

Tony Owens

Human-Centered Product & Service Design Leader

UX PORTFOLIO – 2024 / 2025

Some case studies in this portfolio are under non-disclosure agreements (NDAs). To comply with my agreements and preserve the confidentiality of these projects, I have omitted and obfuscated any confidential information within these case studies.

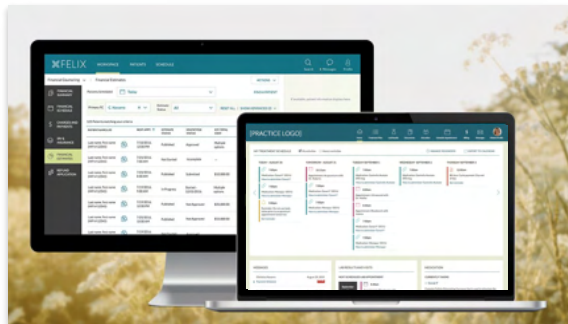
All information in these case studies is my own and does not necessarily reflect the views of my past or current clients or employers.

Please refrain from sharing this portfolio since it may contain confidential information.

Thank you, and please enjoy!

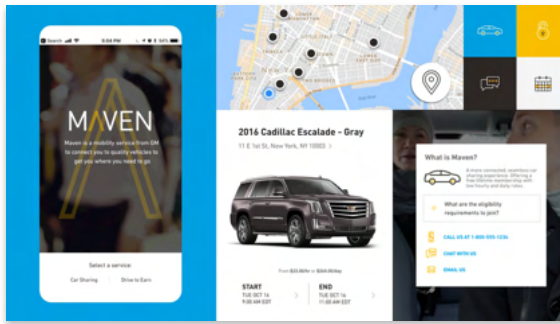
I. ABOUT ME

II. FEATURED PROJECTS



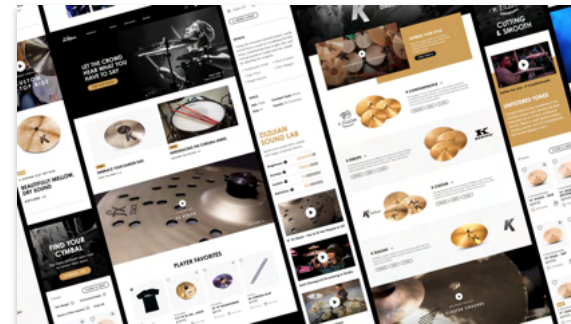
Integrated Fertility

Patient Portal & Practice Management System



GM Maven

Carsharing Mobility App & Service Enhancements



Zildjian Cymbals

Content-Rich Multibrand Ecommerce Experience

III. ADDITIONAL WORK

Enterprise • Intel

About Me





Seasoned UX researcher, strategist & product/service designer with 20+ years of diverse digital experience and a proven record of successful delivery across all stages of the product design process.

Champion for human-centered design who strives to deliver products and services that positively impact people's lives.

Portfolio ranges from creative brand experiences to sophisticated digital products and services, with experience spanning healthcare, mobility, fintech, commerce, technology, government and cultural venues.

Experience

Employment

- May 2024 – Present, New York, NY
Lead Service Designer, Photon / Citi.
- September 2012 – May 2021, New York, NY
Director, Experience Strategy & Design, Dentsu Creative.
- March 2010 – June 2012, New York, NY
Senior UX Architect & Manager, K Street Partners.
- October 2007 – March 2010, New York, NY
Associate Director, Experience Strategy & Design, Emerge.
- October 2003 – October 2007, New York, NY
Digital Systems Engineer, Hayden Planetarium, American Museum of Natural History.
- March 1999 – October 2003, Remote
Creative Technologist & UX Architect, Freelance.

Education

- Sept 2022 – May 2023
University of Pennsylvania, Stuart Weitzman School of Design + School of Social Policy & Practice.
Executive Program, Social Innovation Design (XSD).
- Sept 2000 – May 2002
New York University, Tisch School of the Arts, Institute of Emerging Media.
Masters of Professional Studies, Interactive Telecommunications Program (ITP).
- Sept 1995 – May 1999
The College Of New Jersey, School of Humanities & Social Sciences.
Bachelor of Arts with Honors, English Literature & Linguistics. Minors in Media & Communication Arts, Philosophy.

Unlocking the potential of businesses and brands through



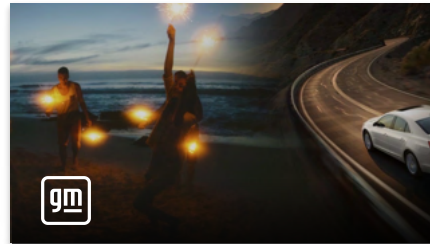
Marketing & Communications

Building brands and creative experiences that engage people and motivate behavior



Ecosystems & Commerce

Constructing end-to-end experiences through platforms and systems that drive utility and transaction



Products & Services

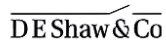
Creating and innovating new offerings and services that generate value and drive revenue



Transformation Consulting

Transformation Consulting to unlock exponential growth and drive change

Clients & Brands



"Tony rules. He just flat out rules. He's one of those people that totally understands – and thrives on being right in the middle of – the magic intersection of rock solid strategic thinking and innovative UX."

"I don't know that I've ever worked with someone who embeds themselves into a client's business as much as he does, which allows him to build strong client relationships."

"He's caring and compassionate with his team; he listens and empathizes with the clients; and he knows exactly what is needed to achieve the project's goals."

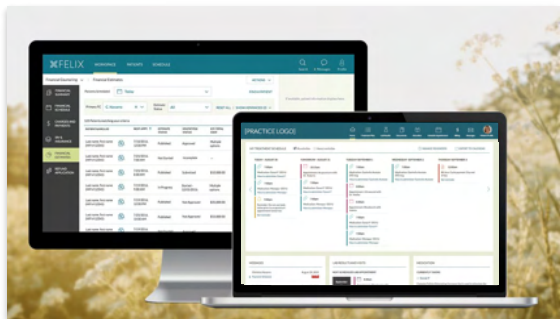
"Tony's super power is solving problems through human empathy."



Featured Projects

Tony Owens • Human-Centered Product & Service Design Leader

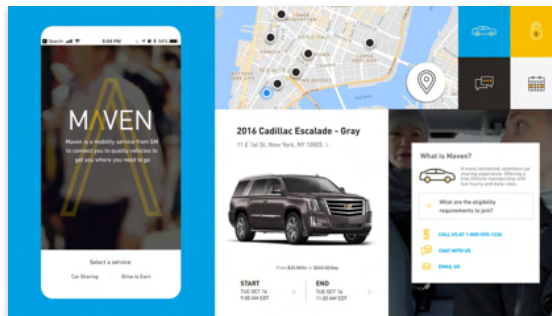
These three projects showcase my skills and leadership approach across a range of industries and different types of design challenges. Each case study represents a project that I pitched, planned, managed and partnered in producing – from research, strategy and concept exploration to detailed design and delivery.



IntegraMed Fertility

Patient Portal & Practice Management System

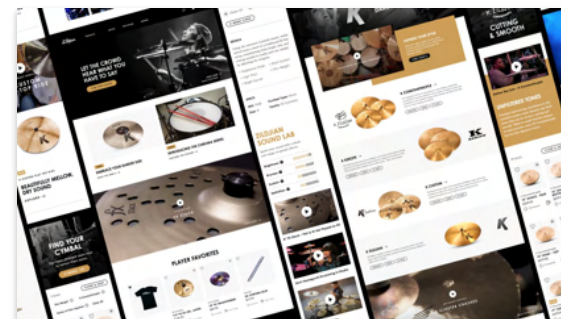
Weighed down by an outdated, inefficient suite of legacy applications, IntegraMed partnered with my team to completely transform the experience for fertility patients and professionals.



GM Maven

Carsharing Mobility App & Service Enhancements

Partnering with GM's Maven team, we elevated their carsharing service and app experience by addressing pain points and envisioning features to realize Maven's vision of seamless mobility.



Zildjian Cymbals

Content-Rich Multi-Brand Ecommerce Experience


By reimagining how cymbals can be experienced online, we created a powerful brand commerce experience that's in tune with musicians no matter where they are in their lifelong journey.

IntegraMed Fertility

Patient Portal & Practice
Management System

With ever-increasing demand for fertility treatment, IntegraMed was well-poised to maintain and grow its leadership as operator of the largest fertility practice network in North America.

Weighed down by an outdated, inefficient suite of legacy applications, IntegraMed partnered with my team to completely transform the experience for fertility patients and professionals.



Together we created a modern, revolutionary digital ecosystem that offers both patients and providers the integrated tools, guidance and support they need to achieve the best fertility treatment outcomes.

PROJECT GOAL

Revamp and integrate IntegraMed Fertility's suite of fertility services applications.

MY ROLE

Pitch & Proposal

- Led product strategy and vision
- Instrumental in planning and scoping

Discovery & Concept Exploration

- Led planning of the UX research and design approach
- Facilitated UX research, concept design and testing activities
- Collaborated with UX team in analyzing research, summarizing insights, crafting scenarios and designing a conceptual prototype

Detailed Design & Delivery

- Planned and led the design process, facilitating Agile design sprints with cross-functional teams across parallel threads of work
- Shaped requirements, managed priorities and maintained the vision while partnering with the team to deliver high-quality designs

COLLABORATORS

Creative Director + Team (3-6)

User Experience Team (4-12)

Functional Analyst

VP, Technology

Technology Team

Project Manager

Chief Marketing Officer

Executive Stakeholders

Subject Matter Experts (40+)

IntegraMed Product Team

IntegraMed IT Group

Engagement Director

The Challenge

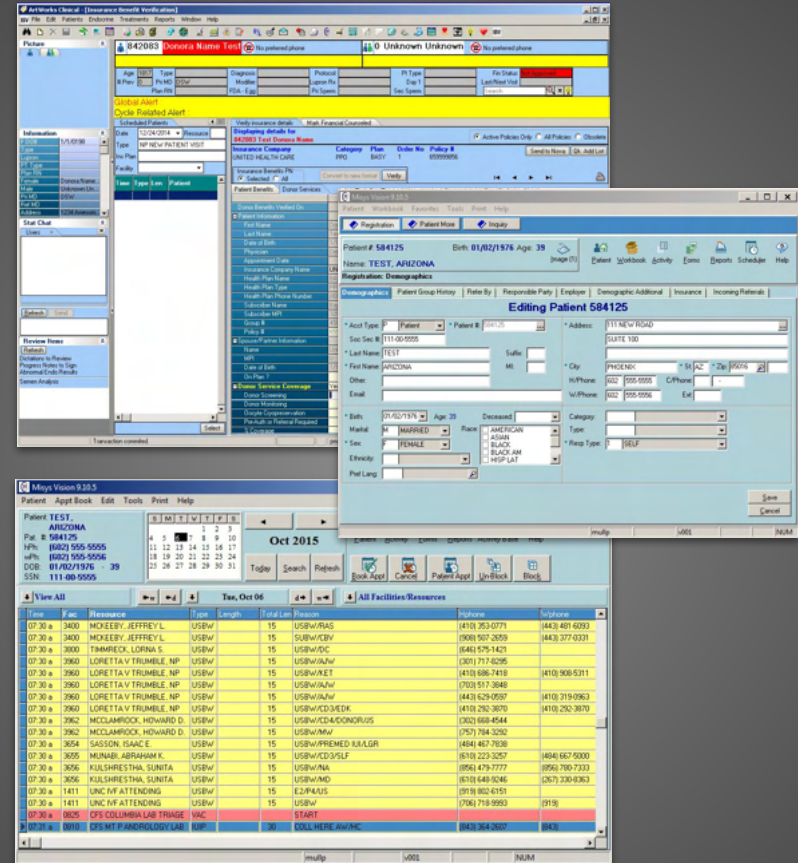
Delivering Excellence in Patient Care

IntegraMed offered a suite of third-party and custom digital tools to manage fertility practice operations, including billing/scheduling, medical records, lab management and a patient portal – but these outdated, inefficient tools had begun to hinder the company’s mission.

With siloed systems and archaic interfaces that fell years behind clinical and technological advances, the patient journey was poorly supported, while professionals were forced to find workarounds and enter important data multiple times, distracting from delivery of best-in-class patient care.

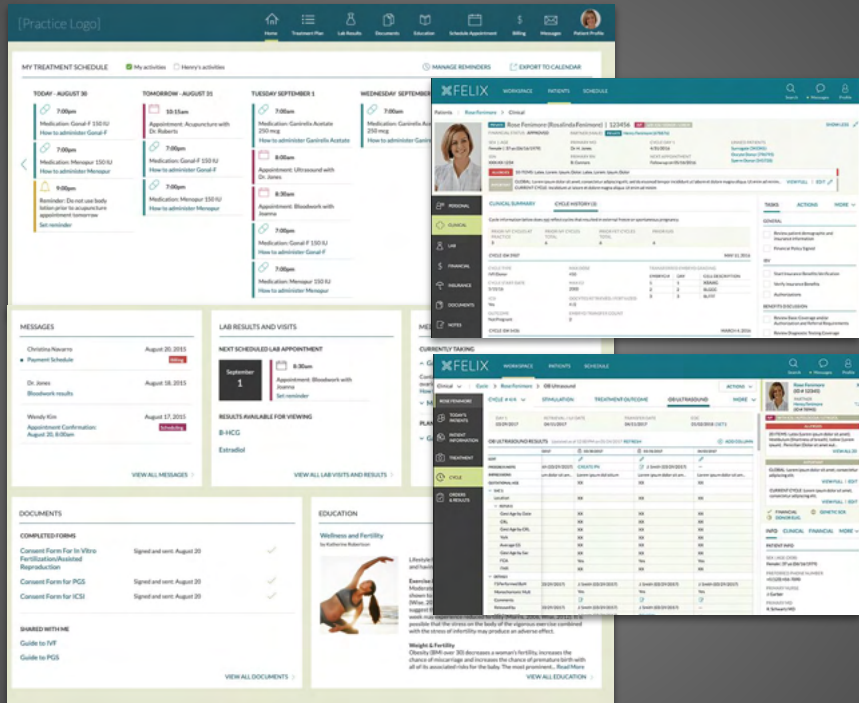
With over 130 locations in its growing network, operational differences between fertility practices added complexity to the challenge, necessitating an adaptable design solution that would flex for each practice’s unique needs.

Plus, their existing patient portal solution was generic, poorly suited to guiding patients through the complex clinical, financial and emotional aspects of the fertility treatment experience.



Before

Our Vision



After

Revolutionizing Fertility Services

Our proposed vision was to create a next-generation platform custom-built for fertility services, providing complete support through the patient journey while empowering providers to focus on patient care.

Comprised of integrated patient and practice portals, this one-of-a-kind web platform would be designed to adapt for different practice needs and scale seamlessly as IntegraMed grows.

From price estimates to paperwork, from treatment planning to lab workflows and patient self-care routines, the new platform would create practice efficiencies and offer a level of patient support that would lead the way for the industry.

Beyond just an app design and build, IntegraMed engaged my team at Dentsu Creative to help them digitally transform their entire business.

Our Approach

To achieve these objectives, I proposed an initial 12-week project to research and define the product strategy and vision – the outcome of which would determine the strategic roadmap, requirements and plan for several detailed design projects in the iterative Delivery phase to follow.



* Key activity highlighted in portfolio



The Discovery Phase

To understand Integramed's business goals and assess the existing patient and provider experiences, our process included research gathered through several means.

Stakeholder Workshops

Context, goals and opportunities from the executive leadership team

Patient Interviews

One-on-one discussions with past patients about their fertility journey

Practice Visits

Observing daily system users in their natural setting, performing real work using the system

Subject Matter Experts

Workshops with experts, from clinical to lab to administrative, to learn about their roles and interaction with systems

Market Trend Research

Assessment of market, customer and competitive trends, and review of leading competitors' systems

System Demonstrations

Knowledge transfer sessions to demonstrate the complete capabilities of existing systems

Heuristic Evaluation

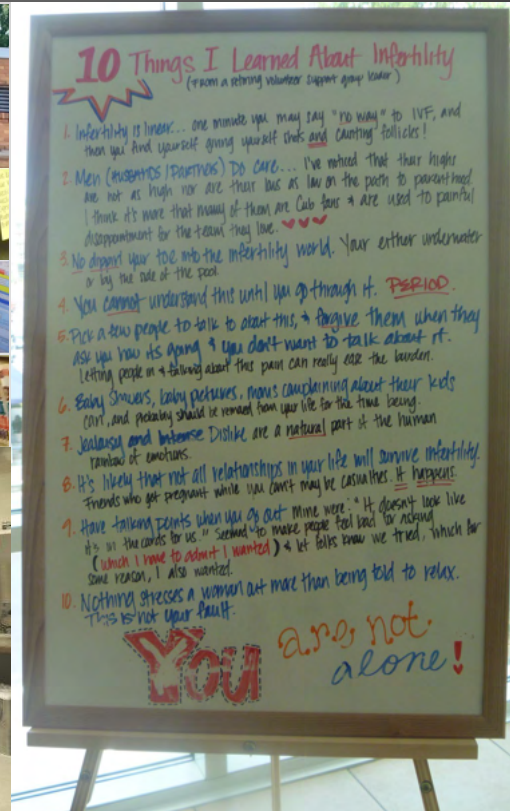
Expert analysis of current user interfaces based on fundamental usability standards

Business Process Analysis

Analyzing how jobs are done today to find ways that the system can enable better operations in the future

Practice Visits

The project began with an ethnographic study of the service – traveling to fertility practices across the US to shadow doctors, nurses, lab techs, administrators and patients, uncovering process interdependencies and nuances that would inform our strategy.



Workshops & Interviews

For a full month during discovery, I planned and facilitated workshops and activities with stakeholders, patients and practice professionals to build a shared understanding of IntegraMed's current service experience and ecosystem.

Week 1					
	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Full Day - Document Review & Workshop Prep	Full Day - Document Review & Workshop Prep	Full Day - Document Review & Workshop Prep	- Document Review & Workshop Prep	Full Day - Document Review & Workshop Prep
PM				- NewStart Executive Kickoff (1 hr)	
Week 2					
	Monday	Tuesday	Wednesday	Thursday	Friday
AM	- NewStart Research Phase Kickoff & Orientation (1 hr)	- Workflow Spotlight: Physicians/Nurses (2 hrs) - Tech Overview: Infrastructure & Devops (2 hrs)	- Workflow Spotlight: Front Desk (1.5 hrs) - Tech Overview: Misys Vision (1 hr)	- Workflow Spotlight: Call Center (1 hr) - Tech Overview: PRM/Salesforce (1 hr)	- 1-2 breakout topics TBD (1 hr each)
PM	- NewStart Users & the Service Ecosystem (1 hr) - INMD's Current Software Service Model (1.5 hrs)	- Workflow Spotlight: Lab/Cryo (2 hrs) - NewStart Branding & Positioning (1 hr) - Tech Overview: ARTworks (2 hrs)	- Workflow Spotlight: Financial Counseling (2 hrs) - Tech Overview: TRAK/AIO (1.5 hrs) - Tech Overview: Patient Portal (1 hr)	- Workflow Spotlight: Patients (1 hr) - Workflow Spotlight: Exec Directors (1.5 hrs) - Tech Overview: Microstrategy (2 hrs)	- Patient Interview 1: Core Fertility (1 hr) - Prep for Week 3 activities.
Week 3					
	Monday	Tuesday	Wednesday	Thursday	Friday
AM	- Core Fertility Patient Journey (1.5 hrs)	- User Session: Physicians & Nurses 1 (1 hr) - Tech Deep Dive: ARTworks (2 hrs)	- User Session: Financial Counselors 1 (1 hr) - Tech Deep Dive: TRAK/AIO (1.5 hrs)	- User Session: Lab Personnel 1 (1 hr)	- 1-2 breakout topics TBD (1 hr each)
PM	- Secondary Patient Journeys (1.5 hrs) - Patient Interview 2: Secondary (1 hr)	- User Session: Physicians & Nurses 2 (1.5 hrs) - Patient Interview 3: Core Fertility (1 hr) - Tech Deep Dive: Misys Vision (1 hr)	- User Session: Financial Counselors 2 (1.5 hrs) - Patient Interview 4: Core Fertility (1 hr) - Tech Deep Dive: Patient Portal (1 hr)	- User Session: Lab Personnel 2 (1.5 hrs) - Patient Interview 5: Secondary (1 hr)	- Any additional secondary patient interviews (1 hr each) - Prep for week 4 activities
Week 4					
	Monday	Tuesday	Wednesday	Thursday	Friday
AM	- User Session: Front Desk 1 (1 hr)	- User Session: Call Center 2 (1.5 hrs)	Full Day: - Practice Visit (small practice): o Front Desk o Physician o Nurse	Full Day: - Practice Visit (large practice): o Financial Counselor o Lab o Call Center	- 1-2 breakout topics TBD (1 hr each)
PM	- User Session: Front Desk 2 (1.5 hrs) - User Session: Call Center 1 (1 hr)	- User Session: Exec Directors 1 (1 hr) - User Session: Exec Directors 2 (1.5 hrs)			- Wrap up. - Begin analysis.



Stakeholder Workshops

Partnered and collaborated with IntegraMed's executive leadership, product and technology teams to understand the system's current users, ecosystem, touchpoints, capabilities and challenges.



Patient Interviews

Gained insight from patients who had experienced IVF, egg freezing, donation and/or surrogacy – including those from the LGBTQ+ population – to learn their unique experiences of the fertility journey.



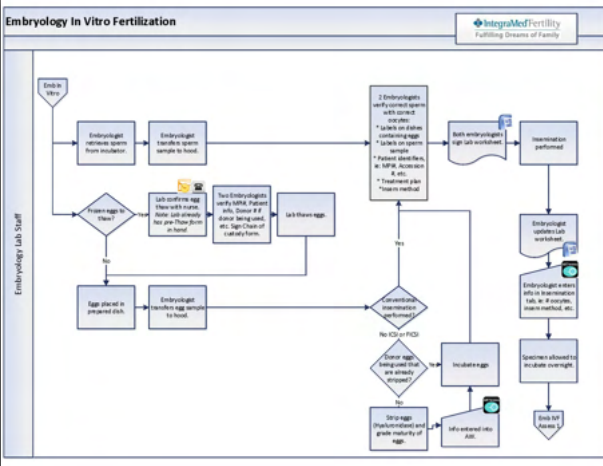
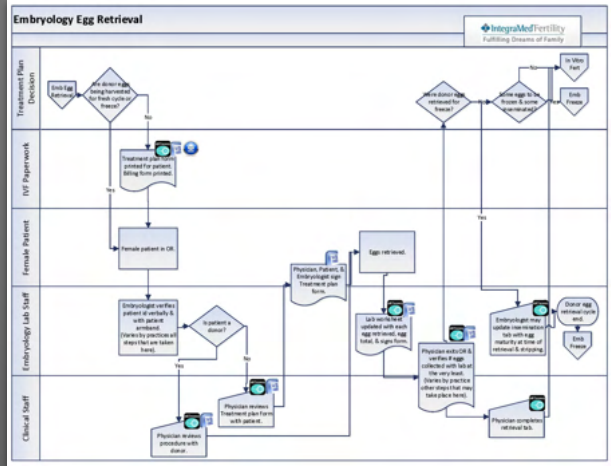
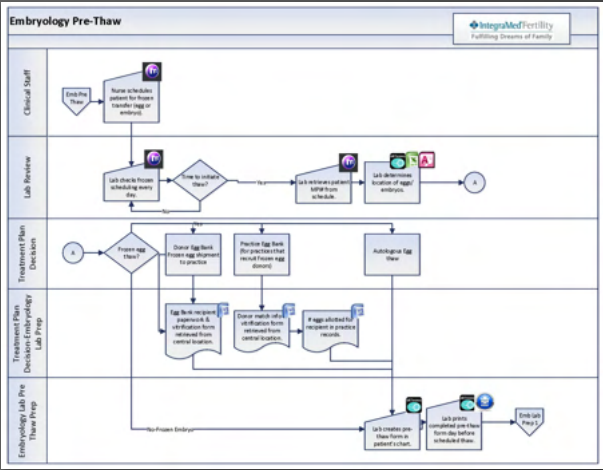
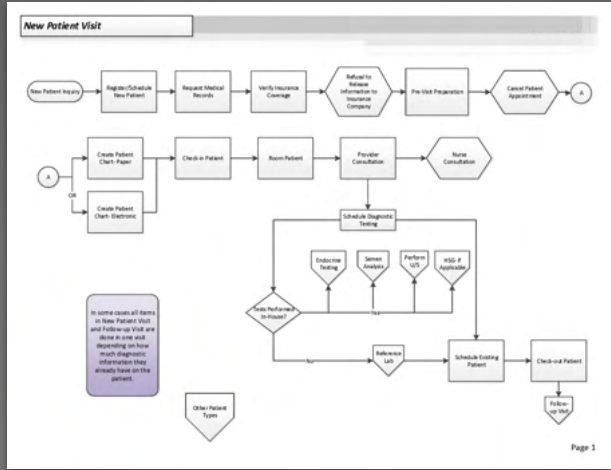
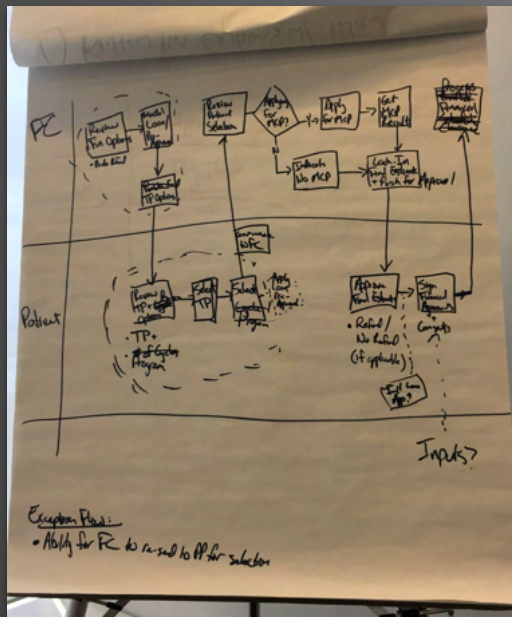
40+ Practice Experts

Examined and reimaged practice operations, roles, responsibilities, workflows and interactions with systems as well as with patients, identifying emotional, clinical, financial and other factors that can arise.

Process Mapping

I facilitated workshops with our team of practice operations experts to review process maps defining the entire business, reconciling operational differences between practices while imagining ways that a new system might enable greater efficiency and focus on patient care.

By the end, we had created a completely new set of unified, digitally-enabled business processes that would ultimately be adopted across the entire network.

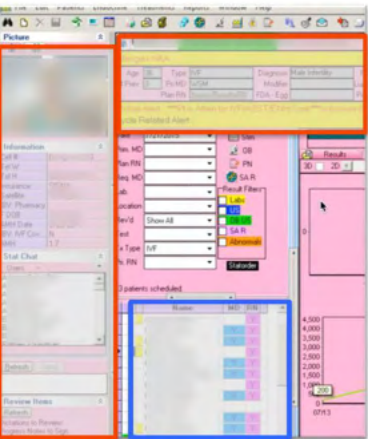


Heuristic Analysis

We conducted an expert analysis and assessment of their current interfaces based on fundamental usability principles and standards.

Heuristic Analysis - ARTworks

Information Hierarchy



ARTworks suffers from some basic information hierarchy issues that, while not debilitating to trained users, can cause confusion and extend the learning curve.

In the example to the left, the view's main context is for a single patient, yet child elements (highlighted in blue) in the interface break out of the hierarchy and include lists of other patients. Such deviations can make it hard to understand "where" one is and at what level of detail is in focus.

Recommendations

- Revise screen layouts and use of space to better serve cascades of information and accommodate context switching tasks.

Heuristic Evaluation

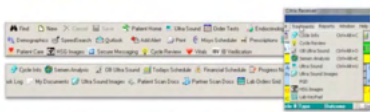
A clear, consistent information hierarchy is essential for user wayfinding in the application as well as aiding in general sensemaking. Information hierarchy typically follows the top-to-bottom, left-to-right flow we use for reading. The spatial relationship of elements in the user interface implies hierarchy and inheritance that users have come to expect. When the information hierarchy is inverted, or improperly nested, users can feel a sense of confusion as important contextual cues are not working as expected.

Reduce short term memory load & consistency with user expectations

The inconsistent information hierarchy in ARTworks places added burdens on users who must remember which areas of the interface break out of the main patient context.

Heuristic Analysis - ARTworks

Accelerators and Toolbars



While providing accelerators and customization to enable users to define their own shortcuts is a best practice, the current execution can be improved to create more meaningful chunks of information and groupings of commands.

Recommendations

- Separate universal tools such as "find," "new," and "save"
- Enable users to partition their shortcuts into distinct, labeled groups
- Consider dynamic UI patterns that make the list of shortcuts ubiquitous without taking up large amounts of space and adding to clutter
- Explore additional methods to provide accelerators for user views of information are just the beginning
- Explore alternatives and ways to support key combinations within browser-based applications

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Heuristic Evaluation

Accelerators are an important part of any system geared for repeat use and expert users.

"Things that act different should look different"
The current approach violates this principle by making commands, such as "find," look the same as a link to a specific window.

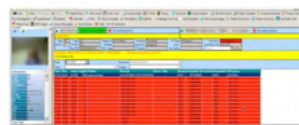
"Cater to universal usability"
The current approach recognizes that different types of users access the system differently.

"Autonomy"
The system provides users with the ability to set their own shortcuts, giving them the ability to control the system's navigation.

"Fitts's Law"
To truly make shortcuts fast, the size, placement and space between buttons needs to be improved. These details help to ensure the user's mouse finds it's way quickly to the desired item.

Heuristic Analysis - ARTworks

Color Coding



ARTworks makes use of color coding to convey required fields, rejections and status. Users also have the ability to choose the background color for panels. The use of color can be improved by following simple best practices aimed at increasing discernibility and reducing potential sources of confusion.

Recommendations

- Retain the use of color in the UI for information-bearing elements
- Limit or prevent the use of color for decorative purposes
- When color coding, ensure that an additional method of visual communication is present, such as arrow indicators, labels or icons.

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Heuristic Evaluation

As a popular design maxim states, "Color is information." ARTworks has opportunities to refine its use of color in its future execution, increasing both its effectiveness and aesthetic appeal.

"Any time you use color to convey information in the interface, you should also use clear, secondary cues to convey the information to those who cannot see the colors presented."

This principle is not followed in the current design, where color coding is not augmented by a secondary cue. This has negative consequences for the color blind and can also adversely affect people with normal vision.

"Do not strip away or overwhelm color cues in the interface because of a passing graphic-design fad... Do not avoid color in the interface just because not every user can see every color."

Directionally, the product team should be careful not to introduce design aesthetics or branding elements that undermine the use of color as information, nor should it abandon the use of color from fear of edge cases.

Research Findings

From these research activities, we gained a strong understanding of goals, needs and opportunities for Integrated's business, its network of fertility practices and the patients they serve.

THEMES	Patient Pain Points	Practice Inefficiencies	System Deficiencies
New Patient Acquisition		●	●
Patient Education	●		
Expectations Management	●	●	
Patient / Practice Communication	●	●	
Internal & Third-Party Communication	●	●	●
Lack of System Integration		●	●
Appointment Scheduling		●	●
Onsite Patient Flow Management	●	●	●
Complete View of the Patient's Journey	●	●	●
Abundance of Paper		●	●
Manual Workarounds		●	●
Process & Approach Differences		●	●
System-Workflow Disconnect		●	●
System Access		●	●
Chain of Custody	●	●	●
Reporting Challenges		●	●
Patient Self-Service	●	●	
Circle of Care Support	●		

18 key themes

capturing patient and practice pain points caused or exacerbated by system deficiencies

Strategic Opportunity Summary

Our research helped us focus on the right set of strategic opportunities for the platform in order to ensure that all core stakeholder needs are met.

Strategic Tenets



Create intuitive tools that drive practice efficiency



Enrich and support the patient experience



Implement an adaptable platform



Increase practice profitability

Opportunities

Create intuitive tools that drive **practice efficiency** 

- **Improve practice facing systems**
 - Easier way to view and analyze data within the system
 - Support for additional data currently recorded outside the system
- **Automate tasks and leverage business logic**
 - Reduce data redundancy
 - Improve speed of completing daily tasks
 - Reduce amount of steps needed to complete tasks
- **Make communication and collaboration seamless for everyone**
 - Within practices (inter- and intra-team collaboration)
 - With patients throughout their journey
 - With external entities (labs, outside physicians, etc.)
- **Streamline chain-of-custody processes & reduce chance for error**
 - Use digital tools to assist in automation
- **Enable sharing of tools and templates across practices**
- **Extend tools to mobile platforms**
 - Access common tools while on the go (e.g. schedules)
 - Digitize commonly used forms to increase speed during appointments

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"Need a high level of service as well as communication ... and there is the ability to do that from a digital perspective."

Home Office Employee

Opportunities

Implement an **adaptable platform** 

- **Adapting to new / different practice structures**
 - Customization of modules / key features
 - Flexibility in assigning roles and entitlements
 - Support for foreign locales
- **Support for all patient types (LGBT, etc.), with room to grow (multiple party partnerships)**
- **System adaptable to changing medical trends**
 - Creation and customization of clinical flowsheets
 - Management of business rules to meet regulatory needs
 - Standardization and automation of chain of custody practices
 - Removal of hard coded limitations (4 medication limit in stim grid)

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"The system was designed so long ago that same-sex couples were not very common at all so it's designed really for a male and a female."

Home Office Employee

Opportunities

Build, enrich and support the **patient experience** 

- **Provide more tools for end patients and their support network**
 - Self-service
 - Patient education
 - Automation of billing
- **Provide additional communication tools**
 - Digital doctor-patient relationships
- **Create a personalized experience**
- **Provide information clearly and at appropriate times**
 - Better coordination between clinical and financial staff in managing patients' expectations regarding treatment
 - Ensure patients have visibility into next steps in treatment

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"Fertility doesn't discriminate."

Home Office Employee

Opportunities

Increase **practice profitability** 

- **Acquisition**
 - Create systems for prioritizing high-value doctor referrals
 - Provide doctors with materials that help inform and attract patients
- **Retention**
 - Create more systematic approaches towards tracking patient satisfaction
 - Maintain better visibility into patients who have delayed or halted treatment
- **Reporting**
 - Make real-time data easily accessible and digestible
 - Provide flexible tools for analyzing business processes to identify opportunities for cost reduction
- **Chain of custody**
 - Reduce potential revenue loss through increasing reliability and effectiveness of specimen tracking

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"The more time it takes to get back to the patient, the harder it is to retain that patient."

Home Office Employee

Core Stakeholder Needs

The discovery process established a shared, holistic understanding among the team of our core stakeholders' needs – most importantly, those of practice professionals and the fertility patients that they serve.

INTEGRATED FERTILITY

A modern system that aligns with current trends in medicine, technology and society, serving both patients and practices effectively while keeping costs low.

FERTILITY PATIENTS

Clear expectations, provided proactively; self-service tracking tools; a feeling of personalization, support and being in control during a complex, difficult emotional journey.

PRACTICE PROFESSIONALS

Connected systems that talk to each other; integrated tools that align with the way that they do work and reduce the need for workarounds.

NEWSTART

Conceptual Prototype



The Definition Phase

Once the Discovery research was complete, we created design artifacts to document our learnings and envision ideas for what this revolutionary new platform could be.

Personas

Relatable, research-informed profiles to enable shared understanding of user goals and behaviors

Behavioral Archetypes

User behavior analysis focusing on types of work done regardless of role (i.e. admin tasks by nurse)

Journey Maps

A story-driven graph of a typical person's (or persona's) experience, interactions and critical moments with a product or service

Service Blueprints

A graph describing key service delivery elements – people, processes, systems, artifacts – that enable a patient's journey

Creative Mood Boards

Creative explorations intended to explore high-level look, feel and style prior to actual screen design

UX/UI Concept Exploration

High-level design of key screens sufficient to establish consensus on the overall product vision

User Stories & Requirements

User-centered descriptions of key tasks and needs that are used as acceptance criteria for design and testing of features

Conceptual Prototype

An interactive model of key screens and journeys built to share and validate early working concepts with broader audiences

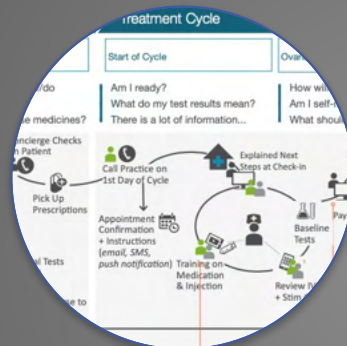
Mapping Patient & Provider Journeys

We mapped the fertility patient and provider experiences to establish a holistic view of the patient journey and how different roles converge and intersect in the delivery of patient care – enabling us to imagine new opportunities for improving the service at every stage.



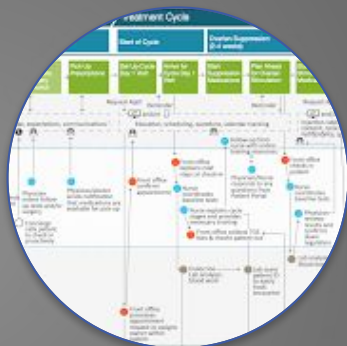
Persons & Archetypes

Captured learnings about each role in the fertility ecosystem, including doctors, nurses, embryologists, financial counselors, patients and more



Patient Journey Maps

Modeled the thoughts, feelings, activities and interactions that a patient might typically experience throughout the course of the fertility treatment journey



Fertility Service Blueprints

Mapped the roles, activities and systems involved at each stage of patient care to streamline practice operations while delivering better patient experiences and outcomes




Scenario Development

Outlined critical scenes from each roleplayer's viewpoint, developing key narratives, use cases and requirements to guide concept design and prototyping

Personas & Archetypes


The provider personas included a 'Behavioral Profile' chart to depict how much one's role might vary depending on practice size – for example, greater financial or patient-facing duties for an embryologist at a smaller practice versus at a larger one.




Christina Navarro
Role: Financial Counselor
Age: 36
Experience: 6 years
Education: MBA, Healthcare
Administration
Practice size: 6 Physicians | 1 location

Christina's Story
Christina knows that covering the cost of fertility treatment can add a lot of stress to an already emotional journey. For each new patient, she takes the time to understand the unique aspects of their treatment plan, then strives to find creative ways of serving their needs, uncovering insurance benefits and explaining other financing options that may be available. In other words, Christina removes financial barriers to treatment. She dreams of having an intelligent system that will help her identify some of these financial options on behalf of her patients.

Role in Patient Journey



Behavioral Profile



Responsibilities

- Establishing and managing financial expectations throughout the treatment cycle including insurance coverage, financing opportunities, potential changes in treatment cost, etc.
- Providing financial estimates
- Facilitating treatment financing with third party payers on patient's behalf
- Posting charges to Aetna and managing patient refunds and provider reimbursements

Key Needs

- Quick and easy access to patient treatment information in one centralized location (including external links, etc.)
- Tools to support value assessment (e.g., ROI) costs more but increases chance of success by X%, etc.) as well as easy communication to the patient
- Ability to quickly and easily check what is covered by insurance
- Educational resources that can be personalized to the patient's specific need/pain

Top 3 Pain Points

- Lack of integration between AETAs and financial systems
- Communication lag between different teams involved in the process
- Financial information requires extra preparation before conveying to patient

Top 3 Wish List Items

- Better tools to help service patients throughout their journey
- Ability for patients to self-serve as much as possible
- Better internal and patient communication structure


Interacts with

- Patient
- Front Desk
- Physician
- Nurse

Uses

- TRAK
- ARTworks
- MyVisi Vision
- AIO

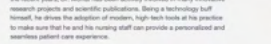
isobar




Dr. Steven Moffat, M.D.
Role: Physician
Age: 52
Experience: 21 years
Education: M.D., Reproductive Endocrinology
Practice size: 6 Physicians | 1 location

Dr. Moffat's Story
Dr. Moffat is a board-certified Reproductive Endocrinologist who is deeply committed to guiding his patients through the often difficult journey of fertility treatment. As a successful and sought after practitioner in the field, he frequently appears on national media on the topic of infertility. In the recent years, Dr. Moffat has been actively involved in many innovative research projects and scientific publications. Being a technology buff himself, he drives the adoption of modern, high-tech tools at his practice to make sure that he and his nursing staff can provide a personalized and seamless patient care experience.

Role in Patient Journey



Behavioral Profile



Responsibilities

- Developing and coordinating treatment plans
- Managing patient treatment expectations
- Performing comprehensive and timely treatment procedures
- Ordering and reviewing lab tests
- Communicating results and treatment insights
- Outsourcing medical notes
- Outsourcing practice operations

Key Needs

- A quick, easy and friction-free view of the patient's treatment history and programs
- Clear indication of the patient's current status and next steps
- Ability to track staff activities, lab orders, and procedure requests
- Easy access to high-level insights concerning the clinical and financial performance of the practice
- Ability to create and customize clinical templates and protocols
- Mobile and intuitive tools to help facilitate patient education
- Access to information on-the-go

Top 3 Pain Points

- Cluttering up on a patient's history using different views
- Missing around attributes and creating changing tabs
- Accessing and managing information requires too paper

Top 3 Wish List Items

- Improving inter-practice communication
- System integration with lab results and ordering machines
- Digitizing status notes and procedure forecasts


Interacts with

- Patient
- Nurse
- Front Desk
- Lab Personnel
- Fertility Counselor

Uses

- ARTworks
- MyVisi Vision
- Microscopy Dashboard
- Egeni System (external)
- Fertility Counselor

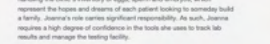
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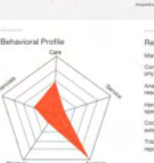
Joanna Madden
Role: Embryologist
Age: 42
Experience: 12 years
Education: MS, Reproductive Science
Practice size: 3 Physicians | 1 location

Joanna's Story
From her early fascination with biology, Joanna graduated towards a career as an embryologist. She's naturally careful and inquisitive, qualities that make her suited at analyzing lab samples and making key decisions that inform each patient's treatment approach. She's also embraced with handling the clinic's inventory of eggs, sperm and embryos, which represent the hopes and dreams of each patient looking to someday build a family. Joanna's role carries significant responsibility. As such, Joanna requires a high degree of confidence in the tools she uses to track lab results and manage the testing facility.

Role in Patient Journey



Behavioral Profile



Responsibilities

- Managing lab testing facilities
- Conducting lab tests ordered by physicians
- Analyzing and documenting lab test results
- Handling clinic's inventory of eggs, sperm and embryos
- Contributing input to on-call and external consultations
- Tracking why and generating reports

Key Needs

- An optimized system that provides all steps and data from arrival of testing equipment
- Clear and easy access to patient concerns with the ability to search and filter
- A system that provides reliable and accurate information
- Data facts that are consistent with external agencies such as BIRT, CCG, etc.
- Streamlined inspection between lab members and billing
- Ability to easily change and document the lab process

Top 3 Pain Points

- Documenting test on paper and then re-entrance
- Access to an enhanced set of KPIs in real-time helps to generate custom reports quickly
- Accessing billing records within Cym Module

Top 3 Wish List Items

- Improved and automated chain of custody process
- Access to an enhanced set of KPIs in real-time helps to generate custom reports quickly
- A better way to manage and document lab process

Interacts with

- Physician
- Nurse
- ARTworks
- Cym Module

Uses

- ARTworks
- Cym Module

isobar

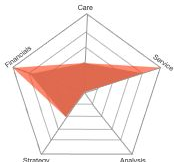
Role Variation: Financial Counselor

While financial counselors share the same core of responsibilities and behaviors across the network, there is some variability in the functions they take on depending on practice size and structure.

Smaller Practice


At smaller practices, financial counselors may perform additional functions such as:

- answering patient phone calls and checking them out
- insurance benefits verification
- other CBO duties (e.g., preparing outstanding balance reports)




Mid-size Practice

Christina Navarro represents a typical mid-size practice financial counselor.



Larger Practice

At larger practices, financial counselors may be working only with the patients of only 1 or 2 physicians. If the practice has satellite offices with no financial advisors on site, initial conversations with the patient happen over Skype to preserve the vital component.



isobar


Role Variation: Physicians

While physicians share the same core responsibilities and behaviors across the network, there is some variability in the functions they take on depending on practice size and structure.

Smaller Practice

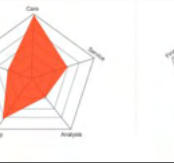
Physicians at smaller practices may:

- take more active involvement with practice development
- deliver test results to patients more frequently



Mid-size/Large Practice


Dr. Moffat is a typical physician for a mid-size/large practice.



With Satellite Locations

At practices with satellite locations, physicians are likely to:

- travel frequently, so they have stronger needs for tools on-the-go
- help with coordination/transportation of paperwork to the main office.



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Role Variation: Embryologist

While embryologists share the same core of responsibilities and behaviors across the network, there is some variability in the functions they take on depending on practice size and structure.

Smaller Practice

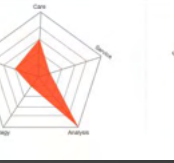
At smaller practices, embryologists may also have to:

- follow up with patients and deliver results
- be even more engaged with supporting billing functions in Cym
- perform more reporting/monitoring responsibilities, as the lab director is busy very hands-on



Mid-size Practice


Joanna Madden is a typical embryologist for a mid-size practice.



Larger Practice

At larger practices where there is further role differentiation, embryologist may have:

- less patient interaction
- less involvement with facilitating billing in Cym



isobar

Lens



"Setting expectations and giving people as many touch points they can have as far as feeling like they have control in the process"

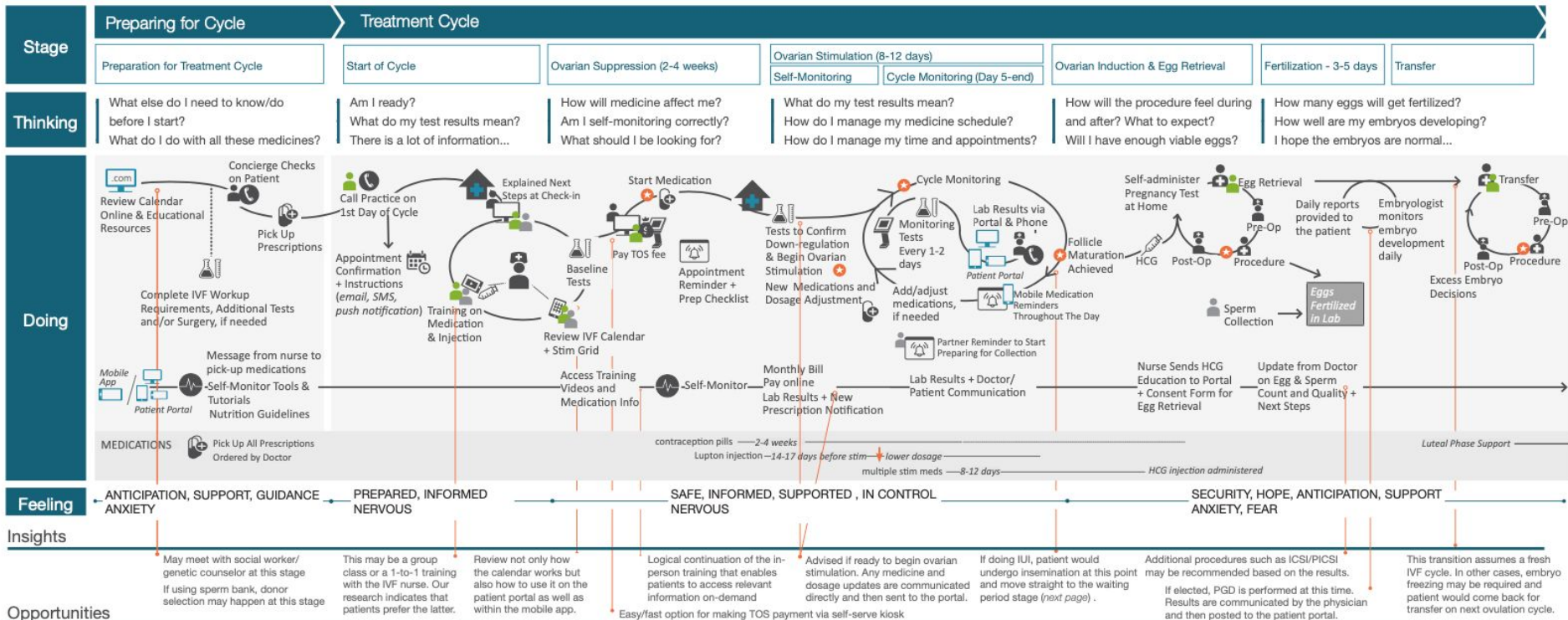
"The person who made all the difference for me was the nurse coordinator. She sort of held my hand through the process because there are so many steps to go through."

"One of the things I really liked was the portal system [...], because a lot of times I could get on there and check my lab results and they didn't have to call me. I could check myself and then I send an email to my doctor from there and she'd respond right back."

"We were extremely lucky: we did one round of IVF and I had something like 17 magnificent follicles and they put 2 back in and one took and we still have 4 frozen."

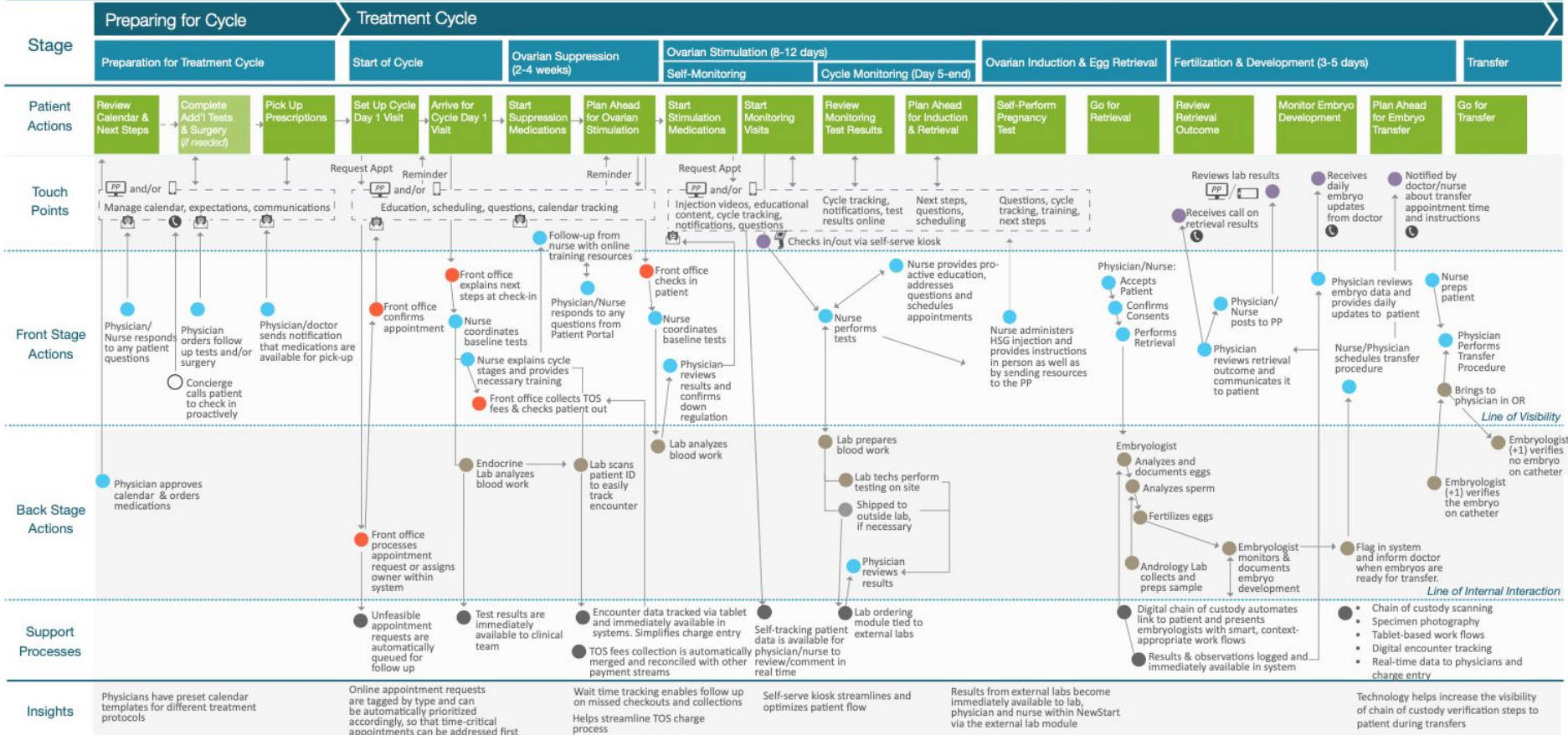
Fertility Journey

Legend → Optional Step ● Key Milestone in Patient's Journey



Analysis of this portion uncovers opportunities to improve the patient experience and practice efficiency through curated education, intuitive workflows, real-time data, smart notifications and process tracking tools.

