

# Angela Ho

## User Experience Portfolio

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# About me

**Hi, I'm Angela,** a UX Designer  
in London

-  Over 15 years of experience in digital media with 6 years applying UX practices across web, tablet & mobile platforms
-  Passionate about all things UX, dedicated, self-disciplined, & a goal oriented team player
-  Proficient with user research & testing, user journeys, persona creation, wireframing, prototyping...

# Case studies

I have compiled a range of case studies from emails to user research to UX design to ecommerce across desktop, mobile and tablet devices.

You can see more case studies in my online portfolio: [www.angike.com](http://www.angike.com)

# Magic Movie Maker app

The Magic Movie Maker app has been designed to enable parents or carers and children with haemophilia to make short movies together, to help them normalise and explain their condition to family, friends and peers by starring the child chatting to a cartoon character.

## GOAL

To identify any usability problems and highlight areas for improvements as well as determine user satisfaction with the app.

## RESULTS

Usability testings were run within AS&K and at the hospital. Users like the app and felt it was original and a valuable tool for children with haemophilia. Findings from these were presented to management, editorial, design, development and animation teams. The various teams were then able to take this feedback to incorporate improvements to the app.

## CLIENT

AS&K Mercury

## DATE

September 2014

## PLATFORM

iPad tablet

## WHAT I DID

- Usability testing
- Findings presentation
- Sketching
- Interaction design
- Design direction
- Clickable prototype



## 1. USABILITY TESTING - INTERNAL (WITHIN AS&K)

An interim version of the app was ready for testing and I helped conducted usability testing internally to bug test and get some initial feedback before we take the app for further testing at the hospital.

Six staff participated (with two in each session). After explaining the test, they were left to explore the app and make a movie with it. Each participant took turns to be a parent as well as pretended to be a boy with haemophilia aged between 5 - 10 years old. At the end they each helped filled in two questionnaires (one as a parent, one as a child). For example, they were asked to rate how easy the app was to use, recommendations for improvement, etc. from each persona's view point.

Some of the findings indentified included:

- Technical issues like volume of the cartoon characters and double playback during some scenes.
- Lack of interaction between cartoon character and child before filming.
- Lack of clarity for the instructions.

“It was tough getting ‘child’ to talk at the right time as we couldn’t hear the cartoon character well.”

**Test participant as a ‘Parent’**  
on overall experience  
of using the app



## 2. USABILITY TESTING - EXTERNAL (AT HOSPITAL)

I helped to conduct five further usability testing sessions at the hospital with the parents and their children with haemophilia. In total, five children (between 5 - 10 years old), three parents and three siblings (between 14 - 17 years old) took part.

In some instances where the child and their sibling(s) were testing the app, the parent would observed on the side. Similar to the internal testing, they were left to explore the app whilst being observed making their movie. The participants then filled out a set of questionnaires at the end of the session (one for parent and one for child). For example, they were asked to rate the app's fun value, ease of future use, and their views on sharing of the movies, etc.

Some of the findings indentified included:

- Some confusion when navigating the app, e.g. during cartoon character selection step.
- Lack of clarity on how to proceed shooting the scenes for the movie.
- Parents weren't aware that they had to assist their child in shooting the movie.

“My favourite part was the character I chose because he was funny.”

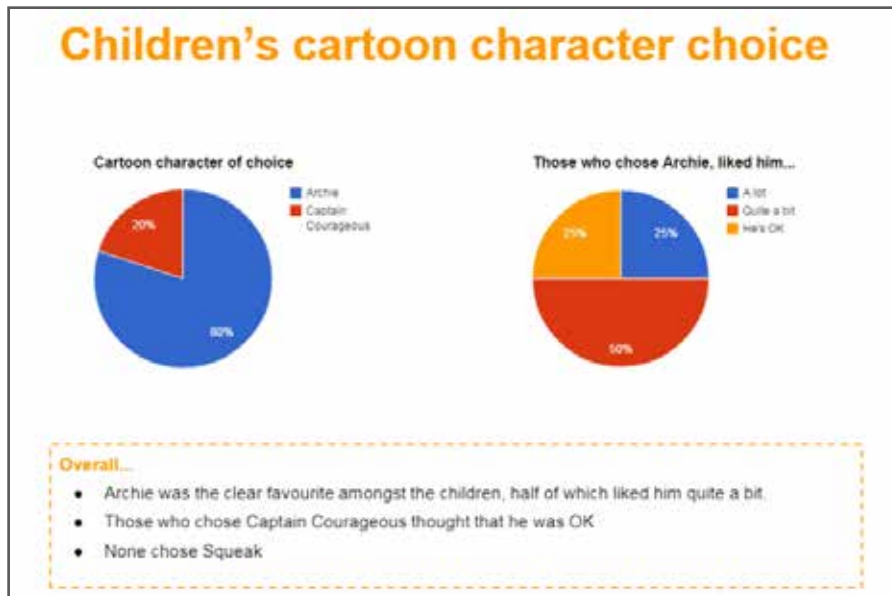
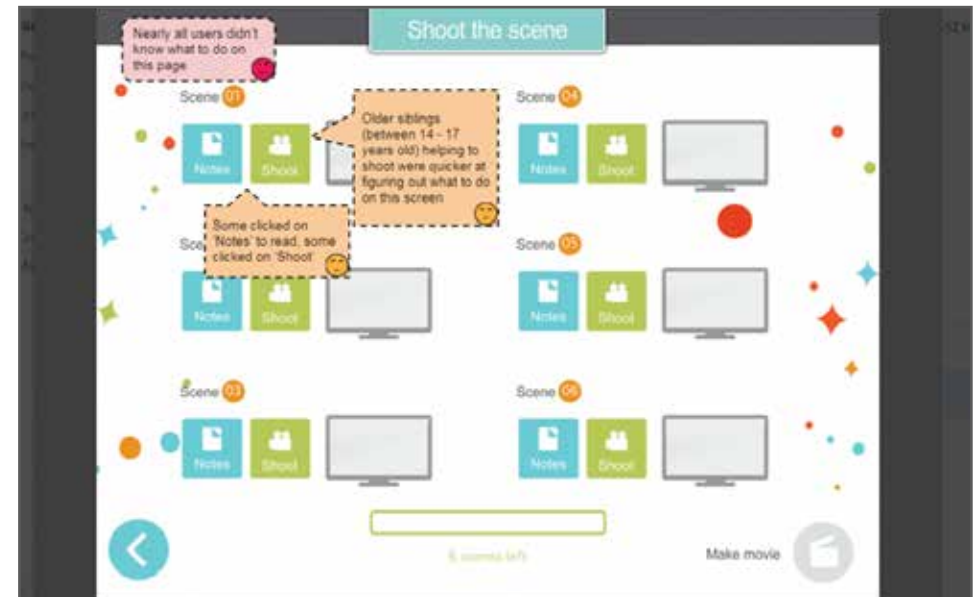
**Child, 8 years old**  
on what he liked  
about the app

The image shows two questionnaires. The 'CHILD QUESTIONNAIRE' is on the left, featuring a 'MAGIC MOVIE' logo and a series of colored circles (green, yellow, orange, red) for rating different aspects of the app. The 'PARENT QUESTIONNAIRE' is on the right, with a similar layout but with checkboxes for 'Agree' and 'Disagree'.

### 3. FINDINGS PRESENTATION

I gathered detailed findings with user feedback / suggestions, paying attention to areas requiring improvements within the app and presented these to the management, editorial, design, development and animation teams.

