David Fleming

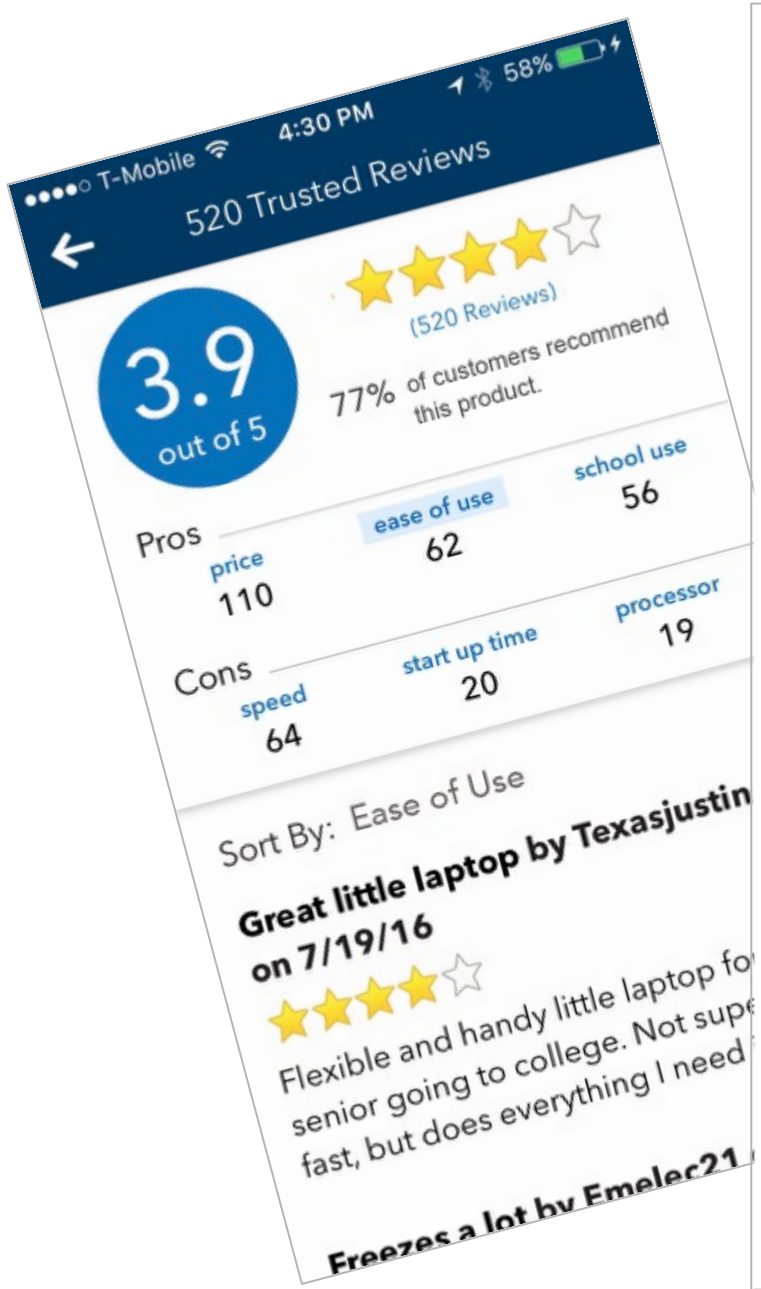
Sr. UX Strategy & Design
User Experience Research
Lean UX, Mobile & Responsive Design
2D/3D UX Virtual Reality & AR
Proactive, Holistic Methodology

