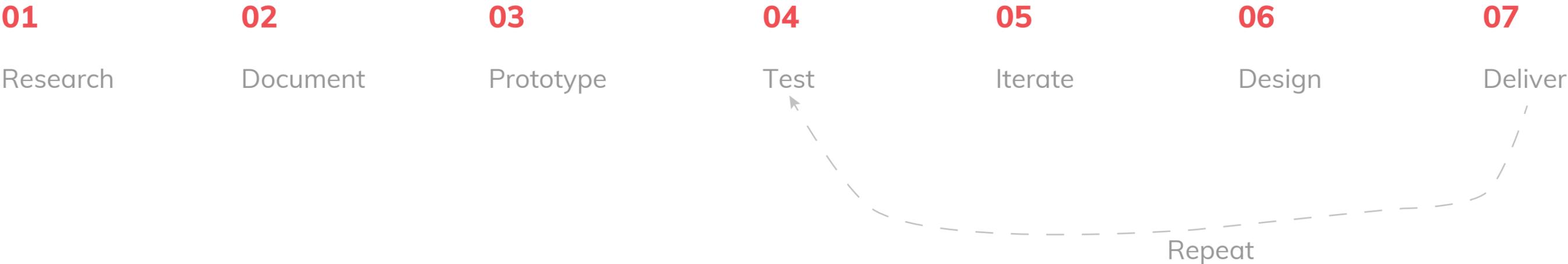
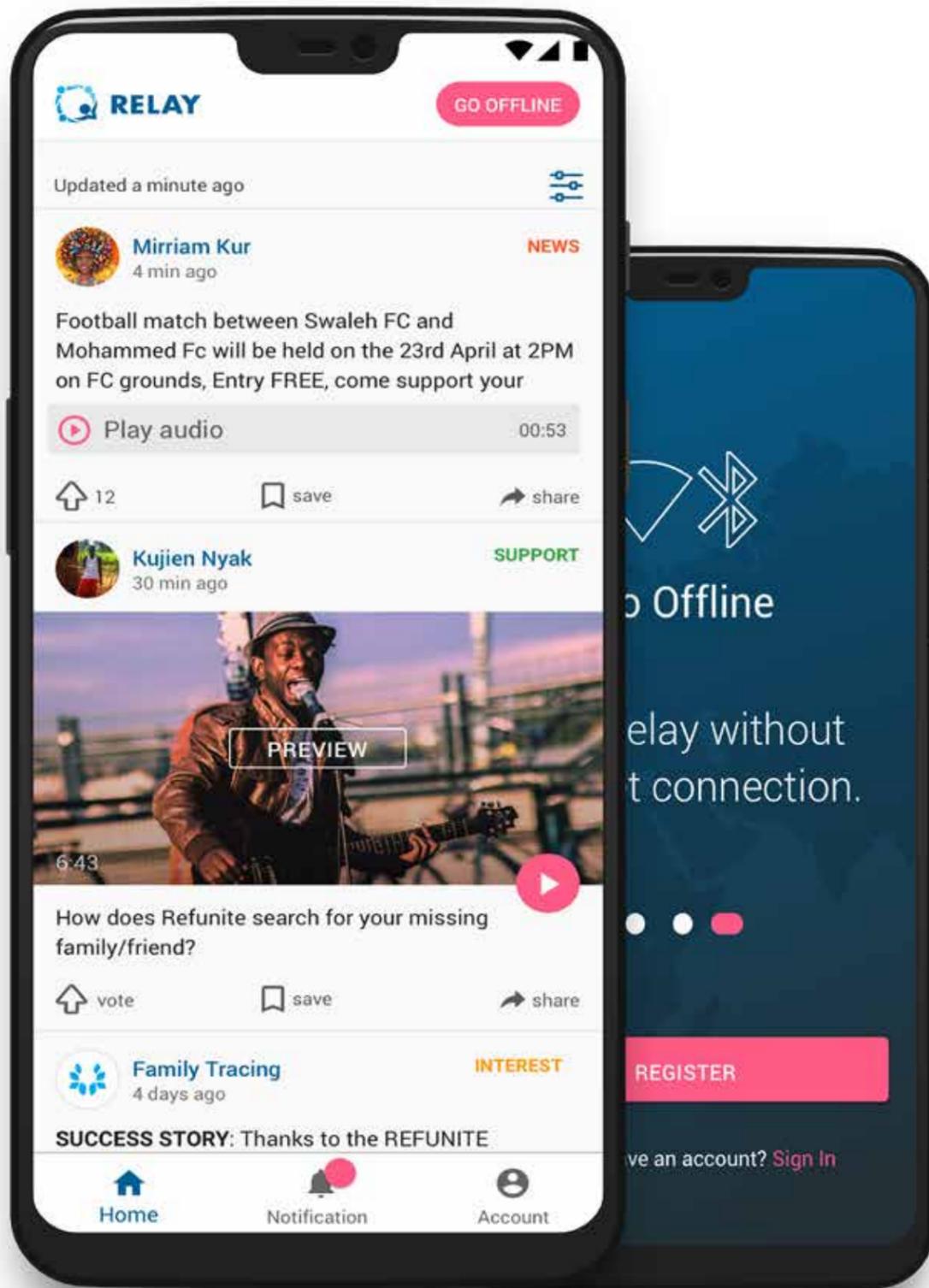


<file> UX PORTFOLIO </file>

selected works of Product Designer **CLIFF BOIT**

Process





Platform: Native Android

CHALLENGE

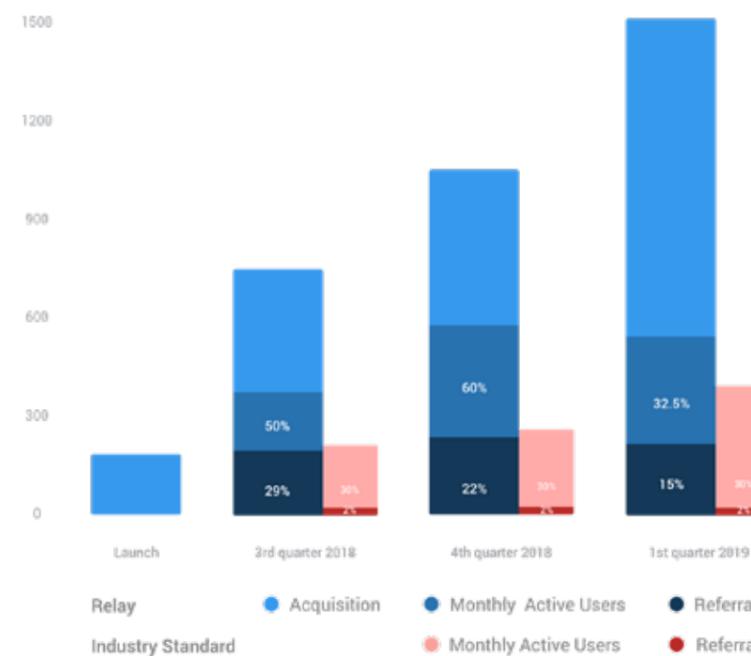
Coming online is expensive, more so for Refugees trying to escape civil war back at home. Relay hopes to solve this problem through peer to peer technology therefore providing them a cost effective way of staying in touch

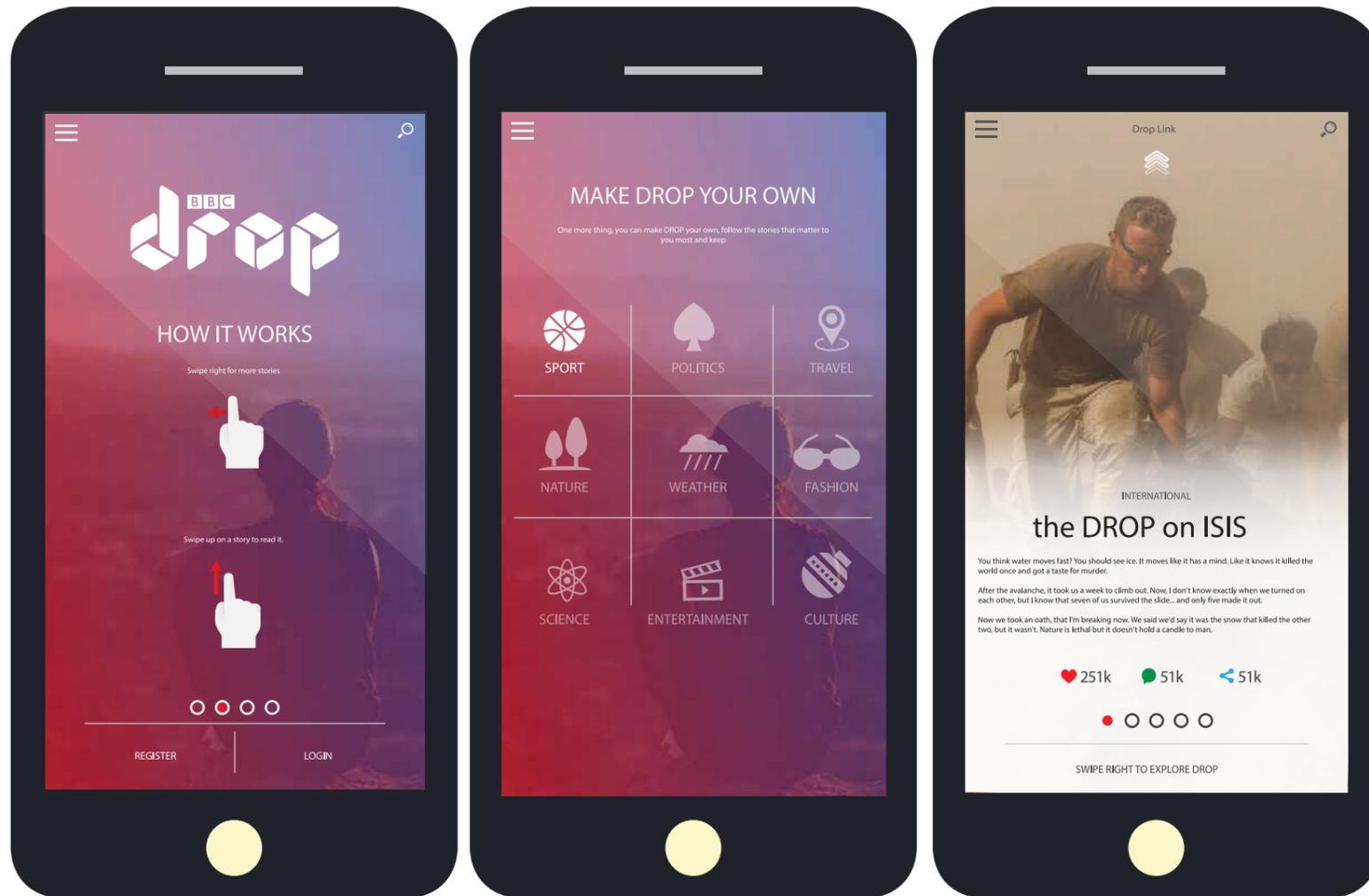
WHAT I DO

- › Interviews › Personas › User Journeys › Paper prototyping
- › Rapid prototyping in Invision, › Testing › UI design in sketch
- › Delivering assets to developers
- › Developing and maintaining Relay pattern library

RESULTS

So far we have acquired 1500 users with a retention of about 50% and a healthy referral as we launch in new locations.