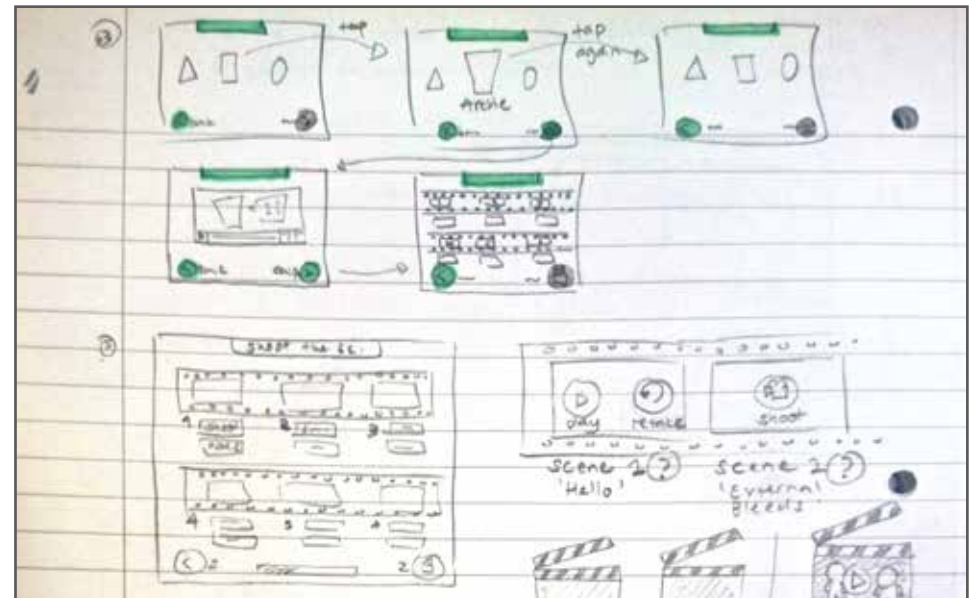
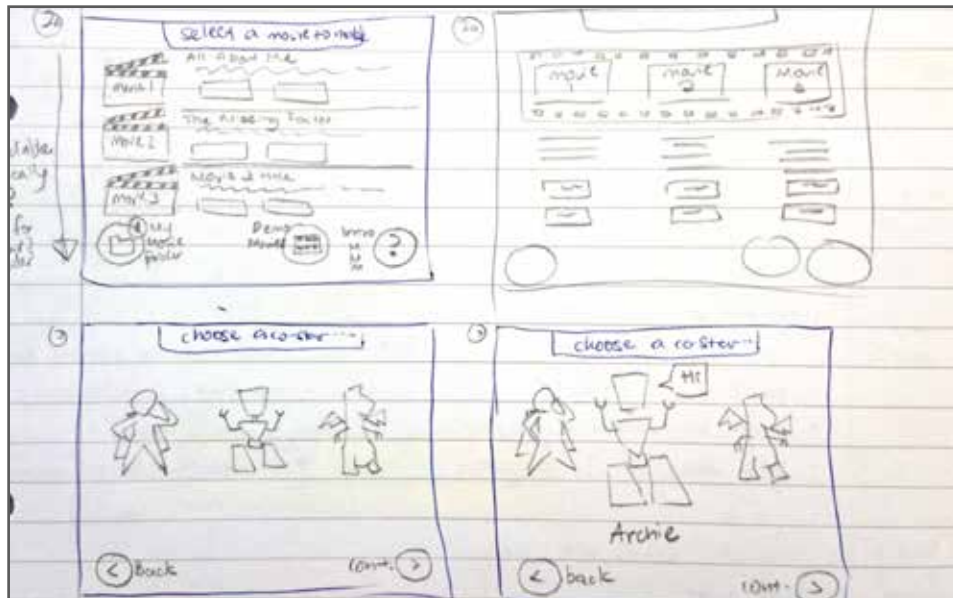
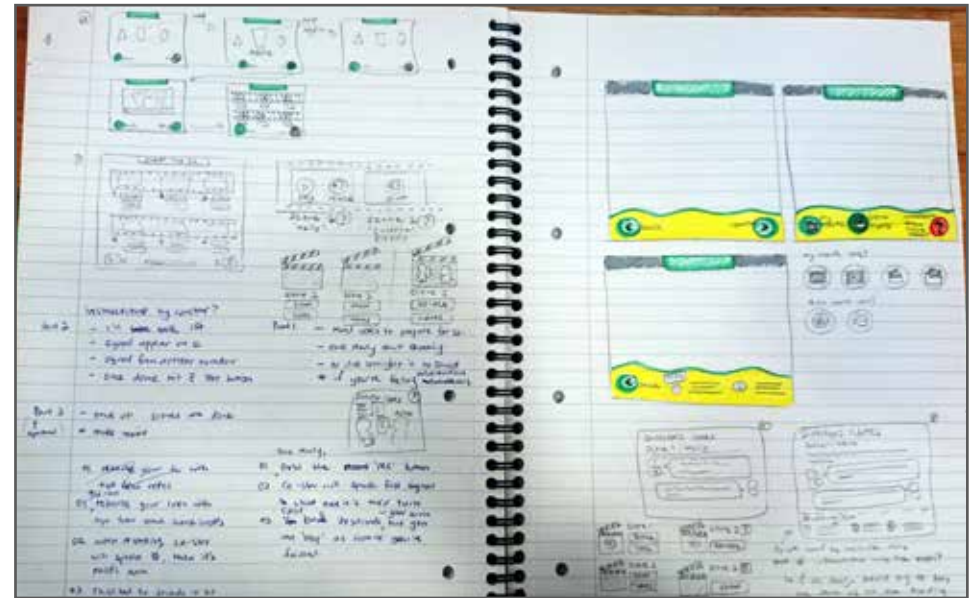
Overall, users really like the app and felt that it was original, engaging and a valuable tool for their children with haemophilia. Children particularly like that a) they could pick their own cartoon character and b) the cartoon character talked to them.





## 4. SKETCHING / INTERACTION DESIGN

Based on the research findings, I highlighted key areas that weren't clear to the users. In particular, the 'Shoot the scenes' screen, where nearly all participants had difficulty with (in both internal and external usability testing sessions). I then started sketching design concepts as well as ideas for improving interactions within the app.

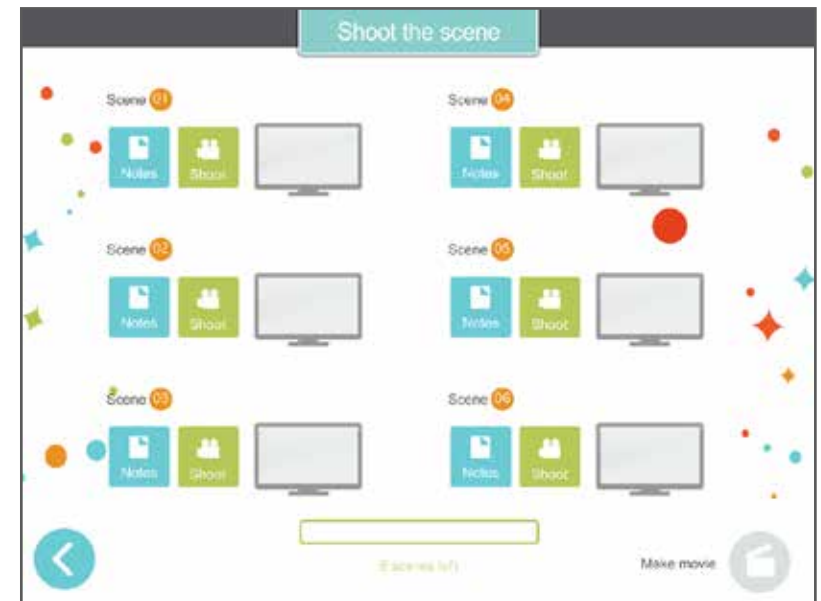
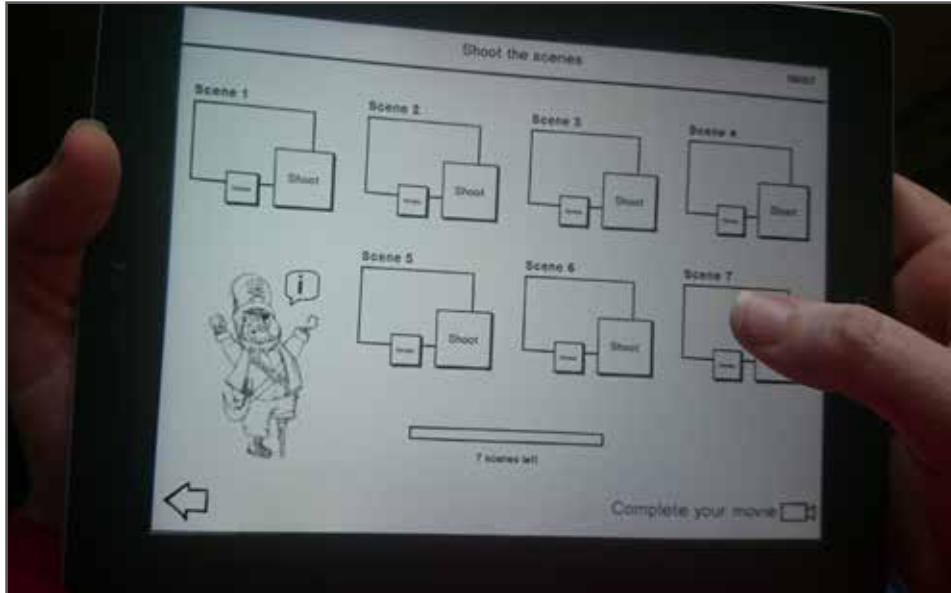


## 5. DESIGN DIRECTION

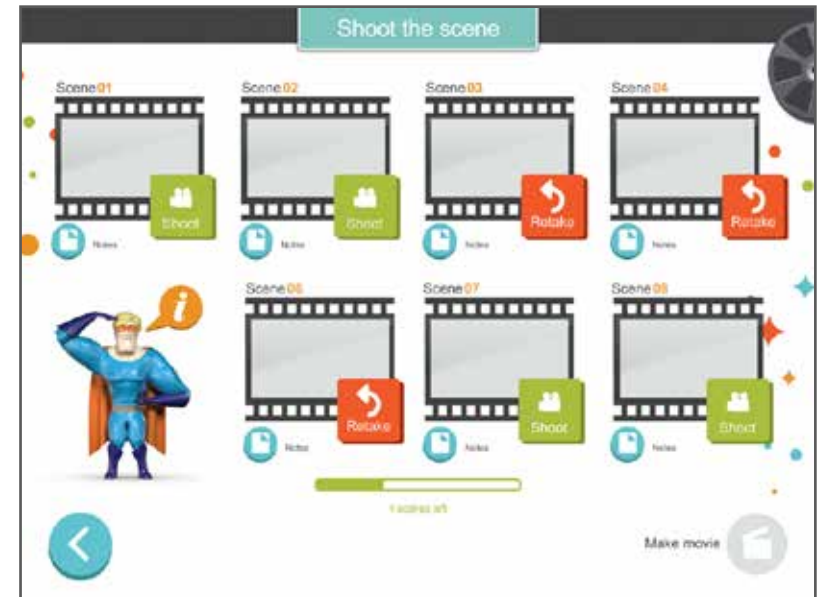
Together with the UI designer, we ran through these ideas and came up with design improvements for different areas of the app. I also got the development team on board to avoid any complications during the build.

## 6. CLICKABLE PROTOTYPE

To quickly test these ideas, I set up a clickable prototype (lo-fi wireframes) using [www.invisionapp.com](http://www.invisionapp.com).



Before



After

# Email preference centre

The email subscription process Incisive Media had was based on making it as difficult as possible to unsubscribe. They needed to make it as easy and transparent as possible for users to do so. Also there wasn't any 'preference centre' by which users were able to manage their email alerts.

## GOAL

To help readers manage or unsubscribe only from communications they do not want to receive, and increase the accuracy and therefore value of the data captured.

## RESULTS

The final email preference centre will be implemented across 30 brands' editorial newsletters and marketing email alerts within the business. A lo-fi wireframe prototype showcasing the ideal journey was created for the digital team to carry on with the next phase of the project.

