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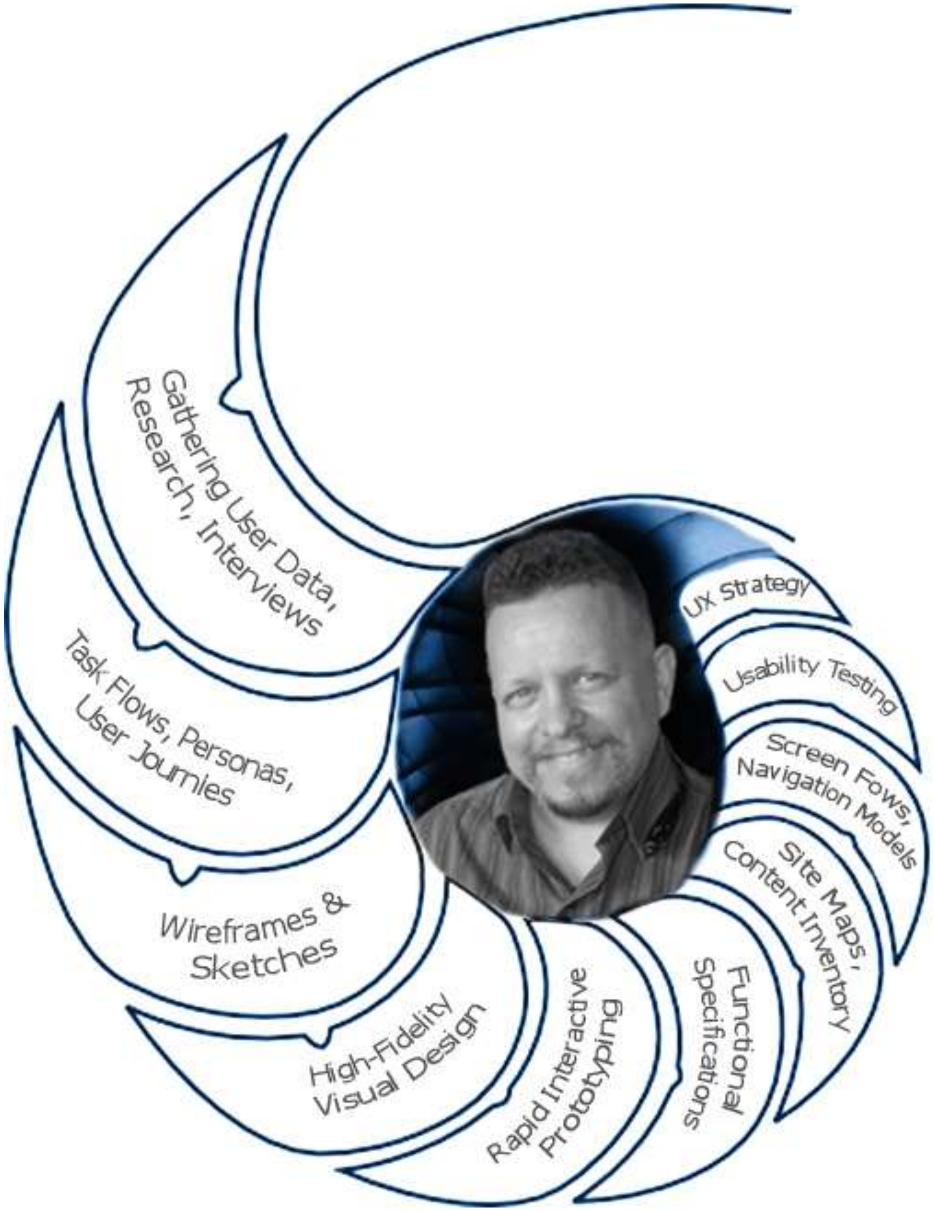
Portfolio

All work artifacts, images, and materials in this document were created by the digital behaviorist and experience designer: Darren Davenport

By Darren Davenport
Seattle Metropolitan area
Published January 2019

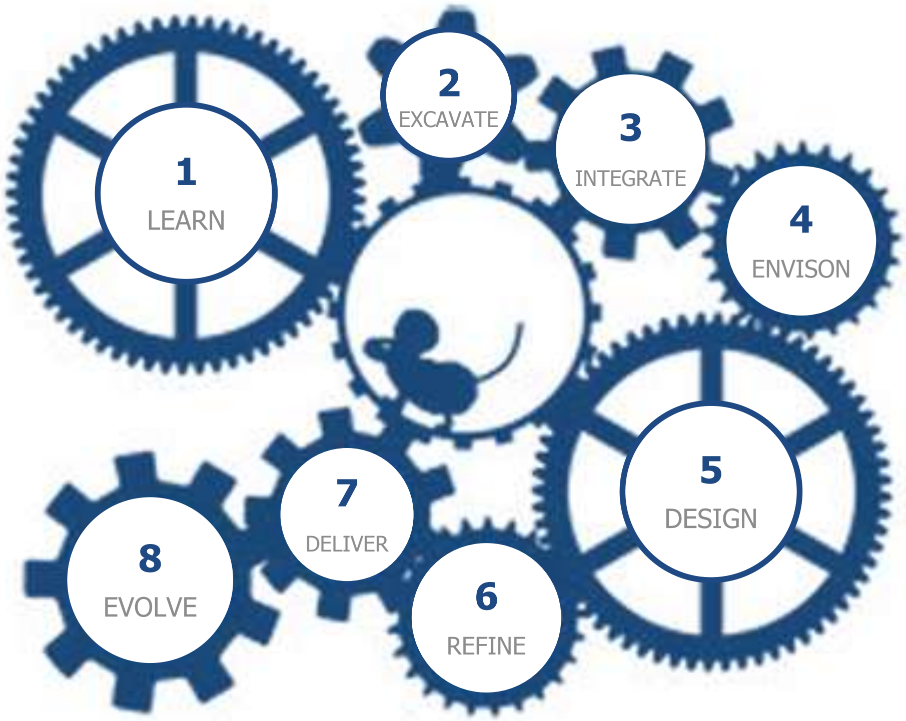


SKILLS

I have a multidisciplinary skill set that integrates creative problem solving, story telling, and behavioral psychology. I'm a critical thinker who can create designs balanced among customer needs, business constraints, and technological realities.

At its heart, my design process relies on a lifelong study of people and understanding what makes them behave as they do. This is the core User Experience design skill I possess.

MY PROCESS



Design Thinking

1 Learn. Gain knowledge of users context, technologies, conduct interviews, lead studies, and research competitive products. 2 Excavate. Uncover materials that will aid development of the design: content strategy and inventories, business rules and cases. 3 Integrate. Create user profiles, task flows, user journeys, emotion maps, mental maps, scenarios, and behavioral analysis.

4 Envision. Brainstorm, evaluate, test, and select wireframe concepts to paper prototype for further development. 5 Design. Create, test and evolve the concept wireframes into a full design solution. 6 Refine. Evaluate design solution with stakeholders to obtain feedback and conduct more usability testing on interactive prototypes.

Lean UX

7 Deliver. Complete design with build specifications, run sprints, monitor project and produce launch candidate. 8 Evolve. Collect feedback, generate new experiments, test new ideas, maintain and update the user experience accordingly.

MY PROCESS - Continued

The goal of my User Experience design process is to find the insights, the patterns, and the nuances of behavior and design decisions that aren't always evident in requirements document, specifications or wireframes.

I accomplish this by utilizing a **goal directed design** methodology to:

1. understand the business reality, setting, needs, and revenue model.
2. discover the customer's needs, motivations and what they desire.
3. develop a digital solution tailored to both the customers and the business.

My design process ensures the exploration of the user behavior, design problems, and usefulness of a product which ultimately leads to the artifacts found in the following pages of this document. This process is not locked into any software tools-of-the-trade (*which I easily learn*) as they often change with technological advances. Therefore, I will not comment on the tools used to make the artifacts in this portfolio.

At its heart, my process relies on my lifelong study of people and desire to understand what makes them behave as they do. The artifacts presented in my portfolio are one of two things: either an artifact to communicate or crystallize hours, days, or weeks of research and study or a finished product.

Much of my strategy work is confidential and protected by intellectual property and non-disclosure agreements. But the sample representations found here demonstrate how I work and what I produce. Hopefully they will convince you and your company to consider me for your team.

Artifacts represented in this portfolio...

CASE STUDY

1. Connecting Point NW
2. Russell Investments
3. Additional Artifacts

TYPES OF DESIGN ARTIFACTS SHOWN

- Personas
- Empathy Maps
- User Journey Maps
- Scenario Maps
- Behavior Maps
- Paper Prototypes
- Wireframes & Sketches
- Mobile Wireframes
- High Fidelity Mockups
- Interaction Designs
- UI Specifications
- Redline Specifications
- Content Strategy
- Content Flows
- Navigation Design
- Competitive Research
- Process / Task Flows
- Production Timelines

1 Connecting Point NW

Date: IN PROCESS – Release Date est. Early 2019
Platform: Desktop, iPad, and Smartphone

CHALLENGE

Develop an end-to-end client experience to support "The Boys From The Projects (book) and drive sales from social media thru the Amazon portal. This is the clients first foray into self publishing.

WHAT I DID

- Designed brand identity
- Stakeholder interviews
- Established key audiences
- Conducted competitive research
- Created personas, scenarios & user journeys
- Developed empathy maps and mood boards
- Content strategy & visual design
- Created wireframes: Sketch thru high fidelity
- Spearheaded customer experience design
- Developed low-fidelity wireframe prototypes
- Gorilla usability testing
- Graphic design for all marketing materials
- Developed SEO taxonomy
- Created social media presence.

  (Facebook, Instagram, Pinterest)

SETTING, GOALS, AND OBJECTIVE

SITE URL: TheBoysFromTheProjects.com

SOCIAL URL: https://www.facebook.com/theboysfromtheprojects
Instagram TBD – Post launch
Pinterest TBD – Post launch

AMAZON URL: **TBD** – Post launch

OWNER: Connecting Point Northwest

WHAT IS "THE BOYS FROM THE PROJECTS"?

"The Boys From The Projects" is a new book by author Ronald Thompson. His book is due to launch in the early winter of 2019.

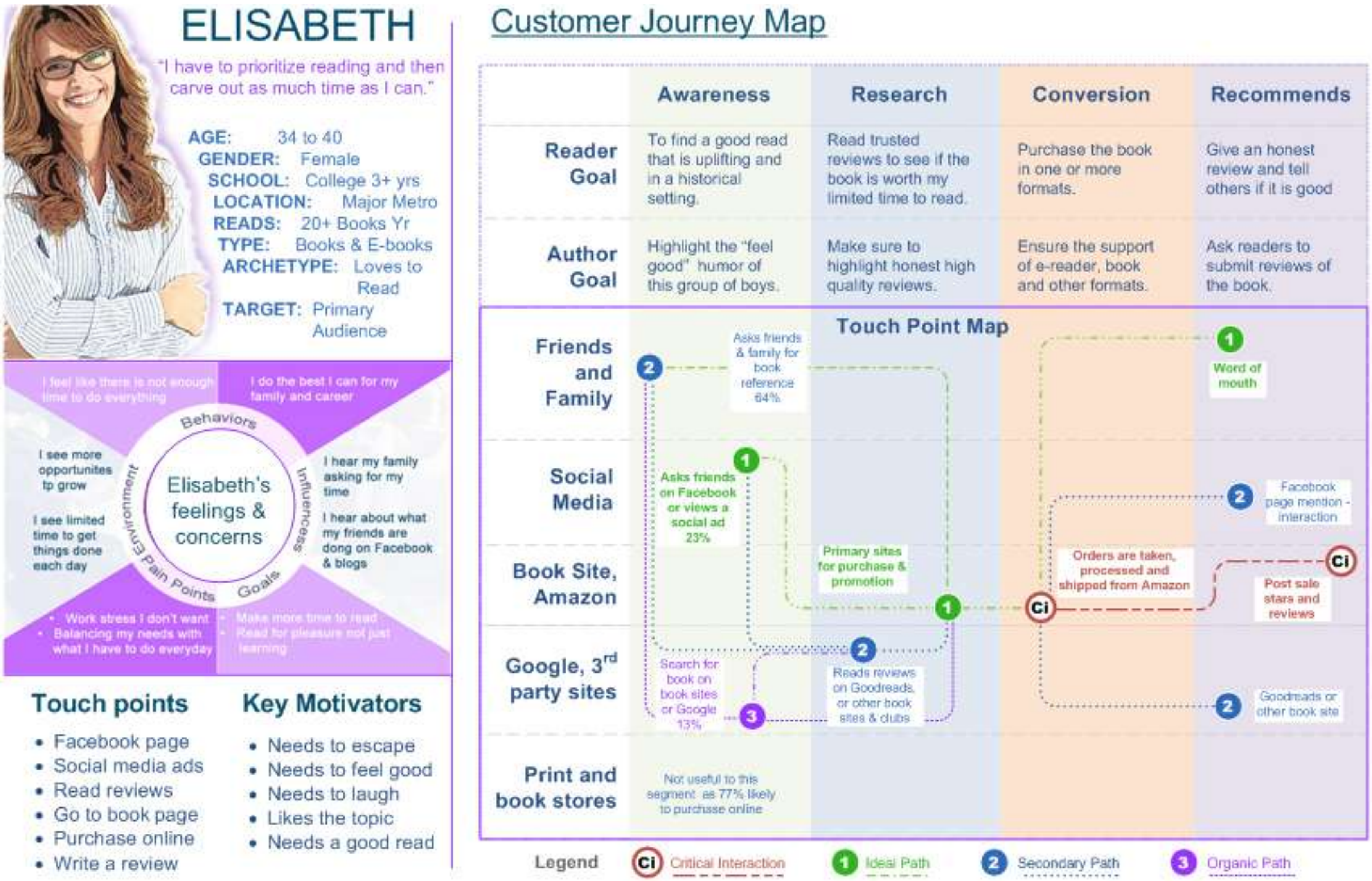
WHAT ARE THE GOALS OF THE CLIENT EXPERIENCE?