Platform: Mobile

CHALLENGE

The young generation are not consuming news through BBC's assets; radio, television, mobile applications and web. Build a solution that curates current, credible and byte size news content for users and generate business leads.

WHAT I DID

- › Stakeholder interviews
- › Naming the application
- › User interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Creating site maps
- › Conducting competitive research
- › Low- fidelity prototypes
- › Creating wireframes
- › High- fidelity design & guidelines
- › Hand coding the platform in HTML5 & CSS3
- › Usability testing through focus groups

URL: <http://www.bbc.co.uk/taster/projects/bbc-drop-uk>

CLIENT: BBC Connected Studio

WHAT IS BBC DROP ABOUT

'Swipable news' BBC Drop has BBC news content tailored for the smartphone and social media generation.

WHAT ARE THE GOALS OF BBC DROP?

To provide current, byte sized news articles in a vibrant easy-to-use design. The ability to swipe away anything you want to ignore makes it the perfect way to access BBC news for the smart-phone generation.

WHO ARE THE TARGET USERS?

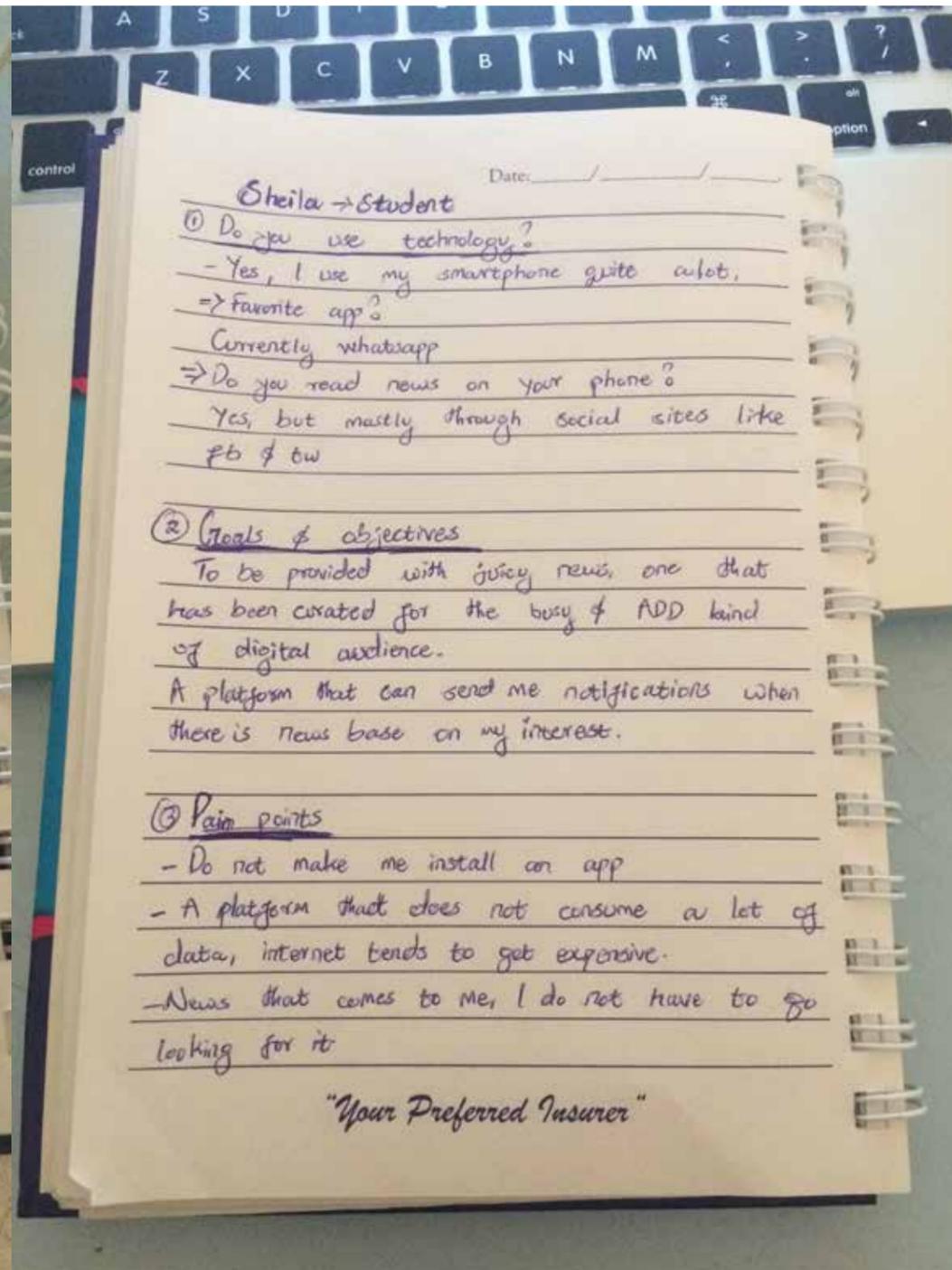
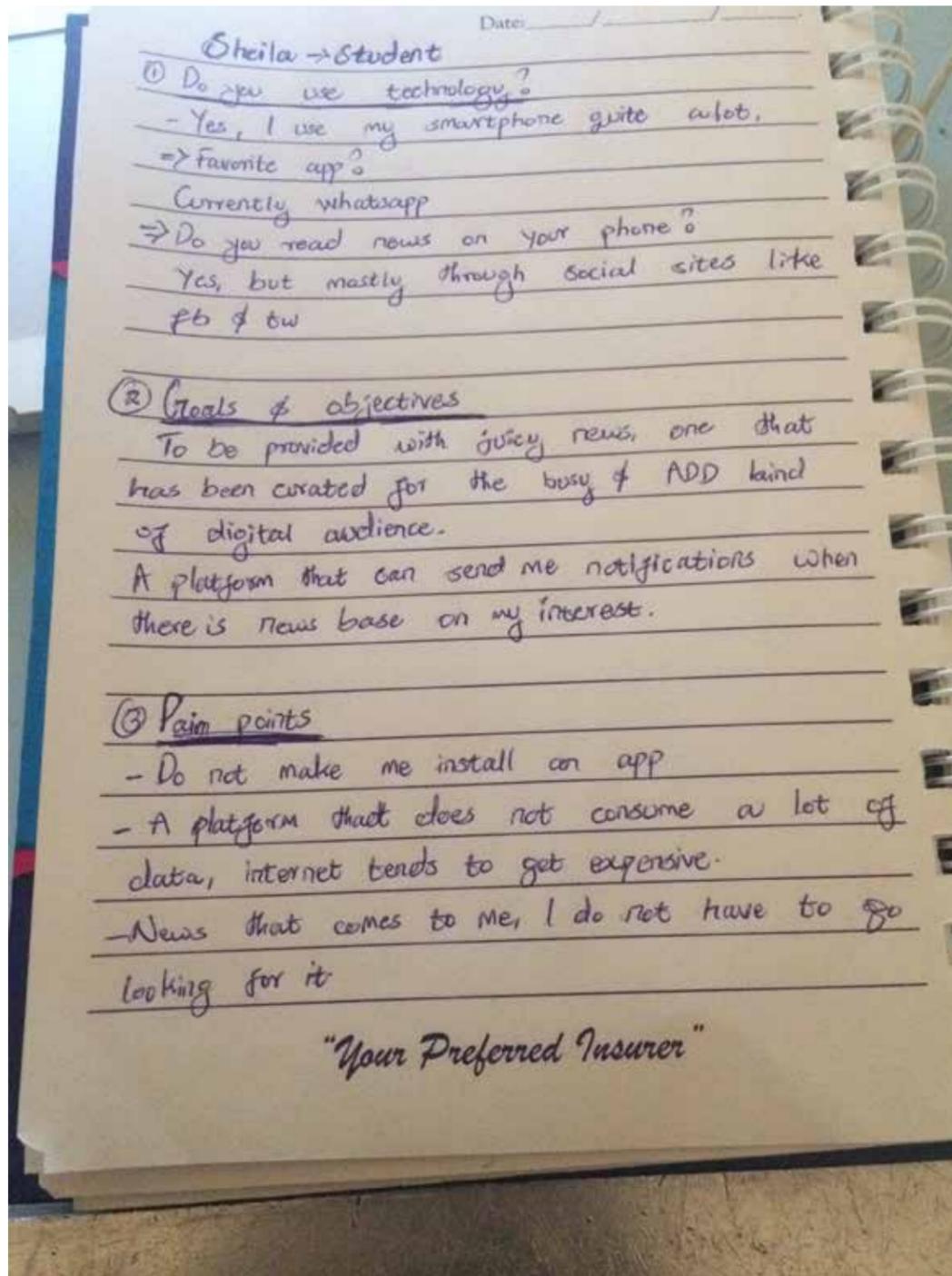
Primary. 18 - 30 year olds

