Portfolio

Clifton Evans   **2022**

2018

2015

2012

2008

2002

Turning Ideas into Actions

Summary

Clevergift brought me on board as Head of User Experience to optimise their Gift Recommendation Platform and to design an eGifting Platform, a completely new Fintech product. This process led to the greeting card startup receiving 2 Million in funding to pursue electronic gifting.

Problem

Gift giving is notoriously expensive, over 30% of gifts are returned or exchanged. This doesn't even add in all the gifts that are unused or under appreciated. There is currently no reliable way to send a gift through most electronic retailers.
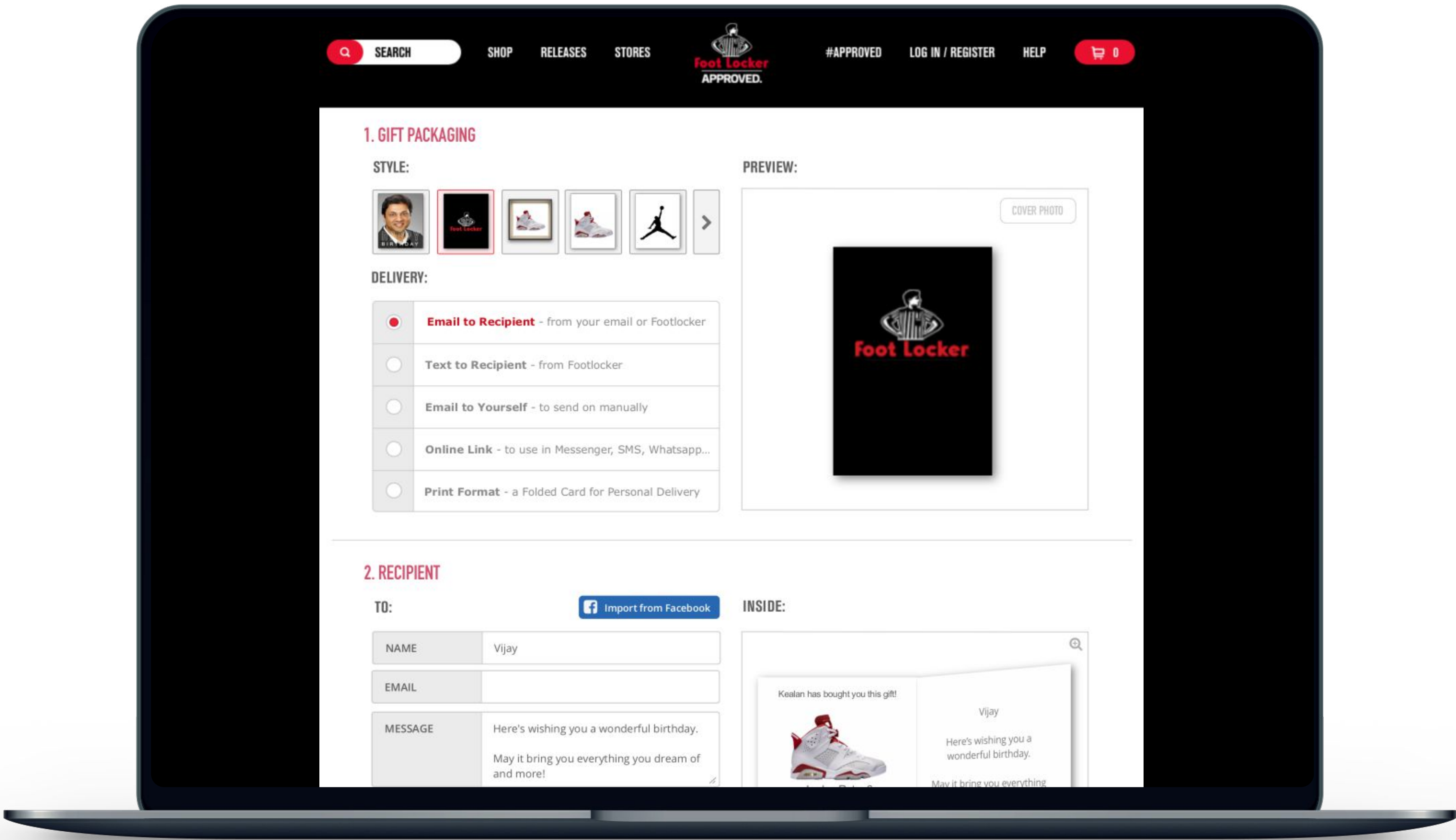
Solution

I designed and prototyped a platform for giving gifts electronically via a link that could be included in a text message or an email. This platform was integrated into the eBay gift card shop, as well as prototyped for clients such as Brown Thomas, Foot Locker, Zalando and Shop Direct.

Process

Through meetings and workshops I defined the core feature sets and isolated the essential elements from the optional. It was then a matter of analysing the core feature flows for both gifter and receiver and iterating on an MVP prototype with clients.

Conclusion

Including a product within a customised electronic gift card is an excellent concept that many retailers want. The average gift card overspend is another 70%, so retailers want more ways to sell them. Customising them for individuals based on actual products is a game changer for the Transactional Fintech market.

Case Study

Telco Ecommerce Platform

Summary

While I was with Isobar as Head of User Experience, the company asked me to create processes and solutions for addressing the needs of eCommerce clients. Working with the National Telco I used research, structure and prototyping to boost conversion rates by over 370% on launch.

Problem

Online purchases can be daunting, especially in technical matters like Mobile Phones, Internet and Landline purchases for businesses. The previous site had far too many usability problems and was cumbersome to compare products.

Solution

Based on extensive eCommerce research, I was able to make specific design recommendations based on market data and expert opinion in the field. I brought in an optimised flow, comparison features and many improved micro interactions to lead to a very successful design.

Process

Our process at Isobar started with discovery workshops to find design approaches that would suit each client need. For this project, the client wanted extensive research into optimisation, usability and conversion, followed by prototyping and visual design and testing.

