eganjones

User Experience & Interactive Design portfolio

Sept 2021

Egan Jones - Design & Direction

About Me

- Outgoing, **positive**, empathetic, and fun
- Like a good poker game, I enjoy getting into people's heads, and understand them by asking probing questions, and interpreting subtle reactions and responses
- An **Austin native**, I love people-watching, traveling, playing soccer, snowboarding, biking, canoeing / kayaking / rafting, and particularly **fly fishing**

Process & Philosophy

- **Holistic**, strategic, flexible, and fun
- **Punk-rock Buddhism** would be a good characterization of my **design philosophy** – creatively challenging the status quo, and advocating for **happier people everywhere**
- I relish the **skunkworks** R&D-type projects, and the challenge of "hasn't been done before" with an infectious positive attitude

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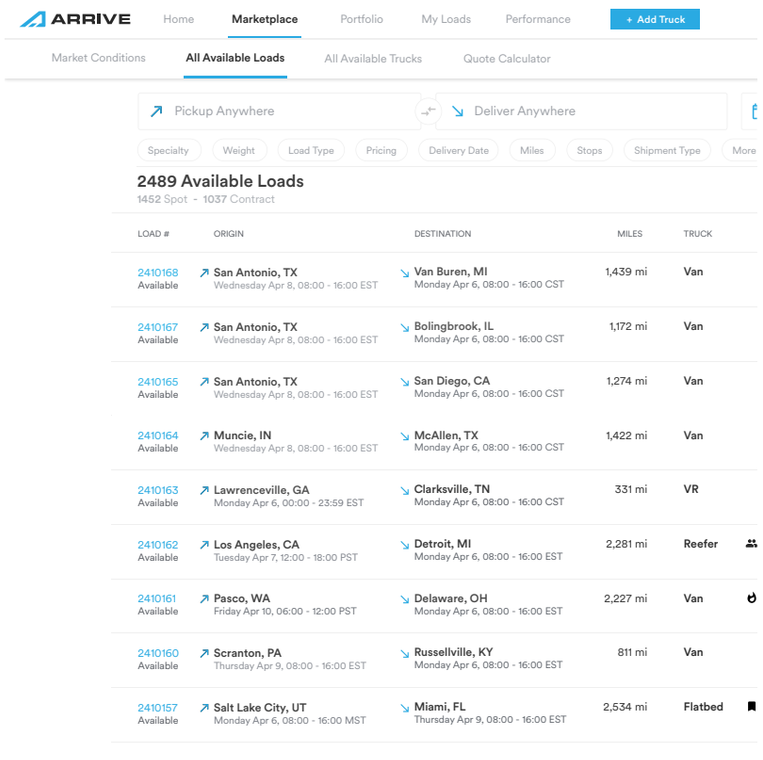
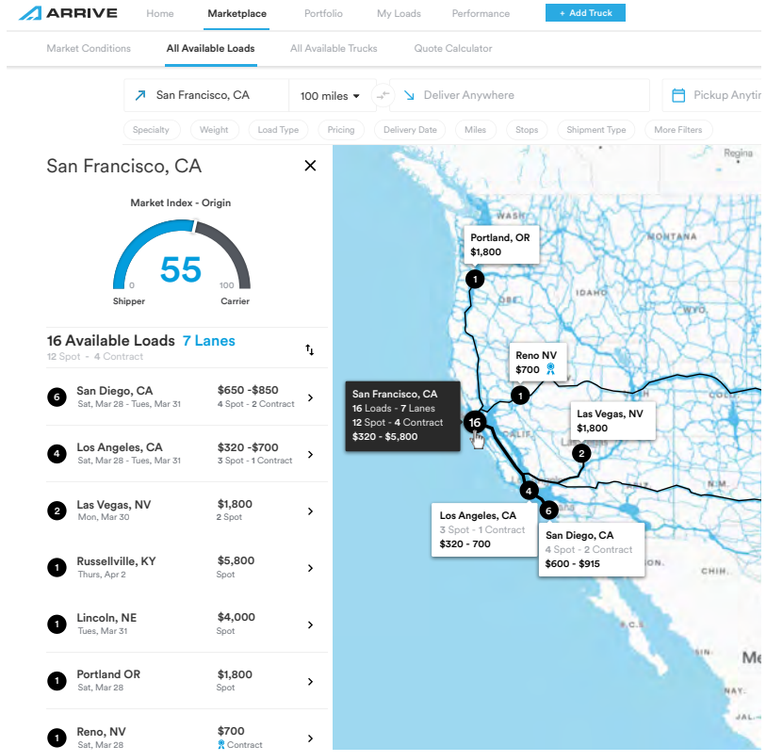
ARRIVE - Sneak Peek

2019-2022

NextGen Vision

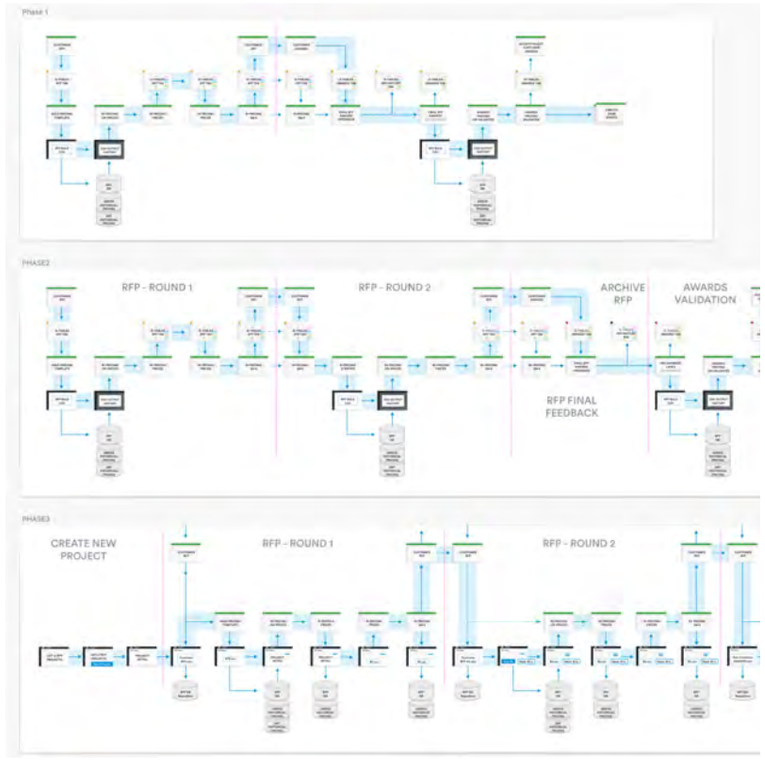
- **LFGUI Design Language System**, inspired by Material Design, AirBnB, and Google Flights, with dashes of Disney magic
- **LFGet out of spreadsheet hell**, and **into bespoke management systems**, with contextual workflows, managing by exception, timely notifications, and keyboard shortcuts, so **every user is a power user**

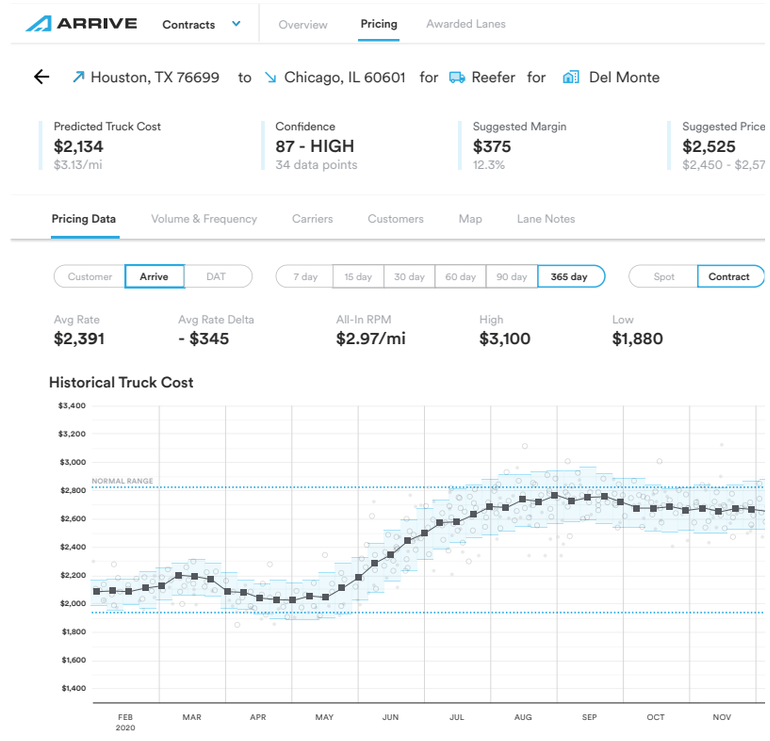




Flowing Solutions

- **Researching** in-house users, devising phased **release strategies**, **aligning stakeholders**, drawing data **workflows**, **vision comps**, and **production mockups**
- Working across teams to connect silos, but **Responsible for Contracts**, supporting **five analysts** that **bring in over 30% of entire company revenue**, at the fastest growing Transportation Logistics company, **ever**





TRELAR Logistics - Introduction

2019

Background

- **Construction transportation** logistics for aggregates (i.e. sand, gravel, rock)
- Backed by largest aggregate & concrete company in the world - Heidelberg Cement
- **Individual Contributor**, leading an information architect, dev team (local and global), PM's, and others through design process & exercises

Challenges

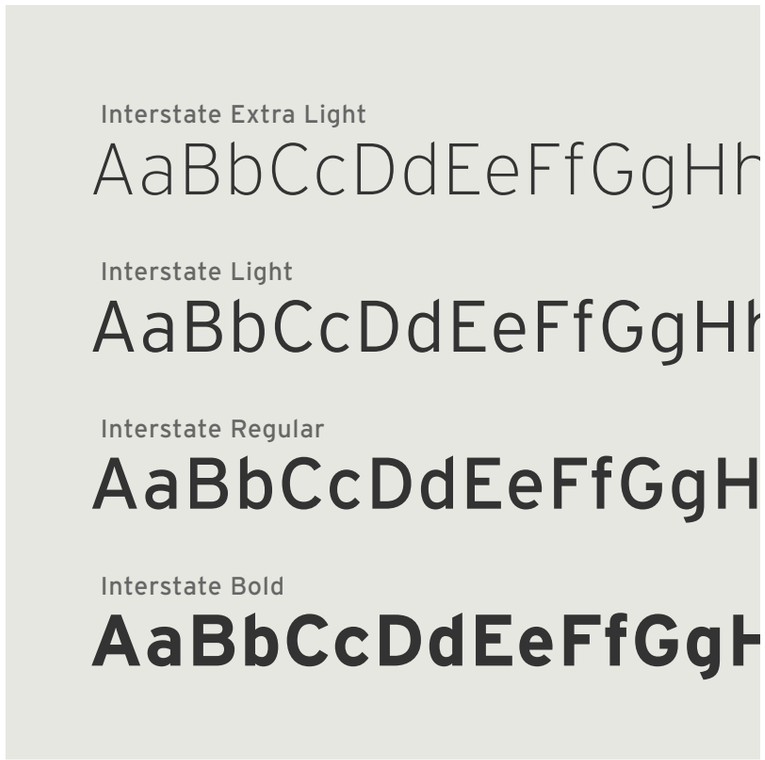
- Shortage of drivers, older (50+), low-tech, language barriers, poor communication
- Buddy networks, Text messages. Excel spreadsheets, Post it notes, Skin of Teeth
- Complex dynamic ecosystem of players
- Hyperlocal, with supply-demand dynamics and delivery models varying from market to market

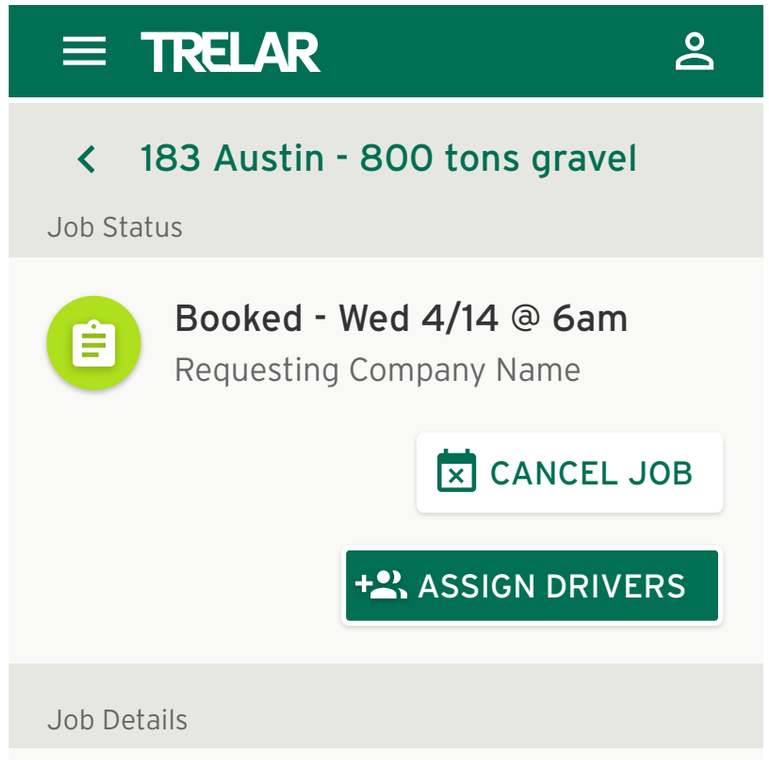
Process

- Lean UX, agile, emphasis on MVP under two month deadline
- Visual Identity, Logo, Styleguide
- Course Correction: Trucks to Jobs
- User Interviews & Personas
- Task Flows
- Job Mockups

