



# Portfolio

T. Celeste Larson  
January, 2017

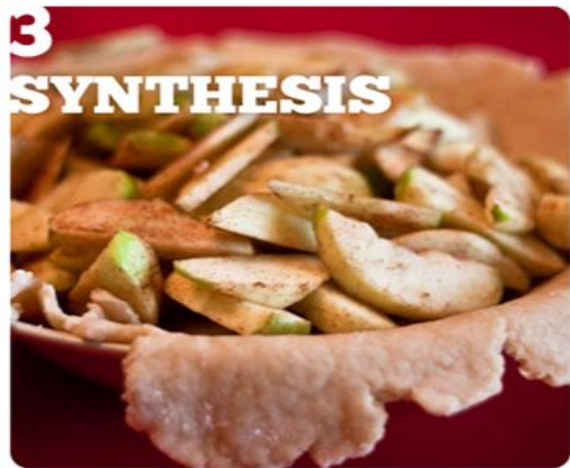
**1**  
**ANALYSIS**



**2**  
**GENERATION**



**3**  
**SYNTHESIS**



**4**  
**POLISH**



**5**  
**IMPLEMENTATION**



**6**  
**LAUNCH**



# Design and Development Process

The previous images are meant to show the cost of making changes at different points in the Software Development Life Cycle.

- Analysis - Before a single line of code is written or a pixel is designed, you must know who your users are and what they need.
- Generation - Rough wireframes put together quickly and in multiple design options.
- Synthesis - A single idea from the generation stage is fleshed out to show all use cases and error states.
- Polish - Visual design takes wireframes and finalizes design with all fonts, colors, graphics, and icons.
- Implementation - Development and testing of the new design and functionality.
- Launch - Push the new design live to the users. Start again with analysis.

Dashboard

Alerts & Notification

Credit Score & Rep

Transactions

ID Restoration

Anna S.

Last Login: 1/7/17

Account • Help • L



## Welcome

Let's set up your LifeLock account. This guide appears until you complete all steps.



Setup Username  
& Password



Confirm  
Alerts



Confirm  
Email

GET STARTED

### Recent Transactions

Add your bank or card card to monitor your transactions.

ADD ACCOUNT

Transactions

ID Restoration

Anna S.  
Last Login: 1/7/17

Account • Help • Log Out

Do you recognize this transaction?

**(BMY) Bristol Meyers Squibb  
Pharmaceuticals Investment**

10/23/2016  
**\$1,183.49**

[View Details](#)

YES

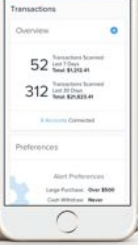
NO

Review

Do you recognize this transaction?  
**(BMY) Bristol Meyers Squibb  
Pharmaceuticals Investment**

YES

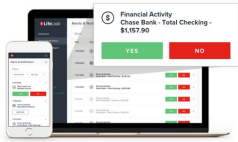
NO



NEXT

See Your LifeLock Alerts

View messages about where we've detected your information



NEXT

Go back

Skip tour

View Credit Reports & Scores

Get annual VantageScore credit scores from three bureaus.  
Credit scores • Credit Reports • Credit Monitoring



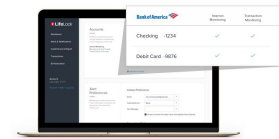
NEXT

Go back

Skip tour

Manage Your Membership

Use your account to view and update your personal and financial information, set alert preferences, change your password, and view plan details.



NEXT

Go back

Skip tour

# LifeLock - Onboarding

## User Problems to Solve

- Users are unsure of what to do or where to go when they first sign up
- There is important information that is required that is not being collected during the purchase funnel
- Users do not know what other information they should provide after signup

## How We Are Solving Them

- Provide user a quick and easy way to get through the signup process
- Make each step as painless as possible
- Provide a short visual tour teaching users about key areas of the portal that will help them make the most of their membership

Federal Credit Union of Mountain View		Debit Card - 9876	<a href="#">Update</a>
Bank Accounts (2 of 5 used)		Credit Cards (0 of 5 used)	
Transaction Monitoring ⓘ			
<a href="#">Add Account</a>			
	Checking - 1234	<a href="#">Update</a>	
	Debit Card - 9876		
	Investment - 1234	<a href="#">Update</a>	
	Investment - 4567		
	Savings - 9876		
Federal Credit Union of Mountain View	Checking - 1234	<a href="#">Update</a>	
	Debit Card - 4321		
	Savings - 9876		

### Alert Preferences

Manage your contact preferences. If your information or accounts are being used, how should we contact you?