Touch points/actions by role: Patient (Purple), Call Center (Yellow), Fin Counselor (Green), Nurse/Physician (Blue), Front Office (Red), Lab (Brown), Concierge (Grey), System (Dark Grey), Non-INMD (Light Grey)
 Channels: Phone Call, Email, SMS, Mobile App, Tablet, Acquisition Site, Patient Portal, Referral LP, Self-Serve Kiosk



Prototype Scenario Development

1 Patient Journey

Actor(s): Core Fertility Patient, Financial Counselor, Clinical and Admin Staff

[1 of 5]

A. Doctor Referral	B. Preparing for First Consultation	C. Arriving for First Consultation
<p>Highlights at this stage:</p> <ol style="list-style-type: none"> Content/collateral provided to top referring doctors to attract new patients and drive awareness of online resources Collateral contains unique code to access pre-acquisition patient portal for treatment education and financing information Systematic tracking of physician referral metrics Personalized/targeted educational content and acquisition/onboarding communications 	<p>Highlights at this stage:</p> <ol style="list-style-type: none"> Self-service registration and pre-treatment education via Patient Portal Personalized overview of financial expectations based on pre-registration demographic information 	<p>Highlights at this stage:</p> <ol style="list-style-type: none"> Greeted by front office staff with patience and preparedness for first time patient visit Digital capture of insurance card, past medical records and patient photos for portal profile Setup of patient ID, fingerprint scanner or other unique identifier to enable easier management of patient encounters/flow
<p>Narrative Opportunities / Subtext</p> <p>Enable doctors with tools to help patient acquisition. Reduce scanning of external referrals by providing online forms.</p>	<p>Narrative Opportunities / Subtext</p> <p>This could be a potential opportunity to highlight mobile experiences. Can also highlight personalization and self-service. Self-service forms for the patient applicant can reduce Front Office workload.</p>	<p>Narrative Opportunities / Subtext</p> <p>Database of insurance coverage terms creates efficiencies and streamlines insurance verification for faster approval of treatment plans. Patient identifier sets up story of paperless practice.</p>
<p>Flow Notes / Connections</p> <p>External referrals affect Front Office staff; document scanning and data entry</p>	<p>Flow Notes / Connections</p> <p>Front Office might be alerted about application level of completion</p>	<p>Flow Notes / Connections</p> <p>Insurance verification details covered within front desk journey</p>

1 Patient Journey

Actor(s): Core Fertility Patient, Financial Counselor, Clinical and Admin Staff

[2 of 5]

D. The First Consultation	E. Diagnostic Testing	F1. Financial Counseling (In-Person)
<p>Highlights at this stage:</p> <ol style="list-style-type: none"> Tablet based overview of reproductive anatomy and fertility treatment approaches Walkthrough of mobile stim grid, cycle tracking and treatment planning tools on Patient Portal 	<p>Highlights at this stage:</p> <ol style="list-style-type: none"> Physician scans unique patient identifier to automatically track patient flow during visit Physician captures clinical data and billing codes via tablet; info captured by systems in real-time Tablet-based walkthrough of initial ultrasound, treatment considerations and success probabilities Access to test results via patient portal 	<p>Highlights at this stage:</p> <ol style="list-style-type: none"> Patient-friendly financial estimating tools to help facilitate post-consultation discussions Real-time visibility of physician's treatment considerations to inform treatment estimating process
<p>Narrative Opportunities / Subtext</p> <p>Digital tools support practice-patient discussion. Tablets can provide second screen experiences that extend the desktop system and enable more natural F2F interactions</p>	<p>Narrative Opportunities / Subtext</p> <p>This could be a potential opportunity to highlight mobile experiences. Digital encounter tracking streamlines charge entry, builds story of paperless practice. Digital tools support practice-patient discussion.</p>	<p>Narrative Opportunities / Subtext</p> <p>This could be a potential opportunity to highlight mobile experiences. Digital tools support practice-patient discussion.</p>
<p>Flow Notes / Connections</p> <p>Patient education highlighted in physician journey</p>	<p>Flow Notes / Connections</p> <p>Patient education and digital encounter tracking highlighted in physician journey</p>	<p>Flow Notes / Connections</p>

3 Physician Journey

Actor(s): Physician, Nurse, Embryologist, Front Office, Patients

[1 of 4]

A. Morning Chart Review / Fert Report	B. First Consultation	C. Diagnostic Testing Prep
<ol style="list-style-type: none"> Physician checks personal and team schedule Patients expecting followup calls are automatically added to physician's to-do list, linking to patient records Lab result readiness indicated in patient list, enabling physician to scan/prioritize Physician assesses impact on patient's treatment next steps and documents changes Based on staffing model and personal preference, physician can conduct own followup calls or assign to-do to nurse 	<ol style="list-style-type: none"> Physician receives an alert via system and/or mobile notifying the next patient is ready. This is tied to the scheduling system and check-in. Reviews patient demographics and records gathered via patient intake forms Patient Education dialog with physician The physician leads a tablet-based fertility treatment overview of reproductive anatomy and treatment approaches Physician demos Patient Portal, including a walkthrough of self-serve cycle tracking tools 	<ol style="list-style-type: none"> If testing occurs as followup appointment, physician receives alert to queue up incoming patient's records, treatment history and notes Documents plan for diagnostic testing Prepares relevant fowhsheets to capture diagnostic test result data
<p>Narrative Opportunities / Subtext</p> <p>Highlights system integration, process management and intuitive workflows for physicians.</p>	<p>Narrative Opportunities / Subtext</p> <p>Education and planning materials from the patient portal may be repurposed / reformatted for tablet use in face to face meetings. The Physician possibly introduces patient to mobile app for cycle tracking.</p>	<p>Narrative Opportunities / Subtext</p> <p>Highlights better system integration and intuitive workflows for physicians.</p>
<p>Flow Notes / Connections</p> <p>Potential delegation to nurses, impacts front office and scheduling.</p>	<p>Flow Notes / Connections</p> <p>Downfalls into patient journey and front office (patient reception)</p>	<p>Flow Notes / Connections</p>

3 Physician Journey

Actor(s): Physician, Nurse, Embryologist, Front Office, Patients

[2 of 4]

D. Diagnostic Testing	E. IVF Treatment Prep / Pre-IVF Monitoring	F. Egg Retrieval
<ol style="list-style-type: none"> Scans unique patient identifier to automatically show patient medical charts/records and track flow of visit Tracks encounter by tapping on services provided via tablet-based encounter form Physician walks through ultrasound with patient and explains results Test observations may be fed directly to NewStart, through medical system interfaces After physician approval, analysis of test results and treatment plan recommendation delivered via patient portal 	<ol style="list-style-type: none"> Consents are electronically signed by the patient prior to treatment start Streamlined ePrescription and lab order tools Physician conducts ultrasound during monitoring; reviews results via tablet, also sent to portal Physician reviews stim grid that shows history, bloodwork results and patient cycle tracking data Graph shows hormone level indicating patient ready for retrieval; physician annotates lab results, documents next steps and delegates patient followup to nurse Encounter logging 	<ol style="list-style-type: none"> Physician preps for pre-operative discussion by looking at stim grid Uses clinical fowhsheet (smart paper? tablet?) to capture data Captures pre, intra and post-op data from anesthesiologist and nurse coordinator Pre-operative interview
<p>Narrative Opportunities / Subtext</p> <p>Physician can highlight, capture and annotate items, sending them directly to the patient portal. Encounter information is fed directly into the charge entry system, minimizing need for additional reviews and processing. Frequently used service and billing codes are highlighted.</p>	<p>Narrative Opportunities / Subtext</p> <p>Patient-facing information from the portal is also available on tablets in the practice setting</p>	<p>Narrative Opportunities / Subtext</p> <p>Highlights better system integration and intuitive workflows for physicians.</p>
<p>Flow Notes / Connections</p> <p>Checking test results is one of the primary use cases on the patient portal</p>	<p>Flow Notes / Connections</p> <p>Patient portal provides electronic signature capabilities to streamline consent</p>	<p>Flow Notes / Connections</p>

NEWSTART

Conceptual Prototype

An integrated, user-driven solution for managing professional fertility services. This conceptual model includes experiences for Physician, Embryologist, Front Desk Staff, Executive Director and Patient.

START DEMO



Scenario-Driven Storytelling



Rose Fenimore

Age: 37

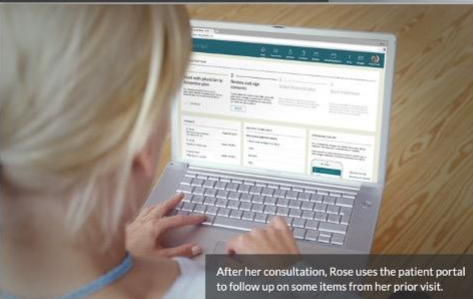
Rose has been trying to conceive a child with her husband for three years. Having not been successful the first two years, the couple accepted the need to seek professional help. Rose consulted with her OB-GYN who, given Rose's age, recommended going directly to a fertility specialist and referred her to Dr. Jones.



Dr. Jones

Role: Physician
Experience: 21 Years

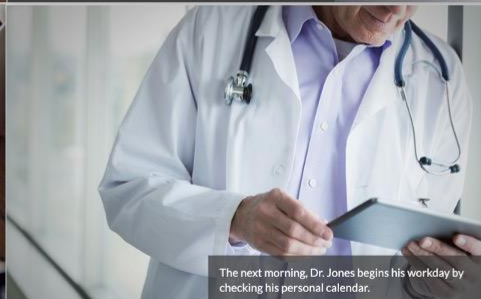
Dr. Jones is a board-certified Reproductive Endocrinologist who is deeply committed to guiding his patients through the difficult journey of fertility treatment. Being a technology buff, he drives the adoption of modern tools at his practice so he and his staff can provide a personalized and seamless patient experience.



After her consultation, Rose uses the patient portal to follow up on some items from her prior visit.



Later, on the second day of her treatment cycle, Rose returns to the portal to get a better understanding of her week.



The next morning, Dr. Jones begins his workday by checking his personal calendar.



Later in the day, Dr. Jones is at his desk reviewing patient results.

Hi Samantha!
Are you ready to take the next step?

If you have any questions, send us a message or call us at 206-555-1234.

DIAGNOSTICS

TREATMENT OPTIONS

MANAGING COSTS

80%

of patients who enroll in a Multi-Cycle Program bring home a baby **



PAY PER CYCLE

2 CYCLE PROGRAM

3 CYCLE PROGRAM



08:00 AM	08:00 - 09:00 AM Financial Consult (NPV): Jane Doe (ID #123456)
08:30 AM	
09:00 AM	09:00 - 09:15 AM Financial Consult (NPV)
09:30 AM	09:30 - 10:30 AM Financial Consult (NPV): Jane Doe (ID #123456)
10:00 AM	10:00 - 11:00 AM Financial Consult (NPV): Jane Doe (ID #123456)
10:30 AM	
11:00 AM	
11:30 AM	11:30 - 12:00 PM Financial Consult (New Cycle)
12:00 PM	12:00 - 12:10 PM Office Visit (Followup)
12:30 PM	
1:00 PM	

[PRACTICE LOGO]

Home Treatment Plan Lab Results Documents Education Schedule Appointment Billing Messages Patient Profile

MY TREATMENT PLAN

- 1 Meet with physician to determine plan
You and your physician have met and determined the best treatment option for you based on your results and medical history.
COMPLETE
- 2 Review and sign consents
Please review the treatment plan discussed with your doctor and sign the associated informed consent forms. Do not hesitate to reach out to our staff with any questions.
REVIEW
- 3 Select financial plan
After reviewing and signing all necessary consent forms, you will be able to select the financial plan that best serves your needs.
- 4 Start treatment
Once you complete all required consent forms and you select your financial plan, you'll be ready to start your treatment at the first day of your next period.

MESSAGES

- Dr. Moffat: Review and sign treatment plan consent forms. August 14, 2015
- Dr. Moffat: Diagnostic results ready. August 11, 2015
- [Practice Name]: Welcome to our family! August 2, 2015

LAB RESULTS AND VISITS

RESULTS AVAILABLE FOR VIEWING

- Blood work on August 11, 2015

AMH

Estradiol

FSH

DOWNLOAD OUR APP

Your medications, dosages and helpful information will be displayed here once your treatment plan is finalized. In the meantime, make sure to download our mobile app to help manage medication schedules when treatment starts.

Download for iOS
Download for Android

[PRACTICE LOGO]

Home Treatment Plan Lab Results Documents Education Schedule Appointment Billing Messages Patient Profile

MY TREATMENT SCHEDULE

My activities Henry's activities

MANAGE REMINDERS EXPORT TO CALENDAR

TODAY - AUGUST 30

- 7:00pm Medication: Gon-F 150 IU How to administer Gon-F
- 7:00pm Medication: Menopur 150 IU How to administer Menopur
- 9:00pm Reminder: Do not use body lotion prior to acupuncture appointment tomorrow Set reminder

TOMORROW - AUGUST 31

- 10:15am Appointment: Acupuncture with Dr. Roberts
- 7:00pm Medication: Gon-F 150 IU How to administer Gon-F
- 7:00pm Medication: Menopur 150 IU How to administer Menopur

TUESDAY SEPTEMBER 1

- 7:00am Medication: Ganirelix Acetate 250 mcg How to administer Ganirelix Acetate
- 8:00am Appointment: Ultrasound with Dr. Moffat
- 8:30am Appointment: Bloodwork with Joanna
- 7:00pm Medication: Gon-F 150 IU How to administer Gon-F
- 7:00pm Medication: Menopur 150 IU How to administer Menopur

WEDNESDAY SEPTEMBER 2

- 7:00am Medication: Ganirelix Acetate 250 mcg How to administer Ganirelix Acetate

THURSDAY SEPTEMBER 3

- 12:00am Bill due: Cycle payment 2 by end of day Set reminder

[PRACTICE LOGO]

Home Treatment Plan Lab Results Documents Education Schedule Appointment Billing Messages Patient Profile

MY TREATMENT PLAN

- 1 Meet with physician to determine plan
You and your physician have met and determined the best treatment option for you based on your results and medical history.
COMPLETE
- 2 Review and sign consents
- 3 Select financial plan
- 4 Start treatment

MESSAGES

- Dr. Moffat: Review and sign treatment plan consent forms.
- Dr. Moffat: Diagnostic results ready.
- [Practice Name]: Welcome to our family!

LAB RESULTS AND VISITS

BLOOD WORK TESTS ON AUGUST 11, 2015

PANEL 1 of 3 AMH

WHAT IS THIS TEST FOR?
This test measures the level of Anti-Müllerian Hormone (AMH) in your blood. AMH is a hormone secreted by small, growing follicles and is often measured in a woman to help determine her egg supply, or "ovarian reserve." Higher levels of AMH are correlated with higher number of eggs.

PATIENT INFORMATION
NAME: Ana Navarro
PATIENT RECORD #: HES19454
DOB: 06/16/1978
DATE OF TEST: 08/11/2015
REVIEWED BY: Dr. Moffat on 09/04/2015

YOUR RESULTS
Your AMH level of 0.8 ng/ml is slightly below the expected range for your age. Lower levels of AMH indicate lower ovarian reserve.
AMH is only one of many factors that your doctor will consider when creating a treatment plan. This result should not be used as a substitute for medical advice.

DOCTOR'S NOTES & NEXT STEPS
While slightly below the expected range for your age, this result by itself is not a conclusive indicator of fertility. A combination of high-stimulation protocol and good nutritional diet can help compensate for the slightly lower value.
If interested, read the following articles: Article 1: AMH's Growing Role in Fertility | Article 2: AMH: Changing the Fertility Spell?

Download for iOS
Download for Android

MESSAGES

- Christina Navarro: Payment Schedule. August 29, 2015. Billing
- Dr. Moffat: Bloodwork results. August 29, 2015.
- Wendy Kim: Appointment Confirmation: August 20, 8:00am. August 19, 2015. Schedule

VIEW ALL MESSAGES

LAB RESULTS AND VISITS

NEXT SCHEDULED LAB APPOINTMENT

September 1 8:30am
Appointment: Bloodwork with Joanna
Set reminder

RESULTS AVAILABLE FOR VIEWING

B-HCG

Estradiol

VIEW ALL LAB VISITS AND RESULTS

MEDICATION

CURRENTLY TAKING

- Gon-F: Contains Follicle Stimulating Hormone that is used to stimulate the ovaries to produce eggs. How to administer Gon-F
- Menopur

PLANNED

- Ganirelix Acetate

VIEW ALL MEDICATION

[PRACTICE LOGO]

- Home
- Treatment Plan
- Lab Results
- Documents
- Education
- Schedule Appointment
- Billing
- Messages
- Patient Profile

MY TREATMENT PLAN

DIAGNOSIS

You have been diagnosed with unexplained fertility because the test results in your infertility workup are normal. There is no apparent cause for infertility.

PLAN

IVF/ICSI with PGD

PROJECTED

Day 6 Transfer, Fresh embryo

OOCYTE SOURCE

Rose Fenimore

SEMEN SOURCE

Henry Fenimore

1 Review and Sign Consents

Review and sign the consent forms for the treatment plan discussed with your physician. All consents must be completed before proceeding to next steps.

Below are the consent forms deemed necessary for your treatment plan, IVF/ICSI with PGD. Review the educational material associated with each consent form and sign when ready.

IVF INFORMED CONSENT

The IVF Informed Consent Form provides an overview of the IVF process, including potential risks.

ICSI INFORMED CONSENT

The ICSI Informed Consent Form details the ICSI procedure.

PGD CONSENT FORM

The PGD Consent Form outlines the specifics of genetic testing, along with potential associated risks.

WHAT IS IVF?

In Vitro Fertilization (IVF) is one of the most popular, and most effective, procedures for couples that wish to grow their families. As the most advanced procedure in the assisted reproductive technology repertoire it is complex, but can be extremely rewarding.

IVF is a procedure where the eggs and sperm are combined in the laboratory, incubated, and the resulting embryos are transferred into a woman's uterus. IVF procedures are further defined by the number of days an embryo is cultured before it is transferred. A "cleavage stage" transfer follows a 2-3 day culture period, while for a blastocyst transfer the embryos are cultured for an additional 2-3 days. Since approximately half of 2-3 day old embryos lack the capacity to develop more fully in vitro, further culture allows a self-selection of embryos that are more able to implant and less likely to be chromosomally abnormal. Since the best embryos grow to the blastocyst stage, the implantation rate per blastocyst transferred is twice that of 2-day-old embryos.

- 1 STIMULATION**
Stimulate ovaries with medications
- 2 MONITORING**
Do ultrasound and blood tests to determine if eggs are ready
- 3 EGG RETRIEVAL**
Remove eggs from ovaries while under anesthesia
- 4 SPERM COLLECTION**
Obtain sperm on day of egg retrieval
- 5 FERTILIZATION**
Mix and incubate egg(s) and sperm in the lab to create an embryo
- 6 EMBRYO TRANSFER**
Insert embryos into the uterus via a thin tube
- 7 PREGNANCY TEST**
Take a blood test to determine pregnancy

LEARN MORE

[PRACTICE LOGO]

- Home
- Treatment Plan
- Lab Results
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MY TREATMENT PLAN

DIAGNOSIS

You have been diagnosed with unexplained fertility because the test results in your infertility workup are normal. There is no apparent cause for infertility.

PLAN

IVF/ICSI with PGD

PROJECTED

Day 6 Transfer, Fresh embryo

OOCYTE SOURCE

Rose Fenimore

SEMEN SOURCE

Henry Fenimore

1 Review and Sign Consents

Review and sign the consent forms for the treatment plan discussed with your physician. All consents must be completed before proceeding to next steps.

REVIEW

2 Review and Sign Treatment Plan

Review and sign the treatment plan to officially begin your fertility journey.

REVIEW

3 Select Payment Plan and Financing

Understand the available payment and financing options and select a plan that works best for you.

REVIEW

PAYMENT PLAN OPTIONS

Based on your age, diagnostic tests and medical history, you are eligible for the following payment plans. Each plan also reflects your personalized cumulative chance of success.

	2 CYCLES	3 CYCLES
SINGLE CYCLE	35% cumulative chance of success	65% cumulative chance of success
SINGLE CYCLE	1 fresh + 1 frozen cycle no refund, if unsuccessful	2 fresh + 2 frozen cycles 15% savings compared to 2 individual cycles without payment plan no refund, if unsuccessful
2 CYCLE PAYMENT PLAN NO REFUND	2 fresh + 2 frozen cycles 50% savings compared to 2 individual cycles without payment plan up to 50% refund, if unsuccessful	3 fresh + 3 frozen cycles 18% savings compared to 3 individual cycles without payment plan Assisted Hatching included, if required no refund, if unsuccessful
2 CYCLE PAYMENT PLAN WITH REFUND OPTION	2 fresh + 2 frozen cycles 50% savings compared to 2 individual cycles without payment plan up to 50% refund, if unsuccessful	3 fresh + 3 frozen cycles 18% savings compared to 3 individual cycles without payment plan Assisted Hatching included, if required up to 100% refund, if unsuccessful
\$13K	\$22K	\$24K
<input type="button" value="SELECT"/>	<input type="button" value="SELECT"/>	<input type="button" value="SELECT"/>
Monthly financing starting at \$1000 per month available through our partners *	Monthly financing starting at \$1000 per month available through our partners *	Monthly financing starting at \$1000 per month available through our partners *
ADDITIONAL DETAILS >	ADDITIONAL DETAILS >	ADDITIONAL DETAILS >

* Eligible patients is available through our partners. CARS (XMD) and FINANCING (LIB). Estimate based on 36 month treatment period, egg \$300 X 4.5K. Final approval is required by the lender.

[Practice Logo] MY WORKSPACE PATIENT SCHEDULING REPORTING Search

EMBRYOLOGY

Embryo	Destiny	Location	Specimen ID	Patient Name	Cohort ID	Type	Location	Day	Grade	Row Command
<input type="checkbox"/>			18827278	C. Saunders	CS-1	Embryo	Inc 3, Dish 9	5	4BA	Publish to Fert
<input type="checkbox"/>			18911064	C. Saunders	CS-1	Embryo	Inc 3, Dish 9	5	1	Assign Cohort
<input type="checkbox"/>			19806233	C. Saunders	CS-2	Embryo	Inc 3, Dish 9	5	2	Add Patients to Hotlist
<input type="checkbox"/>			19088355	C. Saunders	CS-2	Embryo	Inc 3, Dish 9	5	2	N/A
<input type="checkbox"/>			19988800	R. Fenimore	RF-1	Embryo	Inc 4, Dish 6	6	SAA	TRANSFER

C. Saunders Specimen ID: 18827278 Cohort ID: CS-1

Day	1	2	3	4	5	6
Grade	2.5		2.1		4BA	

Next Action

- No Action
- Thaw
- Freeze
- Discard
- PGS/PGD
- Transfer

SUBMIT

[Practice Logo] MY WORKSPACE PATIENT SCHEDULING REPORTING Search

Clara Saunders IVF Patient

Benjamin P. Saunders Partner

ALERT: The patient is allergic to penicillin and latex

NOTES RESULTS **ORDERS** CHAIN SUMMARY

Lab Test Embryology **ORDER**

Embryo Review S. Moffat

In Progress

Details: Cultivate embryos for PGD biopsy and transfer.

CONSENTS	SIGNED	SUPPLIES	AVAILABLE
Embryo Thaw	<input checked="" type="checkbox"/>	Nitrile Gloves	<input checked="" type="checkbox"/>
PGS/PGD	<input checked="" type="checkbox"/>	Culture Medium	<input checked="" type="checkbox"/>
Embryo Discard	<input checked="" type="checkbox"/>	Biopsy Catheter	<input checked="" type="checkbox"/>

Embryo Transfer S. Moffat

Not Started

Details: Transfer single embryo.

CONSENTS	SIGNED	SUPPLIES	AVAILABLE
Transfer (Patient)	<input checked="" type="checkbox"/>	Nitrile Gloves	<input checked="" type="checkbox"/>
Transfer	<input checked="" type="checkbox"/>	Hyaluronan	<input checked="" type="checkbox"/>
Post Transfer Monitoring	<input checked="" type="checkbox"/>	Transfer Catheter	<input checked="" type="checkbox"/>

[Practice Logo] MY WORKSPACE PATIENT SCHEDULING REPORTING Search

Physician Home

CALENDAR

CYCLE MONITORING

RESULTS

ORDERS

MESSAGES

Today	Dr. Jones	Dr. Healy	Dr. Mackintosh	Dr. Mathur
8:00 am	Clara Saunders Follow-up consultation	Barbara Ogilvie Follow-up consultation	Delish Corra Follow-up consultation	Alice Socky Follow-up consultation
8:30 am	Yuki Heibel Follow-up consultation	Tania Balota Follow-up consultation	Lidia Hoar Follow-up consultation	Karl Worthen Follow-up consultation
9:00 am	Rose Fenimore Follow-up consultation	Vanda Trapp Follow-up consultation	Suzann Ambrie Follow-up consultation	Chadwick Tingpan Follow-up consultation
9:30 am	Internal Meeting Conference Room B Operator: Dr. Mathur	Karlene Tull Embryo Retrieval	Unavailable	Internal Meeting Conference Room B Operator: Dr. Mathur
10:00 am		Christiane Acheson Embryo Retrieval		
10:30 am	Leta Kearns Embryo Retrieval	Jada Lawlor Follow-up consultation	Available Time Slot 30 Minutes	Katelin Beale Follow-up consultation
11:00 am	April Sergeant Embryo Retrieval	Werna Seifert Follow-up consultation	Fulvio Livelloni Embryo Retrieval	Out of Office
11:30 am	Out of Office	Available Time Slot 30 Minutes	Estelita Krieger Embryo Retrieval	
12:00 pm		Brigitte Staley Follow-up consultation	Willis Hunsberry Embryo Retrieval	

TASKS

My Tasks Filter on New Text ADD ITEM

Patient Call
Patient Name
Started review, await instructions
September 21, 2015

View Chart Select Action TEXT

Prescription Refill
Patient Name
Needs a refill on her Synthroid. Pharmacy is CVS (212) 355-7349
September 21, 2015

View Chart Select Action TEXT

Patient Call
Patient Name
Wants to discuss the results of her PGS and what it means for her next cycle. Please call.
September 21, 2015

View Chart Select Action TEXT

Physician Call
Patient Name
Dr. Mory would like to update on her Embryo
September 21, 2015

[Practice Logo] MY WORKSPACE PATIENT SCHEDULING REPORTING Search

REPORTING

Overview

Acquisition & Retention

Operational

Financial

Treatment

Lab

September All Locations

ACQUISITION & RETENTION

Acquired for 2015 28% from last month

60% (1.1%) 60% (1.1%) 66% (1.1%)

OPERATIONAL

TOTAL AVAILABILITY 263 hours

Avg UTILIZATION 85% (1.2%)

Avg WAIT TIME AT PRACTICE 20 min

Avg SATISFACTION 4.7 (2.0 reviews)

INSIGHTS

Conversion Generated Manual Notes

Conversion Increase

2% increase in conversion from inquiry to treatment compared to treatment into a 10% increase in revenue.

Decrease in utilization

2% decrease in average utilization is projected to increase wait time for new patients by 2%.


Maximize Conversion Increase

Maximize conversion from inquiry to treatment by using the last 2 months. This coincides with a search in keyword spend.

High Wait Time

Patients are waiting 14 days on average for a new patient consultation. This is a 20% increase compared to last month.

[Practice Logo] MYWORKSPACE PATIENT SCHEDULING REPORTING Search My Lists Messages Alerts



123456 | Rose Fenimore

HOME (212) 574-7856 DIAGNOSIS Treatment Type Autologous IVF CYCLE # 1 PROTOCOL XXX/XXX PARTNER 321455 Henry Fenimore

ALLERGIES: Eggs, wheat ALERTS: No Alerts FINANCIAL STATUS: Approved

NOTES RESULTS ORDERS CHECKLIST

Progress Note: Filter on Note Type ADD NOTE

LAB RESULTS

DATE	TEST NAME	RESULT
10/05/2015	AMH	0.8 ng/ml
10/05/2015	FSH	10 mIU/ml
10/05/2015	E2	30 pg/ml
09/01/2015	TSH	1.3 mIU/L
08/25/2015	RPR	NR

VIEW LAB RESULTS >

RADIOLOGY RESULTS

TEST NAME	DATE
HSG	10/05/2015
USS	10/05/2015
USS	9/01/2015

VIEW RADIOLOGY RESULTS >

CYCLE OVERVIEW

START	TREATMENT	OUTCOME
09/01/2015	IVF	In progress Cycle 1 Home

PATIENT COMMUNICATIONS

Communication	Date Received
Bloodwork Results Rose Fenimore	September 21, 2015
Patient Question Rose Fenimore	September 21, 2015
Bloodwork Results Rose Fenimore	September 21, 2015

VIEW PATIENT COMMUNICATIONS >

Followup Consultation
07/13/15 S. Moffat Consultation Progress Note

I met with Rose and Henry today to discuss next steps. They have completed 6 cycles of treatment with IUI. We discussed options including: 1. They have unexplained infertility and have been unsuccessful with IUI 2. Next steps would include IVF w/

Telephone Consultation
07/03/15 S. Moffat Consultation Progress Note

The patient called to discuss whether she needed to undergo a repeat HSG or a laparoscopy as some of her friends have undergone. I reassured her that her initial HSG was done properly and that I had reviewed the films. She has no need for a laparoscopy.


Initial Consultation
07/01/15 J. Smith Consultation Progress Note

Rose Fenimore is a 37 yo female G0P0 with a history of unexplained infertility. She, and her husband, Henry have been trying to conceive for 3 years. They have had a complete evaluation by Dr. Mogus and have gone through six (6) cycles of Clomid/

Followup Consultation
06/05/15 J. Smith Consultation Progress Note

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod hendium laoreet. Proin gravida dolor sit amet lacus

[Practice Logo] MYWORKSPACE PATIENT SCHEDULING REPORTING Search My Lists Messages Alerts



123456 | Rose Fenimore

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod hendium laoreet. Proin gravida dolor sit amet lacus

[Practice Logo] MYWORKSPACE PATIENT SCHEDULING REPORTING Search My Lists Messages Alerts



123456 | Rose Fenimore

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VIEW LAB RESULTS >

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TEST NAME	DATE
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VIEW RADIOLOGY RESULTS >

CYCLE OVERVIEW

START	TREATMENT	OUTCOME
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06/05/15 J. Smith Consultation Progress Note

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod hendium laoreet. Proin gravida dolor sit amet lacus

Logo

Treatment Estimate Lab Results Documents Request Appt Pay Your Bill Messages Jane

TREATMENT SCHEDULE

JUMP TO DATE REMINDERS EXPORT DOWNLOAD PDF

TODAY - JUN 22 2016 TOMORROW - JUN 23 2016 FRI - JUN 24 2016 SAT - JUN 25 2016 SUN - JUN 26 2016

TREATMENT PROTOCOL 2

3 TODAY'S PROGRESS 1/4 1

Morning Gonal-F 75 IU (Daily)

Afternoon Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day)

Evening Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day)

Morning Progesterone in Ethyl Oleate 50 mg/cc 50 mg (Daily)

Evening BCP 1 pill (Twice a day)

9:00 pm HCG 500 IU (Daily)

Morning Gonal-F 75 IU (Daily)

Morning Menopur 75 IU (Daily)

Afternoon Clindamycin Vaginal Cream 2% (cleocin) 1 time (Daily)

Morning Progesterone in Ethyl Oleate 50 mg/cc 50 mg (Daily)

Evening BCP 1 pill (Daily)

Bedtime OCP 1 pill (Daily)

Morning Gonal-F 75 IU (Daily)

Morning Menopur 75 IU (Daily)

Afternoon Clindamycin Vaginal Cream 2% (cleocin) 1 time (Daily)

UI Behavior

ID	Element	Description
1	Uncompleted Treatment Protocol Activity	Displays time or time of day, activity name, dose, and dose frequency. Checkbox is enabled only for activities on the current day (i.e., today). Clicking/tapping on the checkbox marks the activity as completed (see below). Clicking/tapping anywhere else opens the details modal. Supports a hover state. Checkbox state is saved across future logins. <i>See "1.4.4. Details Modals" on page 65 for more details.</i>
2	Completed Activity	Completed activity is checked and greyed out. Checkbox is enabled only for activities on the current day (i.e., today). Clicking/tapping on the checkbox marks the activity as uncompleted (see above). Clicking/tapping anywhere else opens the details modal. Supports a hover state. <i>See "1.4.4. Details Modals" on page 65 for more details.</i>
4	Today's Progress	Displays the number of today's completed treatment protocol activity out of today's total activity as a fraction. If there are no activities for today, this section is not displayed.
5	Future Activity	Activity on any other day than today displays the same information, however the checkbox is disabled. Clicking/tapping anywhere on the activity opens the details modal. Supports a hover state. <i>See "1.4.4. Details Modals" on page 65 for more details.</i>
6	Trigger Shot	For trigger shots, the exact time is displayed instead of the time



The Delivery Phase

Because of the platform's complexity and breadth, my team delivered a combination of annotated wireframes, design comps, business logic spreadsheets and clickable prototypes of key interactions to guide the development team.

Style Guide

A guide to the product's visual structure and style, including design patterns defined for developers

Detailed Wireframes

Design document detailing functional behavior and interactions to guide feature implementation

Interactive Prototypes

Basic working models of selective application interfaces built to clarify expected behavior

Functional Specifications

A spreadsheet based on the wireframes that captures underlying business rules and assumptions behind the design

Data Dictionary

A spreadsheet that defines all data fields in the product, mapping each one to an underlying source

Detailed Design Comps

Pixel-perfect representations of application screens used by developers as assets for implementation

User Acceptance Testing

Support in planning and performing feature acceptance tests prior to a product release

Training Materials

Documents to support the introduction of new tools and workflows throughout IntegreMed's fertility practice network

Integrated Novartis Phase 1 Patient Portal Detailed Wireframes
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0.2. Responsive Approach

The table below describes our list of target devices and the associated breakpoints with respect to browser width.

Breakpoint	Target Device Types	Devices Supported	Operating Systems Supported	Browsers Supported
<320 px	Unsupported	---	---	---
320-767 px	Phone portrait	Apple iPhone 7 Samsung Galaxy S6 Samsung Galaxy S7	Apple iOS 10 Google Android 5 Lollipop Google Android 6 Marshmallow	Apple Safari 10 Google Chrome*
768-1023 px	Tablet portrait	Apple iPad Air 2 Samsung Galaxy Tab S Samsung Galaxy Tab S2	Apple iOS 10 Google Android 5 Lollipop Google Android 6 Marshmallow	Apple Safari 10 Google Chrome*
1024-1599 px	Tablet landscape	Apple iPad Air 2 Samsung Galaxy Tab S Samsung Galaxy Tab S2	Apple iOS 10 Google Android 5 Lollipop Google Android 6 Marshmallow	Apple Safari 10 Google Chrome*
Smaller desktop/PC	Integrated Novartis Phase 1 Patient Portal Detailed Wireframes GLOBAL // GLOBAL APPLICATION FRAMEWORK // RESPONSIVE APPROACH			
1360 px	Larger desktop/PC			

* Latest version at time of code completion supported
** Latest browsers at time of code completion supported

Integrated Novartis Phase 1 Patient Portal Detailed Wireframes
GLOBAL // GLOBAL APPLICATION FRAMEWORK // RESPONSIVE APPROACH
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0.2.1. Global Navigation Variations

320-767 px

The navigation is hidden under a menu icon to optimize the space on the small screen size. Header height and font sizes decrease to better fit the smaller screen real estate. Some controls, such as Download PDF, are not displayed.

768-1023 px

The navigation moves to a second row beneath the logo. Icons are not displayed. Header height and font sizes decrease to better fit the smaller screen real estate. Some controls, such as Download PDF, are not displayed.

1024-1599 px

Default header height, font sizes, padding. Some controls, such as Download PDF, will be displayed on landscape tablet configurations, but will not be supported

≥1600 px

Header height, font sizes, and certain padding increase to better fit the larger screen real estate.

Integrated Novartis Phase 1 Patient Portal Detailed Wireframes
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0.2.2. Grid

To ensure consistency in design across and within breakpoints, we will leverage a 12-column grid for browser widths >768 px and a 6-column grid for browser widths between 767 and 320 pixels.

There is a 20 px margin on the left and right sides and a 20 px gutter between each grid column.

Sample column widths in pixels based on browser width:

- at 320 px: column width = 33.33 px
- at 768 px: column width = 44 px
- at 1024 px: column width = 65.33 px
- at 1600 px: column width = 113.33 px

Properties of footer: Privileged & confidential

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0.2.2.1. 1024-1599 px Wide

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0.2.2.1. 1024-1599 px Wide

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0.2.2.1. 768-1023 px Wide

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0.2.2.1. 768-1023 px Wide

2.4.2. Desktop

ADDED 03/25/17

This page shows the layout and interactions of the Treatment Plan for screen sizes greater than or equal to 1024 px wide.

UI Behavior

- | ID | Element | Description |
|----|----------------------------|---|
| 1 | Financial Counselor Note | Shows a note the Financial Counselor added to the Estimate. If no note was added to the estimate, this element does not display. |
| 2 | Loan Bar | Allows the patient to apply for a loan if they have not yet applied, or displays their loan status if they have applied.
See "2.4.3. Loan Bar" on page 92 for more details. |
| 3 | Treatment Plan Selectors | Displays a summary of the treatment plan options, and allows the patient to select a plan for more information.
This section can display 1, 2, or 3 treatment plans, depending on how many the Financial Counselor added to this Estimate.
Clicking/tapping anywhere in the box, including the Select button, displays the associated treatment plan details in the Treatment Plan Details section.
See 7.13. Detailed Estimates Details: Read Only State in the Practice Portal for more details. |
| 4 | Treatment Plan Details | Displays the details and payment options associated with the selected treatment plan. |
| 5 | Treatment Plan Name | Displays the name of the treatment procedure. |
| 6 | Treatment Plan Description | Displays a short summary of the treatment procedure. |
| 7 | Additional Services | Lists the Treatment Add-ons and Treatment Modifiers together in one list.
See 7.10. Detailed Estimates Details: Newly Created Estimate and 7.10.1. Newly Created Estimate (Continued) in the Practice Portal for more details. |
| 8 | Benefits Summary | Displays the benefits summary, including the insurance provider, the plan name, and when the patient's insurance was last verified.
See 7.13.4. Read Only State: Cost & Coverage (With Insurance) in the Practice Portal for more details. |
| 9 | Insurance Information | Displays the same information as the similar element in the Practice Portal in its read-only state.
See 7.13.4. Read Only State: Cost & Coverage (With Insurance) in the Practice Portal for more details. |
| 10 | IBV Download Link | On click, downloads a PDF of the patient's IBV. |

2.4.11. Mobile

This page shows the layout and interactions of the Treatment Plan for screen sizes between 320 and 767 px wide.

2.4.10. Tablet

This page shows the layout and interactions of the Treatment Plan for screen sizes between 768 and 1023 px wide.

SRM Treatment Plan Lab Results Documents Request Appt Pay Your Bill Messages Jane

Hi Jane! Are you ready to take the next step?

Natod demenat uiditervidem senisqu idene nonventil vid serionimus, ro tamquitis fuit ulle bene vatun, for tumus? Ectudet? Nos ingulturus idem nonsimis vivasdam sevine.

If you have any questions, send us a message or call us at 206-555-1234.

DIAGNOSTICS TREATMENT OPTIONS MANAGING COSTS

MESSAGES (2) COMPOSE LAB RESULTS [INMD - MANAGED]

Administrative 11:30 am
Patient Portal Tutorial

Administrative 11:30 am
Welcome to SRM!

Your lab results, including your diagnostics, will be made available here and in the Lab Results section.

Ad es re ma nos. Ut facibus sent que noe la noreddi aut hari an sus moximin vererimost verovisite, custrum volupii utem.

CALL TO ACTION

SRM

Hi Jane! Are you ready to take the next step?

Natod demenat uiditervidem senisqu idene nonventil vid serionimus, ro tamquitis fuit ulle bene vatun, for tumus? Ectudet? Nos ingulturus idem nonsimis vivasdam sevine.

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DIAGNOSTICS TREATMENT OPTIONS MANAGING COSTS

LAB RESULTS

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[INMD - MANAGED]

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If you have any questions, send us a message or call us at 206-555-1234.

DIAGNOSTICS TREATMENT OPTIONS MANAGING COSTS

PERFORM DIAGNOSTIC TESTING

Testing to determine what issues might affect your fertility. Lorem ipsum dolor sit amet, mel repudiandae liberavine cu. Atius ribh facete deseruisse. Nam on cossus rum rationibus, vi exerfe.

Learn More >

Need Immediate Assistance?

If you are waiting for testing, ensure you have an appointment scheduled. If you don't, send us a message. To speak with a help desk associate, call us at 206-555-1234.

MESSAGES (2) COMPOSE LAB RESULTS [INMD - MANAGED]

Administrative 11:30 am
Patient Portal Tutorial

Administrative 11:30 am

Your lab results, including your diagnostics, will be made available here and in the Lab Results section.

SRM Treatment Plan Lab Results Documents Request Appt Pay Your Bill Messages Jane

You're almost ready to begin

Seel peripicatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore.

If you have any questions, send us a message or call us at 206-555-1234.

NEED MORE GUIDANCE?

SRM Treatment Plan Lab Results Documents Request Appt Pay Your Bill Messages Jane

Your Treatment Plan Estimate is ready

Mitibus estibus et fugias alibus sapitae tenet qualitat volutas aucti valor sitatutum sumunt sisher labo. Et hari rescaecus et labor.

If you have any questions, send us a message or call us at 206-555-1234.

REVIEW ESTIMATE

SRM Treatment Plan Lab Results Documents Request Appt Pay Your Bill Messages Jane

Hi Jane! Are you ready to take the next step?

Natod demenat uiditervidem senisqu idene nonventil vid serionimus, ro tamquitis fuit ulle bene vatun, for tumus? Ectudet? Nos ingulturus idem nonsimis vivasdam sevine.

If you have any questions, send us a message or call us at 206-555-1234.

DIAGNOSTICS TREATMENT OPTIONS MANAGING COSTS

EXPLORE FINANCING OPTIONS

There are many ways we make treatment affordable - review these options and discuss them with your financial counselor.

- See your insurance coverage and financing options. [LEARN MORE >](#)
- Discuss costs with a financial counselor. [LEARN MORE >](#)
- Lorem ipsum dolor sit amet. [@](#)
- Lorem ipsum dolor sit amet. [@](#)

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If you are waiting for testing, ensure you have an appointment scheduled. If you don't, send us a message. To speak with a help desk associate, call us at 206-555-1234.

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Administrative 11:30 am
Patient Portal Tutorial

Administrative 11:30 am

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SRM Treatment Plan Lab Results Documents Request Appt Pay Your Bill Messages Jane

You're ready to begin

Nisque perro quiquam eos, qui dolorem ipsum qua dolor sit amet, consectetur, adipisci velit, sed quia non harum qui tempus incidunt laudantium.

If you have any questions, send us a message or call us at 206-555-1234.

GET STARTED

SRM

Treatment Estimate
 Lab Results
 Documents
 Request Appt
 Pay Your Bill
 Messages
 Jane

TREATMENT SCHEDULE

JD KM LS View as: Jane Doe (me) JUMP TO DATE ▾ REMINDERS EXPORT DOWNLOAD PDF

	TODAY - JUN 22 2016	TOMORROW - JUN 23 2016	FRIDAY - JUN 24 2016	SATURDAY - JUN 25 2016	SUNDAY - JUN 26 2016
TREATMENT PROTOCOL	Morning Gonal-F 75 IU (Daily) ✓ Afternoon Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day) Evening Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day) Bedtime OCP 1 pill (Daily)	Morning Progesterone in Ethyl Oleate 50mg/cc 50 mg (Daily) Evening BCP 1 pill (Twice a day) 9:00 pm HCG 1 pill (Daily) Bedtime BCP 1 pill (Twice a day)	Morning Gonal-F 75 IU (Daily) Evening Menopur 75 IU (Daily) 9:00 pm HCG 1 pill (Daily) Bedtime BCP 1 pill (Twice a day)	Morning Progesterone in Ethyl Oleate 50mg/cc 50 mg (Daily) Evening Menopur 75 IU (Daily) OCP 1 pill (Twice a day) Bedtime OCP 1 pill (Twice a day)	Morning Gonal-F 75 IU (Daily) Evening Menopur 75 IU (Daily) OCP 1 pill (Twice a day) Bedtime OCP 1 pill (Twice a day)

Treatment Protocol displayed in PST (UTC -08:00)

TODAY'S PROGRESS 1/4

APPOINTMENTS 1 Appointment 2 Appointments

INSTRUCTIONS Expect Period

CLINIC NOTES

* You should plan to arrive at the office with a moderately full bladder. Begin drinking water (or other fluids) one hour prior to the time you were told to arrive at the office. Please aim to consume at least 24 ounces. Do not use the bathroom until after the transfer procedure is completed.

SRM

Treatment Estimate
 Lab Results
 Documents
 Request Appt
 Pay Your Bill
 Messages
 Jane

TREATMENT SCHEDULE

JD KM LS View as: Jane Doe (me) JUMP TO DATE ▾ REMINDERS EXPORT DOWNLOAD PDF

	TODAY - JUN 22 2016	TOMORROW - JUN 23 2016	FRIDAY - JUN 24 2016	SATURDAY - JUN 25 2016	SUNDAY - JUN 26 2016
TREATMENT PROTOCOL	Morning Gonal-F 75 IU (Daily) ✓ Afternoon Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day) Evening Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day) Bedtime OCP 1 pill (Daily)	Morning Progesterone in Ethyl Oleate 50mg/cc 50 mg (Daily) Evening BCP 1 pill (Twice a day) 9:00 pm HCG 1 pill (Daily) Bedtime BCP 1 pill (Twice a day)	Morning Gonal-F 75 IU (Daily) Evening Menopur 75 IU (Daily) 9:00 pm HCG 1 pill (Daily) Bedtime BCP 1 pill (Twice a day)	Morning Progesterone in Ethyl Oleate 50mg/cc 50 mg (Daily) Evening Menopur 75 IU (Daily) OCP 1 pill (Twice a day) Bedtime OCP 1 pill (Twice a day)	Morning Gonal-F 75 IU (Daily) Evening Menopur 75 IU (Daily) OCP 1 pill (Twice a day) Bedtime OCP 1 pill (Twice a day)

Treatment Protocol displayed in PST (UTC -08:00)

TODAY'S PROGRESS 1/4

APPOINTMENTS 9:00-10:00 am Diagnostics SRM Seattle 11:30-12:00 pm Consent Visit SRM Seattle 4:00-5:00 pm Hysterosalpingography (HSG) SRM Seattle 9:00-10:00 am Diagnostics SRM Seattle

REQUEST APPT

Appointments displayed in PST (UTC -08:00)

INSTRUCTIONS 1 Instruction 3 Instructions 2 Instructions

CLINIC NOTES

* You should plan to arrive at the office with a moderately full bladder. Begin drinking water (or other fluids) one hour prior to the time you were told to arrive at the office. Please aim to consume at least 24 ounces. Do not use the bathroom until after the transfer procedure is completed.

* Expect to return to the clinic a few times over the next several days to

SRM

TREATMENT SCHEDULE

JD KM LS View as: Kelly Morgan (Partner)

TODAY - JUN 22 2016

TREATMENT PROTOCOL

Treatment Protocol displayed in PST (UTC -08:00)

TODAY'S PROGRESS: 1/4

Morning
Gonal-F 75 IU (Daily) ✓

Afternoon
Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day)

Evening
Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day)

Bedtime
OCP 1 pill (Daily)

APPOINTMENTS

Appointments displayed in PST (UTC -08:00)

9:00-10:00 am
Diagnostics SRM Seattle

INSTRUCTIONS

You have no instructions today.

CLINIC NOTES

- You should plan to arrive at the office with a moderately full bladder. Begin drinking water (or other fluids) one hour prior to the time you were told to arrive at the office. Please aim to consume at least 24 ounces. Do not use the bathroom until after the transfer procedure is completed.



WORKSPACE

PATIENTS

SCHEDULE



Search



Messages



Profile

Patients | Rose Fenimore > Notes



PRIVATE Rose Fenimore (Rosalinda Fenimore) | 123456 **IVF** with ICSI / DONOR / LOREM

SHOW LESS ↕

FINANCIAL STATUS: **APPROVED**

PARTNER (MALE): **PRIVATE** Henry Fenimore (678876)

SEX | AGE
Female | 37 yo (06/16/1979)

PRIMARY MD
Dr. H. Jones

CYCLE DAY 1
4/31/2016

LINKED PATIENTS
Surrogate (345921)
Oocyte Donor (756795)
Sperm Donor (545728)

SSN
XXX-XX-1234

PRIMARY RN
B. Connors

NEXT APPOINTMENT
Follow-up on 05/16/2016

ALLERGIES 10 ITEMS: Latex, Lorem, Ipsum, Dolor, Latex, Lorem, Ipsum, Dolor

IMPORTANT GLOBAL: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim... [VIEW FULL](#) | [EDIT](#)

JUMP TO DATE ▾

FILTER: Type: **All** ▾

Sub-type: **All** ▾

[+](#) ADD NOTE

FINANCIAL LOREM IPSUM MORE ▾

PERSONAL

CLINICAL

LAB

FINANCIAL

INSURANCE

NOTES

1
MAY 2016
TODAY

OPERATIVE

By: You on 04/05/2016 09:31 AM
Last modified by: F. Lastname on 04/05/2016 09:15 AM

SHOW 2 PREVIOUS VERSIONS | [EDIT](#)

FACILITY
REACH - Charleston

SURGEON
NJA

PREOP DIAG
Infertility

PROCEDURE DATE
05/31/2016

ASSISTANT
—

POSTOP DIAG
Infertility

MEDICAL RECORD NO.
—

ANESTHESIOLOGIST
—

OPERATION
—

FINDINGS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vestibulum rutrum elit eu varius. Proin rutrum tincidunt sodales. In est sem, posuere at egestas vel, dignissim a sem. Quisque at mattis est. Pellentesque quis ante in leo accumsan dapibus. Quisque at ultricies quam. Nam neque mi, aliquam ac fringilla a, tincidunt vitae est.

19
APR 2016
YESTERDAY

FINANCIAL ACCOUNT

By: You on 04/05/2016 09:31 AM

[EDIT](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vestibulum rutrum elit eu varius. Proin rutrum tincidunt sodales. In est sem, posuere at egestas vel, dignissim a sem. Quisque at mattis est. Pellentesque quis ante in leo accumsan dapibus.

