

JULES SKOPP

Portfolio 2013



CONTENTS

All my featured projects in 2013



Ministry of Interior Affairs
National Car Evidence

Page 3



Page 6



Speedometer

Page 10



Page 12



Page 16



Family GPS Tracker

Page 19

NCE

National Car Evidence for Ministry of Interior Affairs



GENERAL INFORMATION

Setting: Existing application with designed UI

Methodology: Agile

Team: 14 members

National Car Evidence is kiosk app used in cars with tablet-like kiosks installed in the dashboard. The purpose of this app is to help police officers to do a full check on persons' crime history and registry after they've been stopped for routine check. I was invited to the project with strictly defined UI elements, absencing information architecture and with no possibility of animating the interface.



PROVIDED SERVICES

- Information architecture (labeling, taxonomy)
- Conceptual design
- Low-fidelity prototype
- UX review & redesign of every screen
- Error messaging
- High-fidelity prototype
- Design guidelines for new elements
- Usability testing results implementation
- UX consultancy
- Adapting design for Android devices
- Modifications for border check patrol



RESULTS

"Julius brought 'new wind' to our application. His ability to solve customers' requirements in line with UX design principles is amazing. Project NCE won the ITAPA prize and this is Julo's reference, as well..."

(Mr. Dudlak, senior project manager)

This application is currently used in 800 police cars and used by over 5000 police officers.



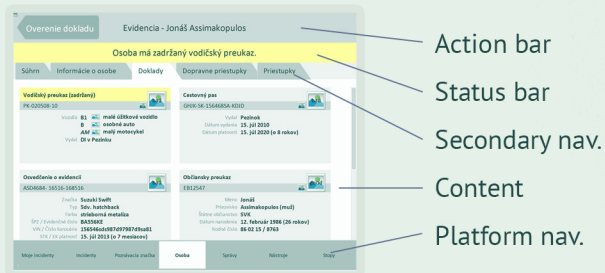
NCE

National Car Evidence for Ministry of Interior Affairs



INFORMATION ARCHITECTURE

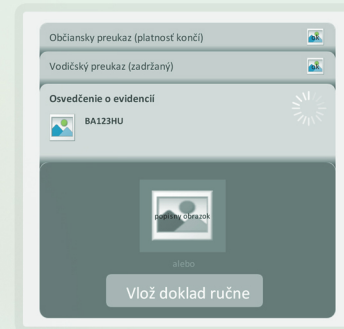
The application lacked any kind of IA and was concipated on screen-by-screen basis. I did the taxonomy research for labeling and reduced its structure to 3 levels with nested sub-navigation.



CONCEPTUAL DESIGN



Physical world resemblance.

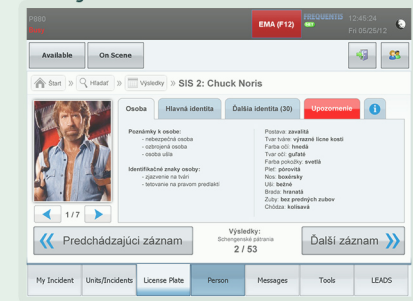


Applied to application design.

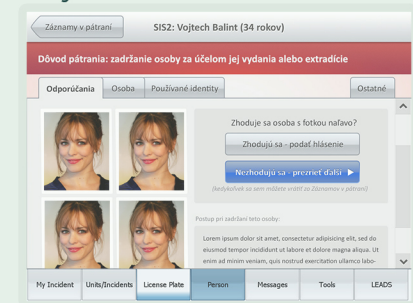


UX REVIEW & REDESIGN

Before



After



NCE

National Car Evidence for Ministry of Interior Affairs



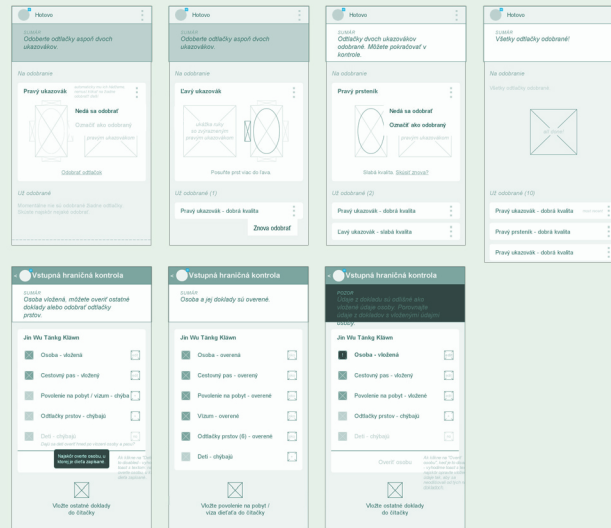
PROTOTYPING

From sketching, paper prototyping to high fidelity mockups:



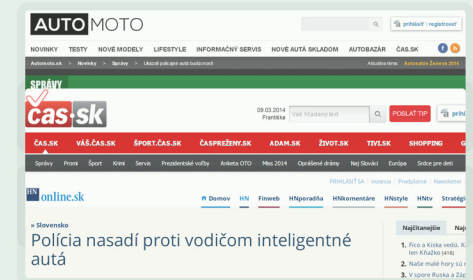
BORDER CHECK APP FOR ANDROID

I was asked to derive a mobile app based on NCE but specifically for border check, including feature to take fingerprints.



MEDIA COVERAGE

Featured in all Slovak newspapers and in all Slovak prime time news.



XMANAGER

Attendance & activities tracking system



GENERAL INFORMATION

Setting: Existing web-app in ASP.NET

Methodology: Waterfall

Team: 4 members

Xmanager is complex product for tracking activities and attendance of employees. After couple years in production the application gained too many features and became difficult for day to day use. I was asked to prepare UX strategy, execute research and create user friendly interface with high marketing value. The client was also looking for a new concept to reach higher engagement of users and their more effective workflow.



PROVIDED SERVICES

- Competition analysis
- Field research
- Personas documentation
- Conceptual design
- Information architecture
- Wireframes
- Interactive prototype
- Usability testing
- High fidelity mockup
- User interface guidelines
- Marketing presentations



RESULTS

"We were very pleased with the result! The user interface feels a lot easier to use and visualizing the data this way really helps."
(Mr. Vidensky, service manager)

Usability testing with 81% rate on SU scale and an average 90% success rate. The product itself is now in alpha stage, actively being developed and already sold to 3rd party client, one of the biggest manufacturer of cars in Slovakia. It is estimated that majority of 4000+ employees would be using this application in upcoming years.

XMANAGER

Attendance & activities tracking system



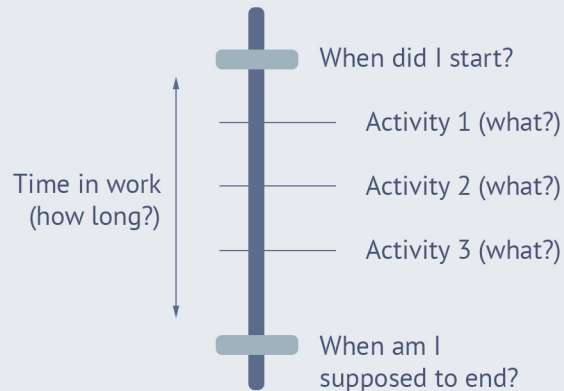
FIELD RESEARCH & PERSONAS

I have chosen contextual inquiry as a primary method for field research, along with user walkthrough and distant spectating of users in work with the current product.



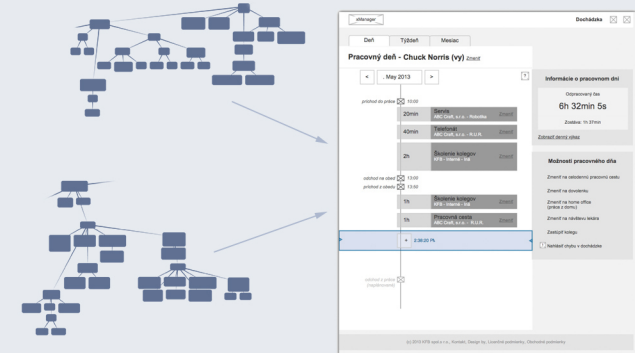
CONCEPTUAL DESIGN

Field research resulted in need of rethinking how employees think about working hours and their motivation to fill in proper data into their timesheets. Timeline concept suited best for this purpose.



WIREFRAMES & PROTOTYPE

Visualizing timeline was easy. Bargaining for keeping vs. losing features was the difficult part. I have created several mind maps, user flows and screen flows to serve as cornerstone of my negotiations with the rest of the team.



XMANAGER

Attendance & activities tracking system



USABILITY TESTING

I have drafted users and created task schedules for all rounds of testing. It helped me to identify problems in prototype. More than 20 design changes were introduced after the testing.



