

# CASE STUDIES

USER EXPERIENCE DESIGN

**UX PORTFOLIO**

SELECTED SAMPLES  
PORTFOLIO

**2018**

# USER EXPERIENCE CASE STUDIES

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# AMRIT JOYEKURUN

UX/UI DESIGNER | FRONT END DEVELOPER

## SKILLS

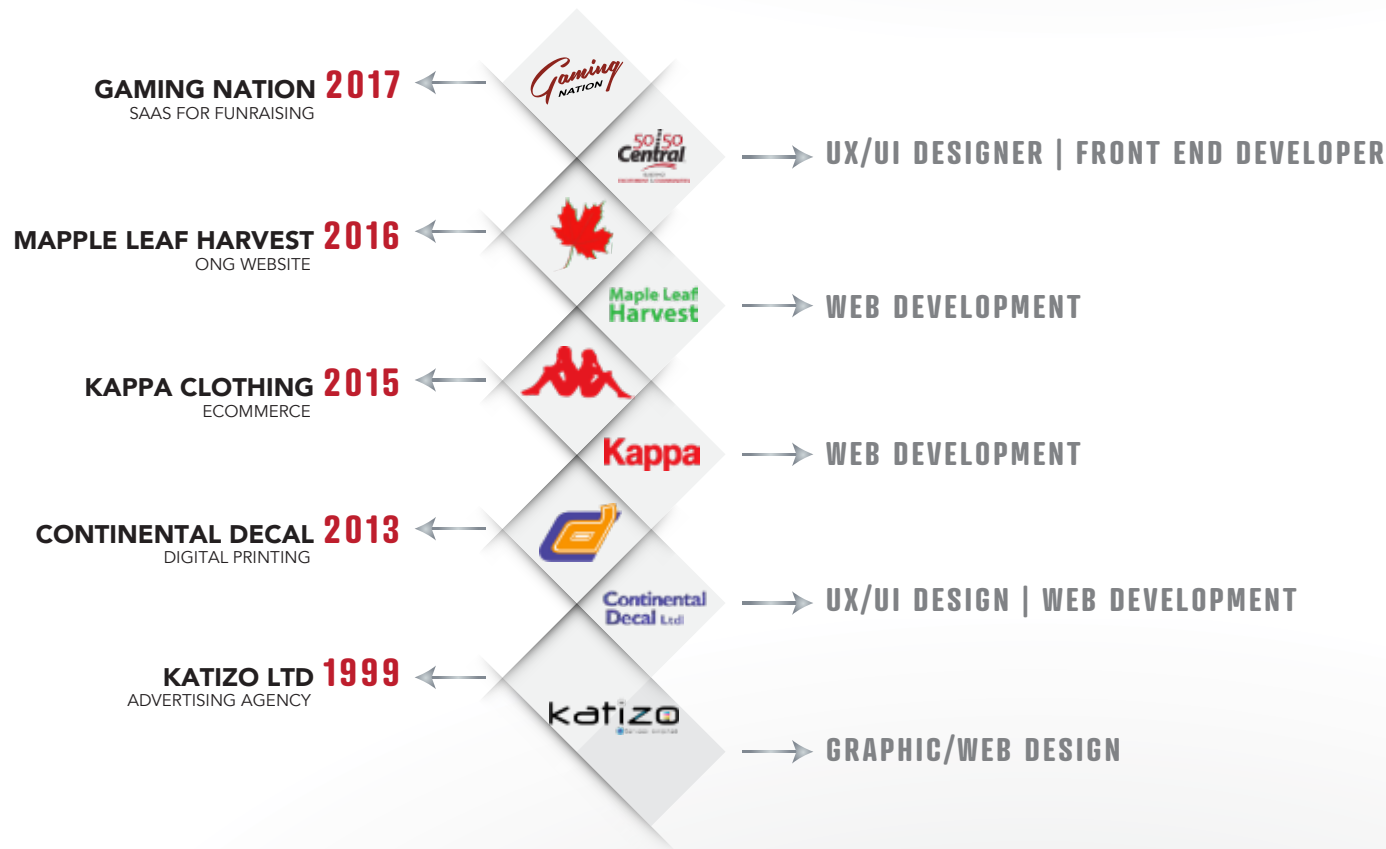
Specialized in User Experience Design (UXD) to bring the users at the center of the Design Thinking Process (UCD) thus, ensuring that the product meets the intended users' needs. I'm a critical thinker with an open mind, a communicator and a facilitator.



# USER EXPERIENCE CASE STUDIES

## EXPERIENCE

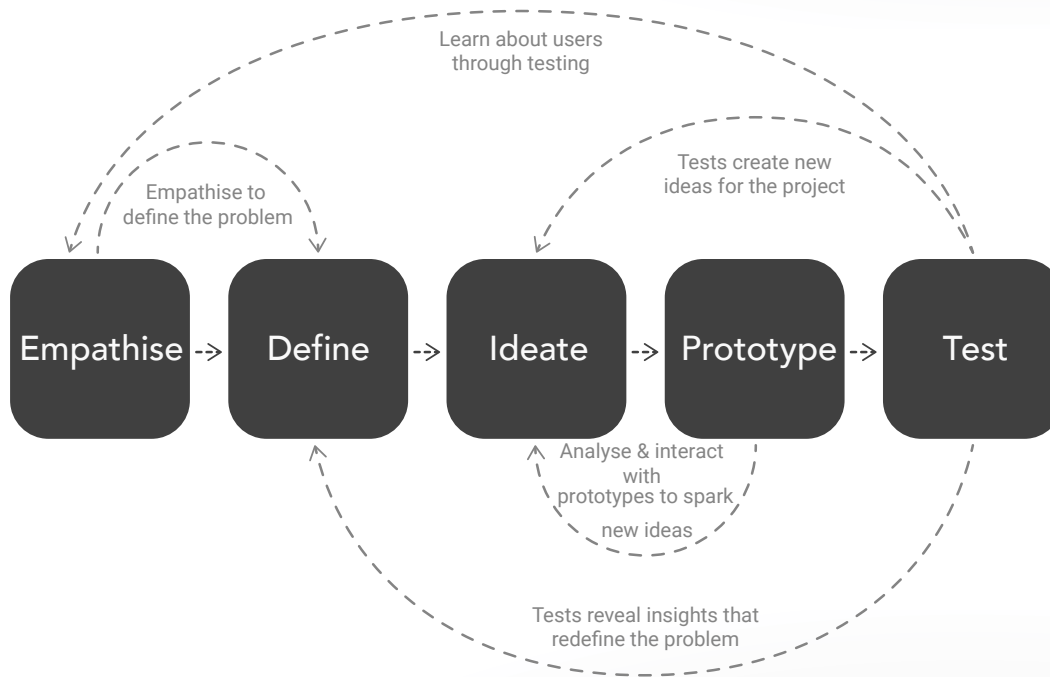
I've successfully delivered & managed more than 50+ digital projects from web & mobile apps, cms based corporate websites, and large ecommerce. All are at the highest standard of execution and represent some of the leading companies in the industry.



# USER EXPERIENCE CASE STUDIES

## DESIGN THINKING IS AN ITERATIVE AND NON-LINEAR PROCESS

Specialized in User Experience Design (UXD) to bring the users at the center of the Design Thinking Process (UCD) thus, ensuring that the product meets the intended users' needs. I'm a critical thinker with an open mind, a communicator and a facilitator.



### 01 EMPATHISE

Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and field studies.

### 02 DEFINE

Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

### 03 IDEATE

Evaluate, test, and select wireframe concepts for prototype development.

### 04 PROTOTYPE

Create design specifications and evolve concept/wireframes into full design solution.

### 05 TEST

Usability testing and evaluate design with stakeholders to obtain feedback and conduct usability testing.

### 06 DELIVERY

Complete design and produce assets through Design Management system for development team.

# USER EXPERIENCE CASE STUDIES

## CASE STUDIES

This is a selection of my most recent UX work at GAMING NATION inc. The projects are relevant for their industry and devices.



### 01 ONLINE PURCHASE PORTAL

Redesigning the purchase portal for a better User Experience and relevant to their respective teams.



### 02 FANTASY GURU ELITE

Redesigning the ecommerce website to achieve user satisfaction with all the sports fantasy guru advices.



### 03 5050 CENTRAL

Redesigning the website portal for a better User Experience and relevant to their respective teams.

