



Dan Moon

Sr. UX Researcher

Insights-focused mixed methods researcher with 7+ years of industry experience in both B2B and B2C markets.

Adept at delivering succinct information, fast.

Hobbies include singing and dancing (terribly).

Email

dm793@cornell.edu

Phone

424-241-7103

Website

danthemanonthemoon.info

LinkedIn

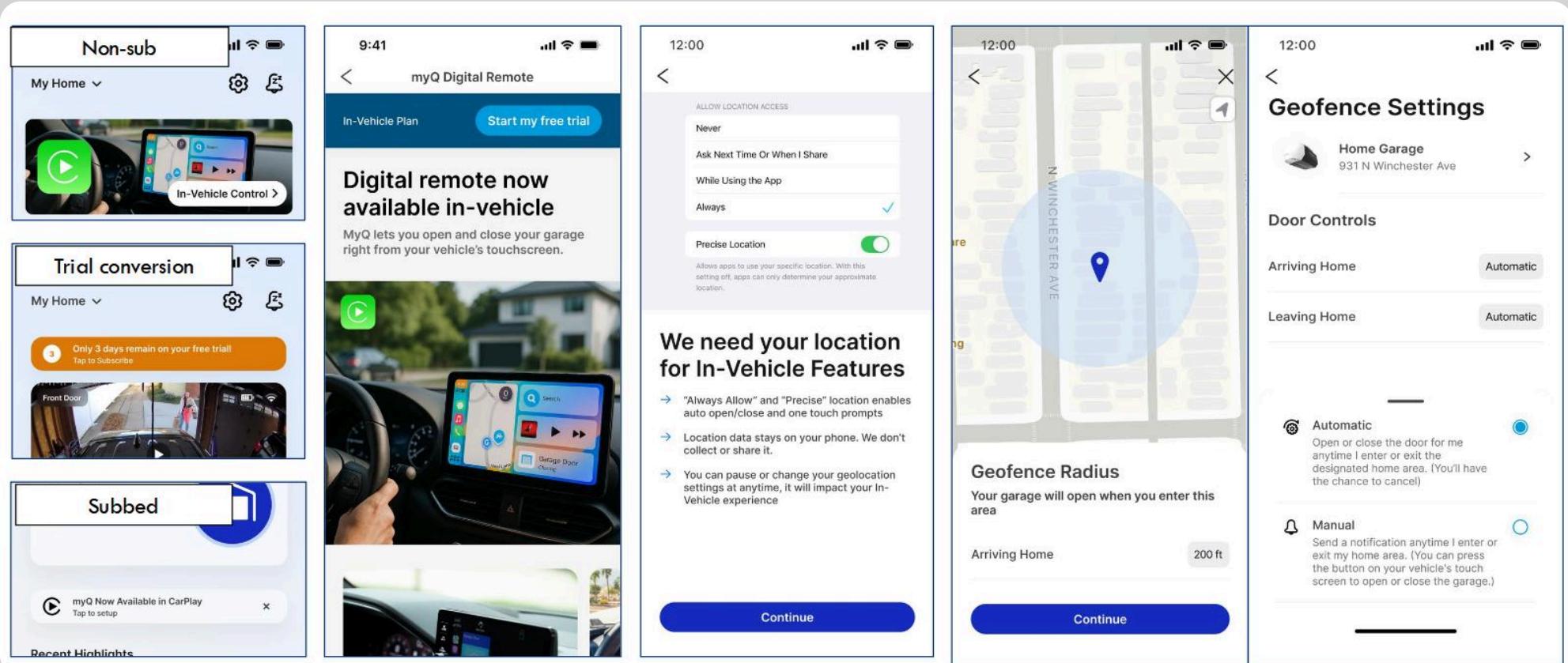
in/danthemanonthemoon

Case Studies

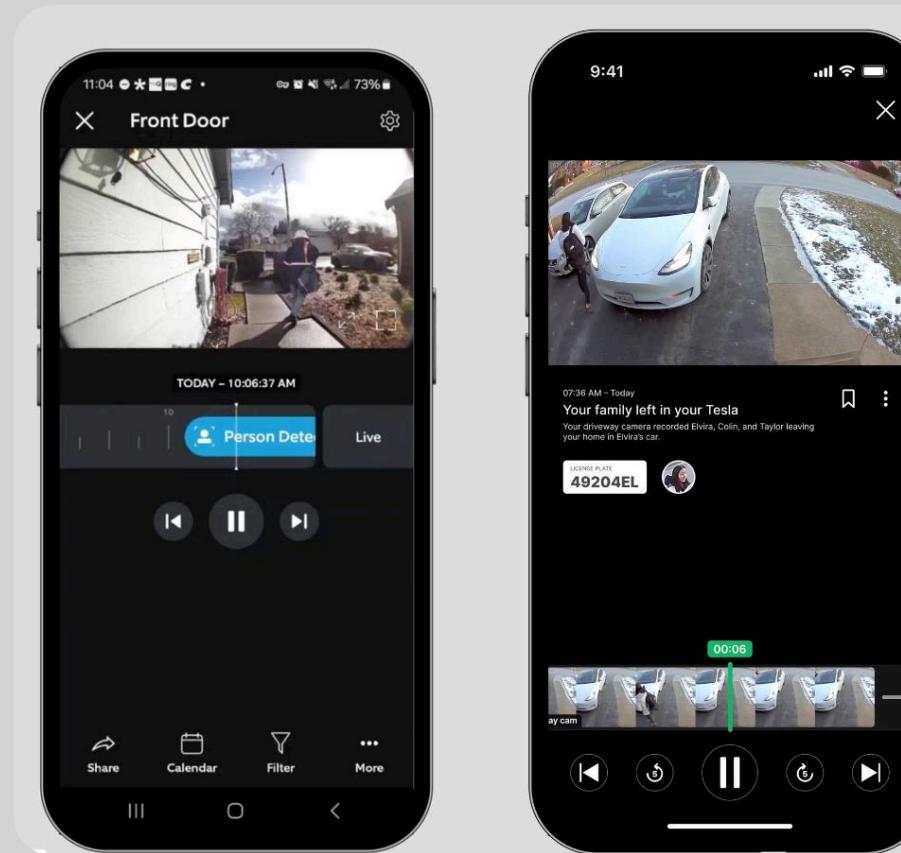
Two Case studies

These are focused on software, specifically a mobile app called myQ. Although this is an app that is available to the public, some details must remain private, such as PII. The remaining slides will focus on the high-level overview of what happened, along with the impact of the resulting research.