Secondary. Digital audiences in Africa

BBC DROP
GOALS

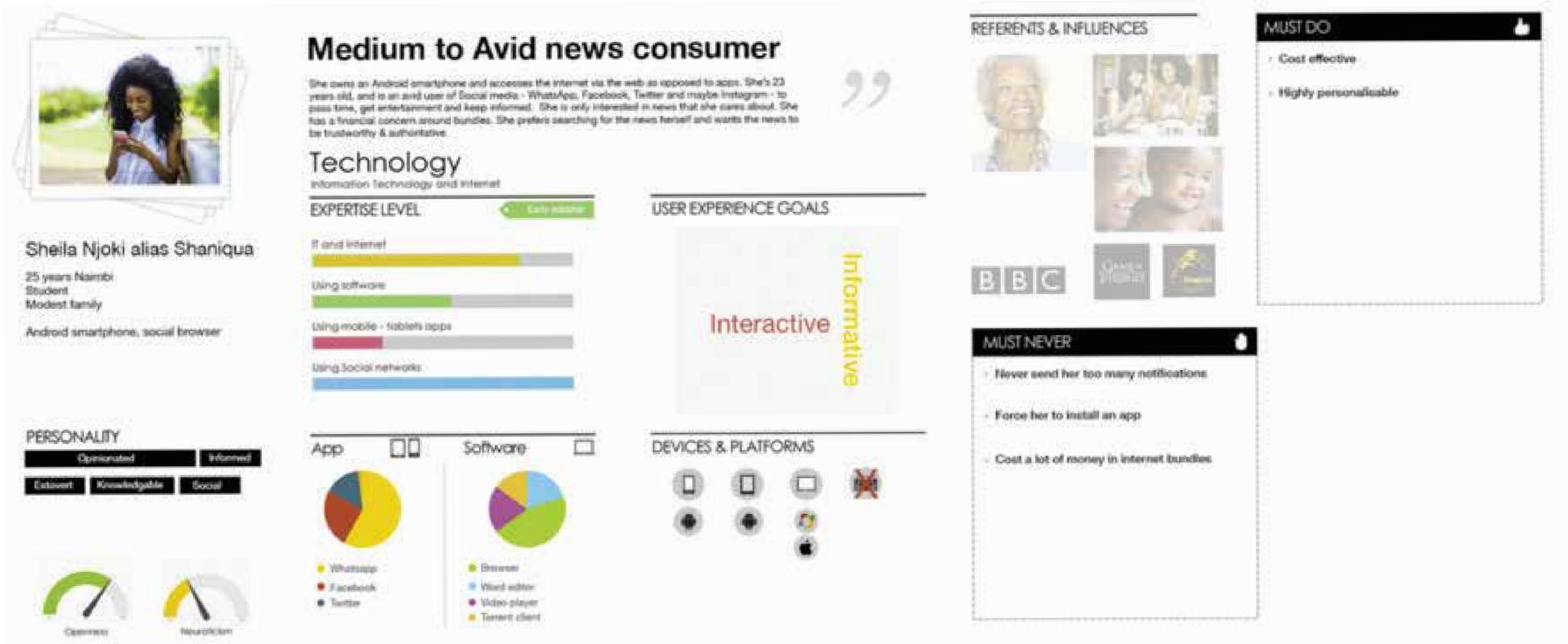
Stakeholders, had a very clear goal, get people to use BBC apps to consume news, especially the young generation that spend a considerable amount of time online through their mobile phones





User Interviews helped me identify the needs for the product and the pain points of existing channels for consuming news articles. Every product design needs to start with the users needs in mind.





The user interviews and observation helped me create personas, I included cultural background data, occupation, expertise, devices used, needs, desires, goals, habits, expertise.



WHO ARE THEY

- › Medium to avid news consumer millennials
- › Age: 18+
- › Gender: Mixed
- › Occupation: Student

HOW DO THEY CONSUME NEWS

- › On smartphones
- › Through links shared by friends, directly or through social media

GOALS / OBJECTIVE

- › Personalizable platform
- › Platform that does not consume a lot of data
- › No apps to install
- › News notifications

PAIN POINTS

- › Every media house have their own app
- › Content shared on social media is mostly gossip articles
- › News is not as personalized
- › Data bundles are expensive to purchase

INFLUENCERS

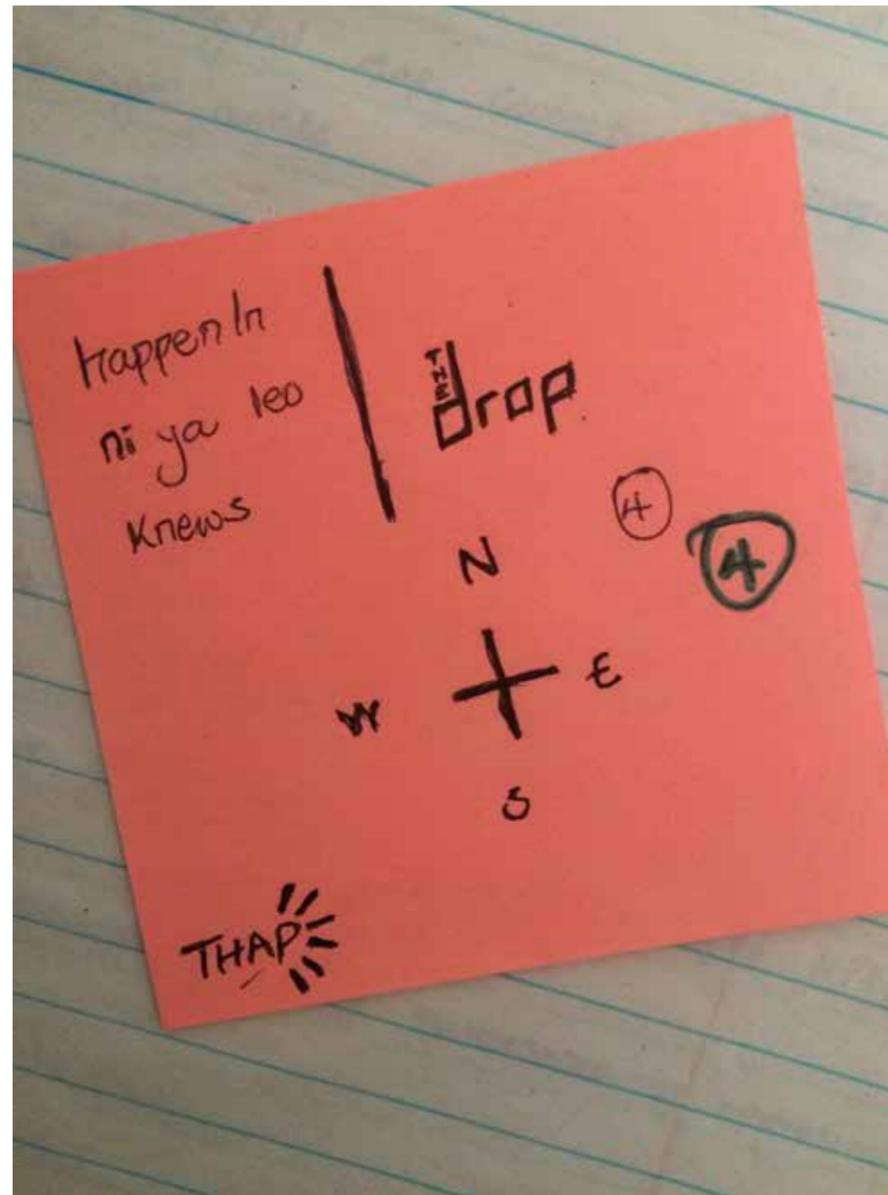
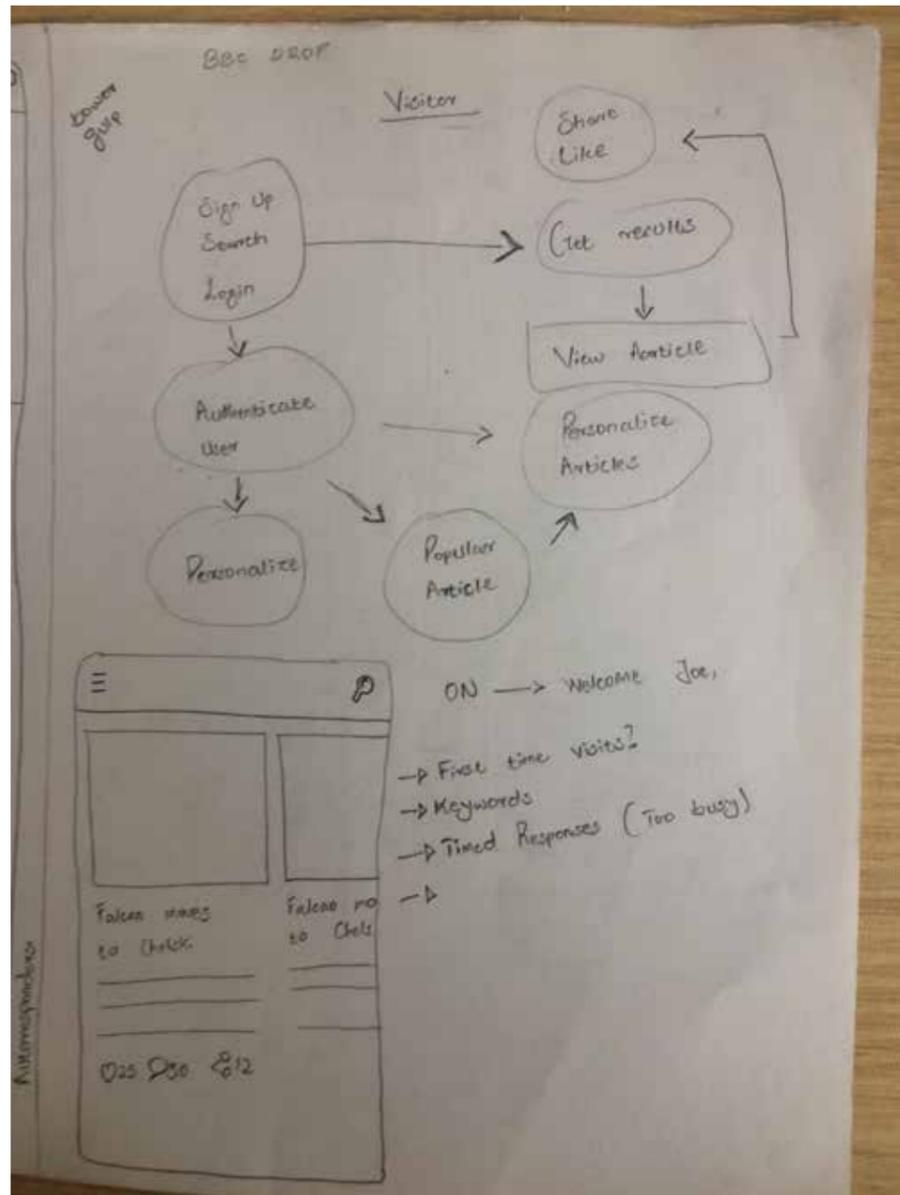
- › Reality TV shows
- › Parents

NEEDS

- › Is the article current?
- › Is it customizable
- › Does it consume a lot of data?
- › Is it well summarized?
- › Can I easily share it?
- › Can I be sent news at a specific time?

WHAT DOES SUCCESS LOOK LIKE?

