

Selected Works

2014-2016

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In one of his podcasts, RJ McCollam talks about how a freelancer can only be measured by the work they put out: not executing, not publishing, not launching, not showing all these things you are capable of- you're not showing potential clients what you're capable of. The following pages contain descriptions and deliverable samples from a small set of projects I have worked on over the past couple years.

Some of the pages have links to the full versions of the documents that are highlighted on the page, or the clickable prototype, as well as links to the live sites. One of the projects has not launched, but the experiences gained during the project are noteworthy enough to include in this deck. Another has launched, but is still undergoing many behind the scenes changes.

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Project: Master Planned Community Website Re-design

Deliverables: Recommendations deck and annotated static wireframes

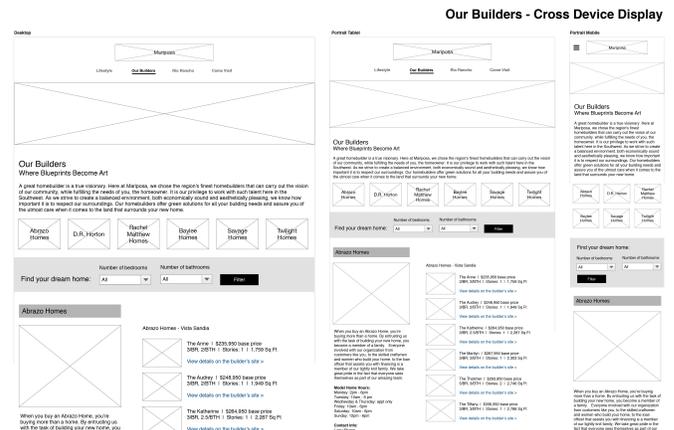
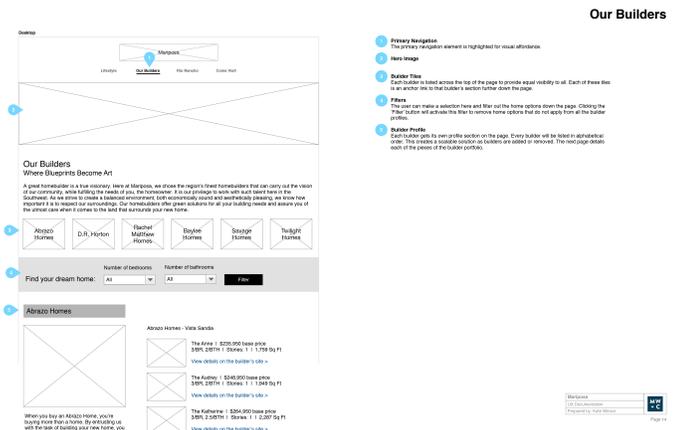
Mariposa is a 6,500-acre master planned community located in Rio Rancho, New Mexico. I partnered with one of my favorite agencies in New Mexico to re-design this site to better attract baby boomers. The ultimate goal of the project was to drive users to visit the community. Over all, this is a very simple site but I really love how the visual design complements the user experience.

The entire project presentation was put together in a way to make it as easy as possible for a client who is not overly familiar with the website redesign process.

My favorite page, featured below in it's annotated view, responsive views and final designed/built view is the Builder Finder page. I wanted to display some of the homes that each of the builders had available for Mariposa, but also make it easy for a user to search for a home of with certain specifications regardless of builder.

Annotated wireframes

Responsive views across three breakpoints



Live site: <http://www.liveinmariposa.com/>

Recommendations deck: http://katewinsor.com/portfolio/Other/KateWinsor-Mariposa_Recos.pdf

Note: the positioning statement persona in this deck were provided by my client

Full wireframes: <http://katewinsor.com/portfolio/Other/KateWinsor-Mariposa-Wireframes.pdf>

