ux design portfolio

My experience as UX designer, starting from scratch and discovering along the way which best tools and methods to use is a key factor to the succes of projects that foster experiment and innovation.

Working with creative ICT students (media and communication/ UX design) helped me to understand and channel the oftentimes diffuse process of designing for humans and (complex or changing) systems.
I love to harmonise inherent disparities to enrich interactive experiences.

Works in sectors: Communication media design, Information Technology, Retail, Education.

Jérôme Bertrand
UX designer

LinkedIn

Encounter dashboard

design the UX of information visualisation

Journey of understanding

Cross-disciplinary approach to mapping the company UX needs for this new application.

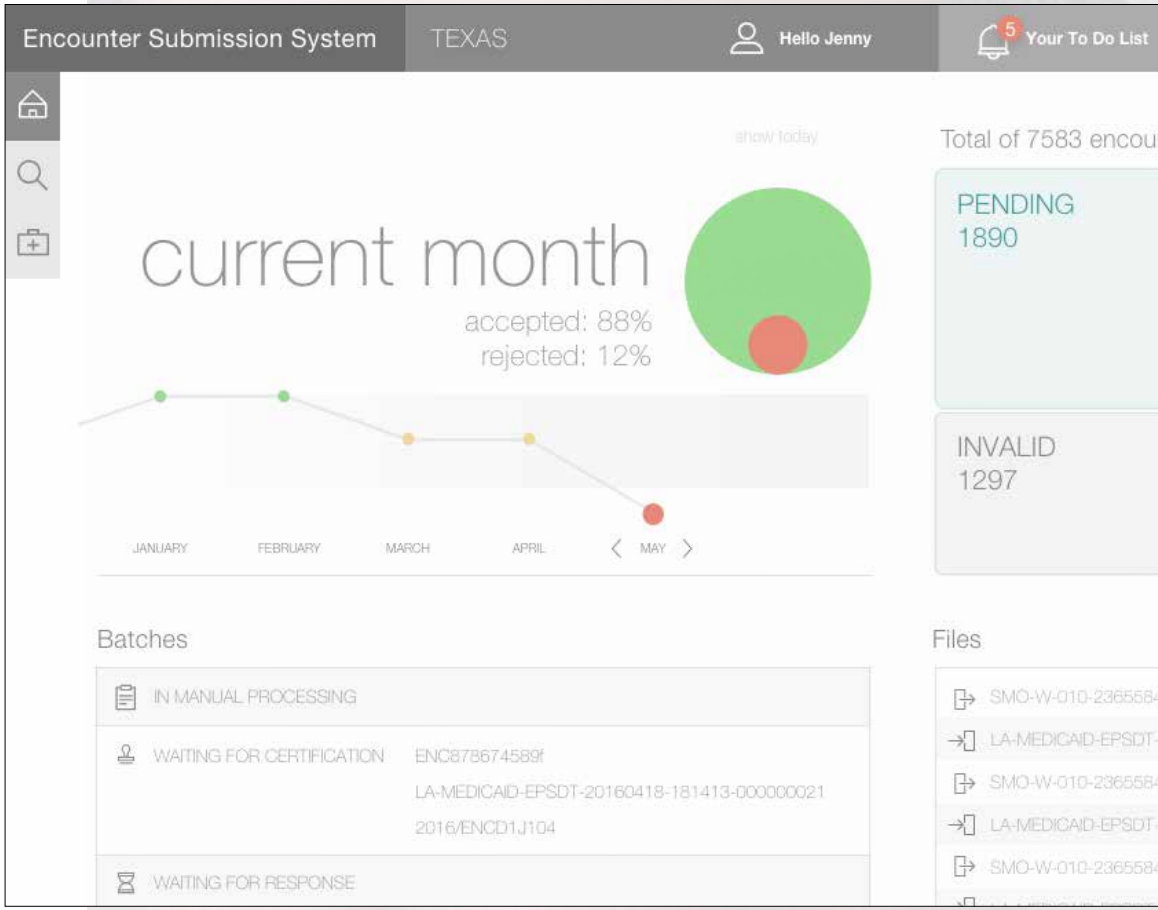
Design thinking approach

Gathering small and bigger insights first, defining and modelling gradually with the team, continuous design iterations to software development.

The main goal was to visualise data into a more usable and marketable solution.
The second goal was to coach a new co-worker in the process of UX design.

We decided a Dashboard would be a good first step to start unifying the process. and make it concrete.

Prototypes to test the user flow, Adobe Xd (online):
http://adobe.ly/20Tjeoy
https://xd.adobe.com/view/78294433-4af0-4e94-6b2a-



About the client: LambdaWerk

LambdaWerk specialize in data interchange and transformation systems for the U.S. managed healthcare sector.
Solutions are used by MCOs (Managed Care Organizations) contracted to administer publicly-funded dental health care plans. The software we write delivers seamless and secure data interchange with the pool of legacy systems used by providers, clearing houses, authorization and settlement systems.