- › Easy to use platform
- › Highly customizable platform
- › Curated DROP links with 5 or more articles
- › Current / trending topics
- › Lightweight platform
- › News links with detailed summary (byte sizing articles)

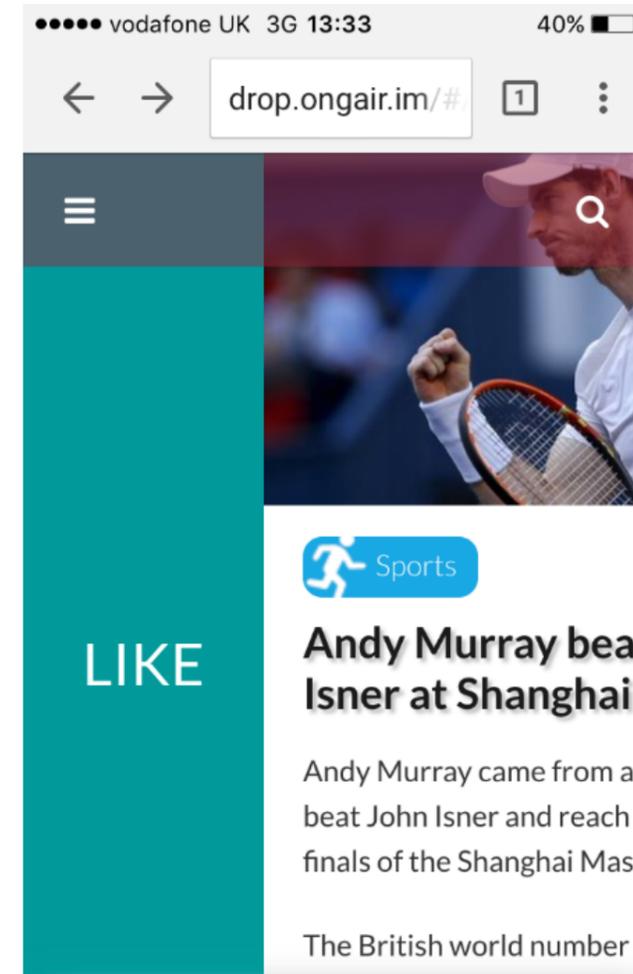


- Tour
- Welcome
 - How it works
 - Customize / Explore
 - Register → auth
 - Cat page
 -
- Home
- Home page (popular drops)
 - Search results
- Drop Link
- Article
 - Video
 - Top 10
 - Q&A
 - Tweets
- Article (Normal)
- First time here

BBC DROP LO-FIDELITY PROTOTYPES

Low-fidelity prototypes help validate an idea of the product, saving time and money in the process. I can easily and quickly make changes and make the whole process collaborative while including feedback.



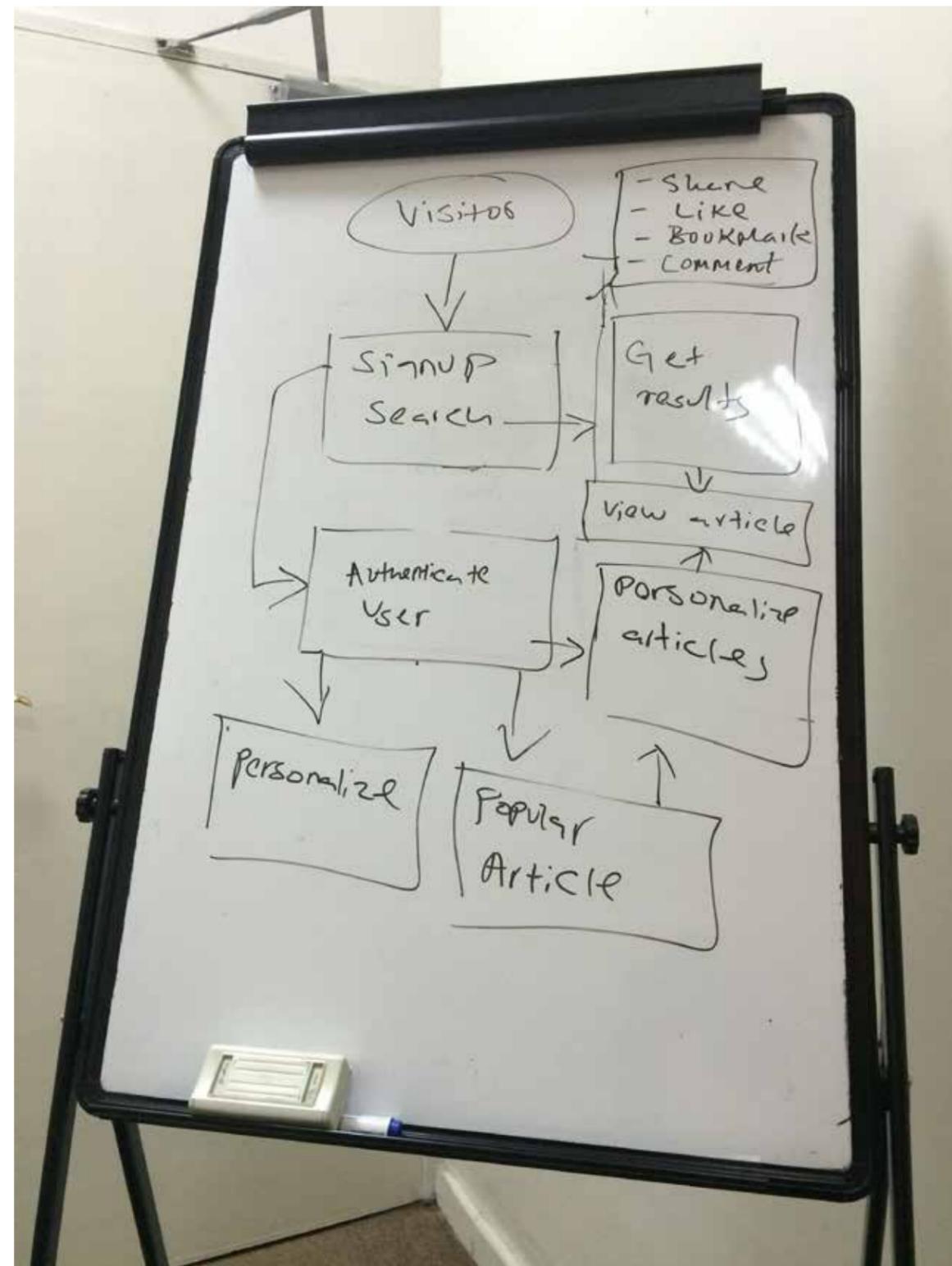
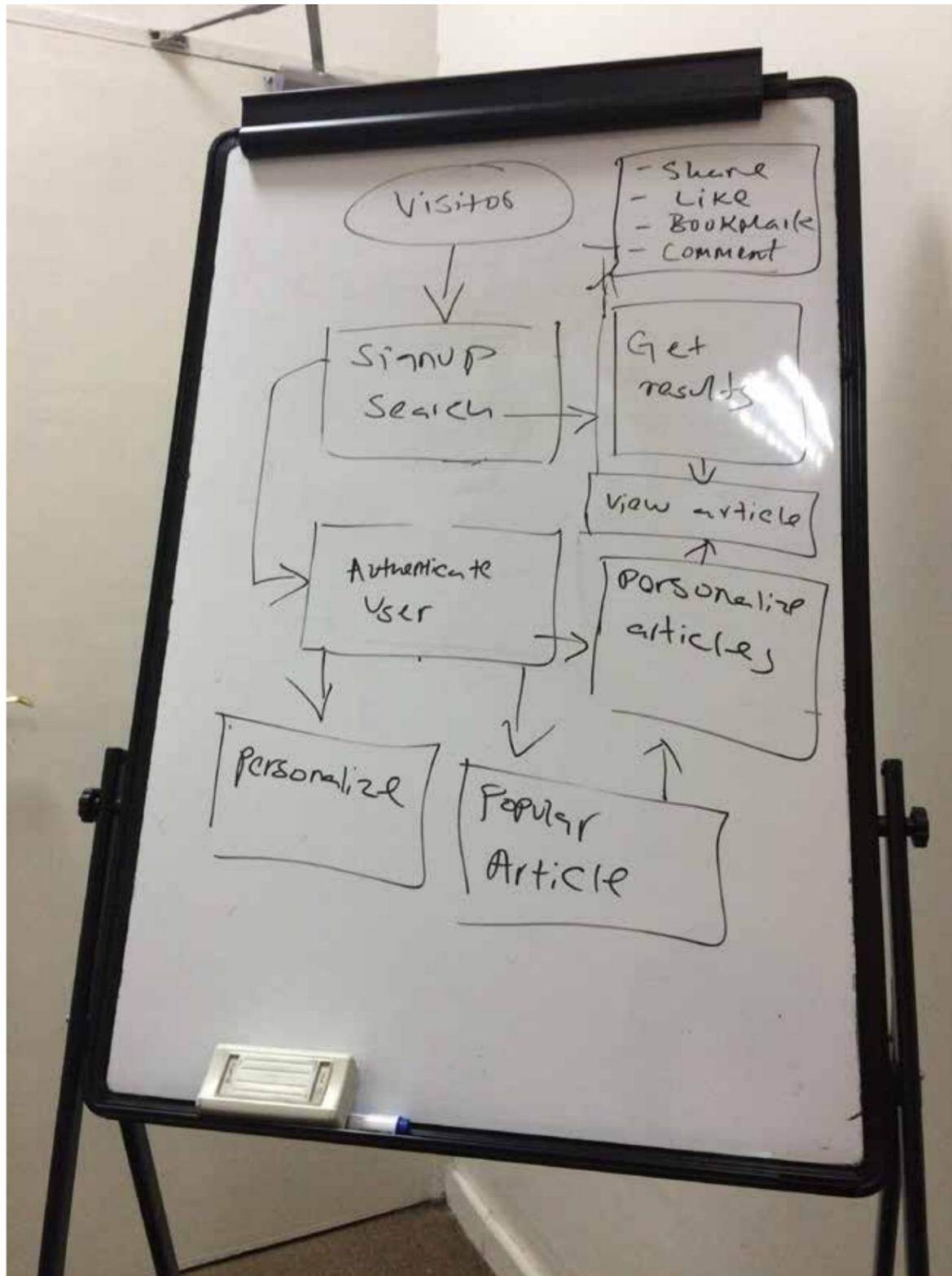


Swipe up to share this story with your friends

BBC DROP
HI-FIDELITY MOCKUPS

When the time comes to fire up photoshop, I love tinkering and producing beautiful functional designs and design patterns. I always keep abreast with the latest industry trends, but I do not blindly follow them





ACHIEVEMENTS

- › 101 people rated the platform on the taster website
- › Steady traffic growth since launch
- › Low bounce rate & a mid-high average time on site
- › Mobile first approach for the african audience
- › Social sharing validates content quality, trust and credibility.
- › In page analytics and click tracking indicates successful navigation



