

Taylor Haigler

UX Portfolio

Hi, I'm Taylor. I'm a User Experience Researcher and Designer with a background in marketing and management.

I'm skilled at analyzing and synthesizing information, collaborating, and creating informed fine-tuned designs that meet users' needs and business goals.

I enjoy taking problems and turning them into simple, elegant, and accessible experiences.



Skills & Experience

TOOLS

Adobe Suite

Asana

Axure

BaseCamp

Google Analytics

HubSpot

Maze

Figma

Sketch

InVision

Usability Hub

UserZoom

WordPress

My areas of focus



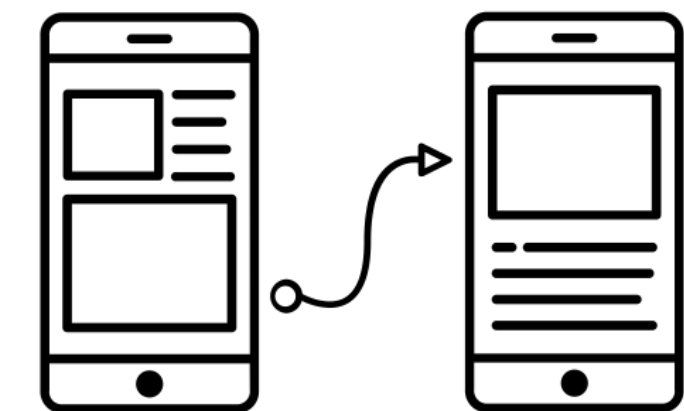
User Research

I use a range of qualitative and quantitative research methods to uncover actionable insights.



Experience Design

I'm experienced in defining and developing solutions through creating user journey maps, personas, user flows to optimize the user experience.



Prototyping

From wireframes to clickable interactive prototypes, I design digital experiences with you and your user's goals in mind.

My experience

COMPASS

REAL ESTATE FIRM

Marketing Coordinator for a top-performing team

2014-15



NON-PROFIT ORGANIZATION

Marketing Manager for four public health initiatives

2016-2017

balancedbody

THERAPEUTIC YOGA BUSINESS

Founder of a personal yoga business to help individuals to overcome chronic pain

2021-Present

2015-2016

Marketing Coordinator for a local community event space and boutique.

BOUTIQUE & COMMUNITY EVENT SPACE

JILL LINDSEY

2018-21

Operations Manager for three chiropractic clinics and a team of 16

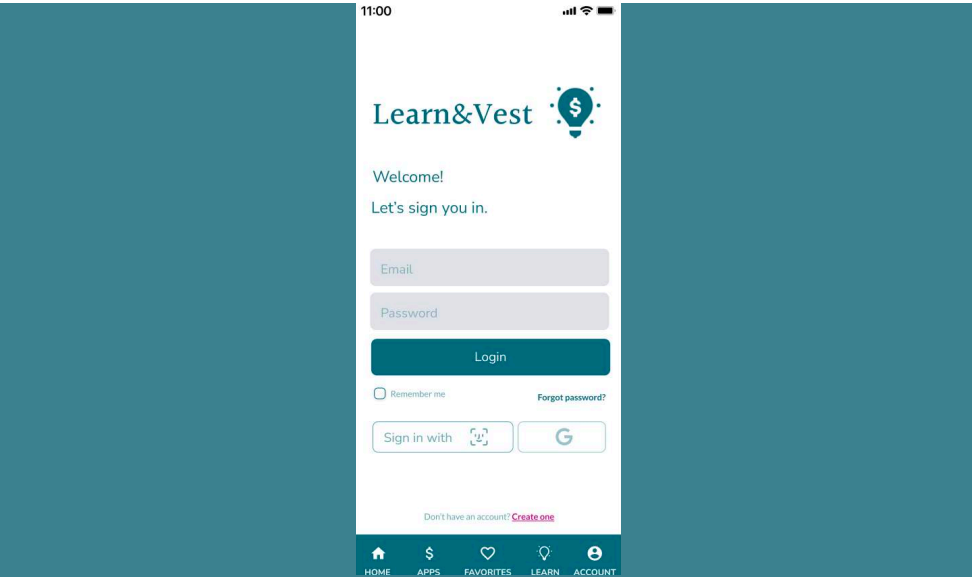
CHIROPRACTIC CLINIC



Recent Projects

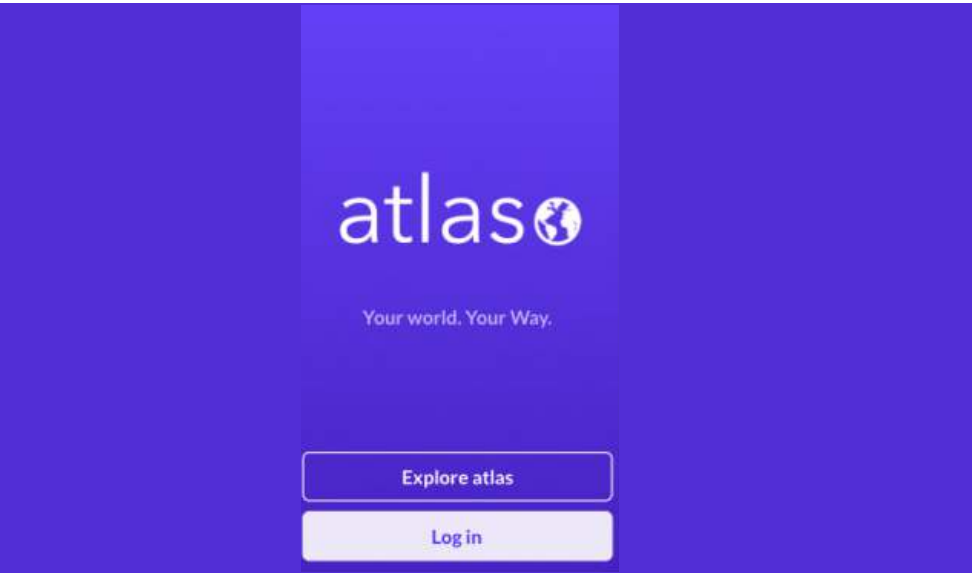
Selected Projects

Recent projects that demonstrate my skills of **user research**, **experience design**, and **prototyping**.



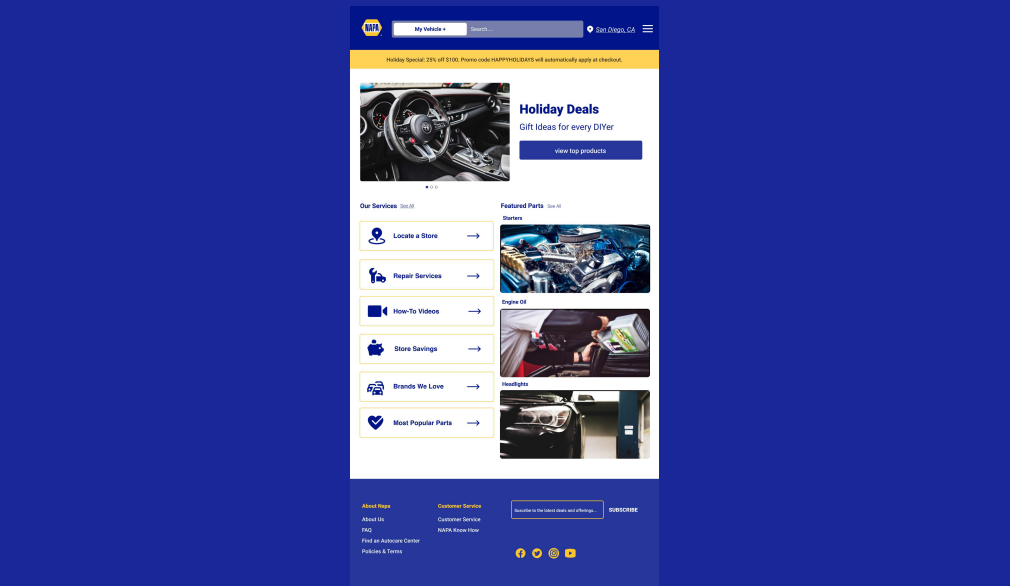
Research, design & prototype for an investment advice app for women

LearnVest



Research, visual & experience design for a new cloud storage platform

Atlas



Redesign of NAPA Auto Parts website to optimize the checkout process

NAPA Auto Parts



Research & prototype for an accessible museum audio tour app

MuseumTour



Learn&Vest

Research, design & interactive prototype for an investment advice app for women

Learn&Vest

Project Summary

I led research and developed a design and prototype for an app that provides daily advice and serves as a confidence boost to female investors.

Created for NEIU's UX certification program.

Timeline & Team

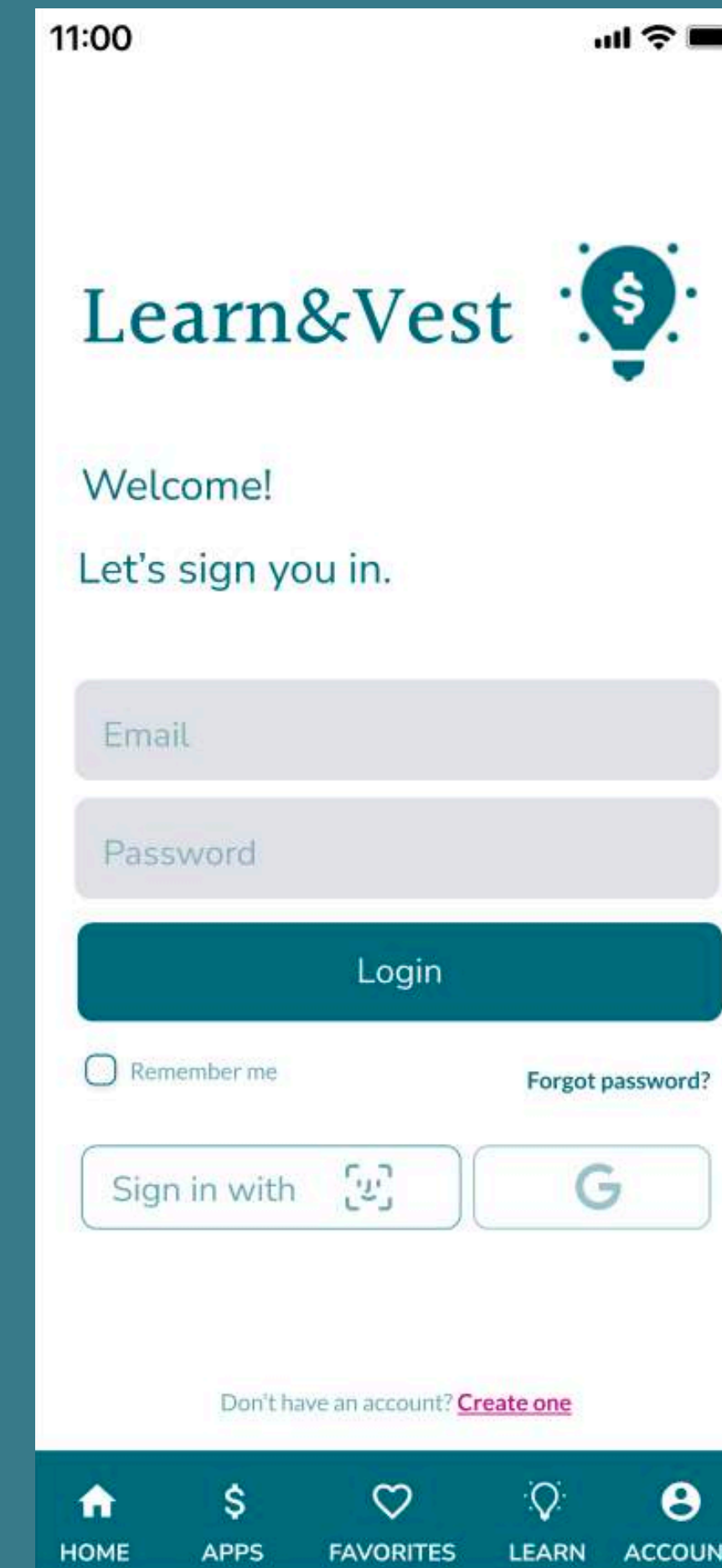
I was the sole researcher and designer. 4 weeks from start to finish.

Responsibilities

- User Research
- Experience Design
- Visual Design
- Prototype

Results

A prototype design of a new investment advice app for women.

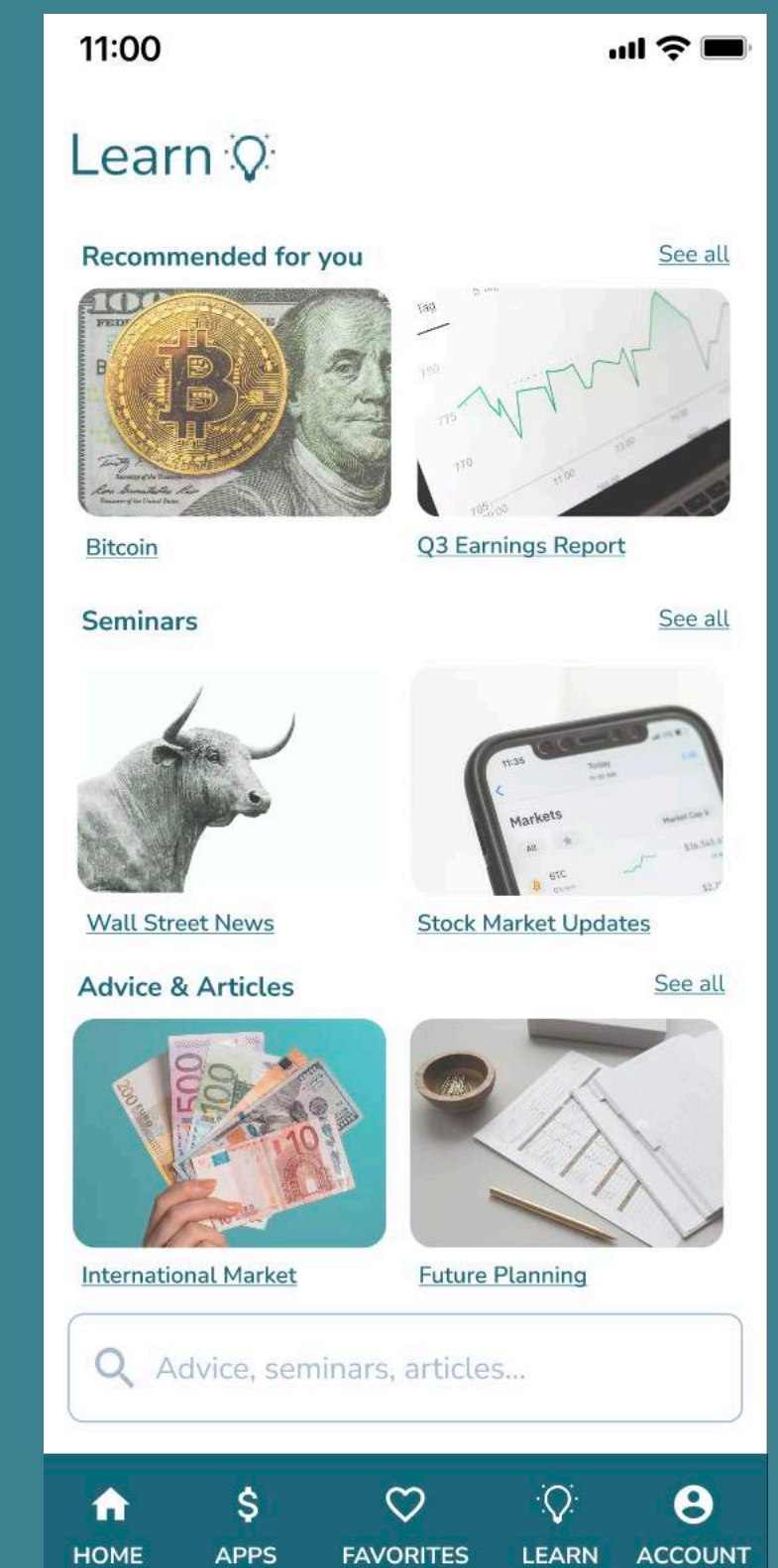
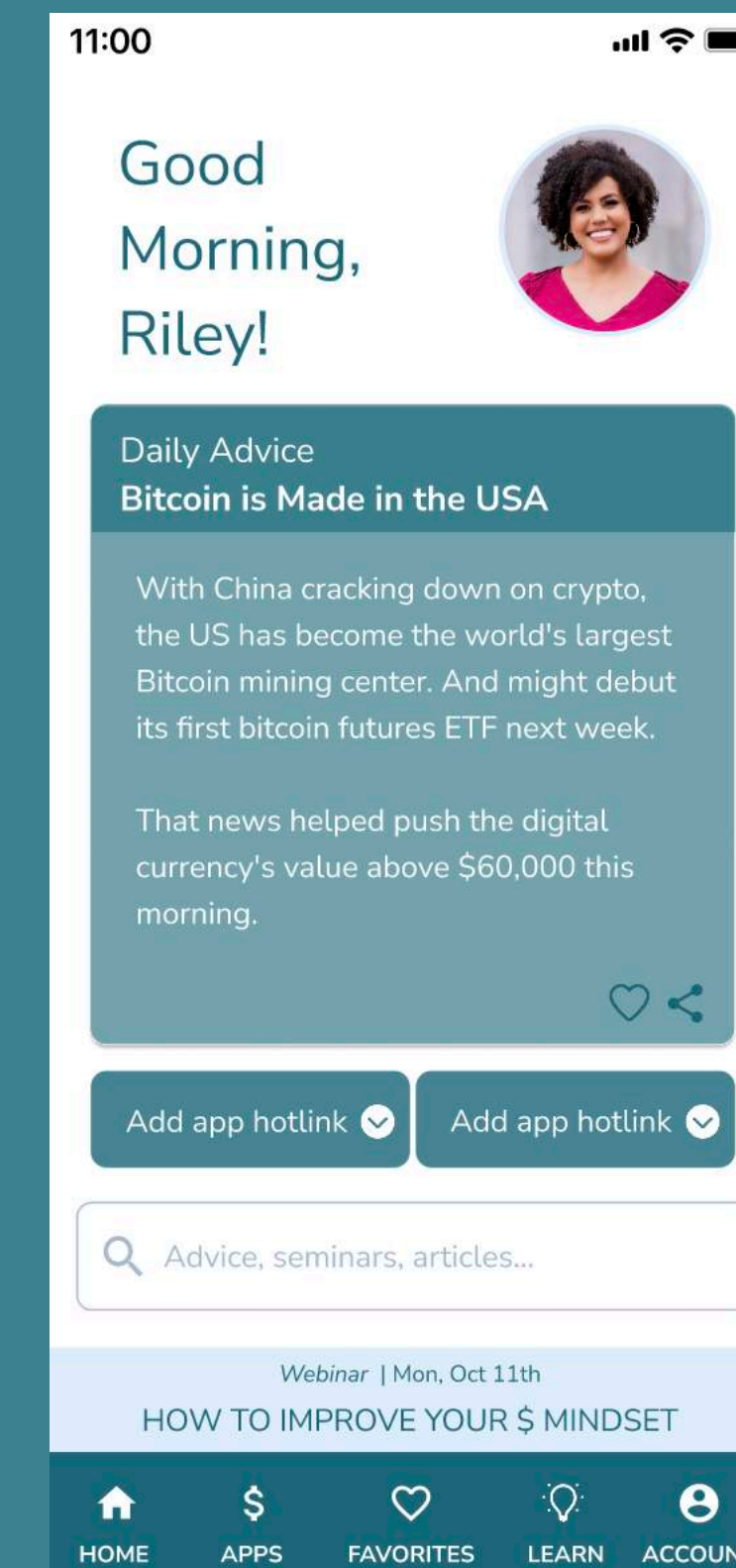


COMPANY OVERVIEW

Learn&Vest provides educational content and motivation to help women build confidence to invest.

The app's aim is to motivate women to take action to prepare for different stages in life and grow more comfortable and secure investing.

- Users receive a daily piece of investment advice.
- They can browse seminars and articles and add a link to their most frequently used financial apps.



PROJECT SUMMARY

In recent years, women have been showing superior returns in investing and are leading men in profit by a 40-point margin (0.04%), however, their confidence level does not match their success.

Approximately two-thirds of women are seeking educational content and guidance.

However, the majority of what is available is designed by and for a male audience.

40pt

Women are leading men in returns by a 40-point margin

66%

Of women are seeking educational content and guidance with investing.

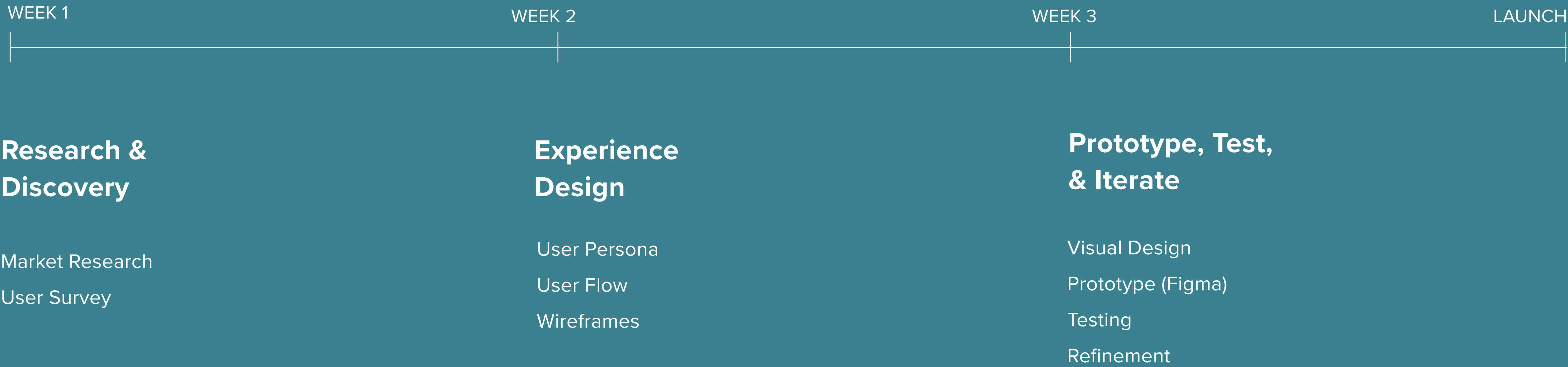
67%

Of women invest outside of their retirement accounts

To meet the needs of female investors, my goal was to create an app that serves as daily motivation and provides a daily piece of educational content to encourage women to become more comfortable and confident in their abilities.

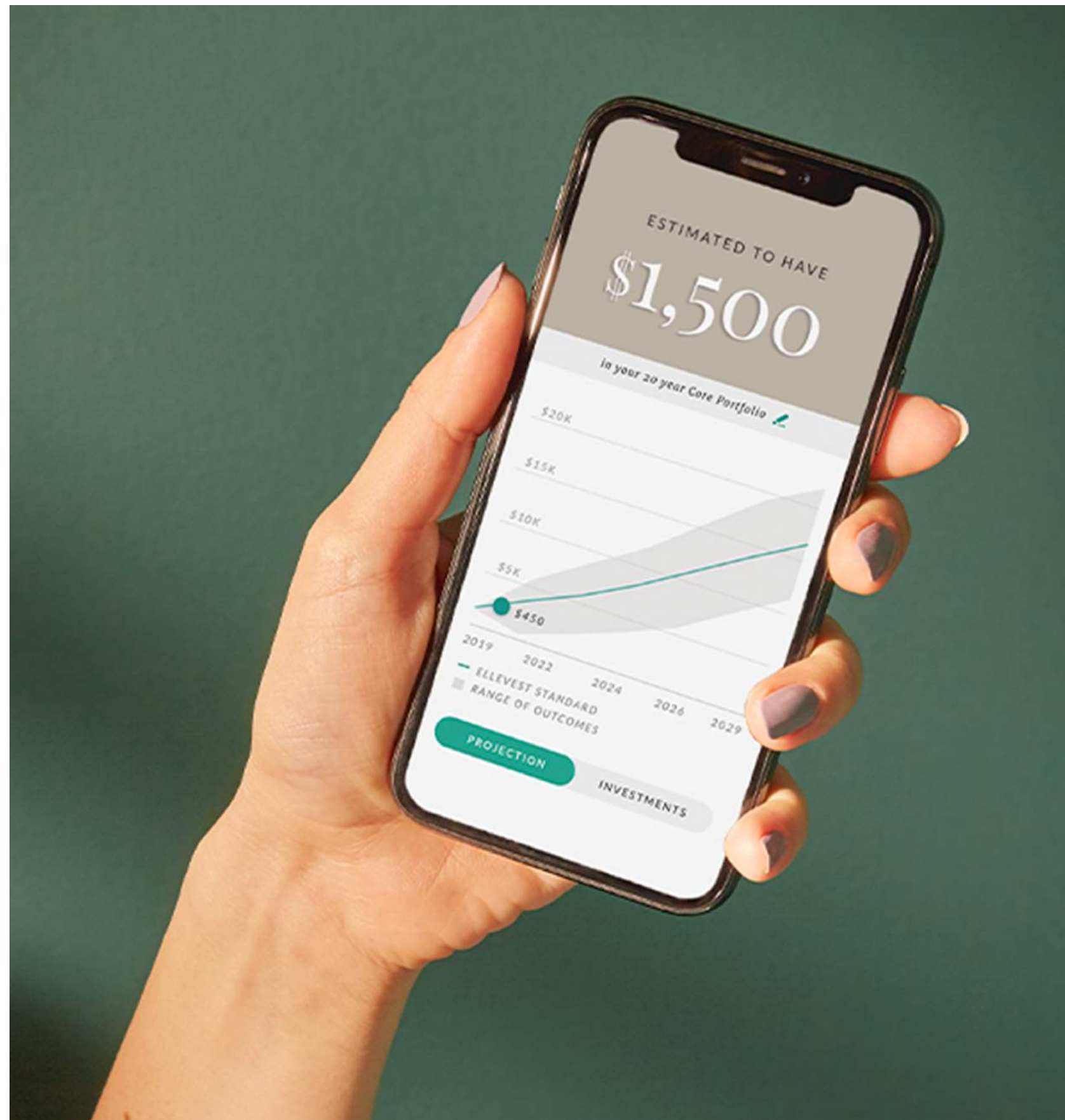
PROCESS

I led this project remotely from research through prototype and two rounds of user testing over a 4 week period.



RESEARCH

To begin to gather information, I conducted market research and looked at apps and websites that have a similar concept.



The most popular app in this space, Ellevest, helped to shape the focus for my design:

*an inviting aesthetic
& well-organized
content*

RESEARCH

Next, I sent out a screener survey to identify participants in my target demographic. I reached out to **five women for interviews and asked about their habits when using financial apps.** Most mentioned their most widely used app is their personal banking app.

They shared that they found they could complete the majority of the tasks straight from their mobile, but some tasks required logging on from their desktop.

*They especially loved financial apps that are very **mobile-friendly**, like Mint and Venmo.*

*They all **appreciated simplicity**; and enjoy it when buttons are easy to identify, and **features that streamline the experience**, like face recognition.*

“ I like the convenience of Mint and being able to keep up to date with my spending. Mint sends me red flags and praises me if I reach a goal. It keeps me on a budget and I can see how I am spending money. I can see that I haven't spent as much. Then, I use that to save. It helps me to build healthy habits.

User

RESEARCH

The feedback I received during the user research and interviews helped to shape my user persona, Riley Richards:

Riley is a 30-year-old professional who is interested in investing and working toward her financial goals. She is searching for educational content to learn and expand her knowledge and confidence as a new investor.

Riley



Age	30
Location	Austin, TX
Occupation	Counselor
Hobbies	Time with her dog, HIIT, Boxing Classes
Family	Lives with her boyfriend

Goals

- Learn investment strategy
- Learn about different types of investment
- Build a well rounded portfolio

Motivations

- Financial Independence
- Prepare for the future

Considerations

- Hard to know where to begin
- Most content is for experienced investors
- Most investing advice platforms are designed for men

RESEARCH

Understanding Riley's motivations and goals helped me identify the main tasks a user would need to perform, such as:

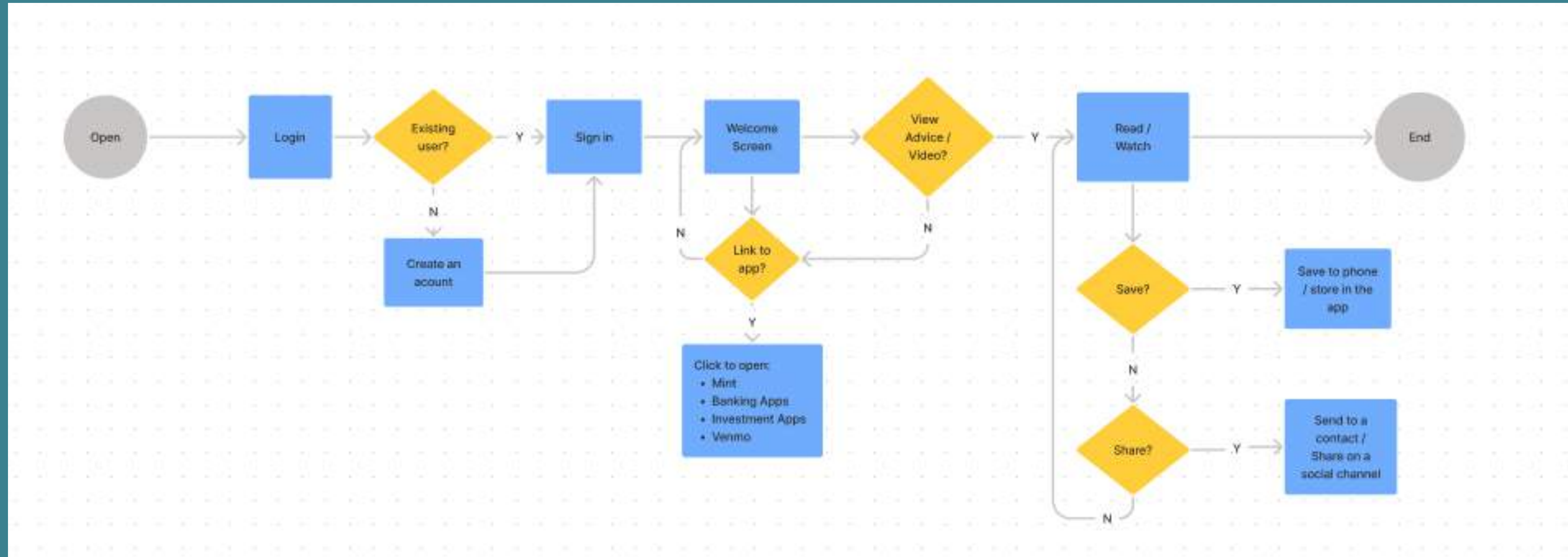
- view, like and share the daily advice
- view webinars and articles on a variety of topics
- adjust their account and notification settings

“ *There should be more resources on how to get started...and tips and tricks.*”

Riley

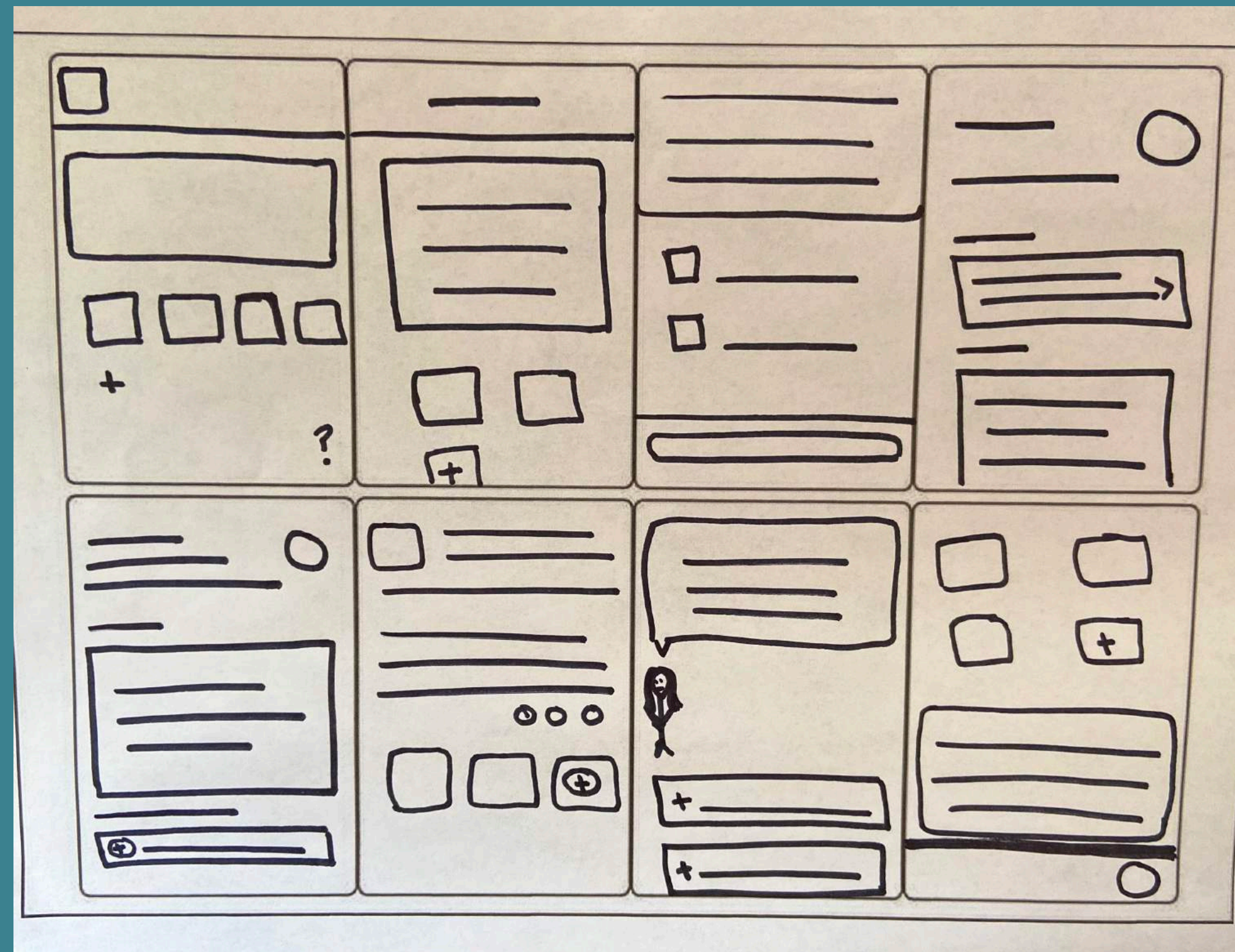
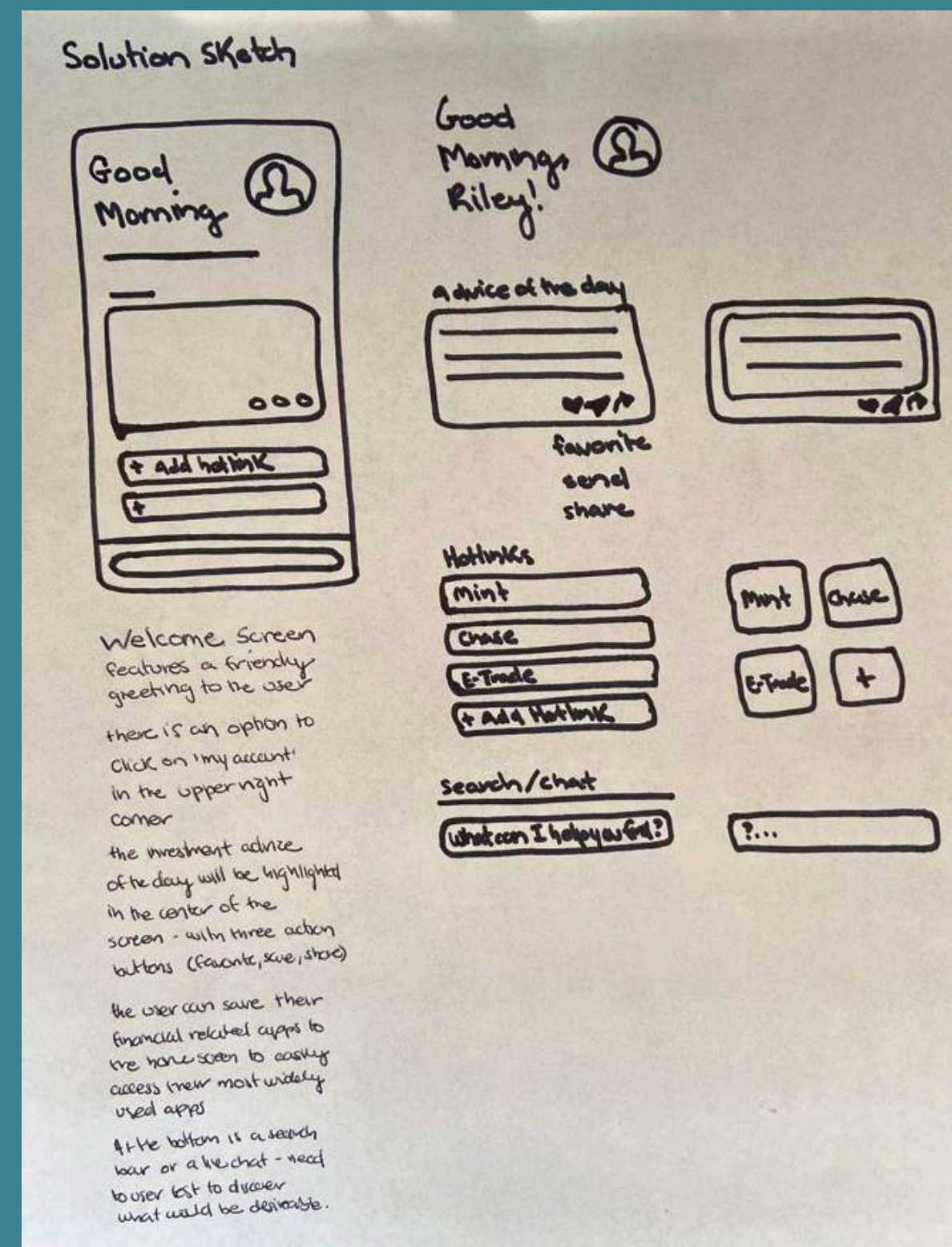
PRODUCT STRATEGY

I mapped out how Riley would find educational tips and manage her investment resources in the app.



EXPERIENCE DESIGN

I sketched and brainstormed to narrow in on the primary elements and actions. Then I developed a series of potential designs ideas.