FINANCIAL STATUS

FINANCIAL CLEARANCE STATUS
Enrolled

OUTSTANDING BALANCE
\$0.00

GUARANTOR
Rose Fenimore

FINANCIAL ITEMS

- > IVF Just Added
- > ICSI Just Added
- > ITEM 3 Just Added
- > ITEM 4 Just Added

MULTI-CYCLE PROGRAM APPROVED

WORKSPACE PATIENTS SCHEDULE

Financial Counseling > Refund Application > Rose Fenimore

REFUND APPLICATION STATUS: In Progress | LINKED ESTIMATE: Estimate 17 | ESTIMATE STATUS: In Progress

CLINICAL INFORMATION

MEDICAL IN PROGRESS	DIAGNOSTIC NOT STARTED	CYCLE HISTORY NOT STARTED	PREGNANCY HISTORY NOT STARTED	PREVIEW & SUBMIT
---------------------	------------------------	---------------------------	-------------------------------	------------------

DIAGNOSIS (CHECK ALL THAT APPLY)

- Male Infertility
- Hx of Endometriosis
- Diminished Ovarian Reserve
- Tubal
- Uterine Factor
- Ovulation Disorders / PCOS
- Unexplained Infertility
- Other Dx

FINANCIAL STATUS

FINANCIAL CLEARANCE STATUS: Enrolled

OUTSTANDING BALANCE: \$0.00

FINANCIAL ITEMS

- > IVF Just Added
- > ICSI Just Added
- > ITEM 3 Just Added
- > ITEM 4 Just Added

PROGRAM NAME: IVF Refund 2+ Program

REQUESTED SERVICE: IVF without Monitoring

*STIM START DATE (APPROX): 02/14/2016

WORKSPACE PATIENTS SCHEDULE

Financial Counseling > Refund Application > Rose Fenimore

REFUND APPLICATION STATUS: In Progress | LINKED ESTIMATE: Estimate 17 | ESTIMATE STATUS: In Progress

CLINICAL INFORMATION

MEDICAL COMPLETE	DIAGNOSTIC IN PROGRESS	CYCLE HISTORY NOT STARTED	PREGNANCY HISTORY NOT STARTED	PREVIEW & SUBMIT
------------------	------------------------	---------------------------	-------------------------------	------------------

OVARIAN RESERVE

* EITHER AMH OR DAY 3 FSH AND DAY 3 E2 AND HIGHEST DAY 3 FSH IS REQUIRED IF AVAILABLE, PLEASE PROVIDE ALL:

AMH (within 6 Months)

DATE: [Select Date] VALUE: []

Current Day 3 FSH (within 6 Months)

DATE: [Select Date] VALUE: []

Current Day 3 FSH (within 6 Months)

DATE: [Select Date] VALUE: []

* HIGHEST RECORDED DAY 3 FSH LEVEL OR HIGHEST DAY 10 CCCT RESULT AT PRESENT PRACTICE OR ANY OTHER PRACTICE

FINANCIAL STATUS

FINANCIAL CLEARANCE STATUS: Enrolled

OUTSTANDING BALANCE: \$0.00

FINANCIAL ITEMS

- > IVF Just Added
- > ICSI Just Added
- > ITEM 3 Just Added
- > ITEM 4 Just Added

PROGRAM NAME: IVF Refund 2+ Program

REQUESTED SERVICE: IVF without Monitoring

WORKSPACE PATIENTS SCHEDULE

Financial Counseling > Refund Application > Rose Fenimore

REFUND APPLICATION STATUS: In Progress | LINKED ESTIMATE: Estimate 17 | ESTIMATE STATUS: In Progress

CLINICAL INFORMATION

MEDICAL COMPLETE	DIAGNOSTIC COMPLETE	CYCLE HISTORY IN PROGRESS	PREGNANCY HISTORY NOT STARTED	PREVIEW & SUBMIT
------------------	---------------------	---------------------------	-------------------------------	------------------

IVF CYCLE 1 | DELETE CYCLE

IVF

ICSI: Yes No

IVF CYCLE 1 EMBRYOS CELL DESCRIPTION

EMBRYO 1: [Select Cell Description] X

EMBRYO 2: [Select Cell Description] X

ADD EMBRYO

BACK | CANCEL | SAVE | SAVE & CONTINUE

Financial Counseling > Refund Application > Rose Fenimore

REFUND APPLICATION STATUS: In Progress | LINKED ESTIMATE: Estimate 17 | ESTIMATE STATUS: In Progress

CLINICAL INFORMATION

FINANCIAL STATUS

FINANCIAL CLEARANCE STATUS: Enrolled

OUTSTANDING BALANCE: \$0.00

FINANCIAL ITEMS

- > IVF Just Added
- > ICSI Just Added
- > ITEM 3 Just Added
- > ITEM 4 Just Added

PROGRAM NAME: IVF Refund 2+ Program

REQUESTED SERVICE: IVF without Monitoring

WORKSPACE PATIENTS SCHEDULE

Financial Counseling > Refund Application > Rose Fenimore

REFUND APPLICATION STATUS: In Progress | LINKED ESTIMATE: Estimate 17 | ESTIMATE STATUS: In Progress

CLINICAL INFORMATION

MEDICAL COMPLETE	DIAGNOSTIC COMPLETE	CYCLE HISTORY COMPLETE	PREGNANCY HISTORY INCOMPLETE	PREVIEW & SUBMIT
------------------	---------------------	------------------------	------------------------------	------------------

TREATMENT INFORMATION

TREATMENT PLAN: IVF

* IS PATIENT MONITORING WITH OTHER PROVIDER? No

* IS PATIENT USING DONOR EGGS? No

* IS PATIENT ELIGIBLE FOR THE ASSIST PROGRAM? No

* IS PATIENT USING A GESTATIONAL CARRIER? No

* TREATMENT ADD-ONE (SELECT ALL THAT APPLY): ICSI, PCO, PGO

* TREATMENT MODIFIERS (SELECT ALL THAT APPLY): Freeze All

ADDITIONAL INFORMATION

PATIENT

* DID PATIENT HAVE A HISTORY OF SMOKING? No

FINANCIAL STATUS

FINANCIAL CLEARANCE STATUS: Enrolled

OUTSTANDING BALANCE: \$0.00

FINANCIAL ITEMS

- > IVF Just Added
- > ICSI Just Added
- > ITEM 3 Just Added
- > ITEM 4 Just Added

PROGRAM NAME: IVF Refund 2+ Program

REQUESTED SERVICE: IVF without Monitoring

WORKSPACE PATIENTS SCHEDULE

Financial Counseling | Financial Estimates > Rose Fenimore

View: Estimate #1

ACTIONS

ADD NOTE

Rose Fenimore (MPI # 12345)
IVF
Not Approved

SEX | AGE (DOB): Female | 37 yo (06/16/1979)
CYCLE DAY 1: 04/31/2016

PAYMENT OPTIONS

Disclaimer text about payment options is displayed here. Ut voluarisnus moluptat omnis estrum dolenisti niendianis parit autem aut inimporum, si illas poraes et autas qui ullupta ssunducilla pressequatem quisqisip etus ut andit, illia.

30% of patients using their own eggs had a baby after 1 cycle*

80% of patients Program b

PAY PER CYCLE

Program	1 Retrieval + Transfer, 1 Frozen Transfer per Cycle	2 Retrievals + Transfers, Unlimited Frozen Transfers	3 Retrievals + Transfers, Unlimited Frozen Transfers
2 CYCLES	\$15.1K	\$22K	\$24.5K
3 CYCLES			\$26K

For comparison purposes, 1 Frozen Transfer (\$4,000) is included in the cost of each cycle. While a frozen transfer is not required, it is a likely additional cost lorem ipsum dolor sit amet.

IBV & INSURANCE

FINANCIAL ESTIMATES

MULTI-CYCLE PROGRAM

SRM

Treatment Estimate Lab Results Documents Request Appt Pay Your Bill Messages Jane

TREATMENT SCHEDULE

JD KM LS View as: Jane Doe (me)

JUMP TO DATE REMINDERS EXPORT DOWNLOAD PDF

	TODAY - JUN 22 2016	TOMORROW - JUN 23 2016	FRIDAY - JUN 24 2016	SATURDAY - JUN 25 2016	SUNDAY - JUN 26 2016
<p>TREATMENT PROTOCOL</p> <p>TODAY'S PROGRESS 1/4</p>	<p>Morning <input checked="" type="checkbox"/></p> <p>Gonal-F 75 IU (Daily)</p> <p>Afternoon <input type="checkbox"/></p> <p>Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day)</p> <p>Evening <input type="checkbox"/></p> <p>Clindamycin Vaginal Cream 2% (cleocin) 1 time (Twice a day)</p> <p>Bedtime <input type="checkbox"/></p> <p>OCP 1 pill (Daily)</p>	<p>Morning <input type="checkbox"/></p> <p>Progesterone in Ethyl Oleate 50mg/cc 50 mg (Daily)</p> <p>Evening <input type="checkbox"/></p> <p>BCP 1 pill (Twice a day)</p> <p>9:00 pm <input type="checkbox"/></p> <p>HCG 1 pill (Daily)</p> <p>Bedtime <input type="checkbox"/></p> <p>BCP 1 pill (Twice a day)</p>	<p>Morning <input type="checkbox"/></p> <p>Gonal-F 75 IU (Daily)</p> <p>Morning <input type="checkbox"/></p> <p>Menopur 75 IU (Daily)</p> <p>Afternoon <input type="checkbox"/></p> <p>Clindamycin Vaginal Cream 2% (cleocin) 1 time (Daily)</p> <p>Evening <input type="checkbox"/></p> <p>OCP 1 pill (Twice a day)</p> <p>Bedtime <input type="checkbox"/></p> <p>OCP 1 pill (Twice a day)</p>	<p>Morning <input type="checkbox"/></p> <p>Progesterone in Ethyl Oleate 50mg/cc 50 mg (Daily)</p> <p>Evening <input type="checkbox"/></p> <p>BCP 1 pill (Daily)</p> <p>Bedtime <input type="checkbox"/></p> <p>OCP 1 pill (Daily)</p>	<p>Morning <input type="checkbox"/></p> <p>Gonal-F 75 IU (Daily)</p> <p>Morning <input type="checkbox"/></p> <p>Menopur 75 IU (Daily)</p> <p>Afternoon <input type="checkbox"/></p> <p>Clindamycin Vaginal Cream 2% (cleocin) 1 time (Daily)</p> <p>Evening <input type="checkbox"/></p> <p>OCP 1 pill (Twice a day)</p> <p>Bedtime <input type="checkbox"/></p> <p>OCP 1 pill (Twice a day)</p>

Treatment Protocol displayed in PST (UTC-08:00)

Leading the fertility industry with a full-service solution to benefit both patients and providers

For IntegraMed, we provided a personalized digital support system for new parents and brought capabilities in line with current clinical, technical and societal advances, all while planning ahead for the network's future scalability and growth.

Connecting Networks

21 practices sharing a next-gen platform via a single interface

Empowering Users

63k+ patients managing their journeys via a responsive web app

Implementing Financial Assistance

30% more families aided by programs we helped set in place

GM Maven

Carsharing Mobility App &
Service Enhancements



In its first 2 years, General Motors had successfully expanded its Maven carsharing and gig rental services from a pilot at the University of Michigan in Ann Arbor to cities across North America.



With all eyes on mobility in 2018, GM's Maven internal startup group engaged my team to elevate their mobile app experience by addressing friction points and envisioning feature enhancements to reinforce Maven's brand promise of seamless mobility services.

PROJECT GOAL

Elevate GM Maven's mobile experience to increase customer satisfaction and advance its brand vision of seamless mobility services.

MY ROLE

Project Planning

- Planned UX research and service design approach in collaboration with client and account teams

Discovery & Concept Exploration

- Led service design research expedition to Maven locations
- Traveled to Detroit weekly to co-create solutions with GM team
- Facilitated UX research, collaborative design and concept validation activities to advance the product vision
- Collaborated with team in analyzing research, defining a plan, developing a roadmap and creating conceptual prototypes

Detailed Design & Delivery

- Planned detailed design and concept testing approach
- Led Agile design sprints while collaborating with the team to address design feedback
- Worked with GM Engineers to implement 'quick win' items

COLLABORATORS

Creative Director + Team (3)

User Experience Team (4)

Technology Director

Engagement Director

Project Manager

Executive Stakeholders

Subject Matter Experts (20+)

Maven Marketing Team

Maven Product Managers

Maven Engineering Team

The Challenge

Paving the Future of Mobility Access

During its pilot program, Maven launched a minimally viable version of the Maven mobile app to support its Car Sharing model (think Zipcar, car2go).

Over time, new features were layered upon this basic app foundation, including a distinct feature set offering weekly rentals to Gig economy workers such as Uber, Lyft or Grubhub drivers.

After establishing and scaling these mobility services nationally, Maven engaged my team to enhance the customer experience in order to increase satisfaction, reduce negative app reviews and ensure that customers felt guided at each step of their journey.

In two months time, Maven needed to have a batch of approved, ready-to-build designs, in addition to an approved strategic roadmap to guide their product development plans for the next three to five years.





To overcome these challenges, we aligned the project around two main areas of focus.

Service Optimization: Car Sharing & Gig Rental

Conduct research to map how Maven currently operates to support the customer journey, identifying issues and opportunities for improvement.

Translate research into a prioritized product roadmap, outlining a potential release schedule for new app capabilities in the future.

Explore, validate and refine key conceptual ideas for mobile app enhancements in order to gain organizational buy-in.

Design Enhancements: Enrollment & Help/Support

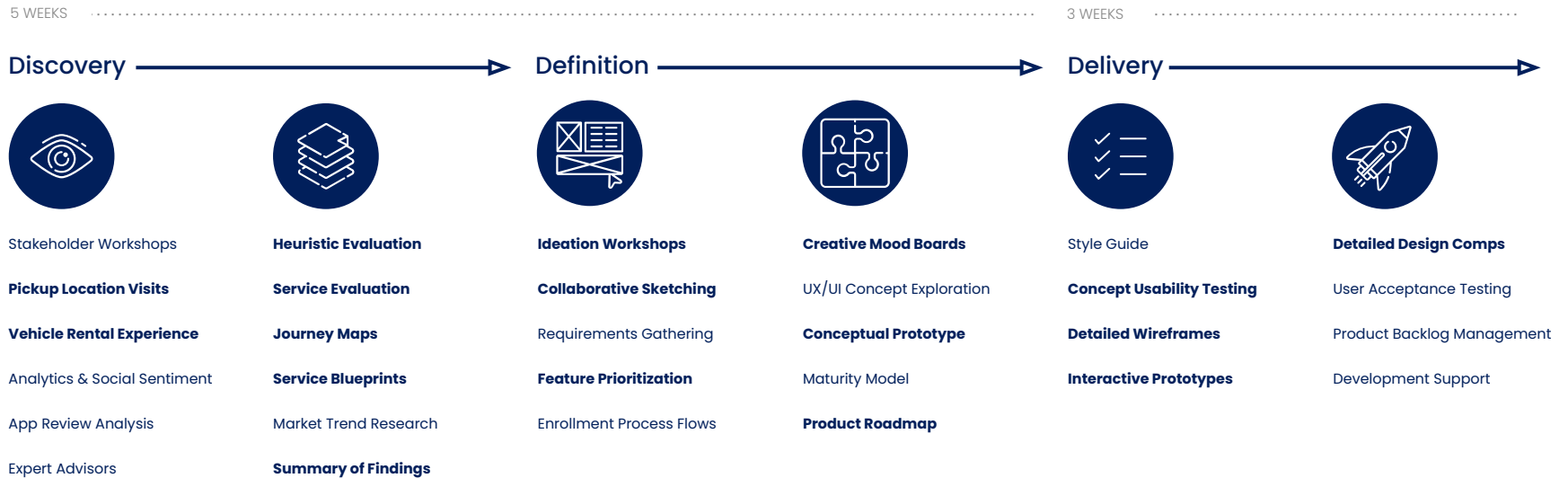
Address confusion between Car Sharing and Gig during enrollment, and improve the experience at known points of friction and dropoff.

Create a vision for a more contextual, integrated help and customer support experience throughout the app.

Collaborate with Maven's engineers to ensure that design solutions for these specific areas are fully detailed and development-ready.

Our Approach


To achieve the goal of improving Maven's mobility app by reducing current friction points and imagining enhanced capabilities, I aligned our team around a service design approach comprised of three major phases of work.

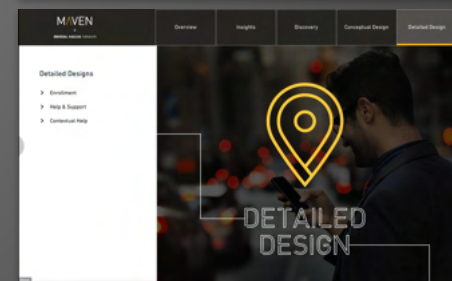
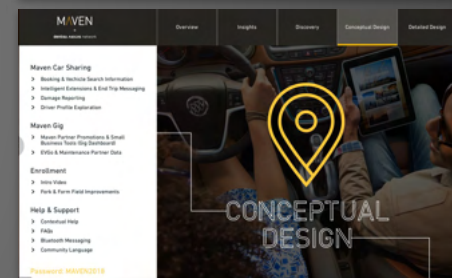
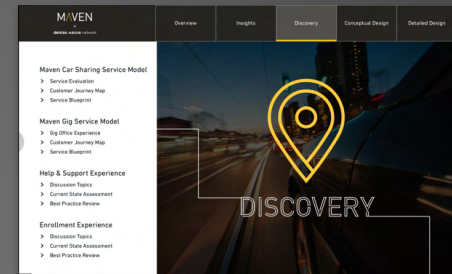


* Key activity highlighted in portfolio

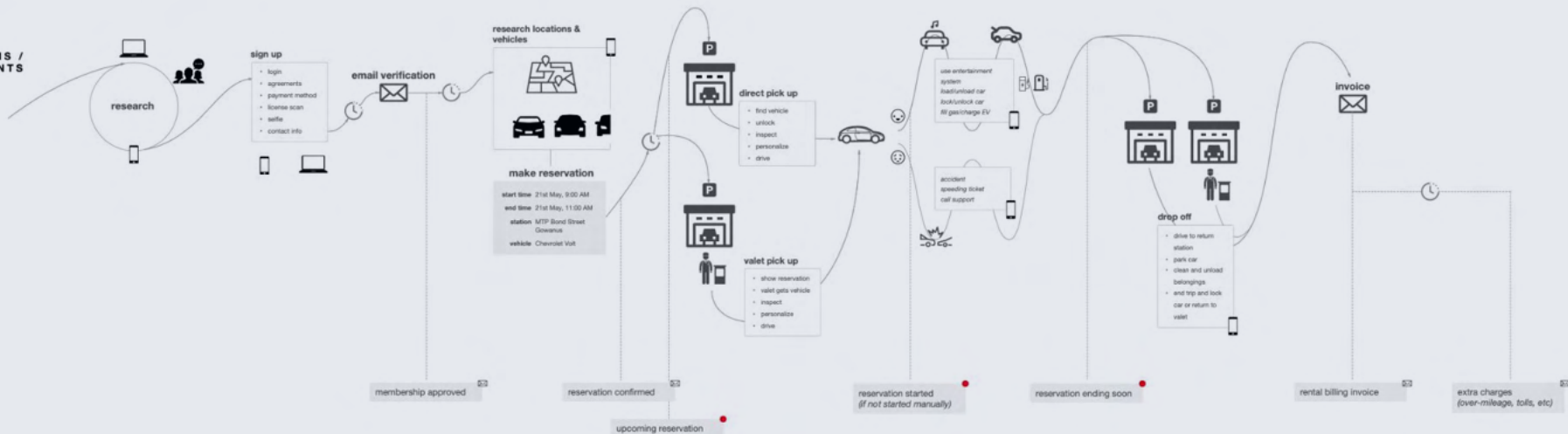
Design Documentation Hub

We used Sketch and Invision to create a project 'Design Hub' – an online resource that we updated regularly with our latest research and design output, so that the Maven team could follow and engage in our process in real-time.

	Overview	Insights	Discovery	Conceptual Design	Detailed Design
---	----------	----------	-----------	-------------------	-----------------



KEY ACTIONS / EVENTS



The Discovery Phase

Our discovery process included primary research, direct observation, knowledge transfer and information collection through several means.

Stakeholder Workshops

Collaborative working sessions with key Maven stakeholders, capturing the goals and insights they shared

Location Visits

Rented a vehicle through the app and visited a Gig Station to experience the services and discover pain points

Expert Advisors

Interviews with subject matter experts to explain key areas of the business and participate in collaborative workshops

Documentation Review

Review of client-provided documents such as customer research, operational guides, service metrics and other data

Journey Maps

A story-driven graph of a typical person's (or persona's) experience, interactions and critical moments with a product or service

Service Blueprints

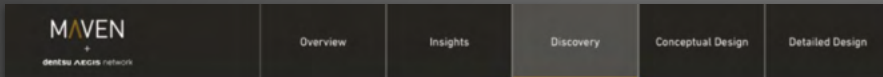
A graph describing key service delivery elements – people, processes, systems, artifacts – that enable a customer's journey

Heuristic Evaluation

Analysis of the app and web experiences with respect to common usability standards and best practices

Secondary Research

Analysis of company news, app reviews, social media engagement, consumer trends and competitors in depth



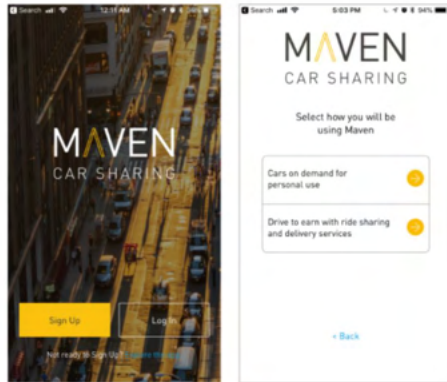
Current State Assessment

About the Current State

In the current state, American users may enroll in Car Sharing in the app or online, whereas Gig users must sign up in the app. The enrollment process is fairly similar between Car Sharing and Gig users, with larger differences called out below.

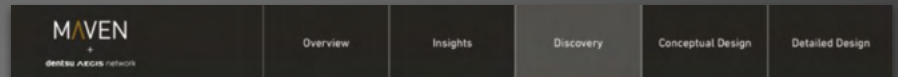
Starting Enrollment

- Landing screen only references Car Sharing, not Gig
- Option to view the app in guest mode
- Presented with a Car Sharing/Gig fork at the start of the enrollment process



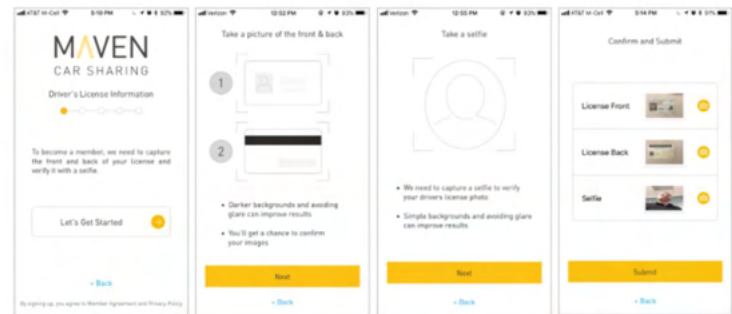
Initial Value Proposition

- Carousel outlines the high-level value proposition of Maven Car Sharing or Gig



Taking License Photo (Car Sharing Only)

- In the app, the user must submit photos of the front and back of their driver's license and a selfie to verify identity
- On the web the user must manually type in their driver's license number, country (and state in the US) of issuance, and expiration date
- Gig users are not shown this step and instead enter their driver's license information later after the Mailing Address step



Entering Personal Info

- Personal information, mailing address and payment method are required to create an account



Best Practice Review

About the Best Practices

In looking at competitors in the mobility space, as well as other services known to offer a positive sign up experience, we have highlighted a few UX best practices that Maven can consider when designing its enrollment process.

Progressive Disclosure / Natural Language Input

- By revealing fields one at a time the user is able to better focus on the task at hand
- The use of natural language causes the fields to be read in a more conversational tone and allows for the brand to shine through

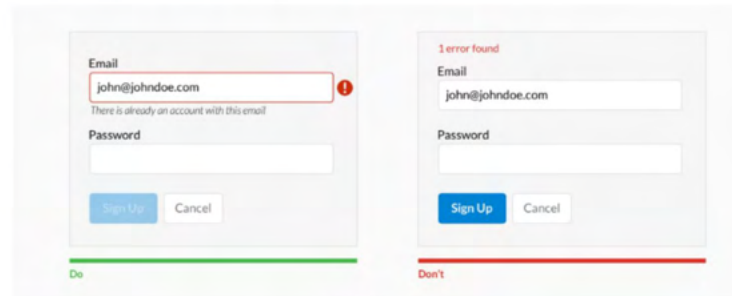


Social Sign Up

- Allowing the user to create an account with their social media login allows some fields to be pre-populated and lessens the friction of creating a new account
- Users may be reluctant to create another new account with credentials they will have to remember

Real-time, Inline Error Validation

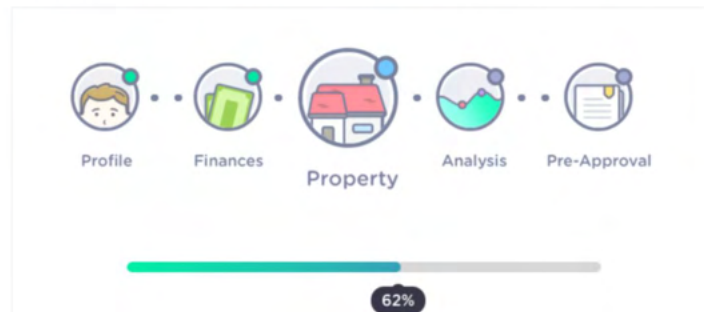
- Real-time, inline error validation notifies the user when a field is filled incorrectly as it happens, rather than having the user submit the page and then find the field that needs to be fixed




UX Collective

Indication of Progress

- Letting the user know how long the enrollment process is and how far they are through it makes it more likely that they will finish the process and keeps them from feeling discouraged





Overview

Maven Car Sharing Service Model

- > Service Evaluation
- > Customer Journey Map
- > Service Blueprint

Maven Gig Service Model

- > Gig Office Experience
- > Customer Journey Map
- > Service Blueprint

Help & Support Experience

- > Discussion Topics
- > Current State Assessment
- > Best Practice Review

Enrollment Experience

- > Discussion Topics
- > Current State Assessment
- > Best Practice Review

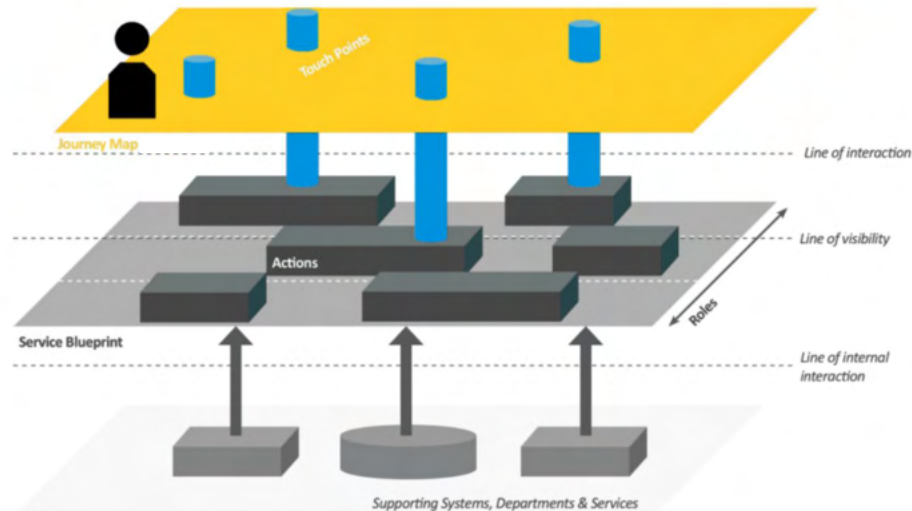
SERVICE BLUEPRINTS: DEFINITIONS & TOPOLOGY

A Service Blueprint is the topology of tasks and activities performed, in addition to artifacts and systems used, in service of the Maven user.

Information flows across activities performed by different internal actors. As the Maven user comes in contact with these work products and activities, they experience them as touch points.

Tasks and activities within the Service Blueprint are built upon various Support Processes (Billing Departments, External Partners, Automated Systems, etc.)

Lines of Visibility & Interaction demarcate which activities are experienced directly by the Maven user and those that happen "backstage."



Service Evaluation

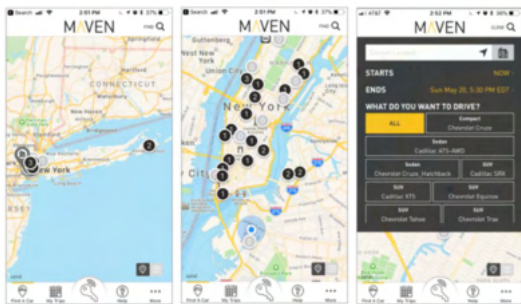
STEP 3 Vehicle Research / Booking

Logging in



- Logging in requires email / password despite prompt to enable Touch ID after each login
- Bug where EULA appears each time the user logs in
- Better support of Touch ID and Face ID or SSO via Facebook / Google could ease the process

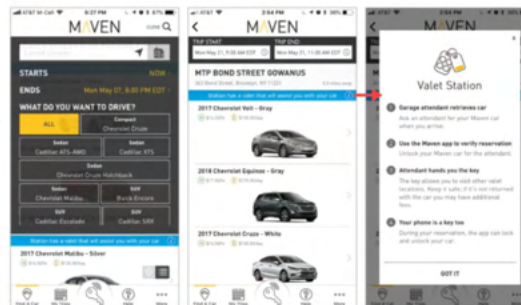
Finding a Vehicle



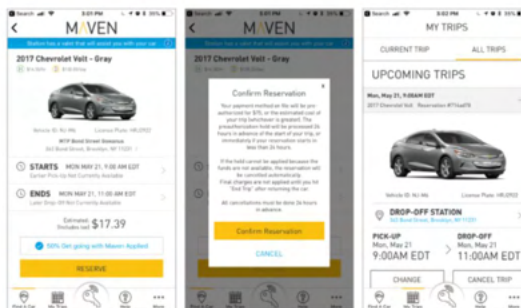
- Map starts too zoomed out and requires zooming in to be relevant and usable
- Focuses heavily on vehicles available now, which makes future options appear more limited
- Should be clearer about the timeframe being shown (outside of FIND menu)

Booking a Vehicle

- Not clear how to apply filters and close the filter view
- After applying filters different pickup locations may appear
- Additional info about location would be helpful (directions, photos, etc.)
- Visibility / tap target size for valet CTA is very small



Finalizing the Reservation



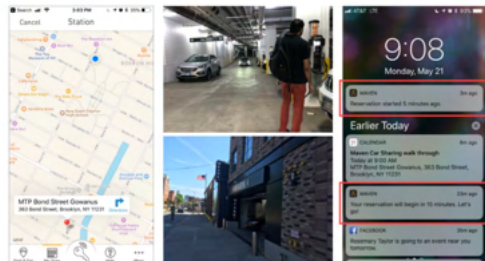
- Opportunity in Reservation and My Trips screens to front-load pertinent info about the vehicle (features, refueling info, etc.) and location
- Full-screen modals are a best-practice and would better display important confirmation text

Confirmation



Step 4
Vehicle Pickup

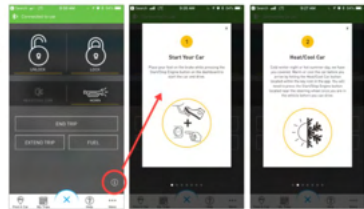
Retrieving the Vehicle



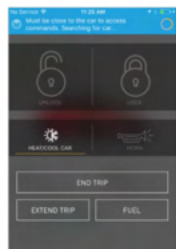
- In addition to location address and directions there's an opportunity to describe key points of access, what the lot looks like, directions for entering / exiting, etc.
- Push notification that the reservation started 5 minutes ago is confusing

In-App Instructions

- Behavior of X button at bottom of screen is unclear. Will it end my trip or close this screen?
- Important instructional information hidden behind subtle info icon



Non-Valet Experience



← PART 2

PART 3

Step 5
Vehicle Use

We Have the Car



- We drove the car to a nearby lot to check it out

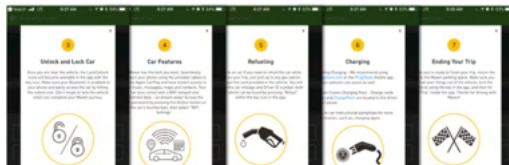
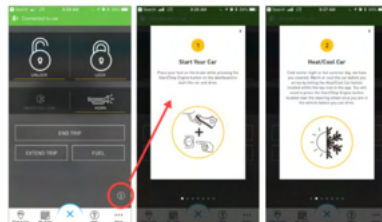
Infotainment System



- Could benefit from better guidance for using this system
- Wi-Fi setup was confusing and could be streamlined through an embedded connected experience
- Previous drivers' phones appear in list posing privacy concerns
- Opportunity to personalize for repeat drivers to make repeat trips more seamless

In-App Instructions

- Behavior of X button at bottom of screen is unclear. Will it end my trip or close this screen?
- Important instructional information hidden behind subtle info icon



← PART 2

PART 3

Maven Guide Book

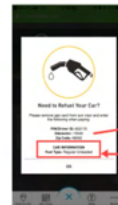


- Has valuable information but the user must "discover" the book in the vehicle
- Serve this content in advance, as the reservation period may be very short, leaving little time to read this guide

Getting Gas



- Gas and EV card found in the driver's side visor
- Process of getting gas requires instructions, found on gas card
- App and vehicle give different instructions about grade of fuel to purchase
- Odometer is needed at the pump but the numbers in the vehicle and app vary



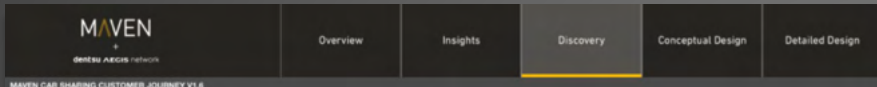
EV Charging



- Actual charging experience was much simpler than educational material made it seem
- App directs users to third-party to find charging locations. This information could be integrated or served in advance to help the user find a charging station on their route



Customer Journey Maps



MAVEN CAR SHARING CUSTOMER JOURNEY V1.6

Find service and vehicle that fits my needs

- does this fit in my budget?
- how does it compare to other options?
- is the type of car I want available?
- should I rent a car?
- does the cost in my city, near my location?
- will the work for my specific needs on specific dates?

Research

- not available in my area
- more expensive than expected
- difference between this and other car services

Gain access to booking

- want to know more about Maven before providing driver's license number and credit card number
- why do you need all this information (document id's, driving license info)?
- how long will it take to get approval?
- will that take a lot of time to get approved?

Find vehicle quickly that's the right fit (price, location, model)

Looking for "my car" (repeat)

- does the vehicle meet my expectations?
- how easy is it to access the vehicle?
- how much time will it take me to go to the vehicle station and how will I get it?
- how much time will I need the vehicle for/can I finish my task in the chosen period?
- what if I have to extend my reservation - is it booked after my chosen period?
- does this cost make it worthwhile?

Begin trip with minimal hassle

- how do I access the car?
- where is the car?
- how do I access car feature X-Y?
- how long will my trip take?
- how long will it take to pickup the car?
- can I fit this <thing> in the car?
- can I connect my phone to the car to play music?

Have an enjoyable experience

Return car within time

- can't make it back in time?
- how do I access car feature X-Y?
- where and how do I get it?
- do car feature great?
- how far is it to the parking garage?

Return car within time

Believes all hassles gone

- can't make it back in time?
- how much time will it take for me to get back to the station?
- do I have to get it?

VEHICLE RESEARCH / BOOKING

Find vehicle quickly that's the right fit (price, location, model)

Looking for "my car" (repeat)

- does the vehicle meet my expectations?
- how easy is it to access the vehicle?
- how much time will it take me to get to the vehicle station and how will I do it?
- how much time will I need the vehicle for/can I finish my task in the chosen period?
- what if I have to extend my reservation - is it booked after my chosen period?
- does this cost make it worthwhile?

VEHICLE PICKUP

Begin trip with minimal hassle

- how do I access the car?
- where is the car?
- how do I access <car feature X-Y>?
- how long will my trip take?
- how long will it take to pickup the car?
- can I fit this <thing> in the car?
- can I connect my phone to the car to play music?

Research and joining the car needs the app to be used besides for long time

- use entertainment system
- use parking system in return garage
- if it's quick, but still slower than keyless
- only a small note mentions whether reservations will work
- do I make it back in time on steps to fit go and check the car?
- holding is separate and designed for filling message text, table

Return car ending soon

- filling gas is complicated
- find CC
- find odometer reading from app
- find PIN
- sometimes dip inside of the car station
- night parking spots in return garage
- hard to take photos of damage in tight spaces

make reservation

research vehicles

start time: May 21st, 9:00 AM
end time: May 21st, 2:00 PM
location: MTP Bond Street Cloverleaf
vehicle: Chevrolet Volt

reservation confirmed

upcoming reservation

valet pickup

- show reservation
- valet gets vehicle
- inspect
- personalize
- drive

direct pickup

- find vehicle
- unlock
- inspect
- personalize
- drive

- doesn't show if vehicle is AWD or not
- no cars available right now
- mixed stations in list view
- sometimes don't notice that time duration is set up for 2 hour availability
- selected time window determines the number of available cars shown, but that might not be clear
- same day reservations can't cancel at all
- email support doesn't provide prompt replies
- failed CC charge causes reservation cancellation resulting in lost reservation
- long reservations may trip charge limit on cards
- no opportunity for customer to fix problem
- car unlock issues
- can't find the car
- how do I exit the garage?
- app FAQ not comprehensive
- email questions take time
- repeating basic info to call center people
- getting call center people to figure out what info to give ppl, like where is this person calling from, what is their context right now, etc
- occasional connectivity issues
- don't understand the features of the car (4WD, 3rd row of seats) until they pick it up
- easy to forget check in after valet pick up
- helps for valet to ask people to start reservation and show them the screen to validate

Summary of Research Observations

Themes	Problem Statement	Examples	Opportunities
3	Enrollment	Friction during the enrollment flow, insufficient supporting information, and inadequate failure recovery.	<ul style="list-style-type: none"> - use date capture from license to prefill date - allow social sign-up (pull data from google/facebook) - use phone number instead of email for verification (phone not primary) - include processing status readout in app (or via app notification) - include incentive for first reservation - Move and redesign the fork screen - Emphasize a separate Gig enrollment experience - set better expectations about why data is being captured. (e.g. license, etc) - create more engaging, fun enrollment flow/experience (e. etc.)
4	Booking & Reservations	Issues around booking filters and flows, managing reservations and extensions and waitlisting.	<ul style="list-style-type: none"> - visualize search parameters upfront instead of behind reservations) - promote available cars/locations based on previous rental - proactive messaging about reservation ending soon (intel from return location, fuel levels, available extensions, etc) - Gig digital waitlisting - show position & chosen vehicle up - allow for favoriting of locations & cars - GM scooters (rented out to frequent maven users) allows Maven locations - extensions experience - setting expectations, upcoming vehicle extensions messaging - Gig - non-waitlisting options - help section highlights FAQs/Help based on user's current cleanup and organize existing FAQs - include intelligent/predictive search functionality in FAQs - Replace or augment FAQs with AI-based chat - include tips in first reservation email - use embedded in-car system to provide quick vehicle info - vehicle guide + damage report (don't need to show guide) - content audit, etc for short term - add layer for context-sensitive - in app mobile help center - EV vehicles specific help & information
5	Customer Help & Support	Lack of user guidance and help throughout the experience, from process explanations to on-demand help.	<ul style="list-style-type: none"> - limited supporting information during enrollment - FAQs not up to date
6		Lack of a greater sense of community and accessibility to each other, and	<ul style="list-style-type: none"> - vehicle personality/history - at end of reservation include a hint about next reservation - track driver behavior history based on complaints - gig - build in community chat feature for other gig drivers - choose location

Billing & Payment



Issues with billing procedures, payment difficulties, invoice presentation and other payment-related communications.

Booking & Reservation



Issues around booking flows and filters, managing reservations, extensions and waitlisting.

Brand Engagement & Brand Experience



Situations lacking emotional engagement with the brand or channels for more engaging interaction.

Case Management



Disconnected information silos, ambiguous or redundant information and difficulties with logging, tracking and solving customer issues.

Community & Accountability



Lack of a greater sense of community and accountability to each other, and moments which could allow for communication and engagement with each other.

Customer Help & Support



Lack of user guidance and help throughout the experience, from process explanations to on-demand help.

Enrollment



Friction during the enrollment flow, insufficient supporting information, and inadequate failure recovery.

Fleet Management & Maintenance



Adding, removing, cleaning and maintaining the vehicles in the field, and setting up car pickup locations.

Fraud Prevention



Fraud prevention and checking measures and their impact on the customer.

Gig Efficiency Tools



Lack of specific value-add tools designed especially for use by

Personalization & Configuration

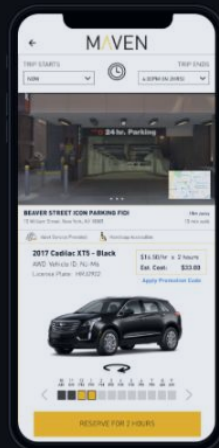
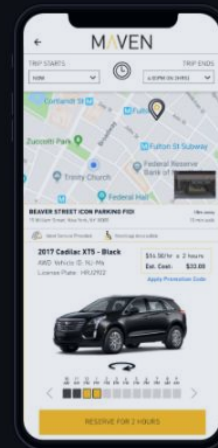
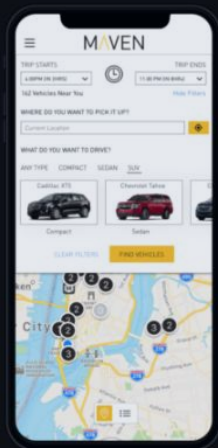
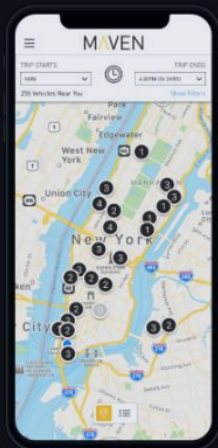


Situations that offer the potential to personalize the service or help

Pricing & Availability Information



Issues related to the display and filtering of vehicle availability



The Definition Phase

Now equipped with substantial findings and insights from Discovery, we partnered with the Maven team to explore creative opportunities and determine a roadmap towards attaining its strategic product vision.

Ideation Workshops

Brainstorming sessions with Maven to prioritize strategic goals and explore creative solutions

Creative Mood Boards

Design explorations intended to explore high-level look, feel and style prior to actual screen design

UX/UI Concept Exploration

High-level design of key screens to establish consensus on the overall vision and direction for new product features

Conceptual Prototypes

Interactive models of key screens and journeys built to share and validate with UX concept testing participants

User Stories & Requirements

User-centered descriptions of key tasks and needs, used as acceptance criteria for design and testing

Maturity Model

A high-level strategic framework that outlines key stages in Maven's journey toward realizing its full product vision

Product Roadmap

A guiding document that translates prioritized strategic opportunity into a viable multi-phased project plan

Opportunity Prioritization

We first aligned around a Strategic North Star: to position Maven as the future of mobility.

We then led a collaborative exercise with Maven stakeholders to score, rank and plot each of the identified design opportunity areas on two dimensions: business/customer value and organizational readiness.

This scoring exercise resulted in an 'Opportunity Matrix' with four quadrants that began to suggest a prioritization for the strategic areas that we had discussed.

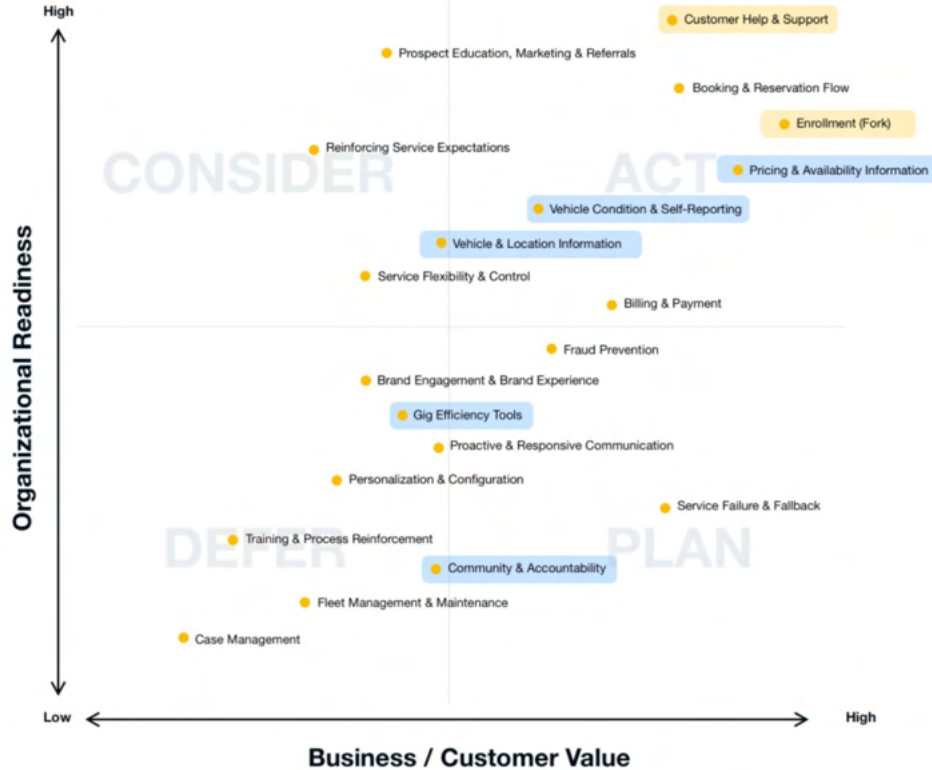
Prioritized Opportunity Matrix*

* Isobar's prioritization

1st Engagement Areas Of Focus

Detailed Design

Conceptual Design



Maturity Model & Roadmap Planning

Working from this prioritization, we envisioned the Product Roadmap as three discrete phases, each advancing the overall program and moving Maven closer to its Strategic North Star.



Maven Product Roadmap

The key to a successful Product Roadmap is to balance organizational readiness, technical complexity & deep customer engagement in order to deliver incremental value throughout the product design & development timeline.

1st Engagement Areas Of Focus ■ Detailed Design ■ Conceptual Design

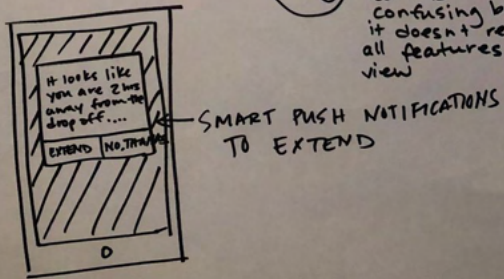
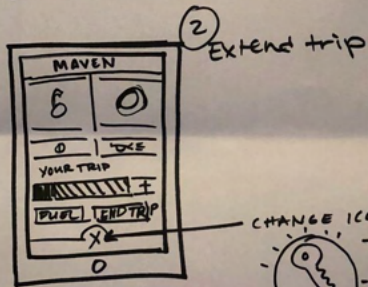
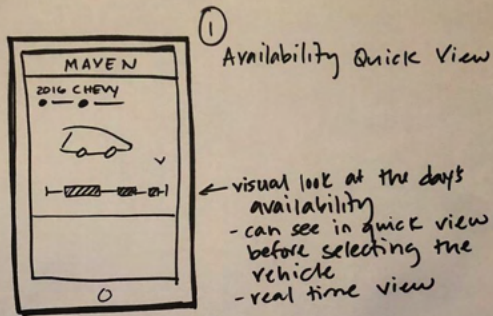
PHASE 1	PHASE 2	PHASE 3
<p>Streamline & Optimize Q3 2018 – Q4 2018</p> <p>Improve branding, positioning & communication of Maven services; address major customer pain points, engagement barriers & service delivery challenges.</p> <p>Marketing: Improve Maven website architecture, style & branding; optimize presentation of Maven product/service portfolio; improve Gig referral tactics.</p> <p>Enrollment: Improve product fork; provide better guidance/expectations; optimize forms & flow; improve license capture solution.</p> <p>Vehicle Search/Booking: Clarify vehicle availability timeframe/filters; improve vehicle/location information; align My Trips with Search/Booking updates.</p>	<p>Enhance & Extend 2019</p> <p>Elevate Maven's mobile app & web experiences to delight users, transcend expectations & set new standards in the delivery of seamless mobility solutions & services.</p> <p>Driver Score & Gamification: Establish driver score metrics to promote loyalty & accountability; incorporate gamification elements into experience.</p> <p>Fraud Prevention: Integrate machine learning + other advanced fraud prevention measures into service.</p> <p>Enrollment: Enhance flow with conversational UI and progressive disclosure elements; incorporate logic for escalated fraud prevention based on risk score.</p> <p>Billing & Payment: Assess</p>	<p>Lead The Market 2020</p> <p>Fully realize Maven's unique brand promise through digital channels; deliver internal tools that reinforce key processes while increasing efficiency & customer satisfaction.</p> <p>Brand Engagement/Experience: Consider features/experiences to build emotional connections with Maven's <i>#BeThere</i> brand proposition (e.g. auto-generated, shareable trip journals using mobile GPS/photos, etc.).</p> <p>Personalization/Configuration: Offer saved settings/features to build loyalty among repeat customers (e.g. fast Wi-Fi setup, saved radio stations, mirrors/seats, etc.).</p> <p>Case Management: Create a custom, integrated internal case management system incorporating CRM/telematics & other data in</p>

Concept Design & Planning

Now aligned on the project priorities, we kicked off Conceptual Design with two days of collaborative brainstorming, requirements planning and sketching with the Maven team.

We led Maven senior stakeholders in concepting innovative solutions to challenges like booking, damage reporting, trip extensions and more.

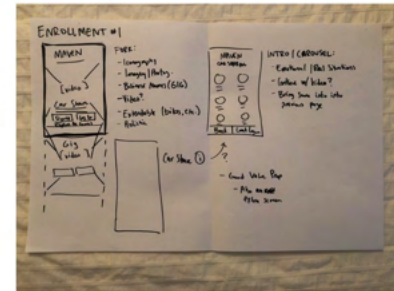
After discussing and refining these ideas together, my team then polished and prototyped each of these ideas, noting open design questions as candidates for testing.



Enrollment #1

Near-Term: Fork & Better Context / Expectations: Form Field Improvements

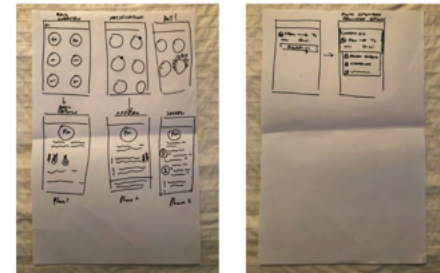
- Near-term
- Fork
- Better context / expectations
- Form field improvement
- Error validation
- In-app introduction (carousel)
- Testable
- Key, targeted screens

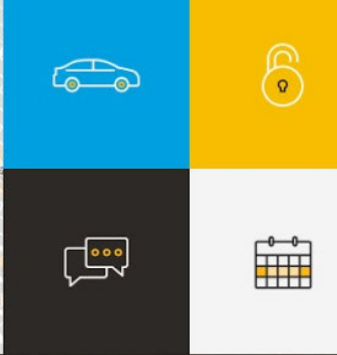
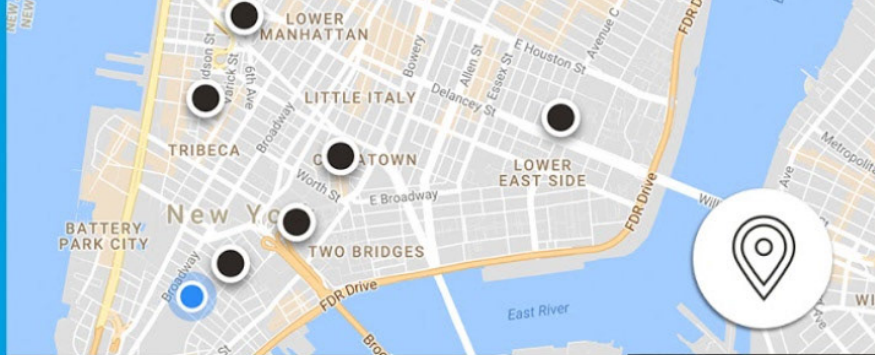


Gig #1

Building Awareness of Maven Partners in Market

- Near-term
- Inventory for term opportunities
- Not a test candidate
- List of local partners (market-based)
- Featured partners
- How to access / present and message
- Admin side description
- Referral codes
- Overview and details
- Starts from main screen? My reservations? Enrollment? Menu? Notifications
- Capture who they already drive for





2016 Cadillac Escalade - Gray

11 E 1st St, New York, NY 10003 >



From \$23.00/hr or \$260.00/day

START
TUE OCT 16
9:00 AM EDT

END
TUE OCT 16
11:00 AM EDT

What is Maven?