Conclusion

The client loved the massive conversion rate improvement of 370% on the new site, and as such, their business customers must have loved it as well. They were delighted with the new aesthetic, and the design went on to influence the consumer site as well.
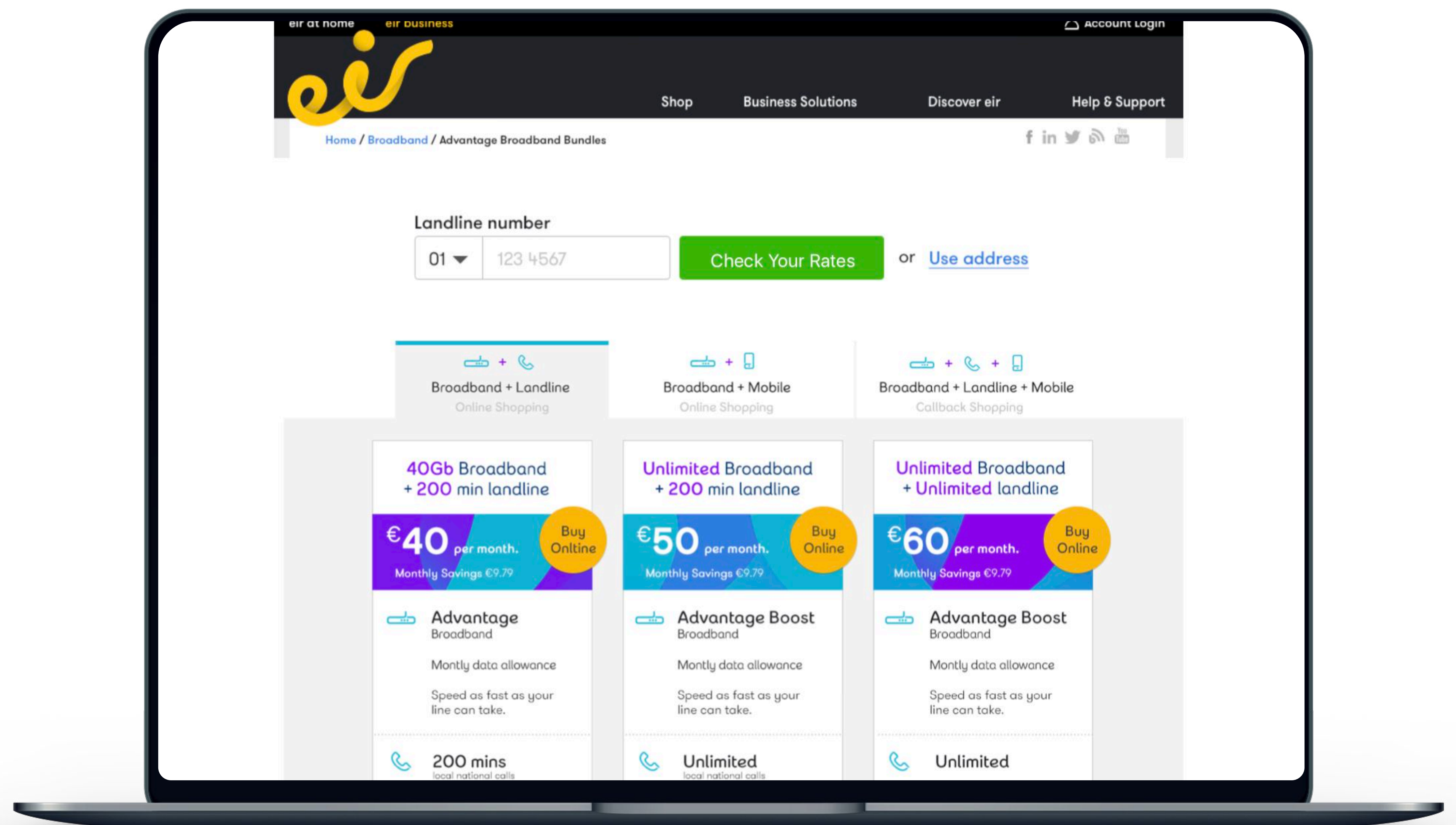
Case Study

Vehicle Touchscreen

Summary

This innovative startup wanted my consultation in creating an in-car dashboard application for controlling emergency vehicles, their cameras and communications. This vehicle dashboard control system was designed to be used in Security, Police, Ambulance and Fire Vehicles for everything from filing medical reports to licence plate identification.

Problem

The market for in-car computers in emergency vehicles is saturated with older technology, often occupying substantial space in the vehicle and requiring full attention to operate. Many modern in-car solutions are focused on consumer applications that are not dedicated to all day working tasks.

Solution

I designed a framework containing prototype screens and interactions that could be used in a variety of emergency vehicle applications. Key to this framework, were large elements with a consistent placement that would allow for muscle memory to develop with intuition to provide more attention to the surrounding environment.

Process

The project began with a workshop to determine requirements and scope. The workshop was followed by extensive research into in-car systems for emergency and other vehicles. The operating system framework was developed for consistency and immediacy, followed by a best practice & heuristic recommendations report.

Conclusion

ISA was very pleased with the design framework and prototype of this in-car system, saying it would put them at a strategic advantage in the European market.
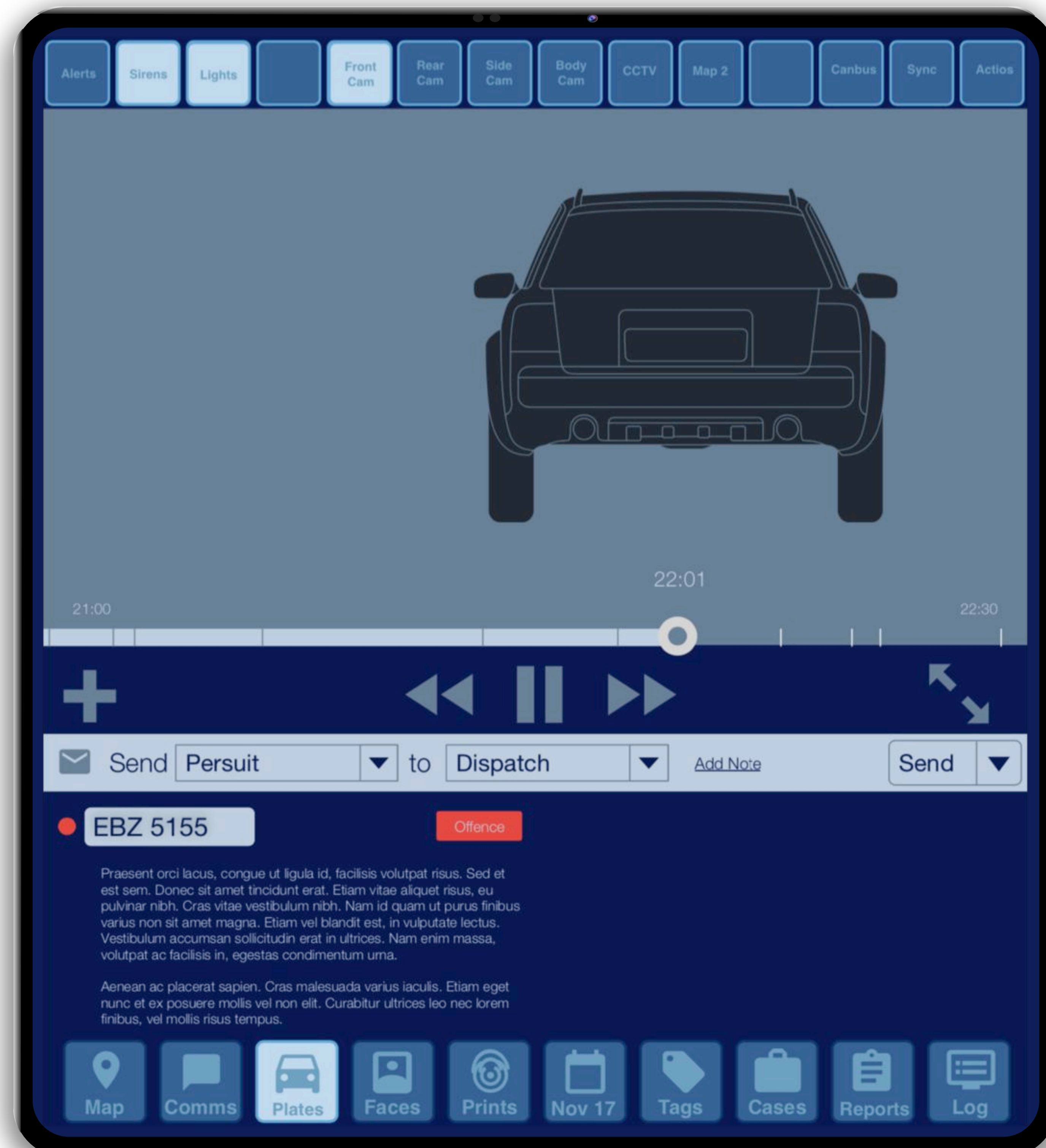
Case Study

Childbirth Health App

Summary

This new startup wanted UX consultation on an app that would help new parents with the health of their new family. The app includes plans for meals and diet, exercise and mindfulness, as well as connecting them to the network of clinics and doctors in India. This app is initially targeting the South Asian market and then the Americas.

