
a user experience portfolio

T-Mobile

Eddie Bauer EST. 1920

WASHINGTON
JEWISH MUSEUM
A DIGITAL EXPERIENCE

EVIVA

SCOUTING SERVES
THE JEWISH COMMUNITY

SCOUTING
for
JEWISH YOUTH

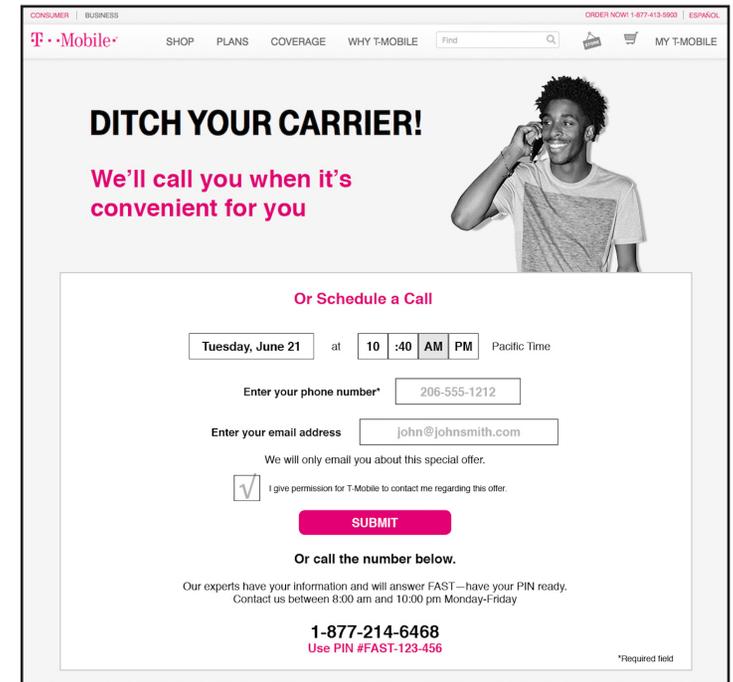
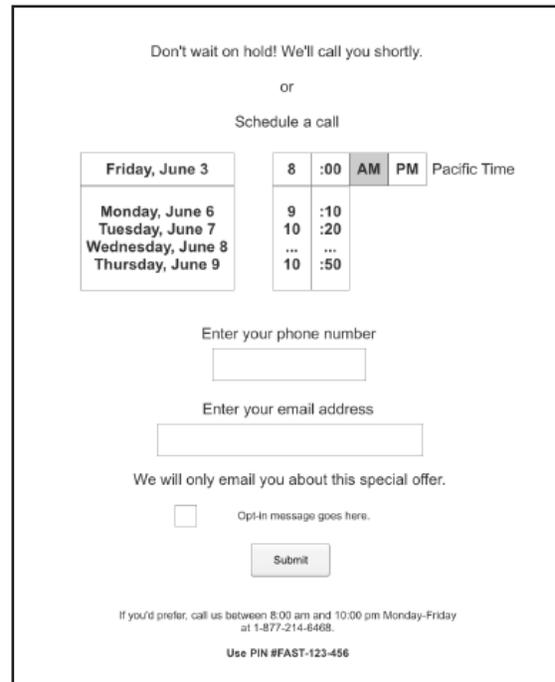
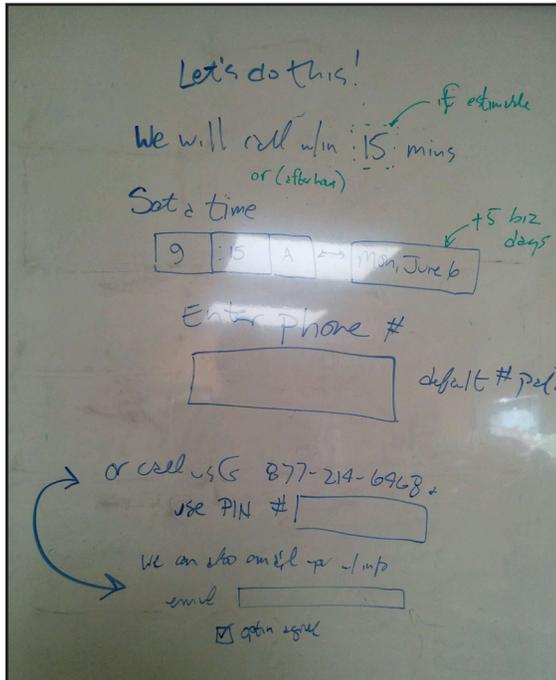
THE NATIONAL JEWISH
COMMITTEE ON SCOUTING

By Joel Magalnick

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T-Mobile



Goals

Create workflow to ease process of switching to T-Mobile.