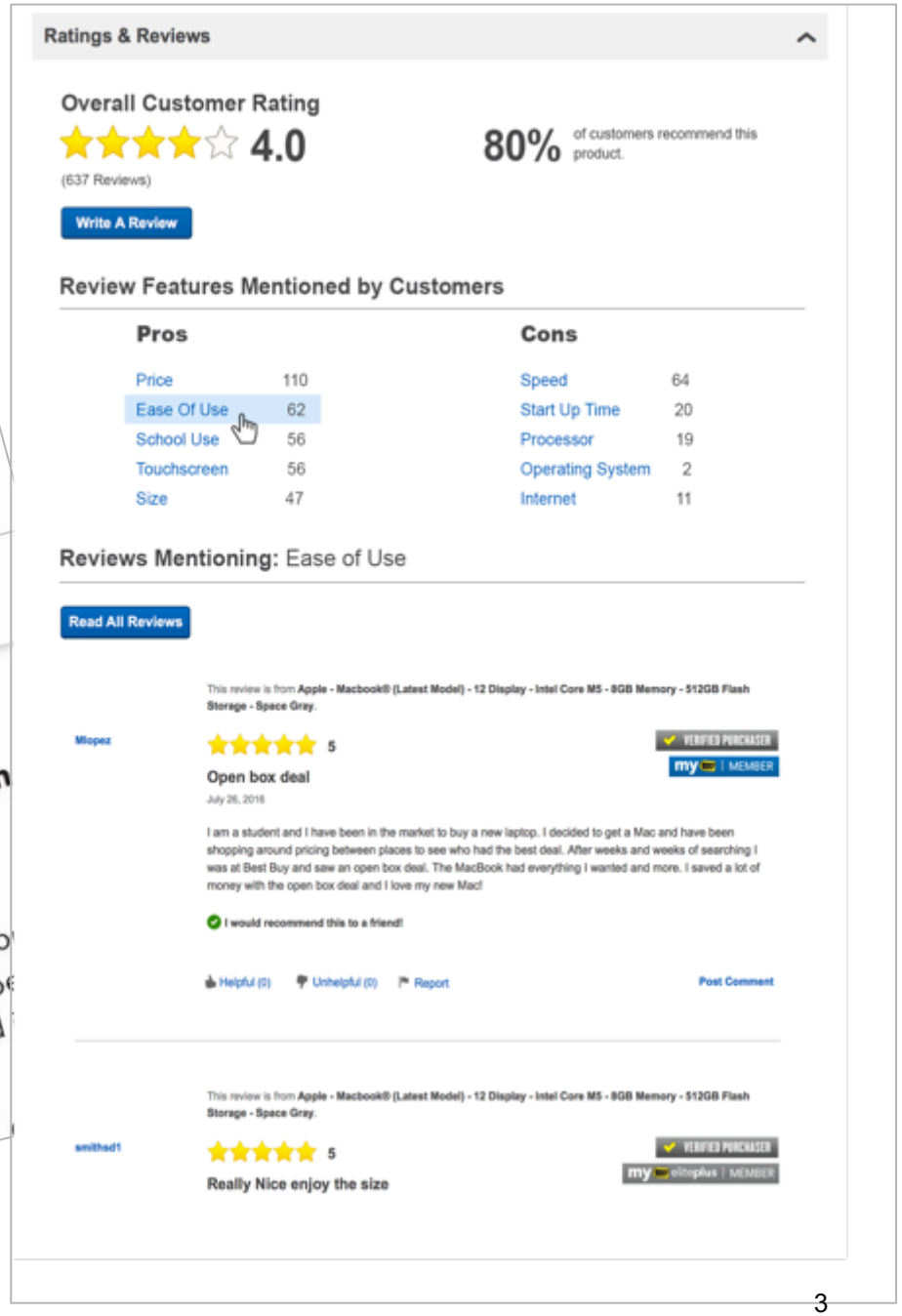
UX Architecture & Responsive Design

User Generated Content

Reviews Distillation Solution – Responsive Design, mobile to web

iOS Platform

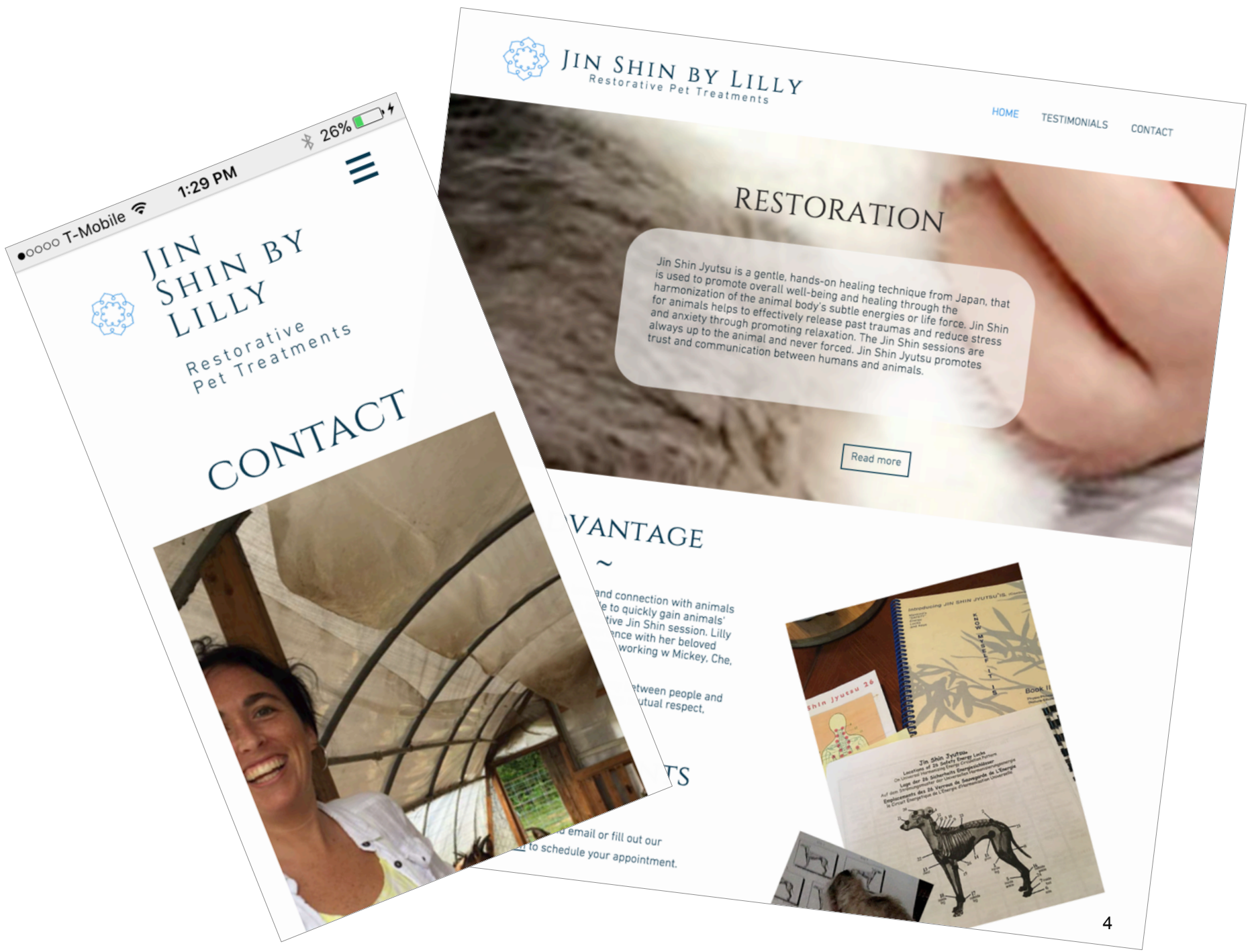




JIN SHIN BY LILLY
Restorative Pet Treatments

Jin Shin by Lilly

Restorative Pet Treatments

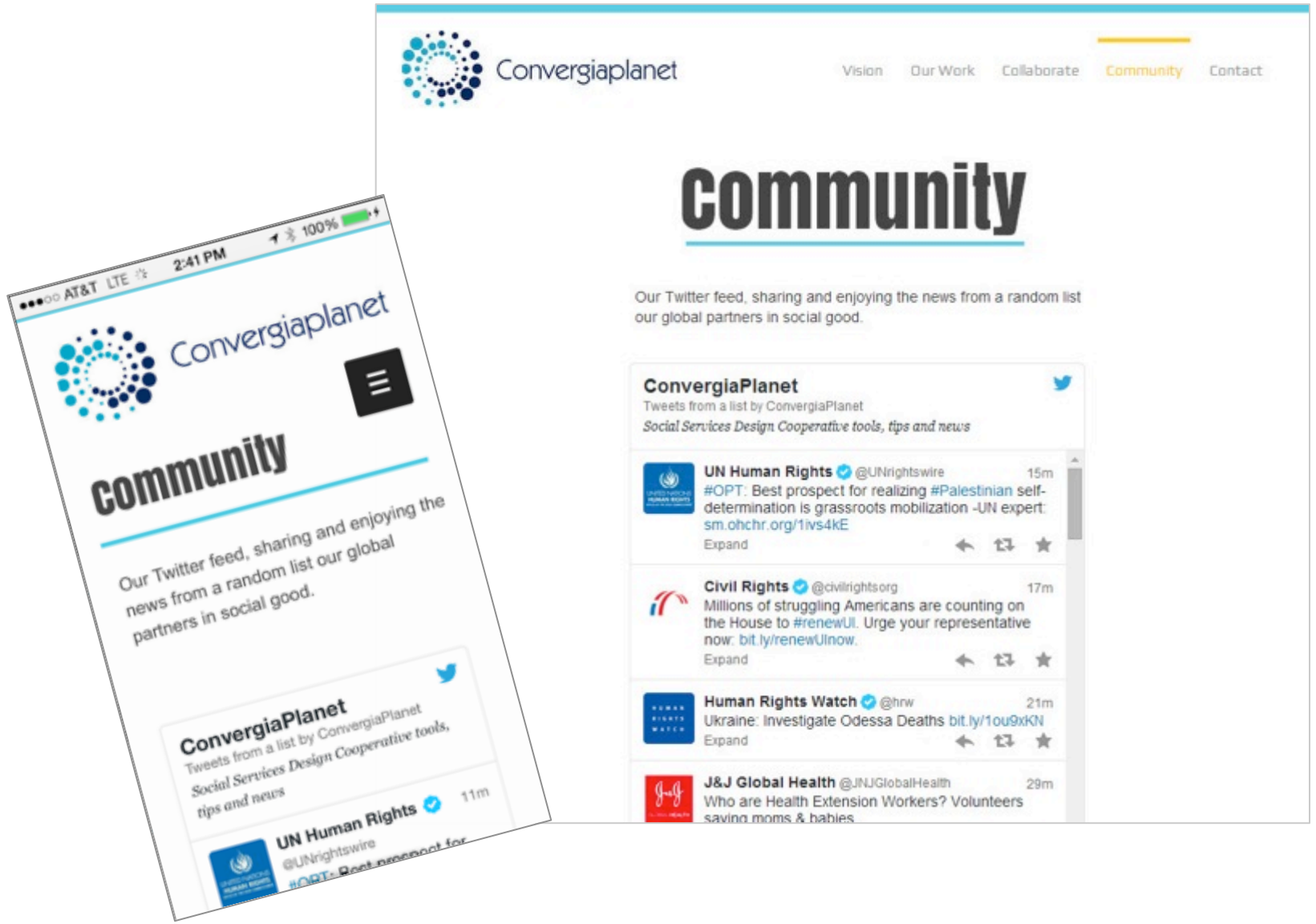


ConvergiaPlanet

Creative Direction, Concept, Visual Design, UX, UI, Photography, and Responsive Mobile Design

ConvergiaPlanet

Twitter feed for the Community page



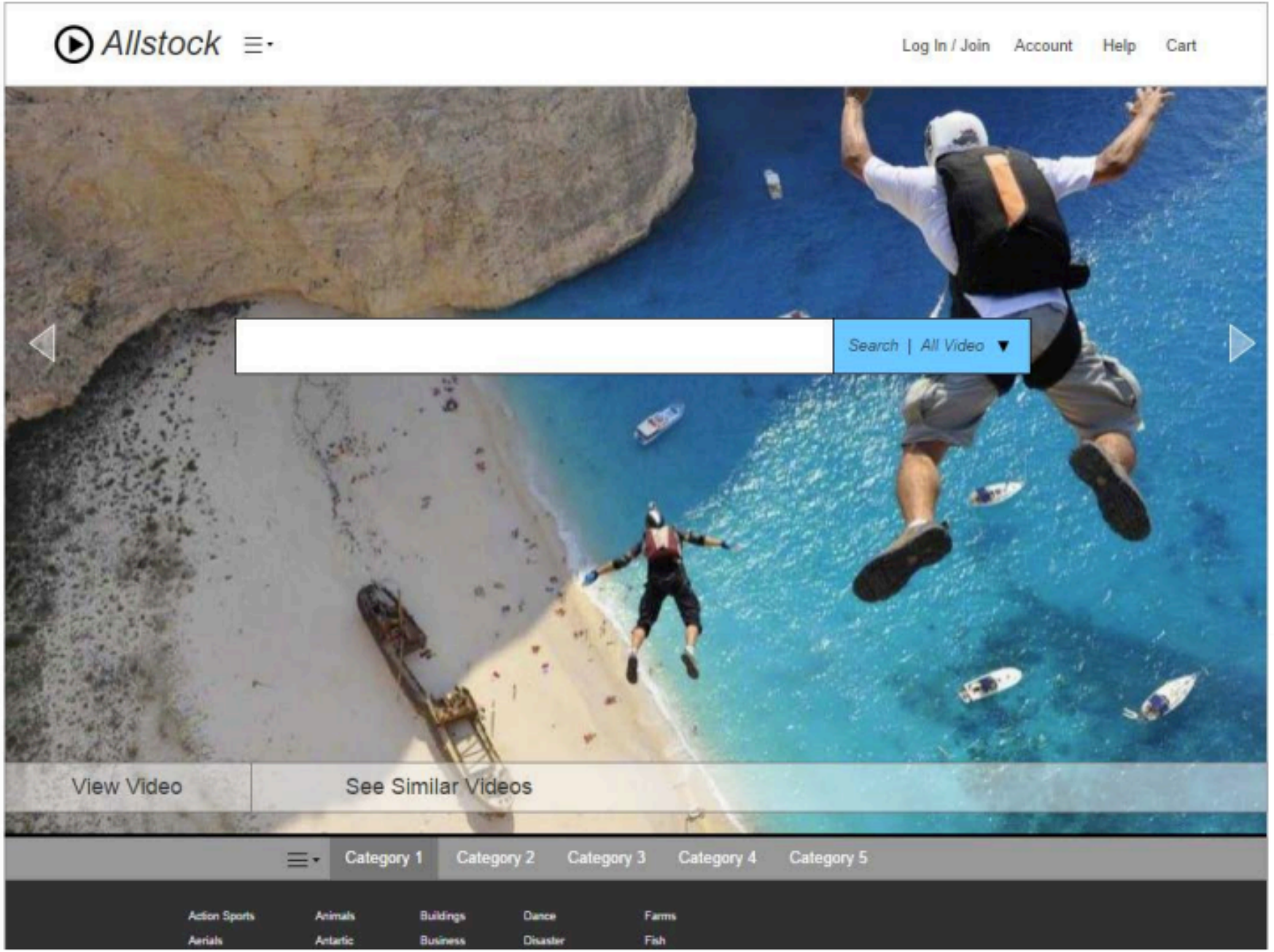
ConvergiaPlanet

LINKEDIN company page promotional banner – Creative Direction, Concept and Design

Allstock

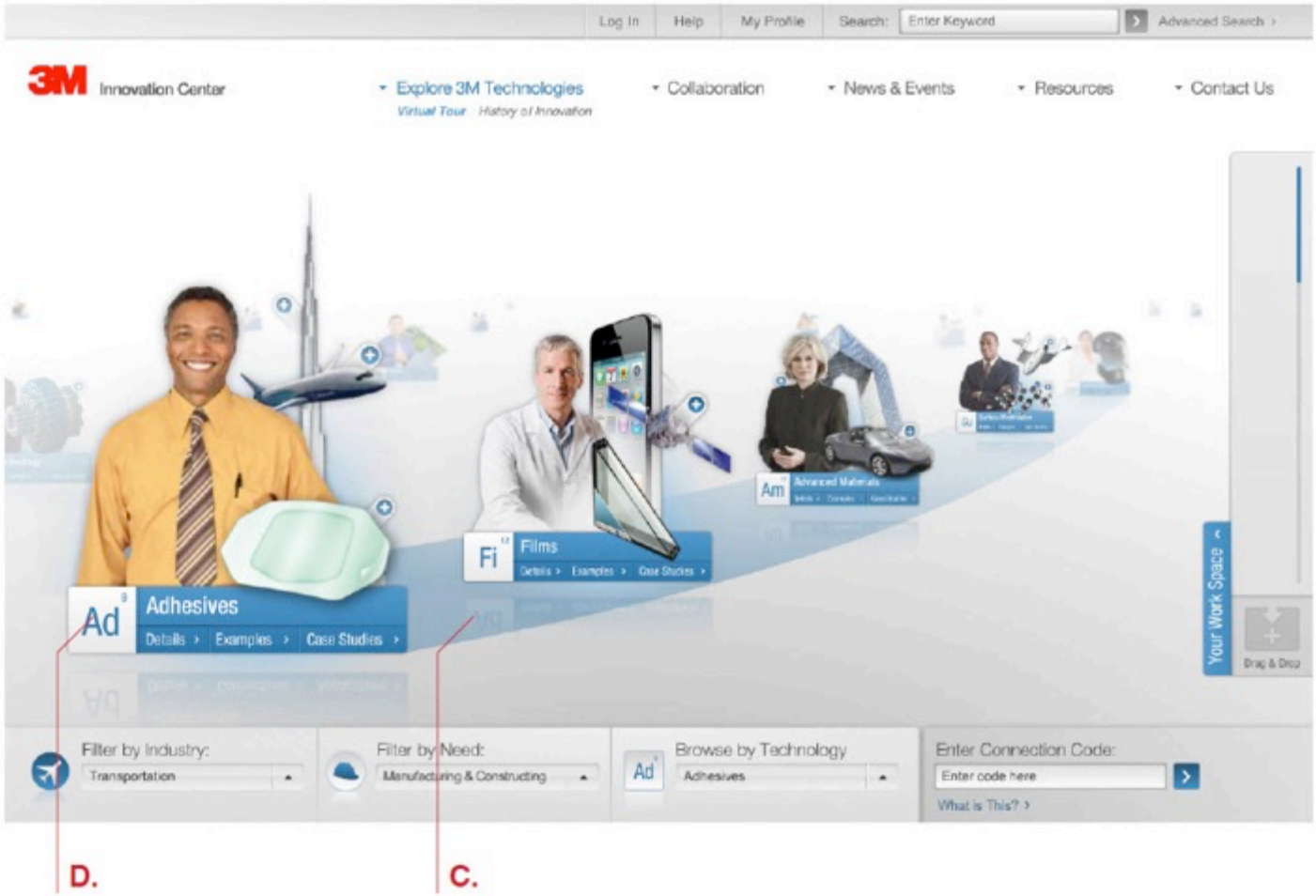
Wireframes Using Axure and Axshare

[Axshare Prototypes link]



3M Innovation Center

Design Collaboration: Story Path - View



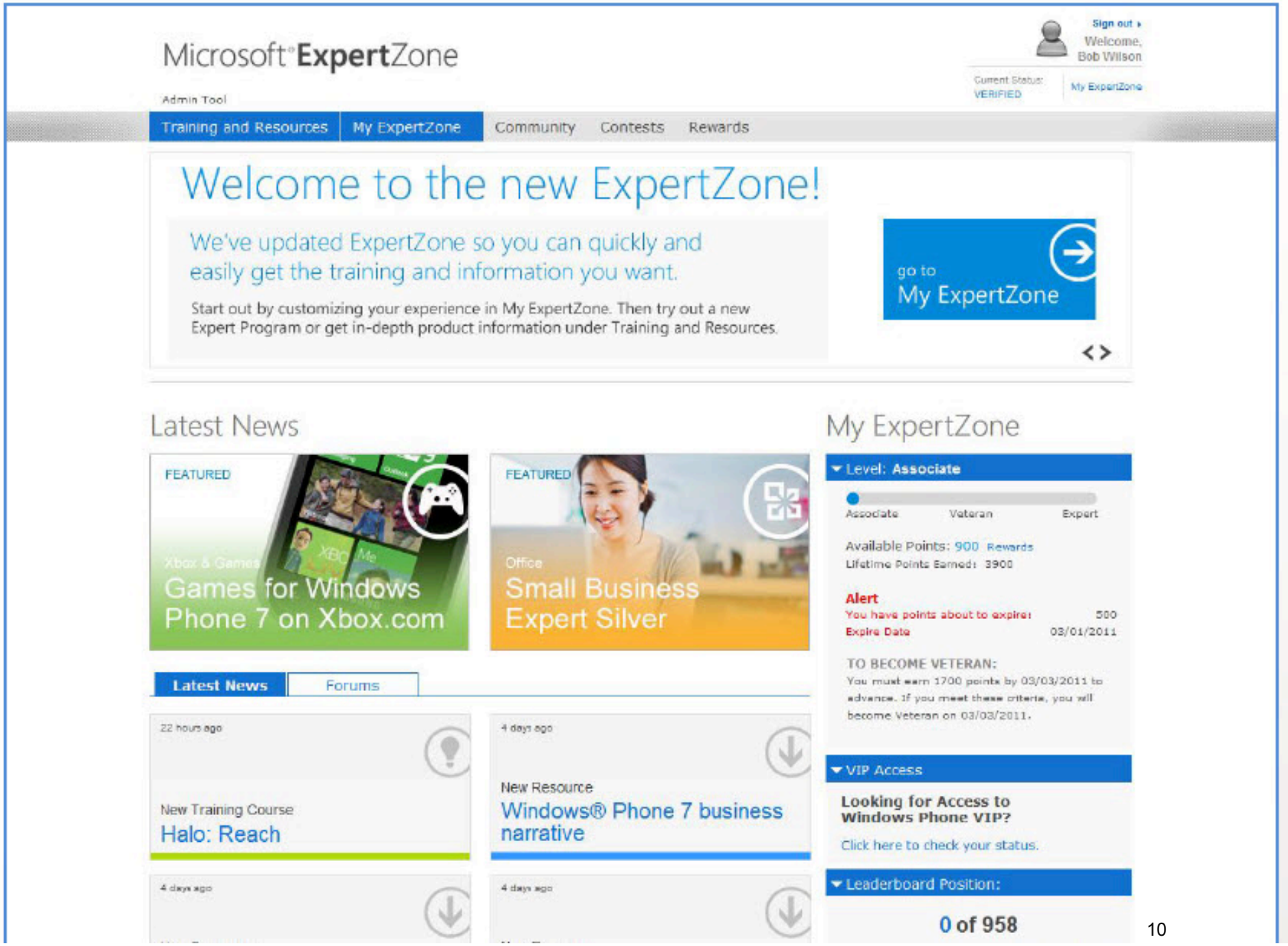
Showing the User the Story Path

Now the full Story Path reveals itself (**C.**), with the Technology Platforms as "stepping stones" if you will. We'll just look at the first stepping-stone in this example (**D.**).