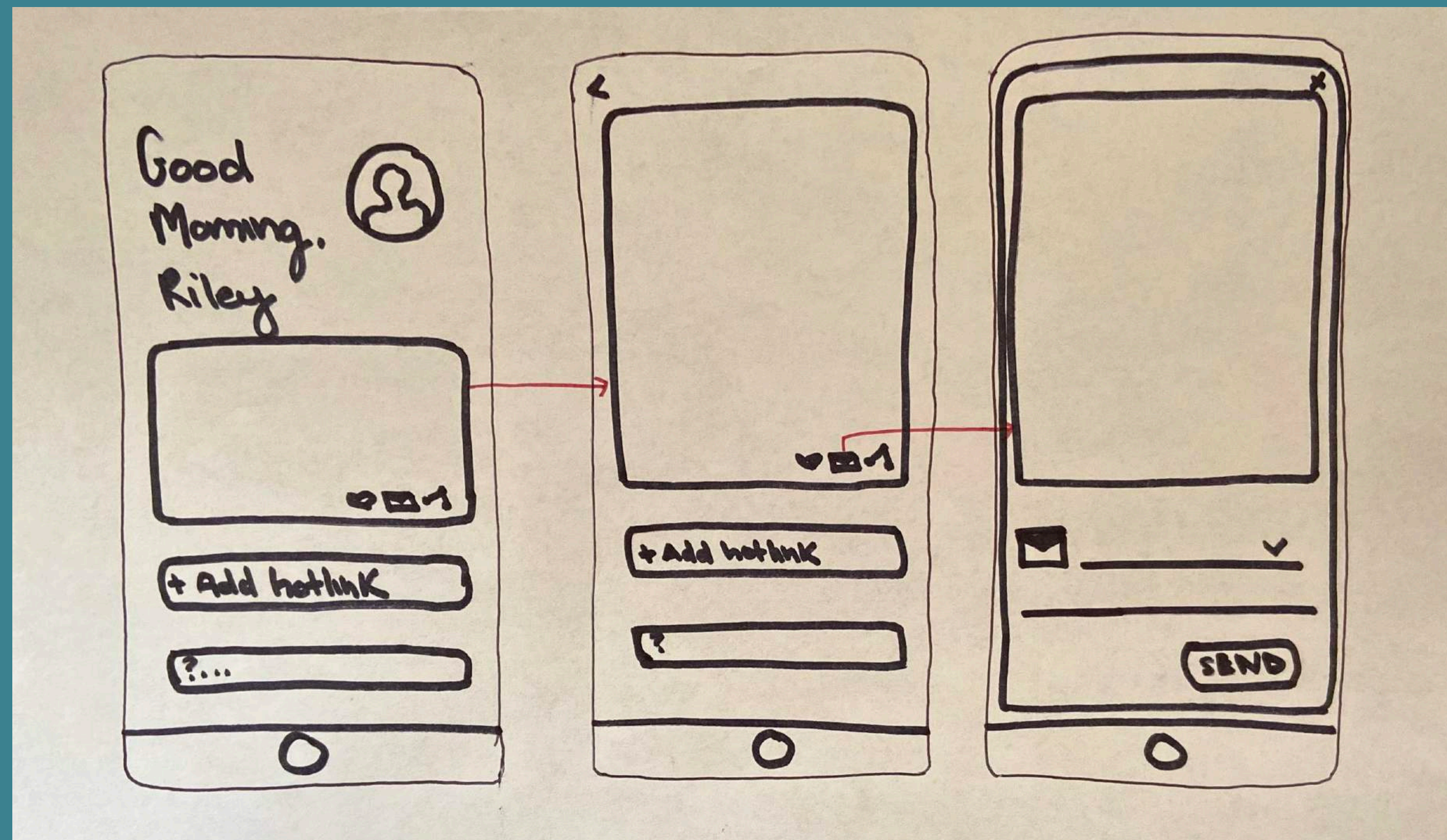
Crazy 8s revealed that less is more

My eye gravitated towards the designs with negative space

I was also drawn to the designs with balanced shapes

My first sketches revealed I would need to structure the homepage to create a layout that is easy for a new user to scan and understand so they can easily recognize know how to take action.

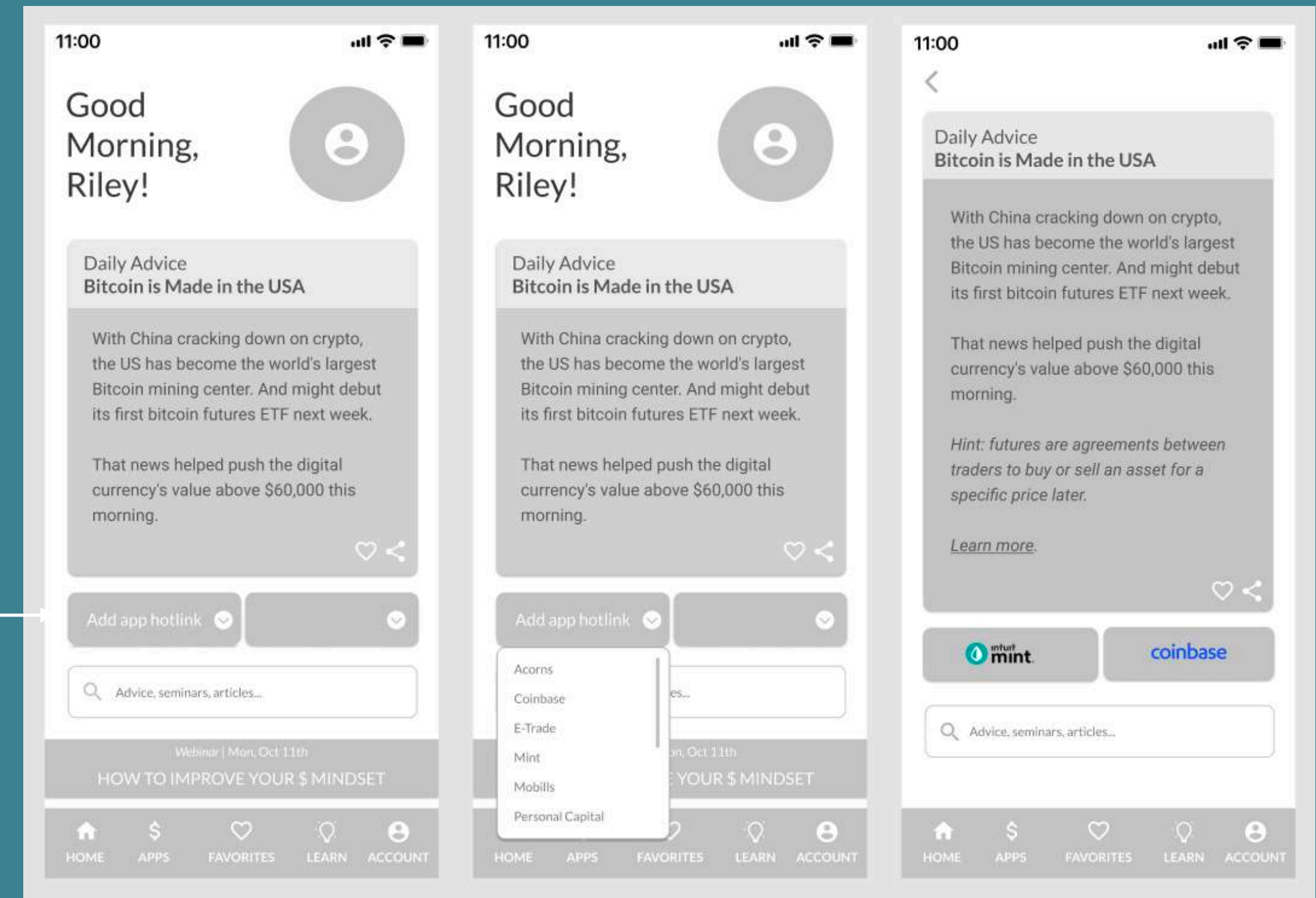
One challenge was structuring the homepage in a way that doesn't appear cluttered



EXPERIENCE DESIGN

Originally, I was planning to include a feature of a live chat so that users could message with a financial advisor for personalized advice.

My personal analysis and user feedback led me to move toward focusing on more general educational content and keeping the screens as free of additional elements as possible.

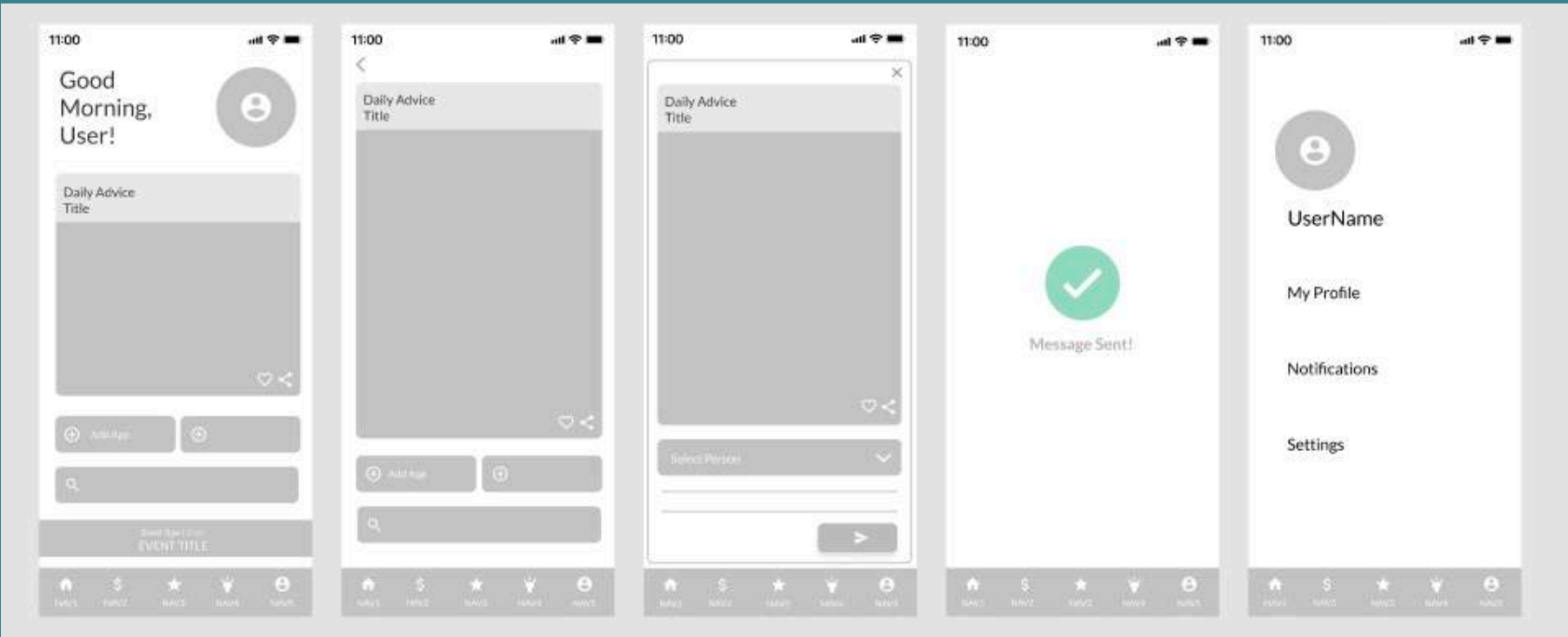


A special feature that I added was the ability to link one's favorite financial app to allow one to have continuity in completing any related tasks by clicking through into their financial app of choice.

EXPERIENCE DESIGN

Next, I sketched and created the wireframes. As they evolved from mid to high fidelity, I made adjustments to improve the layout and readability.

Mid-Fidelity



High-Fidelity



I then created a style guide using Figma. LearnVest’s brand values (learn, motivate & strive) helped inspire the color palette, typography and iconography.

Colors

I created a color scheme that featured a bright green to create the tone that it is financially focused.

I wanted to keep the colors simple and use color as a way to direct attention but not overwhelm the viewer.

Typography

Headings – Halant

Body - Nunito Sans

H1 – Halant Bold (28px)

H2 - Nunito Sans Light (24px)

H3 - Nunito Sans Regular (20px)

H6 - Nunito Sans Regular (12.8px)

Body - Nunito Regular (16px)

Buttons

Add app hotlink

Add app hotlink

Acorns

Coinbase

E-Trade

Mint

Mobills

Personal Capital

Acorns

Coinbase

E-Trade

Mint

Mobills

Personal Capital

HOME

APPS

FAVORITES

LEARN

ACCOUNT

Sign in with

Sign in with

Send

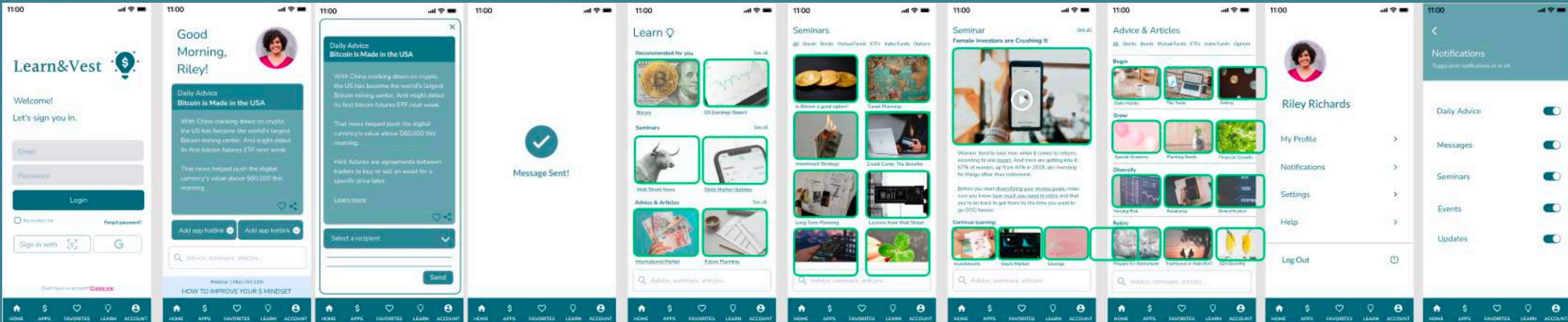
Send

Icons

PROTOTYPE, TEST, & ITERATE

I then created an interactive prototype in Figma and tested it with three users to validate the design decisions, refine and iterate.

High-Fidelity Mock-Ups



PROTOTYPE, TEST, & ITERATE

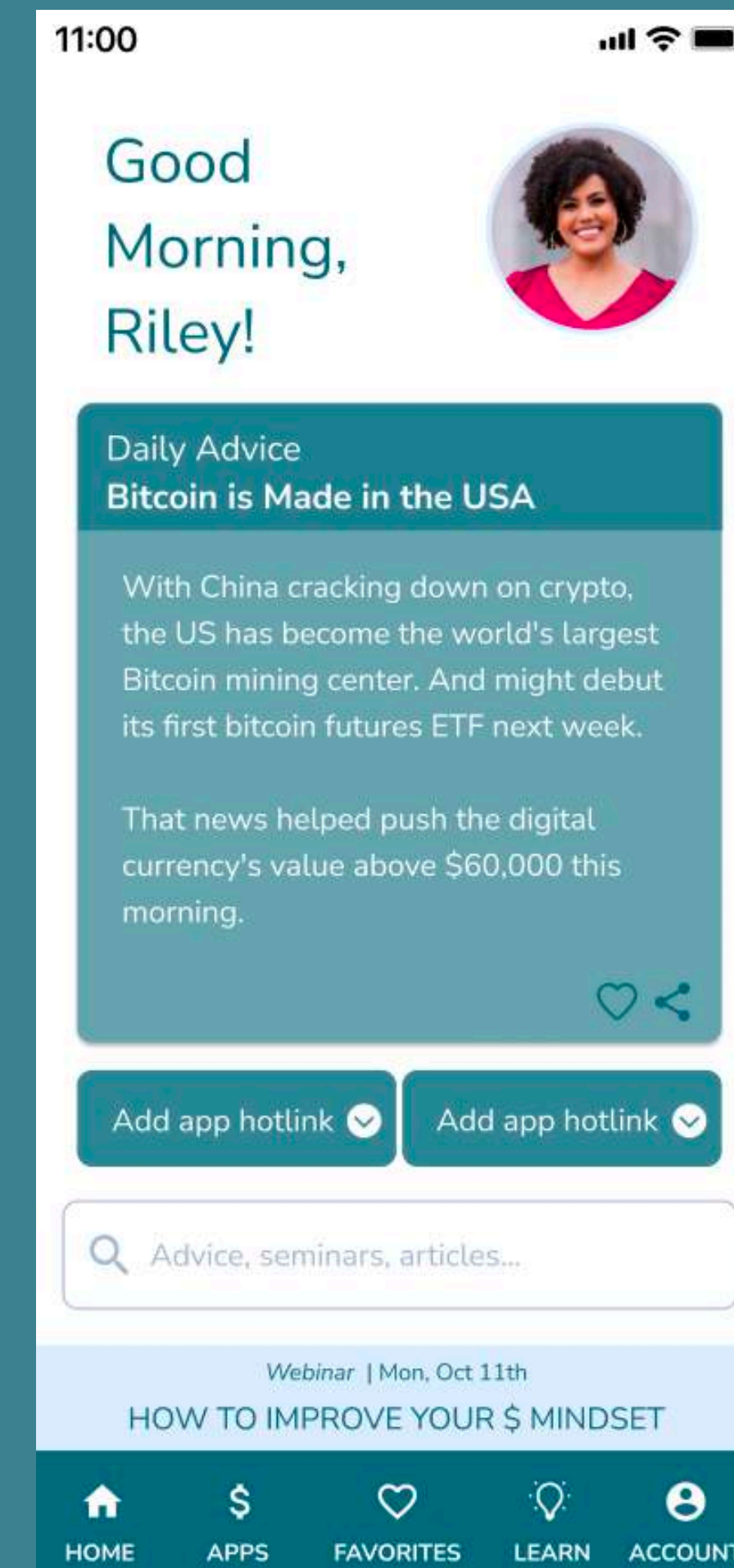
Usability testing revealed that I needed to modify the home screen to make the buttons and their functionality clearer. Especially the add a link feature.

“

All the task were easy to navigate except the Add Link was a bit confusing at first.

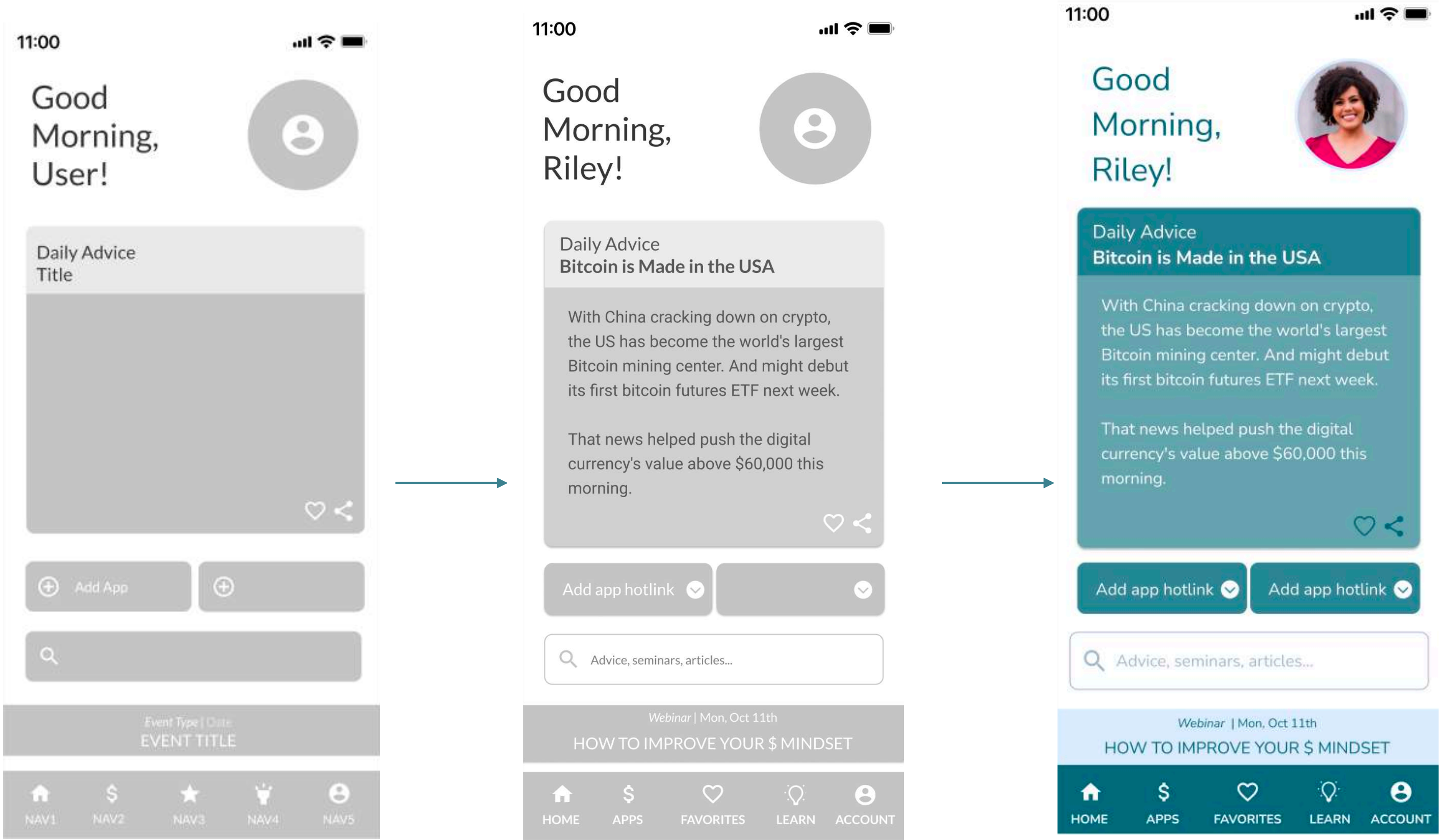
I like the QR code option for sign in. The color scheme and layout was easy on the eyes- it pulled me in.

Usability testing participant



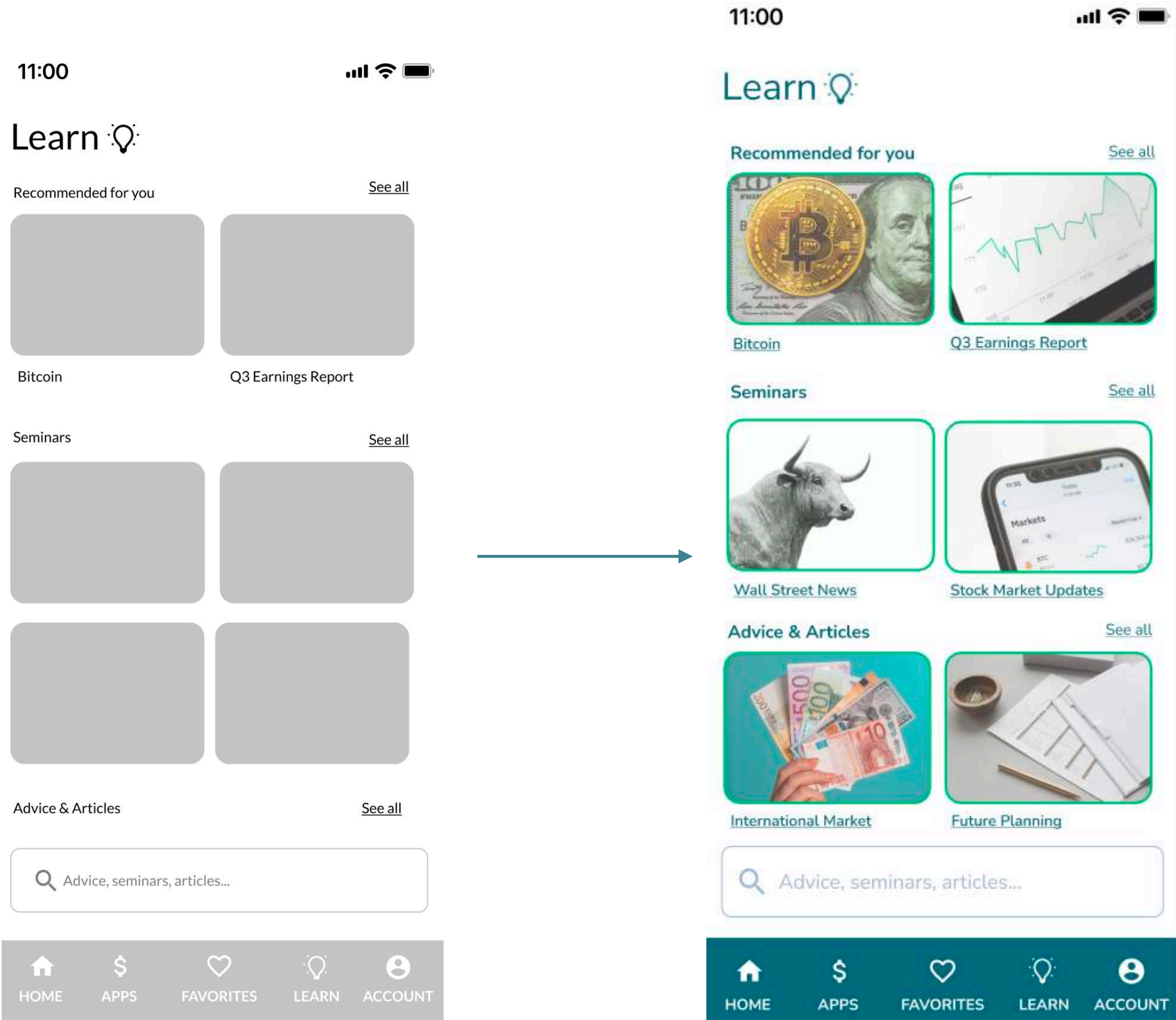
PROCESS

Evolution of the the home screen from wireframe to the prototype phase.



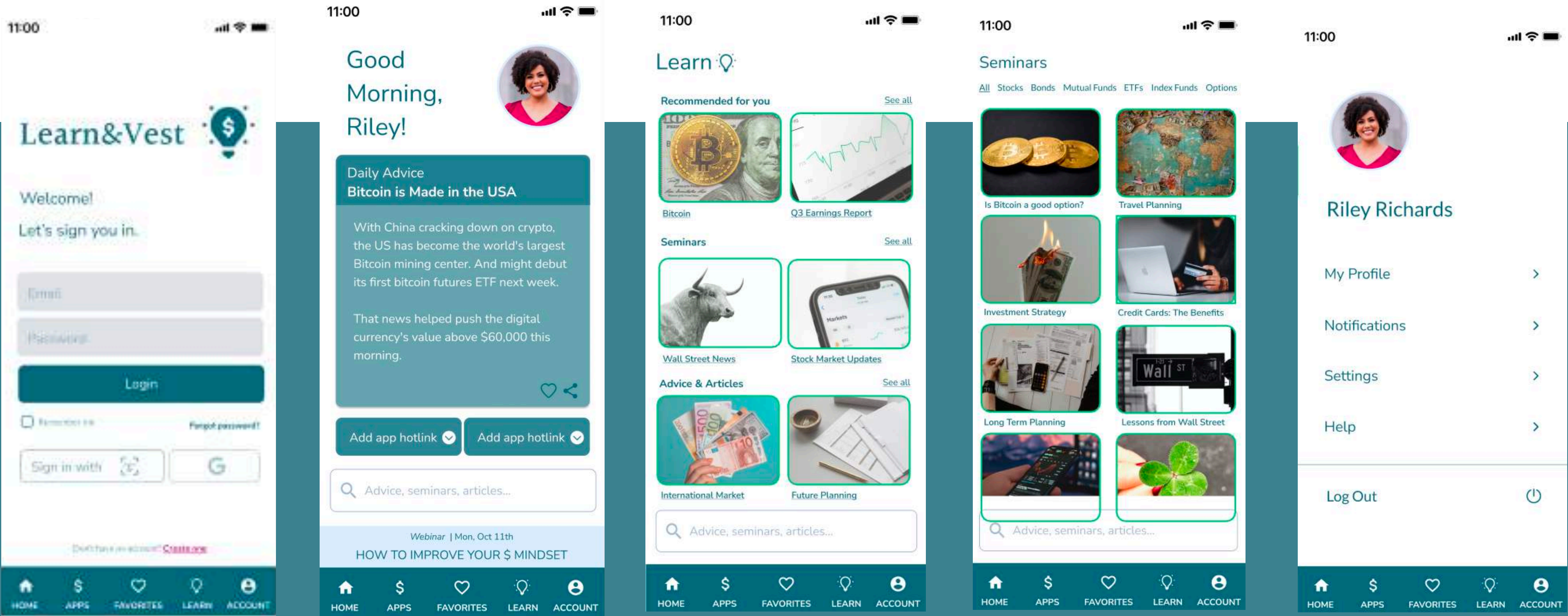
PROCESS

Evolution of the ‘learn’ page from wireframe to prototype.



OUTCOMES & LESSONS

The end result is a simple and functional educational app where the user can receive and share daily advice and explore different topics to learn more about investing to improve their financial future.



In retrospect, to save valuable time during the design process, I would have led additional user testing to measure whether users are interested in particular features at an early point in the ideation phase.

Key Outcomes & Results

- The last round of user testing revealed that the final product is easy for users to understand and navigate

What I Learned

- The importance of evaluating with UX heuristics to ensure an optimal design
- Conventions can provide reassurance to the user and make it that much easier for the user to learn to use the product



NAPA Auto Parts

A redesign to optimize NAPA’s checkout process

NAPA Auto Parts

Project Summary

I led user research and built a prototype to redesign and optimize NAPA Auto Part’s purchase process.

Created for NEIU’s UX certification program.

Timeline & Team

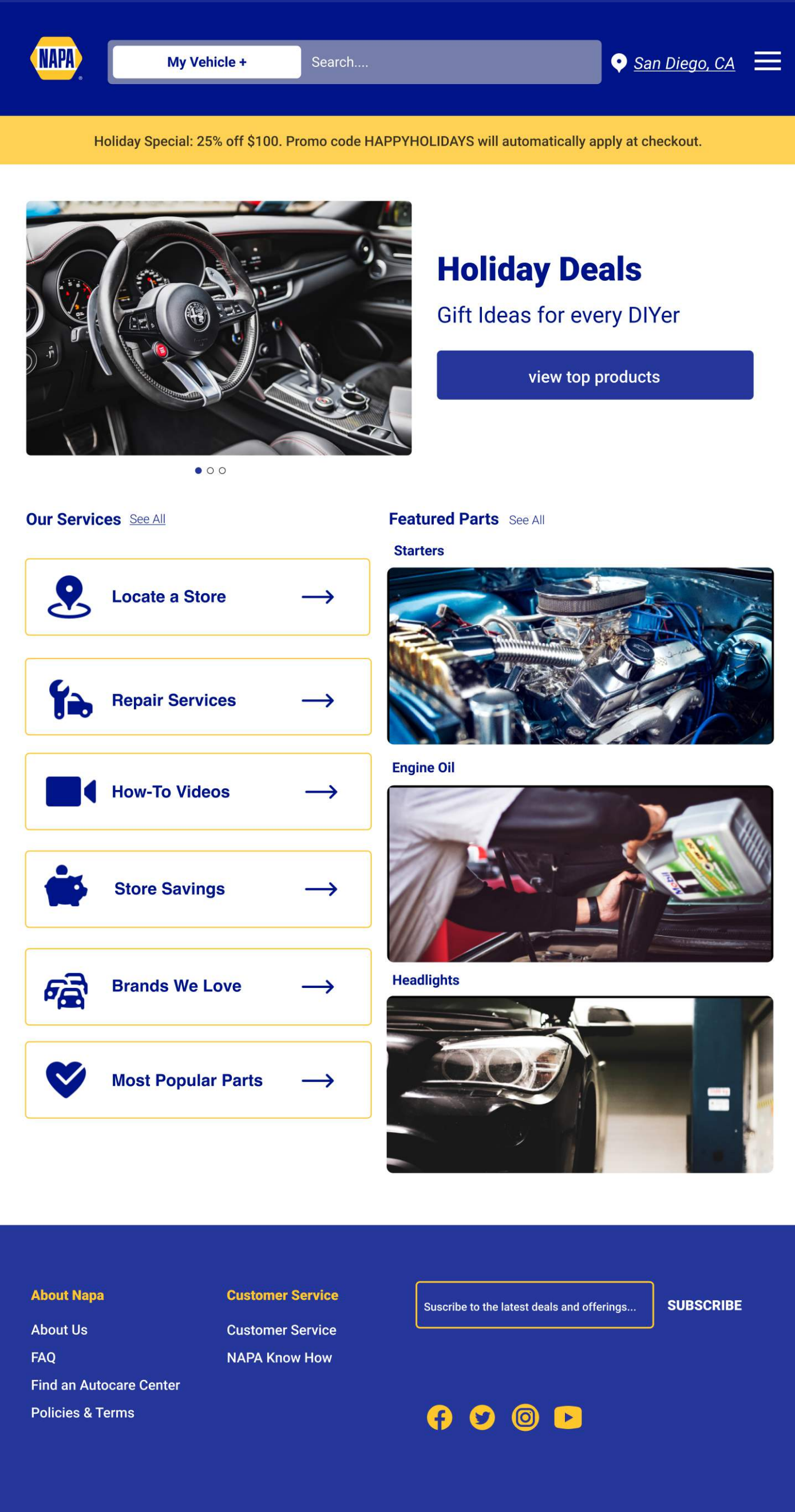
Four weeks from start to finish. I was the sole user researcher and designer.

Responsibilities

- User Research
- Experience Design
- Prototype
- User Testing

Results

A streamlined user flow and simplified information architecture.

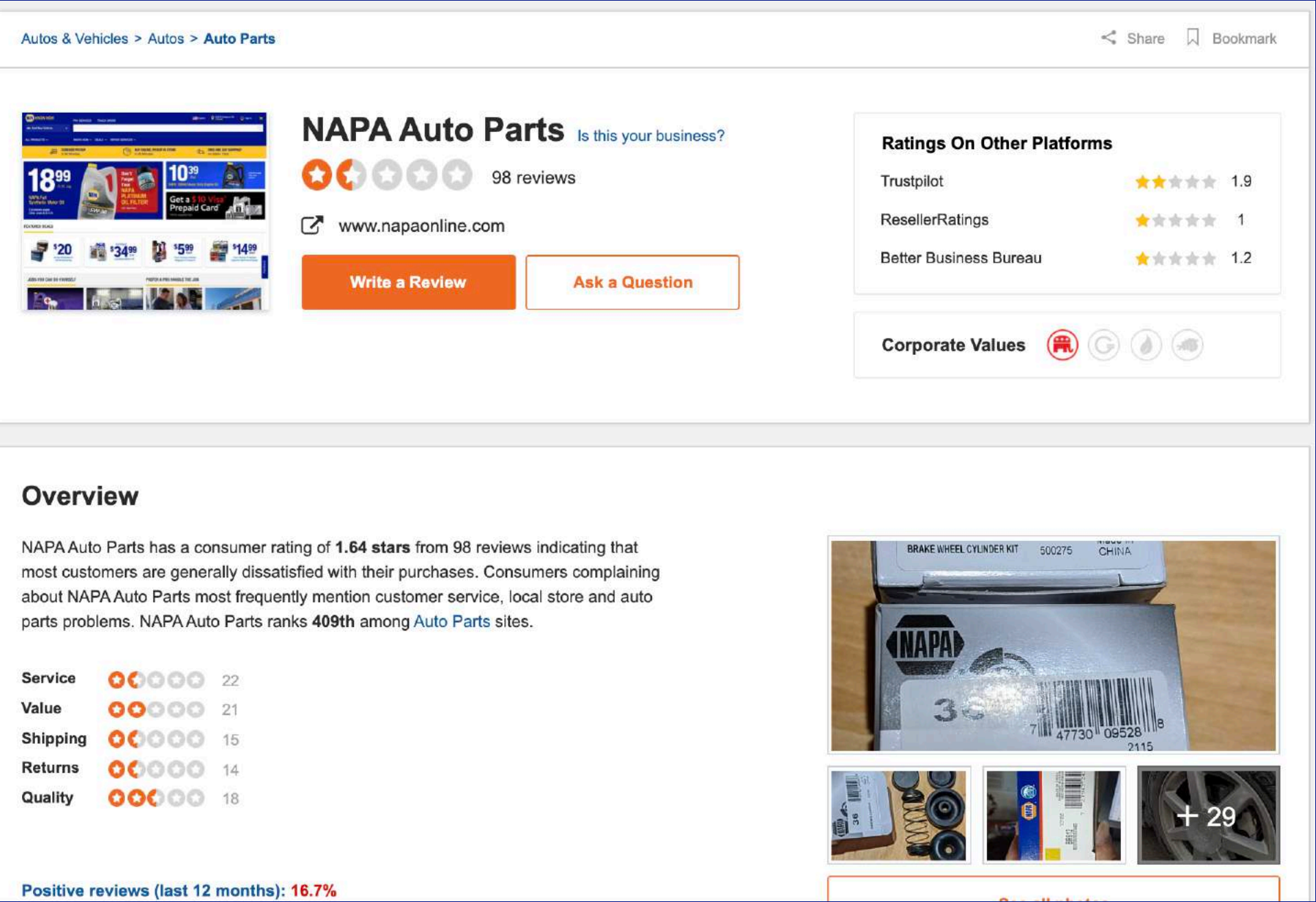


COMPANY OVERVIEW

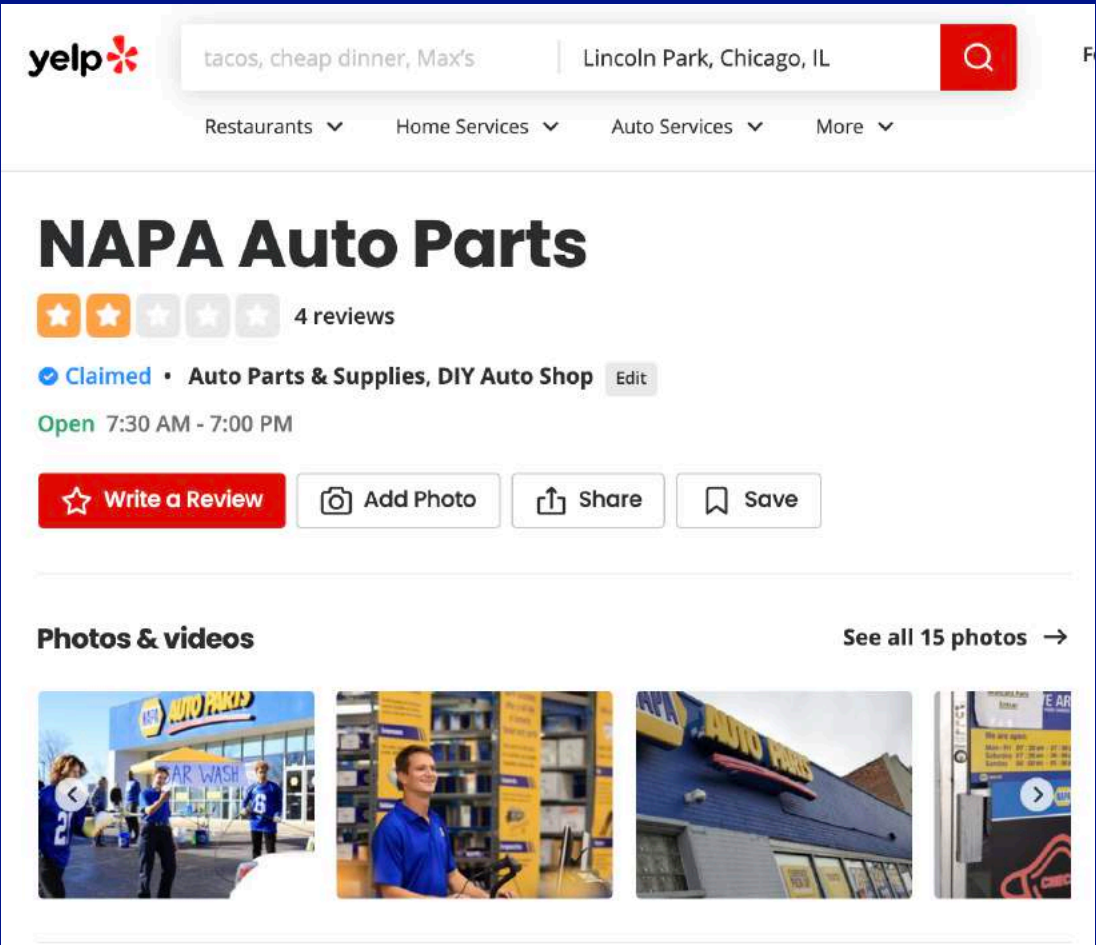
NAPA Auto Parts is a retailers' cooperative distributing automotive replacement parts and accessories in North America. They have both brick-and-mortar locations and an online platform.