## CLIENT

Incisive Media

## DATE

2013

## PLATFORM

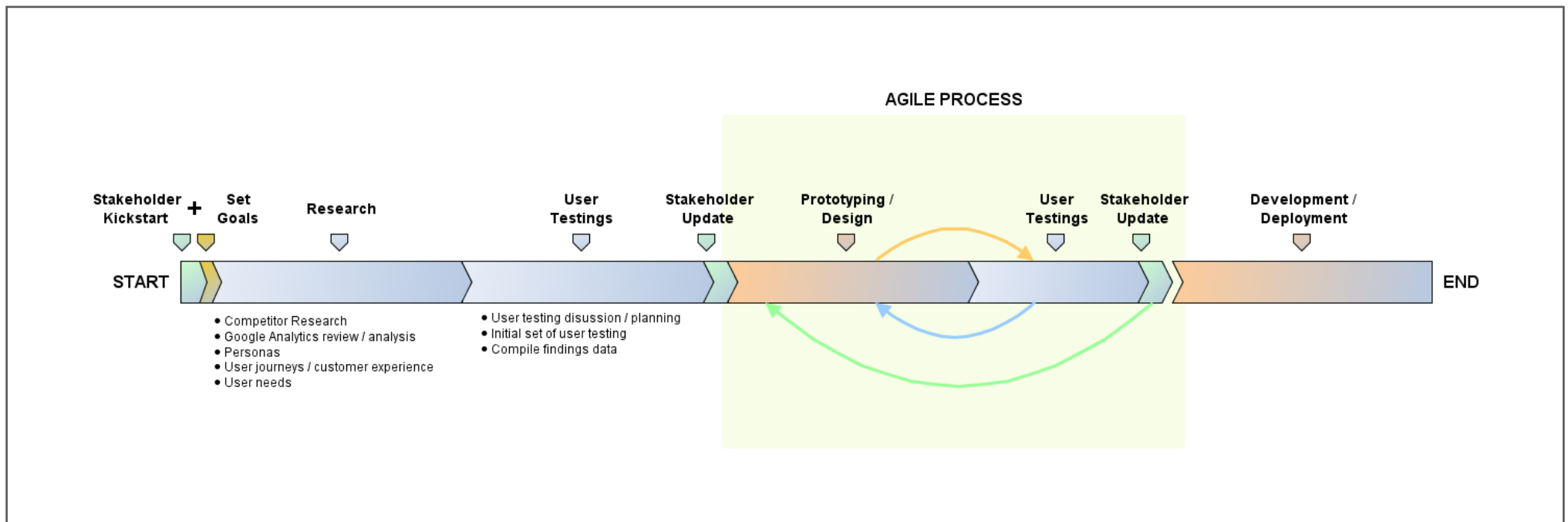
Desktop, Mobile & Tablets

## WHAT I DID

- UX lead / Project plan
- Stakeholder update meetings
- Competitor analysis
- Analytics analysis
- User flows & journeys
- Sketching
- Paper prototype
- Lo-fi wireframes (clickable)

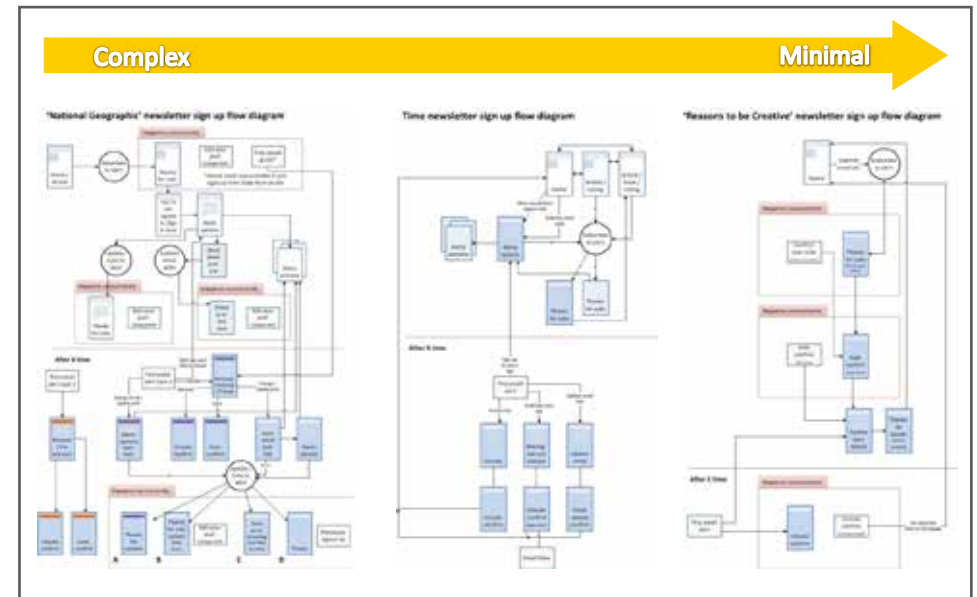
## 1. UX LEAD / PROJECT PLAN

I started capturing requirements by interviewing the key stakeholders from digital operations / marketing & database /data teams. I then come up with a process to help lead the direction of the project.



## 2. COMPETITOR ANALYSIS

I researched and collected best practices of email sign-up and preference management.



### Time

- Quick & easy newsletter sign up; quick bullet points of alert's feature
- Different categories have their own quick & easy newsletter sign up component in RHC
- Preview of alerts in (longer) newsletter options form
- State frequency of alerts up front, e.g. daily, weekly
- User detail fields at the bottom just before sign up button
- Info on duration unsub. process may take after successful unsub + links to more stories

The screenshot shows the TIME Newsletters sign-up page. On the left, there's a list of newsletter categories like 'Today's Top Stories', 'Entertainment', 'Business', etc. On the right, there's a sign-up form with fields for 'First Name', 'Last Name', 'Email', and a 'SIGN UP' button. A red box highlights the sign-up form area.

### National Geographic

- Quick & easy newsletter sign up
- Immediate feedback after submission; does not disrupt browsing rest of site
- Unsub. landing page (not design) has 3 options: allows full unsub, continue receiving & change email pref.
- Preview of alerts in (longer) newsletter options form

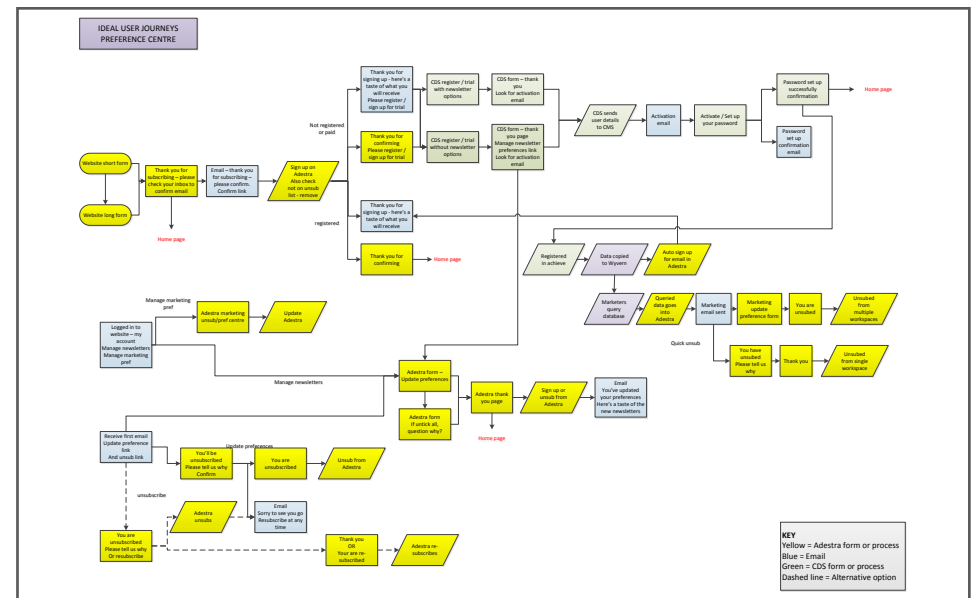
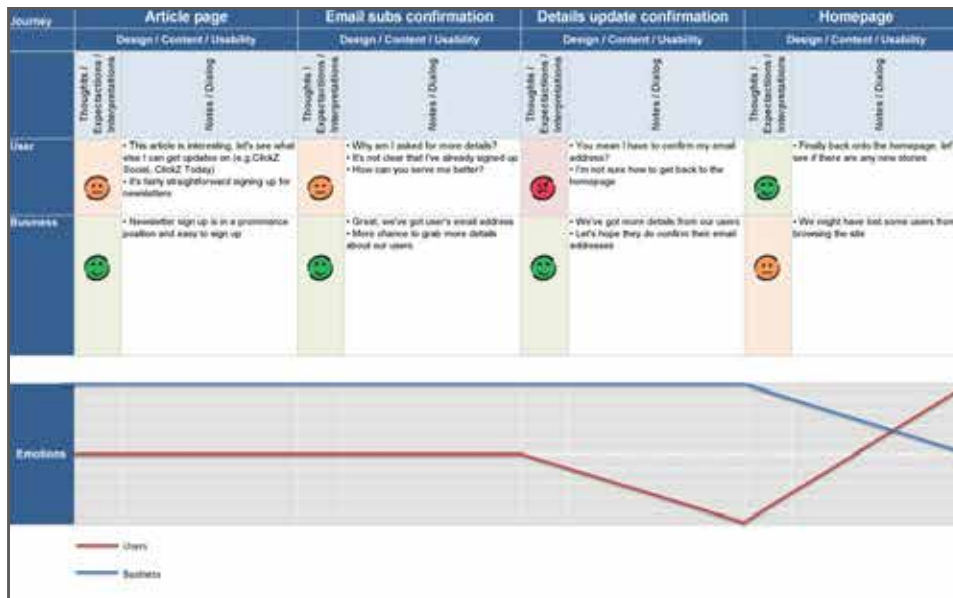
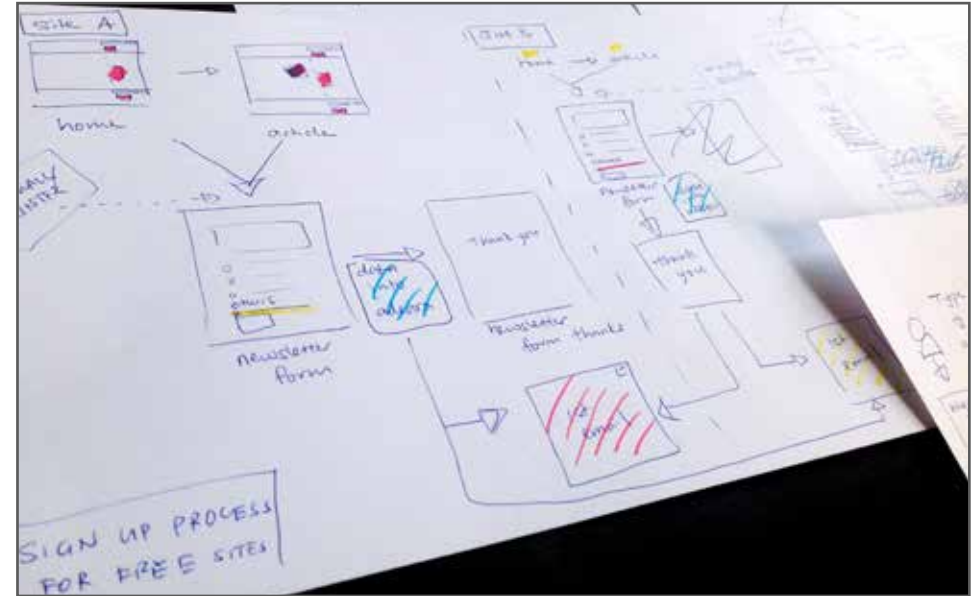
The screenshot shows the National Geographic Email Newsletters sign-up page. It features a sign-up form with fields for 'Name' and 'Email', and a 'SIGN UP' button. A yellow arrow points to the 'SIGN UP' button.