Encounter team

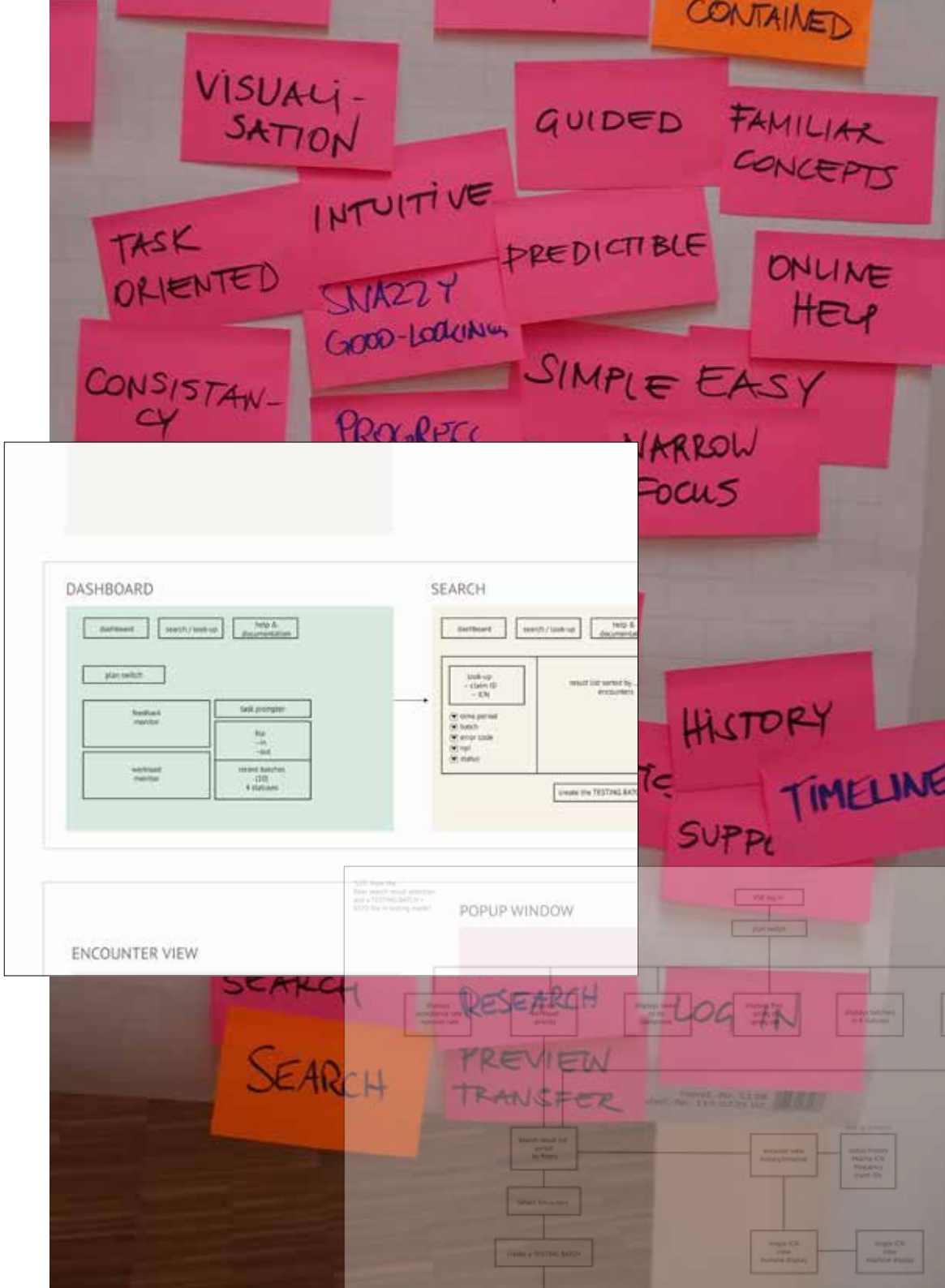
team motivation for a better UX

Participative design

Everyone from the team was invited to review the active and latent assumptions and ideas. I facilitated workshops to this effect.

The second step was to design structure mirroring the internal (backend) processes as well as visualising the enormous flow of information into understandable visual chunks for end users.

We (the mini UX team) delivered new designs continuously to developers, they in return often came back with better ways to approach certain interactions to fit data structure requirements, and over again, for example some readability problems were solved by visual design.



