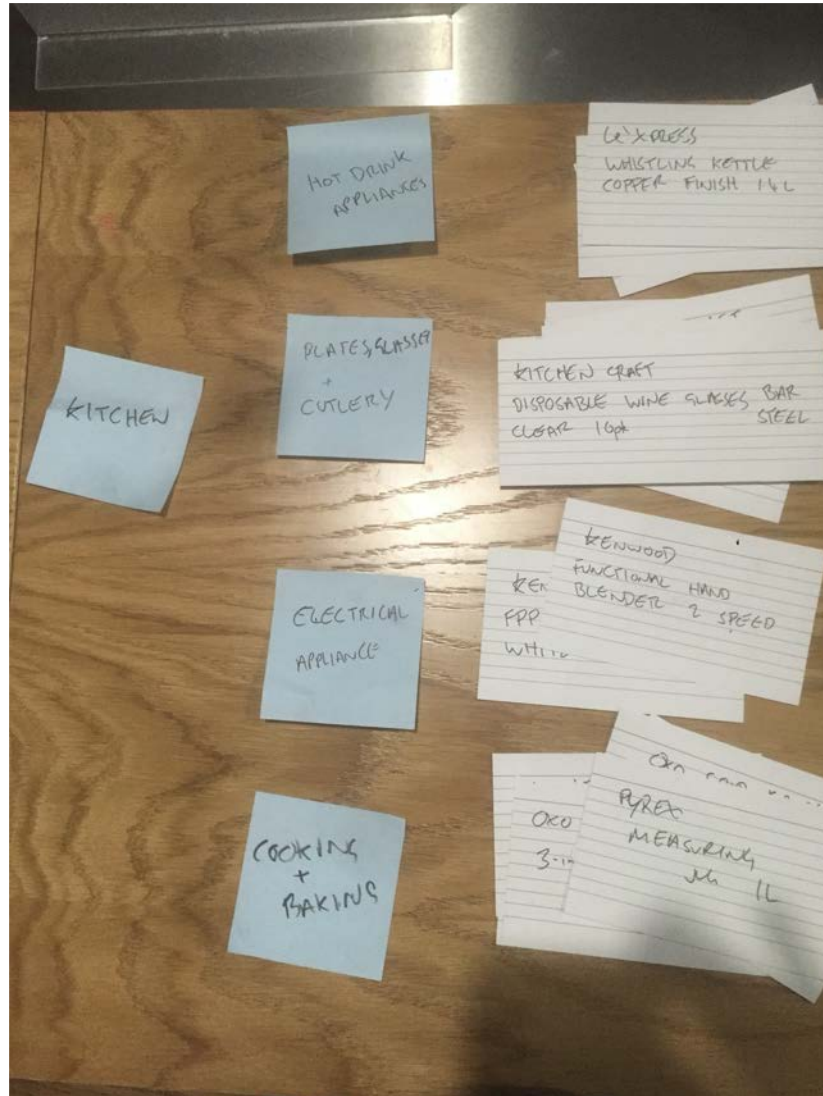


Open card sort

Closed card sort

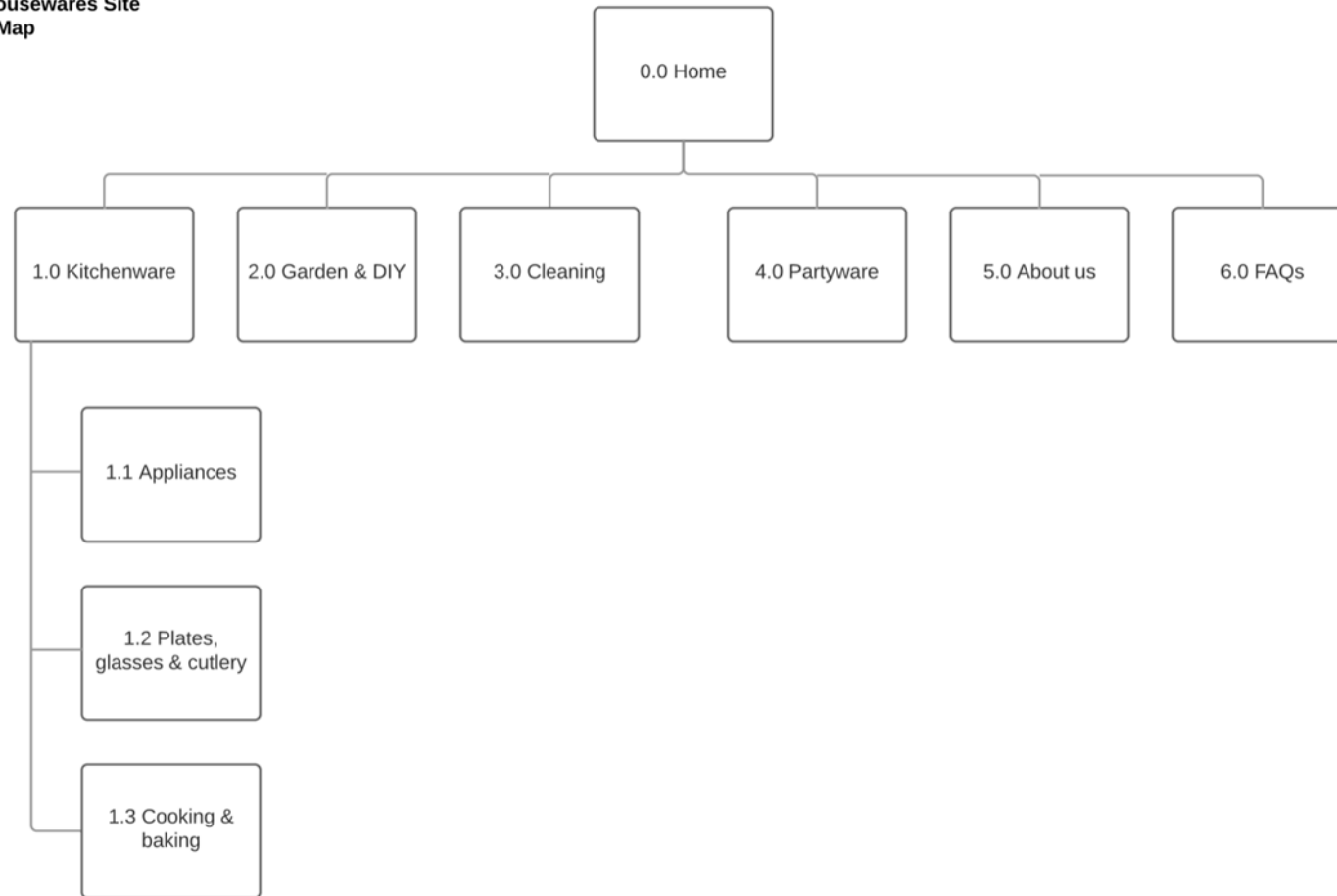


## Closed card sort - Subcategories



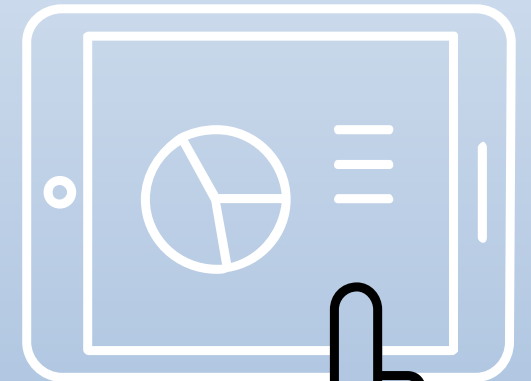
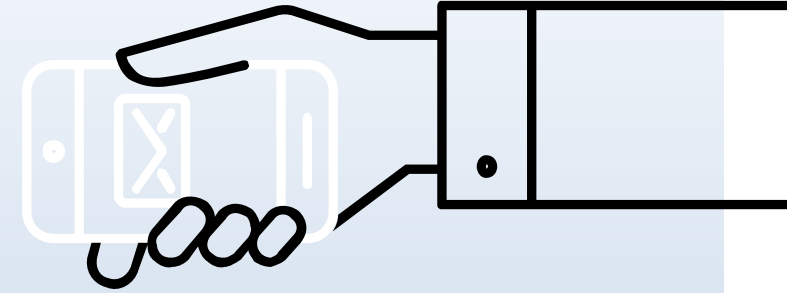
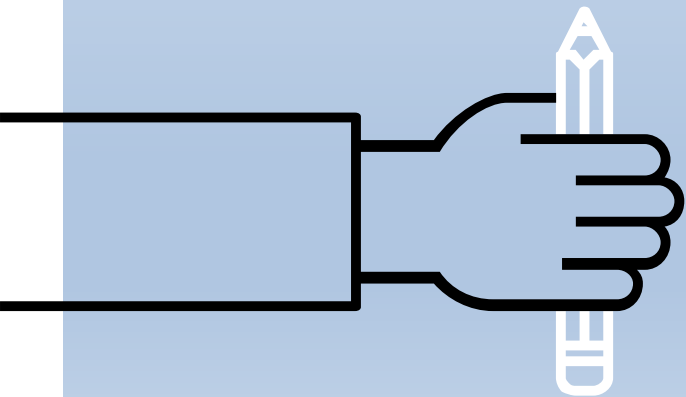
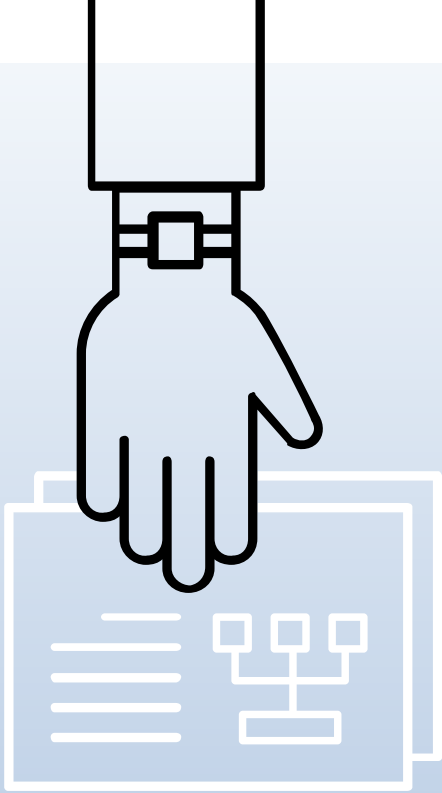
# SITE MAP

Splendid Housewares Site Map





# DEFINE PHASE



# OUR FOCUS

## PERSONA

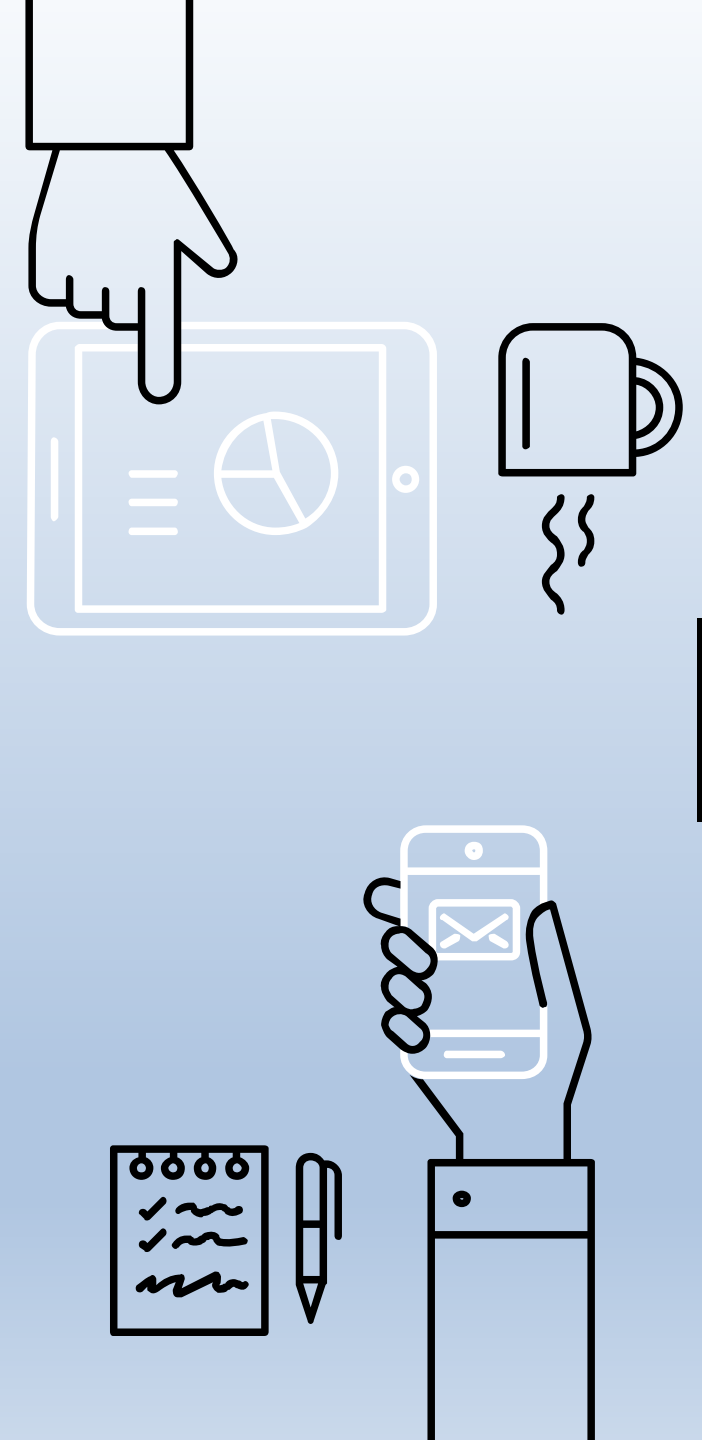
- Valentina
- 20 something
- East London
- Loves local
- \$20-\$35k
- Fashion blogger

## SCENARIO

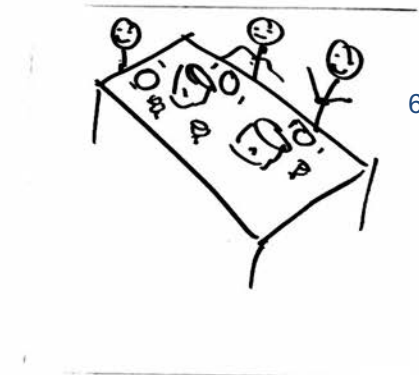
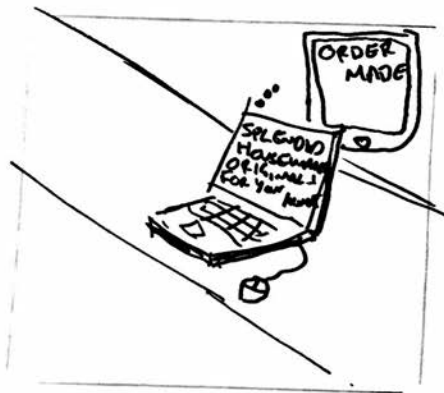
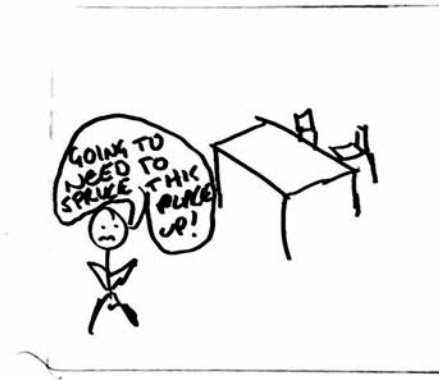
- New flat
- Hosting a dinner party
- Wants to make her place look a bit more presentable
- Needs new dinner set and glassware

