IMOGEN WALSH

UX DESIN PORTFOLIO

Selected Samples

ABOUT ME

I'm a UX Design Master's Graduate and have experience working as a UX Designer in a start-up company, with the capabilities of working in an agile team environment.

This experience has allowed me to think creatively and analytically in order to create meaninfgul yet accessible interactions.
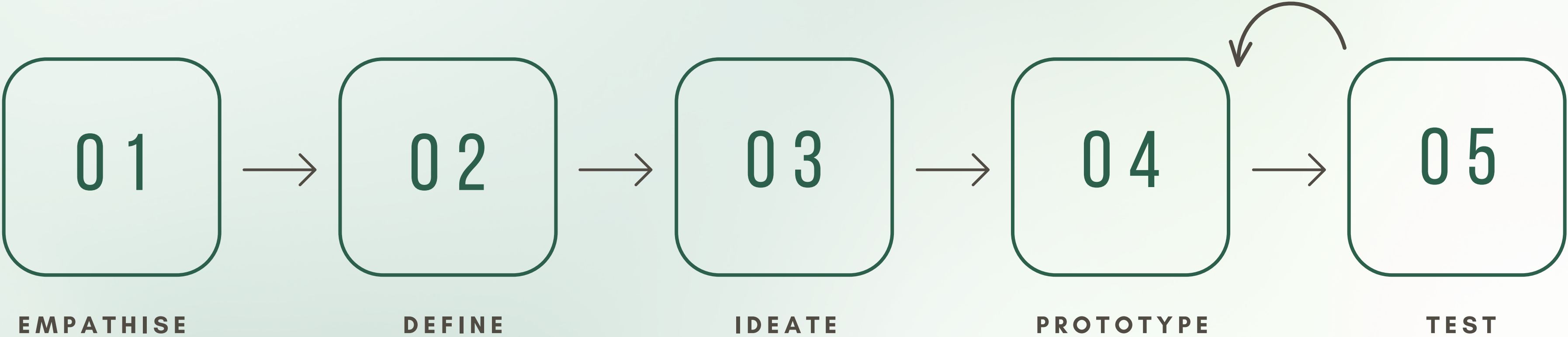
USER RESEARCH	INTERACTION DESIGN
USER INTERFACE	DESIGN STRATEGY
SERVICE DESIGN	UAT TESTING

APPROACH

Imogen Walsh

01 → **02** → **03** → **04** → **05**

EMPATHISE   DEFINE   IDEATE   PROTOTYPE   TEST

CASE STUDIES

I have worked on projects throughout my masters degree that I am able to demonstrate. This is a selection of design projects – showcasing both individual and teamwork efforts.
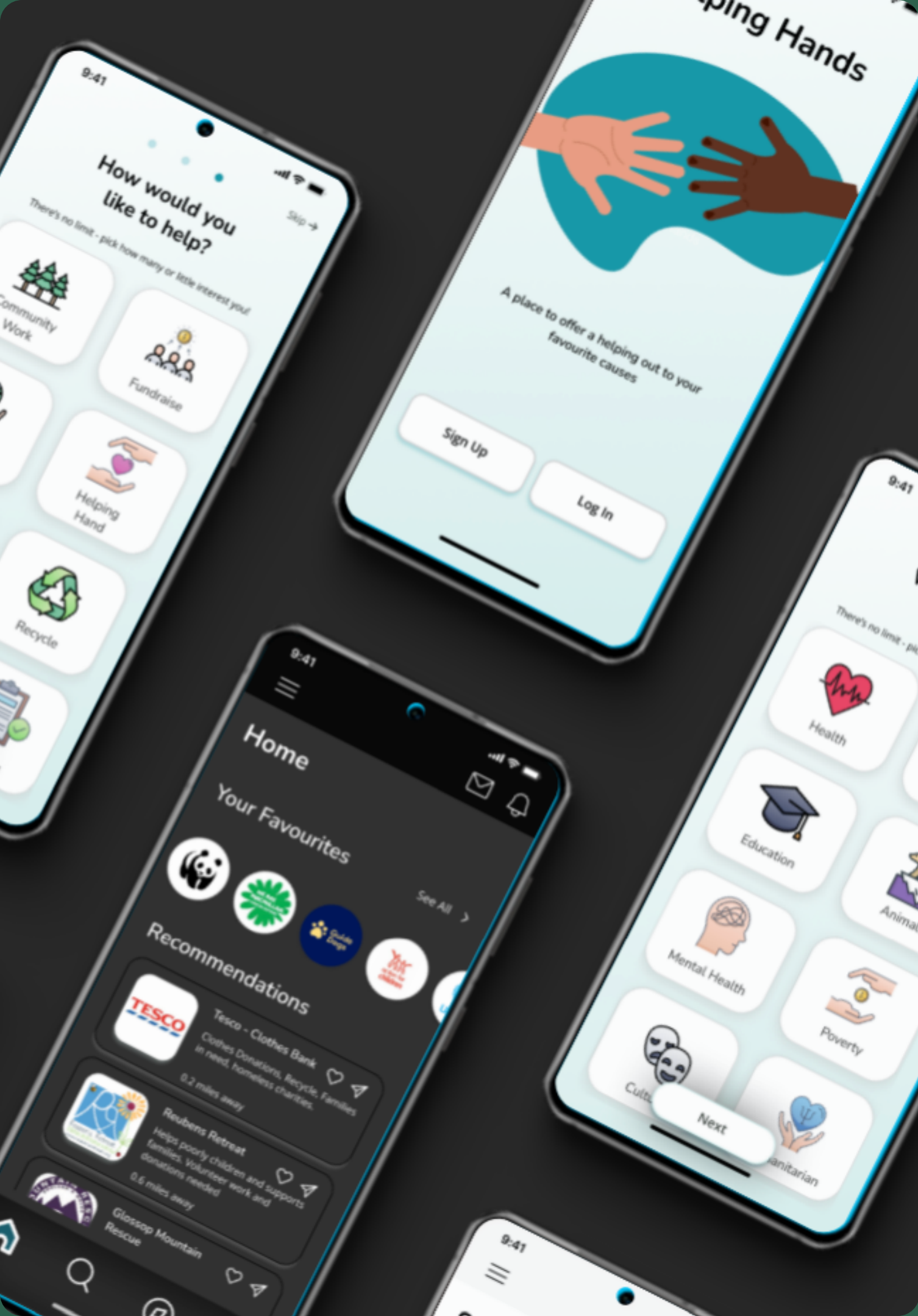
HELPING HANDS

Charity Platform
Lead UX Designer. Designed an iOS platform to help users donate to charity without using financial contribution.

DOCBOOK

Online Booking System
UX Research Lead and UX Designer. Discovered and implemented multiple features to enhance online booking systems in primary healthcare.

HELPING HANDS

Time: 3 Months

Role: Lead UX Designer & Researcher

**Platform:** iOS application, mobile

Tools: Figma

Challenge: Finding alternative ways to get people to donate to charities and to improve human interaction.

Solution:

- Create a mobile application to help users search for charities in a specific area or with a skillset they would like to donate.

- An interactive tool where users can search, donate and connect, creating a generous society/community.

RESEARCH- EMPATHY MAP

I conducted interviews to understand the target audience. The interviews allowed the creation of an affinity map where the users answers and opinions are organised.
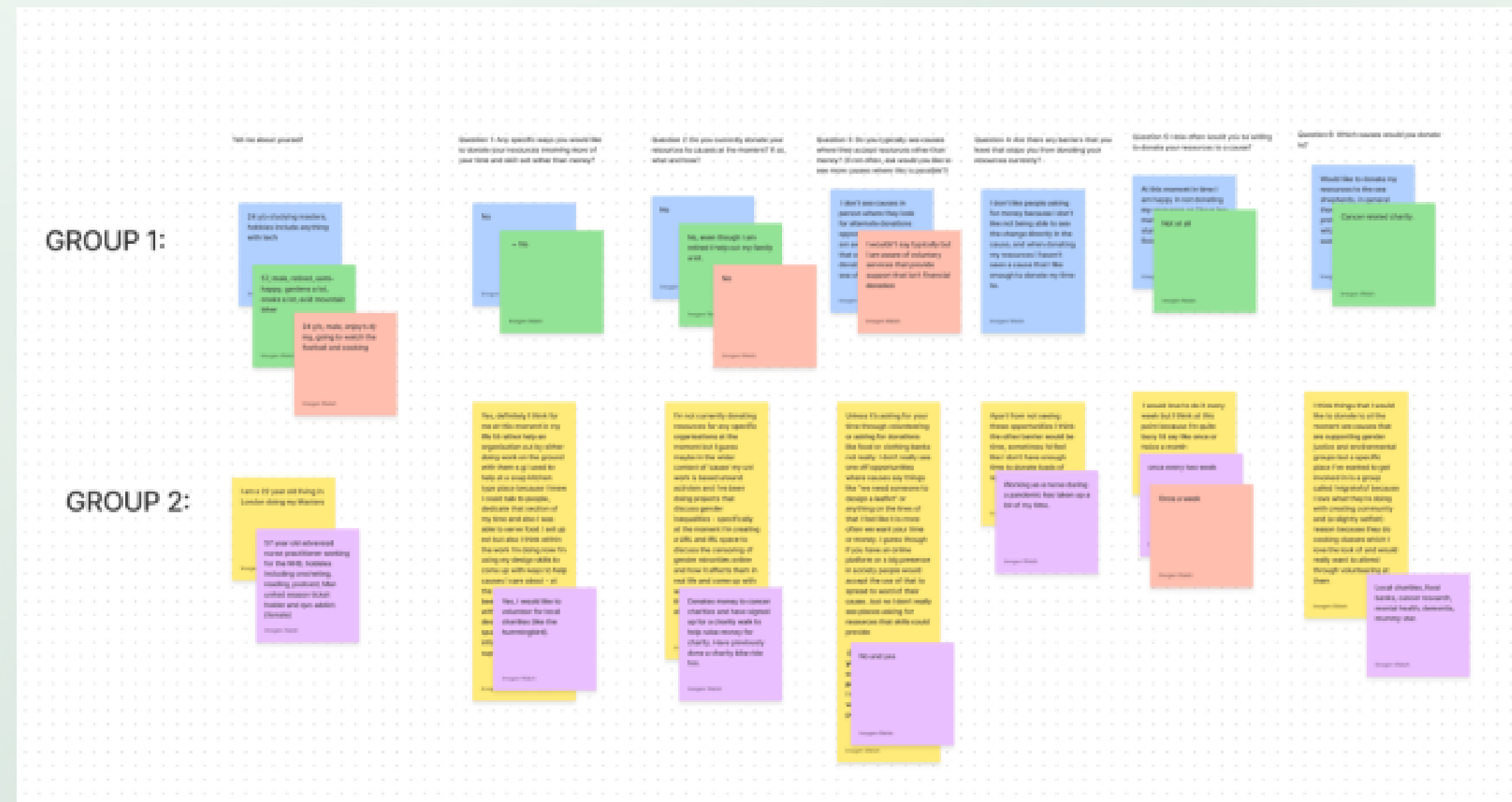
The affinity map allowed initial insight to the target users, creating two groups each with their own problem statement in order for the design process to be tailored to that specific group.

