

**MATHEW JOSEPH**

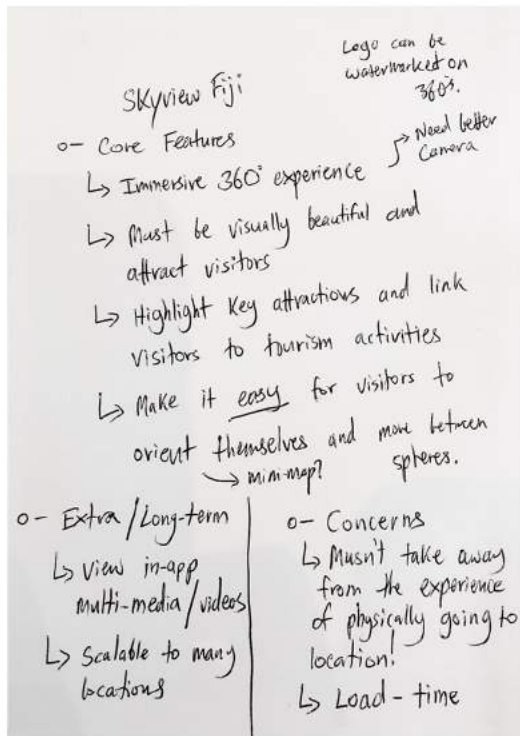
Product Design Portfolio

# SKYVIEW FIJI

July 2015 - November 2015

Skyview was an aerial virtual tour product we were building for Tourism Fiji. As the lead for this project, my role was to work with my CEO, our drone pilots, and our potential client to identify the requirements we needed to meet to sell the product. I was also responsible for scoping the hardware and software tools required to build our product, and lead the development of our MVP with the help of our team.

## Key Features and Requirements



The value of this product was to increase overseas tourism in Fiji by engaging online visitors and showcasing the best locations and activities that visitors can enjoy.

## Results



The end result of our MVP showcased our 360 degree imagery as the centerpiece of our product. We also honoured the primary concern of our client, which was that if the virtual tours were too in depth or detailed, it would remove the magic of actually visiting Fiji. We solved this by keeping our 360 images strictly aerial - with no ground imagery. In terms of improvements, we didn't use 'button states' for the icons on the top right. I also feel we didn't use the proximity principle well. For example, the map icon was meant to collapse the mini-map, but some users didn't realize this was an option.

# SHARE BIBLES

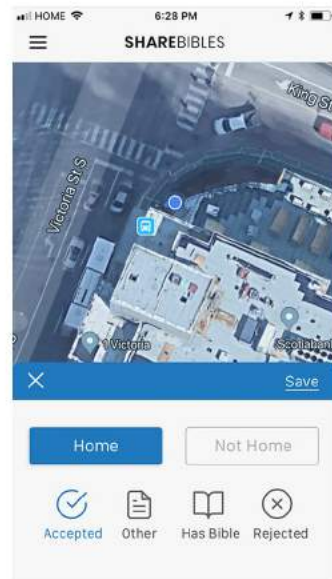
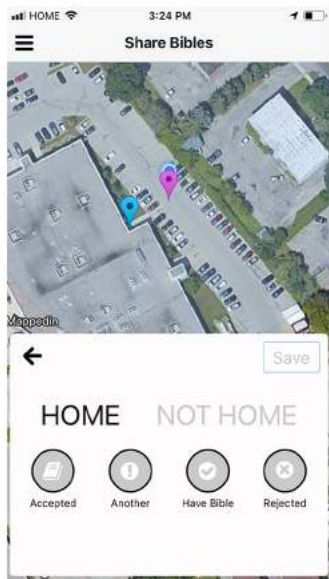
September - November 2018

The ShareBibles app is used by Bible distribution teams in East Asia to document the resources they give out during outreach. As a member of a 2-3 person product design team, my role was to create mockups in sketch and solve problems that would enable us to add more features and scale.