Project: E-Commerce Website Re-design

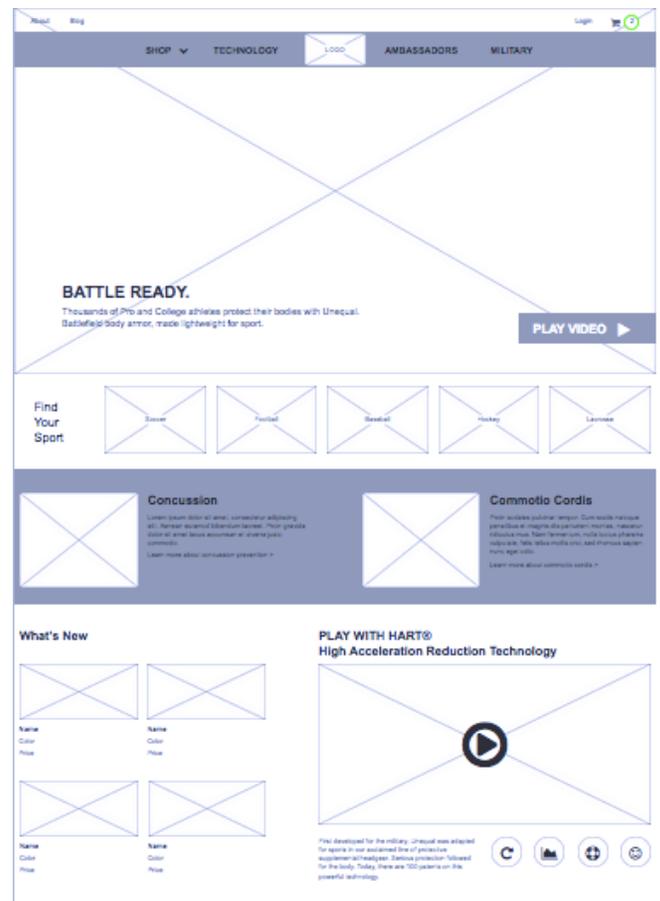
Deliverable: Responsive wireframe prototype

Unequal makes a series of products that are used in action sports such as football, baseball, hockey, lacrosse, and soccer to help reduce impact injuries. For example, they make a headband for soccer players to help prevent concussions from heading the ball and 'body armor' for baseball players to protect their chests from fast moving balls.

I partnered with a small agency here in Dallas to act as their UX department. The initial wireframes we put together were a 'proof of concept' to help them win the business and finalize their client signing on with them. Once that happened, we were able to put together a full set of responsive, clickable wireframes. Finally, for consistency, I aligned the wireframes to the designs a bit more to help their client understand how the two deliverables work together.

I was not able to participate to the client presentation, and my client presented designs to help facilitate understanding with their client, but I received the following feedback from the agency I was working with:

“ [Our] Client got teary eyed and all- best we could have ever asked for! They thought the website was great- the one woman said "it's such a clear and simple path and 2 clicks away from the sale which I love." So great work there! ”



Wireframe prototype: <http://i82tpd.axshare.com/>

Live site: <http://unequal.com/>

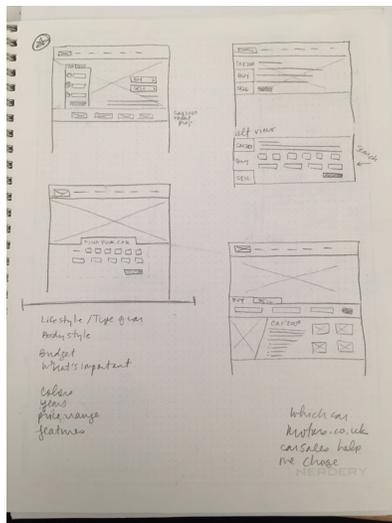
Project: Used Car Buying and Selling Website Re-design and iOS app

Deliverables: Wireframe prototype for responsive website and iOS app

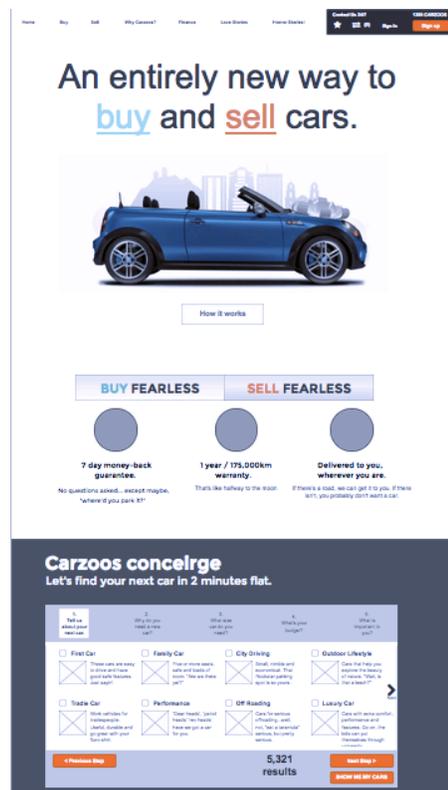
The Village of Useful is a Advertising Agency in Newcastle, Australia. I partnered with them to help build out the digital user experience for their client, Carzoos. Despite the fact that they are on the other side of the planet and half a day ahead of me in the states, we didn't have any trouble communicating our ideas or working collaboratively.

