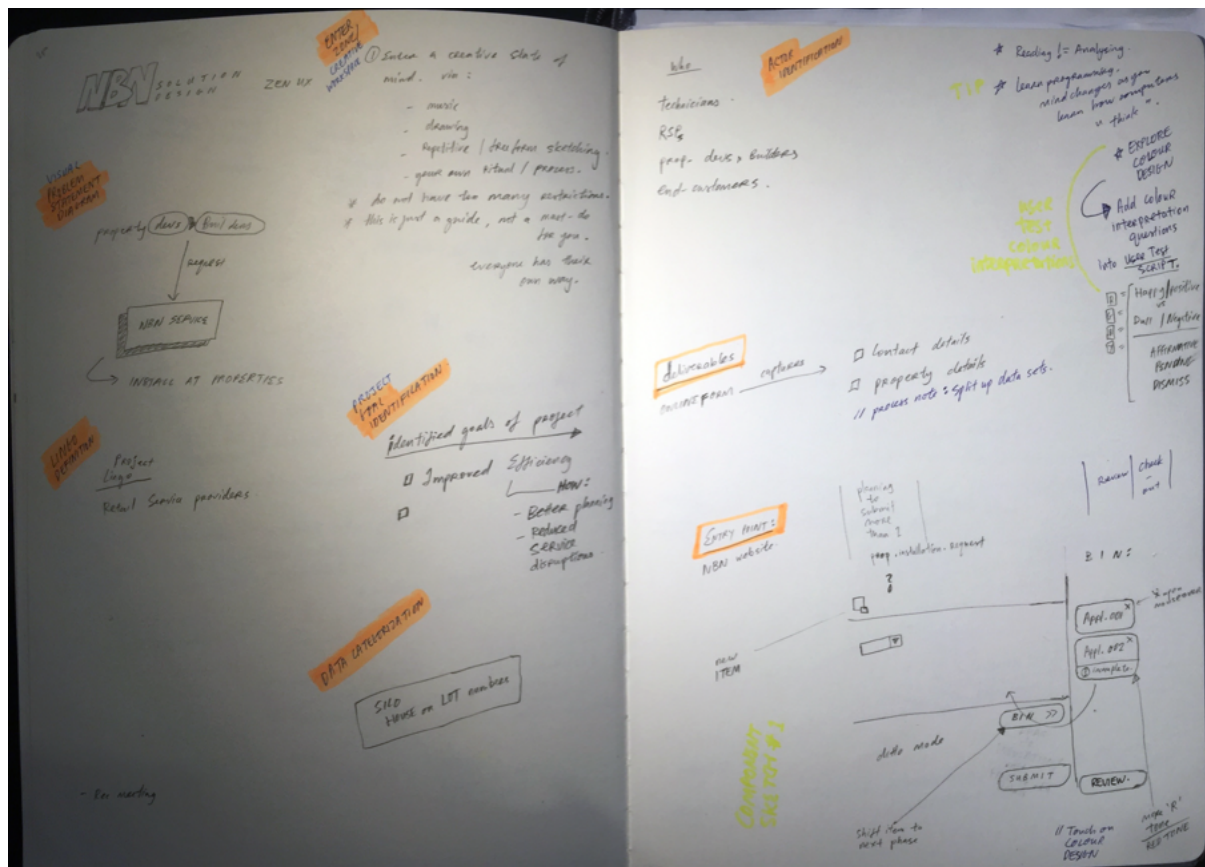
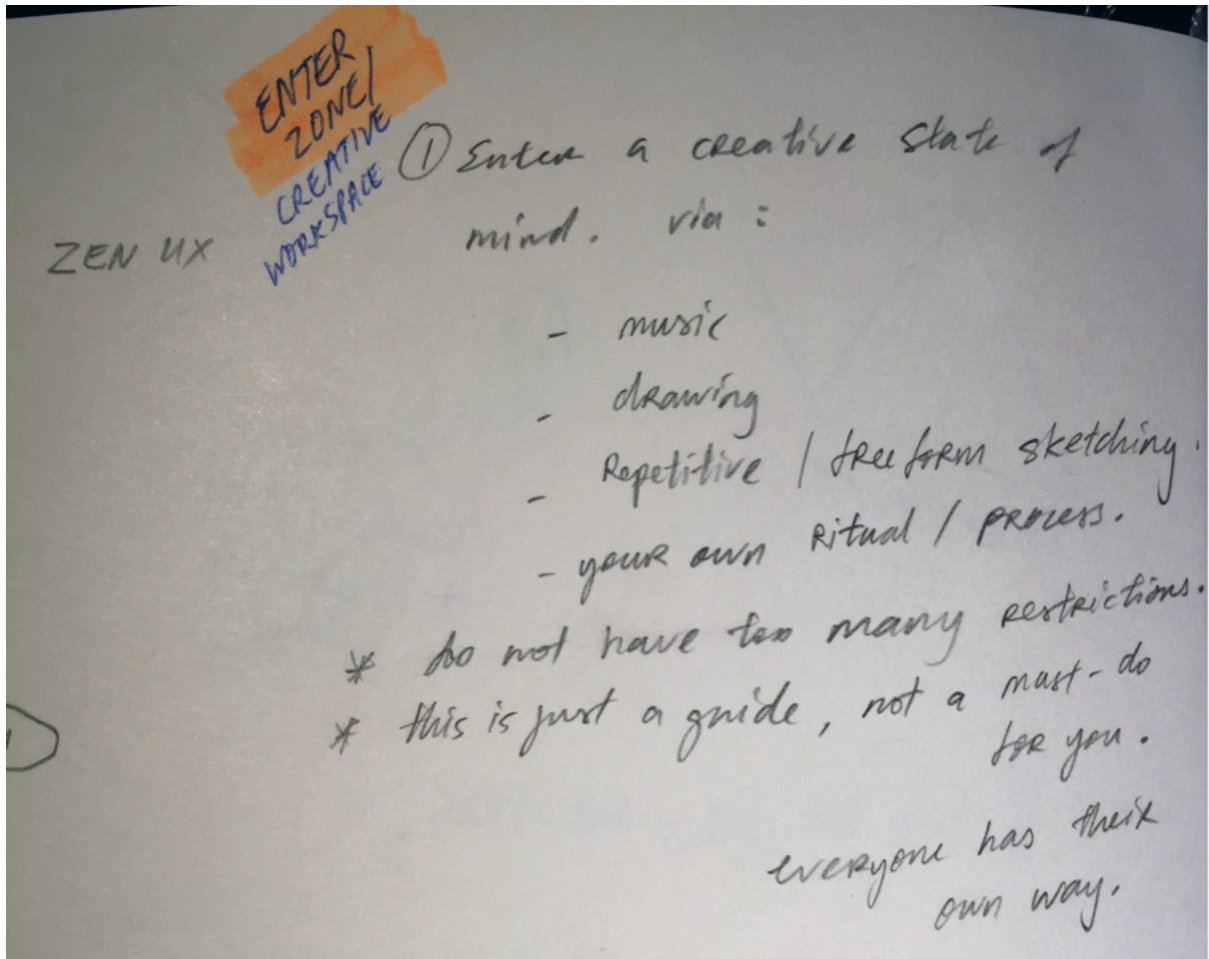


# UX Sketches / Process Walkthrough

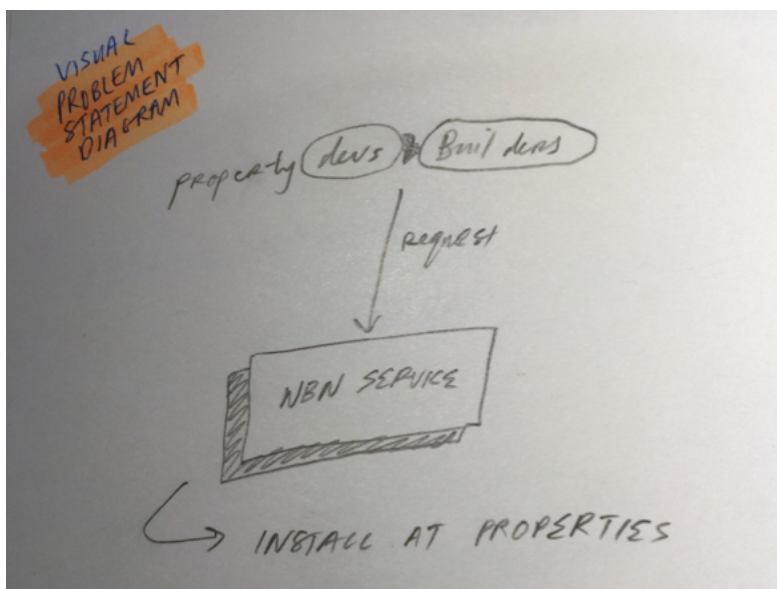
## Client: NBN



NBN required the simplification of an existing form whereby users (submitters) who were mainly property developers were having to manually submit single forms for groups of properties along the same street. (e.g A fictional development like 1-50 Pacific Highway had to be submitted 50 separate times). There was also no way to submit addresses with irregular unit numbers e.g (3,5,6,12 Railway St) in a single submission. On top of the multiple address submission design requirement, the task required a number of requirements such as real time address validation and have had to have the ability to submit consecutive houses or lot numbers on the same street/suburb, consecutive unit numbers in a multi-dwelling building, a selection of house or lot numbers on the same street and/or suburb, a selection of units in a multi-dwelling building (units 1,3,17,80,81 for example) and properties located in different streets and suburbs.



First off, I entered a creative space. I try to list down the methods for doing so here in my sketchbook as a means of 'documenting my process' but everyone is different.

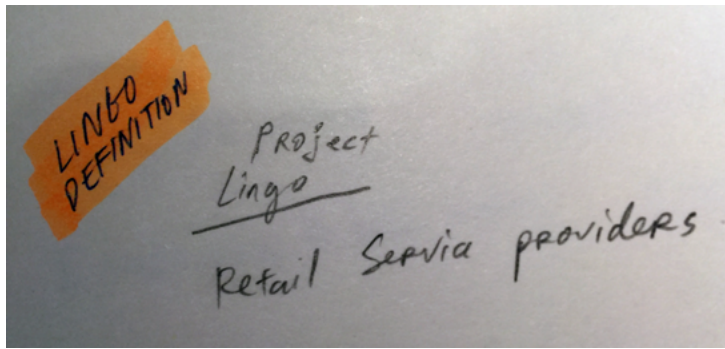


I then usually find it useful to diagram out a **Visual Problem Statement**.

Problem statements can be useful to define and should be pasted on a de

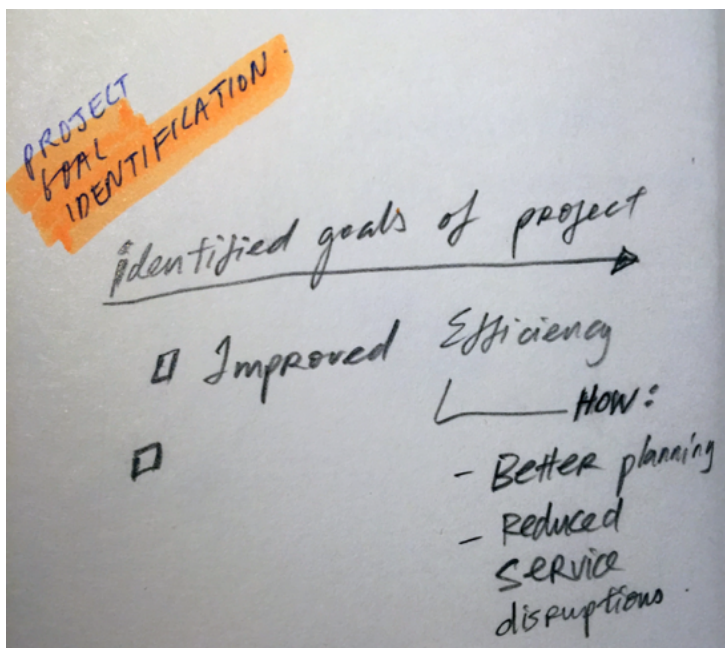
icated UX Board. I'll talk about UX Boards later but essentially they are public boards (either virtual or a real life board) where people walking by or viewing them can contribute ideas or find

out what's going on regarding the problem being solved. People are key in UX and it is unusual for 1 person to have all the answers. Hence the collaborative nature of UX.