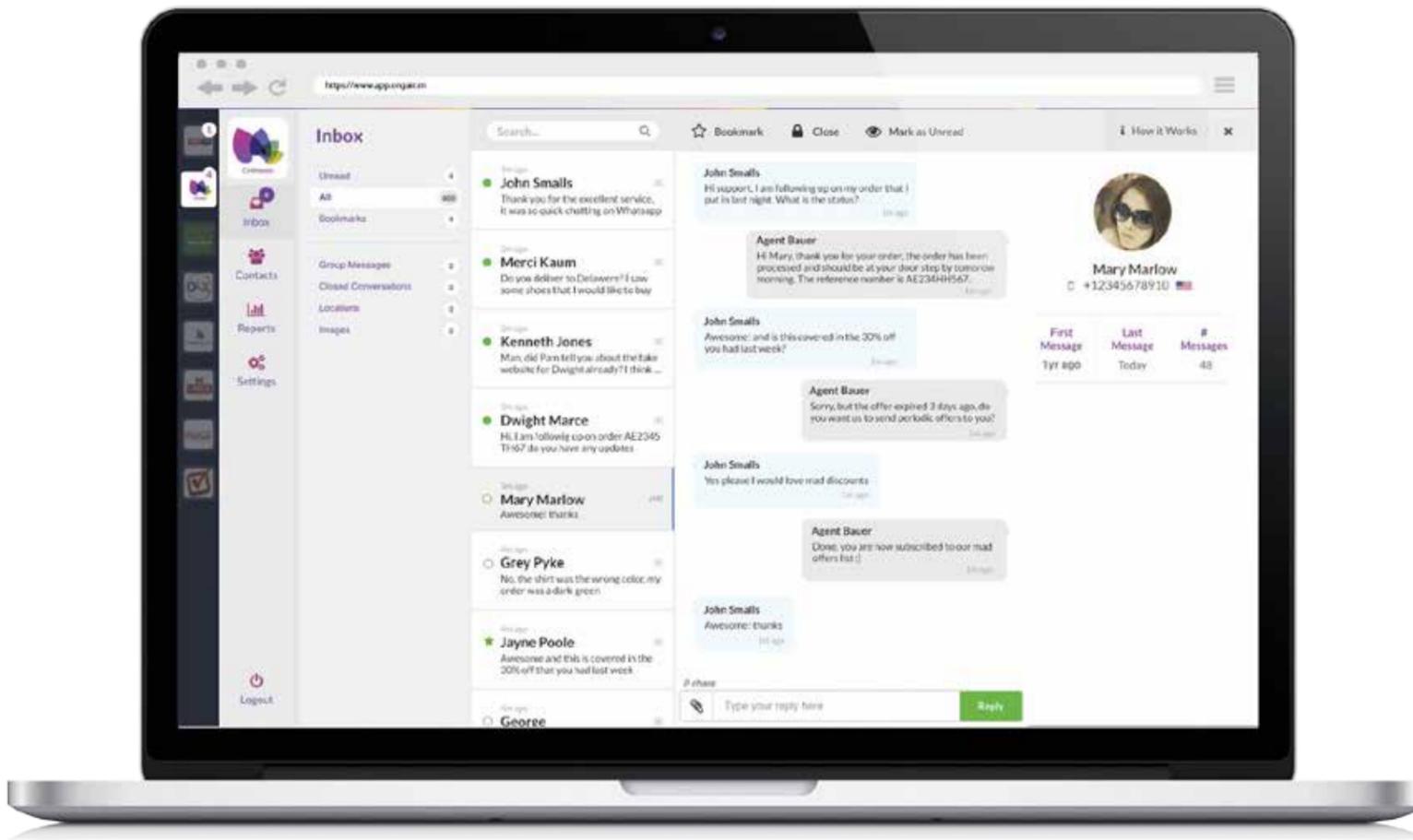
Platform: Desktop, tablets and mobile

CHALLENGE

Build a website that clearly communicates the ongair product features and capabilities, Build an easy to use dashboard that makes it easy to integrate more than one IM service and communicate to customers instantly

WHAT I DID

- › Redesigned both the website and dashboard
- › Stakeholder interviews
- › User interviews
- › Building personas
- › Creating scenarios
- › Creating site maps
- › Conducting competitive research
- › Paper prototypes
- › Creating wireframes
- › High- fidelity design & guidelines
- › Hand coding the platform in HTML5 & CSS3
- › Usability testing



URL: <https://ongair.im/>

CLIENT: Ongair LTD

WHAT IS ONGAIR IM ABOUT?

Ongair is a digital product that lets businesses communicate with customers in whichever instant messaging platform they use, it also integrates into popular customer relationship management tools and provides a reporting feature.

WHAT ARE THE GOALS OF ONGAIR IM?

Provide a one stop place / dashboard where businesses can manage their instant messaging accounts and reply to customer queries and solve issues.

WHO ARE THE TARGET USERS?

Primary: Customer service teams

Secondary: Businesses that have an online presence



WHO ARE THEY

- › Mike the Sales Rep & Mary the customer service executive
- › Occupation: working class & Business owners
- › Gender: Mixed

HOW DO COMMUNICATE

- › Email (which has proven to be slow)
- › An array of applications (many open tabs)
- › Social media

GOALS / OBJECTIVE

- › Personal communication
- › Instant feedback to customer questions and concerns
- › No apps to install on the client side
- › A central location for businesses to manage all their communication to customers
- › Customers can use their favorite apps (Wechat, Whatsapp, Telegram)

PAIN POINTS

- › Lack of Instant replies to questions
- › Lack of Personal communication
- › Multiple agents per IM account
- › A central location to manage all IM accounts
- › Lack of integration to popular CRM platforms

MOTIVATION

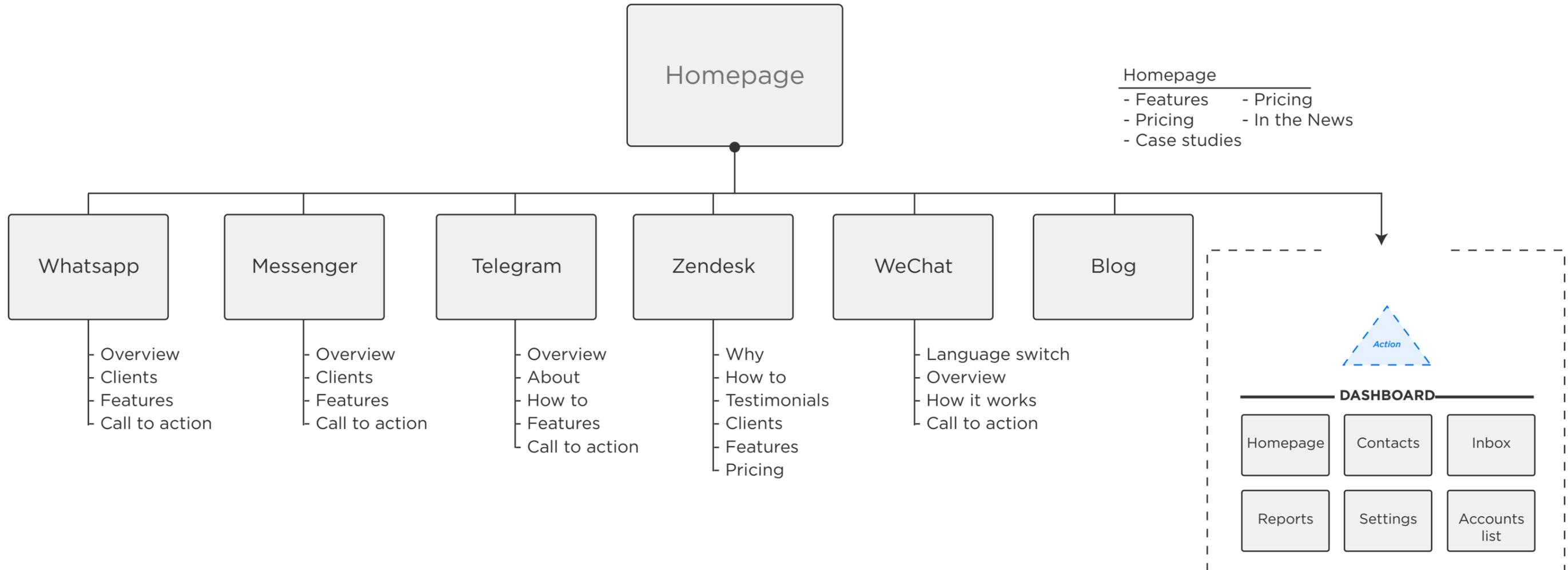
- › Be engaged with the customer
- › Increase conversion rates

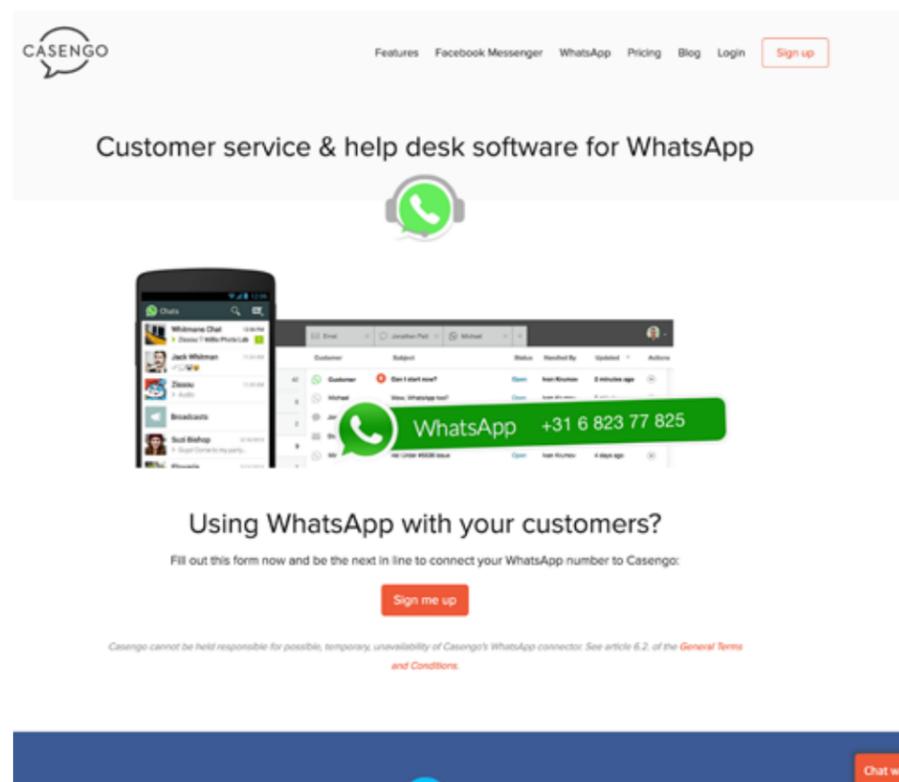
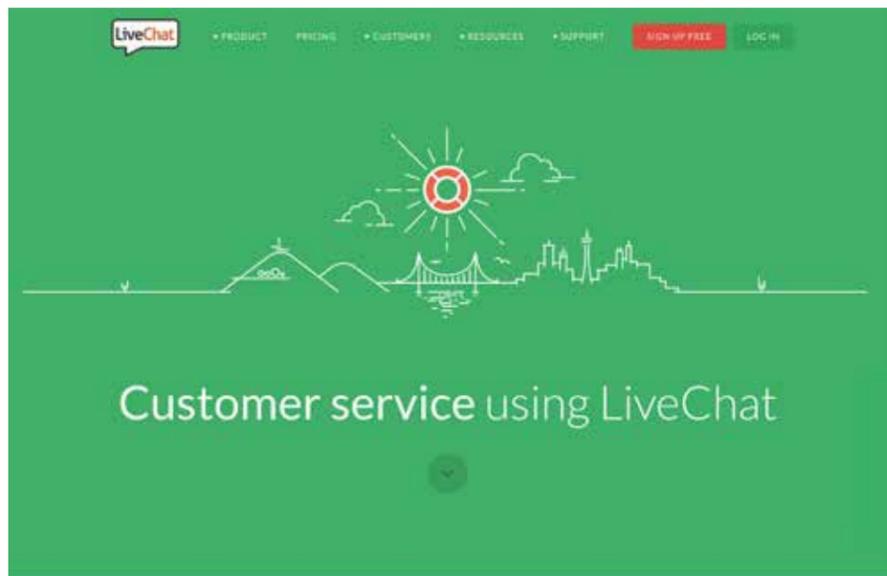
NEEDS

- › Can I integrate to a CRM platform I already use?
- › Can multiple agents be active on the same IM platform?
- › Is there a reporting feature?
- › Can my customers not have to install another IM application?
- › Can I reply to customer queries on the go?