Encounter users

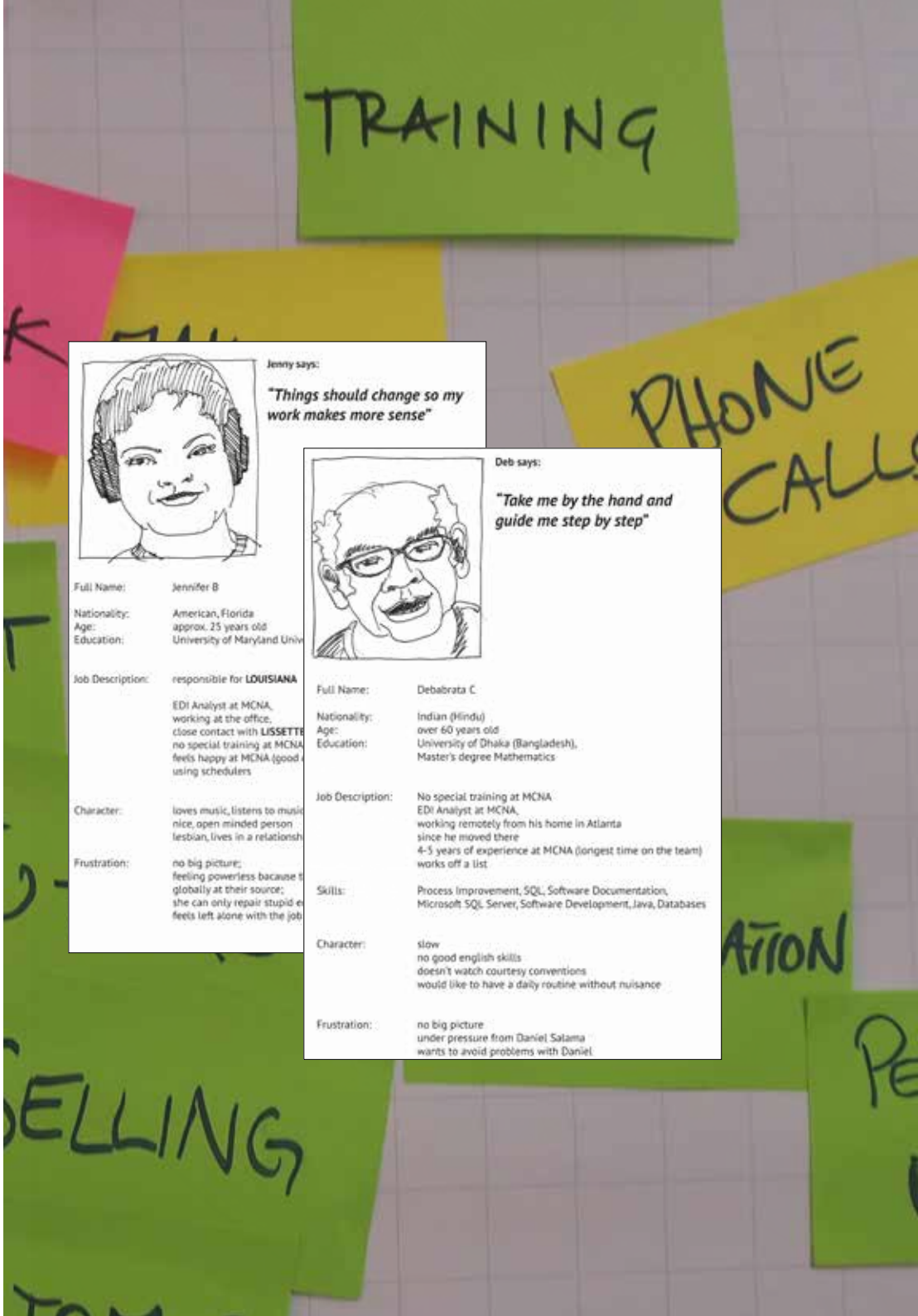
reviewing assumptions

Limited user input

The main user group consisted of 3 to 7 highly trained and relatively low educated people.

I examined assumptions that were made from the business, marketing and software development points of view.
Automation, here, rather than interface design is aimed at supporting and solving human problems.
This was a challenging if not classic dilemma for a user centered approach to design.

Problems occured at system rather than human level.
I felt this did not ask for user testing strategies nor user performance metric.



Encounter data visualisation

visual design to improve satisfaction

Design decisions

Heuristic evaluation

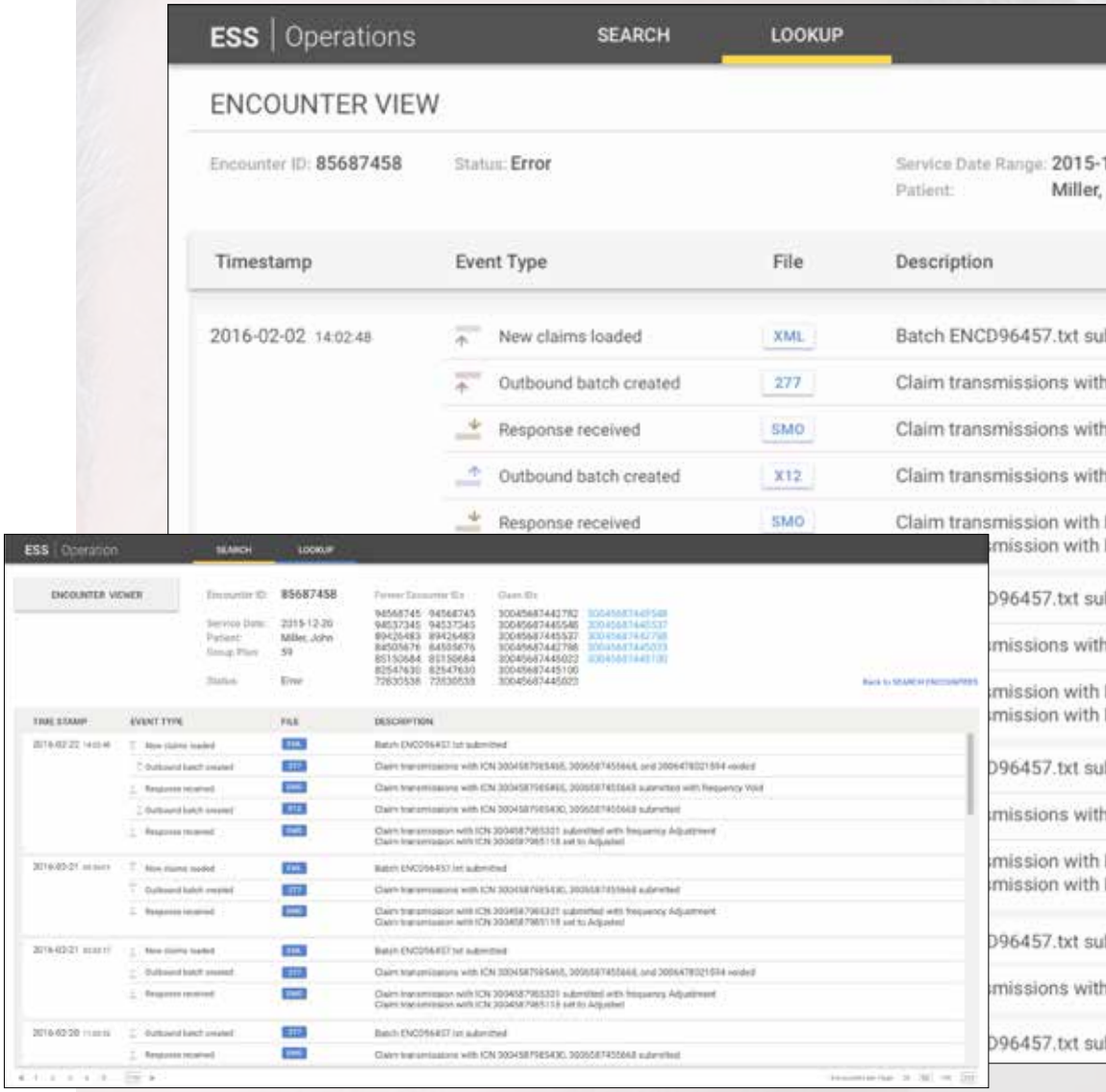
To make use of the available expertise from the team I used informal heuristic evaluations of design proposals to inform further decisions.