Next off, I wrote down all the **project related lingo** related to this project. Every project is different and different industries have different lingo for all sorts of things.

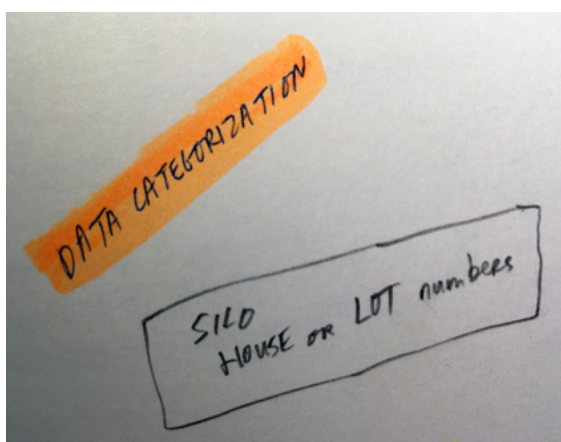
It would be advisable to maintain a lingo wiki or simply a lingo area within the UX wall (Like a scrum wall but for UX). Passerby can add to this lingo corner and in no time you'll be well versed with what people are actually talking about in that new environment you've been thrown in as a UX designer.



**Project Goal Identification** is also important to list down. This can be determined by speaking with stakeholders or in this case, I was given a project brief.

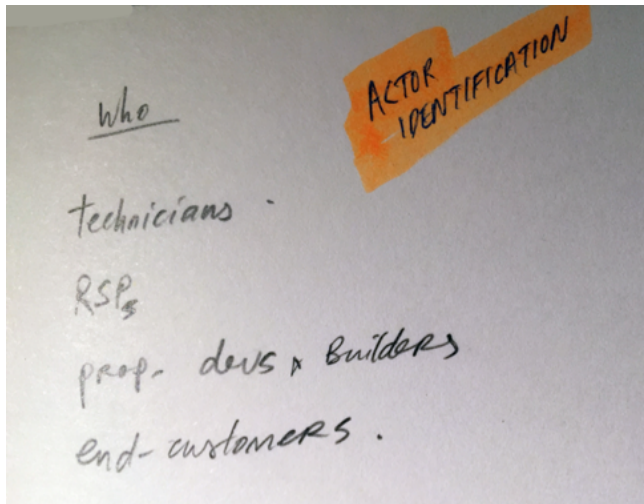
The main thing is to have the goals always visible on the UX wall so that you are constantly reminded what you're aiming for.

As you go along, the goals can be more concrete as you talk to more people and certain **quantitative targets** can come into play as determinants of a project's success or failure.



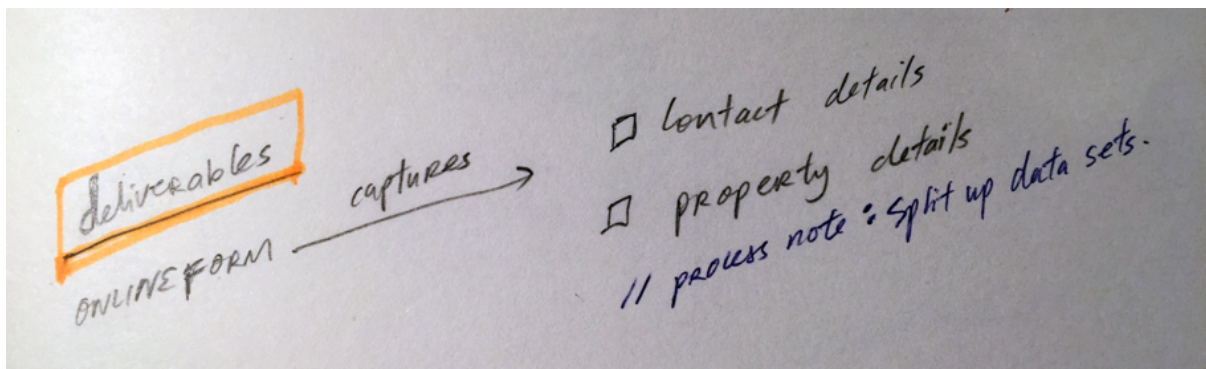
Data Categorisation: Coming from a programming background studying Format Information Technology and having learnt object oriented programming using C and Java, I am inclined to categorise whatever data I have and SILO them into containers. SILO is just another fancy word for group but every designer has their own lingo so 'Silo' it is.

Another way to Silo data into containers that make sense is through a group process called Card Sorting which I will talk about later. The group process works but I just like to sort data out into a way that makes sense to me first, then compare it to how others perceive those and construct their own groups of data. Data grouping is critical to UX.

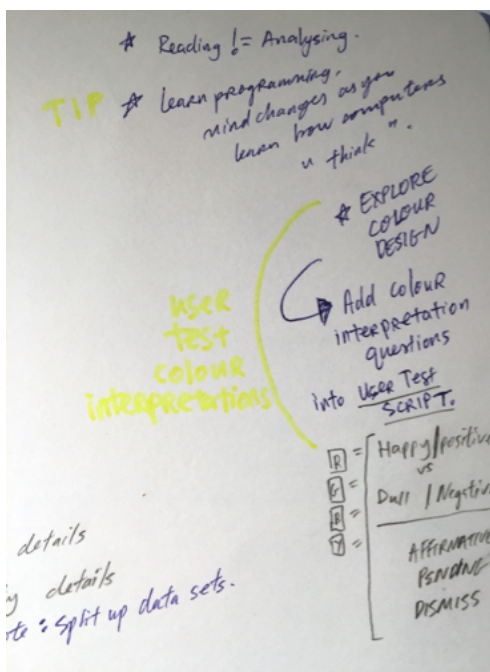


Actor Definition: Comes in as part of grouping process as well as done as the same time as Lingo Definition.

One needs to know the actors in order to know who the players in the system(s) are. More complicated personas can be created from these actors which have been identified in this phase.



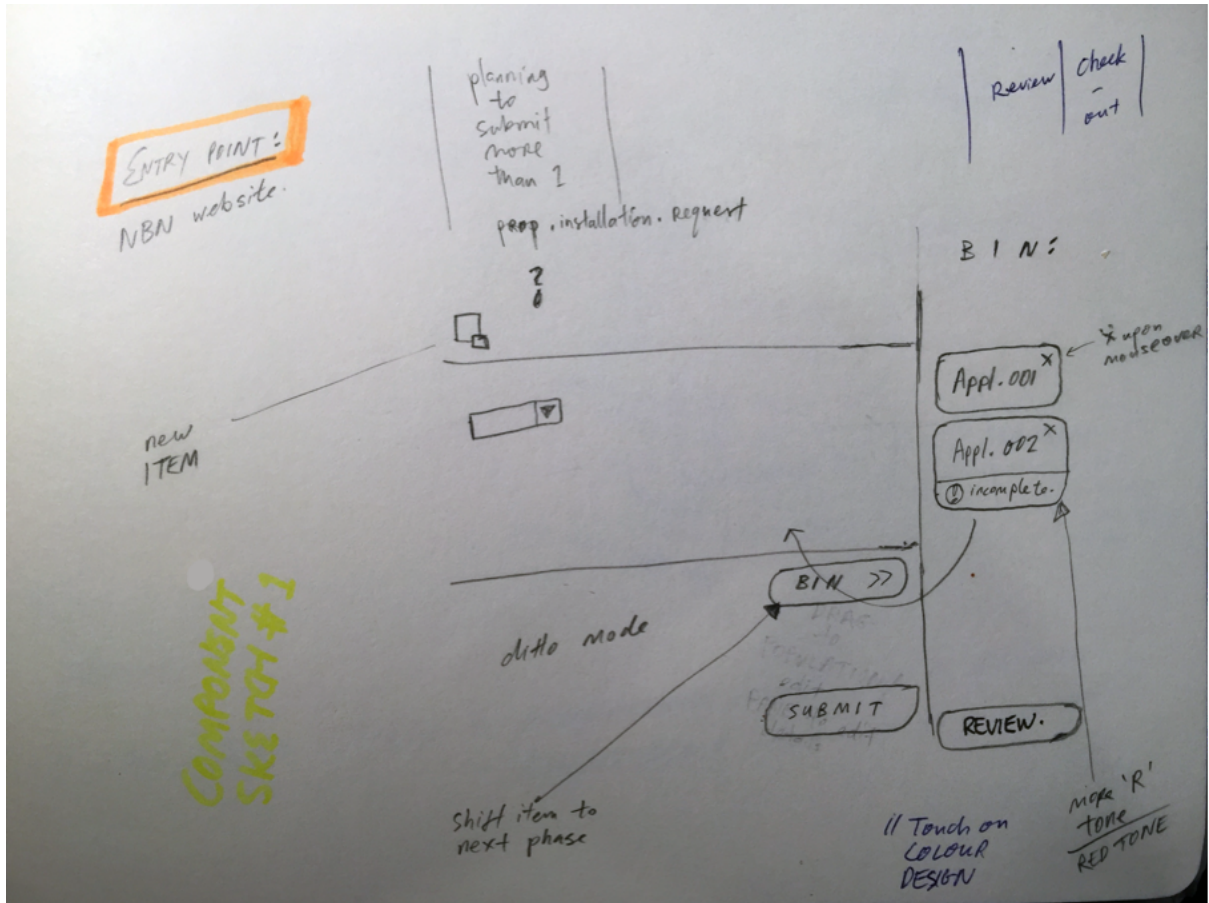
And of course, the almighty **deliverables**. What is required in the end. So all in all, before the start of a project, sketching out and mapping out high level things like these help the designer and participants in the design process to get a much better understanding of the problem at hand, deliverables, constraints and I believe it leads to a better result. Workshops can be conducted before the start of such projects to map out unknowns or previously unknowns.



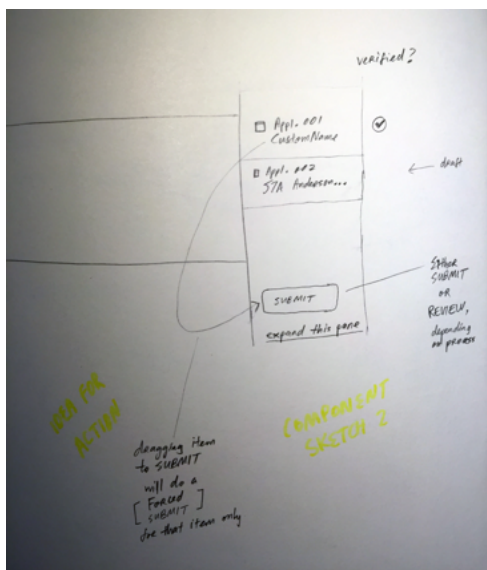
Here are some random notes I made about colour design and psychology for the project. Colours plays an important part and I made a note here to explore colour in terms of user testing.

Another note I made was that I found it useful to learn programming as it changes the way you think as a designer. It's true.

We'll get to the actual solution-ing in the next page but so far you have seen the initial steps I usually take before the start of the project.