CarPlay Onboarding Experience



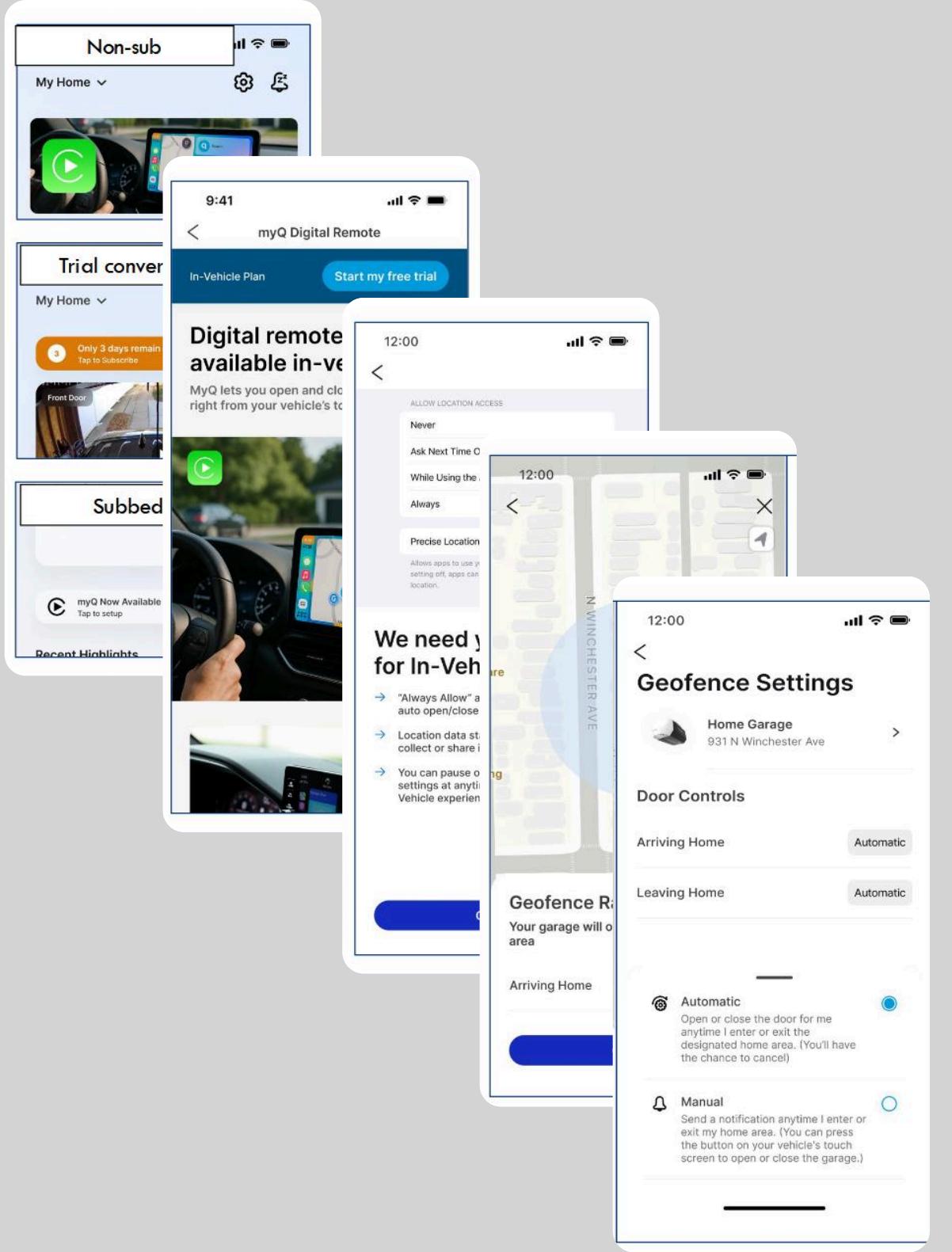
History Page AI-integrated Overhaul





CarPlay Onboarding Experience

Project Details Overview



The Challenge

With the addition of CarPlay, myQ was positioned to provide advanced features and controls to users on their infotainment units. One of these advanced features was to allow people to setup geofencing capabilities that enabled location services in order to pinpoint where their vehicles would trigger the automatic open/closing of their garage doors. However, research was requested to ensure that this could be done intuitively with the flows that were provided, as well as gather feedback on the optimal placement of a free-trial activation.

The Impact

After the research was completed, the team was able to better understand what worked well, pain points, and clear direction for improvement opportunities. It was able to optimize the flow so that users could comprehend terminology, follow-through with the steps intuitively, and successfully complete the process. This in the effort of securing more revenue in the residential and auto spaces of the company via subscriptions.



Project Goals

1

Test the usability of
the onboarding
setup flow.

2

Determine the best
placement of the
free-trial activation.

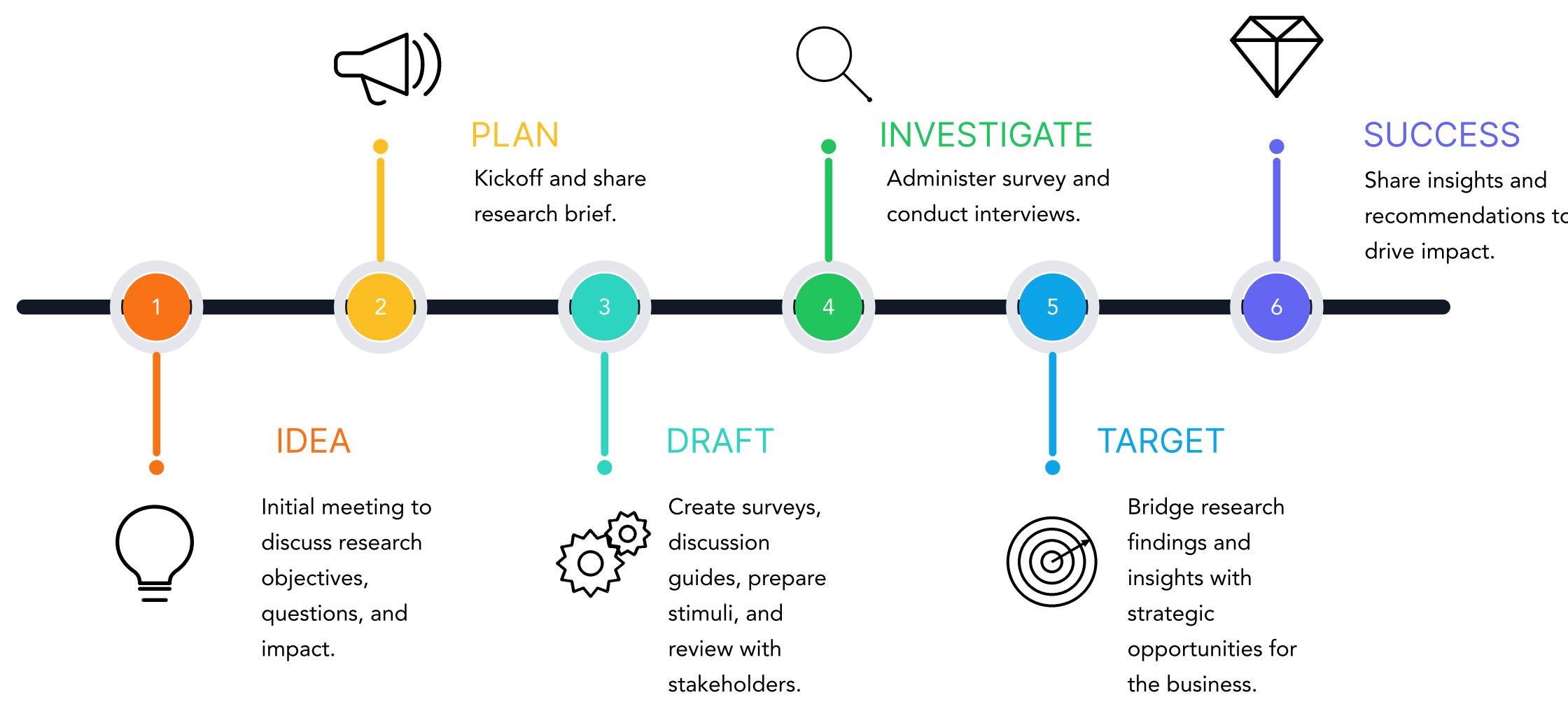
3

Gather standardized
experience metrics.