# USER EXPERIENCE CASE STUDIES

## PROJECT OVERVIEW - ONLINE PURCHASE PORTAL

DATE: Jan 2017

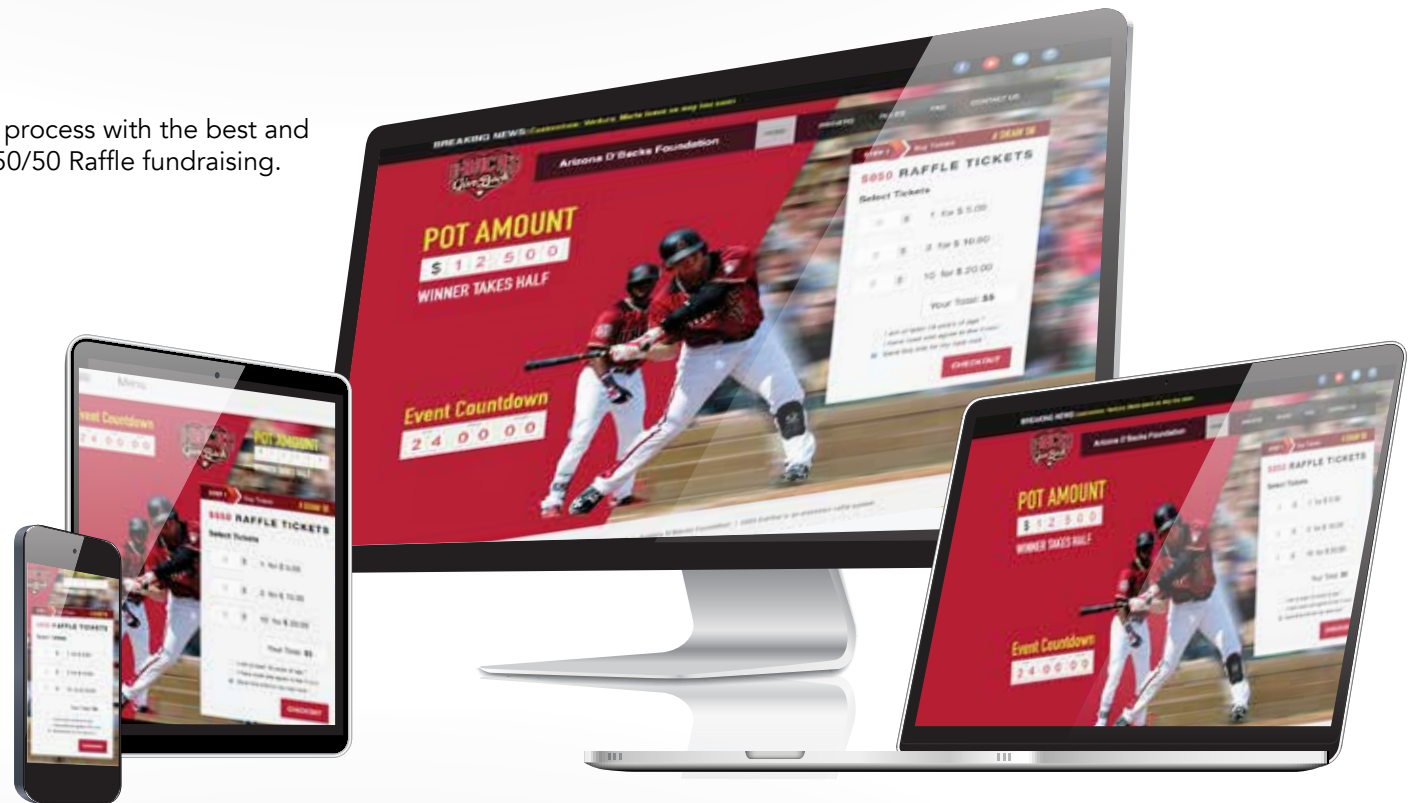
PLATFORM: Desktop, mobile and tablet

### CHALLENGE:

Redesigning the Online Purchase Portal transformation process with the best and most up-to-date UX practices, trends and research for 50/50 Raffle fundraising.

### THE SOLUTION:

- › Setting goals and objectives
- › Stakeholder interviews
- › Establishing key audiences
- › Building personas
- › Creating scenarios
- › Creating user journeys and stories
- › Creating site maps
- › Content audit and inventory
- › Creating experience maps
- › Conducting UX research
- › Conducting competitive research
- › Low-fidelity prototypes
- › High fidelity prototypes
- › Creating wireframes
- › High-fidelity design
- › Usability testing





# USER EXPERIENCE CASE STUDIES

## SETTING GOALS AND OBJECTIVES

SITE URL: [customer.portal/5050central.com](https://customer.portal/5050central.com)

SITE OWNER: 5050 CENTRAL

## WHAT'S ARE THE WEBSITE PURCHASE PORTAL ABOUT?

5050 Central provides an online portal for all its clients (525 clubs (Teams) NFL, NHL, MLB, MiLB, NBA, NCAA) for total fundraising solutions as a unique Software as a Service (saas) Solution.

## WHAT ARE THE GOALS OF THE ONLINE PURCHASE PORTAL?

The goal of the Purchase Portal is to provide an integrated solution for the 5050 Central client's to have digital transition applying latest trends, technologies and the optimal user experience.

## WHO ARE THE USERS OF THE SITE:

Primary audience: Club Fans, Charity Supporters and Sport Fans

### UK CLUBS



### USA CLUBS



### CANADIAN CLUBS





# USER EXPERIENCE CASE STUDIES

## UX RESEARCH

### 01 DISCOVER

- › Field study
- › Diary study
- › User interview
- › Stakeholder interview
- › Requirements & constraints gathering

### 02 EXPLORE

- › Competitive analysis
- › Design review
- › Persona building
- › Task analysis
- › Journey mapping
- › Prototype feedback & testing (clickable or paper prototypes)
- › Write user stories
- › Card sorting

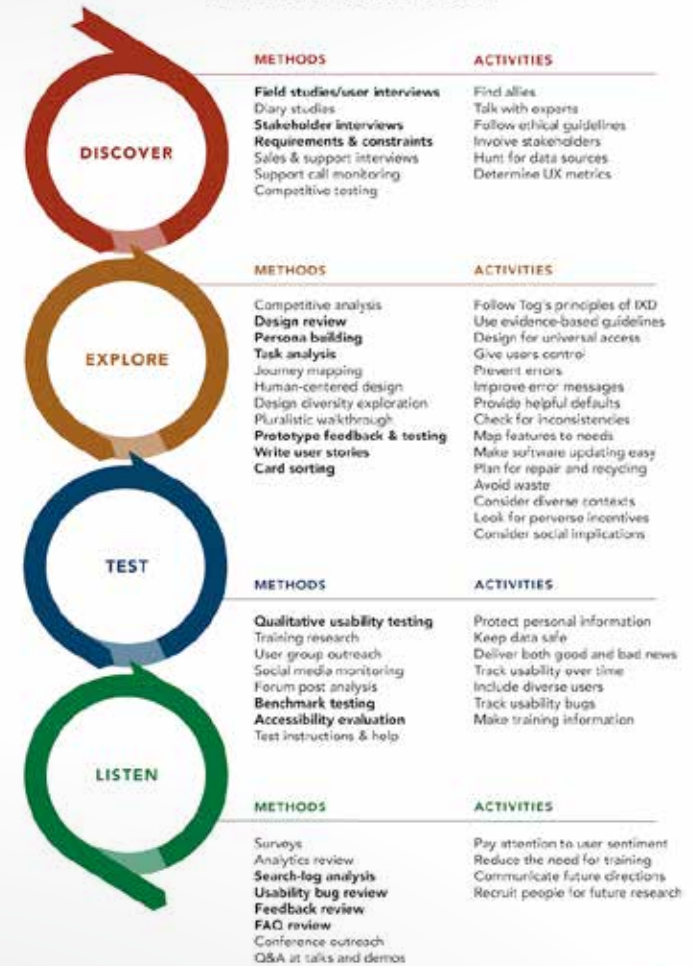
### 03 TEST

- › Qualitative usability testing (in-person or remote)
- › Benchmark testing
- › Accessibility evaluation

### 04 LISTEN

- › Survey
- › Analytics review
- › Search-log analysis
- › Usability-bug review
- › Frequently-asked-questions (FAQ) review

## UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE



Bold methods are some of the most commonly used.