RESEARCH - COMPETITOR RESEARCH

	Competitor 1 Giving is Great	Competitor 2 Charity Navigator
What's great	Has 3 different search engines including: sample searches, advanced searches and map search. Excellent filter for searching including who the charity helps, what the charity does, region in the UK, Africa and Asia, Annual spending of the donors and the number of donors Provides a detailed description of the charity the user is looking at	Search engine is advanced and usable for all ages Various ways to search such as a basic and advanced search engine Small description of charity given alongside a rating system and the ability to compare charities
What needs working on	Doesn't show all charities in the area Filter could be in alphabetical order to make the layout neater and more organised Makes it clear that only authorised officials can make changes to the organisation page and to add a donation button to their page, however after searching multiple pages with not one donation button available, it suggests this feature is hard to add. Doesn't give the option to donate skills or time, only money when the donation button is activated	Based solely in America so search engine is not able to search outside of this region User's are not able to donate through the page Hard for users to interact with the charity

Whilst there are not many competitors within the charity without financial contributions, the competitors I did find I compared their their search engines as. An advanced search engine that creates personalised suggestions to the user will help users find causes they like and donate however they like to.

DESIGN - SKETCHING

Gaining inspiration from the "Too Good To Go App", I sketched a list and map search feature. I thought gamification could be implemented with the aim to create excitement and motivation through the app. The sketch taught me to focus on the functionality of the app.
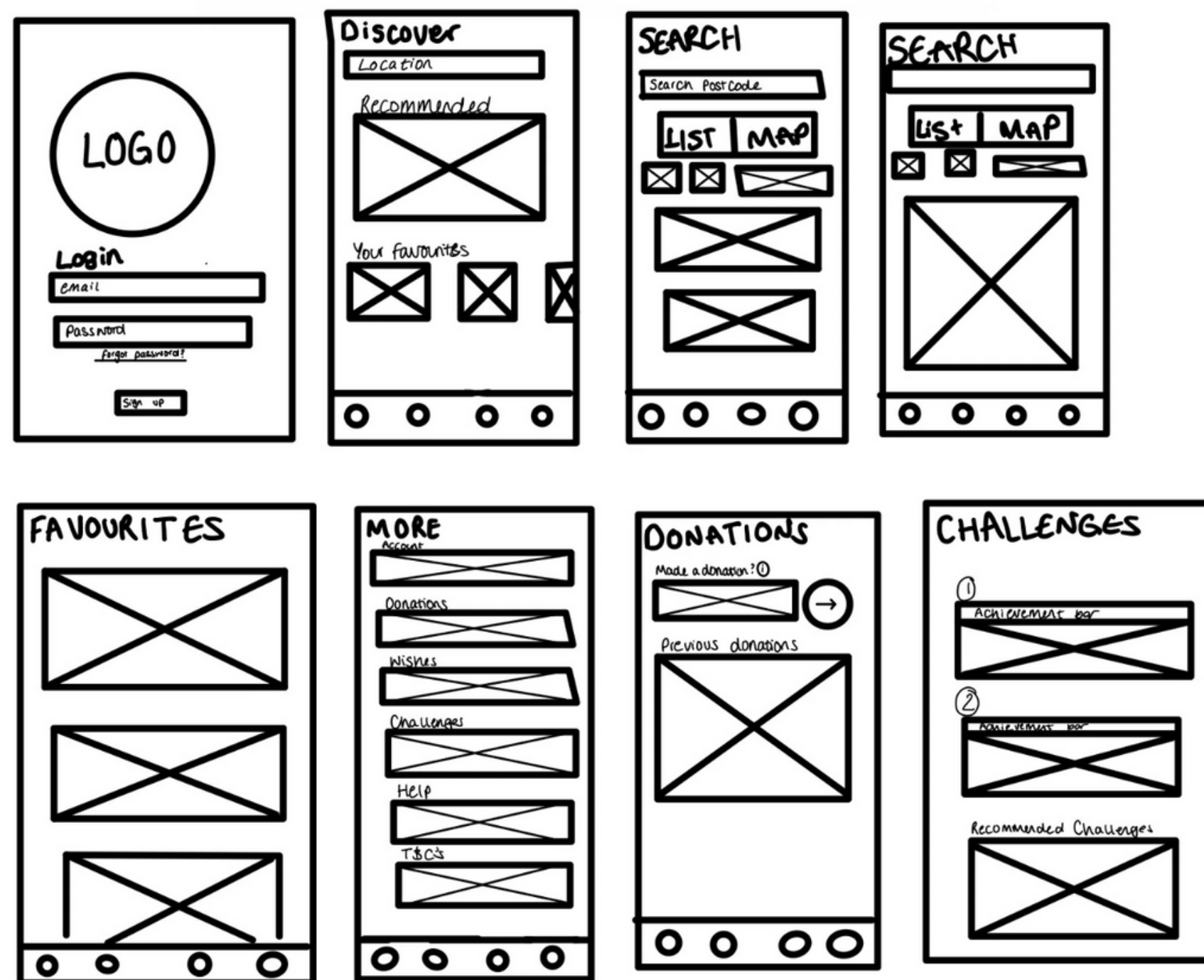
DESIGN - LO FI WIREFRAMES