TRELAR Logistics - Branding

2019





Logo

- **Angular & Bold** feel, like crushed rock; Geometric & Grotesque, but modern & fresh
- **Horseferry** font, designed by Neville Brody, commissioned by BBC Channel 4, descended from UK highway signage
- **Tractor + Trailer elements**
  Lengthened arms on “T”, added angluar tails to base arm of “E” and “L”, reduced tracking and kerning to create unified shape

Typography

- **Interstate** adapted from Highway Gothic, for all UI, body, and marketing collateral
- Lends sense of **familiarity** and **trust**
- Used by Dell, Southwest Airlines, Citi Bank
- Compliments Horseferry used in logotype

Style

- **U.S. traffic signage theme** updated for interaction
- Green primary - MS Excel, Google Sheets, Fidelity, VRBO, Waste Management, FinTech
- Material Design Language, with almost 70% of user base on Android
- Executed all the above and delivered initial draft of CSS style sheet in first three days

TRELAR Logistics - Quick Strategic Course Correction

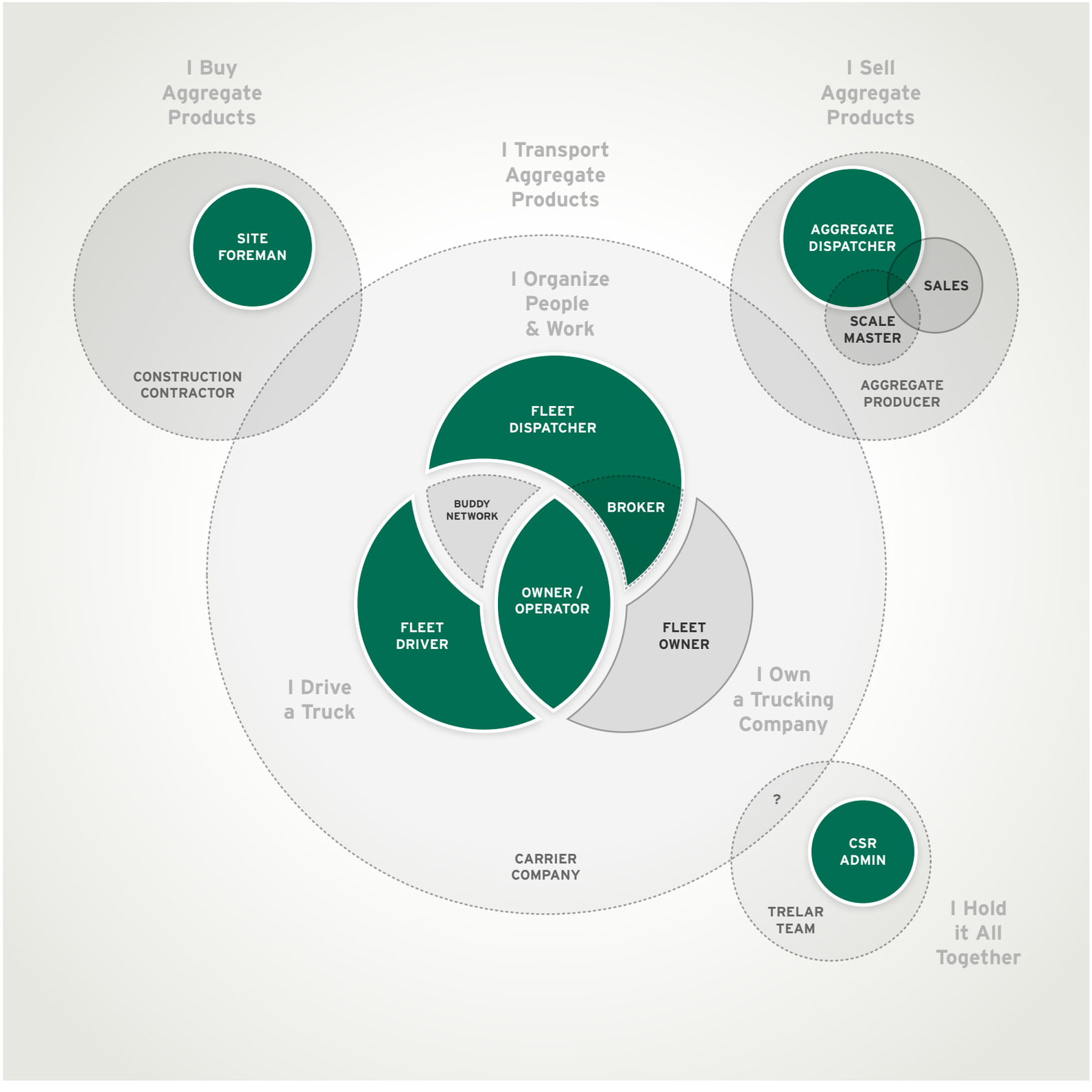
2019

Jobs, Jobs, Jobs

- A **Truck Search** Dashboard **was the focus for MVP** on my second day of work
- Quickly, I convinced the team **JOBS** needed to be the app's **unit of work**, that progress through various states (bid, staffed, in progress, delivered, paid, etc.), and pass through various hands
- Introducing jobs as the nexus, **tied all the actors, processes, and features together**, and lit them in the proper context
- A **Job Dashboard** became the focus, where status, location, and progress metrics could be elevated

TRELAR Logistics - Persona Ecosystem

2019



A Complex Web of Actors

- **Aggregate Producers** are responsible for delivery of their products in many local markets, but their **Dispatchers** have difficulty scheduling and tracking drivers
- A variety of **Carrier companies** are utilized to deliver aggregates – 94% are smaller independant **Owner/Operators.** Larger companies have their own fleet of trucks, employing **Carrier Dispatchers** to schedule and organize their fleet. Lastly, **Brokers** are typically middle-men, and will be the most disrupted by TRELAR.
- **Construction Contractors** were not initially considered as part of the ecosystem – many even argued against their inclusion. Later, once the team finally started talking with and listening to users, they understood the value of including a tracking portal for contractors.
- Let's not forget the trusted TRELAR **Customer Service Representatives** that hold everything together

TRELAR Logistics - User Intervews

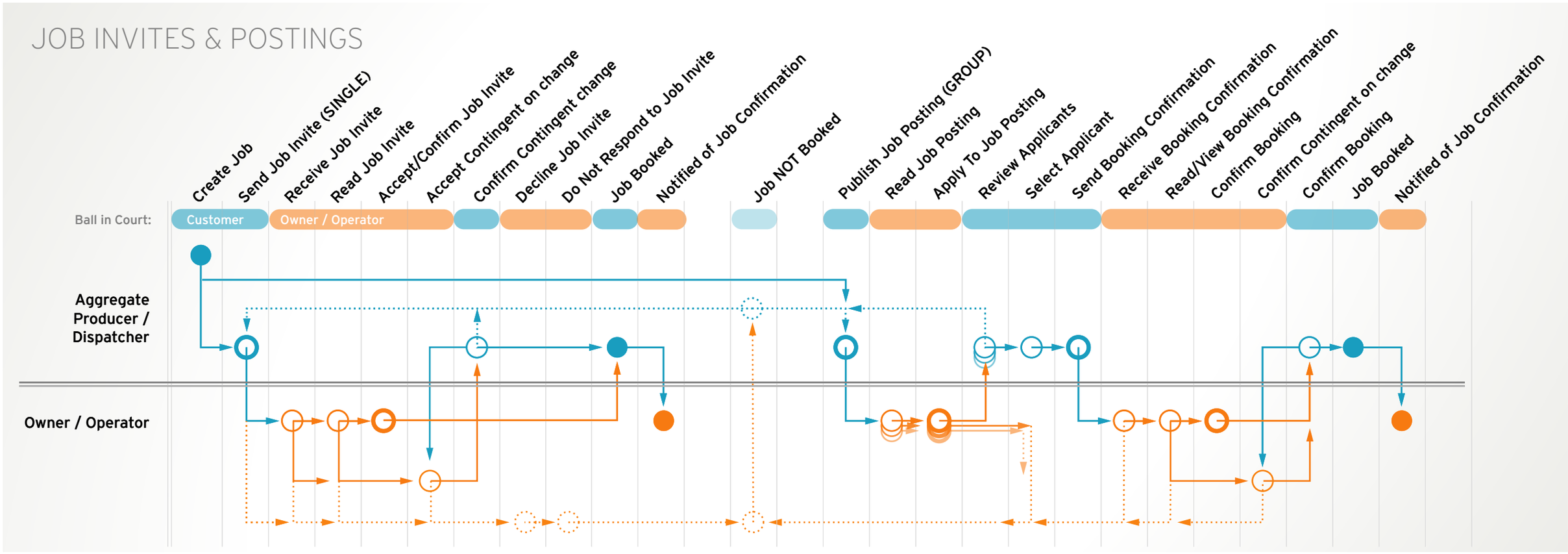
2019

Biggest Pain Points

- In markets where **Aggregate Producers** are responsible for delivery of their products, **finding and keeping reliable Carriers is a constant battle**
- Despite frequent absenteeism and tardiness, **Drivers are in short supply**, and therefore are **rarely held accountable** for misdeeds today, since they will always be needed again tomorrow
- There are **no other options available** in the **small local markets**

TRELAR Logistics - Job Task Flows

2019



Registration & Onboarding

- Registering and onboarding **Drivers** requires them to download the mobile app, so that their loads can be tracked via GPS
- **Contractors** can register via web app or mobile app
- **Aggregate Producers** are currently manually onboarded, due to the amount of data customization required

Job Invites & Postings (above)

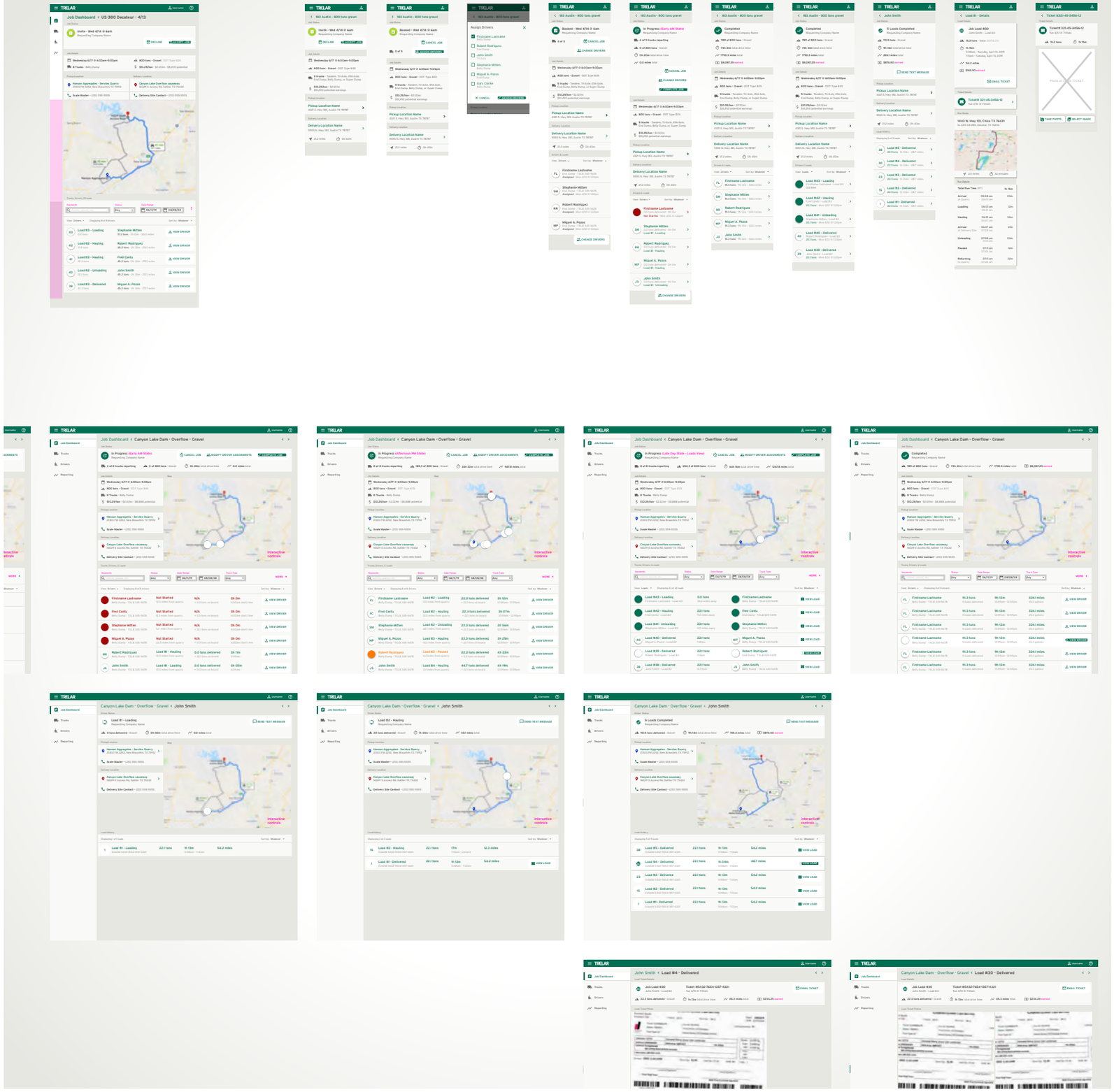
- Utilizing existing relationships, **Job Invites** are sent out and filled, (aka “booked”), in a first-come-first-served fashion
- **Job Posting** are sent to a **Marketplace**, a la craigslist, where Carriers can apply for jobs