Workshops

Map the process for the desired model
Gather design requirements for the User Interface
Design gradually (iterations, everyone participates)

Fast tracks

brainstorm sessions, card sorting
sketching and rapid prototyping
continuous software development (e.g. Zeplin, F2F)



Encounter results

return on the process

Results

The new UX designer's insight and self-starting experience grew steadily under my coaching to pick up the more strategic design challenges.

The dashboard concept and application were well received by the Marketing Department.

I checked the pre-releases in terms of design consistency and dependencies to fit UX requirements.

Feedback

'Jerome helped us to on-board our team design specialist and help her figuring out what our business, UX and user interface needs are. His ability to coach and teach helped us and was of great value, and we're looking forward to working with him again in the future! 'Hans Hübner, Managing Director

UX Case - mobile Engagement

insurance UX for mobile devices

Case story

I designed a UX Case study for an arbitrary insurer on mobile devices (Allianz is used as a dummy brand).
I narrowed the case to an insurance calculator.

Brief

The client needs to publish an online calculator so to provide small and medium business customers with a tool to both calculate the rates and stipulate the insurance contract online on-the-spot.
The target group are small businesses such as hairdressers, cosmetic studios, sport bars, shops.

Approach

With no possibility to interview stakeholder or team members I have asked friends to act as second-opinionated team-members.
I decided to approach any design decision big or small with one central question in mind: how is it supporting and sustaining Engagement?

UX Case - start

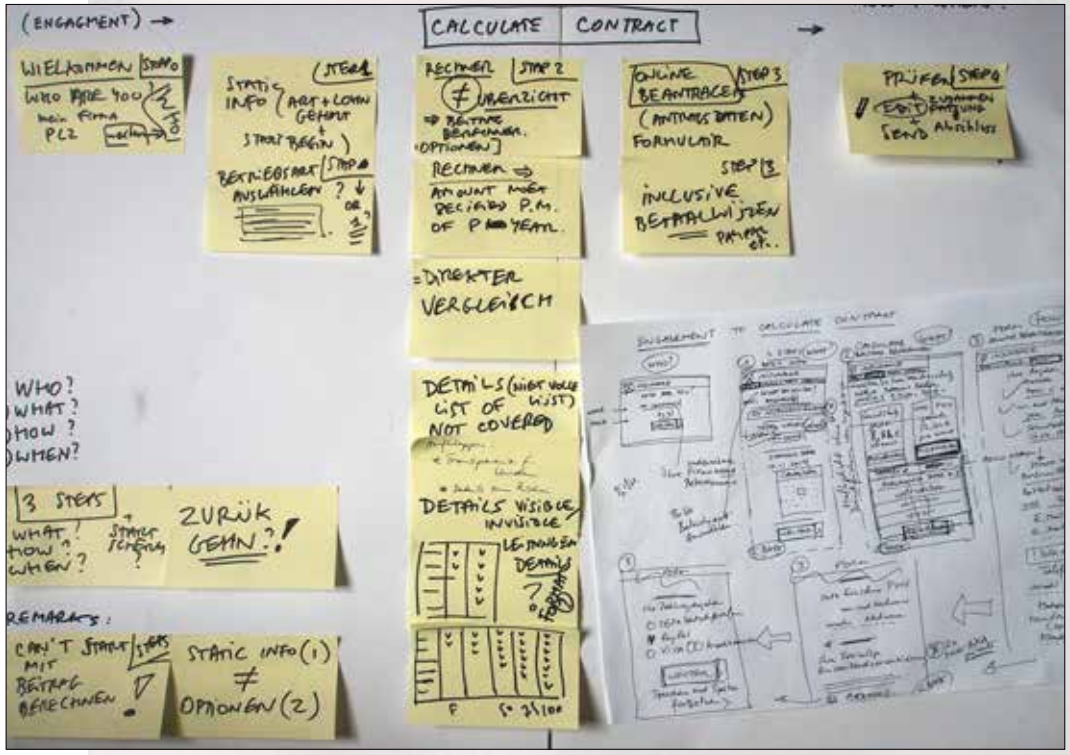
planning

Sketch and re-sketch

I addressed problems and sketched concepts, made simple comparative analysis and evaluated ideas.

Branding the prototype

I designed a HiFi prototype later, fitting the look and feel for Allianz mobile apps. The Prototype showed the application Axure RP with adaptive views



team motivation for better UX

Participative design

I invited non designers to participate actively to the process from the start, believing in the effect of learning to inform the overal innovation process needed.
First step was to create a mental model of the 'new' application from scratch, together. I facilitated conceptual workshops to this effect.

The second step was to design the UI of a enterprise Dashboard aiming at mirroring the internal processes as well as visualising the enormous flow of information into understandable visual chunks for end users.

We (the mini UX team) delivered new designs continuously to developers, they in return often came back with better