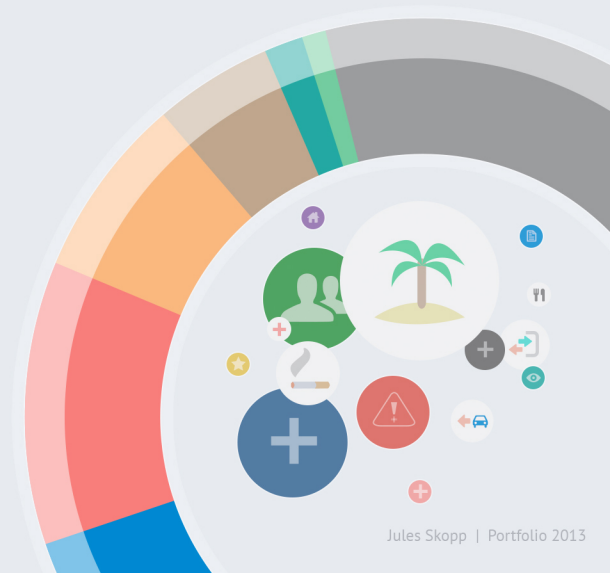
HIGH FIDELITY MOCKUPS

With the help of Photoshop I have crafted high fidelity mockups in the minimalistic fashion with the latest trends in mind. The visuals needed to be customizable and well-scalable.



INTERFACE GUIDELINES

Getting interface design ideas together with their perspective use was a key point for this project. UI guidelines helped to keep the real app as it was designed.



XMANAGER

Attendance & activities tracking system



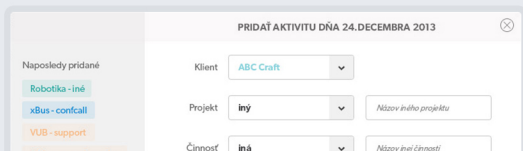
FEATURES

Switching between day / week / month view

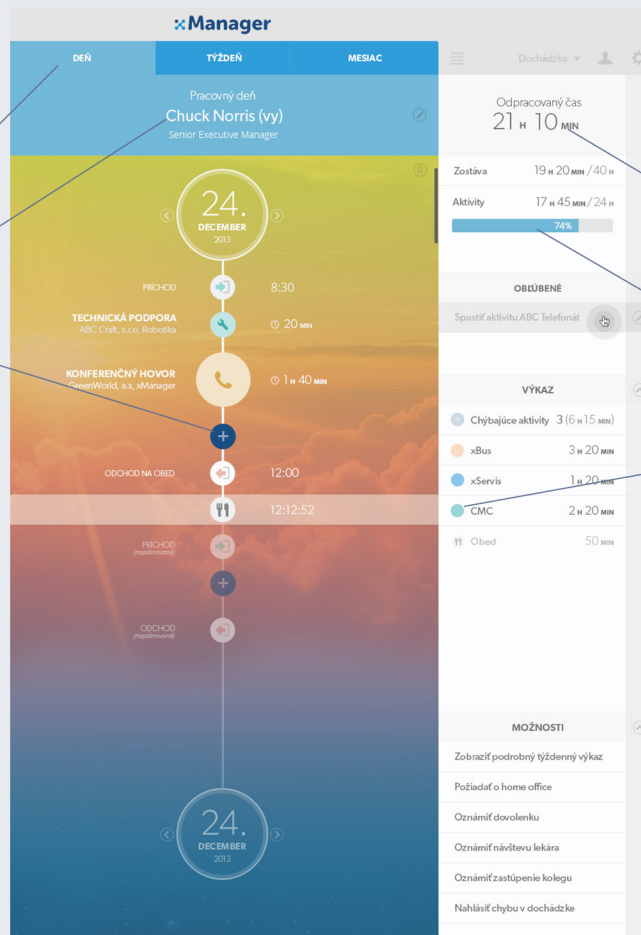
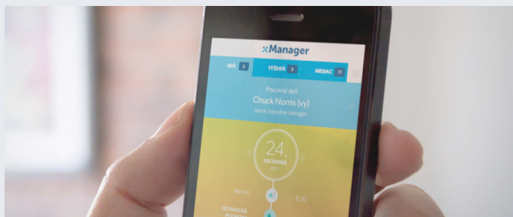
Displaying multiple days and multiple users

Creating and editing activities

Saving activities for repeated use



Designed with mobile and tablet use in mind



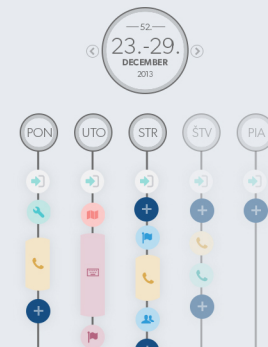
...AND MORE FEATURES

Real time calculations of time spent in work and time spent doing activities

Gamification elements to motivate user to fill in gaps in activity flows

Real time filtering based on projects, clients, type of transactions etc...