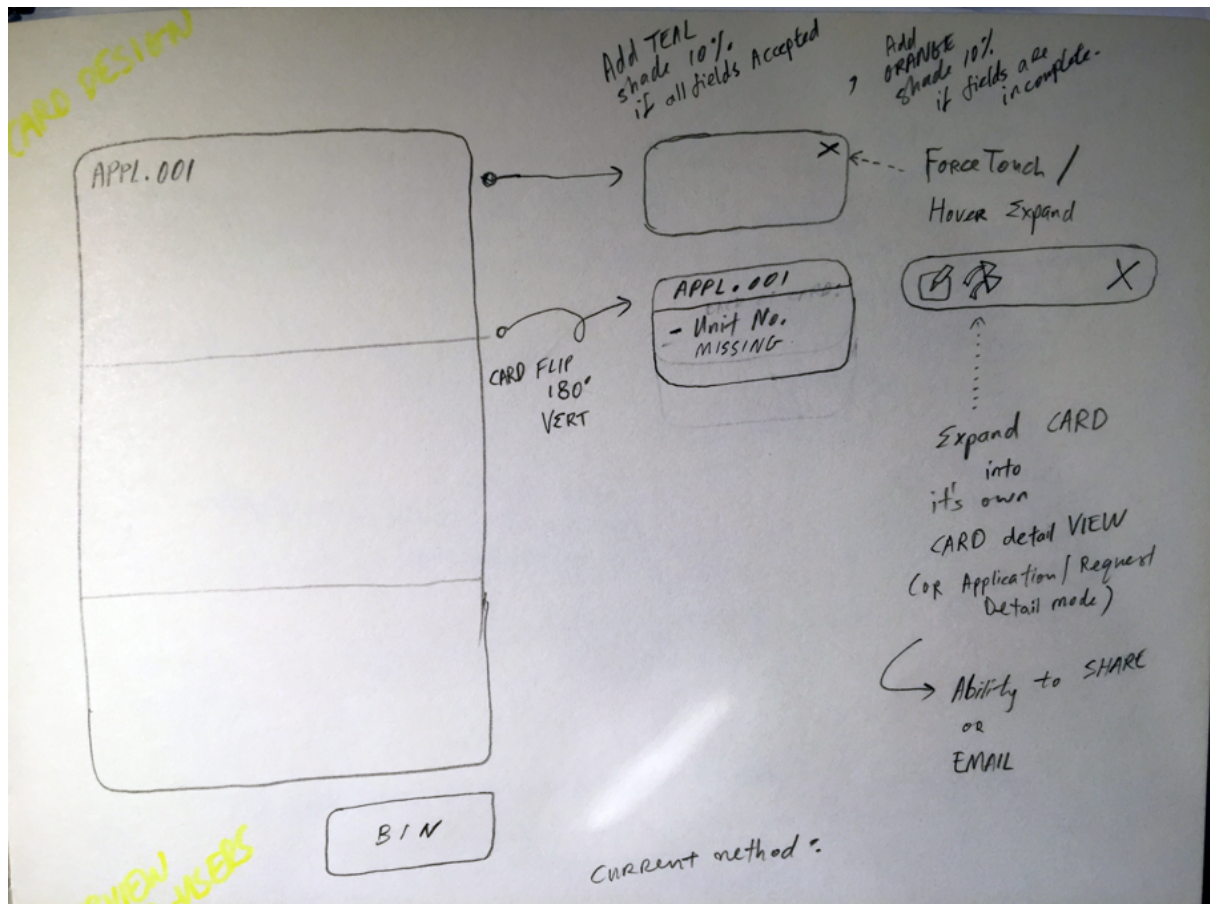
Next I start sketching out the main structure of the solution. Keep in mind this is a tablet solution. I draw draggable components or cards and have 'bins' which store cards which have been 'populated' by the user. The whole premise of this solution is to have forms populated and stored into 'cards' which can then either be saved to work on later for a mass submission or for individual execution at the end of the process. When the mid-fidelity prototype is shown at the end, all will be clearer but this is my process for constructing a solution. I also list out colour changes as one component moves to another segment of the interface or if it has been action-ed in any other way and now requires a colour variation to denote the difference visually within the interface.



Here some other logical considerations are made to the interface. In this case, dragging a 'single' card to an executor actionable (something like a button but where you drag items on to of it in order to activate the action) will action ONLY that item.

There are lots of variables to consider in designing a solution and listing them all down is a good way to keep track of them.

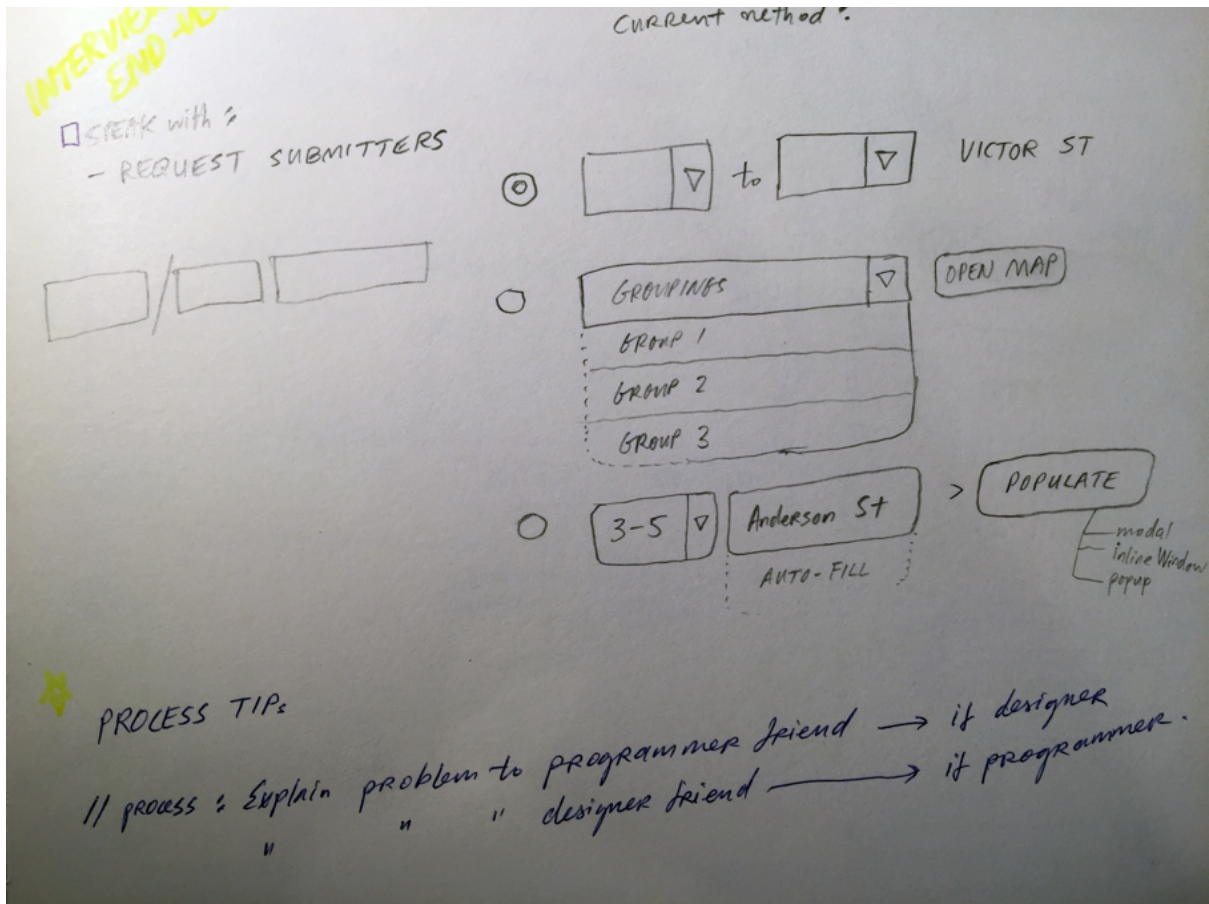
Multiple scenarios must be thought of. This is only stage 1. Rounds of iteration will bring up more unknowns and solutions to solve.



Now it gets more interesting. These are actual card animation sketches with ‘commands’ that I write which denote a specific UI action. E.g. “Card Flip 180 Vert” will do a vertical card flip 180 degrees. This lingo came about from skateboarding, a hobby of mine but can be accurately used to convey specific visual actions in terms of UI design.

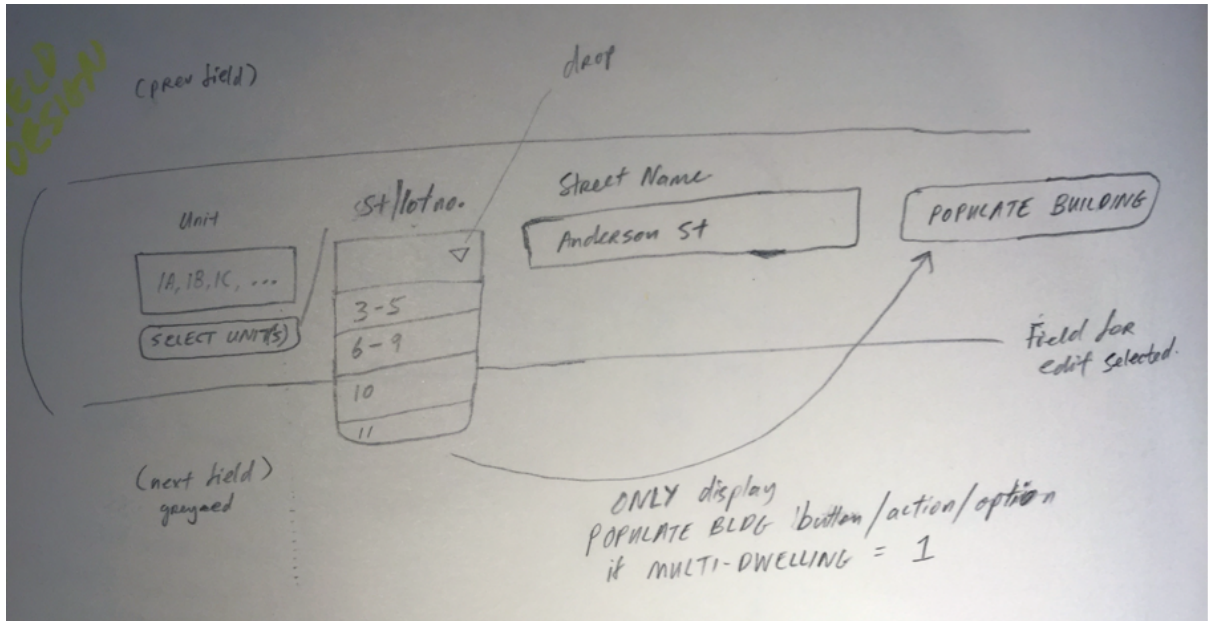
You can see in the sketch I mentioned ‘Add TEAL shade 10% if all fields accepted’ as well. That is a colour command when a specific condition has been met.

The ‘X’ close bar either closes the existing card or if a force touch enabled device is detected, an alternate icon is displayed allowing the user to choose from a selection of other actions by force touching that icon area, which will bring about a force touch menu (shown in the sketch).



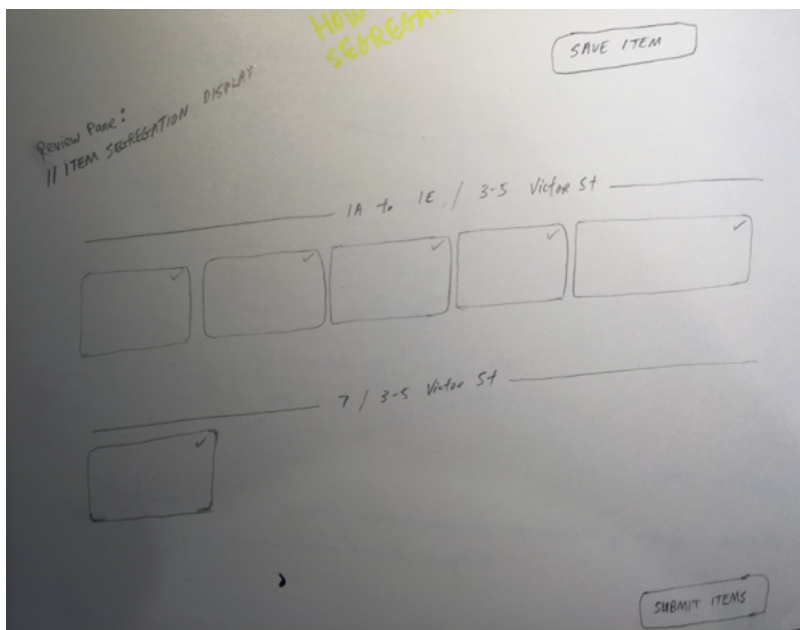
Now it is down to the form design. It is an intelligent form with real time validation. I will explain later or in person when I show the mid-fidelity mockup later but this is just to show you that I sketch everything out before I do anything on the computer.