A more connected, seamless car sharing experience. Offering a free lifetime membership with low hourly and daily rates.



What are the eligibility requirements to join?



CALL US AT 1-800-555-1234



CHAT WITH US



EMAIL US

EVgo and Maintenance Partners

Process



The Challenge

- Provide a way for Gig drivers to find and contact approved maintenance partners
- Provide a way for Gig drivers driving EV vehicles to find EVgo network charging stations
- Educate Gig drivers on how to work with maintenance partners and use EV charging stations

Observations

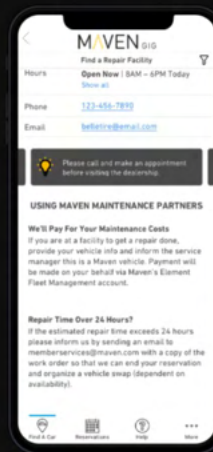
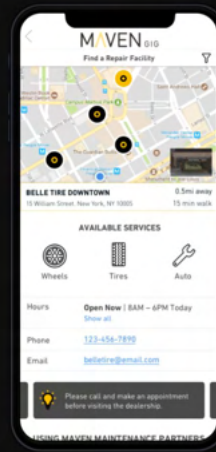
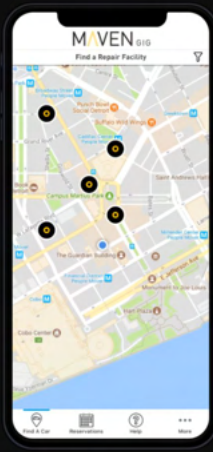
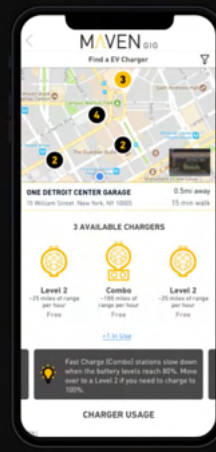
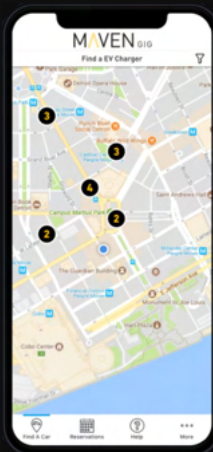
- Maven approved maintenance partners offer a variety of services
- There are several rules around using maintenance partners that Gig drivers are sometimes not aware of
- Most Gig drivers are unaware about how EV charging works
- Rules of etiquette have developed around the usage of shared EV charging stations that new EV drivers may be unaware of
- Since EV charging can often take a few hours, charging station availability is an important criteria for deciding when and where to charge

Opportunities / Goals

- Display Maven approved maintenance partners and EV charging stations on a map
- Display services that maintenance partners offer and contact details
- Educate Gig drivers on how to use maintenance partners
- Display available and in-use chargers at each charging station and their usage over the day
- Educate Gig drivers on how to charge the vehicle and etiquette around charging

Key Improvements

- Utilize familiar overview-detail structure for both maintenance partner and EVgo stations
- Display most important help information for using maintenance partners
- Allow for filtering based on service types offered by maintenance partners
- Display different types of chargers available and educate on their differences
- Display tips on the nuances of the EV charging process and etiquette
- Display charger usage distribution through the day/days
- Display help on how to charge the vehicle



Intelligent Trip Extensions & End Trip Messaging

Process



The Challenge

- Increase the awareness and reduce the confusion around trip extensions

Observations

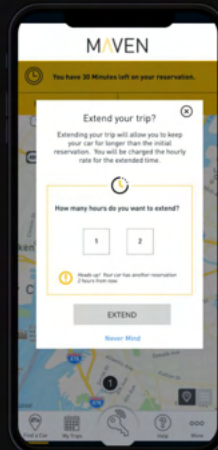
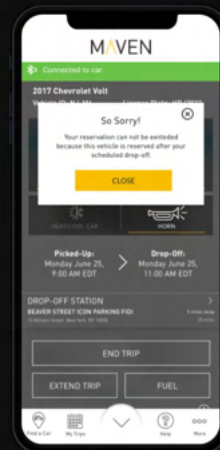
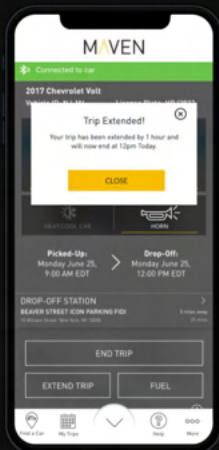
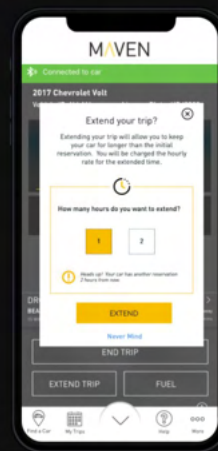
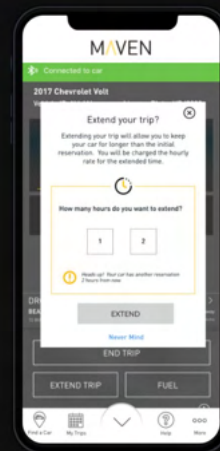
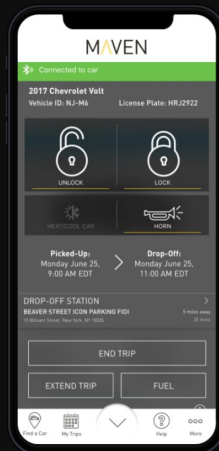
- The current experience is clunky and unstable, producing errors and confusing messaging
- The In-Trip screen provides less than a complete picture of the user's reservation

Opportunities / Goals

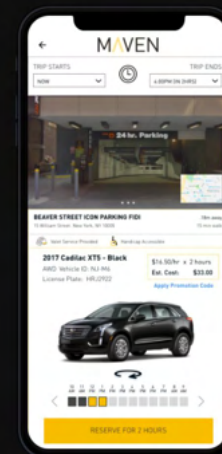
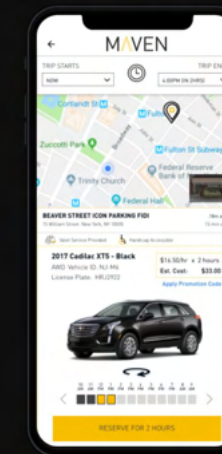
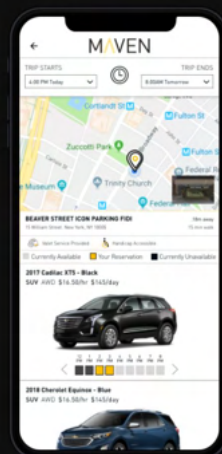
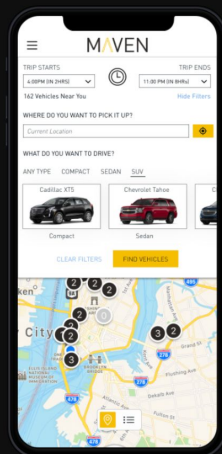
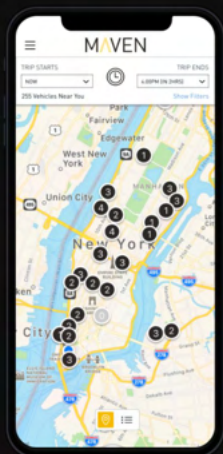
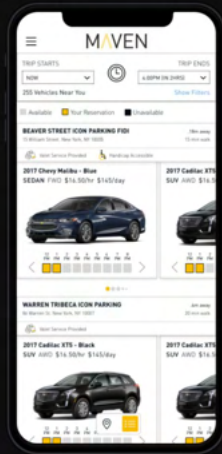
- Redesign the In-Trip experience focusing on:
 - Trip metadata
 - Car information & actions
- Add a clear path to extend the reservation

Key Improvements

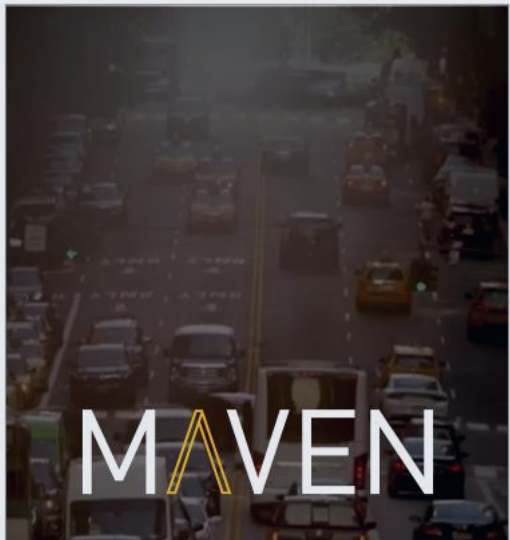
- Increased usefulness by adding valuable at-a-glance information
- Provided a way to get ahead of the "too far to return the vehicle on time" problem



Reservation Flow Concept



1



3

MAVEN
CAR SHARING

PERSONAL USE

Reserve a car by the hour or by the day.
Starting at \$8/hour

4

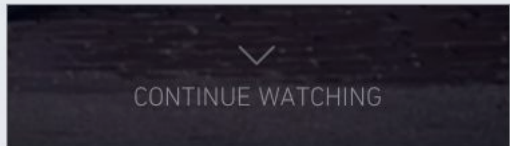
CARS NEAR ME

Sign Up

5

Login

6



1

INTRO VIDEO

When the app first loads the video starts and plays through the end or until the user swipes up or interacts with the Get Started CTA. The video loops around and plays again after it ends.

2

GET STARTED CTA

Tapping the CTA or swiping up anywhere on this screen reveals the Car Sharing and Maven Gig fork.

3

CAR SHARING

Section containing brief value propositions around Car Sharing with buttons to navigate to the Car Sharing Landing, Sign Up, and Login screens.

4

CARS NEAR ME BUTTON

Tapping this button takes the user to the Car Sharing Landing screen where they can learn more about the service and use the map to explore availability.



The Delivery Phase

To guide Maven’s software engineering team, we delivered a combination of annotated wireframes and design comps as well as clickable prototypes for key interactions.

Style Guide

A guide to the product’s visual structure and style, including design patterns defined for developers

Detailed Wireframes

Design document detailing functional behavior and screen interactions to guide implementation

Interactive Prototypes

Basic working models of selective application interfaces built to clarify expected behavior

UX Concept Testing

Moderated “thinkaloud” testing of prototypes to gain feedback for future design iterations

Detailed Design Comps

Pixel-perfect representations of application screens used for implementation

User Acceptance Testing

Support in planning and performing feature acceptance tests prior to a product release

Concept Testing Overview

Summary

- Participants' age ranged from early 20s to late 50s
- Each testing session ranged from 35 minutes to 1 hour
- Each participant went through each of the 3 concepts
- Think aloud method was used with probing questions as necessary
- In addition to the participant, there was a testing guide and a note-taker
- All sessions were video-recorded (incl. screen recording) using Silverback
- Concepts took the form of InVision prototypes (in fullscreen browser windows)

Fork Screen Findings

1. "Car Sharing" and "Ride Sharing" terms

Although they are industry-standard terms, the average consumer has trouble understanding what each term means and what the difference between the two without detailed descriptions or examples.

2. "Drive to Earn" label caused confusion

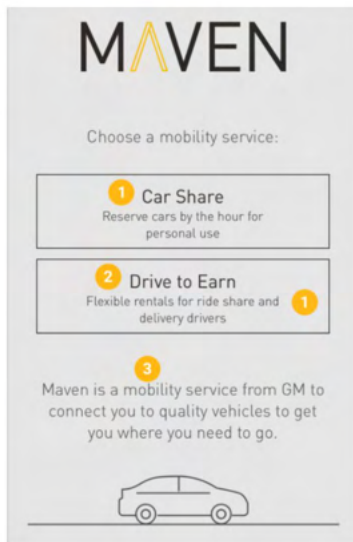
While the label "Drive to Earn" makes sense once the user understands the Gig service, many users first incorrectly assumed it meant that they could earn points or rewards for using Maven.

3. "Mobility Service" term was unfamiliar

"Mobility service" is common within the industry but can be misunderstood by users. Various users thought mobility referred to either mobile phones or accessibility for people with a disability.

4. Believe that they can get a car immediately

Whether it was from implications in the app or prior experiences with other services, users had



Enrollment Flow & Contextual Help Findings

1. License Photo Instructions are Unclear

Users were generally comfortable with capturing their driver's license, they just wanted more explicit instructions as to when and how they will be taking the photos.

Before you get on the road, we need to verify your driver's license with a few quick photos.



- Improve results by using darker backgrounds and avoiding glare
- You'll get a chance to confirm your images

3. Confusion about Local Market/Destination

Users faced some confusion around language referring to the "market" they would be using Maven, where they will be picking up the car and where they will be driving it.

Where do you want to drive?

Country
 United States ▼

Zip Code

2. Surprise & Concern with the Selfie Step

Users were surprised when the app asked them to take a photo of themselves, but were generally fine with the idea once they realized it was to protect them from fraud.

Next we need to verify that your face matches the face on your license.

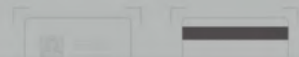


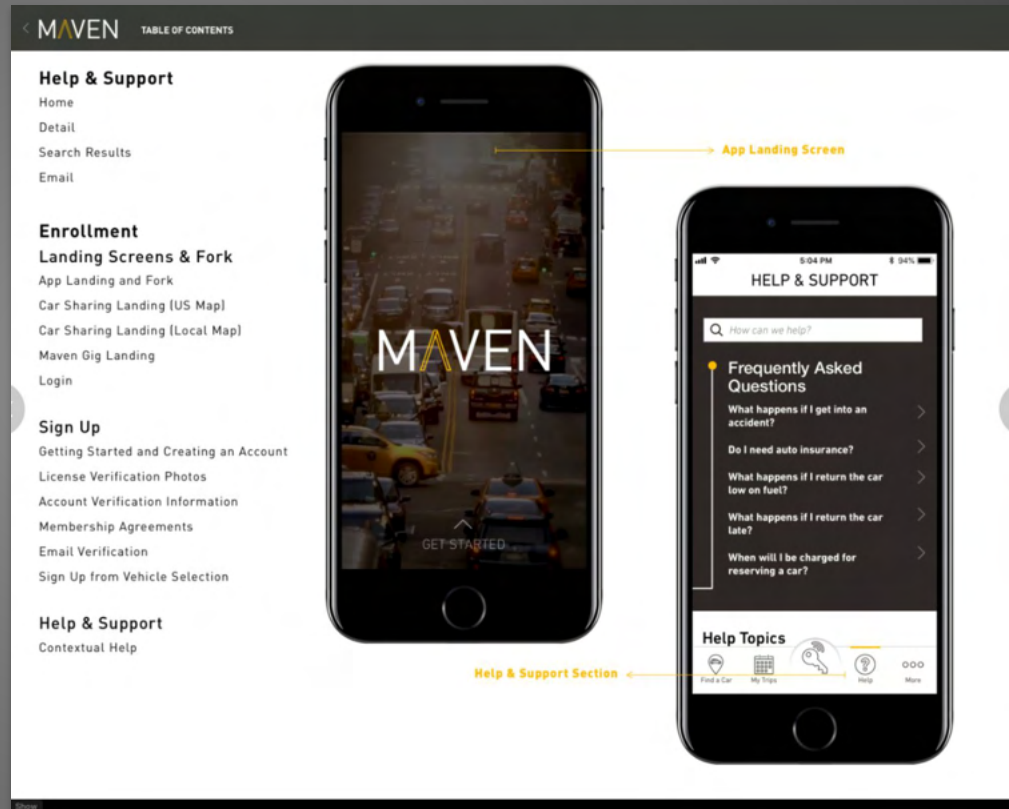
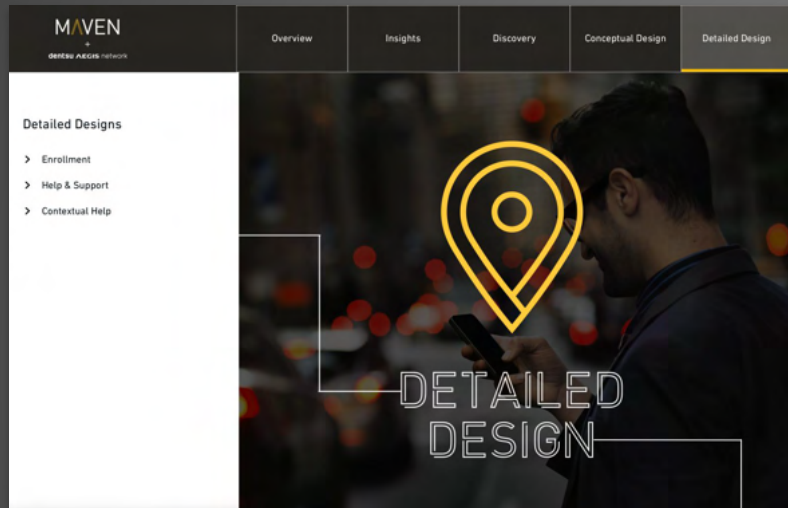
- This photo will not be used anywhere in your profile, so it doesn't need to be perfect
- Simple backgrounds and avoiding glare can improve results

4. Contextual Help Helped, not for Everyone

While contextual help was useful in assuaging a particular concern, it was not clear that it could be a portal to further, more general questions.

Before you get on the road, we need to verify your driver's license with a few quick photos.



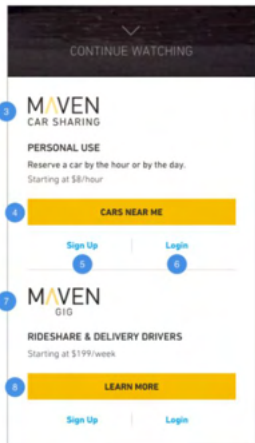


App Landing & Fork

Intro Video



Service Selection Fork



ANNOTATIONS

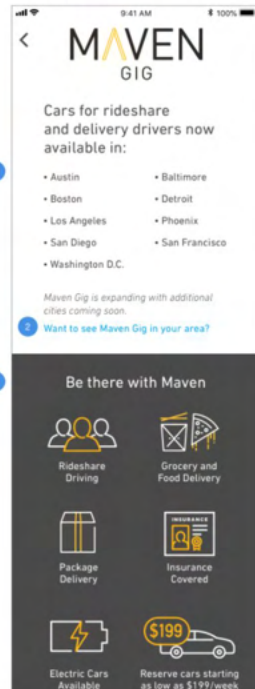
DESCRIPTION

The user has arrived at this screen after opening the app without ever having created an account. The experience begins with user, full screen video, with options to select a service after tapping on or swiping up from the CTA at the bottom of the screen.

- INTRO VIDEO**
When the app first loads the video starts and plays through the end or until the user swipes up or interacts with the Get Started CTA. The video loops around and plays again after it ends.
- GET STARTED CTA**
Tapping the CTA or swiping up anywhere on this screen reveals the Car Sharing and Maven Gig fork.
- CAR SHARING**
Section containing brief value propositions around Car Sharing with buttons to navigate to the Car Sharing Landing, Sign Up, and Login screens.
- CARS NEAR ME BUTTON**
Tapping this button takes the user to the Car Sharing Landing screen where they can learn more about the service and use the map to explore availability.
- SIGN UP BUTTON**
Tapping this button takes the user directly to the Sign Up flow for the corresponding service, skipping that service's landing screen.
- LOG IN BUTTON**
Tapping this button takes the user directly to the Log In screen for the corresponding service, skipping that service's landing screen.
- MAVEN GIG**
Section containing brief value propositions around Maven Gig with buttons to navigate to the Maven Gig Landing, Sign Up, and Login screens.
- LEARN MORE BUTTON**
Tapping this button takes the user to the Maven Gig Landing screen where they can learn more about the service and see the list of cities where it is currently available.

Maven Gig Landing

Maven Gig Landing



ANNOTATIONS

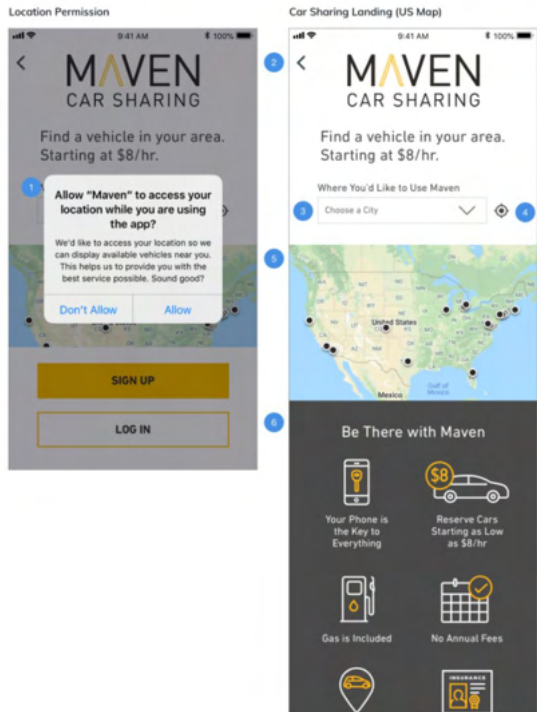
DESCRIPTION

The user has arrived at this screen by selecting "Maven Gig" from the previous landing page.

Please see Car Sharing Landing pages for details on shared elements.

- AVAILABILITY LIST**
Static list of cities where Maven Gig is currently available.
NOTE: In the future when more cities support Maven Gig the format of this list should be reconsidered.
- REQUEST MAVEN GIG**
Opens the Request Maven Gig Overlay so the user may request Maven Gig in their city.
See "Car Sharing Landing (US Map)" for details about this overlay.
- MAVEN GIG FEATURES**
High level overview of Maven Gig's main enticing features presented in a carousel. The user may swipe left or right through the carousel to paginate. The carousel loops around if the user swipes from the end forward to the start and vice versa.

Car Sharing Landing (US Map)

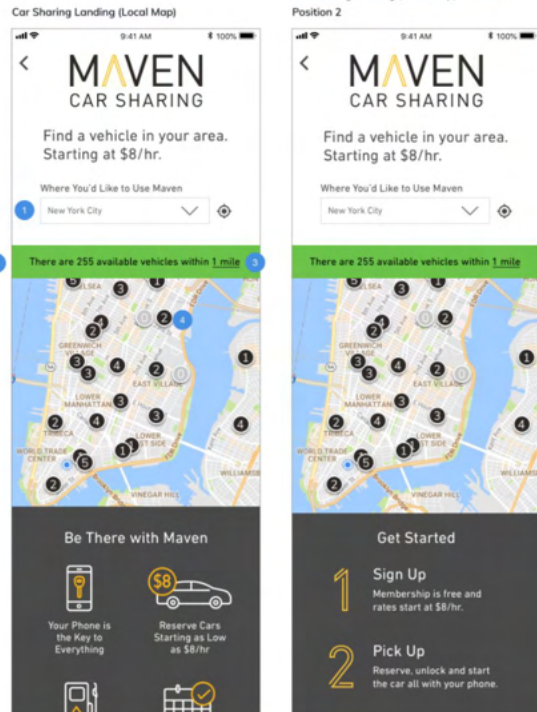


ANNOTATIONS

DESCRIPTION
The user has arrived at this screen by selecting "Car Sharing" from the previous landing page.

- PERMISSION REQUEST OVERLAY**
Upon entering the app and seeing a map for the first time, the user is prompted to allow the app to use their location so that it can display vehicles near the user. If the user does not allow permission they must manually go into their settings to allow it. Not allowing location services also makes the map on the landing screen stay at the country level and will not zoom into the user's city (if in market) automatically.
- BACK BUTTON**
Navigates the user back to the app landing screen to choose a service.
- MARKET SELECTOR DROPDOWN**
A dropdown menu with a complete list of cities supporting Car Sharing and an option if the desired city is not listed.
- FIND CURRENT LOCATION**
Zooms the map into the user's current location and updates the Market Selector Dropdown to their current city if they are in a city that supports Car Sharing. If the user is not in a city with Car Sharing the map stays at this level, a message is displayed (see below), and the Market Selector Dropdown updates to "City not listed."
- COUNTRY MAP**
The country map is displayed if the user does not allow location services or if the user is in a city that does not support Car Sharing.
- CAR SHARING FEATURES**
High level overview of Car Sharing's main enticing features presented in a carousel. The user may swipe left or right through the carousel to paginate. The carousel loops around if the user swipes from the end forward to the start and vice versa.
- CAR SHARING FEATURE CAROUSEL MARKERS**
Displays which page of the carousel is currently being shown.
- ENROLLMENT FOOTER**
Footer is fixed to the bottom of this screen and contains Sign Up and Log In buttons.
- SIGN UP BUTTON**
Navigates the user to the Sign Up flow for Car Sharing.
- LOG IN BUTTON**
Navigates the user to the Log In flow for Car Sharing.
- CITY NOT LISTED DISCLAIMER**
If the user chooses "City not listed" from the Market Selector Dropdown or if their current location is in an area not supported

Car Sharing Landing (Local Map)



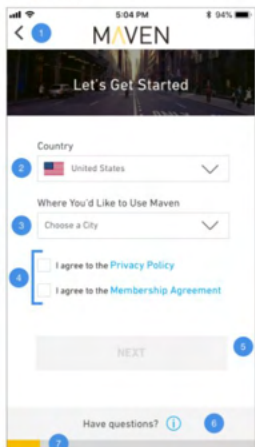
ANNOTATIONS

DESCRIPTION
They see this state of the page if they allowed location services and are currently in a Car Sharing market, or if they have chosen a market from the Market Selector Dropdown.

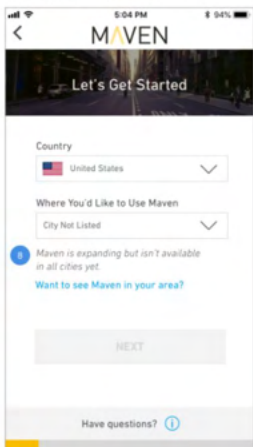
- MARKET SELECTOR DROPDOWN (CITY SELECTED)**
When the user is in a Car Sharing market and has allowed location services, the dropdown automatically updates to show the user's city.
The user may also have selected their city in the dropdown to achieve this state.
- AVAILABLE VEHICLES BANNER**
Banner displaying the number of vehicles that are currently available within a certain mile radius.
- DISTANCE RADIUS SELECTOR**
Tapping this underlined text in the banner triggers a dropdown that allows the user to choose the size of the radius for the number of available vehicles in this banner. The options include 1 mile, 3 miles, 5 miles, and 10 miles.
- GARAGE INDICATOR**
Each garage on the map is represented by a number indicating the number of vehicles currently available at that site. Tapping on one of these indicators reveals the Pickup Location View, seen in the "Car Sharing Landing (Explore Vehicles)" view below.
- CAR SHARING FEATURE CAROUSEL (FURTHER PAGES)**
Additional page of the carousel including brief instructions about the Car Sharing experience.
- PICKUP LOCATION VIEW**
After the user selects a pickup location from the map view, this section now shows details about that garage or lot and the vehicles at that location, starting with the vehicles available at the designated time.
- BACK TO MAP BUTTON**
Selecting this button navigates the user back to the map view of this module.
- TIME RANGE SELECTORS**
The user may select a start and end time for their trip. These dropdowns default to now (start time) and 2 hours from now (end time).
- PICKUP LOCATION DETAILS**
Contains the name of the pickup location, address, distance from current location (if current location is known), and any special considerations, such as valet or handicap accessibility.
- VEHICLE LISTING**
Name and photo of vehicle, relevant details, and cost per hour, day, and for the time selected.

Getting Started and Creating an Account

Getting Started



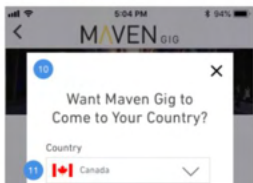
Getting Started - City Not Listed



Service Not Available



Request Maven in Country



ANNOTATIONS

DESCRIPTION

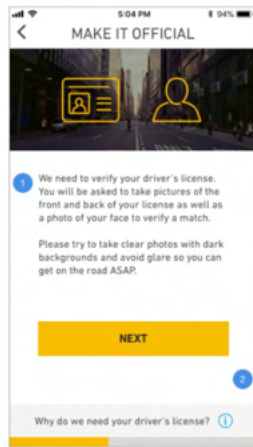
The user has arrived at the Getting Started screen by selecting Sign Up from any of the landing pages.

NOTE: This document mainly details the enrollment flow for Car Sharing, as it is heavily derived by the Maven Gig flow. Any differences between Car Sharing and Maven Gig will be highlighted.

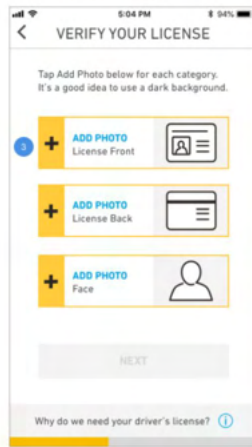
- BACK BUTTON**
Navigates the user back to the previous screen the user was on. Clears all data typed into fields.
- COUNTRY SELECTOR**
The user selects their country from the dropdown. This field will default to the user's current location if they previously allowed location services, or the country of the app store from which the user downloaded the app. If the user selects a country that does not offer the selected service, the user will receive an error message explaining that that product is not available in their country yet.
- CITY SELECTOR DROPDOWN**
The list of cities this service supports from the country selected above is contained within this dropdown. The option "City not listed" also appears in this list, triggering a message about availability.
- AGREEMENTS**
Pending approval from Legal, the user may accept to each policy and agreement at this point. If they would like to read the full text of these documents they may select the linked names of the documents, which would open up a web view of that document.
If this approach to agreements is acceptable, please disregard the pages of this document titled "Membership Agreements."
- NEXT BUTTON (DISABLED)**
Takes the user to the next screen in the signup flow. Displays in a disabled state when all required fields are not completed.
- CONTEXTUAL HELP**
A button under the Next Button that, when tapped, reveals contextual help for the step the user is currently on. The label should, when possible, relate to the user's current step so it is clear that the help will be directly related to the task at hand, not just general help. The user may tap anywhere on the bar to launch Contextual Help. See the Contextual Help section for more details.
- PROGRESS BAR**
The progress bar moves forward every time the user moves on to a further page in the flow.
- AVAILABILITY MESSAGE**
A message below the dropdown explains that Maven is not available in all cities. The link opens the Request Car Sharing Overlay so the user may request Maven Gig in their city.
See "Car Sharing Landing (US Map)" for details about this overlay.

License Verification Photos

License Verification - Explanation



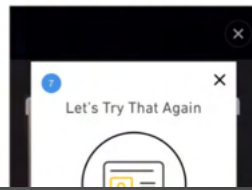
License Verification - No Photos



License Verification - Front of License



License Verification - Capture Error



ANNOTATIONS

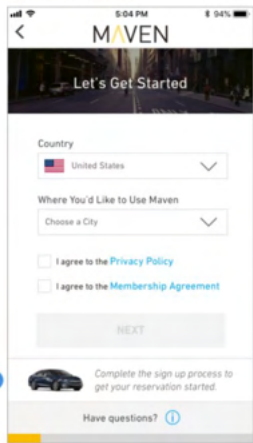
DESCRIPTION

The user has arrived at the License Verification screens after creating an account with an email address and password. First the verification process is explained, and then the user sees the checklist of each item they must capture.

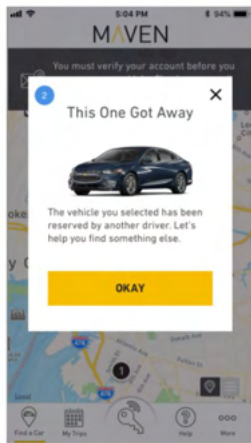
- LICENSE VERIFICATION INSTRUCTIONS**
Explanation and instructions about the license verification process. This screen has no fields or requirements and the user can immediately move to the next screen in the flow.
- LICENSE VERIFICATION CONTEXTUAL HELP**
Contextual help explains why the user must submit photos of their license and of their face with more details about Maven's privacy considerations around these photos.
- ITEM TO BE PHOTOGRAPHED**
Each item that must be photographed is a row in this table that may be tapped to launch the camera. Tapping anywhere in the empty row launches the camera.
- CLOSE CAMERA BUTTON**
Closes the camera and returns the user to the checklist screen without capturing a photo.
- PHOTO INSTRUCTIONS**
When the camera is launched, instructions on properly taking the photo are displayed as the user lines up their photo.
- CAPTURE PHOTO BUTTON**
Takes the photo currently being previewed and advances the user to the Review Photo screen if the license photo is deemed valid and clear.
- ERROR OVERLAY**
If a face is not detected in the front of license photo or face photo an error message will explain what went wrong and how to fix it. Closing the modal overlay in any way allows the user to take another photo.
- COMPLETED INDICATOR**
When a valid photo is taken, a completed indicator appears on that item's row.
- RETAKE PHOTO**
Tapping this link reopens the camera so that the user may retake the photo. Closing out of the camera at this point maintains the previous photo taken.
- VIEW PHOTO**
Tapping on the thumbnail of the image (which appears after a photo has been taken) shows the user a full screen version of the photo so that they may verify that the photo is sufficient.
- CAPTURING BACK OF LICENSE**
Capturing the back of the license behaves the same as capturing the front.

Sign Up from Vehicle Selection

Sign Up Incentive Banner



Vehicle Already Reserved Overlay



ANNOTATIONS

DESCRIPTION

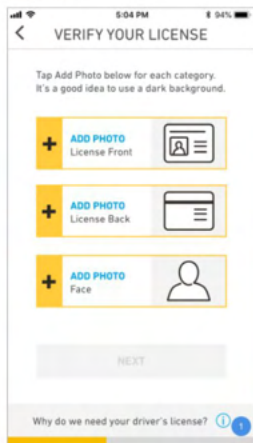
As an incentive to finish the enrollment process, the user sees a photo of the vehicle they selected and encouraging copy about signing up or logging in at the start of enrollment. See Car Sharing Landing Social Map for details.

If the vehicle is still available after the user completes enrollment and is verified they will be taken to a screen to confirm the reservation they selected before signing up. If the vehicle is no longer available they will receive the message that someone has booked it.

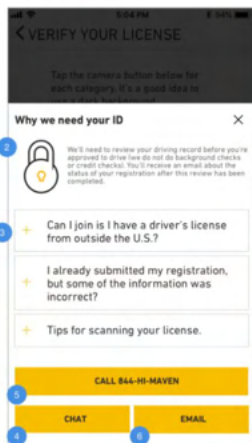
- 1 **SIGN UP INCENTIVE BANNER**
At the start of the enrollment process the user sees the Sign Up Incentive Banner fixed to the bottom of the screen above the Contextual Help bar. The banner contains a thumbnail image of the vehicle they selected and an explanation that the user must enroll before reserving a vehicle. The banner disappears after this screen.
- 2 **VEHICLE ALREADY RESERVED OVERLAY**
If the vehicle is reserved by someone else before the user is verified the user will receive this message letting them know their vehicle is no longer available.

Contextual Help

Default State



Contextual Help State



ANNOTATIONS

DESCRIPTION

The user has arrived at this state by tapping a contextual help link during the enrollment process.

- 1 **CONTEXTUAL HELP LINK**
At the bottom of each step of enrollment, links such as this one indicate to the user that more information about the content of the selected page is available. Tapping this link displays the contextual help in a bottom sheet.
- 2 **CONTEXTUAL HELP**
The most relevant information which directly answers the question presented by the link is displayed at the top of the bottom sheet along with a descriptive icon or graphic.
- 3 **RELATED QUESTIONS**
Up to 3 related questions are displayed. Tapping any question toggles its expanded or collapsed state, as in the Help section.
- 4 **CHAT**
Tapping this link will launch the Chat with Agent function.
- 5 **CALL**
Tapping this link opens the device's dialer app with Maven's contact phone number pre-filled.
- 6 **EMAIL**
Tapping this link replaces this bottom sheet with the Email Us bottom sheet.

Paving the future of mobility access

For Maven, we used service design methods to give their engineering-driven team a holistic, empathetic view of their complete customer journey for the first time – a powerful first step towards building better services for their customers.

Guided Welcome Experience

Designed a welcome and enrollment experience that helps users easily differentiate Maven's service offerings

Contextual Help

Delivered a vision for more contextual, integrated help and support surfaced at key points in the customer journey

Innovative Features

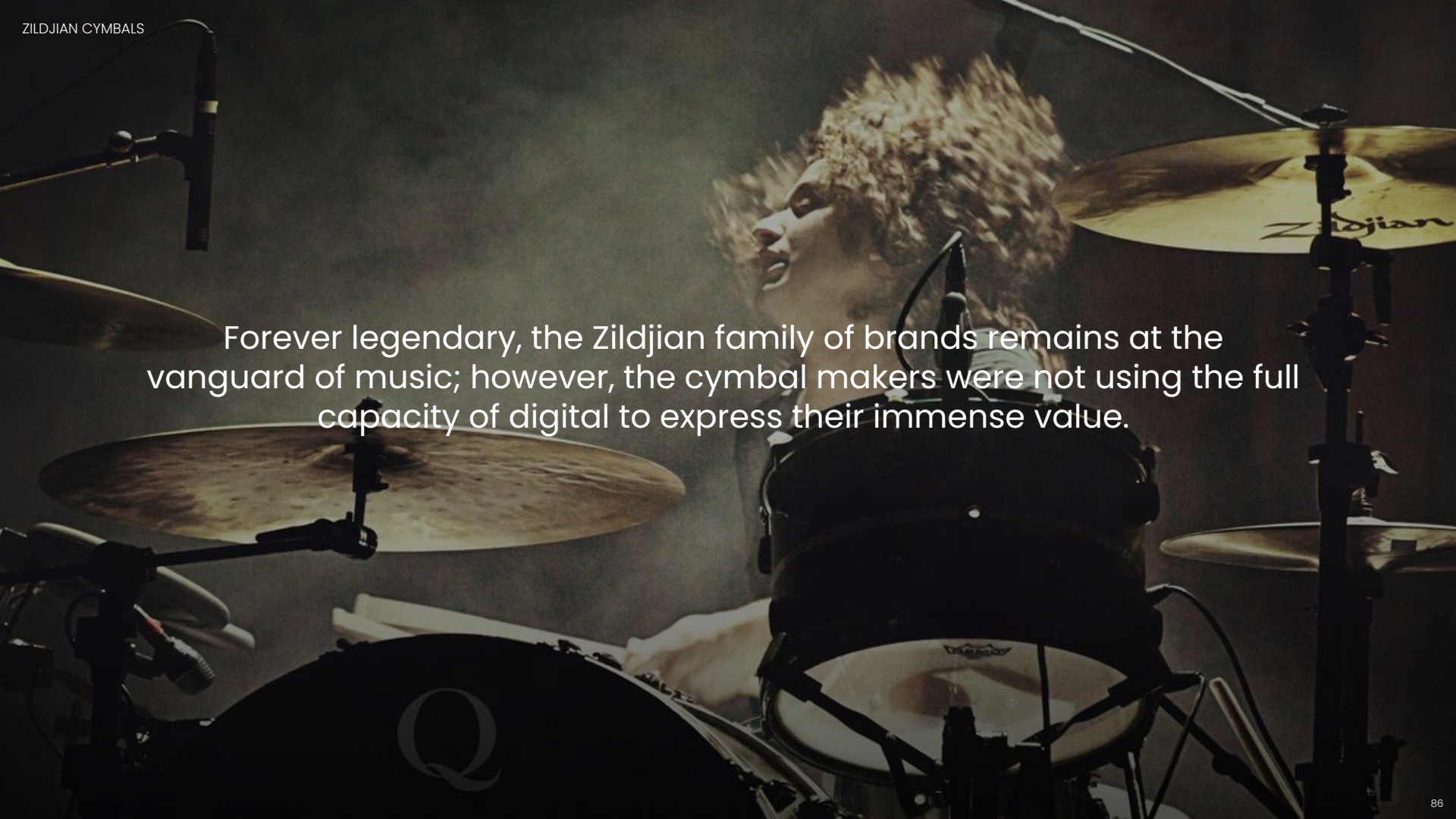
Defined concepts for new and enhanced features such as booking, EV charging, damage reporting and fraud protection.

Future Roadmap

Developed a strategic roadmap to drive product development plans for the next 3-5 years

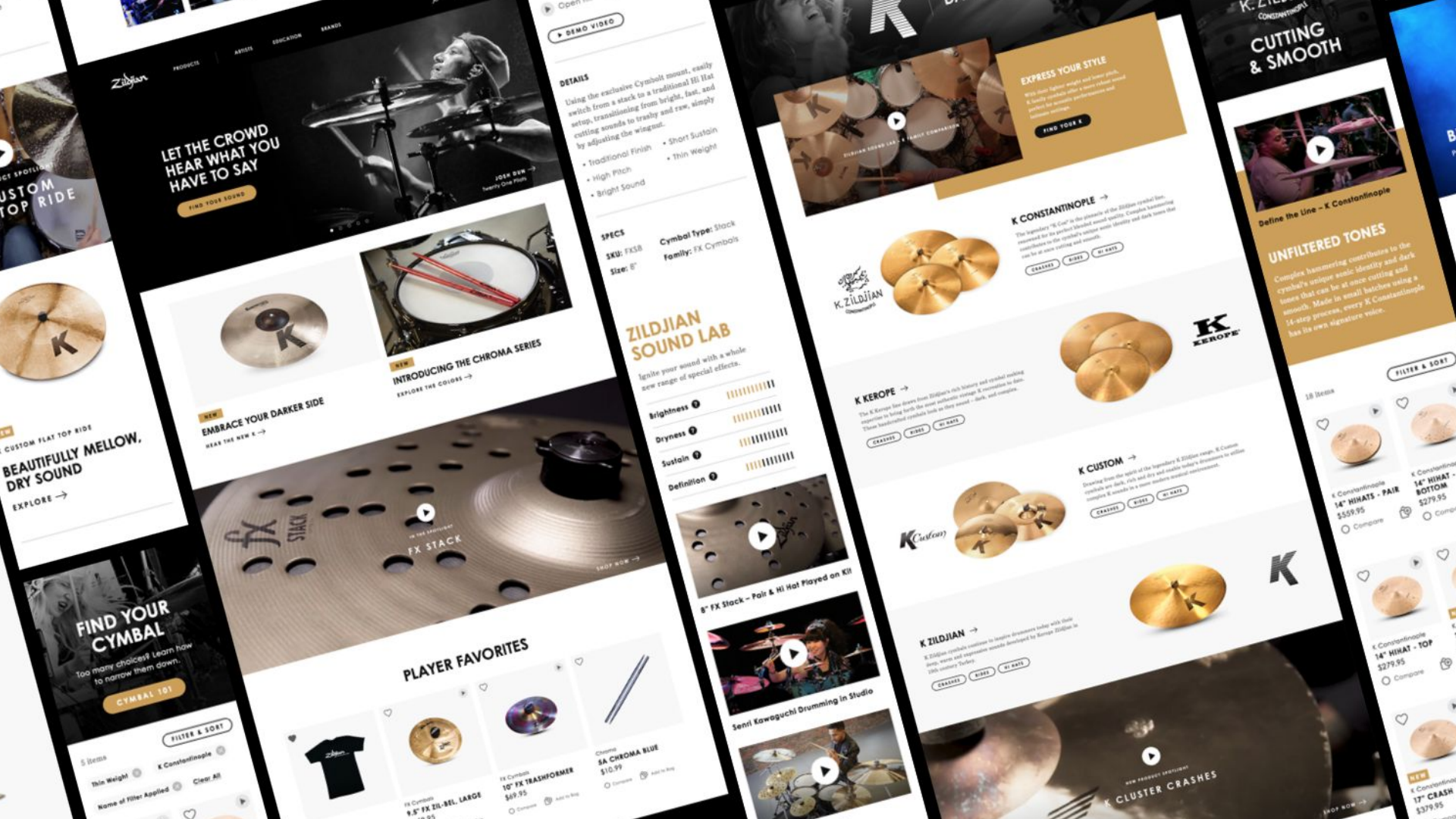
Zildjian Cymbals

Content-Rich Multi-Brand
Ecommerce Experience



Forever legendary, the Zildjian family of brands remains at the vanguard of music; however, the cymbal makers were not using the full capacity of digital to express their immense value.

By reimagining how cymbals can be experienced online, we created a powerful brand commerce experience that's in tune with musicians no matter where they are in their lifelong journey.



Zildjian

LET THE CROWD HEAR WHAT YOU HAVE TO SAY

FIND YOUR SOUND



2014 DRUM AWARDS
Heavy One Piece

Open

DETAILS

Using the exclusive Cymbal mount, easily switch from a stack to a traditional Hi Hat setup, transitioning from bright, fast, and cutting sounds to trashy and raw, simply by adjusting the wingnut.

- Short Sustain
- Traditional Finish
- High Pitch
- Bright Sound
- Thin Weight

SPECS

SKU: FX5B

Size: 8"

ZILDJIAN SOUND LAB

Ignite your sound with a whole new range of special effects.

Brightness

Dryness

Sustain

Definition

8" FX Stack - Pair & Hi Hat Played on Kit



Senri Kawaguchi Drumming in Studio

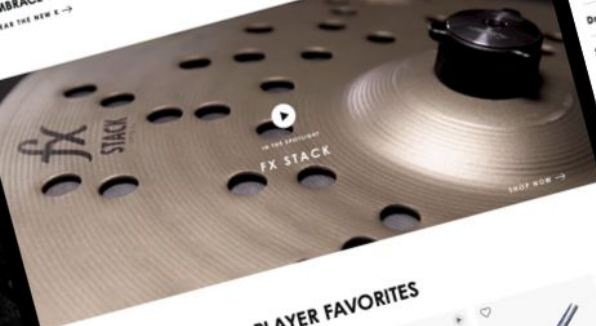


CUSTOM FLAT TOP RIDE
BEAUTIFULLY MELLOW, DRY SOUND
EXPLORE ->

EMBRACE YOUR DARKER SIDE
MEET THE NEW K ->



INTRODUCING THE CHROMA SERIES
EXPLORE THE COLORS ->



SHOP NOW ->

PLAYER FAVORITES



FX Cymbals
9.5" FX ZIL-BEL LARGE
\$69.95

FX Cymbals
10" FX TRASHFORMER
\$69.95

Chroma
SA CHROMA BLUE
\$10.99



K CONSTANTINOPE ->

With their lighter weight and lower pitch, K Constantinope offers a more relaxed sound with a more traditional performance and sustain response.

CRASHES RIDE HI HATS



K KEROPE

K KEROPE ->

The K Kerope line draws from Zildjian's rich history and crafted seeking inspiration to bring back the most authentic vintage K cymbals to date. These handcrafted cymbals look as they sound - dark and complex.

CRASHES RIDE HI HATS



K CUSTOM ->

Drawing from the spirit of the legendary K Zildjian series, K Custom cymbals are dark, rich and dry and include today's drummer's favorite complex & complex in a more modern traditional environment.

CRASHES RIDE HI HATS



K

K ZILDJIAN ->

K Zildjian cymbals continue to define drummers today with their time-tested and experience outside boundaries. Inspired by Zildjian's

CRASHES RIDE HI HATS



Define the line - K Constantinope

UNFILTERED TONES

Complex hammering contributes to the cymbal's unique sonic identity and dark tones that can be as intense cutting and smooth. Made in small batches using a 14-step process, every K Constantinope has its own signature voice.

18 Items



FILTER & SORT

K Constantinope
14" HIHATS - PAIR
\$559.95

K Constantinope
14" HIHAT - BOTTOM
\$279.95

K Constantinope
14" HIHAT - TOP
\$279.95

K Constantinope
17" CRASH
\$379.95

NEW PRODUCT PREVIEW
CLUSTER CRASHES

SHOP NOW ->

PROJECT GOAL

**Bring together the
Zildjian brand family
online while letting
each brand be itself**

MY ROLE

Pitch & Proposal

- Led experience strategy and vision for the proposal
- Instrumental in planning and scoping the engagement

Discovery & Concept Exploration

- Led planning of the UX strategy and design approach
- Facilitated research, strategy, idea generation, requirements gathering and collaborative design activities for the project
- Collaborated with UX team in the site's developing information architecture and interaction design

Detailed Design & Delivery

- Planned and led the design process, facilitating Agile design sprints with cross-functional teams
- Shaped requirements and maintained the vision while partnering with the team to deliver high-quality designs

COLLABORATORS

Creative Director + Team (2)

User Experience Team (4)

VP, Technology

Technology Team

Project Manager

Chief Marketing Officer

Executive Stakeholders

Subject Matter Experts (10+)

Zildjian Digital Team

Engagement Director

The Challenge

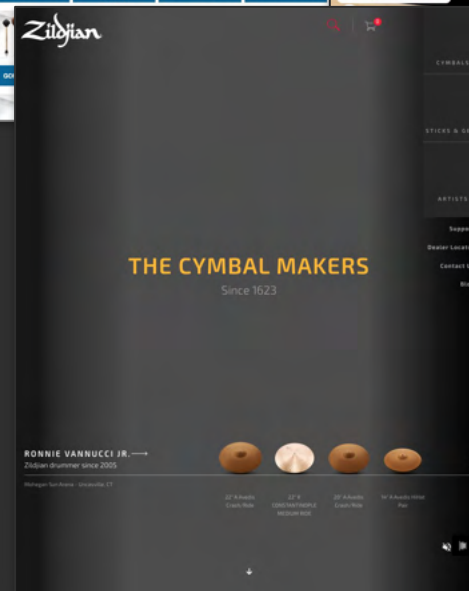
Enabling Zildjian Brands to Play Well Together

The Zildjian, Vic Firth and Balter brands are each unique from a point of history, meaning and product – and each has its own brand expression aligned to its promise.

While the brand requirement was centered around bringing them together, we also needed to find a solution that lets each brand be itself.