Scheduling & Delivery

- **Scheduling and Assigning Drivers** to jobs is needed by both **Dispatchers** and **Owner/Operators**, so they can assign work to others in their professional networks
- **Delivery** is where the rubber hits the road, and where the transparency of GPS tracking works its magic, with layers of value for everyone involved

TRELAR Logistics - Mockups

2019



Whiskey for my Horses

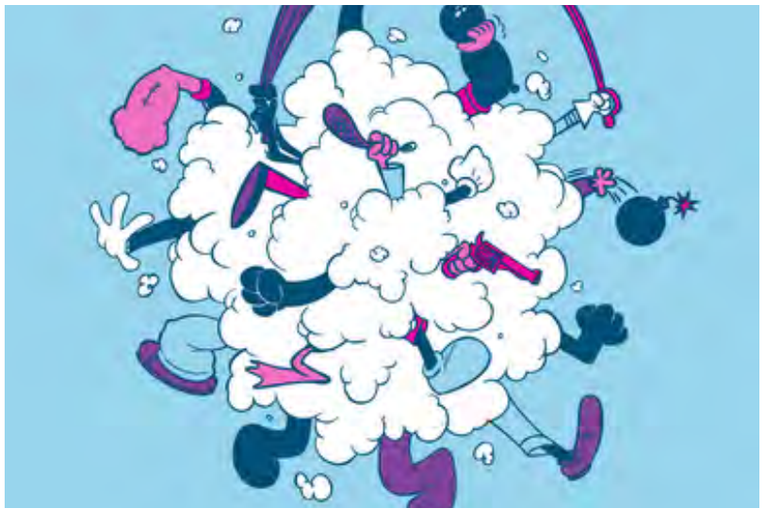
- Native **Mobile First**
- **Driver & Carrier** personas First
- Numerous jobs states and statuses drawn, as they progress and change hands
- **Tools for sparking discussions** on strategies, architecture, features, flows, interactions, scope, phasing, and phrasing
- Ultimately **creating alignment** and **consensus** among team members and stakeholders
- Document design patterns and interactions in JIRA tickets for handoff to developers

IBM / StoredIQ - Introduction

2012-2015

StoredIQ
an IBM® Company

"Data about your data"



Background

- "Data Discovery and Data Management in Place, at Scale"
- Structured and Unstructured Data, in repositories, and out in the wild
- Primary Markets: **Legal eDiscovery, Records Management, and Governance**
- **UX/UI Designer** - Started Dec 2011
  Acquired by IBM - Feb 2013

Challenges

- Simplifying, **managing**, and **understanding petabytes of data**
- Long processing times for users hinders iterative exploration and verification
- Reduce administrative headache while updating and migrating older functionality to new platform

Process

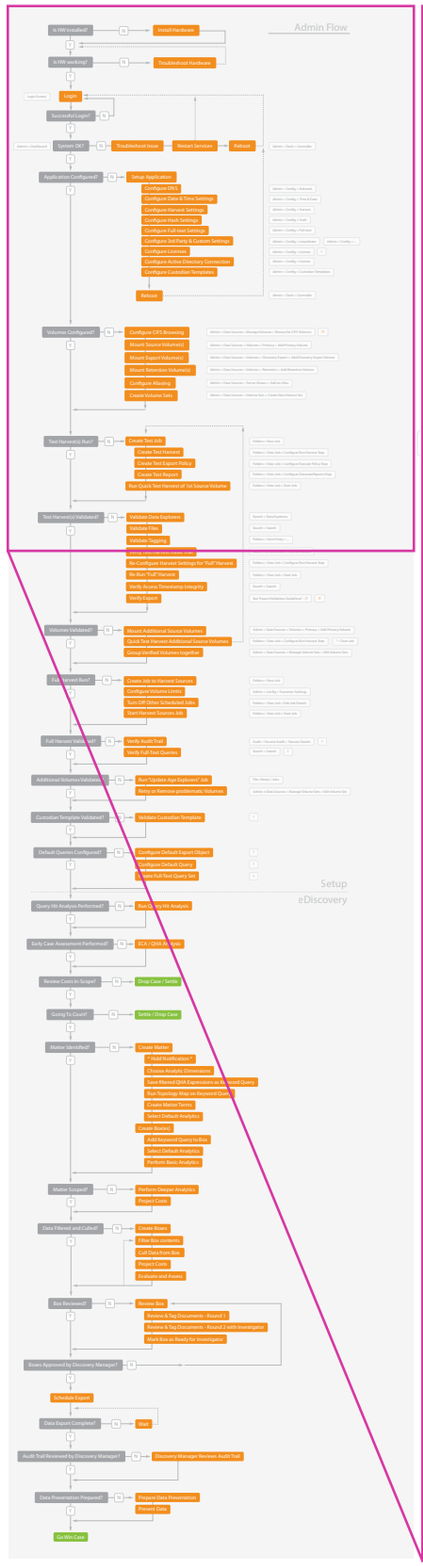
- **Agile** and **Lean UX**, with an emphasis on **Minimum Viable Product**, since we were under a 6 month timeline
- Close cross-discipline communication and collaboration is key
- Iterate rapidly on ideas to drive discussions, inform decisions, and build consensus
- Keeping the UI simple, with standard web ui components to quickly build and QA, which translated as faster to market

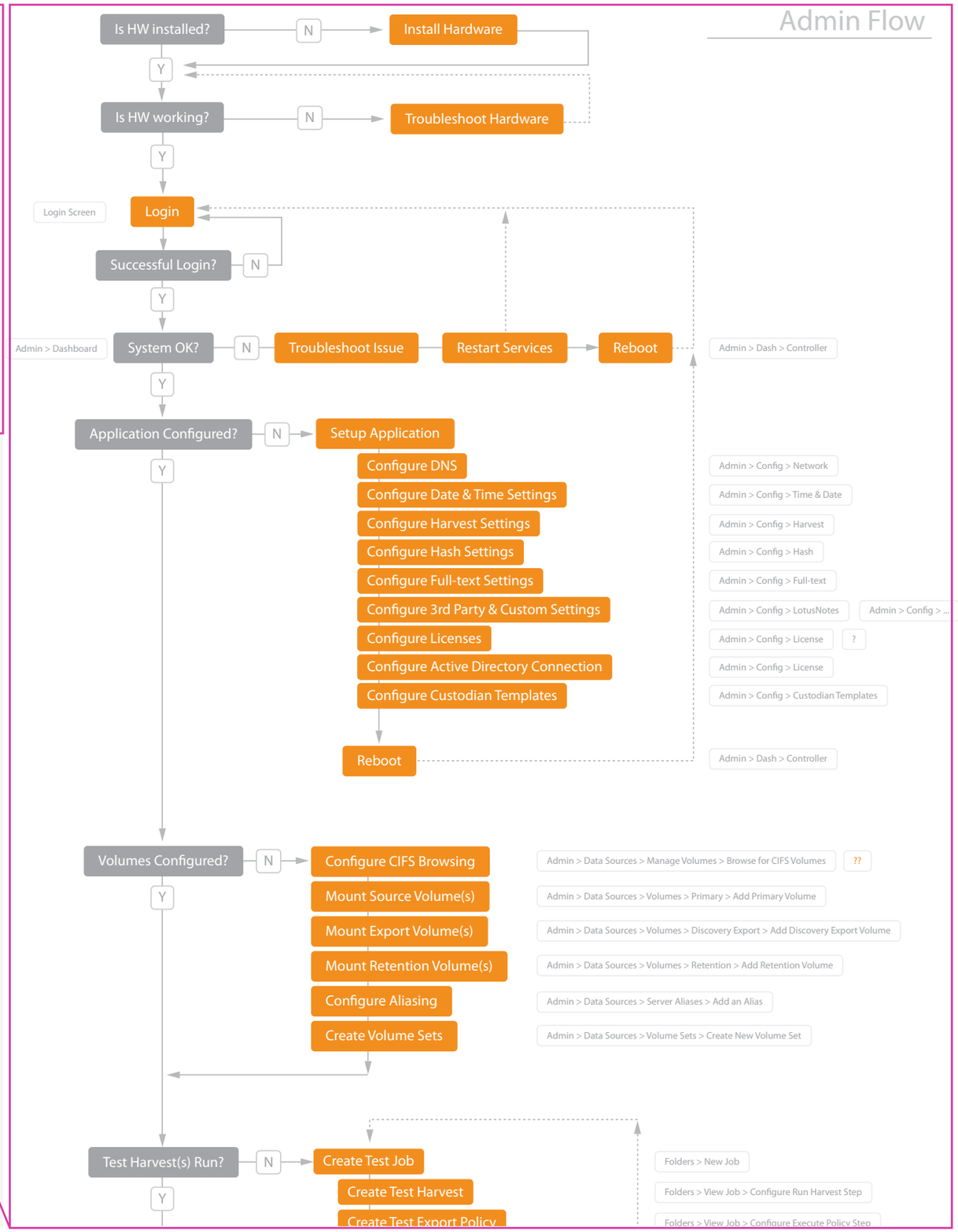
IBM / StoredIQ - AdminIQ Journey

2012-2015

Admin Task Flow - Legal Use Case

- Our admin persona, critical to StoredIQ's success, is inspired by our Sales Engineers' in-depth knowledge of client needs
- This diagram outlines the process flow for an administrator installing and configuring the old application, mapping tasks (gray) and subtasks (orange) to individual screens (gray outline)
- **Used this process to inform strategy to begin removing pain** from the lengthy and repetitive processes
- I owned the user experience for IBM StoredIQ Administrator, formerly AdminIQ
- Please, zoom in for more detail