- Consumers complain about issues with NAPA’s customer service, stores, quality of their auto parts, and their online platform.
- NAPA ranks 407th among Auto Parts websites. The have low ratings on Yelp, Sitejabber, and the Better Business Bureau.
- Their website is in need of a redesign to address their user’s concerns

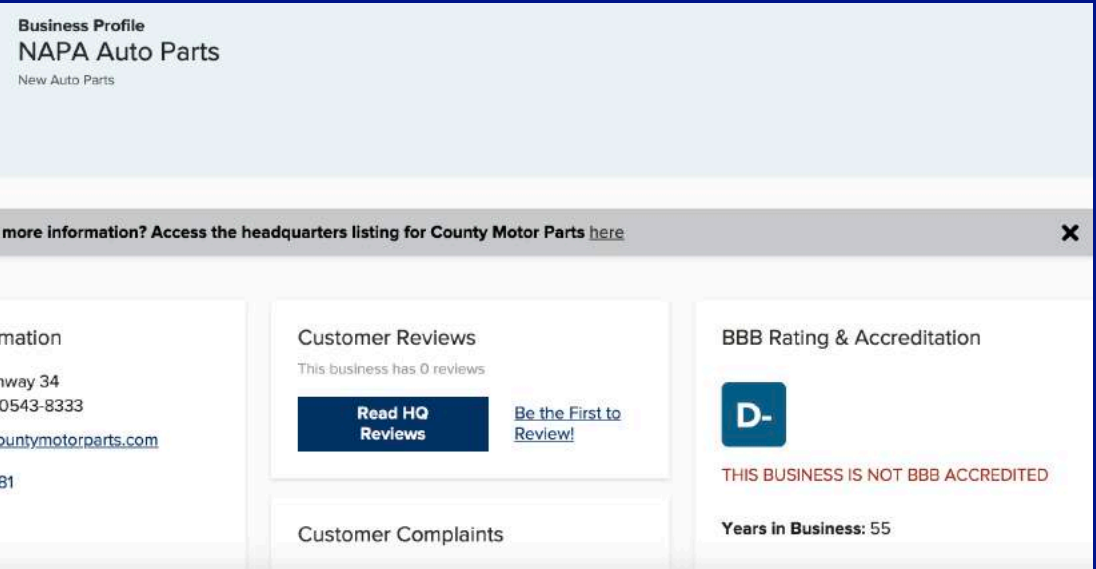
SiteJabber



Yelp



Better Business Bureau



It is anticipated that the **auto parts market will reach \$20 billion in online sales in 2022, with continued growth projected for years to come.** Online sales are set to outpace brick and mortar retailers.

NAPA Auto Parts is losing business by providing a website that is overwhelming and challenging to use.

NAPA could considerably grow its online sales by providing an excellent user experience.

A survey that I found of 3,200 online auto parts shoppers revealed:

89%

More likely to buy
auto parts online
than at a store

31%

Are concerned about the
economy (leading to
more DIY car repair)

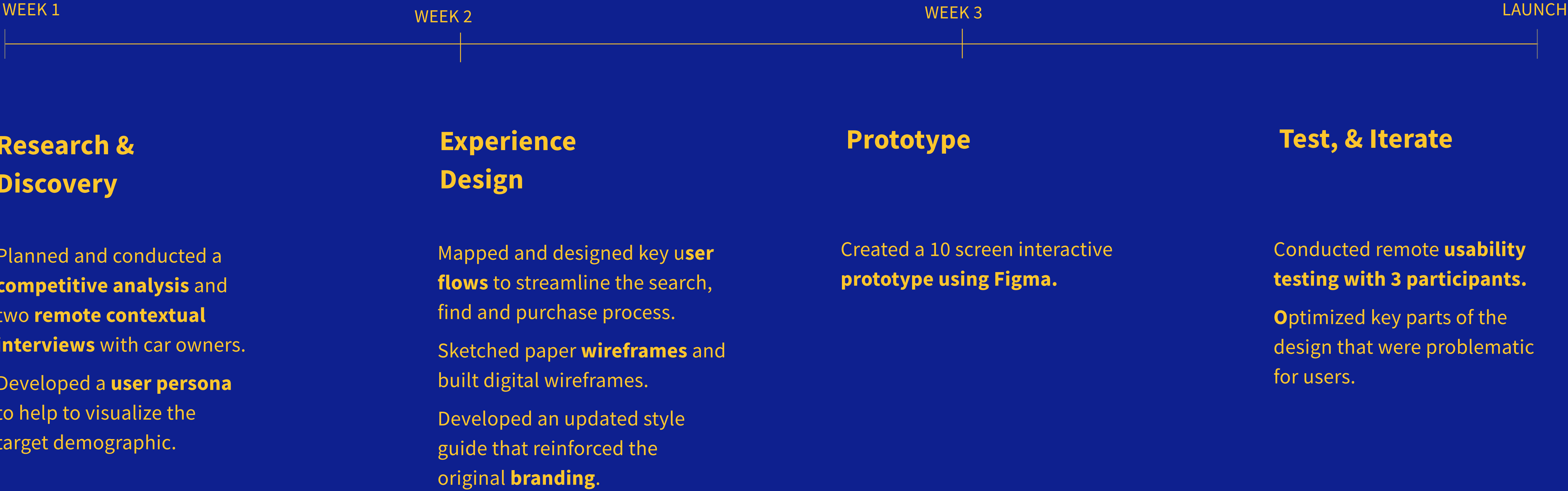
12.1yr

Age of the average
vehicle in operation
(leading to increased
maintenance)

Everything points to healthy, continued growth for the auto parts industry.

There is an **opportunity for NAPA Auto Parts to increase engagement and profits**
by simplifying the layout and directing the user to the main actions:
finding the right part and making a purchase.

I led this 4-week redesign from research to a high fidelity prototype.



RESEARCH

Analysis of NAPA Auto Part's current website and its competitors revealed what users are most attracted to when searching for auto parts online:

users are concerned with how easy or challenging it is to **find a product or service**

if they feel they can trust the **quality of the items they are purchasing**

and they are drawn to **deals, discounts, and educational content**

The Competition



RESEARCH

I conducted two contextual interviews with car owners to better understand **what it is that users are most attracted to when searching for auto parts and services online**

“ I would like for the ‘know how’ to be more visible

“ How do I know this part fits with my car?

“ I like using the filters to narrow down the selection.

“ I was curious which one was ‘best’. I would like to see recommendations and reviews.

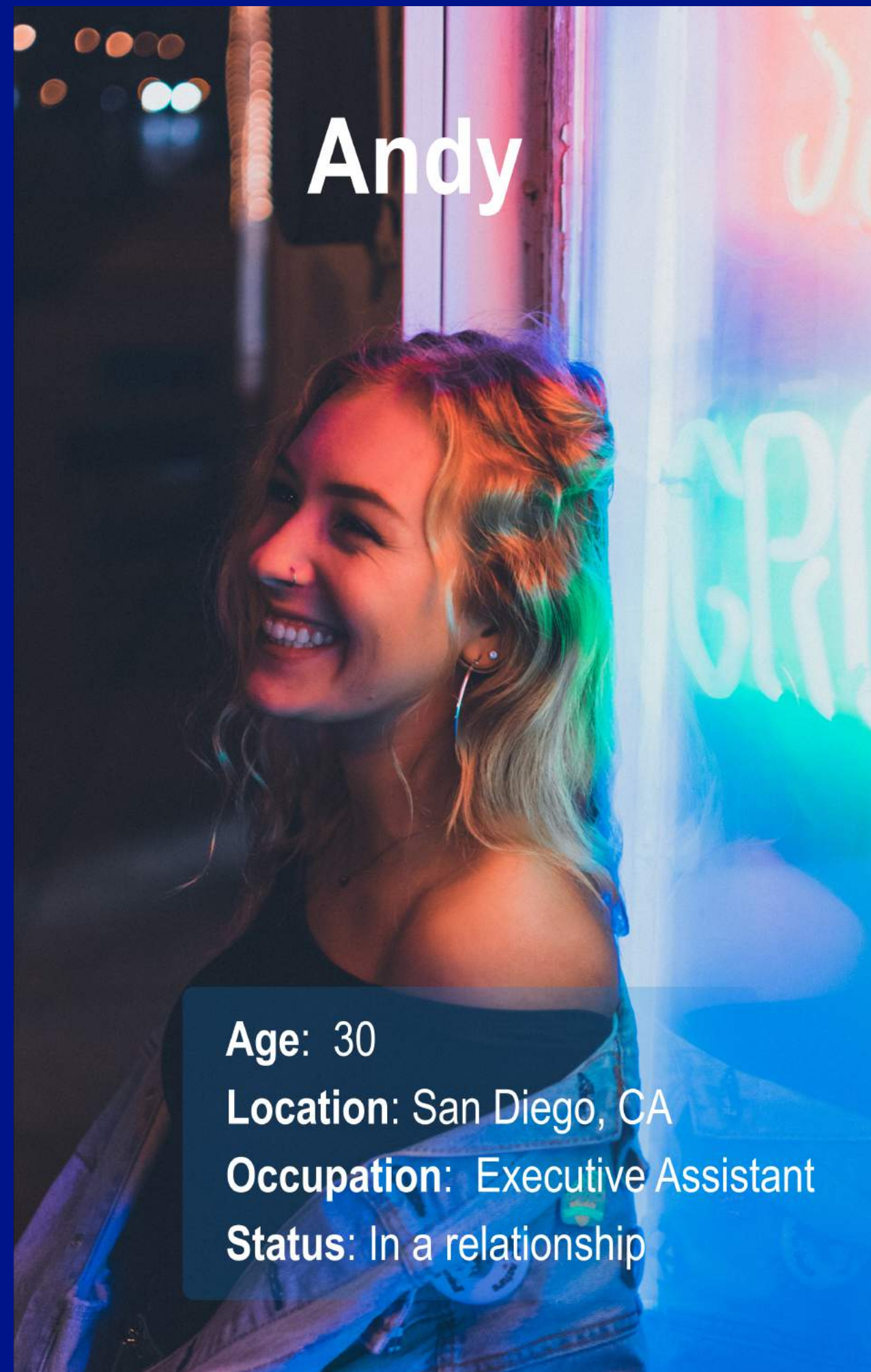
Ultimately, the competitive analysis and the contextual interviews revealed:

- Finding and purchasing parts is a significant point of friction due to the overwhelming layout and styling. It **would be easier to determine the actions with a more streamlined design**
- **Brand loyalty and reliability** are highly valued by all users
- It is important to highlight what differentiates the brand. **Guarantees and commitments to the users can help to build loyalty.** Offering deals, discounts, educational content, and customer service is desirable

“ *I really liked that it seemed like Chewy for auto parts and that you can type in what you are looking for specifically.* ”

User 1

Based on the research, I developed a user persona, Andy, to represent a target user



“I’m looking for an auto parts site that is as easy to search and use as Chewy.”

About

Andy is a 30-year-old Executive Assistant who uses her car regularly to get from point A to B. She has a busy schedule between work and a professional training program she is involved in in her free time. Since her car is 8 years old, it occasionally needs repair services and new parts. She likes to take good care of her car so that it will have a long life. She is aware of basic car maintenance.

Goals

- Find and purchase an auto part
- Schedule a repair
- View how-to content
- Feel confident in her purchase

Motivations

- Attracted to special deals and discounts
- Affirmed by guarantees and commitments
- Loyal to brands that pair with her car

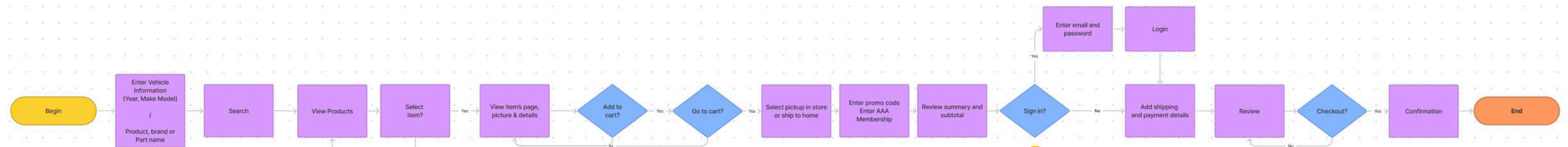
Frustrations

- Cluttered screens make it challenging to search and find auto parts
- Outdated websites give the impression the business is outdated and untrustworthy

Favorite Brands



Next, I mapped out the experience of how the user would move through the website to find and purchase an auto part. I worked to simplify the flow wherever possible.



I removed a step from the original user flow where a pop-up modal appeared and asked users to confirm if they would like to add an item to their cart.

Users can sign into their accounts during checkout to save time

Then, I sketched out options to explore ideas and narrowed in on two options for the layout.

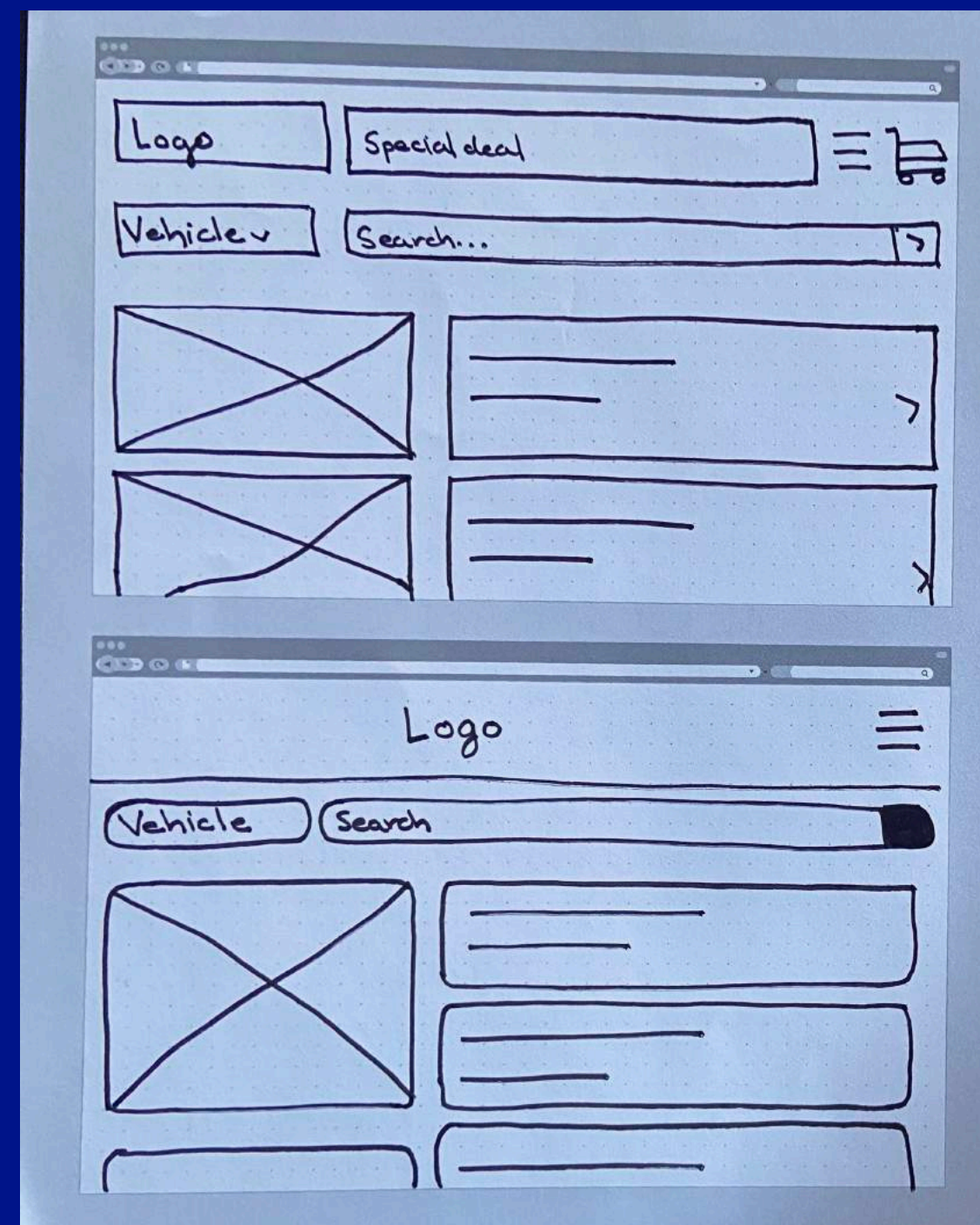
Detailed Sketches

Sketching helped to show that it was essential to reduce the visual noise to focus the user to the call to action.

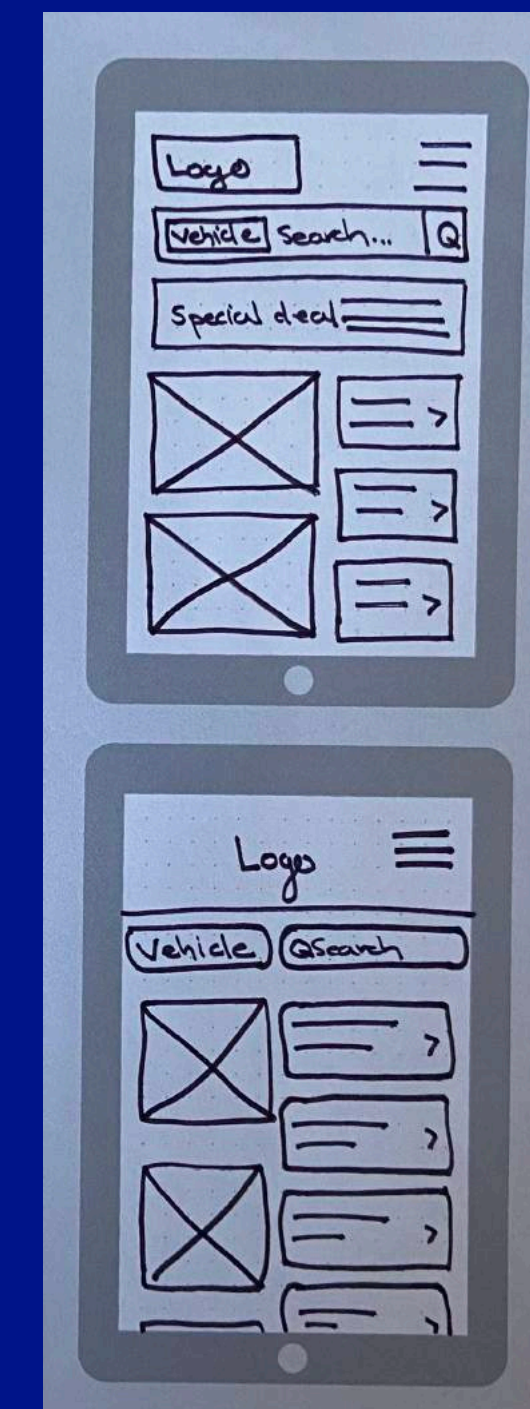
A

B

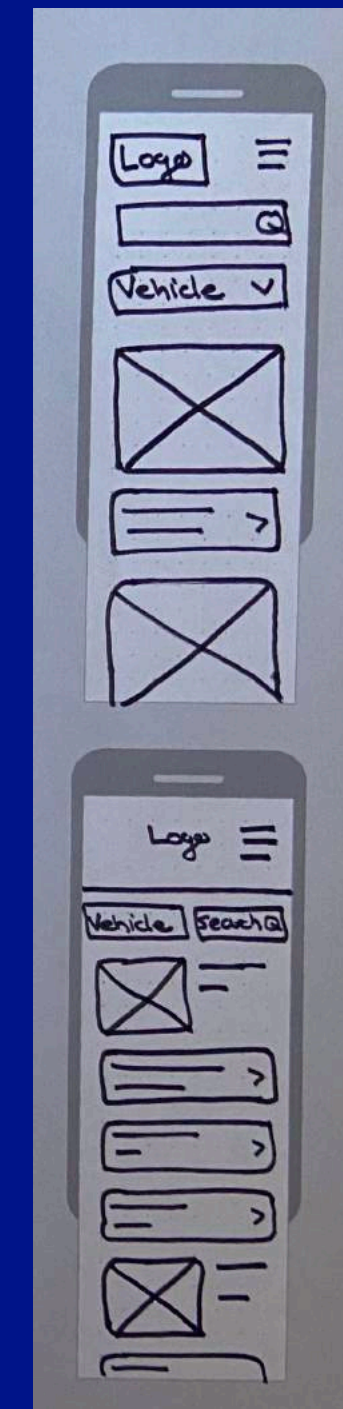
Desktop



Tablet



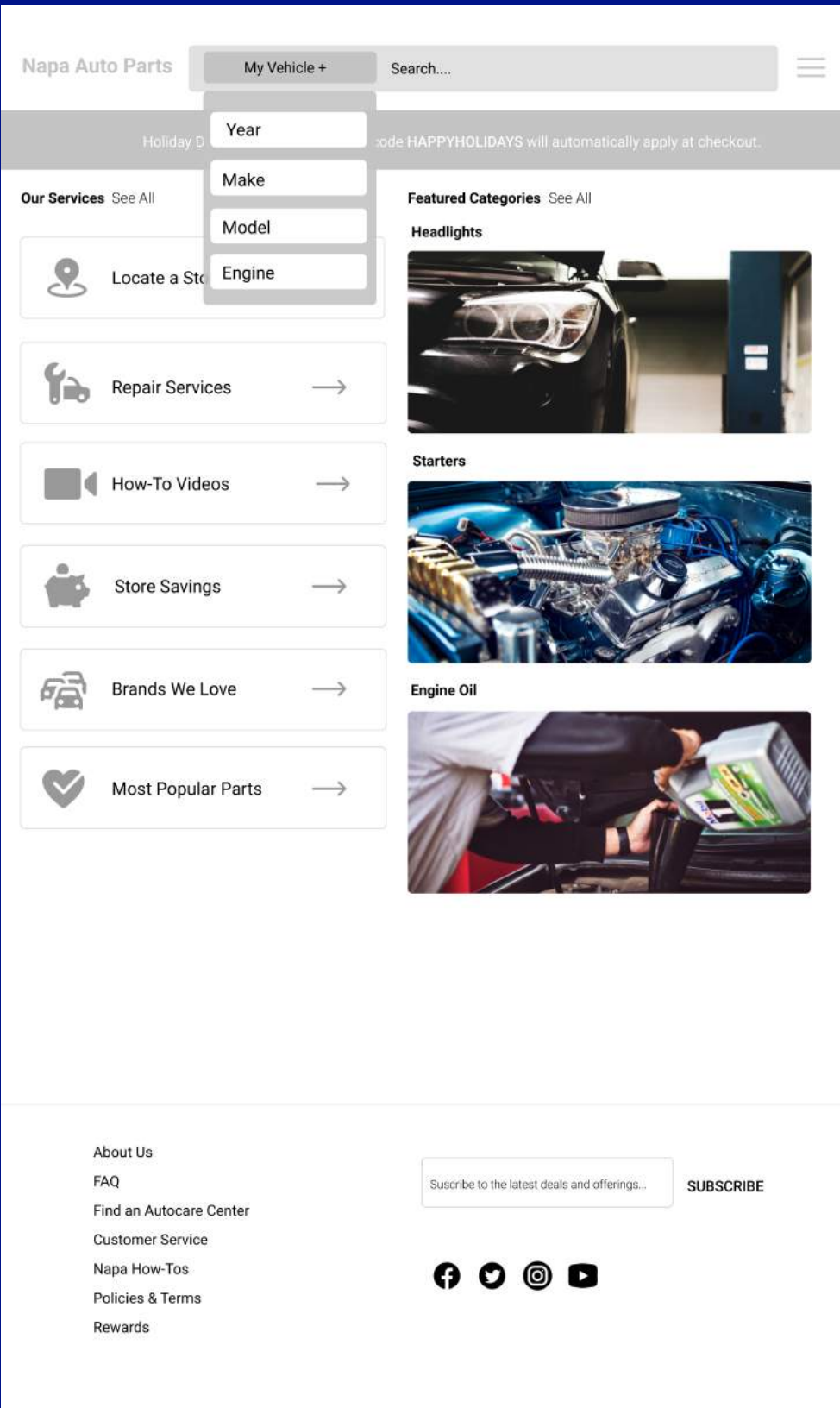
Mobile



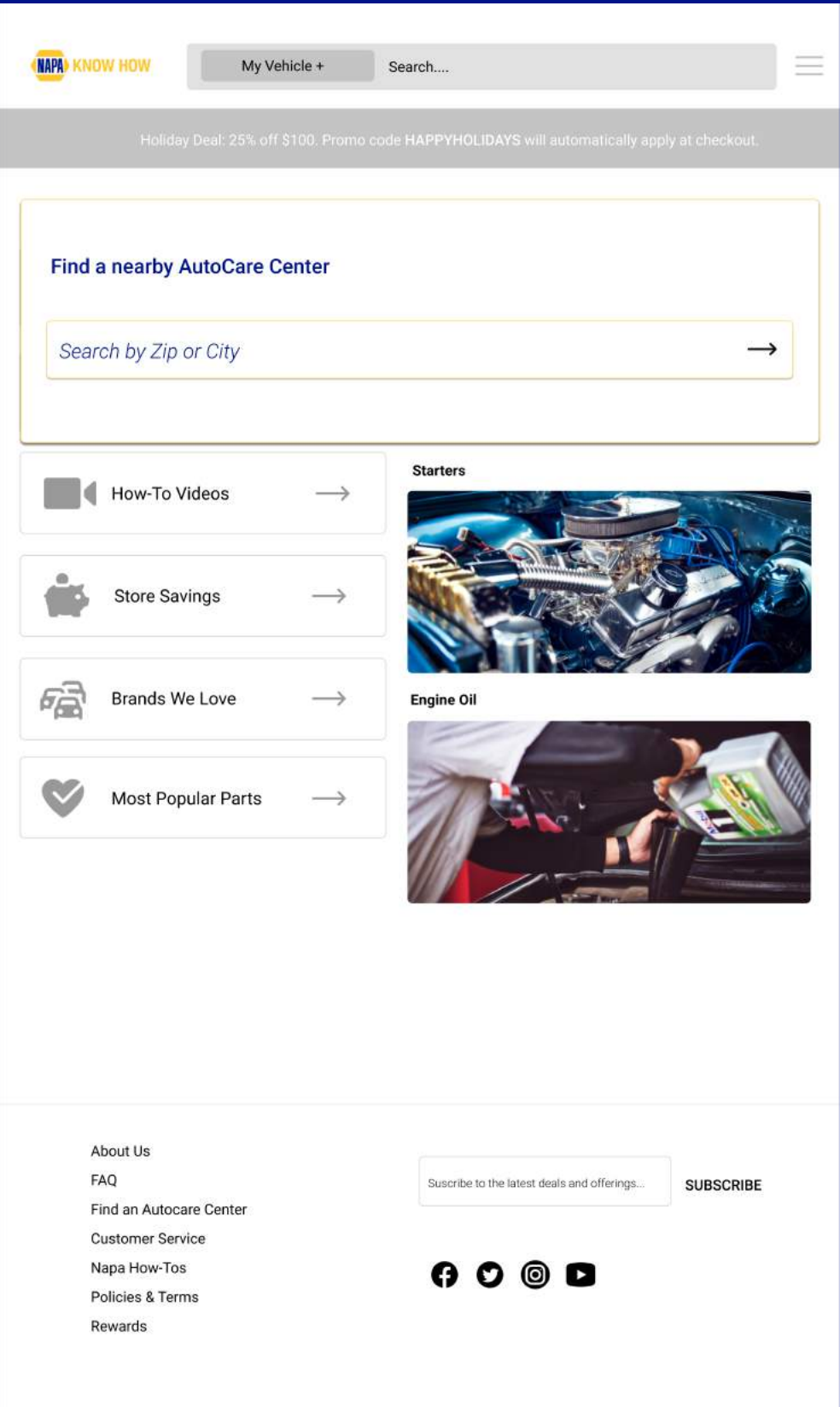
EXPERIENCE DESIGN

Based on the sketches, I created a series of wireframes and worked to simplify the design down to the essentials.

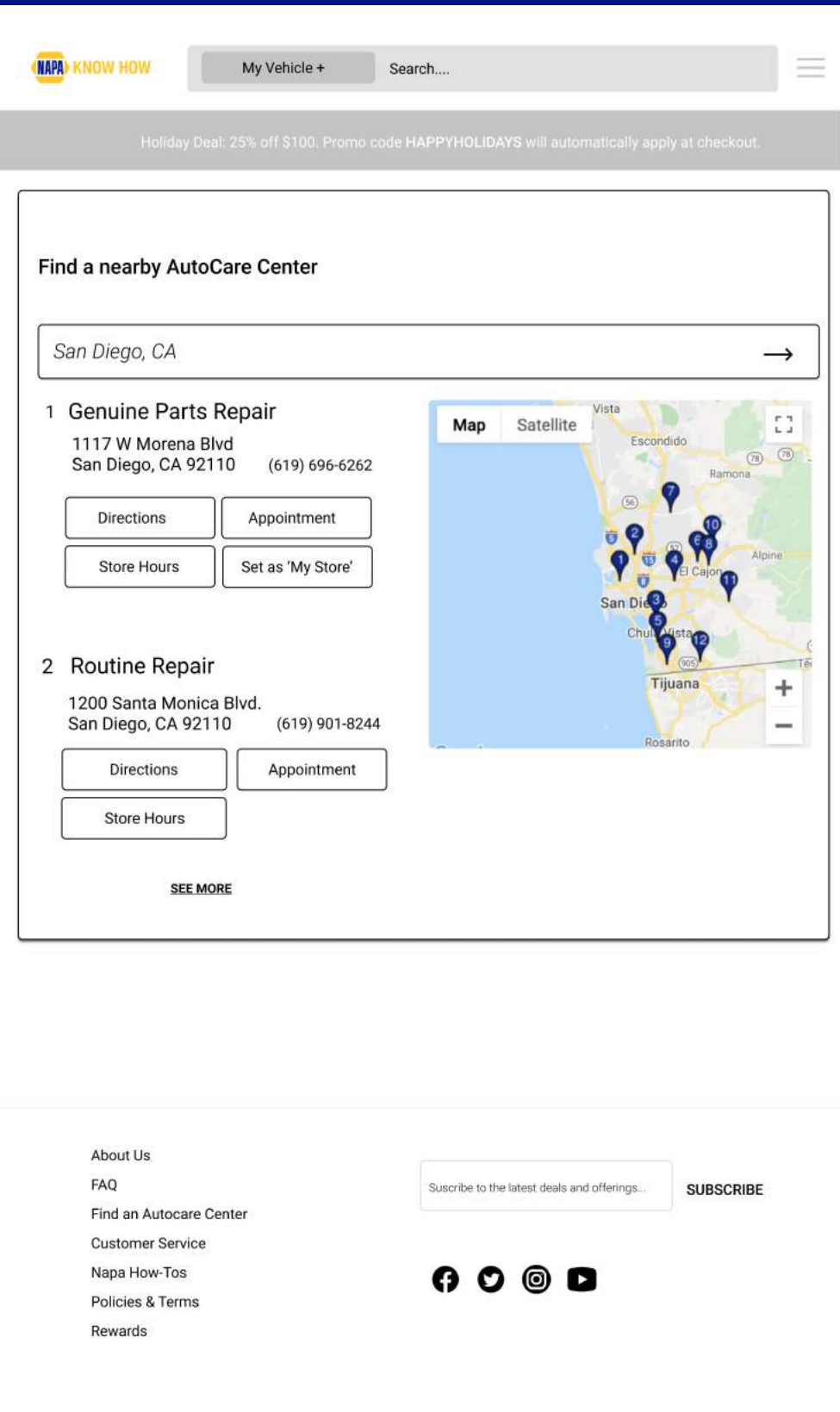
Homepage



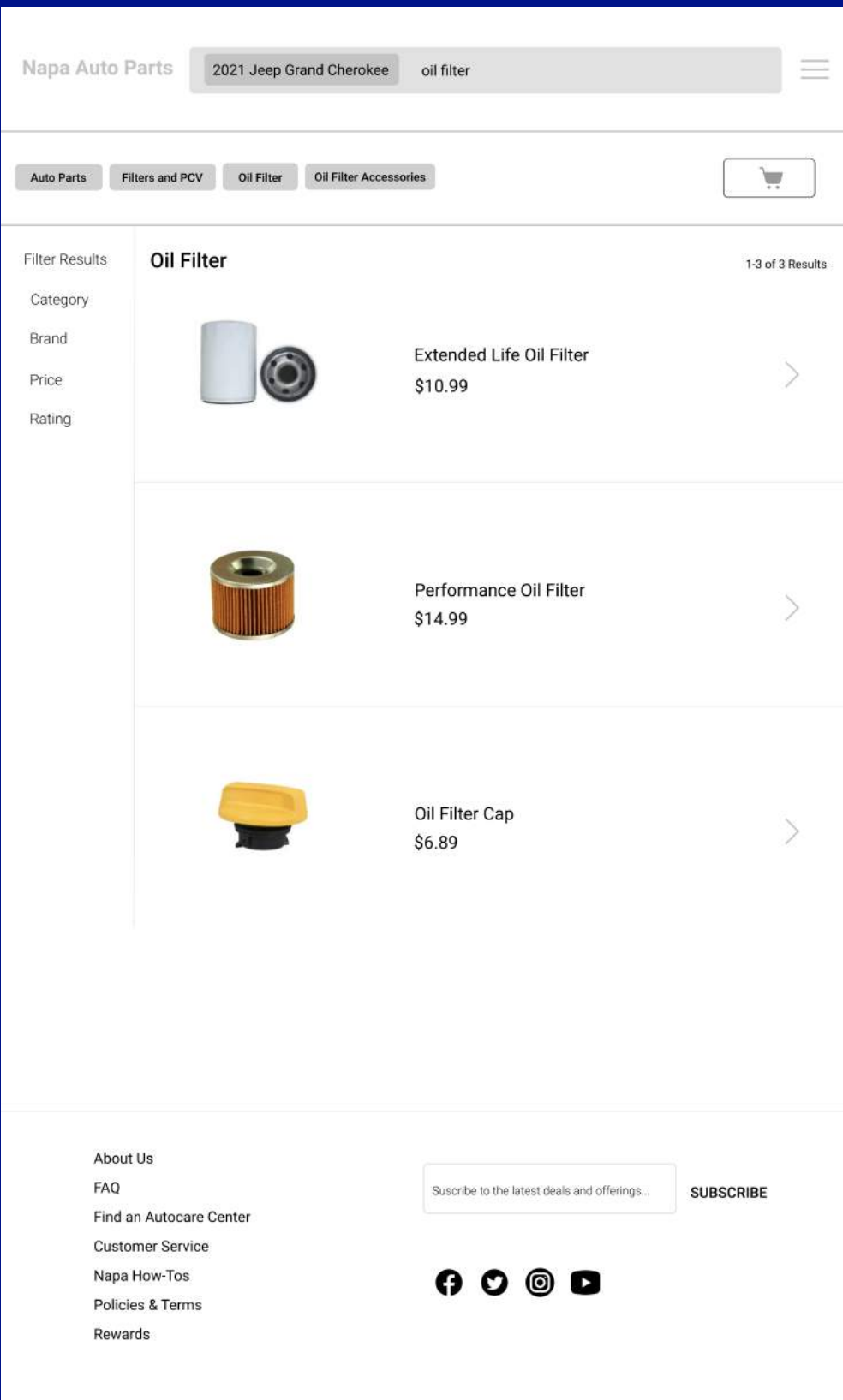
Locate a Store



Nearby Locations



Search: Oil Filter

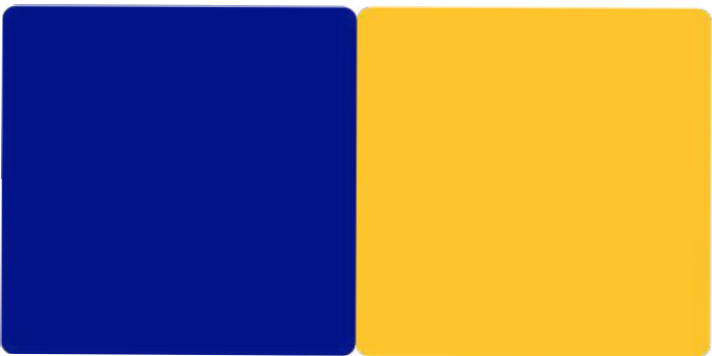


STYLE GUIDE

Since NAPA Auto Parts is a well-established brand, my intention was to keep the styling as close to the original branding as possible so that it remained easy for existing users to recognize.

I kept the original colors, a deep blue, and bright yellow.

I chose Roboto for the font family, which has a similar look to the original font, Alerion.



Aa

Roboto

Light Regular Medium Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

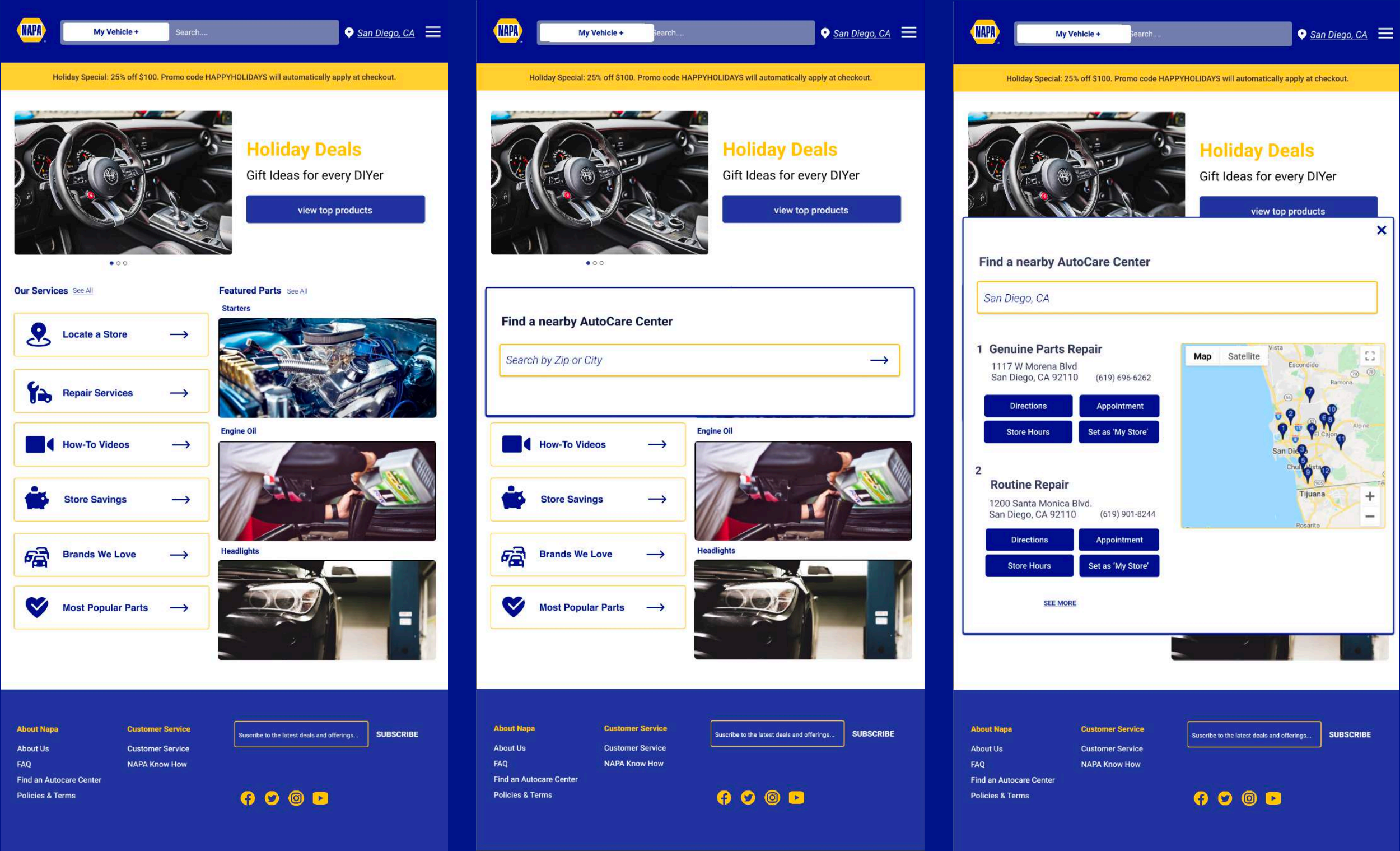
123456789!A#\$%^&*()

PROTOTYPE, TEST, & ITERATE

Then I created a **prototype** in Figma with ten screens.