SOLUTION

- › Easy to use platform
- › Interactive website design
- › Accessibility, UX, IA
- › Support all major IM clients
- › Integrate to all major CRM platforms
- › Reporting feature on dashboard
- › Simple pricing table on the website
- › Clear product features
- › Easy subscription and payment model
- › A sitewide Help / How it works menu





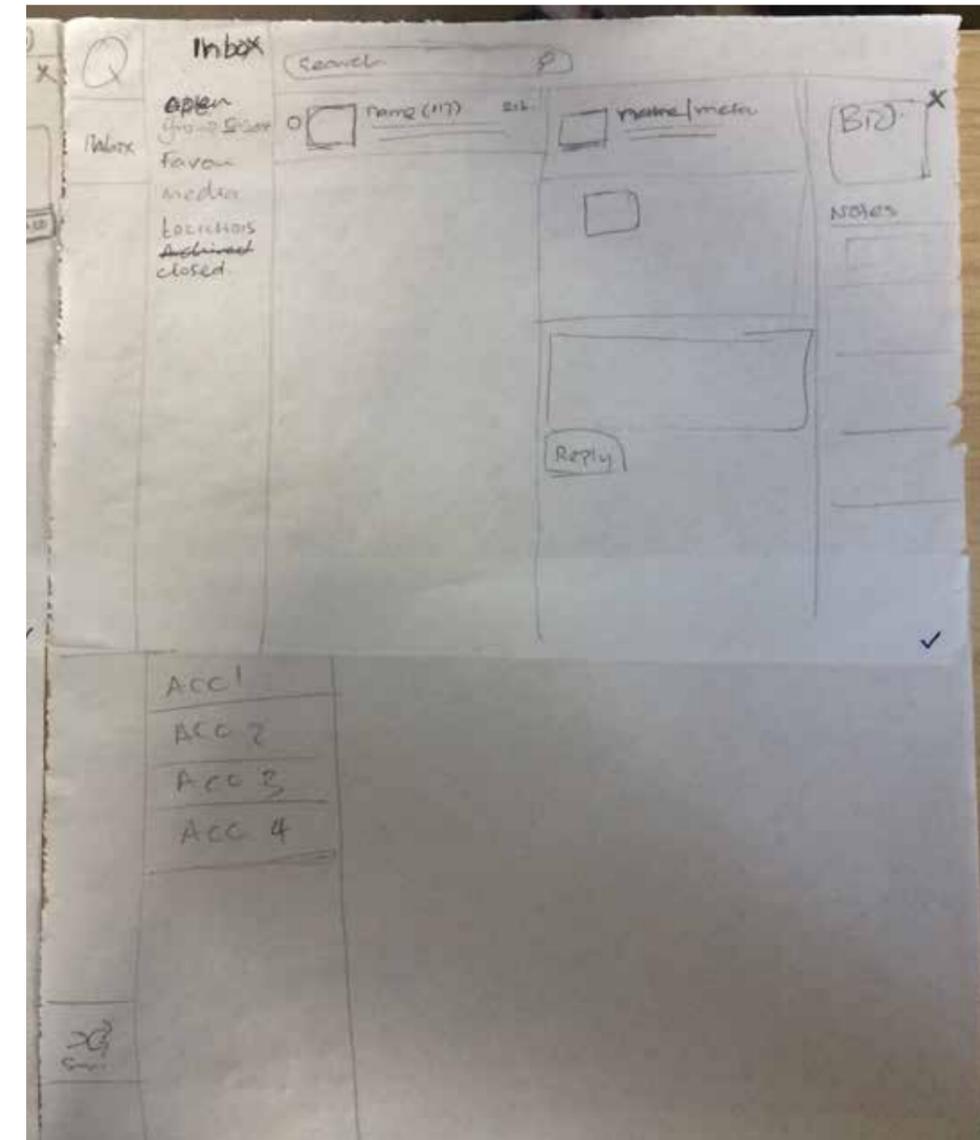
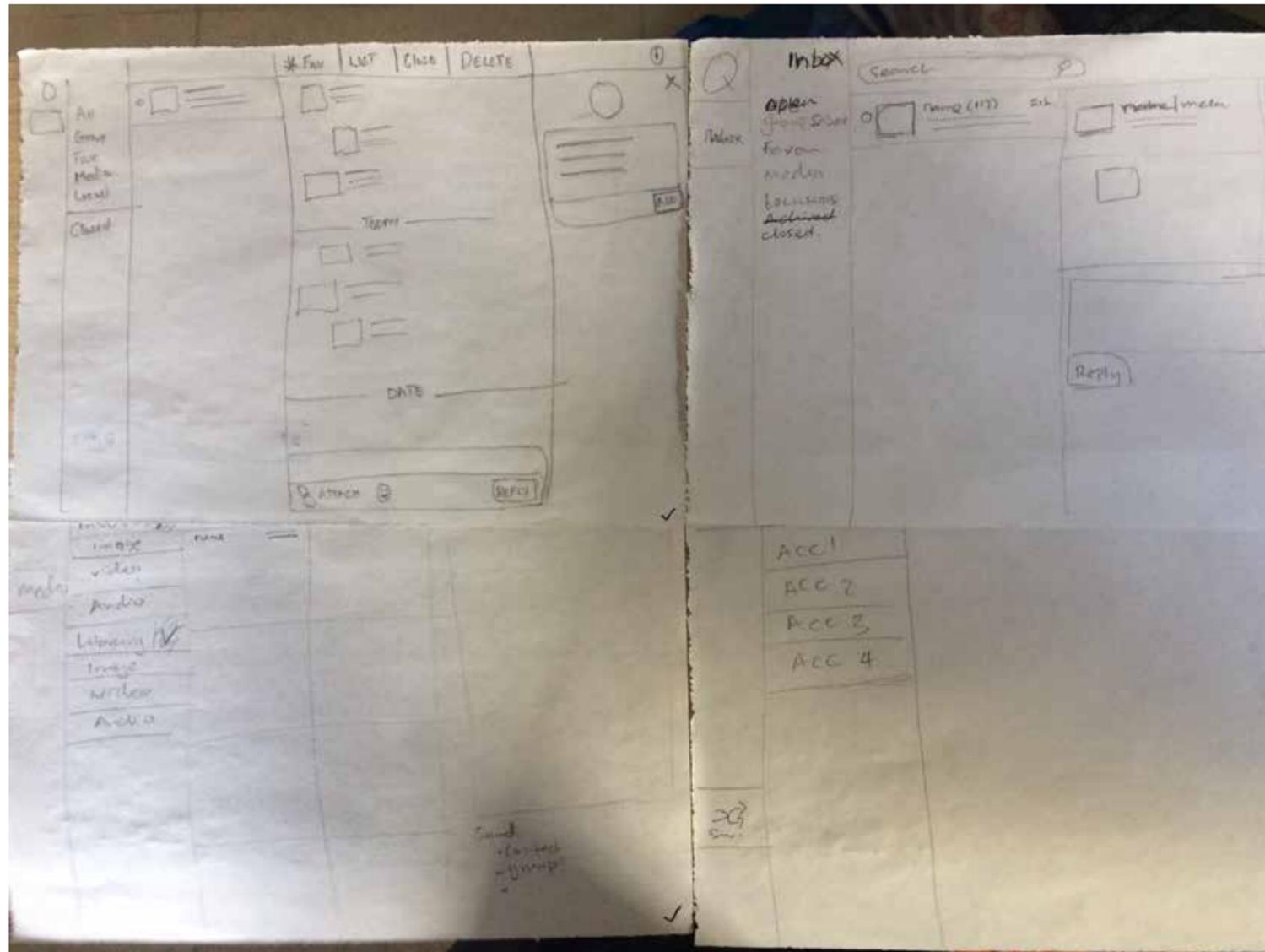
the fastest way to

View Page
in Spanish

ONGAIR IM
COMPETITOR
ANALYSIS

Sometimes, there is no need to re-invent the wheel from scratch and in the process give your users a steep learning curve. This is a way that will help not break a users mental model. Reserach is essential a product's success or failure.

