

designing for mobile devices

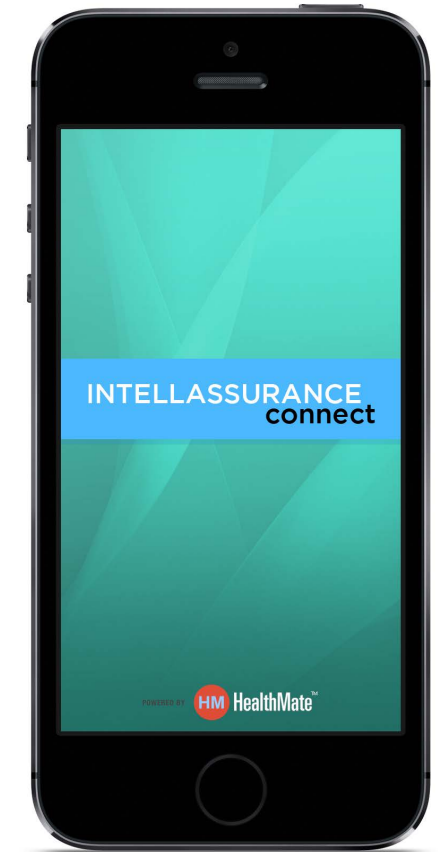
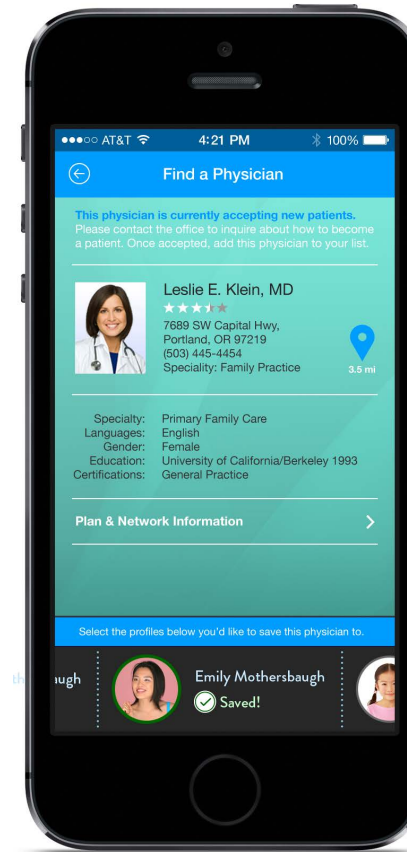
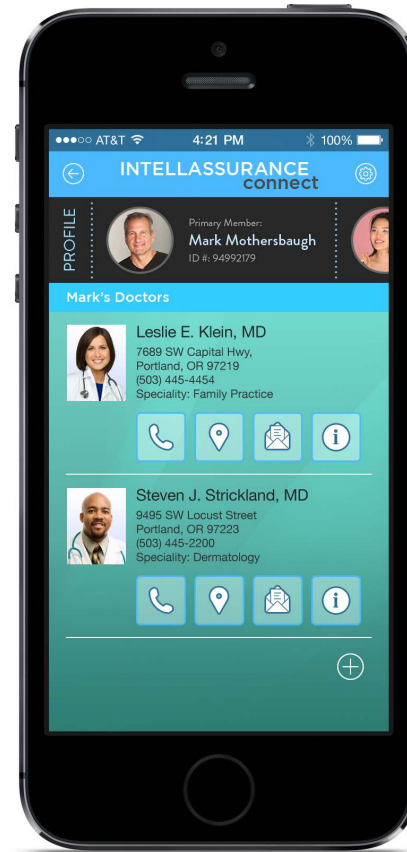