This is an end-to-end experience design to promote the book and drive sales from social media and contacts thru the Amazon portal.

WHO ARE THE CUSTOMERS?

Primary audience: Men and Women who are avid readers of historical nonfiction
Secondary audience: Occasional readers who like to read "over-comer" stories

The UX strategy includes the why, what, how, and who of a project, these details provide its structure and demonstrate its progress and evolution. First, I identify business goals; then I identify usability goals to develop the UX vision and strategy



The easiest way to understand behavior is through scenarios, identifying a users goals and needs helps me understand how a user will "flow" thru the experience. This user journey highlights the touch points necessary to purchase the book and leave a review.

1 - Persona #1

Case Study – Connecting Point NW

I use a persona to represent a cluster of people who exhibit similar behavioral patterns in their purchasing decisions, demographics, use of technology or products, customer service preferences, lifestyle choices, and so forth.

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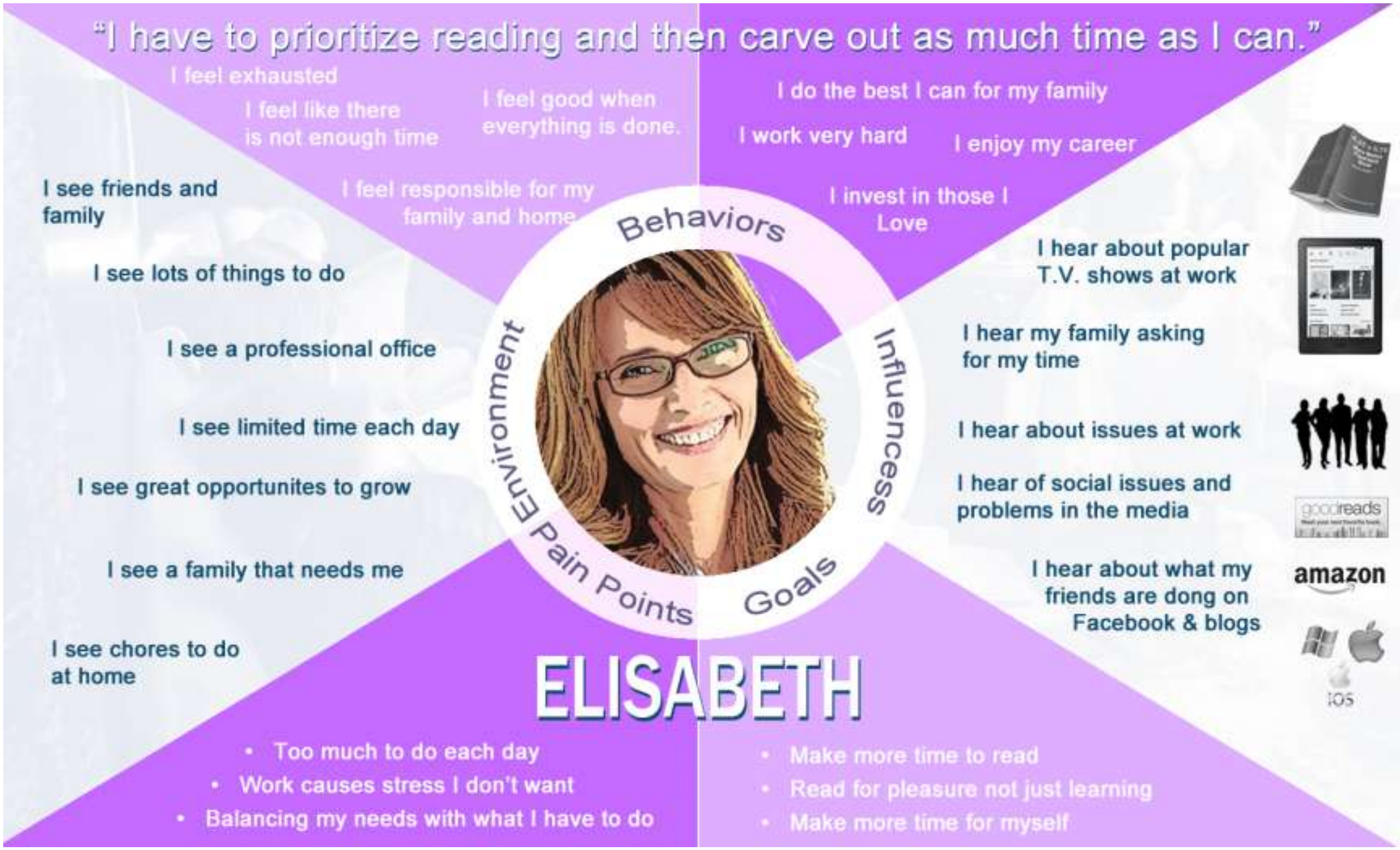
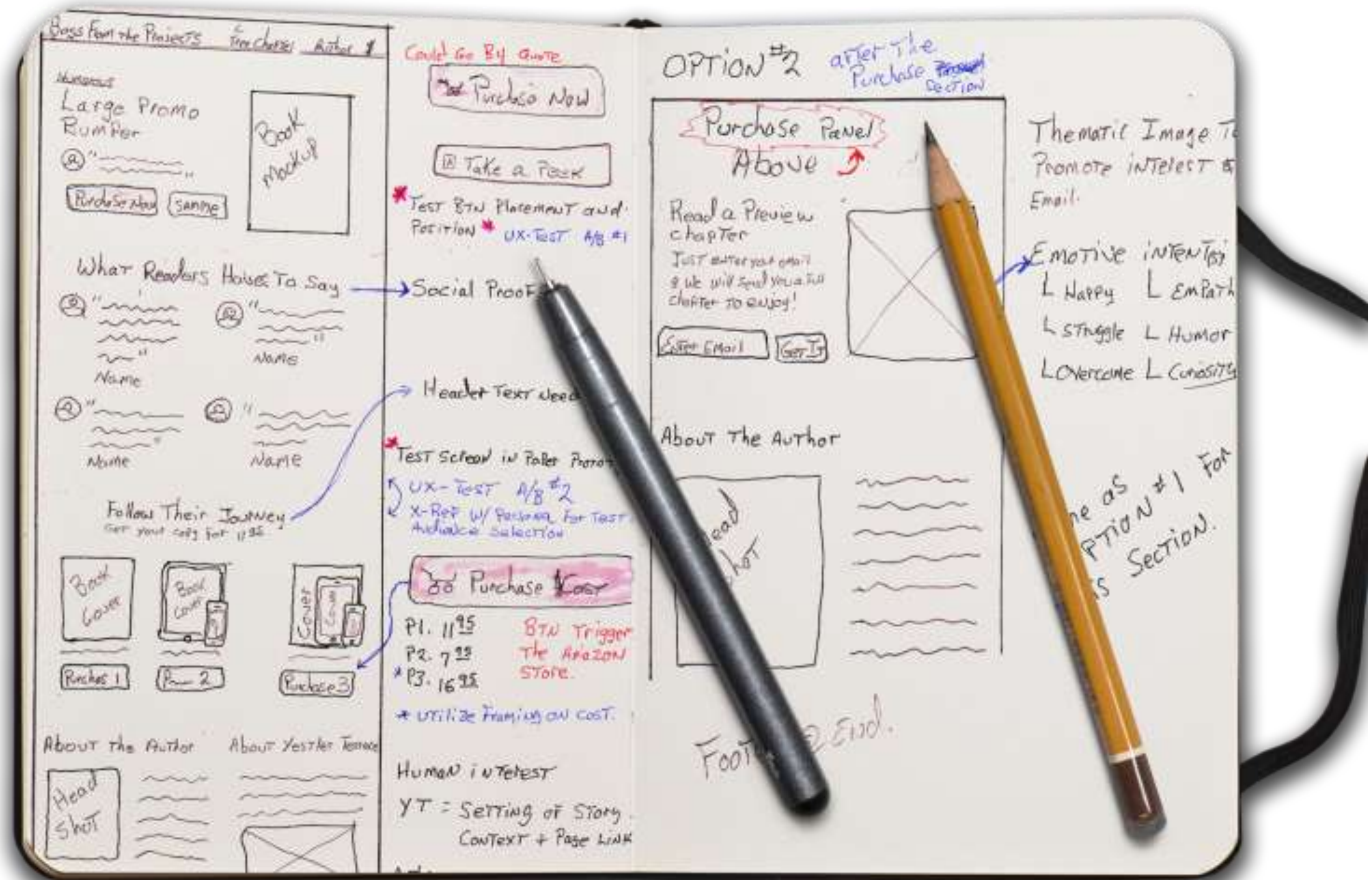


1 - Empathy Map

Case Study – Connecting Point NW

I create my personas and empathy maps from observations, UX research and stakeholder interviews. I always include social and demographic characteristics, values, needs, desires, goals, habits, expertise, cultural background and motivations.



1 - Sketches

Case Study – Connecting Point NW

A paper prototype that is sketchy and incomplete, usually in order to quickly produce and test broad concepts. This allows me to sketch out possible solutions to test at an early stage of ideation based on the interviews and resulting personas.

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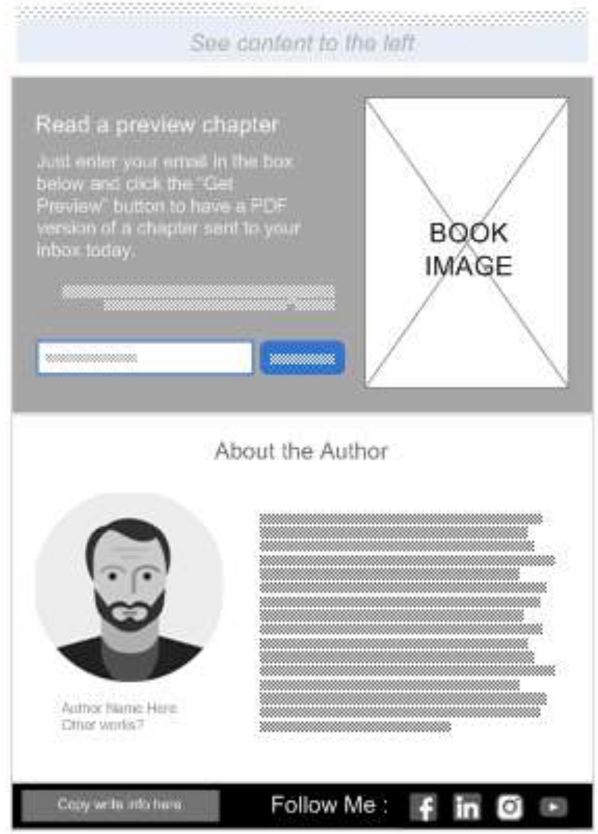
Parallax Section Design



1 - Lo/Fi Wireframes

Case Study – Connecting Point NW

I build Lo-Fi wireframe prototypes as the first step in creating screens; I also use them for user testing and as a reference point for functional specifications while serving to communicate the functionality I am going to build with stakeholders.