This is another screenshot of the National Geographic Email Newsletters sign-up page, showing the same sign-up form with a yellow arrow pointing to the 'SIGN UP' button.



### 3. USER FLOWS & JOURNEYS

Working closely with a Digital Operations Manager, I held workshops where we reviewed the existing brands' email sign-up / unsubscribe journeys. I then took one of these brands and created a Service Design Roadmap to provide a visual representation that captured the multiple touch points for both users and business viewpoints. We also brainstormed ideas for user journeys and user flows.

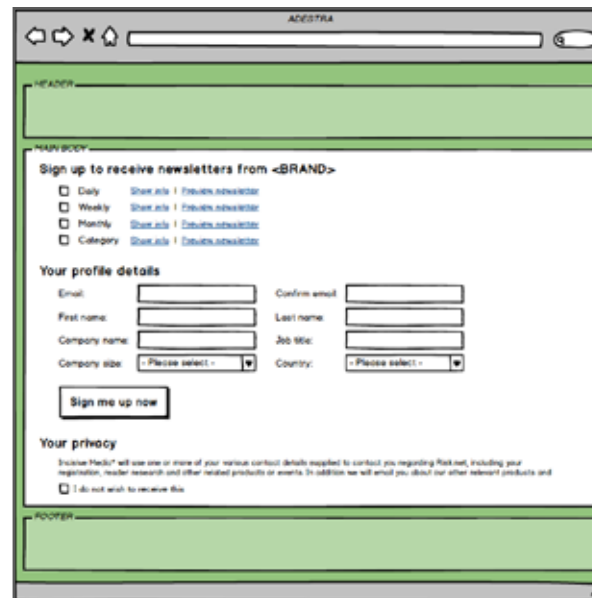


## 4. PAPER PROTOTYPE

From the user flows, I then sketched out ideas for features and layouts for the various web pages & forms.

## 5. LO-FI WIREFRAMES (CLICKABLE)

Based on the sketches, I created lo-fi wireframes. Using [www.invisionapp.com](http://www.invisionapp.com) I set up a clickable demo to present to key stakeholders a proof of concept for the project. They were able to view this later at their leisure and invited to add their comments within the demo.



# Mobile site redesign

**Incisive Media's brands' mobile sites were out-dated and did not provide users with a good browsing experience. With over 30 brands using the same templates, we needed to come up with a new set that could be flexible to accommodate these different brands, as well as provide users with a better experience on their devices.**

## GOAL

To design a global set of responsive templates, that could be implemented across Incisive Media's brands' mobile sites for phone and tablet devices.

## RESULTS

A library of global components that could be customised by each brand to use for their website, as well as a responsive prototype.

## CLIENT

Incisive Media

## DATE

2013

## PLATFORM

Mobile & Tablets

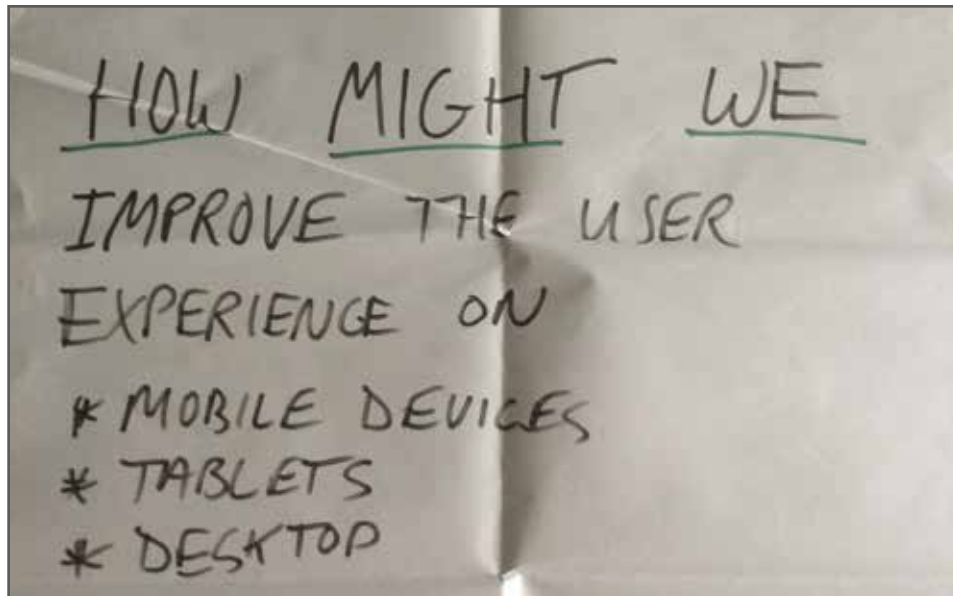
## WHAT I DID

- UX workshops
- Competitor analysis
- Analytics analysis
- Remote usability testing
- Storyboarding
- User flows
- Sketches
- Paper prototype
- User journey test script for HTML prototype



## 1. UX WORKSHOPS

Together with a project manager and developer, the UX team discussed business & user goals, brainstormed ideas for design improvements as well as technical implementation, and potential road blocks. Within this, we took note of current mobile trends, features and designs that provide best user experience across mobile & tablet.

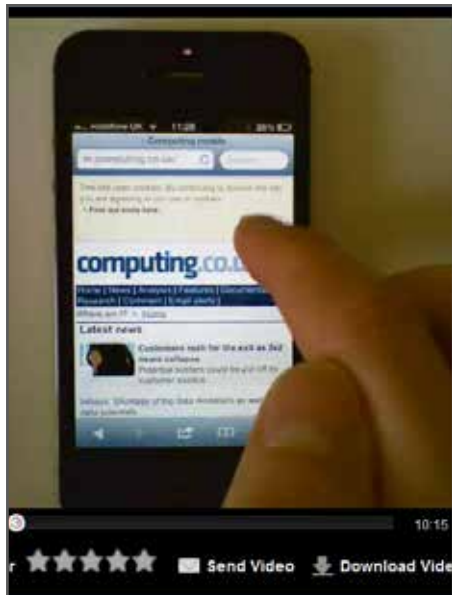


## 2. COMPETITOR ANALYSIS

Sites identified from a number of sectors were split amongst the UX team, where we each performed small usability studies to look for common themes and examples of best and worst practice. These would range from mobile to tablet to desktop sites.

## 3. REMOTE USABILITY TESTING

I planned and observed users browsed 5 different mobile websites on various phones (e.g. iPhone, HTC One X) remotely via [www.usertesting.com](http://www.usertesting.com).

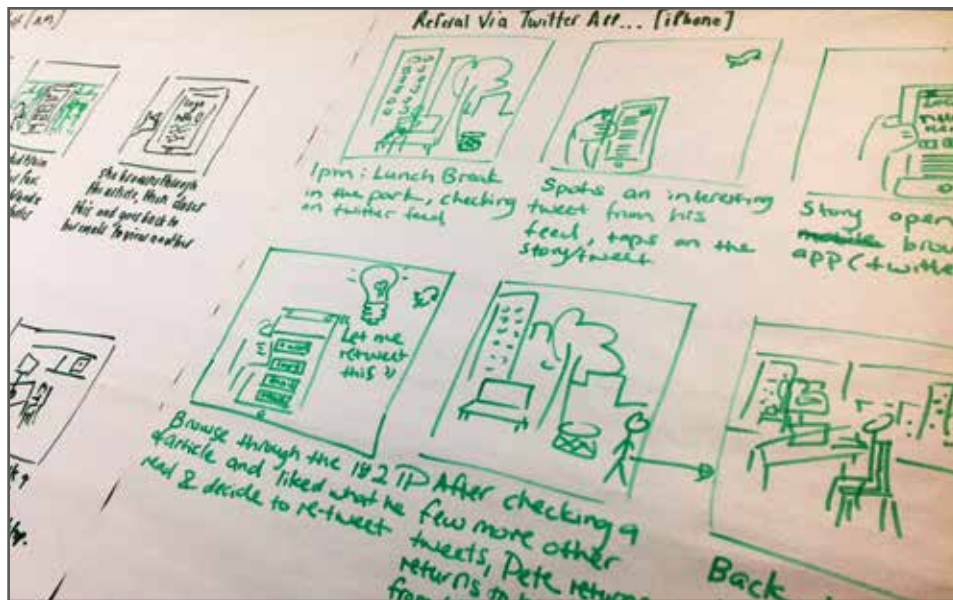


## 4. STORYBOARDING

I sketched out various storyboard scenarios where users would use their mobile whilst on the move, to help us visualise any possible features to consider for the project.