MAP THE SCENARIO

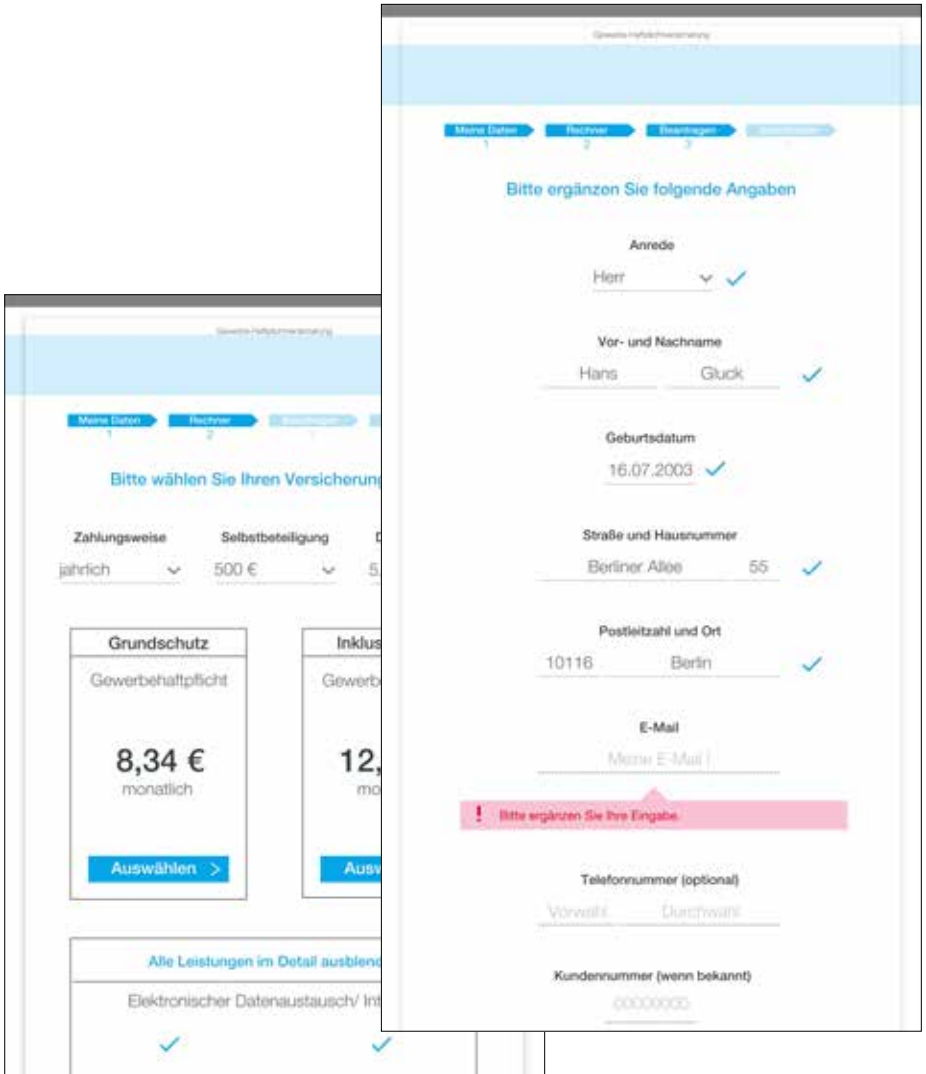
The idea is to get the customer engaged from the very start into a short and efficient process. Benefits need to be clear at each step. The backbone relies on the structure for a typical user's questioning about any service:

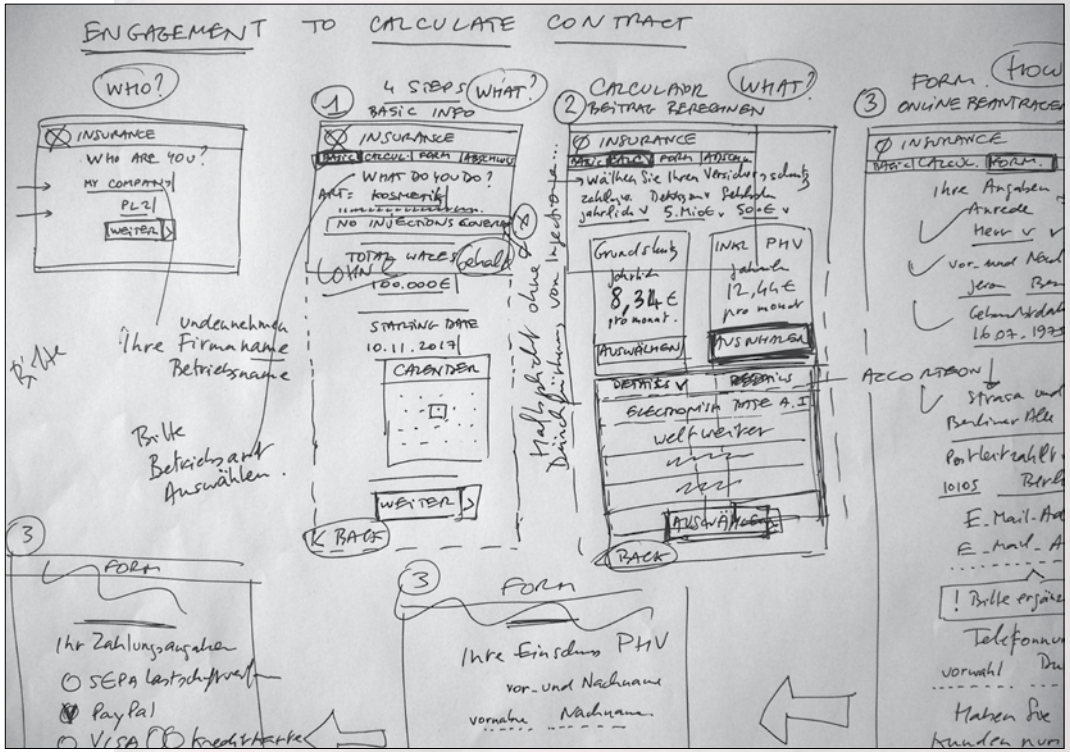
1. Who? (who are you/ am I?)
2. What? (what do you do/ I do/ what do you get/ I get?)
3. How? (how to get the product/ service)
4. When? (get it, after checking and the given information)

UX Case - rich wireframes

Wireframing

The prototype to be tested in a user interview is designed using rich Wireframes (basic color and type).





SKETCHING THE FLOW

Section 1 stands for Engagement. 2 and 3 is about CALCULATING the Tarifs and filling up the form to build the CONTRACT.