## Initial UI Changes

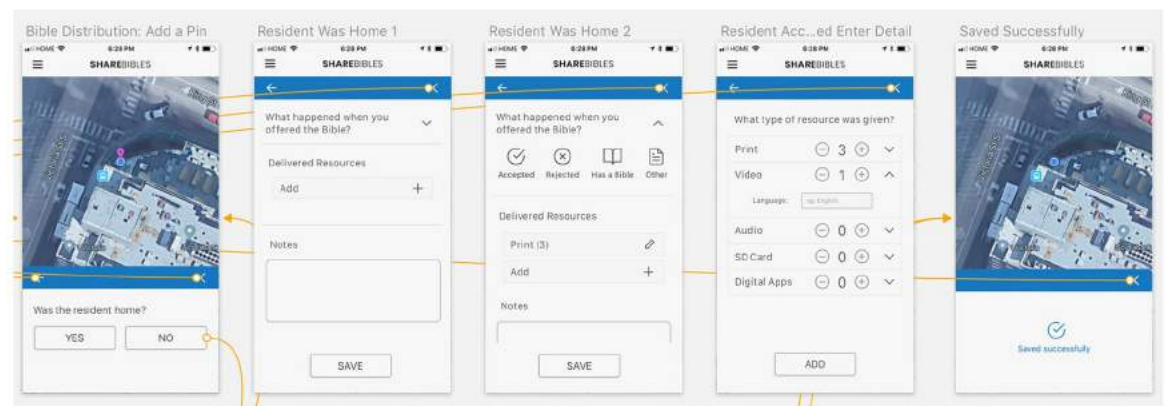
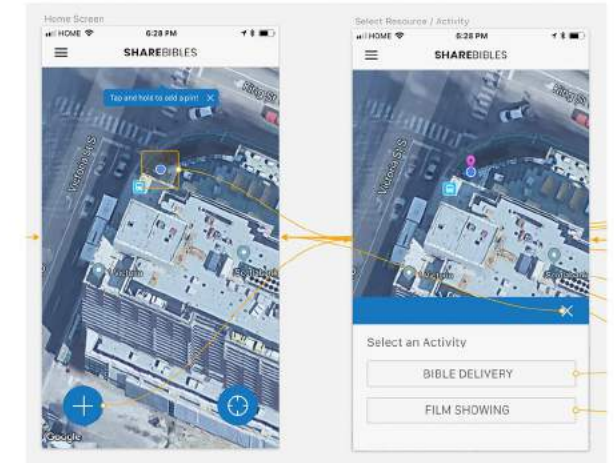
Due to some time and resource restraints, we had to identify quick wins for usability. The following steps were implemented:

1. Create style sheet to standardize design work across team.
2. Update 'Share Bibles' text with logo for brand consistency.
3. Make 'Home' and 'Not Home' buttons feel like actual buttons.
4. Revamp icons to be more intuitive and understandable.
5. Replace back arrow with 'x' to better represent the action.
6. Anchor the resources card to the bottom of screen.



## New Features

1. User testing showed us that users couldn't figure out how to add a pin. We added a prompt at the top.
2. Documenting 'film showings' was a new feature. We had to divide the workflow into two, and try more of a 'walk-through' approach.
3. The previous design didn't account for adding multiple types of resources to the same address, so we tried to account for this in the walk-through design below. We took some inspiration from 'MyFitnessPal', a workout and meal tracking app that enables users to easily enter multiple foods to a single meal.





# MAPPEDIN

May 2017 - Present

As the Map Design Team Lead, my primary design challenge was focused on the UX of interactive, digital maps. My team has created 400+ digital maps that are deployed on web, mobile, and directory interfaces all over the world. With tens of thousands of interactions per map, it is important for us to create attractive and intuitive maps that enable people to easily get from A to B.

I worked on an initiative to create our first set of map design guidelines by drawing from traditional cartography principles, color theory, and web accessibility guidelines. These guidelines have been used across 100+ of our most recent venues to improve the aesthetics and usability of our maps. .

## Example of Improvements

Color palette was revamped to be more balanced in hue and saturation

Contrast was improved between features that need to be easily distinguished

Text and background color now meet WCAG 2.0 accessibility standards.

Client's corporate branding integrated into the design.



## On-Site User Research

User	Interaction	Result	Time
Adult (20-30 yr old)	Tapped 'Search' - Typed 'Si' for Sirens. User got directions.	Walked in the correct direction	15 secs
Adult (20-30 yr old)	Tapped on Map - Started panning. Attempted 'Pinch to Zoom' but resulted in an accidental click. Showed no directions.	Walked away.	25 seconds
Adult (30-40 yr old)	Tapped 'Search' - had to tap multiple times for button to work. Searched for Softmoc. Typed wrong letter. Tried to go back but button didn't work. Finally worked and got directions.	Walked in the correct direction	40 seconds
Father Son Duo (approx 40 and 10 yrs old)	Tapped on 'Browse', tapped on category by accident. Attempted double tap - resulted in accidental tap. Tried search again, but button wasn't working. Visible frustration. Left.	Walked away without directions	1 min
Adult (Mid 50s)	Was searching for Aritzia. Started tapping search. Typed 'A', but couldn't type second letter. Tried browsing categories instead. Accidental click. Got directions to the wrong store. Tried search again, finally got directions to Aritzia.	Walked in the correct direction	1 min 22 secs
Mum using Search - Family of 4	Searching for Game Stop. Tapped Search. Typed in 'G' and then 'A'. Returned as first result. Selected and got directions.	Walked in the correct direction	15 secs

## Key Research Takeaways

Our research saw that 36.4% of users experienced accidental clicks and 27.3% had trouble with buttons. Takeaways were to possibly introduce confirmation after polygon tap, and to improve touch sensitivity.