Problem

Having a first child is stressful, especially in rural areas in South Asia, where there are limited medical resources or clinics for advice. Parenthood partnered with the Indian health service to help people in avoiding health problems, developing wellness, and preventing infant mortality.

Solution

The client was provided with best of class market research and a set of prototype screens based on a complex information architecture. This app has a lot of functionality, and as such, it was necessary to research and design for diet and exercise, mindfulness and cooking, as well as mapping and health profile data tracking and sharing.

Process

Initially, the client was provided with an extensive amount of best practice app research concerning their proposed functionality. Then I began an evaluation of the product needs through information architecture, detailed prototyping and concept refinement. This process concluded with a set of screen recommendations for their onboard UI team.

Conclusion

This app presents a very rich set of functionality, all tailored to a specific challenge of increasing health awareness surrounding childbirth. All of the various functional areas were tailored into only the minimum features, providing a simple, streamlined and elegant solution for the needs of many new parents.
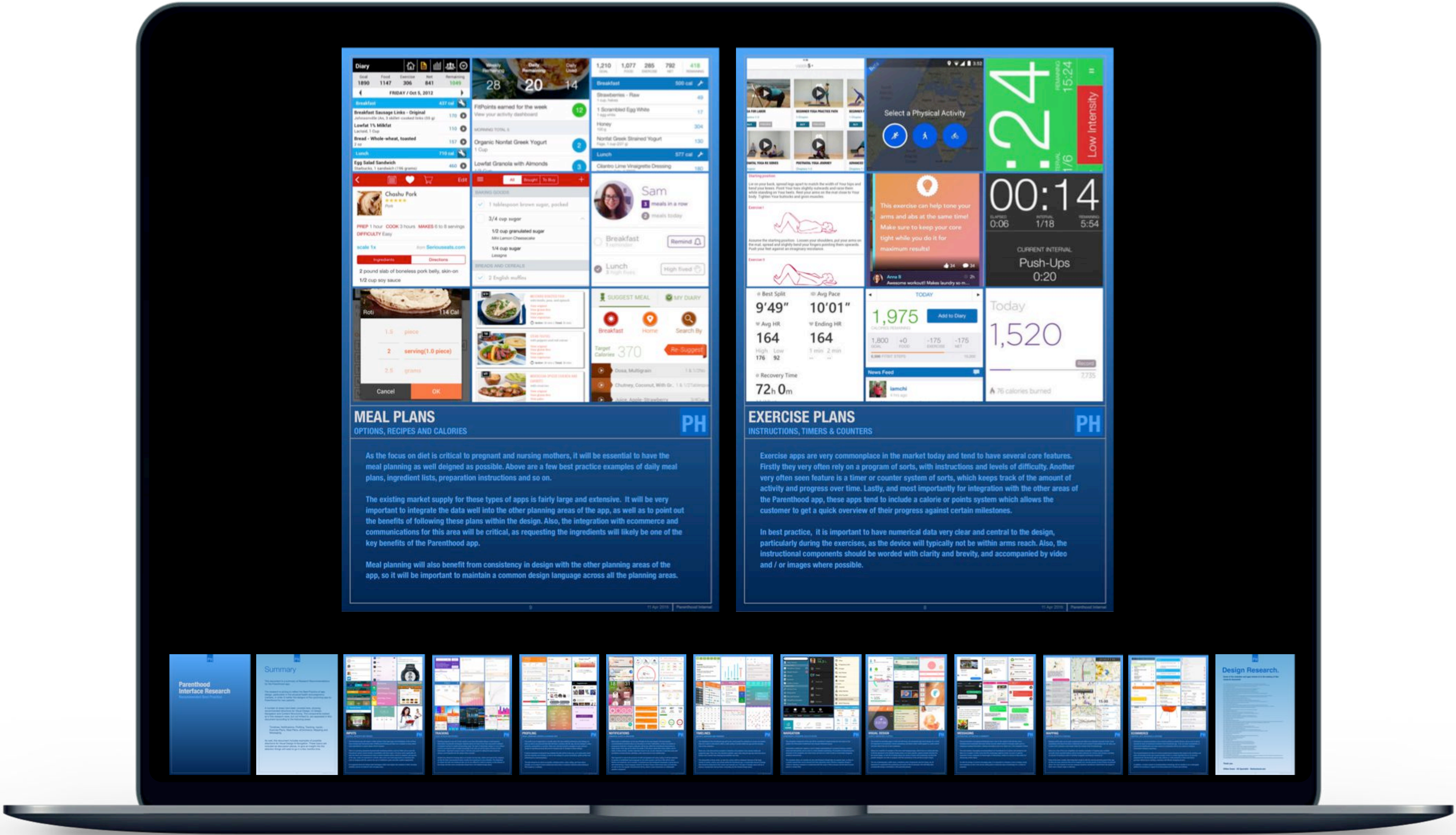
Case Study   Airline Ecommerce

Summary

Aerlingus brought me on board to evaluate and improve the entire eCommerce site which had not had an overhaul in over ten years. This national airline intended to meet or surpass the user experience of the newer low cost airlines in order to maintain market share and increase the value of the customer experience.

Problem

The previous site was designed and developed in stages over the course of 10-14 years and was quite difficult to use compared to the low cost competition sites. The company had a directive for a complete overhaul, to modernise the site and increase revenue.

Solution

A small team of 2-4 people worked with internal stakeholders to redesign the entire platform over a year. Rokkan in New York assisted us with visual design directions while we concerned ourselves with the details of every element of the user experience. I was responsible for everything from Booking to Seat Selection.

Process

I approached the redesign in phases, first looking at the ancillaries and content structure through research, design and information architecture. The team tested many design options to maximise conversion rates and meet technical objectives. Every component was looked at in isolation, then I switched to a holistic view of evaluating the entire system.

Conclusion

The redesign was a massive success, with revenues jumping year on year from 1bn to 2.2bn since the launch. This increase is partially due to new routes and changing markets, but a large portion of the increase is due to our creation of such a successful product, a system that generates 90% of the airline's revenue.