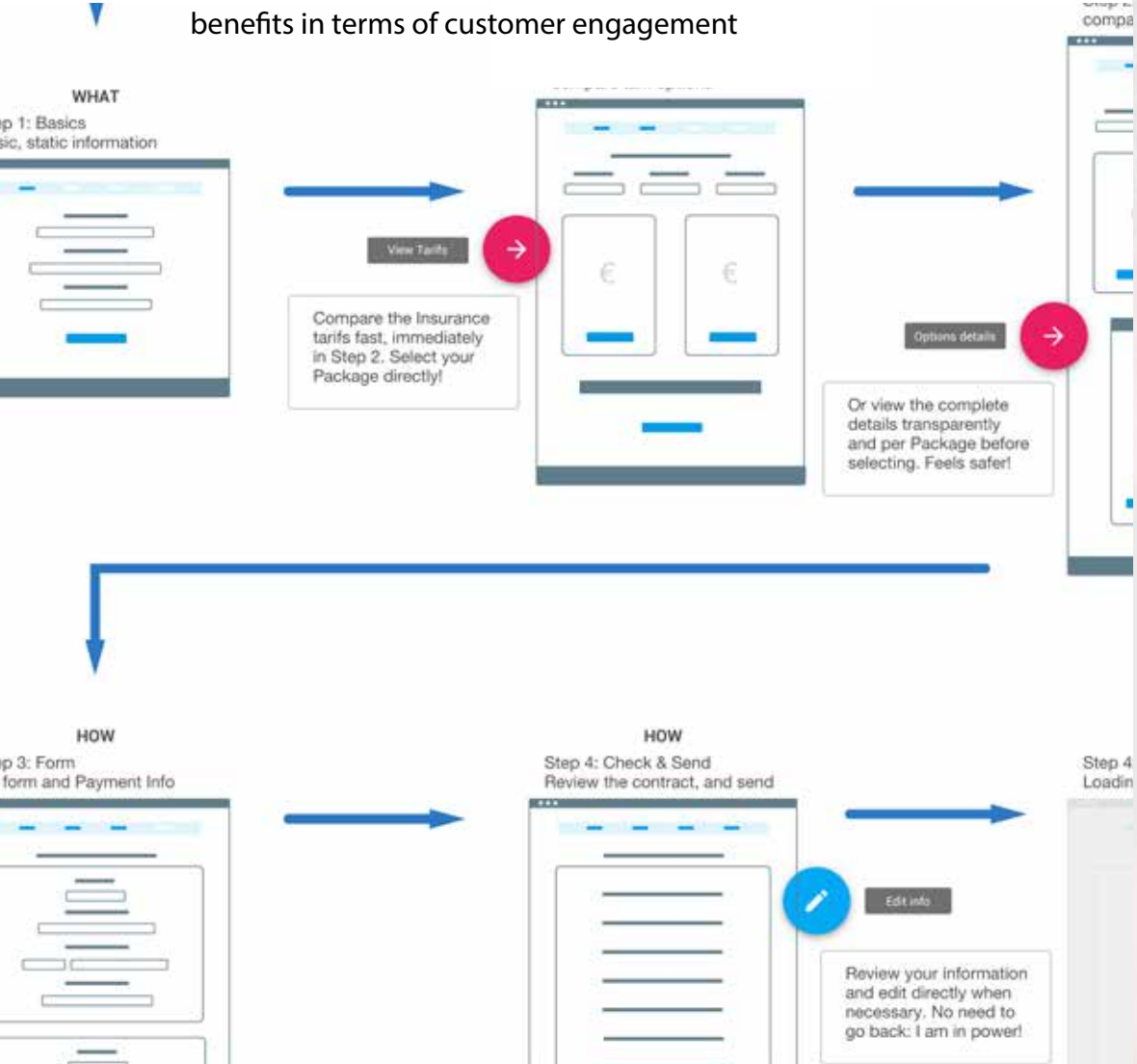
Last section 4 is about contracting/ closing (after checking and editing details as desired by user (top).

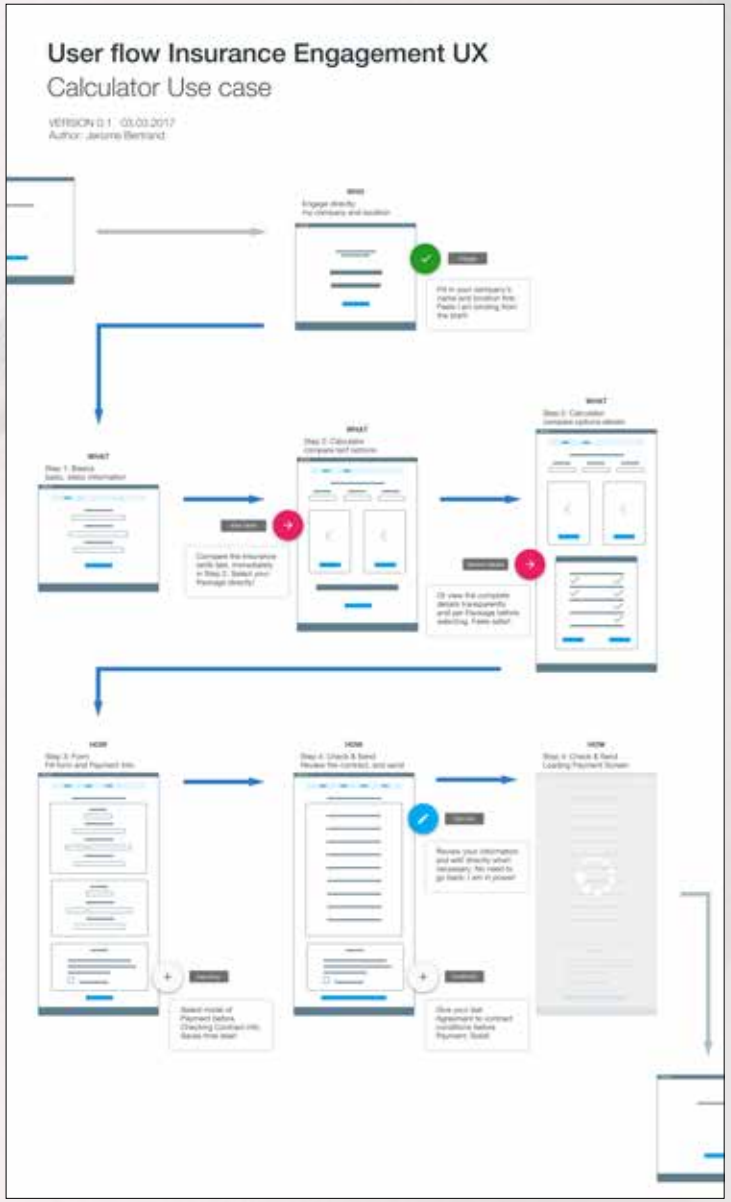
The Wireframes are designed in Sketch (left).