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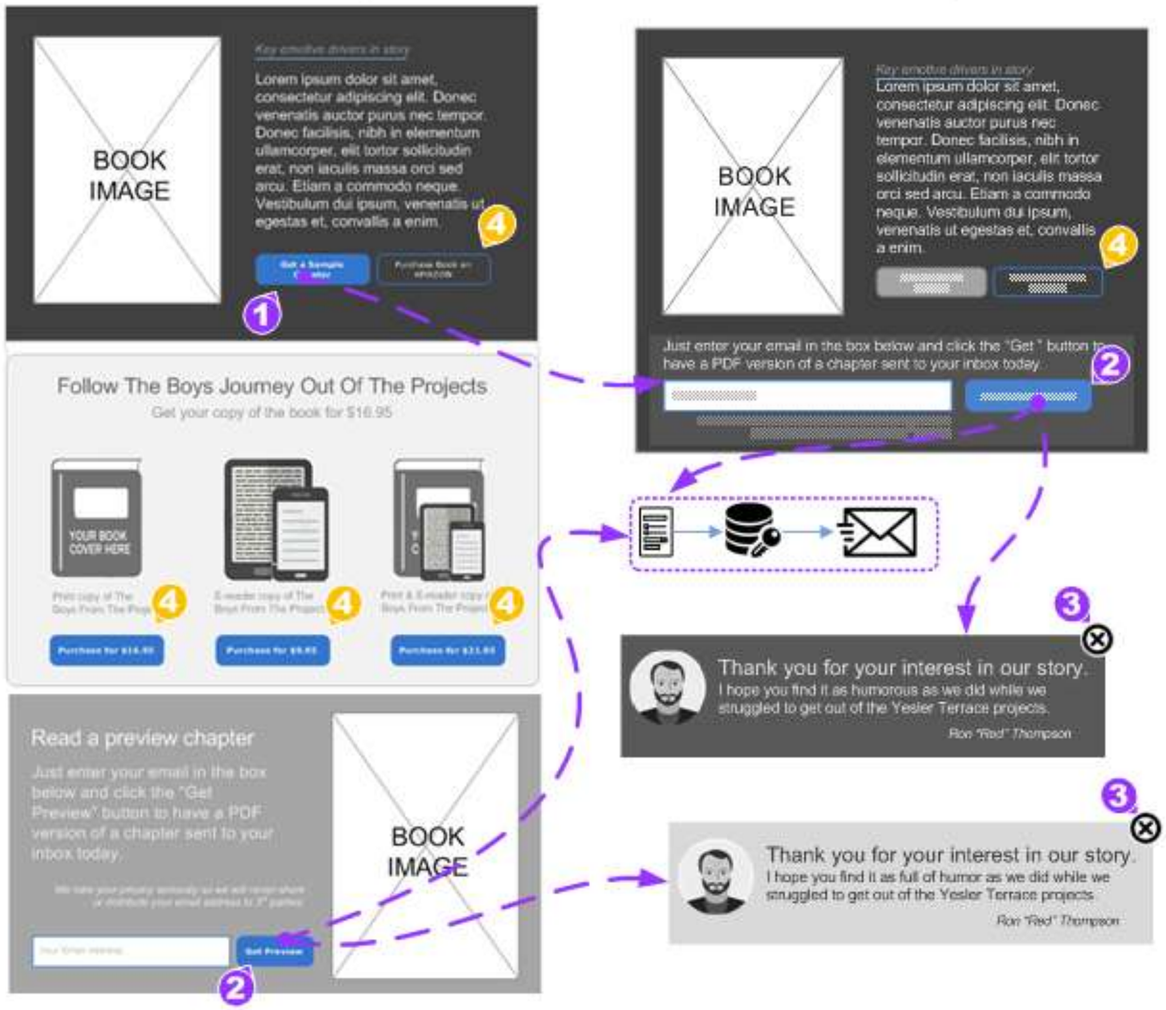
Interaction "Click / Tap"

Resultant Change



1. **On click:** An inlay is spawned via JS to expose an entry form as we have later on. These forms utilize the same submission routine.

2. **On click:** Several actions happen. Only one of them is visible to the user and changes the interface.

   2i On Submit

   A. The email address is sent to the DB and logged for later.

   B. The email system is triggered to send an email with a link to the "Sample Chapter" document.

   C. An inlay is spawned replacing the form with a message from Ron. **GOAL:** Show that the author is one of the characters in the book. This is to make the connection with the story more "personable."

3. **On click:** The inlay is closed thus restoring the state of the interface to the original state. The button for the sample chapter will be gray as it has been used.

4. **On click:** This links to an ***external page*** and opens a new browser window for AMAZON. This link will pre-fill submission and add the product to the order.

   4i At Amazon

   A. Default screen is the book option' order window for fulfillment.

   B. If link for an option is selected, it will pre-fill the order form for that cost option from the book page.

1 - Interaction Design

Case Study – Connecting Point NW

To ensure that the customer experience is positive, I map our the key interactions for the interface. This allows me to focus on "micro-interactions" and bring "delight" to the client experience.

Parallax Experience Design

Parallax Experience Design by Screen

1 - High Fidelity Design

Case Study – Connecting Point NW

As a UX/UI designer, I'm typically responsible for creating a cohesive style guide and ensuring that a consistent design language is utilized. I also maintain consistency in visual elements and produce high-quality visual designs from concept to implementation.

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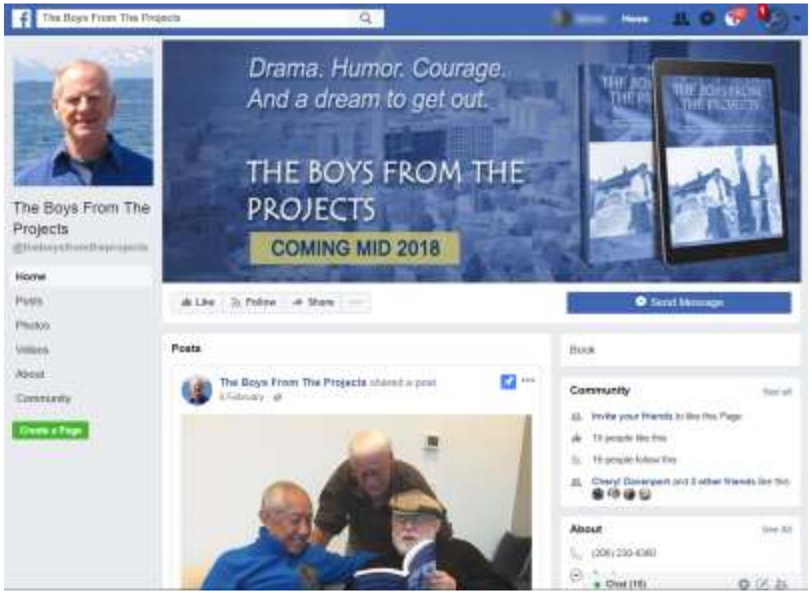

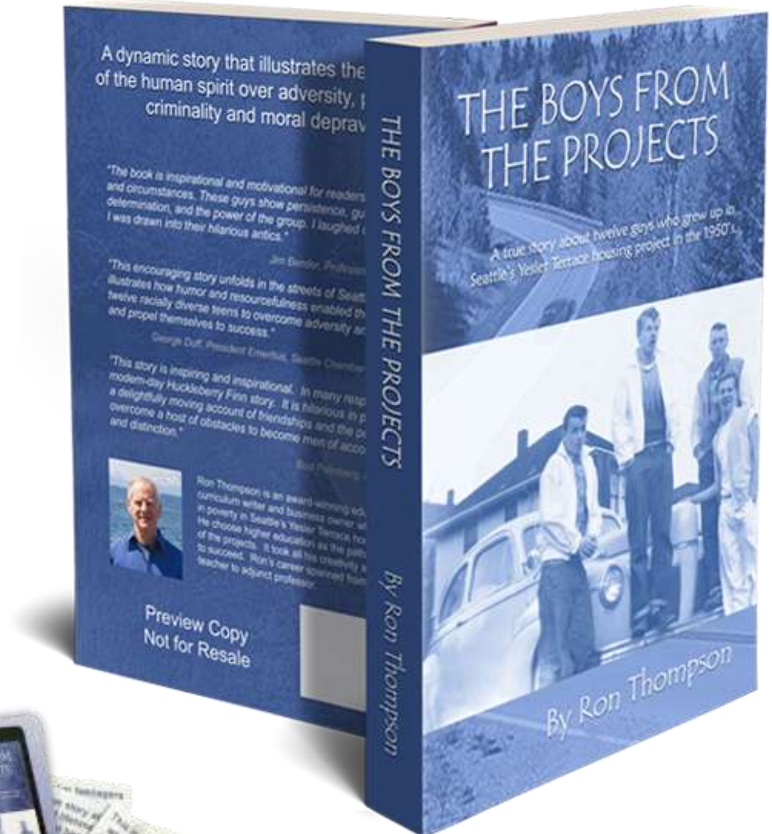

1 - Unified Experience

Case Study – Connecting Point NW

Beyond the digital space, I also maintain a design style among visual elements that are used in social media, book covers, and marketing materials. This ensures consistency in the overall client experience and brand.

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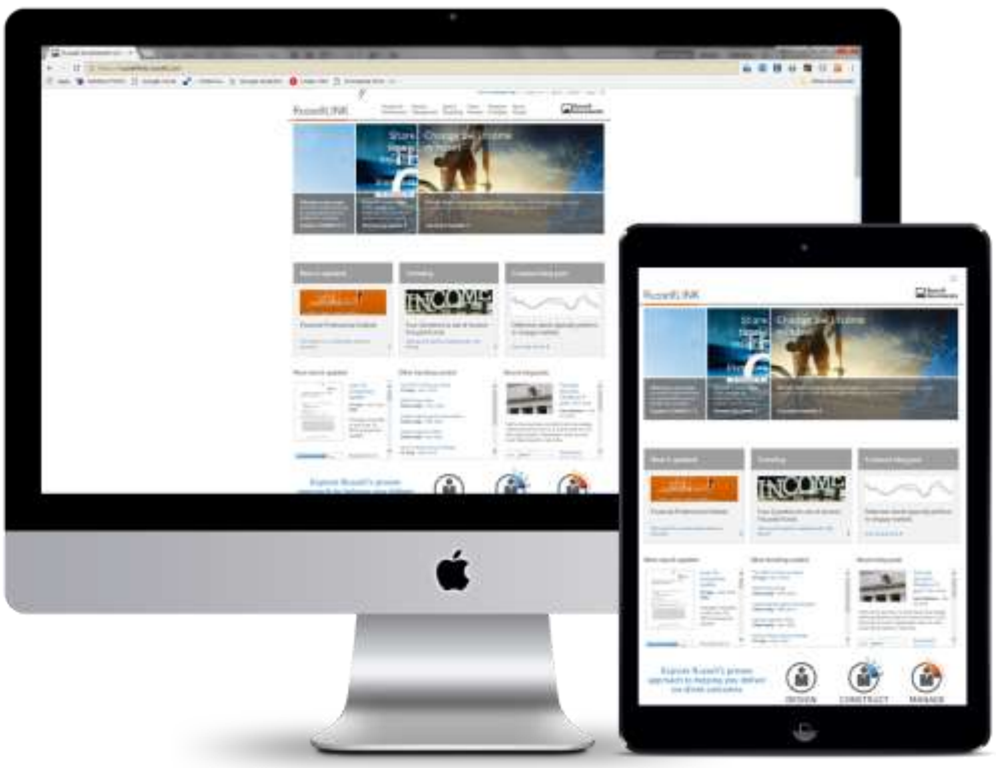