I built an **interactive dropdown menu** where the user can enter their vehicle information to tailor their search for auto parts.

Users also have the option to learn more about DIY car repair and subscribe to NAPA’s newsletter.



A **usability test** with three users revealed that **the navigation was mostly clear but was in need of refinement.**

Two out of three users felt that the purchase process was straightforward.

All three appreciated there was educational content for DIY repair.

Usability Test Questions

- Enter the following auto details (2020, jeep, grand cherokee)
- Set your location to San Diego, CA to find a nearby shop. Which location appears first?
- Search for a part: an oil filter. Move through as if you are going to complete the purchase for the oil filter.
- Find a page that will show you how to change your oil.
- What do you like?
- What do you dislike?
- What would you change?

PROTOTYPE, TEST, & ITERATE

The users were struggling to find certain links in the footer.

One user suggested adding the “locate a store” feature to the navbar so that it would be more visible.

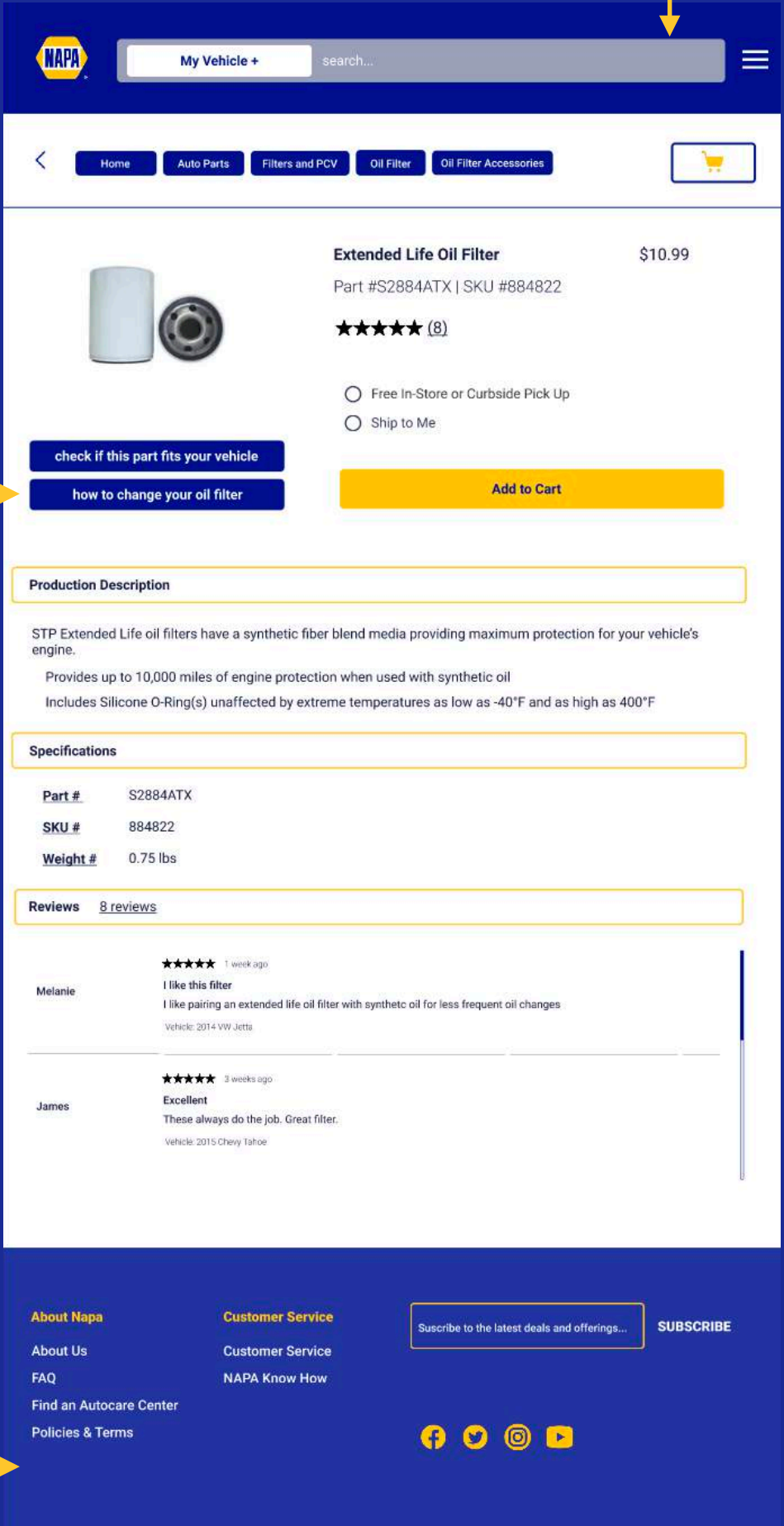
Another user was having difficulty finding details on how to change their oil filter.

Item Detail Page

Suggested spot for
‘Locate a store’ feature

Select
‘How to
Change
your Oil
Filter’

Reorganized
The footer



BEFORE & AFTER

I took the' feedback onboard and reworked the prototype to improve the navigation, layout, readability, and user interactions.

Improved Layout

BEFORE



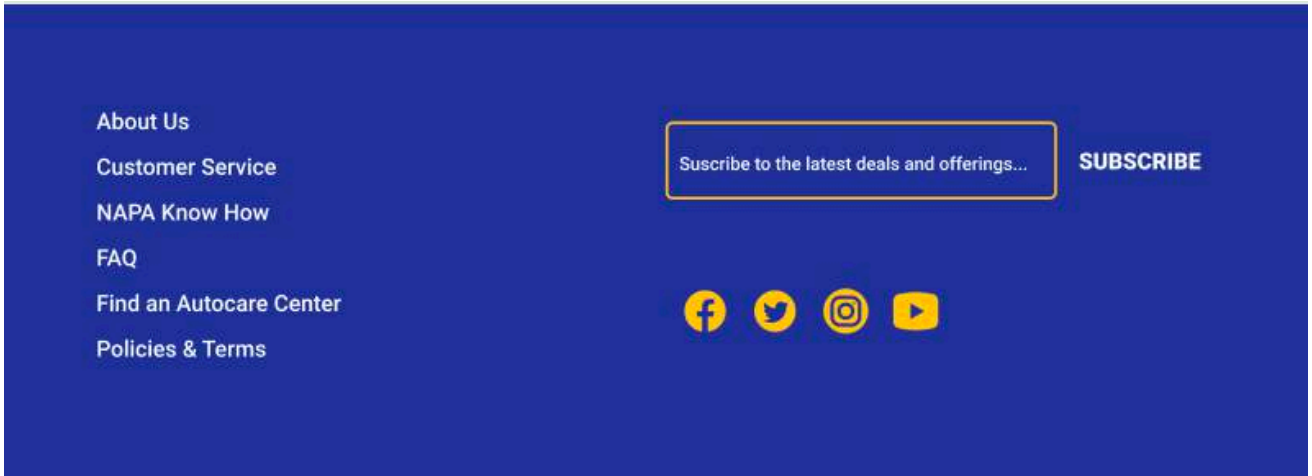
AFTER



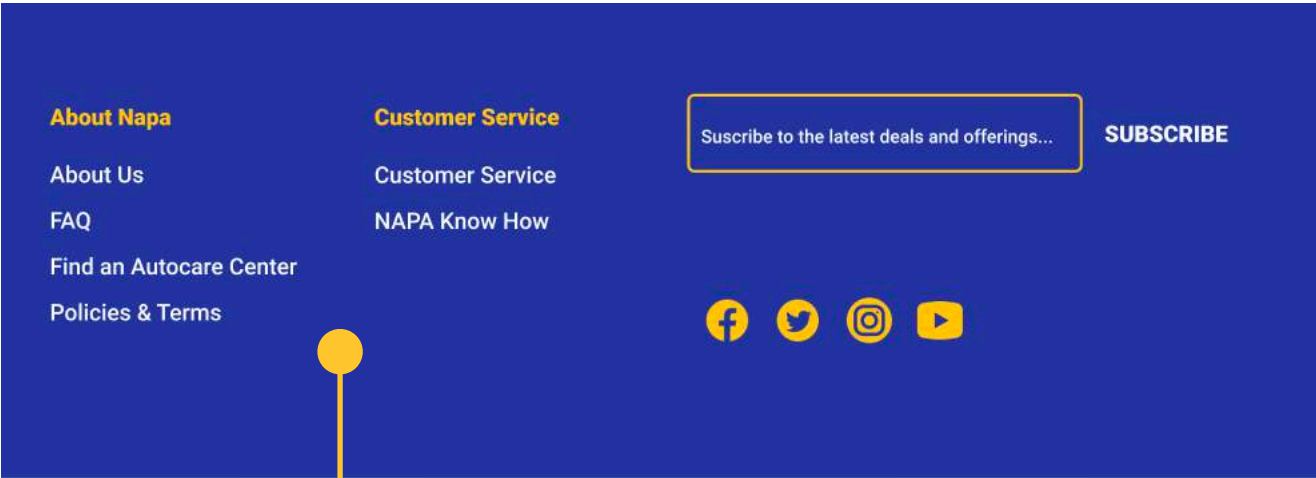
Added 'Locate a store'
to the navber

Improved Organization

BEFORE



AFTER

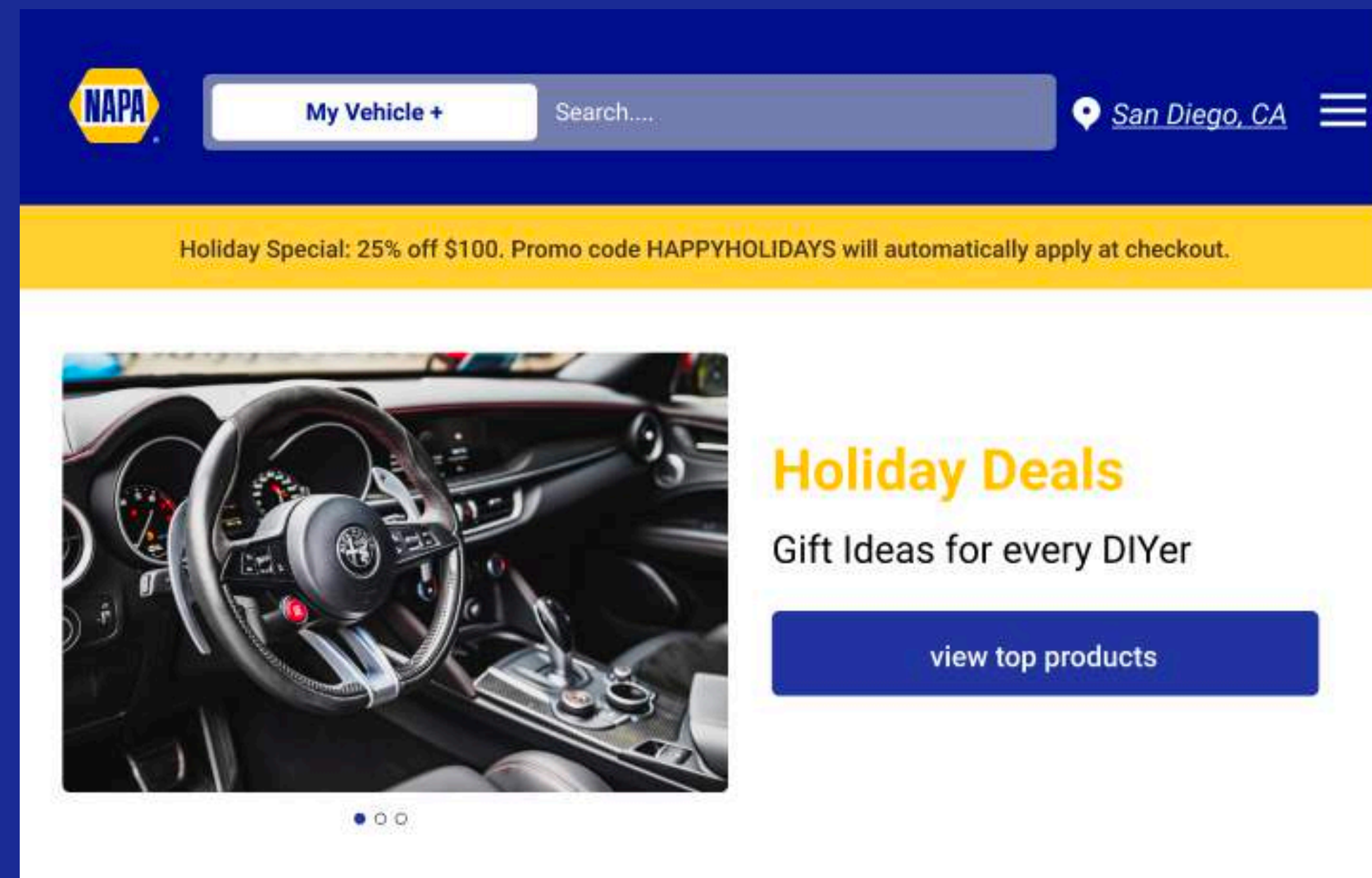


Re-organized the footer
links

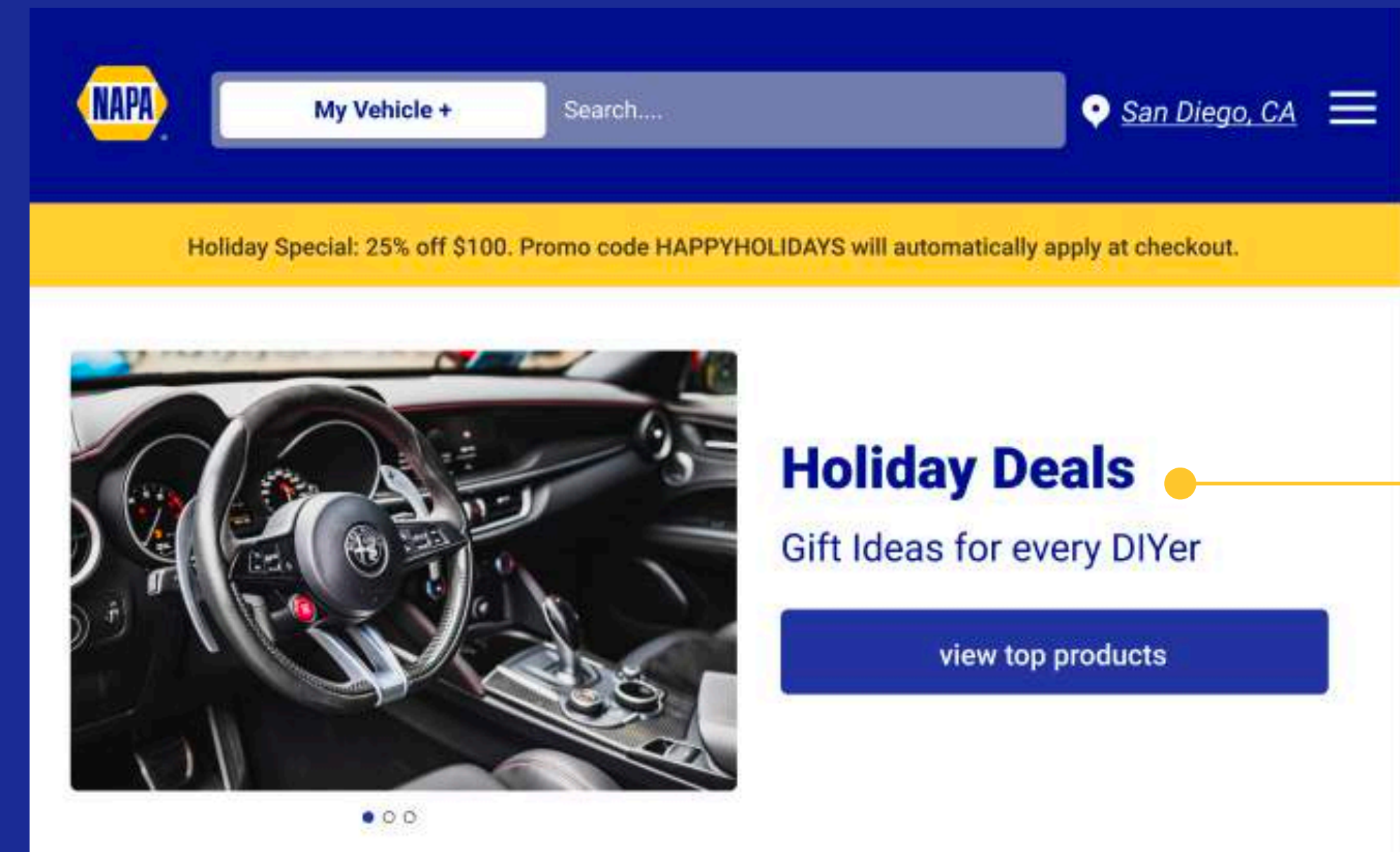
BEFORE & AFTER

I adjusted the color of the headline on the homepage to improve the readability.

BEFORE



AFTER

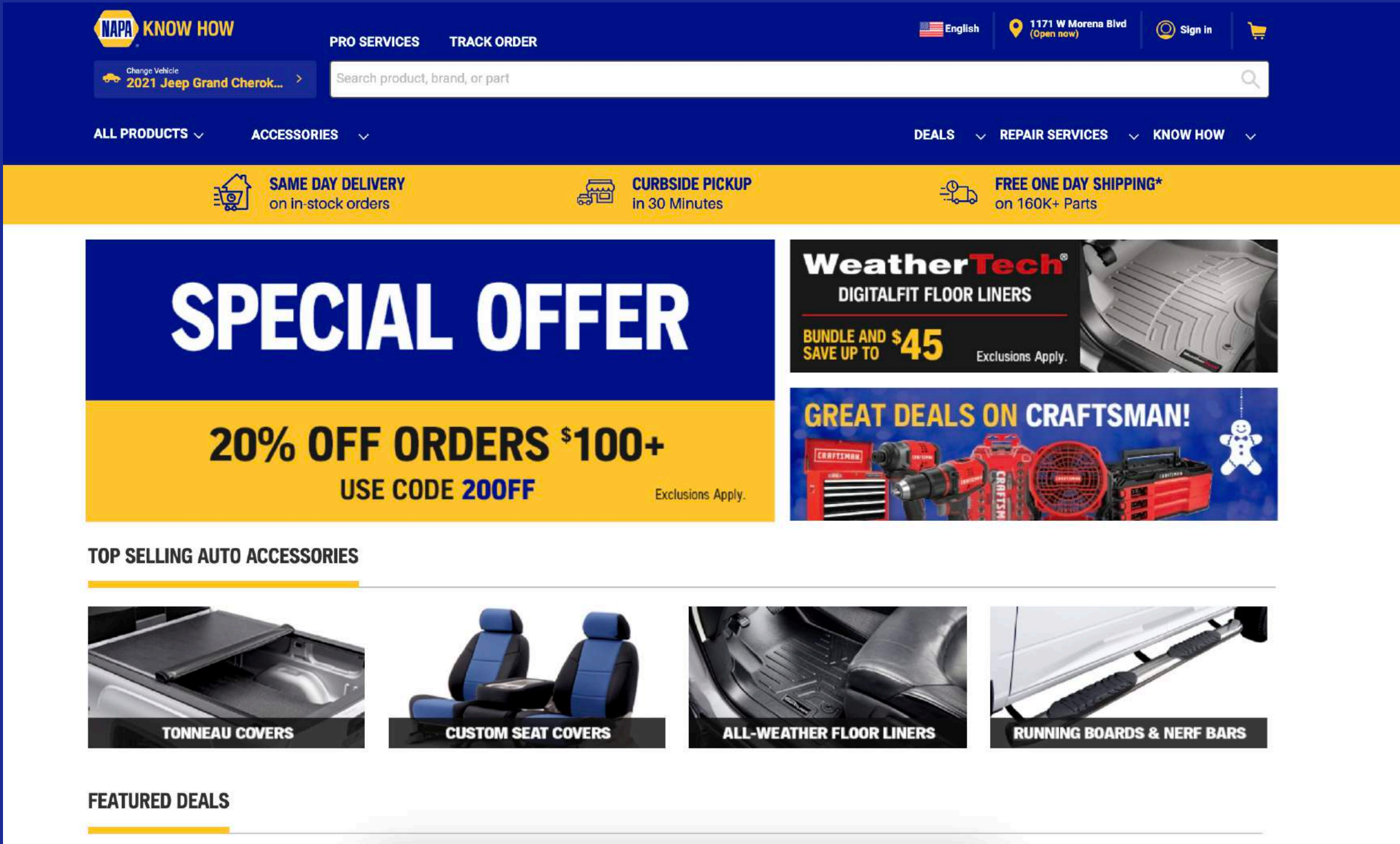


Changed yellow to blue to improve the color contrast

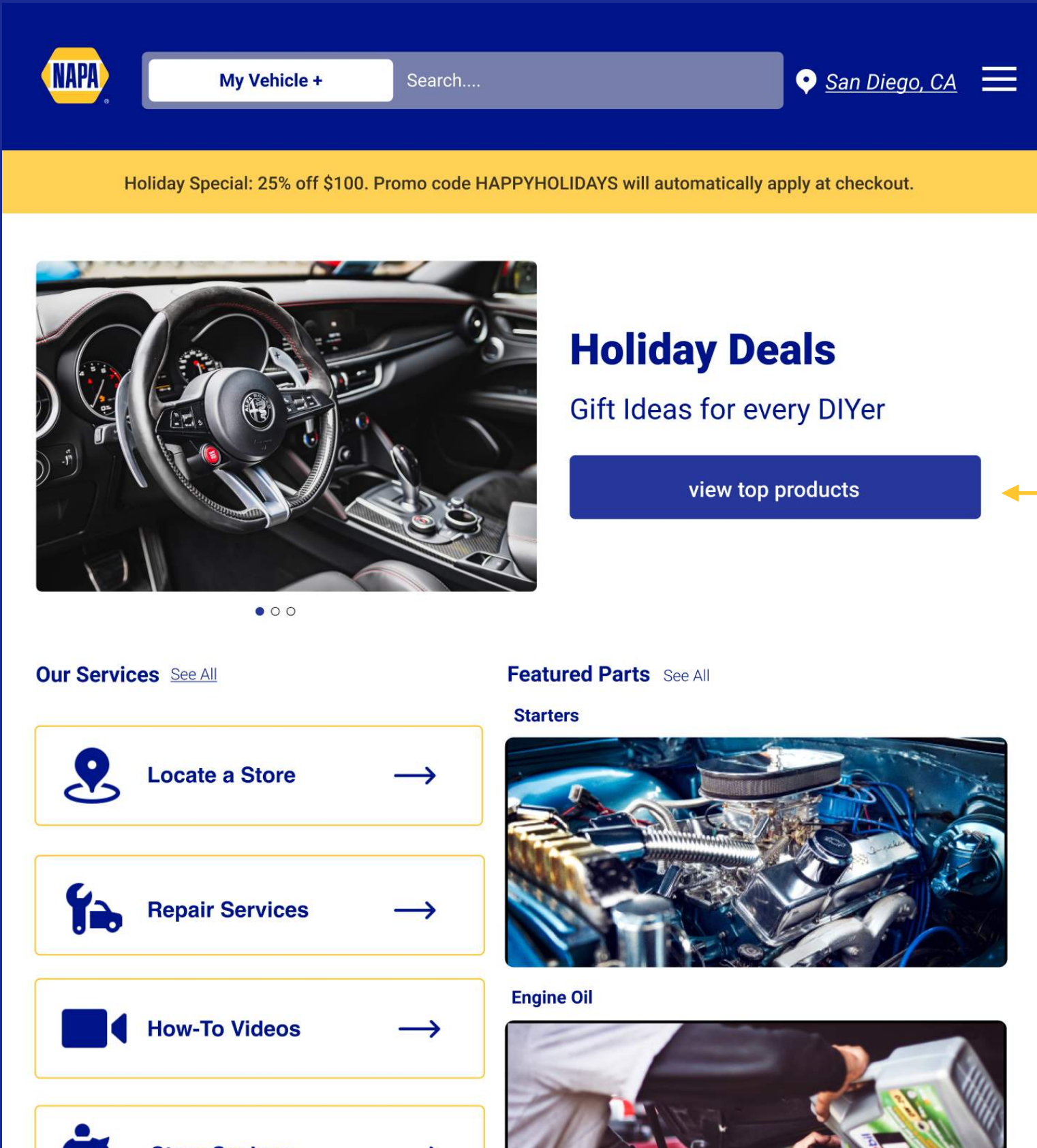
BEFORE & AFTER

A view of original and the revised homepage.

ORIGINAL



REDESIGN



Less
imagery
and text

BEFORE & AFTER

A view of the original navigation bar and the revised version.

ORIGINAL



REDESIGN

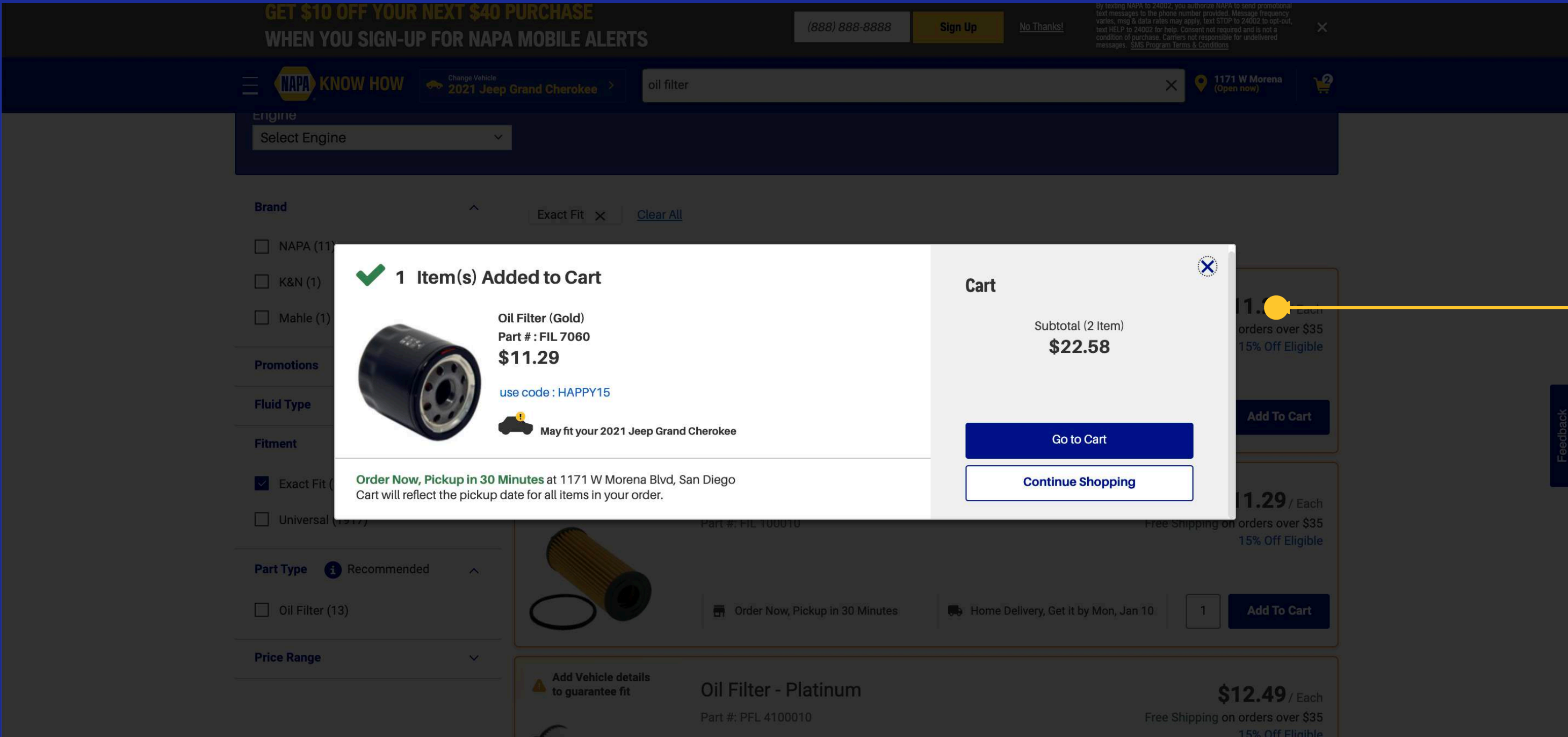


A less crowded header

BEFORE & AFTER

Originally there was a confirmation modal after selecting an item. I removed this from the user flow.

ORIGINAL

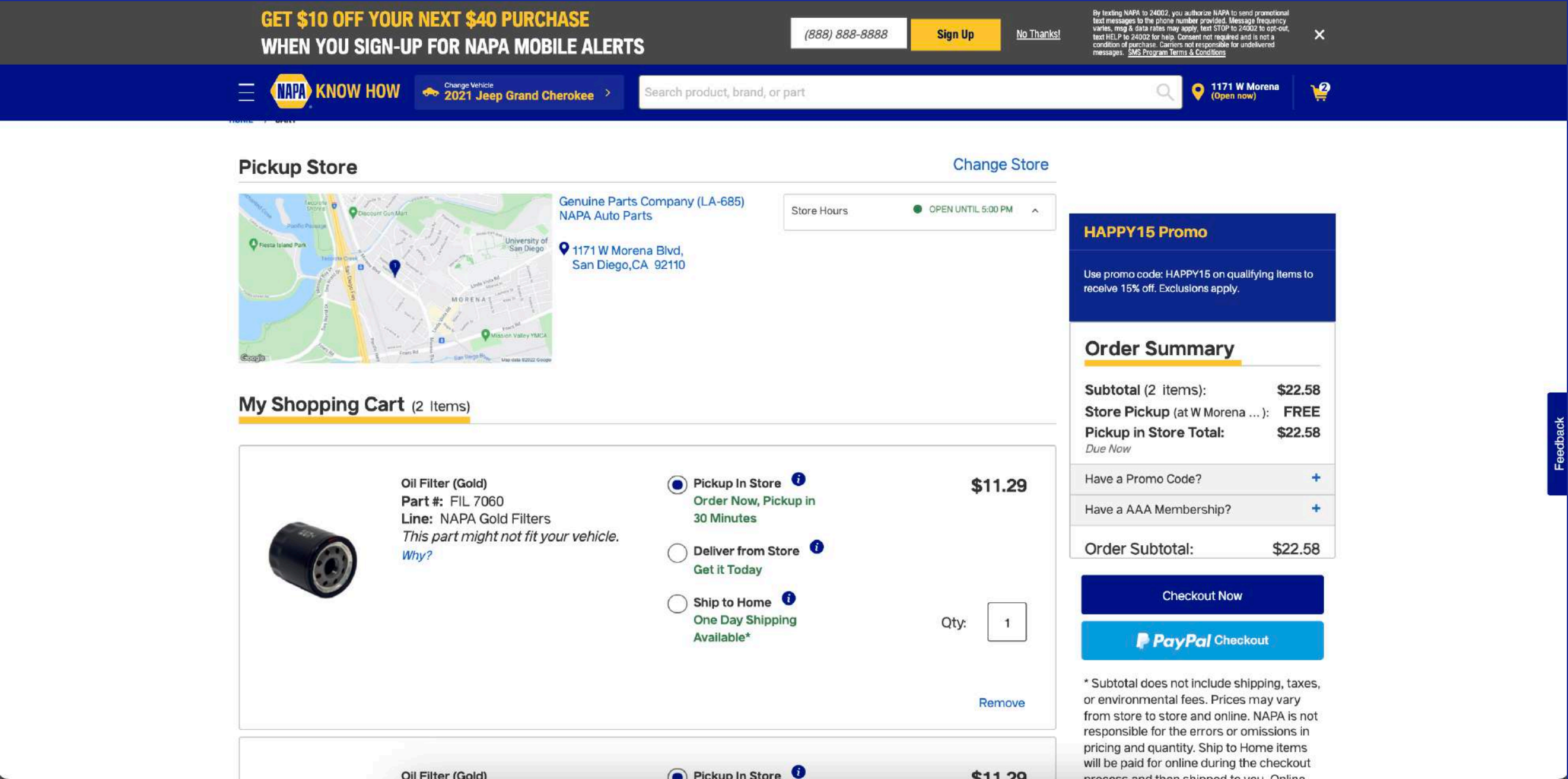


The modal no longer exists in the redesign

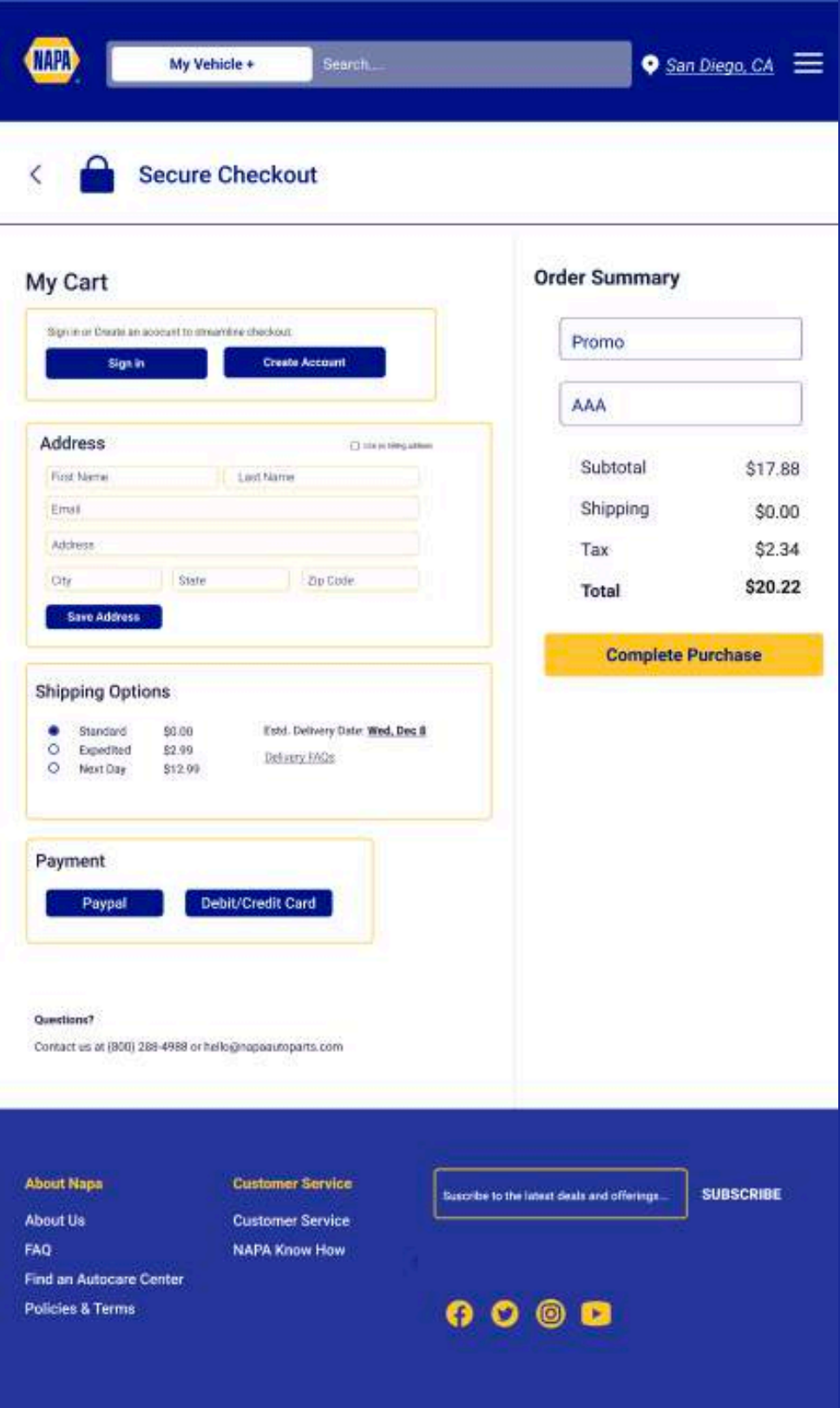
BEFORE & AFTER

Here’s the original check out details page and the revised version.

ORIGINAL



REDESIGN



Emphasis on the calls to action

I delivered a prototype that improves upon the current website by simplifying the layout and information architecture.

Going forward I would see what could be done to further optimize the design.

Key Outcomes & Results

- **Reduced the visual noise**
- **Focused the user on the calls to action**
- **The new design helps reinforce that it is simple and straightforward to make a purchase and that NAPA Auto Parts has resources to offer if the user needs any help**

What I Learned

- **The importance of maintaining consistent branding when redesigning for a well-known brand**
- **How to use components to create interactivity**

atlas 

Research, visual & experience design for a new cloud storage platform

Atlas

Project Summary

I created a competitive analysis, user survey, stories, flows, personas, wireframes, and a prototype. I led a usability study to test and refine the design.

Created for Thinkful's UX Certification.

Timeline & Team

5 weeks from start to finish.