Project Timeline & Research Approach

6 WEEK TIMELINE



Duration:
6 weeks

Participant info

- n = 14
- USA only
- Single-family home owners
- myQ Users

Methodology

- Unmoderated survey
- Moderated interviews

Tools used

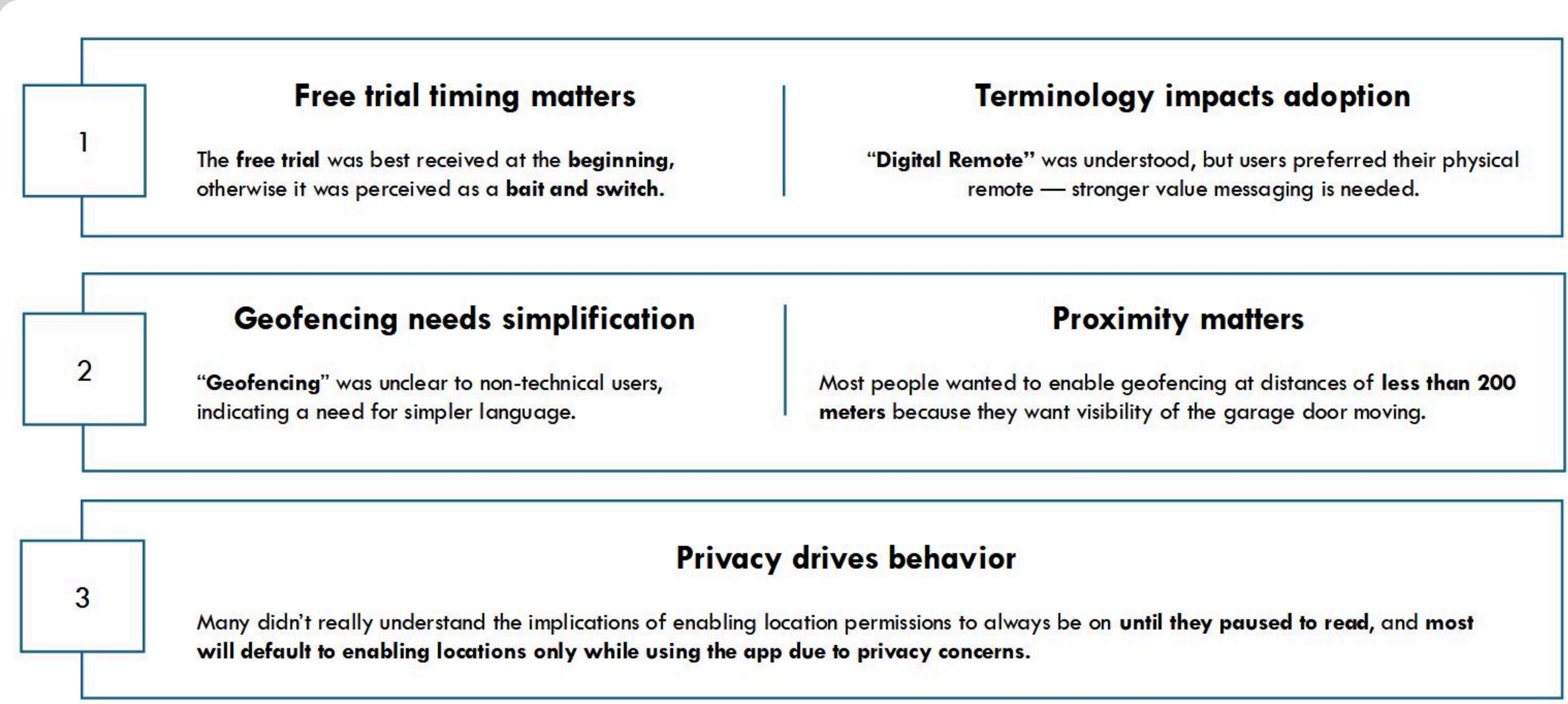
- Dscout
- Lyssna
- Heymarvin
- Figma

Team

- 1 UX Designer
- 1 Product Manager
- 1 Head of Product
- 1 Sr. UX Researcher



Project Findings



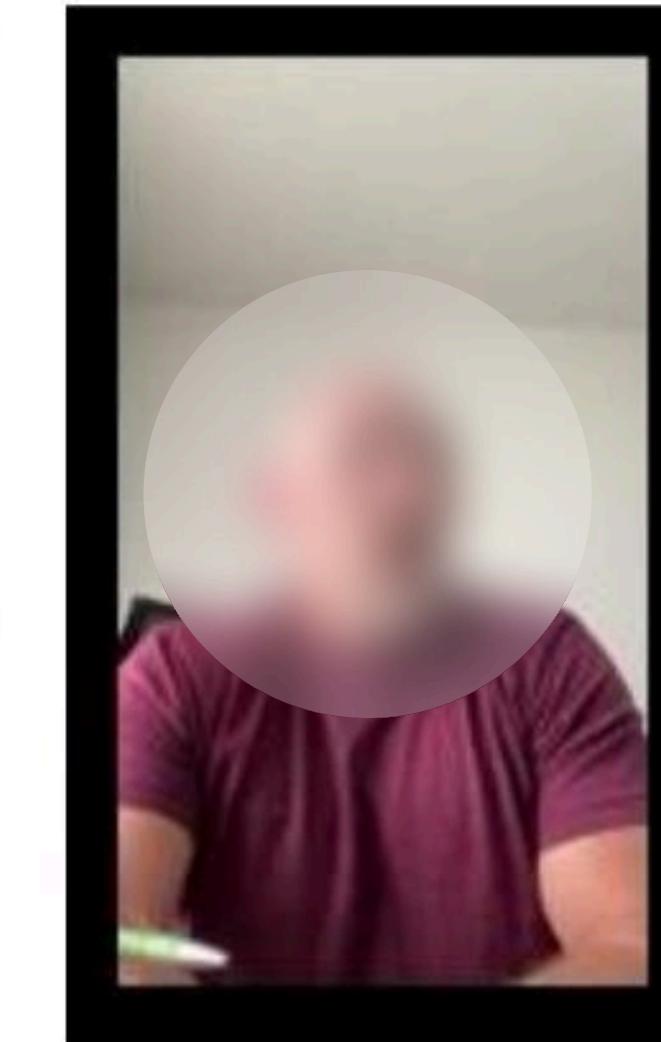
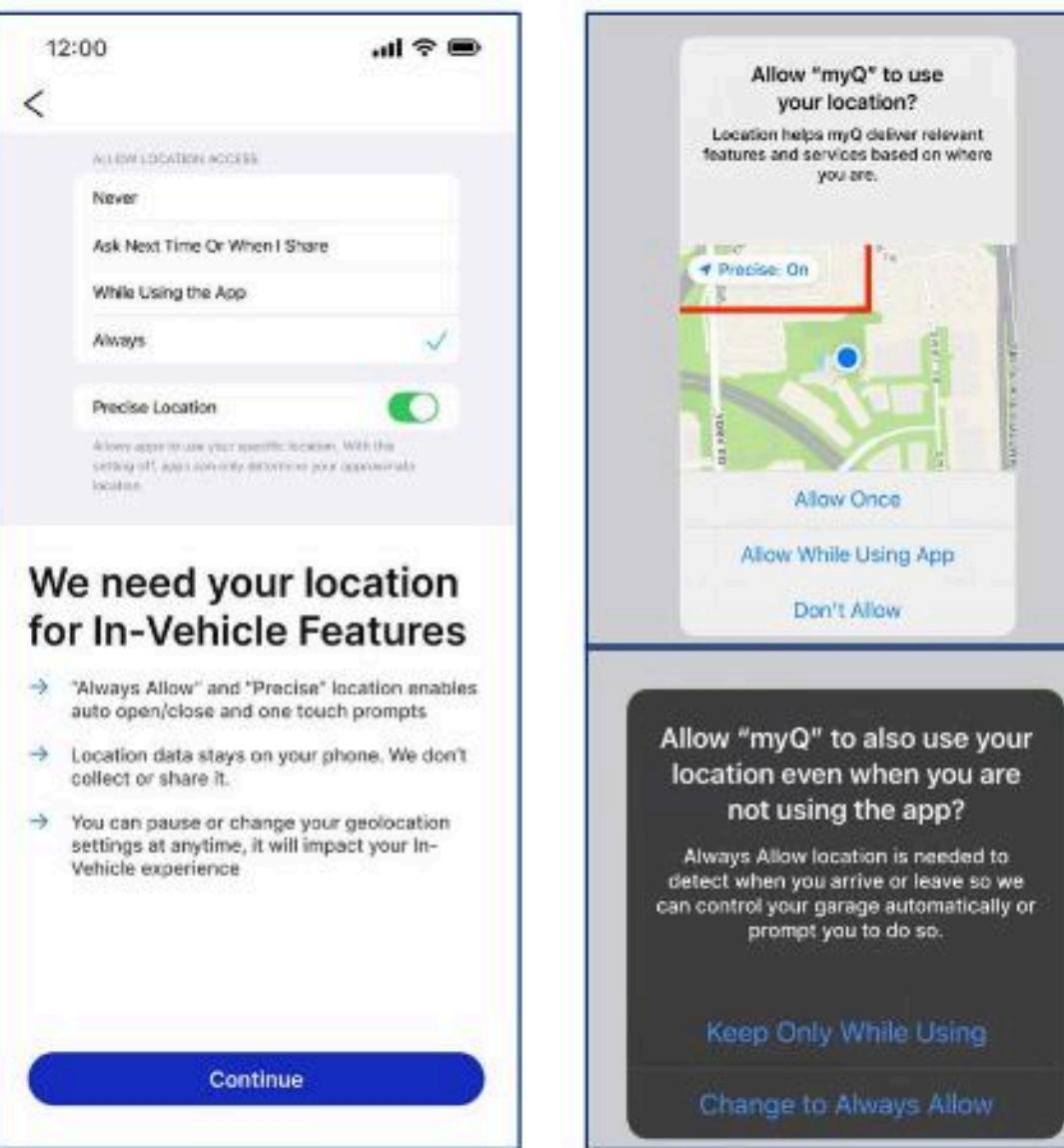
Detailed Findings Example

1 of 2

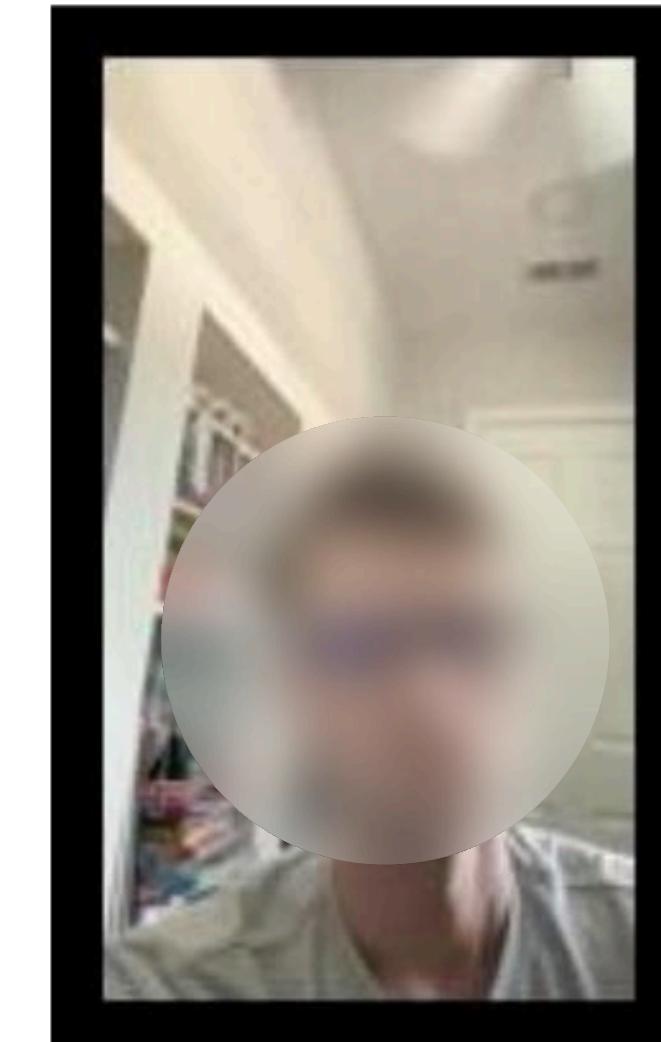


Location permission limitations were understood if participants read

ASKING ABOUT LOCATION PERMISSIONS, USUAL M.O. AND WHAT THEY THINK IT MEANS FOR GEOFENCING



Jason B, NE



Spencer M, TX



Main points:

- People do not read thoroughly, so they will easily miss important text information
- Grab their attention with minimal text that “always allow” is needed for geofencing to work
 - If users choose other options for location permissions, introduce a follow-up confirmation screen to further reinforce the point that geofencing will not work as intended