The Lo-Fi wireframe designed in Figma shows the on-boarding process of the app with some of the features of the app including home, search, explore and profile. Creating a simple layout to allow users of all ages to be able to use the app making it accessible and functional. Removing the gamification allows simplicity to the app and for the user to focus more on good causes opposed to external motivation.
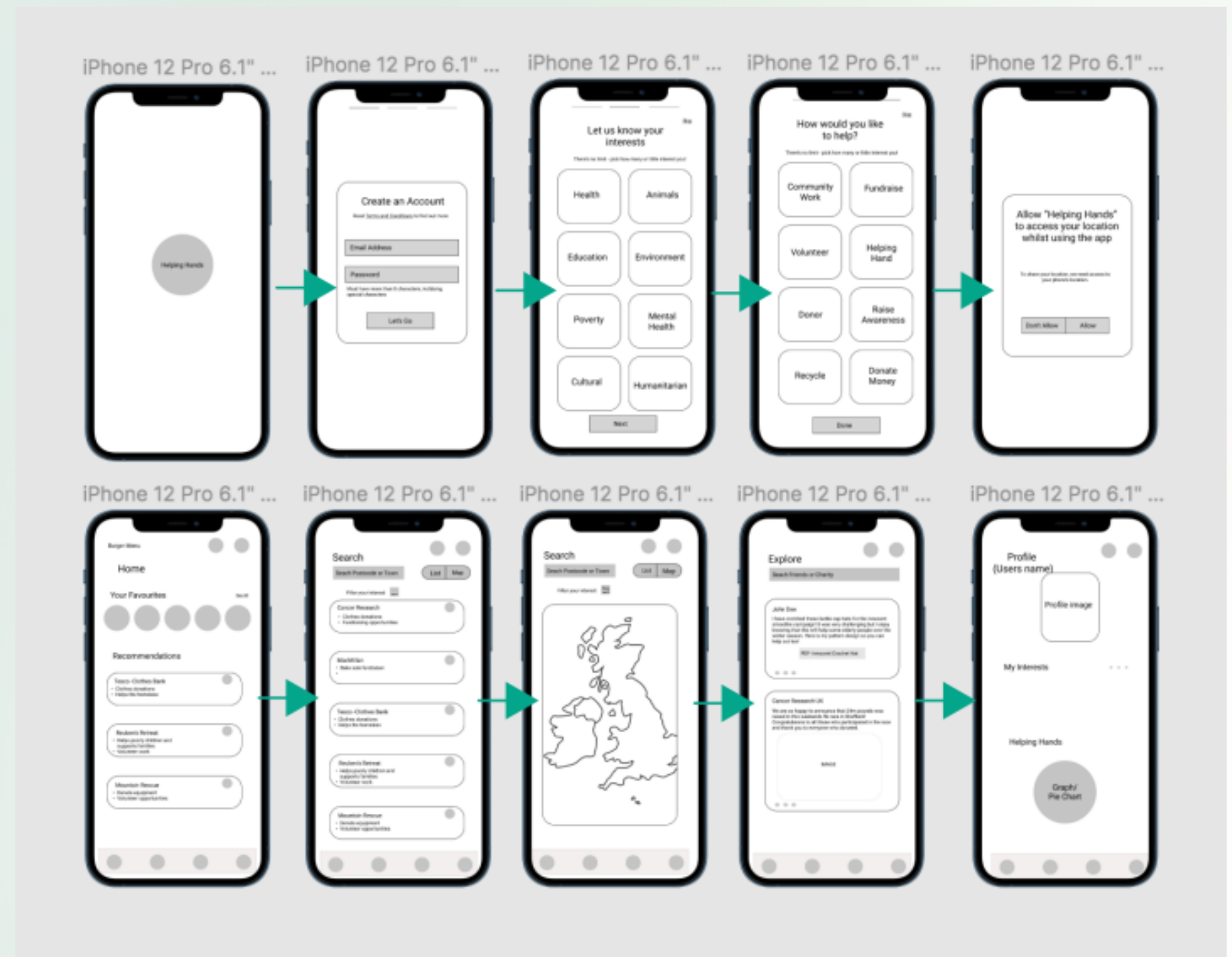
PROTOTYPE
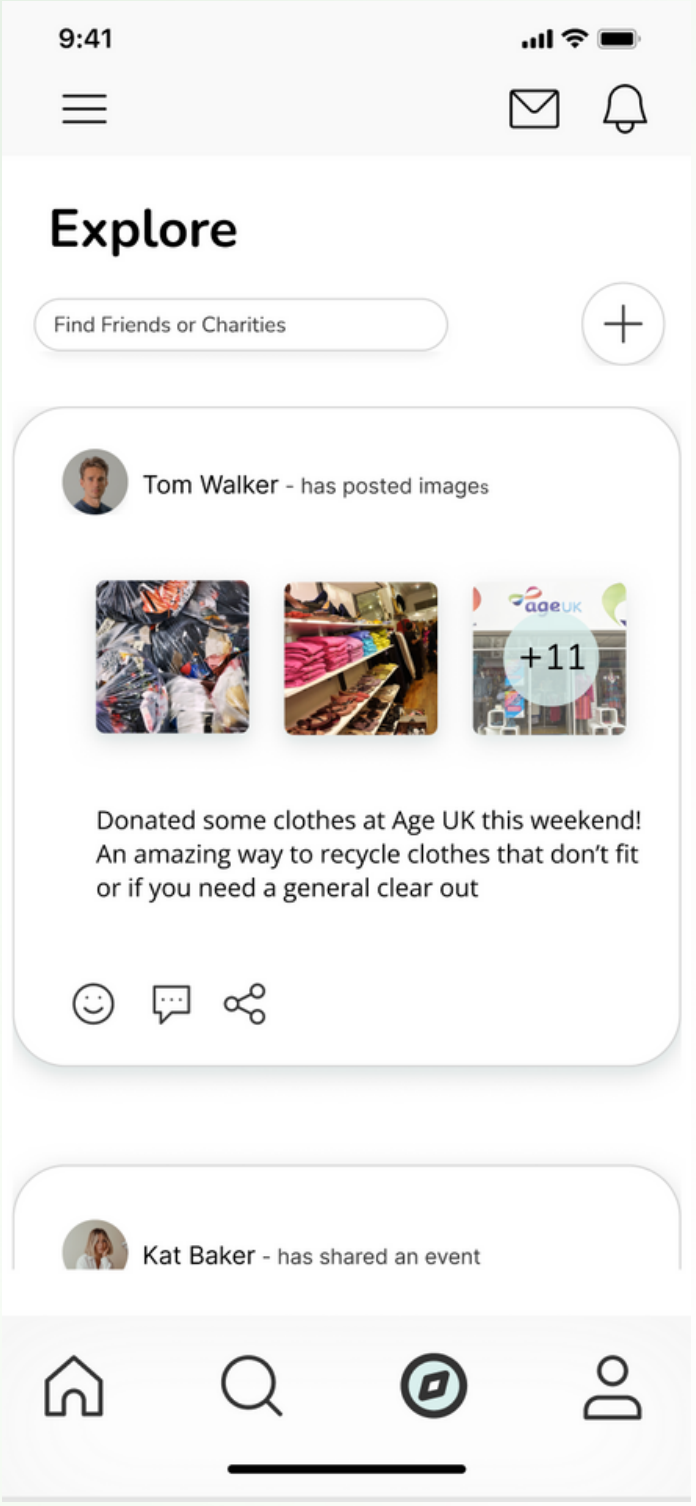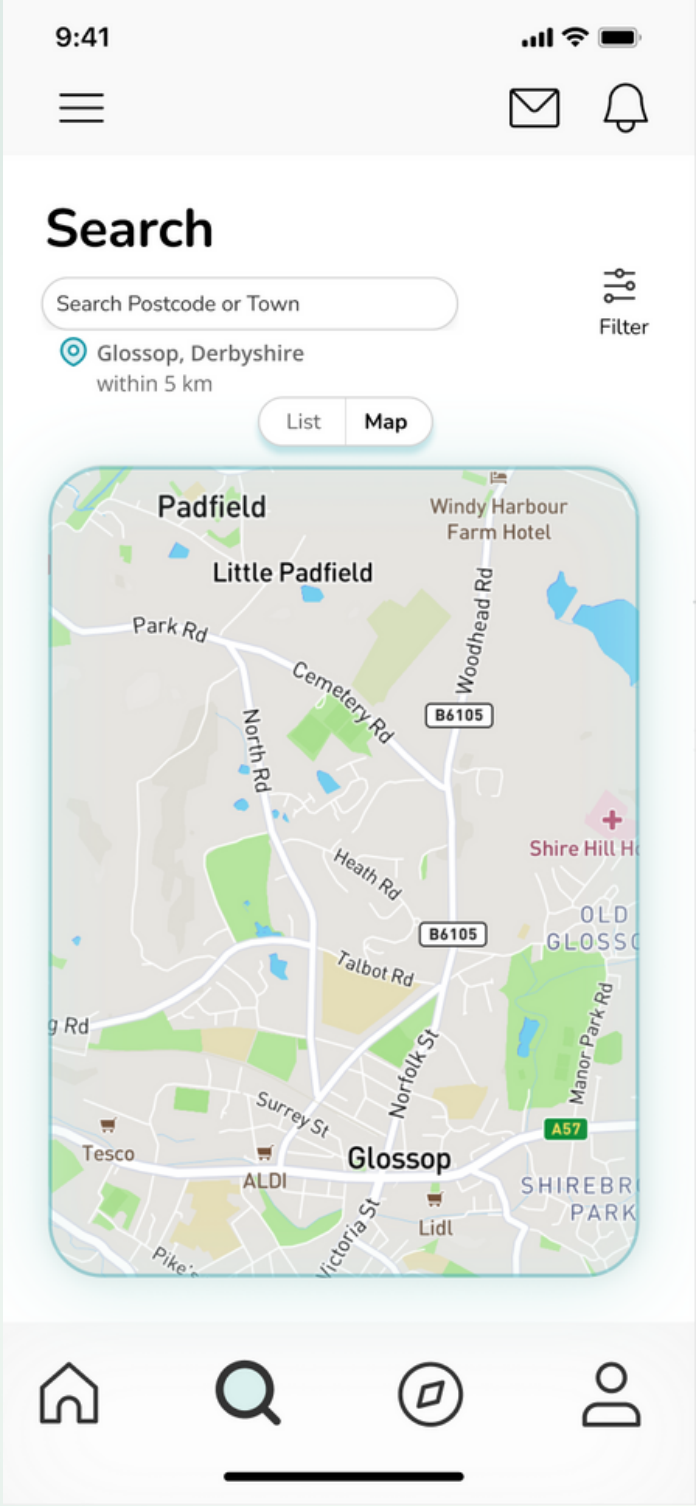