In this project, I played a Senior UX role- I came up with how each of the elements we were designing would work and had a team under me to help with putting together the wireframes. We worked collaboratively through an Axure Team Project to 'divide and conquer.' The challenge was merging our different wireframing styles into one cohesive prototype that would be used for testing. I had the opportunity to mentor a new generation of user experience professionals, help them learn a new piece of technology and practice their skills.

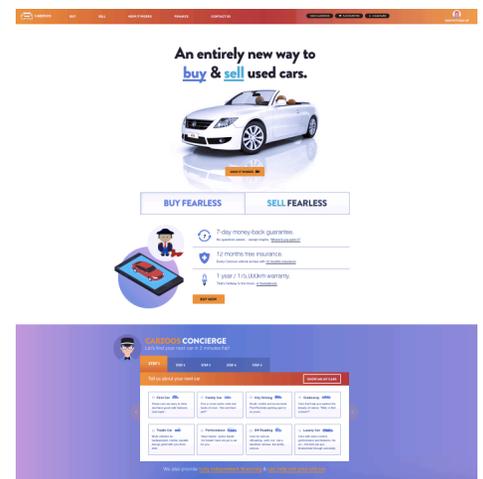
Homepage Sketches



Website Prototype



Live site



Live site: <http://www.carzoos.com.au/>

Project: Website re-design

Deliverables: Personas, user journeys, UX best practice recommendations, annotated static wireframes and user testing script

Allegion makes security products for residential and commercial applications. Which is a fancy way of saying they make door locks and hardware. Their website re-design was my first project as an employee of Valtech. The week I was hired, I was on a plane to meet with the client. The next week, my days were filled with internal and external stakeholder interviews. Those interviews were synthesized into a series of personas and user journeys which were part of a new deliverable called the 'UX Playbook.' Over several projects, this playbook evolved to include competitive and heuristic analysis.



Summary
The school district Mike presides over will be adding three new elementary schools in the next two years. The health and security of the staff and students is very important to him. He remembers hearing something at a conference about access control door technology and is also considering upgrading some of the other buildings in his district. He is in the initial stages of researching trends in the security industry and also in the bidding process with local contractors, architects and security consultants.

Objectives

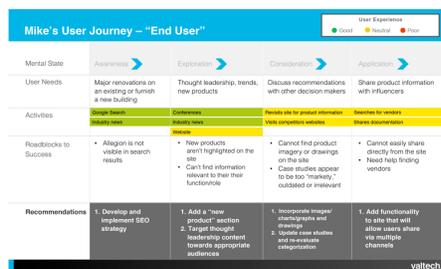
- "I want to know if the hardware I'm interested in is compatible with existing solutions."
- "I want to show the other decision makers images of my sites and how they worked in similar applications."

I'm interested in

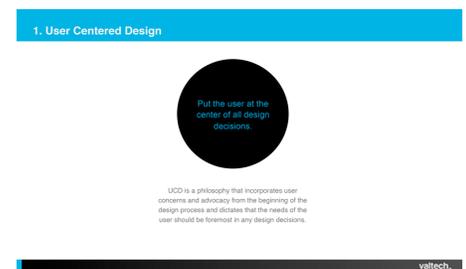
- Specific products and all their options
- Thought leadership, trends and best practices
- New product information and service brochures

Devices

Persona



User Journey



An example of a UX recommendation

One of the highlights of this project was pushing the client outside of their comfort zone and proposing interactions that are at the forefront of design. This included a left-hand navigation that expanded and contracted when the user interacted with it, and a right-hand page control that allowed the user to move up and down to different sections.

Through the interviews of actual customers, I was able to learn more about how they interacted with the site and what they were looking for. Similar to how stock photography sites allow users to put images in a 'lightbox' to do a single 'checkout' transaction at the end of their growing experience, I thought a similar metaphor would be useful in this situation. We presented to idea to the client and they loved it.