Displaying multiple days and multiple users



SPEEDOMETER

Simple application to report speedcams, policetraps and warns on speedlimits.



GENERAL INFORMATION

Setting: New app, a lot of competition

Methodology: Agile

Team: 7 members

Speedometer is Sygics' most recent successful application to keep track of speedcams, policetraps and dangers while driving. The platform needed to be ready for future improvements and additional features. The app works on Android, Windows phone and iOS and is international (42 languages, both measure systems, different signposts in Europe and America etc.).



PROVIDED SERVICES

- Conceptual design
- Rapid prototyping for Android and iOS
- Specific Windows Phone UX prototype
- Facilitating workshops sessions
- Consulting UX to designers and development
- Presenting the idea for 100+ employers and management board for a buy-in



RESULTS

“Beautiful design and it is usable at the same time. Im looking forward for further development of this app.”

(mmayt, user on App Store)

100 000+ downloads during the first month pushed the app to top 50 ladders in almost 50 countries and made it appear on popular “App of the Week” series on Gizmodo.



SPEEDOMETER

Simple application to report speedcams, policetraps and warns on speedlimits.



CONCEPT DESIGN

I have moderated multiple brainstorming sessions looking for an idea that is easiest and fastest to develop with current resources. At the same time it needed to be usable.



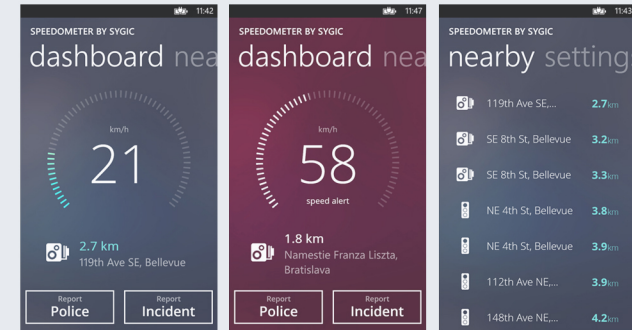
ANDROID & IOS MOCKUPS

I was overseeing and consulting the design process from the concept stage through the high fidelity mockups to its development and it only took 2 months to get its functional beta.



WINDOWS MOCKUPS

During a company innovation event - a 24h period we have managed to pull out a working and demonstratable version of the application for Windows Phone OS.



SYGIC GPS NAVIGATION

Feature-rich 3D offline navigation app for Android and iOS



GENERAL INFORMATION

Setting: Existing app, complete redesign

Methodology: Agile

Team: 40+ members

Sygie GPS Navigation is most popular GPS navigation app on mobile. I started on the project with traffic displaying product. In the end of 2012 we started to work on a concept of a new navigation interface. I was taking part in 4 teams during the development and my responsibility was to make sure the design is implemented as it was intended. At the same time I was consulting with designers when switching from iOS6 visuals to iOS7.



PROVIDED SERVICES

- Traffic product UX review
- Mobile eshop at web portal
- Information architecture of web portal
- Prototyping of business part of web portal
- UX analysis
- Conceptual design
- Lab usability testing (facilitator role)
- Field usability testing (facilitator role)
- Extensive analysis of HCI in car
- Overseeing the development process
- Overseeing the design process
- Leading UX design lectures for product managers and designers



RESULTS

“Julius understands and interprets what the ultimate goal of a design is and is able to communicate this back to the bean counters in the business.”

(Mrs. Kralova , marketing director)

40% increase in traffic product sales. New GPS navigation is about to be released soon.



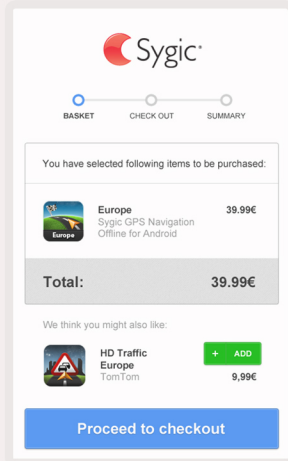
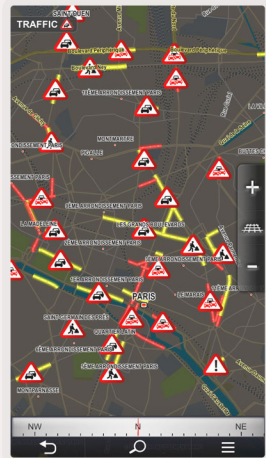
SYGIC GPS NAVIGATION