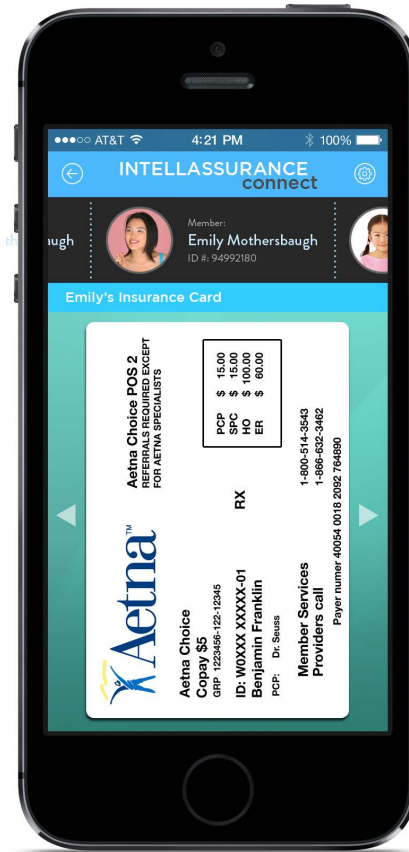
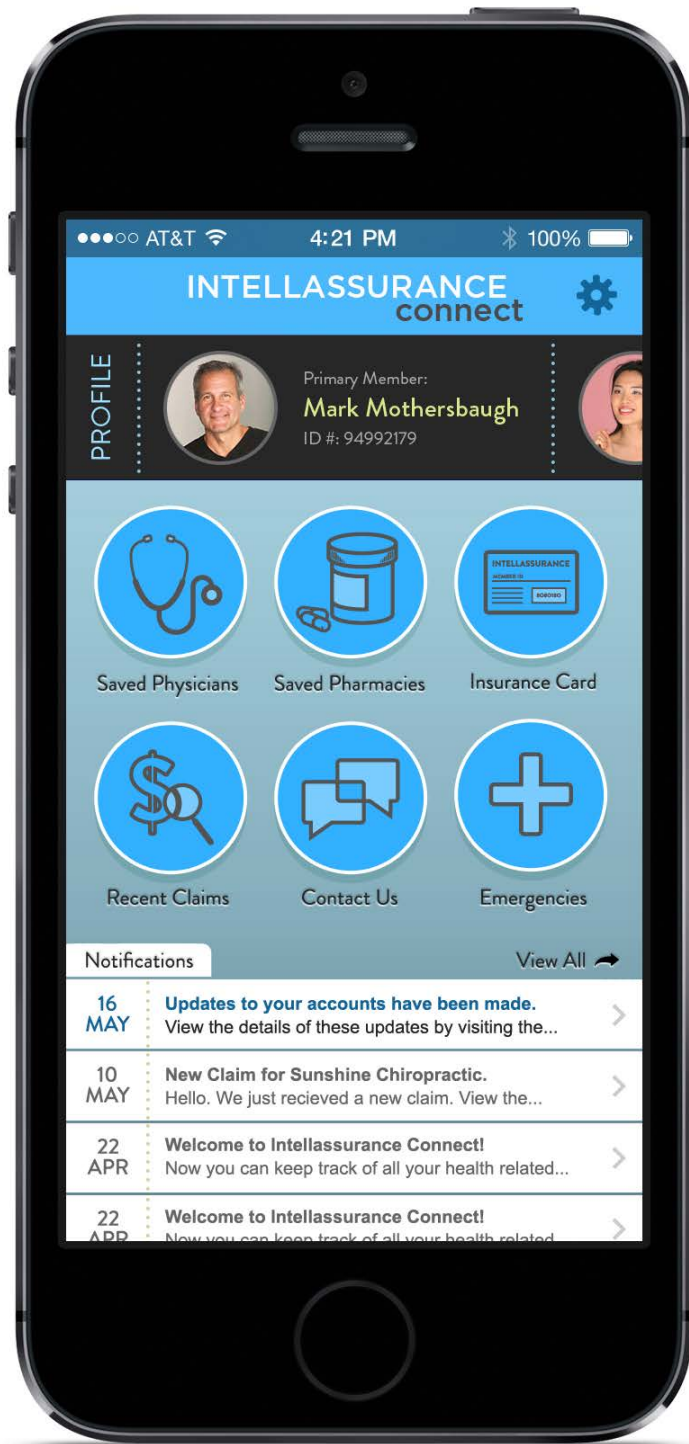
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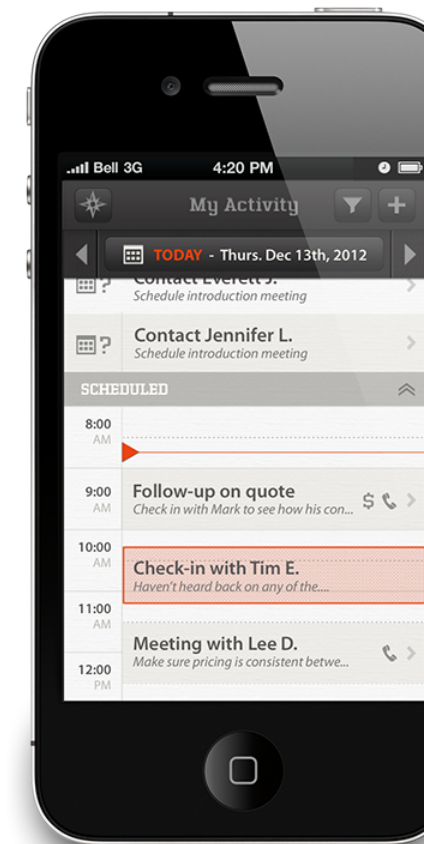