One tip I noted here that I have found useful is, when stuck, as a designer, explain your design problem to a programmer friend. And, if you are a programmer and am stuck on a programming problem, explain your problem to your designer friend. You'll likely get a unique perspective and hence maybe find the solution to your problem. It really works.



This is more form design going on and some logic included in the sketch as well. (ONLY display POPULATE BUILDING button/action/option is MULTI-DWELLING == 1)

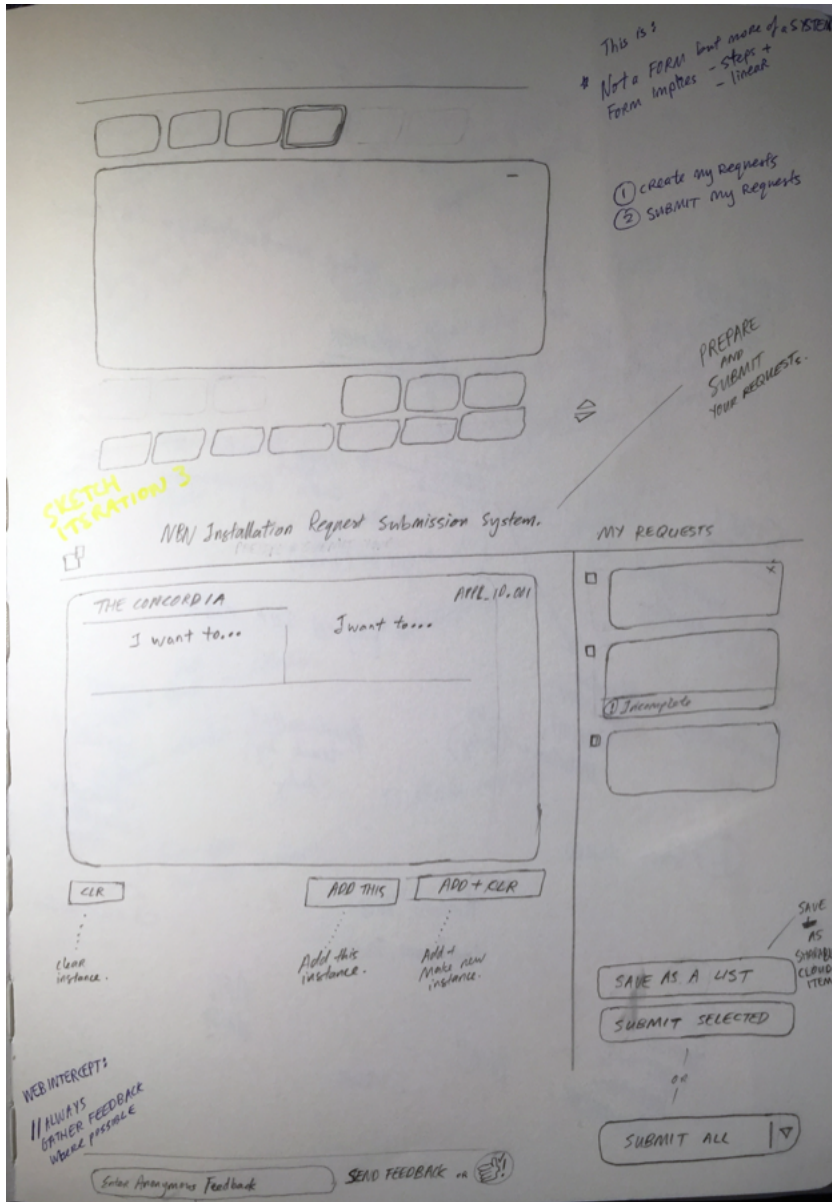
A bit of programming type speak here but like I said, it helps to understand programming and it changes the way you think in terms of designing systems.



Here there is some card / data segregation experimentation going on, I was experimenting with ways on how to display logical groups of units.

If there are too many units, there must be some categorisation or the items/ cards will be very hard to browse/sort through.

Categorisation helps for a much cleaner and usable interface.



Ok! The interface is really starting to take shape now. Logic has been worked out, constraints identified and the form system sketched out to handle all requirements. Some innovative drag and drop type actions have also been 'invented' and this tablet system could do with a higher fidelity prototype!

So I do one last lo-fi sketch (pictured here) to get all elements in order and use this as a reference for when I work on a computer to produce the mid-fidelity prototype (next page).

**New Property**
North Shore Developments 2016

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CHATSWOOD POINT [edit field](#)    1A-3D / 3-5 Anderson St, Chatswood 2067    REQ014 -

1. Enter Postcode / Suburb

- 2067 - Chatswood
- 2067 - Chatswood West

2. Enter Street Name

- Anderson Street
- Anderson Lane

3. Enter Street / Lot Number

- 3-5
- 6-9
- 10-11
- 12

4. Select Units

 Only display if lot is multi-dwelling

1A	2A	3A	4	8
1B	2B	3B	5	9
1C	2C	3C	6	10A
1D	2D	3D	7	10B

5. Select Street / Lot Number(s)

3	4	5	6
6	7	8	9
10	11	12	

CONCORDIA RESIDENCES    REQ001 X

UNIT 1-10, 3 CONCORDIA ROAD, NSW 2020

10 UNITS in Lot [ungroup](#)    >>

CONCORDIA GUARDHOUSE    REQ011 X

UNIT 15, 3 CONCORDIA ROAD, NSW 2020

INFORMATION MISSING    >>

CHATSWOOD GROVE    REQ012 X

12 ANDERSON ST, CHATSWOOD NSW 2067

1 LOT    >>

CHATSWOOD ORCHARD    REQ013 X

10-11 ANDERSON ST, CHATSWOOD NSW 2067

2 LOTS [ungroup](#)    >>

MILSONS GREEN    5-7 MILSONS POINT    [expand +](#)

ATLAS TOWER OFC EXTENSIONS    102B-110C, 55 MILLER ROAD    [expand +](#)

Duplicate Selection

Delete Selection

Move Selection(s) to Cart

Submit Request(s)

[ungroup all](#)  
[expand this pane](#)

Here you can see the resulting mid-fi interface. Property forms are created on the left hand side of the interface and carted to the right when ready. Un-ready forms can be held in the working space on the left in minimised view. Cards on the right can be individual submitted or submitted as a group. There is even a template mode where developers working on different sets of developments can load up different developments. Something not in scope but useful to a developer (based on info I gathered a phone call I had with my friend who is in property development).

Please Review Requests

North Shore Developments 2016

Units 1-10 / 3 Concordia Road, NSW 2020

CONCORDIA RESIDENCES UNIT 1, 3 CONCORDIA ROAD, NSW 2020 REQ001 X >>	CONCORDIA RESIDENCES UNIT 2, 3 CONCORDIA ROAD, NSW 2020 REQ002 X >>	CONCORDIA RESIDENCES UNIT 3, 3 CONCORDIA ROAD, NSW 2020 REQ003 X >>
CONCORDIA RESIDENCES UNIT 4, 3 CONCORDIA ROAD, NSW 2020 REQ004 X >>	CONCORDIA RESIDENCES UNIT 5, 3 CONCORDIA ROAD, NSW 2020 REQ005 X >>	CONCORDIA RESIDENCES UNIT 6, 3 CONCORDIA ROAD, NSW 2020 REQ006 X >>
CONCORDIA RESIDENCES UNIT 7, 3 CONCORDIA ROAD, NSW 2020 REQ007 X >>	CONCORDIA RESIDENCES UNIT 8, 3 CONCORDIA ROAD, NSW 2020 REQ008 X >>	CONCORDIA RESIDENCES UNIT 9, 3 CONCORDIA ROAD, NSW 2020 REQ009 X >>
CONCORDIA RESIDENCES UNIT 10, 3 CONCORDIA ROAD, NSW 2020 REQ010 X >>		

Unit 15 / 3 Concordia Road, NSW 2020

CONCORDIA GUARDHOUSE UNIT 15, 3 CONCORDIA ROAD, NSW 2020 REQ011 X INFORMATION MISSING >>
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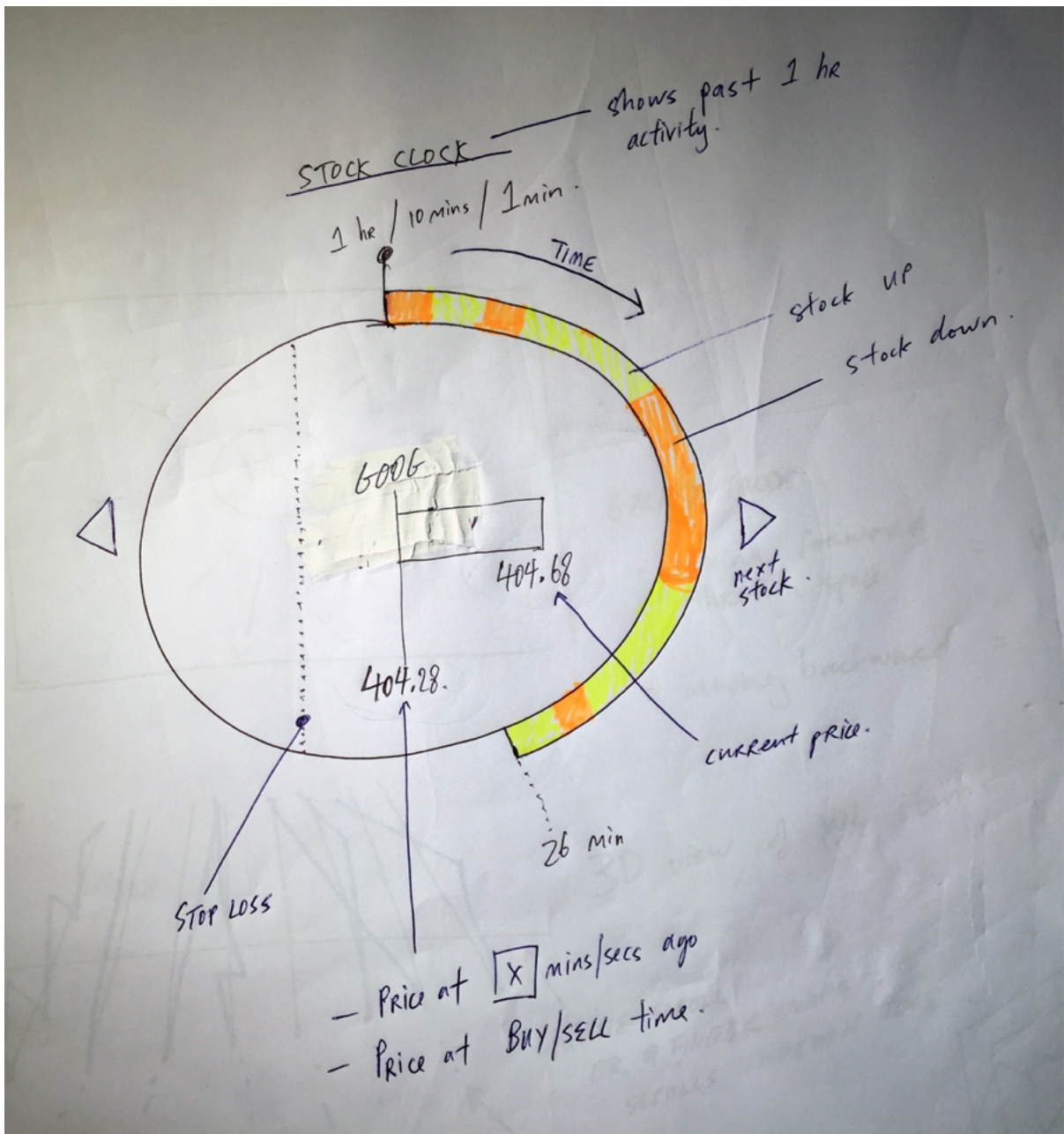
Submit Request(s)

This is another view before actual submission. This is a checking stage before submission of real data to NBN. I found through my own research that checking is a necessary step as many errors are made during mass submissions. Although this requirement was not mentioned in the brief, I included a solution/screen for it.