UX Case - user flow

desirable user benefits

This user flow is annotated to sum up the desirable benefits in terms of customer engagement





UX Case - language

micro moments of delight

Language style of address

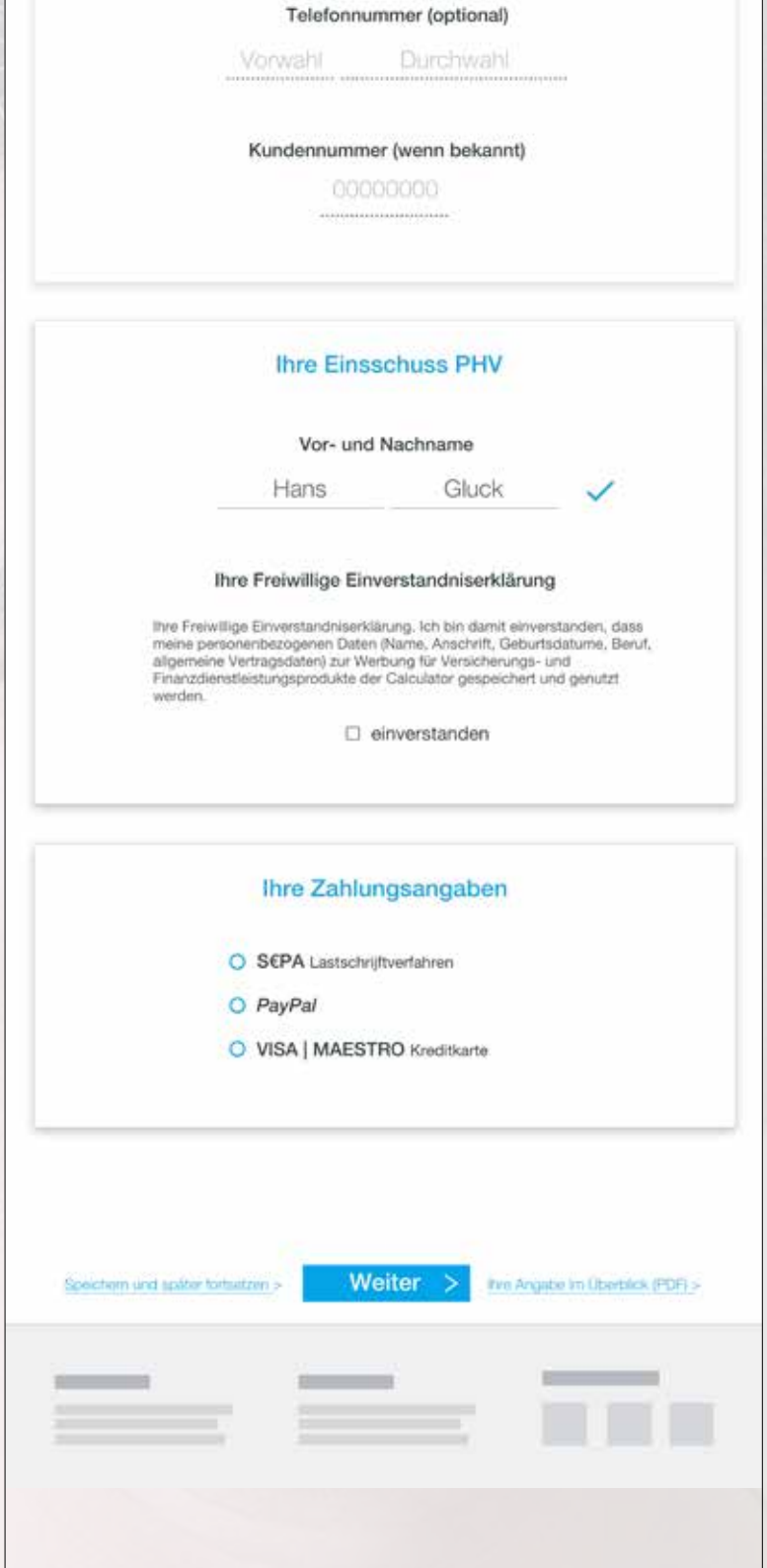
In the highly competitive use context of mobile devices, I have put particular attention to language to address the potential customer in the correct, concise word and friendly tone of voice.

> There is a distinction between a first person style ('Mein Unternehem') and second person ('Ihre Betrieb-'). Also there is a formal and more elaborate writing style of address when it comes from the Client to the customer ('Bitte Ihre Betrieb- und Berufinformationen angeben').

Quick analysis of competitors provided me with similar existing concepts and domain language (in German) to possibly reuse or adapt.

Reward the user but not too often

I wanted to help the user flow after each important stage is completed. Save information (and come back to complete later) works as a reward, motivates the user to go further, like so:
Speichern und später fortsetzen >



GeoGames - serious games

founder Google Earth 3D

Virtual world mash-up

Author: Guido van den Heuvel

Translation to English: Thanks to Claudia van Lelyveld

Drawing inspiration from Google Maps and Google Earth, we founded GeoGames in 2005.

Pilots of the web application under development: travel booking and reservation systems, publishers sport and leisure, medical center facilities, holiday resorts and architectural sites/ buildings, construction facilities.

Notes about the Google Earth API

The Google Earth API has been deprecated as of December 12th, 2014. The API will shut down by end of 2016, and will continue to work on supported browsers until that date. So some sync functionalities are no more supported by this API.

GeoGames - pilots & clients

GeoGames aimed at developing the application toward serious games for educational and training purposes.