Case Study
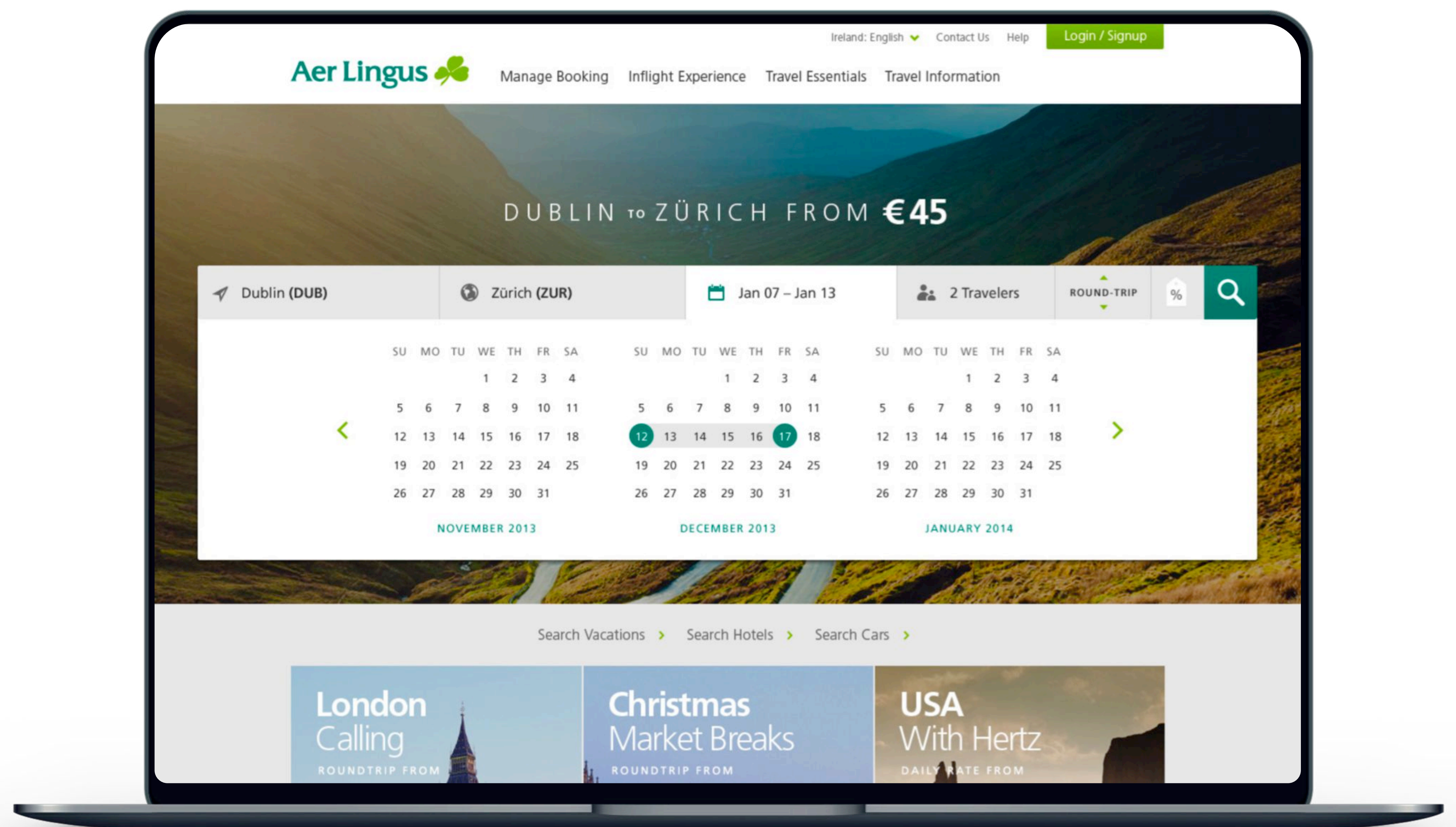
# Spacecraft Planning

Summary

Research & Design for the Collaborative Design System Software for ESA. Daysha Consulting had me consult during their planning and implementation of the OCDT Software. This is used among the many international teams across Europe to estimate and calculate the various design needs of a planning a fully operational spacecraft.

Problem

The existing OCDT software was not being used as it had specific javascript requirements and was not very usable. The scientists at the space agency often have 50,000 line calculation spreadsheets that need to be merged daily with constantly changing data from other scientists calculations.

Solution

We remade the platform entirely, using a new framework linking the software directly to the excel spreadsheets. The new software streamlined many of the functions and made the process of updating data amongst many remote teams feasible. The software became open source so that add-ons and components could be developed across Europe.

Process

After the sprints for planning the central Data Model and UI Framework, I began sprints for research into the working methods of space scientists. This led to structuring the actions, functions and content areas within the system. Following this, I designed the system itself based on the Concurrent Design Facility needs for Planning Spacecraft.

Conclusion

What was provided was detail driven design services for this remote collaboration calculation software. This is now an ongoing open source framework that is enabling the many European Space Agency Centres to design and plan effectively.
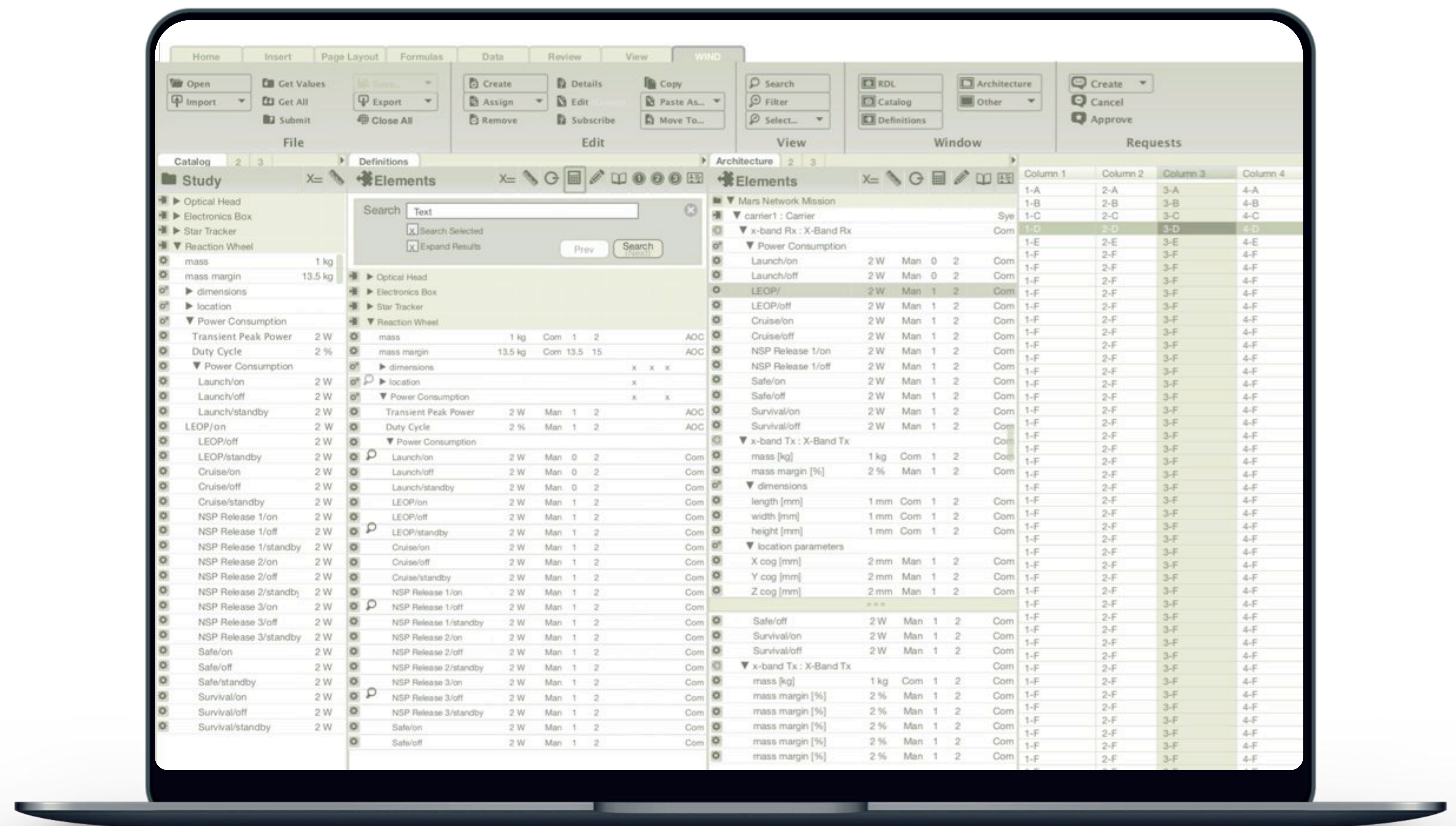
Summary