## MyASX (Australian Stock Exchange)

### Stock Clock > An alternate way to view stock information

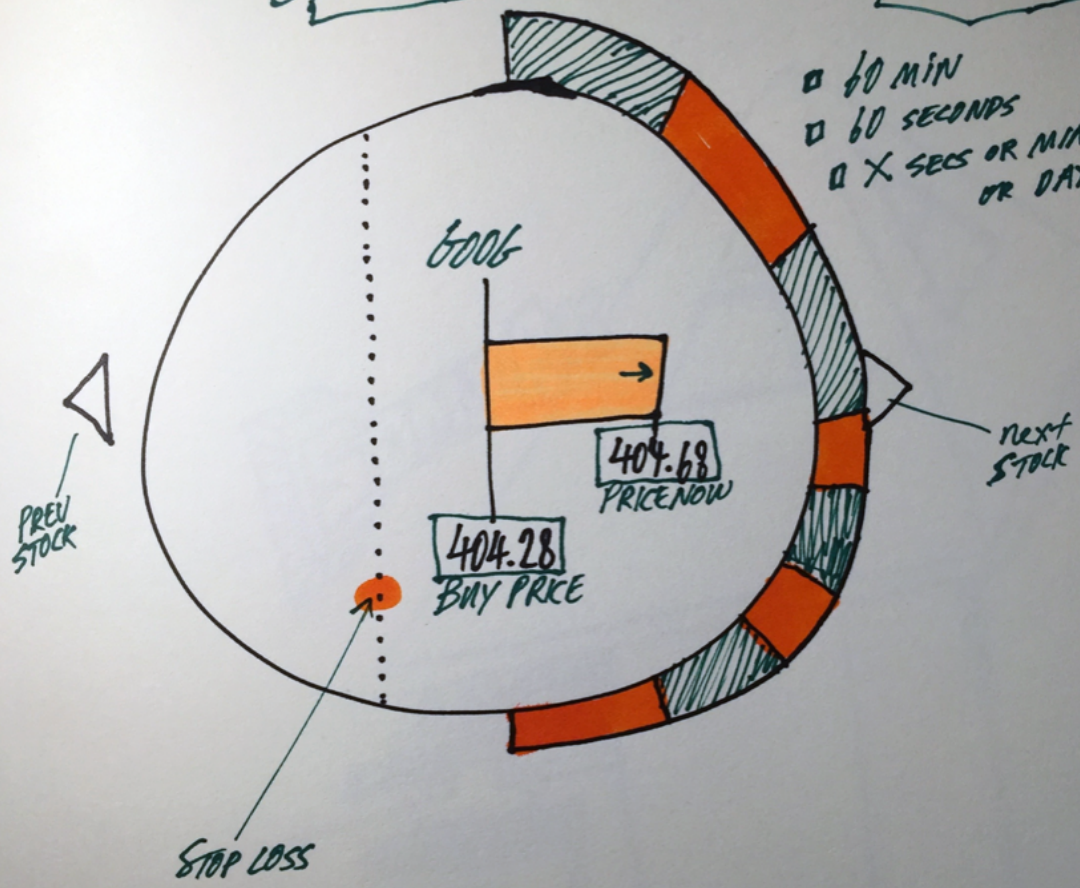
I was contracted to look at creative ideas for MyASX, a platform by ASX that had quite a lot of creative freedom, in terms of a project. This sketch is an alternate way to view stock price information, which is traditionally just a number, in either green or red, depending on whether the price is going up or down. The traditional method shows no way of seeing past stock performance at a glance and has no indicators as to what price you bought it at and what the stop loss is.



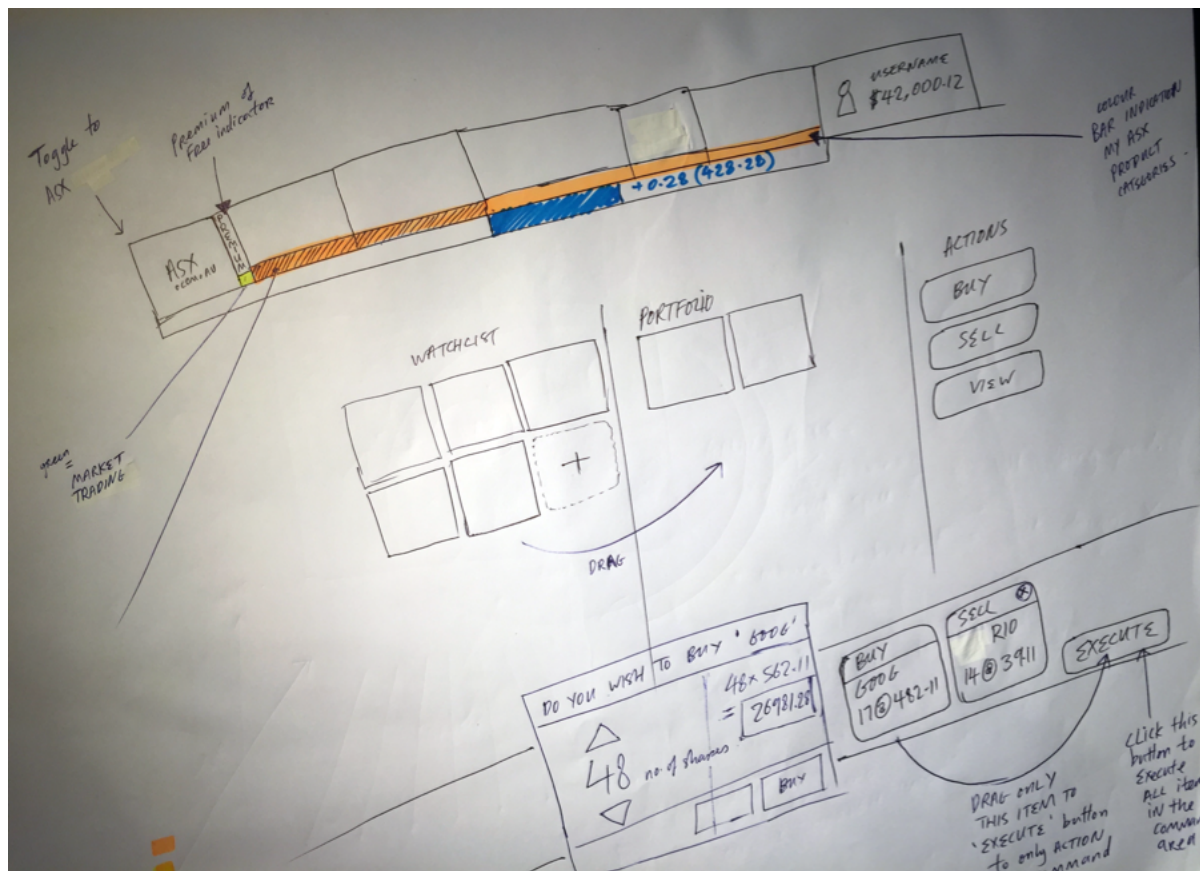
# STOCK CLOCK

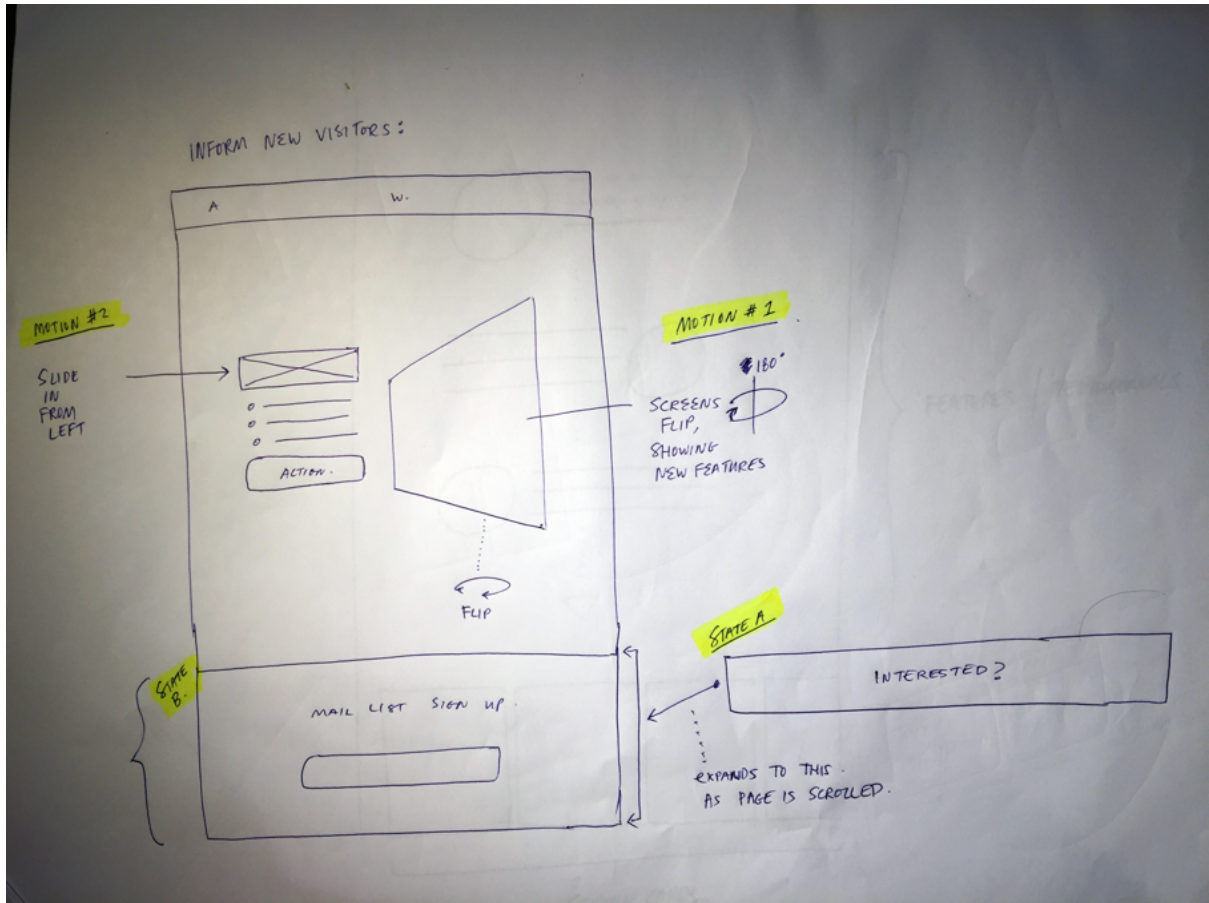
AN ALTERNATE WAY TO TRACK YOUR STOCK PRICE OR PERFORMANCE

- 60 MIN
- 60 SECONDS
- X SECS OR MINS OR DAYS



I also looked at alternate means of displaying current info on the ASX site and worked out a solution for a system that allowed traders to pre-program their trades and execute them exactly when the time is right. I can elaborate more in person as I don't want to give all the secrets away.