Feature-rich 3D offline navigation app for Android and iOS



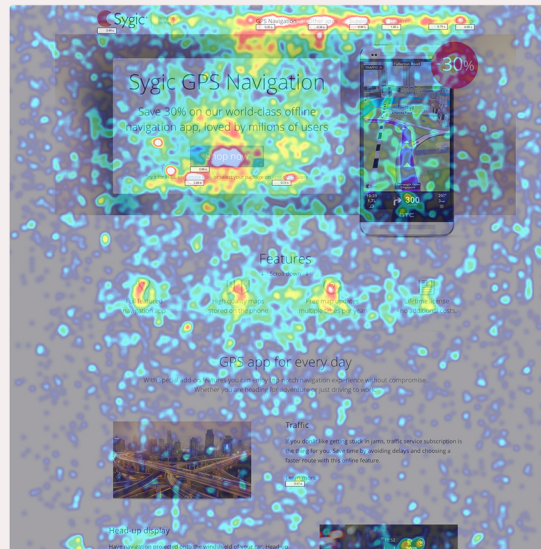
TRAFFIC PRODUCT

I was asked to invent a way to better market and increase sales of our in-app traffic service. I prepared a UX specification and new responsive eshop to suit this business goal.



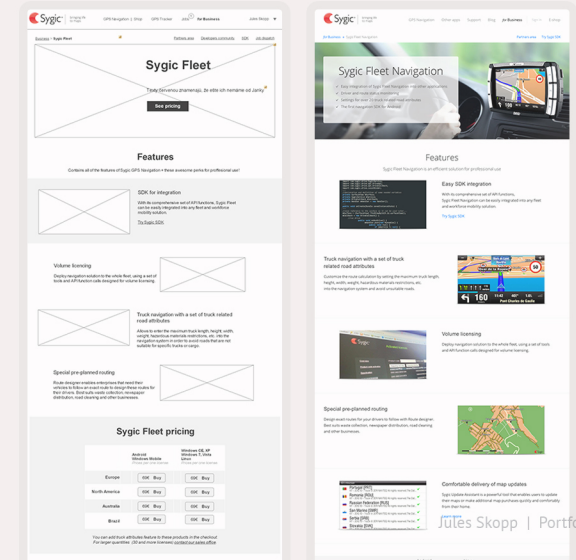
WEB PORTAL

Analysis of customer behavior on web portal and exploring the possibilities to better match their needs in cooperation with Sygics' marketing team resulted in smoother experience.



BUSINESS WEB PORTAL

Unify more than 30 existing business pages into a lot simpler, shallow information architecture. The aim of the project was to reduce number of false business contacts and increase real ones.



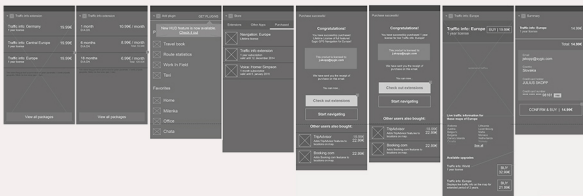
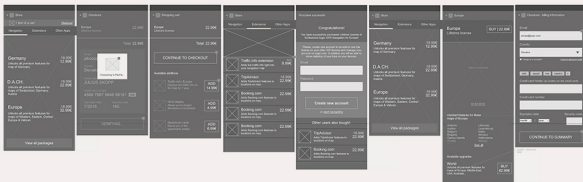
SYGIC GPS NAVIGATION

Feature-rich 3D offline navigation app for Android and iOS



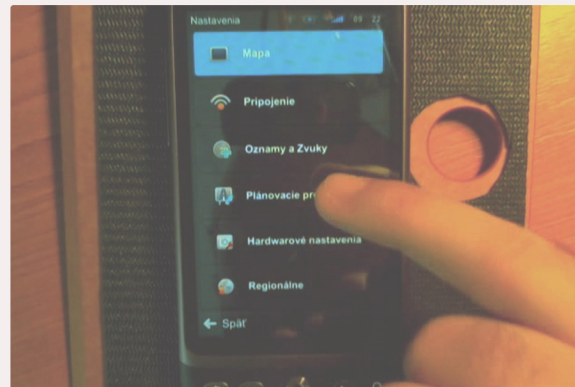
CONCEPTUAL DESIGN

In-app store concept and many tweaks of search and map interface for both Android and iOS versions of app resulted in more than 50 wireframes.



USABILITY TESTING

Sygyic purchased usability tests in lab environment but that did not cut it. So I prepared and conducted couple of paper prototype tests, HTML prototype tests, field tests and contextual inquiries which resulted in hundreds of change requests to the interface.



FIELD USABILITY TESTING

The most complex testing preparations-wise was the field usability testing in a vehicle. We managed to pull this off in under 1000\$ including allocated human resources. 36 improvements were observed and are about to be included in the next version plus one 24 page report on HCI.