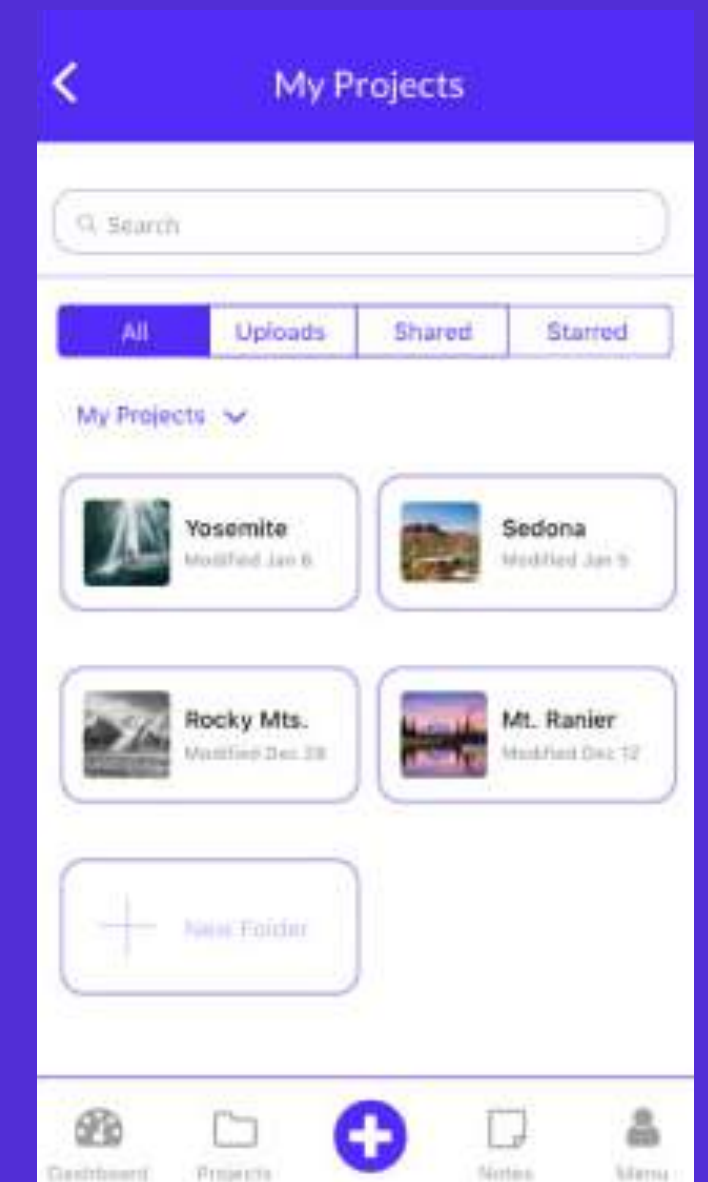
I was the sole UX Researcher and Designer for the project.

Responsibilities

- User Research
- Experience Design
- Visual Design
- Prototype, Iterate, Test

Results

A new cloud storage platform.

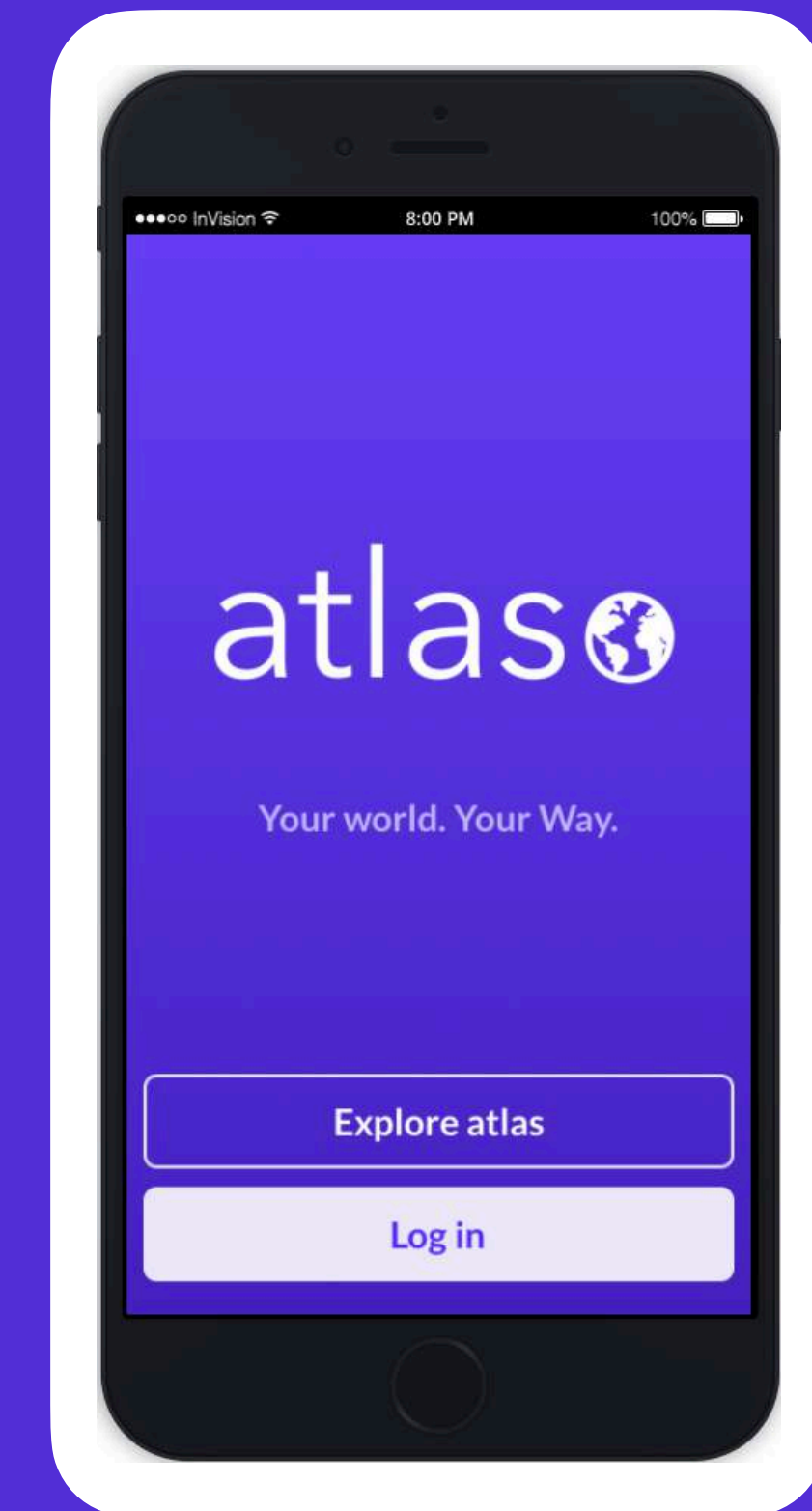


COMPANY OVERVIEW

Atlas is a cloud storage platform that allows one to collaborate with peers, colleagues, and mentors.

It serves as a hub to create, store content, and as a launching point to share content widely.

Atlas aims to improve productivity by allowing a user to seamlessly move between multiple profiles and by incorporating features for a global audience.



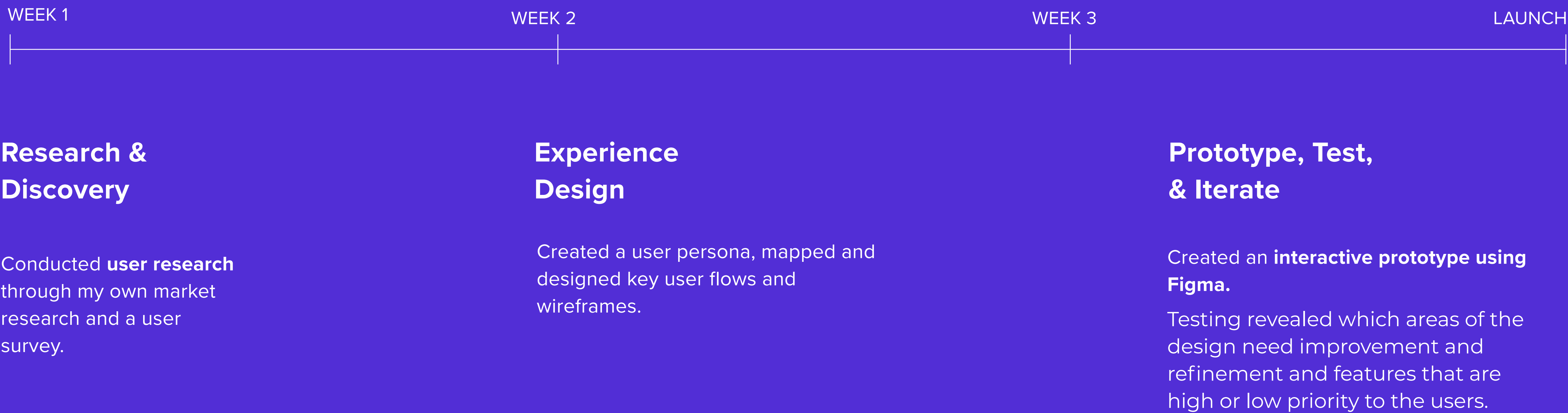
PROJECT SUMMARY

The client was looking to provide a platform that would be a competitor to some of the well-known cloud storage giants.

The client needed to **determine a target audience, develop a vision** for the design, and **create a brand identity**.

PROCESS

I led a 5-week project I led from research through to a high-fidelity prototype.



RESEARCH

I looked at the top cloud storage giants and compared and contrasted their design aesthetic and offerings.

The key takeaways were that a new app may have a chance in competing with storage giants, like Google, Dropbox, and Box, if they were to:

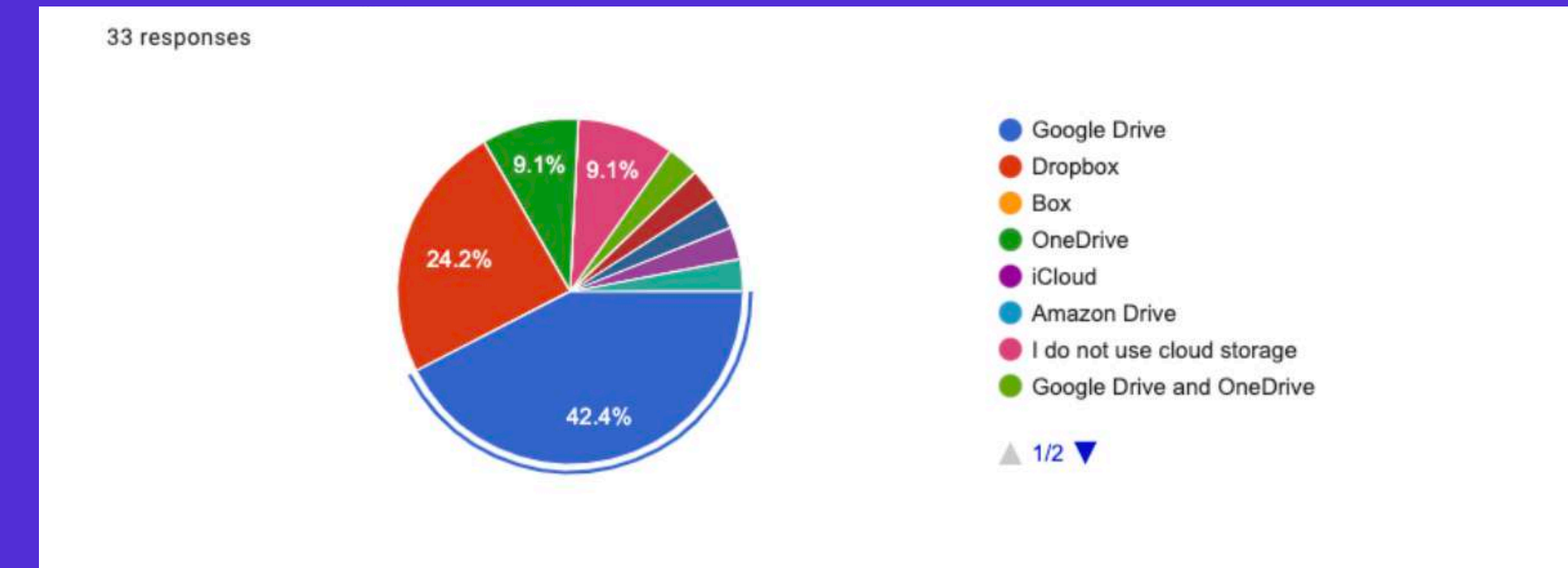
- *Create a niche*
- *Provide new and desirable options or features*
- *Work seamlessly on mobile devices*

RESEARCH

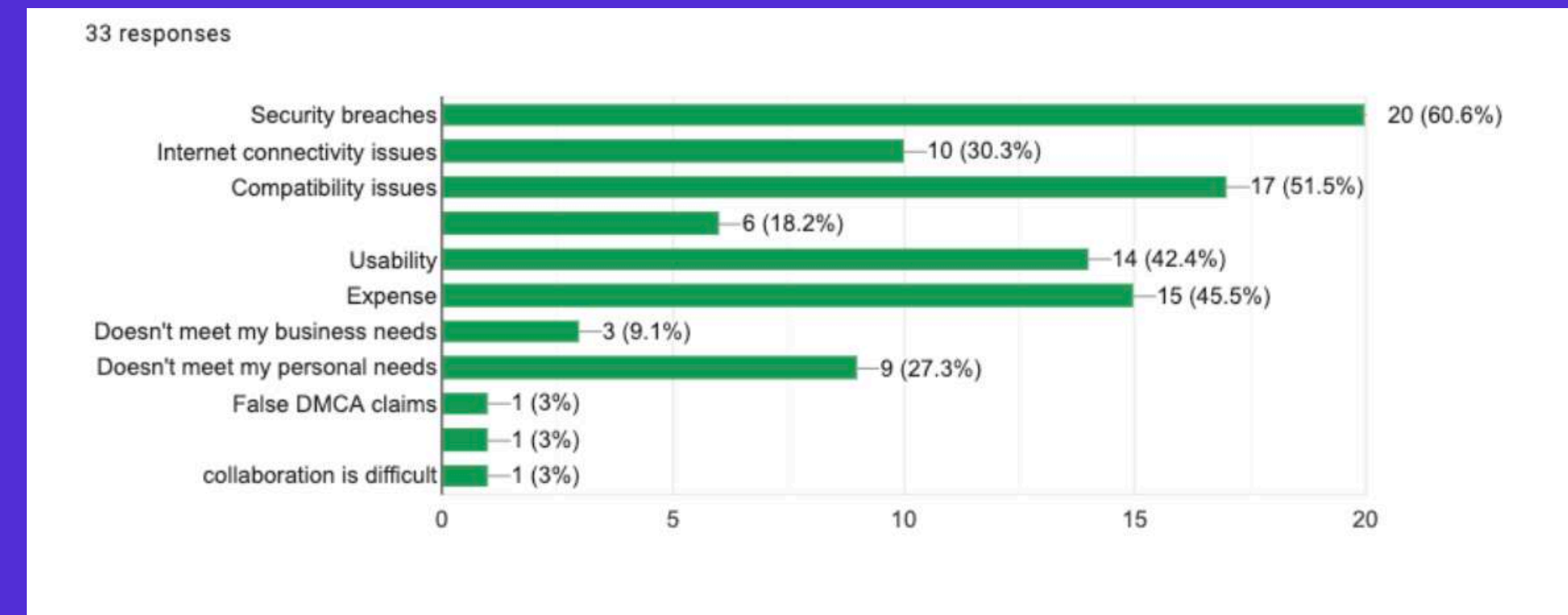
Next, I reached out to users to survey them about their likes and dislikes with their favorite cloud storage platform. I surveyed 12 participants.

The users shared that **convenience** (65%), **storage space** (53%), **accessibility** (50%), a **user-friendly interface** (43%), and **price** (37%) were the leading reasons why they were to choose one platform over another.

Which cloud storage platform do you use?



What are your 3 main concerns?



RESEARCH

The target demographic emerged:

creatives who need a storage platform that works for the whole scope of their content needs

A platform that integrates the stress points revealed by the users and focuses on new, practical features could have great appeal to the target demographic and could compete with well-established platforms.

27.3%

Say their current platform of choice does not meet their needs

51.6%

Are using a storage platform for both business and personal needs

RESEARCH

Two user personas, which gave a voice to the target audiences, were developed out of the survey analysis: Jamie and Kris.



Jamie is a student in her late 20s and she practices photography.

She's looking for an option better geared towards students and creatives that is mobile-friendly, with plenty of storage available for her photos.



Kris is an ESL teacher and popular blogger.

He would like to switch between profiles so he can tackle his tasks for both roles. He feels an option to translate text would be a huge asset and would save him considerable time.

PRODUCT STRATEGY

I developed user stories to identify which features and actions would be Jamie and Kris' main focus: create, upload, download, share, translate, connect.

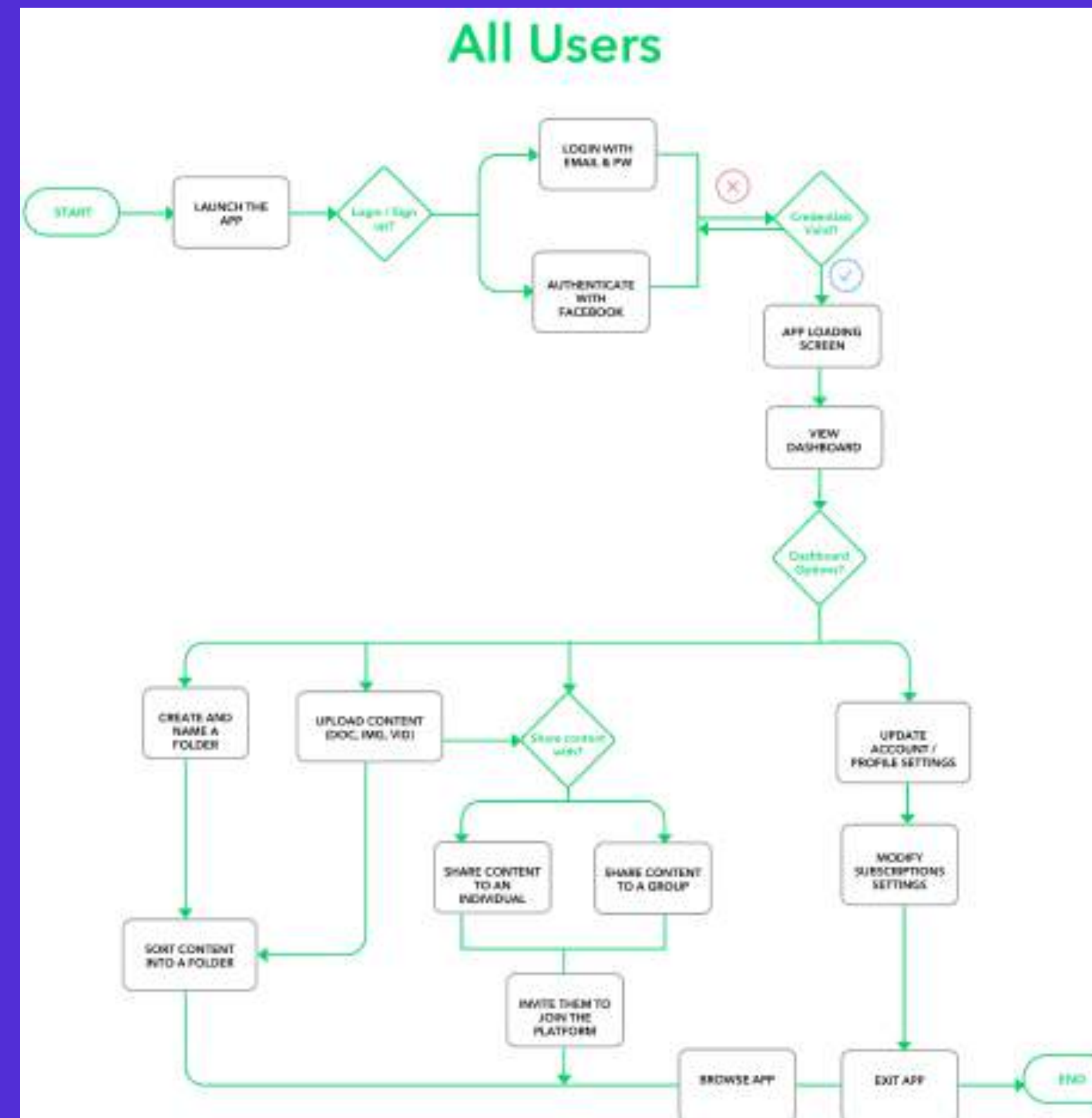
User Stories

[illegible]

EXPERIENCE DESIGN

I then designed a user flow to map out how Kris and Jamie would journey through the app to create, store and share a project.

User Flow



EXPERIENCE DESIGN

I turned the flow pattern into wireframes to illustrate the layout and develop a tangible design to test with users.

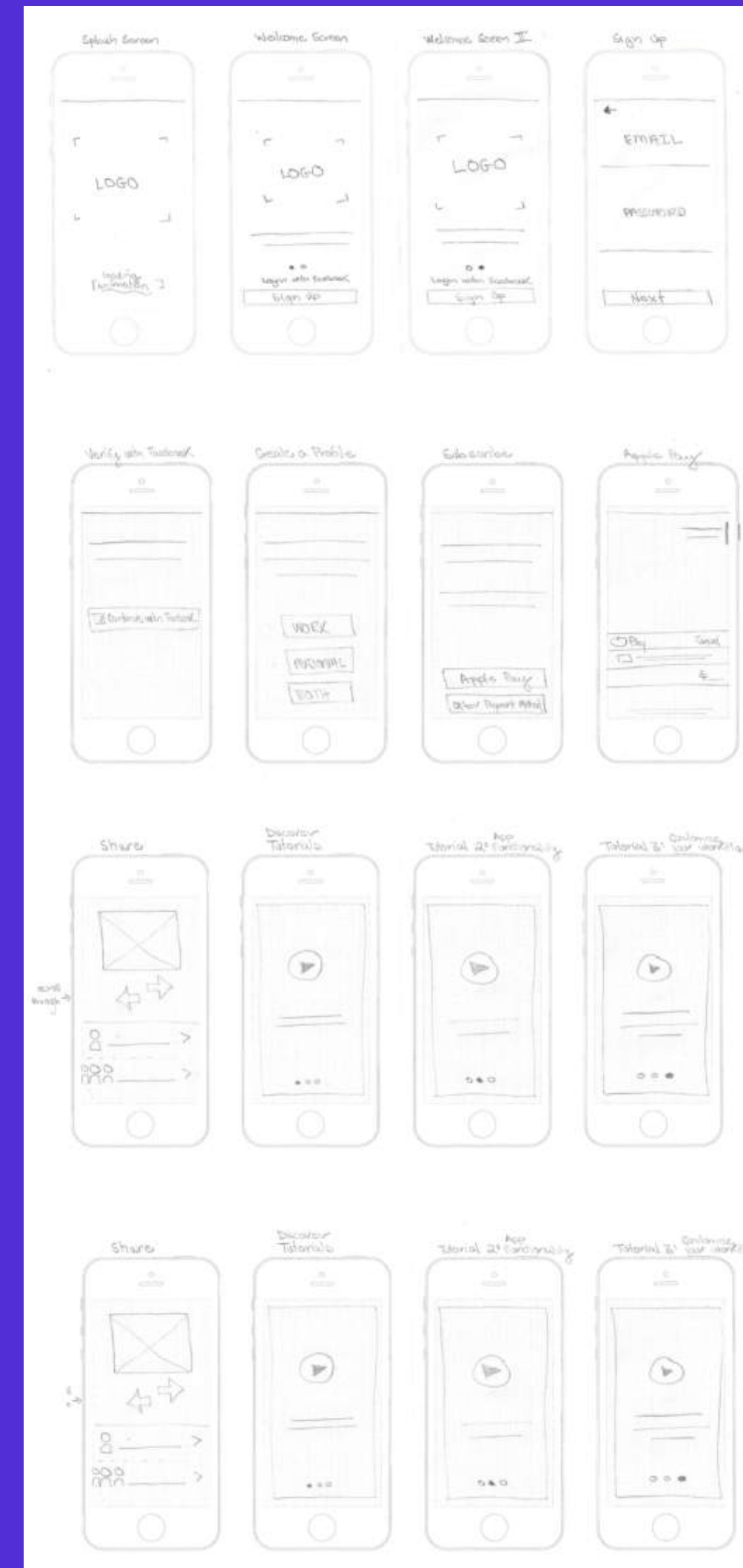
Users were asked how to:

- Sign up for an account
- Create new content from the app
- Organize a file or folder

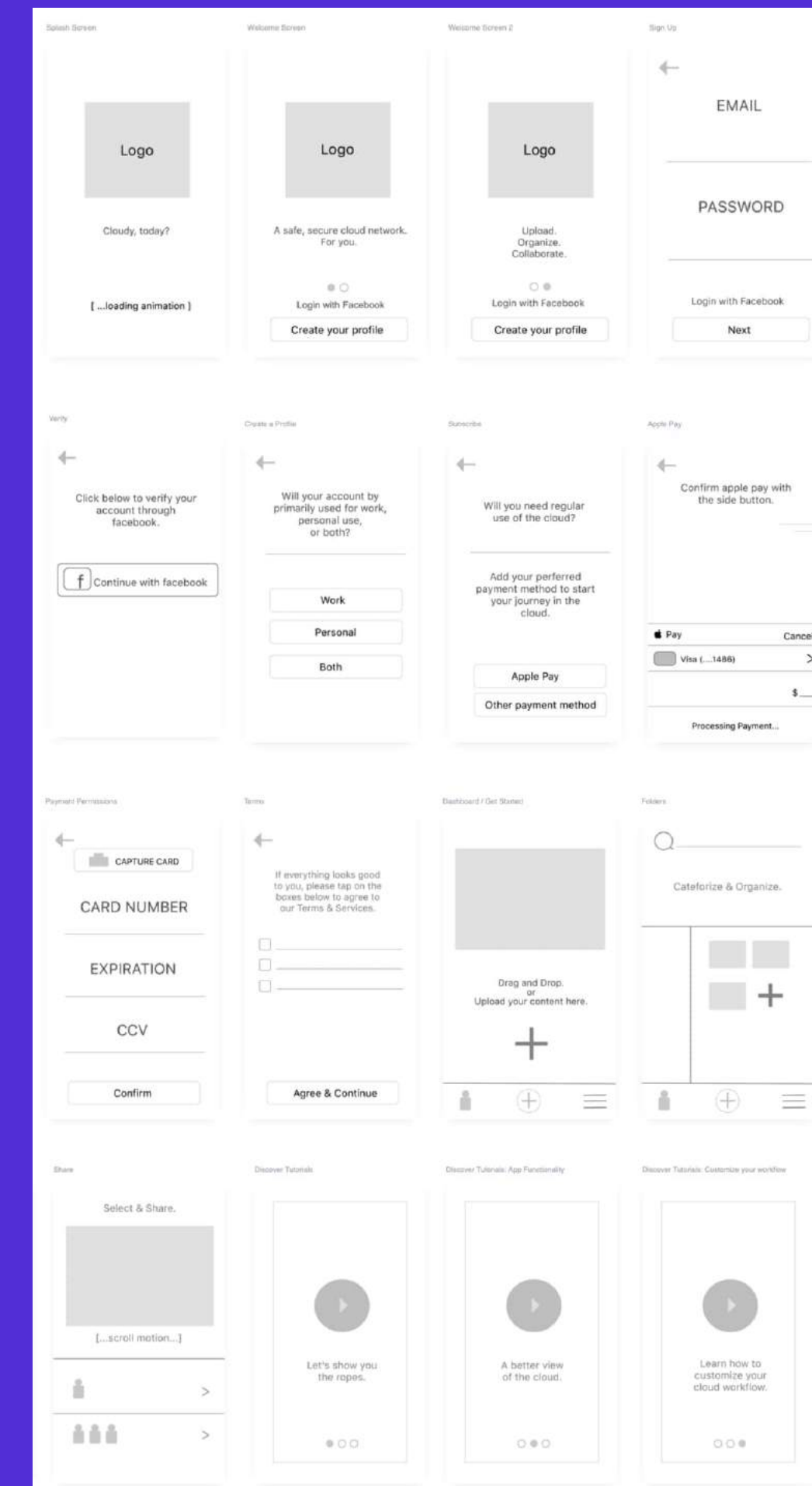
Usability testing revealed confusion about:

- The sign in process
- What the icons symbolized
- How to add keywords and metadata

Wireframe Sketches

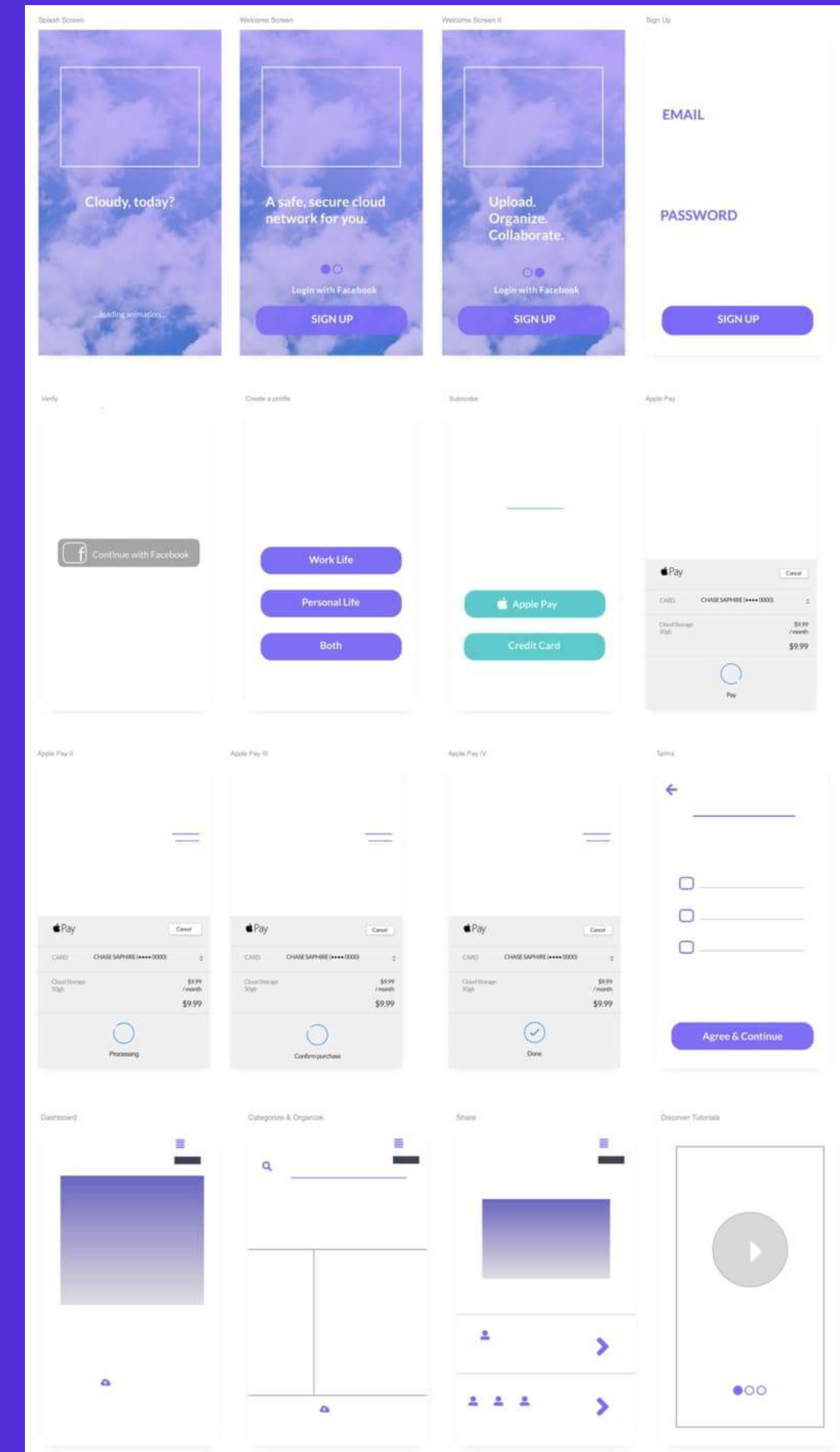


Digital Wireframes



In response, I redesigned the **login process**, the **steps to organize and share content**, and **standardized features** (such as the sign-in form) to ensure tasks would be intuitive for new users.

Digital Wireframes v2



EXPERIENCE DESIGN

After an initial round of testing and restructuring the site design, I started piecing together brand elements.

I created a mood board of imagery to help to determine the unique qualities of the app.

The words that came to the forefront were *vibrant, curious, creative, and expressive*.

The app was named Atlas to evoke the myth of Atlas (the titan who supported the world on his back) to signify it is a platform that will support the users in all of their endeavors.

Logo Sketches



The color palette is based on vibrant purple tones with gold and white as accents. Purple represents power, royalty, ambition, wisdom, independence, creativity, and mystery; which feels fitting for Atlas.

Color Palette



EXPERIENCE DESIGN

The logo is meant to be illustrative of the user embracing a creative thought or spark. I wanted the logo to have a modern and expressive feel.

BEFORE



Initially, for the logo I chose a lightning bolt to symbolize being 'struck' by an idea. Lightning is common in Greek mythology, symbolizing illumination and truth.

AFTER



I changed the design and feel of the logo based on feedback from a:b testing. I toned down the visual impact with a softer look for the text, lowercase and lighter weight, and a more visually subtle icon of a globe, placed to the right.

I created a brand style guide to showcase these choices and demonstrate how they form a cohesive brand.

Style Guide

Color Palette

Atlas Purple

HEX #745BE5 CMYK 44, 54, 0, 10
RGB 116, 91, 229

Primary

Secondary

Atlas Gold

HEX #E9B750 CMYK 0, 21, 66, 9
RGB 233, 183, 80

Dark Purple

HEX #332865 CMYK 50, 60, 0, 60
RGB 51, 40, 101

Lavender

HEX #B0A3E9 CMYK 24, 30, 0, 9
RGB 176, 163, 233

Light Gray

HEX #F5F5F5 CMYK 0, 0, 0, 4
RGB 245, 245, 245

White

HEX #FFFFFF CMYK 0, 0, 0, 0
RGB 255, 255, 255

Typography

Title

Avenir Next Condensed 38pt
Avenir Next Condensed 32pt
Avenir Next Condensed 24pt

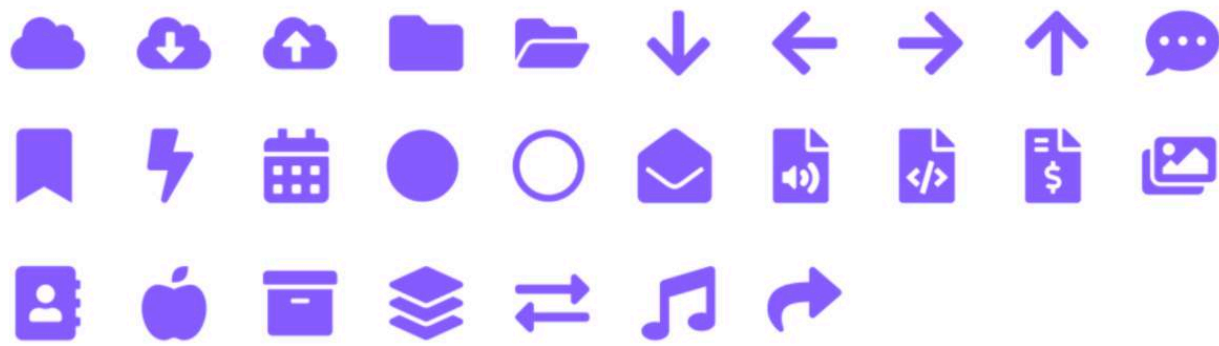
Body

Lato Bold 24pt
Lato Regular 24pt
Lato Regular 20pt
Lato Light 16pt

Brand Mark



Iconography

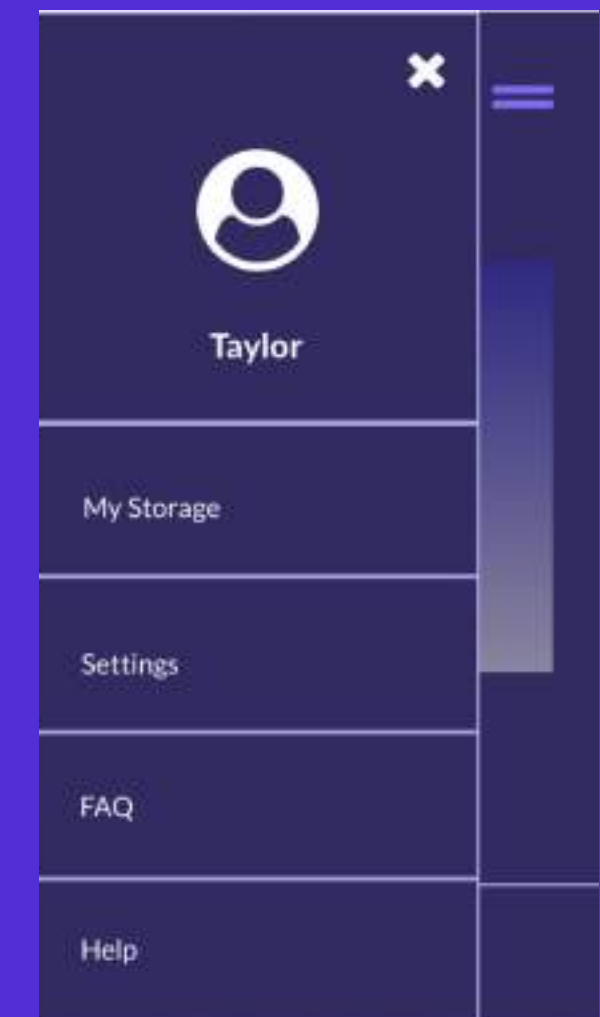
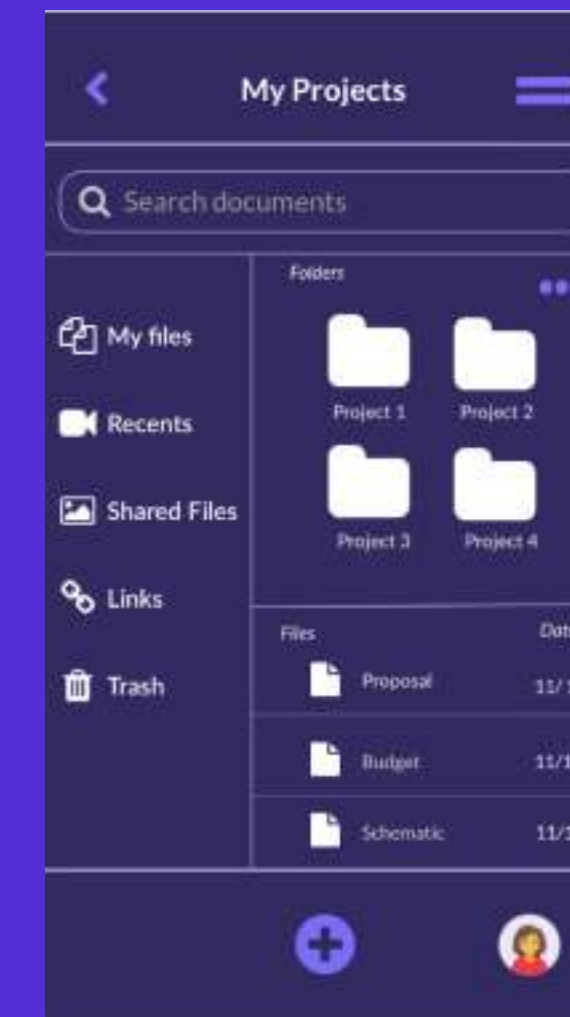
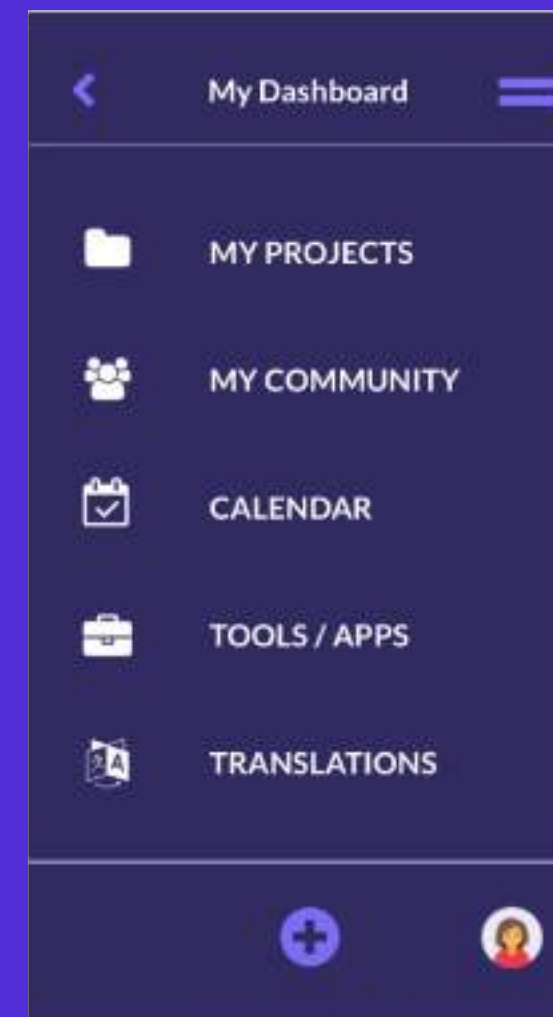
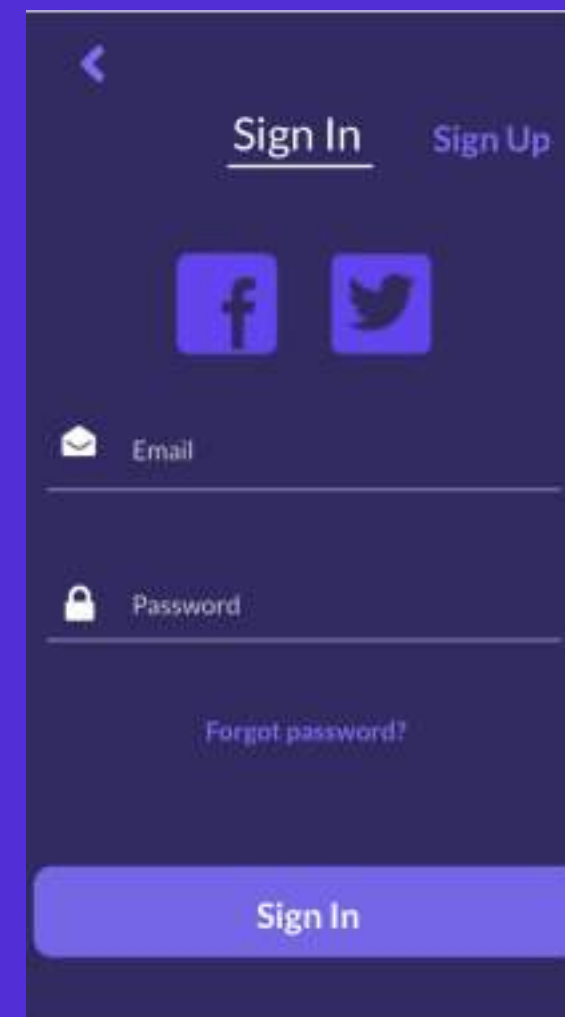
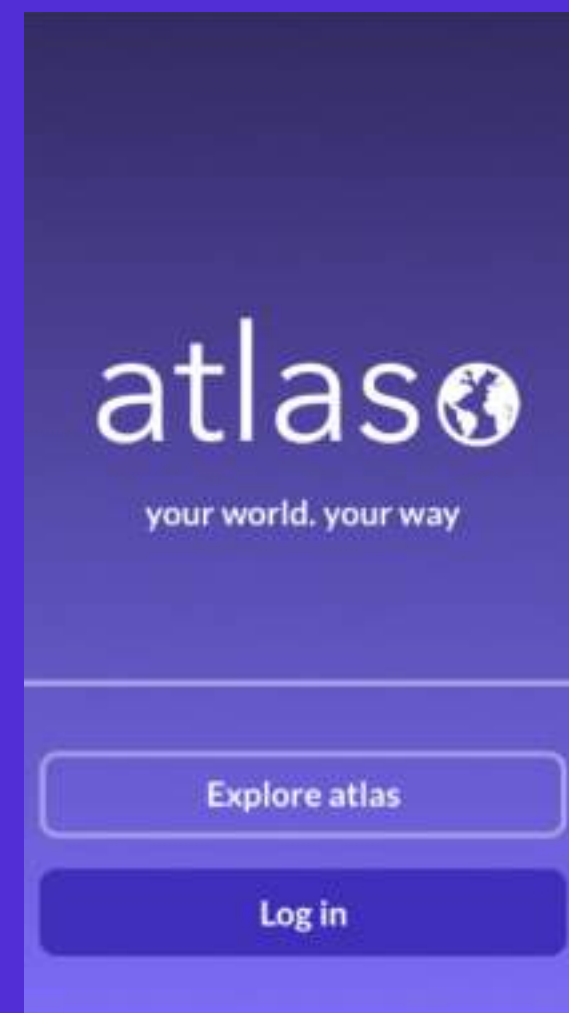


PROTOTYPE, TEST, & ITERATE

I redesigned the login process, the way to add and organize content, and refined the steps to share files.