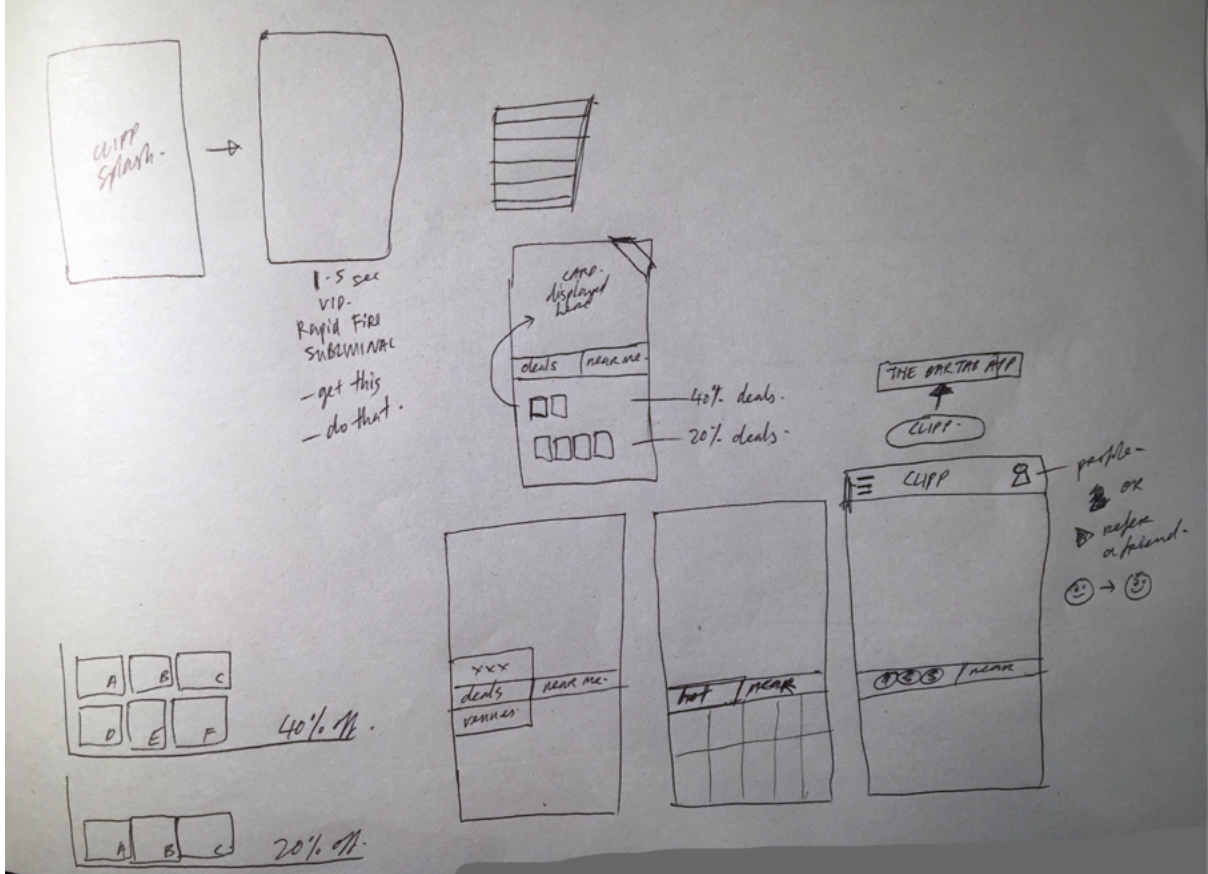




Some of the other things I work on during projects are also things like animations and states. States of various components, invisible or not depending on certain variables. How they should expand out, slide out, flip, rotate, etc. I usually communicate these with the designer or developer for best results and to find out possible limitations if any, framework or performance wise, etc.

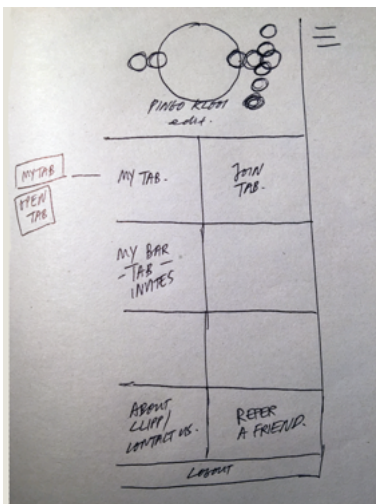
# Clipp

Clipp is a mobile bar tab app that allows you to find deals and save on your night out.



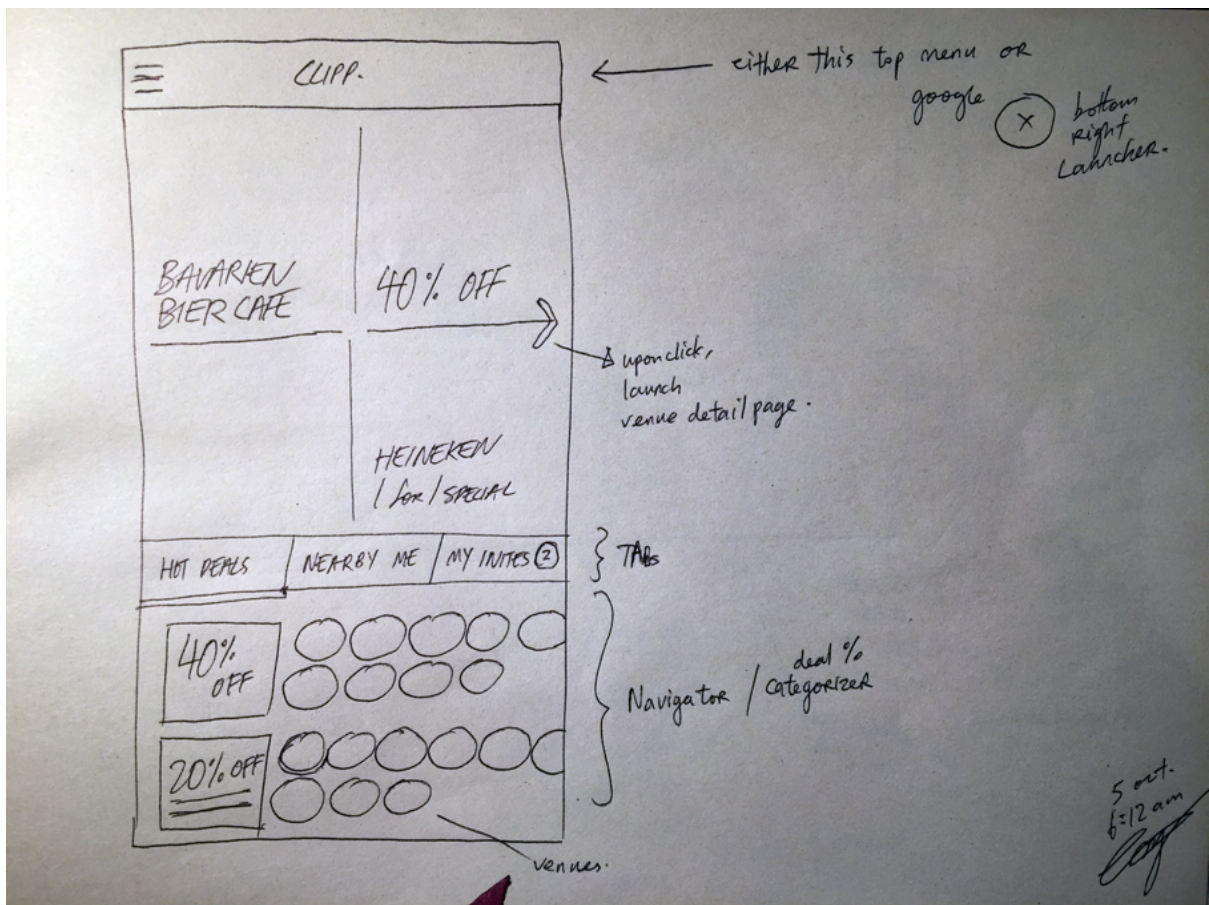
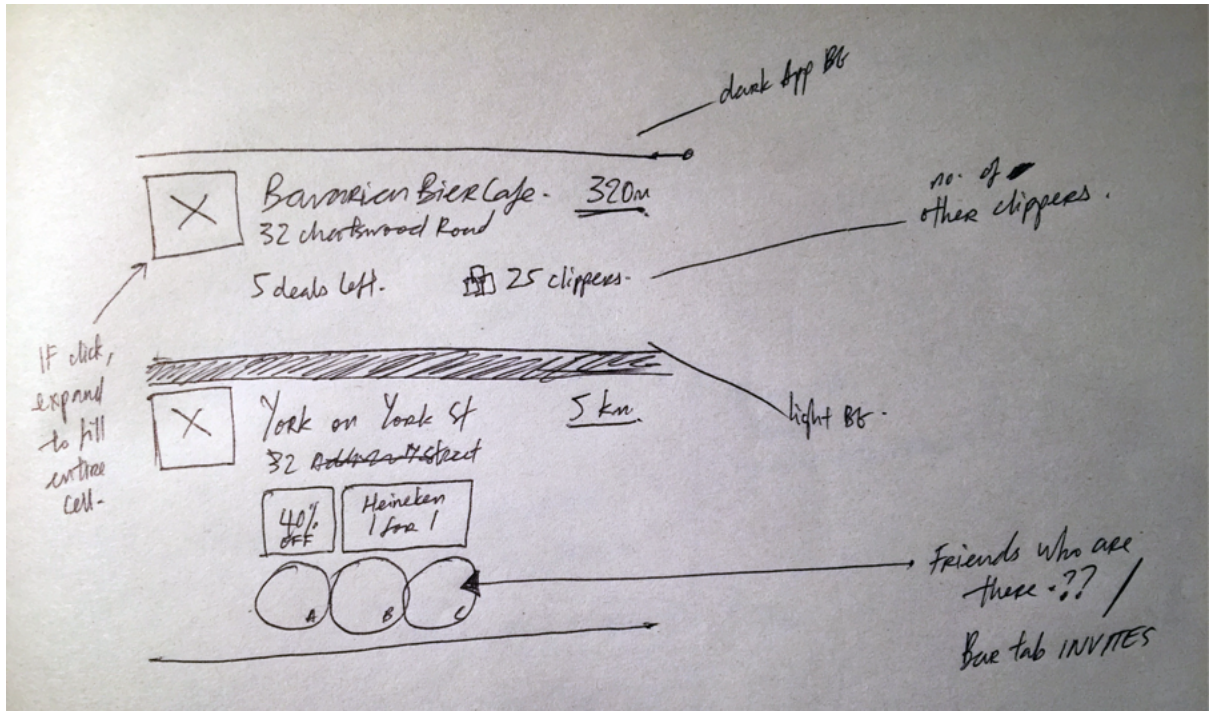
Here are some initial sketches when I was tasked to look into the re-structure and re-design of the app and also to implement a bunch of features for the app within a short time-frame.

You can see some deal grouping considerations in the sketch about and also an idea for a quick, almost 'subliminal' video prompting the user to 'do' an action.



Here are also some ideas for an improved mobile navigation menu.

Some interesting concepts like 'Mayor' of a certain place where factored into the profile area as a means to gamify the app and some other interesting ideas such as 'My Bar Tab Invites' meant that people could invite you to their Bar Tabs.



Here are some other suggestions and sketches that had to be done in order to solve certain challenges. I won't be posting much more of these sketches as there are too many iterations, but in essence, these were put up on the UX wall for discussion and refinement.

- select venue
- geogt, still
- 
- No tab limit
- No tabs card?

once 40% reached, share avail + split?

→ 3 times 'split bill' notification only.

"party-time"

↳ Reminders to share.

update refresh circ?

→ custom vibration?

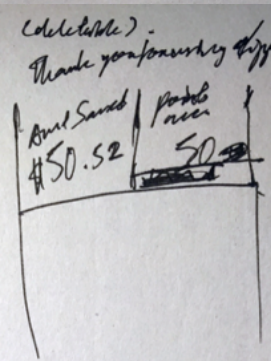
Charge dicom limit but you're gonna be dicom

once 25% of limit left, prompt to INCR tab limit.

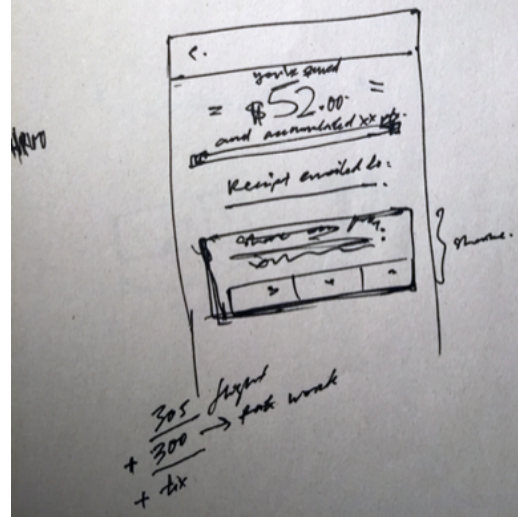
- No Pb share

\* 40% | Amt Saved. (alt Hash in CORC).

- points in  (deletable)
- Saw \$, %
- YNS... 2nd
- social.
- No cab
- Rate venue...
- email tax receipt



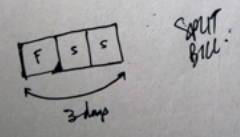
Some other logical considerations that had to be made in order for the interface to work ...