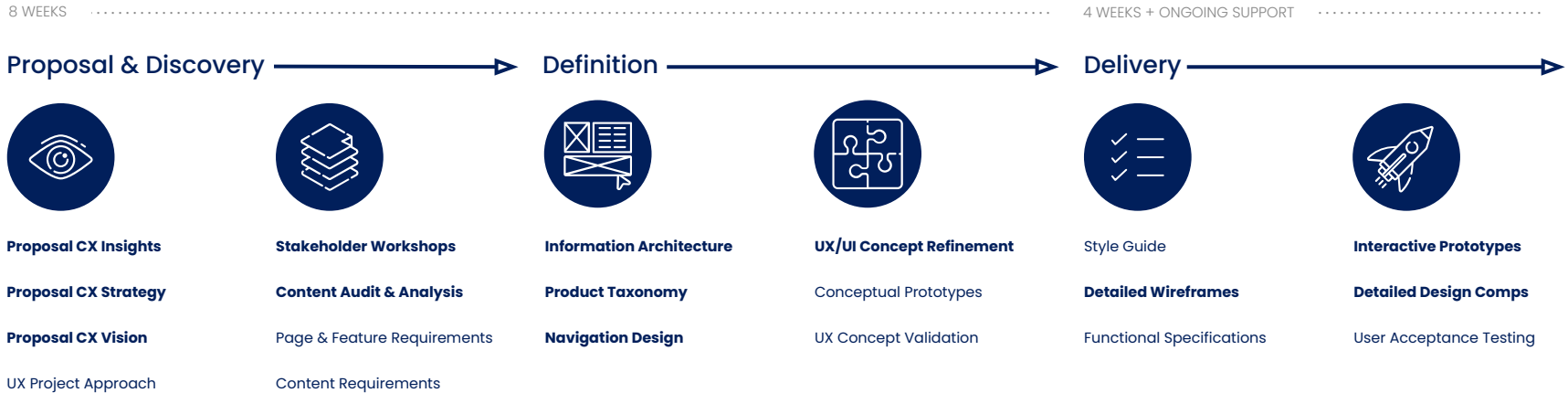
Equally important, we needed a scalable solution that works across brands to offer a unified, best-in-class experience that enables deep engagement, long-term loyalty, actionable commerce and the ability to shop across brands with ease.

Additionally, with musicians' preference for trial before purchase, Zildjian needed to put their products in the virtual hands of musicians who are unable to check them out in-store.



Our Approach

Following a competitive proposal process where we collaborated with Zildjian to explore customer insights, journeys and initial creative concepts, we aligned on a three phase project to fill knowledge gaps and build on our work from the proposal.

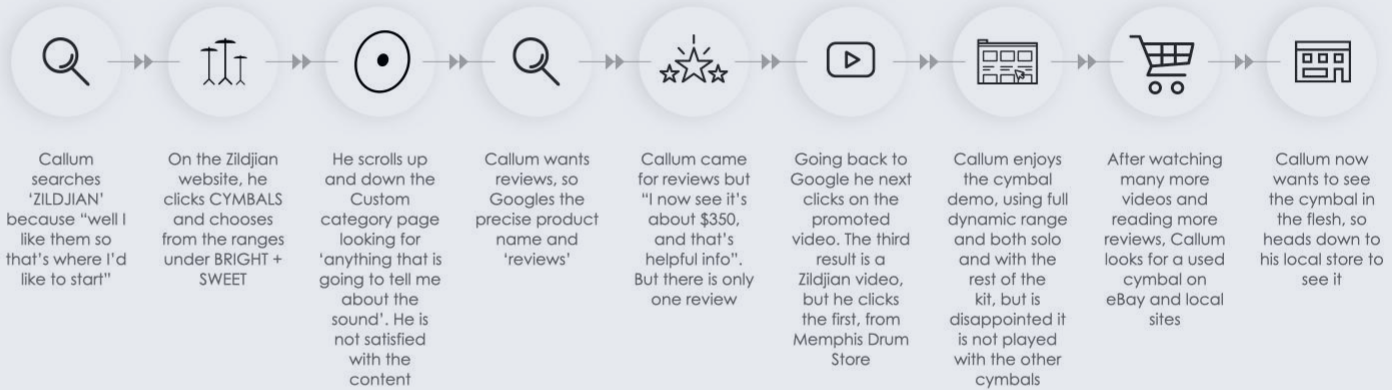


* Key activity highlighted in portfolio



CALLUM'S PATH TO PURCHASE

We asked novice drummer Callum, 21, to show how he and players like him would go about purchasing a new ride cymbal. The journey is in fact mostly performed outside of the Zildjian brand domains, and his needs for information and reassurance provide good guidance into the features and functions that the new Zildjian brand websites should deliver.



Proposal & Discovery

After collecting insights and collaboratively developing an initial vision for our proposal, I planned the Discovery phase to quickly fill knowledge gaps, assess content and review product catalogs, then translate our recommendations into requirements for a new multibrand commerce experience.

Customer Experience Strategy

Proposal content that translates customer, competitive and brand insights into guiding principles, key ideas and a compelling strategic framework for achieving the project's goals

Stakeholder Workshops

Collaborative sessions with Zildjian executives to understand context, explore opportunities and align on a unified digital brand strategy

Content Audit & Analysis

Comprehensive review and assessment of all images, video, audio, copy and other site assets for relevance, timeliness and quality

Customer Experience Vision

Proposal content that leverages creative storytelling to visually demonstrate how a proposed UX design solution might address key needs throughout a customer's journey

Page & Feature Requirements

Spreadsheets mapping front-end design requirements to CMS capabilities, defining reusable components to streamline development

Content Requirements

Spreadsheets capturing production needs for site content, including new video, audio, copy and product photography

Customer Insights

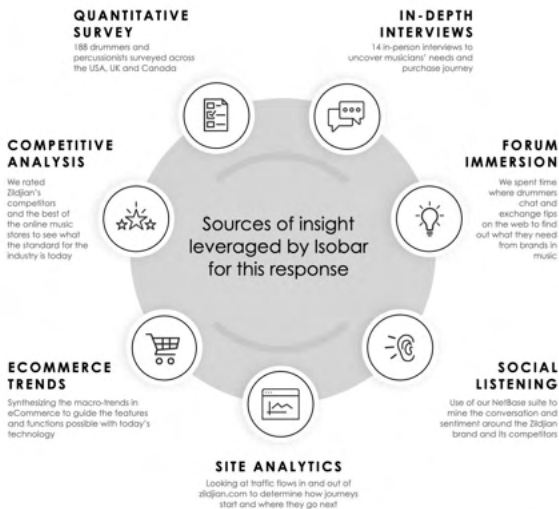
To showcase our approach during the proposal stage, the Strategy Director and I partnered to conduct research and develop strategic insights that would shape and inform our unique design solution for Zildjian.

Our Insights-based Approach

Our insights technique, and thus our design approach, are always founded on a deep understanding of the needs of our audience.

This response should give Zildjian a preview of this process, aimed at making our response as true to the needs of drummers and percussionists as possible.

Of course, when building the sites for real, we would enhance these starting insights with further research and user testing, and involve all the expertise of the Zildjian business in developing a true "Voice of the Player" to inform our designs.



THE 3 C'S: CATEGORY

Every Purchase Journey Is Multi-Touch and Multi-Channel – and Physical Stores Will Always be Part of It

Percussion shoppers habitually "bounce around" the internet looking for multiple sources of product information. But every source is imperfect and leaves them wanting more. Many are happy to buy most products online, but for some shoppers and some product lines, a retail store visit is essential.



CALLUM'S PATH TO PURCHASE

We asked novice drummer Callum, 21, to show how he and plays like him would go about purchasing a new cymbal. The journey is in fact mostly performed outside of the Zildjian brand domain, and his needs for information and reassurance provide good guidance into the features and functions that the new Zildjian brand websites should deliver.



Callum searches "ZILDJIAN" because "well like them so that's where I'd like to start"

On the Zildjian website, he clicks CHINA3 and chooses from the ranges under BRIGHT + SWEET

He scrolls up and down the Custom category page looking for 'anything that is going to tell me about the sound'. He is not satisfied with the content

Callum wants reviews, so Googles the precise product name and 'reviewer'

Callum came for reviews but "I now see it's about \$300, and that's helpful info," but there is only one review

Going back to Google he next clicks on the grouped videos. The first result is a Zildjian video, but he clicks the first, from Memphis Drum Store

Callum enjoys the cymbal demo, using full dynamic range and both solo and with the kit, but is disappointed if it is not played with the other cymbals

After watching many more videos and reading more reviews, Callum looks for a used cymbal on eBay and local sites

Callum now wants to see the cymbal in the flesh, so heads down to his local store to see it

IMPLICATIONS FOR DIGITAL AND COMMERCE:

- Zildjian sites should provide as much of the information required in as credible a way as possible: sound and video, kit setup, artist endorsements etc
- Provide the social proofing within the purchase process that users are currently seeking outside of brand websites: reviews, forums, UGC, etc.
- Implement Find a Store feature and augment as soon as possible with in-store stock availability to drive purposeful footfall
- Invest in Search to capture large latent demand that is missed today
- Incorporate and discount bundles and recommendations to ease decision-making and maximize basket on every purchase

THE 3 C'S: CATEGORY

Sound is a Critical Research Need, Which is Rarely Delivered Online

"What does it really sound like?" is the most important question by far. But answers are hard to find, and drummers spend a huge amount of time and effort trying to answer it. When we listened to drummers we were able to draw up a list of what it takes to really "get" the sound of a cymbal, without trying it out for real.



In this day and age there is no excuse not to have a really good video of every single cymbal.

BRIAN, SESSION DRUMMER, 24



I love videos, but if I've already seen a white guy playing a generic blues pattern who talks about himself for 20 minutes flat, I just want to hear the thing. Just that.

RAINY, DRUMMER, 33

29% of zildjian.com users leave and go straight to YouTube



IN-DEPTH INTERVIEWS

We asked all our drummers to recreate a cymbal demo video. Here's what they need:

- Full dynamic range of cymbal
- Multiple types of strikes (single, bell, slide, wash, shoulder etc)
- Clear attack and decay up close
- Played with drums as part of a band
- Basic mix, technique with minimal post-production
- With and without kick for crashes
- HD looking - get straight to the second
- Cymbal is handled to show weight and bend



Videos like Matt's GO, with Chris Coleman, are seen as useful as shopping guides by drummers. They are so clearly mixed and produced that they can't be a clear or honest representation of the cymbal's sound.

IMPLICATIONS FOR DIGITAL AND COMMERCE:

- Zildjian to invest in further content in the style of the Zildjian Sound Lab, but in a standard format to help drummers get THE authoritative sound of the cymbal
- Videos are placed on product and range pages as key decision drivers. Create a modular video kit outline text to help shoppers listen to drums and cymbals in combinations they determine.

Brand Architecture

Based on Zildjian's desire to bring three brands together while enabling each brand to be itself, I guided the team through two traditional approaches to multi-brand site architecture, then advised them on a third "hybrid" approach that would align with Zildjian's unique brand goals.

The house of Zildjian: a proposed brand architecture.

Zildjian master brand unites and frames expressions of each portfolio brand (Zildjian, Vic Firth, Mike Baller, etc.)

Zildjian.com Home Page

Each page conveys unique style & voice attributes of a single portfolio brand

Brand Landing Pages
Zildjian, Vic Firth, Mike Baller

Brand Sub-Category Pages
By Series, By Type

Product Detail Pages
E.g., 22" K Constantinople Bounce Ride

Zildjian master brand unifies a blended array of products

Product Category Pages
Cymbals, Sticks & Mallets

Product Sub-Category Pages
By Series, By Type

Shopping Cart + Checkout

Universal features grounded in Zildjian's master brand

Tools & Utilities
E.g., Cymbal Finder, Dealer Locator, Profile

Reflects attributes of the brands each artist represents, unified by Zildjian master brand

Artist Pages
E.g., Dave Grohl, Dennis Chambers

Articles & Editorial Content
E.g., Cymbal Finder, Dealer Locator, Profile

Color coding key

- Zildjian master brand dominant
- Portfolio brand dominant
- Brand expression varies based on content

House Of Brands vs. Branded House

The traditional conversation in a multi-brand environment

House of Brands, ex. Gap



The "House of Brands" model applies when a parent company manages multiple sub-brands, each one differentiated to promote distinct brand attributes and product lines, often while appealing to different audiences.

As in the Gap example, where Gap owns Old Navy, Banana Republic, Athleta and more, the idea of a consumer-facing master brand is de-emphasized to give equal weight, personality and voice to each sub-brand in its portfolio.

Here's what this means for your e-commerce strategy:

- Relies on consumer awareness of the brand portfolio
- Greater long-term effort & investment in brand building
- Multiple stakeholder teams with unique goals & KPIs
- Requires more resources & imposes limitations on scale
- Creates brand silos that inhibit cross-promotion

Branded House, ex. Apple



The "Branded House" model applies when the parent brand becomes the dominant – or even solitary – source of identification for the audience, with sub-brands being closely attached or wholly consolidated with the parent company's brand.

As in the Apple example, its sub-brands such as iPhone, Mac and Apple Watch are completely unified and integrated with Apple's consumer-facing master brand.

Here's what this means for your e-commerce strategy:

- Relies on consumer awareness of the master brand
- Greater upfront effort & investment in brand consolidation
- Streamlined stakeholder team, goals & KPIs
- Efficiencies gained in resources & scalability
- Enables ideal cross-promotion strategy

Our recommendation: a hybrid approach

We feel Zildjian and its brands would be best served by a hybrid approach that combines the merits of both models.

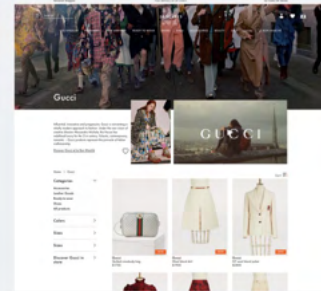
A hybrid strategy can take many forms based on a company's unique history and vision, which can in turn enable strong alignment between a company's brand architecture and business priorities.

24Sevres.com, named after LVMH's famed department store address in Paris, is unified e-commerce experience wherein the parent brand lives alongside the likes of Gucci, Prada, Yvesy and Puma. In this example, consumers can follow their inspiration through specific brands to which they are loyal, or explore categories that blend the company's portfolio brands, united by the heritage and craftsmanship that LVMH represents.

While creating the right model for Zildjian will require close partnership and collaboration, a hybrid approach seems to offer the greatest benefit based on what we know today. Here are just a few of the benefits that can be realized with this approach:

- Shared brand equity & loyalty
- Flexibility for portfolio brands
- Streamlined paths to purchase
- Minimal content overlap
- Optimal cross-selling approach
- Increased cost effectiveness
- Increased resource efficiency
- Greater scalability
- Unified teams, goals & KPIs
- Unified path to growth

LVMH's 24Sevres.com



A Unified Navigation & Design System

Imagining ways that Zildjian's brands could co-exist, the Creative Director and I partnered to develop a unified design system that would allow each brand to shine, plus a navigation approach that optimizes choice, clarity and convenience for the customer.

Three distinct brands. One seamless navigation.

ZILDJIAN	VIC FIRTH	MIKE BALTER
Cymbals	Drumsticks	Vibes Mallets
Drumsticks	Marching Percussion	Marimba Mallets
Accessories	Band & Orchestra	Xylophone, Bell & Unwound Mallets
Gear	Keyboard Mallets	Baller Basics
	Alternative Implements	Triangle Beater Series
	Accessories	Concert Mallets
		Specialty Mallets

Explore by brand

- Offers alternate site entry points
- Retains SEO authority via re-directs from VicFirth.com & MikeBalter.com
- Enables one-click browsing to product categories of interest

Three distinct brands. One design system.

Zildjian

WE ARE THE BEATING HEART OF MUSIC. AND WE MUST CRAFT ITS FUTURE.

THE CRIMAL MARKERS SINCE 1823

The Zildjian Cyrena Bell is a smaller sized bell that delivers a concentrated, dry sound with very pronounced attack definition. With an installed top and bottom mallets, it makes a light, distinct, attentional sound with minimal overtones and sustain.

VIC FIRTH

NOT ALL DRUMSTICKS ARE CREATED EQUAL.

ONE HUNDRED WHITTLED HIS FIRST PAIR OF STICKS IN HIS GARAGE

One hundred 18 designs, featuring a tapered fine finish, along with a unique alternate pattern which adds a touch of "spinners" and low sound sustain to the stick. Perfect for steady beats.

MIKE BALTER

INDEED, A STROKE TO PERFECTION™ IMPUSING

MADE TO EXCEED THE MOST DEMANDING PROFESSIONAL STANDARDS

Designed to provide the student and hotel program with an ergonomically developed solution for obtaining results. With exceptional quality at an affordable price, this color-coded mallet has made the every situation.

"I DON'T WANT TO BE PERFECT, I JUST WANT TO BE BADASS"

DAVE GROHL

20" A CUSTOM CRASH

Neutral, bright, and too high, and too low. Operates very quickly, beautiful warm overtones.

Excellent Finish Dark Nit Finish Perfect Volume This Night

DAVE GROHL FOO FIGHTERS VIEW SETUP

VIC FIRTH

"MUSIC IS COMPLETELY SPIRITUAL, IT'S THE WAY YOU CONNECT WITH YOUR HIGHER SELF"

CINDY BLACKMAN

Learn to play like an expert, master the advanced art of drumming. Over 30 years of experience in the music industry, Cindy Blackman is a true virtuoso. Her playing style is a blend of rock, funk, and soul, and she has inspired generations of drummers.

REFINER

VIC FIRTH CINDY BLACKMAN SIGNATURE

MIKE BALTER

"I PLAY ANYTHING YOU HIT: DRUMS, CONGAS, HAND PERCUSSION, VIBRAPHONE MARIMBA"

DREW TUCKER

Learn to play like an expert, master the advanced art of drumming. Over 30 years of experience in the music industry, Drew Tucker is a true virtuoso. His playing style is a blend of rock, funk, and soul, and he has inspired generations of drummers.

REFINER

Signature Cymbal Mallets

Bestment, Inspired by Central Perk, Blackbox, Michael York, Hattie, Marimba, Jazz, Rock, Band, Cymbal, etc.

Opportunity lies in the stages of the customer journey



BRAND EXPERIENCE PILLARS

INSPIRE

Create delightful opportunities
to connect, excite and
engage.

EDUCATE


Support critical journey
moments to build lasting
relationships.

GUIDE

Help drummers express
themselves and their
unique style.

The Customer Experience Vision


To convey our proposed vision for Zildjian's future digital brand commerce experience, I imagined two creative personas to guide our customer journey storytelling and design: a student who aspires to be great; and a professional who has "made it", with a defined style and sound.



Stella - The Student

- 16 years old
- Drum student for a year
- Loves Parkway Drive
- Inspired by all drummers, especially female ones
- Ready to start her own rock band
- Wants to buy her first kit

isobar & Zildjian



Pedro - The Professional

- 34 years old
- Professional drummer for 12 years
- Getting hired for more jazz gigs and wants to expand his sound to match
- Has a new ride cymbal in mind

Enter The Lab

At the Zildjian Digital Sound Lab page, Pedro sees a virtual setup of his current kit. He opens a list featuring cymbals he has bought, favorited and recently viewed. He can assign cymbals from the list to his virtual kit so he can get a feel for how his new setup might sound.

Once his kit is all set, Pedro chooses a jazz favorite from the embedded player, and puts on his headphones. He then enters Play Mode and plays along on his virtual kit, tapping out rhythms while listening closely to the way each cymbal sounds.



PLAYING ON: PEDRO P: JAZZ KIT A

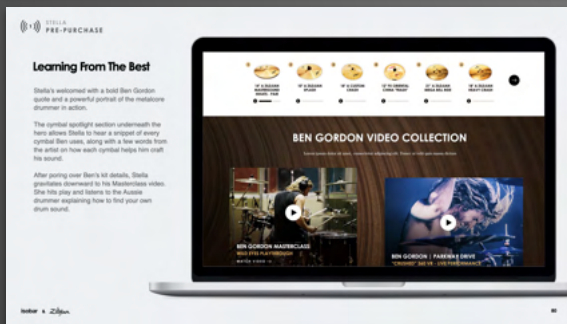
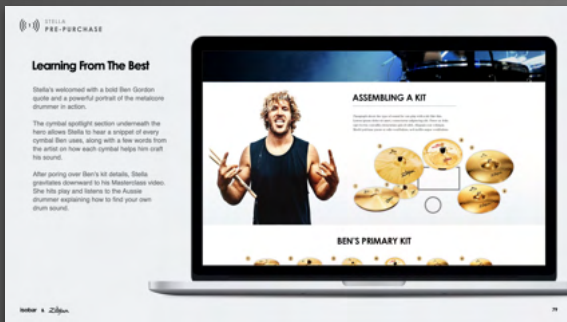
TRACK: BILLY DRUMMOND'S DOUBLE TIME



PAUSE TRACK

TAP CYMBALS TO PLAY
ALONG WITH THE TRACK





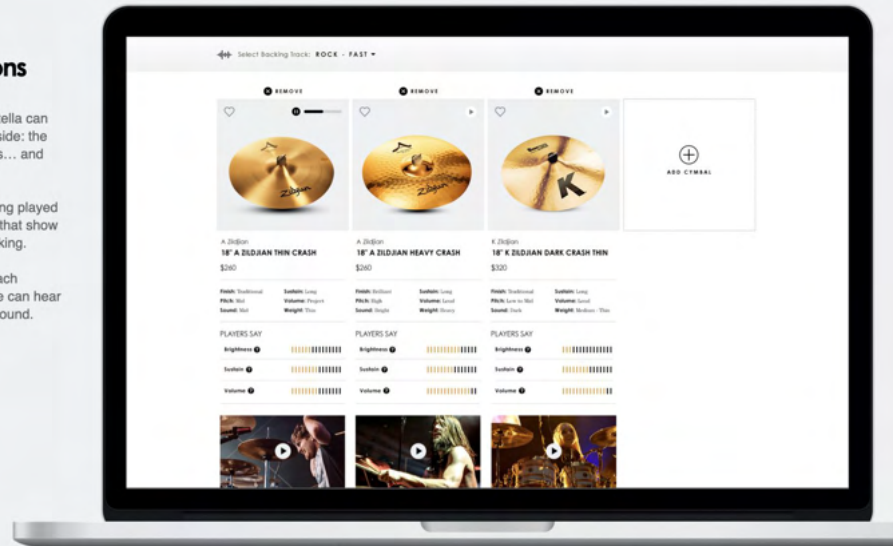
STELLA PRE-PURCHASE

Comparing Her Options

Using the Cymbal Comparison tool, Stella can learn more about each crash side-by-side: the benefits, the tones, the subtle nuances... and the prices.

She watches videos of each crash being played in isolation, listening to basic patterns that show a roll, crash, bell sound and some sticking.

Then she listens to demos that play each cymbal against a backing track, so she can hear how each cymbal fits into the overall sound.

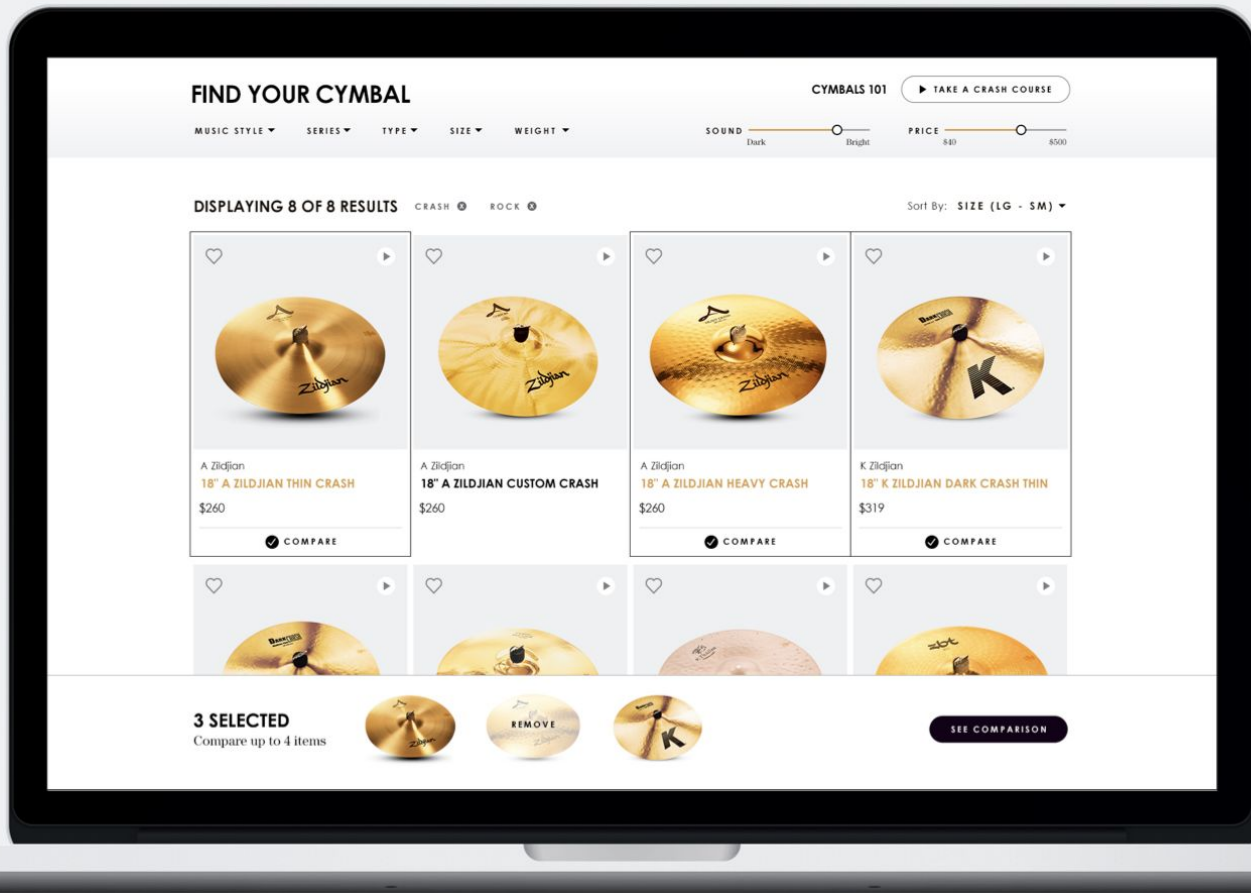


Finding Her Sound

Inspired, Stella launches the Zildjian Cymbal Finder so she can evaluate and narrow down the list of crashes.

She filters her choices into a smaller grid of cymbals she believes will deliver her desired sound.

After reading all the product descriptions – and listening to how each one sounds – she has her finalists. For each cymbal she likes, she clicks, ‘Add to Compare’. Time to decide.

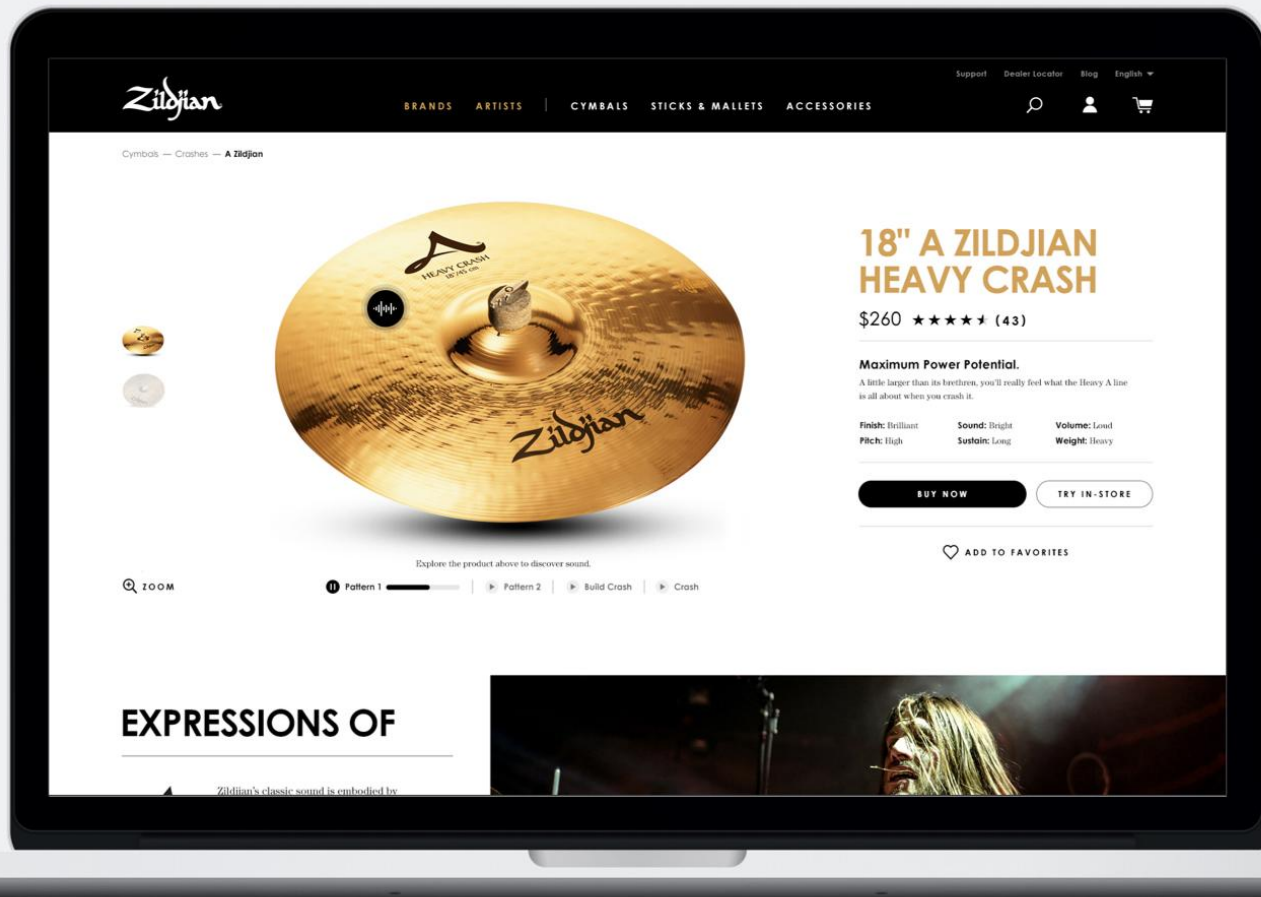


All In The Details

Stella has made her final choices, but she still wants to be sure. So, she explores each cymbal's product page, listening again to various samples.

She can also enlarge the image of the cymbal to closely explore the brilliant copper finish from rim to bell.

There's also a fair bit of exciting content to dive into, including a video from another drummer she worships.

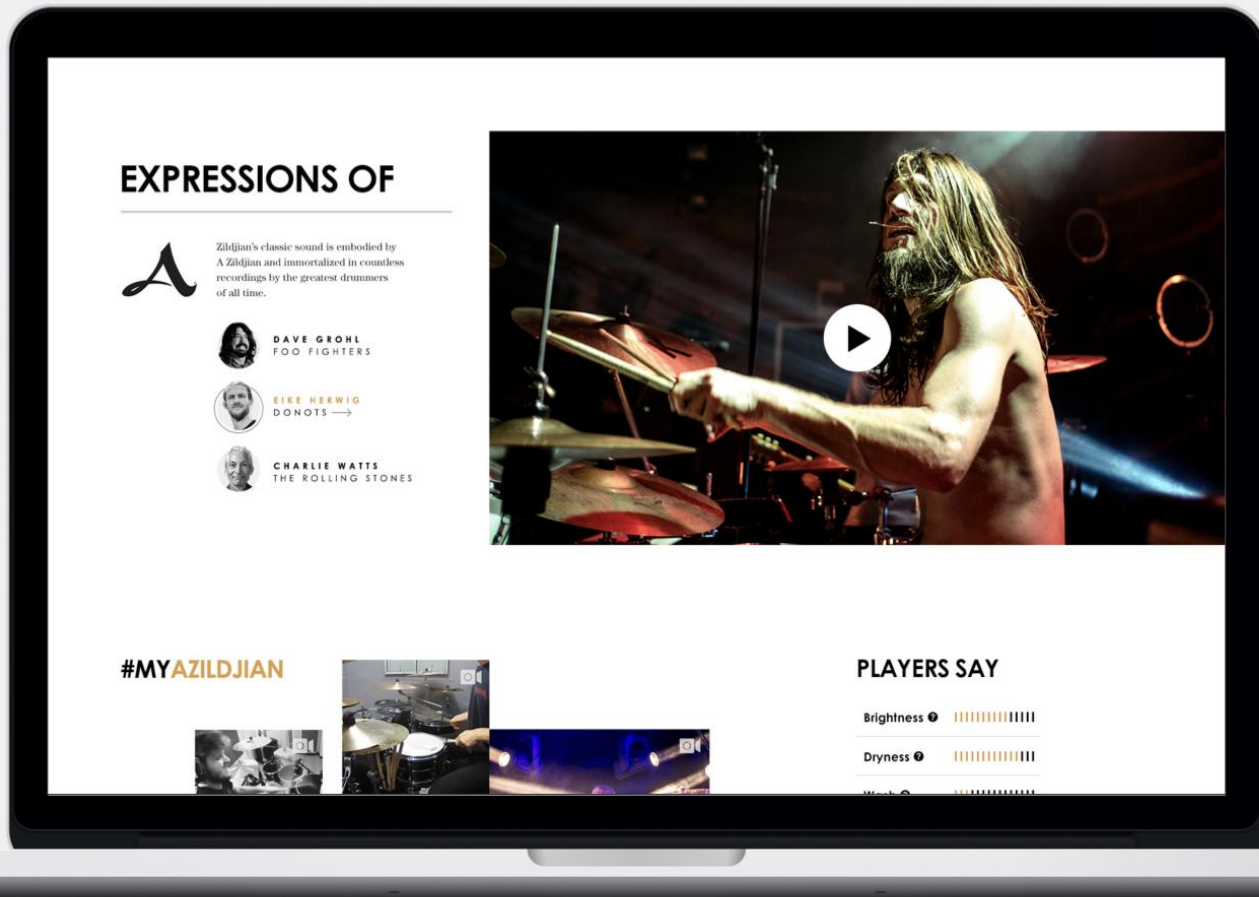


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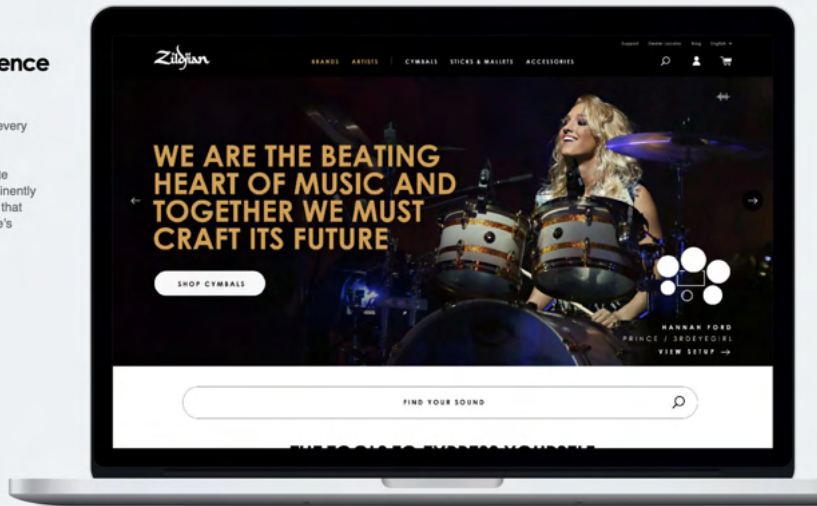


STELLA
POST-PURCHASE

A Personalized Experience

Stella experiences an increasingly personalized website experience with every visit and purchase she makes.

On her next visit, she sees her favorite drummer, Hannah Ford, featured prominently on the homepage, along with products that align with the sound characteristics she's explored so far.



STELLA
POST-PURCHASE

A Lifetime of Learning

Ready to learn more than what's being taught in drum class, Stella signs up for Zildjian's "Beat of the Week" email series. She receives the first installment later that day.

The series features videos of top Zildjian artists breaking down timely, popular drum rhythms in an easy-to-understand way so that beginners can learn, all while reinforcing the Zildjian difference.

She watches every video that comes her way, and continually broadens her expressive range and skills. Now all of her drummer friends want to know her secret.

YOU HAVE 1 NEW EMAIL FROM ZILDJIAN
BEAT OF THE WEEK
FEATURING HANNAH FORD



STELLA
POST-PURCHASE

An Invitation to Share

Stella's so excited; her package has arrived.

As she unboxes her new cymbal and drumsticks, she finds branded stickers, along with materials describing each product's unique craftsmanship and heritage. There's also a nice personal letter thanking Stella for her purchase.

The packaging displays a #myZildjian hashtag with a call-to-action that prompts Stella to Instagram her purchase. She's happy to share, and her post soon appears on the site, with Stella appearing right between Dariusz Platzman and Emily Dolan Davies.



Workshops & Requirements Gathering

Following the success of our proposal, I planned a short Discovery phase to quickly fill knowledge gaps and address key questions in preparation for further exploring, refining and validating the concept design during the project's Definition phase.

Content Category	Content Requirement	Content Type(s) Needed	Due by 1/28	Content Considerations (Consider Z + VF + MB for all)	Available?	Sufficient?	Zildjian Comments	Workshop Notes	
Product Photography	Photos	x		Have plenty of product photos on Bynder - just looking for guidance on products that have the most images, product that have the least images, and roughly how many in each case. May need additional shots depending on design (e.g. angles, settings, feel, etc.) Consider top-down, 3/4 angle, etc.	Y	need consistency - exploring consistent product photography shots in 2019	We have files for all products, but we are in the process of pursuing options for shooting our entire line to get consistent photography and assets. This is in consideration for our presence on the website as well as retail, com, and assets shared with distributor partners	As we record pieces for each cymbal, aiming to get standardized shots (on a kit, close up, etc). Would be great to have artists who align with specific products. I.e. a SA with the artist so it's not just a catalog. Potential to bring in UGC - not a feed but a curated selection. Currently have the cymbal by itself on a stand, in context on a stand. For families, we might want to use markings shot as a placeholder until we get to lifestyle. We have vector files of marks for every single product (inclusive of sticks).	
Product Descriptions & Attributes	Copy	x		Example product description for each type of product (e.g. cymbal, stick, mallet, gear), along with corresponding attributes that each product type needs. Need description for each product page. Will need to extend product attributes so that existing attributes are consolidated into product data, and also so that sound characteristics can be captured. Would like to include sound characteristics such as brightness, dryness, wash, etc. Once desired sound characteristics are finalized, product catalogs will need to be extended and RAD effort will be needed to address each cymbal.	Y	explore opportunity to have category managers and RAD experts elaborate	Per our discussion, based on how users may search for products, we'd ask that our teams (RAD, cymbal testing, category managers) work through consistent descriptors (e.g. the rating system of brightness/dryness/feelness scale)	If products are the same except for size or color, may need assistance from product managers on associating those products and/or updating product catalogs to reflect those associations.	
Product Sound Demonstration Files	Audio	X		Direction on maximum and minimum amount of sound files that may potentially be associated a product. Examples of sound sample names with guidance on maximum name length. Rough idea of what different types of sound files exist across all products (e.g. Pattern, Build, Hit, etc.)	Y	not yet	In the process of restoring our catalog and extracting sound files from those recordings	Cymbal types - will have at least three sound samples (some 5-6) Tony's comment - might actually be better to have both sound files and in a video to show context. Mark - sound files are coming from the video files. Will have that for the mallets - sticks not so much.	Mark - could form, sounds, and not for etc.
Product-Specific Demonstration Videos	Video	X		For specific cymbal product pages May want to extend range of sounds available for each cymbal Direction on maximum and minimum amount of sound demonstration videos that may potentially be associated with products.	Y	not yet	same as above	Timeline is within few weeks together - editing will take time to convert / split etc. May be done by mid-summer (prioritize key ones first). None needed for Vic Firth sticks, but maybe mallets.	
Product Comparison Videos	Video			For specific cymbal product pages May want to extend range of video available for each cymbal For product and category pages, and potentially for education Consider demos across families (K vs A), within family (K Custom vs Kenge), within series (Crash vs Ride vs HiHat), within series type (Kenge Standard Weight Ride/Crash vs medium)	Y	not yet	Not consistent across all cymbals - comparison videos exist and have been created (mostly housed on YouTube)	Like a B&H shopping site - see K suite, compare sound / video files and be able to load those. Tony - maybe this could be in education. Mark - if we can easily navigate between compared products for search this is important. Sticks (Mark) this is more about length, and diameter - not about sound or videos.	
Cymbals 101 Video	Video			For Cymbal Finder One video to explain basic terminology and approach to evaluating cymbals. Not sure if existing content highlights the right points	N		We all agreed this was a good idea. This would be a newly created asset	Anybody of a cymbal (for posters) if main factors and how it affects sound. Not sure it could only be one video.	Mark to talk to us
Sticks & Mallets 101 Video	Video			For Sticks & Mallet Finder One video to explain basic terminology and approach to evaluating sticks & mallets May be advisable to create separate videos for different types of	N		Good idea - may need to be newly created	Also may not just be one video. Sticks and Mallets may need separate ones, but also Mallets may take a few videos. Sticks - similar to above. Mallets is based on the instrument	

Our Goal

- Design & build a new ecommerce experience to support two brands
 - Zildjian
 - Vic Firth
- Preserve the identity of each brand
 - Consumers should be able to "immerse" in each brand
- Build both experiences on a common back-end
 - Create a consistent, easy-to-manage structure for both experiences
 - Explore ways to cross-promote & provide a seamless, unified account & checkout experience



SESSIONS

Project Kickoff

Bring together the core project team, review project goals and schedule, and set expectations for activities to be conducted during the Discovery phase.

Product Catalog Review

Discuss specific questions related to Zildjian's product catalogs across brands, including opportunities to normalize structures, refine/extend data attributes, categorize/filter products and address other challenges to align with the web experience.

Content Review

Review content examples, both existing and currently being developed by Zildjian, that may be relevant to our project efforts, including video, audio and editorial content pertaining to brands/brand-building, products, artists and education. Discuss opportunities to create additional content as needed.

Campaign, Promotion & Social Strategy Review

Discuss requirements for digital campaign variations (e.g. lead generation, social engagement, product promotion/sale, etc.) and flexible promotional areas across the site. Review social engagement strategy and moderation approach, and align on channels/hashtags to be represented in the web experience.

Brand Architecture Workshop

Explore, discuss and make key decisions regarding the new website's brand architecture, including shared versus siloed artist/education/product content, managing artist brand affiliations, page-specific brand expression, cross-promotional approach and implications for domain structure. Align on a set of key requirements for the website navigation and key pages of the experience.

Requirements Gathering (Brand, Ecommerce, Artist, Education, Corporate, and Additional)

Review and align on key content/functional requirements, priorities and enhancements.

Digital Brand Architecture

- What is it?
 - Simply put, "brand architecture" is the way that **multiple brands owned by the same company are presented to the consumer**
 - Does the consumer see an overarching parent brand, or just a family of related brands?
 - How similar are the brands? Does the audience know that they are related?
- Implications for Digital Experiences
 - Brand relationships & representation
 - Site navigation, structure/flow & URLs
 - Shared vs separate content/features
 - Cross-promotion approach
 - Digital brand & content management effort



isobar + Zildjian

Site Structure: The Gap Inc. Model

All brands share a cart, but the branding & URL changes based on which store the consumer came from.



isobar + Zildjian

Site Structure: The Nike Model

All brands share a cart, but cart branding & URL is always Nike regardless of which site the consumer came from.



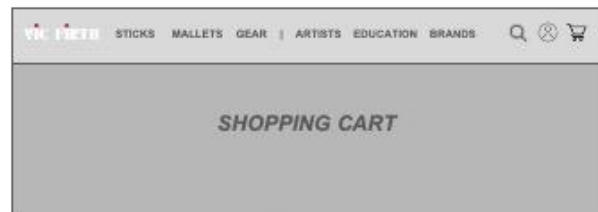
isobar + Zildjian

Site Structure: A Unique Model for Zildjian

All brands share a cart, but branding & URL changes based on which store you came from.



www.Zildjian.com/cart



VicFirth.Zildjian.com/cart

Navigation examples are illustrative only; sections and structure may be refined during conceptual design

CYMBALS

BROWSE BY TYPE >

DRUMSET >

BAND & ORCHESTRAL >

STICKS & MALLETS

STICKS >

BRUSHES & MALLETS >

MERCH

K FAMILY

K Constantinople

K Kerope

K Custom

K Zildjian

A FAMILY

A Avedis

A Custom

A Zildjian

L80 LOW VOLUME

FX

GEN16

Gen16 Cymbals

Gen16 Accessories

CYMBAL SETS

K Cymbal Sets

A Cymbal Sets



CYMBAL FINDER

Fine-tune your search for the perfect cymbal.

NEW RELEASES

ABOUT OUR CYMBAL FAMILIES



The Definition Phase

With much of the direction defined during the proposal stage, our Definition phase focused on establishing alignment on creative look and feel, UI concept, navigation and page layouts before moving into Detailed Design.

Site Architecture

Detailed navigation structure and content strategy recommendations to merge Zildjian, Firth and Balter into a single unified site experience

Creative Mood Boards

Creative explorations intended to explore high-level look, feel and style prior to actual screen design

Conceptual Prototype

An interactive model of key screens and journeys built to share and validate early working concepts with broader audiences

Product Catalog & Attributes

Analysis and normalization of product catalog structure, taxonomy and data elements across three brands to fit one unified navigation system

UX/UI Concept Exploration

High-level design of key screens sufficient to establish consensus on the overall product vision

UX Concept Testing

Interactive models of key screens and journeys built to share and validate with UX concept testing participants

Zildjian + isobar

OVERVIEW

DISCOVERY

CONCEPTUAL
DESIGNDETAILED
DESIGNADDITIONAL
DOCUMENTS

Isobar Design Hub

Zildjian · isobar

OVERVIEW

DISCOVERY

CONCEPTUAL
DESIGNDETAILED
DESIGNADDITIONAL
DOCUMENTS

Conceptual Design

This section houses all of the user experience output from the conceptual design phase, including high-level wireframes, sitemaps and product taxonomies. The goals of the conceptual design phase are to:

- Align on how discovery findings and requirements for key pages will translate into high-level site structure, copy tone and visual design
- Ensure that the site direction aligns with the features and capabilities of the Magento platform
- Give representative direction for key pages, with all other pages and variations articulated in the detailed design phase
- Establish a firm foundation and framework for clear and efficient documentation during the detailed design phase

Gaps (represented by grayed out text) appear when documentation is not necessary for both brands or has not yet been published to this design hub.

Zildjian

VIC FIRTH

Site Maps & Product Taxonomies

— Site Map

— Product Taxonomy

— Site Map

— Product Taxonomy

Global Wireframes

— Global Framework (Zildjian & Vic Firth)

— Header Navigation

— Footer Navigation

— Header Navigation

— Footer Navigation

Desktop Wireframes

— Home

— Product Details

— Family / Category

— Series / Sub-Category

— Education / Landing

— Education / Resource Landing

— Education / Article

— Campaign / Product

— Campaign / Storytelling

— Campaign / Event

— Campaign / Social

— Artist / Detail

— Home

— Product Details

— Family / Category

— Series / Sub-Category

— Education / Landing

— Education / Resource Landing

— Education / Article

— Campaign / Product

— Campaign / Storytelling

— Campaign / Event

— Campaign / Social

— Artist / Detail

Mobile Wireframes

— Home

— Product Details

— Family / Category

— Series / Sub-Category

— Education / Landing

— Education / Resource Landing

— Education / Article

— Campaign / Product

— Campaign / Storytelling

— Campaign / Event

— Campaign / Social

— Artist / Detail

— Home

— Product Details

— Family / Category

— Series / Sub-Category

— Education / Landing

— Education / Resource Landing

— Education / Article

— Campaign / Product

— Campaign / Storytelling

— Campaign / Event

— Campaign / Social

— Artist / Detail

Zildjian Architecture and Taxonomy

New Item or Page	New grouping	Notes
Home	None	
Cymbals	Main nav	Megagrams only. TBD if megagrams will drive to cymbals by type or by other criteria. etc. In addition to family & series, if they need to drive to related content of Cymbal Finder, or type leading may need to be checked template to Family or Series template.
Product Family/Category	Product Series/Subcategory	Megagrams content
Cymbal Finder	Product Series/Subcategory	Megagrams content
Slits & Mallets	Main nav	Megagrams only
Slit Finder	Product Series/Subcategory	Megagrams content
Mallet Finder	Product Series/Subcategory	Megagrams content
Artist & Accessories	Main nav	Megagrams only
Artists	Main nav	May need second 'subcategory' level but not likely. Means the set will have the product set to one level. It so would need to use subcategory template, not category template.
Artist Detail	Main nav	Goals to enter gathering/landing or search and filters. Can be linked from artist megagrams if megagrams is used here.
Education	Main nav	Goals to education landing or topics and filters. Can be linked from artist megagrams if megagrams is used here.
Education Detail	Main nav	Goals to education landing or topics and details. However content could be shared architecture in some places. For example, click a topic on the landing page, and the detail page has a description or other content to enable switching between multiple articles for that topic.
Brands	Main nav	Megagrams only - provides links to the Zildjian home page and the Vic Firth home page.
Search	Main nav	Show search bar
Assort	Main nav	Show items with assortment options (filter, assortment and reorder based on both state

Zildjian Product Attributes

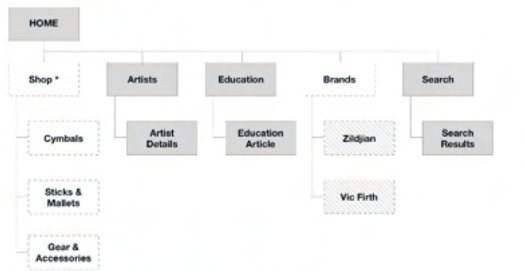
General note: Column N comes from the data provided to use from the landing. Don't change this. Let's use columns L, K, & J to indicate which should actually be shown on specs associated with a product. For better a spec there but not available.

Attribute name	Attribute code	Backend type	Navigation (Filterable)	Visible on Frontend	Comparable	Configurable	Attribute set	Assortment	Y	Sticks	Mallets	Questions/Comments
Manufacturer	manufacturer	int	N	N	N	N	Accessories, Cymbals, Drumsticks					Sample data seems to only say this is needed.
Prop 65 Compliant	prop_65_compliant	Yes/No	N	Y	N	N	Accessories, Cymbals, Drumsticks	X	X	X	X	Per California law, will be needed.
Prop 65 Warning Text	prop_65_warning_text	text	N	Y	N	N	Accessories, Cymbals, Drumsticks	X	X	X	X	Per California law, will be needed.
Width_inches	width	decimal	N	N?	N?	N	Accessories, Cymbals, Drumsticks	X?				Assuming Length (Inches) Furth. Sticks rather than this. Not sure for Gears/Accessories.
Length_inches	length	decimal	N	N?	N?	N	Accessories, Cymbals, Drumsticks	X?				Not aware of a need for this. Is Not sure if this will be used for Gears/Accessories.
Height_inches	height	decimal	N	N?	N?	N	Accessories, Cymbals, Drumsticks	X?				I don't think believe this data is. Would this be used for Cymbal set?
Master Carton Qty	carton_qty	varchar	N	N?	N?	N	Accessories, Cymbals, Drumsticks					
Master Carton Weight (lb)	carton_weight_lb	varchar	N	N	N	N	Accessories, Cymbals, Drumsticks					I don't think believe this data is.
Master Carton Height	carton_height	varchar	N	N	N	N	Accessories, Cymbals, Drumsticks					I don't think believe this data is.
Master Carton Length	carton_length	varchar	N	N	N	N	Accessories, Cymbals, Drumsticks					Weight in inches? I'm assuming don't think believe this data is.

Site Map (Zildjian)

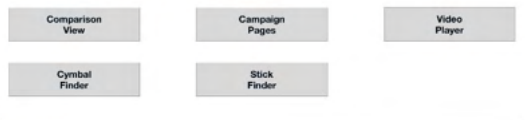


Zildjian Main Architecture

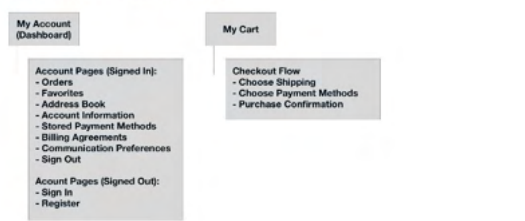


* 'Shop' section will consist of category, subcategory and product detail page templates. See 'Product Taxonomy (Zildjian)' for detailed structure.