Additionally, I labeled icons I felt might be unclear and standardized some of the features to match iOS design, such as the sign-in form, to ideally decrease confusion and ensure tasks would be intuitive to new users.

MockUps

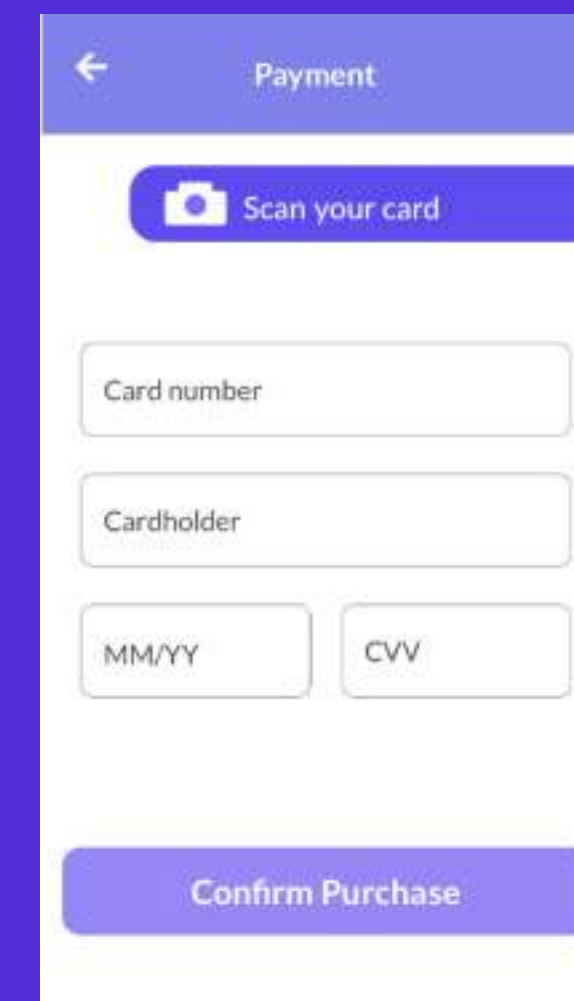
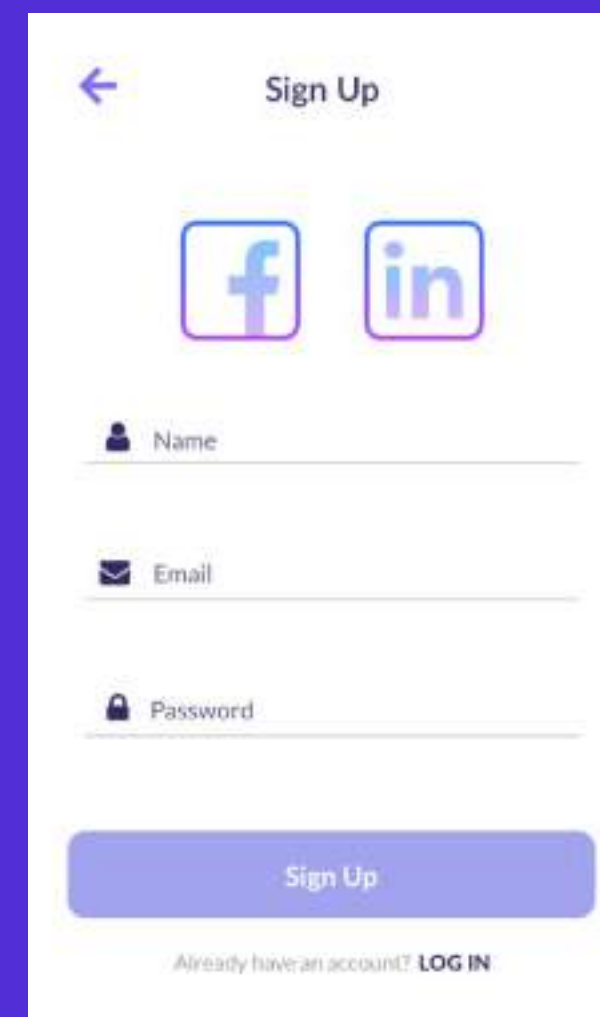
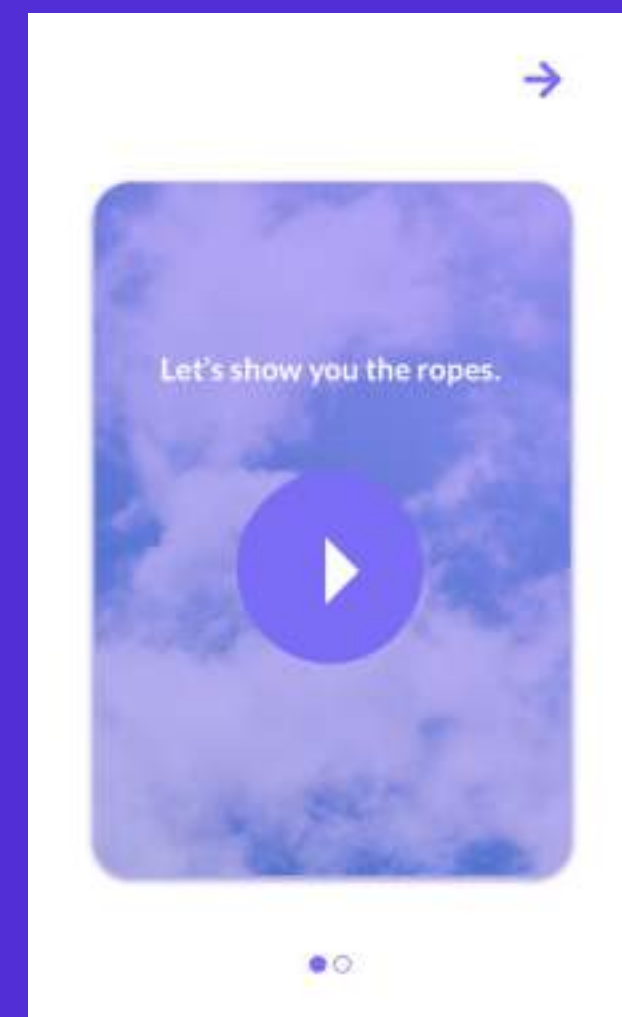
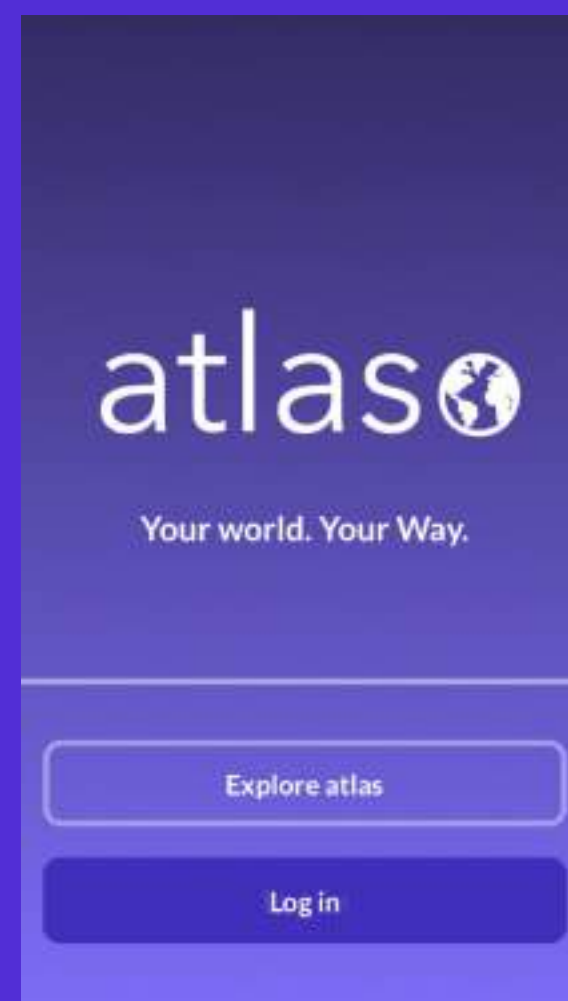


PROTOTYPE, TEST, & ITERATE

Feedback pointed out the text was difficult to read.

I updated the design to have a white background to improve readability.

Revised MockUps



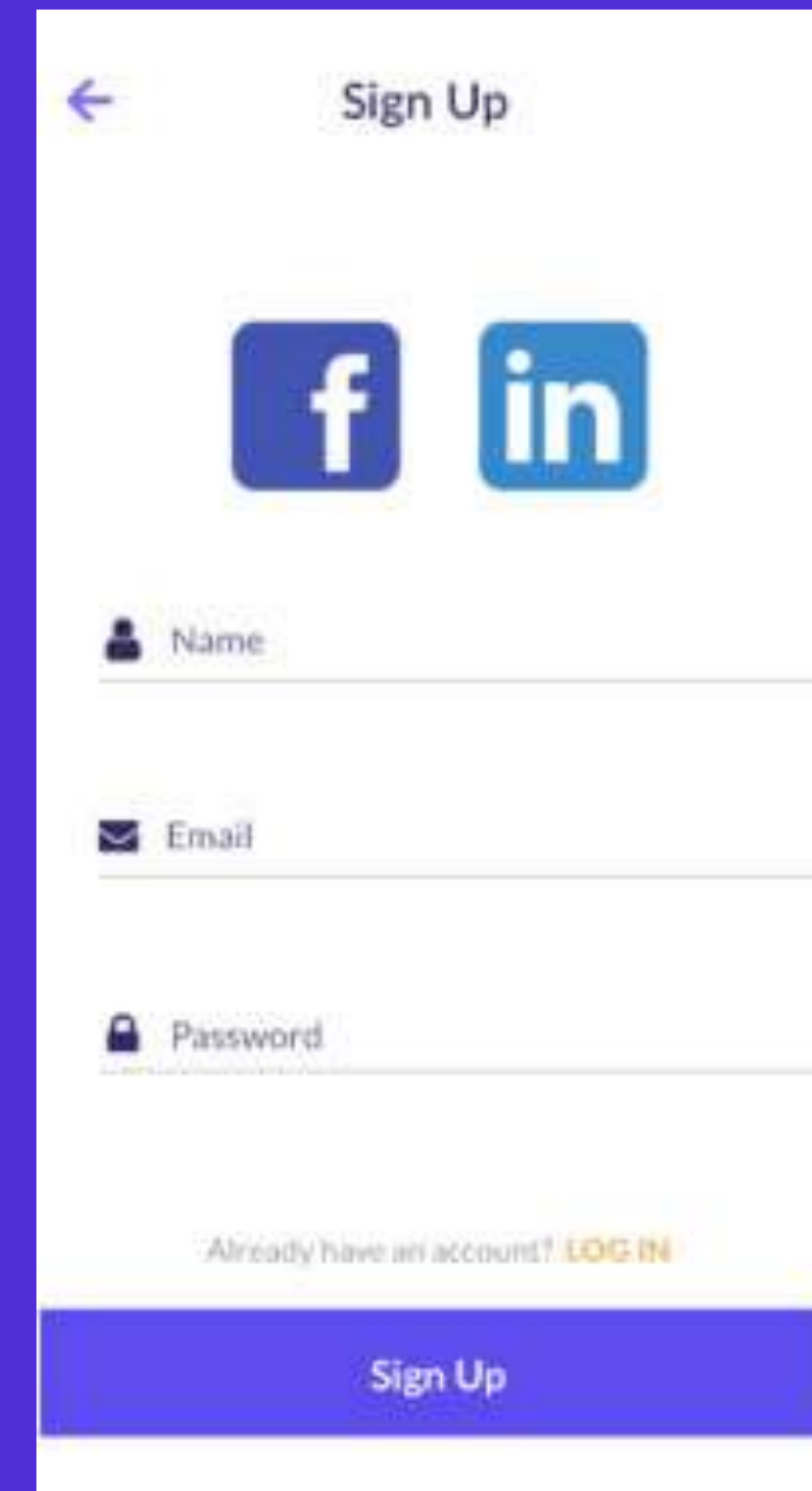
User Testing

Preference testing revealed that I should work to simplify the layout of each screen down to the essentials.

Sign Up Process

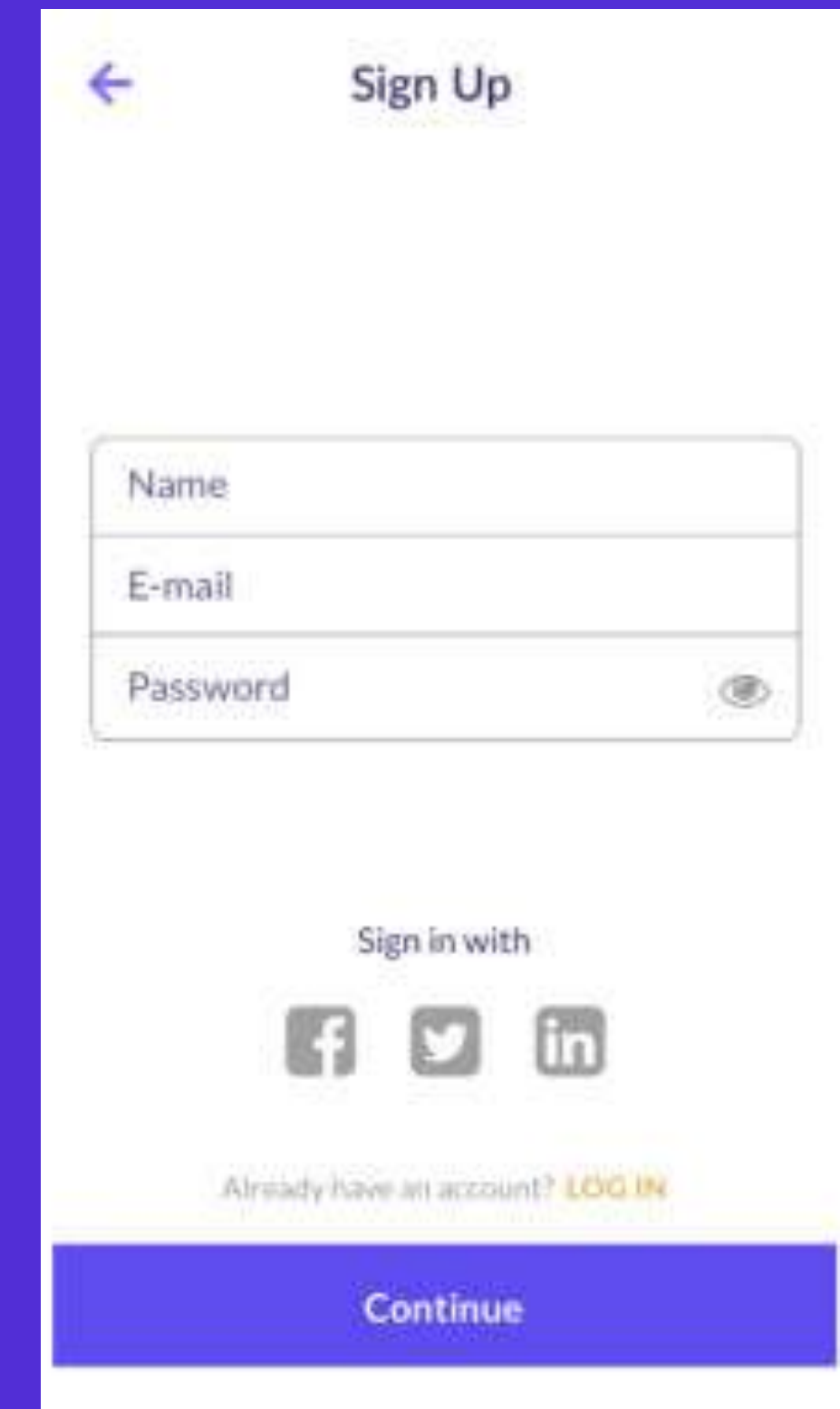
I tried a more traditional form field that is common for iOS applications. Users preferred Option B because of the familiarity and the streamlined aesthetic.

BEFORE



The 'BEFORE' screen shows a 'Sign Up' page with a back arrow at the top left. Below the title are large Facebook and LinkedIn logos. The form consists of three separate input fields: 'Name' (with a person icon), 'Email' (with an envelope icon), and 'Password' (with a lock icon). At the bottom, there is a link 'Already have an account? LOG IN' and a large blue 'Sign Up' button.

AFTER



The 'AFTER' screen shows a simplified 'Sign Up' page. It features a single stacked form field containing 'Name', 'E-mail', and 'Password' (with a toggle eye icon). Above the form is a 'Sign in with' section containing Facebook, Twitter, and LinkedIn icons. At the bottom, there is a link 'Already have an account? LOG IN' and a large blue 'Continue' button.

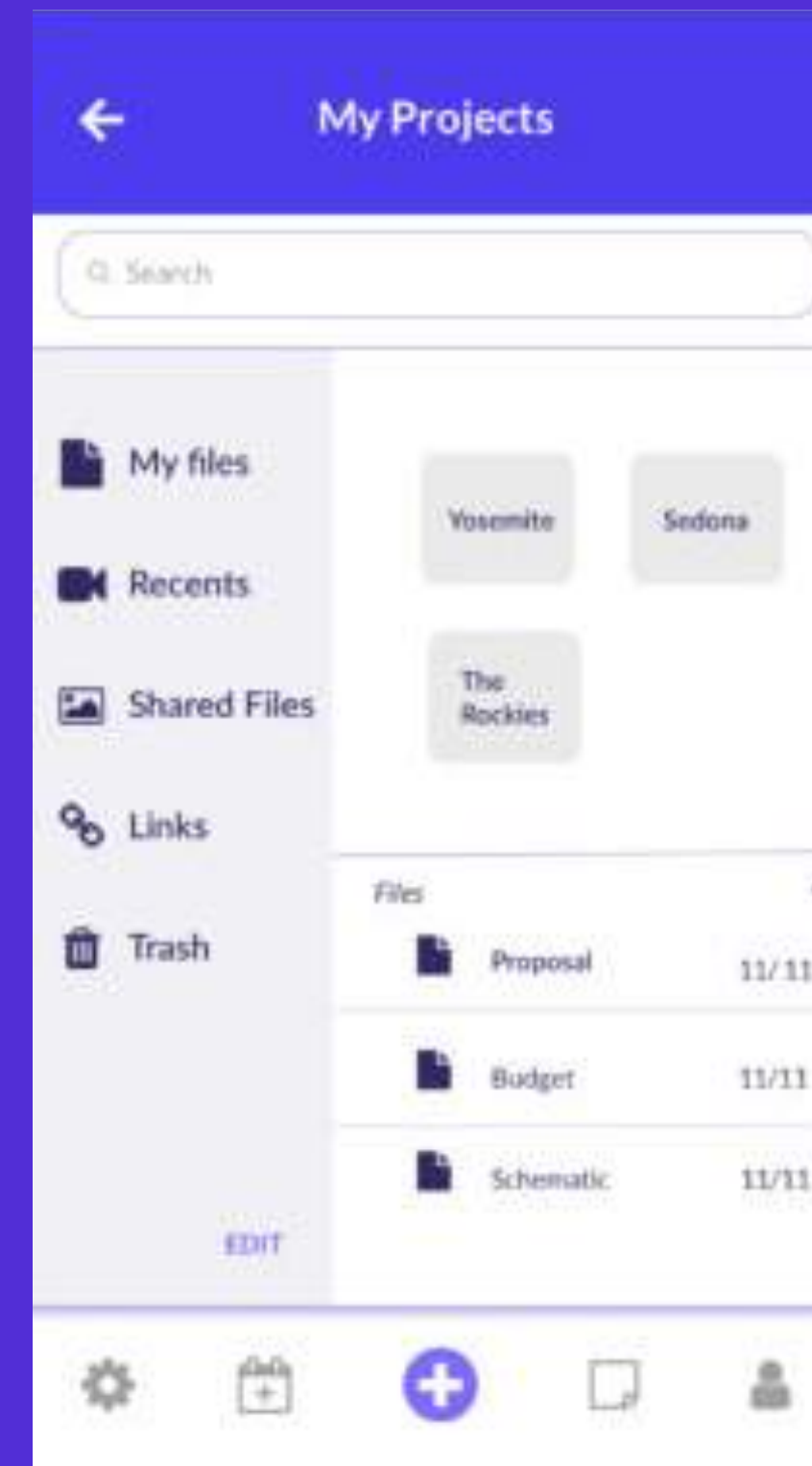
Taskbar

I removed the taskbar on the left and added a toggle switch at the top.

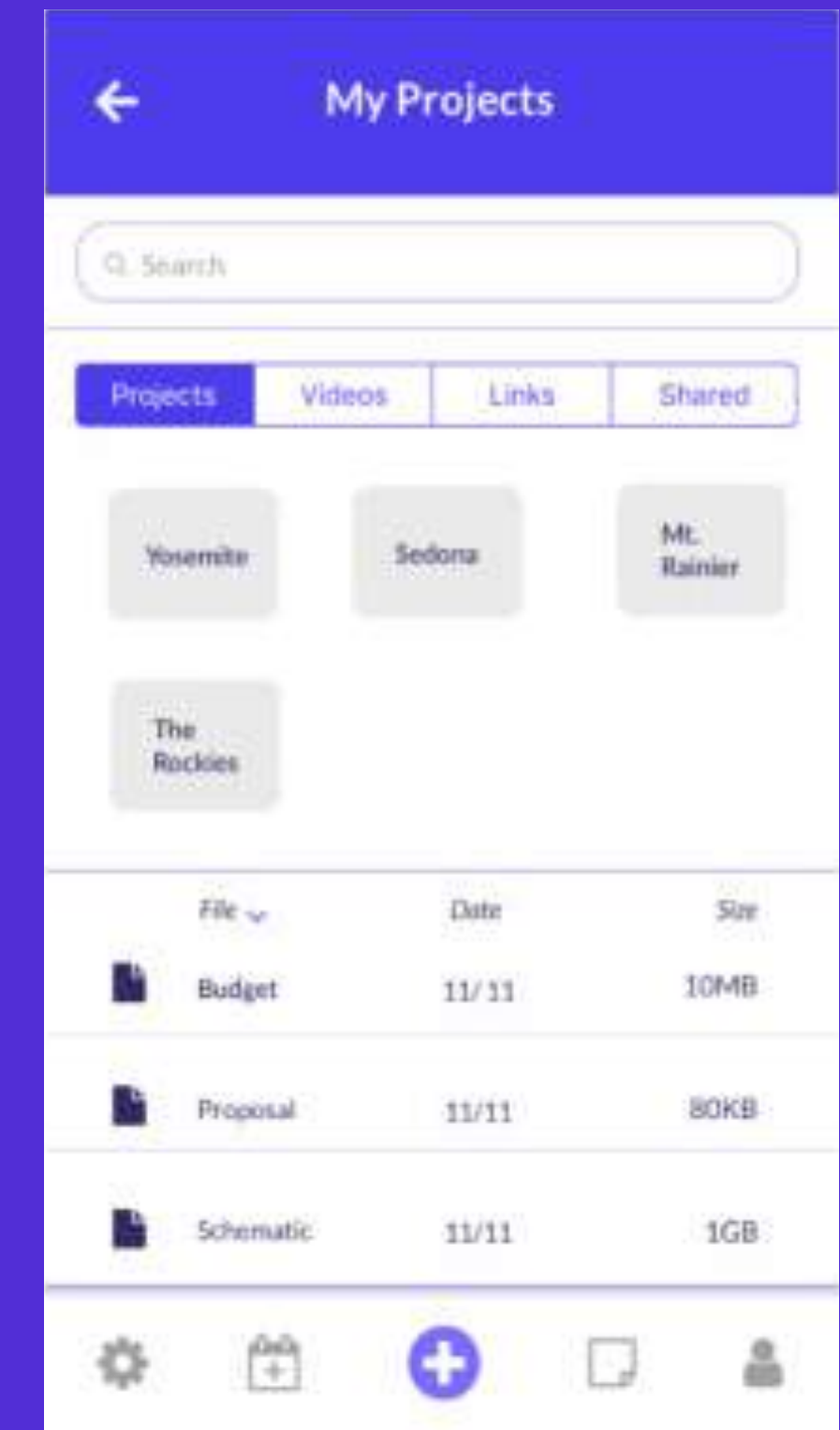
This toggle is another common iOS element.

The majority chose Option B. Likely due to the fact that the re-design makes better use of the whole screen

BEFORE



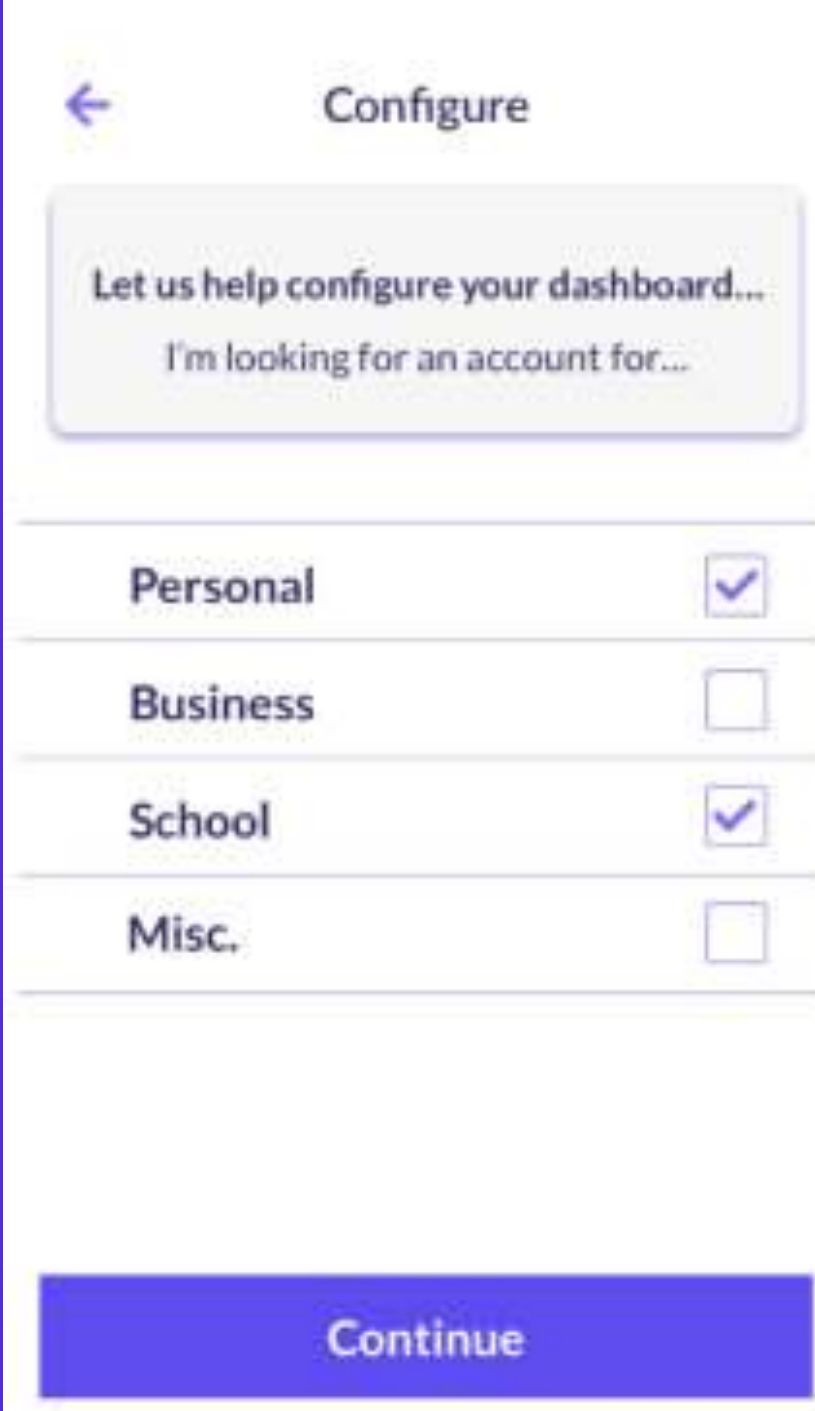
AFTER



Checkboxes

Users preferred the simplified aesthetic.

BEFORE



← Configure

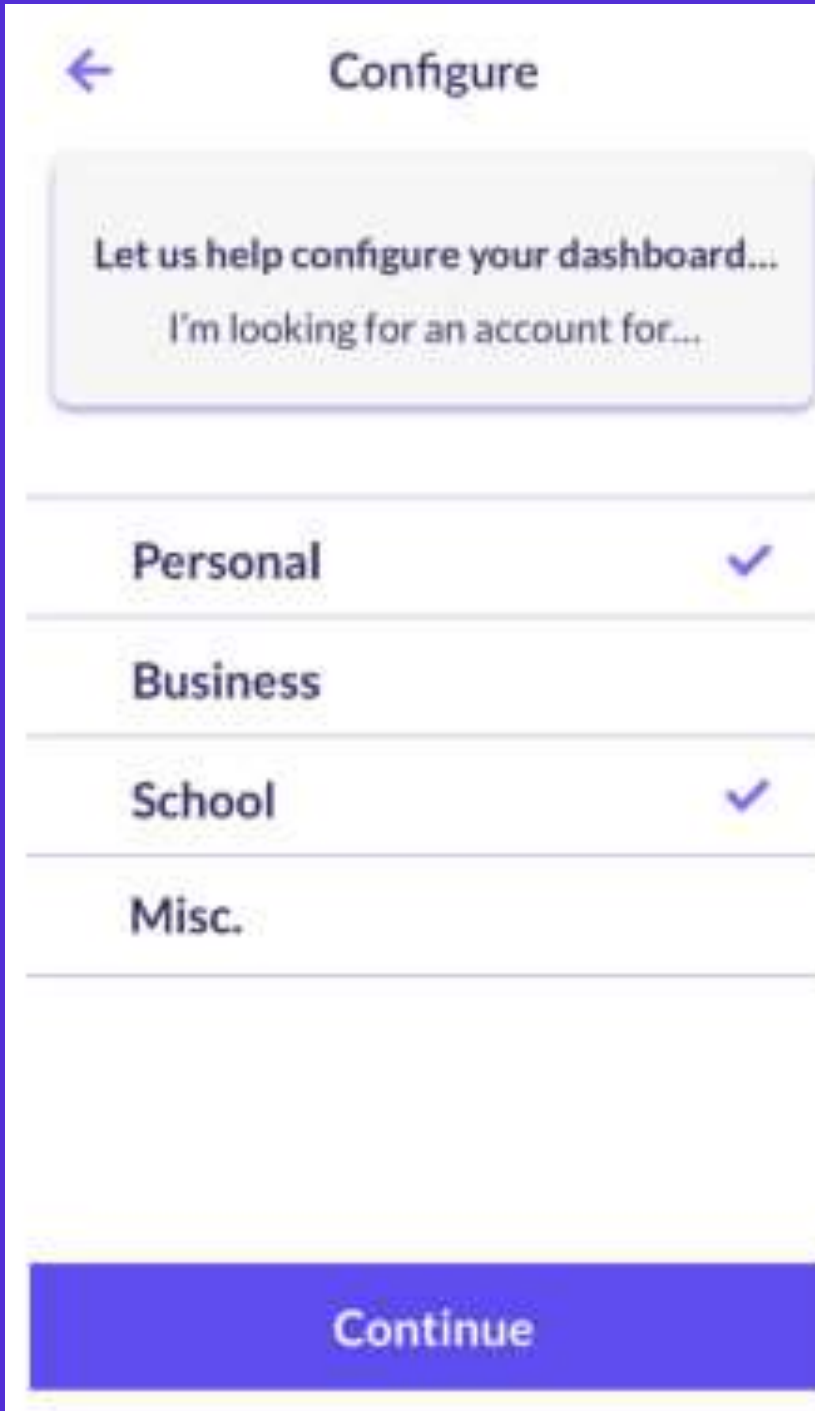
Let us help configure your dashboard...
I'm looking for an account for...

Personal	☒
Business	☐
School	☒
Misc.	☐

Continue

The 'BEFORE' screen features a light gray header with a back arrow and the title 'Configure'. Below the header is a light gray box containing the text 'Let us help configure your dashboard...' and 'I'm looking for an account for...'. This is followed by a list of four options: 'Personal', 'Business', 'School', and 'Misc.'. Each option is accompanied by a checkbox. The 'Personal' and 'School' checkboxes are checked, while 'Business' and 'Misc.' are unchecked. At the bottom of the screen is a blue button labeled 'Continue'.

AFTER



← Configure

Let us help configure your dashboard...
I'm looking for an account for...

Personal	✓
Business	
School	✓
Misc.	

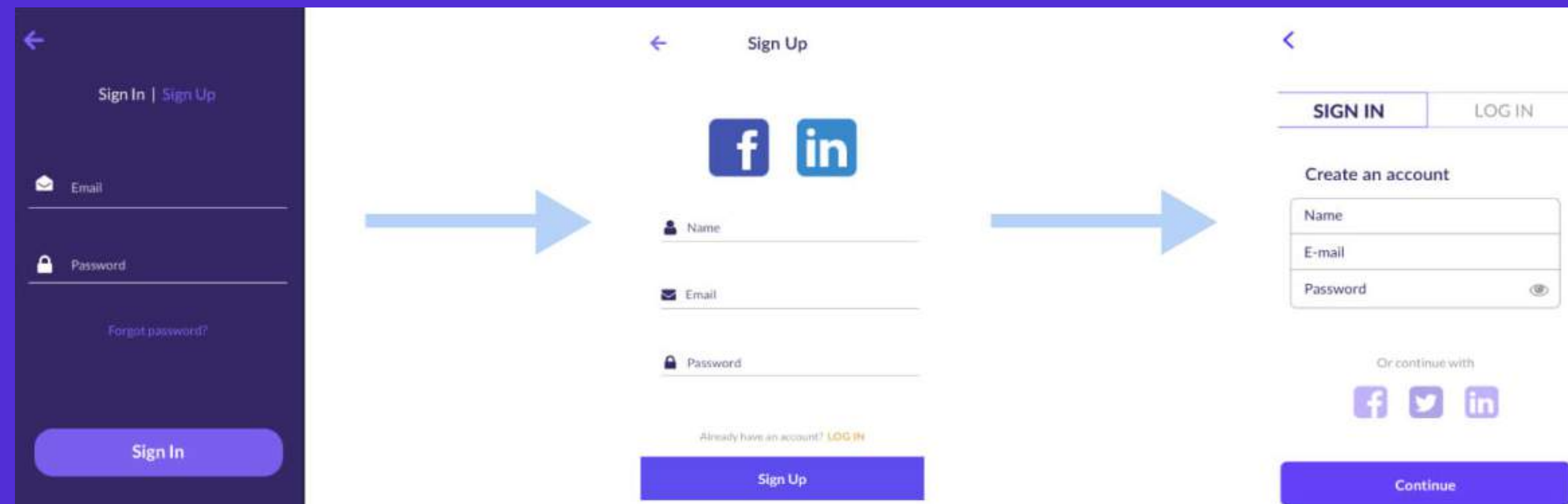
Continue

The 'AFTER' screen maintains the same layout as the 'BEFORE' screen but with a simplified aesthetic. The header, instructional text box, and list of options remain identical. However, the checkboxes have been replaced with checkmarks (✓) for 'Personal' and 'School', and empty spaces for 'Business' and 'Misc.'. The blue 'Continue' button is still present at the bottom.