Focus on sales conversions based on call center interactions over online shopping cart.

Process

Learned about user base in project: Customer service call center agents, call service managers, and prospective customers.

Worked through use cases of on- and off-hours scenarios.

Whiteboarded iterations of solutions, then built high-fidelity wireframes to pass on to development team.

Challenges

Fulfilling use cases of on-hours and off-hours call scenarios.

Making decisions as to how potential customers can interact via phone and online.

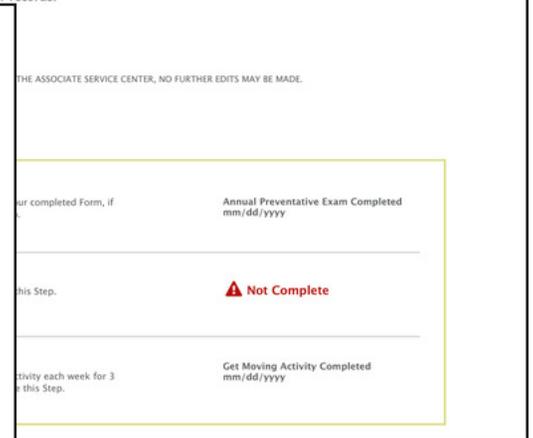
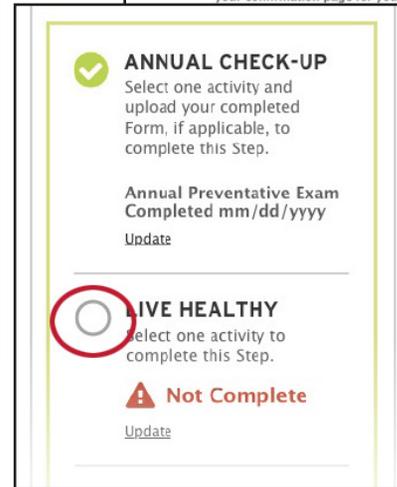
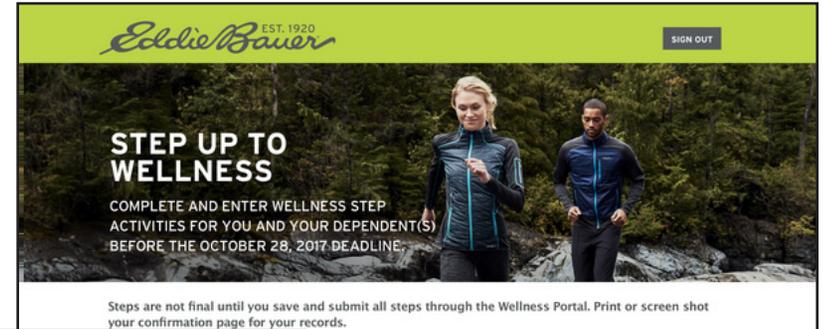
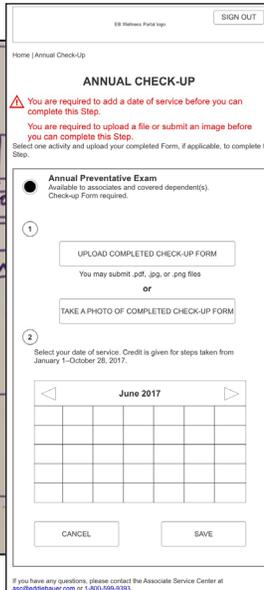
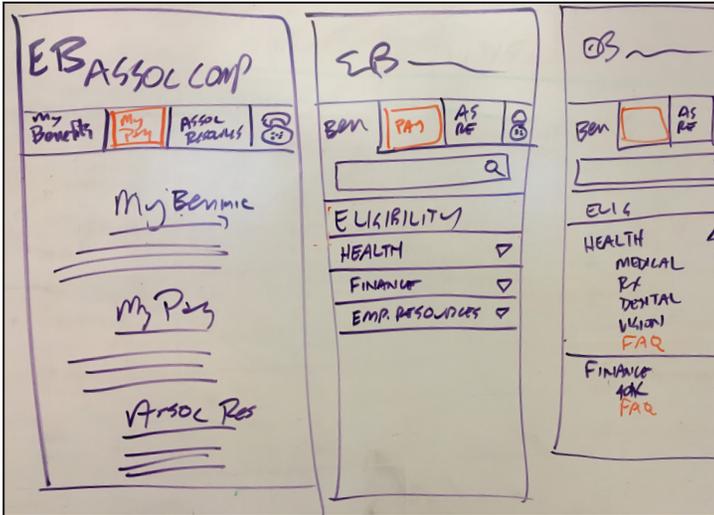
Not all scenarios had been thought through by client, meaning that some UX solutions had to be discarded until the technology caught up.