## KEY PAIN POINTS

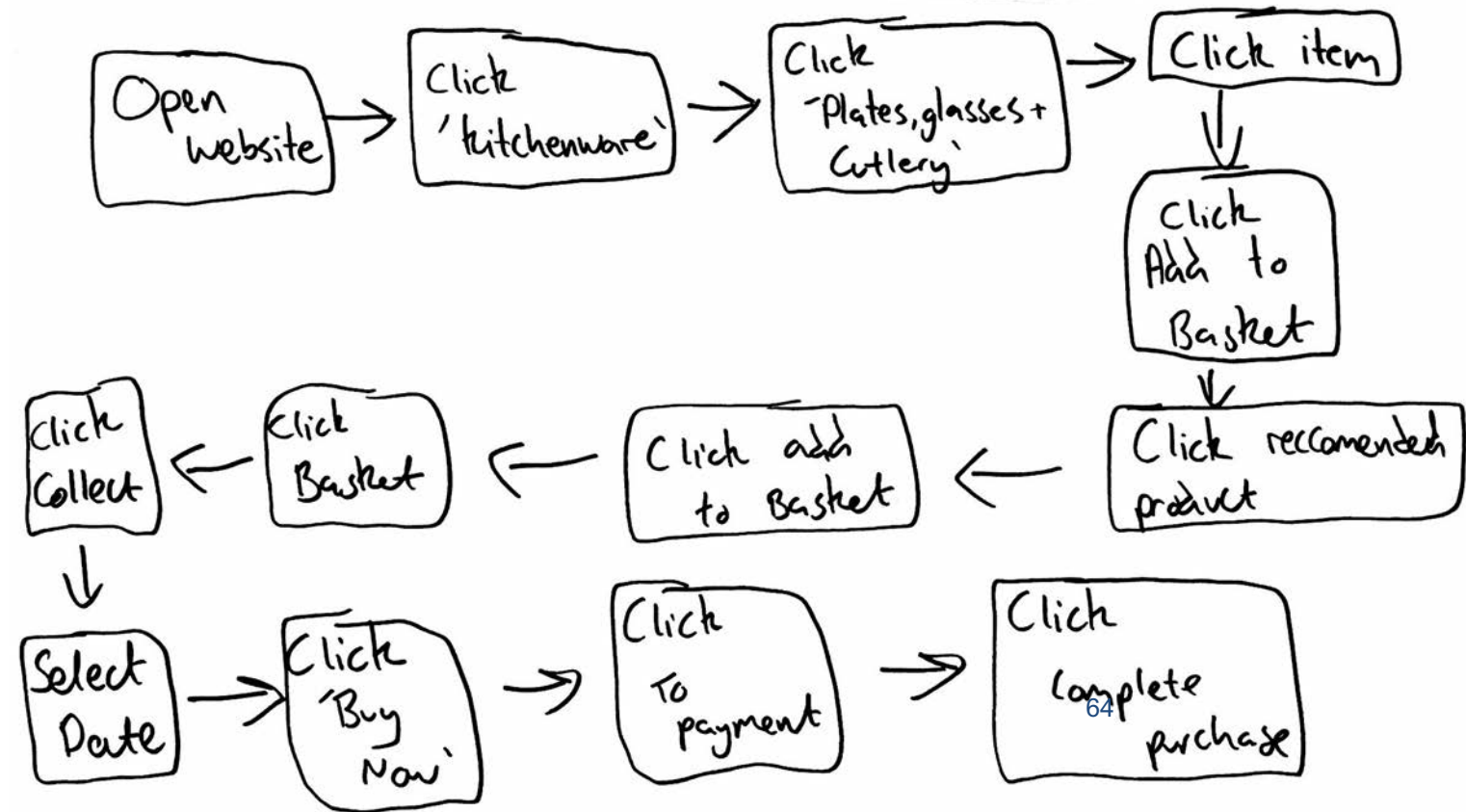
- Doesn't get enough info. On the **product** so never feels confident in her purchase decisions
- At work so finding a suitable **delivery** slot for fragile items will be hard



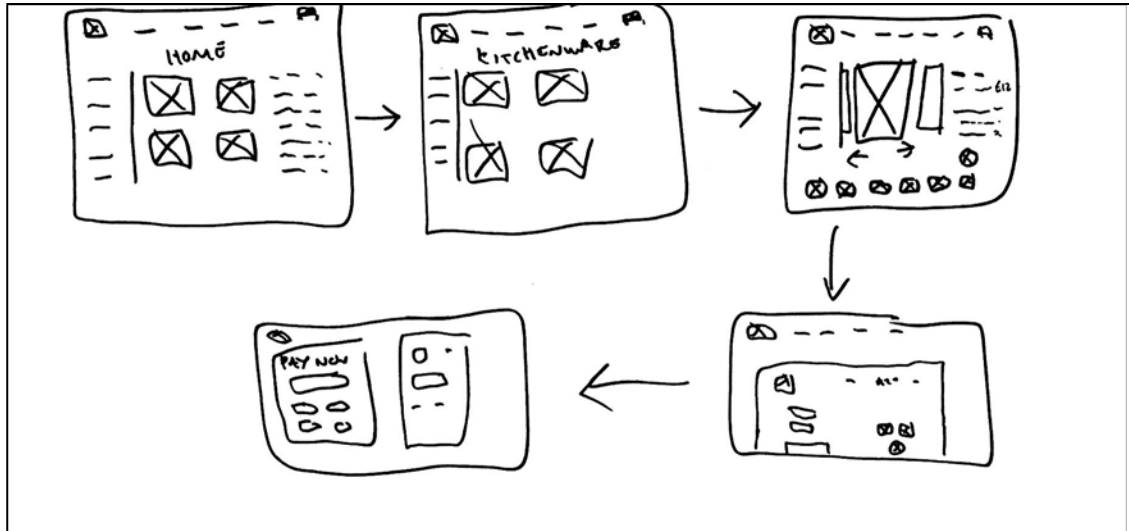
# STORYBOARD



# USER FLOW



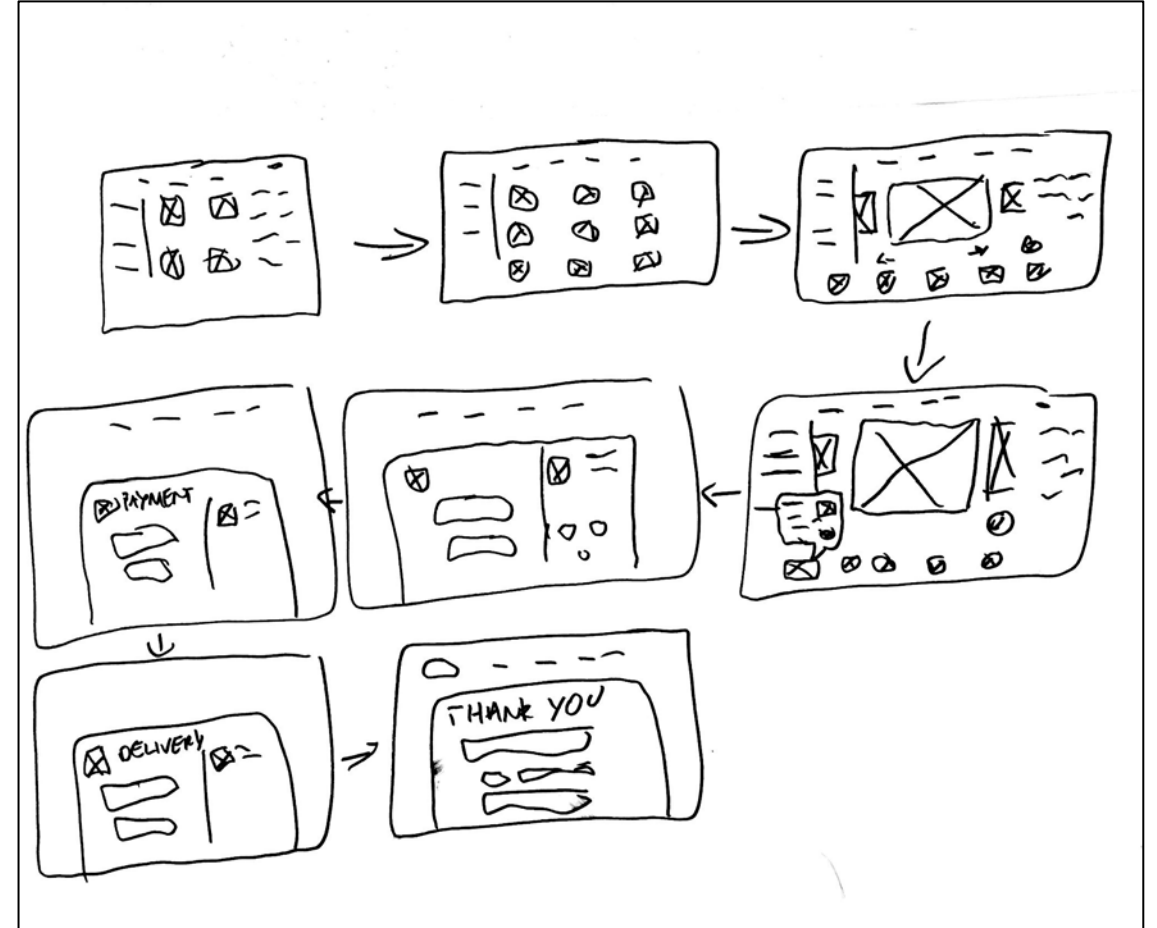
# WIREFLOW



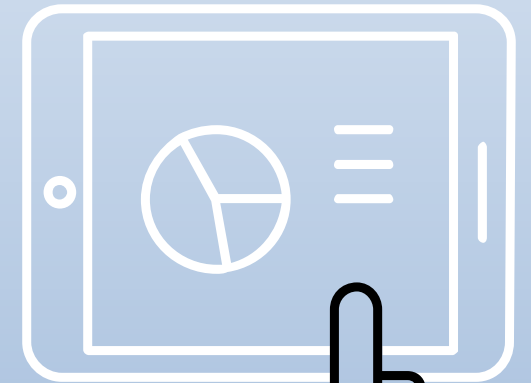
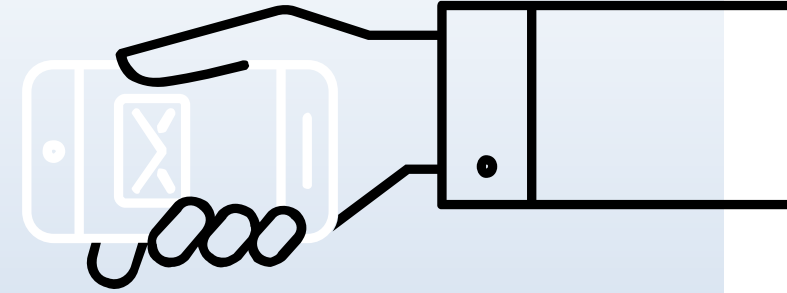
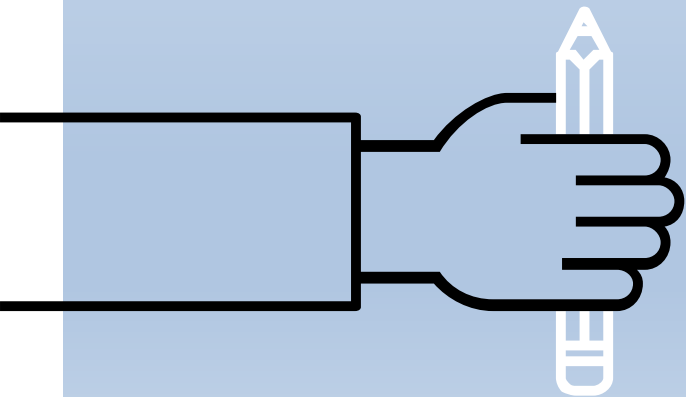
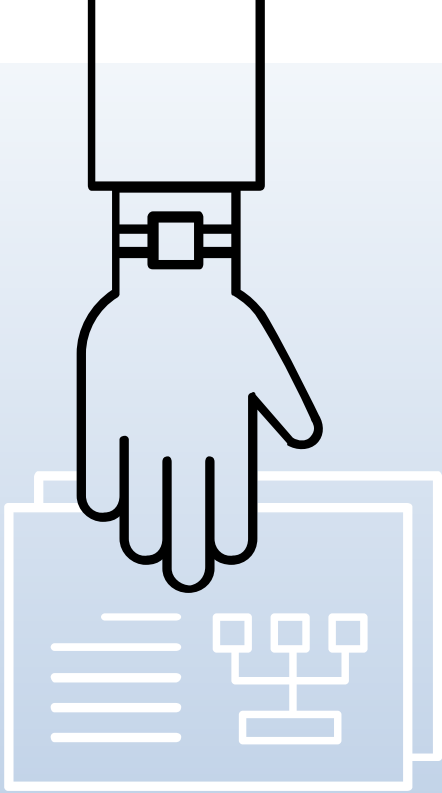
## Iterations