2 RussellLINK

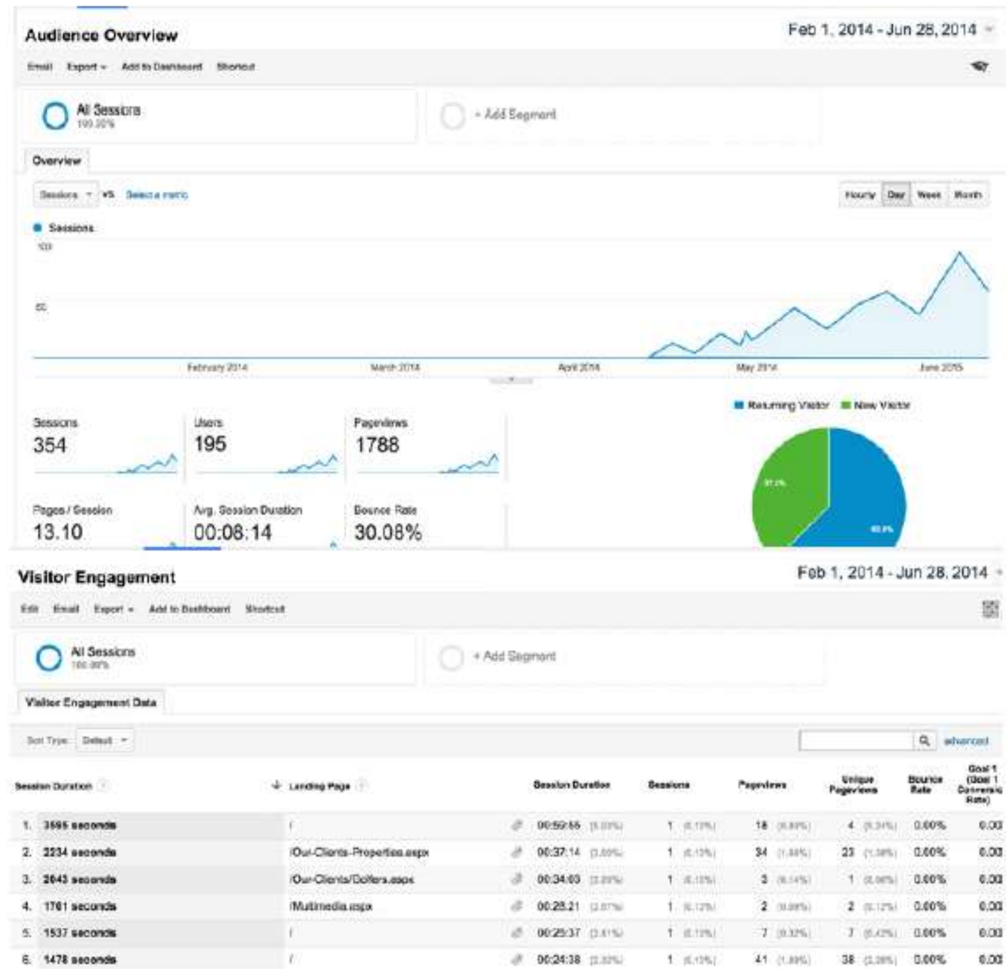
Date: January 2016
Platform: Desktop & iPad

CHALLENGE

Redesign an aging CMS driven enterprise website without negatively impacting the current user base while preserving credible, trustworthy and reliable content that provides resources for users and develops Russell's client base.

WHAT I DID

- Stakeholder interviews
- Established key audiences
- Conducted competitive research
- Created technical & info graphic personas
- Developed empathy maps
- Content strategy & visual design
- Restructured current IA pathing
- High-fidelity iterative design
- Developed low-fidelity prototypes
- Gorilla & formal usability testing
- Designed site manager dashboards
- Created site maintenance process flows



ACCOMPLISHMENTS

- 8% traffic increase to product pages in the first quarter indicates a successful repositioning of content
- 4% decline in site traffic during the first quarter in time of great business uncertainty
- Google analytics and click tracking indicates enhanced IA has removed one level in content path
- Low overall bounce rate & healthy average time on site indicates no harm done to existing user base and preservation of new visitor retention
- 27% increase in product page click thru rates

Without credible UX success measurements, we all risk not being able to quantify our success. We are unable to align our efforts to an organization's business objectives and desired outcomes without genuine measurements.

SETTING GOALS AND OBJECTIVE

SITE URL: RussellLINK.com – (pwd protected)

SITE OWNER: Russell Investments

WHAT IS THE WEBSITE ABOUT?

RussellLINK is a corporate B2B content website showcasing products, services, practice management and the business history as a market leader in mutual funds with 72 years of experience managing the best actively managed mutual funds.

WHAT ARE THE GOALS OF THE WEBSITE?

The Goal of the website is to provide credible, trustworthy and reliable content that provides resources for financial professionals and develop Russell's client base.

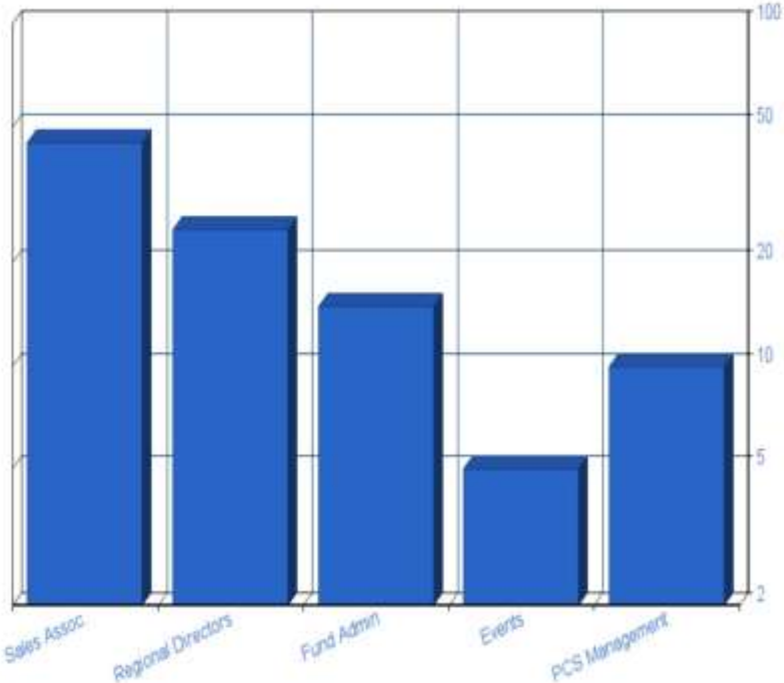
WHO ARE THE USERS OF THE SITE

Primary audience: Financial Professionals and their staff

Secondary audience: Russell sales associates

Clear objectives are the focusing lens for use throughout the design process. They spring from the client company's overall business strategy, allowing the goals to remain on point with the strategic initiatives within the company.

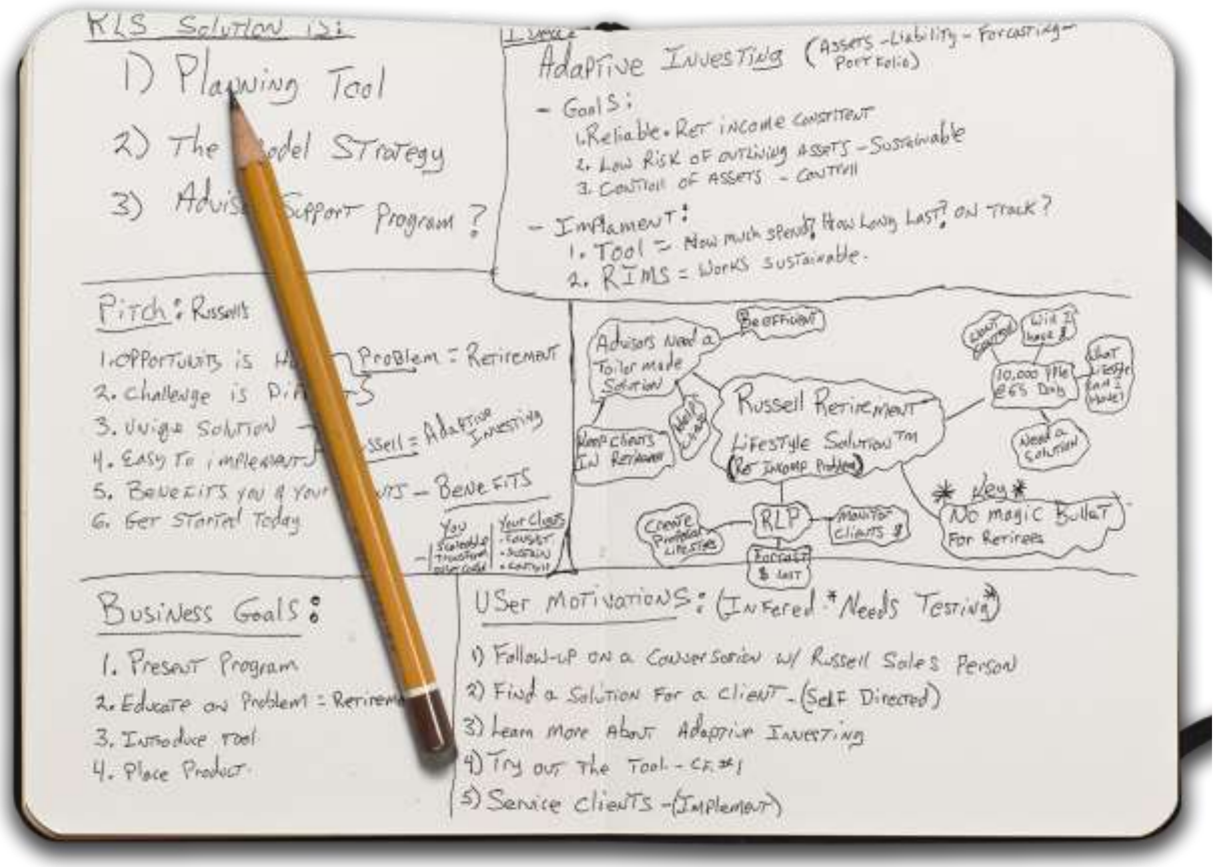
Stakeholder Interview Matrix



Stakeholder interviews

Sales Associates	45%
Regional Directors	25%
Fund Administration	15%
PCS Management	15%
Events Team	05%

Subset: Interview Notes for RLP Content Section



2 -Interviews

Case Study – Russell Investments

Interviewing the stakeholders helps me identify the right audience for the product and characteristics of study participants. By discovering who the product is for, we can utilize customer behaviors to build the success your business and digital products.

2 - Persona & Empathy

Case Study – Russell Investments

I create my personas and empathy maps from observations, UX research and stakeholder interviews. I always include social and demographic characteristics, values, needs, desires, goals, habits, expertise, cultural background and motivations.

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Persona Infographic for Sales Organization

2 - Persona Infographic

Case Study – Russell Investments

I distill the personas, empathy maps user journeys and other ethnographic data into a more generally consumable "Persona Inforgraphic." The primary audiences are stakeholders, marketers, sales support, general staff and management.