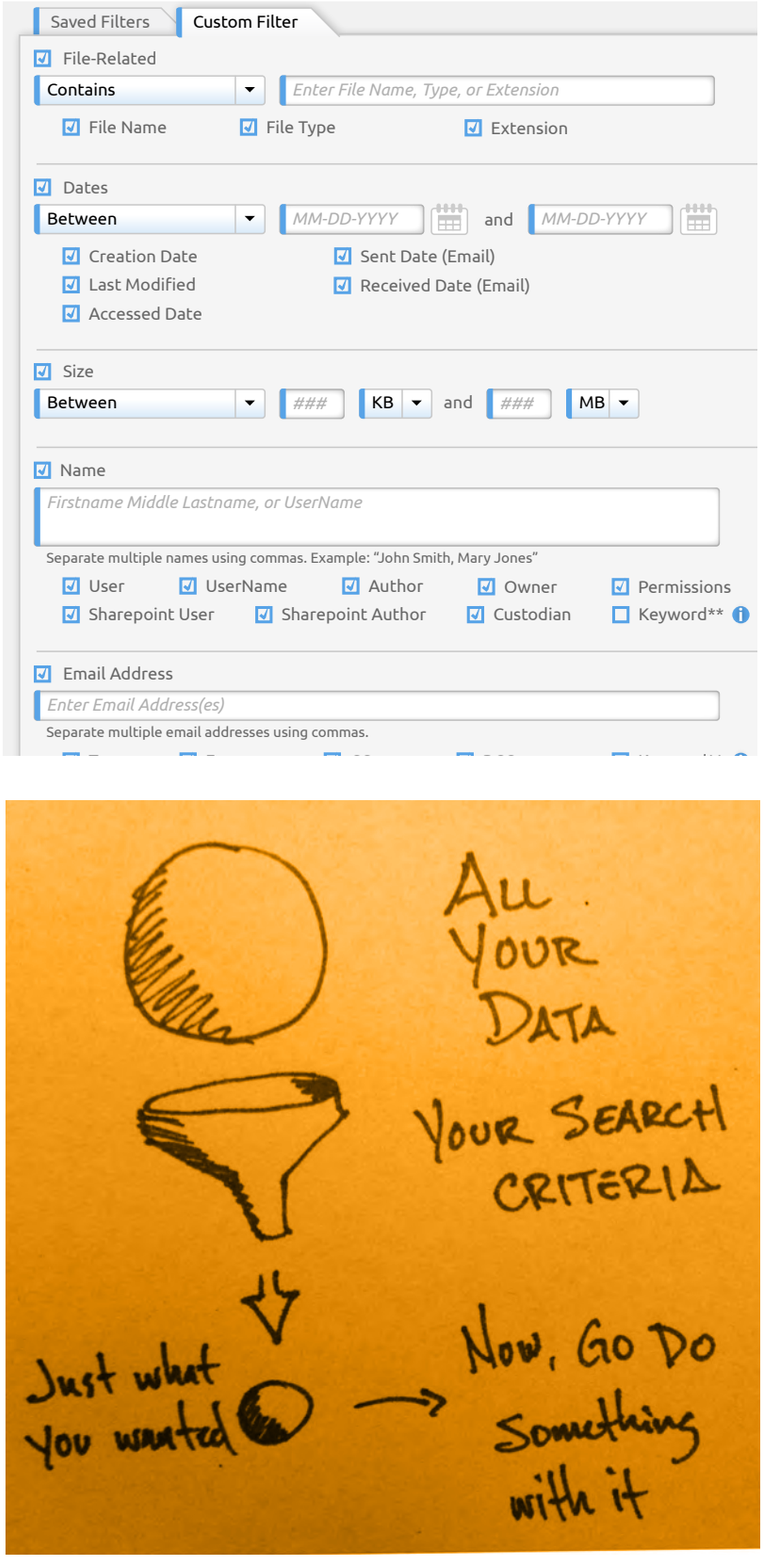


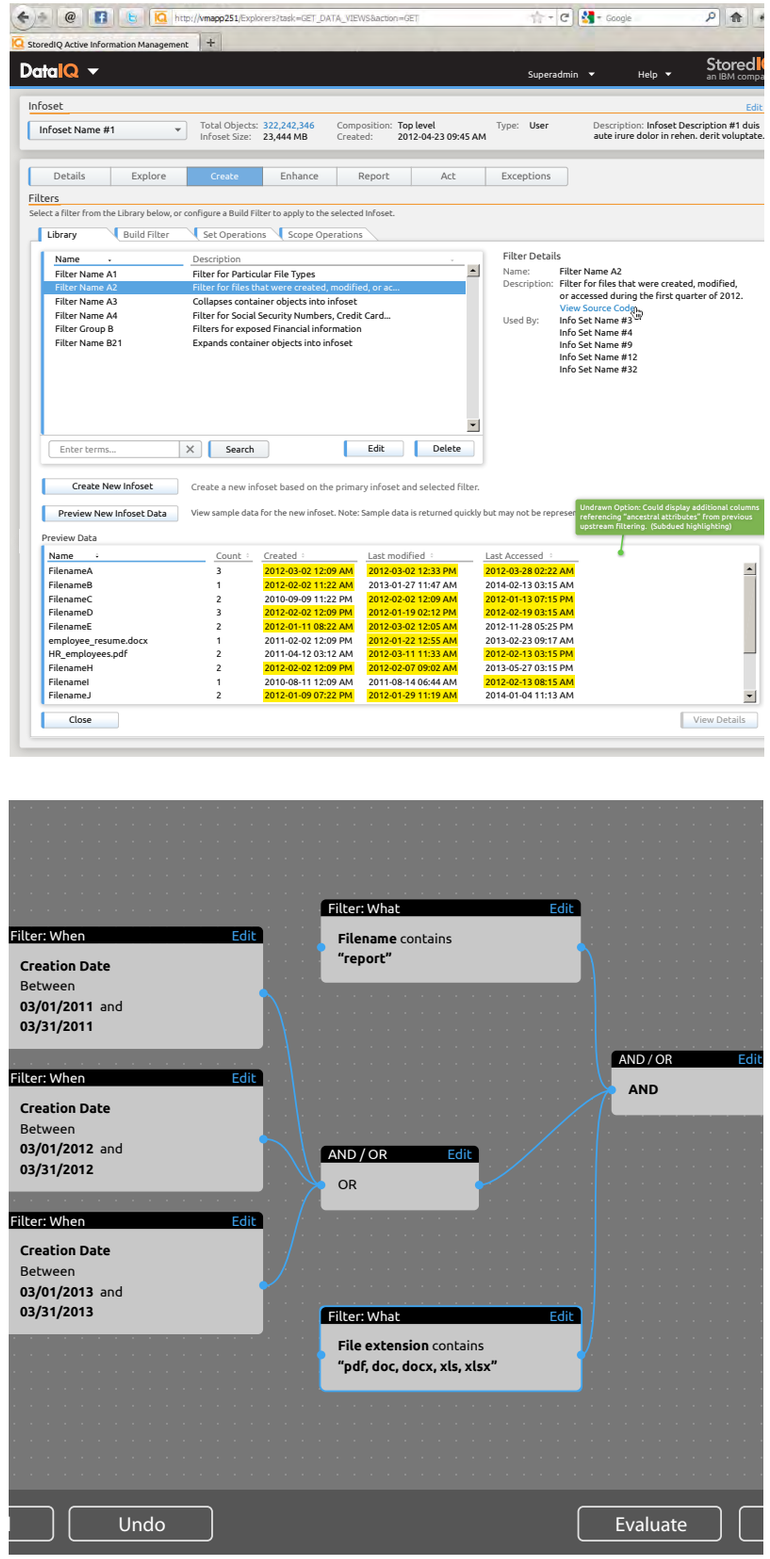
IBM / StoredIQ - Search Journey - Mental Model

2012-2015

Need

- Several personas drove our explorations, including a **CIO**, a legal / **Paralegal User**, a **Records Manager**, and an **IT Admin**
- Balance a beginner-friendly experience and technical constraints, with a KISS UI in order to meet aggressive timeline (No complex AND/OR use cases)





Mental Model

Infosets

- Just bundles of data objects (files)
- A wrapper for data
- Infoset -> Filter -> New Infoset

Filters

- Queries, Faceted Searches

Actions

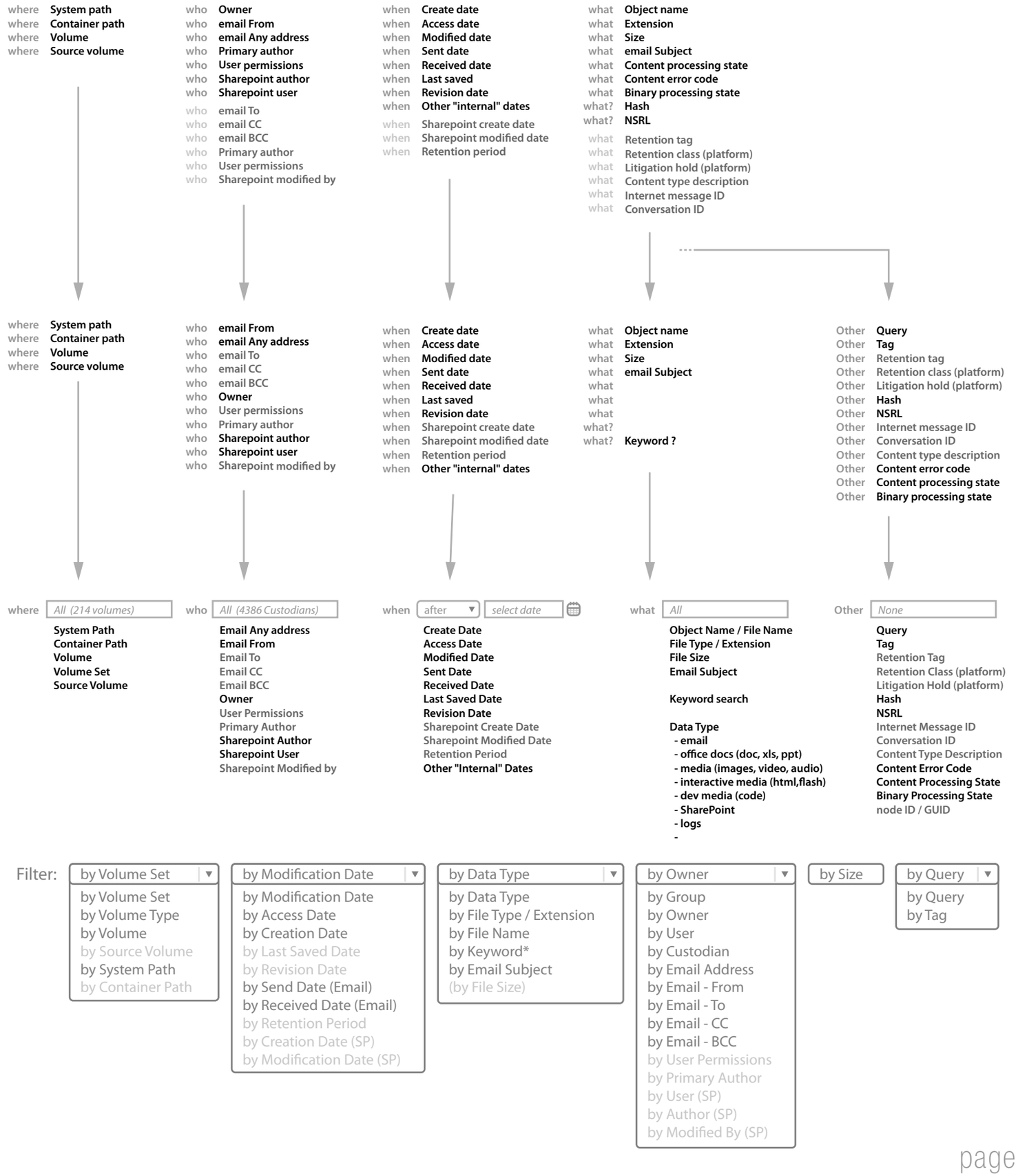
- Move, Copy, Delete

IBM / StoredIQ - Search Journey - Attributes

2012-2015

Card Sorting - Search Attributes

- Distilled the 300+ metadata attributes (e.g. File Size, Modification Date, etc.) down to 35-ish most frequently used.
- Worked with two lead Sales Engineers who were SME's, in the trenches daily with our users



IBM / StoredIQ - Search Journey - Sketches

2012-2015

Early Sketch

1. User starts with single pulldown:
   Who, What, Where….

2. …progressively disclosing the next menu,
   narrowing their context with each step…