Improved Flow

The final version standardized the form, and allows the user to toggle back and forth between sign in and log in.

Design Evolution

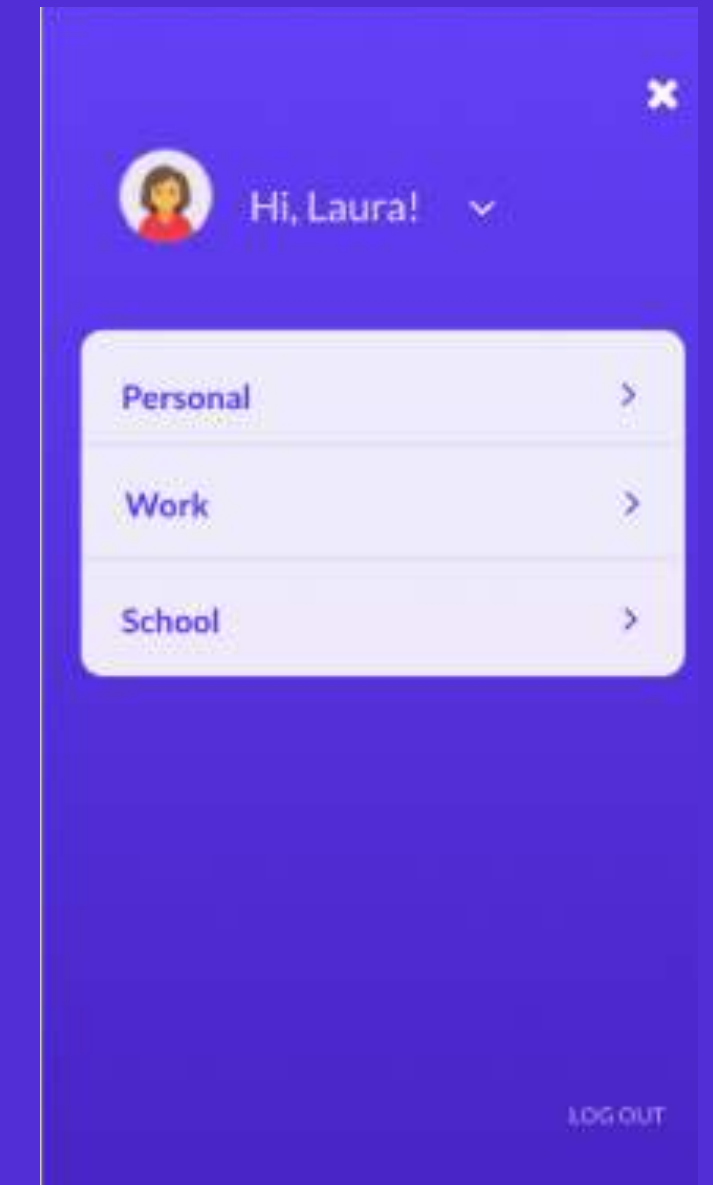
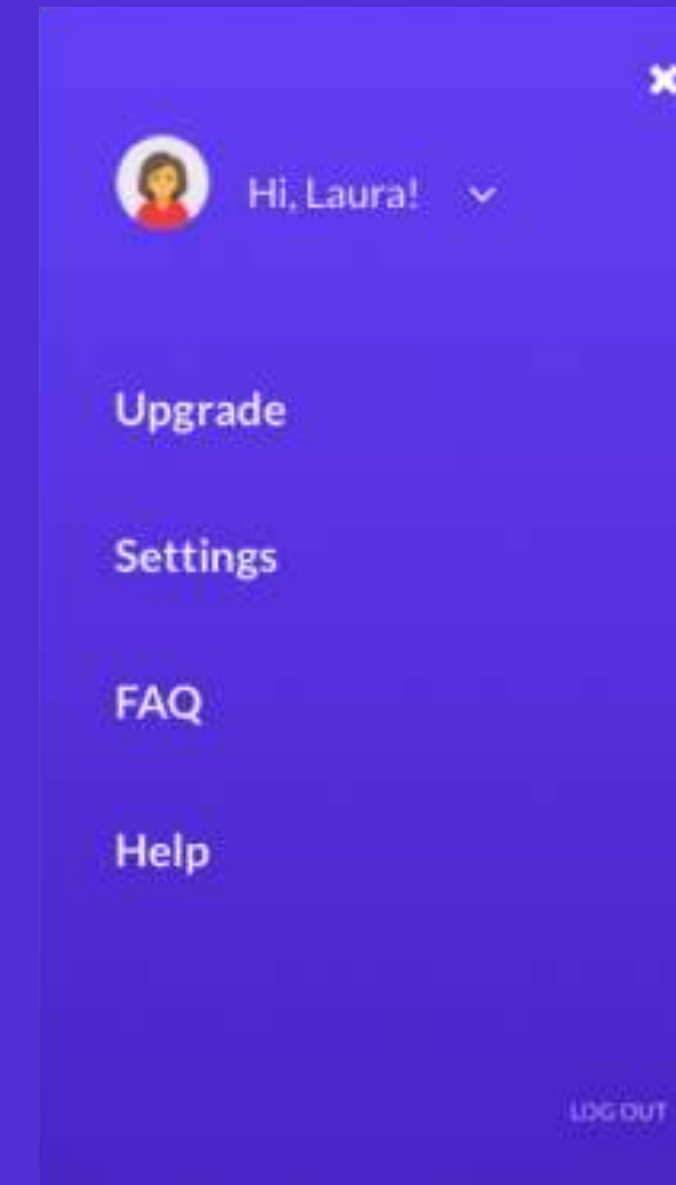
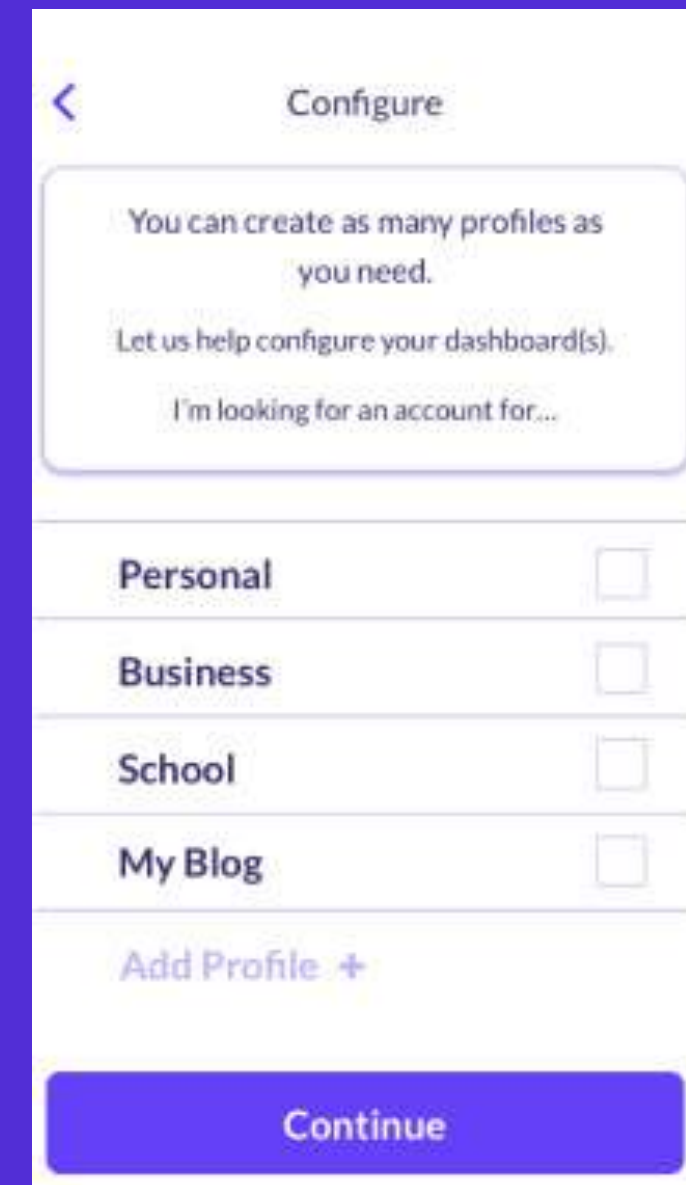


PROTOTYPE, TEST, & ITERATE

What Sets Atlas Apart?

The option to customize your profile.

Customizable Profiles

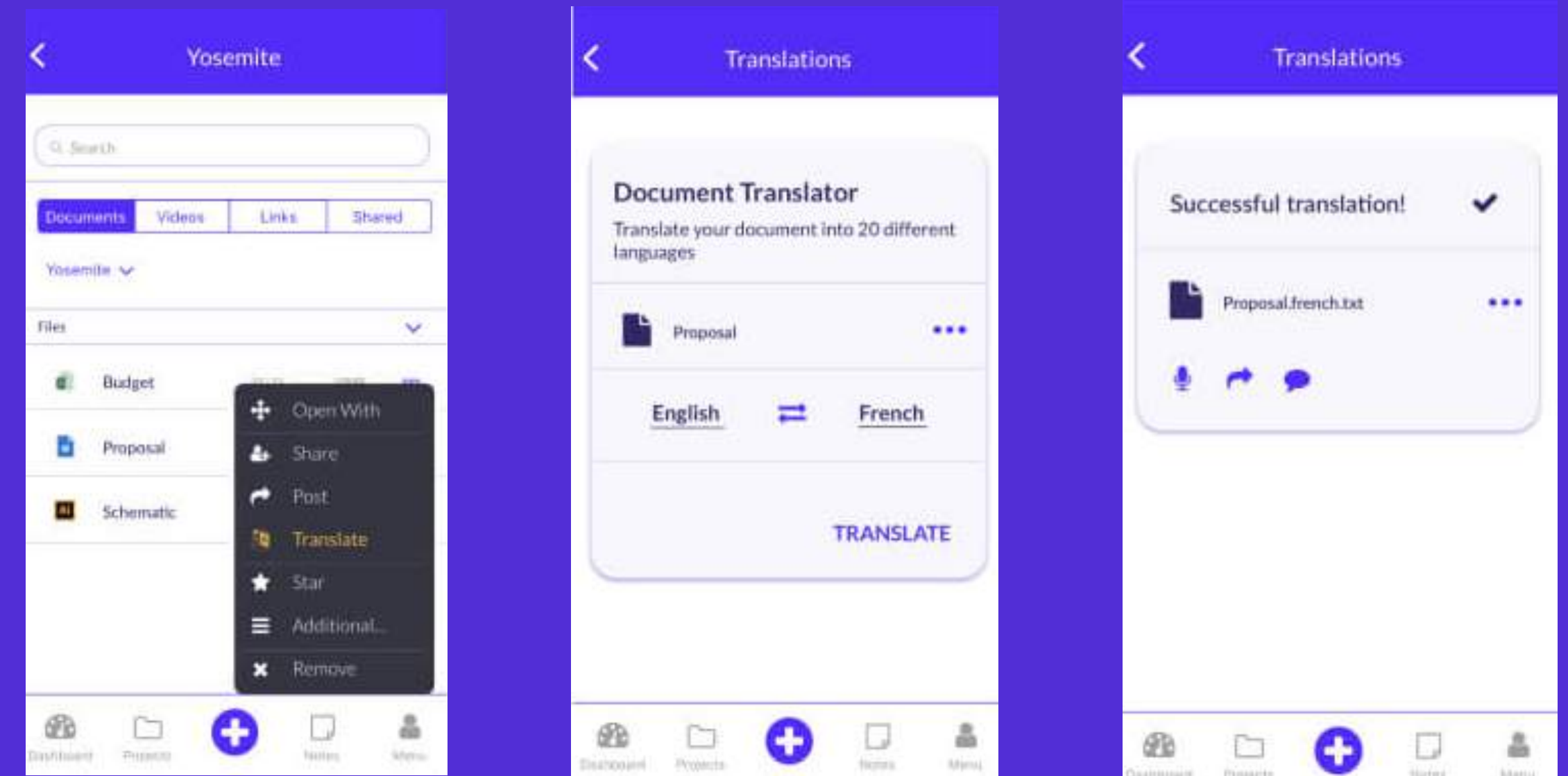


PROTOTYPE, TEST, & ITERATE

What Sets Atlas Apart?

The option to translate text within the app.

Translation Option

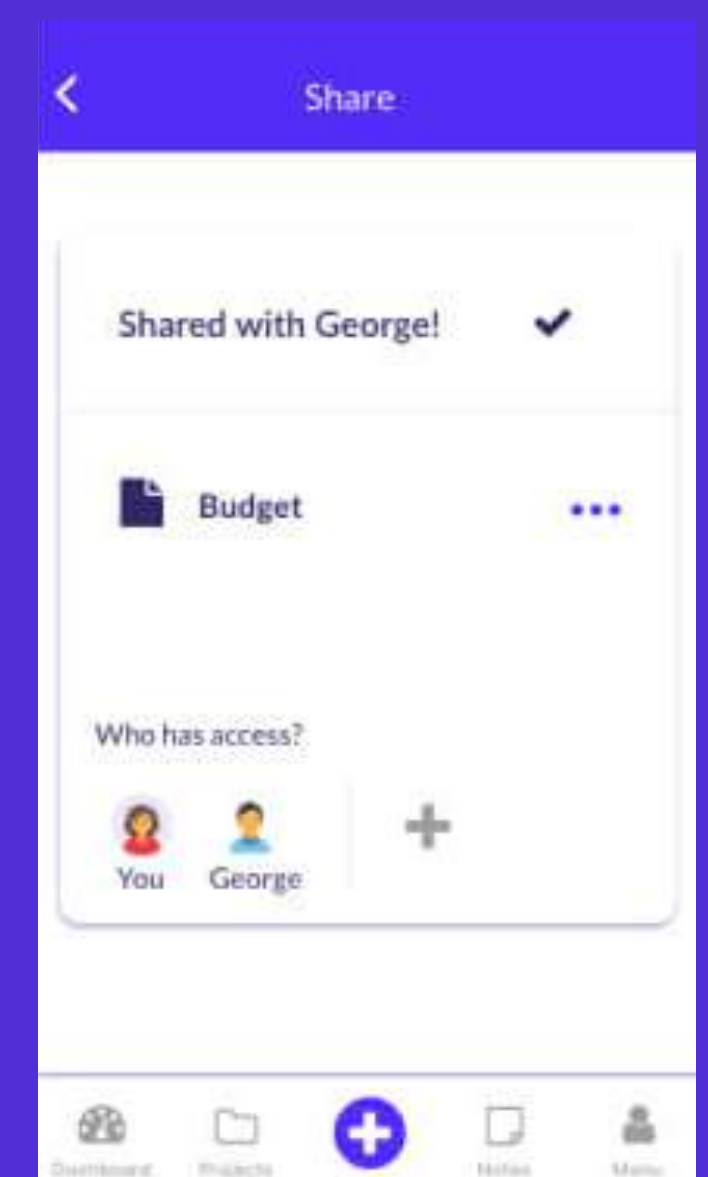
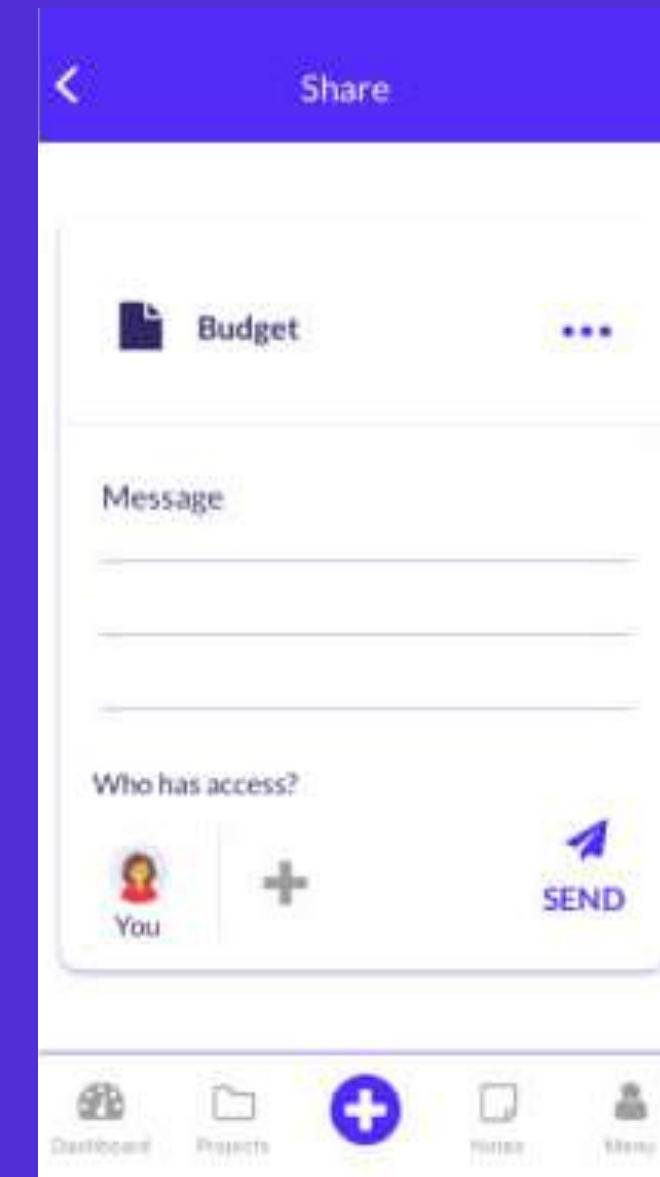
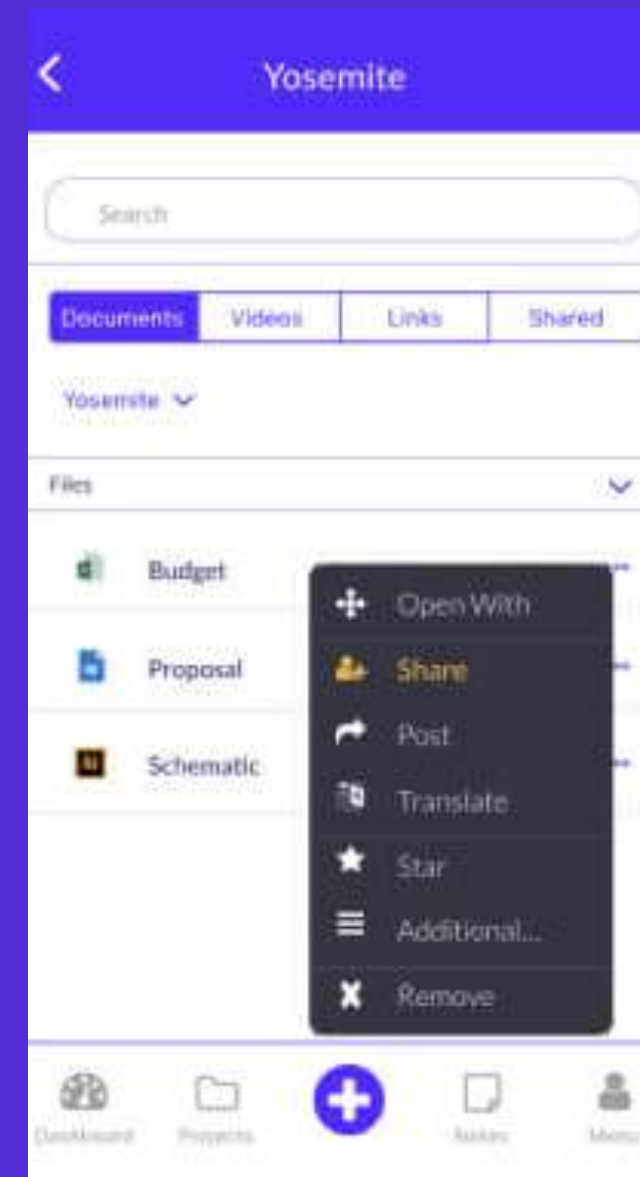


PROTOTYPE, TEST, & ITERATE

What Sets Atlas Apart?

The features that make sharing content easy, streamlined and fun.

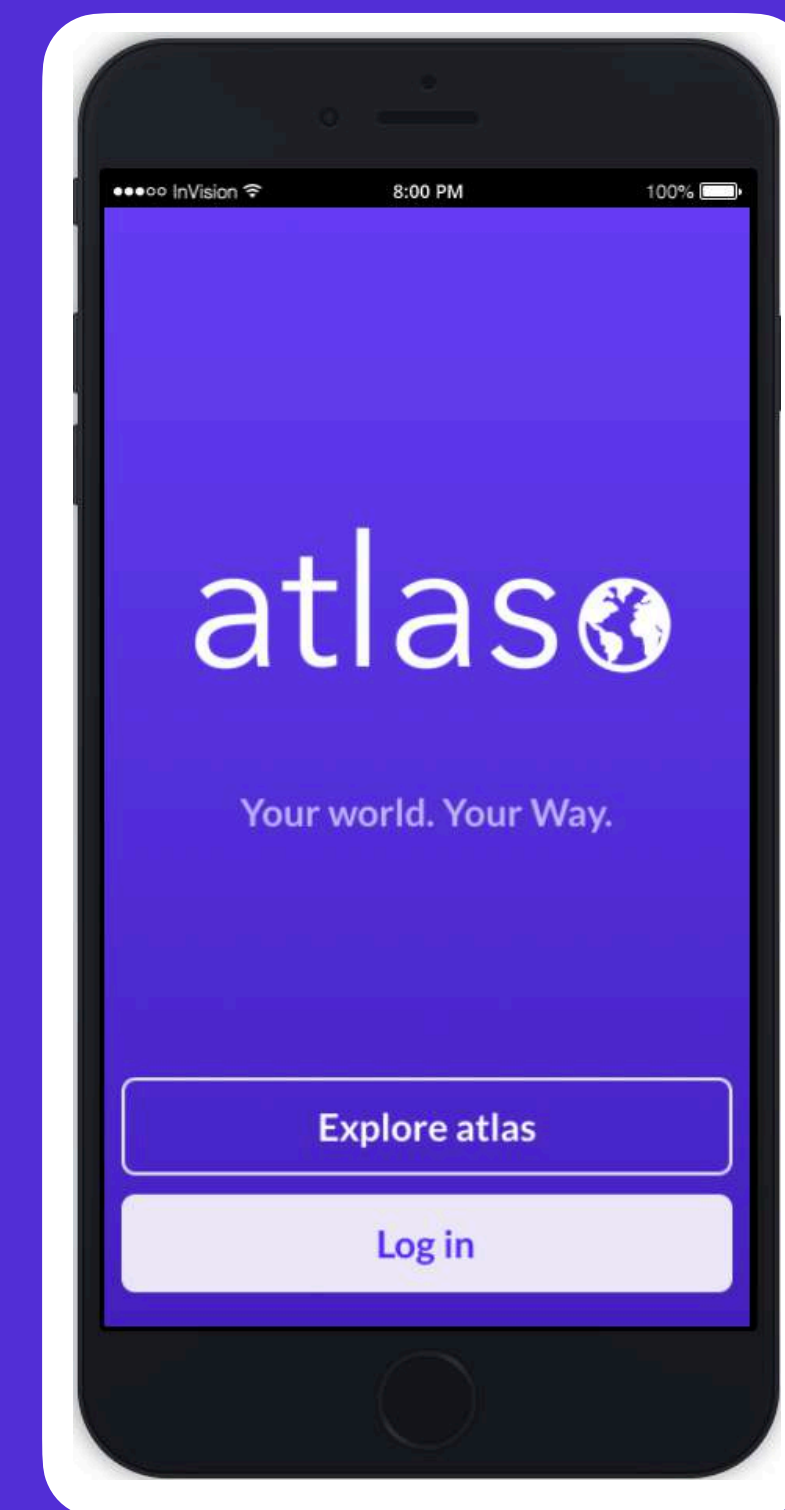
A Broad Network



PROTOTYPE, TEST, & ITERATE

I developed a prototype to show stakeholders the final product: a cloud storage platform that encourages collaboration with intelligent features.

Prototype Welcome Screen



OUTCOMES & LESSONS

The platform unfolded and evolved based on what was revealed through each phase of the UX cycle. Through clarifying expectations, and allowing the users to guide the development cycle, I believe I was able to deliver a design that satisfied both stakeholder and user concerns and desires.

In hindsight, I would have been in communication with users more frequently while iterating through design options to narrow in further on customization options and intelligent features to help Atlas stand out from the competitors.

Ultimately, the prototype is a starting point. I would continue to test, iterate and refine. To support the client, I would develop a design system so they have a solid framework as they are building their brand.

MuseumTour

Research & prototype for an accessible museum audio tour app

MuseumTour

Project Summary

I led user research (competitive analysis and a user survey), created a user persona, wireframes, and built an interactive prototype.

Created for Google's UX Specialization on Coursera.

Timeline & Team

4 weeks start to finish.

I was the sole Researcher and Designer.

Responsibilities

- User Research
- Experience Design
- Prototype

Results

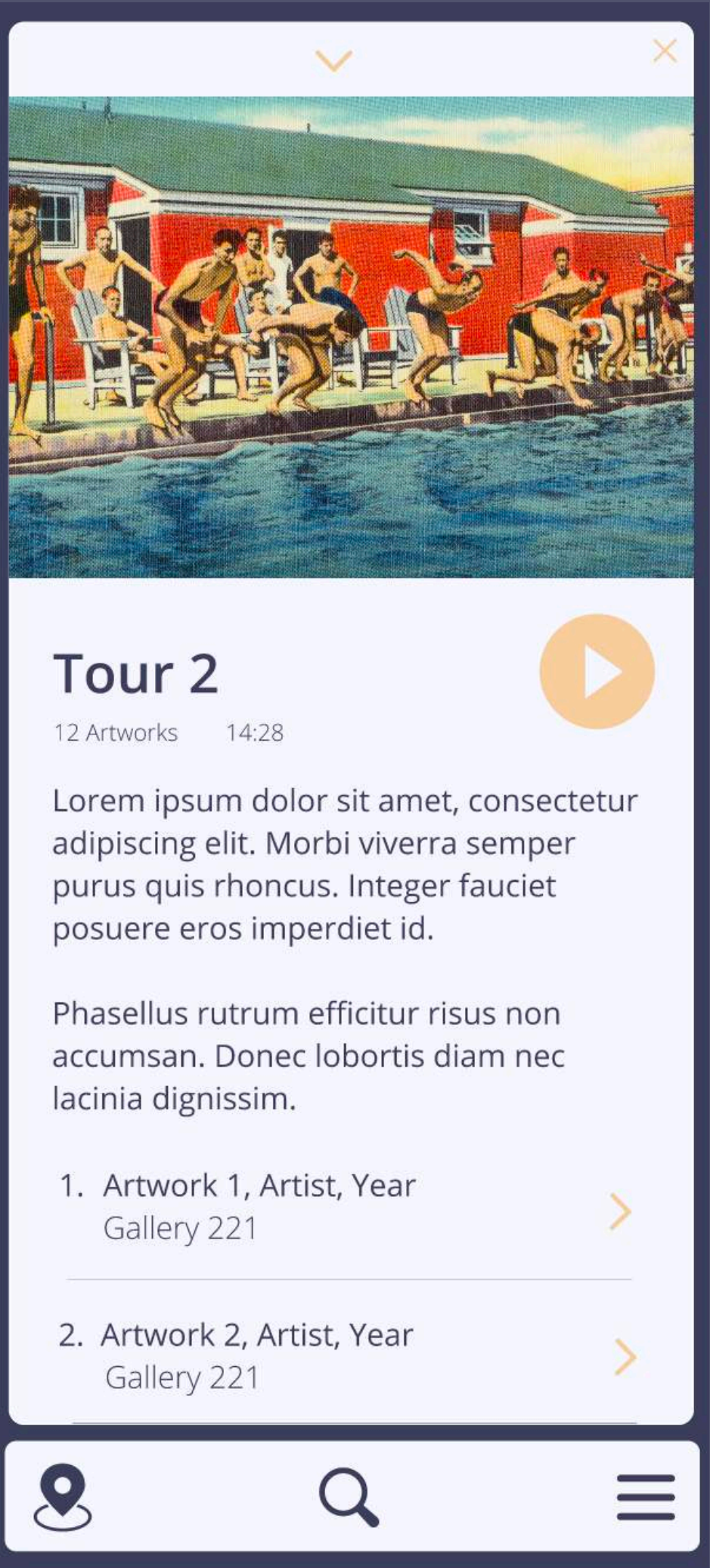
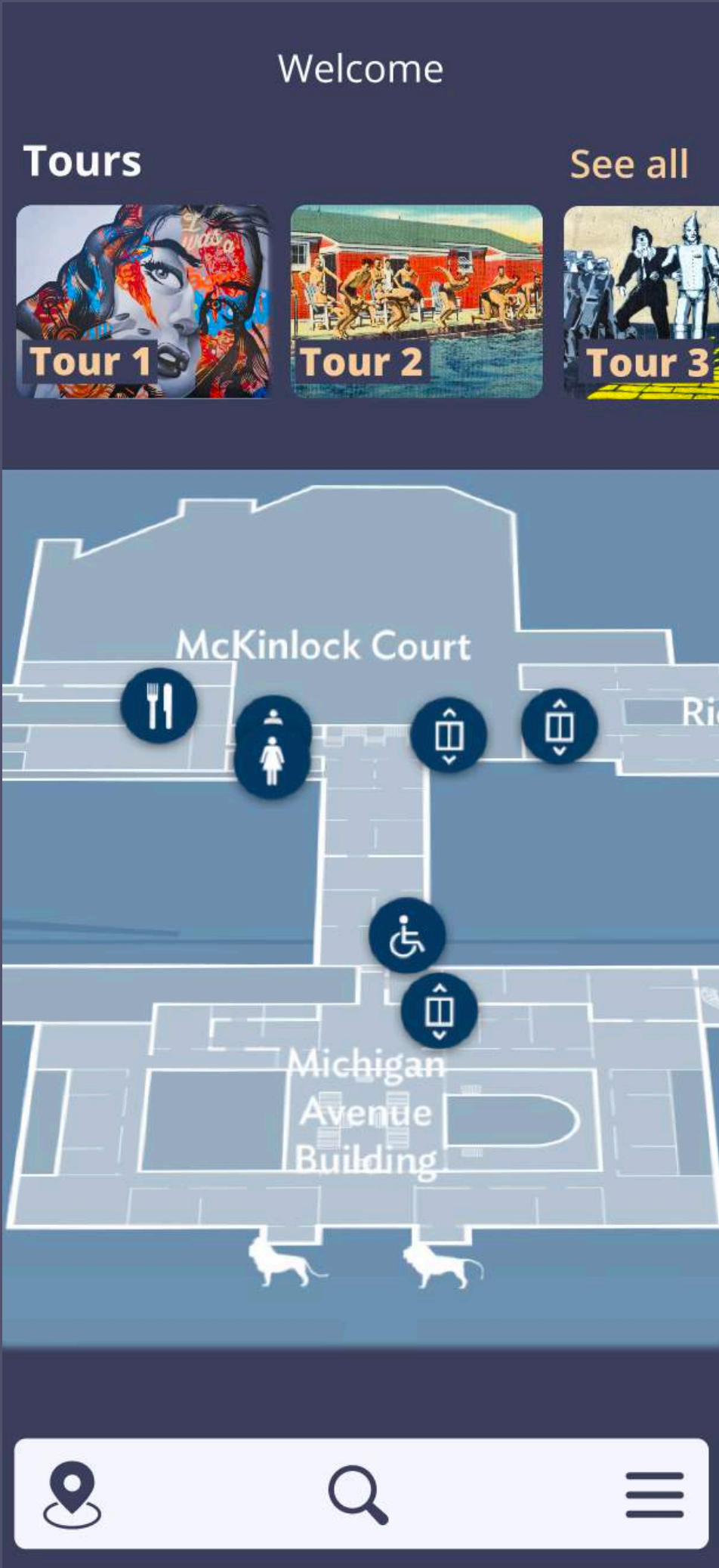
A museum audio tour app.



COMPANY OVERVIEW

MuseumTour is an audio tour app for museum visitors to discover and listen to tours of exhibits and the museum’s permanent collection.

Anyone who is looking for an informative auditory experience can access a tour or other information about the museum and artworks right from their smartphone.



PROJECT SUMMARY

Many museum visitors want or need an audio tour to follow along with the artworks.

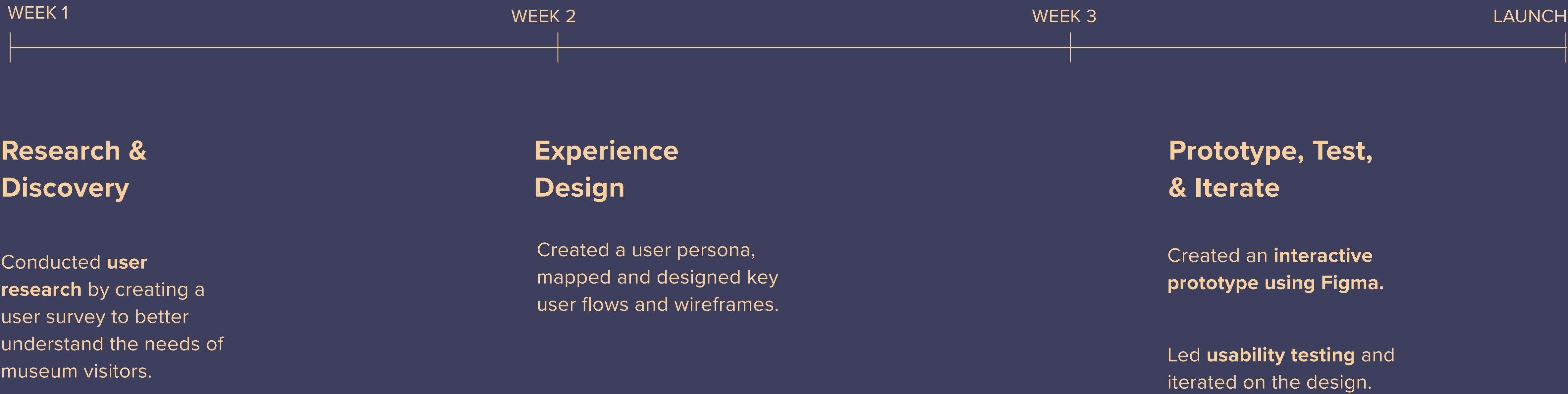
Some visitors prefer to follow by audio, and others may require an audio tour due to a disability.

The goal in creating MuseumTour is to allow users to engage with the artworks and exhibits through audio which will ideally increase the ability to engage with the museum's collection and enjoy their experience.

I recognized that the app would need to closely follow WCAG accessibility standards to allow as many people as possible to utilize the app.

PROCESS

I built the app from research to prototype in a 4 week time period.



PROCESS

Through a competitive audit, I looked at the Met Museum, British Museum, and the Art Institute of Chicago as well as Amuze and Smartify. I observed their content, navigation, search function, usability for non-english speakers, and any special features they had.

Competitive
Analysis

Competitive audit - Mobile Audio Toi						
Competitor	Competitor type	Content	Map/Navigation	Search	Languages	Special Features / Notes
Amuze	Indirect	Content from multiple major museums Professional Highlight tours Engaging narration Reviews	Static map of museum Highlights route for user Clean and organized	Follow along with the tours offered	Limited lanaguages offered	Light to download Well organized Saves the user money while traveling Thematic tours
Smartify	Indirect	Every collection is unique Founded by museum professionals Reviews	Self led by the user AR	Scan art with phone	Option to select which langauges your museum's app has to offer user's Update and maintain regional translations through CMS	Used by 100s of museums Can create engaging multimedia guides Engage with users before, during and after
						
Met Museum	Direct	Gallery introductions and tours Kid and family versions Reviews	Complete travel guide to NYC Zoomable maps Metro routing app Not very detailed inside the museum	Prominent permanent collection Themed tours	11 Languages	From the user's phone Links to SoundCloud Do not need internet For the Met and NYC
						
British Museum	Direct	Audio, video text and images provide in-depth information 275 expert voices; engaging A family version Reviews	Standard navigation	User has options to select individual pieces but there isn't a general search function	10 Languages British Sign Language Audio Descriptive Guide	Connects to YouTube and Apple Music to listen at home Digital souvenir (can send what you visited)
Art Institute of Chicago	Direct	Well reviewed content Experience compared to "a private tour" Reviews	Immersive Location Aware	"Look it Up" feature Keypad - type in artwork	5 Languages	Can download to your phone from the app store Music Stores Member ID
						

RESEARCH

I conducted a survey and asked a series of open-ended prompts to users with a range of different backgrounds to understand the challenges users face when using audio tours and what would help to contribute positively to their museum audio tour experience. They shared that:

- Traditional museum tour devices can be confusing to use
- Some museum visitors prefer to read or browse rather than listen to related audio depending on their individual learning styles
- Some users are not savvy with current technology

Research Pain Points

User research: pain points

1

Accessibility

Traditional Museum Tour device layouts can be confusing to use and figure out.

2

Learning Styles

Some museum visitors prefer to read or browse rather than listen to related audio depending on their individual learning styles.

3

Technology

Some users are not savvy with the latest phone app functionality.

I developed two user personas to represent two types of target users:

Sal

Sal is a frequent museum visitor who enjoys using audio tours because he has difficulty with reading the placards due to dyslexia.

Rhea

Rhea is a museum visitor who enjoys to listen to audio tour's because she has a visual impairment.



Sal Harlow

Age: 42
Education: PhD
Hometown: Minnetonka, MN
Family: Married
Occupation: Architect

"I appreciate when museums have considered how to make their exhibits widely accessible and engaging."

Goals

- Learn as much as possible
- Feel immersed in the exhibit
- To be guided through the museum

Frustrations

- "I feel that museums do not cater to all learning styles."
- "I retain more information in story form"

Sal is in his early forties and works as an architect in Chicago. He and his family love visiting museums on the weekends. He finds it a strain to read each placard so prefers to use the audio-apps to learn more and to be guided through the museum, as if he were on a tour.



Rhea King

Age: 28
Education: Masters
Hometown: Chicago, IL
Family: Single (Dating)
Occupation: Tutor

"When I'm in a museum I like to be able to absorb the information without feeling inundated."