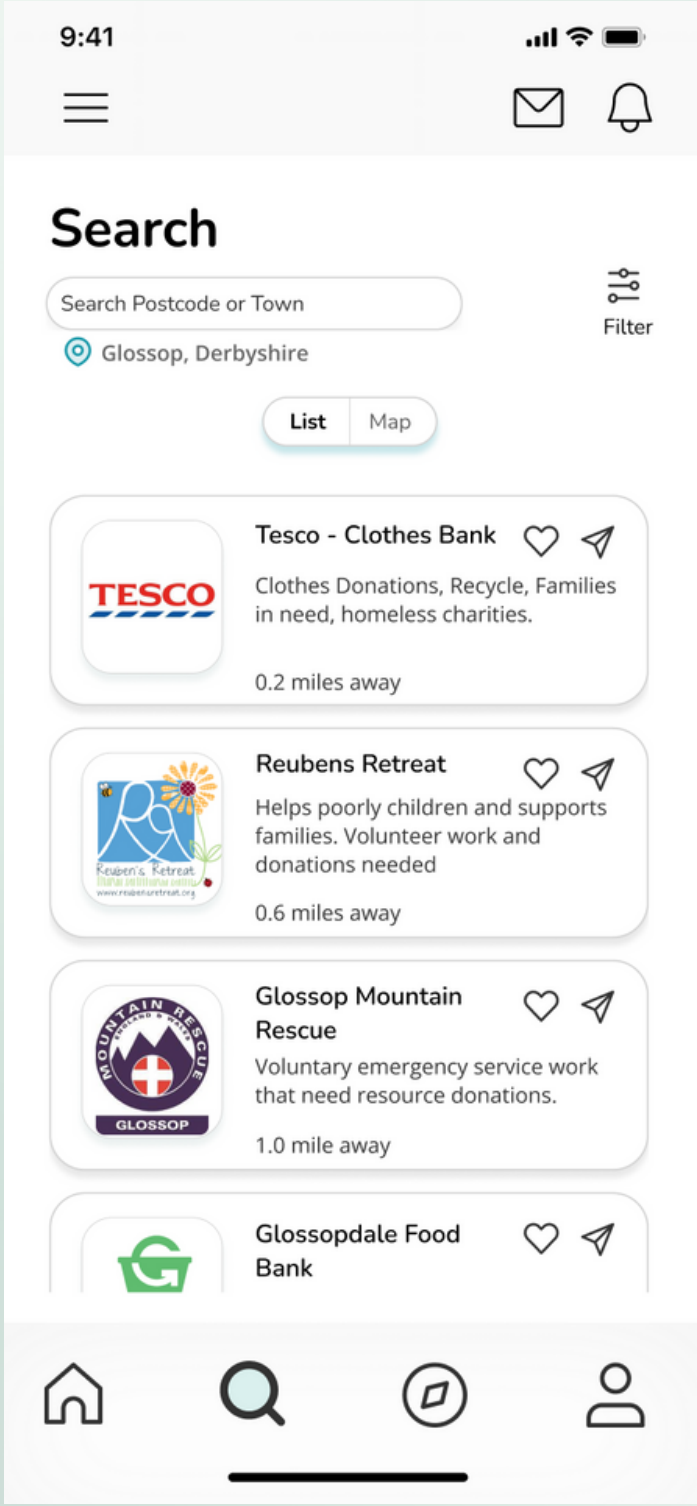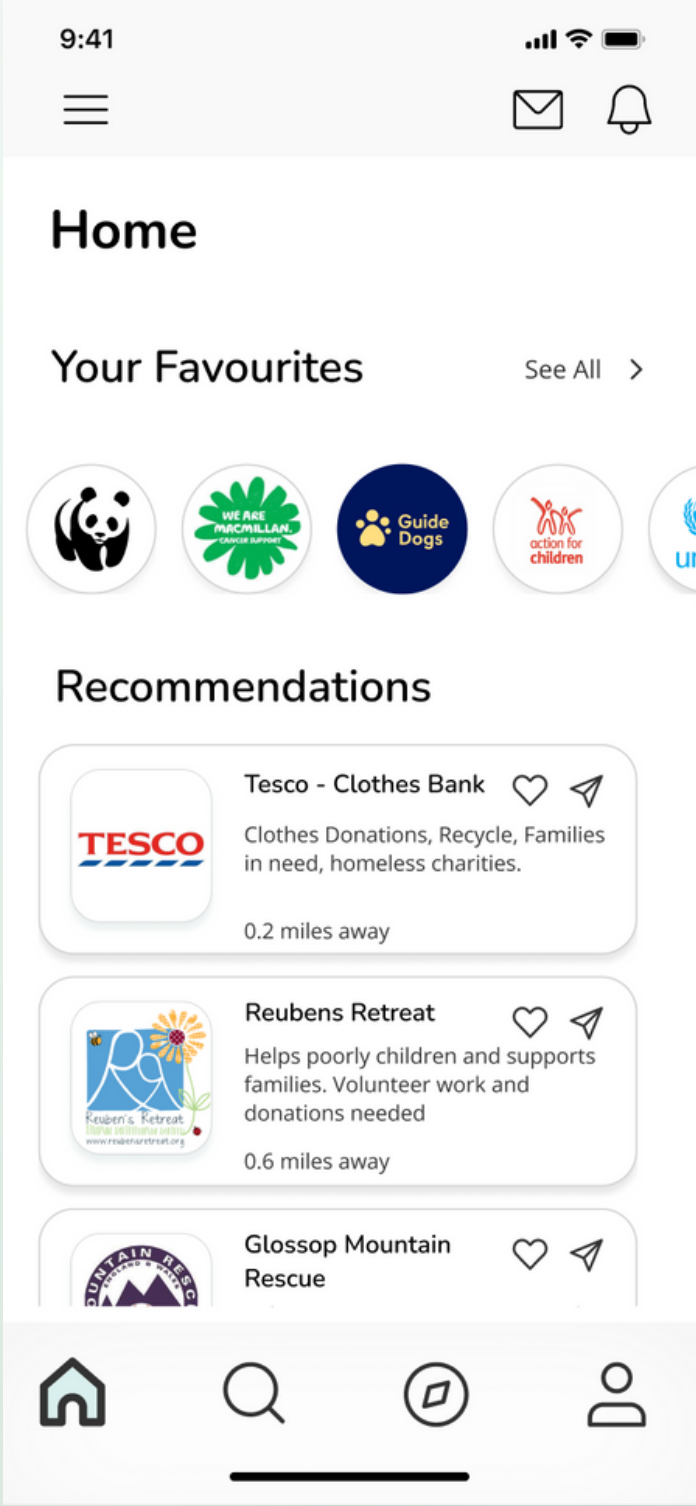
PROTOTYPE - ACCESSIBILITY
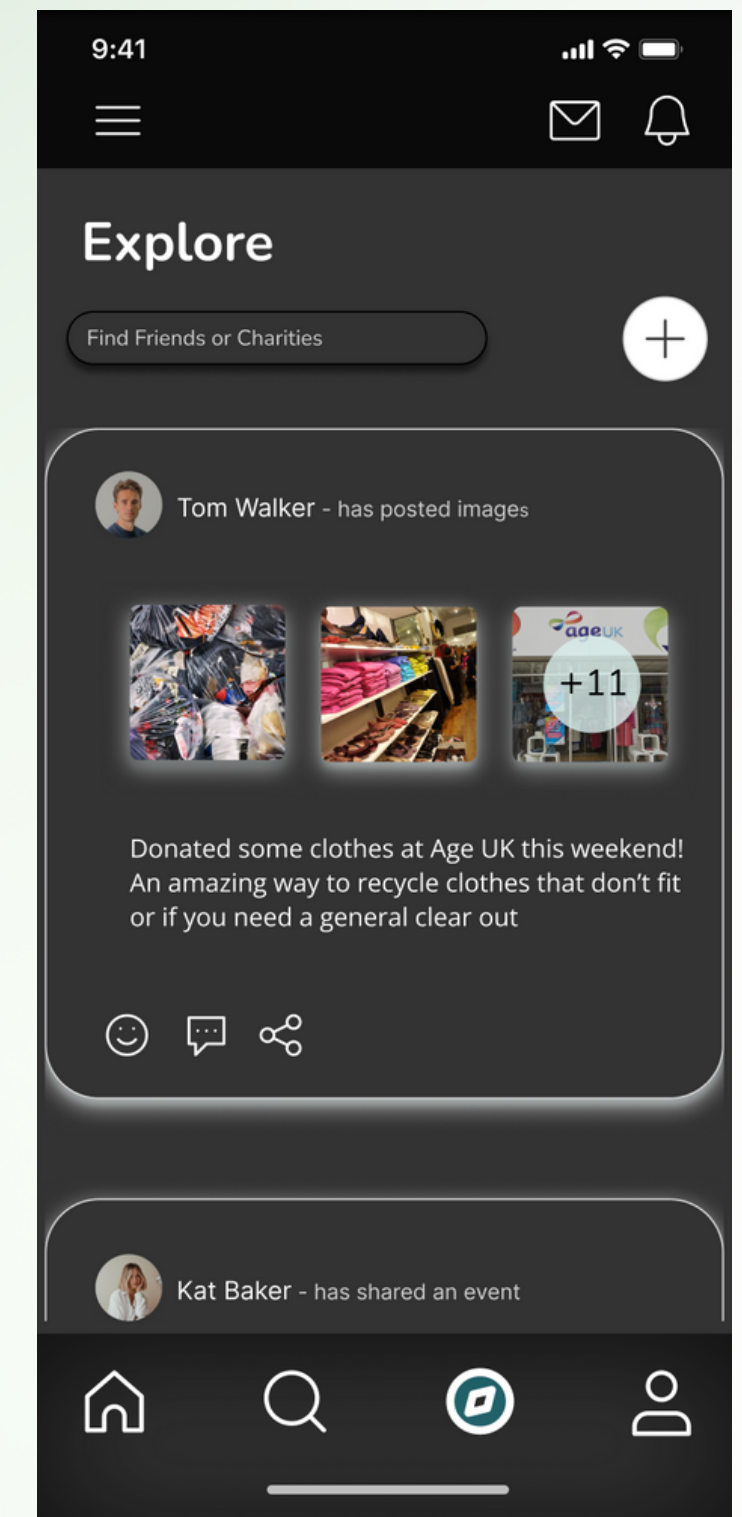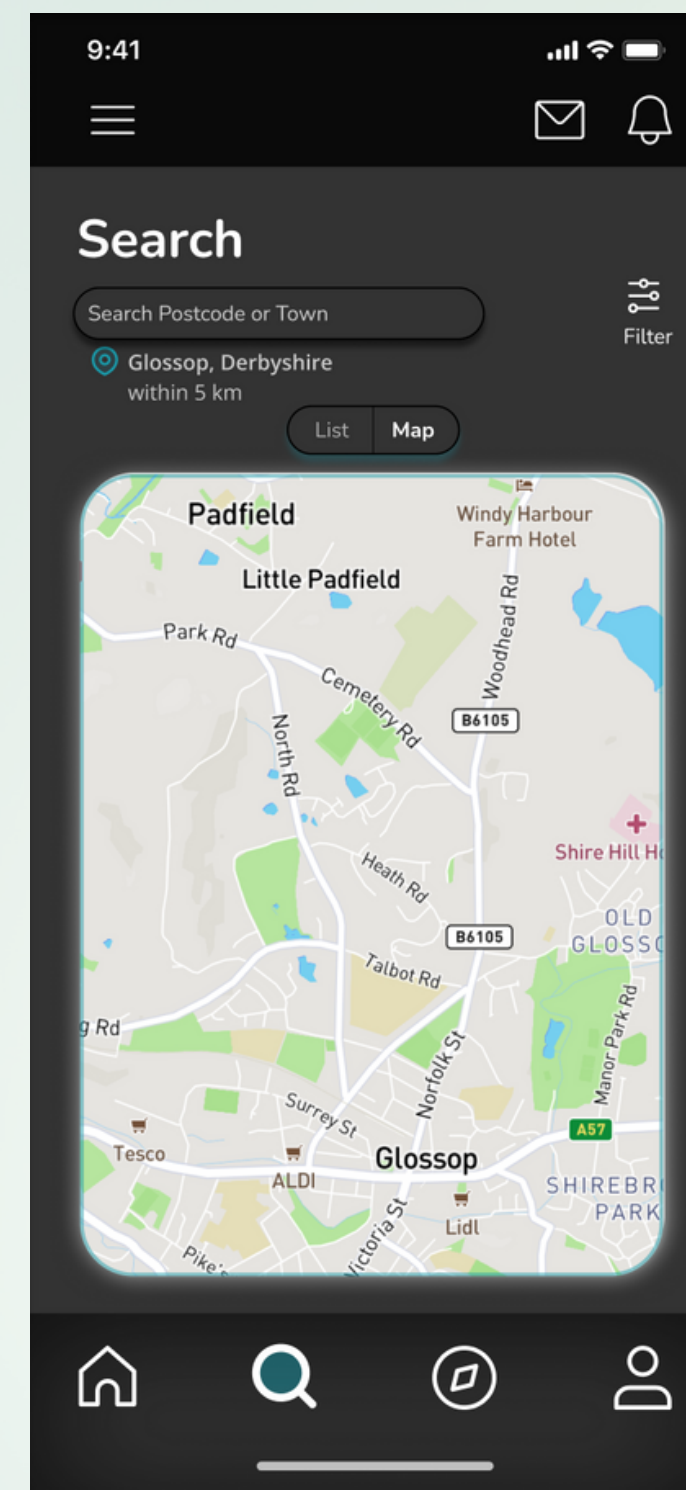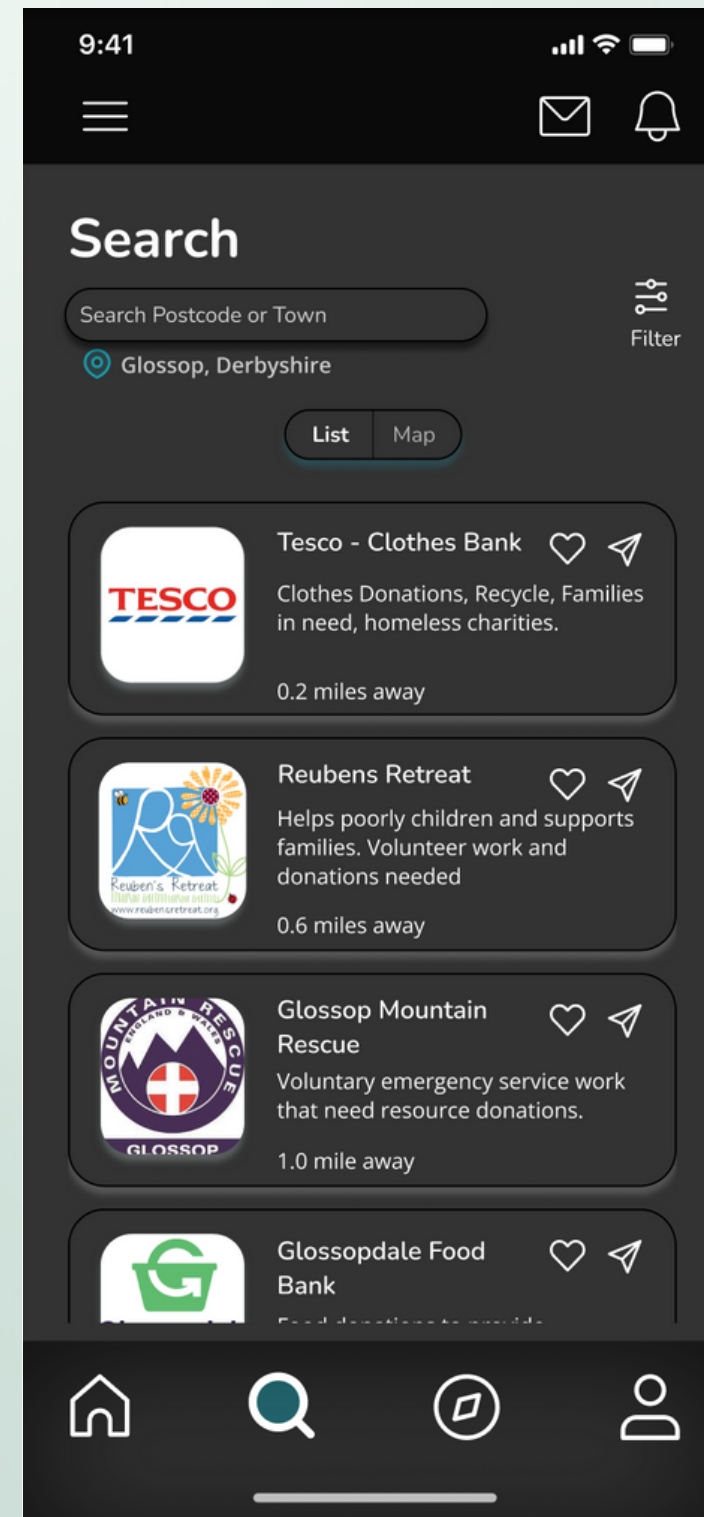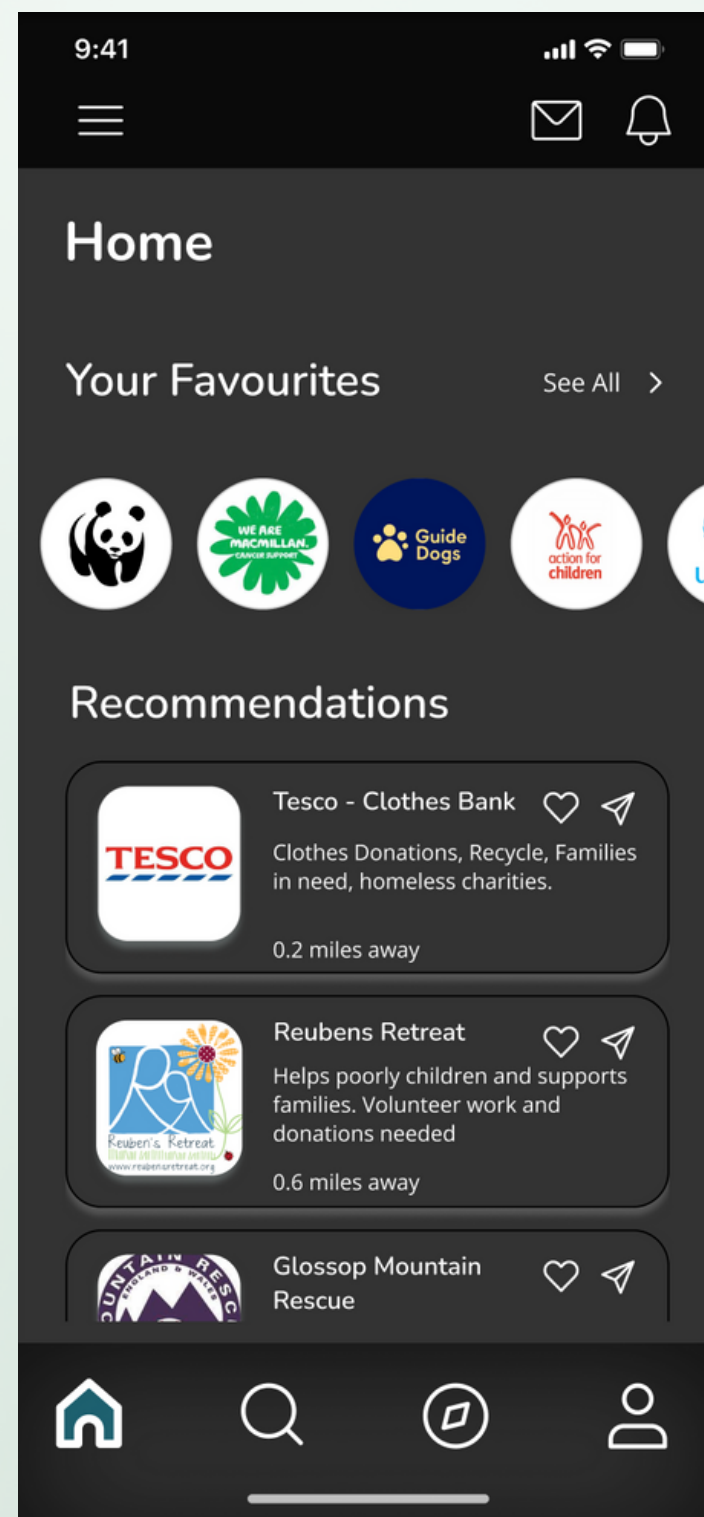
HELPING HANDS