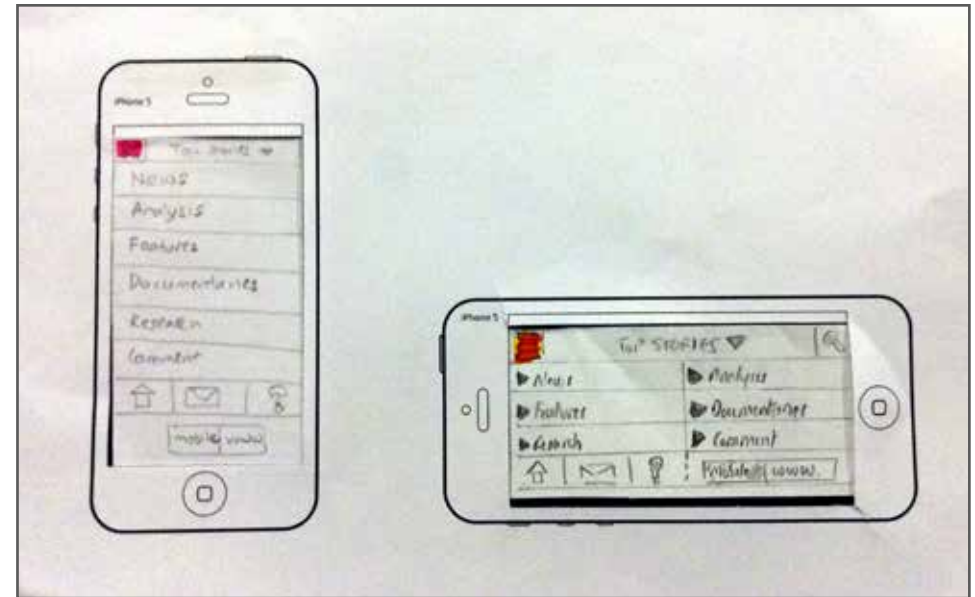
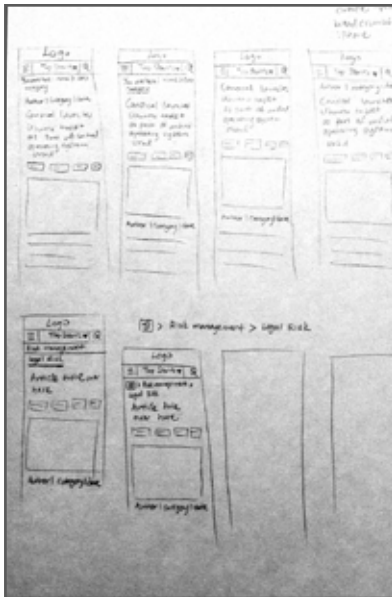
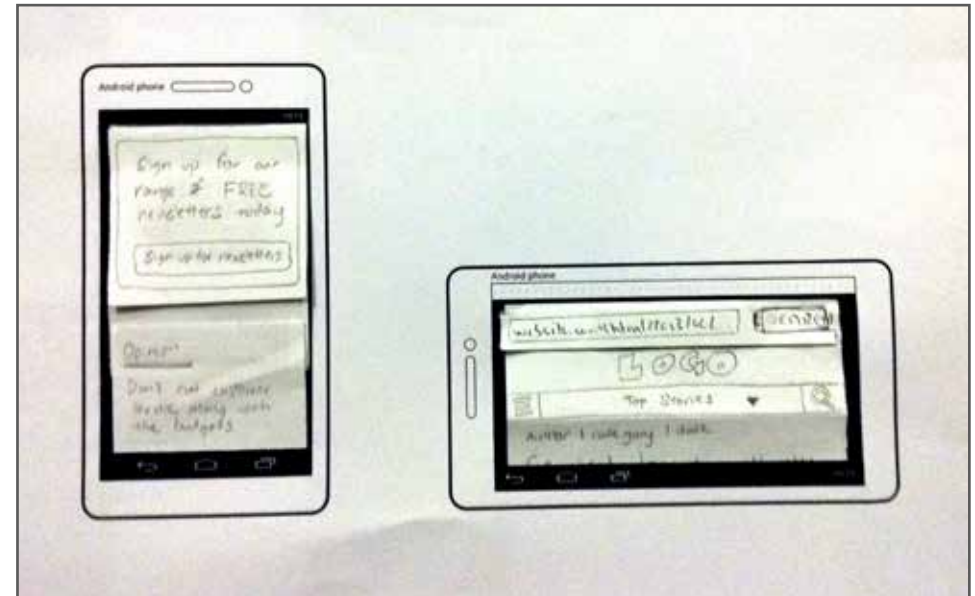
## 5. USER FLOWS

In one of the UX workshops, we used Post-It notes to identify all user types and their key entry points to our mobile sites, which led to a flow diagram highlighting all user journeys and destinations.



## 6. PAPER PROTOTYPE

Based on the research findings, I started sketching initial design concepts. Together with a colleague, we created a paper prototype for mobile and tablet in both portrait and landscape to cater for responsive designs. These were produced for iPhone 4 & 5, Android phone, iPad Mini and Nexus 7 tablet.





# Eyequant

**Incisive Media signed up with [www.eyequant.com](http://www.eyequant.com) to trial for a month. The Eyequant software allowed us to upload designs / screenshots, and then worked out where the users' attention was likely to be - essentially trying to replicate an eye tracking study.**

## **GOAL**

To test as many design iterations as possible on Eyequant within a month with various Incisive Media brands.

## **RESULTS**

Taking on an agile approach, a series of mini design hack workshops / sprints were run weekly over a month across 4 brands. Various design ideas and iterations were thought up and tested with Eyequant. The brands were then able to take these optimum results to incorporate into their websites to measure their success.

## **CLIENT**

Incisive Media

## **DATE**

June 2013

## **PLATFORM**

Desktop

## **WHAT I DID**

- Project plan & management
- Design hack workshops
- Sketches
- Design direction
- Eyequant analyses
- Eyequant findings presentation

## 1. PROJECT PLAN & MANAGEMENT

Taking on an agile approach, I planned, organised and managed a series of design hack workshops with 4 different brands (Jobs, Risk.net, Incisive Events, IThound). The teams consisted of project management, marketing and UX & UI designers. To kick start the project (Sprint 0), I would meet up with the individual brands to inform them about Eyequant, as well as request information that was required for the workshops to follow.

### Methodology

#### The processes used

##### Week 1 (Sprint 0)

- Kick start meeting with the various brands to inform about eyequant trial
- Brands will then help consolidate facts and figures for design hack workshop

### Methodology

#### The processes used

##### Week 2 (Sprint 1)

- First series of mini design hacks workshop with the various brands
- Come up with various design ideas / wireframes at the end of workshop
- Jack and Muhan to come up with the designs as proposed in workshop

## 2. DESIGN HACK WORKSHOPS & SKETCHES

During the session with each brand, we looked at challenges & goals, and analysed a current web-page design / layout in Eyequant. From the initial set of analyses, we brainstormed different ideas & design layouts which the UI designers would then use to come up with the visuals for the next session.

Challenge

- Risk Premium doesn't look much as compared to Journals + Business
- ↳ in actual fact it is
- Risk Premium = Journals + Business

Goals

Business — Convert then users to subs

Clearly setting out what are getting out of the various subscriptions packages &

Users — quickly find out which pack is the one I require for my work / study.

most popular package = R. Business

ideas

#1 Same layout with subscribe buttons at top

#2

#3

#4

#5

#6 same layout but with colours for the 3 different packages.

①

Logo

Which Where Find

Upload CV Get alerts Post jobs

Featured companies

main CTA

- 1 - Find jobs
- 2 - upload CV
- 3 - get alerts
- 4 - most popular sectors
- 5 - post jobs

②

Logo

Search to 100 jobs what where

Which Where Find

Featured CO.

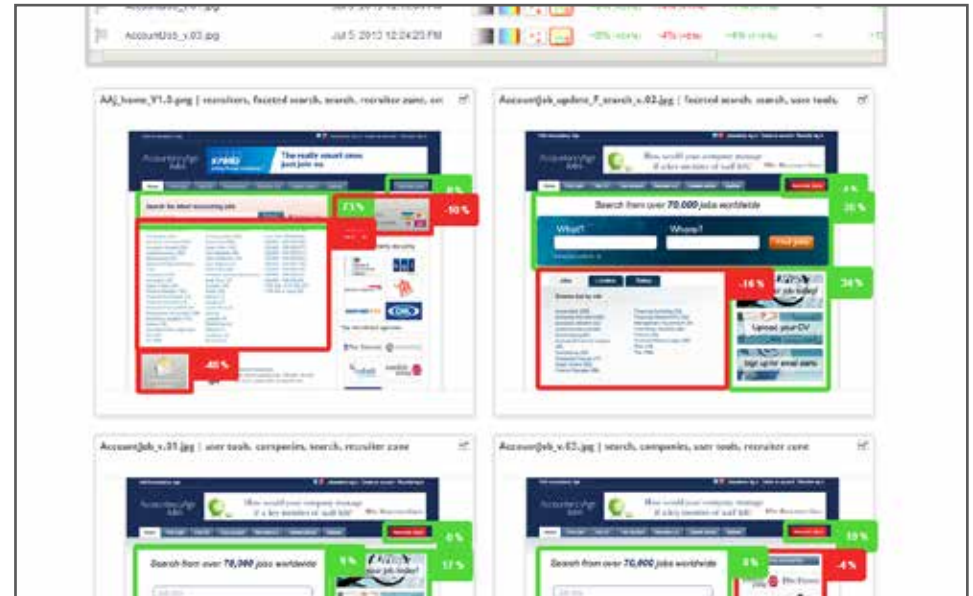
Popular job sectors

### 3. EYEQUANT ANALYSES

Based on the analyses from each workshop session, we would hypothesise and iterate on the design layouts. We tested at least 6 - 8 layouts per brand within the duration of the trial.

### 4. EYEQUANT FINDINGS PRESENTATION

Based on the research findings, I collated it with feedback given. The brands were now able to take these design changes and implement them across their sites to get measured.

