
a user experience portfolio

T-Mobile

REALITYNEXT

Eddie Bauer EST. 1920

WASHINGTON
JEWISH MUSEUM
A DIGITAL EXPERIENCE

EVIVA

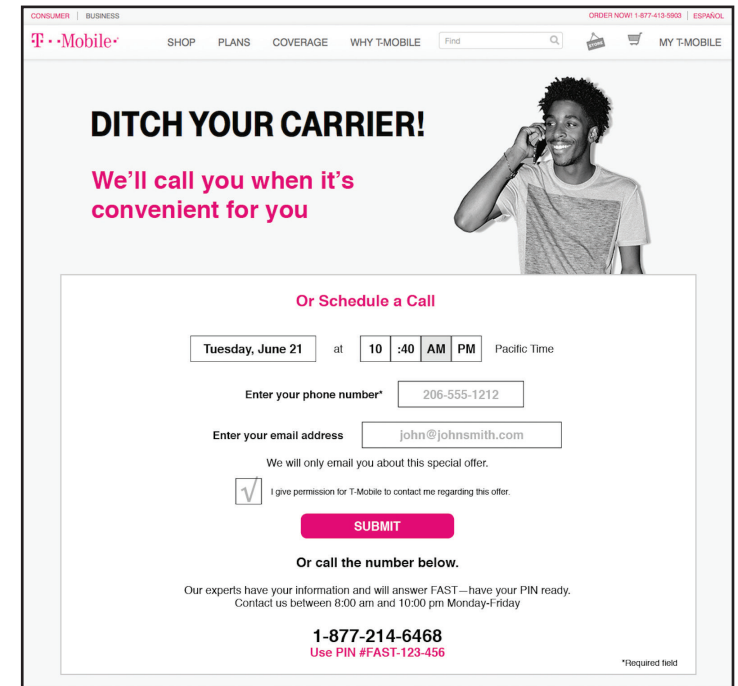
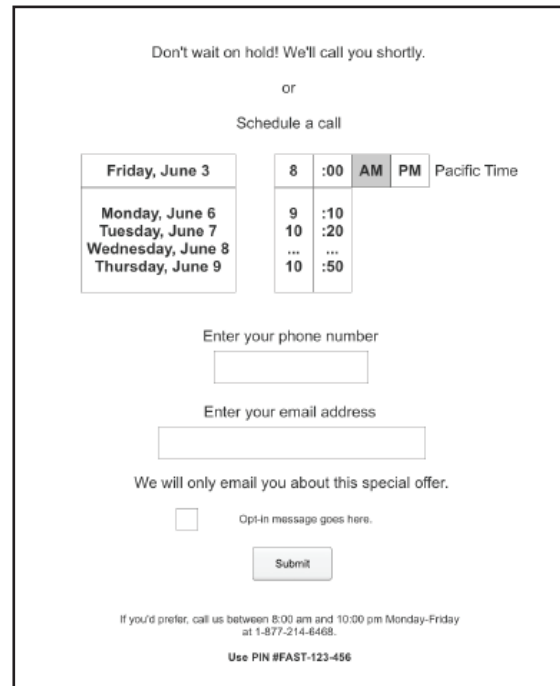
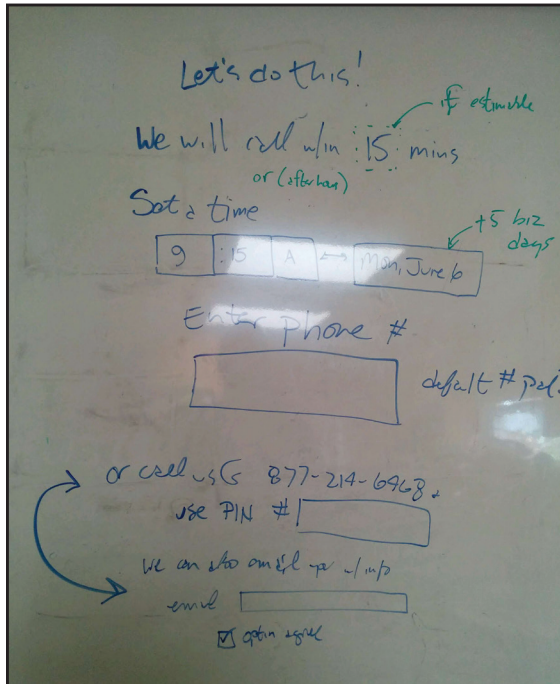
TABLETURE 

ENERGYSAVVY

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.