UI DESIGN

A basic style guide was created to outline the user interface design. It helps bring consistency to the design and to the user experience.

The typography and colour scheme is within the WCAG guidelines, and creating a dark mode to help those with visual difficulties.

SUMMARY

Helping Hands was a very interesting project as it was an innovative design, therefore the design made me push my boundaries in creative thinking.

It was a very useful project as it made me research the variations of search engines, and the importance of good navigation in an application.

Due to the nature of the project, I would have liked to have developed the user interface, and if launched I would have liked to have launched the product as a mobile application available on iOS and Android users.

DOCBOOK

Time: 6 Months

Role: Lead UX Researcher, UX Designer

Platform: Website

Tools: Adobe XD and Illustrator

Challenge: How to improve user interface and experience for primary healthcare patients when using online booking systems.

Solution:

- Build upon current online booking systems designed for General Practice to help users have a better booking system.
- Make a more accessible booking system by implementing accessible user interface designs and strategies

RESEARCH- MARKET RESEARCH

Market research is vital to discover the needs of the user and the industry to see what gaps are there to create innovative solutions.

50% Having a bad digital experience will ruin the entire experience

(Accenture 2020 Digital Health Consumer Survey)

39% good user experience will majorly influence patients experience

Having users needs in centre of design prevents mental and physical barriers

Diethei (2022))

MARKET SIZE & FORECAST 2021-2027

(Market Data Forecast (2022)

APPOINTMENT SCHEDULING: REGION

R.O.W (Rest of World)

North America

Asia-Pacific

Europe

(Market Data Forecast (2022)

RESEARCH - S.W.O.T

S.W.OT. analysis enables us to discover the current ux strengths, weaknesses, opportunities and threats within the chosen industry.

This analysis outlined current product issues and allowed us to conduct a plan to overcome these.

S.W.O.T

STRENGTHS
- Improves work efficiency
- Quicker than making an appointment over the phone
- Low waiting times
- Accessible and easy to use design

WEAKNESSES
- Patients used to traditional methods
- Outdated technology or software - not compatible with online booking system
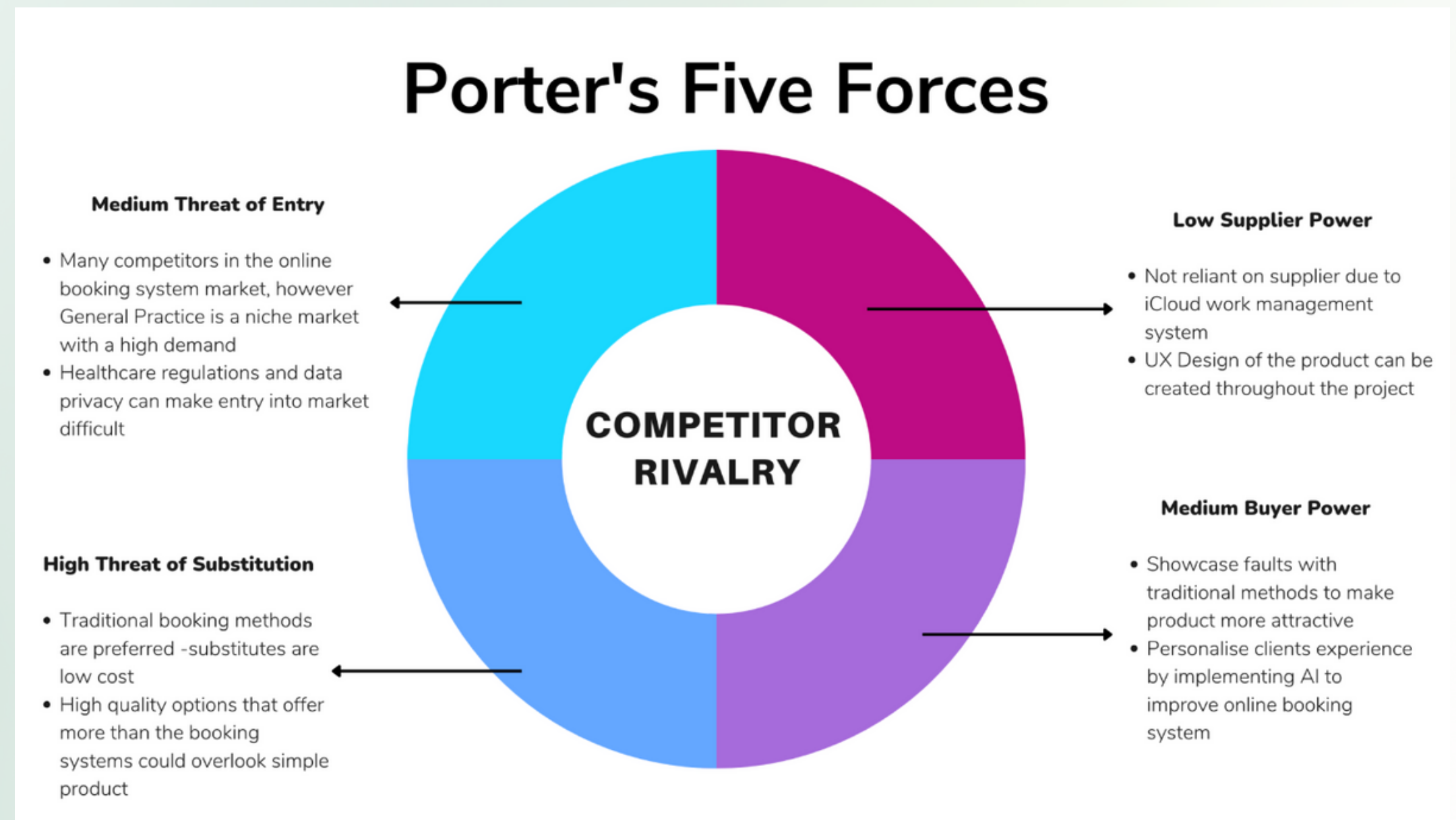- Patients might not have access to technology/internet

OPPORTUNITIES
- To expand into other markets such as hospitals or other healthcare specialists
- Changes in patient demand/needs
- Collaboration with other healthcare providers
- Integration with other iCloud data management

THREATS
- To expand into other markets such as hospitals or other healthcare specialists
- Changes in patient demand/needs
- New features to be implemented to offer more services

RESEARCH - PORTER'S 5 FORCES

Whilst Porter's Five Forces is more beneficial for the business rather than the UX side, it is still important to conduct to gauge the competition and help plan which features could be implemented to best the competitors.

Porter's Five Forces

Medium Threat of Entry

- Many competitors in the online booking system market, however General Practice is a niche market with a high demand
- Healthcare regulations and data privacy can make entry into market difficult

Low Supplier Power

- Not reliant on supplier due to iCloud work management system
- UX Design of the product can be created throughout the project

COMPETITOR RIVALRY

High Threat of Substitution

- Traditional booking methods are preferred -substitutes are low cost
- High quality options that offer more than the booking systems could overlook simple product

Medium Buyer Power

- Showcase faults with traditional methods to make product more attractive
- Personalise clients experience by implementing AI to improve online booking system

USER RESEARCH

Quantitative data was collected through web-based questionnaires. This helped establish the need for the product.

Qualitative research was undertaken via interviews where functionality, features and user interface design were the top improvements needed in user experience.

This helped create user personas which assisted in understanding our target users.

User Persona 1

Hasan

Age: 43

Occupation: Frontend Developer

Goals:
- To be able to book different types depending on where his location is.
- Able to easily amend appointments
- Appointment reminders to help sort out his schedule

"I have a busy lifestyle, I need everything to be easy and smooth to make my life easier".

User Persona 2

Elsie

Age: 25

Occupation: Social Media Manager

Goals:
- To be able to book appointments at the GP.
- To repeat prescriptions easily.
- To fit everything in with her busy social life

"I am used to online booking systems. I use them all the time to book restaurants".