3. …and inputting key values

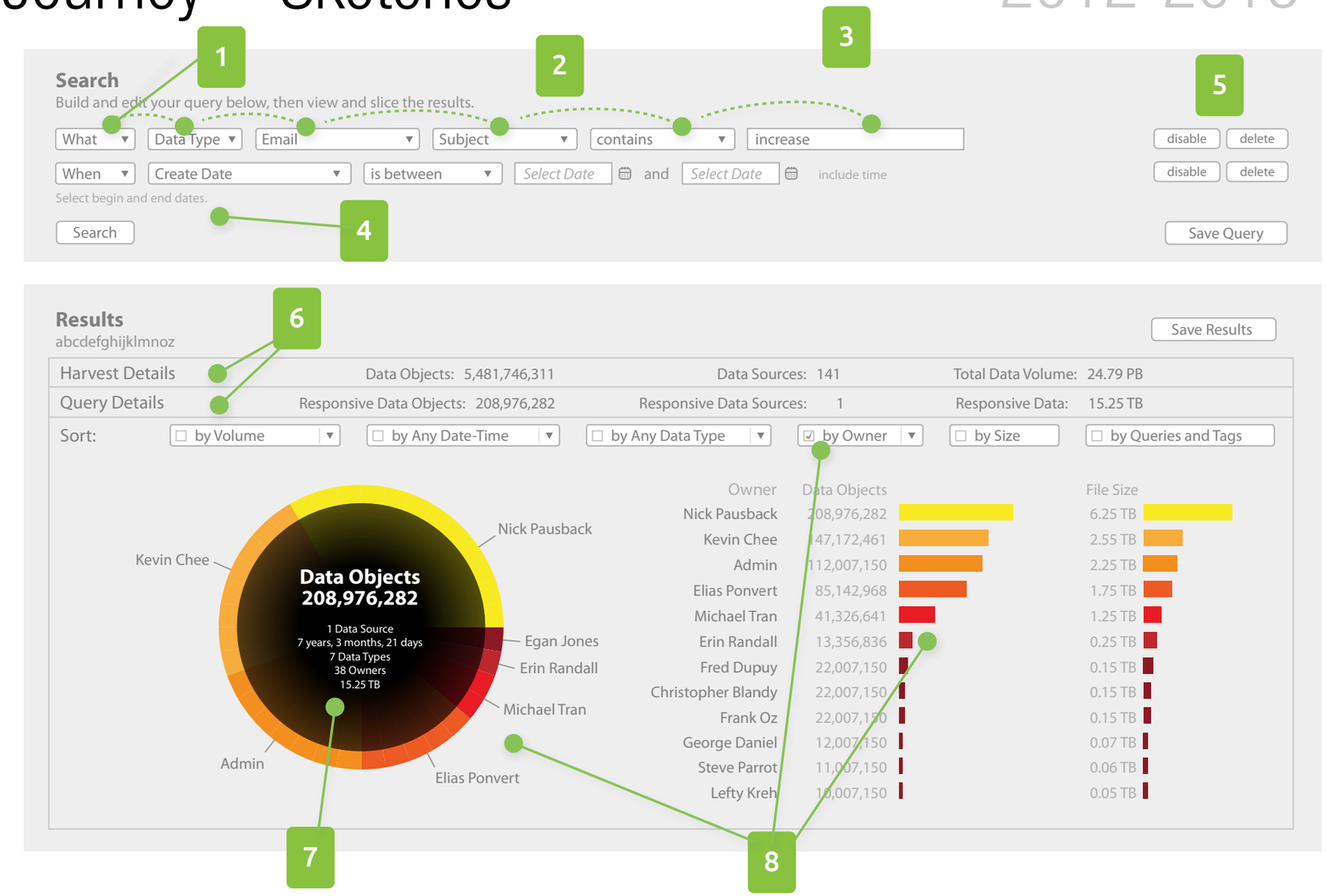
4. Description prompts current step

5. User iterative and refining processes
   requires temp debugging functionality

6. All Data vs. Responsive Data

7. Responsive data object count,
   with brief summary

8. Visual break-down by selected attribute



IBM / StoredIQ - Search Journey - Wireframes

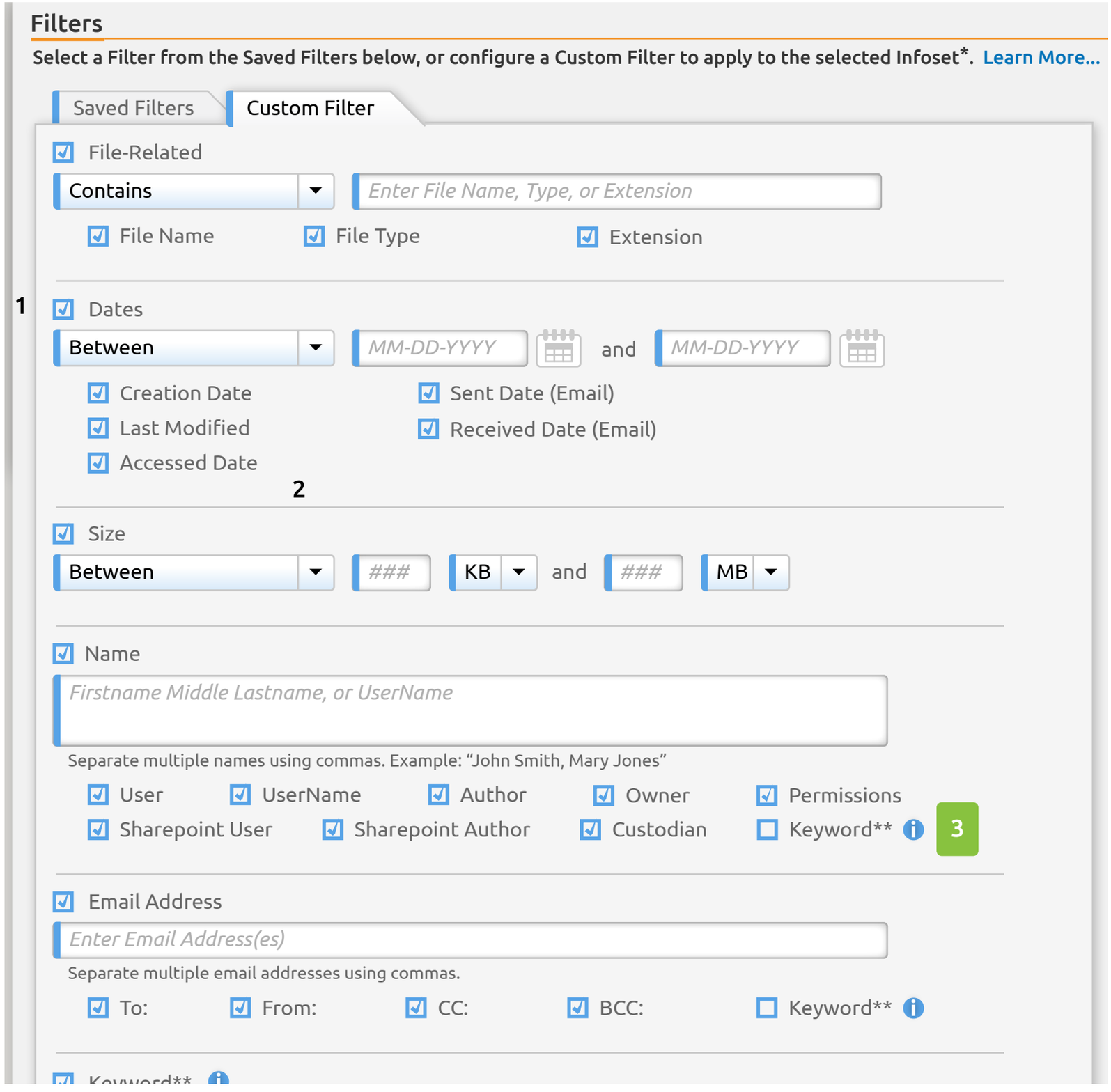
2012-2015

First Release Wireframe

1. Check box exposes attribute options

2. Attribute string values AND'd together, with attributes OR'd together within each group, and AND'd across groups

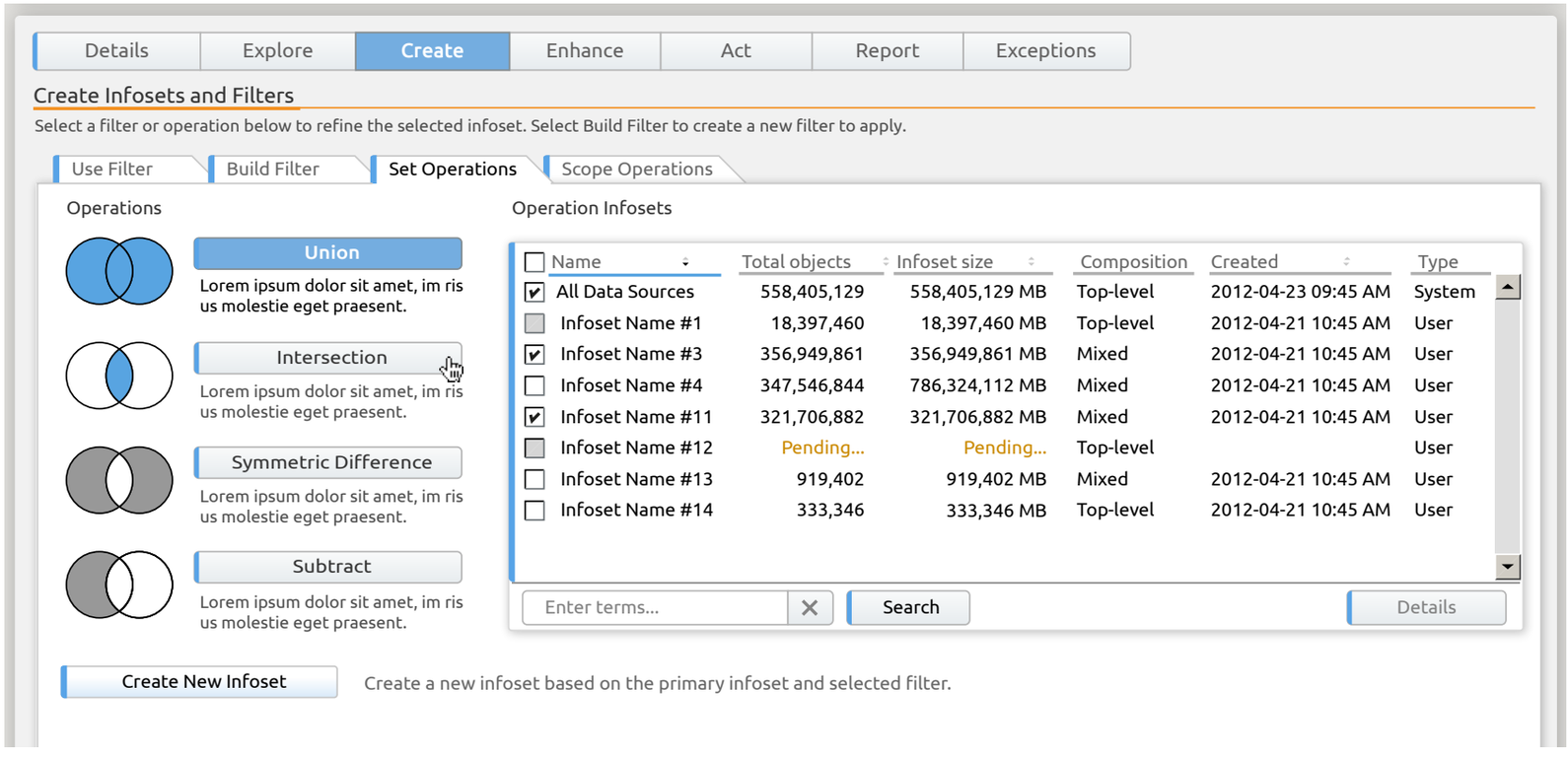
3. Info icon provides tooltip notice that full-text keyword searches are time-intensive. Checkbox defaults to unselected.



IBM / StoredIQ - Search Journey - Set & Scope Operations 2012-2015

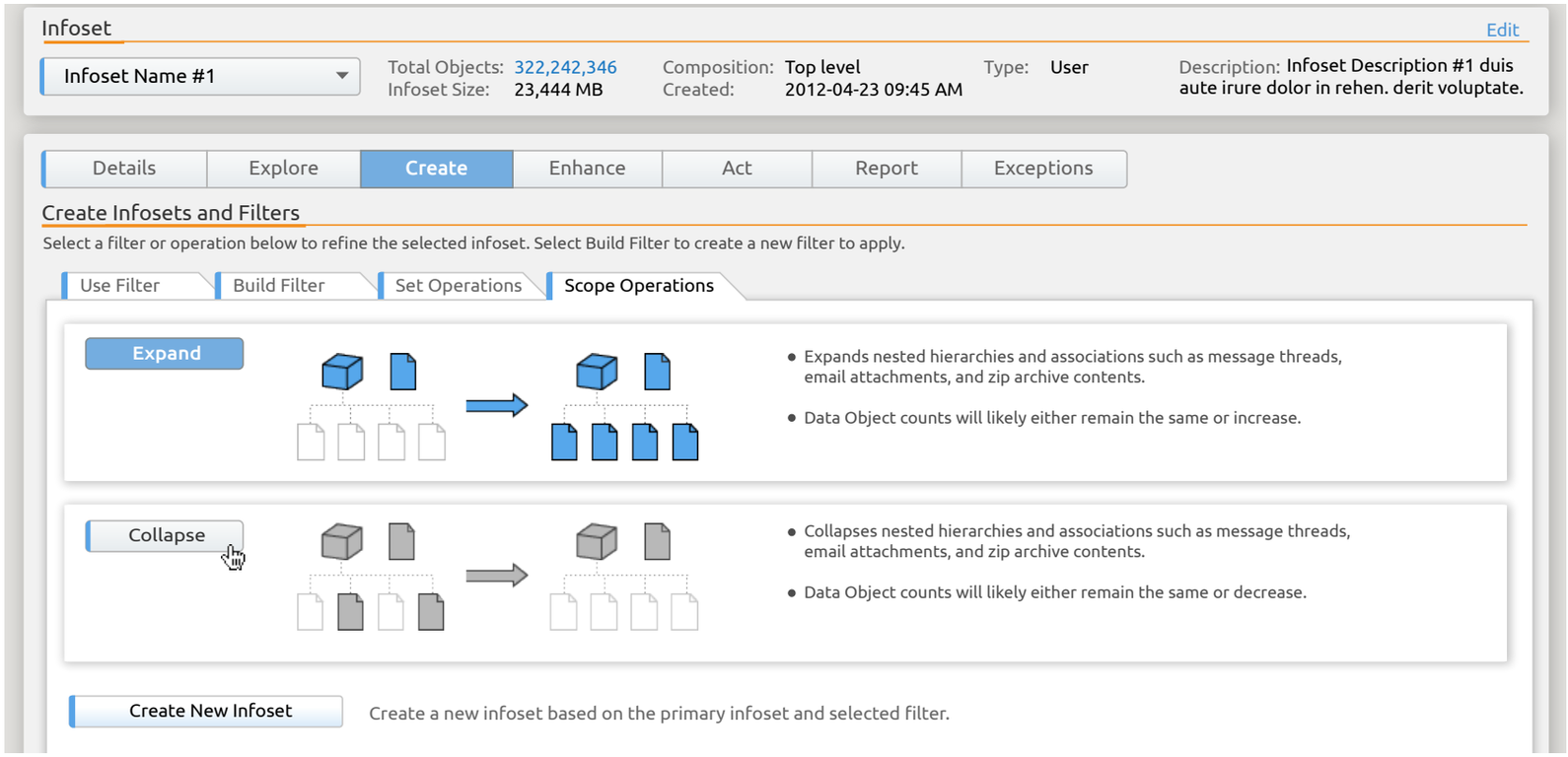
4th Release Wireframe - Set Ops

- Without more complex AND-ing and OR-ing, **set operations became more important** and useful in crafting a tailored infoset



4th Release Wireframe - Scope Ops

- This visual aims to communicate one of the more difficult concepts for our users to understand. **Numbers wouldn't match depending on how you are looking at nested objects, which could create distrust in the software.**
- Example: a file attached to an email, within a message thread, inside a compressed zip archive. Do you count the zip? The email? The attachment? All the above?