Ericsson brought me into their research lab to look at data visualisation & gamification of network management applications. This research was delivered to the Ericsson network management executive team. It provided a library of data visualization and gamifcation approaches defined in terms of best practice and usage.

Problem

Existing network management applications are very often tabular or map based, providing very little insight into patterns. Ericsson needed new ways to understand their networks, as not understanding traffic and error patterns can be very expensive and time consuming.

Solution

This research provided many alternatives to existing approaches, exploring the many options in terms of text display, graphical representations, data charting, 3d environments and others. I also provided a secondary library of game design approaches that help with gamification in a large system with many operators.

Process

This was a research role primarily researching information visualisation and interactivity. As well, there were a few UI designs needed for new touchscreen network management applications. The research concluded with these recommendations showcasing best practice patterns for gamification and data visualisation elements.

Conclusion

These presentations are still referenced today as a resource within Ericsson in order to better understand data visualisation. The entire lab team was grateful and pleased to be working on novel approaches for future applications.
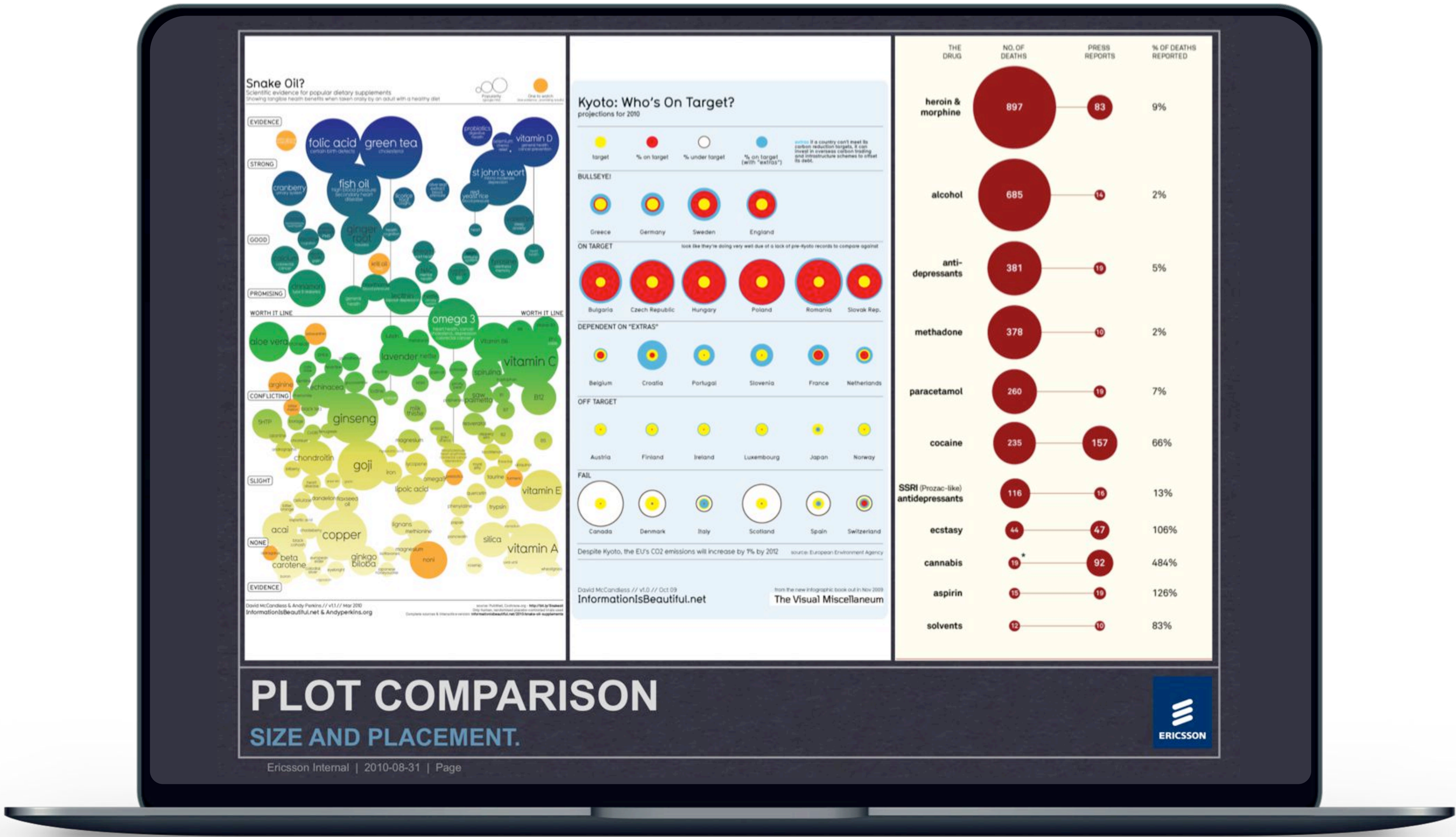
Case Study

Map Platform Research & Design

Summary

Working with Fjord and Nokia, I designed map interaction standards across all their devices and platforms. Nokia needed gesture research to develop their design knowledge in touchscreens and movement gestures. This set of research presentations was aimed at creating a standard for device and map based interactions.