ITERATION

Our user flow shows users what tasks can be made and allows them to complete the desired action. This involves sign up, login, dashboard, navigation in the platform, and most importantly for this project booking an appointment.
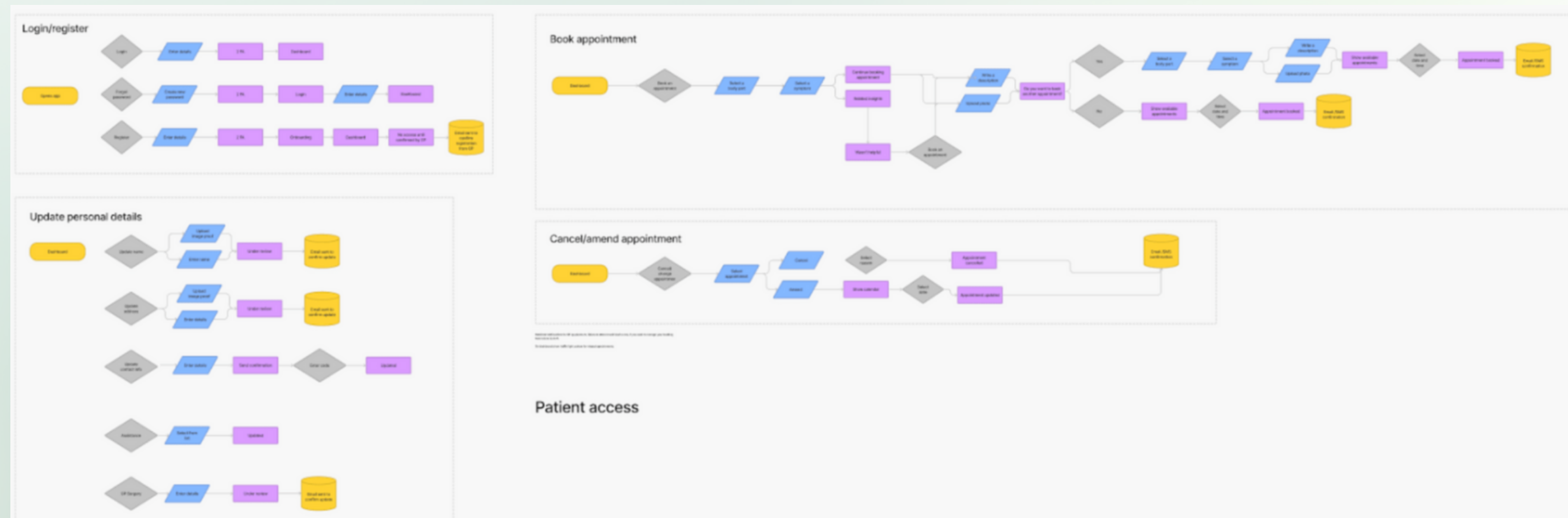
USER INTERFACE

Using Adobe Illustrator to create the logo for the brand/project and Adobe XD for wire-framing, a style guide was develop to create a brand style, design consistency and made it clearer for the team what the component and brand colours are.