Recommended product pop up added

Checkout process iterated



# DEVELOP PHASE



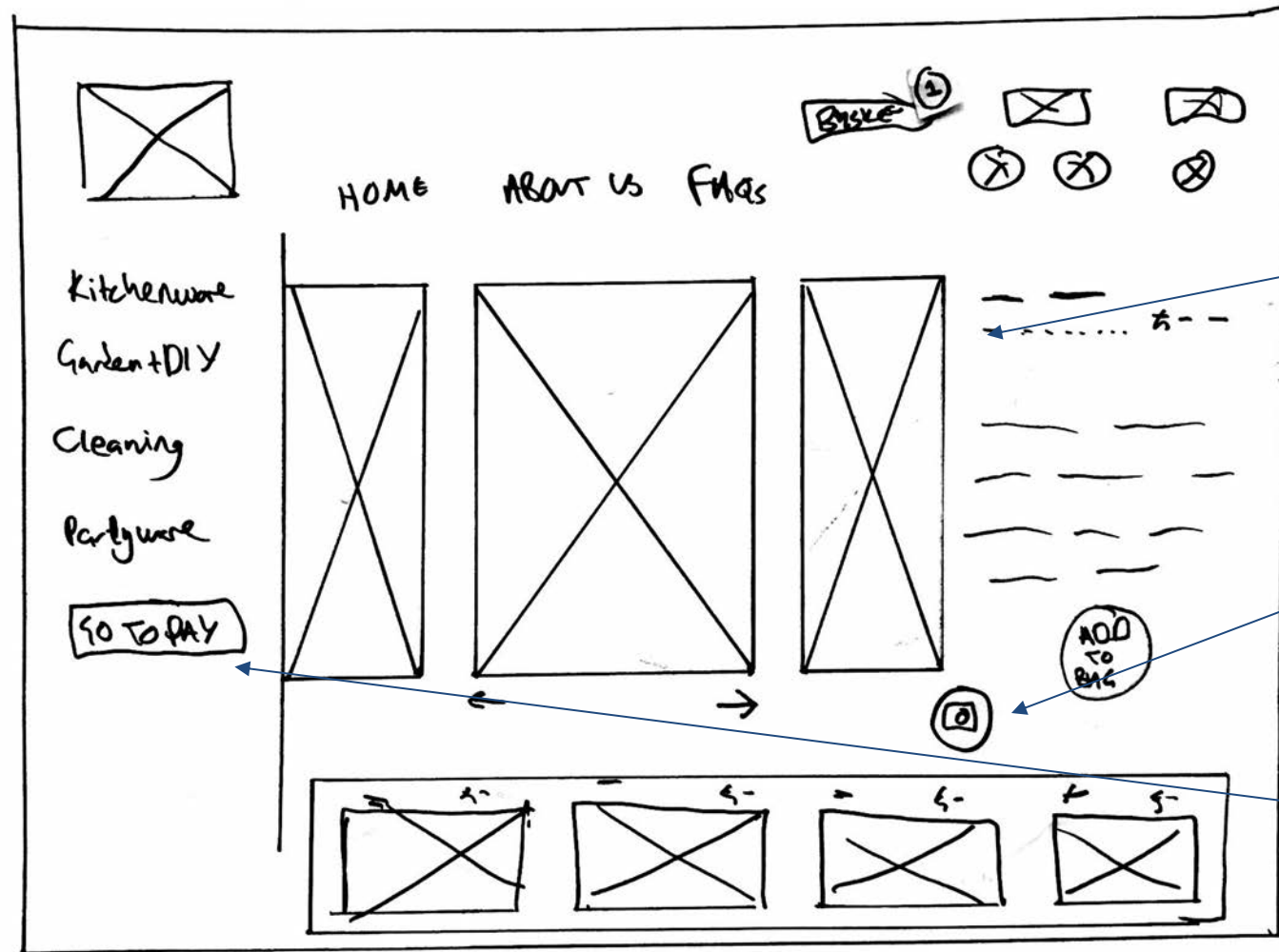
## THE SOLUTION

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



## THE PRODUCT PAGE

Image carousel

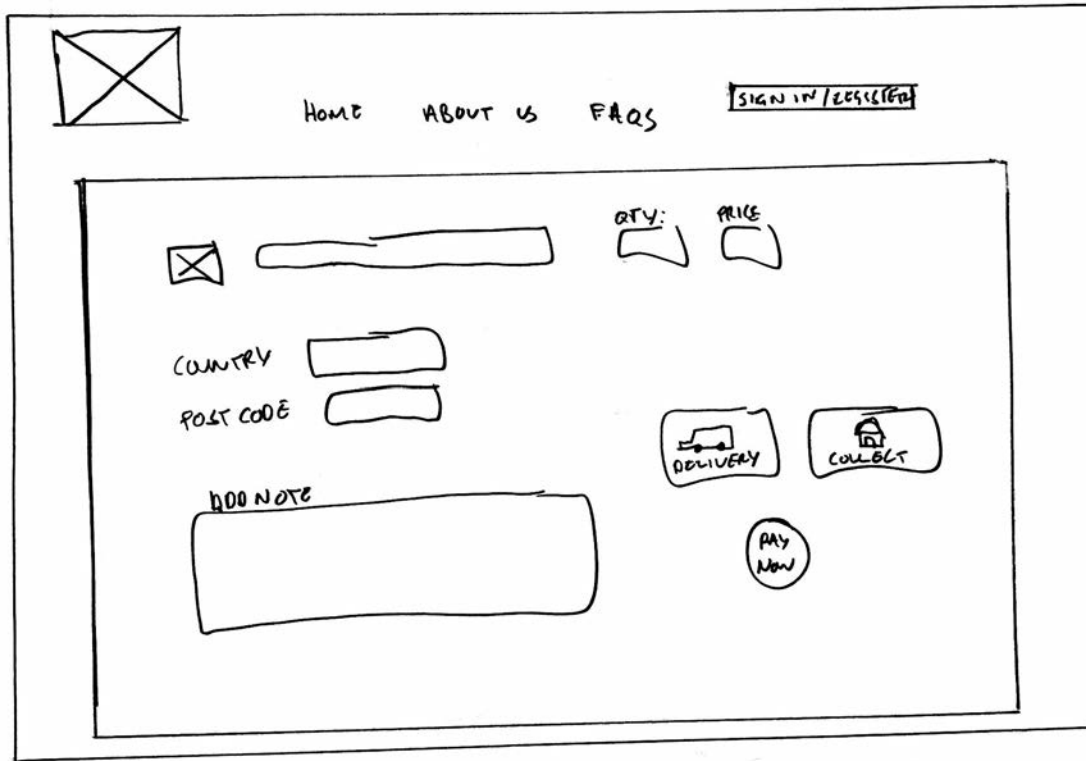
Image upload via  
Instagram

68

Go to pay was  
confusing for users

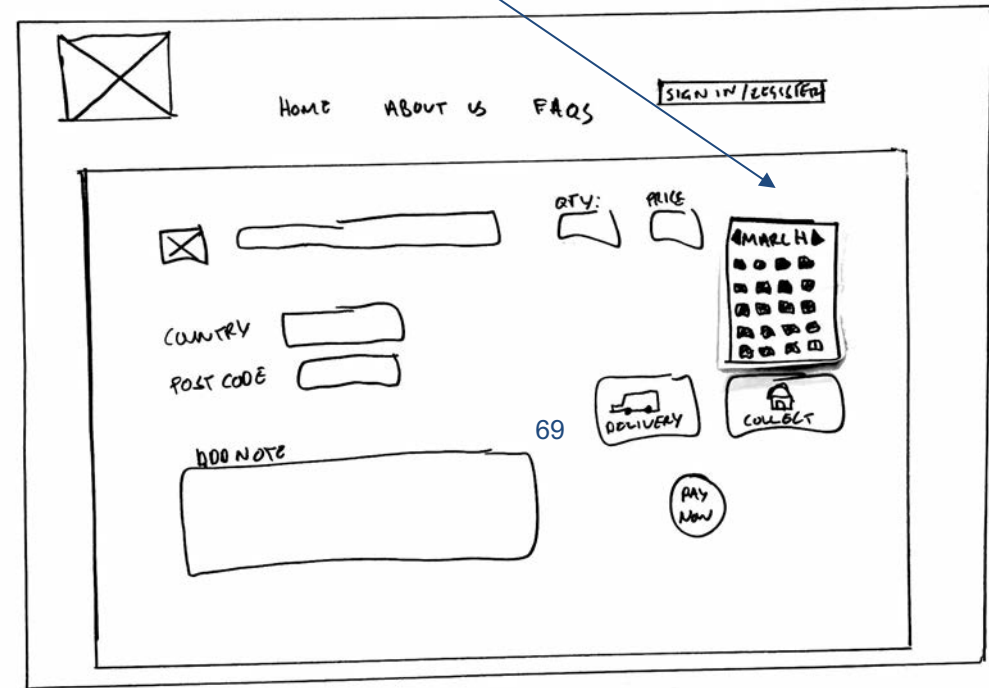


# PAPER PROTOTYPE



## THE BASKET

Select collection date



# TESTING THE PAPER PROTOTYPE

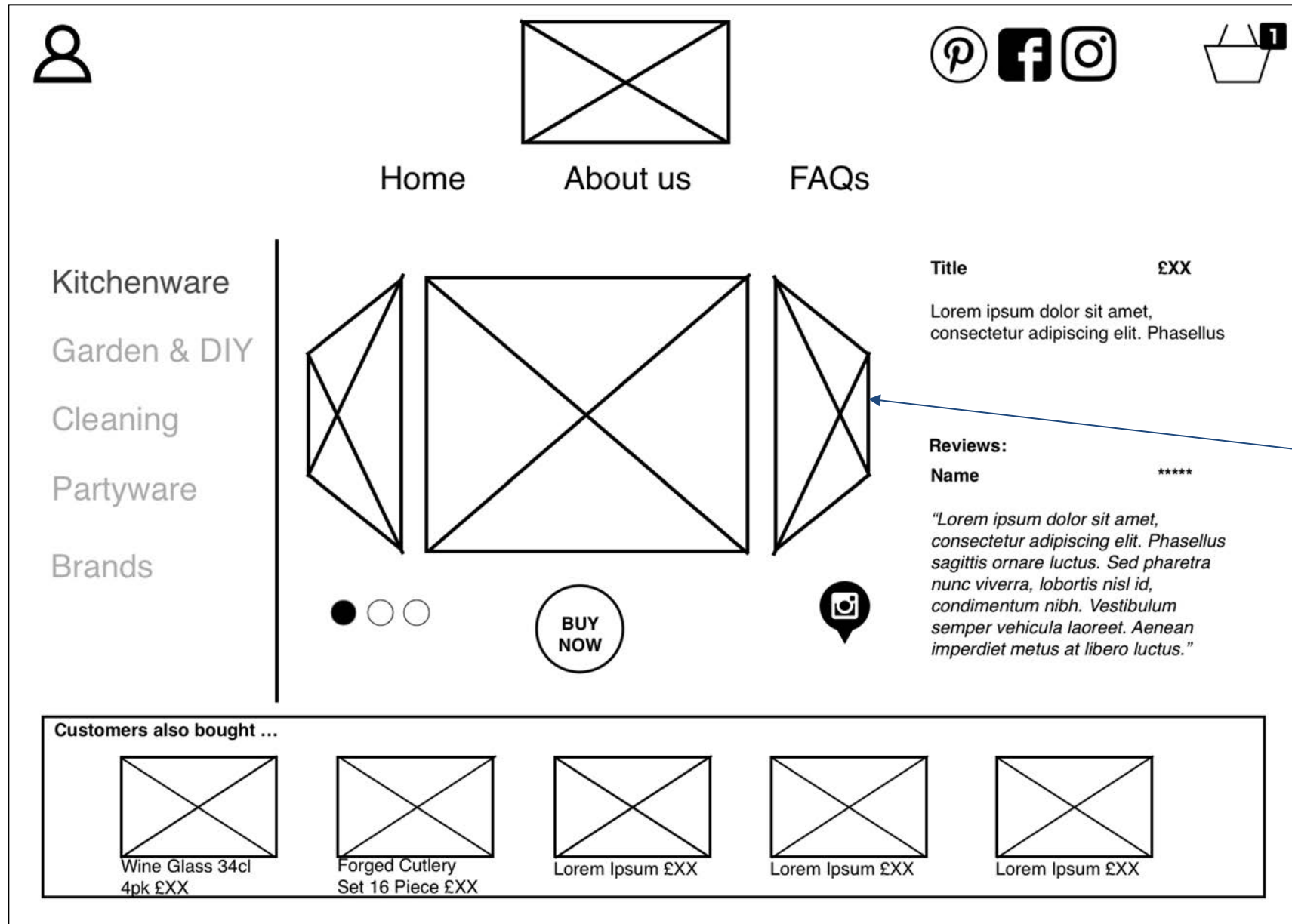


## **KEY FINDING**

Add visual confirmation when date of collection is selected

'Go to pay' and 'basket' confused users and delayed the checkout process

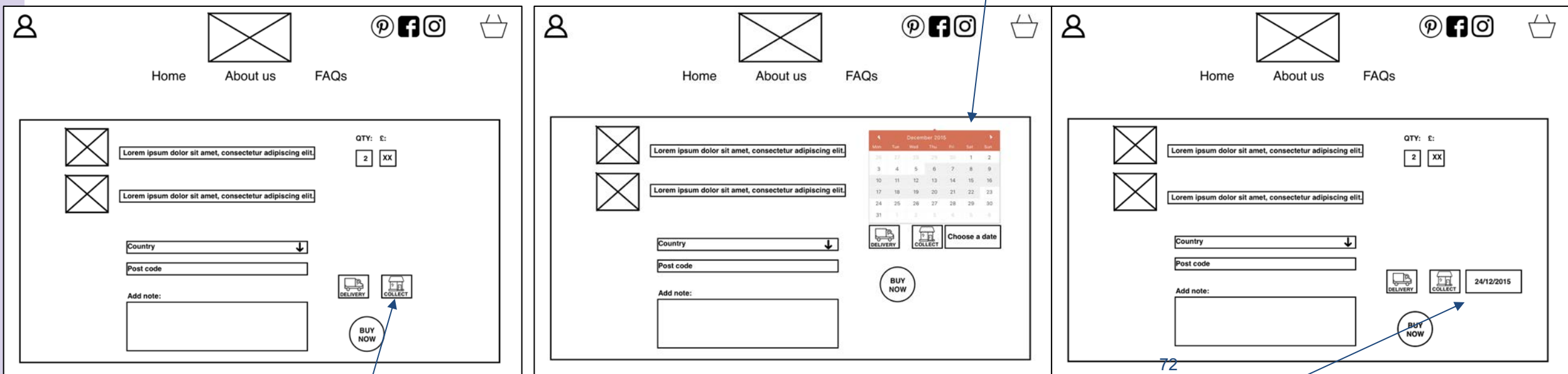
# DIGITAL PROTOTYPE



Go to pay removed from left hand nav panel

Carousel iterated to have 360 feel

# DIGITAL PROTOTYPE



Delivery or collection  
option to address  
persona frustration

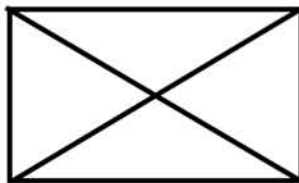
Select date feature

Visual confirmation of  
collection date



“

# TESTING THE DIGITAL PROTOTYPE



Home

About us

FAQs

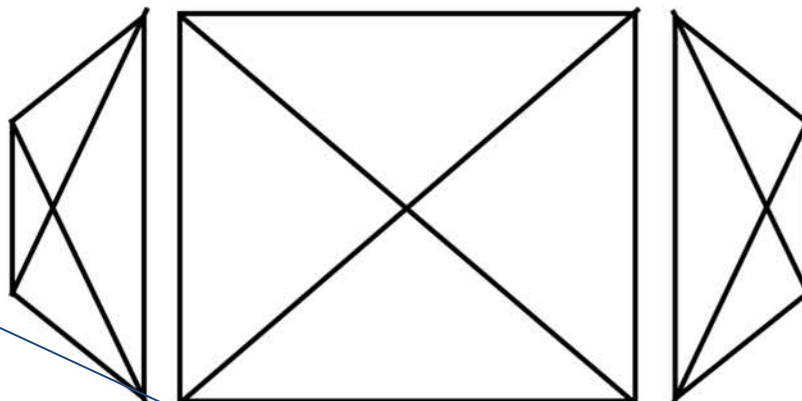
Kitchenware

Garden & DIY

Cleaning

Partyware

Brands



BUY  
NOW



Title

£XX

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit. Phasellus

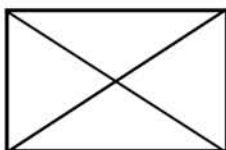
Reviews:

Name

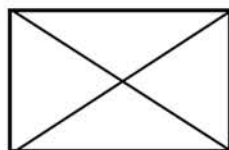
\*\*\*\*\*

"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."