Problem

Nokia had many devices and platforms running the software from the map layer team, but there was a lack of consistency. This was in the early days of smart phones, so some touch screen map interaction standards had to be developed for all teams.
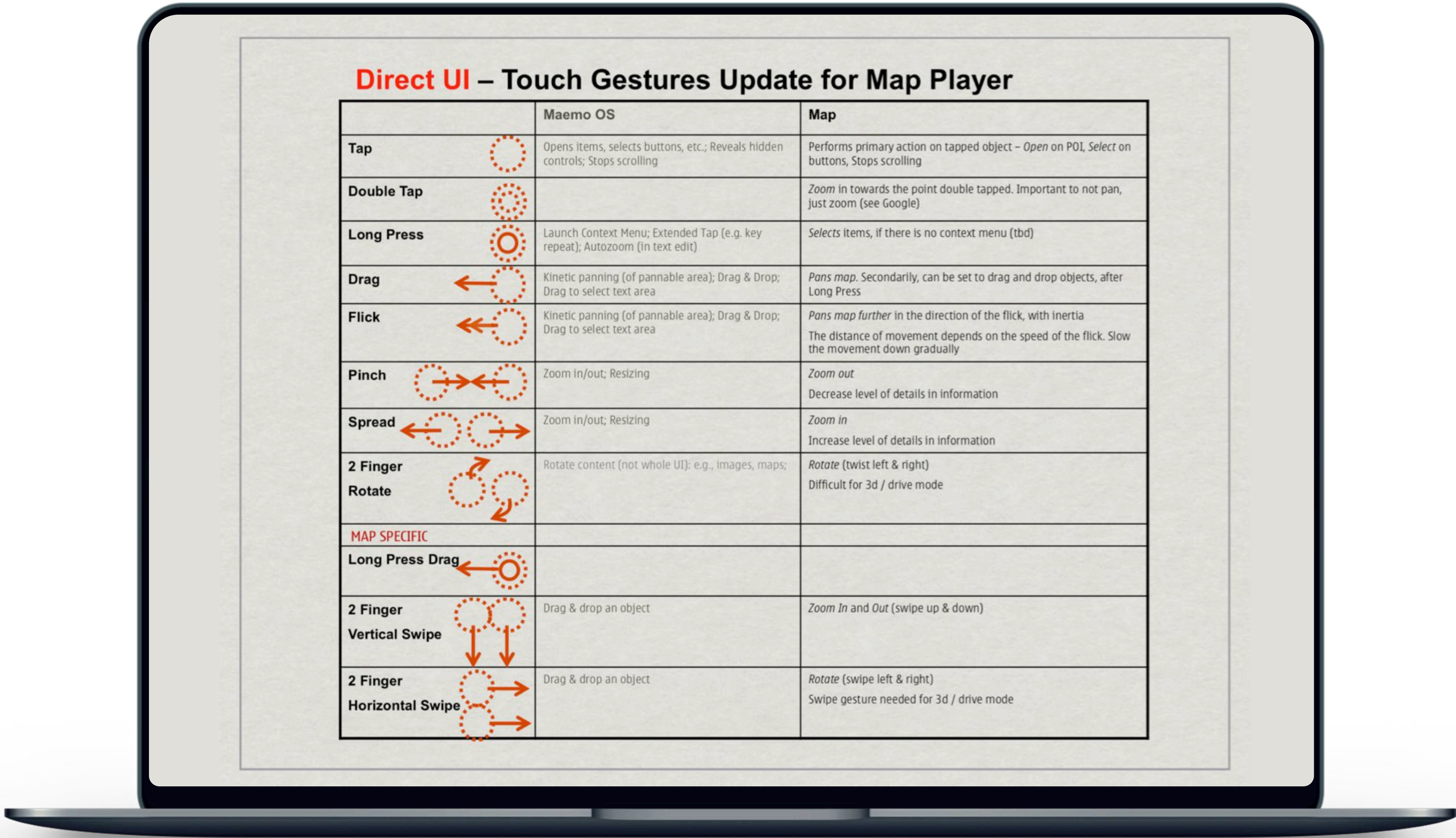
Solution

After significant research into commercial, academic and industrial gesture interaction, I provided a set of recommendations for the design community at Nokia in Berlin. This research was based on standards emerging in the smartphone market as well as integrating new features into our software based on these approaches.

Process

Initially, I researched and provided recommendations for touchscreen gesture interactions. These recommendations led to consulting on the development of a new Nokia wide UX Pattern Library. As well, I spent considerable time prototyping location management, map loading, positioning and selection in Nokia Maps.

Conclusion

The research into gesture based interaction was quite insightful and a pleasure to present on. The teams I worked with were glad that someone was tackling the challenge and providing insights into an area of knowledge that was a high priority in the early days of touchscreens.

Direct UI – Touch Gestures Update for Map Player

		Maemo OS	Map
Tap		Opens items, selects buttons, etc.; Reveals hidden controls; Stops scrolling	Performs primary action on tapped object – *Open* on POI, *Select* on buttons, Stops scrolling
Double Tap			*Zoom* in towards the point double tapped. Important to not pan, just zoom (see Google)
Long Press		Launch Context Menu; Extended Tap (e.g. key repeat); Autozoom (in text edit)	*Selects* items, if there is no context menu (tbd)
Drag		Kinetic panning (of pannable area); Drag & Drop; Drag to select text area	*Pans map.* Secondarily, can be set to drag and drop objects, after Long Press
Flick		Kinetic panning (of pannable area); Drag & Drop; Drag to select text area	*Pans map further* in the direction of the flick, with inertia The distance of movement depends on the speed of the flick. Slow the movement down gradually
Pinch		Zoom in/out; Resizing	*Zoom out* Decrease level of details in information
Spread		Zoom in/out; Resizing	*Zoom in* Increase level of details in information
2 Finger Rotate		Rotate content (not whole UI): e.g., images, maps;	*Rotate* (twist left & right) Difficult for 3d / drive mode
MAP SPECIFIC			
Long Press Drag			
2 Finger Vertical Swipe		Drag & drop an object	*Zoom In* and *Out* (swipe up & down)
2 Finger Horizontal Swipe		Drag & drop an object	*Rotate* (swipe left & right) Swipe gesture needed for 3d / drive mode

Summary

Starbucks needed design consultation for their store management system in North America and Europe. This system is in all stores and connects them to other stores and headquarters, allowing for staff management, product ordering, contract and invoice management, scheduling and access to repositories.