But beyond a client being hesitant to push the limits and their love for an idea we had, I had the opportunity to take the designs to actual users for feedback. The users had no issue with the left-hand navigation and loved the idea of being able to collect all the documents they needed and download them in one action at the end of their site experience.

UX Playbook: http://katewinsor.com/portfolio/Other/KateWinsor-Allegion_UX%20Playbook%20.pdf

Static wireframes: <http://katewinsor.com/portfolio/Other/KateWinsor-Allegion-Wireframes.pdf>

Project: University Site Redesign

Deliverables: Recommendations deck, information architecture, recommendation wireframes, working wireframes, copy, search engine optimization recommendations

I was referred to the office of Communication Services at Eastern New Mexico University by a client I had previously worked with. They contacted me to help them with their site redesign project.

For me this project was a huge success because I was able to find several champions within the organization, secure their trust and help them get over the hump of wanting to organize their site based on their org chart and not on how prospective students search for information on the web. For example, the name of the department that deals with incoming students is called Enrollment Services at this institution. But prospective students don't search or look for 'Enrollment Services' when learning how to gain admission to a degree granting institution. They have seen 'Admissions' on every other university website they have visited, so it makes sense to use the same taxonomy here.

Name	Sub-Nav 1	Sub-Nav 2	Sub-Nav 3	Sub-Nav 4	Sub-Nav 5	Sub-Nav 6	Current URL
Undergraduate Admissions							http://www.enmu.edu/
Graduate Admissions							http://www.enmu.edu/graduate-students/
Transfer Admissions							http://www.enmu.edu/transfer-students/
Online Bachelor Degree Programs							http://www.enmu.edu/online-bachelor-degree-programs/
Bachelor of Applied Arts and Sciences							http://www.enmu.edu/bachelor-of-applied-arts-and-sciences/
B.A.S. in Aviation Science							http://www.enmu.edu/bachelor-of-applied-arts-and-sciences-aviation-science/
B.A.S. in Emergency Medical Ser							http://www.enmu.edu/bachelor-of-applied-arts-and-sciences-emergency-medical-services/
B.A.S. in Hospitality Management							http://www.enmu.edu/bachelor-of-applied-arts-and-sciences-hospitality-management/
Bachelor of Business Administration							http://www.enmu.edu/bachelor-of-business-administration/
B.S. in Professional Technical Ed							http://www.enmu.edu/bachelor-of-business-administration-professional-technical-education/
B.S. in Health Science							http://www.enmu.edu/bachelor-of-business-administration-health-science/
B.S. in Nursing (B.S.N.)							http://www.enmu.edu/bachelor-of-business-administration-nursing/
Ph.D. in Education							http://www.enmu.edu/doctoral-program/
Request Information							http://www.enmu.edu/request-information/
Visit Campus							http://www.enmu.edu/visit-campus/
Meet Your Recruiter							http://www.enmu.edu/meet-your-recruiter/
Alumnae Network							http://www.enmu.edu/alumnae-network/
Campus							http://www.enmu.edu/campus/
Ramon Arriaga							http://www.enmu.edu/ramon-arriaga/
Sally Holman							http://www.enmu.edu/sally-holman/

This project tested all my user experience skills, and even some outside of the typical UX umbrella.

I was called upon to re-do the Information Architecture of the site. Pictured to the left is a screenshot of the document I put together with the new structure and naming conventions. I also included a column referencing the current page on the site.

As part of the original project, I was also tasked to put together a strategy/recommendations document. A lot of the bits and pieces of knowledge I picked up through my research I still use to this day.

At the beginning of 2016, I was once again contacted by the University to jump back in and help the complete the project. They had a couple of internal issues that got resolved and they were ready to focus on getting the new website built. They kept my recommended structure and naming conventions, and as we worked through the different sections, we made a couple changes. I also put together some very simple and high level wireframes to guide the developers as they built out each page in the CMS, wrote copy and SEO recommendations.

UX presentation: http://katewinsor.com/portfolio/ENMU/KateWinsor-ENMU_UXPresentation.pdf

Initial wireframes: http://katewinsor.com/portfolio/ENMU/KateWinsor-ENMU_Reco-Wires.pdf

Working wireframes: http://katewinsor.com/portfolio/ENMU/KateWinsor-ENMU_Wireframes.pdf