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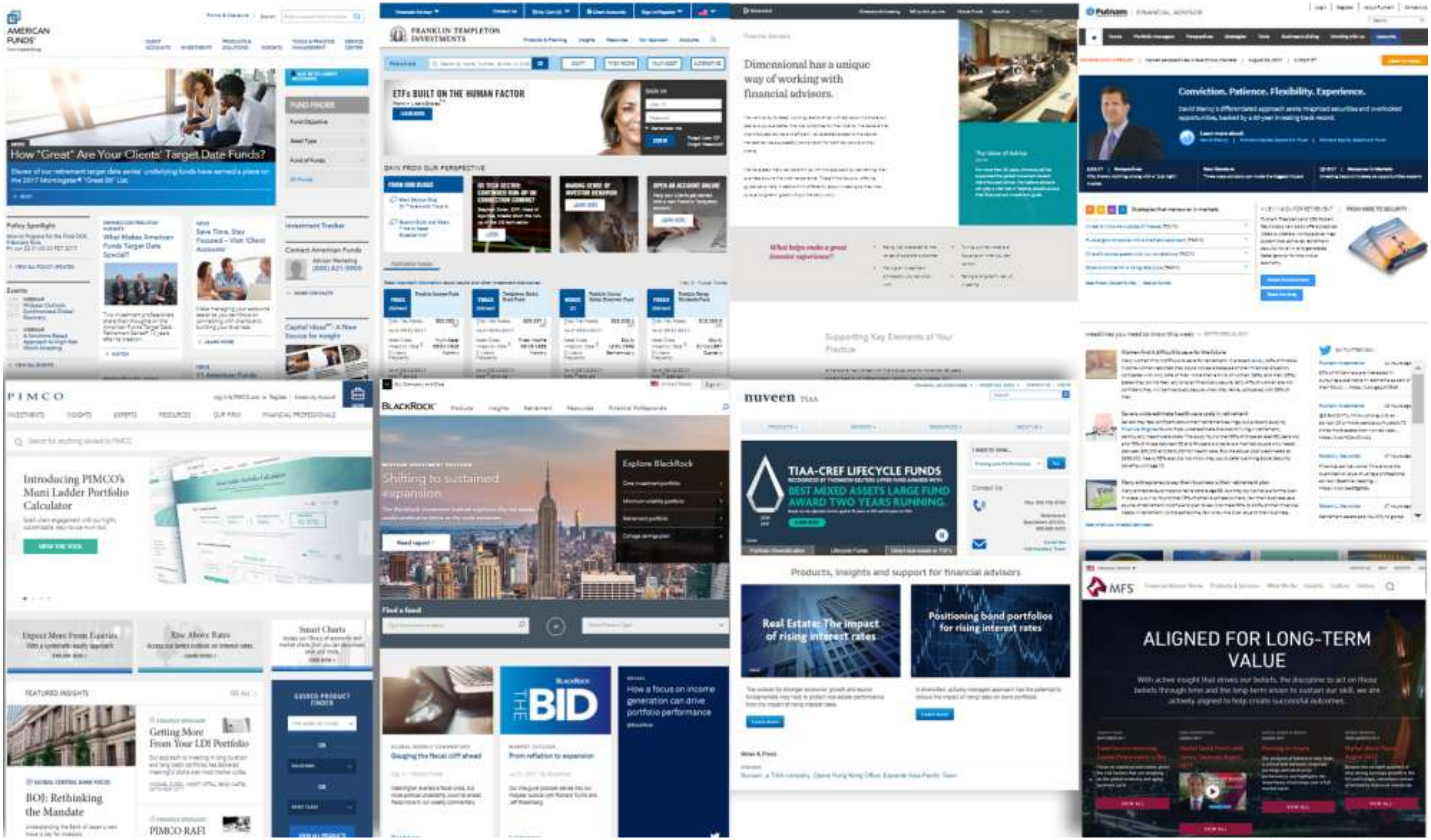
Largest Competitors = Russell Targets

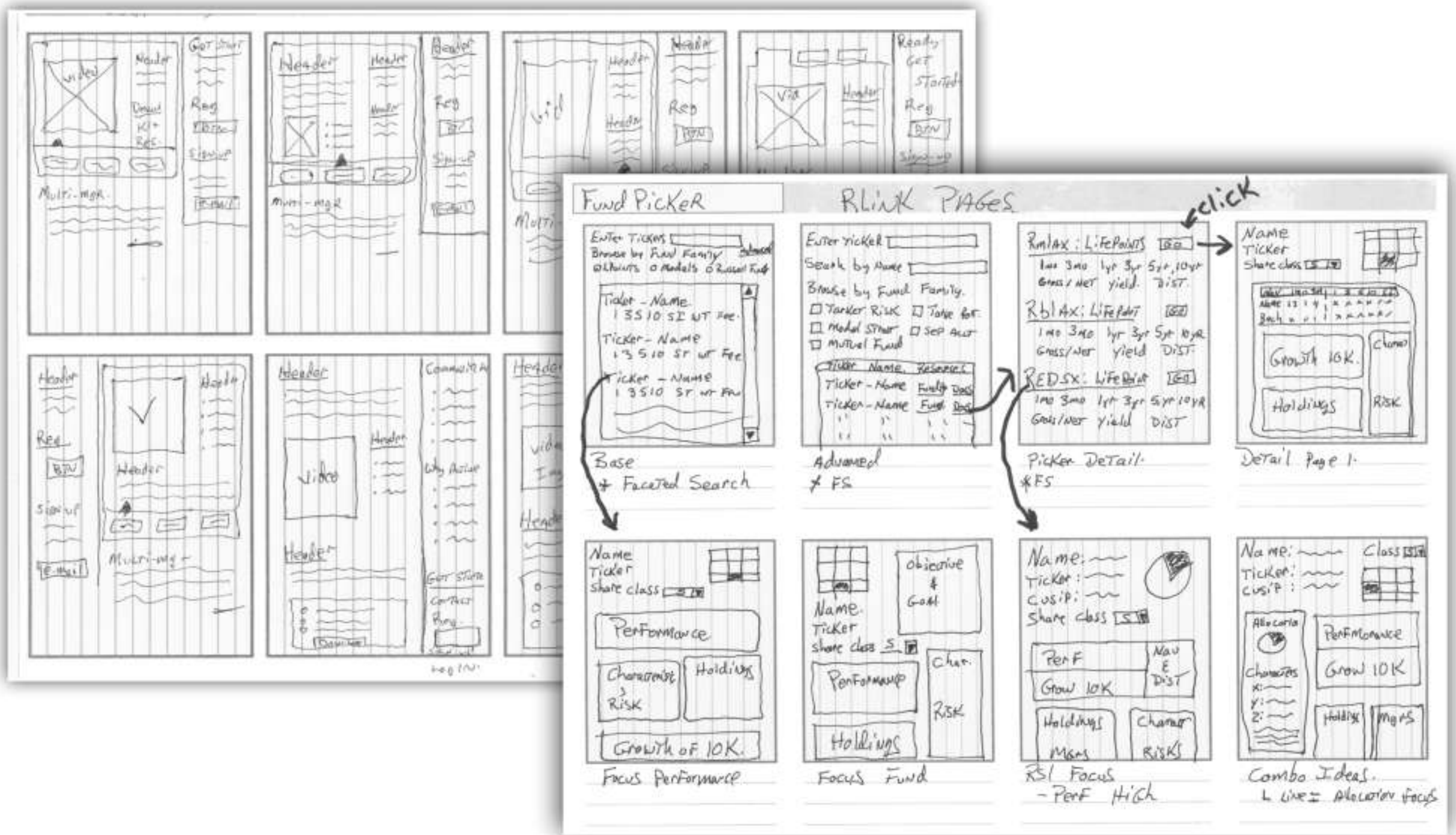


2 - Competitive Research

Case Study – Russell Investments

As I review a firm's content and compare it against its digital ecosystem, we will identify and capitalize on gaps and take advantage of trends in your market. This research helps me know what your market looks like.

Paper Prototypes for Solution Design & UI Flow



2 - Low-Fi Wireframes

Case Study – Russell Investments

I then use low-fidelity paper prototypes for an early validation of the product approach saving time and making sure I'm not producing wasteful design work. I can easily and efficiently make changes while including users feedback based on further research.

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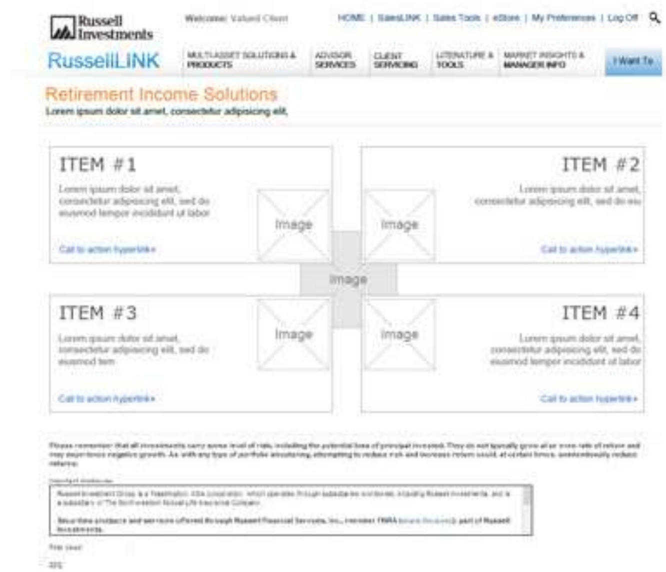
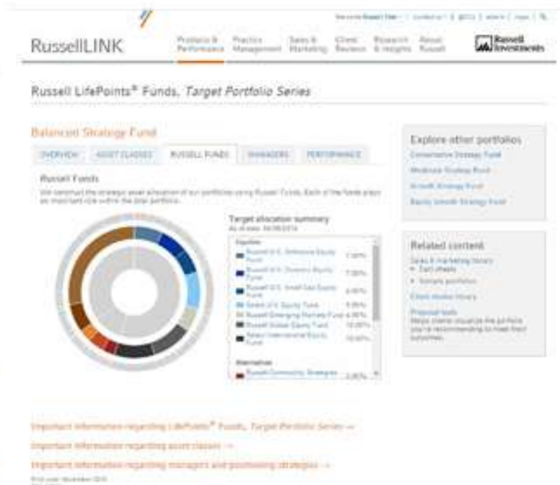
Content logic and various fidelity levels of wireframes for selected content pages





2 - Section Wireframes

Case Study – Russell Investments

A wireframe specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors, it allows you to determine the information hierarchy of the design while making it easier to plan out the user experience.

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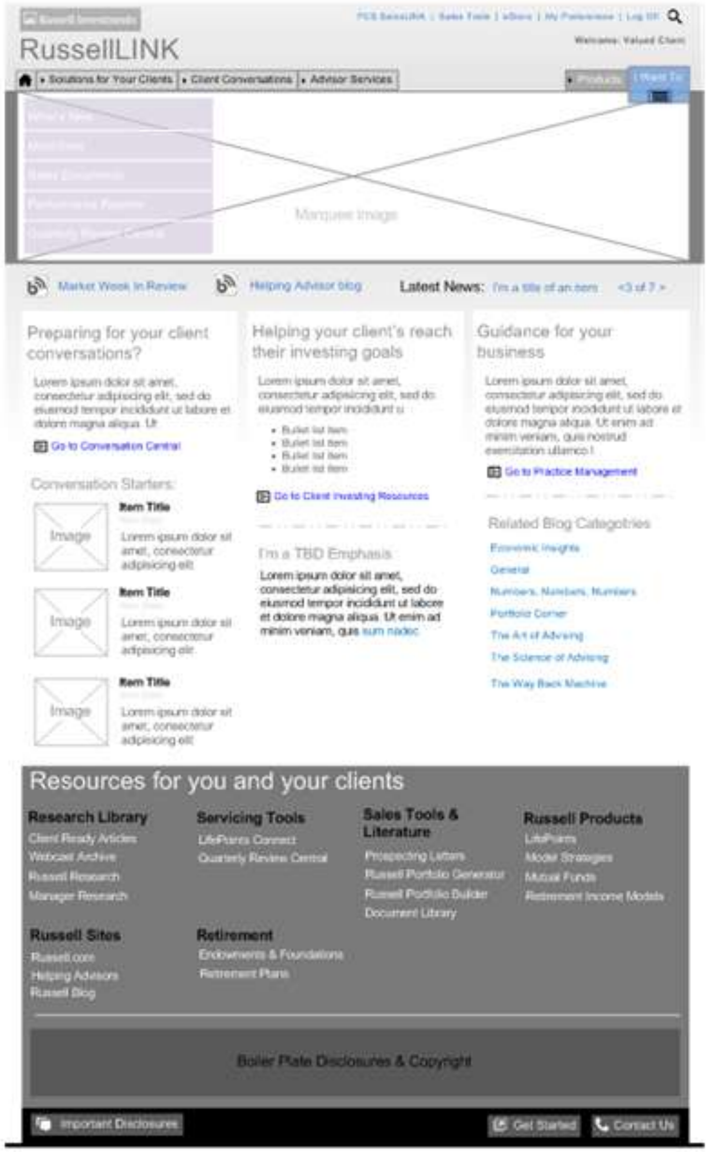
Homepage Responsive Design Wireframe
Medium-Fidelity



High-Fidelity Designs for Iterative Testing

2 - Creating Wireframes

Case Study – Russell Investments

I build mid to high fidelity wireframes with fully annotated diagrams as a basis to begin creating screens; I also use them for iterative user testing and as reference points for functional specifications.