REALITY NEXT

Stories
fulfillment
culture
cross-discipline
learn about each other
work together
common goals
education



Goals

As co-founder of this startup that enabled students to make the subjects they learn in school relevant by bringing kids together to make stories and games in virtual reality, my partner and I needed to build the experience, methodology, and business from scratch.

Process

The user experience of the VR platform we built needed to be melded with the user experience of the learning methodology.

Testing with students helped us understand challenges they had in doing the methodology and allowed us to reduce total steps.

Testing inside the VR platform showed how their play matched and challenged assumptions.

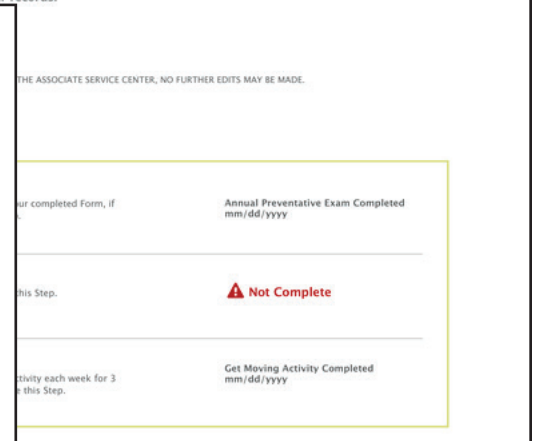
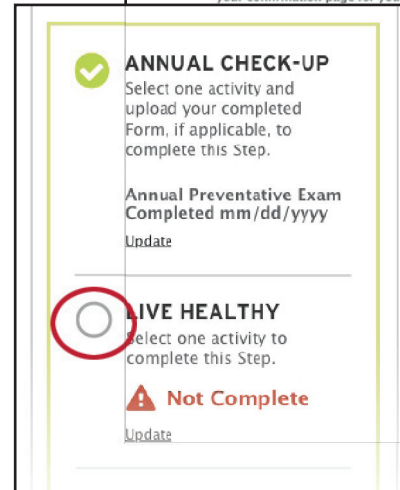
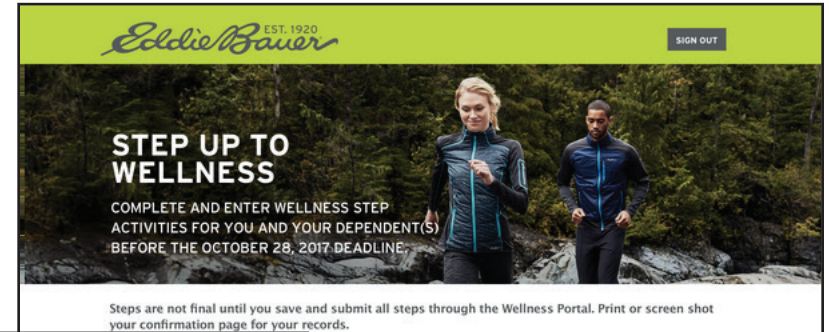
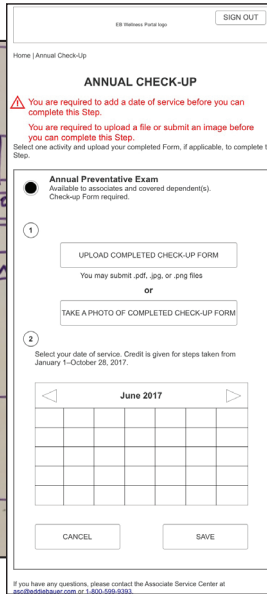
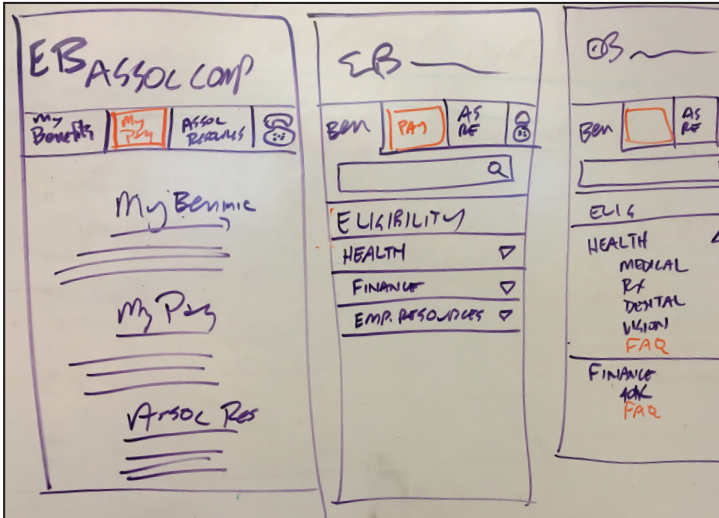
Challenges