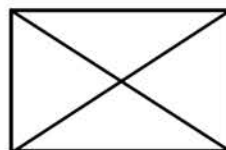
Customers also bought ...



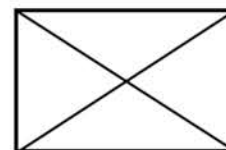
Wine Glass 34cl  
4pk £XX



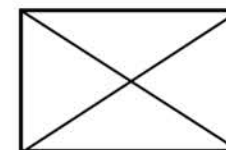
Forged Cutlery  
Set 16 Piece £XX



Lorem Ipsum £XX



Lorem Ipsum £XX

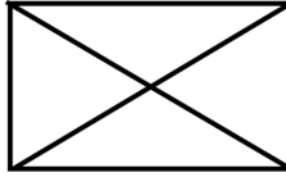


Lorem Ipsum £XX

User unsure of  
circular 'Buy  
Now' button

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

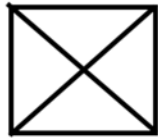
"Can I scroll to  
see more  
reviews?"



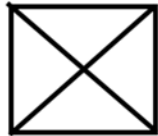
Home

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

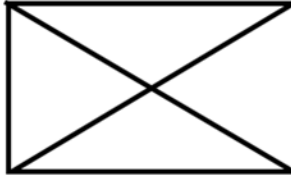


24/12/2015



"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."



Home

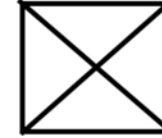
About us

FAQs

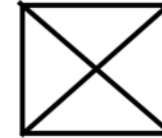
Basket > **Info** > Payment > Review

## Contact Information

To payment



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Discount Code

Lorem

£XX

Lorem

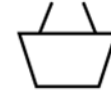
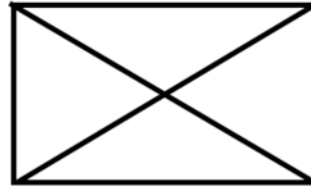
£XX

Wasn't initially noticed by the user

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

Would also need an update button here





Home

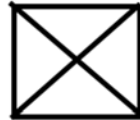
About us

FAQs

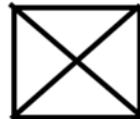
Basket > Info > Payment > **Confirmation**

## 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

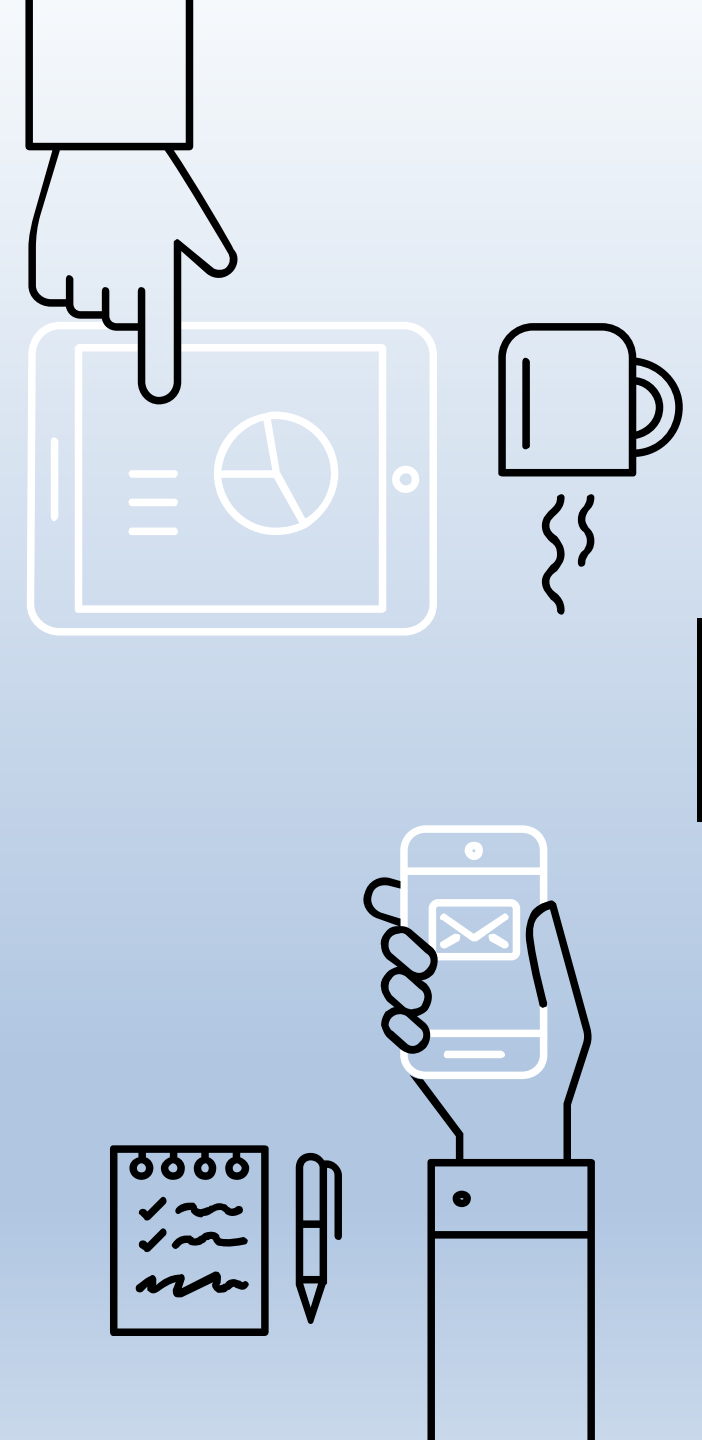
Users were not fully convinced of the current Buy Now button on the product page

## Map out upload image user flow

Think about how user would upload images of products from Instagram

## Rework Checkout flow

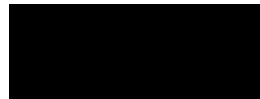
Change 'buy now' to 'proceed to checkout' and add status bar and include email follow up



# Thank You!

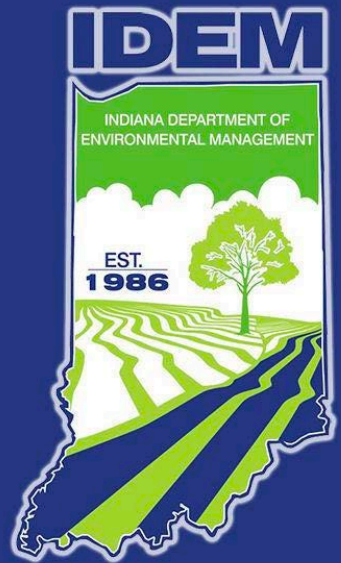
[Download Resume](#)

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



# Tank Modernization Project

(Indiana State Government)





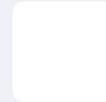
# Project Goal

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

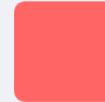
White



R 255  
G 255  
B 255

Hex  
#FFFFFF

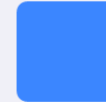
Light Red



R 241  
G 249  
B 255

Hex  
#FF6565

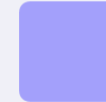
Blue



R 188  
G 224  
B 253

Hex  
#3B86FF

Purple



R 127  
G 196  
B 253

Hex  
#A3A0FB

Dark Blue

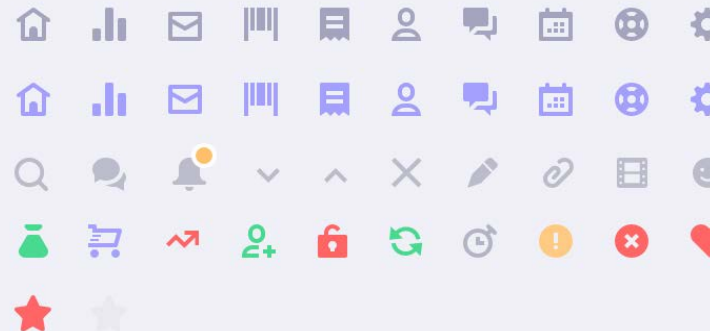


R 38  
G 153  
B 251

Hex  
#43425D

## Dashboard Kit

## Icons



## Wireframe Web Kit

## Typography

## Dashboard Kit

### Character Styles

## Headline

Bold 35pt

## Title

Regular 28pt

## Header

Regular 25pt

## Large Body

Regular 18pt

## Buttons

Regular 18pt

## Secondary Body

Bold 15pt

## Secondary Body

Regular 15pt

## Body

Bold 13pt

## Body

Regular 13pt

## Placeholder

Regular 11pt

## Placeholder

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 eopslolaudantium, 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

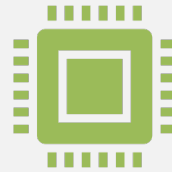


Using organization standardized  
Style Guides, develop and ideate  
using Sketch, Invision, Adobe XD &  
Axure

# Design Process



Validate



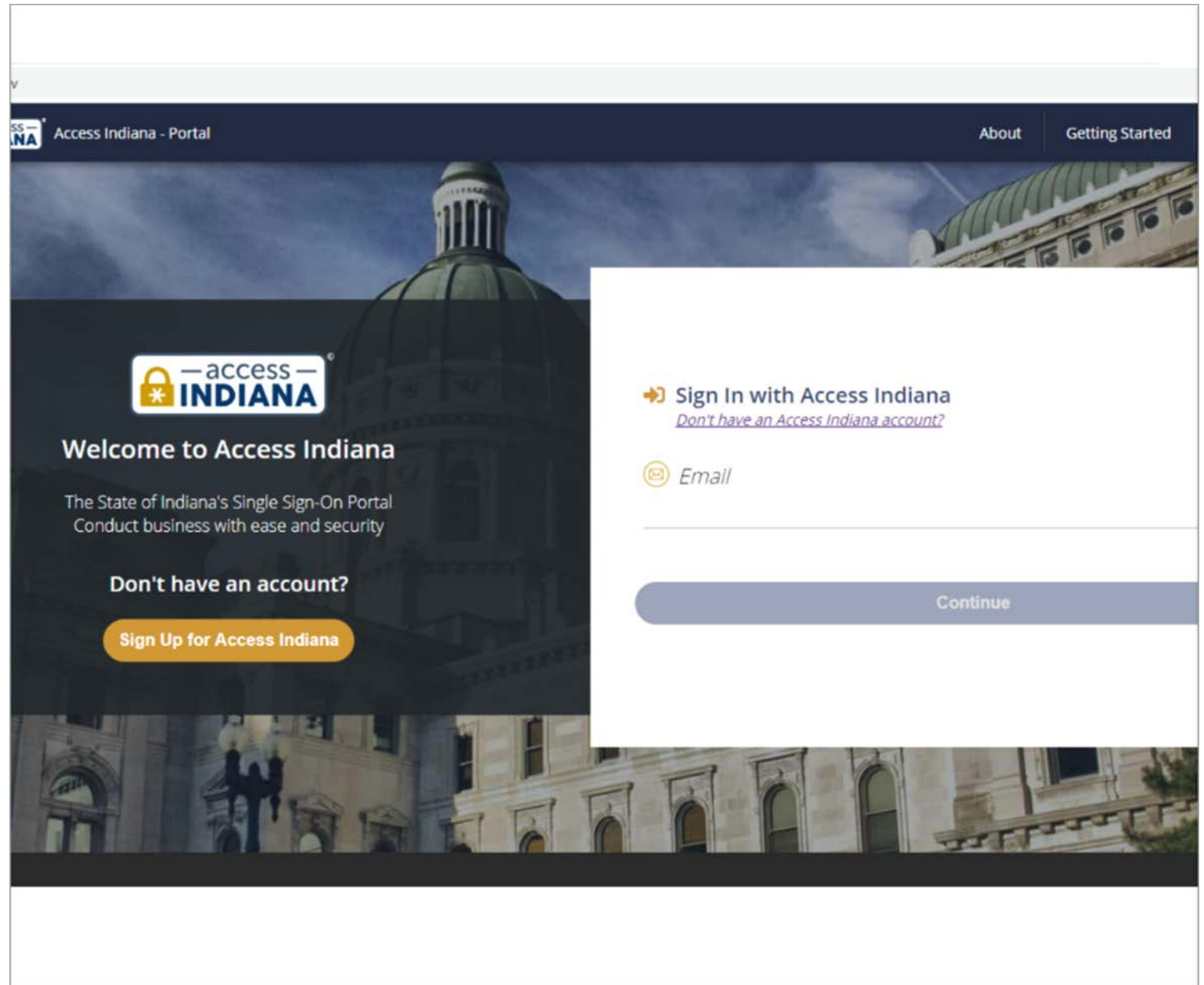
Pairing with PM's, Engineers and Developers testing the solution each step of the way with Users. Ensuring each component or feature works intuitively and seamlessly works for the User