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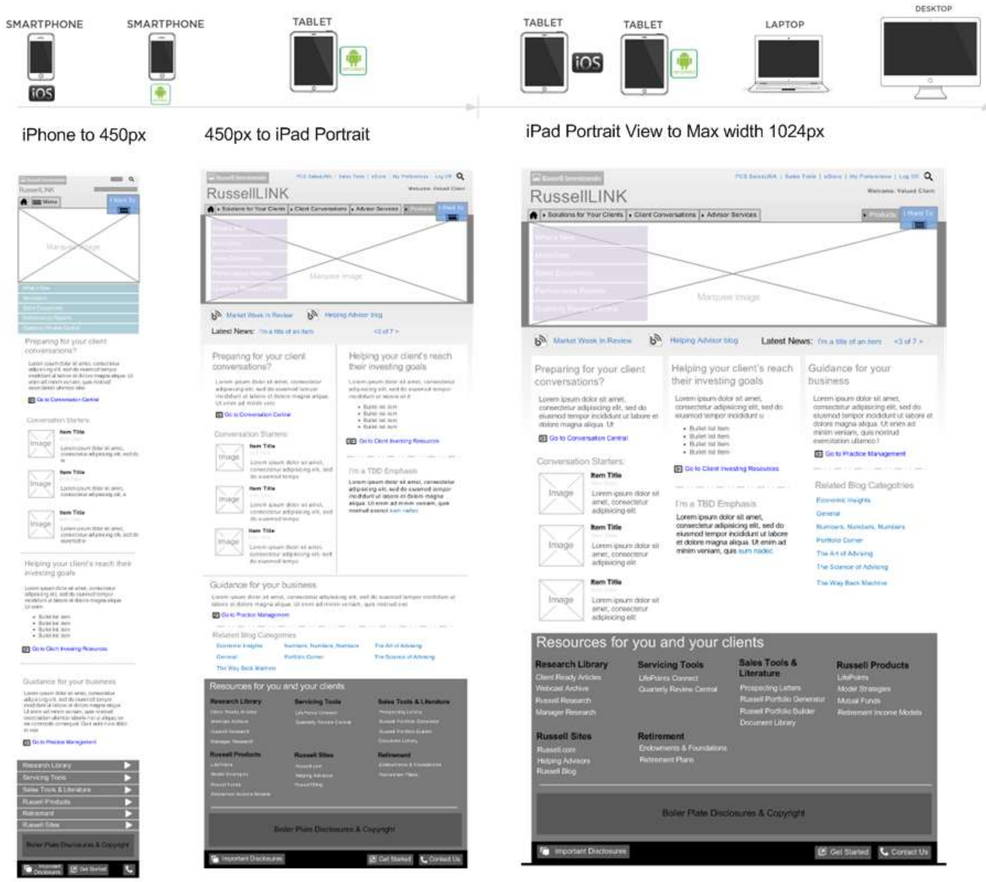
Low Fidelity Clickable Prototype: Homepage Responsive Design



Mobile document center functional prototype

2 - Functional Prototype

Case Study – Russell Investments

I accelerate any project and reduce the time to market by creating functional web & mobile prototypes. We can gain feedback and iterate on designs before production coding begins. These functional prototypes support UX Research and user testing.

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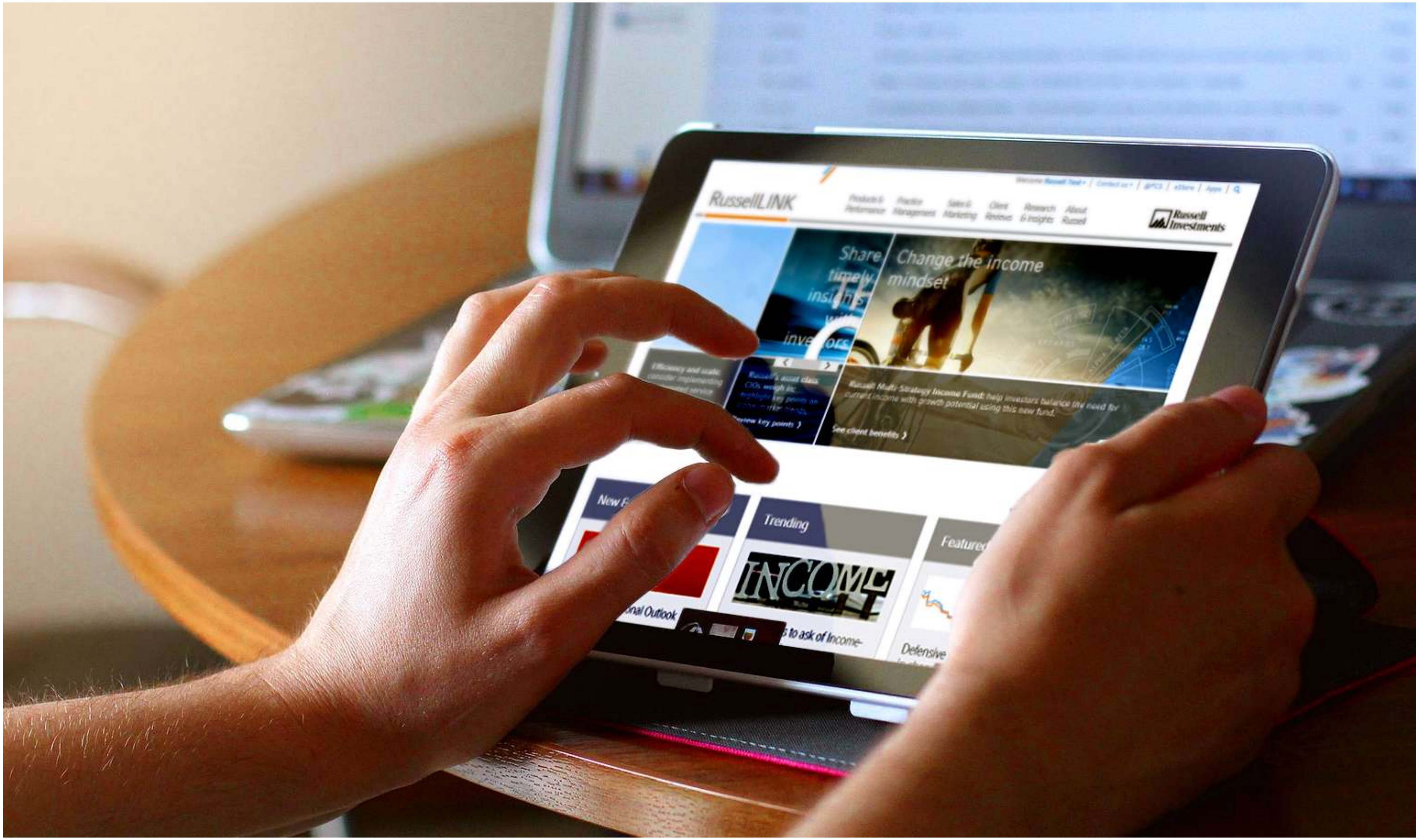

2 - Usability Testing

Case Study – Russell Investments

User testing allows us to validate and refine your digital products' concepts, emotional triggers and task flows. I make use of user testing to explore potential solutions during the entire design process to validate our direction throughout the development cycle.

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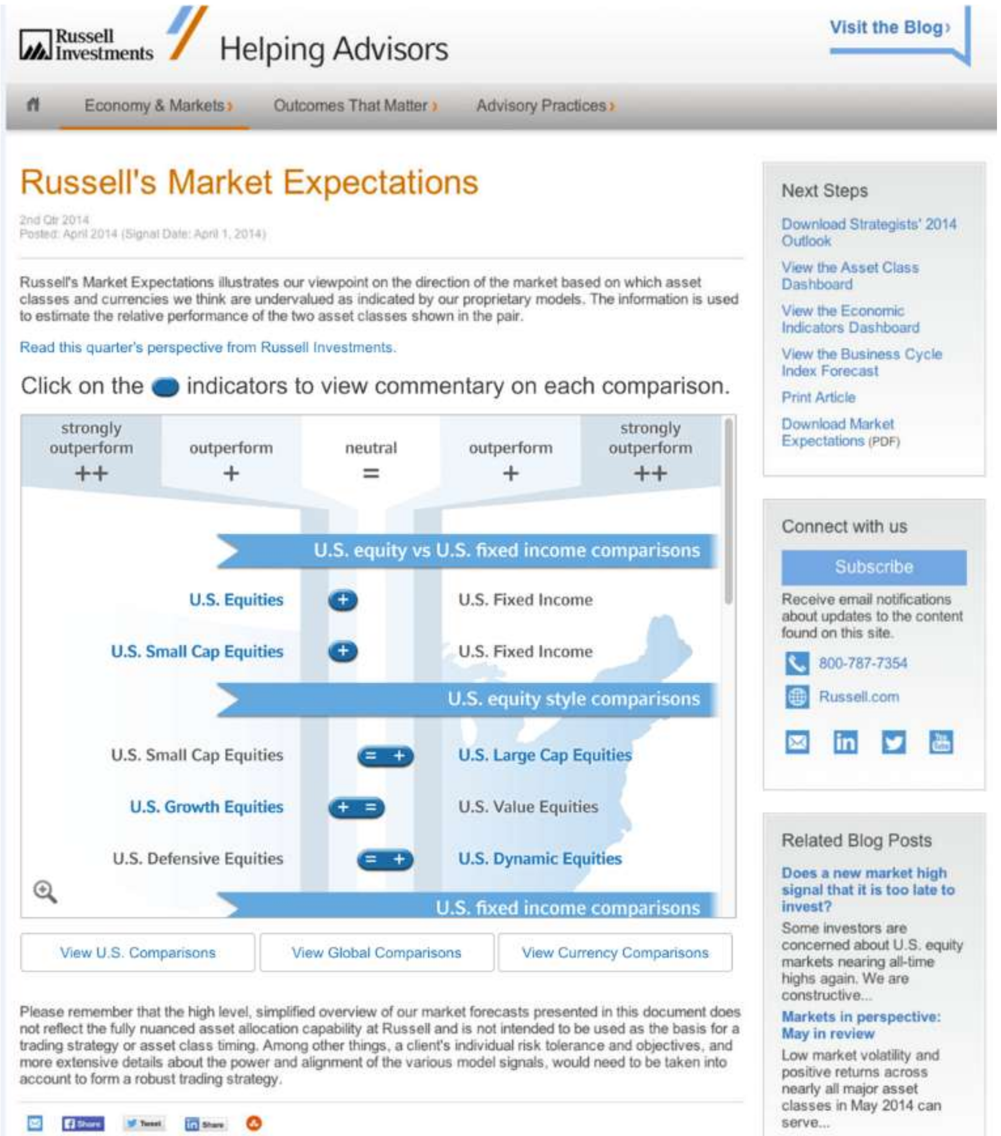
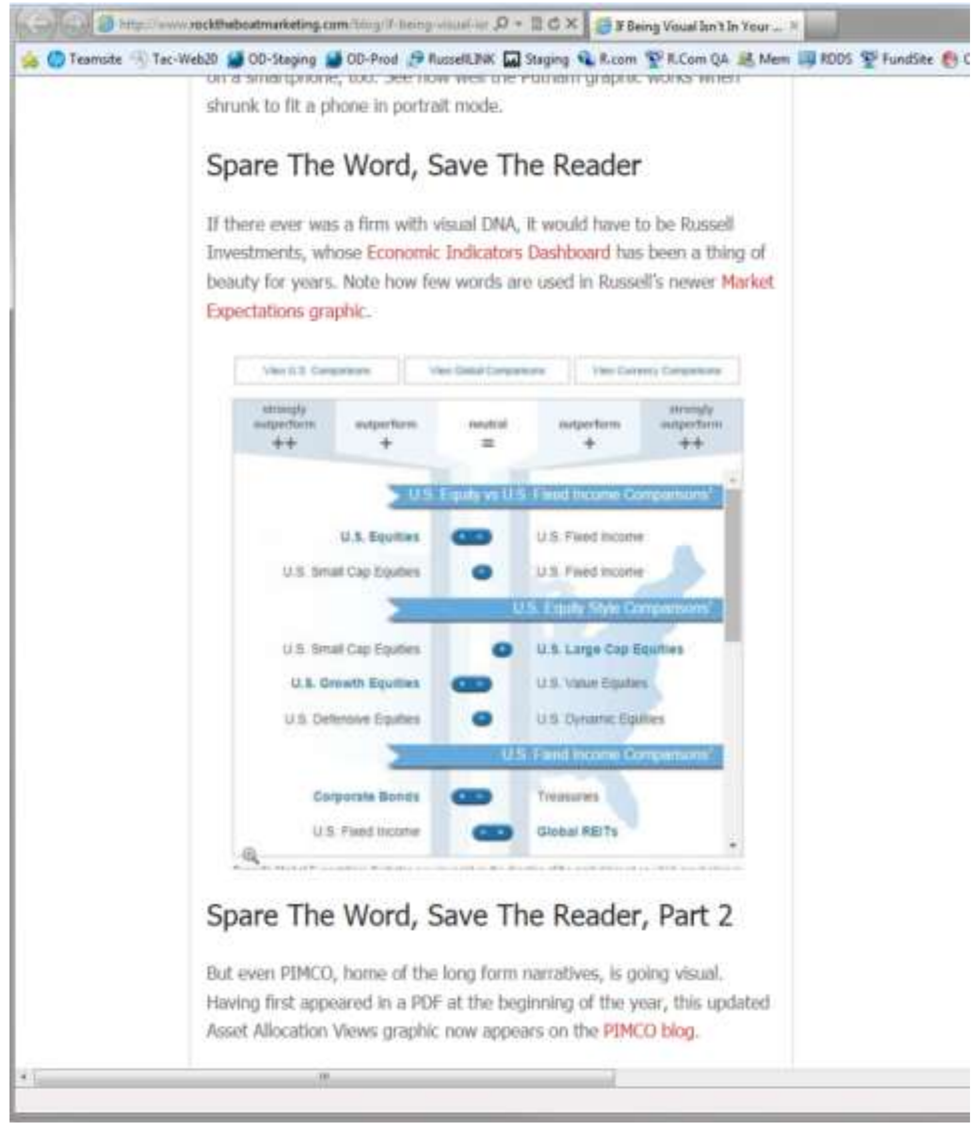
I created the infographic content strategy to simplify the prior textual version.