NN/g

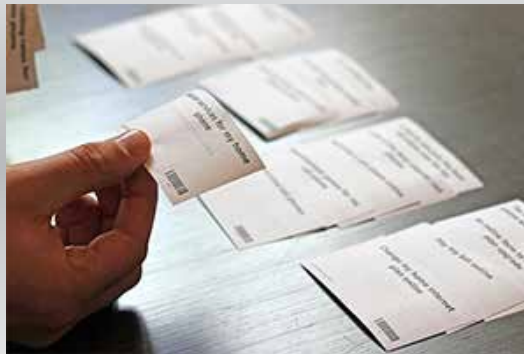
# USER EXPERIENCE CASE STUDIES

## CONDUCTING INTERVIEWS

The stakeholders has the best idea of what the project is all about, that's who I normally start asking the questions, It's better to put everything down on paper based on objective and goals, that will be the guiding line for the project's development



### 01 INTERVIEWS



### 02 CARD SORTING



### 03 SURVEYS

# USER EXPERIENCE CASE STUDIES

## BUILDING PERSONAS

### PERSONA - Football Fans

"It felt like an Eagles' home game in L.A. on Sunday at the Chargers' shoe box of a stadium"



Age: 35-40  
Work: Eagles Fans  
Community: Los Angeles  
Location: USA  
Character: Regular FAns

#### Personality



#### PERSONA - BIOGRAPHY

##### Goals

- Buy 50/50 Raffles online
- Using online platform to buy tickets and win money
- Gives back to the community 50% of the revenue
- Help Charities to fundraise for a good cause

##### Frustrations

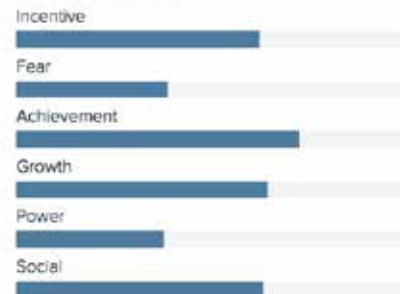
- Not able to play 50/50 Raffle if not in stadium
- The purchase portal is not responsive
- Cannot buy the ticket before the game starts
- Don't have any information about the seeding pot
- What will be the next incentive price points

##### Bio

The Los Angeles Chargers' new home is Carson, Calif., which is roughly 15 miles south of L.A. and home to Major League Soccer's Los Angeles Galaxy. We mention this because the Galaxy's stadium – the 27,000-seat StubHub Center – will also serve as the Chargers' home field for 2017 and 2018.

And if the first three home games are any indication, those cozy confines offer the Chargers nothing in the way of a home-field advantage. As it stands, the team has yet to win this season, and that includes three straight losses at the StubHub Center. The most recent came on Sunday against the Eagles, who traveled some 2,700 miles for the game – though you wouldn't know to see and hear the fans in the stadium.

##### Motivations

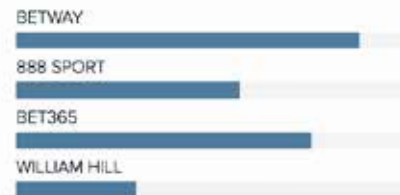


##### Brands

Lottery winning Numbers



##### Preferred Online Portal



## 01 AUDIENCE NEEDS

- › How can i find the online purchase portal?
- › How to become a member?
- › Is the transaction safe?
- › Where to check the winning number?
- › Will I be notified on my email for the receipt?
- › Are there any subscription base?
- › How can i find the forthcoming games ?
- › Do you offer any additional services?

## 02 SOLUTION

(CONTENT & FUNCTIONALITY)

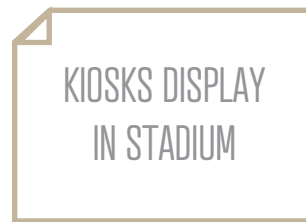
- › Interactive website design
- › Accessibility, UX, IA
- › Mobile Responsive
- › Subscribe option
- › Email notifications on payment
- › Contact details – network
- › Email newsletter
- › News feature with most popular gaming solutions

# USER EXPERIENCE CASE STUDIES

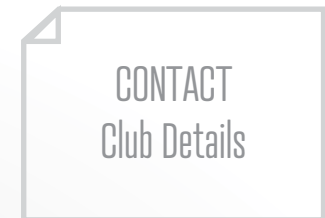
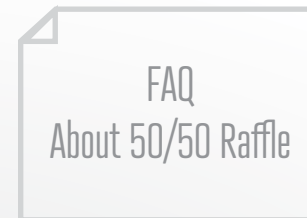
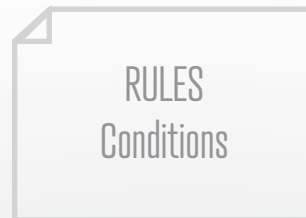
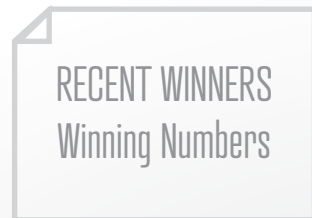
## CREATING SCENARIOS

The easiest way to understand behavior is through scenarios, identifying a users goals and needs and his following action steps will lead you to truly understanding why and how a user is using your product. That represent the building-block for the project development

## MARKETING AWARENESS TO ONLINE PURCHASE PORTAL



## STEPS TO BUY TICKETS ONLINE



# USER EXPERIENCE CASE STUDIES

## CREATING USER JOURNEYS AND STORIES



### TOUCHPOINTS

Touchpoint is a point of interaction between ONLINE PURCHASE PORTAL and the USER involving a specific human need in a specific time and place. Each touchpoint is an opportunity to strengthen the relationship with your USER.

### THINK&FEEL

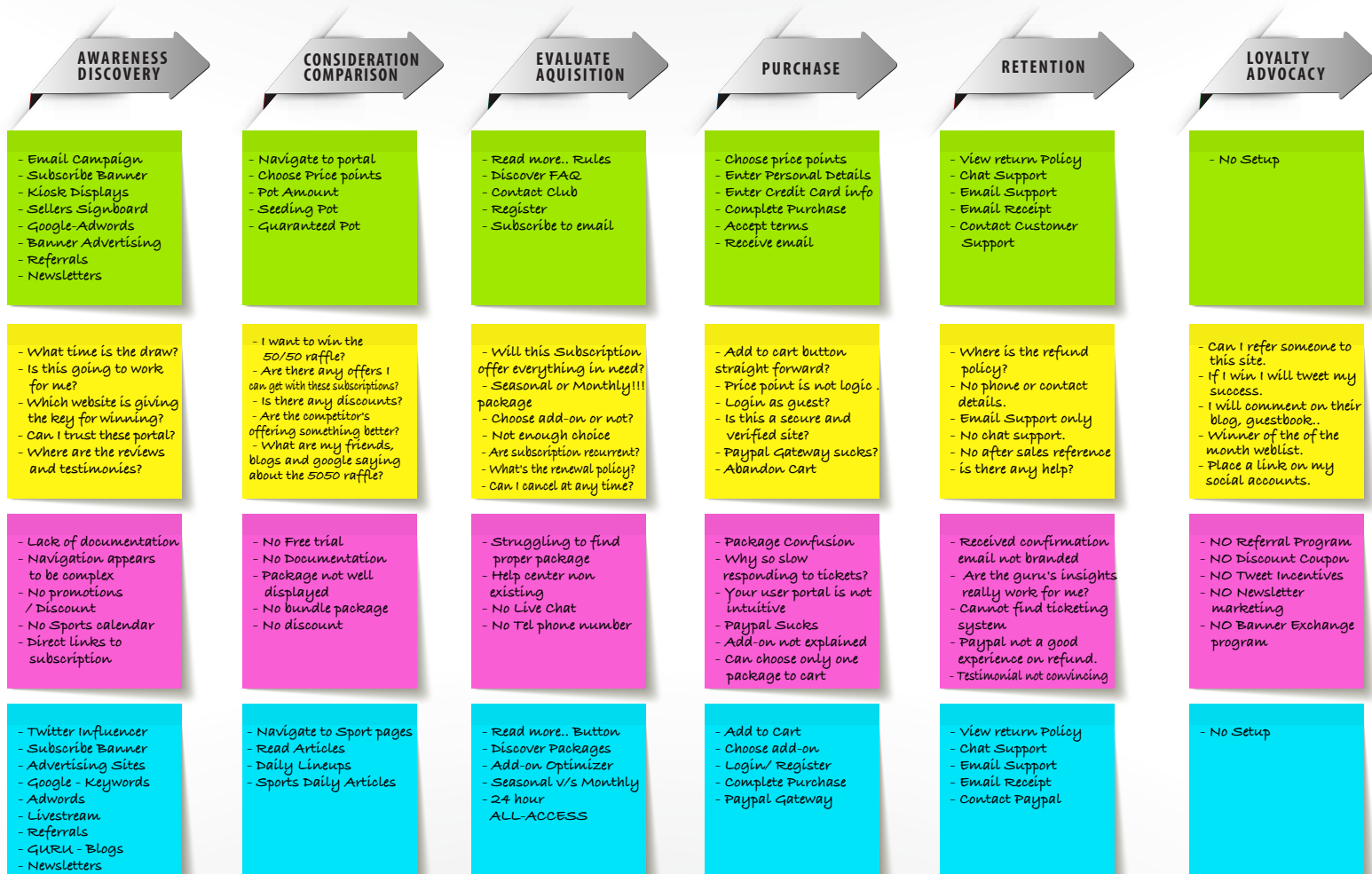
What does 5050 RAFFLE customers think about the service? How they feel about each specific step of interaction?