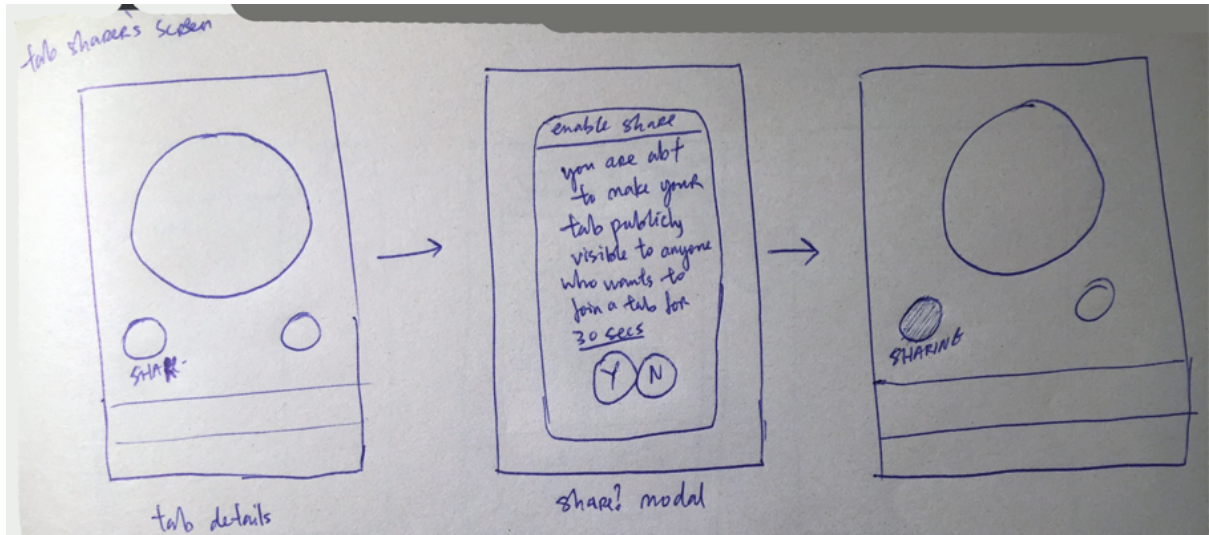


- Split payments for tab contributors:

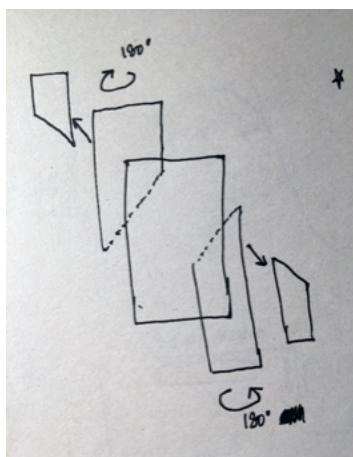
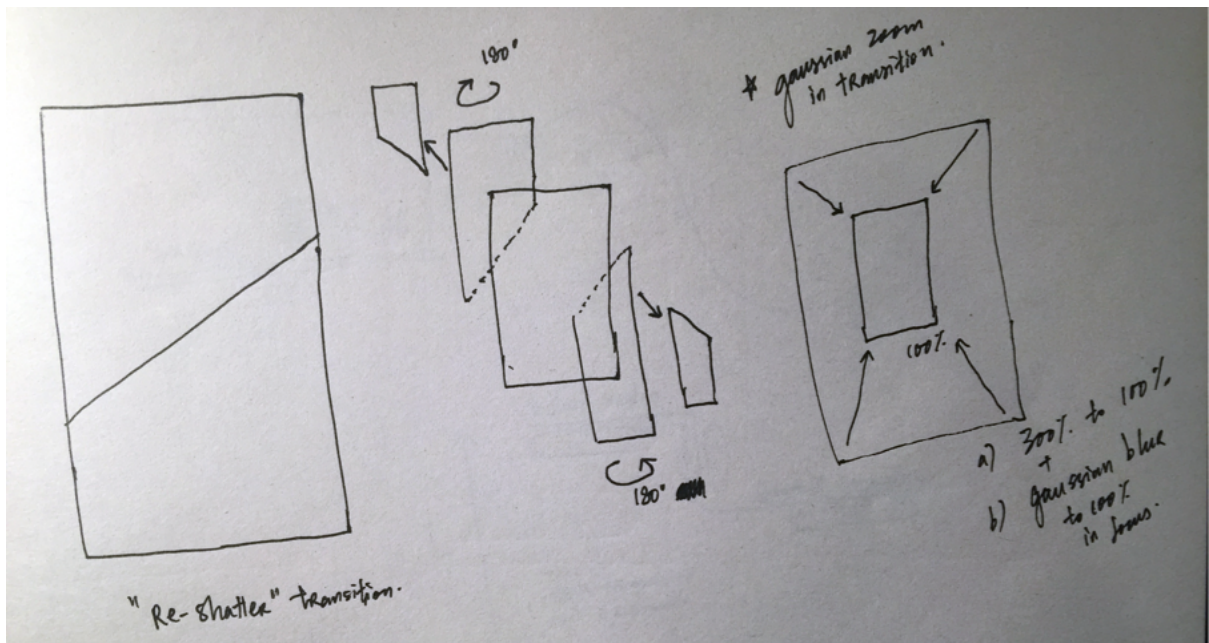
- numerical indicators not
- show current bill → does tab have to be closed b4 being able to split?
- simple.
- choose card

\* Contribute to bill \*





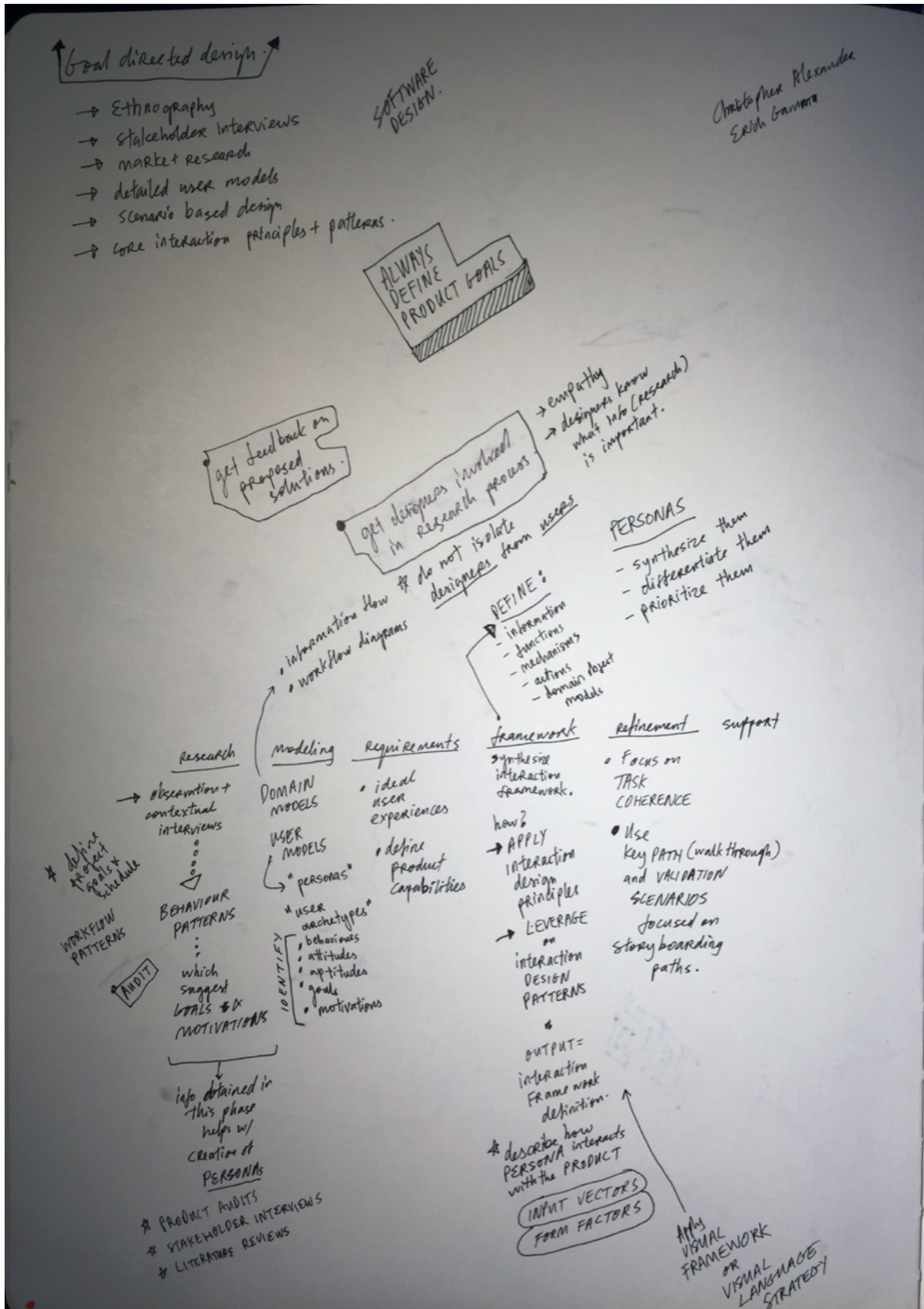
Modal window design for 'Tab Share' mode and also different states for the 'SHARE' and 'NOW SHARING' button/indicator.



Above: Sketch for a transition called 'RE-SHATTER'. Transitions and animations are integral and important and especially with a native app you can do so much and in a fluid manner.

# My personal notes and tips regarding my UX / creative process

Not meant for anyone but myself but I am sharing these with you.



SYSTEM model == implementation model.  
MENTAL model == conceptual model.  
DESIGNER'S model == REPRESENTED model

- User interfaces that are consistent with users' mental models are vastly superior to those that are mere reflections of the implementation model.
- user interfaces should be based on user mental models rather than implementation models.
- Goal directed interactions reflect user mental models.