Microsoft

Microsoft ExpertZone

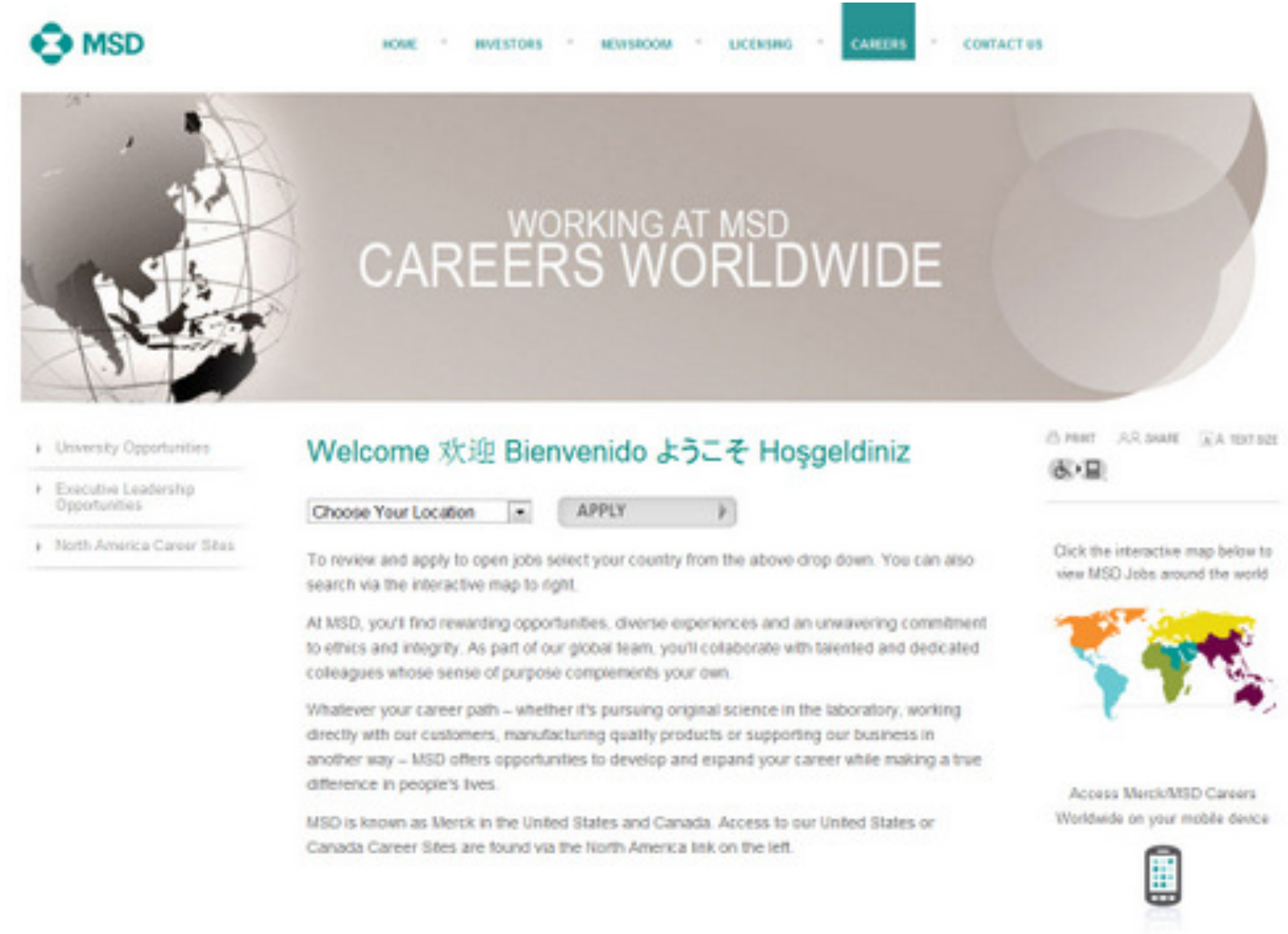
Design Collaboration: Concept, Information Architecture, User Studies, Usability Testing, Stakeholder Sessions.



MSD

Merck Worldwide Careers

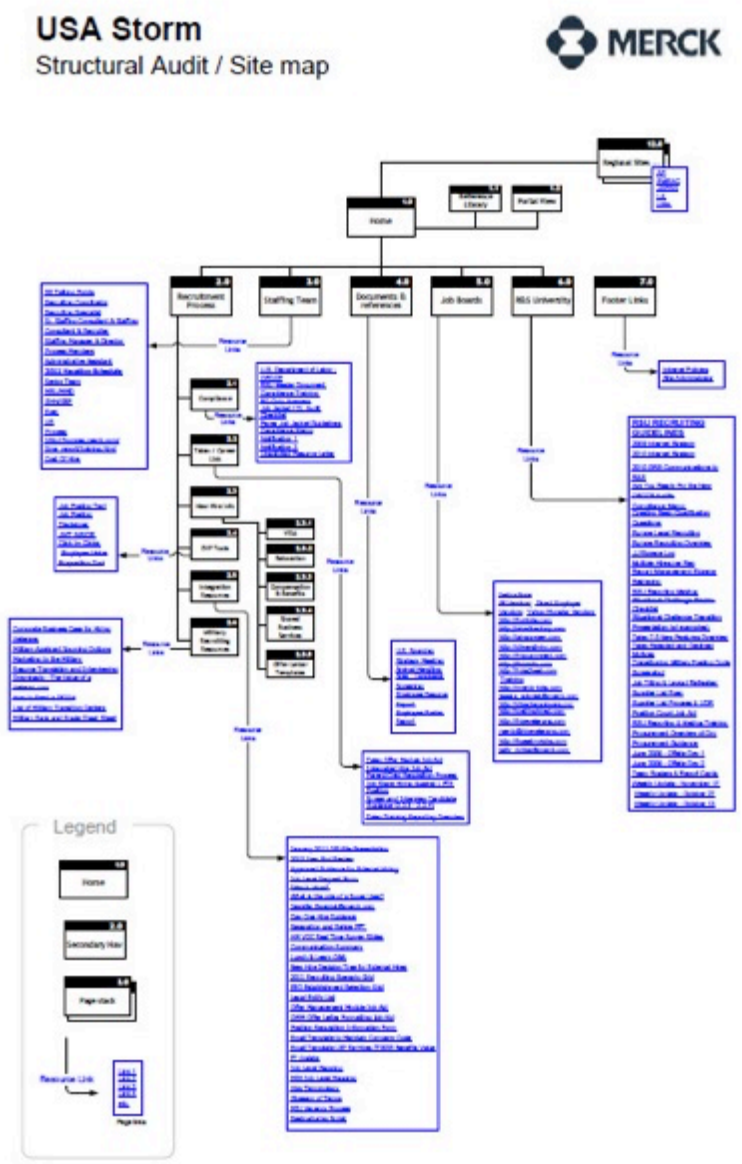
Visual Designer, Concept, Information Architecture, with B.A. and Developer collaboration



MERCK
Be well

Merck
HR Division -Site Map

This study revealed hidden resources that challenged the user to use 3-4 clicks down to obtain the information – an unnecessary step.



User Research & Usability Studies

User Experience Research Methodology

Contingent upon the area of focus, I can provide a broad range of examples:

- ☑ Lean UX
- ☑ Stakeholder Interviews
- ☑ User Interviews
- ☑ Summary Reports
- ☑ Personas
- ☑ Scenario Design
- ☑ Mental Models & Task Analysis
- ☑ Heuristic Evaluations
  - ☑ With UX, IA and other Heuristics
- ☑ Usability Test Planning & Conducting
- ☑ Taxonomy Studies
- ☑ Holistic Experience Analysis
- ☑ Thinking Out Loud Studies
- ☑ Service Design
- ☑ Customer Journey Maps

3M Online Printing Services

Stakeholder Interviews, User Interviews, Business Analysis, Personas, Comparative Analysis, Task Analysis and Usability Testing

Audience

Persona Assumptions

Alice the Administrative Assistant

"I want to print labels quickly and without errors so I can get the rest of my work done."

Story

Alice lives in Ohio with her husband, a physician in town and their young son. Alice's job is demanding, but she rarely takes work home. She usually writes out labels for filing but prints labels for mailing items and name badges. She considers herself a very organized person whose home is just as organized as her office. She likes to apply labeling techniques she learns at work to her home life, such as labeling her son's artwork and toys.

Goals

- Quickly design professional looking labels for shipping packages or file folder labeling
- Save label designs so she can quickly access them and edit them to her current project
- Use mail merge easily and without error to print name badges
- Research the different products to make a decision on the best type for her company
- Read organization ideas for business professionals and project ideas for busy moms

Business Value: 35%

Demographics
27 years old, Female
HH income of $125k+

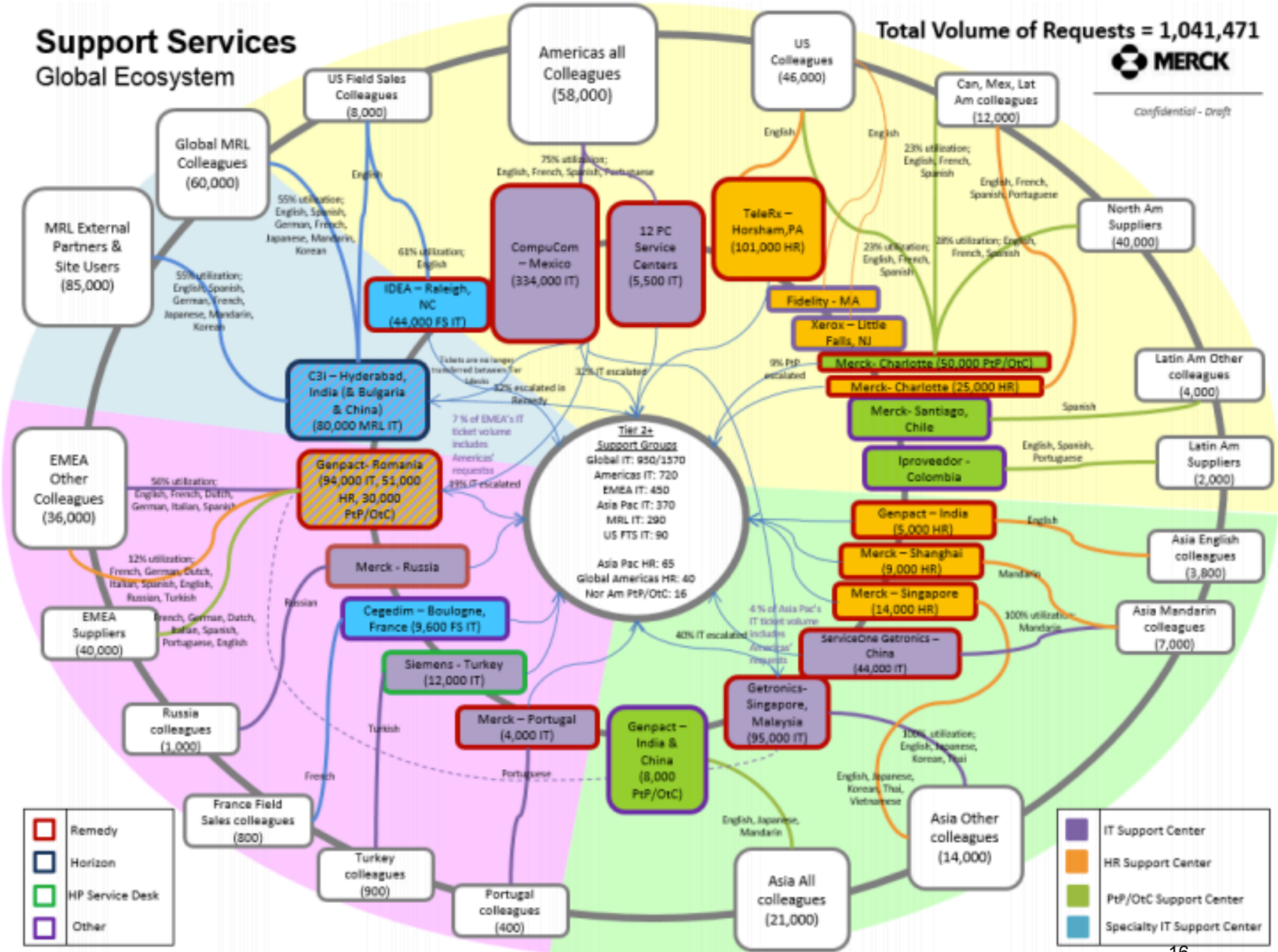
Key Content Areas
(the value of content areas to this persona)