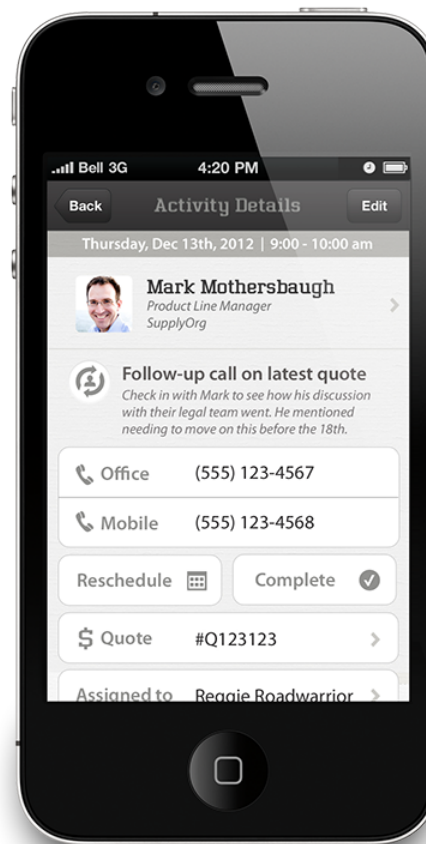
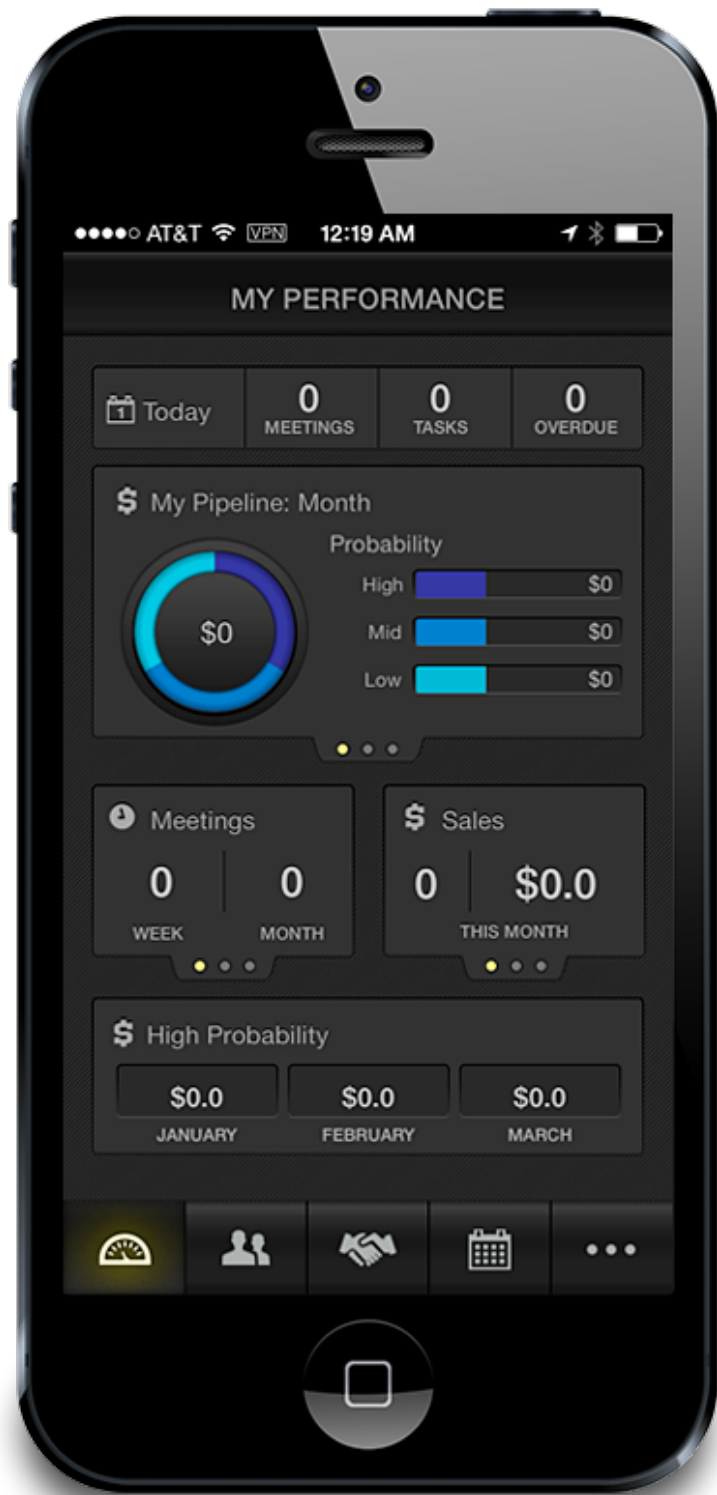
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healthcare app mockups