Default choice

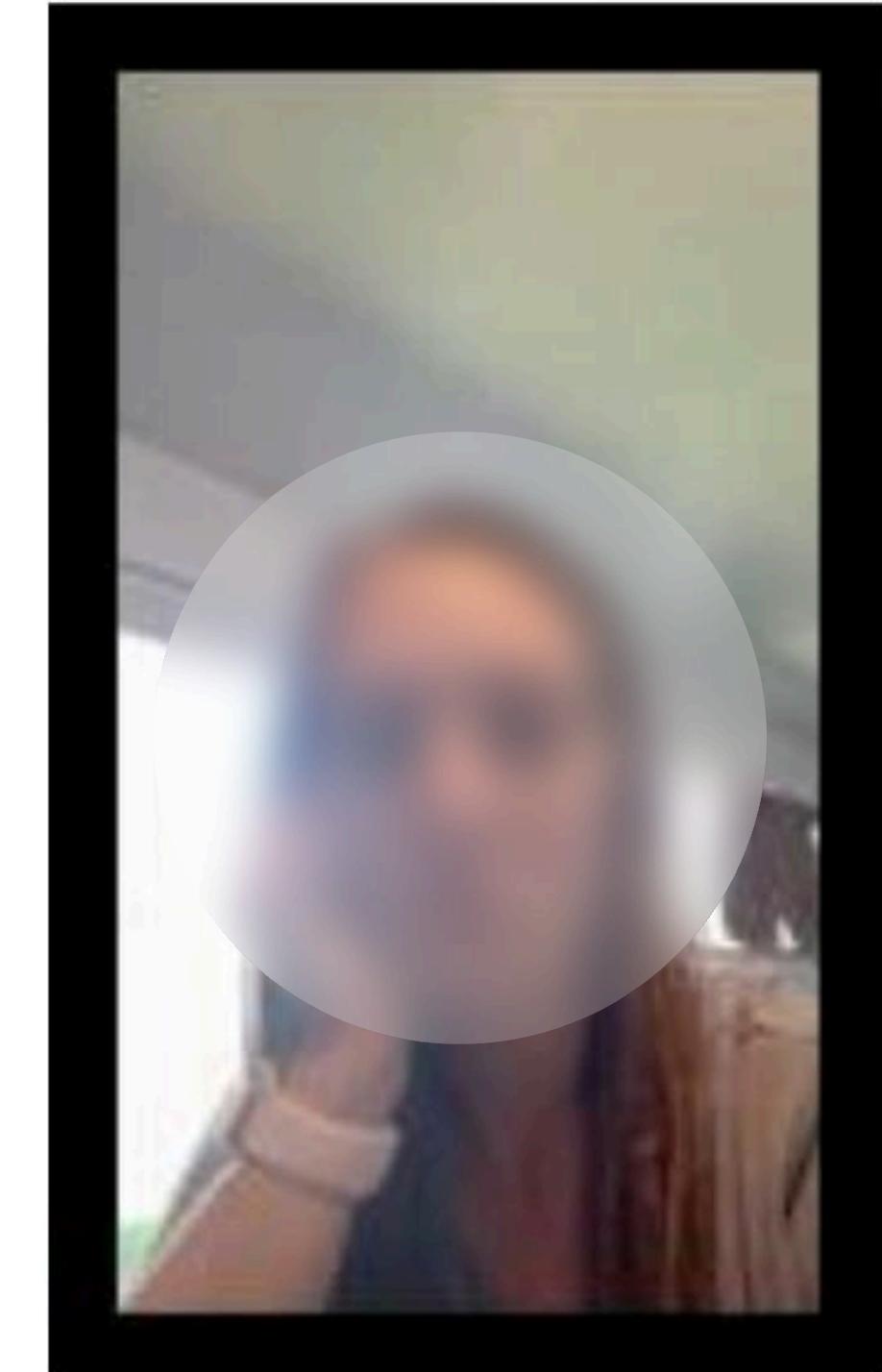
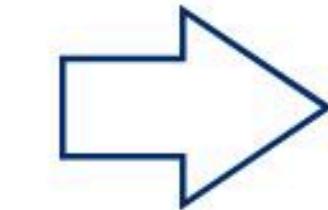
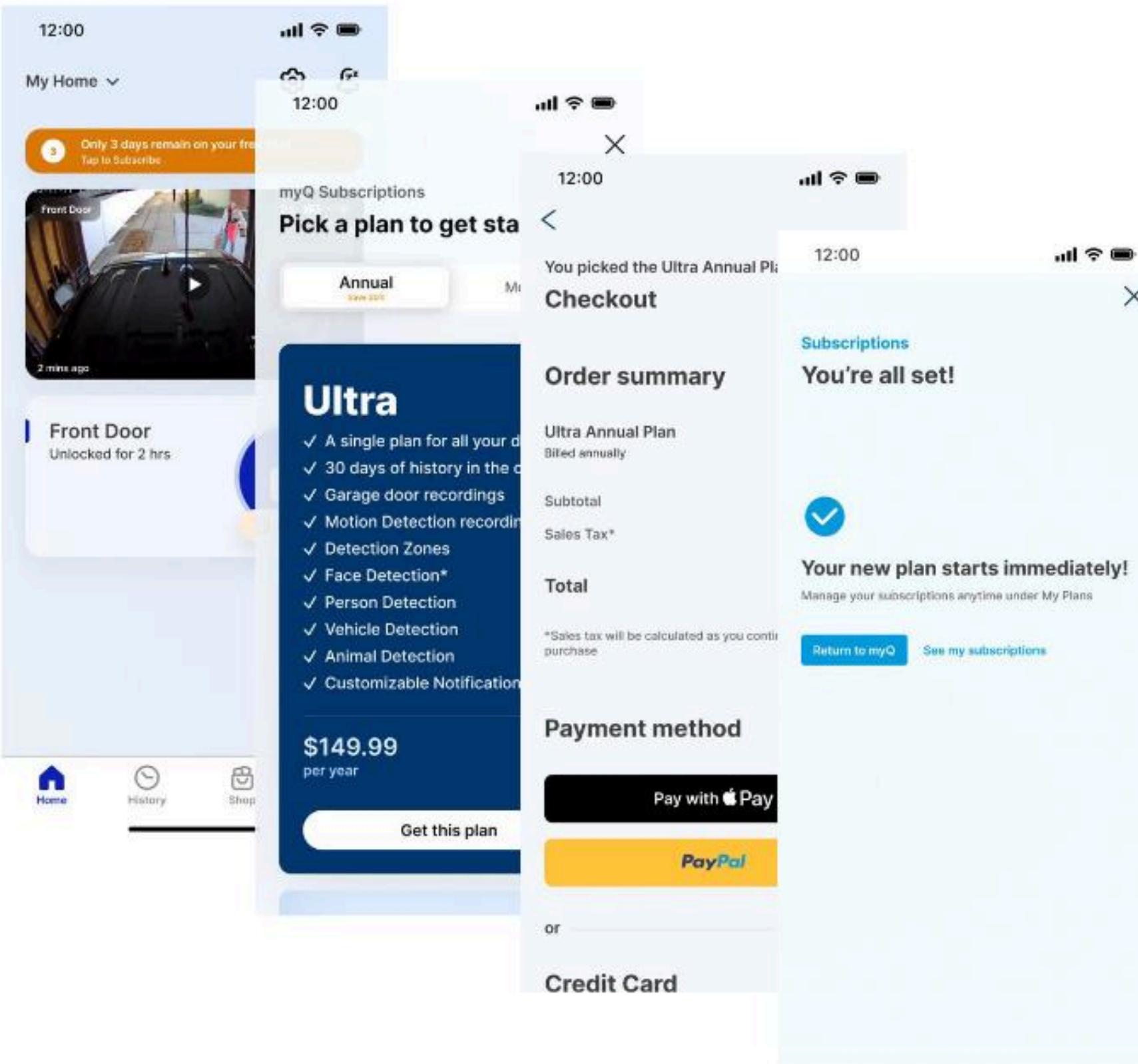
- Many people choose “While using” by default
 - This is due to privacy concerns
 - Not many apps require “always allow”
- This is not ideal, because of how geofencing relies on “always allow”