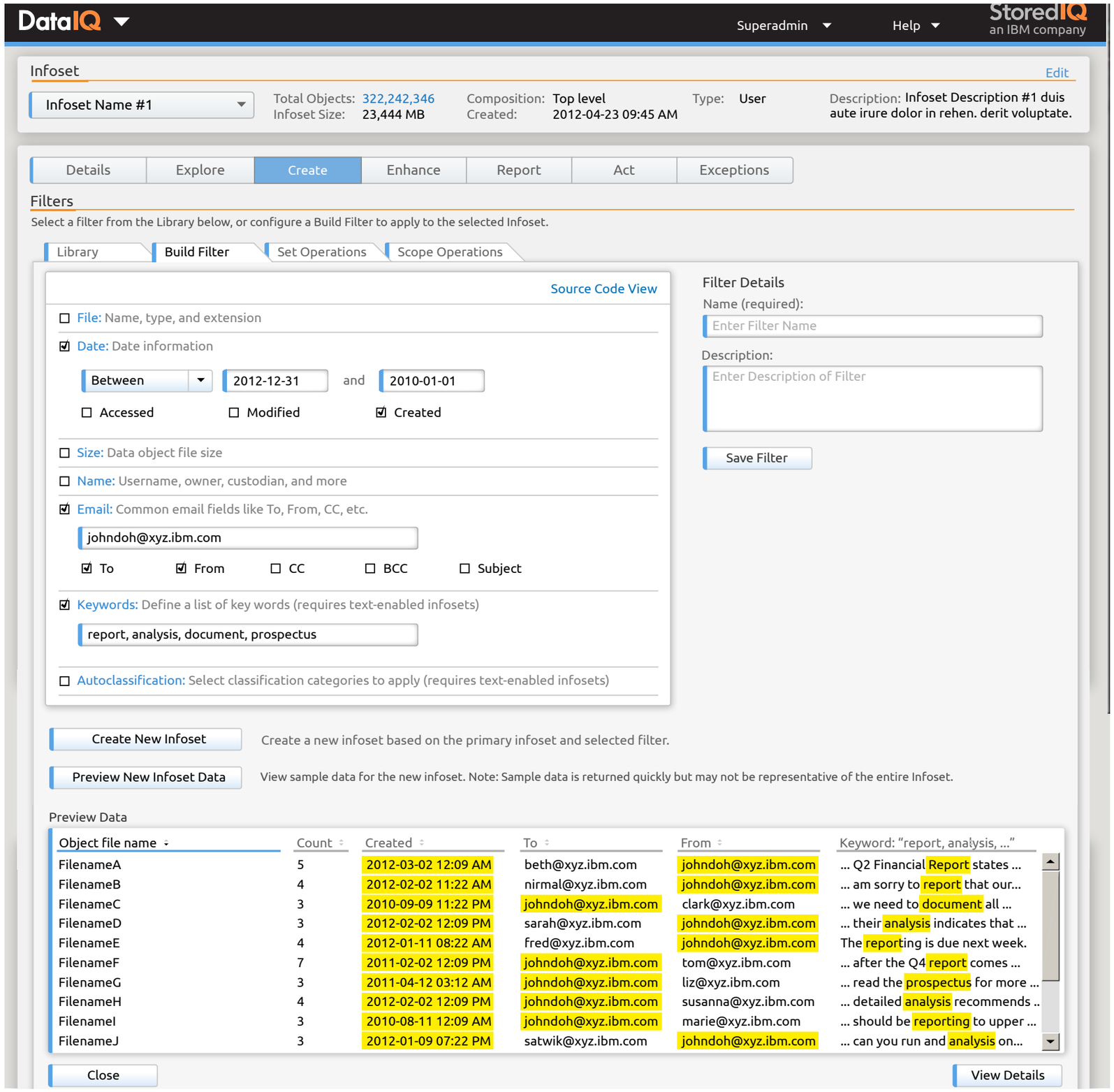


IBM / StoredIQ - Search Journey - Forward Looking

2012-2015

Improved Preview Results

- As our product and platform matured, we were able to **address known feature gaps**, and include functionality shelved long ago in the interest of developing the core
- Previously, we simply returned a list of responsive data objects, and **the user had to trust they were responsive** to the query, as it was too time intensive to review and validate each and every file
- Once the infrastructure had matured, we could finally provide context, and **show** the user **why the files are responsive**, so the user can determine if the files are **relevant**
- First empower a user to perform something they could not previously do, then iterate and improve on it

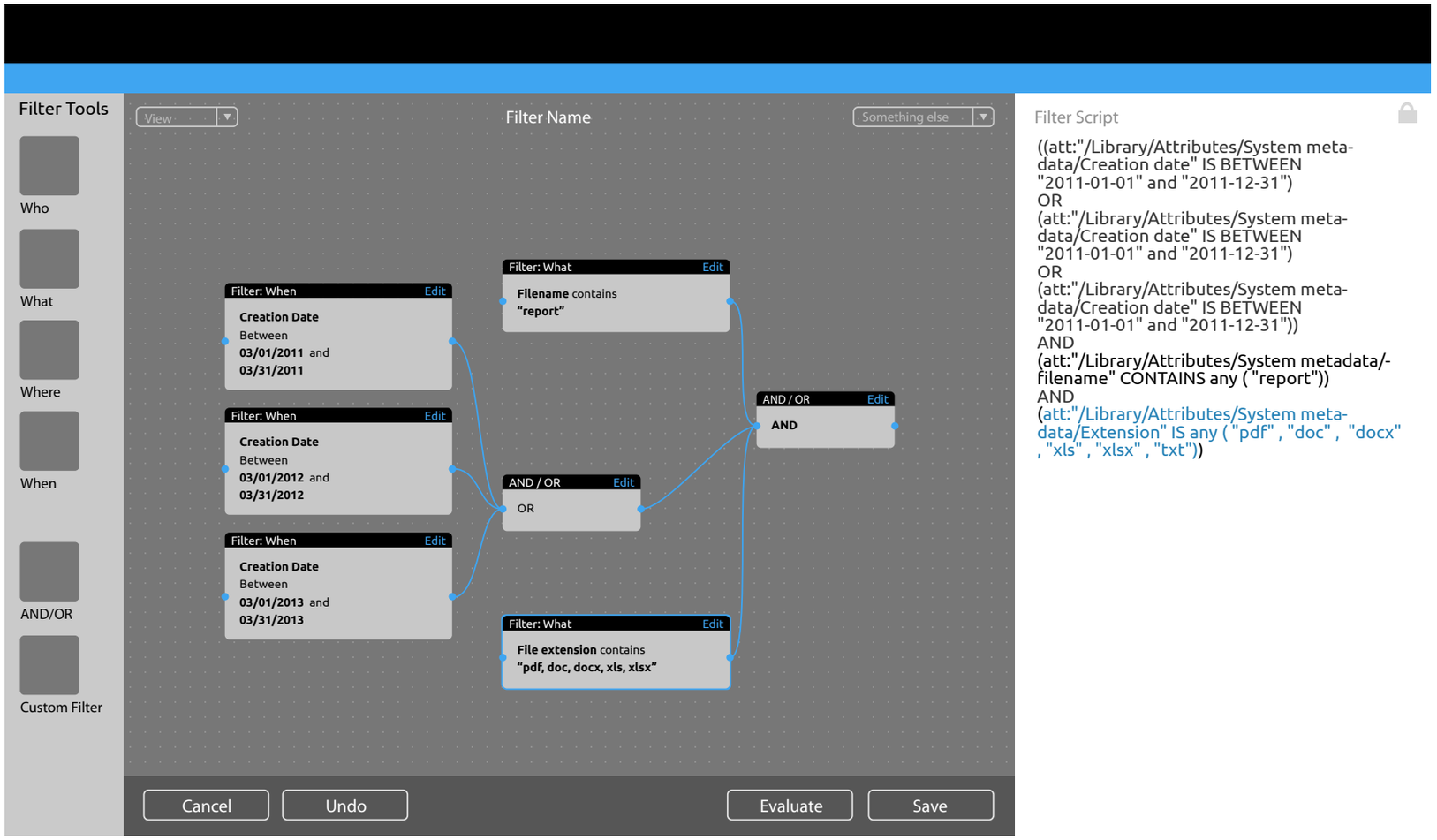


IBM / StoredIQ - Search Journey - Looking Further

2012-2015

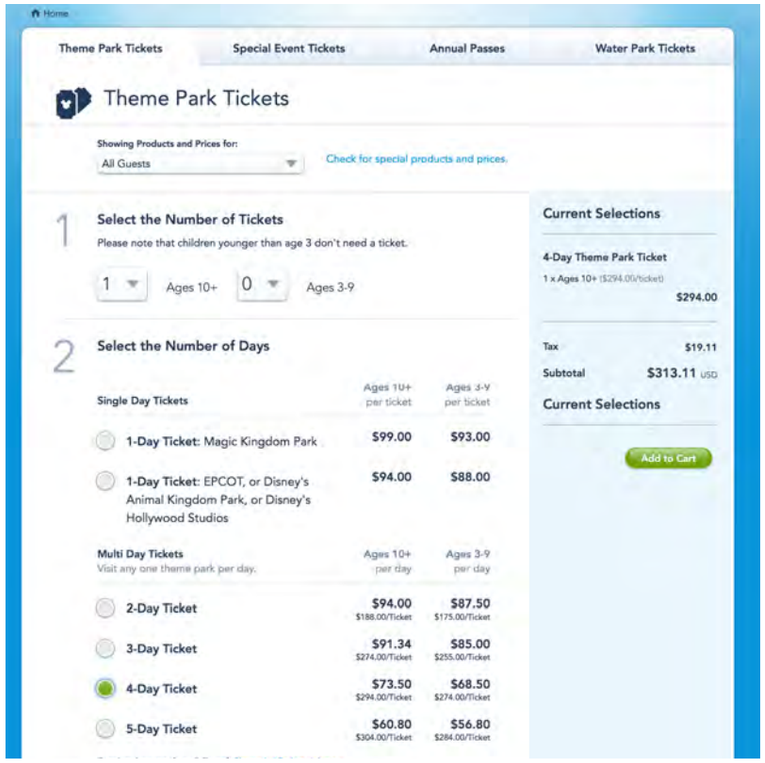
Advanced Query Builder / Editor

- Our **advanced solution** has the ability to do everything under the sun using our custom query language (very SQL-like) via a **Command Line Interface** (CLI)
- But we still felt the **need** for an advanced builder/editor, able to perform complicated queries in **a more visual manner**
- This was a forward-looking concept, drawing inspiration from flexible drag & drop, **node-based editors**, common to 3D and image processing workflows



frog - Disney - Introduction

2011



Background

- frog worked with Disney to design a new magical, personalized park experience
- **Individual contributor** on Ticket teams with 1-2 Senior Interaction Design Leads, 1-2 Visual Designers, a Project Manager, and a QA Engineer; and UX Lead on Stewardship team, with one Sr QA, one PM, and mentoring one visual design intern