---

# Final Outcomes

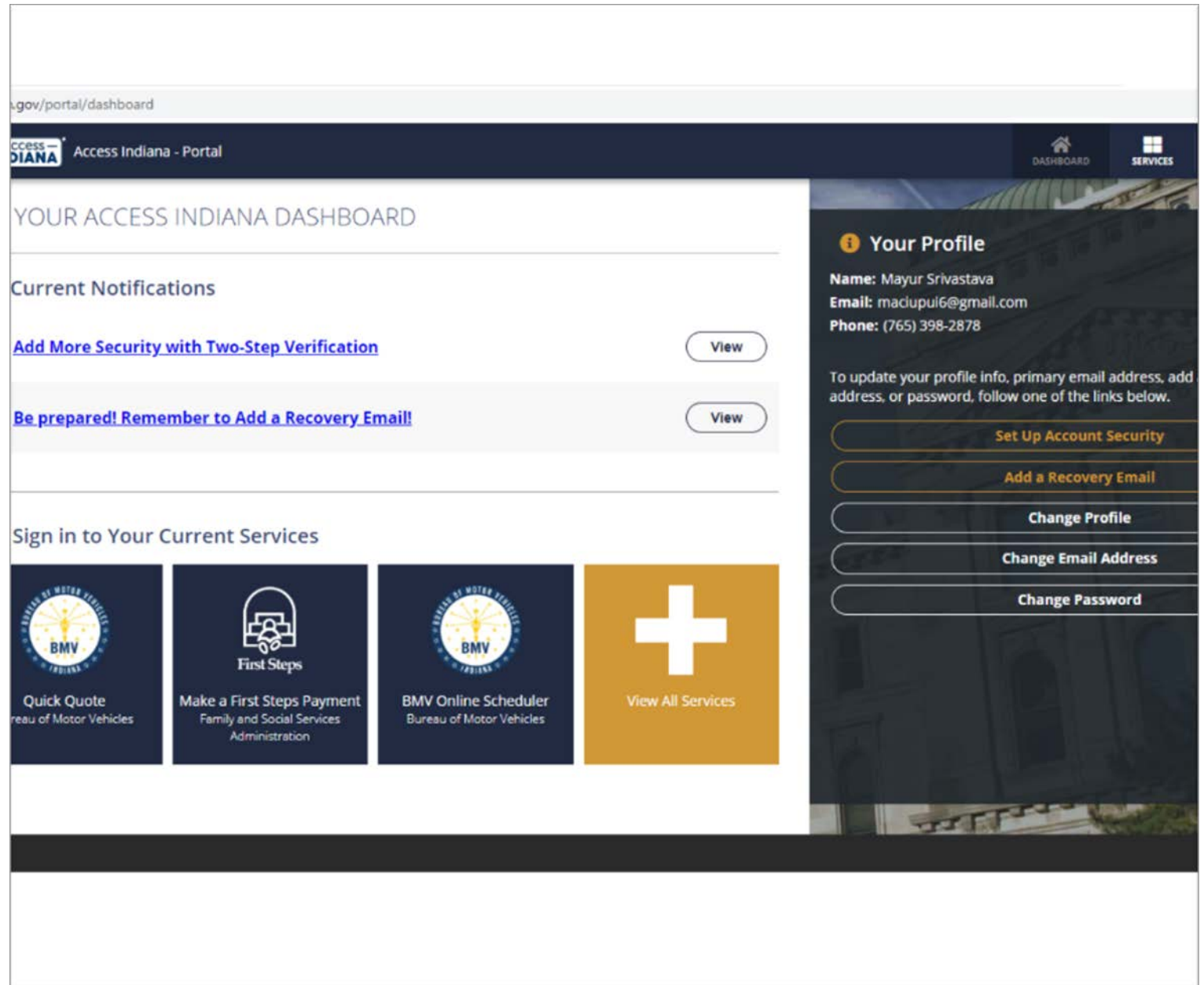
# Dashboard Design External

Design desktop view  
for External Users



# Dashboard Design External

Design desktop view  
for External Users



# Dashboard Design

Design desktop view  
for Internal Users

**IDEM**

Dashboard

Notifications

Reports

Mail

Calendar

Operations

Facility

Users

Search

John Morris

Today's Inspection

78°

2

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

Upcoming Inspections

12

Monday, 12<sup>th</sup> Columbus, IN  
Wednesday, 15<sup>th</sup> Fort Wayne, IN  
Friday, 22<sup>nd</sup> 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