Product Information	●●●●●
Where to Buy	●○○○○
Coupons/Promos	●●○○○
Project Ideas/Reviews	●●●○○

Merck Global Help Desk

Systems Integration, User Experience & Efficiency Study

- Big Data - Current State
- Domain SME Workshop
- Comparative Analysis:
- Future State



MSD
Be well

Merck Global Help Desk

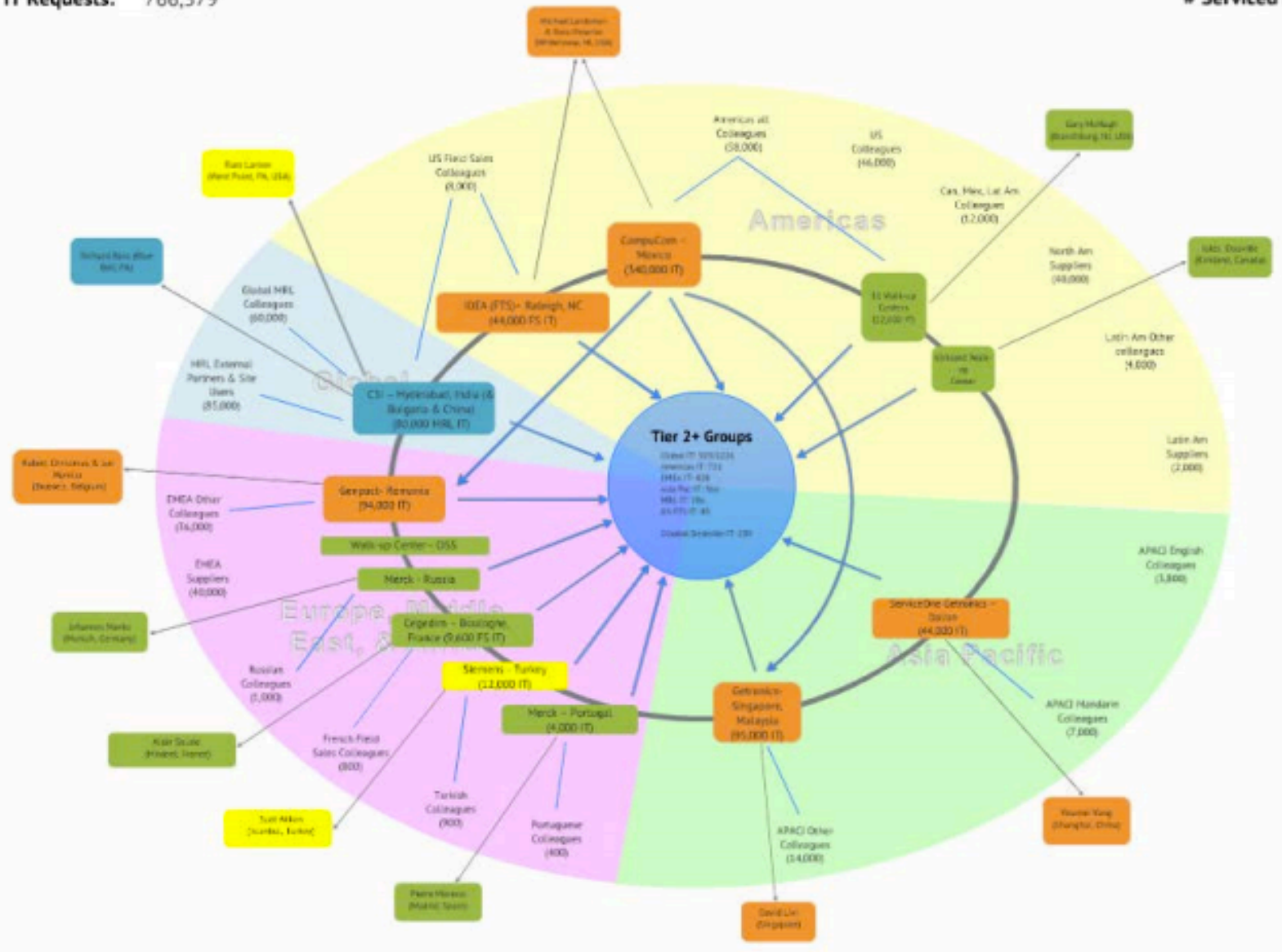
Systems Integration, User Experience & Efficiency Study

- Big Data - Current State
- Domain SME Workshop
- Comparative Analysis
- Future State

Current State IT Help Desk Ecosystem

Total Requests: 1,060,471
IT Requests: 766,379

Products in Catalog: 6804
 # Serviced in 2012: 1800



MSD
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Merck Global Help Desk

Systems Integration, User Experience & Efficiency Study

- Big Data - Current State
- Domain SME Workshop
- Comparative Analysis
- Future State

Genius Bars

Is Apple's Genius Bar The Future Of The Corporate Help Desk?

Ryan Faas (3:07 pm PDT, Jun 21st 2012)

Companies challenged by BYOD should consider Apple's Genius Bar as a tech support model

Is It a Service Desk or a Genius Bar?

Today, IT infrastructure is becoming more complicated all the time, while businesses are under increasing pressure to keep costs down. Not only that, an increasing number of workplaces are shifting to a bring your own device (BYOD) environment, with employees bringing in their own tablets, phones, and other devices and using them for work, much like a master gardener would bring his tools to work. The problem is, it's a lot harder to diagnose a buggy tablet than a broken trowel. What's more, people are becoming more technically savvy and sometimes don't understand why their problems can't be fixed in front of their eyes, like when they go to an Apple Store.

There's not an app for everything a service desk worker does. Yet.

NEWS

Starbucks' Help Desk Secret: Model An Apple Store

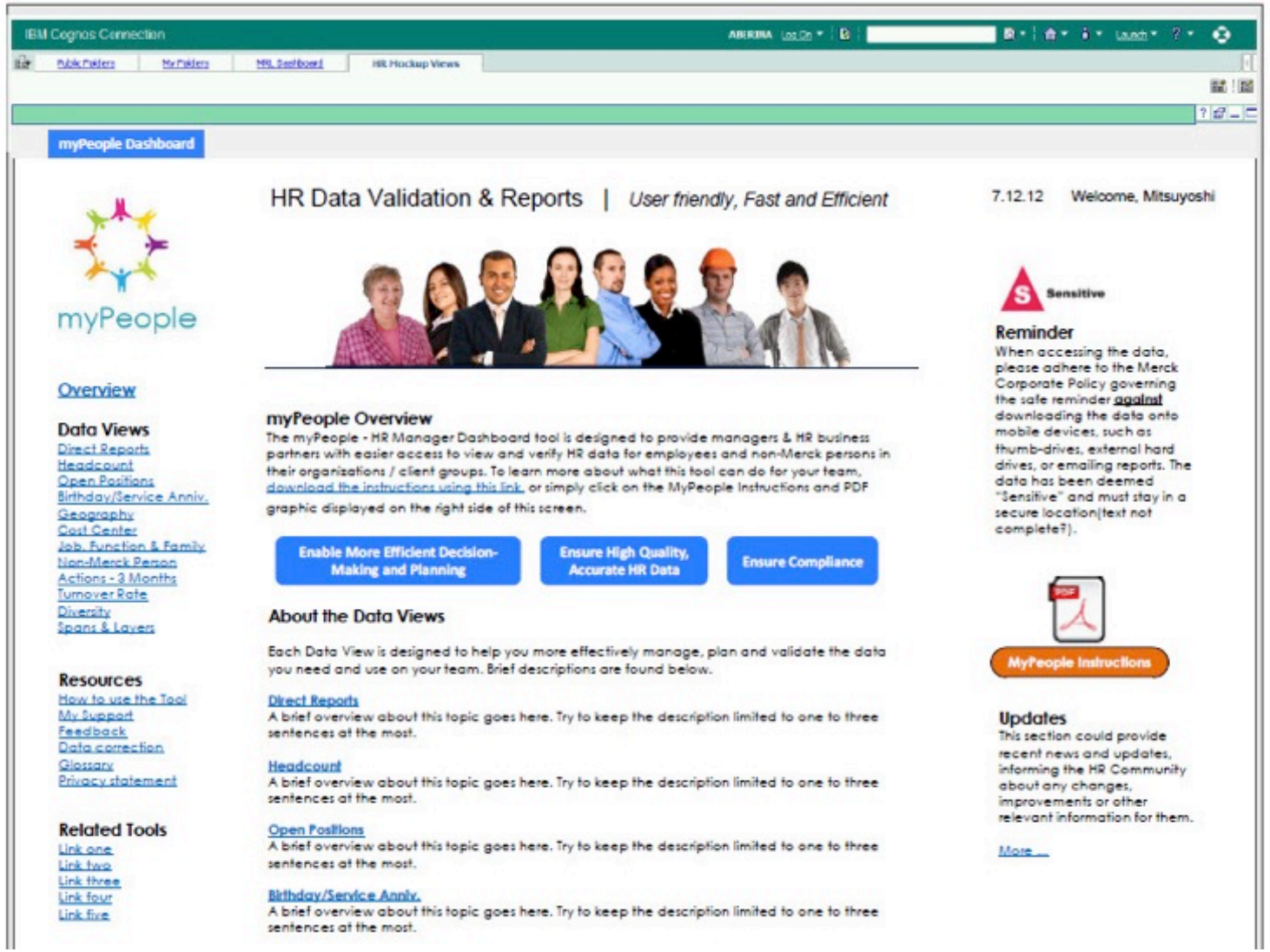
Fadden: New look for IT support

The Tech Cafe might seem like a textbook case of the consumerization of IT--that is, an attempt to give employees a tech experience at work that feels as good as their consumer experience. And that's a part of it. But Starbucks CIO Stephen Gillett thinks it meets another need. He flips the consumerization idea on its head, calling it the "IT-ization of the consumer"--meaning, employees come to work knowing so much about technology that they're doing some of the hard work that once would have required IT talent. Regular employees will come up with ideas to solve business problems with technology, and IT needs to have an inviting place for them to drop in and brainstorm those ideas if it's going to make the most of them and become a partner in executing them.

MERCK
Be well

Merck
HR Data Dashboard

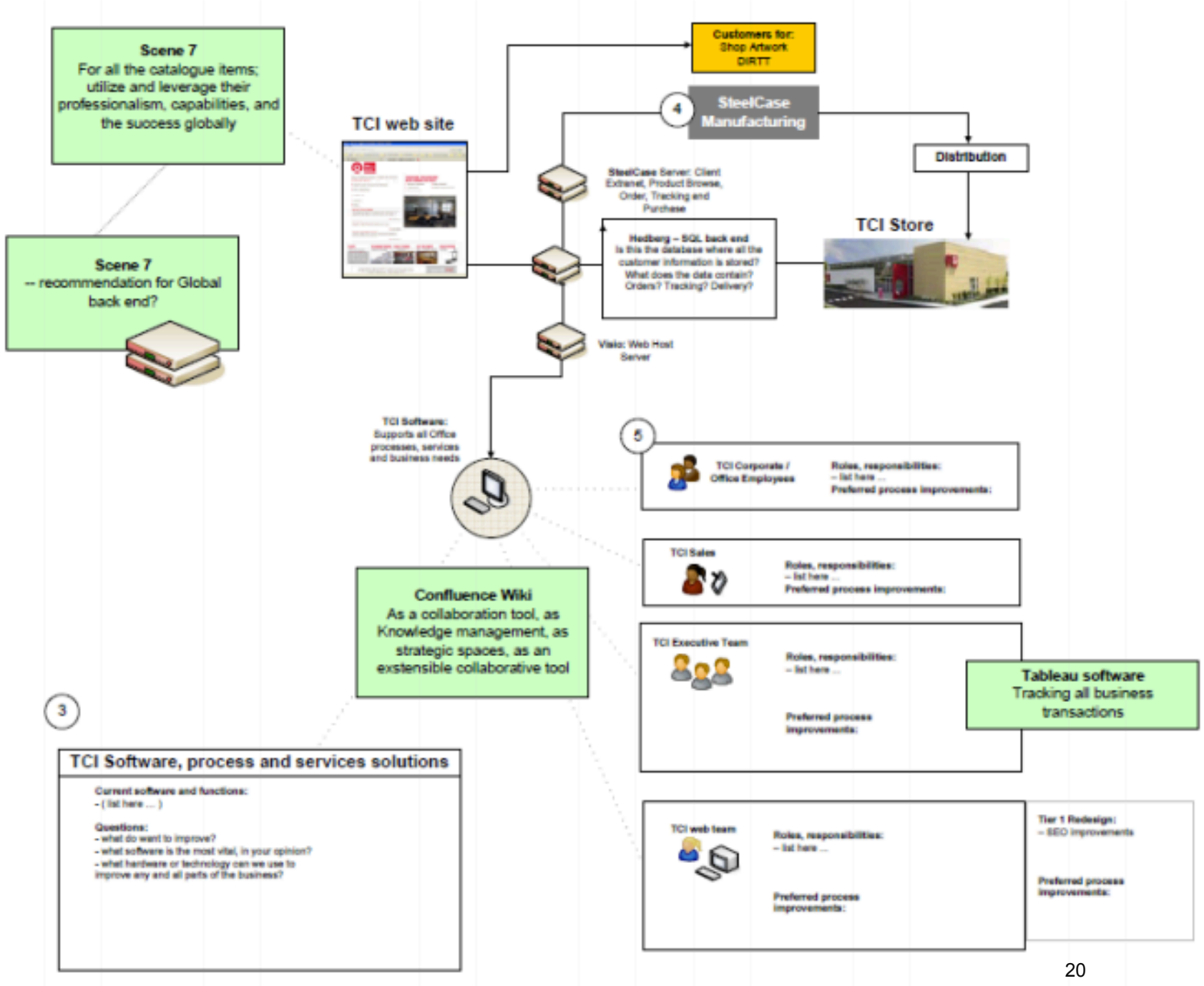
Creative Direction, Concepts, Stakeholder Interviews, Global User Interviews, Domain SME sessions, and Comparative Analysis