Problem

Before this, Starbucks had a very basic inter-store system, so they primarily relied on email and telephone. The company wanted to change this with a customised sharepoint platform that would allow for management of both in store and company wide needs.
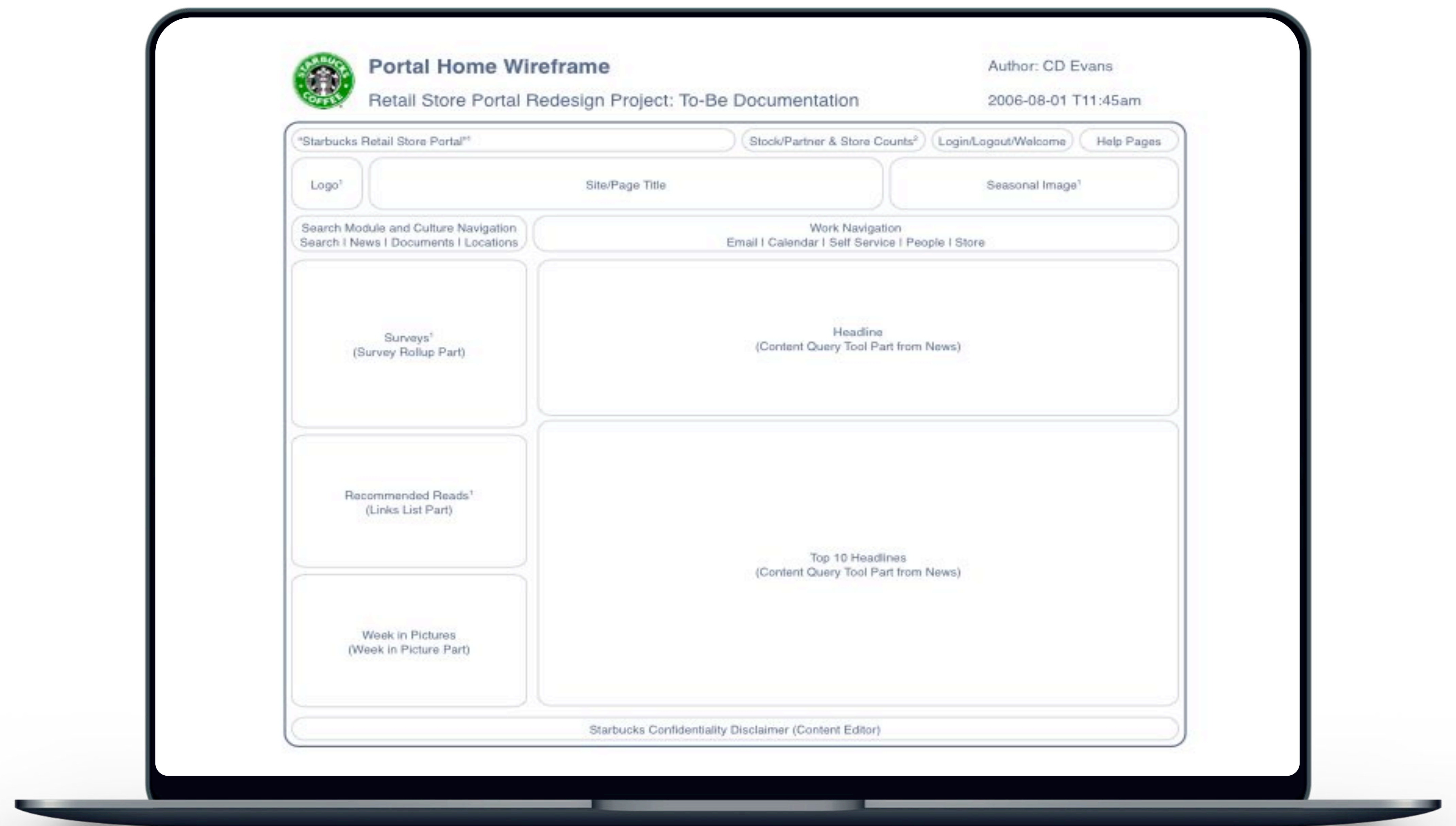
Solution

Working with Cypress Consulting, I was able to provide both research findings and design recommendations in a report and presentation for the internal implementation team. This solution provided the stores with not only very functional operating solutions, but access to the wider Starbucks community and culture.

Process

The process started in analysing the usability of the store management portal prototype that Starbucks technical staff provided. I then provided architectural needs solutions for redesigning this in-store system. Afterwards, I remained on the project, consulting with the implementation team on their redesign process.

Conclusion

The initial set of designs that Starbucks had presented needed a lot of content organisation, but they provided an excellent starting place for determining an appropriate information architecture. The internal stakeholders and technical team were all pleased with the final recommendations and went ahead into implementation.

Portal Home Wireframe
Author: CD Evans
Retail Store Portal Redesign Project: To-Be Documentation
2006-08-01 T11:45am

Case Study

Global Intranet

Summary

Vodafone needed design and development consulting for the Vodafone Global Communications and Document Platform. With Sapient, I worked to develop a prototype for the new Global Vodafone Intranet. The resulting design was awarded a top ranking that year by the Nielsen Norman Group.

Problem

The global intranet for Vodafone was not being used; it was full of functionality that was not a priority for the employees, and over time, it had become a mess of unwanted features. Vodafone wanted a brand new intranet that would connect its newly integrated network of regional offices.

Solution

I presented the design, alongside technical and business consultation work to the Vodafone Global Council, who were happy to see the work progress into development. I solved the company's needs from not only the design standpoint, but we also met the objectives from technical and business perspectives.

Process

We brought Vodafone employees from all global regions to Sapient's offices in Dusseldorf for requirements gathering and design workshops for the redesign. The resulting design is from several UX workshops, concept designs, prototyping and refinement over a period of 4-6 months. I later presented the project at the IA Summit, and many people appreciated my use of conceptual frameworks in this project.

Conclusion

As the work was recognised as a top internet of the year by NNG, it was obviously a success. The Global Council presentation went very well, and all the stakeholders were pleased with their specific needs and requirements being achieved.
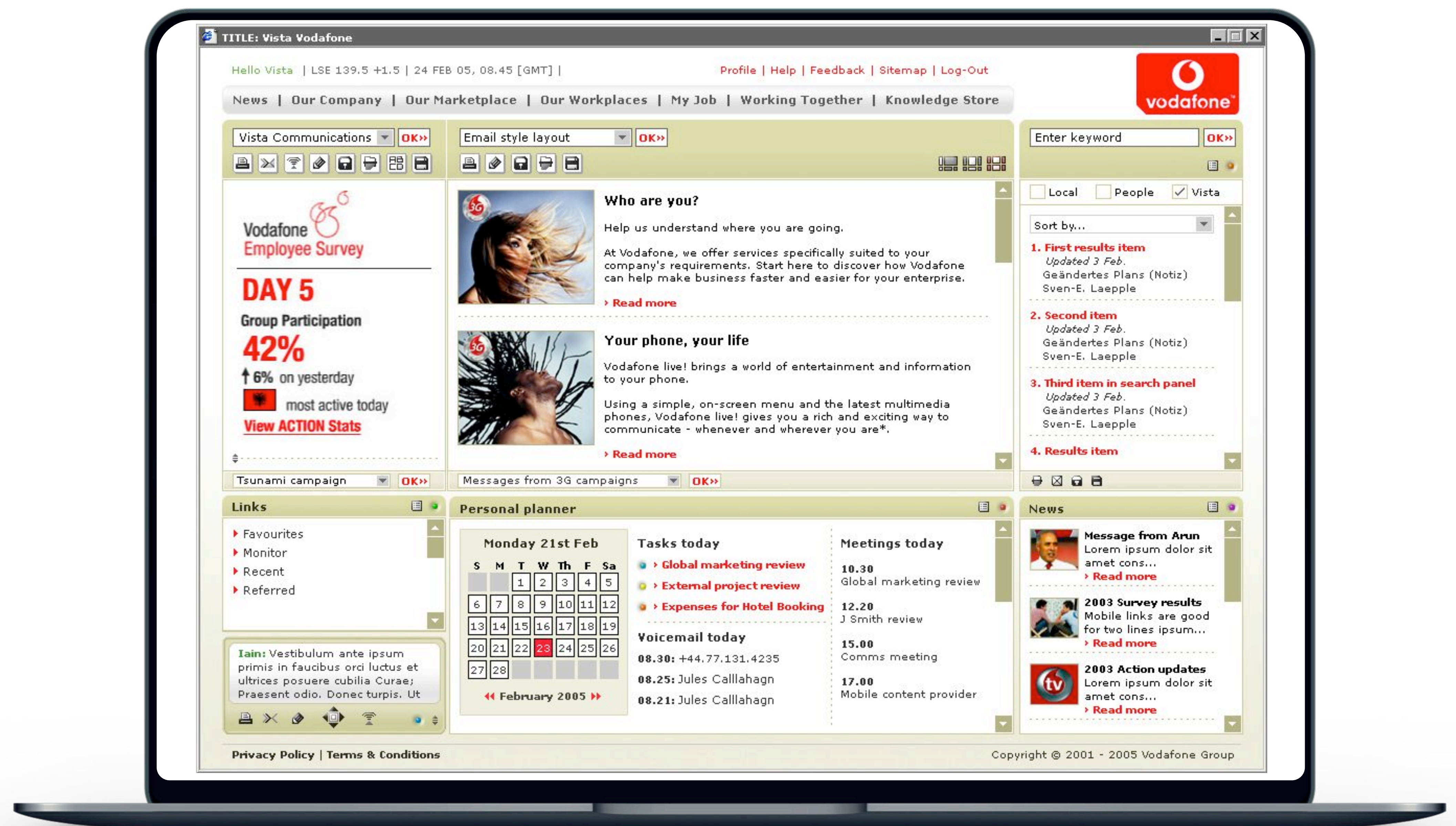
Summary