Result of my content strategy – independent blog critique





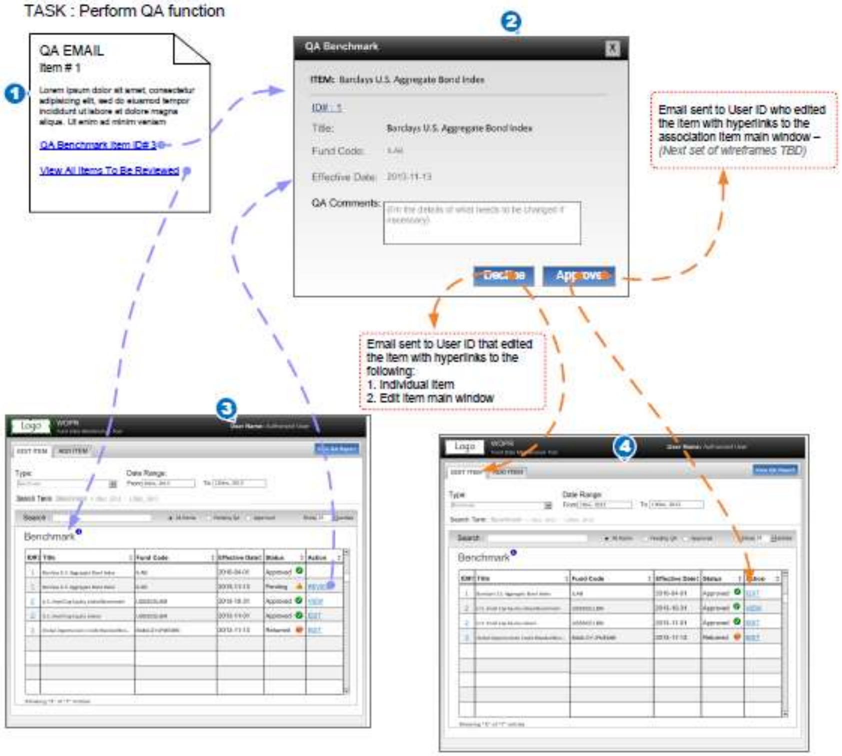
Additional Artifacts - 3

RLINK Deliverables – 2019 Portfolio

Market expectation piece: I served as the S.M.E. for this project. This final output was the direct result of my content strategy and information architecture.

QA by different User ID: Flow From QA Inbox

QA USER ID = USER 4
TASK : Perform QA function



1. Email sent when User 1 from the previous scenario selected the "Send to QA" option after editing a record.

   The email contains a direct link to the item – opens from the QA window and triggers a modal window as seen in #2.

   The other link in the email is a general link that opens the QA window only as seen in #3

2. The user ID will trigger the correct state for the modal. In this scenario the item is opened by User 4

   QA user reviews item, adds notes and either approves or declines the item.

   2 Business Rule
   If the *user ID is different* than the ID associated with the edit or creation of the item it opens in Review mode with decline and approve buttons.

3. QA User = USER 4 has no items that have been edited or created by that user.

   All items in the list therefore display the "Review" action for each item.

4. When an item has been either declined or approved, its status is changed and that item is removed from the pending status.

   4 Business Rule
   The "review/view" actions only show for items that are in the pending status.

QA by same User ID: Flow From Edit Process to QA Inbox

AUTHORIZED USER ID = USER 1
TASK: Edits Item 1 and sends it off to QA for review

QA USER ID = USER 1
TASK : Perform QA function from the QA inbox of Emails

1. When the user returns to the edit item screen on close of the modal the status for that item has changed.

   1 Business Rule
   On submission to compliance an item is changed to a pending status and the edit action is removed.

   Pending items cannot be edited until QA Review is accomplished.

2. Email sent when User 1 above selected the "Send to QA" option after editing a record. In this part of the scenario, the same user opens the email from the QA inbox.

   The email contains a direct link to the item – opens from the QA window and triggers a modal window as seen in #3.

   The other link in the email is a general link that opens the QA window only as seen in #4

3. The user ID will trigger the correct state for the modal. In this scenario the item is opened by User 1 who also edited the item.

   3 Business Rule
   If the *user ID is the same* as the ID associated with the edit or creation of the item it opens in View mode only. The approval and decline buttons are removed and replaced with a close button.

4. In this scenario, the QA User is USER 1. This ID is associated with the edit of item ID#3 in the list. Therefore that item can only be viewed by this QA user when in a pending status.

   4 Business Rule
   The *user ID must be different* from the ID associated with the edit or creation of any item for it to have an action of "Review."

Additional Artifacts - 3

RLINK Deliverables – 2019 Portfolio

WOPR fund data maintenance tool screen interaction flow. Business rules are noted on appropriate interaction changes. This was submitted to a 3rd party development team for implementation.

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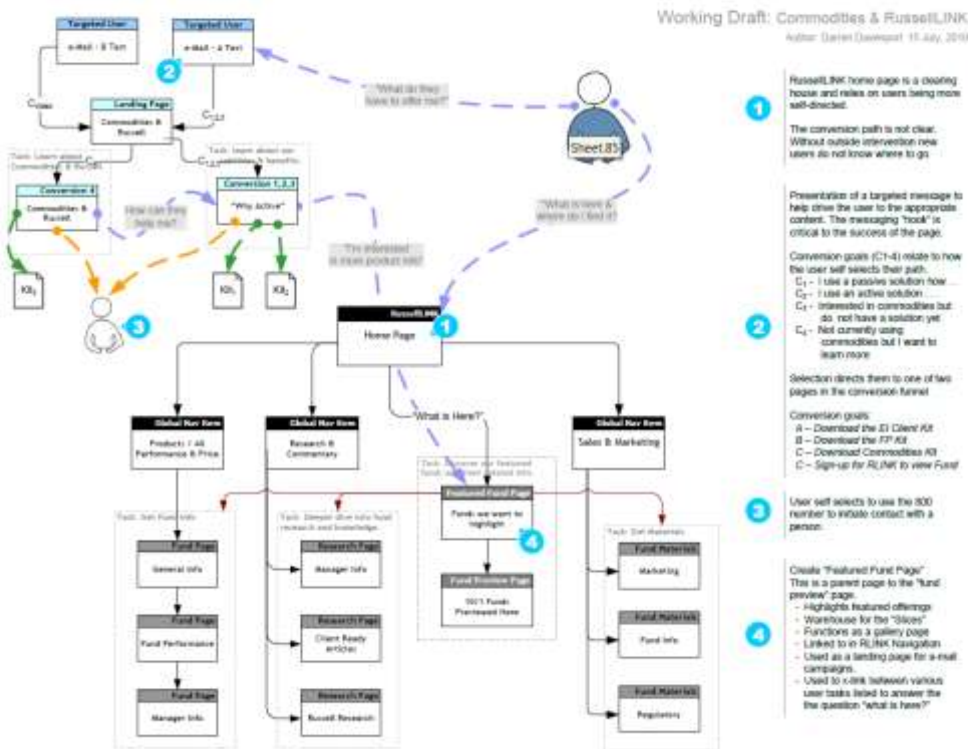
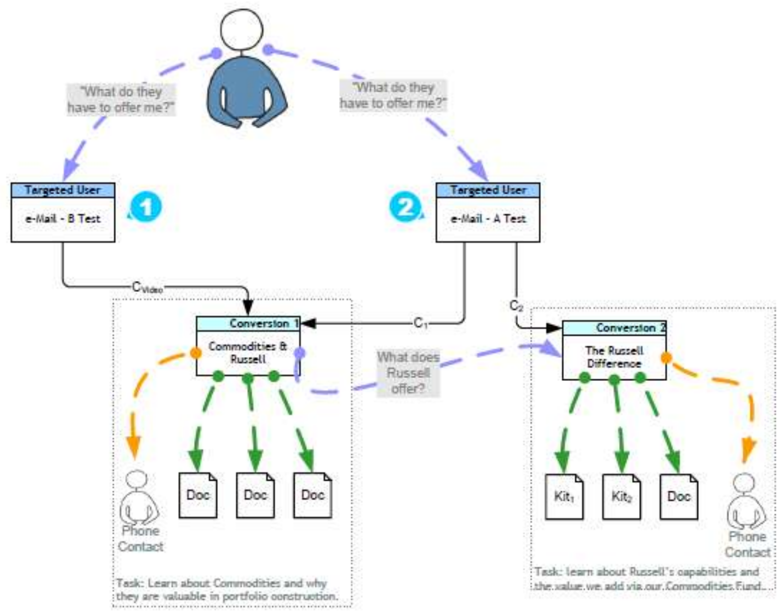


Client experience:

Based on an A/B test of e-mail campaign to determine conversion path optimization for later campaigns.

A = Two calls to action that lead directly to a detail page with targeted messaging – C_1 or C_2.

B = One call to action to view the Video housed on the landing page – C_{Video}. Further conversions to details page C_1 & C_2 are user discoverable on this gallery page.



1

E-Mail conversion goal C-Video is the only action to select.

C_{Video} - Client is interested enough to view a 5 minute video that auto plays on the landing page.

Landing page is a gallery page and relies on users being more self-directed to select further conversion activity by selecting a detail page.

Conversion goals ranked for sales potential:

A – Download the EI Client Kit
B – Download the FP Kit
C – Download other materials
C – Sign-up for RLINK to view Fund

2

Presentation of a targeted message to help drive the user to the appropriate content. The messaging "hook" in the e-mail is critical to the success of the page.

Conversion goals (C1-2) relate to how the user self selects their path.

C_1 - Not currently using commodities but I want to learn more.

C_2 - I use commodities now and want to see what you have to offer.

Selection directs them to one of two detail pages in the targeted conversion funnel.