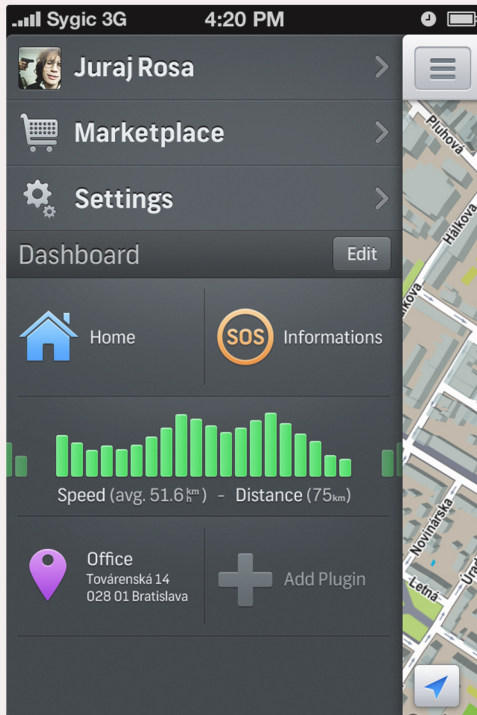


SYGIC GPS NAVIGATION

Feature-rich 3D offline navigation app for Android and iOS

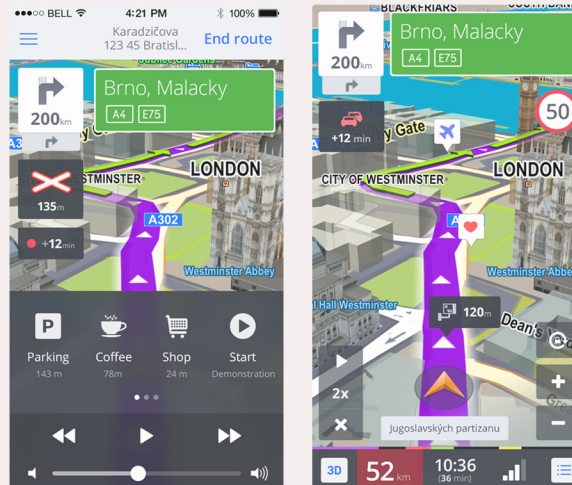


IOS6 MOCKUPS

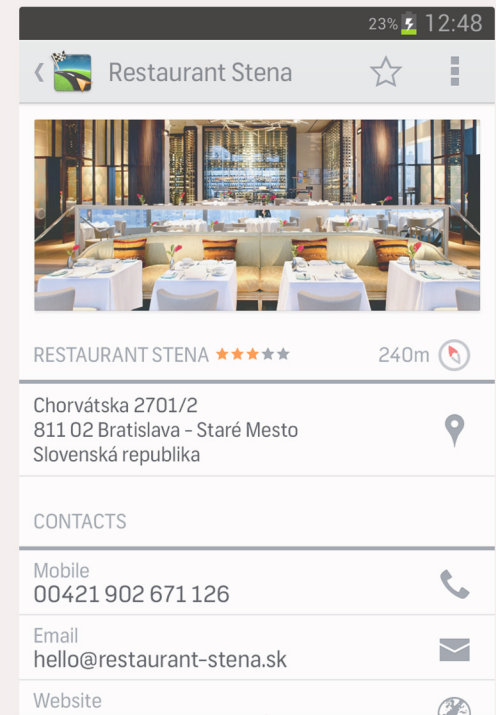


IOS7 MOCKUPS

Being part of the design team that was creating the concept of new interface I was able to translate the ideas to the iOS7 and Android visuals. I was consulting with 2 UI designers.



ANDROID MOCKUPS



ARCHILES

Document management system for bookkeeping with text recognition functionality.



GENERAL INFORMATION

Setting: Startup, existing concept, no UX design

Methodology: Waterfall

Team: 6 members

Group of dedicated IT folks wanted to challenge current scene of steady but barely usable bookkeeping apps with brand new concept. Their idea was to overcome the accountants routine to manually transcribe printed documents into digital form. I was asked to help them create usable environment for this new functionality along with marketable design in affordable price range and in a fast paced workflow.



PROVIDED SERVICES

- Concept design
- Information architecture (labeling, taxonomy)
- User flows (analysis and proto personas)
- Responsive design
- Low fidelity prototypes
- Document filtering (faceted filters)
- Field usability testing consultancy
- High fidelity mockups
- UI guidelines



RESULTS

“We were very pleased with your services and we hope all that hard work helps Archiles to succeed!”