Goals

- To have a seamless museum experience
- For the audio tour to add to the experience
- To learn and retain information

Frustrations

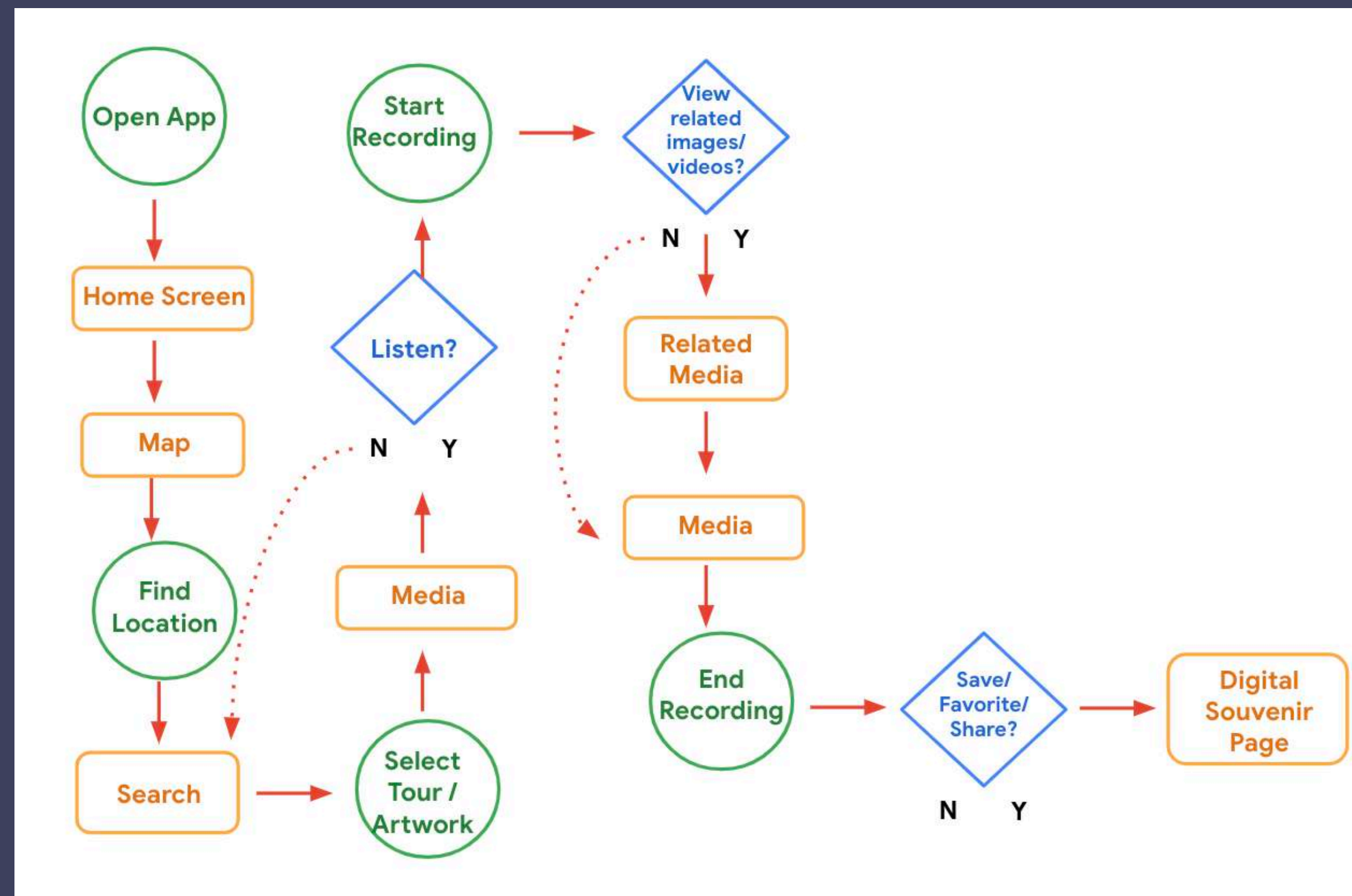
- Difficulty with processing visual information
- Informational overwhelm
- Museum apps are often outdated

Rhea is a full-time tutor who lives in Chicago. She spends her free time building a wellness-focused side business and running. She visits museums around five times a year. She has a visual-processing impairment so she appreciates an audio-app that accommodates her and doesn't overwhelm the listener.

PRODUCT STRATEGY

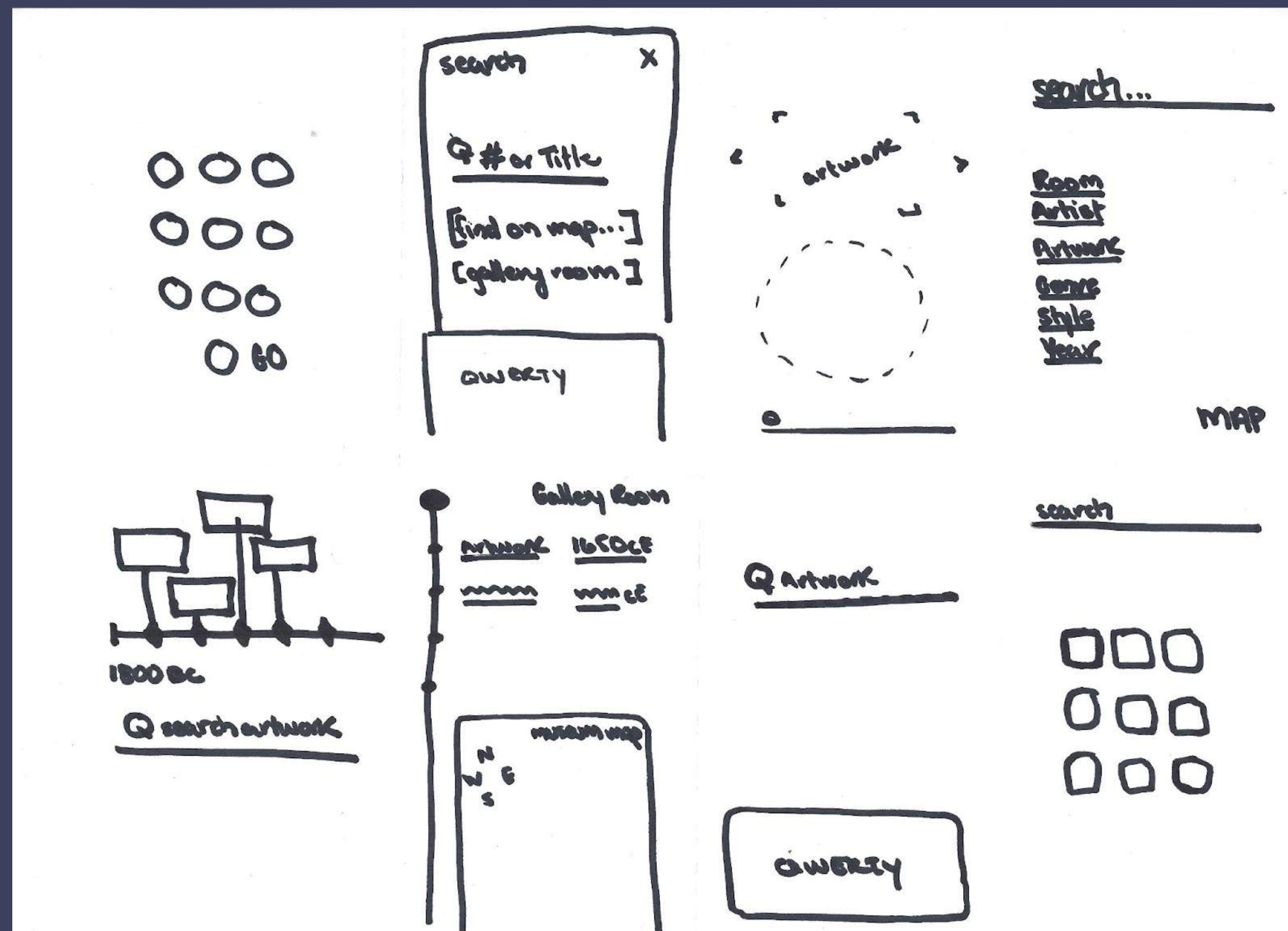
I structured a user flow to map out the way Sal and Rhea would journey through the app to find and play tours.

User Flow



PROCESS

I then sketched out different ideas to see the various ways I could design the search functionality and how to display the artworks and the associated information.



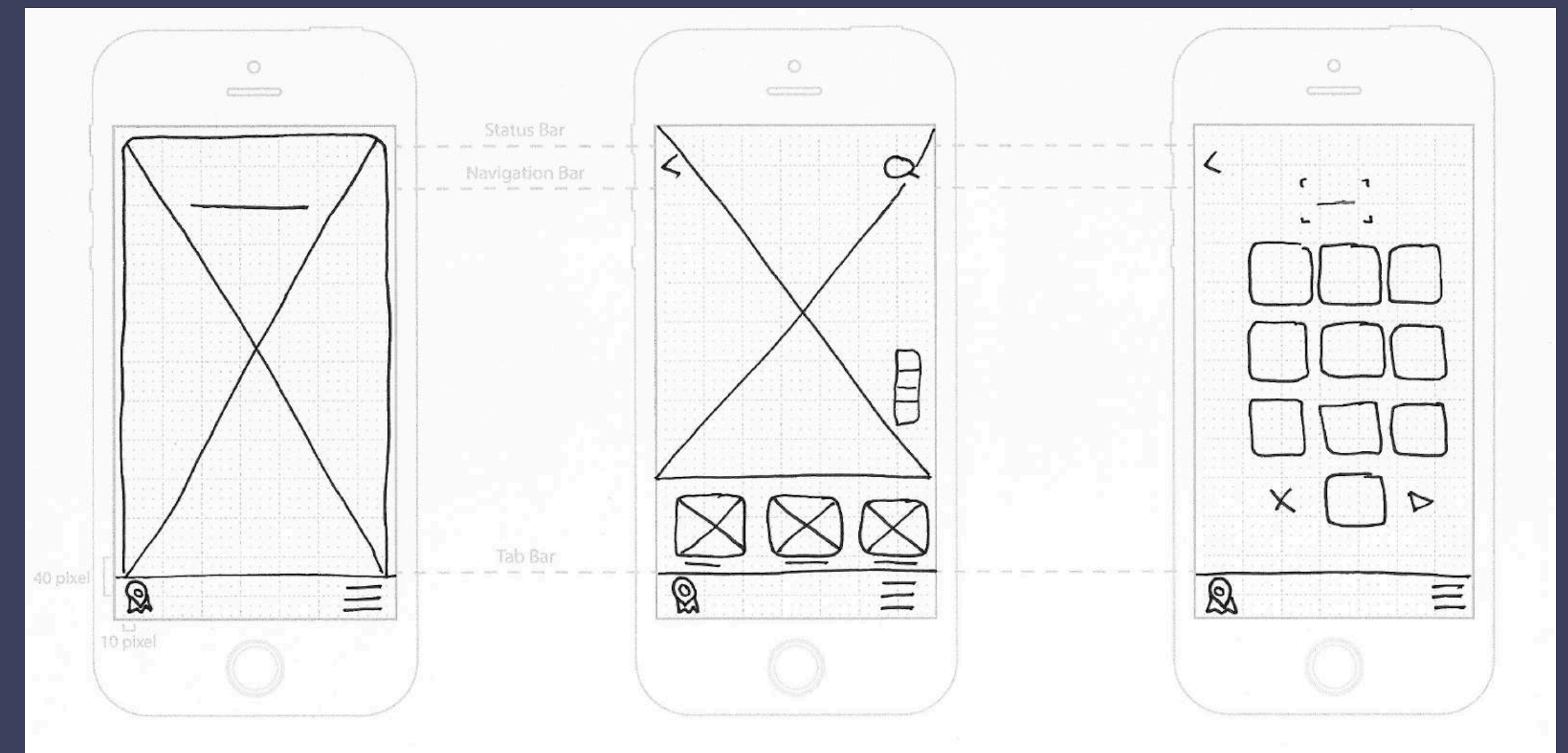
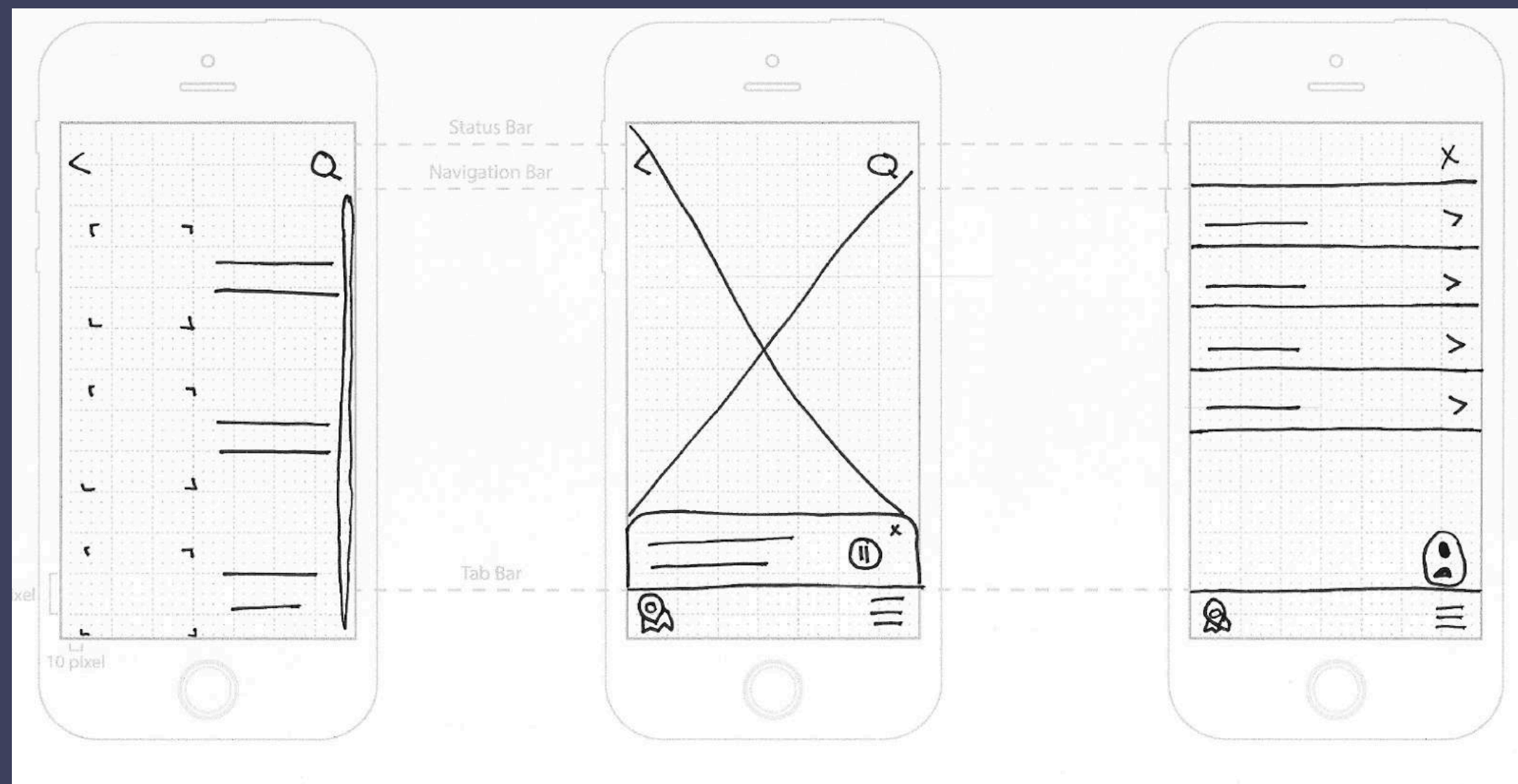
What I learned from the research phase...

- Use common search conventions to minimize confusion. i.e. Type in a number into a numerical keyboard that corresponds to an artwork.
- In addition to a search bar, use visual features like a map and a timeline for the user to 'move' around the museum's collection in time and space.
- Incorporate imagery of the artwork and location in the museum to help the user stay oriented in their search for information on a particular piece, artist, gallery room, etc.

EXPERIENCE DESIGN

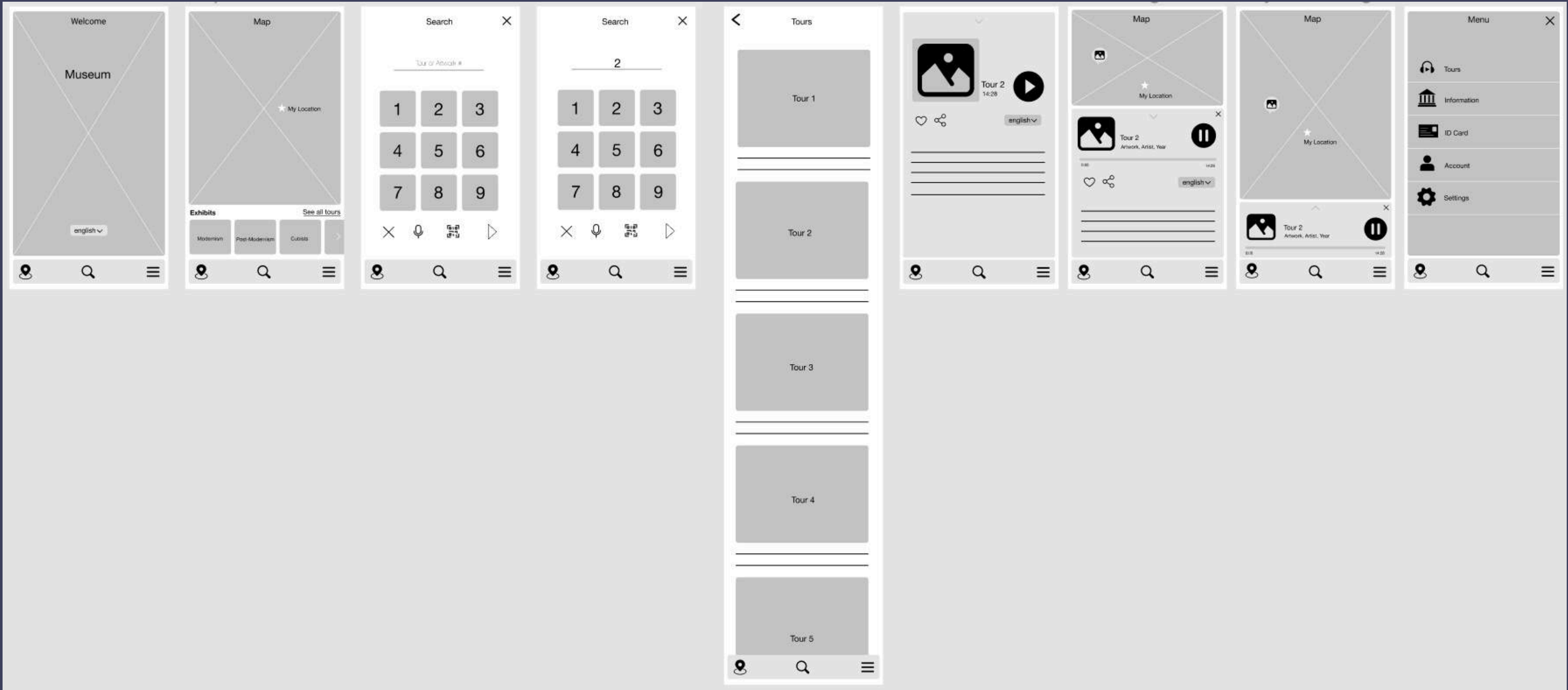
I created paper wireframes so that I could test out my initial ideas through a round of guerrilla-style testing.

Wireframes



The low-fidelity prototype demonstrates the primary user flow of picking or searching for a tour of an exhibit and playing or pausing the recording.

Low Fidelity Prototype



Usability study

Unmoderated

5 Participants

Observations

- 1. Users were confused by the homescreen
- 2. Users found the screens to be crowded with information
- 3. Users need clarity with the labels and QR functionality

Insights

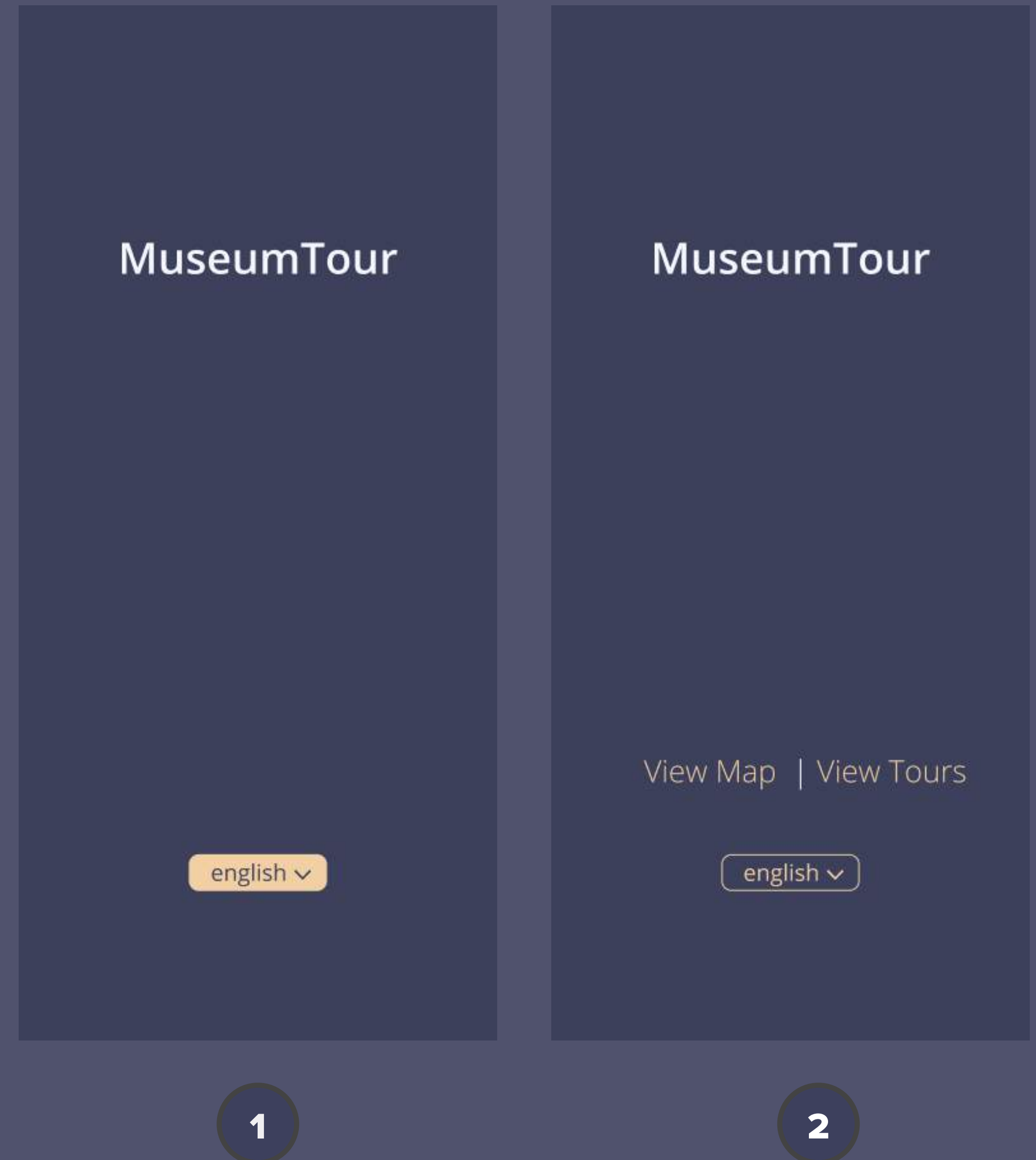
- 1. User needs more clarity or a CTA on the homescreen
- 2. Users need more clarity on the user flow to play a tour
- 3. Repositioning the layout or adding labels to the icons would allow users to more easily recognize which is which

Observations	Participant A	Participant B	Participant C	Participant D	Participant E
Sees way to selct a tour	1	1	1	1	1
Unclear how to select a tour					
Sees how to change language	1	1	1	1	1
Found the settings	1	1	1	1	1
Has trouble finding the settings	1				
Knows how to get started			1	1	1
Confused how to get started	1	1			
Suggestion to adjust sizing of the labels	1				1
The action buttons seem small	1				
Unclear how to use the QR code function	1				1
Unclear how to use the search functionalities					1
Feels the screen is crowded	1				1
Frustrated moving between screens	1				
Confusion when audio does not play	1				
Enjoyed the option to adjust language while playing the recording			1	1	
Enjoyed the layout		1	1	1	1
Speaks in a positive tone			1	1	1
Speaks in a confident tone		1	1	1	
Speaks in a confused tone	1				
Speaks in an indifferent tone		1			

EXPERIENCE DESIGN

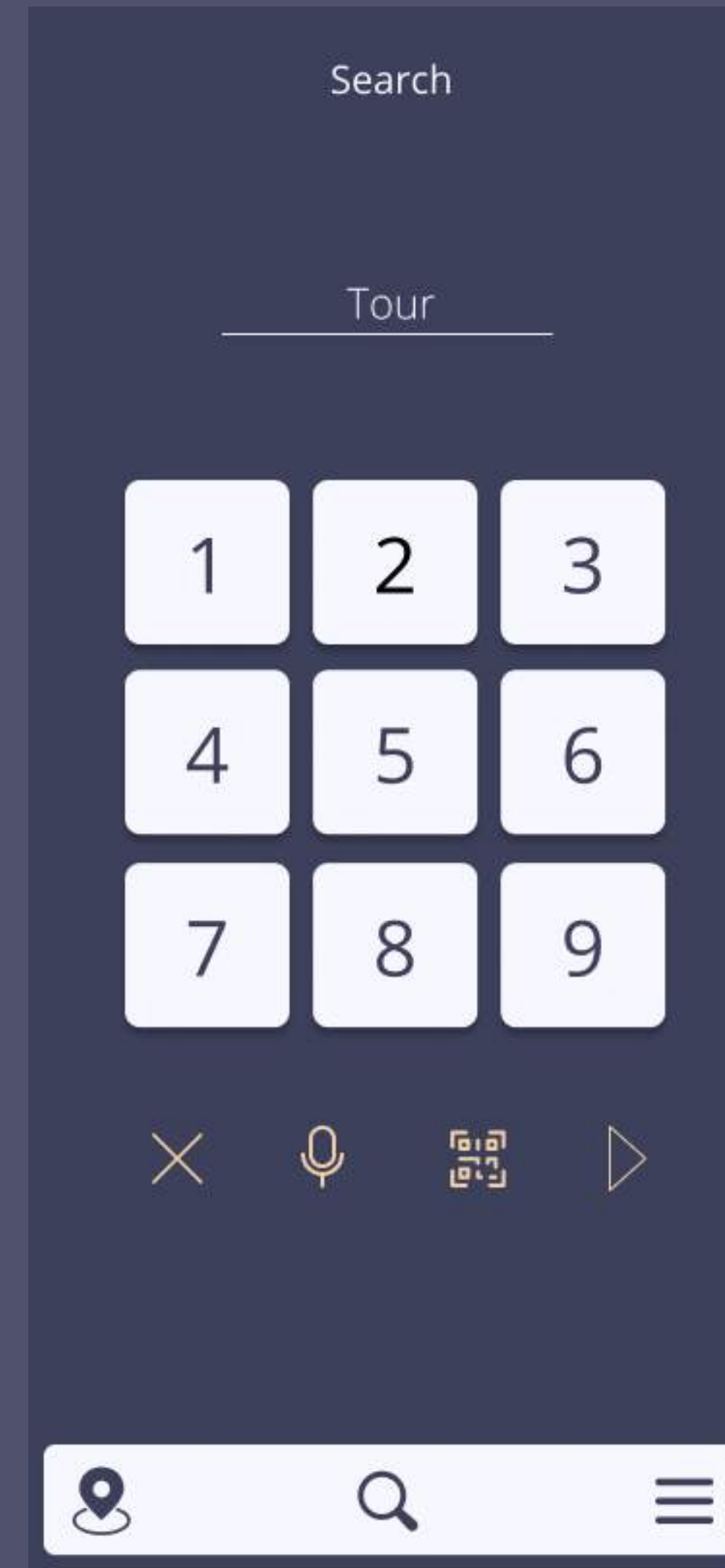
In the early designs, the welcome screen only had the option to adjust the language.

After the usability studies, I added **‘View Map’ and ‘View Tours’** to add **a call to action** to clarify the purpose of the app to the user directly from the welcome screen.



The second usability study revealed frustration with the layout of search page.

I added negative space and separated the icons to improve usability.

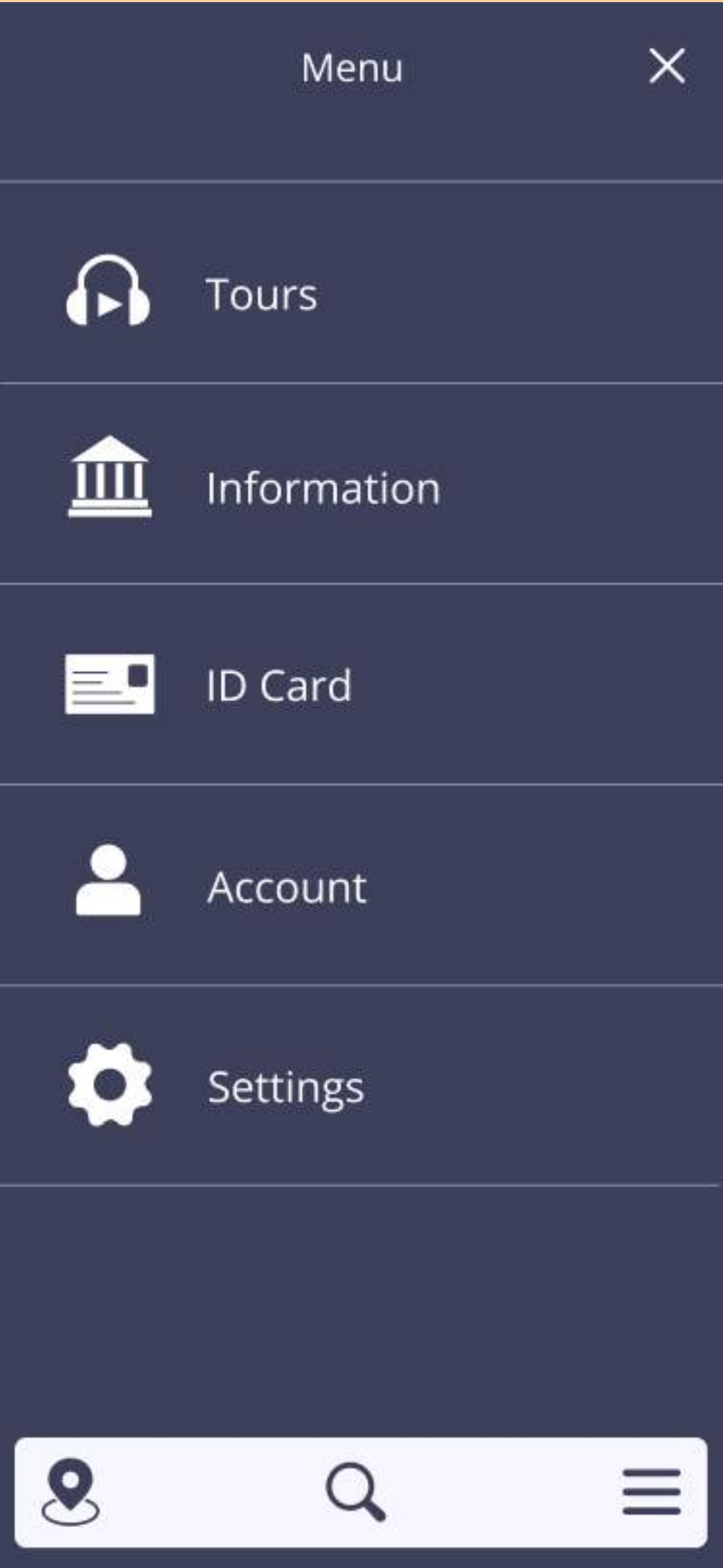
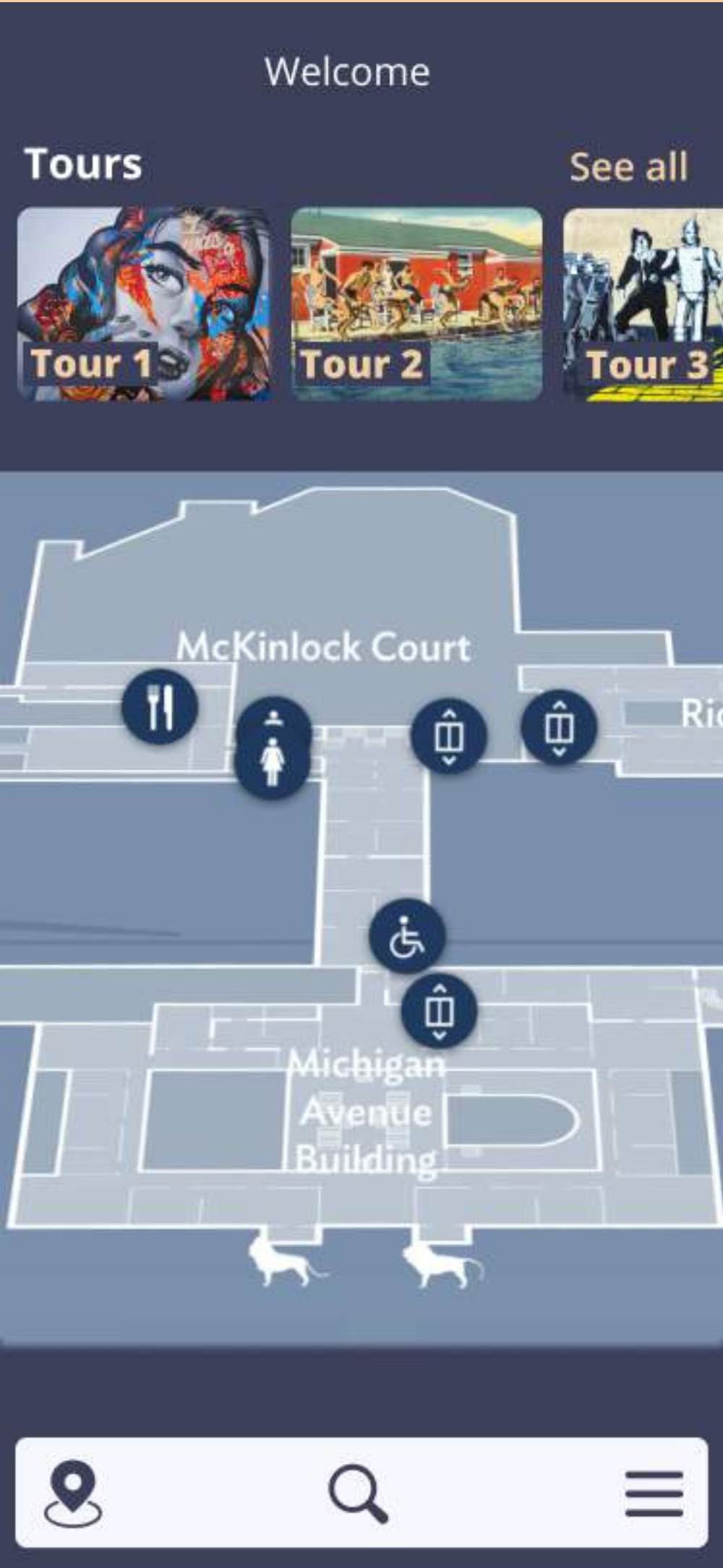


1



2

MockUps



PROTOTYPE, TEST, & ITERATE

I evaluated how I could improve the accessibility overall.

One idea was voice-activated functionality.

The map could move in real-time with the user to orient them where they are in the museum.

Icons can be resized and adjusted to help make navigation even smoother.

Features Users Would Like to See:

1

There is a QR and voice activated search feature for the user to find the tour they are looking for by voice command or scan.

2

The map moves in real time with the user to help orient them where they are in the museum.

3

The icons were created with accessibility in mind.

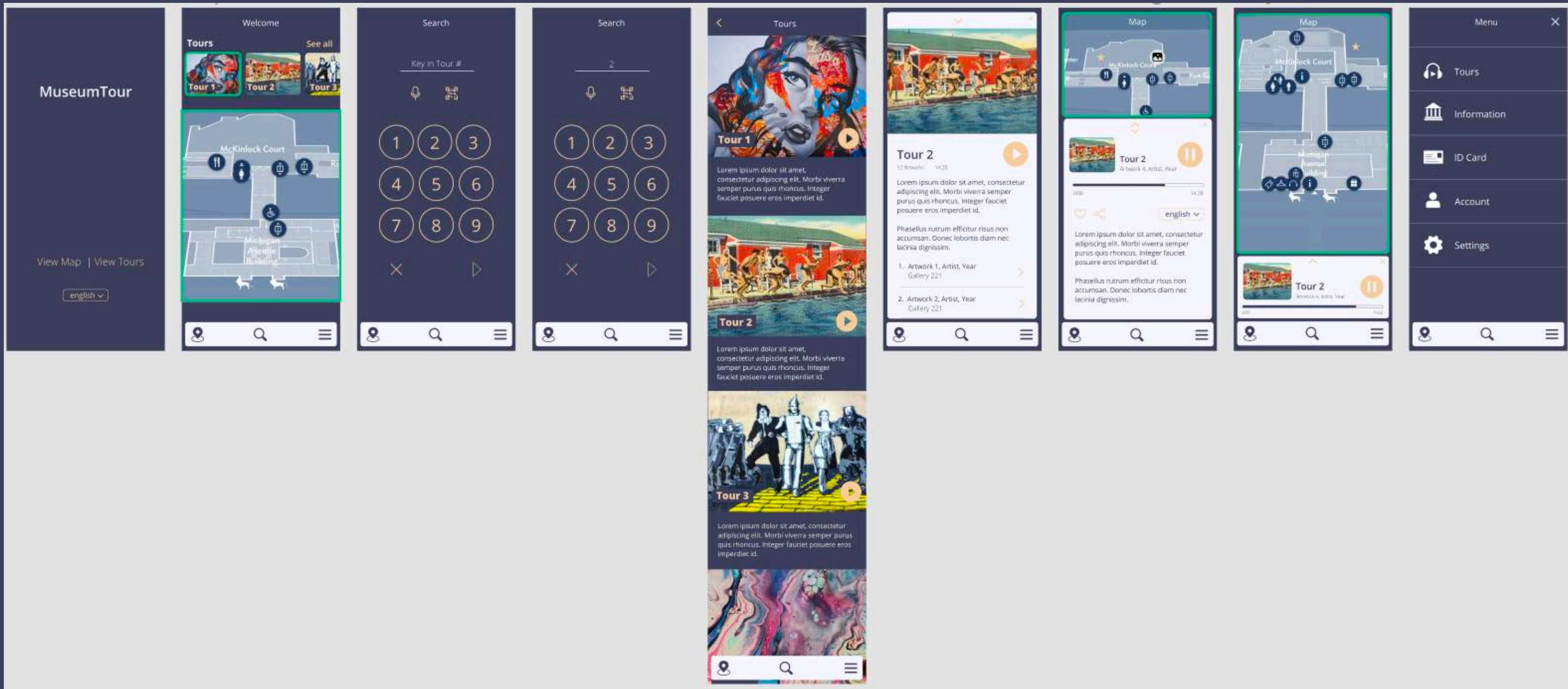
They were resized to direct visual attention to calls to action.

There are easy to identify icons to help make navigation smoother.

PROTOTYPE, TEST, & ITERATE

The final high-fidelity prototype presented a streamlined user flow for finding a tour and finding information about the museum.

Prototype



The prototype design is just the beginning.

Going forward I would...

- Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.
- Add the ability to search exhibit, artwork, and artist by name.
- Conduct research to determine which features to include next.

Professional Activities

Volunteer Activities

Ladies That UX

2016-present

I attend events virtually to meet fellow designers and acquire new skills.



The Night Ministry

2020-present

Provides housing, health care, and human connection to members of our community struggling with poverty or homelessness in Chicago.



Housing Works Project

2017-present

Provides services and resources to individuals affected by HIV, AIDS and homelessness in New York City.



THANK YOU FOR YOUR TIME!

Let's connect:

 **taylorhaigler@gmail.com**

 **617-901-9979**

I'm searching for....

A full-time, remote position with a mission-driven company.