### Contact Preferences

Email:

Automated Call:

Text Message:

I'd like to receive the latest news and updates from LifeLock.

### Transaction Preferences

Cash Withdrawals:

## LifeLock Manage Account

### Monitor Your Address

#### Primary Address

Address:  Apt/Ste:

City:  State:  Zip Code:

#### Secondary Address

Monitor a second address for identity theft threats.

[Save](#) [Cancel](#)

#### Benefits of Address Monitoring

Identity thieves can change your address at the USPS and reroute your mail. Once they collect your personal information through your mail, they can use it to open a bank account or credit account in your name.

LifeLock will send you notices whenever an Address Change is detected.

Accounts [Internet Monitoring ⓘ](#)

# LifeLock - Manage Account

## User Problems to Solve

- Users do not know where to go to edit their information
- All of the information is hidden behind obscure titles
- There is currently too much explanation text on the manage account page and no actual functionality.

## How We Are Solving Them

- Rearranging all data into logical grouping
- Showing all customer data in one screen with clear access to edit and/or add information from that same place
- All adding and editing of data takes place in a lightbox so the user does not lose their sense of place.





SIGN UP ACCOUNT ABOUT YOU VERIFY SUBMIT

### Sign Up

1

By clicking continue you accept the [Terms of Use](#)

CONTINUE

Already have a Motif account? [LOG IN](#)

2

[Terms of Use](#) | [Business Continuity](#) | [Business Rule 606](#) | [Privacy Policy](#) | [Logout](#)  
© 2016 Motif Investing, Inc. All rights reserved. Member: FINRA | SIPC

### FAQ

- ✓ Will my email address be used for advertising?  
Your email address will help you recover the password in case you forget it. We may also send you occasional emails regarding important updates to your account. We do not sell or lease your email addresses to third parties.

### Need help?

📞 855-586-6843  
[service@motifinvesting.com](mailto:service@motifinvesting.com)



SIGN UP ACCOUNT ABOUT YOU VERIFY SUBMIT

### Account Type

#### What type of investment account would you like to open?

- Individual  
This account will be for your use only and you will retain 100% ownership of the account.
- IRA  
Individual Retirement Accounts allow individuals to direct pretax income toward investments that can grow tax-deferred

VIEW MORE

#### Will this be a Cash or a Margin account?

- Margin  
A margin account allows you to borrow money from Motif to buy securities
- Cash  
Purchases are limited to the amount of cash in the account.

CONTINUE

3

[Terms of Use](#) | [Business Continuity](#) | [Business Rule 606](#) | [Privacy Policy](#) | [Logout](#)  
© 2016 Motif Investing, Inc. All rights reserved. Member: FINRA | SIPC

### FAQ

- ✓ How is my Brokerage account protected?  
Motif Investing is a Member of SIPC, which protects securities customers of its members up to \$500,000 (including \$250,000 for claims for cash).
- > Can I open additional accounts later?
- > How can I open a Revocable Trust account?

### Need help?

📞 855-586-6843  
[service@motifinvesting.com](mailto:service@motifinvesting.com)

# Motif - Signup

## User Problems to Solve

- Users were uncomfortable providing personal information (especially Social Security Number)
- Users were overwhelmed by the signup process and abandoned without completing
- Users frequently abandoned when asked to provide banking information

## How We Are Solving Them

- Broke down the signup flow into manageable pieces
- Gave explanations of why we need the data and how we are securing it
- Allowed users to complete the signup without providing banking information.

# A GIFT WORTH SHARING

10 FREE TRADES

-AND-

ONE YEAR OF

Motif Premium  
Subscription



## Share Via Email

Enter email addresses



Hi! I wanted to let you know about this Motif Investing, a brokerage company that let's you trade not just stock, but also ideas! Sign up now and we both get FREE TRADES!