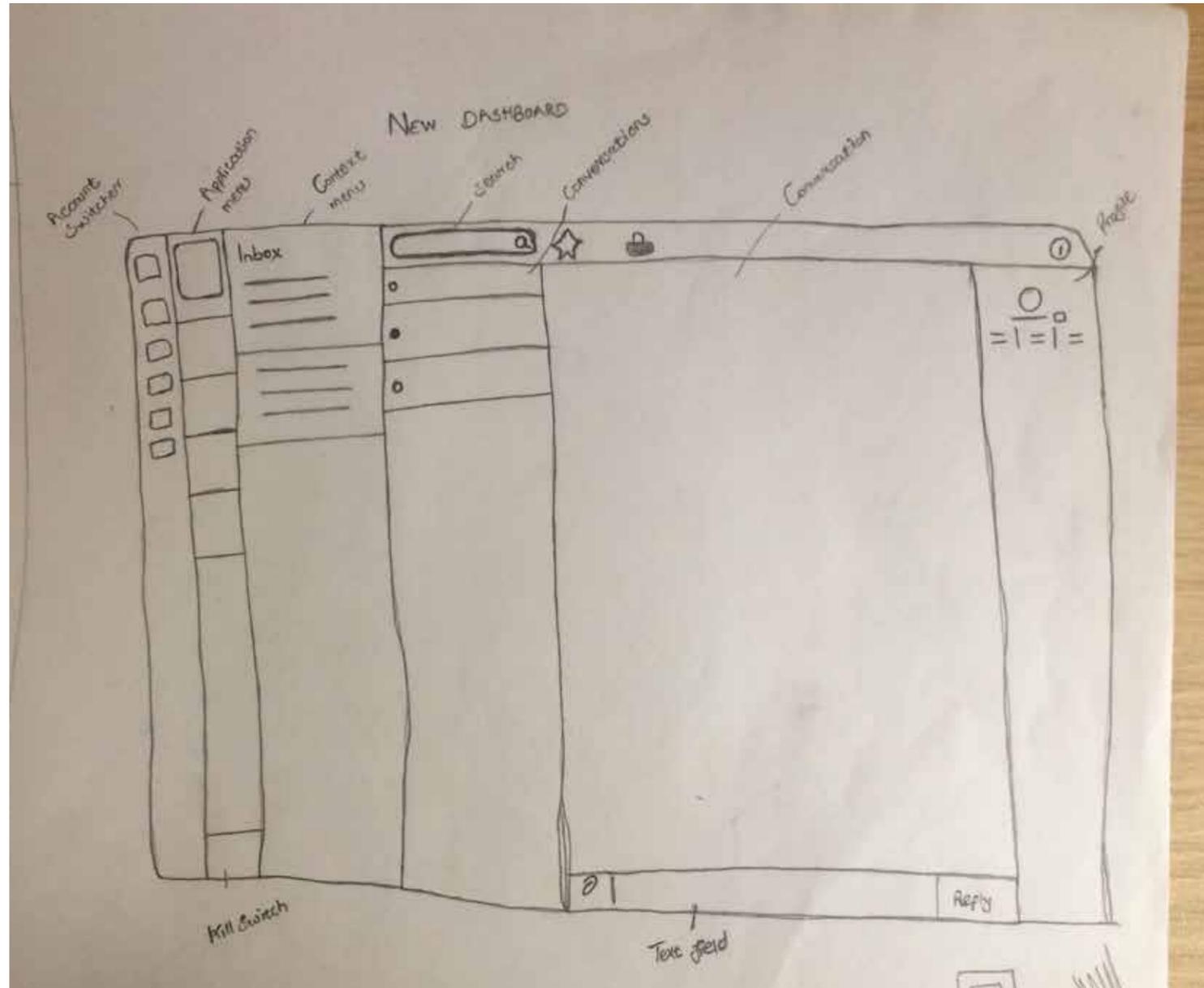
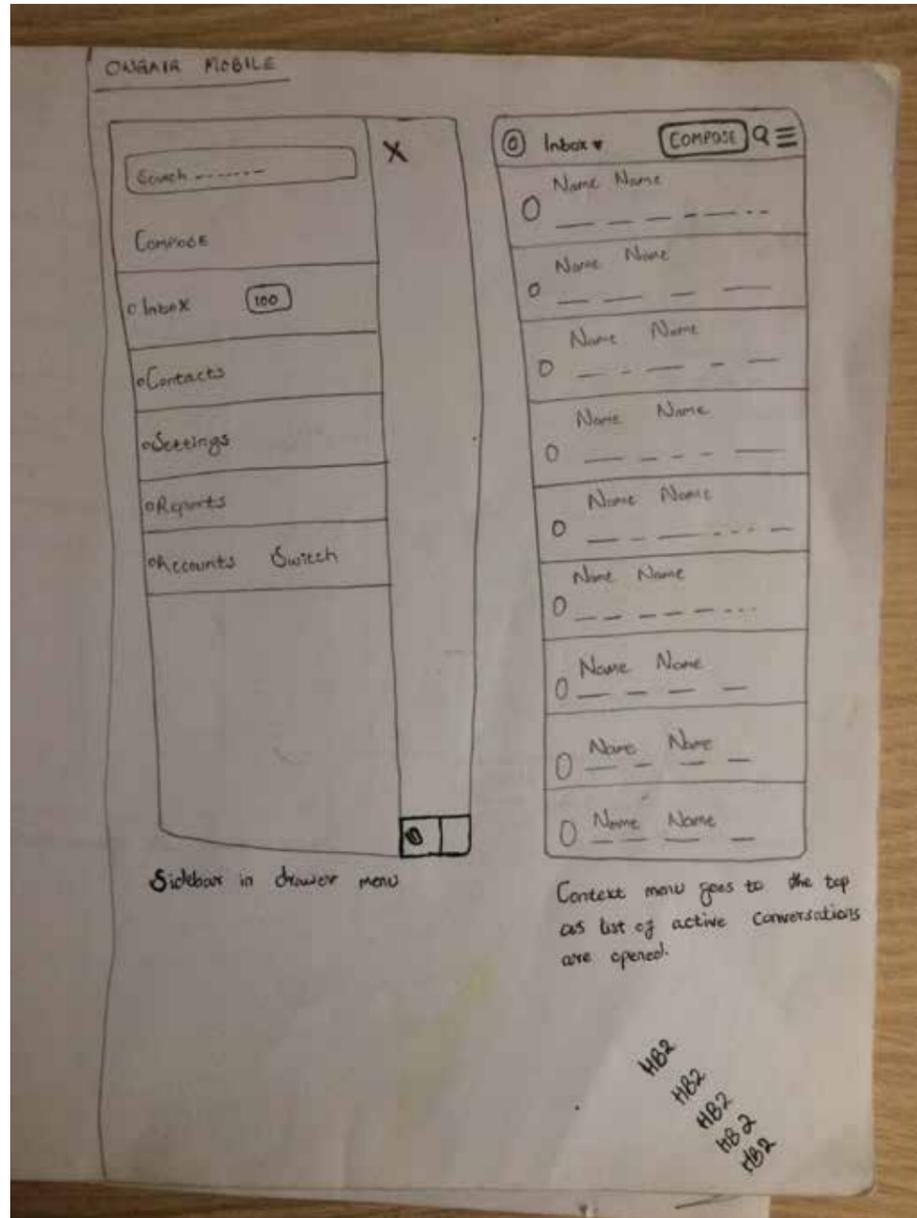




ONGAIR IM
PAPER
PROTOTYPES

Paper prototypes, although incomplete, help visualize screen flows and user journeys as I keep asking myself when they click this link, what next and what goals / tasks are they trying to achieve?