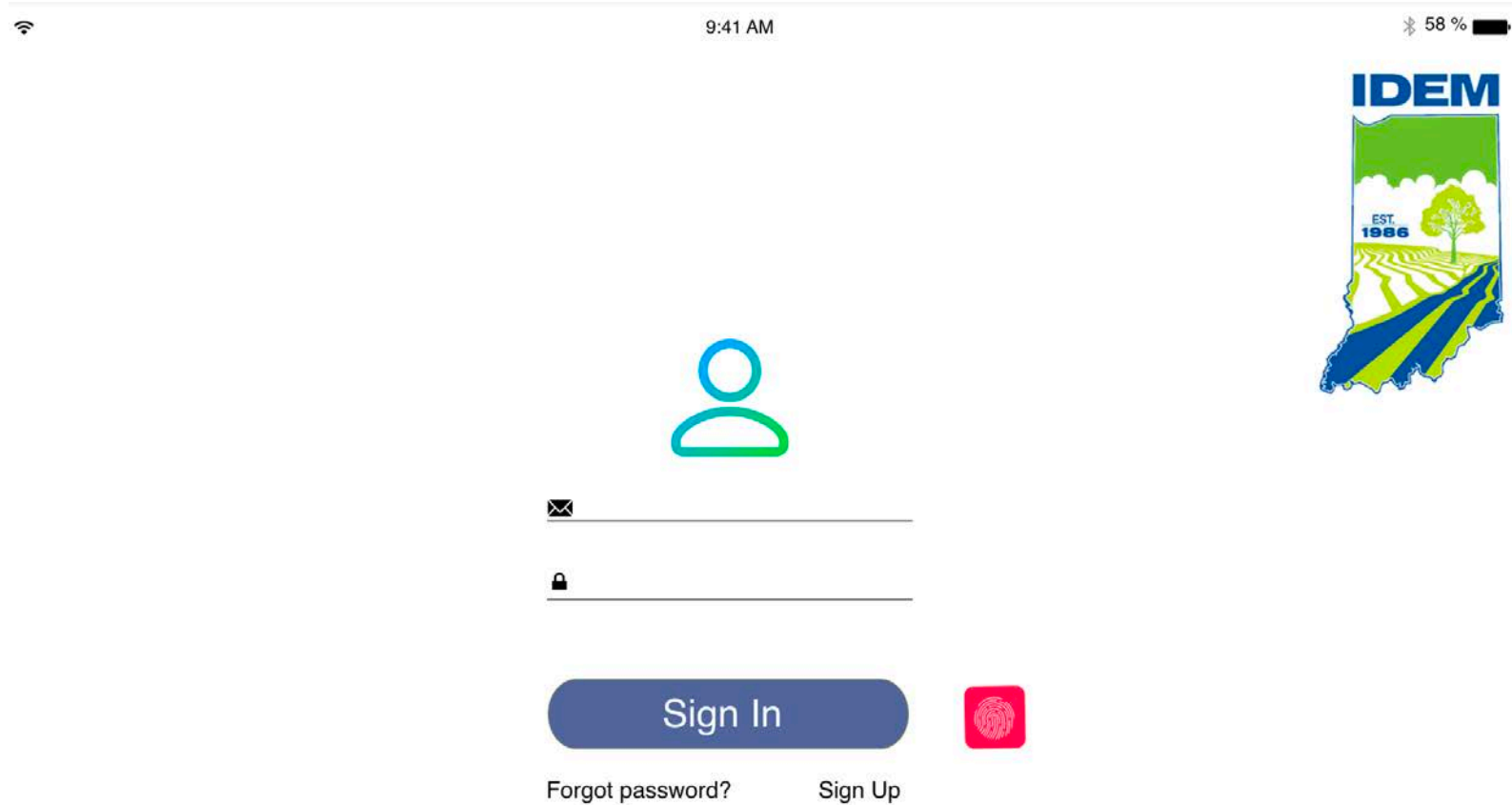
Reports

Schedule Inspection



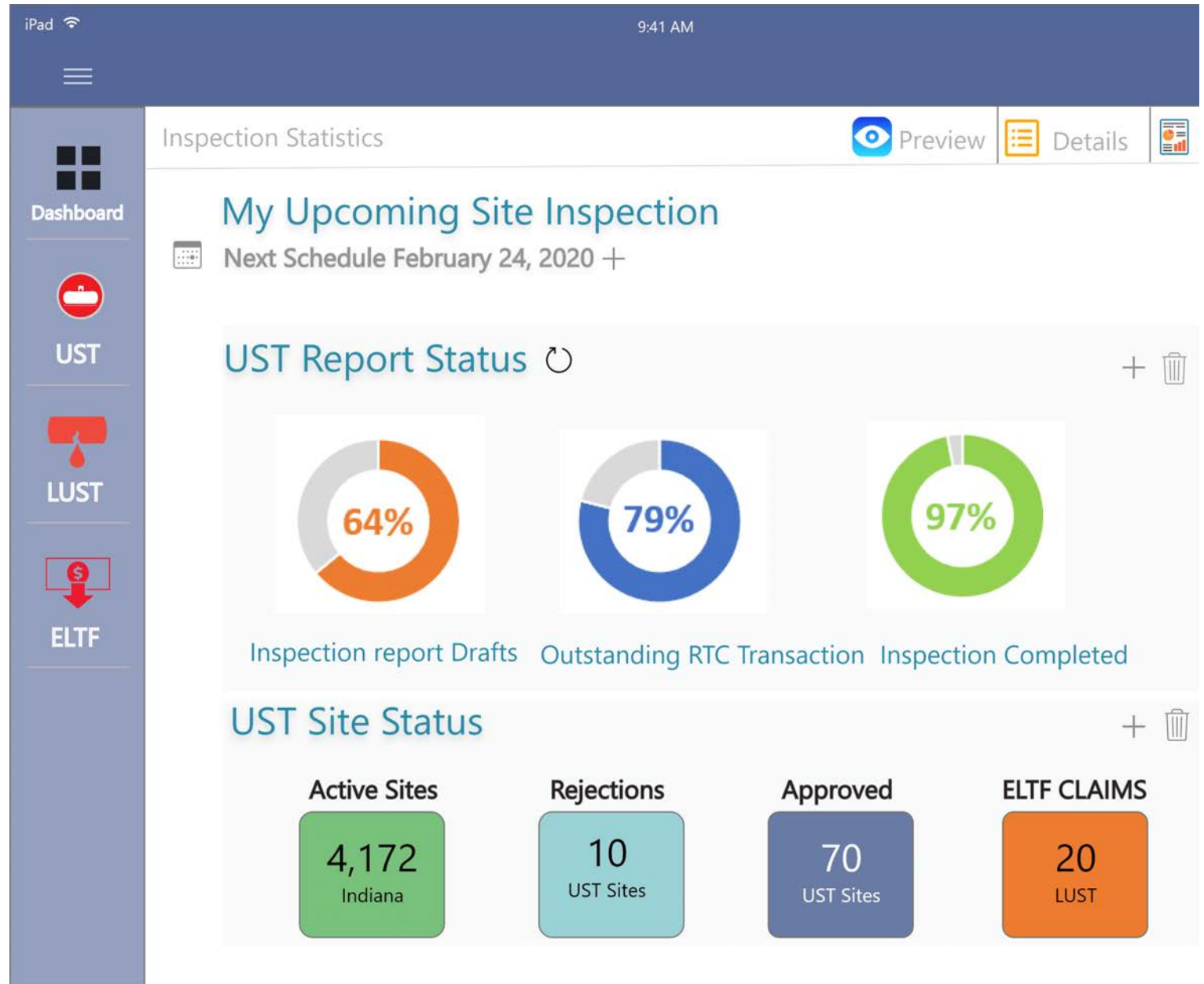
# Dashboard Design Internal

Design iPad view  
interface for Site  
Inspectors



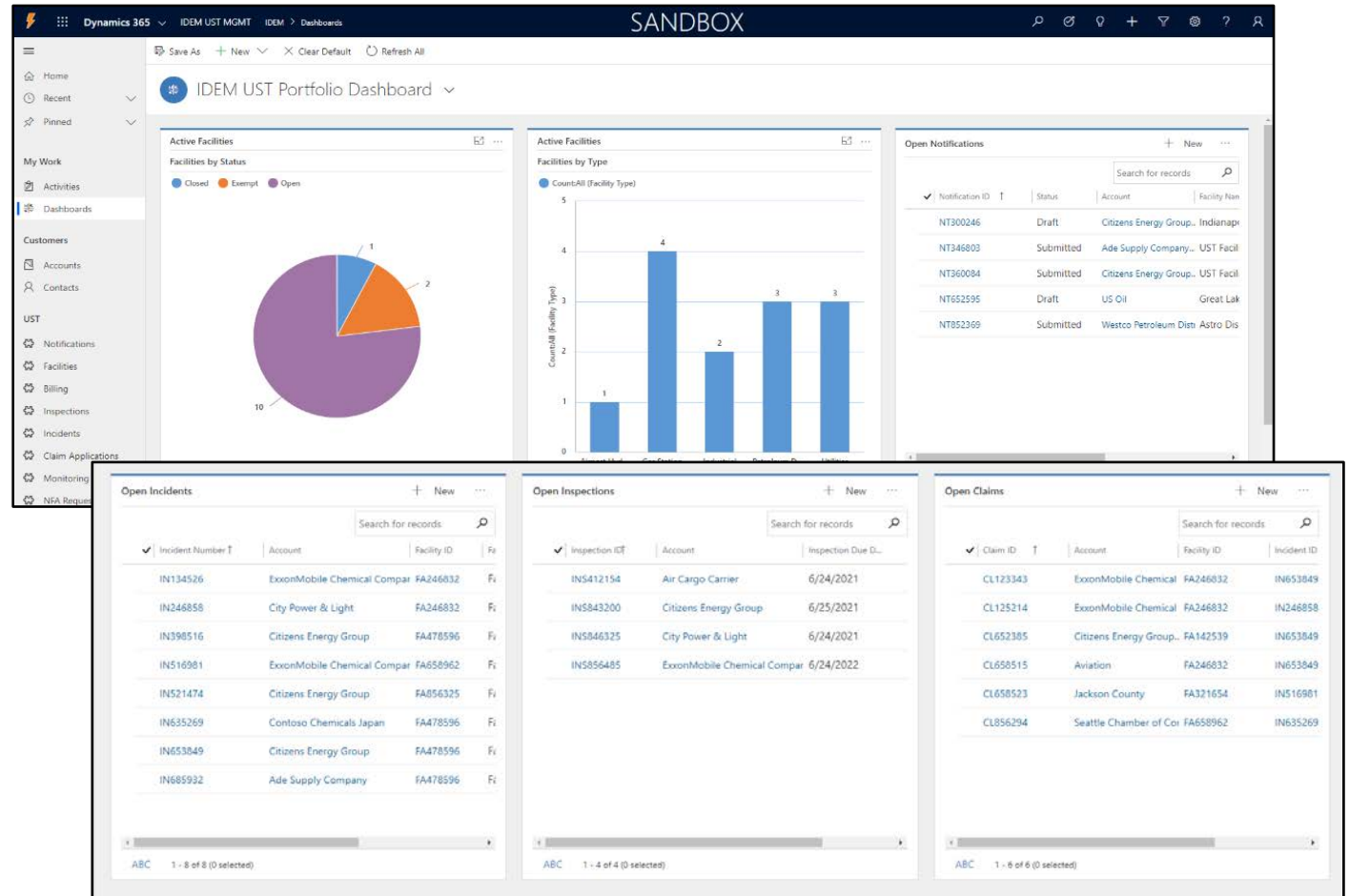
# Dashboard Design Internal

Design iPad view  
interface for Site  
Inspectors



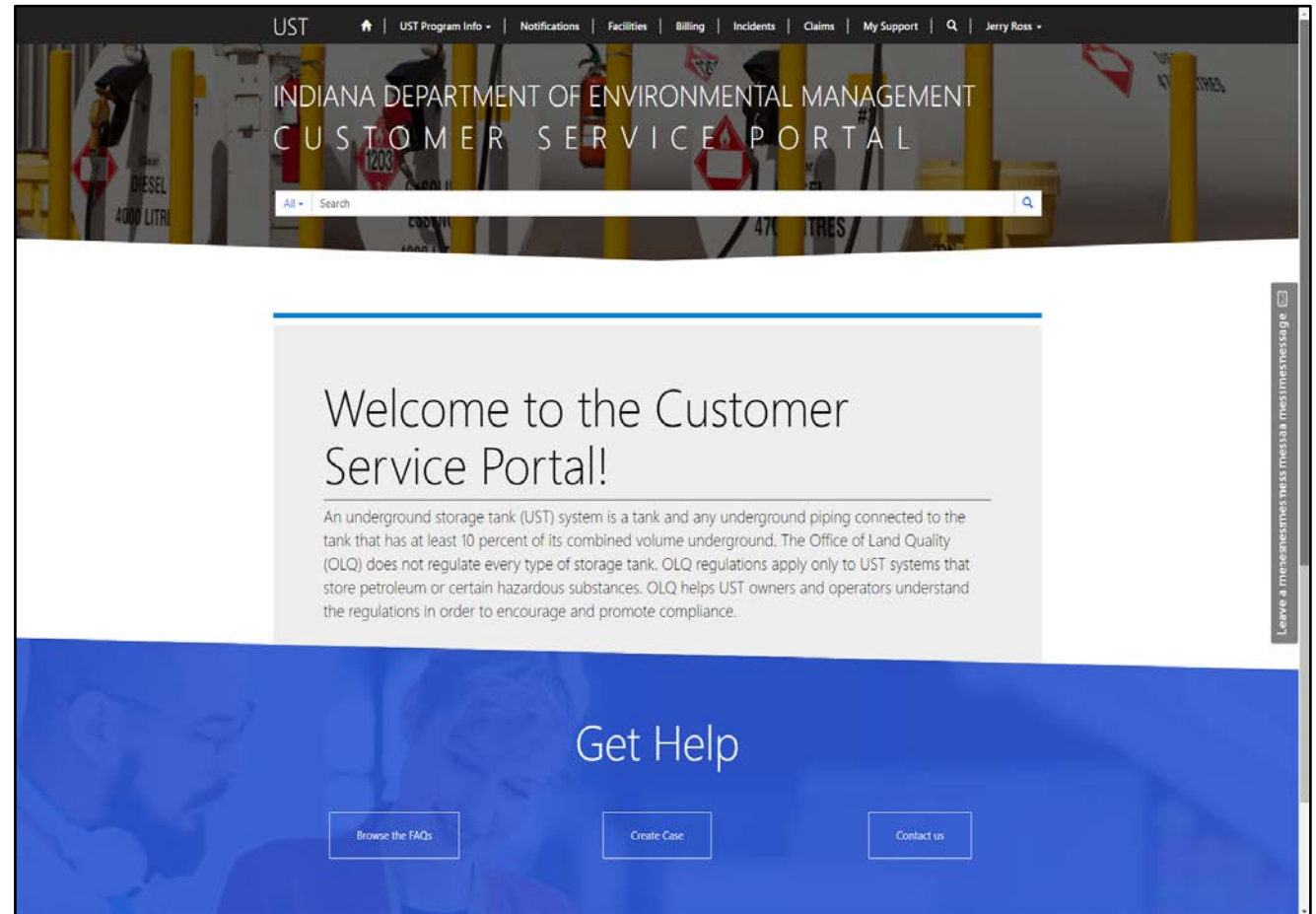
# Dashboard Design Internal

Design Desktop  
view interface



# Dashboard Design External

Design  
Customer  
service portal



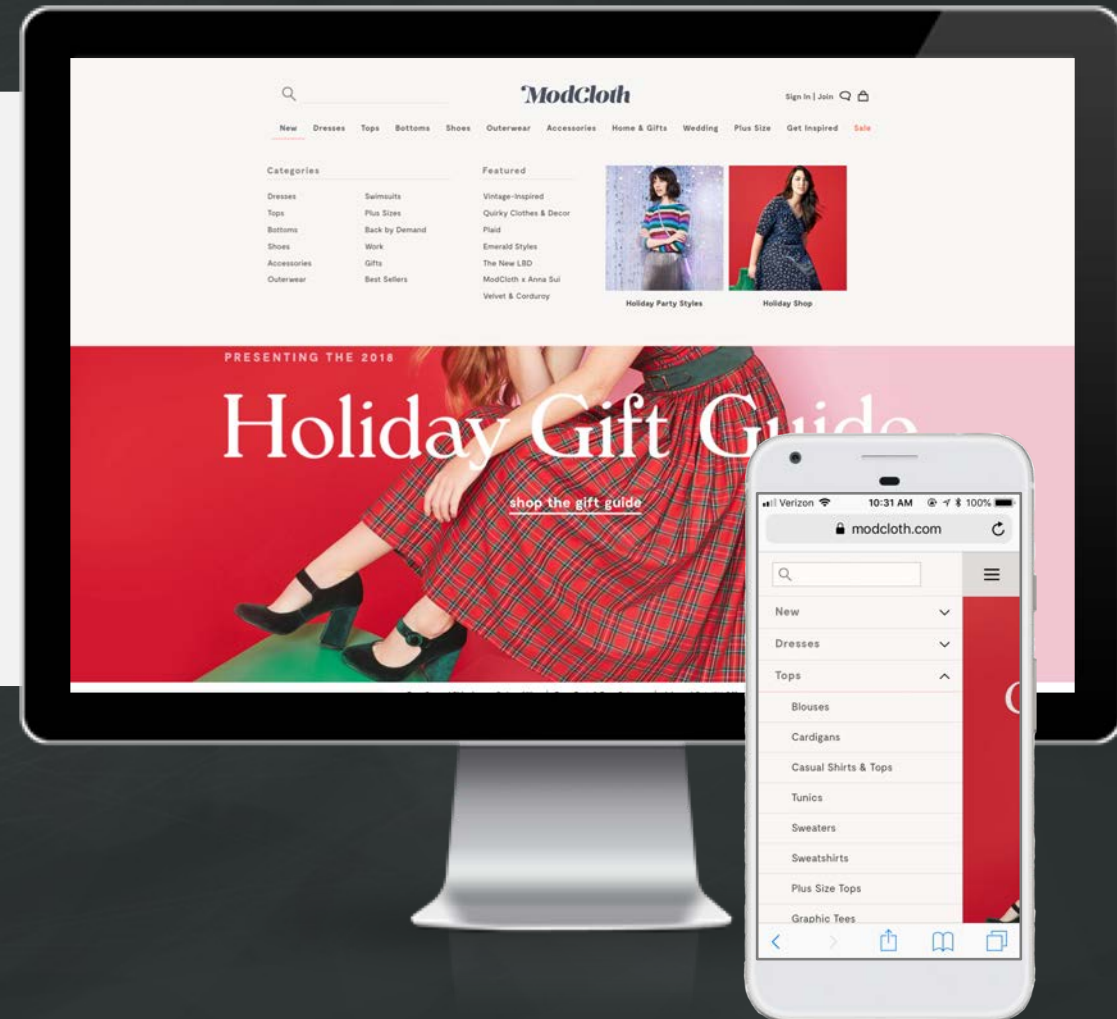
Thank you!

---

[Download Resume](#)

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

# Redesign Ecommerce Web App

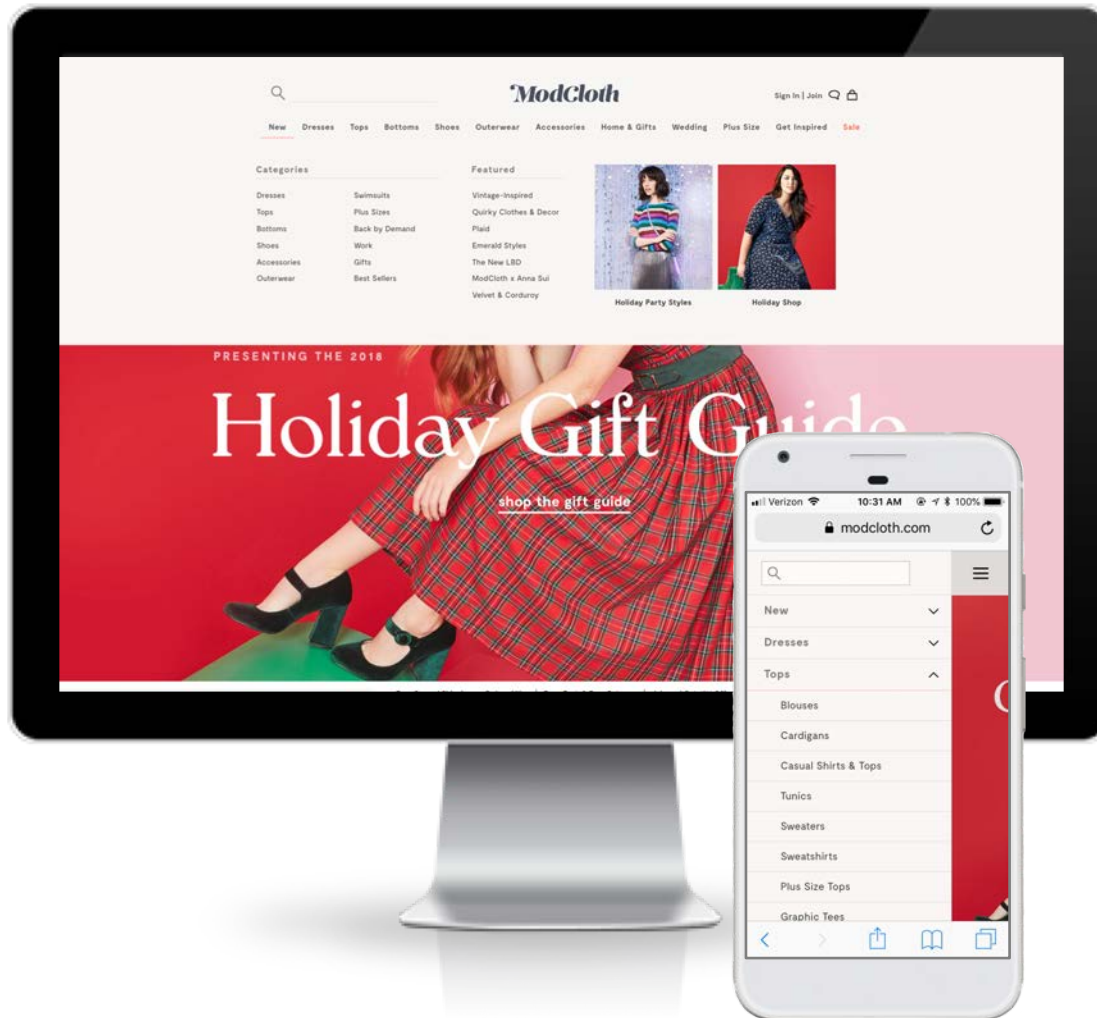




## Project Overview

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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.

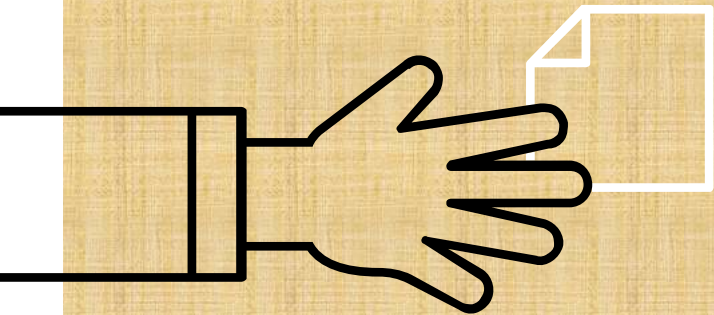
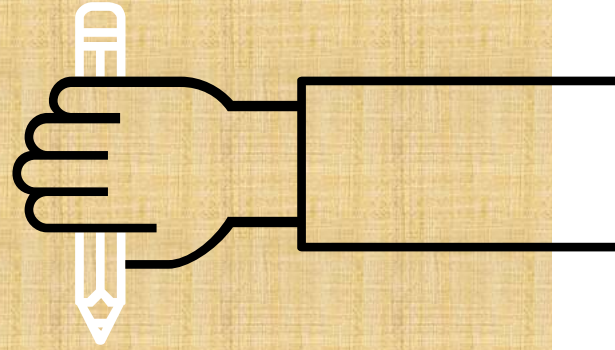


## Navigation Challenges

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



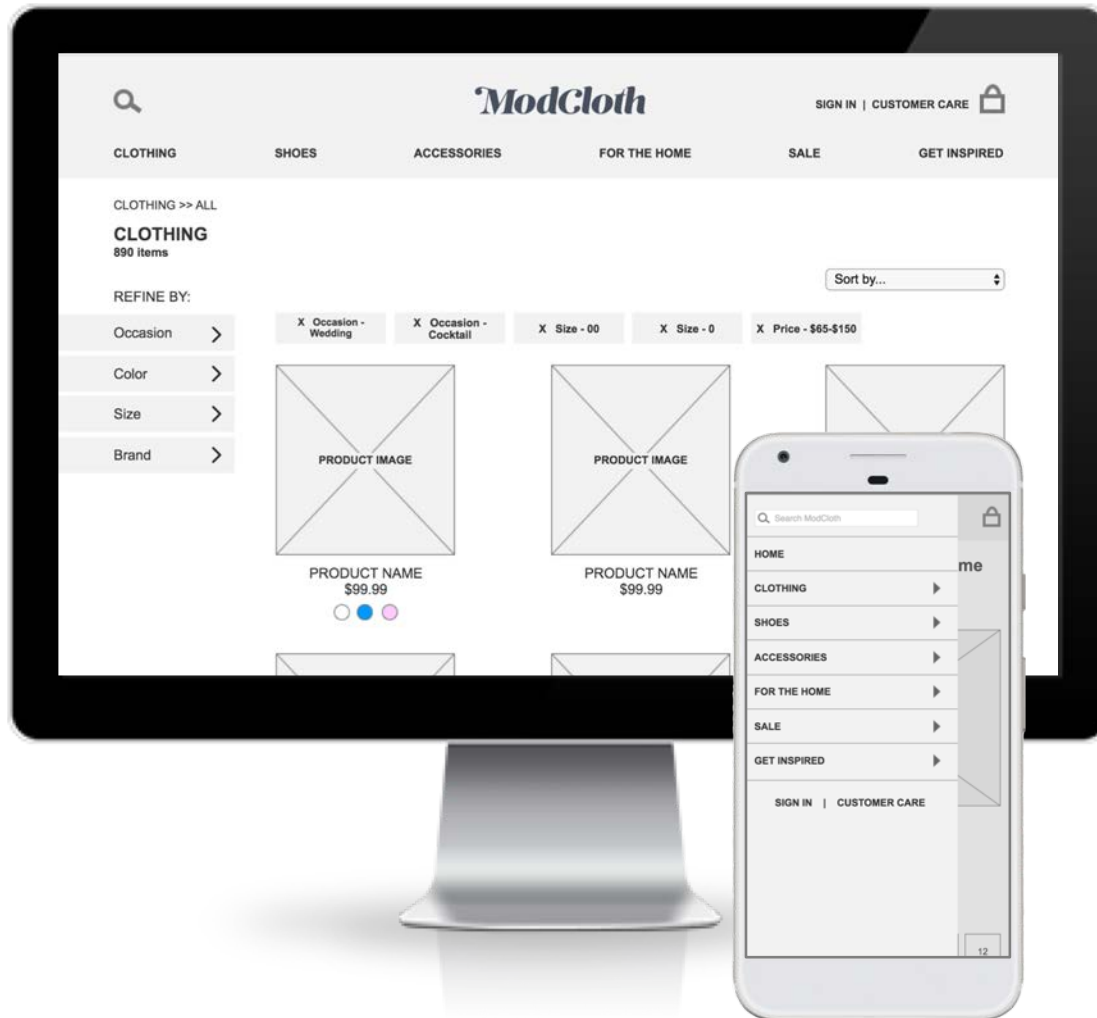
# Current State Sitemap - Example

[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	2.1 Heels	3.1 Jewelry	4.1 Home Décor	5.1 Clothing	6.1 Collections
	1.2 Tops	2.2 Boots	3.2 Scarves & Gloves	4.2 Kitchen & Dining	5.2 Shoes	6.2 Our Stylists
	1.3 Bottoms	2.3 Flats	3.3 Bags & Wallets	4.3 Office	5.3 Accessories	6.3 Outfit Inspiration
	1.4 Intimates & Hosiery	2.4 Sandals	3.4 Hats & Hair	4.4 Lighting	5.4 For the Home	6.4 Blog (external link)
	1.5 Plus Size	2.5 Sneakers	3.5 Belts	4.5 Stationary & Organizers		
			3.6 Makeup & Beauty	4.6 Mugs & Cups		
			3.7 Sunglasses	4.7 Gifts		
7.0 UTILITY NAVIGATION	8.0 FOOTER					
7.1 Site Search	8.1 Account					
7.2 Sign In	8.1.1 My Loved Items					
7.3 Customer Care	8.1.2 Wishlist					
7.4 Cart	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