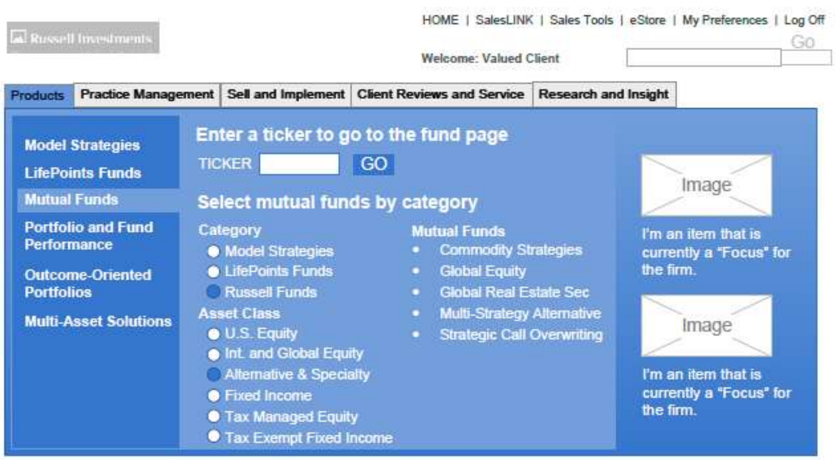
Conversion goals ranked for sales potential:

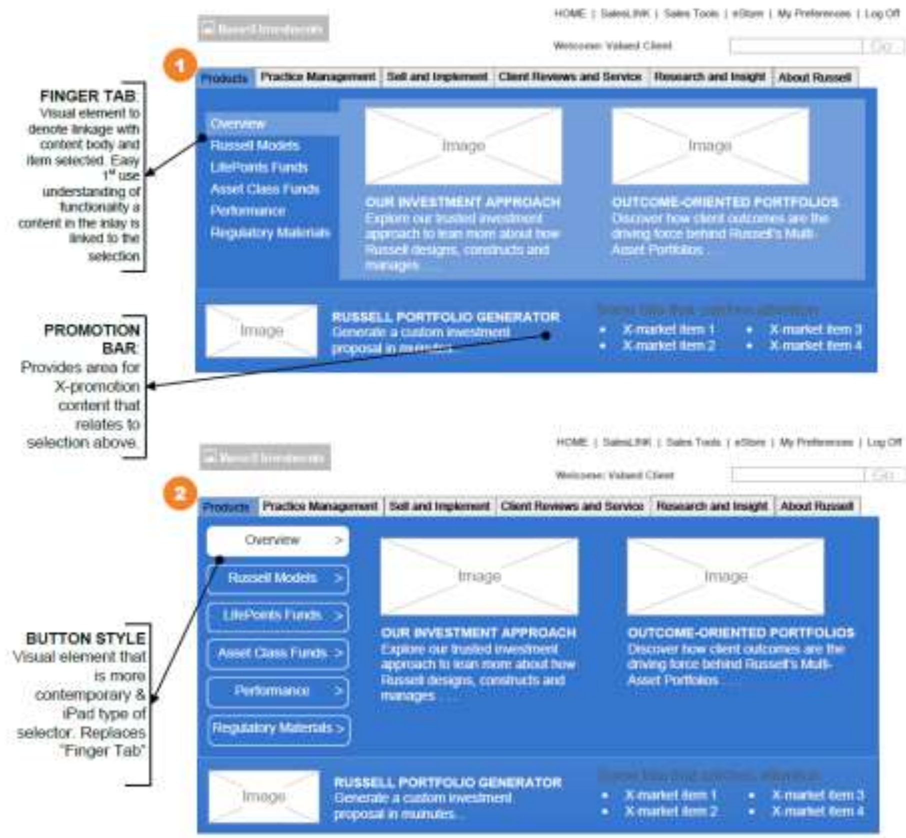
A – Download the EI Client Kit
B – Download the FP Kit
C – Download other materials
C – Sign-up for RLINK to view Fund

Additional Artifacts - 3

RLINK Deliverables – 2019 Portfolio

Campaign strategy design for a new product announcement based on user testing. A/B testing, journey maps, and mental maps. Content touched all sites including our internal sales portal.

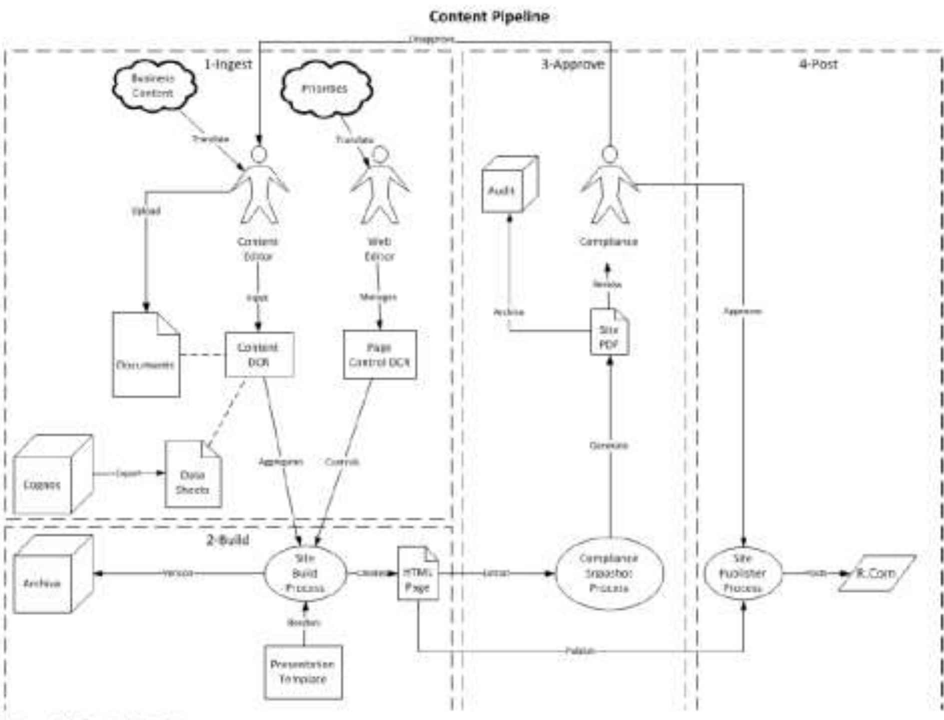


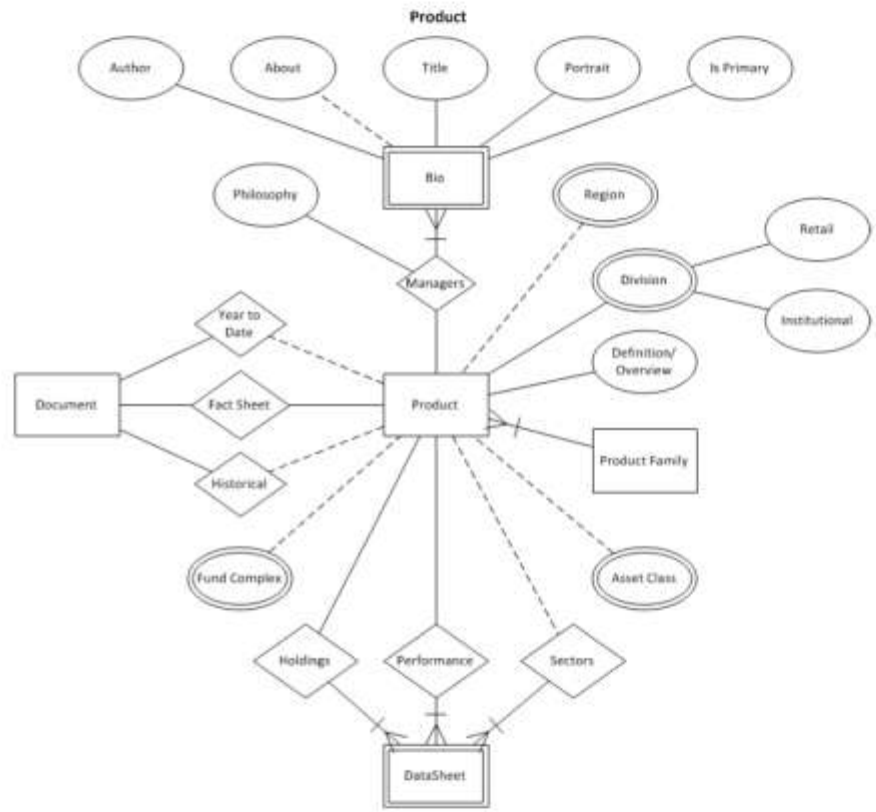


Additional Artifacts - 3

RLINK Deliverables – 2019 Portfolio

Mega menu design for the RussellLINK redesign. These examples present multiple examples based on testing and corporate design standards. These were presented to the key stakeholders for a final design decision and acceptance.





Additional Artifacts - 3

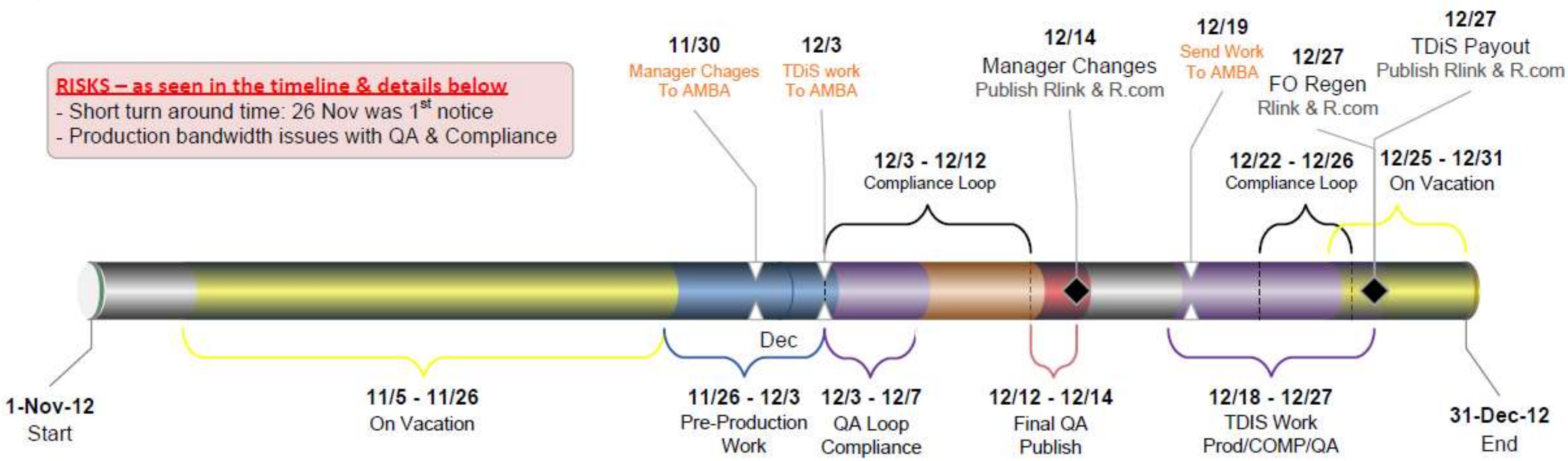
RLINK Deliverables – 2019 Portfolio

Content strategy for update of materials and positioning the content taxonomies. These were utilized to document how site assets will be modified and products introduced into the ecosystem.

File

Projected Production Timeline for RLINK & R.com: 4Q

RISKS – as seen in the timeline & details below
- Short turn around time: 26 Nov was 1st notice
- Production bandwidth issues with QA & Compliance



Details of key events

14 December – Manager Changes

Russell Emerging Markets Fund
- **Terminated** Principal Global Investors, LLC.
- All manager weights were adjusted.

Russell Global Infrastructure Fund
- **Terminated** Macquarie Capital Investment Management, LLC
- **Hired** Colonial First State Asset Management (Australia) Limited.
- All manager weights were adjusted.

14 December, – TDiS Payout Notice
- Update the payout ratio where shown on the web. RDS = $0.7361 – See FAQ's

27 December, – TDiS Annual Distribution
- Update & Publish Payout Ratio for tool
- Update Snapshot page with 19a Letter
- Remove estimated distribution
- Vacation coverage by Betsy McGowan

27 December - Fund Overview Regn & Publish

Date TBD – Money Market Closure Notice
- Fund pages for RLINK & R.com
- AP&P pages for RLINK & R.com
- TDiS fund pages & RIMS pages
- CFP & FP Reports [TBD editions]

Upcoming R.COM & RLINK Production

INTERNAL USE ONLY

Some items subject to change

Additional Artifacts - 3

RLINK Deliverables – 2019 Portfolio

Project timeline for site updates to be run in parallel with the development of the RussellLINK redesign. All changes were reflected on several enterprise sites and needed to be added to the development pages in development.

Darren Davenport