Detailed Findings Example 2 of 2

The conversion flow encountered zero hiccups

ASKING PARTICIPANTS ABOUT UPGRADING TO A SUBSCRIPTION FROM A TRIAL



Shaylee H, AZ



Next Steps

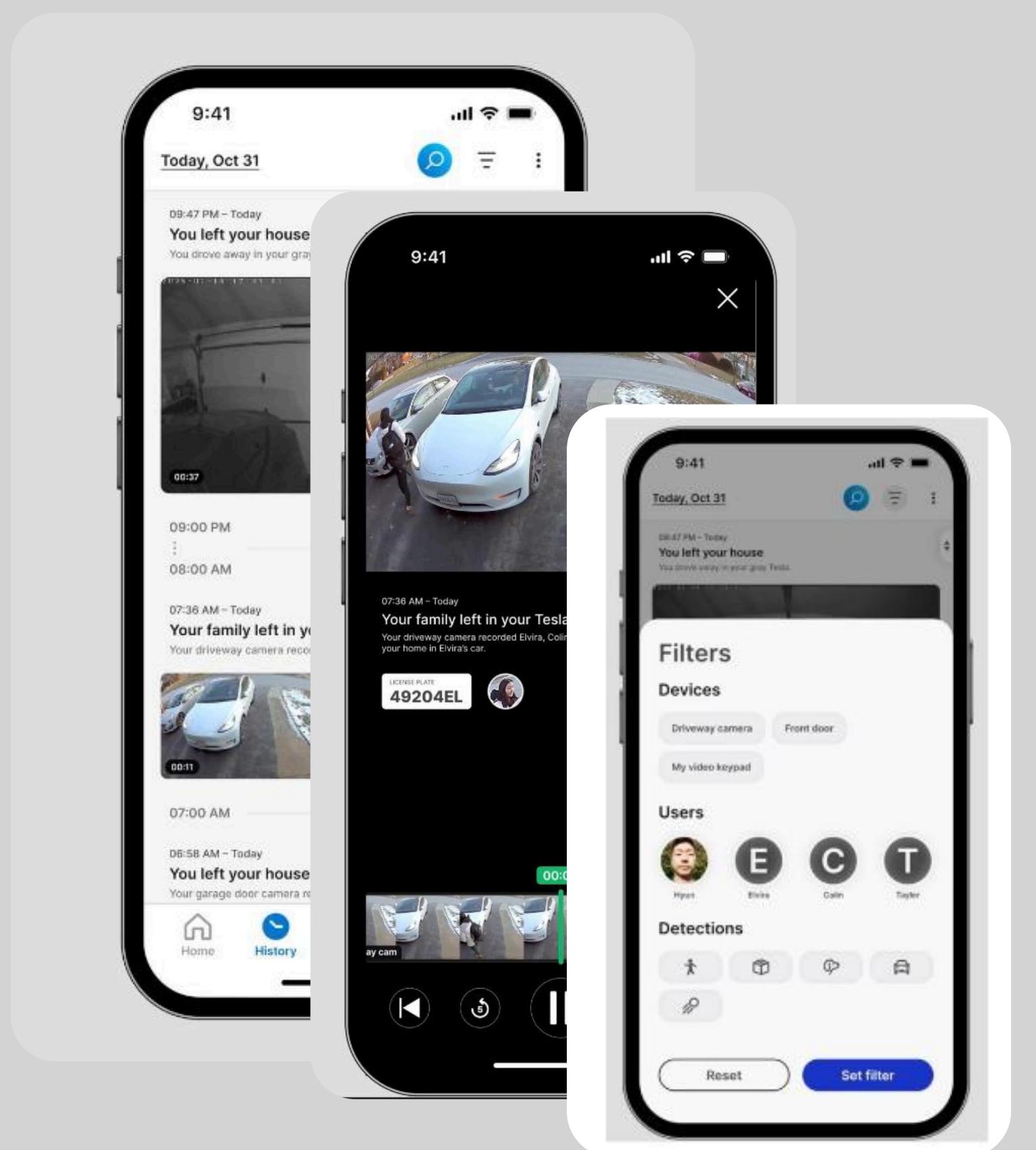
Insights & Recommendations

<p>1</p> <p>Most participants felt strongly that free trial activation should be at the start of the flow. It primes them to know what to expect before making a final decision to continue.</p> <p>Many participants expressed interest in pricing information because they want to know how much they should be expected to pay before committing to any further decisions.</p>	<p>Free trial:</p> <p>Surface the activation of the free trial at the start of the onboarding flow.</p> <p>Task comprehension:</p> <p>Include pricing information for how much users should expect to pay after their free trial is done.</p>
<p>2</p> <p>Participants were interested in a full breakdown of what is expected of them from start to finish so that they can conceptualize the process before proceeding with the first step. They want to understand why they are doing things and why it is important to do them with the end-goal in mind.</p>	<p>Step-by-step onboarding with location permission awareness built in</p> <ul style="list-style-type: none">• Implement a checklist for people to understand what they are getting themselves into, and perhaps experiment with a stepper to show them how far along the process they are



myQ History Page AI-Integration

Project Details Overview



The Challenge

As AI continues to advance and become more pervasive in every facet of technology, the myQ team is preparing to incorporate AI-generated summaries of video history to give users annotations in the efforts of increasing security, peace of mind, and awareness for their users regarding their property. However, the experience of doing so remained a mystery, and research was requested in order to evaluate initial design concepts. Mockups and variations were created in order to test which one performed the best, according to users.

The Impact

The research allowed the design team to better understand the user needs of AI-integration with regards to the history page of the myQ app. It highlighted key decision-making factors that allowed for the business to better understand the expectations of our users. Since the AI features were only available by purchasing a subscription, this ensured that it was a value add and can effectively drive subscriptions revenue forward in a positive direction.



Project Goals

1

Compare the timeline view of Ring vs. myQ.

2

Evaluate the filter experience for simplicity and intuitiveness.