SEND EMAIL

## Or Share Directly

[www.motif.com/raf/M4ciRj](http://www.motif.com/raf/M4ciRj)

[COPY LINK](#)



## Summary

8 Friends Invited | 4 Friends Signed Up | 20 Free Trades Received

## Your Invitations

Name or Email

Invite Status ▼

Reward Status

Action

# Motif - Refer a Friend

## User Problems to Solve

- The program was vastly unknown
- There was no easy way to get user's address book, requiring user to copy and paste from one program to another
- There was no way to track the user's' invitations and rewards

## How We Are Solving Them

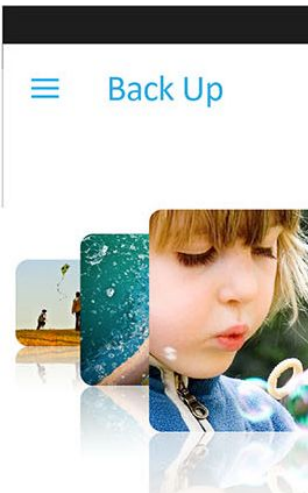
- Using an external API, we allow users to connect to their address books and social media contacts
- We provided a list of all referrals and their status
- We began putting internal ads across the site with a visual tie in linking to this new page.

# Content Management



email address

☰ Back Up




Backing up  
30 GB/50 GB - abc

Cancel Backup

12 / 12 GB PHOTOS

15 / 24 GB VIDEOS

☰ Back Up



**YOU'RE DONE!**  
50 GB of your stuff were backed up safely.

12/12 GB PHOTOS

24/24 GB VIDEOS

5/5 GB CONTACTS

0/2 GB DOCUMENTS

★ Favorite files for quick access

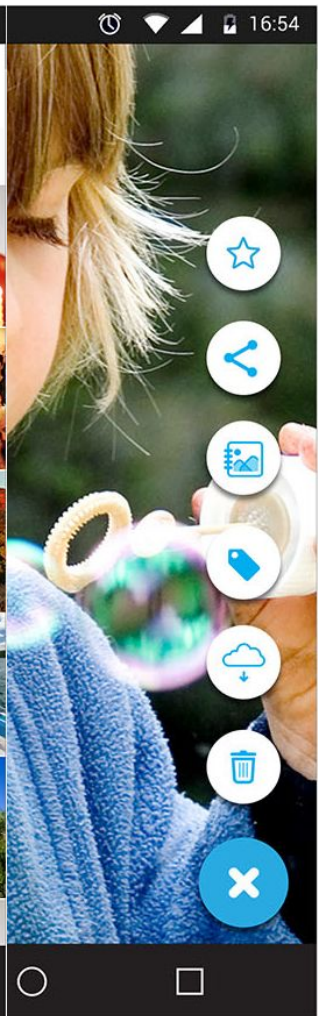
🏷️ Tag files for easy search

🔗 Share files

🔄 Restore backed up files to your phone

🔍 ☰

NOVEMBER 2015

☆

🔗

📷

🏷️

☁️

🗑️

✕

# Asurion - Content Management

## User Problems to Solve

- Users often lose their devices or damage them beyond content retrieval
- Users often forget to backup their important photos, videos, documents, and contacts

## How We Are Solving Them

- Create a low barrier to entry
- Setup most things for users upon first use, easy customization if desired
- Allow for simple content management in the cloud so that users do not have to store on their phones.





# There's Big Joy in the Little Things

Take time for the sweet things in life because you never know when a moment will become a memory.