Here are some examples of some v1 explorations for a health care information tracking app. This was produced for a healthcare startup that was getting their initial product offering setup and off the ground. The primary objective was to take a list of features given to us by their subject matter expert and translate them into screens that could be used to get funding and generate some excitement within the company.

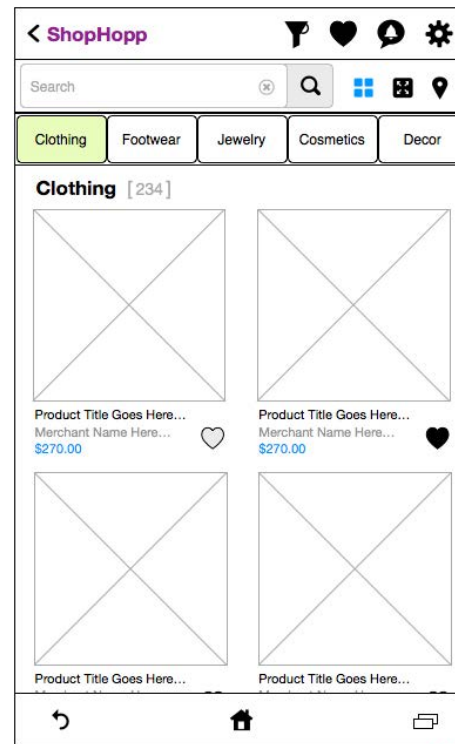
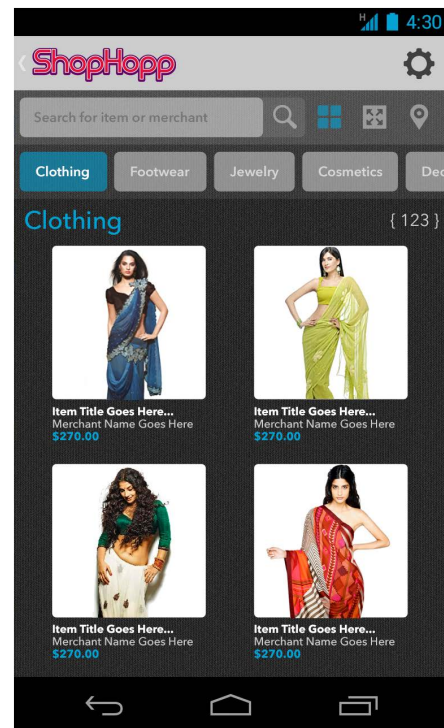
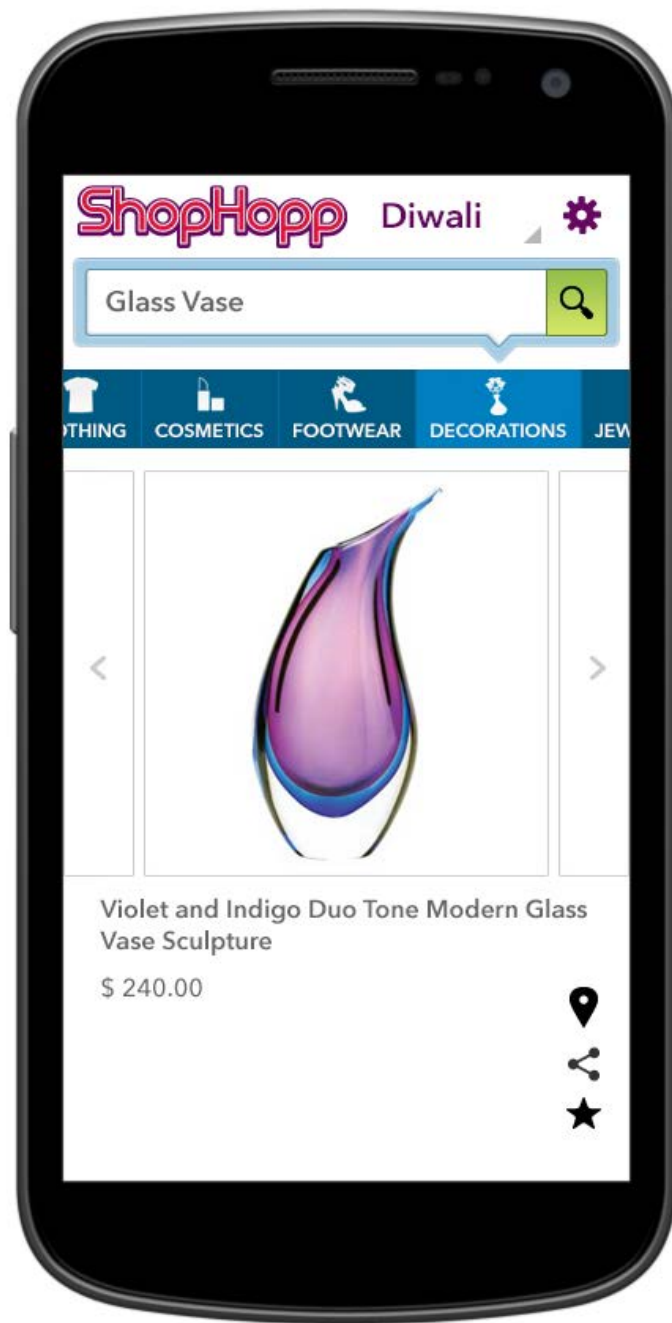
This project was somewhat ambiguous in its direction, and had a quick turnaround time of a few weeks. The work included for this project was an initial set of flow diagrams mapping out our proposed information architecture. This was followed by a couple rounds of wire-framed explorations. And finally, many visual design explorations - some of which are shown here.