COLOUR PALETTE

#EEEEFC

#BC5BDA
#5563DA

#0E1671

#BD55D

#545FDD

TYPOGRAPHY
Nunito

Heading: Size 30

Sub-Heading 1: Size 20

Sub-Heading 2: Size 12

Body Text: Size 14

LOGO GUIDE

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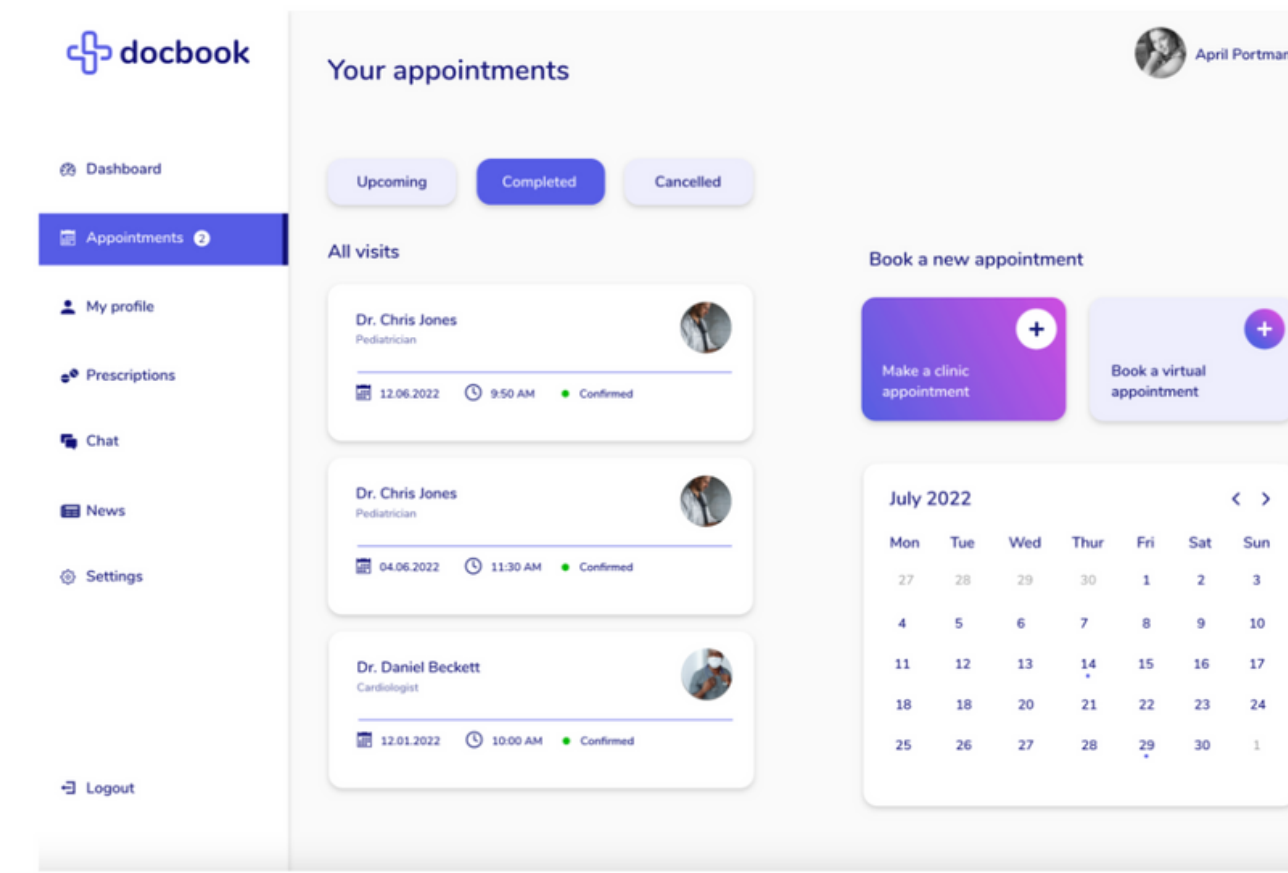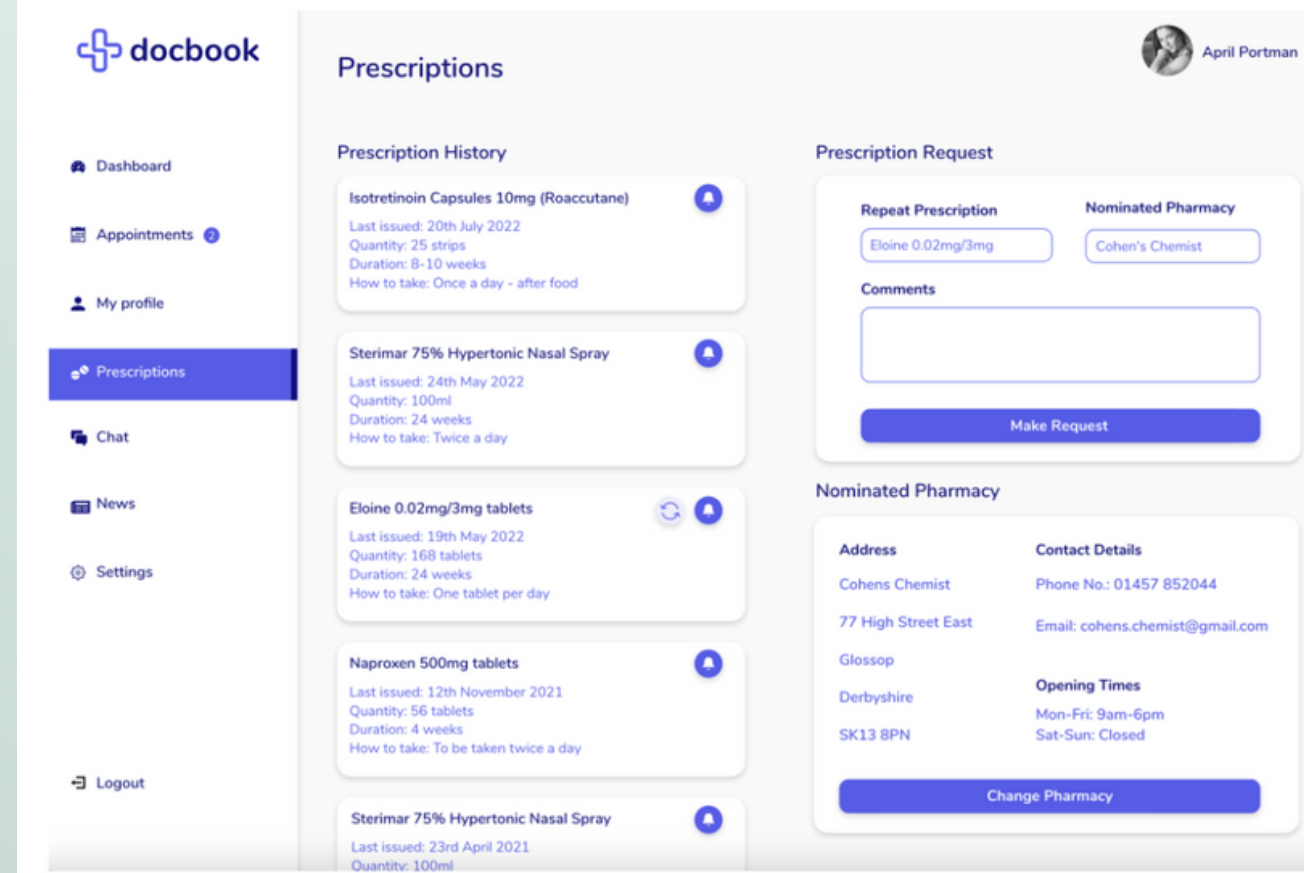
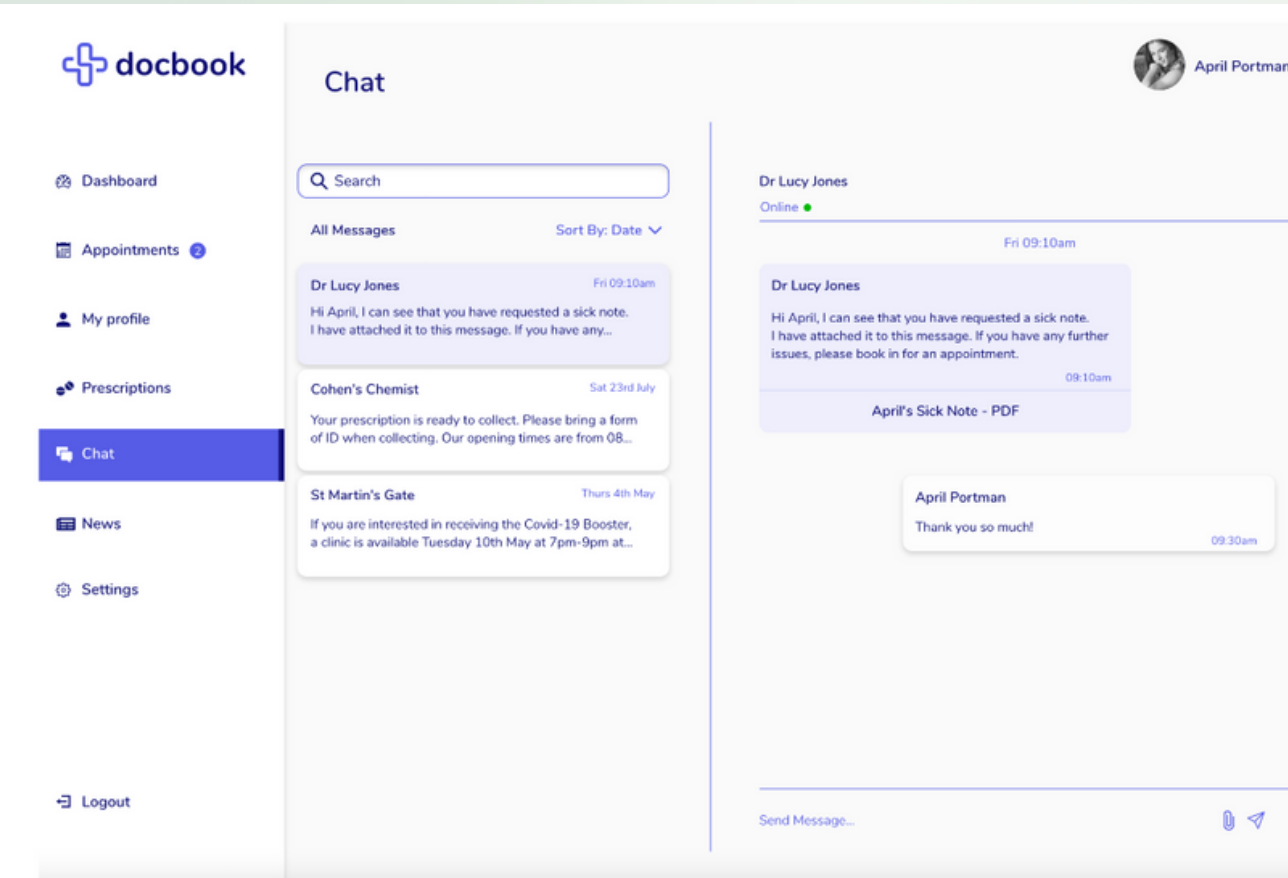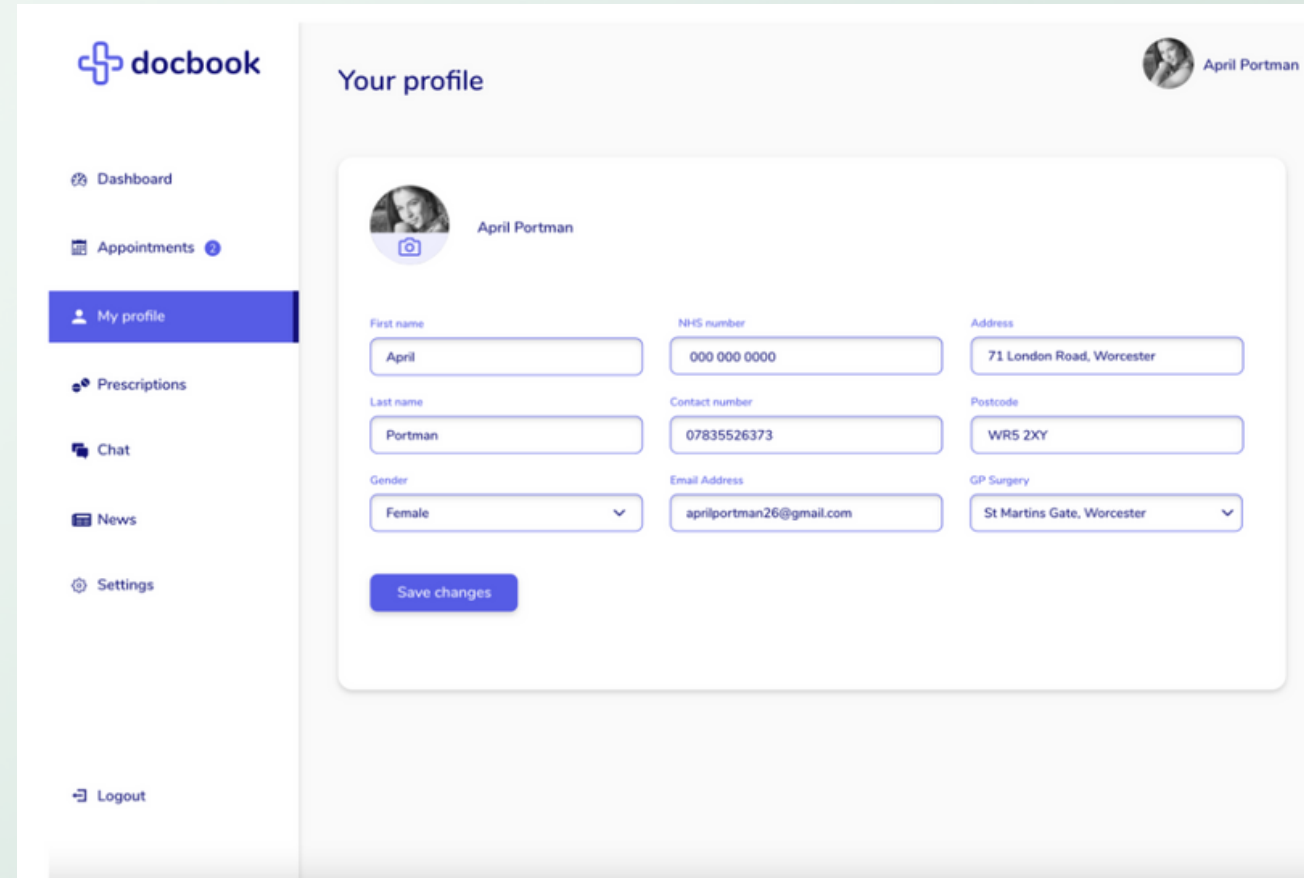Text Colour: #0E1671

Text Font: Bold Nunito

docbook

Page 20

PROTOTYPE

This prototype was created in Adobe XD as this was a software that allowed myself and April to work remotely from different countries, implement icons we created in Adobe illustrator.

SUMMARY

DocBook was a very educational and fun team project which allowed me to see the potential in the user experience in the medical industry.

It helped me design for websites as I was more accustomed to mobile designs up until this point with my university projects.

If given more time I would have loved to explore both user perspectives (patient and GP) in order to help the user experience for each end.

THANK YOU

I really appreciate your time viewing my portfolio.

View my university progression on: https://wordpress.com/sites/imogenwalshux.wordpress.com

Contact me: imogengwalsh@gmail.com