Challenge

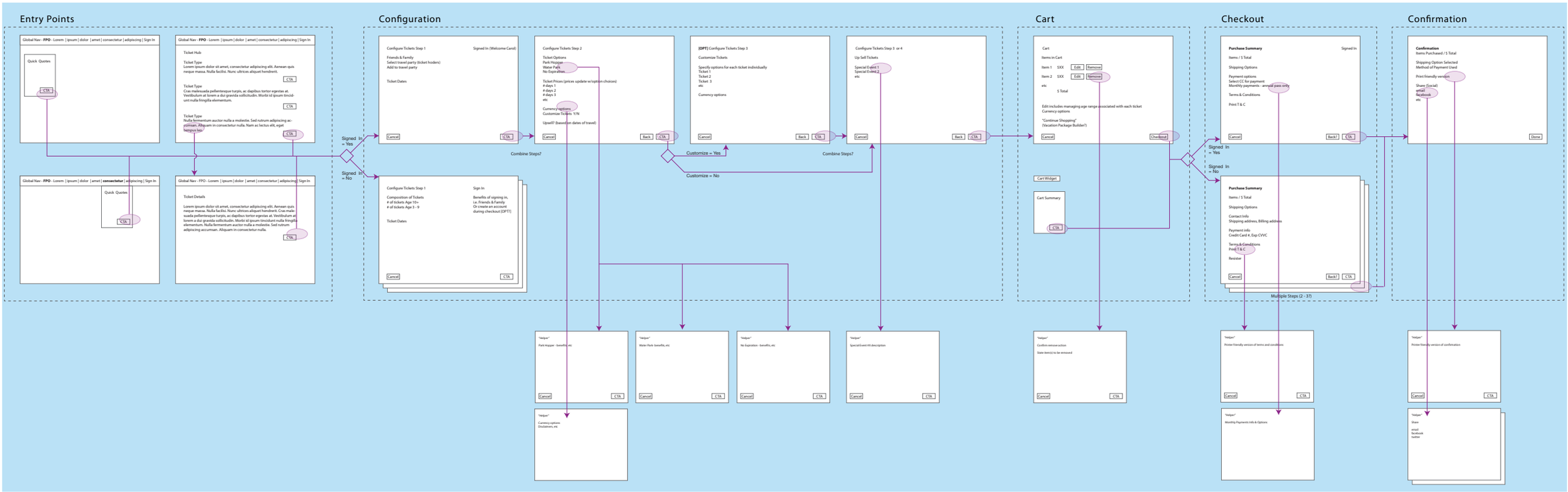
- Communicate complex ticket pricing structure (multiple parks, options, days, ages, annual passes, discounts, etc.) to users in a clear and simple manner
- I produced **flows, wireframes,** and **detailed documentation** for two phases of the ticket purchasing experience, and refactored wires and annotations, tracked issues, and answered developers' detailed questions for other tracks & phases

Process

- Review & discuss existing user stories
- Organize stories into functional groupings
- Arrange stories into screen flows
- Iterate rapidly internally, diverging and converging on wireframe solutions,
- Reviewing & approving with stakeholders
- Documenting and liaising with developers

frog - Disney - Ticket Journey

2011



Flow

- First we **organized, sorted, and analyzed user stories**, followed by roughing out screens with basic elements, and logically **grouping information and tasks into flows**

Wireframe Explorations

- Then we generated an early **explosion of varied concepts** and approaches, followed by a period of **focused editing and refining**
- Review, gather feedback, and **iterate**

Documentation

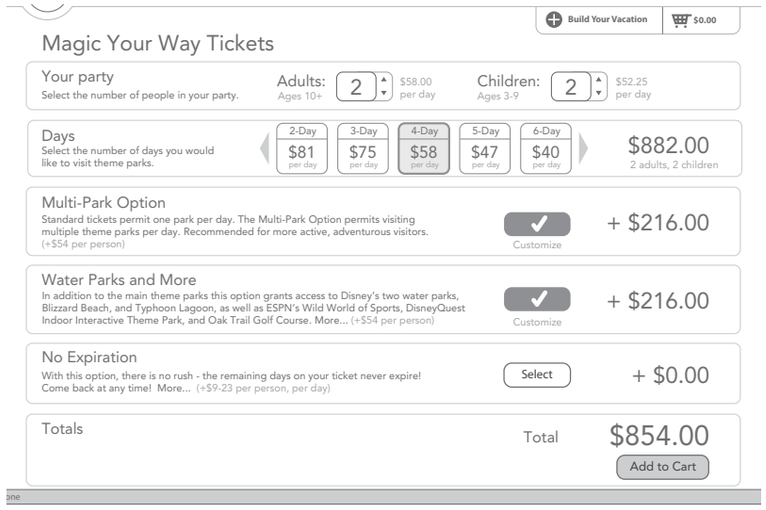
- Once the dust settled, we wrote detailed **descriptions of application behavior, interactions, and logic**, including many edge cases
- A **node-based indexing system** facilitated automated unit testing, mapping to user stories, gap analyses, etc.

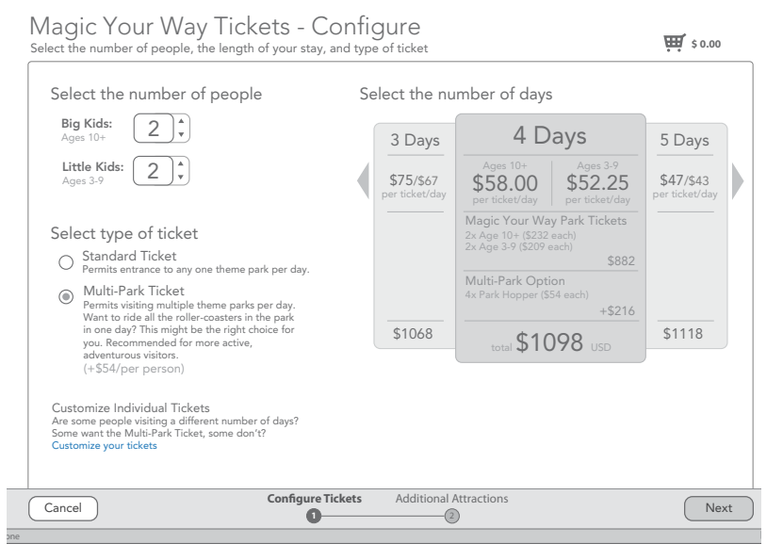
frog - Disney - Ticket Journey - Explorations

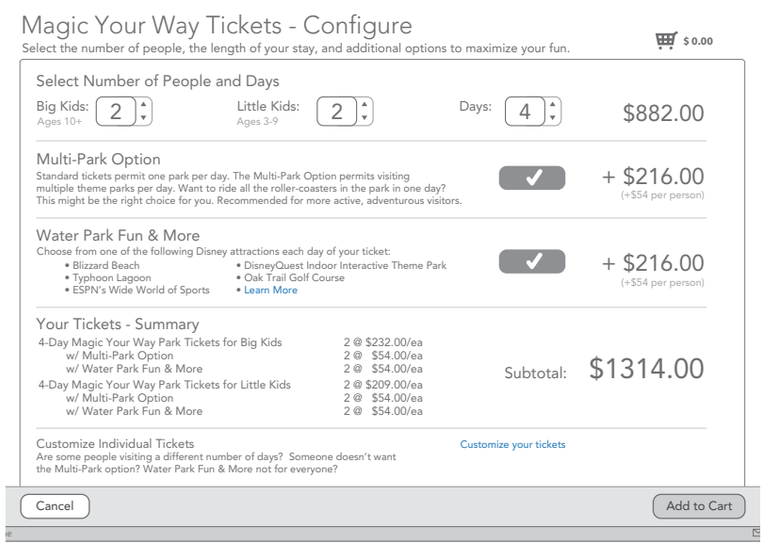
2011

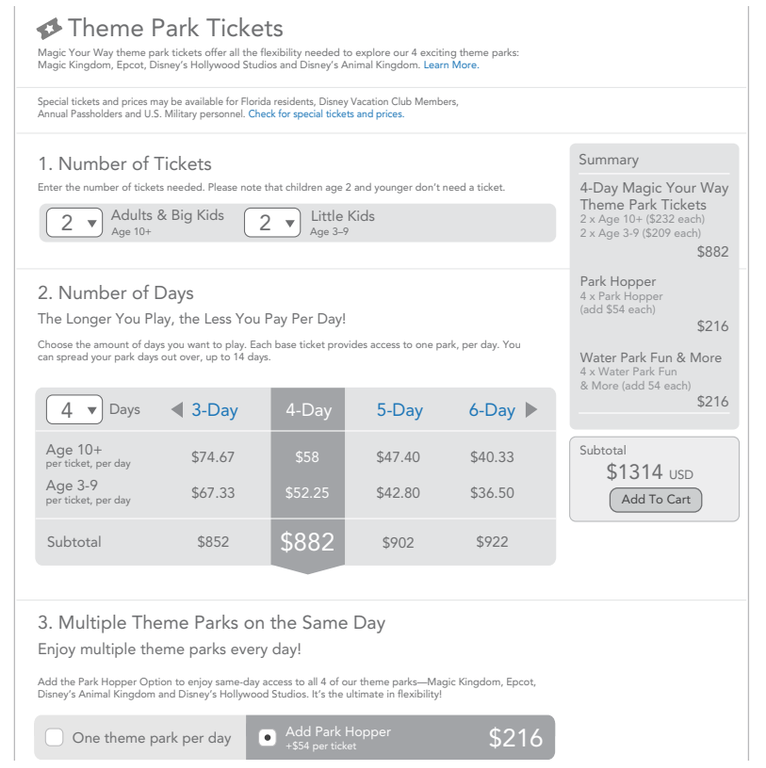
Ticket Configuration Explorations

- The goals: **Maintain trust**. Make a complex pricing model clear and straightforward, with no mental math. Communicate to users the increased value with longer visits
- "The more you stay, the less you pay."
- The interaction around **discounts** for AARP, military, and (particularly) Florida residents proved to be a **delicate subject** for both user and client
- **The solution** was to require registration, verifing appropriate eligibility before displaying any available discount pricing, thereby avoiding anyone seeing a treat they can't enjoy