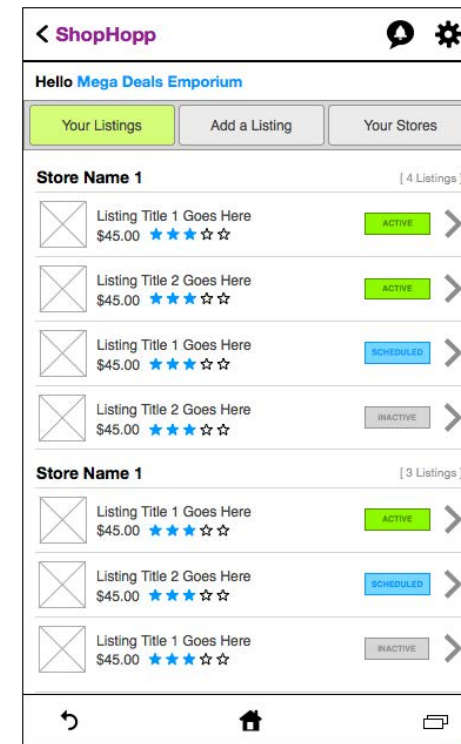
CRM mobile phone mockups

One of the projects I have worked on in the past year is a robust customer relationship management tool (CRM). It contains multiple dashboards, reports, a means of importing contacts from your phone and social networking sites. It allows you to keep track of your sales opportunities, by offering you access to the quotes you have generated. It helps you to track your sales pipeline, reminds you of contacts that have fallen through the cracks and many other features.

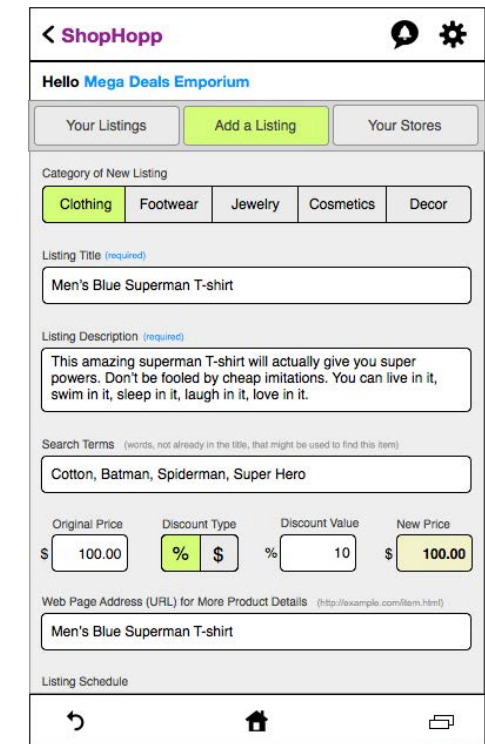
I acted as the UX Director for this project. My work on this included the information architecture and most of the visual design of the v1 version of this project.



1.0.A



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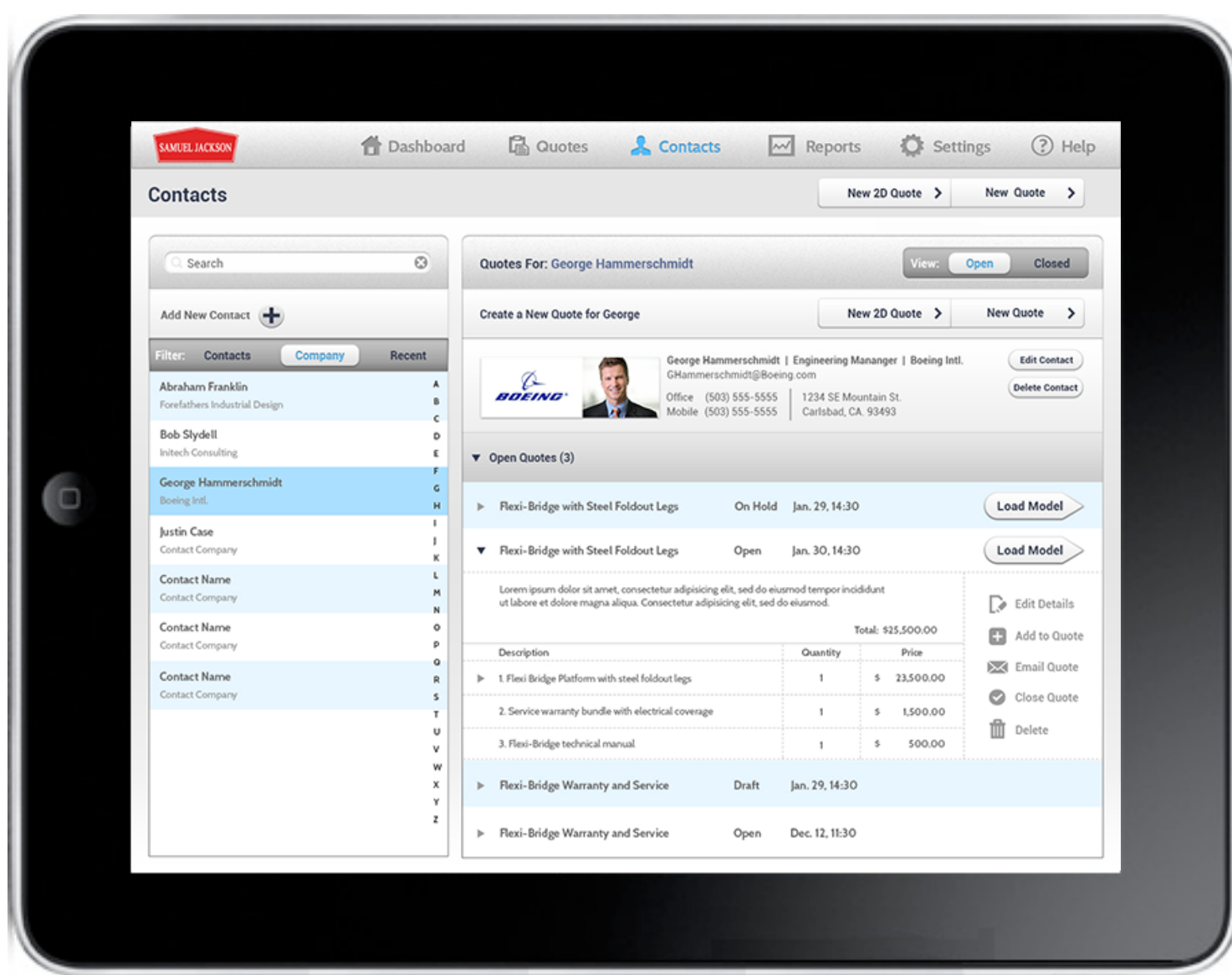