Target Commercial Interiors

2BN Opportunity

- Stakeholder Interviews
- Structural Audit
- Redesign Solutions



The Holy Grail of Holistic Design

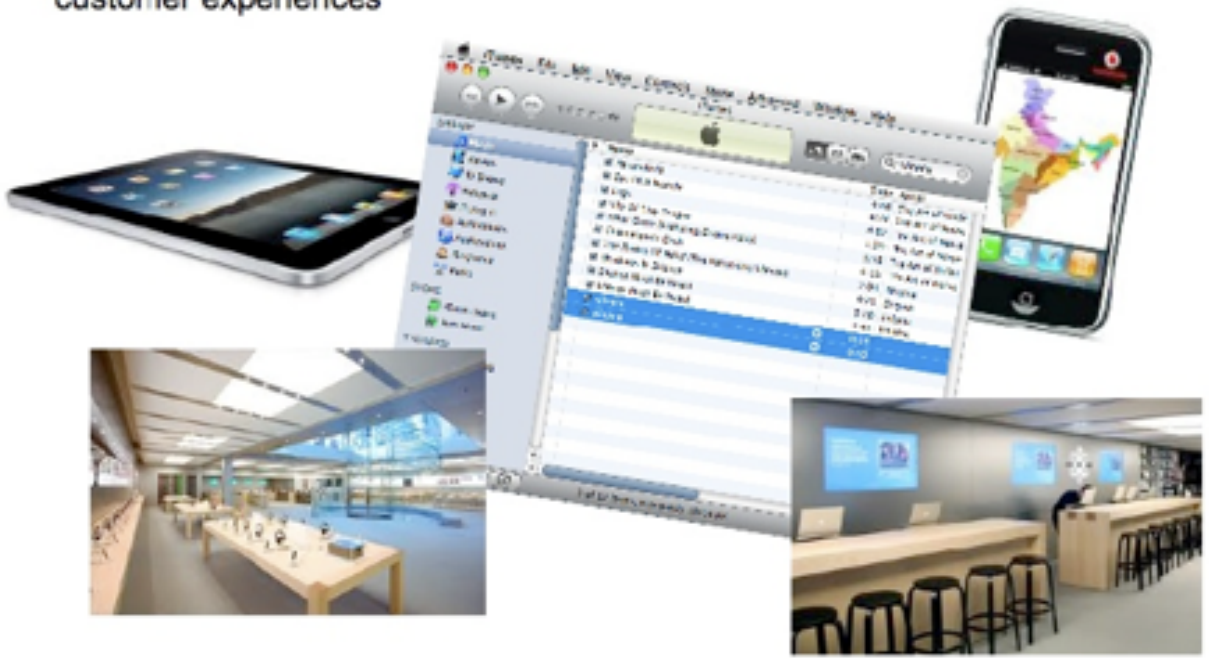
When we cover all the bases and truly “get it right” – the end result looks like the Apple example on the right.
Apple succeeds for many reasons, but all of those reasons are bound together in a holistic fashion that seamlessly addresses the total customer experience. This is the ultimate goal for any business or organization. Our research should be aligned with all the vital facets and touch points, connecting the business, platform and people.

Getting it right …

Apple: The Quintessential Holistic User Experience

Getting it right, all the way around

Products, Software, Support, Storefront, Interface = “Way-y-y cool!”, coveted customer experiences



2D/3D UX Virtual Reality Design

ConvergiaPlanet
VR DATING APP

Welcome to the next generation of dating sites! Isn't it time we graduated from the dull, uninspired limitations of the past and stepped boldly into the future?

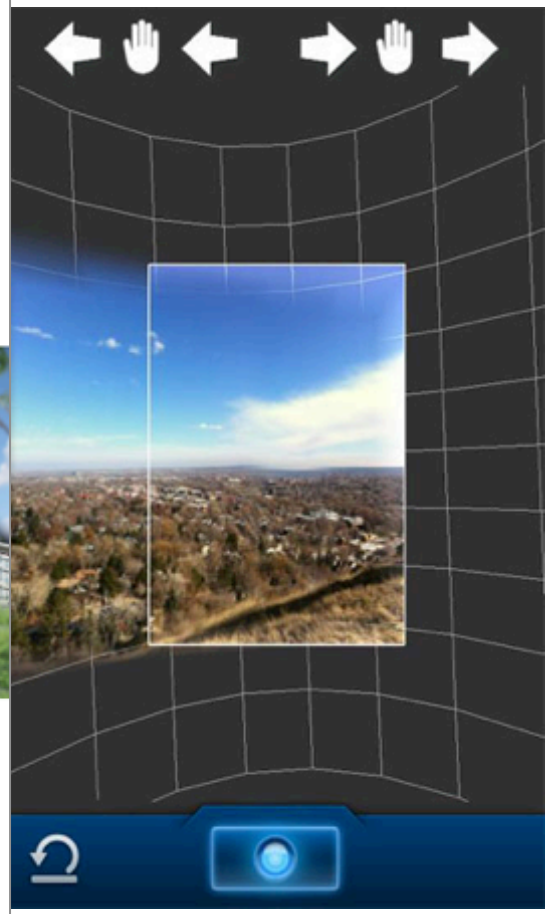
ConvergiaPlanet

Catastrophic Response Modeling

ConvergiaPlanet

Adopt A Family Today

Virtual Reality Research,
Social Services Tool

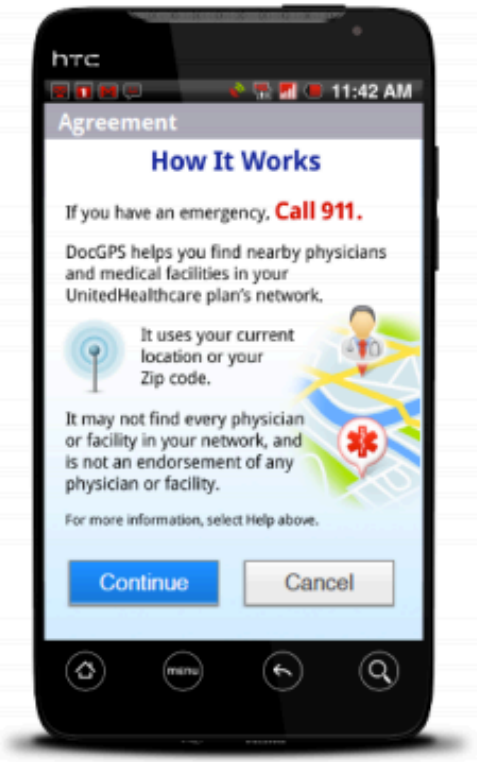


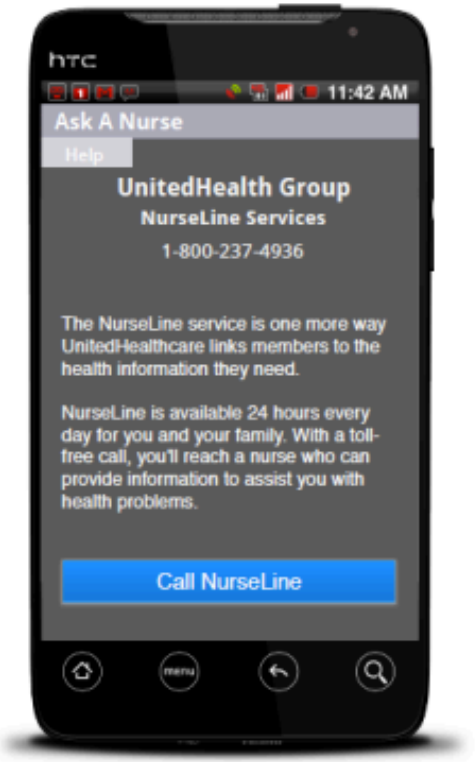
Mobile Design

UnitedHealth Group®

Physician Finder App

Android platform





MERCK
Be well

Merck Mobile Concepts

Supporting an end-to-end global study for Merck HR Solutions

Mobile Concepts

Prototype for a personal career profile that can be accessed by a candidate, Merck/MSD Manager, or Merck/MSD HR Administrator or Representative

Dave Fleming, UX Strategist

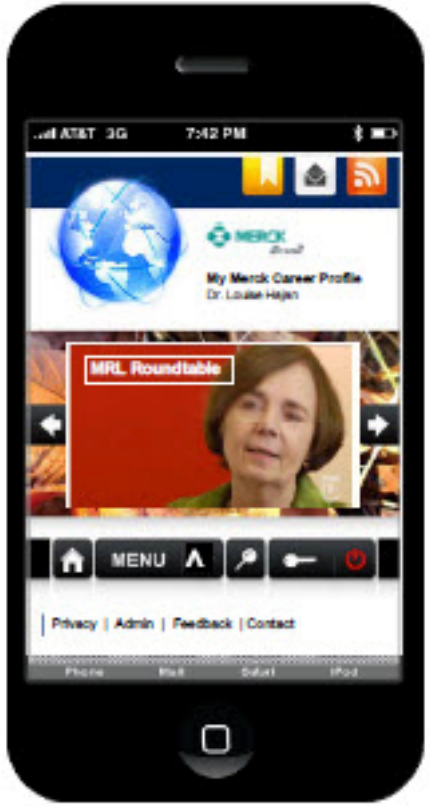
Mobile solutions & advantages

Managers can ...
A. view video clips
B. read about the candidate
C. send HR requests related to the candidate

Candidates can ...
A. ensure that their profile has video
B. read tips on the site and improve their portfolio