### PAINPOINTS

What pain points and service barriers exist on each stage of the purchase portal?

### IDEAS / OPPORTUNITIES

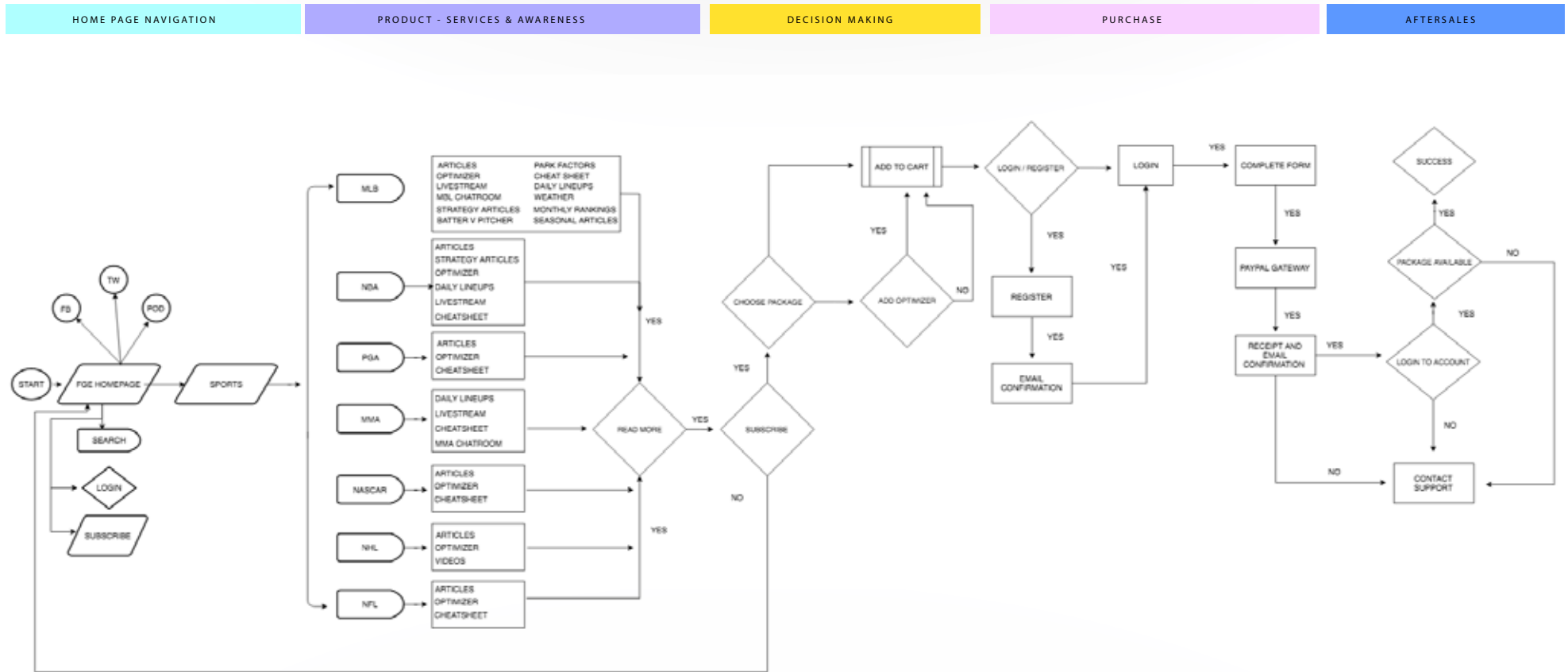
Is there any potential to improve customer experience on each stage and remove service barriers?





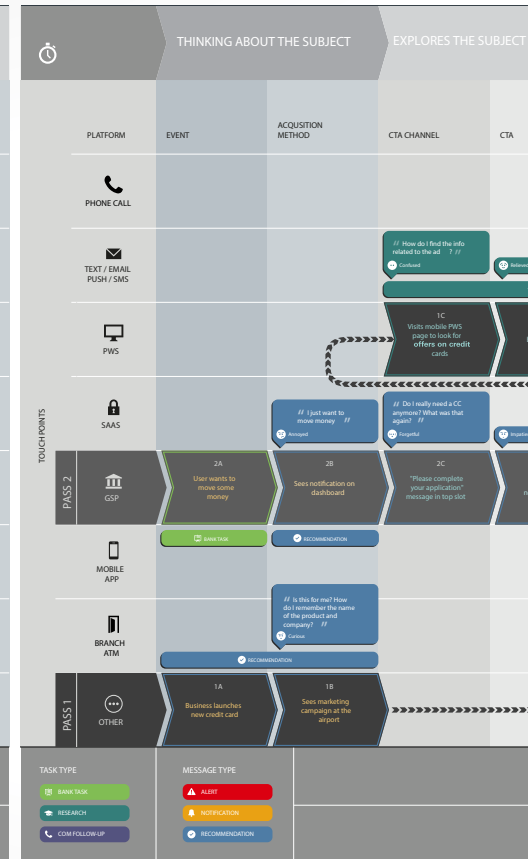
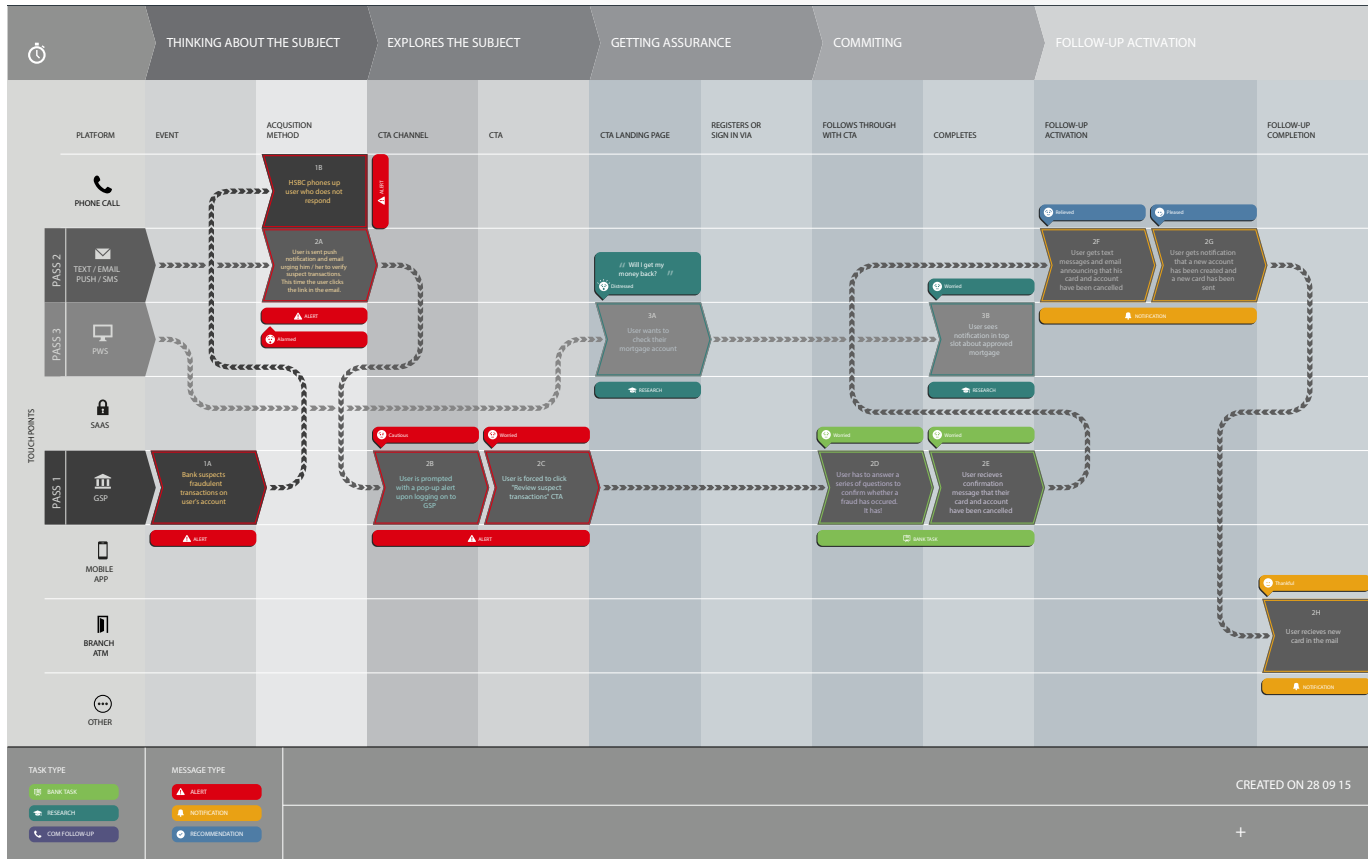
# USER EXPERIENCE CASE STUDIES