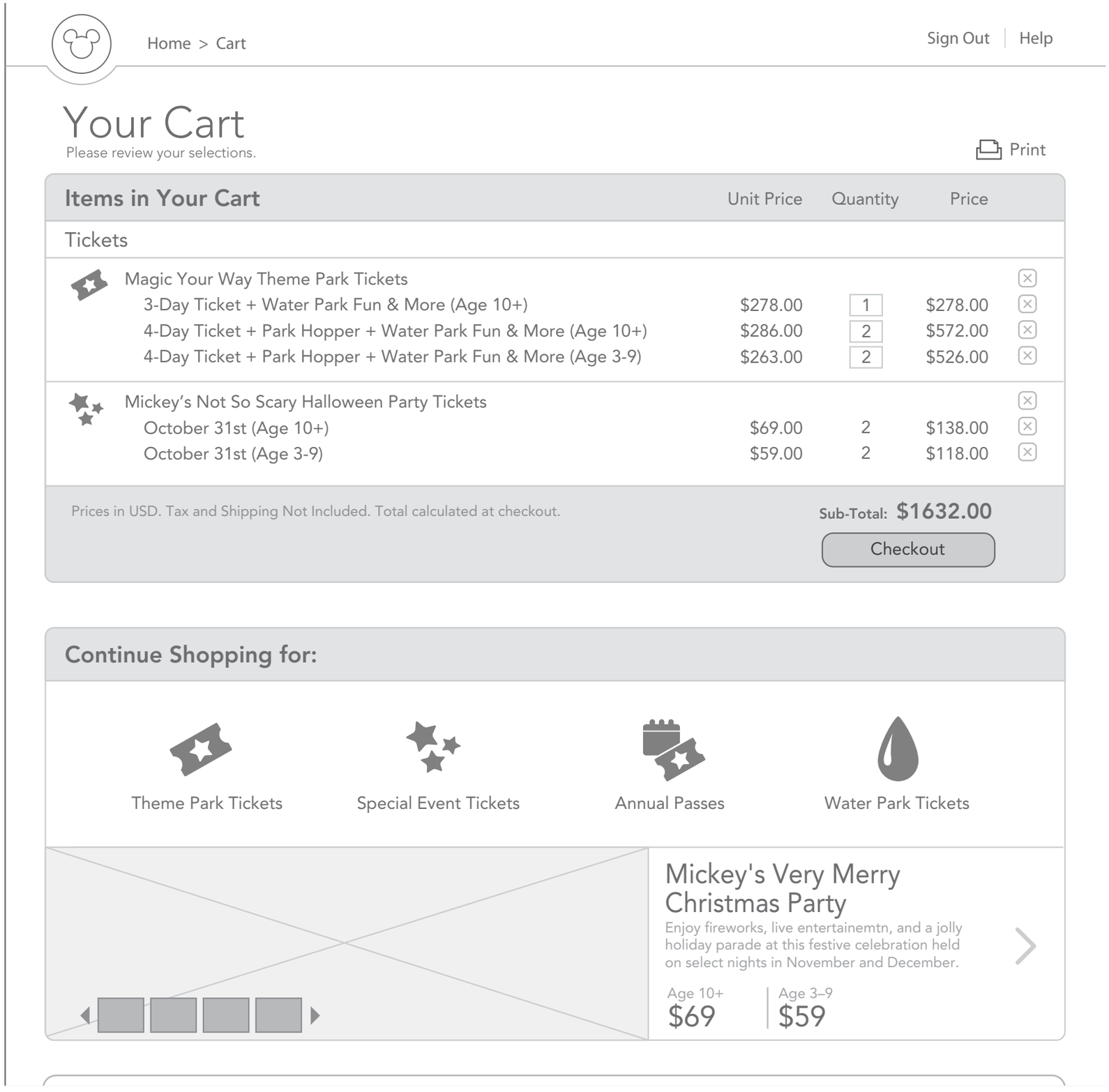


frog - Disney - Ticket Journey - Cart Wireframes

2011

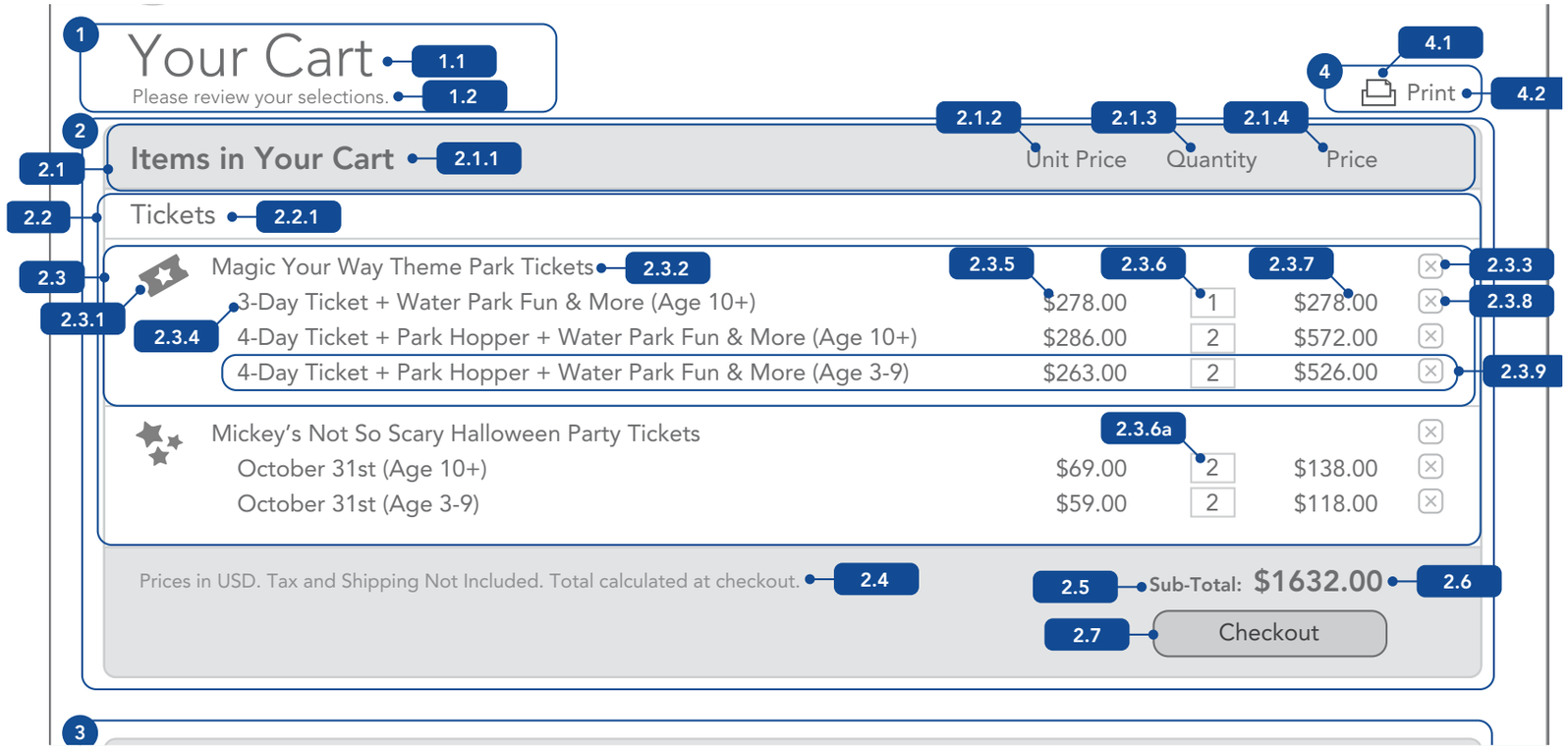
Final Wireframes

- User Trust: **Making sure all calculations were clear, communicative** (columns quickly scannable) **and consistent**, from initial pricing through to final checkout and billing
- Tuned wire layout with min/max character lengths, all product configs, etc. to ensure wires easily translated to visual comps and final product
- Primary author for all cart wires and contributed to all other portions of the ticketing flow process



Detailed Documentation

- Detailed documentation **maintained the integrity of design thinking** during the development and QA testing processes, through to the final product
- Annotations were descriptive enough to capture all but the most extreme edge cases



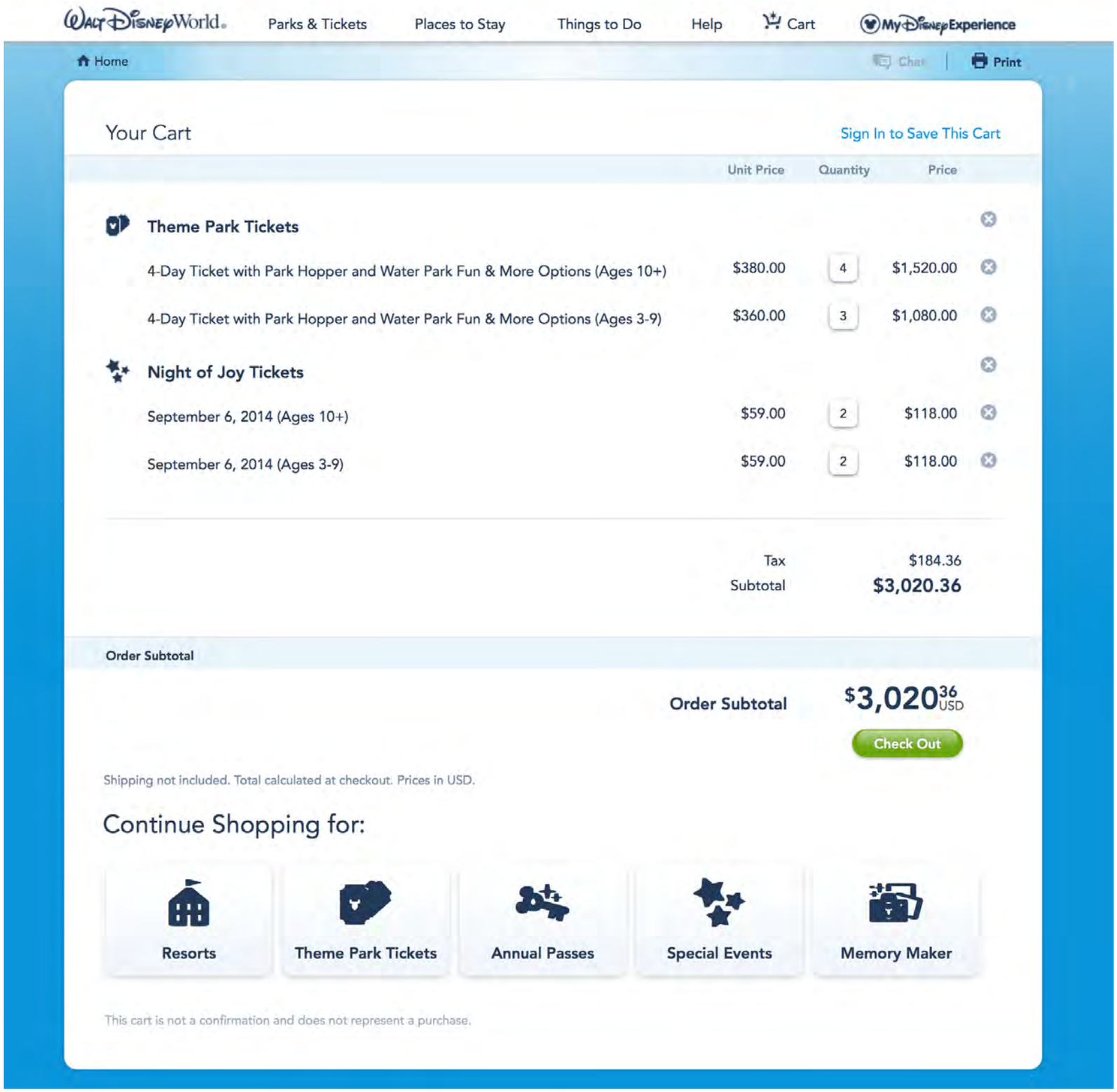
2.3.2 Product Title	Title of Product. Example Product Titles: "Magic Your Way Theme Park Tickets"; "Mickey's Very Merry Christmas Party Tickets"; "Mickey's Not So Scary Halloween Party Tickets"; "Night of Joy"; "Annual Passes"
2.3.3 Remove Product Type Button	The purpose of this button is to remove all the products contained in this Block. Clicking on this button will display a Confirm Removal Dialog modal overlay. (See XXX.)
2.3.4 Product Details	Purpose is to display configured details for each product item group. For Magic Your Way Tickets, the text reads: "<Number of Days>-Day, <with Park Hopper>, <with Water Park Fun & More>, (Ages <Age Range>)" For Special Events the text should read: "<Reservation Date> (Ages <Age Range>)"
2.3.5 Product Unit Price	This is the unit price for the individual product, which includes the summed total of the base price for the age group, as well as any optional add-ons (e.g. Park Hopper, Water Parks Fun & More).
2.3.6 Quantity of Products TextField	This contains and editable textfield which includes the quantity of products, pre-populated as configured by the guest on the appropriate product screen. If the guest enters zero (0) in the field (and hits enter or tab), a modal overlay will be displayed (See XXX) asking if the user wants to remove the item. If the user does not want to remove the tickets, the quantity will revert to the previous value.
2.3.7 Product Subtotal	This is the subtotal price for the products in that row, obtained by multiplying the Unit Price by Quantity. This text is dynamically updated when the quantity field is changed.
2.3.8 Remove Product	The purpose of this button is to remove all product items in this row. Clicking on this button will display a Confirm Removal Dialog modal overlay, listing the products to be removed, and appropriate Confirmation and Cancel CTAs. (See XXX.)

frog - Disney - Ticket Journey - Final Product

2011

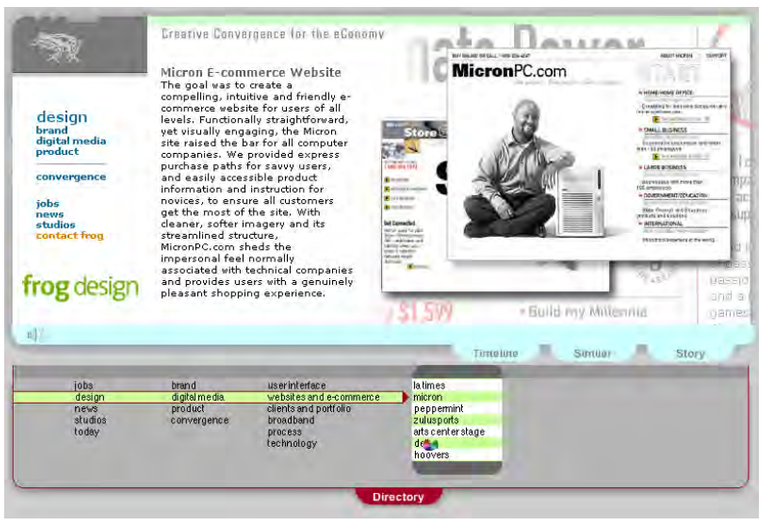
It's Alive!

- Since, I wasn't a visual designer on this project, I've bypassed much of that discussion, and will leave you with this screenshot from the live website
- Visit http://disneyworld.com/ to see the final product in action
- **Well, I'll be a monkey's uncle**! – eight years later, and it's still **nearly identical!**



Additional Samples

1997-2009



THANK YOU

https://www.eganjones.com/