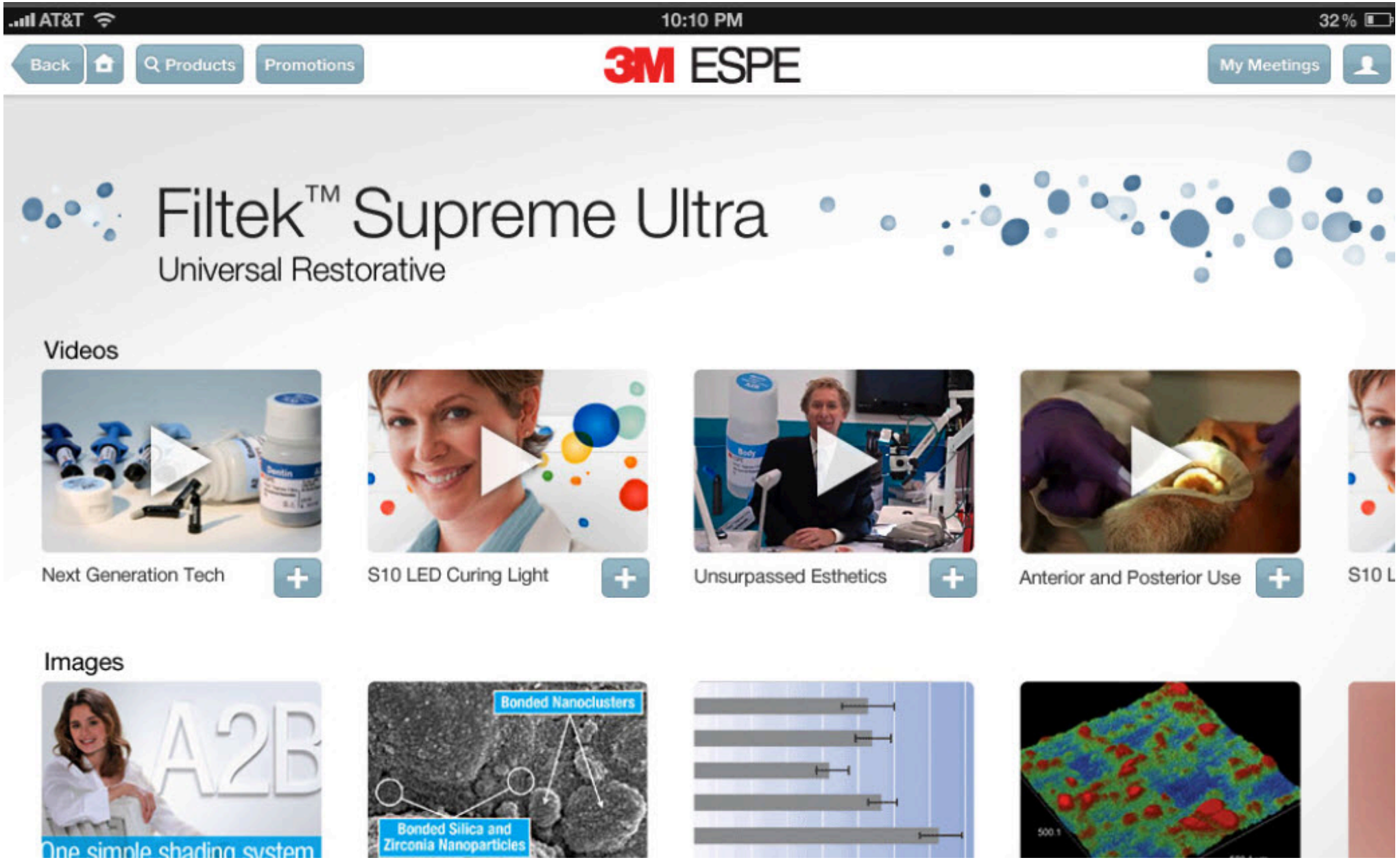
HR can ...
A. view candidate info
B. view Admin information on the candidate, such as status, progress, etc.; emergent issues can be flagged and shown on the front screen of their version of the App

Brand image at Merck ...
A. improves due to mobile presence
B. Mobile apps can be leveraged in Merck Ads, and in Social Networking spaces
C. Mobile tools being used by others, can influence other potential candidates



3M Filtek

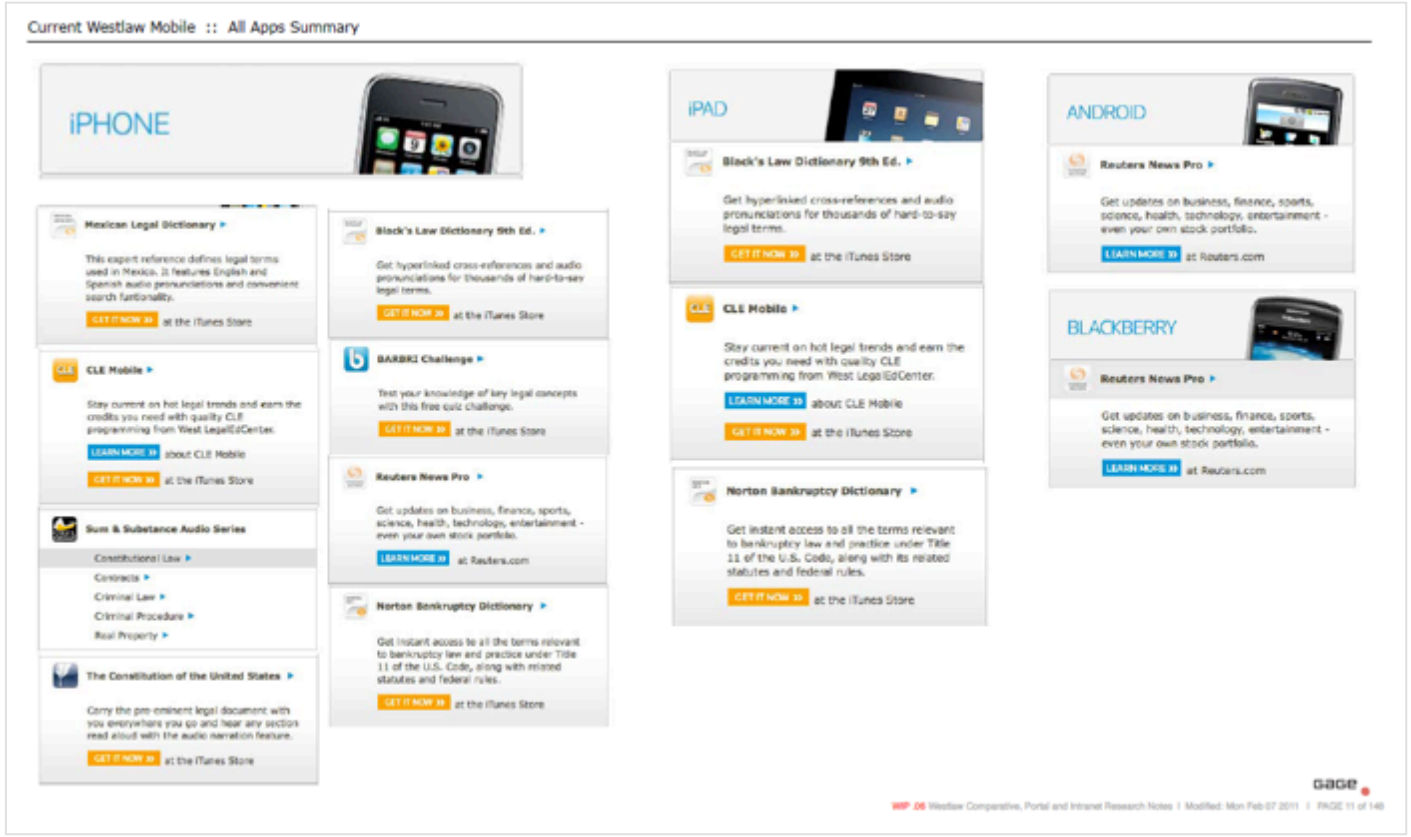
iPad Sales tool and app



THOMSON REUTERS

Westlaw Comparative Study

Mobile Apps overview



InternetBroadcasting℠

iPhone User Experience Audit

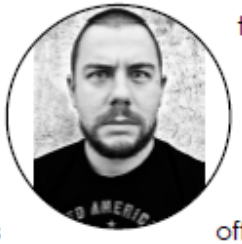
Review of the viability and usability

Visual Design & Copy

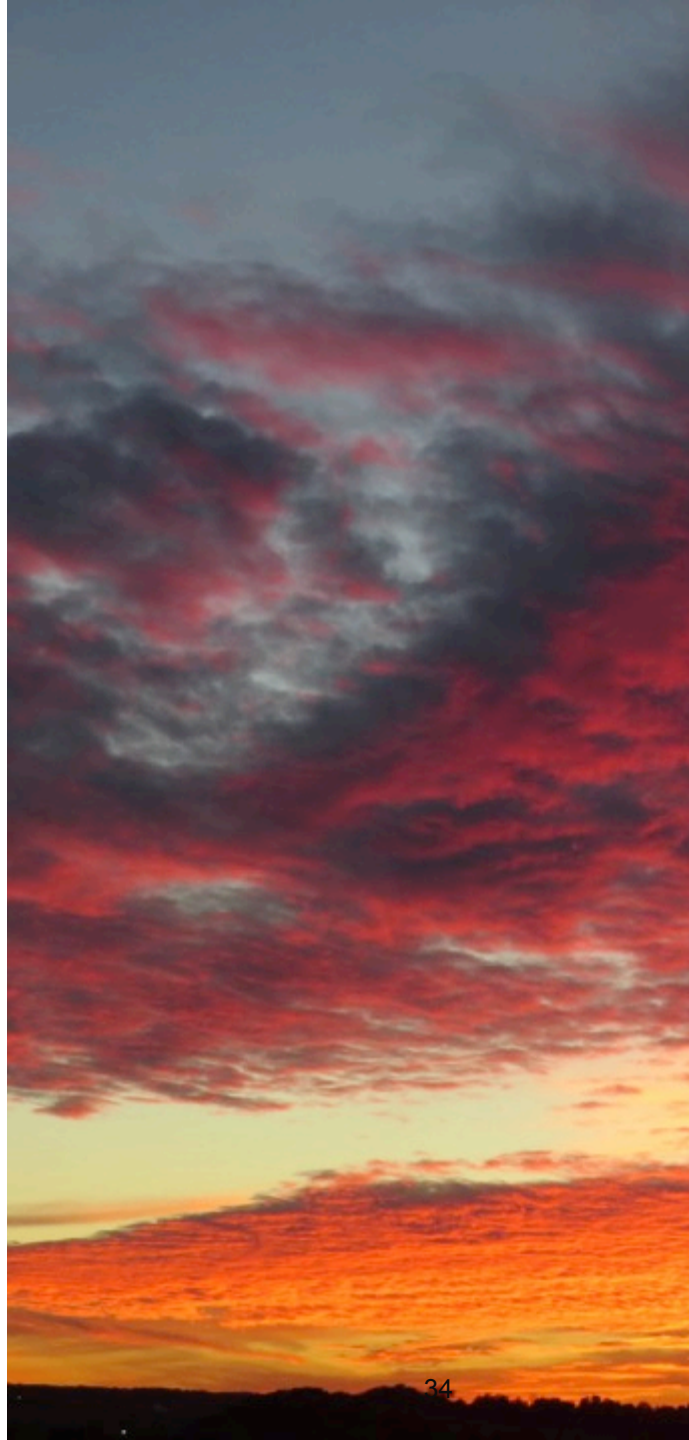
Yes, this is not a dream.

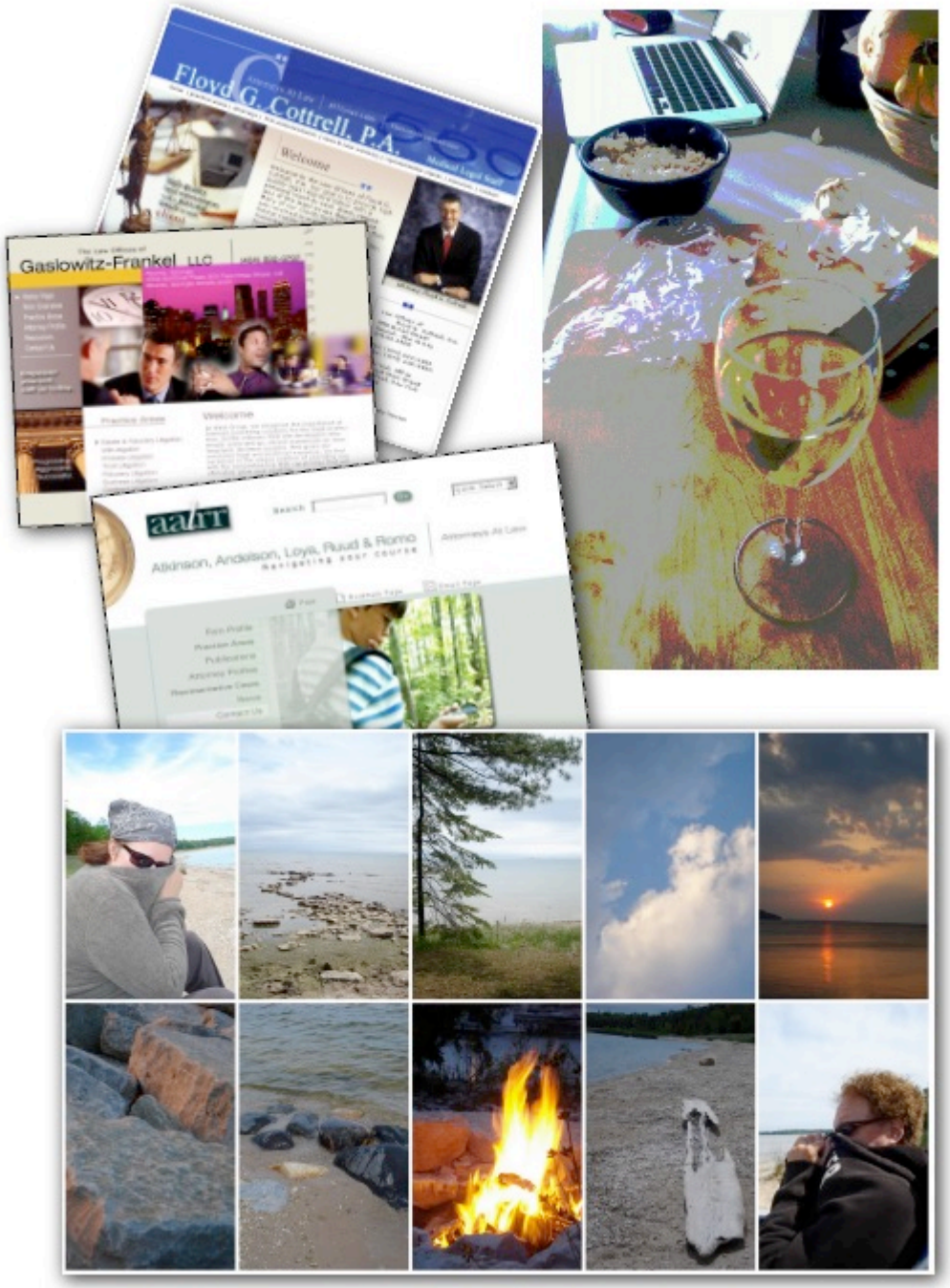
ABILITY TO HARNESS THE INESTIMABLE FLOW OF SUPERNATURAL CREATIVE ENERGY!