(Mr. Mares, CEO)

First beta is being developed right now while my UX support is still being provided. The team itself had a chance to dive deeply into human-centered principles and continues with the right course in the next development.

ARCHILES

Document management system for bookkeeping with text recognition functionality.



CONCEPT DESIGN

Usually company sends bill to accountant and he manually adds it to the database



App concept was to send bills to Archiles and accountant just works with the inserted data.



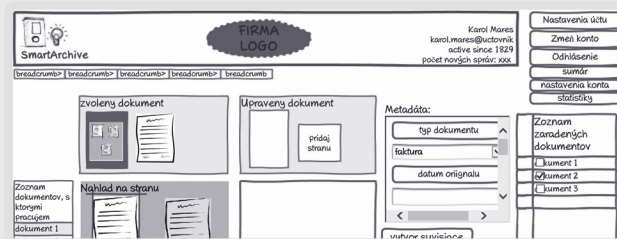
I helped the team to create the product definition statement and to decide the alignment on the already crowded market segment.



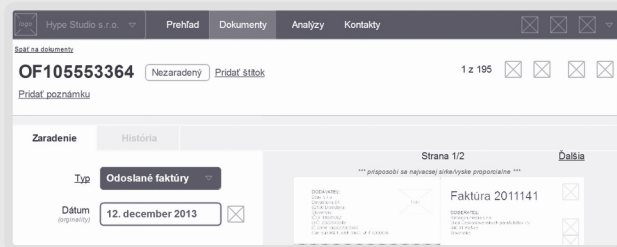
INFORMATION ARCHITECTURE

3 levels structure was reduced to flat IA and hierarchy was much more readable.

Before

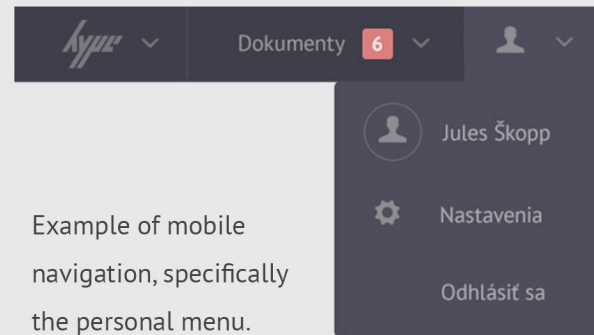


After



RESPONSIVE DESIGN

Respecting the mobile first approach I have built the responsive architecture from the 480px wide resolution up till the 1680px one. This helped to deploy the solution to many devices and many platforms in less time saving resources.



Example of mobile navigation, specifically the personal menu.

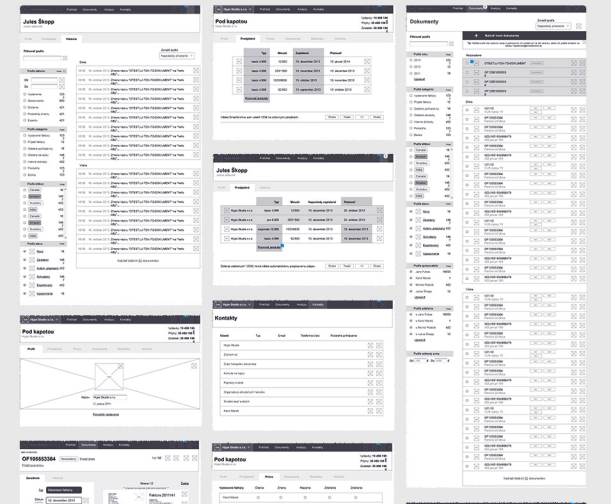
ARCHILES

Document management system for bookkeeping with text recognition functionality.



LOW FIDELITY PROTOTYPES

Designing was based on document listing and faceted filtering. Print documents had to be visible at all times for easier transition to digital environment for accountants.