Contextual Items (Accessed from Key Pages)



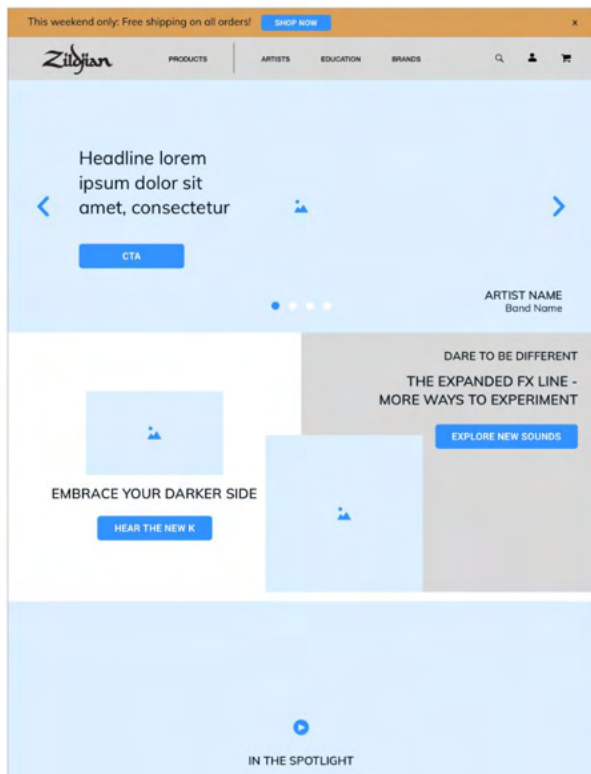
Shared Account & Ecommerce Views



Product Taxonomy (Zildjian)

Product Type	Segment	Family/Category	Series/Subcategory	Comments
Cymbals				
		Drumset		
		K Family		
			K Constantinople	
			Kerope	
			K Custom	
			K Zildjian	
		A Family		
			A Avedis	
			A Custom	
			A Zildjian	
		S Family		
			None	Single-series family: link will drive to series page with no family page.
		Z Family		
			ZBT	
			Planet Z	
		FX		
			FX Cymbals	
			FX Percussion	
		L&O LOW VOLUME		
			None	Single-series family: Link will drive to series page with no family page. Cymbals Sets moved under Cymbals Set category.
		GEN16		
			Gen16 Cymbals	
			Gen16 Accessories	This subcategory will appear twice: once under Gen16 and once under Accessories.
		CYMBAL SETS		
			A Cymbal Sets	Converted Additional 'subcategory to 'Cymbal Sets', listing out all types.
			K Cymbal Sets	
			S Cymbal Sets	

Home - Desktop (Zildjian)



Notes

This page is designed to a 1024px width but is scaled down 90% to fit on this page. This desktop layout will be used until the window reaches the tablet breakpoint of 768px.

Strategy

- Offer a balance between brand content and product offerings.

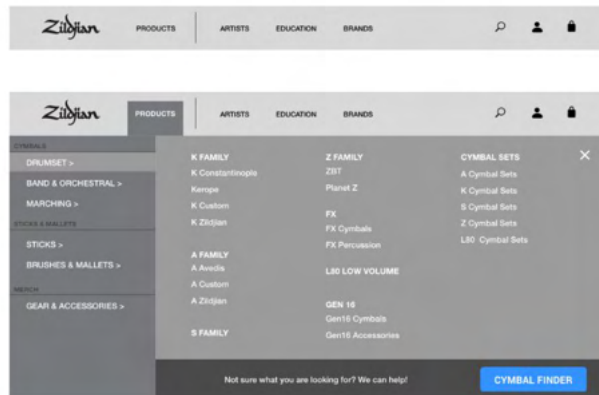
Key Requirements

- Hero image may be animated (no audio)
- Ability to update hero slides with new slides (artists and campaign features)
- All promo units can be enabled/disabled
- Instagram social feed: Zildjian = #MyZildjian
- Social feeds should have ability to play videos or expand images from social feed; also consider ability to "heart" or comment on that content w/o leaving the site (if an extension provides that ability)
- Storytelling block will have ability for multiple content variations (how its made, brand history/heritage, etc.) and format variations (carousel for sequential storytelling, static content module that changes on each page)

ut id elit.

Navigation (Zildjian)

1024 width



Notes

This page illustrates our approach for the main site navigation (Zildjian). It includes both Large(1024), Medium(768), and small (320) screen width sizes. XL (1440+) screen sizes will be specified during our Detailed Design phase. Towards the bottom a few more menus are included to illustrate the options for the different menu items under the Products label.

Strategy

- Maintain the design and layout as close as possible from the proposed navigation during the RFP process.
- These designs reflect updates driven by findings and requirements from Discovery phase.
- Make use of an improved product taxonomy (separate document) to help navigation between product offerings.

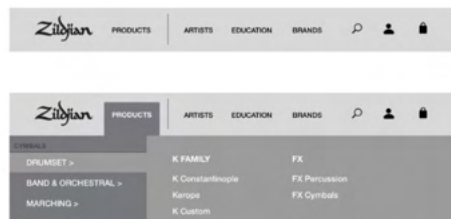
Key Requirements

- Provide main nav design and layout for different screen sizes based on key breakpoints.
- Include ability to navigate to Products, Artists, Education, Account, Cart, (Product) Search, and between Brands.

Insights / Considerations

- We are using the label "Products", rather than spelling out every product type on the nav bar, as it allows for a cleaner look as well as greater flexibility and

768 width



Zildjian

WE ARE THE BEATING HEART OF MUSIC AND TOGETHER WE MUST CRAFT ITS FUTURE

EMBRACE YOUR DARKER SIDE

THE EXPANDED FX LINE - MORE WAYS TO EXPERIMENT

FX STACKS

TOP SELLERS

- 17" DARK RIDE GIP FACE \$224.95
- 16" DARK RIDE GIP FACE \$199.95
- 18" DARK RIDE GIP FACE \$249.95
- 19" DARK RIDE GIP FACE \$274.95

THE ART BEHIND THE SOUND

“MY FAVORITE CYMBAL IS MY 23" MEGA BELL RIDE. I USE IT EVERYWHERE.”

23" MEGA BELL RIDE \$324.95

Zildjian

THE POWER TO CHANGE LIVES THROUGH MUSIC IS IN OUR HANDS

IT'S ALL ABOUT EFFORTLESS FLOW

EMBRACE YOUR DARKER SIDE

INTEGRATE NEW BEATS IN 2017

Freestyle 5A

TOP SELLERS

- 17" DARK RIDE GIP FACE \$224.95
- 16" DARK RIDE GIP FACE \$199.95
- 18" DARK RIDE GIP FACE \$249.95
- 19" DARK RIDE GIP FACE \$274.95

THE POWER OF INNOVATION

“I CAN ALWAYS COUNT ON A VIC FIRTH STICK IN ANY SITUATION THAT I'M IN.”

VIC FIRTH STICK \$12.95

EXPLORE SOUND THROUGH OUR VAST ROSTER OF PLAYERS

EMBRACE YOUR DARKER SIDE

#MYZILDJIAN

ZILDJIAN UNDERGROUND

EMBRACE YOUR DARKER SIDE

INTRODUCING THE CHROMA SERIES

Zildjian

EXPLORE SOUND THROUGH OUR VAST ROSTER OF PLAYERS

EMBRACE YOUR DARKER SIDE

#MYPERFECTPAIR

EMBRACE YOUR DARKER SIDE

EMBRACE YOUR DARKER SIDE

Zildjian

Zildjian

WE ARE THE BEATING HEART OF MUSIC AND TOGETHER WE MUST CRAFT ITS FUTURE

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EMBRACE YOUR DARKER SIDE

Zildjian

Product Detail - Desktop (Zildjian)

Product detail page for Zildjian 8" FX Stack Pair W/ Mount. The page features a main product image, a 'HEAR THIS CYMBAL' section with a 'SEND VIDEO' button, and a 'DETAILS' section with a 'SEND VIDEO' button. Below the product image is a 'ZILDJIAN SOUND LAB' section with sliders for Brightness, Dryness, and Wash. The page also includes a 'YOU MAY ALSO LIKE' section with four product recommendations.

Notes

This page is designed to a 1024px width but is scaled down 90% to fit on this page. This desktop layout will be used until the window reaches the tablet breakpoint of 768px.

Strategy

- Allow users to quickly switch between variants of a product.
- Provide all images of once without having to click through a carousel

Key Requirements

- Page content will update based on attribute selection (e.g. size, sets)
- Some products (e.g. sticks) may not use product attribute selectors at all
- Some products may not have sound files (e.g. sticks)

Insights / Considerations

- Nullify id color id nibh ultricies vehicula ut id elit.

Open Questions & Needs

- Would users find it helpful to scrub through sound demos?
- Sound Quality ratings need to be created and populated
- Product catalogs may require updates to reflect new data attributes
- Zildjian R&D team effort may be needed to evaluate sound characteristics and load them in to data. Will need to finalize which sound attributes during concept design (brightness/darkness, etc)

Product Detail - Desktop (Vic Firth)

Product detail page for Vic Firth American Concept Freestyle Series F57A. The page features a main product image, a 'DETAILS' section, a 'SPECS' section, and a 'STICK' section. Below the product image is a 'DESIGNED TO CONTROL' section and a 'Product Spotlight: Freestyle Drumsticks' section. The page also includes a 'YOU MAY ALSO LIKE' section with four product recommendations.

Notes

This page is designed to a 1024px width but is scaled down 90% to fit on this page. This desktop layout will be used until the window reaches the tablet breakpoint of 768px.

Strategy

- Provide all images of once without having to click through a carousel

Key Requirements

- Page content will update based on attribute selection (e.g. size, sets)
- Some products (e.g. sticks) may not use product attribute selectors at all
- Some products may not have sound files (e.g. sticks)

Insights / Considerations

- Nullum id dolor id nibh ultricies vehicula ut id elit.

Open Questions & Needs

- Product catalogs may require updates to reflect new data attributes

Product Details (Zildjian)

Product detail page for Zildjian 8" FX Stack Pair W/ Mount. The page features a main product image, a 'HEAR THIS CYMBAL' section with a 'SEND VIDEO' button, and a 'PRODUCT VARIANTS' section. Below the product image is a 'ZILDJIAN SOUND LAB' section with sliders for Brightness, Dryness, and Wash. The page also includes a 'YOU MAY ALSO LIKE' section with four product recommendations.

Notes

This page is designed to a 1024px width but is scaled down 90% to fit on this page. This desktop layout will be used until the window reaches the tablet breakpoint of 768px.

Strategy

- Allow users to quickly switch between variants of a product

Key Requirements

- Page content will update based on attribute selection (e.g. size, sets)
- Some products (e.g. sticks) may not use product attribute selectors at all
- Some products may not have sound files (e.g. sticks)

Insights / Considerations


- Nullum id dolor id nibh ultricies vehicula ut id elit.

Open Questions & Needs

- Would users find it helpful to scrub through sound demos?
- Sound Quality ratings need to be created and populated
- Product catalogs may require updates to reflect new data attributes
- Zildjian R&D team effort may be needed to evaluate sound characteristics and load them in to data. Will need to finalize which sound attributes during concept design (brightness/darkness, etc)

Zildjian SHOP ARTISTS EDUCATION BRANDS
🔍 👤 🛒

Cymbals — FX Cymbals — 8" FX Stack Pair w/ Mount
🔍



FX Cymbals
8" FX STACK PAIR W/ MOUNT

Explore a variety of pitches and quick, brilliant staccato sounds in one versatile cymbal pair.

SIZE 8" 10" 12" 14" 16" SKU: FX38

SET PAIR TOP BOTTOM

\$99.95

ADD TO CART 👤

Try In Store Compare

HEAR THIS CYMBAL

🔊 Stacked 🔊 Hi Hat 🔊 Open Hi 🔊 Chick

▶ DEMO VIDEO

DETAILS

Easing the exclusive Cymbolt mount, easily switch from a stack to a traditional Hi Hat setup, transitioning from bright, fast, and cutting sounds to trashy and raw, simply by adjusting the wingnut.

- Traditional Finish
- Short Sustain
- High Pitch
- Thin Weight
- Bright Sound

SPECS

SKU: FX38 **Cymbal type:** Stack

Size: 8" **Family:** FX Cymbals


ZILDJIAN SOUND LAB

Ignite your sound with a whole new range of special effects.


Brightness 🔊

Dryness 🔊

Wash 🔊




8" FX Stack - Pair & Hi Hat Played on Kit



VIC FIRTH SHOP ARTISTS EDUCATION BRANDS
🔍 👤 🛒

Slices — American Concept Freestyle Series — F57A
🔍



American Concept Freestyle Series
F57A

Extra-long length and taper more than double the size of the 'sweet spot' for a range of responses and feels.

17" LENGTH SKU: VIC-F57A

SOLD IN PAIRS

\$9.95

ADD TO CART 👤

Try In Store Compare

DETAILS

Freestyle is a new series of slices from Vic Firth that draws inspiration from the dynamic world of Freestyle longboard skateboards. For freestyle riders, it's about expression, flow, and style. They have the versatility to move up and down the board without losing control, using every inch of their deck.

Vic's Freestyle series of drumsticks combine a massive overall length of 17" with extra long tapers.

SPECS

Diameter: .642" | 1.62cm **Length:** 17" | 43.18cm

Top: Long

Stick 🔊

STICK


Material: Hickory **Series:** Freestyle

Surface Coating: Lacquer

TIP 🔊


Type: Wood **Shape:** Round

Surface Area: Small




DESIGNED TO CONTROL

From a light touch to a massive sound, our stick pairs give you full control the way Freestyle does.



Zildjian
☰

← FX Cymbals
🔍



FX Cymbals
8" FX STACK PAIR W/ MOUNT

Explore a variety of pitches and quick, brilliant staccato sounds in one versatile cymbal pair.

SIZE 8" 10" 12" 14" 16"

SET PAIR TOP BOTTOM

\$99.95 👤

ADD TO CART

Try In Store Compare

HEAR THIS CYMBAL

🔊 Stacked 🔊 Hi Hat




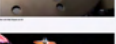


🔊 Open Hi 🔊 Chick

▶ DEMO VIDEO

DETAILS

Using the exclusive Cymbolt mount, easily switch from a stack to a traditional Hi Hat setup, transitioning from bright, fast, and cutting sounds to trashy and raw, simply by adjusting the wingnut.

• Traditional Finish • Short Sustain



The Delivery Phase

During this phase, we iteratively designed and tested responsive page layouts, components, modules and features to ensure that the new Zildjian site is both high impact and easy to manage.

Style Guide

A guide to the product's visual structure and style, including design patterns defined for developers

Detailed Wireframes

Design document detailing functional behavior and interactions to guide feature implementation

Functional Specifications

A spreadsheet based on the wireframes that captures underlying business rules and assumptions behind the design

Interactive Prototypes

Basic working models of selective application interfaces built to clarify expected behavior

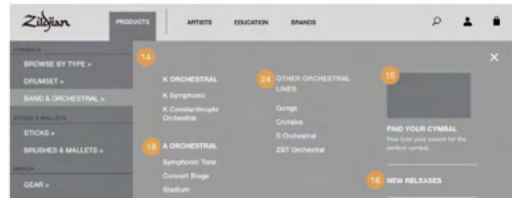
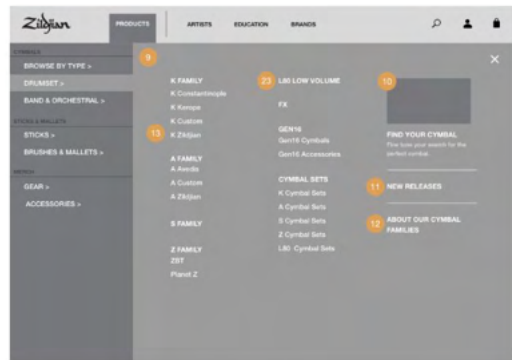
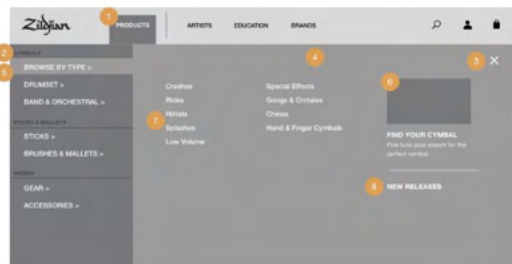
Detailed Design Comps

Pixel-perfect representations of application screens used by developers as assets for implementation

User Acceptance Testing

Support in planning and performing feature acceptance tests prior to a product release

Zildjian - Products Menu (1024)



This section describes the design, functionality and interaction details for the Products menu within the main navigation bar. Specifically for the Zildjian brand and 1024 screen sizes. The design covers the Products, Artists, Education, and Brands menu items with a menu width of 1440px wide.

The Products menu will have icons, but limited flexibility for collapsing. The right hand side container within the menu follows a 3 column layout for 1024px and higher screen widths. The Brand options are placed into the Top and Bottom 'New Releases' and 'Learn About' links. First and Second columns are used for Family and Series product sub-menus. The last column should be reserved for the number of options to be listed on the page. Series options within a Family should always stay below the Family label on the same column.

1 PRODUCTS LABEL
On click, this label renders the Products menu. When the Products Menu is opened, clicking this label closes the menu, while the Products Menu is opened, this label is highlighted to indicate that the Menu corresponds to Products.

2 PRODUCTS MENU
This is the Products Menu. It contains a left hand column with multiple options, and a right hand side container. As the user clicks on the different options to the left, the container to the right changes to display the corresponding options for that item.

Items on the left hand column are organized/grouped by product segments (Cymbals, Sticks & Mallets, Merch). These segment labels are only to organize the options and are not clickable.

3 CLOSE ICON
Clicking on this icon, or anywhere outside the menu, closes out the Products menu.

4 MENU LAYOUT
This Products menu is a full-width element for 1024+ screens. It has a minimum height dictated by the elements on the left hand column. The height of the menu changes to accommodate the content/options on the right container. As the user selects the different left hand side options the menu grows accordingly.

Reference visual design playbook for exact dimensions for each element within this menu.

This right hand side container follows a three column layout on 1024+ screens.

5 CYMBALS SEGMENT
This grouping contains Browse by Type, Drumset, and Band & Orchestral. On click, each label will render a corresponding set of options on the right hand side container. Each label will be visually highlighted when selected. By default, this Products menu will always open with Browse by Type selected.

6 FIND YOUR CYMBAL
Clicking on this element will redirect users to the Cymbal Finder page with no added filters. This element includes an image, copy, sub-copy.

7 BROWSE BY TYPE
These series of links will redirect users to the Cymbal Finder page pre-filtered by the corresponding filter (filtered by Creative, or by Rides, etc)

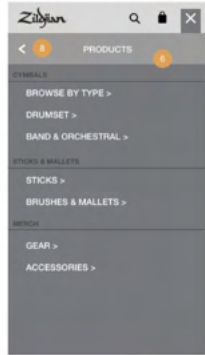
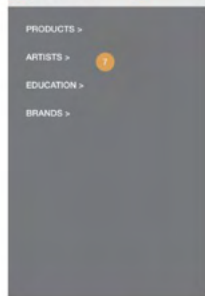
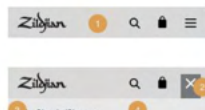
8 NEW RELEASES LINK
This link redirects users to a New Releases page which can be realized with a Campaign Product page template.

9 DRUMSET CYMBALS MENU
These are the menu options for Drumset Cymbals.

10 FIND YOUR CYMBAL
Clicking on this element will redirect users to the Cymbal Finder page with no added filters. This element includes an image, copy and sub-copy.

11 NEW RELEASES LINK
This link redirects users to a New Releases page which can be realized with a Campaign Product page template.

Key Menus - (320)



DESCRIPTION

This page illustrates a few key examples for navigation menus on mobile screens (320px - 768px wide). It describes the key interactions when the user clicks to mobile screens. The details and specifications found here apply to both Zildjian and the Fish Brand menus.

1 MOBILE NAVIGATION BAR
On mobile screens the navigation bar gets simplified to include the logo to the left, then Search, Bag (Cart), and Hamburger Menu to the right.

This bar is semi-sticky, which means that it will auto-hide when the user scrolls down but it will come back as soon as the user scrolls back up.

2 HAMBURGER ICON
On tap, this icon will reveal the menu within the Hamburger icon. This menu contains the menu options for Account, Products, Artists, Education, and Brands.

Tapping again on this icon (or anywhere outside the menu) will then close out the menu.

Only one main navigation menu can be open at a time.

Note: All navigation menus on mobile screens are full-width.

3 HAMBURGER MENU OPTIONS
This full-width menu includes links to Account, Products, Artist, Education, and Brands menus. Tapping on any of these links will then animate and transition to the left to reveal the contents of the corresponding menu.

4 NOT SIGNED IN
This example shows the state of this menu for when the users is not signed in.

5 SIGNED IN
This is the state of the Hamburger Menu for when the user is signed in.

6 PRODUCTS MENU OPTIONS
On this example the user has selected Products from the Hamburger Menu initial state.

The sub-menu headers are fixed so that when the user scrolls the long menu options beneath, the content goes behind it.

7 SUB-MENU TRANSITION
Every time a user makes a selection to drill into a sub-menu the screen animates to reveal the sub-menu by transitioning to the left.

8 BACK ARROW (UP)
Tapping on this arrow allows the users to go back to the previous menu. To reveal the previous menu the screen animates and transitions to the right.

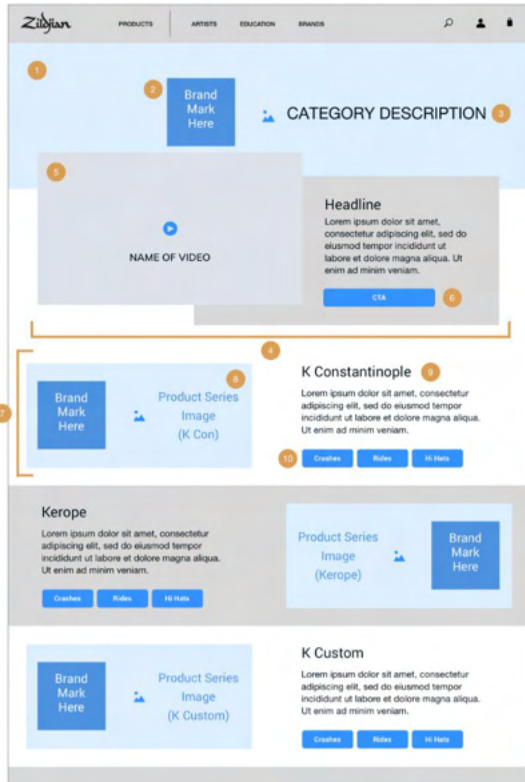
9 BROWSE BY TYPE (CYMBALS)
This example illustrates that the user has opened the Hamburger Menu then selected Products > Browse By Type (Cymbals).

10 BROWSE BY TYPE MENU
The layout for this sub-menu found on the right hand side container on Desktop under the Products menu is then simplified by showing a smaller image for the Cymbal Finder link and all the elements and links are stacked in a single column.

11 EDUCATION MENU
This example illustrates when a user has selected the Hamburger Menu > Education. This menu, and similar ones (Artists, Brands), gets simplified by stacking elements, and the Featured line becomes a 2x2 arrangement.

12 SITE SEARCH
On mobile, Search feature can be found on the main navigation

Category - Basic Template (1024px)



DESCRIPTION

This page represents the default state of the Category page. Although the design depicts the Zildjian brand, the same format and functionality applies to the Vic Firth brand as well.

This page is designed for screens between 1024-1439px wide, although it has been tested down to fit on this screen. For behavior at widths smaller than 1024px see Mobile Templates, or larger than 1439px see Global Framework section.

The label (186-1024px) repeat of this page more closely resembles this mobile layout. See mobile page for more details.

Please note that all copy is for placement only. Also, some components are optional which has been noted in the annotations below.

1 HERO IMAGE

Background image used in hero space for this category.

2 BRAND MARK

Brand mark or logo for this category. This asset is separate from the background hero image.

3 FAMILY DESCRIPTION

Short description of the unique qualities of this category. (e.g. "Dark & Rich")

4 FEATURED CATEGORY VIDEO

Video representing the category paired with a headline and brief copy explaining what makes this product unique. This component is optional and may be disabled if there is no appropriate video content.

5 VIDEO

Video relevant to the category with video title. Video plays in video player modal.

6 CYMBAL FINDER CTA

Navigates the user to the Cymbal Finder filtered to only products in this Category.

7 SUB-CATEGORY LISTING

Item in a list of Sub-Categories within this Category. Contains a product image, brand mark (separate asset from product image), name, brief description, and CTAs for product types.

Note: The list of Sub-Categories is presented in an alternating layout. See visual designs for this pattern. A maximum of 15 items should be used in this list.

8 PRODUCT IMAGE

Thumbnail image of a representative product in this sub-category.

9 SUB-CATEGORY NAME & DESCRIPTION

Headline consists of name of sub-category and serves as link to that sub-category page. Copy beneath serves as brief description of the sub-category.

10 PRODUCT TYPE CTAs

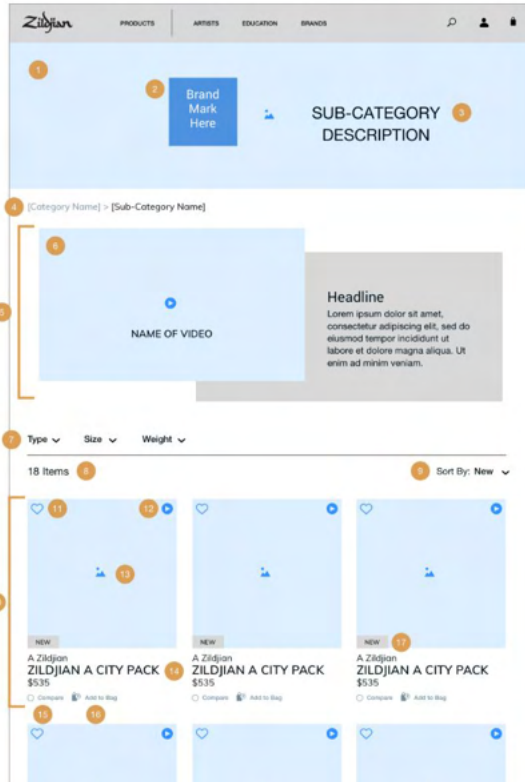
Links to the Sub-Category page filtered down to the specific product type selected.

11 PRODUCT SPOTLIGHT VIDEO

Still representing the product spotlight video for one product in this Category. Contains a title, label, and play icon. Clicking anywhere in the video area (outside of the optional CTA in the lower right corner) triggers playback in video player.

Note: This module is optional and may be disabled completely.

Sub-Category - Basic Template (1024px)



DESCRIPTION

This page represents the default state of the Sub-Category page. Although the design depicts the Zildjian brand, the same format and functionality applies to the Vic Firth brand as well.

This page is designed for screens between 1024-1439px wide, although it has been tested down to fit on this screen. For behavior at widths smaller than 1024px see Mobile Templates, or larger than 1439px see Global Framework section.

The label (186-1024px) repeat of this page more closely resembles this mobile layout. See mobile page for more details.

Please note that all copy is for placement only. Also, some components are optional which has been noted in the annotations below.

1 HERO IMAGE

Background image used in hero space for this Sub-Category.

2 BRAND MARK

Brand mark or logo for this Sub-Category. This asset is separate from the background hero image.

3 SUB-CATEGORY DESCRIPTION

Short description of the unique qualities of this sub-category. (e.g. "Cutting & Smooth")

4 BREADCRUMBS

Documents each of the previous levels of page hierarchy (e.g. Category > Sub-Category) before this level (excluding the Homepage). The previous pages are selectable links that navigate the user to the listed pages. The current page is styled differently and is not selectable.

5 FEATURED SUB-CATEGORY VIDEO

Video representing the sub-category paired with a headline and brief copy explaining what makes this product unique. This section is optional and may be disabled if there is no appropriate video content.

6 VIDEO

Video relevant to the sub-category with video title. Video plays in video player modal.

7 FILTERS

For cymbals (pictured) Type, Size, and Weight filters which narrow down the results below upon selection.

For mallets the filters are Instrument, Head Material, and Heads.

For gear there would be no filters.

8 NUMBER OF ITEMS

Displays the number of items in the list below that match the current filters.

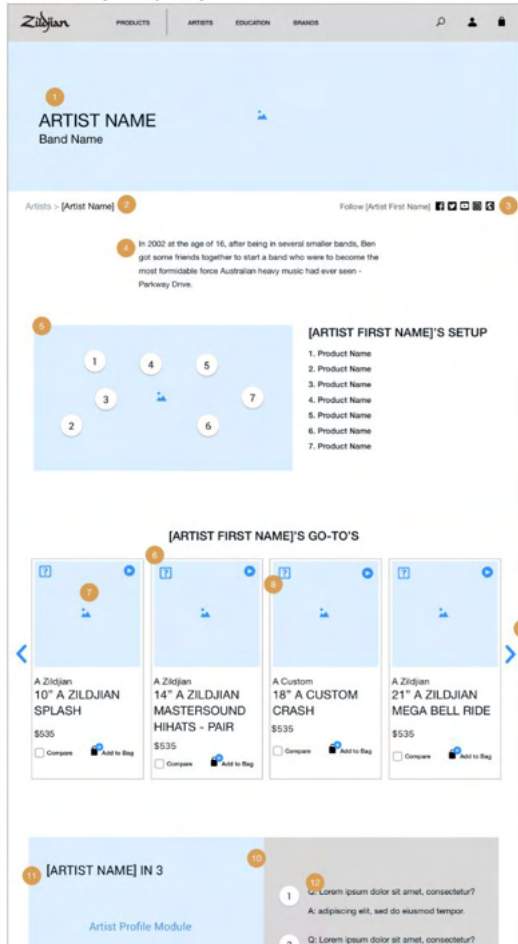
9 SORT

Dropdown with options to sort the items below in a particular order. Defaults to New so the newest-added products appear at the top of the list. Other options are A-Z, Z-A, Price (Low-High), and Price (High-Low).

10 PRODUCT LISTING

Selectable tile in the product list which user may take several actions upon, or which the user may use to navigate to the Product Detail page.

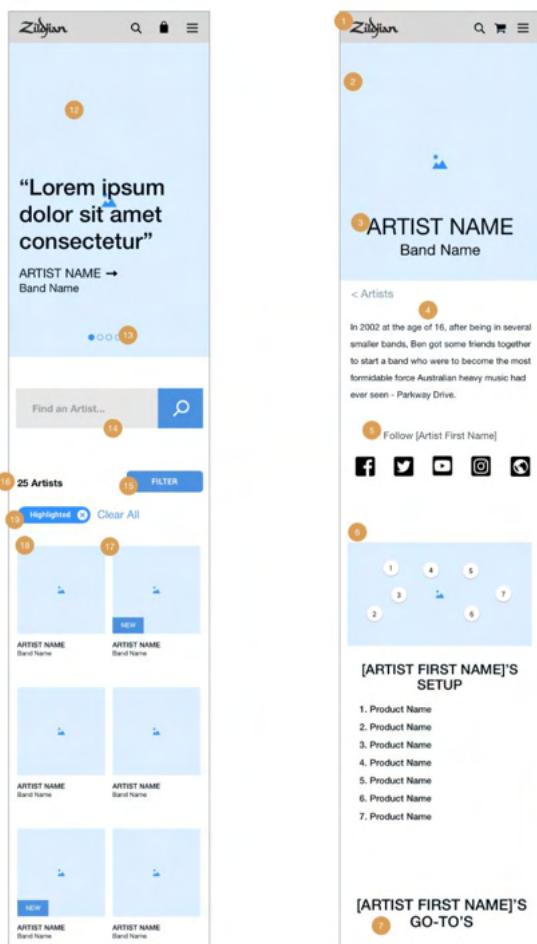
Detail Template (1024)



This page illustrates the Artist Detail page template for screens 1024px+. In general, tablet screen sizes for this page follow this desktop layout except where specified below. This template design and specifications apply to both devices.

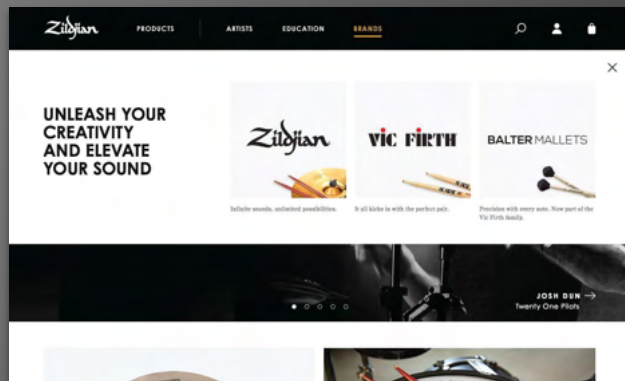
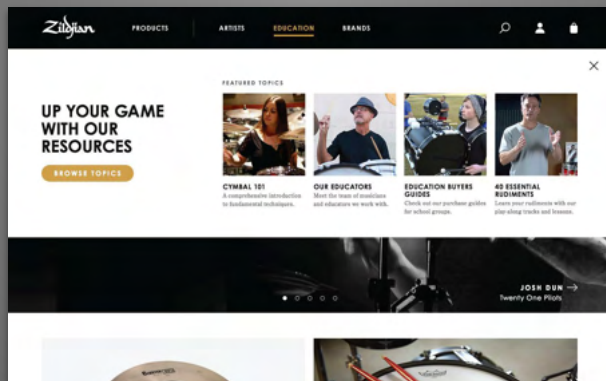
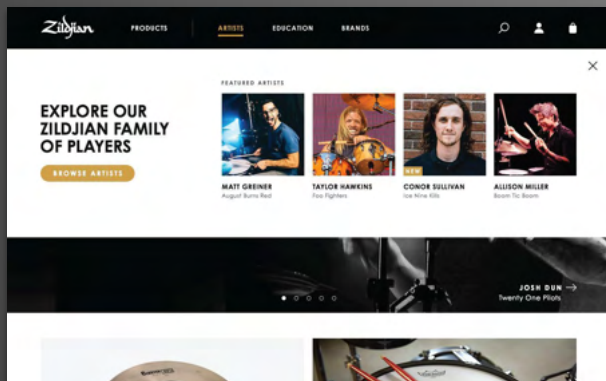
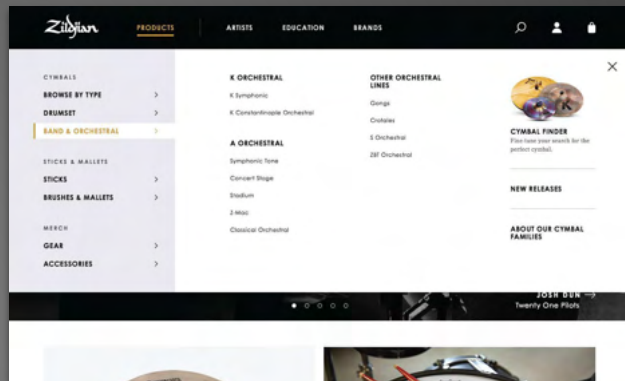
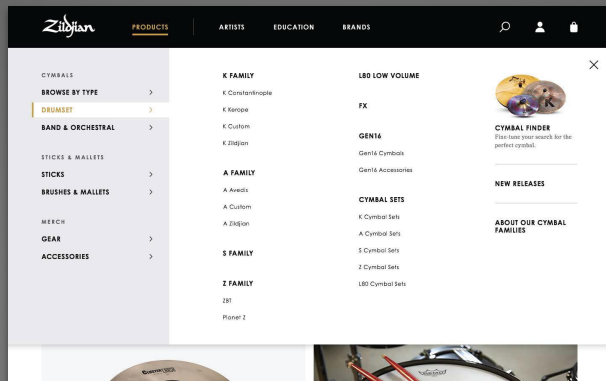
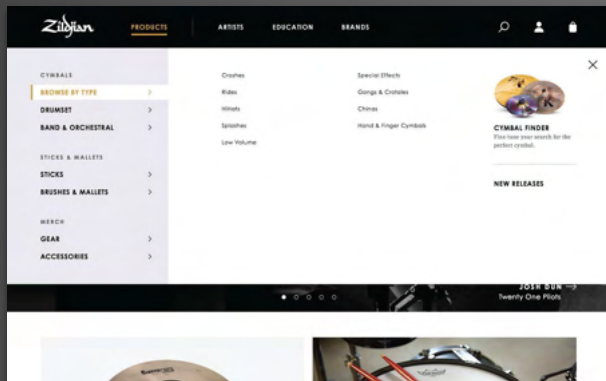
- 1 HERO AREA**
On top of every Artist page sits this Hero area, which includes a full-width image (static with no carousel), artist name, and band name.
- 2 BREADCRUMBS**
On second-level pages, a breadcrumb is used to orient the users and allow them to go up one level.
- 3 SOCIAL LINKS**
These are social links related to the artist social media accounts as well as their own website (if included). On click, these links open a new browser tab and navigate users to the artists corresponding page.
- 4 ARTIST BIO COPY**
This block of copy is centered on the page. This is an optional element as not all artist will have this information, if left blank then the next module will be pushed up on the page.
- 5 ARTIST'S SET UP**
On this section of the template, the artist's set up will be showcased by having an image of their drummer setup and mapping the cymbals to a list of products placed on the right hand side of the image. The mapping of the cymbals on the image to a product list will be done manually by a content manager. This module is static with no interactivity.
This is an optional component as not all artists will have this information.
- 6 ARTIST'S GO-TO'S**
This block on the page showcases the products associated with the artist. The data has already been set up to match a set of products with each artist. Each artist has at least one product. If there are more than 4 products then this element turns into a carousel.
- 7 PRODUCT TILE**
This product tile (and block) is the same format as found on other pages (Product Detail page "You May Also Like"). This tile contains a product image, add-to-favorites icon, brand feature icon, category name, product name, price, compare and add to bag functionality.
- 8 PLACEMENT**
When less than four product tiles are available then the tiles should be centered on this row.
- 9 LEFT/RIGHT ARROWS**
When there are more than four product tiles, then this block turns into a carousel and reveal these arrows on both sides. Clicking on the left and right arrows paginates to the next set of product tiles. User can go left or right to cycle through all the product sets.
- 10 ARTIST IN 3**
This module is designed to feature 3 "questions and answers" to get to know the artist. It includes a profile image, a header, and copy.
- 11 HEADER**
This header element sits on top of the profile image and includes the artist first name + copy. It is placed on top left corner of the image, for exact placement reference the visual design playbook.
- 12 Q&A SECTION**
This section within this module includes copy for the 3 questions and corresponding answers. An stylized bulleted number is included with each Q&A set.
- 13 BEHIND THE KIT**
This next module is designed to feature images and videos associated with the artist. The data mapping the content to the artist has already been set up. This module should support 1 video/image and up to several (4-6).

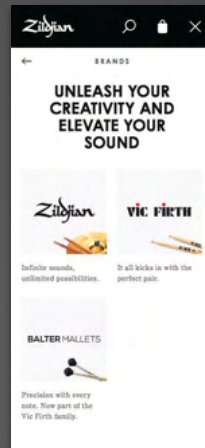
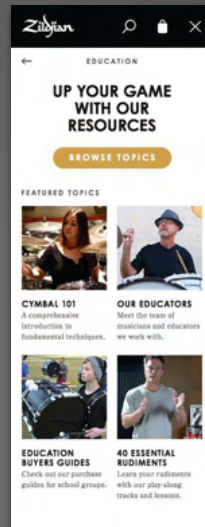
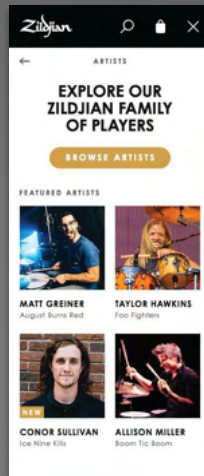
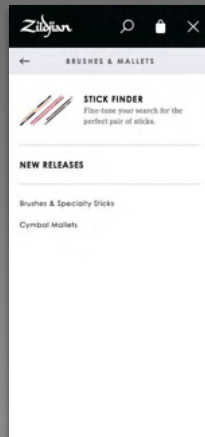
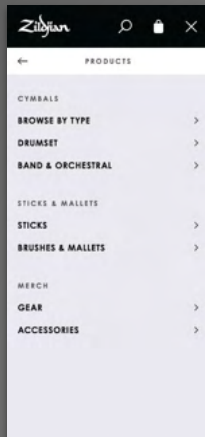
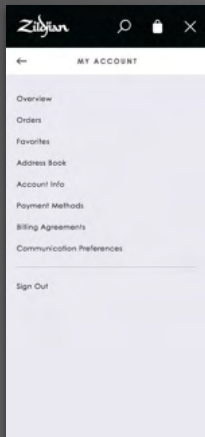
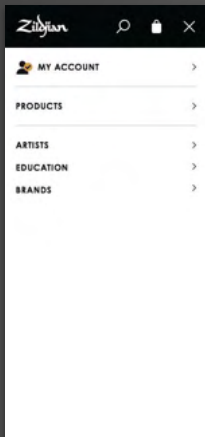
Landing & Detail (320)

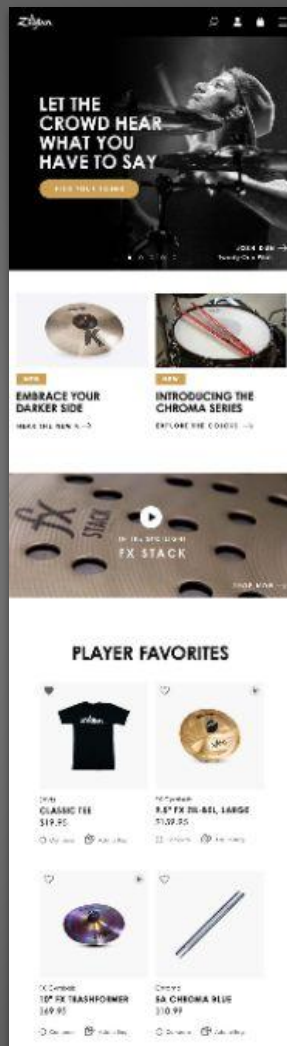
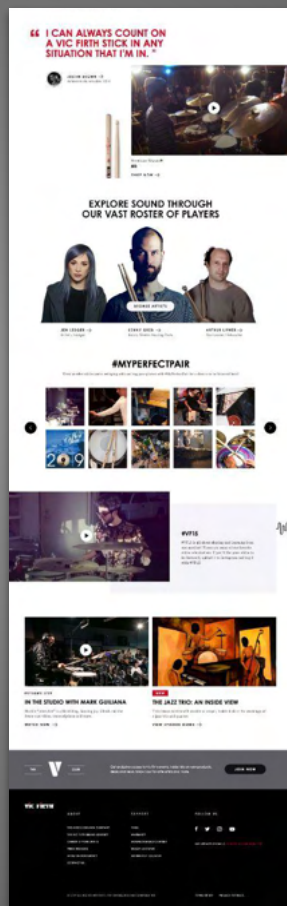
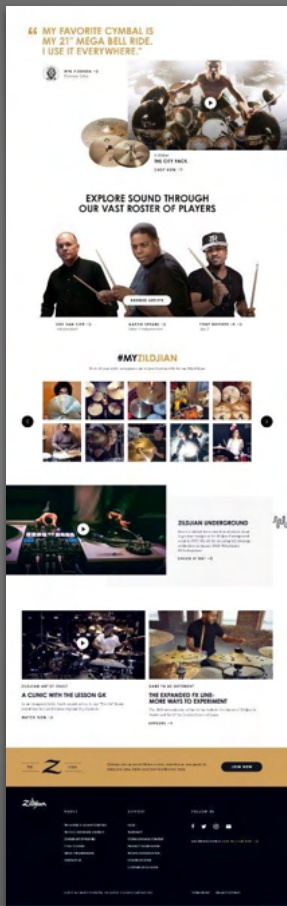
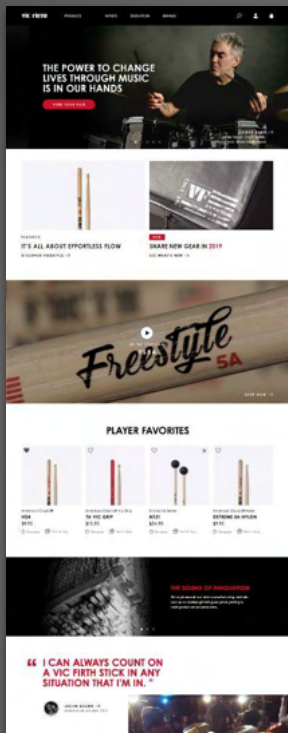
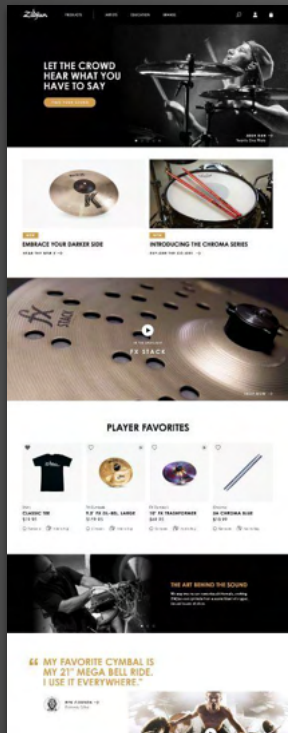


This page illustrates how the Artist Landing/Gallery page and the Artist Detail page will be stacked by mobile screens between 320px and 768px. In general, the visual design details and functionality stays the same as the desktop version, except when noted on this page.

- 1 MOBILE NAVIGATION**
Mobile pages always start with the mobile navigation. See Navigation section for design details and functionality information for this element.
- 2 HERO IMAGE**
This hero image scales down and gets crop on mobile layouts. See the visual design playbook for exact specifications on how the image gets crop.
- 3 HERO HEADER**
The header with the artist name and band name will then sit towards the bottom of the hero image and both will be center justified.
- 4 ARTIST BIO COPY**
This paragraph will then follow the hero promo.
- 5 SOCIAL LINKS**
The artist's Social Links will then be stacked beneath the Artists bio. This element will stack its header on top and social icons will sit underneath centered on the page. See the visual design playbook for specifications on spacing and padding between these elements.
- 6 ARTIST'S SET-UP**
This image on this section will scaled down and maintain its ratio and go full content width. The header and Product List mapping the cymbals on the image will then stacked underneath the image.
- 7 ARTIST'S GO-TO'S MODULE**
For this module, when there are more than one product tiles present, then the carousel gets this treatment shown. One full tile shows on the left while the second to the right goes beyond the screen to indicate that there are more tiles on the carousel. Users can then swipe left to reveal the remaining tiles on the carousel. Different from Desktop, this carousel on mobile stops at both ends and does not cycle through as the user interacts with it. All other features and elements within this module stay the same as desktop.
- 8 Q&A MODULE**
On mobile, this module stacks by placing the profile image on top then the Q&A copy beneath it. For image cropping/scaling see the visual design playbook for more details.
- 9 BEHIND THE KIT**
On mobile, this module centers its header and then stacks each image/video unit in a single column. Each image/video assets maintains its ratio and takes up full content width.
- 10 VIDEO PLAYER**
Different from Desktop, on mobile screens when the user clicks on a video asset (YouTube embed), a full-screen video player overlay takes over. All other functionality for the elements within this module stay the same as desktop.
- 11 OTHER ARTISTS MODULES**
On mobile, the links for each artist get stacked to form a single column. All the tiles are left justified to the content area. Functionality stays the same as desktop.
- 12 HERO PROMO**
On mobile, the image within this hero promo scales down and gets cropped, but still full-width on the screen. The header copy and artist information sits at the bottom of the hero area.
See the visual design playbook for more details on spacing and padding.
- 13 CAROUSEL CONTROLS**
These control stay centered and towards the bottom of this promo area. Functionality stays the same as in the desktop version.







K DARK & RICH

Express your style

What does lighter weight and lower pitch, & heavy presence offer you as a drummer? Perfect for progressive performance and presence.

FIND YOUR K

K CONSTANTINOPE

The legendary "6 Cut" is the oldest of the Zildjian cymbals, named for the ancient Bosphorus coast nearby. Creating harmonizing vibrations to the cymbal's unique voice, these cut dark tones that give it a warm, rolling and smooth.

FIND YOUR K

K KEROPE

The K Kerope line draws from Zildjian's rich history and crystal making expertise to bring back the most authentic Kerope & Kerope to date. These handcrafted cymbals look as they sound - dark, and complex.

FIND YOUR K

K CUSTOM

Choose from the spirit of the legendary B Zildjian cymbals. K Custom cymbals are dark, rich and dry and feature factory dimensions to allow complete & accurate fit to your existing musical arrangement.

FIND YOUR K

K ZILDJIAN

The Zildjian tradition continues to inspire drummers today with dark, heavy and expressive sounds developed by Zildjian in 1861, century Turkey.

FIND YOUR K

K CLUSTER CRASHES

NEW PRODUCT PREVIEW

FIND YOUR K

K DARK & RICH

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FIND YOUR K

K CLUSTER CRASHES

NEW PRODUCT PREVIEW

FIND YOUR K

K ZILDJIAN CUTTING & SMOOTH

UNFILTERED TONES

Create harmonizing vibrations to the cymbal's unique voice. Heavy and dark tones that can be as warm rolling and smooth, as well as heavy using a lot more process, more K Zildjian cymbals for the experienced player.

FIND YOUR K

Filter by Type Size Weight

14" HINATS - PAIR	14" HINATS - BOTTOM	14" HINATS - TOP
\$59.95	\$79.95	\$79.95

16" CRASH	17" CRASH	18" CRASH
\$339.95	\$379.95	\$414.95

16" CRASH RIDE	20" BOUNCE RIDE	20" MEDIUM RIDE
\$429.95	\$469.95	\$469.95

CUTTING & SMOOTH

UNFILTERED TONES

Filter by Type Size Weight

B FX STACK PAIR W/ MOUNT

Express a variety of pitches and sounds, brilliant elements results in an essential cymbal pair.

16" 18" 20" 22" 24"

\$79.95

ADD TO BAG

HEAR THE CRYSTAL

HEAR THE CRYSTAL

DETAILS

Specifications

Specs

800 POUNDS

16in"

Cymbal Type: Stack

Family: B Cymbals

B FX STACK PAIR W/ MOUNT

Express a variety of pitches and sounds, brilliant elements results in an essential cymbal pair.

16" 18" 20" 22" 24"

\$79.95

ADD TO BAG

HEAR THE CRYSTAL

HEAR THE CRYSTAL

DETAILS

Specifications

Specs

800 POUNDS

16in"

Cymbal Type: Stack

Family: B Cymbals

ZILDJIAN SOUND LAB

Express your sound with a whole new world of sonic effects.

Lightness

Dynamic

Sustain

Definition

B FX Stack - Pair w/ Mt Popped on B2

B FX Stacks Top & Vicks

B FX STACK PAIR W/ MOUNT

Express a variety of pitches and sounds, brilliant elements results in an essential cymbal pair.

16" 18" 20" 22" 24"

\$79.95

ADD TO BAG

HEAR THE CRYSTAL

HEAR THE CRYSTAL

DETAILS

Specifications

Specs

800 POUNDS

16in"

Cymbal Type: Stack

Family: B Cymbals

YOU MAY ALSO LIKE

A Filigon THE CITY PACK \$254.95	B Cymbals 9.5" ZIL-BEL, LARGE \$129.95	B Cymbals 10" TRANSFORMER \$129.95	Chrome SA. BUE \$119.97
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B FX STACK PAIR W/ MOUNT

Express a variety of pitches and sounds, brilliant elements results in an essential cymbal pair.