Discover What's New



**RECIPE >**  
Lemon Ricotta Blueberry Pancakes



**LIFE & JOY >**  
A Recipe for the Perfect Berry Smoothie



@DRISCOLLSBERRY

# Driscoll's Berries - Site Redesign

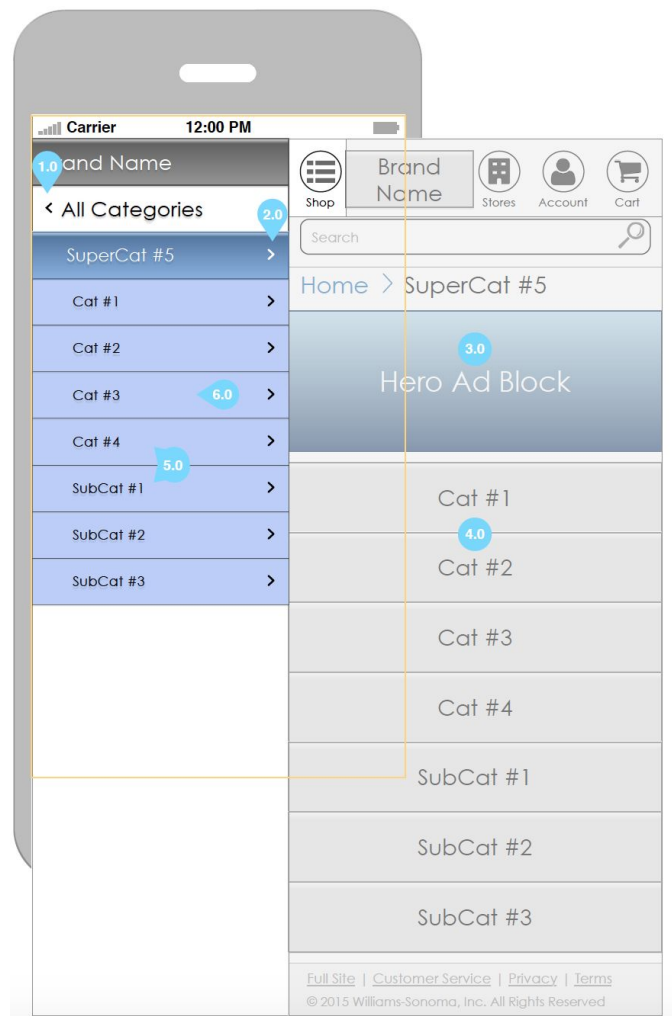
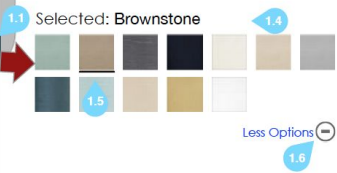
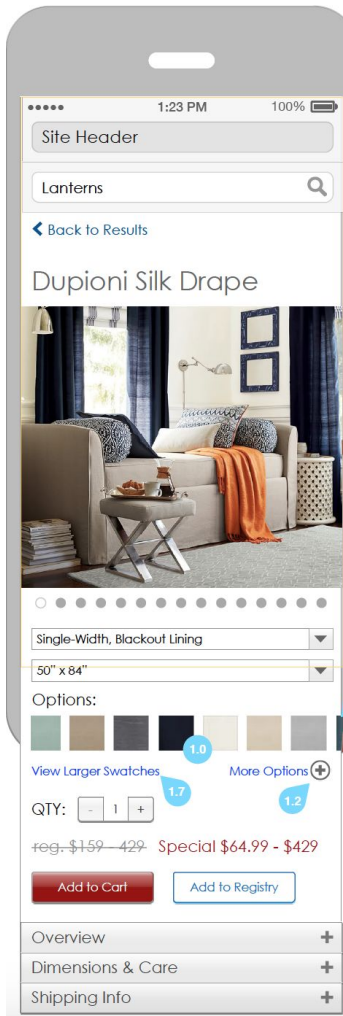
## User Problems to Solve

- Users had a hard time finding seasonal berry information
- Users did not know where to buy berries
- Recipes were hard to find
- There was no sense of community

## How We Are Solving Them

- Easily dividing up the home page into large, well-labeled sections with lifestyle imagery
- Provide a large section devoted to recipes
- Provide a large section encouraging users to connect with the company and each other





- 1.0 and Name
- 2.0 < All Categories
- SuperCat #5
- Cat #1
- Cat #2
- 6.0 Cat #3
- 5.0 Cat #4
- SubCat #1
- SubCat #2
- SubCat #3

Search

Home > SuperCat #5

3.0 Hero Ad Block

- Cat #1
- 4.0 Cat #2
- Cat #3
- Cat #4
- SubCat #1
- SubCat #2
- SubCat #3

Full Site | Customer Service | Privacy | Terms

© 2015 Williams-Sonoma, Inc. All Rights Reserved

# Williams-Sonoma - Mobile Redesign

## User Problems to Solve

- Users could not see the effects of their selections on the product
- The price was unclear until the product was added to cart
- Navigation was single layer, causing users to load each page level to dig deeper into the site

## How We Are Solving Them

- Rearranged the page content so that the selection criteria is closely associated with the imagery
- The price updates automatically as the selections are made
- Navigation becomes multilevel.

Shop by Department

Search

All kindle support

Go

Hello, Tiffany Your Account

Your Prime

Cart

Wish List

1-16 of 214,514 results for "kindle support"

Choose a Department to sort

Show results for

Kindle Store >

Consumer Guides

Computers & Accessories >

Touch Screen Tablet Cases

+ See All 28 Departments

Refine by

Amazon Prime

Prime Eligible

Delivery Day

- Get It Today
- Get It by Tomorrow

Case Material Attributes

- Waterproof
- Soft
- Impact Resistant
- Hard

Case Color



Case Material

Related Searches: [kindle](#), [kindle support contact by phone](#), [kindle support contact us](#).