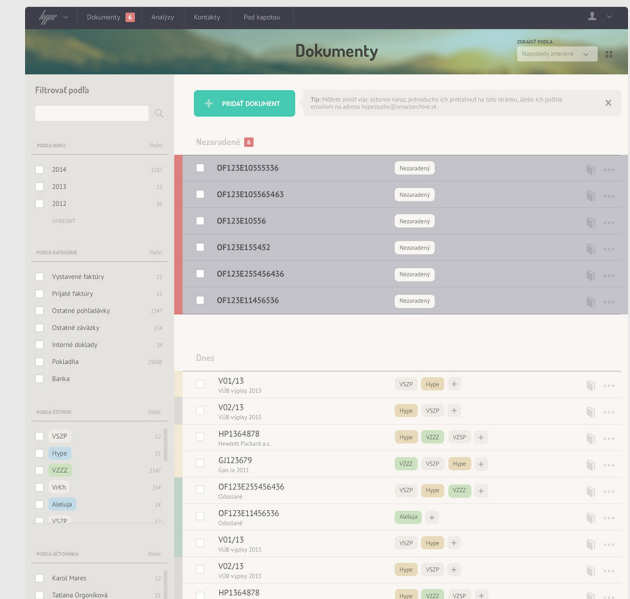
UI ELEMENTS & GUIDELINES

With assistance of icon font and nice typography I have managed to create balanced interface elements. UI guidelines consisted of button states, UI toolkit and examples of usage.



HIGH FIDELITY MOCKUPS

The visual interpretation needed to be unmatched with the current bookkeeping apps.



FAMILY GPS TRACKER

Location reporting based app for families.



GENERAL INFORMATION

Setting: Existing app, new features and reviews

Methodology: Agile

Team: 4 members

Family GPS trackers main purpose is to provide locations of your closest ones at a glance. It has more than 100k downloads in Play store. I was assigned to the project in its first beta release and asked to analyse usability problems (users had very low engagement and were leaving). After fixing the issues with registration I was asked to design every other new feature in the application.



PROVIDED SERVICES

- UX review of registration process
- UX design of invisible mode feature
- UX design of location history feature
- UX review and redesign of map interface
- Bringing game elements to app
- Information architecture
- UX design of walkthrough feature



RESULTS

“An easy, fun and efficient way of keeping an eye on the people you care about..”

(Enejo Abdu , Google Play store reviewer)

We have noticed significant rise of DAU to MAU ratio after the changes to registration process. Thanks to my introduction of gamification elements into this app the engagement of user in application grew highly.



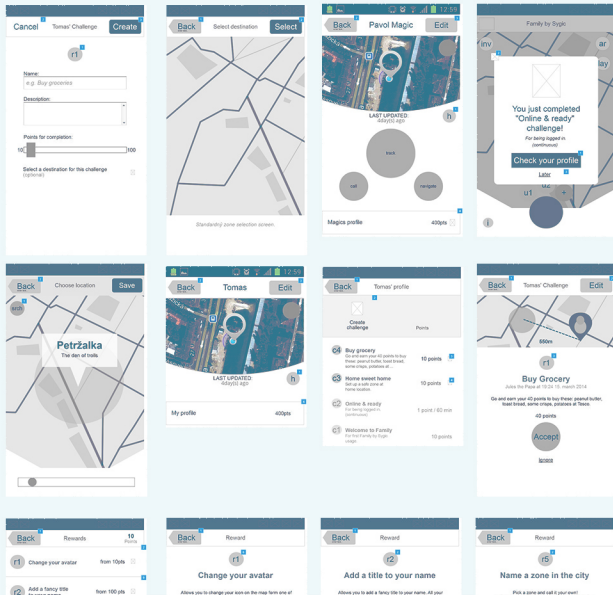
FAMILY GPS TRACKER

Location reporting based app for families.



GAMIFICATION

The task was to create a more engaging experience both for parents and kids through gameplay.



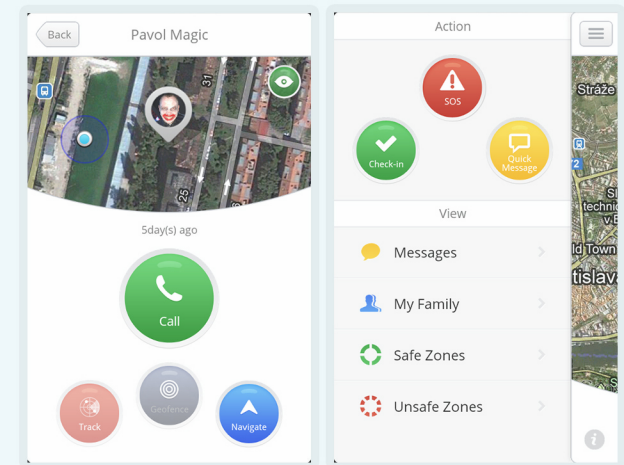
UX REVIEWS

Starting with registration process, following by entry walkthrough up to separate app UI elements and content governance I was behind every UX decision once the project got into my hands.



HIGH FIDELITY MOCKUPS

Consultations with senior graphic designer were a delight and the result was so impressive that majority of users comments praise the app design.



YES, YOU MADE IT!

Thank you for your interest in my projects in 2013.
Please don't hesitate to contact me:

j.skopp@gmail.com
+1 778 927 8735