16" 18" 20" 22" 24"

\$79.95

ADD TO BAG

HEAR THE CRYSTAL

HEAR THE CRYSTAL

DETAILS

Specifications

Specs

800 POUNDS

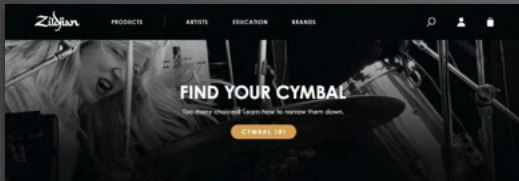
16in"

Cymbal Type: Stack

Family: B Cymbals

YOU MAY ALSO LIKE

A Filigon THE CITY PACK \$254.95	B Cymbals 9.5" ZIL-BEL, LARGE \$129.95	B Cymbals 10" TRANSFORMER \$129.95	Chrome SA. BUE \$119.97
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Category ▾ Sound ▾ Series ▾ Type ▾ Size ▾ Weight ▾

499 Items Sort by: Newest ▾

A Custom
CYMBAL SET
\$799.95

Compare Add to Bag

A391
A391 CYMBAL SET
\$749.95

Compare Add to Bag

Buffed Bronze 13/16/18 DS
CYMBAL SET
\$699.95

Compare Add to Bag

Buffed Bronze 14/18/20 DS
CYMBAL SET
\$999.95

Compare Add to Bag

K Custom
HYBRID CYMBAL SET
\$699.95

Compare Add to Bag

20" EXPANDER PACK
\$149.95

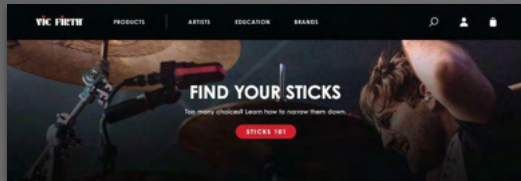
Compare Add to Bag

20" C YMBAL SET
\$339.95

Compare Add to Bag

20" S TARTER CYMBAL SET
\$214.95

Compare Add to Bag



Category ▾ Series ▾ Diameter ▾ Length ▾ Taper ▾ Material ▾ Tip Material ▾ Tip Shape ▾ Finish ▾

222 Items Sort by: Newest ▾

American Jazz®
AJS
\$9.49

Compare Add to Bag

American Jazz®
AJ4
\$9.49

Compare Add to Bag

Signature Sticks
AMIR "QUESTLOVE" THOMPSON
\$10.49

Compare Add to Bag

Signature Sticks
PETER ERSKINE
\$10.49

Compare Add to Bag

Signature Sticks
CINDY BLACKMAN
\$10.49

Compare Add to Bag

Signature Sticks
STEVE JORDAN
\$10.49

Compare Add to Bag

American Classic®
HD4
\$9.49

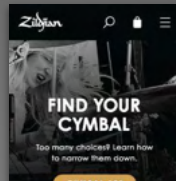
Compare Add to Bag

Signature Sticks
RUSS MILLER
\$10.49

Compare Add to Bag

American Classic®
7A
\$9.49

Compare Add to Bag



3 Items FILTER & SORT

This Weight: K Constantinople

Name of Filter Applied: Clear All

K Constantinople
14" RHATS - PAIR
\$559.95

Compare

K Constantinople
14" RHAT - TOP
\$279.95

Compare

K Constantinople
17" CRASH
\$379.95

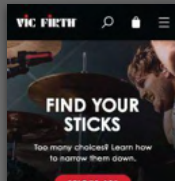
Compare

Zildjian

ABOUT

THE ANDROS ZILDJIAN COMPANY
THE ZILDJIAN BRAND JOURNEY
CAREER OPPORTUNITIES
PRESS RELEASES
ARTIST ENDORSEMENTS
CONTACT US

SUPPORT



322 Items FILTER & SORT

This Weight: K Constantinople

Name of Filter Applied: Clear All

Signature Sticks
PETER ERSKINE
\$10.49

Compare

Signature Sticks
STEVE JORDAN
\$10.49

Compare

Zildjian

SHAKE UP YOUR GROOVE WITH ZILDJIAN STICKS

Explore different styles from eye-popping aesthetic colors to Audiophile technology.

SHOP ZILDJIAN STICKS →

Zildjian PRODUCTS ARTISTS EDUCATION BRANDS

COMPARE

17" CRASH
\$379.95

18" CONSTANTINOPLE
MEDIUM HEAVY - PAIR
\$119.95

19" HYBRID TRASH SNARE
\$399.95

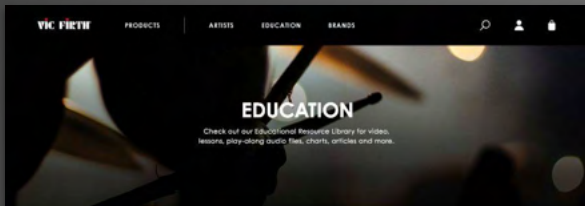
20" K CLUSTER CRASH
\$359.95

Zildjian

ABOUT

THE ANDROS ZILDJIAN COMPANY
THE ZILDJIAN BRAND JOURNEY
CAREER OPPORTUNITIES
PRESS RELEASES
ARTIST ENDORSEMENTS
CONTACT US

SUPPORT



All Instruments ▾ All Types ▾

23 Topics

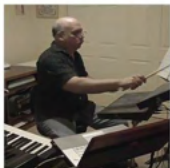
Sort by Most Popular ▾



40 ESSENTIAL RUDIMENTS
Learn your rudiments with our play-along tracks and lessons from Dr. John Wooton.



PLAY-ALONG TRACKS
Drumless tracks and charts from a wide variety of musical styles and genres.



NORM WEINBERG'S WEBRHYTHMS
Learn to read rhythm with Norm's easy to follow lessons. For beginning to advanced students.



PERCUSSION 101
A comprehensive introduction to fundamental techniques for the percussion instruments.



MARIMBA LITERATURE LIBRARY
Professional recordings of the most popular 4 mallet repertoire.



THE JAZZ TRIO: AN INSIDE VIEW
A unique, insider look at the workings of a jazz trio and quartet from the players' perspective.



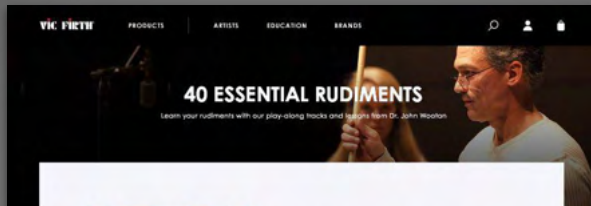
HYBRID RUDIMENT LIBRARY
Learn one of the most growing forms of hybrids, broken down by our team of educators.



THE EVOLUTION OF THE DRUM SET
Drum Cover '09 Series of Drum Set Evolution.



INSIDE THE TEACHING STUDIO
Go inside the world of one of the world's most successful teachers to learn from their students.



WELCOME TO VIC FIRTH'S DRUM RUDIMENT PAGE!

If you're new to rudimental drumming, we'll recommend that you take a few minutes and watch John's video lessons on "How to Learn and Practice the Rudiments" and "The Real Rudiments".

The Grip and Four Basic Strokes

[Read More](#)

Education — 40 Essential Rudiments

1. ROLL RUDIMENTS

#1 SINGLE STROKE ROLL

#2 SINGLE STROKE FOUR

#3 SINGLE STROKE SEVEN

#4 MULTIPLE BOUNCE ROLL

#5 TRIPLE STROKE ROLL

#6 DOUBLE STROKE ROLL

#7 SINGLE STROKE ROLL

#8 SINGLE STROKE FOUR

#9 SINGLE STROKE SEVEN



Education — 40 Essential Rudiments — #1 Single Stroke Roll

#1 SINGLE STROKE ROLL



10:00 / 10:00
SINGLE STROKE ROLL: OPEN-CLOSE-OPEN

10:00 / 10:00	\$14
SINGLE STROKE ROLL: OPEN-CLOSE-OPEN	\$14
SINGLE STROKE ROLL: BOUNCE	\$15
SINGLE STROKE ROLL: SUSTAIN	\$16



Rudiment Breakdown (Slow-Peak Slow) Take a Lesson from Dr. John Wooton

PRACTICE WITH THE RIGHT PAIR

American Classic®
HD4
\$99.99

[Complete](#) [Add to Bag](#)

American Classic® Vic Grip
7A VIC GRIP
\$139.25

[Complete](#) [Add to Bag](#)

Orchestral Series
A1731
\$49.50

[Complete](#) [Add to Bag](#)

American Classic® Nylon
EXTREME SA NYLON
\$104.75

[Complete](#) [Add to Bag](#)

ABOUT DR. JOHN WOOTON



DR. JOHN WOOTON IS THE DIRECTOR OF PERCUSSION STUDIES AT THE UNIVERSITY OF SOUTHERN MISSISSIPPI



NEW PRODUCTS
EXTENDING
THE K FAMILY

DISCOVER YOUR SOUND

Discover the sound of your cymbals with our new sound color palette.



NEW
NEW SOUND COLORS THAT
ARE DARK, FUNKY, AND TRASHY



Behind
THE MUSIC

BENEATH THE SEEMINGLY PLACID SURFACE OF AMERICAN LIFE IN THE EARLY 1950S

Discover the sound of your cymbals with our new sound color palette.

It's the middle of the decade. These cymbals have a dark, funky, and trashy sound. They're perfect for the early 1950s.

THE SOUND OF THE EARLY 1950S



MARCH 1937



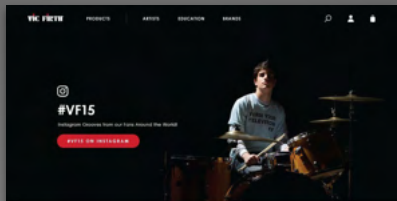
JULY 1937

DRUM DRUMS BEHIND THE SCENES OF THE EARLY 1950S



SEPTEMBER 1952

DRUM DRUMS BEHIND THE SCENES OF THE EARLY 1950S



#VF15

Instagram photos from our best around the world

PHOTO BY @VICTOR15

#VF15 is an online sharing and listening tool that allows you to share your own favorite cymbal submissions.

It's the best place to be featured, and it's the best place to be inspired.



THE CONTEST

The greatest that one cymbal is shared by our followers will be the greatest that one cymbal is shared by our followers.

HOW TO WIN

1. Follow the rules of the contest.
2. Post a video or Instagram of your favorite groove with the hashtag #VF15.
3. Top 10 winners that you find would appreciate your best groove.

LEGAL TERMS & CONDITIONS



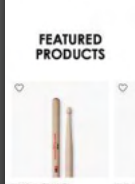
OUR MONTHLY SHOWCASE FEATURING SOME OF THE WORLD'S TOP DRUMMERS

Throughout this year, we will feature our performance series, in the studio, in the field, and in the street. We are so excited to have you join us in this journey. Be sure to subscribe to our YouTube channel and follow us on Instagram. We will be featuring our top drummers all year long. Stay tuned for more updates on our website and social media.



MARK GUILIANA
Mark Guiliana has become recognized as one of the world's leading drummers, and he's been featured in the most prestigious music magazines and TV shows.

VIEW ARTIST PAGE →



AMERICAN CLASSIC
14\"/>

Zildjian

BRANDS ARTISTS CYMBALS STICKS & MALLETS ACCESSORIES

Support Dealer Locator Blog English



AUDIO

WE ARE THE BEATING
HEART OF MUSIC AND
TOGETHER WE MUST
CRAFT ITS FUTURE

SHOP CYMBALS



ABE CUNNINGHAM
DEFTONES
VIEW SETUP

FIND YOUR SOUND



We created a powerful ecommerce experience that's in tune with musicians no matter where they are in their lifelong journey.

A Cohesive Brand Platform

3 Merged three distinct brands into a single unified brand commerce platform

Increased Page Views

41% 41% increase in average number of unique pages viewed during each visit

Increased Engagement

41s Visitors spend 41 seconds more time on average on the site during each visit

Additional Work

In addition to my featured case studies, here are additional work examples – excerpted directly from delivered materials – that further showcase my skills, abilities and experience.

Enterprise

Rapid Service Design Sprint

Intel

Interactive POS Experience Concept

Enterprise

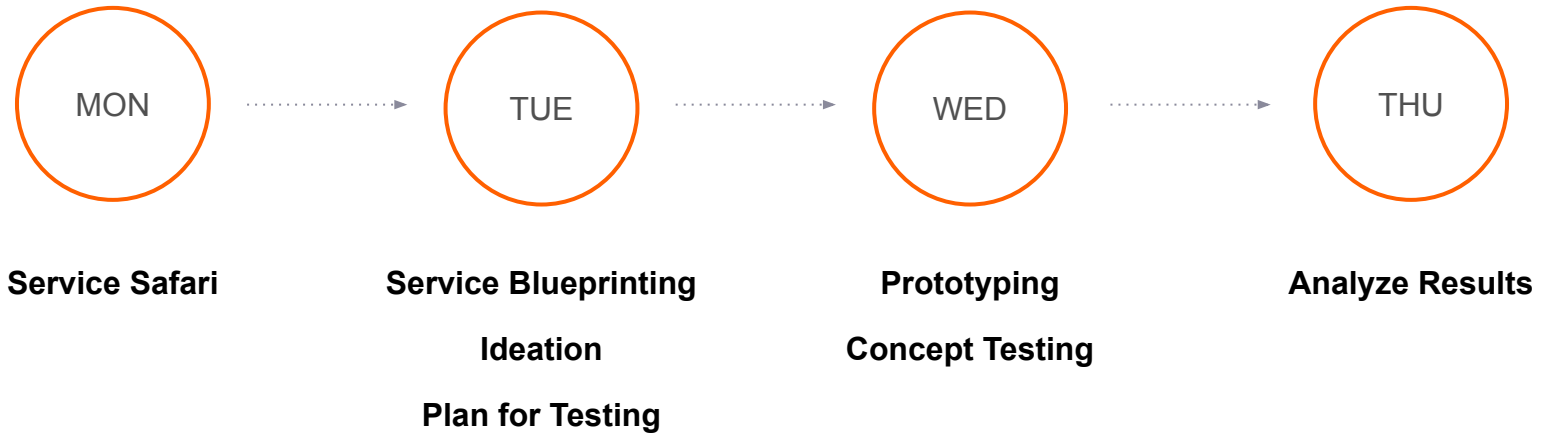
Rapid Service Design Sprint

Top Customer Pain Points:

1. **Navigating to remote branches (e.g., airport shuttle)**
2. Unclear range and wait for for *We'll Pick You Up*
3. Inconvenient branch hours
4. Waiting for the employee to inspect the vehicle

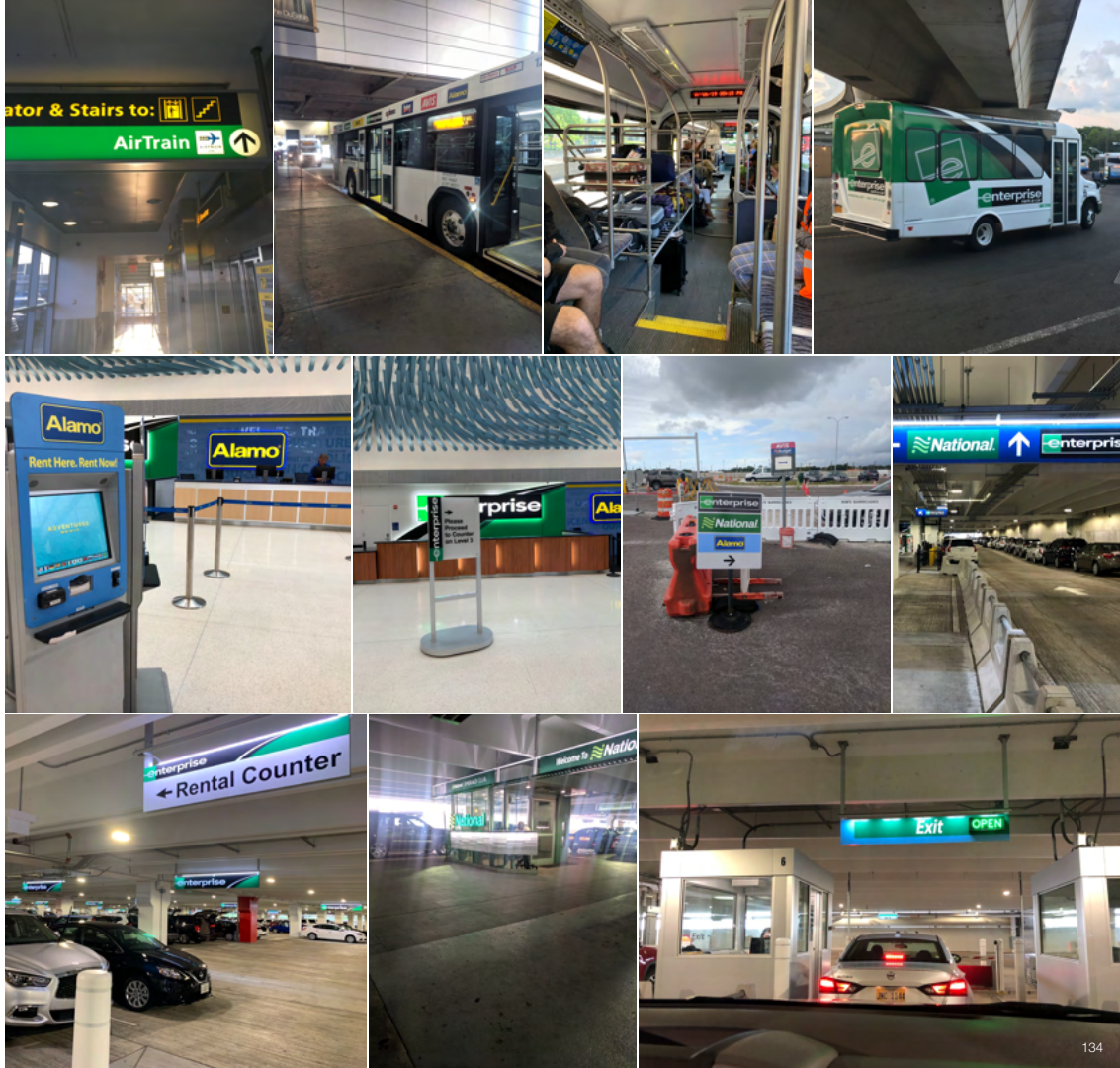
MAKING IT REAL

Our process in action



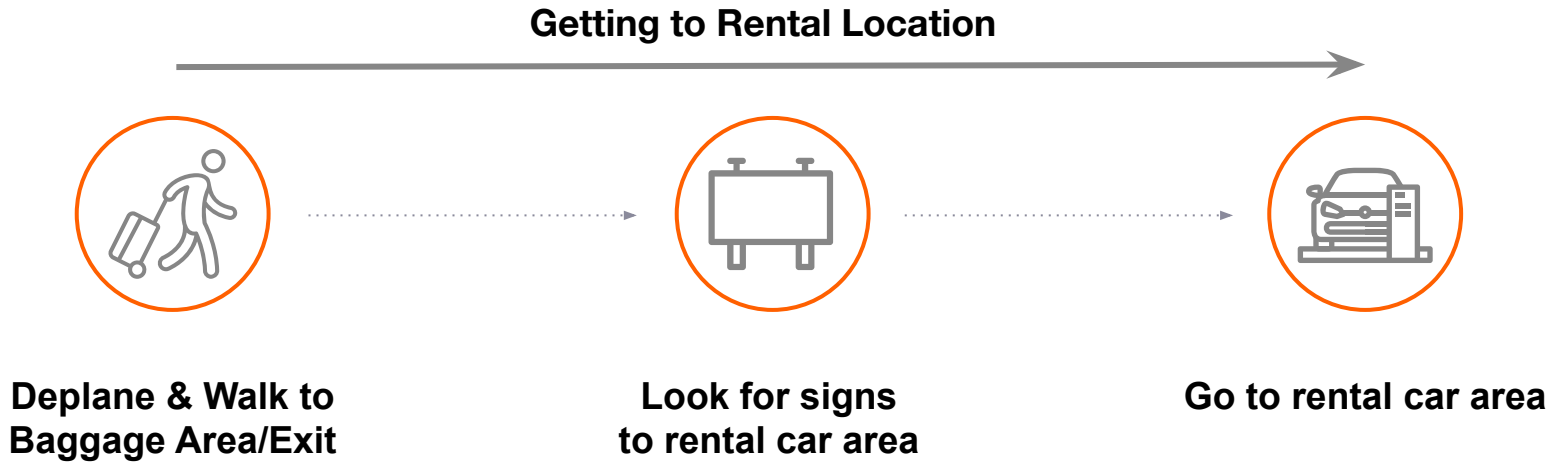
Service Safari

Home City, Airport, owned shuttles and combined, we consumed prior journey work and lived it for ourselves in a variety of scenarios.



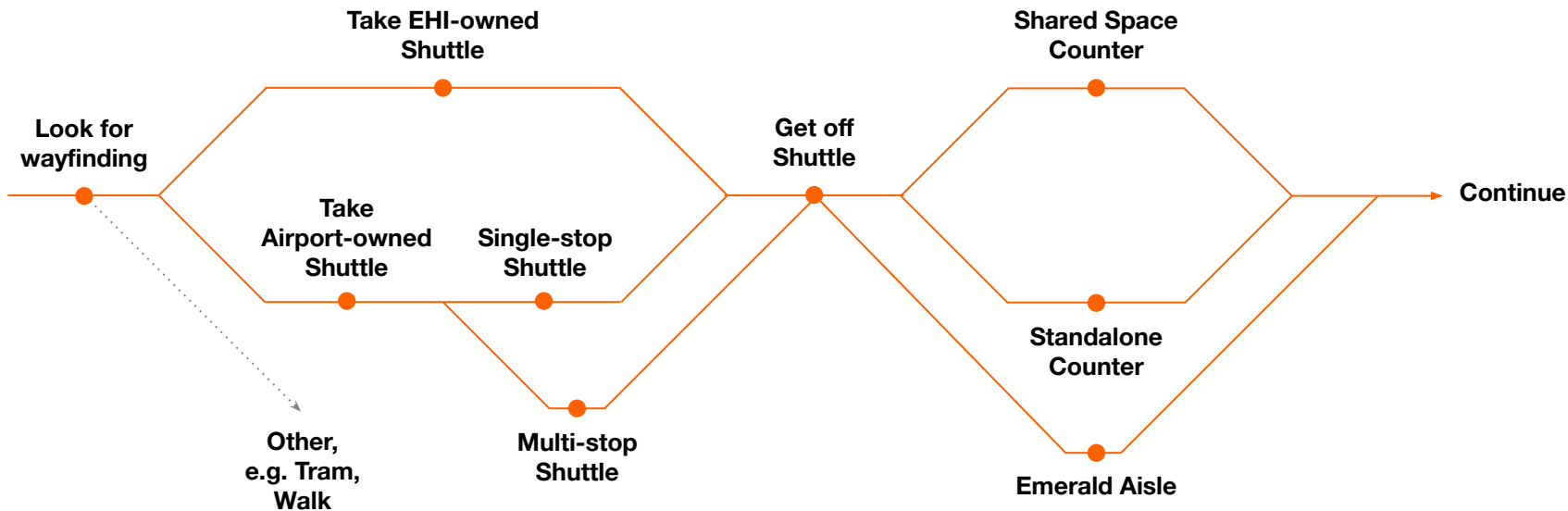
NAVIGATING TO REMOTE BRANCHES

The high level journey looks like this:

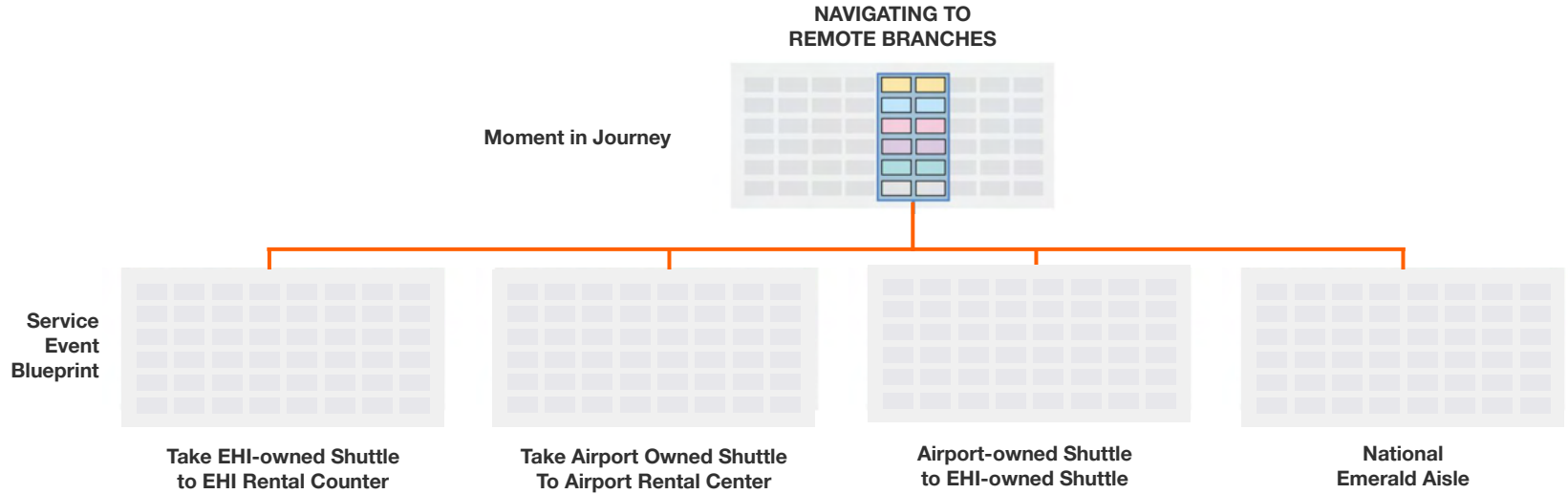


NAVIGATING TO REMOTE BRANCHES

However, the true journey is varied and complex:



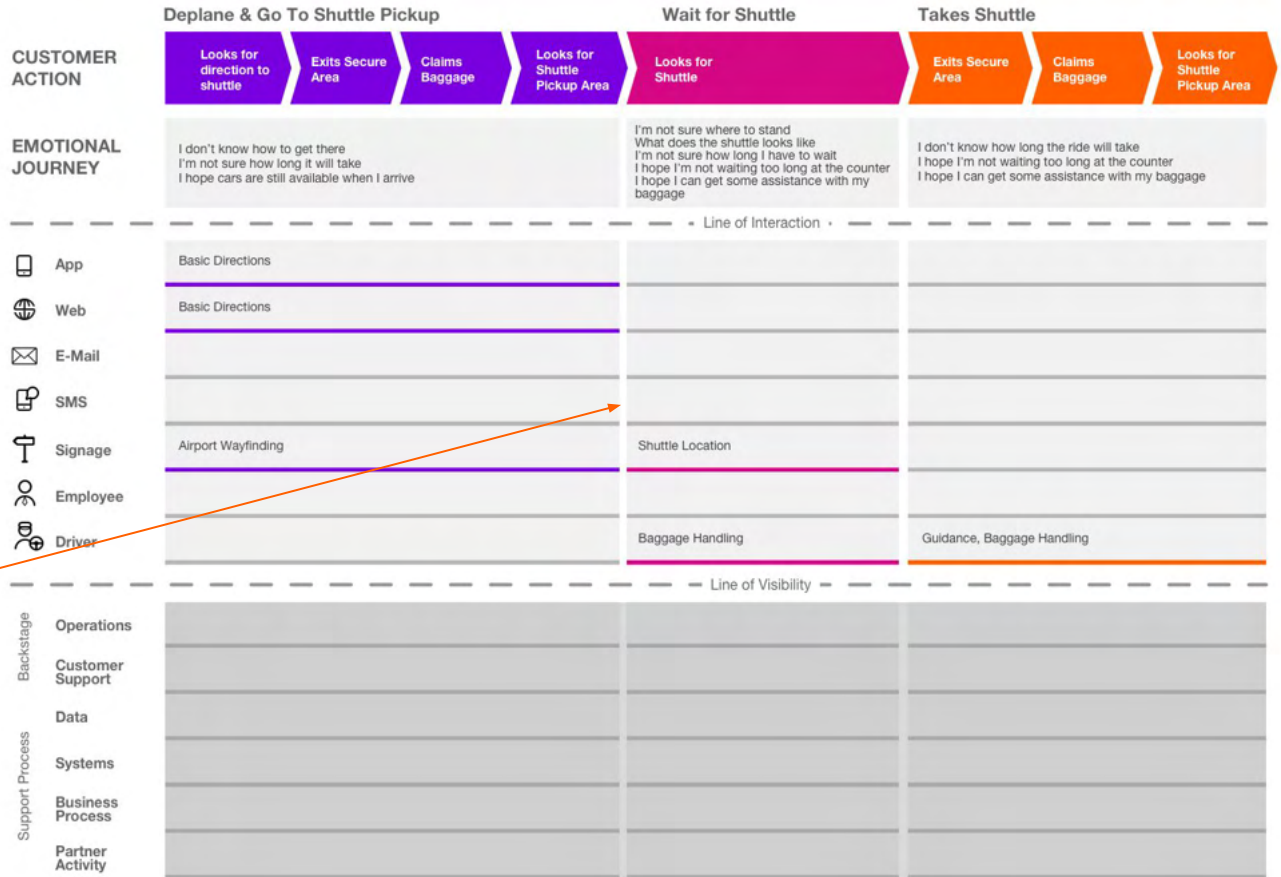
SERVICE EVENTS: NAVIGATING TO REMOTE BRANCHES



FOCUS: DEPLANING TO EXITING THE ENTERPRISE SHUTTLE

Current State Service Event Blueprint

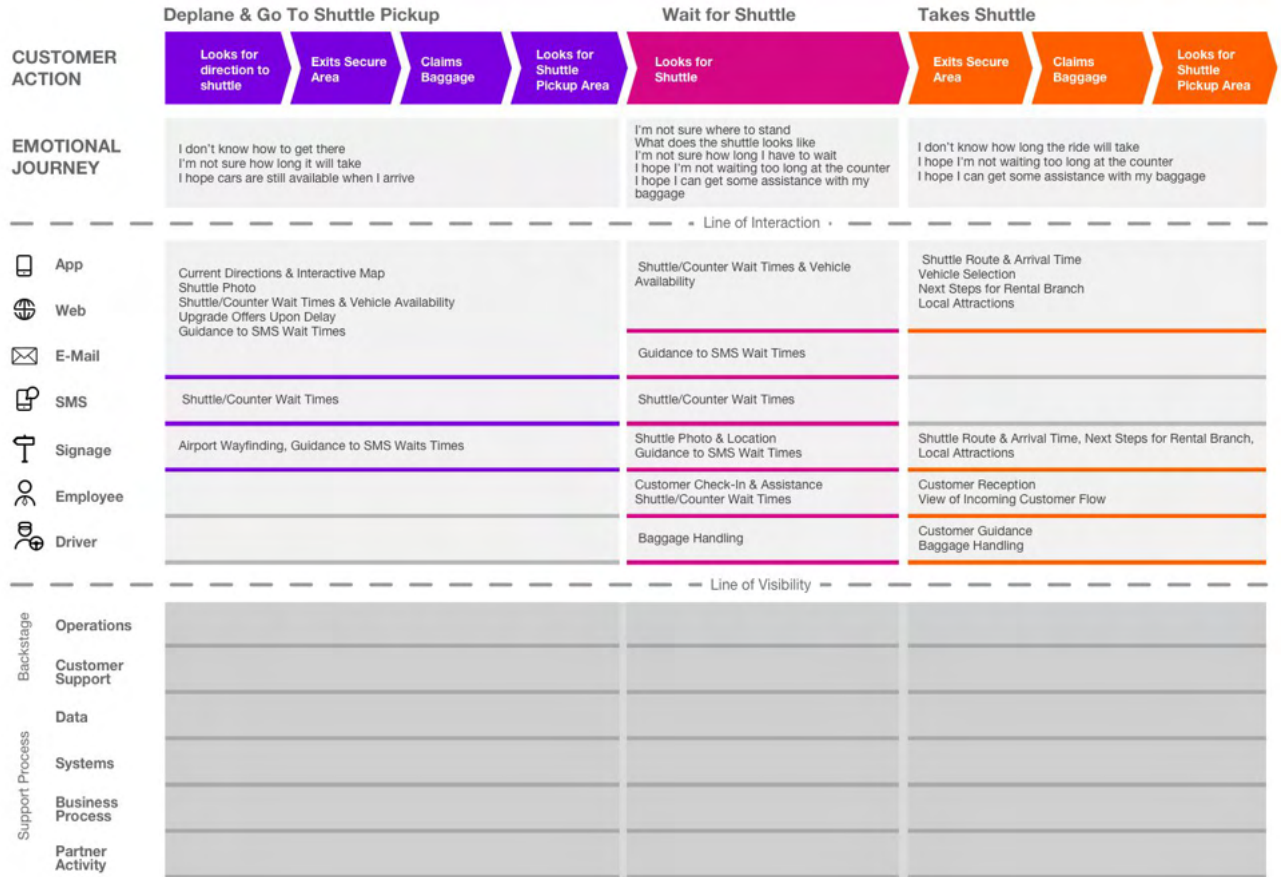
You see lots of **blank space** here because customer support is currently limited during these stages of the journey.



FOCUS: DEPLANING TO EXITING THE ENTERPRISE SHUTTLE

Future State Service Event Blueprint

During Service Event Blueprinting workshops, we explore channel opportunities in order to identify potential solution areas.



Improving the Airport Rental Wayfinding Journey



STAGE 1



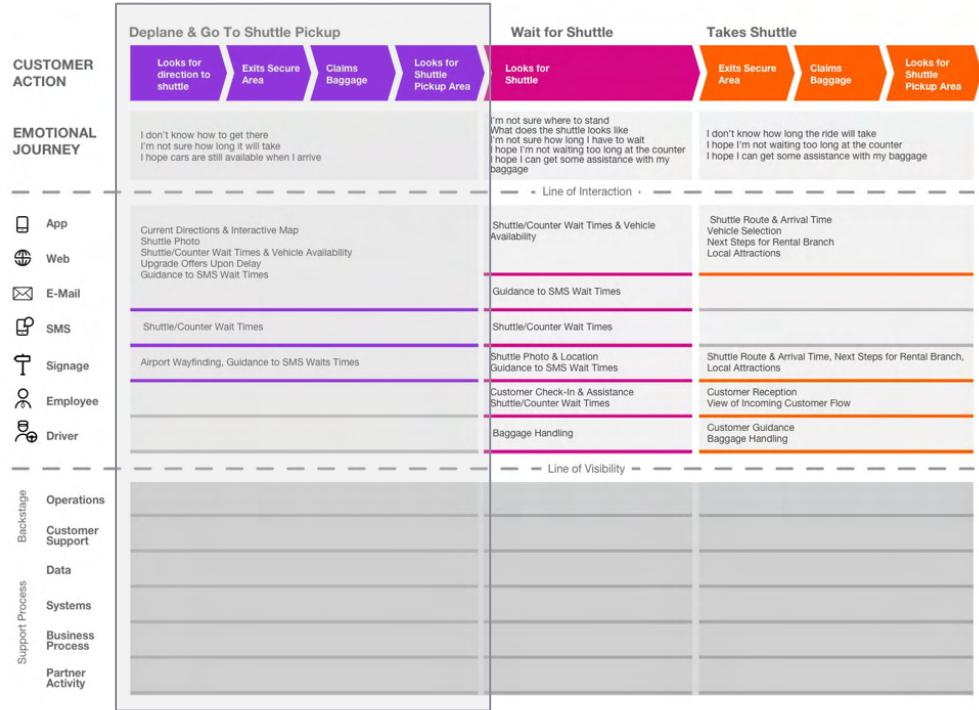
Deplane and go to Shuttle Pickup



Current Customer Challenges



Deplane and go to Shuttle Pickup



Key Challenges:

- “I don’t know how to get there and whether I need to take transportation”
- “I’m not sure how long it will take”
- “I hope cars are still available when I arrive” (non-reservation customer)

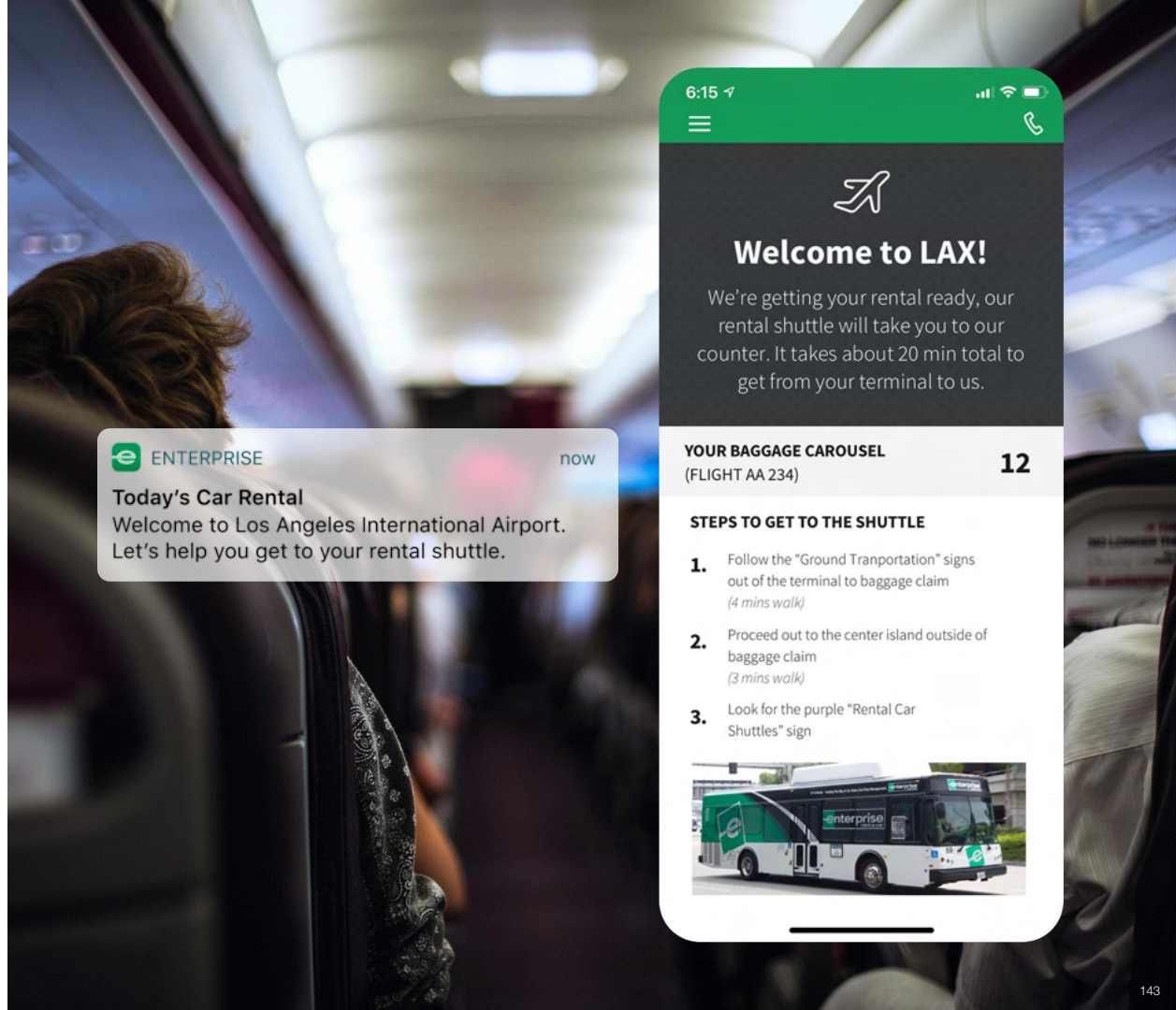
Guiding Principles:


- Set expectations
- Be transparent
- Provide clear, timely instructions
- Make it easy to get help

Your Next Steps Upon Arrival




Deplane and go to Shuttle Pickup



 ENTERPRISE now

Today's Car Rental
 Welcome to Los Angeles International Airport.
 Let's help you get to your rental shuttle.

6:15 📶 🔋




Welcome to LAX!

We're getting your rental ready, our rental shuttle will take you to our counter. It takes about 20 min total to get from your terminal to us.

YOUR BAGGAGE CAROUSEL **12**
 (FLIGHT AA 234)

STEPS TO GET TO THE SHUTTLE

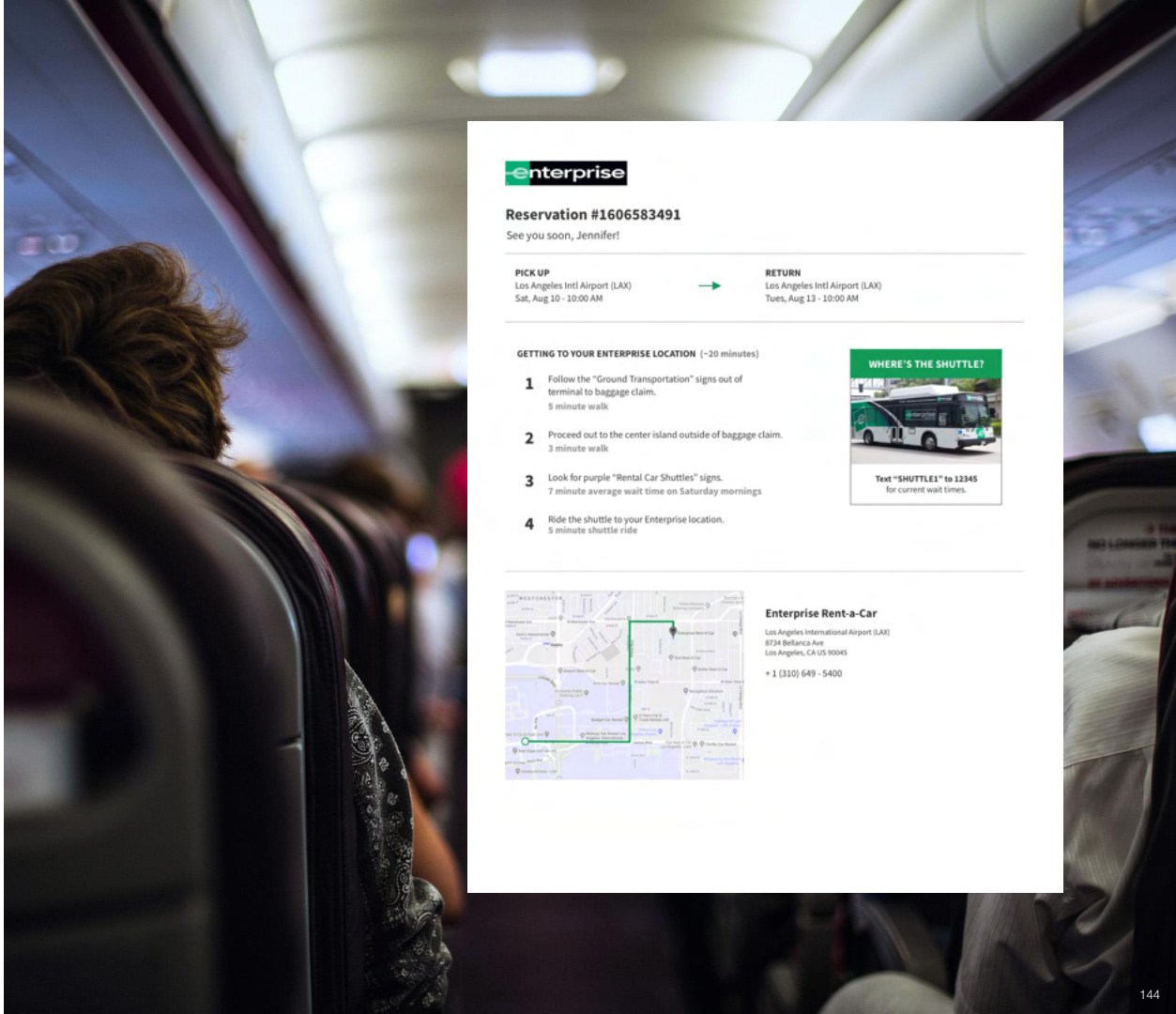
- 1.** Follow the "Ground Transportation" signs out of the terminal to baggage claim
(4 mins walk)
- 2.** Proceed out to the center island outside of baggage claim
(3 mins walk)
- 3.** Look for the purple "Rental Car Shuttles" sign



Your Next Steps Upon Arrival



Deplane and go to Shuttle Pickup



Reservation #1606583491

See you soon, Jennifer!

PICK UP

Los Angeles Intl Airport (LAX)
Sat, Aug 10 - 10:00 AM

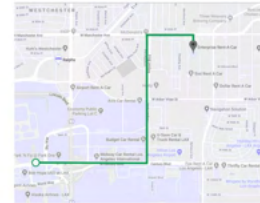


RETURN

Los Angeles Intl Airport (LAX)
Tues, Aug 13 - 10:00 AM

GETTING TO YOUR ENTERPRISE LOCATION (~20 minutes)

- 1 Follow the "Ground Transportation" signs out of terminal to baggage claim.
5 minute walk
- 2 Proceed out to the center island outside of baggage claim.
3 minute walk
- 3 Look for purple "Rental Car Shuttles" signs.
7 minute average wait time on Saturday mornings
- 4 Ride the shuttle to your Enterprise location.
5 minute shuttle ride



Enterprise Rent-a-Car

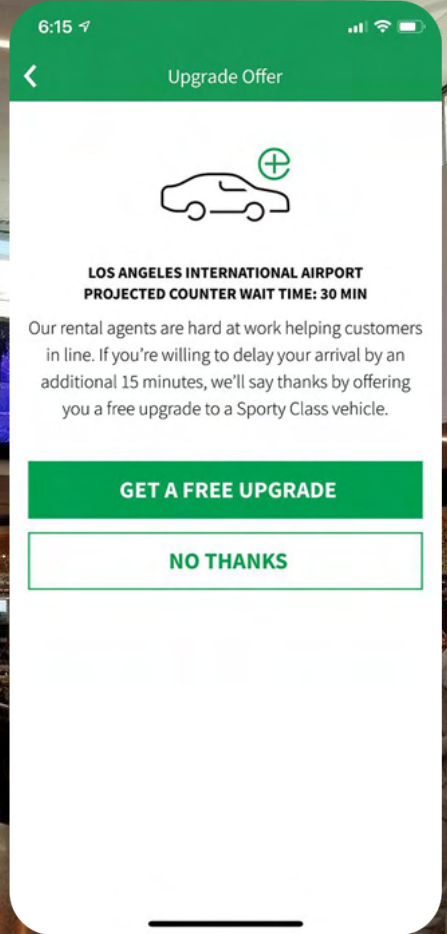
Los Angeles International Airport (LAX)
8734 Bellanca Ave
Los Angeles, CA US 90045

+1 (310) 649-5400

A Simple Thanks for Your Patience



Deplane and go to Shuttle Pickup



STAGE 2

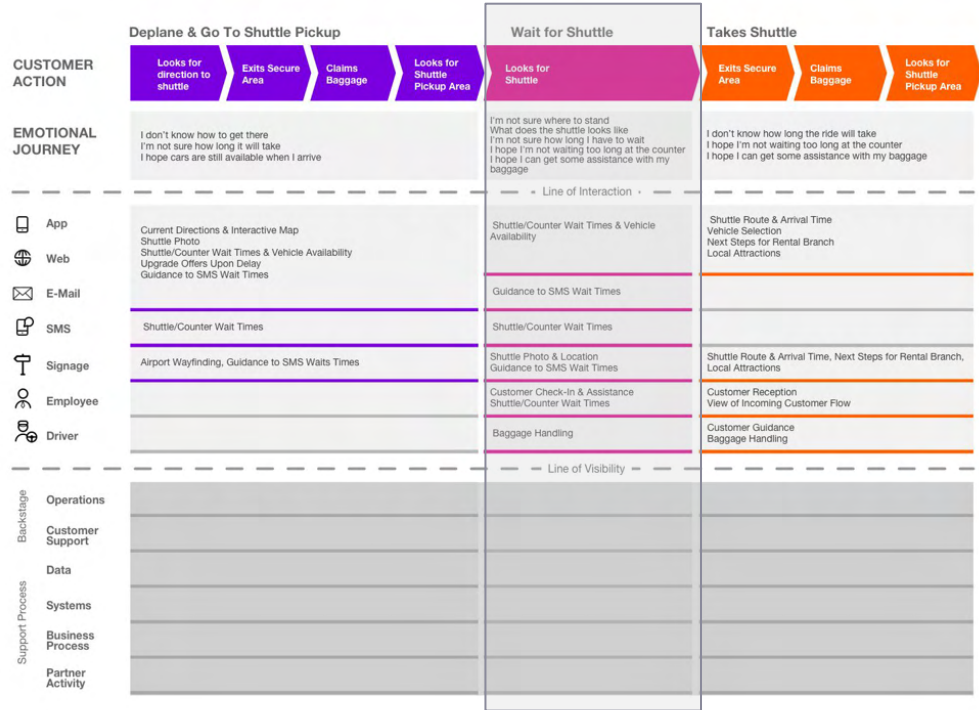


Wait for the Shuttle

Current Customer Challenges



Wait for Shuttle



Key Challenges:

- “I’m not sure how long I have to wait”
- “I’m not sure where I’m supposed to stand”
- “I hope I can get some assistance with my luggage”

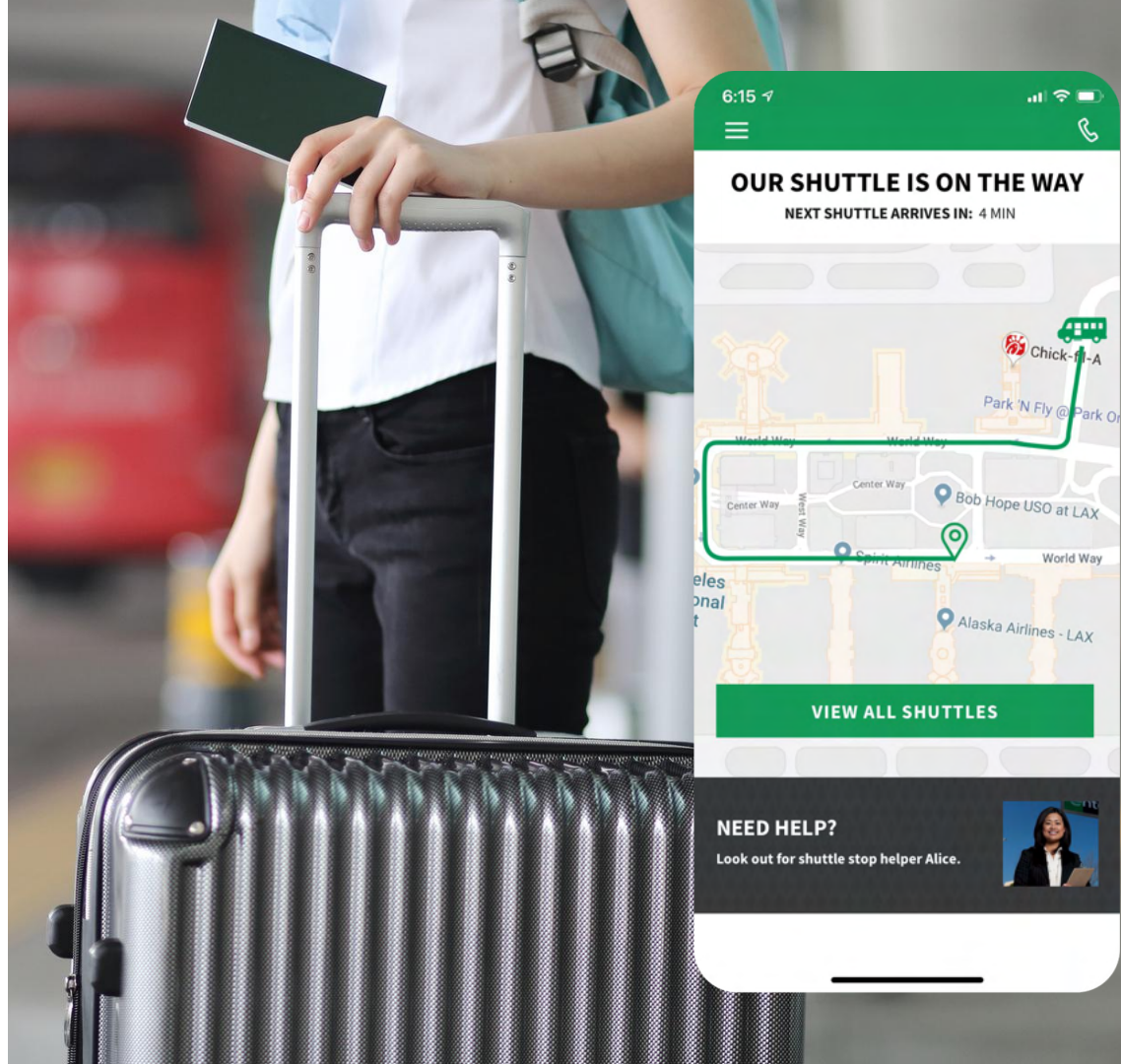
Guiding Principles:

- Set expectations
- Anticipate needs
- Provide clear guidance

Enterprise Leads the Way



Wait for Shuttle

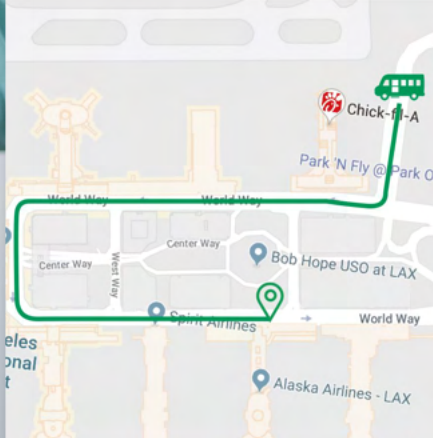


6:15



OUR SHUTTLE IS ON THE WAY

NEXT SHUTTLE ARRIVES IN: 4 MIN



VIEW ALL SHUTTLES

NEED HELP?