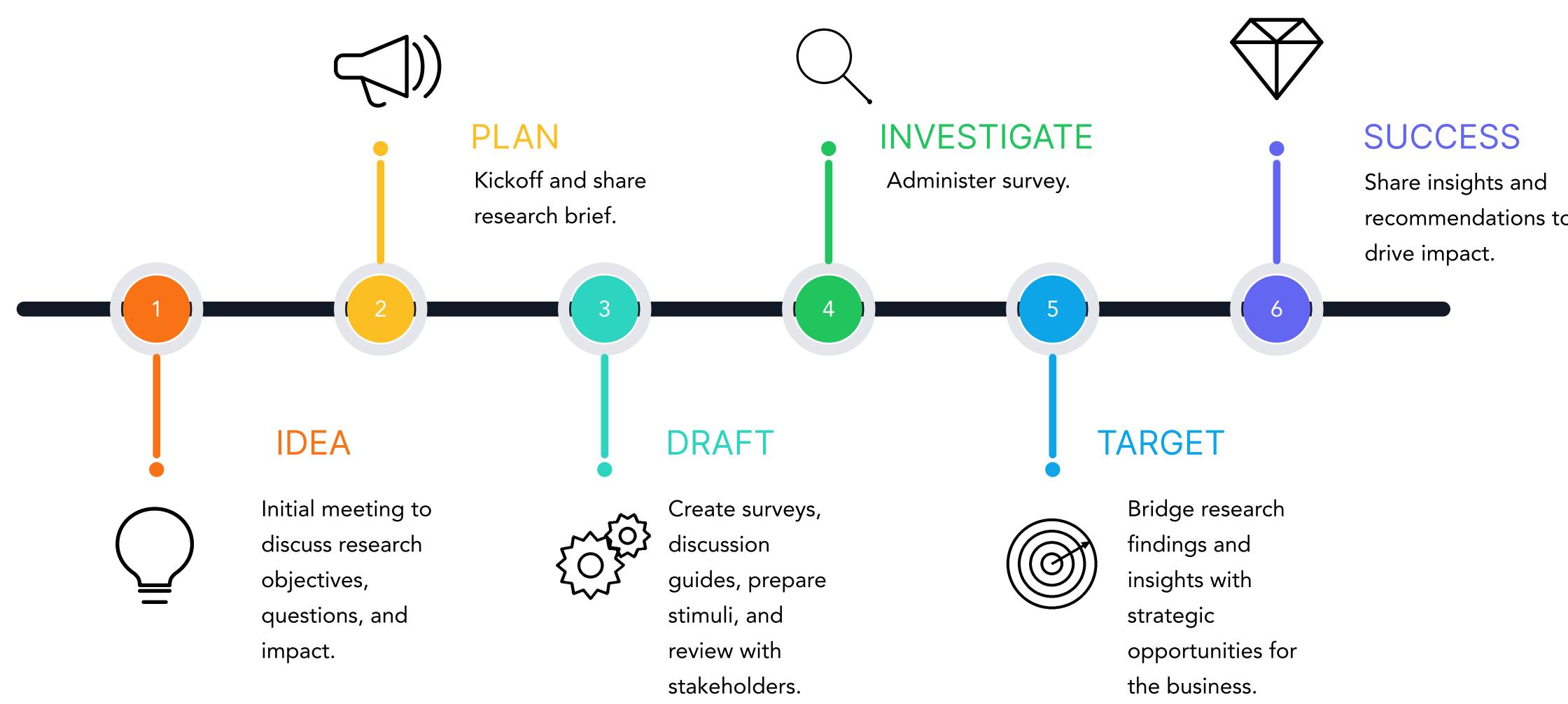
3

Determine which timeline view resonated with users the most.



Project Timeline & Research Approach

4 WEEK TIMELINE



Duration:
4 weeks

Participant info

- n = 26
- USA only
- Single-family home owners
- myQ Users

Methodology

- Unmoderated survey

Tools used

- Dscout
- Lyssna
- Heymarvin
- Figma

Team

- 1 UX Designer
- 1 Head of Product
- 1 Sr. UX Researcher



Project Findings

- 1

AI integration is huge. Participants were very excited about this. AI-descriptions were well received.

Annotated timeline was the preferred experience.
- 2

58% wanted filters to re-organize based on usage frequency. Others wanted static positions. There were good arguments for both sides.

The filter overlay was chosen over the filter tags by participants.
- 3

Video previews are desired, but there is a nuance to it. Two big concerns are load time and that the still images chosen for the .gif are not optimal selections.



Detailed Findings Example 1 of 2

Ring vs. myQ

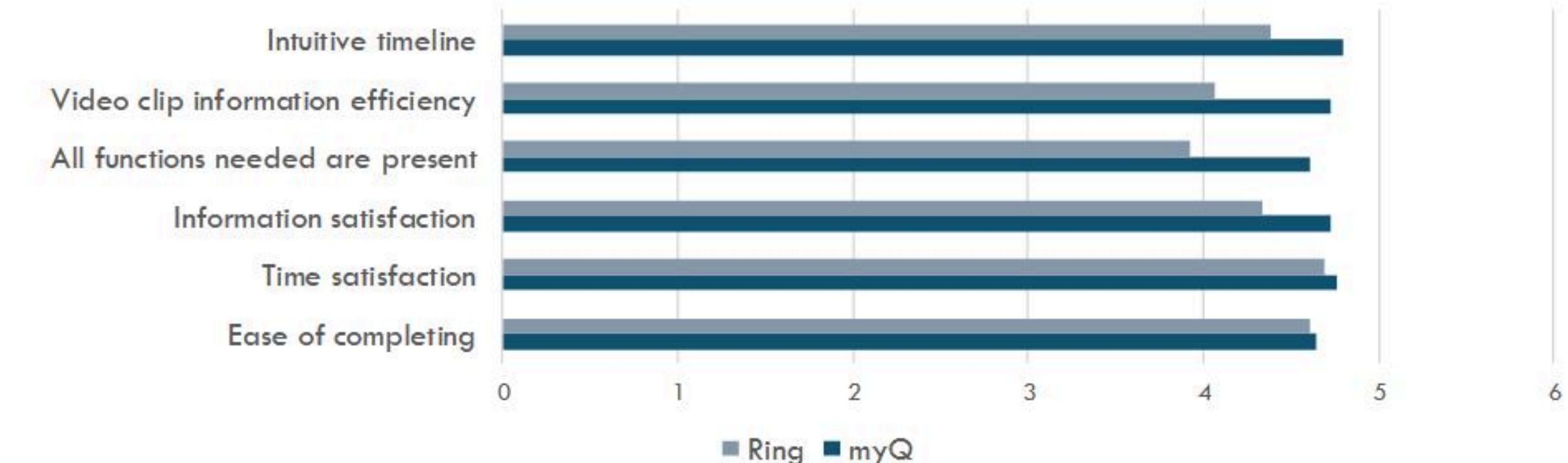
Look at those figures!

People like the myQ history page experience more than the one for Ring!