Solution

Campaign validated client assumptions that inbound calling works as viable solution.

Set a UX basis for future campaigns utilizing callbacks.

Built through joint collaboration of Garrigan Lyman Group and T-Mobile. I served as UX architect.



Goals

Create a user experience for corporate and store employees to enter information into a portal that gives them credit for taking wellness steps.

Design for mobile first.

Facilitate ease of use for human resources staff to create updates and send announcements with minimal technical fuss.

Process

Used existing research to understand employee needs.

Iteratively worked with client to ensure that needs for documentation uploads or scans could be met through phone use.

Ensured clarity of status of all documentation uploads for employee and dependents.

Challenges

Content management system did not always work as expected.

Ensuring that requirements for U.S. and Canada sites were in sync.

Security and privacy in overall public-facing messaging and UX based on previous hacking attempts.

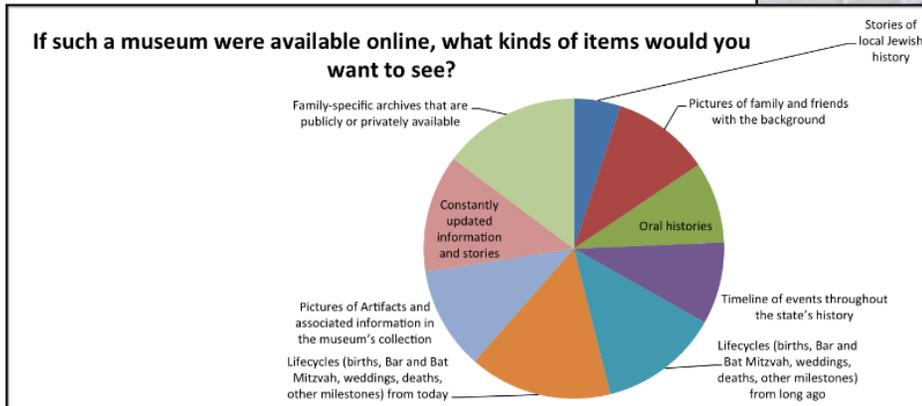
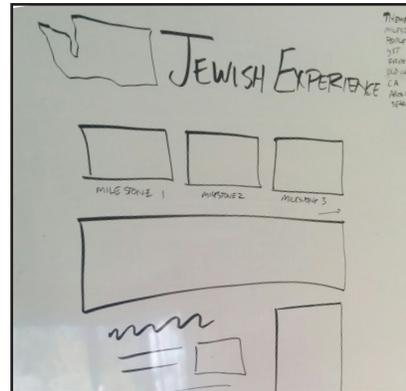
Change in requirements mid-way through project.

Solution

Site worked as needed to ensure that employees comply with HR needs and receive rewards for submitting activity.

Mobile-first design alleviated potential desktop challenges.

I built UX architecture as a consultant for the Garrigan Lyman Group.



Goals

Build online museum to house the Washington State Jewish Historical Society's hundreds of stories and artifacts to make them publicly available.

Understand audience.

Establish content types.

Find proper software applications to satisfy needs.

Process

Validated existing assumptions through user research and potential audience survey (received 220 responses).

Worked with stakeholders to assess society and audience needs, how those needs would benefit their audience, then constructed engagement strategy.

Developed personas, information architecture, and user experience architecture.

Challenges

Small budget.

Tying together multiple web systems.

Security and privacy.