3.0.A

ShopHopp - an app to save independent sellers

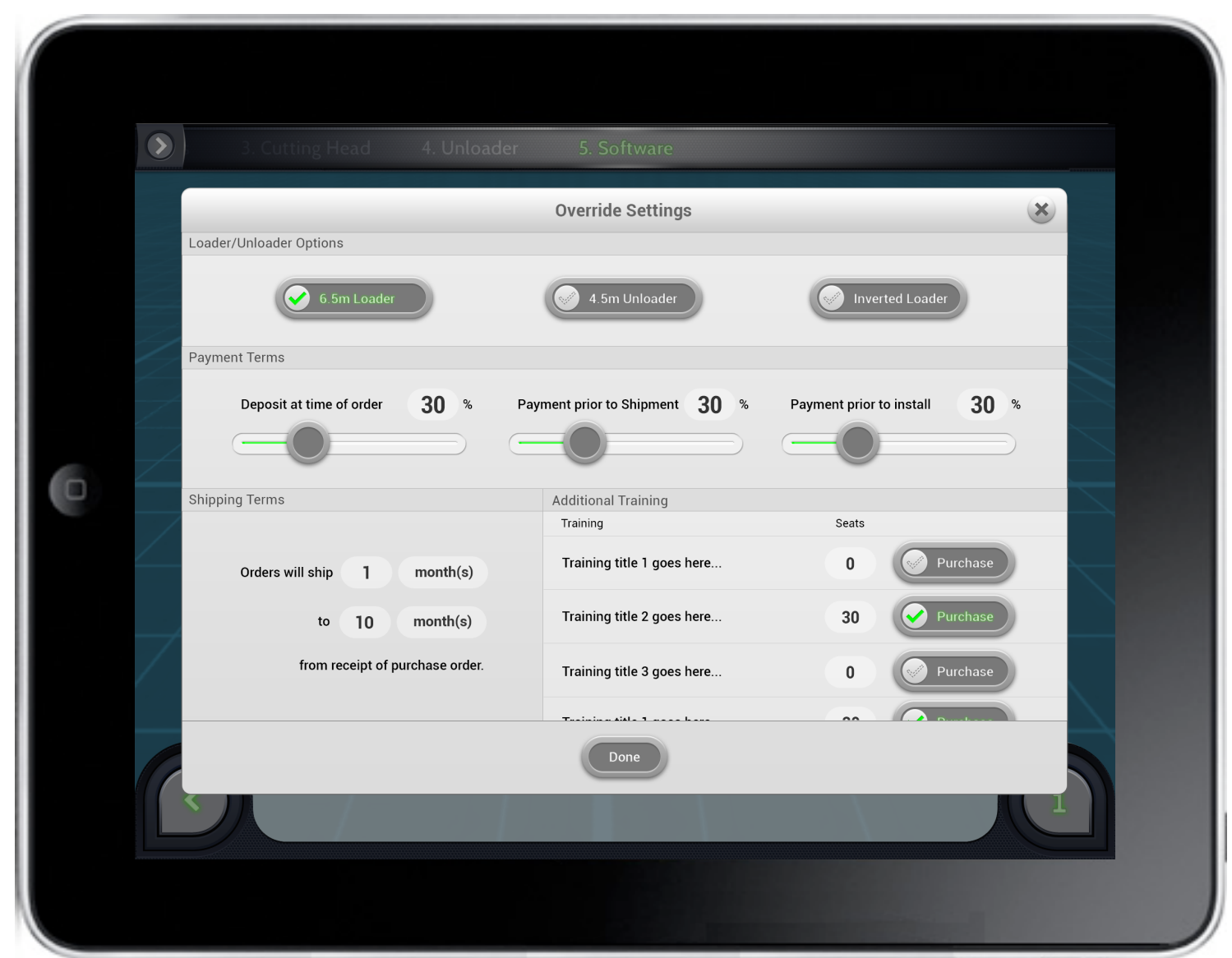
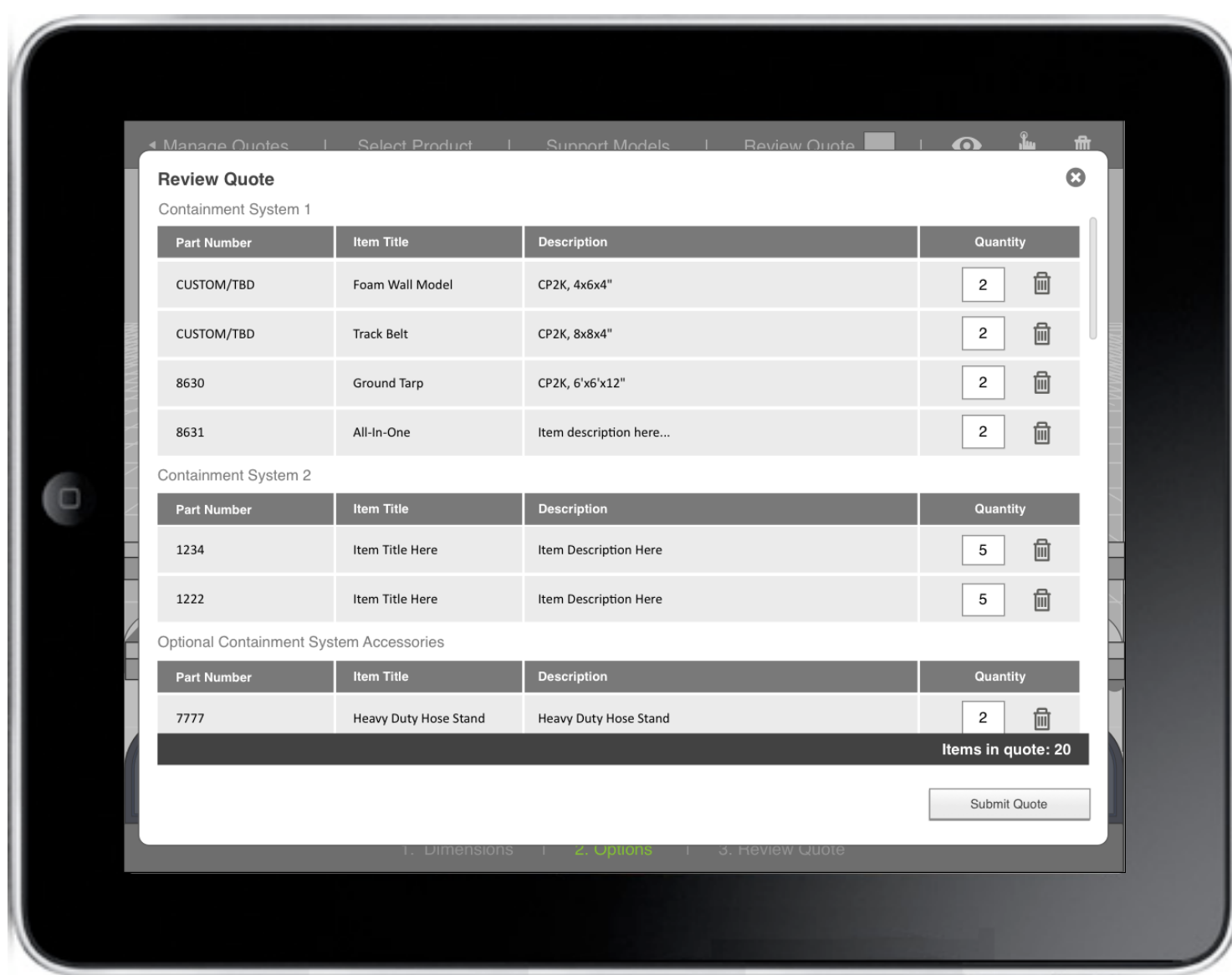
ShopHopp was a project aimed at giving independent merchants in India a means of competing with larger companies that were moving in and killing off smaller sellers. It was intended as a broadcast platform allowing merchants the ability to input sales and bargains. The details would then be broadcast to subscribers of the merchants, or to app users who came within range of the store.

I worked with the client to establish the information architecture, wireframes of both the selling and product management screens, and finally the visual design and branding.