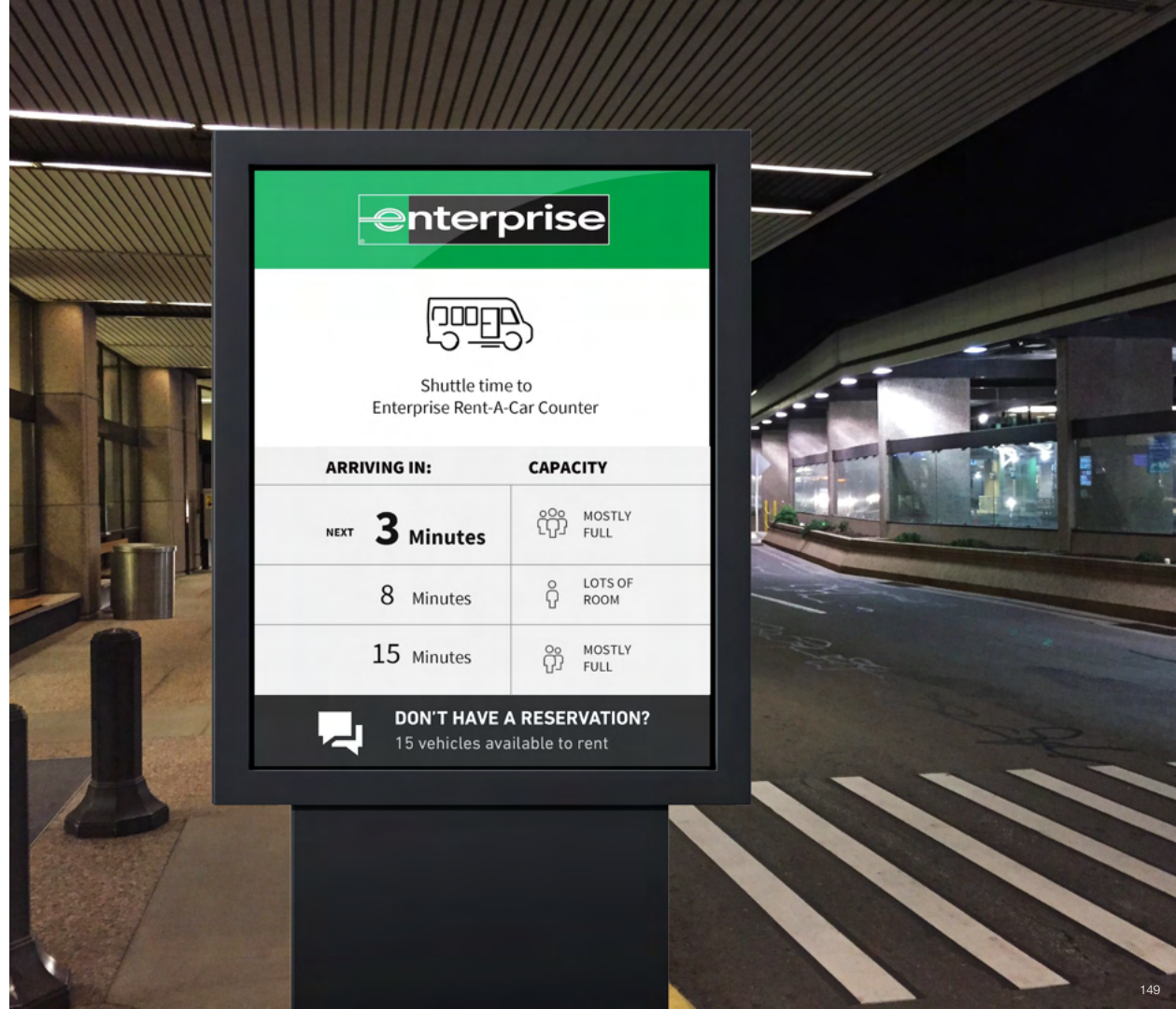
Look out for shuttle stop helper Alice.



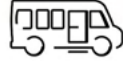
Enterprise Leads the Way






Wait for Shuttle




enterprise



Shuttle time to
Enterprise Rent-A-Car Counter

ARRIVING IN:		CAPACITY	
NEXT	3 Minutes	 MOSTLY FULL	
	8 Minutes	 LOTS OF ROOM	
	15 Minutes	 MOSTLY FULL	

 **DON'T HAVE A RESERVATION?**
15 vehicles available to rent

Enterprise Leads the Way



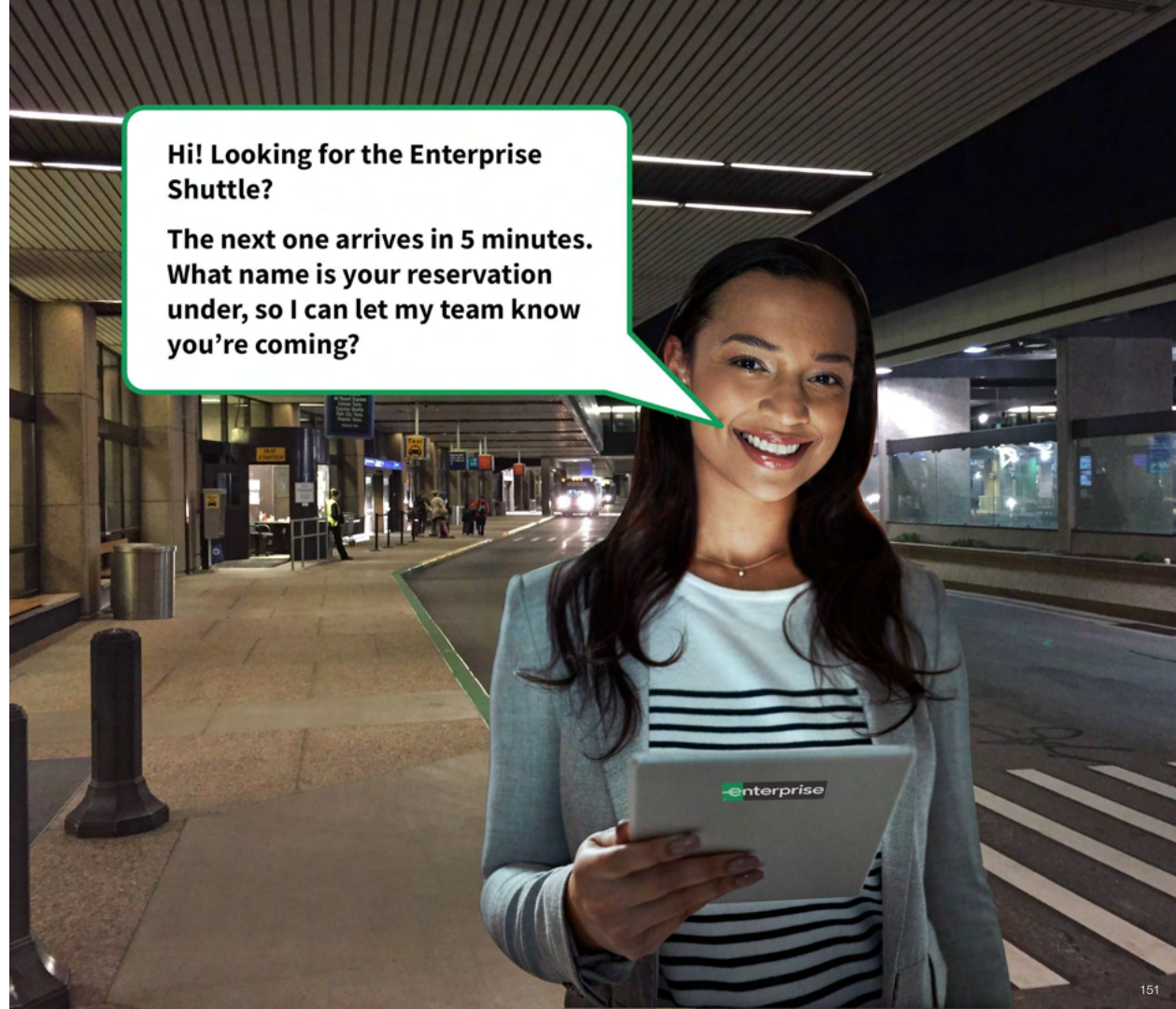
Wait for Shuttle



Enterprise Leads the Way



Wait for Shuttle



Hi! Looking for the Enterprise Shuttle?

The next one arrives in 5 minutes. What name is your reservation under, so I can let my team know you're coming?



STAGE 3

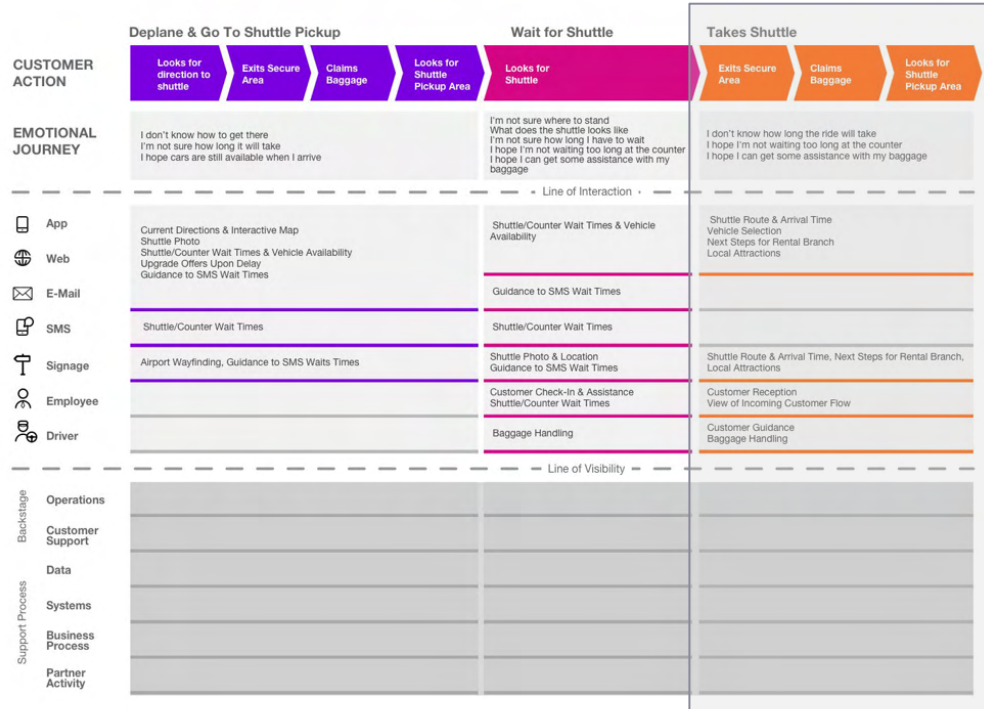


Take the Shuttle

Current Customer Challenges



Take the Shuttle



Key Challenges:

- “I don't know how long the ride will take”
- “I hope I'm not waiting too long at the counter”
- “I hope I can get some assistance with my baggage”

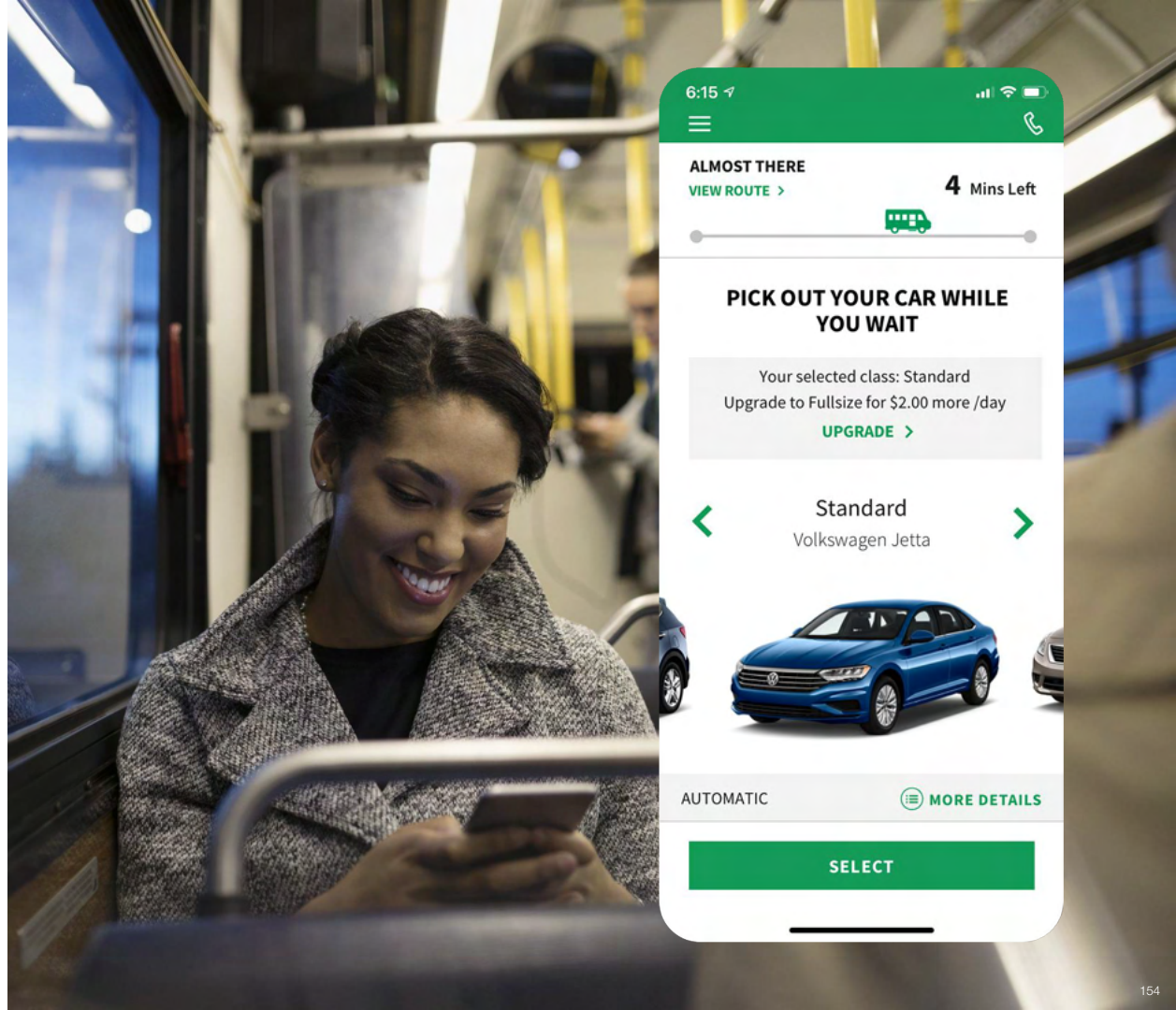
Guiding Principles:




- Set expectations
- Be transparent
- Distract with time-saving activities
- Personalize whenever possible
- Provide a consistent experience



One Step Ahead




Take the Shuttle



6:15   



 



ALMOST THERE **4 Mins Left**

[VIEW ROUTE >](#) 

PICK OUT YOUR CAR WHILE YOU WAIT

Your selected class: Standard
Upgrade to Fullsize for \$2.00 more /day
[UPGRADE >](#)

 **Standard** 
Volkswagen Jetta



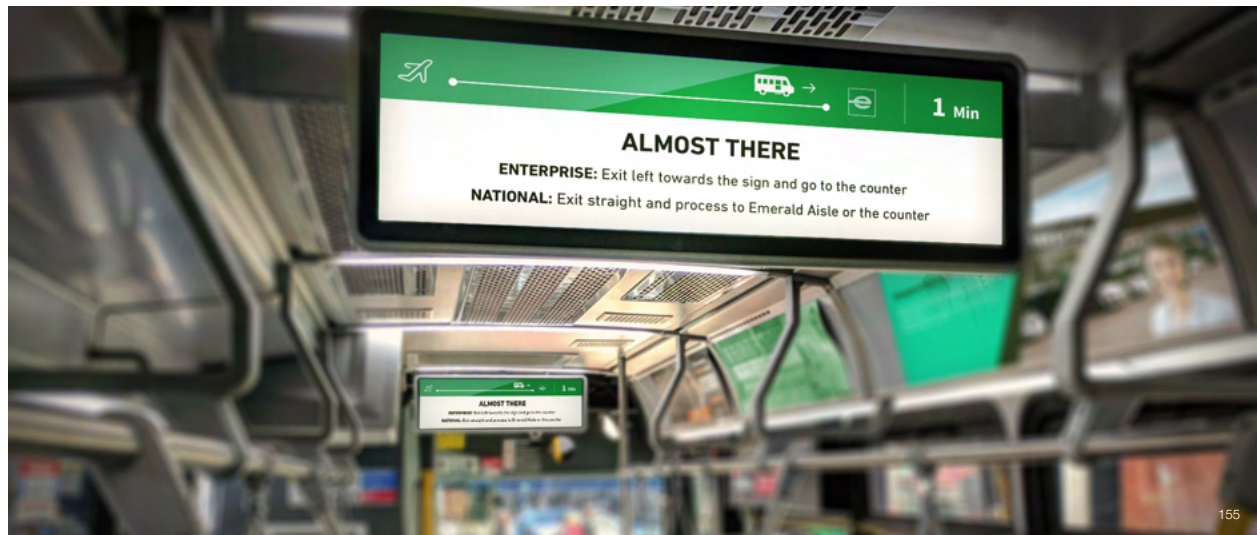
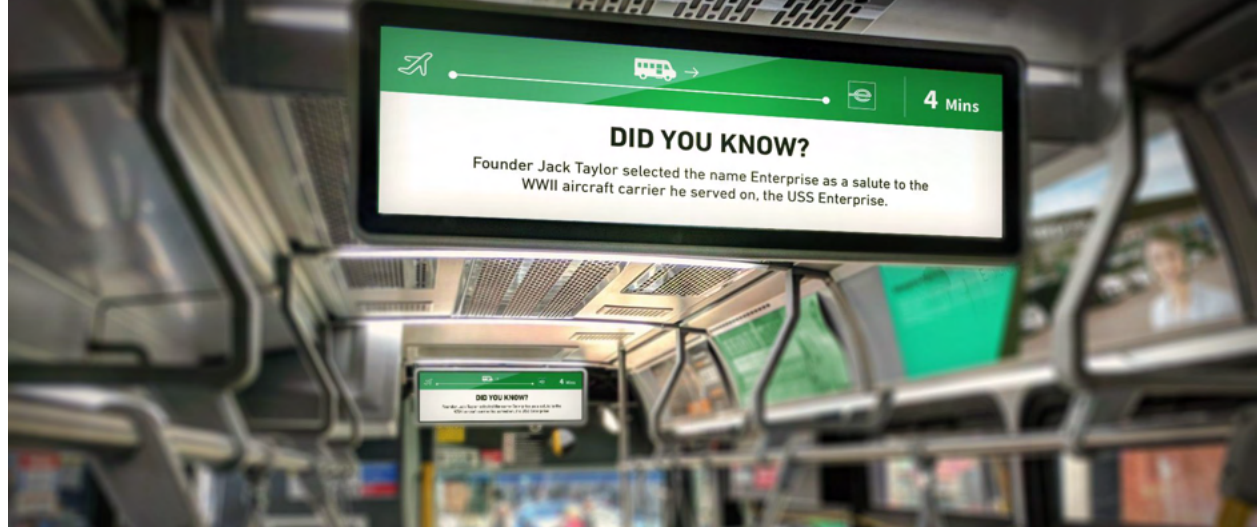
AUTOMATIC [MORE DETAILS](#)

SELECT

Clear Next Steps and a Fun Distraction



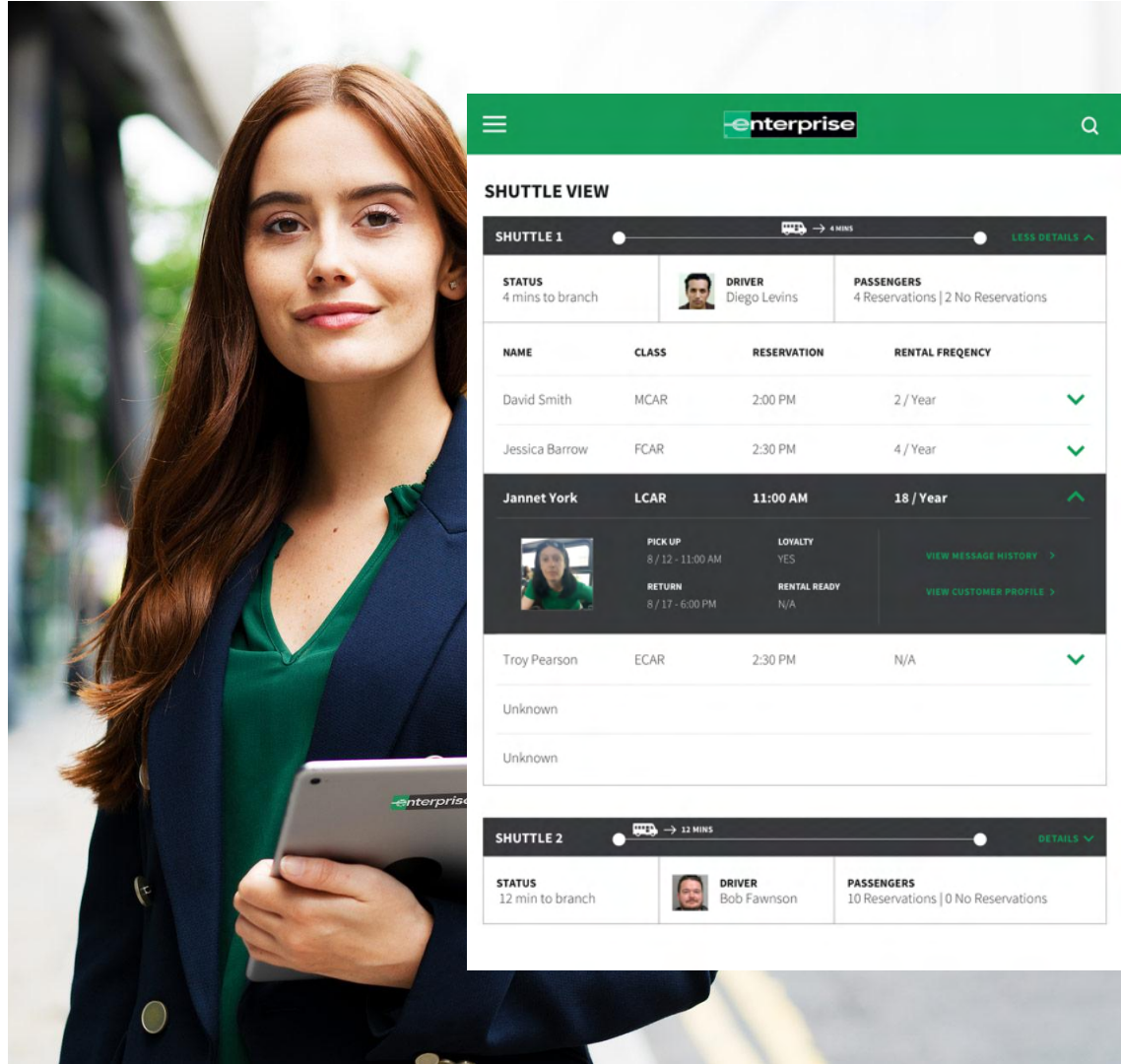
Take the Shuttle



A Personalized Greeting Upon Arrival



Take the Shuttle



☰
enterprise 🔍

SHUTTLE VIEW

SHUTTLE 1 🚗 → 4 MINS LESS DETAILS ^

STATUS 4 mins to branch	DRIVER Diego Levens	PASSENGERS 4 Reservations 2 No Reservations
-----------------------------------	-------------------------------	---

NAME	CLASS	RESERVATION	RENTAL FREQUENCY
David Smith	MCAR	2:00 PM	2 / Year ✓
Jessica Barrow	FCAR	2:30 PM	4 / Year ✓
Jannet York	LCAR	11:00 AM	18 / Year ^
	PICK UP 8 / 12 - 11:00 AM	LOYALTY YES	VIEW MESSAGE HISTORY >
	RETURN 8 / 17 - 6:00 PM	RENTAL READY N/A	VIEW CUSTOMER PROFILE >
Troy Pearson	ECAR	2:30 PM	N/A ✓
Unknown			
Unknown			

SHUTTLE 2 🚗 → 12 MINS DETAILS v

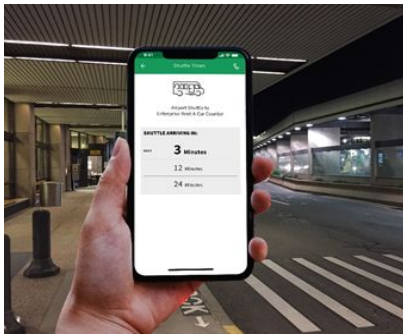
STATUS 12 min to branch	DRIVER Bob Fawnsion	PASSENGERS 10 Reservations 0 No Reservations
-----------------------------------	-------------------------------	--

Concept Testing

CONCEPT TESTING
STAGE 2 – WAIT FOR SHUTTLE

All four concepts **generated interest** and **made customers feel informed**.

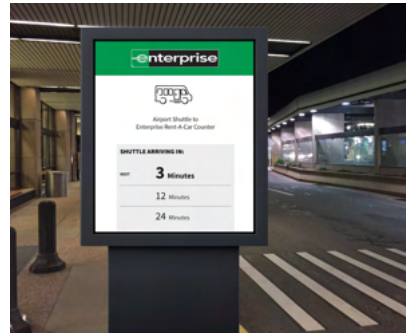
Mobile



Extremely/Very Interested: **88%**

Informed: **71%**

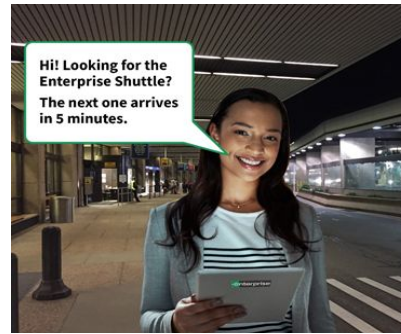
Dynamic Sign



Extremely/Very Interested: **92%**

Informed: **79%**

Branch Employee



Extremely/Very Interested: **79%**

Informed: **61%**

SMS Billboard



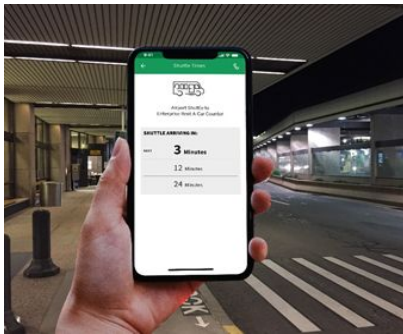
Extremely/Very Interested: **82%**

Informed: **63%**

CONCEPT TESTING
STAGE 2 – WAIT FOR SHUTTLE

But some **stood out for different reasons** that help guide our path forward.

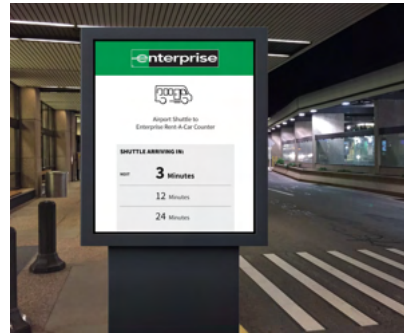
Mobile



20% preference

Emotional Takeaways:
Calm & Connected
Frustration-Relief
Anxiety Reduction

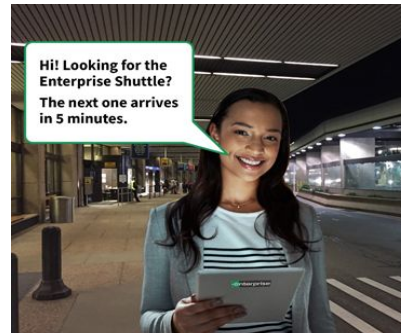
Dynamic Sign



49% preference

Emotional Takeaways:
Calm & Connected
Frustration-Relief
Anxiety Reduction

Branch Employee



22% preference

Emotional Takeaways:
Cared For & Respected
Frustration-Relief
Anxiety Reduction

SMS Billboard



9% preference

Emotional Takeaways:
Calm & Connected
Empowerment

Intel

Interactive POS Experience Concept

Meet the customer

Julie may not be a power user, but she still uses her PC a fair bit.

Mainly, she checks her email, lightly surfs the web, and streams her favorite shows.

Julie also uses her PC to organize family photos and create simple videos to celebrate special moments.

But lately, her PC has been dragging. Julie needs a new one, but she's overwhelmed by the sea of options out there. Julie also finds specs to be a baffling mix of numbers and acronyms.



JULIE

/ 34yo

/ Lancaster, PA

/ Married with kids

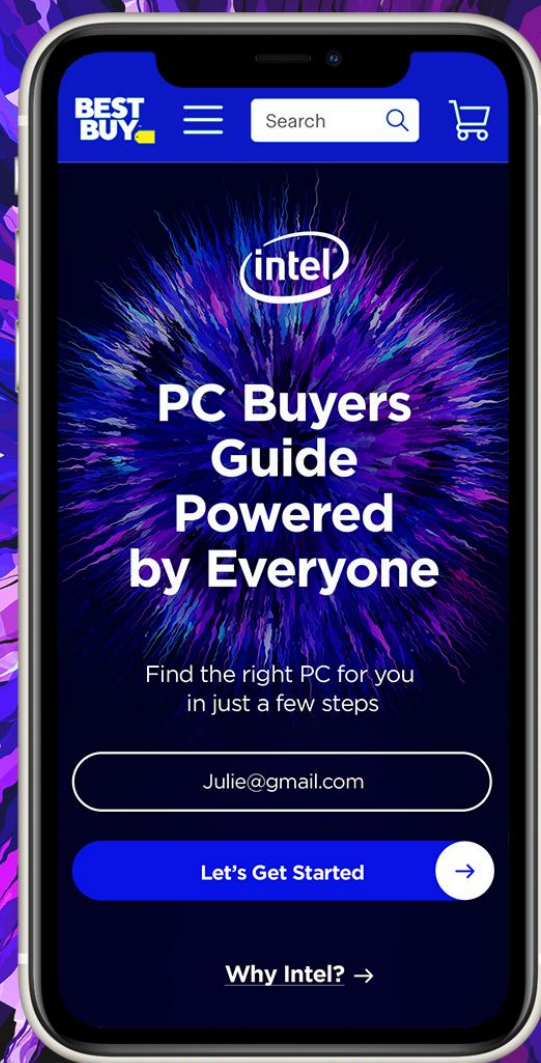
/ Enjoys media but not really computer savvy

Her journey starts before the store

Julie first turns to Google for PC buying advice. The search engine returns lots of links, but one result stands out: Intel's PC Buyers Guide.

Julie finds this content appealing because, instead of having to read spec-filled articles and charts, she'll be automatically guided to the PCs perfect for her, based on her computer usage.

Intrigued, she enters her email and initiates the process.

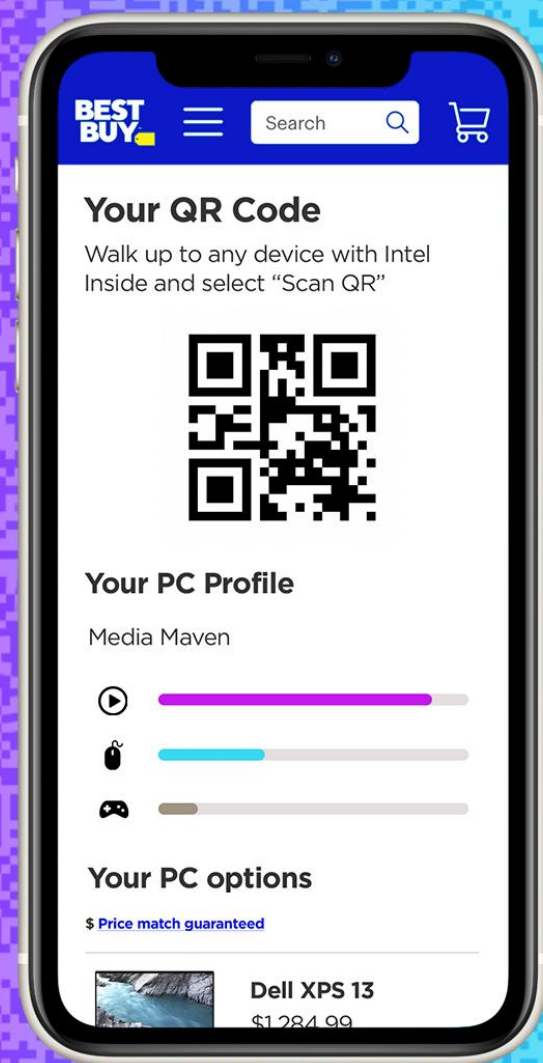


Inspired, empowered & informed.

Julie's ready to check out the recommended PCs in person.

And she won't even have to ask for help. Using QR technology Julie will be provided personalized information at any IPOS device in the store.

Before she goes, she saves her finalized list as a QR code that she can either print out or save to her phone.



Making the in-store connection

In the store, Julie sees a bewildering mass of Intel-powered laptops.

Each laptop, when in screensaver mode, displays animated messaging and immersive imagery that speaks to the benefits of the device. One that highlights media consuming and creation catches Julie's eye.

As she approaches, the PC's camera sees her. The screen greets Julie with a prompt to 'ring' for a salesperson or to scan her QR code.



For Binge Watching & Content Creation



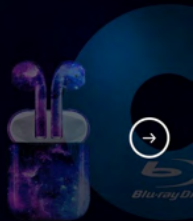
Stream Content Anywhere

Enjoy back-to-back-to-back episodes with ultra-long battery life.



A Cinematic Experience

Visuals come alive with dramatic pops of color and crisp details.



Lightweight, Yet Powerful

Switch between movies, music, photos and more in a flash.



Intel Online PC Profiler

Find your just-right PC in just a few steps.



Ring the Service Bell

A salesperson will be right over to help you



Leading her to the right PC

Julie's personalized guide opens and she can review her PC options at a glance. She can even edit her profile if she wants. More importantly, she can locate the other PCs she wants to check out.

Julie feels relaxed, engaged, excited and inspired. This is the kind of experience that makes her feel confident about her choice.

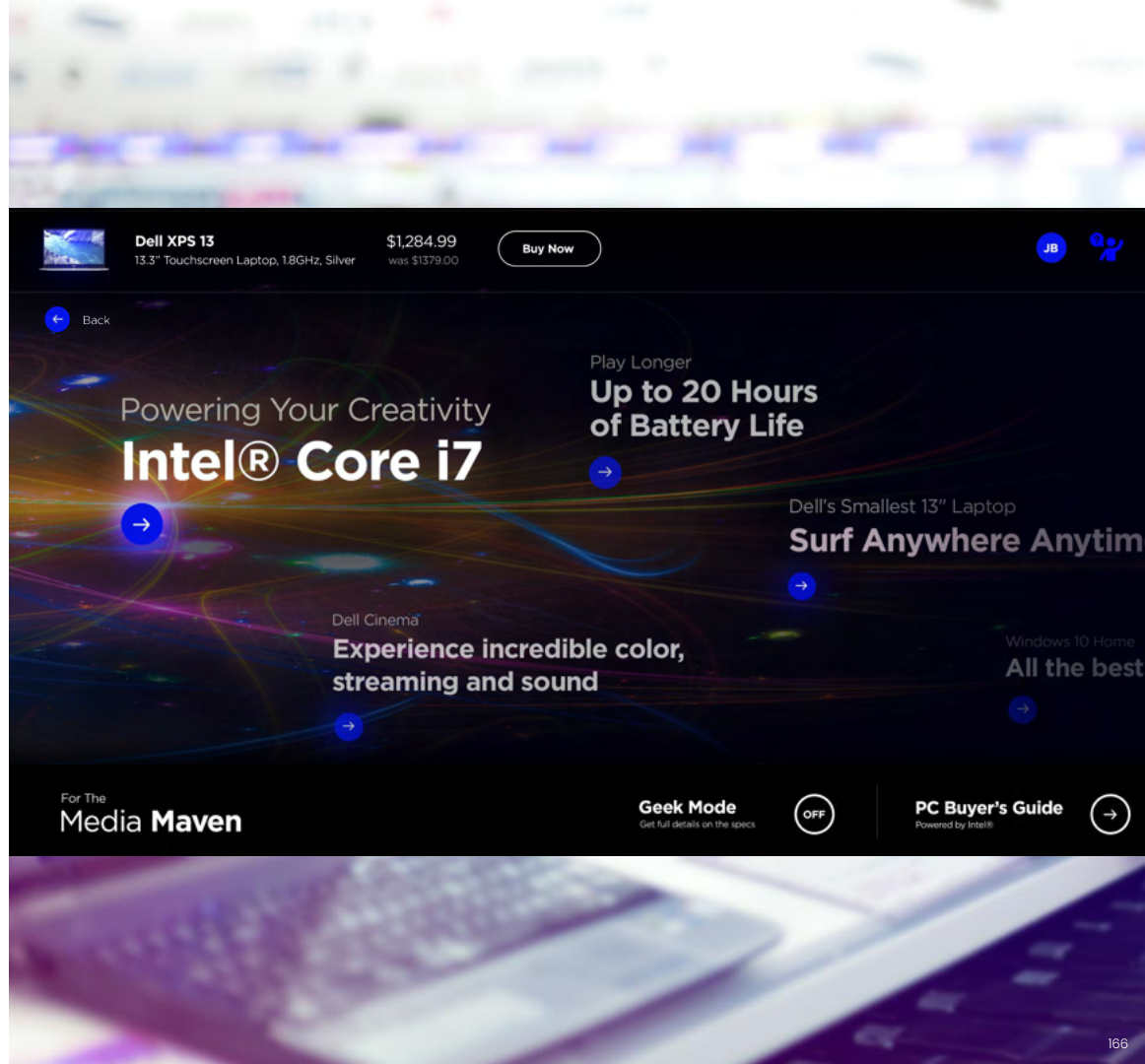


A personalized shopping experience

Julie is guided to one of the PCs; it's displaying 'Media Maven' benefits on the screen. She sees how this laptop empowers streaming and photo organizing.

The visual design is clean, engaging and navigable. And the language is simple and relevant. She can tap to learn more about the benefits.

If she still feels overwhelmed, she can 'ring' a salesperson over to help; if she's ready to dig in, she can tap Geek Mode for detailed specs.



Evaluating the product

Tapping any of the benefits immerses Julie into different parts of the product story, each as enticing as the next.

The language is both informative and engaging, and helps Julie immediately understand how the features will help her.



Dell XPS 13
13.3" Touchscreen Laptop, 1.8GHz, Silver
\$1,284.99
was \$1379.00
[Buy Now](#)

Back

Intel® Core i7

Stream Away

Powered by one of Intel's newest chips for stutter-free game and video streaming, even with a bunch of tabs open.

For The **Media Maven**

Geek Mode
Get full details on the specs.

PC Buyer's Guide
Powered by Intel® [→](#)

Evaluating the product

As she scrolls down the page, imagery, text and video make it abundantly clear that this PC can help Julie enjoy better graphics, faster image editing and seamless streaming.



Dell XPS 13
13.3" Touchscreen Laptop, 1.8GHz, Silver

\$1,284.99
was \$1,379.00

[Buy Now](#)

[Back](#)

Multitask Like a Pro

The more cores a computer has, the faster it is at performing multiple tasks. The processor in this device is super-charged so you can stream video and edit photos at the same time without missing a beat.

[All About Speed](#)

For The **Media Maven**

Geek Mode
Get full details on the specs [OFF](#)

PC Buyer's Guide
Powered by Intel® [→](#)

Evaluating the product

Julie can continue to scroll down to learn more about the product in easy-to-understand terms. She can also tap into more details about any of the features and benefits.

As always, the option to buy is present.



Dell XPS 13
13.3" Touchscreen Laptop, 1.8GHz, Silver

\$1,284.99
was \$1,379.00

[Buy Now](#)

[Back](#)

Do More with More Cores

Cores are basically processing units. The more cores a chip has, the faster the PC can switch between programs. Different Intel® Core™ processors meet different needs.

[Compare Intel® Core™ Processors](#)

For The **Media Maven**

Geek Mode
Get full details on the specs [OFF](#)

PC Buyer's Guide
Powered by Intel® [→](#)

Catch her at the moment when she's ready to buy

After undertaking the IPO journey, Julie comes away with a story of how each option fits into her life and answers her creative needs.

Julie's ready to buy, but scrolls down once more looking for information that'll reassure her that this is the laptop for her.



Dell XPS 13
13.3" Touchscreen Laptop, 1.8GHz, Silver

\$1,284.99
was \$1379.00

Buy Now

JB

← Back

Bring This Home

Dell XPS 13
13.3" Touchscreen Laptop,
1.8GHz, Silver

\$1,284.99
was \$1379.00

Check Out

A sales agent will be with you momentarily

For The **Media Maven**

Geek Mode
Get full details on the specs

OFF

PC Buyer's Guide
Powered by Intel®


→

Catch her at the moment when she's ready to buy

Immersive screens remind Julie just how perfect this PC is for Media Mavens.

We reinforce benefits already mentioned while bringing up a few more.





Dell XPS 13
13.3" Touchscreen Laptop, 1.8GHz, Silver

\$1,284.99
was \$1379.00

Buy Now

JB

← Back

An Entertainment Center

-
-
-

↓

A Cinematic Experience

Visuals come alive with dramatic pops of color and crisp details, and appear every bit as lifelike as the world around you.

Slide to Compare

For The
Media Maven

Geek Mode
Get full details on the specs

OFF

PC Buyer's Guide
Powered by Intel®

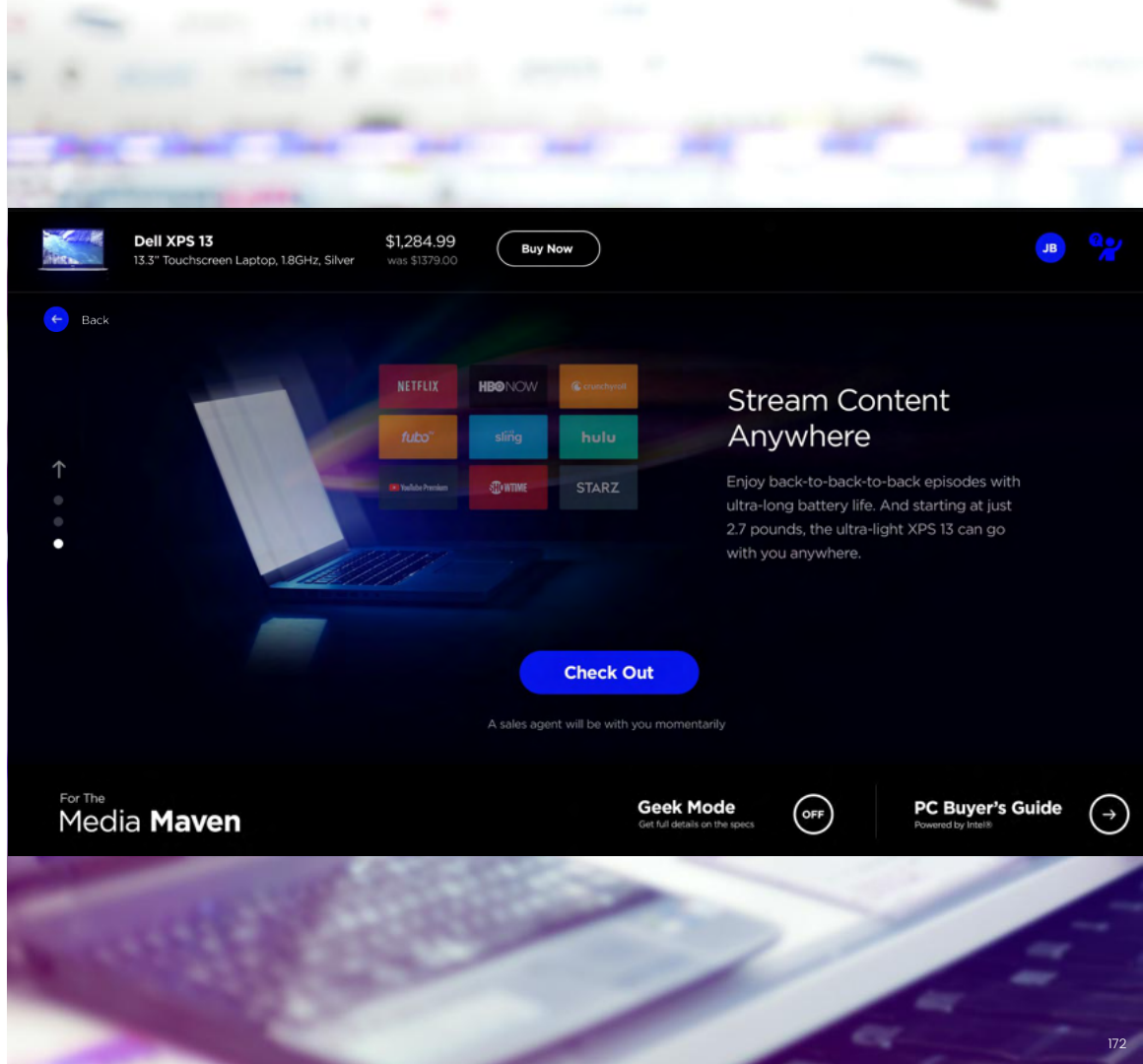
→



Catch her at the moment when she's ready to buy

After scrolling down, Julie can check out or save all this info back to her QR code for further consideration.

After being reminded of what a great streaming machine this PC is, she taps 'Check Out' to call a salesperson over to finalize her purchase.



Closing the deal

The salesperson arrives, with Julie's PC profile reflected on their tablet, already synced with what's on the IPOS screen. Any final questions are answered quickly.

Ready to buy, Julie holds her phone near the tablet to complete the payment with her mobile wallet.

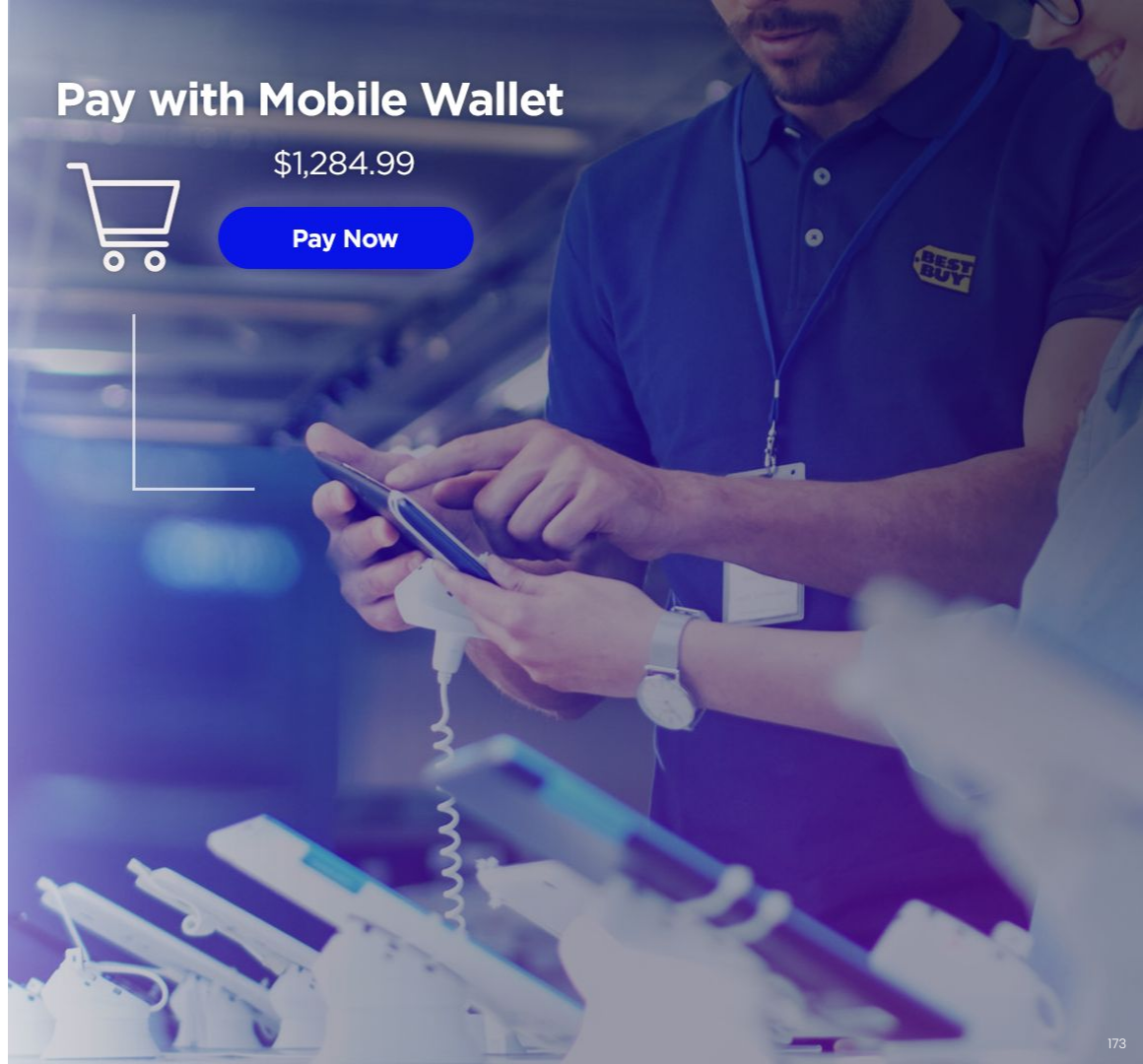
New device in hand, Julie heads home, dreaming about her next video project.

Pay with Mobile Wallet



\$1,284.99

Pay Now



Unveiling the product

Within the hour, Julie gets an email that features an 'Intel unveiling' video for the product she's purchased.

It builds excitement around the product design and features. Then it walks her through the first steps of exploring the device.

More than ever, Julie is confident that Intel is giving her the right kind of power to meet her unique purpose and she can't wait to play with her new laptop.



Tony Owens

Human-Centered Product & Service Design Leader

tonyowens@uxarchitect.net | www.tonyowens.net | [linkedin.com/in/tonyo](https://www.linkedin.com/in/tonyo) | 347.332.3030