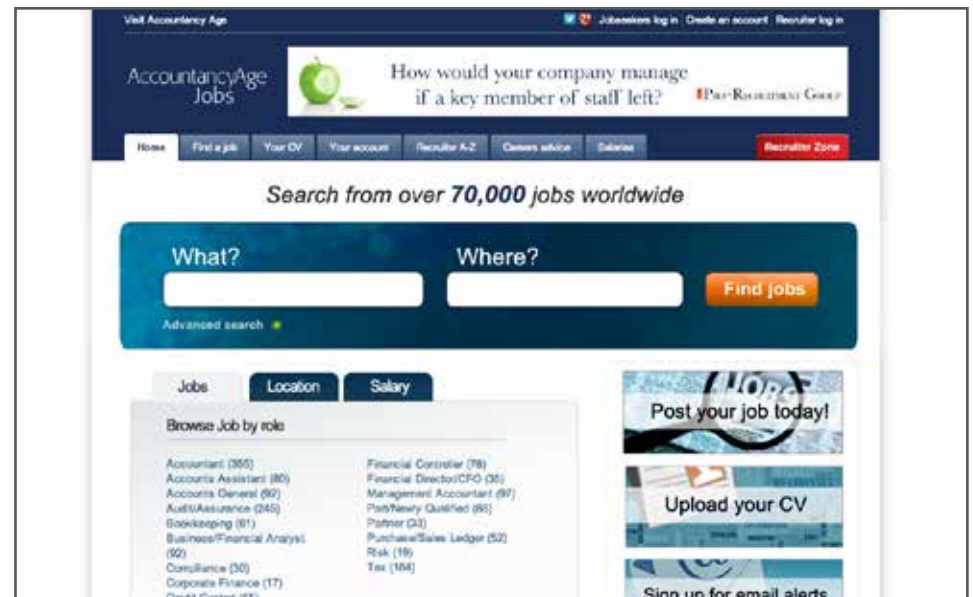


It was great that we could iterate so quickly and literally see the results of the iterations within minutes!

Obviously these are statistical results so we have to be mindful that there is more to redesigning than just relying on these but they are a very useful and quick way to test out ideas and get a feel of the changes you are thinking about.



**Angela Baggi**  
Project Manager





# YourMoney.com

YourMoney.com was outdated and had been managed as a wordpress blog, and content was not easy for users to find. The redesigned site would sit on a CMS as a microsite (with a limited number of templates).

## GOAL

To redesign YourMoney.com as a direct to consumer website, offering personal finance content, advice and services.

## RESULTS

The project started in end of February and had a very tight deadline. The redesigned YourMoney.com successfully launched 4 months later on 26th June 2012 and received positive feedback by the business and its users.

## CLIENT

YourMoney

## DATE

June 2012

## PLATFORM

Desktop

## WHAT I DID

- UX workshops
- Site's personas brainstorm & collaboration
- Visual design
- Remote usability testing
- Functional specifications

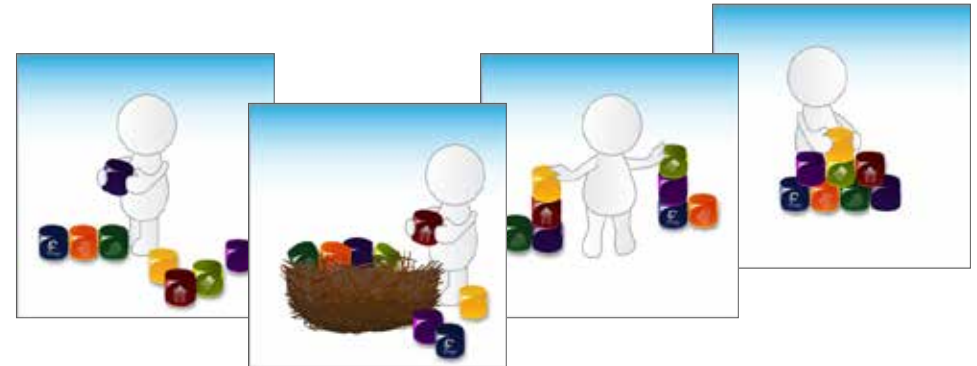
## 1. UX WORKSHOPS

I ran a series of workshops to gather requirements for the site redesign which consist of Your Money brand team, project manager, developers, SEO & analytics. Various template design concepts were sketched, and using a dot voting system we voted for the most popular components / designs.



## 2. SITE'S PERSONAS BRAINSTORM & COLLABORATION

In one of the UX workshops, we suggested having personas within the site to help users navigate, based on their needs/goals. This would be ideal to get them familiar with the new website. I collaborated with another colleague to design seven personas to use on the website. I came up with the concept whilst he worked on the illustrations.



### You Money – Personas

17.04.12

#### New starter

##### Summary for carousel:

Are you in the early stages of your working life? You may have paid as little attention as possible to the subject of personal finance so far, but the importance of your financial arrangements will inevitably become more and more apparent.

##### Fragment copy:

You are new to the world of personal finance, possibly in your first job. You have no significant commitments, but may well have student loans or personal loans and credit card debt, and be keen to find out whether you are getting the best deal. Your company may have invited you to join its pension scheme, and knowing very little about how they work you might like to find out more about the pros and cons before tying up your cash.

##### Persona image idea:

- Figure carrying blocks (with icons from the categories on them) building it up into a pyramid like shape

#### The high flyer

##### Summary for carousel:

Are you working hard, playing hard, living life to the full? Your earnings may be on a steady upwards trajectory with few commitments to drain your resources. But it might be time to take stock and start making some canny financial decisions.

##### Fragment copy:

You are earning a decent wage and living life to the full. You rent a trendy flat and are just starting to think about buying your own place one day. In the meantime, investing in a buy-to-let property somewhere reasonable appeals to you. You have no dependents and enough disposable income to enjoy exotic holidays and citybreaks. You might consider the odd risky investment and enjoy spread betting now and then. You appreciate the tax benefits of a pension but are not prepared to maximise your contributions at this stage of your life.

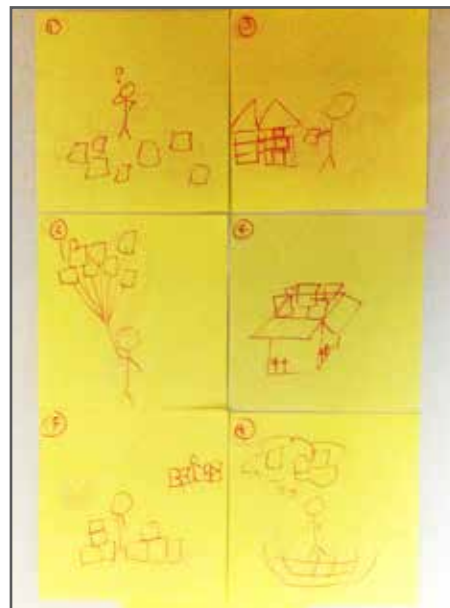
##### Persona image idea:

- Air balloon with blocks (with the different icons from the categories on them) in the basket

#### The nest builder

##### Summary for carousel:

You have bitten the bullet and settled down in your own home, possibly with a spouse or partner, maybe with a child. Your finances will never be the same again! You now have long-term commitments, and it's vital that you structure your finances properly.



### 3. VISUAL DESIGN

From the workshop & research findings<sup>4</sup>, I designed a number of templates, e.g. home, article, listing pages for the new YourMoney website.



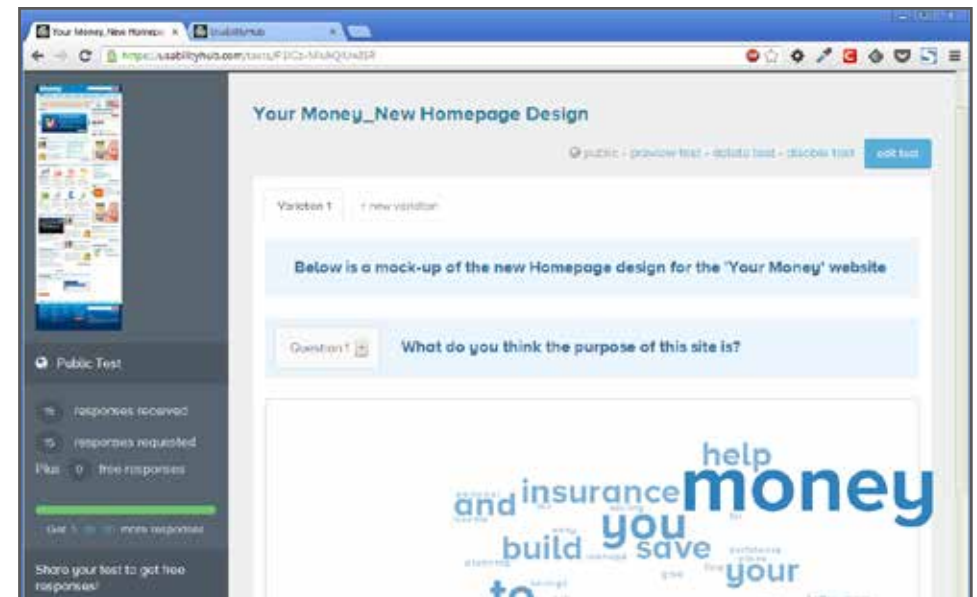
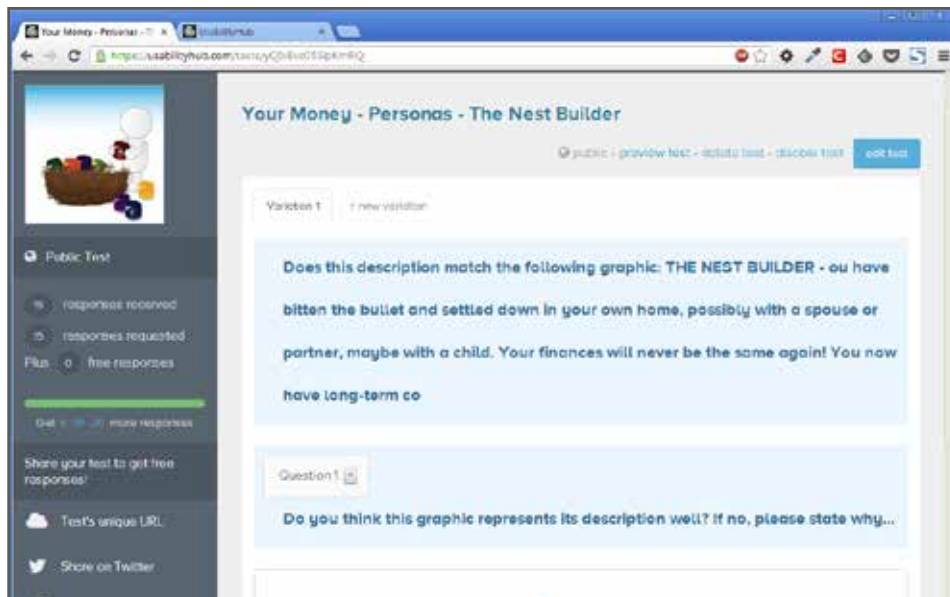
<sup>4</sup> Another colleague helped create the wireframes which I based the visual designs on



#### 4. REMOTE USABILITY TESTING

Using [www.usabilityhub.com](http://www.usabilityhub.com), the new Your Money homepage design was tested for users reaction, e.g. “What do you think the purpose of this site is?” 100% were able to tell what the website was about.