Kindle Support

Information on how to register your Kindle, set-up your payment method to buy Kindle books, troubleshoot issues, learn more about Wireless connections, etc. See the different Kindles and Kindle applications.

[Kindle en Français](#)

[Found a Kindle](#)

[Kindle Support Videos](#)

**Help:** See all 304 items



Foxnovo® 4-in-1 Dots Pattern PU Case Screen Guard Stylus Pen Cloth Set for Amazon Kindle Fire HD 7-inch Tablet... by Foxnovo

\$9.99

★☆☆☆☆ (1)

Product Features

... effectively protect the Amazon Kindle Fire HD from dust, scratch ...

**Everything Else:** See all 22 items



Kindle, 6" E Ink Display, Wi-Fi - Includes Special Offers (Black) by Kindle

\$69.00 Prime

Get it by **Monday, Aug 11**

More Buying Choices

\$51.23 used (9 offers)

★★★★★ (11,586)

Product Description

... Global Language Support *Kindle supports* the display of non-Latin ...

**Kindle Store:** See all 3,941 items

# Amazon - All Content Search

## User Problems to Solve

- Searches for anything that is not a product (help, contact us, registry, etc...) would return poor results
- Frustration was high when a user searched for “customer service” the returned results were often books about providing great customer service.

## How We Are Solving Them

- We integrated multiple sources into the product search results allowing search the help directory from the product search box
- Surfaced contact us, gift registries, and brand stores through search results.



Discover beautiful things on Amazon, updated daily

SHOP



All ▾ alterna shampoo



Back-to-School Deals  
Sponsored by Lysol

Shop by Department ▾

T.'s Amazon.com

Today's Deals

Gift Cards

Sell

Help

Hello, T.  
Your Account ▾

Your Prime ▾

Wish List ▾

0 Cart

1-16 of 804 results for "alterna shampoo"

Choose a Department to sort ▾

### Narrow your choices

Prime | FREE Same-Day

Get FREE Same-Day Delivery on qualifying orders over \$35

### Beauty >

Shampoo & Conditioner Sets

Daily Hair Shampoo

Hair Shampoo

Body Scrubs

Cuticle Creams & Oils

+ See more

+ See All 8 Departments

### Delivery Day

Get It by Tomorrow

### Amazon Prime

Prime

Prime | FREE Same-Day

### Brand



You purchased this item on September 16, 2015

**Alterna Caviar Volume Shampoo and Conditioner Duo (8.5 oz each)**

**\$37.99**

Related Searches: [alterna caviar](#).



**Alterna Caviar Replenishing Moisture Shampoo & Conditioner Duo (8.5 oz each)**

by Alterna

**\$39.17**

Prime

★★★★★ ▾ 341

### Product Features

Alterna Caviar Replenishing Moisture Shampoo & Conditioner Duo (8.

**Beauty:** See all 401 items

More options available:

**\$34.17** Other Sellers



**Alterna Caviar Anti Aging Replenishing Moisture Shampoo, 8.5 Ounce** Dec 10, 2012

by Alterna

**\$20.49** (\$2.41/FI Oz)

Prime

★★★★★ ▾ 95

**Beauty:** See all 401 items

Get it by **Tomorrow, Sep 17**

# Amazon - Previously Purchased

## User Problems to Solve

- Users frequently reported a hard time finding the same products again
- Relevance changes over time and what was at the top of results at one time may be a page down a month or so later.

## How We Are Solving Them

- When an item purchased in the last year is within the top 100 results, that item is pulled to the top of the list and given special visual and text treatment
- Because the user is already familiar with the product, there is less need for product information.

Shop by  
Department ▾

Search

Books ▾

mockingjay

Go

Hello, Tiffany  
Your Account ▾Your  
Prime ▾ Cart ▾Wish  
List ▾

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals

## Departments

Any Category

## Books

Teen & Young Adult Science  
Fiction & Fantasy (18)Teen & Young Adult Science  
Fiction (18)

Teen &amp; Young Adult (34)

Children's Science Fiction  
Books (12)Children's Action & Adventure  
Books (9)Education & Reference (16)  
Contemporary Literature &  
Fiction (7)

Children's Books (25)

Dystopian (2)

Children's Fantasy & Magic  
Books (7)

Romance (2)

[+ See more...](#)