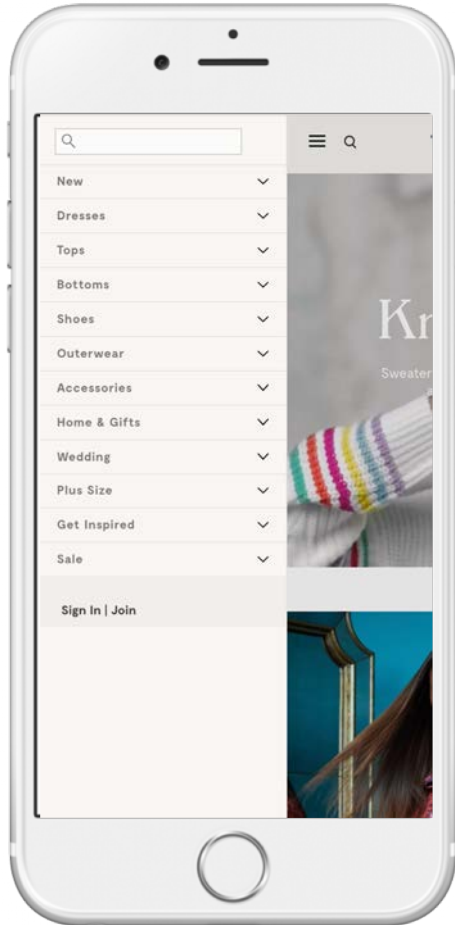
---

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](#)

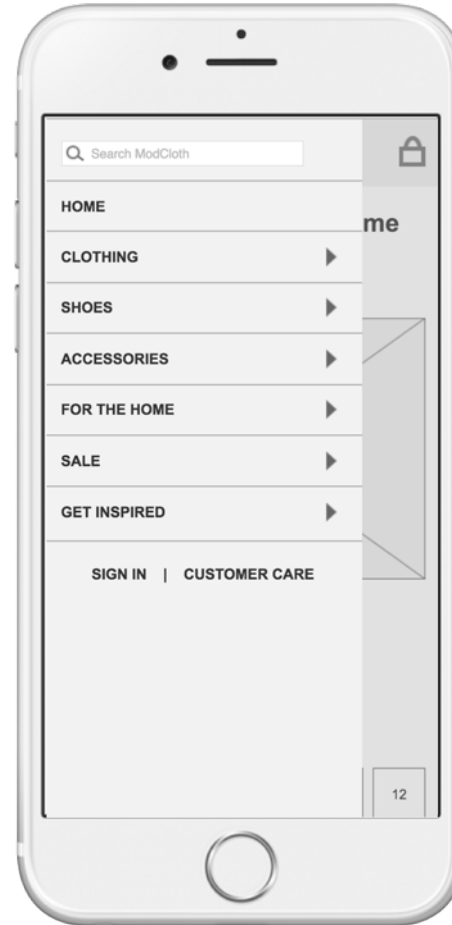
# Revised Navigation

---



## CURRENT

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

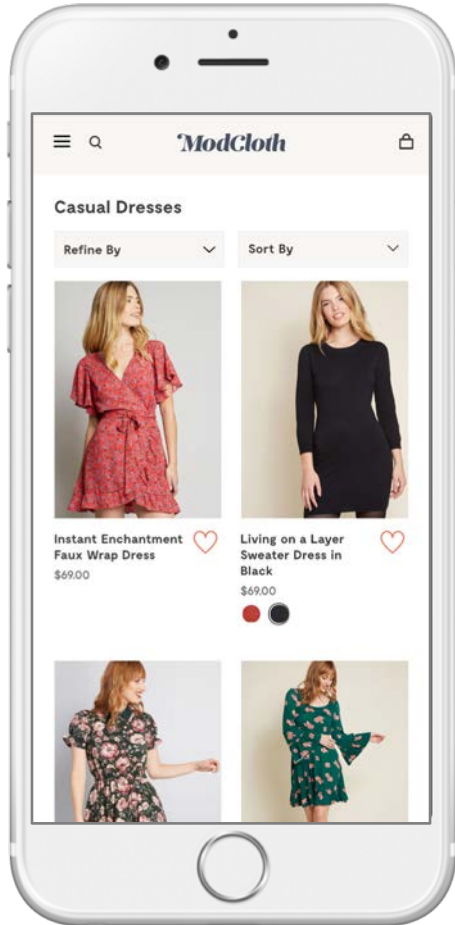


## REVISED

- 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

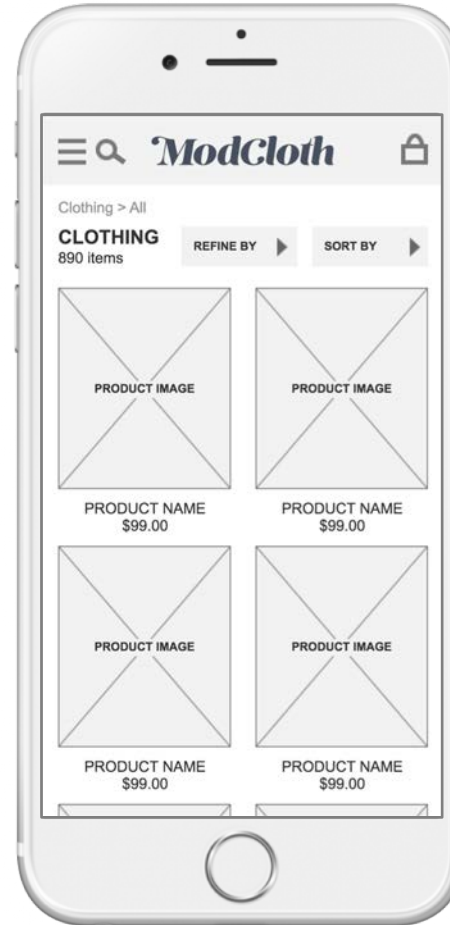


# Revised Product Landing Page



## CURRENT

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

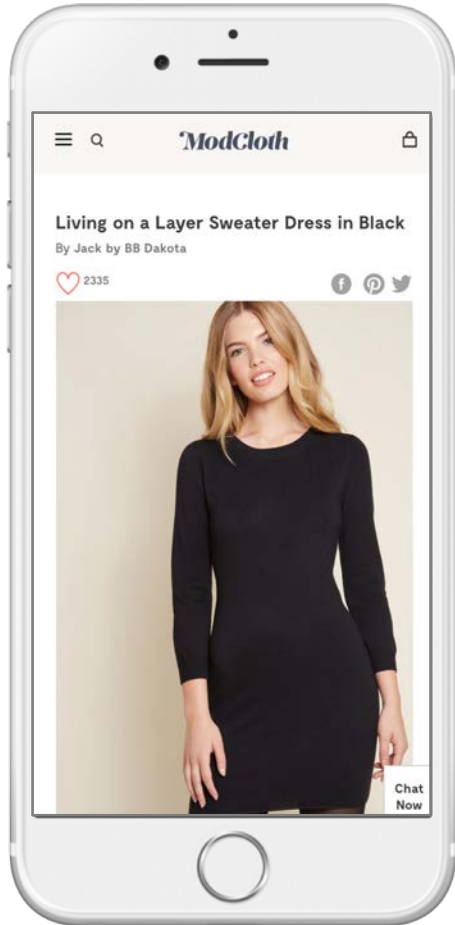


## REVISED

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

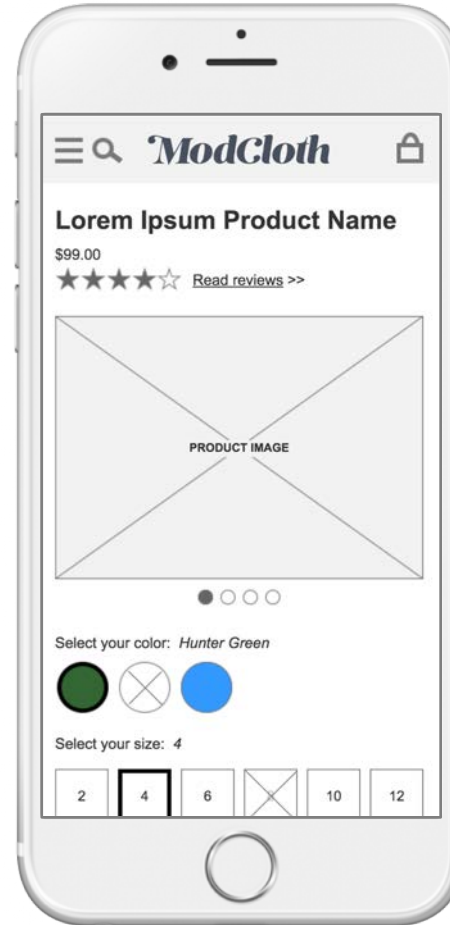
# Revised Product Detail Page

---



## 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!

---

[Download Resume](#)

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

# 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.



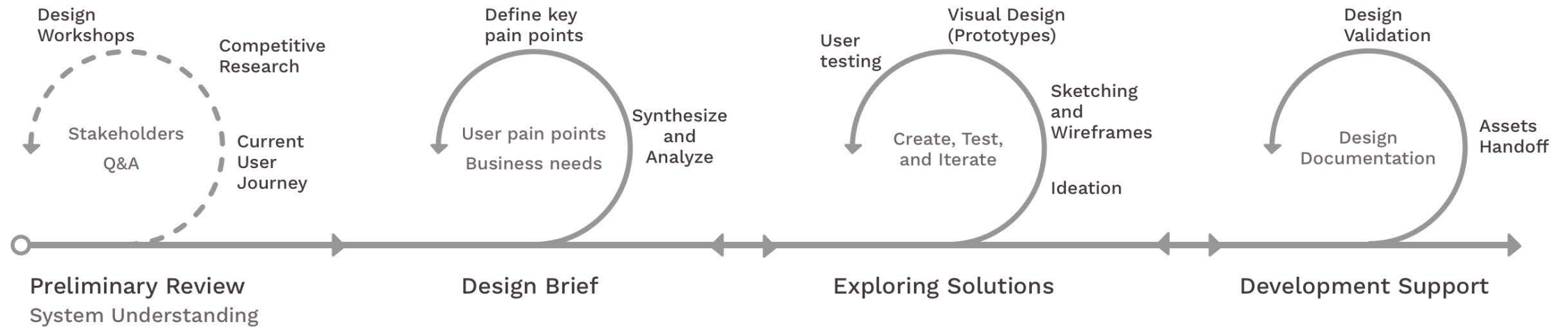
Connecting other devices on the same environment.