Our persona concepts were also put to the test, of which we discovered users experienced difficulty relating the illustrations to their description. Thus my colleague and I came up with various iterations which were later used on the live website.



## 5. FUNCTIONAL SPECIFICATIONS

Along with the visual designs, detailed functional specifications were written and handed over to the developers for implementation.

The screenshot shows a web page layout for an article on 'YourMoney.com'. The page includes a header with navigation links, a main article area with a title and text, a sidebar with related content, and a footer with social media links. Numbered red circles (1-19) are placed over various elements to indicate functional specifications.

**Article page**

- Article meta data**
  - Display breadcrumb in standard format
  - Display article title followed by author, date and comment count (comment count will be powered by Disqus) and javascript code will be supplied
  - Print icon links to print friendly version of article
  - Email button will be implemented by 'add this' send to friend functionality
  - Share icon uses 'add this' functionality (Do not use tweet)
- Video/audio**
  - If the article has a video or audio asset attached then the player appears after the article meta data. The video is the large new video player and should be centred.
- Imageset**
  - By default, display the article imageset as a 170x170 medium square, floated left in the body-text area. If customised use following dimensions:
    - Square format:** *Large:* load a 540 x 540 image and display at 398 x 398; *Medium:* display 230 x 230; *Small:* display 170 x 170.
    - Landscape format:** *Large:* load a 540 x 334 image and display at 398 x 246; *Medium:* display 230 x 142; *Small:* display 170 x 105.
    - Portrait format:** *Large:* display a 230 x 372 image; *Medium:* display 150 x 243; *Small:* display 120 x 194.
  - If the article has a video or audio attached then do not display the imageset.
- Summary**
  - Display article summary
- Body copy**
  - Standard body copy allowing inline images, ordered lists, ordered lists of links etc
  - Any inline links should be in the Your Money blue.
- Pull quote**
  - If the article has a pull quote please display the pull quote right aligned after the second body copy paragraph otherwise do not show component at all. Please ensure that the top of the component aligns with the top of the third body text paragraph
- Multi-page pagination**
  - If article is broken up into multiple pages then display the links to any previous or next pages in the form '< Continued from page x' and 'Continued on page x'
- Related topics**
  - List of article categories and tags
- Further reading**
  - If the article has any further reading articles then display all further reading articles, no maximum, displaying imageset (if present, 80x80) lining to article, article title linking to the article, summary, primary category and date published. If there are no further reading articles then do not show the component at all.
- Comment functionality**
  - Comments will be powered by Disqus. We will provide the javascript with details of how to add to template.

**ANNOTATIONS CONTINUED ON NEXT PAGE >>**

# RiskBooks.com

RiskBooks.com's previous website was fairly old and limited in what it could do. The backend wasn't the most stable, the functionality was clunky and not very user friendly. The website was redesigned using the Magento ecommerce platform tool.

## GOAL

To enable users to purchase books easily and increase conversions through a more advanced user interface and optimised front end.

## RESULTS

The volume of sales doubled from 15% to over 30% now that it was easier for people to buy. They were also able to check out (as guest) without having to register first.

## CLIENT

Risk Books

## DATE

June 2011

## PLATFORM

Desktop

## WHAT I DID

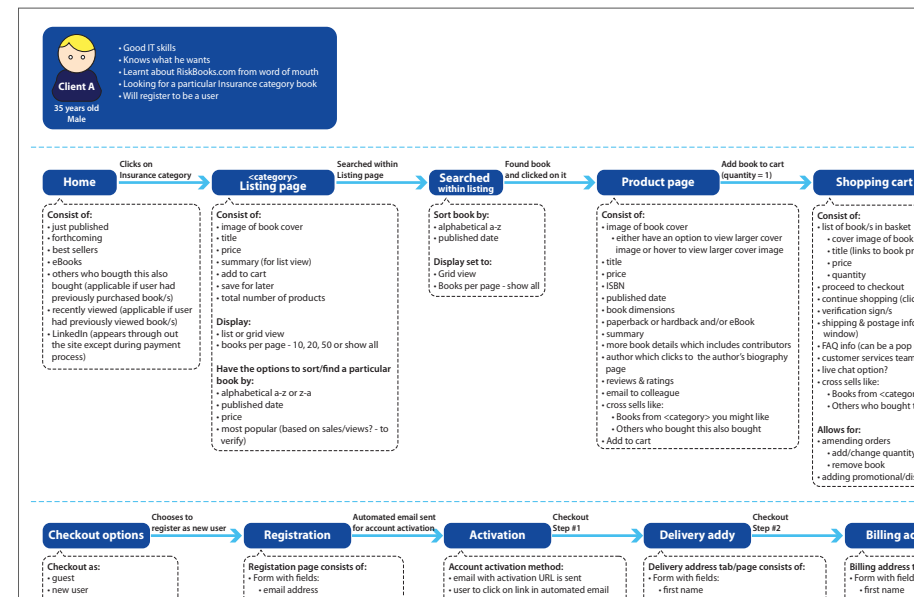
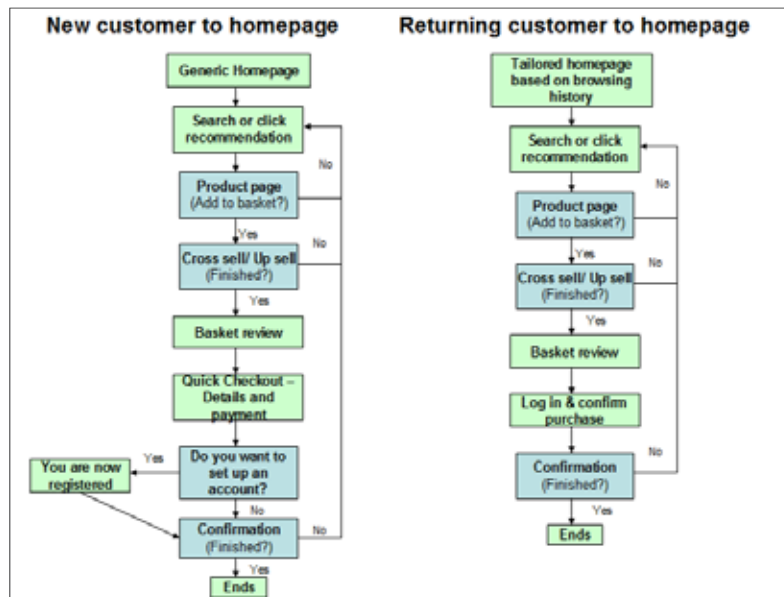
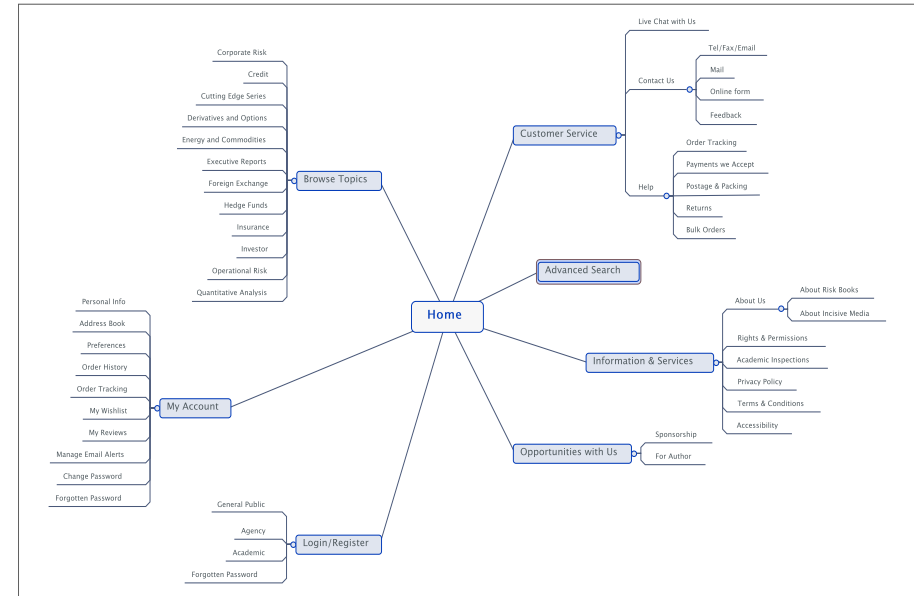
- Stakeholder interviews
- User flows & journeys
- Mind mapping (for site architecture)
- Best practice analysis
- Wireframes
- Visual design
- HTML & CSS
- User acceptance testing

## 1. USER FLOWS & JOURNEYS

I started capturing requirements by interviewing customer services & marketing teams, and came up with various types of users journeys.