Zac B, 38

Ring vs. myQ Metric Comparison

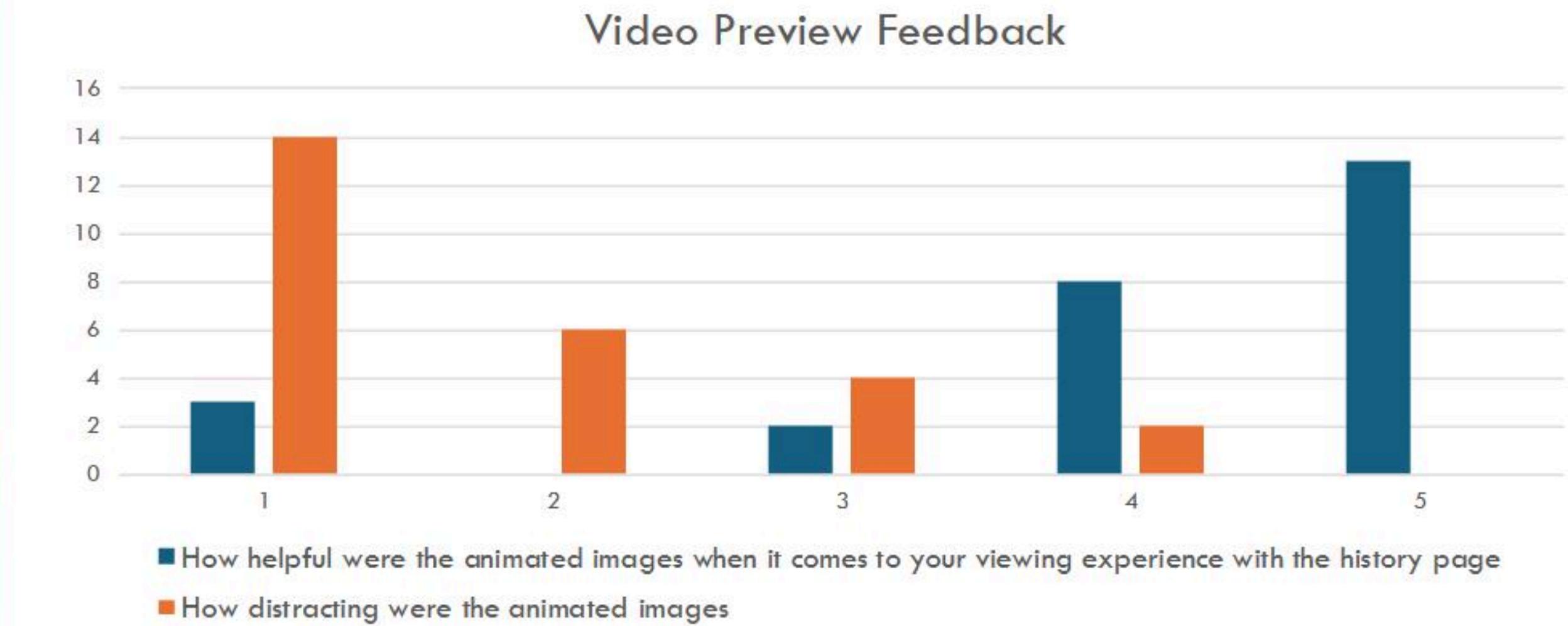
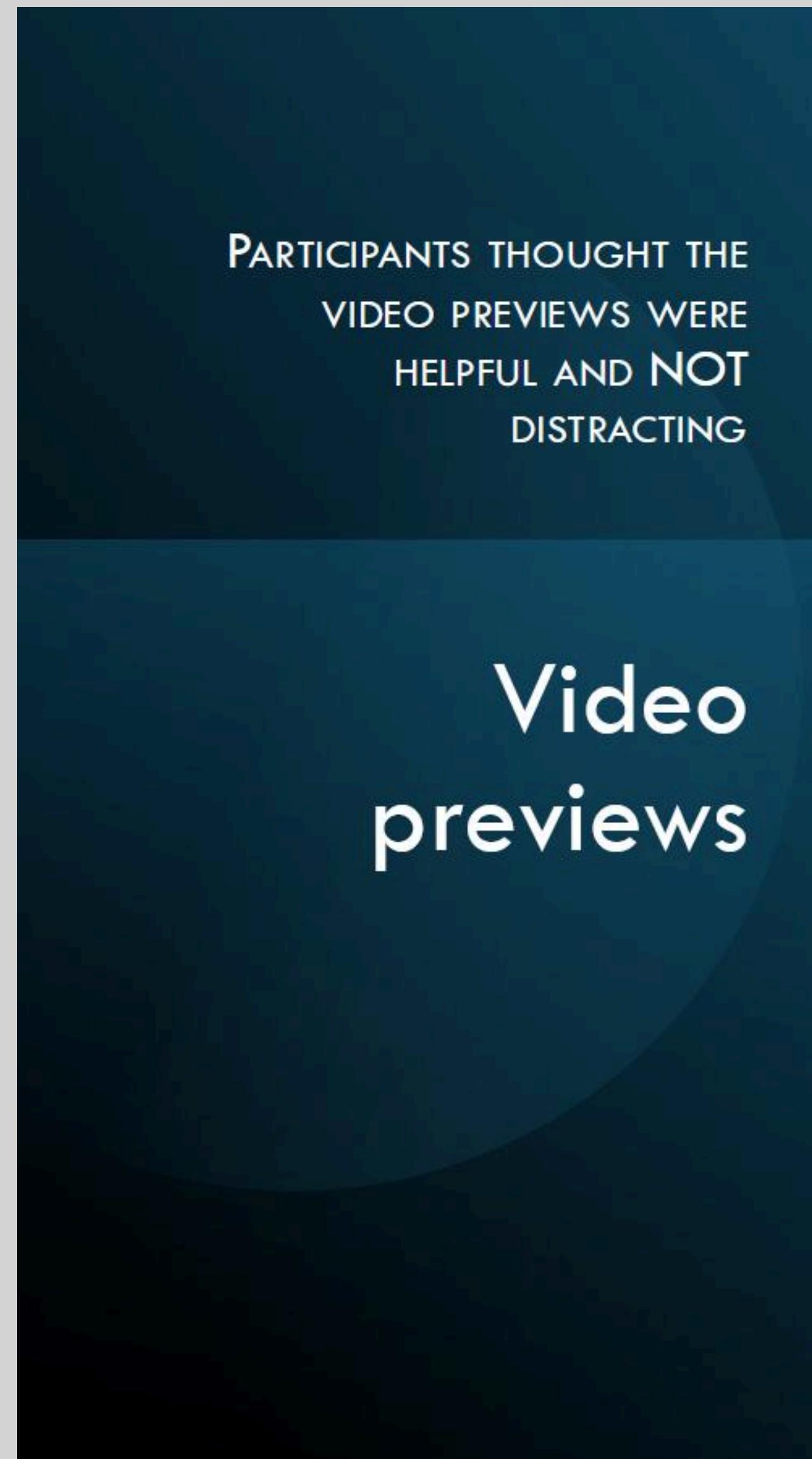


Music to our ears

"This myQ experience was something I have never seen before with smart cameras. It included a bunch of information like license, plates, vehicle make and model color and the people that it saw. It also associated a to vehicle to a certain person. This is by far one of the best experiences I've seen with smart camera footage."

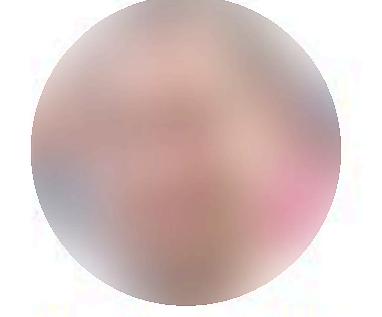


Detailed Findings Example 2 of 2



It is a valuable time-saver

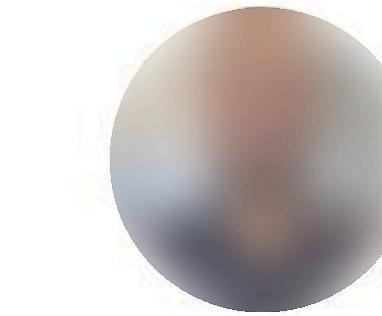
I find these animations really helpful. They show the highlights of what happened in the video so that I might not even need to watch the video in the first place and can just watch the animation which takes much less time. This would save me a lot of time which I appreciate.



Bradford C, 35

Desire for more relevant still images

The animations were helpful, but sometimes it didn't always have the right topics that were chosen for the animation to make it more sense you know so what's going on without reading the text"



Roshan V, 37



Next Steps

Recommendations

- 1 Move forward with the AI-generated descriptions
Keep looking for new ways to implement AI, because so far, participants are excited to see what we can offer.
- 2 Carefully consider going forward with dynamic filter tags.
Move forward with the filter overlay.
- 3 Make sure the video previews play one at a time, and do not play when someone is scrolling.



THANK YOU

Let's connect!

I hope this has given you a glimpse of the kind of work I can bring to the table for your organization.

My methods are constantly evolving, and I am improving my skills every day.

Whether it is a simple app that is meant for everyday users or a complex system for a more niche crowd, I look forward to bringing my expertise and impacting your business for the better.

Email

dm793@cornell.edu

Phone

424-241-7103

Website

danthemanonthemoon.info

LinkedIn

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