As an innovative product, many of our assumptions had not previously been tested.

Lack of staff and full-time engineer put entirety of work on a tiny team that needed more tech expertise.

Results

Fun, innovative platform brought in students from multiple points across the world to learn, build and play. Platform is now open source for any educator to use.



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.

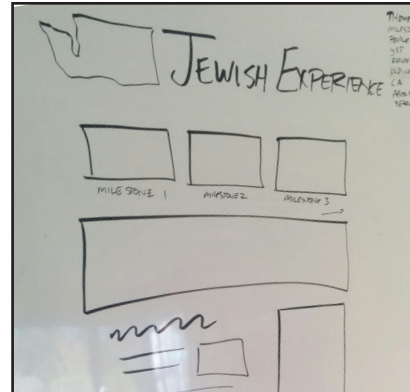
Mobile-first design alleviated potential desktop challenges.

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

WASHINGTON JEWISH MUSEUM

A DIGITAL EXPERIENCE

www.washingtonjewishmuseum.org



NAOMI

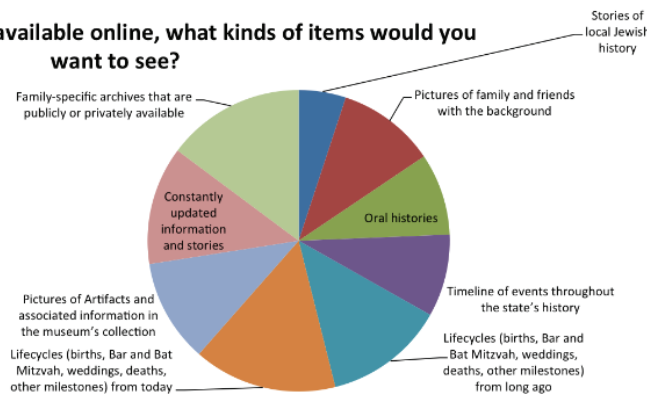
The familiar, with family

Age: 41
On the spectrum: Reform
Occupation: Part-time preschool teacher
 She's going left to her son the year ago. Naomi has been even more ambivalent about Judaism than she was before she got married. But she loves history and culture of any stripe – she usually practices lights up the neighborhood in orange at Halloween. Her husband, who isn't Jewish, has long been the olive of Jewish life in their home, and that's why they belong to a Reform synagogue. Naomi gets excited about being part of a community, however, and wants her two kids to know where they came from. She isn't involved in any organizations that offer any Jewish cultural or religious history, but would love to have a resource where she can teach her kids or learn about historical facts herself. She's more interested in early community history, and less about current mores and shapers. Naomi would be open to having materials such as online videos or interactive activities on the iPad if it keeps her and her kids engaged. She would also appreciate an interfaith aspect to the materials just to get her husband and some other non-Jewish friends more familiar with her culture and background beyond what they see about holidays or what's happening in Israel.



PHOTO FOR INTERNAL USE ONLY

If such a museum were available online, what kinds of items would you want to see?



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.