Solution

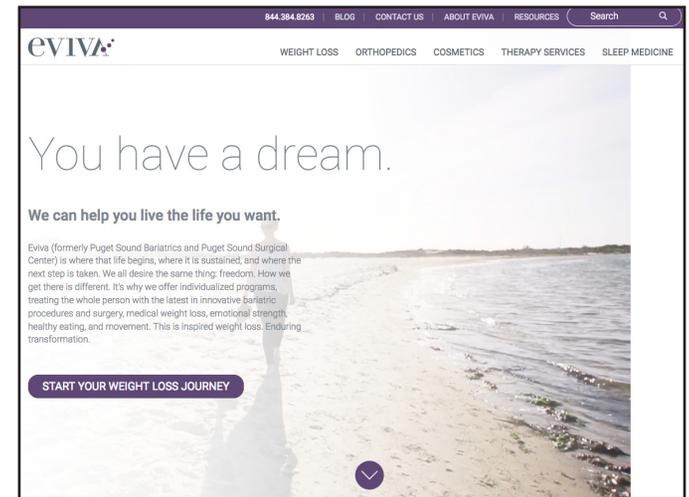
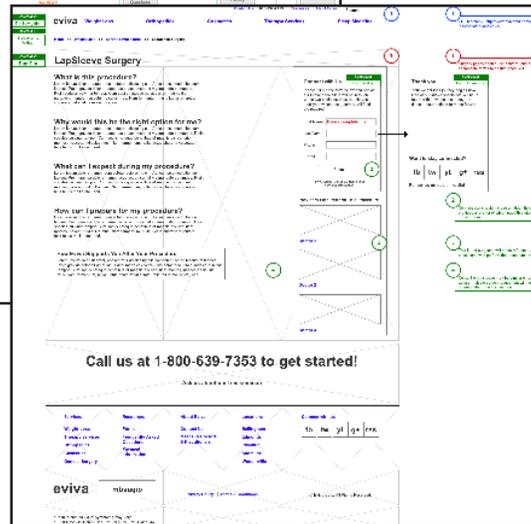
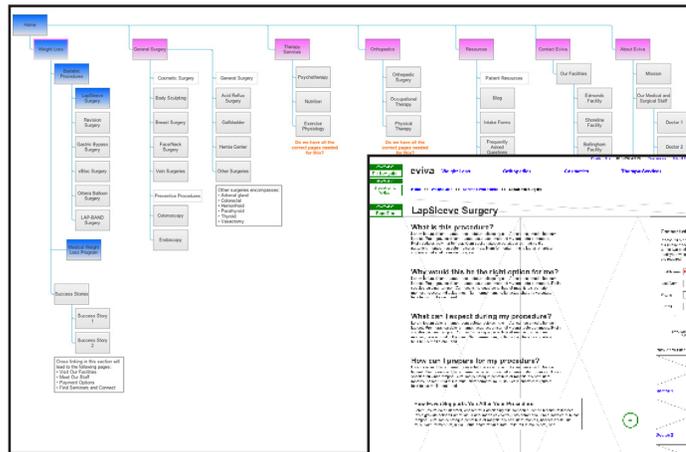
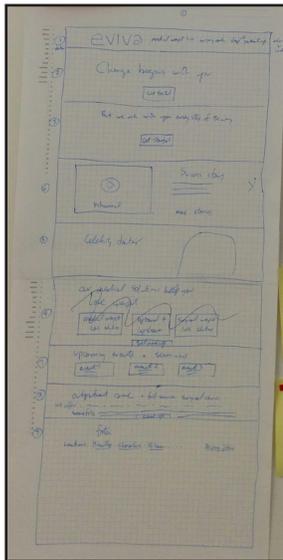
Transformative WordPress site will change how the Washington State Jewish Historical Society tells its stories and interacts with the public.

Secondary museum-grade site with batch upload feature for housing digital artifacts.

I researched, designed and built site as a consultant for WSJHS.



www.evivamd.com



Goals

Build customer journey for company rebranding effort.
Generate new leads for medical practice.