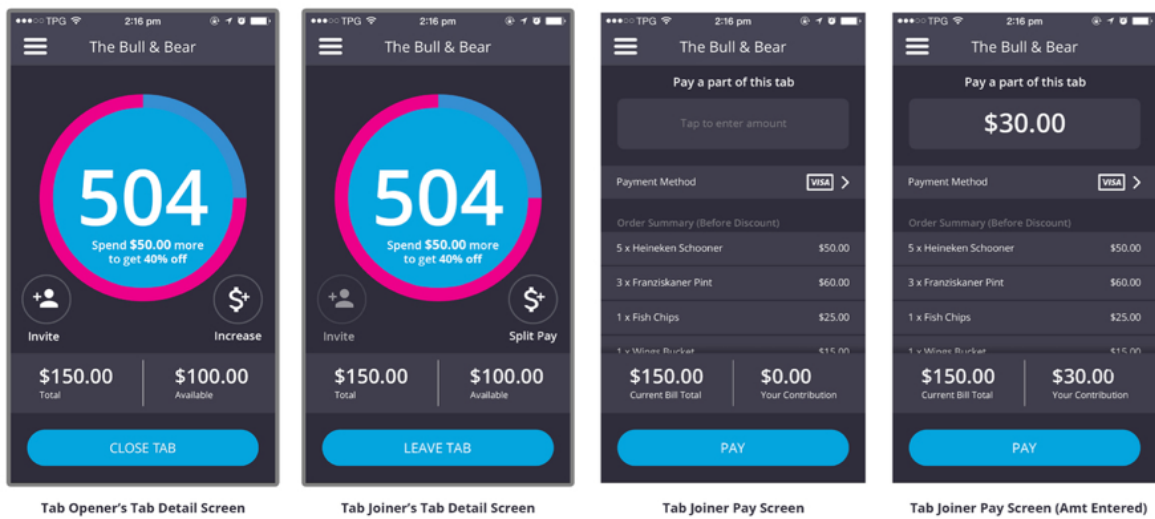
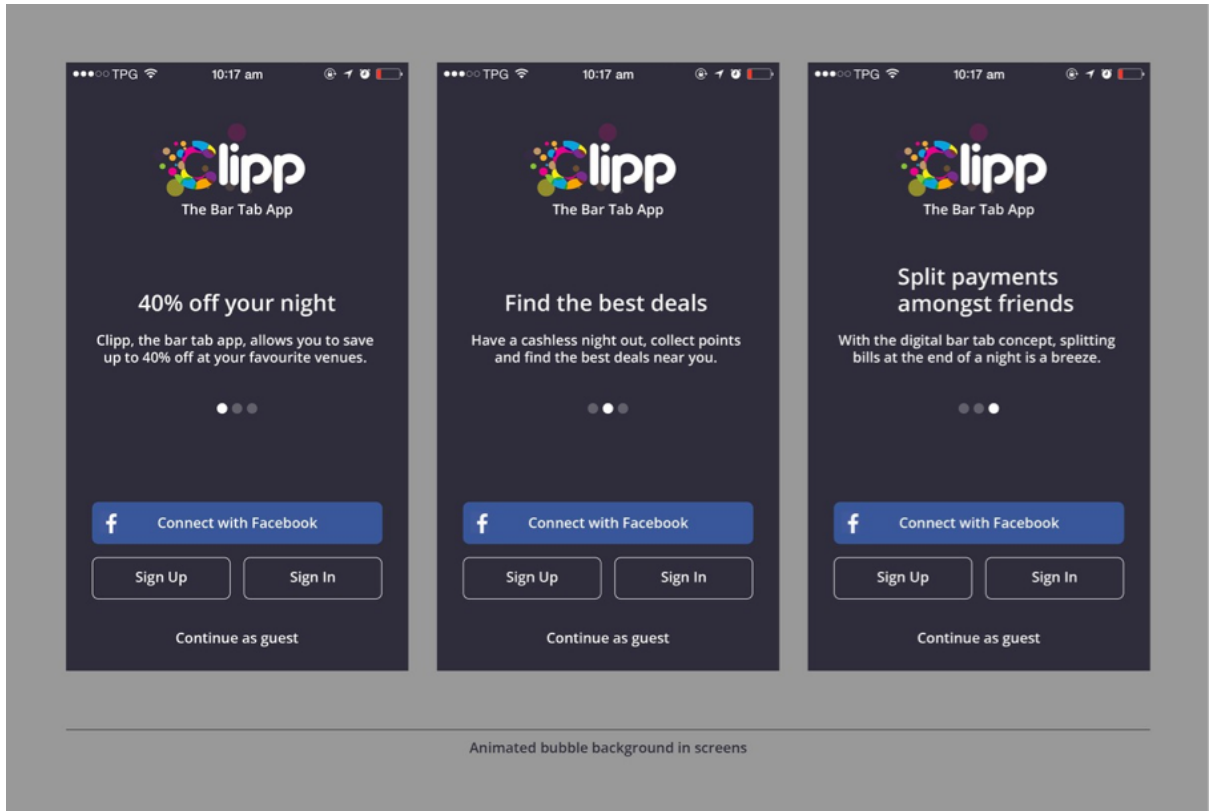
• don't replicate mechanical age artifacts in user interfaces without information age enhancements.

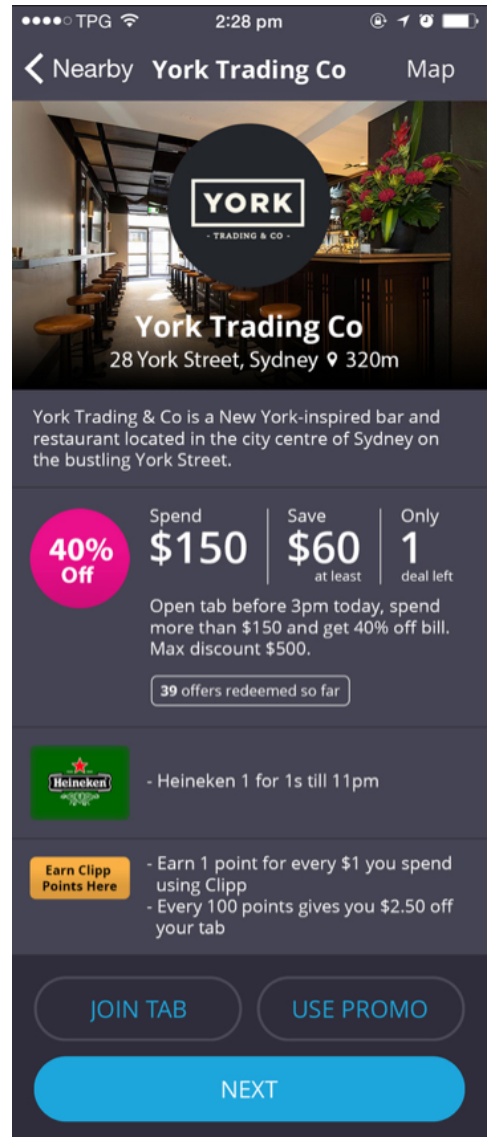
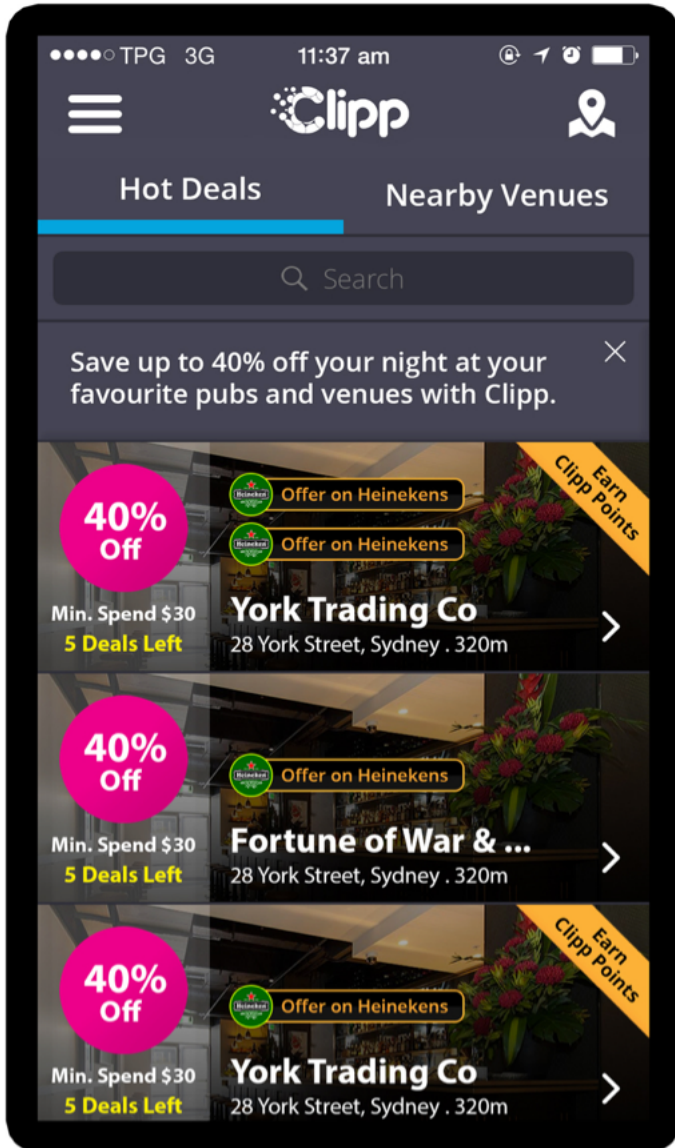
\* SIGNIFICANT CHANGE MUST BE SIGNIFICANTLY BETTER

• Better software is based on Information-Age thinking.

Some more of my UX learnings and ponderings from my notebooks. Check out my UX blog [uxrambler.wordpress.com](http://uxrambler.wordpress.com) for more of my ponderings, theories and contributions to the UX space.

Also check out my LinkedIn group UI/UX SG for discussions within the Singaporean UI/UX scene.





## What was achieved in 2 months

### Release 1

New splash screen.

Single view to immediately convey what Clipp is and make the customer want to continue.

Redesign of venue listing page.

List to be divided into 'Deals' (default) and 'Nearby' with selection at top of view

Individual venues to be styled similar to Hotels Tonight/Hey You. Deal information to be prominent (% discount, min spend, deals remaining). Clear display of venue name, address, and distance. Highlight loyalty venues (feedback is that people have no idea that the current star icon represents). Allow up to two promotions, tips, or other venue specific information to be displayed (served as images from API).

Draw attention to deals as list is scrolled. E.g. bounce in '% off' icon or give impression that app is getting best deal is real-time.

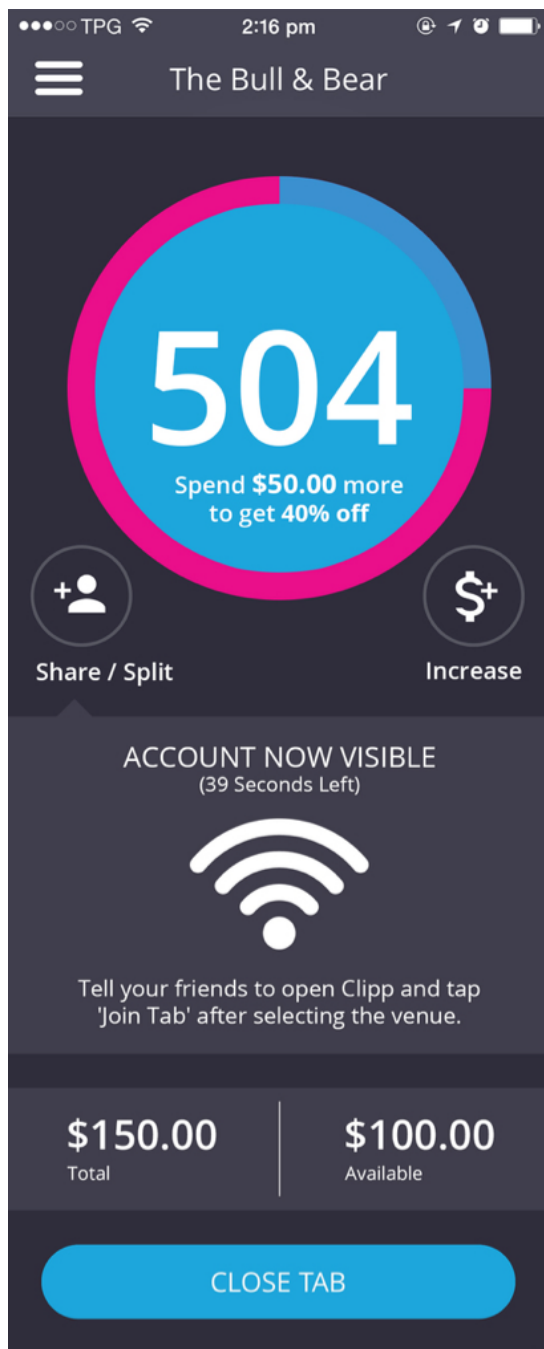
Dynamic text info box to provide information to user. E.g. "Save up to 40% off your night out..." or "You've already saved \$100 by using Clipp". Content provided by API. Initially to be used to promote referral reward with link to existing 'Refer a Friend' popup.

Update map view to highlight deals, not loyalty

Pink icons containing deal % for Dash venues

Blue icons for normal venues

Red for test venues



## Release 2

- Redesign of venue details page
- Highlight current Dash deal
- Retain loyalty information but de-emphasise
- Display details for up to two promotions (e.g. free SuperDry)
- Replace 'tab' with 'account' throughout tab open process
- Redesign of tab details
- Highlight current deal status. E.g. need to spend \$10 more to qualify.
- 'Fireworks' when discount is achieved.
- Ability to share your saving.
- Display part payments (see split bill below)
- Redesign of close confirmation
- Highlight saving, not points
- Social
- Remove 'call a taxi'
- Add option to rate/review venue.
- Split bill
- Tab sharers to be able to make part-payment towards tab balance
- User entered \$ amount, defaulted to % of tab based on number of sharers
- Selection of new/existing credit card or PP
- Payment processed immediately and balance lowered (i.e. hidden from POS). Push tab update after payment.
- Tab owner must be blocked from closing tab while part payments are in progress.
- Request Dash venue
- Auto-fill email and send to venue manager from customer's email a/c
- Broadcast Message
- Message with activity (e.g. promote referral).
- Remove deal from customer tab if items not added before deal end time.