I was asked by Instrata in Cambridge to consult on the Gametrac handheld gaming unit, to design the operating system and navigation for the innovative device. This portable unit was designed for children and teens and featured text messaging, camera and photos, audio and video media playback and a gps locator.

Problem

At the time, mobile gaming was primarily offline. This device was created to compete with the N-Gage device by using advanced hardware with SD games. The plan was to surpass Nokia by using newly popular mobile phone features like messaging, camera and video, and networked gaming.

Solution

The design solution consisted of a UI framework based on a consistent information architecture for the operating system. This operating system was designed to facilitate easy switching of apps and convenient methods of communicating while gaming or taking a photo. At the time, this product was quite revolutionary.

Process

Initially, I worked with Instrata doing user tests and developing personas to develop a solid UI framework based on process flows. This was followed by paper prototyping, where I developed an initial User Interface and the Information Architecture for the operating system. Also, I invented a suitable model for Text Entry via a Joypad.

Conclusion

The device was a breakthrough in both mobile technology and portable gaming. The operating system I designed kept in line with Apple guidelines while keeping a priority focus on hardware based navigation.

LexisNexis

2003

Case Study

Legal & Research Platform

Summary

LexisNexis brought me on board for the design of their first Global Legal and News & Business Products. The design of these huge systems allows users to browse and search through vast amounts of legal or research data and organise their findings. These are the most used systems by Legal and News researchers around the world.

Problem

The company wanted to enter the world of digital systems but was firmly planted in the world of paper. They intended to leverage their position as a global source for data and to put that data on the web, based on a subscription model. They needed a core team of experts to build it.
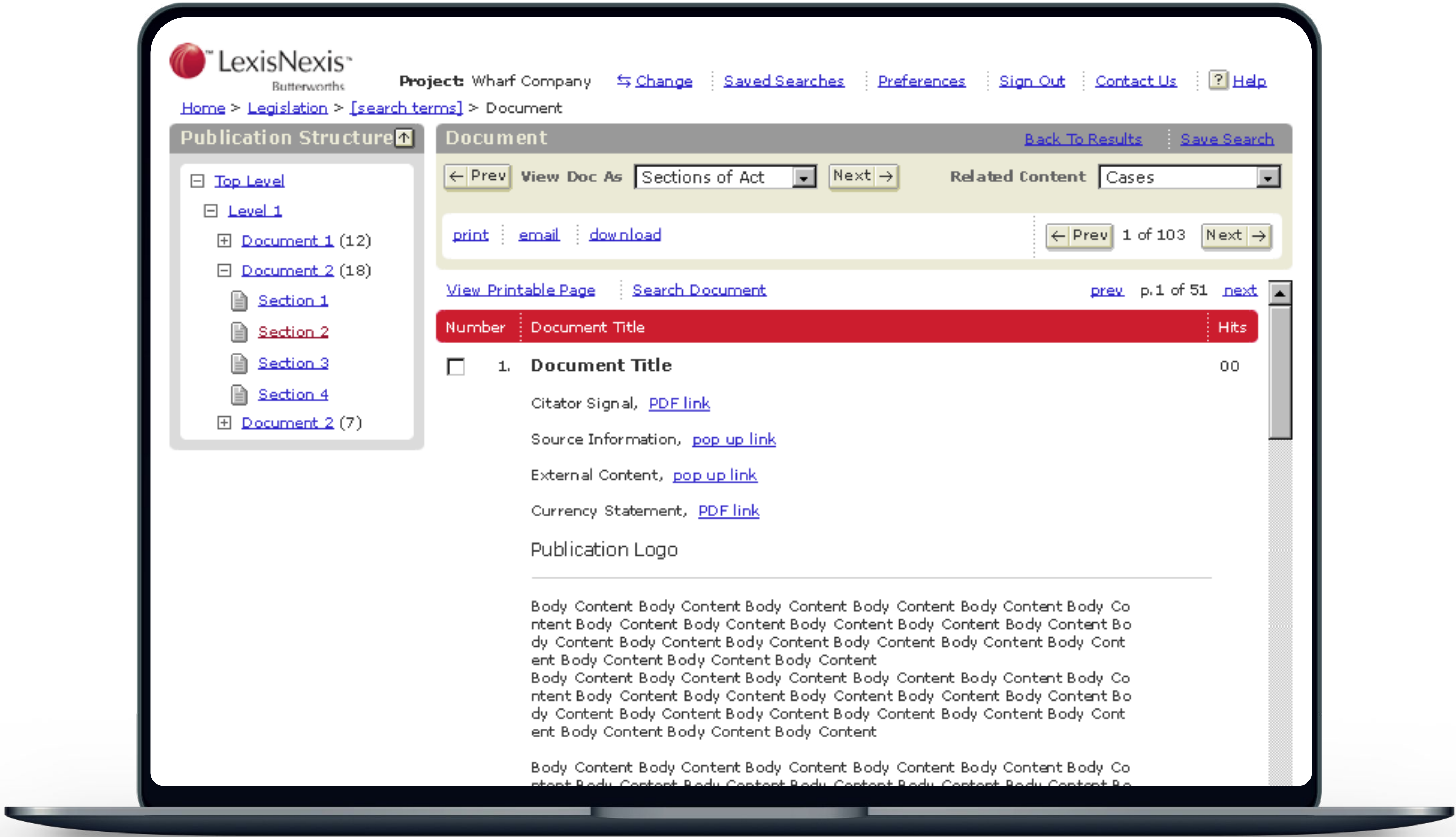
Solution

Our small design team worked through countless iterations, tests, concepts and requirements to create the first version of the now ubiquitous LexisNexis system. It is used globally by professionals in Law, News and Business as well as many government departments as a defacto standard in global business and legal research.

Process

I began with heuristic evaluations of the Legal and News & Business prototype interfaces. Then, after determining a good framework, I focused on the information architecture and UI specifications. Then we proceeded to define the local product adaptations per country and custom user interfaces where needed.

Conclusion

This vastly successful product is now a gold standard in the world of Law and Business. Our small team was able to define the beginnings of a global system that is still in use almost 20 years later.

Portfolio

Clifton Evans