Carlos Santana once said about the power of music, "Sound immediately rearranges the molecular structure of the listener. And that's something that I'm really really passionate about." Okay, I admit it - I'm not really sure that what Carlos says is true, nor am I really sure that I can actually manage to "harness the creative flow of supernatural energy" - but it does get your attention, right? ... so does the intense stare of this guy in the circle (an old friend of mine). However, what I'm most interested in is harnessing creative flow that does get your attention, does wow your socks off, *and* leaves you with a clear understanding as to what you saw, leaving you with a positive memory and experience, *and* convinces you that you'd like to come back for more.



Some personal history ~ My creative juices began to flow at an early age, prompting me to spend many years drawing, painting and ultimately designing on a computer. I have been a Studio Arts Major at the University of Minnesota, was granted an Admissions Scholarship at the Minneapolis College of Art & Design (MCAD), taught a matriculated course in Design in 2001, and since then, have produced a boat load of both commercial and personal design projects, including photography, video and flash. My passion for all things creative has always been a part of my work and my thinking. Inspiration comes from galleries, web sites, signage, well done graffiti, poetry and even information graphics diagrams - yes, I am that Geeky!





Getting their attention.

LEAVEX

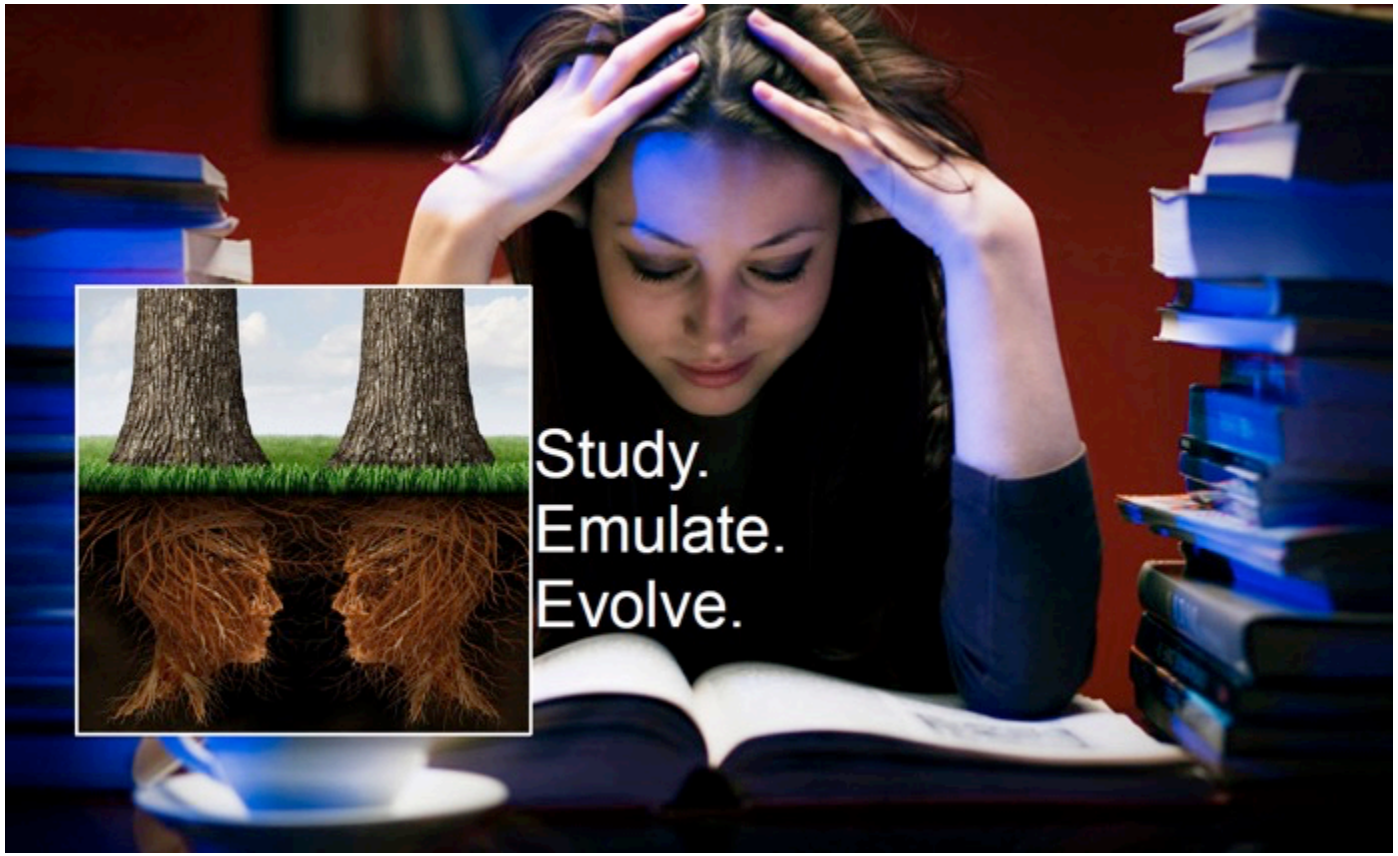
Startup
Leavex.com

Creative Direction, Visual Designer, Marketing Concepts & Collateral, Prototypes, Information Architecture and Developer collaboration

PRESENTATIONS

Corporate/NGO Communications

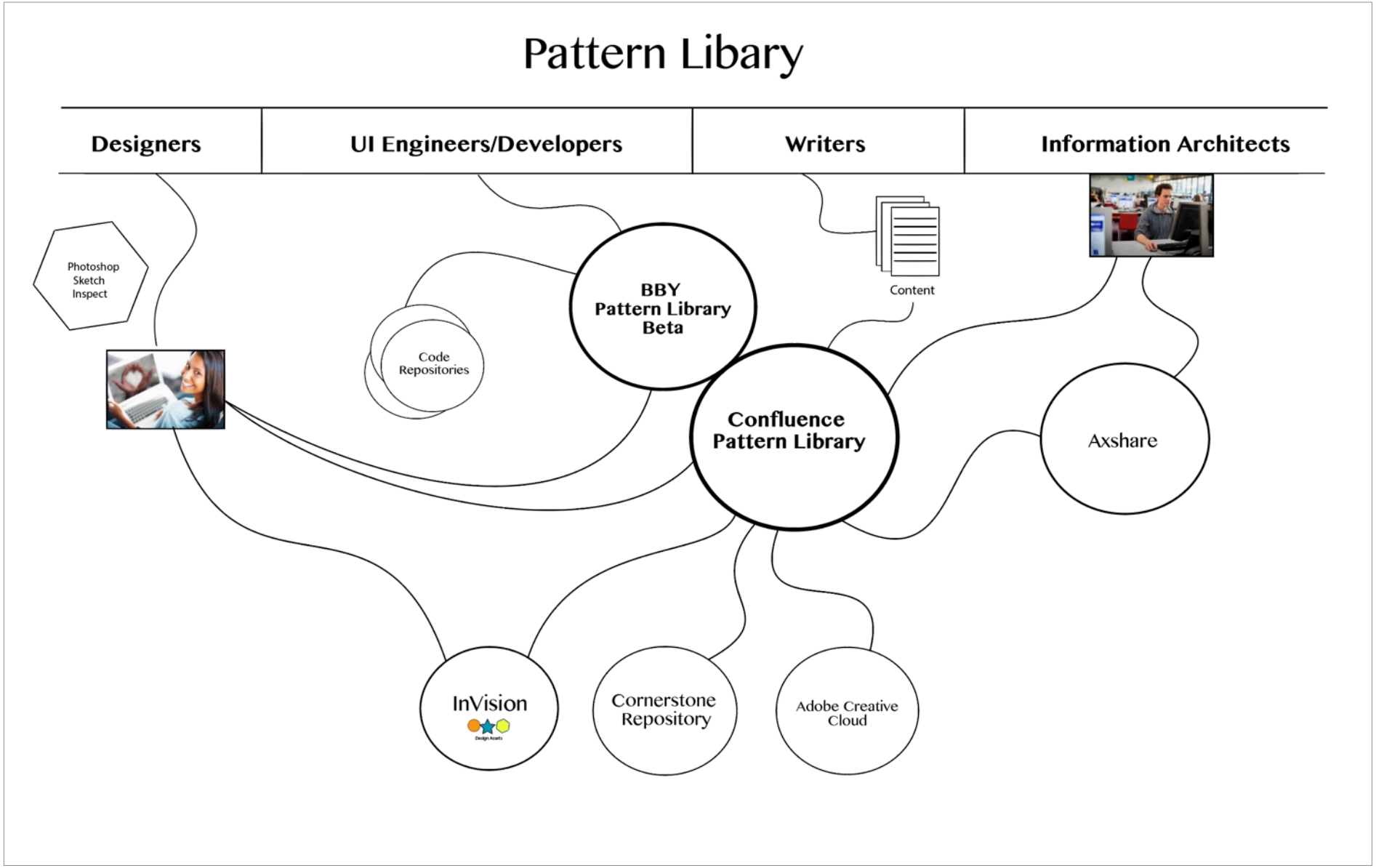
Replication of successful social service models