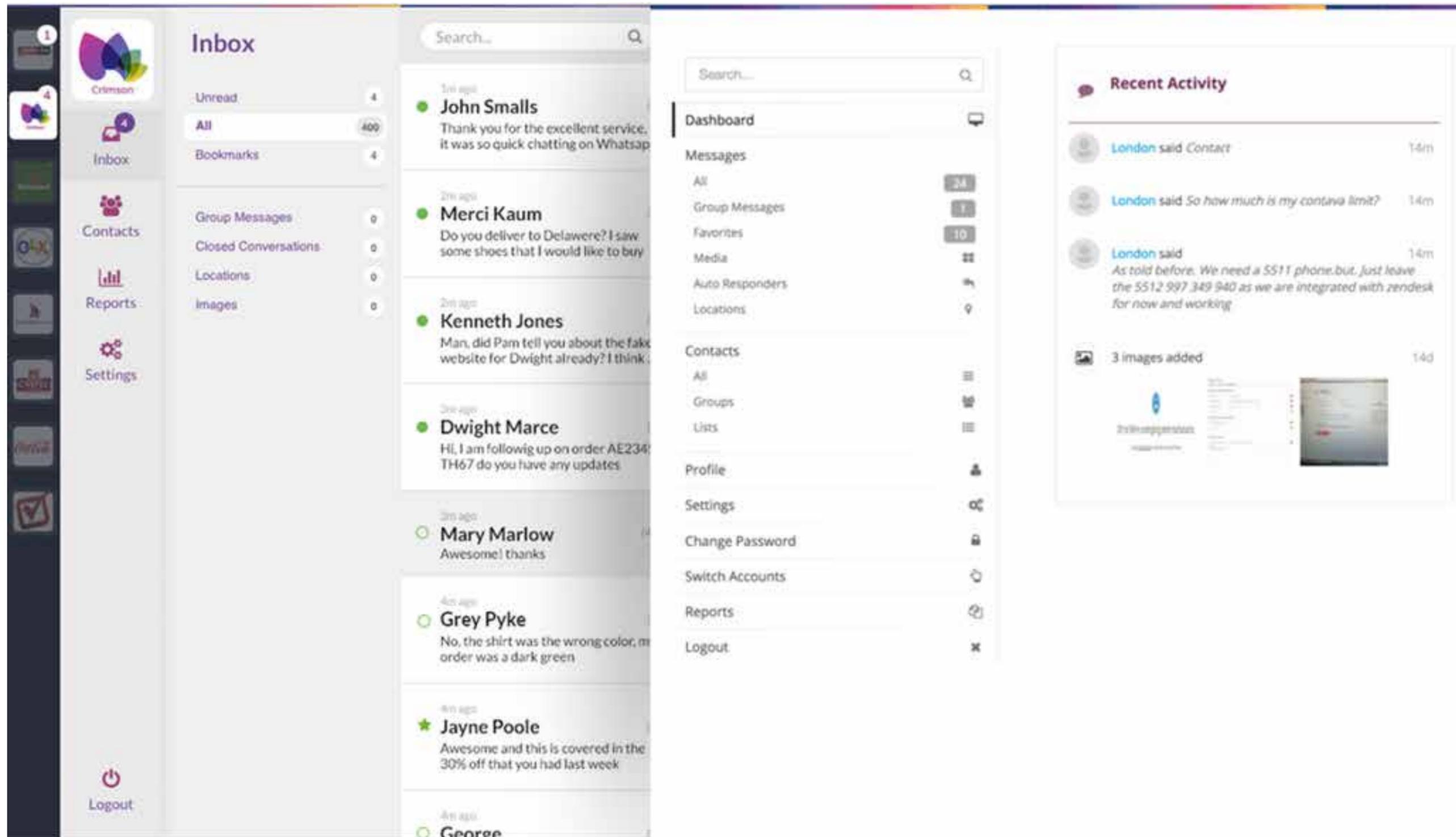






ONGAIR 2.0

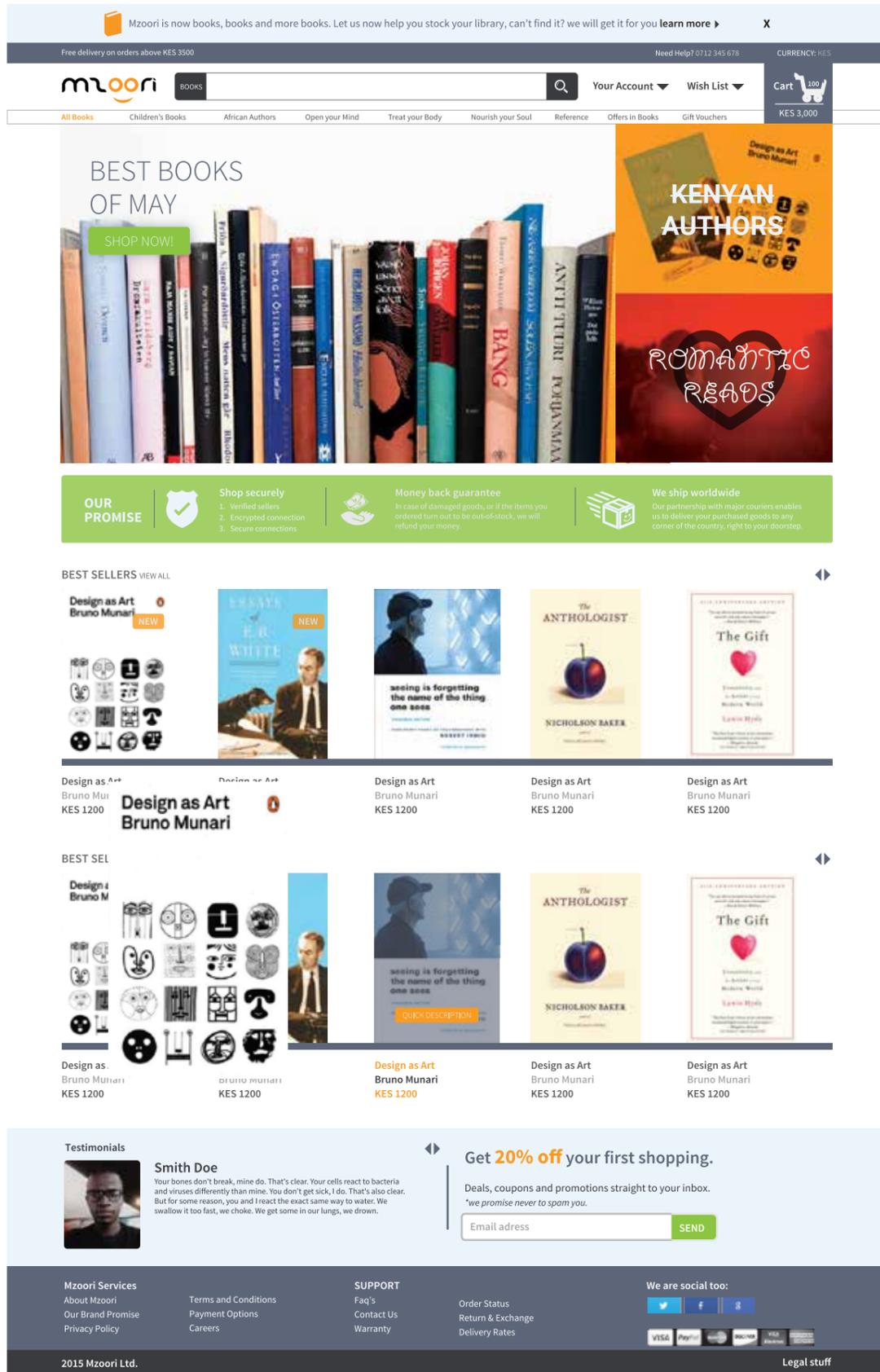
ONGAIR 1.0



ACHIEVEMENTS

- › Traffic growth since the relaunch
- › Lower bounce rate compared to previous times indicates visitor retention
- › Increase in daily active users
- › Mobile first approach for use even when on the move
- › Increased conversion rate.
- › Re-activation of dormant accounts
- › In page analytics and click tracking indicates successful navigation





Platform: Desktop, tablets and mobile

CHALLENGE

Help Mzoori sell books through the e-commerce platform by providing a mobile first platform that is easy to use and self explanatory

WHAT I DID

- › Redesigned the website
- › Stakeholder interviews
- › User interviews
- › Building personas
- › Creating scenarios
- › Creating site maps
- › Creating information architecture
- › Conducting competitive research
- › Creating wireframes
- › High- fidelity design
- › Hand coding the platform in HTML5 & CSS3
- › Conducting A/B tests on call to actions



URL: <https://mzoori.co.ke/> (please note, the business closed down)

CLIENT: Mzoori LTD

WHAT IS MZOORI ABOUT?

Mzoori was pivoting after being in the industry for over 5 years, after undergoing numerous re-designs (just for looks) they decided to re-work their business strategy and start afresh while incorporating design to the very fabric of the company. The first assignment was to sell books.

WHAT ARE THE GOALS OF MZOORI

The immediate goal was to rebrand and relaunch as a new start-upesque company selling books first then expand to other products and services.

WHO ARE THE TARGET USERS?

Primary: Avid Readers, Religious readers

Secondary: Passive readers & Online shoppers



Date

Religious Rachel

1. Christian (spiritual)
2. Frustrated Freddie
3. Parent w/ child in school - textbook
- + Parent looking to improve parenting skills
5. Parent looking to teach ^{for young child (2 yrs old)} children
6. Gift giver
7. Shipping its
8. Career driven

1. Religious Rachel ←
2. Foodie ← ^{open eater} _{good food}
3. (Full-time) parent ← ^{teacher} _{low-to (budget)}
4. Career dude ← ^{time line} _{VP-type}
5. Relationship Sharon ← ^{single} _{married} _{multi}

Date

1. 24-hr delivery within N.
2. Variety
3. Competitive prices
4. Free shipping
5. Available support
6. Good quality books
7. User-Friendly website
8. Relevant + personalized services
9. Friendly support
10. Out cry
11. Eco-friendly vs

Interviews with both users and stakeholders helped me identify the new direction and new strategy for the company. Every design exercise needs to start with the users needs in mind.



WHO ARE THEY

- › Frustrated Joe & Religious Rachel
- › Age: 19 - 35
- › Gender: Mixed

HOW DO THEY BUY BOOKS

- › Through amazon
- › By window shopping in the major bookshops that have brick and mortar store

GOALS / OBJECTIVE

- › A wide variety of books
- › New & bestseller books
- › Inexpensive purchases
- › Timely delivery

PAIN POINTS

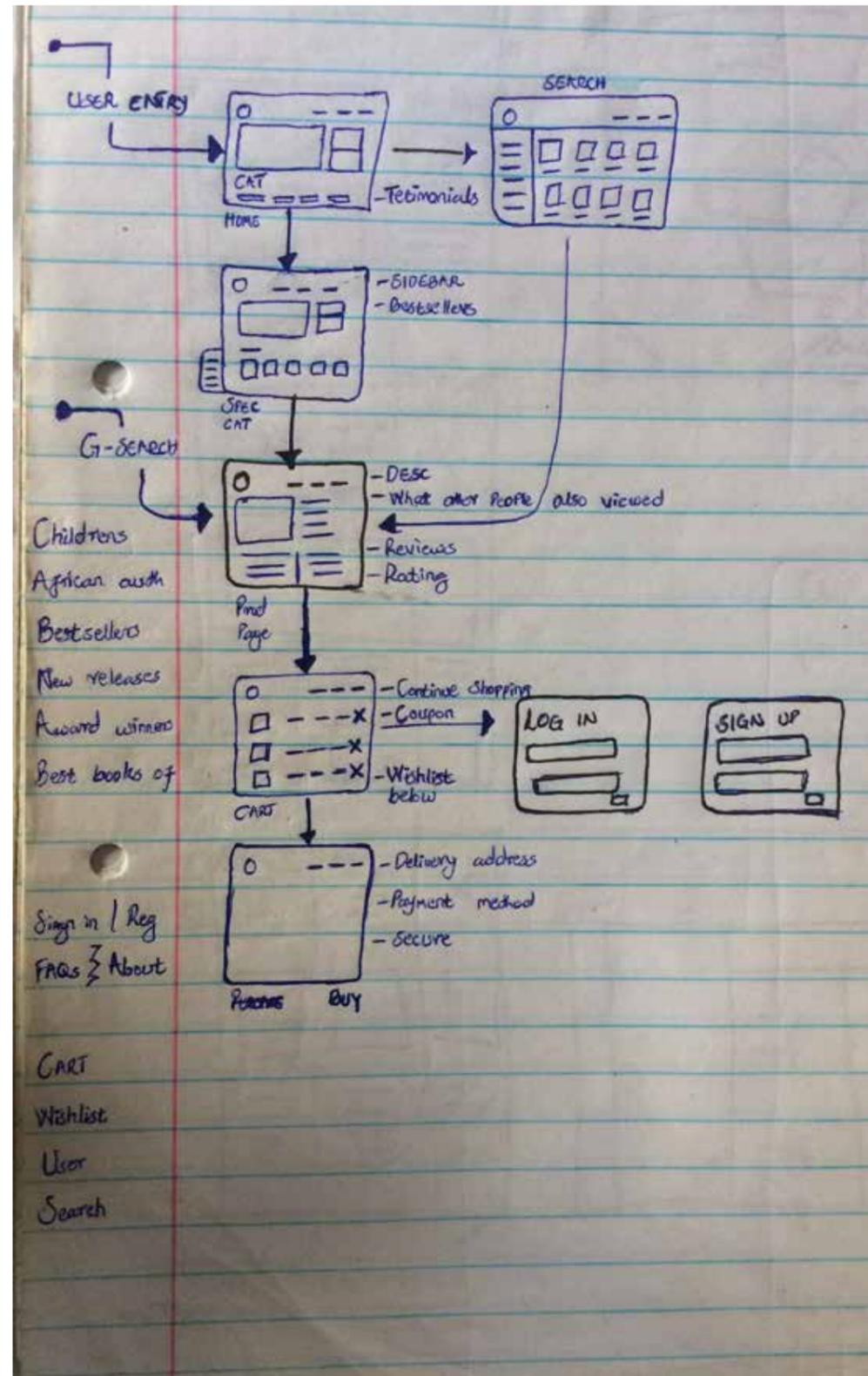
- › Lack of an online store to buy books
- › Amazon purchases to Kenya get quite expensive
- › Lack of credible reviews when they go shopping in bookshops
- › Time consuming
- › Lack of new / bestsellers
- › Sometimes book purchases are old versions

MOTIVATION

- › Reading
- › Find new books
- › Find relevant reviews and ratings on books

SOLUTION

- › Easy to use platform
- › Interactive website design
- › Accessibility, UX, IA
- › Works across all devices
- › Painless delivery through Mzoori logistics
- › A good return policy
- › Easy payment options on the website



I created rough site maps to describe how the persona using the website will be able to complete a task (buy a book) and identify possible drop off points in the system. It puts all the important content in easy to reach areas of the website.

MZOORI 1.0



MZOORI 2.0



MZOORI RESULTS

Mzoori 2.0 had better design consistency, information architecture and imagery which are the basic metrics to a successful redesign, on top of that it was easy to use, has a one click checkout process and email updates for every action taken on the platform



ACHIEVEMENTS

- › An increase in conversion rates as compared to the previous months
- › Steady traffic growth after re-launch
- › Lower bounce rate & mid average time on site indicates good visitor retention and return
- › Mobile first approach means no one was left out
- › Higher and positive engagement on social media websites
- › In page analytics and click tracking indicates successful navigation

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THANK YOU