## USER FLOW



# USER EXPERIENCE CASE STUDIES

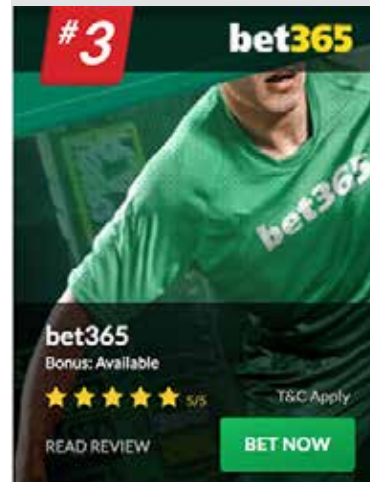
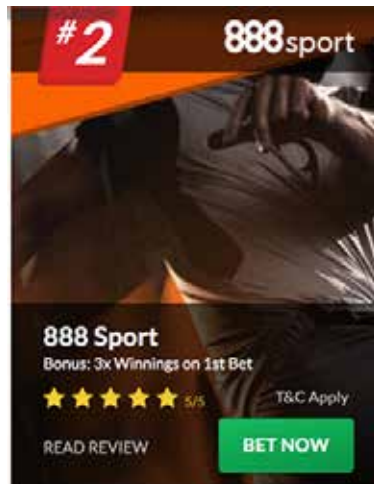
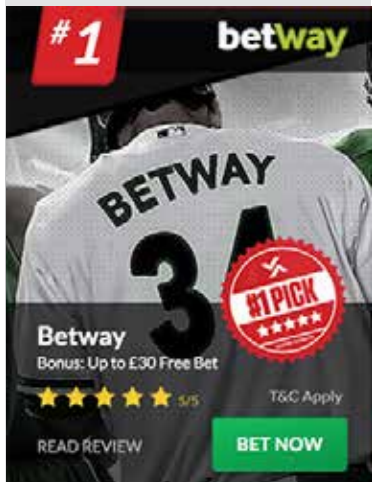
## CREATING EXPERIENCE MAPS





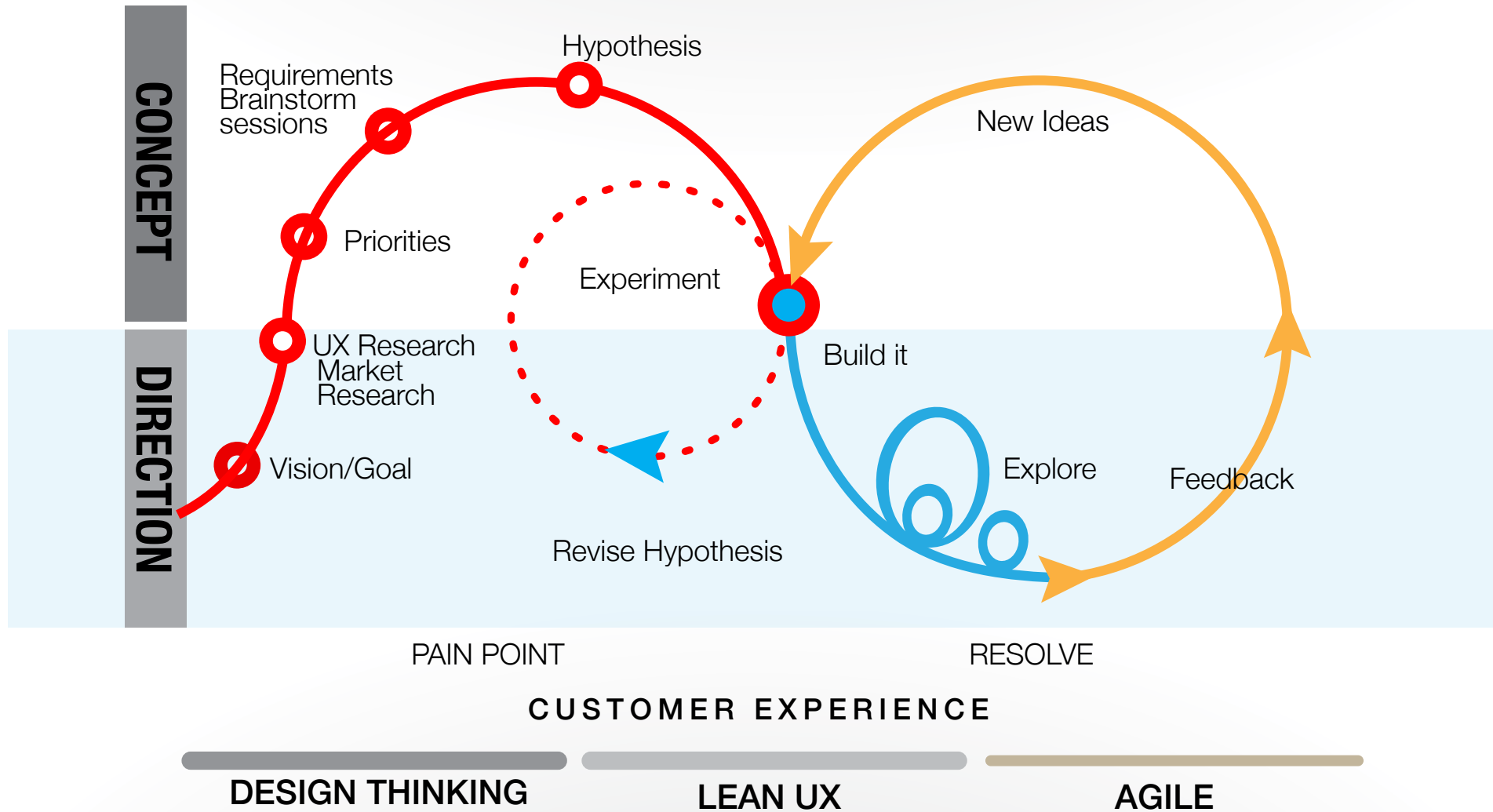
# USER EXPERIENCE CASE STUDIES

## COMPETITIVE PRODUCT RESEARCH



# USER EXPERIENCE CASE STUDIES

## HIGH-LEVEL UX PROCESS OVERVIEW



# USER EXPERIENCE CASE STUDIES

## EXISTING PURCHASE PURCHASE PORTAL

50/50 Central

Winners Rules About Us F.A.Q. Contact

Step 1 Buy tickets. Step 2 Fill out user information form. Step 3 Enter payment information. Step 4 Purchase complete.

Draw #35

Select Tickets

0 \$ 1 for \$0  
0 \$ 3 for \$0  
0 \$ 10 for \$0

Your Total: \$0

CURRENT PRICE  
\$85  
WINNER TAKES HALF

CHECKOUT

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50/50 Central

Winners Rules About Us F.A.Q. Contact

Step 1 Buy tickets. Step 2 Fill out user information form. Step 3 Enter payment information. Step 4 Purchase complete.

Payment Information

NAME:

ADDRESS:

CITY:

STATE / ZIP:

PHONE:

EMAIL ADDRESS:

TOTAL AMOUNT: \$25.00

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50/50 Central

Winners Rules About Us F.A.Q. Contact

Step 1 Buy tickets. Step 2 Fill out user information form. Step 3 Enter payment information. Step 4 Purchase complete.

Payment Information

NAME:

ADDRESS:

CITY:

STATE / ZIP:

PHONE:

EMAIL ADDRESS:

TOTAL AMOUNT: \$25.00

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50/50 Central

Winners Rules About Us F.A.Q. Contact

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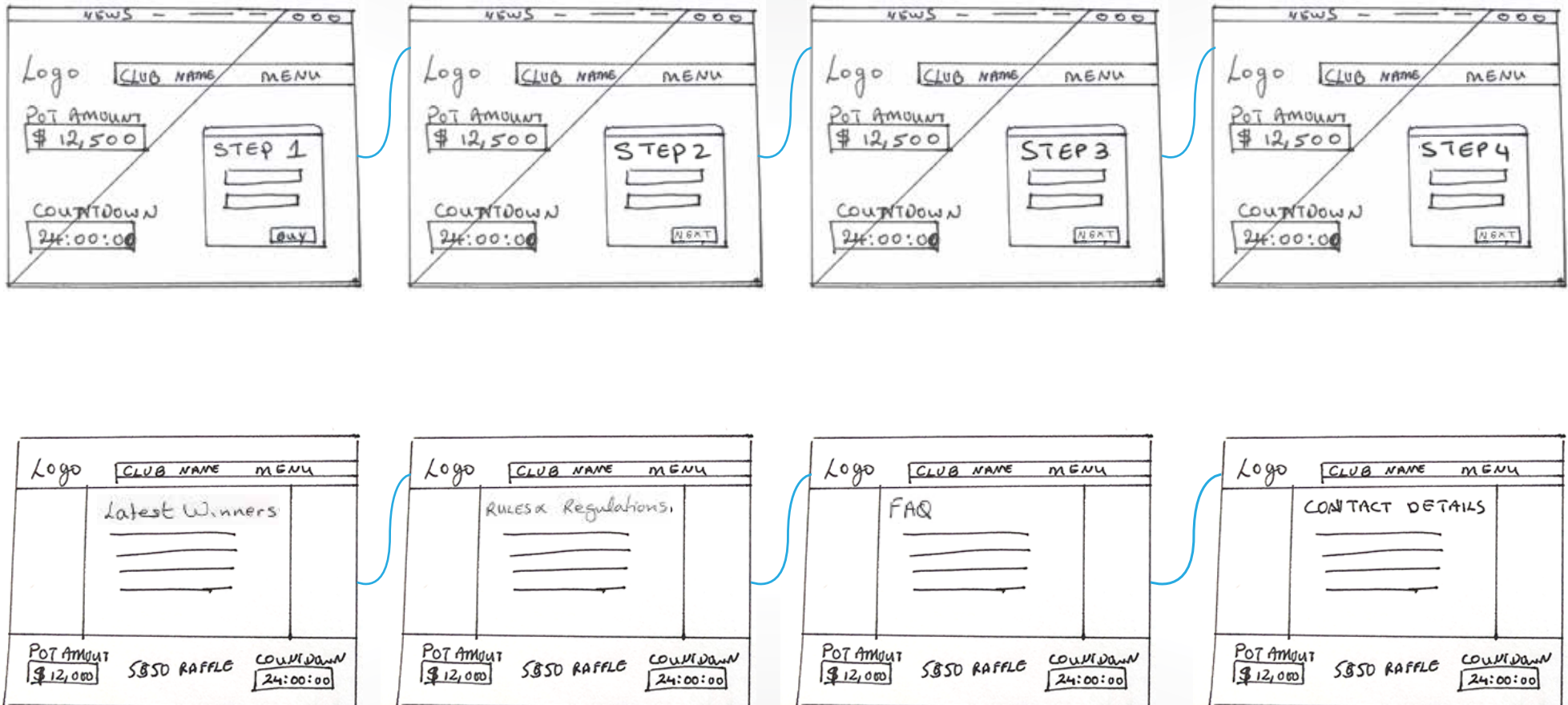
Thank you for purchasing tickets for the raffle on Friday, January 27, 2017. You will receive an email shortly with your tickets. Your order number is 9a39bf5-795a-4cd3-98ff-ed8731753a90.

Thank you!

© Copyright 2017 - Gaming Nation Inc.  
50/50 Central is an electronic raffle system

# USER EXPERIENCE CASE STUDIES

## LOW-FIDELITY PROTOTYPES



# USER EXPERIENCE CASE STUDIES

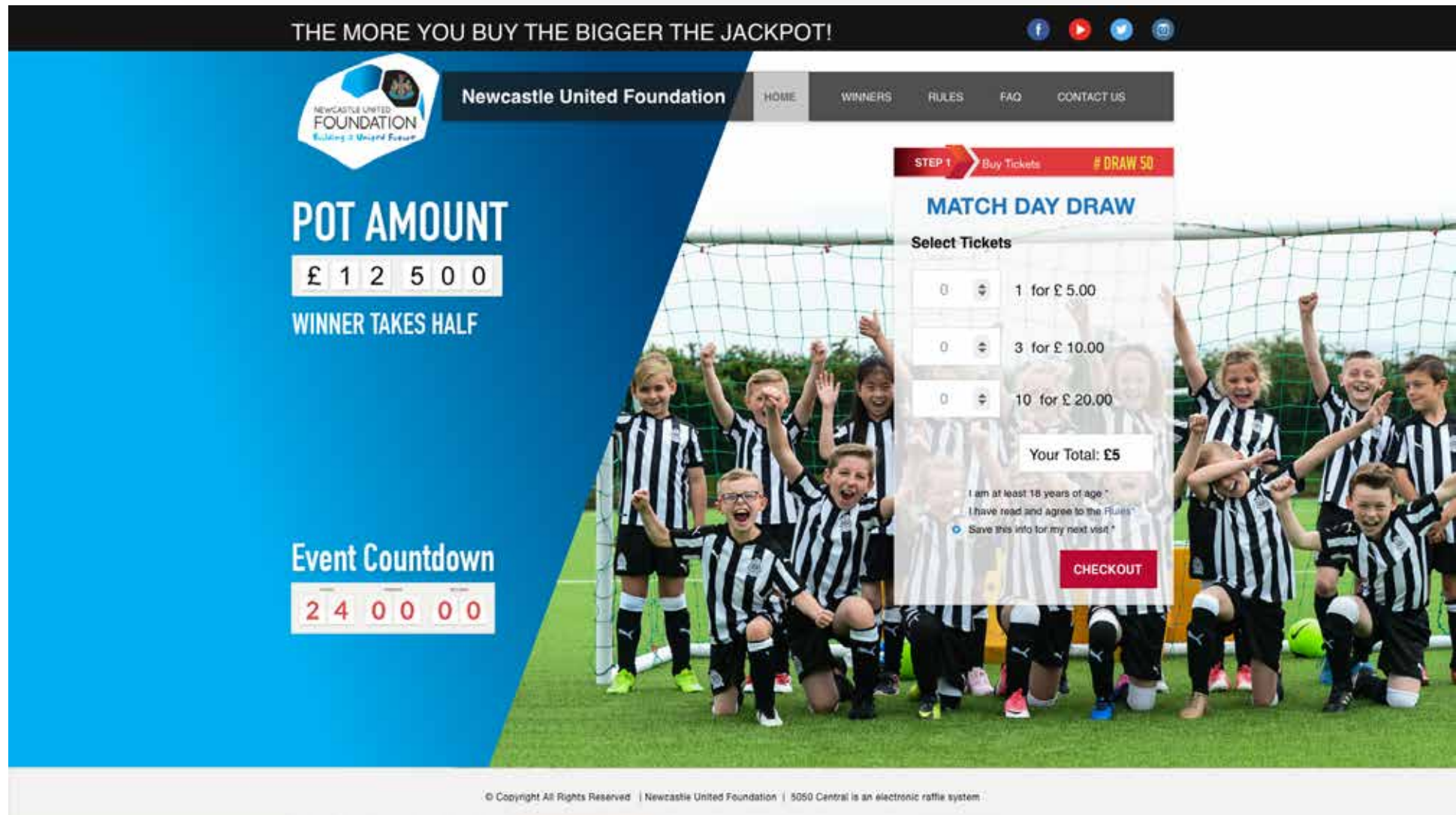
## WIREFRAMES





# USER EXPERIENCE CASE STUDIES

HIGH FIDELITY PROTOTYPE - <https://xd.adobe.com/view/18de163e-1970-489d-b326-f0f8babcd542/>



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**THE MORE YOU BUY THE BIGGER THE JACKPOT!**

**Everton**

50% OF ALL FUNDS RAISED GO TO EVERTON IN THE COMMUNITY

**POT AMOUNT**  
£ 1 2 5 0 0

**WINNER TAKES HALF**

Work with us  
selling tickets on a  
**Matchday**

**Event Countdown**  
2 4 0 0 0 0

**STEP 1** Buy Tickets **# DRAW 50**

**MATCH DAY DRAW**  
Tickets are £2 each

Please select number of tickets:

2	5	10
15	25	50

or insert number of tickets:

**Your Total:** £ 0

☐ I am at least 16 years of age \*

☐ I have read and agree to the rules\*\*

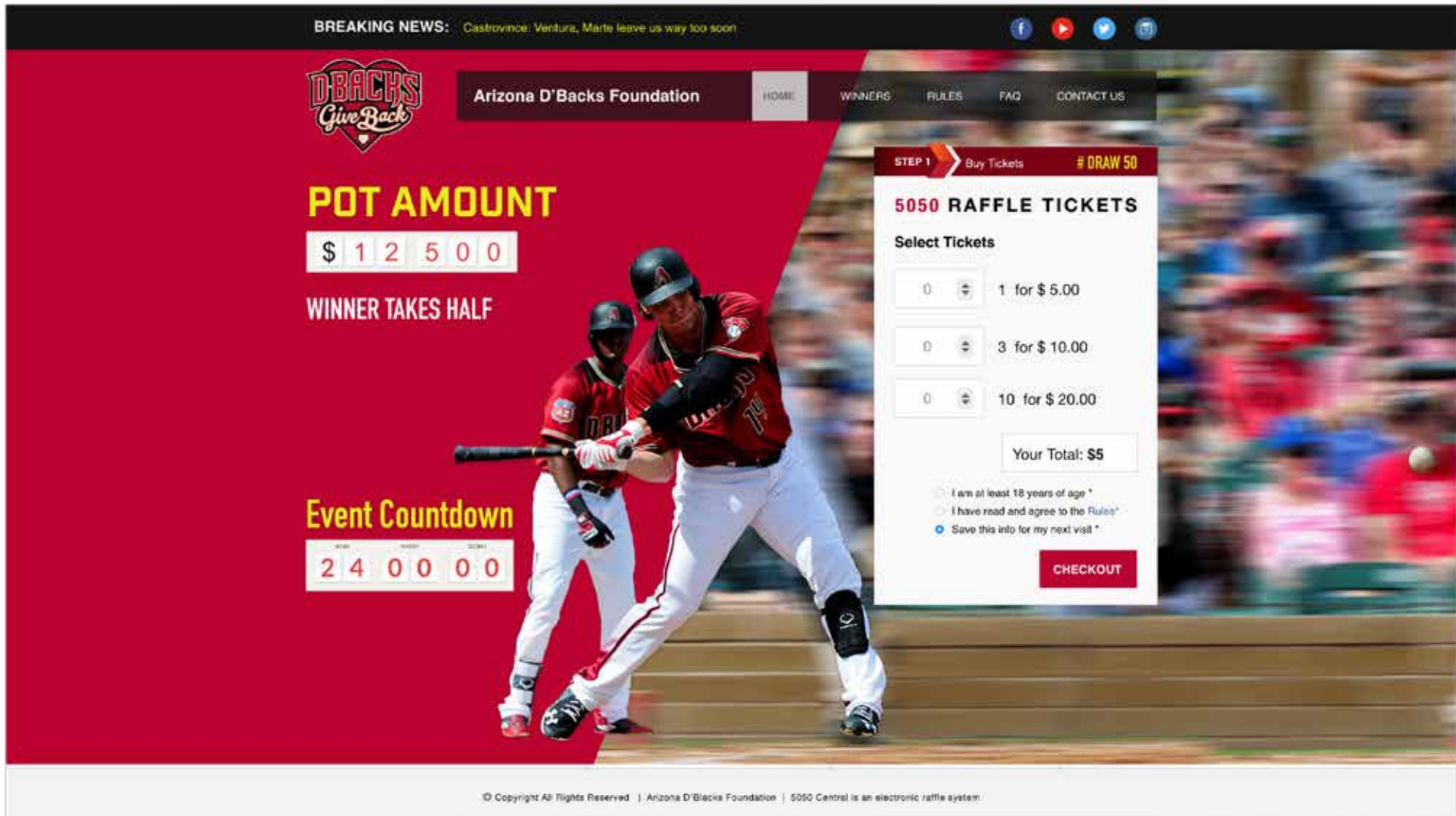
**CHECKOUT**

© Copyright All Rights Reserved | Everton F.C. | 5050 Central is an electronic raffle system



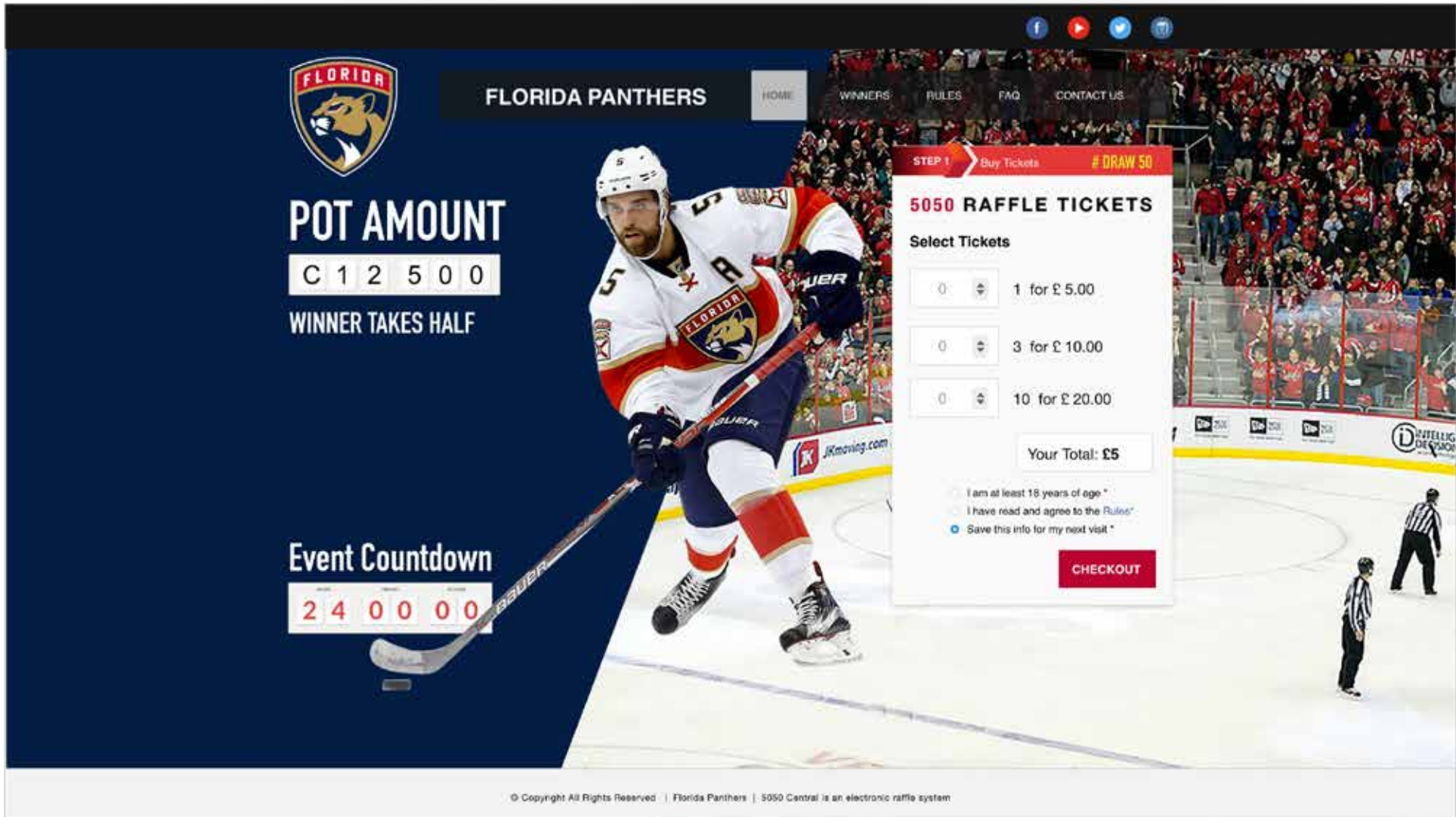
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HIGH FIDELITY PROTOTPE - <https://xd.adobe.com/view/c627cf22-b386-43ea-9d29-c98803158203/>