The principal idea behind GeoGames is 'geo-simulated environments': in other words the visualisation and simulation of location-bound information.
The M3D Glider makes it possible to view 3D models of buildings, urban environments, town planning designs and even moving vehicles.
The web application is called 'Glider' because the user can fly smoothly from one point to another, whilst the software instantly retrieves the location-bound information from the synchronised browser.
The web application adds several web functions to those already in existence on Google Earth.
GeoGames developed the Glider with partner Bernhard Sterzbach of Globe Glider and works in co-operation with 4 partners located in Holland, Germany, the United States and New Zealand.

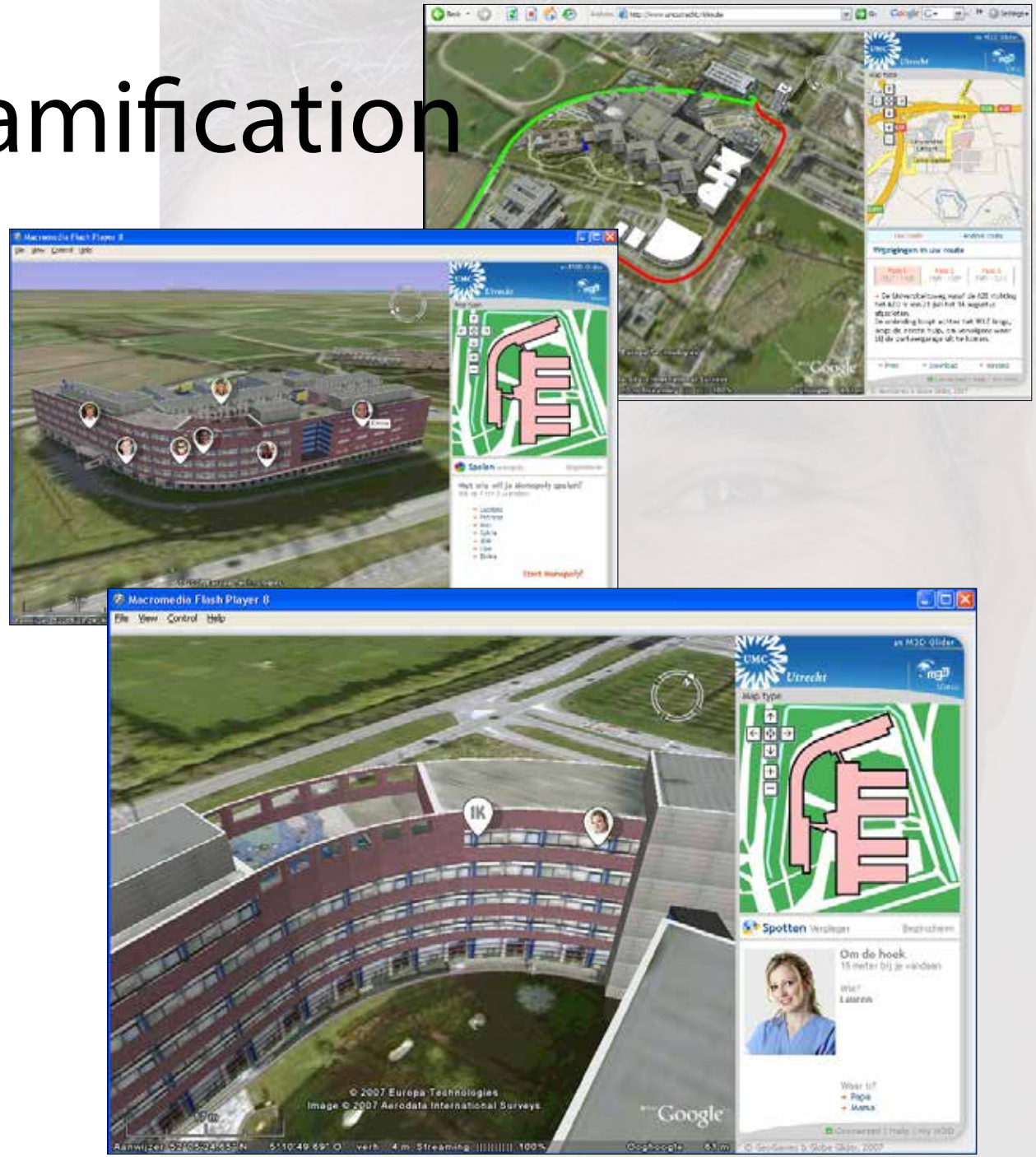
Jerome Bertrand: "The real added value happens when you start to filter and modify the information to serve the end user. For example, if

GeoGames - gamification

booking a holiday online an interactive map can enable the user to enjoy a taste of the area in advance."

Reference from GeoGames partner Bernhard Sterzbach,
Project leader (Software development at Rohde & Schwartz)

Back in 2005 Jerome and I embarked on a project to harness mapping APIs like Google Maps, Google Earth and MS Virtual Earth for presenting location based information and services in an intuitive and appealing web interface. Jerome's experience in UX design, his eye for intuitive, simple and beautiful design and his understanding of user needs turned our project from a software engineering exercise into a workable, viable product proposition. Maybe we were a bit ahead of our time, trying to squeeze LBS, 3D modelling, routing services, geolocated advertising, user generated content and tourist services all into one web page, but Jerome kept us on the course of user focused design and an attractive look and feel.
On top of this he single-handedly took care of all the managerial and commercial aspects of the Geo-Games startup venture. Jerome's talent as a designer and as an artist is complemented by his passion for creating a compelling product and his willingness to put in the hard work needed to reach the goal.



TechnoPartner Award 2008

TechnoStarter **GeoGames**
Jerome Bertrand

Launching Customer **UMC Utrecht**
Else Mulder

2 juli 2008

Universitair Medisch Centrum
Utrecht

UMC Utrecht in 3D via Google Earth

Universitair Medisch Centrum
Utrecht

Project volledig in de webbrowser
(PRIMEUR wereldwijd, juni 2008)

Universitair Medisch Centrum Utrecht