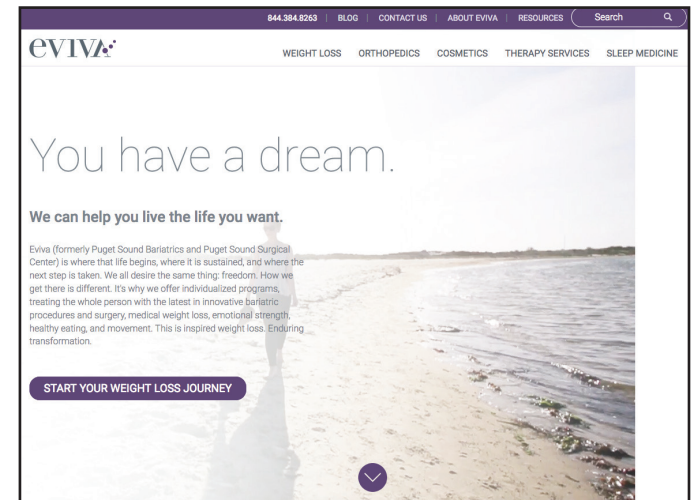
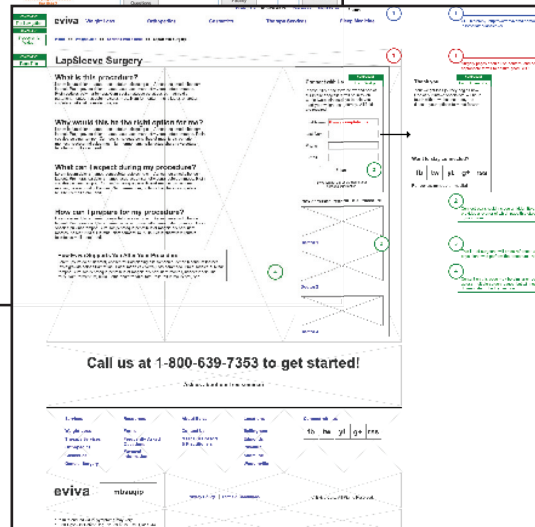
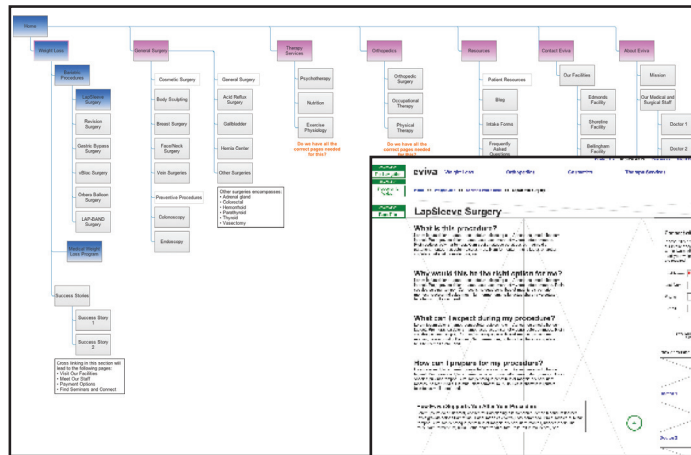
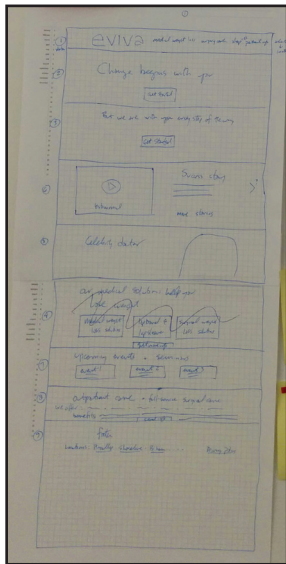
Every Day, We Are Making History



PEOPLE PLACES MILESTONES RESOURCES ABOUT US



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

Understand how users of a new product by this company that supports gas and electric utilities would resonate as compared to an existing product by a competitor.

Process

Developed qualitative question set that touched on every aspect of the product and how customers use existing products.

Used personal and professional network to build test subject roster based on age, economic, ethnic and geographic diversity.

Challenges

Quick turnaround required abbreviated testing time with each subject.

Final analysis and report resulted in less-than-stellar opinion of product, which required an unplanned reevaluation of product by client.

Results

Testing sessions resulted in partial redesign of product based upon test subject feedback.

Set a basis for user research and usability testing for future product releases.

Project was completed under a non-disclosure agreement, so not all details of project are available.