ENTROPY: Discovery Phase

ANALYSIS: Making sense of the research

CHANGE: Designing the new experience

Design Handoff



# Design Process

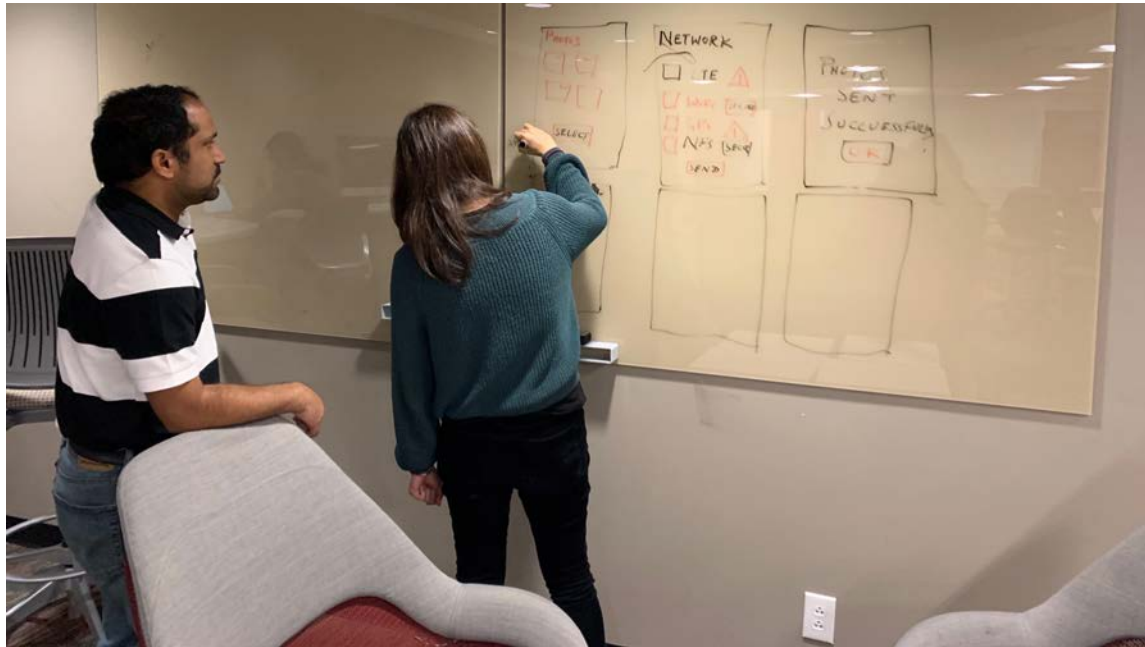


# Research Findings

- 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

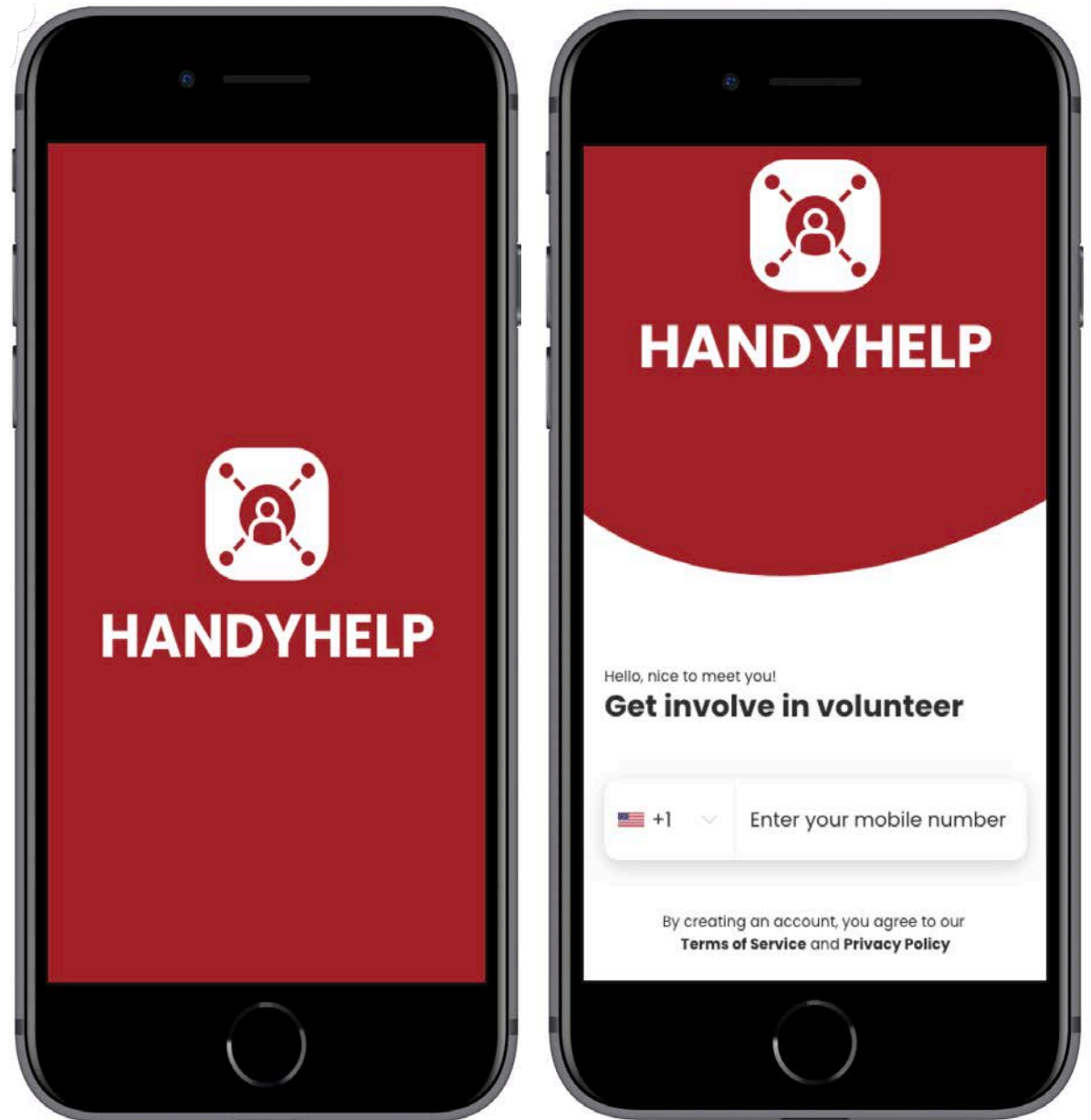
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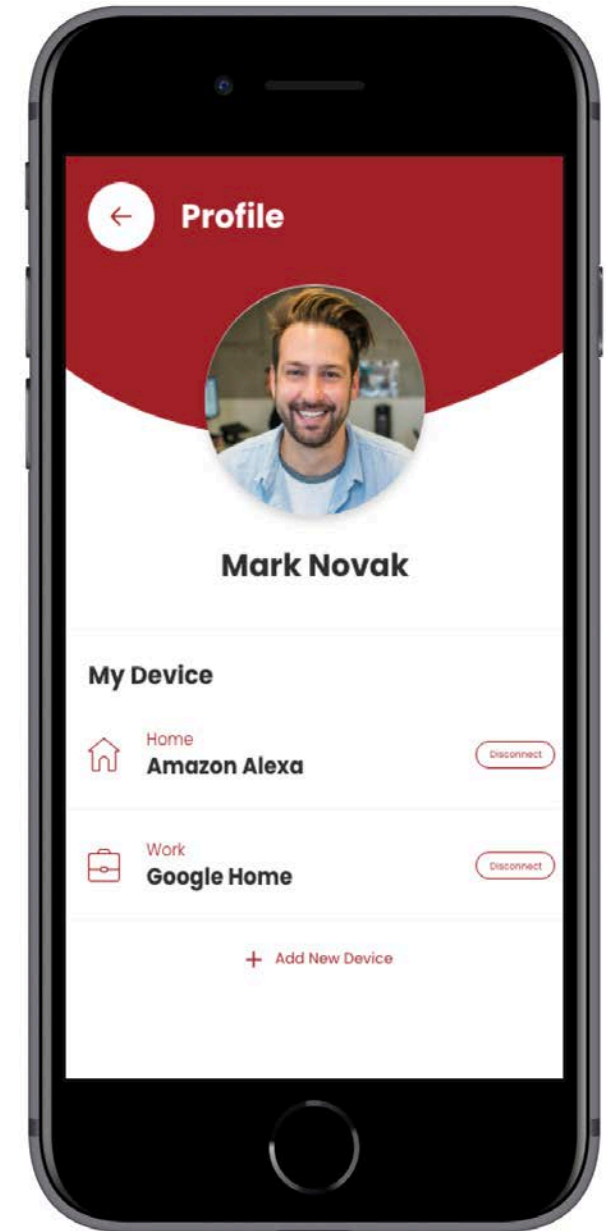
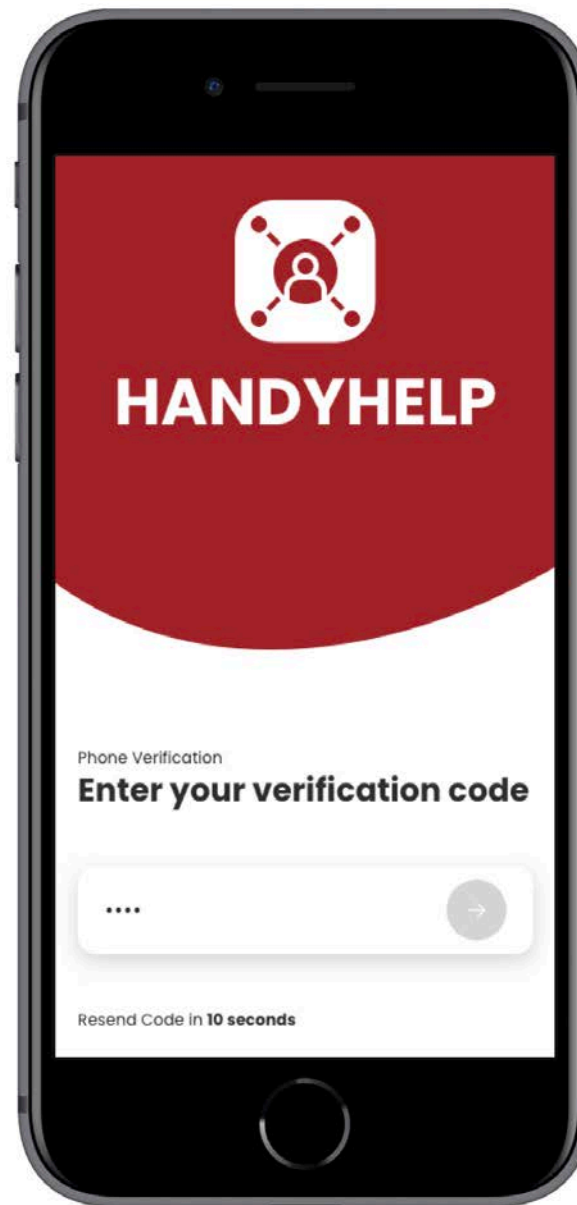
# Solution

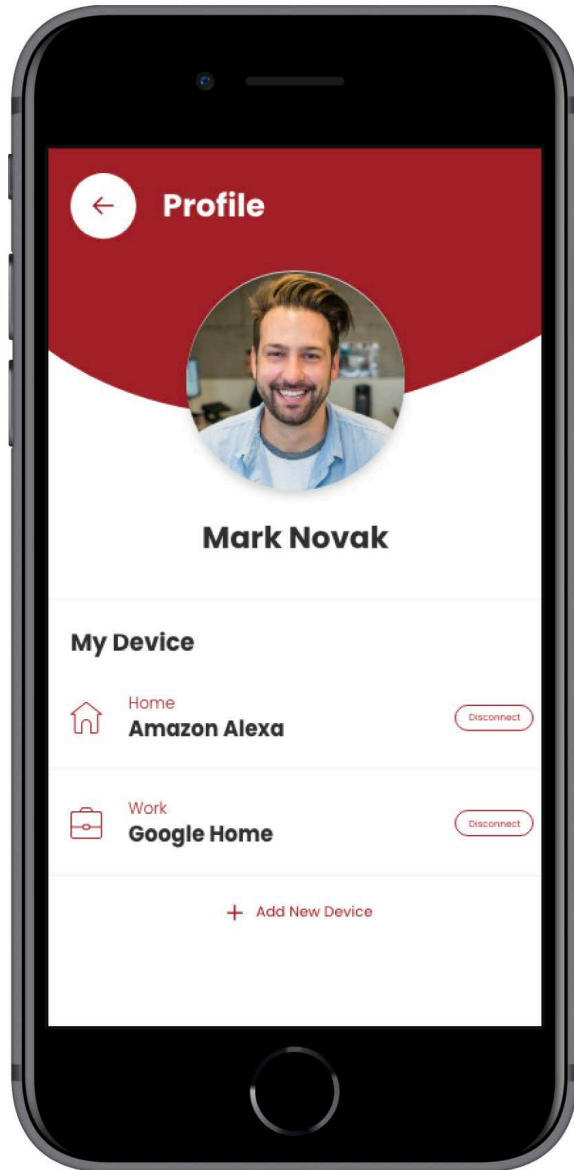
Handy Help connects with wearable IOT devices and Smart Home device/s to send emergency notifications using Geofencing to nearby community first respondents to provide immediate aid before law enforcement officers arrive.

# Key Screens



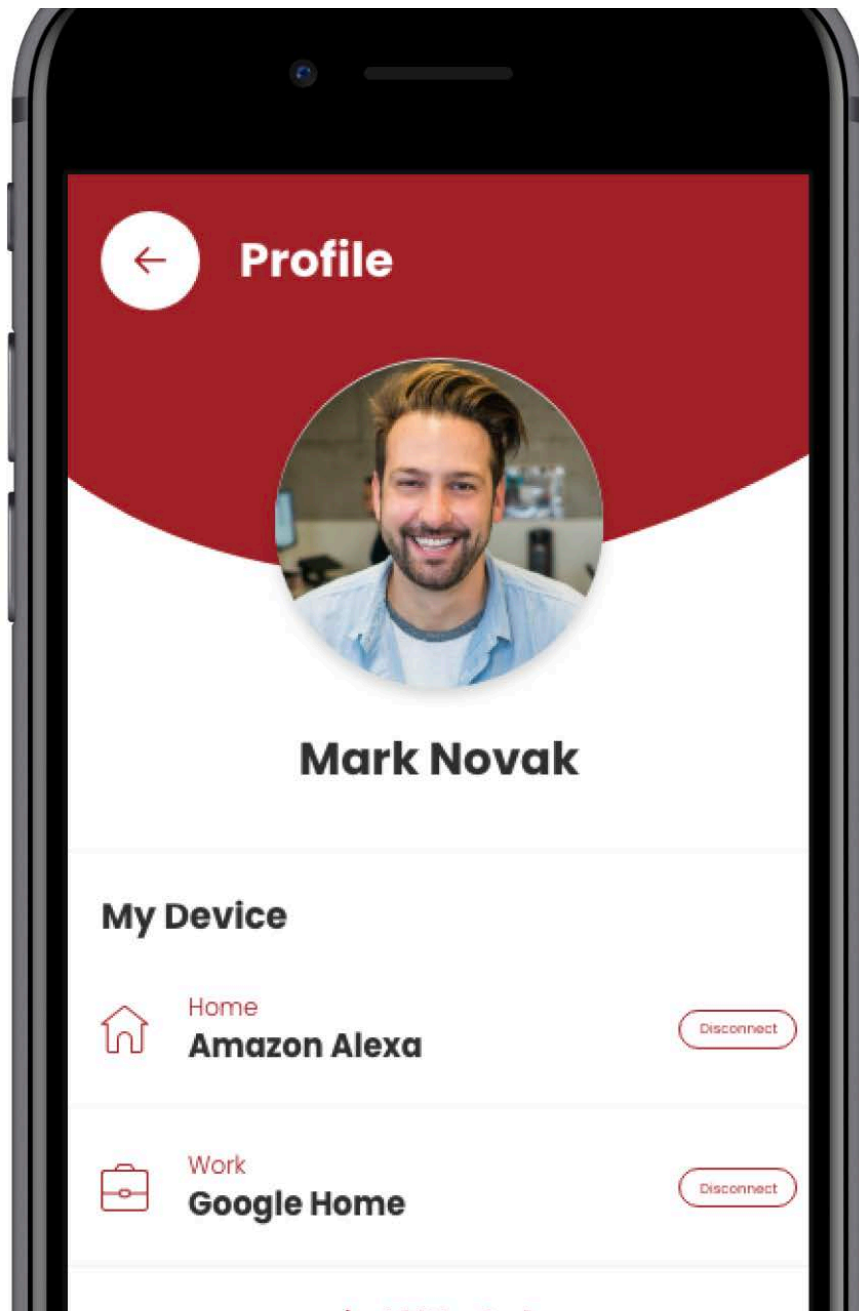
# Key Screens





[View full interactive wireframes](#)

<https://xd.adobe.com/view/c2d2fcca-9a95-4ecb-484c-7d83af5a3b3e-b4e3/?fullscreen>



# AT&T Best App Award 2019!

Thank you!



# 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.

## 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.

## 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 different building systems including door locks and HVAC, and they also have to report cleaning issues to custodial staff.

## 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.

### 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.
- Unsure of status of mail for her business
- Her clients don't know where to meet her when they visit

#### 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

### 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

#### 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

### 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
- Delivers mail to members when it arrives, which is a time-consuming process

#### 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

Thank you!

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