UX Pattern Libraries

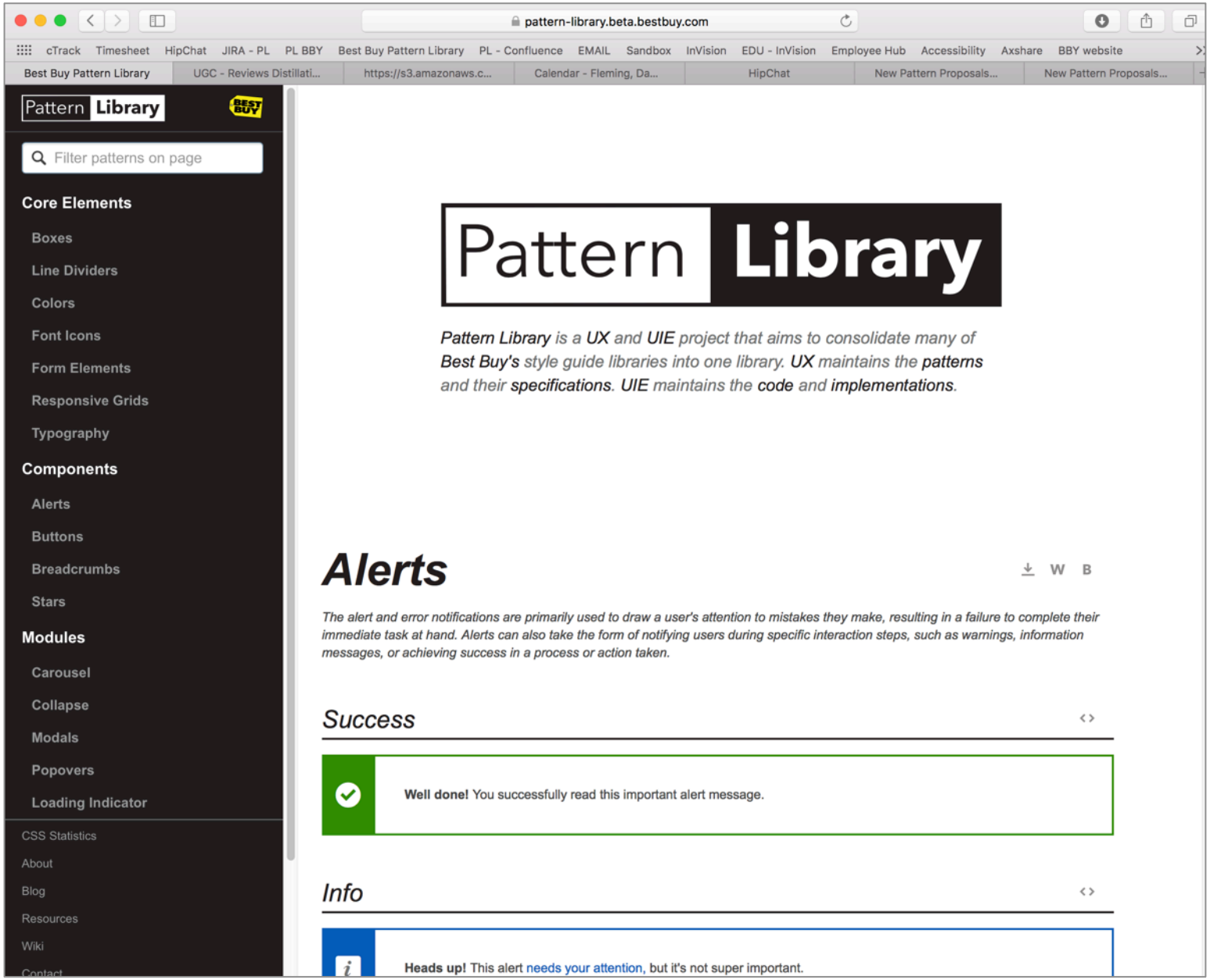
UX Pattern Library Ecosystem

An overview of the integrated systems and user groups



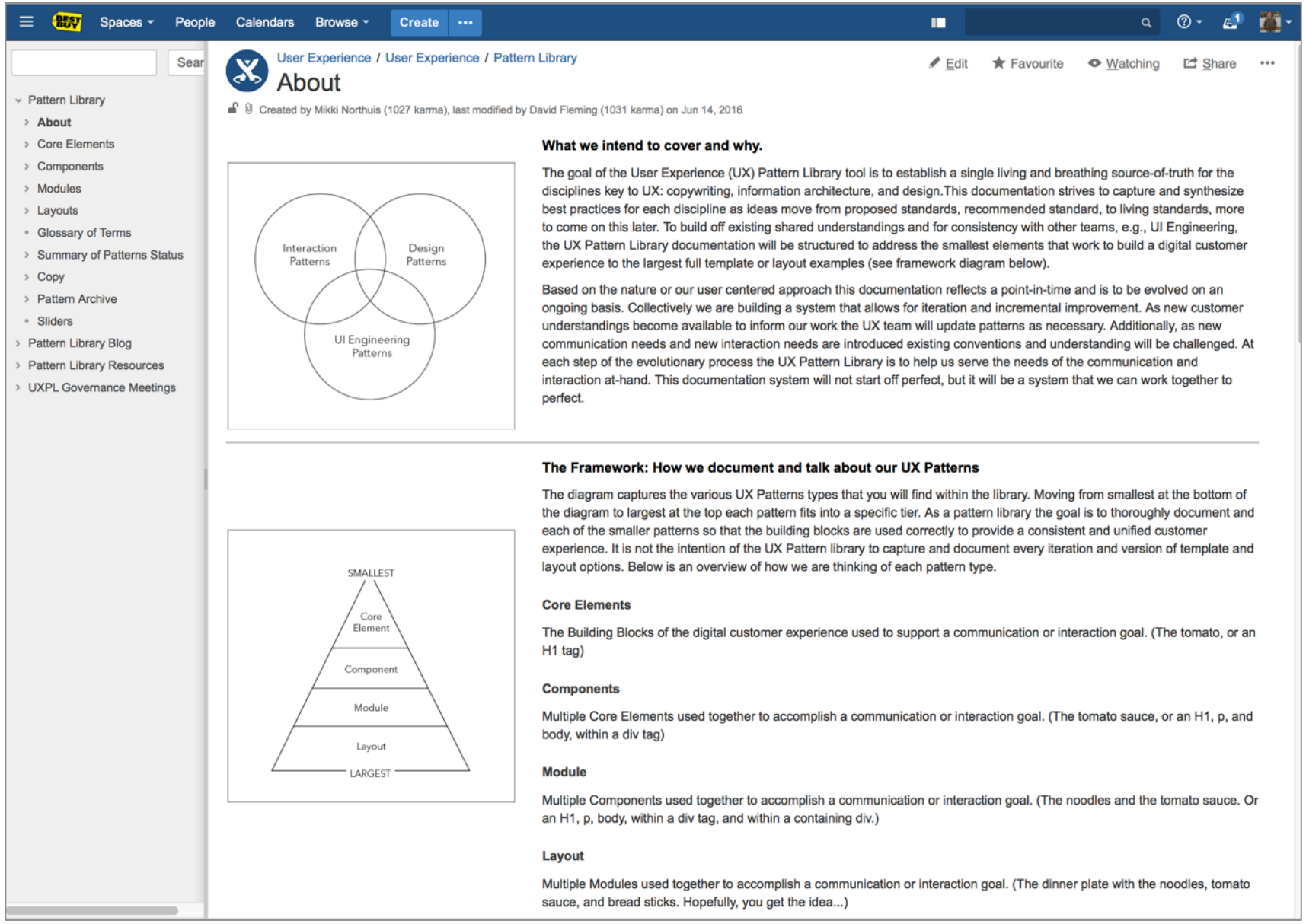
UX Pattern Library

Enabling the enterprise to avoid recreating the wheel with each web part, save money and provide an easier work experience



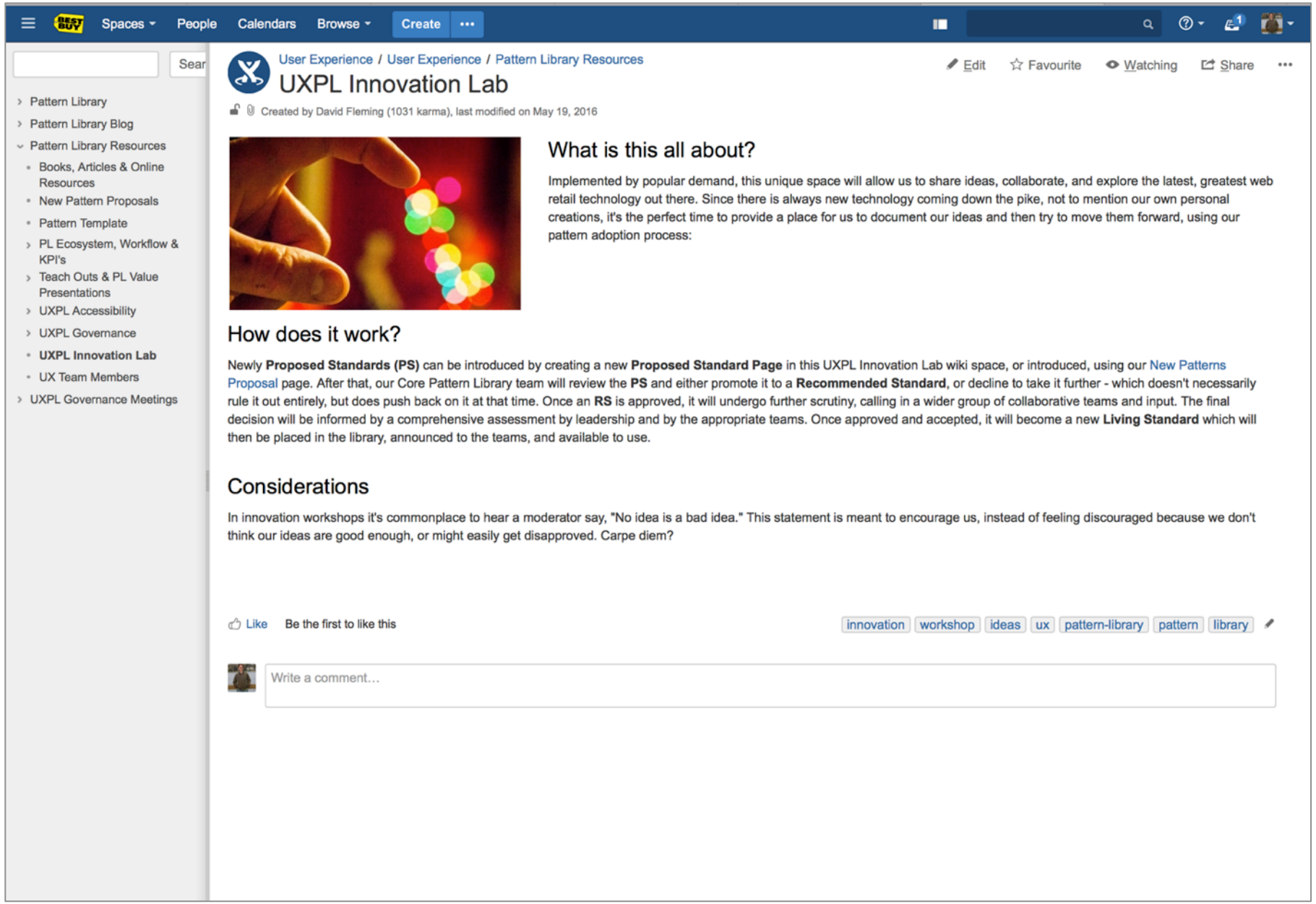
UX Pattern Library

Confluence Wiki – Pattern documentation library



UX Pattern Library

Innovation Lab



Brand & Business Analysis

COLAB cooperative

ABOUT WORK

Meet our team

Rylan Peery

Owner, Co-Founder

Ralph Cutler

Owner, Co-Founder

Ethan Winn

Owner, Senior Strategist

Brand Audit

Augmenting a website redesign, the audit helped CoLab consider additional ways to improve their overall experience.

Brand Audit

Design Agency

- Brand Assets Review
- Strategic Analysis

CoLab Brand Audit

File Edit View Insert Format Data Tools Add-ons Help Accessibility Last edit was yesterday at 10:05 PM

Create JIRA ticket

	Status	Priority	Lift	Assigned to	Category	Area of focus	Observation	Recommendation	Next Step	Desired Result	Notes	URL
6	Create JIRA ticket		1	1	Dave	Brand Steward	Marketing Road Map	We need to establish a cohesive policy and protocol for Brand Stewardship, including a bigger picture view that depicts the foundation and rationale for moving forward.	Using the "Traction" methodology, combined with an understanding of what makes up the practical foundations of brand, develop a Marketing Road Map. It is assumed that the business goals will help drive a collective consesus for building the Marketing Road Map - high level.	Dave - to prepare a high level outline to help define the documentation and purpose. Review existing Marketing road map documents and vision	Marketing Road Map	Need for consensus. What are the key components of a Brand Road Map? Do we have examples to work from?	
7	Create JIRA ticket		1	1	Dave	Success Metrics	Web Analytics baseline	I've heard that we have someone that does web analytics baseline reporting, but I haven't seen one yet. This could easily be my lack of access at this point.	Use Google Analytics or some other web metrics service to take a baseline view. Then use those statistics to discover the correlation to sales strategy, SEO, marketing campaigns, site redesign, and other CoLab inititatives. Make the metrics available to the coop in a transparent way and review on a regular basis. Be sure that it reflects the depth of reporting you're looking for.	Dave - to meet with Brian Tooney Meeting set for Monday afternoon	ROADMAP OF METRICS INITIATIVES Combine web metrics with other metrics, to figure out how all of the data can be pulled together to assess and track the successful outcomes related to: 1. new leads 2. new revenue / projects 3. indicators in the metrics that reveal 4. attracting entreprenuers 5. attracting new talent for CoLab Review and assure that the social media touchpoints are working as effectively as possible	10/10 I did meet with Ralph on 10-10, discussing and reviewing some of the reports available, as well as a few strategies related to using Optimizely. After my discussion with Ralph, I've decided to contine to meet with Brian on Monday, to learn a little more.	http://www.visistat
8	Create JIRA ticket		1	1	Dave	Success Metrics	Social Media	I'm not aware of any tools used to measure the CoLab Brand Impact, using social media analytics.	Use Data Dashboard tools to help measure social media impact and social listening; consider Tableau, Zoho, and Kipfolio.	Dave to connect with peers on industry best practices	BRAND IMPACT REPORT This will work in concert with line 7, combining all metrics into one view, with accomodating data points, correlating the impact on - leads, new revenue streams, new hires, new entrepreneur gigs, and other profitable improvements.		http://www.slides?
33	HOLD				Dave	Content	Analysis and Strategy	This is a work in progress that Jess is doing, providing a Landscape analysis of comparative competitors. This documentation is forthcoming.	Review Jess's work and adopt the relative insights into the Marketing Road Map Strategy and Planning.	Review final report and recommendations from Jess			
							Compensation for	Sales compensation might become a significant driver in bringing in new accounts. Sales people	Consider testing this Sales hypothesis, and run pilot programs that include escalated compensation -		SALES PROCESS POLICY		

Holistic Review and Report | Additional Assets to Review

Pro Bono Initiative

Walk-In Counseling Center

Organization Model Study

User Experience Summary Report & Recommendations

Convergiaplanet

Successful Social Services | Organization Model Study

Dave Fleming, Service Design Analyst / ConvergiaPlanet.com

218-576-2822

April 16, 2014

Walk•In Counseling Center

Walk-In Counseling Center
2421 Chicago Avenue South, Minneapolis, MN 55404

Phone: 6128700565, Fax: 6128704169

www.walkin.org

PROGRESSIVE PROCESS

Yields progressive results

Q & A

Contact

Dave Fleming

218.576.2822

xshapes@gmail.com