Process

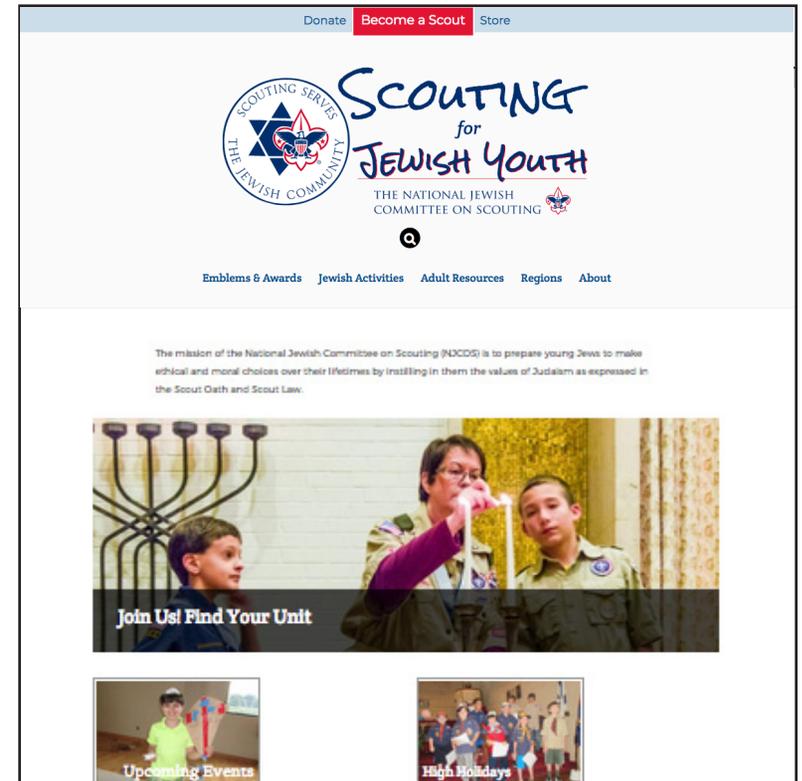
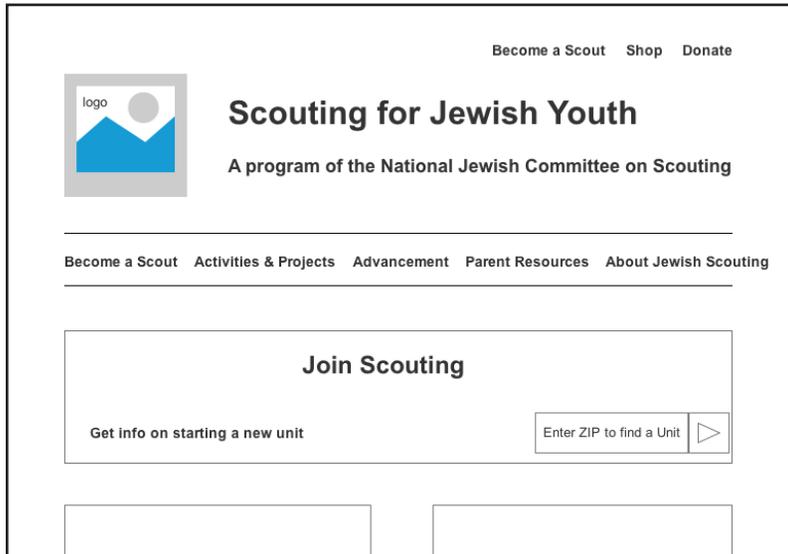
Assessed audience needs through provided user research and personas.
Worked with account, design and development teams to understand budget and limitations in build.
Built sitemap and information architecture through multiple iterations and client changes.
Built wireframes that created new customer journey to pass onto design and development teams.

Challenges

Distilling morass of content and design choices from previous site to consistent, simple flow.
Simplification of user flow with multiple forks into single path.
Limited number of templates desired by client could lead to design complexity.
Multiple scope and content changes by client throughout process.

Solution

Beautiful new site led to uptick in lead generation and roadmap to future functionality.
Built through joint collaboration of Garrigan Lyman Group and T-Mobile. I served as UX architect.



Goals

Implement a site redesign that streamlines current content from 48 pages and targeting successfully allows for scout recruitment and multiple stakeholders.

Process

Content audit, including dozens of PDF attachments, to reduce and reconfigure overall content.

User research interviews with scout leaders, parents, and national committee members allowed for confirmation of site priorities.

New information architecture put most commonly used items top and center.

Challenges

Leadership committee not always aligned on needs and desires.

Discerning between necessary, relevant and disposable content.

How to keep the site content dynamic.

Results

New site has a clean look with easy-to-find content and simplified navigation that will include events calendar and more photo content. Launch expected early December.

Responsibilities

Project management, content strategy, user research, user experience architecture, information architecture, design and WordPress implementation