tablet CPQ mockups

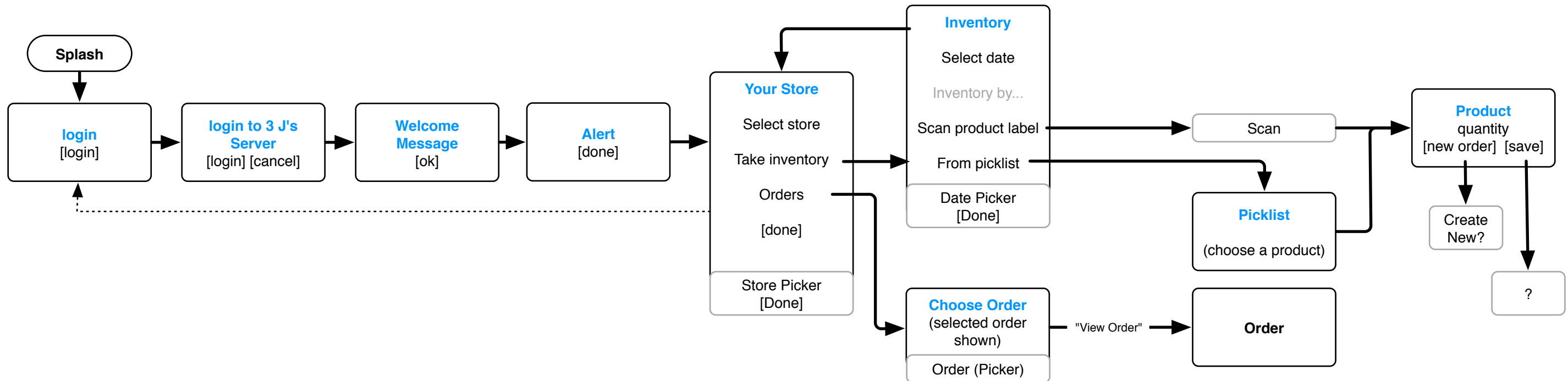
The largest tablet-based initiative I have been working on this past year is what you might call a cross between a CAD program and a gaming engine. However it is in fact a CPQ (configure, price, quote) selling tool. Aimed at speeding up the selling process by bypassing the need for an engineering team to draw up plans. This app lets you attach and modify various rendered 3D models of your products and create a quote that is sent directly to both the customer and the manufacturer. This is part of a larger suit of selling tools currently being developed. This platform has been applied to several product lines and customers.



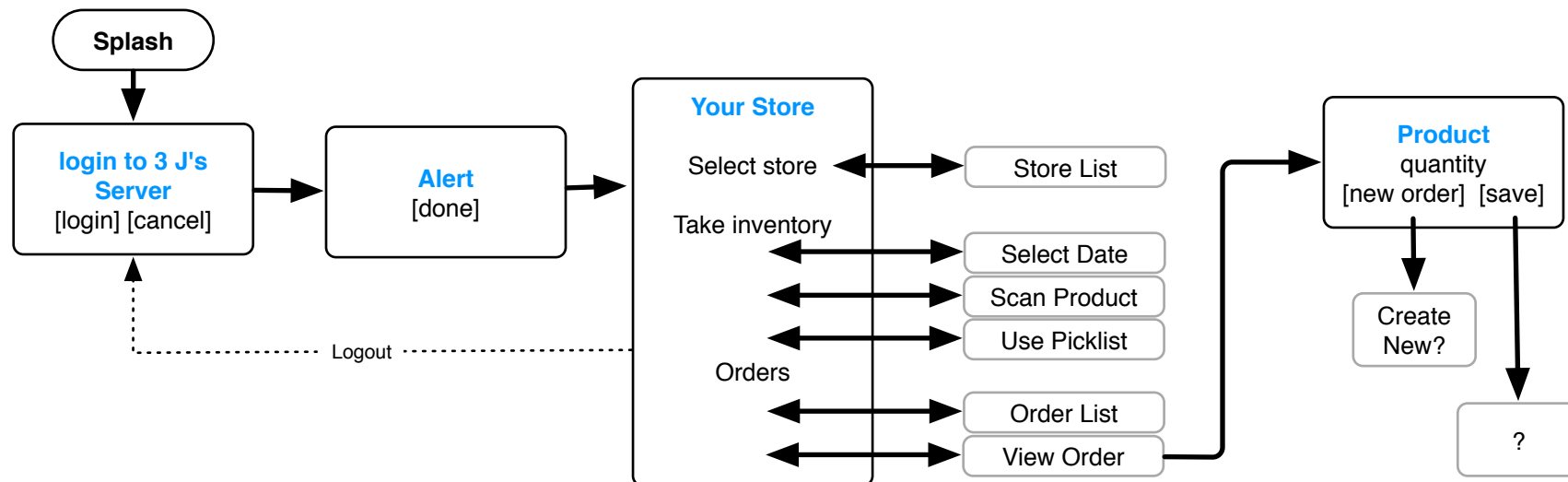
tablet CPQ mockups

The mockups above show how quotes are reviewed and submitted via the CPQ tool, and how certain objects can be modified within the touchscreen environment. I have been the UX Director for this project. I manage the design of some customer solutions in collaboration with other team members, and design some customer CPQ solutions myself.

initial v1a task flow



optimized v2a task flow



mobile app task flow

This task flow diagram is a good example of how user experience design process and principles are important to apply to even the smallest application.

This client had a mobile app developed that would allow their representatives to keep track of inventory and place orders while stocking their product in stores.

I mapped out both the existing task flow and from that was able to observe the patterns and create an optimized flow that consolidated tasks. The end result is a lighter weight app that had a more obvious and intuitive experience.

The mockups for this project can be found on the next page.

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