## 2. MIND MAPPING

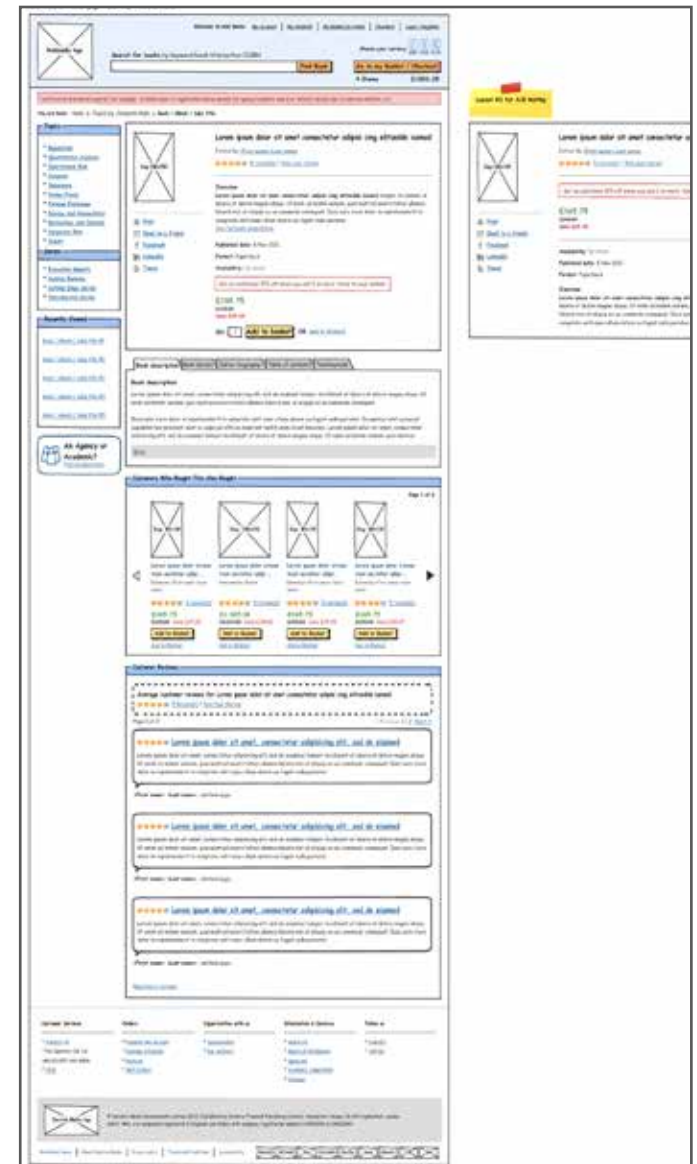
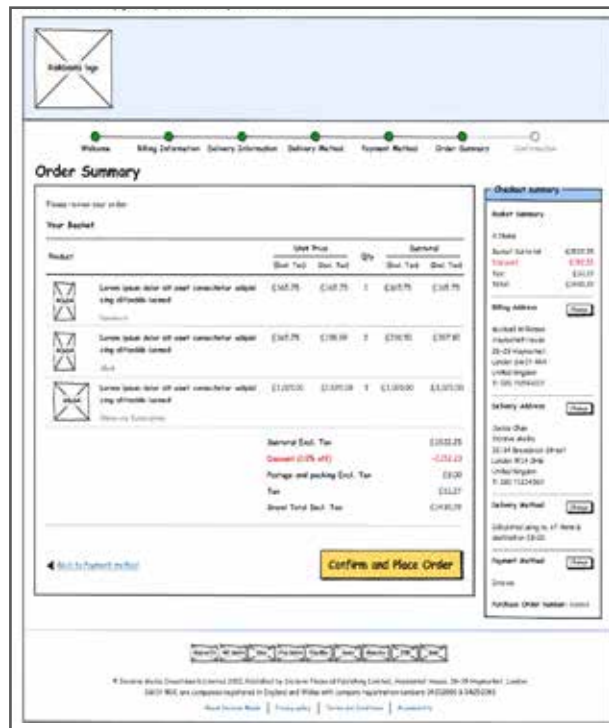
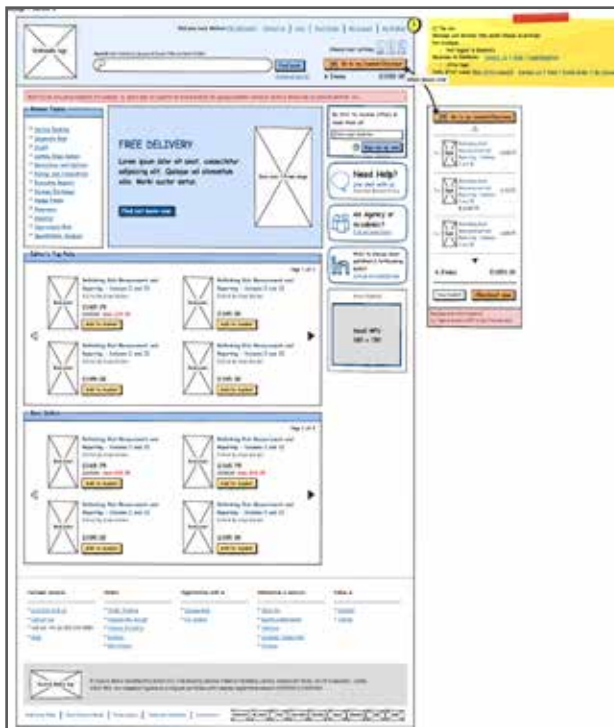
I also proposed a new site architecture for use with the Magento CMS.





### 3. WIREFRAMES

The old RiskBooks.com site had long product descriptions and a confusing checkout process. I researched best practices and came up with a straight forward checkout process, which includes a guest checkout and streamlined page templates.



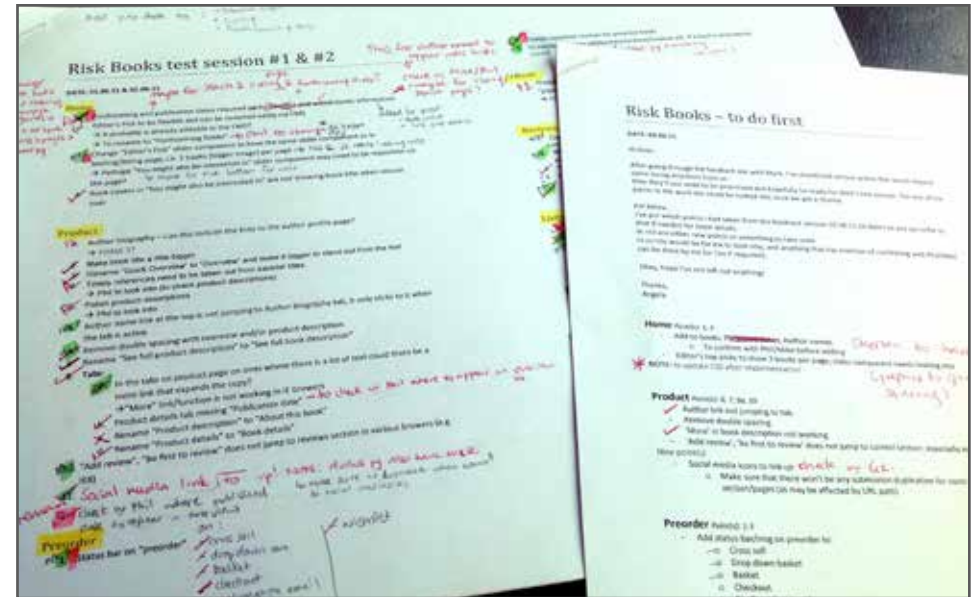
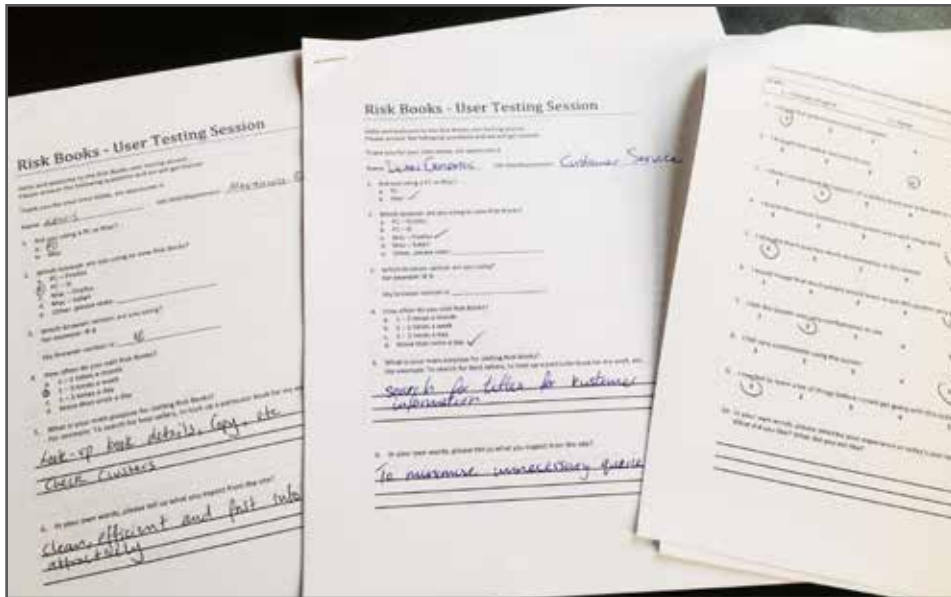
## 4. VISUAL DESIGN; HTML & CSS

I created the visual designs for the site and helped with part of the front-end development using HTML and CSS coding.



## 5. USER ACCEPTANCE TESTING

I wrote a script that was used for the UAT sessions with a group of editors, marketing managers, customer services, developer, testers and technical project manager. Based from the feedback gathered from the test sessions, I compiled a list of issues and bugs which were then prioritised and looked into before site launch.



# Thanks for reading

Please get in touch if you require any more info.

See more case studies in my online portfolio: [www.angike.com](http://www.angike.com)

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