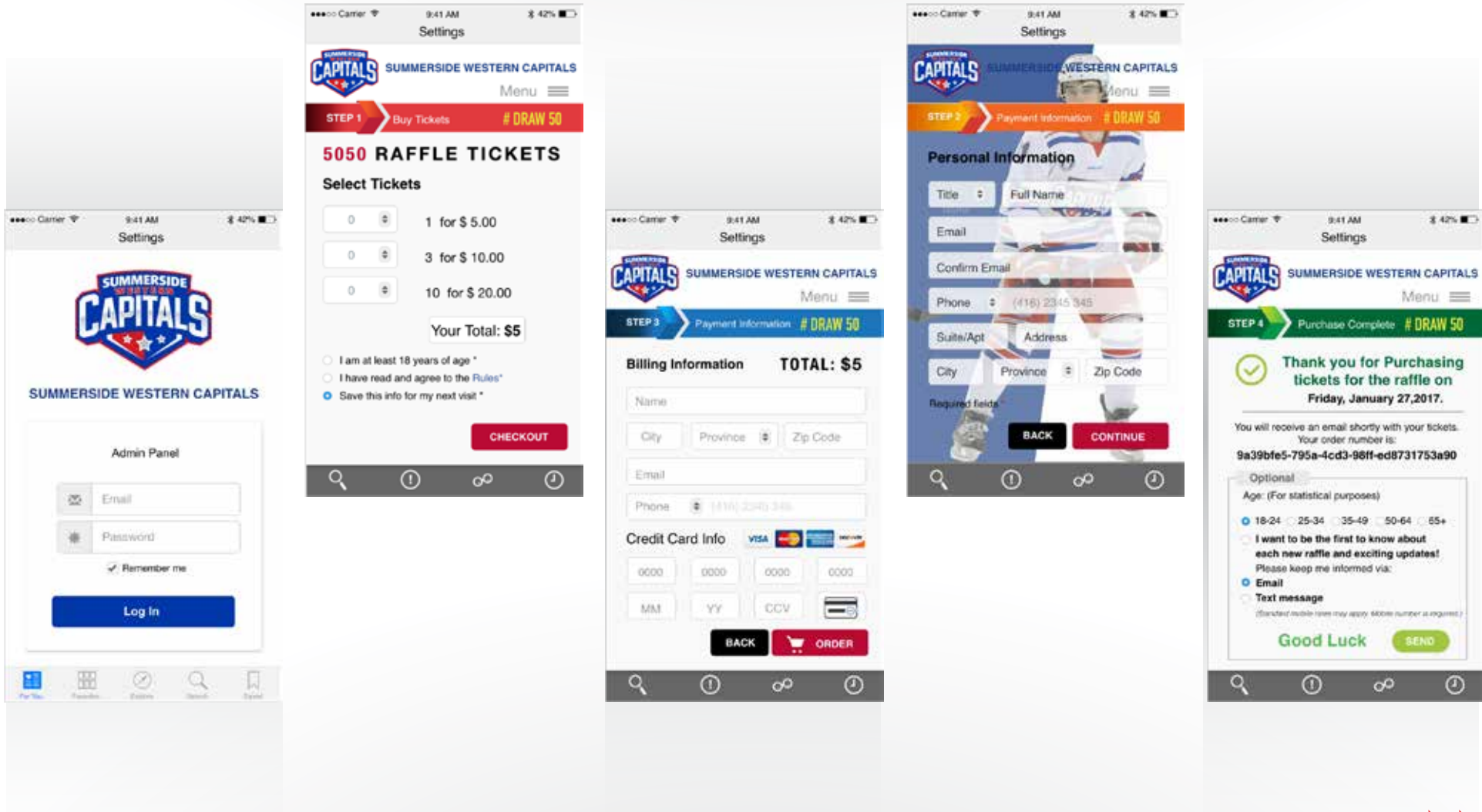
# USER EXPERIENCE CASE STUDIES

RESPONSIVE MOBILE VIEWS - <https://www.behance.net/gallery/70610159/The-Summerside-Western-Capitals-are-a-Junior-A-hockey>



# USER EXPERIENCE CASE STUDIES

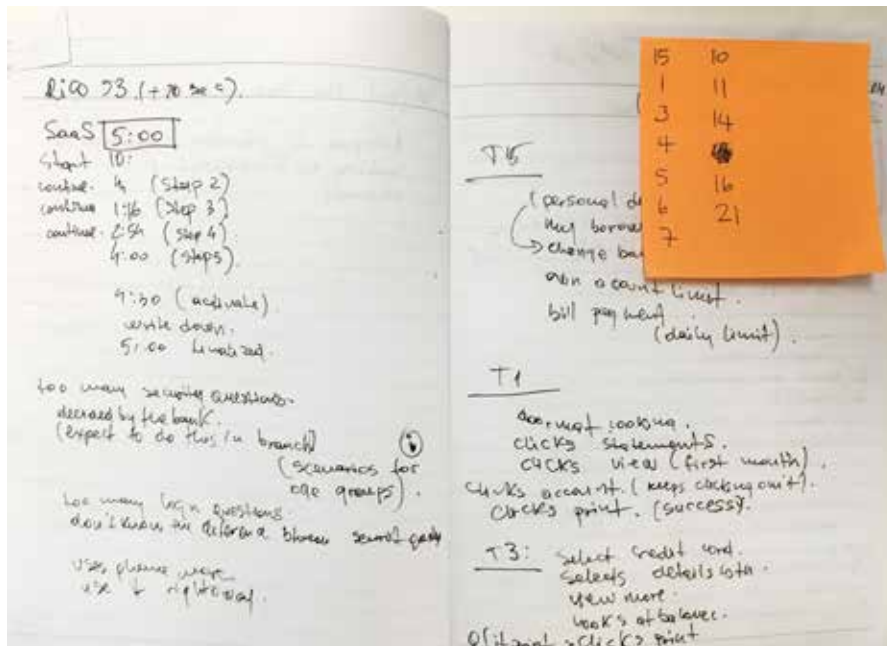
RESPONSIVE MOBILE VIEW - <https://xd.adobe.com/view/b990091b-1423-4e92-94fe-d15d70649b11/>



# USER EXPERIENCE CASE STUDIES

## CONDUCTING USABILITY TESTS

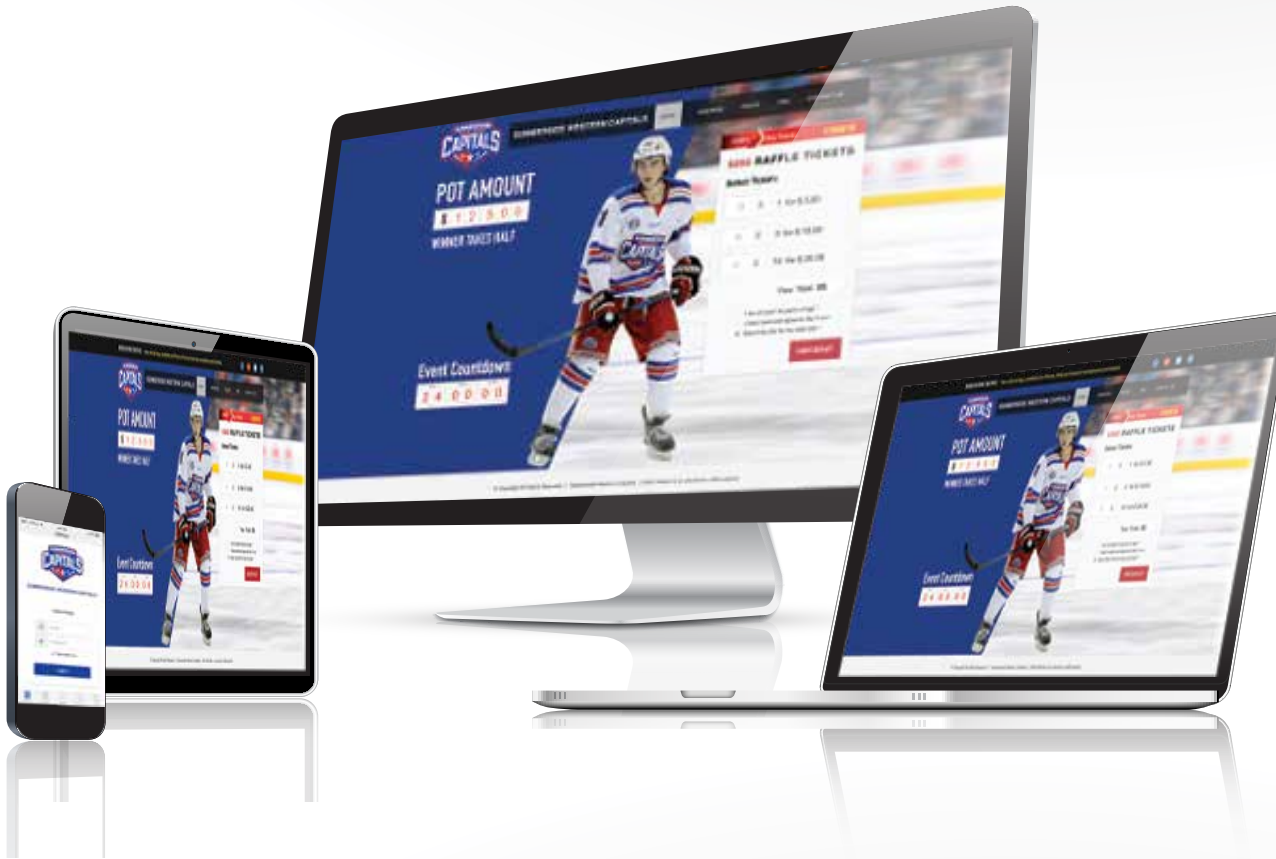
In order to make good decision about both design and implementation you need data about how people use and interact with the designs, and the only way of gathering this data is through usability testing.





# USER EXPERIENCE CASE STUDIES

## PROJECT OUTCOME



### KEY PERFORMANCE INDICATOR:

Metrics are the signals that show whether your UX strategy is working. Using metrics is key to tracking changes over time, benchmarking against iterations of your own site or application or those of competitors, and setting targets.

### ACHIEVEMENTS:

- › Improved overall accessibility and usability
- › Healthy & steady traffic growth since launch
- › Low overall bounce rate & healthy average time on site indicates good visitor retention
- › Responsive design success revealed in low mobile traffic bounce rate
- › Referrals, and social sharing validates content quality, trust and credibility.
- › 12.8% conversion rate on newsletter subscriptions
- › In page analytics and click tracking indicates successful navigation

View more projects at **joyekurun.com**

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[www.linkedin.com/in/joyekurun](http://www.linkedin.com/in/joyekurun)

**THANK  
YOU**