## Amazon Prime

 Prime Eligible

## New Releases

Last 30 days (4)

Last 90 days (15)

Coming Soon (3)

## Book Format

Paperback (92)

Hardcover (22)

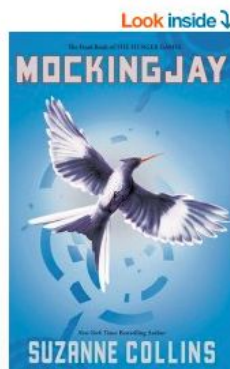
Kindle Edition (33)

Audible Audio Edition (1)

Printed Access Code

LITM (2)

## Books &gt; "mockingjay"



★★★★★ (13,935)

**Mockingjay** (Final Book of The Hunger Games) Aug 24, 2010  
by Suzanne Collins

Try it for free!

[Send Sample](#)

Kindle Edition

**\$0.00** Prime**\$6.99** Buy

Auto-delivered wirelessly

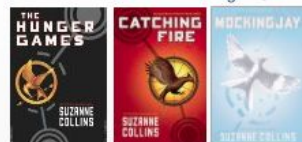
Paperback

**\$8.07** ~~\$12.99~~ PrimeOrder in next **43 hours** and get it by Mon, Mar 24.  
More New, Used and Collectible choices from \$6.34Other Formats: Hardcover, Library Binding, Audio  
CD, Audible Audio Edition

#1 Best Seller in Children's Adventure Books

The greatly anticipated final book in the New York Times bestselling Hunger Games trilogy by Suzanne Collins. The Capitol is angry. The Capitol wants revenge. Who do they think should pay for the unrest? Katniss Everdeen. The final book in The Hunger Games trilogy by Suzanne Collins will have hearts ... [More](#)

Book 3 of 3 in the The Hunger Games Series



Showing 1 - 16 of 62 Results



Detail



Image

Sort by

Relevance ▾

**The Hunger Games Trilogy Boxset** by Suzanne Collins (Sep 24, 2013)

★★★★★ (7,205)

Formats

Price

New

Used

Collectible

**Paperback**Order in the next **4 hours** to get it by Thursday, Apr 3.~~\$40.99~~**\$24.00** Prime

\$20.79

\$21.88

\$74.40

**Kindle Edition**

Auto-delivered wirelessly

**\$17.99**

Other Formats: Hardcover, Audio CD

# Amazon - Hero

## User Problems to Solve

- Users frequently reported that they didn't understand why, when searching for something very specific, they still received thousands of results that all have the same weight and look and feel.

## How We Are Solving Them

- When there is a high degree of specificity, the first result is blown out to include more content and larger imagery and text.





Shop by Department

Search

Clothing, Shoe...

mens shirts under \$25

Go

Hello, Tiffany Your Account

Your Prime

Cart

Wish List

1-48 of 291,184 results for Clothing, Shoes & Jewelry : Men : Under \$25 : "shirts"

Sort by Relevance



Show results for

- < Any Department
- < Clothing, Shoes & Jewelry
- Men**
- Clothing
- Accessories
- Jewelry
- Shoes
- Watches

Shops

- Surf, Skate & Street
- Work Wear
- Big & Tall

Refine by

Amazon Prime Eligible

Delivery Day: Get It Today, Get It by Tomorrow

Brand: Carhartt, Dickies

Showing most relevant results. See all results for "mens shirts under \$25".



More Colors Available

Quiksilver Men's Mountain Wave Screen Tee

\$24.99 - \$32.00 Prime

Some sizes/colors are Prime eligible

Show only Quiksilver items



More Colors Available

Hurley Men's Hula Death T-Shirt

\$24.95 - \$25.00 Prime

Some sizes/colors are Prime eligible

★★★★★ (1)

Show only Hurley items



More Colors Available

Quiksilver Men's Duplex Screen Tee 1

\$19.80 - \$25.00 Prime

Some sizes/colors are Prime eligible

★★★★★ (1)

Show only Quiksilver items



More Colors Available

Hurley Men's The Marv T-Shirt

\$24.95 - \$32.00 Prime

Some sizes/colors are Prime eligible

Show only Hurley items



# Amazon - Query Transformation

## User Problems to Solve

- Users were constantly frustrated by their search results when they used keywords that matched department names or other refinements

## How We Are Solving Them

- When a user performs one of these types of searches from within a department, we transform the query to select the refinements and leave just the keywords behind
- We always provide a backout link in case we got it wrong